

The report, released during the Electronic Entertainment Expo in Los Angeles, includes the [results of a yearlong study](#) of the \$25.1 billion digital game industry and provides a focused look at the demographics of gamers, trends in social gaming and virtual goods, and the potential of cause partnerships to benefit child health and education.

Wendy Lazarus, lead author of the report summarizes in a [press release](#) , "Women and children constitute the majority of social gamers today and an even greater share of the future market. At a time when US children are suffering more than at any time since the Great Depression, game companies can be—and should be—at the forefront of a high-impact form of philanthropy that improves children's health and success in school."