

A demographic breakdown of US mobile gamers

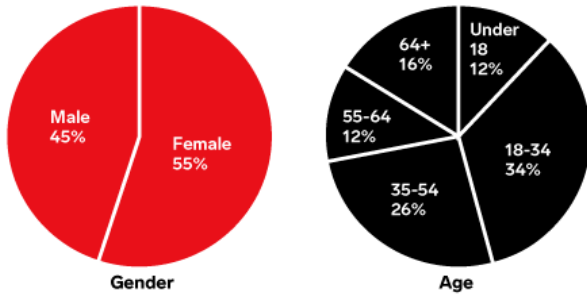
Article

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Advertisers, take note: Mobile game users are Candy Crushing the stereotype that gamers are mostly younger men. **More than half** of US mobile gaming app users are female, and **54%** of all users are over 35 years old.

Demographic Profile of US Mobile Gaming App Users, Jan 2021

% of total in each group



Source: Jun Group, "2021 Modern Mobile Gamer," May 1, 2021

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