Associations Next: Game Over? How Online Gaming Will Affect the Future of Association Leadership and Adult Education

Tuesday, August 19, 2008

2:15 - 3:30 p.m.

2008 Annual Meeting & Exposition
San Diego Convention Center
San Diego, CA

Digital Generation Fast Facts

- The average American child grows up in a home with an average of 3.6 CD or tape players, 3.5 TVs, 3.3 radios, 2.9 VCRs/DVD players, 2.1 video game consoles, and 1.5 computers.[1]

- Almost two-thirds of kids have a portable CD, tape, or MP3 player (65%) and half (55%) have a handheld video game player.[2]

- 83% of kids, ages 8-18, have at least one video game player in their home, 31% have 3 or more video game players, and 49% have video game players in their bedrooms.[3]

- A national survey found that 92% of children, ages 2-17, play video and computer games. On a typical day, more than half of the US teenagers use a computer.[4]

- Sony PlayStation *alone* is in 25% of all U.S. homes. PlayStation was the biggest success in Sony's 50 year history and the source of nearly half of Sony's profits. Microsoft conservatively estimates the gaming market at $9 billion.[5]

- 87% of U.S. teens aged 12-17 now use the Internet. That is up 24% from 2000. Half of those teen Internet users go online every day.[6]

- 8 in 10 online teenagers play games online.

For more information:
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[1] Kaiser Family Foundation, 2005

[2] ibid

[3] ibid

[4] National Institute on Media and the Family, 2001

[5] John Markoff, "Microsoft's Game Plan; Xbox to Go Head to Head with Sony," *The New York Times,* 4 September 2000.

[6] John D. and Catherine T. MacArthur Foundation, Digital Media and Learning Fact Sheet, 2007

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