

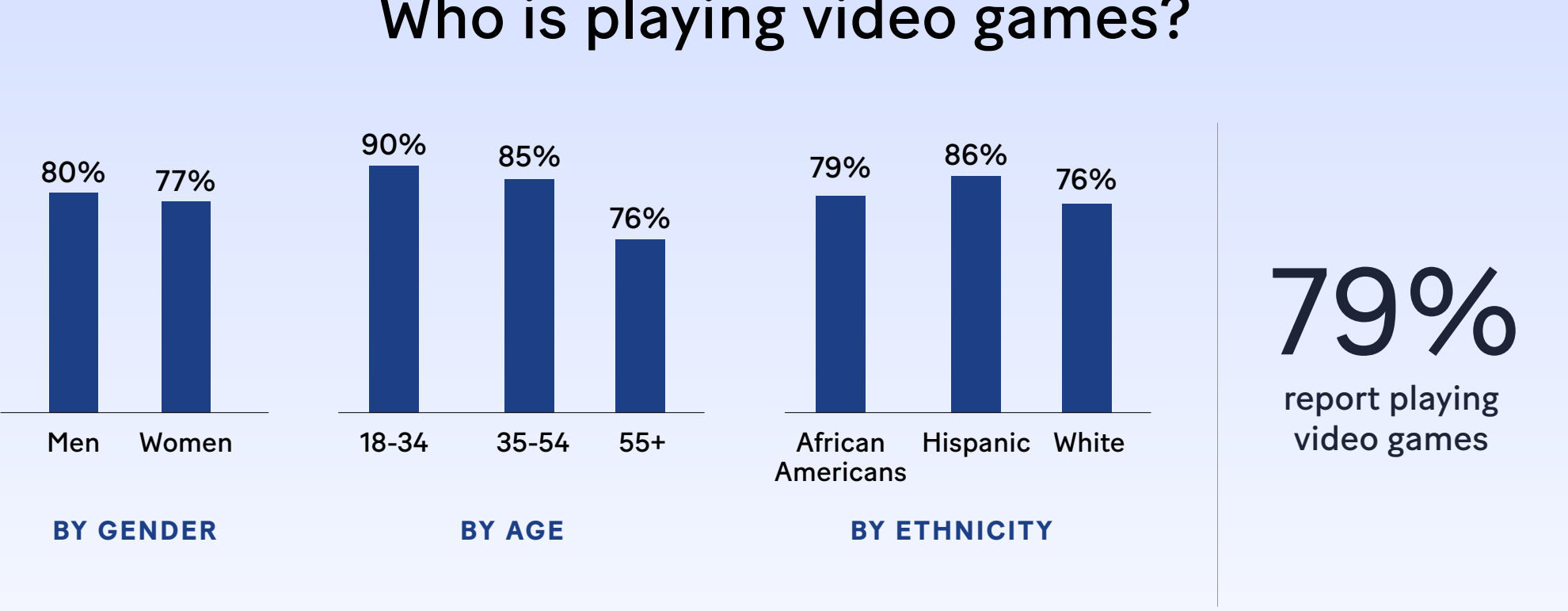
Gamers are everywhere

Not just teenagers in the basement anymore

While young men still dominate the video game landscape, the proliferation in game types, especially via phone, has made game play ubiquitous across all groups in society.

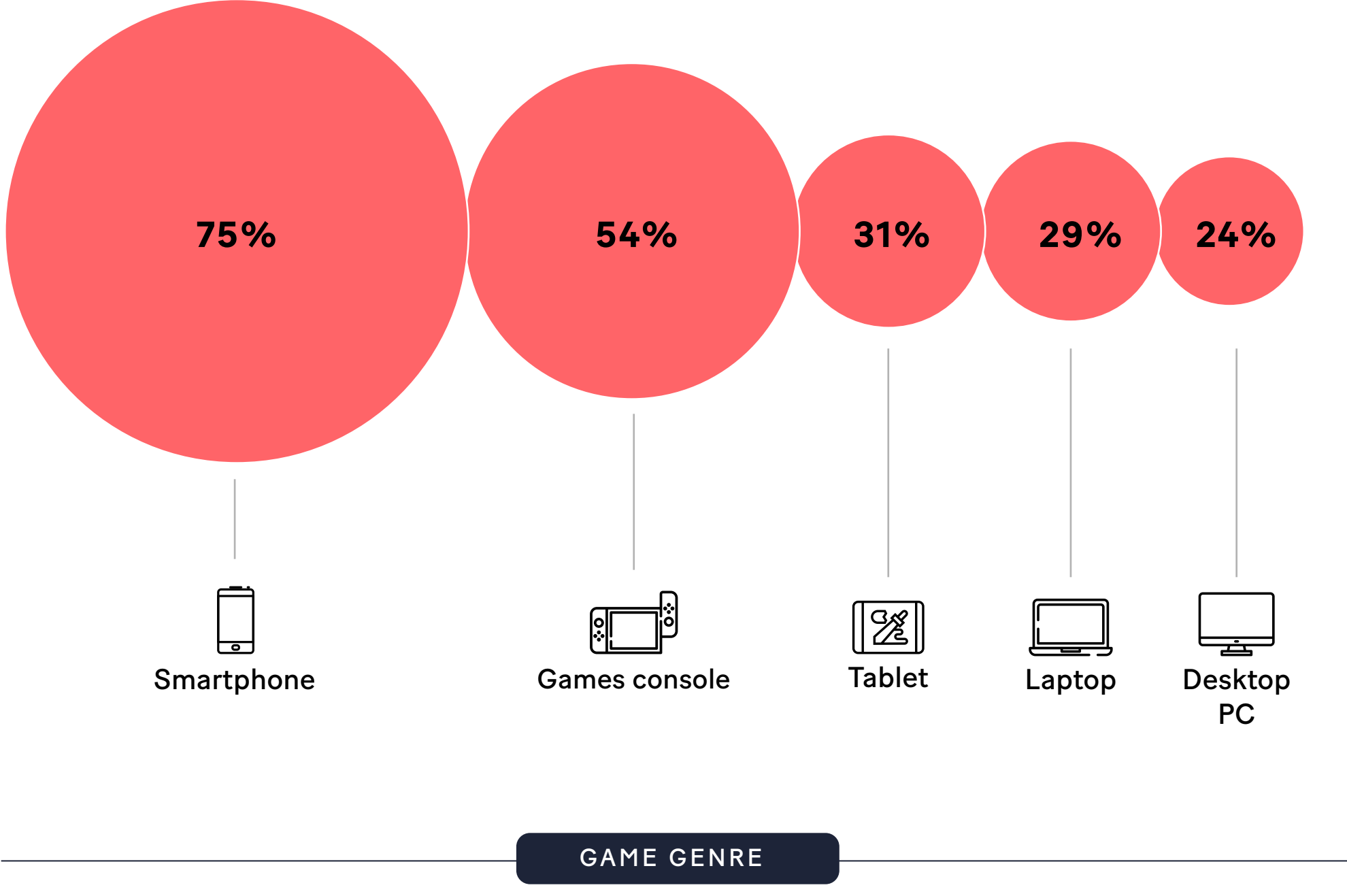


INSIGHTS BY
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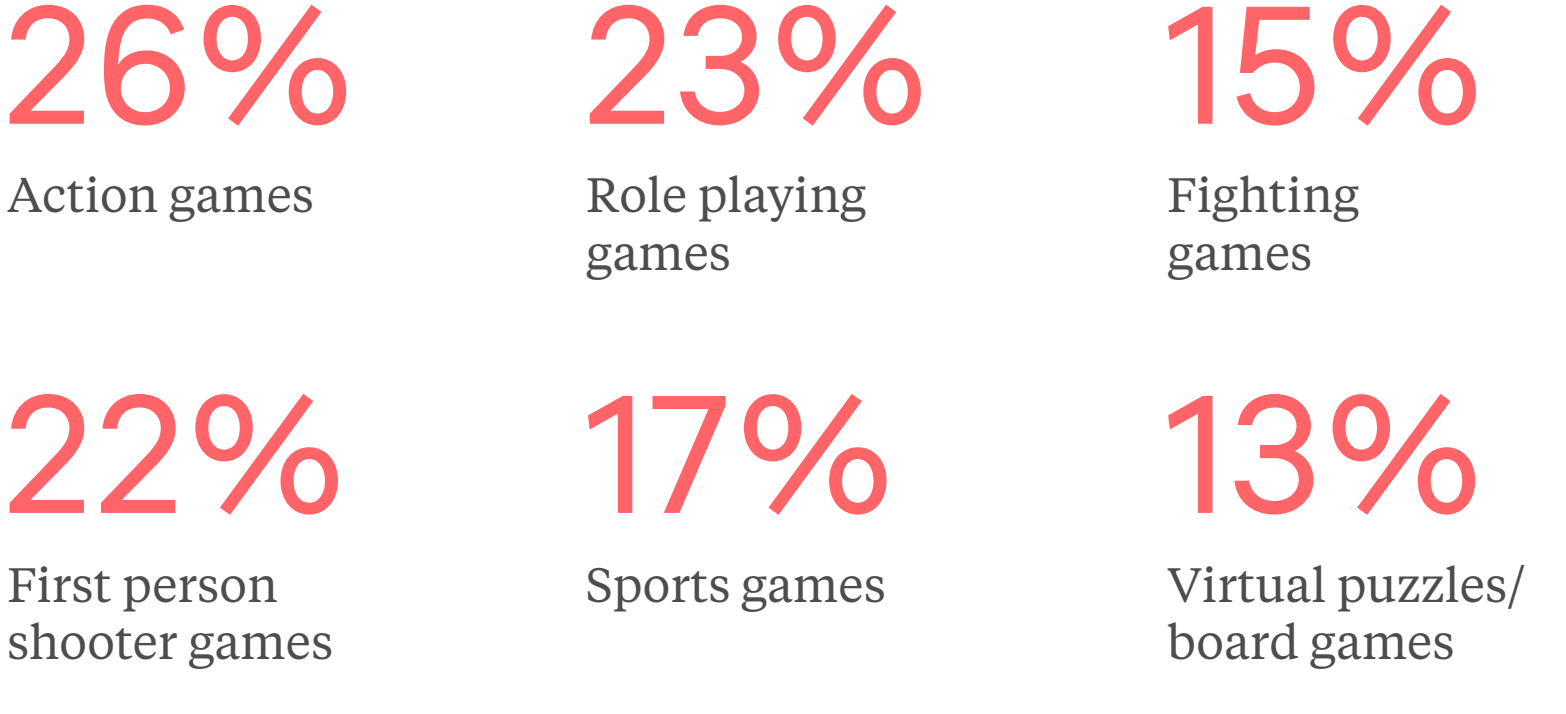


Shift to smartphone

In almost every age and gender cohort smartphones are the most popular way of playing video games, with the one exception of men aged 18-34



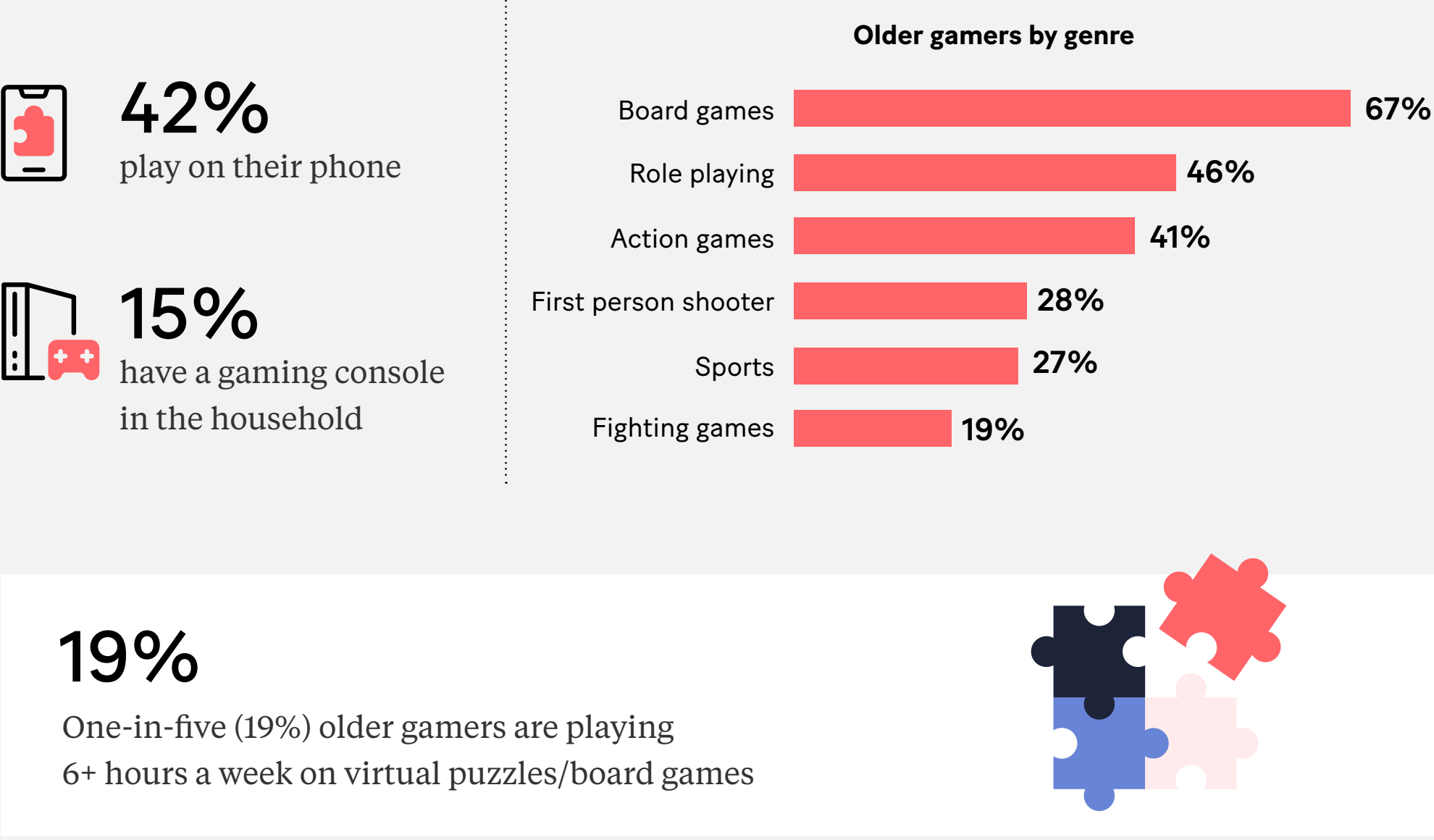
Male gamers 18-34 are playing the most, 6+ hours a week on:



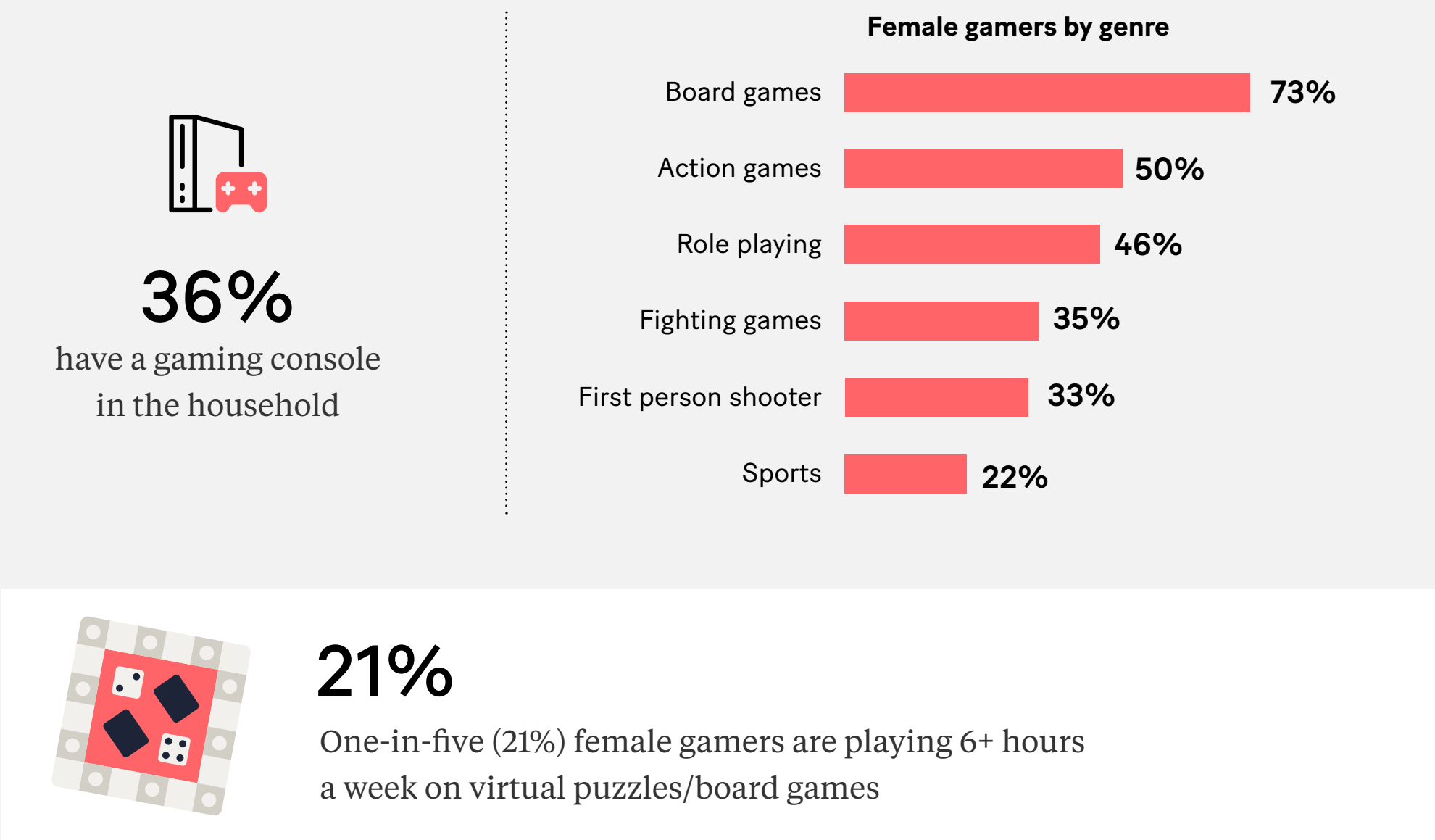
SPOTLIGHT

Older gamers (55+ years)

Not to be left behind, older Americans are playing and have the gear.



Female Gamers



Gaming solo

Given the advancements in technology that facilitates gaming with others, it is still mainly a solo activity

Thinking about how you game, what percentage of the time would you say you are gaming with other people?

Percentage	Description
31%	Never (always game alone)
34%	Less than a quarter of the time
4%	Always

Partner Accompaniment

Not necessary

Among gamers with partners, there is relatively low interest in making gaming a couples activity

Percentage	Description
30%	I wish my partner would pay more interest to gaming
29%	It is important to me that my partner plays video games

METHODOLOGY
Angus Reid surveyed 5,176 online adults who are members of the Angus Reid Forum USA. Of these, 4,073 self-reported as “gamers” (defined as playing some form of game on a range of platforms including smartphones, consoles, laptop, tablet or desktop). The sample frame was balanced and weighted on age, gender and region according to the latest census data. For comparison purposes only, a probability sample of the gamer sample would yield a margin of error of +/- 1.5 percentage points, 19 times out of 20.