

PURCHASE J URNEY REPORTS

LEVEL BY LEVEL: A 360 VIEW OF GEN ALPHA & GAMING

Report Preview

ABOUT LEVEL BY LEVEL: A 360 VIEW OF GEN ALPHA & GAMING

98% of Gen Alpha kids ages 5-15 play games. But not every kid plays the same way. This is KidSay's most comprehensive look at Gen Alpha and gaming, built on direct responses from 1,800 kids ages 5 to 15. It goes well beyond what kids play to explore how they play, who they play with, how they discover and get games, and what gaming means to their identity and social belonging. The age and gender breakouts give brands, developers, publishers, and marketers the foundation they actually need to reach and retain kids in this space.

Most research on Gen Alpha focuses on a narrow slice of the generation. This report covers the full active span of ages, from young kids ages 5 to 7 through tweens and into teens, giving you a view of how gaming behavior, identity, and influence actually evolve as kids grow up.

What this report reveals

-  **Gaming is nearly universal, but the differences underneath that number are where the real story lives.** How often kids play, what they play, and how they see themselves as players varies sharply by age and gender in ways that matter for every brand decision.
-  **Friends are the most powerful force in a kid's gaming journey.** From discovery to daily play, peer influence shapes what kids want, what they get, and how often they show up.
-  **Free-to-play is the entry point, but parents are still holding the keys.** Parental approval remains a meaningful barrier at every age and reshapes how you think about pricing, distribution, and launch strategy.
-  **Gaming with friends is a near-daily social ritual.** For most kids, it is one of the most consistent social behaviors in their week.
-  **The assumption that kids connect socially inside the game is wrong, especially for girls.** The conversation is the point. The game is the backdrop.
-  **Teen girls are the most undervalued audience in kid gaming.** Participation is high but identity is not. That gap is an opening.

Universal Game Play

98%

of kids ages 5 to 15 play video or app games 60% play daily. Teen boys are the most frequent players at 79% daily, teen girls the least at 44%.

Gamer Identity Gap

48%

of kids overall self-identify as gamers That drops to 22% among teen girls, despite the fact that nearly half of them play every day.

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INSIDE LEVEL BY LEVEL: A 360 VIEW OF GEN ALPHA & GAMING

60+ data sets covering gaming behaviors, habits, and motivations across young kids, tweens, and teens. Every data set is available through KidSay's dashboard with filters by age, gender, race, and region, plus open-ended responses so you can go deeper on the audiences that matter most to you.

- 💎 Gaming frequency, devices, and console ownership by age and gender
- 💎 Favorite and most-played games by age and gender
- 💎 How kids discover games and what convinces them to get one
- 💎 The path from discovery to acquisition, including the parental approval barrier
- 💎 Who pays, how they pay, and what free versus paid looks like across age groups
- 💎 In-person versus online social play and how that shifts with age
- 💎 How kids connect while gaming online across platforms and cohorts
- 💎 Family gaming frequency and what it means for brands
- 💎 Gamer identity and how kids see their social circle
- 💎 **Strategic recommendations** for game design, marketing, and audience development

THIS DATA HELPS YOU:

- 💎 Reach kids where game decisions are actually being made, not where the industry assumes they are.
- 💎 Build content, platform, and partnership strategy around real age and gender differences rather than a single kid audience.
- 💎 Make smarter design, pricing, and monetization decisions with data on how kids actually get and pay for games.
- 💎 Identify and size the opportunity with teen girls before your competitors do.

METHODOLOGY

A 360 View of Gen Alpha and Gaming is based on KidSay's Trend Tracker study with data from nationally representative surveys of 1,800 U.S. kids ages 5 to 15. Results are reported for the total sample and key subgroups by age and gender, including young kids ages 5 to 7, tweens ages 8 to 11, and teens ages 12 to 15, with boys and girls reported separately within each cohort. KidSay's school network serves as a primary recruitment source, helping deliver direct intelligence from real, age-verified kids.

Ready to go deeper on what Gen Alpha actually plays, how they find games, and what gaming means to their identity? Purchase this as a one-off report or reach out to learn about packages that fit your broader objectives and needs.

The Friend Effect Friends

are the number one discovery source for new games in every age and gender cohort When kids played their most recent game before getting it, the top answer across every group was playing a friend's copy first.

How Teen Girls Connect

While Gaming
62% of teen girls use FaceTime as their primary connection method when gaming with friends remotely

Family Co-Gaming

52% of kids ages 5-7 game with a family member multiple times a week Family co-play declines steadily with age but remains a meaningful brand and design consideration for young kids.

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