

VIDEO GAMES POWER

NORTH CAROLINA

$2 Billion

Total economic impact of the video game industry in **North Carolina**

Tax Revenue Generated

*by the **North Carolina** video game industry*

Federal:	$178 Million
State:	$43 Million
Local/ County:	$25 Million

Jobs Created

*and supported by the **North Carolina** video game industry*

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

6,717
North Carolina jobs

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

North Carolina ranks sixth 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 North Carolina jobs, generates hundreds of millions in tax revenue, and helps keep the state competitive in one of the world's most innovative sectors.

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



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

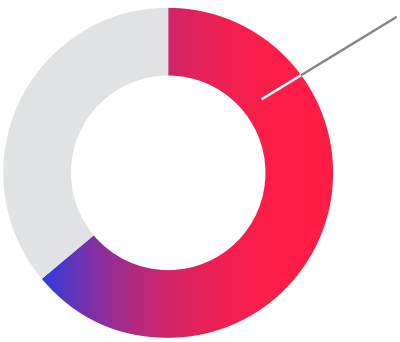
$65.6 Billion
Contribution to U.S. GDP by U.S. video game industry

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

**numbers are from 2025*

esa entertainment software association

NORTH CAROLINA PLAYS



64% of North Carolinians play weekly
(that's roughly 6.6 million people age 5+)

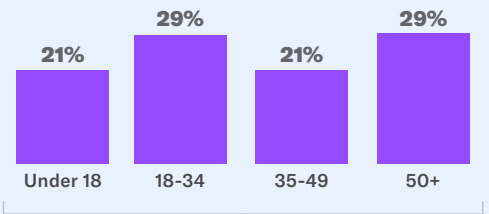
Who Plays



51% Male

48% Female

1% Non-Binary/Prefer not to say



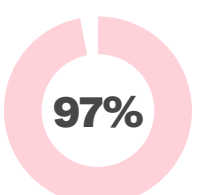
There are more players **over the age 50** than under the age 18

The Power of Play

North Carolina adults 18+ agree that video games...

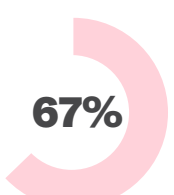


North Carolina parents call the plays



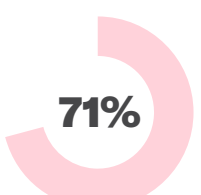
97%

require approval for purchases



67%

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



71%

use **parental controls** for video games

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

Learn more about the Power of Play

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