VIDEOGAMES IN EUROPE: CONSUMER STUDY

Czech Republic

November 2012
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RESEARCH OVERVIEW

The European Consumer Study is a multi-country survey run by Ipsos MediaCT, in partnership with the Interactive Software Federation of Europe (ISFE). It is designed to provide a better understanding of the societal context in which games are being played today in 16 European countries. The study used a combination of online self-completion survey and offline interviews and targeted respondents aged between 16 and 64.

For the purposes of this report, ‘Gamers’ are defined as anyone who has played a game on any of the devices and formats listed below in the past 12 months.

In Czech Republic, 651 respondents completed an online survey over a two week period in October 2012.

The data was weighted to a profile of online gamers using data from an offline omnibus survey.

GAMING FORMATS AND DEVICES COVERED

<table>
<thead>
<tr>
<th>APPS</th>
<th>ONLINE</th>
<th>PACKAGED</th>
</tr>
</thead>
<tbody>
<tr>
<td>FREE APPS</td>
<td>SOCIAL</td>
<td>(DISC/CARTRIDGE)</td>
</tr>
<tr>
<td>PAID APPS</td>
<td>FREE DOWNLOAD</td>
<td>NEW</td>
</tr>
<tr>
<td>PAID EXTRAS</td>
<td>PAID DOWNLOAD</td>
<td>PRE OWNED</td>
</tr>
<tr>
<td></td>
<td>PAID EXTRAS</td>
<td>RENTAL</td>
</tr>
<tr>
<td></td>
<td>MULTIPLAYER</td>
<td></td>
</tr>
<tr>
<td></td>
<td>WEBSITE</td>
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</table>

<table>
<thead>
<tr>
<th>CONSOLE</th>
<th>PORTABLE</th>
<th>MOBILE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PS2</td>
<td>DS</td>
<td>iPhone</td>
</tr>
<tr>
<td>PS3</td>
<td>PlayStation Portable</td>
<td>iPod touch</td>
</tr>
<tr>
<td>XBOX 360</td>
<td>Wii</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TABLET</th>
<th>COMPUTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>iPad</td>
<td></td>
</tr>
</tbody>
</table>

Ipsos MediaCT
OVERVIEW OF GAMING

56%

of the online population aged 16 to 64 years old in Czech Republic have played a game in the past 12 months

TYPES OF GAMES PLAYED: BY AGE AND GENDER

ANY Video Gaming

Males 16-34

Males 35-64

Females 16-34

Females 35-64

ANY Packaged

ANY Apps

ANY Online

GAMING AND THE FAMILY

49%

of parents have children who play games

PARENTS OF CHILDREN WHO PLAY GAMES

Play games with

their children

Don’t play games

with their children

Their children
don’t play games

EFFECT OF GAMES ON CHILDREN: PARENTS OF CHILDREN WHO PLAY GAMES

Have fun

Competitive

Creative

Develop skills

Spend time alone

Informed

Social

Aggressive

PERCEPTIONS OF GAMING

Very interested

Fairly interested

Not very interested

Not at all interested

Don’t know

TOP 3 WORDS ASSOCIATED WITH GAMING

ALL ONLINE

GAMERS

1. Entertaining

2. Good at providing escapism

3. Competitive

PEGI RATING SYSTEM

28%

aware of PEGI age rating symbols

16%

aware of PEGI content symbols

56%

agree PEGI ratings should apply to app games

54%

agree PEGI ratings should apply to games on social network sites

% AGREE WITH STATEMENT THE MOST

24%

24%

43%

4%

28%

The age rating system for videogames should be stricter overall than that used for movies

The age rating system for videogames and movies should be equally strict

The age rating system for movies should be stricter overall than that used for videogames

Don’t know

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The age rating system for videogames and movies should be equally strict

The age rating system for movies should be stricter overall than that used for videogames

Don’t know
KEY HEADLINES

1. **Incidence of gaming amongst the online population is at 56%**
   The profile of gamers is skewed towards males, with a large proportion of gamers in the 16-24 age group.

   Online is the most popular form of gaming amongst the online population.

   More than 1 in 4 adults are playing weekly. For non-gamers, a lack of interest in the category is the main barrier.

2. **34% of the online population are very or fairly interested in gaming**
   Gaming is most commonly perceived as an entertaining activity amongst the online population, and gamers in particular.

   A higher percentage of gamers than non-gamers are interested in nearly all other activities.

   There is a strong interest in browsing the Internet amongst gamers (88% vs. 73% non-gamers). Gamers are also more likely to be interested in the latest technology (65% vs. 37% non-gamers) and taking part in sports (49% vs. 38% non-gamers).

3. **31% of parents play games with their children**
   A third of those playing games with their children do so for the educational benefits.

   Many parents see gaming as having a positive impact on their child(ren) beyond having fun, with 47% believing it encourages them to develop their skills more.

   37% believe gaming encourages children to be less aggressive, whereas half as many (18%) say it encourages them to be more aggressive.

4. **The majority of children aged 6-15 are buying or receiving games**
   46% of children aged 10-15 have bought a game for themself.

   9 in 10 parents of children aged 6-9, and 8 in 10 parents of children aged 10-15, consider themselves to be ‘quite’ or ‘very’ knowledgeable about the games that child plays.

   55% of children aged 10-15 are sometimes or often playing games with an age rating higher than their age, according to their parents. The same is true for 37% of children aged 6-9.

5. **28% of the online population recognise PEGI age rating symbols**
   More than half agree that PEGI ratings should be applied to app games and games on social network sites, as well as packaged games.

   1 in 4 believe that the age rating system for games should be stricter than movies, and 43% believe the same level of strictness should be applied to both.
GAMING: WHO, WHAT AND HOW?
WHO PLAYS VIDEOGAMES? (ALL ONLINE RESPONDENTS)

56% of the online population aged 16 to 64 years old in Czech Republic have played a game in the past 12 months.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male (%)</th>
<th>Female (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-19</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>20-24</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>25-34</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td>35-44</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>45-54</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>55-64</td>
<td>7%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Incidence of gaming amongst the online population in Czech Republic is at 56%.

The profile of gamers is skewed towards MALES, with a large proportion of gamers in the 16-24 age group.
FREQUENCY OF GAMING (ALL ONLINE RESPONDENTS)

![FREQUENCY OF GAMING Chart]

- **Weekly**: 27%
- **Monthly**: 12%
- **Less frequently**: 17%
- **Never**: 44%

TOP 5 REASONS FOR NOT GAMING

1. Not interested in them: 67%
2. No time to play them: 44%
3. More interested in other hobbies: 41%
4. Don't have a console at home: 21%
5. Too old to play them: 13%

TYPES OF GAMES PLAYED (ALL ONLINE RESPONDENTS)

- **ANY Video Gaming**: 56%
- **ANY Packaged**: 26%
- **ANY Apps**: 20%
- **ANY Online**: 48%
  - Websites: 32%
  - Downloads: 29%
  - Social: 22%
  - Multiplayer Online: 15%

More than 1 in 4 adults are playing games on a weekly basis. For non-gamers, a lack of interest in the category is the main barrier. **Online** is by far the most popular form of gaming amongst the online population.
### TYPES OF GAMES PLAYED:
#### BY AGE AND GENDER

<table>
<thead>
<tr>
<th>Type</th>
<th>16-34 Males</th>
<th>35-64 Males</th>
<th>16-34 Females</th>
<th>35-64 Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANY Video Gaming</td>
<td>56%</td>
<td>79%</td>
<td>52%</td>
<td>54%</td>
</tr>
<tr>
<td>ANY Packaged</td>
<td>26%</td>
<td>47%</td>
<td>27%</td>
<td>20%</td>
</tr>
<tr>
<td>ANY Apps</td>
<td>20%</td>
<td>41%</td>
<td>16%</td>
<td>19%</td>
</tr>
<tr>
<td>ANY Online</td>
<td>48%</td>
<td>69%</td>
<td>43%</td>
<td>48%</td>
</tr>
<tr>
<td>Websites</td>
<td>32%</td>
<td>45%</td>
<td>27%</td>
<td>35%</td>
</tr>
<tr>
<td>Downloads</td>
<td>27%</td>
<td>50%</td>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>Social</td>
<td>12%</td>
<td>33%</td>
<td>17%</td>
<td>32%</td>
</tr>
<tr>
<td>Multiplayer Online</td>
<td>11%</td>
<td>32%</td>
<td>15%</td>
<td>32%</td>
</tr>
</tbody>
</table>

Czech Republic

Incidence of gaming is consistently highest amongst **MALES AGED 16-34**, with the difference most evident in App (41% vs. 20% Total) and Multiplayer Online games (32% vs. 15% Total).

For **SOCIAL** gaming, females are as active as males in the 16-34 age group.

**FEMALES AGED 16-34** are slightly more active than older males in Online gaming (48% vs. 43% Males aged 35-64).
GAMES PLAYED: FREE OR PAID FOR (ALL ONLINE RESPONDENTS)

% of the online population playing each type of game

- **Apps**
  - Free: 20%
  - Paid for: 18%

- **Multiplayer online**
  - Free: 15%
  - Paid for: 6%

- **Downloads**
  - Free: 29%
  - Paid for: 12%

**TYPES OF VIDEOGAMES PURCHASED IN THE LAST 12 MONTHS (ALL ONLINE RESPONDENTS)**

- **37%** Have bought a game
  - 19% New games on disc or cartridge
  - 11% Online games (download/subscription/extras)
  - 7% Secondhand games on disc or cartridge
  - 6% Games apps

A quarter of those active in the APP gaming category are playing games that have been paid for.

37% of the online population have bought a game in the last 12 months.

Of those buying games, around **HALF** have bought a new packaged game.
DEVICES USED TO PLAY GAMES (ALL ONLINE RESPONDENTS)

NET Console: 16%
NET Portable games device: 8%
NET Computer: 49%
NET Mobile device: 25%

MOST USED (ALL GAMERS)

PC 45%
Laptop 30%
Android Smartphone 6%
Netbook 4%
Other Smartphone 3%

MOST USED (AMONGST PARENTS WHO PLAY GAMES WITH THEIR CHILDREN)

PC 40%
Laptop 25%
Android Smartphone 7%
Other Smartphone 7%
Xbox 360 4%

COMPUTERS (laptops and PCs) are the most commonly used devices for gaming.

Amongst gamers, computers (laptops and PCs) and Smartphones are the most used devices for gaming.

23% of the online population have played a game on a SMARTPHONE in the past 12 months.
90% of gamers play games online

WHEN PLAYING CONNECTED TO THE INTERNET, WHO DO YOU PLAY WITH? (ALL GAMERS)

- 31% Always play on my own
- 23% Play on my own most of the time
- 21% Sometimes on my own/sometimes with other online players
- 10% Play with other online players most of the time
- 4% Always play with other online players
- 9% Never play games online

WHEN PLAYING WITH OTHERS ONLINE, WHO ARE THE OTHERS?

- 56% Online strangers
- 40% Friends (met in real life)
- 27% Family/relatives
- 24% Friends (not met in real life)
PERCEPTIONS OF GAMING
INTEREST IN GAMING (ALL ONLINE RESPONDENTS)

- 34% Fairly/very interested
- 64% Not very/at all interested

WORDS ASSOCIATED WITH GAMING: TOP 5 SELECTED

<table>
<thead>
<tr>
<th></th>
<th>ALL ONLINE</th>
<th>GAMERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Entertaining</td>
<td>39%</td>
<td>52%</td>
</tr>
<tr>
<td>2 Good at providing escapism</td>
<td>34%</td>
<td>44%</td>
</tr>
<tr>
<td>3 Competitive</td>
<td>30%</td>
<td>38%</td>
</tr>
<tr>
<td>4 Fun</td>
<td>18%</td>
<td>27%</td>
</tr>
<tr>
<td>5 Informative/educational</td>
<td>6%</td>
<td>9%</td>
</tr>
</tbody>
</table>

34% of the online population say they are very or fairly interested in gaming.

Gaming is most commonly perceived as an ENTERTAINING activity amongst the online population, and gamers in particular.
BROADER MEDIA AND ACTIVITIES INTEREST:
(FAIRLY/VERY INTERESTED)

<table>
<thead>
<tr>
<th>Activity</th>
<th>All</th>
<th>Males 16-34</th>
<th>Males 35-64</th>
<th>Females 16-34</th>
<th>Females 35-64</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>81%</td>
<td>87%</td>
<td>76%</td>
<td>90%</td>
<td>77%</td>
</tr>
<tr>
<td>News/current affairs</td>
<td>80%</td>
<td>74%</td>
<td>86%</td>
<td>75%</td>
<td>80%</td>
</tr>
<tr>
<td>Film</td>
<td>76%</td>
<td>85%</td>
<td>63%</td>
<td>82%</td>
<td>78%</td>
</tr>
<tr>
<td>Travelling</td>
<td>76%</td>
<td>69%</td>
<td>68%</td>
<td>82%</td>
<td>84%</td>
</tr>
<tr>
<td>Music</td>
<td>75%</td>
<td>74%</td>
<td>65%</td>
<td>88%</td>
<td>76%</td>
</tr>
<tr>
<td>Television</td>
<td>63%</td>
<td>50%</td>
<td>68%</td>
<td>67%</td>
<td>63%</td>
</tr>
<tr>
<td>Literature/art</td>
<td>54%</td>
<td>36%</td>
<td>44%</td>
<td>59%</td>
<td>71%</td>
</tr>
<tr>
<td>The latest technology</td>
<td>52%</td>
<td>73%</td>
<td>68%</td>
<td>34%</td>
<td>35%</td>
</tr>
<tr>
<td>Sport (taking part)</td>
<td>44%</td>
<td>62%</td>
<td>45%</td>
<td>48%</td>
<td>29%</td>
</tr>
<tr>
<td>Gaming</td>
<td>34%</td>
<td>62%</td>
<td>27%</td>
<td>26%</td>
<td>29%</td>
</tr>
<tr>
<td>News about celebs/famous</td>
<td>26%</td>
<td>16%</td>
<td>17%</td>
<td>37%</td>
<td>34%</td>
</tr>
<tr>
<td>Going out to bars/clubs</td>
<td>22%</td>
<td>38%</td>
<td>12%</td>
<td>38%</td>
<td>11%</td>
</tr>
</tbody>
</table>
# Broader Media and Activities Interest: Difference Between Gamers and Non-Gamers

<table>
<thead>
<tr>
<th>Activity</th>
<th>All</th>
<th>Gamers</th>
<th>Non-gamers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>81%</td>
<td>88%</td>
<td>73%</td>
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<tr>
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<td>76%</td>
</tr>
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<td>83%</td>
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</tr>
<tr>
<td>Travelling</td>
<td>76%</td>
<td>76%</td>
<td>76%</td>
</tr>
<tr>
<td>Music</td>
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<td>78%</td>
<td>70%</td>
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<td>66%</td>
<td>59%</td>
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<tr>
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<td>54%</td>
<td>53%</td>
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<tr>
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<td>25%</td>
<td>18%</td>
</tr>
</tbody>
</table>

A higher percentage of gamers than non-gamers are interested in nearly all other activities. There is a strong interest in browsing the **Internet** amongst gamers (88% vs. 73% non-gamers). Gamers are also more likely to be interested in **Technology** (65% vs. 37% non-gamers) and taking part in **Sports** (49% vs. 38% non-gamers).
WORDS ASSOCIATED WITH MEDIA/ACTIVITIES
(ALL ONLINE RESPONDENTS)

## Czech Republic

### Entertainment
- Internet: 52%
- Film: 63%
- Music: 49%
- Literature/Art: 30%
- Sport (taking part): 30%
- News about celebs/famous: 24%

### Informational
- Internet: 19%
- Film: 21%
- Music: 17%
- Literature/Art: 35%
- Sport (taking part): 19%
- News about celebs/famous: 20%

### Immersive
- Internet: 34%
- Film: 49%
- Music: 39%
- Literature/Art: 34%
- Sport (taking part): 24%
- News about celebs/famous: 4%

### Fun
- Internet: 11%
- Film: 9%
- Music: 7%
- Literature/Art: 11%
- Sport (taking part): 4%
- News about celebs/famous: 7%

### Good at providing escapism
- News/current affairs: 12%
- Travelling: 14%
- The latest technology: 14%
- Gaming: 39%
- Going out to bars/clubs: 36%

### Sociable
- News/current affairs: 17%
- Travelling: 22%
- The latest technology: 21%
- Gaming: 34%
- Going out to bars/clubs: 25%

### Family orientated
- News/current affairs: 5%
- Travelling: 52%
- The latest technology: 5%
- Gaming: 4%
- Going out to bars/clubs: 4%

### Competitive
- Travelling: 18%
- The latest technology: 14%
- Gaming: 18%
- Going out to bars/clubs: 30%

---

**Most commonly selected category for each word**
Gamers are more likely to associate a range of words with the activity than non-gamers. Amongst non-gamers, gaming is most commonly described as **ENTERTAINING** and **GOOD AT PROVIDING ESCAPISM**.
49% of parents have children who play games. Of these, more than 6 in 10 play with their children (31% parents play games with their children vs. 17% don’t).

The most common reason parents play games with children is because they are *asked to*. A third of those playing games with their children do so for the *educational benefits*. 

### Reasons Parents Play Games with Their Children

- **They ask me to**: 42%
- **To monitor what games they play**: 35%
- **Educational benefits**: 33%
- **I enjoy playing with them**: 28%
- **To monitor how long they play for**: 27%
- **It’s a fun activity for all the family**: 25%
- **To spend time with them**: 24%
- **Health and fitness benefits**: 12%
Parents of children who play games and non-parents associate a similar range of words with gaming. Parents of children who play games are more likely to describe gaming as an **INFORMATIVE / EDUCATIONAL** activity (9% vs. 5% Non-parents).
EFFECT OF GAMES ON CHILDREN: (PARENTS OF CHILDREN WHO PLAY GAMES)

<table>
<thead>
<tr>
<th></th>
<th>More</th>
<th>No difference</th>
<th>Less</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have fun</td>
<td>78%</td>
<td>2%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Competitive</td>
<td>58%</td>
<td>11%</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>Creative</td>
<td>49%</td>
<td>11%</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>Develop skills</td>
<td>47%</td>
<td>9%</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>Spend time alone</td>
<td>33%</td>
<td>23%</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>Informed</td>
<td>22%</td>
<td>36%</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>Social</td>
<td>22%</td>
<td>31%</td>
<td>37%</td>
<td></td>
</tr>
<tr>
<td>Aggressive</td>
<td>18%</td>
<td>34%</td>
<td>37%</td>
<td></td>
</tr>
</tbody>
</table>

WORDS ASSOCIATED WITH GAMING:

PARENTS OF CHILDREN WHO PLAY GAMES

Informative/educational 9%
Family orientated 2%

PARENTS OF CHILDREN WHO DON’T PLAY GAMES

Informative/educational 7%
Family orientated 1%

Many parents see gaming as having a positive impact on their child(ren) beyond having fun, with 47% believing it encourages them to DEVELOP THEIR SKILLS more.

49% believe it encourages them to be more CREATIVE.
37% believe gaming encourages children to be LESS AGGRESSIVE, whereas half as many (18%) say it encourages them to be more aggressive.
### Whether Parents Buy Their Youngest Child’s Games

<table>
<thead>
<tr>
<th>Age of Child</th>
<th>Never (+child doesn’t buy/receive)</th>
<th>Sometimes</th>
<th>Most of the time</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 and under</td>
<td>68%</td>
<td>8%</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>6 to 9</td>
<td>33%</td>
<td>11%</td>
<td>34%</td>
<td>19%</td>
</tr>
<tr>
<td>10 to 15</td>
<td>17%</td>
<td>18%</td>
<td>31%</td>
<td>24%</td>
</tr>
</tbody>
</table>

*Parents were asked in reference to their YOUNGEST child only

**Note low base sizes for this question (n < 50)

### Whether the Child is Present During Purchase

<table>
<thead>
<tr>
<th>Age of Child</th>
<th>Don’t buy games for youngest child</th>
<th>Never</th>
<th>Sometimes</th>
<th>Most of the time</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 and under</td>
<td>76%</td>
<td>4%</td>
<td>10%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>6 to 9</td>
<td>43%</td>
<td>7%</td>
<td>25%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>10 to 15</td>
<td>35%</td>
<td>12%</td>
<td>17%</td>
<td>28%</td>
<td></td>
</tr>
</tbody>
</table>

*Parents were asked in reference to their YOUNGEST child only

**Note low base sizes for this question (n < 50)

The majority of children aged 6 and above are buying or receiving games. Just under HALF of parents of children aged 6 and above rarely/never buy that child’s games.
### WHETHER CHILD BUYS THEIR OWN GAMES **

<table>
<thead>
<tr>
<th>AGE OF CHILD*</th>
<th>Never (child doesn’t receive games)</th>
<th>Never (but do receive games)</th>
<th>Rarely</th>
<th>Sometimes</th>
<th>Most of the time</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 and under</td>
<td>68%</td>
<td>27%</td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 to 9</td>
<td>33%</td>
<td>52%</td>
<td>6%</td>
<td>4%</td>
<td></td>
<td>4%</td>
</tr>
<tr>
<td>10 to 15</td>
<td>17%</td>
<td>33%</td>
<td>22%</td>
<td>14%</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

### HOW KNOWLEDGEABLE PARENTS ARE ABOUT THE GAMES THEIR CHILD PLAYS **

<table>
<thead>
<tr>
<th>AGE OF CHILD*</th>
<th>Child doesn’t play</th>
<th>Not at all</th>
<th>Not very</th>
<th>Quite</th>
<th>Very</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 and under</td>
<td>26%</td>
<td>4%</td>
<td>13%</td>
<td>56%</td>
<td></td>
</tr>
<tr>
<td>6 to 9</td>
<td>4%</td>
<td>45%</td>
<td>46%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 to 15</td>
<td>5%</td>
<td>11%</td>
<td>52%</td>
<td>30%</td>
<td></td>
</tr>
</tbody>
</table>

*Parents were asked in reference to their YOUNGEST child only

**Note low base sizes for this question (n < 50)

46% of children aged 10-15 have bought a game for themself.

9 in 10 parents of children aged 6-9, and 8 in 10 parents of children aged 10-15, consider themselves to be ‘quite’ or ‘very’ knowledgeable about the games that child plays.
### WHETHER CHILD PLAYS GAMES WITH A HIGHER AGE RATING THAN THEIR AGE **

**Parents were asked in reference to their YOUNGEST child only**

**Note low base sizes for this question (n < 50)**

<table>
<thead>
<tr>
<th>AGE OF CHILD*</th>
<th>Child doesn’t play games</th>
<th>Rarely</th>
<th>Don’t know</th>
<th>Sometimes</th>
<th>Never</th>
<th>Often</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 and under</td>
<td>26%</td>
<td>40%</td>
<td>19%</td>
<td>11%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>6 to 9</td>
<td>16%</td>
<td>29%</td>
<td>17%</td>
<td>35%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 to 15</td>
<td>8%</td>
<td>17%</td>
<td>19%</td>
<td>48%</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>

### WHETHER CHILD PLAY GAMES WITH HIGHER AGE RATING THAN THEIR AGE AT A FRIEND’S HOME **

<table>
<thead>
<tr>
<th>AGE OF CHILD*</th>
<th>Don’t know</th>
<th>No, never</th>
<th>Yes, rarely</th>
<th>Yes, sometimes</th>
<th>Yes, often</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 and under</td>
<td>33%</td>
<td>20%</td>
<td>21%</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>6 to 9</td>
<td>20%</td>
<td>30%</td>
<td>42%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>10 to 15</td>
<td>24%</td>
<td>10%</td>
<td>57%</td>
<td>6%</td>
<td></td>
</tr>
</tbody>
</table>

8% of children aged 5 and under play games at a friend’s home.

26% of children aged 6-9 play games at a friend’s home.

41% of children aged 10-15 play games at a friend’s home.

37% of children aged 10-15 are sometimes or often playing games with an age rating higher than their age, according to their parents. The same is true for 37% of children aged 6-9.
USE OF PARENTAL CONTROLS **
(PARENTS OF CHILDREN WHO PLAY GAMES)

FOR CHILDREN AGED 5 OR UNDER

- **9%** use parental control settings to limit what their youngest child can access on their games consoles.
- **13%** use parental control settings to limit the amount of time their children spend online or to prevent them from accessing certain programs and websites.

WHAT RESTRICTED
- 7% Games played by age rating
- 5% Online access through the console
- 4% Amount of play time

FOR CHILDREN AGED 6-9

- **35%** use parental control settings to limit what their youngest child can access on their games consoles.
- **27%** use parental control settings to limit the amount of time their children spend online or to prevent them from accessing certain programs and websites.

WHAT RESTRICTED
- 24% Games played by age rating
- 23% Online access through the console
- 22% Amount of play time

FOR CHILDREN AGED 10-15

- **24%** use parental control settings to limit what their youngest child can access on their games consoles.
- **16%** use parental control settings to limit the amount of time their children spend online or to prevent them from accessing certain programs and websites.

WHAT RESTRICTED
- 14% Games played by age rating
- 11% Amount of play time
- 9% Online access through the console

**Note low base sizes for this question (n < 50)**
PEGI RATING SYSTEM
**Awareness of Rating Systems**

<table>
<thead>
<tr>
<th>Age Rating Systems</th>
<th>Awareness</th>
<th>PEGI Age Rating Symbols</th>
<th>PEGI Content Symbols</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any age rating system for videogames</td>
<td>33%</td>
<td>28%</td>
<td>16%</td>
</tr>
<tr>
<td>PEGI age rating system for videogames</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Extent to Which the Symbols Are...**

<table>
<thead>
<tr>
<th>Symbols</th>
<th>Clear</th>
<th>Useful</th>
<th>Clear</th>
<th>Useful</th>
</tr>
</thead>
<tbody>
<tr>
<td>PEGI Age Rating Symbols</td>
<td>92%</td>
<td>86%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PEGI Content Symbols</td>
<td>95%</td>
<td>88%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Clear: Amongst those aware of symbols
Useful: Amongst parents of children who game*

83% are aware of an age rating system for games, but only 7% are aware of PEGI ratings.

Awareness of the PEGI age ratings increases to 28% after prompting with images.

Fewer (16%) recognise the PEGI content symbols.
SHOULD THE PEGI RATING SYSTEM ALSO APPLY TO APP AND SOCIAL GAMES? (ALL ONLINE RESPONDENTS)

56% agree PEGI ratings should apply to app games

54% agree PEGI ratings should apply to games on social network sites

HOW THE AGE RATING SYSTEM FOR VIDEOGAMES SHOULD COMPARE TO MOVIES (ALL ONLINE RESPONDENTS)

% AGREE WITH STATEMENT THE MOST

24% The age rating system for videogames should be stricter overall than that used for movies

43% The age rating system for videogames and movies should be the same

4% The age rating system for movies should be stricter overall than that used for videogames

28% Don’t know/none of these

MORE THAN HALF agree that PEGI ratings should be applied to app games and games on social network sites, as well as packaged games.

1 in 4 believe that the age rating system for games should be stricter than movies, and 43% believe the same level of strictness should be applied to both.