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CONSUMERS & BRANDS

Video-on-demand: Elisa Viihde Aitio users in Finland

Consumer Insights report

Consumer Insights
by **statista** 

June 2024



Consumer Insights Global survey

Introduction



Report overview

This report offers the reader a comprehensive overview of Elisa Viihde Aitio users in Finland: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark Elisa Viihde Aitio users in Finland (“brand users”) against Finnish video-on-demand users in general (“category users”), and the overall Finnish consumer, labelled as “all respondents” in the charts.

The report is updated quarterly and is based on data from the Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

Global survey methodology⁽¹⁾

Design: Online Survey, split questionnaire design

Duration: approx. 15 minutes

Language: official language(s) of each country with American English offered as an alternative

Region: 56 countries

Number of respondents:

- 12,000+ for countries with the extended survey (including Finland)
- 2,000+ for the basic survey

Sample: Internet users, aged 18 – 64, quotas set on gender and age

Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 | **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

CHAPTER 01

Management summary

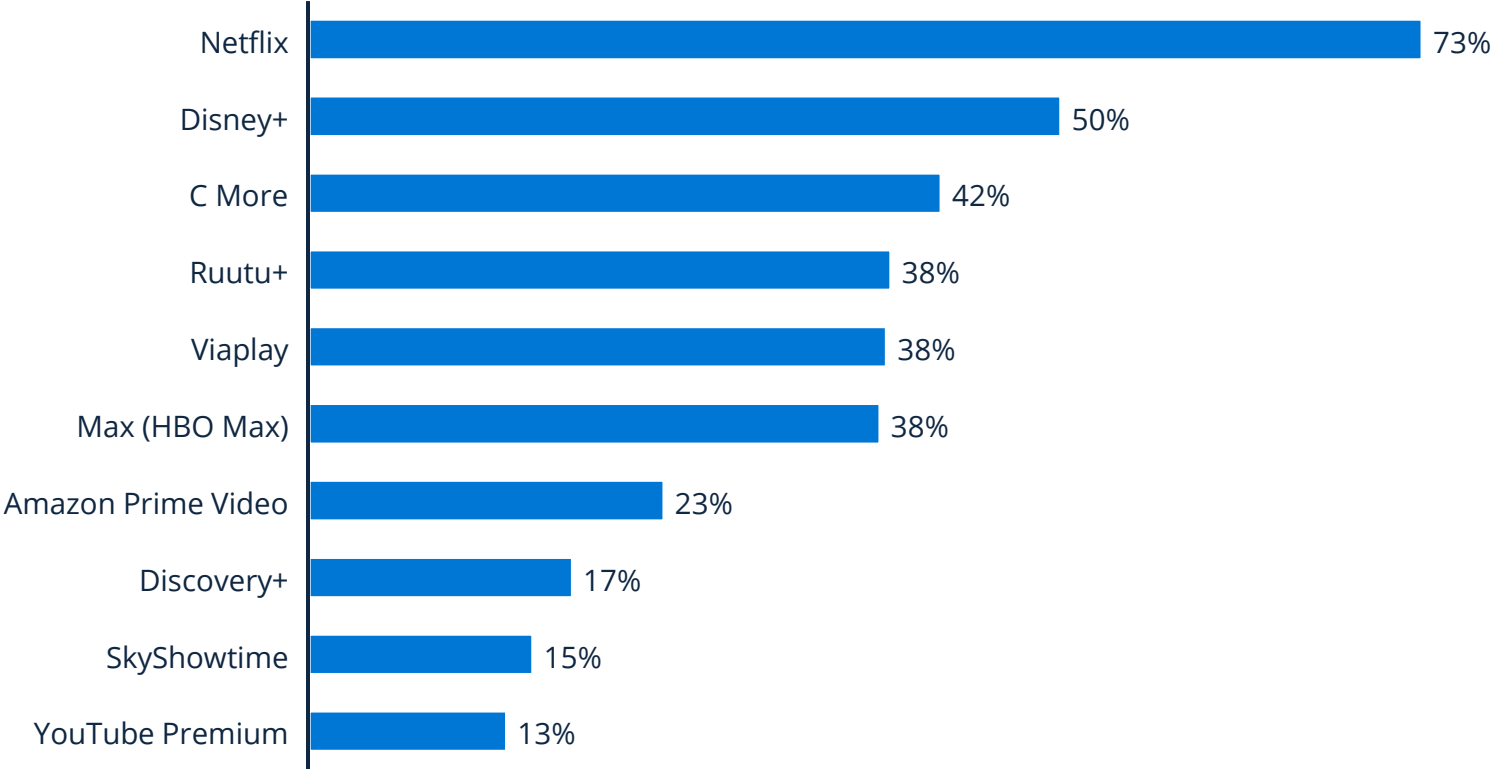
- Brand usage
- Key insights



Elisa Viihde Aitio ranks outside the top 10 of most used video-on-demand services in Finland

Management summary: brand usage and competition

Top 10 most used video-on-demand services in Finland



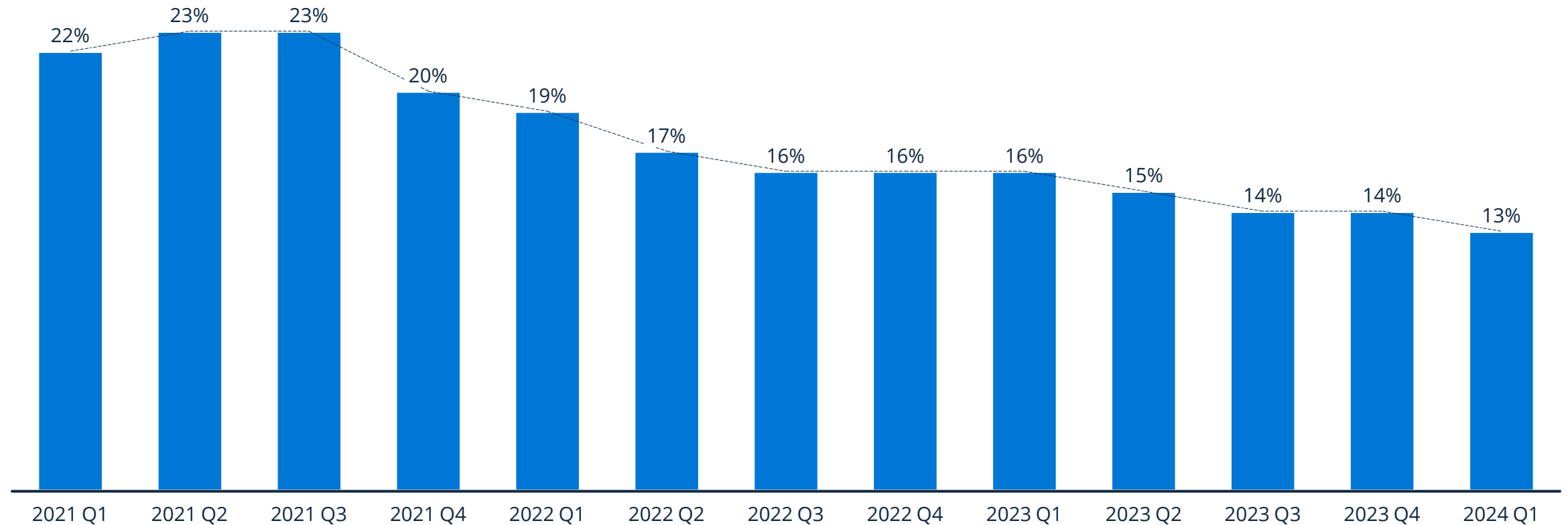
4 Notes: "Which of these video-on-demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=1,359 video-on-demand users

Sources: [Consumer Insights Global](#) as of June 2024

The share of video-on-demand users using Elisa Viihde Aitio declined by 10 percentage points since Q2 of 2021

Management summary: brand usage timeline

Timeline of video-on-demand users using Elisa Viihde Aitio



5 **Notes:** "Which of these video-on-demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=173 - 291 Elisa Viihde Aitio users, n=1273 - 1359 video-on-demand users

Sources: [Consumer Insights Global](#) as of June 2024

Elisa Viihde Aitio users in Finland

Management summary: key insights

Demographic profile

Elisa Viihde Aitio has a high share of users that are Millennials compared to the total online population.

54% of Elisa Viihde Aitio users are female.

Elisa Viihde Aitio has a larger share of users with a high income than other video-on-demand services.

31% of Elisa Viihde Aitio users live in medium-sized towns.

Consumer lifestyle

Having a good time is less important to Elisa Viihde Aitio users than to other video-on-demand users.

Family and parenting are relatively prevalent interests of Elisa Viihde Aitio users.

Socializing is a relatively popular hobby among Elisa Viihde Aitio users.

Consumer attitudes

It stands out that 73% of Elisa Viihde Aitio users want to access their media on all their devices.

16% of Elisa Viihde Aitio users are innovators or early adopters of new products.

A relatively high share of Elisa Viihde Aitio users think that crime is an issue that needs to be addressed.

Marketing touchpoints

Facebook is more popular among Elisa Viihde Aitio users than the average video-on-demand user.

Elisa Viihde Aitio users remember seeing ads on video streaming services more often than other video-on-demand users.

CHAPTER 02

Demographic profile

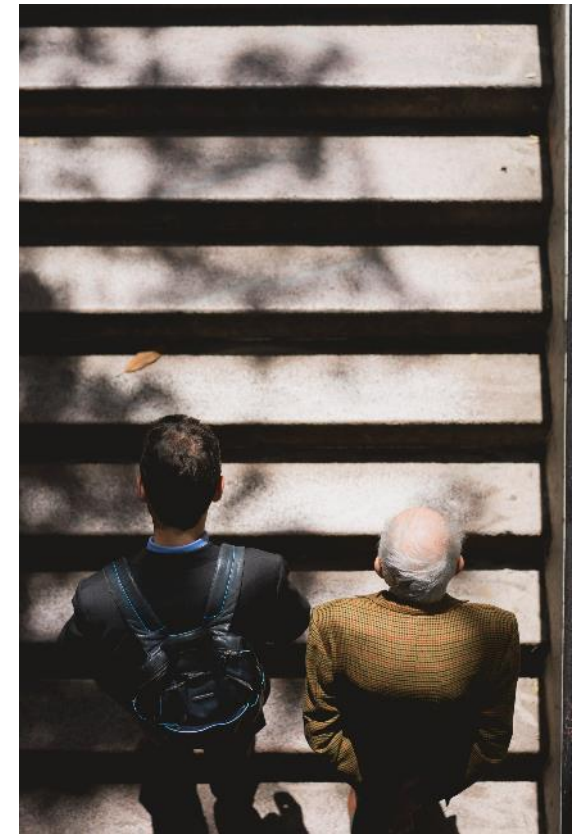
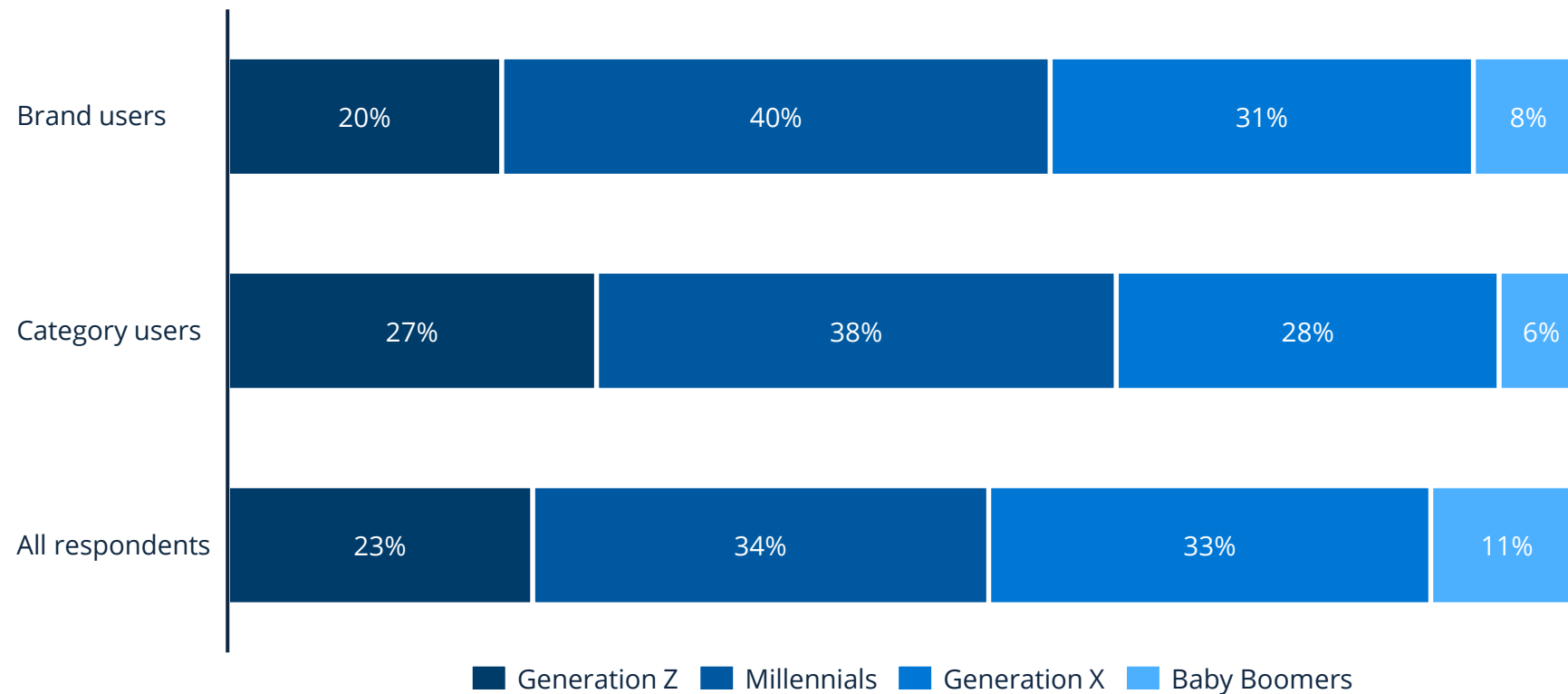
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



Elisa Viihde Aitio has a high share of users that are Millennials compared to the total online population

Demographic profile: generations

Age of consumers in Finland

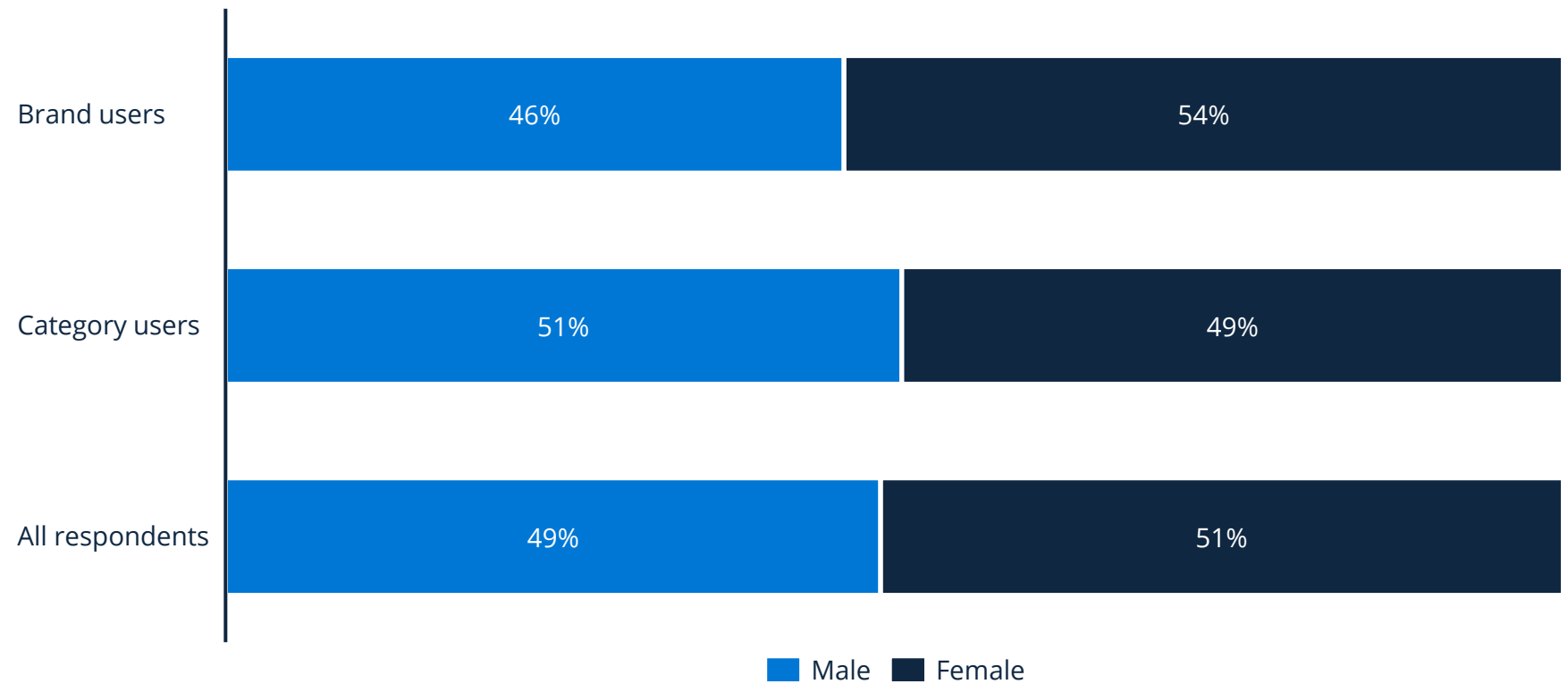


54% of Elisa Viihde Aitio users are female

Demographic profile: gender



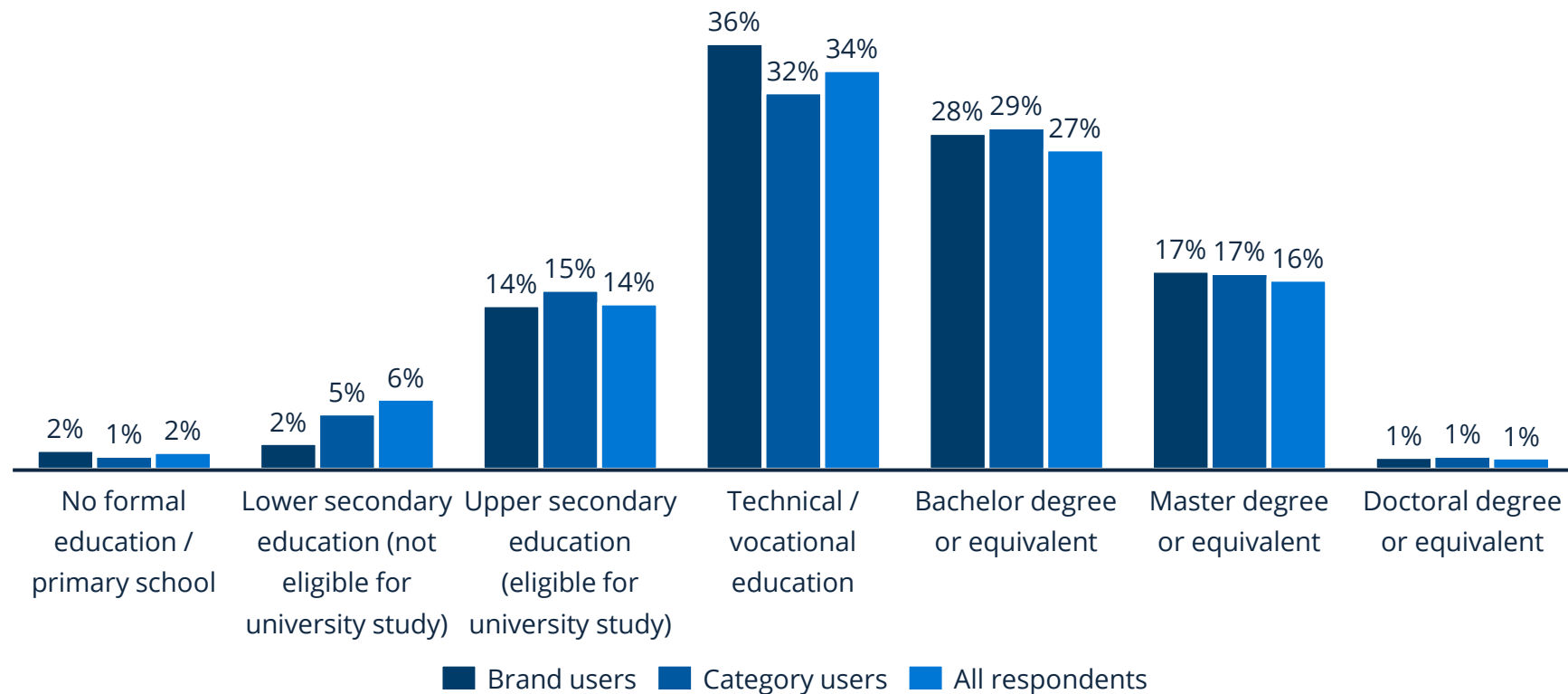
Gender of consumers in Finland



The education level of Elisa Viihde Aitio users and video-on-demand users are similar

Demographic profile: education

Consumer's level of education in Finland

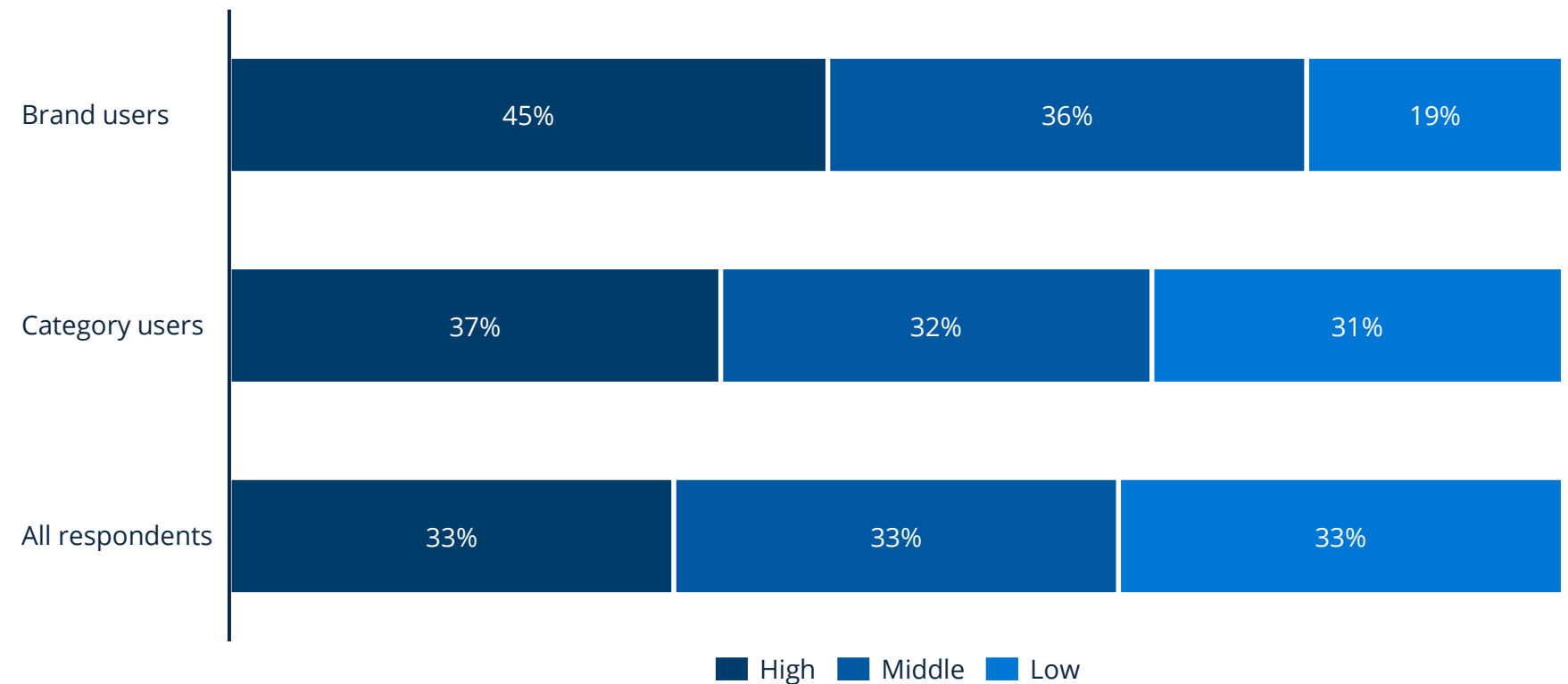


Elisa Viihde Aitio has a larger share of users with a high income than other video-on-demand services

Demographic profile: income



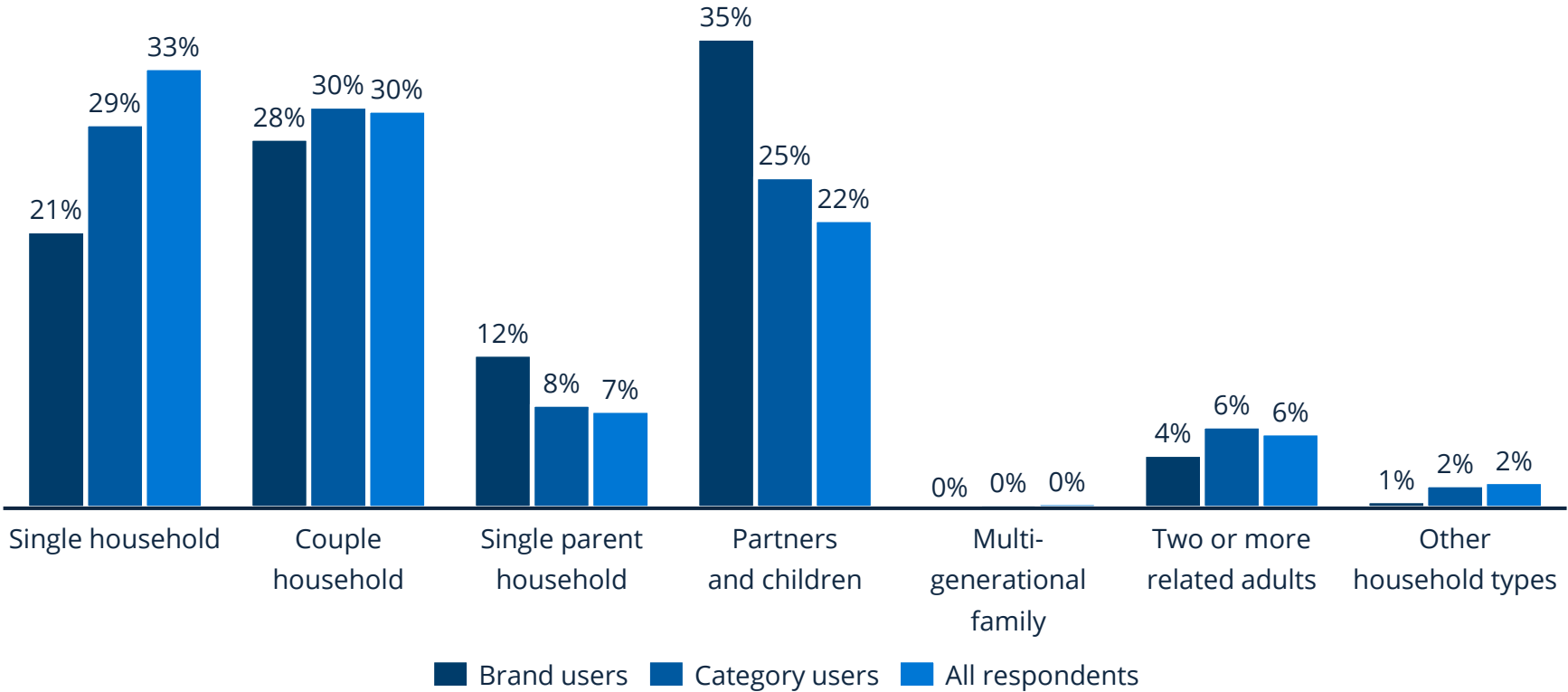
Share of consumers in Finland in the high, middle, and low thirds of monthly household gross income



Compared to other video-on-demand users, Elisa Viihde Aitio users are relatively likely to live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in Finland live



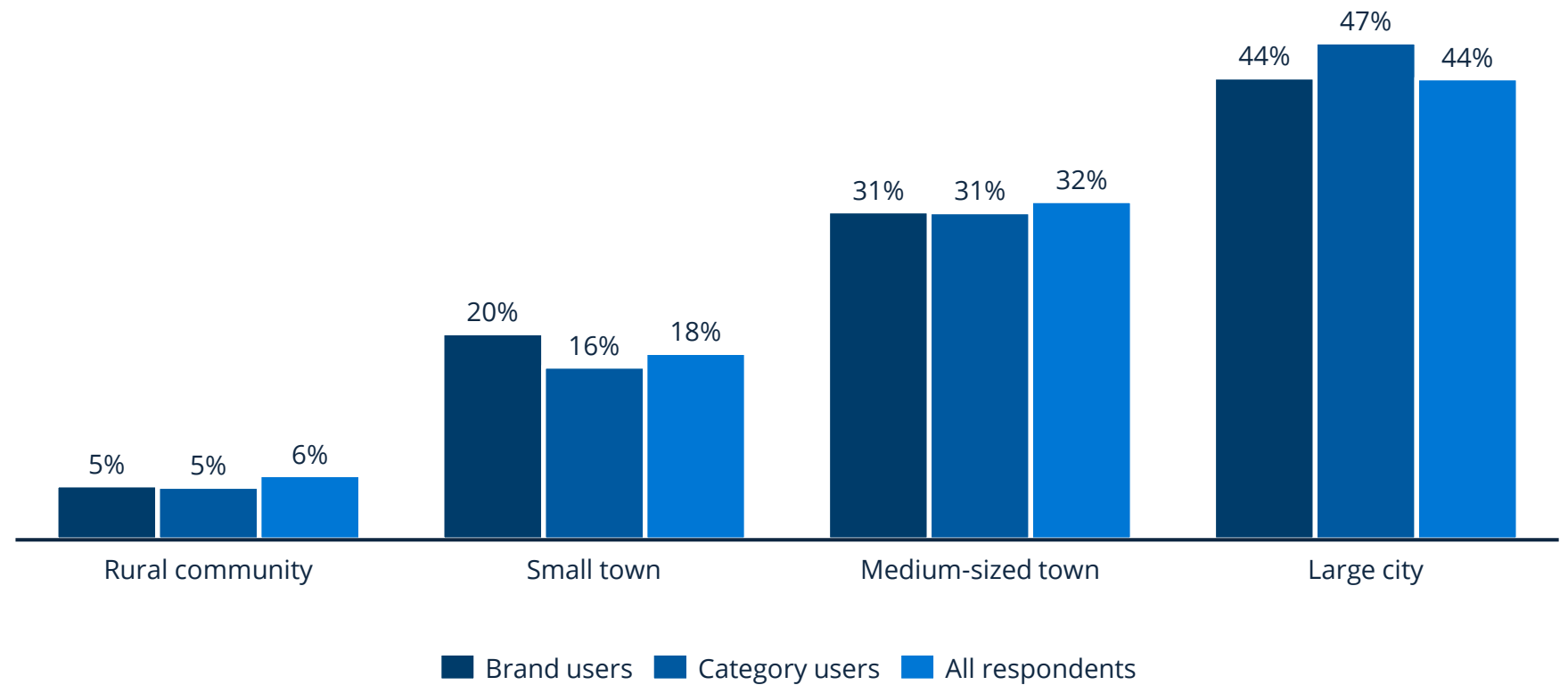
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of these video-on-demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=173 Elisa Viihde Aitio users, n=1,359 video-on-demand users, n=12,178 all respondents
 Sources: [Consumer Insights Global](#) as of June 2024

31% of Elisa Viihde Aitio users live in medium-sized towns

Demographic profile: type of community



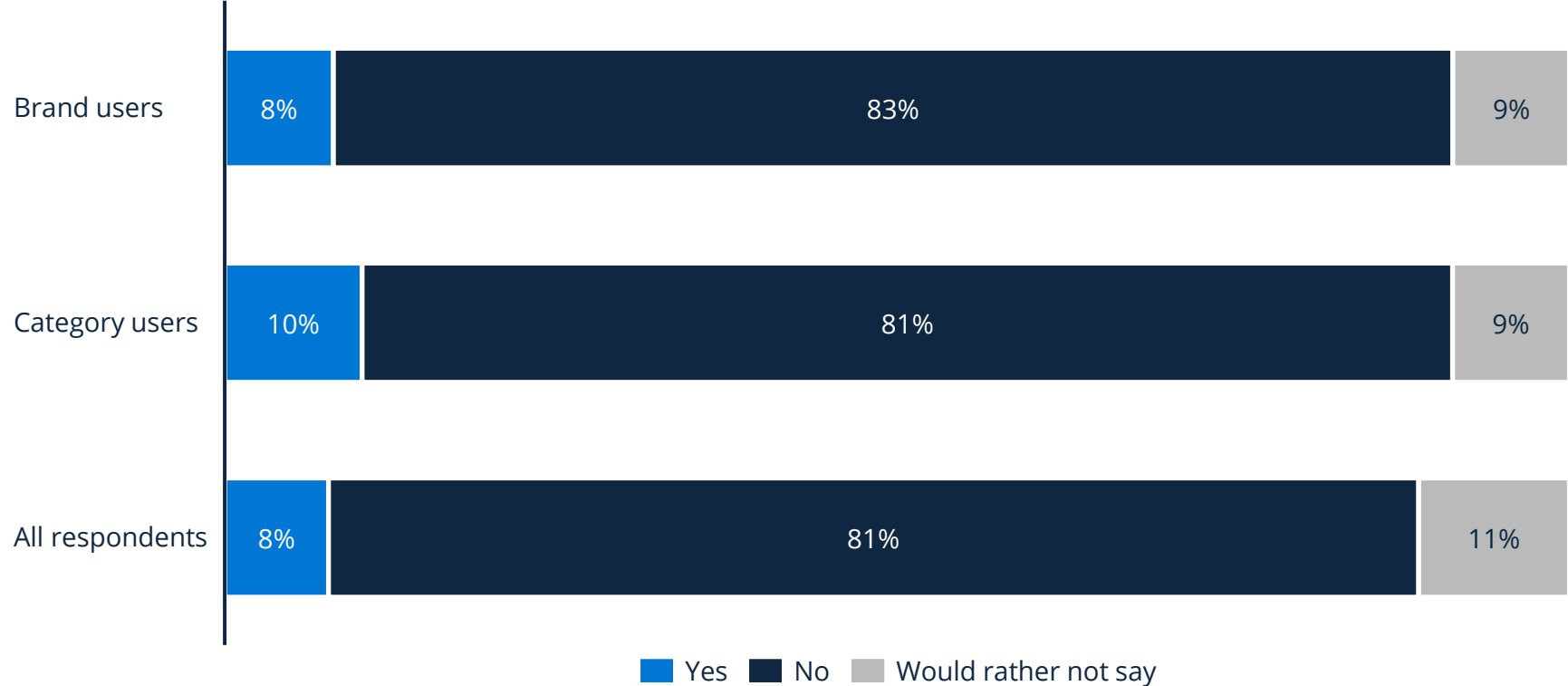
Communities where consumers live in Finland



8% of Elisa Viihde Aitio users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Finland



14 **Notes:** "Do you consider yourself part of the LGBTQ+ community?"; Single Pick; "Which of these video-on-demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=173 Elisa Viihde Aitio users, n=1,359 video-on-demand users, n=12,178 all respondents

Sources: [Consumer Insights Global](#) as of June 2024

CHAPTER 03

Consumer lifestyle

- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



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