

	Total	Download APP features In-App				Experience			
		Yes, once or twice	Yes, several times	Total Yes	No, never	Yes, a child in my Household	Yes, a close friend or family member	Total Yes	No
Sample size	1534	380	374	753	781	66*	144	209	1325

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	Download APP features In-App Purchase				Experience			
		Yes, once or twice	Yes, several times	Total Yes	No, never	Yes, a child in my Household	Yes, a close friend or family member	Total Yes	No
Yes, once or twice	25%	100%		50%		34%	33%	33%	23%
Yes, several times	24%		100%	50%		48%	47%	47%	21%
No, never	51%				100%	18%	20%	20%	56%
Net: Yes	49%	100%	100%	100%		82%	80%	80%	44%

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

	Total	Download APP features In-App Purchase				Experience			
		Yes, once or twice	Yes, several times	Total Yes	No, never	Yes, a child in my Household	Yes, a close friend or family member	Total Yes	No
Yes, a child in my household has made purchases without parental consent	4%	6%	8%	7%	2%	100%		31%	
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%	12%	18%	15%	4%		100%	69%	
No, I have no experience with this	86%	82%	74%	78%	95%				100%
Net: Yes	14%	18%	26%	22%	5%	100%	100%	100%	

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?

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		Yes, once or twice	Yes, several times	Total Yes	No, never	Yes, a child in my Household	Yes, a close friend or family member	Total Yes	No
The parent - they should be monitoring their child more closely and adding the extra security measures on their devices	62%	59%	59%	59%	64%	40%	54%	50%	64%
The child - they are the ones making the purchase	3%	2%	7%	4%	2%	13%	11%	11%	2%
The app development company - they designed the games this way	11%	12%	13%	12%	9%	26%	11%	16%	10%
The app store (Google Play, iTunes, Amazon Store) - they should have more mechanisms in place to prevent unauthorized purchases	24%	27%	21%	24%	24%	21%	24%	23%	24%

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?

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		Yes, once or twice	Yes, several times	Total Yes	No, never	Yes, a child in my Household	Yes, a close friend or family member	Total Yes	No
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%	49%	61%	55%	49%	49%	46%	47%	52%
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%	51%	39%	45%	51%	51%	54%	53%	48%

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

	Total	Download APP features In-App Purchase				Experience			
		Yes, once or twice	Yes, several times	Total Yes	No, never	Yes, a child in my Household	Yes, a close friend or family member	Total Yes	No
Agree strongly	49%	45%	34%	40%	58%	47%	46%	47%	49%
Agree moderately	26%	31%	30%	31%	21%	27%	30%	29%	25%
Disagree moderately	13%	15%	25%	20%	7%	15%	15%	15%	13%
Disagree strongly	4%	4%	7%	6%	3%	7%	4%	5%	4%
Not sure/Can't say	8%	4%	4%	4%	11%	3%	5%	4%	8%
Top2box	75%	76%	64%	70%	79%	74%	76%	76%	75%
Bottom2box	17%	20%	32%	26%	10%	23%	19%	20%	17%

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

	Total	Download APP features In-App Purchase				Experience			
		Yes, once or twice	Yes, several times	Total Yes	No, never	Yes, a child in my Household	Yes, a close friend or family member	Total Yes	No
Agree strongly	44%	40%	42%	41%	47%	29%	44%	39%	45%
Agree moderately	29%	27%	31%	29%	29%	29%	24%	26%	30%
Disagree moderately	17%	21%	18%	19%	14%	25%	24%	24%	16%
Disagree strongly	6%	9%	7%	8%	4%	15%	5%	9%	5%
Not sure/Can't say	4%	3%	2%	2%	6%	1%	2%	2%	5%
Top2box	73%	68%	73%	70%	76%	58%	68%	65%	74%
Bottom2box	23%	30%	25%	27%	18%	41%	29%	33%	21%

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	Download APP features In-App Purchase				Experience			
		Yes, once or twice	Yes, several times	Total Yes	No, never	Yes, a child in my Household	Yes, a close friend or family member	Total Yes	No
Agree strongly	34%	33%	32%	32%	35%	44%	26%	32%	34%
Agree moderately	38%	40%	43%	42%	35%	27%	44%	38%	39%
Disagree moderately	14%	16%	15%	16%	13%	17%	24%	22%	13%
Disagree strongly	8%	9%	7%	8%	9%	8%	5%	6%	9%
Not sure/Can't say	5%	2%	3%	3%	8%	5%	2%	3%	6%
Top2box	72%	73%	75%	74%	70%	70%	69%	70%	72%
Bottom2box	23%	25%	21%	23%	22%	25%	29%	27%	22%