

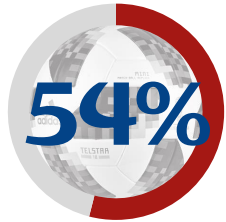
The Ipsos logo, featuring a stylized profile of a head with a brain-like pattern inside, set against a blue and green background.

Ipsos World Cup 2018 Survey

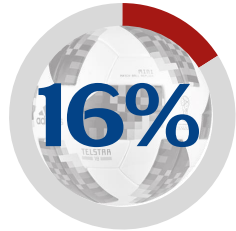
Saudi Arabia At The World Cup – Expectations Of Saudi Football Fans

السعودية

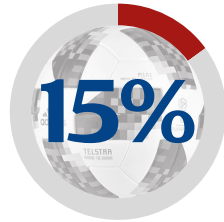
How Much Of The World Cup Are Saudis Likely To Watch?



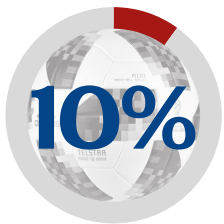
Most Of The Matches



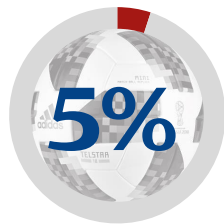
National Team & Usually Supported Team



Big Team Matches Only



Knock-Out Stages Only



National Team Matches Only

Where Will Saudis Watch The World Cup?

At Home



64%

Friends & Relatives House



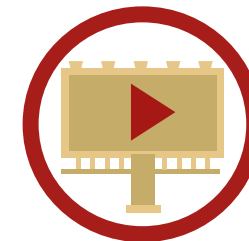
23%

Cafes



9%

Public Screening Events

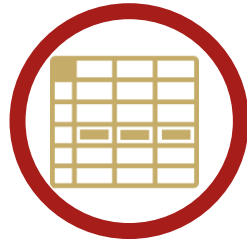


4%

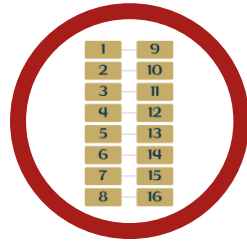


What Would Saudis Consider A Success For Their National Team

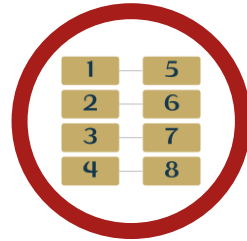
At The World Cup?



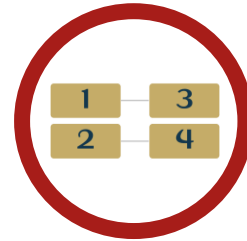
Play Well,
But Exit From
Group Stage



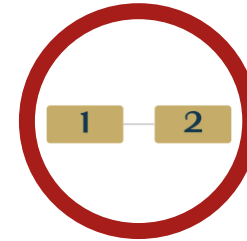
Qualify To
Round Of
16



Qualify To
Quarter-
finals



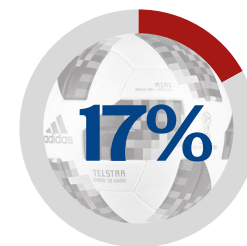
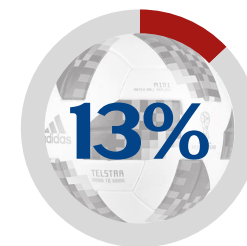
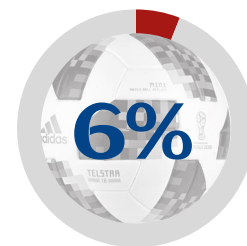
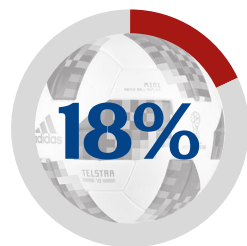
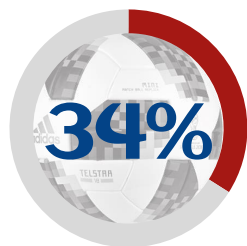
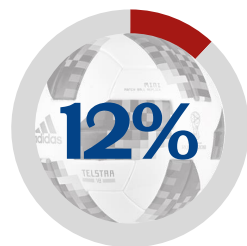
Qualify To
Semi-
finals



Qualify To
The Final

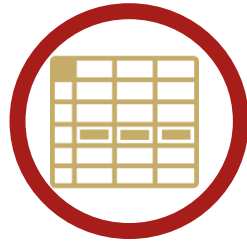


Win The
World Cup!

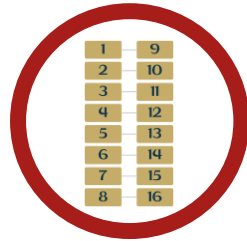


How Far Do Saudis Expect Their National Team

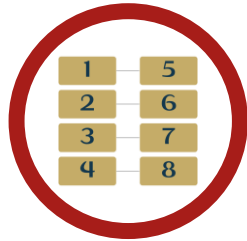
To Reach In The World Cup?



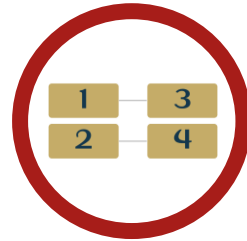
Exit From
Group
Stage



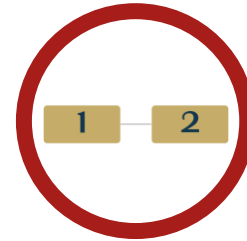
Qualify To
Round Of
16



Qualify To
Quarter-
finals



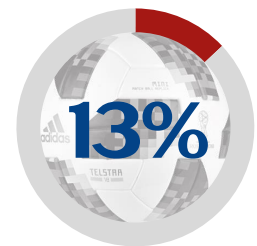
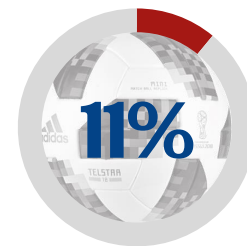
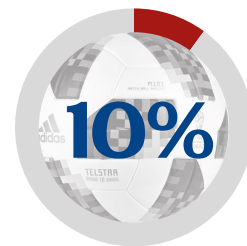
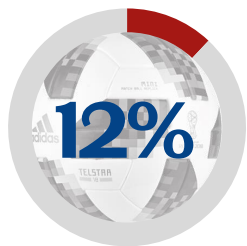
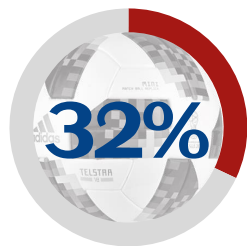
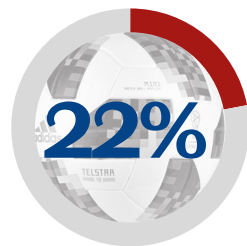
Qualify To
Semi-
finals



Qualify To
The Final



Win The
World Cup!

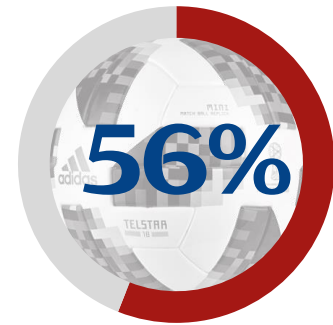


To What Extent Do Saudis Trust...

The Quality of Saudi Arabia's National Team Players



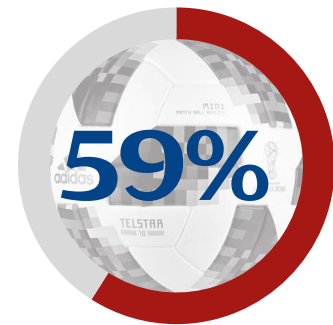
% Trust



The Capabilities of The National Team Coach



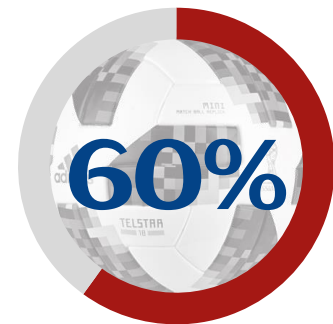
% Trust



The Saudi Arabian Football Federation



% Trust

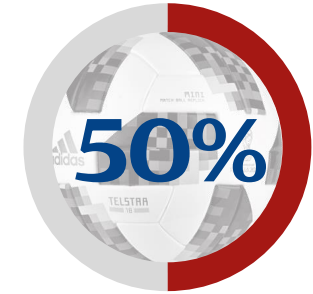


Compared To Previous Teams That Participated In The World Cup

Saudis Think The Current Saudi National Team Is...

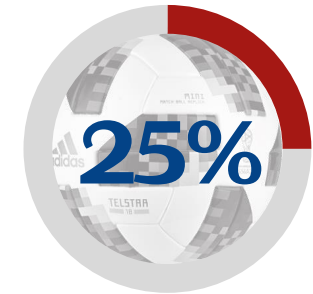
20

Stronger Than Saudi Teams Previously Participating In The World Cup

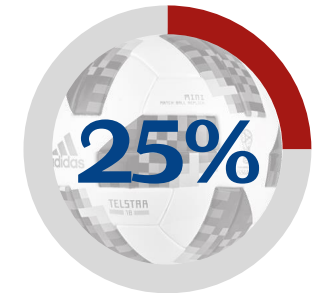


18

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

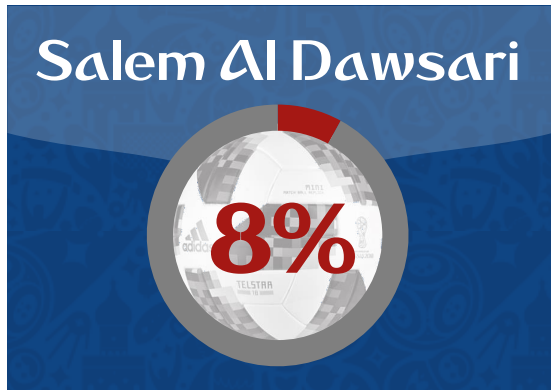
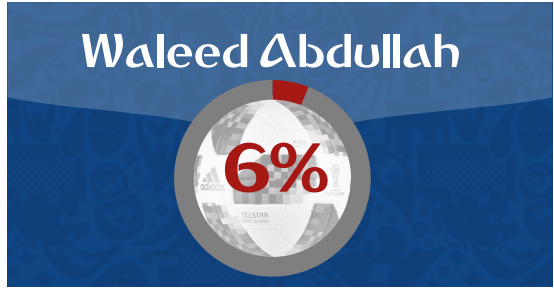
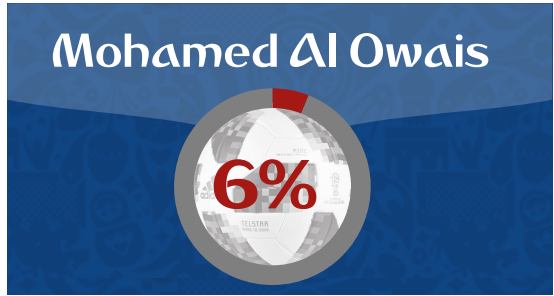


Weaker Than Saudi Teams Previously Participating In The World Cup



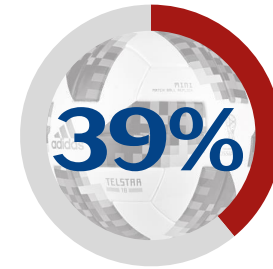
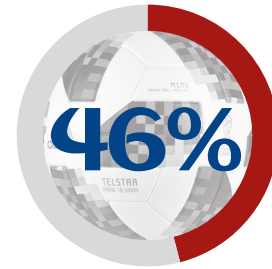
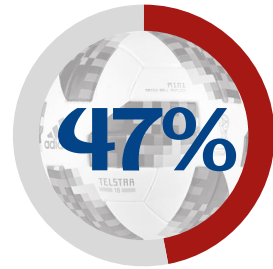
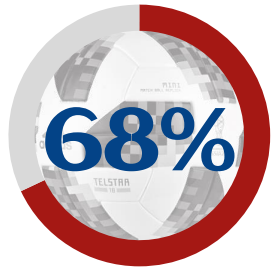
Who Saudis Think Is The Most Important Player

In Their National Team Squad?



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

To The Knock-Out Stages?



SAUDI ARABIA



URUGUAY



RUSSIA

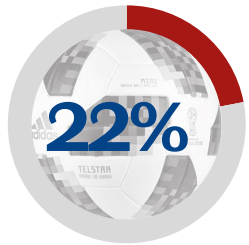


EGYPT

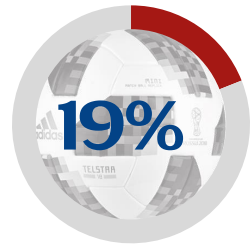
Other Than Their National Team, Which Team

Do Saudis Support The Most?

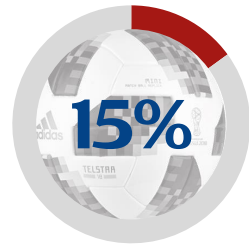
Brazil



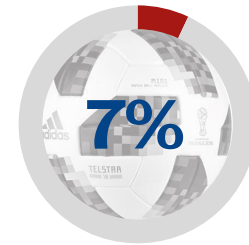
Egypt



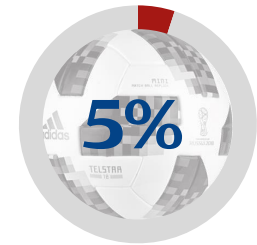
Argentina



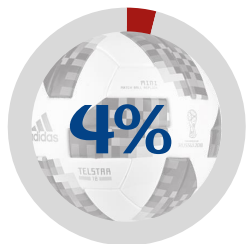
Germany



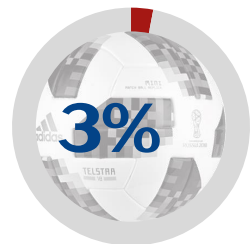
Spain



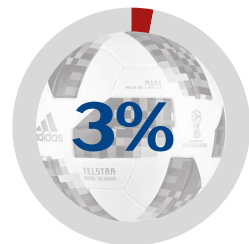
France



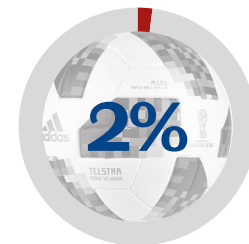
Tunisia



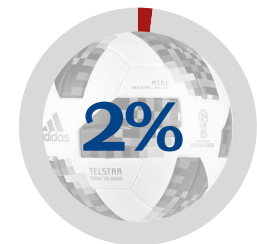
Belgium



Portugal



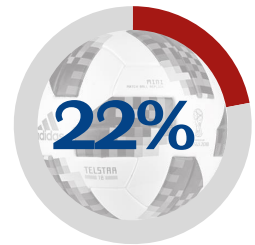
Morocco



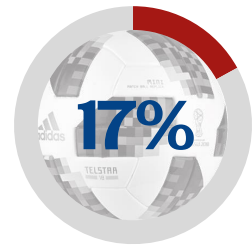
Who Do Saudis Expect To Be

The World Cup Champions?

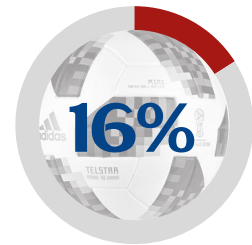
Brazil



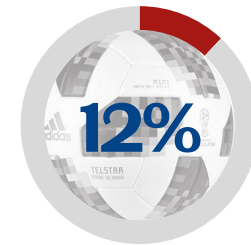
Germany



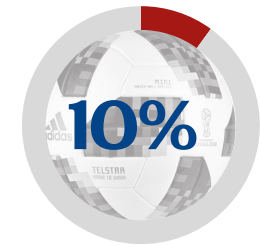
Argentina



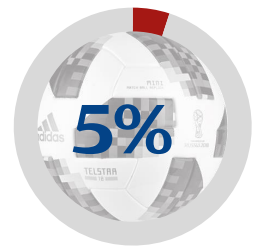
Saudi Arabia



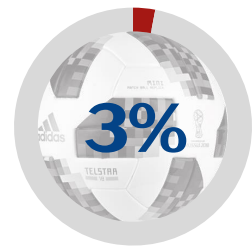
Spain



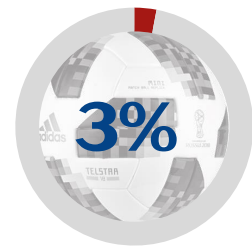
France



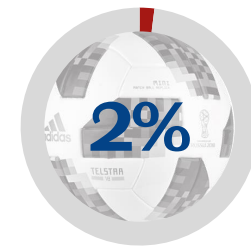
Belgium



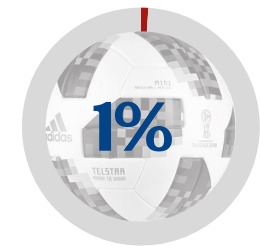
Egypt



Russia



Costa Rica



Methodology

- **500 Interviews Conducted in Saudi Arabia, Across The Kingdom.**
- **The Survey Was Conducted Via The Ipsos MENA Online Panel.**
- **The Survey Covered Saudi 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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Regional Research Center – Ipsos MENA
Nicola.Qahoush@ipsos.com

Amjed Aljafari
Project Leader
Regional Research Center – Ipsos MENA
Amjed.Aljafari@ipsos.com