



15/07/2024

REPORT

In-Game Purchases: Young Gamers



AUDIENCE

Demographics

United Kingdom, Age 16 to 18

Category

Video Games; Toys and Games

Custom Screening

Do you play video games?

Qualified: Yes

Unqualified: No,

Custom Screening 2

Have you ever made in-game purchases? (Fortnite skins, FIFA packs, etc)

Qualified: Yes

Unqualified: No,



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OBJECTIVE

To delve into the motivating factors, perceived value and social influences that drive in-game purchases among young gamers in the UK, along with their understanding of the financial impact and the role of game design in encouraging such spending.

BURNING QUESTION

What motivates you to make in-game purchases in video games?



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CHAT GUIDE

1. How frequently do you play video games?
2. What types of games do you typically play?
3. What platform do you primarily use for gaming?
4. Have you ever made purchases within a game? If yes, what kind of items did you purchase?
5. How often do you make in-game purchases?
6. What motivates you to make these in-game purchases?
7. How do you feel after making an in-game purchase?
8. How does making an in-game purchase enhance your gaming experience?
9. Do you feel pressured by your peers or the gaming community to make in-game purchases?
10. Have you ever regretted making an in-game purchase? Why?
11. Have you ever made an in-game purchase with your parents credit/debit card and not told them?
12. Do you consider the cost before making an in-game purchase?
13. How do you perceive the value of the items you purchase in-game?
14. If the game you're playing was a person, what would it say to convince you to make a purchase?
15. Do you think that some video games will try to convince you that an in-game purchase is essential even when it isn't?
16. Do you think that video game developers should try and push in-game purchases or not?
17. If you were a game developer, how would you encourage players to make in-game purchases?
18. On a scale of 1-10, how much do you feel the game design influences your decision to make in-game purchases?
19. How do you think your gaming experience would change if you stopped making in-game purchases?
20. Looking back at your gaming experience, how do you feel about the money you've spent on in-game purchases?



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AI SUMMARY

The primary motivation for young gamers in the UK to make in-game purchases is the desire to enhance their gaming experience through customization, social influence, and the pursuit of in-game advantages. Many respondents feel good and confident after purchasing items like skins, abilities, and avatars, as these purchases allow them to keep up with trends and stand out among peers. The social aspect is significant, with friends' recommendations and internet trends often prompting purchases. However, there's a mixed sentiment regarding the value of these purchases; some feel satisfied, while others express regret, especially when the items don't live up to expectations or are deemed not worth the cost. Financial considerations are important, with many players considering the cost and value before making a purchase, and some feeling regret over money spent on items they later deem unnecessary. The game design and limited edition offers are also influential, with a high rating given to the impact of game design on purchasing decisions. There's a call for more honesty and transparency from developers regarding in-game purchases, and a preference for purchases to be a choice rather than a necessity, especially in games that are already paid for. Overall, while in-game purchases can enhance enjoyment and personalization, there's a desire for balance to avoid overspending and ensure that the game remains enjoyable without additional costs.





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KEY INSIGHTS

Enhanced Gaming Experience and Personalization:

- Many respondents feel that ingame purchases, such as skins and abilities, provide them with advantages and customization options that enhance their gaming experience and confidence.
- The ability to stand out as a player and access more creative opportunities within the game is highly valued, making customization a key factor in the decision to spend.

Perceived Value and Cost Consideration:

- The perceived value of ingame items, such as their attractiveness and the advantages they provide, is crucial for respondents when deciding to make a purchase.
- Cost is a primary consideration, with respondents weighing the pros and cons and often waiting for sales or discounts before making a purchase.

Advertising and Game Design Influence:

- Aggressive advertising and game design are reported to influence the decision to make ingame purchases, with some respondents feeling that certain games push purchases unnecessarily.
- Respondents appreciate transparency and honesty from developers regarding ingame purchases and prefer purchases that genuinely enhance the gaming experience.

Regret and Financial Awareness:

- Some respondents express regret over certain ingame purchases, especially when the items did not live up to expectations or were not used as much as anticipated.
- There is an awareness of the financial impact of these purchases, with some respondents reflecting on the money spent and considering it in proportion to the enjoyment received.





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KEY INSIGHTS

Rewards and Incentives for Purchases:

- Rewards such as better items, exclusive content, and the thrill of improving gameplay are strong incentives for making in-game purchases.
- Respondents suggest that developers should provide valuable content and honest marketing to encourage purchases, with some advocating for parental controls to manage spending by children.





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PROJECTIVE ANALYSIS

If the game you're playing was a person, what would it say to convince you to make a purchase?:

Analysis of the responses to this projective question reveals that players are often enticed by the promise of enhanced gaming experiences, exclusivity, and the ability to be on-trend or stand out among peers. The game, personified, would likely highlight the advantages and unique features that come with the purchase, such as special skins, abilities, and structures that are not available to non-purchasers. It might also appeal to the player's desire to improve their performance or enjoyment of the game, suggesting that the purchase would provide new content, make the game more fun, or offer a sense of variety and customization. Additionally, the game might use persuasive language to suggest that the purchase supports the game's developers or that it is a limited-time offer, creating a sense of urgency. The game could also play on the player's emotions, suggesting that the purchase would make them feel good, confident, or satisfied, and that it would allow them to access more aspects of the game or unlock new opportunities.





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PROJECTIVE ANALYSIS

If you were a game developer, how would you encourage players to make in-game purchases?:

The analysis indicates that respondents believe transparency, honesty, and providing genuine value are key to encouraging in-game purchases. As a game developer, one would focus on offering high-quality content that is perceived as adding significant value to the gaming experience. This could include exclusive items, abilities, or content that enhances gameplay or customization options. Marketing strategies would involve showcasing the benefits of the purchase clearly and making sure the items are well-advertised, possibly through social media or in-game prompts. Some respondents suggest that in-game purchases should be more insightful and interesting, potentially offering discounts or limited edition items to create a sense of urgency. Additionally, ensuring that the game itself is enjoyable without purchases is important, with in-game purchases serving as an optional enhancement rather than a necessity. Respondents also mention the importance of making the game free to attract more users and then incentivizing purchases by making them appear necessary or highly beneficial for progress or competition within the game.





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HUMAN KEY QUOTES

"This is because my friend pressure me to buy a particular skin and when they use it I feel inspired to use it "

Age 17, Female

"Yes I have, I have purchased fifa packs and points, I have purchased skins in my call of duty, Fortnite and many other games "

Age 18, Male

"As the developers need to make money somehow so they need people to buy in game purchases but with paid games the developers make money each time the game is purchased by someone "

Age 18, Male

"Yes the cost is my primary consideration. If it isn't worth the price then I will not buy it."

Age 18, Male

"It would advertise how the new content will give me hours more of play and keep me entertain."

Age 18, Male

"Change my ability to compete with top players"

Age 18, Male





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HUMAN KEY QUOTES

"I do not make them often as I like to save money and I often play games that are made well enough that I don't need to make many in game purchases. However if I have a little spare money or I see a deal that is limited edition for example a new character coming out in genshin impact I am more inclined to spend. I would not spend more than 50 quid though"

Age 18, Male

"If it's a pack for example, it enhances my experience by making it easier for me to play or more exciting. If its a dlc, it helps my experience because it gives me new interesting content and gives me a reason to play the game more"

Age 18, Male

"Show that the purchases actually have value. Display everything the in game purchase offers in an easy to understand way so people know exactly what they're getting. Also market them on social media if they're skins for example"

Age 18, Male

"I do not think I have spent that much money over my 3 years of gaming. Definitely below 100quid. I feel good about it because I know some of the purchases I would've regretted. I'm glad I chose to think about it before buying"

Age 18, Male

"yes sometimes as when everyone else has skins or customised characters you get looked down on "

Age 18, Female

"I think they're valuable as they allow you to access mote aspects of the games, allow you to customise characters freely t"

Age 18, Female



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HUMAN KEY QUOTES

"it could say to me, 'this will allow you to access a plethora of pathways of the game, it'll give you numerous different opportunities within one game'"

Age 18, Female

"I think it is fair that some things should be purchased so the developers get more value from it, however essentials to the game should be free and advertising shouldn't be constant "

Age 18, Female

"It enhances my gaming experience because it makes the game a lot more fun and interesting because you have different skins to play as so you can change everyday. You can also use different stuff like pick axes and gun wraps like in Fortnite."

Age 18, Female

"I think about how much of an impact it will have on the gameplay of the game itself. If it something I can use often then I will be happy to instantly purchase the in game item. If it's something I probably won't use then I decide not to."

Age 18, Female

"I think sometimes this may happen. If there's a more pay to win situation. In some games it's better to purchase something in the game because it makes the game easier to play. Without the purchases it's often hard to play. I see this happen with genshin impact."

Age 18, Female

"I like to think game design makes a big influence when I choose what game to play. So I'd have to say a 10. This is because I feel more interested in a game that has a better design. It makes it more fun to play when the games are designed nicely."

Age 18, Female





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HUMAN KEY QUOTES

"I think I would have a lot less fun and I would lack interest in a game if I stopped making purchases. I think I'd even take a break from the game for a while. Because purchases make me want to play the game more."

Age 18, Female

"I'd say around a few times every week. I do this as if I see a piece of purchasable content I feel the need to buy it"

Age 18, Male

"Usually the game will advertise them in some way and if I become aware through the advertising I then buy them"

Age 18, Male

"Most of the time I feel good about it, however if the content does not live up to my expectations then I feel that I have wasted my money"

Age 18, Male



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The Trendy Gamer

Description:

- A 17-year-old female student who plays video games every day, primarily on console and mobile devices.
- Engages in in-game purchases such as Fortnite skins and avatars every two weeks, motivated by social trends and peer influence.
- Feels good and gains confidence from purchases, which provide her with advantages in games.

Insights:

- Social influence and the desire to be on trend with other gamers are significant motivators for in-game purchases.
- In-game purchases are seen as a way to gain a competitive edge and boost self-esteem.
- There is a need for honesty and transparency from game developers regarding the actual benefits of in-game items.

The Customizer

Description:

- An 18-year-old male student who plays video games 4 times a week, using both Xbox and PlayStation.
- Makes in-game purchases like FIFA packs and skins 2 to 3 times a month to personalize his gaming experience.
- Feels good about purchases that allow for more fun and customization, and supports developers through these transactions.

Insights:

- Customization and personalization of the gaming experience are key factors driving in-game purchases.
- Players are willing to support game developers financially if they feel connected to the game and its community.
- The perceived value of in-game items is tied to their ability to enhance personal enjoyment and game customization.

The Prudent Player

Description:

- An 18-year-old male from Wales who plays video games every day, mainly on PS5.
- Purchases V bucks in Fortnite about once a month, with a focus on cosmetic items that make his character stand out.
- Considers the cost and financial impact before making purchases and sometimes regrets spending money on items that don't add value.

Insights:

- Cosmetic items that offer uniqueness and distinction in the game world are attractive to players.
- Financial prudence is a factor, with players considering the cost and long-term value of in-game purchases.
- Regret can occur when purchases do not meet expectations or when reflecting on the overall financial impact.





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SAVED SEARCHES

What games were mentioned for in-game purchases?

The games mentioned for in-game purchases across the various respondents include:

- Fortnite (skins, V bucks, battle pass)
- FIFA (packs, points)
- Call of Duty (skins)
- Forza Horizon 5 (car packs)
- Genshin Impact (characters, new character)
- Roblox (skins, in-game currency)
- EAFC24 (packs)
- GTA Online (properties, in-game currency)





15/07/2024

REPORT

In-Game Purchases: Parents



AUDIENCE

Demographics

United Kingdom, Age 25 to 99, Have Children

Category

Video Games; Toys and Games

Custom Screening

Are your children aged 18 or below?

Qualified: Yes

Unqualified: No,

Custom Screening 2

Have your children ever purchased any items in video games? (e.g. FIFA packs, Fortnite skins, etc)

Qualified: Yes

Unqualified: No,



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Have your children ever purchased any items in video games? (e.g. FIFA packs, Fortnite skins, etc)

OBJECTIVE

To delve into UK parents' comprehension and sentiments towards in-game purchases in video games, assess the impact on their children's spending habits, family dynamics and discussions about financial literacy, and evaluate their perception of gaming companies' self-regulation practices and limiting options in preventing overspending.

BURNING QUESTION

How do you feel about your child making in-game purchases in video games?



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Custom Screening 2

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CHAT GUIDE

1. What are your children's favourite video games?
2. How often do your children play video games?
3. Can you tell me about a time when your child made an in-game purchase?
4. What was your initial reaction when your child made their first in-game purchase?
5. How did your child react when they made their first in-game purchase?
6. Has your child ever made a purchase using your credit/debit card and not told you?
7. Have you set any rules or guidelines for your children regarding in-game purchases?
8. How do your children respond to these rules or guidelines?
9. Do you believe in-game purchases can teach children about financial responsibility?
10. Has there been any negative impact on your family dynamics due to your children's in-game purchases?
11. What is your opinion on the self-regulation practices of gaming companies in relation to in-game purchases?
12. Do you feel gaming companies do enough to prevent overspending?
13. If you were the CEO of a gaming company, what measures would you implement to regulate in-game purchases?
14. Imagine if the in-game purchases were physical items in a store, how would you feel about your child buying them?
15. On a scale of 1-10, how comfortable are you with your child making in-game purchases?
16. Do you discuss in-game purchases with your children?
17. What advice do you give your children about in-game purchases?
18. Have you ever regretted allowing your child to make an in-game purchase?
19. What would be your ideal solution to manage your child's in-game purchases?



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AI SUMMARY

UK parents exhibit a range of sentiments towards their children's in-game purchases, from cautious acceptance to outright disapproval. Many parents have established clear rules and guidelines, requiring their children to seek permission before making any purchases and often supervising the transactions. Few parents view in-game purchases as an opportunity to teach financial responsibility, setting spending limits and using tools like pre-paid cards or apps to monitor activity. Others are more skeptical, criticizing gaming companies for encouraging a culture of spending and expressing concerns over the potential for addiction. The majority of parents believe that the responsibility for managing in-game purchases lies with them rather than the gaming companies, though there is a consensus that companies could do more to prevent overspending, such as implementing stricter spending limits or parental consent features. While some parents are comfortable with their children making in-game purchases, others see it as a waste of money, preferring that their children spend on tangible items or save. Overall, UK parents are actively engaged in discussions with their children about in-game purchases, emphasizing the importance of moderation and the real-world value of money.





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KEY INSIGHTS

Concerns About In-Game Spending and Game Design

- There is a prevalent concern among parents about the potential for in-game purchases to encourage excessive spending, with some likening it to gambling due to the addictive nature of the rewards system.
- Parents express dissatisfaction with gaming companies' self regulation practices, feeling that more could be done to prevent overspending and protect children from exploitative practices.

Use of Controls and Limitations

- Parents actively use controls such as prepaid debit cards, spending limits, and requiring approval for purchases to manage their children's in game spending.
- Despite the use of these controls, there is a desire for more robust measures from gaming companies, such as alerts for excessive spending and improved parental consent mechanisms.

Mixed Feelings About In-Game Purchases

- While some parents see in-game purchases as a waste of money, others acknowledge the joy and satisfaction these bring to their children, especially when used as a reward or for special occasions.
- The comfort level with in-game purchases varies, with some parents rating it low due to concerns about value, and others rating it higher due to trust in their children's understanding of set rules and boundaries.

Communication and Rule Setting

- Open communication about in-game purchases is common, with parents discussing the implications and setting clear guidelines for their children.
- Parents advise their children to think carefully about purchases, emphasizing the importance of not spending on impulse and considering the long-term value of what they buy.





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KEY INSIGHTS

Perception of Physical vs. Digital Purchases

- Some parents express a preference for their children to spend money on physical items, which are seen as more tangible and lasting compared to digital in-game items.
- The concept of physical purchases is viewed as a way to potentially reduce the frequency of spending and provide a more concrete understanding of the transaction.





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PROJECTIVE ANALYSIS

Q13: If you were the CEO of a gaming company, what measures would you implement to regulate in-game purchases?:
Analysis:

The respondents provided a variety of perspectives on how they would regulate in-game purchases if they were the CEO of a gaming company. Common themes included the need for parental controls and consent, setting spending limits, and providing alerts for excessive purchases. Some respondents suggested treating in-game purchases like gambling, with measures to prevent addiction. Others believed that the responsibility lies with parents to regulate their children's spending and that gaming companies already offer sufficient tools for this purpose. A few respondents were unsure of specific measures or felt that existing measures were adequate. There was also a suggestion to implement a fixed cost model for downloadable content (DLC) to avoid the temptation of microtransactions. Overall, the analysis indicates a desire for more proactive measures to protect children from overspending and to involve parents more directly in the purchase process.





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HUMAN KEY QUOTES

"I do not, I think in game purchases are dangerous for children to be exposed to unsupervised "

Age 41, Male

"They are motivated by profit and do not do parenting, responsible use of gaming purchases sits with parents and individuals "

Age 41, Male

"Don't do it without me, this costs real money and we cannot afford it except for special occasions "

Age 41, Male

"Yes they definitely can as it is a combination of what they enjoy and putting money on the same level allows them to understand the financial situation better."

Age 26, Female

"She has opened her own child's bank account and she has her own debit card along with an app by latest called rooster that enables me to monitor all transactions and rewards. It's given her a sense of how to use financial and she is proud and I am"

Age 52, Female

"She responds very well, on occasion she has wanted more especially in the middle of a game and I would say no as she's up to the limit. She will sulk on an odd occasion but the game pulls her mind away from it and I then explain later that we budget or we would be in debt and that's not something that would make her gappy"

Age 52, Female





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HUMAN KEY QUOTES

"Only once when she bought a 1 month trial and she thought it was free but it was only free in the trial. When the first payment came out of my bank I explained what had happened and now she knows to look out for free trials and the real costs around the contract "

Age 52, Female

"Yes they can always ask me and give their reasoning for using it, but that there will be trouble if it is used without my permission"

Age 27, Male

"Yes, I have told them it would be great if they would tell me when they are going to buy in game purchases. Yes kids will do what they do whilst on their own but I keep tabs on what is spent on their account "

Age 35, Male

"I would implement where they child had a specific amount of money to spend, and anything over had to be agreed by their parent by providing a KYC to prove identify and age"

Age 35, Male

"Warned them not to get used to it and only purchase the very few things they really want as they can only have so much. "

Age 28, Male

"6, as while I'd rather they didn't do such at all, I have done myself and if they can stick to the agreed upon rules, it could be good for them to learn. "

Age 28, Male





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HUMAN KEY QUOTES

"To give it a day to see if they still want it after, and to wltthbck if they wouldn't rather get it when it's cheaper. "

Age 28, Male

"No I don't. They creates these games to squeeze as much cash out of their customers as they possibly can so I don't think their hearts are really into these measures"

Age 58, Male

"I would stop the player pack model and instead release a.series of DLCs across the lifespan of the product. These would instil a fixed cost model so there would be a maximum spend on the kids"

Age 58, Male

"My rating is a 6. I have given this score as I understand their reasons for purchasing the extra content bit I feel this should be included in the original product and it can cause family friction "

Age 58, Male

"I tell them to try to imagine they are handing over physical cash to these c9mpanies and to remember the disappointed feeling they get after sonny of the purchases"

Age 58, Male

"In Fortnite he buys a battle pass every new season. He used to buy skins but the novelty of that has worn off thankfully "

Age 44, Female





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HUMAN KEY QUOTES

"I don't really know if they do enough. I think parents need to control it more and any parent that hasn't set up their own controls needs to"

Age 44, Female

"I tell him it is spendingoney on thin air and he shouldn't do it but it's hisomey at the end of the day. He rarely wants to now "

Age 44, Female

"I'm not sure what measures are in place. I don't know if there's daily or weekly limits but there probably should be"

Age 46, Female

"They ask, we say no, they remind us at the end of term, they can buy what they want within budget then"

Age 46, Female



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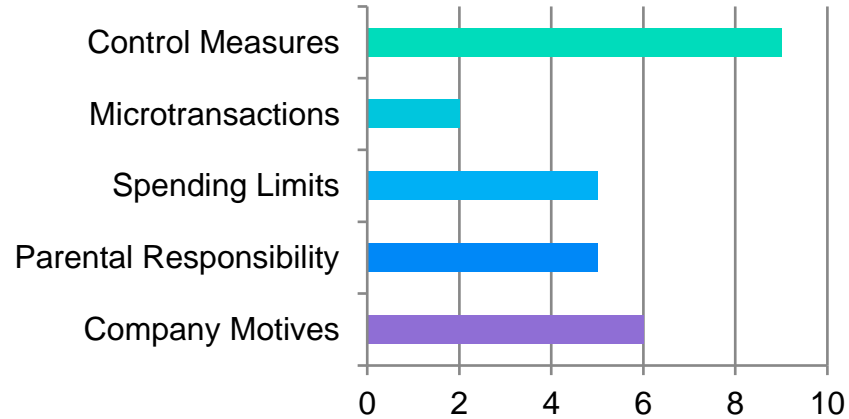
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TOPICS

Do you feel gaming companies do enough to prevent overspending?





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SAVED SEARCHES

Were there mentions of games where frequent in-game purchases are made?

Yes, there were mentions of games where frequent in-game purchases are made. Respondents referred to games such as FIFA, Fortnite, and Roblox, where their children made in-game purchases like FIFA packs, Fortnite skins, and battle passes.





**REACH OUT TO US IF YOU HAVE
FURTHER QUESTIONS ABOUT THIS
REPORT**

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