IA9

INTERACTIVE AUSTRALIA 2009

KEY FINDINGS

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EXECUTIVE SUMMARY

Interactive Australia provides data on who is playing games in Australia, what their game play behaviours are, the importance of games in the family experience, the role of online access in game purchasing and play, and how gamers compare with non-gamers on key demographics and attitudes toward games. Issues of importance to the business and regulation of games are also documented, particularly classification and piracy. Additional data from GfK provides games market information and data from the Australian Classification Board has been included to provide information about past classification decisions. This is the third study of its kind since 2005 including two previously published studies: GamePlay Australia 2005 and Interactive Australia 2007, each including over 1600 households.

METHODS

IA9 is based on a national random sample of 1614 households in which as many adults responded to more than 75 questions providing over 300 data points in a 20-minute online survey. The survey was fielded by Nielsen Research in July 2008. Multiple units of analysis are explored in the study: the household (n=1614), and all individuals within game households (n=4671) plus the participant adult from households without a game device (n=181). Of the 4852 individuals studied, 3162 (68%) were identified as gamers (simply, yes or no, did they play computer or video games). In total, this research collected information about 1614 households and 4852 individuals, 3162 (68%) of them gamers.

KEY FINDINGS

- 88% of homes have a device for playing computer or video games.
- 68% of Australians play computer or video games.
- 46% of gamers are female.
- The average age of an Australian gamer is 30 years.
- 84% of Australians aged 16-25 compared with those 50+ play computer and video games.
- The average adult gamer has been playing for 11 years.
- Half of all gamers play daily or every other day, a quarter play once a week.
- The average game play session is one hour.
- Computer and video games compete with other media leisure time, not with outdoor activities.
- 70% of parents in game households play computer and video games, 80% of these parents play them with their children.
- 78% of parents say an adult is present when games are purchased for their children,
- 92% of parents say they are aware of the games played in their homes.
- 75% of all computer and video games classified in Australia are G or PG (Classification Board).
- 63% of adults do not know that Australia has no R18+ for computer and video games.
- 91% of adults (including gamers and non-gamers) say Australia should have an R18+ classification for games.
- 17% of adults in game households admit to having pirated games in their collections with nearly 10% of all games in Australian homes being illegal copies.
- Half of pirated games come from copies made by family or friends.
- 75% of gamers say interactivity in games makes them more educational than other media, 89% of non-gamers say interactivity makes games more violent than other media.
- The Australian computer games industry is growing at more than 15% per year and conducted sales of AUD1.3 billion in 2007 according to GfK point of sale data.
- 70% of Australians purchase games new from a local retailer.
- Family, Action, and Racing games were the top-selling genres in 2007-2008.