

Keeping score: Six Nations viewers in 6 stats

GWI.

4x

more likely to
drink Guinness

36%

are on TikTok

31%

watch the
tournament online

80%

also watch
football / soccer

28%

of people in Ireland
watch it - the highest
out of competing
countries

5%

of people in Italy
watch it - the lowest
out of competing
countries



Want to find out more?

gwi.com