



## **Who's Gaming and Who's Not**

### **Australia's computer and video game habits and opinions uncovered**

#### **National report reveals:**

- **76% of Australian households have a device for playing computer or video games.**
- **The average Australian computer or video game player is 24 years old.**
- **88% of Australians, regardless of whether they play or have a game device say Australia should have an R(18+) classification for computer and video games.**

**Sydney 2 November - GamePlay Australia 2005**, an independent study on Australians' thoughts and habits in relation to computer and video games has been released today by the Interactive Entertainment Association of Australia (IEAA).

According to John Watts, President of the IEAA, "GamePlay Australia 2005 represents the most in-depth study of the opinions and habits of the Australian public in relation to interactive entertainment since 1999, and dispels many of the long held myths about video gaming."

"This report proves beyond a doubt that video gaming is not just for children and is no longer the domain of only boys and men. Video gaming is something the majority of Australian households partake in on a regular basis and it is not consumed in an addictive manner," said Watts.

The report found that parental involvement with their children's gaming is widespread, with 76% of Australian parents advising they set rules about the types of games their children can play and 87% confirming they are present or have given permission when their children purchase games.

70% of games classified by the OFLC are G or G(8+) and 78% of parents who have a computer or video game device in the house consider games are educational.

68% of Australian parents say classification is very important when they hire or purchase a game and 88% of Australians think there should be an R(18+) classification for adult only games.

### **About the research Methodology:**

In total, this research collected information about 2009 households and 3708 individuals.

Bond University Centre for New Media Research and Education (CNMRE) conducted the study without contractual or other preconditions determined by the IEAA.

Three methods were used to collect information. A random national telephone survey was used to get a representative sample of all Australians and to study both people who play computer and video games and people who do not. A national web survey was publicised on game forums and game-related web sites in Australia to attract participants who are expert gamers. Lastly a series of four focus groups were recruited to learn more about light, medium and heavy players and to gather information about game play in their own words. The questions asked in the focus groups paralleled those asked in the telephone and web surveys.

GamePlay Australia 2005 has been designed to assist industry, public policy officials and the community in forming ongoing directions for computer and video games by delivering hard data on the state of play in Australia in 2005.

### **END**

A full version of the report is available upon request.

For more information or a copy of the research please contact:

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### **About the IEAA**

IEAA is a national trade association, proactively representing companies in the interactive entertainment industry. Members develop and market computer and video games software, hardware and accessories in Australia. IEAA is administered by a Board of Directors comprising senior executives from entertainment companies both large and small.