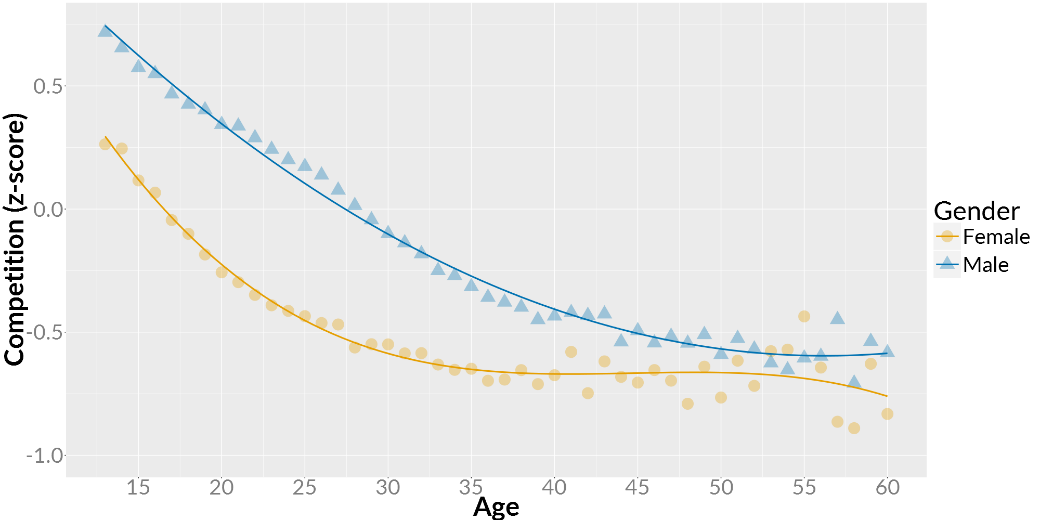
**Demographic research**

Demographic for puzzle/problem solving games

A study of 140,000 people suggests that older gamers prefer strategic games involving careful decision-making and planning when compared to competitive games (Nick Yee, 2016).

42% of Casual Puzzle gamers are female (Nick Yee, 2017).

The appeal of competition declines most with age. Females decline faster than males. The decline is most prominent between ages 13 – 35. (Nick Yee, 2016).



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**Other:**

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