

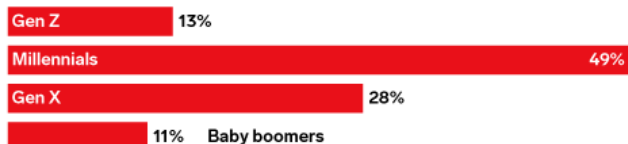
Millennials are the generation most likely to play online games

Article



US Online Gamers, by Generation, March 2024

% of total



Note: ages 18-65; numbers may not add up to 100% due to rounding
Source: Comscore Inc., "Level Up: Harnessing the Power of Gaming Audiences," July 17, 2024

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Key stat: Nearly half (49%) of online gamers are [millennials](#), putting the generation ahead of all others, according to July 2024 data from Comscore.

Beyond the chart:

- EMARKETER estimates that about 187 million people in the US across all demographics will play games this year.
- The type of game preferred varies by age, per Collage Group research. Shooting games are the most popular game type for [Gen Z](#) (50%), while action/adventure games are No. 1 for millennials (48%). Gen X (57%) and [boomers](#) (60%) are most likely to play puzzle or logic games.
- In-game advertising will account for about [\\$1 of every \\$36 spent](#) on digital ads in the US in 2024 or \$8.59 billion, according to our forecast.

Use this chart:

- Highlight [gaming ad](#) opportunities.
- Strategize advertising to reach different generations within games.

More like this:

- [Half of US mobile gamers spend more than \\$50 on games each year](#)
- [The increased sophistication of games will attract more brand dollars](#)
- [More than half of US consumers like playing video games](#)
- [US In-Game Ad Revenues Forecast 2024](#) (EMARKETER subscription required)

Methodology: Data is from the July 2024 Comscore Inc. report titled "Level Up: Harnessing the Power of Gaming Audiences." 4,570 US adults ages 18-65 were surveyed online in March 2024.