At A Glance

Average Age of Video Game Players: 33 years old

- 78% of players aged 18 and over
- 47% of players are female
- 68% of the population plays

Who Plays

- 33 years old
- 78% of players aged 18 and over
- 47% of players are female
- 68% of the population plays

How We Play

- Daily: Typical daily casual game play frequency
- Typical in-depth play frequency
- Average daily game play: 88 minutes
- Typical daily casual game play frequency: 3 times

Positive Ageing

- 89% say video games can improve thinking
- 61% say video games could fight dementia
- 26% over 50 play to keep their mind active

Classification

- 98% of homes with children have video games
- 50% unaware app stores use different ratings
- 30% MA15+ causes confusion

Households

- 98% of homes with children have video games
- 38% poor internet restricts game downloads

Families

- 90% playing parents play with their children
- 31% of partners playing online games together
- 24% have used game for work training

Learning/Work

- 42% have attended a games event
- 50% have watched walkthroughs, streamed gameplay videos
- 35% of children have played games for school curriculum

Industry

- Growth of AU games industry in 2014: $20%
// Key Findings //

Games Households
98% of homes with children have computer games.
65% of game households have three or more game devices.
38% choose not to download games due to data limits.

Who Plays
68% of Australians play video games.
47% of video game players are female.
33 years old is the average age of video game players.
78% of players are aged 18 years or older.
39% of those aged 65 and over play video games.
12 years is the average length of time adult players have been playing.

How We Play
88 Minutes is the average daily total of all game play.
10 Minutes, three times a day is typical for casual game play.
1 Hour, daily is typical for in-depth game play.

Why We Play
To keep the mind active is the main reason older adults play.
To have fun is the primary reason PC and console players play.
To pass time is the main reason mobile players play.

Families and Play
90% of playing parents play with their children.
31% play online games with partners.
57% of adults are “Always present” for purchase of games for children.
66% are familiar with parental controls on game systems.

Classification and Media Concerns
30% indicate MA 15+ causes most confusion.
28% indicate M causes most confusion.
50% are unaware that app stores have different rating systems.
41% say ratings have “a lot of influence” on games purchased for children.

Game Play Culture
50% have watched walkthroughs or streamed gameplay videos.
42% have attended a games event.

Games and Benefits
89% say video games can improve thinking skills - health.
79% say video games can improve coordination and dexterity - health.
76% say video games increase mental stimulation - positive ageing.
61% say video games could fight dementia - positive ageing.

Learning and Work
24% have used video games at work for training.
35% say their children have used video games for school curriculum.

Game Business
20% is the amount of growth in the Australian game industry in 2014.

Methodology
Digital Australia 2016 (DA16) is a study of 1274 Australian households and
3398 individuals of all ages in those households. Participants were drawn
randomly from the Nielsen Your Voice Panel in May 2015; research was
designed and conducted at Bond University. The margin of error is ±2.7%.