

The average person spends £17 a week on in-app purchases. This equates to approx. £68 a month and is £884 a year.

With 1 in 10 young people accidentally spending money on in-app purchases with one reason being they didn't understand they were spending real money it is useful to help your child look at the value of money in real terms.

Included is an activity we have run in our young people workshops to help them think about their spend on in-app purchases.

- You can choose to do all or some of the activities.
- Look to use the activity as a starting board for a discussion on the value of money and what they spend on online play.
- Continue the discussion with some of our other activities.

Activities to try

The average person spends £17 a week on in-app purchases which on average is £68 a month. In-app purchases can be exciting, useful to progress in the game, look good, make the game better or more pleasing. However they are also a one-time purchase will cannot be used again and may not last that long. This activity looks at alternatives to spend your money on.

Activity 1

Think about what else you could spend £68 on. Draw up a list of things you want and research how much these would cost.

Activity 2

Plan a day out with your mates. What could you do for £68? Plan your day out and look up the costs of each activity to make sure you stick within £68.

Activity 3

Many charities appeal for help to continue their good work. Look up a chosen charity and see what £68 can do to help that charity for a month.



Activity 4

Look back at your choices from Activities 1 and 2, if you were to buy those items or have a good day out how would that make you feel?

- How long would that feeling last?
- How long would your purchases last?
- Would those feelings and purchases last longer than the feelings you would experience if you had spent the money on online play?

You may still choose to spend your money on in-app purchases but now you can recognise how else that money could be used.

Next time you think about clicking on the purchase button ask yourself;

- What am I getting for spending this money?
- Is it value for money?

You may choose to reduce your online play spend or set a limit for the month, so you also have money to spend on offline activities.