

2022 FIFA World Cup

Omnibus Research

December 2018

Methodology and approach

On behalf of Cornerstone Global, Ipsos MORI carried out a survey about the 2022 FIFA World Cup. The objectives of this research are to understand the **public attitudes towards the decision to award the 2022 Football World Cup to Qatar and the level of interest in England offering to host the football World Cup finals in 2022 should Qatar be unable to host.**

METHODOLOGY

Research was conducted using Capibus, Ipsos MORI's weekly Face-to-face omnibus survey of the UK general public.

Interviews are conducted in-home using a form of random location sampling to ensure a good geographical spread. Quotas were set within geographical areas for gender, age, working status and tenure to ensure our sample is nationally representative.

SAMPLE

Interviews were carried out in-home amongst 2,141 adults aged 15+ across the UK.

Interviews were conducted between the 16th of November 2018 and 2nd December 2018.

DATA

Data were weighted to known population proportions for age, government office region, social grade and working status within gender, and tenure and ethnicity.

Sample universe targets were sourced from NRS.

The results were analysed by amongst other things: those who are active football supporters (n=1,136), those considered active supporter are anyone who attends/watches/listens to or reads about football; and those who are interested in the Men's Football FIFA World Cup (n=1,008).

Football supporters

Sample profile

- Around two fifths of UK adults (39%) are interested in football (a fifth – 20% - saying they are very interested).
- They are more likely to be male but they come from all ages.
- In terms of how they show their support:
 - A third do it in person (attending or playing matches)
 - Most (84%) watch it on TV
 - Half (47%) read about it
 - 27% listens on the radio
- Interest in World Cup goes up to almost half (47%) saying they are very or fairly interested.



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2022 FIFA World Cup

to Qatar - Overall opinion

Respondents were asked their initial opinion as to whether they felt the decision to award the men's Football FIFA 2022 Football World Cup Finals to Qatar was the right or wrong decision and whether they were in favour of or opposed to an independent investigation into the way the Qatar World Cup bid team ran its campaign.

- A sub sample were asked about their opinion of the decision once they had considered that the men's football FIFA World Cup in Qatar in 2022 has been moved from June-July 2022 to between 21st November to 18th December 2022 for health and safety reasons and that holding the Qatar World Cup in November to December 2022 will mean English Premier League fixtures would need to be re-scheduled to take a break during these months.

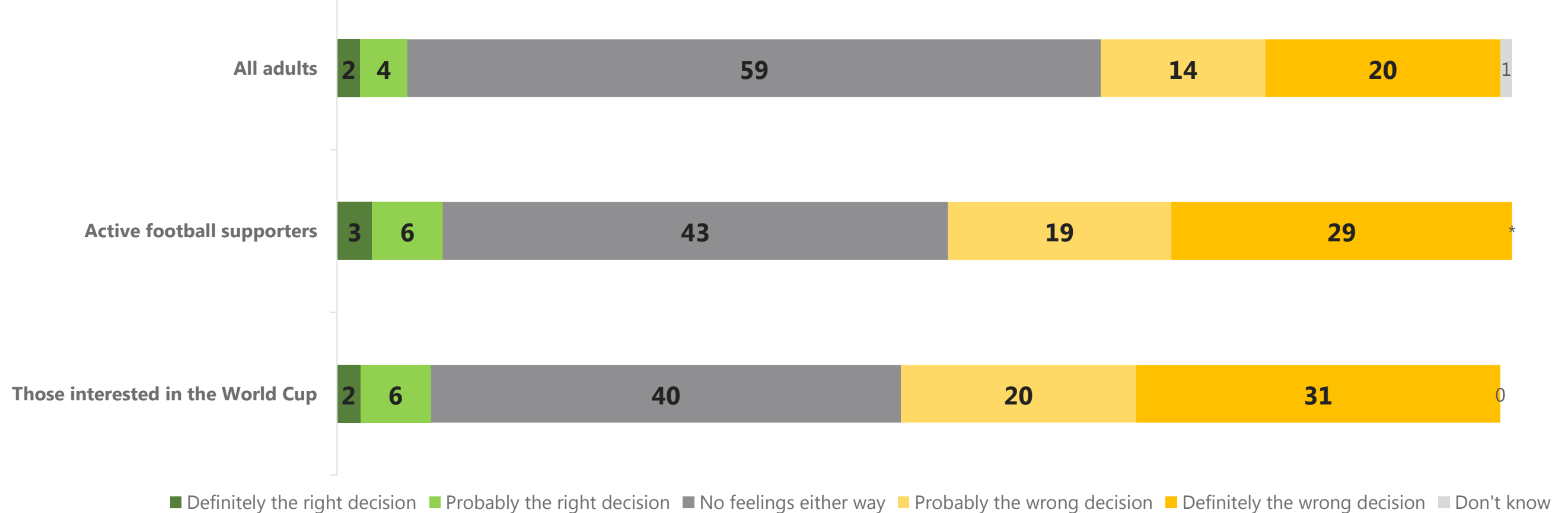


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Overall opinion of the 2022 FIFA World Cup award to Qatar

Overall there is very little support, with only 5% who felt it was the right decision, about a third felt it was the wrong decision and the majority of respondents have no feelings either way. Active football supporters or those with an interest in the World Cup were more likely to feel it was the wrong decision, with about half saying it was probably or definitely the wrong decision.



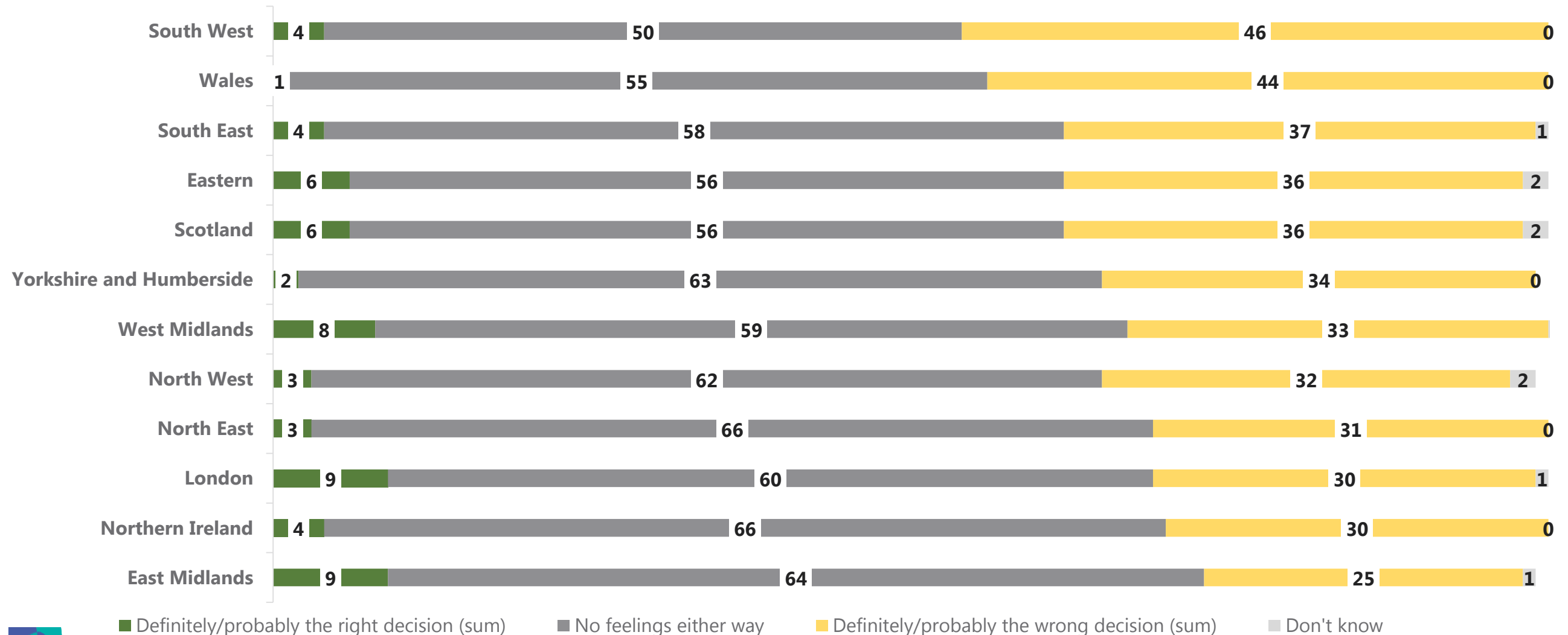
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QWC04 As you may know, the men's football FIFA World Cup in 2022 is due to take place in Qatar. To what extent, do you think holding the World Cup 2022 in Qatar, was the right or wrong decision or do you have no feelings either way?

Base: All adults aged 15+ in the UK (n = 2,141), Active football supporters (n=1,136), Those with an interest in the World Cup (n=1,008)

Regional opinion of the 2022 FIFA World Cup award to Qatar

Respondents in the East and West Midlands and London were more likely to support the decision and respondents in the South West and Wales were more likely to feel it was the wrong decision.



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QWC04 As you may know, the men's football FIFA World Cup in 2022 is due to take place in Qatar. To what extent, do you think holding the World Cup 2022 in Qatar, was the right or wrong decision?
 Base: All adults aged 15+ in East Midland (168), Eastern (239), London (245), North East (117), North West (260), Scotland (117), South East (216), South West (139), Wales (94), West Midlands (197), Yorkshire & Humberside (189), Northern Ireland (100)

Impact of the domestic Winter break on opinion of the decision to award Qatar the 2022 FIFA World Cup

The impact of the need for a winter break on the Premier season had little effect on the opinion of the Qatar World Cup decision, with similar proportions still thinking the decision was right or wrong.



QWC04 As you may know, the men's football FIFA World Cup in 2022 is due to take place in Qatar. To what extent, do you think holding the World Cup 2022 in Qatar, was the right or wrong decision or do you have no feelings either way?

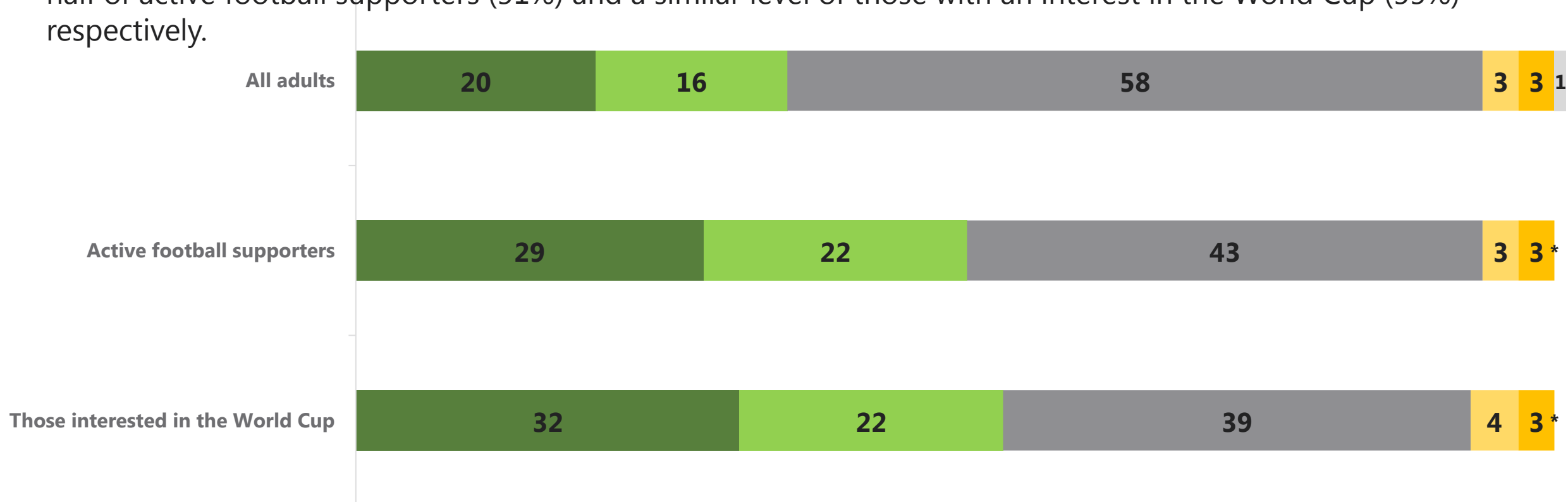
Base: All adults aged 15+ in the UK (n = 2,141), Active football supporters (n=1,136), Those with an interest in the World Cup (n=1,008)

QWC05A The men's football FIFA World Cup in Qatar in 2022 has been moved from June-July 2022 to between 21st November to 18th December 2022 for health and safety reasons. Holding the Qatar World Cup in November to December 2022 will mean English Premier League fixtures would need to be re-scheduled to take a break during these months. To what extent, do you think holding the World Cup 2022 in Qatar, was the right or wrong decision or do you have no feelings either way?

Base: All adults aged 15+ in the UK (half sample) (n = 1,058), Active football supporters (n=534), Those with an interest in the World Cup (n=509)

In favour of an independent investigation into the way the Qatar World Cup bid team ran its campaign

Only a small proportion (5%) were opposed to an independent investigation into the way the Qatar World cup bid team ran its campaign. More than a third were in favour of an investigation and approaching 3 in 5 were neither in favour or opposed. There were higher levels in favour of an investigation amongst football supporters; with around a half of active football supporters (51%) and a similar level of those with an interest in the World Cup (55%) respectively.



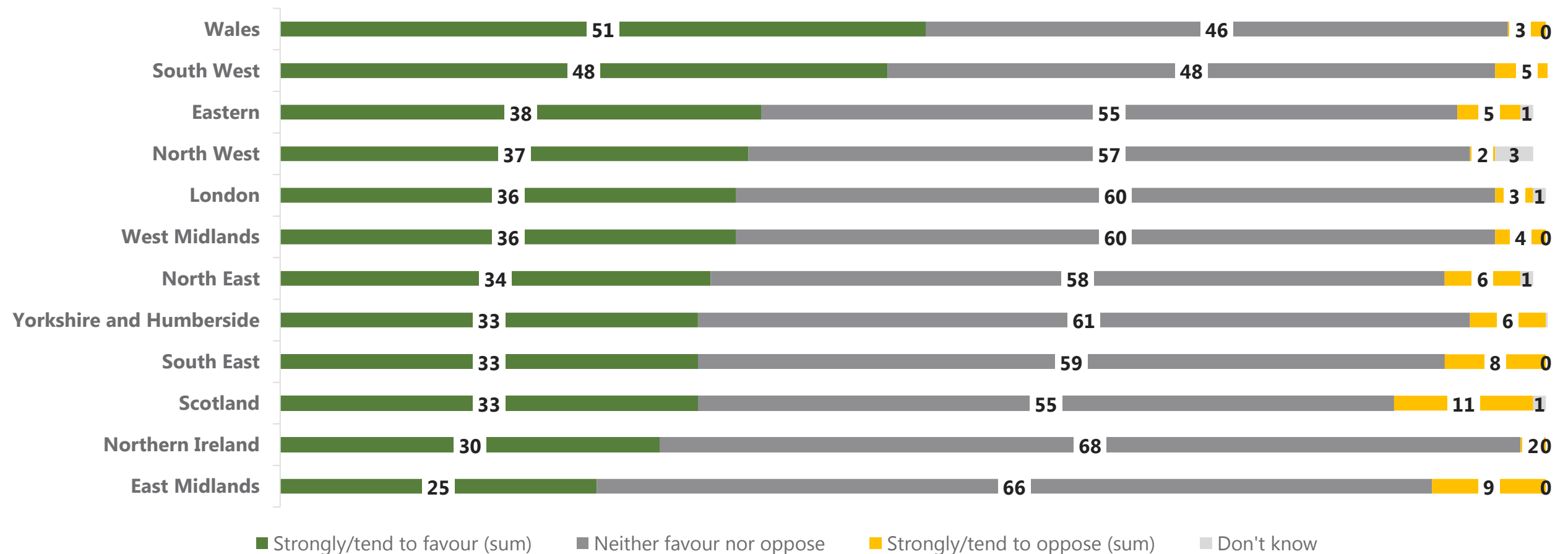
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QWC06 To what extent, are you in favour of or opposed to an independent investigation into the way the Qatar World Cup bid team ran its campaign, or do you have no feelings either way?

Base: All adults aged 15+ in the UK (n = 2,141), Active football supporters (n=1,136), Those with an interest in the World Cup (n=1,008)

Regional favour/opposition for an independent investigation into the way the Qatar World Cup bid team ran its campaign

There were similar levels in favour or opposed to an independent investigation across most regions. Those living in the South West and Wales were the exception, where around a half of all respondents were in favour of an investigation as opposed to around a third in other regions.



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QWC06 To what extent, are you in favour of or opposed to an independent investigation into the way the Qatar World Cup bid team ran its campaign, or do you have no feelings either way?

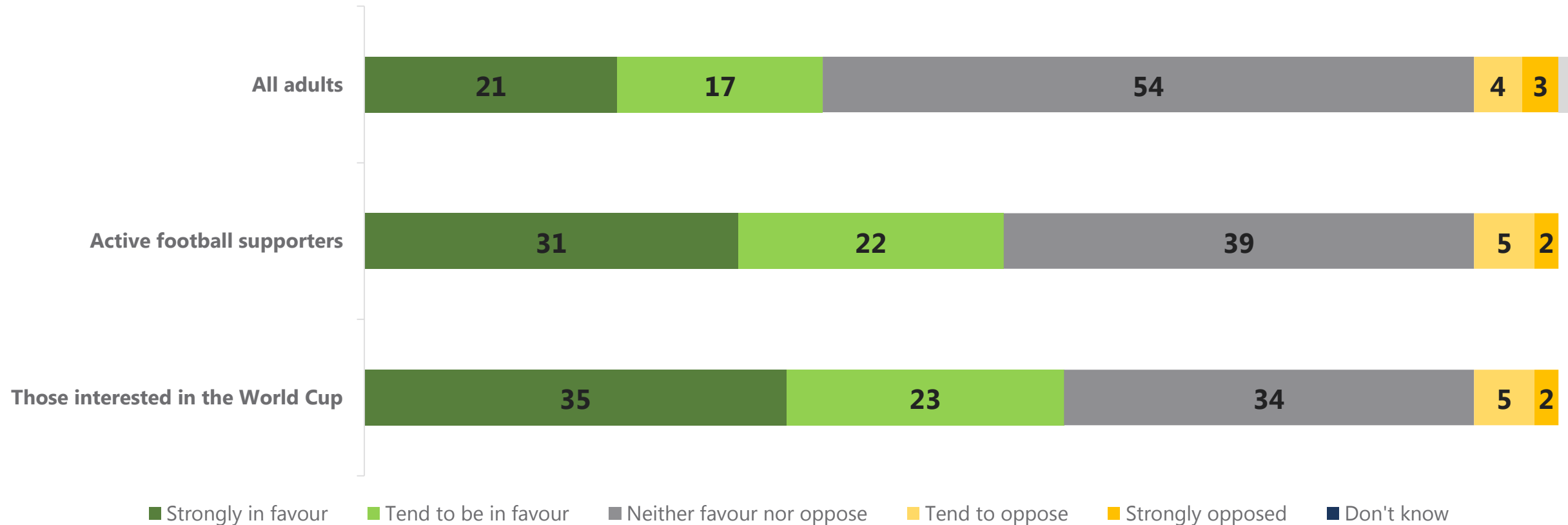
Base: All adults aged 15+ in East Midland (168), Eastern (239), London (245), North East (117), North West (260), Scotland (117), South East (216), South West (139), Wales (94), West Midlands (197), Yorkshire & Humberside (189), Northern Ireland (100)

Level of favour or opposition towards the English FA putting England forward to host the 2022 FIFA World Cup?



Favour or opposition for English FA putting England forward as hosts should Qatar be unable to host

Only 7% were opposed to the idea, with more than a third being in favour (38%) and the majority (54%) being neither in favour or opposed to the idea. Football supporters were more likely to be in favour.



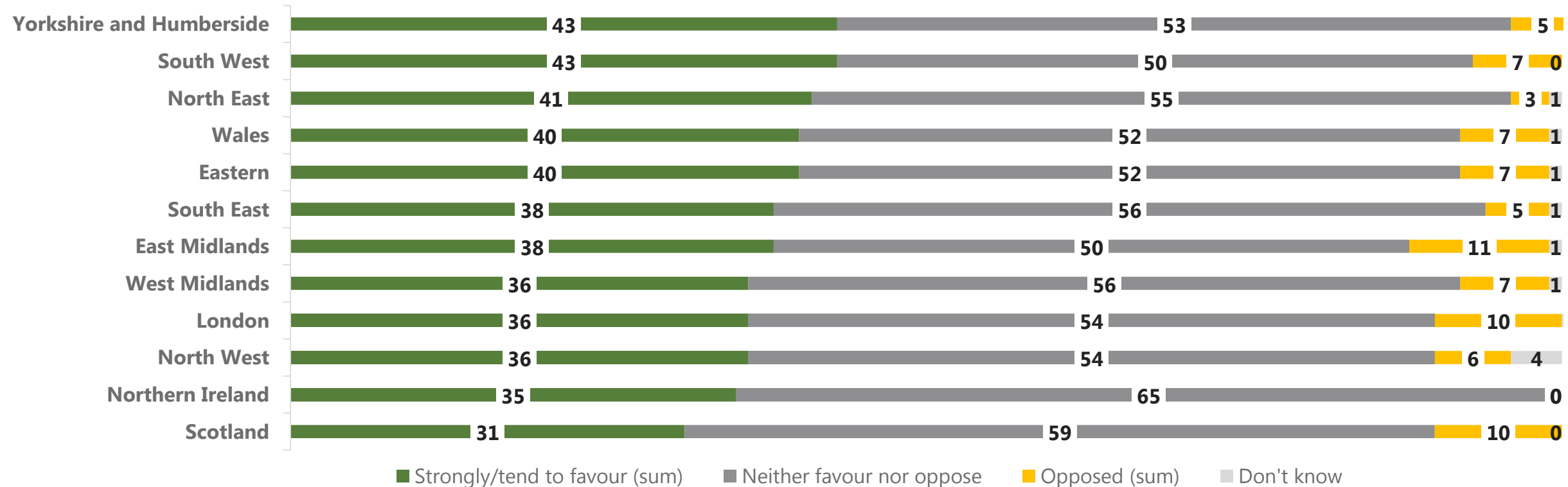
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QWC07 Should Qatar no longer be able to host the men's football FIFA World Cup in 2022, to what extent, are you in favour or opposed to the English Football Association putting England forward to host the 2022 FIFA World Cup, or do you have no feelings either way?

Base: All adults aged 15+ in the UK (n = 2,141), Active football supporters (n=1,136), Those with an interest in the World Cup (n=1,008)

Regional favour/opposition towards the English FA putting England forward as hosts for the 2022 FIFA World Cup should Qatar be unable to host

There were similar level of those in favour of the English FA putting England forward as hosts across all regions, even in Scotland, Wales and Northern Ireland.



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QWC07 Should Qatar no longer be able to host the men's football FIFA World Cup in 2022, to what extent, are you in favour or opposed to the English Football Association putting England forward to host the 2022 FIFA World Cup, or do you have no feelings either way?

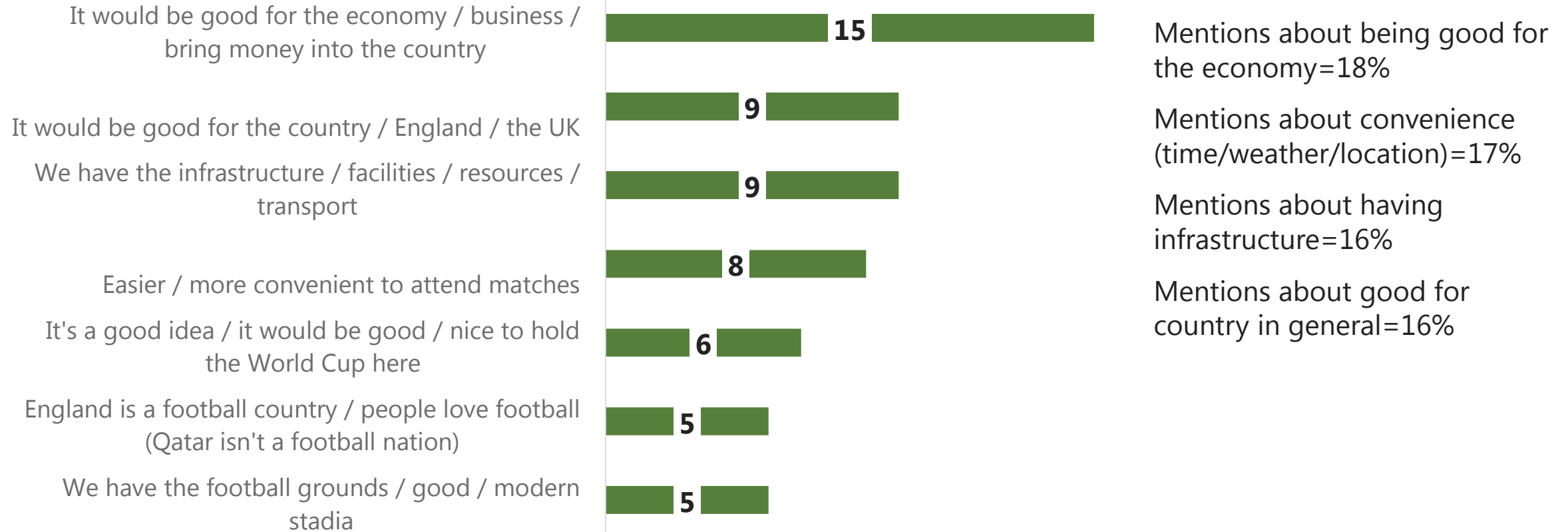
Base: All adults aged 15+ in East Midland (168), Eastern (239), London (245), North East (117), North West (260), Scotland (117), South East (216), South West (139), Wales (94), West Midlands (197), Yorkshire & Humberside (189), Northern Ireland (100)

Reasons for being in favour of the English FA putting England forward

as hosts for the 2022 FIFA World Cup- spontaneous

(Top mentions)

Reasons given for supporting England hosting were around perceived benefits for the country in terms of economic or morale alongside convenience and having the required infrastructure already in place.



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QWC08 Why are you in favour of the English FA putting England forward as hosts for the men's football FIFA World Cup in 2022?

Base: All who are in favour of the English FA putting England forward as hosts for the 2022 World Cup (n = 808)

Reasons for being opposed to the English FA putting England forward as hosts for the 2022 FIFA World Cup- spontaneous

(Top mentions)

Reasons given for opposing England hosting were around issues costs and the need to concentrate on other issues, as well as the feeling the original decision should stand.



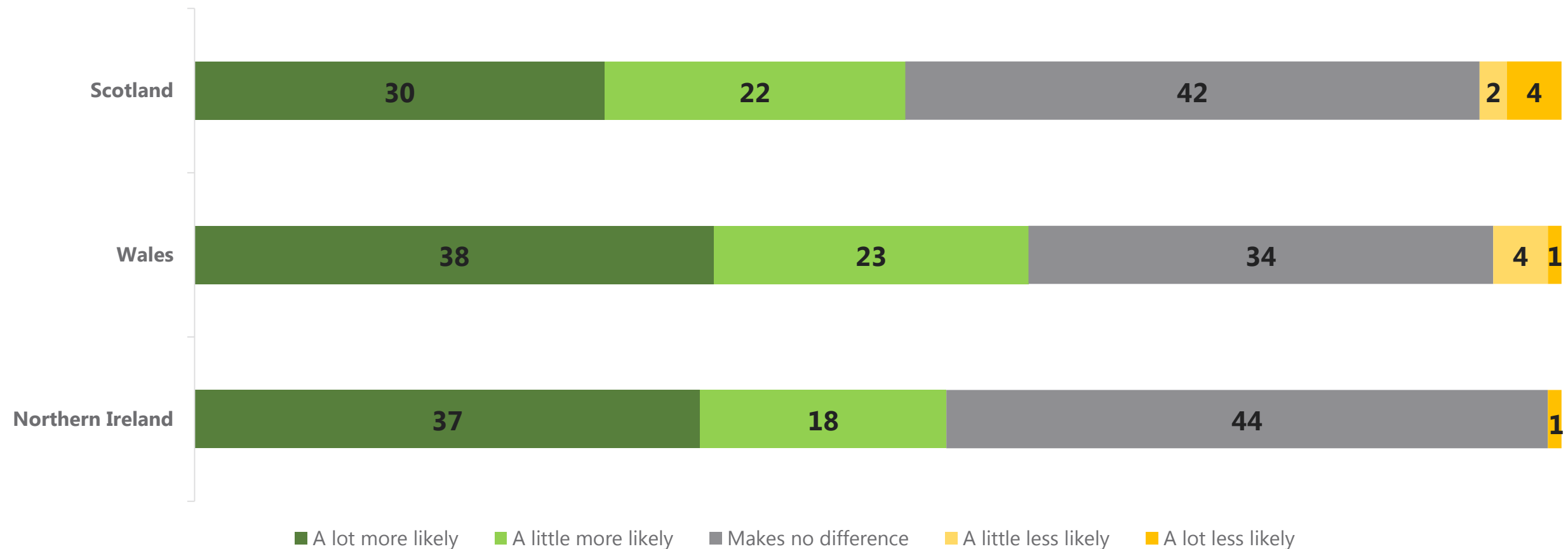
Mentions related to waste of money= 17%

Mentions about decision already made=14%

Mentions about need to concentrate on other issues=13%

Likelihood to be in favour of the English FA putting England forward as hosts should Qatar be unable to host, if matches held in other UK nations

Likelihood of being in favour of the English FA putting England forward as hosts increases in the nations when facing the prospect of hosting matches, rising from around a third to more than a half.



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QWC07A And if the English Football Association did put England forward to host the men's football FIFA World Cup in 2022, to what extent would you be more or less likely, if at all, to be in favour of it if some of the matches were to be played in Scotland/Wales/NI? (Those resident in Scotland were asked about Scotland, those resident in Wales were asked about Wales and those resident in NI were asked about NI)

Base: All adults aged 15+ in Scotland (n=177)/ Wales (n=94) / NI (n = 100)

Funding and regional economic benefit



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Who should contribute towards the funding should England step in as hosts for the 2022 FIFA World Cup

Perhaps not surprisingly, FIFA and the FA were most likely to be cited as the funding contributors, alongside TV companies. A fifth (21%) mentioned private companies, either domestic or international.



QWC10: If England were to host the men's football FIFA World Cup in 2022, who, do you think, should contribute towards its funding? QWC10A: And who, do you think, should contribute the MOST towards its funding?

Base: All adults aged 15+ in the UK (n = 2,141),



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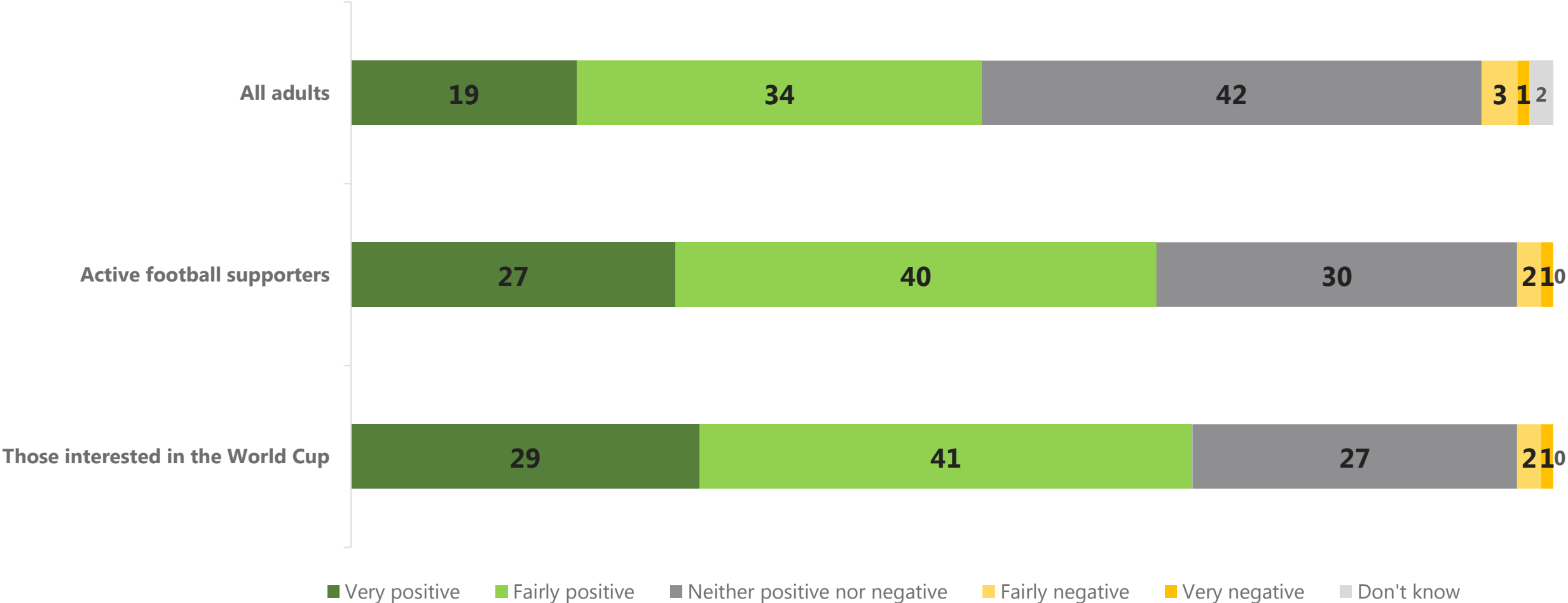


QWC10A: And who, do you think, should contribute the MOST towards its funding?

Base: All adults aged 15+ in the UK who mentioned a funding contributor (n = 1,777),

Expected economic impact on local economy of England stepping in to host the 2022 FIFA World Cup

Only 4% expected it to have a negative impact. On balance a slight majority (53%) felt that England stepping in as hosts would have a positive economic impact on the economy in their local area.

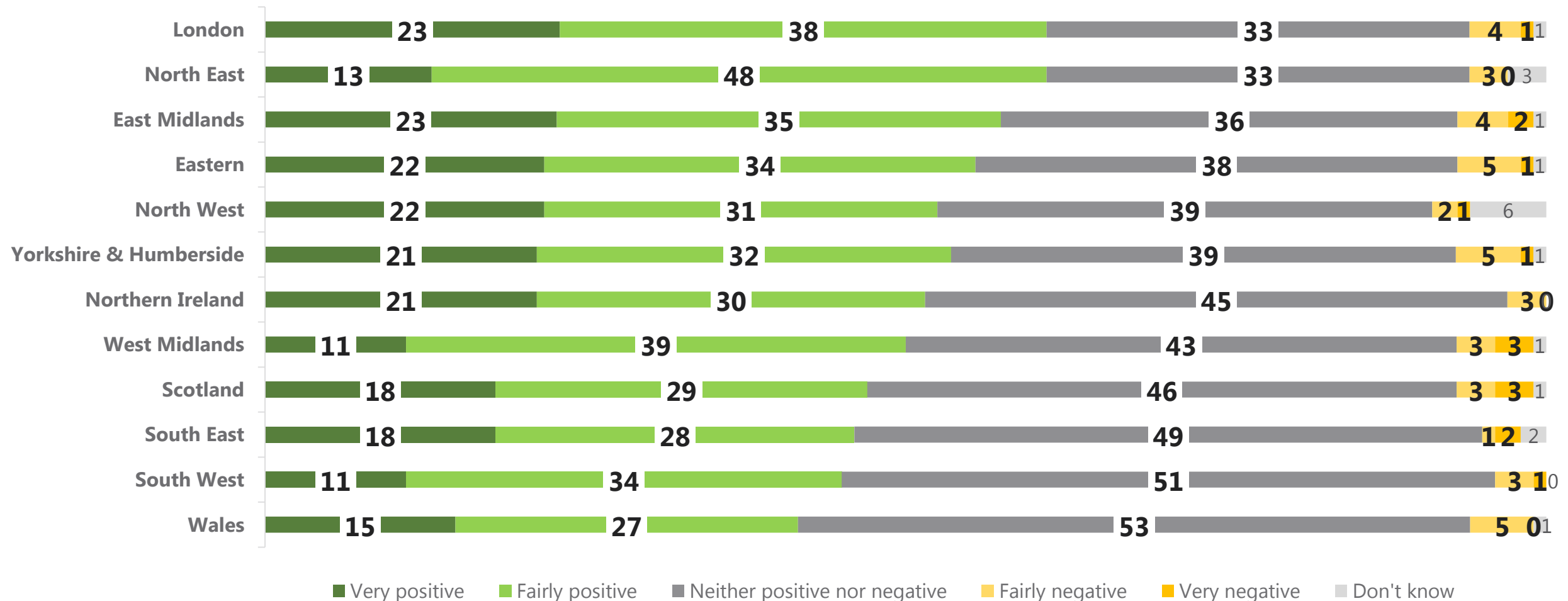


QWC12: If England should host the men's football FIFA World Cup in 2022, on balance would you expect it to have a positive or negative impact on the economy in your local area, or would it make no difference?

Base: All adults aged 15+ in the UK (n = 2,141), Active football supporters (n=1,136), Those with an interest in the World Cup (n=1,008)

Expected economic impact on local economy of England stepping in to host the 2022 FIFA World Cup by region

More than three in five respondents in the North East and London expect a positive impact in the economy in their local area should England step in to host the 2022 FIFA World Cup.



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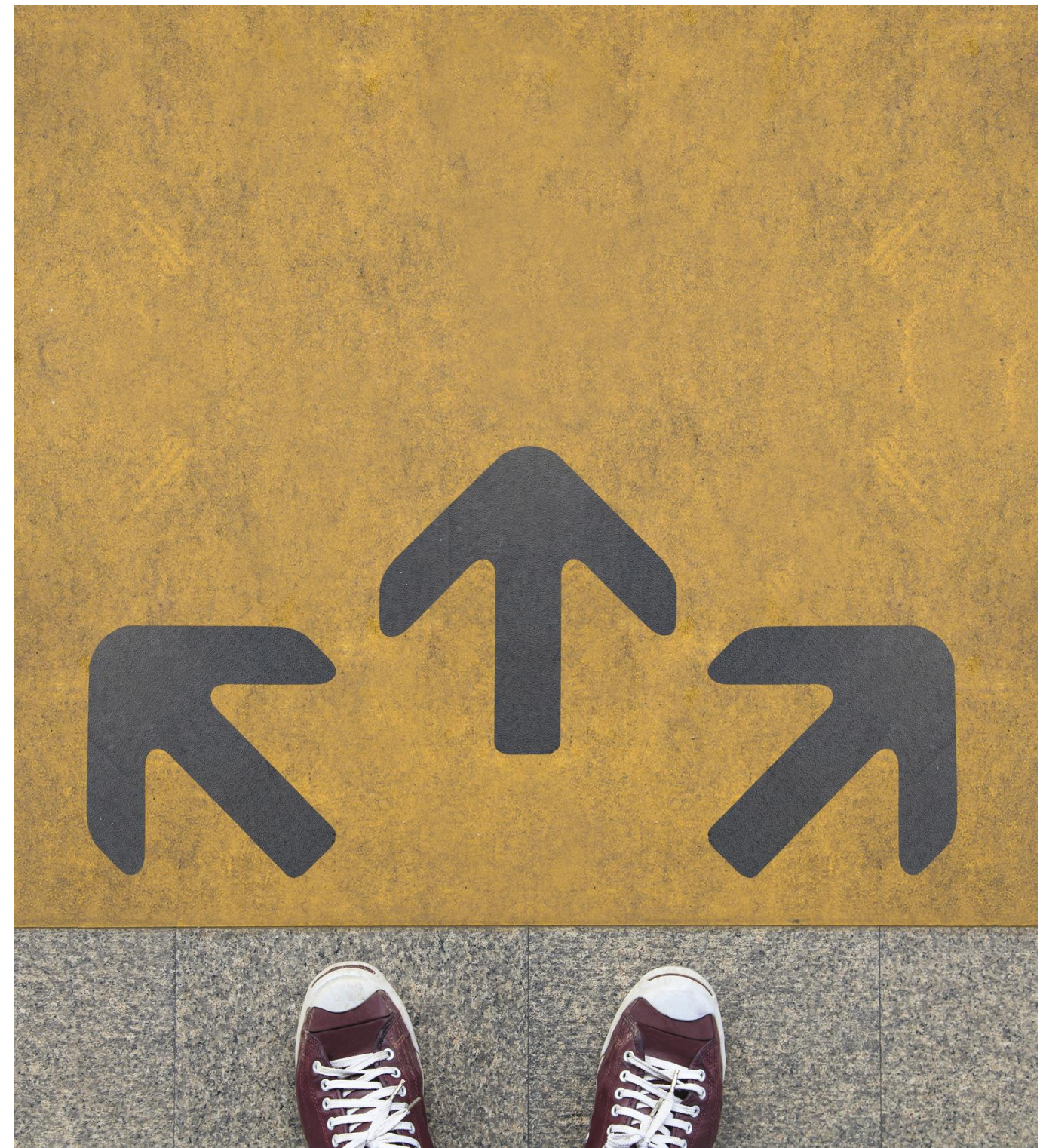
QWC12: If England should host the men's football FIFA World Cup in 2022, on balance would you expect it to have a positive or negative impact on the economy in your local area, or would it make no difference?

Base: All adults aged 15+ in East Midland (168), Eastern (239), London (245), North East (117), North West (260), Scotland (117), South East (216), South West (139), Wales (94), West Midlands (197), Yorkshire & Humberside (189), Northern Ireland (100)

Possible host cities

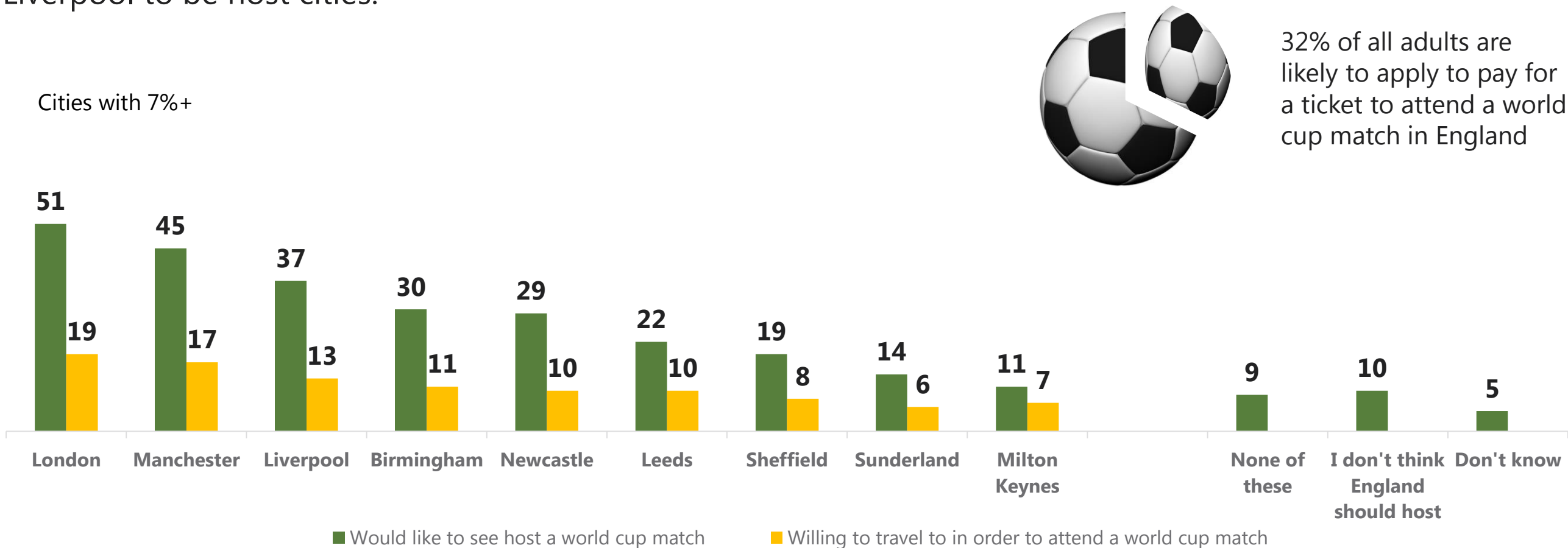


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Potential host cities should England step in to host the 2022 FIFA World Cup

More than half would like to see London be a host city and just under a fifth (19%) would be likely to travel there to watch a match if they could get a ticket. Support is also high for Manchester and Liverpool to be host cities.



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QWC11: And if England were to host the men's football FIFA World Cup in 2022, which, if any, of the following cities would you like to see host a world cup match? / How likely or unlikely do you think you would be to apply to pay for a ticket to attend a world cup match in England? / QWC14: Assuming you could get a ticket, which, if any, of these cities would you be willing to travel to in order to attend a world cup match?

Base: QWC11: All adults aged 15+ in the UK (n = 2,141) / QWC14: Asked to all who would be likely to apply for a ticket to attend a World Cup match in England (n = 658), figures re-based on all adults in the UK (n=2,141)

Conclusions

1. A small proportion (6%) felt the decision to award the 2022 FIFA World Cup to Qatar was the right decision. Around a third felt it was the wrong decision and a majority of respondents (59%) have no strong feelings either way. Those who were interested in the World Cup (51%) were more likely to feel it was the wrong decision.
2. Only 6% are opposed to an independent investigation into the way that the Qatar 2022 World Cup bid team ran its campaign, with more than a third (36%) being in favour of an investigation and the majority (58%) having neither in favour nor opposed.
3. A small proportion (7%) are opposed to the English FA offering England as a possible host should Qatar no longer be in a position to host. More than a third (38%) are in favour and around a half (54%) have no feelings either way. Those with an interest in the World Cup are more likely to be in favour (58%).
4. Aside from FIFA/FA/Premier League and TV companies, a fifth expect funding to come from private investment.
5. More than half think London should be a host city and a fifth would travel to London for a match.

APPENDIX

Technical detail

Technical details

Where results do not sum to 100%, this may be due to computer rounding, multiple responses, or the exclusion of “don’t know” categories

A boost was conducted in Northern Ireland and the data weighted back to national representative proportions

For analysis purposes, respondents were coded as ‘active football supporters’ if they did any one of the following activities:

1. I play football (at any level)
2. I am a Season Ticket Holder for a football club (at any level)
3. I regularly attend live matches (at any level)
4. I occasionally attend live matches (at any level)
5. I regularly watch on TV
6. I occasionally watch on TV
7. I regularly listen on radio
8. I occasionally listen on radio
9. I regularly read in newspapers/magazines
10. I occasionally read in newspapers/magazines
11. I regularly follow on the Internet
12. I occasionally follow on the Internet



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ISO 20252 – is the international market research specific standard that supersedes BS 7911 / MRQSA & incorporates IQCS (Interviewer Quality Control Scheme); it covers the 5 stages of a Market Research project. Ipsos MORI was the first company in the world to gain this accreditation.



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ISO 9001 – International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.



ISO 27001 – International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos MORI was the first research company in the UK to be awarded this in August 2008.



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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.