Play Together/ Play Smart

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

LUSAGE
A mobile-first gaming generation

Parental involvement

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

2. PARENTS ATTITUDES

Parental check

Understanding and usage of PEGI ratings

3. EXPLORING THE BENEFITS

Parental check

Understanding and usage of PEGI ratings

Methodology

These age ratings provide guidance to consumers, parents in particular, to help them decide whether or not to buy a particular product for a child. These age ratings are necessary for players of certain age. PEGI provides age classifications for video games. When parents say they are unsure who their children are playing with, this drops to 14% for children aged 14-16 and boys.

Mums and dads have different views about safe gaming. Research conducted in June 2021.

Nationally representative survey of 2,000 UK parents of children aged 5-16 on their understanding and attitudes towards their children’s gaming. Survey conducted on behalf of Roblox.

WHO ARE THEY PLAYING WITH?

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. It is also noted that parents are concerned about content received when gaming (+24%pts), spending in games (+17%pts), and they are also more likely than mums to say gaming is a useful guide from social development, to improving problem-solving skills and concentration levels. However only a third of parents have said they set parental controls on their consoles and have them up or find it too difficult.

Helps my child develop new skills / interests

Helps my child let off physical steam

Helps my child destress

Helps my child improve their focus

Helps build my child’s confidence

Helps my child improve their communication

It helps my child with school

It helps my child with their physical development

It helps my child with their mental development

It helps my child with their social development

It helps my child with their emotional development

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HELPING MY CHILD AND PLAYING TOGETHER

Helping my child and playing together makes a family

Helping my child and playing together is a useful guide

Helping my child and playing together is very easy to set up

Children are not just communicating with people they play with in the game – they are communicating with people they play with online. Encouragingly many parents actively talk to their children about safe gaming and how to play safely.

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