

**IPSOS Global Advisor**

# **ATTITUDES TOWARDS THE FIFA WORLD CUP 2018 IN RUSSIA**

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# AWARENESS AND EXPECTATIONS



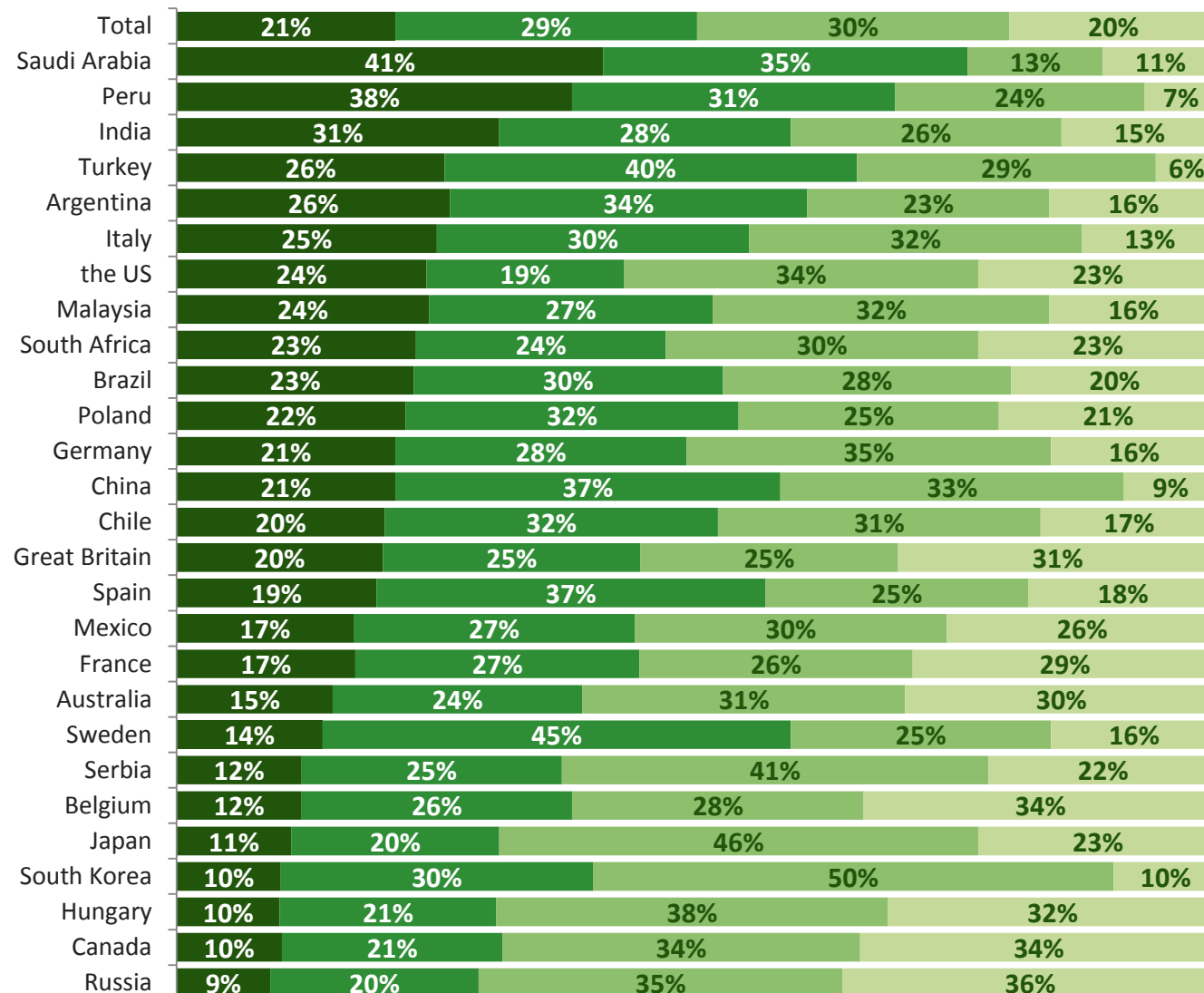




## RUSSIANS WITH ONLY LOW PASSION FOR FOOTBALL

Overall\*, about two in ten of those aware of the WC are passionate football followers and three in ten watch football very occasionally. People in Saudi Arabia and Peru are most likely to be passionate football followers. Russians are least likely to be passionate football followers.

Q. Thinking of the sport of football (NOT American football), how would you typically describe yourself?



- I am a passionate soccer/football follower and will watch as many games as possible at any given time
- I follow soccer/football, but will only watch games played by my favorite league/club and national team
- I will very occasionally watch soccer/football games played by leading league/club and national teams
- I don't follow soccer/football and do not watch soccer/football games at all

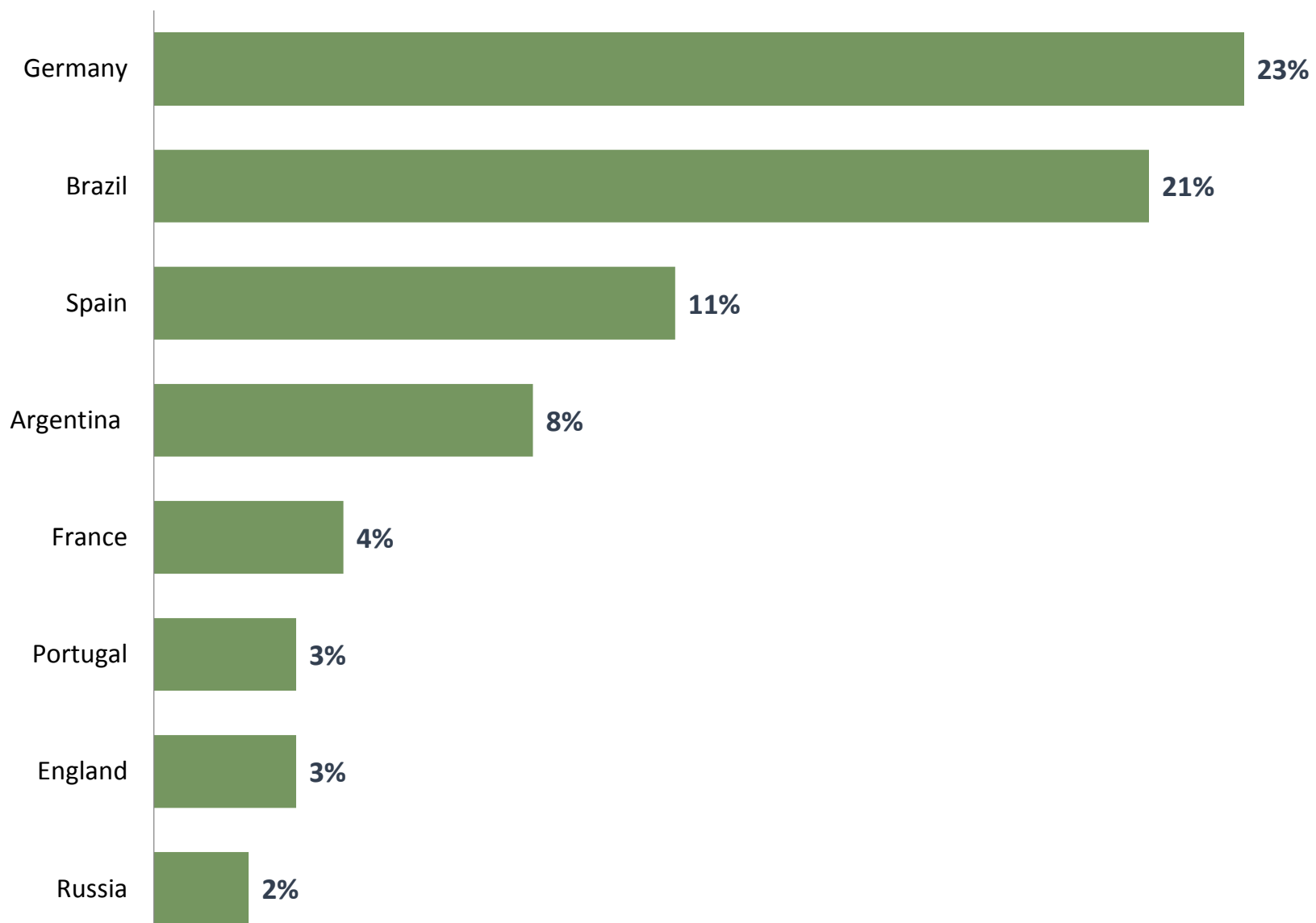
Base: \*12,207 online adults aged 16-64, who are aware of the upcoming FIFA World Cup 2018, across 27 countries. Fieldwork: 20 April – 04 May 2018



**Worldwide\***, more than two in ten respondents aware of the WC think that Germany will win the World Cup in 2018. Closely followed by Brazil, Spain and Argentina.

Q. Which 2 countries do you believe will be playing in the final match of the 2018 FIFA World Cup soccer/football competition? [Winning Country]

## PEOPLE'S GUESS OF WINNER



Base: \*12,207 online adults aged 16-64, who are aware of the upcoming FIFA World Cup 2018, across 27 countries. Fieldwork: 20 April – 04 May 2018



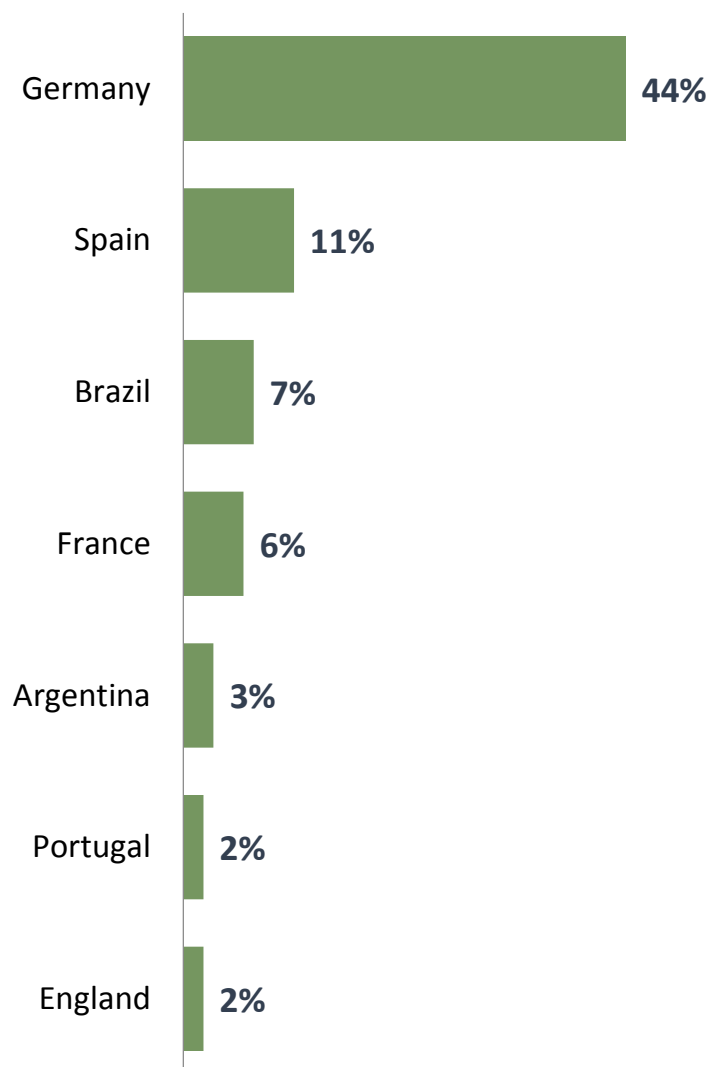
More than four in ten Germans expect their country to win the World Cup in 2018. Most people in the UK also see Germany as the winners, but 15% believe it will be Brazil.

Only four in one-hundred respondents in the UK believe that England will take home the Cup.

Q. Which 2 countries do you believe will be playing in the final match of the 2018 FIFA World Cup soccer/football competition? [Winning Country]

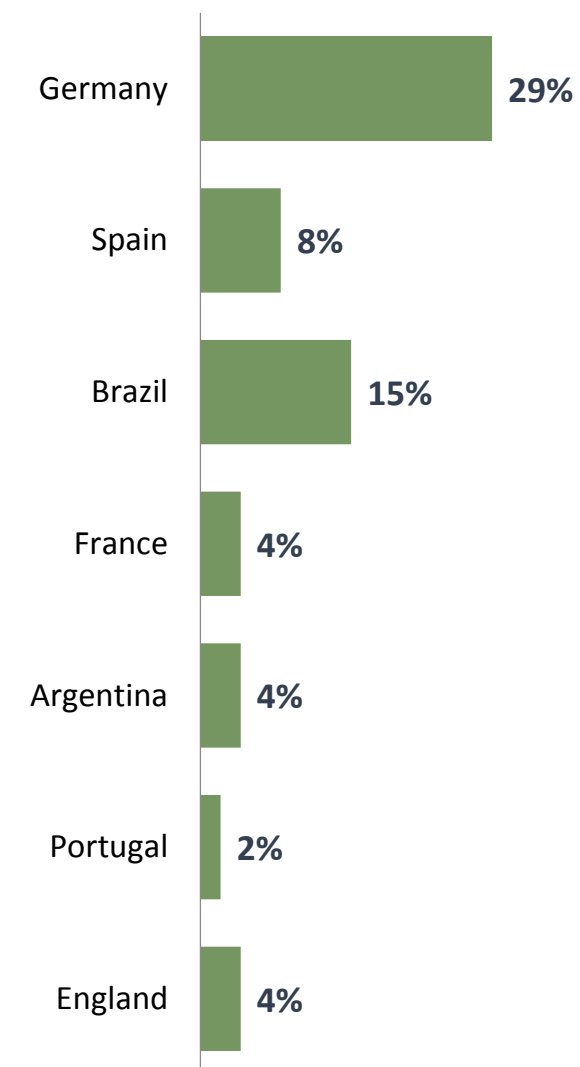
## COUNTRY FROM GERMAN PERSPECTIVE

% PEOPLE'S GUESS OF WINNING



## COUNTRY FROM THE UK PERSPECTIVE

% PEOPLE'S GUESS OF WINNING



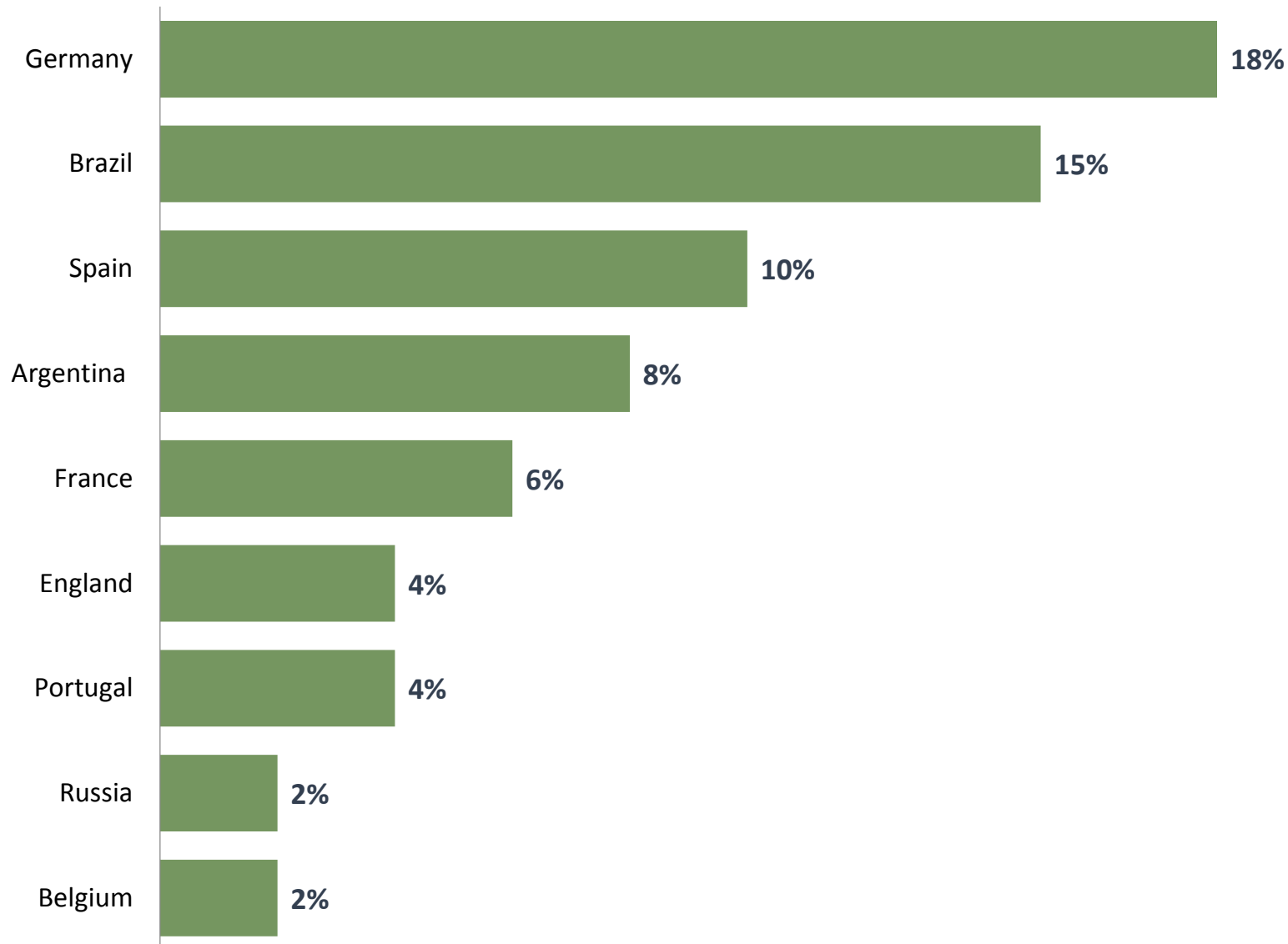
Base: \*12,207 online adults aged 16-64, who are aware of the upcoming FIFA World Cup 2018, across 27 countries. Fieldwork: 20 April – 04 May 2018



Nearly two in ten respondents globally\* aware of the WC think that die Mannschaft will be runner-up of the World Cup. Brazil has nearly the same chance, followed by Spain and Argentina.

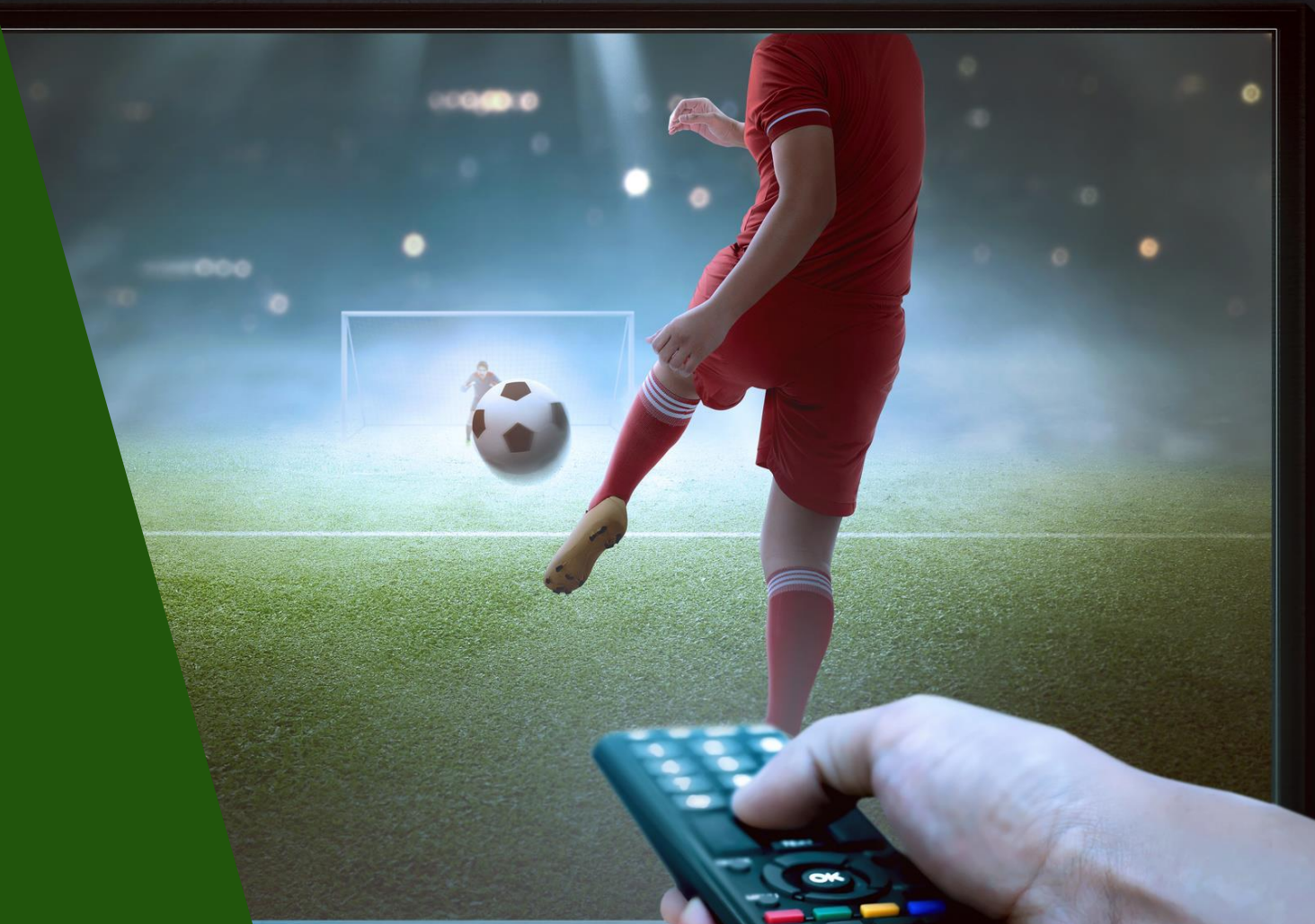
Q3. Which 2 countries do you believe will be playing in the final match of the 2018 FIFA World Cup soccer/football competition? [Runner-up]

## PEOPLE'S GUESS OF RUNNER-UP



Base: \*12,207 online adults aged 16-64, who are aware of the upcoming FIFA World Cup 2018, across 27 countries. Fieldwork: 20 April – 04 May 2018

**WATCHING FIFA  
WORLD CUP?**





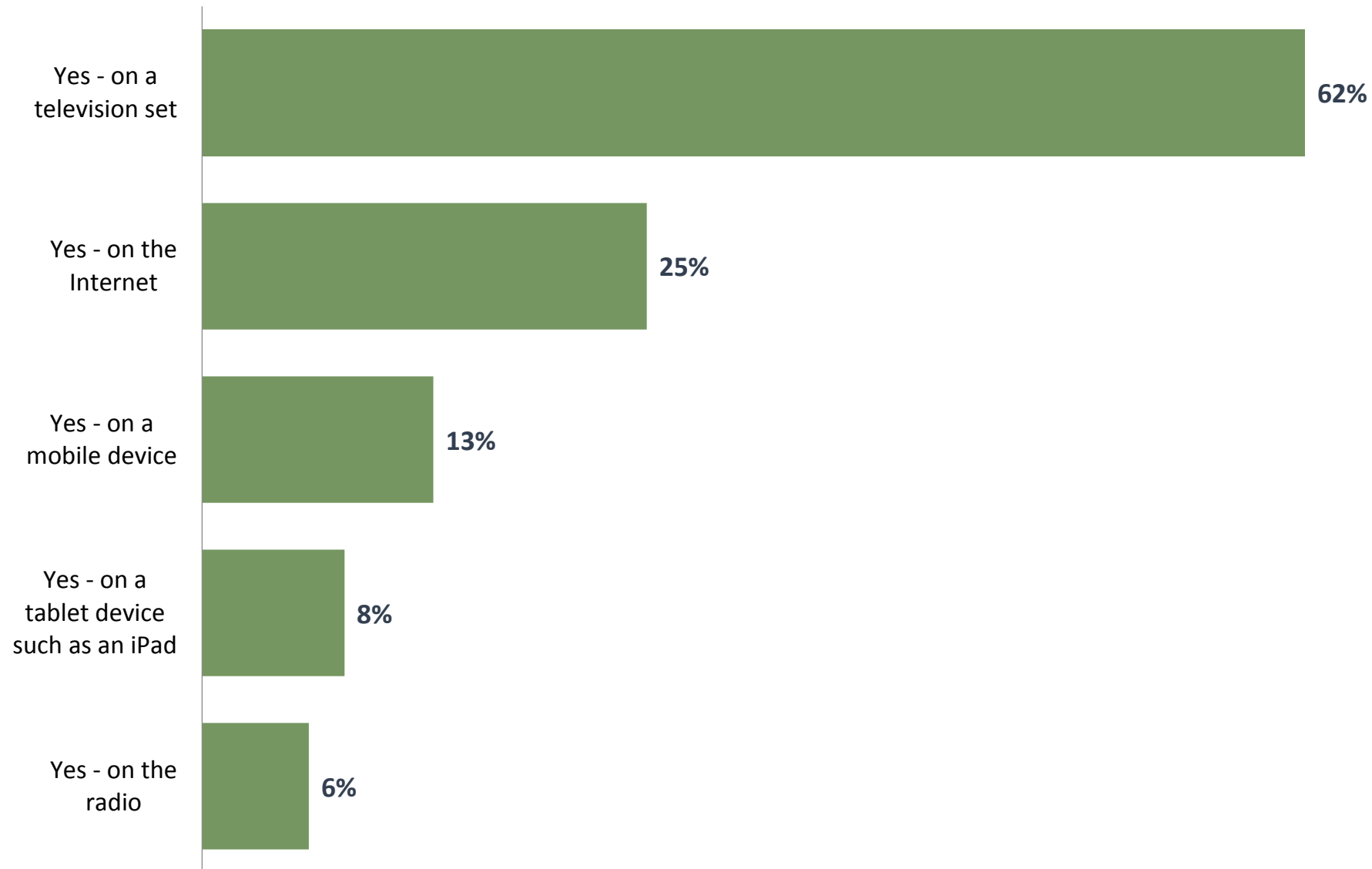
**Worldwide\***, a quarter of all people who are aware of the upcoming World Cup plan to watch it on the internet.

**More than six in ten people will probably watch games on a TV set.**

**Only six percent plan to follow the games on the radio.**

Q. Do you plan to watch any part of the FIFA World Cup in Russia?

## DEVICE USED TO WATCH FIFA WORLD CUP



Base: \*12,207 online adults aged 16-64, who are aware of the upcoming FIFA World Cup 2018, across 27 countries. Fieldwork: 20 April – 04 May 2018



# DO YOU PLAN TO WATCH ANY PART OF THE FIFA WORLD CUP IN RUSSIA?



	TOT	ARG	AUS	BEL	BRA	CAN	CHN	FRA	GER	GB	HUN	IND	ITA	JAP	MEX	POL	RUS	SAU	RSA	KOR	ESP	SWE	TUR	USA	PER	CHL	MAL	SER
YES - ON A TELEVISION SET	62%	74%	44%	57%	72%	40%	50%	53%	68%	53%	55%	61%	61%	61%	64%	67%	50%	60%	65%	75%	70%	47%	66%	41%	85%	64%	61%	66%
YES - ON THE INTERNET	25%	22%	14%	12%	22%	18%	47%	15%	11%	11%	18%	45%	12%	14%	26%	24%	23%	44%	25%	27%	13%	22%	38%	25%	36%	22%	39%	21%
YES - ON A MOBILE DEVICE	13%	10%	9%	4%	10%	7%	24%	6%	4%	5%	4%	32%	5%	4%	15%	13%	5%	19%	11%	24%	3%	10%	16%	10%	27%	14%	24%	9%
YES - ON A TABLET DEVICE SUCH AS AN IPAD	8%	6%	5%	5%	5%	7%	22%	4%	3%	6%	3%	15%	4%	6%	8%	7%	5%	14%	10%	7%	4%	6%	9%	10%	7%	6%	13%	3%
YES - ON THE RADIO	6%	9%	3%	7%	6%	5%	5%	8%	4%	5%	2%	8%	5%	2%	4%	4%	4%	5%	8%	4%	7%	8%	2%	6%	15%	6%	6%	3%

**WHAT THE PEOPLE  
EXPECT TO DO DURING  
THE WORLD CUP?**





**The World Cup is a social event. Overall\*, more than eight in ten people aware of the WC will definitely/probably watch the games with friends and/or family.**

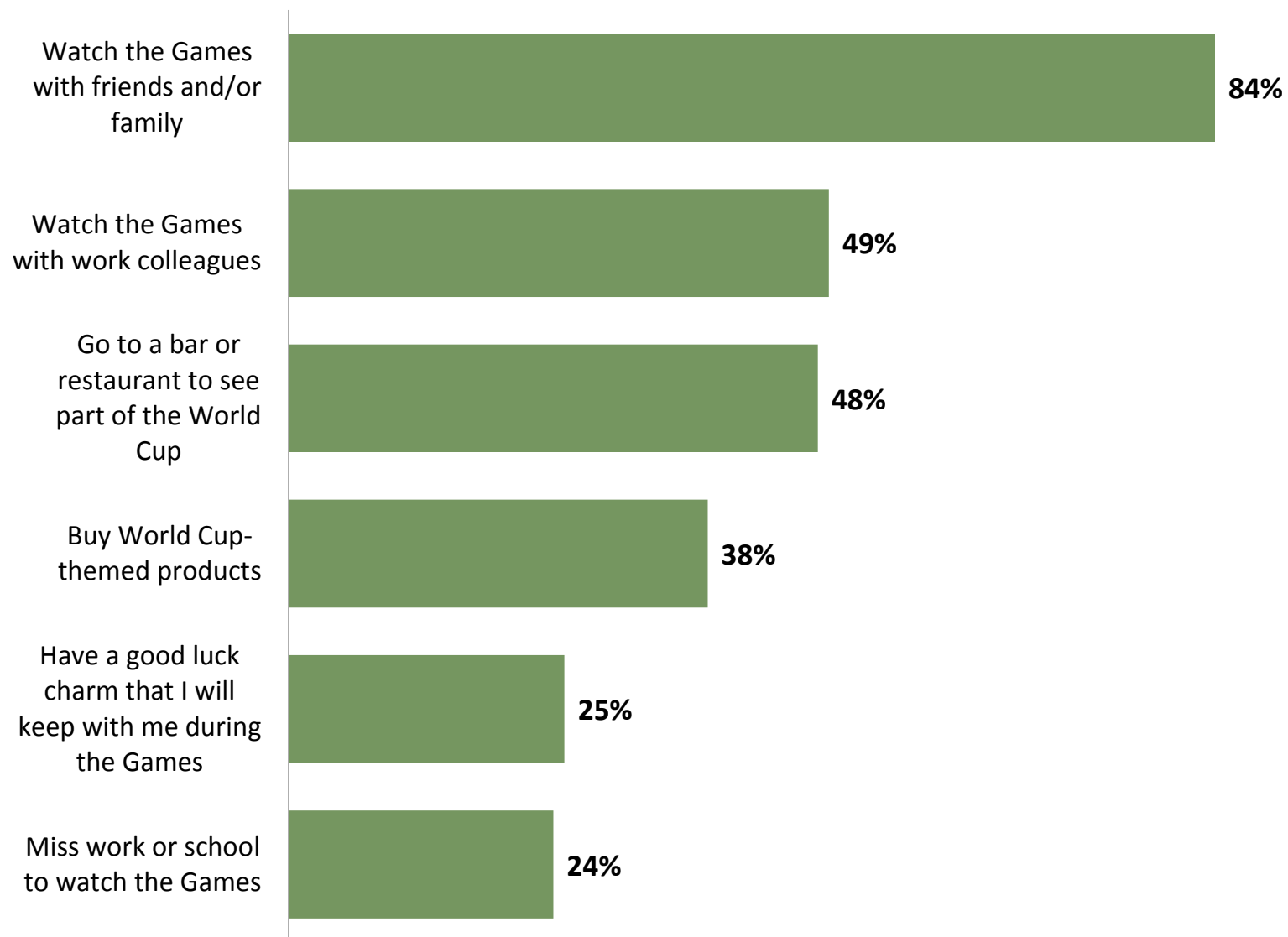
**Nearly half will join in with work colleagues or will go to a bar or restaurant.**

**Nearly one in four state to even miss work or school.**

Q. Which of the following things do you expect you will do during the 2018 FIFA World Cup?

## YOU WILL NEVER WATCH ALONE

% DEFINITELY/ PROBABLY





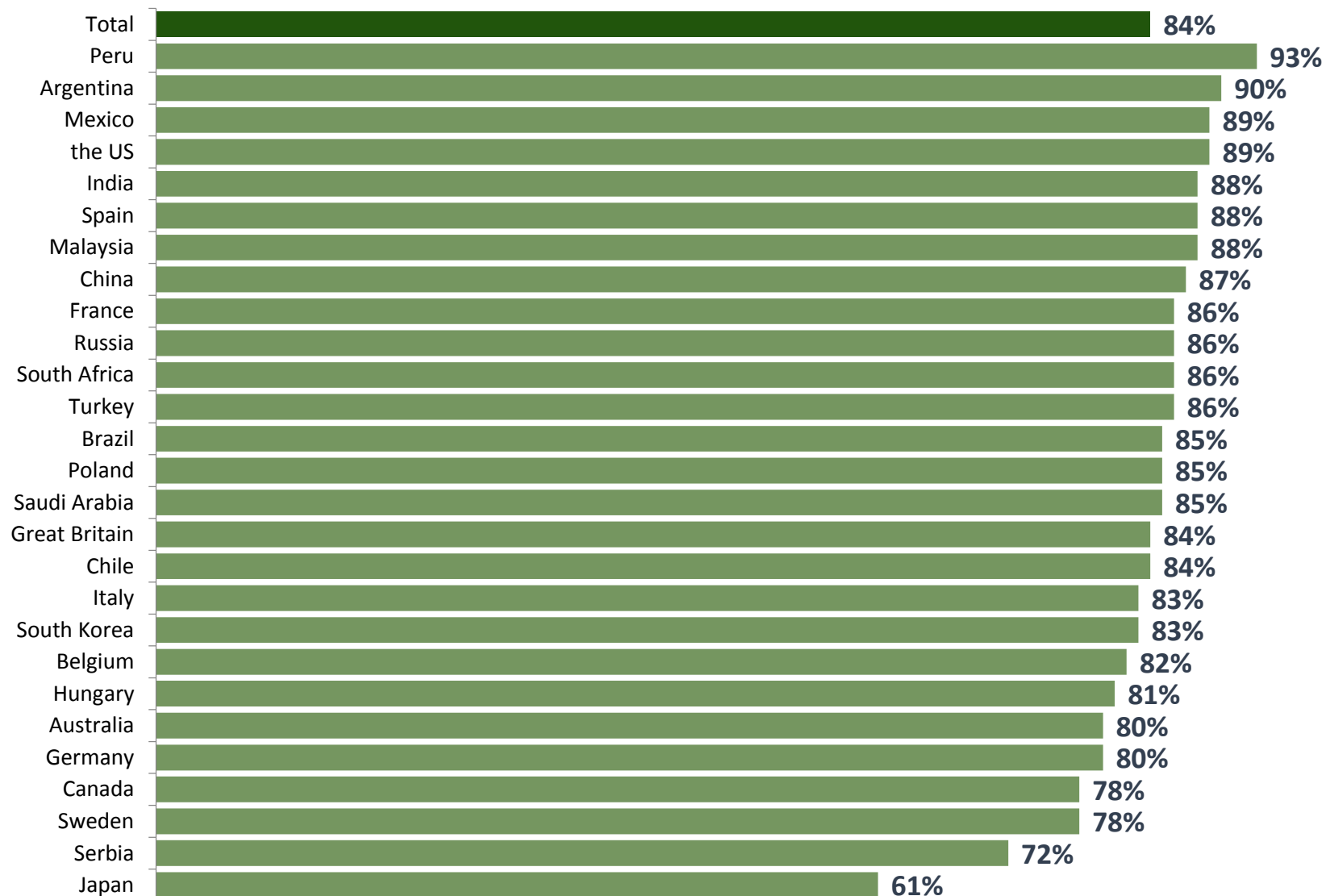
**An overwhelming majority in all countries\* aware of the WC will watch the games with friends and/or family.**

**Serbian and Japanese people are least enthusiastic about watching the World Cup with friends and family.**

Q. Which of the following things do you expect you will do during the 2018 FIFA World Cup?

## WILL WATCH THE GAMES WITH FRIENDS AND/OR FAMILY

% DEFINITELY/ PROBABLY



Base: \*12,207 online adults aged 16-64, who are aware of the upcoming FIFA World Cup 2018, across 27 countries. Fieldwork: 20 April – 04 May 2018





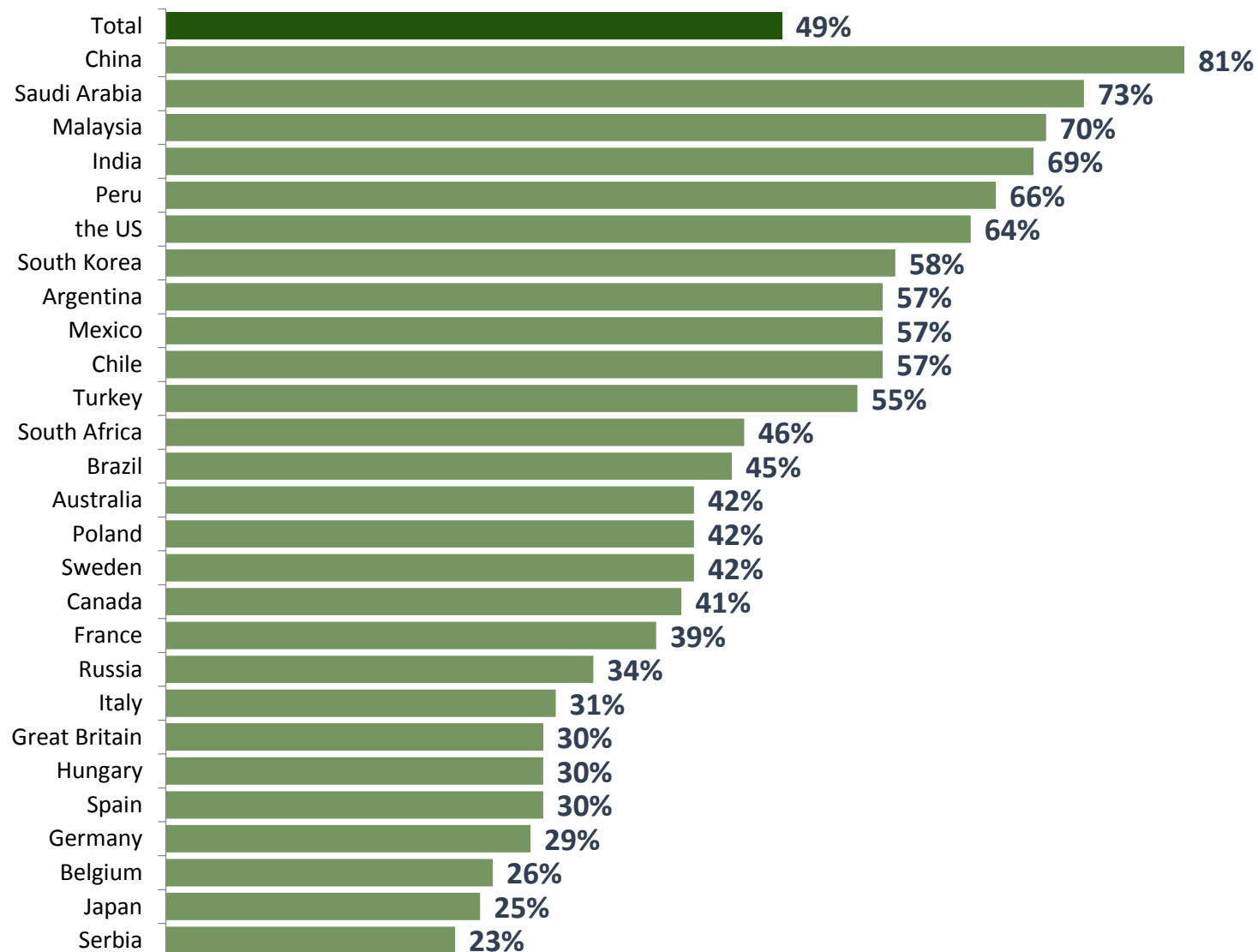
**More than eight in ten Chinese aware of the WC expect to watch the Games with work colleagues. Followed by people from Saudi Arabia and Malaysia.**

**Only about one in four Germans, Belgians, Japanese and Serbs expect to watch the games with work colleagues.**

Q. Which of the following things do you expect you will do during the 2018 FIFA World Cup?

## WATCH THE GAMES WITH WORK COLLEAGUES

% DEFINITELY/ PROBABLY



Base: \*12,207 online adults aged 16-64, who are aware of the upcoming FIFA World Cup 2018, across 27 countries. Fieldwork: 20 April – 04 May 2018



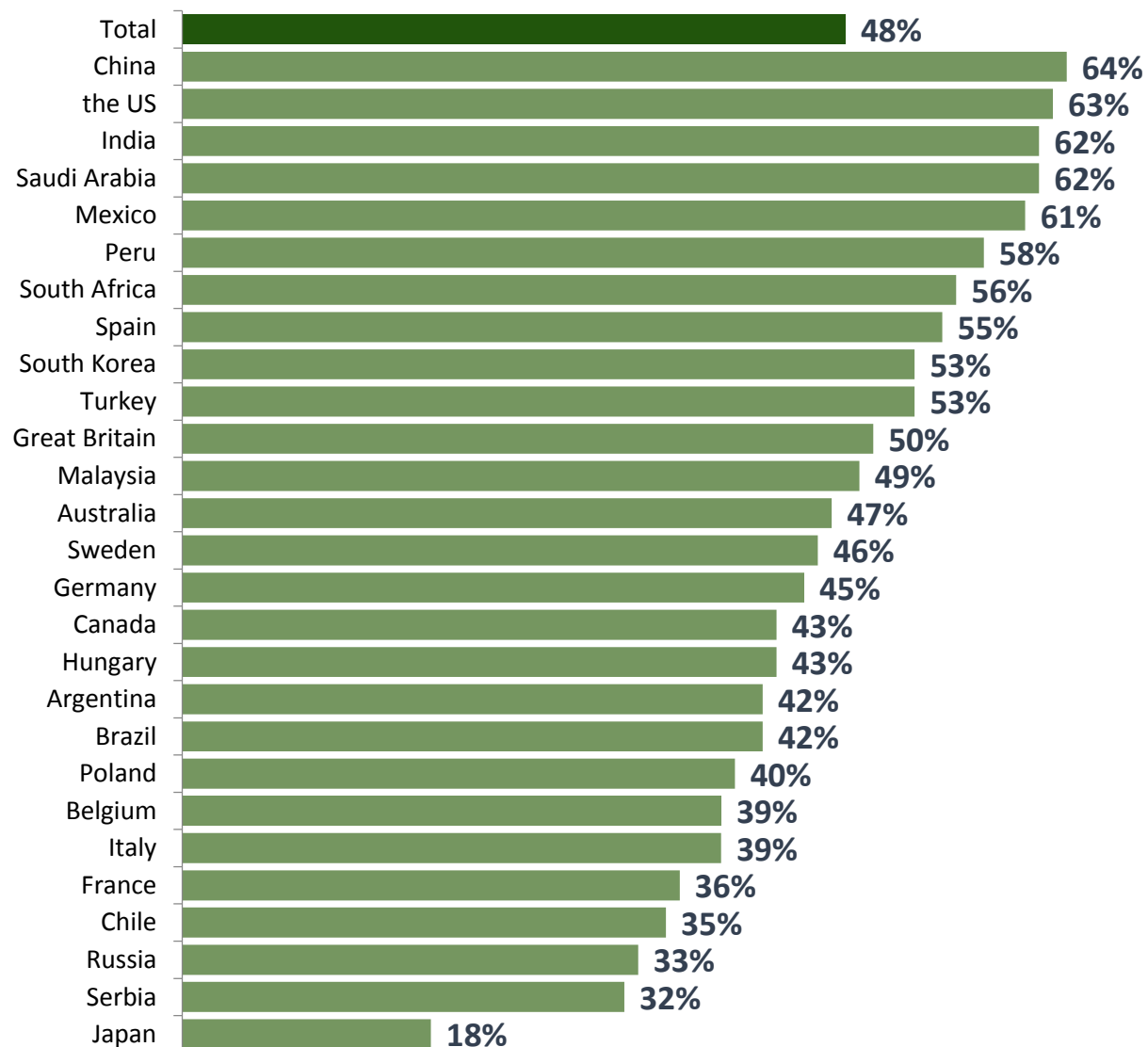
**Globally\* almost half of all respondents who are aware of the World Cup expect to see part of it in a bar or restaurant. This is especially true in China, the US, India, Saudi Arabia and Mexico.**

**In Japan only two in ten favor seeing the games in a bar or restaurant.**

Q. Which of the following things do you expect you will do during the 2018 FIFA World Cup?

## GO TO A BAR OR RESTAURANT TO SEE PART OF THE WORLD CUP

% DEFINITELY/ PROBABLY

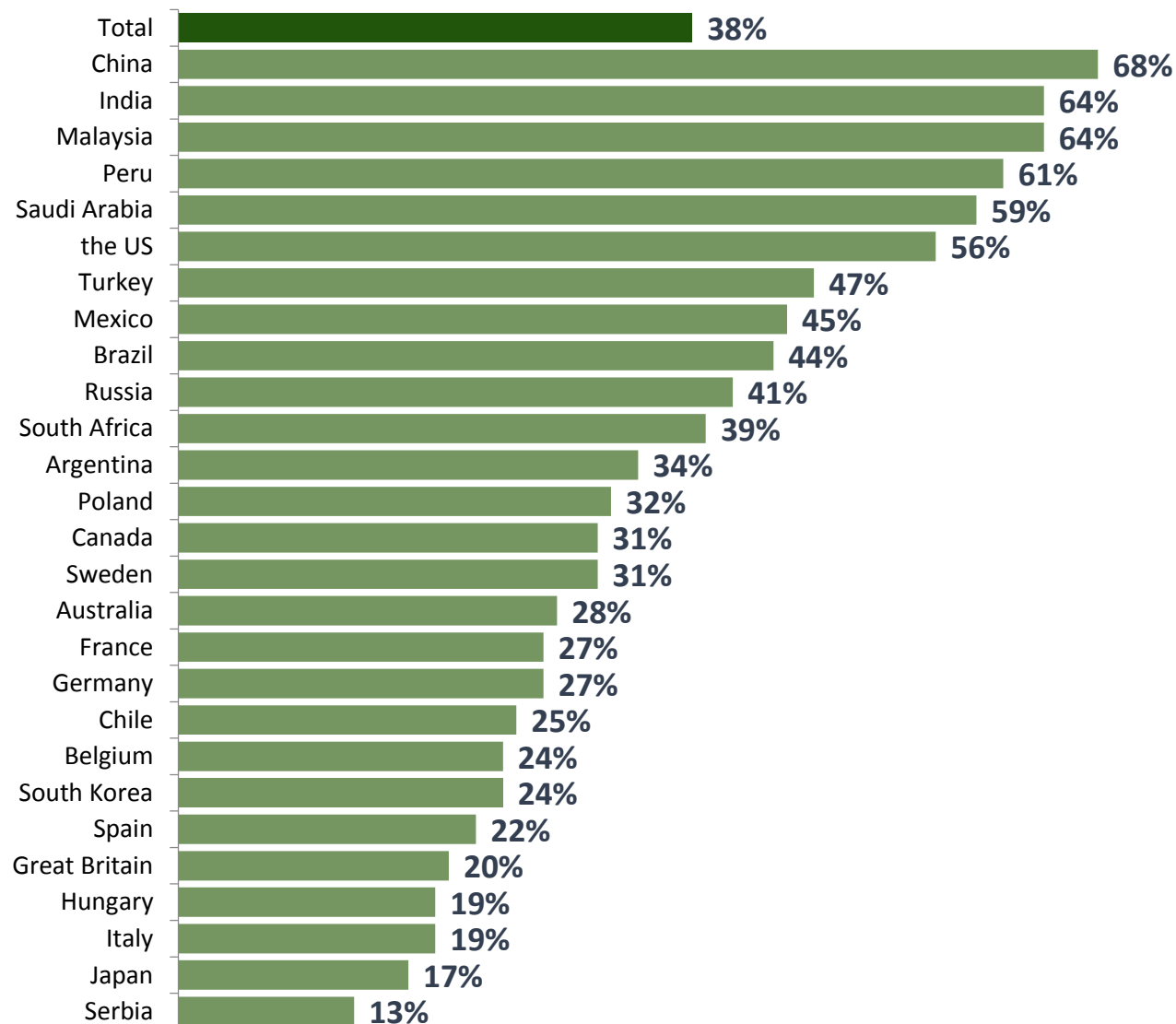


Base: \*12,207 online adults aged 16-64, who are aware of the upcoming FIFA World Cup 2018, across 27 countries. Fieldwork: 20 April – 04 May 2018



## BUY WORLD CUP-THEMED PRODUCTS

% DEFINITELY/ PROBABLY



**Worldwide\* more than one third aware of the WC expect to buy World Cup-themed products. Chinese, Indians and Malaysians are most likely to do so.**

**Respondents from Hungary, Italy, Japan and Serbia are least likely to buy these products.**

Q. Which of the following things do you expect you will do during the 2018 FIFA World Cup?

Base: \*12,207 online adults aged 16-64, who are aware of the upcoming FIFA World Cup 2018, across 27 countries. Fieldwork: 20 April – 04 May 2018



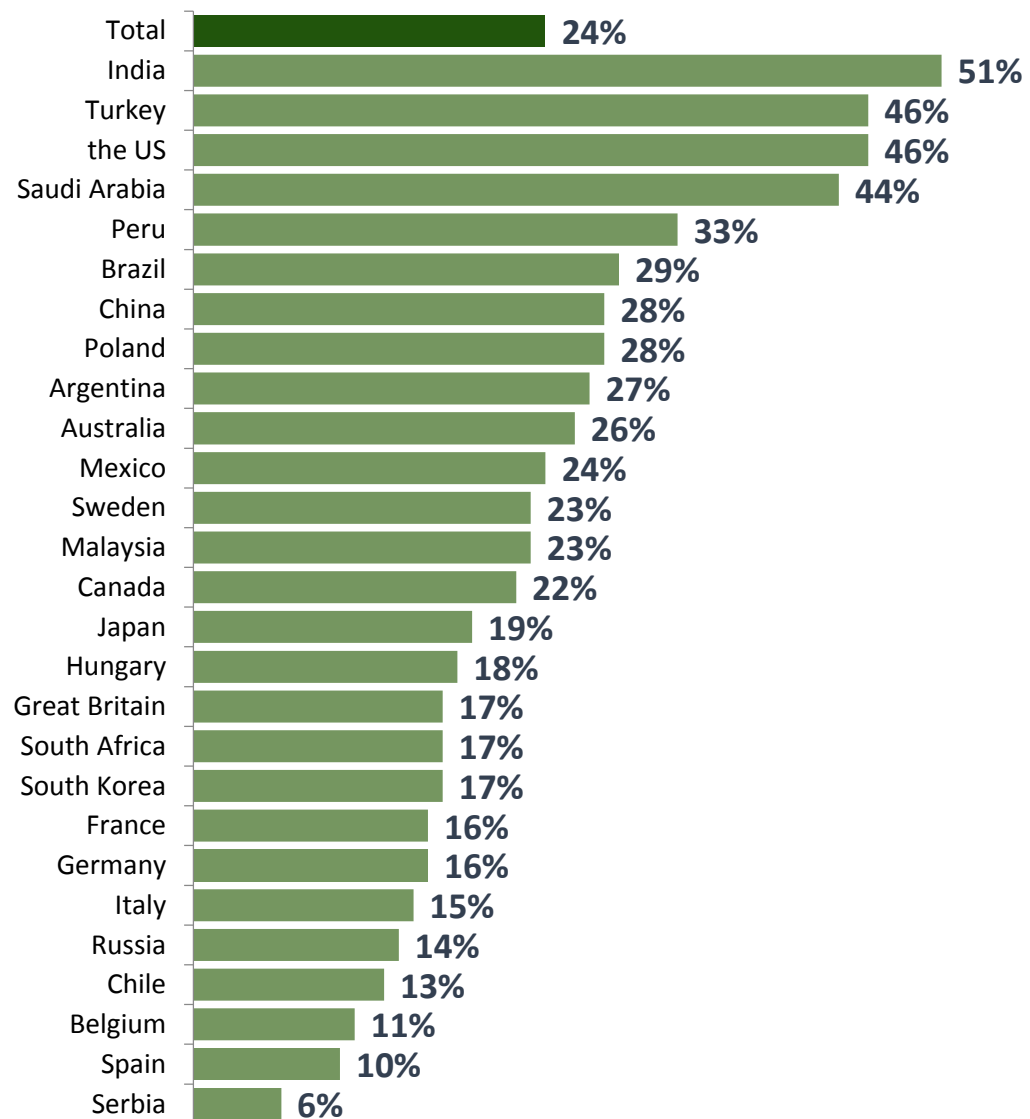
Globally\*, nearly one in four of those aware of the WC expect to miss work or school during the World Cup.

In India, Turkey and the US this rate is highest, whereas only about ten percent expect to miss work or school in Belgium, Spain or Serbia.

Q. Which of the following things do you expect you will do during the 2018 FIFA World Cup?

## MISS WORK OR SCHOOL TO WATCH THE GAMES

% DEFINITELY/ PROBABLY



Base: \*12,207 online adults aged 16-64, who are aware of the upcoming FIFA World Cup 2018, across 27 countries. Fieldwork: 20 April – 04 May 2018



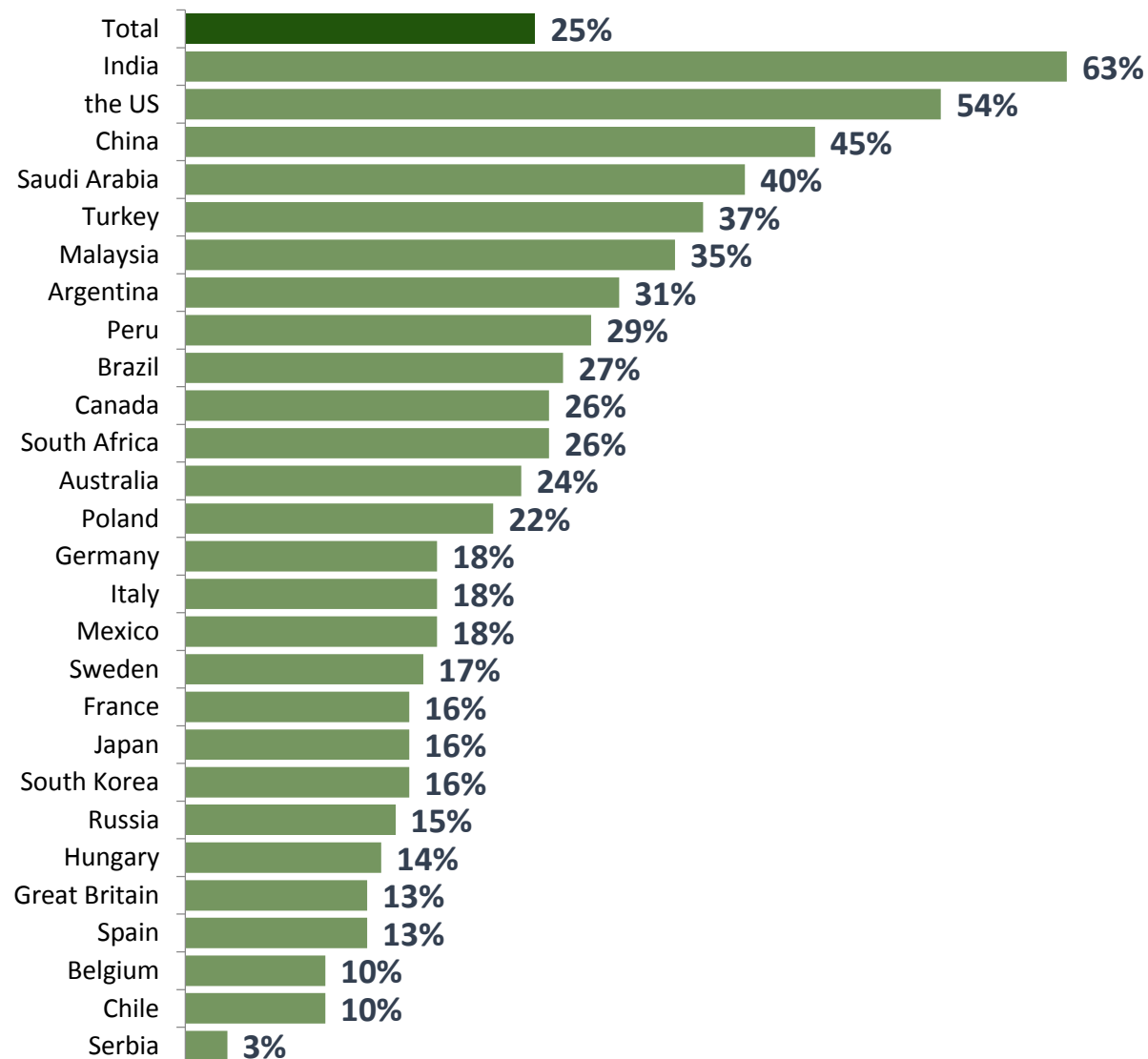


**Around the world\* only one in four say they will have a good luck charm that they will keep with them during the games. But more than six in ten Indians and five in ten US-Americans admit this. In contrast, in all European countries of the sample, but also in Mexico, Chile, Japan, South Korea and Russia only few respondents believe in the power of good luck charms.**

Q. Which of the following things do you expect you will do during the 2018 FIFA World Cup?

## HAVE A GOOD LUCK CHARM THAT I WILL KEEP WITH ME DURING THE GAMES

% DEFINITELY/ PROBABLY



Base: \*12,207 online adults aged 16-64, who are aware of the upcoming FIFA World Cup 2018, across 27 countries. Fieldwork: 20 April – 04 May 2018

**OPINIONS ABOUT  
FIFA AND RUSSIA  
AS HOST COUNTRY**



**russia**  
**2018**

The text 'russia' is in a bold, black, lowercase font. Below it, the year '2018' is written in a large, black, stylized font. A soccer ball is integrated into the zero of '2018'. The background of the text features a white and red brushstroke effect.

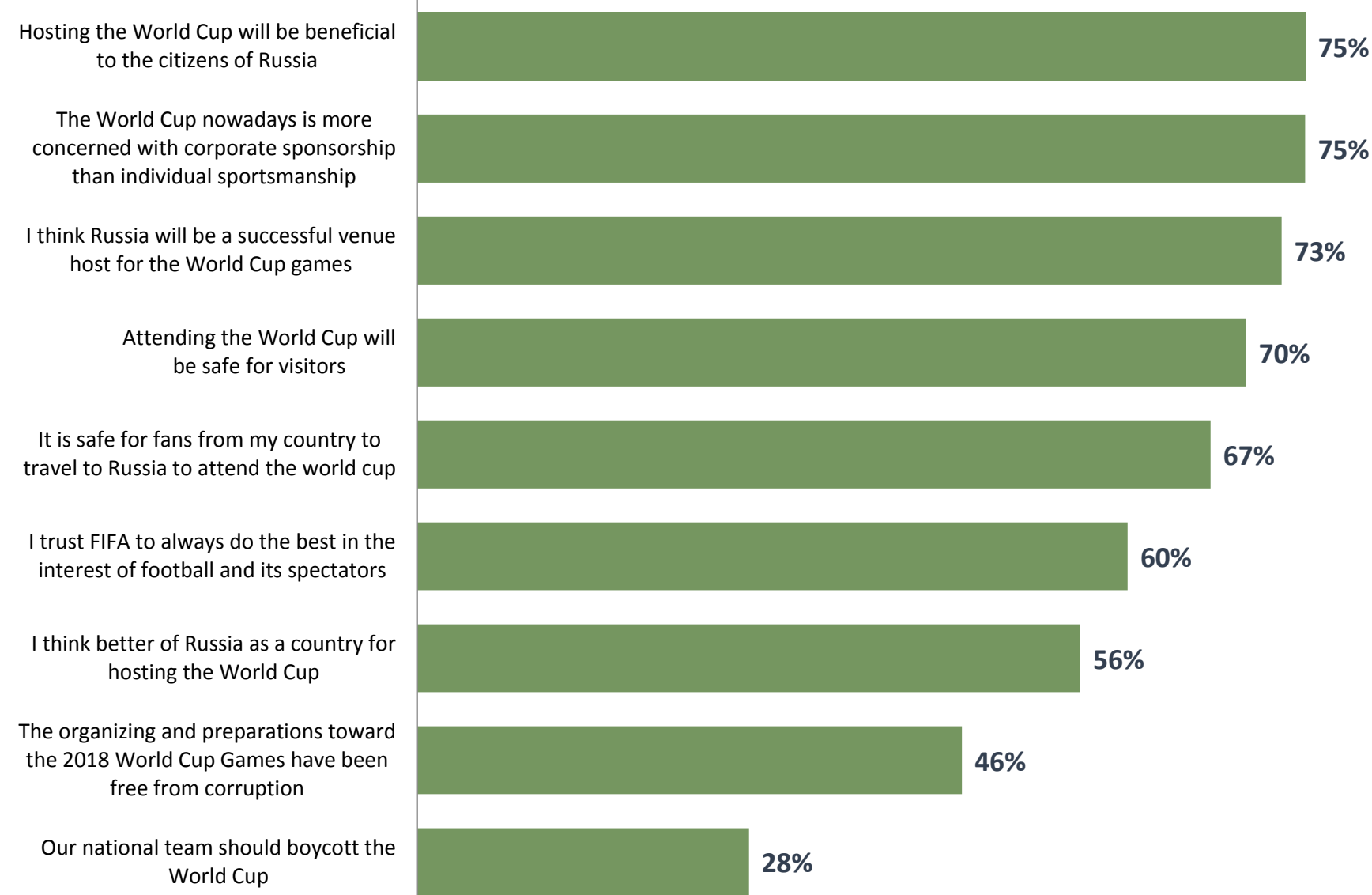


**Overall\*, people aware of the WC have a positive opinion about the World Cup in Russia. About three in four think the World Cup will be beneficial to the citizens of Russia, that Russia will be a successful venue and that the World Cup will be safe for visitors. More than half agree that they think better of Russia as a country now.**

Q. To what extent do you agree or disagree with the following statements about the 2018 FIFA World Cup to be held in Russia this June?

## OVERALL POSITIVE OPINIONS ABOUT RUSSIA BEING HOST OF THE WORLD CUP

% STRONGY /SOMEWHAT AGREE



Base: \*12,207 online adults aged 16-64, who are aware of the upcoming FIFA World Cup 2018, across 27 countries. Fieldwork: 20 April – 04 May 2018



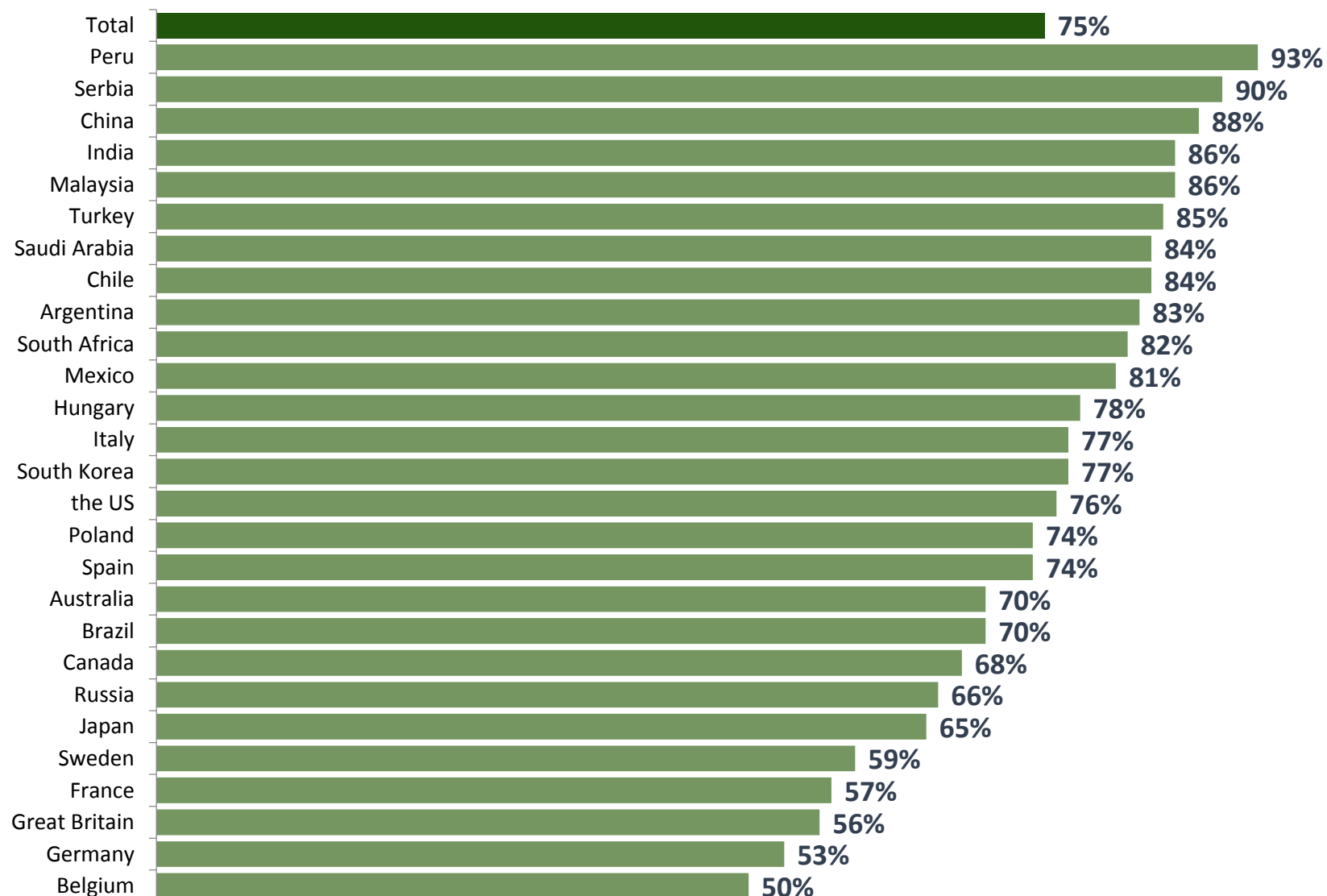
In all countries\* three in four respondents aware of the WC agree that hosting the World Cup will be beneficial to the citizens of Russia.

One in three Russians share this opinion but only half of the respondents in Germany and Belgium.

Q. To what extent do you agree or disagree with the following statements about the 2018 FIFA World Cup to be held in Russia this June?

## HOSTING THE WORLD CUP WILL BE BENEFICIAL TO THE CITIZENS OF RUSSIA

% STRONGLY AGREE / SOMEWHAT AGREE



Base: \*12,207 online adults aged 16-64, who are aware of the upcoming FIFA World Cup 2018, across 27 countries. Fieldwork: 20 April – 04 May 2018





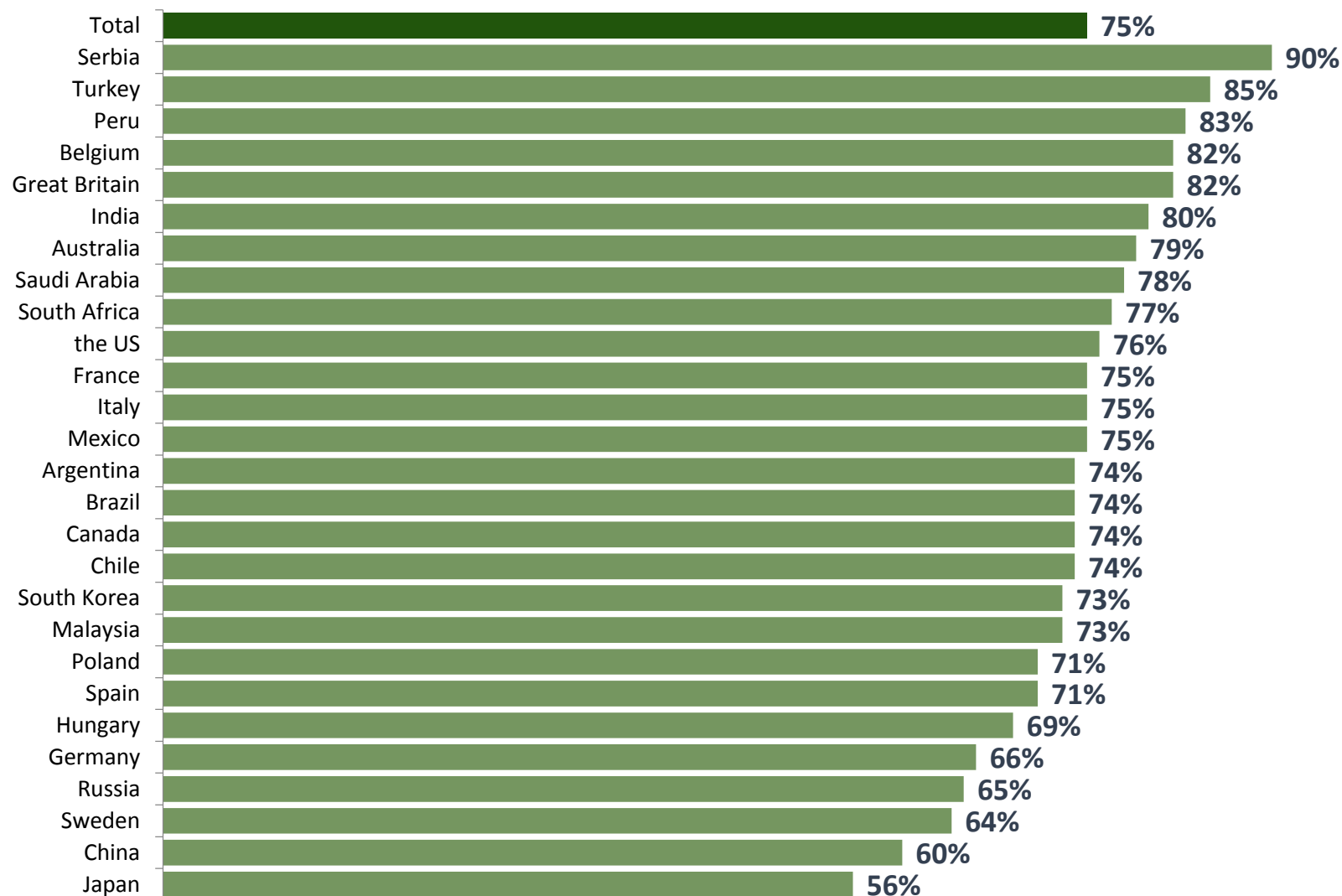
**Globally\* three in four of respondents aware of the WC believe that the World Cup nowadays is more concerned with corporate sponsorship than individual sportsmanship.**

**In Serbia, even nine in ten people agree with that statement whereas in China and Japan only about six in ten agree.**

Q. To what extent do you agree or disagree with the following statements about the 2018 FIFA World Cup to be held in Russia this June?

## THE WORLD CUP NOWADAYS IS MORE CONCERNED WITH CORPORATE SPONSORSHIP THAN INDIVIDUAL SPORTSMANSHIP

% STRONGLY AGREE / SOMEWHAT AGREE



Base: \*12,207 online adults aged 16-64, who are aware of the upcoming FIFA World Cup 2018, across 27 countries. Fieldwork: 20 April – 04 May 2018



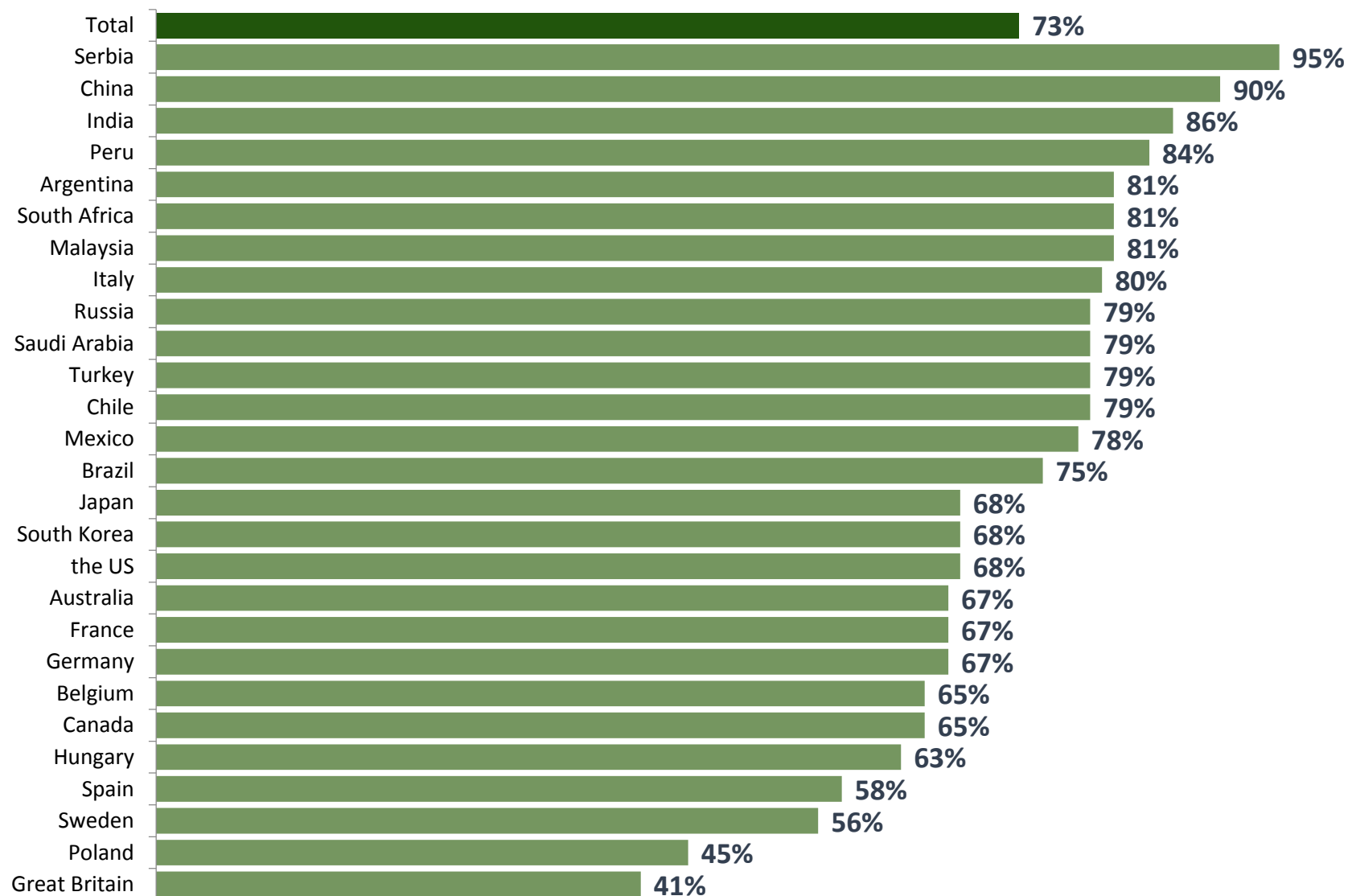
Throughout the world\* nearly three in four people aware of the WC believe that Russia will be a successful venue for the World Cup.

Opinions differs widely here: Nearly every Serb agrees, whereas less than half of the Poles and people in the UK think of Russia as a successful host.

Q. To what extent do you agree or disagree with the following statements about the 2018 FIFA World Cup to be held in Russia this June?

## I THINK RUSSIA WILL BE A SUCCESSFUL VENUE HOST FOR THE WORLD CUP GAMES

% STRONGLY AGREE / SOMEWHAT AGREE



Base: \*12,207 online adults aged 16-64, who are aware of the upcoming FIFA World Cup 2018, across 27 countries. Fieldwork: 20 April – 04 May 2018

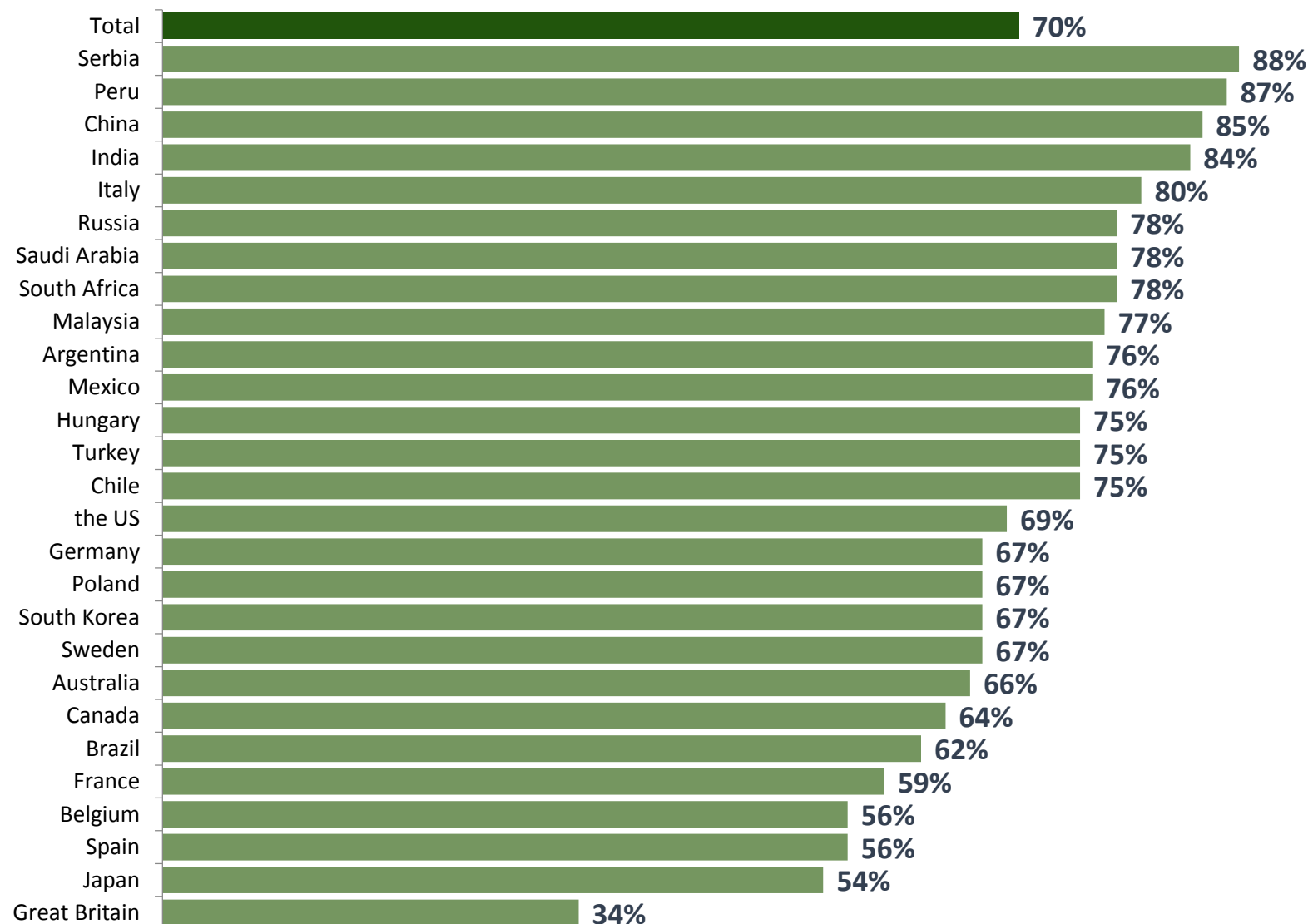


Seven in ten people worldwide\* aware of the WC believe that the World Cup will be safe for visitors. Serbs, Peruvians and Chinese are most likely to agree. People from the UK are least certain about this.

Q. To what extent do you agree or disagree with the following statements about the 2018 FIFA World Cup to be held in Russia this June?

## ATTENDING THE WORLD CUP WILL BE SAFE FOR VISITORS

% STRONGLY AGREE / SOMEWHAT AGREE



Base: \*12,207 online adults aged 16-64, who are aware of the upcoming FIFA World Cup 2018, across 27 countries. Fieldwork: 20 April – 04 May 2018



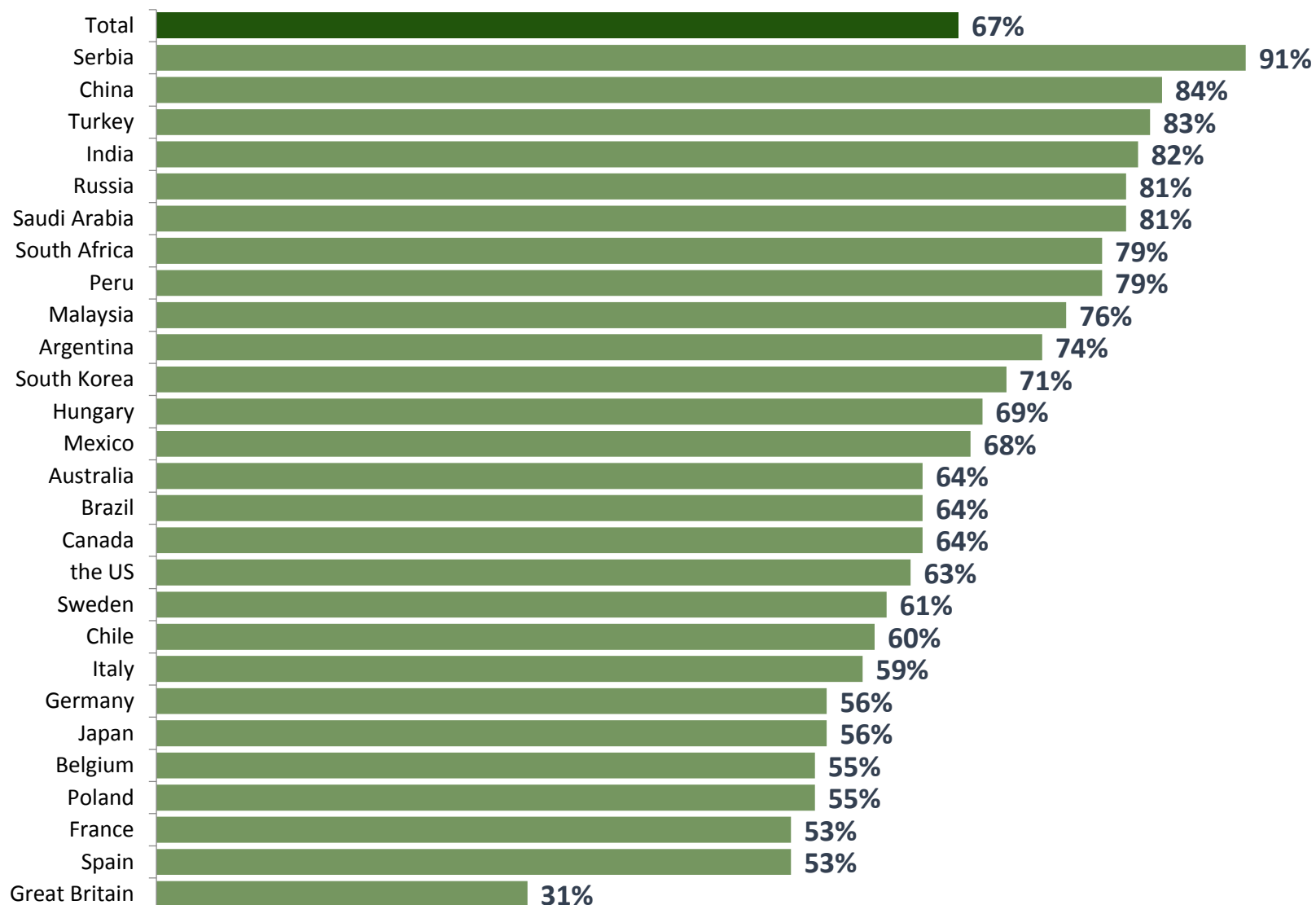
Nearly seven in ten people globally\* aware of the WC believe that it is safe for fans from their country to travel to Russia to attend the World Cup.

More than nine in ten people in Serbia agree whereas only three in ten in the UK agree.

Q To what extent do you agree or disagree with the following statements about the 2018 FIFA World Cup to be held in Russia this June?

## IT IS SAFE FOR FANS FROM MY COUNTRY TO TRAVEL TO RUSSIA TO ATTEND THE WORLD CUP

% STRONGLY AGREE / SOMEWHAT AGREE



Base: \*12,207 online adults aged 16-64, who are aware of the upcoming FIFA World Cup 2018, across 27 countries. Fieldwork: 20 April – 04 May 2018





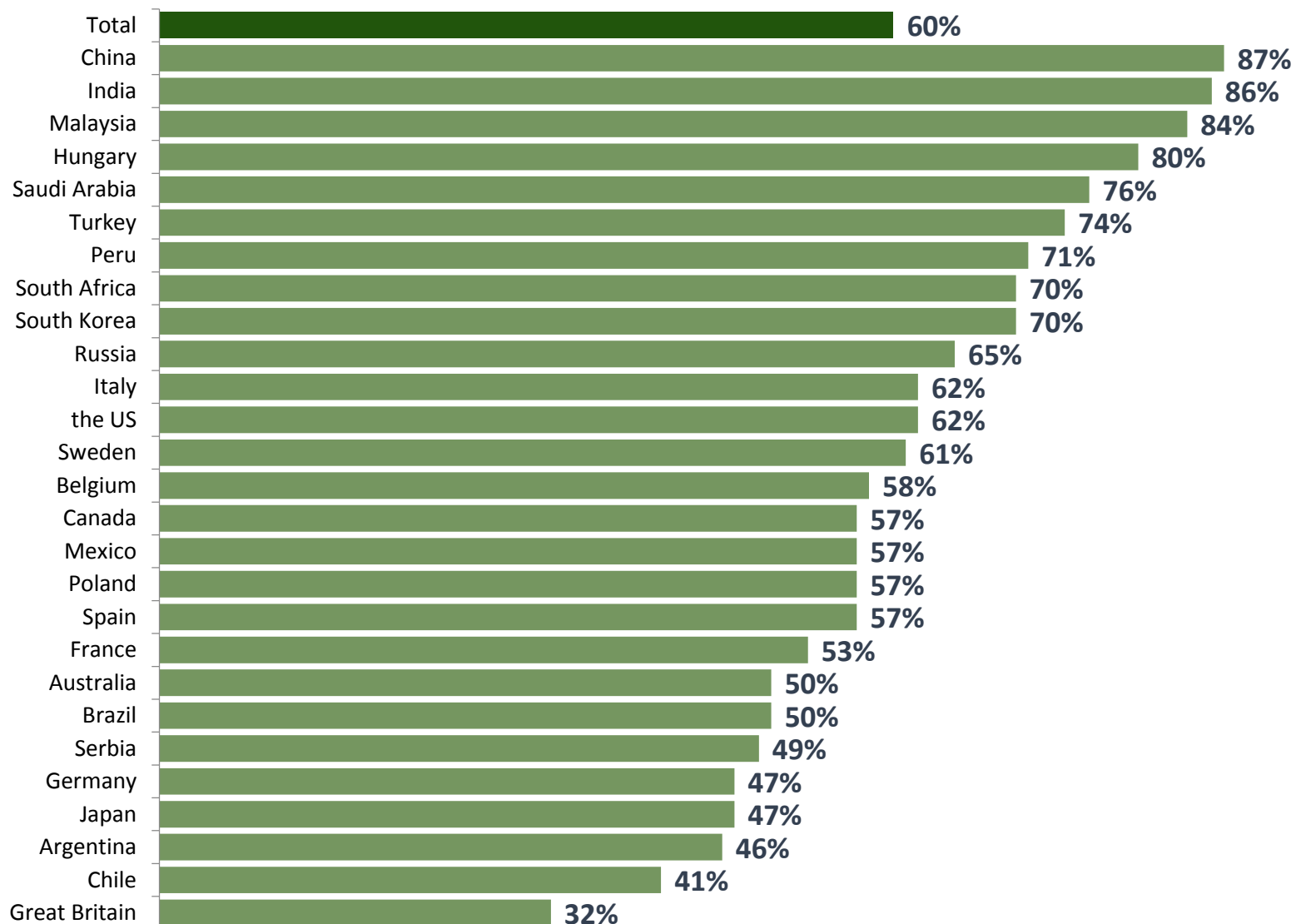
Overall, six in ten people\* aware of the WC trust FIFA. The Chinese, Indians and Malaysians are most likely to trust the FIFA.

In contrast, respondents from the UK have limited trust in FIFA to always do the best in the interest of football and its spectators.

Q. To what extent do you agree or disagree with the following statements about the 2018 FIFA World Cup to be held in Russia this June?

## I TRUST FIFA TO ALWAYS DO THE BEST IN THE INTEREST OF FOOTBALL AND ITS SPECTATORS

% STRONGLY AGREE / SOMEWHAT AGREE



Base: \*12,207 online adults aged 16-64, who are aware of the upcoming FIFA World Cup 2018, across 27 countries. Fieldwork: 20 April – 04 May 2018



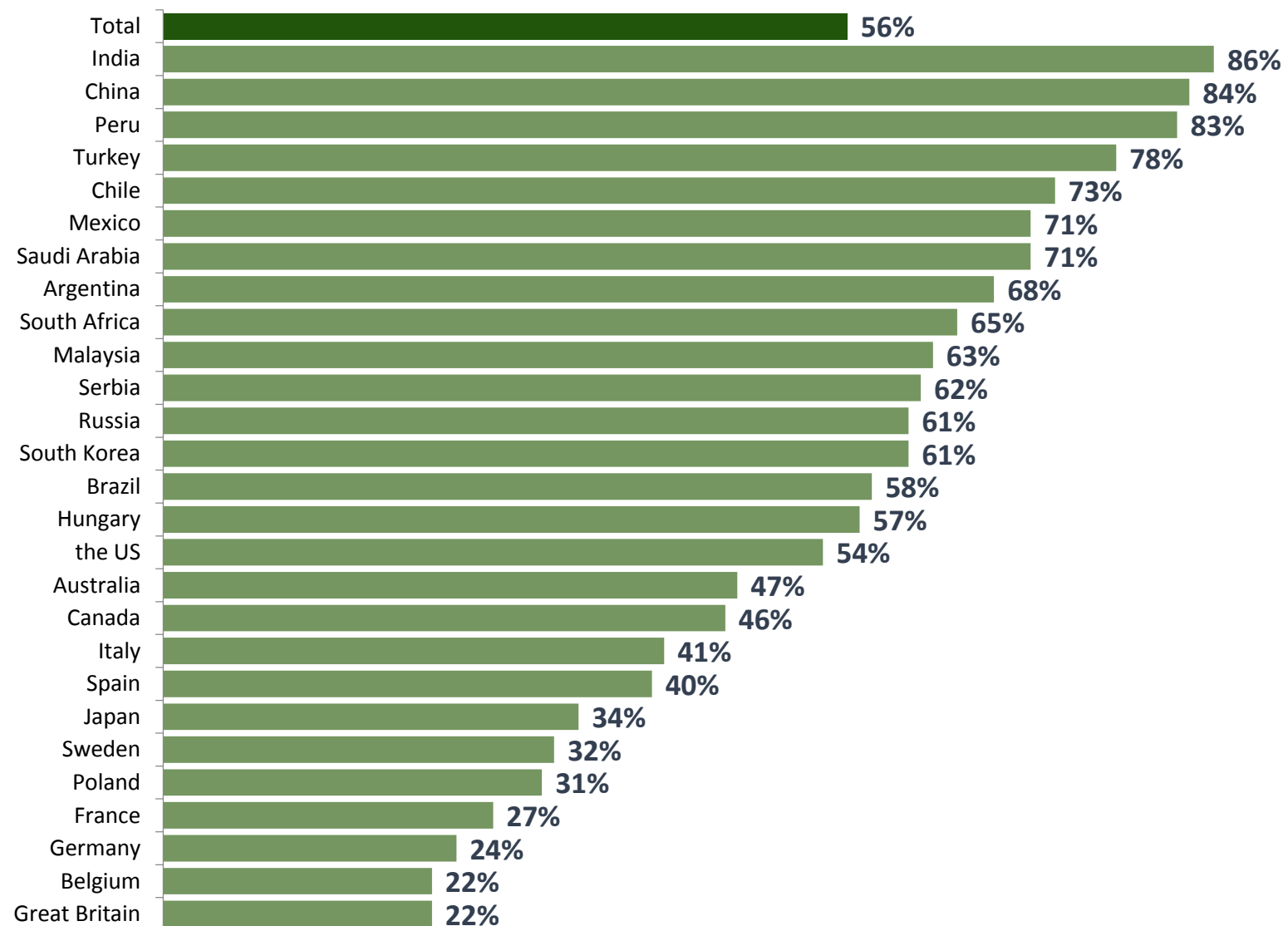
More than half of the people aware of the WC worldwide\* think better of Russia as a country for hosting the World Cup.

People from India, China and Peru are most likely to agree whereas those from Germany, Belgium and the UK are least likely to agree.

Q6. To what extent do you agree or disagree with the following statements about the 2018 FIFA World Cup to be held in Russia this June?

## I THINK BETTER OF RUSSIA AS A COUNTRY FOR HOSTING THE WORLD CUP

% STRONGLY AGREE / SOMEWHAT AGREE



Base: \*12,207 online adults aged 16-64, who are aware of the upcoming FIFA World Cup 2018, across 27 countries. Fieldwork: 20 April – 04 May 2018



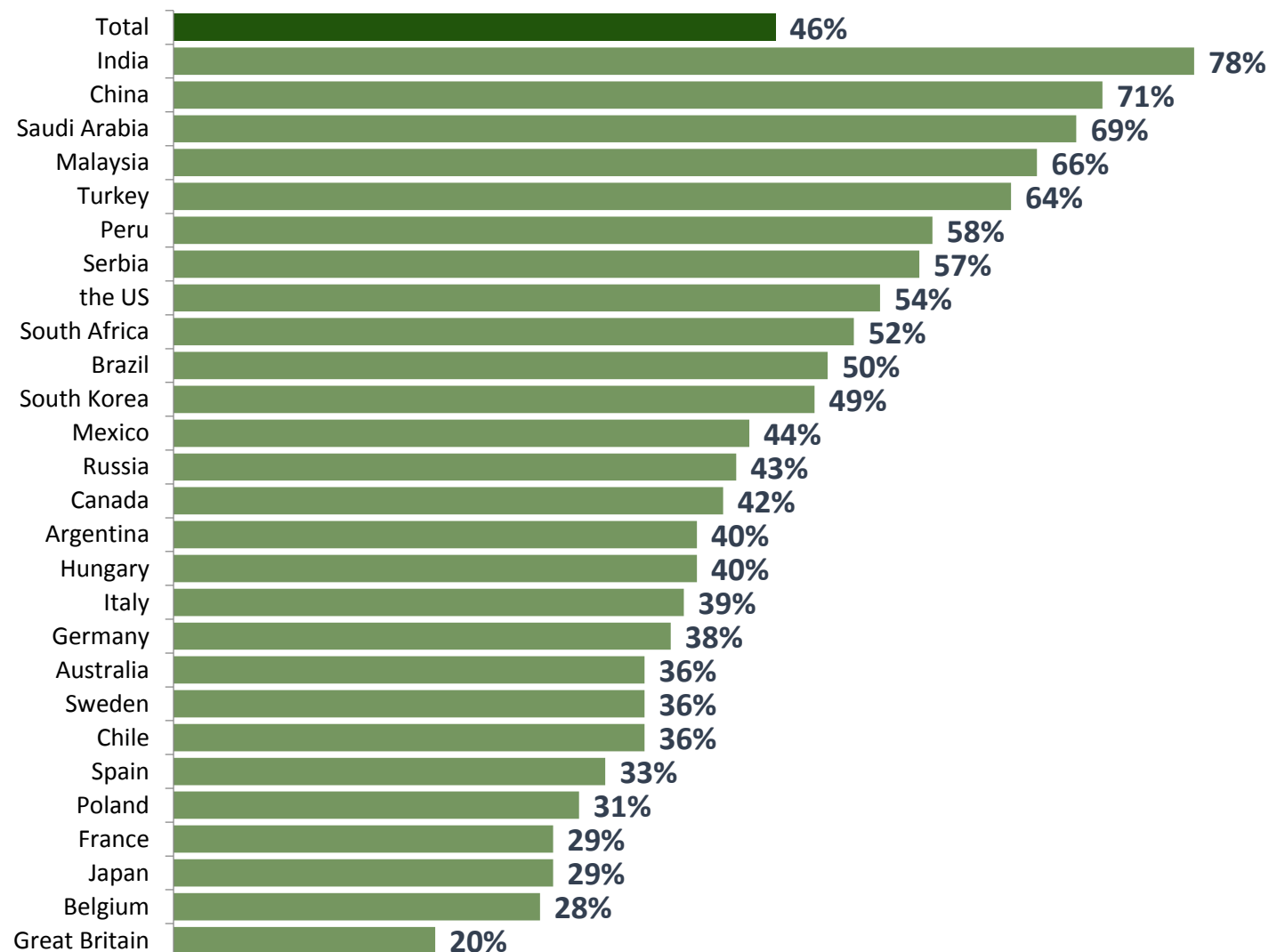
Globally\*, nearly half of those aware of the WC believe that the organization and the preparations toward the World Cup have been free from corruption.

Most likely to believe in this are people from India, China and Saudi Arabia. People from the UK are least likely to agree.

Q. To what extent do you agree or disagree with the following statements about the 2018 FIFA World Cup to be held in Russia this June?

## THE ORGANIZING AND PREPARATIONS TOWARD THE 2018 WORLD CUP GAMES HAVE BEEN FREE FROM CORRUPTION

% STRONGLY AGREE / SOMEWHAT AGREE



Base: \*12,207 online adults aged 16-64, who are aware of the upcoming FIFA World Cup 2018, across 27 countries. Fieldwork: 20 April – 04 May 2018



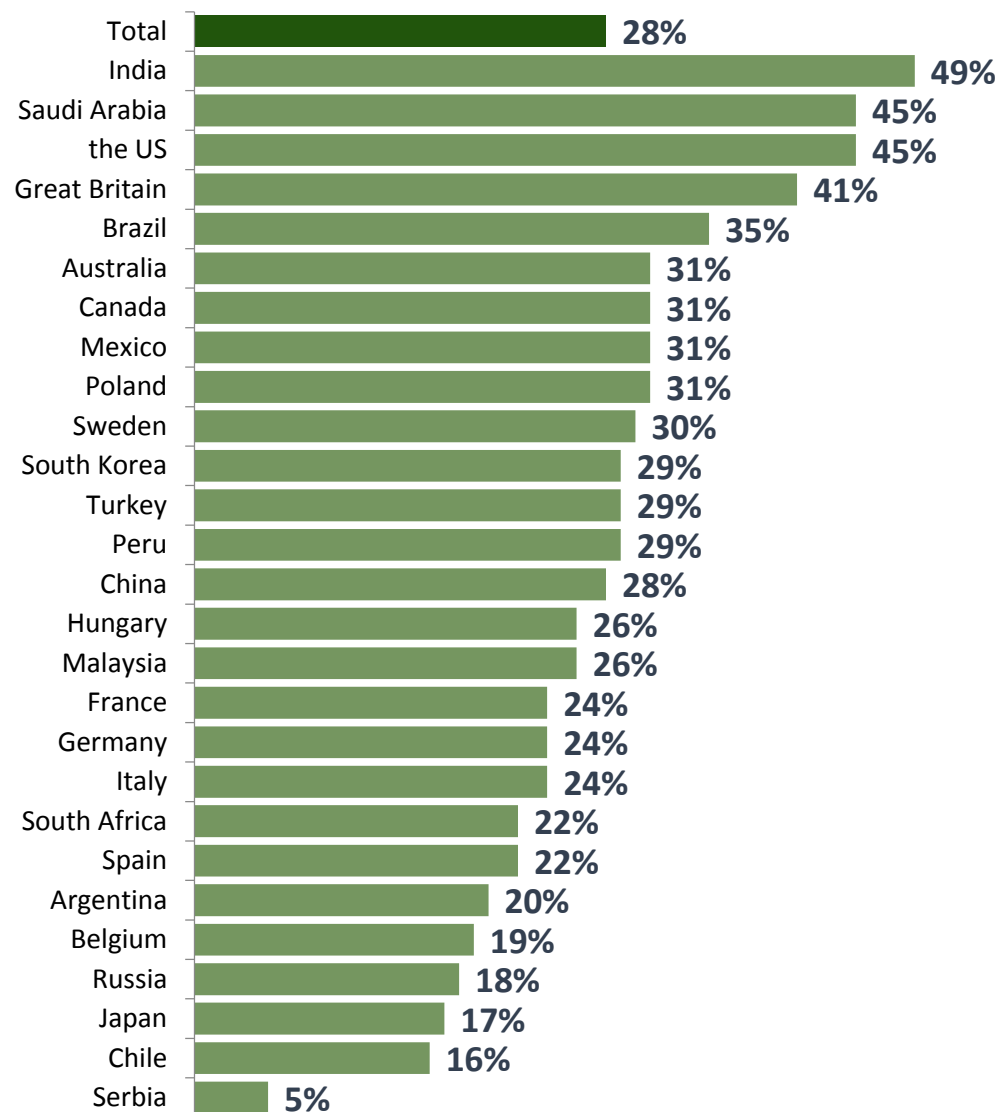
**Worldwide\* only a minority of almost three in ten people think, that their national team should boycott the World Cup.**

**People from India, Saudi Arabia and the US are supporting a boycott more often than the global average.**

Q. To what extent do you agree or disagree with the following statements about the 2018 FIFA World Cup to be held in Russia this June?

## OUR NATIONAL TEAM SHOULD BOYCOTT THE WORLD CUP

% STRONGLY AGREE / SOMEWHAT AGREE



Base: \*12,207 online adults aged 16-64, who are aware of the upcoming FIFA World Cup 2018, across 27 countries. Fieldwork: 20 April – 04 May 2018



# FIFA SPONSORS AND WORLD CUP PARTNERS







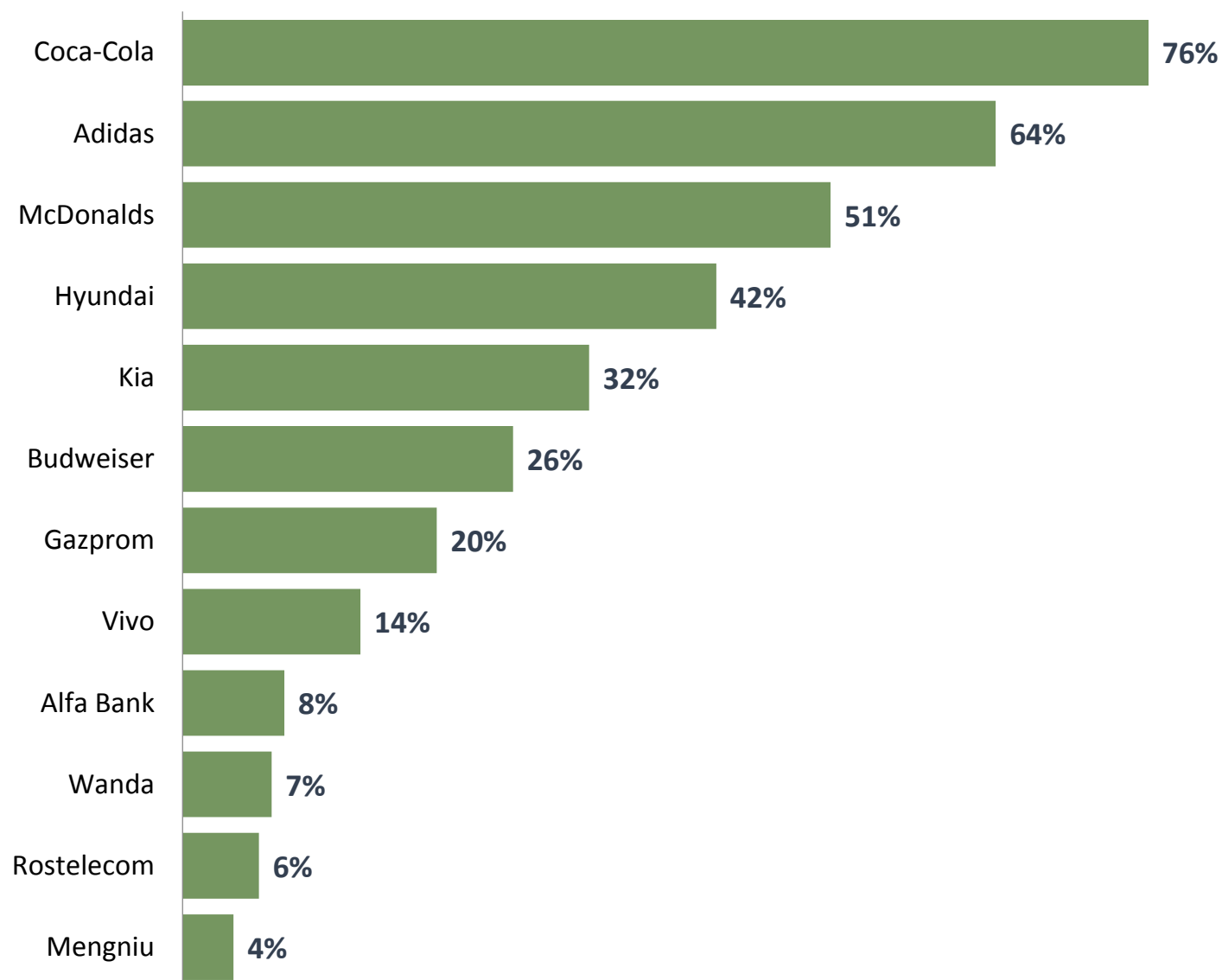
There are considerable differences in the awareness of the top-5 World Cup partners and sponsors.

With 76% globally\*, Coca-Cola has the greatest awareness among those aware of the WC.

Respondents are far less aware of Wanda (Partner), Mengniu (Sponsor) or Alfa Bank (Regional Sponsor).

Q. Name as many of the official FIFA partners and official 2018 World Cup sponsors that you are aware of

## NAMED FIFA PARTNERS AND WORLD CUPS SPONSORS

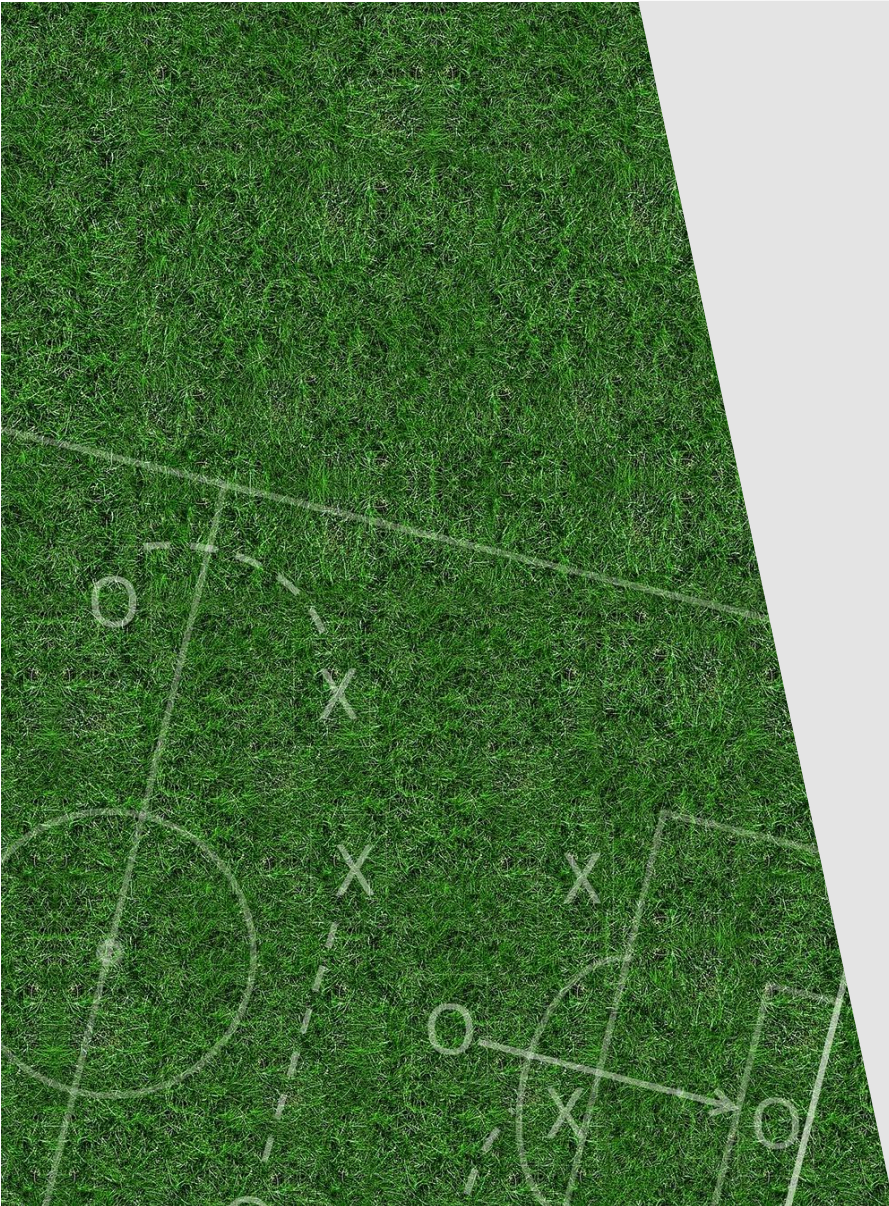


Base: \*12,207 online adults aged 16-64, who are aware of the upcoming FIFA World Cup 2018, across 27 countries. Fieldwork: 20 April – 04 May 2018

## Q7. Name as many of the official FIFA partners and official 2018 World Cup sponsors that you are aware of.



	TOT	ARG	AUS	BEL	BRA	CAN	CHN	FRA	GER	GB	HUN	IND	ITA	JAP	MEX	POL	RUS	SAU	RSA	KOR	ESP	SWE	TUR	USA	PER	CHL	MAL	SER
<b>COCA-COLA</b>	76%	90%	60%	87%	80%	66%	64%	82%	66%	70%	72%	70%	71%	77%	91%	76%	72%	59%	87%	79%	72%	62%	87%	68%	93%	88%	75%	73%
<b>ADIDAS</b>	64%	81%	47%	61%	62%	59%	55%	71%	57%	45%	64%	67%	58%	49%	72%	55%	48%	51%	71%	66%	68%	39%	74%	59%	78%	76%	78%	76%
<b>MCDONALDS</b>	51%	61%	50%	51%	65%	48%	42%	66%	51%	59%	48%	56%	45%	56%	52%	50%	42%	37%	56%	54%	45%	43%	54%	49%	39%	48%	54%	39%
<b>HYUNDAI</b>	42%	46%	32%	41%	52%	28%	24%	52%	29%	24%	35%	56%	33%	11%	40%	47%	31%	47%	56%	60%	51%	19%	55%	32%	59%	56%	51%	43%
<b>KIA</b>	32%	32%	23%	35%	32%	22%	21%	42%	19%	21%	32%	22%	26%	4%	34%	32%	34%	44%	42%	41%	41%	23%	40%	24%	42%	52%	38%	34%
<b>BUDWEISER</b>	26%	47%	17%	15%	41%	34%	48%	15%	16%	36%	21%	33%	13%	17%	29%	14%	10%	7%	33%	32%	26%	14%	16%	37%	30%	35%	22%	19%
<b>GAZPROM</b>	20%	7%	7%	21%	7%	8%	29%	19%	29%	17%	35%	14%	31%	4%	8%	36%	64%	6%	9%	4%	19%	16%	44%	8%	7%	7%	16%	68%
<b>VIVO</b>	14%	8%	7%	3%	60%	7%	15%	5%	8%	5%	4%	46%	3%	4%	8%	4%	7%	22%	16%	7%	7%	4%	9%	14%	8%	12%	45%	11%
<b>ALFA BANK</b>	8%	3%	2%	5%	5%	4%	14%	6%	2%	3%	2%	13%	3%	3%	4%	3%	51%	11%	6%	6%	3%	4%	15%	9%	2%	3%	13%	15%
<b>WANDA</b>	7%	7%	3%	2%	6%	2%	24%	2%	1%	2%	1%	15%	2%	11%	5%	2%	2%	8%	4%	8%	14%	3%	9%	5%	10%	8%	18%	4%
<b>ROSTELECOM</b>	6%	3%	3%	2%	5%	2%	31%	1%	3%	2%	7%	9%	2%	2%	3%	2%	32%	6%	2%	5%	2%	4%	8%	3%	2%	2%	8%	7%
<b>MENGNUI</b>	4%	2%	1%	1%	3%	2%	37%	1%	1%	1%	1%	9%	1%	2%	3%	2%	2%	4%	3%	2%	2%	1%	8%	4%	5%	2%	8%	2%



## METHODOLOGY

- In total, 19,766 interviews were conducted between 20 April – 04 May, 2018.
- A Screener identified 12,207 individuals who stated to have seen, heard or read about the FIFA World Cup. This group responded to the subsequent questions.
- The survey was conducted via the Ipsos Online Panel system in 27 countries around the world including: Argentina, Australia, Belgium, Brazil, Canada, Chile, China, France, Germany, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey, Great Britain, and the USA.
- Approximately 1000 individuals aged 16-64 or 18-64 were surveyed in Australia, Brazil, Canada, China, France, Germany, Italy, Japan, Mexico, Spain, Great Britain, and the USA. Approximately 500 individuals aged 16-64 were surveyed in Argentina, Belgium, Chile, Hungary, India, Malaysia, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Sweden, Turkey.
- Where results do not sum to 100 or the 'difference' appears to be +1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't knows or not stated responses.
- The data are weighted to match the profile of the population. 16 of the 28 countries surveyed generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, Serbia, South Korea, Spain, Sweden, and United States). Brazil, Chile, China, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey produce a national sample that is considered to represent a more affluent, connected population. These are still a vital social group to understand in these countries, representing an important and emerging middle class.

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