

occer & Streaming

Our July survey was one of two halves! In a departure from our usual format we asked our NI Urbanites about their thoughts on the upcoming World Cup 2022 (That's the soccer part!). The second part of our survey was all about video streaming habits (That's the streaming part!).Here's a snapshot of what our Northern Ireland Urbanites told us...

Part I: Soccer

World Cup 2022 watch intentions



World Cup watch locations



95%

of those who will watch the World Cup 2022 will do so at home



23%

of those who will watch the World Cup 2022 will do so at a public venue such as a pub or bar



of those who will watch the World Cup 2022 will do so at a friend or family member's home



0%

Sadly, none of our respondents will be heading to Qatar to watch in person!

World Cup brand partnerships



Favour brands who sponsor events like World Cup when there's a credible 'fit'



Would like to see more local NI brands link to the World Cup 2022



Think the World Cup being so close to Christmas is a chance for brands to get creative

WORLD CUP CHRISTMAS CATCH-UPS!

of Northern Ireland Urbanites plan to combine their usual Christmas parties and gettogethers with World Cup 2022 watch parties!

Part II: Streaming

Streaming statements

Netflix is the most popular streaming service in NI with 83% of respondents subscribing, Amazon Prime Video ranks 2nd with 68% subscribing.

download feature so they can stream on the go with 17% having peaked at someone else's screen in public!

30%

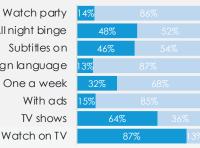
would embrace advertising in video streaming services in the future if it meant they could stream content for free.

Streaming simplified

would love to see streaming services 'bundled' to simplify the services available whilst 43% would like tiered pricing e.g. or free with ads & premium without ads

Stream this? Or Stream That?

Watch party All night binge Subtitles on Foreign language One a week With ads TV shows



Solo spectator Bed early Subtitles off English language All at once Without ads

Movies Watch on mobile

SOLO STREAMING A 'NO-NO'!

of our Northern Ireland Urbanites think it's unforgiveable to stream the next episode of a show without your viewing partner / friend!

For more insights and opinions visit: