

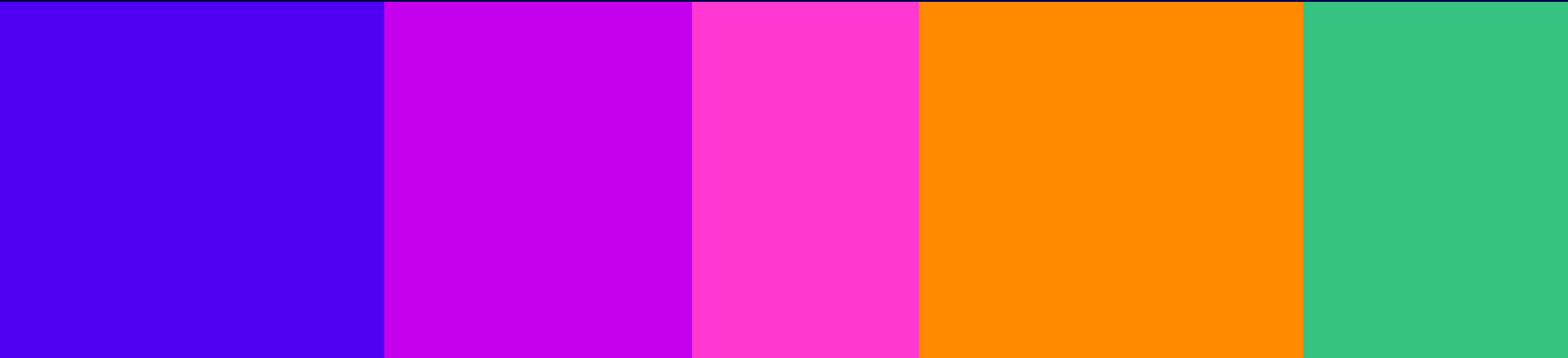
Children's online spending and potential financial harm: Quantitative research

June 2025

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Foreword



Ofcom has statutory duties to promote and research media literacy. The Online Safety Act 2023 (OSA) clarifies and adds specificity to Ofcom's existing media literacy duties. Amongst other things, it requires Ofcom to build public awareness about a range of media literacy and online safety issues, and to encourage the development and use of technology and systems that provide protection to online users. Our [three-year strategy](#) for media literacy sets out how we will exercise our duties prioritising three central elements: Research, Evidence and Evaluation; Engaging Platforms; and People and Partnerships.

As part of our commitment to understanding user expectations, we examined the impact of persuasive design on children. We commissioned a programme of research to support our work in engaging platforms. These platforms can play a vital role in fostering media literacy among their audiences. This programme of research explores what parents and children want to see platforms doing to better support media literacy, particularly regarding online spending by children.

This report sets out findings and themes from quantitative research with children and parents. This survey investigates children's online spending habits across social sites and apps, video sharing platforms and gaming, assessing influencing factors and attitudes towards their spending in these environments. It also explores parental views of online spending, its impact, and the prevalence of parental controls.

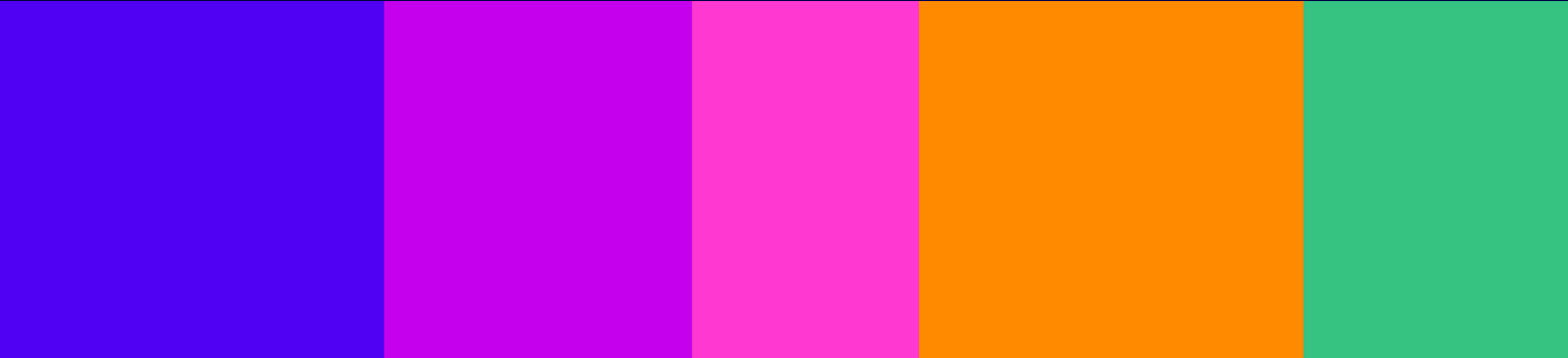
This research draws on views from 2,205 children aged 8-17 and their parents and was conducted by Beano Brain. Fieldwork was carried out in March 2025 via an online survey with quotas set on UK region, gender, age and socio-economic group (see appendix for more detail).

The quantitative approach used for this project enabled us to quantify the number of children that are spending money online in social or gaming environments, how children spend money online, what influences their online spending and how they (and their parents) feel about their online spending.

The quantitative research detailed in this report forms part of a broader research programme including [qualitative research](#) (June 2025). Whilst the quantitative results set out in this report shows broader financial habits and attitudes, the qualitative research focuses on identifying what the persuasive features are and how they can lead to experiences of financial harm for children.

Note: Any views shared in this report are the views of the survey participants and not of Beano Brain or Ofcom.

Executive summary



Methodology overview

- 2,205 children aged 8-17 and their parents / guardians were interviewed via a child friendly online survey.
- Fieldwork took place in March 2025.
- The findings set out in this report have been produced by Ofcom, based on fieldwork/data tables produced by **Beano Brain** and **Walr**.

Children's online spending is widespread and shaped by platform experiences

- Over half (58%) of children report spending money online in the past month, whether on social media sites, video-sharing platforms, or whilst gaming. Gaming is especially prominent, with 97% of 8-17-year-olds playing online games, and 53% of those who had played games in the last month saying they had spent money within those games — often directly in-game. Gaming purchases are typically driven by character customisation, discounts, limited-time offers or to make more progress in the game.
- Social media / video sharing platform purchases are also prominent. 36% of children who use social media / video sites at least on a monthly basis, claim to have bought something they had seen on one of these platforms during the last month. 20% of those who had spent money in the last month said they had bought something directly from the social media platform they were visiting. Factors influencing purchases on social media apps/ sites included seeing an advert, limited time offers and influencers.

Game types and player demographics influence how and what children spend

- Boys aged 13-15 are the most likely to spend money whilst gaming, with 67% of boys aged 13-15 who gamed in the last month spending money in this environment. Creative and building games are the most played, with just over half of gamers saying they played this game type (54%). Around half of creative and building game players (52%) said that they had spent money within this specific environment in the last month. Shooter games, while less popular (26% of those who play games), have the highest in-game spending rate, with 70% of children that play this genre spending money in the last month.
- Amongst those who spend money whilst gaming, the most common purchases include in-game currency (40%) and cosmetic items (such as skins) (26%). Around one in five gamers who made purchases using someone else's money say they did so without permission—this behaviour is consistent across both gaming and social media purchases.

Time online and exposure to marketing are linked to greater spending

- Children who spend more time online are more likely to spend money. There was a direct correlation between time spent online and higher incidence of children spending money in gaming or social media environments. 76% of children who said they spend over 6 hours per day online (on a weekday) reported spending money in the last month, compared to only 42% of light users (2 hours or less).
- Amongst those who have bought something whilst gaming in the last month, key drivers to spend money while gaming include character customisation (30%), special offers (22%), limited-time deals (21%), and peer influence (16%).
- Amongst those who have spent money in whilst on social media in the last month, key drivers include adverts (27%), recommendations from friends or family (23%) and influencer content (22%).

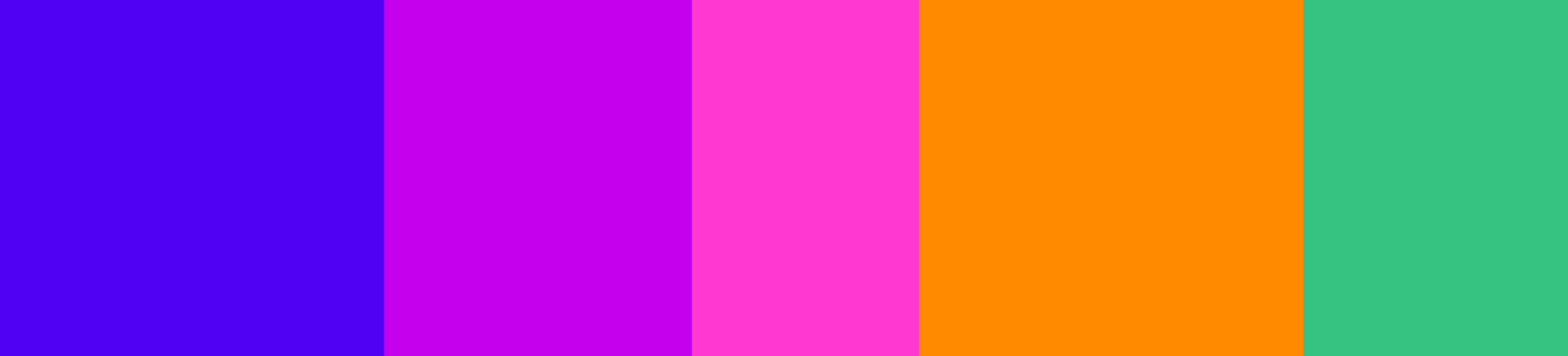
Many children enjoy spending – but also regret it or overspend

- While the majority of those who have spent money in the last month on gaming report that they enjoyed making this purchase (67%), a significant proportion also experience regret. About 32% of those who have spent money in the last month on gaming said that they often regret making purchases while gaming. Additionally, 42% find it unclear what they're buying in games, and 41% admit to often spending more than they should.
- 43% of those who had purchased something on social media in the last month say that they often regret purchases made on social media. Parents echo these concerns: 11% of those whose child had made purchases report their child bought something they shouldn't have, and another 11% said their child spent more than intended. Some reported family conflict resulting from such spending.

Parents are concerned and actively trying to manage spending

- Over half of parents (53%) express at least some level of concern about their child's online spending. A large majority (84%) use some form of control or monitoring — commonly device-level restrictions (25%) or app-specific controls (21%). One in five (20%) receive notifications when their child attempts to spend money online.
- While 53% of parents report their child made an online purchase recently, children report slightly higher rates at 58%, hinting at gaps in oversight.

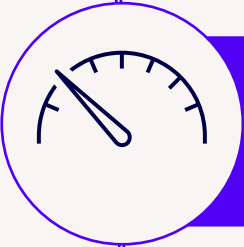
Objectives and methodology



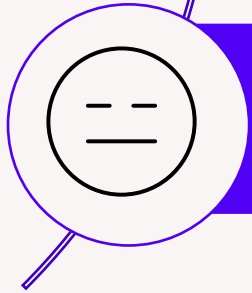
The survey aimed to answer the following key questions:



How do children spend money online whilst gaming or using social sites/apps?



What influences their spending? How do parents and children feel about spending online?



How do children (and parents) feel about their online spending and do they feel it causes any harm?

Methodology

Sample

- 2,205 children aged 8-17 and their parents. Children were recruited via parents.
- Quotas set on UK region, gender, age, and socio-economic group (see appendix).
- Please see appendix for the sample profile achieved.

Data collection

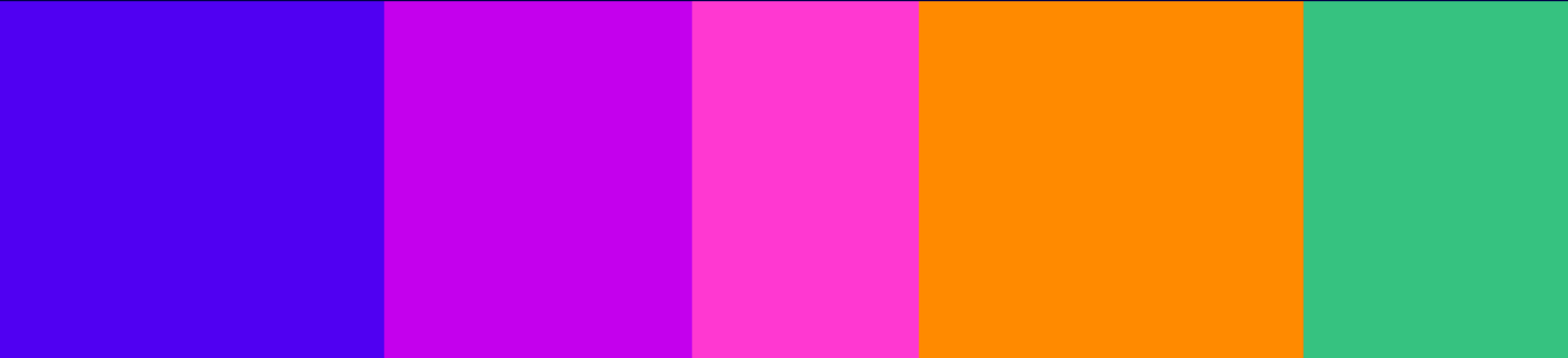
- Online survey, conducted by Beano Brain, via Walr*.
- Fieldwork conducted in March 2025.
- The parents answered the first part of the survey and then handed it to their child to complete.
- Questions were informed by [qualitative research](#) commissioned by Ofcom in January 2025.

Data reporting

- Weighted to be nationally representative of the UK. Unweighted base shown in brackets.
- Significance testing applied at the 95% confidence level.

*Walr are an agency commissioned by Beano Brain to host the survey, with respondents recruited via their panel

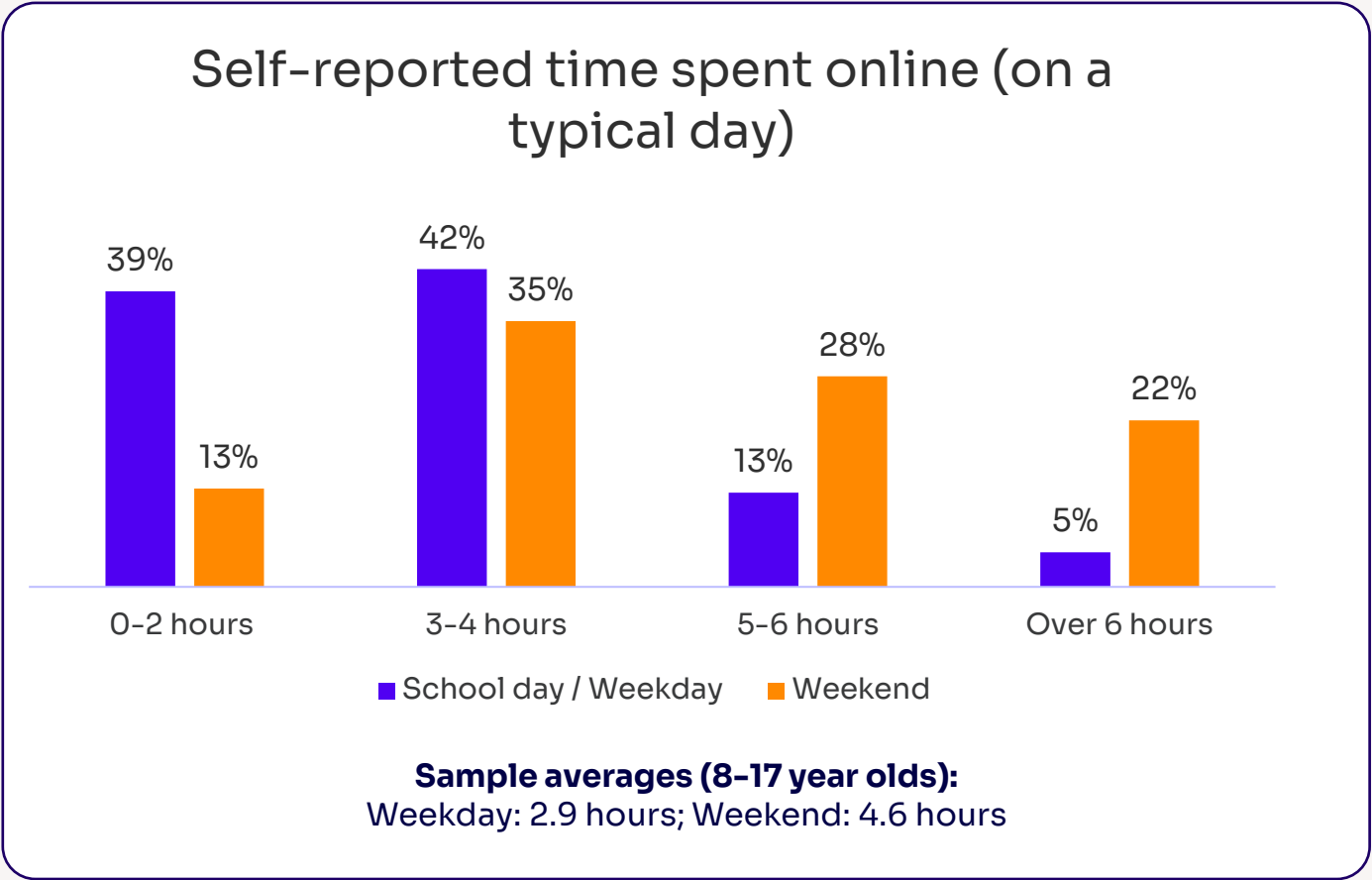
Context – Online behaviour



On average, 8-17s say they spend around 4.5 hours online at the weekend and 3 hours on a weekday

Self-reported time*

- The survey asked children to estimate their time online as part of the survey.
- Self-reported time can be subject to over- or under-estimation, however it is a good way to estimate whether children are light, medium or heavy users.



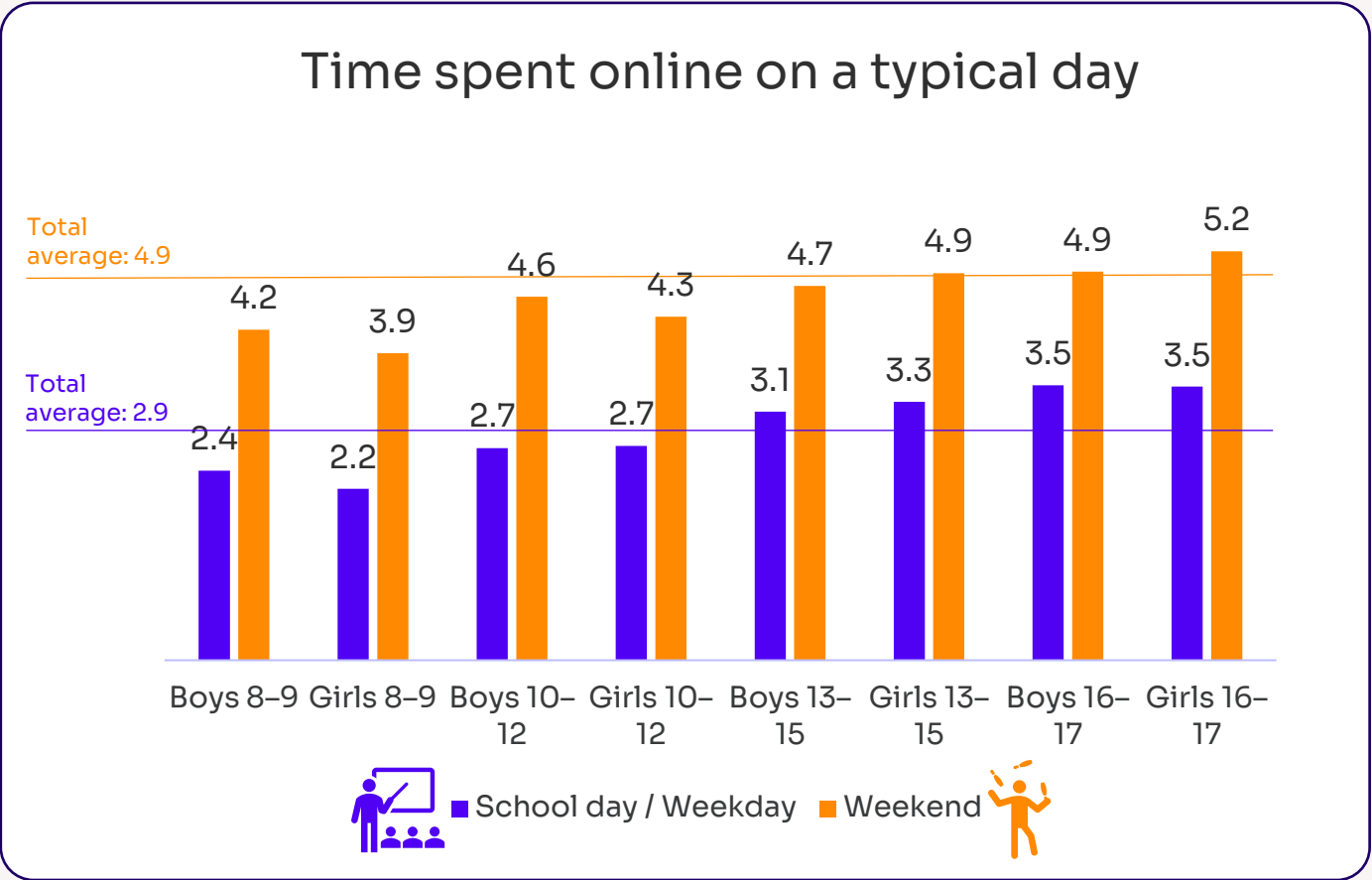
The time children report spending online increases with age, particularly amongst girls

BOYS AND GIRLS

- On average, 8-17 year-old boys and girls say they spend the same amount of time as each other on weekdays and weekends.
- Younger girls (>13 years old) say they spend less time online than boys of the same age, but overtake them when they reach 13+.

WHO SPENDS THE LONGEST ONLINE?

- Girls aged 16-17 spend the longest amount of time online.
- Time spent online on a typical day is highest among those with EHCPs*, those who are from households where someone has a disability, or those from households that claim benefits.



Source: Research Conducted by Beano Brain, March 2025. Base: Total 8-17 year-olds who go online: 2215 (2189) Boys 8-9: 221 (216), Girls 8-9: 221 (215), Boys 10-12: 358 (331), Girls 10-12: 332 (324), Boys 13-15: 341 (323), Girls 13-15: 341 (335), Boys 16-17: 224 (223), Girls 16-17: 201 (253)

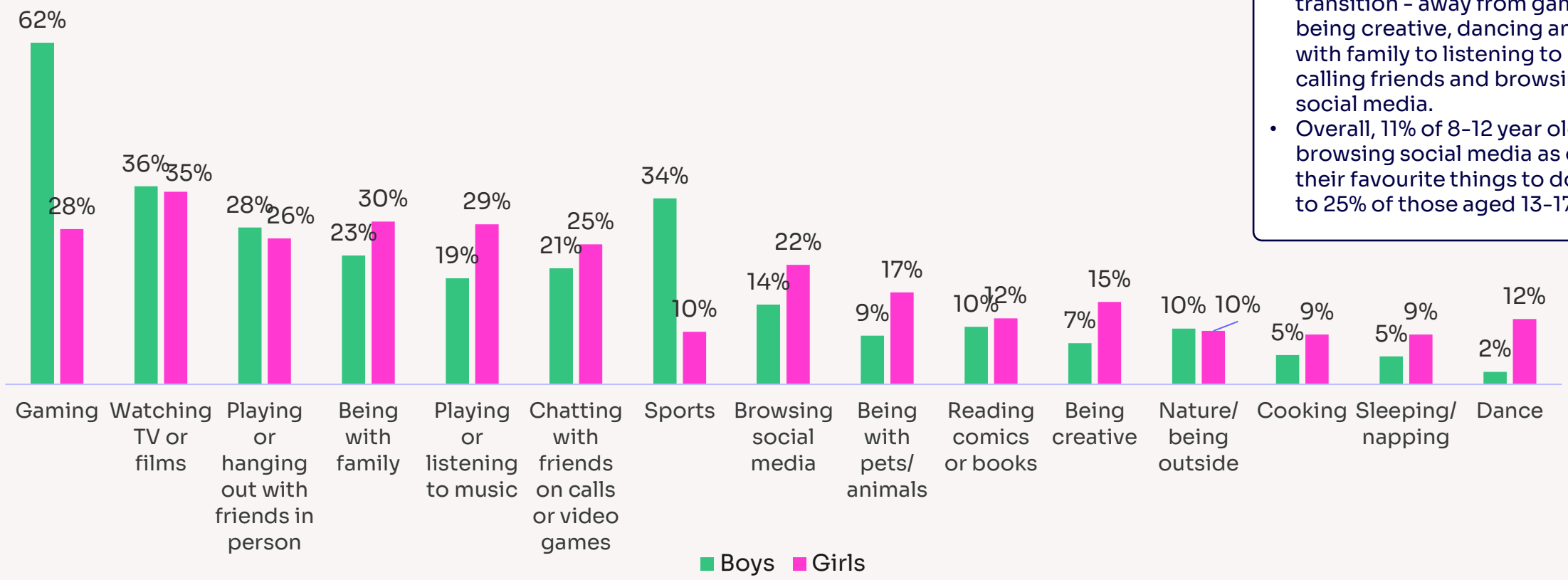
Q1 - How much time do you think you spend online on a normal day at the weekend? This can be across a smartphone, tablet, computer or games console.

Q2 - How much time do you think you spend online on a normal school day? This can be across a smartphone, tablet, computer or games console.

Average created using mid-point of answer options. *EHCP = Education, Health and Care Plan

Gaming is the top activity 8-17s enjoy, mainly driven by boys. Girls are more likely to enjoy social media than boys

Top three favourite things to do in their spare time (8-17 year olds)

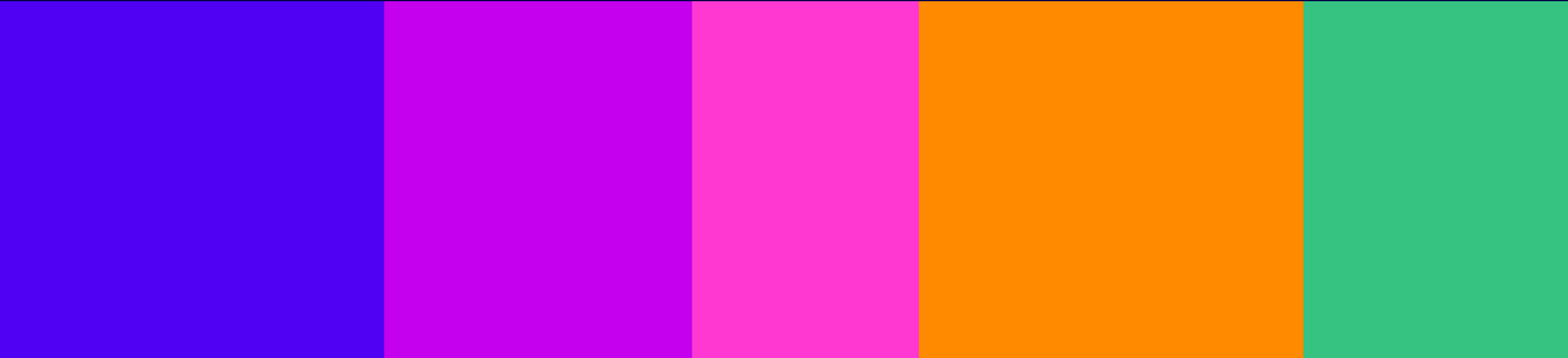


AGE DIFFERENCES

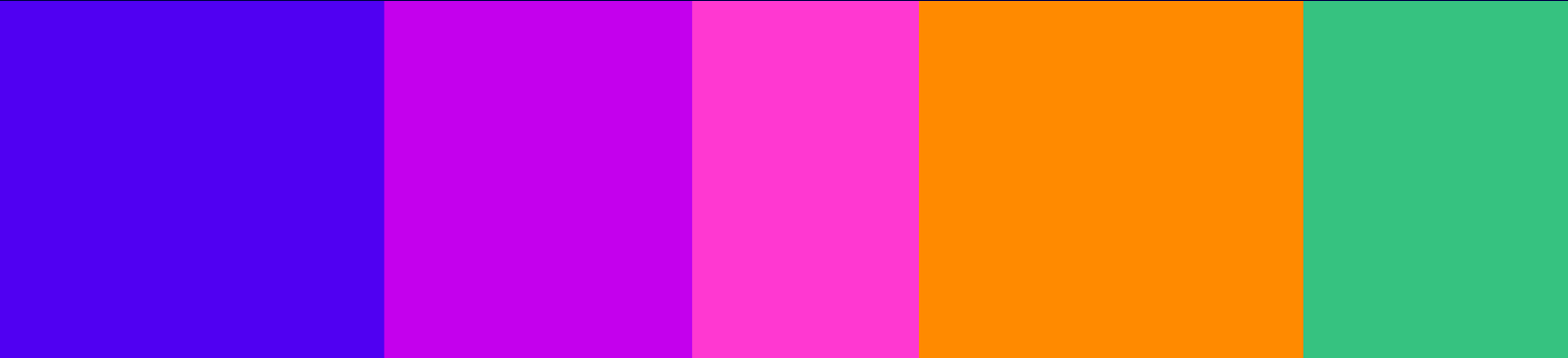
- Boys' spare time activities stayed broadly consistent as they age, while girls see more of a transition - away from gaming, being creative, dancing and being with family to listening to music, calling friends and browsing social media.
- Overall, 11% of 8-12 year olds list browsing social media as one of their favourite things to do, rising to 25% of those aged 13-17

Source: Research Conducted by Beano Brain, March 2025. Base: 8-17-year-olds . Total: 2205 (2232) Boys: 1153 (1100), Girls: 1079 (1105)
J1 - What are your three favourite things to do in your free time?

Findings

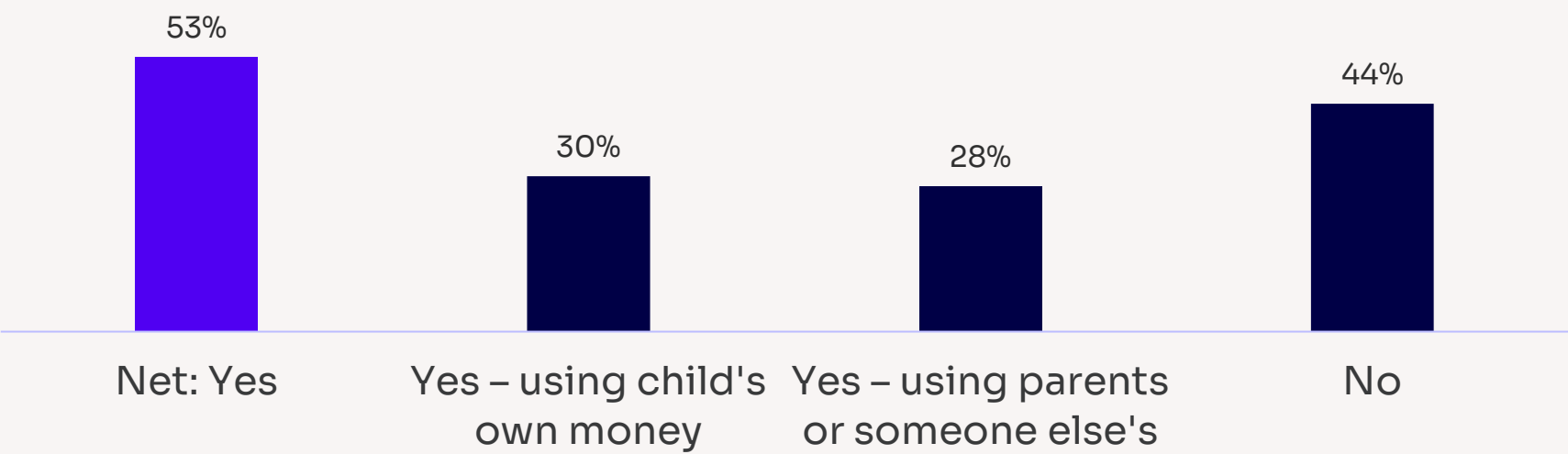


Children's online spending habits – Parent's view



According to over half of parents (53%), their child has bought something on social media, video or whilst gaming in the last month

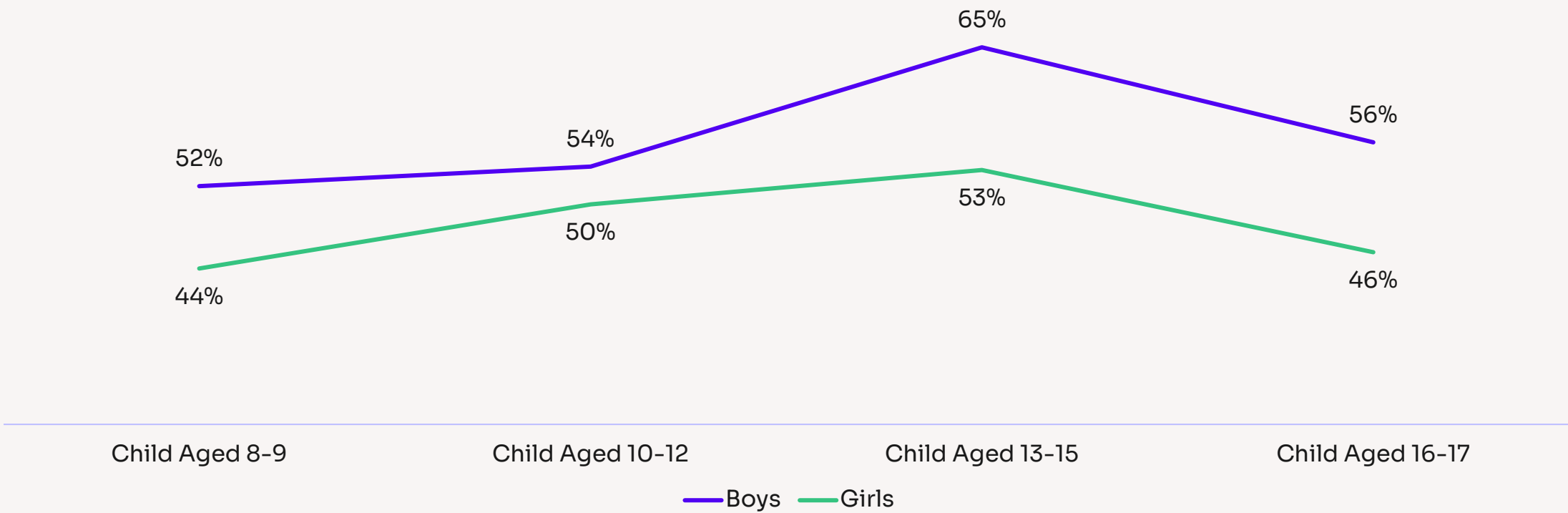
In the last month, has your child spent any money on a social media site or app, a website or app where you can watch videos, or whilst gaming?



Source: Research Conducted by Beano Brain, March 2025. Base: Parents of 8-17-year-olds, 2232 (2205)
P1 - In the last month, has your child spent any money on a social media site or app, a website or app where you can watch videos, or whilst gaming? This could be using either their own money, your money or someone else's [YES options are multi-choice]
NET: Yes = 'Yes, using child's own money + Yes, using parent's or someone else's'

Parents report that boys are more likely to have bought something than girls, particularly 13-15 year-olds

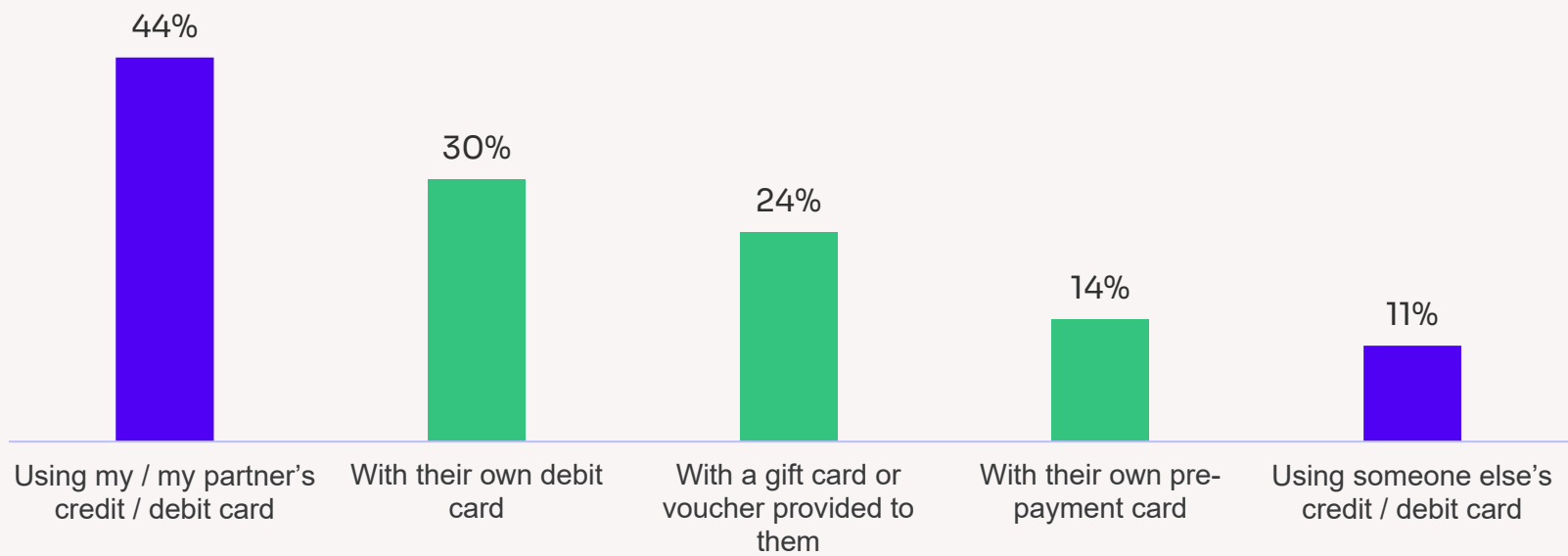
Parents who say their child has bought something online in the last month



Source: Research Conducted by Beano Brain, March 2025. Base: Parents of 8-17-year-olds, Total: 2215 (2205), Boys aged 8-9: 226 (220), Girls aged 8-9: 224 (219), Boys aged 10-12: 361 (333), Girls aged 10-12: 337 (329) Boys aged 13-15: 342 (324), Girls aged 13-15: 341 (335), Boys aged 16-17: 224 (223), Girls aged 16-17: 201 (253)
P1 - In the last month, has your child spent any money on a social media site or app, a website or app where you can watch videos, or whilst gaming? This could be using either their own money, your money or someone else's [NET: Yes]

Out of those that had made a purchase in the last month, parents report that 30% of children used their own debit card and 24% used a gift card

How parents say their child funded their online purchases (specific to games or social media):



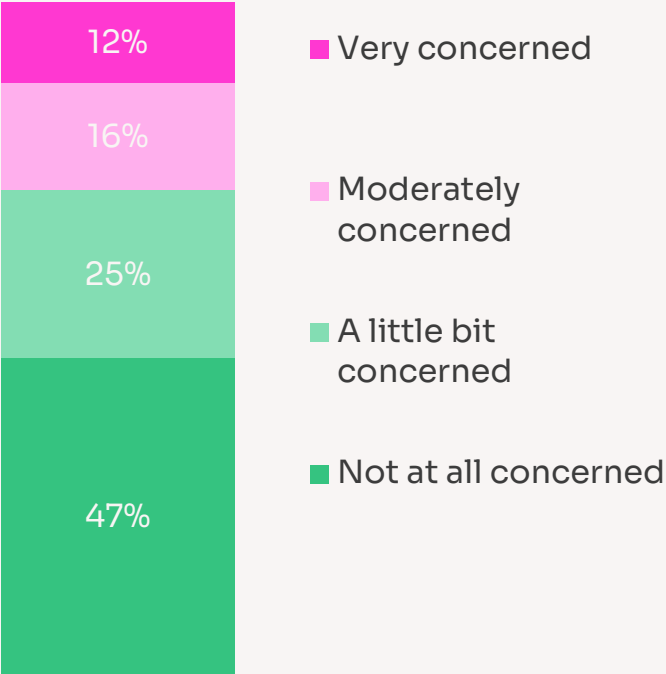
AGE DIFFERENCES

- Children under 13 are most likely to make purchases using a parent's card
- 13-15 year olds become just as likely to use their own card, while 16-17 year olds are more likely to use their own debit cards



Over a quarter (28%) of parents say they are moderately or very concerned about their child’s online spending, with a further 25% saying they are a little bit concerned

How concerned are parents about child’s spending?



- Parents are more concerned about sons than daughters (30% vs 25% being moderately or very concerned).
- Parents from families doing well are more concerned, compared to those getting by or struggling (38% vs 23% and 29% being moderately or very concerned)*.
- Parents are most concerned about their child’s spending when they have previously spent more than they should have (52% being moderately or very concerned).

Source: Research Conducted by Beano Brain, March 2025. Base: Parents of 8–17-year-olds, 2232 (2205)
P4 - How concerned, if at all, are you about your child’s spending online? [SINGLE]
*Parents were asked “How well would you say your household is managing financially at the moment? Would you say you are...” with answer options ‘Doing well’, ‘Getting by’, ‘Struggling’ Don’t know’ or ‘Prefer not to say’.

Most parents have put something in place to limit or monitor their child's online spending

OVERALL

84% of parents have at least one parental control or way of monitoring their child's spending online

FAMILY DIFFERENCES

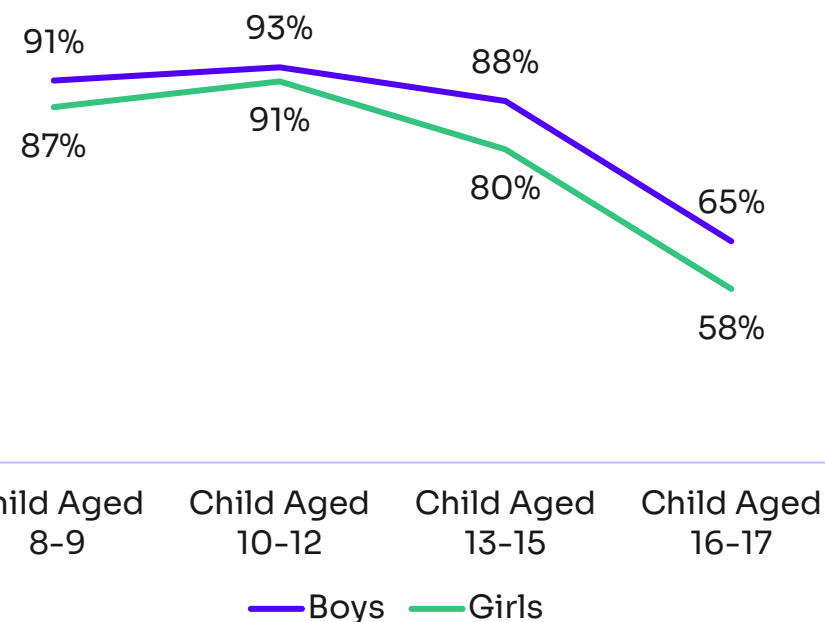
89% of families who are doing well financially have parental controls, significantly more than families getting by (83%) and struggling (81%)

GENDER DIFFERENCES

86% of parents of boys have parental controls, compared to 81% of parents of girls, however the types of controls in place do not differ by gender.

AGE DIFFERENCES

Parents who say they have any parental controls

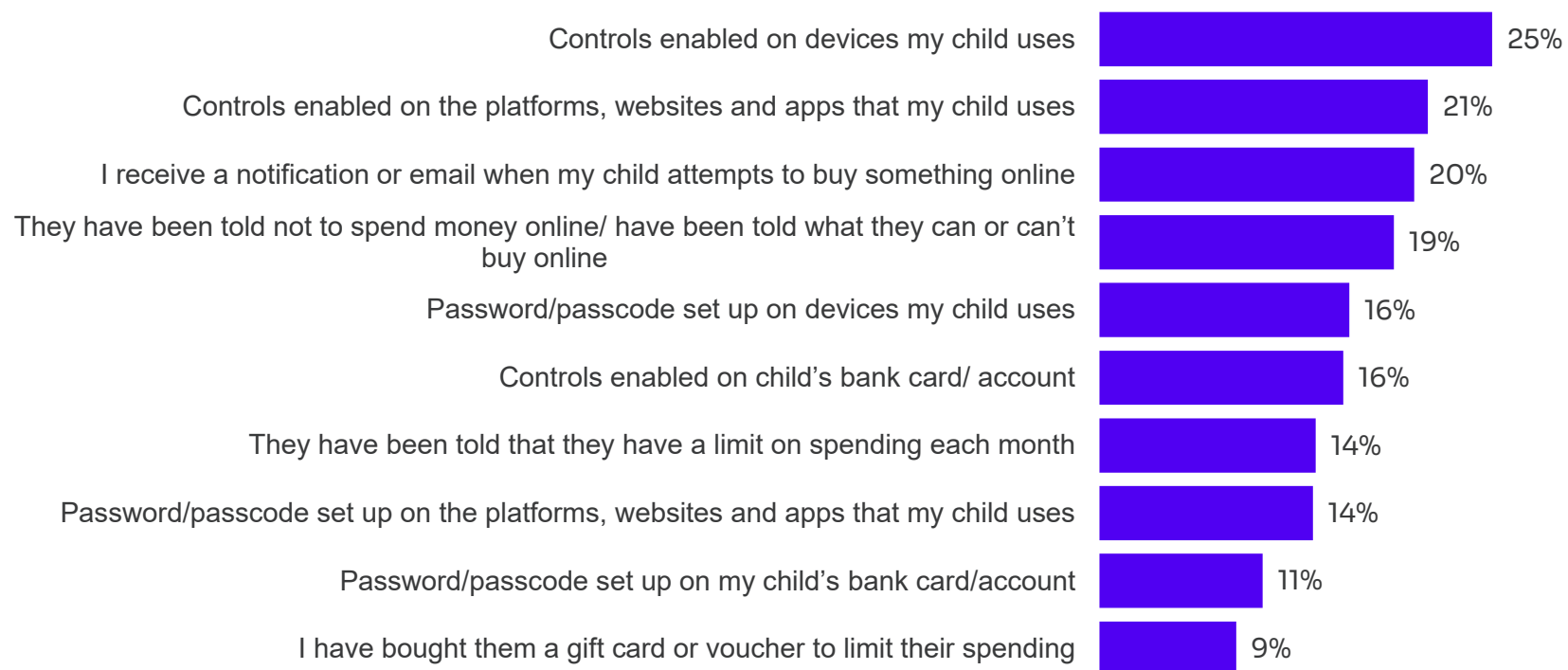


Source: Research Conducted by Beano Brain, March 2025. Base: Parents of 8-17-year-olds, Total: 2232 (2205). Parents who say their family is financially 'doing well': 401 (452) 'getting by': 1152 (1121) 'struggling': 655 (611). Parent of Boys: 1153 (1100), Parent of Girls: 1079 (1105). Parents of Boys aged 8-9: 226 (220), Parents of Girls aged 8-9: 224 (219), Parents of Boys aged 10-12: 361 (333), Parents of Girls aged 10-12: 337 (329) Parents of Boys aged 13-15: 342 (324), Parents of Girls aged 13-15: 341 (335), Parents of Boys aged 16-17: 224 (223), Parents of Girls aged 16-17: 201 (253)

P3 - Do you do anything to limit or monitor your child's spending online? (e.g. Do you have any supervision measures or restrictions in place with?) [MULTI]

The most common type of parental controls are focused on the devices and platforms parents know their children use

What types of controls do parents have?



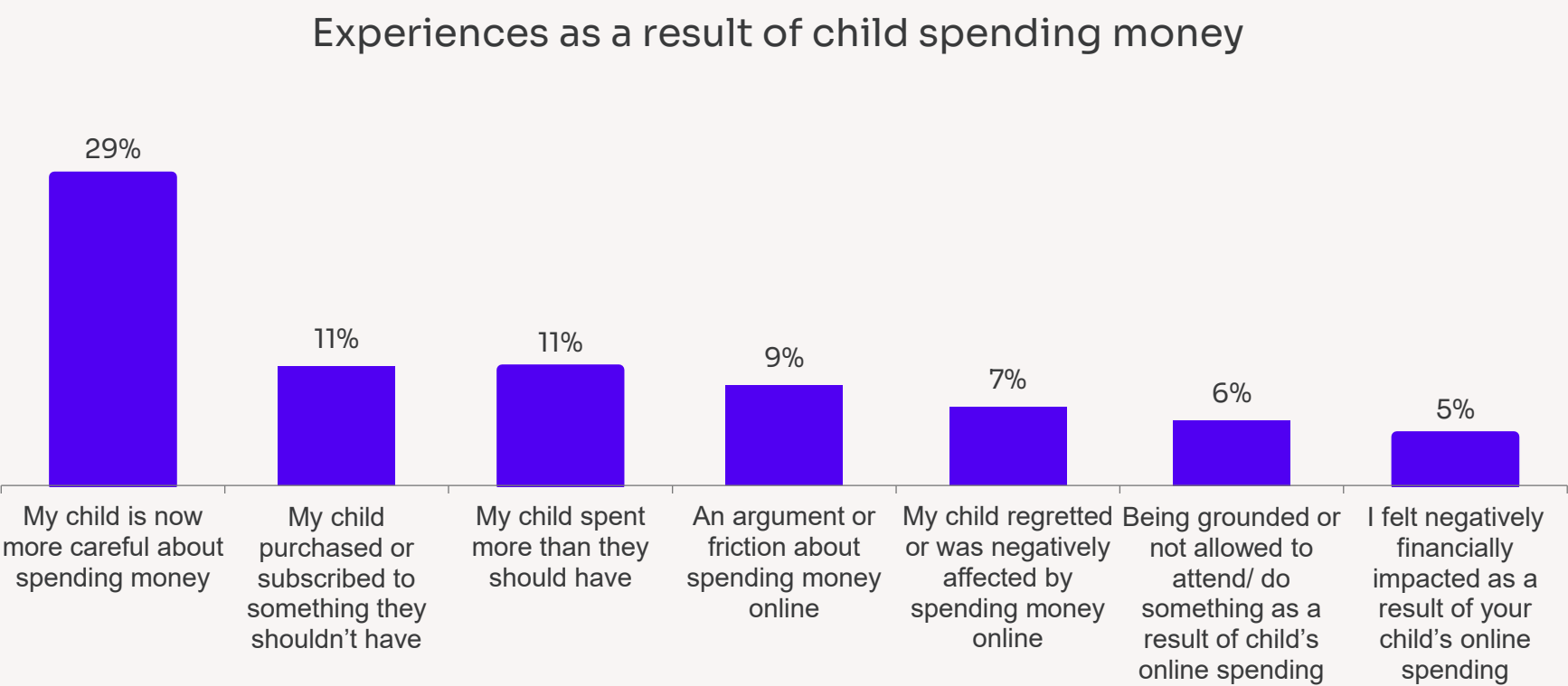
OVERALL

- **84%** of parents have at least one parental control or way of monitoring their child's spending online.
- **15%** say they have no restrictions or controls in place

Source: Research Conducted by Beano Brain, March 2025. Base: Parents of 8–17-year-olds, Total: 2232 (2205).

P3 - Do you do anything to limit or monitor your child's spending online? (e.g. Do you have any supervision measures or restrictions in place with?) [MULTI]

Over half of parents reported they/their child experienced one of the following experiences as a result of their child spending money online

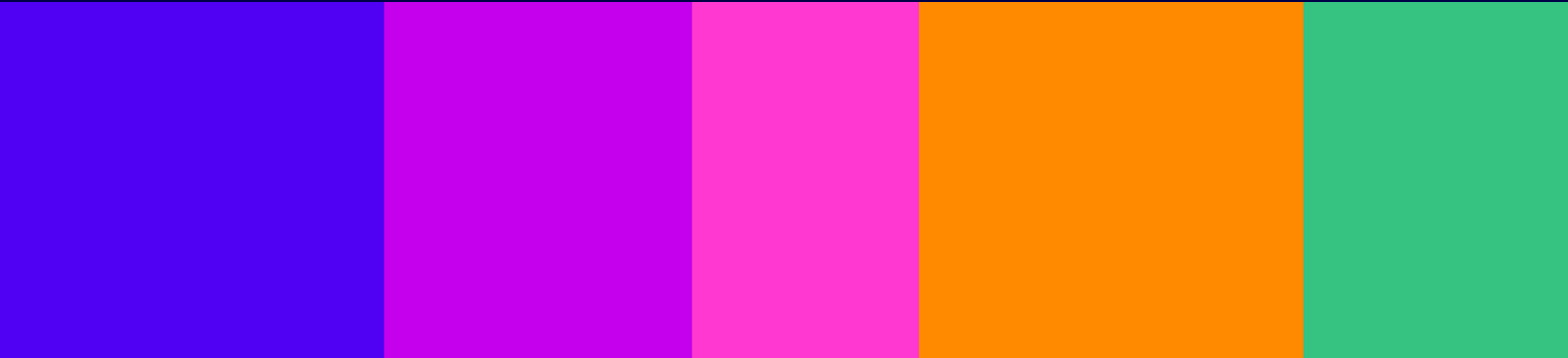


EXPERIENCED ANY

55% experienced at least one of these

14% say that their child's spending caused either an argument or punishment
(Net of 'an argument or friction' and 'being grounded or not allowed to attend do something....')

Children's online spending habits – Child's view



Over half of children say they have spent money on something they saw on social media, video apps/sites or games in the last month

Spend on social media, video sites or gaming

58% of children say they have spent money on a social media site or app, a website or app where you can watch videos, or whilst gaming in the last month.

This was significantly higher for boys (63%) compared to girls (52%).

How does this compare to the parent's view?

Of these children who have self-reported that they have spent money online in the last month...

81% of their parents say their child has spent money online in the last month

But **18%** are not aware of their child spending money online, answering “No” or “I don’t know”

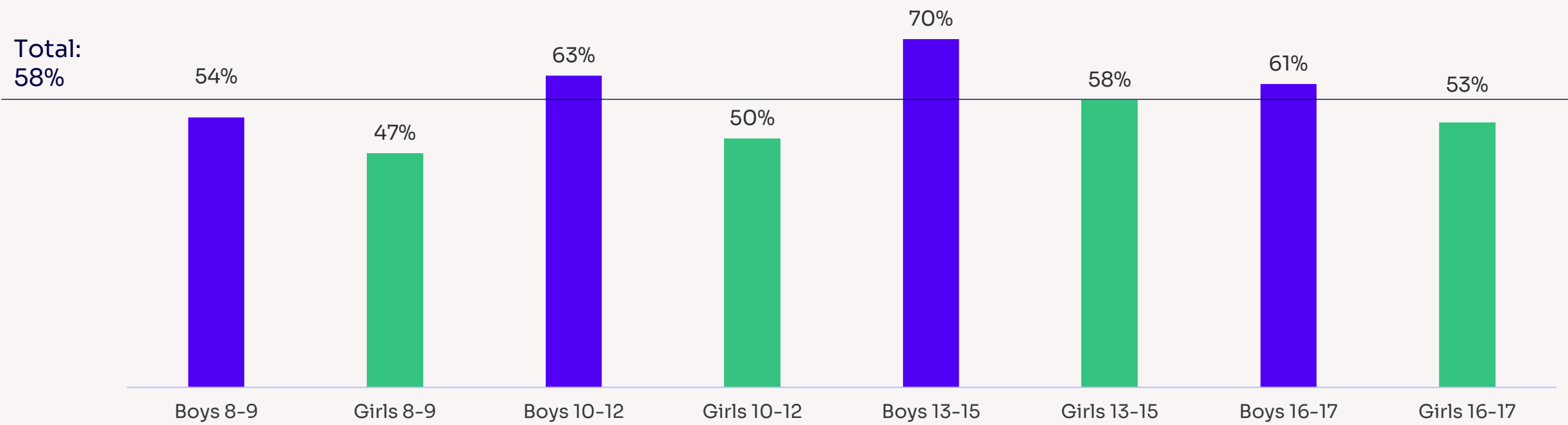
Source: Research Conducted by Beano Brain, March 2025. Base: 8-17 year-olds and their parents. Child Spent Money SUMMARY: Base: 2232 (2205)

Said Yes at SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? OR G3b - In the last month have you spent any money on something whilst gaming? [MULTI], Base: 1289 (1296)

P1 - In the last month, has your child spent any money on a social media site or app, a website or app where you can watch videos, or whilst gaming? This could be using either their own money, your money or someone else's [MULTI]

10-15 year-old boys are more likely than girls of the same age to have bought something they saw on social media or gaming

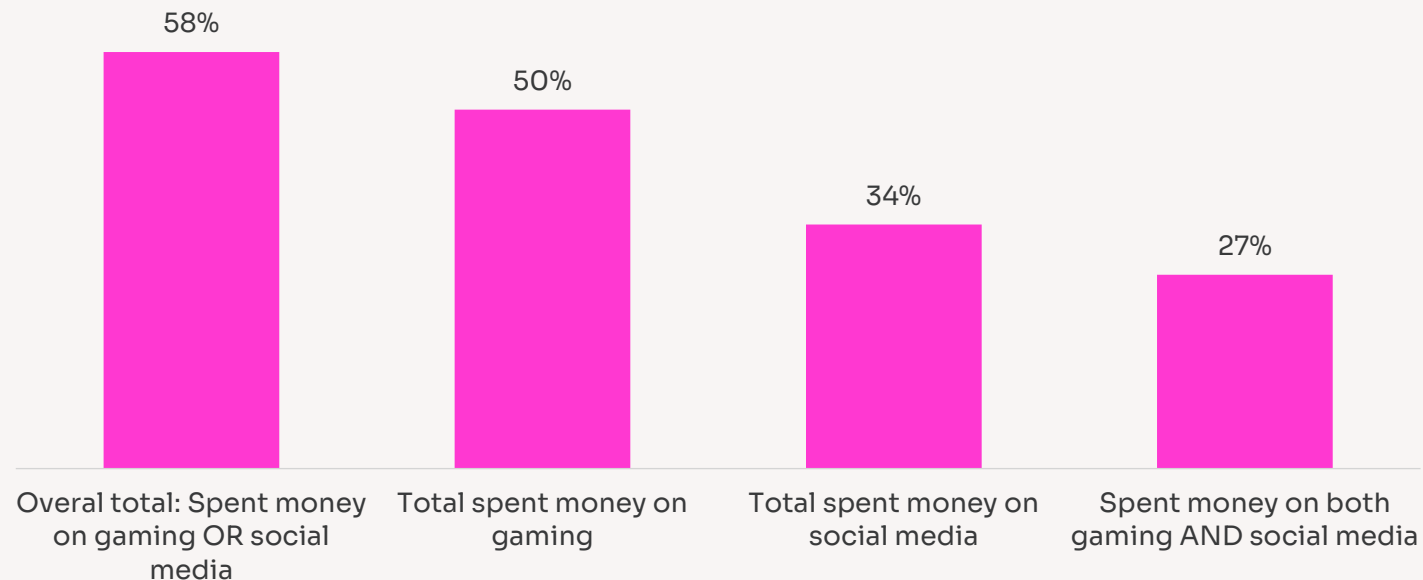
Percentage of 8-17s who have bought something either on social media, or gaming (by age and gender)



Source: Research Conducted by Beano Brain, March 2025. Total (8-17 year-olds and their parents): Child Spent Money SUMMARY: Base: 2232 (2205)
Boys aged 8-9: 226 (220), Girls aged 8-9: 224 (219), Boys aged 10-12: 361 (333), Girls aged 10-12: 337 (329) Boys aged 13-15: 342 (324), Girls aged 13-15: 341 (335), Boys aged 16-17: 224 (223), Girls aged 16-17: 201 (253)
SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? / G3b - In the last month have you spent any money on something whilst gaming? This could have been using your own money or someone else's. Just a reminder that we will not share these answers with anyone [MULTI]

More children have spent money on gaming in the last month compared to those who have spent money via social media and video sites

Percentage of **all 8-17 year olds** who have spent money whilst gaming or on social media in the last month

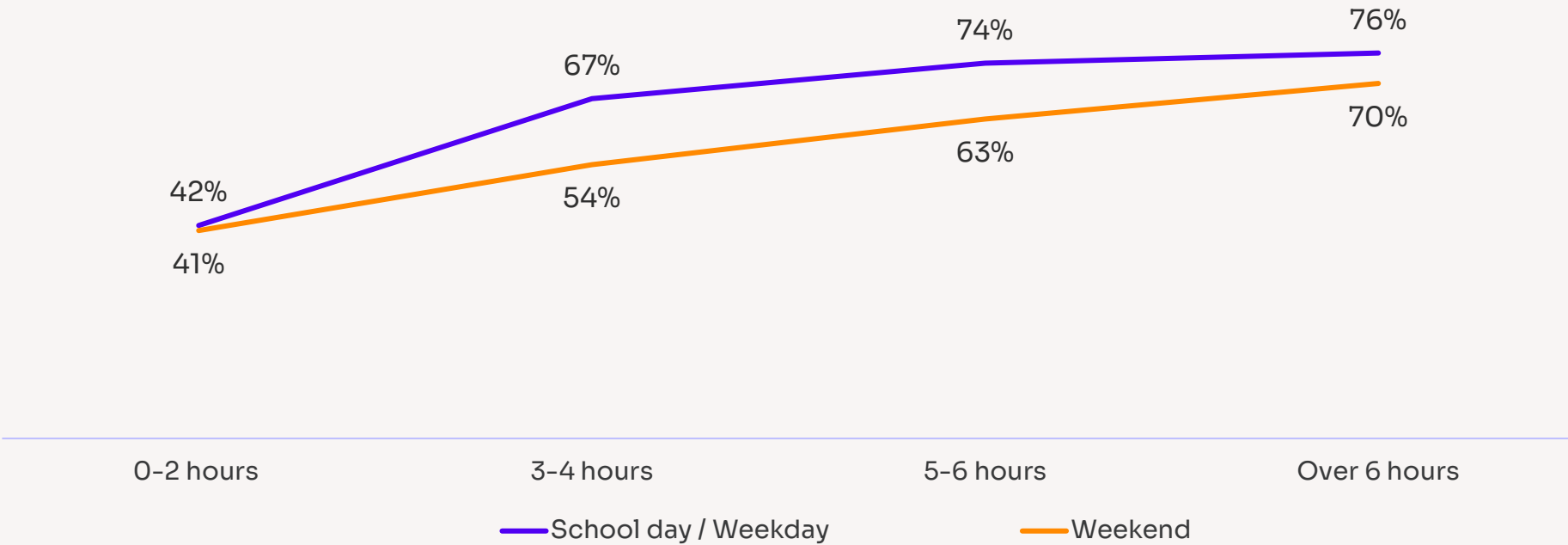


Source: Research Conducted by Beano Brain, March 2025. Base: Total 8-17 year-olds, 2232 (2205) Child Spent Money SUMMARY

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? / G3b - In the last month have you spent any money on something whilst gaming? [MULTI]

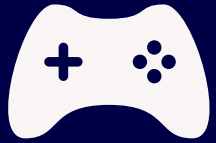
The more time children spent online, particularly during the week, the more likely they were to have made online purchases in the last month

% Who have spent money online by how long typically spent online

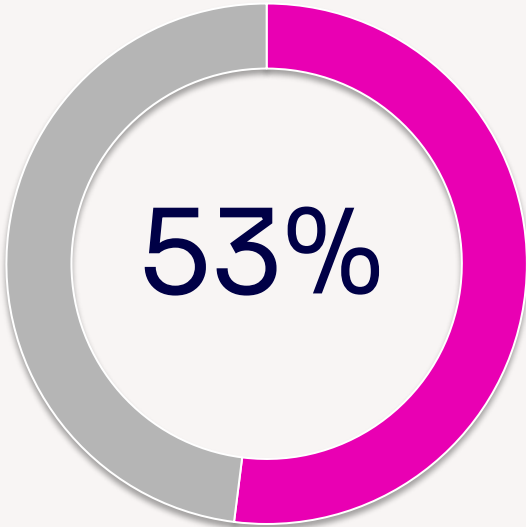


Source: Research Conducted by Beano Brain, March 2025. Base: 8-17 year-olds, 2215 (2189). Those who spent 0-2 hours online: 873 (855), 3-4 hours online: 938 (924), 5-6 hours online: 278 (282), Over 6 hours online: 102 (106) on a weekday. Those who spent 0-2 hours online: 291 (281), 3-4 hours online: 785 (777), 5-6 hours online: 622 (619), Over 6 hours online: 492 (489) on a weekend. Q1 - How much time do you think you spend online on a normal day at the weekend? This can be across a smartphone, tablet, computer or games console. Q2 - How much time do you think you spend online on a normal school day? This can be across a smartphone, tablet, computer or games console. SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? OR G3b - In the last month have you spent any money on something whilst gaming? [MULTI]

Focus: Gaming

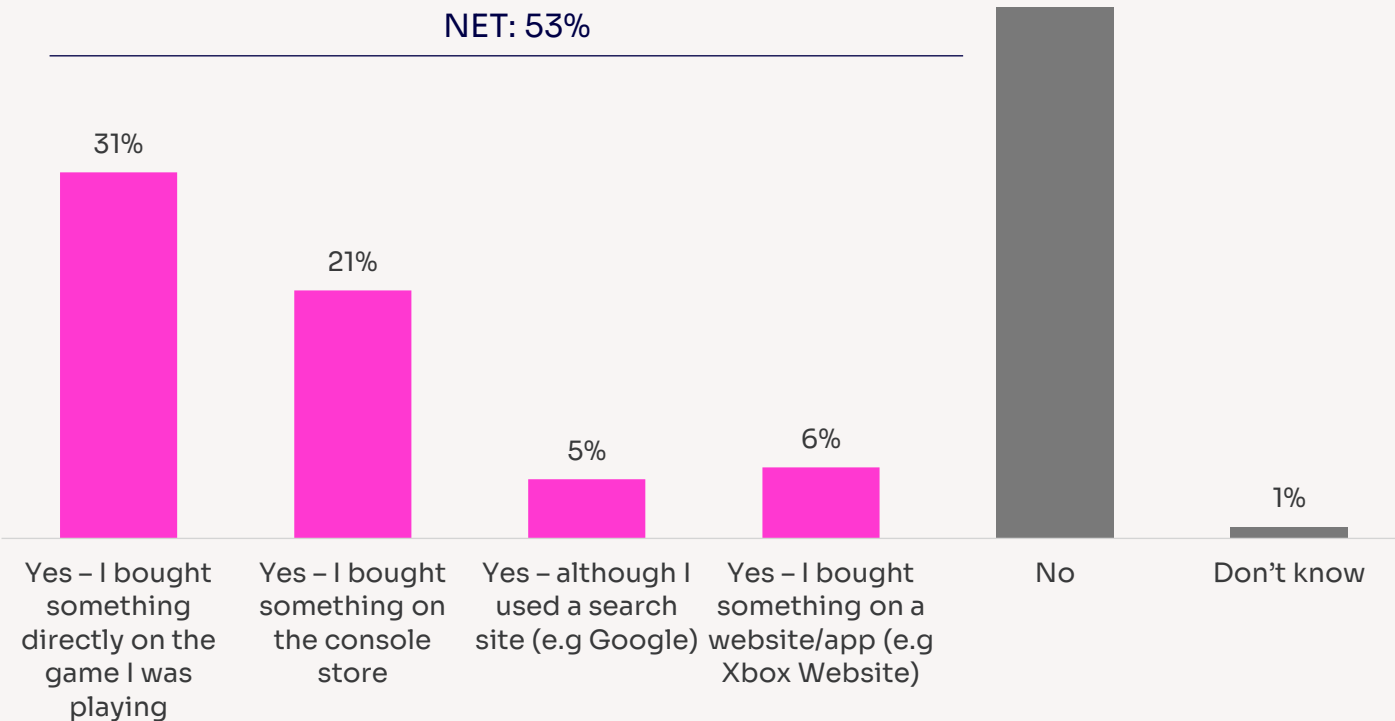


Over half of children who have gamed in the last month report they have bought something whilst gaming in the last month. Around a third said that this was through a game they were playing



Of 8-17 year-olds who have gamed in the last month have spent money whilst gaming in the last month

Percentage of 8-17 year old gamers who have spent money whilst gaming in the last month

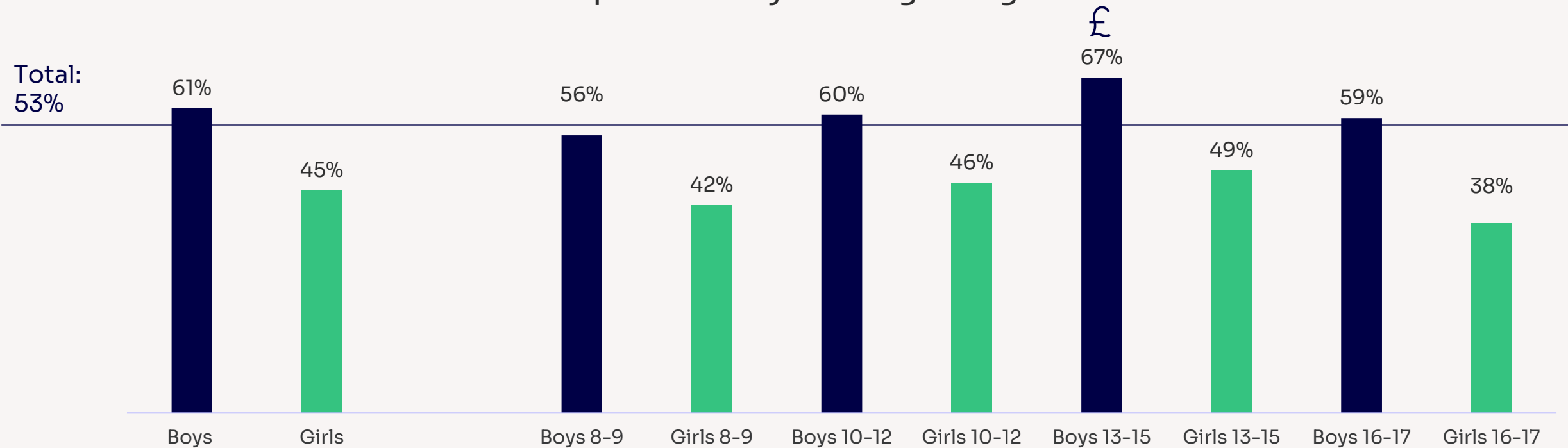


Source: Research Conducted by Beano Brain, March 2025. Base: 8-17-year-olds who have played games on any device in the last month, 2105 (2084)
G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]
G3b - In the last month have you spent any money on something whilst gaming? This could have been using your own money or someone else's. Just a reminder that we will not share these answers with anyone [MULTI]

Boys are more likely to have bought something while gaming than girls, peaking at 13-15 years-old

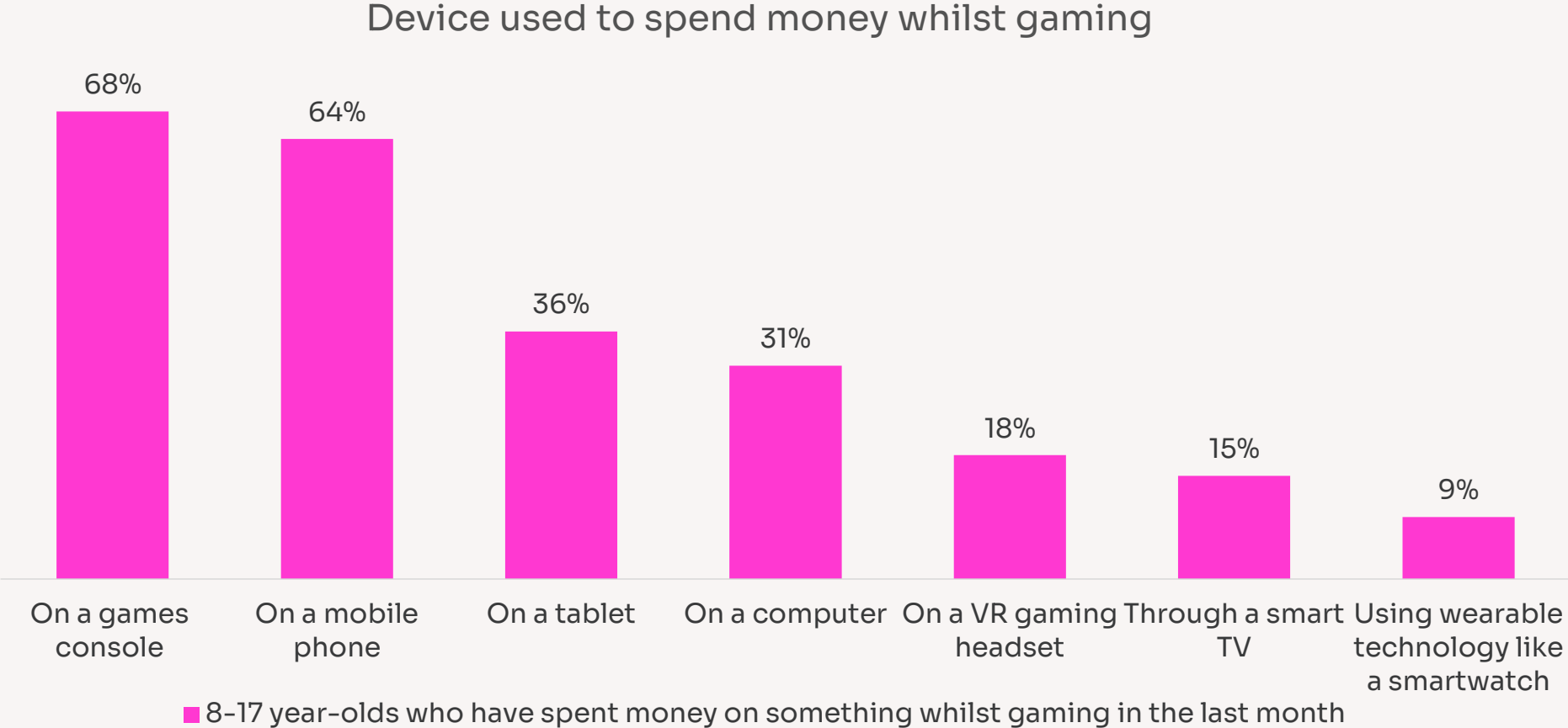


Percentage of 8-17 year-olds who have gamed in the last month have spent money whilst gaming



Source: Research Conducted by Beano Brain, March 2025. Base: 8-17-year-olds who have played games on any device in the last month, 2105 (2084) Boys: 1113 (1065), Girls: 992 (1019)
Boys 8-9: 212 (208), Girls 8-9: 201 (197), Boys 10-12: 349 (323), Girls 10-12: 322 (315), Boys 13-15: 335 (315), Girls 13-15: 312 (309), Boys 16-17: 218 (216), Girls 16-17: 180 (227)
G3b - In the last month have you spent any money on something whilst gaming? This could have been using your own money or someone else's. Just a reminder that we will not share these answers with anyone [MULTI]

Spending money is most common among children who game using games consoles and mobile phones

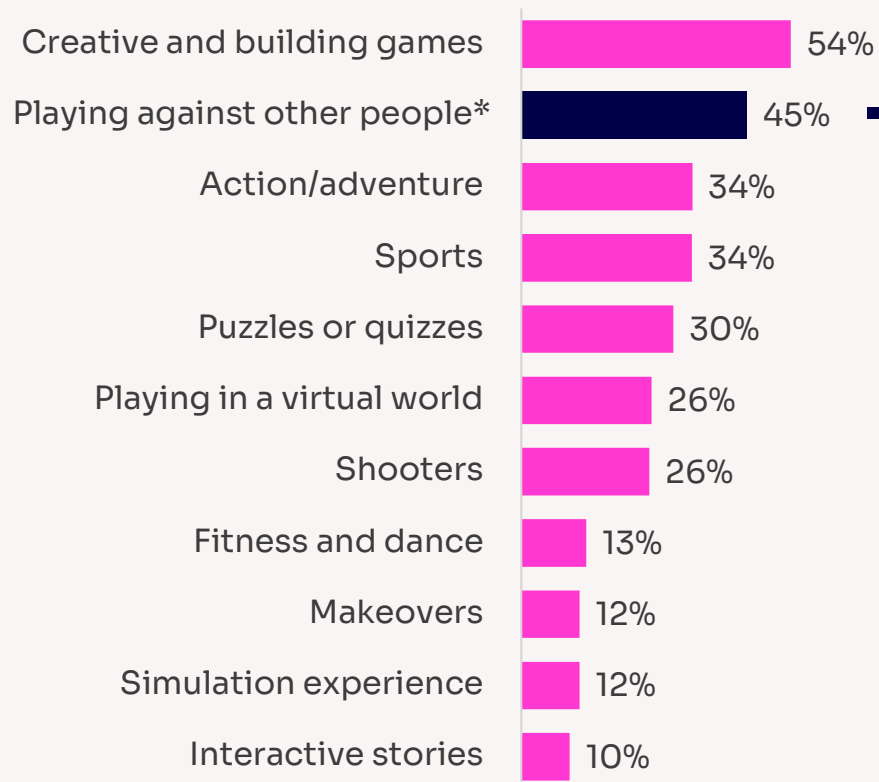


Source: Research Conducted by Beano Brain, March 2025. Base: 8-17 year-olds who have spent money while gaming: 1125 (1128)
G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]
G3b - In the last month have you spent any money on something whilst gaming? This could have been using your own money or someone else's. Just a reminder that we will not share these answers with anyone [MULTI]



The most popular forms of gaming are building games and competitive games

% who play this type of game



38% play against multiple people or teams, while **18%** play games against one other person

Source: Research Conducted by Beano Brain, March 2025 Base: 8-17-year-olds who play games on any device, 2140 (2117)

G2 - Which of the following types of games do you play? [MULTI]

Shooter video games, or shooters, are a subgenre of action video games where the focus is on the defeat of the character's enemies using ranged weapons given to the player.

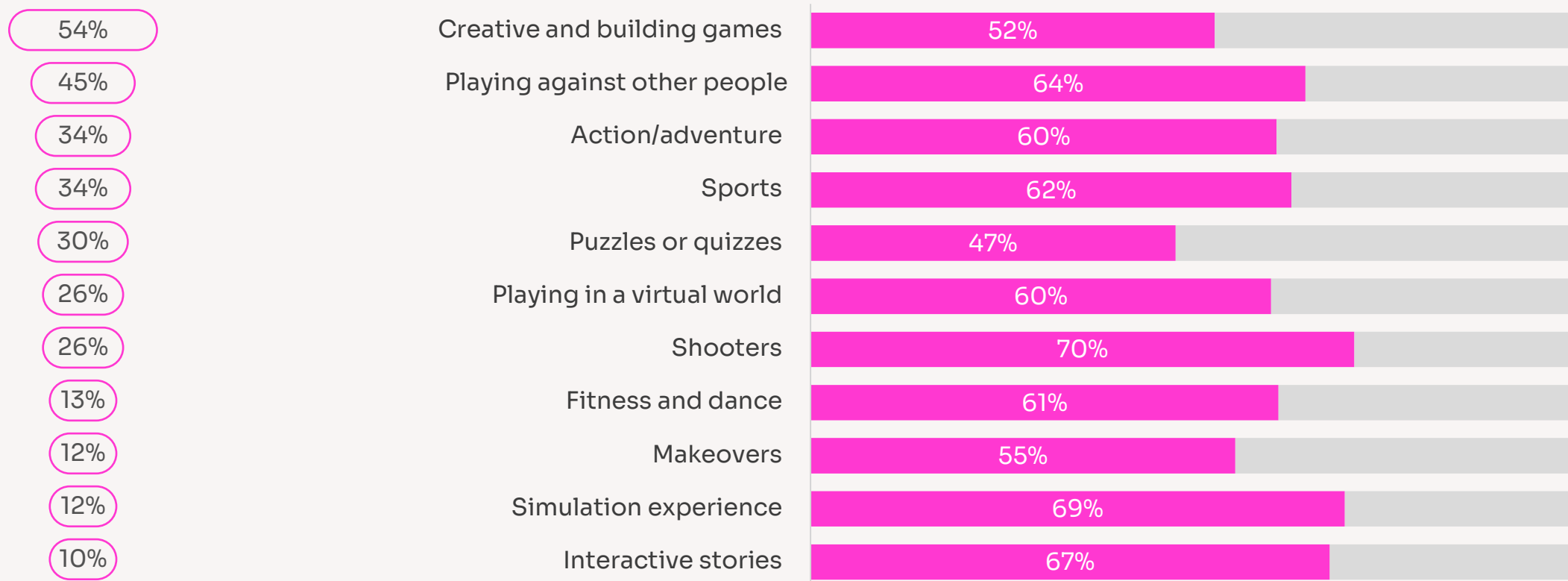
*Play against other people = NET: Playing against one other person + Playing against multiple people/teams

8-17 year olds who play shooter games are most likely to have bought something while gaming/in-game in the last month



% who play this type of game

% of these who have spent money gaming in the last month



Source: Research Conducted by Beano Brain, March 2025 Base: 8-17 year-olds who play games, 2105 (2084)

G2 - Which of the following types of games do you play? [MULTI] G3b - In the last month have you spent any money on something whilst gaming?

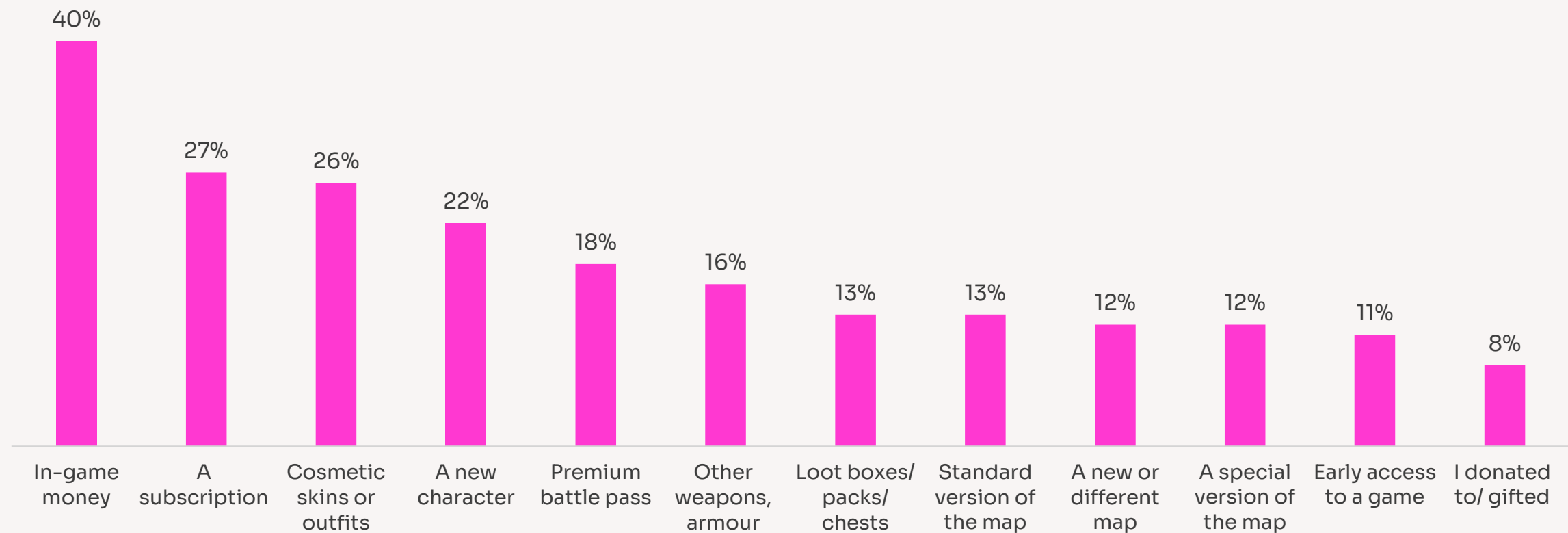
*Playing against other people. Competitive = NET: Playing against one other person + Playing against multiple people/teams

Shooters = Shooter video games

While gaming, the top three things 8-17s report spending on are in-game money, subscriptions and cosmetic skins/ outfits



What 8-17s are buying



Source: Research Conducted by Beano Brain, March 2025. Base: 8-17-year-olds who have spent money while gaming in the last month, 1125 (1128)
G4 - In the last month, have you spent any money on any of the following below whilst gaming? This could have been using your own money or someone else's. Just a reminder that we will not share these answers with anyone [MULTI]. Those answering 'Nothing' or 'Don't know' removed from further questions.

The top three reasons for purchasing something whilst gaming were to have more fun (31%), to customise characters (30%) or because of a special offer (22%)



What influenced 8-17s to buy something



AGE AND GENDER DIFFERENCES

8-12 year-olds are more likely to want to customise their character (36%)

16-17 year-olds are more influenced by special discounts (30%)

Boys are more influenced if something is only available for a limited time (23% vs 18% of girls)

DIFFERENCES BY GAME TYPE

Those who play against multiple people/teams are most likely to want to customise their character (40%), or say they didn't want to look like a noob* (23%)

Those playing creative / building games are more likely to say they spend to have more fun (35%)

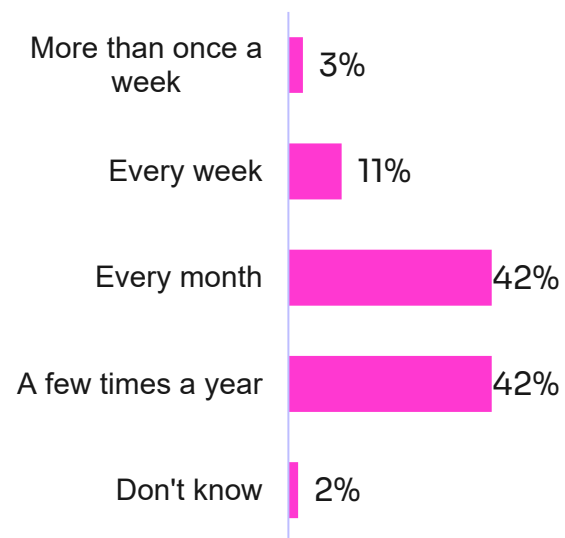
Source: Research Conducted by Beano Brain, March 2025. Base: 8-17-year-olds who have bought something (G4) while gaming in the last month: 1078 (1082). Boys 8-12: 327 (318), Girls 8-12: 233 (230), Boys 13-17: 354 (347), Girls 13-17: 217 (242) 16-17-year-olds 182 (194).
G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]
* Noob = a person who is inexperienced in a particular sphere or activity, especially computing or gaming.



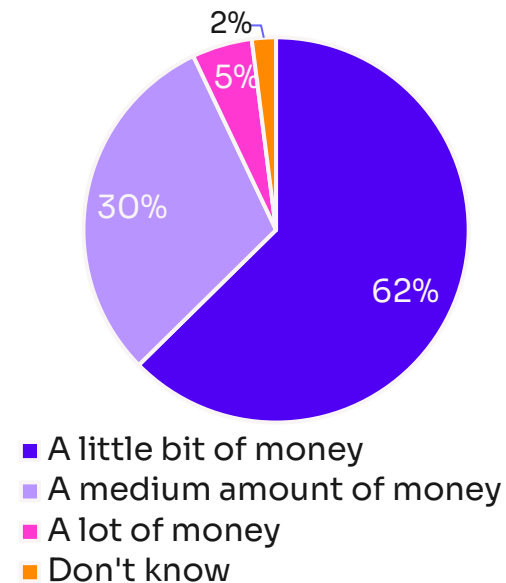
56% of children report spending money at least every month. The majority of these (62%) say that they spent 'a little bit' of money, however 30% spent a 'medium' amount

14%
of 8-17s report
spending
money on
gaming on a
weekly basis
or more

Frequency of spending
money whilst gaming
(amongst those that spend)



Amount of money spent
whilst gaming:



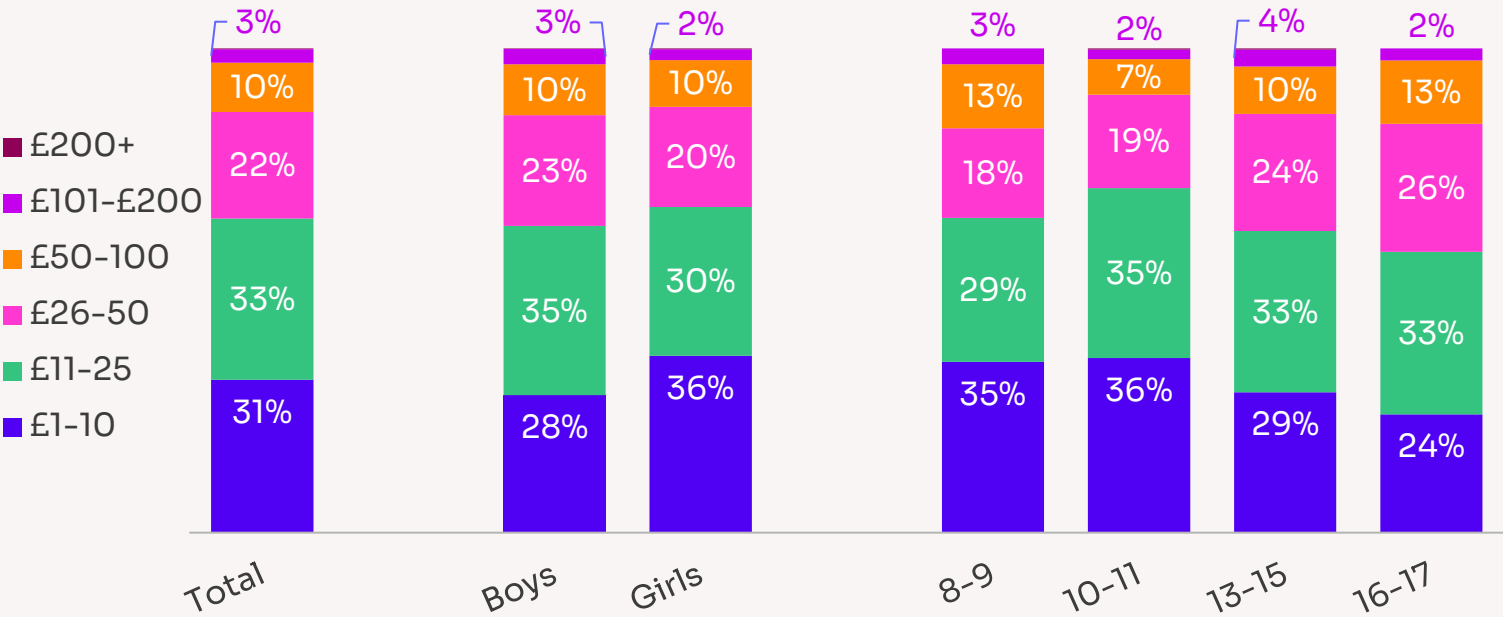
Please note that the categories of 'little', 'medium' or 'a lot' were subjective and determined by the child, rather than using pre-specified amounts in the survey.

Over the last month, around a third claimed to have spent between £1-10, a third between £11-£25, and 35% over £26 whilst gaming



Caveat: As the children were asked to estimate their spend, this data is highly likely to be subject to under- or over-estimation, so should be treated with caution, especially for younger age groups. The qualitative research also suggests that children have difficulty understanding how much they have spent due to difficulties translating online in-game currently into pounds.

Spread of spend by Gender and Age

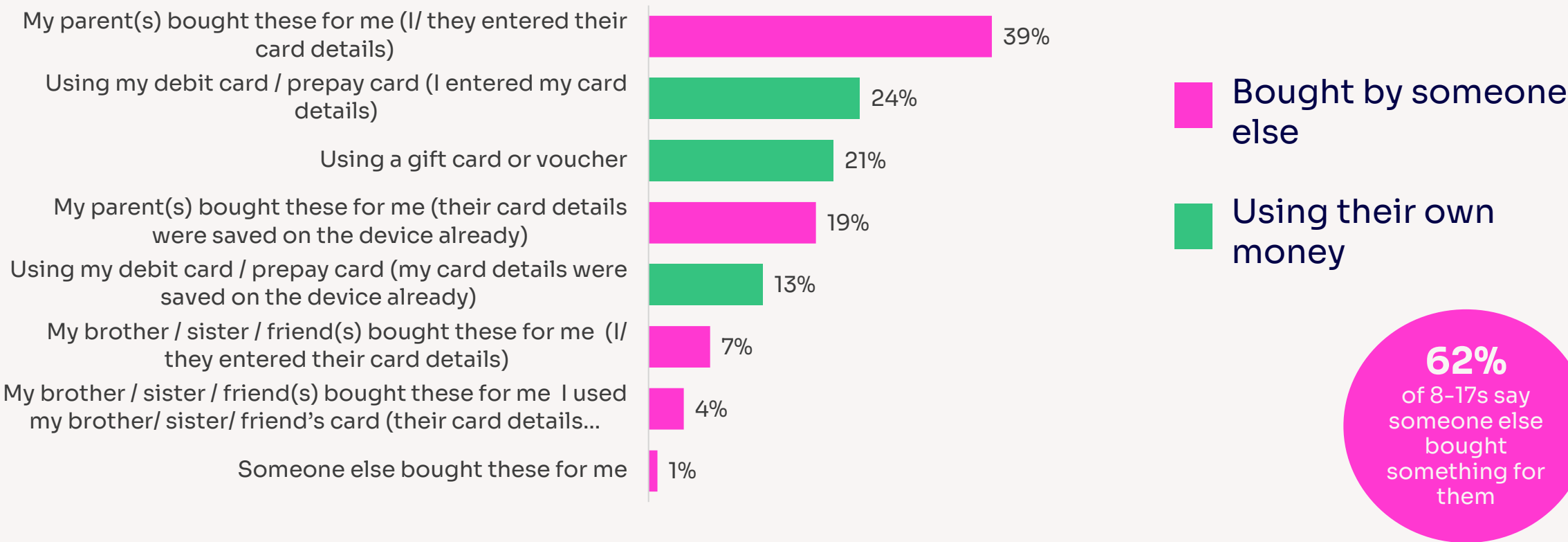


Source: Research Conducted by Beano Brain, March 2025. Base: 8-17 year-olds who have bought something (G4) while gaming in the last month, 1078 (1082), Boys: 656 (640), Girls: 422 (442), Child aged 8-9: 190 (192), Child aged 10-12: 341 (329), Child aged 13-15: 365 (367), Child aged 16-17: 182 (194)
G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]

Most commonly, children are using parents' money whilst gaming, however, around a quarter are using their own card



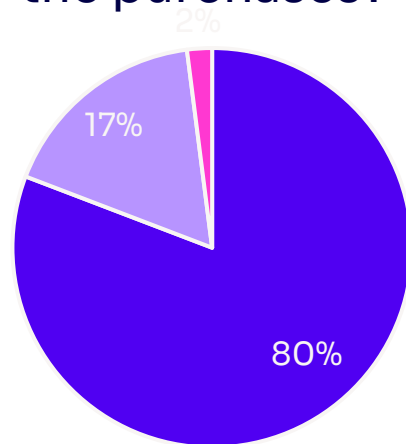
How 8-17s pay for spending whilst gaming



Source: Research Conducted by Beano Brain, March 2025. Base: 8-17 year-olds who have bought something (G4) while gaming in the last month, 1078 (1082)
G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]
G6 - How did you last pay for your spending whilst gaming? [MULTI]

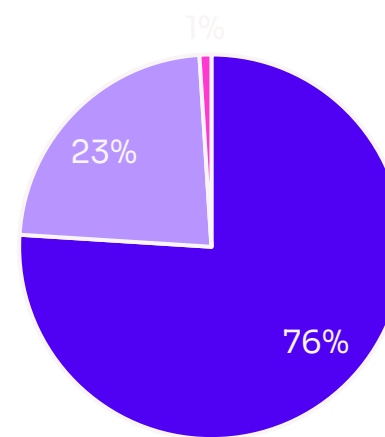
Nearly one in five 8-17s who have made a purchase funded by someone else, say they did so without always having that person's full knowledge

Did that person know about the purchases?



- Yes
- Some of them
- No

Did they need paying back



- I don't need to pay them back
- I needed to pay them back
- Don't know

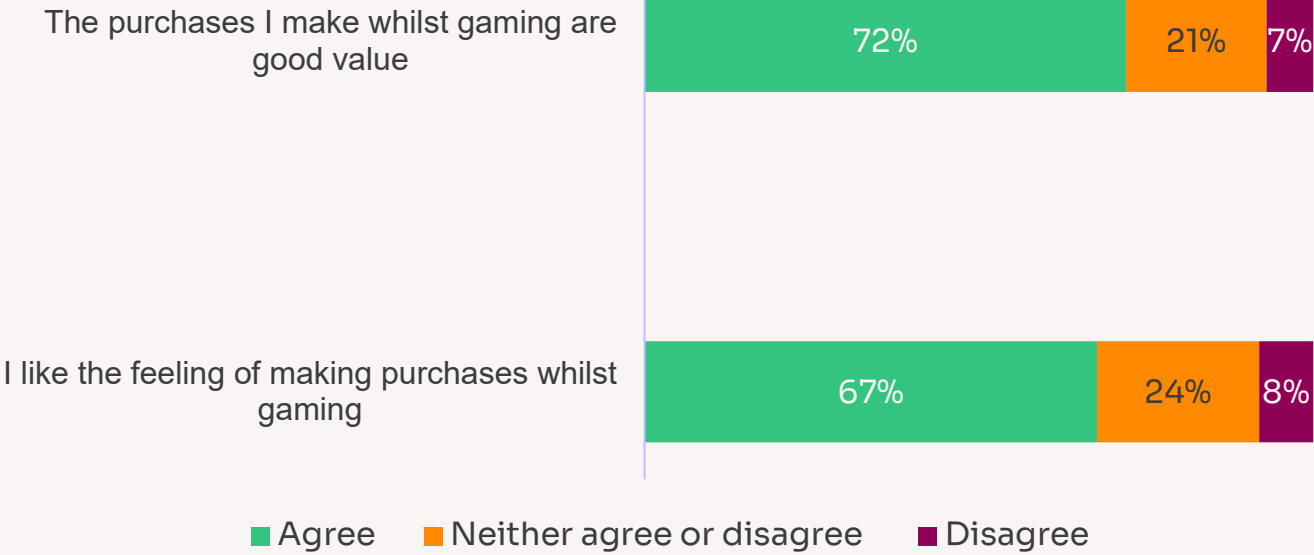
Source: Research Conducted by Beano Brain, March 2025. Base: 8-17 year-olds who have bought something (G4) while gaming in the last month and say a parent, family member, friend or someone else bought something for them, 666 (663)

G6 - How did you last pay for your spending whilst gaming? [MULTI]

G6b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE]

G6c - You said someone else bought the items for you, which of these best describes whether you need to pay them back or not? [SINGLE]

72% believe their in-game purchases are good value. Two-thirds (67%) say they like the feeling of making purchases whilst gaming



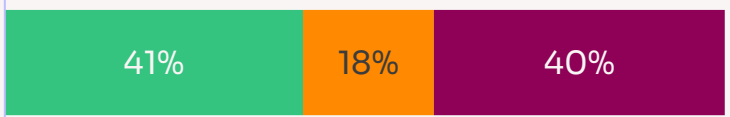
% Agree			
Boys aged 8-12	Girls aged 8-12	Boys aged 13-17	Girls aged 13-17
77%	74%	69%	64%
68%	71%	64%	64%

Source: Research Conducted by Beano Brain, March 2025. Base: 8-17 year-olds who have bought something while gaming (G4) in the last month, 1078 (1082), Boys 8-12: 313 (305), Girls 8-12: 218 (216), Boys 13-17: 343 (335), Girls 13-17 343 (335)
G8 - Thinking about spending money whilst gaming, how much do you agree or disagree with the following statements? [SINGLE]

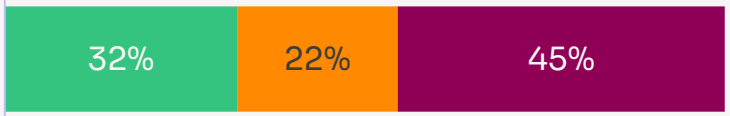
Four in ten (41%) 8-17-year-olds say they spend more than they should, and around a third (32%) say they have regretted gaming purchases



I often spend more money than I should whilst gaming



I often regret making purchases whilst gaming



■ Agree ■ Neither agree or disagree ■ Disagree

% Agree

Boys Aged 8-12	Girls Aged 8-12	Boys aged 13-17	Girls aged 13-17
39%	45%	42%	40%
31%	34%	28%	38%

Source: Research Conducted by Beano Brain, March 2025. Base: 8-17 year-olds who have bought something while gaming (G4) in the last month, 1078 (1082), Boys 8-12: 313 (305), Girls 8-12: 218 (216), Boys 13-17: 343 (335), Girls 13-17 343 (335)
G8 - Thinking about spending money whilst gaming, how much do you agree or disagree with the following statements? [SINGLE]



Two thirds of 8-17 year-olds feel it is unfair that people who spend more get further in games

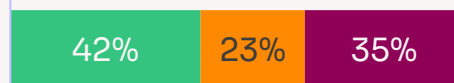


Those who think this is unfair are more likely to regret purchases (68%), as are those who are unclear what their money gets them.

I think it's unfair that people who spend more, get further in games like these



It's not always clear what I'm going to get for my money in games



■ Agree ■ Neither agree or disagree ■ Disagree

% Agree

Boys Aged 8-12	Girls Aged 8-12	Boys aged 13-17	Girls aged 13-17
68%	67%	67%	62%
39%	48%	40%	43%

Those who have bought Battle Passes, donations/gifts, early access to games or standard editions of games are most unsure about what they will get for their money.

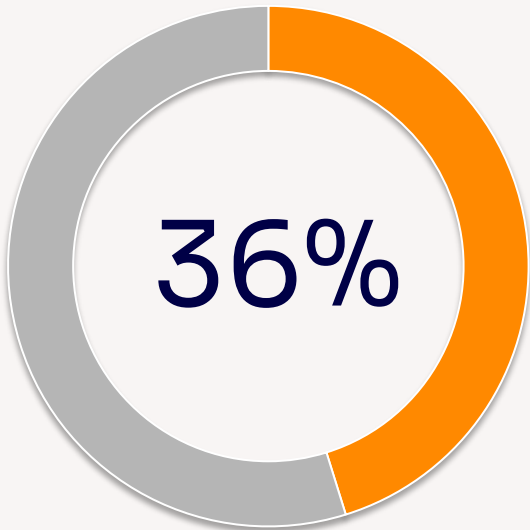
Source: Research Conducted by Beano Brain, March 2025. Base: 8-17 year-olds who have bought something while gaming (G4) in the last month, 1078 (1082), Boys 8-12: 313 (305), Girls 8-12: 218 (216), Boys 13-17: 343 (335), Girls 13-17 343 (335)

G8 - Thinking about spending money whilst gaming, how much do you agree or disagree with the following statements? [SINGLE]

Focus: Social Media sites/ apps

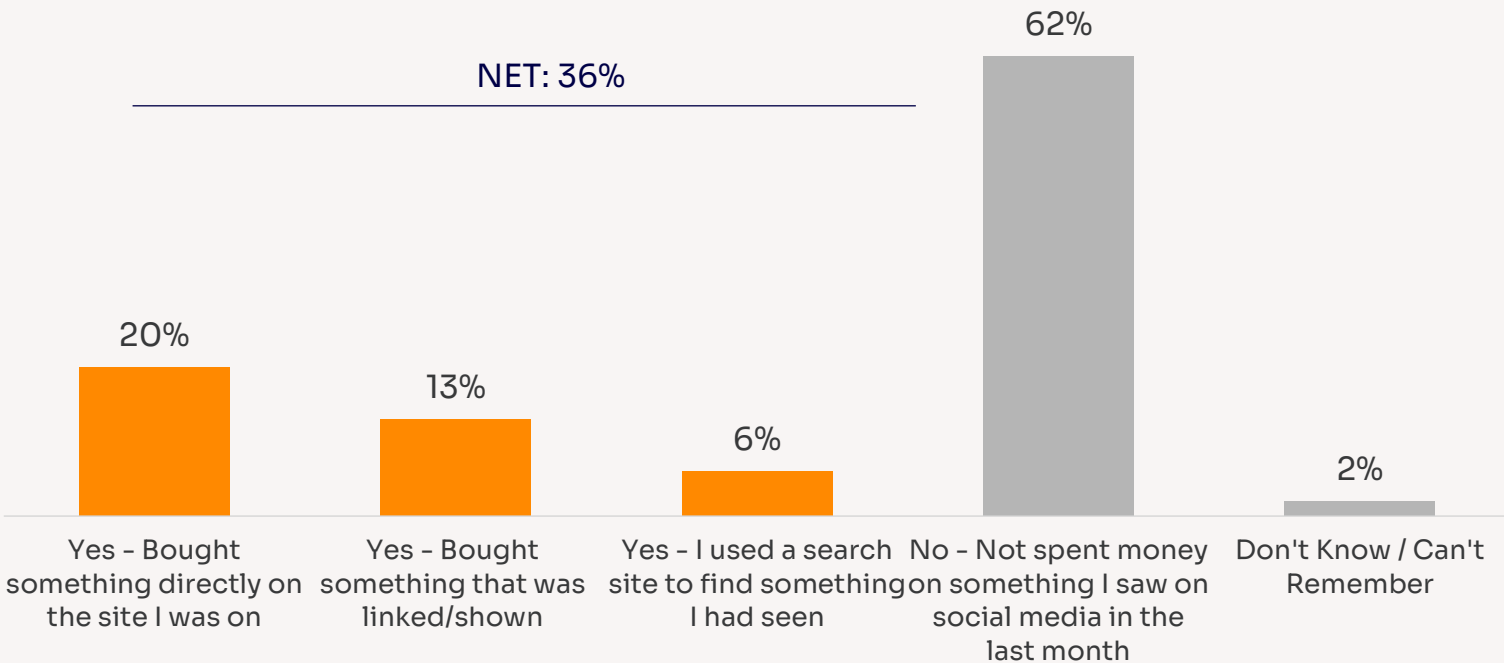


One in five (20%) 8-17s who use social media or video sites at least once a month have recently made a purchase directly on the social media site they saw an item on



Of 8-17 year-olds who use social media or video sites at least once a month have spent money on these sites in the last month

Percentage of 8-17 year olds who have spent money on something they saw on social media sites in the last month

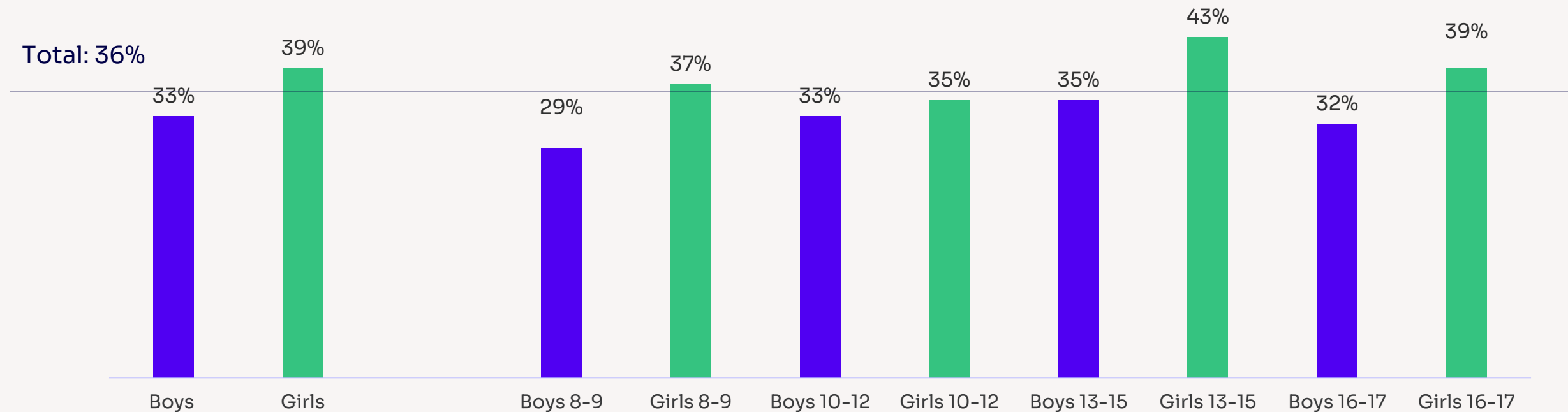


Source: Research Conducted by Beano Brain, March 2025. Base: 8-17 year-olds who use social media or video sites at least once a month, 2157 (2137)
SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use?

Girls aged 13-15 are more likely to have bought something they saw on social media sites than boys of the same age



Percentage of 8-17 year-olds who have spent money on something they saw on social media sites [NET Yes*]



Source: Research Conducted by Beano Brain, March 2025. Base: 8-17 year-olds who use social media or video sites at least once a month, 2157 (2137). Boys: 1115 (1067), Girls: 1042 (1070), Boys 8-9: 209 (204), Girls 8-9: 206 (202), Boys 10-12: 349 (324), Girls 10-12: 323 (316), Boys 13-15: 337 (320), Girls 13-15: 337 (331), Boys 16-17: 221 (219), Girls 16-17: 200 (252)

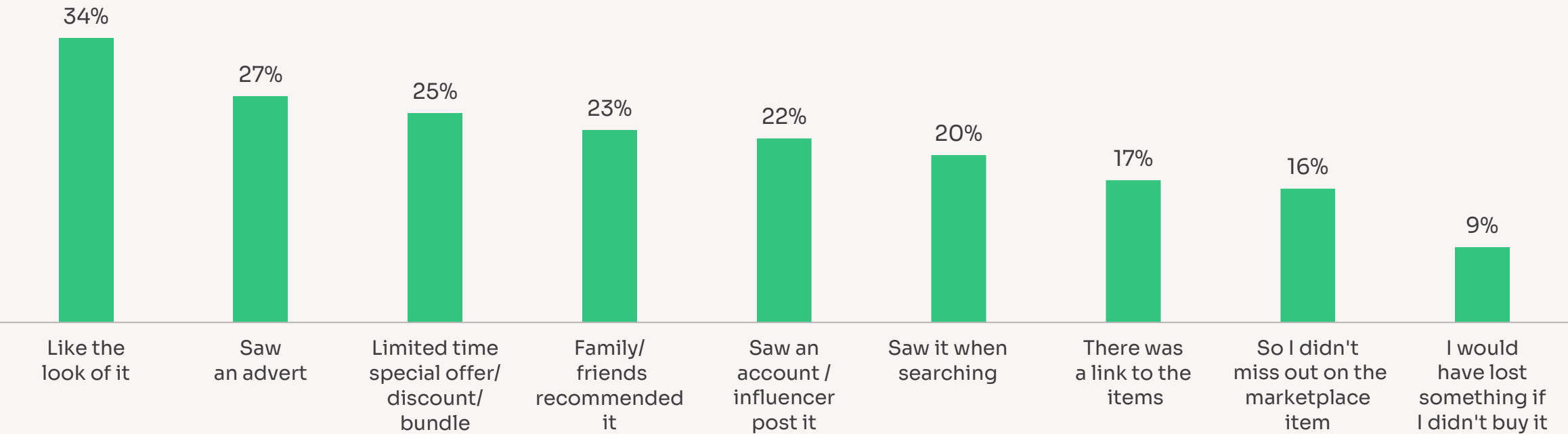
SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use?

* Net Yes is the combined percentage of the following answers: Yes - I bought something directly on the site I was on; Yes - I bought something that was linked to or shown on the site I was on (e.g. an advert or a link on the page); Yes - although I used a search site (e.g. Google or Bing) to find something I saw on the site I was on

27% of 8-17s who have bought something via a social media/video site said that an advert they saw had influenced their purchase. A quarter (25%) said a limited time offer or discount influenced their purchase



What influenced 8-17s to buy something?



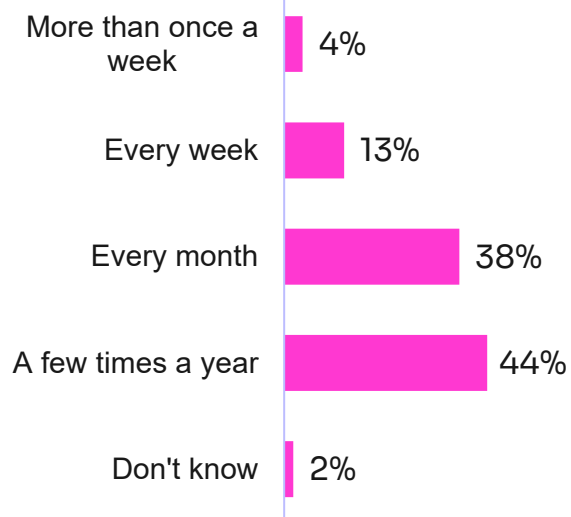
Source: Research Conducted by Beano Brain, March 2025. Base: 8-17 year-olds who have bought something they saw on social media or video sites, 768 (800)
SM6 - Which of these do you think has influenced you to buy something from social media and/ or video in the last month? [MULTI]

38% of children reported spending money via a social media/video site on a monthly basis. Just over half (54%) spent a little bit of money, however 36% spent a 'medium' amount

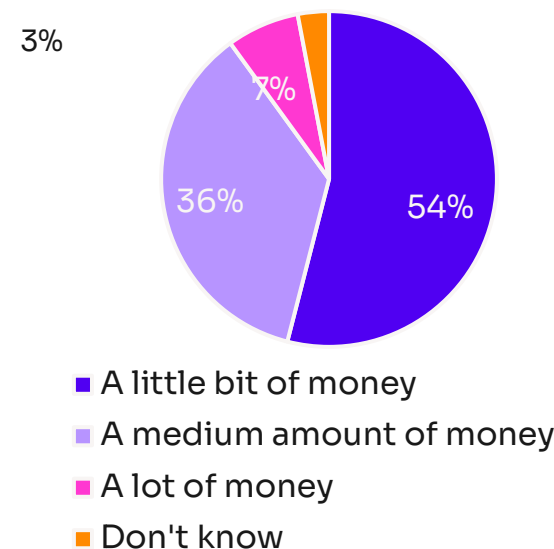


17%
of 8-17s report
spending
money via a
social site on a
weekly basis
or more

Frequency of spending
money via a social media/
video site (amongst those
that spend)



Amount of money spent via a
social site:



Please note that the categories of 'little', 'medium' or 'a lot' were subjective and determined by the child, rather than using pre-specified amounts in the survey.

Source: Research Conducted by Beano Brain, March 2025. Base: 8-17 year-olds who have bought something on social media or video sites. (Not including those who answered 'Don't Know' at SM4): 731 (766)

SM4B&C - Please complete the following sentence about when you buy things from social media or video sites/ apps. When I buy things online, I usually buy them ... and spend ... [SINGLE]

Over half of 8-17 year-olds who use social media or video sites said they recently bought a product and 28% bought a subscription or premium account



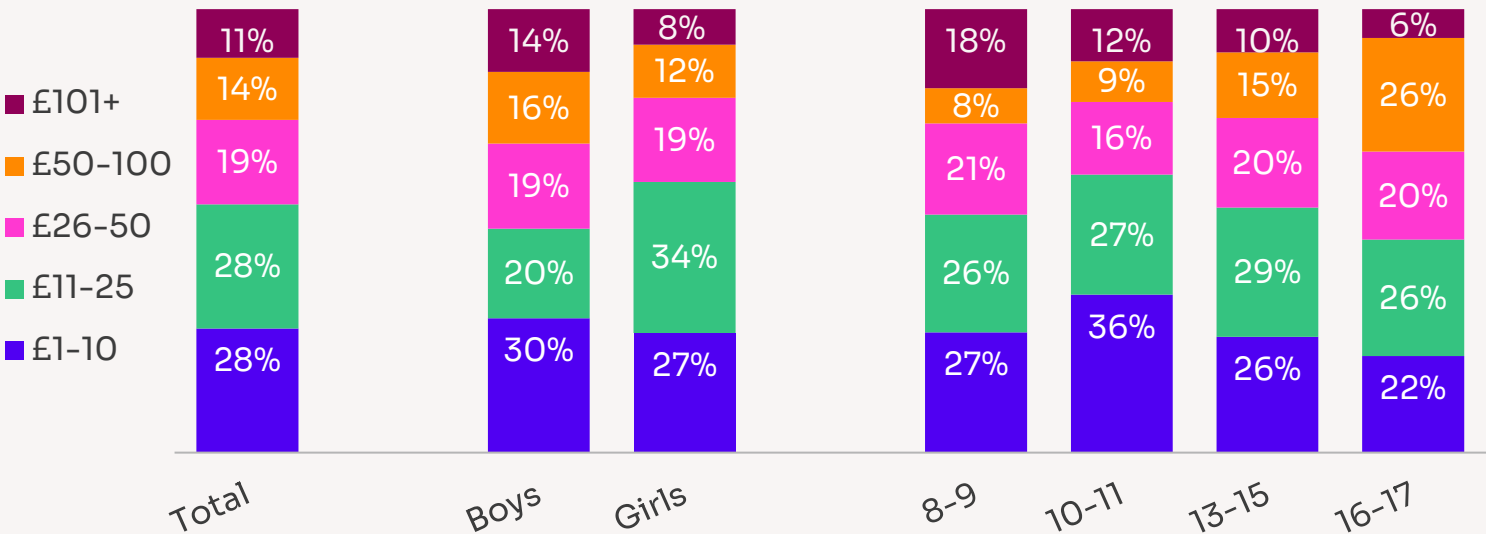
Source: Research Conducted by Beano Brain, March 2025. Base: 8-17 year-olds who have bought something on social media or video sites, 768 (800)
SM4 - What did you buy in the last month on these social media and/ or video sites or apps? [MULTI]

Over the last month, around a third claim to have spent between £1-10 on purchases via social media sites. A third claim to spend between £11-£25 and 31% over £26



Caveat: As the children were asked to estimate their spend, this data is highly likely to be subject to under- or over-estimation, so should be treated with caution, especially for younger age groups.

Spread of spend by Gender and Age



Source: Research Conducted by Beano Brain, March 2025. Base: 8-17 year-olds who have bought something on social media or video sites, 768 (800). Boys: 365 (373), Girls: 402 (427), Child aged 8-9: 137 (140), Child aged 10-12: 227 (227), Child aged 13-15: 263 (266), Child aged 16-17: 141 (167).

SM4D - Roughly how much do you think you spent on these things in the last month? [SINGLE]

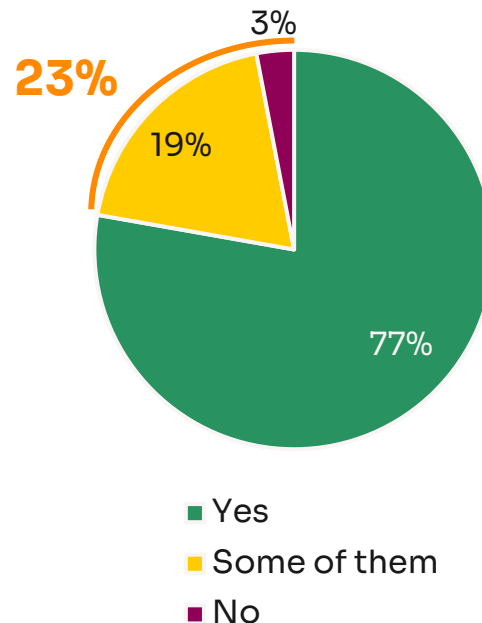
Average calculated using the mid-points of each spend category. Where respondents have bought multiple item types, a total spend is created for each respondent before total average generated

Just under one in four 8-17s who have made a purchase funded by someone else, say they did so without always having that person's full knowledge

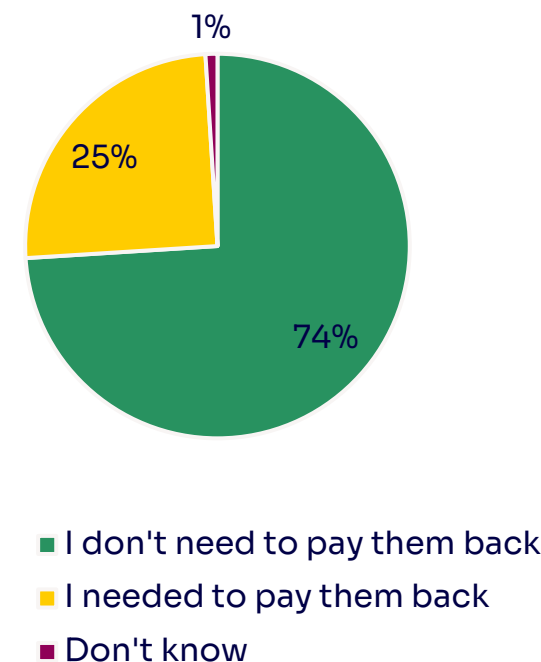


Across all types of purchase,
53%
of 8-17s say
someone else
bought something
from social media
for them

Did that person know about the purchases?



Did they need paying back



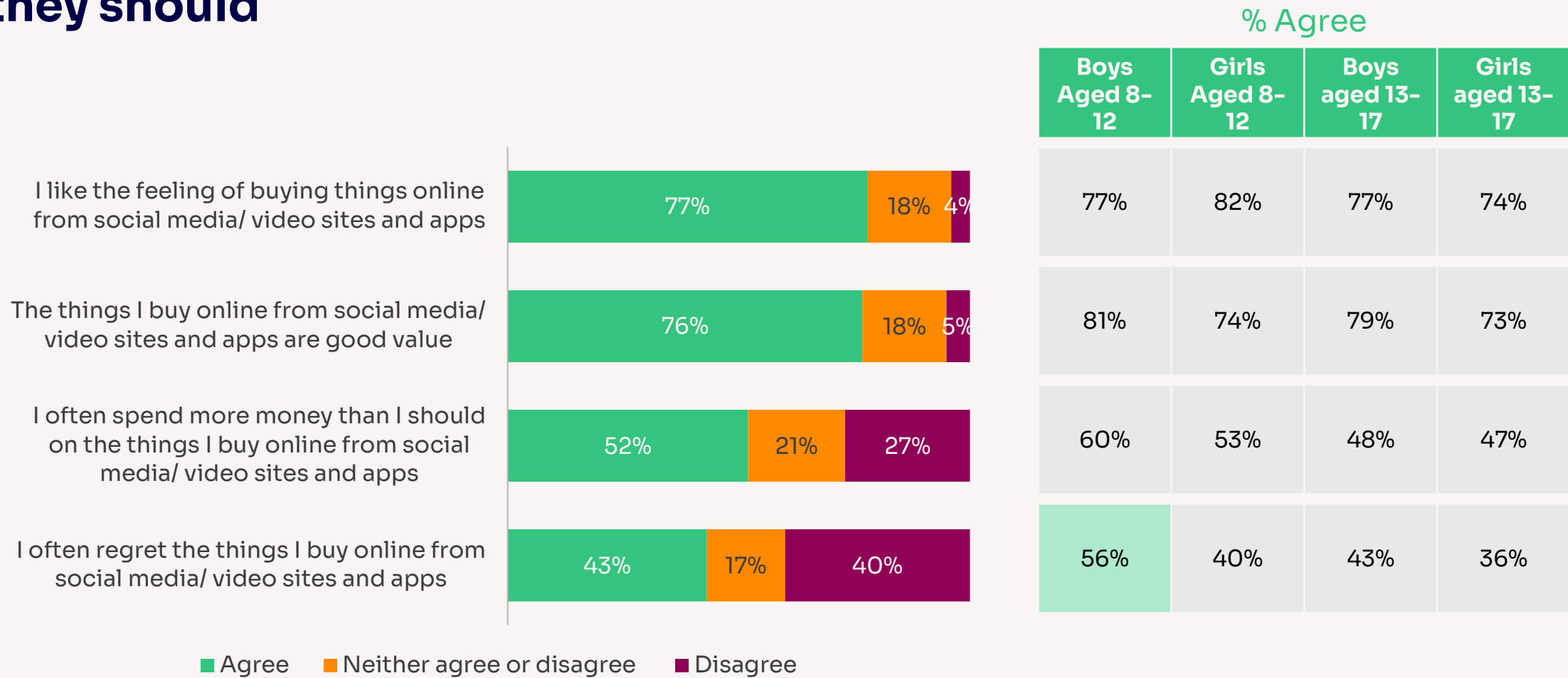
Source: Source: Research Conducted by Beano Brain, March 2025. Base: 8-17 year-olds who have bought something they saw on social media or video sites, and who say a parent, brother, sister, friend or someone else bought a product, activity, upgrade or gift for them in the last month. 391 (411)

SM5b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE]

SM5c - You said that someone else bought the items for you, which of these best describes whether you need to pay them back or not? [SINGLE]

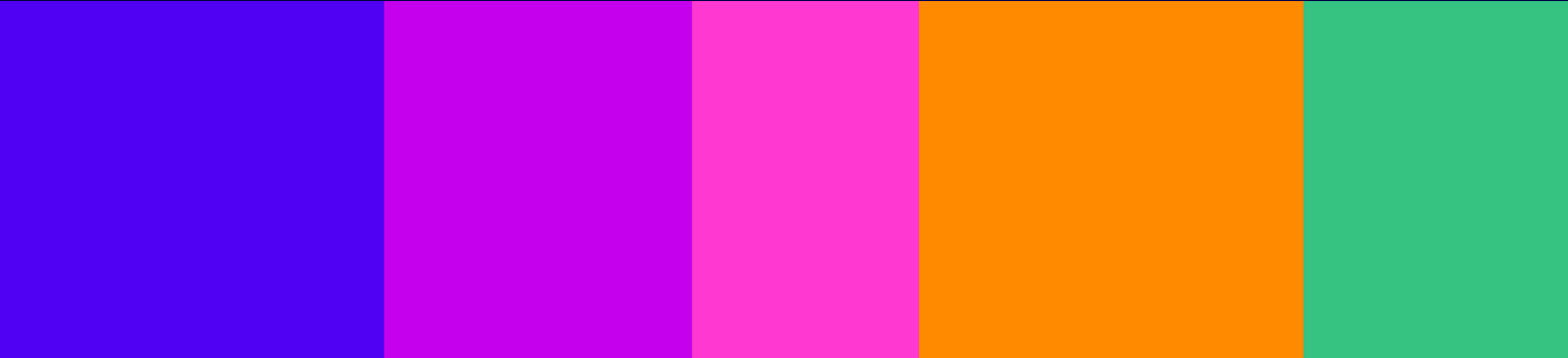
Bill payer doesn't know about the purchase = 'Some of them' or 'no' at SM5b Base= 88

Despite most (76%) 8-17s agreeing they get good value from their online purchases, over half (52%) believe they spend more money than they should



Source: Source: Research Conducted by Beano Brain, March 2025 8-17 year-olds who have bought something they saw on social media or video sites: Base: 766 (800) Boys 8-12: 159 (163), Girls 8-12: 178 (181), Boys 13-17: 183 (188), Girls 13-17: 216 (242)
SM7 - Thinking about spending money after seeing something on the social media and video sites/ apps you use, how much do you agree or disagree with the following statements? [SINGLE] / SM5b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE]

Appendix

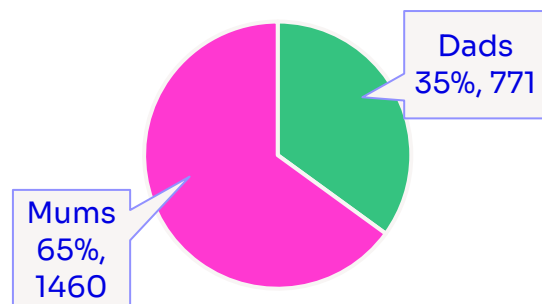


Sample profile and demographics

PARENTS

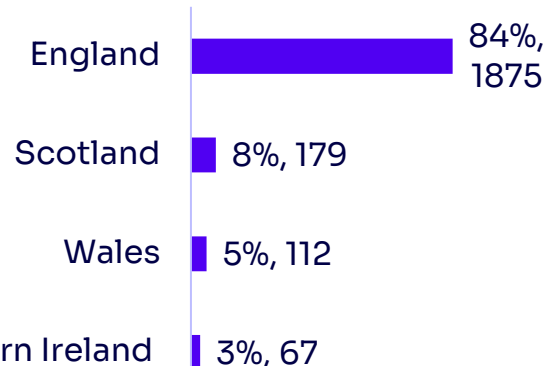
Gender

Are you a...?



Region

Which area of the UK do you live in?



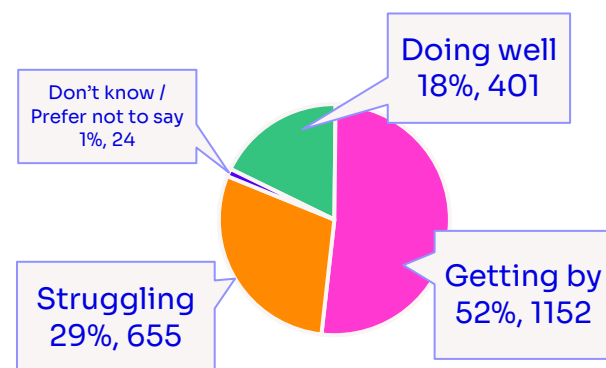
Age

Please enter your age

Age	Total
25-34	16% 335
35-44	48% 1050
45-54	29% 663
55-64	6% 136
65+	1% 21

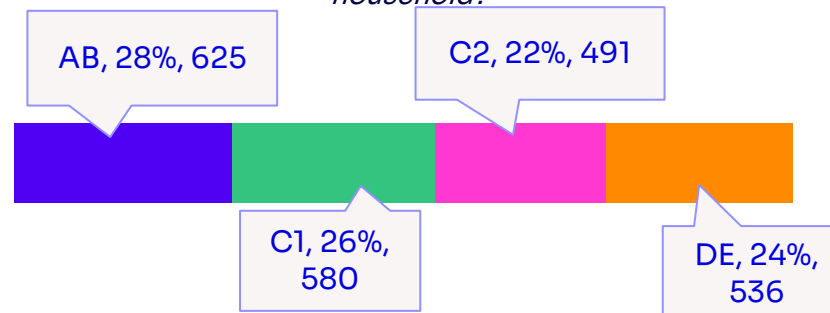
Financial Situation

How well would you say your household is managing financially at the moment?



Socio-Economic Group

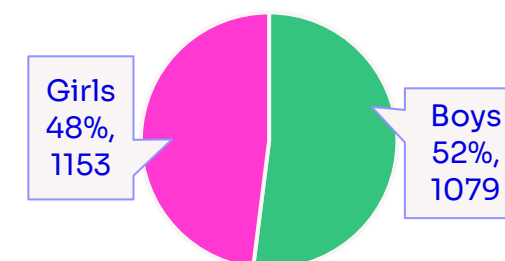
What is the occupation of the main income earner in your household?



CHILDREN

Can we please ask the age and gender of those aged under 18 in the household for whom you are a parent/carer?

Gender



Age

Age	Total	Boys	Girls
8-9	20% 439	10% 226	10% 224
10-12	31% 662	16% 361	15% 337
13-15	31% 659	15% 342	15% 341
16-17	18% 445	10% 224	8% 286

Quotas and achieved sample

	Quota (min)	Achieved Sample (Unweighted)
N=2000		
Total	2000	2322
Child Boy	800	1117
Child Girl	800	1113
Child (other)		2
8	160	223
9	160	222
10	160	228
11	160	218
12	160	222
13	160	226
14	160	226
15	160	217
16	160	216
17	160	234
Boys 8-9 (parent reported)	200	223
Girls 8-9	200	218
Boys 10-12	200	333
Girls 10-12	200	328
Boys 13-15	200	320
Girls 13-15	200	330
Boys 16-17	200	222
Girls 16-17	200	256
Boys 8-9 (self reported)	200	206
Girls 8-9	200	222
Boys 10-12	200	329
Girls 10-12	200	331
Boys 13-15	200	327
Girls 13-15	200	338
Boys 16-17	200	217
Girls 16-17	200	223

	Quota (min)	Achieved Sample (Unweighted)
England	1400	1803
Wales	160	164
Scotland	160	162
Northern Ireland	100	103
AB	400	886
C1	400	484
C2	300	357
D	200	276
E	200	204
Ref/ dk	NO QUOTA	25
White	NO QUOTA	1731
Asian / Asian British	NO QUOTA	154
Black / African / Caribbean / Black British	NO QUOTA	211
Mixed	NO QUOTA	91
Impacting condition	NO QUOTA	476
Urban	1400	1976
Rural	200	256
North East	100	107
Yorkshire and Humberside	100	177
North West	100	234
West Midlands	100	188
East Midlands	100	155
East of England	100	196
South West	100	184
South East	100	291
London	100	271