

Gamers aren't who you think they are

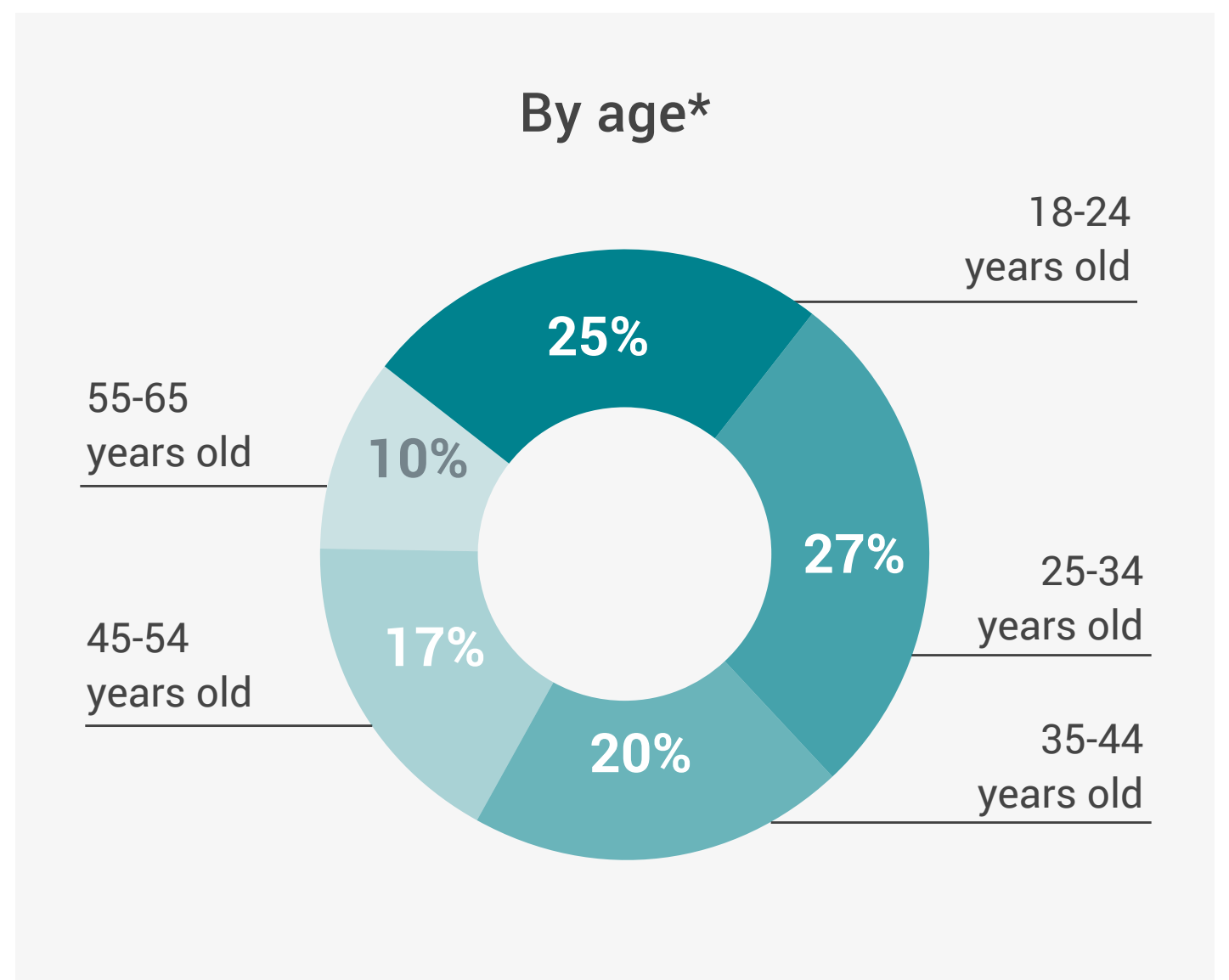
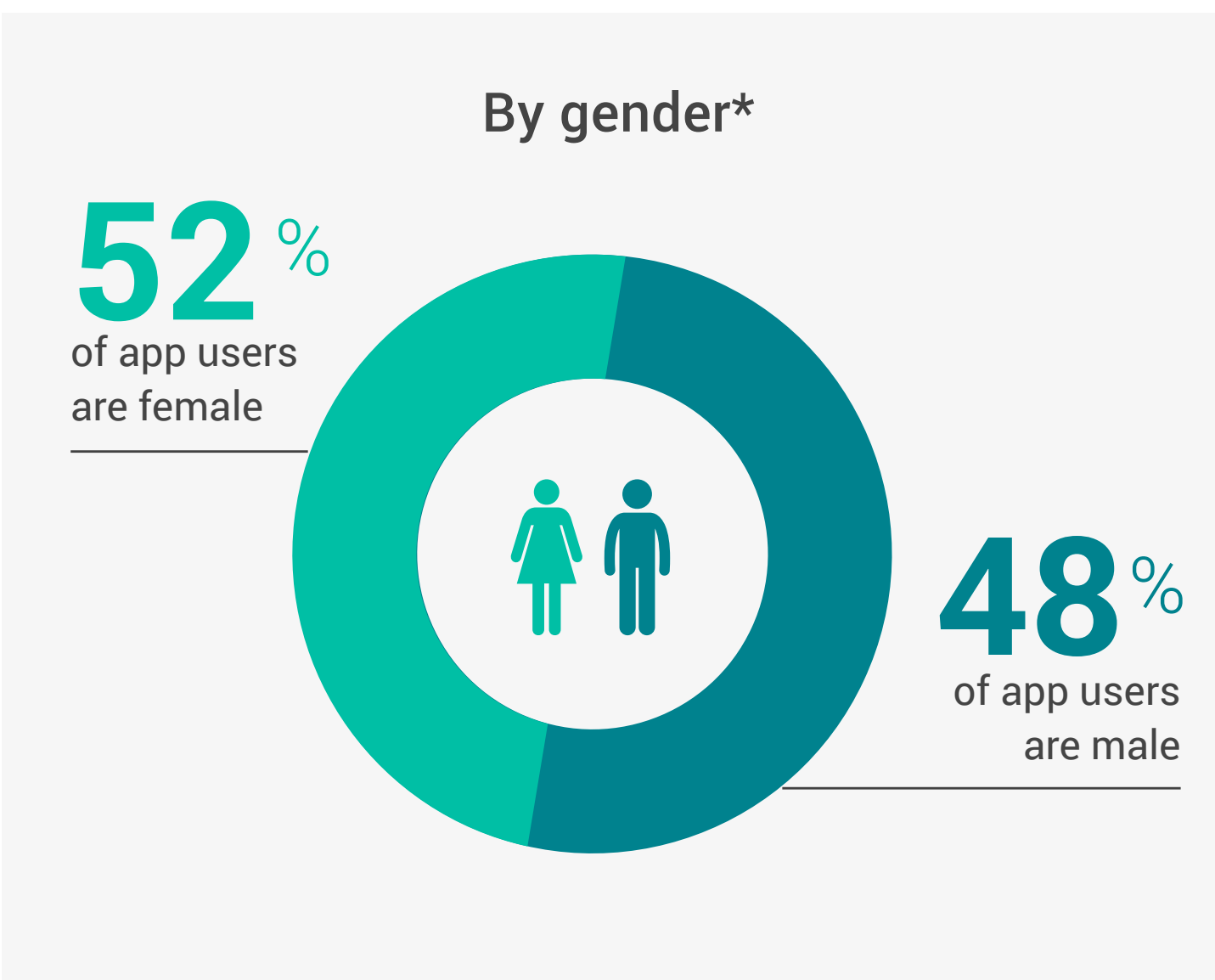
New research¹ reveals the opportunity for marketers to reach valuable audiences in gaming apps. Read on to discover who is playing gaming apps and how best to get their attention.



¹ "Something for everyone," Ipsos MORI mobile app research report commissioned by Google, U.S., July 2017

Men and women of all ages use gaming apps

Gaming app users by gender and age



*Based on overall smartphone users who play gaming apps

Gaming app users identify as main household earners and decision makers

69%

of gaming app users identify as the main earner in their household



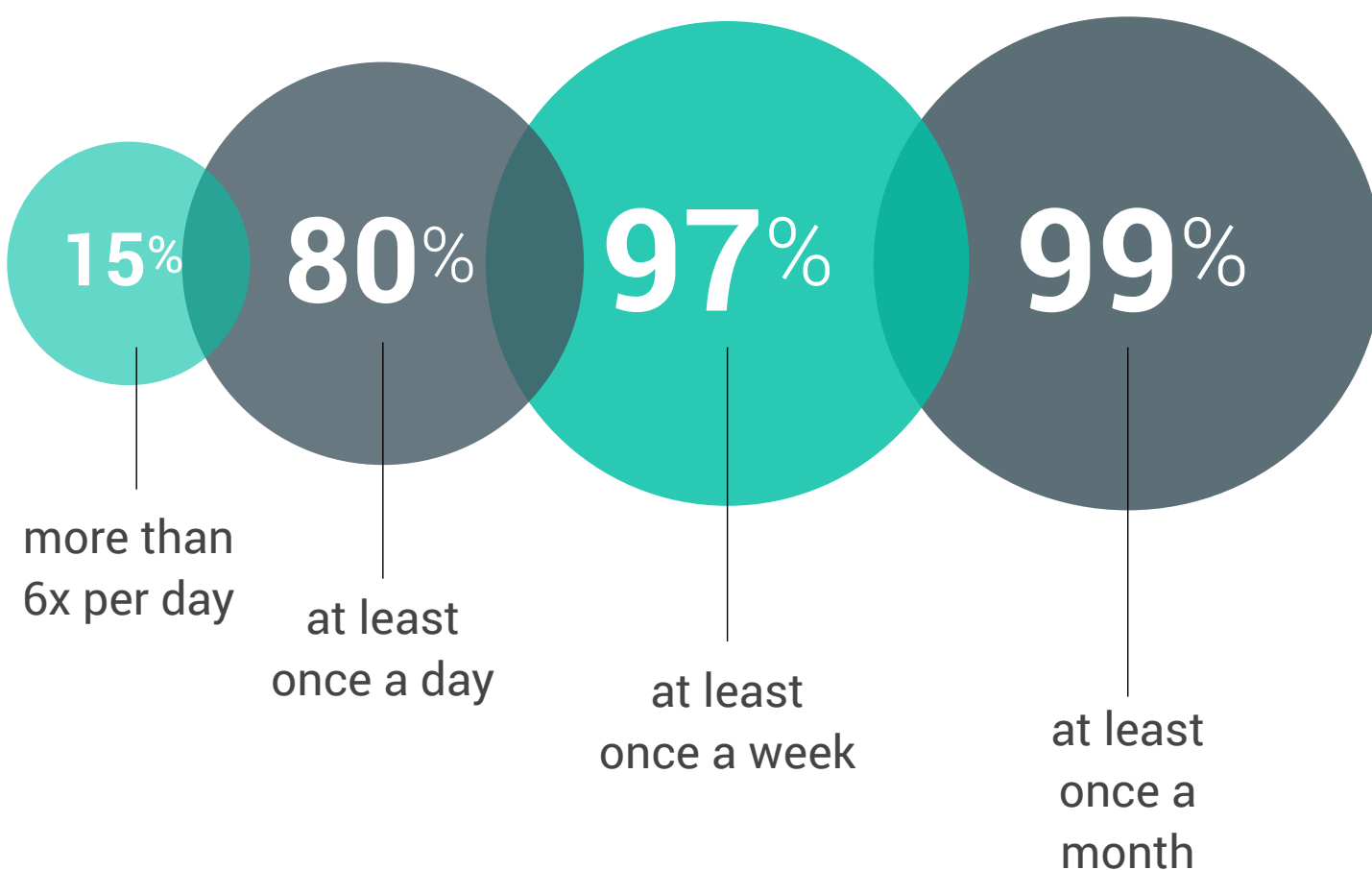
82%

of gaming app users identify as the main shopper in their household



Gamers play frequently

Frequency of gaming app use



Average use for gaming apps

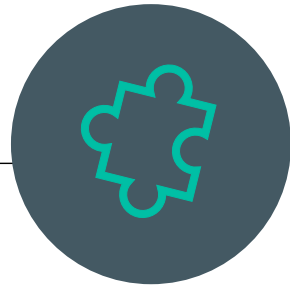
62 minutes a day
more than **3x** per day
16 minutes per session

Puzzle and strategy apps are the most popular gaming apps

In the last 30 days

59%

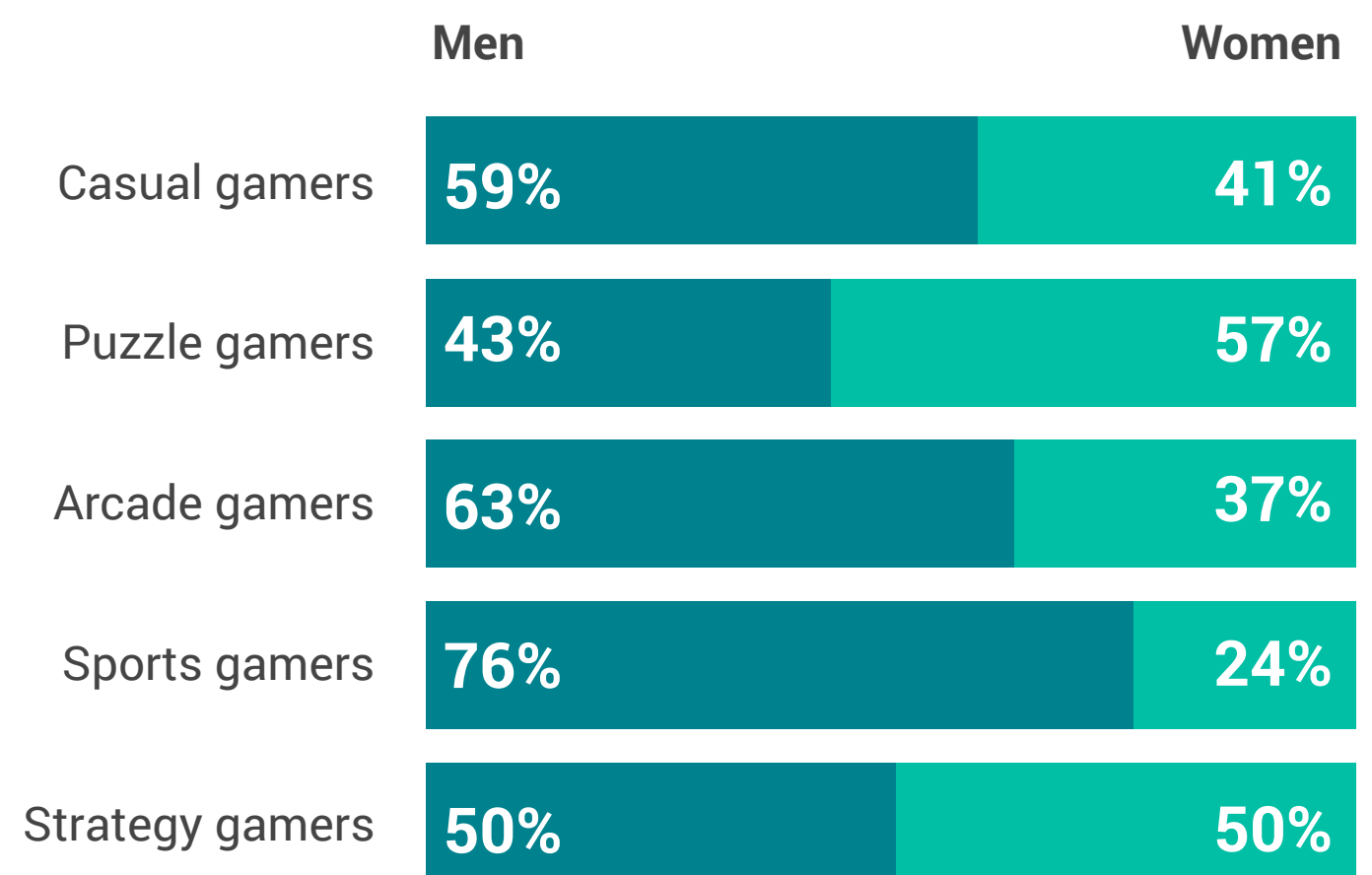
gaming app users played puzzle games



39%

gaming app users played strategy games

Men and women use different types of gaming apps



Gamers play the most during their down time

58%

while relaxing

41%

while watching TV at home

38%

before going to sleep



For winning campaigns, get in the game

Read the full [DoubleClick guide to advertising in apps](#) to learn how to reach, engage and measure your audience on mobile apps.