



**COMPUTER GAMES CAMPAIGN  
SAFT - FINAL REPORT  
ICELAND**

## ABSTRACT

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### **Iceland launches computer games campaign**

A survey on children's computer and online game use, a new brochure for parents on games and ratings and a media campaign highlighting the PEGI rating system were launched by SAFT, the Icelandic awareness project on 24 November 2005.

As in other countries, computer and online game use among children and teenagers has been an area of concern in Iceland, particularly young children's use of violent and/or disturbing games that are rated for much older age groups.

A survey of computer game and online game use was conducted for SAFT among children age 9-16. The survey was conducted by the **Icelandic Centre for Social Research and Analysis** and supported by the **Ministry of Education**.

Among other conclusions is that a fifth of children age 9-12 said that they usually bought their own games and a third of the children had bought games that were rated for older age groups. The survey also demonstrates that many parents know very little about the computer and online games their children are playing (*see page 3-15*).

A new brochure for parents on computer games and the PEGI rating system was published by SAFT in cooperation with **SMÁÍÐ (The Association of Film Rights Holders in Iceland)** and with the support from **Microsoft Iceland**. The brochure was distributed through elementary schools for every school child in Iceland to take home to their parents.

At the same time advertising banners appeared on buses driving around Iceland's capital, Reykjavík, web banners of selected websites, and animation advertisements were shown in film theaters and on television. The timing was excellent as new films for children and families, such as the new Harry Potter film are being premiered at this time of year.

According to a survey conducted by **Gallup**, the awareness on the PEGI rating system, among buyers of computer games for children and teenagers, increased dramatically in the wake of an awareness campaign on computer games and ratings (*see page 15-16*).

## SURVEY OF COMPUTER AND ONLINE GAME USE

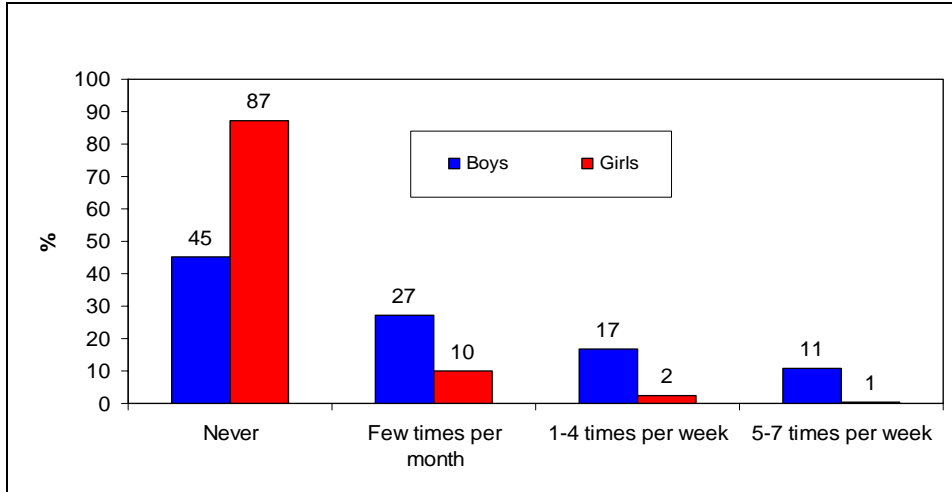
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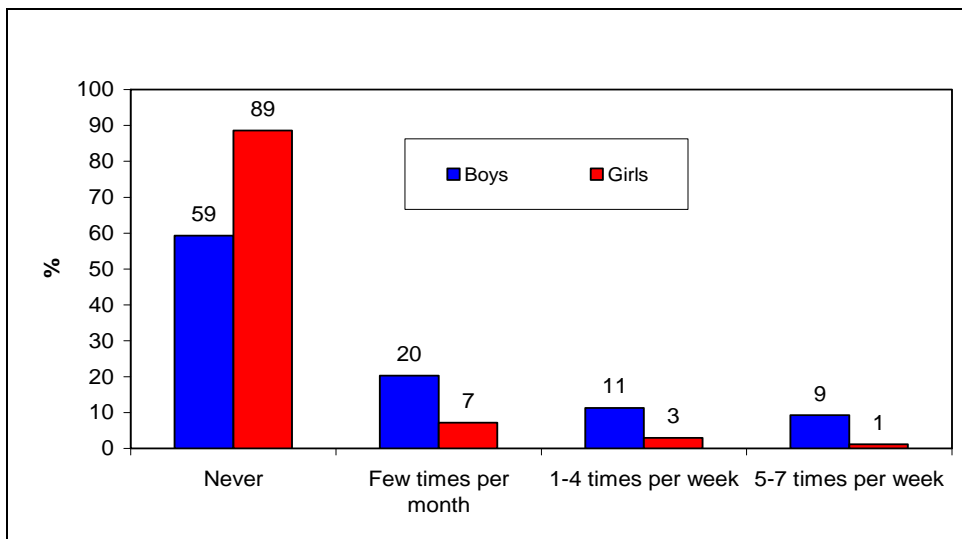
### Summary of results

- **Many parents know little or nothing about the games their children are playing**
  - ✓ 27,2% of the children say that their parents know rather or very little about what games they play on their video game console
  - ✓ 40% of children say that their parents know rather or very little about they online games they are playing (35,5% girls and 44,8% boys)
- **Many children spent more than a working day a week playing computer games**
  - ✓ ¼ of children say that they spend 3-14 hours a week playing their video game console (19,9%) and online (20,4%)
  - ✓ 13,9% of children spend more than 6 hours a week playing online games (4,2% more than 15 hours)
  - ✓ 12% of children spend more than 6 hours a week playing their video game console (3,2% more than 15 hours)
- **Children mostly play video and online games at home**
  - ✓ Online games: 68% of children say that they always or most of the time play at home
  - ✓ Video game console: 73% of children say that they always or most of the time play at home
- **Children and parents buy the games**
  - ✓ 52,2% of children age 9-12 say that their parents buy their games while 22,4% say that they buy the games themselves
  - ✓ Boys (47,6%) are more likely to buy their games than girls (16%)
  - ✓ Girls (50,5%) are more likely than boys (37,4%) to receive the games they play from their parents
  - ✓ A much higher proportion of children age 13-16 say that they buy their own games
- **One third of children have bought games that are not intended for their age group**
  - ✓ 25,4% children age 9-12 have bought games not intended for their age group
  - ✓ 22% children age 9-12 and 44% children age 13-16 never check if a game is intended for their age group

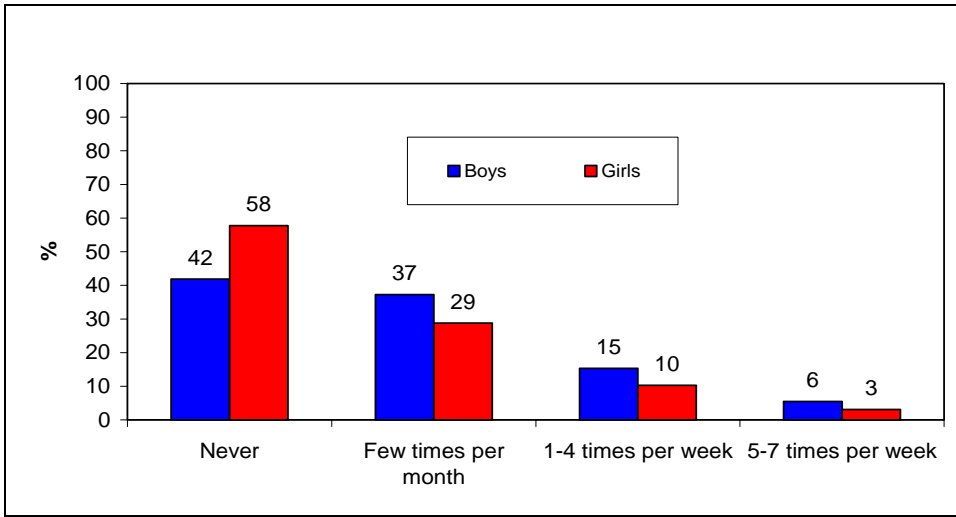
## SELECTIVE RESULTS ON ONLINE GAMING



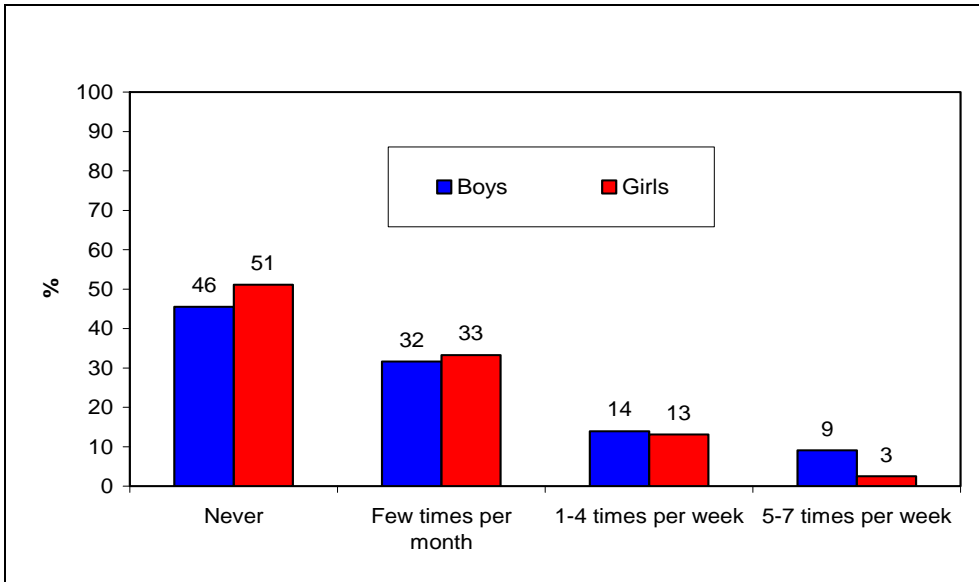
Do you play online action games?



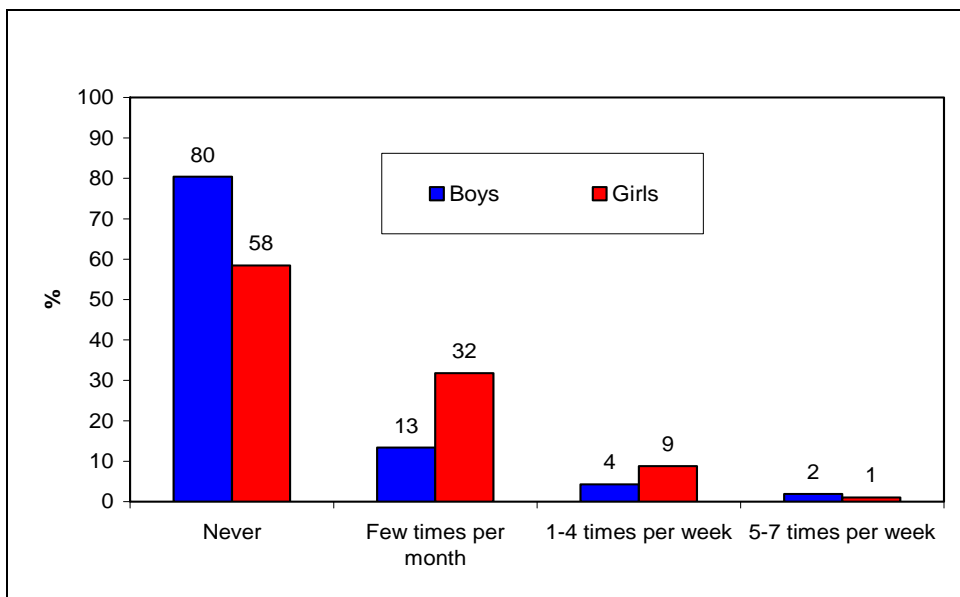
Do you play online strategic games?



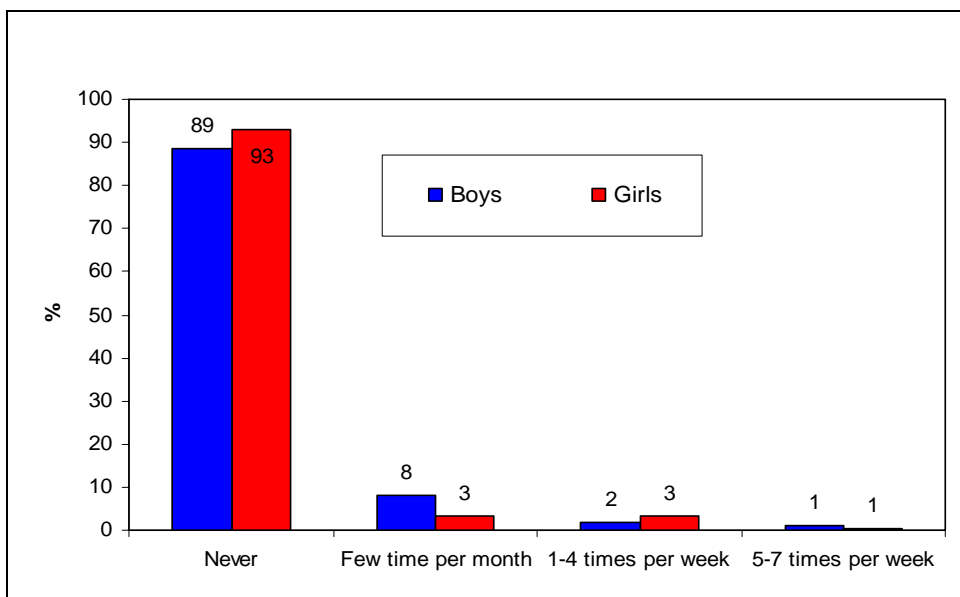
Do you play online car games?



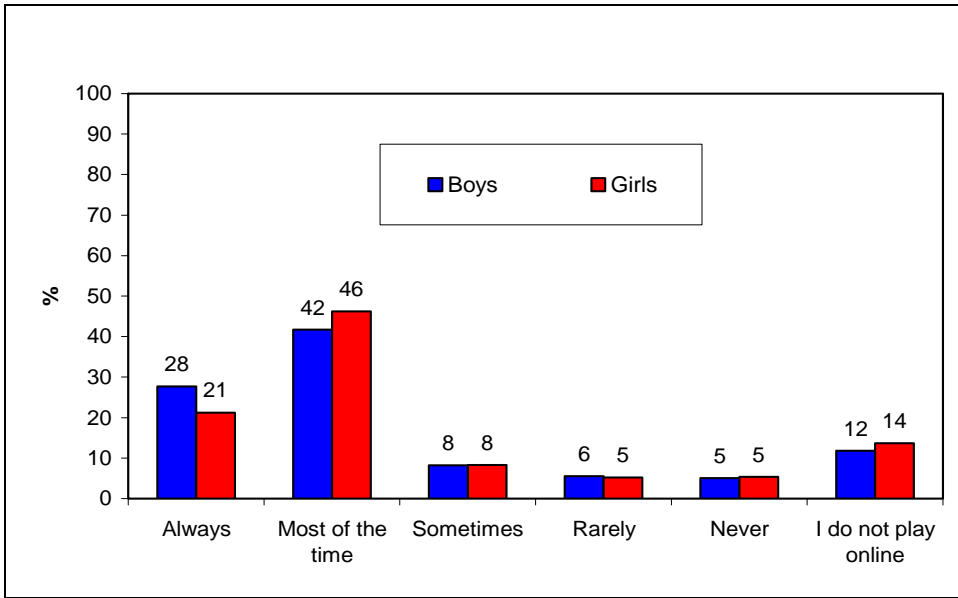
Do you play online sports games?



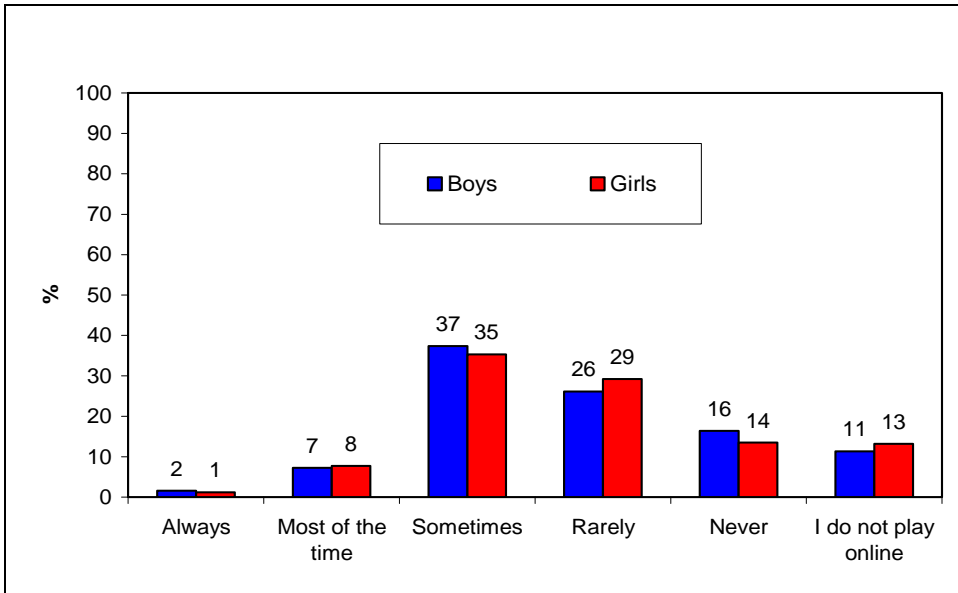
Do you play online board games?



Do you play online gambling games?

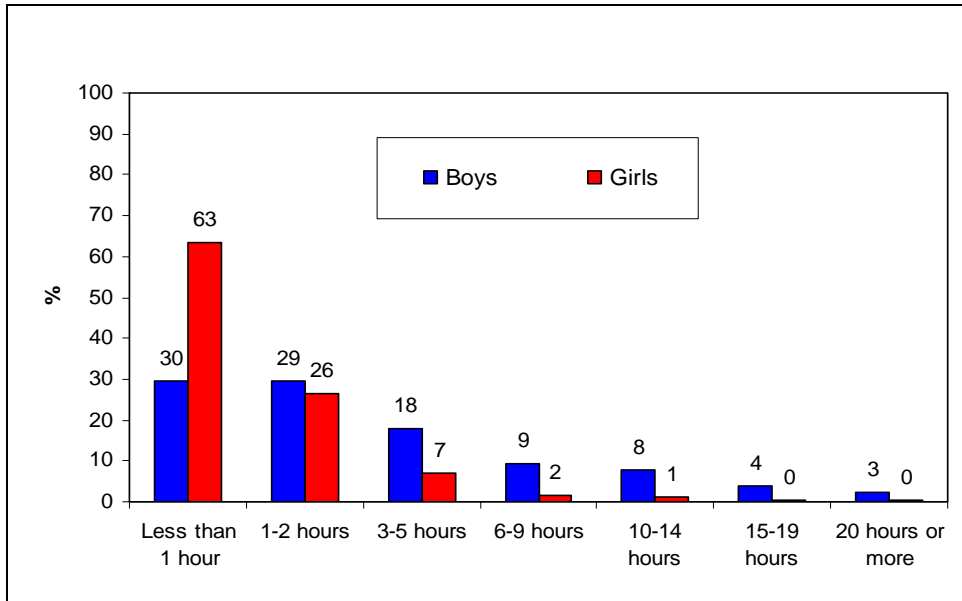


Do you play online games at home?

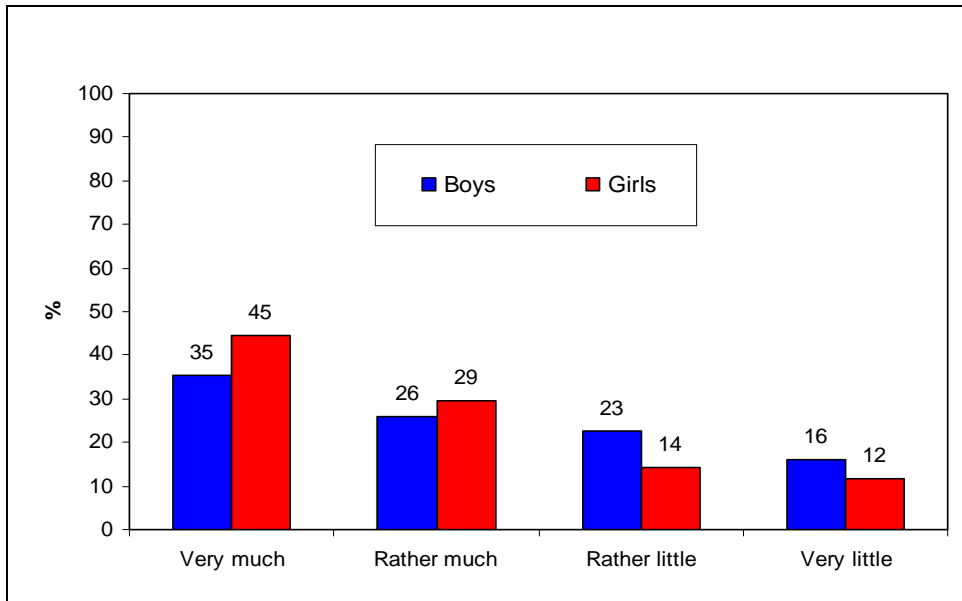


Do you play online games at a friend's house?

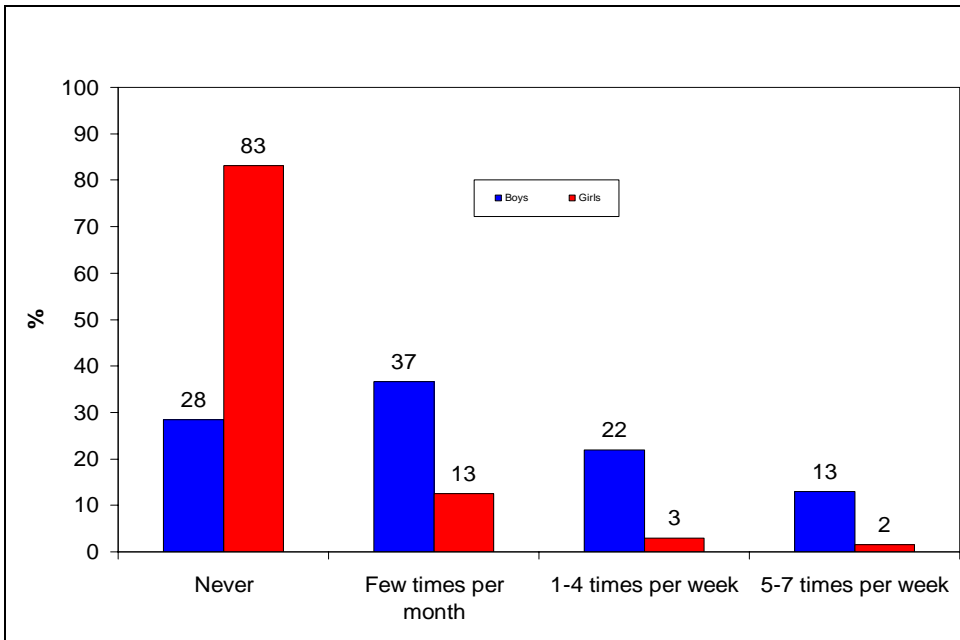
**SELECTIVE RESULTS ON VIDEO CONSOLE GAMING**



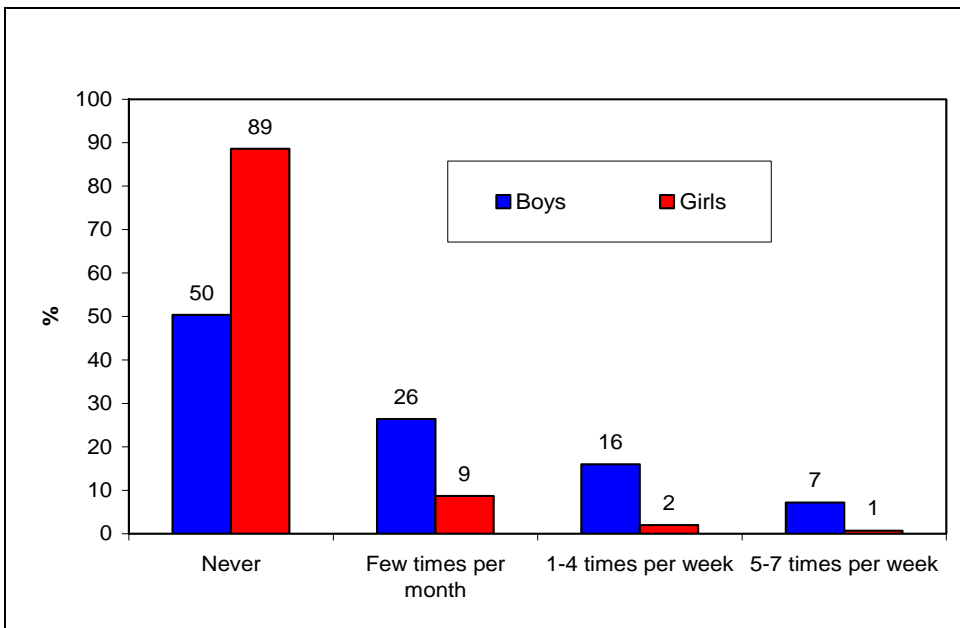
How many hours a week do you play the video game console?



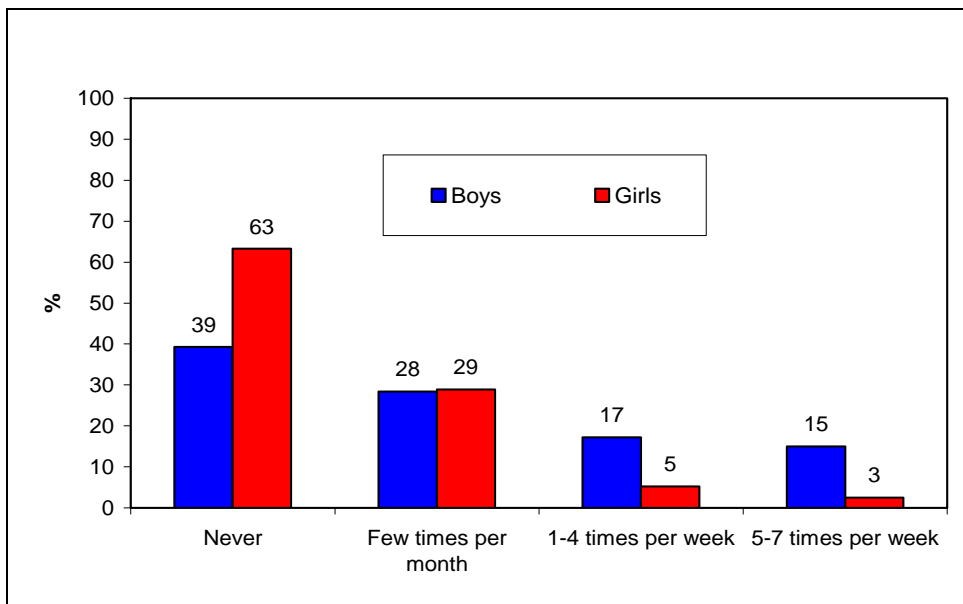
How well do your parents know the video games you play on your console?



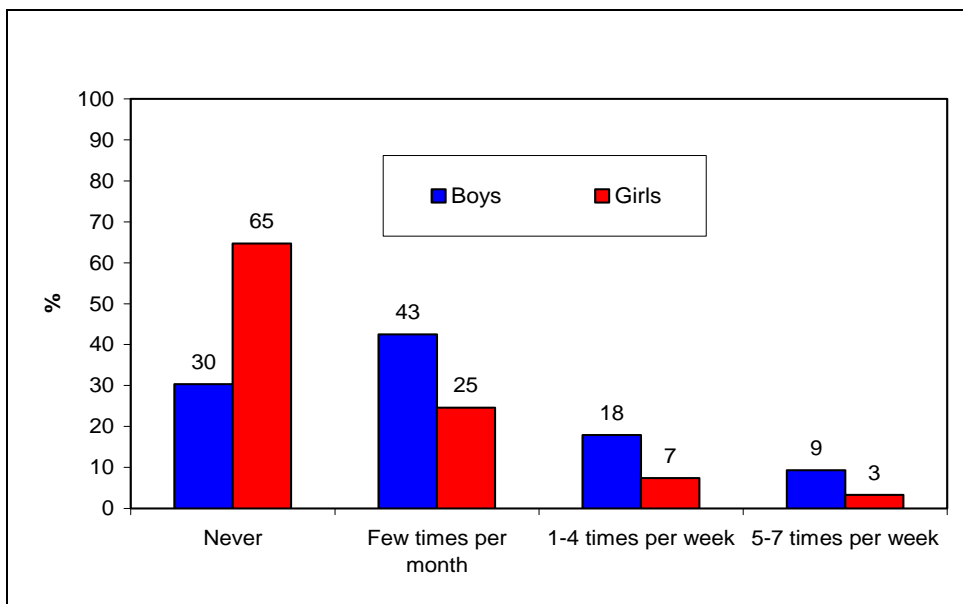
How often do you play action games on your video game console?



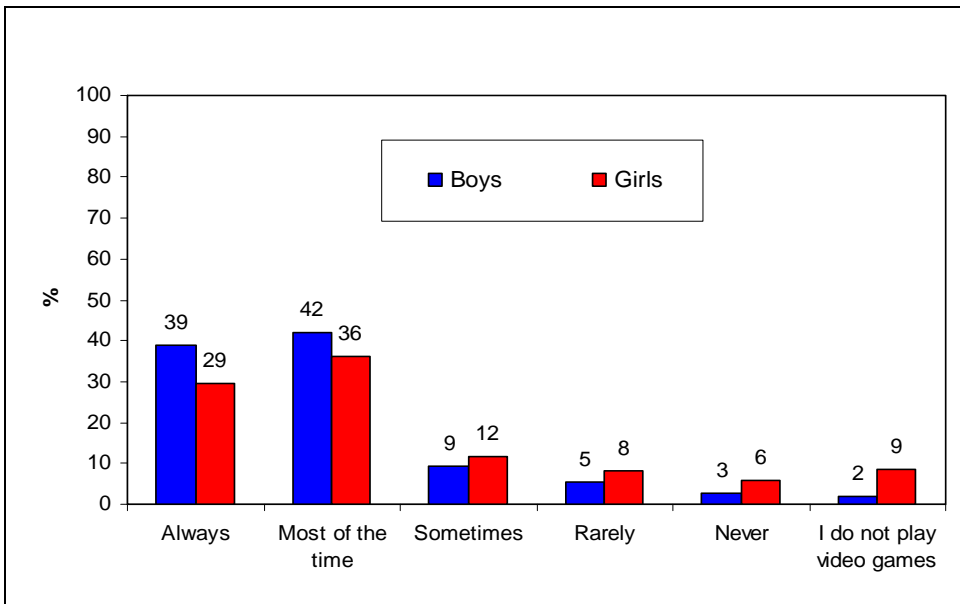
How often do you play war games on your video game console?



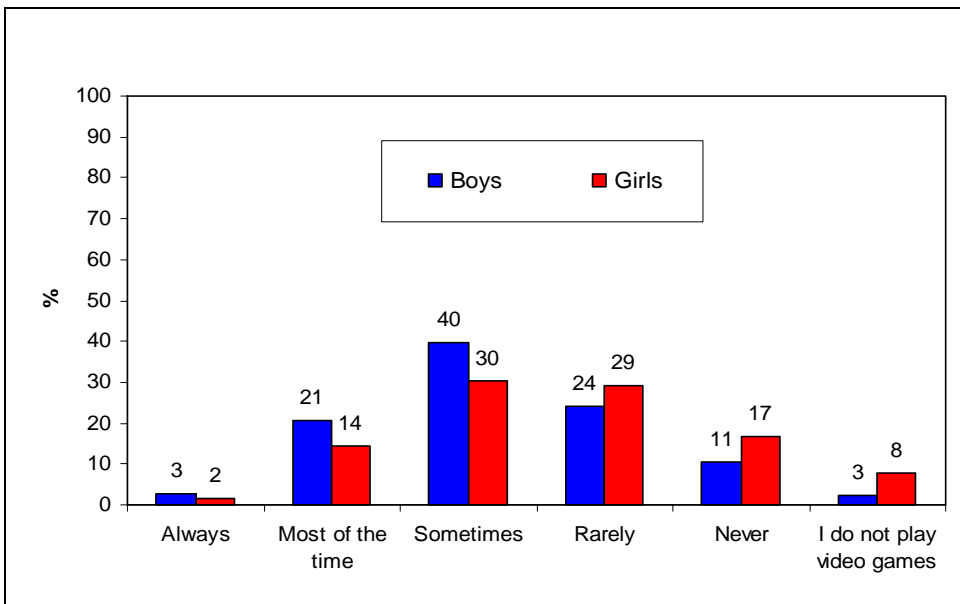
How often do you play sport games on your video game console?



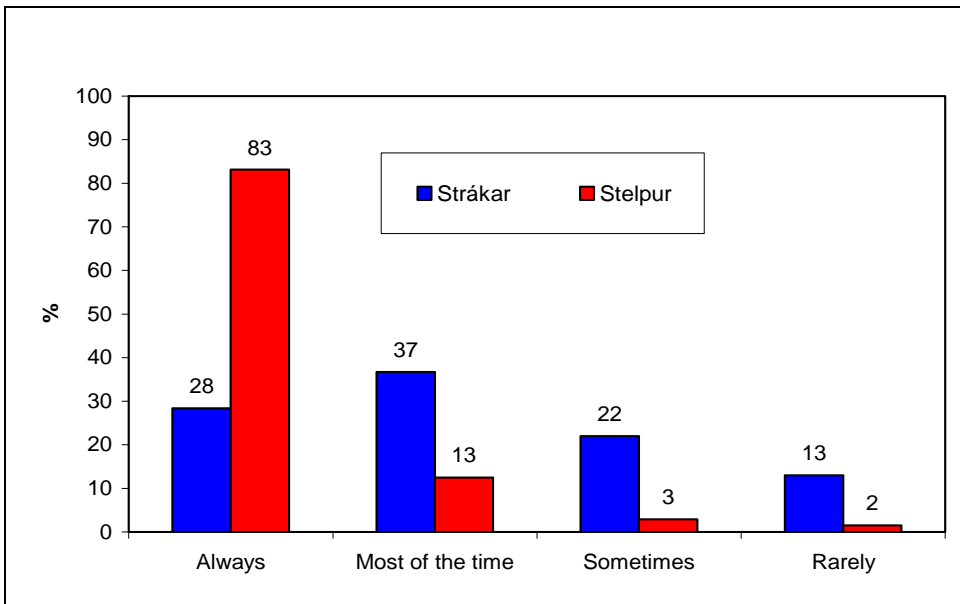
How often do you play car games on your video game console?



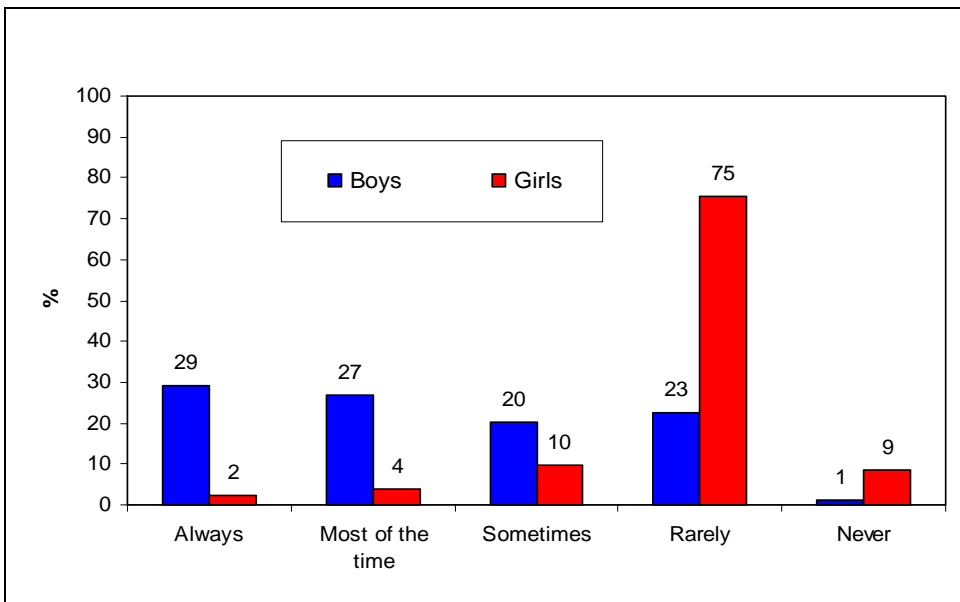
Do you play your video game console at home?



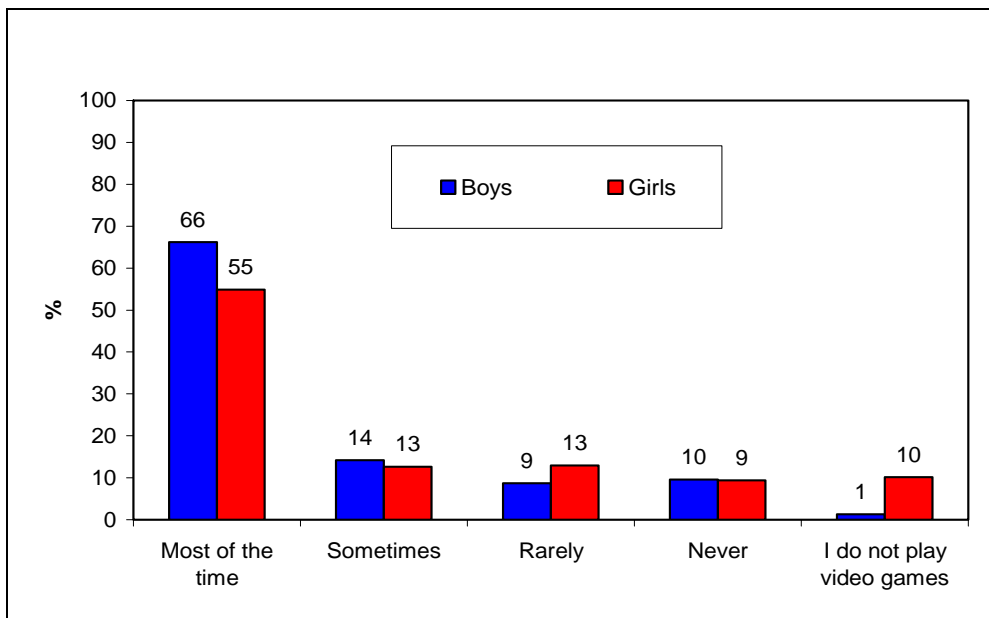
Do you play the video game console at a friend's house?



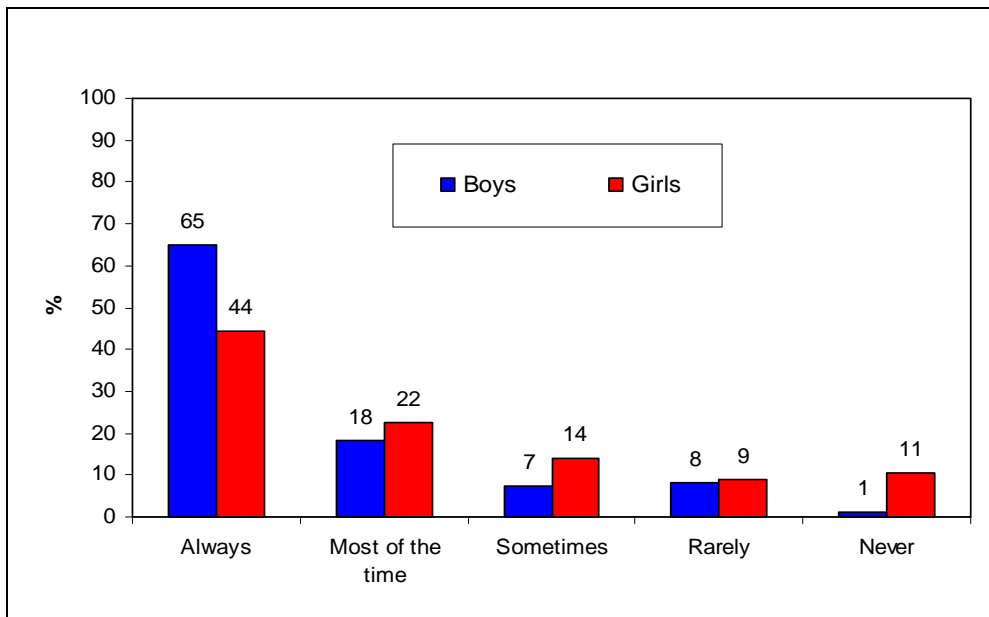
Do you play the video game console at school?



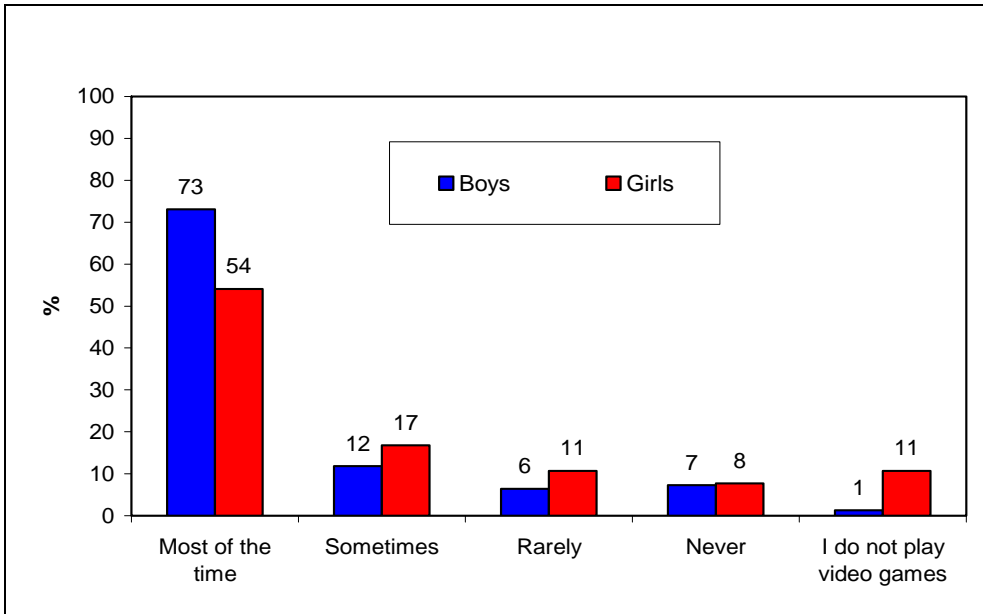
Have you bought a video game not intended for your age group?



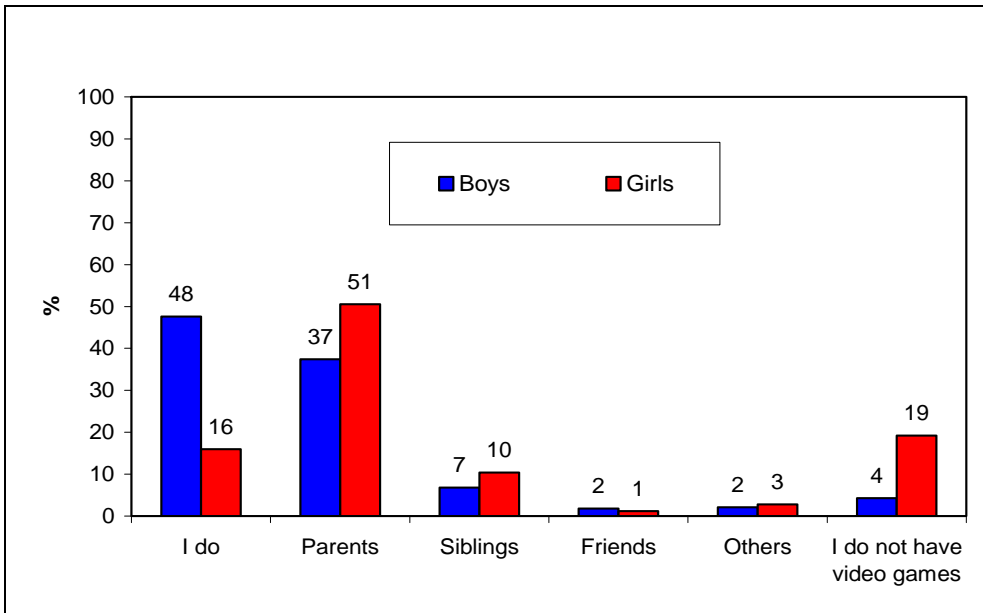
Do you know if the video games you are playing are intended for your age group?



Do you know the video games content labels?



Do you know the video games age labels?



Who buys your video console games?

## **SURVEY ON THE KNOWLEDGE OF THE PEGI SYSTEM**

A new brochure for parents on computer games and the PEGI rating system was published by SAFT in cooperation with SMÁÍŚ (The Association of Film Rights Holders in Iceland) and with the support from Microsoft Iceland. The brochure was distributed through elementary schools for every school child in Iceland to take home to their parents.

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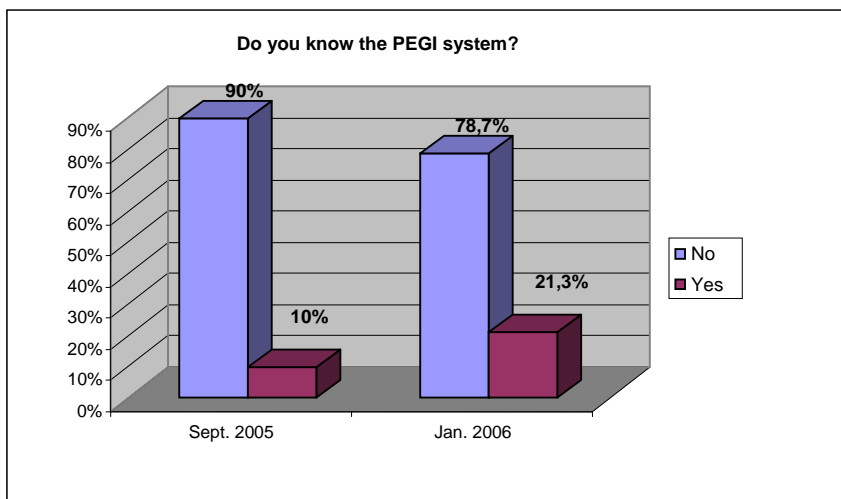
Gallup conducted a survey on the knowledge of video game labeling before and after the awareness campaign. The national sample was 1300 people, age between 16 – 75, with response rate at 62% both before and after the campaign.

According to the surveys results about 36% of the population buy video games for children and teenagers. No significant differences were discovered between genders but significant differences were found between age groups. Over 50% of the population between the age 35-44 buy video games for children and teenagers.

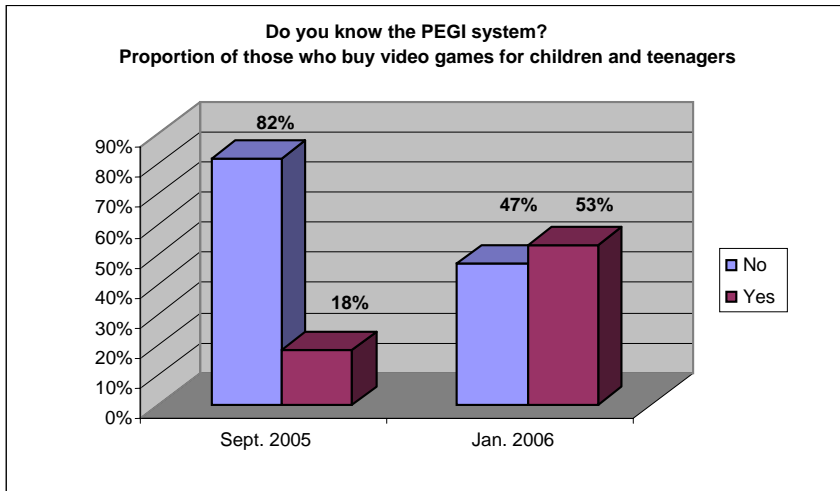
Before the campaign 75% of the population said that they always looked at the age label before buying a video game. After the campaign the total number had risen to 83%, with women being more likely to check labels than men.

No significant differences were found between gender knowledge on the PEGI system but significant differences were found between levels of education. Before the campaign 84% of the highest education group checked the labels but 94% after the campaign. Among the lowest education group 51% of checked the labels before the campaign but 61% after the campaign.

Of the total sample 10% knew the PEGI system before the campaign but 21% after the campaign.



The results demonstrate a significant difference between the knowledge of the PEGI system, among those who buy video games for children, before and after the campaign, rising from 18% to 53%.



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