

# Puzzler Desk Research

20 August 2024

# Overview

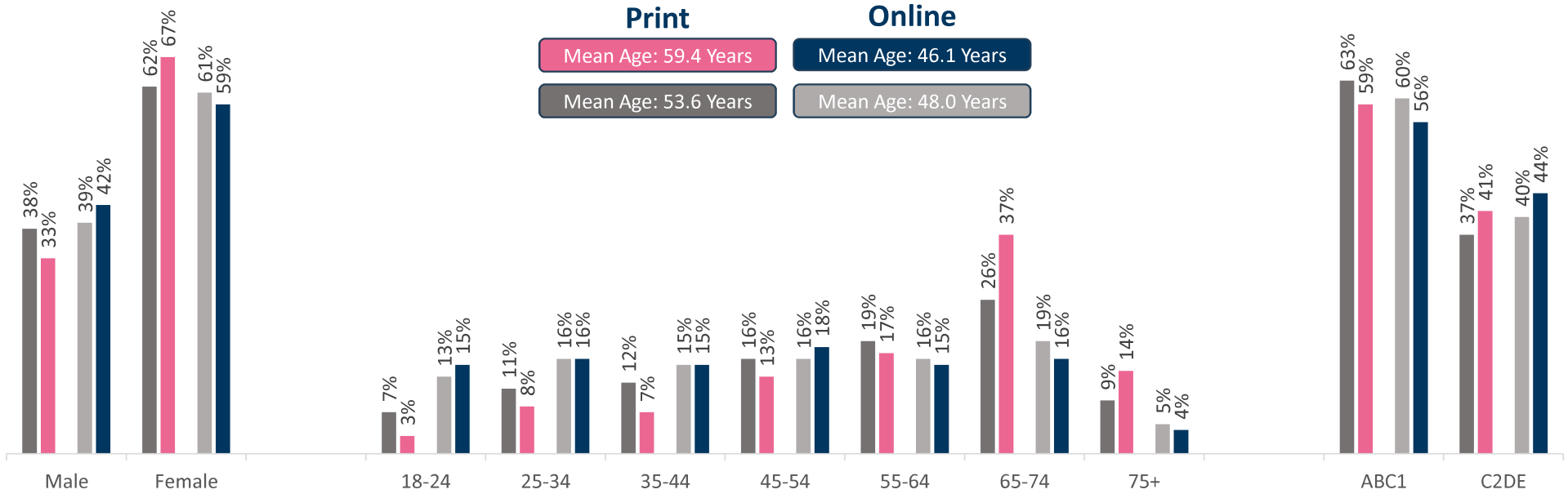
Desk research into weekly women's mags and puzzle mags audiences, consolidating what we already know about their target audiences, identifying any critical gaps in our knowledge and making recommendations on what further research would support audience development and ultimately revenue/profits.

## Project Objectives

Desk research into weekly women's mags and puzzle mags audiences, consolidating what we already know about their target audiences, identifying any critical gaps in our knowledge and making recommendations on what further research would support audience development and ultimately revenue/profits.

# Puzzle Market 2024 (Demographics)

■ Print Interest 22-23 ■ Print Interest 24 ■ Online Interest 22-23 ■ Online Interest 24



## Print

Mean Age: 59.4 Years

Mean Age: 53.6 Years

## Online

Mean Age: 46.1 Years

Mean Age: 48.0 Years

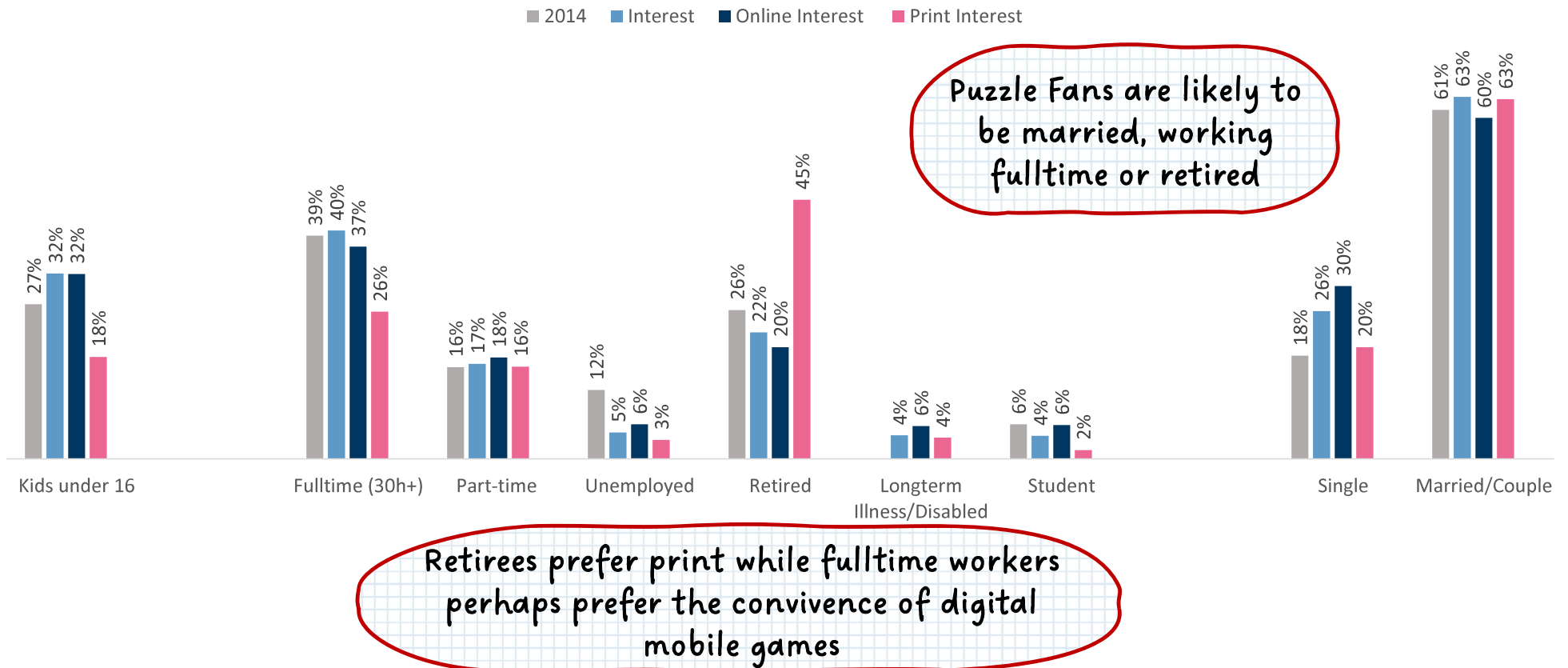
Women make up more than half of the puzzle market.

The mean age of people interested in **print puzzles** has increased, while the age of those interested in digital games decreased, perhaps suggesting ages 18-54 enjoy online games more.

Print & Online Puzzles are more popular with the Middle Classes.

Source: TGB2406DCT TGI GB 2024 June (May 2023 - April 2024) Sample n=24,014 base: age 18+, any interest in Crossword/Sudoku type puzzles/other puzzles. Demographics: Printed Newspapers OR Printed Magazines -Topics Of Interest-Content Interested In-Puzzles/Crosswords, Playing free games OR Playing Paid for games ~ Internet-Used For - Entertainment  
 Source: GB TGI Oct 2023 | Sep 2022 - Aug 2023 Fieldwork - Sample n= 23,722 Adults age 18+ with ANY interest in crossword/sudoku/other puzzle type games. [Puzzle Market Update Oct23 2 - PDF]

# Average Puzzle Fan Personal Profile



Source: TGB2406DCT TGI GB 2024 June (May 2023 - April 2024) Table base: age 18+, any interest in Crossword/Sudoku type puzzles/other puzzles n=24,047 . Demographics: Playing free games ~ Internet-Used For - Entertainment OR Playing paid for games ~ Internet-Used For - Entertainment n= 2,688 ; Printed Newspapers (+02/24) ~ Topics Of Interest-Content Interested In-Puzzles/Crosswords OR Printed Magazines (+02/24) ~ Topics Of Interest-Content Interested In-Puzzles/Crosswords n= 10,259.  
 Source: This is MINT:Lab Puzzler – Insight Project 3/09/2014 | D,Hicks & N, Stanley

# **SOCIAL MEDIA & DEVICE USAGE PROFILE**

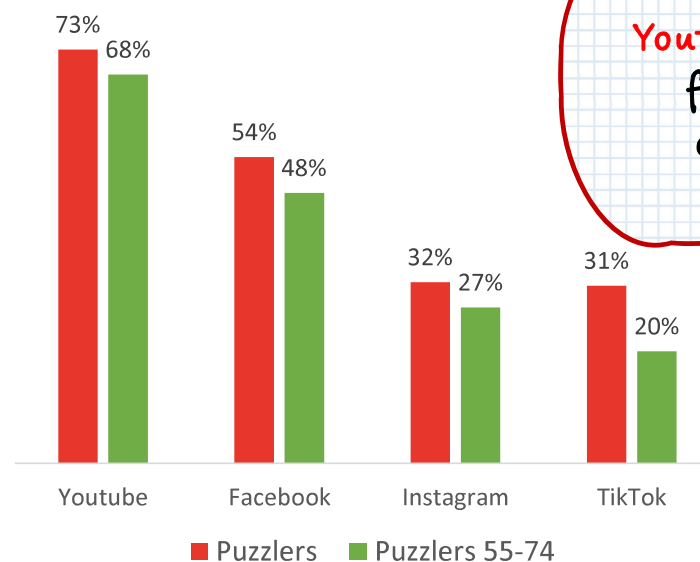
# Puzzler Socials following and Interaction

Platform	Likes/Follows (Sept 1 2022)	Interaction Rate (Sept 1 2022)
Facebook	13,274	0.121
Twitter	1,146	N/A
Instagram	492	1.224
LinkedIn	414	N/A

Platform	Followers (August 9 2024)	Interaction Rate (August 9 2024)
Facebook	13,474	0.36% [L12M]
Twitter	1,215	N/A
Instagram	620	1.37% [L12M]
LinkedIn	503	N/A

In terms of interaction and engagement **Instagram** is the best performing, even though **Facebook** has the largest following.

Online Videos [L4W]

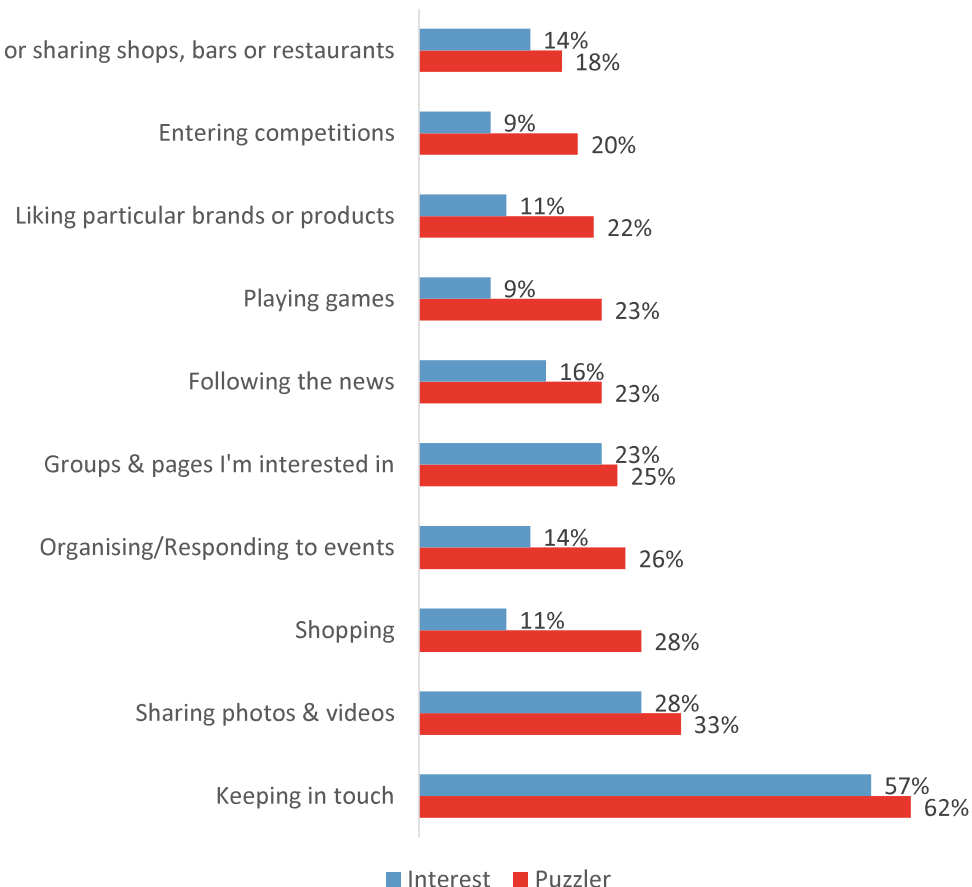


**Puzzlers** like to use **Youtube** and **META** for watching online video content

# How Puzzlers use Social Media

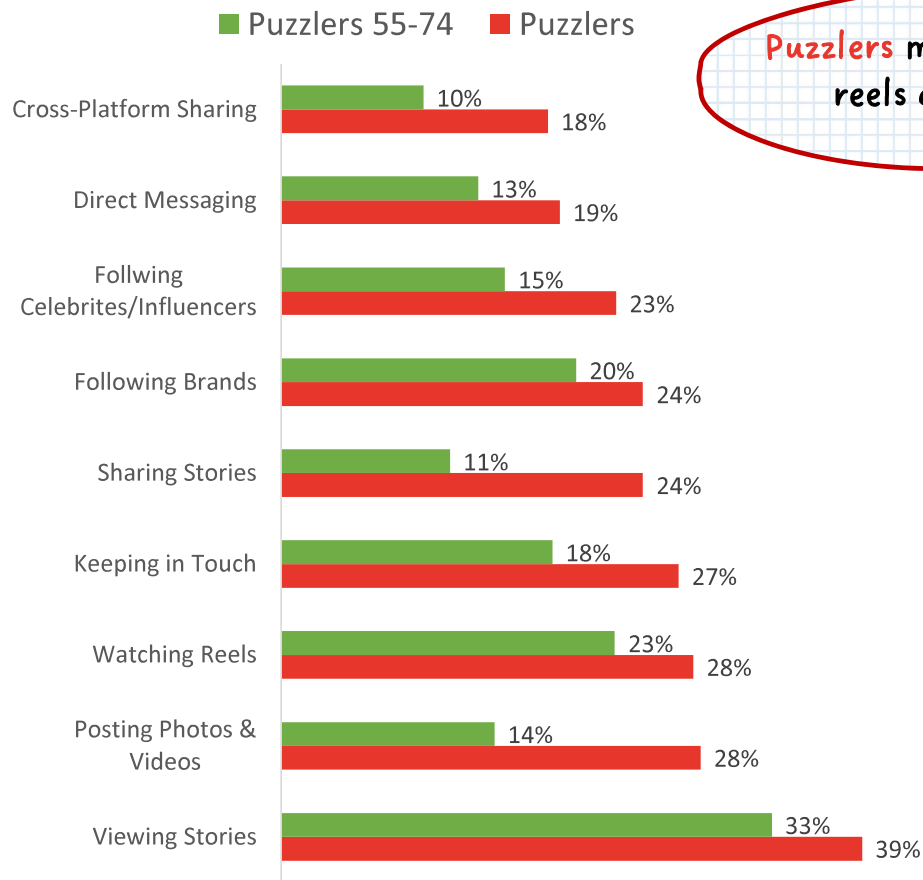
Puzzlers favourite social media platform is Facebook – META and YouTube.

Primary using it to communicate friend and family and get shopping recommendations.



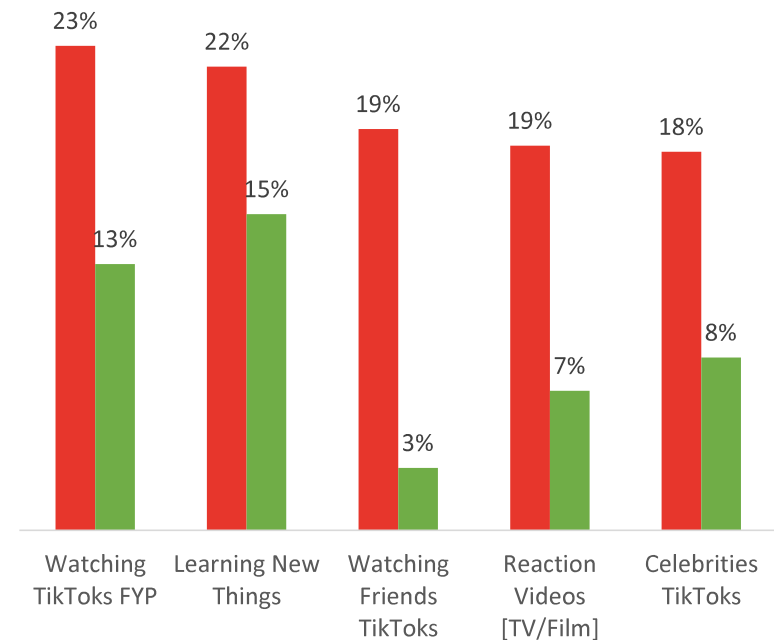
Source: TGB2406DCT TGI GB 2024 June (May 2023 - April 2024) Social Networking Sites – Used. Puzzler n= 489. Interest n=24,047. Puzzler age 55-74 n= 115. base: age 18+, any interest in Crossword/Sudoku type puzzles/other puzzles. n= 24,047

# How Puzzlers use Instagram & TikTok



Puzzlers mostly use Instagram and TikTok for watching and sharing reels and stories from friends, family, favourite brands and celebrities/influencers.

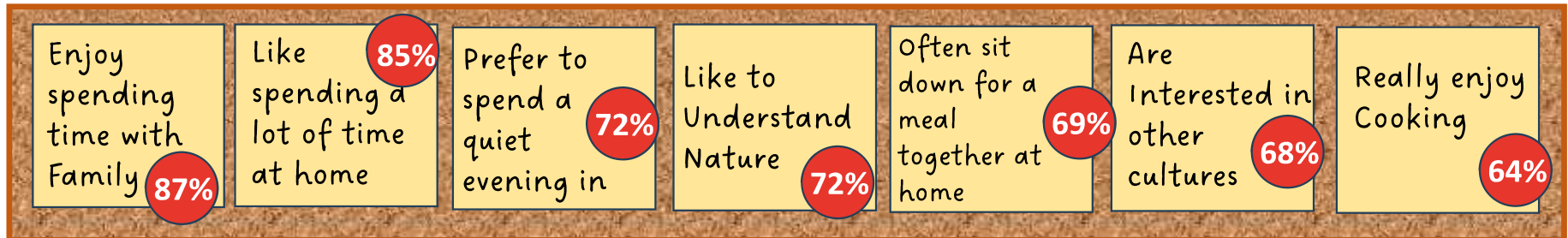
## How Puzzlers use TikTok



Source: TGB2406DCT TGI GB 2024 June (May 2023 - April 2024) Social Networking Instagram activities – Used. Puzzler n= 489. Interest n=24,047. Puzzler age 55-74 n= 115. n= 24,047



# Survey Says Puzzlers:



Always listen to the radio when in the car	68%
Does housework while listen to the radio	43%
Prefer local radio because local news	43%
Online TV streaming services changed the way they watch television	62%
Use 'on demand' TV Services to create their own TV schedule	52%

## Puzzlers:

- Prefer a comfortable and cosy homelife with family.
- Like having control of their entertainment choices.
- Enjoying keeping up to date with current events, both locally and internationally.