

# Gamers Over 50: You're Never Too Old to Play

## Introduction

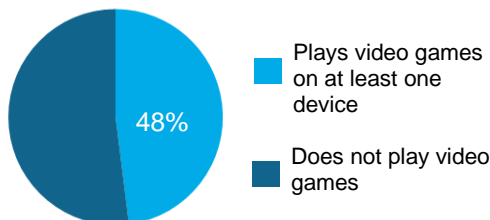
Americans of all ages play video games on every device with a screen. In fact, according to the Entertainment Software Association's (ESA) *2013 Essential Facts About the Computer and Video Game Industry*, the largest segment of gamers (36 percent) are age 36 and older.

To better understand the perceptions of games and play habits of gamers over 50, ESA commissioned a survey, *Gamers Over 50: You're Never Too Old to Play*, among a representative sample of Americans age 50 and older. Respondents qualified as being a gamer if they currently play video games on at least one system or device, such as a smart phone, video game console, portable game console, computer, or other game system. The survey examined the types of devices gamers over 50 use, how often they play, and who provides them information about new games and gaming hardware.

### Key Finding #1

#### Nearly Half of Adults Age 50 and Older Play Games

Total Respondents Age 50+  
(n = 3,868)



Q5: Which of the following systems or devices do you currently have in your home?

Q6: Which of these systems or devices do you personally use for playing video games?

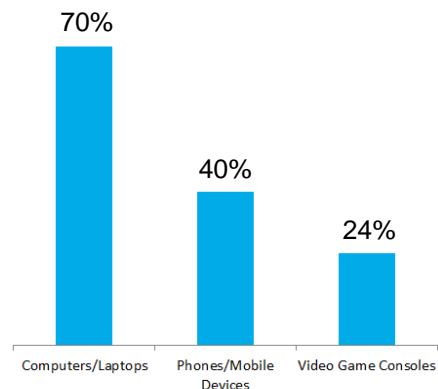
### Fast Fact

95 percent of gamers over 50 own a game system or device that can play games.

### Key Finding #2

#### More Than Two-thirds of Gamers Over 50 Use Computers and Mobile Devices for Game Play

% Among Gamers Over 50  
(n = 1,836)



Q6: Which of these systems or devices do you personally use for playing video games?

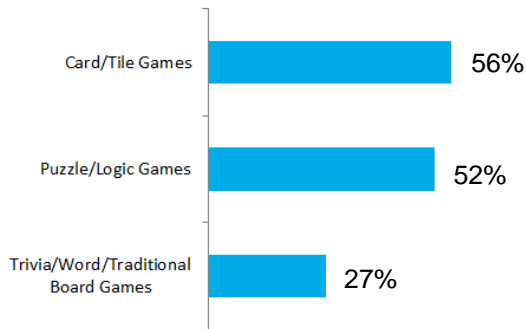
### Fast Fact

Nearly two-thirds (64 percent) of gamers over 50 play games online.

**Key Finding #3**

**Card, Puzzle, Logic, Trivia, and Word Games Are Among the Most Popular Game Genres for Gamers Over 50**

% Among Gamers Over 50  
(n = 1,836)

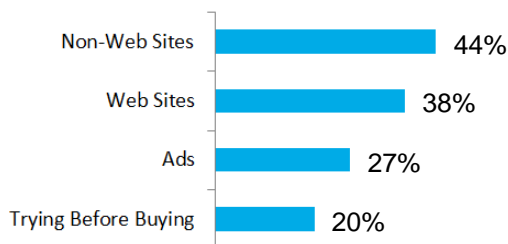


Q15: Please select your three favorite types of games from the list below that you typically like to play online or offline, on any system or device?

**Key Finding #4**

**Non-Website Sources Are the Most Popular Way Gamers Over 50 Learn About New Games and Game Hardware**

% Among Gamers Over 50  
(n = 1,836)

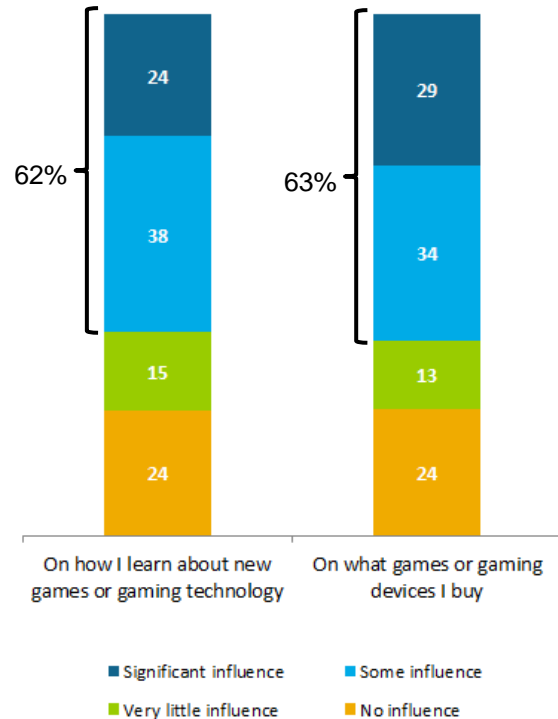


Q24: How do you generally learn about new games or gaming hardware?

**Key Finding #5**

**The Children of Gamers Over 50 Strongly Influence Their Game Knowledge, Purchases**

% Among Gamers Over 50 with Kids  
Less than 18 Living in Household  
(n = 268)



Q15: How influential are your children on each of the following?

**Fast Fact:**

80 percent of gamers over 50 play on a weekly basis and 45 percent play on a daily basis.

**Fast Fact:**

92 percent of gamers over 50 play at home, making it overwhelmingly the top location for game play.