anzu

FROM DATA TO PERSONAS:

THE 2025 GUIDE TO US GAMING AUDIENCES

IN PARTNERSHIP WITH SEMCASTING

CONTENTS

INTRO

At Anzu, we believe the future of gaming and advertising depends on understanding the real people behind the screens. That's why we created this report: to **challenge outdated assumptions** and bring **fresh, data-driven clarity** to who gamers are today.

The landscape has shifted dramatically. **Gaming now reaches across generations, lifestyles, and interests** — connecting millions in ways unimaginable just a few years ago. Our findings show that gamers are parents, professionals, women and retirees, not just teenage boys.

Gaming is now a social and family activity, not a solitary pastime.

We discovered that gamers are spenders with **real purchasing power**, valuing quality and convenience in everything from groceries to entertainment. Their interests stretch far beyond gaming itself, encompassing business, finance, education, sports, and pop culture.

This moment is pivotal. With so much change in how, where, and why people play, brands and developers need actionable insights to engage meaningfully and responsibly.

Our goal is to help everyone, whether you're building games, planning campaigns, or investing in new platforms, to see the full picture and make smarter decisions.

The data in this report is more than numbers; it's a window into the evolving habits, values, and aspirations of the gaming audience. We're excited to share it with you now, as the industry stands at the crossroads of innovation and opportunity.

ITAMAR BENEDY
Co-Founder & CEO, Anzu

FIVE KEY TAKEAWAYS: WHAT YOU NEED TO KNOW

1

The real gaming audience shatters old stereotypes.

Today's gamers are diverse, cross-generational, and nearly evenly split by gender. Far from the "young male loner" cliché.

2

Gaming is a social and family activity.

Gamers over-index for higher education, marriage, and larger households, showing that play often happens in family or group settings.

3

Gamers are spenders with real purchasing power.

They're more likely to have discretionary income and invest in lifestyle and entertainment, not just save.

4

Interests go well beyond gaming.

Gamers are passionate about everything from business, finance, and education to sports, pets, and pop culture.

5

Gaming is mainstream.

Many players don't even identify as "gamers". They just enjoy games as part of a broader, everyday lifestyle.

INDEXING METHODOLOGY & DATA SOURCES

SEMCASTING

This report compares the demographic profile of all gamers against the national baseline and genres against the gaming baseline, to identify over or under-indexing groups.

Anzu has hundreds of games in its inventory with the ability to reach hundreds of millions of gamers, data across these users were used in this report in partnership with Semcasting.

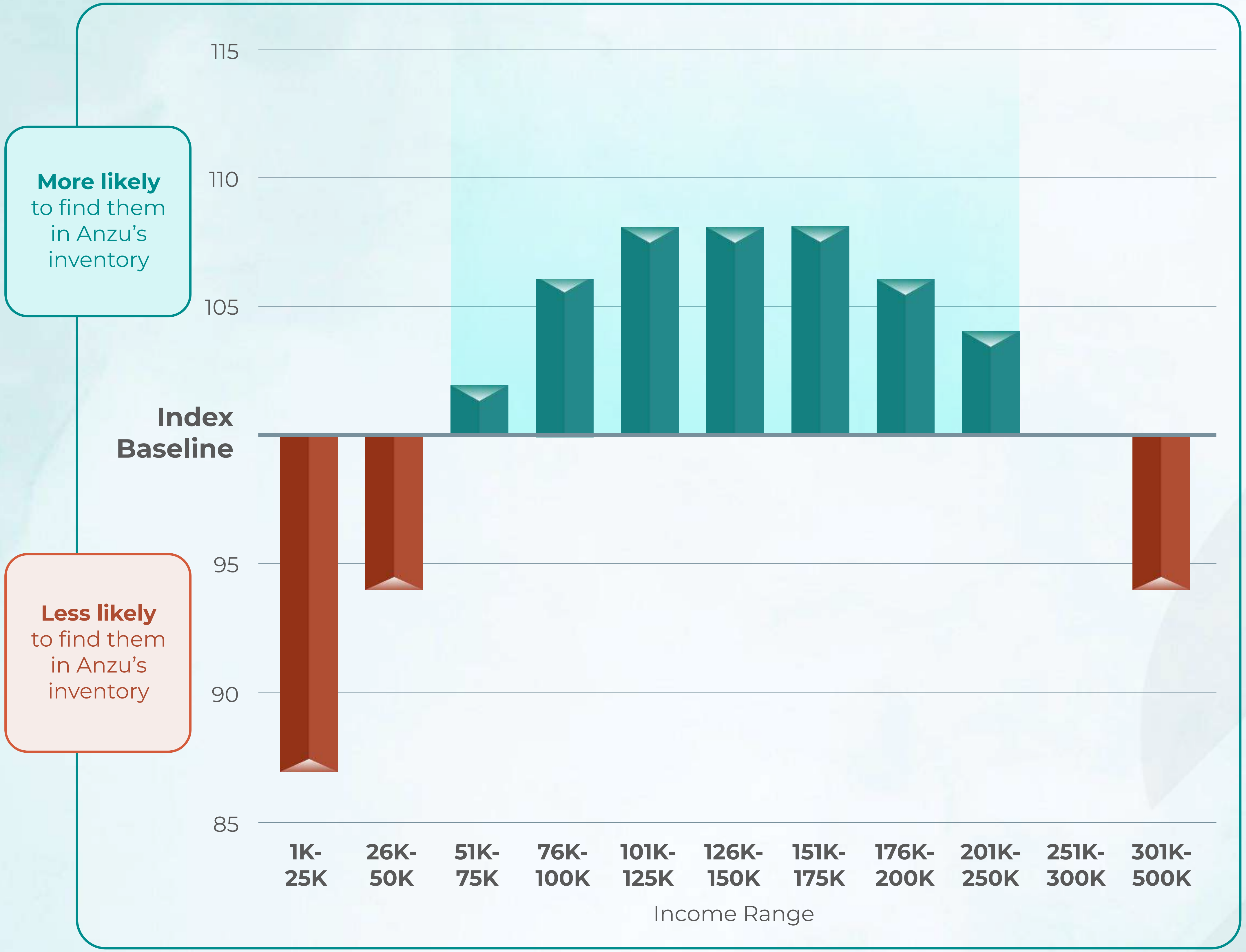
The data is at the household level representing who is in a given household, demographic data is represented by device-level data.

An “index” of 100 means the genre’s audience share in that segment equals the segment’s share in gaming. An index above 100 indicates the genre over-indexes (higher representation than baseline), while below 100 indicates under-indexing. The national baseline is derived from the Nationwide data file, representing the total US audience distribution.

All genre-specific figures come from Semcasting reports. We examine each segment category (Age, Gender, Location, Digital Activity, Political Party, Income, Net Worth, and Number of Children), including tables of comparative indices where applicable, and highlight notable skews in each segment.

Sources: Demographic data for gamers and genres is from Anzu/Semcasting audience reports (July 18, 2025), compared against national distribution from Semcasting’s nationwide baseline dataset.

Gamer Income Ranges
vs Overall Online Population



UNDERSTANDING THE CHARTS PRESENTED

Charts like these show how much more or less likely Anzu users are to fall into a given audience segment compared to the overall online population (index baseline = 100).

> In this example, **Anzu users over-index in income ranges between $51K–$250K**, meaning they are more concentrated in these brackets relative to the average online user. **They under-index in the lowest (<$25K) and highest ($250K+) ranges.**

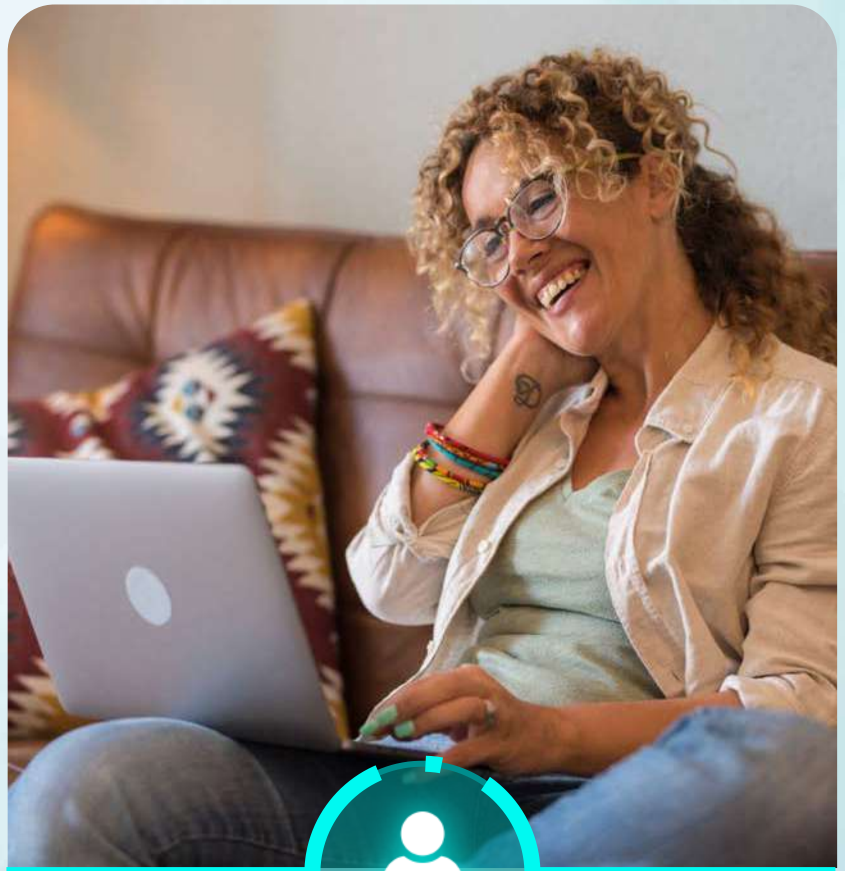
PERSONA METHODOLOGY & DATA SOURCES

Based on the indexes comparing the overall gaming average across each genre, personas were created that represent trends across genre across the following categories:

Sources: Demographic data for each genre is from Anzu/Semcasting audience reports (July 18, 2025), compared against total gamer distribution from the Semcasting/Anzu baseline dataset.

Demographic
(Age, Gender, Household Income)

Past Store Visitation



Content regularly consumed online

BEYOND THE STEREOTYPES:
GAMERS VS THE ONLINE POPULATION

GAMERS DEFY STEREOTYPES

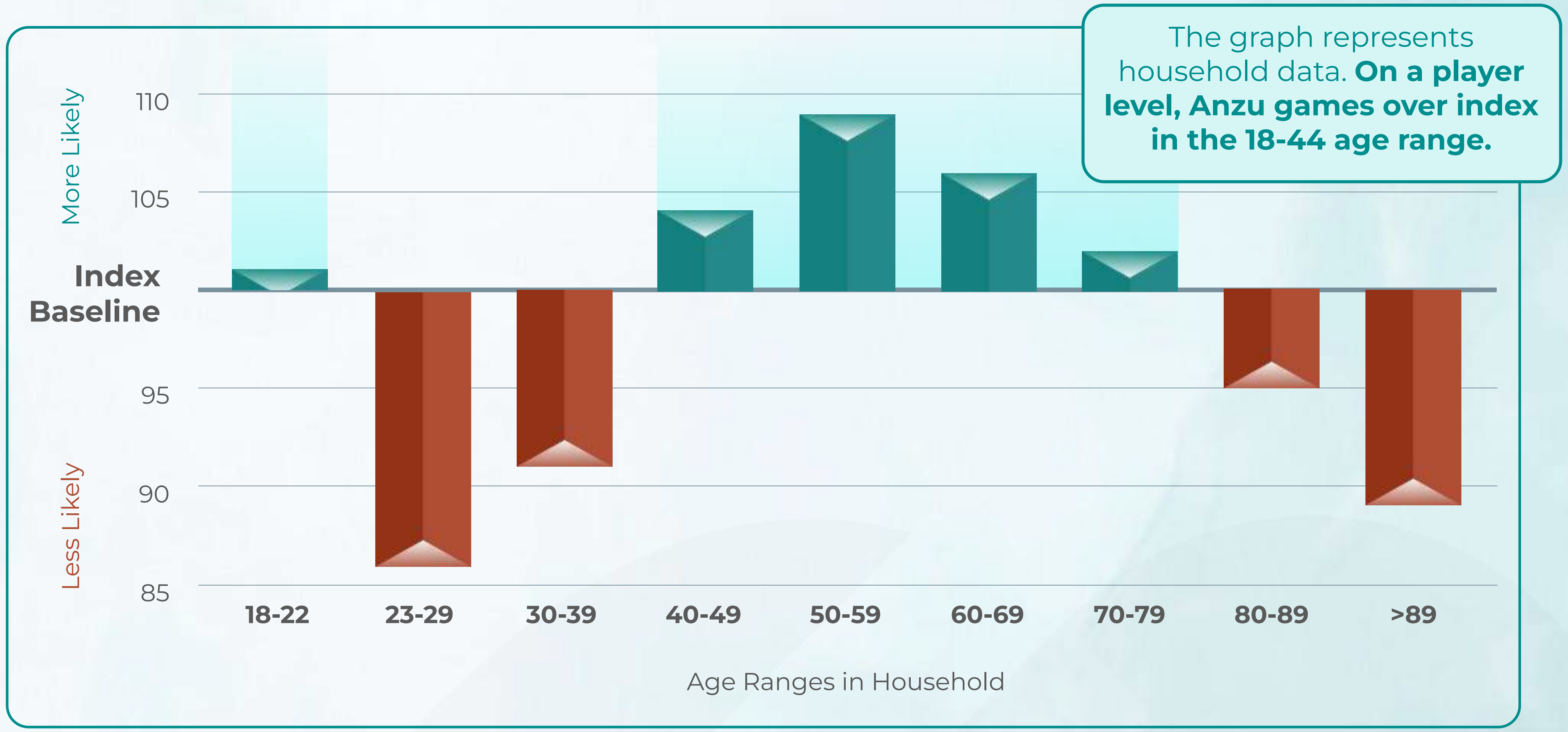
Despite the cliché of gamers as young males in basements, today's data tells a different story.

Anzu's audience actually over-index among both the youngest and middle-aged groups, and there's a near-even split between male and female players.

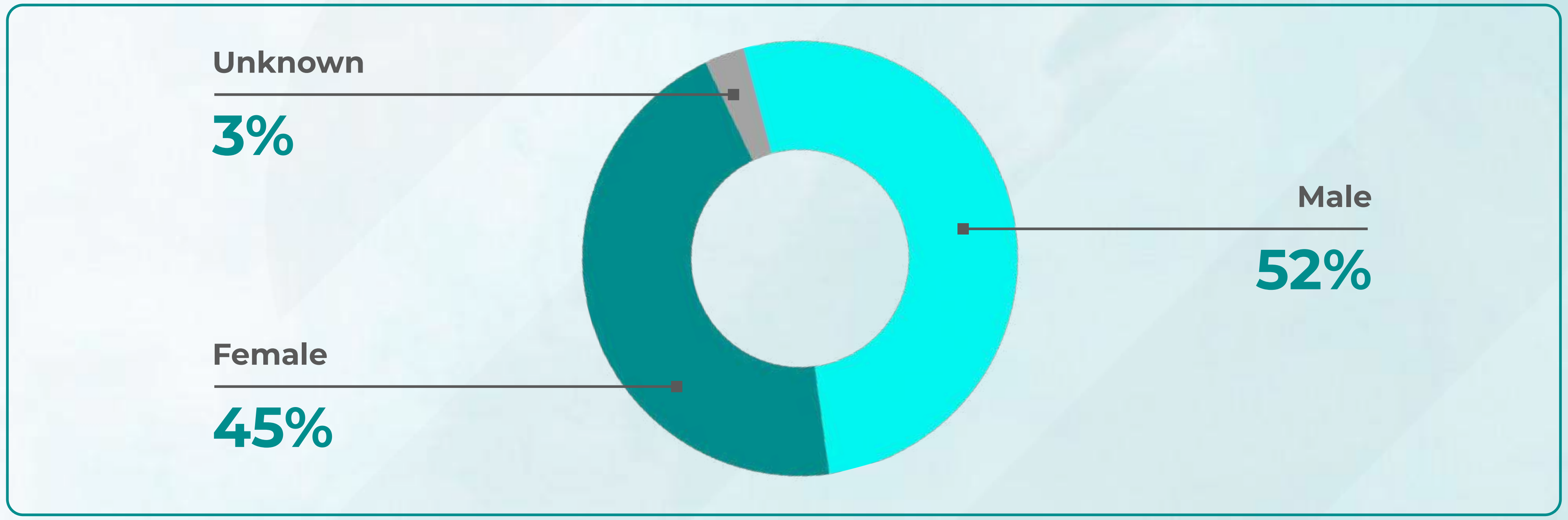
The rise of smartphones has opened up gaming to a much broader, more diverse demographic than ever before.

IMPORTANT METHODOLOGY NOTE:
This data represents the ages and genders present in households where gaming is happening. When looking at a player level vs household level we see a greater over indexing in the 18-44 age range and an under indexing for 45+. The gender split is consistent across the player level and household level methodologies.

Gamer Ages in Household *vs General Online Population*



Gamer Genders in Household *vs General Online Population*

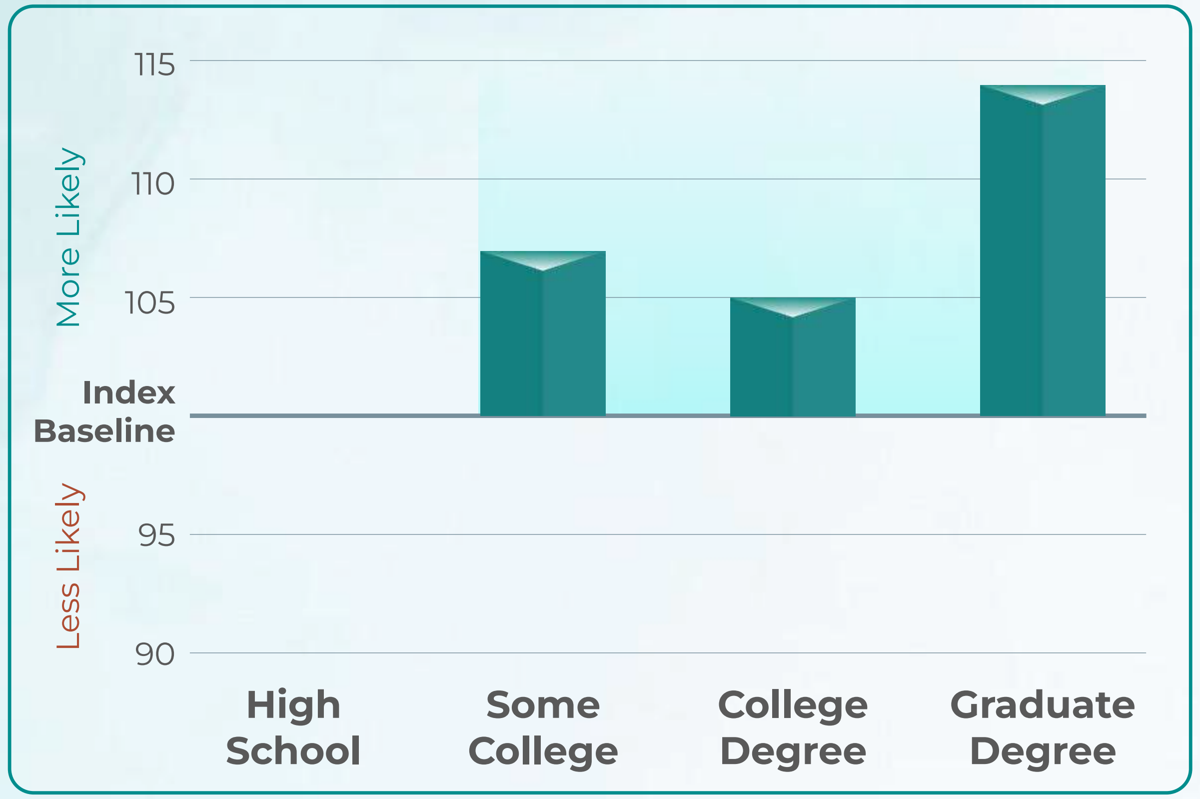


GAMERS ARE MORE EDUCATED & FAMILY ORIENTATED

Gamers are not the idle loners they're often made out to be. Compared to the general online population, they are more likely to have completed higher education, to be married, and to live in larger family households. This suggests that gaming is often a family or social activity, rather than a solitary one.

Gamer Education Level

vs General Online Population



Though the majority of gamers finished education at high school, they **over index on higher education** compared to the general population.

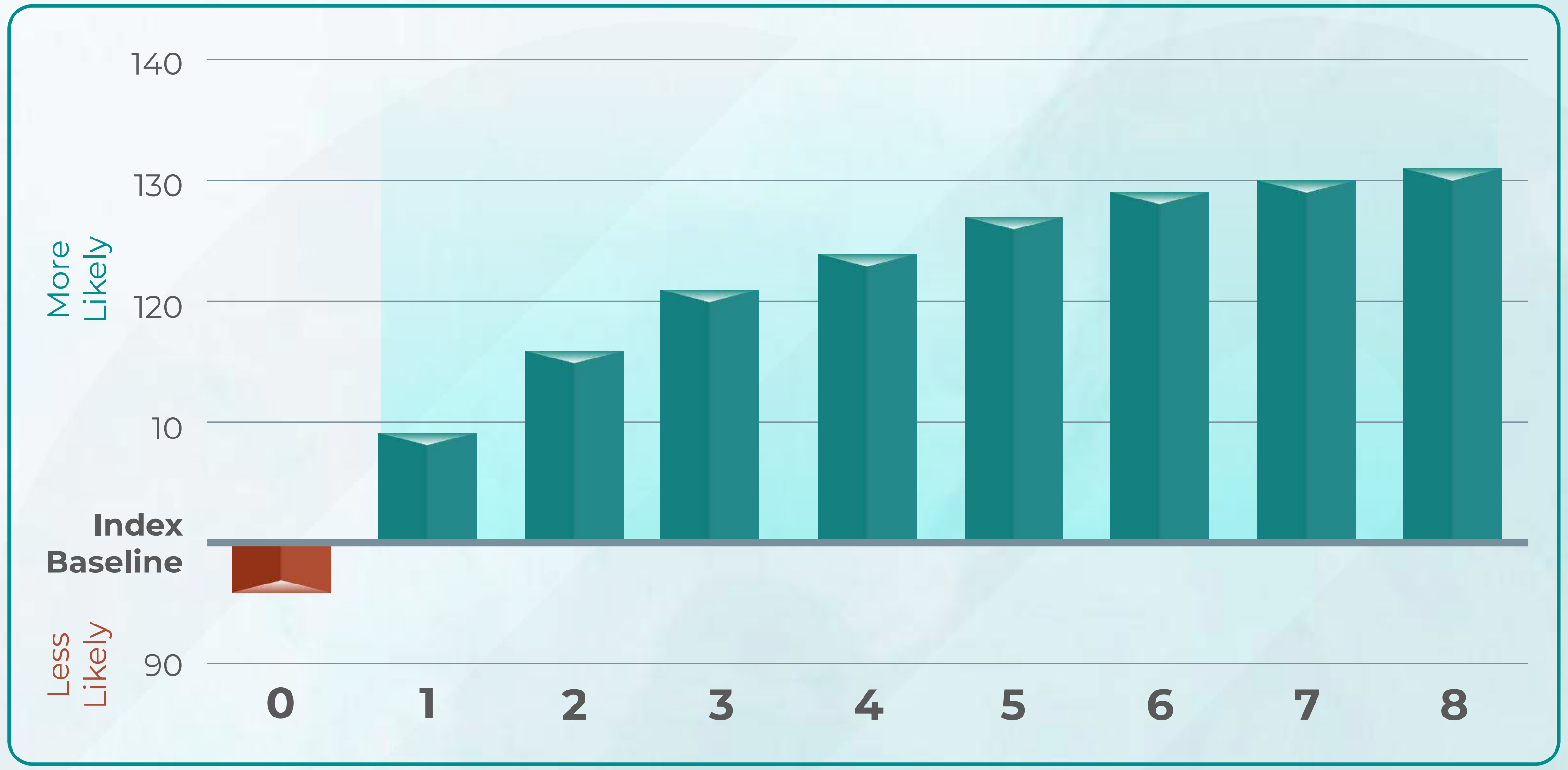
Gamer Marital Status

vs General Online Population

Although one third of gamers are married, they are still **more likely to be married** than the general population.

Children in Gamer Households

vs General Online Population

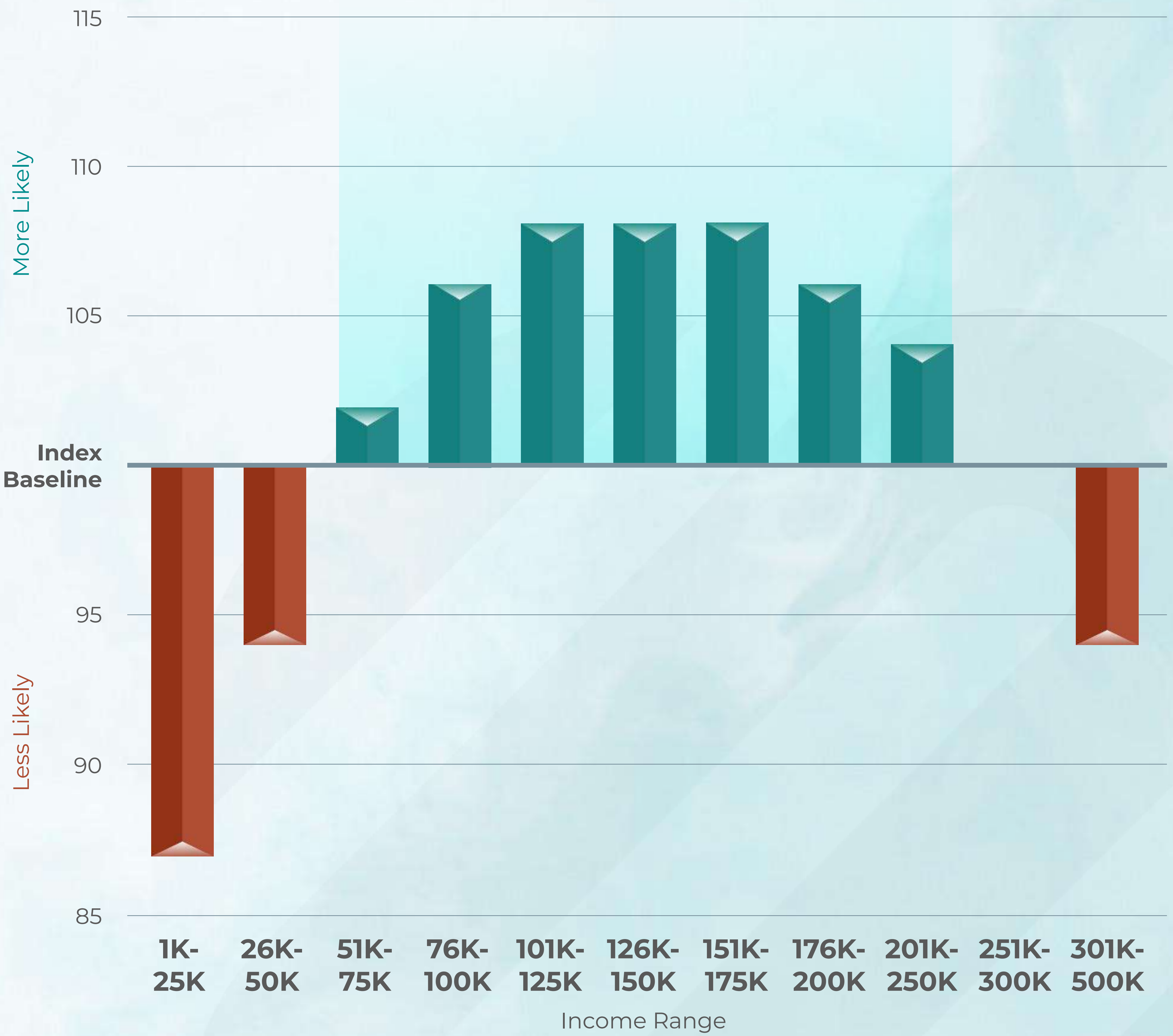


Most gamers have one child, but **over index on larger families** compared to the general population. However, the underlying data shows that **less than 10% of gamer households have three or more children**.

GAMERS ARE MID TO HIGH INCOME EARNERS

While the majority of gamers earn $26k-$100k, in line with the overall population, they are **more likely to be middle income earners**.

Gamer Income Ranges *vs Overall Online Population*

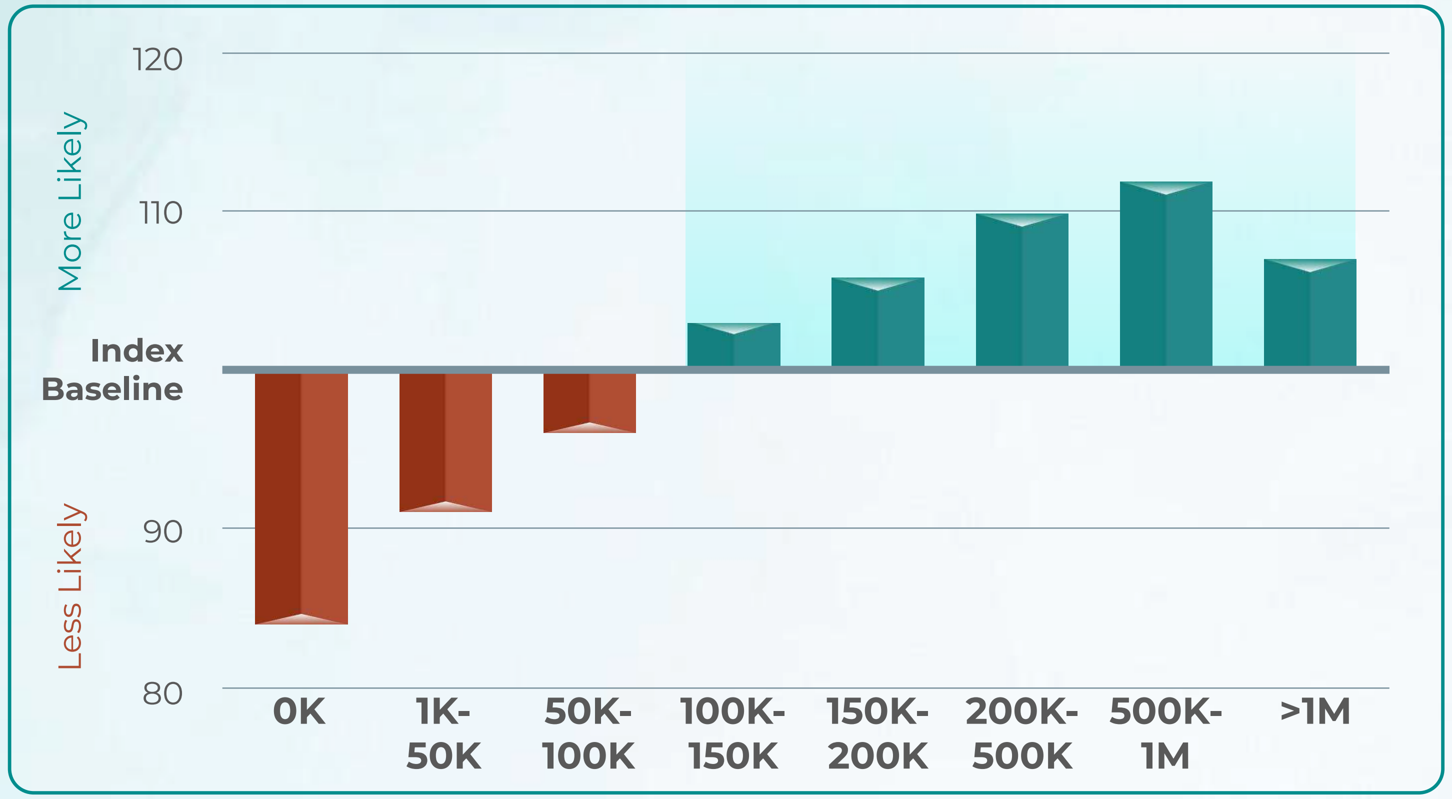


GAMERS ARE SPENDERS , NOT SAVERS

When it comes to finances, gamers stand out as spenders. They're focused on spending rather than saving or building assets. While most gamers are in line with national income averages, they over-index in discretionary income, showing a willingness to spend on lifestyle and entertainment.

Gamer Discretionary Income

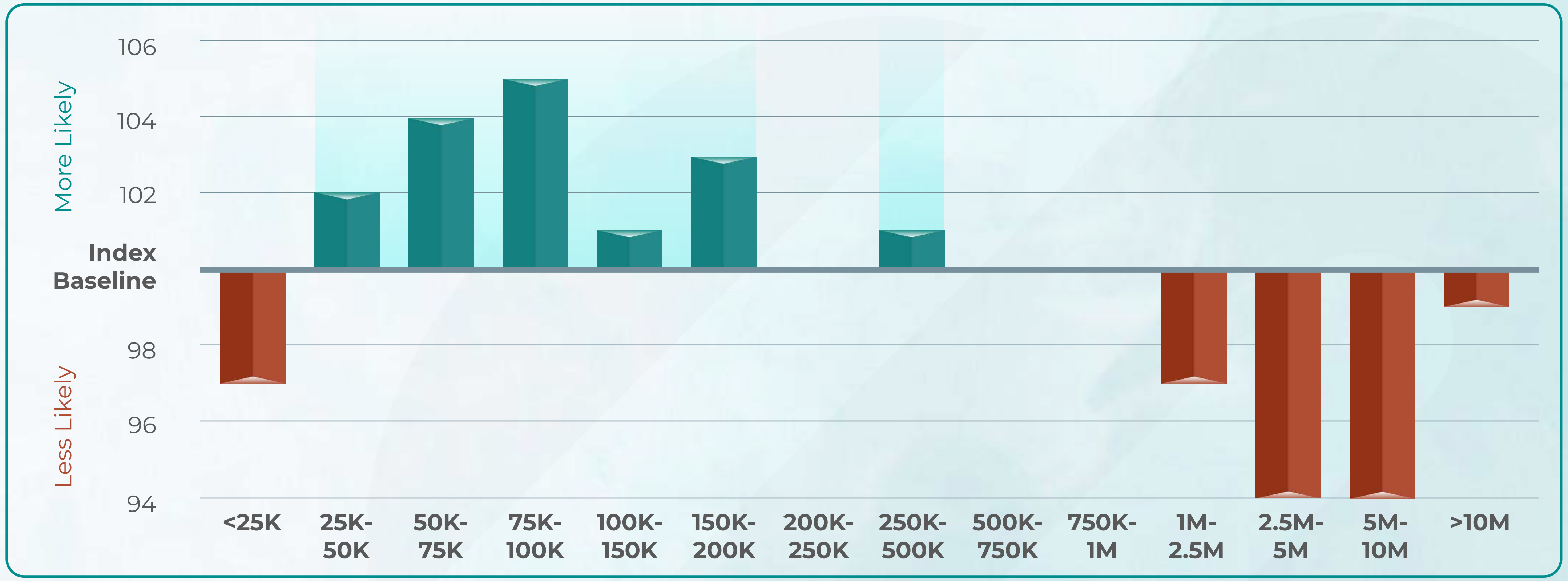
vs General Online Population



While the majority of gamers have $50k-$500k of discretionary income, they over-index in the $100k-$1m ranges vs the population.

Gamer Net Worth

vs General Online Population



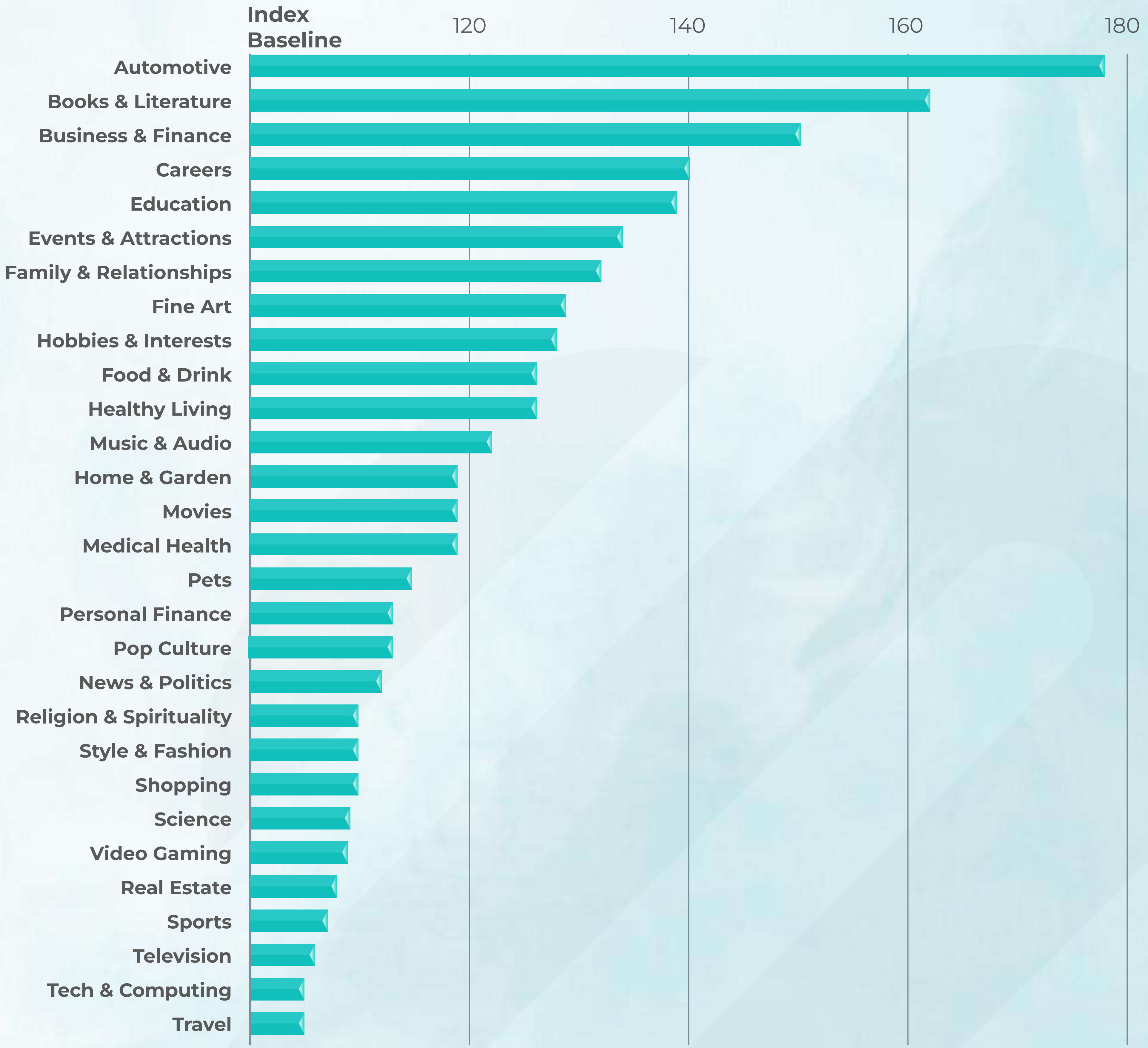
Whilst the majority of gamers are in the <$25k, $100-$150k and $250-$500k net worth ranges, they tend to **over-index on lower net worth ranges, showing they prefer to spend vs build assets.**

GAMERS HAVE BROAD INTERESTS

Gamers' interests extend far beyond gaming itself. They over-index across all major IAB interest categories, with notable strengths in automotive, business and finance, education, and family topics.

Interestingly, their interest in video gaming as a category is lower than you might expect. Many are casual players who may not even identify as "gamers."

Gamer's Interests *vs All Online Consumers*



GAMERS VALUE GROCERY QUALITY OVER PRICE

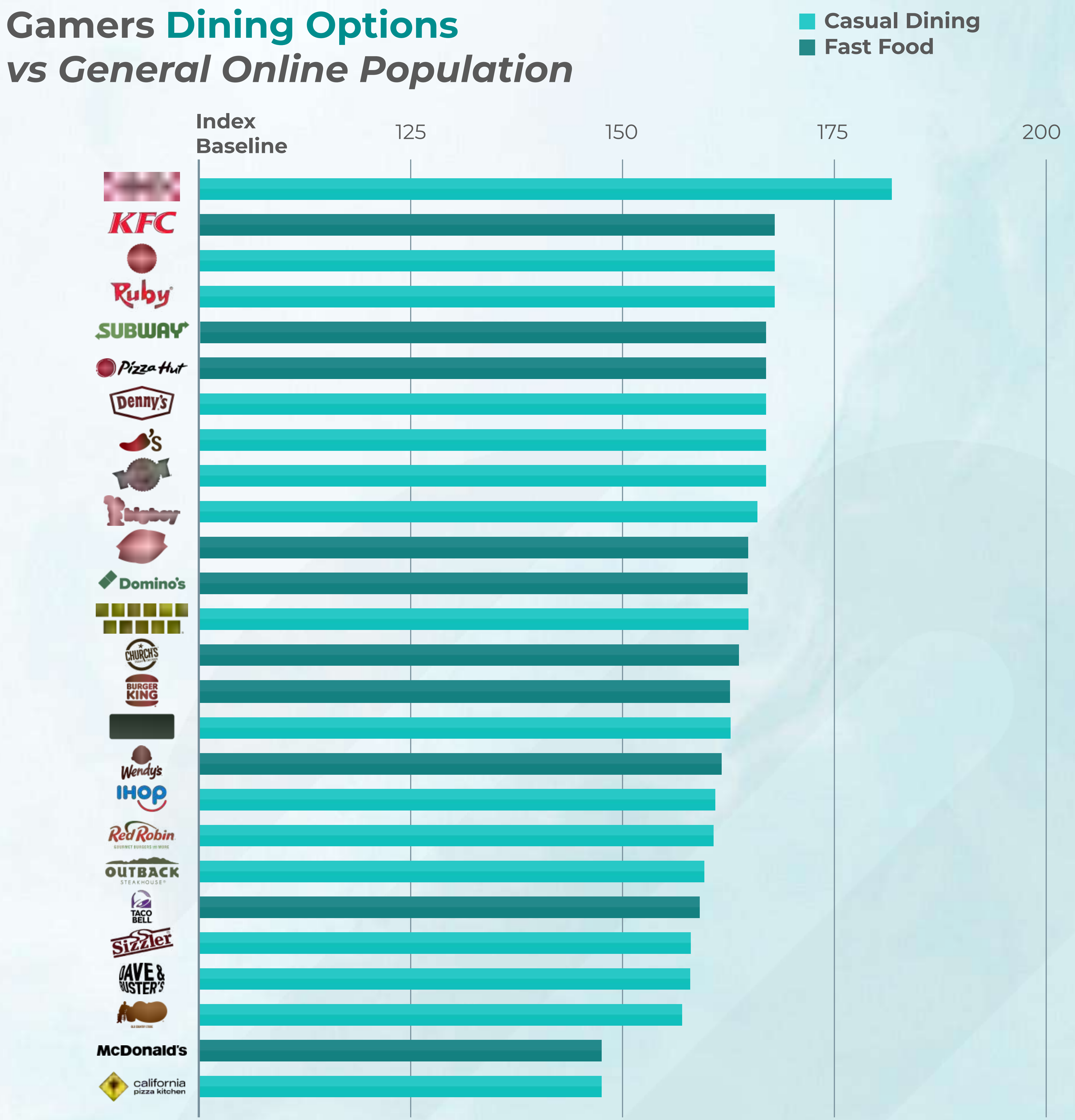
Unlike the stereotype of bargain-hunting shoppers, gamers show a distinct preference for premium grocery stores, valuing quality over price.

They tend to shop in-store more often and are less likely to visit discount chains, reflecting a broader trend of urban and suburban, higher-to-middle-income households.

GAMERS LOVE CASUAL DINING & FAST FOOD

Dining habits reveal that gamers over-index for both casual dining and fast food, with a slight preference for casual dining.

Popular choices include TGI Fridays and KFC, hinting at a mix of suburban families and urban young professionals. Their outside dining habits align with the higher discretionary income seen elsewhere in the data.



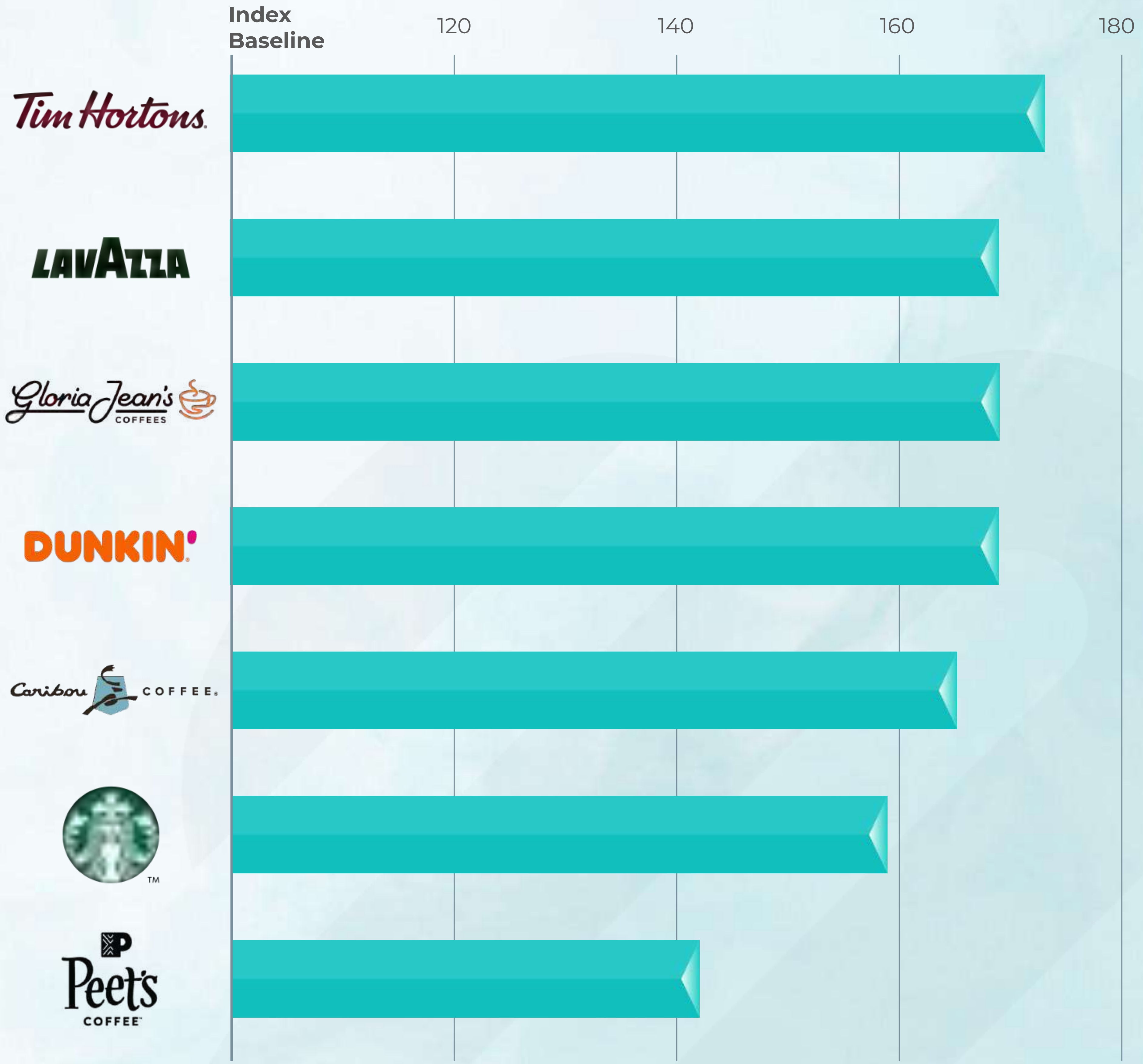
GAMERS ARE COFFEE LOVERS

Coffee culture is strong among gamers, who visit coffeehouses more than the general online population.

They show a preference for mainstream and specialty coffee shops like Tim Hortons and Gloria Jean's, while being less drawn to global giants like Starbucks.

This fits the broader profile of gamers as spenders who appreciate quality and variety.

Gamer's Coffeehouse Visitation *vs All Online Consumers*



GAMERS PREFER CONVENIENCE & VALUE FROM GYMS

Gamers are more likely to visit gyms than the average online user, but convenience and value are key.

They gravitate towards budget-friendly and convenience gyms rather than premium or full-service options, suggesting that fitness is something they fit around their lives rather than a central focus.

Gamer's Gym Visitation *vs All Online Consumers*

GAMERS ARE OUTDOOR ENTHUSIASTS

The data dispels the myth of gamers as inactive. Gamers over-index in visits to outdoor and sports retailers, showing a real enthusiasm for activities like camping, fishing, and sports.

This also points to a trend of family-oriented, active lifestyles and a preference for quality and style, especially among younger gamers.

Gamer's Sports Retail Visitation *vs General US Online Population*

GAME GENRES VS THE GAMER POPULATION

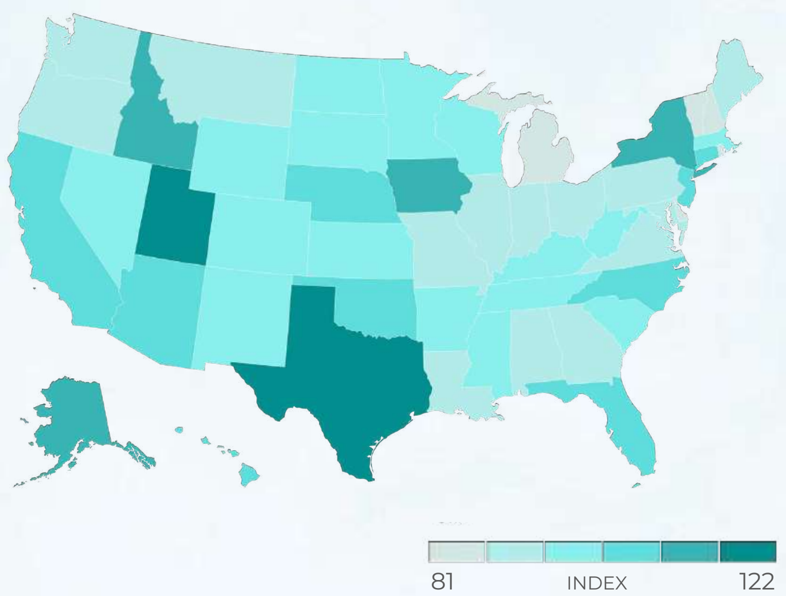
ACTION GAMERS ARE A **HIGH VALUE** & **DIVERSE** AUDIENCE

These gamers **skew more male** and cluster around two life stages: younger players (18–22) just starting out, and older, affluent players (50–59) with established households.

Across both groups, Action gamers are **convenience-driven**, relying on online shopping and delivery, and show **strong spending power**, especially at the top end.

Their shared passions range from sports and politics to business, finance, travel, and technology, with a strong preference for mainstream, easy-to-access brands in food, retail, and services.

Where to find Action Gamers...



Over-Index States

- Utah
- Texas
- Iowa
- Alaska
- New York

ACTION GAMERS

Demographics
Male skew; peaks at 18–22 and 50–59

Households
Larger family units, kids at home

Spending Power
Over-index at $100k+ and $500k+

Shopping
Online-first, delivery reliant

Food & Drink
Mainstream fast food;
Starbucks / Dunkin’

Interests
Sports, politics, finance, travel, tech

ACTION PERSONAS

COMPETITIVE ACTION GAMER

18–22, MALE

Young, value-driven, and lives for convenience.

- **Student** or **early career**; often **single** or in shared housing.
- Relies on delivery apps and mainstream fast food like **McDonald's**, **Taco Bell**, and **Subway**.
- Rarely in gyms or coffee houses, but when he is, picks budget or mainstream options like **Crunch Fitness** or **Starbucks**.

BRAND FIT

Delivery apps | QSR chains | Mainstream apparel | Affordable Tech/Gaming Hardware

AFFLUENT ACTION STRATEGIST

50–59, MALE

Affluent, efficiency-first, and family-focused.

- **Established career**; **large household**, often not the primary grocery shopper.
- Prefers mid-to-premium grocery chains like **Publix** and **Kroger**.
- Heavy reliance on **online shopping**; **fast food** for convenience.
- Low gym and coffeehouse use, but value-led when he does.

BRAND FIT

Premium travel | Tech | Realestate | Financial services | Mid-to-high tier grocery

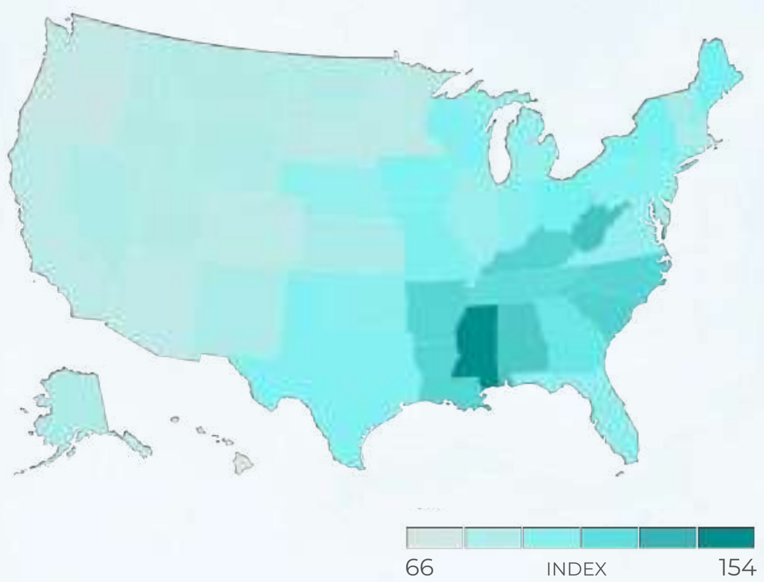
ARCADE GAMERS ARE CROSS-GENERATIONAL & LIFESTYLE-DRIVEN

Arcade gamers cluster around two life stages; younger (18–29) and older (60–69) adults. They are slightly more educated than the average gamer, often living in **larger** or **multi-generational households with children**.

Financially, they lean toward lower household incomes ($1–75k), making them **value-conscious**, but they still invest in lifestyle categories like dining, groceries, and fitness.

Geographically, they over-index in **Southern** and **Appalachian states**, where community and family ties shape consumer habits.

Where to find Arcade Gamers...



Over-Index States

- Mississippi
- West Virginia
- Alabama
- South Carolina
- Kentucky

ARCADE GAMERS

Demographics
Balanced gender split; peaks at 18–29 and 60–69

Households
Larger/multi-generational; kids at home

Spending Power
Lower income ($1–75k); value-driven

Shopping
Preference for in-person retail

Food & Drink
Strong QSR + casual dining habits

Interests
Business & finance, education, books, automotive, sports

ARCADE PERSONAS

THE YOUNG ADULT ARCADE PLAYER

18–29, MALE/FEMALE

Social, value-conscious, and style-driven.

- **College student** or **early career**, often single but in family or roommate households.
- Prefers **in-person shopping**, especially sneakers, sportswear, and electronics.
- Eats frequently at fast food places like **KFC**, **Papa Johns**, and **Church's Chicken**.
- Active in gyms like **Planet Fitness** and **LA Fitness**.

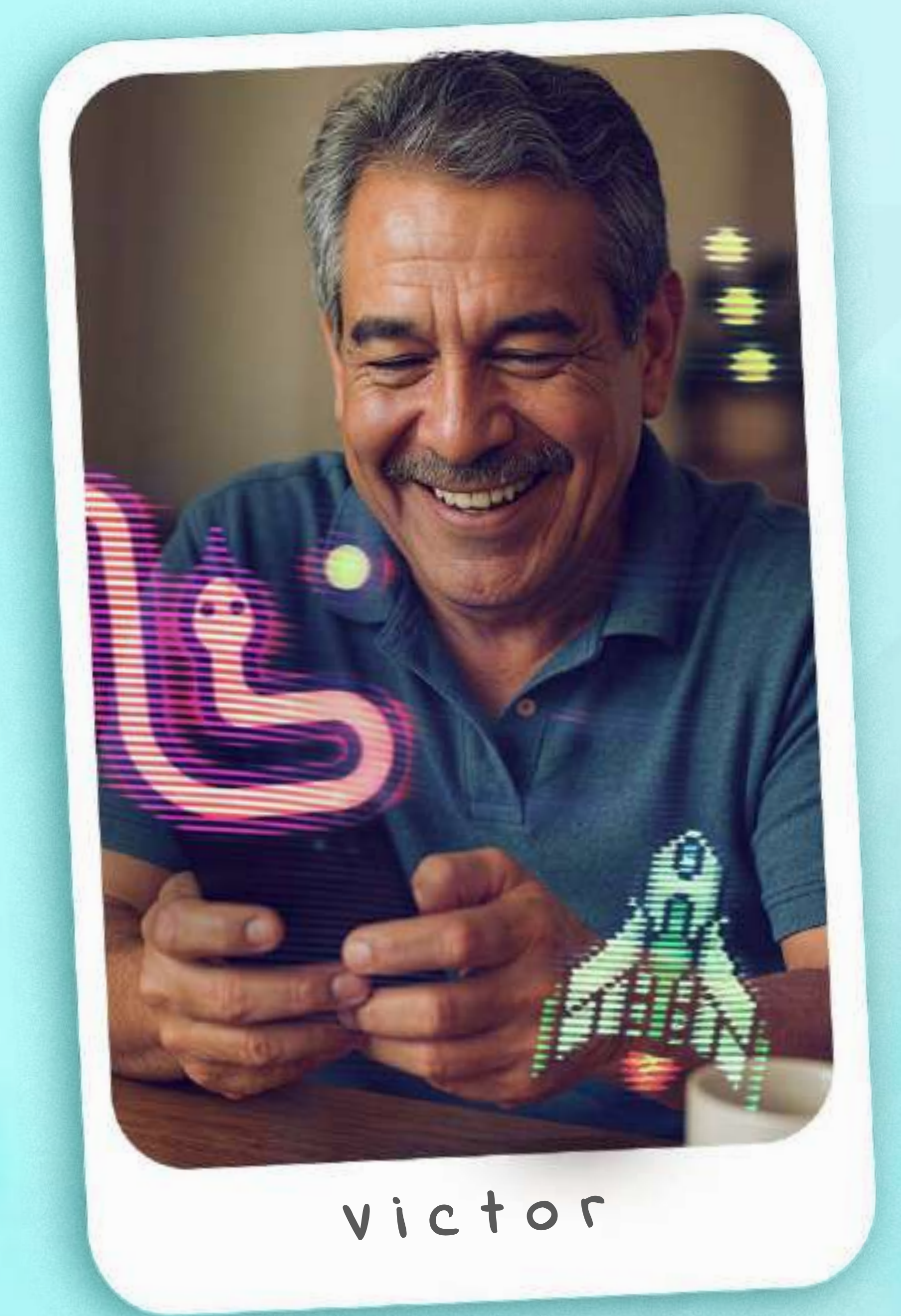
BRAND FIT

QSR/Fast casual dining | Affordable gyms | Tech/Gaming hardware | Automotive services | Sneaker & sportswear brands

THE ARCADE NOSTALGIC

60–69, MALE/FEMALE

Community-oriented, quality-focused, and family-driven.



- **Later career** or **retirement**; often in multi-generational households with kids and grandkids.
- Shops at mid-to-premium grocery stores like **Wegmans**, **Kroger**, and **Giant Eagle**.
- Higher restaurant visitation, especially casual family dining like **Ruby Tuesday**, **Waffle House**, and **TGI Friday's**.
- Enjoys outdoors & recreational shopping at places like **Bass Pro Shops** and **Camping World**.

BRAND FIT

Grocery | Casual dining | Financial literacy | Fitness/Wellness | Retirement services | Outdoor/Camping retailers | Bookstores

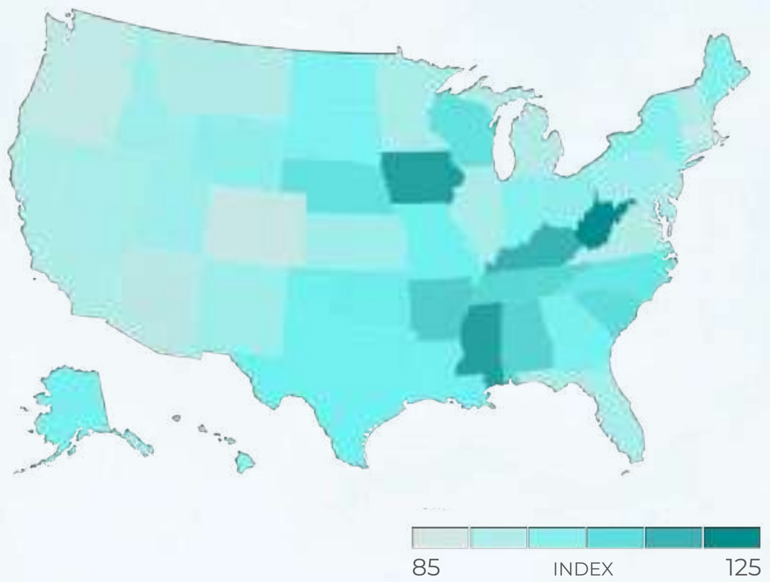
CASUAL GAMERS ARE BROAD & FAMILY-DRIVEN

Casual gamers are a **cross-generational audience**, with peaks among younger (23–29) and older (70–79) adults.

They are slightly **more educated** than average gamers, over-indexing on graduate degrees, while household and family dynamics align closely with the overall gaming norm.

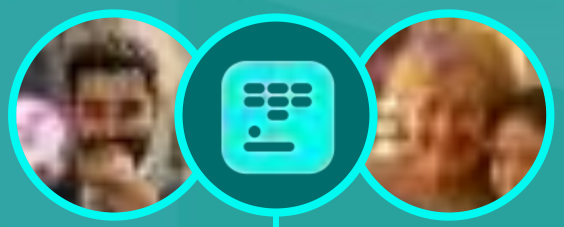
Economically, they lean toward lower incomes ($1–100k) and modest net worth (<$25k–$150k), making them **budget-conscious** but engaged across everyday categories.

Where to find Casual Gamers...



Over-Index States

- Kentucky
- Mississippi
- West Virginia
- Iowa
- Arkansas



CASUAL GAMERS

Demographics

Dual peaks at 23–29 and 70–79; balanced gender mix

Households

Family-oriented; typically 1–2 children, some large households

Spending Power

Lower income ($1–100k); modest net worth

Shopping

Reliant on delivery; value-seeking retail

Food & Drink

Fast food focus;
McDonald's most popular

Interests

Pets, pop culture, gaming, politics, news

CASUAL PERSONAS

THE BUDGET-FRIENDLY YOUNG PROFESSIONAL

23–29, MALE/FEMALE

Early career, socially engaged, and convenience-first.”

- Balancing work, social life, and casual gaming; often with **1–2 children**.
- Lower income (**$1–50k**), limited net worth (**<$25k**).
- Relies heavily on **delivery** and **online shopping** for food and groceries.
- Eats fast food on-the-go, with **McDonald’s** as a staple. Shops at **Academy Sports** or **Dick’s Sporting Goods**, often for kids’ sports gear.
- Gym visits rare; when they go, **Planet Fitness** is the choice.

BRAND FIT

Fast food | Sports apparel | Budget gyms | Delivery apps | Mainstream coffee chains

THE CONNECTED GRANDPARENT

70–79, MALE/FEMALE

Retired, family-oriented, and practically minded.

- **Retired**, seeking entertainment and mental stimulation through gaming.
- Lives in smaller or **multi-generational households**; often supports grandchildren.
- Mid-lower income (**$50–100k**), modest net worth (**$50k–150k**).
- Engages with **pets**, **books**, and **politics**.
- Occasional visits to **Starbucks** or **Tim Hortons**.

BRAND FIT

Delivery services | Family retailers | Value-based grocery/Dining | Pet care | Financial planning

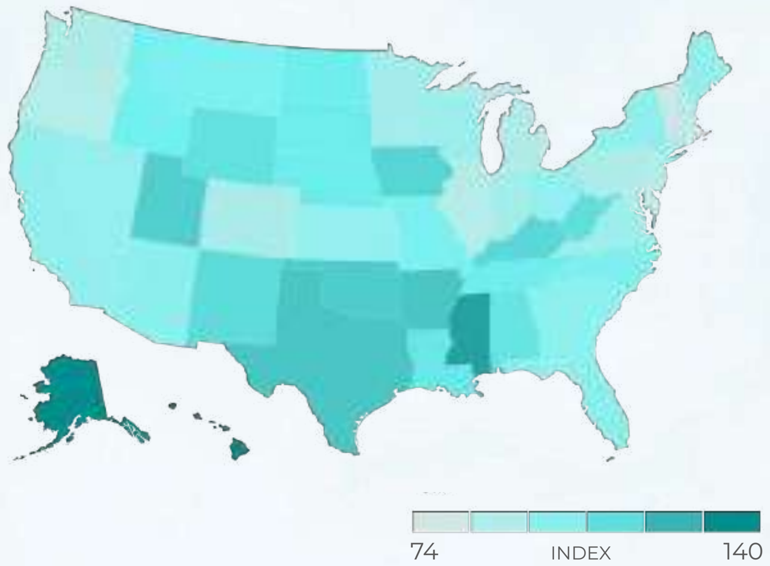
MUSIC GAMERS ARE DIVERSE & CULTURE-FOCUSED

Music gamers span **multiple life stages**, with notable peaks among younger adults (18–29), older adults (70–79), and even those over 89.

Gender balance aligns with the overall gaming average, while education skews lower, with an over-index on **high school education**.

Household dynamics are typical, though there is a small over-index on **very large families** (6–7 children). Financially, they lean toward **lower-to-mid incomes** ($1–100k) and **modest net worth ranges** ($25k–150k).

Where to find Music Gamers...



Over-Index States

- Hawaii
- Alaska
- Mississippi
- Texas
- Arkansas

MUSIC GAMERS

Demographics
Peaks at 18–29, 70–79, and 89+; balanced gender split

Households
Mostly average size; some very large families (6–7 kids)

Spending Power
Lower-to-mid income ($1–100k); modest net worth ($25k–150k)

Shopping
Primary grocery shoppers; active in retail

Food & Drink
Strong sit-down dining;
Sizzler over-index

Interests
Automotive, books, business & finance, home & garden, fine art

MUSIC PERSONAS

THE YOUNG MUSIC ENTHUSIAST

18–29, MALE/FEMALE

Cultural, expressive, and socially engaged.

- **Early career** or **student**, often single; small households common.
- **Lower-to-mid income** but active in lifestyle categories.
- Drawn to **pop culture**, **music, gaming**, and **social activities**.
- Relies on **mainstream brands**.
- Eats at **fast casual chains** or orders **delivery** for convenience.
- Invests in **tech**, **apparel**, and **entertainment**.

BRAND FIT

Affordable tech | Quick-service restaurants | Streaming services | Automotive accessories | Mainstream apparel/Footwear

THE CULTURAL GRANDPARENT

70–79+, MALE/FEMALE

Family-oriented, community-driven, and lifestyle-conscious.

- **Retired** or **late career**; with **children** or **grandchildren**.
- **Mid-range income**; invests in quality essentials and experiences.
- Interests span **books**, **fine art**, **home & garden**, **business & finance**.
- Often the **primary grocery shopper**.
- Prefers **sit-down restaurants** and social dining occasions.
- Shops cultural and lifestyle retail, with a focus on **practicality** and **value**.

BRAND FIT

Grocery | Home & lifestyle brands | Healthcare & wellness | Family dining chains | Financial planning services

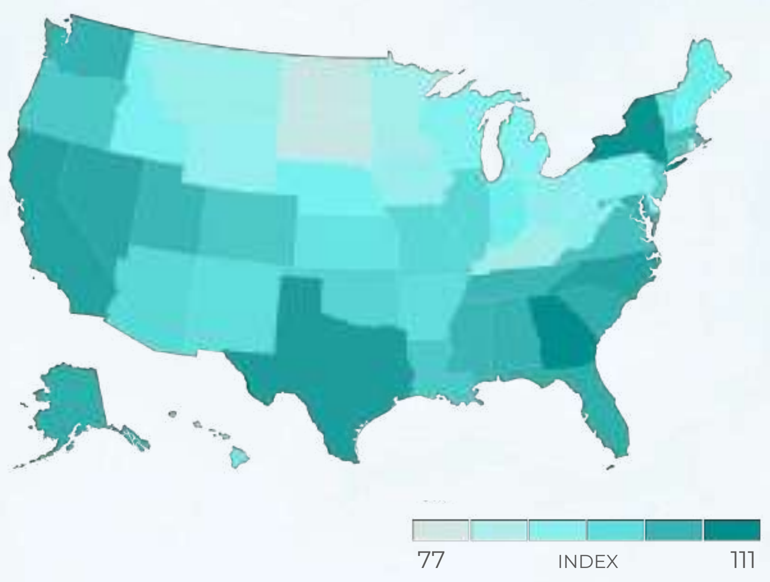
RACING GAMERS ARE YOUNG, GLOBAL & POLARIZED IN SPENDING

Racing gamers span a **wide age range**, over-indexing among young adults (18–39), older adults (50–79), and even those over 89.

Gender balance is in line with the gaming norm, but education levels skew lower, with nearly half holding only a high school diploma.

They are slightly more likely to be **single** (52%) and typically in smaller households, with fewer children. **Financially, this audience is polarized**, clustering both in lower-income households ($1–50k) and at the very high end ($2.5M–$10M).

Where to find Racing Gamers...



Over-Index States

- Washington DC*
- Georgia
- New York
- Texas
- North Carolina

*DC data not shown due to DC not being a state

RACING GAMERS

Demographics
Peaks at 18–39, 50–79, and 89+; balanced gender split

Households
Smaller families; under-index for 2+ children

Spending Power
Split between low income and ultra-high net worth

Shopping
Delivery reliance; low grocery visitation

Food & Drink
Favors fast food;
McDonald's, Subway, Taco Bell

Interests
Religion, travel, video gaming, fashion, personal finance

RACING PERSONAS

THE YOUNG SPEED SEEKER

18–29, MALE/FEMALE

Fast-paced, thrill-driven, and convenience-led.

- **Student** or **early career**, often **single** and living independently or with roommates.
- Lower income (**$1–50k**), modest net worth (**<$25k**).
- Drawn to **gaming**, **travel**, **fashion**, and **personal finance** as aspirational interests.
- Eats at mainstream fast food chains (**McDonald's**, **Subway**, **Taco Bell**).
- Shops selectively online, with interest in **affordable style** and **tech**.

BRAND FIT

Fast food/QSR | Delivery apps | Budget travel | Gaming/Tech | Affordable fashion

THE SEASONED RACER

50–69, MALE/FEMALE

Established, family-linked, and tradition-minded.

- **Mid-to-late career** or **semi-retired**; often single but **connected to family households**.
- **Moderate-to-high income**, with some over-index in affluent brackets.
- **Religious** and **interested in style**, and **personal finance**.
- Less likely to grocery shop or dine out; relies on **convenience and delivery services**.
- Limited gym engagement; leisure time spent on **travel** or **community**.

BRAND FIT

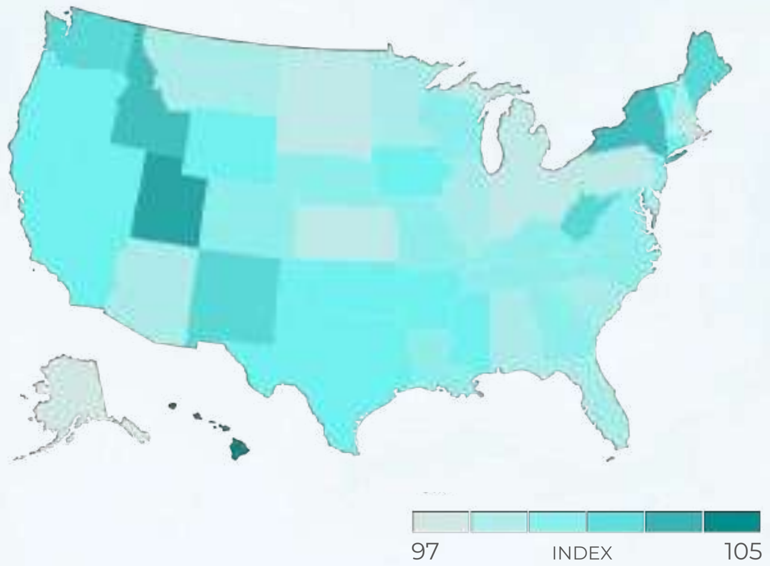
Financial services | Mid-tier travel | Casual dining chains | Automotive brands | Faith-based or community-linked products

SIMULATION GAMERS ARE AFFLUENT & FORWARD-LOOKING

Simulation gamers peak among **younger adults** (23–39) and **older adults** (70–79). Gender balance mirrors the overall gaming average, but **education is higher**, with an over-index on college degrees.

Family size tends to be smaller, with most in the 0–2 children range. Financially, this audience is affluent, with significant representation in **high-income households and net worth ranges** ($500k–$1M).

Where to find Simulation Gamers...



Over-Index States

- Arkansas
- Hawaii
- Utah
- Idaho
- New York

SIMULATION GAMERS

Demographics
Peaks at 23–39 and 70–79; balanced gender split

Households
Smaller families; under-index for 3+ children

Spending Power
Higher income; strong $500k–$1M net worth

Shopping
Delivery-reliant; not primary grocery shoppers

Food & Drink
Lower grocery & restaurant visits; Starbucks common

Interests
Travel, tech, fashion, religion, sports, TV

SIMULATION PERSONAS

THE YOUNG LIFESTYLE EXPLORER

23–39, MALE/FEMALE

Tech-savvy, style-conscious, and convenience-first.

- **Early-to-mid career**, often single or in **young-family households** (0–2 children).
- **College-educated** with interests in style & fashion and sports.
- Less frequent coffeehouse visitor, **Starbucks** occasionally.
- Grocery and restaurant visitation under-index, pointing to **reliance on delivery** services.
- Shopping tends to be selective, with a tilt toward **tech** and **lifestyle goods**.

BRAND FIT

Streaming and tech brands | Fashion/Retail | Delivery apps | Casual entertainment | Travel services

THE RETIRED DREAM BUILDER

70–79, MALE/FEMALE

Comfort-driven, family-connected, and aspirational.

- **Retired** or late career, **often married**.
- **Smaller households** with **grown children**, under-indexed for 3+ kids.
- Higher household wealth (**$500k–$1M net worth**), reflecting life stage accumulation.
- Interests: **religion**, **travel**, **television**, **technology**.
- Limited gym and restaurant engagement — **home and family** are the hubs of activity.

BRAND FIT

Travel & leisure brands | Financial services | Home technology | Family entertainment | Wellness products

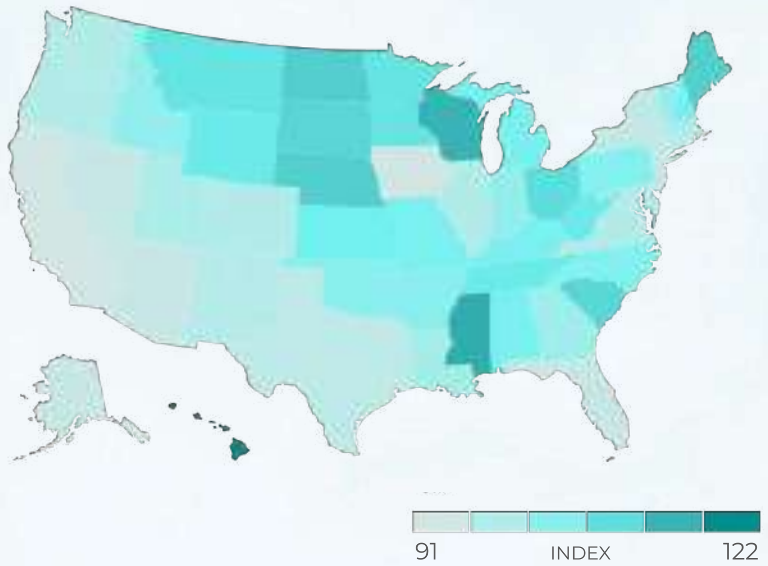
SPORTS GAMERS ARE HIGH-INCOME & ENTERTAINMENT FOCUSED

Sports gamers over-index among young adults (23–39) and older adults (70–89). Gender balance is aligned with the overall gaming average, while education is higher with an over-index on **college degrees.**

They are slightly more likely to be **married and often child-free**.

Financially, this audience is **affluent**, with strong representation in high-income households and net worth ranges above $250k.

Where to find Sports Gamers...



Over-Index States

- Iowa
- Hawaii
- Mississippi
- Wisconsin
- Nebraska
- Maine

SPORTS GAMERS

Demographics

Peaks at 23–39 and 70–89; balanced gender split

Households

Slightly more married; often no children

Spending Power

Higher income; strong $250k+ net worth

Shopping

Delivery-reliant; not primary grocery shoppers

Food & Drink

Fast food favorites;
McDonald's, Taco Bell

Interests

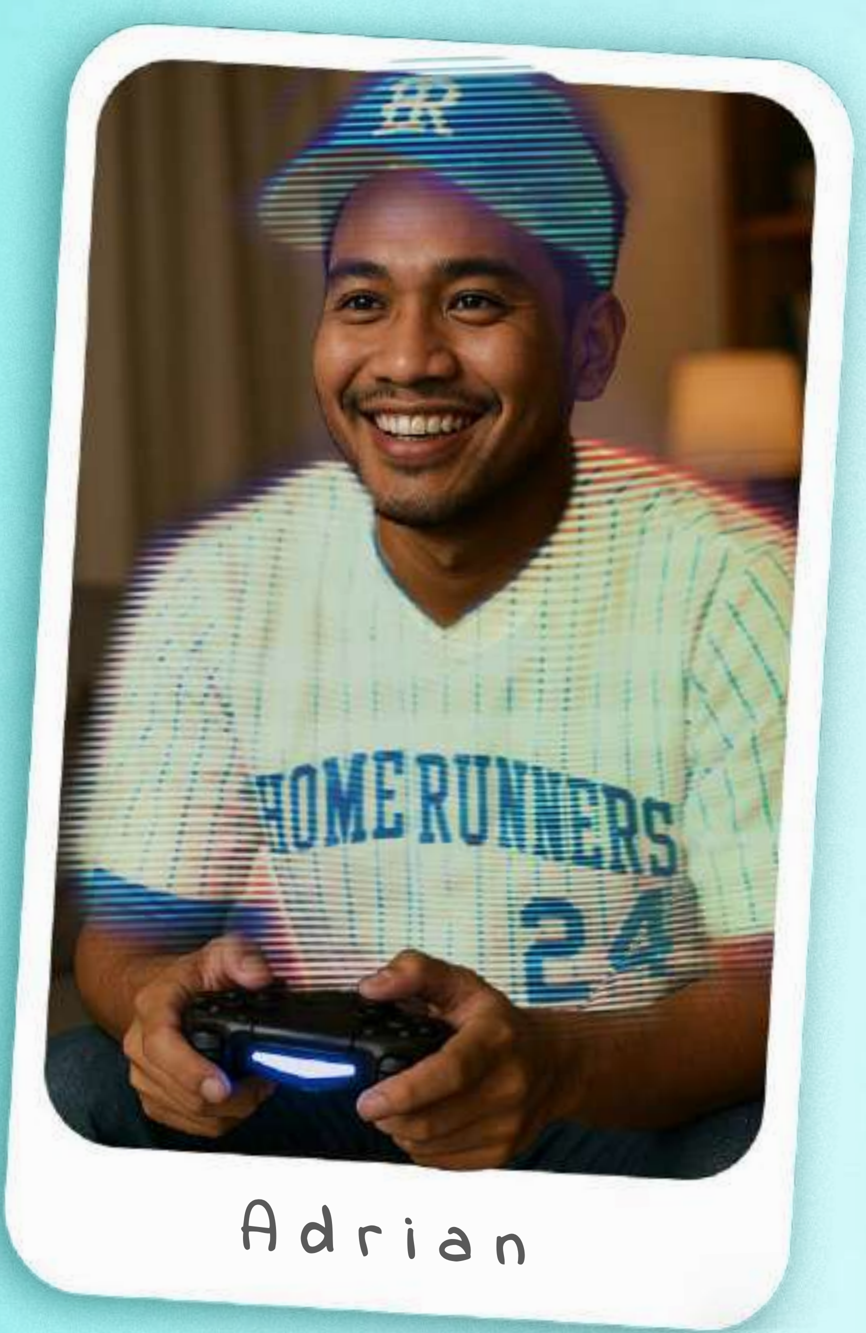
Sports, pets, travel, shopping, TV, pop culture

SPORTS PERSONAS

THE COMPETITIVE YOUNG FAN

23–39, MALE/FEMALE

Sports-driven, socially active, and budget-conscious.



- **Early-to-mid career**; often **single**, with fewer children than average (over-index on 0 kids).
- More likely **College-educated**
- Coffeehouse visits below average, **Starbucks** if they do.
- **Lower gym engagement** compared to other genres.
- Fast food is a mainstay, with **McDonald's** and **Taco Bell** as go-to brands.

BRAND FIT

Quick-service restaurants | Sportswear brands | Mainstream grocery chains | Travel | Entertainment/Streaming

THE GOLDEN FAN

70+, MALE/FEMALE

Comfort-driven, family-connected, and aspirational.

- **Retired**, often **married**; smaller or empty-nest households, but **connected to family**.
- Financially secure, with **net worth over $250k+**.
- **Education levels high**; lifelong learning and cultural engagement valued.
- Interests: **sports** (lifelong fans), **television, pets, travel, shopping**.
- Under-index in grocery/restaurant visitation, **relying more on delivery services**.

BRAND FIT

Healthcare & wellness | Travel | Grocery delivery | Fast food/QSR | Streaming services | Pet care brands

BOARD, PUZZLE, & TRIVIA GAMERS: FAMILY-ORIENTED , PRACTICAL , AND KNOWLEDGE-DRIVEN

Board, puzzle, and trivia gamers share several key traits that set them apart from other gaming audiences.

These groups over-index among **older adults**, are more likely to be part of large or multi-generational households, and place a strong emphasis on education, family, and community.

Financially, they tend to cluster in lower-to-mid income brackets, but often show prudent asset-building and higher net worth compared to peers, reflecting a **practical and value-driven mindset**.

Demographics

Peaks among older adults (50–79 for puzzle, 50–59 for board, 40–79 for trivia); balanced gender split.

Households

Strong family focus: board gamers in large families, puzzle gamers in smaller ones, trivia gamers more likely married with children.

Spending Power

Mostly lower-to-mid income, but prudent with assets; trivia gamers skew affluent ($150k–$2.5M net worth).

Shopping

In-person grocery shoppers, preferring premium or mid-tier stores.

Food & Drink

Board and trivia gamers dine out often; puzzle gamers lean toward home delivery and select casual chains.

Interests

Business & finance, books, education, automotive; puzzle gamers add religion/spirituality, board gamers add sports and news.

BOARD, PUZZLE & TRIVIA PERSONAS

THE EDUCATED FAMILY CONNECTOR | BOARD

50–59, FEMALE

Educated, family-centric, and health-conscious.

- **Graduate-educated professional** or **homemaker**, balancing career, household, and family.
- Larger families (**4+ kids**), often the primary grocery shopper.
- Lower-to-mid household income but stable financial footing (**net worth $25k–200k**)
- Shops premium groceries at places like **Whole Foods** and **Wegmans**, and avoids budget retailers.

BRAND FIT

Premium grocery | Education services | Literature/publishing | Casual dining | Outdoor/lifestyle brands | Fitness & wellness

THE SILVER STRATEGIST | PUZZLE

60–79, MALE/FEMALE

Experienced, thoughtful, and mentally engaged.

- **Retired** or **late career**; often **single**, sometimes widowed.
- Lives in **smaller households**, often with one child or grandchildren visiting.
- **Lower-to-mid income**; modest net worth, careful with spending.
- Enjoys mental challenge and leisure from puzzle play.
- Interests include **books**, **religion/spirituality**, and **light gaming**.

BRAND FIT

Healthcare and wellness | Educational products | Puzzle/brain-training apps | Mid-tier grocery | Casual dining

THE KNOWLEDGE-DRIVEN PROFESSIONAL | TRIVIA

40–59, MALE/FEMALE

Curious, family-focused, and financially secure.

- **Mid-career**, often **married**, with children at home.
- **Education above average**, with many holding some college or higher.
- Household income and net worth are strong (**$150k–$250k+**, some **$500k–$2.5M**).
- Interests: **automotive**, **books & literature**, **business & finance**.
- Grocery shopper at mainstream/mid-range stores (**Hy-Vee**).

BRAND FIT

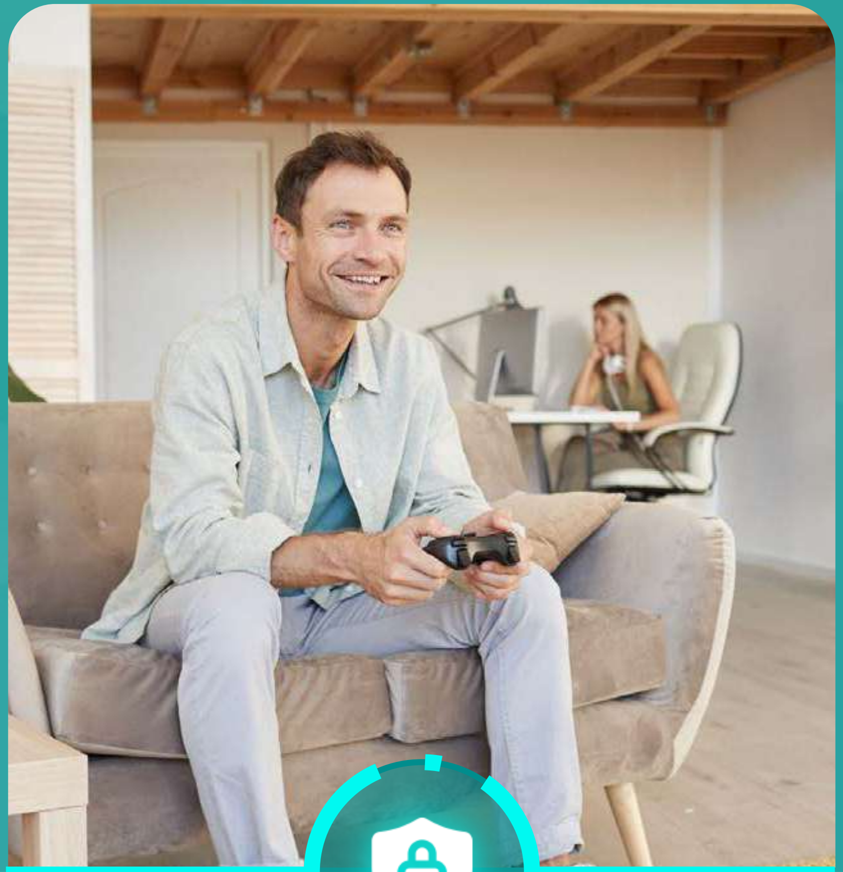
Mid-range grocery | Casual dining | Coffee chains | Value gyms | Publishing/books

TURN INSIGHT INTO IMPACT : TARGET YOUR AUDIENCE CROSS-GAME WITH ANZU

As this report makes clear, **today's gaming audiences are more diverse, engaged, and influential than ever.** With the same audiences spanning multiple games and genres.

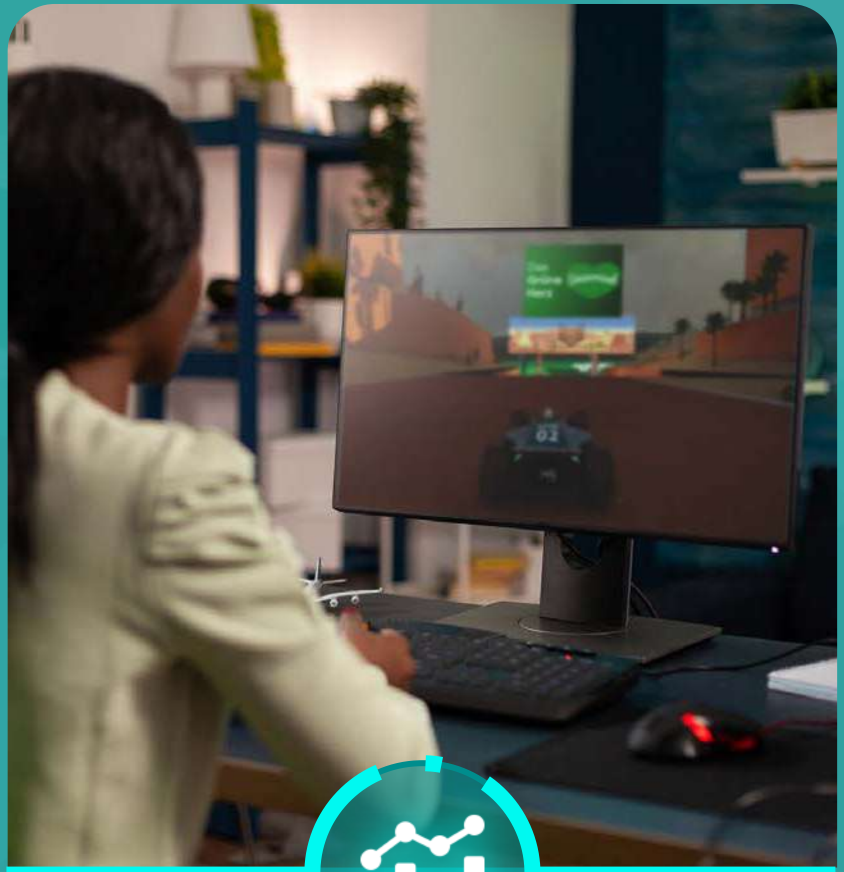
Non-intrusively reach your audience across their favorite gaming environments with Anzu.

FIND OUT MORE



Privacy-safe, precision targeting, to reach your audience in their favorite games.

Reach 62,400 unique audience segments across **180+ countries** with **exposed audience insights**.



Activate **first-party data,** for **retargeting**, **custom audiences** and **lookalikes**.

SEMCASTING: GAMING'S AUDIENCE POTENTIAL

*The stereotype profile of an American gamer is turned on its head with this report. **This report provides a foundation for smarter, more effective campaigns across the digital landscape.***

*From Semcasting's perspective, the mapping of the Anzu audience provides a **new level of clarity** on a consumer sector that is often misunderstood.*

What Anzu is doing with this data provides the insights required for marketers seeking deterministic reach to a new category of user: they are providing a higher degree of transparency and measurement to a channel that advertisers have struggled to accurately define and access at scale.

*Anzu's **massive, engaged audience** provides both the scale and the audience-centric data necessary to move in-game advertising forward as a core, mainstream ad category."*

RAY KINGMAN
CEO

SEMCASTING

GET STARTED TODAY!

anzu.io | marketing@anzu.io