

VIDEO GAMES POWER CALIFORNIA

$52.1 Billion

Total economic impact of the video game industry in **California**

Tax Revenue Generated

*by the **California** video game industry*

- Federal: **$4.8 Billion**
- State: **$1.7 Billion**
- Local/ County: **$764 Million**

Jobs Created

*and supported by the **California** video game industry*

That's **almost half** of the nearly **251,000** total jobs across the U.S.

119,051
California jobs

$218,000
Average industry compensation is more than **DOUBLE** the average private sector salary

California ranks first for both industry employment and economic impact, making it a key player in America's video game industry. The industry creates and supports thousands of high-paying California jobs, generates hundreds of millions in tax revenue, and helps keep the state competitive in one of the world's most innovative sectors.

California is a key player in the U.S. video game industry



$95.8 Billion
Total economic impact of the U.S. video game industry

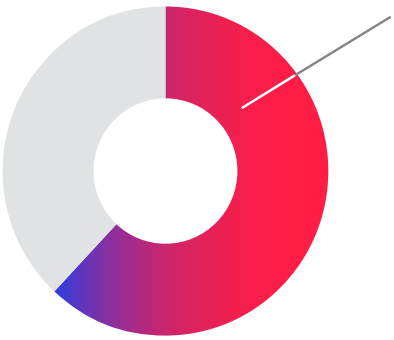
$65.6 Billion
Contribution to U.S. GDP by U.S. video game industry

$60.8 Billion
U.S. consumer spend on video games

**numbers are from 2025*

esa entertainment software association

CALIFORNIA PLAYS



62% of Californians play weekly
(that's roughly 22.9 million people age 5+)

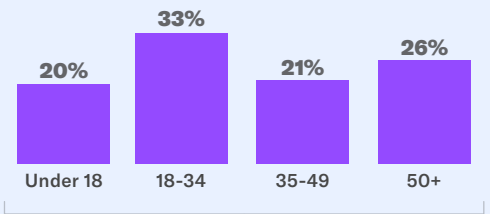
Who Plays



55% Male

44% Female

1% Non-Binary/Prefer not to say



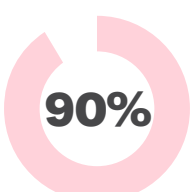
There are more players **over the age 50** than under the age 18

The Power of Play

California adults 18+ agree that video games...

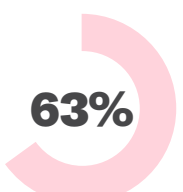


California parents call the plays



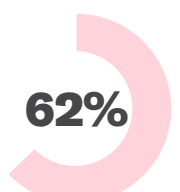
90%

require approval for purchases



63%

set controls to **limit in-game spending**



62%

use **parental controls** for video games

Policies that support the video game industry help California create high paying jobs, strengthen the economy, and protect the benefits of play.

Learn more about the Power of Play

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