

Video Gaming in Canada
(60-6194-01/02)

Table of Contents

A1. Which of the following items do you have in your household?..... 1

A4. Thinking about the past 4 weeks, about how often would you say you played video games of any kind? 2

A14. Which of the following statements best describes you? 3

A15. Why did you stop playing video games at one point? **Error! Bookmark not defined.**

A16. And why did you start playing video games...? (Total Mentions) **Error! Bookmark not defined.**

A17. About how old were you the first time you played a video game? 4

A1. Which of the following items do you have in your household?
used.

	Total	Gender		Age			Region				Income			Education			Player		Parent	
		Male	Female	18-34	35-54	55+	West	ON	PQ	ATL	<\$40K	\$40K - <\$80K	\$80K +	<HS/HS	Post Sec	Univ Grad	Player	Non-Player	Parent	Non-Parent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All Respondents Weighted	678	339	339	183	314	181	191	233	145	109	178	230	180	201	261	213	260	418	210	468
	500	245	255	145	200	155	190	232	144	112	128	170	136	147	188	163	189	311	146	532
A computer	416	212	204	127	171	119	162	195	117	90	91	143	129	106	161	149	176	240	131	434
	83%	87%	80%	88% E	85% E	76%	85%	84%	81%	80%	71%	84% J	95% JK	72%	85% M	91% M	93% Q	77%	89% S	82%
Internet access	383	196	187	115	162	106	149	179	108	81	77	131	124	94	147	141	164	219	122	397
	77%	80%	73%	79% E	81% E	68%	79%	77%	75%	72%	60%	78% J	91% JK	64%	78% M	87% MN	87% Q	70%	83% S	75%
A cell phone	359	177	182	109	142	108	139	173	96	76	65	123	120	91	141	127	139	220	111	375
	72%	72%	71%	75%	71%	70%	74%	75%	67%	68%	51%	73% J	88% JK	62%	75% M	78% M	73% Q	71%	76%	71%
A game console	190	110	80	79	85	26	78	92	48	41	39	72	56	61	83	46	109	82	95	163
	38%	45% B	31%	54% DE	43% E	17%	41%	40%	33%	36%	31%	42% J	41%	41% O	44% O	28%	57% Q	26%	65% S	31%
A handheld game system	117	67	50	35	64	19	47	58	32	21	25	37	39	31	50	37	70	47	83	76
	23%	27% B	20%	24% E	32% E	12%	25%	25%	22%	18%	19%	22% J	29%	21%	26% Q	23%	37% Q	15%	57% S	14%
A PDA	61	33	28	25	22	13	16	39	16	10	6	12	35	5	17	39	22	38	19	63
	12%	13%	11%	17% E	11% E	8%	8%	17% FI	11%	9%	5%	7% JK	26% JK	3%	9% M	24% MN	12% Q	12%	13%	12%
None of these	40	10	29	2	17	21	12	22	13	6	23	9	2	23	9	6	2	38	6	48
	8%	4%	11% A	2% C	8% C	13% C	6%	9%	9%	5%	18% KL	5%	1%	16% NO	5%	4%	1% P	12% P	4%	9% R

A4. Thinking about the past 4 weeks, about how often would you say you played video games of any kind?

	Total	Gender		Age			Region				Income			Education			Player		Parent	
		Male	Female	18-34	35-54	55+	West	ON	PQ	ATL	<\$40K	\$40K - <\$80K	\$80K +	<HS/HS	Post Sec	Univ Grad	Player	Non-Player	Parent	Non-Parent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: P4W video game players	260	151	109	104	109	47*	84*	90*	46*	40*	73*	92*	63*	87*	117	55*	260	-**	86*	174
Weighted	189	110	79*	79*	67*	43*	82*	88*	46*	40*	50*	68*	48*	66*	82*	41*	189	-**	60*	197
Every day	57 30%	33 30%	24 31%	20 26%	17 26%	20 46% CD	26 32%	25 28%	13 28%	14 35%	17 34%	19 27%	14 30%	21 33%	24 29%	12 28%	57 30%	0 -	14 24%	63 32%
A few days per week	76 40%	43 39%	34 43%	31 39%	28 42%	17 40%	35 42%	33 37%	20 44%	15 37%	22 44%	30 44% L	12 25%	27 41%	35 42%	14 35%	76 40%	0 -	26 43%	77 39%
Once a week	27 14%	15 14%	12 15%	14 18% E	11 16% E	1 3%	11 13%	13 15%	6 13%	8 19%	6 11%	12 18%	8 16%	8 11%	12 15%	7 18%	27 14%	0 -	9 16%	27 14%
Once every 2 weeks	13 7%	9 8%	3 4%	6 7%	5 8%	2 4%	5 6%	8 9%	2 5%	1 3%	3 5%	3 4%	6 12%	4 6%	4 5%	4 11%	13 7%	0 -	5 9%	12 6%
Once in the past 4 weeks	16 9%	11 10%	6 7%	8 10%	5 7%	3 7%	5 6%	9 11%	5 10%	3 7%	3 5%	4 7%	8 17%	6 9%	7 8%	3 8%	16 9%	0 -	5 8%	17 9%
Summary																				
Mean	15.7	15.3	16.3	14.3	14.9	19.5 CD	16.5	14.8	15.7	16.5	17.2	15.6	13.4	16.4	15.8	14.5	15.7	0	14.6	16.1

A14. Which of the following statements best describes you?

	Total	Gender		Age			Region				Income			Education			Player		Parent	
		Male	Female	18-34	35-54	55+	West	ON	PQ	ATL	<\$40K	\$40K - <\$80K	\$80K +	<HS/HS	Post Sec	Univ Grad	Player	Non-Player	Parent	Non-Parent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: P4W video game players Weighted	260	151	109	104	109	47*	84*	90*	46*	40*	73*	92*	63*	87*	117	55*	260	-**	86*	174
	189	110	79*	79*	67*	43*	82*	88*	46*	40*	50*	68*	48*	66*	82*	41*	189	-**	60*	197
I have been playing video games quite consistently for many years now	85	60	25	32	30	24	38	40	20	17	21	29	25	25	40	20	85	0	24	92
	45%	54% B	32%	40%	45%	55%	46%	46%	43%	43%	42%	43%	52%	39%	49%	48%	45%	-	40%	47%
I used to play video games, then stopped playing for a while, and now have started playing again	68	38	29	37	23	7	27	33	18	14	18	25	17	27	28	13	68	0	26	66
	36%	35%	37%	47% E	35% E	17%	33%	38%	39%	33%	36%	36%	35%	41%	34%	30%	36%	-	43%	33%
I just started playing video games in the last year or two, and have never played them before	32	10	23	10	12	10	17	13	7	7	10	13	4	12	13	7	32	0	9	35
	17%	9%	29% A	13%	18%	23%	21%	14%	14%	18%	21%	20%	9%	19%	16%	17%	17%	-	14%	18%
(DK/NS)	4 2%	2 2%	2 2%	0 -	2 3%	2 5%	0 -	2 2%	2 4%	2 5% F	1 1%	0 1%	2 4%	1 2%	1 1%	2 5%	4 2%	0 -	2 3%	4 2%

A17. About how old were you the first time you played a video game?

	Total	Gender		Age			Region				Income			Education			Player		Parent	
		Male	Female	18-34	35-54	55+	West	ON	PQ	ATL	<\$40K	\$40K - <\$80K	\$80K +	<HS/HS	Post Sec	Univ Grad	Player	Non-Player	Parent	Non-Parent
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: P4W video game players	260	151	109	104	109	47*	84*	90*	46*	40*	73*	92*	63*	87*	117	55*	260	-**	86*	174
Weighted	189	110	79*	79*	67*	43*	82*	88*	46*	40*	50*	68*	48*	66*	82*	41*	189	-**	60*	197
2 - 10 yrs	76 40%	56 51%	20 25%	60 75%	15 23%	1 2%	33 40%	33 38%	21 45%	17 43%	18 35%	25 37%	24 50%	26 39%	33 41%	17 41%	76 40%	0 -	21 36%	82 41%
11 - 20 yrs	40 21%	24 22%	16 20%	15 19%	23 34%	2 5%	20 24%	21 24%	7 14%	6 15%	13 27%	16 24%	8 17%	14 21%	19 23%	7 18%	40 21%	0 -	17 29%	37 19%
21 - 30 yrs	22 12%	10 9%	13 16%	1 1%	13 19%	8 20%	10 12%	11 12%	4 8%	6 16%	5 9%	10 15%	2 5%	4 7%	12 14%	6 14%	22 12%	0 -	7 11%	23 12%
31 - 40 yrs	16 9%	7 6%	9 11%	0 -	10 15%	6 14%	6 7%	7 8%	6 12%	4 11%	3 6%	6 8%	6 12%	3 4%	7 8%	7 16%	16 9%	0 -	8 14%	13 7%
41 - 50 yrs	10 5%	5 4%	5 6%	1 1%	3 5%	6 13%	3 3%	5 6%	3 7%	1 2%	3 6%	4 6%	3 6%	7 10%	2 3%	1 2%	10 5%	0 -	3 4%	10 5%
51 - 60 yrs	12 6%	4 4%	8 10%	0 -	1 2%	11 25%	7 8%	4 5%	2 5%	2 6%	5 11%	2 3%	3 7%	5 7%	5 6%	2 6%	12 6%	0 -	2 3%	15 7%
60+	8 4%	3 3%	5 7%	0 -	0 -	8 19%	2 3%	5 6%	2 5%	0 -	1 2%	4 6%	1 2%	5 8%	3 4%	0 -	8 4%	0 -	0 -	11 6%
(DK/NS)	5 3%	1 1%	4 5%	3 3%	1 2%	1 3%	2 3%	2 2%	1 2%	3 8%	2 4%	1 1%	1 1%	3 4%	1 1%	1 3%	5 3%	0 -	2 3%	5 3%
Summary																				
Mean	21.7	17.7	27.6 A	9.2	21.1 C	46.0 CD	21.2	22.2	21.8	19.4	22.5	21.8	19.7	24.4	20.3	20.1	21.7	0	19.2	22.5