

Exercise #4 Gaming by the Numbers

In this exercise, you will work individually to estimate the answers to the following 10 questions – we'll examine them in more detail later! The objective is help you understand how mainstream and widespread gaming has become in American culture.

	Estimate	Real Stat
1. What is the average age of the gamer?*	_____	_____
2. What percent of frequent gamers are over 18?	_____	_____
3. What percent of casual gamers are over 30?	_____	_____
4. What percent of teens play games online?***	_____	_____
5. What percent of boys 6-17 play games?	_____	_____
6. What percent of women play games?*	_____	_____
7. What percent of people over 50 play games?*	_____	_____
8. What percent of gamers play on handhelds?	_____	_____
9. What percent games sold in 2005 were rated M?	_____	_____
10. How much money did computer/video games gross in 2005?	_____	_____

Sources:

Entertainment Software Association. Top 10 Facts. www.theesa.com/facts/top_10_facts.php 28 December 2006

Information Solutions Group, 2006

Pew Internet & American Life Project. Teens and Technology, July 2005