Online gaming is a growing industry, particularly among younger consumers who often align themselves with the "Gamer" persona. Through a presence among online gaming communities, brands can build awareness and influence among users. Understanding and leveraging the differences in preferences for gaming platforms and types/genres of games across generations will help brands improve awareness and adoption.

**Preferences for online game genres and formats vary by generation and gender**

- **Females** across generations more often play online games on smartphones, whereas males more often play on home gaming consoles.
- **PlayStation 4** is a top mentioned favorite.
- Preferences for online game genres and formats vary by generation and gender.
- **Females** across generations more often play online games on smartphones, whereas **males** more often play on home gaming consoles.
- **Virtual Reality consoles** are more popular among **Millennials (ages 25-39)**.
- **Playing on tablets** is more popular among **Gen X (ages 40-55)** and **Baby Boomers**.

**Gaming behaviors influence other household purchase decisions**

- **About 1 in 3 Gamers** are significantly influenced to purchase their home Internet speeds based on their gaming activity.
- **1 in 4 Gamers** say their mobile data plan selection is significantly influenced.

**Time spent playing online games decreases as we age**

- **Gen X males**, specifically ages 18-24, tend to play for longer with about one-third playing for 4+ hours in a single session.
- **Younger** males across the board tend to play for longer sessions than their female peers.

**4 in 10 Gen Z and Millennials identify as a “Gamer”**

- This shift over to purchases to help with the lifestyle, with over 40% of Gen Z males and Millennials recently purchasing online games, in-game content for free-to-play games, and in-game premium currency.

**ONLINE GAMING: GENERATIONAL DIFFERENCES & TRENDS**

For this research, online gaming is defined as playing games using an Internet connection on a gaming console, computer, or smartphone.

**Participation declines when shifting to older generations, but is still a sought out pastime with 1 in 3 Baby Boomers (ages 56-65) playing online games at least weekly.**

**Gen Z (ages 13-24) is the gaming generation, with 3 in 4 playing online games at least weekly.**

Findings from KS&R’s Entercom Landscape Trends Tracking Research. 3,000 online surveys were collected among consumers ages 13-65.

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