



Exploring the World of Kids' Gaming

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Over time, interest in gaming has grown beyond specific age groups. Kids and teens remain among the biggest fans however. There are endless ways to play, with limitless titles and fewer barriers to entry than ever before. With this in mind, the MTM Jr. releases a report that shows what are the most important things to know when it comes to kids and gaming.

Highlights from this report include:

- Four in five kids (79%) have played a video game in the past month. 7 to 11 year olds (87%) are the most likely to be playing video games followed by teens (84%) and children aged 2 to 6 (64%). Overall, boys are more likely to play games than girls (82% versus 76%).
- Mobile gaming (55%) remains more popular than console gaming (44%) and PC gaming (25%). In terms of game consoles, 38% of households with children own a Nintendo Switch. The 2nd most popular type of console, the Playstation 4, is only present in 22% of households.
- Nearly 2 in 5 gamers (38%) have played the hit title Roblox over the course of the past month. However, Minecraft only lags slightly behind Roblox (34%), while Fortnite is the least popular of the three at a likelihood of 1 in 4 (24%). Digital currencies like Robux, MineCoins and VBucks are also catching on. 1 in 5 of kids who have played a video game in the past month (20%) have also bought or received a digital currency for a video game in the past month.

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