ESSENTIAL FACTS 2016
The information in Essential Facts 2016 contains original information from:
Understanding The Canadian Gamer 2016 prepared for ESAC by NPD. The report gathered data from 2467 adults (18-64), 270 teens (13-17), and 261 children (6-12) between April 29 - May 20, 2016. The margin of error associated with the total sample is 5% or 19 times out of 20.

Canada’s Video Game Industry 2015 prepared for ESAC by Nordicity. The report gathered quantitative and qualitative data from 123 video game companies in Canada for 2014.
ARE YOU A GAMER?

37% of Canadians define themselves as a "gamer".

- Females: 29% Define themselves as a "gamer".
- Males: 47% Define themselves as a "gamer".

However, 52% of Canadians are "gamers", as they have played in the past 4 weeks.

18,863,917 Canadians are gamers.

51% of gamers are male.
49% of gamers are female.

Average age of a Canadian gamer: 36 years.
Average time gamers spend playing per week: 11 hours.
WHAT ARE GAMERS PLAYING ON?

- **2012**
  - % of Canadian gamers have played on the device in the past 4 weeks
  - % of Canadian gamers play most often

- **2016**
  - % of Canadian gamers have played on the device in the past 4 weeks
  - % of Canadian gamers play most often

- **A cell phone, tablet computer or other mobile device**
  - (p4w)
  - %

- **A computer**
  - (p4w)
  - %

- **A game console**
  - (p4w)
  - %

- **A handheld game system**
  - (p4w)
  - %
WHAT ARE GAMERS PLAYING ON?

MOBILE (CELL PHONE, TABLET COMPUTER OR OTHER MOBILE DEVICE)

89% of Canadian adults own a mobile device
90% of women own a mobile device
87% of men own a mobile device

Among those who do not consider themselves gamers, 79% report playing games on mobile devices IN THE PAST 4 WEEKS

41% of gamers play most often on their mobile device

PAST 4 WEEK USAGE of mobile devices is driven by millennials and gen-exers

COMPUTER

90% of Canadian adults own a computer

BOOMERS (55-64) lead the way in computer ownership at 94%

31% of gamers play most often on their computers

PAST 4 WEEK USAGE of computers is driven by boomers
WHAT ARE GAMERS PLAYING ON?

**CONSOLE**

- 57% of Canadian adults own a console.
- 59% of adult males own a console; remaining consistent since 2014.

**MILLENIAL GAMERS**

- (18-34) lead console ownership at 70%.
- 25% of gamers play most often on a console.

**HANDHELD GAME SYSTEM**

- 27% of Canadian adults own a handheld device.

Ownership of **HANDHELD DEVICES** among gamers has dropped across all age groups and genders since 2014.

- 4% of gamers play most often on a handheld device.

**PAST 4 WEEK USAGE**

- 31% of handheld devices is driven by millennials and kids.
- Past 4 week usage of consoles is driven by boys (6-12) and male teens (13-17).
**What is Your Game Genre?**

**Kid Gamers Ages 6-12**
- **Female**
  - 43% Puzzle Games
  - 34% Kids Oriented
  - 30% Family Oriented
- **Male**
  - 45% Action/Adventure
  - 30% Sports Games
  - 30% Racing/Flight

50% of girl gamers age 6-12 most often play games on their **MOBILE DEVICE**

41% of boy gamers age 6-12 most often play games on their **MOBILE DEVICE**

**Teen Gamers Ages 13-17**
- **Female**
  - 42% Puzzle Games
  - 29% Action/Adventure
  - 23% Social Games
- **Male**
  - 43% Shooting Games
  - 44% Action/Adventure
  - 30% Fighting

49% of female teen gamers age 13-17 most often play games on their **MOBILE DEVICE**

38% of male teen gamers age 13-17 most often play games on their **MOBILE DEVICE**
**WHAT IS YOUR GAME GENRE?**

### Demographic Profiles

#### Millennial Gamers (Ages 18-34)

**Female**
- 49% Puzzle Games
- 36% Strategy Games
- 33% Action/Adventure

**Male**
- 47% Action/Adventure
- 46% Shooting Games
- 37% Strategy Games

#### Gen X Gamers (Ages 35-54)

**Female**
- 64% Puzzle Games
- 29% Card Games
- 20% Strategy Games

**Male**
- 36% Action/Adventure
- 30% Sports Games
- 28% Shooting Games

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**Usage of Mobile Devices**
- 92% of female millennial gamers age 18-34 most often play games on their mobile device.
- Usage of mobile devices among female millennial gamers is higher than usage on the console, computer and handheld devices.

**Usage of Consoles**
- 93% of male millennial gamers age 18-34 most often play games on their console device.
- Usage of consoles is significantly higher among millennial male gamers.
- Usage of mobile devices and computers is just as high as their female counterparts, but ticks lower on handheld devices.

**Usage of Consoles**
- 85% of female gen x gamers age 35-54 most often play games on their mobile device.
- 87% male gen x gamers age 35-54 most often play games on their console device.
- Usage of consoles among male gen x gamers is higher than mobile, computer and handheld devices.
**WHAT IS YOUR GAME GENRE?**

**BOOMER GAMERS AGES 55-64**

**FEMALE**
- 73% Puzzle Games
- 44% Card Games
- 16% Casino Games

**MALE**
- 36% Puzzle Games
- 30% Sports Games
- 28% Shooting Games

86% of female boomer gamers age 55-64 most often play games on their COMPUTERS.

84% of male boomer gamers age 55-64 most often play games on their COMPUTERS.

**WHERE DO YOU ACQUIRE YOUR GAMES?**

**PAID DIGITAL CONTENT & ADD-ON CONTENT ACCOUNTED FOR OF GAME ACQUISITIONS**

**IN THE PAST 6 MONTHS**

- 12% of gamers purchased a physical copy of a new game
- 12% of gamers purchased a digital download
- 21% of gamers downloaded a free game/application
- 12% of gamers downloaded a free demo
- 13% of gamers accessed a free game from web/social network
**UNDERSTANDING VIDEO GAME RATINGS**

ESRB (Entertainment Software Rating Board) is the non-profit, self-regulatory body that assigns suitable ratings for video games and apps for consumers. ESRB ratings are commonly used by parents in order to make informed decisions about video games that are appropriate for their children and family.

ESRB ratings have three parts:

1. **RATING CATEGORIES** suggest as appropriateness
2. **CONTENT DESCRIPTORS** indicate content that may have triggered a particular rating and/or may be of interest or concern
3. **INTERACTIVE ELEMENTS** inform about interactive aspects of a product, including the users’ ability to interact, the sharing of users’ location with others, if personal information may be shared with third parties, if in-app purchases of digital goods are completed, and/or if unrestricted internet access is provided.
Administered by many of the world’s game rating authorities, THE INTERNATIONAL AGE RATING COALITION (IARC) provides a globally streamlined age classification process for digitally delivered games and mobile apps, helping to ensure the consistent cross-platform accessibility of established, trusted age ratings by today’s digital consumers. The initial five rating authority participants, which collectively represents regions serving approximately 1.5 billion people, include:

- CLASSIFICAÇÃO INDICATIVA (ClassInd) Brazil
- CLASSIFICATION BOARD Australia
- ENTERTAINMENT SOFTWARE RATING BOARD (ESRB) North America
- PAN EUROPEAN GAME INFORMATION (PEGI) Europe
- UNTERHALTUNGSSOFTWARE SELBSTKONTROLLE (USK) Germany

IARC expects to add more rating authorities in the future and assigns generic IARC ratings in territories without a participating rating authority.

This represents the first time international ratings organizations have joined forces to agree on a unified process enabling developers to simultaneously obtain appropriate age ratings from various territories throughout the world while preserving their nuanced local standards. Each participating rating authority monitors to ensure accurate ratings and the system enables the prompt correction of ratings when necessary.
THE ENTERTAINMENT SOFTWARE ASSOCIATION OF CANADA (ESAC) is the voice of the Canadian video game industry. It works on behalf of its members to ensure the legal, regulatory, and public affairs environment is favourable for the long-term development of Canada’s video game industry.