Popular mobile games among ages 10 - 20

(Note adults of ages 20 - 35 make up the majority of mobile game player bases repeatedly being half of people playing)

**Clash of Clans -** M Dev

Looks at the accounts that downloaded the game, found 22 - 23 percent of it’s players are ages 10 to 20. Game features player interaction, and resource management. Time usually played (short bursts) indicated possible use in travel.

**Candy Crush** was also mentioned among the target audience age group as 21 - 22 percent of its player base are between 10 -20. It’s trend in use also indicates use in periods of idleness. No social aspect, the game involves matching colours. <http://developers.magmic.com/demographic-breakdown-casual-mid-core-hard-core-mobile-gamers/>

**Pokemon Go -** statista

13 - 17 year olds occupy 22% of the the player base for this game. It has the social aspect again with gyms, and the game is more about travel than any complex gameplay. This could indicate a lacking interest in games that could be described as difficult.

**Mario Run,** also mentioned as a heavy user of those ages 10 - 20 making up to 29% of the player base. This game is tap to jump platformer with customisation elements as the player improves a kingdom with coins earned. Could indicate younger players like to have something grow as the progress.

<https://www.statista.com/statistics/589197/pokemon-go-players-us-age/>

Popular apps among ages 10 - 20

**Snapchat** - Business insider

Polled 60 teens aged 13 to 19 from “across america” about most used app on their phones. Though snapchat won by most used, other popular apps mentioned were **Instagram**, **Spotify**, **Twitter**,and **Facebook**. Indicated a heavily social group that use many platforms for socializing.

<http://uk.businessinsider.com/teens-favorite-apps-in-2016-2016-1?r=US&IR=T/#the-most-popular-by-a-landslide-snapchat-3>