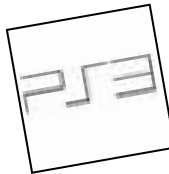


Wii

GAMING: FACT SHEET

Average age of game players is 33.

In 2005, 25% of all gamers were over the age of 50.



The head of household plays computer or video games in 69% of American Homes.

Women age 18 or older represent a greater portion of the gaming population (30%) than boys age 17 or younger (23%).



Adult gamers have been playing playing computer or video games for an average of 12 years.



Among gamer parents, 80% report playing video games with their children.



Women over 40 are the largest group of online gamers.

Games:

- help us test our problem solving-skills
- are inclusive
- create community
- facilitate learning
- develop identity
- build leadership and team skills

“Mature” games make up only 15% of the video-game market and are disproportionately represented in the news.



The “gaming” generation (90 million) is larger than the baby boomers (77 million).

“If you do not offer them something of value now, you will be irrelevant to them for the rest of their lives.”

~Eli Neiburger, Ann Arbor Library

