**Relaxing with a Game? Enjoy an Ad**

In a recent survey of 500 US mobile gamers conducted by mobile advertising company Jun Group, 81% of respondents said they're most open to digital ads when they’re either relaxed or happy. The Jun Group survey found that game players don't necessarily think of themselves as "gamers." A full 58% of regular mobile game players said "gamer" does not apply to them, and women were far more likely to reject the term.

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<https://www.emarketer.com/content/mobile-gamers-more-receptive-to-ads?ecid=NL1001>

Image credit:

<http://4.bp.blogspot.com/-QRwsnj_fUuc/Tx8Y59IvvFI/AAAAAAAAAWI/F96ayXAmdjk/s1600/Girl-Gamer.jpg>