

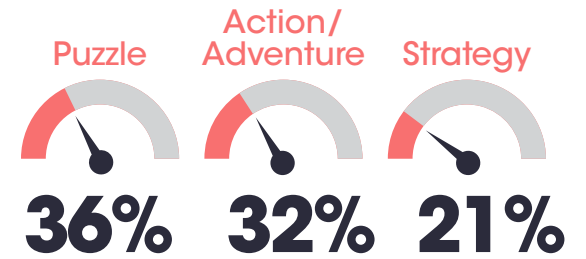
AUSTRALIA PLAYS 2023

IGEA
Interactive games & entertainment association

**BOND
UNIVERSITY**

91%
of parents play with their children to connect as a family

Australian video game players' top genre choices:



81% UP FROM 67%
of all Australians play video games

75%
of Australians play video games with others

UP FROM 92%
94%

of Australian households have a device for playing video games



48% UP FROM 46%
FEMALE
more women and girls are playing than ever before

35 UP BY 3 MONTHS **YEARS**
the average age of video game players in Australia

In games, Australians enjoy...

92% **81%** **59%**



Australians play video games to...



Of adults who play video games... **65%** **71%**
...enjoy making mini-games and levels
...enjoy building in them