

Xbox 360 Top of the Consoles, Endsleigh Insurance Reveals

Submitted by: SEPR

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Latest research from Endsleigh's Fantime Friday campaign suggests the Xbox is a more popular choice than the PlayStation 3.

According to Endsleigh's (<http://www.endsleigh.co.uk>) most recent survey, over 60% of people would prefer to own an Xbox360, while only 30% of people asked, would choose to game with PlayStation. This latest research shows how Xbox 360 is twice as popular as its current rival. Shockingly fewer than 7% of people wanted to own a Nintendo Wii as a first choice, and less than 2% liked the idea of owning the PlayStation Vita or Nintendo 3DS.

For a long time, Microsoft and Sony have been rivals over two of the biggest gaming consoles on the market, but recent research carried out by Endsleigh Insurance shows that the Xbox 360 is currently the UK population's favourite gaming device.

Mike Day, of Endsleigh Insurance, said: "It's interesting to know that more of our population are leaning towards the Xbox 360, with gaming and gadget popularity rapidly expanding, it's important that people have the correct insurance policies in place to protect their gaming goods.

"Our results from the Fantime Friday (<https://www.facebook.com/endsleigh>) campaign polls show that the rise in the use of technology across the UK has increased significantly, and here at Endsleigh we are on hand to offer advice and insurance policies to fit the needs of our public."

The Xbox vs. PlayStation debate has been flooding the gaming and online world for years. Initially the PlayStation 3 was pricier, but boasted better hardware and free online features, compared to its competitor. However, the Xbox 360 was dubbed for giving the better online gaming experience out of the two. Critics generally argue that both have their pros and cons, and choosing a gaming device is now a lifestyle choice based solely on brand loyalty and experience.

A series of polls are being carried out as part of a wider Facebook campaign, aimed at reminding students of the importance of insurance. The campaign 'Fantime Friday' offers people the chance to win a series of gadgets and gizmos through interacting on the Facebook page, where they can also get information on latest news and offer.

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Notes to editor

About Endsleigh Insurance

Endsleigh is an independent intermediary specialising in the provision of insurance and financial products for career people.

The team have access to the leading insurers and lenders in the UK market, offering comprehensive advice

on all areas of financial planning. Along with offering advice on financial protection, investments and retirement planning, Endsleigh also has dedicated mortgage and corporate advisers.

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