



Research Findings

Nearly Half of Adults in the U.S. Enjoy Solving Jigsaw Puzzles At Least Once a Year

Among Those Who Puzzle, Relaxation, Fun and Stress Relief are the Top Three Reasons Mentioned for Puzzling

Washington, DC, January 3, 2019 — According to a recent online survey conducted by Ipsos on behalf of Ravensburger, nearly half (48%) of American adults enjoy puzzling at least once a year – that is, jigsaw puzzles meant for adults (e.g., those that have 500+ pieces) – including one in five who say they puzzle monthly/weekly/daily (19%). Those most likely to enjoy puzzling at least monthly include men (24% vs. 14% of women), younger adults (34% of 18-34-year-olds vs. 10% of those age 55+), and those with children living at home (28% vs. 15% of those with no kids). On the other hand, 52% of American adults say that they puzzle less than once a year or never.

Relaxation (59%) and fun (57%) are the most common reasons mentioned for puzzling – and this is especially true for women, older adults, those earning less than \$50,000 annually, and those who puzzle weekly/monthly/several times a year. Nearly half of those who puzzle also say that they do so for stress relief reasons (47%). At least three in ten puzzle because it's a brain-booster (42%), time-filler (30%), or because it gives them a chance to spend time with others (34%). One in four find solving jigsaw puzzles rewarding (26%), while nearly one in five puzzle to create artwork (18%).

Moreover, for seven in ten, solving jigsaw puzzles is a family tradition (69%). The majority of those who puzzle further agree that they like to puzzle while on vacation/holiday break (59%) – and three quarters admit that they puzzle more in the winter (76%).

- Men (74% vs. 66% of women), adults under the age of 35 (73% vs. 61% of those age 55+), the more affluent (73% of those earning \$50,000 annually or more vs. 62% of those earning less), those with children living at home (80% vs. 62% of those with no kids) and those with a college degree (74% vs. 65% of those with no degree) are among the most likely to emphasize the importance of puzzles as a family tradition. Young adults, parents, and those with a college degree are also more likely to report enjoying solving puzzles while on vacation/holiday break.
- Those who puzzle on a daily or weekly basis are also much more likely to agree that solving puzzles is a family tradition for them and that they enjoy solving puzzles while on vacation/holiday breaks compared to those who puzzle less often than this.

Those who puzzle are most likely to do so by themselves (59%) - though three in ten (29%) enjoy puzzling with their spouse/partner and just over a quarter puzzle with their children/grandchildren (26%). Puzzling with other family members (16%) or with friends (13%) is not as common, though more than one in ten nevertheless do.

Among those who puzzle, the average amount of time spent per puzzle session is just over an hour and a half (102 minutes). This includes 16% who say they spend less than 30 minutes per puzzle session, two in five (39%) who report typically spending between 30 minutes to an hour puzzling, and another three in ten (29%) who spend between an hour to two hours per puzzle session. One in six adults (16%) say that they spend more than two hours at a time when puzzling.

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Negar Ballard**
Senior Account Manager, U.S., Ipsos Public Affairs
Email: negard.ballard@ipsos.com
Tel: +1 312 292-8366



Research Findings

When it comes to puzzle solving habits, 94% of those who puzzle say that they always put the edge puzzle pieces together first. Two thirds (67%) further agree that they always flip over all the puzzle pieces and sort by color first.

Other hobbies enjoyed by those who puzzle include reading (60%), music (59%, listening, concert-going, playing music, etc.), cooking/baking (56%), traveling (51%) and playing board games (50%). Two in five also enjoy cross word puzzling (43%) and exercising (42%), and at least three in ten like to garden (35%) and go camping (30%). Sizeable proportions also enjoy photography (25%), volunteering (25%), playing sports (23%), sewing/knitting (21%) and yoga/meditation (21%).

About the Study

These are the findings from an Ipsos poll conducted November 9 - 14, 2018 on behalf of Ravensburger. For the survey, a sample of 2,011 adults ages 18 and over from the continental U.S., Alaska and Hawaii was interviewed online, in English. This includes 961 adults who puzzle at least once a year. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of ± 2.5 percentage points for all respondents and ± 3.6 percentage points for those who puzzle.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income.

Statistical margins of error are not applicable to online nonprobability sampling polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=2,011, DEFF=1.5, adjusted Confidence Interval=4.0 and n=961, DEFF 1.5, adjusted Confidence Interval=5.1).

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

For more information on this news release, please contact:

Negar Ballard
Senior Account Manager, U.S.
Ipsos Public Affairs
+1 312 292-8366
negar.ballard@ipsos.com

Marie-Pierre Lemay
Senior Account Manager, U.S.
Ipsos Public Affairs

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Negar Ballard**
Senior Account Manager, U.S., Ipsos Public Affairs
Email: negard.ballard@ipsos.com
Tel: +1 312 292-8366



Research Findings

+1 613 793-1622

marie.lemay@ipsos.com

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,780.5 million in 2017.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Euronext Paris.
The company is part of the CAC Mid & Small index
and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
www.ipsos.com

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Negar Ballard**
Senior Account Manager, U.S., Ipsos Public Affairs
Email: negard.ballard@ipsos.com
Tel: +1 312 292-8366