AUSTRALIA PLAYS 2023

TO ENTERTAIN ▶ TO CONNECT ▶ TO LEARN ▶ TO CREATE ▶ FOR FUN
AUSTRALIA PLAYS 2023

75% of Australians play video games with others

81% of all Australians play video games

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

94% of Australian households have a device for playing video games

UP FROM 92%

In games, Australians enjoy...

92% achieving
81% exploring
59% socialising with others

70% improve mental health
93% have fun

48% more women and girls are playing than ever before

UP FROM 46%

35 YEARS
UP BY 3 MONTHS

the average age of video game players in Australia

Australian video game players' top genre choices:

Puzzle 36%
Action/Adventure 32%
Strategy 21%

Of adults who play video games...

65% enjoy making mini-games and levels
71% enjoy building in them
**KEY FINDINGS**

**AUSTRALIA PLAYS VIDEO GAMES**

- **94%** of Australian households have a device for playing video games (up from 92%)
- **81%** of all Australians play video games (up from 67%)
- **48%** of Australian players are female - more women and girls are playing than ever before (up from 46%)
- **35 years** the average age of video game players in Australia (up by 3 months)
- **79%** of players are aged 18 and above
- **76%** of game households have 2 or MORE devices for playing games

The average Australian who plays video games has been playing for **11 years**

**PLAY TO CONNECT**

- **75%** of Australians play video games with others
- **33%** made new friend(s) through video games

Only **25%** say they always play solo

- **19%** enjoy playing with their spouse or partner
- **17%** enjoy playing with a friend
- **14%** enjoy playing with their children

**42%** watch YouTube videos of gameplay

**PLAY TO LEARN**

- **53%** of parents say their children’s school use games to teach
- **90%** of adults think games can help students learn science and reading
- **76%** of adults think games inspire students to be creative
- **74%** of adults think games help students manage stress
- **89%** of adults think games improve thinking skills for players of all ages

A **QUARTER** of adults say they have used training games in their workplace

Over **HALF** say they want to use games instead of other types of training

**PLAY TO BE WITH FAMILY**

- **92%** To spend time together
- **91%** To connect as a family

**Most parents** say they establish **RULES** for their children’s gameplay
KEY FINDINGS

PLAY TO CREATE 🧠

Of adults who play video games:
- 71% enjoy building in-game
- 65% enjoy making mini-games and levels
- 54% enjoy attending in-game events

When playing video games, adults also enjoy:
- 92% Achieving
- 81% Exploring
- 59% Socialising with others

PLAY TO HAVE FUN ❤

To have fun: naturally, fun is the main reason all Australians play, regardless of age.
- 93% play to have fun
- 90% play to destress

PLAY FOR HEALTH AND WELLBEING 🌟

Australians over 65 years play to be challenged and improve their mental health. Australian adults of all ages play to:
- 91% Create feelings of enjoyment
- 82% Bring joy to their lives
- 66% Nurture mental health

Top benefits of video games for ageing well according to Australian adults:
- Increasing mental stimulation
- Promoting mindfulness
- Fighting dementia

WHAT, WHERE, WHEN AND HOW AUSTRALIANS PLAY

90 minutes is the average daily time Australians spend playing video games.
81 and 97 minutes are the average daily time for females and males, respectively.

After age 55, women PLAY MORE than men.

Australian video game players’ top genre choices:
- 36% Puzzle
- 32% Action/Adventure
- 21% Strategy

To have fun: naturally, fun is the main reason all Australians play, regardless of age.
- 93% play to have fun
- 90% play to destress
INTRODUCTION

We know change is constant, but we also feel the pace of change is accelerating, and we suspect most changes should be feared: think pandemic threats, climate change and generative artificial intelligence. Fearing social, economic and political change is the subject of tens of thousands of books, movies, news stories and podcasts. Social researchers have labelled the cycle of public fears about growing problems “moral panics.” Moral panics dissipate as quickly as they grow as the public moves on to new concerns.

Entertainment media have long been the subject of moral panics, and for many years, video games concerned many who didn’t play them. However, people who don’t play video games represent less than a fifth of the Australian population. In short, Australia Plays.

Young Australians play video games; of course, they do - this is one of many stereotypes about the video game audience. This series of research dating back to 2005 shows that a large majority of working-age adults play video games. It also shows that retired adults play video games. The proportions have changed greatly since then.

Over the past 18 years, we have documented many other changes in video games and the people who play them. The most profound, if subtle, change has been Australians’ positive attitudes about video games, the frequency with which we play them, the growing social environment of video gameplay, and the types of games we play. We explore these findings in this report.

However, we have observed a constant in the changeful environment: Although we play to realise different benefits, the main reason why Australians of all ages and backgrounds play video games is to have fun. Although fun and play were well understood in antiquity, it seems that parts of our society lost touch with the importance of light-hearted pleasure and entertainment, not just for children but also for adults. The Australian love of sport, like the modern Olympiad, is a testament to the value of play in a healthy society. Popular media, from books, to recorded music, to films, to television to video games also serve to counterbalance the stresses and strains of everyday life and are part of a revival of fun and play.

Our purpose for this research is to provide simple evidence and encourage conversation about the fact that Australia Plays video games, we play in a large majority, and we play for good reasons. In past reports we have shown that we play to learn and grow, we play to grow our families, we play to age well, we play for social connection, and we play to relieve ourselves of pandemic stress. These reasons remain and are in this report, but we return here to the theme we started with in our first report back in 2005 called Gameplay Australia: We play to have fun. Enjoy!
Playing games to me just means playing something that gives you joy and relaxes you a bit. Playing games can be great for relaxing.

I met my best friend through playing games and I'll soon be his best man when he gets married.

Playing video games has helped me be confident. For example, I was shy and rarely spoke to people in real life. Playing online video games, making friends and even competing in esports gave me leadership skills and communication skills. I’m a volunteer firefighter and a 1st Lieutenant and grateful for video games for giving me confidence for being an officer in a dangerous job/volunteer work.

Gaming is important to my kids as they are special needs and it helps them keep calm.

When I play games at 81 years old, I find that I can be as competitive as anyone and I can beat younger people as well. It’s the thrill of the achievement - just knowing that my mind is still going strong.

Female. Age 18. QLD

Male. Age 26. VIC

Female. Age 43. Parent. VIC

Female. Age 81. NSW

Male. Age 34. Parent. VIC
Video games are played in 9.4 million (94%) of Australia’s 10 million households. This is up from 92% in 2021, the middle of the pandemic, and represents an additional 800,000 households that meet our definition of a game household: A home with at least one device on which video games are played.

Playing computer games has helped me throughout my entire life. As a child being bullied, I would use games as a distraction. As a young adult, it helped me deal with the stress of daily life and as an older adult, it has helped me in meeting new friends.

Male. Age 27. VIC
Over the past two years, we’ve seen the biggest increase in the number of Australians playing video games; from 67% (17 million) in 2021 to 81% (21 million) in 2023. The 14-point (4 million) increase is a post-pandemic change likely resulting from greater use of online electronic devices and corresponding growth in digital experimentation and literacy.

It’s a way to have fun and connect with other people, especially when playing games with other people. It is also a way to relax and unwind after a long busy day.

Playing games reminds me of my childhood - playing computer games and talking about games with my school friends.

My best friend and I played video games when we were younger. 11 years later and we still play the same game together.
According to the Australian Bureau of Statistics (ABS) there are 9.9 million households in Australia. Of these, almost 9.4 million (94%) are game households; they have at least one device on which games are played by a member of the household. This is up from 8.6 million in 2021, or a net increase of 800,000. The typical game household in Australia has multiple game devices, regardless of how much each of them is used. Although the venerable game console is the most common (in 81% of homes), the smartphone is the second most common device for playing games (in 70% of game homes).

### NUMBER OF GAME DEVICES PER HOUSEHOLD (%)

<table>
<thead>
<tr>
<th>Number of Devices</th>
<th>Percent of Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Household device</td>
<td>24%</td>
</tr>
<tr>
<td>2 Household devices</td>
<td>15%</td>
</tr>
<tr>
<td>3 Household devices</td>
<td>8%</td>
</tr>
<tr>
<td>4 Household devices</td>
<td>7%</td>
</tr>
<tr>
<td>5 Household devices</td>
<td>8%</td>
</tr>
<tr>
<td>6+ Household devices</td>
<td>21%</td>
</tr>
</tbody>
</table>

### TYPES OF GAME DEVICES IN HOUSEHOLDS (%)

- **Game Console**: 81%
- **Smartphone**: 70%
- **PC**: 59%
- **Tablet**: 43%
- **Handheld**: 6%
- **VR**: 5%
The average age of Australians who play video games is 35 years – the same age we reported in the 2021 *Digital Australia* report. Hidden in this number is an increase of 3 months. According to the Australian Bureau of Statistics (ABS), the average age of Australians in 2023 is 36.75 years. We have demonstrated over time that, except for very young children, age is no longer a barrier to video gameplay.

Playing games such as Solitaire or Wordle for me is a way of passing time alone and receiving some mental stimulation at the same time. I like the competitive element of gaming. It’s satisfying when you improve.

Female. Age 30. NSW

Male. Age 65. QLD.
The dominant age group that plays video games is adults between the ages of 18 and 64 years: 84% of them play and they represent 69% of all video game players. Of all Australians, regardless of age, who play video games, 48% are female - the highest proportion observed since this research series commenced.

It helps me escape from the everyday stress and chaos, to unwind and to have a little break from constant responsibility.

Game playing helps me stay alert and calm. I don’t get bored so easily. I’m happy because I know I have a challenge to face. It keeps me satisfied and motivated.
AUSTRALIA PLAYS VIDEO GAMES

PLAYER PROPORTION BY ABS* AGE GROUPS (%)

Video games were a big part of me growing up - playing with friends and making friends at school - to nowadays helping with stress and winding down.

Male. Age 24. TAS

Gaming takes me away from my troubles even if it’s only a little bit. It allows for social interaction and problem solving which I may be able to bring into my own life outside of the game.

Male. Age 34. Parent. NSW

You learn persistence and to stay focused on a task.

Female. Age 78. QLD

Video Games were a big part of me growing up - playing with friends and making friends at school - to nowadays helping with stress and winding down.

Male. Age 24. TAS

Gaming takes me away from my troubles even if it’s only a little bit. It allows for social interaction and problem solving which I may be able to bring into my own life outside of the game.

Male. Age 34. Parent. NSW

You learn persistence and to stay focused on a task.

Female. Age 78. QLD

Percent (%) Age Groups
*Australian Bureau of Statistics

14 5-14 15-24 25-34 35-44 45-54 55-64 65-74 75-84 85-94
54 93 91 89 88 76 74 74 58 43

AUSTRALIA PLAYS 2023
PLAY TO BE WITH FAMILY

PLAY TO BE WITH CHILDREN

- **92%** A way to spend time with child/ren
- **91%** A fun way for the family to connect
- **89%** A child asks a parent to play
- **74%** To help educate children
- **73%** To monitor WHAT child/ren play
- **68%** To monitor HOW OFTEN child/ren play
- **67%** To monitor HOW LONG child/ren play

Rules for Children’s Play

- **95%** Percent of parents who use rules in some capacity for children’s video gameplay, including online.

Parents play video games if they live with children under the age of 18. They play with them as part of their parenting experience which includes spending time together, educating, monitoring and establishing boundaries.

My son has ADHD and Autism. Video games help him learn social skills in a safe environment and is a great tool to decompress after a stressful day.

The thing that I love the most is the de-stressing they can give and the bonding they can create with kids when parents join them.

Female. Age 49. Parent. WA

Male. Age 53. Parent. TAS
PLAY TO BE ENTERTAINED

RANKING THE IMPORTANCE OF VIDEO GAMES IN HOUSEHOLDS

1. All TV
2. Social Media
   - Streaming, Downloads, Media
2. All Movies
2. Games - Consoles, Phones, Tablets, PCs
2. YouTube
3. All Books - Print, eBooks, Fiction, Nonfiction, Audio
3. Radio/Podcasts
3. Newspapers and Magazines - Online, Print
4. Twitch

NB: Ranking based on rounded mean of respondents’ individual rankings.

TV still is the preferred entertainment medium across all Australian households. Video games are an equal second preferred medium among five different media groups including social media, music and movies.

Differences are small across media preferences, suggesting that the Australian household media ecology is rich. We called out two media brands in this mix to test the relative popularity of individual media channels.

My son found another game on Roblox called TDS which he now plays and a lot of his friends have started to join in with him. So I’m happy to see he can find games to play and find the friends to play with him. I often play Roblox with him but we play Pet Simulator or Tycoon. It’s quite fun to connect with my son in cyberspace and have a play.

Female. Age 45. Parent. WA
Video games are an entertainment medium and an interactive, “doing” medium. These two characteristics of games mean they are fun while helping players accomplish goals. Consequently, Australian adults play games for many different reasons.

The most common reason we play is to have fun, and the second is to relax and destress. However, a large majority of us also play to be challenged, feel a sense of accomplishment, and improve our mental health.

### WHY AUSTRALIANS PLAY VIDEO GAMES (%)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>To have fun</td>
<td>93%</td>
</tr>
<tr>
<td>To relax and destress</td>
<td>90%</td>
</tr>
<tr>
<td>To pass time</td>
<td>87%</td>
</tr>
<tr>
<td>To escape</td>
<td>86%</td>
</tr>
<tr>
<td>To be challenged</td>
<td>77%</td>
</tr>
<tr>
<td>For a sense of accomplishment</td>
<td>71%</td>
</tr>
<tr>
<td>For mental health</td>
<td>70%</td>
</tr>
</tbody>
</table>

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Female. Age 62. NSW

I think there should be more education about race, gender and ethnicity in games. I recently played an Inuit game which was informative, but I found the challenges quite difficult. Still, I really enjoyed it.

Female. Age 51. VIC

I think it does encourage communication and community. It does push you to accept when you lose, but also introspection on how to deal with those emotions and overcome them.

Male. Age 33. Parent. WA

It really helped when I was younger to relieve the stress of homework.

Female. Age 62. NSW

Provides an escape if I need it. Provides social interaction and connection if I’m lonely. Provides community.

Male. Age 22. NSW

It really helped when I was younger to relieve the stress of homework.
Video games offer so many opportunities for social connection. The most common way Australians play video games is with others. Couples now dominate the ways in which games are played together, followed by playing with friends and then children (for parents) and siblings. Given the total of all the ways participants said they play, 75% play socially.
Gameplay is active, social and cultural. Australians mostly enhance their enjoyment of games by watching and reading about others’ gameplay tips, tricks, strategies and tactics. However, there are countless other ways we engage with one another through games such as through social media influencers, watching or competing in Esports, making games, attending events, and sharing our own gameplay experiences with others.

Male. Age 27. VIC

Through video games I met my two best mates and it’s a group of friends I wouldn’t have otherwise and am grateful to have met.
Esports spectatorship is a cultural practice that is followed from home, through a variety of online channels and in public venues. Most Australian adults follow Esports to improve their gameplay and to enjoy competitions and player culture. Attending Esports in person is an exercise in supporting the challenge and community of Esports.
Video games are interactive and, by extension, require players to engage with their stories and challenges in ways other media do not. A majority of adults said they or members of their household enjoyed each of the different aspects of engaging content we put to them. While achievement tops the list, exploring and competing follow. Games like Minecraft have encouraged the growth of games that allow players to engage in content creation or expression. For those adults and members of their family who play games that offer content creation, the biggest proportion enjoy building, followed by mini-game creation and associated stories and levels, and then music-related games.
Past reports in this series have demonstrated that Australian adults who play video games believe they are powerful tools for learning. Many personal stories were shared by participants about the powerful educational opportunities that come from gameplay.

**USING GAMES AT WORK (%)**

- A new tool or software: 63% Want to Use, 26% Have Used
- New information: 61% Want to Use, 27% Have Used
- Workplace Health and Safety: 58% Want to Use, 25% Have Used
- New work skills: 58% Want to Use, 19% Have Used
- Workplace rules: 52% Want to Use, 14% Have Used

**POTENTIAL OF GAMES FOR SKILLS DEVELOPMENT (%)**

- Cognitive skills: 89% Potential
- Digital/Online skills: 83% Potential
- Creative skills: 78% Potential
- Teamwork skills: 73% Potential
- Communication skills: 65% Potential
- Leadership skills: 57% Potential

Games have allowed me to gain knowledge and ideas that I could bring to social interaction with others, and by socialising my mental health gets better over time.

Male. Age 19. NSW

Playing video games helps those who aren’t very good with working under pressure. It has helped me be more creative and definitely helped me develop my fight or flight mode. I am proud to say that I am now able to work under pressure and maintain my mental health all at the same time.

Female. Age 26. Parent. QLD
Australian adults agree that video games may improve the student experience. Over half of parents said that games are used in schools to deliver curriculum and nearly a quarter each said their children played games in clubs or made games at school. This year we asked only about games for learning reading and science. Nine out of ten agreed that games can help students learn reading and science.
Gaming, when used positively, can be a really helpful way to look after your mental health. This is because it can give us a space to unwind, relax and take time out from the pressures of daily life – just like reading can, or going for a walk.

My grandchildren really love Minecraft, so I am often there watching them play or joining in, and then we have to watch YouTubers who are playing them.

Helps turn my mind off when I find myself falling into a self-loathing thought spiral.

Asked how much they agree that video games can help people in a range of different ways, adult participants, regardless of whether they played video games themselves, agreed they could contribute to personal growth. Only in the areas of cultural awareness and improving physical wellbeing do Australian adults question the utility of playing video games.
We have observed significant growth in the number of Australians 65 and over who play video games. Asked how much they agree that video games can help older adults in a range of different ways, adult participants, regardless of whether they played video games themselves, agreed they could improve ageing outcomes. Only in the three areas of improving balance, mobility and arthritis do Australians question the utility of playing video games.
Regardless of parental status, adults are roughly evenly split in their familiarity with various controls available for in-home regulation of gameplay.

For external classification advice, a large majority of adults accurately identify the legal restriction status of Australian classification markings for PG, M and R18+. However, a mere majority accurately identifies the legal restriction for MA15+.
Playing games to me means having a diverse community from all corners of the world coming together and bonding over a game, and when you do play games, your community can be anyone and everyone, regardless of gender, age, race, sexuality and so much more. I have built families from my years of playing games.

In many ways, video games are akin to a public park. They are open throughout the day, create a space for Australians from diverse linguistic, national, cultural, and religious backgrounds to interact. Therefore, it’s not surprising that Australian adults place importance on the portrayal of diversity in games.

<table>
<thead>
<tr>
<th>Diversity Type</th>
<th>Importance (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessibility and inclusion diversity</td>
<td>87</td>
</tr>
<tr>
<td>Age diversity</td>
<td>83</td>
</tr>
<tr>
<td>Cultural diversity</td>
<td>83</td>
</tr>
<tr>
<td>Language diversity</td>
<td>83</td>
</tr>
<tr>
<td>Ethnic diversity</td>
<td>82</td>
</tr>
<tr>
<td>Race diversity</td>
<td>82</td>
</tr>
<tr>
<td>Gender diversity</td>
<td>77</td>
</tr>
<tr>
<td>Sexual orientation diversity</td>
<td>70</td>
</tr>
<tr>
<td>Religious diversity</td>
<td>68</td>
</tr>
</tbody>
</table>

Male. Age 21. SA
WHAT, WHERE, WHEN AND HOW AUSTRALIANS PLAY

TOTAL PLAY TIME BY AGE AND GENDER

- Total Play
  - Females – Total Play
  - Males – Total Play
  - All Players – Total Play

- Casual Play
  - Females – Casual Play
  - Males – Casual Play

- In-Depth Play
  - Females – In-depth Play
  - Males – In-depth Play

Ages

Minutes Per Day

1-4 5-14 15-24 25-34 35-44 45-54 55-64 65-74 75-84 85-94

- Total Play
  - 83
  - 60

- Casual Play
  - 75

- In-Depth Play
  - 116
  - 114

AUSTRALIA PLAYS 2023
**WHAT, WHERE, WHEN AND HOW AUSTRALIANS PLAY**

**WHERE GAMES ARE PLAYED (%)**

- Lounge room: 34%
- Bedroom: 29%
- Waiting for appointment: 8%
- Public transport: 6%
- Games room: 6%
- At school: 6%
- Study: 3%
- Outdoors: 3%
- At work: 3%
- Kitchen: 1%

**TIME OF DAY AUSTRALIANS PLAY (%)**

- Evening: 62%
- Night: 41%
- Afternoon: 38%
- Morning: 20%

*Given that many devices are used to play video games in Australian homes, it's not surprising that gameplay takes place throughout the house for adult participants and others they reported in this study.*

*Although the lounge room dominates as the preferred gaming place, smartphones make gameplay outside the home increasingly popular, particularly when commuters are passing time on public transport.*

*Participants said they and others in their homes play mostly in the evening.*

**Male. Age 52. Parent. QLD**

*It means an escape and an exciting way to spend a little bit of time here and there when I'm waiting for something. I enjoy the mental challenge as well.*

**Female. Age 22. VIC**

*To pass time and do something different than watching tv or listening to music.*

**Female. Age 28. Parent. NSW**

*It's 'me time' as a mum. I like to mostly play games at night when everyone is sleeping, as it is like a meditative thing for me.*
I think nostalgia plays a lot into the gaming experience. Some people have been following a story in a game or the characters for their whole lives at this point and they're taken back to the childlike joys when a new game in a series comes out.

Participants were asked to identify the top three game genres most played by them and other members of their household.

Puzzle games dominated the list, followed by Action/Adventure games. Tied in third place were Strategy games and Sport games.
**SUMMARY OF PLAY FOR 18-34 YEARS**

Of 18-34 year old males, 95% play games.

### PLAYER STATUS BY GENDER (%)

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>All</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>95</td>
<td>89</td>
<td>83</td>
</tr>
</tbody>
</table>

Females 18-34 years play **78 minutes** a day on average. Males 18-34 years play **109 minutes** a day on average.

### REASONS FOR PLAY

- 96% to have fun
- 91% to relax and destress
- 90% to pass time

### PREFERRED GENRES

- 43% Action/Adventure
- 30% Shooter
- 28% Sport

### CONNECTION

- 22% made friends
- 18% stayed connected with family/friends
- 15% met someone not otherwise met

### PLAYING TOGETHER (%)

<table>
<thead>
<tr>
<th>Relationship</th>
<th>Friend</th>
<th>Partner</th>
<th>Solo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>25</td>
<td>20</td>
<td>14</td>
</tr>
</tbody>
</table>

### PREFERRED DEVICES (%)

<table>
<thead>
<tr>
<th>Device</th>
<th>Mobile</th>
<th>Console</th>
<th>Computer</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>38</td>
<td>27</td>
<td>21</td>
</tr>
</tbody>
</table>

### PREFERRED TIME AND PLACE (%)

<table>
<thead>
<tr>
<th>Location</th>
<th>Play in evening</th>
<th>Play at night</th>
<th>Bedroom</th>
<th>Lounge room</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>40</td>
<td>31</td>
<td>34</td>
<td>28</td>
</tr>
</tbody>
</table>

Relaxing and losing yourself in another world. I’ve loved RPG games since I was a kid and it’s a game format I always come back to, because it gives you a sense of adventure that can be difficult to get when you’re time poor (like going on a holiday or camping).

‘Play’ to me means immersing yourself in a game and truly enjoying the experience of a story or challenge.

Female. Age 22, QLD

Male. Age 31, ACT
Of 35-64 year old females, 80% play games.

Females 35-64 years play **80 minutes** a day on average.
Males 35-64 years play **89 minutes** a day on average.

Playing games allows me to relax after a long day of work and gives me a chance to connect with my gaming friends.

Let’s “go” into the fantasy world, have fun, be friendly, competitive and forget about life’s issues for a period of time.
SUMMARY OF PLAY FOR 65+ YEARS

Of 65+ year old females, 76% play games.

PLAYER STATUS BY GENDER (%)

- Male: 61%
- All: 68%
- Female: 76%

Of 65+ year old females, 76% play games.

REASONS FOR PLAY

- 90% to have fun
- 84% for mental health
- 82% to be challenged

PREFERRED GENRES

- 67% Puzzle
- 47% Board/Card
- 20% Strategy

CONNECTION

- 15% stayed connected family/friends
- 11% made friends
- 8% met someone not otherwise met

I play certain games to have fun and to help with using my brain - thinking and solving problems.

Female. Age 74. VIC

PLAYING TOGETHER (%)

- Solo: 64%
- Partner: 19%
- Children / Grandchildren: 5%

Females 65+ years play 81 minutes a day on average.

Males 65+ years play 62 minutes a day on average.

PREFERRED DEVICES (%)

- Mobile: 49%
- Computer: 39%
- Console: 9%

PREFERRED TIME AND PLACE (%)

- Play in evening: 31%
- Play in afternoon: 30%
- Lounge room: 49%
- Study: 15%

I find playing games a bit of fun which leads to a sense of wellbeing.

Female. Age 74. VIC

Male. Age 68. NSW
Australia Plays is a study of 1,219 Australian households represented by adult participants aged 18 and over. Household-level statistics include demographics, household device profiles, attitudes, and knowledge questions. Parents represent 414 of the 1,219 household adult respondents. Data on play time (including frequency and duration, location, time of day, genre preferences, and common playing experiences) were drawn from adult participants and one other nominated household member (n=1,937). Age, gender and player status were drawn from the participants and all members of the household (n=3,234).

Participants were drawn randomly from the Qualtrics XM panel in April 2023; research was designed and conducted at Bond University. The margin of error is 2.7%.

Report authors have edited quotes only for grammar, spelling and punctuation but have not changed the content or meaning set by participants who shared their experiences.

THANK YOU, AUSTRALIA!