

KEY FINDINGS

Games in New Zealand Homes

- Mainstream - Computer and video games are everywhere.
- 94% - Households have a device for playing games.
- 98% - Homes with children under the age of 18 that have a device for playing computer games.
- 70% - The proportion of game households with 2 or more gamers.
- 86% - Game households with three or more screens.
- 61% - Game households with three or more game devices.

Gamers In New Zealand

- 33 years old - The average age of video game players.
- 48% - The proportion of the game population that is female.

- 71% - The proportion of gamers aged 18 years or older.
- 23% - The proportion of gamers 1 to 14 years old.
- 17% - The proportion of gamers 51 or more years old.
- 11 years – The length of time the average adult gamer has been playing.

How Gamers Play

- 25% - The proportion of gamers who play social network games.
- 11% - The proportion of gamers who play online role-playing games.
- Fun – the primary reason PC and console gamers play.
- Pass Time – the main reason mobile gamers play.
- Keep Mind Active – the main reason older adult gamers play.
- Social Interaction – the main reason younger adult gamers play.
- An Hour – Typical game play duration.
- Daily – The typical game play frequency.
- Weekends, holidays, evenings – Three top times gamers play.

Families and Games

- 75% - Proportion of mums who play video games.

- 79% - Proportion of dads who play video games.
- 86% - Proportion of gamer parents who play with their children.
- Mums – Play more on PCs and mobiles.
- Dads – Play more on PCs and consoles.
- 77% - Talk about games with their children.
- 70% - Proportion of the time an adult “always” makes the purchase when games are purchased for children.
- 53% - Are familiar with parental controls available in game systems.

Classification and Media Concerns

- 71% - The proportion of parents “completely” or “quite” familiar with game classifications.
- 28% - The proportion of New Zealanders who are aware that Australian symbols may be substituted for New Zealand symbols on games classified G, PG and M in New Zealand.
- 94% - The proportion of New Zealanders who say the Australian Symbols are clear and informative.
- 17% - The proportion indicating M is unclear.
- 3% - The proportion indicating R18 is unclear.

- 13% - The proportion saying classification has “a lot of influence” on games purchased for them to play.
- 53% - The proportion saying classification has “a lot of influence” on games purchased for children to play.

Games and Benefits

- 98% - The proportion of gamers who say games are mentally stimulating.
- 82% - The proportion of gamers who say games reduce stress.
- 81% - The proportion of gamers who say games are educational.

Game Spending

- 9% - The projected Compound Annual Growth Rate (CAGR) of the New Zealand retail games industry from 2010 to 2017.

Methodology

Digital New Zealand 2014 (NZ14) is a study of 805 New Zealand households and 2377 individuals of all ages living in those households. These participants were from an online national random sample using the Nielsen Your Voice Panel in June 2013. The research was designed and conducted by Bond University. The margin of error is $\pm 3.4\%$ for households and $\pm 2.5\%$ for all gamers. designed and conducted by Bond University. The margin of error is $\pm 2.8\%$.