



## KEY FINDINGS

### Games in Australian Homes

- Mainstream - Computer and video games are everywhere.
- 93% - Households have a device for playing games.
- 98% - Homes with children under the age of 18 that have a device for playing computer games.
- 71% - The proportion of game households with 2 or more gamers.
- 87% - Game households with three or more screens.
- 61% - Game households with three or more game devices.

### Gamers In Australia

- 65% of Australians play video games
- 32 years old - The average age of video game players.

- 47% - The proportion of the game population that is female.
- 76% - The proportion of gamers aged 18 years or older.
- 20% - The proportion of gamers 1 to 15 years old.
- 19% - The proportion of gamers 51 or more years old.
- 11 years - The length of time the average adult gamer has been playing.

### How Gamers Play

- 24% - The proportion of gamers who play social network games.
- 15% - The proportion of gamers who play online role-playing games.
- Fun - the primary reason PC and console gamers play.
- Pass Time - the main reason mobile gamers play.
- Keep Mind Active - the main reason older adult gamers play.
- Social Interaction - the main reason younger adult gamers play.
- 1 Hour - Typical game play duration.
- Daily - Typical game play frequency.
- Weekends, holidays, evenings - Three top times gamers play.

### Families and Games

- 81% - Proportion of mums who play video games.
- 83% - Proportion of dads who play video games.
- 86% - Proportion of gaming parents who play with their children.
- Mums - Play more on PCs and mobiles.
- Dads - Play more on consoles.
- 73% - Talk about games with their children.
- 60% - Proportion of the time an adult always makes the purchase when games are purchased for children.
- 53% - Are familiar with parental controls available in game systems.

### Classification and Media Concerns

- 68% - The proportion of games classified G or PG Jan-Aug 2013.
- 63% - The proportion of parents "completely" or "quite" familiar with game classifications.
- 11% - The proportion indicating M and MA 15+ are unclear.
- 7% - The proportion indicating R18+ is unclear.

- 10% - The proportion saying classification has "a lot of influence" on games purchased for them to play.
- 44% - The proportion saying classification has "a lot of influence" on games purchased for children to play.

### Games and Benefits

- 91% - The proportion of gamers who say games are mentally stimulating.
- 85% - The proportion of gamers who say games reduce stress.
- 83% - The proportion of gamers who say games are educational.

### Game Spending

- 8% - The projected Compound Annual Growth Rate (CAGR) of spending on games from 2010-2017 (NDP Group Australia and PwC Australia).

### Methodology

Digital Australia 2014 (DA14) is a study of 1220 Australian households and 3398 individuals of all ages living in those households. These participants were from an online national random sample using the Nielsen Your Voice Panel in June 2012. The research was designed and conducted by Bond University. The margin of error is  $\pm 2.8\%$ .