

# Nielsen Estimates 400,000+ Female World of Warcraft Players in US

8 April 2009 2:27 pm

CHATTY

Written By Nick Breckon

BOOM widget 78475 A new Nielsen report on PC and console game usage estimates that a surprising number of female World of Warcraft characters may in fact be played by real females.

In a chart comparing the PC game usage of females and males aged 25-54, World of Warcraft was the most-played "core" game for females, with over 428,621 unique female players estimated in December 2008.

The statistic is even more impressive when considering that an estimated 675,713 unique male players of the same age group logged into World of Warcraft during the period, indicating that the WoW gender gap may not be as large as some imagine.

To cull the numbers, Nielsen uses a software meter to measure game usage on 184,000 PCs worldwide. The metric program is capable of tracking over 1,700 PC games, according to the company.

The largest block of PC game players in general were females 25 years of age and older, though casual games such as Solitaire largely contributed to the bump in stats.



### Chatty



trevis

reply

April 9, 2009 12:28 PM

I think that the co-operative aspects of MMO's combined with the item collection and inventory management makes the gam...



Marrbe

reply

April 9, 2009 3:30 AM

China has like half or more.

Visit Chatty to Join The Conversation

Filed Under



### Sponsored Stories



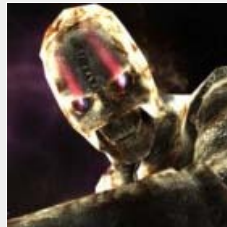
10 Games That Treat You Like Dirt For Playing On Easy



Witcher 3 Cheaters Get Hilarious Punishment



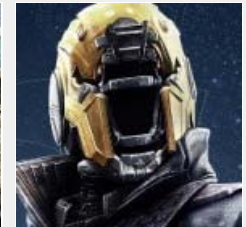
'Dragon Ball Z' Hits 'Smash Bros' In A Big Way



10 'Skyrim' Easter Eggs That'll Make You Want To Replay It Now



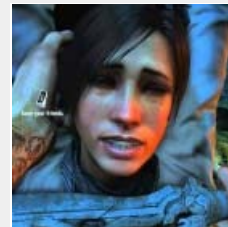
The Problem With GTA V First Person View



This is Why There is No PC Version of 'Destiny'



6 Games Kids Shouldn't Be Allowed to Play



8 Most Ludicrous Moral Choices in Gaming