**Demographic + Psychographic research**

<https://ukie.org.uk/sites/default/files/UK%20Games%20Industry%20Fact%20Sheet%20February%202018.pdf>

See p14-17 for statistics on our demographic

<https://www.statista.com/statistics/202485/average-ipad-app-session-length-by-app-categories/>

Graph showing mobile app session length

<https://www.statista.com/statistics/263988/top-grossing-mobile-ios-gaming-apps-ranked-by-daily-revenue/>

Statistics showing the top grossing gaming apps on IOS as of January 2018

<https://www.statista.com/statistics/234635/number-of-mobile-gamers-forecast/>

Statistics showing number of mobile gamers in US from 2011 to 2020 (predicted)

<https://www.statista.com/statistics/590988/share-internet-users-playing-smartphone-games-world-region/>

Statistics showing the percentage of internet users who use a smartphone to play games worldwide (split by continent)

<https://www.statista.com/statistics/445222/share-of-mobile-phone-gamers-in-mobile-phone-users/>

Statistics showing percentage of mobile phone users in US who play mobile games from 2013 to 2020 (predicted)