

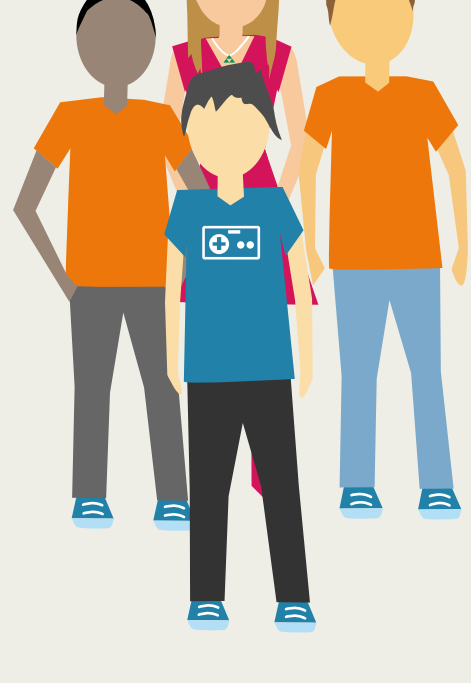
5 VIDEO GAME STEREOTYPES Debunked

Video gamers have come a long way since the days of arcades and the Mario Brothers, but many of our stereotypes remain. Now that 72% of American households play video games, let's hit the reset button and take a fresh look at the lifestyle choices gamers are making.

1 GAMERS ARE ANTISOCIAL

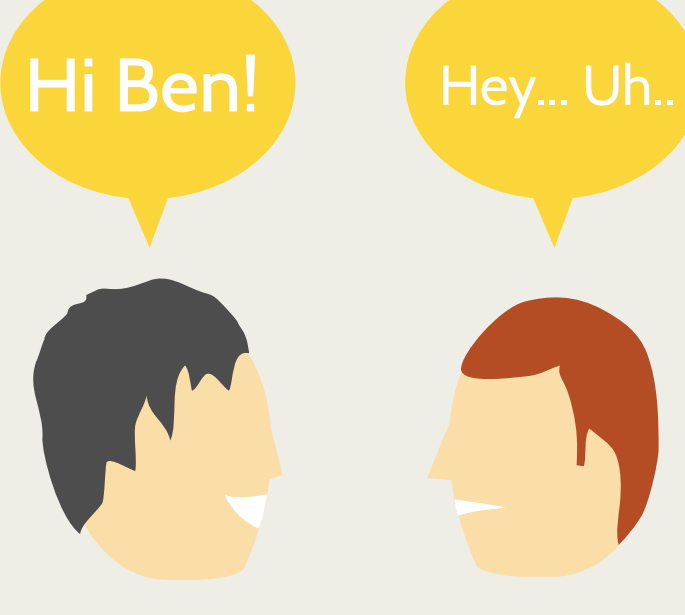
▶ FALSE! Visit the average gamer on a Saturday night, and where will you find them? If you guessed their parents' basement, hiding from the opposite gender and social interaction in general, you might be surprised.

87% OF GAMERS HAVE 3 OR MORE CLOSE FRIENDS



GAMERS ARE 4% MORE LIKELY TO BELONG TO A CLUB

17% OF GAMERS GO DANCING AT LEAST ONCE A WEEK

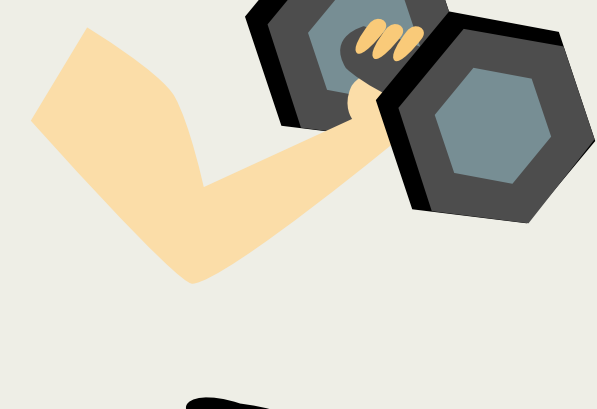


GAMERS ARE 2% LESS LIKELY TO FORGET NAMES SOMETIMES OR OFTEN

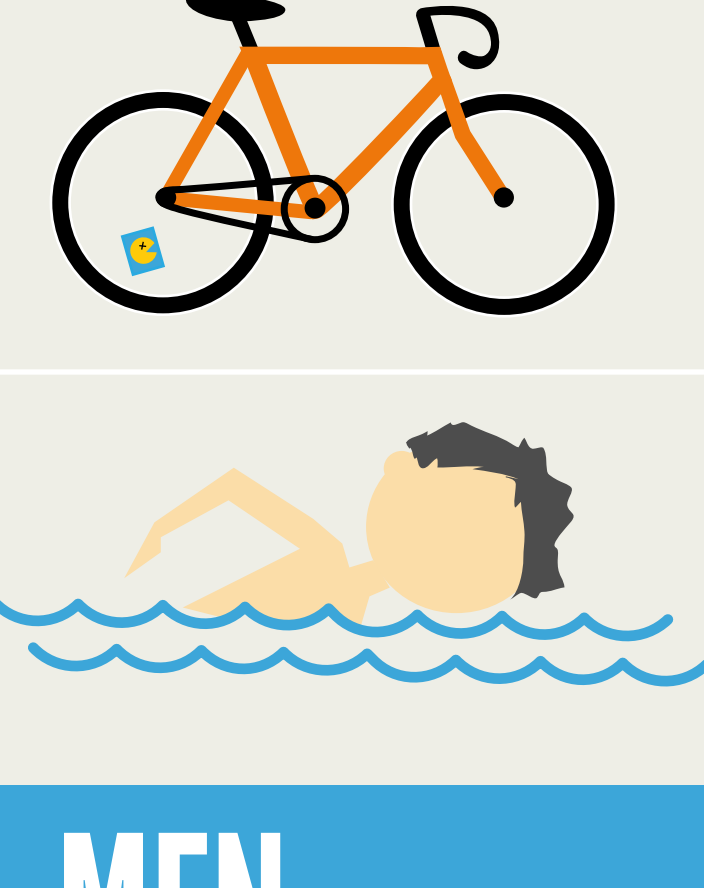
2 GAMERS ARE SLOTHFUL

▶ FALSE! Though the Wii and Kinect have gotten gamers out of their seats, gamers are often still portrayed as out of shape relative to their non-gaming peers.

52% OF GAMERS STRENGTH TRAIN REGULARLY



61% OF GAMERS DO AN AEROBIC ACTIVITY LIKE BIKING OR SWIMMING

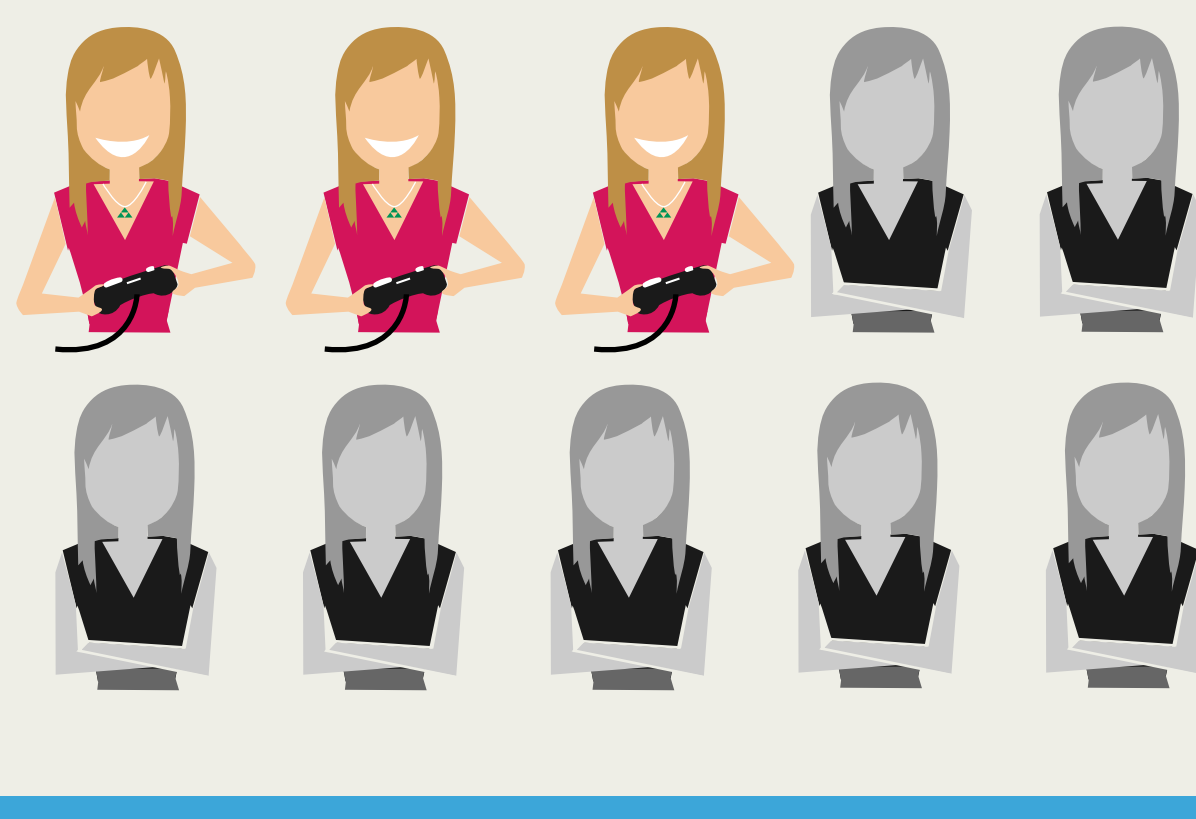


3 GAMERS ARE ALL MEN

▶ FALSE! Grandma's Boy. The Last Starfighter. The Wizard. Watch a movie about a gamer, and you'll probably see a male protagonist. But women are starting to pick up controllers too.



35% OF LUMOSITY USERS WHO PLAY VIDEO GAMES ARE WOMEN



3 OUT OF 10 WOMEN ARE GAMERS

4 GAMERS EAT MOSTLY JUNK FOOD

▶ FALSE! Energy drinks and potato chips might market to gamers, but video game players have a surprisingly healthy diet.

62% OF GAMERS CONSUME WHOLE GRAINS



GAMERS ARE EQUALLY LIKELY TO ENJOY BLUEBERRIES

GAMERS ARE 2% MORE LIKELY TO EAT PINTO BEANS

GAMERS ARE 1.5% MORE LIKELY TO EAT BROCCOLI

72% OF GAMERS CONSUME FOOD WITH HEALTHY OMEGA-3S

55% OF GAMERS EAT GARLIC

GAMERS ARE 7% MORE LIKELY TO ABSTAIN FROM CAFFEINATED BEVERAGES



GAMERS ARE EQUALLY LIKELY TO TURN DOWN A CANDY BAR



5 VIDEO GAMES ROT THE BRAIN

▶ FALSE! Everyone—from scolding moms to US presidents—tells us that video games rot our brains, but when it comes to cognitive health, many gamers get a 1 UP.



GAMERS ARE 2% MORE LIKELY TO MAKE ART IN THEIR LEISURE TIME

6% OF GAMERS DO BETTER IN AN ARITHMETIC ASSESSMENT

"J'aime les jeux vidéo"

GAMERS ARE EQUALLY LIKELY TO BE LEARNING A FOREIGN LANGUAGE

GAMERS ARE 5% MORE LIKELY TO PLAY AN INSTRUMENT IN THEIR SPARE TIME