

POWER OF PLAY

GLOBAL REPORT 2023



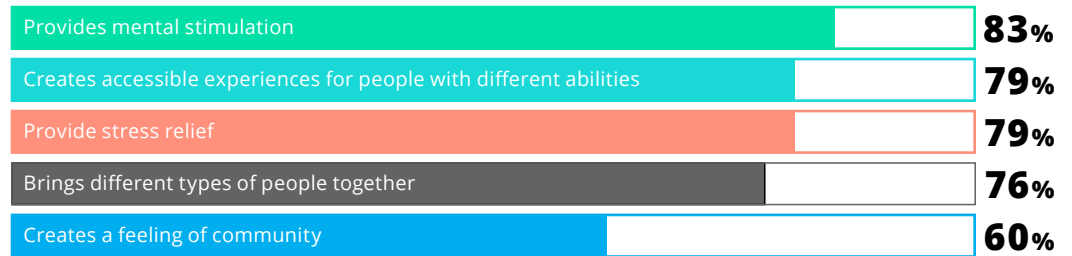
ENTERTAINMENT SOFTWARE ASSOCIATION OF CANADA

Gamers in Canada

12,847 active (weekly) gamers were surveyed across 12 markets. Here we present the findings for the 1,013 respondents in Canada.

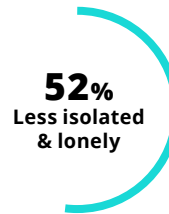
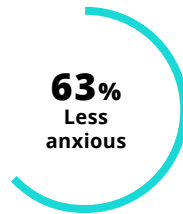
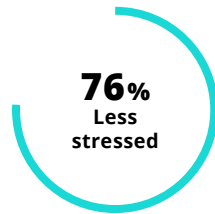
Playing Video Games...

Provides mental stimulation, is accessible to all, and offers stress relief and social connections



Reduces stress, anxiety and feelings of isolation

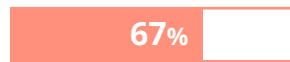
Playing video games helps me feel...



Younger gamers in Canada are more likely to feel less isolated by being connected to others through gaming

Provides a positive outlet for happiness and resilience during tough times

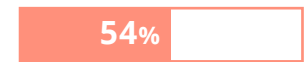
Playing video games helps me feel happier



Playing video games provides me with a healthy outlet from everyday challenges



Video games have helped me get through difficult times in my life



Encourages problem solving skills, cognition, creativity, and collaboration

Playing video games can improve...



Problem-solving skills
84%



Cognitive skills
77%



Creativity
72%

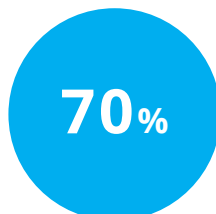


Teamwork & collaboration skills
71%

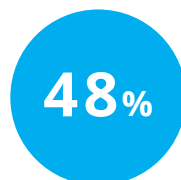


Adaptability
69%

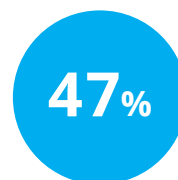
Fosters new relationships, lasting memories, and stronger connections with loved ones



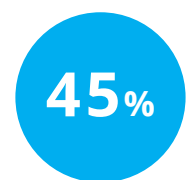
Video games can introduce people to new friends and new relationships



Video games have helped me make lasting memories



I have had positive experiences meeting people through video games that I otherwise would not have met



Video games help me stay connected to friends/family

82%



of gamers in Canada agree there is a video game for everyone

74%



play video games to have fun

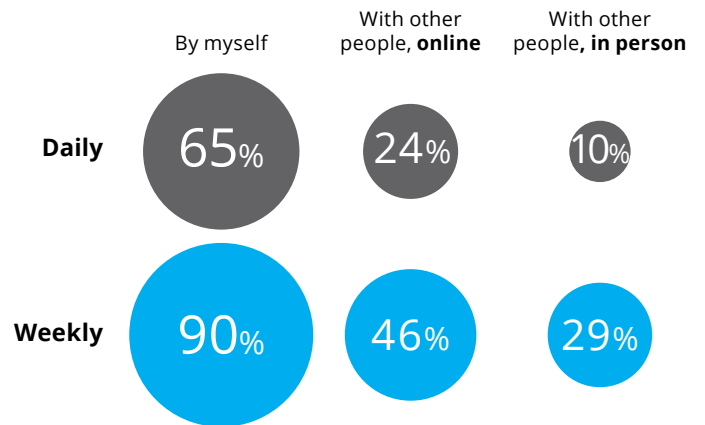
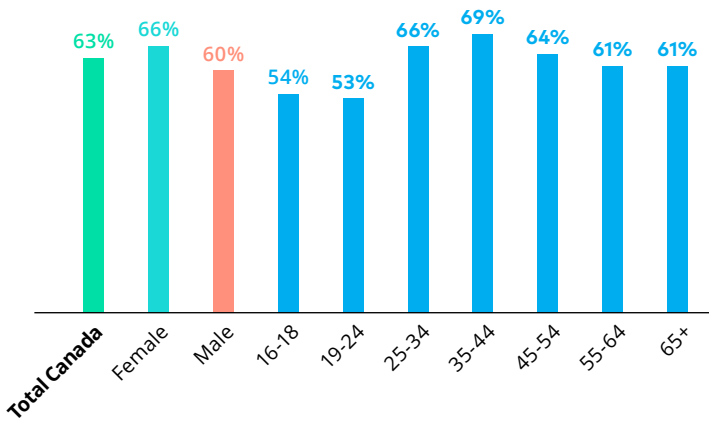
67%



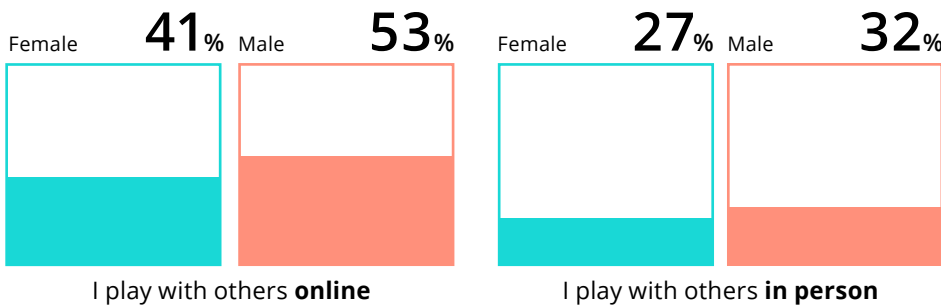
play to pass the time

Video games serve as a popular stress relief and relaxation method, more so for females

Playing alone is most common but when it comes to weekly play, almost half of gamers in Canada are playing with others online



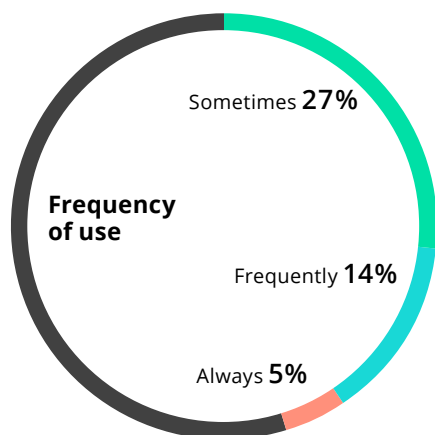
Male gamers are more likely to play with others online and in person



66%



rate their experience of playing with others online as positive



45%

of gamers use in-game communication functions

Usage is particularly high those aged 19-34

