

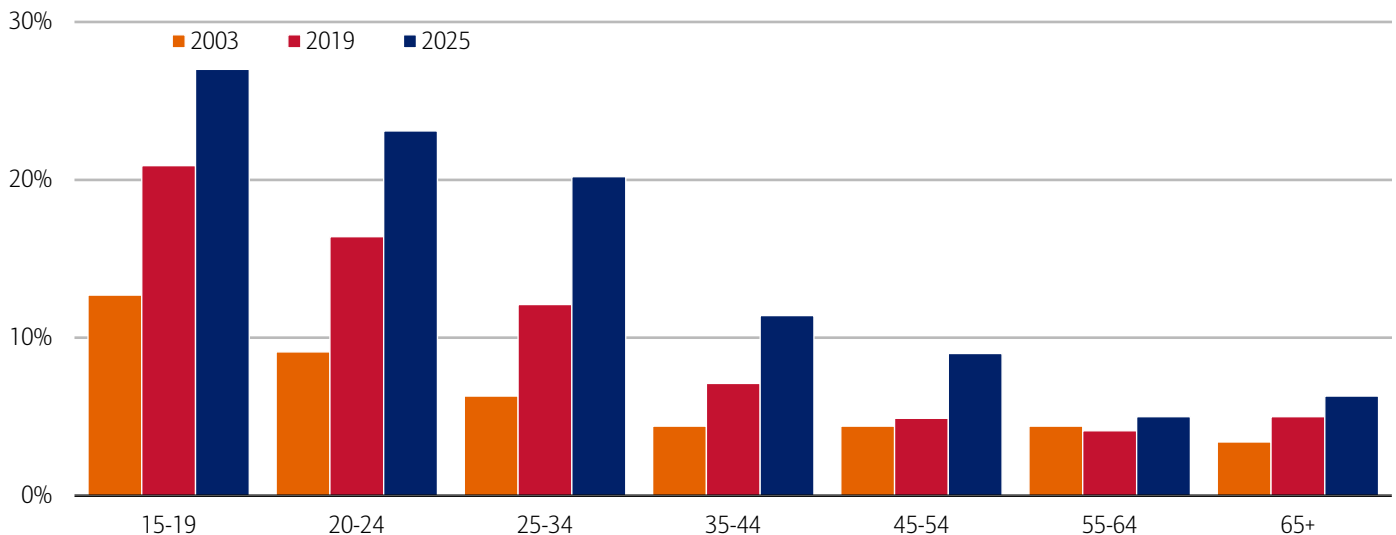
Daily Insights

Gen Z and younger Millennials roll the dice on games

25 September 2026

People aged 25 to 34 years old spend nearly one out of every five minutes of their leisure time playing games or using a computer, over three times the rate seen in 2003 when nearly one in every seventeen leisure minutes was spent this way

Share of leisure time spent playing games or using a computer (annual, %)



Source: US Census Bureau American Time Use Survey

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Gen Z appears to be picking up new hobbies. Their outdoor recreation spending has slowed, while arts, crafts and hobby-shop spending has held up better. Board games, tabletop gaming and even pursuits like knitting may be gaining traction as they're relatively inexpensive, social and time-intensive.

This idea aligns with broader trends. According to the US Census Bureau, Gen Z devotes anywhere from one-fifth to one-quarter of their leisure time playing games or using a computer. That's more than double the rate of young adults aged 15 to 24 from two decades ago and nearly triple the rate of today's 25-to-34-year-olds.

Read the full story here: [The hobby economy and the price of fun.](#)

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Disclosures

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