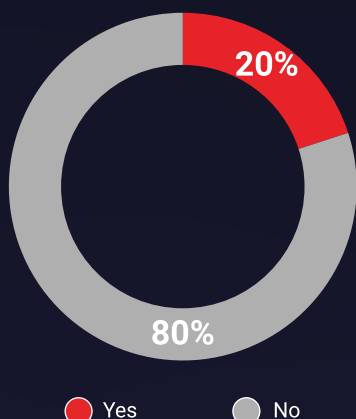




LoopMe Consumer Snapshot: Euros

LoopMe surveyed 2,975 UK consumers on 20-24 May, 2021 to understand consumer intent to watch the Euros this year. We also analysed what type of device consumers will use to watch the Euros, whether they will watch each Euros match for the full duration and who they plan to watch the Euros with.

Are you planning on watching the Euros?



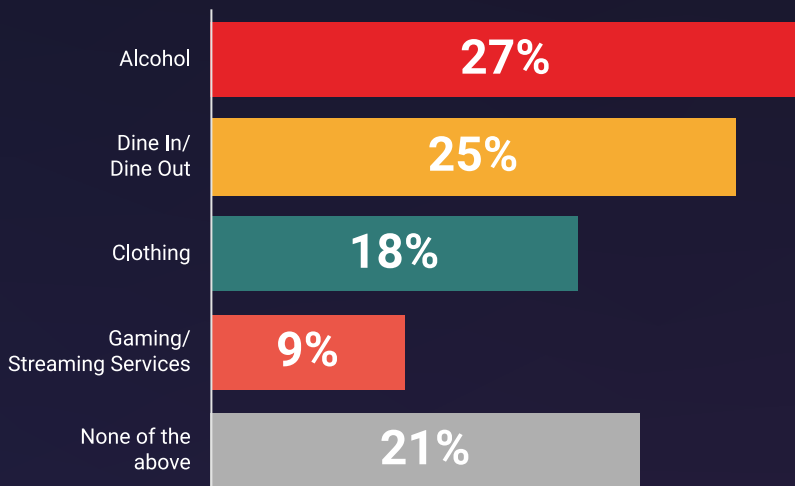
20%

of consumers plan to watch the Euros this summer.

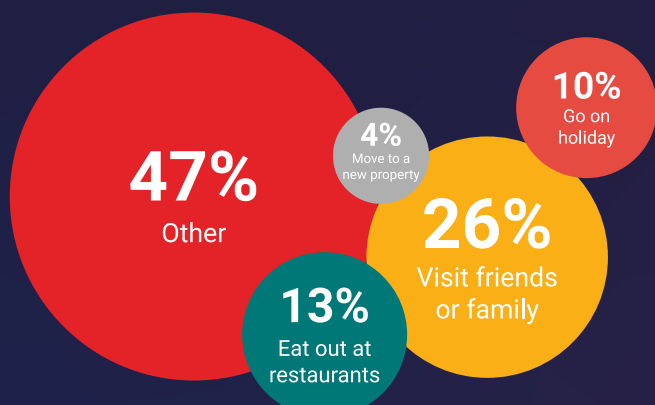
1 in 4

consumers will be dining in and out in the next 4 weeks.

Answered YES to planning on watching the Euros
Which of these products or services will you be buying in the next 4 weeks?



Answered NO to planning on watching the Euros
Instead of the Euros, which of the below applies to your current plans for June / July?



26%

of consumers who will not be watching the Euros, plan to visit Friends and Family in June / July instead.

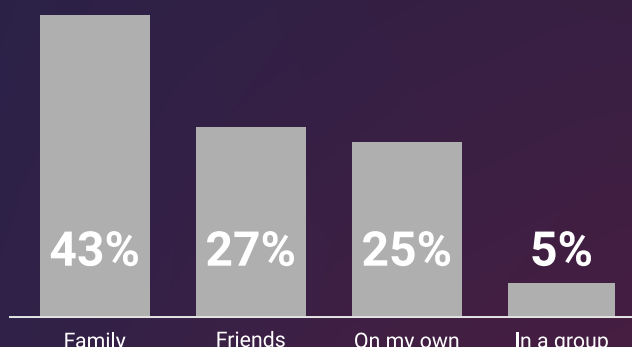
27%

of consumers plan to watch the Euros with their friends.

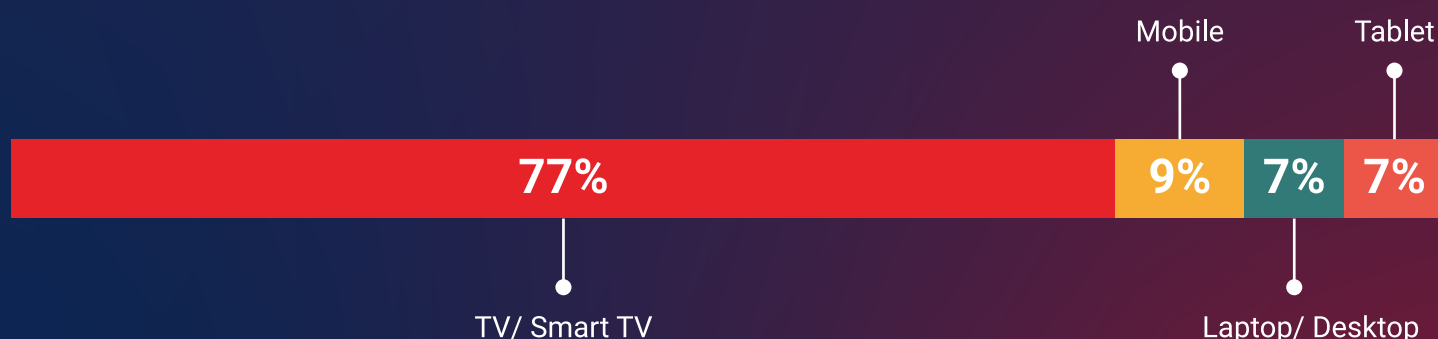
43%

of consumers plan to watch the Euros with their family.

Who are you planning on watching the Euros with?



What type of device will you use to watch the Euros?



77% of consumers plan to watch the Euros on the TV / Smart TV.

9% of consumers plan to watch the Euros on their mobile.

Will you watch each Euros match for the full duration?

