

# Play Together/ Play Smart

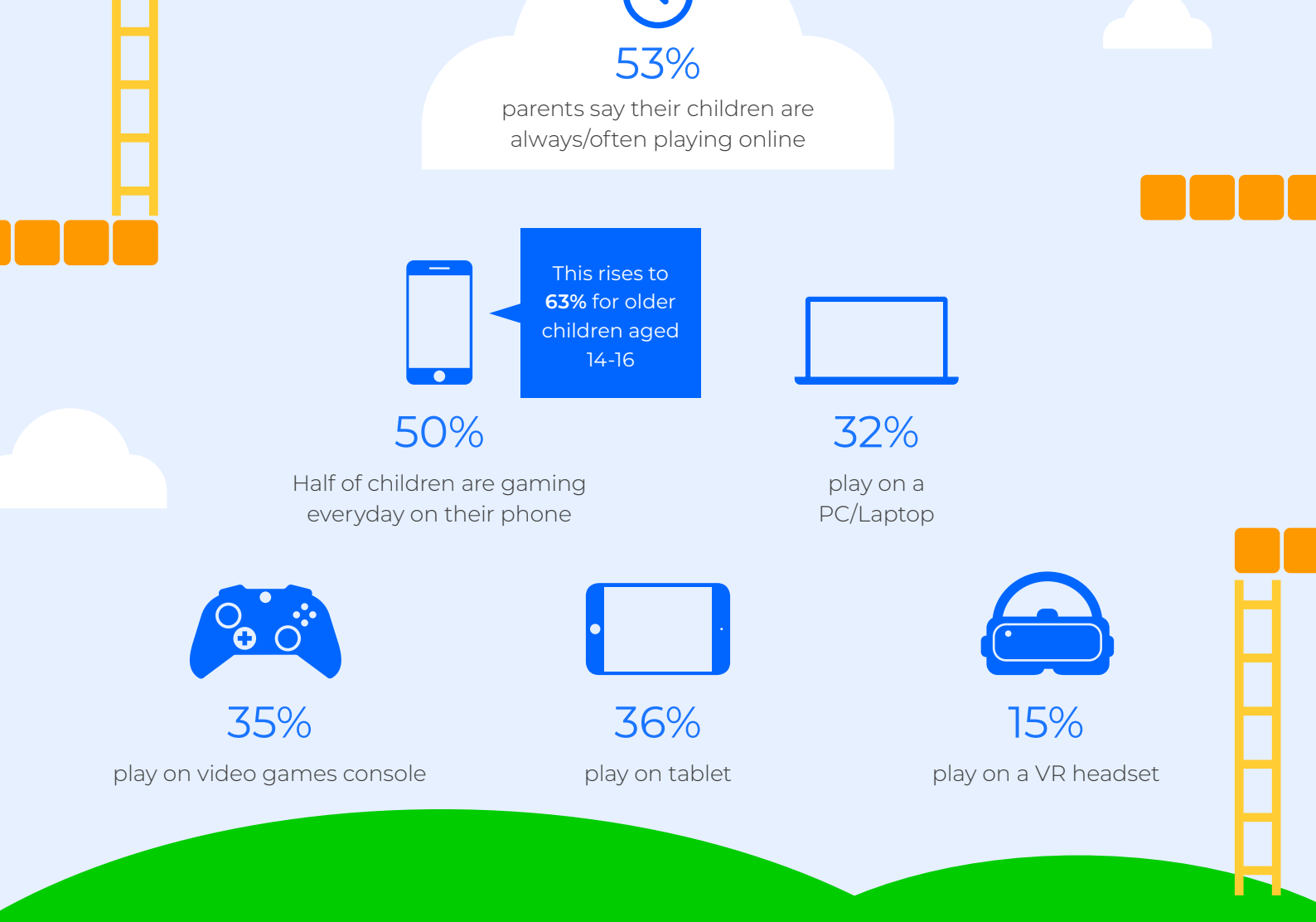
What do parents really think and know about their children's gaming habits?

internet matters.org

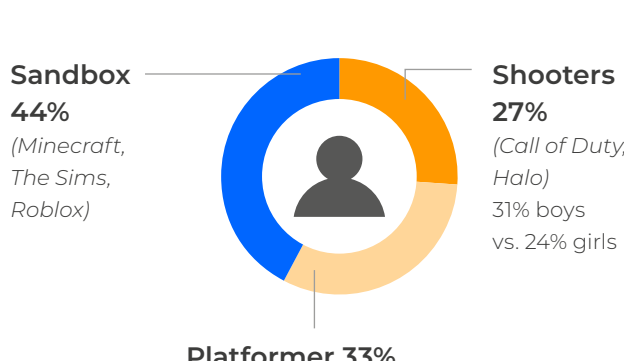
EA Electronic Arts

## 1. USAGE

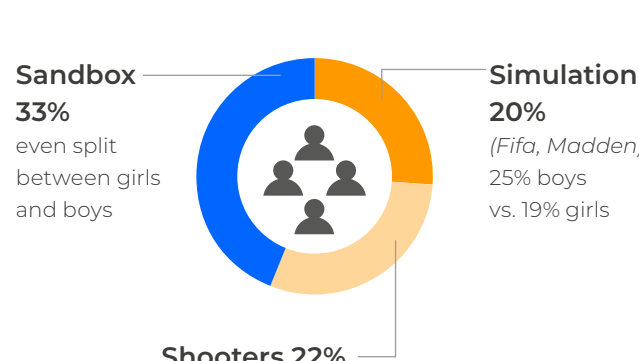
A mobile first gaming generation



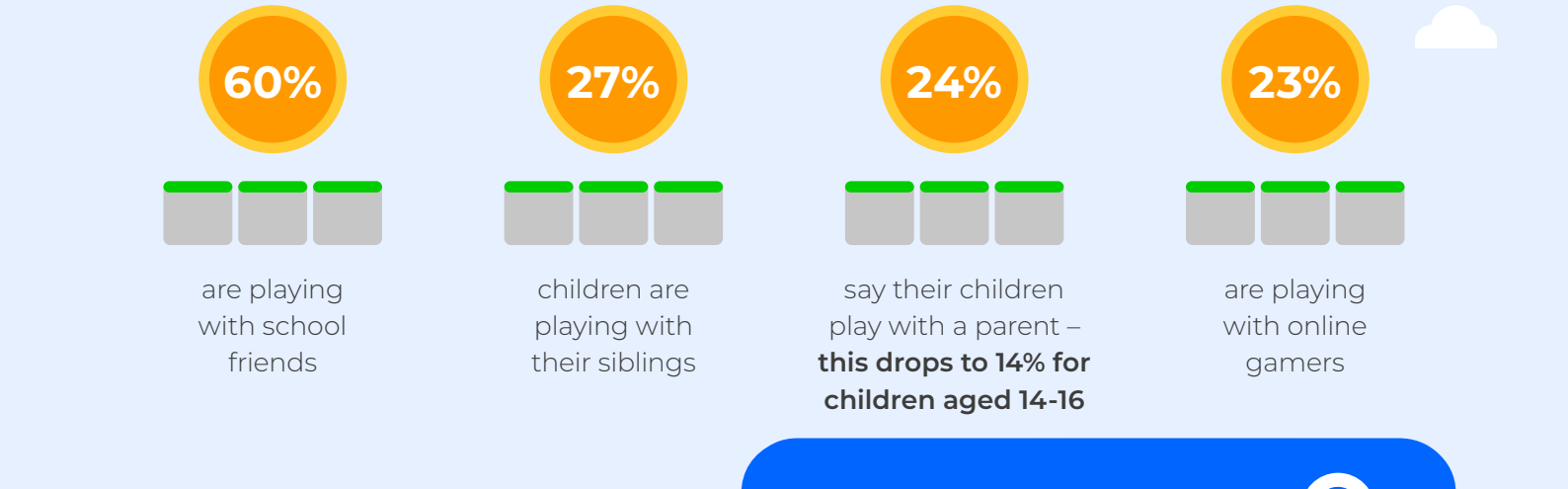
### Top 3 single player games



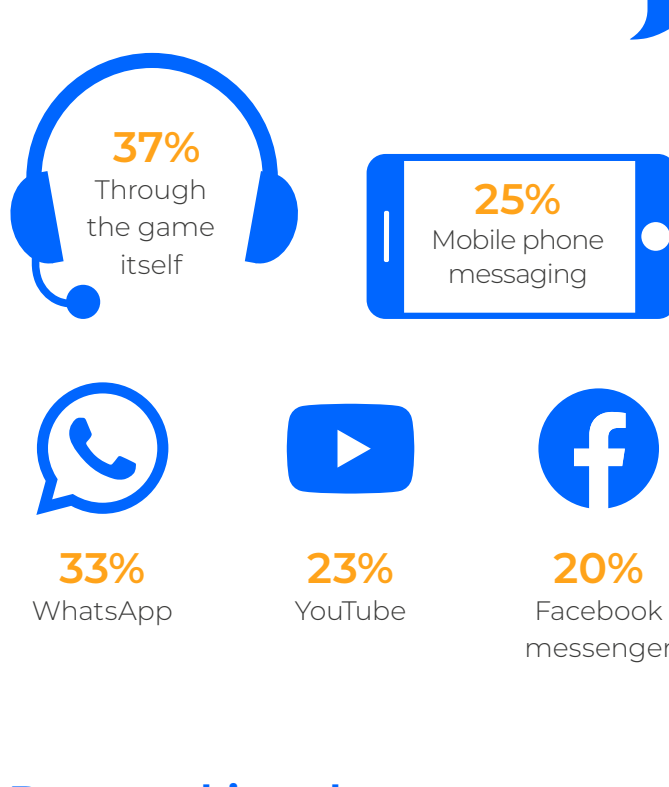
### Top 3 multi-player games



## Who are they playing with?



Reassuringly only 5% of parents say they are unsure who their children are playing with

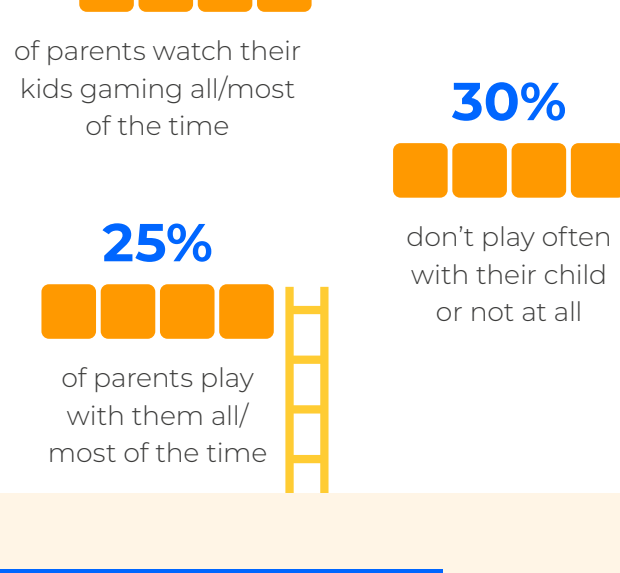


## How are children communicating with people they play with in the game?

Children are not just communicating via in-game chat functions but off platform too, with over a quarter of children using WhatsApp and text messaging to communicate with other players

## Parental involvement

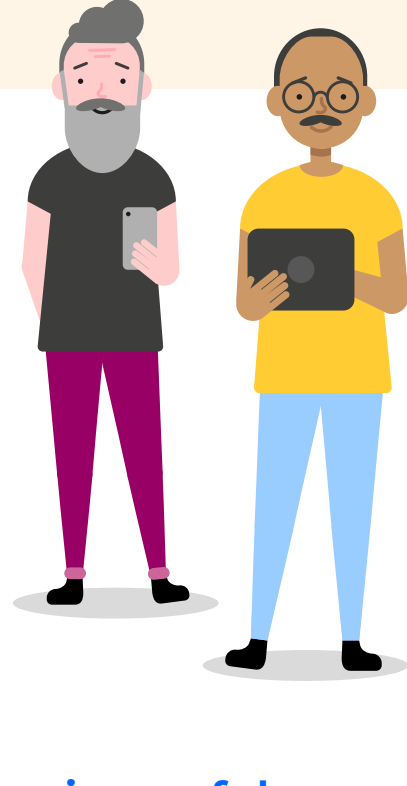
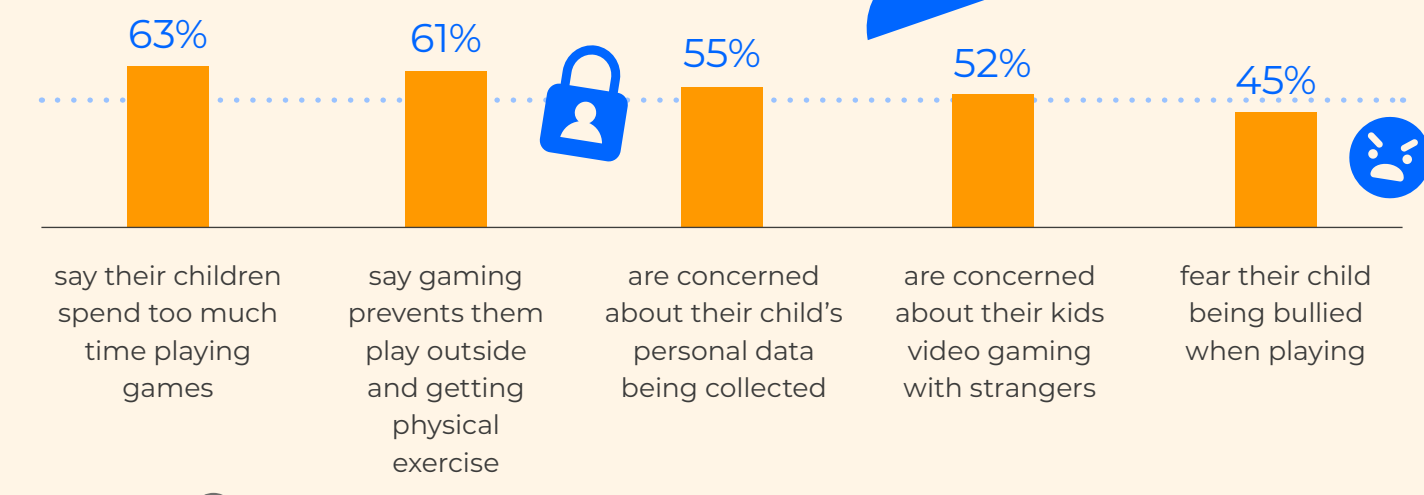
Dads participate more with their children's gaming than mums; 30% of dads play computer games with their children all of most of the time, +9%pts more likely than mums (21%).



## 2. PARENTS ATTITUDES

### Parental concern:

Parents have told us that they are most concerned about the amount of time their child is spending gaming, becoming addicted and sharing of personal data

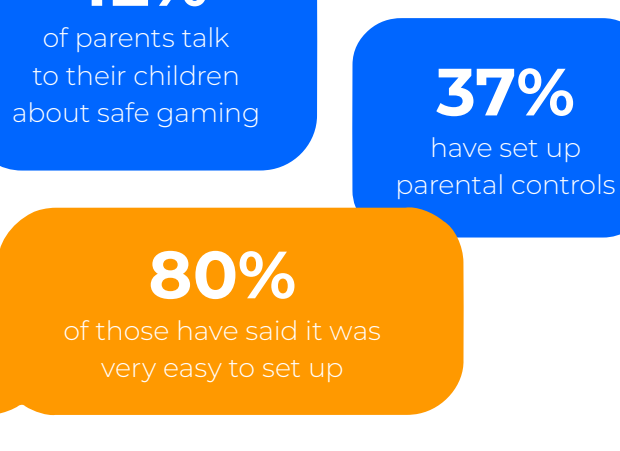


More dads say they game with their kids, and they are also more likely than mums to recognise the concerns of gaming, particularly around notifications received when gaming (+24%pts), spending in games and in-game purchases (both +23%pts).

### Gaming safely and responsibly

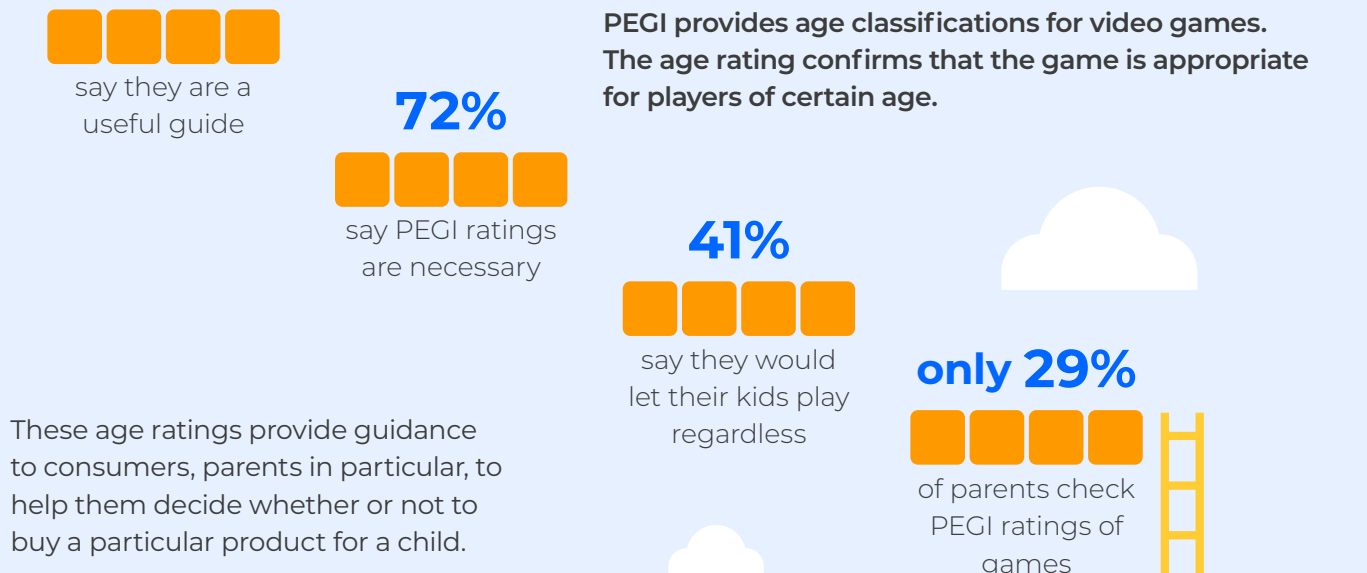
Encouragingly many parents actively talk to their children about how to game online safely

However only a third of parents have said they have set parental controls on their children and games. Of those who haven't, 58% are unaware of parental controls, they don't know how to set them up or find it too difficult.

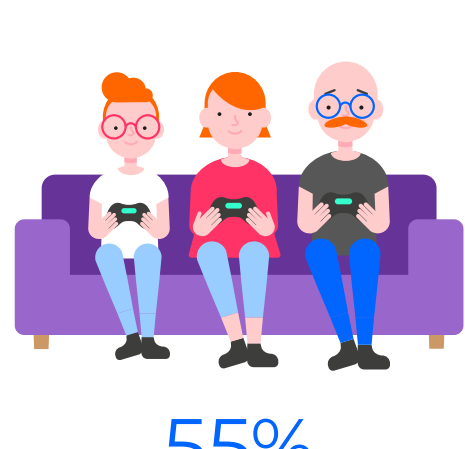


### Understanding and usage of PEGI ratings

PEGI provides age classifications for video games. The age rating confirms that the game is appropriate for players of certain age.



## 3. EXPLORING THE BENEFITS

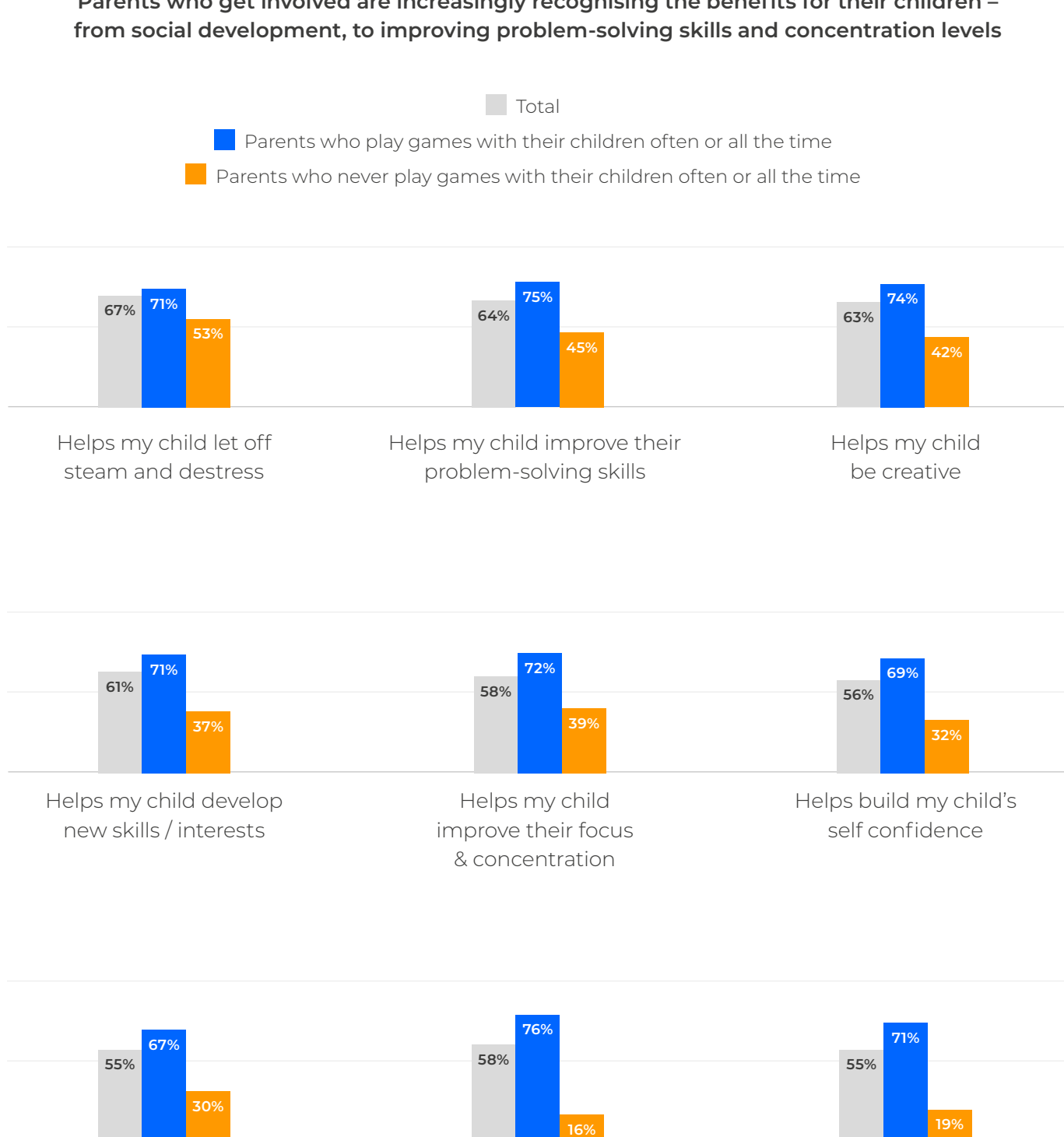


55% of parents feel more connected as a family when they game together



58% of parents say gaming provides quality time as a family

Parents who get involved are increasingly recognising the benefits for their children – from social development, to improving problem-solving skills and concentration levels



### Methodology

Nationally representative survey of 2,000 UK parents of their children aged 5-16 on their understanding and attitudes towards their children playing video games. The questions had a particular focus on benefits, concerns and what they do to ensure their child has a safe gaming experience. Research conducted in June 2021.