

Key Findings

- In 2010, 88.5% of New Zealand households have a device for playing computer games.
- All homes with children under the age of 18 have a device for playing computer games.
- The average age of video game players in New Zealand is 33 years.
- 78% of gamers in New Zealand are aged 18 years or older.
- 91% aged 6 to 15 years compared with 43% of those aged 50 or older play video games.
- The average gamer has been playing video games for 12 years.
- Females make up 44% of the total game population.
- As many as 46% of gamers play online and 59% with others in the same room.
- Across New Zealand, PCs are in 82% of game households, consoles in 69%.
- 63% of parents play computer games and 59% play games with their children to spend time with them.
- 64% of parents use computer games to help educate their children.
- 95% of parents say they are aware of the games that are played in their homes.
- 82% of parents say an adult is present when games are purchased for their children.
- 60% of New Zealanders mainly purchase games from a local retailer.
- More than half of all gamers play either daily or every other day.
- Playing habits are moderate with 60% playing for up to an hour at one time and only 4% playing for five or more hours in one sitting.
- Most gamers play for fun and relaxation.
- The pattern of media leisure among gamers and non-gamers makes clear that computer games do not compete with non-media and outdoor activities. Instead they compete with older media.
- Family and action games account for nearly 40% of all game software sold in 2009.
- The New Zealand computer games industry is growing at an annualised rate of more than 12% and conducted over \$170 million in 2009 according to GfK OzToys point of sale data.

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