



## More than half of Canadian adults are playing video games

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After looking at how kids and teens interact with video games, the latest Media Technology Monitor (MTM) report turns its attention to adult gamers.

More than half of Canadians (55%) reporting playing some sort of online game in the past month on any device, the most popular being mobile devices, such as smartphones and tablets (39%). A quarter say they use game consoles or computers.

Gaming is most popular among younger Canadians, with roughly seven in 10 of those under 34 years old playing games. They use all the types of devices, but as respondents age, there's a shift towards using mobile devices and away from consoles and PCs. Nearly three-quarters of gamers under the age of 50 say they have a game console. That number drops to 38% among those aged 50 to 64. Only 15% of respondents over the age of 65 have a console.

More than half of women are gaming, primarily on mobile devices, while men are more likely to use a variety of devices, especially consoles.

On average, Canadian gamers spend 8.4 hours per week playing video games. Those under 34 spend the most time, with male gamers and those who use multiple game consoles also over-indexing on the amount of time spent. Those who play on mobile devices, consoles and computers report nearly 14 hours of weekly game play.

More than half of Canadians (53%) report having a game console in their home. Households with kids are nearly twice as likely to have one as those without. Of those aged 18 to 34, 72% own a game console, followed by 74% of 35 to 49-year-olds, 38% of 50 to 64 year-olds and 15% of gamers over 65.

Nintendo is the most popular brand of game console (35% of online households), in particular with their Wii console, despite its being discontinued and more than a decade old. Sony and its PlayStation brand are in a quarter of households, followed by Microsoft and the Xbox in a fifth of households. Nearly half (45%) of game console owners, however, own devices from different manufacturers.