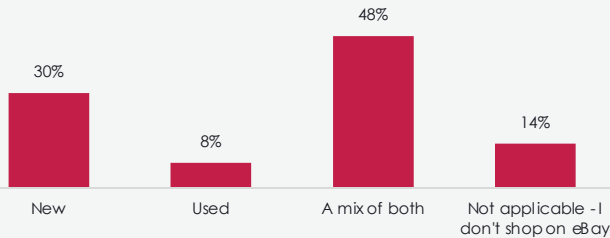


# The Big Brand Survey

This month, instead of asking our Northern Ireland audience community about a single topic, we asked about 6 well-known brands in a survey called "The Big Brand" survey. Here's a snapshot of what they told us...

## eBay

Northern Ireland insight community told us what types of products they buy when shopping on eBay...



## Netflix

**76%** think that Netflix has a great range of series and movies

**51%** say that watching Netflix is their favourite thing to do

**43%** say that Netflix is great value for money with 1 in 10 strongly agreeing

**32%** Don't currently subscribe to Netflix but would consider doing so in future

## Sky

**48%** Own some form of Sky product with the most popular being Sky TV (33%) followed by Sky Broadband (21%) and NOW TV (11%)

**44%** said that their main reason for choosing Sky was to watch specific programmes that they can't watch anywhere else

**42%** said they chose Sky to record / catch up on TV with **29%** saying they like that Sky offers bundles and packages

## Müller Light

**84%** are yogurt consumers with 26% regularly buying Müller Light, 21% buying Müller Light Greek Style and 11% buying Müller Light Crunch.



## adidas

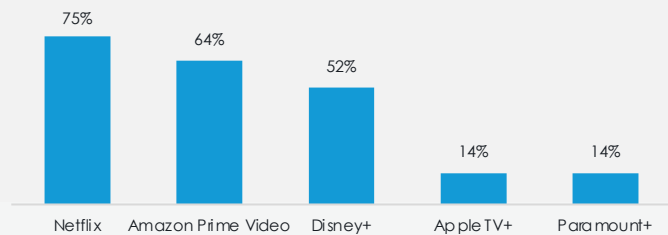
**13%** say adidas is their preferred athletic / leisure brand with **11%** calling it innovative

**22%** prefer to shop in-store when buying adidas products vs. **12%** who prefer to shop online

**45%** Describe adidas as "fashionable" with **27%** say adidas is known for it's superior quality

## Top 5 streaming services

**90%** of our Northern Ireland insight community said they subscribed to a video streaming service. Here are their top 5...



## GREAT FOR GIFTING

**45%** say they are likely to buy a bottle of Jack Daniels as a gift for someone else

## SUITABLE FOR SHOWS

**78%** think that outdoor advertising is suitable for promoting TV shows with 2 in 5 saying it's very suitable

## STREAMING START AND STOP

**36%** say they start and stop streaming subscriptions depending on what shows & movies are available

For more insights and opinions visit:

[workshopplay.ie/opinions](http://workshopplay.ie/opinions)