

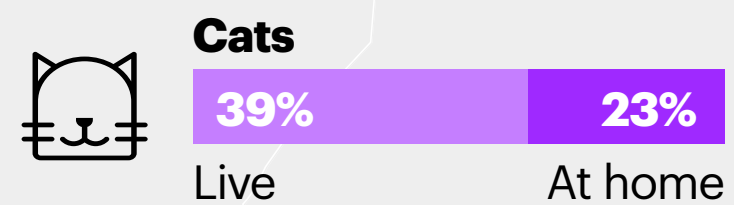
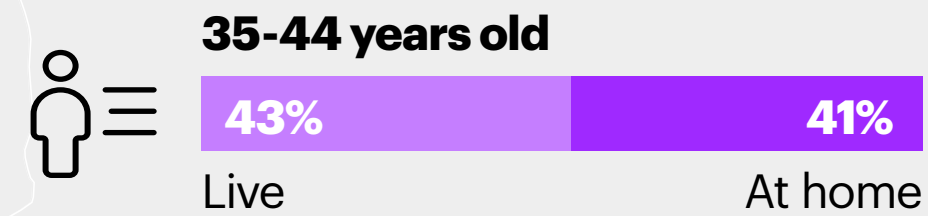
Profile Peek:

People who will watch FIFA World Cup live in Qatar vs at home

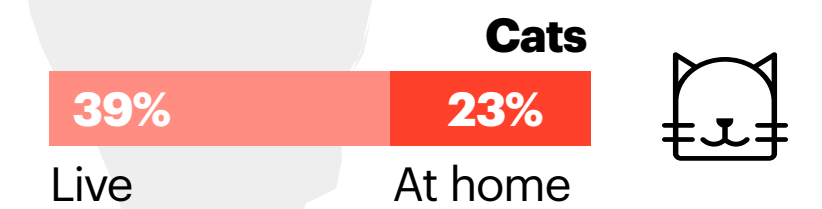
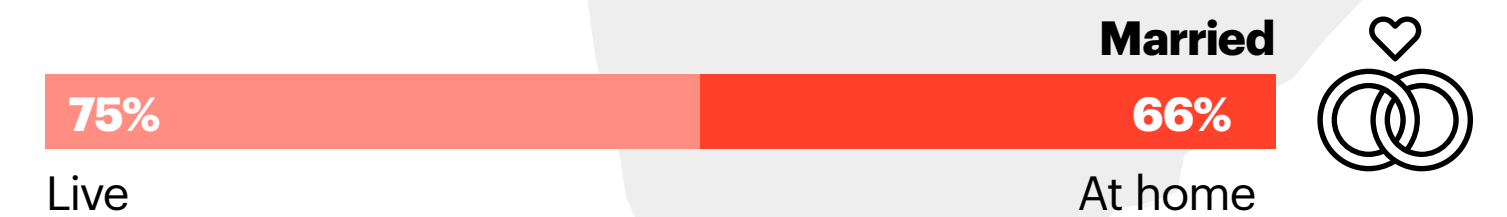
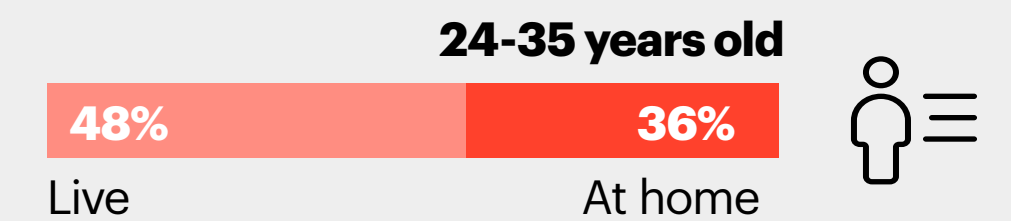
UAE & KSA Audience segments

Demographics

Kingdom of Saudi Arabia



United Arab Emirates



Age group



Marital status



Pet ownership

► Most considered brands across different categories

Kingdom of Saudi Arabia



United Arab Emirates

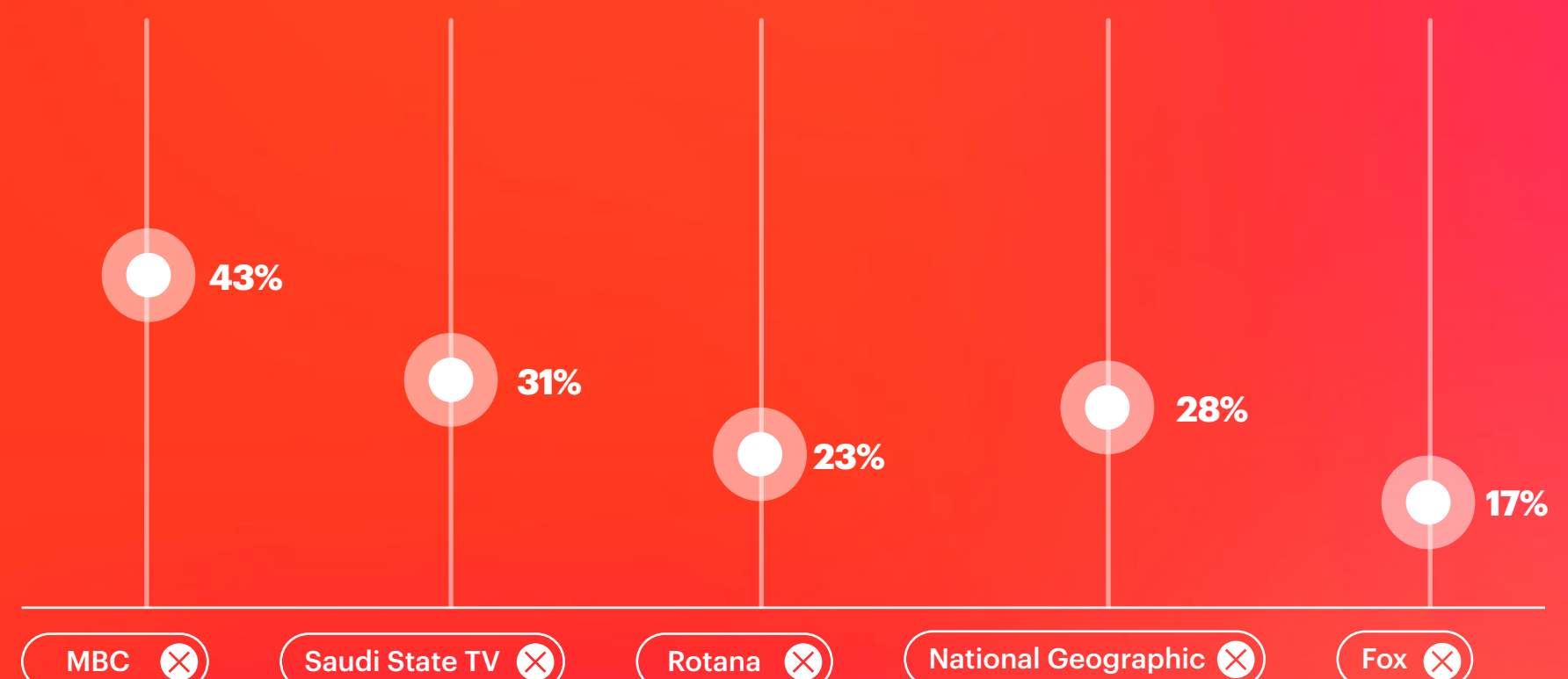
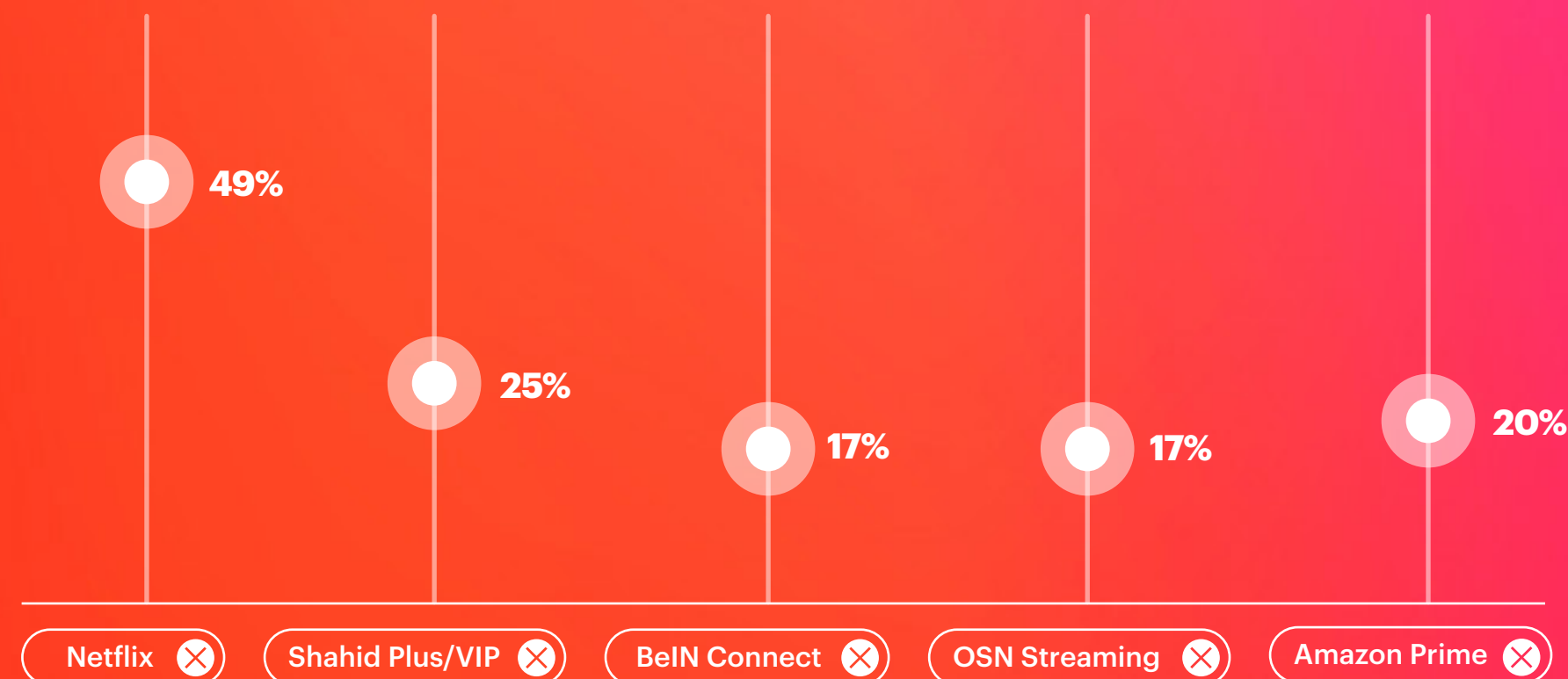


  At home
  Live



Media consumption

Kingdom of Saudi Arabia

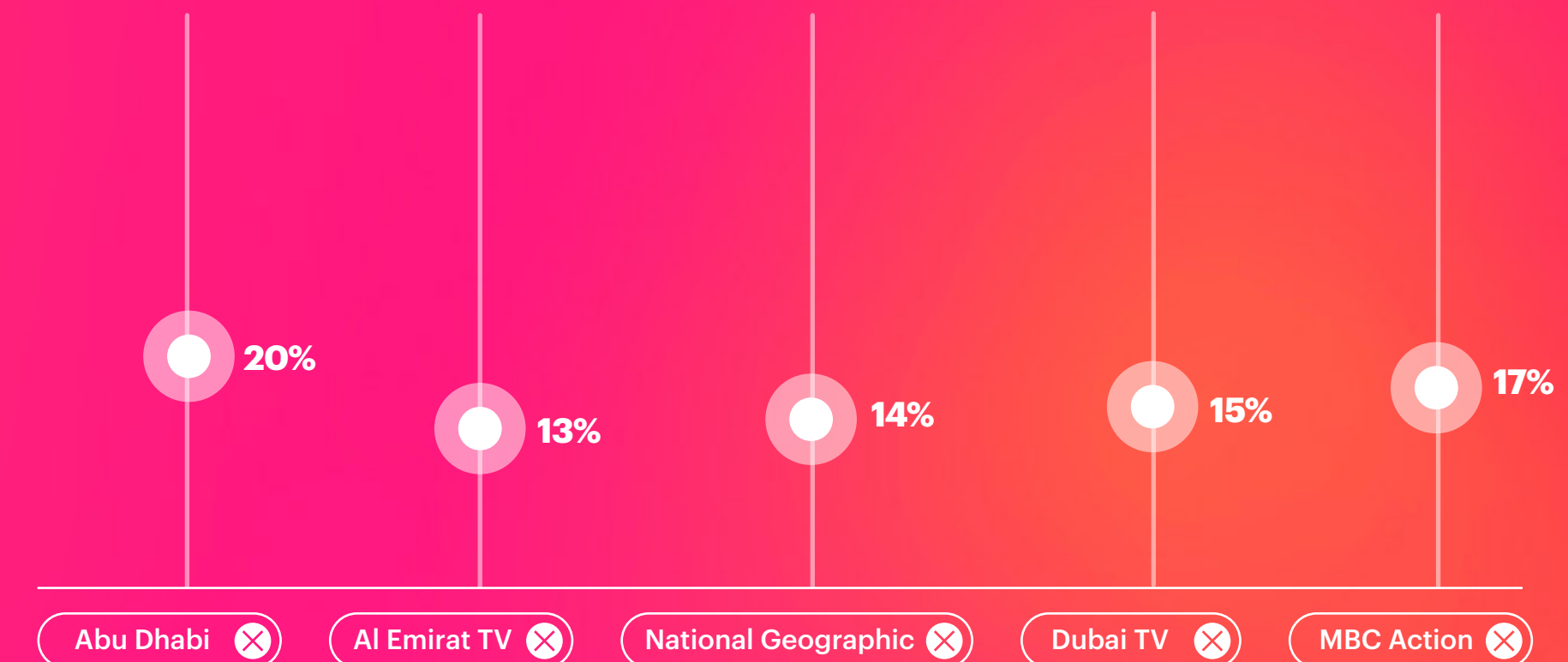
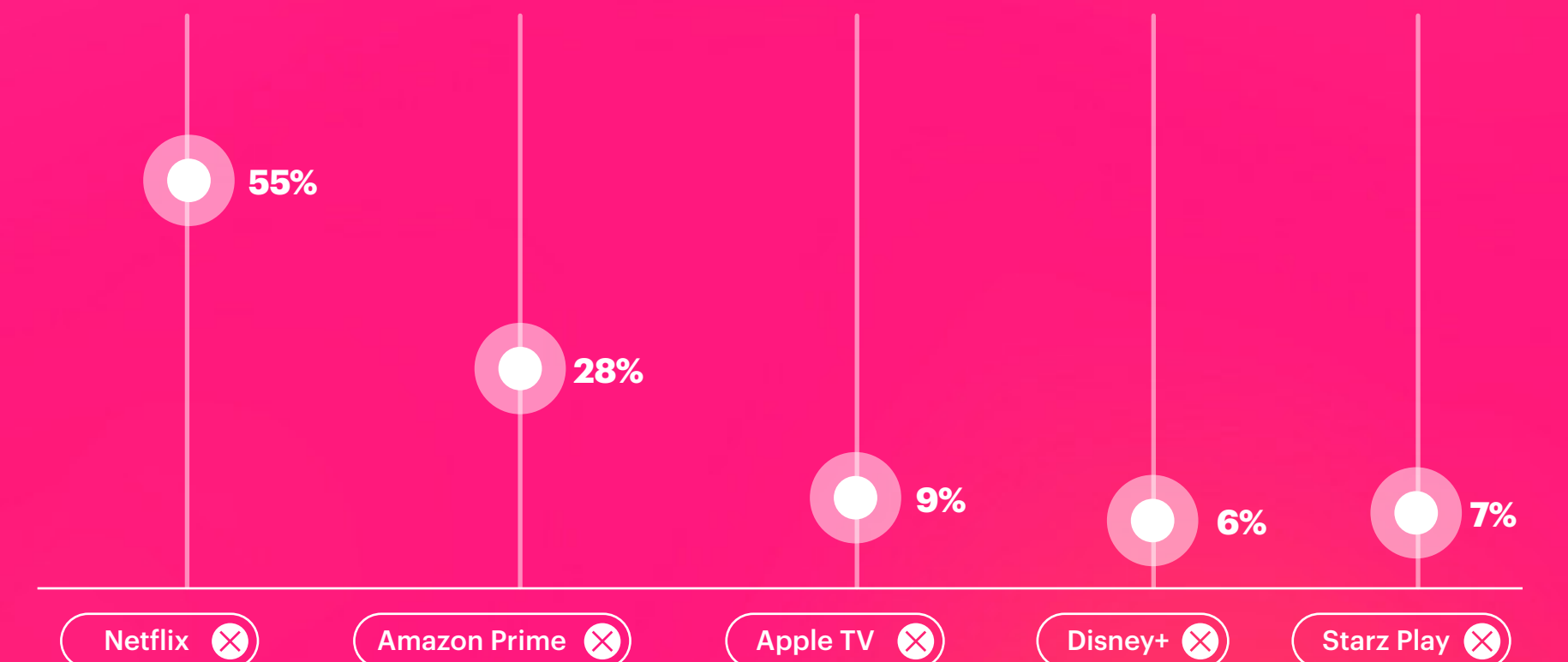


Top TV-on-demand and catch-up services regularly used

● At home

Top TV networks regularly watched

United Arab Emirates



▶ Attitudes towards advertising

% of people who definitely agree with the statement

Kingdom of Saudi Arabia

I notice advertisements in retail environments



I trust the advertising that I see on posters/billboards



I pay attention to leaflets received in my mail



United Arab Emirates

I often notice advertisements at airports



I enjoy watching trailers at the cinema

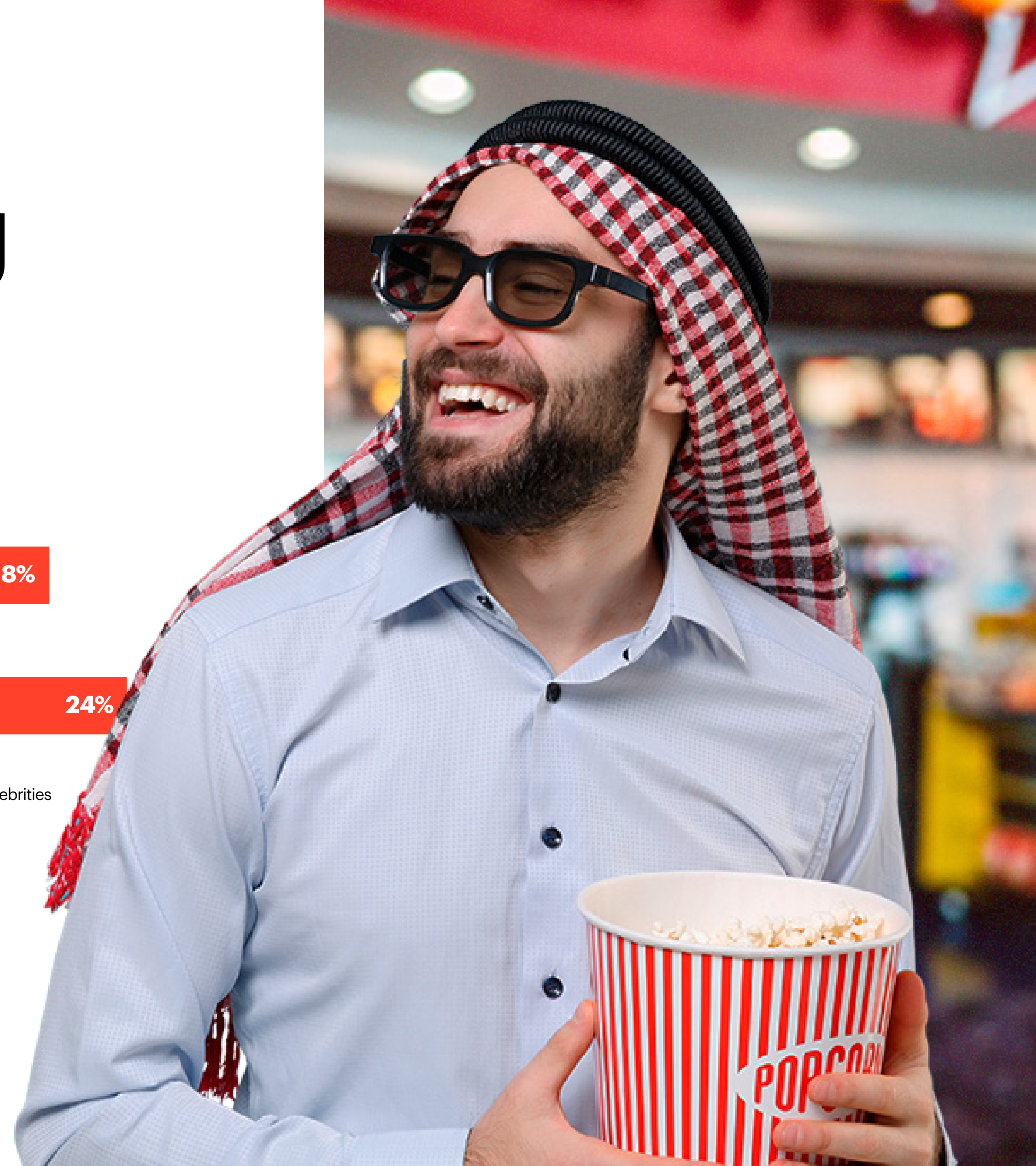


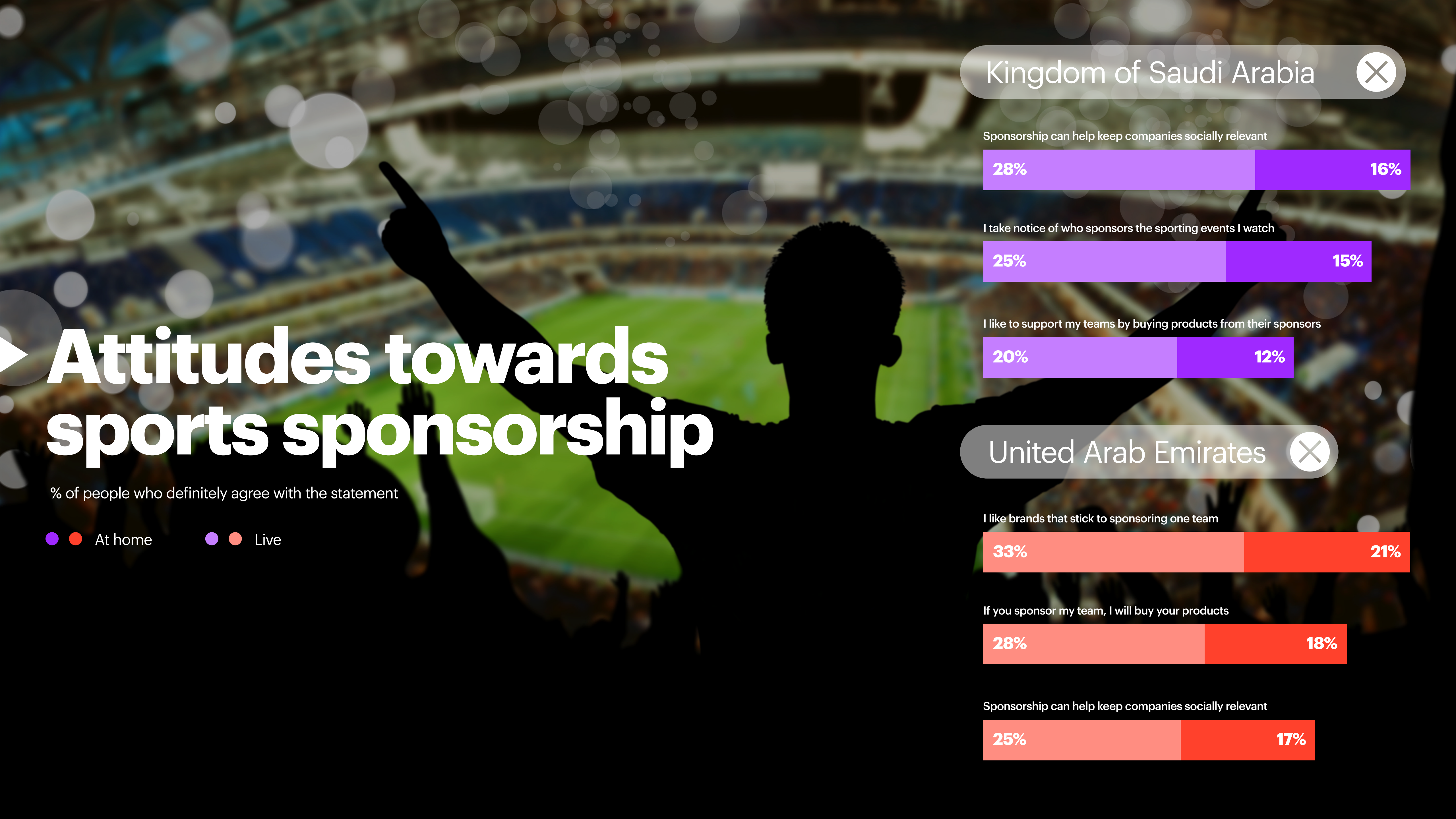
I enjoy watching advertisements with my favourite celebrities



● ● At home

● ● Live





▶ Attitudes towards sports sponsorship

% of people who definitely agree with the statement

● ● At home ● ● Live

Kingdom of Saudi Arabia



Sponsorship can help keep companies socially relevant

28%

16%

I take notice of who sponsors the sporting events I watch

25%

15%

I like to support my teams by buying products from their sponsors

20%

12%

United Arab Emirates



I like brands that stick to sponsoring one team

33%

21%

If you sponsor my team, I will buy your products

28%

18%

Sponsorship can help keep companies socially relevant

25%

17%

**For more information, visit
business.yougov.com**

Data as of 1st October, 2022. This data has been gathered using YouGov Profiles and YouGov Re-contact. YouGov is a global provider of analysis and data generated by consumer panels in more than 40 markets. As the market research pioneer of Multilevel Regression with Poststratification (MRP) for accurate predictions at a granular level, our data consistently outperforms others on accuracy, as concluded by Pew Research. Combine that with our advanced analytical technology, powered by crunch.io, and we are able to generate the most accurate, complete, and dynamic portrait of the world.