

IPSOS 2022 WORLD CUP SURVEY

Morocco Edition

November 2022

GAME CHANGERS





General Attitudes & Behaviors



One Third of Moroccans Are Passionate Football Fans, Another Third Only Watch Games For Their Favorite Team



34%

Are Passionate
Football Fans &
Watch As Many
Games As Possible



35%

Follow Football, But Only
Watch Games For Their
Favorite Team



27%

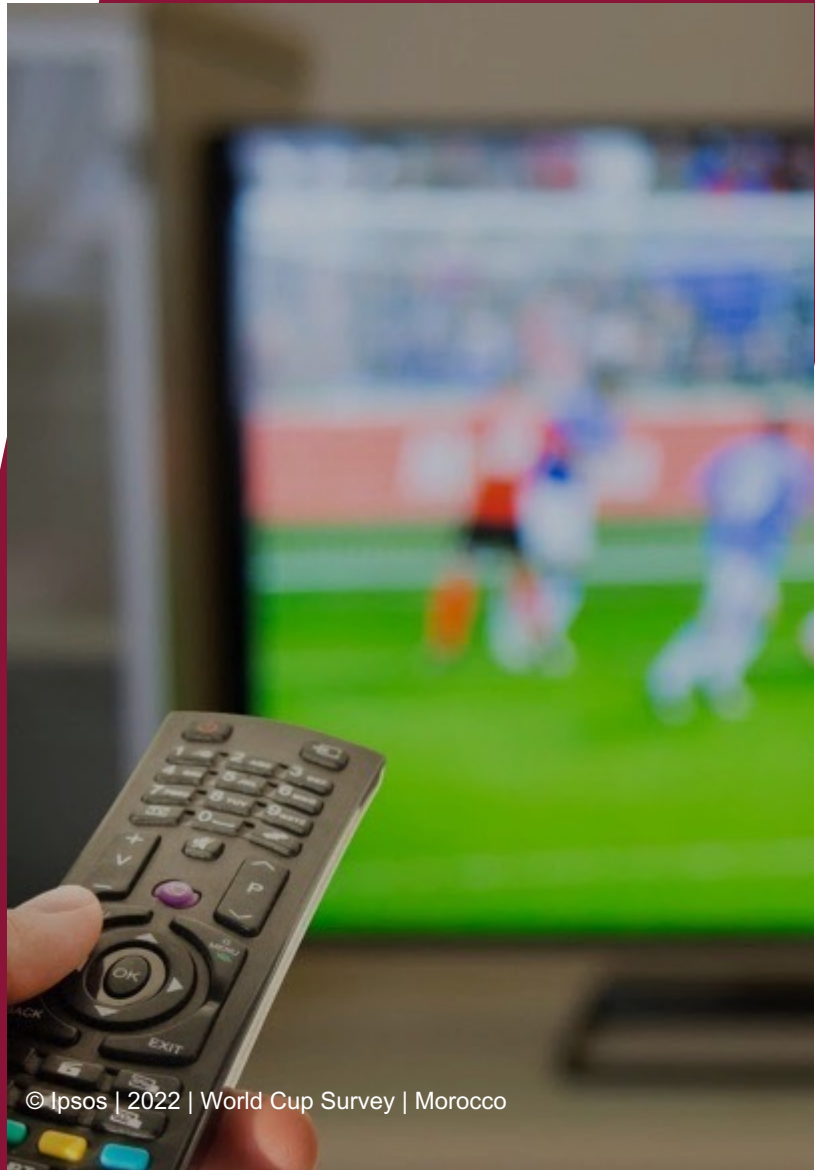
Watch Football
Occasionally



5%

Don't Follow
Football At All





1 In 2 People Plan To Watch As Many World Cup Matches As Possible

Frequency of Watching Games

Will Watch As Many Games As Possible **50%**



Will Watch Games Played By National & Favorite Team **21%**



Will Watch Games Played By National Team Only **20%**



Will Watch Games Played By Top Tier Teams Only **4%**



Will Only Watch Games Played At Knock-out Stages **5%**





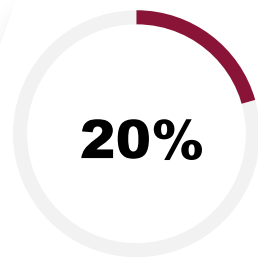
2 In 5 Keep Up With World Cup Related News On A Daily Basis. A Third Follow Highlights Only

Frequency Of Keeping Up With World Cup News



43%

Daily Basis



20%

Weekly Basis



4%

Monthly Basis

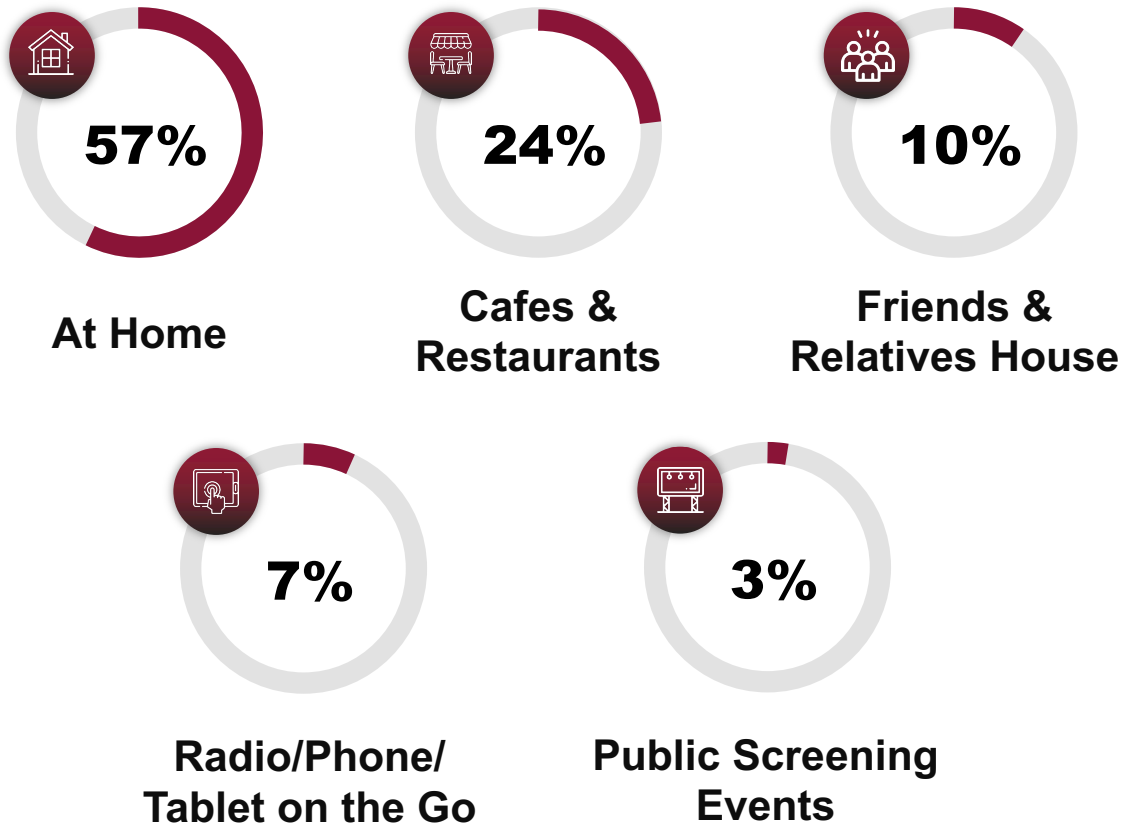


33%

Follow Highlights Only

Most People Prefer Watching World Cup Games At Home

Preferred Place To Watch World Cup Games



The Majority Plan To Watch The World Cup's Opening Ceremony



86%

Will be Watching the Opening Ceremony





While Most People Have Good Sporting Spirits, Half Prefer Watching Games With Fans Supporting Their Same Team



80%

Prefer Watching Matches With Others

20%

Prefer Watching Matches Alone

48%

Like Watching Matches With Opposing Teams' Fans

52%

Prefer Watching With People Supporting The Same Team

81%

Have A Good Sporting Spirit & Accept My Team's Loss

19%

Cannot Accept My Team's Loss & Ruins My Mood For The Rest Of The Day



Around Half Will Cancel An Important Social Event To Watch Games. 3 In 10 Plan To Skip Work Or School For Some Games

Canceling Important Events

47%

**Will Cancel Important
Events With Friends &
Family To Watch Games**

30%

**Plan To Miss School Or
Work To Watch The Games**

Most People Plan To Go Out More, 2 In 5 Expect To Spend More Money During The World Cup

Change In Outing Behaviors During The World Cup



61%

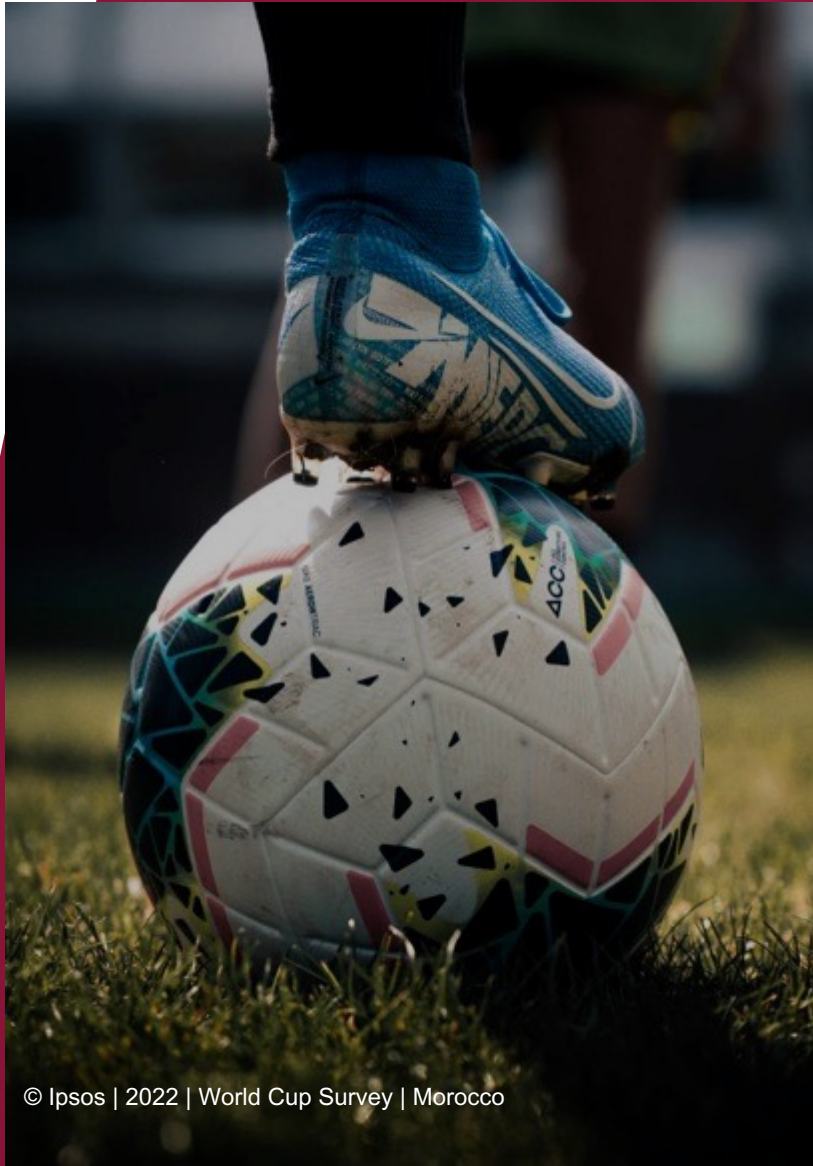
Plan To Go Out More Than Usual To Watch The Games



40%

Will Spend More Money Than Usual During The World Cup Period





Around 6 In 10 People Will Participate In Match Prediction Competitions & Buy World Cup Themed Products

World Cup Rituals & Actions

Participate In Match Predictions
Between Family, Friends & Colleagues

58%



Buy World Cup
Themed Products

56%



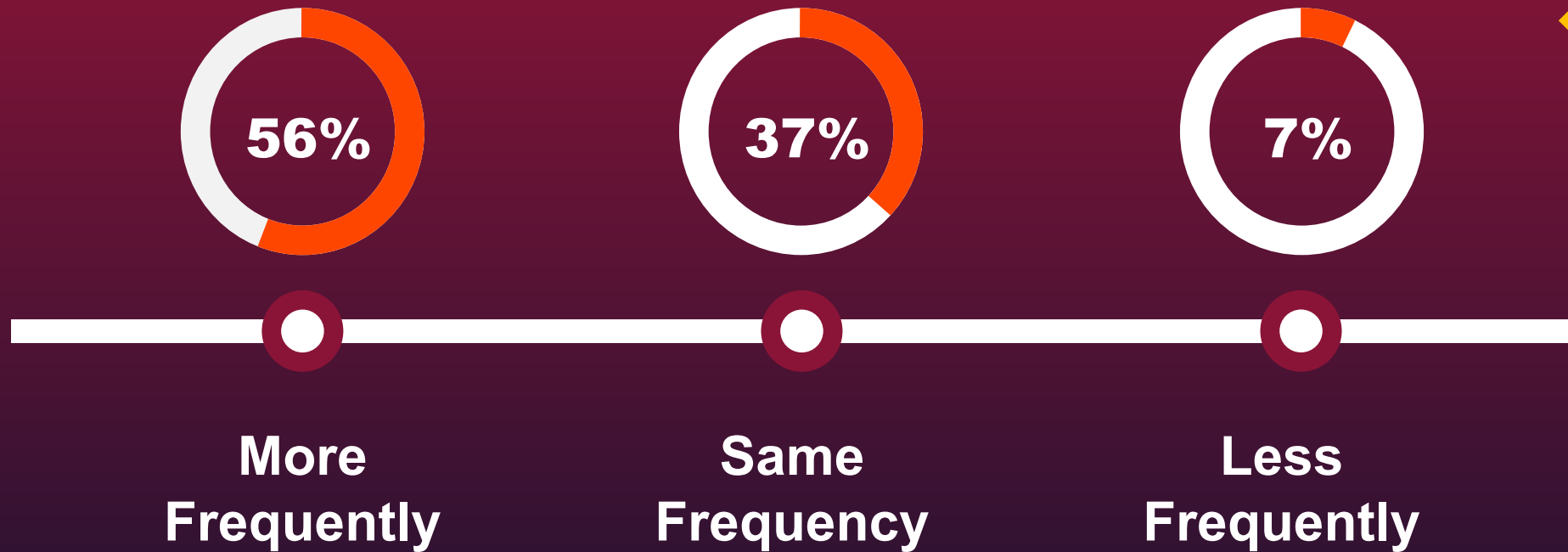
Follow Certain Good Luck
Rituals Before A Big Game

25%



Over Half Prefer To See The World Cup Taking Place More Frequently, A Third Prefer Seeing The World Cup Held Every 4 Years

World Cup Frequency Preferences



A soccer ball with black and white panels sits on a green grassy field. The background is a soft-focus landscape with trees and a warm, golden light from a low sun, creating a bokeh effect. A dark red banner is positioned across the lower left, containing the title text and decorative orange chevrons.

National Team Expectations



The Majority Believe In The Capabilities of The Moroccan National Team, Coach & Football Federation



Trust In Capabilities

National Team Players

85%



National Team's Coach

81%



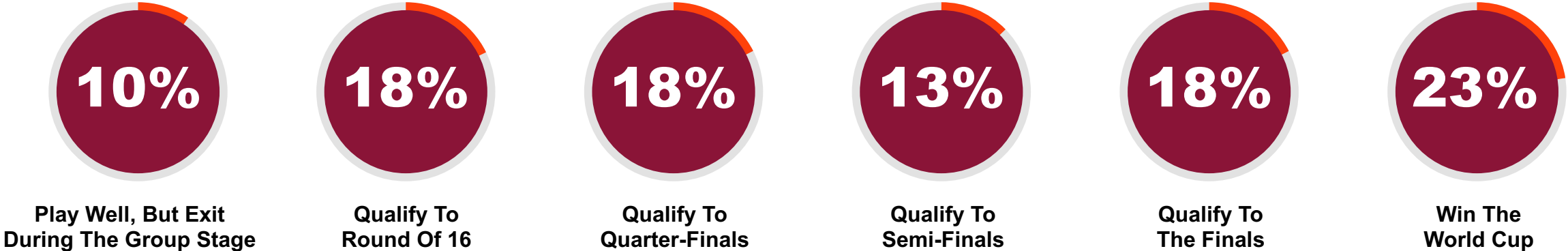
National Football Federation

78%

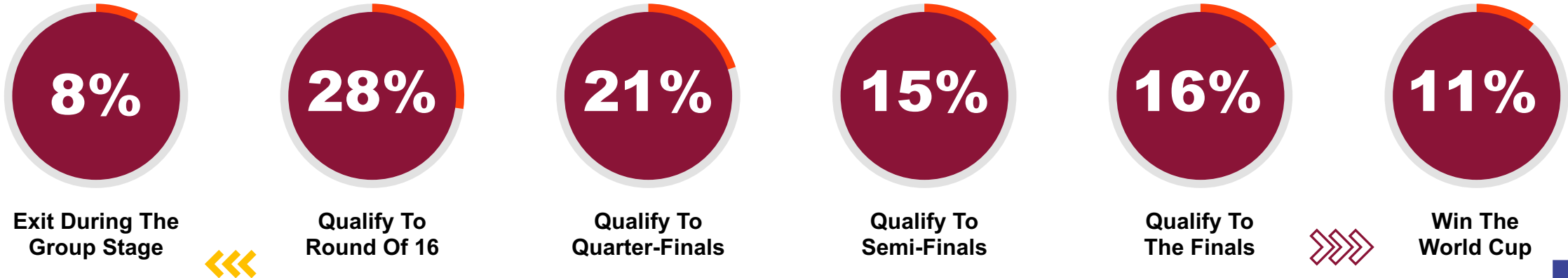


The Moroccan National Team At The World Cup: What People Consider A Success vs. Team Expectations

What People Consider A Success For The Moroccan National Team



How People Expect The Moroccan National Team To Perform



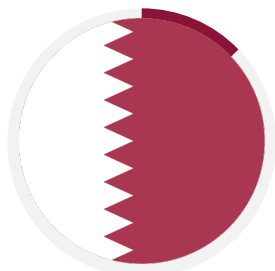


Match Predictions

Besides Morocco, Qatar, Brazil, Argentina, Senegal & Spain Are The Most Supported Teams



Most Supported Teams
(Other Than Morocco)



13%
Qatar



11%
Brazil



11%
Argentina



11%
Senegal



11%
Spain



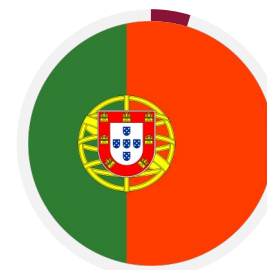
7%
Saudi Arabia



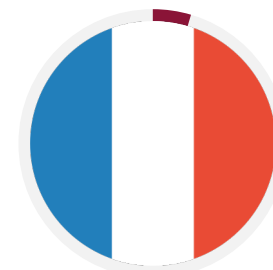
7%
Germany



7%
Tunisia



5%
Portugal



4%
France



Brazil Is The Team Seen As Most Likely To Be Crowned As The FIFA 2022 World Cup Champions



Predicted World Cup Winner



30%
Brazil



23%
Argentina



10%
Germany



8%
Spain



5%
France



Benzema Ranks First When It Comes To People's Predicted Golden Boot Winner



Predicted Golden Boot Winner



23%
Karim
Benzema



17%
Lionel
Messi



17%
Cristiano
Ronaldo



13%
Neymar
Jr.



7%
Kylian
Mbappe



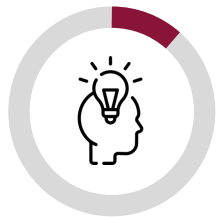


World Cup Sponsorships

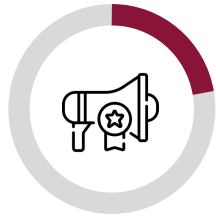


Around A Third Know Most Or All Brands Sponsoring The World Cup

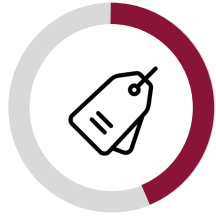
Familiarity With World Cup Sponsorships



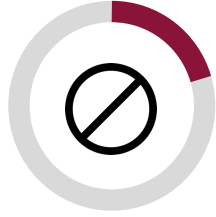
12%
Know All Brands
Sponsoring the World Cup



23%
Know Most Brands
Sponsoring the World Cup



44%
Know a Few Brands
Sponsoring the World Cup



21%
Don't Know Any Brands
Sponsoring the World Cup



Awareness of World Cup Sponsors

% Aware Each Brand Is Sponsoring The 2022 World Cup (Top 8 Most Recalled)



81%
Qatar Airways



80%
Coca-Cola



69%
Adidas



48%
Visa



46%
Qatar Energy



42%
McDonald's



36%
Hyundai



24%
Ooredoo



Over Half Are More Likely To Purchase From Brands Sponsoring The World Cup



55%

Are More Likely To Purchase From Brands Sponsoring Major Events Like The World Cup



Media Consumption



The Majority Will Be Interacting More Online With World Cup Content



78%

Interact More Online With World Cup Related Posts





Close To Half Plan To Watch Games On Free Live Streaming Channels, 2 In 5 Plan To Subscribe To Pay-to-watch Channels



Watching World Cup Games

Will Watch The Matches On Free Live Streaming Channels Online

46%



Will Subscribe To Pay-to-Watch Channels

40%



Will Watch The Matches On Social Media

14%



People In Morocco Prefer Watching World Cup Matches On Bigger Screens

Devices Used To Watch Games



79%

Television



38%

Smartphone



30%

Computer/
Laptop



10%

Tablet/iPad



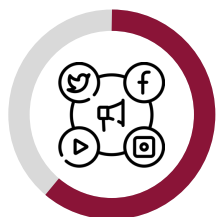
Most People Plan To Keep Up With The Scores On A Daily Basis

Frequency of Checking Scores



Social Media & TV Sport Highlights Are People's Go-To Sources To Check Scores

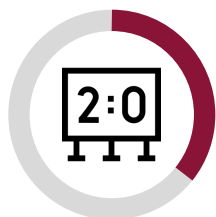
Score Checking Sources



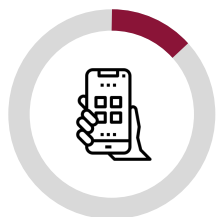
61%
Social Media Apps



60%
TV Sport Highlights



36%
Football Score Websites



13%
Football Score Apps



Sample & Methodology

- 500 Respondents
- Males & Females
- 15 Years & Above
- Nationwide Coverage
- Online Interviews



THANK YOU

For more information, please contact:

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GAME CHANGERS

