VIDEOGAMES IN EUROPE: CONSUMER STUDY

Switzerland

November 2012
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 Switzerland, 655 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 SOCIAL</th>
<th>PACKAGED (DISC/CARTRIDGE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FREE APPS</td>
<td>FREE DOWNLOAD</td>
<td>NEW</td>
</tr>
<tr>
<td>PAID APPS</td>
<td>PAID DOWNLOAD</td>
<td>PRE OWNED</td>
</tr>
<tr>
<td>PAID EXTRAS</td>
<td>PAID EXTRAS</td>
<td>RENTAL</td>
</tr>
</tbody>
</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></td>
<td>iPod touch</td>
</tr>
<tr>
<td>XBOX 360</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wii</td>
<td></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>
OVERVIEW OF GAMING
41%

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

TYPES OF GAMES PLAYED: BY AGE AND GENDER

ANY Video Gaming
- Males 16-34: 41%
- Males 35-64: 58%
- Females 16-34: 41%
- Females 35-64: 15%

ANY Packaged
- Males 16-34: 10%
- Males 35-64: 38%
- Females 16-34: 11%
- Females 35-64: 13%

ANY Apps
- Males 16-34: 12%
- Males 35-64: 30%
- Females 16-34: 25%
- Females 35-64: 18%

ANY Online
- Males 16-34: 28%
- Males 35-64: 35%
- Females 16-34: 33%
- Females 35-64: 45%

GAMING AND THE FAMILY
43%

of parents have children who play games

32% Parents

28% Play games with their children

16% Don’t play games with their children

43% Their children don’t play games

68% Non parents

PERCEPTIONS OF GAMING

73%

Not very/at all interested

26%

Fairly/very interested

TOP 3 WORDS ASSOCIATED WITH GAMING

1. Good at providing escapism
   - ALL ONLINE: 31%
   - GAMERS: 46%

2. Entertaining
   - ALL ONLINE: 30%
   - GAMERS: 52%

3. Fun
   - ALL ONLINE: 21%
   - GAMERS: 42%

PEGI RATING SYSTEM

56%

aware of PEGI age rating symbols

33%

aware of PEGI content symbols

62%

agree PEGI ratings should apply to app games

59%

agree PEGI ratings should apply to games on social network sites

% AGREE WITH STATEMENT THE MOST

28%

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

6%

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

21%

Don’t know
KEY HEADLINES

1. **Incidence of gaming amongst the online population is at 41%**
   - The profile of gamers is skewed towards younger males, with males aged 25-34 currently the largest gaming group.
   - Online is the most popular form of gaming amongst the online population.
   - 1 in 5 adults are playing games on a weekly basis. For non-gamers, a lack of interest in the category is the main barrier.

2. **26% of the online population are very or fairly interested in gaming**
   - The overall online population most commonly describe gaming as ‘good at providing escapism’.
   - A higher percentage of gamers than non-gamers are interested in many other activities.
   - There is a relatively strong interest in technology amongst gamers (67% vs. 37% non-gamers). They are also more likely to be interested in taking part in sport (65% vs 39% non-gamers) and going out to bars and clubs (54% vs. 25% non-gamers).

3. **28% of parents play games with their children**
   - The most common reason parents play games with children is because they are asked to.
   - 1 in 5 parents playing games with their children do so for the educational benefits.
   - Many parents believe gaming encourages their children to develop their skills more (48%) and be more creative (43%).
   - However, a similar number believe it encourages their child to spend more time alone (59%) and be more aggressive (43%).

4. **The majority of children aged 6-15 are buying or receiving games**
   - 8 in 10 children aged 10-15 have ever bought a game, compared to 4 in 10 aged 6-9.
   - The majority of parents of children aged 6 and above consider themselves to be ‘quite’ or ‘very’ knowledgeable about the games that child plays.
   - Around 1 in 5 children aged 6 and above are sometimes/often playing games with an age rating higher than their age.

5. **56% of the online population recognise PEGI age rating symbols**
   - 6 in 10 agree that PEGI ratings should be applied to app games and games on social network sites, as well as packaged games.
   - 3 in 10 believe that the age rating system for games should be stricter than movies, although 45% as many believe the same level of strictness should be applied to both.
GAMING: WHO, WHAT AND HOW?
WHO PLAYS VIDEOGAMES? (ALL ONLINE RESPONDENTS)

41%

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

Incidence of gaming amongst the online population in Switzerland is at 41%. The profile of gamers is skewed towards younger males, with MALES AGED 25-34 the largest group.
**FREQUENCY OF GAMING** *(ALL ONLINE RESPONDENTS)*

- **Weekly**: 21%
- **Monthly**: 12%
- **Less frequently**: 8%
- **Never**: 59%

**TOP 5 REASONS FOR NOT GAMING**

1. Not interested in them - 75%
2. More interested in other hobbies - 40%
3. No time to play them - 24%
4. Don’t have a console at home - 16%
5. Too old to play them - 16%

**TYPES OF GAMES PLAYED** *(ALL ONLINE RESPONDENTS)*

- **ANY Video Gaming**: 41%
- **ANY Packaged**: 15%
- **ANY Apps**: 19%
- **ANY Online**: 33%
- **Downloads**: 19%
- **Social**: 16%
- **Websites**: 15%
- **Multiplayer Online**: 8%

1 in 5 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

Any Video Gaming
- ANY Video Gaming: 41% (Total), 58% (Males 16-34), 33% (Males 35-64), 41% (Females 16-34), 41% (Females 35-64)

Any Packaged
- ANY Packaged: 15% (Total), 10% (Males 16-34), 11% (Males 35-64), 13% (Females 16-34), 13% (Females 35-64)

Any Apps
- ANY Apps: 19% (Total), 12% (Males 16-34), 18% (Males 35-64), 25% (Females 16-34), 21% (Females 35-64)

Any Online
- ANY Online: 30% (Total), 28% (Males 16-34), 21% (Males 35-64), 32% (Females 16-34), 35% (Females 35-64)

Downloads
- Downloads: 19% (Total), 16% (Males 16-34), 15% (Males 35-64), 21% (Females 16-34), 19% (Females 35-64)

Social
- Social: 26% (Total), 16% (Males 16-34), 15% (Males 35-64), 14% (Females 16-34), 12% (Females 35-64)

Websites
- Websites: 30% (Total), 15% (Males 16-34), 13% (Males 35-64), 13% (Females 16-34), 13% (Females 35-64)

Multiplayer Online
- Multiplayer Online: 15% (Total), 8% (Males 16-34), 11% (Males 35-64), 15% (Females 16-34), 4% (Females 35-64)

Across all categories, incidence is highest amongst **MALES AGED 16-34**.

Younger males are particularly active in Packaged gaming (38% vs. 15% Total).

**4 in 10** females are gamers. Overall, females are more active in gaming than males aged 35-64 (41% vs. 33%).
GAMES PLAYED: FREE OR PAID FOR (ALL ONLINE RESPONDENTS)

% of the online population playing each type of game

**Apps**
- Free: 19%
- Paid for: 7%

**Multiplayer online**
- Free: 6%
- Paid for: 5%  
  *Paid for game*
- Paid for: 2%  
  *Paid to play online*

**Downloads**
- Free: 16%
- Paid for: 6%

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

- **37%** have bought a game
- **18%** New games on disc or cartridge
- **12%** Games apps
- **6%** Secondhand games on disc or cartridge
- **6%** Online games (download/subscription/extras)

**LESS THAN 1 in 3** of those active in the Downloads 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, **HALF** have bought a new packaged game.
DEVICES USED TO PLAY GAMES (ALL ONLINE RESPONDENTS)

- **NET Console:** 20%
- **NET Portable games device:** 13%
- **NET Computer:** 33%
- **NET Mobile device:** 30%

SMARTPHONES are the most commonly used device for gaming.

A THIRD have used a computer (PC or laptop) to play a game in the past 12 months.

COMPUTERS (PC or laptop) and the iPhone stand out as the most used devices for gaming.

The Wii and PS3 are relatively popular devices amongst parents who game with their children.
89% of gamers play games online

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

38% Always play on my own
20% Play on my own most of the time
15% Sometimes on my own/sometimes with other online players
12% 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% Friends (met in real life)
46% Online strangers
37% Family/relatives
21% Friends (not met in real life)
PERCEPTIONS OF GAMING
INTEREST IN GAMING (ALL ONLINE RESPONDENTS)

26% Fairly/very interested

73% Not very/at all interested

WORDS ASSOCIATED WITH GAMING: TOP 5 SELECTED

<table>
<thead>
<tr>
<th>Rank</th>
<th>ALL ONLINE</th>
<th>GAMERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>31%</td>
<td>46%</td>
</tr>
<tr>
<td>2</td>
<td>30%</td>
<td>52%</td>
</tr>
<tr>
<td>3</td>
<td>21%</td>
<td>42%</td>
</tr>
<tr>
<td>4</td>
<td>18%</td>
<td>36%</td>
</tr>
<tr>
<td>5</td>
<td>12%</td>
<td>16%</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.

The overall online population most commonly describe gaming as GOOD AT PROVIDING ESCAPISM.
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>Music</td>
<td>87%</td>
<td>83%</td>
<td>82%</td>
<td>94%</td>
<td>91%</td>
</tr>
<tr>
<td>Travelling</td>
<td>83%</td>
<td>87%</td>
<td>76%</td>
<td>80%</td>
<td>89%</td>
</tr>
<tr>
<td>Film</td>
<td>76%</td>
<td>84%</td>
<td>69%</td>
<td>72%</td>
<td>80%</td>
</tr>
<tr>
<td>Literature/art</td>
<td>50%</td>
<td>27%</td>
<td>46%</td>
<td>48%</td>
<td>71%</td>
</tr>
<tr>
<td>Sport (taking part)</td>
<td>50%</td>
<td>69%</td>
<td>46%</td>
<td>59%</td>
<td>35%</td>
</tr>
<tr>
<td>News about celebs/famous</td>
<td>27%</td>
<td>29%</td>
<td>15%</td>
<td>25%</td>
<td>39%</td>
</tr>
<tr>
<td>Internet</td>
<td>84%</td>
<td>93%</td>
<td>84%</td>
<td>78%</td>
<td>82%</td>
</tr>
<tr>
<td>News/current affairs</td>
<td>76%</td>
<td>65%</td>
<td>84%</td>
<td>59%</td>
<td>87%</td>
</tr>
<tr>
<td>Television</td>
<td>71%</td>
<td>71%</td>
<td>72%</td>
<td>70%</td>
<td>70%</td>
</tr>
<tr>
<td>The latest technology</td>
<td>50%</td>
<td>75%</td>
<td>51%</td>
<td>21%</td>
<td>51%</td>
</tr>
<tr>
<td>Going out to bars/clubs</td>
<td>36%</td>
<td>65%</td>
<td>23%</td>
<td>39%</td>
<td>29%</td>
</tr>
<tr>
<td>Gaming</td>
<td>26%</td>
<td>60%</td>
<td>30%</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>
**BROADER MEDIA AND ACTIVITIES INTEREST: DIFFERENCE BETWEEN GAMERS AND NON-GAMERS**

<table>
<thead>
<tr>
<th>Category</th>
<th>All</th>
<th>Gamers</th>
<th>Non-gamers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Music</strong></td>
<td>87%</td>
<td>88%</td>
<td>86%</td>
</tr>
<tr>
<td><strong>Internet</strong></td>
<td>84%</td>
<td>89%</td>
<td>81%</td>
</tr>
<tr>
<td><strong>Travelling</strong></td>
<td>83%</td>
<td>88%</td>
<td>80%</td>
</tr>
<tr>
<td><strong>News/current affairs</strong></td>
<td>76%</td>
<td>72%</td>
<td>79%</td>
</tr>
<tr>
<td><strong>Television</strong></td>
<td>71%</td>
<td>76%</td>
<td>67%</td>
</tr>
<tr>
<td><strong>Literature/art</strong></td>
<td>50%</td>
<td>43%</td>
<td>55%</td>
</tr>
<tr>
<td><strong>The latest technology</strong></td>
<td>50%</td>
<td>67%</td>
<td>37%</td>
</tr>
<tr>
<td><strong>Sport (taking part)</strong></td>
<td>50%</td>
<td>65%</td>
<td>39%</td>
</tr>
<tr>
<td><strong>Going out to bars/clubs</strong></td>
<td>36%</td>
<td>54%</td>
<td>25%</td>
</tr>
<tr>
<td><strong>News about celebs/famous</strong></td>
<td>27%</td>
<td>31%</td>
<td>24%</td>
</tr>
<tr>
<td><strong>Gaming</strong></td>
<td>26%</td>
<td>55%</td>
<td>6%</td>
</tr>
</tbody>
</table>

A higher percentage of gamers than non-gamers are interested in many other activities. There is a relatively strong interest in TECHNOLOGY amongst gamers (67% vs. 37% non-gamers). Gamers are also more likely to be interested in taking part in SPORT (65% vs 39% non-gamers) and GOING OUT to bars and clubs (54% vs. 25% non-gamers).
WORDS ASSOCIATED WITH MEDIA/ACTIVITIES

(ALL ONLINE RESPONDENTS)

Entertaining  Immersive  Fun

Music
- 61%
- 56%
- 53%
- 46%
- 30%
- 29%
- 28%
- 14%
- 13%
- 8%
- 16%

Internet
- 50%
- 26%
- 17%
- 59%
- 33%
- 5%

Travelling
- 53%
- 43%
- 46%
- 36%
- 54%
- 45%
- 28%
- 14%
- 13%
- 8%

News/current affairs
- 14%
- 13%
- 8%
- 16%
- 58%
- 6%
- 6%
- 5%

Film
- 73%
- 50%
- 48%
- 23%
- 29%
- 38%
- 21%
- 5%

Television
- 72%
- 33%
- 37%
- 17%
- 50%
- 28%
- 12%

Literature/art
- 38%
- 33%
- 32%
- 16%
- 44%
- 14%
- 6%

The latest technology
- 18%
- 22%
- 7%
- 6%
- 36%
- 16%
- 32%

Sport (taking part)
- 30%
- 14%
- 19%
- 34%
- 7%
- 41%
- 18%
- 31%

Going out to bars/clubs
- 37%
- 22%
- 49%
- 41%

News about celebs/famous
- 35%
- 5%
- 18%
- 9%
- 5%
- 14%
- 8%

Gaming
- 30%
- 18%
- 31%
- 7%
- 11%
- 21%
- 7%
- 12%

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 **GOOD AT PROVIDING ESCAPISM**.
GAMING AND THE FAMILY
PARENTS AND CHILDREN WHO PLAY GAMES (ALL ONLINE RESPONDENTS)

43% of parents have children who play games.

The most common reason parents play games with children is because they are ASKED TO. 1 in 5 parents playing games with their children do so for the EDUCATIONAL BENEFITS.

They ask me to
38%

It’s a fun activity for all the family
32%

I enjoy playing with them
28%

To spend time with them
25%

To monitor what games they play
22%

Educational benefits
20%

Health and fitness benefits
14%

To monitor how long they play for
13%

43% of parents have children that play games. Of these, the majority play with their children (28% parents play games with their children vs. 16% don’t).
WORDS ASSOCIATED WITH GAMING:
DIFFERENCE BETWEEN PARENTS OF CHILDREN WHO PLAY GAMES AND NON-PARENTS

Both parents of children who play games and non-parents most commonly describe gaming as **ENTERTAINING**.

1 in 10 parents of children who play games describe gaming as a **SOCIALE** activity.

A minority acknowledge the educational and family orientated nature of gaming.
## EFFECT OF GAMES ON CHILDREN (PARENTS OF CHILDREN WHO PLAY GAMES)

<table>
<thead>
<tr>
<th>Aspect</th>
<th>More</th>
<th>No difference</th>
<th>Less</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitive</td>
<td>72%</td>
<td>18%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Have fun</td>
<td>67%</td>
<td>7%</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>Spend time alone</td>
<td>59%</td>
<td>16%</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>Develop skills</td>
<td>48%</td>
<td>36%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Aggressive</td>
<td>43%</td>
<td>27%</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>Creative</td>
<td>43%</td>
<td>40%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Informed</td>
<td>31%</td>
<td>35%</td>
<td>31%</td>
<td></td>
</tr>
<tr>
<td>Social</td>
<td>19%</td>
<td>20%</td>
<td>59%</td>
<td></td>
</tr>
</tbody>
</table>

## WORDS ASSOCIATED WITH GAMING:

### PARENTS OF CHILDREN WHO PLAY GAMES

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informative/educational</td>
<td>5%</td>
</tr>
<tr>
<td>Family orientated</td>
<td>6%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informative/educational</td>
<td>20%</td>
</tr>
<tr>
<td>Family orientated</td>
<td>3%</td>
</tr>
</tbody>
</table>

Many parents believe gaming encourages their children to **DEVELOP THEIR SKILLS** more (48%) and be more **CREATIVE** (43%).

However, a similar number believe it encourages their child to spend more **TIME ALONE** (59%) and be more **AGGRESSIVE** (43%).
## 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>Rarely</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 and under</td>
<td>31%</td>
<td>12%</td>
<td>15%</td>
<td>23%</td>
<td>8%</td>
</tr>
<tr>
<td>6 to 9</td>
<td>21%</td>
<td>17%</td>
<td>40%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>10 to 15</td>
<td>55%</td>
<td>8%</td>
<td>24%</td>
<td>4%</td>
<td>7%</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>Most of the time</th>
<th>Rarely</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 and under</td>
<td>44%</td>
<td>10%</td>
<td>19%</td>
<td>14%</td>
<td>6%</td>
</tr>
<tr>
<td>6 to 9</td>
<td>23%</td>
<td>10%</td>
<td>27%</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>10 to 15</td>
<td>57%</td>
<td>9%</td>
<td>13%</td>
<td>18%</td>
<td></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.

**Note low base sizes for this question (n < 50)
### 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><strong>31%</strong></td>
<td><strong>57%</strong></td>
<td>7%</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 to 9</td>
<td>51%</td>
<td>27%</td>
<td>13%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 to 15</td>
<td>16%</td>
<td>20%</td>
<td>57%</td>
<td>4%</td>
<td></td>
<td>4%</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><strong>21%</strong></td>
<td>8%</td>
<td><strong>21%</strong></td>
<td></td>
<td><strong>49%</strong></td>
</tr>
<tr>
<td>6 to 9</td>
<td>21%</td>
<td><strong>47%</strong></td>
<td></td>
<td></td>
<td><strong>32%</strong></td>
</tr>
<tr>
<td>10 to 15</td>
<td>5%</td>
<td>15%</td>
<td><strong>59%</strong></td>
<td></td>
<td><strong>19%</strong></td>
</tr>
</tbody>
</table>

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

8 in 10 children aged 10-15 have bought a game for themself, compared to 4 in 10 children aged 6-9.

The majority of parents of children aged 6 and above consider themselves to be ‘quite’ or ‘very’ knowledgeable about the games that child plays.

**Note low base sizes for this question (n < 50)**
### 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>
<th>Often</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 and under</td>
<td>21%</td>
<td>51%</td>
<td>15%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>6 to 9</td>
<td>56%</td>
<td>23%</td>
<td>8%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>10 to 15</td>
<td>67%</td>
<td>15%</td>
<td>11%</td>
<td>6%</td>
<td></td>
</tr>
</tbody>
</table>

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

- **25%**  
  Aged 5 and under play games at a friend’s home
- **50%**  
  Aged 6-9 play games at a friend’s home
- **46%**  
  Aged 10-15 play games at a friend’s home

*Parents were asked in reference to their YOUNGEST child only

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

Around 1 in 5 children aged 6 and above 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

- **28%** use parental control settings to limit what their youngest child can access on their games consoles.
- **25%** 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

- **21%** Online access through the console
- **19%** Games played by age rating
- **7%** Amount of play time

### FOR CHILDREN AGED 6-9

- **60%** use parental control settings to limit what their youngest child can access on their games consoles.
- **30%** 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

- **40%** Online access through the console
- **30%** Games played by age rating
- **10%** Amount of play time

### FOR CHILDREN AGED 10-15

- **49%** use parental control settings to limit what their youngest child can access on their games consoles.
- **67%** 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

- **37%** Online access through the console
- **12%** Games played by age rating
- **2%** Amount of play time

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

- **45%** aware of **ANY** age rating system for videogames
- **22%** aware of **PEGI** age rating system for videogames
- **56%** aware of **PEGI** age rating symbols
- **33%** aware of **PEGI** content symbols

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

<table>
<thead>
<tr>
<th>PEGI Age Rating Symbols</th>
<th>PEGI Content Symbols</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clear: <strong>89%</strong></td>
<td>Clear: <strong>85%</strong></td>
</tr>
<tr>
<td>Useful: <strong>98%</strong></td>
<td>Useful: <strong>85%</strong></td>
</tr>
</tbody>
</table>

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

45% are aware of an age rating system for games, but only half as many are aware of PEGI ratings (22%).

Awareness of the PEGI age ratings increases to **56%** 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)

62% agree PEGI ratings should apply to app games

59% 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

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

6% The age rating system for movies should be stricter overall than that used for videogames

21% Don’t know/none of these

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

3 in 10 believe that the age rating system for games should be stricter than movies, although 45% as many believe the same level of strictness should be applied to both.