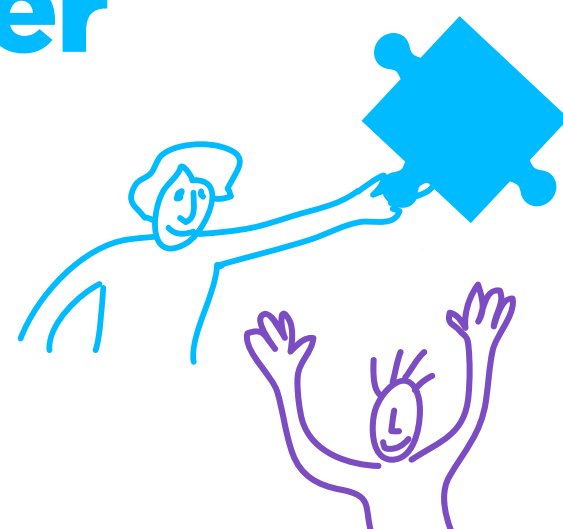


Putting the pieces together: about today's puzzler

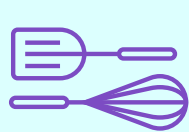
1 in 2 Americans puzzle at least once a year - be it families who have a puzzle under construction on the dining table or Millennials looking for a digital escape or seniors who puzzle to stay mentally fit.



who? →



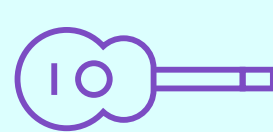
readers



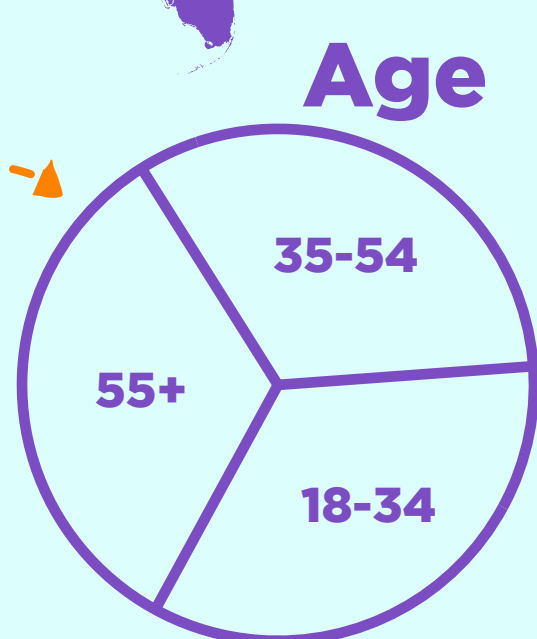
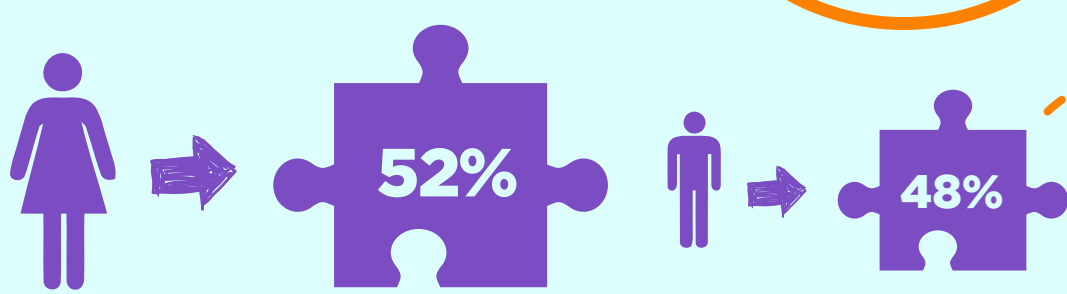
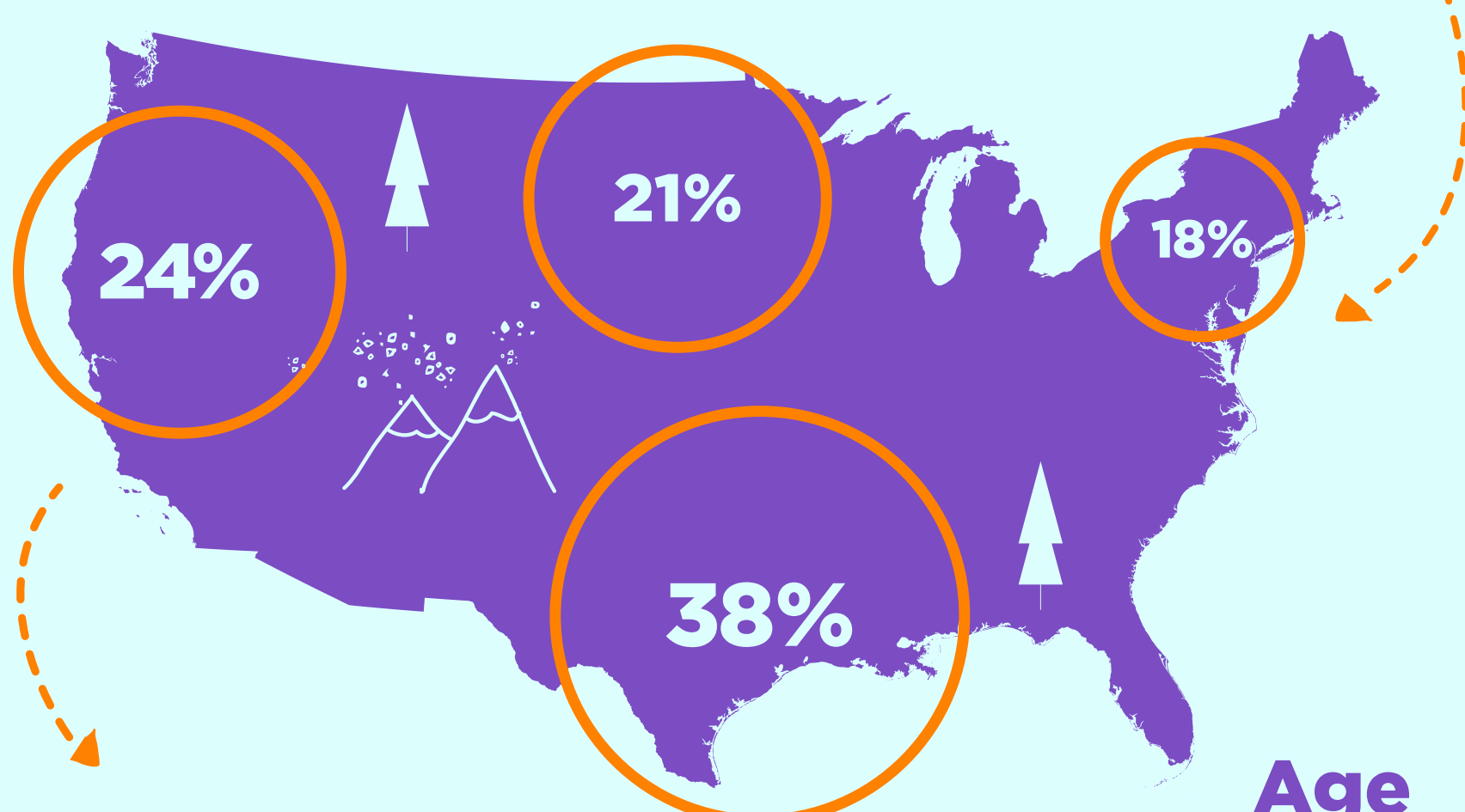
cooking enthusiasts



travelers

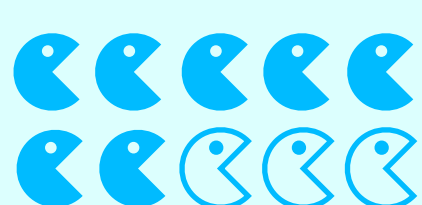


music lovers

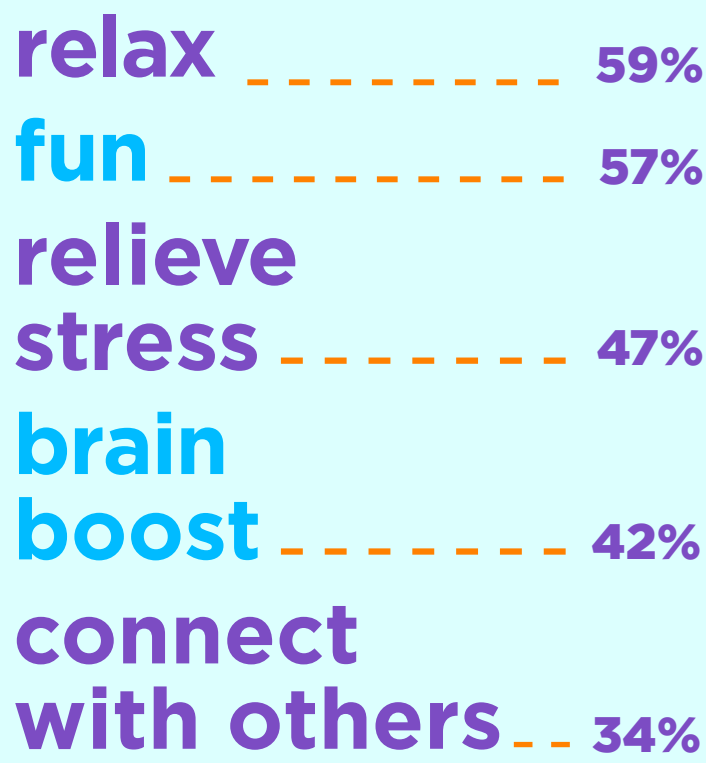


7 out of 10

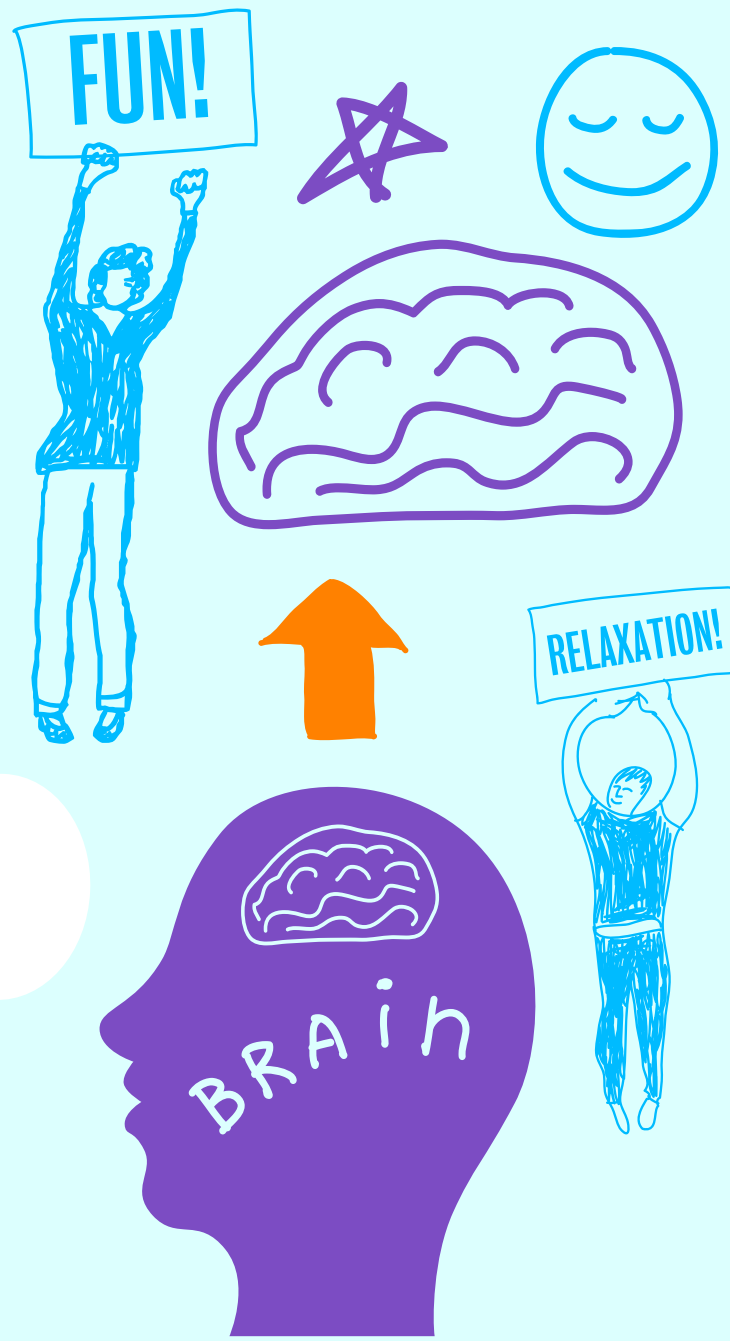
← when?



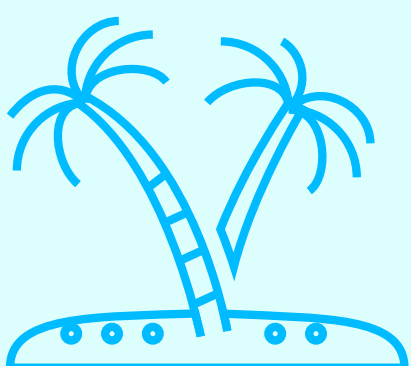
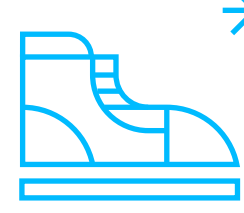
why? ↓



people say solving jigsaw puzzles is a family tradition



3 in 4 say they puzzle most in the winter



59%

say they like to puzzle on vacation or a holiday break

how? →



84% puzzle together

39%

spend 30 min to 1 hr per puzzle session