

A black and white photograph of several young men sitting at a long table in a tournament setting. They are all wearing large, professional-grade headphones with microphones. They are looking intently towards the left side of the frame, presumably at computer monitors. The background is dark and out of focus, emphasizing the players. The bottom of the image features a large, curved orange graphic element that frames the title.

ESPORTS AND PARENT PERCEPTIONS REPORT

FROM GAMING TO GRADES: HOW PARENTS VIEW ESPORTS IN SCHOOL

Esports improve engagement

Parents strongly believe esports support their children's academic engagement. A combined 77% of parents said participation in esports has had a positive impact on their child's attitude toward school, with 39.1% calling the effect strongly positive.

Esports also foster wider school involvement: 61.4% of parents observed that their child's esports participation increased their involvement in other school activities like clubs, sports, or leadership programs.

Esports as an official school elective

Parents also see potential in esports as part of the academic system itself. When asked if they would support esports being offered as an elective or for credit, 72.3% were in favor. Parents frame esports not as a distraction, but as an educational tool—comparable in value to traditional extracurriculars. In fact, 75% of parents said esports are “equally valuable” or “more valuable” than other activities like art, music, and traditional sports.

Key Takeaway:

Parents see scholastic esports as academically relevant and on par with other student development opportunities, signaling strong support for its continued integration in schools.



77%

of parents said participation in esports has had a positive impact on their child's attitude toward school.

75%

of parents said esports are “equally” or “more” valuable than other activities like art, music, and traditional sports.

COLLEGE AND CAREER READINESS THROUGH COMPETITIVE GAMING

Gaming as a pathway to college

Esports aren't just boosting grades, they're also opening doors for higher education. 77% of parents believe their child's esports participation will positively impact college or scholarship applications. Parents' open-ended responses highlight leadership, teamwork, and scholarship opportunities as standout benefits.

Esports inspire future careers

Esports are also sparking career ambitions. 63.2% of parents said their child has been encouraged to pursue a college degree or career in gaming, tech, or STEM fields through their esports participation. Parents overwhelmingly believe that esports prepare students for future jobs in fields like tech, marketing, and media with 72.7% of parents agreeing with this statement.

72.7%

of parents believe that esports
prepare students for future
jobs in STEM-related fields

Key Takeaway:

Parents see esports as a launchpad—strengthening college applications, opening scholarship pathways, and guiding students toward STEM and career opportunities.

BUILDING SKILLS BEYOND THE SCREEN

Life skills developed through esports

Parents report that esports help their children build critical life skills:

- Teamwork (78.5%)**
- Strategic Thinking (70.1%)**
- Focus (69%)**
- Communication (63.7%)**
- Discipline (56%)**

Beyond these, parents also cited “self-confidence,” “integrity,” and “learning to stand up for themselves” as key outcomes.

Esports improve social connection

Parents emphasize the social benefits of esports for their children. 73.5% of parents said esports helped their child feel more socially connected, with many noting increased confidence, new friendships, and stronger communication skills.

Key Takeaway:

Esports are recognized by parents as more than gameplay, they’re a training ground for developing key life skills. Parents see competitive gaming as a community builder, creating social connections and helping students develop their social skills.



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PARENTS AS PARTNERS: SHIFTING PERCEPTIONS OF GAMING

Parents view gaming positively

Parents' own views of gaming are evolving. 72.7% of parents said their perception of gaming has become more positive since their child joined esports, with only 2.6% reporting a negative shift.

Open-ended responses reveal why:

- "He's more social and interacts more with others."
- "Confidence and expressing himself."
- "My child seems more engaged with school and willing to learn."
- "Esports boosted my child's college apps with leadership, teamwork, and even scholarship offers."

Key Takeaway:

Esports are reframing parents' perception of gaming—from a concern to a constructive, future-focused activity.

THE PURCHASING POWER OF PARENTS IN ESPORTS

How parents are fueling the esports economy

Parents are highly engaged consumers in the esports ecosystem. To support their child, parents reported purchasing:

- Gaming equipment (64.6%)**
- Snacks and drinks (57.8%)**
- High-speed internet upgrades (46.9%)**
- Tournament entry fees (45.5%)**
- Branded merchandise (31.9%)**

Parents are also responsive to sponsorship influence: 73.6% said they are likely to purchase a product their child asks for after seeing it during a sponsored esports event. Trust is strongest in educational organizations (63%), tech/hardware companies (54.2%), and apparel/lifestyle brands (44.1%).

Key Takeaway:


Parents are active contributors to the esports economy, both by investing in their child's participation and responding to brand sponsorships. Educational and tech-aligned sponsors enjoy the highest levels of trust.

METHODOLOGY

This report is based on a national survey of 1,000 parents of students who are currently or have previously been part of a scholastic or collegiate esports team.

Parents answered both quantitative and open-ended questions about academics, skills, perceptions, consumer behavior, and future outcomes. Data was collected in July-August 2025 via a structured online questionnaire.

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