



## PRESS RELEASE

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# More than half of adults in Singapore plan to watch the 2022 FIFA World Cup

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

**November 10, 2022** — A new Ipsos global 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.

**Half of adults in Singapore (50%) also say that they intend to watch at least some of the month-long event, a significantly larger proportion than the 36% 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 46% expect they will miss work or school to watch games.**

**Brazil is the country most widely expected to win the 2022 FIFA World Cup by adults in Singapore, followed by Germany, England, 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. This included about 500 Singaporeans aged 21 – 74 years.

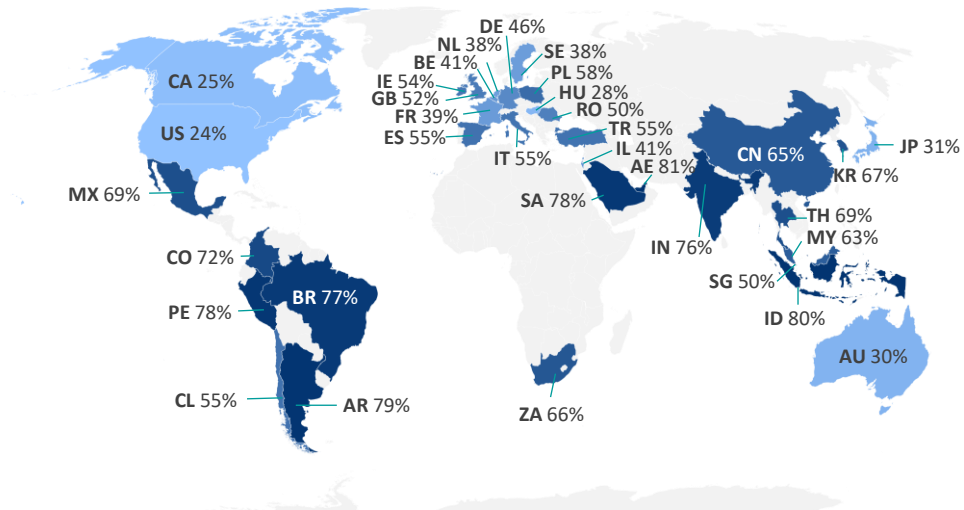
### *Key Findings:*

- 36% of Singaporean adults say they follow football, including 14% who describe themselves as passionate about it
- 50% of Singaporeans intend to watch at least some part of the World Cup
- 29% of those who intend to watch the World Cup plan to do so at least in part on a TV set, 24% on the internet, and 16% on a mobile device, and 9% on a tablet

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- Among those who plan to watch any of the month-long competition,
  - 82% expect they will do so with family and/or friends
  - 55% expect they will do so with colleagues
  - 61% expect they will go to a bar or a restaurant to see for it
  - 52% expect they will buy World Cup-theme products
  - 47% plan to keep a good luck charm with them during the games
  - 46% expect they'll miss work or school to watch a game
- Among Singaporeans who have seen, read, or heard about the tournament, 26% expect Brazil to be the winning country of the 2022 World Cup, 13% Germany, and 7% each England and France
  - Germany is expected to be the runner-up by 13%, both Brazil and France by 9%, England by 8%, Argentina by 7% and Spain by 5%
  - These expectations come close to those of global citizens 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.

## % 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.  
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### Detailed Findings

#### Football following

Of Singaporeans surveyed, 14% describe themselves as “passionate” followers who “will



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watch as many games as possible at any given time” and 22% say they follow the sport but will only watch games played by their favourite league or club and national team. Combined, after rounding, self-described football followers make up 36% of Singaporean adults surveyed.

Another 20% say they “very occasionally watch football/football games played by leading league/club and national teams” while the remaining 44% 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. **In Singapore, football following is twice as high among males (48% are followers, including 20% who are “passionate” about it) as it is among females (24% are followers, including 8% who are passionate).** Of note, football following is just as high across all age groups - aged under 35 (36% followers, 16% passionate), aged 35-49 (35% followers, 14% passionate), aged 50-74 (35% followers, 11% passionate).

#### *Viewing intent*

50% of all adults in Singapore say they plan to watch at least some part of the World Cup. This is similar to the global average of 55% adults who share this intent.

In Singapore, the average proportion of those intending to watch the 2022 competition is higher among males (65%) than it is among females (35%). Comparing between age groups, viewing intent is highest among adults aged 35-49 (54%), followed by those under the age of 35 (49%), and lowest among those aged 50-74 (46%).

Among all adults surveyed in Singapore, an average of 29% say they intend to watch at least part of the World Cup on a television set, 24% on the internet, 16% on a mobile device, and 9% on a tablet. Rebasings percentages only on those who intend to watch the World Cup on any device, finds that 42% of likely viewers plan to watch at least some of the competition on TV, 35% on the internet, 24% on a mobile device, and 13% on a tablet – and therefore, that many will use multiple devices to follow the month-long event.

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On average, in Singapore:

- 40% of all adults surveyed (82% of likely viewers) expect they will do so with family and/or friends
- 27% of all adults surveyed (55% of likely viewers) expect they will do so with colleagues,
- 30% of all adults surveyed (61% of likely viewers) expect they will go to a bar or a restaurant
- 26% of all adults surveyed (52% of likely viewers) expect they will buy World Cup-theme products,
- 24% of all adults surveyed (47% of likely viewers) plan to keep a good luck charm with them during the games
- 23% of all adults surveyed (46% of likely viewers) expect they'll miss work or school to watch a game

### *Expected winner and runner-up*

Brazil's team is most widely expected to win the tournament. 26% of adults in Singapore surveyed (vs 21% global average), of those who have seen, heard, or read anything about the 2022 World Cup 2022, believe Brazil will take home the cup. Following Brazil are Germany (13%), France (7%), England (7%), Argentina (6%) and Portugal (4%). Germany is expected to be the runner-up by 13%, both Brazil and France by 9%, England by 8%, Argentina by 7% and Spain by 5%.

**-END-**

### **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,

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**Singapore**, 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 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.

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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.

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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.

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