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News Release

ESA: More Parents Embracing Video Games

As more and more gamers grow up and have children of their own, these statistics will only increase. The ESA has found that a growing number of parents of gamers are playing games themselves, with their spouses and with their children. Survey results inside...

NEW YORK, NY – The Entertainment Software Association (ESA) today revealed the results of a new study conducted by Peter D. Hart Research Associates that shows more parents of gamers are becoming gamers themselves. The survey looked at a random national sample of 454 "gamer" parents—defined as parents that play computer and video games, but who do not solely play desktop card games or children's games, and have children between the ages of 2 and 17.

The research found that 39 percent of gamer moms play computer or video games at least once a week and 37 percent play games with their children at least once a week. Gamer moms also play games with their spouses fairly often. 59 percent of couples that said they play computer and video games reported playing together.

"While gamer moms clearly enjoy playing games with their kids, they're not just 'kidding around' – they also enjoy playing alone and with their spouses," said Carolyn Rauch, senior vice president of the ESA. "In fact, a majority of gamer moms (54 percent) say they will play video games as much or more often once their children move out of the house. These women may be married with children, but there's no doubt that they're here to play."

On the paternal side, 47 percent of gamer dads were found to play alone at least once a week and 45 percent said they play with their kids. 52 percent also said that they will keep playing computer and video games after their children leave home.

So which genres are most popular among parents? Unsurprisingly, moms and dads that play together usually choose puzzle games (30 percent), although driving games were very close behind at 29 percent. Other popular genres were card (23 percent) and sports games (also 23 percent). The moms and dads usually agreed that the dads were better

players, while 27 percent of the parents said the gamer moms had more skill. 36 percent of gaming dads agreed with that assessment.

Rauch said that gamer parents often play together for the following reasons: "To spend time together doing something [we] both enjoy" (44 percent); "To engage in healthy competition" (23 percent); and "as an alternate to watching TV" (21 percent). "Computer and video games are clearly an important way for families to spend time together, and an integral part of American families' entertainment diets," she said.

Other key findings as outlined by the ESA were:

- * The average age of a gamer parent is 40-years old. Overall, gamer mothers are slightly younger (39) than gamer fathers (40);
- * 93 percent of parents who play computer and video games have children who also play them;
- * The average gamer parent plays computer and video games 21 hours a month—18 hours per month for gamer moms and 24 hours per month for gamers dads; and,
- * 46 percent of all gamer parents have played for 10 years or more (gamer moms at eight years, gamer dads playing for 12 years).

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