

IPSOS 2022 WORLD CUP SURVEY

Saudi Arabia Edition

November 2022

GAME CHANGERS





General Attitudes & Behaviors



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



55%

Are Passionate
Football Fans &
Watch As Many
Games As Possible



26%

Follow Football, But Only
Watch Games For Their
Favorite Team



17%

Watch Football
Occasionally



2%

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 **59%**



Will Watch Games Played By National & Favorite Team **17%**



Will Watch Games Played By National Team Only **10%**



Will Watch Games Played By Top Tier Teams Only **7%**

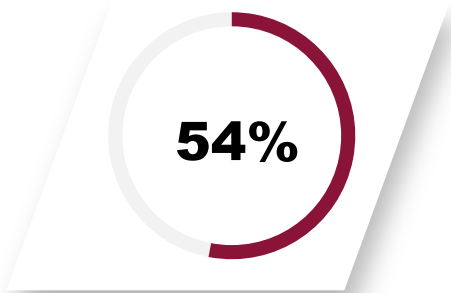


Will Only Watch Games Played At Knock-out Stages **7%**

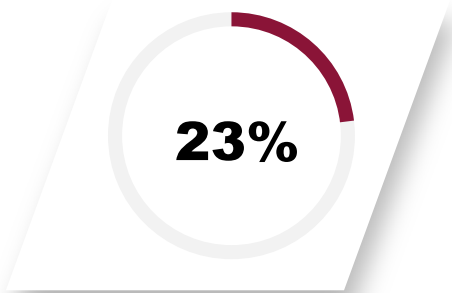


Over Half Are Keeping Up With World Cup Related News On A Daily Basis

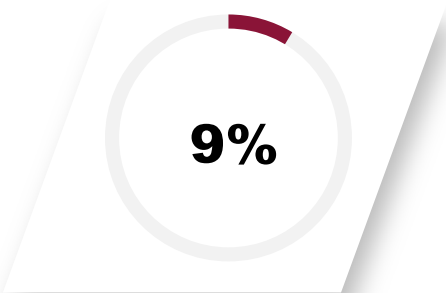
Frequency Of Keeping Up With World Cup News



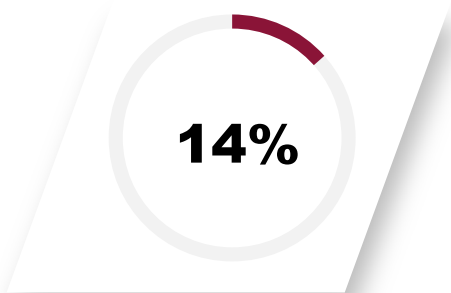
Daily Basis



Weekly Basis



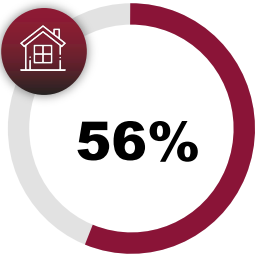
Monthly Basis



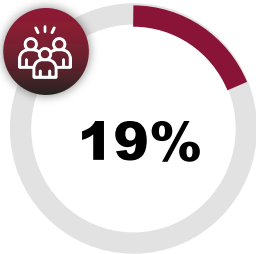
Follow Highlights Only

Most People Prefer Watching World Cup Games At Home

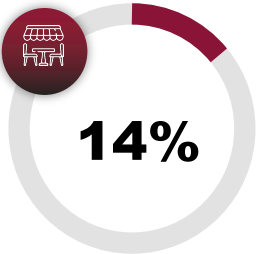
Preferred Place To Watch World Cup Games



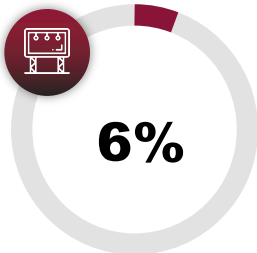
At Home



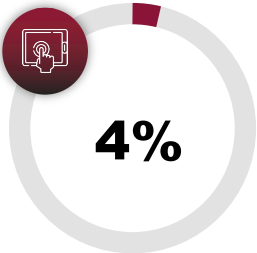
Friends & Relatives House



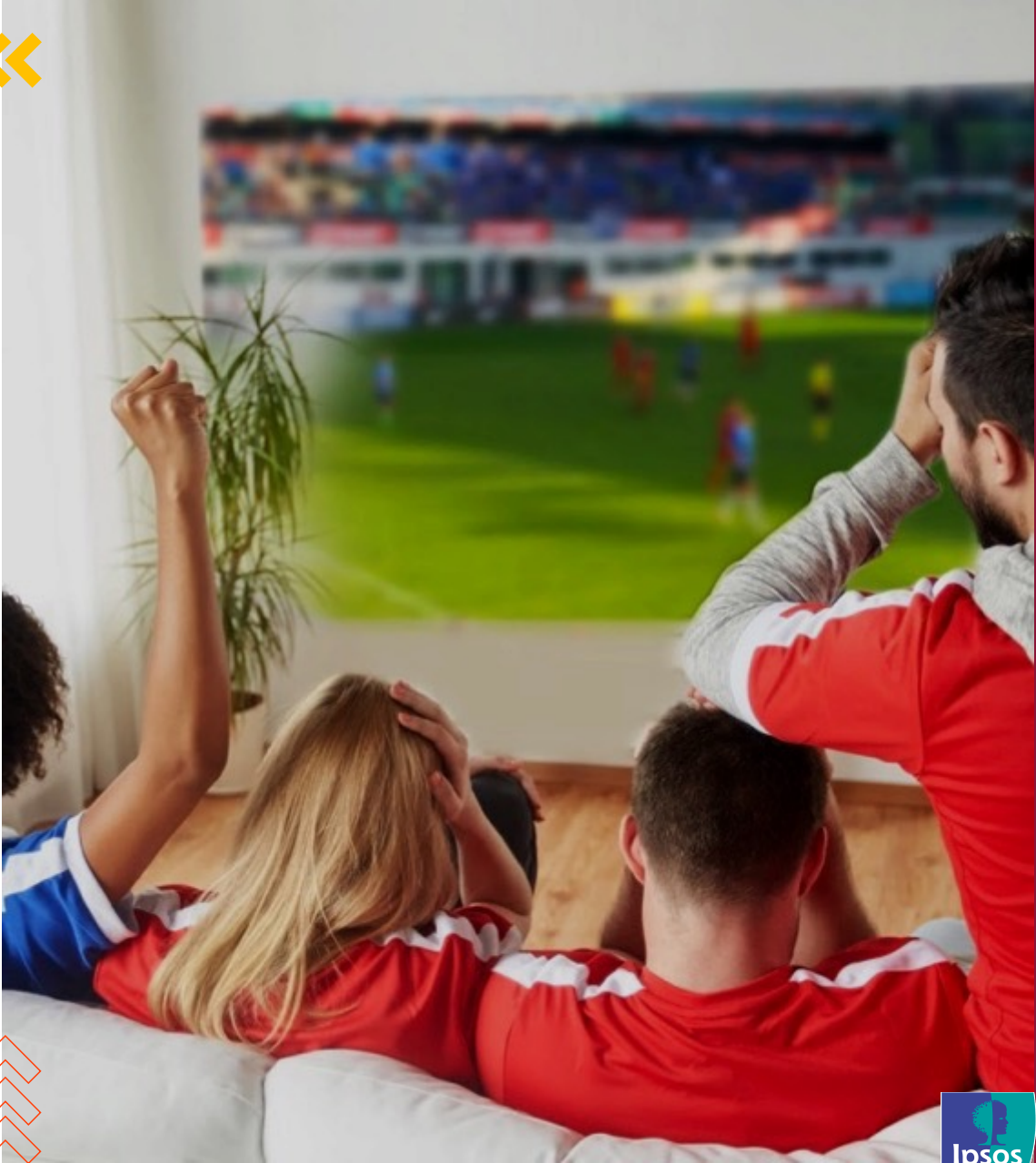
Cafes & Restaurants



Public Screening Events



Radio/Phone/ Tablet on the Go



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



89%

Will be Watching the Opening Ceremony





While Most People Have Good Sporting Spirits, Around Half Prefer Watching Matches Alone



54%

Prefer Watching Matches With Others

46%

Prefer Watching Matches Alone



69%

Like Watching Matches With Opposing Teams' Fans

31%

Prefer Watching With People Supporting The Same Team



85%

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

15%

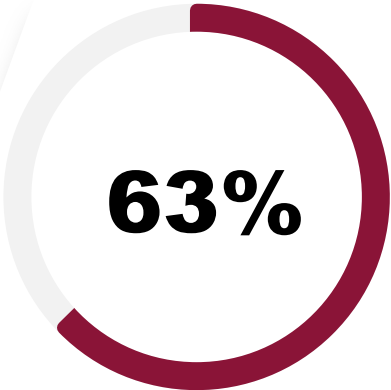
Cannot Accept My Team's Loss & Ruins My Mood For The Rest Of The Day



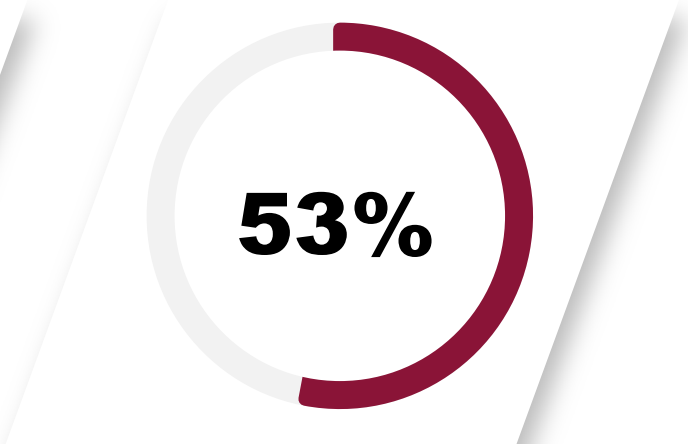
Two Thirds Will Cancel An Important Social Event To Watch Games. Over Half Plan To Skip Work Or School For Some Games



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



70%

Plan To Go Out More Than Usual To Watch The Games



61%

Will Spend More Money Than Usual During The World Cup Period





7 In 10 People Will Participate In Match Prediction Competitions, 2 In 3 Will Buy World Cup Themed Products

World Cup Rituals & Actions

Participate In Match Predictions
Between Family, Friends & Colleagues

69%



Buy World Cup
Themed Products

65%



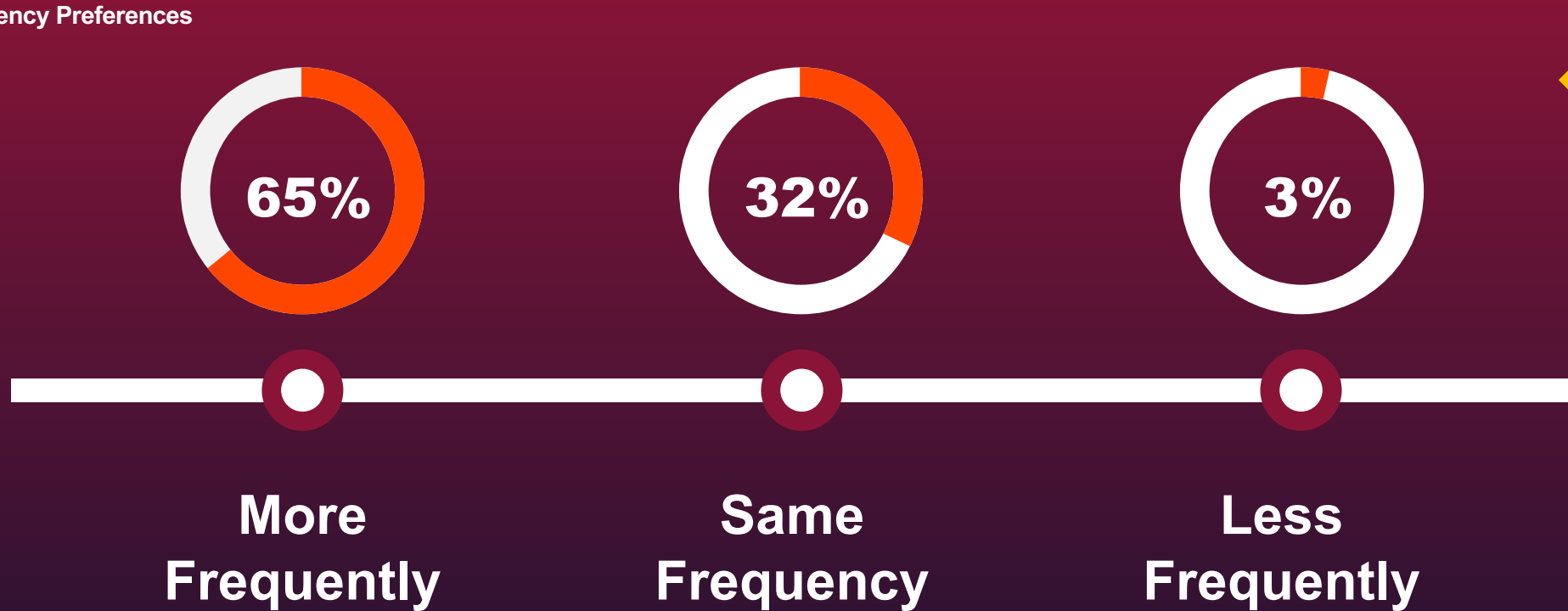
Follow Certain Good Luck
Rituals Before A Big Game

56%



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

World Cup Frequency Preferences





National Team Expectations





The Majority Believe In The Capabilities of The Saudi National Team, Coach & Football Federation

Trust In Capabilities

National Team Players

79%



National Team's Coach

79%



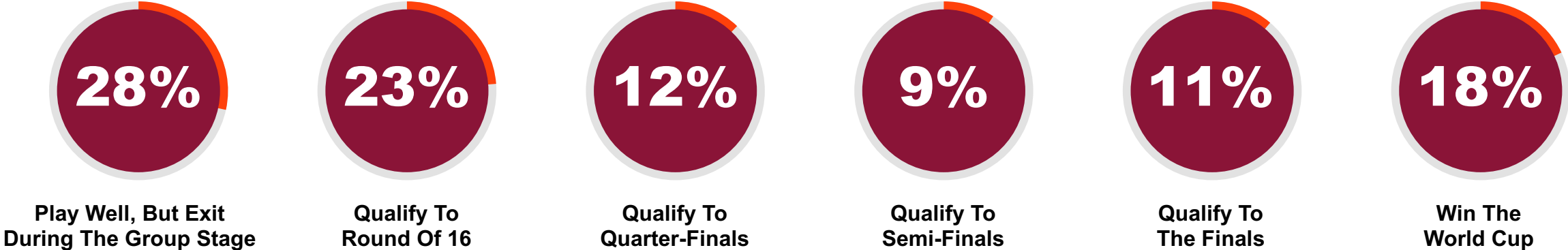
National Football Federation

79%

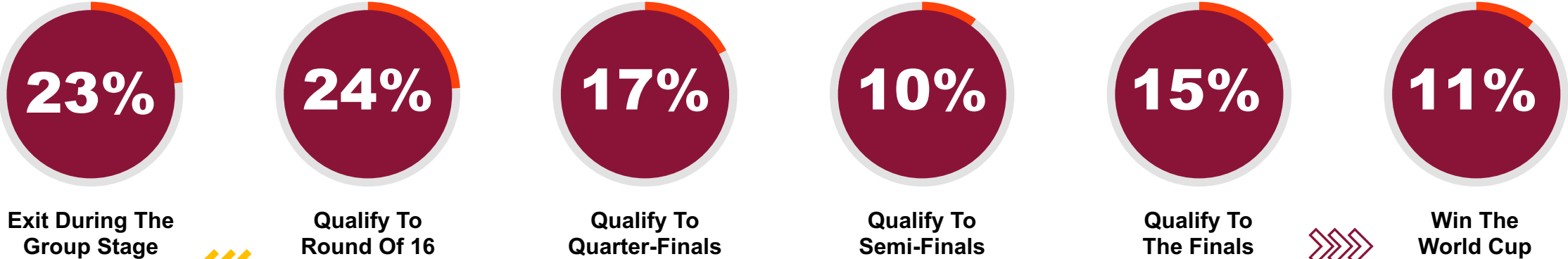


The Saudi National Team At The World Cup: What People Consider A Success vs. Team Expectations

What People Consider A Success For The Saudi National Team



How People Expect The Saudi National Team To Perform





Match Predictions

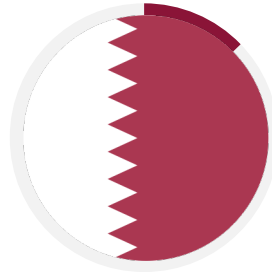
Besides Saudi Arabia, Brazil, Qatar & Argentina Are The Most Supported Teams



Most Supported Teams
(Other Than Saudi Arabia)



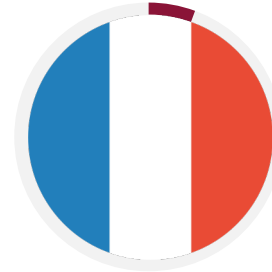
15%
Brazil



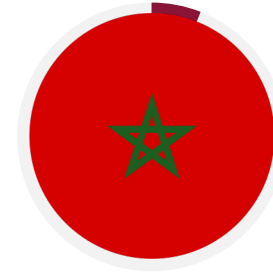
13%
Qatar



11%
Argentina



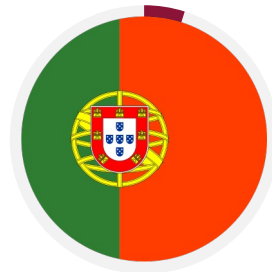
6%
France



6%
Morocco



5%
USA



5%
Portugal



5%
Tunisia



4%
Germany



3%
Spain



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



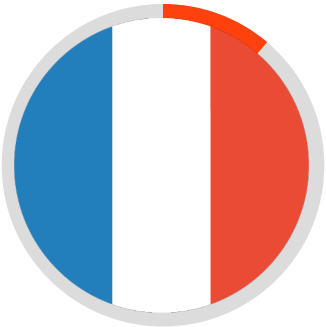
Predicted World Cup Winner



21%
Brazil



13%
Argentina



11%
France



6%
Germany



4%
Spain



Ronaldo Ranks First When It Comes To People's Predicted Golden Boot Winner



Predicted Golden Boot Winner



19%
Cristiano
Ronaldo



11%
Lionel
Messi



11%
Karim
Benzema



10%
Neymar
Jr.



5%
Kylian
Mbappe



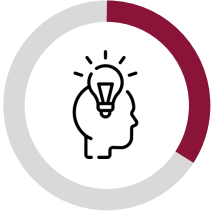


World Cup Sponsorships

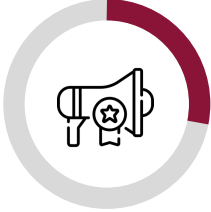


6 In 10 People Are Familiar With Most Brands Sponsoring The World Cup

Familiarity With World Cup Sponsorships



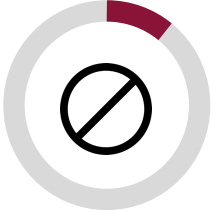
34%
Know All Brands
Sponsoring the World Cup



28%
Know Most Brands
Sponsoring the World Cup



27%
Know a Few Brands
Sponsoring the World Cup



11%
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)



62%
Qatar Airways



58%
Adidas



53%
Coca-Cola



45%
McDonald's



43%
Visa



39%
Qatar Energy



30%
Hyundai



17%
Hisense



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



73%

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 With World Cup Related Posts

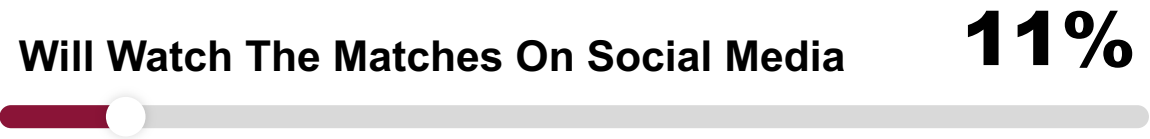




1 In 2 Plan To Subscribe To Pay-to-Watch Channels, 2 In 5 Plan To Watch The Games On Free Live Steaming Channels



Watching World Cup Games



People In Saudi Arabia Prefer Watching World Cup Matches On Bigger Screens

Devices Used To Watch Games



71%
Television



35%
Computer/
Laptop



31%
Smartphone



24%
Tablet/iPad



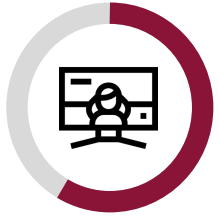
Most People Plan To Keep Up With The Scores On A Daily Basis

Frequency of Checking Scores

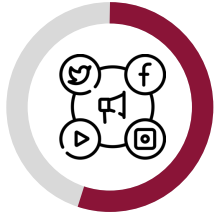


TV Sport Highlights & Social Media Are People's Go-To Sources To Check Scores

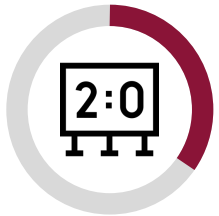
Score Checking Sources



58%
TV Sport Highlights



55%
Social Media Apps



35%
Football Score Websites



17%
Football Score Apps



Sample & Methodology

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



THANK YOU

For more information, please contact:

Mohamad Jobeilly

Research Director
Ipsos in Saudi Arabia
mohamad.jobeilly@ipsos.com

Nicola Qahoush

Research Director
Ipsos in Saudi Arabia
nicola.qahoush@ipsos.com

GAME CHANGERS

