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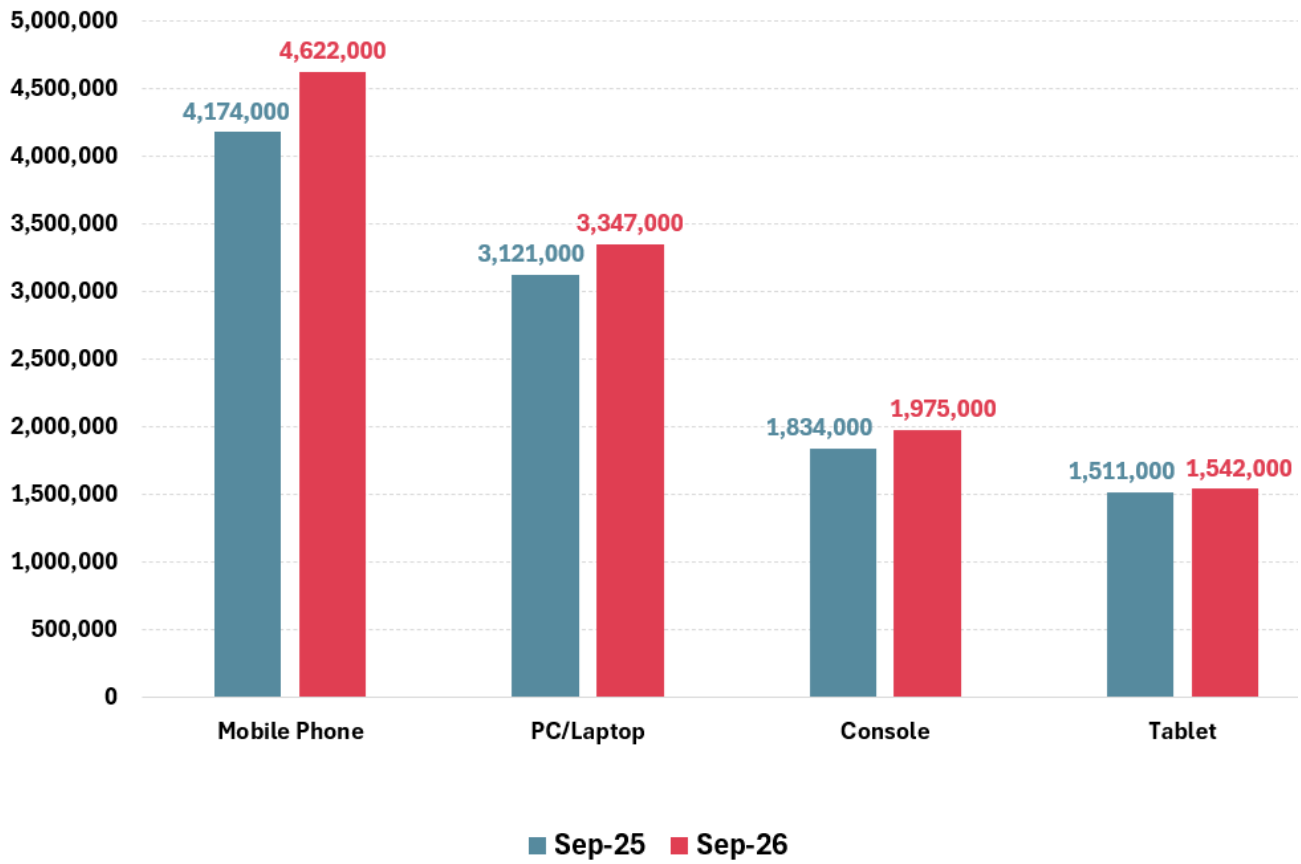
State of gaming in Australia as GTA VI launches

New research from Roy Morgan shows 7,906,000 Australians aged 14+ (33.8%) play games in an average seven days, an increase of 521,000 (+7.1%) from a year ago, with mobile phones the most commonly used device for playing games, followed by PCs/laptops, consoles and tablets.

The latest findings for the 12 months to September 2026 show 4,622,000 Australians (19.8%) play games on a mobile phone in an average seven days, an increase of 448,000 (+10.7%) from a year ago. This is followed by 3,347,000 Australians (14.3%) playing games on a PC/laptop, up 226,000 (+7.2%) from a year ago.

A further 1,975,000 Australians (8.4%) use a console in an average seven days, an increase of 141,000 (+7.7%) from a year ago, while 1,542,000 Australians (6.6%) play games on a tablet, up 31,000 (+2.1%) from a year ago.

Devices used to play games in an average seven days



Source: *Roy Morgan Single Source (Australia), October 2024 – September 2025, n=20,724 and October 2025 – September 2026, n=20,152. Base: Australians aged 14+. Respondents may nominate more than one device used.*

PlayStation 5 extends its lead as Australia's most widely used console

Sony PlayStation 5 is Australia's most widely used console with 1,041,000 users, an increase of 255,000 (+32.4%) from a year ago.

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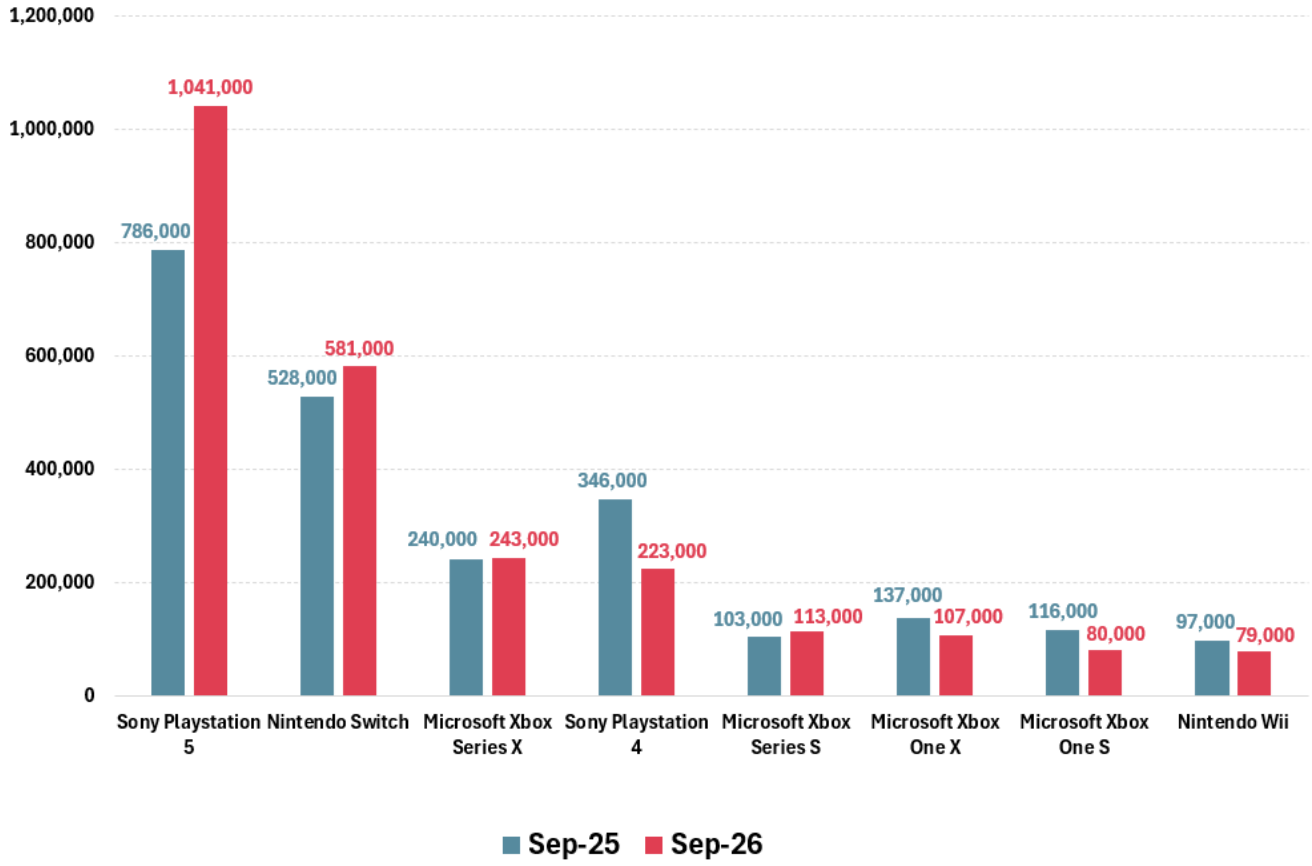
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Nintendo Switch is the second most widely used console with 581,000 users, up 53,000 (+10%) from a year ago. Microsoft Xbox Series X is in third position with 243,000 users, up 3,000 (+1.3%), while Xbox Series S increased by 10,000 (+9.7%) to 113,000 users.

Usage of several older-generation consoles declined from a year ago. PlayStation 4 recorded the largest decline, down 123,000 (-35.5%) to 223,000 users.

Xbox One X declined by 30,000 (-21.9%) to 107,000 users, while Xbox One S fell by 36,000 (-31%) to 80,000. Nintendo Wii was down 18,000 (-18.6%) to 79,000 users.

Consoles used in an average seven days



Source: *Roy Morgan Single Source (Australia), October 2024 – September 2025, n=4,806 and October 2025 – September 2026, n=4,718. Base: Australians aged 14+. Respondents may nominate more than one console used.*

Younger Australians are the most likely to use consoles

Almost one-in-five Australians aged 14–17 (18.1%) use a console in an average seven days, representing 258,000 Australians, the highest proportion of any age group.

This is followed by 388,000 Australians aged 18–24 (15.5%), 486,000 aged 25–34 (11.8%) and 631,000 aged 35–49 (11.2%).

Console usage is significantly lower among older Australians, with 147,000 Australians aged 50–64 (3.1%) and 66,000 aged 65+ (1.3%) using a console in an average seven days.

Men account for three-quarters of Australians using consoles. Almost 1.5 million Australian men aged 14+ (12.8%) use a console in an average seven days, more than three times the rate for women, with 496,000 Australian women (4.2%) using a console.

Allen Wei, Marketing Manager, Roy Morgan, says:

"Over 7.9 million Australians play games on at least one device in an average seven days, an increase of 521,000 (+7.1%) from a year ago.

"Mobile phones are the most commonly used device for playing games, while 1,975,000 Australians use a console in an average seven days.

"PlayStation 5 has strengthened its position as Australia's leading console, increasing by 255,000 (+32.4%) users from a year ago to 1,041,000.

"Console usage is particularly high among younger Australians, with almost one-in-five 14–17-year-olds using a console in an average seven days.

"Dubbed the 'World Cup of game releases', Grand Theft Auto VI puts the spotlight firmly on the latest generation of consoles. With the game available on PlayStation 5 and Xbox Series X and Series S, but not previous-generation PlayStation 4 or Xbox One consoles, it will be interesting to see whether the launch drives any change in usage of the latest-generation consoles in the months ahead.

"Roy Morgan's extensive Single Source survey allows us to track Australians' console usage and understand how the market evolves as new consoles, games and technologies are introduced."

For comments or more information about Roy Morgan's Console and Gaming data, please contact:

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About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full-service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 80 years' experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
10,000	±1.0	±0.9	±0.6	±0.4
50,000	±0.4	±0.4	±0.3	±0.2

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