

# Deep Dive Results

# You and the USA

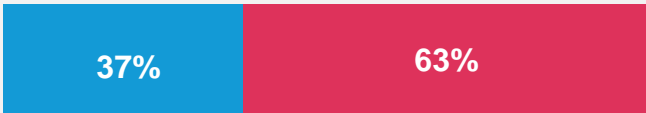


In June 2019 we took a trip Stateside and asked our urban community in Northern Ireland about all things American related. Everything from retail brands, eateries, travel, TV and celebrations. Here's a snapshot of what they told us. For the full results please contact us on 028 9032 2333.



## TRAVEL TO USA (NEXT 2 YEARS)

63% are travelling /likely to travel to the USA on holiday in the next 2 years, with NYC, Las Vegas and San Francisco the most popular destinations.

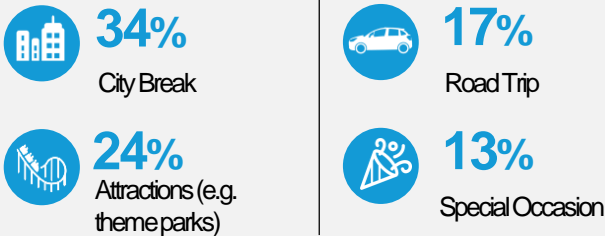


## USA HOLIDAY STATEMENTS



## AMERICAN HOLIDAY TYPES

Our Urbanites told us the type of USA holiday they'll be taking...

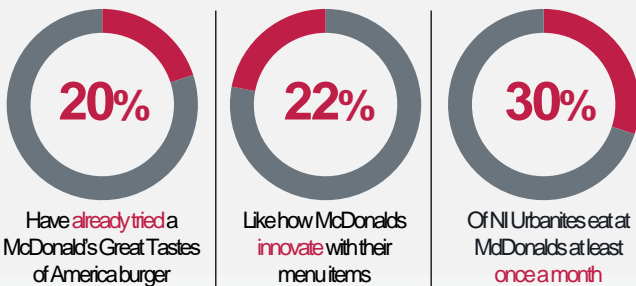


## AMERICAN EATERIES & DINING

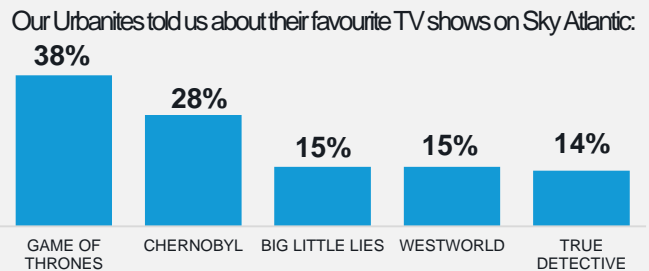
**87%** Regularly visit American eateries including major chains McDonald's, Five Guys, KFC, Subway etc.



## GREAT TASTES OF AMERICA



## SKY ATLANTIC FAVOURITE TV SHOWS



## NASHVILLE IN BELFAST

**22%** were interested in attending the Nashville in Belfast event

## CELEBRATING THANKSGIVING

**26%** Would celebrate Thanksgiving if it meant a day off work!

## HALLOWEEN AMERICAN STYLE

**23%** go all out for Halloween with costumes and decorations like the USA