ATTITUDES TOWARDS THE FIFA WORLD CUP 2022 IN QATAR

A 34-country survey

PASSION AND EXPECTATIONS
On average in the 34 countries surveyed, 17% of adults call themselves passionate about football. Another 23% also follow it and 21% watch games occasionally.

People in the United Arab Emirates are most likely to be passionate about football, followed by those in Saudi Arabia, India, and Indonesia. Passion is least widespread in Hungary, Japan, and Canada.

Q. Thinking of the sport of soccer/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
- OR Have never heard of 2022 FIFA World Cup
Football followers makeup at least half of all adults in only three of the 16 countries surveyed with a national team competing in the 2022 World Cup: Saudi Arabia, Argentina and Brazil.

In contrast, less than 20% in Japan, Canada, and the United States follow football.

Q. Thinking of the sport of soccer/football (NOT American football), how would you typically describe yourself?
On average across all 34 countries surveyed, more than two in 10 respondents think Brazil will win the 2022 World Cup 2022.

The next countries most widely expected to win are Germany, Argentina, and France.

Q. Which 2 countries do you believe will be playing in the final match of the 2022 FIFA World Cup soccer/football competition? [Winning Country]
People in every country competing in 2022 are more likely to expect their national team to win the World Cup than the global average.

Among the six countries whose national team is most widely expected by the global public to take the trophy, Argentina shows the most “patriotic optimism”.

Q. Which 2 countries do you believe will be playing in the final match of the 2022 FIFA World Cup soccer/football competition? [Winning Country]
Nearly one in four Germans* expect their country’s team will go to the World Cup final, only 6% expect England will.

One in five Britons expect England to be in the final and 15% that Germany will.

Q. Which 2 countries do you believe will be playing in the final match of the 2022 FIFA World Cup soccer/football competition? [Winning Country]

Base: 15,674 online adults aged 18-74, who are aware of the upcoming FIFA World Cup 2022, across 34 countries. Fieldwork: 26 August – 9 September 2022
On average globally, as many expect Germany as Brazil to be the runner-up of the World Cup. Next come France, Argentina, England and Spain.

Q. Which 2 countries do you believe will be playing in the final match of the 2022 FIFA World Cup soccer/football competition? [Runner-up]
WATCHING FIFA WORLD CUP?
On average across 34 countries, 55 percent of the people plan to watch the World Cup.

TV sets are still the most commonly used devices to watch the World Cup, but one in five people plan to watch games on the internet and one in seven on a mobile device.

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

34-country average
Base: all adults

Net Yes: 55%

 INTENTION TO WATCH FIFA 2022 WORLD CUP BY DEVICE

- Yes - on a television set: 41%
- Yes - on the Internet: 20%
- Yes - on a mobile device: 15%
- Yes - on a tablet device such as an iPad: 7%
- Yes - on the radio: 5%
- Yes - on another device: 3%
- I do not plan to watch: 9%
- I have not decided yet: 7%
- Unaware of 2022 FIFA World Cup: 29%
Q. Do you plan to watch any part of the FIFA World Cup in Qatar?

Viewing intent exceeds 75% in the United Arab Emirates, Indonesia, Argentina, Saudi Arabia, Peru, Brazil, and India.

It is lowest in the United States, Canada, Australia, and Japan.
## DO YOU PLAN TO WATCH ANY PART OF THE FIFA WORLD CUP IN QATAR? (A-I)

**Base: all adults**

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### DO YOU PLAN TO WATCH ANY PART OF THE FIFA WORLD CUP IN QATAR? (J-U)

**Base: all adults**

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WHAT PEOPLE EXPECT TO DO DURING THE WORLD CUP?
The World Cup is a social event. Overall, more than eight in ten people who plan to watch any part of the World Cup say they will definitely/probably watch games with friends and/or family.

Nearly half plan to buy a World Cup-theme product.

Nearly one in three state they will even miss work or school to watch a game.

Q. Which of the following things do you expect you will do during the 2022 FIFA World Cup?

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<thead>
<tr>
<th>Activity</th>
<th>% Definitely / probably will</th>
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<tbody>
<tr>
<td>Watch the Games with friends and/or family</td>
<td>85%</td>
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<td>Watch the Games with work colleagues</td>
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<td>Go to a bar or restaurant to see part of the World Cup</td>
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<tr>
<td>Buy World Cup-themed products</td>
<td>46%</td>
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<tr>
<td>Have a good luck charm that I will keep with me during the Games</td>
<td>34%</td>
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<tr>
<td>Miss work or school to watch the Games</td>
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34-country average
Base: 2022 FIFA World Cup likely viewers

Base: 11,990 online adults aged 18-74, who are aware of the upcoming FIFA World Cup 2022 and plan to watch it, across 34 countries. Fieldwork: 26 August – 9 September 2022
An overwhelming majority of the those who plan to watch the World Cup in every country will do so with friends and/or family.

More than 90% in Indonesia, Peru, Argentina, China, and Colombia say so.

Q. Which of the following things do you expect you will do during the 2022 FIFA World Cup?
WILL WATCH THE GAMES WITH WORK COLLEAGUES

% Definitely / probably will

On average, 57% of likely World Cup viewers expect they will watch games with work colleagues.

More than three in four in Indonesia, China, India, UAE, Thailand, and Saudi Arabia plan to do so.

Q. Which of the following things do you expect you will do during the 2022 FIFA World Cup?
In most countries, more than half of those who plan to watch the World Cup expect to see part of it in a bar or restaurant. This is especially true in UAE and Saudi Arabia.

In contrast, this is the case of only two in ten in Japan.

Q. Which of the following things do you expect you will do during the 2022 FIFA World Cup?
On average across all 34 countries, nearly one in two of those who plan to watch the event also expect to buy World Cup-themed products.

Chinese, Indonesians and Indians are most likely to do so, although their national teams will not participate.

Interest for World Cup merchandise is lowest in Japan, Israel, and Hungary.

Q. Which of the following things do you expect you will do during the 2022 FIFA World Cup?

Base: 11,990 online adults aged 18-74, who are aware of the upcoming FIFA World Cup 2022 and plan to watch it, across 34 countries. Fieldwork: 26 August – 9 September 2022
On average globally, one in three adults who plan to watch the World Cup say they will have a good luck charm that they will keep with them during the games.

In India, 74% expect to keep a good luck charm, vs. only 14% in Japan.
WILL MISS WORK OR SCHOOL TO WATCH THE GAMES
% Definitely / probably will

On average, nearly one in three globally expect to miss work or school during the World Cup to watch games, including almost two in three in India and about half in Saudi Arabia and UAE. It’s the case of less than 20% in Japan, South Korea, Hungary, and Belgium.

Q. Which of the following things do you expect you will do during the 2022 FIFA World Cup?

Base: 11,990 online adults aged 18-74, who are aware of the upcoming FIFA World Cup 2022 and plan to watch it, across 34 countries. Fieldwork: 26 August – 9 September 2022
METHODOLOGY

o These are the results of a 34-country survey conducted by Ipsos on its Global Advisor platform between Friday, August 26 and Friday, September 9, 2022.

o Ipsos interviewed a total of 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 Argentina, Australia, Belgium, Brazil, Chile, China (mainland), Colombia, France, Germany, Great Britain, Hungary, India, Italy, Japan, Mexico, the Netherlands, Peru, Poland, Romania, Saudi Arabia, South Korea, Spain, Sweden, and the United Arab Emirates.

o A screening question identified 15,674 individuals who stated they have seen, heard or read about the FIFA World Cup. This group responded to the subsequent questions.

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

o The samples in Brazil, Chile, China, Colombia, India, Indonesia, Ireland, Israel, 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 of these countries should be viewed as reflecting the views of the more connected segment of their population.

o The data is weighted so that each country’s sample composition best reflects the demographic profile of the adult population.

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

o 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.

o 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 +/- 4.8 percentage points. For more information on Ipsos’s use of credibility intervals, please visit the Ipsos website.

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

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