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When kids take to their gaming devices, they're increasingly picking up mobile devices, NPD found. The company said that in 2009, just 8 percent of children played games on mobile platforms, and now that figure has grown to 38 percent.

91 percent of kids are gamers, research says - CNET

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There are 3.9 billion mobile users worldwide (Newzoo). According to GWI, 100% of respondents confirmed that they use mobile devices for games. So potentially every smartphone user today plays mobile games. 53.6% of mobile game players are men and 46.4% are women.

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