

# Children's in-game spending

A report by Ipsos for  
the Interactive  
Software Federation  
of Europe (ISFE)

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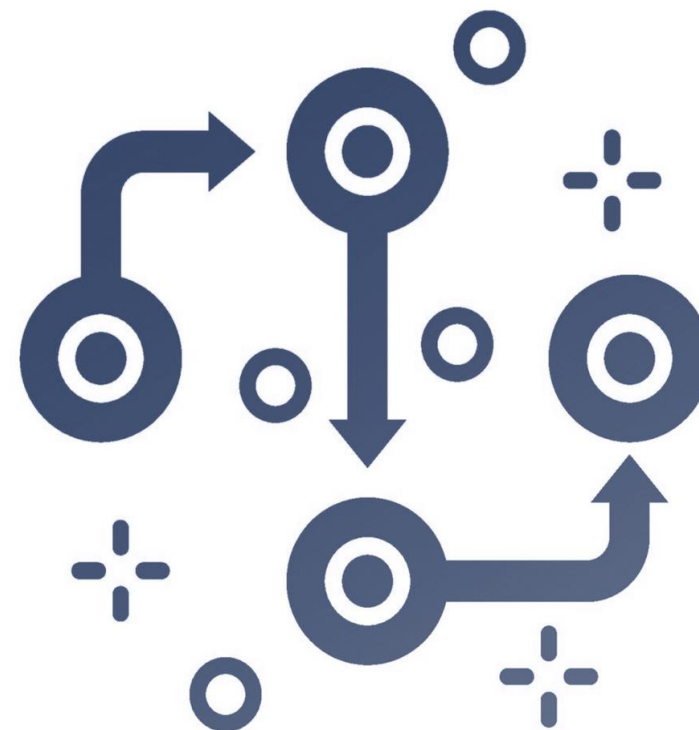
# Methodology

## Sampling

Question module added to main GameTrack survey from 2020. Previous results (2018-2019) were based on re-contacting respondents pre-identified from previous GameTrack surveys who have agreed to take part on similar surveys about videogames. Based on this new method, 2020 results would:

- Be based on a larger sample per country and at overall level (c700 parents of children under 15 years old per country c3,500 across GameTrack countries).
- From 2020, our parents sample fall naturally from respondents who take part on our main GameTrack survey. Previously, parents had to agree participating on additional surveys about similar topics after GameTrack survey completion.

Based on this sampling change for 2020, results are directionally comparable (understanding trends) however comparability of levels of change are limited.



Total number of respondents per year: all adults 18+ who are parents/guardians of children who play videogames:

YEAR	TOTAL	UK	FR	GE	SP	ITA
2020	2,313	382	526	282	599	524
2019	1,118	240	337	303	115	123
2018	962	238	330	294	100	-

# Take outs

1

**There is no increase of the proportion of parents claiming their children spend on in-game extras.**

3 in 4 parents claim their children don't invest on in-game extras within the videogames they play. This proportion has directionally increased over the last two years across all main EU countries from 53% back on 2018.

2

**Amongst those spending on in-game extras, average spent increased to €33 per month across main EU countries.**

Despite a higher proportion of parents claiming their children don't spend on in-game extras, average monthly spend on in-game extras increased by €5 per month amongst spenders year-on-year. This could be partially attributed to higher engagement with video gaming during pandemic restrictions during 2020 and availability of extra time for in-home activities.

3

**The most popular in-game extras are decorative items which don't impact gameplay.**

2 in 5 spenders on in-game extras invest on decorative or cosmetic items which does not impact gameplay (particularly strong in the UK and Germany), with around 1 in 4 claiming to invest on in-game extras that expands their gameplay or have a direct impact on their gameplay. 1 in 5 invest on in-game extras that increases rewards from gameplay or unknown rewards.

4

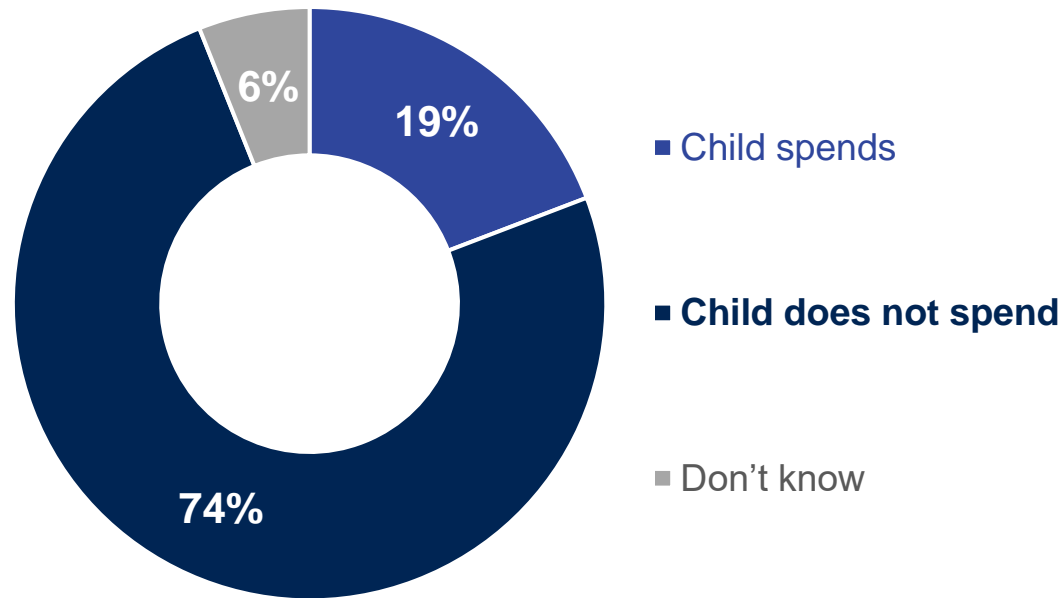
**The number of parents of children who spent on in-game extras AND have an agreement on spend levels remains high.**

3 in 4 parents of children who spend on in-game extras have an agreement with their children about their level of spending. More than half (56%) have an explicit agreement with their children, either asking permission (45%) or setting spending limits (20%). Interestingly, 1 in 5 parents claim they use each of newer tech tools to control in-game spending: parental controls (22%), two factor authentication (20%) and push notifications (19%). Amongst those who don't use parental controls, half claim these are not necessary and 1 in 4 don't know how to set these up.

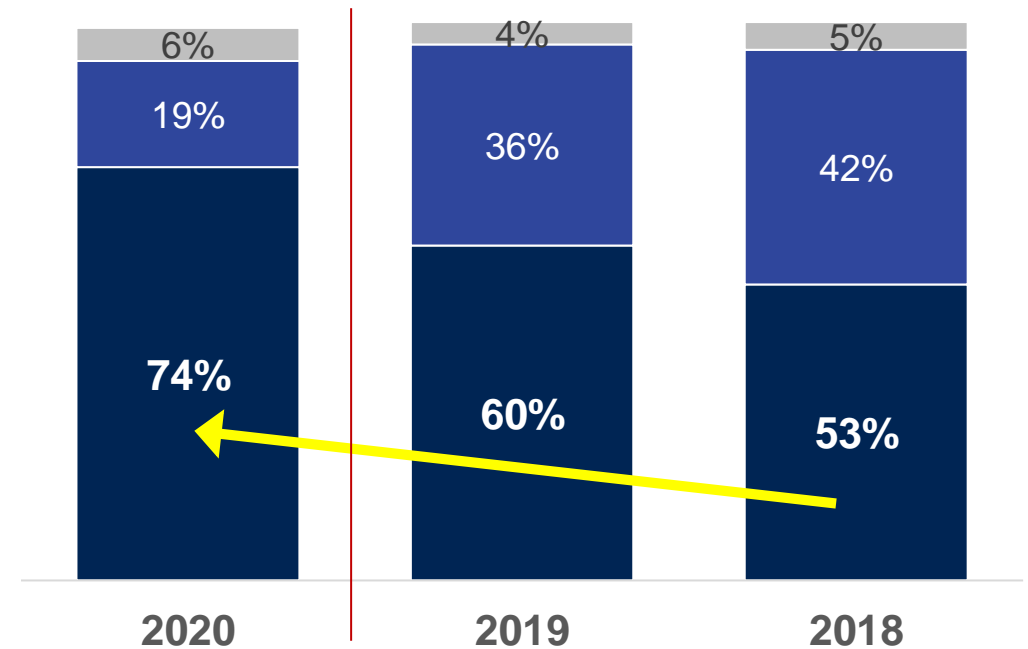
# 3 in 4 parents claim their children don't spend on any in-game extras personally - this proportion has increased overtime.

## Child spend money in-game (Amongst parents of videogame players) - 2020

Total - 2020



Total - Trend



Q2MICRO. Does your child ever spend money in game?  
BASE: Parents of children who play videogames TOTAL (2,313), UK (382), FR (526), GE (282), SP (599), IT (524)

# Amongst the 19% who claimed their children spend on in-game extras, the most popular items children acquire are cosmetic that don't impact gameplay.

## Items spent money on (Amongst parents whose children spend money in-game) - 2020

### Total

#### Something that...



	UK	FR	GE	SP	ITA
...is decorative or cosmetic and doesn't impact gameplay	57%	32%	44%	23%	33%
...expands gameplay	34%	24%	23%	33%	26%
...impacts gameplay	36%	28%	24%	22%	25%
...increases rewards you can earn from gameplay	32%	20%	15%	22%	21%
...has unknown rewards	23%	21%	32%	15%	13%
...makes videogames easier to play	17%	27%	20%	19%	23%

Top 3 in-game purchases

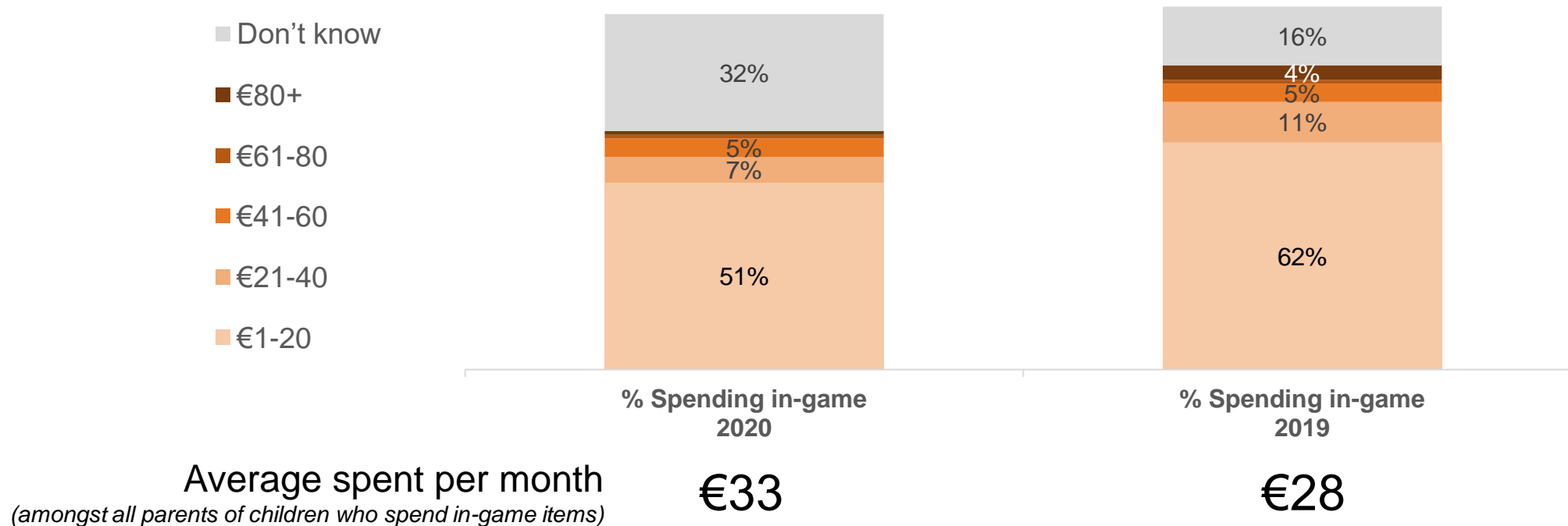
Questionnaire item list updated from 2020 - year-on-year comparability is not possible.

Q2BMICRO. What does your child spend money on while playing videogames?  
 BASE: PARENTS OF CHILDREN IN HHOLD WHO SPEND MONEY IN VIDEOGAMES (526), UK (93), FR (110), GE (62), SP (130), IT (131)

# Most parents of children who spend on in-game items claimed their child spend €1 to €20 per month on average

Claimed average spend per child (Amongst parents whose children spend money in-game)

## Total (parents whose children spend money in-game)



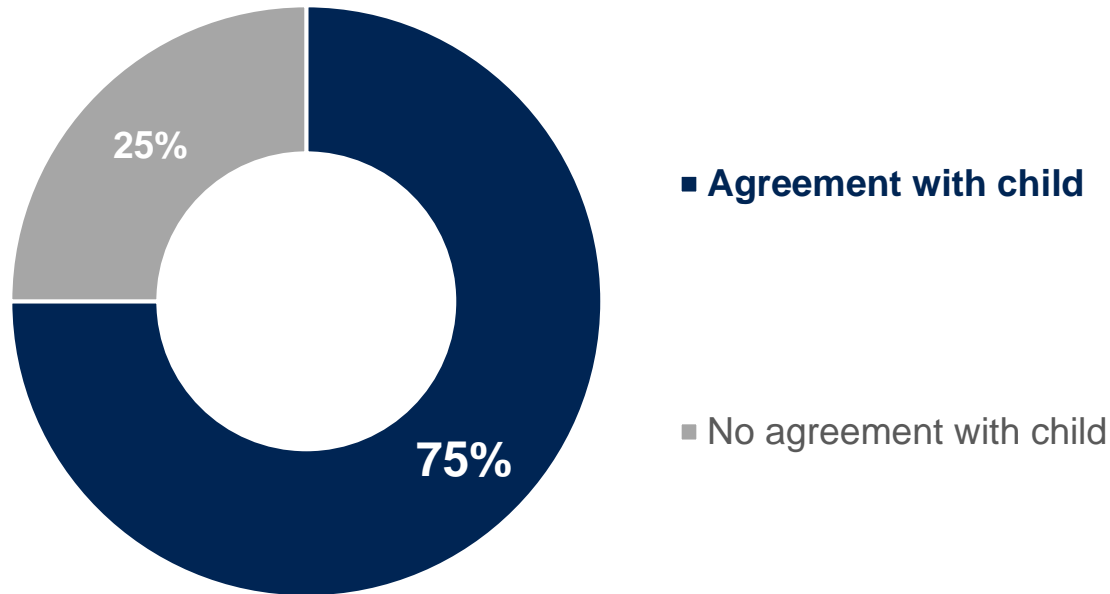
Q3MICRO. In an average month, how much money does your child/children spend in-game?  
Please include across all the games they play and any devices they play on.

BASE: PARENTS OF CHILDREN IN HHOLD WHO SPEND MONEY IN VIDEOGAMES (526), UK (93), FR (110), GE (62), SP (130), IT (131)

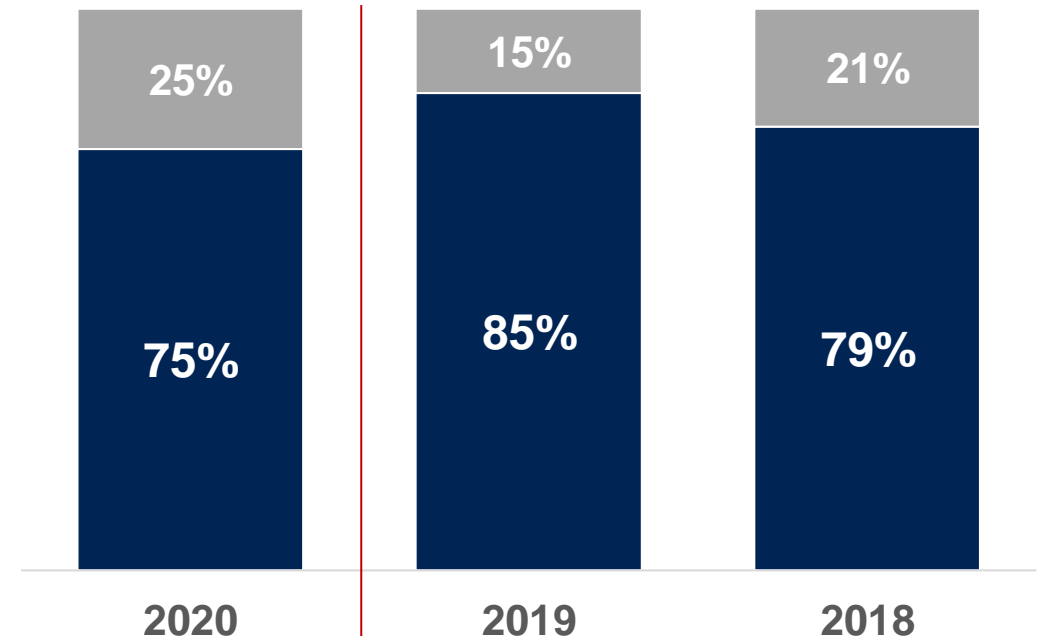
# Three-quarters of parents have an agreement with their child about in-game spending – this measure has tracked strongly overtime.

Agreement with child (Amongst parents whose children spend money in-game) - 2020

Total - 2020



Total - Trend

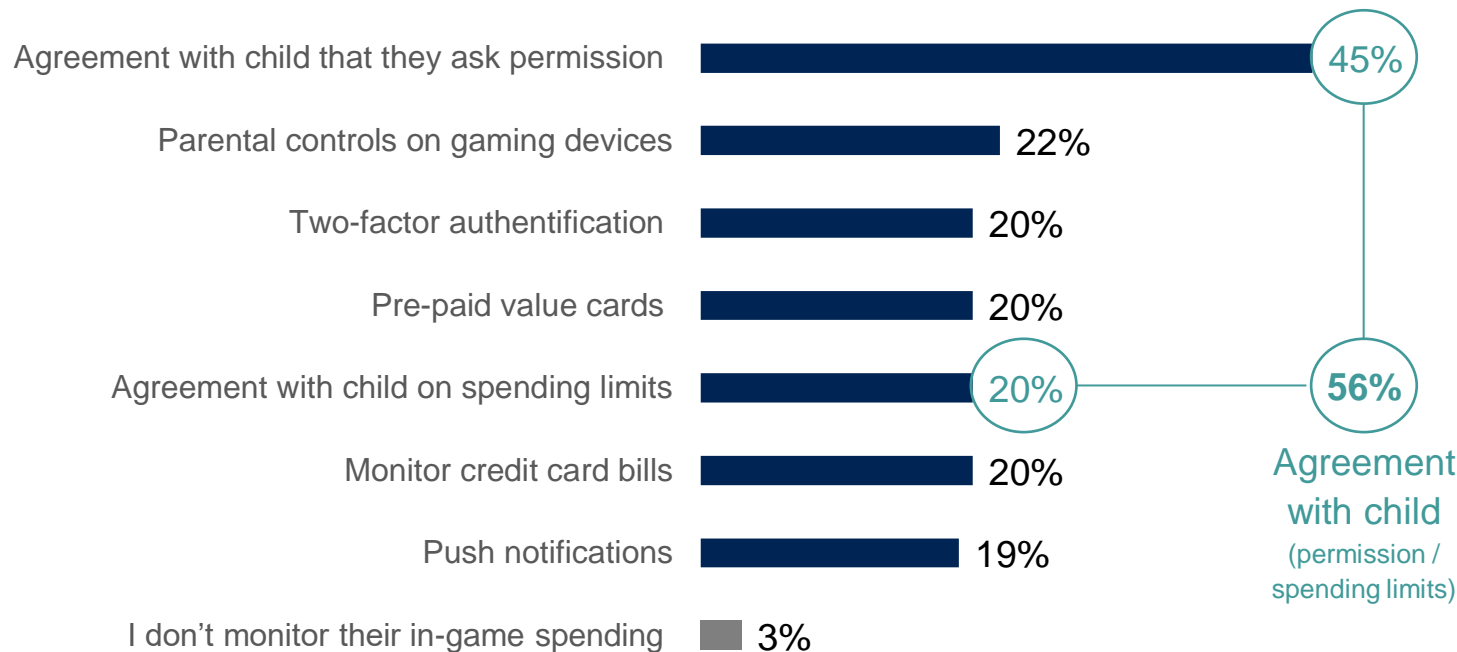


Q4MICRO. Do you have an agreement with your child/children on in-game spending?  
BASE: PARENTS OF CHILDREN IN HHOLD WHO SPEND MONEY IN VIDEOGAMES (526), UK (93), FR (110), GE (62), SP (130), IT (131)

# More than half of parents agree with their children in-game spending controls - parental controls usage follows with more than 1 in 5

## Types of agreement with child (Amongst parents whose children spend money in-game)

### Total



	UK	FR	GE	SP	ITA
Agreement with child that they ask permission	48%	50%	50%	36%	36%
Parental controls on gaming devices	37%	20%	17%	18%	15%
Two-factor authentication	29%	15%	18%	22%	16%
Pre-paid value cards	14%	25%	22%	19%	18%
Agreement with child on spending limits	22%	14%	25%	12%	28%
Monitor credit card bills	20%	26%	11%	15%	27%
Push notifications	19%	15%	25%	24%	12%
I don't monitor their in-game spending	1%	4%	2%	3%	4%

Top 3 agreement forms

Q4MICRO. Do you use any of the following methods to manage or monitor your child's/children's in-game spending?  
 BASE: PARENTS OF CHILDREN IN HHOLD WHO SPEND MONEY IN VIDEOGAMES (526), UK (93), FR (110), GE (62), SP (130), IT (131)



# Thank you.

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Ipsos MORI



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