



HOW GAMERS PLAY

41% PLAY TO  
KEEP THE  
MIND ACTIVE  
Why older adult gamers play

**DAILY**  
TYPICAL GAME PLAY  
FREQUENCY

  
1 HOUR  
TYPICAL PLAY  
DURATION

  
75% OF  
MUMS PLAY  
VIDEO GAMES

  
79% OF  
DADS PLAY  
VIDEO GAMES

THE AVERAGE GAMER IS

  
33  
YEARS  
OLD

  
48% OF  
GAMERS  
ARE FEMALE

FAMILIES AND GAMES

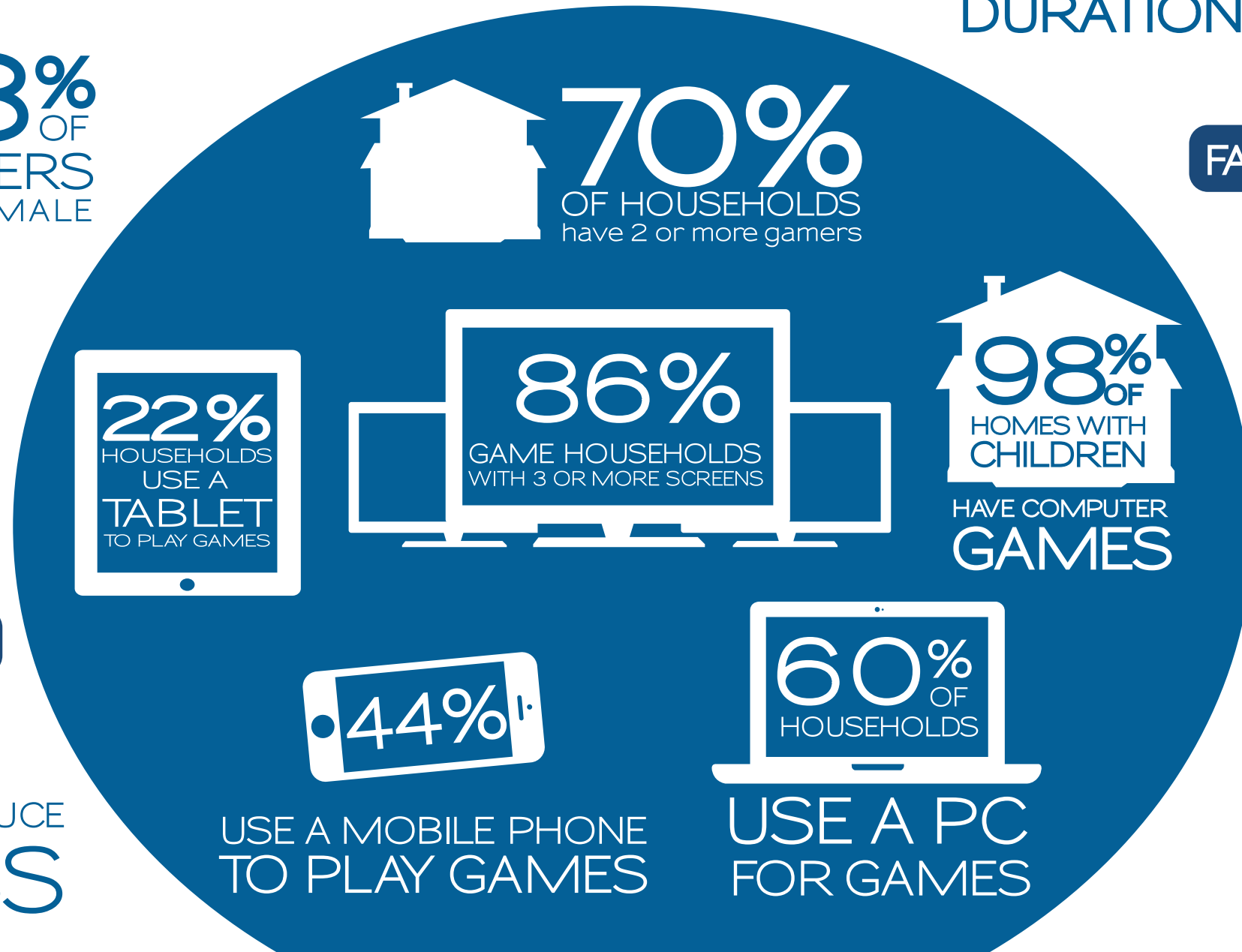
94% UNDERSTAND  
AUSTRALIAN  
SYMBOLS





CLASSIFICATION

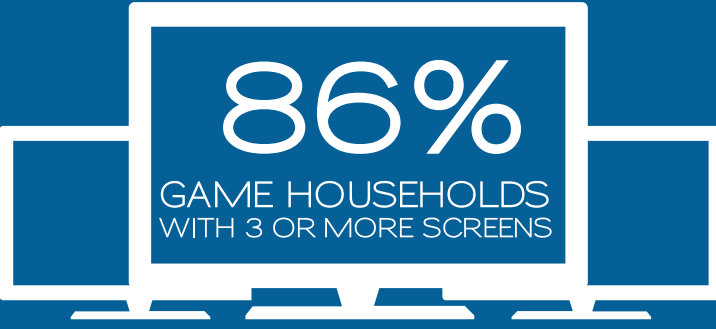
  
9% CAGR  
Games Spending  
2010-2017


BUSINESS





 70% OF HOUSEHOLDS have 2 or more gamers

 22% HOUSEHOLDS USE A TABLET TO PLAY GAMES

 86% GAME HOUSEHOLDS WITH 3 OR MORE SCREENS

 98% OF HOMES WITH CHILDREN HAVE COMPUTER GAMES

 44% USE A MOBILE PHONE TO PLAY GAMES

 60% OF HOUSEHOLDS USE A PC FOR GAMES

GAMES IN NEW ZEALAND HOMES

  
17% OF  
GAMERS  
are OVER 51

  
71% OF  
GAMERS  
are OVER 18

GAMERS IN NEW ZEALAND

  
82% OF  
GAMERS  
SAY GAMES REDUCE  
**STRESS**

GAMES AND BENEFITS