Casual Mature Gamers

* Mature female gamers – 32 % of the total gamers population in 2012 and the average player is 31 years old-2013(<https://www.dailydot.com/parsec/adult-women-largest-gaming-demographic/>)
* In 2018 in the US 43% of the video games players are aged over 36 (<https://www.statista.com/statistics/189582/age-of-us-video-game-players-since-2010/>)
* <http://datagenetics.com/blog/december12010/index.html> - here there are statistics for facebook games which shows that a big percent of the people playing casual games are aged over 30