

# IPSOS 2026 WORLD CUP SURVEY

Ivory Coast Edition

June 2026



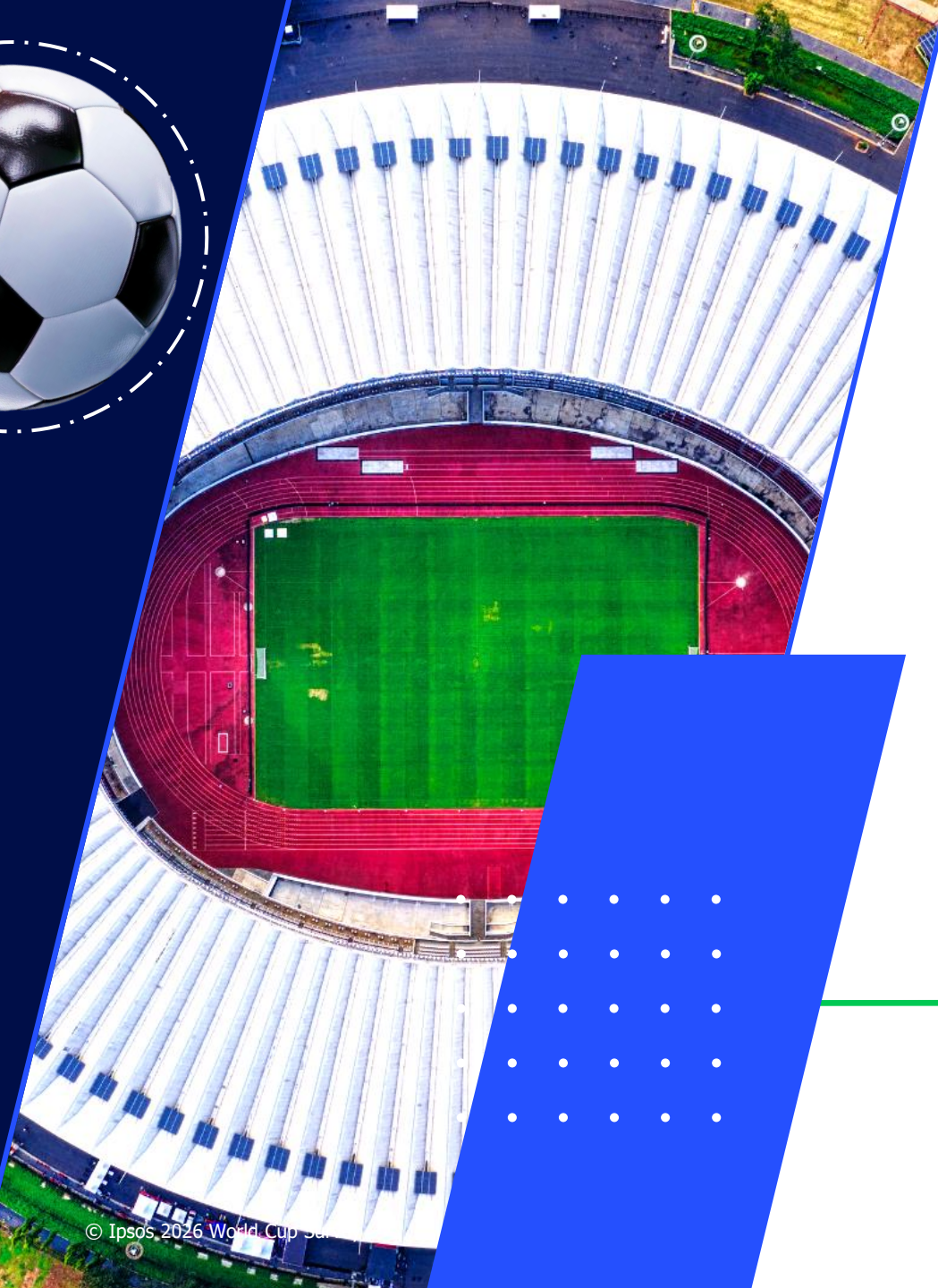
# TABLE OF CONTENTS





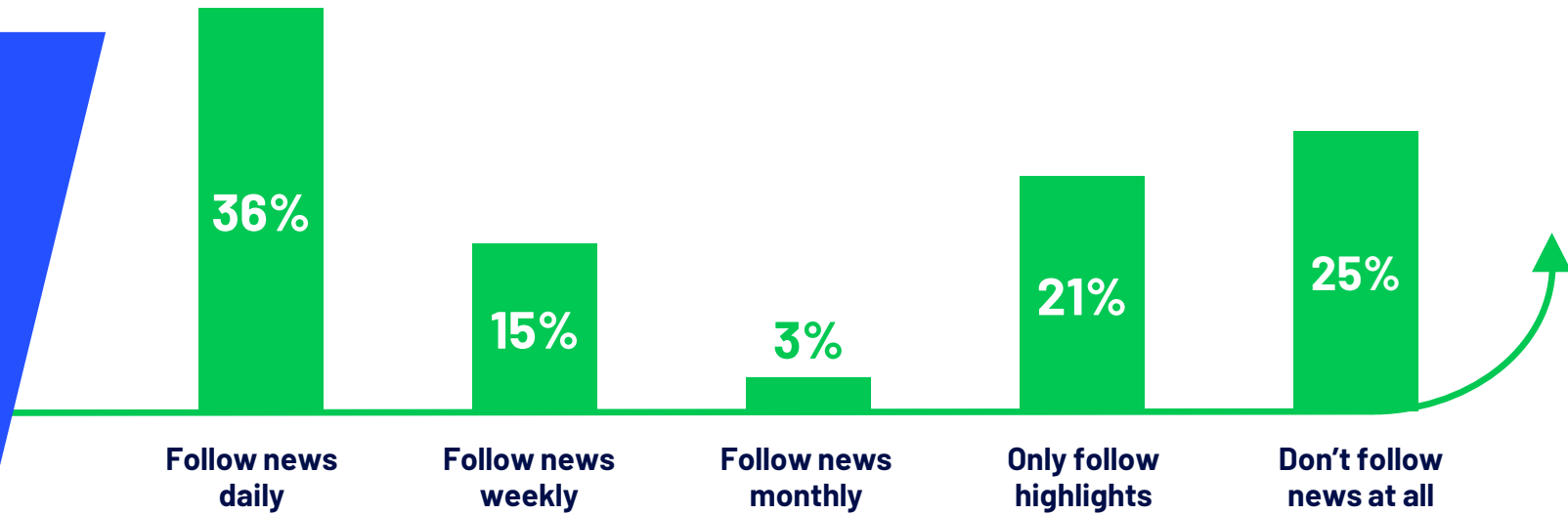
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# ANTICIPATION & VIEWING INTENT



# Half follow World Cup news at least weekly, while one in five rely solely on highlights

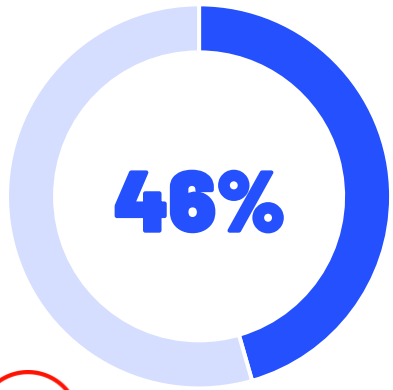
*Frequency of following World Cup news so far*



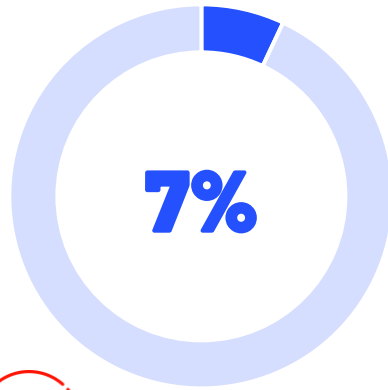


# Awareness of the 48-team format is almost a spilt, but sentiment among those aware is overwhelmingly positive

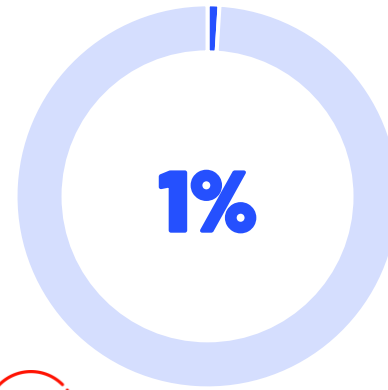
Awareness and sentiment toward the 48-team format



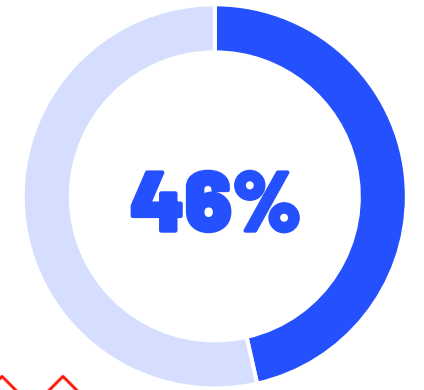
**Are aware and excited about more inclusivity**



**Are aware and neutral about the change**



**Are aware and prefer the 32-team format**

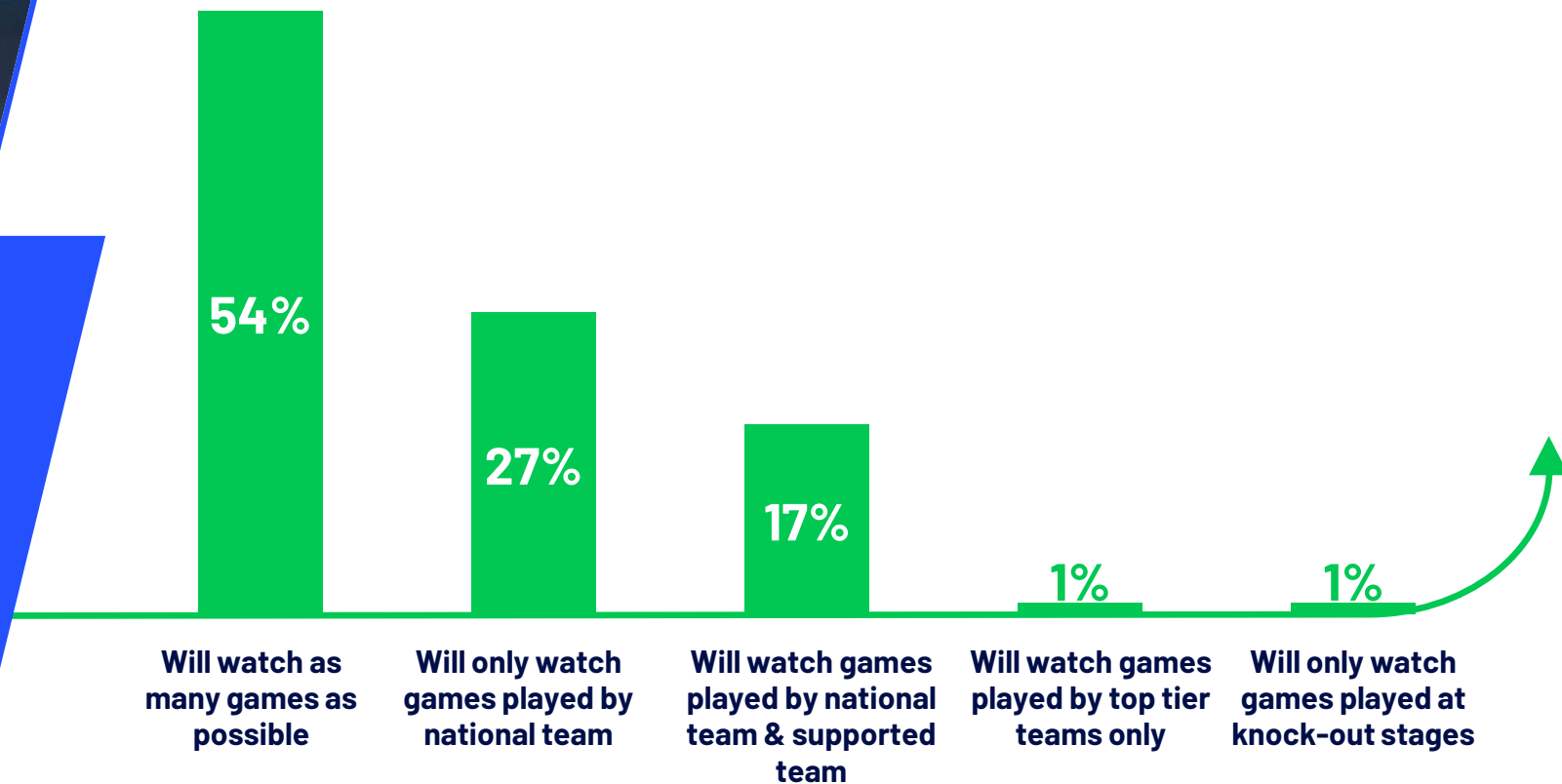


**Are not aware of this change**



# Viewing appetite is high, with over half intending to watch as many matches as possible

Viewing intent for World Cup 2026





# VIEWING BEHAVIOR

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9 in 10 plan to watch the World Cup's opening ceremony

90%

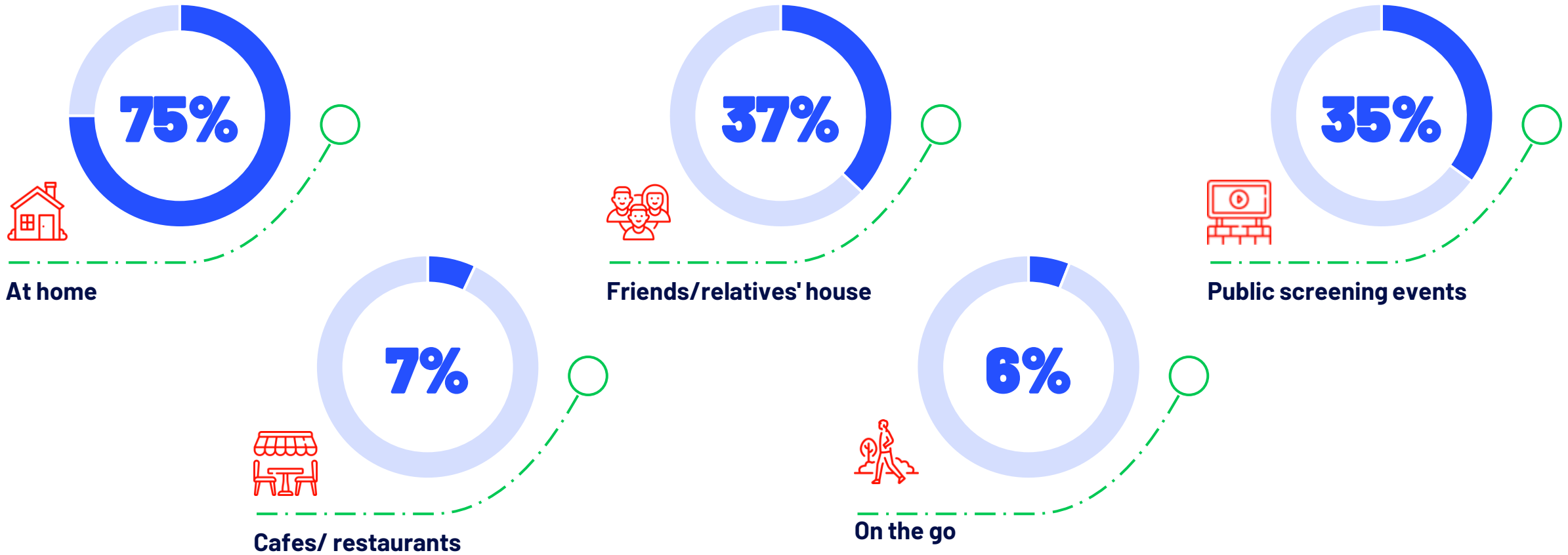
Will be Watching the  
Opening Ceremony





# Homes emerge as the prime viewing destination followed by friends and relative's houses

Planned viewing locations



# Big screens and paid subscriptions are the preferred viewing setup for the vast majority

Viewing setup & preferences

Will watch on paid channels/ subscriptions

93%



7%

Will watch on free platforms

Will watch on a big screen

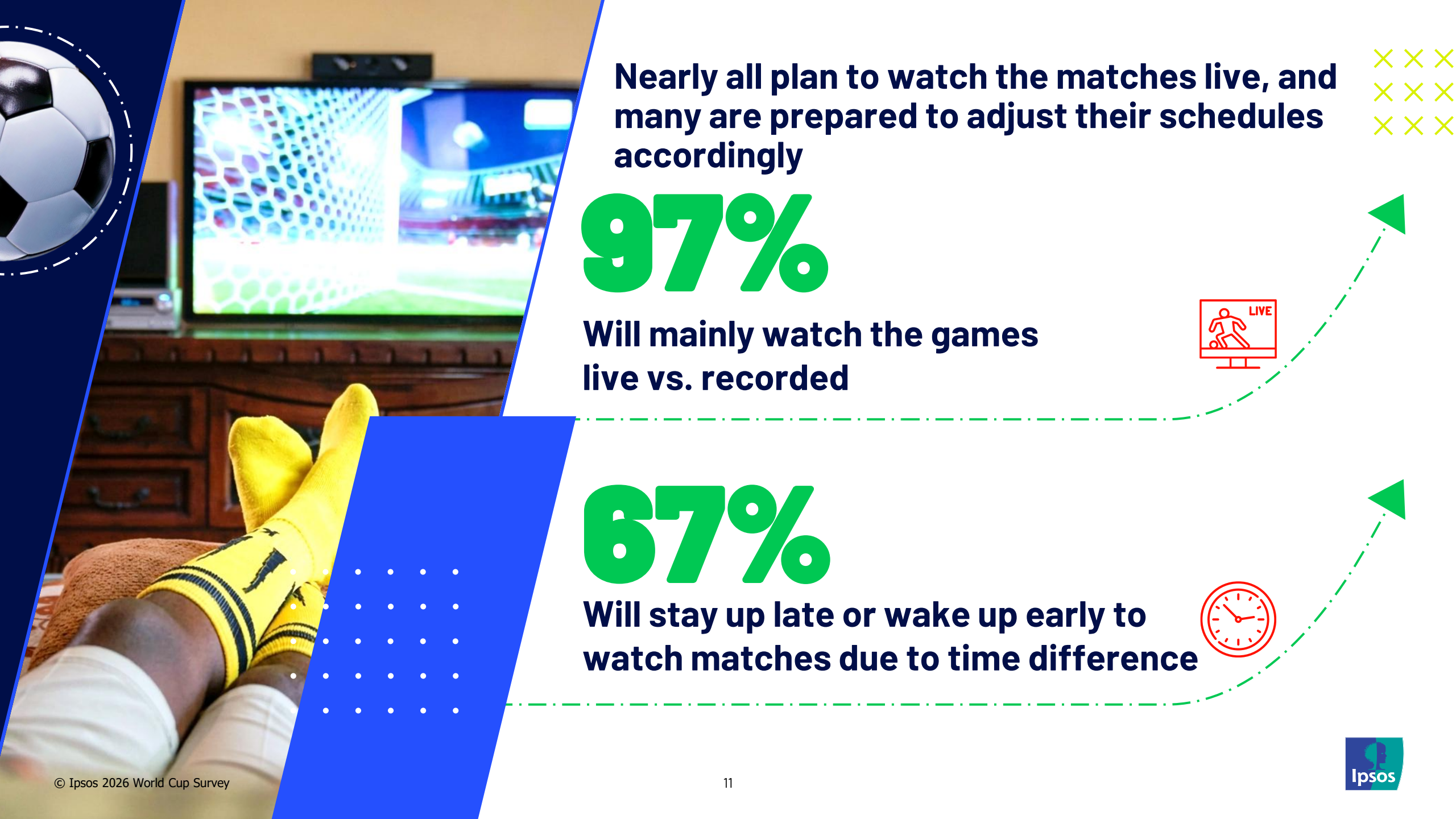
95%



5%

Will watch on a small screen





Nearly all plan to watch the matches live, and many are prepared to adjust their schedules accordingly



**97%**

Will mainly watch the games live vs. recorded



**67%**

Will stay up late or wake up early to watch matches due to time difference





**Around a quarter are willing to miss work, school or social events to watch the games**



**21%**

**Will cancel important social events to watch the games**



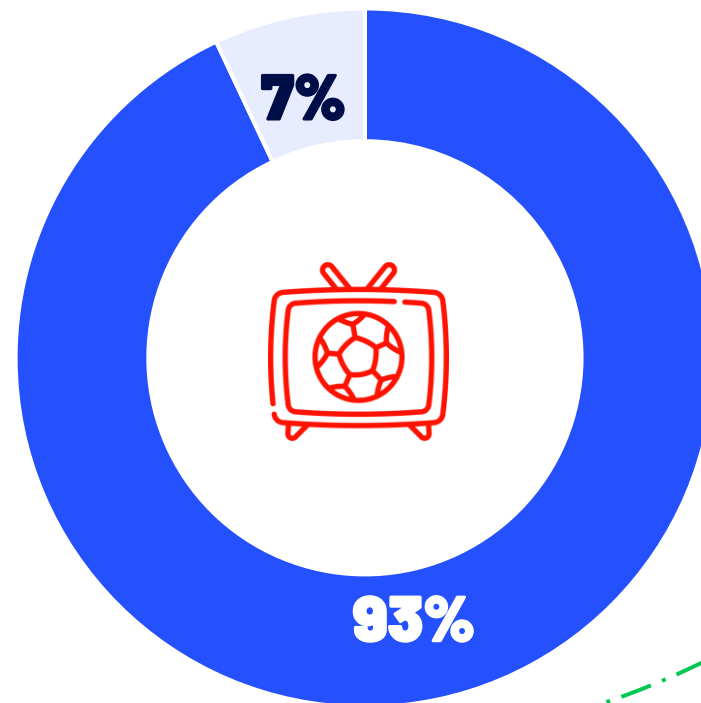
**25%**

**Will miss work or school/ university to watch the games**





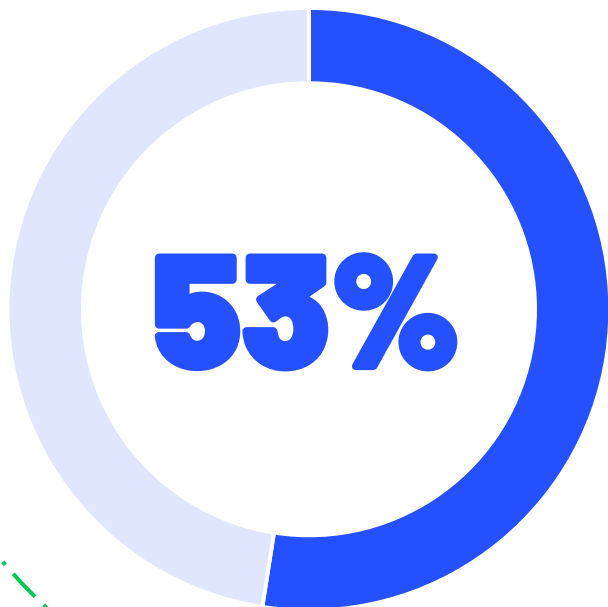
## The World Cup is as much a social event as a sporting one, with nearly all planning to watch with others



- Will watch the games with others
- Will watch the games alone

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# Watching together extends beyond match day, with 1 in 2 plan to host or attend watch parties



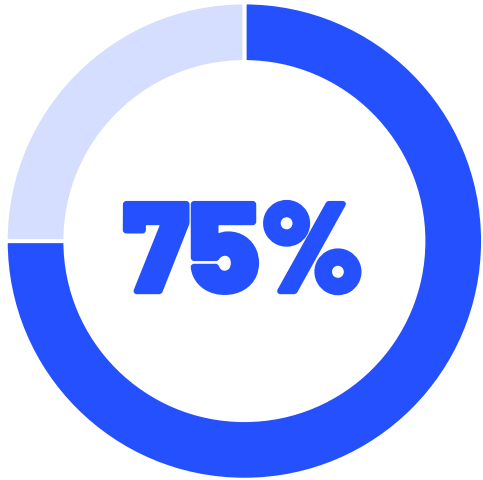
**Will host or attend  
World Cup watch parties**



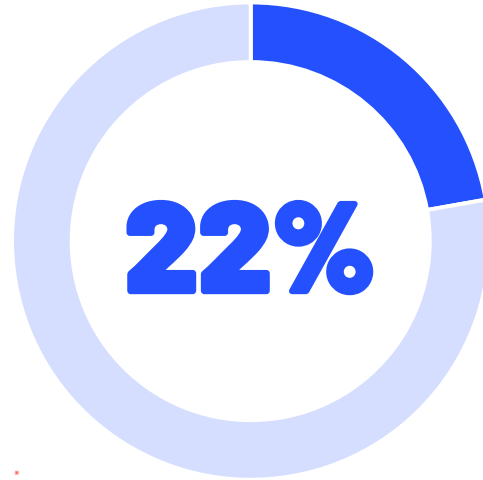


# Watching with opposing fans is the preference for most, drawn by the fun it brings

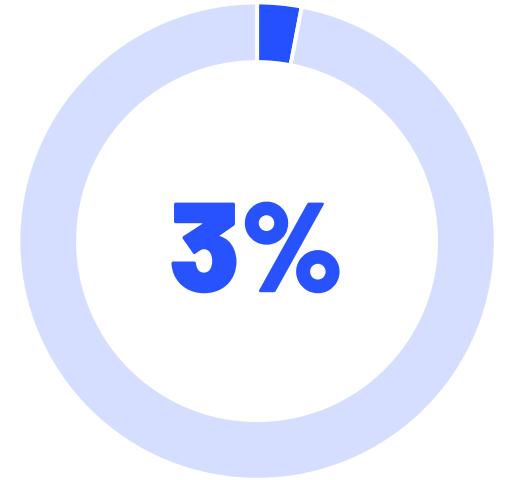
*Viewing companions for favorite team's big games*



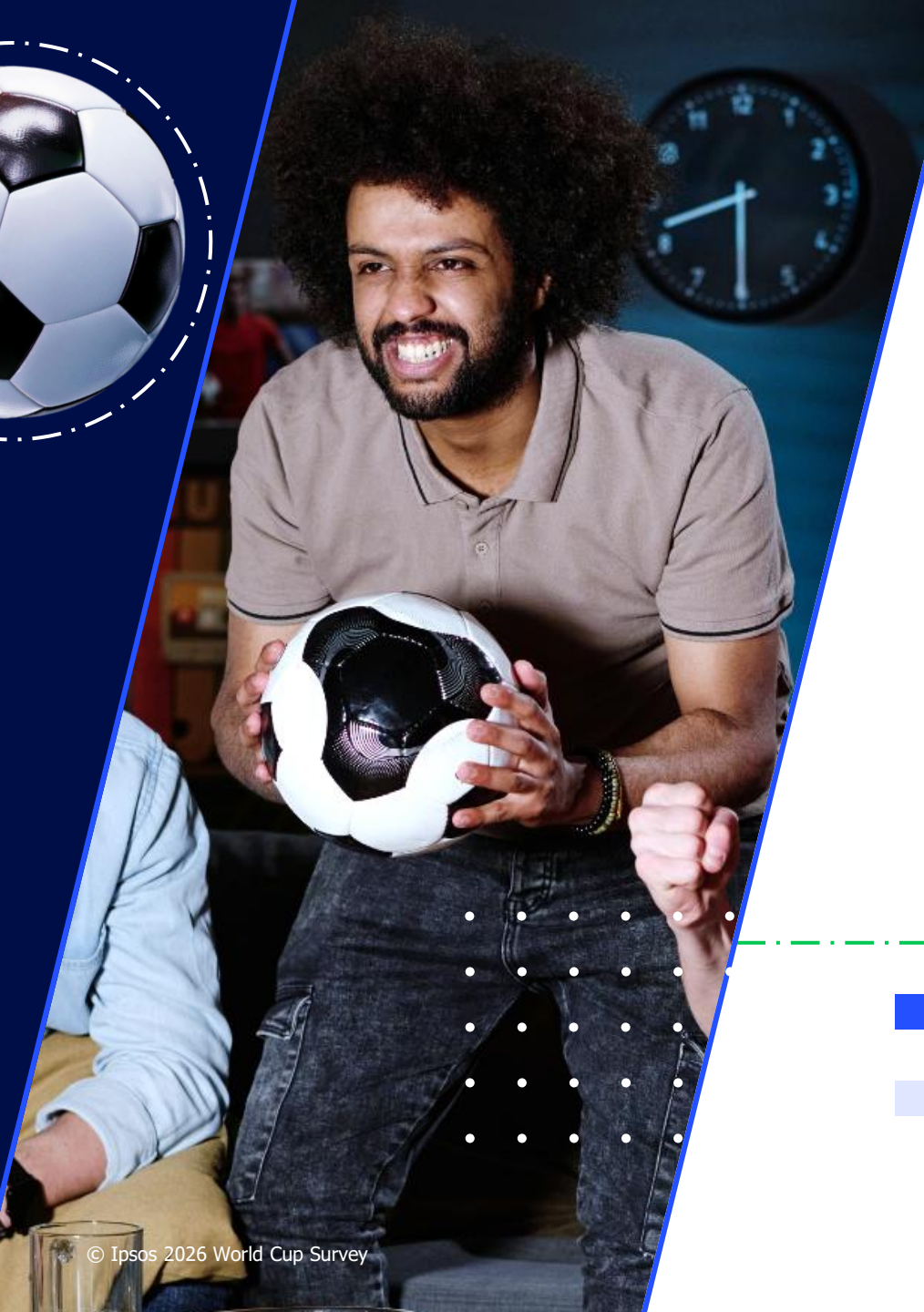
**Plan to watch favorite team's big games with fans of opposing teams as it's more fun**



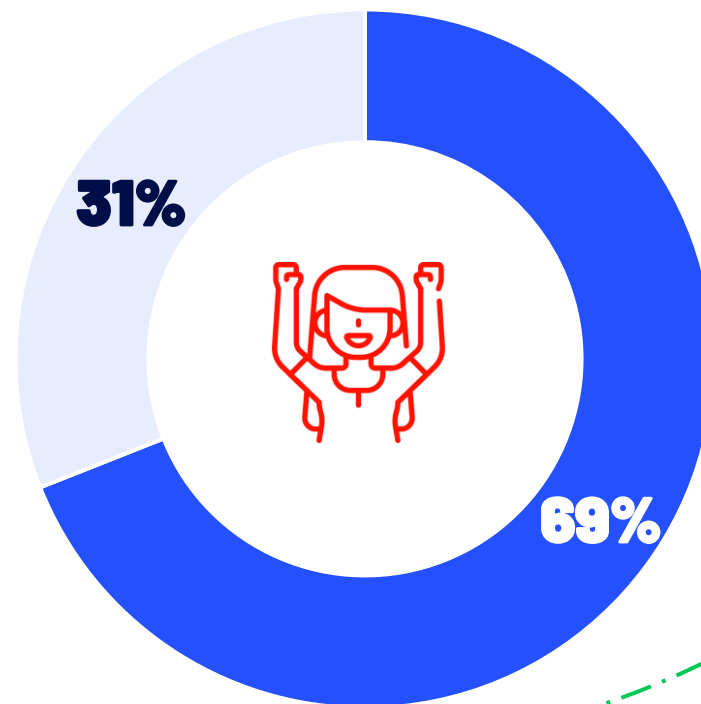
**Plan to watch favorite team's big games only with fans supporting the same team**



**Plan to watch favorite team's big games alone**



## Most people handle defeat well, though losses still hit hard for some



- Have a good sporting spirit and accept the loss
- Cannot accept the loss and it ruins their mood

# Most viewers plan to be fully immersed, both emotionally and online

## Viewing engagement levels

Fully focused

69%



31%

While multitasking

Engaged online/ on social media while watching

57%



43%

Disconnected, just watching

Are serious, emotionally invested fans

65%



35%

Are casual, relaxed viewers



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# Food is likely to be part of the experience for many, while only a few will smoke shisha during matches

*Planned consumption habits while watching*

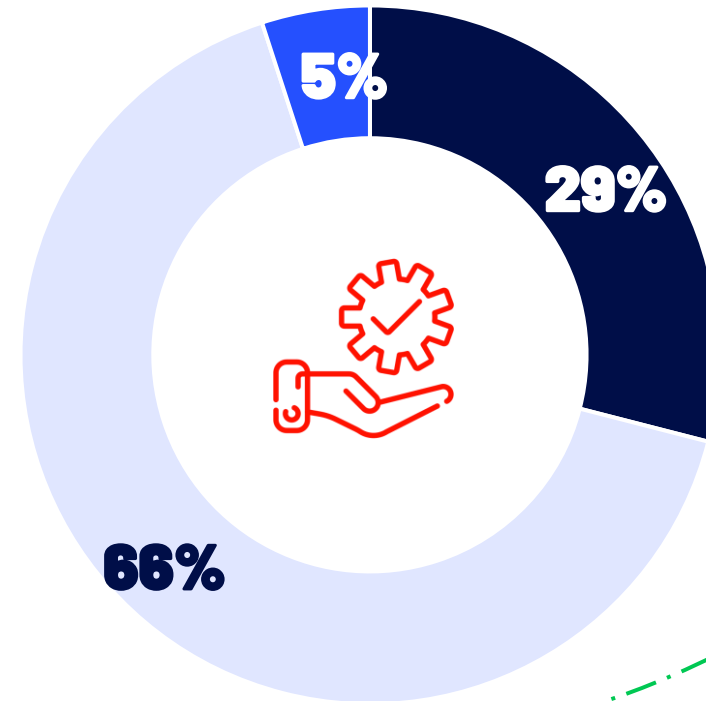




# BEHAVIORAL IMPACT BEYOND THE SCREEN



## Most anticipate no change in productivity, while many expect the tournament to provide a boost



- Expect their productivity to increase
- Expect no change
- Expect their productivity to decrease

# Tournament enthusiasm translates into spending, socializing and increased merchandise spending

Spending and lifestyle changes during the World Cup

**54%**

Are likely to spend more money than usual



**62%**

Are likely to go out more frequently than usual to watch the games



**91%**

Are likely to buy World Cup-themed products



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**Despite strong enthusiasm, relatively few plan to attend matches in person**

**8%**

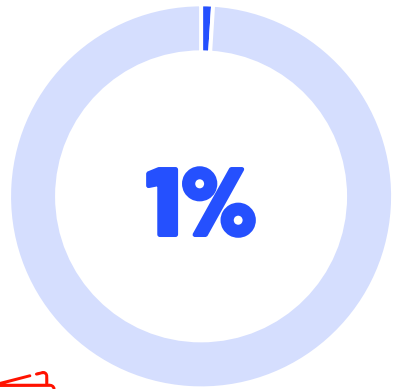
**Are planning to travel to attend the matches in person**



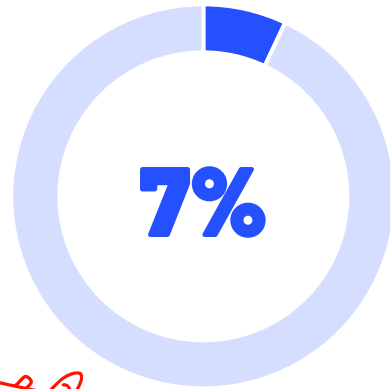


# While most are not planning to travel, 1 in 10 might reconsider if their circumstances change

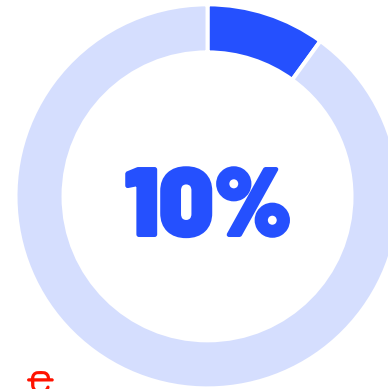
Travel intent to host countries



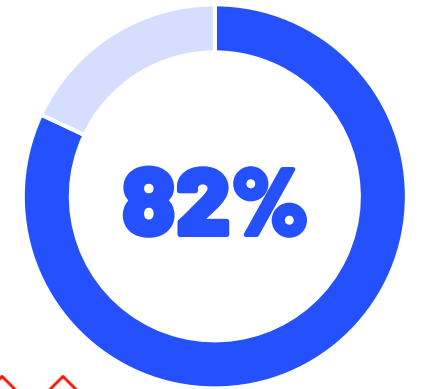
**Already booked the tickets and secured travel arrangements**



**Are planning to travel but haven't booked yet**



**Do not have travel plans but might consider depending on circumstances**



**Are not planning to attend in person**



# NATIONAL TEAM EXPECTATIONS

# Fans show high confidence in the players, coach and in their national federation

Public perception of national team capabilities

**95%**

Find the national team players capable



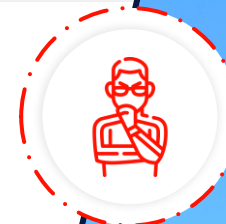
**74%**

Find the national football federation capable



**91%**

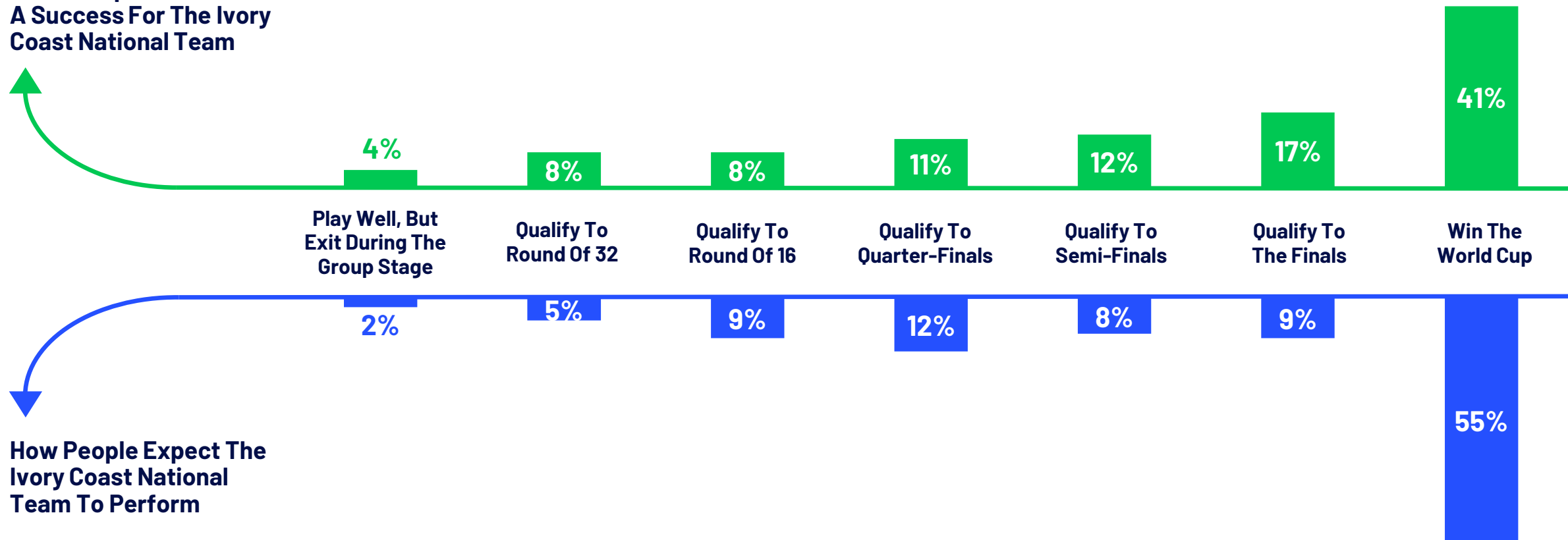
Find the national team coach capable





# The Ivory Coast National Team At The World Cup: What People Consider A Success vs. Team Expectations

**What People Consider  
A Success For The Ivory  
Coast National Team**



**How People Expect The  
Ivory Coast National  
Team To Perform**

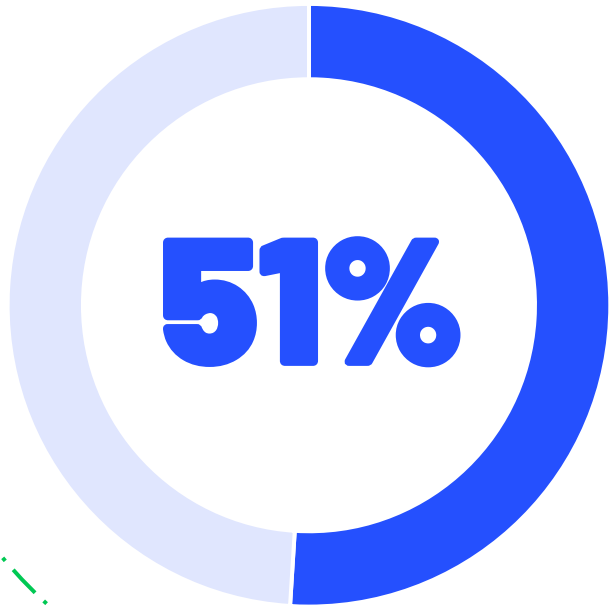


# MATCH PREDICTIONS

5

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# Half of fans will engage in match prediction competitions with their social circles

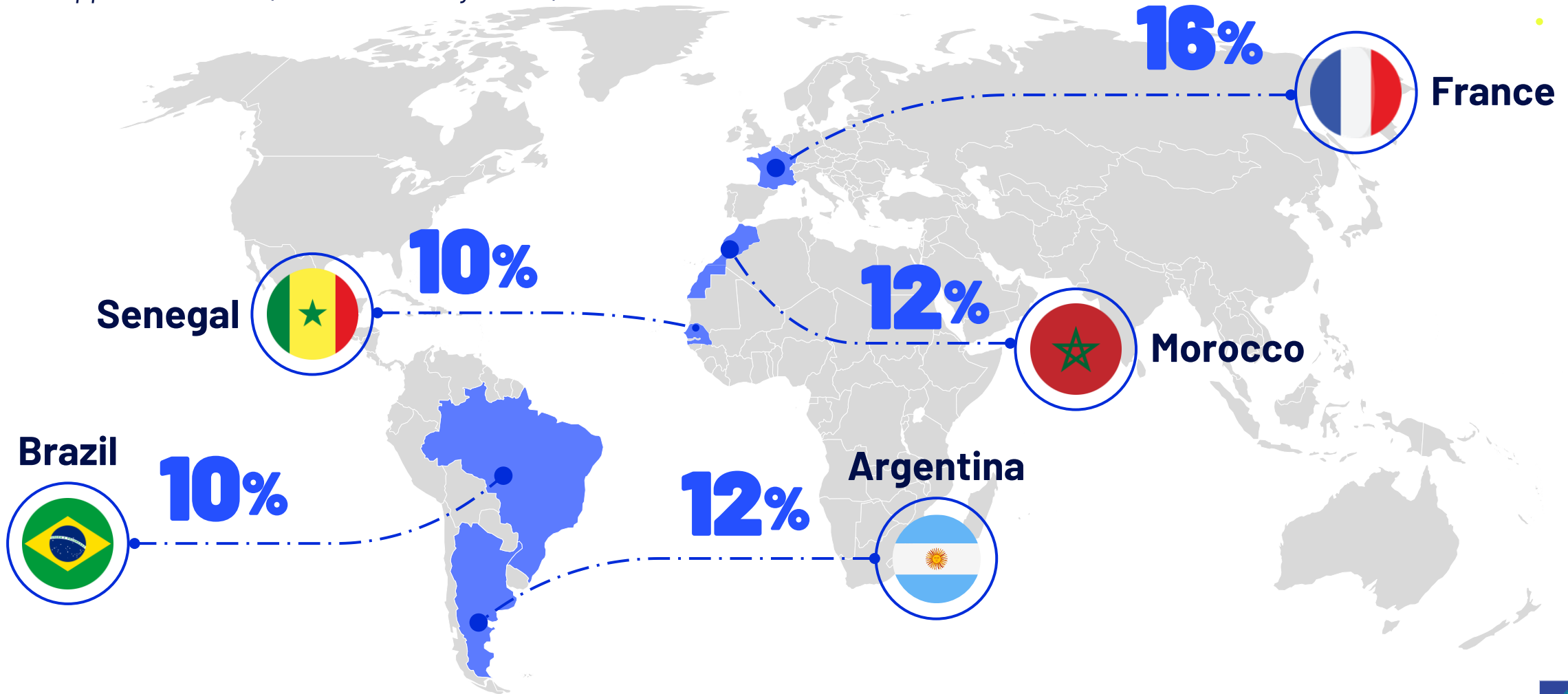


**Will participate in match prediction competitions between family, friends and colleagues**



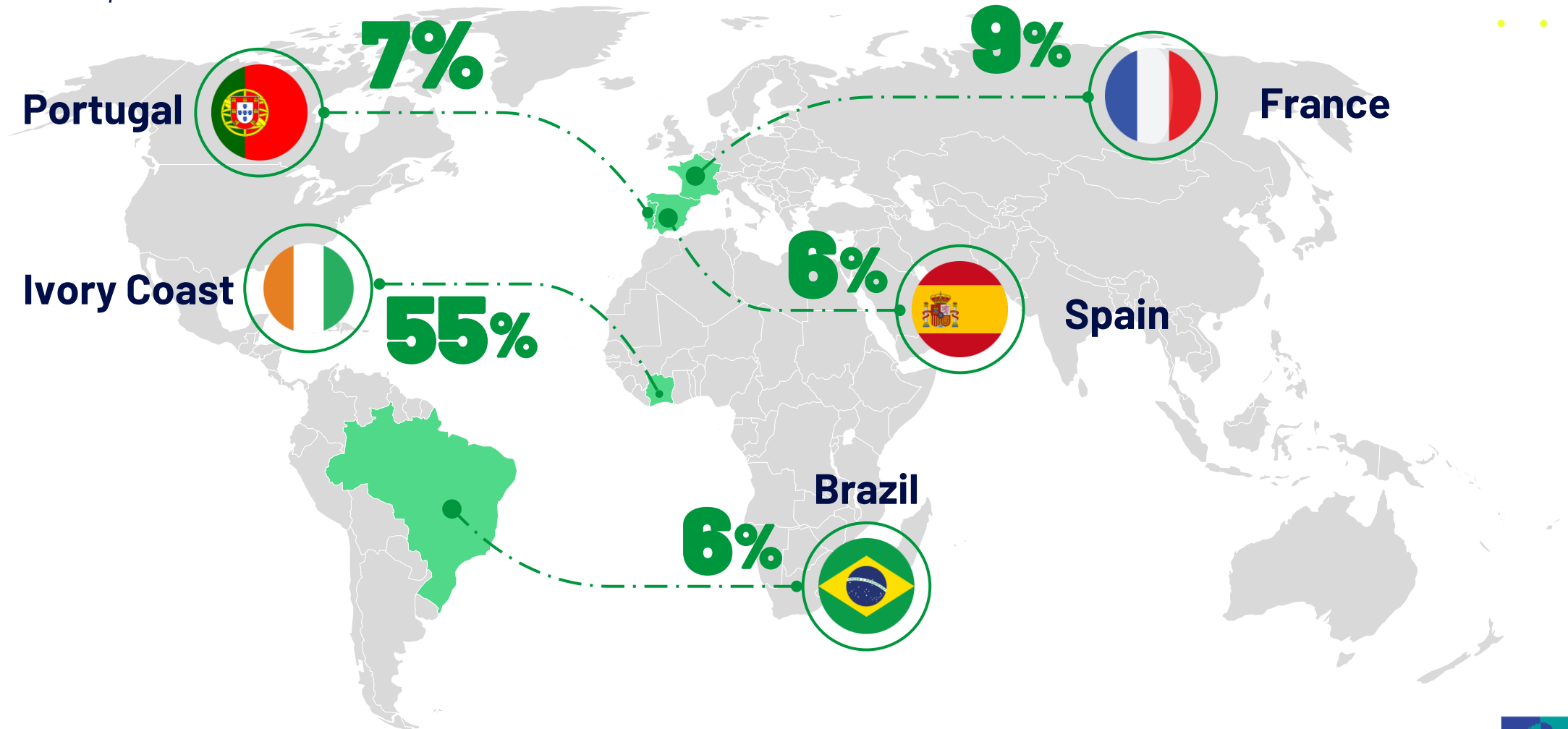
# Besides Ivory Coast, France is the most supported team

Most Supported Teams (Other than Ivory Coast)



# Fans strongly support their team, with over half expecting Ivory Coast to take home the trophy

*Predicted World Cup Winner*



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# Ousmane Dembélé ranks first when it comes to people's predicted golden ball winner

*Predicted Golden Ball Winner*

**17%**



**Ousmane  
Dembélé**

**10%**



**Kylian  
Mbappé**

**10%**



**Cristiano  
Ronaldo**

**10%**



**Lamine  
Yamal**

**8%**



**Lionel  
Messi**



# INFORMATION SOURCES & ENGAGEMENT

6

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# Fans stay highly engaged with the tournament, with over half checking scores on a daily basis

Planned frequency of checking scores

**55%**

Check scores daily



**12%**

Check scores weekly



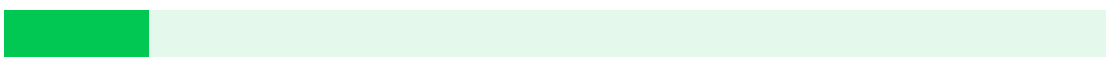
**20%**

Check scores for key matches only



**13%**

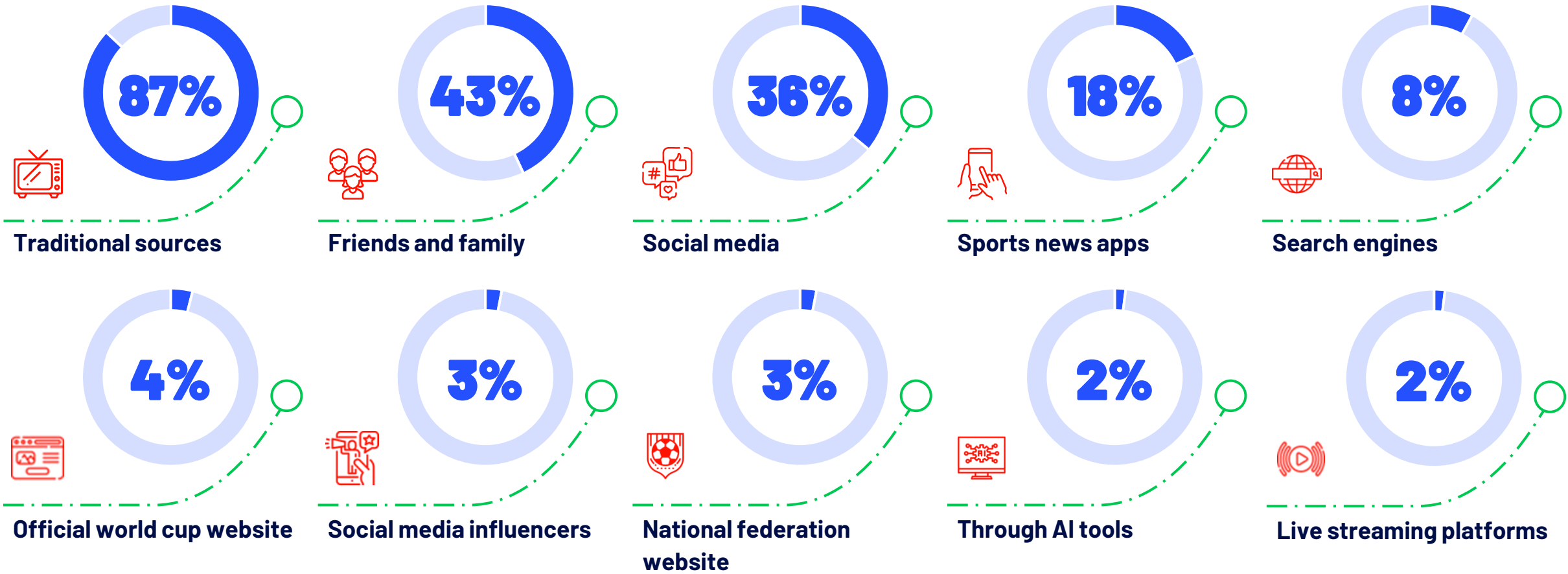
Will not check scores at all





# Fans overwhelmingly rely on traditional media for World Cup updates, outpacing social and digital sources

Sources People Plan to Use for Scores & Information







7

# WORLD CUP SPONSORSHIPS

# Awareness towards World Cup sponsors

% Aware each brand is sponsoring the 2026 World Cup - Top 8 brands



**Coca-Cola**

**81%**



**66%**

**VISA**

**41%**

**BANK OF AMERICA**

**33%**

**QATAR**  
AIRWAYS القطرية

**32%**



**30%**



**23%**



**19%**





# Brands Most Associated with the FIFA World Cup regardless of sponsorship

% Each brand is associated with the 2026 World Cup - Top 8 brands



*Coca-Cola*

**39%**



**30%**



**20%**



**14%**



**12%**



**HEINEKEN**

**10%**



orange™

**8%**

**1XBET**

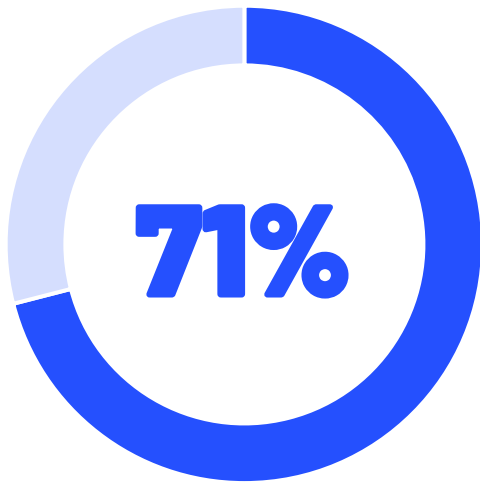
**5%**



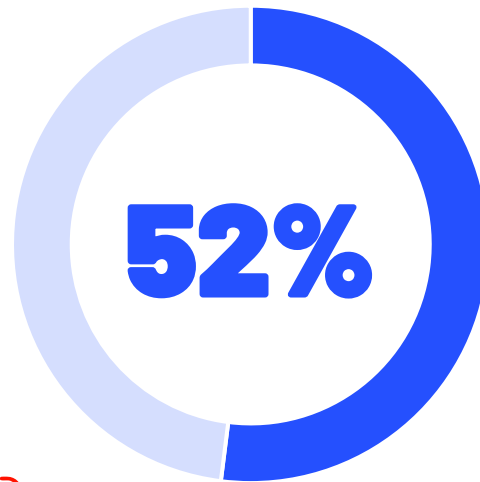


# Sponsoring the World Cup elevates brand perception and directly drives sales and digital engagement

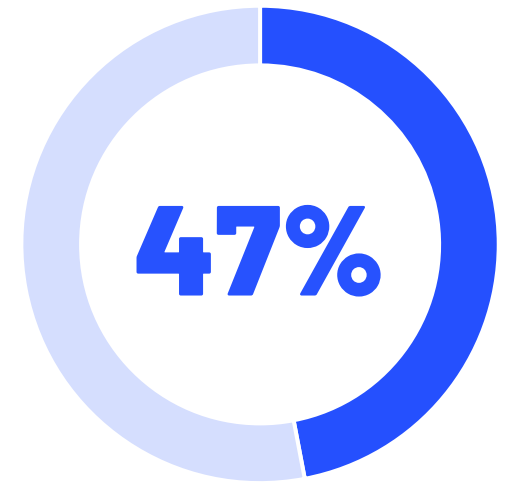
## Attitudes Toward World Cup Sponsor Brands



**Feel brands that sponsor the World Cup are more premium and high quality**



**Are more likely to purchase or use brands that sponsor major sporting events like the World Cup**



**Are more likely to interact with brands on social media when they sponsor major events like the World Cup**



# THE WORLD CUP PERSONAS

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# The diverse World Cup personas: Each with distinct attitudes and behaviors toward the tournament

**29%**

**The Die-Hard  
Fanatic**



**24%**

**the Casual  
Observer**



**17%**

**The Social  
Viewer**



**15%**

**The Opportunist  
Supporter**



**15%**

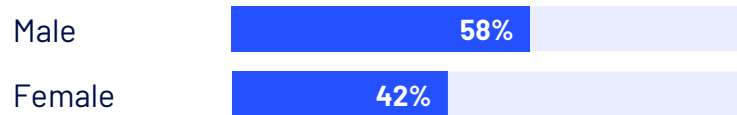
**The Tactician**



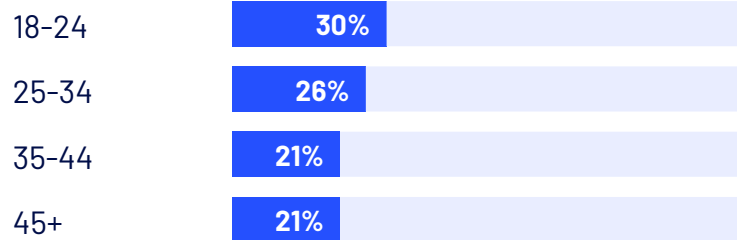
# Who is The Die-Hard Fanatic? (29%)

A person whose emotions and daily focus are deeply tied to the World Cup, with their favorite team's performance shaping their overall tournament experience.

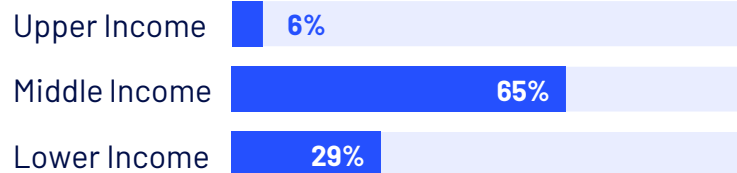
## By Gender



## By Age



## By Income Level



# 47%

Have a mood that is influenced by the performance of their favorite team during the World Cup

# 23%

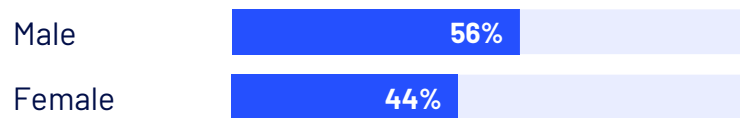
Think that during the World Cup everything else takes a back seat to football



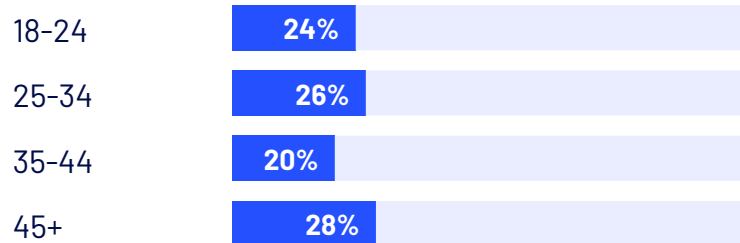
# Who is The Casual Observer? (24%)

A person who engages with the World Cup mainly as a form of occasional entertainment, showing interest in the outcomes without feeling the need to closely follow the matches.

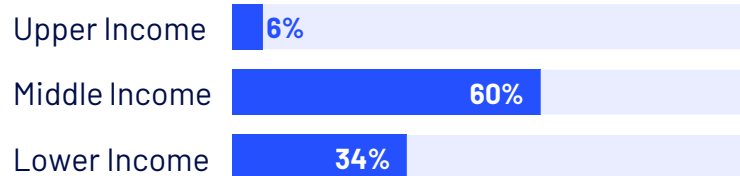
## By Gender



## By Age



## By Income Level



# 28%

Are satisfied knowing the final score without watching the match

# 26%

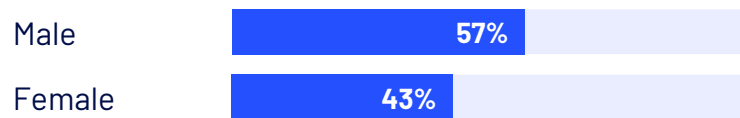
Watch the World Cup only when there is nothing else to do or when others are watching



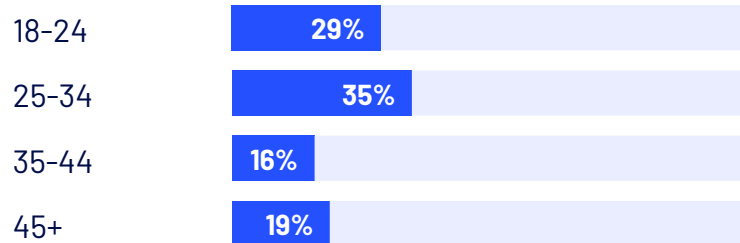
# Who is The Social Viewer? (17%)

A person who sees the World Cup primarily as a social occasion, valuing the sense of connection, community, and shared experiences it creates more than the matches themselves.

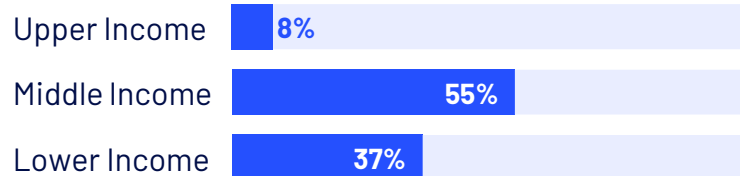
## By Gender



## By Age



## By Income Level



# 49%

Think that the social atmosphere of the World Cup matters more than the actual matches

# 68%

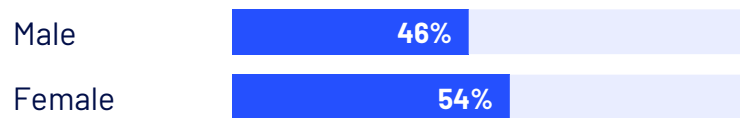
Enjoy the World Cup mainly because it brings people together



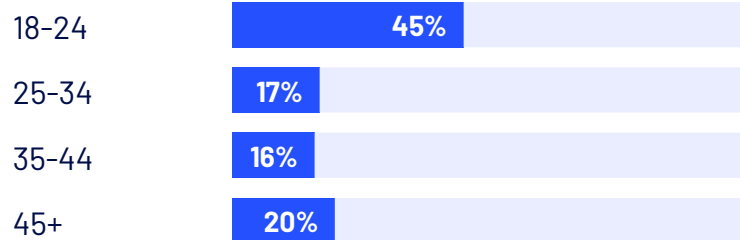
## Who is The Opportunist Supporter? (15%)

A person who is drawn to successful and popular teams during the World Cup, often shifting support toward those generating excitement, momentum, and widespread attention.

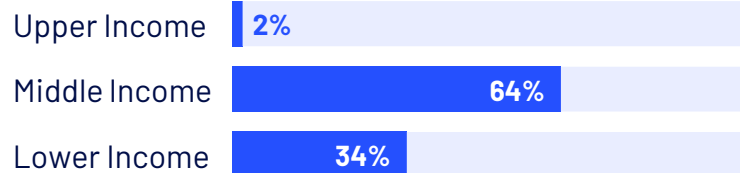
### By Gender



### By Age



### By Income Level



# 53%

Enjoy supporting popular or trending teams, even when those teams are not their usual favorites

# 45%

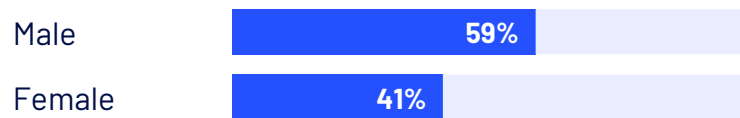
Tend to support teams that are performing well or winning during the tournament



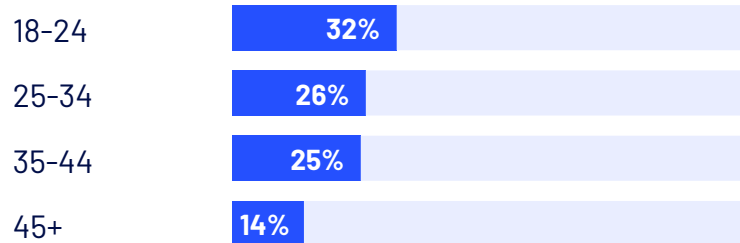
# Who is The Tactician? (15%)

A person who approaches the World Cup with an interest in the technical and strategic aspects of football, following tactics, performance metrics, and expert insights.

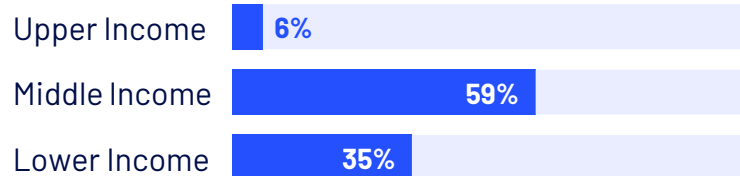
## By Gender



## By Age



## By Income Level



# 100%

Follow football news and expert opinions year-round

# 59%

Enjoy analyzing tactics, formations and player statistics during matches



# Methodology

## Sample size

— X  
536 respondents

## Sample criteria

— X  
General public: representative of the population across gender, age (18+) and SEC

## Methodology

— X  
The survey was conducted via computer aided personal interviews

## Geographical coverage

— X  
Conducted in the Ivory Coast with coverage in Abidjan

X X X  
X X X  
X X X  
X X X  
X X X  
X X X  
X X



# FOR MORE INFORMATION



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