

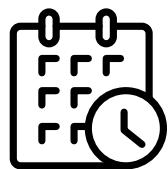


# Íslendingar spila tölvuleiki

## Febrúar 2019



- **Netkönnun**







- **Fyrsti til sjötti febrúar  
2019**

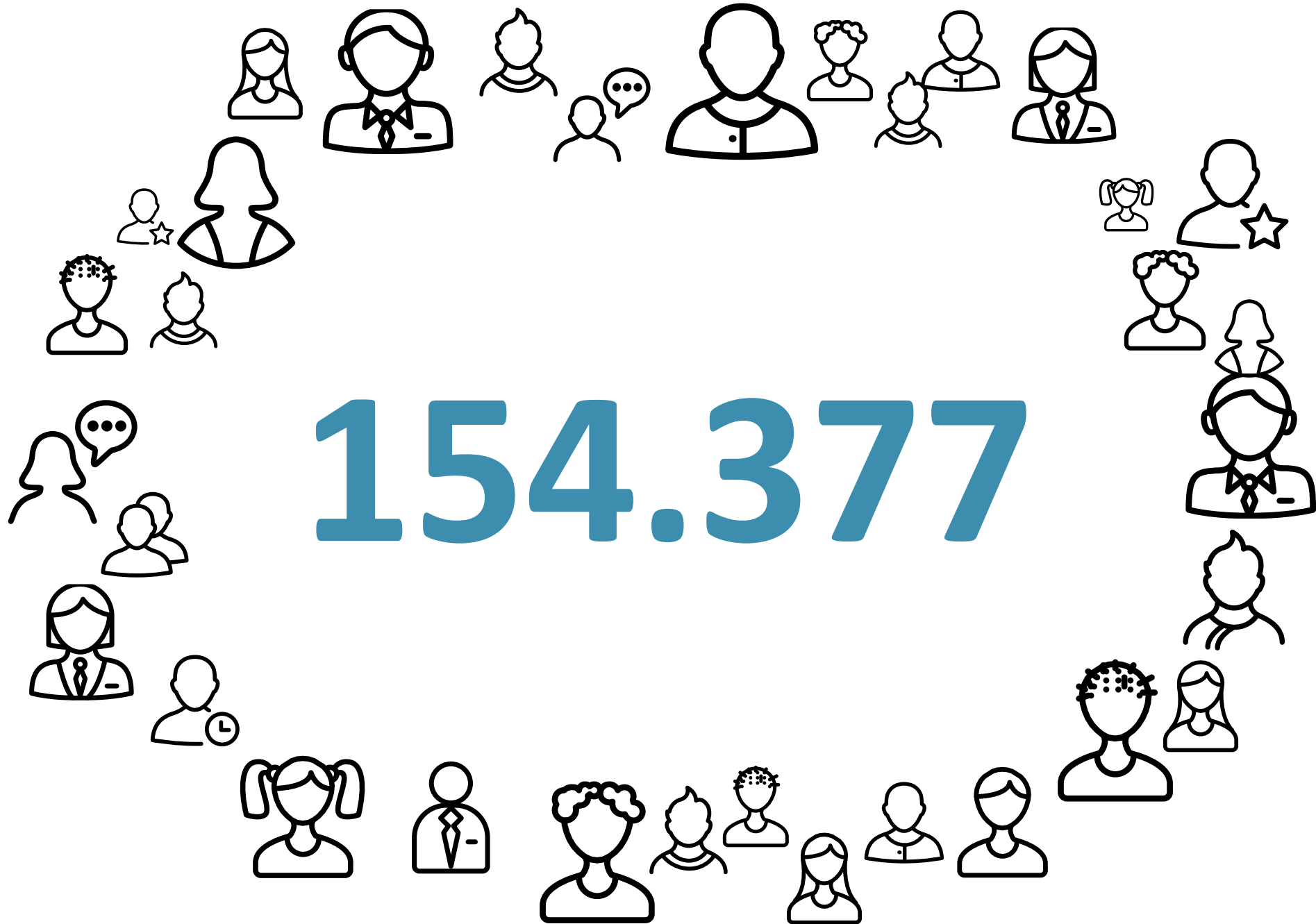


- **Könnun gerð meðal 18 ára  
og eldri af landinu öllu  
1447 manna úrtak  
738 svör  
51% svarhlutfall**

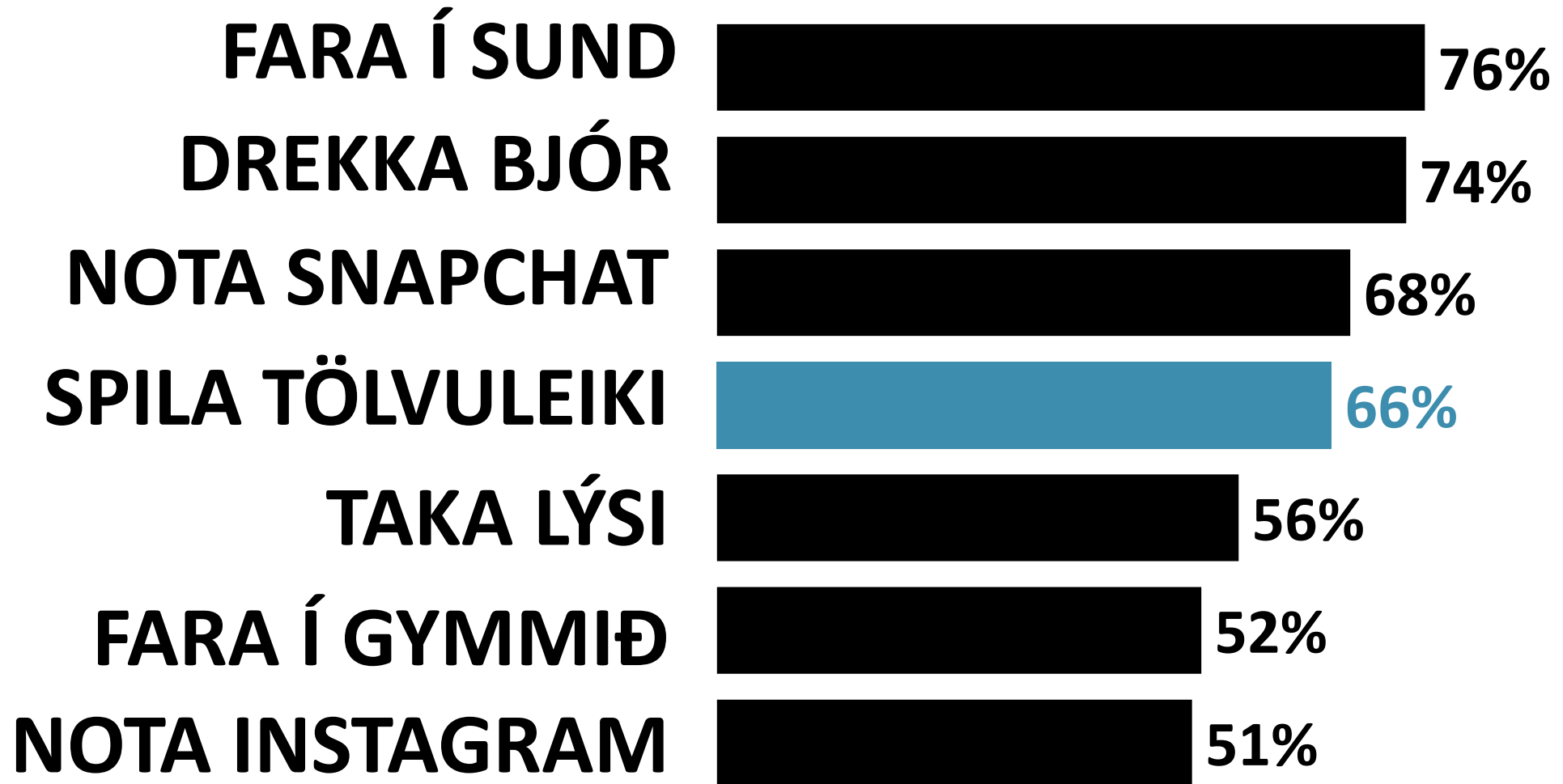
## Spurningar

- **Hversu oft spila Íslendingar  
tölvuleiki í...**
  -  **Síma?**
  -  **Spjaldtölvu?**
  -  **Fartölvu eða Borðtölvu?**
  -  **Leikjatölvu?**
- **Hversu miklum tíma verja  
Íslendingar í tölvuleiki?**

**HVERSU MARGIR  
ÍSLENDINGAR  
SPILA TÖLVULEIKI?**

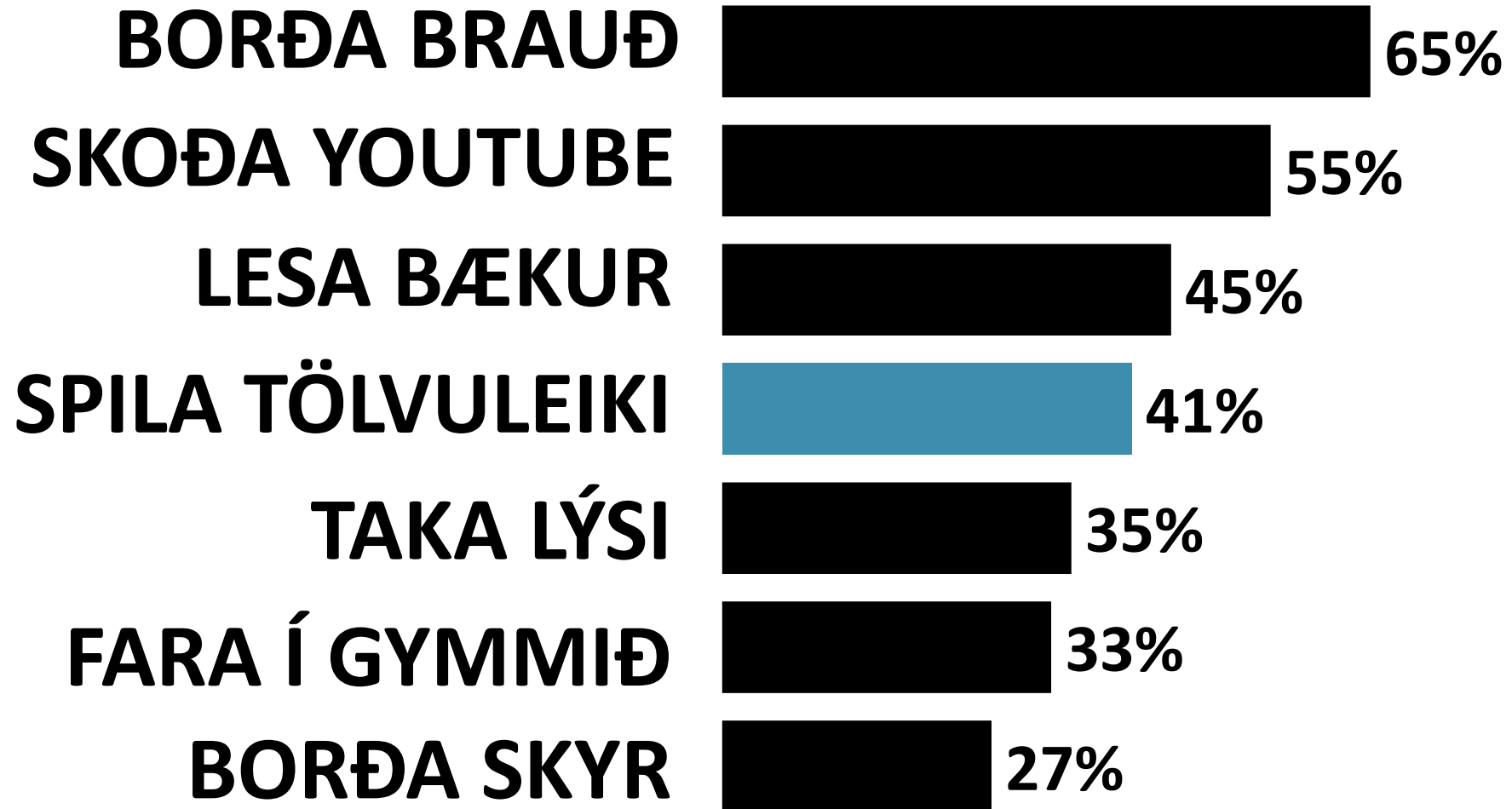


66%



41%

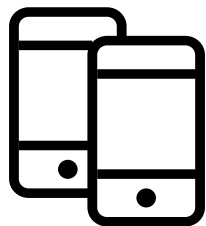
**SPILA TÖLVULEIKI VIKULEGA EÐA OFTAR**





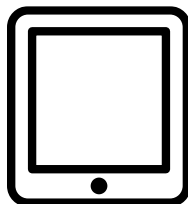
LÍTUM NÁNAR Á  
TÆKIN SEM FÓLK  
NOTAR Í  
TÖLVUSPIL...

...Í SÍMA



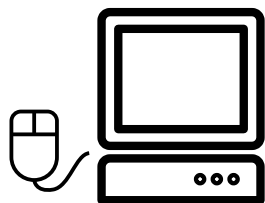
50%

...Í SPJALDTÖLVU



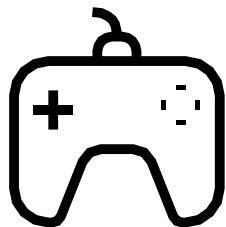
25%

...Í BORDTÖLVU  
EÐA FARTÖLVU



39%

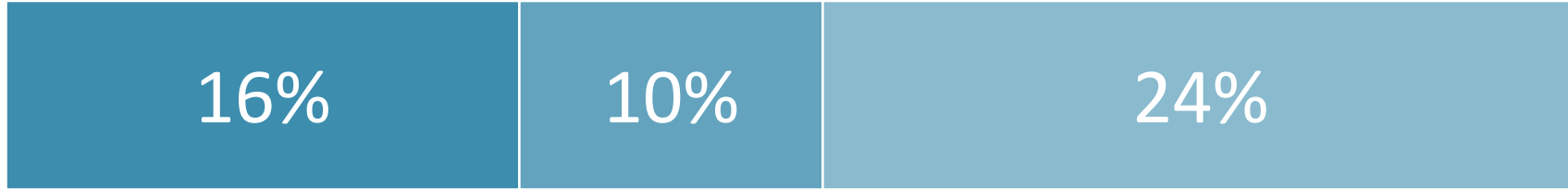
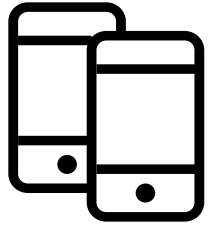
...Í LEIKJATÖLVU



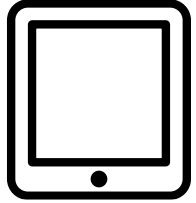
27%

FJÖLDI SEM SPILAR

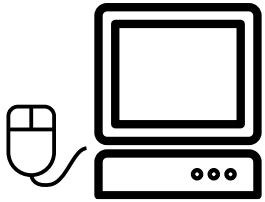
GALLUP



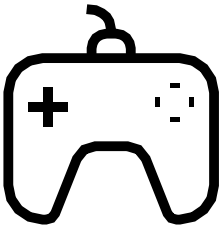
**50%**



**25%**



**39%**



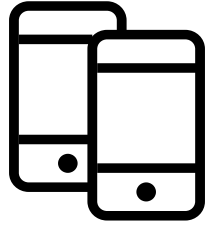
**27%**

■ 4 daga í viku eða oftar

■ 1-3 daga í viku

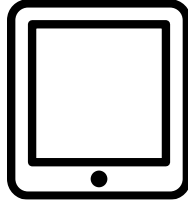
■ Sjaldnar en vikulega

...Í SÍMA



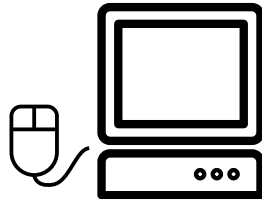
26%

...Í SPJALDTÖLVU



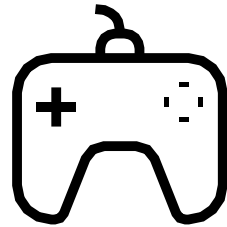
8%

...Í BORÐTÖLVU  
EÐA FARTÖLVU



18%

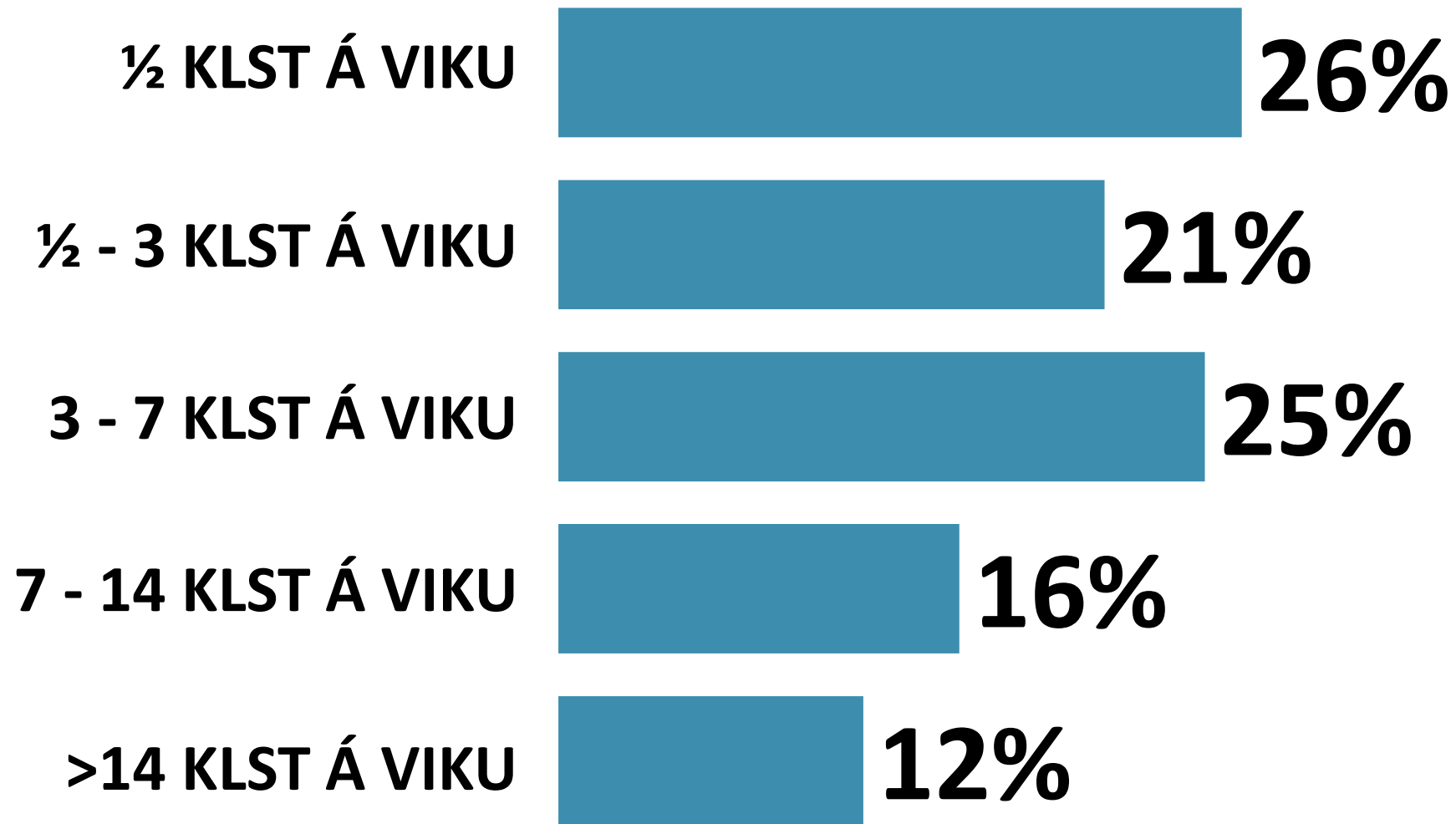
...Í LEIKJATÖLVU



9%

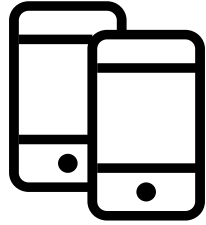
FJÖLDI SEM SPILAR VIKULEGA...

GALLUP



**MEÐALTAL 54 MÍNÚTUR Á DAG**

...Í SÍMA



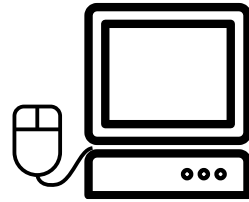
2 ½ klst á viku

...Í SPJALDTÖLVU



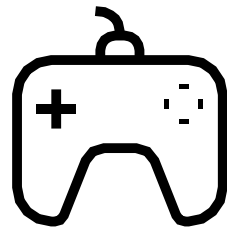
2 klst á viku

...Í BORDTÖLVU  
EÐA FARTÖLVU



6 klst á viku

...Í LEIKJATÖLVU



5 ½ klst á viku

TÍMA VARIÐ Í TÖLVUSPIL...

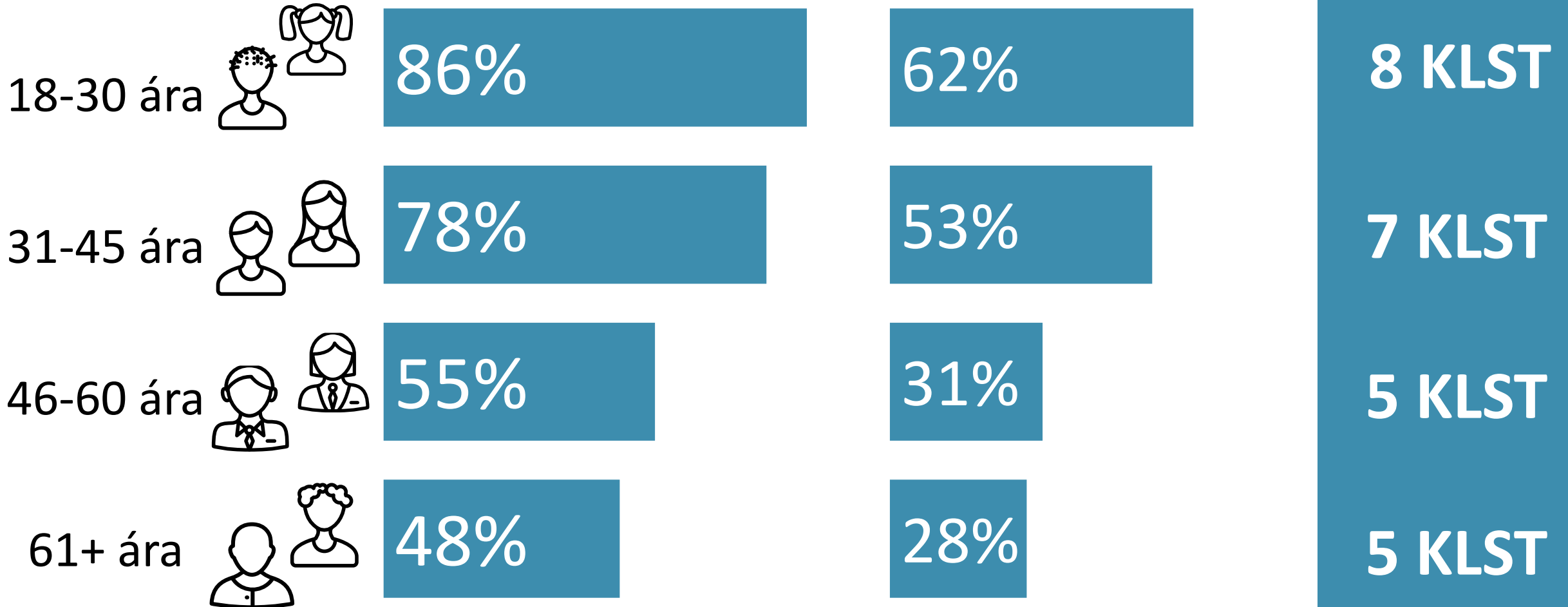
GALLUP®

**EN HVERJIR SPILA  
MEST?**

## SPILA

## SPILA VIKULEGA

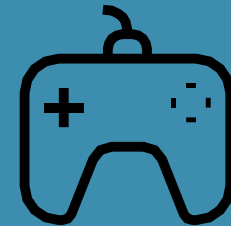
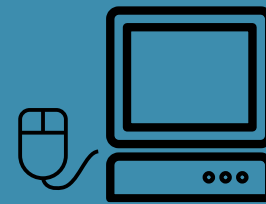
## TÍMI Á VIKU







# SPILA VIKULEGA



18-30 ára



39%

1%

26%

14%

31-45 ára



39%

9%

19%

18%

46-60 ára



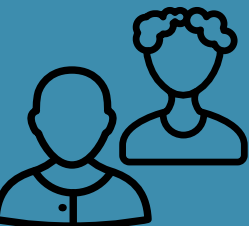
20%

8%

9%

4%

61+ ára



8%

12%

17%

2%



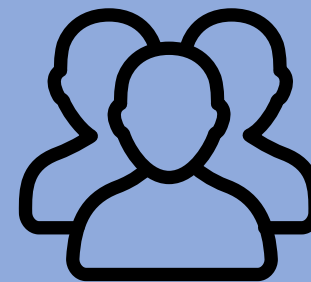
## KONUR

**64% SPILA TÖLVULEIKI**

**41% SPILA VIKULEGA**

**5 KLST Á VIKU**

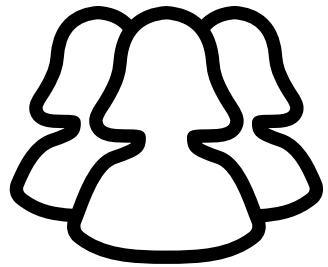
## KARLAR



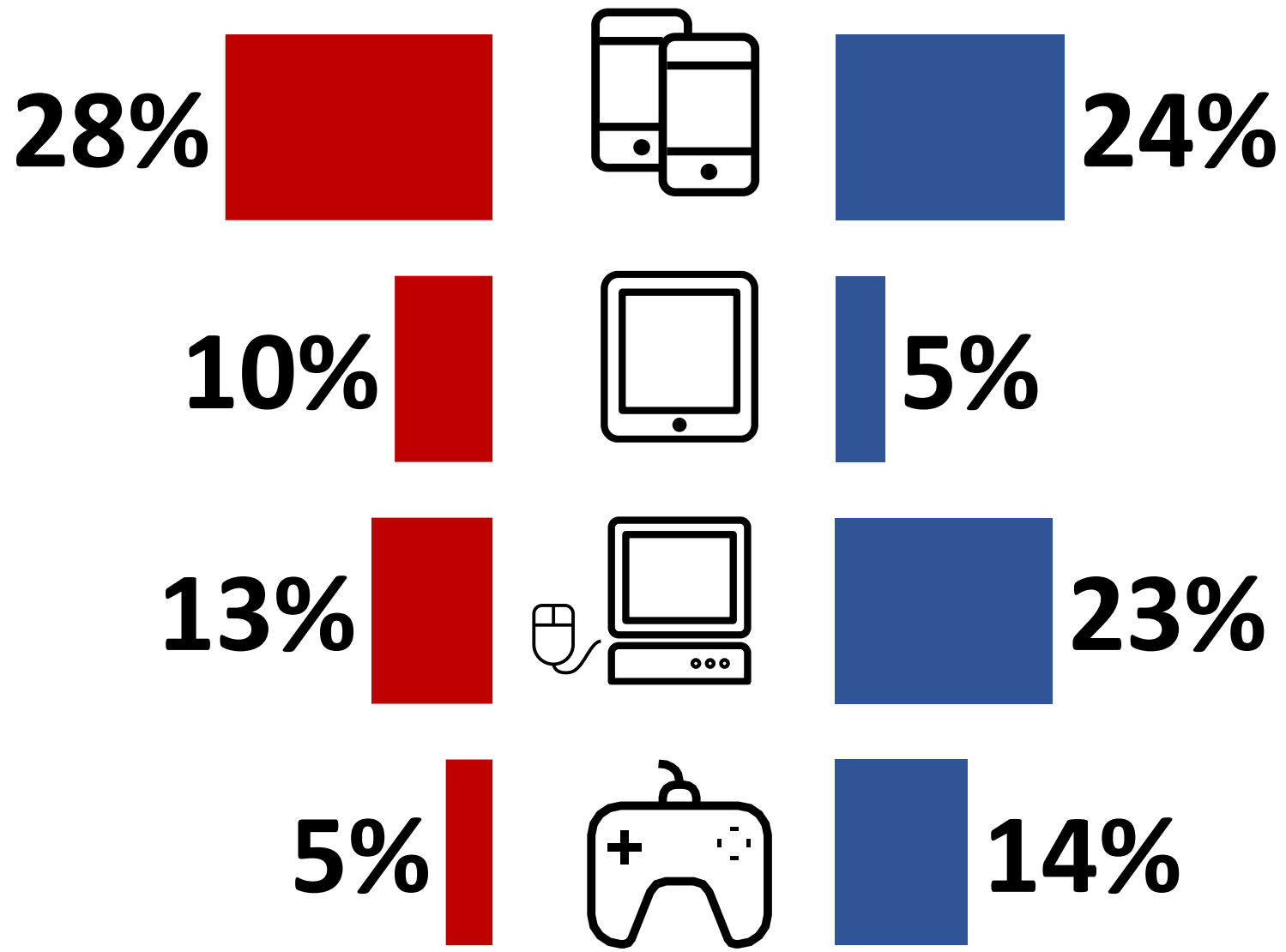
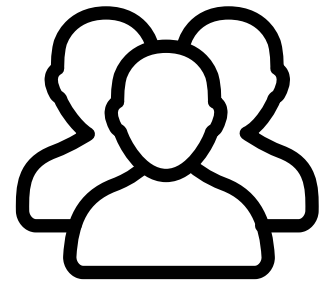
**67% SPILA TÖLVULEIKI**

**44% SPILA VIKULEGA**

**7 KLST Á VIKU**

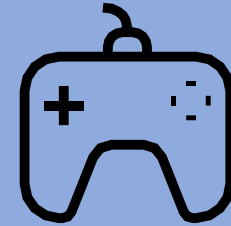
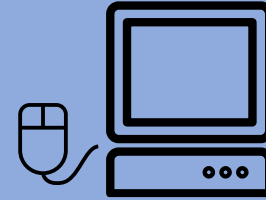
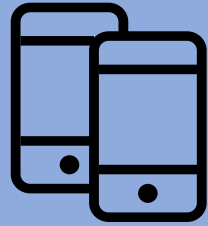


# SPILA VIKULEGA

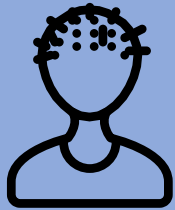




# SPILA VIKULEGA



18-30 ára



35%

2%

44%

24%

30-45 ára



37%

5%

27%

24%

46-60 ára



14%

5%

7%

6%

61+ ára



10%

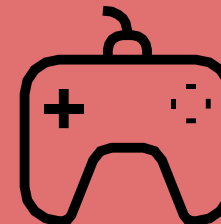
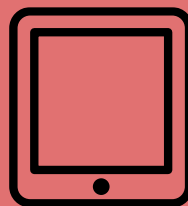
8%

15%

1%



# SPILA VIKULEGA



18-30 ára



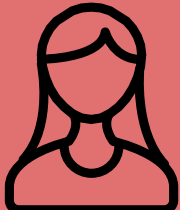
42%

0%

9%

5%

30-45 ára



41%

13%

9%

10%

46-60 ára



26%

11%

11%

3%

61+ ára



6%

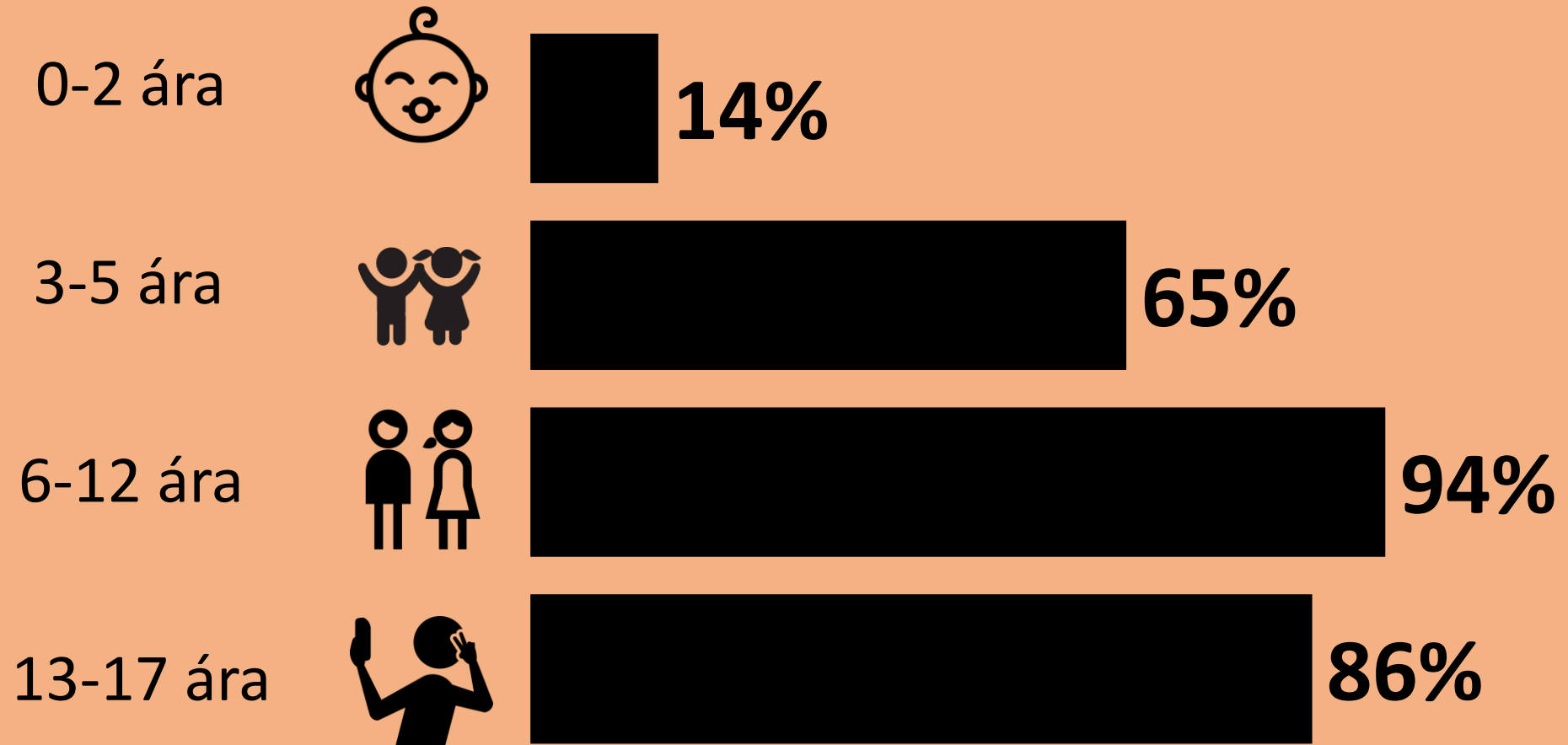
15%

20%

3%

**OG HVAÐ GERA  
BLESSUÐ BÖRNIN?**

# SPILA TÖLVULEIKI





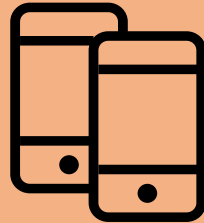
stúlkur

SPILA

drengir



56%



56%



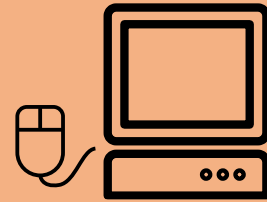
37%



40%



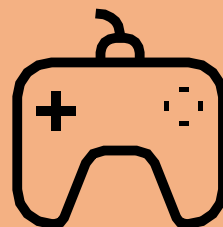
19%



27%



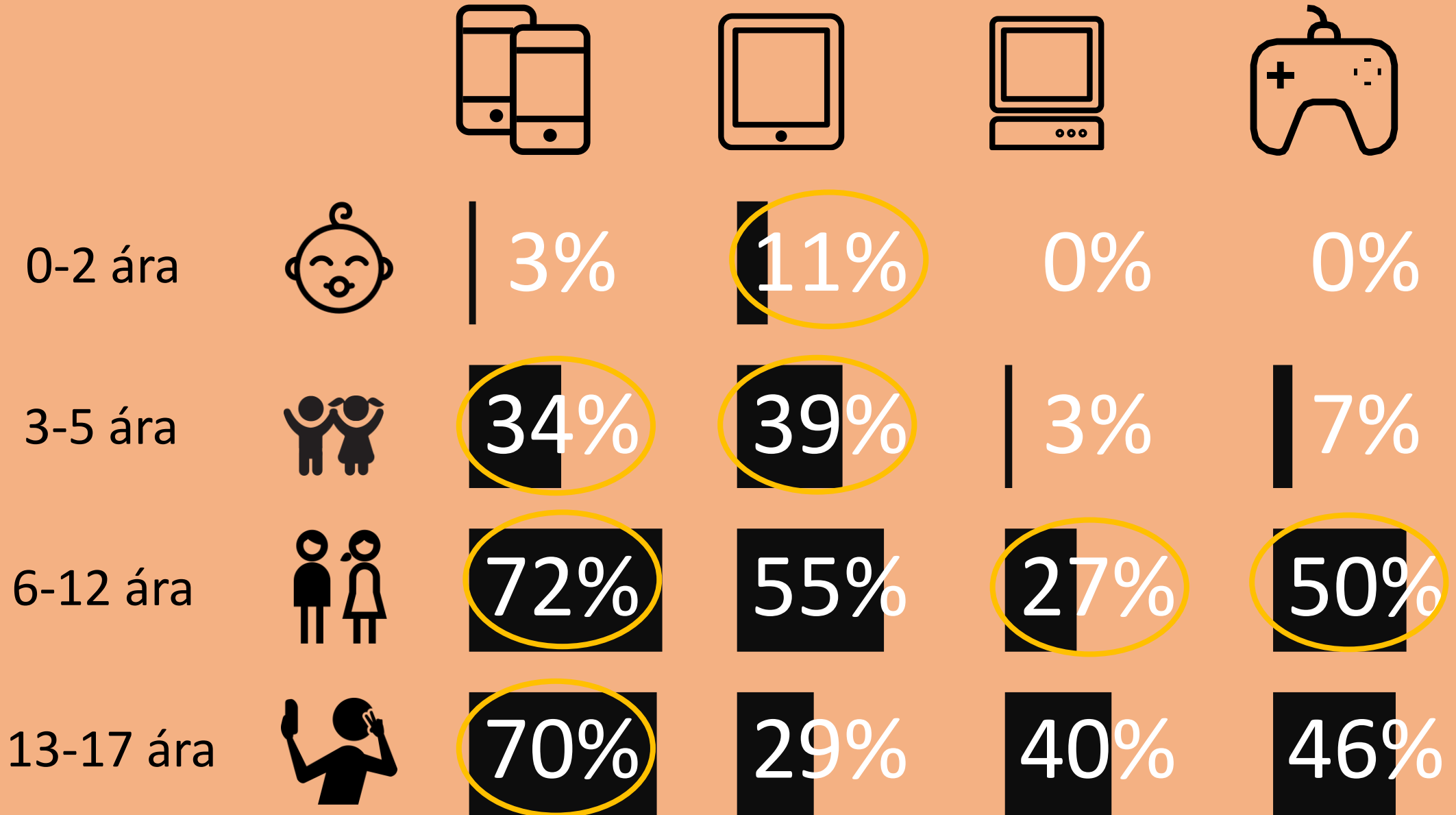
16%



55%







**Kærar þakkir!**  
Allar spurningar og athugasemdir velkomnar

**GALLUP**