

ATTITUDES TOWARDS THE FIFA WORLD CUP 2022 IN QATAR

A 34-country survey

For more information: www.ipsos.com/en/2022-fifa-world-cup-global-advisor



PASSION AND EXPECTATIONS



EMIRATIS LEAD IN PASSION FOR FOOTBALL

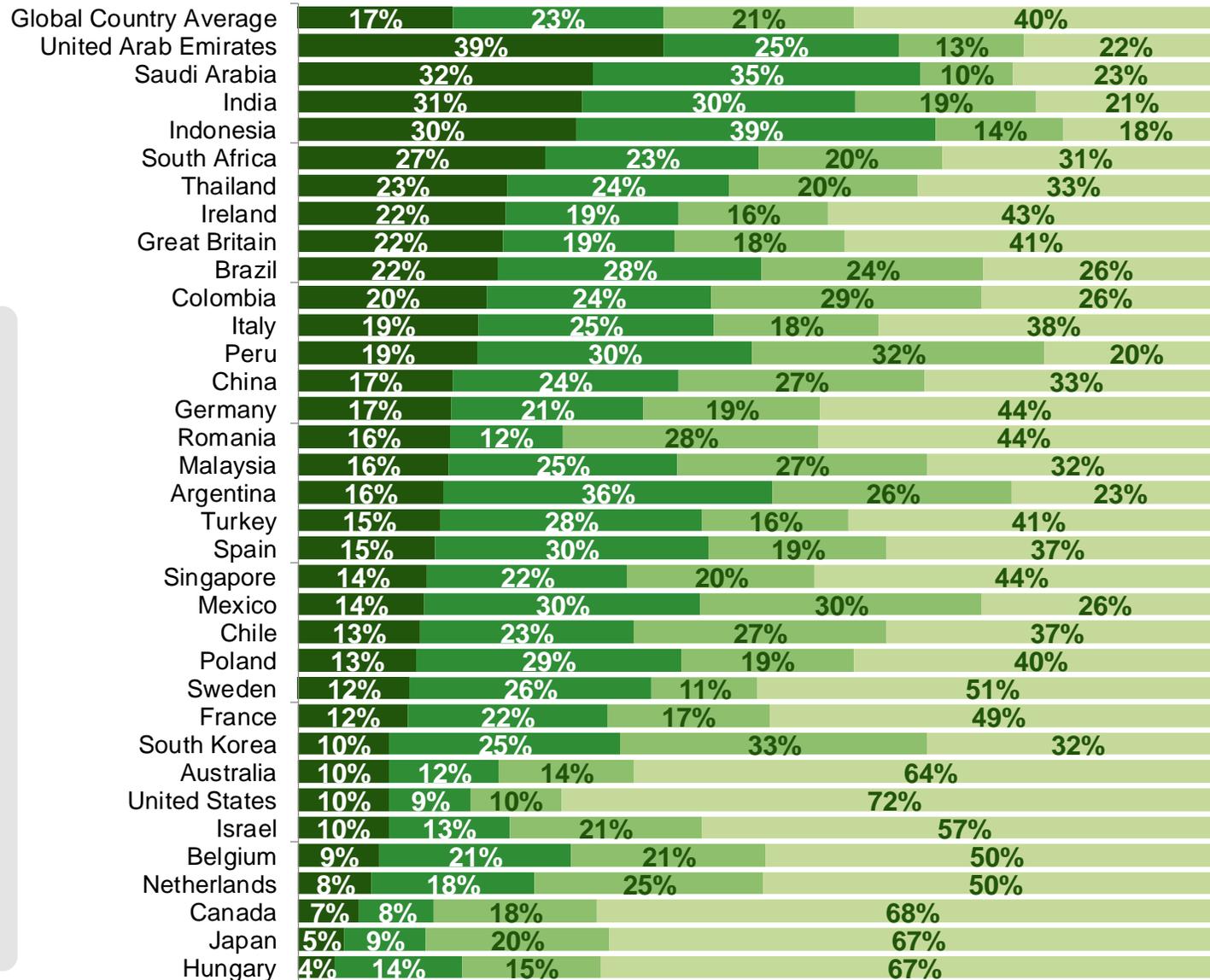
Base: all adults



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 FOLLOWING ACROSS COUNTRIES

% I am a passionate soccer/football follower / I follow soccer/football

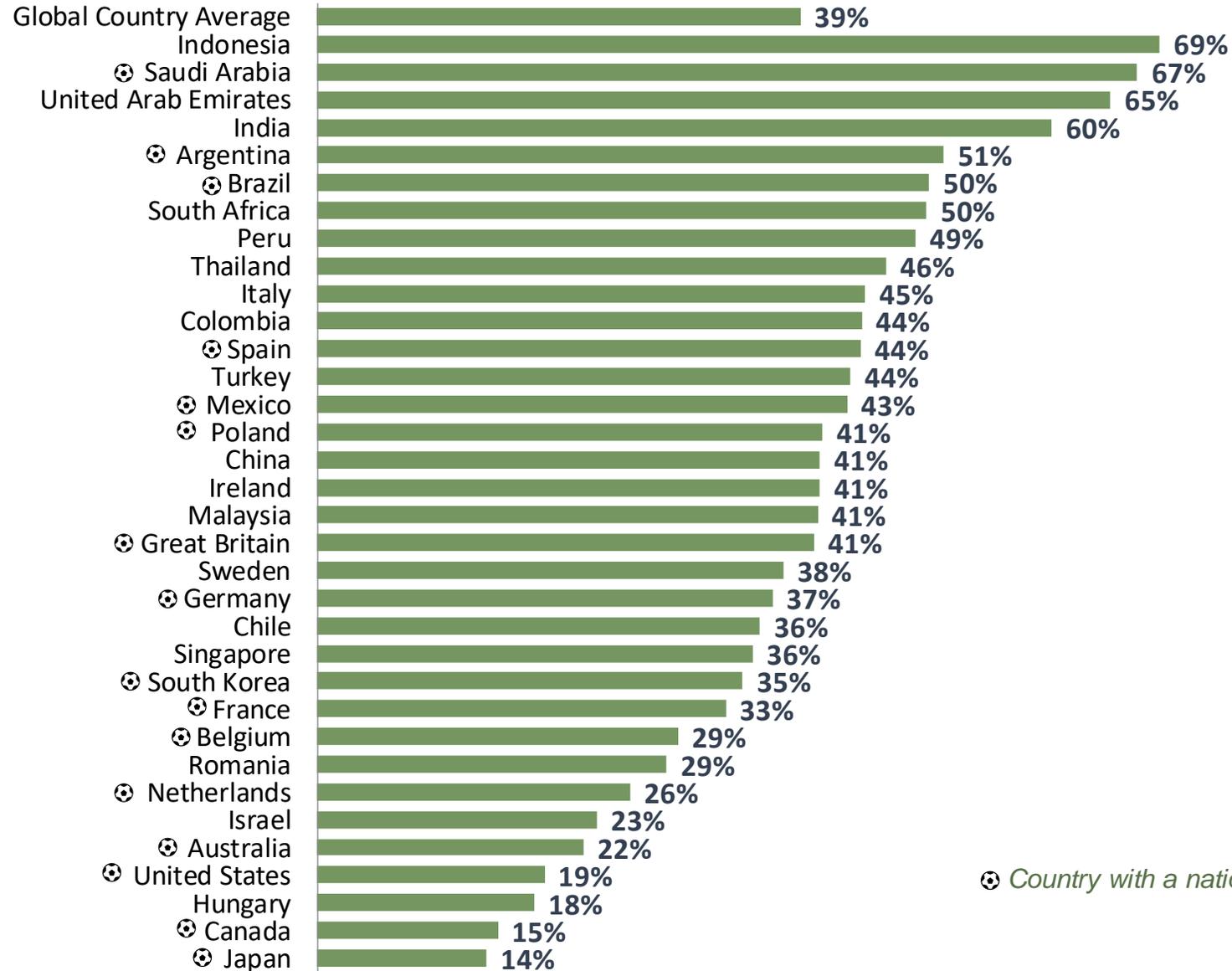
Base: all adults



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?



⊕ Country with a national team competing



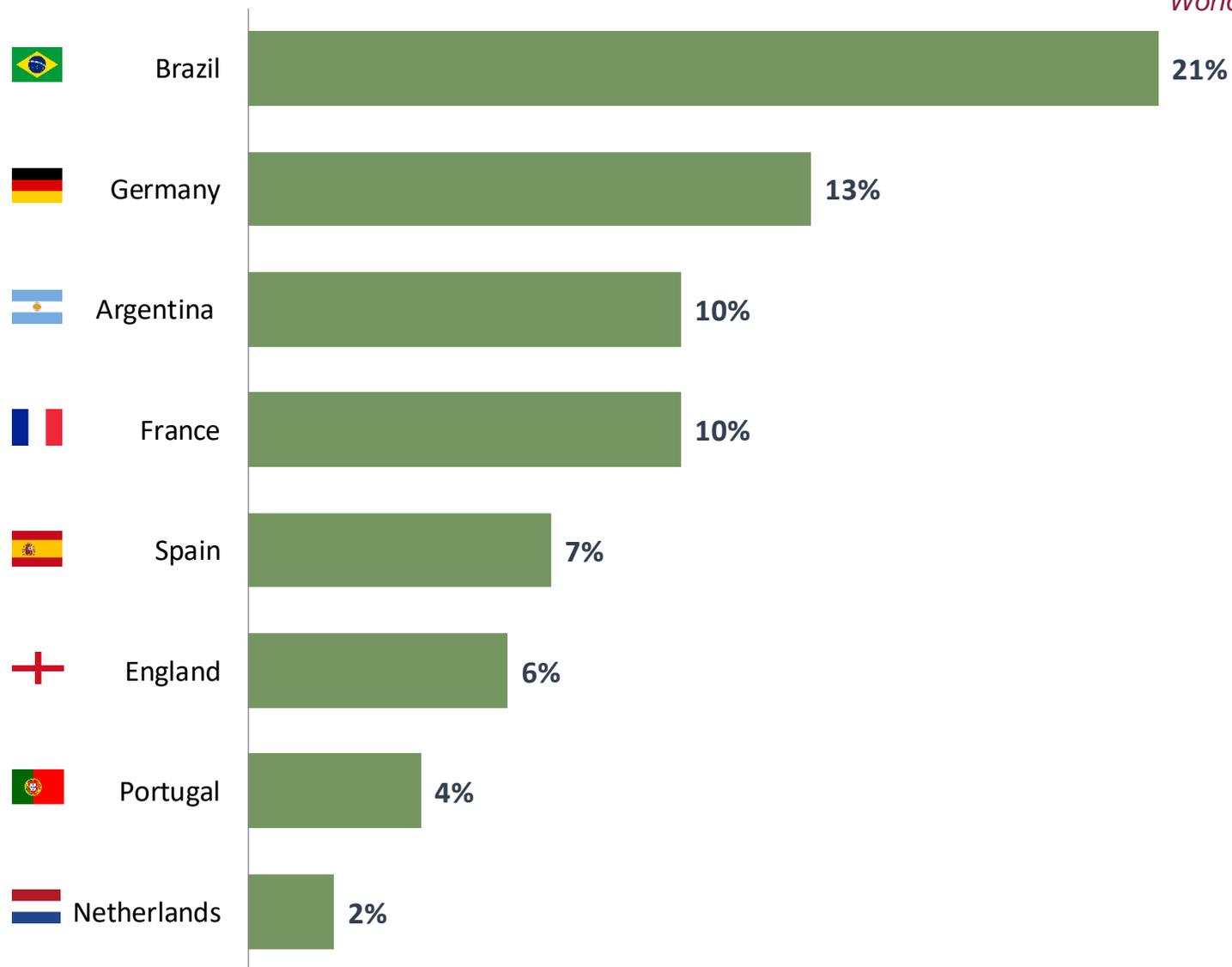
On average across all 34 countries surveyed, more than two in 10 respondents* think Brazil will win the 2022 World Cup 2022.

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]

TEAM EXPECTED TO WIN 2022 WORLD CUP

*34-country average
Base: aware of 2022 FIFA
World Cup*



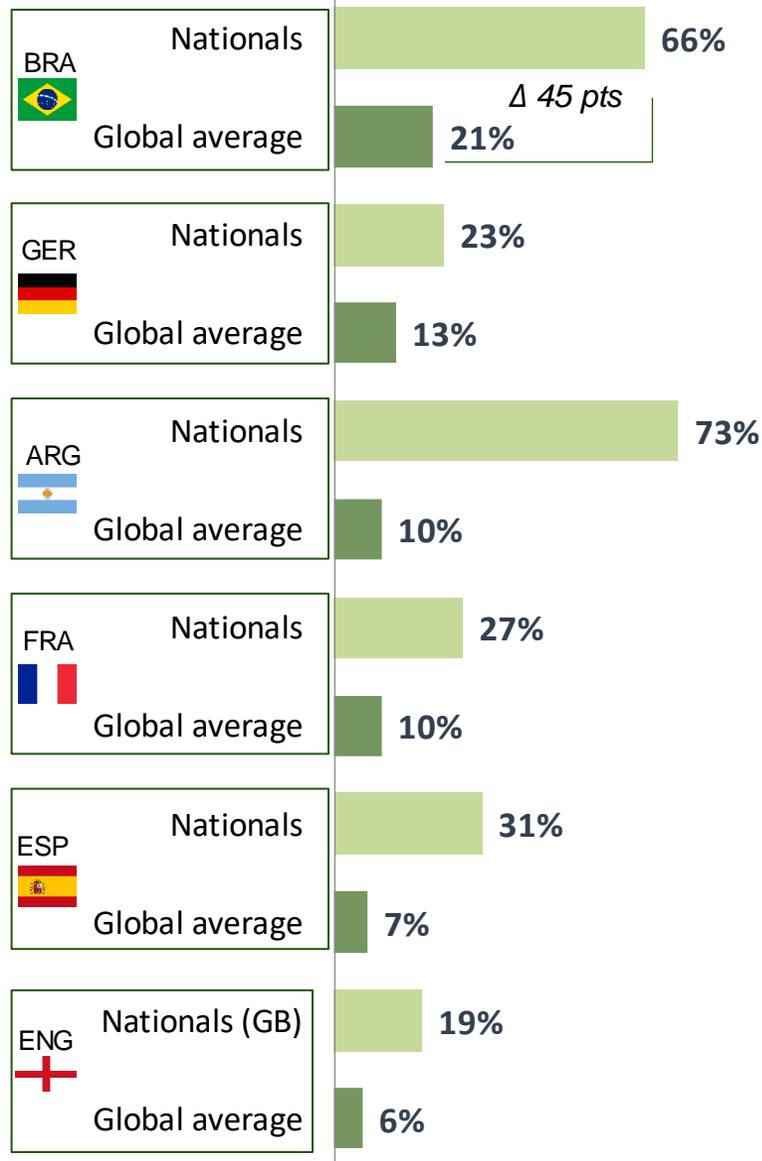


People in every country competing in 2022 are more likely to expect their national team to win the World Cup than the global average.

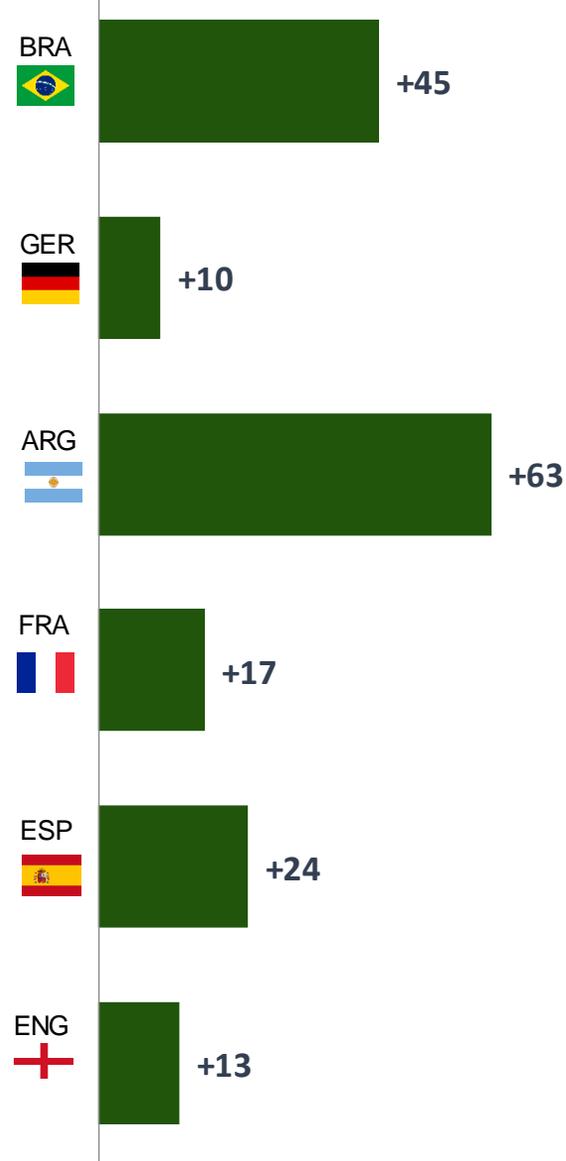
Among the six countries whose national team is most widely expected by the global public to take the trophy, Argentina shows the most “patriotic optimism”.

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]

NATIONALS' VS. GLOBAL AVERAGE EXPECTATION THAT COUNTRY'S TEAM WILL WIN



PATRIOTIC OPTIMISM: DIFFERENCE IN PERCENTAGE POINTS



Base: aware of 2022 FIFA World Cup

EXPECTED 2022 FIFA WORLD CUP WINNER

Base: aware of 2022
FIFA World Cup

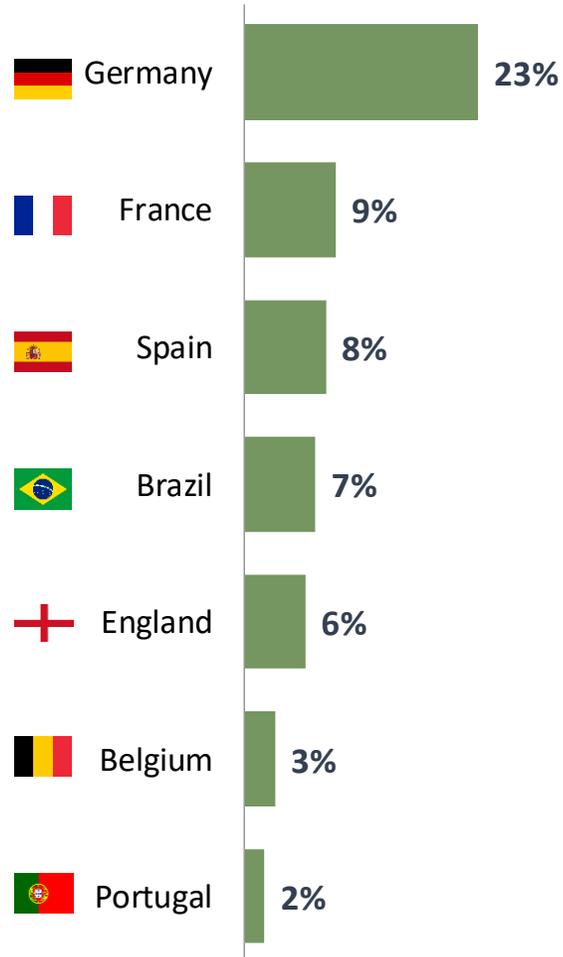


Nearly one in four Germans* expect their country's team will go to the World Cup final, only 6% expect England will.

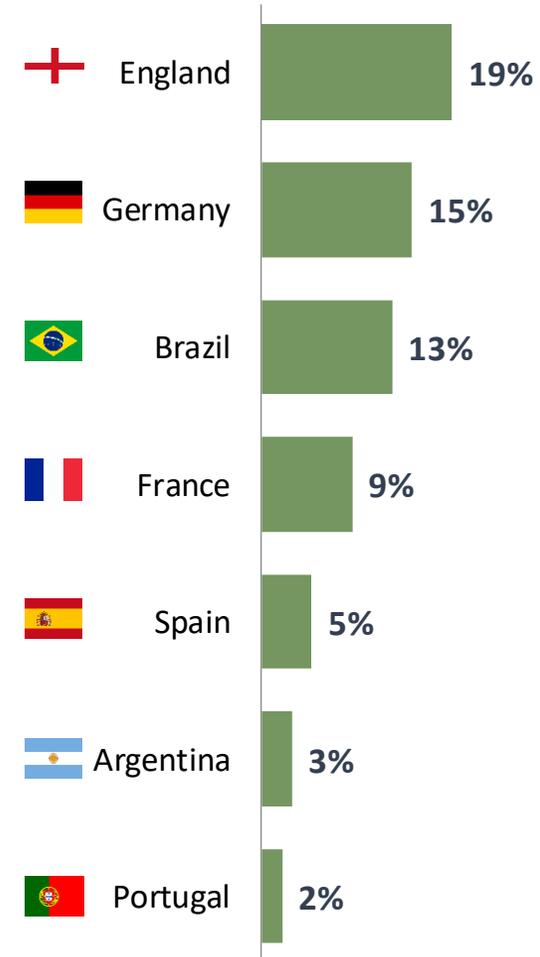
One in five Britons expect England to be in the final and 15% that Germany will.

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]

IN GERMANY



IN GREAT BRITAIN

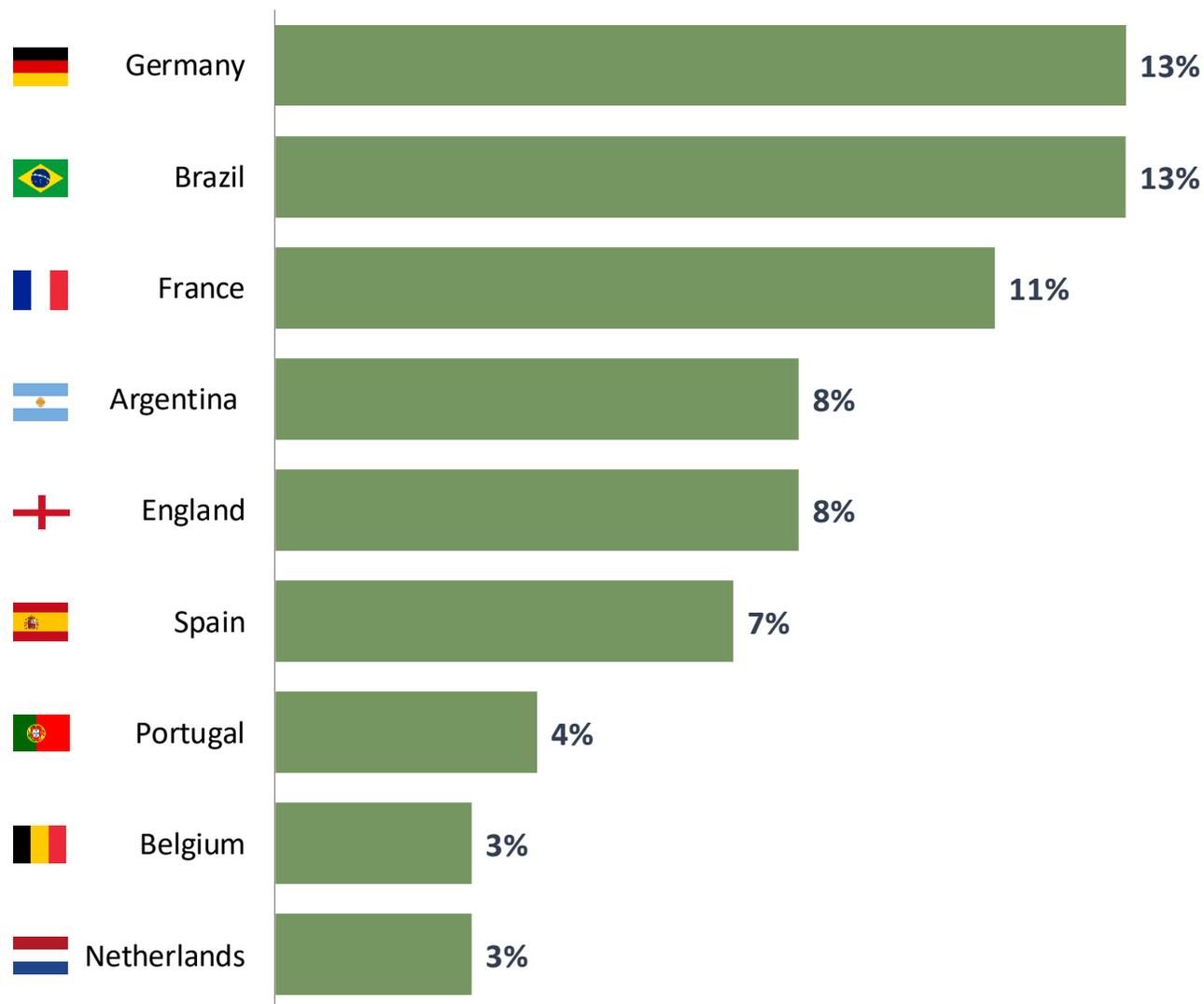




EXPECTED RUNNER-UP

34-country average
Base: aware of 2022 FIFA
World Cup

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.



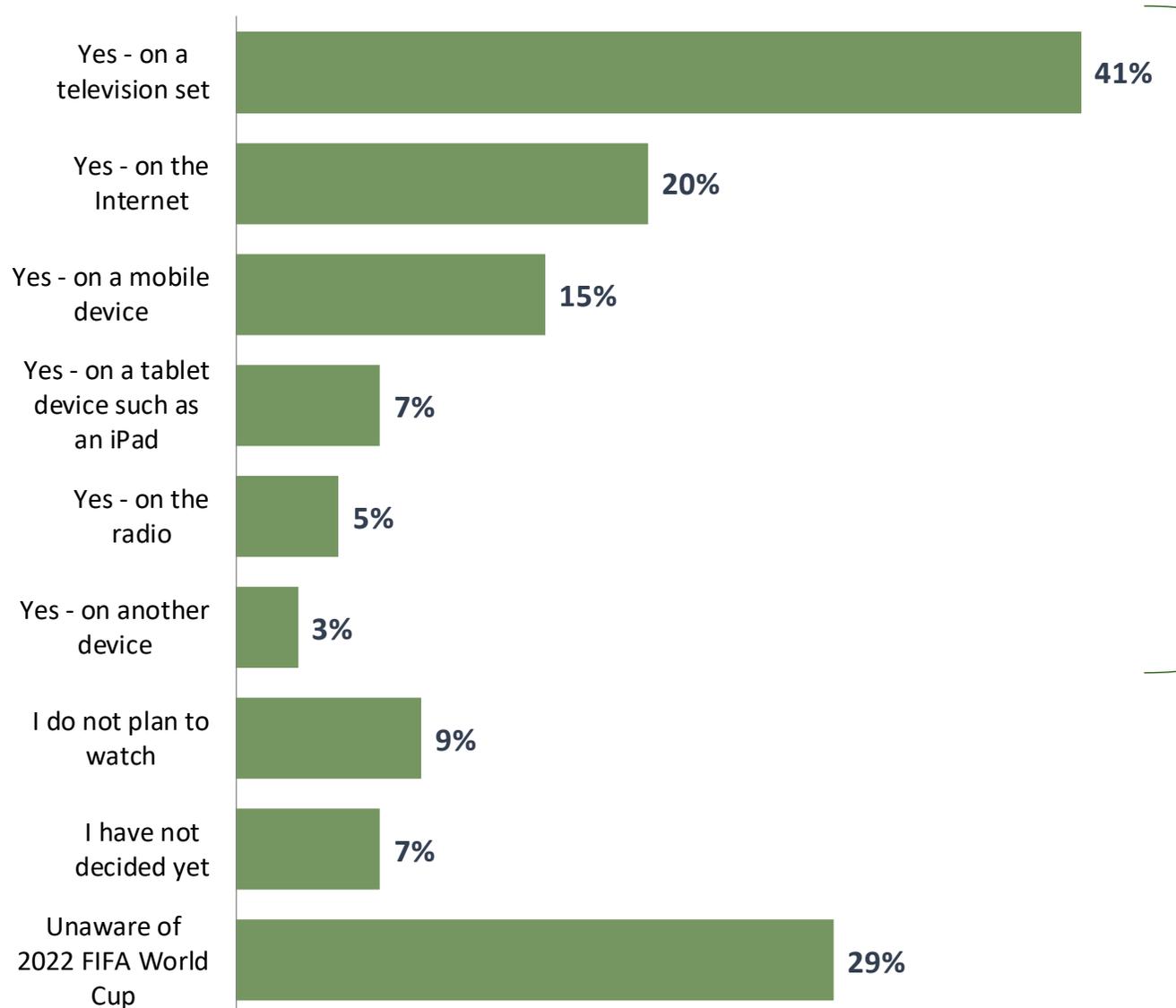
Q. Which 2 countries do you believe will be playing in the final match of the 2022 FIFA World Cup soccer/football competition? [Runner-up]

WATCHING FIFA WORLD CUP?



INTENTION TO WATCH FIFA 2022 WORLD CUP BY DEVICE

34-country average
Base: all adults



Net Yes: 55%



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?

% PLANNING TO WATCH 2022 FIFA WORLD CUP IN QATAR

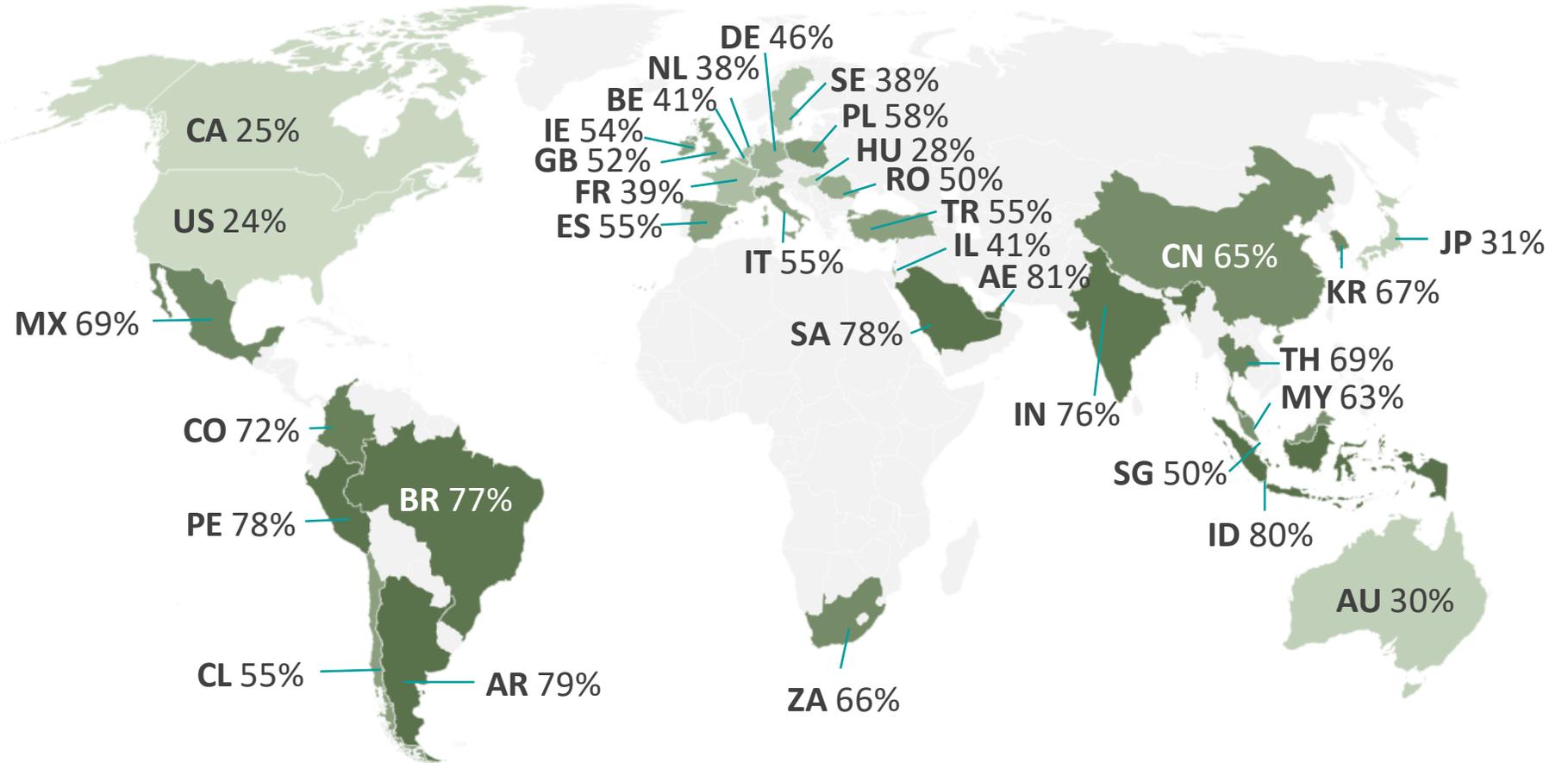
Base: all adults



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

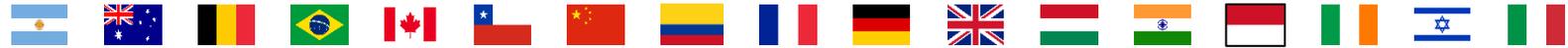
It is lowest in the United States, Canada, Australia, and Japan.

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



DO YOU PLAN TO WATCH ANY PART OF THE FIFA WORLD CUP IN QATAR? (A-I)

Base: all adults



	Global Avr'ge	ARG	AUS	BEL	BRA	CAN	CHI	CHN	COL	FRA	GER	GBR	HUN	IND	IDN	IRL	ISR	ITA
Yes - Net (any device)	55%	79%	30%	41%	77%	25%	55%	65%	72%	39%	46%	52%	28%	76%	80%	54%	41%	55%
Yes - on a television set	41%	69%	20%	33%	63%	17%	46%	40%	62%	31%	33%	40%	22%	45%	67%	41%	34%	43%
Yes - on the Internet	20%	24%	10%	8%	20%	7%	13%	41%	24%	7%	10%	14%	8%	42%	41%	13%	10%	13%
Yes - on a mobile device	15%	14%	5%	6%	13%	4%	11%	35%	19%	5%	7%	10%	6%	38%	36%	10%	7%	8%
Yes - on a tablet	7%	3%	3%	4%	4%	1%	5%	28%	6%	4%	5%	7%	3%	16%	14%	7%	3%	4%
Yes - on the radio	5%	5%	3%	5%	5%	2%	5%	10%	8%	4%	5%	8%	2%	12%	4%	4%	2%	6%
Yes - on another device	3%	4%	1%	3%	4%	0%	3%	6%	6%	2%	3%	3%	1%	7%	5%	2%	1%	2%
I do not plan to watch	9%	4%	14%	18%	5%	12%	8%	3%	6%	24%	13%	13%	13%	6%	5%	9%	15%	8%
I have not decided yet	7%	8%	7%	9%	6%	7%	12%	5%	8%	7%	8%	7%	6%	4%	4%	5%	11%	7%
Unaware of 2022 World Cup	29%	9%	50%	32%	12%	55%	26%	27%	14%	30%	34%	29%	53%	13%	12%	33%	34%	31%

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

Base: all adults



	Global Avr'ge	JPN	MAS	MEX	NED	PER	POL	ROU	KSA	SGP	RSA	KOR	ESP	SWE	THA	TUR	UAE	USA
Yes - Net (any device)	55%	31%	63%	69%	38%	78%	58%	50%	78%	50%	66%	67%	55%	38%	69%	55%	81%	24%
Yes - on a television set	41%	27%	39%	54%	32%	68%	46%	42%	44%	29%	53%	54%	46%	29%	37%	39%	47%	16%
Yes - on the Internet	20%	9%	34%	26%	7%	29%	17%	12%	34%	24%	26%	20%	13%	11%	38%	21%	35%	9%
Yes - on a mobile device	15%	4%	20%	17%	5%	26%	9%	8%	23%	16%	21%	18%	7%	9%	35%	13%	25%	7%
Yes - on a tablet	7%	3%	10%	8%	5%	7%	5%	5%	13%	9%	10%	9%	5%	8%	12%	6%	16%	4%
Yes - on the radio	5%	1%	4%	6%	4%	8%	5%	3%	8%	6%	10%	3%	6%	6%	2%	3%	5%	2%
Yes - on another device	3%	0%	4%	4%	2%	5%	3%	2%	6%	4%	5%	2%	2%	2%	6%	6%	6%	1%
I do not plan to watch	9%	4%	9%	7%	13%	4%	7%	10%	6%	9%	5%	4%	8%	12%	7%	5%	5%	9%
I have not decided yet	7%	8%	8%	11%	15%	5%	6%	6%	4%	11%	5%	4%	9%	9%	6%	6%	6%	5%
Unaware of 2022 World Cup	29%	57%	20%	13%	34%	13%	29%	35%	12%	31%	24%	26%	28%	41%	18%	35%	8%	62%

WHAT PEOPLE EXPECT TO DO DURING THE WORLD CUP?



WATCHING THE GAMES IS A SOCIAL EVENT

*34-country average
Base: 2022 FIFA World Cup
likely viewers*

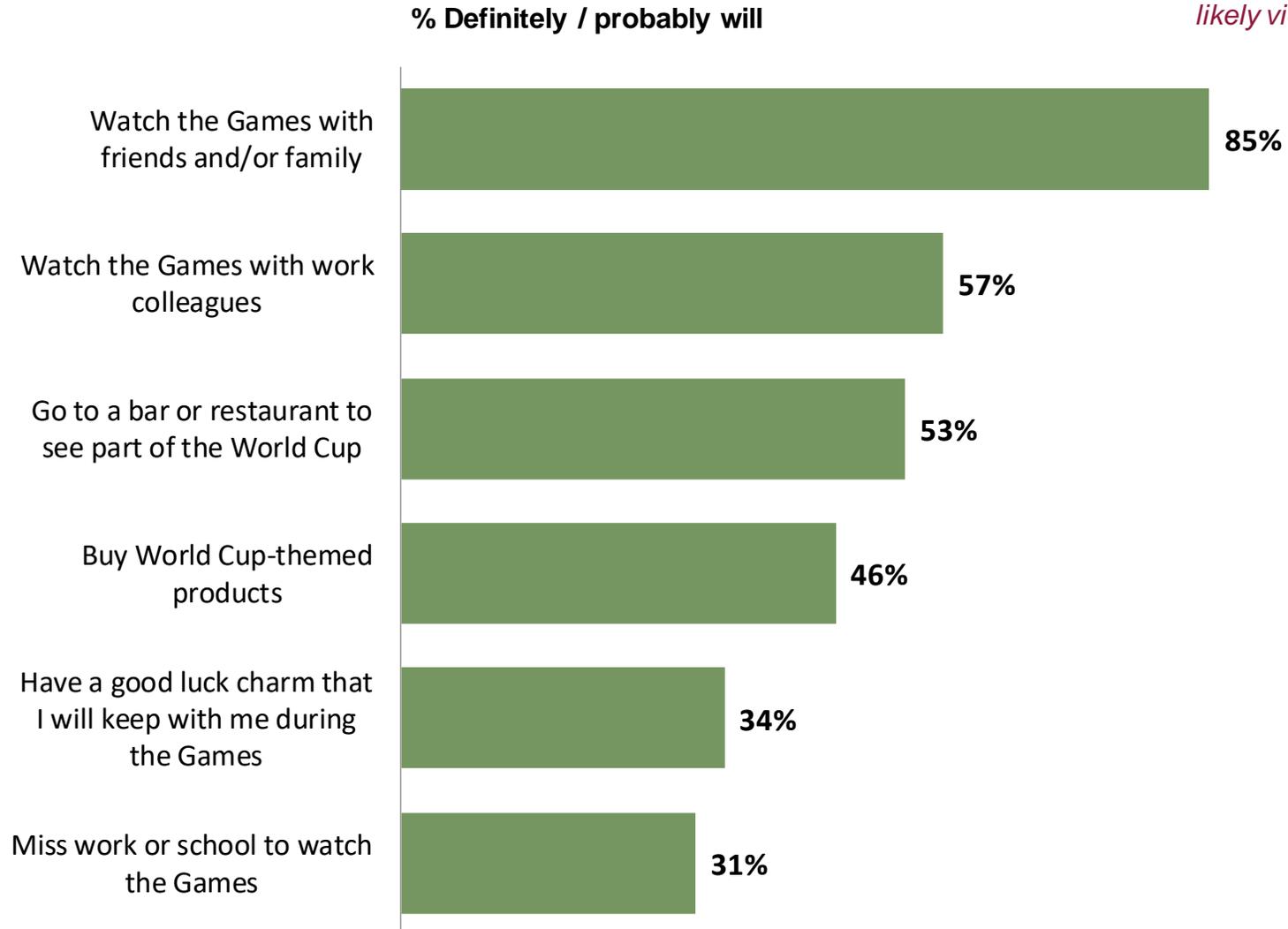


The World Cup is a social event. Overall, more than eight in ten people who plan to watch any part of the World Cup say they will definitely/probably watch games with friends and/or family.

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?



WILL WATCH THE GAMES WITH FRIENDS AND/OR FAMILY

% DEFINITELY/ PROBABLY WILL

Base: 2022 FIFA World Cup likely viewers



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

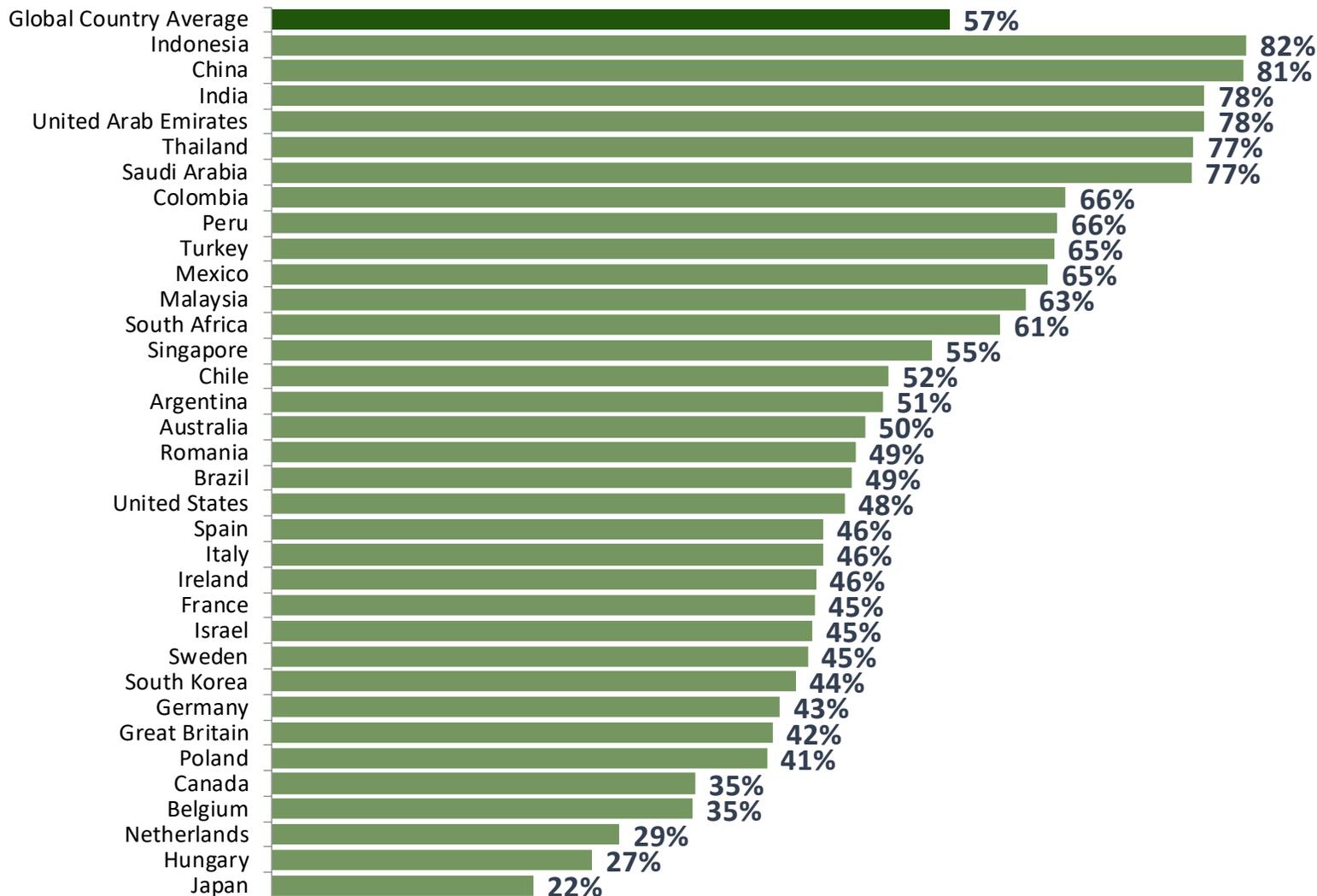
Base: 2022 FIFA World Cup likely viewers



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?



WILL GO TO A BAR OR RESTAURANT TO SEE PART OF THE WORLD CUP

% Definitely / probably will

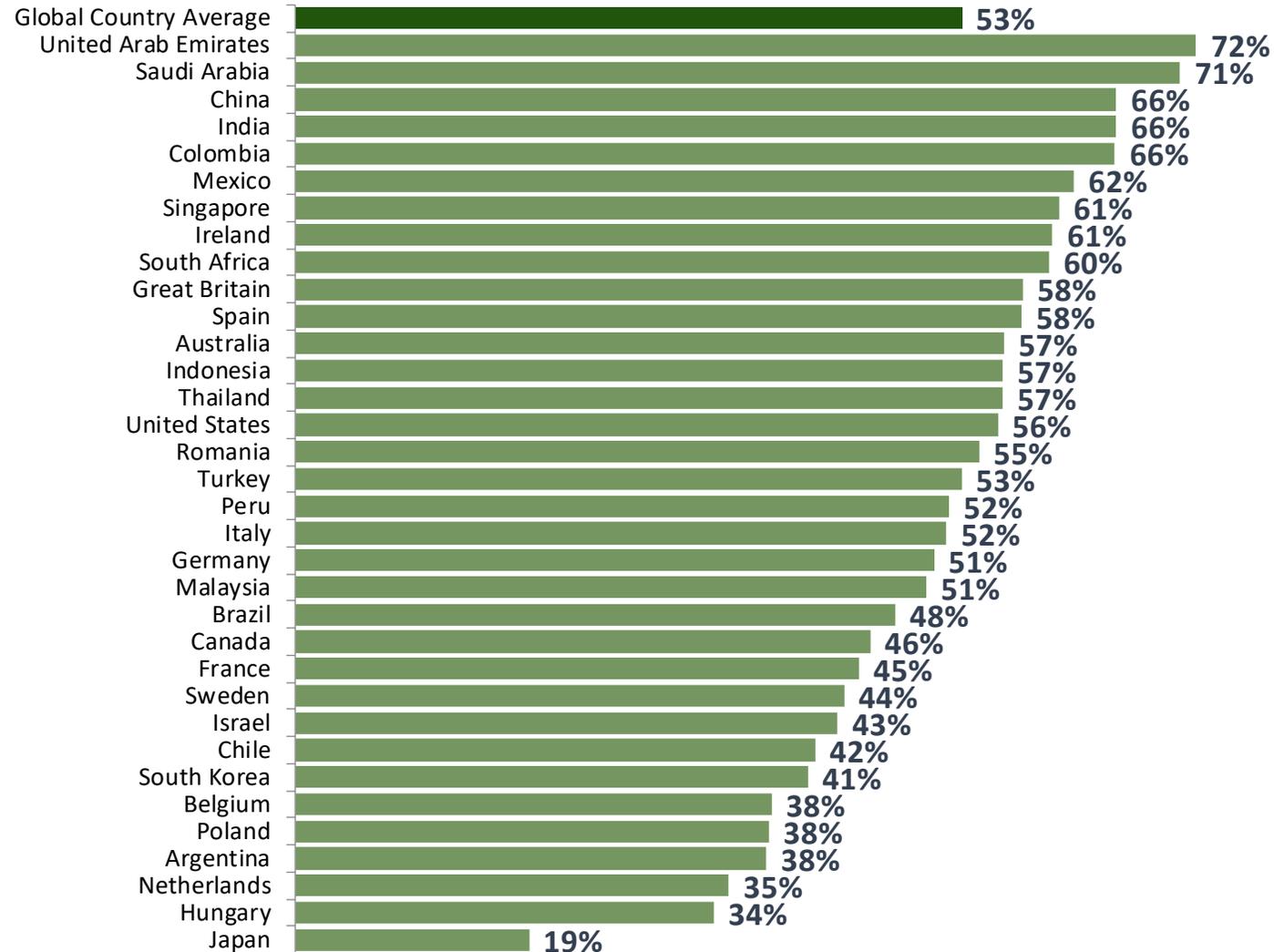
Base: 2022 FIFA World Cup likely viewers



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.

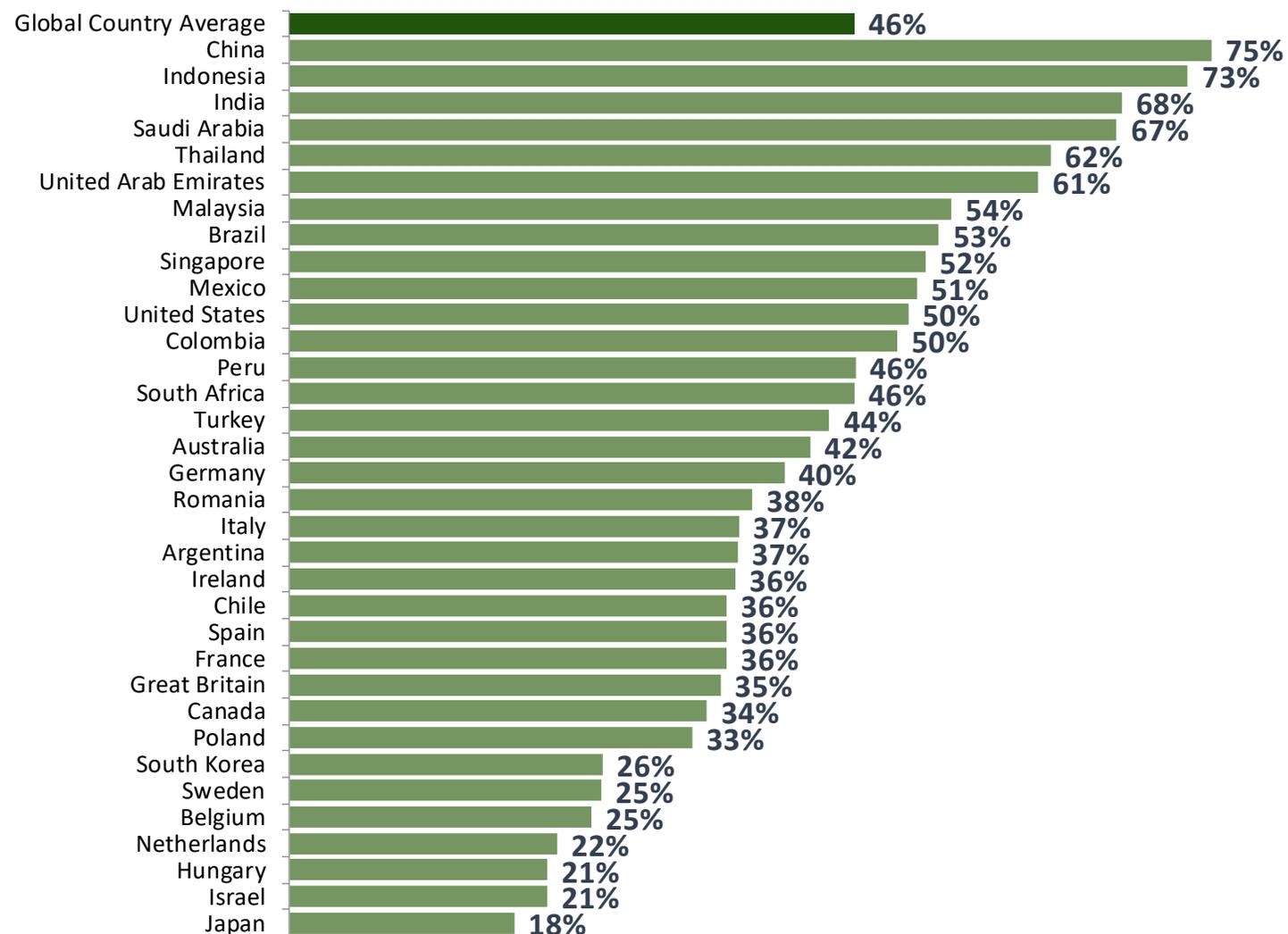
Interest for World Cup merchandise is lowest in Japan, Israel, and Hungary.

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

WILL BUY WORLD CUP-THEMED PRODUCTS

% Definitely / probably will

Base: 2022 FIFA World Cup likely viewers





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.

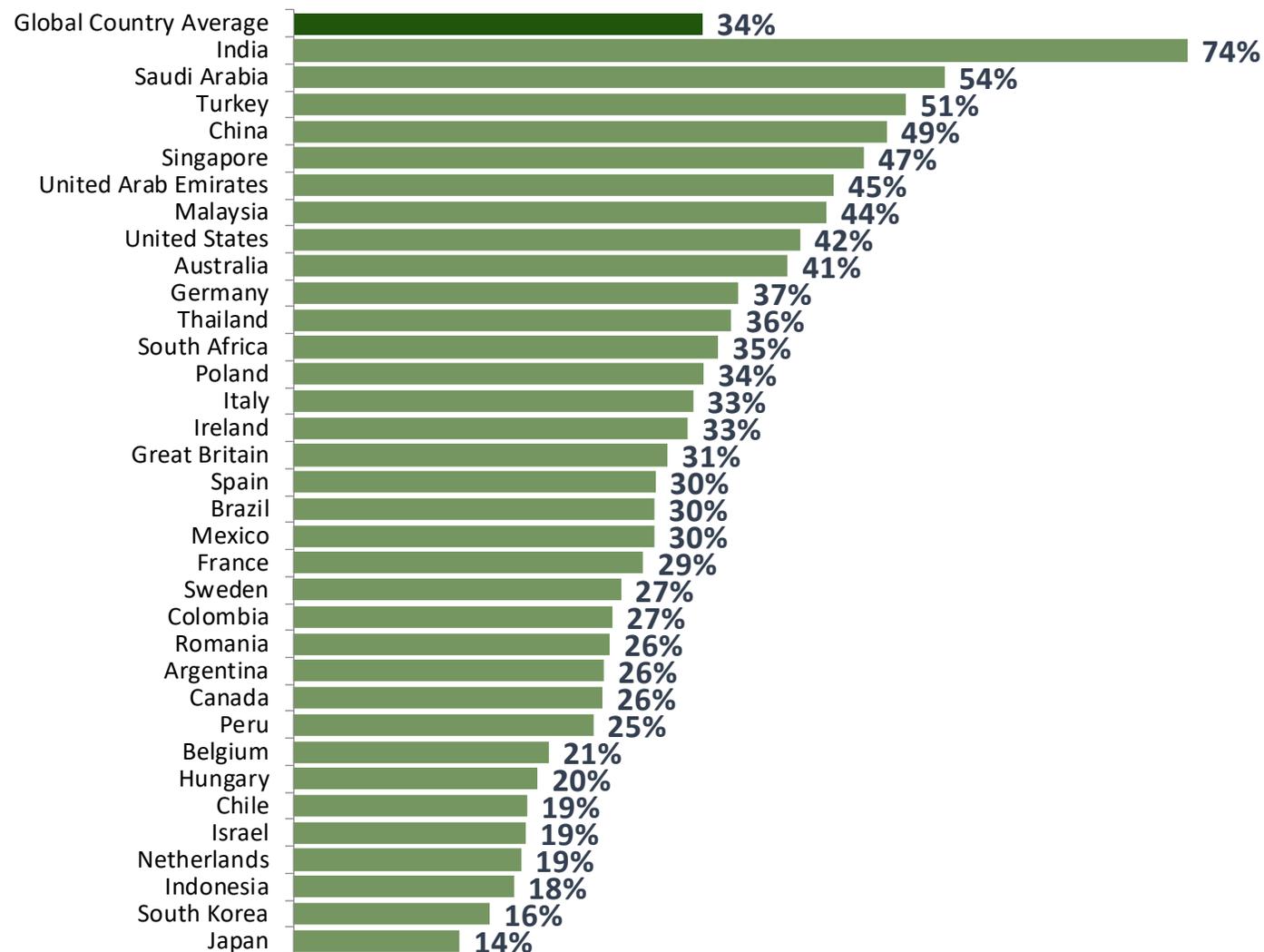
In India, 74% expect to keep a good luck charm, vs. only 14% in Japan.

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

WILL HAVE A GOOD LUCK CHARM THEY KEEP DURING THE GAMES

% Definitely / probably will

Base: 2022 FIFA World Cup likely viewers





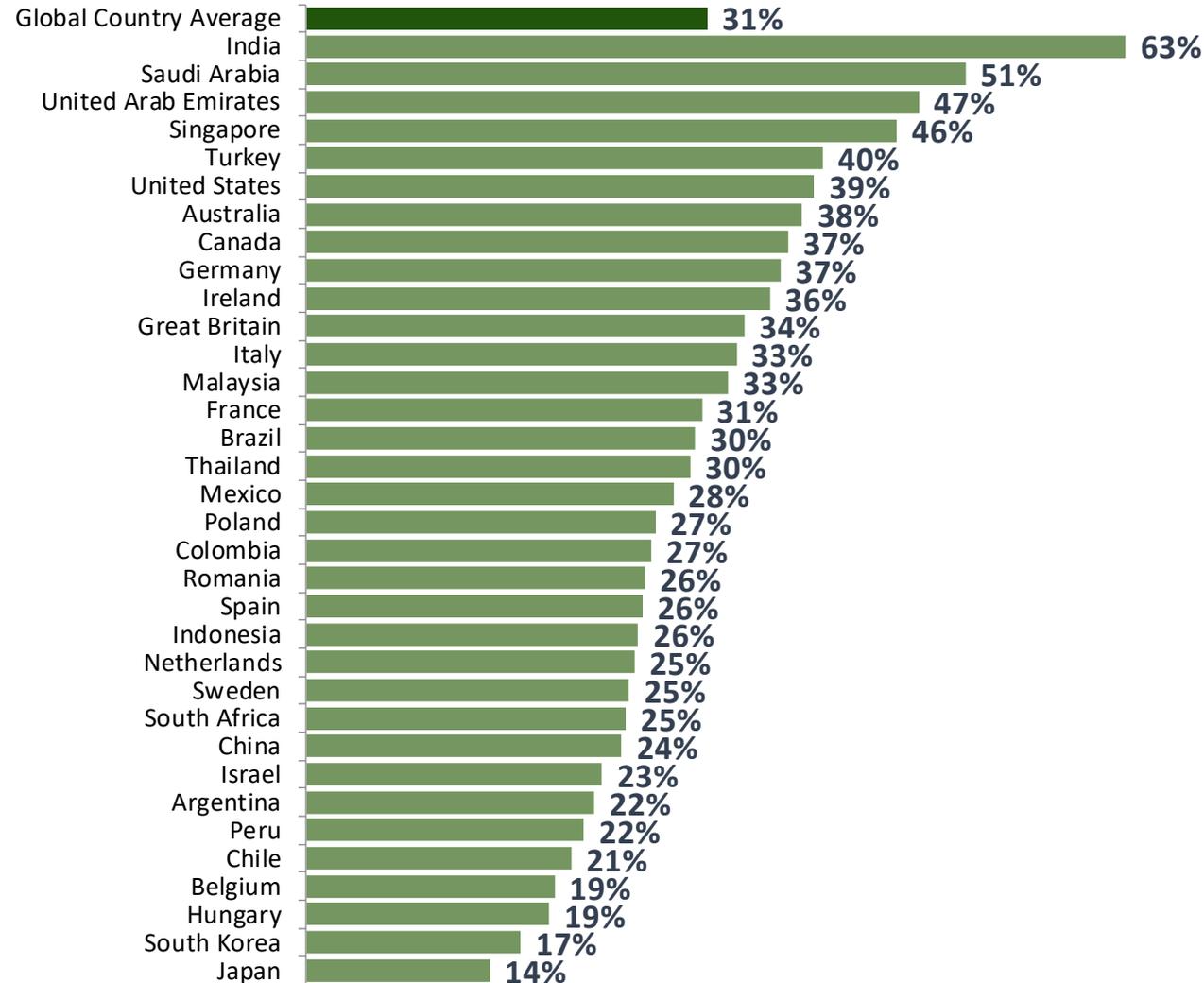
On average, nearly one in three globally expect to miss work or school during the World Cup to watch games, including almost two in three in India and about half in Saudi Arabia and UAE.

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?

WILL MISS WORK OR SCHOOL TO WATCH THE GAMES

% Definitely / probably will



Base: 2022 FIFA World Cup likely viewers

METHODOLOGY

- 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.
- 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.
- 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.
- 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.
- 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.
- The data is weighted so that each country's sample composition best reflects the demographic profile of the adult population.
- 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.
- 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.
- 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.
- The publication of these findings abides by local rules and regulations

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