61% (+24%)*
of Canadians define themselves as a “gamer”

64% (+12%)*
of Canadians are actually “gamers”, as they have played a video game in the past 4 weeks

23M
Over 23 million Canadians are “gamers”

*Since 2016
of male boomer gamers most often play games on their mobile device

66% of puzzle gamers play online

73% of female boomer gamers most often play puzzle games

80% of Canadians view video games as mainstream entertainment

In the last 6 months, 30% of Canadian gamers have purchased a digital download of a full game

88% of adult gamers often watch shows & movies on TV

46% of male boomer gamers most often play games on their computer

64% of card gamers play online

31% of male boomer gamers most often play card games

44% of card game players like to play with their spouse

In the last 6 months, 5% of Canadian gamers have purchased their games through reoccurring subscriptions online

68% of Canadian adult gamers often play an instrument in a band

30% of Canadians believe video games are the best form of entertainment

Lillian
AGE 63
FAVOURITE GENRES: Puzzle Games & Card Games
FAVOURITE GAMES: Scrabble & Solitaire

Warren
AGE 56
FAVOURITE GENRES: Card Games & Puzzle Games
FAVOURITE GAMES: Euchre & Crossword Puzzles

Warren likes to play Euchre with his wife Lillian
Demographics

Carlos
AGE 49

FAVOURITE GENRES:
Strategy Games & Action/Adventure Games

FAVOURITE GAMES:
Call of Duty & Madden

Carlos often participates in outdoor activities with his teen son, Malik

Renée
AGE 39

FAVOURITE GENRES:
Puzzle Games & Card Games

FAVOURITE GAMES:
Candy Crush & Solitaire

Gen X Gamers (35-54)

31% of male gen X gamers most often play on their console

81% of strategy gamers typically play with their friends

The vast majority of Canadian gamers also participate in a variety of other activities

92% of Canadian adult gamers often watch streaming services

91% of adult gamers often workout/exercise

61% of female gen x gamers most often play on their mobile device

60% of female gamers play video games solo

32% of online puzzle gamers like to collect trophies/achievements

40% of Canadians like to use their spare time to play video games

In the past 6 months, 13% of Canadian gamers have purchased a subscription to a game streaming/downloading service

74% of Canadian adult gamers often coach a sports team
Puzzle gamers typically play with 2-3 other players in the room.

51% of parents play video games with their children at least once a week.

In the last 6 months, 9% of Canadian gamers have purchased in-game content that was purely cosmetic.

54% of female millennial gamers most often play on their mobile device.

71% of Canadians believe video games help develop technical/problem solving skills.

77% of shooter gamers play online.

87% of shooter gamers typically play with their friends.

40% of Canadians believe video games teach us to communicate and work as a team.

In the past 6 months, 17% of Canadian gamers have purchased downloadable add-on content for a game.

37% of male millennial gamers most often play on their console.

78% of Canadian adult gamers often participate in combat training/intensive exercise training.

85% of Canadian adult gamers often watch Twitch/YouTube videos of people playing video games.

Naomi
AGE 33
FAVOURITE GENRES: Puzzle Games & Strategy Games
FAVOURITE GAMES: Candy Crush & Hitman Go
Naomi likes to play puzzle games with her 7 year old daughter, Talia.

Felix
AGE 26
FAVOURITE GENRES: Shooter Games & Action/Adventure Games
FAVOURITE GAMES: Fortnite & Assassin’s Creed
Felix likes to compete against others, play team games & cooperate with others, and socially interact online with others.
Demographics: Teen Gamers (13-17)

**Juliette**

**Age:** 17

**Favorite Genres:** Puzzle Games & Action/Adventure Games

**Favorite Games:** Sudoku & Pokémon Go

Juliette likes to play adventure games like Pokémon Go with her neighbour Malik.

**Malik**

**Age:** 14

**Favorite Genres:** Action/Adventure & Role Playing Games/Strategy Games

**Favorite Games:** NHL & The Legend of Zelda

Malik also likes to play adventure games like Pokémon Go with his neighbour Juliette.

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- **53%** of female teen gamers most often play on their mobile device.
- **57%** of action/adventure gamers typically play online.
- **78%** of action/adventure gamers typically play with their friends.
- **48%** of teen and kid gamers often go to the movies.
- **45%** of teen and kid gamers often play card/board games.
- **44%** of male teen gamers most often play on their console.
- **More than 1/3** of teens think video games are a great way to socialize with friends/family.
- **42%** of teen and kid gamers often participate in outdoor activities.
- **30%** of teen and kid gamers often play team sports with friends/family.

Malik likes to play online to compete and play against others, to unlock options/characters, collect trophies/achievements, and play socially to interact with others.

In the past 6 months, 20% of teen gamers have purchased a subscription to a game streaming/downloading service.

In the past 6 months, 20% of teen gamers have purchased in-game content that was non-cosmetic.

In the past 6 months, 20% of teen and kid gamers have purchased a subscription to a game streaming/downloading service.

In the past 6 months, 20% of teen and kid gamers have purchased in-game content that was non-cosmetic.

In the past 6 months, 20% of teen and kid gamers have purchased a subscription to a game streaming/downloading service.

In the past 6 months, 20% of teen and kid gamers have purchased in-game content that was non-cosmetic.
Demographics

Kid Gamers (6-12)

Elijah

FAVOURITE GENRES:
Racing/Flight Games & Action/Adventure Games

FAVOURITE GAMES:
Forza Motorsport & Roblox

Talia

FAVOURITE GENRES:
Kids Oriented Role Playing Games (RPG) & Puzzle Games

FAVOURITE GAMES:
Minecraft & Angry Birds

Talia likes to play puzzle games with her siblings and her millennial mom, Naomi.

39% of male kid gamers most often play on a console

74% of racing/flight gamers play offline

In the past 6 months, 35% of Canadian gamers have purchased a new game from a store or website

37% of racing/flight gamers typically play with 2 other offline players in the room

of male kid gamers most often play on a console

74% of racing/flight gamers play offline

Racing/flight gamers typically play with 2 other offline players in the room

37% of racing/flight gamers typically play with their siblings

In the past 6 months, 35% of Canadian gamers have purchased a new game from a store or website

37% of kid and teen gamers often participate in art activities

66% of female kid gamers most often play on a mobile device

78% of kid RPG gamers play online

47% of kid RPG gamers typically play with their siblings

22% of puzzle gamers play with their parents

In the past 6 months, 30% of Canadian gamers have purchased a digital download of a full game

52% of kid and teen gamers often read on their spare time
Platform Profiles

Past 4 weeks

Most often

2012

2016

2018
94% of Canadians own a mobile device.

46% of Canadians most often play video games on a mobile device.

73% of Canadians have played a video game on a mobile device in the past 4 weeks.

54% of adult females play mobile games on a daily basis.
89% of Canadians own a computer

1/3 of boomers play video games on their computer on a daily basis

57% of Canadians have played a video game on a computer in the past 4 weeks

24% of Canadians most often play video games on a computer
60% of Canadians own a console

56% of females own a console

64% of males own a console

54% of Canadians have played a video game on a console in the past 4 weeks

26% of Canadians most often play video games on a console
Handheld

29% of Canadians own a handheld device.

Virtual Reality

8% of Canadians own a VR system.

3% of Canadians most often play on a handheld device.

18% of Canadians have played a video game on a handheld device in the past 4 weeks.

40% of Teens and Kids have used a handheld device in the past 4 weeks.

5% of Canadians have played on a VR system in the past 4 weeks.

1% of Canadians most often play on a VR system.
93% of parents agree that the ESRB rating system is useful and accurate.

80% of parents are aware of the ESRB rating system.

80% of parents check ESRB ratings.

71% of parents play video games with their children at least once a week.
ESRB Ratings

The Entertainment Software Rating Board (ESRB) is the non-profit, self regulatory body that assigns suitable ratings for video games and apps so consumers, especially parents, can make informed decisions about the video games they deem suitable for their children and family.

ESRB RATINGS HAVE THREE PARTS

1. **Rating Categories** suggest age 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 user's ability to interact, the sharing of user's location with others, if personal information may be shared with third parties, if in-app purchases of digital goods are completed, and/or unrestricted internet access is provided.

IARC

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 five rating authority participants, which collectively represents regions serving approximately 1.5 billion people, monitors to ensure accurate ratings and the system enables the prompt correction of ratings when necessary.

CLASSIFICAÇÃO INDICATIVA (CLASSIND) - BRAZIL
CLASSIFICATION BOARD - AUSTRALIA
ENTERTAINMENT SOFTWARE RATING BOARD (ESRB) - NORTH AMERICA
PAN EUROPEAN GAME INFORMATION (PEGI) - EUROPE
UNTERHALTUNGSSOFTWARE SELBSTKONTROLLE (USK) - GERMANY
GAME RATING AND ADMINISTRATION COMMITTEE (GRAC) – SOUTH KOREA

PARTICIPATING STOREFRONTS

- Google Play
- Nintendo eShop
- oculus
- PlayStation
## Canadian Video Game Industry 2017

<table>
<thead>
<tr>
<th>SIZE</th>
<th>EMPLOYMENT</th>
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</thead>
<tbody>
<tr>
<td><strong>596</strong></td>
<td>directly employed full time workers</td>
</tr>
<tr>
<td><strong>$3.7 billion</strong></td>
<td>average salary of full time workers</td>
</tr>
<tr>
<td>active studios in Canada</td>
<td>$77,300/year</td>
</tr>
</tbody>
</table>

- 596 active studios in Canada
- $3.7 billion is added to Canada’s GDP annually
- 21,700 directly employed full time workers
- $77,300/year average salary of full time workers
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 and regulatory environment is favourable for the long-term development of Canada’s video game industry.

The information in Essential Facts 2018 contains original information from: Understanding the Canadian Gamer 2018 prepared for ESAC by NPD. The report gathered data from 2579 adults (18-64), 280 teens (13-17), and 281 kids (6-12) between June 18 – June 29, 2018.

Canada’s Video Game Industry 2017 report prepared for ESAC by Nordicity gathered quantitative and qualitative data between April – June 2017 from 104 video game companies in Canada.
The ESA.Ca

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Entertainment Software Association of Canada