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[Women Dominate Mobile Phone Gaming](#)

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Women represent 59% of all U.S. consumers who play games on a mobile phone, according to *Electronic Gaming in the Digital Home*, a new study from Parks Associates. Furthermore, women comprise 61% of all those playing mobile [phone](#) games 1-4 hours per month and 58% of all those playing for more than four hours per month. These findings concur with the overall demographic makeup of [Internet](#) gamers, where women are the majority due to their penchant for online trivia and card games. Men, on the other hand, hold the majority among gamers who play intense action and role-playing games, and there is not a comparable group of male users in the mobile gaming space. These results reaffirm the importance both of women in the gaming market and of the industry's efforts to promote casual [games](#) for the mobile phone, according to John Barrett, director of research at Parks Associates. "Women are the foundation of the gaming market, and as an industry, we need to cater to their preferences," he said. "This effort is the key to future revenue growth because right now women generally spend little on gaming even though they like to play games and often have disposable income. The industry just needs to find a [game](#) they are willing to pay for."