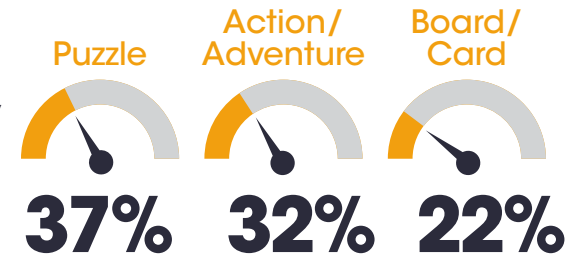


NEW ZEALAND PLAYS 2023



93%
of parents play with their children to connect as a family

New Zealander video game players' top genre choices:



79% UP FROM **73%**
of all New Zealanders play video games

79%
of New Zealanders play video games with others



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

UP FROM **92%**
94%
of New Zealand households have a device for playing video games

35 YEARS
the average age of video game players in New Zealand

In games, New Zealanders enjoy...

93% **80%** **79%**



New Zealanders play video games to...

...have fun

...improve mental health

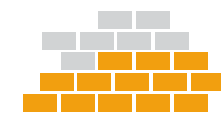


99%



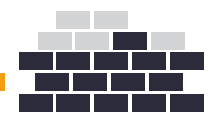
87%

Of adults who play video games...



62%

...enjoy making mini-games and levels



71%

...enjoy building in them