

AUSTRALIA

# PLAYS

2023

TO ENTERTAIN ▶ TO CONNECT  
TO LEARN ▶ TO CREATE ▶ FOR FUN



## PUBLISHED BY IGEA

### Interactive Games and Entertainment Association (IGEA)

National Innovation Centre  
Gadigal Country  
4 Cornwallis Street  
Eveleigh, NSW 2015

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### Suggested citation:

Brand, J. E., Wilson, T. W., Jervis, J., & Huggins, P. M. (2023).  
*Australia Plays 2023*. IGEA.



# AUSTRALIA PLAYS 2023

**75%** 

of Australians play video games with others

Australian video game players' top genre choices:



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

**UP FROM 92%** **94%**

of Australian households have a device for playing video games

In games, Australians enjoy...

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



...achieving    ...exploring    ...socialising with others



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

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

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

Australians play video games to...

...have fun



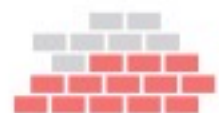
**93%**

...improve mental health



**70%**

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 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

## 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

# 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** 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



## PLAY TO ENTERTAIN

Playing games to me just means playing something that gives you joy and relaxes you a bit. Playing games can be great for relaxing.

Female. Age 18. QLD



## PLAY TO CONNECT

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

Male. Age 26. VIC



## PLAY TO LEARN

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 1<sup>st</sup> Lieutenant and grateful for video games for giving me confidence for being an officer in a dangerous job/volunteer work.

Male. Age 34. Parent. VIC



## PLAY TO CREATE

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

Female. Age 43. Parent. VIC



## PLAY FOR FUN

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 81. NSW





# METHODS, SAMPLES AND SUBSAMPLES

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!





AUSTRALIA  
**PLAYS 2023**