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Analyzing gaming
ESA

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[Analyze That: 68% of American Households Are Playing Videogames](#)

Up 3%

In the wake of E3, where the titles that companies should release in the coming year were showcased, the Entertainment Software Association, which organizes the show itself, outed an interesting report revealing how important gaming has become to the American way of life.

The main thing that jumps off the page is the fact that 68% of American households are now playing computer and/or videogames. One year ago, the percent was only 65, so the rise is pretty impressive for just one year.

[The ESA](#) is also saying that the average age of gamers has slightly decreased mainly because a lot of young people are attracted to videogames; still, the average gamer has been playing for no less than 12 years, which means that he/she is probably out of adolescence and living a full adult life. The actual age of the average gamer is 35.

Michael D. Gallagher, who is the [Chief Executive Officer of the ESA](#), stated that "This is the new golden age of entertainment software. Our products are now being enjoyed by over two-thirds of Americans. As the findings of the 2009 Essential Facts illustrate, more and more Americans across all demographics are now embracing the interactive entertainment experience that computer and video games provide."

The study released by the ESA also shows that most parents are saying that parental controls, which are incorporated in new gaming consoles, are useful and that more of the games launched in one year are rated E for Everyone, which means there is no need for restrictions. 63% of those parents who have a gaming console that their kids use believe that the experience of gaming is positive for their kids, while 92% of game purchases or rentals are done in the presence of parents or with their approval.