2019 ESSENTIAL FACTS
About the Computer and Video Game Industry
2018 was a record-breaking year for our industry, with total video game sales exceeding $43.4 billion. Over 164 million adults in the United States play video games, and three-quarters of all Americans have at least one gamer in their household. It’s now more important than ever to understand who America’s video game players really are and what’s driving them.

That’s why I’m thrilled to share the 2019 Essential Facts About the Computer and Video Game Industry. For the first time, we at the Entertainment Software Association have taken a comprehensive look at the individual Americans who enjoy video games and their lifestyles in order to better understand their profiles and interests.

The resulting data speaks for itself. Video game players represent a diverse cross-section of the American population spanning every age, gender, and ethnicity. They live healthy lives, are civically engaged, and are socially active. More than three-quarters report that video games provide them with mental stimulation (79%) as well as relaxation and stress relief (78%). The role of video games in the American family is also changing: nearly three-quarters (74%) of parents believe video games can be educational for their children, and more than half (57%) enjoy playing games with their child at least weekly.

The 2019 Essential Facts simply illustrates what we in the industry already know to be true: we are living in the golden age of video games, and video game players are thriving.

– Stan Pierre-Louis, Acting CEO & President, Entertainment Software Association
65% of American adults play video games. The average age of a gamer is 33 years old.

**AT-A-GLANCE**

- 90% of parents pay attention to the games their child plays.
- 59% of gamers are certain they will vote in the next presidential election.
- 75% of Americans have at least one gamer in their household.

Gamers are more likely to have a creative hobby (drawing, singing, writing, etc.) with 56% female and 49% male.

Gamers are more likely to play a musical instrument with 32% female and 27% male.

Gamers are:

- 46% female
- 54% male

Gamers

Average Americans
Average Gamer

65% of American adults play video games

The most common devices used for video game play among adult gamers

- 60% Smartphone
- 52% Personal computer
- 49% Dedicated game console

Most popular game genres

- 71% Casual
- 53% Action
- 47% Shooter

Gamers feel that video game play has a positive impact on their lives

- 52% of gamers are college educated
- 79% of gamers say games provide mental stimulation
- 78% of gamers say games provide relaxation and stress relief

The most common devices used for video game play among adult gamers

46% of gamers are female
Average age for women: 34

54% of gamers are male
Average age for men: 32

- Overall average age of gamers is 33
- They have been playing for 14 years on average
When it comes to adult gamers

**63%** play with others

Adult gamers spend

4.8 hours a week played with others online

3.5 hours a week played with others in person

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**SOCIAL & LIFESTYLE**

GAMERS AS COMPARED TO AVERAGE AMERICANS

Gamers play throughout the day

- **52%** after work
- **31%** while waiting for appointments
- **27%** during break at work/school
- **16%** during a commute

Gamers get the same amount of sleep at night

- **6.8 hours**
  - **7 hours**

Gamers are just as likely to

- Take camping/hiking trips: **2.7 trips per year**
  - **2.5 trips per year**
- Vacation internationally: **.8 trips per year**
  - **.7 trips per year**
- Exercise: **4.1 hrs/wk**
  - **3.9 hrs/wk**

Gamers are civically engaged

- **59%** are certain they will vote in the next presidential election

Gamers are more likely to

- have a creative hobby (drawing, singing, writing, etc.): **56%**
  - **49%**
- play a musical instrument: **32%**
  - **27%**
- meditate regularly: **32%**
  - **27%**
- be vegetarian: **17%**
  - **13%**

**POLITICAL AFFILIATIONS**

- **37%** Democrat
- **33%** Republican
- **18%** Independents
- **12%** Other
Parents of Gamers

ESRB 87% of parents are aware of ESRB ratings

90% of parents pay attention to the games their child plays

77% of parents regularly use the ESRB ratings

98% of parents are confident that ratings are accurate

Parents limit the amount of time spent on the following activities:

- Playing Computer & Video Games: 49
- Browsing the internet: 40
- Streaming TV Shows: 38
- Participating in social media: 34
- Watching TV (Live): 34
- Watching TV (Pre-recorded): 26
- Watching TV (On-Demand): 23
- Going to the Movies: 20

ESRB RATING DATA

Of the 2,768 physical and downloadable console games assigned ratings by the ESRB in 2018:

- 42% received ESRB E -  Everybody
- 19% received ESRB E10+ - Everyone 10 and Older
- 30% received ESRB T - Teen
- 9% received ESRB M - Mature

Among parents of gamers

57% of parents play games with their child at least weekly

74% of parents believe video games are educational
70% of families have a child who plays video games.

75% of Americans have at least one gamer in their household.

When it comes to households, 21% of gamers are under 18.

87% of parents require permission for new game purchases.

91% of the most frequent purchasers of console, PC, and mobile games in gamer households are adults.

Average age of most frequent game purchasers for:
- PC: 38
- Smartphone: 37
- Console: 33

21% of parents require permission for new game purchases.

40% of the most frequent purchasers of console, PC, and mobile games in gamer households are adults.

18-35:
18%
36-49:
21%
50+:
21%
Male Millennial Gamers
AGES: 18-34
FAVORITE GENRES: Action, Shooters & Sports Games
FAVORITE GAMES: God of War, Madden NFL and Fortnite

69% of male Millennial gamers most often play games on their game console
83% of male Millennial gamers most often play Action games
66% of male Millennial gamers prefer to play with friends

FAVORITE GAMES:
- 61% Racing games (e.g., Need for Speed, Mario Kart)
- 60% Sport games
- 59% First Person Shooters (e.g., Call of Duty, Battlefield)

59% of male Millennial gamers have a creative hobby (drawing, painting, singing, writing) outside of video game play

Female Millennial Gamers
AGES: 18-34
FAVORITE GENRES: Casual & Action Games
FAVORITE GAMES: Candy Crush, Assassin’s Creed, Tomb Raider

69% of female Millennial gamers most often play games on their Smartphone
76% of female Millennial gamers most often play Casual games
45% of female Millennial gamers prefer to play with friends

FAVORITE GAMES:
- 49% Racing games (e.g., Need for Speed, Mario Kart)
- 44% Puzzle games (e.g., Tetris)
- 42% Party games (e.g., Super Mario Party, Go Vacation)

67% of female Millennial gamers have a creative hobby (drawing, painting, singing, writing) outside of video game play
Female Gen X Gamers

AGES: 35-54

FAVORITE GENRES: Casual Games, including Puzzle and Classic Arcades

FAVORITE GAMES: Tetris & Pac-Man

70% of female Gen X gamers most often play games on their Smartphone
81% of female Gen X gamers most often play Casual games
48% of female Gen X gamers prefer to play alone

62% believe video games can be educational
68% believe they provide mental stimulation

Male Gen X Gamers

AGES: 35-54

FAVORITE GENRES: Sports, Racing & Shooters

FAVORITE GAMES: Forza, NBA 2K, Call of Duty

62% of male Gen X gamers most often play games on their Smartphone
70% of male Gen X gamers most often play Casual games
40% of male Gen X gamers prefer to play with friends

55% believe video games can be educational
68% believe they provide mental stimulation
Male Boomer Gamers

AGES: 55-64

FAVORITE GENRES: Card, Puzzle and Virtual Board Games

FAVORITE GAMES: Solitaire & Scrabble

66% of male Boomer gamers most often play games on their PC

78% of male Boomer gamers most often play Casual games

65% of male Boomer gamers prefer to play alone

25% of Male Boomers have been video game players for 25+ years

Female Boomer Gamers

AGES: 55-64

FAVORITE GENRES: Card, Puzzle & Virtual Board Games

FAVORITE GAMES: Mahjong & Monopoly

58% of female Boomer gamers most often play games on their Smartphone

77% of female Boomer gamers most often play Casual games

58% of female Boomer gamers prefer to play alone

22% of Female Boomers have been video game players for 25+ years

BOOMER GAMERS (55-64)

ESA ESSENTIAL FACTS 2019
### Top 20 Best-Selling Video Games of 2018 by Units Sold

<table>
<thead>
<tr>
<th>RANK</th>
<th>TITLE</th>
<th>ESRB</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Call of Duty: Black Ops III</td>
<td>Mature (M)</td>
</tr>
<tr>
<td>2</td>
<td>Red Dead Redemption II</td>
<td>Mature (M)</td>
</tr>
<tr>
<td>3</td>
<td>NBA 2K19</td>
<td>Everyone (E)</td>
</tr>
<tr>
<td>4</td>
<td>Madden NFL 19</td>
<td>Everyone (E)</td>
</tr>
<tr>
<td>5</td>
<td>Grand Theft Auto V</td>
<td>Mature (M)</td>
</tr>
<tr>
<td>6</td>
<td>Super Smash Bros. Ultimate</td>
<td>Everyone 10+ (E10+)</td>
</tr>
<tr>
<td>7</td>
<td>Marvel’s Spider-Man</td>
<td>Teen (T)</td>
</tr>
<tr>
<td>8</td>
<td>Far Cry 5</td>
<td>Mature (M)</td>
</tr>
<tr>
<td>9</td>
<td>God of War 2018</td>
<td>Mature (M)</td>
</tr>
<tr>
<td>10</td>
<td>Monster Hunter: World</td>
<td>Teen (T)</td>
</tr>
<tr>
<td>11</td>
<td>Minecraft</td>
<td>Everyone 10+ (E10+)</td>
</tr>
<tr>
<td>12</td>
<td>Tom Clancy’s Rainbow Six: Siege</td>
<td>Mature (M)</td>
</tr>
<tr>
<td>13</td>
<td>Assassin’s Creed: Odyssey</td>
<td>Mature (M)</td>
</tr>
<tr>
<td>14</td>
<td>FIFA 19</td>
<td>Everyone (E)</td>
</tr>
<tr>
<td>15</td>
<td>Mario Kart 8</td>
<td>Everyone (E)</td>
</tr>
<tr>
<td>16</td>
<td>Rocket League</td>
<td>Everyone (E)</td>
</tr>
<tr>
<td>17</td>
<td>PlayerUnknown’s Battlegrounds</td>
<td>Teen (T)</td>
</tr>
<tr>
<td>18</td>
<td>Battlefield V</td>
<td>Mature (M)</td>
</tr>
<tr>
<td>19</td>
<td>Call of Duty: WWII</td>
<td>Mature (M)</td>
</tr>
<tr>
<td>20</td>
<td>Super Mario Odyssey</td>
<td>Everyone 10+ (E10+)</td>
</tr>
</tbody>
</table>

Source: The NPD Group/Retail Tracking Service/Digital Games Tracking Service

### Purchasing

- **Content**: $25B
- **Hardware**: $30B
- **Acc & VR**: $358B

**Total**: $35.8B + $5.1B + $2.4B = $43.4B

- **$35.8B** in content
- **$5.1B** in hardware
- **$2.4B** in accessories & VR

### Best Selling Video Game Super Genres

- **Action**: 26.9%
- **Role Play**: 11.3%
- **Adventure**: 7.9%
- **Racing**: 5.8%
- **All Other**: 4.6%

### Top 5 influences for purchase

1. **Price**: 66%
2. **Quality of Graphics**: 63%
3. **Interesting Story/Premise**: 57%
4. **Familiar from Past Experiences**: 48%
5. **Continuation of Favorite Game Series**: 46%

### Gamers say the following are useful when deciding on a purchase

1. **YouTube videos**: 39%
2. **User reviews from communities or digital storefronts**: 30%
3. **Professional reviews from online video game magazines/websites**: 29%
4. **Streaming**: 20%
5. **Price**: 49% of gamers have made a microtransaction in the last year
6. **Monthly subscription for a video game or game service**: 29%
ACADEMY OF INTERACTIVE ARTS & SCIENCES | WWW.INTERACTIVE.ORG

The Academy of Interactive Arts & Sciences (AIAS) was founded in 1996 as a not-for-profit organization dedicated to the advancement and recognition of the interactive arts. The organization has more than 30,000 members consisting of game developers in the United States and around the world. The mission of the AIAS is to promote and advance the worldwide interactive entertainment community; recognize outstanding achievements in the interactive arts and sciences; and host an annual awards show, the D.I.C.E. (Design, Innovate, Communicate, Entertain) Awards, to enhance awareness of the interactive art form. Other special programs and initiatives led by the AIAS include the prestigious D.I.C.E. Summit and D.I.C.E. Europe, bringing together the top video game designers and developers from around the world and business leaders from all major publishers to discuss the state of the industry, its trends and the future; and Into the Pixel, an exploration and celebration of the art of video games. Please visit our website at: www.interactive.org

INTERNATIONAL GAME DEVELOPERS ASSOCIATION | WWW.IGDA.ORG

The IGDA supports and empowers game developers around the world in achieving fulfilling and sustainable careers through connecting worldwide game developers at all stages of their careers to peers with shared interests and goals, advocating on issues that are important to the professional and personal success of game developers, and providing educational resources for students, game developers, and game development studios that help solve game development’s most difficult challenges.

ENTERTAINMENT SOFTWARE RATING BOARD | WWW.ESRB.ORG

The ESRB is a non-profit, self-regulatory body that assigns age and content ratings for video games and mobile apps so parents can make informed choices. It also enforces advertising guidelines adopted by the video game industry and helps companies implement responsible online and mobile privacy practices under its Privacy Certified program.

ESA FOUNDATION | WWW.ESAFOUNDATION.ORG

Created by the American entertainment software industry, the ESA Foundation works to make a positive difference in the lives of America’s youth by providing scholarships to the next generation of industry innovators and supporting charitable organizations and schools that leverage entertainment software and technology. The ESA Foundation receives its primary funding proceeds from the signature annual fundraiser Nite to Unite and other charitable initiatives.

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