



DIGITAL AUDIO & MOBILE GAMING

In our August survey we uncovered opinions on digital audio (music streaming, listening to podcasts, catch up radio or live radio via the internet or via a mobile app) and mobile gaming.... take a look at a snapshot of this month's survey results below.

SMART SPEAKER LISTENING

40% listen to digital audio via smart speaker making it a popular choice

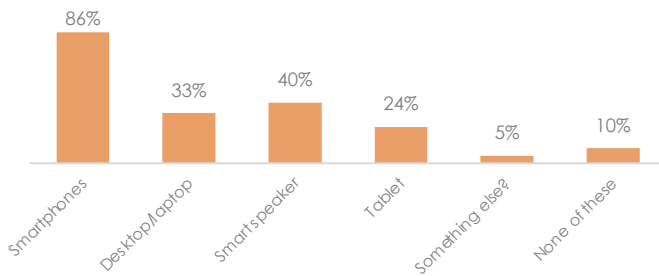
RISE AND SHINE WITH RADIO

48% listen to live radio on a connected device in the morning

LISTEN WHILE YOU WORK

41% listen to digital audio at work or place of study in the past week

Digital audio listening



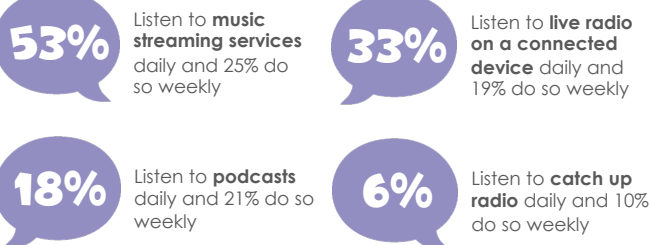
Digital audio listening habits

85% of digital audio listening occurs in the home with **44%** when out walking and **27%** on public transport.

74% listen to digital audio when doing household chores, **63%** listen when relaxing and **67%** listen when travelling.

30% are listening to digital audio more now than they were 6 months ago with only **9%** saying they listen to less.

Digital audio listening frequency

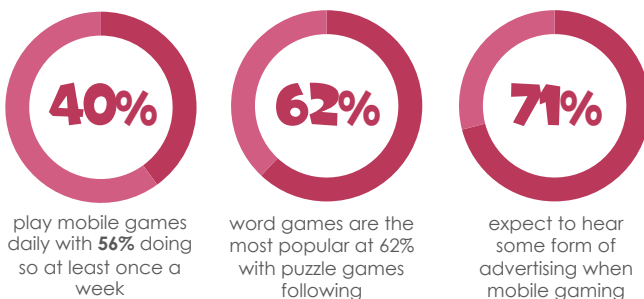


Listening more often

45% say they are listening to more digital audio now than 6 months ago because they are listening whilst doing other activities.



Mobile gaming habits



Top 5 reasons for mobile gaming

