

FACTS AND STATS



Video Gaming in Canada

48% Proportion of surveyed Canadian households that reported having at least one video game console in the household in 2013¹

36 Average age of surveyed Canadians who reported in 2013 that they play video games²

77.6M Number of video games for various gaming devices sold between September 2011 and February 2012 in Canada - a 46% growth in sales³

\$2.3B Amount of money in GDP generated by the Canadian video game industry in 2012⁴

64% & 35% Proportion of Canadian men and women surveyed in 2013, respectively, who reported that they play video games⁵

37% & 9% Proportion of surveyed Canadian boys and girls, respectively, in grades 7-12 who reported in 2011 that they play video games "daily or almost daily"⁶

31% & 6% Proportion of Canadians surveyed in 2013 who reported that they play 1-3 hours and 21+ hours per week, respectively, playing video games⁷

108 min. & 140 min. Average amount of time spent playing video games per day by Canadians (who reported that they play video games) in 1998 and 2010, respectively⁸

10% Proportion of surveyed Canadians in grades 7-12 who reported in 2011 that they "do not play video games"⁹

60% Proportion of smartphone/tablet owners who reported in 2012 that they play games on their devices (71% youth, 47% parents)¹⁰

57%, 36% & 27% Proportion of Internet users aged 16-24, 25-44 and 65 and older, respectively, in Canada who reported playing online games in 2012¹¹

¹ CBC News (2010), "Profile of a Canadian Gamer," <http://bit.ly/khgj87>.

² Ibid.

³ NPD Group (2012), "Canadian Video Game Market Experiences Sales Growth in Revenue and Units in the Six Months Ending February 2012," <http://bit.ly/14PVdTY>.

⁴ Entertainment Software Association of Canada (2013), "Canadian Video Game Industry Critical Component of New Digital Economy and Source of National Pride; Contributes \$2.3 Billion to GDP," <http://bit.ly/18lhO69>.

⁵ CBC News.

⁶ Angela Paglia-Boak et al. (2012), "The Mental Health and Well-Being of Ontario Students 1991-2011," Centre for Addiction and Mental Health, <http://http://bit.ly/N3eWrO>.

⁷ CBC News.

⁸ Statistics Canada (2010), "General Social Survey: Time Use," <http://bit.ly/oFcBvq>.

⁹ Angela Paglia-Boak et al.

¹⁰ Rogers Communications (2012), "Rogers Innovation Report: Youth, Parents and Technology," <http://slidesha.re/NiMI42>.

¹¹ Statistics Canada, "Canadian Internet Use Survey, Internet Use, by Age Group, Internet Activity, Sex, Level of Education and Household Income" (CANSIM table 358-0153), *Canadian Internet Use Survey* (2013), accessed November 18, 2013, <http://bit.ly/1dhrrew>.