

# Deep Dive Results

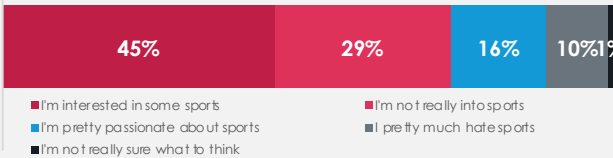
# Sports & Events

In **October 2019** we asked our urban community in Northern Ireland all about their interest in sports, sports participation and those sports they enjoy watching. Here's a snapshot of what they told us. For the full results please contact us on **028 9032 2333**.



## Interest in sports

**6 in 10** of urbanites are interested to some degree in sports, with almost a **16%** claiming they are 'passionate' about sports.



## Sporting habits and activities

### 30%

Keep updated with scores / results via social media, whilst **11%** check newspapers for the same.

### 76%

Watch sporting events live on TV with **47%** doing so in person, at a sporting venue.

### 63%

Specifically buy alcoholic drinks and **72%** buy food / snacks to watch a sporting game at home or at a friends' house.

## Sporting venues attended

**33%**  
SSE Arena

**29%**  
Kingspan Stadium

**25%**  
Local team ground / stadium

**14%**  
Windsor Park

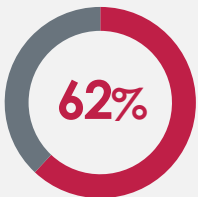
## TV sports subscriptions

### 46%

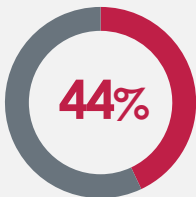
Subscribe to a sporting channel / TV package with Sky Sports & BT Sport the most popular.



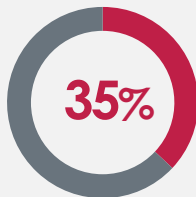
## Sporting statements



Say sporting events are great at bringing people together



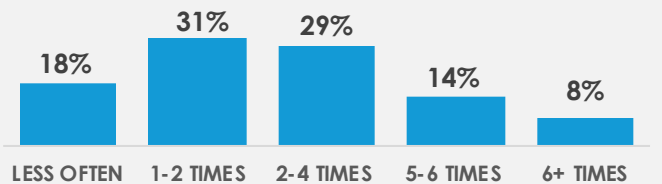
Say visiting a sporting venue is a great way to spend time with family



Find large sporting events such as the Olympics inspiring

## Weekly sport participation

Our Urbanites told us how many times a week they spend taking part in sporting / fitness activities over 20 mins...



## SPORTING INTENTIONS

**43%** Plan to increase the amount of sporting activities they do

## INCREASE IN ACTIVITY

**36%** Are doing more sports and fitness activities than this time last year

## SPORTING INSPIRATION

**19%** Are still on the lookout for sport / fitness activity they really enjoy