

computer usage & video game industry statistical info July 2008

Computer Usage in the Workplace

- Approximately 75 percent of all jobs in the US rely on computers (Review of Ophthalmology, "Problems Associated with Computer Use," 2005)
- Eighty two percent of Americans frequently work with a computer or a handheld device, such as a PDA (American Optometric Association's 2007 American Eye Q® survey)
- Computer eye strain has been the number one US office health complaint for the past three years (National Safety Management Society, Monthly Digest for February 2007)
- The average American employee spends nearly 6 hours per day working on a computer (MetaFacts, Inc., November 2007)
- In a typical business setting, there are consequences for misreading email, mistyping information, and taking breaks from viewing the computer screen, ultimately resulting in a decrease in productivity, and an increase in errors. Every year, vision disorders account for more than \$8 billion in lost productivity, and uncorrected vision can decrease employee performance by as much as 20 percent, according to a 2007 Vision Council of America study.

Home Computer/Online Usage

- The average American spends over 3 hours per day using their home computer (MetaFacts, Inc., November 2007)
- Over 80 percent of Americans between the ages of 18 and 34 are online (Washington Post June 2, 2006)
- In the age group of 13 to 24, it was found that respondents spend 16.7 hours per week surfing the internet versus 13.6 watching TV (Harris Interactive Poll, "US Youngsters Hooked on to Net," August 2003)
- Over 65 percent of American children aged 2 to 17 now use the Internet – up from 41 percent in 2000 (Corporation for Public Broadcasting, "A Report on Children's Internet Use," 2002)
- More than 85 percent of the world's online population has used the Internet to make a purchase – increasing the market for online shopping by 40 percent in the past two years (Nielsen Global Online Survey, January 2008)
- About 38 percent of consumers are watching TV shows online (Deloitte & Touche, "State of the Media Democracy" study, December, 2007)
- About 20 percent of consumers are viewing video content on their cell phones daily or almost daily (Deloitte & Touche, "State of the Media Democracy" study, December, 2007)
- Fifty four percent of consumers said they socialize via social networking sites, chat rooms or message boards, and 45 percent said they maintain a profile on a social networking site (Deloitte & Touche, "State of the Media Democracy" study, December, 2007)
- Gen Yers spend 12.2 hours online every week – 28 percent longer than 27 to 40 year old Gen Xers and almost twice as long as 51 to 61 year old Older Boomers (Forrester Research, North American Consumer Technology Adoption Study 2006 Benchmark Survey, July 2006)
- In 2006, 41 percent of North American households had broadband Internet access at home – up from 20 percent at the end of 2004 (Forrester Research, North American Consumer Technology Adoption Study 2006 Benchmark Survey, July 2006)



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Video Gaming

- The gaming population showed an 11.4 percent increase to 76.2 million video gamers in 2005, compared with 67.5 million in 2004 (Ziff Davis Media's annual "Digital Gaming in America" survey, 2005)
- Thirty eight percent of gamers are female and spend 7.4 hours a week playing games (Entertainment Software Association, 2008)
- Thirty five percent of parents play video games with their children (Entertainment Software Association, 2006)
- Eighty seven percent of 8 to 17 year olds (92 percent of boys and 80 percent of girls) play video games at home (National Institute on Media and the Family, 2005)
- Eighty percent of males 18 24 and 55 percent of females 18 24 played video games at least once a week with males spending 1:06 daily and female :42 daily (Myers Media Business Report, 2005)

