

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	High School or less	College / Tech school	Univ+
Sample size	1534	205	153	102	108	516	350	100	749	785	444	535	555	181	263	253	282	254	301	204	290	256	240	246	299	503	491	270	646	485	403

Regional sample sizes are unweighted. All other sample sizes, including totals, are weighted to census data. Blank cells indicate zero responses were received. Cells containing "0%" are statistically zero, though at least one response was received. *Indicates small sample size.

Q11. First, have you ever downloaded an app that features in-app purchases?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	High School or less	College / Tech school	Univ+
Yes, once or twice	25%	24%	31%	30%	35%	25%	19%	29%	26%	24%	31%	27%	17%	32%	31%	28%	26%	21%	14%	31%	32%	16%	32%	22%	18%	22%	23%	29%	20%	27%	29%
Yes, several times	24%	31%	31%	29%	18%	25%	18%	23%	25%	24%	42%	24%	10%	51%	35%	29%	20%	13%	8%	46%	24%	9%	38%	25%	11%	21%	27%	28%	22%	26%	26%
No, never	51%	45%	38%	41%	48%	51%	62%	48%	49%	53%	27%	48%	73%	17%	34%	42%	54%	66%	78%	23%	44%	75%	30%	53%	71%	57%	50%	43%	58%	47%	45%
Net: Yes	49%	55%	62%	59%	52%	49%	38%	52%	51%	47%	73%	52%	27%	83%	66%	58%	46%	34%	22%	77%	56%	25%	70%	47%	29%	43%	50%	57%	42%	53%	55%

Q12. Is this something that you have had any experience with?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	High School or less	College / Tech school	Univ+
Yes, a child in my household has made purchases without parental consent	4%	4%	5%	5%	4%	5%	3%	4%	4%	4%	5%	6%	1%	7%	4%	8%	5%	2%	1%	5%	5%	2%	6%	8%	1%	2%	5%	7%	4%	4%	5%
Yes, I have a close friend or family member (who does not live with me) who has had a child make purchases without their	9%	11%	11%	6%	9%	8%	9%	12%	12%	7%	15%	10%	5%	18%	12%	13%	6%	6%	4%	19%	13%	4%	11%	6%	6%	8%	8%	15%	8%	11%	10%
No, I have no experience with this	86%	85%	83%	88%	87%	87%	88%	84%	84%	88%	80%	84%	94%	75%	83%	79%	89%	92%	95%	76%	82%	94%	83%	87%	94%	89%	87%	79%	88%	85%	85%
Net: Yes	14%	15%	17%	12%	13%	13%	12%	16%	16%	12%	20%	16%	6%	25%	17%	21%	11%	8%	5%	24%	18%	6%	17%	13%	6%	11%	13%	21%	12%	15%	15%

Q13. Regardless of if you have personal experience with this or not, who would you say is most responsible in these cases, where a child – say between the ages of 4 and 10 – has made a purchase without the consent of their parents?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	High School or less	College / Tech school	Univ+
The parent - they should be monitoring their child more closely and adding the extra security measures on their devices	62%	62%	63%	54%	58%	60%	63%	68%	60%	64%	55%	64%	65%	51%	58%	63%	65%	69%	62%	51%	63%	64%	59%	65%	67%	62%	62%	58%	65%	62%	57%
The child - they are the ones making the purchase	3%	6%	4%	2%	2%	4%	2%	3%	3%	3%	7%	3%	1%	10%	4%	4%	2%	1%	1%	6%	3%	1%	7%	2%	1%	3%	3%	5%	4%	2%	3%
The app development company - they designed the games this way	11%	10%	8%	14%	17%	13%	9%	8%	13%	9%	14%	12%	7%	15%	14%	14%	10%	7%	7%	18%	12%	9%	11%	12%	5%	10%	12%	13%	9%	11%	14%
The app store (Google Play, iTunes, Amazon Store) - they should have more mechanisms in place to prevent unauthorized purchases	24%	22%	25%	30%	23%	23%	26%	21%	24%	24%	24%	22%	27%	23%	24%	19%	24%	23%	30%	24%	22%	26%	23%	21%	27%	25%	23%	23%	22%	26%	26%

Q14. Thinking about this issue in Canada, which of the following would you say is closer to your opinion regarding the role of government in this industry?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	High School or less	College / Tech school	Univ+
This isn't the place for government agencies. This issue should be handled between companies and consumers, and by parents being more aware of the risks of their children downloading certain games	52%	54%	53%	59%	56%	56%	42%	52%	46%	57%	57%	52%	47%	56%	57%	51%	53%	50%	45%	52%	45%	41%	60%	61%	52%	52%	48%	51%	53%	50%	51%
The federal government should step in with regulations to ensure there are sufficient security measures to prevent in-app purchases by children without their parent's consent	48%	46%	47%	41%	44%	44%	58%	48%	54%	43%	43%	48%	53%	44%	43%	49%	47%	50%	55%	48%	55%	59%	40%	39%	48%	48%	52%	49%	47%	50%	49%

Q15. [Games that are designed for children or 'all-ages' should not allow in-app purchases] Agreement

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	High School or less	College / Tech school	Univ+
Agree strongly	49%	48%	33%	47%	41%	46%	61%	51%	44%	53%	35%	47%	61%	36%	35%	46%	48%	57%	65%	32%	45%	54%	38%	50%	67%	52%	47%	46%	51%	48%	46%
Agree moderately	26%	23%	32%	25%	26%	28%	21%	29%	29%	23%	32%	26%	21%	31%	32%	26%	26%	20%	22%	34%	28%	27%	30%	25%	16%	23%	28%	28%	24%	26%	29%
Disagree moderately	13%	18%	18%	21%	10%	14%	9%	8%	16%	11%	21%	13%	7%	19%	22%	14%	12%	9%	6%	24%	15%	11%	18%	11%	4%	11%	16%	15%	12%	14%	15%
Disagree strongly	4%	3%	6%	2%	3%	4%	4%	4%	4%	4%	6%	5%	3%	7%	5%	4%	5%	1%	4%	6%	5%	2%	5%	4%	3%	4%	4%	5%	3%	6%	4%
Not sure/Can't say	8%	8%	10%	6%	19%	8%	5%	8%	6%	10%	6%	9%	8%	7%	6%	10%	8%	13%	4%	4%	7%	6%	9%	10%	10%	10%	6%	10%	6%	6%	6%
Top2box	75%	71%	65%	72%	67%	74%	82%	80%	74%	76%	67%	74%	82%	67%	67%	72%	75%	77%	86%	67%	72%	81%	68%	75%	83%	75%	75%	74%	75%	74%	75%
Bottom2box	17%	21%	24%	22%	14%	18%	13%	12%	21%	14%	26%	18%	10%	26%	27%	18%	18%	10%	10%	30%	21%	13%	23%	15%	7%	15%	20%	20%	15%	20%	19%

Q15. [If parents don't want their children making in-app purchases, they shouldn't let their children play with mobile devices] Agreement

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	High School or less	College / Tech school	Univ+
Agree strongly	44%	45%	49%	40%	34%	45%	44%	39%	43%	45%	40%	42%	49%	38%	42%	37%	47%	49%	49%	40%	41%	48%	41%	43%	50%	47%	43%	37%	48%	45%	37%
Agree moderately	29%	26%	24%	31%	29%	30%	32%	29%	30%	28%	32%	31%	25%	33%	31%	32%	30%	25%	24%	33%	32%	27%	31%	31%	23%	29%	31%	32%	27%	28%	33%
Disagree moderately	17%	20%	16%	20%	17%	15%	16%	20%	17%	17%	16%	16%	18%	15%	18%	19%	13%	17%	19%	16%	17%	17%	17%	15%	18%	14%	18%	19%	14%	19%	20%
Disagree strongly	6%	6%	6%	5%	11%	6%	4%	9%	6%	6%	7%	6%	5%	11%	5%	6%	6%	6%	4%	8%	6%	4%	7%	5%	5%	4%	6%	9%	6%	5%	6%
Not sure/Can't say	4%	4%	4%	3%	9%	4%	4%	4%	4%	5%	4%	5%	4%	3%	4%	5%	4%	3%	4%	3%	4%	4%	5%	5%	4%	6%	3%	3%	5%	3%	4%
Top2box	73%	70%	73%	71%	63%	74%	76%	68%	73%	73%	72%	73%	74%	71%	73%	69%	77%	74%	73%	73%	73%	75%	72%	74%	73%	76%	74%	69%	75%	73%	70%
Bottom2box	23%	26%	22%	25%	27%	21%	20%	29%	23%	22%	24%	22%	23%	25%	22%	25%	19%	22%	23%	24%	23%	22%	23%	21%	23%	18%	24%	28%	20%	24%	25%

Q15. [Younger children can't be held accountable, but those over age 10 should know better than to make purchases on their parents' mobile devices] Agreement

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High School or less	College / Tech school	Univ+
Agree strongly	34%	29%	29%	23%	35%	32%	44%	24%	33%	34%	32%	32%	37%	35%	29%	30%	33%	33%	40%	29%	32%	36%	34%	31%	38%	38%	32%	29%	37%	35%	27%
Agree moderately	38%	39%	43%	50%	36%	39%	32%	47%	39%	38%	39%	39%	38%	37%	40%	40%	38%	44%	32%	40%	38%	38%	37%	40%	37%	35%	41%	41%	36%	38%	43%
Disagree moderately	14%	18%	17%	16%	14%	14%	12%	13%	14%	14%	17%	15%	11%	17%	16%	17%	13%	14%	10%	18%	15%	11%	15%	16%	12%	12%	16%	17%	13%	15%	16%
Disagree strongly	8%	10%	7%	8%	5%	9%	8%	11%	10%	7%	7%	9%	9%	6%	7%	8%	9%	6%	12%	10%	9%	11%	5%	9%	8%	10%	7%	10%	8%	9%	9%
Not sure/Can't say	5%	5%	5%	4%	10%	6%	4%	5%	4%	6%	6%	5%	5%	4%	7%	5%	6%	4%	6%	3%	5%	4%	8%	5%	6%	5%	3%	7%	4%	5%	
Top2box	72%	68%	72%	73%	71%	71%	76%	71%	71%	73%	70%	71%	74%	72%	69%	70%	71%	77%	72%	69%	71%	74%	71%	71%	75%	73%	73%	70%	73%	73%	70%
Bottom2box	23%	27%	24%	24%	18%	23%	20%	24%	24%	21%	24%	24%	21%	24%	24%	25%	23%	20%	21%	28%	24%	22%	20%	24%	19%	22%	23%	27%	21%	23%	25%