VIDEOGAMES IN EUROPE:
CONSUMER STUDY

Sweden
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 Sweden, 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

<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>
<td></td>
</tr>
</tbody>
</table>

CONSOLE
- PlayStation 3
- XBOX 360
- Wii

PORTABLE
- iPad
- iPod touch

TABLET
- Tablet

COMPUTER
- Computer
OVERVIEW OF GAMING

62%
of the online population aged 16 to 64 years old in Sweden have played a game in the past 12 months

TYPES OF GAMES PLAYED: BY AGE AND GENDER

ANY Video Gaming

- Males 16-34: 62%
- Males 35-64: 90%
- Females 16-34: 52%
- Females 35-64: 72%

ANY Packaged

- Males 16-34: 31%
- Males 35-64: 50%
- Females 16-34: 28%
- Females 35-64: 59%

ANY Apps

- Males 16-34: 26%
- Males 35-64: 33%
- Females 16-34: 26%
- Females 35-64: 47%

ANY Online

- Males 16-34: 37%
- Males 35-64: 45%
- Females 16-34: 37%
- Females 35-64: 48%

TOP 3 WORDS ASSOCIATED WITH GAMING

1. Entertaining
2. Fun
3. Competitive

GAMING AND THE FAMILY

64%
of parents have children who play games

PEXE RATING SYSTEM

45%
aware of PEGI age rating symbols

25%
aware of PEGI content symbols

56%
agree PEGI ratings should apply to app games

57%
agree PEGI ratings should apply to games on social network sites

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

- More
- No difference
- Less
- Don't know

Have fun

- Parents: 70%
- Non parents: 68%

Develop skills

- Parents: 53%
- Non parents: 52%

Spend time alone

- Parents: 52%
- Non parents: 49%

Competitive

- Parents: 52%
- Non parents: 49%

Creative

- Parents: 52%
- Non parents: 42%

Informed

- Parents: 52%
- Non parents: 42%

Social

- Parents: 52%
- Non parents: 52%
KEY HEADLINES

1. **Incidence of gaming amongst the online population is at 62%**
   - The profile of gamers is skewed towards males aged 16-34.
   - Online is the most popular form of gaming amongst the online population.
   - A third of adults are playing games on a weekly basis. For non-gamers, a lack of interest in the category is the main barrier.
   - Smartphones are the most commonly used device for gaming.

2. **39% of the online population are very or fairly interested in gaming**
   - Gaming is perceived as a fun and entertaining activity by the majority of gamers.
   - A higher percentage of gamers than non-gamers are interested in a number of other activities. There is a relatively strong interest in technology amongst gamers (70% vs. 44% non-gamers).
   - Gamers are also more likely to be interested in browsing the internet (90% vs. 65% non-gamers) and film (89% vs. 72% non-gamers).

3. **47% of parents play games with their children**
   - The most common reason parents play games with children is to spend time with them.
   - 1 in 4 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 68% saying gaming encourages their child to develop their skills more.
   - 49% believe it encourages them to be more creative and 42% say it makes them more informed.

4. **The majority of children aged 6-15 are buying or receiving games**
   - 7 in 10 children aged 10-15 have bought a game for themself, compared to just 14% of children aged 6-9.
   - 88% of parents of children aged 6-9 consider themselves to be ‘quite’ or ‘very’ knowledgeable about the games that child plays. The same is true for just under 7 in 10 parents of children aged 10-15.

5. **45% of the online population recognise PEGI age rating symbols**
   - Over half of the online population agree that PEGI ratings should be applied to app games (56%) and games on social network sites (57%), as well as packaged games.
   - 17% believe that the age rating system for games should be stricter than movies, although the majority (45%) believe the same level of strictness should be applied to both.
GAMING: WHO, WHAT AND HOW?
WHO PLAYS VIDEOGAMES? (ALL ONLINE RESPONDENTS)

62%

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

Incidence of gaming amongst the online population in Sweden is at 62%.

The profile of gamers is skewed towards MALES AGED 16-34, with the distribution fairly even across genders in the older age group.
A third of 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

Across all categories gamers are most commonly **MALES AGED 16-34**, with the dominance most pronounced in Packaged (59% vs. 31% Total) Multiplayer Online games (48% vs. 15% Total).

**FEMALES AGED 16-34** are more active gamers overall than older males (72% vs. 52%).

There is no difference in **APP** gaming incidence by gender.

1. **ANY Video Gaming**
   - Total: 90%
   - Males 16-34: 62%
   - Males 35-64: 52%
   - Females 16-34: 50%
   - Females 35-64: 72%

2. **ANY Packaged**
   - Total: 59%
   - Males 16-34: 31%
   - Males 35-64: 28%
   - Females 16-34: 15%
   - Females 35-64: 35%

3. **ANY Apps**
   - Total: 47%
   - Males 16-34: 26%
   - Males 35-64: 26%
   - Females 16-34: 26%
   - Females 35-64: 46%

4. **ANY Online**
   - Total: 68%
   - Males 16-34: 45%
   - Males 35-64: 37%
   - Females 16-34: 37%
   - Females 35-64: 48%

5. **Downloads**
   - Total: 55%
   - Males 16-34: 30%
   - Males 35-64: 25%
   - Females 16-34: 22%
   - Females 35-64: 27%

6. **Social**
   - Total: 36%
   - Males 16-34: 19%
   - Males 35-64: 23%
   - Females 16-34: 19%
   - Females 35-64: 26%

7. **Websites**
   - Total: 29%
   - Males 16-34: 14%
   - Males 35-64: 17%
   - Females 16-34: 17%
   - Females 35-64: 17%

8. **Multiplayer Online**
   - Total: 48%
   - Males 16-34: 8%
   - Males 35-64: 15%
   - Females 16-34: 15%
   - Females 35-64: 4%
GAMES PLAYED: FREE OR PAID FOR (ALL ONLINE RESPONDENTS)

% of the online population playing each type of game

Apps
- Free: 33%
- Paid for: 12%

Multiplayer online
- Free: 15%
- Paid for: 10%
  *Paid for game
- Paid to play online: 8%

Downloads
- Free: 30%
- Paid for: 12%

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

42% Have bought a game
- 25% New games on disc or cartridge
- 14% Online games (download/subscription/extras)
- 11% Games apps
- 10% Secondhand games on disc or cartridge

OVER HALF of those active in Multiplayer Online gaming are playing games that have been paid for.

4 in 10 have bought a game in the last 12 months.
Of those buying games, 8 in 10 have bought a new packaged game.

Sweden

Ipsos MediaCT
**DEVICES USED TO PLAY GAMES (ALL ONLINE RESPONDENTS)**

- **NET Console:** 37%
- **NET Portable games device:** 11%
- **NET Computer:** 47%
- **NET Mobile device:** 38%

**MOST USED (ALL GAMERS)**

- **PC:** 24%
- **Laptop:** 18%
- **iPhone:** 14%
- **PS3:** 9%
- **Android smartphone:** 9%

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

- **PC:** 21%
- **iPhone:** 19%
- **Laptop:** 12%
- **Wii:** 10%
- **Android smartphone:** 10%

**SMARTPHONES** are the most commonly used device for gaming.

1 in 4 gamers say the PC is the device they use the most for gaming.

Nearly half of the online population have used a **COMPUTER** (PC or laptop) for gaming.
76% of gamers play games online

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

- **25%** Always play on my own
- **20%** Play on my own most of the time
- **20%** Sometimes on my own/sometimes with other online players
- **8%** Play with other online players most of the time
- **4%** Always play with other online players
- **20%** Never play games online

WHEN PLAYING WITH OTHERS ONLINE, WHO ARE THE OTHERS?

- **56%** Friends (met in real life)
- **50%** Online strangers
- **33%** Family/relatives
- **28%** Friends (not met in real life)
INTEREST IN GAMING (ALL ONLINE RESPONDENTS)

- 39% Fairly/very interested
- 61% Not very/at all interested

WORDS ASSOCIATED WITH GAMING: TOP 5 SELECTED

<table>
<thead>
<tr>
<th>Word</th>
<th>ALL ONLINE</th>
<th>GAMERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertaining</td>
<td>38%</td>
<td>54%</td>
</tr>
<tr>
<td>Fun</td>
<td>33%</td>
<td>48%</td>
</tr>
<tr>
<td>Competitive</td>
<td>32%</td>
<td>41%</td>
</tr>
<tr>
<td>Good at providing escapism</td>
<td>31%</td>
<td>41%</td>
</tr>
<tr>
<td>Immersive</td>
<td>26%</td>
<td>33%</td>
</tr>
</tbody>
</table>

39% of the online population say they are very or fairly interested in gaming.

Gaming is perceived as a **FUN** and **ENTERTAINING** activity by the majority of gamers.
BROADER MEDIA AND ACTIVITIES INTEREST: (FAIRLY/VERY INTERESTED)

**Music**
- All: 84%
- Males 16-34: 90%
- Males 35-64: 81%
- Females 16-34: 84%
- Females 35-64: 83%

**Travelling**
- All: 84%
- Males 16-34: 75%
- Males 35-64: 85%
- Females 16-34: 90%
- Females 35-64: 85%

**News/current affairs**
- All: 82%
- Males 16-34: 71%
- Males 35-64: 92%
- Females 16-34: 70%
- Females 35-64: 84%

**Film**
- All: 82%
- Males 16-34: 95%
- Males 35-64: 83%
- Females 16-34: 81%
- Females 35-64: 75%

**Internet**
- All: 81%
- Males 16-34: 94%
- Males 35-64: 70%
- Females 16-34: 87%
- Females 35-64: 80%

**Television**
- All: 73%
- Males 16-34: 71%
- Males 35-64: 69%
- Females 16-34: 71%
- Females 35-64: 78%

**The latest technology**
- All: 60%
- Males 16-34: 83%
- Males 35-64: 68%
- Females 16-34: 48%
- Females 35-64: 46%

**Literature/art**
- All: 49%
- Males 16-34: 34%
- Males 35-64: 50%
- Females 16-34: 41%
- Females 35-64: 61%

**Sport (taking part)**
- All: 41%
- Males 16-34: 55%
- Males 35-64: 47%
- Females 16-34: 34%
- Females 35-64: 29%

**Gaming**
- All: 39%
- Males 16-34: 75%
- Males 35-64: 32%
- Females 16-34: 32%
- Females 35-64: 28%

**Going out to bars/clubs**
- All: 25%
- Males 16-34: 32%
- Males 35-64: 21%
- Females 16-34: 33%
- Females 35-64: 21%

**News about celebs/famous**
- All: 24%
- Males 16-34: 17%
- Males 35-64: 11%
- Females 16-34: 38%
- Females 35-64: 32%
A higher percentage of gamers than non-gamers are interested in a number of other activities. There is a relatively strong interest in TECHNOLOGY amongst gamers (70% vs. 44% non-gamers) and FILM (89% vs. 72% non-gamers). Gamers are also more likely to be interested in browsing the INTERNET (90% vs. 65% non-gamers) and FILM (89% vs. 72% non-gamers).
WORDS ASSOCIATED WITH MEDIA/ACTIVITIES

(ALL ONLINE RESPONDENTS)

Entertaining

Music

69%
29%
24%
36%
8%
33%
7%

News/current affairs

11%
21%
76%
6%
8%

Internet

50%
23%
23%
24%
49%
47%
8%
5%

The latest technology

28%
23%
6%
5%
37%
28%
5%

Sport (taking part)

19%
8%
4%
31%
32%
10%
46%

Going out to bars/clubs

28%
12%
47%
34%

Travelling

42%
31%
13%
43%
56%
63%
29%

Film

71%
47%
42%
38%
21%
53%
24%

Television

70%
29%
32%
35%
49%
40%
29%

Literature/art

35%
34%
23%
9%
46%
23%
5%

Gaming

38%
26%
31%
17%
5%
33%
7%
32%

News about celebs/famous

26%
5%
11%
4%
8%
15%

Most commonly selected category for each word
Gamers are much more likely to associate a number of words with gaming than non-gamers. Gaming is most commonly described as **COMPETITIVE** and **GOOD AT PROVIDING ESCAPISM** by non-gamers.
GAMING AND THE FAMILY
PARENTS AND CHILDREN WHO PLAY GAMES (ALL ONLINE RESPONDENTS)

64%

of parents have children who play games

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Play games with their children</td>
<td>47%</td>
</tr>
<tr>
<td>Don’t play games with their children</td>
<td>16%</td>
</tr>
<tr>
<td>Their children don’t play games</td>
<td>35%</td>
</tr>
<tr>
<td>Don’t know</td>
<td></td>
</tr>
</tbody>
</table>

REASONS PARENTS PLAY GAMES WITH THEIR CHILDREN

- To spend time with them: 48%
- It’s a fun activity for all the family: 45%
- They ask me to: 44%
- I enjoy playing with them: 40%
- Educational benefits: 24%
- To monitor what games they play: 16%
- To monitor how long they play for: 12%
- Health and fitness benefits: 11%

64% of parents have children that play games. Of these, nearly THREE QUARTERS play with their children (47% parents play games with their children vs. 16% don’t).

The most common reason parents play games with children is to SPEND TIME WITH THEM.

1 in 4 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

Parents of children who play games are more likely to describe gaming as **ENTERTAINING** and **SOCIABLE** than non-parents.

They are also more than four times as likely to describe gaming as a **FAMILY ORIENTATED** activity.
EFFECT OF GAMES ON CHILDREN:  
(PARENTS OF CHILDREN WHO PLAY GAMES)

<table>
<thead>
<tr>
<th>Activity</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>70%</td>
<td>20%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Develop skills</td>
<td>68%</td>
<td>21%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Spend time alone</td>
<td>53%</td>
<td>34%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Competitive</td>
<td>52%</td>
<td>35%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Creative</td>
<td>49%</td>
<td>31%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Informed</td>
<td>42%</td>
<td>41%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Social</td>
<td>19%</td>
<td>33%</td>
<td>42%</td>
<td></td>
</tr>
<tr>
<td>Aggressive</td>
<td>18%</td>
<td>58%</td>
<td>11%</td>
<td></td>
</tr>
</tbody>
</table>

WORDS ASSOCIATED WITH GAMING:

**PARENTS OF CHILDREN WHO PLAY GAMES**

Informative/educational: 7%

Family orientated: 18%

**PARENTS OF CHILDREN WHO DON’T PLAY GAMES**

Informative/educational: 3%

Family orientated: 9%

Many parents see gaming as having a positive impact on their child(ren), with 68% saying gaming encourages their child to DEVELOP THEIR SKILLS more. 49% believe it encourages them to be more CREATIVE and 42% say it makes them more INFORMED. Over half of parents of children who game say it encourages them to spend more time alone.
### 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>Never (but child does buy/receive)</th>
<th>Most of the time</th>
<th>Rarely</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 and under</td>
<td>38%</td>
<td>4%</td>
<td>10%</td>
<td>14%</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>6 to 9</td>
<td>6%</td>
<td>10%</td>
<td>28%</td>
<td>20%</td>
<td>13%</td>
<td>22%</td>
</tr>
<tr>
<td>10 to 15</td>
<td>5%</td>
<td>14%</td>
<td>11%</td>
<td>17%</td>
<td>25%</td>
<td>29%</td>
</tr>
</tbody>
</table>

### 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>Sometimes</th>
<th>Never</th>
<th>Most of the time</th>
<th>Rarely</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 and under</td>
<td>38%</td>
<td>9%</td>
<td>19%</td>
<td>19%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>6 to 9</td>
<td>16%</td>
<td>14%</td>
<td>32%</td>
<td>33%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>10 to 15</td>
<td>19%</td>
<td>22%</td>
<td>38%</td>
<td>20%</td>
<td></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. 29% of parents of children aged 10-15 always buy that child’s games, compared to 22% of parents of children aged 6-9.
### 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>Sometimes</th>
<th>Most of the time</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 and under</td>
<td>38%</td>
<td>58%</td>
<td></td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>6 to 9</td>
<td>6%</td>
<td>79%</td>
<td></td>
<td>6% 4% 4%</td>
<td></td>
</tr>
<tr>
<td>10 to 15</td>
<td>5%</td>
<td>25%</td>
<td>30%</td>
<td>35% 4%</td>
<td></td>
</tr>
</tbody>
</table>

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

### 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>27%</td>
<td>26%</td>
<td>46%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 to 9</td>
<td>9%</td>
<td>40%</td>
<td>48%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 to 15</td>
<td>24%</td>
<td>33%</td>
<td>35%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

7 in 10 children aged 10-15 have bought a game for themself, compared to just 44% of children aged 6-9.

88% of parents of children aged 6-9 consider themselves to be ‘quite’ or ‘very’ knowledgeable about the games that child plays. The same is true for 68% of parents of children aged 10-15.
### 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>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>27%</td>
<td>7%</td>
<td>43%</td>
<td>14%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>6 to 9</td>
<td>6%</td>
<td>26%</td>
<td>26%</td>
<td>41%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 to 15</td>
<td>8%</td>
<td>17%</td>
<td>17%</td>
<td>33%</td>
<td>21%</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>44%</td>
<td>32%</td>
<td>24%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 to 9</td>
<td>27%</td>
<td>20%</td>
<td>15%</td>
<td>37%</td>
<td></td>
</tr>
<tr>
<td>10 to 15</td>
<td>32%</td>
<td>5%</td>
<td>21%</td>
<td>26%</td>
<td>16%</td>
</tr>
</tbody>
</table>

*Parents were asked in reference to their YOUNGEST child only

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

41% of children aged 6-9 and 54% of children aged 10-15 are sometimes/often playing games with an age rating higher than their age.
USE OF PARENTAL CONTROLS **
(PARENTS OF CHILDREN WHO PLAY GAMES)

FOR CHILDREN AGED 5 OR UNDER

2% use parental control settings to limit what their youngest child can access on their games consoles

10% 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

Games played by age rating: 2%
Amount of play time: -%
Online access through the console: -%

FOR CHILDREN AGED 6-9

18% use parental control settings to limit what their youngest child can access on their games consoles

19% 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

Games played by age rating: 9%
Online access through the console: 7%
Amount of play time: 2%

FOR CHILDREN AGED 10-15

11% use parental control settings to limit what their youngest child can access on their games consoles

11% 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

Games played by age rating: 6%
Online access through the console: 3%
Amount of play time: 2%

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

- 40% aware of ANY age rating system for videogames
- 10% aware of PEGI age rating system for videogames
- 45% aware of PEGI age rating symbols
- 25% aware of PEGI content symbols

EXTENT TO WHICH THE SYMBOLS ARE...

- PEGI AGE RATING SYMBOLS:
  - 84% Clear
  - 84% Useful
- PEGI CONTENT SYMBOLS:
  - 89% Clear
  - 80% Useful

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

40% are aware of an age rating system for games, but only 1 in 10 are aware of PEGI ratings.

Awareness of the PEGI age ratings increases to 45% 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)

56% agree PEGI ratings should apply to app games

57% 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

17% The age rating system for videogames should be stricter overall than that used for movies

45% The age rating system for videogames and movies should be the same

2% The age rating system for movies should be stricter overall than that used for videogames

36% Don’t know/none of these

OVER HALF of the online population agree that PEGI ratings should be applied to app games (56%) and games on social network sites (57%), as well as packaged games. 17% believe that the age rating system for games should be stricter than movies, although the majority (45%) believe the same level of strictness should be applied to both.
FOR MORE INFORMATION

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