

Parenting Generation Game: Summary of findings

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Parents' insights on how children game on and offline

How many children play video games on and offline?

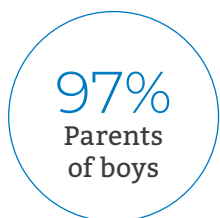
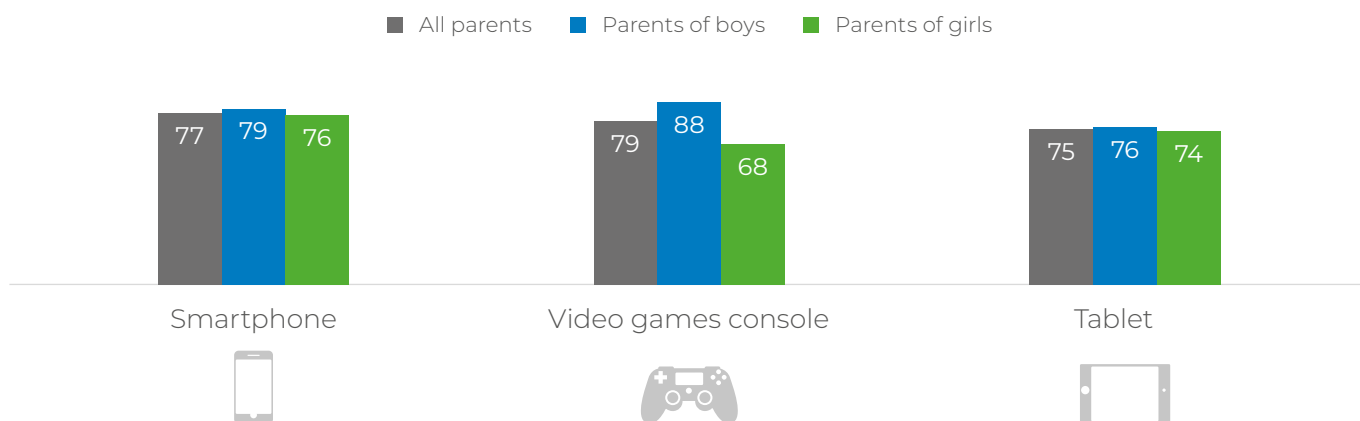


of parents say their child uses any device to play video games

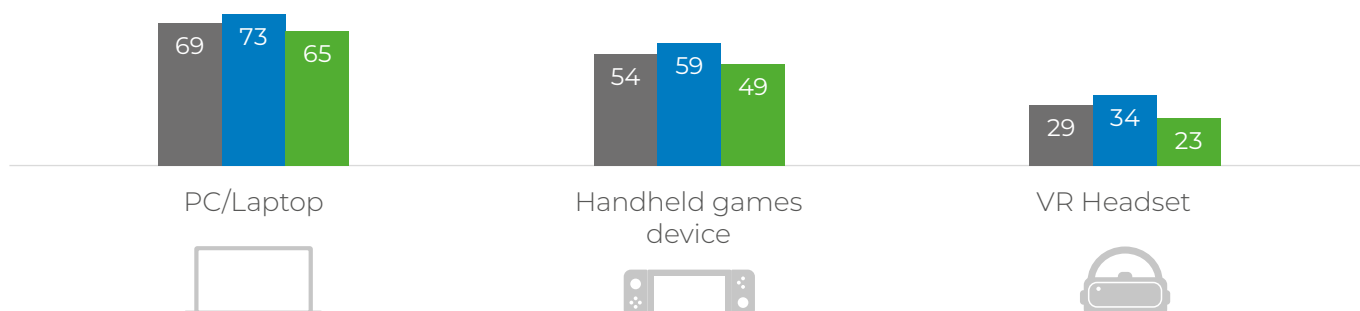
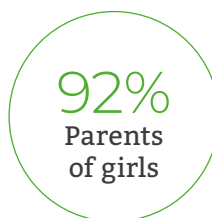
What devices do they use to play video games?

Most popular Smartphone and consoles

3/5 of parents say children game use them at least once a week to play video games

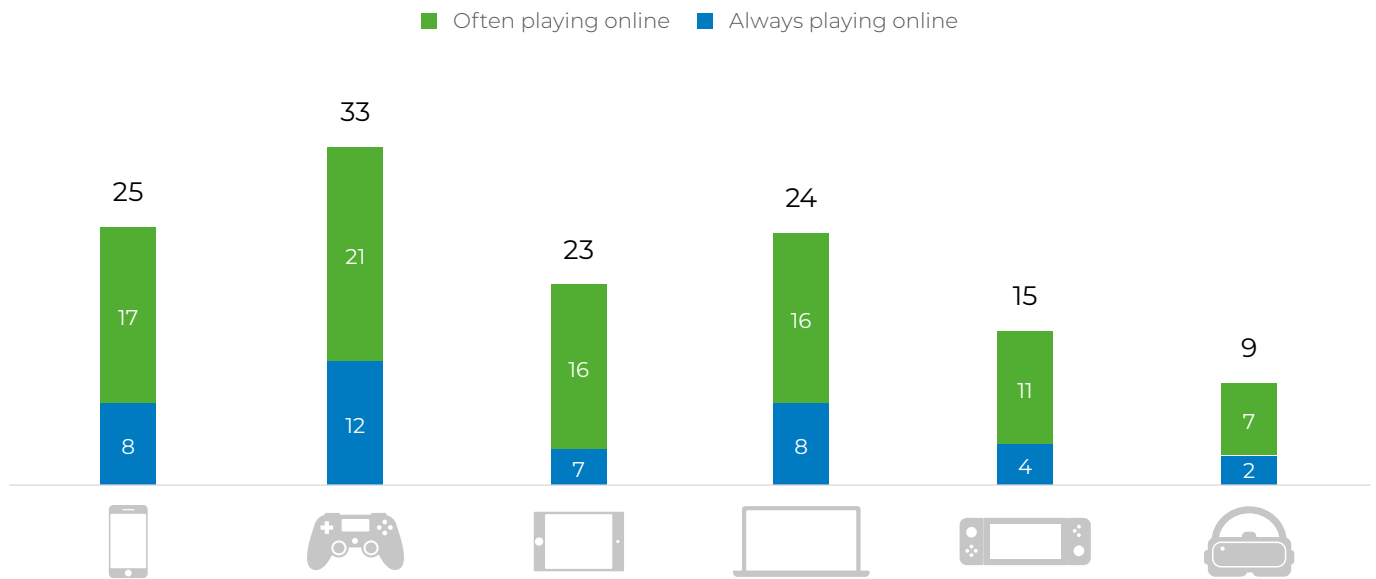


Gaming across any device (%)



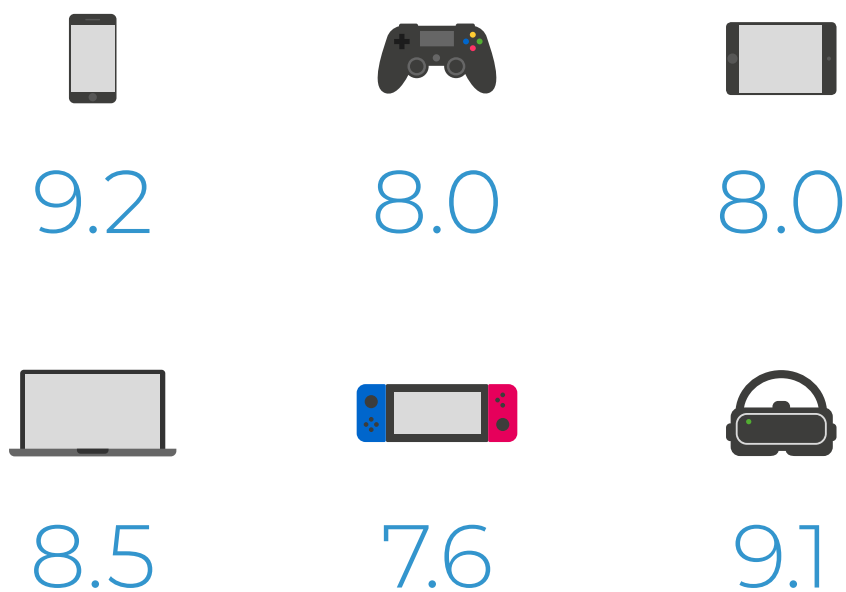
How many children game online?

Parents say **81% of children** play video games online
Almost half prefer to game online



What age do children start gaming?

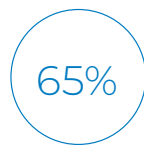
Three in four children between the ages of 4-5 have experienced playing games on a tablet



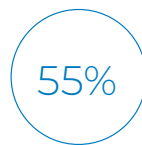
How much time do they spend gaming?

	Gaming on a typical weekday <i>(average time spent – hours:minutes)</i>	Gaming over a typical weekend <i>(average time spent across Saturday and Sunday – hours:minutes)</i>
 Parents of 4 – 5 year olds	1:27	3:27
 Parents of 6 – 10 year olds	1:43	4:59
 Parents of 11 – 13 year olds	2:30	5:39
 Parents of 14 – 16 year olds	2:16	5:13

Where do they play video games?

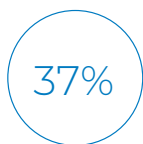


Living room

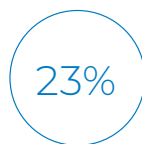


in their bedroom

Do children prefer to game alone or with friends?



prefer to play alone

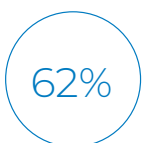


prefer to play together in the same room

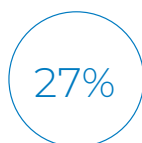


prefer to play with others online

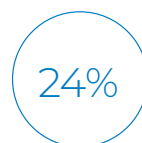
Who do they prefer to play video games with?



prefer to play with school friends



prefer to play with their siblings



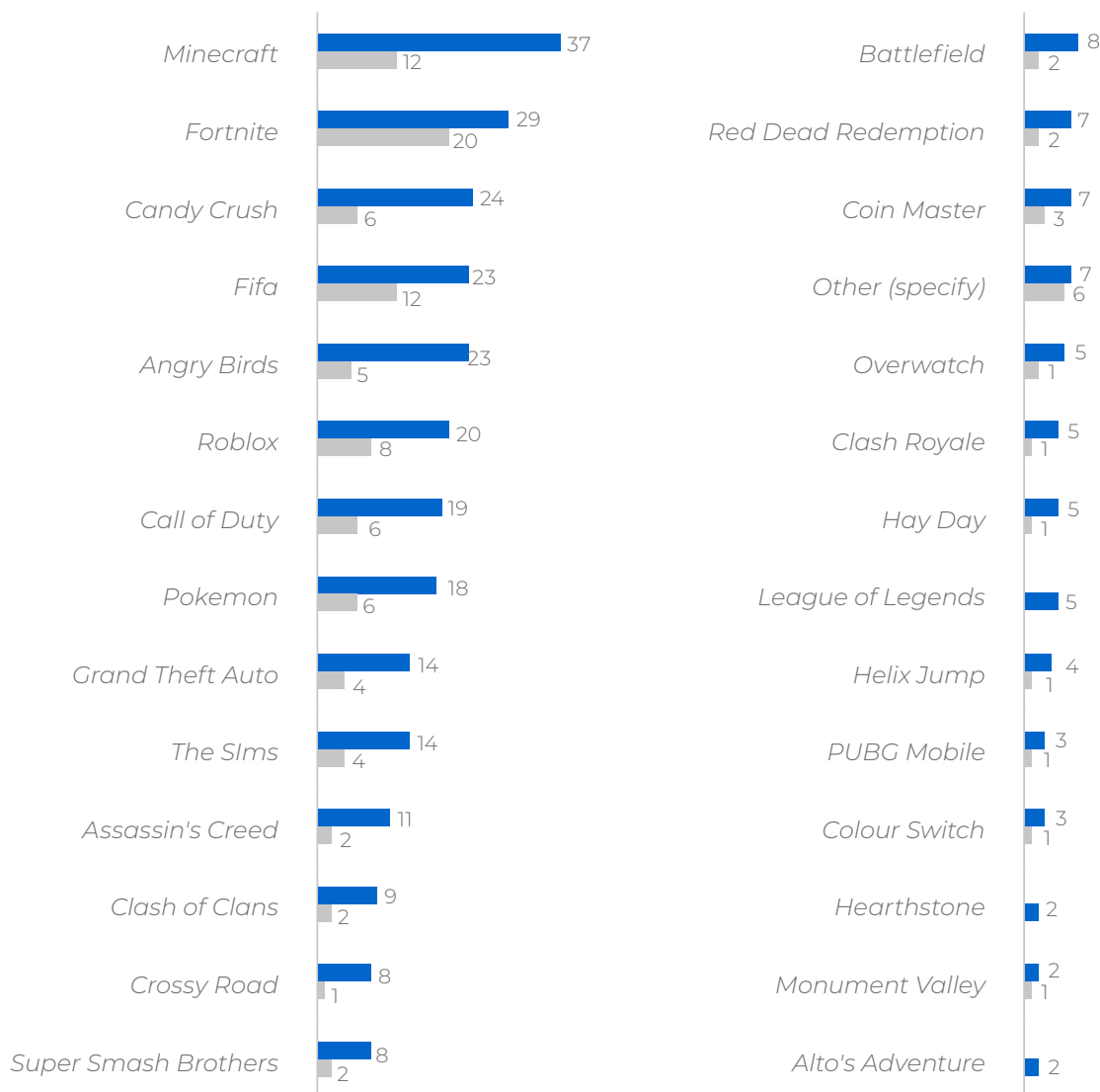
prefer to play with parents



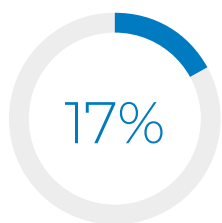
prefer to play with others online

What games do they play across devices?

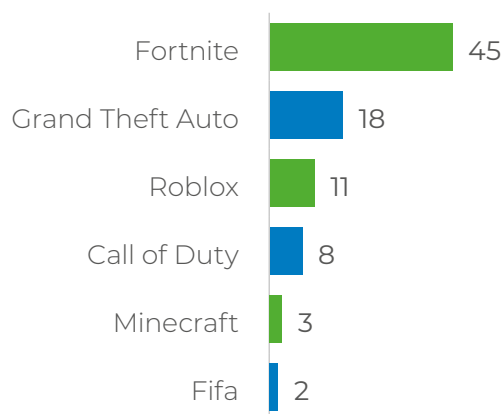
■ Child plays either on mobile/PC/console ■ Child's favourite game



What games are parents concerned about

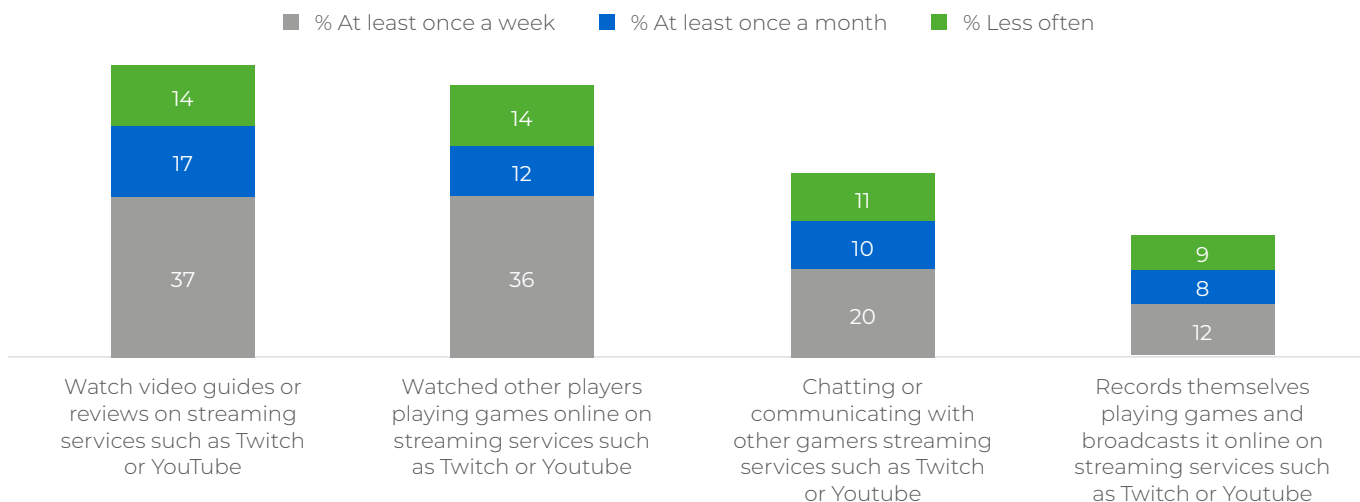


Spontaneously mention at least one title they are concerned with their children playing



*Only top mentions shown. All other titles mentioned by less than 1%

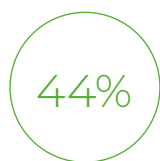
What other game related activity do they do?



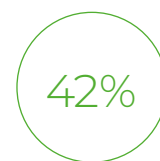
Different views on gaming - Mum versus Dad



of parents agree gaming is a way to spend quality time together as a family (**39% for mums and 49% for dads**)

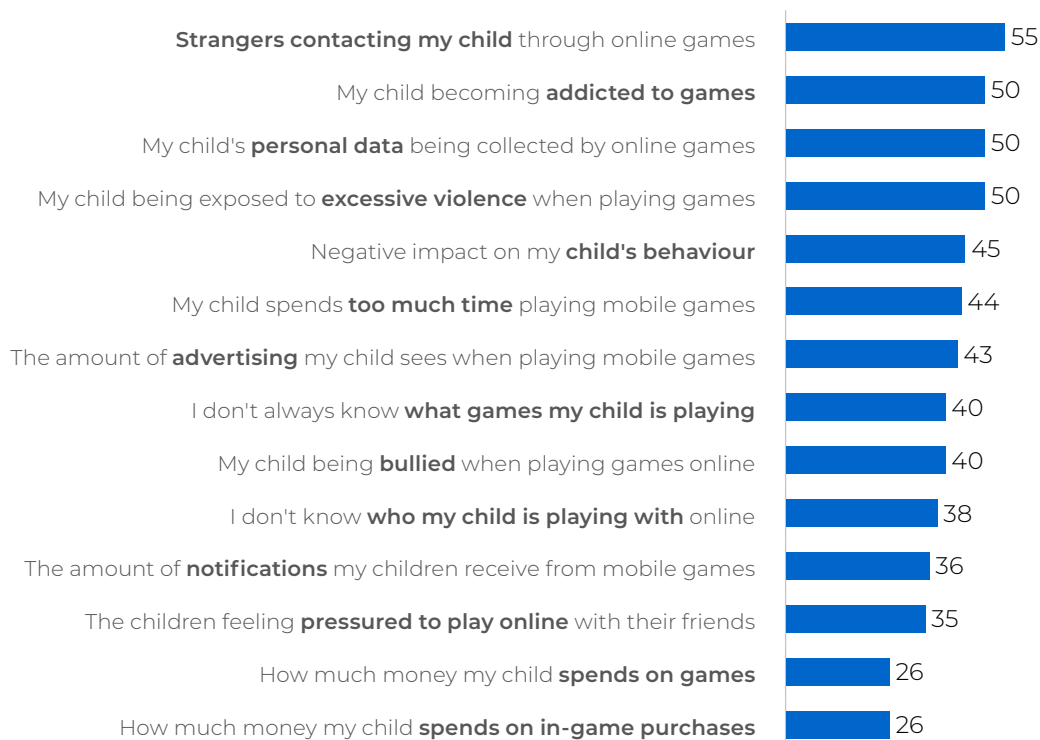


of parents agree they share their own games with their children (**41% for mums and 46% for dads**)



of parents agree they never play with child across any device (**46% for mums and 38% for dads**)

What are parents concerned about gaming online?



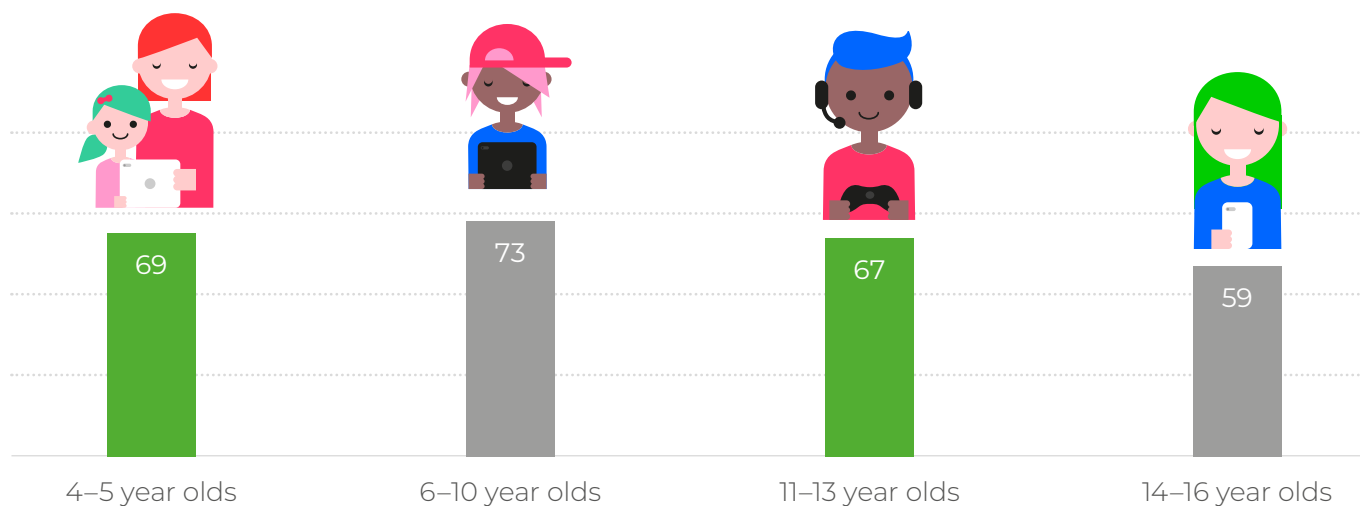
What are parents views on the benefits of gaming?



agree they would be happy for their child to have a career in gaming (50% for Dads and 45% for Mums)

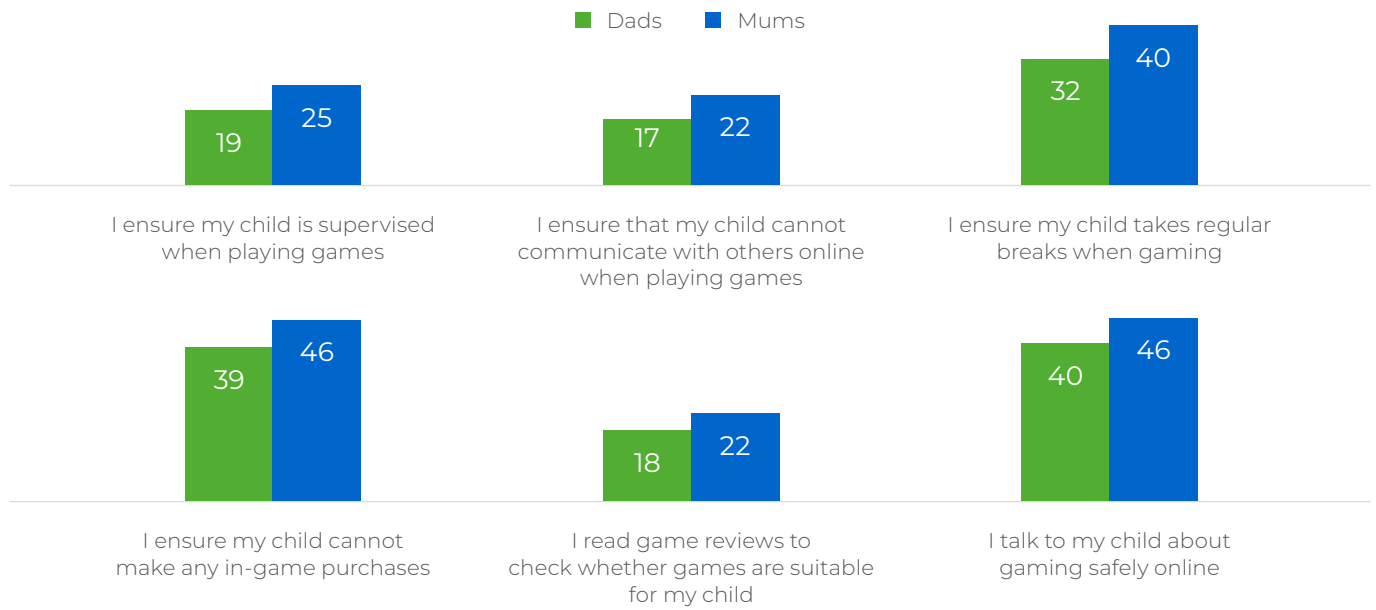


How do parents manage how children game on and offline?



of parents agree they have clear rules and boundaries for how long their children can spend gaming

What actions do parents take to keep children safe while gaming?



What support are parents asking for to support their children?



4-5 year olds

- Which games are good to play as a family **34%**
- How to limit the amount of time my child plays video games **30%**
- How to talk to my child staying safe when playing games online **30%**
- Which games are more likely to put my child at risk of unwanted contact from adults **29%**



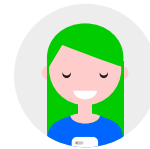
6-10 year olds

- Which games are appropriate content for my child **39%**
- Which games collect and/or misuse my child's personal data **35%**
- Which games are good to play as a family **35%**
- What to do if you see your child's behaviour change **35%**



11-13 year olds

- What to do if you see your child's behaviour change **33%**
- Which games are more likely to put my child at risk of unwanted contact from adults **32%**
- Which games collect and/or misuse my child's personal data **31%**
- Which games have inappropriate content for my child **31%**



14-16 year olds

- Advice on which games collect and/or misuse my child's personal data **32%**
- Advice on what to do if you see your child's behaviour change **32%**
- Advice on which games are more likely to put my child at risk of unwanted contact from adults **31%**
- Advice on which games have inappropriate content for my child **31%**