

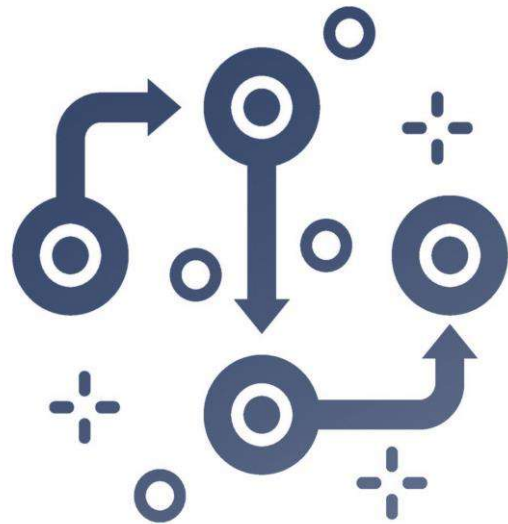
Children's in-game spending

**A report by Ipsos for
Video Games Europe**

June 2024

Background & Methodology

- Since 2018, Ipsos has conducted research looking at claimed in-game spend by children and their parent's/guardian's supervision of this spend. This is the fifth edition of the survey, conducted in 2018, 2019, 2020, 2023 and 2024.
- This report looks at the trends over the years. However, comparisons are *not* recommended between 2018/19 and 2020/23/24 data due to differing samples and methodology.



Total number of participants per year: all adults 18+ who are parents / guardians of children who play video games:

YEAR	TOTAL
2024	2,772
2023	2,808
2020	2,313
2019	1,118
2018	962

Take outs

1

The proportion of parents claiming their children do not spend on in-game extras remains stable since 2020.
Three in four parents claim their children do not spend on in-game extras within the video games they play.

2

Amongst parents who claim their children spend on in-game extras, average spend has decreased to €31 per month.
Just under three quarters (73%) claim their children spend between €1-20 average / month. Spend has decreased €8 per month amongst those who claim their children spend, vs. 2023.

3

The most popular in-game extra category is content that impacts gameplay such as new weapons or powers.
The most popular content is the one that impacts gameplay (38%), with 30% of those who spend on in-game extras doing so on decorative/cosmetic items (that do not impact gameplay). Unknown rewards, such as Loot Boxes, continue to be least popular in-game content (21%).

4

The number of parents of children who spent on in-game extras AND have agreement on spend levels remains very high.
95% of parents of children who spend on in-game extras claim to have an agreement with their children about their spend. Over 3 in 5 (63%) have an explicit agreement with their children, either asking permission (49%) or setting spending limits (27%).

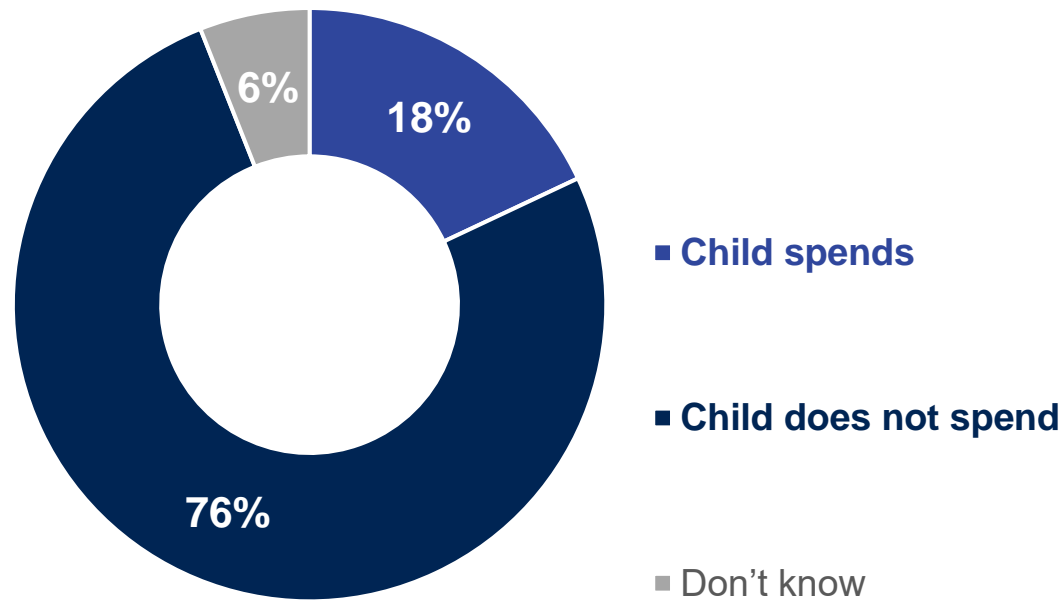
5

Most video game players do not engage with or are not aware of in-game currency purchasing nor loot boxes.
Just 11% of video game players (aged 11-64) claim to have spent *real* money on in-game currency within the game and only 4% on loot boxes. This is stable year on year for in-game currency and unchanged for loot boxes.

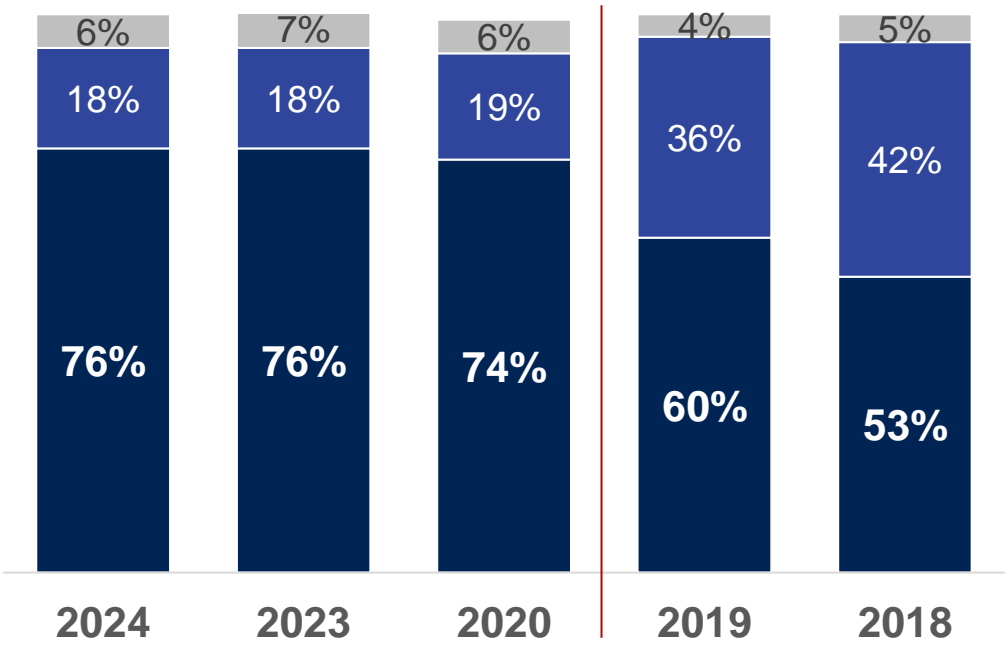
The majority (76%) of parents claim their children do not spend on any in-game extras - this has remained stable since 2020.

Child spend in-game (Amongst parents of video game players) - 2024

Total - 2024



Total - Trend



Method change – data not comparable

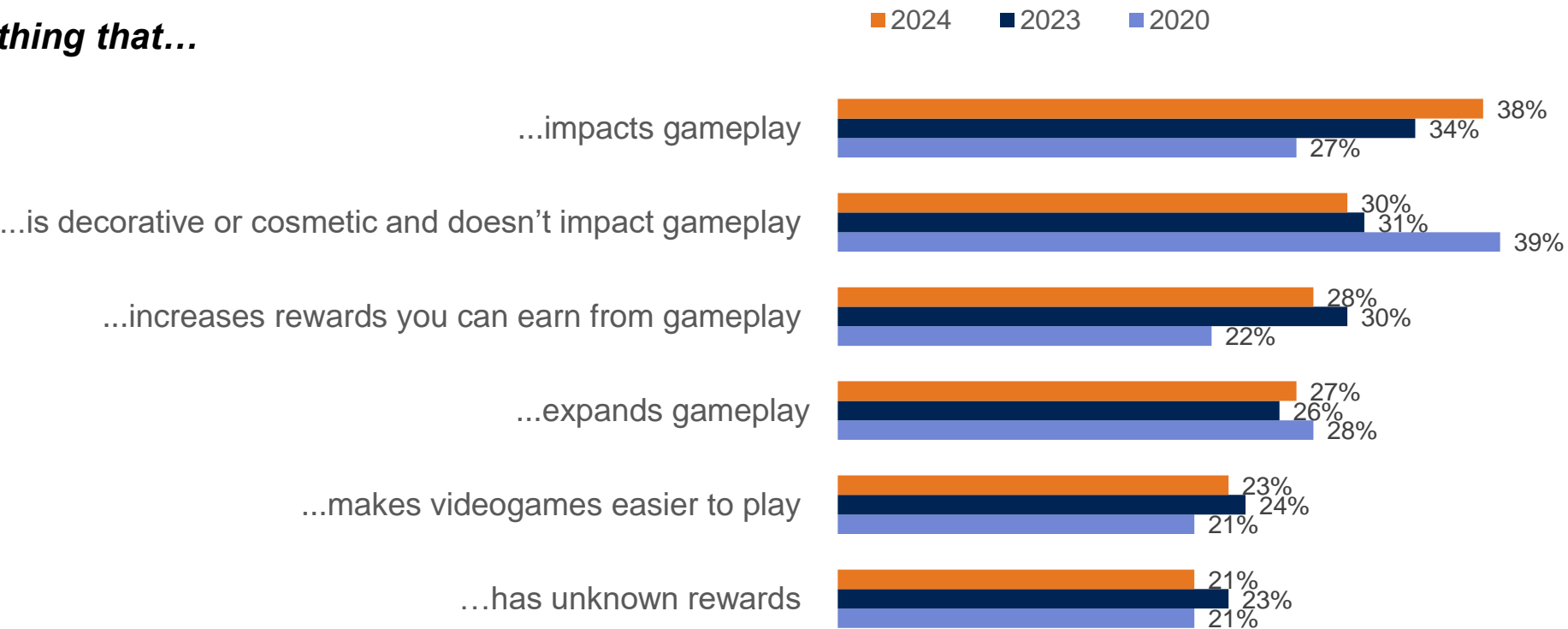
Q2MICRO. Does your child ever spend money in game?
BASE: Parents / guardians of children in household who play video games TOTAL (2,772)

Among parents whose children spend on in-game extras, unknown rewards (e.g. loot boxes) are least popular. Most popular is content that impacts gameplay, such as new weapons or powers (38%).

Items spent money on (Amongst parents whose children spend money in-game) - 2024

Total

Something that...

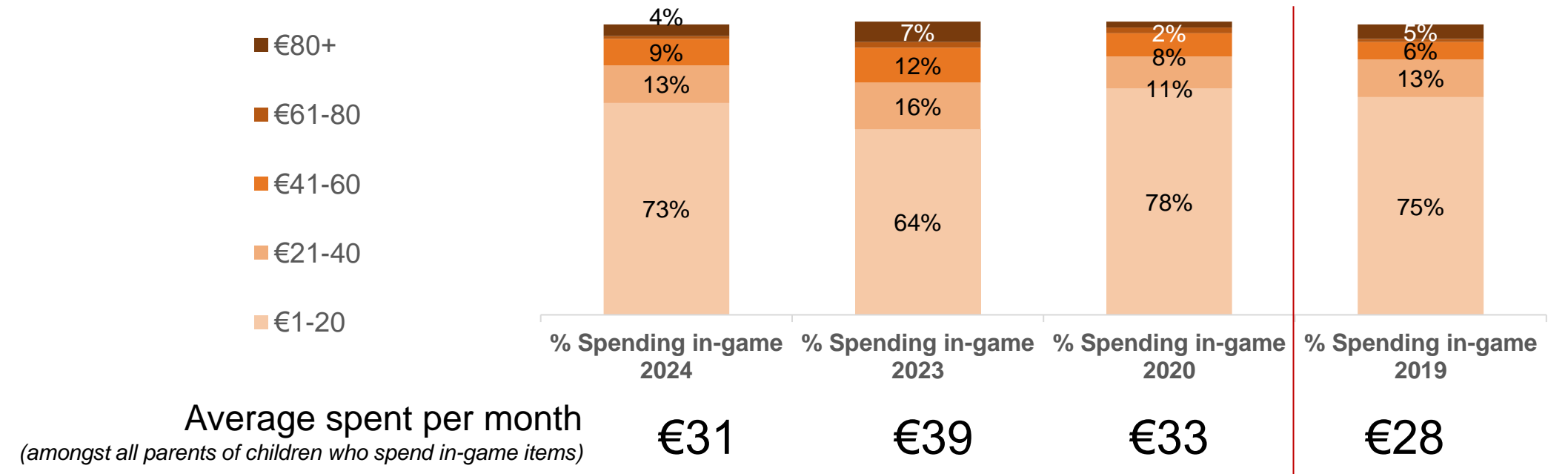


Q2BMICRO. What does your child spend money on while playing video games?
BASE: Parents / guardians of children in household who spend money in video games (783)

Average claimed spend per month on in-game extras has decreased from €39 in 2023 to €31 this year.

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 / guardians of children in household who spend money in video games (783)

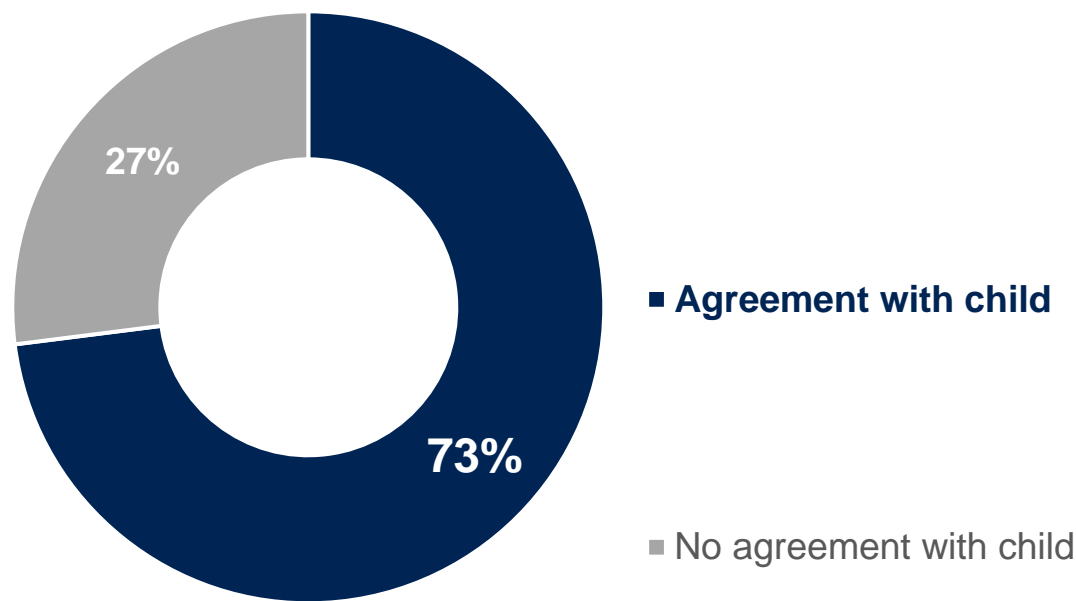
Re-based to exclude 'Don't Know'

Method change – data not comparable

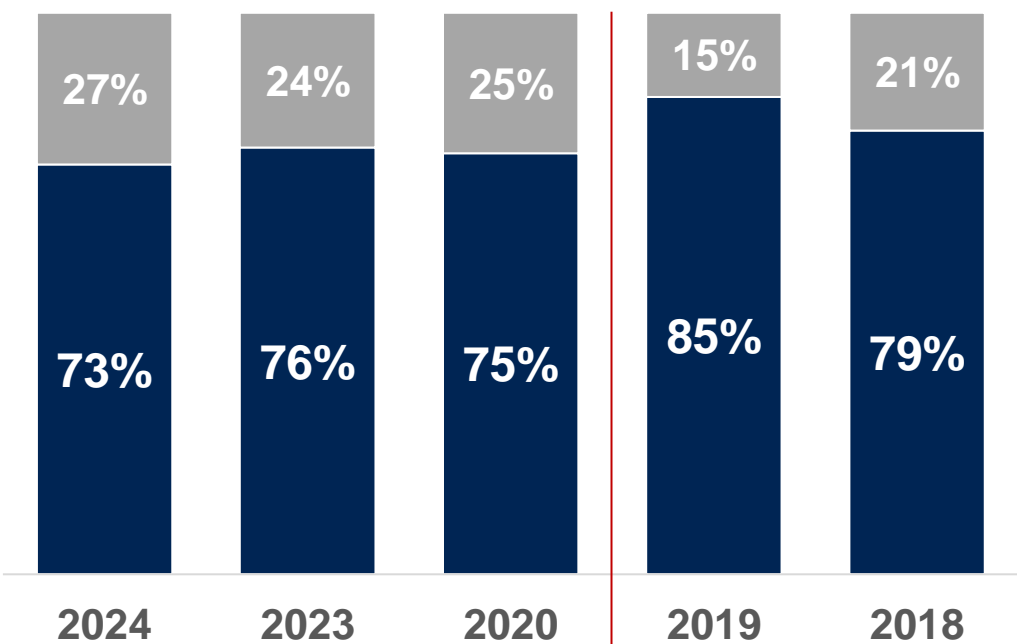
Just under three-quarters of parents have an agreement with their child about in-game spend, which has declined slightly vs. 2023.

Agreement with child (Amongst parents whose children spend money in-game) - 2024

Total - 2024



Total - Trend

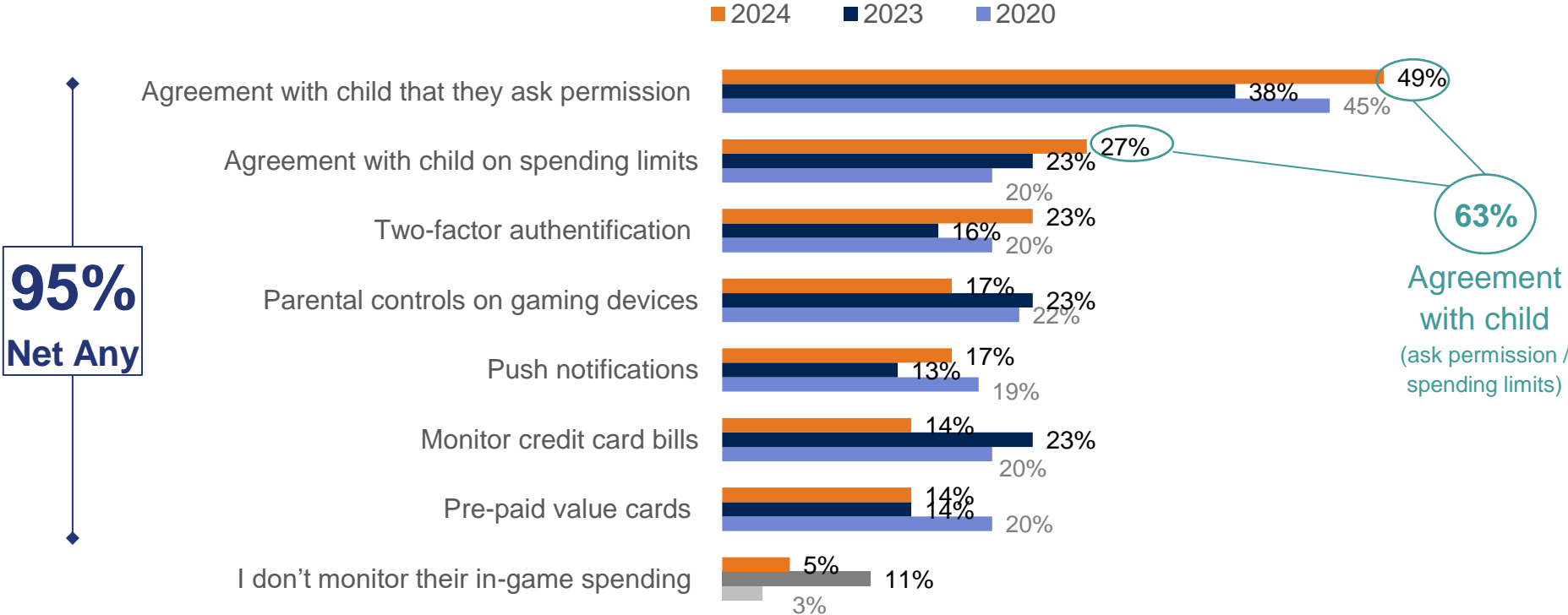


Q4MICRO. Do you have an agreement with your child/children on in-game spending?
BASE: Parents / guardians of children in household who spend money in video games (783)

95% of parents actively monitor their children's in-game spending. The preferred methods include agreements between parent/child and two-factor authentication, both of which have seen increases year on year.

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

Total



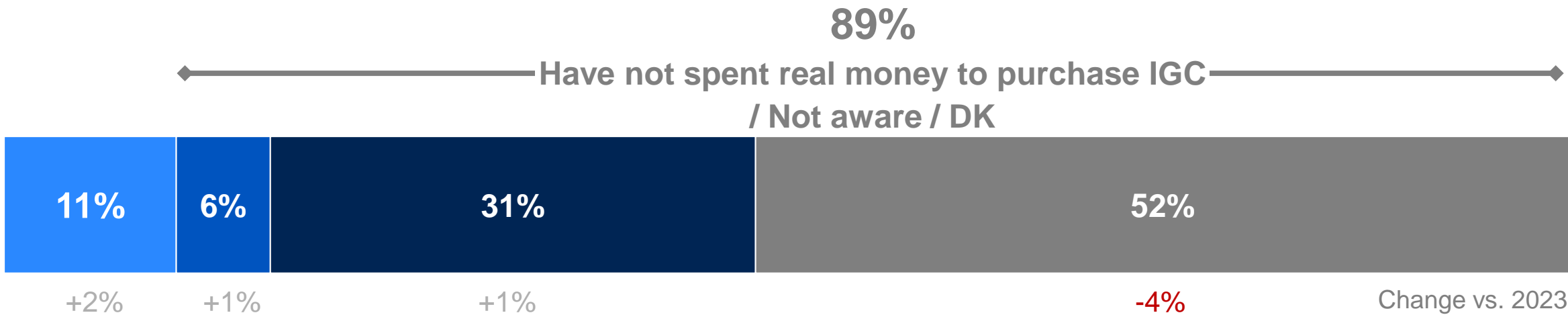
Q5MICRO. Do you use any of the following methods to manage or monitor your child's/children's in-game spending?
BASE: Parents / guardians of children in household who spend money in video games (783)

Awareness of, and engagement with, In-game currency & Loot Boxes

Additional questions asked to 11-64 video game players

Amongst video game players, almost 9 in 10 have not *spent real money to purchase* in-game currency (IGC). Only 11% claim to have spent real money to purchase IGC, with a further 6% who have used earned IGC via gameplay.

Awareness of in-game currency (IGC) (%)
(amongst all 11-64 video game players)



■ Aware - I HAVE used IGC and SPENT real money in it

■ Aware - I HAVE used IGC, but HAVE NOT spent real money in it

■ Aware but I have NEVER used IGC in-game

■ No, I am not aware of IGC / Don't know

Q8AMICRO. Before today, were you aware of in-game currency in games?

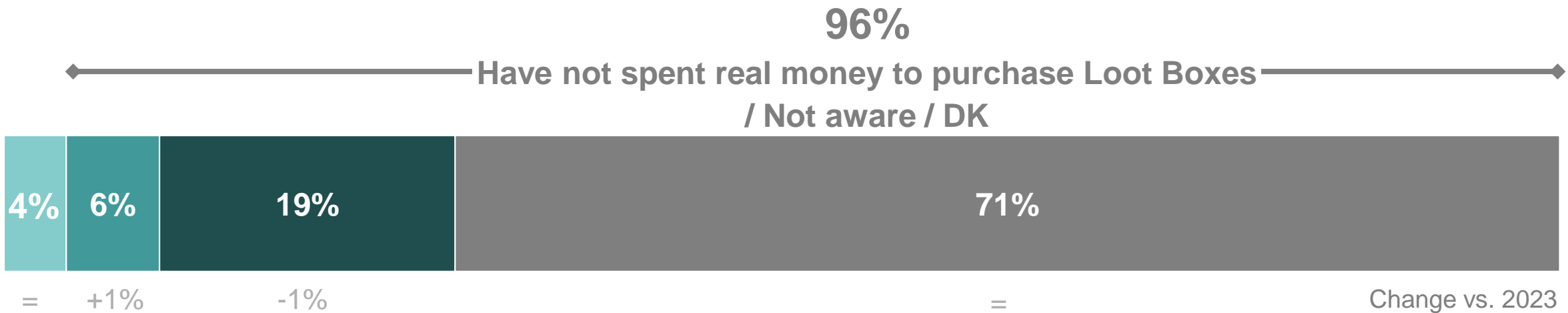
Q8BMICRO. Have you ever spent real money to purchase in-game currency?

BASE: All 11-64 year old video game players (10,998)

BASE: All 11-64 year old video game players aware of IGC and have used it (2,127)

96% of video game players claim *not to have spent real money to purchase* loot boxes. Only 4% have *spent real money to purchase* loot boxes. Only 1 in 10 have used them (loot boxes can be obtained without spending real money).

Awareness of loot boxes (%)
(amongst all 11-64 players)



■ Aware - I HAVE used Loot Boxes and SPENT real money in them

■ Aware - I HAVE used Loot Boxes, but HAVE NOT spent real money in them

■ Aware but I have NEVER used Loot Boxes in-game

■ No, I am not aware of Loot Boxes / Don't know

Q8DMICRO. Before today, were you aware of loot boxes in games?

Q8EMICRO. Have you ever spent real money to purchase a loot box in-game?

BASE: All 11-64 year old video game players (10,998)

BASE: All 11-64 year old video game players aware of loot boxes and have used them (1,278)

Thank you.

EDUARDO MENA
RESEARCH DIRECTOR
Eduardo.Mena@Ipsos.com

NIGEL JAMES
ASSOCIATE DIRECTOR
Nigel.James@Ipsos.com

Ipsos standards and accreditations

Ipsos's standards & accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Moreover, our focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation.



ISO 20252 – is the international market research specific standard that supersedes BS 7911 / MRQSA & incorporates IQCS (Interviewer Quality Control Scheme); it covers the 5 stages of a Market Research project. Ipsos UK was the first company in the world to gain this accreditation.



MRS Company Partnership – By being an MRS Company Partner, Ipsos UK endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation & we were the first company to sign our organisation up to the requirements & self regulation of the MRS Code; more than 350 companies have followed our lead.



ISO 9001 – International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.



ISO 27001 – International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos UK was the first research company in the UK to be awarded this in August 2008.



The UK General Data Protection Regulation (UK GDPR) & the UK Data Protection Act 2018 (DPA) – Ipsos UK is required to comply with the UK General Data Protection Regulation and the UK Data Protection Act; it covers the processing of personal data and the protection of privacy.



HMG Cyber Essentials – A government backed and key deliverable of the UK's National Cyber Security Programme. Ipsos UK was assessment validated for certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.



Fair Data – Ipsos UK is signed up as a 'Fair Data' Company by agreeing to adhere to ten core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252

Technical Note	
Name of commissioning client	Video Games Europe (VGE)
Audience surveyed	<p>All video game players aged 11-64 across GB, FR, DE, SP, IT</p> <p>All adults 18+ with children aged 0-16 in household across GB, FR, DE, SP, IT</p>
Sample and weighting information	<p>A quota sampling methodology was used with data collected in an online survey.</p> <p>Data has been weighted to be representative of the populations of interest:</p> <p>All video game players aged 11-64 (GB, FR, DE, SP, IT)</p> <p>2024: 10,998</p> <p>2023: 10,928</p> <p>2020: n/a</p> <p>All adults 18+ with children in household (GB, FR, DE, SP, IT)</p> <p>2024: 4,032</p> <p>2023: 3,963</p> <p>2020: 2,965</p>
Survey fieldwork dates	<p>2024: 9th Feb – 30th April '24</p> <p>2023: 17th Feb – 30th April '23</p> <p>2020: 1st Feb – 21st April '20</p>