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: 24%
- Travelers: 21%
- Music lovers: 18%
- Cooking enthusiasts: 38%
- 1 in 2 Americans puzzle at least once a year

When?

7 out of 10 people say solving jigsaw puzzles is a family tradition.

Why?

- Relax: 59%
- Fun: 57%
- Relieve stress: 47%
- Brain boost: 42%
- Connect with others: 34%

How?

- 84% puzzle together
- 39% spend 30 min to 1 hr per puzzle session
- 59% say they like to puzzle on vacation or a holiday break

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Source: Ipsos poll of 961 adults 18+ who puzzle conducted online November 9 - 14, 2018 on behalf of Ravensburger.