|  |  |
| --- | --- |
| Gender | Female |
| Age | 37 |
| Occupation | Public Sector (5day week) |
| Income level | Financially Independent |
| Marital Status | Single |

**Gaia Demographics**

Gender: Women play mobile games 13% more frequently than men daily.

Age: The average female who plays games on a frequent basis is age 37.

Occupation: Due to the women being aged 37 and having financial independence, the occupation would be within the public sector working a 5day week Monday to Friday.

Income Level: As the woman have financial independence, that means they do not mind paying for in app purchases, leading to 1/3 of female gamers are happily willing to pay for in app purchases on mobile games.

Marital Status: Single

Zenn, J. (2018). *The Biggest Mobile Games Consumers In 2018: Women - GameAnalytics*. [online] GameAnalytics. Available at: https://gameanalytics.com/blog/mobile-consumers-women-2018.html [Accessed 30 Oct. 2018].