VIDEO GAMES POWER TEXAS

$6.3 Billion

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

Tax Revenue Generated

*by the **Texas** video game industry*

Federal:	$507 Million
State:	$84 Million
Local/ County:	$89 Million

Jobs Created

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

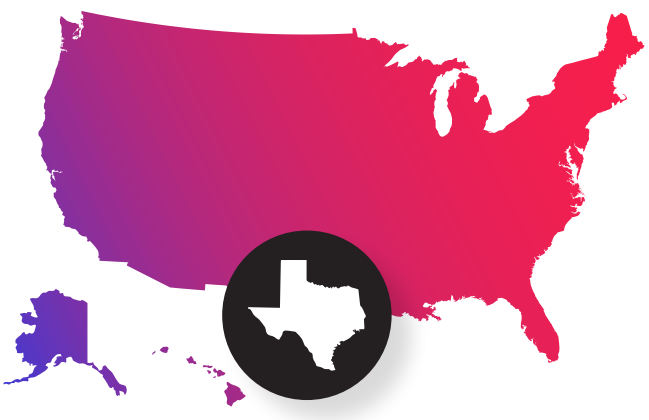
That's **more than 8%** of the nearly **251,000** total jobs across the U.S.

22,114
Texas jobs

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

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

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



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

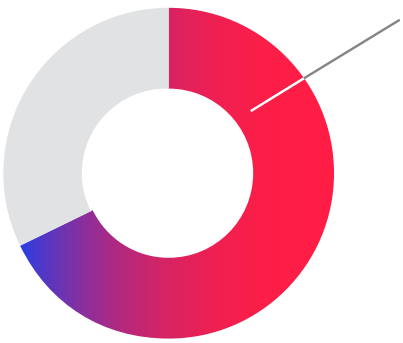
$65.6 Billion
Contribution to U.S. GDP by U.S. video game industry

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

**numbers are from 2025*

esa entertainment software association

TEXAS PLAYS



68% **of Texans play weekly**
(that's roughly 18.9 million people age 5+)

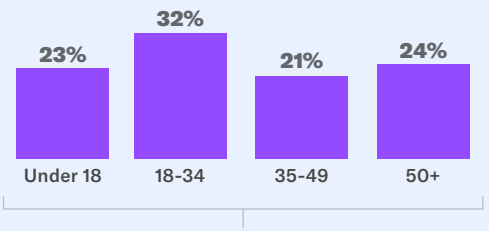
Who Plays



54% Male

46% Female

< 1% Non-Binary/Prefer not to say



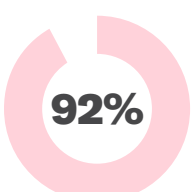
There are more players **over the age 50** than under the age 18

The Power of Play

Texas adults 18+ agree that video games...

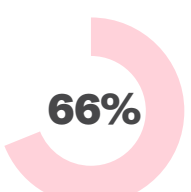


Texas parents call the plays



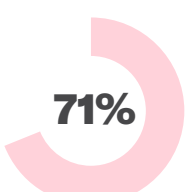
92%

require approval for purchases



66%

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



71%

use **parental controls** for video games

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

Learn more about the Power of Play

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