



GAMING ATTITUDES AND HABITS OF ADULTS AGES 50-PLUS

December 2019

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EXECUTIVE SUMMARY

Executive summary

There are more older adult (50+) gamers today who are making it a daily habit, and women are ruling the gaming space.

- Significantly more 50+ adults are playing video games at least once per month in 2019 (44%) than in 2016 (38%). Play averages 5 hours per week.
- In three years the older gamer population have grown from 40.2 million gamers in 2016 to 50.6 million gamers in 2019.
- Though more older gamers of both genders are playing video games, 49% of women play, compared to 40% of men.

Video games have gone mainstream as gamers find pleasure and functional utility in gaming.

- Over one-third constantly try new games. With increased access and use, older adults are using gaming to connect socially, stay mentally sharp, reduce stress, and just to have fun.

Older gamers are growing into savvy gaming consumers.

- Compared to 2016, fewer older gamers look to children or grandchildren to learn about new games. Instead, they are learning about games online and offline from a variety of channels including their social networks, ads, websites, and within apps.
- Older adults have moved their game play to mobile as they abandon computers and laptops and turn to smartphones and tablets to play video games.

Executive summary, cont.

Older gamers are spending money on gaming content, hardware, and accessories.

- Gamers 50 and older spend \$3.5 billion on gaming within a six month timeframe [January- June], up from \$523 million since 2016.
- Older gamers spend on average \$70 on gaming with over half (51%) spent on content such as games, virtual items, or customizations within games (e.g., avatars, bases, and characters).

“Old-school” i.e. games that preceded video games are not dead.

- A majority (85%) of those who play video games also play non-video games.
- Puzzles and logic games and card and tile games are the most popular genres played in video and non-video formats among gamers and non-gamers.



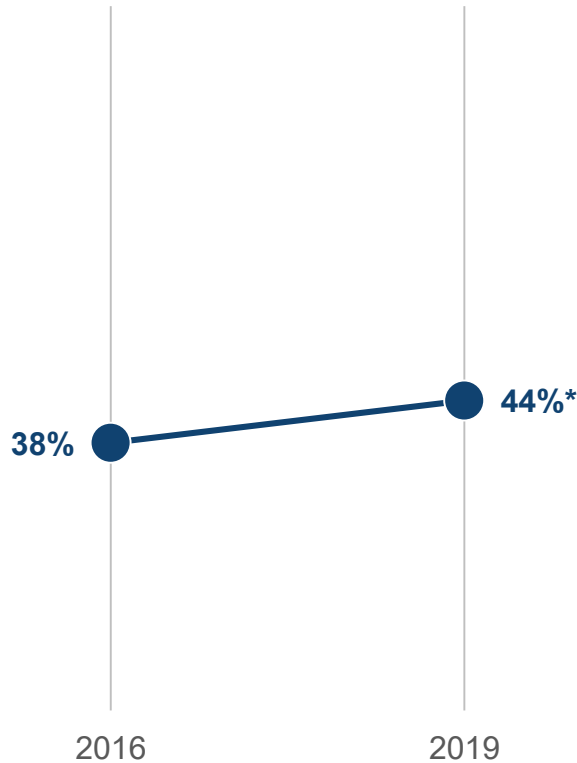
GAMING ON THE RISE

The number of older adult (50+) gamers is on the rise.

Significantly more 50+ adults are playing video games[†] at least once per month in 2019 (44%) than in 2016 (38%), with play averaging 5 hours per week.

[†]Video game is defined as interactive digital entertainment that you play via a computer, a game console (like the Xbox or PlayStation), or a phone or tablet.

Total 50+ who are gamers



Average time playing video games

5

hours per week

Base: Total Screened (2016: n=3,929; 2019: n=3,775) Unweighted, No boost

S01. Which of the following systems or devices do you currently have in your home?

S02. Which of these systems or devices do you personally use for playing video games at least once per month?

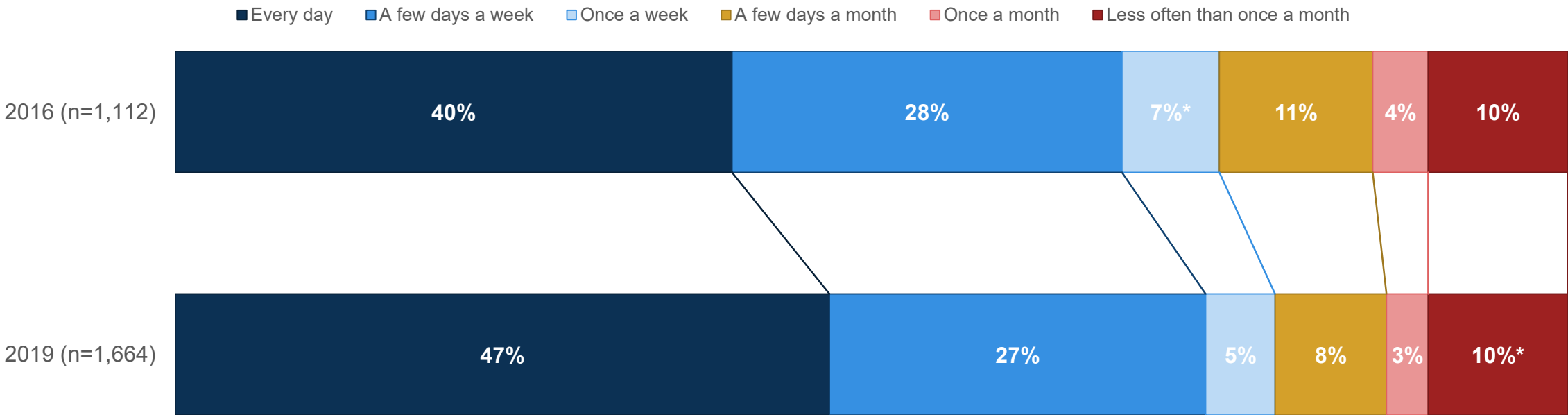
Base: Gamers who use device for game play at least 1x/month (n=2,887)

A02. Thinking about the past 6 months, how many hours per week would you say you personally spend gaming on each of the following devices?

* Indicates a significant difference at a 95% confidence level

Daily gaming has substantially increased: Nearly half of all gamers play daily. Four out of five gamers play at least once a week.

Frequency of play



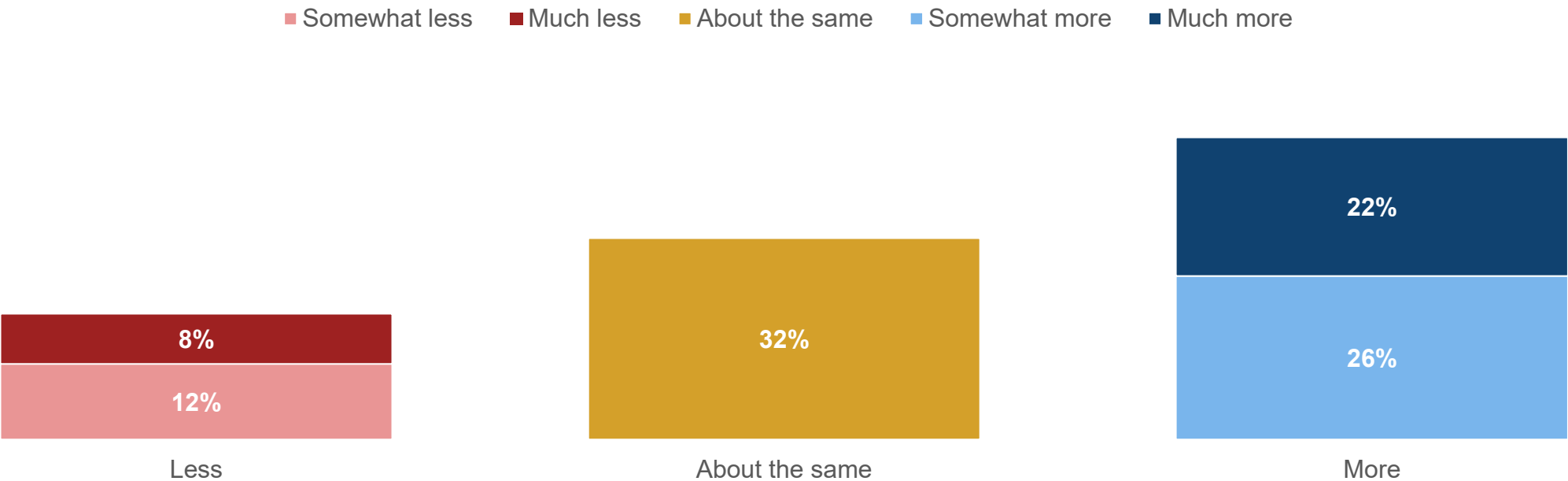
Base: Gamers
A01. Generally speaking, how often do you play video games? This could be on any device.

* Indicates a significant difference at a 95% confidence level

Older gamers are playing online games more often now than they were 5 years ago.

Nearly half of online gamers[†] report playing more now than they did 5 years ago.

Frequency of online play versus 5 years ago



[†]An online game is a video game that is either partially or primarily played through the Internet or another computer network.

Base: Online Gamers (2019: n=940)

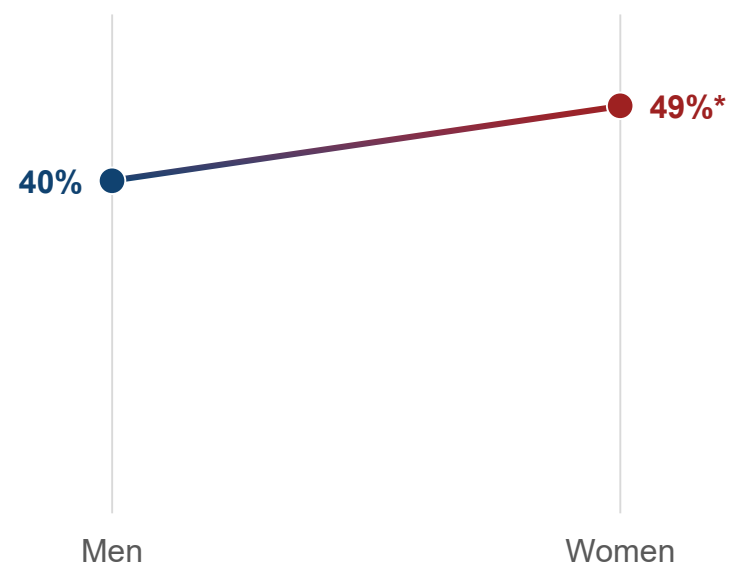
A04. Compared to 5 years ago, would you say you play online games more, less, or about the same amount?

* Indicates a significant difference at a 95% confidence level

Women rule the gaming space. More 50+ women are playing video games than men, and they are more likely to play every day.

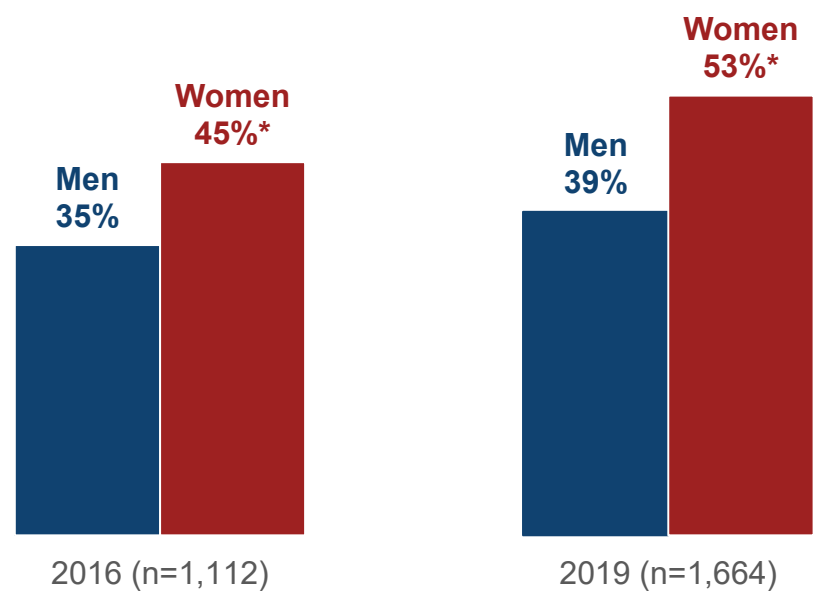
However, the percentage who play every day has increased for both men and women.

Percentage who are gamers



Base: Total Screened (n=3,775; n=1,899 men, n=1,876 women), Unweighted, No boost
S01. Which of the following systems or devices do you currently have in your home?
S02. Which of these systems or devices do you personally use for playing video games at least once per month?

Percentage who play every day



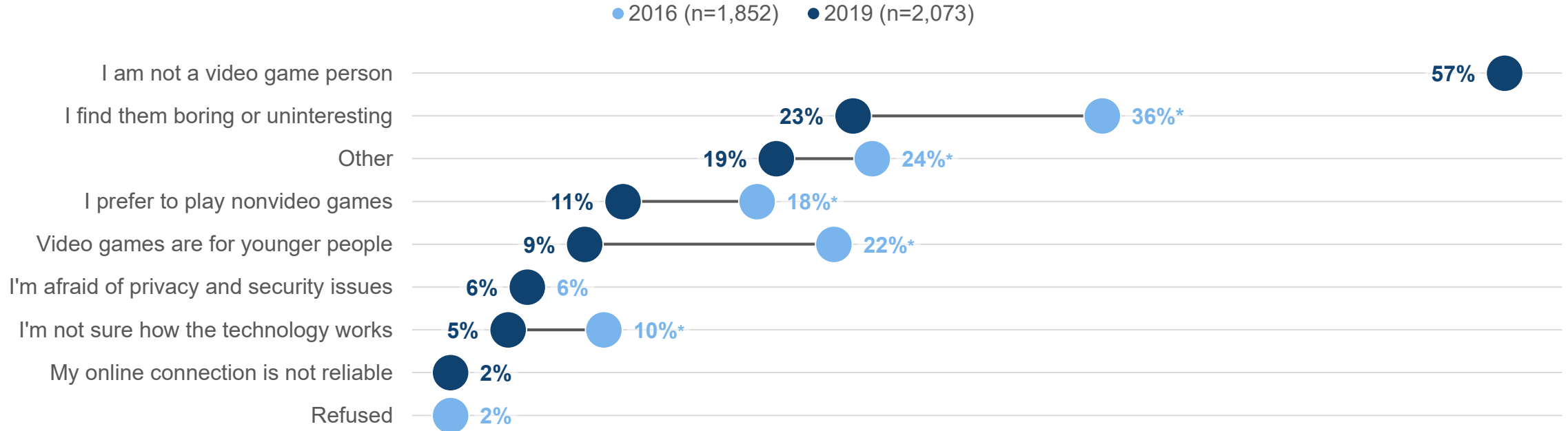
Base: Gamers
A01. Generally speaking, how often do you play video games? This could be on any device.

* Indicates a significant difference at a 95% confidence level

Most non-gamers **say they are simply not “a video game person.”**

Non-gamers report a similar incidence of device ownership, but they do not play video games simply because they identify as someone who does not play games.

Reasons for not playing video games



S01. Which of the following systems or devices do you currently have in your home?

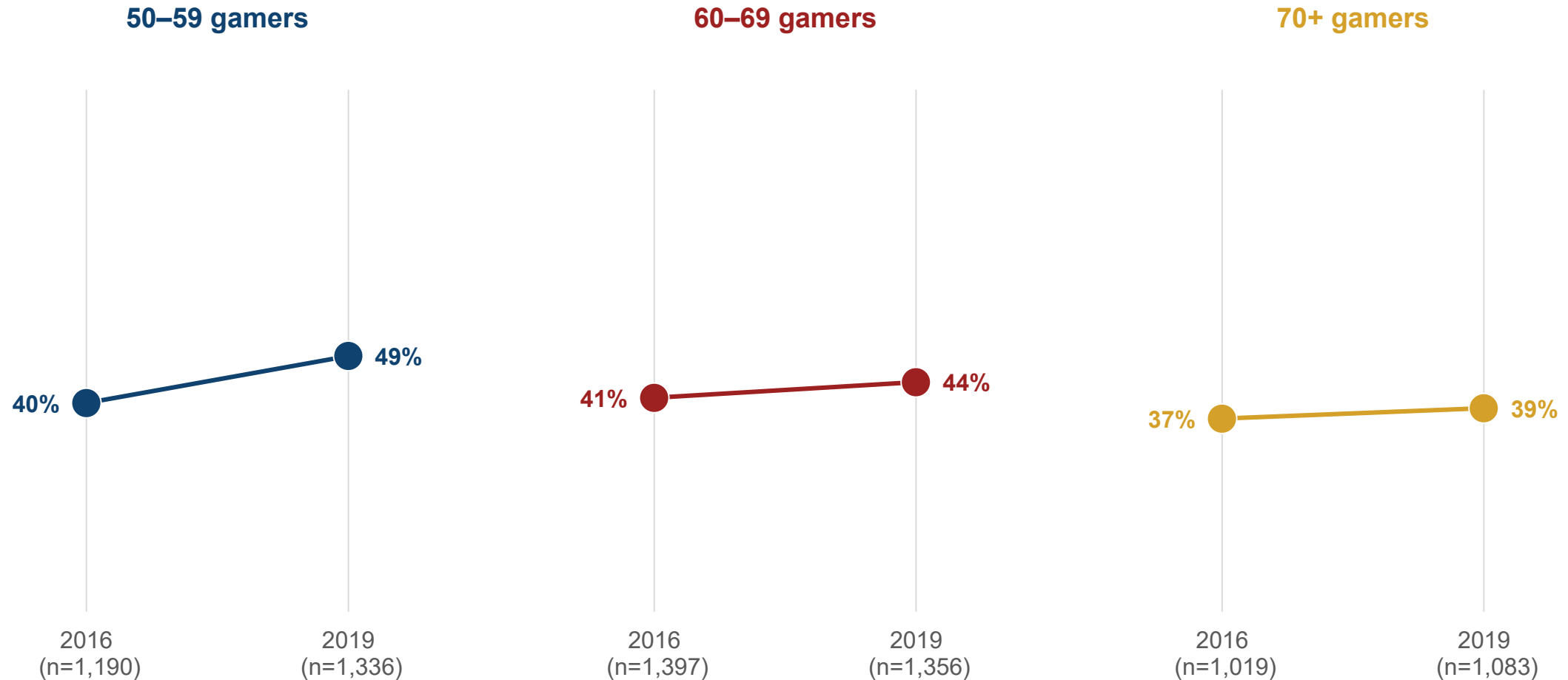
D08. Why don't you play electronic games?

* Indicates a significant difference at a 95% confidence level



AGE AGNOSTIC GAMING

Gaming has grown for older adults of all ages.

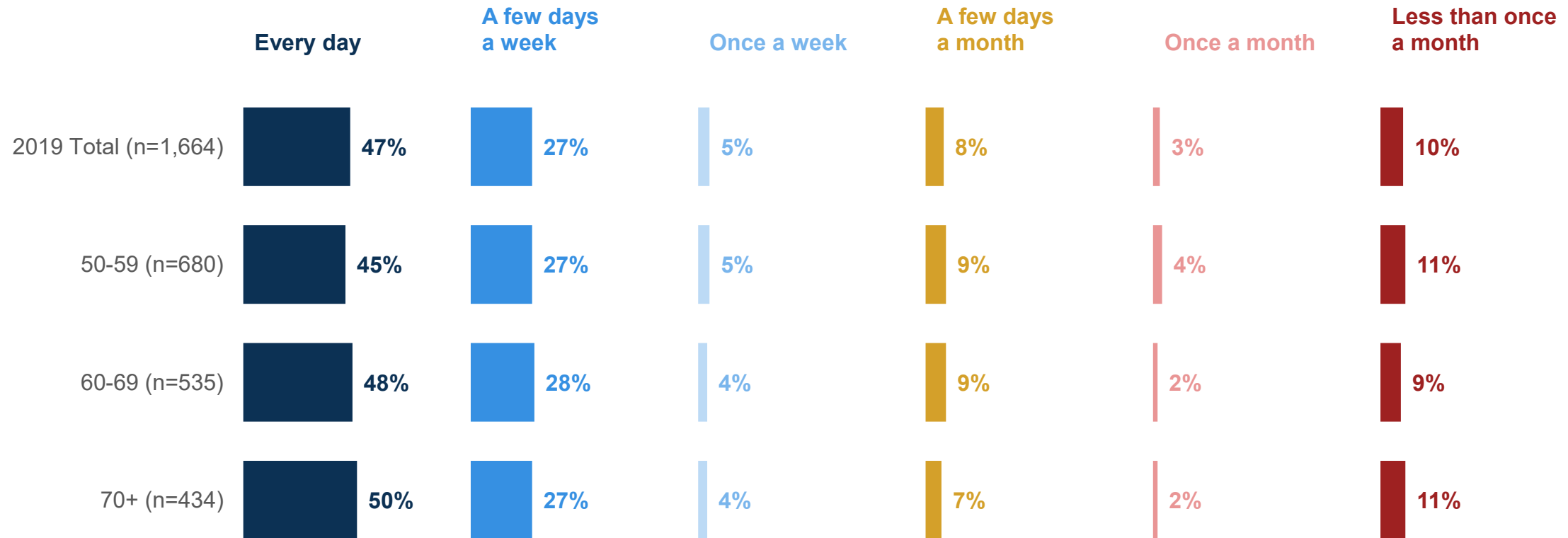


Base: Total Screened (n=3,775), Unweighted, No boost

S02. Which of these systems or devices do you personally use for playing video games at least once per month? Non-gamers = None

Frequency of game playing among older adults does not vary by age.

Frequency of playing video games by age

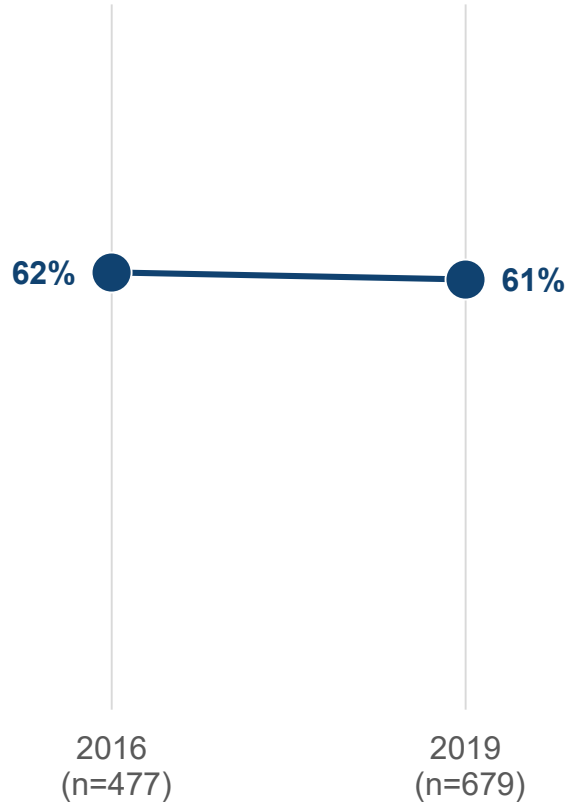


Base: Gamers

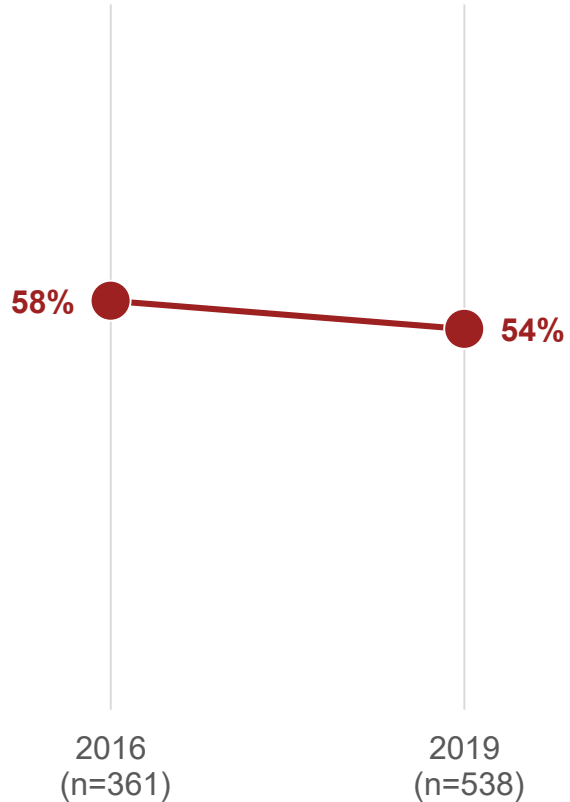
A01. Generally speaking, how often do you play video games? This could be on any device.

The number of older adults who play games online has held steady.

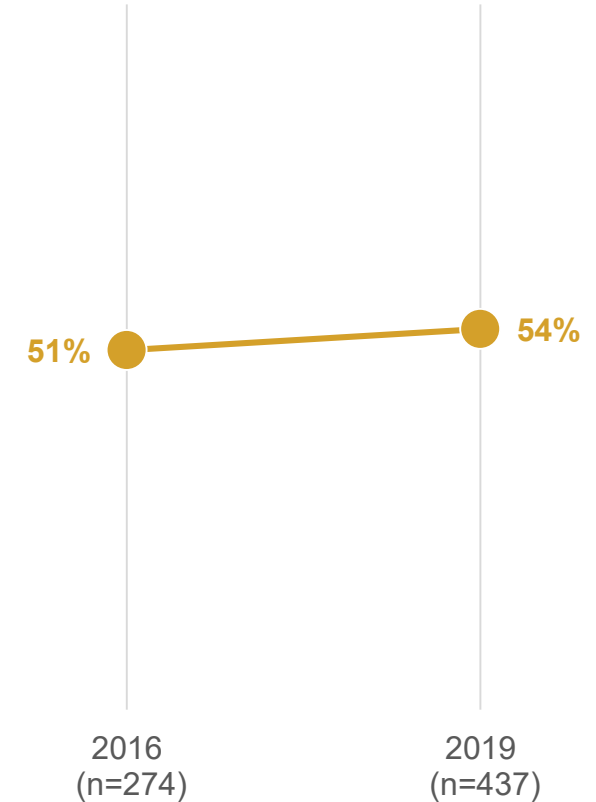
50–59 gamers who play online



60–69 gamers who play online



70+ gamers who play online



Base: Gamers

A03. Which, if any, of the following devices do you use for online gameplay? NET any device for online gameplay.

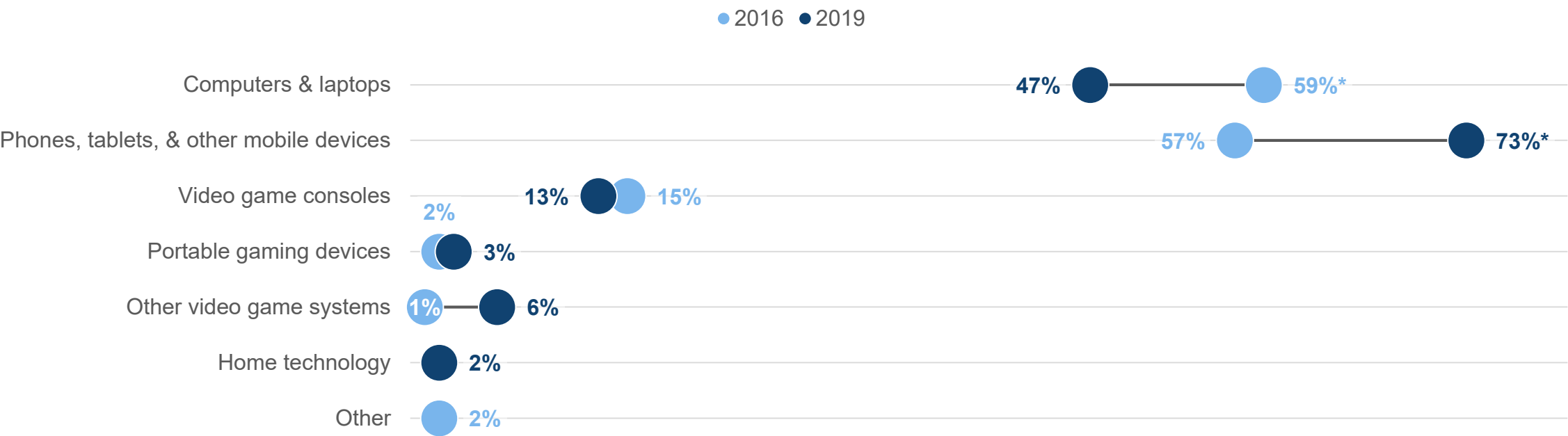


A MOVE TO MOBILE

Most older adults who play games use phones and other mobile devices.

How games are being accessed and played has changed. Use of computers and laptops has decreased significantly, and use of phones and other mobile devices has increased.

Devices used for video gaming

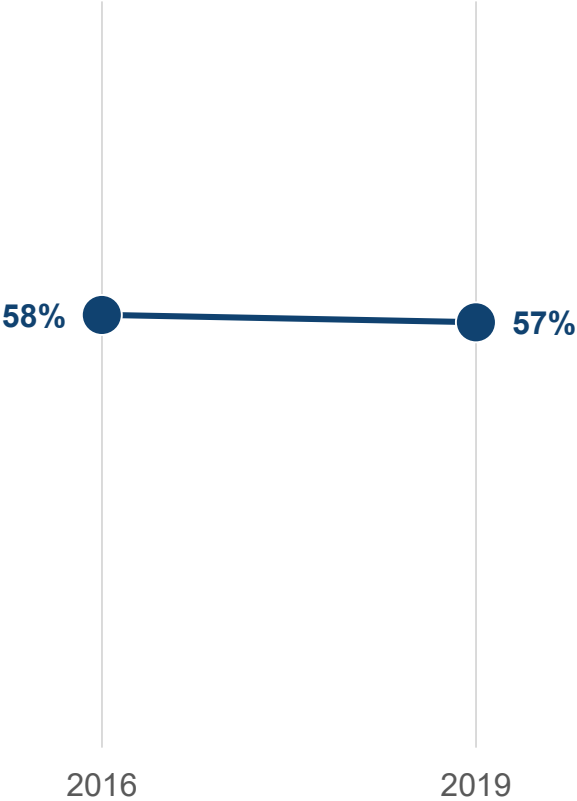


Base: Gamers who own device (base size varies)
S02. Which of these systems or devices do you personally use for playing video games at least once per month? This could be any type of gaming.

* Indicates a significant difference at a 95% confidence level

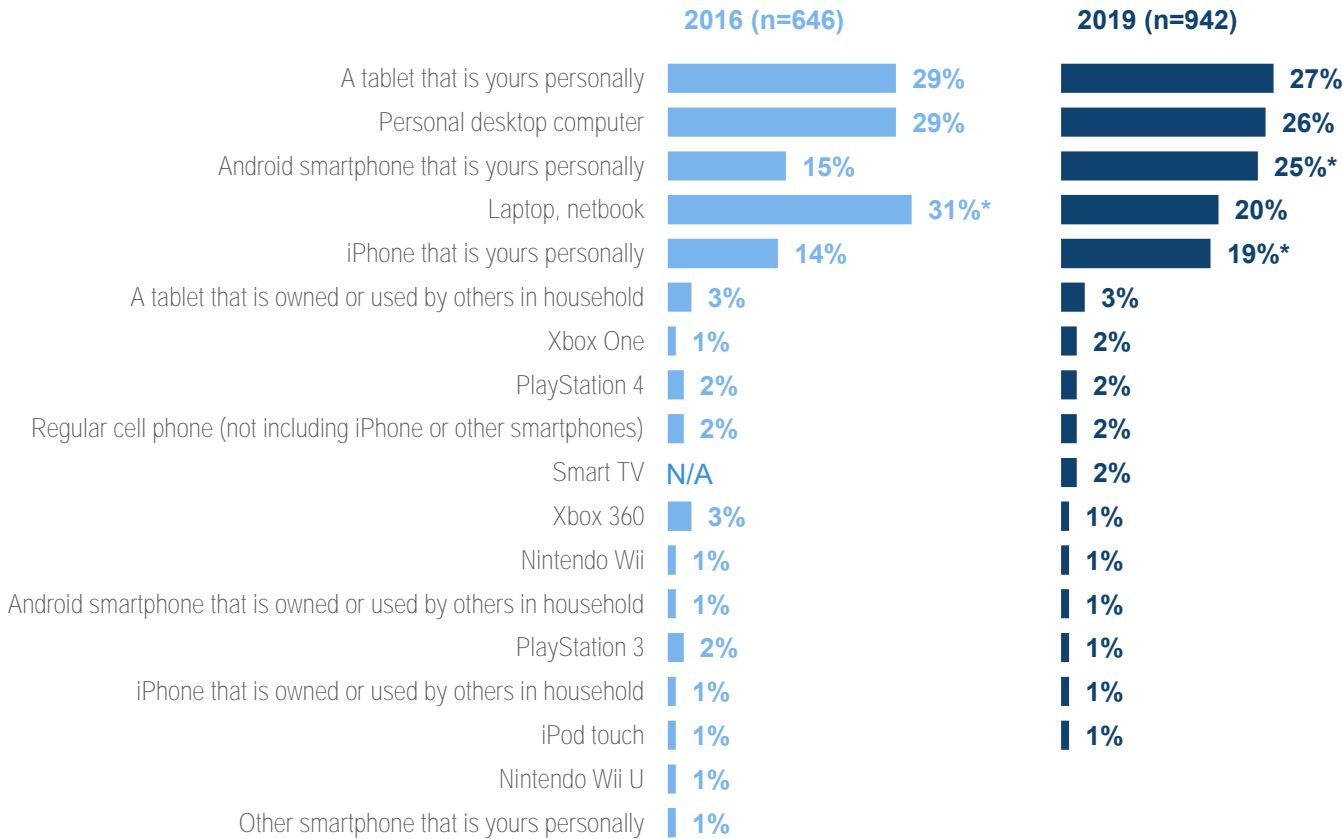
Mobile devices are used as often as PCs for online game play.

Gamers who play online



Base: Online Gamers (data rebased for 2016 & 2019, removing non-gamers)
A03. Which, if any, of the following devices do you use for online gameplay?

Devices used for online gaming



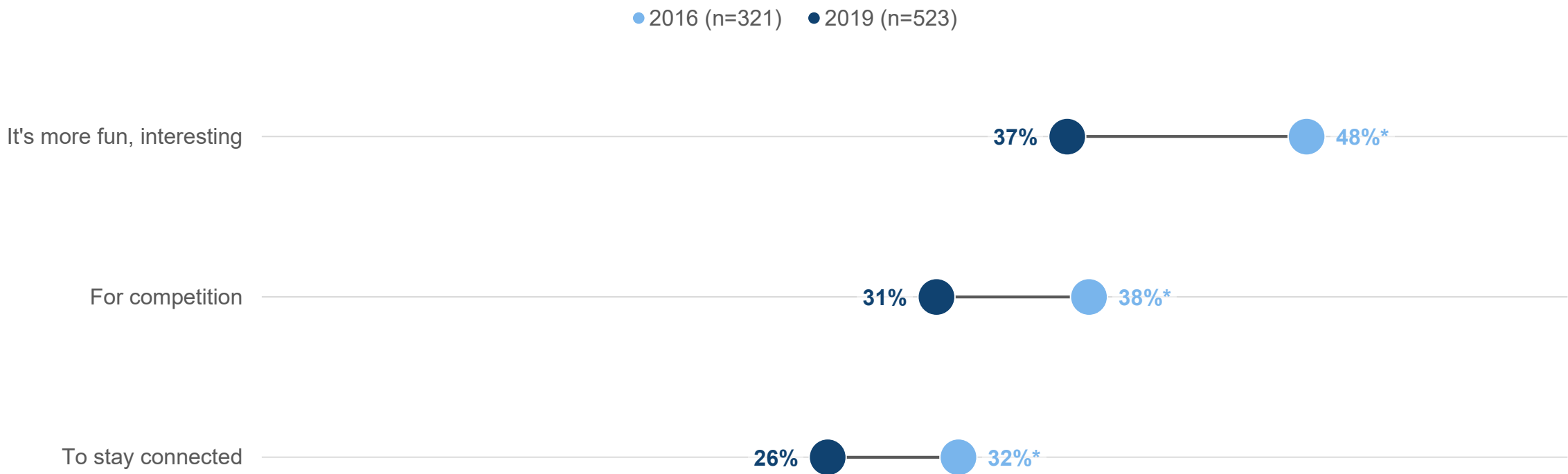
* Indicates a significant difference at a 95% confidence level



THE SOCIAL ASPECTS OF GAMING

Older adults play games with others to make it more fun or competitive.

Reasons for playing video games with others



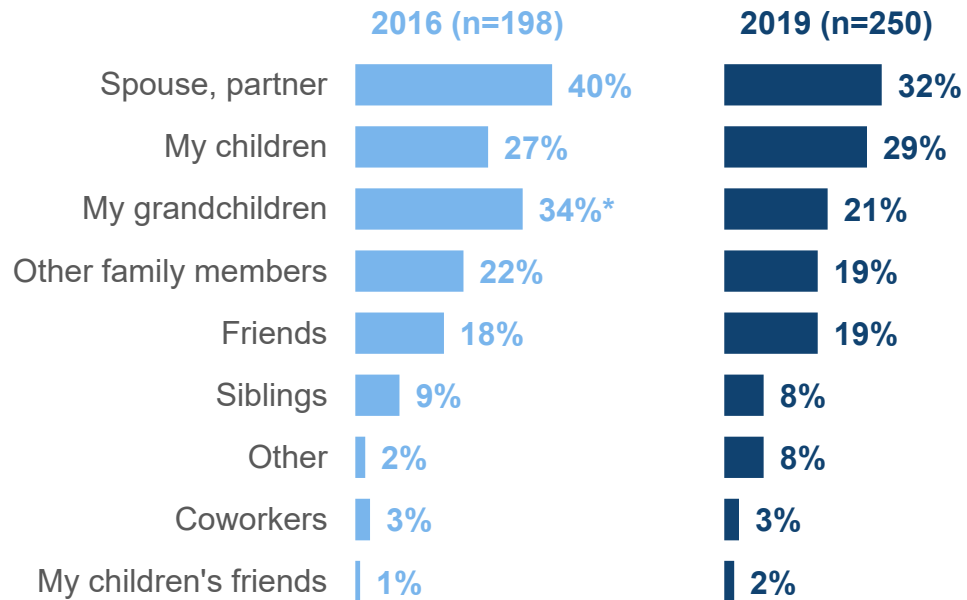
Base: Play video games with others
A06f. What are your top reasons for playing games with others?

* Indicates a significant difference at a 95% confidence level

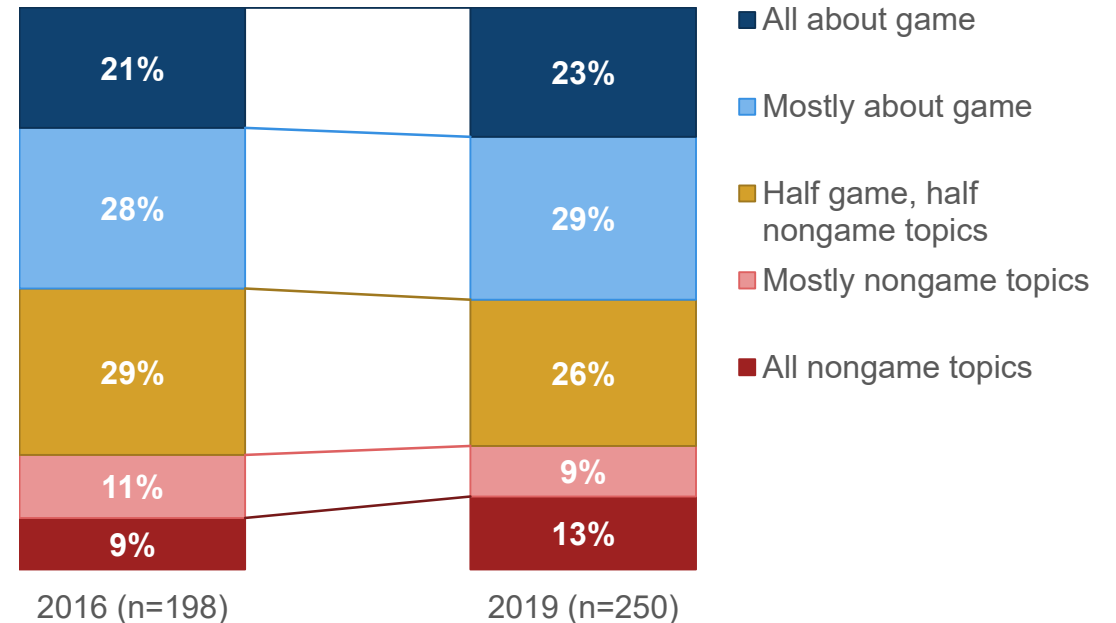
Family members are good gaming partners.

Among the 50+ audience, family members are the primary partners for playing video games, but when they play, the focus of the conversation stays mostly on the game.

Video gaming partners



Focus of discussions while gaming



Base: Play video games with children/other adults

A06b. Who do you play games with in person?

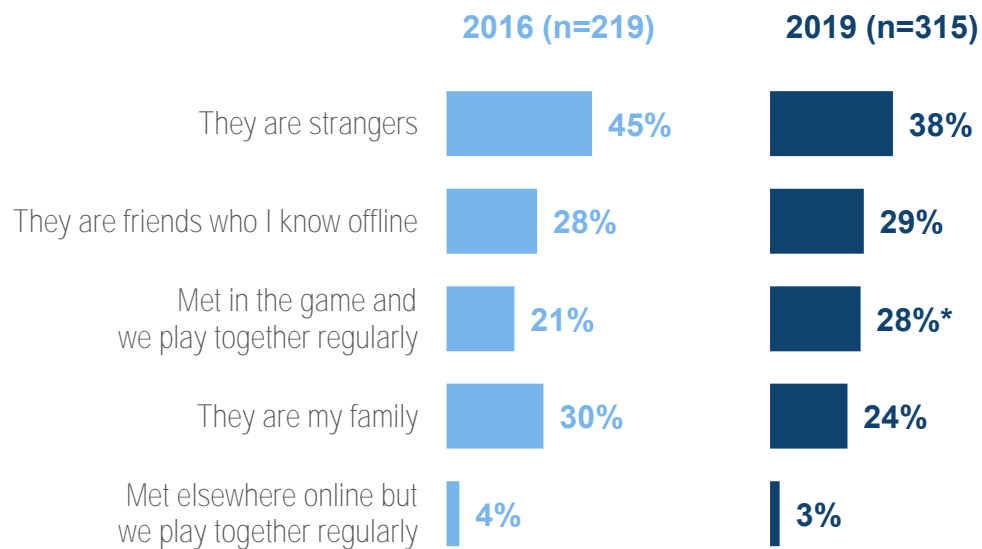
A06c. When you play games with others in person, how much of your discussion is only about the game? Excluding Refused/NA.

* Indicates a significant difference at a 95% confidence level

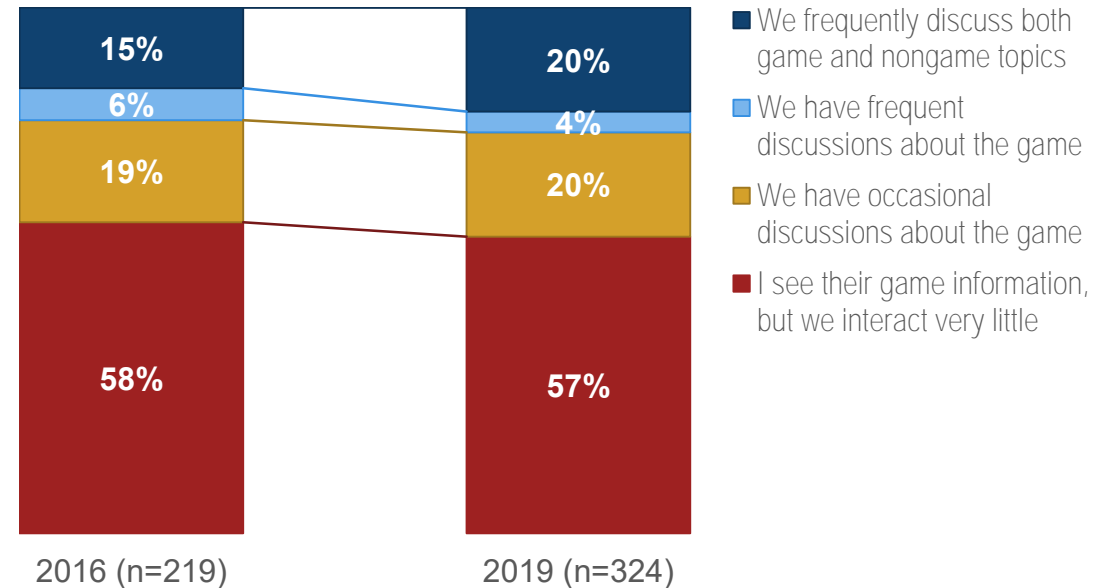
Online gaming allows older adults to create community their way.

One in three (33%) gamers plays online games with other adults. Almost half of online gamers who play with other adults play with people who are not their family or offline friends. Regardless of familiarity, four in ten interact socially with game and non-game discussions during actual game play.

Meeting online gaming partners



Frequency of discussions while online gaming



Base: Play video games with other adults online

A06d. How did you meet the adults you play games with online?

Base: Play video games with children/other adults online

A06e. How much do you typically interact with others when you play games with them online? Excluding Refused/ NA.

* Indicates a significant difference at a 95% confidence level

Children and grandchildren have some influence on adult gamers.

As 50+ gamers become more comfortable with gaming, children and/or grandchildren have less influence on their gaming awareness and purchases. In 2019, more than half of older gamers indicate children have no influence.

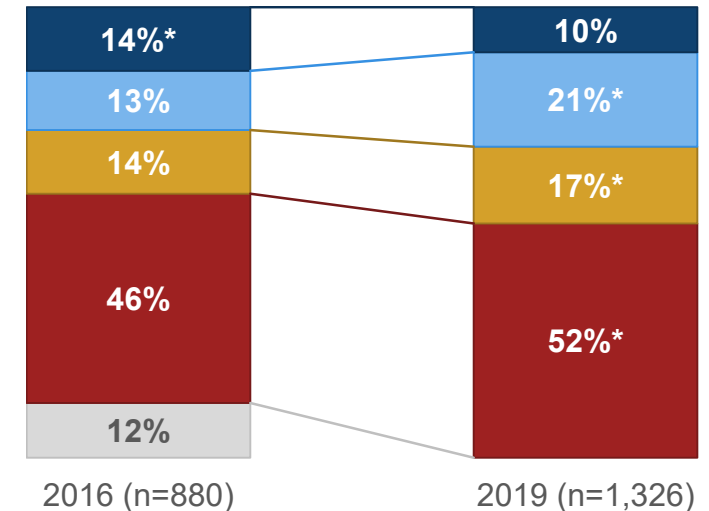
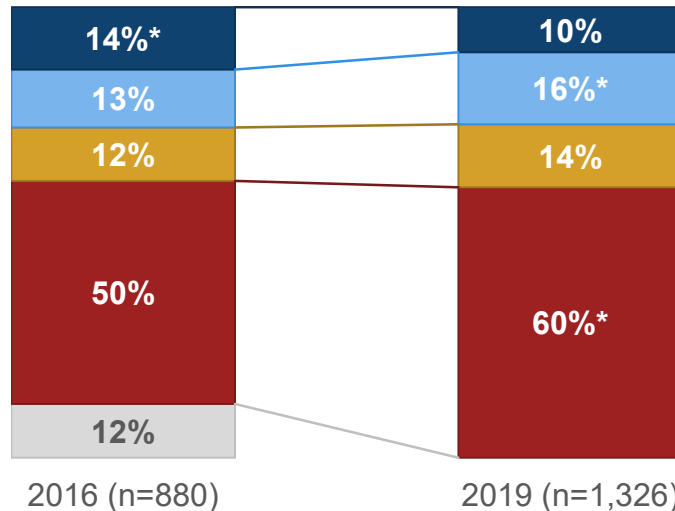
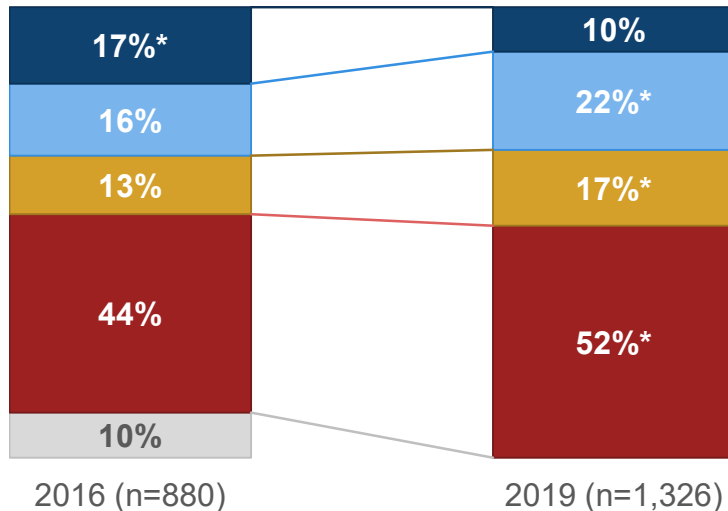
Influence of (grand)children on . . .

Learning about new games & tech

Game & tech purchases

Learning how to play

■ Refused ■ None ■ Very little ■ Some ■ Significant



Base: Gamers/Have Children/Grandchildren
C01b. My children (or grandchildren) . . .

* Indicates a significant difference at a 95% confidence level

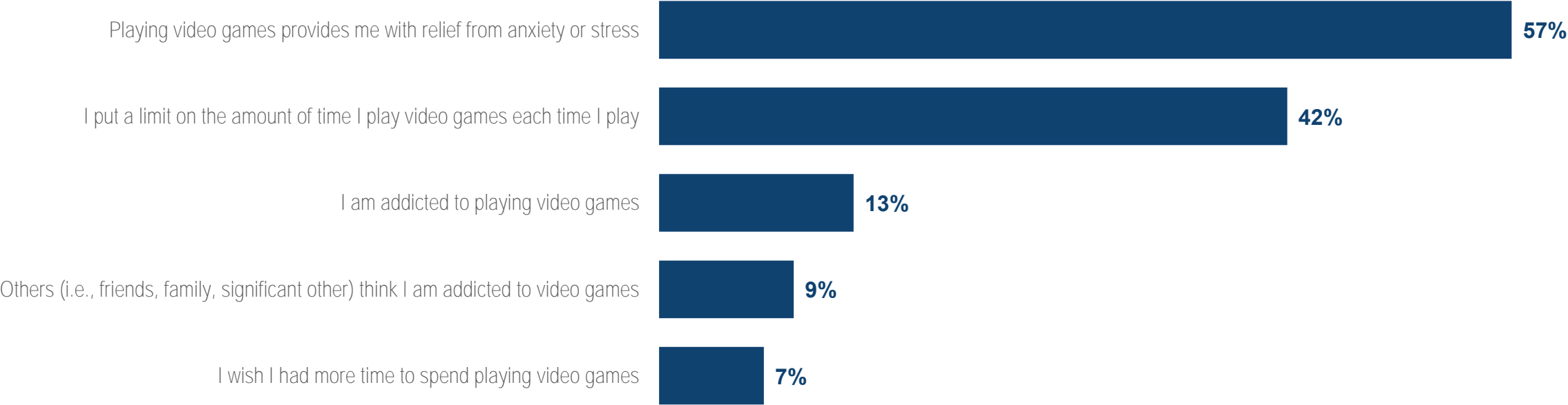


THE PERSONAL ASPECTS OF GAMING

Gaming provides relief from stress and anxiety.

More than half of gamers agree that playing video games relieves stress, and few believe that playing games is a problem for them.

Agreement with statements on gaming habits (strongly/somewhat)

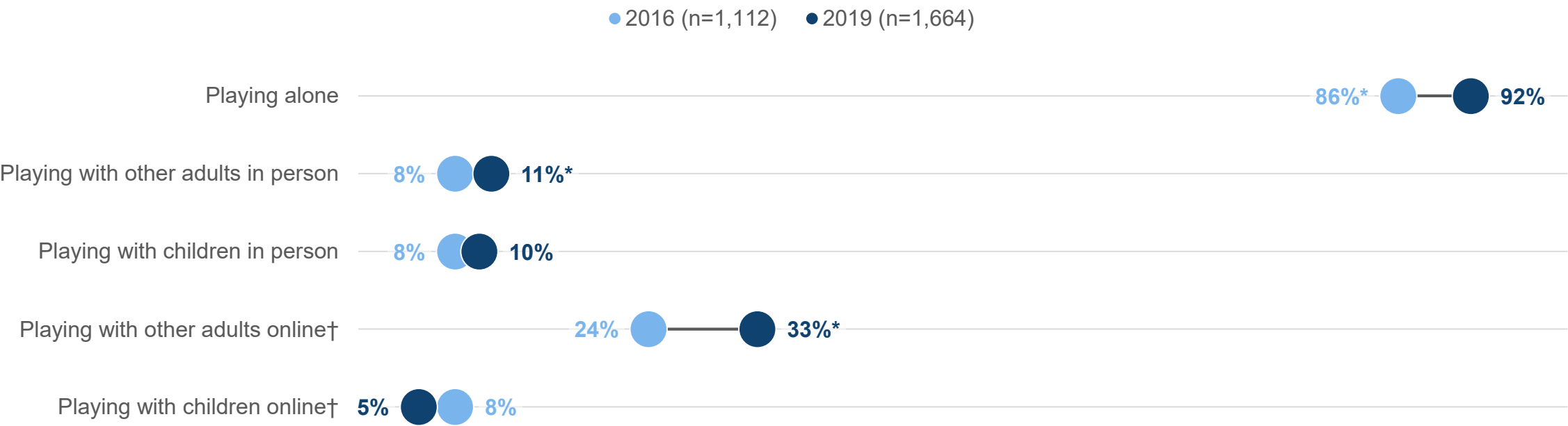


Base: Gamers (n=1,664)
E3. Please indicate how much you agree or disagree with each of the following statements: (New Question, 2019)

Most older gamers spend their gaming time alone.

While adults still spend most of their time playing video games alone, the number of older gamers playing with other adults has increased since 2016.

Percentage of time playing alone or with other people

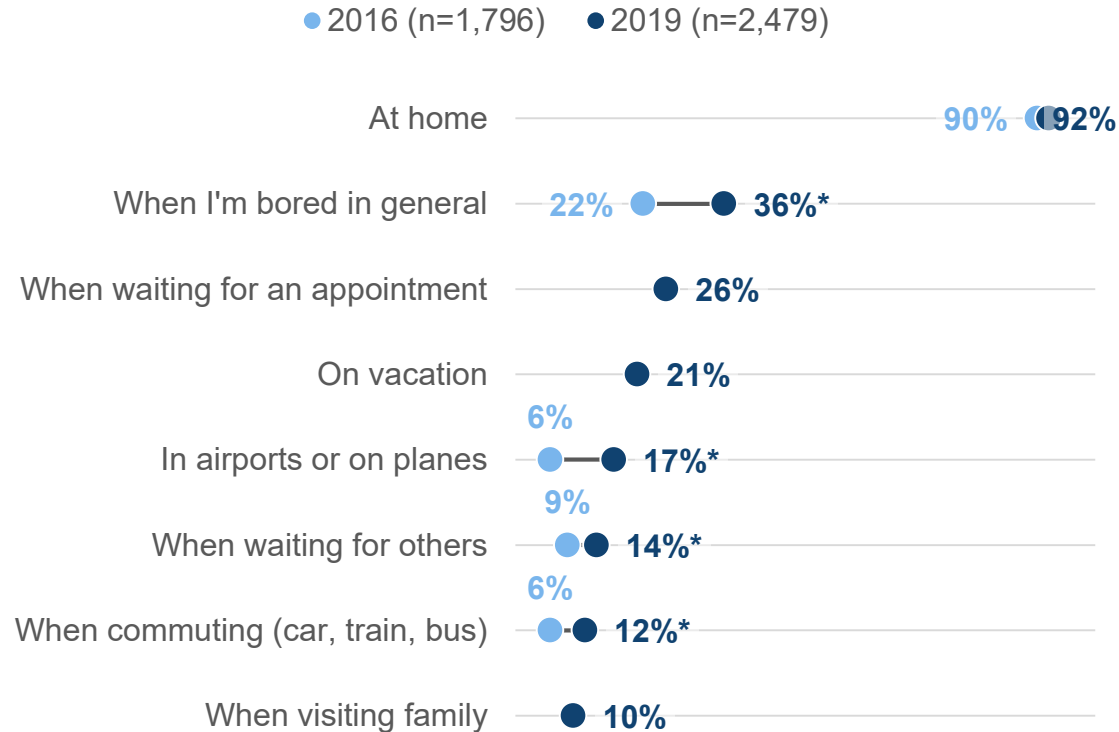


Base: Gamers; †Among Gamers who play online
A05. What proportion of your game play would you say is done alone versus playing other people, such as children or adults?
* Indicates a significant difference at a 95% confidence level

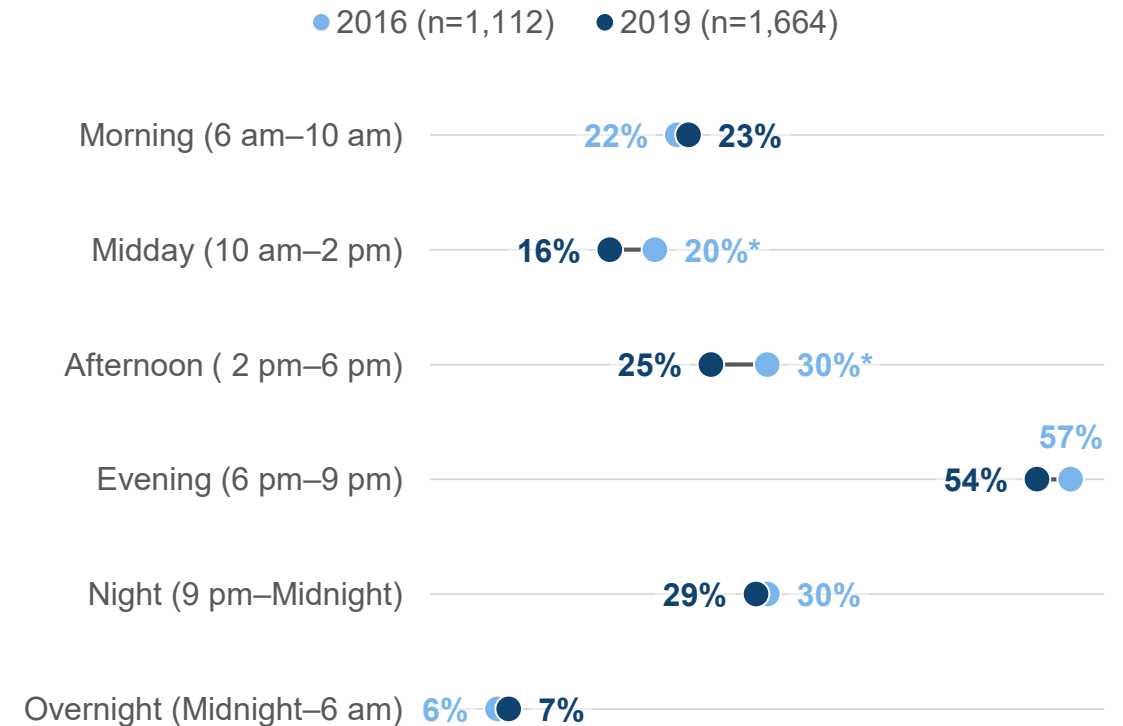
Games are typically played at home in the evening hours.

Most (67%) say they play video games around bedtime while about three in ten (29%) play when they wake up.

Where games are played



When games are played



Base: Total Responses Among Gamers

A07. Where or when do you typically play video games?

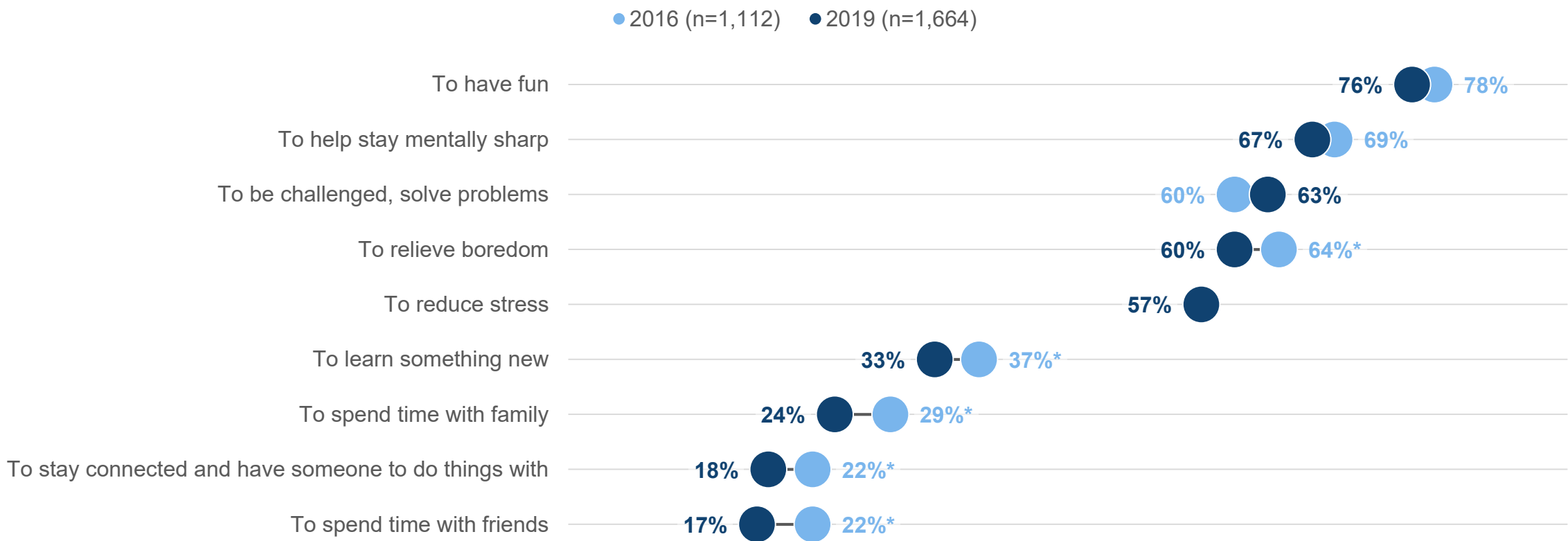
A08. What time of day do you typically play video games?

A08b. Do you ever play video games . . . ? (New Question, 2019)

* Indicates a significant difference at a 95% confidence level

Older adults use gaming to have fun, relieve boredom, and stay sharp.

Reasons for playing video games (extremely/very important)

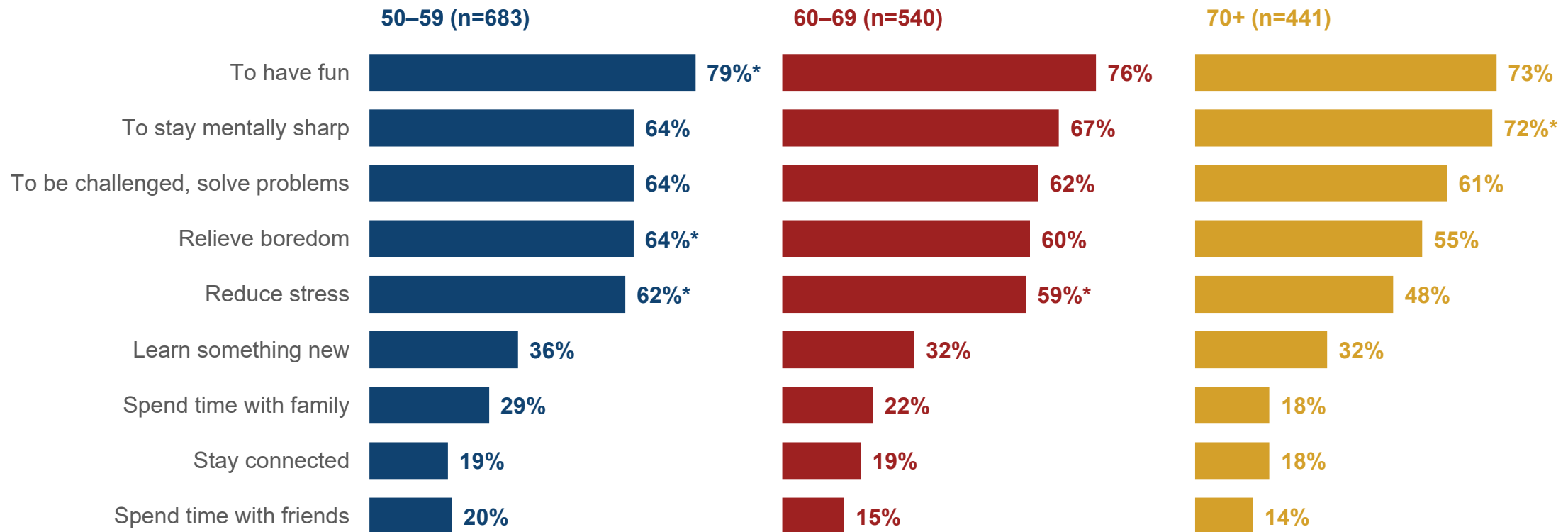


Base: Gamers
C10. How important to you are the following reasons for playing video games?

* Indicates a significant difference at a 95% confidence level

As age increases, gamers play more for staying mentally sharp than for reducing stress or having fun.

Reasons for playing video games (extremely/very important)



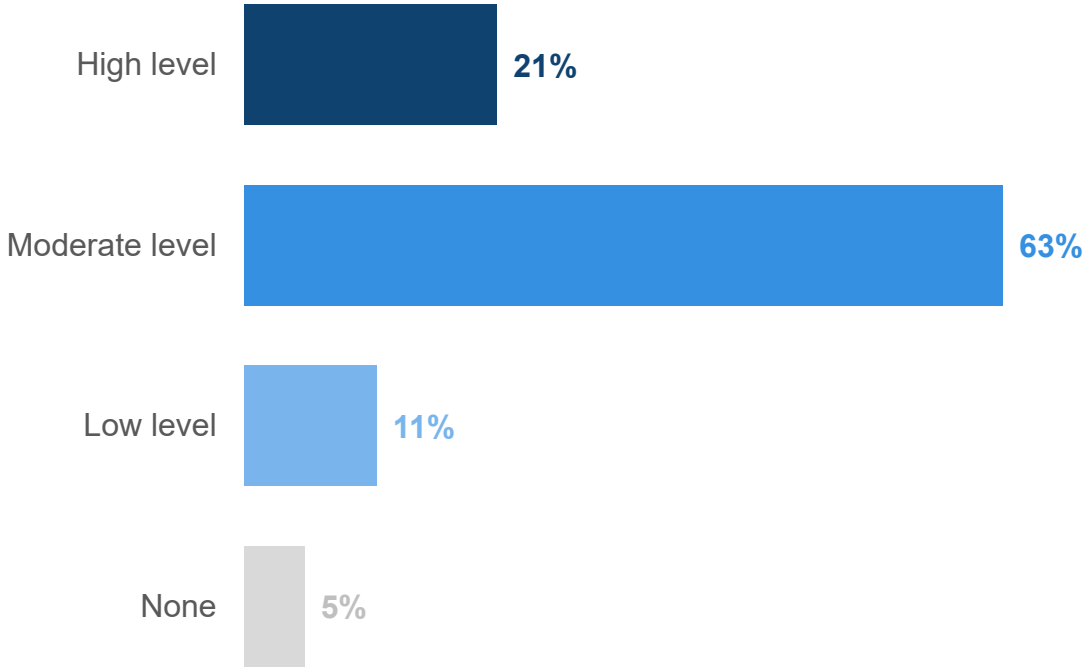
Base: Gamers

C10. How important to you are the following reasons for playing video games?

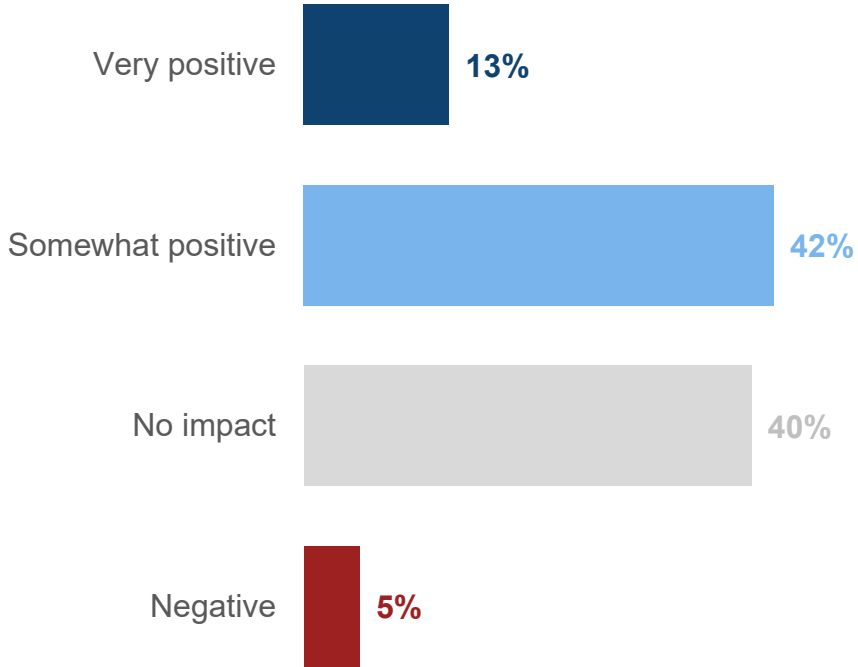
* Indicates a significant difference at a 95% confidence level

Most gamers experience enjoyment from playing video games and believe gaming has a positive impact on their personal well-being.

Level of enjoyment from playing video games



Impact of video gaming on well-being



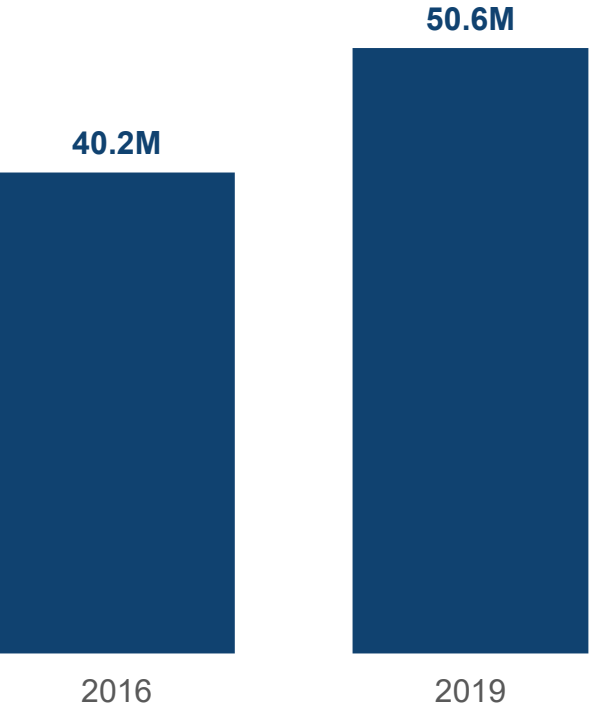
Base: Gamers (n=1,649)
E1. Overall, what level of enjoyment do you get from playing video games, either alone or with others? (New Question, 2019)
E2. Generally speaking, how do you think playing video games impacts your overall emotional well-being? (New Question, 2019)



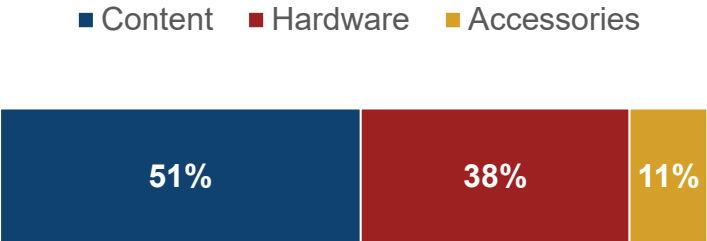
GAMING SPEND

Continued growth in the number of older gamers means increased spending power on gaming, particularly on content.

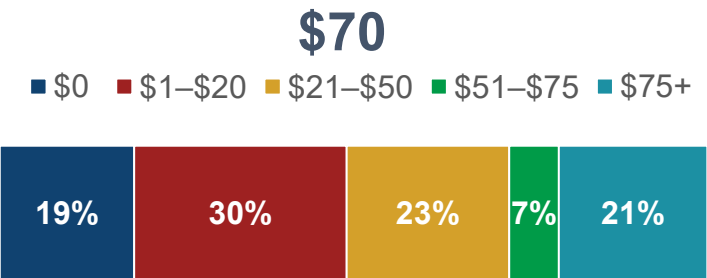
Number of 50+ gamers



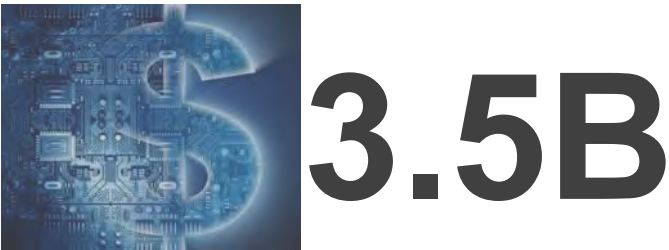
Breakdown of gaming spend*



Average six month gaming spend [January-June]



50+ gamer spending



Projected Spend Calculation

$50.6M \times \$70 \text{ biannual spend}$

Source: US Census and AARP. Population estimates calculated by AARP.

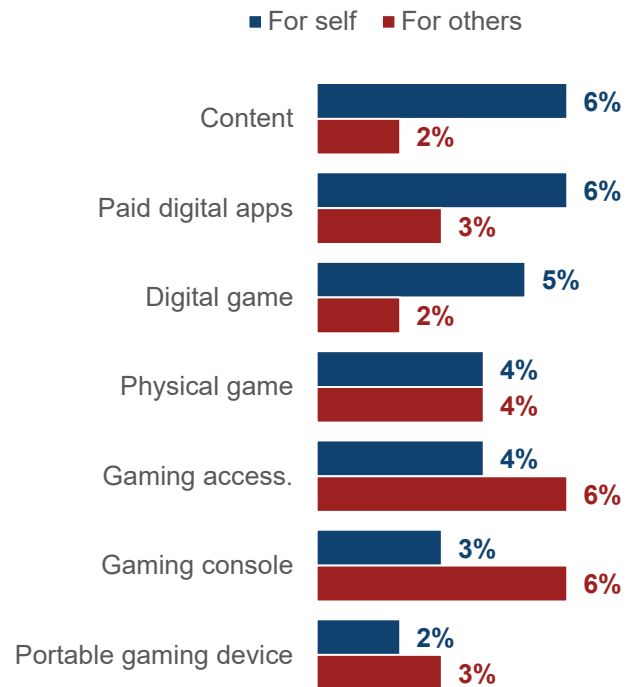
*Content includes the digital or physical game as well as virtual items, features, or customizations for video game avatars, bases, and characters. Accessories includes physical gaming items such as headsets, controllers, microphones, etc. Hardware includes gaming consoles or handheld devices.

Base: 2019 Gamers (n=1,664) B02. For the purchases you have made in the past 6 months [January-June 2019 timeframe], how much have you spent for these items?

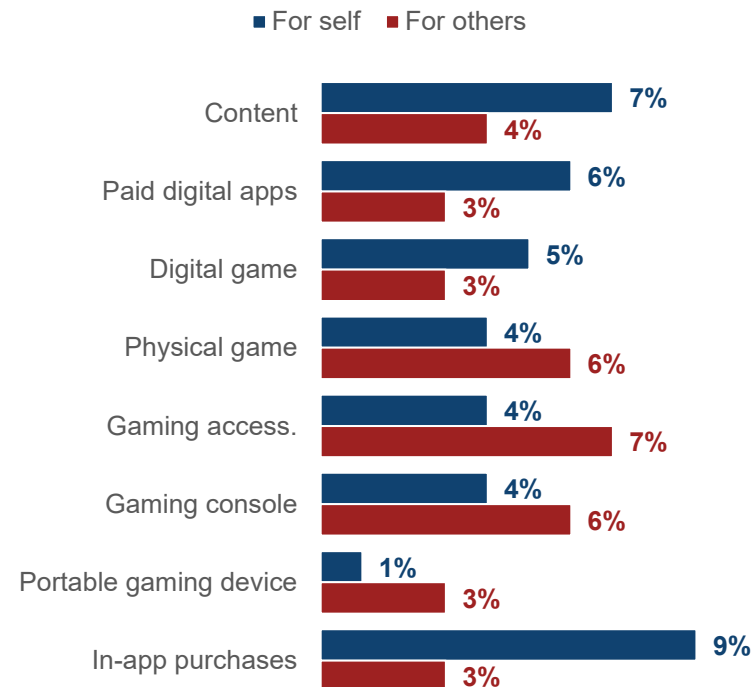
One in ten have bought games or accessories recently.

Gaming spend has increased from an average of \$13 in 2016 to \$70 in 2019. One in eight are making in-app purchases for themselves or others.

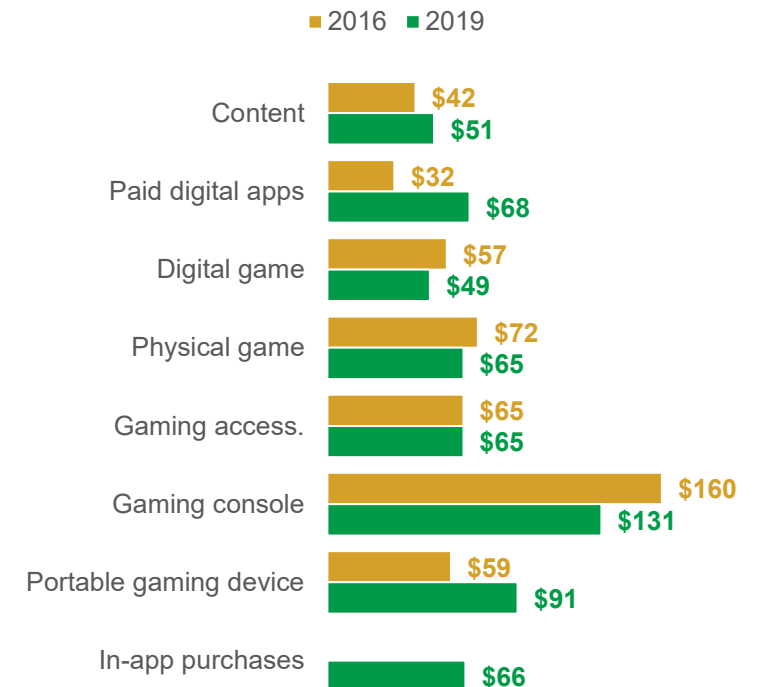
Types of purchases (2016)



Types of purchases (2019)



Average amount spent (2019)



Base: 2016 Gamers (n=1,112); 2019 Gamers (n=1,664)

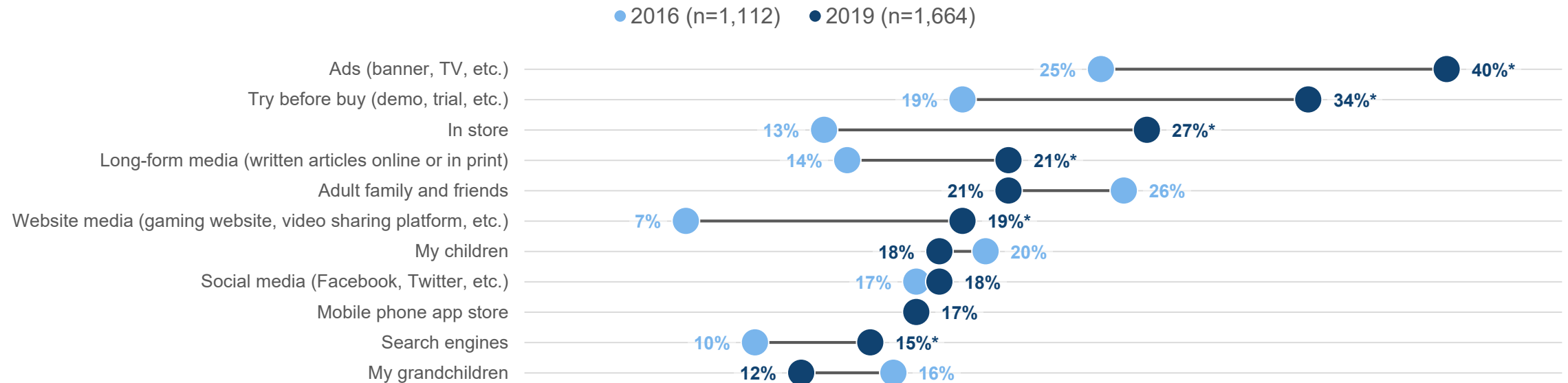
B01. Thinking about the past 6 months [January-June 2019 timeframe], which of the following have you purchased?

B02. For the purchases you have made in the past 6 months [January-June 2019 timeframe], how much have you spent for these items? (Base varies by item purchased)

Gamers are exposed to new games and gaming materials across multiple channels online and offline.

Though often perceived as annoying and intrusive, ads are an effective way to inform consumers of new gaming offerings. Continued consumer engagement with games is important to the market considering that, by 2020, U.S. advertisers will spend \$3.67 billion on ads placed within video games on mobile, desktop, or console platforms.[†]

Source of exposure to new games and hardware



Base: Gamers C02. How do you generally learn about new games or gaming hardware?

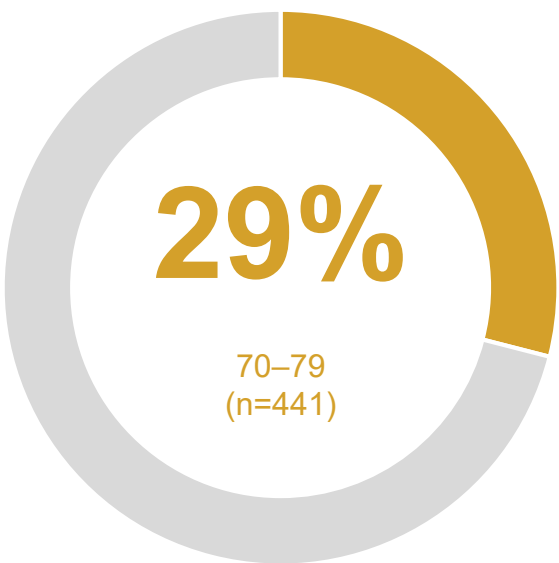
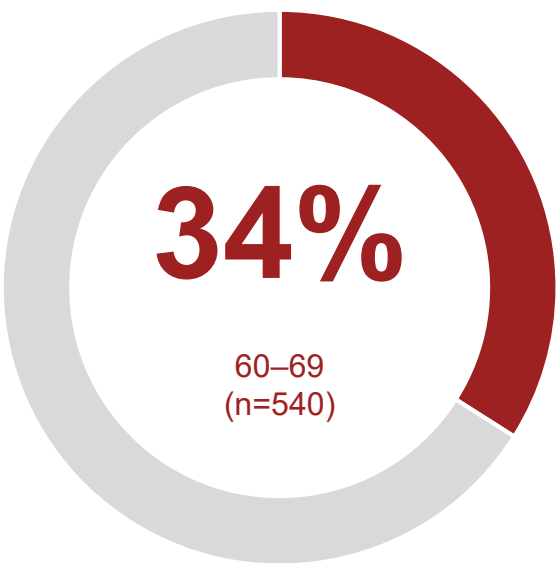
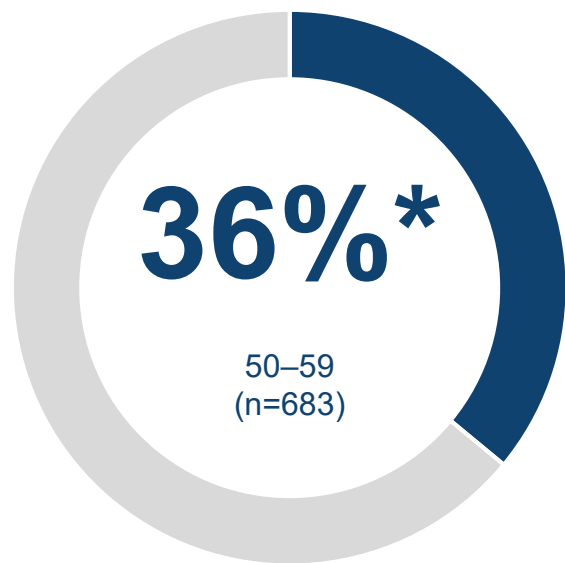
[†]eMarketer. (2019). What Does the Gaming Landscape Look Like for Marketers?

Available at <https://www.emarketer.com/content/who-is-gaming-and-how-can-marketers-level-up>.

* Indicates a significant difference at a 95% confidence level

The younger the gamer the more in tune they are with new games and devices.

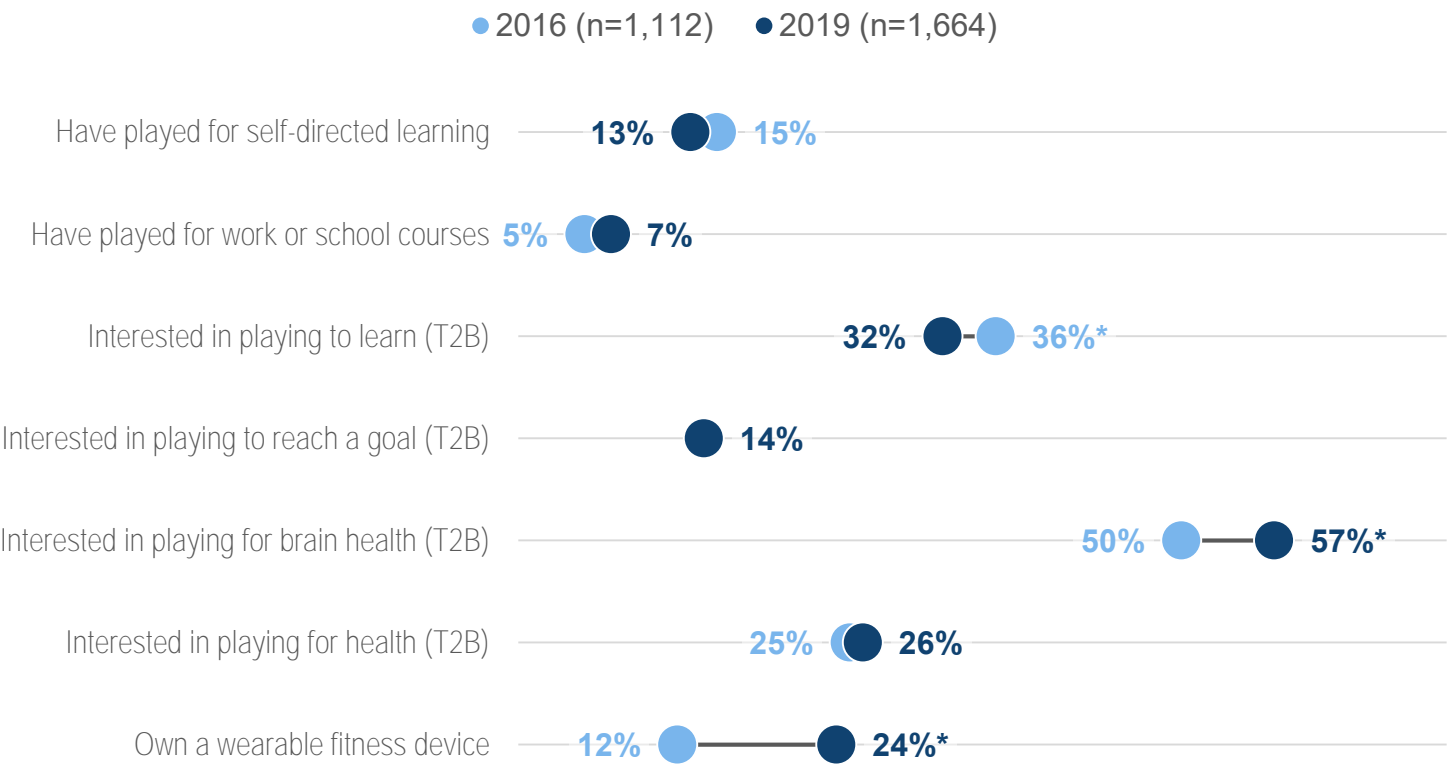
Frequency of trying new games
(All the time/Occasionally)



Base: Total Gamers
C02B. How often do you try new games?

* Indicates a significant difference at a 95% confidence level

More than half of older gamers are open to trying new games for brain health benefits.

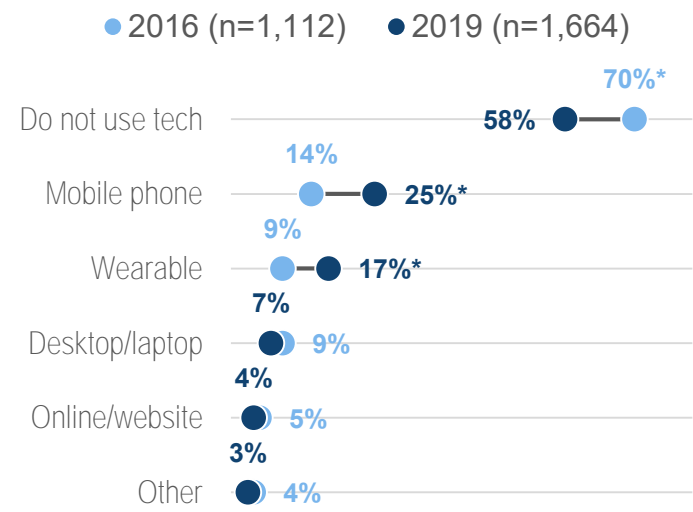


D01. Have you ever played a video or online game specifically to learn something new (could include both self-directed learning and work-required courses)?
D02. How interested are you in playing games specifically to learn new skills or ideas?
D02b. How interested are you in playing games to help you reach a personal or financial goal (Fortune City, Acorns, Thriv)?
D03. Have you ever played a video or online game specifically to improve your brain health or stay mentally sharp?
D04. How interested are you in using games and gaming devices to stay healthy?
D05. Do you own a wearable fitness device?

34%

try new games occasionally or all the time

Devices used to track health



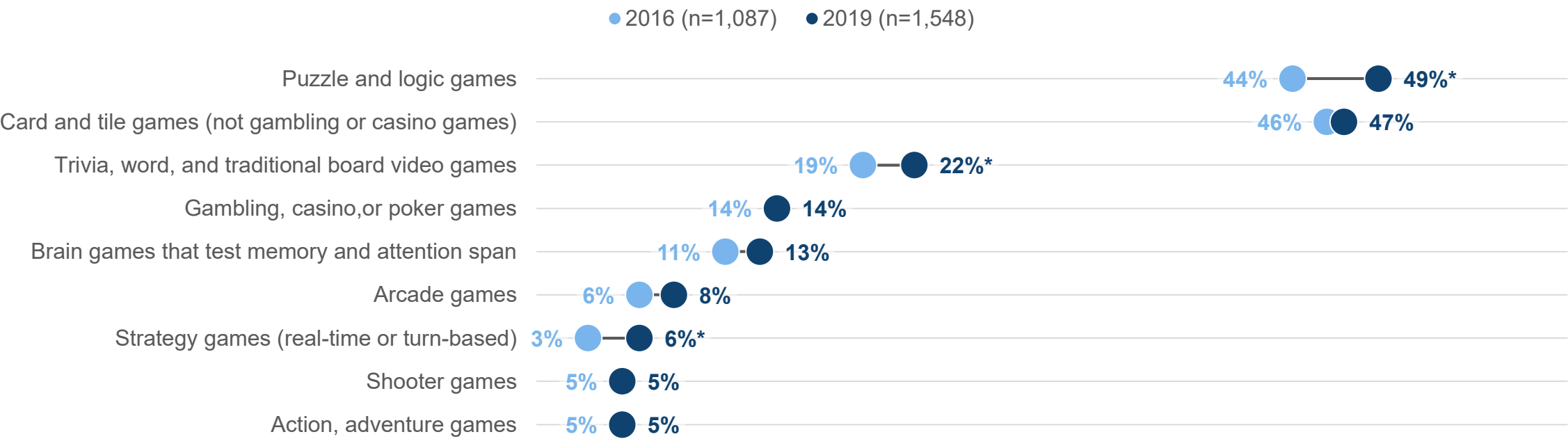
C02B. How often do you try new games? (New Question, 2019) (2019 Gamers; n=1,664)
D06. Which of the following devices do you use to track your health or some aspect of your health using technology?

* Indicates a significant difference at a 95% confidence level

Puzzle/logic games and card/tile game genres remain favorites of the 50+.

Trivia, word, and traditional board games played as video games increased in popularity from 2016 to 2019.

Favorite type of games



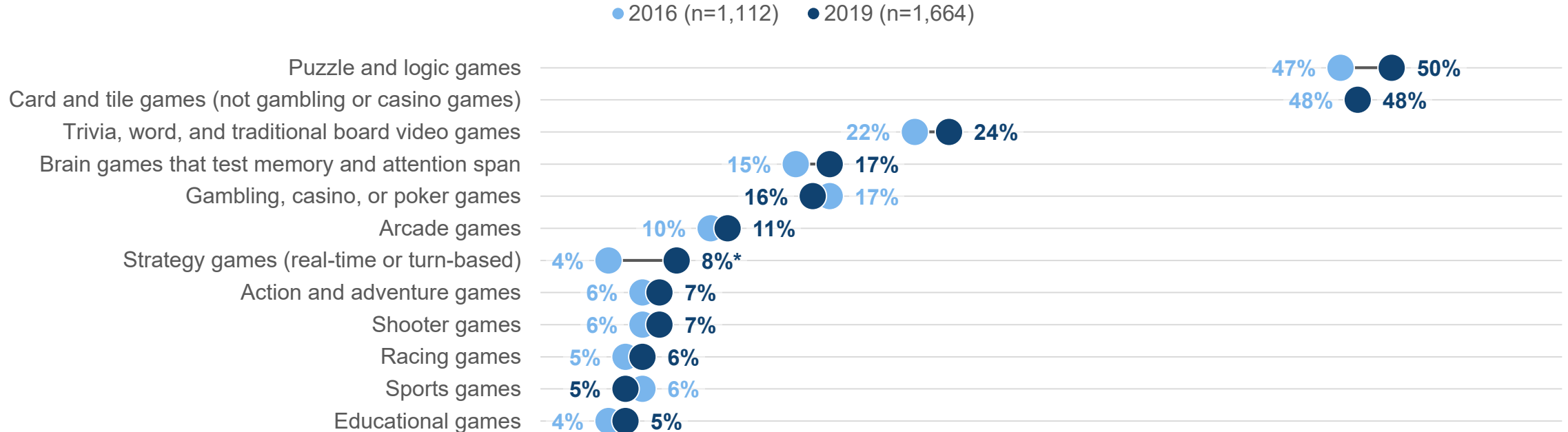
Base: Gamers
A09a. Please select your three favorite types of games from the list below that you typically like to play.

Note: Only types with at least 5% in 2019 shown.
* Indicates a significant difference at a 95% confidence level

Puzzle/logic and card/tile game genres also remain the most popular game type played.

Strategy games increased significantly in games played between 2016 and 2019. Puzzles and trivia or word games also saw an increase in game play during the same period.

Types of games played



Base: Gamers

A09. Please select the types of games that you typically like to play online or offline, on any system or device.

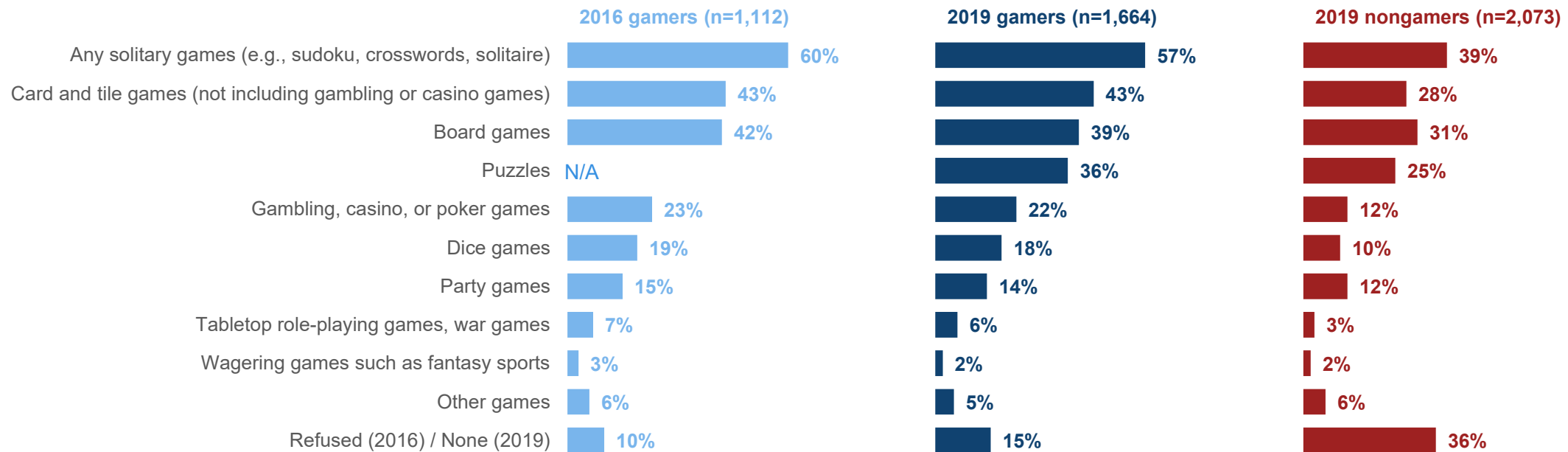
Note: Only types with at least 5% in 2019 shown.

* Indicates a significant difference at a 95% confidence level

Traditional games that preceded video games, such as card games, board games, and puzzles, are still popular among gamers and non-gamers.

Old school games aren't dead yet: 85% of those who play video games also play traditional, non-video-related games.

Types of non-video games played

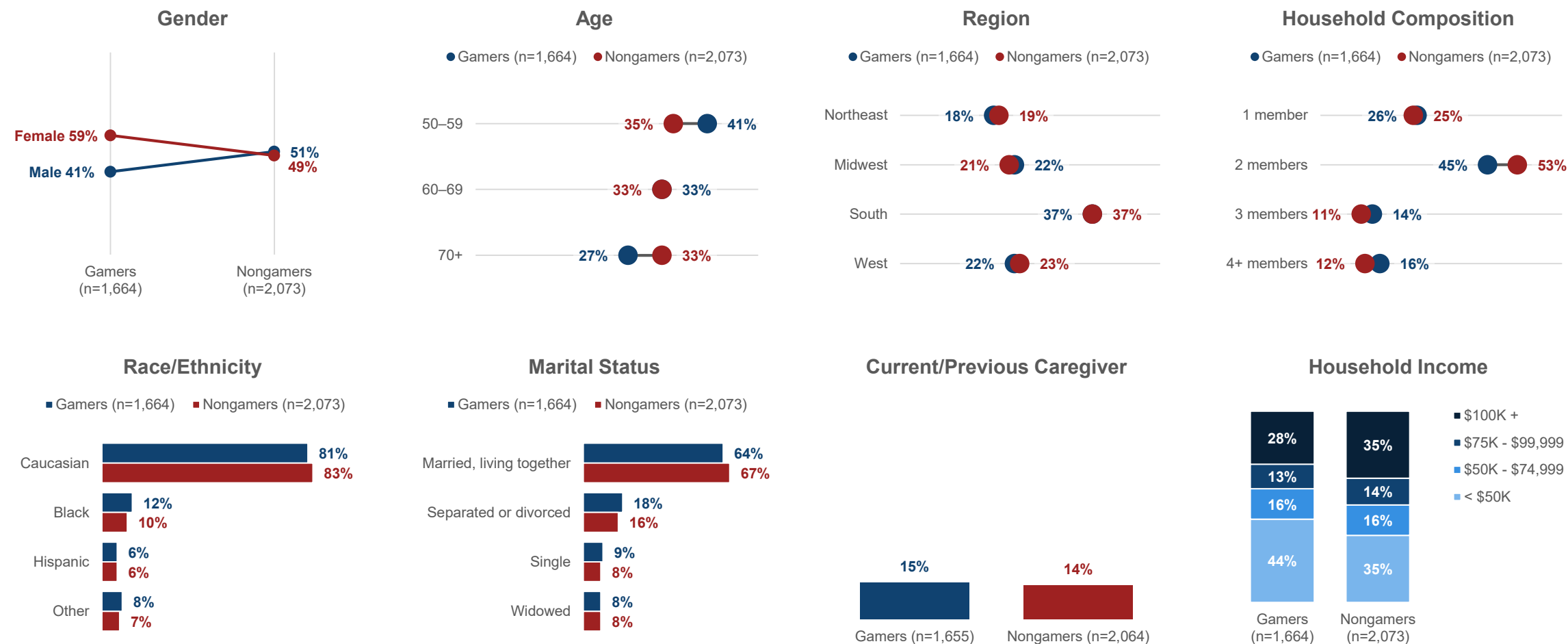


C06. Which of the following non-video games (offline games) do you currently play or have you played regularly in the past?



APPENDIX

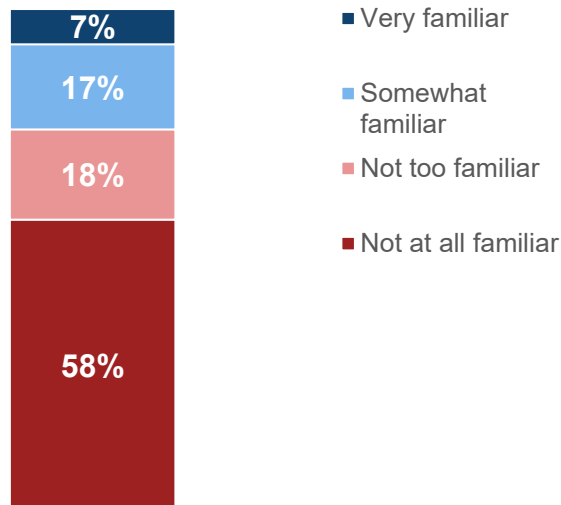
Although they skew more female and younger, 2019 gamers and non-gamers are demographically similar.



Two out of ten adult gamers have watched others play online.

Four out of ten gamers (42%) know that they can watch others play online, and 48% of those gamers have watched others play (net 20%), primarily through YouTube. Most spend less than an hour watching someone else play.

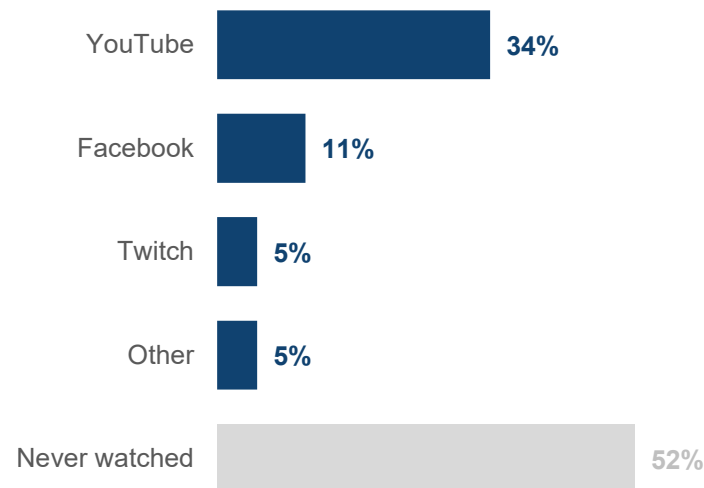
Familiarity with watching others play online



Base: Gamers (n=1,664)

A06g. How familiar are you with the ability to watch someone else playing a video game (live or recorded) via a platform such as Twitch or YouTube? (New Question, 2019)

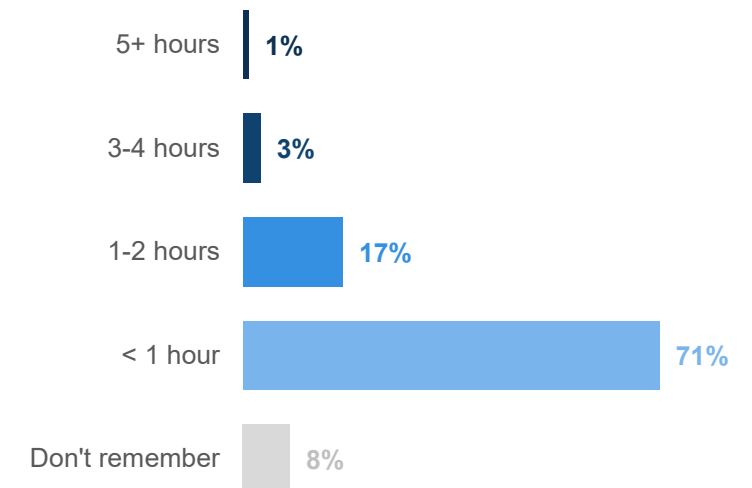
Platforms used to watch (among those familiar with watching others play online)



Base: Gamers familiar with ability to watch (n=695)

A06h. On what platforms have you ever watched someone as they played a video game (live or recorded)? (New Question, 2019)

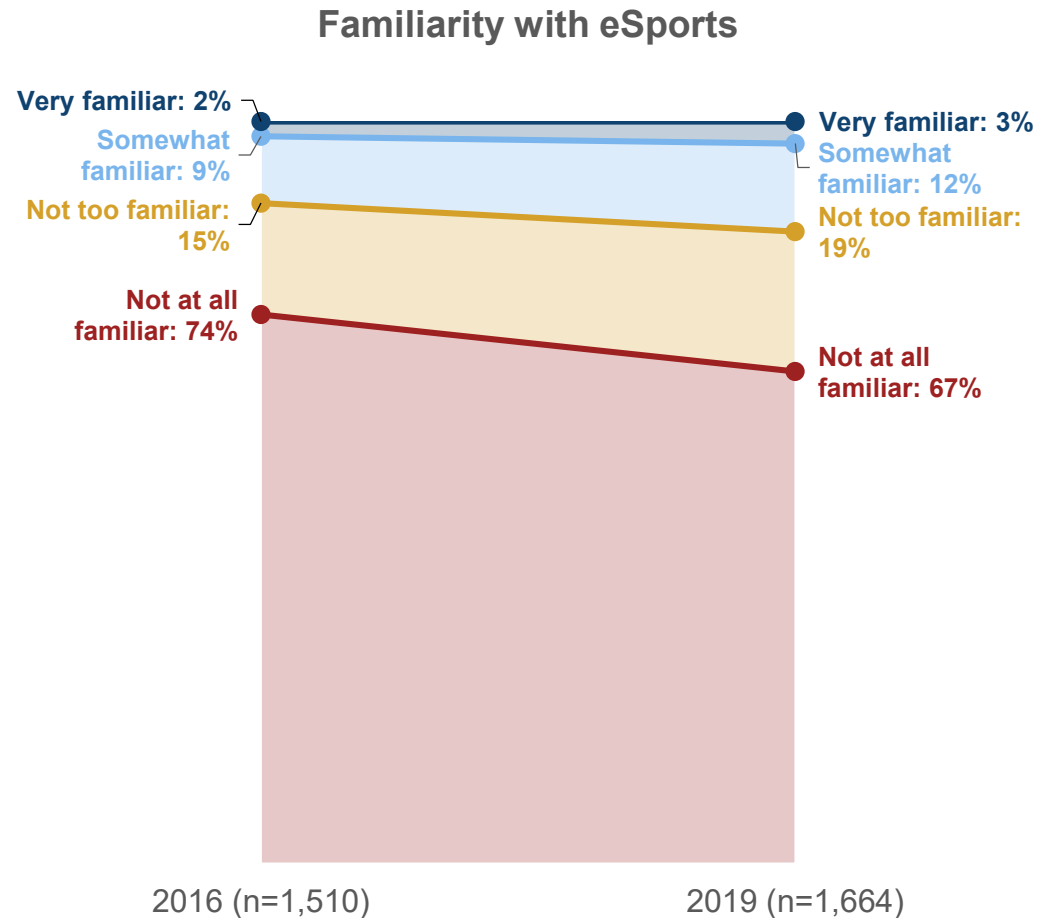
Typical amount of time spent watching others play online (in one sitting)



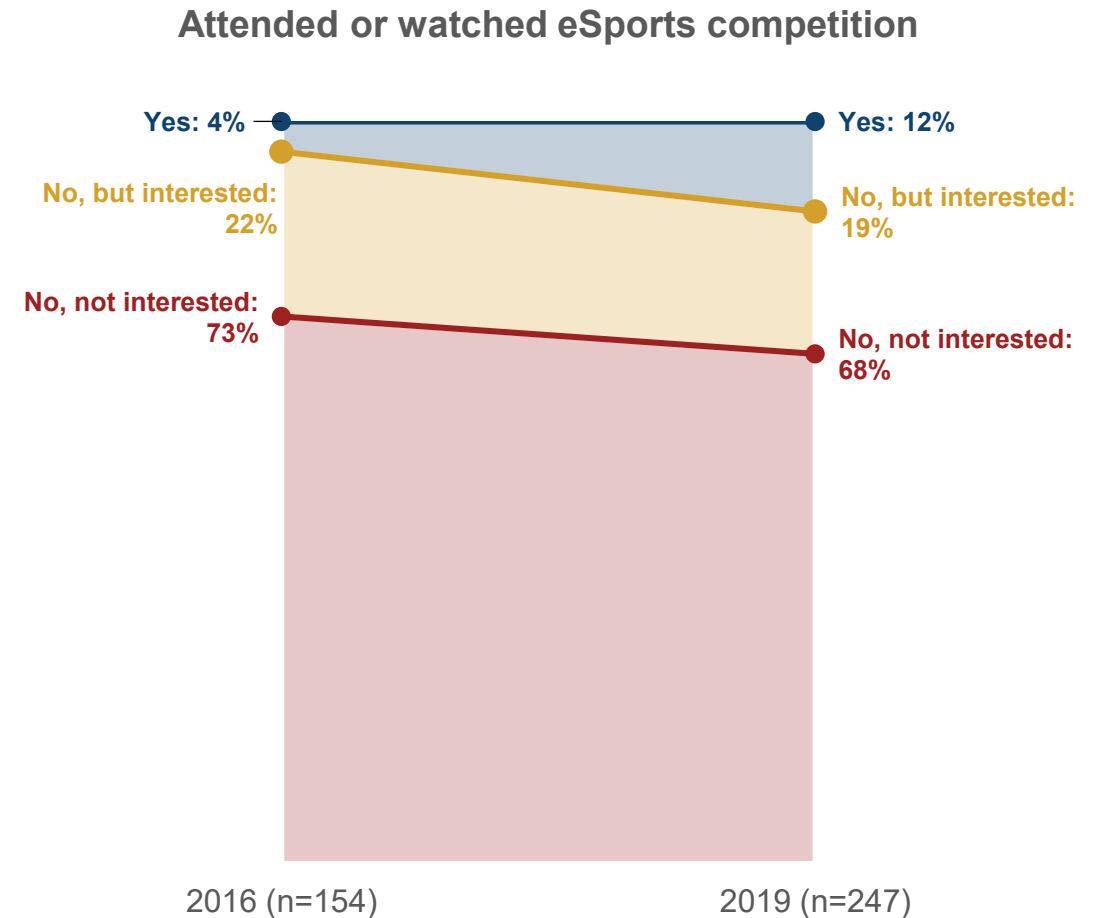
Base: Gamers who have watched others (n=334)

A06i. In one sitting, how much time have you typically spent on a platform like YouTube or Twitch watching someone else play a video game? (New Question, 2019)

Familiarity and interest in eSports has increased substantially.

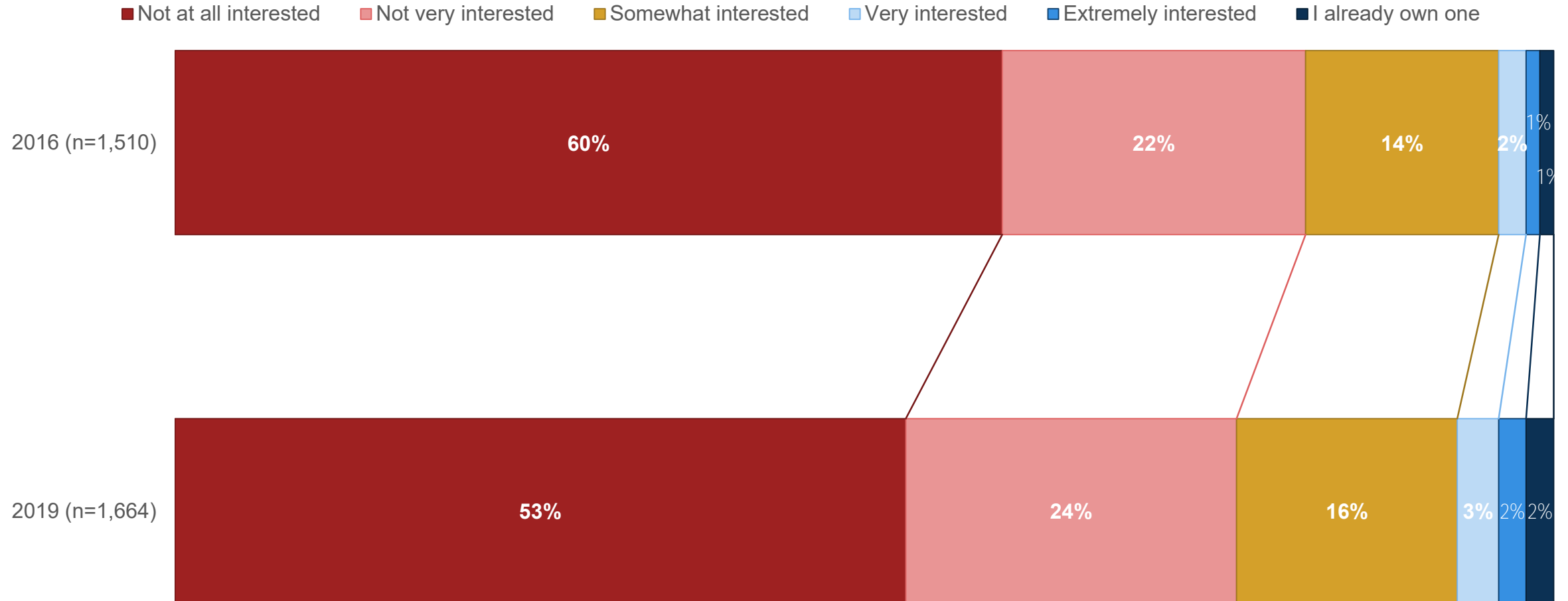


Base: Gamers (2019: n =1,664)
C07. How familiar are you with E-Sports (electronic sports)? E-Sports are organized multiplayer video game competitions, particularly between professional players.



Base: Very/Somewhat Familiar with E-Sports (2019: n=247)
C08. Have you ever watched or attended an E-Sports competition?

Interest in virtual reality has increased slightly.



Base: Gamers (2019: n=1,664)

C09. Virtual Reality (VR) is a growing area of technology in gaming. How interested are you in buying a VR gaming device in the future, either for yourself or someone else?



METHODOLOGY

Methodology

- **Objectives:** To explore the attitudes and habits of Americans ages 50 and older toward playing video games
- **Methodology:** Online survey via Ipsos, with sample targeting panelists ages 50 or older
- **Qualifications:** Ages 50 or older; gamers must own a device (e.g., computer, tablet, console, handheld, etc.) and play a video or an online game on an owned device at least once per month
- **Sample:** Ipsos; n=3,737
 - Weighted: Gamers, n=1,664; Non-gamers, n=2,073
 - Unweighted with Boost: Gamers, n=2,111; Non-gamers, n=1,626
- **Interviewing Dates:** June 18–27, 2019
- **Weighting:** The data are weighted at two levels: first, to demographics among total respondents; second, to demographics within gamer/non-game groups among qualified respondents. Weighted base sizes are used in the report.
- **Questionnaire length:** Overall (minutes): 12 (median); Gamers: 19 (median); Non-gamers: 6 (median)
- **Confidence Interval:** Total sample: $\pm 1.8\%$



Note: Actual 2019 base sizes vary by question (~n=1–50) due to ‘no answers’ being allowed. However, the total base is shown at each question for easier comprehension of the learning.

About AARP

AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the nation's largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit www.aarp.org or follow @AARP and @AARPadvocates on social media.

About Interloq

Interloq provides innovative market research solutions to help brands, marketers and business leaders collect and harness the power of data to drive fast insights and decisions about their business. Nimble and efficient, we do things quickly without the drag of sizeable unneeded bureaucracy. Our primary consultants have been conducting market research for over two decades while always remaining on the pulse of modern technology to inform our research methods. Interloq is proud to be a woman-owned business based in Dallas, Texas. To learn more, visit www.interloq.com.



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