



## PRESS RELEASE

### More than half of adults across 34 countries plan to watch the 2022 FIFA World Cup

Brazil and Germany are most widely expected to be the tournament's finalists

**10<sup>th</sup> November, 2022** — A new Ipsos survey finds that, on average across 34 countries, more than half of all adults plan to watch the 2022 FIFA World Cup, to be held from November 20 to December 18 in Qatar. The 55% who intend to watch at least some of the month-long event outnumber the 39% who say they follow football (soccer). Most of those who plan to watch plan to do it with family and friends, but many also plan to do so with colleagues – and three in ten expect they will miss work or school to watch games.

Brazil is the country most widely expected to win the 2022 FIFA World Cup, followed by Germany, Argentina, and France.

The survey was conducted among 22,528 adults under the age of 75 between August 26 and September 9 on Ipsos's Global Advisor online survey platform.

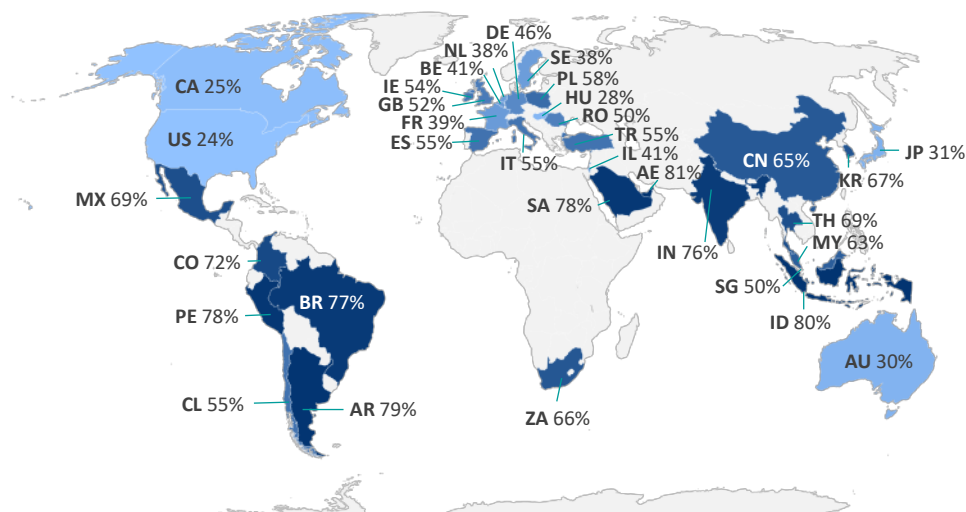
#### *Key Findings:*

On average across the 34 countries surveyed:

- 39% say they follow football, including 17% who describe themselves as passionate about it
- 55% of all adults say they plan to watch at least some part of the World Cup
  - Viewing intent exceeds 75% in the United Arab Emirates, Indonesia, Argentina, Saudi Arabia, Peru, Brazil, and India
- 75% of those who intend to watch the World Cup plan to do so at least in part on a TV set, 35% on the internet, 26% on a mobile device, and 13% on a tablet
- Among those who plan to watch any of the month-long competition,
  - 85% expect they will do so with family and/or friends
  - 57% expect they will do so with colleagues
  - 53% expect they will go to a bar or a restaurant to see for it
  - 46% expect they will buy World Cup-theme products
  - 34% plan to keep a good luck charm with them during the games
  - 31% expect they'll miss work or school to watch a game
- Among those who have seen, read, or heard about the tournament, 21% expect Brazil to be the winning country, 13% Germany, and 10% each Argentina and France
  - Brazil and Germany are both expected to be the runner-up by 13%, France by 11%, and Argentina and England both by 8%

## PRESS RELEASE

### % PLANNING TO WATCH 2022 FIFA WORLD CUP IN QATAR



Base: 22,528 online adults across 34 countries, Aug 25- Sept 9, 2022  
The samples in Brazil, Chile, China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, Singapore, South Africa, Thailand, Turkey, and the UAE are more urban, more educated, and/or more affluent than the general population.  
© Ipsos | 2022 FIFA World Cup



## Detailed Findings

### Football following

On average across all 33 countries surveyed, 17% describe themselves as “passionate” followers who “will watch as many games as possible at any given time” and 23% say they follow the sport but will only watch games played by their favorite league or club and national team. Combined, after rounding, self-described football followers make up 39% of adults surveyed globally.

Another 21% say they “very occasionally watch football/football games played by leading league/club and national teams” while the remaining 40% either do not watch any games at all or are not aware of the upcoming World Cup.

Countries with the largest proportions of football followers are, in order: Indonesia (69%), Saudi Arabia (67%), the United Arab Emirates (65%), and India (60%). The next tier consists of Argentina (51%), Brazil (50%), South Africa (50%), and Peru (49%). In contrast, fewer than one in five in Japan (14%), Canada (15%), Hungary (18%), and The United States (19%) describe themselves as football followers.

The intensity of football following varies more by gender than it does by age. On average globally, football following is about twice as high among males (51% are followers, including 24% who are “passionate” about it) as it is among females (28% are followers, including 9% who are passionate).



## PRESS RELEASE

Of note, it is just as high among those aged 35-49 as it is among those under 35 (43% followers, 19% passionate in both age groups), but somewhat lower among those aged 50-74 (31%, 12%)

### *Viewing intent*

On average globally, 55% of all adults say they plan to watch at least some part of the World Cup.

Viewing intent is highest in the United Arab Emirates and Indonesia. Among the surveyed countries with a national team competing this year, more than three in four adults in Argentina, Saudi Arabia, and Brazil plan to watch at least some of the games vs. just one in four in the U.S. and Canada. In European countries that won the World Cup at least once, viewing intent is on par with the global average in Spain, Italy (although its national team did not qualify this year), and Great Britain (which will have two teams, England and Wales, competing in Qatar). However, it is lower than average in Germany and even more so in France.

Globally, the average proportion of those intending to watch the 2022 competition is higher among males (66%) than it is among females (45%). It is identical among adults under the age of 35 and those aged 35-49 (59%) and comparatively lower among those aged 50-74 (47%).

Among all adults surveyed in each of the countries, an average of 41% say they intend to watch at least part of the World Cup on a television set, 20% on the internet, 15% on a mobile device, and 7% on a tablet. Rebasement percentages only on those who intend to watch the World Cup on any device, finds that 75% of likely viewers plan to watch at least some of the competition on TV, 35% on the internet, 26% on a mobile device, and 13% on a tablet – and therefore, that many will use multiple devices to follow the month-long event.

On average across all 34 countries:

- 47% of all adults surveyed (85% of likely viewers) expect they will do so with family and/or friends, including as many as 76% of all in Indonesia, 74% in Peru, and 73% in Argentina
- 31% of all adults surveyed (57% of likely viewers) expect they will do so with colleagues, including 65% of all in Indonesia and 63% in UAE
- 30% of all adults surveyed (53% of likely viewers) expect they will go to a bar or a restaurant, including 58% of all in UAE and 55% in Saudi Arabia
- 25% of all adults surveyed (46% of likely viewers) expect they will buy World Cup-theme products, including 58% of all in Indonesia, 53% in Saudi Arabia, and 52% in India
- 19% of all adults surveyed (34% of likely viewers) plan to keep a good luck charm with them during the games, including 57% of all in India and 42% in Saudi Arabia
- 17% of all adults surveyed (31% of likely viewers) expect they'll miss work or school to watch a game, including 48% of all in India and 40% in Saudi Arabia



## PRESS RELEASE

### *Expected winner and runner-up*

Brazil's team is most widely expected to win the tournament. On average across all 34 countries surveyed, 21% of those who have seen, heard, or read anything about the 2022 World Cup 2022, believe their national selection will take home the trophy. Following Brazil are Germany (13%), Argentina (10%), France (10%), Spain (7%), England (6%), Portugal (4%), the Netherlands (2%), and Belgium (2%).

Argentina and Brazil stand out as the two countries whose citizens most display "patriotic optimism": 73% in Argentina expect their national team, la Albiceleste, to win the tournament; 66% in Brazil expect their Seleção to do so. Next, but far behind are Spain (31%), France (27%), and Germany (23%). In each of the other 10 countries surveyed competing in the tournament, fewer than 20% believe their national team will win.

Brazil and Germany are tied as the countries whose team is most expected to be the runner-up each selected by a global average of 13% of all adults aware of the tournament. They are followed by France (11%), Argentina (8%), England (8%), Spain (7%), Portugal (4%), Belgium (3%), the Netherlands (3%), and the United States (2%).

### **About the Study**

These are the findings of a 34-country Ipsos survey conducted August 26 – September 9, 2022, among 22,528 adults aged 18-74 in Canada, the Republic of Ireland, Israel, Malaysia, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 24 other countries, via Ipsos's Global Advisor online survey platform.

Each country's sample consists of ca. 1,000 individuals in Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and ca. 500 individuals in Argentina, Belgium, Chile, Colombia, Hungary, India, Indonesia, Ireland, Malaysia, Mexico, the Netherlands, Peru, Portugal, Poland, Romania, Saudi Arabia, South Africa, South Korea, Sweden, Thailand, Turkey, and the United Arab Emirates.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, Portugal, Romania, South Korea, Spain, Sweden, and the U.S. can be taken as representative of these countries' general adult population under the age of 75.

The samples in Brazil, Chile, China, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Saudi Arabia, Singapore, South Africa, Thailand, Turkey, and the UAE are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more "connected" segment of their population. The



## PRESS RELEASE

data is weighted so that each country's sample composition best reflects the demographic profile of the adult population according to the most recent census data.

"The Global Country Average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

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 know" or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

### **For more information on this news release, please contact:**

Robert Grimm, Public Affairs, Germany  
[robert.grimm@ipsos.com](mailto:robert.grimm@ipsos.com)

or

Nicolas Boyon, Public Affairs, U.S.  
[nicolas.boyon@ipsos.com](mailto:nicolas.boyon@ipsos.com)



## PRESS RELEASE

### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

**[www.ipsos.com](http://www.ipsos.com)**