



T1	Table 1	QA - Would you describe yourself as a football fan, or not?	Base: All adults aged 16-75 in GB
T2	Table 2	Q1 - How likely, or not, are you to watch the 2026 FIFA World Cup this summer, either televised or in-person?	Base: All adults aged 16-75 in GB
T3	Table 3	Q2 - Which of the following, if any, do you expect you will do during the 2026 FIFA World Cup?	Base: Adults who are likely to watch the 2026 FIFA World Cup
T4	Table 4	Q2A - As you may be aware, the 2026 FIFA World Cup matches will have late evening/early morning start times. In which of the following ways do you expect to mainly engage with the World Cup for matches?	Base: Adults who are likely to watch the 2026 FIFA World Cup
T5	Table 5	Q2A - As you may be aware, the 2026 FIFA World Cup matches will have late evening/early morning start times. In which of the following ways do you expect to mainly engage with the World Cup for matches?	Base: Adults who are likely to watch the 2026 FIFA World Cup
T6	Table 6	Q2A - As you may be aware, the 2026 FIFA World Cup matches will have late evening/early morning start times. In which of the following ways do you expect to mainly engage with the World Cup for matches?	Base: Adults who are likely to watch the 2026 FIFA World Cup
T7	Table 7	Q3 - Of all the teams participating in the 2026 FIFA World Cup, ...	Base: All adults aged 16-75 in GB
T8	Table 8	Q3 - Of all the teams participating in the 2026 FIFA World Cup, which two teams do you think will play in the final match?	Base: All adults aged 16-75 in GB
T9	Table 9	Q3 - Of all the teams participating in the 2026 FIFA World Cup, which team do you think will win the World Cup?	Base: All adults aged 16-75 in GB
T10	Table 10	Q3A - And which team or teams participating in the 2026 FIFA World Cup will you be supporting, if any?	Base: All adults aged 16-75 in GB
T11	Table 11	Q3B - Which of the following, if any, would you turn to for news related to the 2026 FIFA World Cup?	Base: All adults aged 16-75 in GB
T12	Table 12	Q3C - To what extent do you agree or disagree with the following statements regarding brands associated with the 2026 FIFA World Cup? - SUMMARY TABLE	Base: All adults aged 16-75 in GB
T13	Table 13	Q3C - To what extent do you agree or disagree with the following statements regarding brands associated with the 2026 FIFA World Cup? - I am more likely to buy from a brand if it is an official sponsor of the tournament.	Base: All adults aged 16-75 in GB
T14	Table 14	Q3C - To what extent do you agree or disagree with the following statements regarding brands associated with the 2026 FIFA World Cup? - I feel more positively toward brands that support the national team.	Base: All adults aged 16-75 in GB
T15	Table 15	Q3C - To what extent do you agree or disagree with the following statements regarding brands associated with the 2026 FIFA World Cup? - I actively pay attention to the adverts and sponsors during matches.	Base: All adults aged 16-75 in GB
T16	Table 16	Q3D - When tuning into World Cup matches, what types of products/ services are you most interested in seeing advertised, if any?	Base: Adults who are likely to watch the 2026 FIFA World Cup
T17	Table 17	Q4 - For the 2026 FIFA World Cup, ticket prices for Category 1 group stage matches range from about £293-£2,054, while Category 1 tickets for the quarter-finals range from about £950 - £1,333. How reasonable do you think these prices are?	Base: All adults aged 16-75 in GB



Table 1
 Q8 - Would you describe yourself as a football fan, or not?
 Base: All adults aged 16-75 in GB

	GENDER			AGE			REGION							WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		DESCRIBES THEMSELVES AS A FOOTBALL FAN		LIKELIHOOD TO WATCH THE WORLD CUP				SUPPORTING ENGLAND	
	TOTAL	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£34999	£35000-£54999	£55000+	ETHNIC GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	I WOULD	I WOULD NOT	LIKELY	UNLIKELY	YES	NO					
	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N			
UNWEIGHTED BASE	1000	542	458	163	387	343	218	218	240	155	51	50	713	186	185	508	519	320	383	246	217	260	168	835	142	812	83	130	118	422	319	464	540	610	416	142	517					
WEIGHTED BASE	1000	542	458	163	387	343	218	218	240	155	51	50	713	186	185	508	519	320	383	246	217	260	168	835	142	812	83	130	118	422	319	464	540	610	416	142	517					
WEIGHTED BASE	100%	54%	46%	16%	39%	34%	22%	22%	24%	16%	5%	5%	71%	19%	19%	51%	52%	32%	38%	25%	22%	17%	84%	14%	81%	8%	13%	12%	42%	32%	46%	54%	61%	42%	14%	52%						
I would describe myself as a football fan	42%	51%	36%	48%	38%	38%	45%	38%	38%	44%	34%	45%	44%	36%	41%	43%	40%	39%	31%	42%	41%	49%	46%	41%	44%	50%	37%	46%	40%	40%	40%	42%	44%	40%	41%	41%	41%	42%				
I would not describe myself as a football fan	58%	49%	64%	52%	62%	62%	55%	62%	62%	56%	66%	55%	56%	64%	59%	57%	60%	61%	69%	58%	59%	51%	54%	59%	56%	50%	63%	54%	54%	54%	54%	56%	56%	59%	59%	59%	59%	59%				
Don't know	2%	2%	3%	2%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%					

Proportions/Means: Columns Totals (N=1000) 163/387/343 218/218/240 155/51/50 713/186/185 508/519/320 383/246/217 260/168/835 142/812/83 130/118/422 319/464/540 610/416/142 517/1000/1000

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 3
 Q3 - Which of the following, if any, do you expect you will do during the 2026 FIFA World Cup?
 Base: Adults who are likely to watch the 2026 FIFA World Cup

	GENDER			AGE			REGION							WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		DESCRIBES THEMSELVES AS A FOOTBALL FAN		LIKELIHOOD TO WATCH THE WORLD CUP		SUPPORTING ENGLAND			
	TOTAL	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£34999	£35000-£54999	£55000+	ETHNIC MAJORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	I WOULD	I WOULD NOT	LIKELY	UNLIKELY	YES	NO			
	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n		
UNWEIGHTED BASE	610	308	302	161	202	147	99	149	96	106	76	66	318	132	182	148	132	218	81	138	142	160	100	100	61	268	45	16	74	238	186	416	144	610	-	442	168	85		
WEIGHTED BASE	600	300	300	160	200	140	100	140	100	100	100	100	300	150	200	150	150	250	75	140	140	160	100	100	60	260	40	15	70	230	180	400	140	600	-	440	160	80		
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Watch the matches with friends/family	40%	43%	37%	33%	38%	32%	40%	35%	37%	34%	44%	32%	68%	64%	10%	6%	68%	67%	51%	61%	75%	69%	65%	68%	65%	74%	72%	57%	68%	73%	63%	71%	58%	67%	-	74%	50%	81		
Watch at home by myself	34%	26%	43%	11%	13%	12%	9%	8%	13%	11%	15%	4%	24%	9%	13%	18%	13%	22%	44%	5%	64%	13%	5%	32%	32%	21%	22%	54%	39%	13%	12%	29%	4%	34%	-	22%	9%	10		
Go to bar or restaurant to watch some matches	20%	14%	27%	1%	1%	1%	5%	1%	1%	1%	1%	1%	14%	4%	12%	8%	8%	11%	23%	4%	11%	1%	1%	1%	1%	7%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Watch the matches with colleagues	9%	7%	11%	0%	0%	0%	2%	2%	1%	1%	1%	1%	8%	3%	5%	3%	4%	5%	5%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	
Let my kids stay up late to watch matches	7%	4%	12%	0%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Miss work or school to watch some matches	4%	1%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
None of these	8%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Don't know	2%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		

Proportions/Means: Columns Total (N=600) - MAN - WOMAN - 16-34 - 35-54 - 55-75 - NORTH - MIDLANDS - SOUTH - LONDON - WALES - SCOTLAND - WORKING - NOT WORKING - ABC1 - C2DE - GRADUATES - NON GRADUATES - UP TO £19999 - £20000-£34999 - £35000-£54999 - £55000+ - ETHNIC MAJORITY GROUPS - WHITE ETHNIC GROUP - CONSERVATIVE - LABOUR - LIBERAL DEMOCRATS - REFORM UK - OTHER - REMAIN - LEAVE - I WOULD - I WOULD NOT - LIKELY - UNLIKELY - YES - NO

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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25-061766-23 - WORLD CUP
5TH - 8TH JUNE 2026
INTERNAL/CLIENT USE ONLY
IPSOS

9 Jun 2026

Table 4

Q2A - As you may be aware, the 2026 FIFA World Cup matches will have late evening/early morning start times. In which of the following ways do you expect to mainly engage with the World Cup for matches kicking off ...? - SUMMARY TABLE

Base: Adults who are likely to watch the 2026 FIFA World Cup

	Between 6:00PM and 10:00PM UK local time (BST)	Between 1:00AM and 5:00AM UK local time (BST)
UNWEIGHTED BASE	610	610
WEIGHTED BASE	603	603
Watch the matches live	462 77%	134 22%
Watch matches on catchup	79 13%	164 27%
Watch highlights	143 24%	251 42%
Listen to the radio	59 10%	36 6%
Something else	12 2%	17 3%
I will not engage with these matches	6 1%	103 17%
Don't know	31 5%	37 6%

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Table 6
 Q3A - As you may be aware, the 2026 FIFA World Cup matches will have late evening/early morning start times. In which of the following ways do you expect to mostly engage with the World Cup for matches kicking off...? - Between 1500AM and 5:00AM UK local time (BT)

Base: Adults who are likely to watch the 2026 FIFA World Cup

	GENDER			AGE			REGION							WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		DESCRIBES THEMSELVES AS A FOOTBALL FAN		LIKELIHOOD TO WATCH THE WORLD CUP		SUPPORTING ENGLAND		
	TOTAL	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A&C1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£34999	£35000-£54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	I WOULD	I WOULD NOT	LIKELY	UNLIKELY	YES	NO	
UNWEIGHTED BASE	610	368	242	212	202	196	158	154	121	101	76	418	192	420	190	420	190	190	81	138	152	160	100	510	100	61	261	45	16	74	231	186	416	194	610	-	442	168
WEIGHTED BASE	600	360	240	200	200	200	150	150	120	100	75	410	190	410	190	410	190	190	80	140	150	160	100	500	100	60	260	45	16	74	230	180	400	190	600	-	440	160
	100%	60%	40%	33%	33%	33%	25%	25%	20%	17%	13%	67%	32%	67%	32%	67%	32%	32%	13%	23%	25%	26%	17%	83%	17%	33%	42%	7%	11%	38%	32%	52%	48%	100%	-	73%	27%	
Watch highlights	232	125	107	78	90	74	64	61	60	48	37	213	87	213	87	138	111	96	55	28	64	63	83	43	206	33	96	15	12	58	88	100	27	211	-	187	54	
	42%	48%	45%	37%	45%	37%	42%	42%	46%	48%	48%	42%	41%	42%	41%	42%	41%	43%	43%	37%	43%	41%	43%	47%	41%	38%	48%	37%	43%	38%	40%	45%	30%	42%	-	41%	13%	
Watch matches on catch-up	146	98	48	57	67	45	47	40	26	29	6	15	124	40	83	75	60	104	18	40	35	64	25	138	26	53	32	26	17	71	54	134	19	168	-	119	45	
	24%	27%	20%	28%	33%	23%	31%	27%	20%	28%	1%	29%	28%	21%	28%	27%	27%	27%	22%	27%	24%	32%	27%	30%	27%	28%	28%	31%	27%	32%	27%	32%	25%	27%	-	27%	27%	
Watch the matches live	46	112	22	68	45	30	32	27	24	26	5	20	161	32	81	53	44	69	16	24	25	54	30	102	18	52	5	30	14	55	33	120	46	11	114	-	85	49
	22%	31%	9%	33%	22%	15%	21%	18%	18%	27%	20%	36%	23%	20%	24%	20%	24%	29%	18%	23%	17%	18%	13%	20%	21%	26%	11%	23%	23%	24%	17%	28%	10%	22%	-	19%	20%	
Don't know	20	20	0	160	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Listen to the radio	36	36	0	18	10	7	16	5	8	8	3	3	32	4	20	16	16	26	5	11	9	11	11	16	2	21	2	2	2	6	14	10	11	3	36	-	21	15
	6%	7%	0%	10%	4%	4%	6%	3%	7%	9%	3%	7%	2%	2%	6%	6%	7%	14%	4%	6%	6%	6%	12%	5%	2%	10%	5%	2%	10%	7%	5%	8%	2%	6%	-	5%	9%	
Something else	17	12	5	9	4	4	3	3	3	3	1	1	9	8	9	8	9	8	7	6	4	4	7	10	2	5	2	2	7	5	14	3	17	-	12	5		
	3%	3%	2%	4%	2%	2%	2%	2%	2%	2%	1%	2%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	7%	4%	3%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	
Will not engage with these matches	100	75	25	30	40	34	25	26	26	16	7	9	76	16	57	46	31	70	23	27	30	27	10	93	17	32	17	17	10	36	30	43	48	30%	-	7%	2%	
	17%	7%	10%	15%	20%	19%	16%	18%	19%	17%	8%	13%	17%	16%	17%	17%	14%	19%	15%	16%	16%	14%	11%	18%	20%	17%	20%	17%	20%	13%	15%	16%	16%	16%	16%	16%	16%	
Don't know	37	21	14	11	10	16	9	12	9	1	0	1	25	12	15	22	30	27	9	8	9	8	3	32	6	7	8	6	4	12	10	23	7	37	-	29	8	
	6%	6%	6%	6%	4%	9%	6%	8%	7%	1%	1%	6%	6%	7%	5%	8%	8%	8%	12%	6%	6%	2%	4%	6%	8%	7	4%	6%	7%	6%	6%	6%	6%	6%	6%	6%		

Proportions/Means: Columns Totalled (2% risk level) - $\frac{A}{A+B}$ - $\frac{A}{A+B+C}$ - $\frac{A}{A+B+C+D}$ - $\frac{A}{A+B+C+D+E}$ - $\frac{A}{A+B+C+D+E+F}$ - $\frac{A}{A+B+C+D+E+F+G}$ - $\frac{A}{A+B+C+D+E+F+G+H}$ - $\frac{A}{A+B+C+D+E+F+G+H+I}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y}$ - $\frac{A}{A+B+C+D+E+F+G+H+I+J+K+L+M+N+O+P+Q+R+S+T+U+V+W+X+Y+Z+A+B+C+D+E+F+G+H+I+J+$



Table 7

Q3 - Of all the teams participating in the 2026 FIFA World Cup, ...

Base: All adults aged 16-75 in GB

	which two teams do you think will play in the final match?	which team do you think will win the World Cup?
UNWEIGHTED BASE	1099	1099
WEIGHTED BASE	1099	1099
Algeria	4	-
Argentina	163	66
Australia	9	2
Austria	4	2
Belgium	7	2
Bosnia and Herzegovina	-	-
Brazil	175	82
Cabo Verde	5	*
Canada	3	-
Colombia	1	1
Congo DR	2	-
Cote d'Ivoire	2	1
Croatia	10	3
Curaçao	*	-
Czechia	6	-
Ecuador	2	1
Fiji	4	3
England	187	122
France	271	130
Germany	123	34
Ghana	2	*
Haiti	2	1
Iran	5	-
Iraq	1	-
Japan	9	3
Jordan	2	1
Korea Republic	2	-
Mexico	8	2
Morocco	6	3
Netherlands	21	4
New Zealand	3	1
Norway	5	2
Panama	-	-
Paraguay	4	-
Portugal	101	55
Qatar	6	2
Saudi Arabia	1	-
Scotland	15	12
Senegal	-	-
South Africa	1	-
Spain	237	114
Sweden	4	-
Switzerland	*	*
Tunisia	-	-
Türkiye	3	1
Uruguay	2	-
USA	13	2
Uzbekistan	1	-
Don't know	35%	41%



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Table 8
Q3 - All 48 teams participating in the 2026 FIFA World Cup, which team do you think will play in the final match?
Base: All adults aged 16-75 in GB

Table with 48 rows (countries) and 40 columns (demographics and voting preferences). Columns include Gender, Age, Region, Working Status, Social Grade, Education, Income, Ethnicity, General Election 2024 Vote, Referendum 2016 Vote, Describes Themselves as a Football Fan, and Likelihood to Watch the World Cup. Rows include USA, Croatia, Australia, Japan, Mexico, Belgium, Czechia, Morocco, Qatar, Cabo Verde, Iran, Norway, Algeria, Sweden, Austria, Egypt, New Zealand, Canada, Turkey, Congo DR, Chile/Uruguay, Haiti, Uruguay, Ghana, Jordan, Ecuador, Korea Republic, Colombia, South Africa, Iraq, Saudi Arabia, Paraguay, Uzbekistan, Curaçao, Netherlands, Serbia and Montenegro, Senegal, Panama, Tunisia, Denmark.

Proportions/Means: Columns Total (N), Male (M), Female (F), White (W), Black (B), Asian (A), Mixed (Mx), Other (O), Conservative (C), Labour (L), Liberal Democrats (LD), Reform UK (R), Other (O), Remain (R), Leave (L), I would (I), I would not (N), Likely (L), Unlikely (U), Yes (Y), No (N), Don't know (DK)

This work was carried out in accordance with the requirements of the International quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 12
 Q14: And which team or teams participated in the 2022 FIFA World Cup will you be supporting, if any?

Note: All adults aged 16-75 in GB

	GENDER		AGE		REGION							WORKING STATUS		SOCIAL GRADE		EDUCATION			INCOME				ETHNICITY		GENERAL ELECTION 2019 VOTE					REFERENCED 2019 VOTE		REGARDS THEMSELVES AS A FOOTBALLER		LIKELIHOOD TO WATCH THE WORLD CUP		SUPPORTING ENG-20													
	TOTAL	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A1C1	A2C2	GRADUATES	NON GRADUATES	UP TO £10000	£10000-£19999	£20000-£29999	£30000+	ETHNIC GROUPS	WHITE ETHNIC GROUPS	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	I WOULD NOT	I WOULD	LIKELY	UNLIKELY	YES	NO												
UNREGISTERED BASE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%							
England	84%	82%	86%	83%	85%	84%	81%	82%	83%	84%	85%	82%	83%	84%	85%	86%	83%	84%	85%	86%	87%	88%	89%	90%	91%	92%	93%	94%	95%	96%	97%	98%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					
Scotland	16%	18%	14%	17%	15%	16%	19%	18%	17%	16%	15%	14%	15%	16%	17%	18%	16%	15%	14%	13%	12%	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%					
Wales	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%					
Midlands	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%				
South	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%				
London	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%				
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%			
Working	70%	72%	68%	71%	73%	70%	69%	70%	71%	72%	73%	70%	71%	72%	73%	74%	71%	70%	69%	68%	67%	66%	65%	64%	63%	62%	61%	60%	59%	58%	57%	56%	55%	54%	53%	52%	51%	50%	49%	48%	47%	46%	45%	44%	43%	42%	41%	40%	
Not Working	30%	28%	32%	29%	27%	30%	31%	30%	29%	28%	27%	30%	29%	28%	27%	26%	29%	30%	31%	32%	33%	34%	35%	36%	37%	38%	39%	40%	41%	42%	43%	44%	45%	46%	47%	48%	49%	50%	51%	52%	53%	54%	55%	56%	57%	58%	59%	60%	
A1C1	10%	12%	8%	11%	13%	10%	9%	10%	11%	12%	13%	10%	11%	12%	13%	14%	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
A2C2	10%	12%	8%	11%	13%	10%	9%	10%	11%	12%	13%	10%	11%	12%	13%	14%	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
Graduates	10%	12%	8%	11%	13%	10%	9%	10%	11%	12%	13%	10%	11%	12%	13%	14%	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
Non Graduates	90%	88%	92%	89%	87%	90%	91%	90%	89%	88%	87%	90%	89%	88%	87%	86%	89%	90%	91%	92%	93%	94%	95%	96%	97%	98%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Up to £10000	10%	12%	8%	11%	13%	10%	9%	10%	11%	12%	13%	10%	11%	12%	13%	14%	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
£10000-£19999	10%	12%	8%	11%	13%	10%	9%	10%	11%	12%	13%	10%	11%	12%	13%	14%	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
£20000-£29999	10%	12%	8%	11%	13%	10%	9%	10%	11%	12%	13%	10%	11%	12%	13%	14%	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
£30000+	10%	12%	8%	11%	13%	10%	9%	10%	11%	12%	13%	10%	11%	12%	13%	14%	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
White British	80%	82%	78%	81%	83%	80%	79%	80%	81%	82%	83%	80%	81%	82%	83%	84%	81%	80%	79%	78%	77%	76%	75%	74%	73%	72%	71%	70%	69%	68%	67%	66%	65%	64%	63%	62%	61%	60%	59%	58%	57%	56%	55%	54%	53%	52%	51%	50%	
White Irish	10%	12%	8%	11%	13%	10%	9%	10%	11%	12%	13%	10%	11%	12%	13%	14%	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
White Other	10%	12%	8%	11%	13%	10%	9%	10%	11%	12%	13%	10%	11%	12%	13%	14%	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
Black British	10%	12%	8%	11%	13%	10%	9%	10%	11%	12%	13%	10%	11%	12%	13%	14%	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
Black African	10%	12%	8%	11%	13%	10%	9%	10%	11%	12%	13%	10%	11%	12%	13%	14%	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
Black Caribbean	10%	12%	8%	11%	13%	10%	9%	10%	11%	12%	13%	10%	11%	12%	13%	14%	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
Black Asian	10%	12%	8%	11%	13%	10%	9%	10%	11%	12%	13%	10%	11%	12%	13%	14%	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
Black Other	10%	12%	8%	11%	13%	10%	9%	10%	11%	12%	13%	10%	11%	12%	13%	14%	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
Asian British	10%	12%	8%	11%	13%	10%	9%	10%	11%	12%	13%	10%	11%	12%	13%	14%	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
Asian Indian	10%	12%	8%	11%	13%	10%	9%	10%	11%	12%	13%	10%	11%	12%	13%	14%	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
Asian Pakistani	10%	12%	8%	11%	13%	10%	9%	10%	11%	12%	13%	10%	11%	12%	13%	14%	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
Asian Bangladeshi	10%	12%	8%	11%	13%	10%	9%	10%	11%	12%	13%	10%	11%	12%	13%	14%	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
Asian Chinese	10%	12%	8%	11%	13%	10%	9%	10%	11%	12%	13%	10%	11%	12%	13%	14%	11%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
Asian Other	10%	12%	8%	11%	13%	10%	9%	10%	11%	12%	13%	10%	11%	12%	13%	14%	11%	10%	9%	8%	7%	6																											



25-061766-23 - WORLD CUP
5TH - 8TH JUNE 2026
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Table 12

Q3C - To what extent do you agree or disagree with the following statements regarding brands associated with the 2026 FIFA World Cup? - SUMMARY TABLE

Base: All adults aged 16-75 in GB

	I am more likely to buy from a brand if it is an official sponsor of the World Cup	I feel more positively toward brands that support the national teams or my favourite players	I actively pay attention to the adverts and sponsors during match broadcasts and half-time breaks
UNWEIGHTED BASE	1099	1099	1099
WEIGHTED BASE	1099	1099	1099
Strongly agree	50 5%	71 6%	52 5%
Somewhat agree	126 11%	180 16%	164 15%
Neither agree nor disagree	272 25%	330 30%	198 18%
Somewhat disagree	179 16%	124 11%	175 16%
Strongly disagree	421 38%	334 30%	469 43%
Don't know	51 5%	60 5%	41 4%
NET: Agree	176 16%	252 23%	216 20%
NET: Disagree	600 55%	458 42%	644 59%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 13
 Q16: To what extent do you agree or disagree with the following statements regarding brands associated with the 2026 FIFA World Cup? - I am more likely to buy from a brand if it is an official sponsor of the World Cup
 Base: All adults aged 16-75 in GB

	GENDER			AGE			REGION							WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		DESCRIBES THEMSELVES AS A FOOTBALL FAN		LIKELIHOOD TO WATCH THE WORLD CUP		SUPPORTING ENGLAND	
	TOTAL	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	CDE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£34999	£35000-£54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	I WOULD	I WOULD NOT	LIKELY	UNLIKELY	YES	NO			
UNWEIGHTED BASE	1000	512	488	165	307	307	203	204	195	51	50	213	186	185	180	186	190	191	246	217	200	168	165	142	112	83	130	130	422	119	444	340	610	416	142	157	18	85		
WEIGHTED BASE	1000	512	488	165	307	307	203	204	195	51	50	213	186	185	180	186	190	191	246	217	200	168	165	142	112	83	130	130	422	119	444	340	610	416	142	157	18	85		
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Disagree	52	53	51	36	54	5	11	12	8	54	4	43	8	52	37	23	28	3	11	8	29	19	18	9	17	4	6	7	24	11	60	8	48	2	58	21	5	21		
Agree	48	47	49	64	46	95	89	88	92	46	96	57	92	48	63	77	72	97	89	89	71	81	82	81	83	93	96	94	76	89	40	92	52	52	98	98	95	94		
NET Agree	134	131	130	128	126	127	127	126	126	126	126	126	126	126	126	126	126	126	126	126	126	126	126	126	126	126	126	126	126	126	126	126	126	126	126	126	126	126	126	
NET Disagree	480	459	437	368	253	249	182	186	187	46	46	170	178	133	143	152	162	98	135	109	130	80	82	82	83	83	84	84	76	70	218	213	163	400	214	367	246	234		
Don't know	51	54	57	17	21	13	9	11	10	12	5	4	33	18	24	17	16	35	7	13	13	11	6	40	1	10	4	4	15	13	9	36	14	14	16	16	35			

Proportions may not equal 100% due to rounding. n=480 for Disagree, n=459 for Agree, n=51 for Don't know. Net Agree = Agree - Disagree. Net Disagree = Disagree - Agree. Overall formula used: * = not base

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Table 15
 Q1C: To what extent do you agree or disagree with the following statements regarding brands associated with the 2026 FIFA World Cup? - Activity pay attention to the adverts and sponsors during match broadcasts and half-time breaks
 Base: All adults aged 16-75 in GB

	GENDER			AGE			REGION							WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		DESCRIBES THEMSELVES AS A FOOTBALL FAN		LIKELIHOOD TO WATCH THE WORLD CUP		SUPPORTING ENGLAND				
	TOTAL	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£34999	£35000-£54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	I WOULD NOT WATCH	I WOULD WATCH	LIKELY	UNLIKELY	YES	NO				
UNWEIGHTED BASE	1000	512	488	163	367	313	203	204	210	155	51	161	213	186	185	168	120	181	246	217	200	168	105	142	312	83	130	120	422	119	444	340	610	416	142	157	18	85			
WEIGHTED BASE	1000	512	488	163	367	313	203	204	210	155	51	161	213	186	185	168	120	181	246	217	200	168	105	142	312	83	130	120	422	119	444	340	610	416	142	157	18	85			
Demands more	52	58	46	52	54	5	12	13	6	88	3	49	6	31	18	23	23	5	12	13	24	20	12	7	22	3	9	5	21	12	60	10	50	2	18	24					
Demands same	48	42	54	48	46	95	88	87	94	12	97	51	69	69	82	77	77	95	88	87	86	88	88	93	78	97	97	95	79	88	30	90	50	50	80	80					
Demands less	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15			
Don't know	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15			
NET Agree	114	124	103	110	111	10	60	49	24	12	5	17	180	16	124	91	100	115	25	12	12	28	14	10	31	19	13	13	55	16	101	33	201	14	131	80					
NET Disagree	84	78	85	83	86	21	21	21	21	21	21	21	80	84	73	79	79	85	75	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83		
Don't know	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15		

Proportions/Means: Columns Total/GB (not shown) n=163/ n=367/ n=313/ n=203/ n=204/ n=155/ n=51/ n=161/ n=213/ n=186/ n=185/ n=168/ n=120/ n=181/ n=246/ n=217/ n=200/ n=168/ n=105/ n=142/ n=312/ n=83/ n=130/ n=120/ n=422/ n=119/ n=444/ n=340/ n=610/ n=416/ n=142/ n=157/ n=18/ n=85

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Table 16
 Q20 - When watching the World Cup matches, what types of products/ services are you most interested in seeing advertised, if any?
 Base: Adults who are likely to watch the 2026 FIFA World Cup

UNWEIGHTED BASE	GENDER			AGE					REGION							WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		DESCRIBES THEMSELVES AS A FOOTBALL FAN		LIKELIHOOD TO WATCH THE WORLD CUP		SUPPORTING ENGLAND	
	TOTAL	MAN	WOMAN	16-34	35-44	45-54	55-74	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£34999	£35000-£54999	£55000+	ETHNIC MAJORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	I WOULD	I WOULD NOT	LIKELY	UNLIKELY	YES	NO			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Drinks	128	128	60	74	62	52	52	28	30	34	6	23	124	55	100	65	74	94	24	37	40	33	33	13	13	22	60	32	60	32	64	47	124	22	124	-	100	48			
Food or Snacks	146	93	60	54	60	36	53	36	31	31	10	6	132	34	85	81	68	100	26	35	41	56	31	135	28	64	33	22	13	74	53	130	21	146	-	128	38				
Tourism & Entertainment	149	109	38	65	50	35	48	31	29	27	20	9	14	117	31	68	64	85	20	29	19	57	43	104	22	50	12	14	19	65	38	123	16	149	-	92	57				
Travel	17	18	41	55	30	17	39	23	19	21	3	4	30	18	66	43	55	53	9	23	21	53	33	14	15	31	9	19	11	43	30	65	13	108	-	80	38				
Technology	67	71	25	30	37	10	29	20	15	21	5	7	63	14	56	40	53	43	12	25	32	37	30	66	8	44	6	15	7	37	32	62	10	67	-	64	33				
Personal Care	146	105	106	26	18	6%	19%	14%	11%	22%	20%	12%	15%	9%	17%	15%	14%	11%	15%	17%	15%	19%	32%	13%	10%	22%	13%	13%	17%	11%	47	24	72	15	96	-	58	38			
Gambling & Sports Betting	43	14	8	18	18	7	21	11	17	9	2	3	13	10	32	32	26	37	6	22	11	22	19	44	9	19	1	13	5	26	13	54	4	63	-	44	20				
Banking & Digital Services	59	44	14	20	20	8	16	16	9	13	4	4	46	13	34	25	31	28	6	16	12	25	21	37	12	16	5	9	8	25	14	44	12	59	-	40	19				
Clothing & Retail Services	39	29	10	28	10	1	7	10	9	12	-	1	34	5	25	14	22	17	4	9	9	11	13	15	16	23	3	12	3	9	14	8	33	4	39	-	26	13			
Somewhere else	13	9	2	5	7	-	-	4	3	2	-	1	10	1	3	9	3	9	2	4	4	1	3	10	1	2	2	2	2	1	4	7	3	11	-	9	3				
Just not interested in seeing any products/services advertised	270	146	124	48	102	62	62	71	73	39	6	31	171	116	147	123	83	188	32	75	71	71	18	210	41	86	22	34	30	96	110	170	73	270	-	210	60				
Don't know	22	16	10	12	5	14	4	4	5	4	7	2	1	18	4	15	7	9	13	-	4	5	7	4	17	3	5	2	3	2	9	4	11	4	22	-	15	7			

Figures in Columns: Total (N), Man (M), Woman (W), 16-34 (16-34), 35-44 (35-44), 45-54 (45-54), 55-74 (55-74), North (N), Midlands (M), South (S), London (L), Wales (W), Scotland (S), Working (W), Not Working (NW), ABC1 (ABC1), C2DE (C2DE), Graduates (G), Non Graduates (NG), Up to £19999 (U), £20000-£34999 (2), £35000-£54999 (3), £55000+ (4), Ethnic Majority Groups (EMG), White Ethnic Group (WEG), Conservative (C), Labour (L), Liberal Democrats (LD), Reform UK (R), Other (O), Remain (R), Leave (L), I would (I), I would not (IN), Likely (L), Unlikely (U), Yes (Y), No (N)

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

