

IPSOS 2022 WORLD CUP SURVEY

Egypt Edition

November 2022

GAME CHANGERS





General Attitudes & Behaviors



Half of Egyptians Are Passionate Football Fans, While 1 In 4 Only Watch Matches For Their Favorite Team



51%

Are Passionate
Football Fans &
Watch As Many
Games As Possible



27%

Follow Football, But Only
Watch Games For Their
Favorite Team



18%

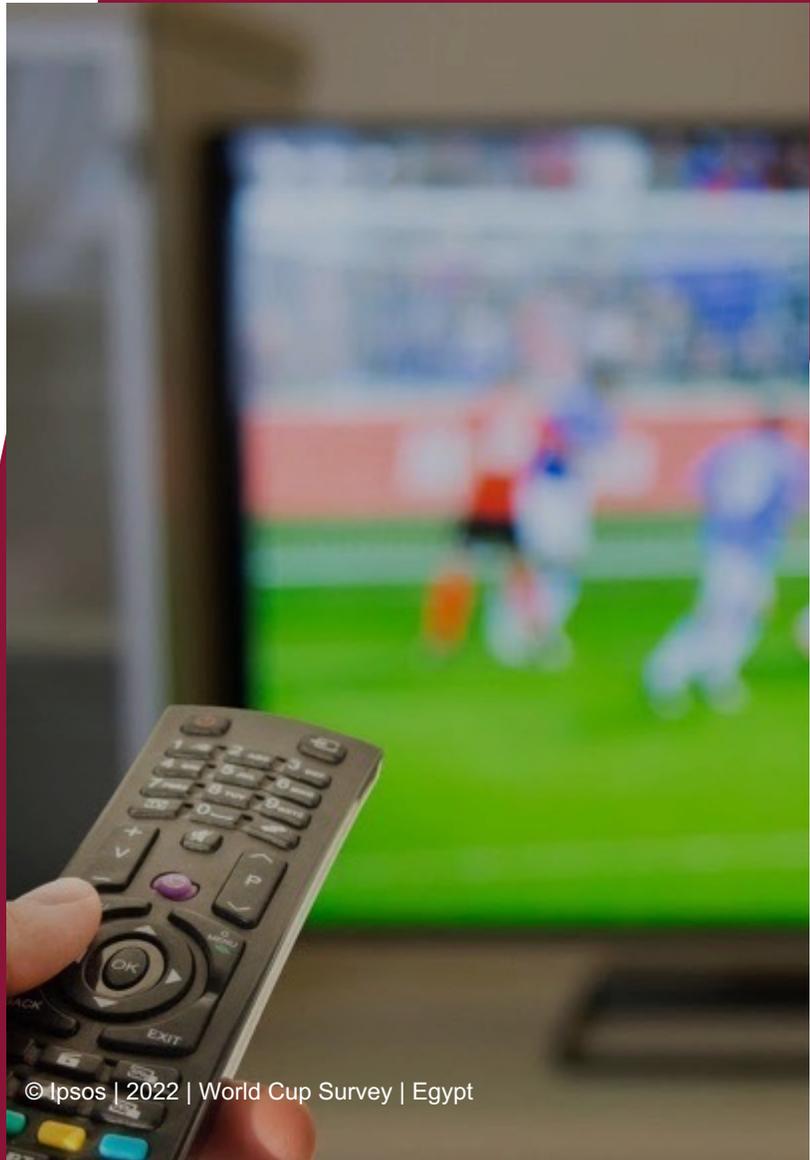
Watch Football
Occasionally



4%

Don't Follow
Football At All





The Majority Plan To Watch As Many World Cup Matches As Possible

Frequency of Watching Games

Will Watch As Many Games As Possible **61%**



Will Watch Games Played By National & Favorite Team **16%**



Will Watch Games Played By National Team Only **7%**



Will Watch Games Played By Top Tier Teams Only **8%**

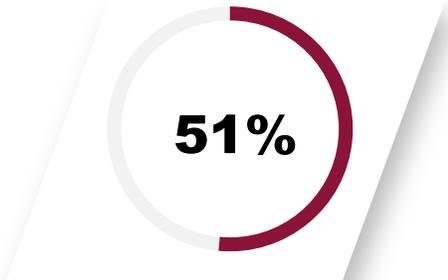


Will Only Watch Games Played At Knock-out Stages **8%**

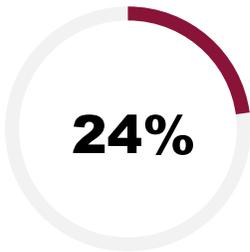


1 In 2 Egyptians Are Following World Cup News On A Daily Basis

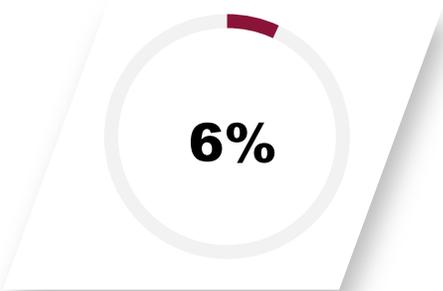
Frequency Of Keeping Up With World Cup News



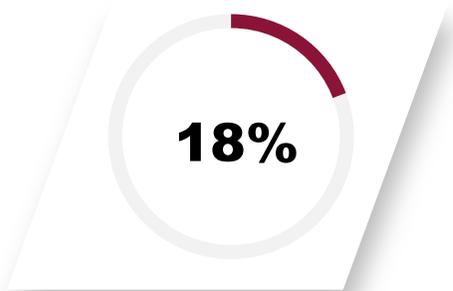
Daily Basis



Weekly Basis



Monthly Basis

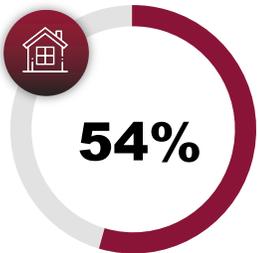


Follow Highlights Only



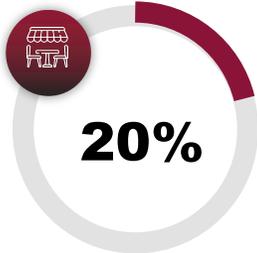
Over Half People Prefer Watching World Cup Games At Home

Preferred Place To Watch World Cup Games



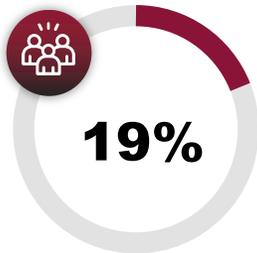
54%

At Home



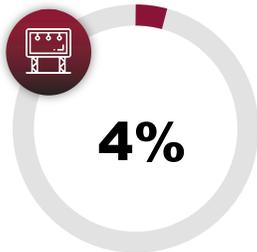
20%

Cafes & Restaurants



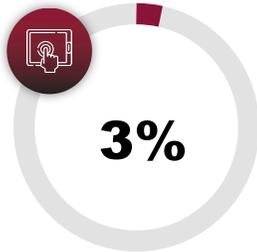
19%

Friends & Relatives House



4%

Public Screening Events



3%

Radio/Phone/ Tablet on the Go



9 In 10 People Plan To Watch The World Cup's Opening Ceremony



90%

Will be Watching the Opening Ceremony





Most People Have Good Sporting Spirits And Prefer Watching World Cup Games With Others



73%

Prefer Watching Matches With Others

27%

Prefer Watching Matches Alone



54%

Like Watching Matches With Opposing Teams' Fans

46%

Prefer Watching With People Supporting The Same Team



84%

Have A Good Sporting Spirit & Accept My Team's Loss

16%

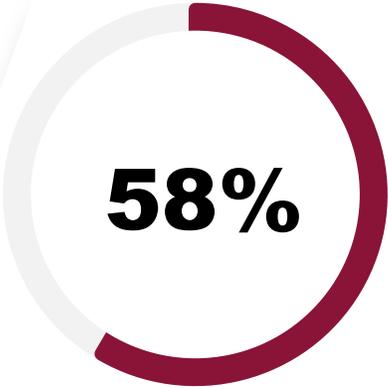
Cannot Accept My Team's Loss & Ruins My Mood For The Rest Of The Day



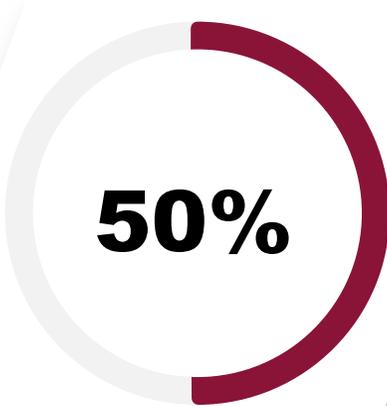
3 In 5 People Will Cancel An Important Social Event To Watch Games. Half Plan To Skip Work Or School For Some Games



Canceling Important Events



Will Cancel Important Events With Friends & Family To Watch Games



Plan To Miss School Or Work To Watch The Games

Most People Expect To Go Out More & Spend More Money Than Usual During The World Cup

Change In Outing Behaviors During The World Cup



69%

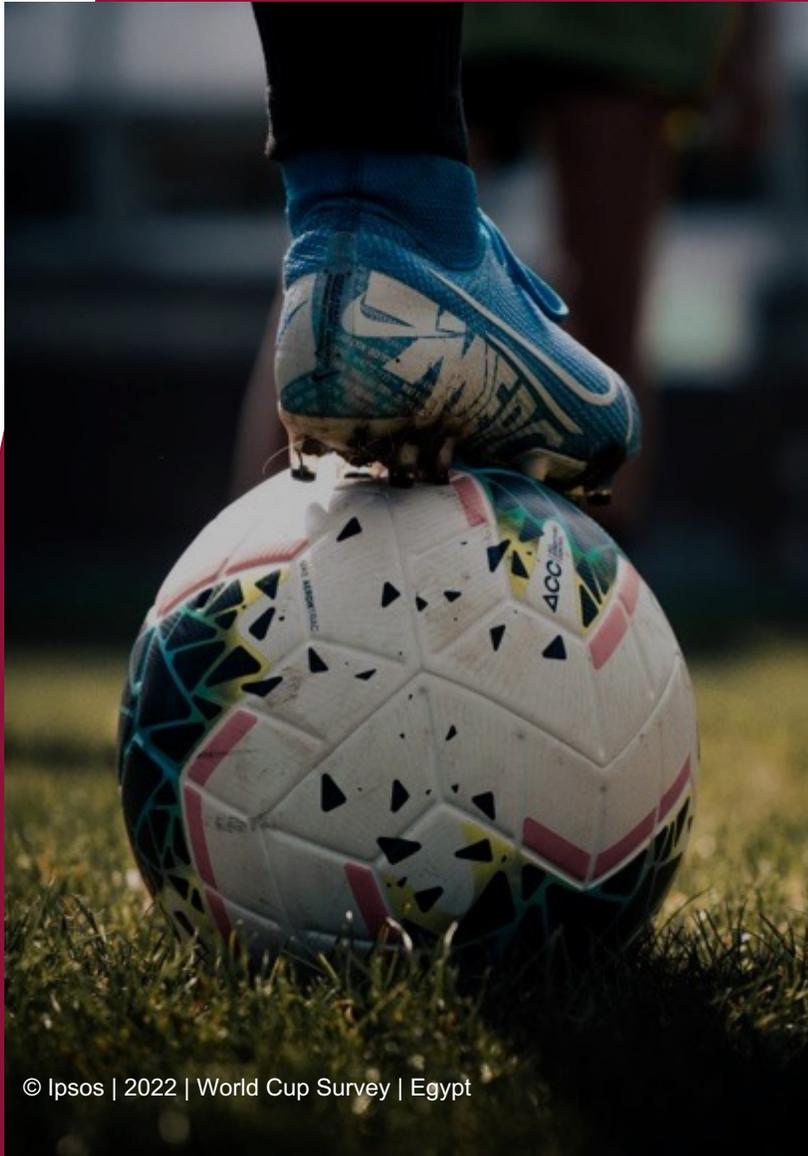
Plan To Go Out More Than Usual To Watch The Games



59%

Will Spend More Money Than Usual During The World Cup Period





7 In 10 People Will Participate In Match Prediction Competitions, 3 In 5 Will Buy World Cup Themed Products

World Cup Rituals & Actions

Participate In Match Predictions
Between Family, Friends & Colleagues

68%



Buy World Cup
Themed Products

59%



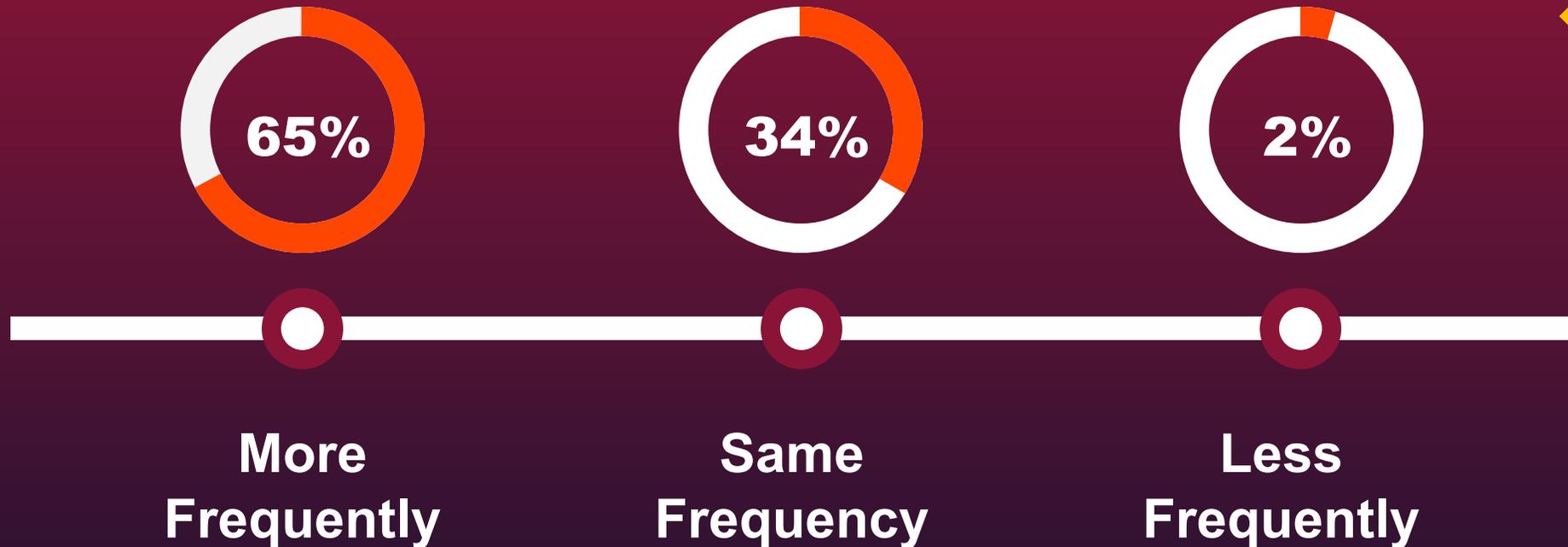
Follow Certain Good Luck
Rituals Before A Big Game

50%



Two Thirds Prefer To See The World Cup Taking Place More Frequently, A Third Prefer Seeing The World Cup Held Every 4 Years

World Cup Frequency Preferences





Match Predictions

Brazil, Argentina & Saudi Arabia Are The Most Supported Teams In Egypt



Most Supported Teams



18%
Brazil



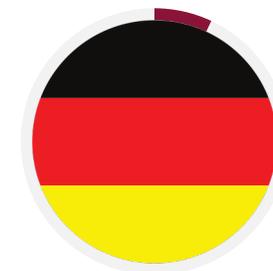
10%
Argentina



10%
Saudi Arabia



9%
Qatar



7%
Germany



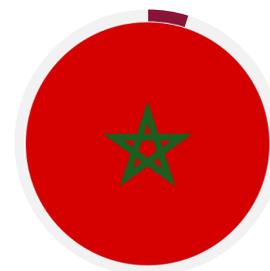
6%
France



5%
Spain



5%
England



5%
Morocco



4%
Tunisia



Brazil Is The Team Seen As Most Likely To Be Crowned As The FIFA 2022 World Cup Champions



Predicted World Cup Winner



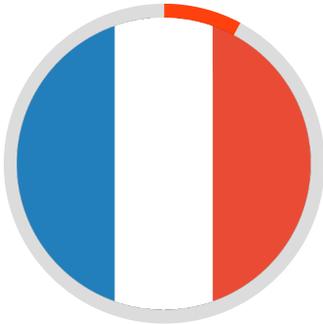
24%
Brazil



12%
Germany



11%
Argentina



8%
France



6%
Spain



Ronaldo & Benzema Rank First When It Comes To People's Predicted Golden Boot Winner



Predicted Golden Boot Winner



17%
Cristiano
Ronaldo



17%
Karim
Benzema



14%
Lionel
Messi



12%
Neymar
Jr.



6%
Kylian
Mbappe



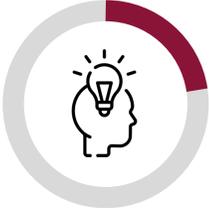


World Cup Sponsorships

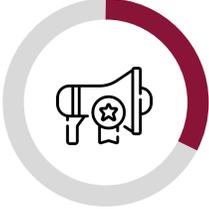


1 In 2 People Are Familiar With Most Of The Brands Sponsoring The World Cup

Familiarity With World Cup Sponsorships



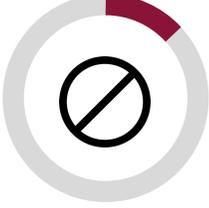
22%
Know All Brands
Sponsoring the World Cup



33%
Know Most Brands
Sponsoring the World Cup



31%
Know a Few Brands
Sponsoring the World Cup



13%
Don't Know Any Brands
Sponsoring the World Cup



Awareness of World Cup Sponsors

% Aware Each Brand Is Sponsoring The 2022 World Cup (Top 8 Most Recalled)



70%
Adidas



68%
Qatar Airways



68%
Coca-Cola



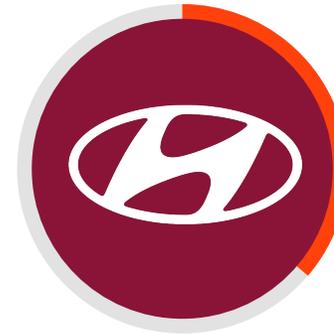
58%
Visa



57%
McDonald's



45%
Qatar Energy



36%
Hyundai



21%
Hisense



People Are More Likely To Purchase From Brands Sponsoring The World Cup



66%

Are More Likely To Purchase From Brands Sponsoring Major Events Like The World Cup



Media Consumption



The Majority Will Be Interacting More Online With World Cup Content



77%

Interact More Online On World Cup Related Posts





1 In 2 Plan To Subscribe To Pay-to-Watch Channels, 2 In 5 Will Watch The Games On Free Live Steaming Channels



Watching World Cup Games



People In Egypt Prefer Watching World Cup Matches On Bigger Screens

Devices Used To Watch Games



76%

Television



35%

Smartphone



32%

Computer/
Laptop



17%

Tablet/iPad



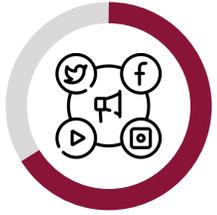
Most People Plan To Keep Up With The Scores On A Daily Basis

Frequency of Checking Scores



Social Media Apps Are People's Go-To Source To Check Match Scores

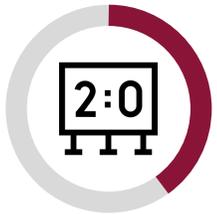
Score Checking Sources



66%
Social Media Apps



55%
TV Sport Highlights



40%
Football Score Websites



16%
Football Score Apps



Sample & Methodology

- 500 Respondents
- Males & Females
- 15 Years & Above
- Nationwide Coverage
- Online Interviews



THANK YOU

For more information, please contact:

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