

IPSOS 2022 WORLD CUP SURVEY

Jordan Edition

November 2022

GAME CHANGERS





General Attitudes & Behaviors



Just Under 1 In 5 Consider Themselves Passionate Football Fans. 1 In 4 Watch Games For Their Favorite Team



17%

Are Passionate Football Fans & Watch As Many Games As Possible



27%

Follow Football, But Only Watch Games For Their Favorite Team



44%

Watch Football Occasionally



12%

Don't Follow Football At All





Around 1 In 2 Will Watch As Many World Cup Matches As Possible, 1 In 5 Will Be Watching Knock-Out Games Only

Frequency of Watching Games

Will Watch As Many Games As Possible **47%**



Will Watch Games Played By National & Favorite Team **13%**



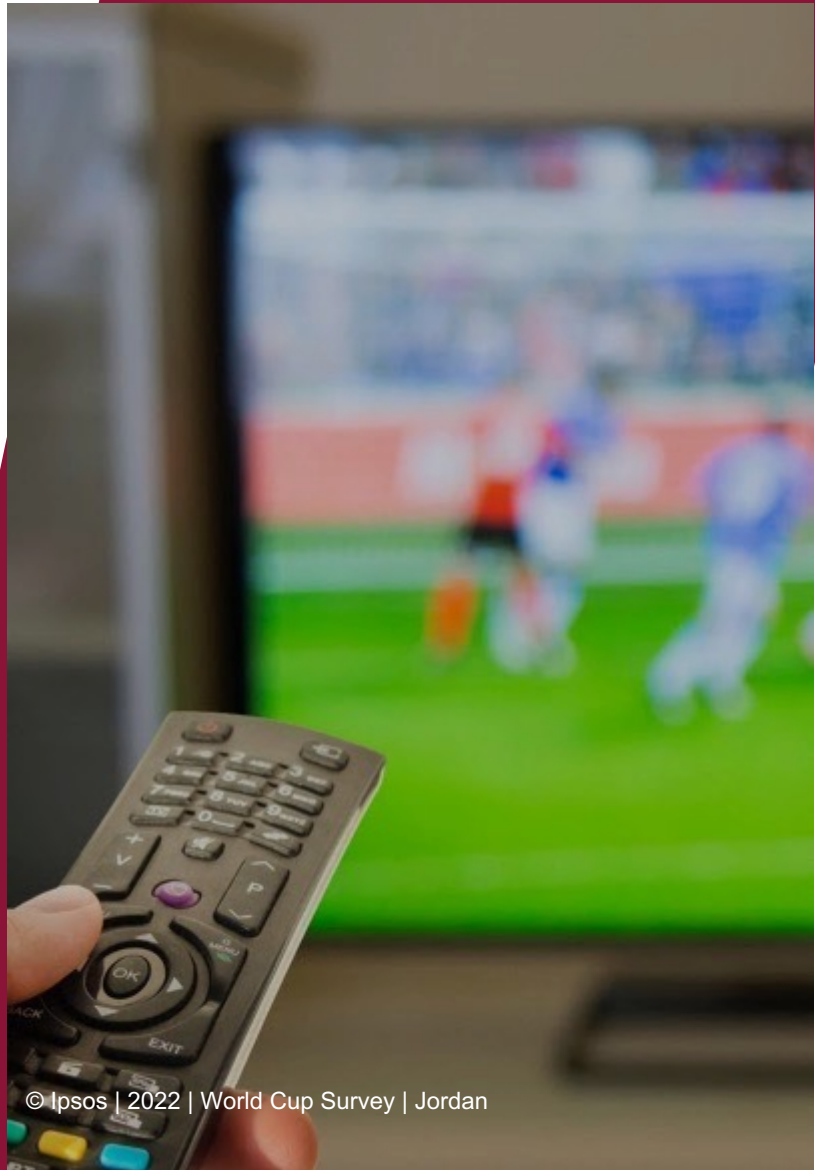
Will Watch Games Played By National Team Only **2%**



Will Watch Games Played By Top Tier Teams Only **15%**



Will Only Watch Games Played At Knock-out Stages **22%**



More Than Half Are Keeping Up With World Cup News Daily Or Weekly

Frequency Of Keeping Up With World Cup News

29%

Daily Basis

26%

Weekly Basis

3%

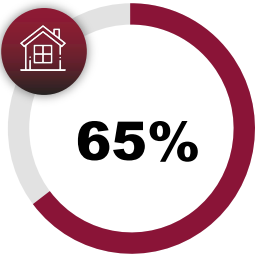
Monthly Basis

43%

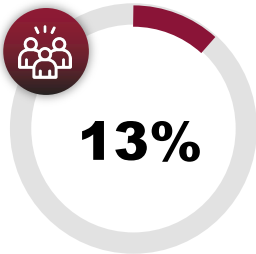
Follow Highlights Only

The Majority Prefer Watching World Cup Games At Home

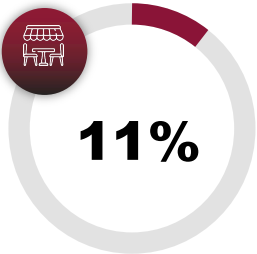
Preferred Place To Watch World Cup Games



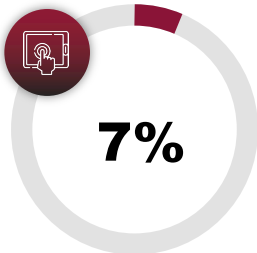
At Home



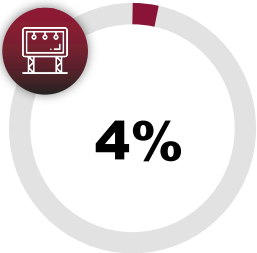
Friends & Relatives House



Cafes & Restaurants



Radio/Phone/
Tablet on the Go



Public Screening
Events



3 In 4 People Plan To Watch The World Cup's Opening Ceremony



75%

Will be Watching the Opening Ceremony





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



82%

Prefer Watching Matches With Others

18%

Prefer Watching Matches Alone



66%

Like Watching Matches With Opposing Teams' Fans

34%

Prefer Watching With People Supporting The Same Team



87%

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

13%

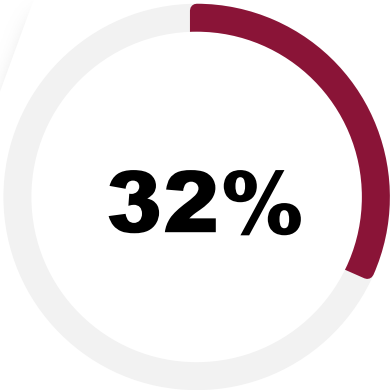
Cannot Accept My Team's Loss & Ruins My Mood For The Rest Of The Day



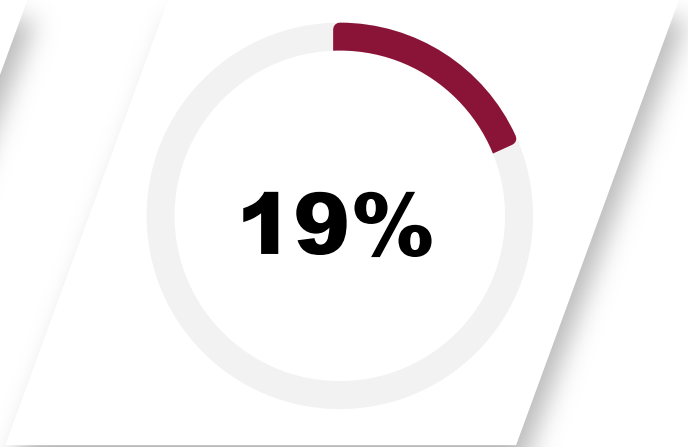
Only 3 In 10 People Will Cancel An Important Social Event To Watch Games. 1 In 5 Plan To Skip Work Or School For Some Games



Canceling Important Events



Will Cancel Important Events With Friends & Family To Watch Games



Plan To Miss School Or Work To Watch The Games

1 In 2 People Will Go Out More Frequently During The World Cup, 3 In 10 Expect To Spend More Than Usual

Change In Outing Behaviors During The World Cup



49%

Plan To Go Out More Than Usual To Watch The Games

29%

Will Spend More Money Than Usual During The World Cup Period





Over Half Will Participate In Match Prediction Competitions, A Third Will Buy World Cup Themed Products

World Cup Rituals & Actions

Participate In Match Predictions
Between Family, Friends & Colleagues

57%



Buy World Cup
Themed Products

32%



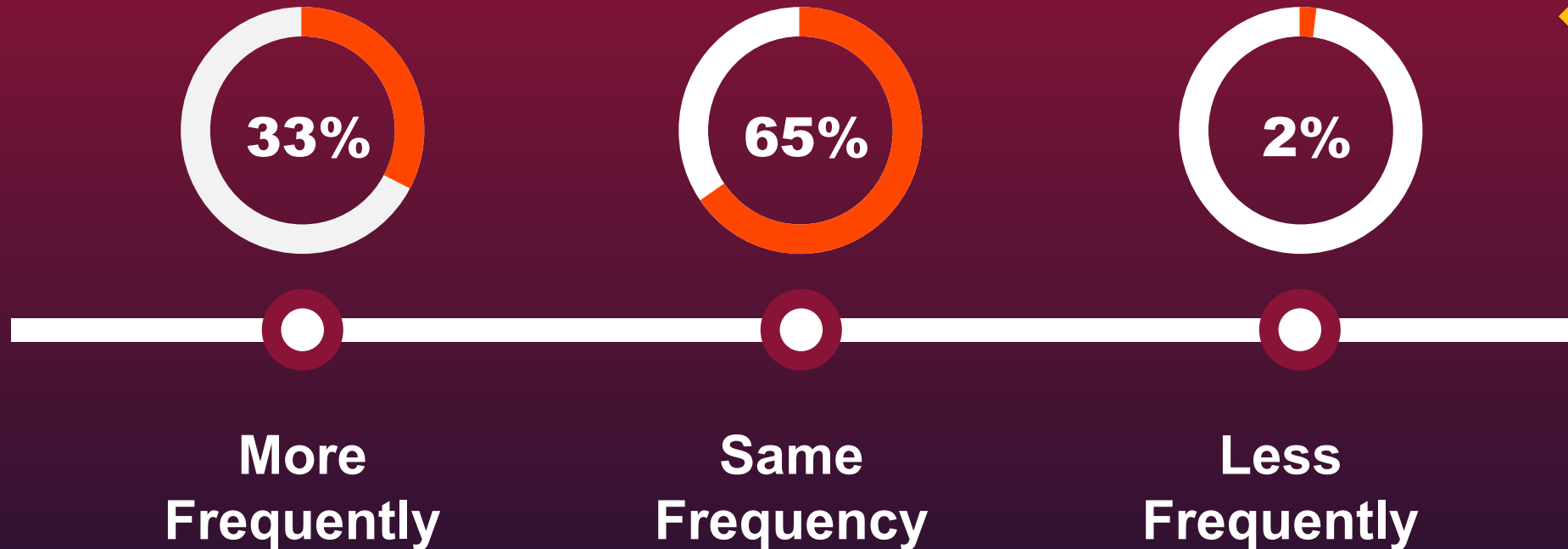
Follow Certain Good Luck
Rituals Before A Big Game

22%



Most People Prefer Seeing The World Cup Happening Every 4 Years, But 1 In 3 Prefer To See It Happen More Frequently

World Cup Frequency Preferences





Match Predictions

Brazil, Germany & Qatar Are The Most Supported Teams In Jordan



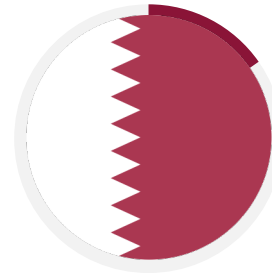
Most Supported Teams



18%
Brazil



15%
Germany



15%
Qatar



14%
Argentina



9%
Spain



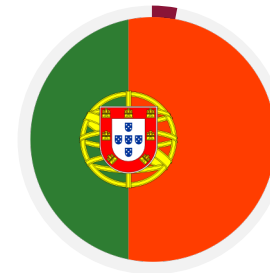
8%
Saudi Arabia



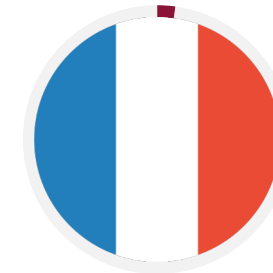
4%
Tunisia



4%
Morocco



3%
Portugal



2%
France



Brazil, Germany And Argentina Are The Teams Seen Most Likely To Be Crowned World Cup Champions



Predicted World Cup Winner



26%
Brazil



20%
Germany



19%
Argentina



9%
Spain



6%
France



Messi & Ronaldo Tie When It Comes To People's Predicted Golden Boot Winner



Predicted Golden Boot Winner



22%
Lionel
Messi



22%
Cristiano
Ronaldo



19%
Karim
Benzema



16%
Neymar
Jr.



3%
Kylian
Mbappe



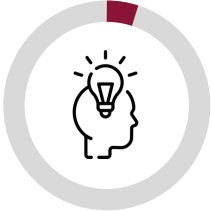


World Cup Sponsorships

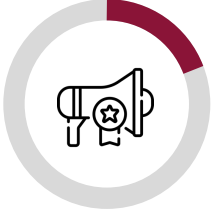


Familiarity Levels Towards World Cup Sponsors In Jordan Is Relatively Low

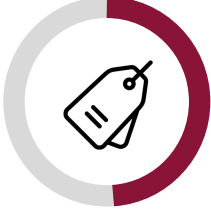
Familiarity With World Cup Sponsorships



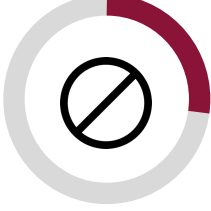
5%
Know All Brands
Sponsoring the World Cup



19%
Know Most Brands
Sponsoring the World Cup



49%
Know a Few Brands
Sponsoring the World Cup



27%
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)



82%
Qatar Airways



67%
Adidas



63%
Coca-Cola



51%
McDonald's



47%
Qatar Energy



43%
Visa



32%
Hyundai



23%
Ooredoo



Just Under Half Are More Likely To Purchase From Brands Sponsoring The World Cup



45%

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





Media Consumption



6 In 10 People Will Be Interacting More Online With World Cup Content



62%

Interact More Online With World Cup Related Posts





Over Half Plan To Watch The Games Through Free Live Streaming Channels



Watching World Cup Games

Will Watch The Matches On Free Live Streaming Channels Online

55%



Will Subscribe To Pay-to-Watch Channels

27%



Will Watch The Matches On Social Media

18%



People In Jordan Prefer Watching World Cup Matches On Bigger Screens

Devices Used To Watch Games



79%

Television



30%

Smartphone



15%

Computer/
Laptop



5%

Tablet/iPad



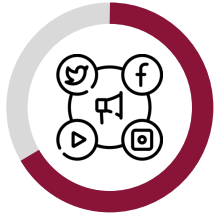
Half of Those In Jordan Plan To Keep Up With The Scores On A Daily Basis

Frequency of Checking Scores

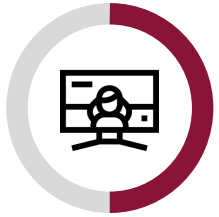


Social Media Apps Are People's Go-To Source To Check Match Scores

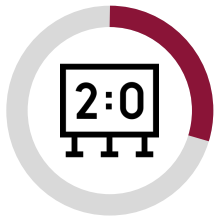
Score Checking Sources



67%
Social Media Apps



50%
TV Sport Highlights



30%
Football Score Websites



12%
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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GAME CHANGERS

