

Women Gamers Over 50 Level Up



Women 50+ are more likely to play games and spend more time gaming than men 50+

Women 50+ spend more time than men 50+ playing video games, but men spend more than three times as much money as women on gaming apps and technology. Video game playing is mostly done at home using a mobile device playing single-player games. Both men and women take their cues on what games to play most often from other people they know, social media, and phone app stores.

Women lead men on video game playing and do so most often on a mobile device.

Women 50+ (49%) are more likely than men 50+ (39%) to play video games, with three-quarters of men (76%) and even more women (81%) playing at least once a week. In fact, women (53%) are more likely than men (39%) to play every day and women are also more likely than men to play games online (60% and 52%, respectively).



Men and women play video games on a variety of devices from phones and other mobile devices (27% and 39% respectively), computers (21% and 22%) and video game consoles (8% and 4%). Perhaps the difference lies in the games they prefer to play which are typical of games available for phone or mobile device apps rather than video game consoles.

Playing on a mobile device has nothing to do with the desire to play on-the-go as nine in ten men (92%) and women (91%) 50+ play video games at home.

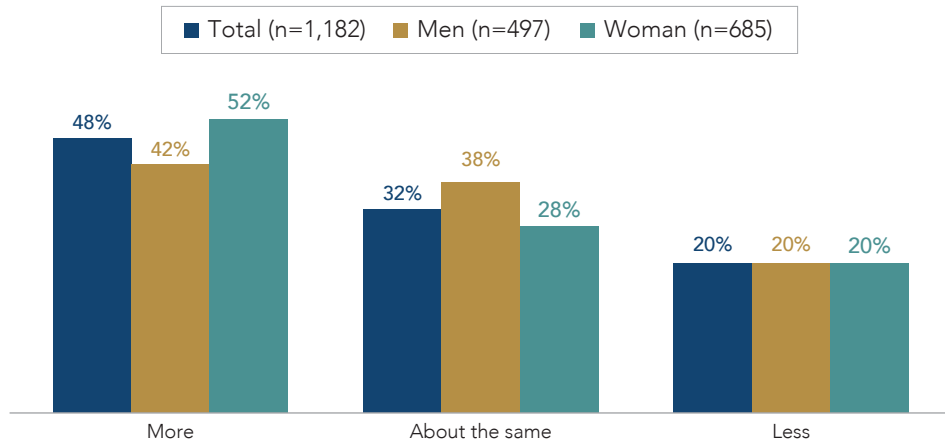
A video game is...

interactive digital entertainment played via a computer, a game console, a phone, or tablet.

Online video gaming

requires an internet connection; if games are played with or against opponents who are not physically present or if the game played is on an app, then it is most likely a game that can be played online.

Compared to five years ago, would you say you currently play online games more, less or about the same?



Despite more play time, women 50+ lag behind men in purchasing gaming apps and technology.

In the last six months, on average, men spent significantly more than women 50+ on paid digital game apps (\$118, compared to \$31) and mobile in-app purchases (\$73 and \$62 respectively). Men also outspend women on how much they spent on gaming consoles (\$139, compared to \$122), like an Xbox or PlayStation, but women outspend men on portable/handheld gaming devices like Nintendo 2DS/3Ds or a PSP (\$108, compared to \$70).



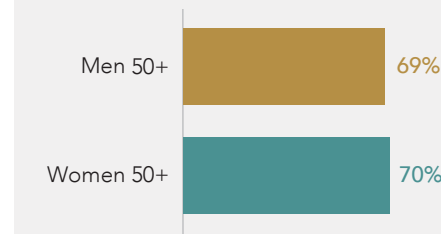
Women and men learn about new games and gaming hardware the same way. One-half of men 50+ and women 50+ learn about new games or gaming hardware through people they know (46% men, 55% women), on websites (50% men, 50% women), through advertising (41% men, 39% women), or by trying before buying (36% men, 33% women). Men are more likely than women to learn about gaming products when they go into the store (32% men, 24% women).

Men and women 50+ are equally likely to say their children and grandchildren have an influence over the games they play (31% men, 31% women) and buy (26% men, 26% women).

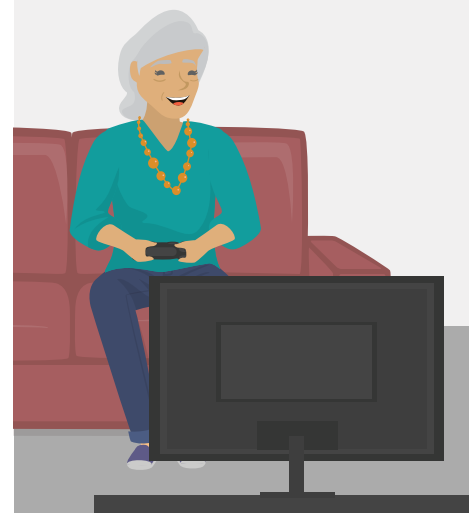
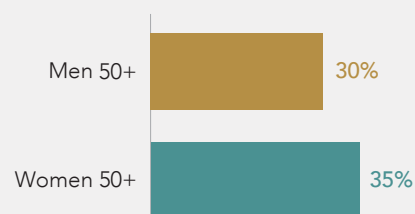
Women enjoy card and tile games like Solitaire, Hearts, and Mahjong, (44% men, 50% women), and games of logic like Sudoku, Tetris and Candy Crush (38% men, 58% women), more than men, but men are more likely than women to like playing poker, casino, or arcade games (30% men, 24% women).



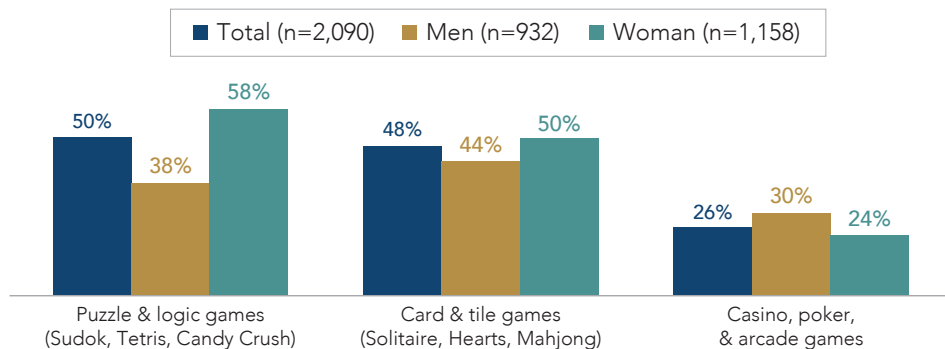
Seven in ten women 50+ play video games alone most of the time



Over one third of women 50+ gamers like to try new games



Women's top game types are puzzles and logic games followed by card and tile games.



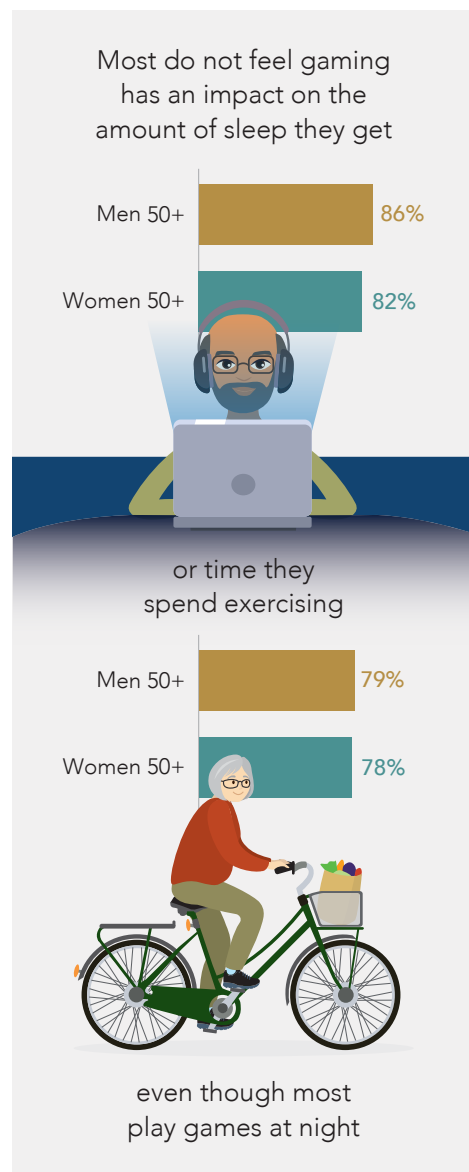
While the majority of men and women play video games to have fun, women, more than men, play to relieve stress and stay mentally sharp.

A majority of men (54%) and women (72%) 50+ multi-task when playing video games, as many do so while doing something else, like watching TV. Roughly one-half prefer to play video games in the evening (52% and 55%, respectively), or before going to bed (62% men, 70% women).



Three-quarters of men (78%) and women (75%) 50+ play video games because they find it fun, and a majority do so to stay mentally sharp (61% and 71%, respectively) or relieve stress (51% and 62%, respectively). Among all respondents, nearly one-third of men (31%) and nearly one-half of women (45%) 50+ have played a video game specifically to improve their brain health or to stay mentally sharp.

More than one-half of men (54%) and women (57%) 50+ think playing video games has a positive impact on their overall emotional well-being.



Implications

Mobile game app developers should take note of the video game habits of adults 50+ when developing new games, as both men and women 50+ prefer to play video games on their mobile devices even when some of them have video game consoles. Game developers should note that this audience has a preference for playing on their own and women especially lean towards games that sharpen the mind or relieve stress.

While men do not spend as much time playing video games as women, they spend significantly more money than women when buying gaming apps, making in-app purchases and other gaming technology. In fact, most haven't downloaded a free game recently, which could mean they are willing to pay for games.

Men and women 50+ who do not play video games could be persuaded to start playing if they learn mobile app video games don't have to interfere with their sleep or exercise time and, in fact, video games can help with stress relief and keep their minds sharp all while having fun.



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