



GAMING GRANDPARENTS 2022

September 2022

Presented by AARP Research

The Gaming Grandparent

Gaming grandparents are a sizeable chunk of the 50+ gamer today, but their family role doesn't define who they are as gamers.

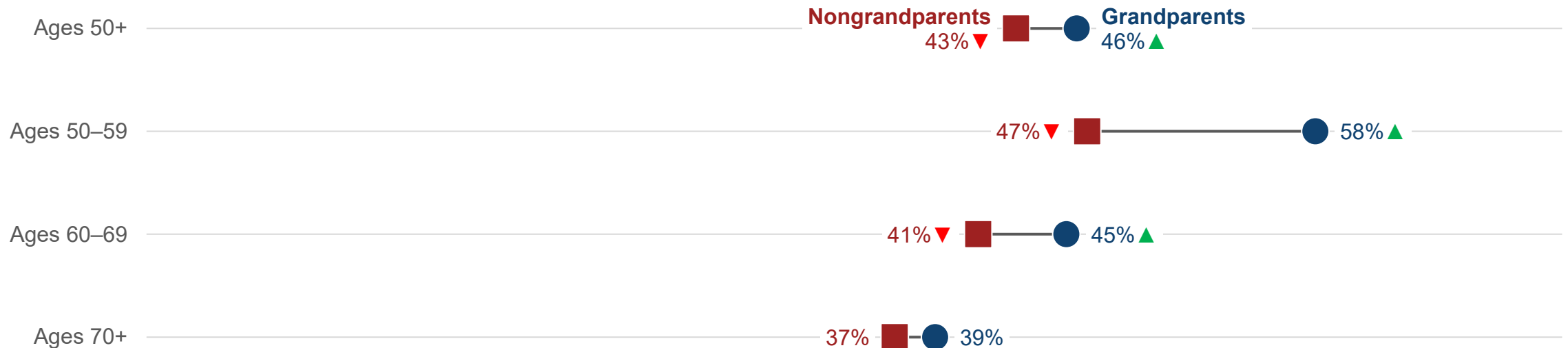
- Almost half of grandparents play video games at least once per month, more than nongrandparents, and daily play is also more common.
- Grandmothers account for a bigger share (61%) of the gaming grandparent audience.
- Gaming grandparents consider play in general extremely/very important (76%), but they don't necessarily apply this notion to video games. Just 50% view gaming as "good for me as I get older."
- Grandchildren are their primary source of gaming news, alongside other adult friends and family.
- Although gaming grandparents say they play to "spend time with family," they play solo 80% of the time.
- Gaming grandparents maintain their own preferences; they aren't as influenced by a family member who plays as they are by finding a game they like.



Grandparents, especially younger, are avid gamers!

Particularly between the ages of 50-59, grandparents are more likely than nongrandparents to be playing games at least once per month.

Percentage of **grandparents** and **nongrandparents** playing video games at least once a month
Among adults ages 50+, by age range



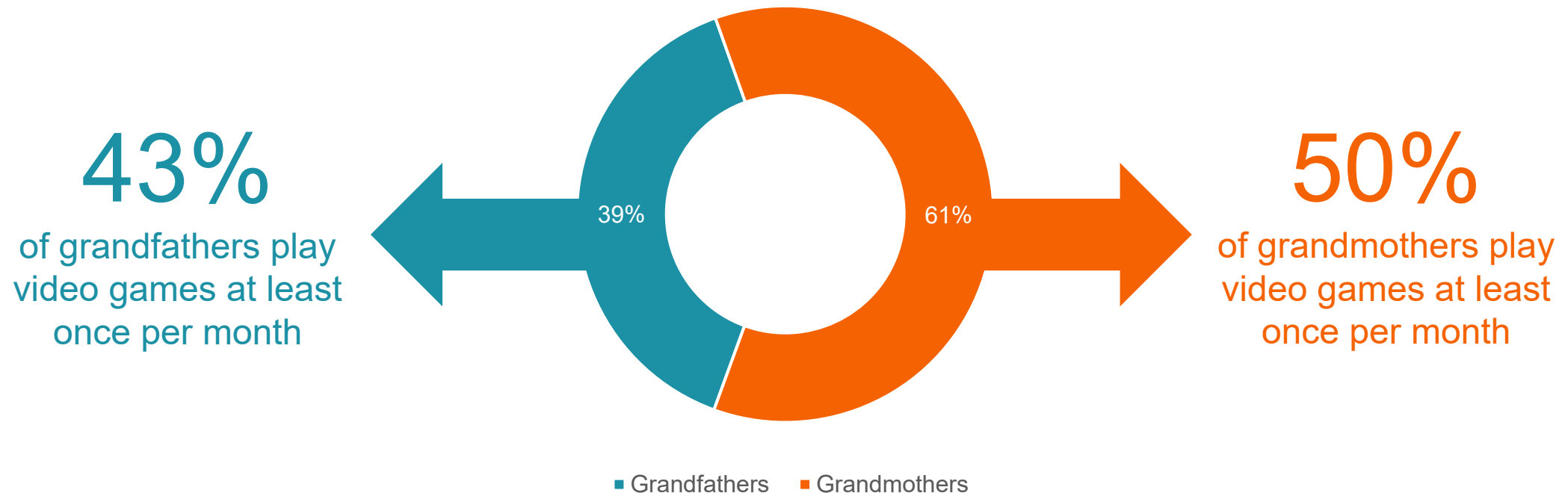
Base: Total Screened – 50+ Grandparents (n=3,858), 50+ Non-Grandparents (n=3,187), 50-59 Grandparents (n=793), 50-59 Non-Grandparents (n=1,488), 60-69 Grandparents (n=1,532), 50-59 Non-Grandparents (n=1,136), 70+ Grandparents (n=1,533), 70+ Non-Grandparents (n=563)

Q7: Generally speaking, how often do you play video games? ▲ ▼ Indicates a significant difference between groups at 95% confidence level

Grandmothers are more likely to game than grandfathers.

Grandmothers make up over 60% of gaming grandparents, compared to the 50% gender split among nongrandparents.

Percentage of grandparent gamers who are grandmothers and grandfathers
Among grandparent gamers ages 50+(Age 50+)



Base: Total Screened – 50+ Grandfathers (n1,620), 50+ Grandmothers (n=2,522)

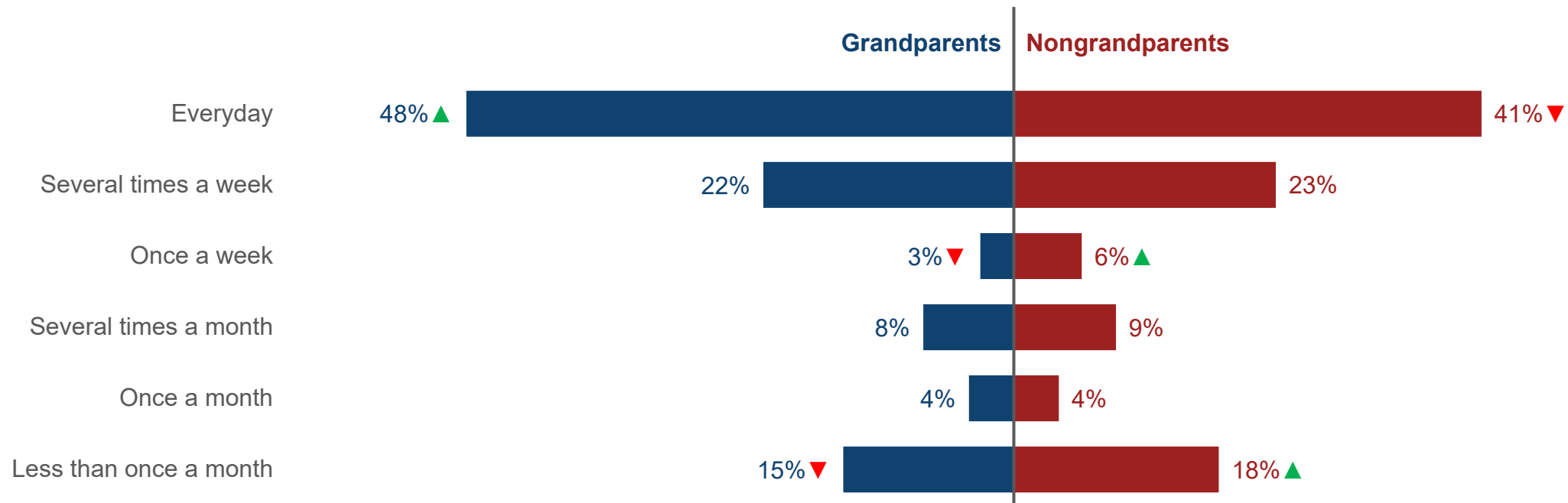
Q7: Generally speaking, how often do you play video games?

Daily gaming is more common among gaming grandparents.

Almost half of gaming grandparents are playing everyday.

Frequency of playing video games

Among adults ages 50+ who play video games, by grandparent status



Base: 50+ Monthly Gamers – Grandparents (n=2,020) Non-Grandparents (n=1,738)

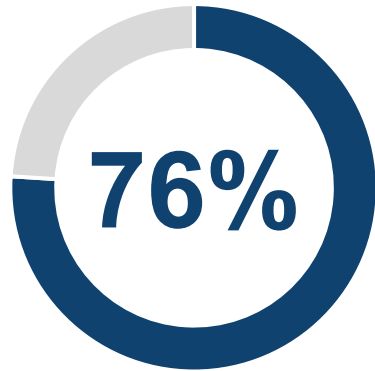
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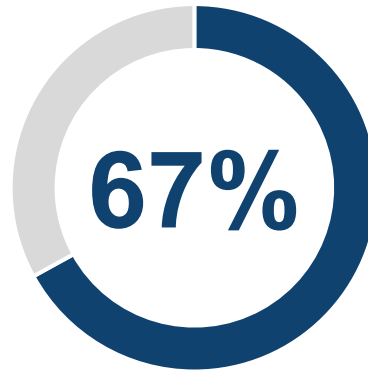
Gaming is very important to the gaming grandparent.

Three-quarters believe play in general is important to the aging process, but grandparents are torn over whether gaming itself is good for them as they get older.

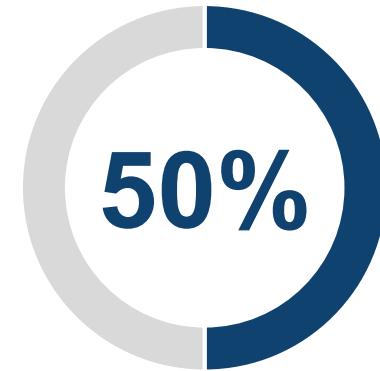
Attitudes towards gaming: Percent who agree with the following statements about gaming
Among grandparents ages 50+ who play video games at least monthly



Consider "Play" to be an important part of the aging process



Use video games to get relief from anxiety or stress



Believe gaming is good for them as they get older

Base: 50+ Monthly Gamers - Grandparents (n=1,736)

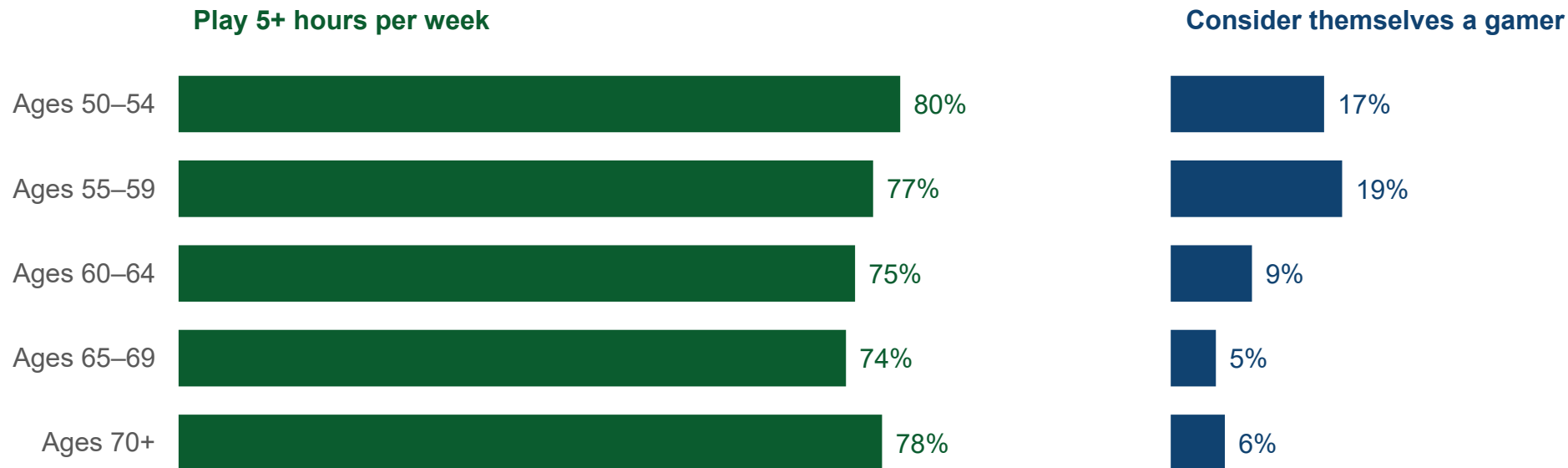
Q48. Please indicate how much you agree or disagree with each of the following statements.

QTERM5. Thinking about your life experience overall, how important do you consider "play" to be an important part of aging? Play can be any internally motivated activity done for fun, pleasure or enjoyment.

Grandparents still don't consider themselves gamers.

Despite the majority of different age cohorts gaming more than 5 hours per week, the perception that they are gamers declines by age.

Percent who **play games 5+ hours per week** and **consider themselves a gamer**
Among grandparents ages 50+ who play video games at least monthly, by age range



Base: 50+ Grandparents Playing Games Monthly – 50-54 (n=181), 55-59 (n=264), 60-64 (n=334), 65-69 (n=365), 70 (n=592)

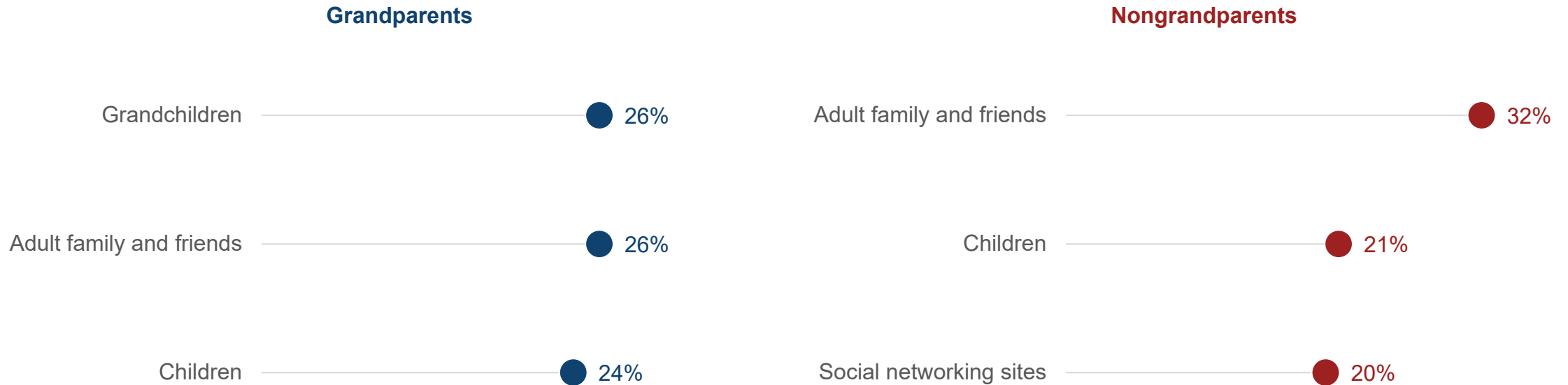
Q9. Thinking about the past 6 months, since November 2021, how many hours per week would you say you personally spend gaming on each of the following devices?

Q48. Please indicate how much you agree or disagree with each of the following statements.

Grandchildren are grandparents' primary source for gaming news.

Grandchildren have a great deal of influence on their grandparents.

Top 3 sources for learning about new games or gaming hardware
Among ages 50+ who play video games at least monthly, by grandparent status



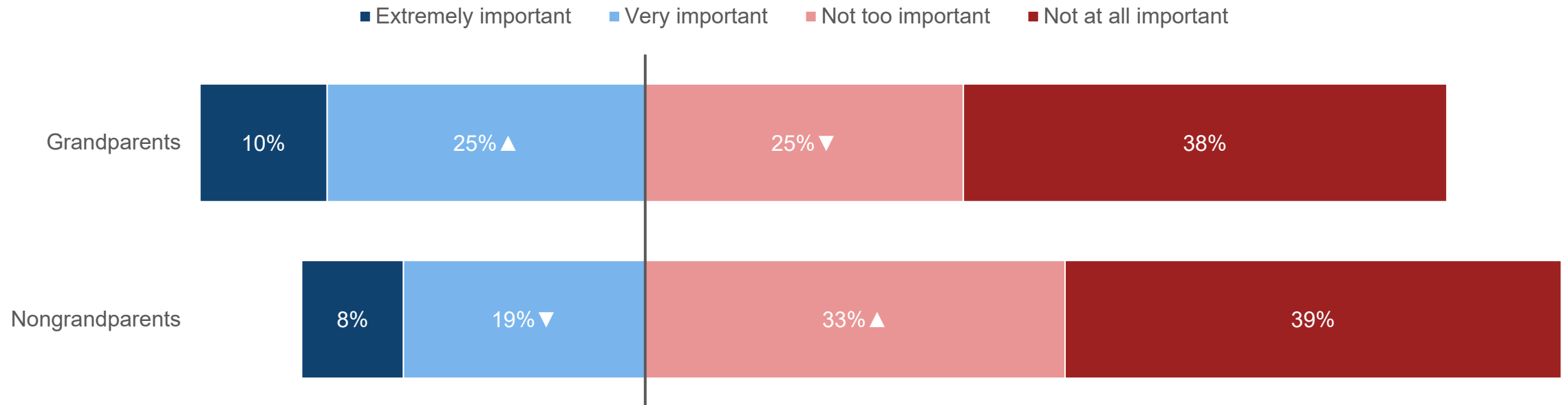
Base: 50+ Monthly Gamers - Grandparents (n=1,736), Non-Grandparents (n=1,432)

Q34. How do you generally learn about new games or gaming hardware?

Spending time with family influences play for grandparents.

Just over a third of grandparents view spending time with family as an important reason to play video games.

Importance of "spending time with family" as a reason for playing video games
Among adults ages 50+ who play video games at least monthly, by grandparent status



Base: 50+ Monthly Gamers - Grandparents (n=1,736), Non-Grandparents (n=1,432)

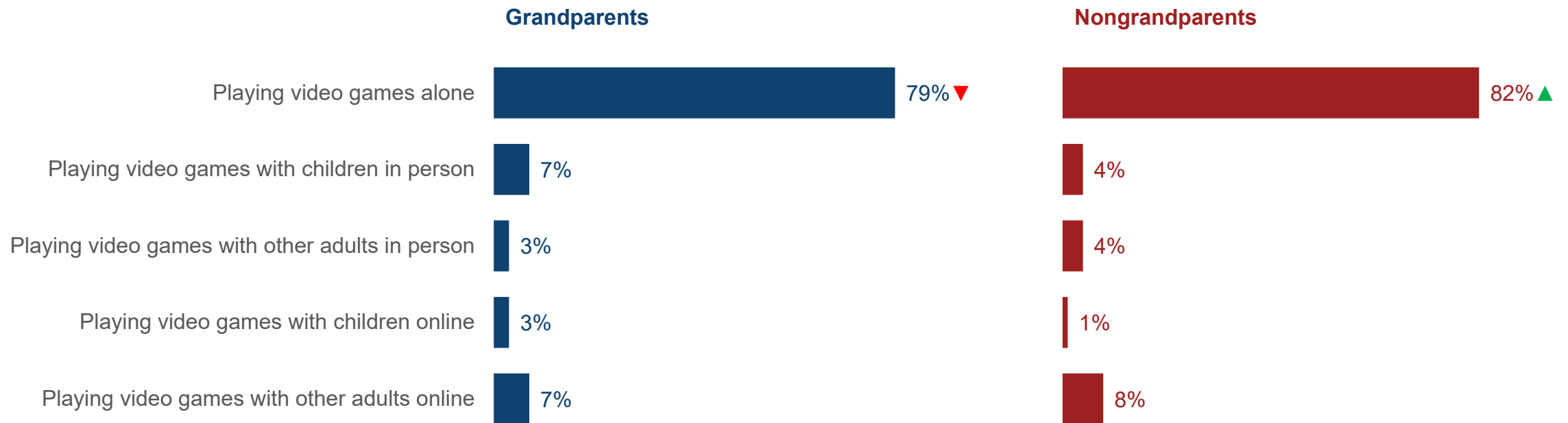
Q42. In general, how important are the following reasons for playing video games?

▲ ▼ Indicates a significant difference between groups at 95% confidence level

Nevertheless, grandparents play alone most of the time.

Almost 80% of play is alone, despite the strong motivation to play with family members.

Percent of time playing alone versus with other people
Among adults ages 50+, by grandparent status



Base: 50+ Monthly Gamers - Grandparents (n=1,736), Non-Grandparents (n=1,432)

Q23A: What proportion of your game play would you say is done alone versus playing other people, such as children (under 18 years of age) or adults?

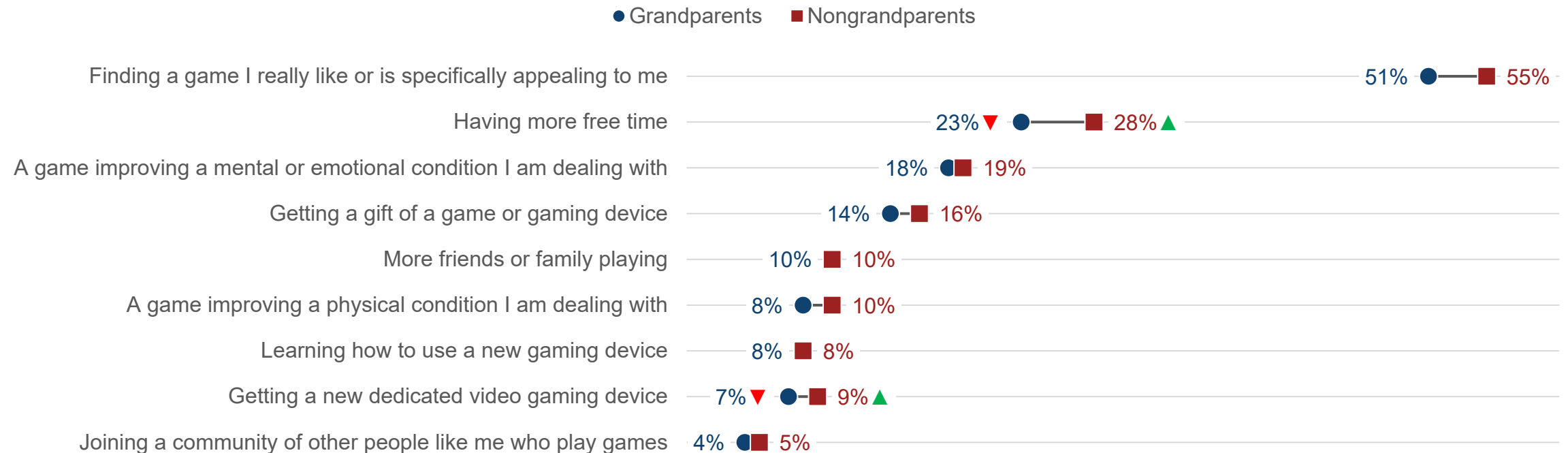
▲ ▼ Indicates a significant difference between groups at 95% confidence level

Grandparents are still gamers outside of the family dynamic.

Finding a game that appeals to them personally is still the top motivator to future play.

Motivations for playing more video games in the next year

Among adults ages 50+, by grandparent status



Base: 50+ Monthly Gamers - Grandparents (n=1,736), Non-Grandparents (n=1,432)

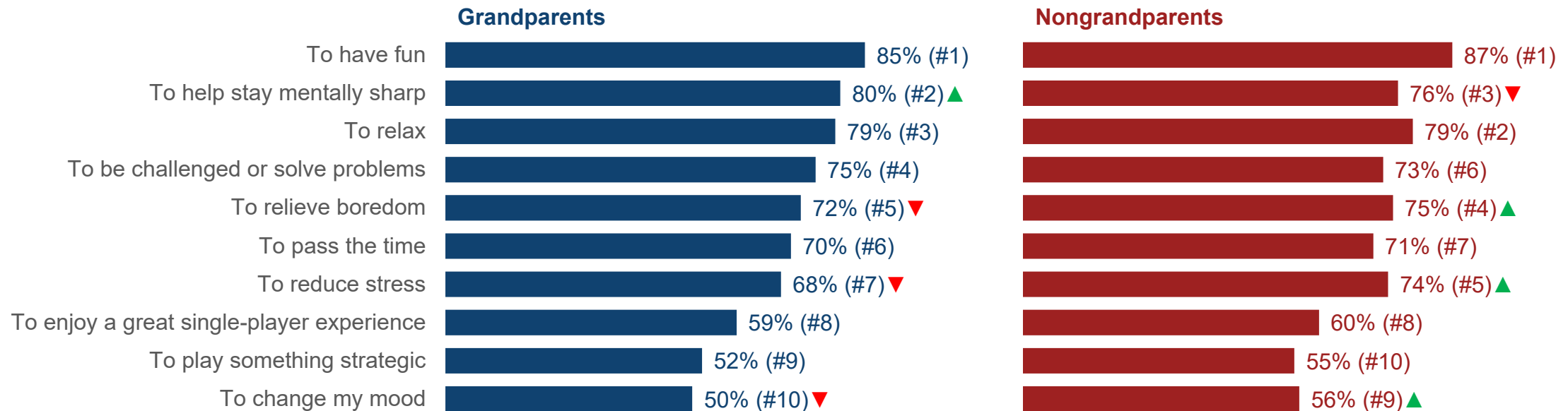
Q49b. What do you think would motivate you to play more video games in the next year or so? Select all that apply.

▲ ▼ Indicates a significant difference between groups at 95% confidence level

Gaming grandparents share the top play motivations.

Having fun, staying mentally sharp, and relaxation are the strongest reasons for gaming.

Top 10 gaming motivations for **grandparents** and **nongrandparents**
Among adults ages 50+ who play video games monthly



Base: 50+ Monthly Gamers - Grandparents (n=1,736), Non-Grandparents (n=1,432)

Q42. In general, how important are the following reasons for playing video games?

indicates rank among 30 items tested. Scores show % Extremely/Very Important. ▲ ▼ Indicates a significant difference between groups at 95% confidence level

Methodology

- **Methodology:** Online survey via NORC's *Foresight 50+® Panel*, supplemented with respondents from nonprobabilistic consumer panels.
- **Qualifications:** Ages 40+, owns a gaming-eligible device (e.g., mobile, tablet, computer, laptop, console, or other device) and plays video games on that device at least once per month.
- **Nongamers:** A subset of Nongamers was fielded a smaller survey with a more limited scope of questioning.
- **Sample:** N=7,885 total completes.
 - Gamers: n=5,255.
 - Non-Gamers: n=2,630.
- **Interviewing Dates:** June 23 – July 13, 2022.
- **Weighing:** Data were weighted using population benchmarks from NORC's Current Population Survey for age, gender, division, race/ethnicity, education, housing tenure, household phone status, age x gender, and age x race/ethnicity.
- **Survey Length:** Median – Gamers (32 minutes), Nongamers (7 minutes).



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.

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This research was designed and executed by AARP Research