# DA16

## HOUSEHOLDS

**98%** of Homes with Children Have Video Games

**65%** of Game Households Have 3 or More Game Devices

**38%** Poor Internet Restricts Game Downloads

## CLASSIFICATION

**50%** Unaware App Stores Use Different Ratings

**30%** MA15+ Causes Confusion

## FAMILIES

**90%** Playing Parents Play with Their Children

**31%** Partners Play Online Games Together

## WHO PLAYS

**33** YEARS OLD — Average Age of Video Game Players

**78%** Players Aged 18 and Over

**47%** of Video Game Players are Female

**12** YEARS — The Average Length of Time Players Have Been Playing

**68%** of Population Plays

## LEARNING/WORK

**24%** Have Used Game for Work Training

**35%** of Children Have Played Games for School Curriculum

## 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

## PLAY/WATCH/STREAM

**42%** Have Attended a Games Event

**50%** Have Watched Walkthroughs, Streamed Gameplay Videos

## HOW WE PLAY

**88** MINUTES — Average Daily Game Play

**3** TIMES — Typical Daily Casual Game Play Frequency

**DAILY** — Typical In-depth Play Frequency

## INDUSTRY

**20%** Growth of AU Games Industry in 2014

BOND UNIVERSITY // igea interactive games & entertainment association //

# // 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 figth 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%.