

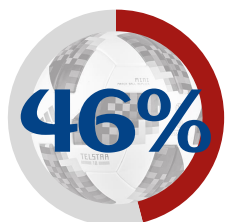


# Ipsos World Cup 2018 Survey

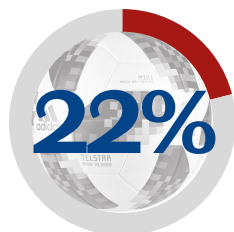
Egypt At The World Cup – Expectations Of Egyptian Football Fans



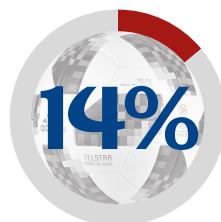
## How Much Of The World Cup Are Egyptians Likely To Watch?



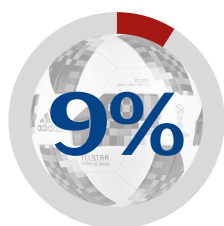
Most Of The Matches



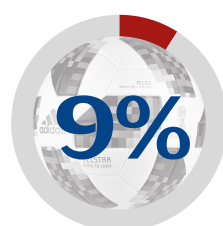
National Team & Usually Supported Team



Big Team Matches Only



National Team Matches Only



Knock-Out Stages Only

## Where Will Egyptians Watch The World Cup?

At Home



50%

Cafes



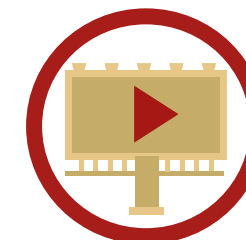
28%

Friends & Relatives House



13%

Public Screening Events



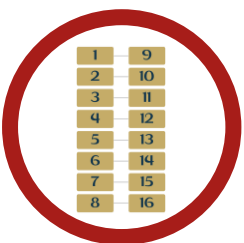
9%

# What Would Egyptians Consider A Success For Their National Team

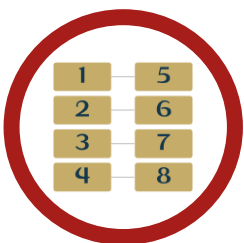
## At The World Cup?



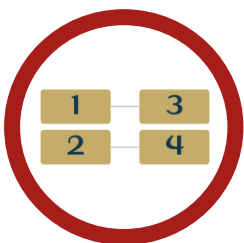
Play Well, But  
Exit From  
Group Stage



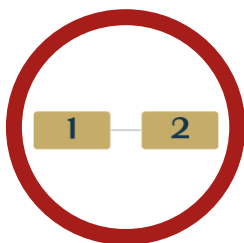
Qualify To  
Round Of  
16



Qualify To  
Quarter-  
finals



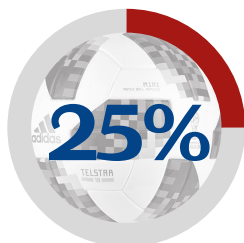
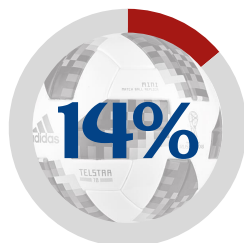
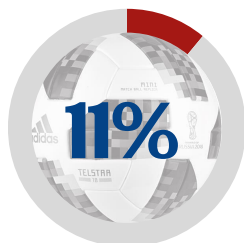
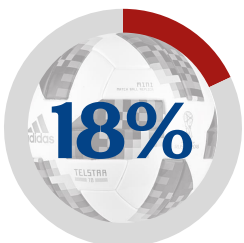
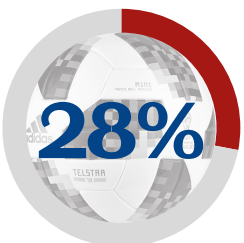
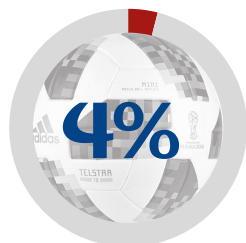
Qualify To  
Semi -  
finals



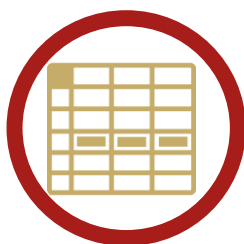
Qualify To  
The Final



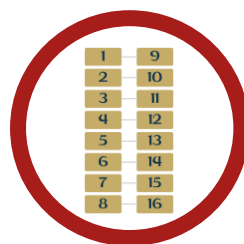
Win The  
World Cup!



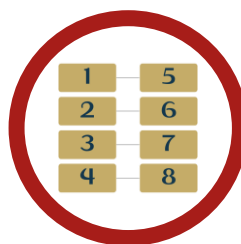
# How Far Do Egyptians Expect Their National Team To Reach In The World Cup?



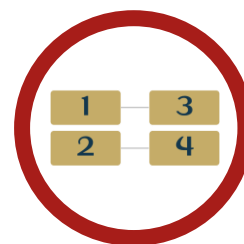
Exit From  
Group  
Stage



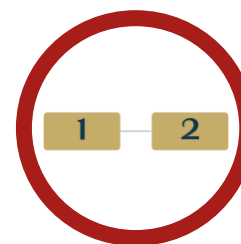
Qualify To  
Round Of  
16



Qualify To  
Quarter-  
finals



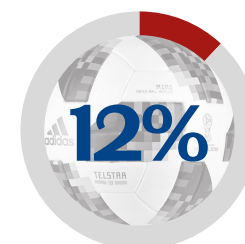
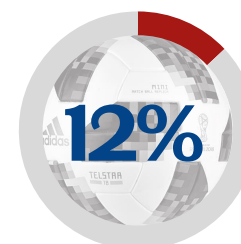
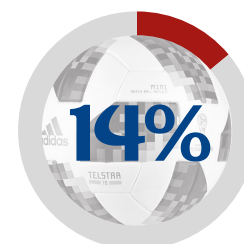
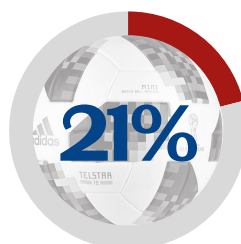
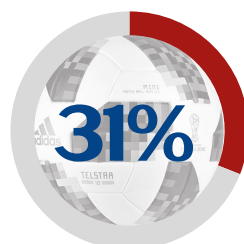
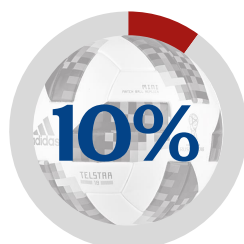
Qualify To  
Semi -  
finals



Qualify To  
The Final



Win The  
World Cup!



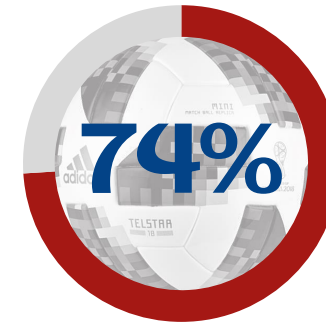


# To What Extent Do Egyptians Trust...

The Quality of Egyptian's  
National Team Players



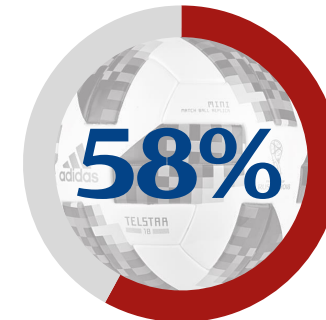
% Trust



The Capabilities of The National  
Team Coach



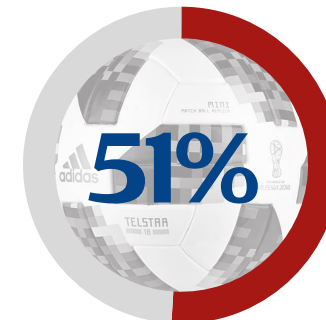
% Trust



The Egyptian Football  
Association



% Trust

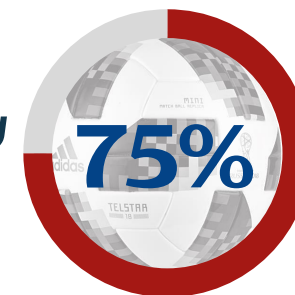


# Compared To Previous Teams That Participated In The World Cup

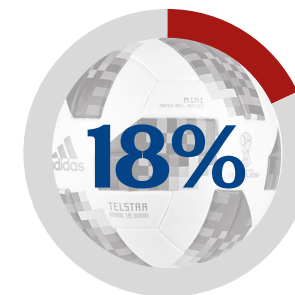
Egyptians Think The Current Egyptian National Team Is...

20  
18

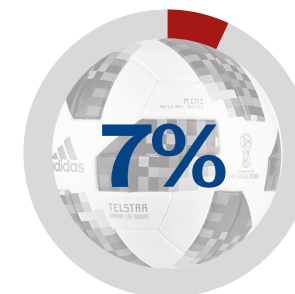
Stronger Than Egyptian Teams Previously  
Participating In The World Cup



On The Same Level As Egyptian Teams  
Previously Participating In The World Cup



Weaker Than Egyptian Teams Previously  
Participating In The World Cup



FIFA WORLD CUP  
RUSSIA 2018

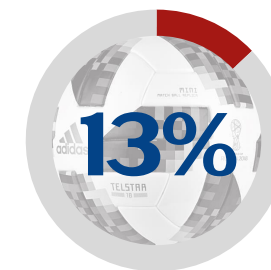
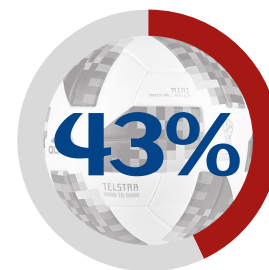
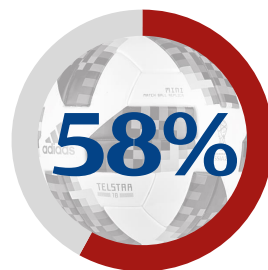
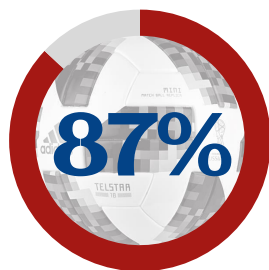
GAME CHANGERS



# Who Egyptians Think Is The Most Important Player In Their National Team Squad?



# Who Egyptians Think Will Qualify From Their National Team's Group To The Knock-Out Stages?

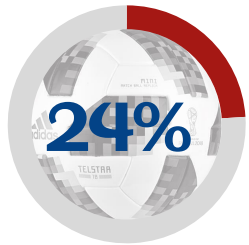




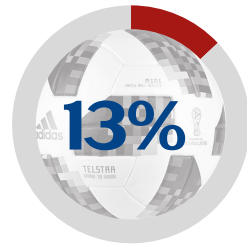
# Other Than Their National Team, Which Team

Do Egyptians Support The Most?

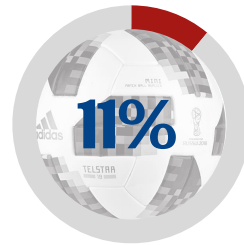
Brazil



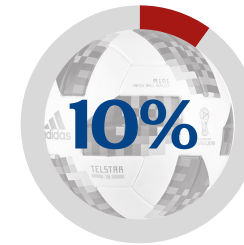
Germany



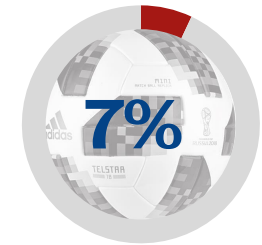
Saudi Arabia



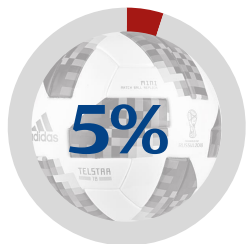
Argentina



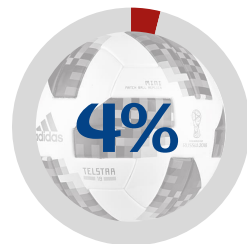
Spain



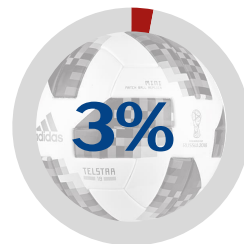
Portugal



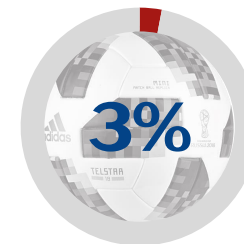
France



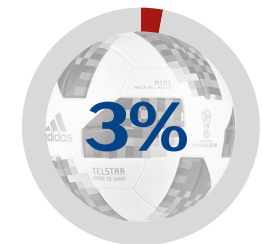
England



Morocco



Russia



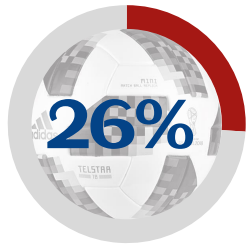
FIFA WORLD CUP  
RUSSIA 2018

GAME CHANGERS

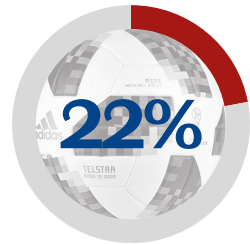


# Who Do Egyptians Expect To Be The World Cup Champions?

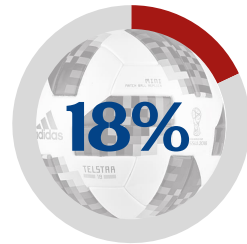
Brazil



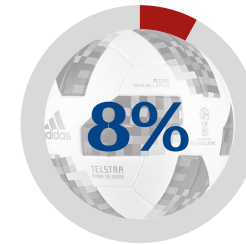
Egypt



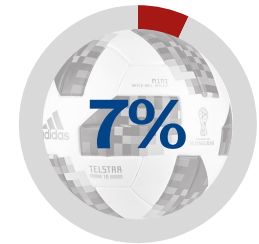
Germany



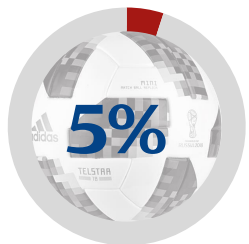
Spain



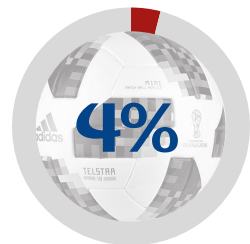
Argentina



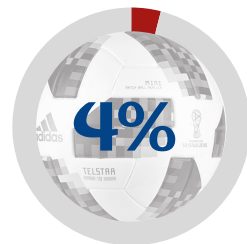
France



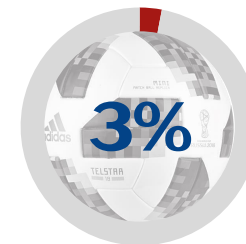
Russia



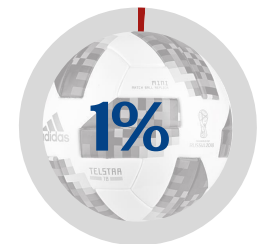
England



Portugal



Uruguay



## Methodology

- 500 Interviews Conducted in Egypt, Across The Republic.
- The Survey Was Conducted Via The Ipsos MENA Online Panel.
- The Survey Covered Egyptian Nationals Aged 18 to 64 years, Males and Females.
- Interviewed Individuals Are Those Aware That Their National Team Is Participating In The 2018 World Cup & Intend To Watch The World Cup.





Ipsos



FIFA WORLD CUP  
**RUSSIA 2018**

... ♦ ...  
**Thank You!**

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