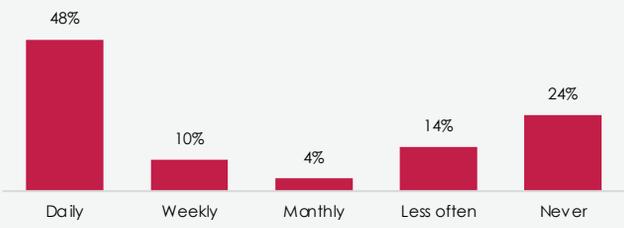


# Electronic Entertainment

From gaming to podcasts and audio books we're delving into the world of electronic entertainment. Whether it's on a smartphone, smart speaker or games console, our October survey uncovered the Northern Ireland outdoor audiences' thoughts and habits on 'electronic entertainment'. Here's a snapshot of what our Northern Ireland Urbanites told us...

## Mobile gaming frequency



## Mobile gaming statements

- 59%** only ever download and play free mobile games whilst **7%** often pay for games. **31%** have however, made an in-game purchase when playing,
- 43%** often play games on their smartphone when travelling by public transport and **20%** do so when out and about in general.
- 86%** say the main reason for playing games on their mobile is to pass the time whilst **37%** do so to relieve everyday stresses.

## Who's playing? Games consoles

- 33%** personally own and play a games console such as Playstation or Xbox.
- 27%** say their children play a games console as Playstation or Xbox.
- 20%** say someone else in their household plays a games console
- 8%** often buy console games for member's of their household

## Games console loyalty

**44%** aren't necessarily loyal to a games console brand and admit that when they want a new games console they wont always upgrade to the brand they currently own!

## Podcast listening habits

- 36%** are loyal to podcasts and subscribe so they don't miss new episodes
- 28%** are always on the lookout for inspiration and new podcasts to listen to
- 29%** say they listen to a selection of podcasts at once, on rotation

## Podcast occasions

Our urbanites told us during which occasions they are most likely to listen to podcasts...

Occasion	Percentage
At home when relaxing in general	48%
Travelling to / from work, school or college	41%
When out for a walk	32%
At home cleaning / doing house work / gardening	29%
At home when cooking	25%

### TIME ON THE TOILET: MOBILE GAMING

**50%** admitted to playing games on their smartphone when at the loo!

### COMEDY TO CRIME: PODCAST FAVS

**48%** list comedy podcasts as their favourite type with **30%** opting for true crime as their favourite genre.

### OH NO TO AUDIO (BOOKS)

**55%** still prefer physical books to audio books with **21%** having tried but admitting it wasn't for them!

For more insights and opinions visit:

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