VIDEOGAMES IN EUROPE: CONSUMER STUDY

Norway

November 2012
## CONTENTS

### INTRODUCTION
- Research overview 3
- Gaming formats and devices covered 3

### SUMMARY
- Infographic results summary 4
- Key headlines 5

### GAMING: WHO, WHAT AND HOW?
- Who plays videogames? 7
- Frequency of gaming 8
- Types of games played 9
- Devices used to play games 11
- Online gaming 12

### PERCEPTIONS OF GAMING
- Interest in gaming 14
- Broader media and activities interest 15
- Words associated with different media/activities 17

### GAMING AND THE FAMILY
- Parents and children who play games 20
- Words associated with gaming: Parents 21
- The effect of games on children 22

### SUPERVISION
- Parental supervision of children’s gaming 24
- Use of parental controls 27

### PEGI RATING SYSTEM
- Awareness, usefulness and clarity of rating systems 29
- How rating systems should be applied 30
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 Norway, 653 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

- **APPS**
  - FREE APPS
  - PAID APPS
  - PAID EXTRAS

- **ONLINE SOCIAL**
  - FREE DOWNLOAD
  - PAID DOWNLOAD
  - PAID EXTRAS
  - MULTIPLAYER
  - WEBSITE

- **PACKAGED (DISC/CARTRIDGE)**
  - NEW
  - PRE OWNED
  - RENTAL

- **CONSOLE**
  - PlayStation
  - PlayStation 3
  - XBOX 360
  - Wii

- **PORTABLE**
  - DS
  - PlayStation
  - Portable

- **MOBILE**
  - iPhone
  - iPod touch

- **TABLET**
  - iPad

- **COMPUTER**
OVERVIEW OF GAMING

53% of the online population aged 16 to 64 years old in Norway have played a game in the past 12 months.

Types of games played: by age and gender

- ANY Video Gaming
  - Males 16-34: 45%
  - Males 35-64: 27%
  - Females 16-34: 20%
  - Females 35-64: 10%
- ANY Packaged
  - Males 16-34: 24%
  - Males 35-64: 16%
  - Females 16-34: 24%
  - Females 35-64: 25%
- ANY Apps
  - Males 16-34: 42%
  - Males 35-64: 39%
  - Females 16-34: 31%
  - Females 35-64: 51%
- ANY Online
  - Males 16-34: 49%
  - Males 35-64: 49%
  - Females 16-34: 31%
  - Females 35-64: 64%

PERCEPTIONS OF GAMING

- Very interested: 48%
- Fairly interested: 15%
- Not very interested: 27%
- Not at all interested: 9%
- Don't know: 15%

75% Not very/at all interested
24% Fairly/very interested

TOP 3 WORDS ASSOCIATED WITH GAMING

1. Entertaining
   - All online: 38%
   - Gamers: 61%
2. Good at providing escapism
   - All online: 30%
   - Gamers: 49%
3. Competitive
   - All online: 29%
   - Gamers: 42%

PEGI RATING SYSTEM

- 59% aware of PEGI age rating symbols
- 33% aware of PEGI content symbols
- 71% agree PEGI ratings should apply to app games
- 71% agree PEGI ratings should apply to games on social network sites

% AGREE WITH STATEMENT THE MOST

- The age rating system for videogames should be stricter overall than that used for movies: 28%
- The age rating system for videogames and movies should be the same: 49%
- The age rating system for movies should be stricter overall than that used for videogames: 5%
- Don't know: 19%

GAMING AND THE FAMILY

70% of parents have children who play games.

- Parents: 29%
  - Play games with their children: 55%
  - Don't play games with their children: 15%
  - Their children don't play games: 27%
- Non parents: 71%

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

- Have fun: 69% More
  - No difference: 15%
  - Less: 10%
- Develop skills: 57%
  - No difference: 16%
  - Less: 12%
- Creative: 46%
  - No difference: 35%
  - Less: 12%
- Competitive: 42%
  - No difference: 41%
  - Less: 8%
- Spend time alone: 38%
  - No difference: 49%
  - Less: 6%
- Informed: 21%
  - No difference: 56%
  - Less: 14%
- Aggressive: 21%
  - No difference: 61%
  - Less: 9%
- Social: 15%
  - No difference: 50%
  - Less: 29%
KEY HEADLINES

1. **Incidence of gaming amongst the online population is at 53%**
   - The profile of gamers is fairly evenly distributed across age and gender, with males aged 25-34 the largest group.
   - Online is the most popular form of gaming amongst the online population.
   - 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.

2. **24% of the online population are very or fairly interested in gaming**
   - Gaming is perceived as an entertaining activity by the majority of gamers. Half of gamers also say it’s good at providing escapism.
   - A higher percentage of gamers than non-gamers are interested in many other activities.
   - There is a strong interest in browsing the internet amongst gamers (90% vs. 69% non-gamers). Gamers are also more likely to be interested in the latest technology (65% vs. 38% non-gamers) and film (75% vs. 57% non-gamers).

3. **55% of parents play games with their children**
   - A quarter of parents playing games with their children do so for the educational benefits.
   - Many parents see gaming as having a positive impact on their child(ren), with 57% saying it encourages them to develop their skills more.
   - A further 46% believe gaming encourages their children to be more creative.

4. **The majority of children aged 6-15 are buying or receiving games**
   - 62% of children aged 10-15 have bought a game for themself, compared to 17% of children aged 6-9.
   - 8 in 10 parents of children aged 10-15, and 9 in 10 parents of children 6-9, consider themselves to be ‘quite’ or ‘very’ knowledgeable about the games that child plays.
   - 31% of children aged 10-15 are sometimes/often playing games with an age rating higher than their age.

5. **59% of the online population recognise PEGI age rating symbols**
   - 7 in 10 agree that PEGI ratings should be applied to app games and games on social network sites, as well as packaged games.
   - 28% believe that the age rating system for games should be stricter than movies, although nearly half (49%) believe the same level of strictness should be applied to both.
WHO PLAYS VIDEOGAMES?

53%

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

Incidence of gaming amongst the online population in Norway is at 53%.

The profile of gamers is fairly evenly distributed across age and gender, with MALES AGED 25-34 the largest group.
FREQUENCY OF GAMING (ALL ONLINE RESPONDENTS)

- 25% Weekly
- 19% Monthly
- 10% Less frequently
- 47% Never

TOP 5 REASONS FOR NOT GAMING

1. Not interested in them - 78%
2. More interested in other hobbies - 35%
3. Don’t have a console at home - 15%
4. No time to play them - 15%
5. Too old to play them - 11%

TYPES OF GAMES PLAYED (ALL ONLINE RESPONDENTS)

- ANY Video Gaming: 53%
- ANY Packaged: 27%
- ANY Apps: 34%
- ANY Online: 39%
- Downloads: 25%
- Websites: 19%
- Social: 17%
- Multiplayer Online: 12%

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 the most popular form of gaming amongst the online population.
# TYPES OF GAMES PLAYED:
## BY AGE AND GENDER

<table>
<thead>
<tr>
<th>Type of Gaming</th>
<th>TOTAL</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>ANY Video Gaming</td>
<td>53%</td>
<td>45%</td>
<td>55%</td>
<td>37%</td>
<td>68%</td>
</tr>
<tr>
<td>ANY Packaged</td>
<td>27%</td>
<td>25%</td>
<td>27%</td>
<td>20%</td>
<td>35%</td>
</tr>
<tr>
<td>ANY Apps</td>
<td>24%</td>
<td>24%</td>
<td>25%</td>
<td>21%</td>
<td>31%</td>
</tr>
<tr>
<td>ANY Online</td>
<td>39%</td>
<td>31%</td>
<td>39%</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Downloads</td>
<td>18%</td>
<td>13%</td>
<td>13%</td>
<td>18%</td>
<td>25%</td>
</tr>
<tr>
<td>Websites</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Social</td>
<td>17%</td>
<td>9%</td>
<td>24%</td>
<td>14%</td>
<td>24%</td>
</tr>
<tr>
<td>Multiplayer Online</td>
<td>8%</td>
<td>3%</td>
<td>13%</td>
<td>12%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Across nearly all categories, incidence is highest amongst **MALES AGED 16-34**, with the difference most evident in Downloads (57% vs. 25% Total) and Multiplayer Online games (35% vs. 12% Total).

Females aged 16-34 are slightly more active in the **APP** gaming category overall (58% vs. 56% Males).

Younger females are also more active in all forms of gaming than males 35-64.
GAMES PLAYED: FREE OR PAID FOR (ALL ONLINE RESPONDENTS)

% of the online population playing each type of game

<table>
<thead>
<tr>
<th>Apps</th>
<th>Multiplayer online</th>
<th>Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Apps</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free 34%</td>
<td>Free 12%</td>
<td>Free 25%</td>
</tr>
<tr>
<td>Paid for 32%</td>
<td>Paid for 8%</td>
<td>Paid for 19%</td>
</tr>
<tr>
<td></td>
<td>Paid for 7%</td>
<td>Paid for 12%</td>
</tr>
<tr>
<td></td>
<td>*Paid for game</td>
<td></td>
</tr>
<tr>
<td></td>
<td>*Paid to play online</td>
<td></td>
</tr>
</tbody>
</table>

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

41% Have bought a game

- 24% New games on disc or cartridge
- 16% Games apps
- 13% Online games (download/subscription/extras)
- 6% Secondhand games on disc or cartridge

For **APPS** and **DOWNLOADS**, less than half of those active in the category are playing games that have been paid for.

41% of the online population have bought a game in the last 12 months.

Of those buying games, **OVER HALF** have bought a new packaged game.
SMARTPHONES, closely followed by laptops, are the most commonly used devices for gaming. 3 in 10 have played a game on a console in the past 12 months.

Amongst gamers, COMPUTERS (laptops and PCs) are the most used devices for gaming. Tablets and Smartphones are also heavily used, particularly amongst parents who play games with their children.
77% of gamers play games online

When playing connected to the internet, who do you play with? (all gamers)

- 29% Always play on my own
- 21% Play on my own most of the time
- 15% Sometimes on my own/sometimes with other online players
- 9% Play with other online players most of the time
- 3% Always play with other online players
- 21% Never play games online

When playing with others online, who are the others?

- 56% Friends (met in real life)
- 43% Online strangers
- 30% Family/relatives
- 26% Friends (not met in real life)
PERCEPTIONS OF GAMING
INTEREST IN GAMING (ALL ONLINE RESPONDENTS)

- 24% Fairly/very interested
- 75% Not very/at all interested

WORDS ASSOCIATED WITH GAMING: TOP 5 SELECTED

<table>
<thead>
<tr>
<th>Rank</th>
<th>Word</th>
<th>ALL ONLINE</th>
<th>GAMERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Entertaining</td>
<td>38%</td>
<td>61%</td>
</tr>
<tr>
<td>2</td>
<td>Good at providing escapism</td>
<td>30%</td>
<td>49%</td>
</tr>
<tr>
<td>3</td>
<td>Competitive</td>
<td>29%</td>
<td>42%</td>
</tr>
<tr>
<td>4</td>
<td>Fun</td>
<td>28%</td>
<td>48%</td>
</tr>
<tr>
<td>5</td>
<td>Immersive</td>
<td>23%</td>
<td>35%</td>
</tr>
</tbody>
</table>

A QUARTER of the online population say they are very or fairly interested in gaming. Gaming is perceived as an ENTERTAINING activity by the majority of gamers. Half of gamers also say it’s good at providing escapism.
BROADER MEDIA AND ACTIVITIES INTEREST:
(FAIRLY/VERY INTERESTED)

**News/current affairs**
- All: 90%
- Males 16-34: 78%
- Males 35-64: 98%
- Females 16-34: 84%
- Females 35-64: 92%

**Travelling**
- All: 82%
- Males 16-34: 71%
- Males 35-64: 82%
- Females 16-34: 85%
- Females 35-64: 85%

**Internet**
- All: 80%
- Males 16-34: 93%
- Males 35-64: 83%
- Females 16-34: 82%
- Females 35-64: 69%

**Music**
- All: 74%
- Males 16-34: 74%
- Males 35-64: 73%
- Females 16-34: 80%
- Females 35-64: 73%

**Television**
- All: 69%
- Males 16-34: 63%
- Males 35-64: 74%
- Females 16-34: 71%
- Females 35-64: 66%

**Film**
- All: 66%
- Males 16-34: 73%
- Males 35-64: 60%
- Females 16-34: 79%
- Females 35-64: 61%

**The latest technology**
- All: 52%
- Males 16-34: 67%
- Males 35-64: 68%
- Females 16-34: 44%
- Females 35-64: 33%

**Literature/art**
- All: 49%
- Males 16-34: 40%
- Males 35-64: 44%
- Females 16-34: 51%
- Females 35-64: 59%

**Sport (taking part)**
- All: 49%
- Males 16-34: 63%
- Males 35-64: 50%
- Females 16-34: 50%
- Females 35-64: 40%

**Going out to bars/clubs**
- All: 31%
- Males 16-34: 41%
- Males 35-64: 29%
- Females 16-34: 45%
- Females 35-64: 19%

**Gaming**
- All: 24%
- Males 16-34: 62%
- Males 35-64: 16%
- Females 16-34: 23%
- Females 35-64: 9%

**News about celebs/famous**
- All: 21%
- Males 16-34: 13%
- Males 35-64: 15%
- Females 16-34: 38%
- Females 35-64: 20%
A higher percentage of gamers than non-gamers are interested in many other activities.

There is a strong interest in browsing the INTERNET amongst gamers (90% vs. 69% non-gamers).

Gamers are also more likely to be interested in the latest TECHNOLOGY (65% vs. 38% non-gamers) and FILM (75% vs. 57% non-gamers).
## Words Associated with Media/Activities

### (All Online Respondents)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Entertaining</th>
<th>Informative/educational</th>
<th>Immersive</th>
<th>Fun</th>
<th>Good at providing escapism</th>
<th>Sociable</th>
<th>Competitive</th>
</tr>
</thead>
<tbody>
<tr>
<td>News/current affairs</td>
<td>18%</td>
<td>21%</td>
<td>12%</td>
<td>11%</td>
<td>5%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>Internet</td>
<td>60%</td>
<td>22%</td>
<td>55%</td>
<td>29%</td>
<td>63%</td>
<td>38%</td>
<td>11%</td>
</tr>
<tr>
<td>Television</td>
<td>75%</td>
<td>30%</td>
<td>71%</td>
<td>22%</td>
<td>52%</td>
<td>46%</td>
<td>47%</td>
</tr>
<tr>
<td>The latest technology</td>
<td>20%</td>
<td>19%</td>
<td>6%</td>
<td>7%</td>
<td>45%</td>
<td>18%</td>
<td>7%</td>
</tr>
<tr>
<td>Sport (taking part)</td>
<td>26%</td>
<td>11%</td>
<td>39%</td>
<td>48%</td>
<td>10%</td>
<td>39%</td>
<td>34%</td>
</tr>
<tr>
<td>Gaming</td>
<td>38%</td>
<td>23%</td>
<td>30%</td>
<td>16%</td>
<td>9%</td>
<td>28%</td>
<td>13%</td>
</tr>
<tr>
<td>Travelling</td>
<td>42%</td>
<td>21%</td>
<td>62%</td>
<td>59%</td>
<td>62%</td>
<td>56%</td>
<td>58%</td>
</tr>
<tr>
<td>Music</td>
<td>69%</td>
<td>37%</td>
<td>78%</td>
<td>36%</td>
<td>11%</td>
<td>29%</td>
<td>34%</td>
</tr>
<tr>
<td>Film</td>
<td>77%</td>
<td>46%</td>
<td>72%</td>
<td>33%</td>
<td>23%</td>
<td>57%</td>
<td>50%</td>
</tr>
<tr>
<td>Literature/art</td>
<td>43%</td>
<td>35%</td>
<td>43%</td>
<td>12%</td>
<td>41%</td>
<td>23%</td>
<td>21%</td>
</tr>
<tr>
<td>Going out to bars/clubs</td>
<td>34%</td>
<td>37%</td>
<td>68%</td>
<td>40%</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>News about celebs/famous</td>
<td>34%</td>
<td>15%</td>
<td>7%</td>
<td>4%</td>
<td>21%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Most commonly selected category for each word**
Gamers associate a much wider range of words with the activity than non-gamers. Amongst non-gamers, gaming is most commonly described as COMPETITIVE and ENTERTAINING.
GAMING AND THE FAMILY
70% of parents have children that play games. Of these, the majority play with their children (55% parents play games with their children vs. 15% don’t).

The most common reason parents play games with children is because they are ASKED TO. A quarter of parents playing games with their children do so for the EDUCATIONAL BENEFITS.
WORDS ASSOCIATED WITH GAMING:
DIFFERENCE BETWEEN PARENTS OF CHILDREN WHO PLAY GAMES AND NON-PARENTS

1 in 5 parents of children who play games describe gaming as a **FAMILY ORIENTATED** activity, compared to 12% of non-parents.

**ENTERTAINING** is the most commonly associated word amongst non-parents, as well as parents of children who game.
EFFECT OF GAMES ON CHILDREN
(PARENTS OF CHILDREN WHO PLAY GAMES)

WORDs ASSOCIATED WITH GAMING:

<table>
<thead>
<tr>
<th>Words Associated with Gaming</th>
<th>Parents of Children Who Play Games</th>
<th>Parents of Children Who Don’t Play Games</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informative/educational</td>
<td>8%</td>
<td>1%</td>
</tr>
<tr>
<td>Family orientated</td>
<td>19%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Many parents see gaming as having a positive impact on their child(ren). 57% believe gaming encourages their child to DEVELOP THEIR SKILLS more.

A further 46% believe it encourages their children to be more CREATIVE. Parents of children who don’t play games rarely acknowledge the potential educational benefits of gaming.
**WHETHER PARENTS BUY THEIR YOUNGEST CHILD’S GAMES**

<table>
<thead>
<tr>
<th>AGE OF CHILD*</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 and under</td>
</tr>
<tr>
<td><strong>Never (+child doesn’t buy/receive)</strong></td>
</tr>
<tr>
<td>44%</td>
</tr>
<tr>
<td>Sometimes</td>
</tr>
<tr>
<td>5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>6 to 9</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Never (+child doesn’t buy/receive)</strong></td>
</tr>
<tr>
<td>5%</td>
</tr>
<tr>
<td>Sometimes</td>
</tr>
<tr>
<td>5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>10 to 15</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Never (+child doesn’t buy/receive)</strong></td>
</tr>
<tr>
<td>18%</td>
</tr>
<tr>
<td>Sometimes</td>
</tr>
<tr>
<td>18%</td>
</tr>
</tbody>
</table>

**WHETHER THE CHILD IS PRESENT DURING PURCHASE**

<table>
<thead>
<tr>
<th>AGE OF CHILD*</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 and under</td>
</tr>
<tr>
<td><strong>Don’t buy games for youngest child</strong></td>
</tr>
<tr>
<td>48%</td>
</tr>
<tr>
<td>Sometimes</td>
</tr>
<tr>
<td>5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>6 to 9</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Don’t buy games for youngest child</strong></td>
</tr>
<tr>
<td>5%</td>
</tr>
<tr>
<td>Sometimes</td>
</tr>
<tr>
<td>5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>10 to 15</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Don’t buy games for youngest child</strong></td>
</tr>
<tr>
<td>21%</td>
</tr>
<tr>
<td>Sometimes</td>
</tr>
<tr>
<td>21%</td>
</tr>
</tbody>
</table>

*Parents were asked in reference to their YOUNGEST child only

The vast majority of children aged 6 and above are buying or receiving games.

1 in 5 parents of children aged 6-9 always buy that child’s games, compared to just 4% of parents of children aged 10-15.

**Note low base sizes for this question (n < 50)**
WHETHER CHILD BUYS THEIR OWN GAMES **

- **Never (child doesn’t receive games)**
  - 5% 44%
  - 82%
  - 35%

- **Never (but do receive games)**
  - 47%
  - 17%
  - 14%

- **Sometimes**
  - 5%
  - 32%
  - 8%

- **Most of the time**
  - 11%
  - 46%
  - 5%

- **Always**
  - 4%
  - 36%
  - 5%

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

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

- **Child doesn’t play**
  - 37% 7% 16%

- **Not at all**
  - 5% 45%

- **Not very**
  - 9% 46%

- **Quite**
  - 14% 26%

- **Very**
  - 36% 54%

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

82% of children aged 10-15 have bought a game for themselves, compared to 17% of children aged 6-9.

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

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

<table>
<thead>
<tr>
<th>AGE OF CHILD*</th>
<th>Child doesn’t play games</th>
<th>Don’t know</th>
<th>Sometimes</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 and under</td>
<td>37%</td>
<td>59%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>6 to 9</td>
<td>38%</td>
<td>40%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>10 to 15</td>
<td>44%</td>
<td>23%</td>
<td>23%</td>
<td>8%</td>
</tr>
</tbody>
</table>

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

- **11%** Aged 5 and under play games at a friend’s home
- **67%** Aged 6-9 play games at a friend’s home
- **76%** Aged 10-15 play games 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>39%</td>
<td>41%</td>
<td>19%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 to 9</td>
<td>24%</td>
<td>36%</td>
<td>20%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>10 to 15</td>
<td>32%</td>
<td>10%</td>
<td>18%</td>
<td>32%</td>
<td>8%</td>
</tr>
</tbody>
</table>

*Parents were asked in reference to their YOUNGEST child only

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

- **31%** of children aged 10-15 are sometimes/often playing games with an age rating higher than their age.
- **7 in 10** children aged 6 and above are playing games at a friend’s home.
## USE OF PARENTAL CONTROLS **
**PARENTS OF CHILDREN WHO PLAY GAMES**

### FOR CHILDREN AGED 5 OR UNDER

<table>
<thead>
<tr>
<th>%</th>
<th>Use Parental Control Settings to Limit What Their Youngest Child Can Access on Their Games Consoles</th>
</tr>
</thead>
<tbody>
<tr>
<td>25%</td>
<td>use parental control settings to limit what their youngest child can access on their games consoles</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>%</th>
<th>Use Parental Control Settings to Limit the Amount of Time Their Children Spend Online or to Prevent Them from Accessing Certain Programs and Websites</th>
</tr>
</thead>
<tbody>
<tr>
<td>21%</td>
<td>use parental control settings to limit the amount of time their children spend online or to prevent them from accessing certain programs and websites</td>
</tr>
</tbody>
</table>

### FOR CHILDREN AGED 6-9

<table>
<thead>
<tr>
<th>%</th>
<th>Use Parental Control Settings to Limit What Their Youngest Child Can Access on Their Games Consoles</th>
</tr>
</thead>
<tbody>
<tr>
<td>16%</td>
<td>use parental control settings to limit what their youngest child can access on their games consoles</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>%</th>
<th>Use Parental Control Settings to Limit the Amount of Time Their Children Spend Online or to Prevent Them from Accessing Certain Programs and Websites</th>
</tr>
</thead>
<tbody>
<tr>
<td>19%</td>
<td>use parental control settings to limit the amount of time their children spend online or to prevent them from accessing certain programs and websites</td>
</tr>
</tbody>
</table>

### FOR CHILDREN AGED 10-15

<table>
<thead>
<tr>
<th>%</th>
<th>Use Parental Control Settings to Limit What Their Youngest Child Can Access on Their Games Consoles</th>
</tr>
</thead>
<tbody>
<tr>
<td>12%</td>
<td>use parental control settings to limit what their youngest child can access on their games consoles</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>%</th>
<th>Use Parental Control Settings to Limit the Amount of Time Their Children Spend Online or to Prevent Them from Accessing Certain Programs and Websites</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>use parental control settings to limit the amount of time their children spend online or to prevent them from accessing certain programs and websites</td>
</tr>
</tbody>
</table>

**Note low base sizes for this question (n < 50)**
PEGI RATING SYSTEM
AWARENESS OF RATING SYSTEMS (ALL ONLINE RESPONDENTS)

- 65% aware of ANY age rating system for videogames
- 16% aware of PEGI age rating system for videogames
- 59% aware of PEGI age rating symbols
- 33% aware of PEGI content symbols

EXTENT TO WHICH THE SYMBOLS ARE...

- PEGI AGE RATING SYMBOLS:
  - 85% Clear
  - 86% Useful
- PEGI CONTENT SYMBOLS:
  - 92% Clear
  - 78% Useful

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

65% are aware of an age rating system for games, but only 16% are aware of PEGI ratings.

Awareness of the PEGI age ratings increases to 59% after prompting with images.

The majority of respondents agree that both sets of symbols are CLEAR and USEFUL.
SHOULD THE PEGI RATING SYSTEM ALSO APPLY TO APP AND SOCIAL GAMES? (ALL ONLINE RESPONDENTS)

71% agree PEGI ratings should apply to app games

71% 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

28% The age rating system for videogames should be stricter overall than that used for movies

49% The age rating system for videogames and movies should be the same

5% The age rating system for movies should be stricter overall than that used for videogames

19% Don’t know/none of these

7 in 10 agree that PEGI ratings should be applied to app games and games on social network sites, as well as packaged games.

38% believe that the age rating system for games should be stricter than movies, although nearly half (49%) believe the same level of strictness should be applied to both.
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