

# VIDEO GAMES POWER GEORGIA

## $1.1 Billion

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

### Tax Revenue Generated

*by the **Georgia** video game industry*

| | |
|---|---|
| Federal: | $88 Million |
| State: | $21 Million |
| Local/ County: | $20 Million |

### Jobs Created

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

Video games create and support nearly **251,000** total jobs across the U.S.

**4,091**
**Georgia** jobs

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

**Georgia ranks ninth 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 Georgia, generates hundreds of millions in tax revenue, and helps keep the state competitive in one of the world's most innovative sectors.

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



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

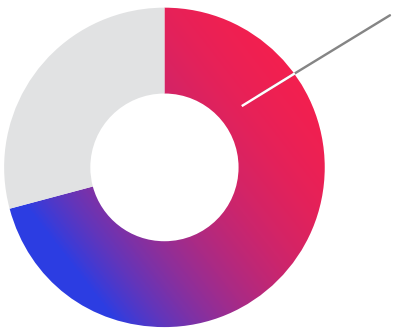
**$65.6 Billion**
Contribution to U.S. GDP by U.S. video game industry

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

**numbers are from 2025*

esa entertainment software association

# GEORGIA PLAYS



**67%** **of Georgians play weekly**
*(that's roughly 212 million people age 5+)*

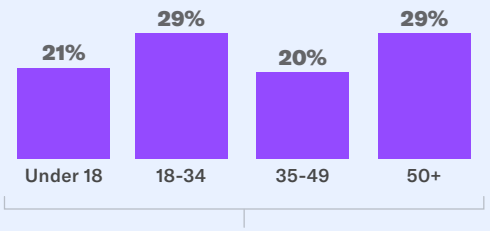
## Who Plays



**53%** Male

**46%** Female

1% Non-Binary/Prefer not to say




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

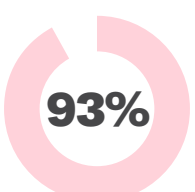
## The Power of Play

*Georgia adults 18+ agree that video games...*



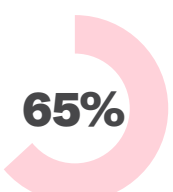

## Georgia parents call the plays





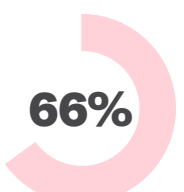
**93%**

**require approval** for purchases



**65%**

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



**66%**

use **parental controls** for video games

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

**Learn more about the Power of Play**

©2026 Entertainment Software Association