

IPSOS 2022 WORLD CUP SURVEY

United Arab Emirates Edition

November 2022

GAME CHANGERS





General Attitudes & Behaviors



Over Half of UAE Residents Are Passionate Football Fans While 3 In 10 Only Watch Matches For Their Favorite Team



56%

Are Passionate
Football Fans &
Watch As Many
Games As Possible



28%

Follow Football, But Only
Watch Games For Their
Favorite Team



13%

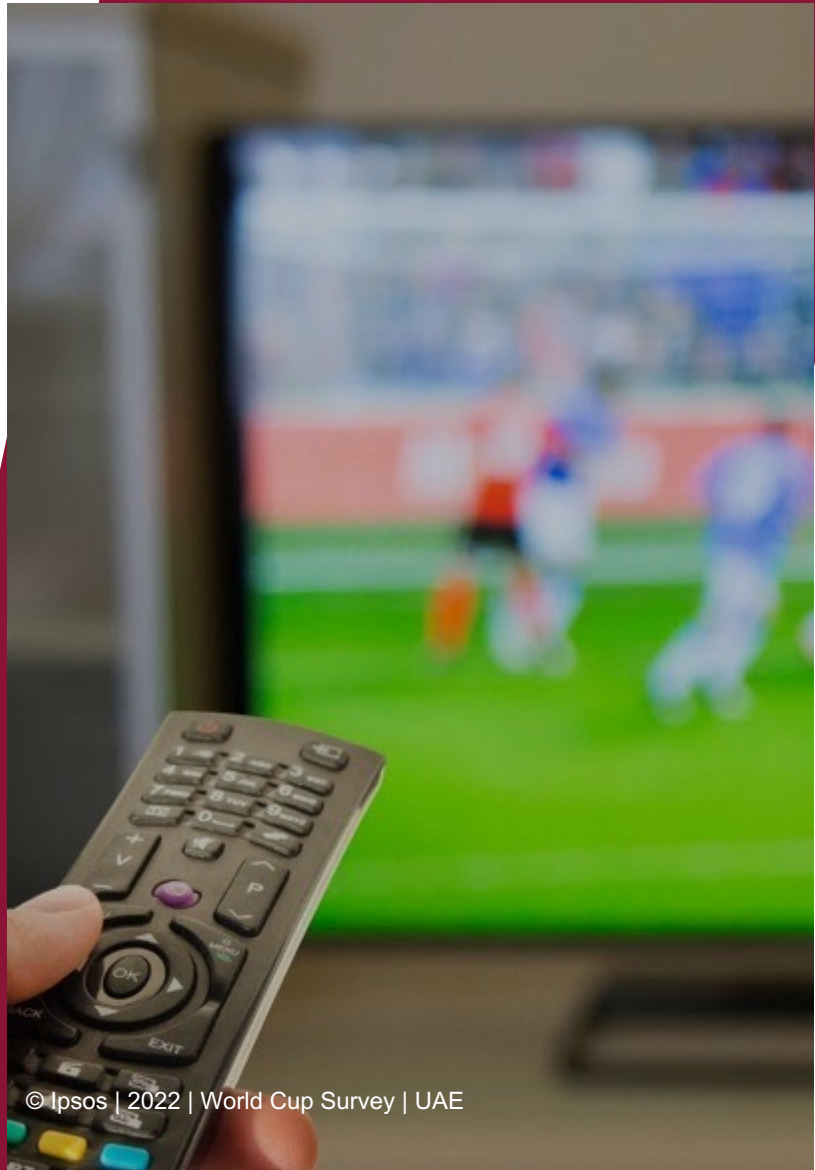
Watch Football
Occasionally



3%

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 **64%**



Will Watch Games Played By National & Favorite Team **15%**



Will Watch Games Played By National Team Only **9%**



Will Watch Games Played By Top Tier Teams Only **5%**

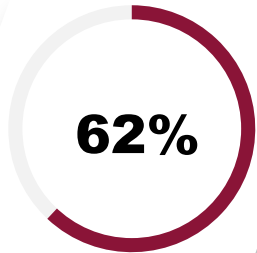


Will Only Watch Games Played At Knock-out Stages **6%**

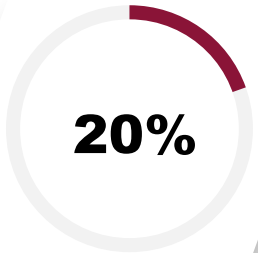


3 In 5 Are Keeping Up With World Cup Related News On A Daily Basis

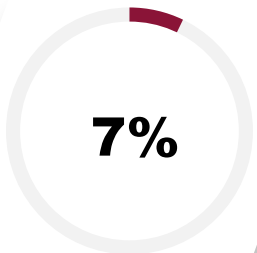
Frequency Of Keeping Up With World Cup News



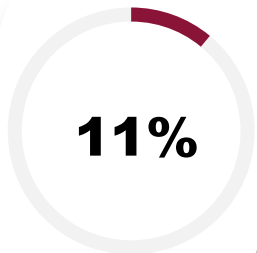
Daily Basis



Weekly Basis



Monthly Basis

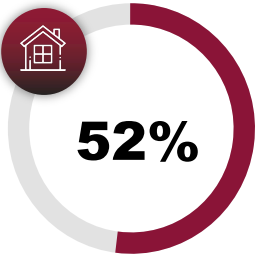


Follow Highlights Only



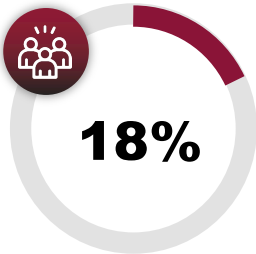
1 In 2 People Prefer Watching World Cup Games At Home

Preferred Place To Watch World Cup Games



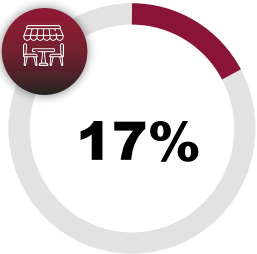
52%

At Home



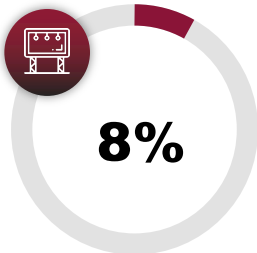
18%

**Friends &
Relatives House**



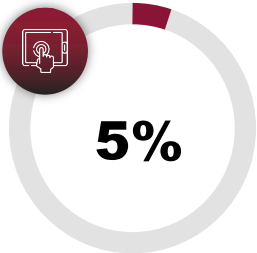
17%

**Cafes &
Restaurants**



8%

**Public Screening
Events**



5%

**Radio/Phone/
Tablet on the Go**



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



92%

Will be Watching the Opening Ceremony





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



70%

Prefer Watching Matches With Others

30%

Prefer Watching Matches Alone



77%

Like Watching Matches With Opposing Teams' Fans

23%

Prefer Watching With People Supporting The Same Team



89%

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

11%

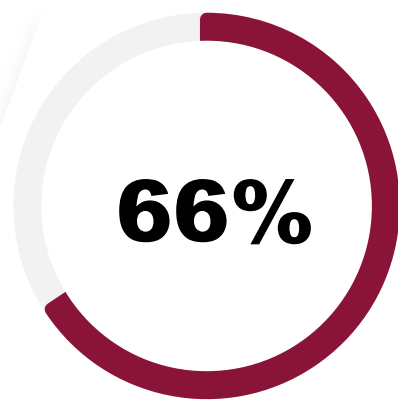
Cannot Accept My Team's Loss & Ruins My Mood For The Rest Of The Day



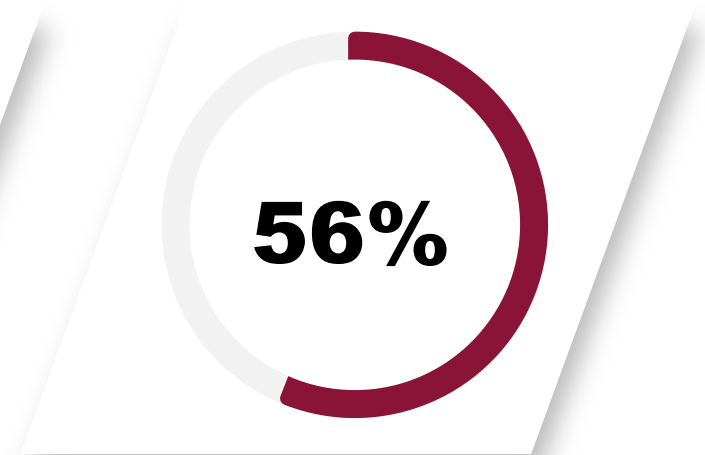


2 In 3 People Will Cancel An Important Social Event To Watch Games. Over Half Plan To Skip Work Or School For Some Games

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



78%

Plan To Go Out More Than Usual To Watch The Games



74%

Will Spend More Money Than Usual During The World Cup Period





3 In 4 People Will Participate In Match Prediction Competitions, And Buy World Cup Themed Products

World Cup Rituals & Actions

Participate In Match Predictions
Between Family, Friends & Colleagues

78%



Buy World Cup
Themed Products

75%



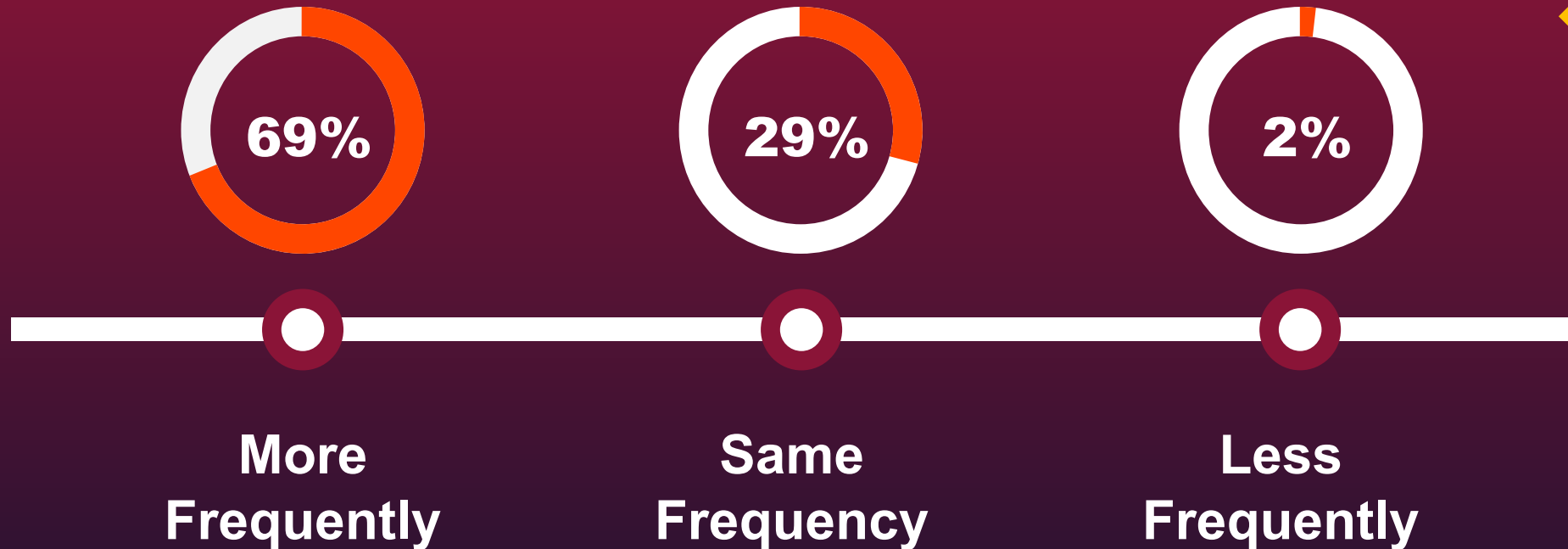
Follow Certain Good Luck
Rituals Before A Big Game

63%



Most People Prefer Seeing The World Cup Happening More Frequently, Only 3 in 10 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 The UAE



Most Supported Teams



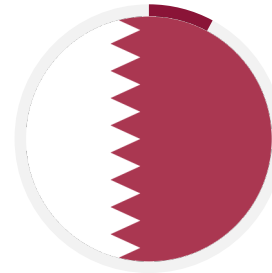
19%
Brazil



16%
Argentina



10%
Saudi Arabia



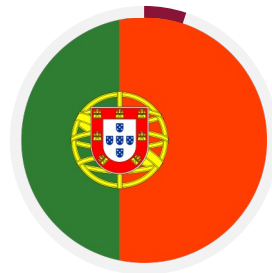
8%
Qatar



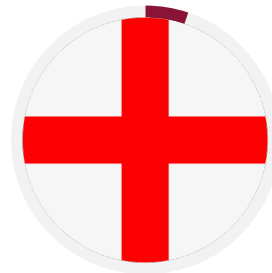
8%
Germany



7%
Spain



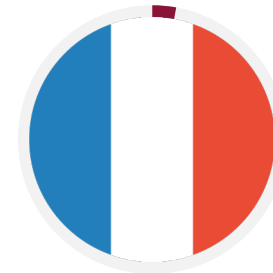
5%
Portugal



5%
England



3%
USA



3%
France



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



Predicted World Cup Winner



20%
Brazil



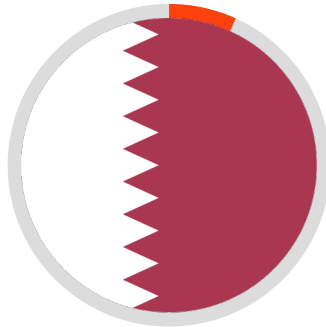
17%
Argentina



8%
Germany



7%
Spain



7%
Qatar



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



Predicted Golden Boot Winner



23%
Lionel
Messi



23%
Cristiano
Ronaldo



11%
Neymar
Jr.



9%
Karim
Benzema



3%
Kylian
Mbappe



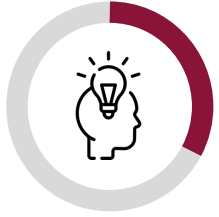


World Cup Sponsorships

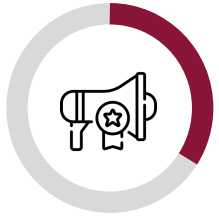


7 In 10 People Are Familiar With Most Of The Brands Sponsoring The World Cup

Familiarity With World Cup Sponsorships



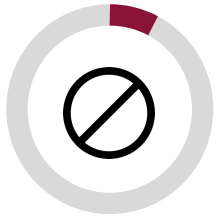
33%
Know All Brands
Sponsoring the World Cup



35%
Know Most Brands
Sponsoring the World Cup



24%
Know a Few Brands
Sponsoring the World Cup



8%
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)



71%
Qatar Airways



68%
Adidas



64%
Coca-Cola



55%
Visa



47%
McDonald's



35%
Hyundai



32%
Qatar Energy



26%
Hisense



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



78%

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



86%

Interact More Online With World Cup Related Posts

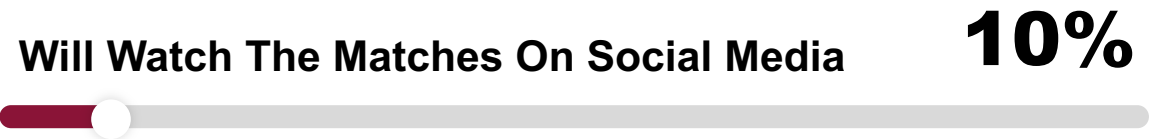




Over A Half Plan To Subscribe To Pay-to-Watch Channels To Watch The Games



Watching World Cup Games



People In The UAE Prefer Watching World Cup Matches On Bigger Screens

Devices Used To Watch Games



73%

Television



41%

Computer/
Laptop



36%

Smartphone



28%

Tablet/iPad



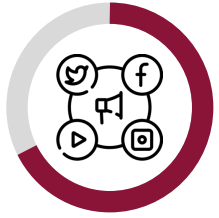
Most People Plan To Keep Up With The Scores On A Daily Basis

Frequency of Checking Scores

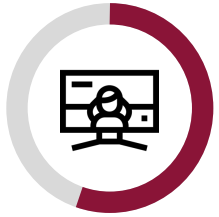


Social Media Apps Are People's Go-To Source To Check Match Scores

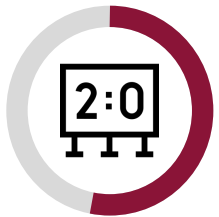
Score Checking Sources



67%
Social Media Apps



55%
TV Sport Highlights



53%
Football Score Websites



28%
Football Score Apps



Sample & Methodology

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



THANK YOU

For more information, please contact:

Rana Srouji

Chief Client Officer

Ipsos in UAE

rana.srouji@ipsos.com

Saad Masri

Research Director

Ipsos in UAE

saad.masri@ipsos.com

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