

Tuesday, 3 March 2026

1.7 million Young Australians aged 6-13 play Roblox

The latest Roy Morgan Young Australian Survey (YAS) shows Roblox is now played by a clear majority of young Australians, with 61% of children aged 6-13 years old (an estimated 1.7 million), playing Roblox with distinct content preference differences by sex and age.

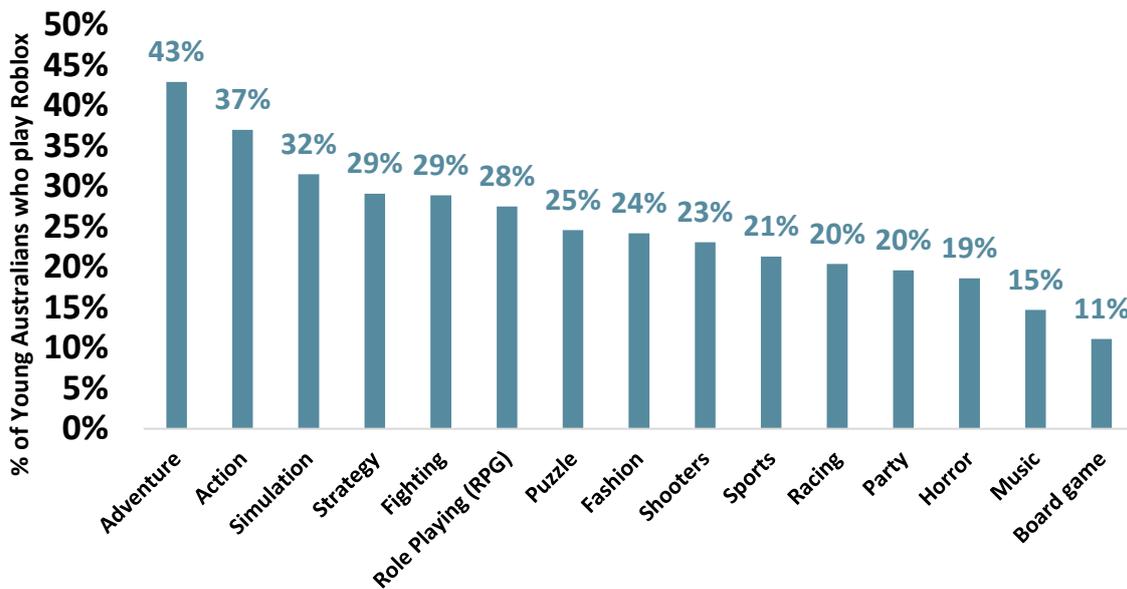
This research is part of an ongoing programme of research into Young Australian life experiences, preferences, priorities and opinions. This programme has been operating since the early 2000s with the latest data collection on Roblox between April and December 2025 with a nationwide sample of 792 Young Australians aged 6-13 who play Roblox.

Adventure, Action & Simulation are the leading gaming categories Australian kids play on Roblox

Roblox is a global online platform and game creation system that enables users to design their own experiences and play millions of games created by others.

Between April and December 2025, 1.7 million Australian children played Roblox, underscoring its emergence as a leading digital space for exploration, social play and gaming. The most popular genres for Roblox players aged 6-13 are **Adventure** (43%) played by 737,000 children, ahead of 637,000 playing the **Action** category (37%), and 541,000 playing the **Simulation** category (32%).

Most popular gaming categories Young Australian Roblox players like to play



Source: Roy Morgan Preliminary Young Australian Survey, April 2025 – December 2025, n=792.
Base: Young Australians aged 6-13 years who play Roblox.

Types of gaming categories kids aged 6-13 like to play on Roblox by gender

There is a clear gender difference for the categories that kids like to play on Roblox. Boys show significantly higher engagement in **Fighting** (45% of boys aged 6-13 who play Roblox cf. 10% of girls aged 6-13 who play Roblox), **Shooters** (38% cf. 6%), and **Action** (49% cf. 23%).

Girls demonstrate higher interest in **Fashion** (45% of girls aged 6-13 who play Roblox cf. 6% of boys aged 6-13 play who Roblox), **Music** (22% cf. 8%), and **Party** (26% cf. 14%).

Both genders show similar interest in **Adventure** (43% of boys aged 6-13 who play Roblox cf. 43% of girls aged 6-13 who play Roblox) and **Role Playing (RPG)** (26% cf. 29%).

Types of games children like to play on Roblox by age

Older children are more likely to play Roblox with the play rate rising with age. 41% of 6–7-year-olds say they play Roblox, climbing to 66% (8-9 year-olds), 69% (10-11 year-olds), and then 70% (12-13 year-olds), signifying Roblox is increasingly popular as children age and into early high school years.

Adventure (43%) remains a popular category across all age groups, being the no. 1 most popular category for 8–13-year-olds (44%), and no. 2 most popular category for 6–7-year-olds (36%).

Attitudes: Roblox players vs non-players (aged 10-13)

Among 10–13 year olds, those who play Roblox are more likely than non-players to agree that:

- *“I would rather play computer games than play outside”* (59% cf. 41%)
- *“I worry about terrorism”* (36% cf. 24%)
- *“I worry about wars”* (68% cf. 58%)

They also show greater sensitivity to appearance, status, and comparison, through higher agreement with:

- *“I admire movie stars, rock/pop stars and other celebrities”* (62% cf. 54%)
- *“I worry about my weight”* (37% cf. 29%)
- *“I would rather be rich than happy when I grow up”* (32% cf. 24%)

Conversely, the following statements are more likely to be agreed to by kids who don't play Roblox compared to those that do. The higher agreement with these statements from non-players of Roblox shows a higher inclination towards more offline, health-oriented behaviour:

- *“I enjoy reading”* (75% cf. 63%)
- *“I like to eat healthy foods”* (81% cf. 69%)
- *“I enjoy playing sport”* (82% cf. 76%)

Top 5 favourite games kids like to play on Roblox

- When asked to nominate a favourite game on Roblox, 7% of kids aged 6-13 mentioned **Dress To Impress** as their favourite game on Roblox, signalling an appetite for fashion/lifestyle play.
- **Adopt Me!** (5%), **Grow a Garden** (5%) and **Brookhaven RP** (4%) are all simulation experiences, matching broader category preferences of kids where Adventure and Simulation feature prominently across different age groups
- 4% mentioned **Blox Fruits**, an action/adventure/RPG game as their favourite, which is consistent with boys' higher preference for Action/Fighting/Shooters genres.

Base: Young Australians aged 6-13 years who play Roblox.

Roy Morgan CEO Michele Levine says Roblox is a popular gaming platform for Australian kids with 1.7 million – 61% of children aged 6-13 – using Roblox between April – December 2025:

“Australia’s world-first social-media ban for under 16 year olds came into force in mid-December, although the popular gaming platform Roblox was not included as one of the ‘banned platforms’ by the eSafety Commissioner requiring age verification.

*“Roy Morgan data shows the most popular gaming categories used by young Australians on Roblox include **Adventure** – played by 737,000 children aged 6-13, ahead **Action** (637,000) and **Simulation** (541,000).*

*“There is a clear gender split for kids and the Roblox game categories they play with boys more than twice as likely to play categories such as **Fighting, Shooters, and Action**, whereas girls prefer categories including **Fashion, Music, and Party**. Categories such as **Adventure and Role Playing (RPG)** are played by similar shares of boys and girls.*

“There are clear differences into how Roblox players aged 10-13 view key statements compared to those children who don’t play Roblox. Roblox players are more likely than non-watchers to agree with the statements that ‘I worry about wars’ (68% cf. 58%), ‘I worry about terrorism’ (36% cf. 24%), and ‘I would rather play computer games than play outside’ (59% cf. 41%).”

For comments or more information about Roy Morgan’s Young Australians Survey please contact:

Roy Morgan Enquiries
Office: +61 (3) 9224 5309
askroymorgan@roymorgan.com

About Roy Morgan

Roy Morgan is Australia’s largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 80 years’ experience collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

