

IPSOS 2026 WORLD CUP SURVEY

Jordan Edition

June 2026



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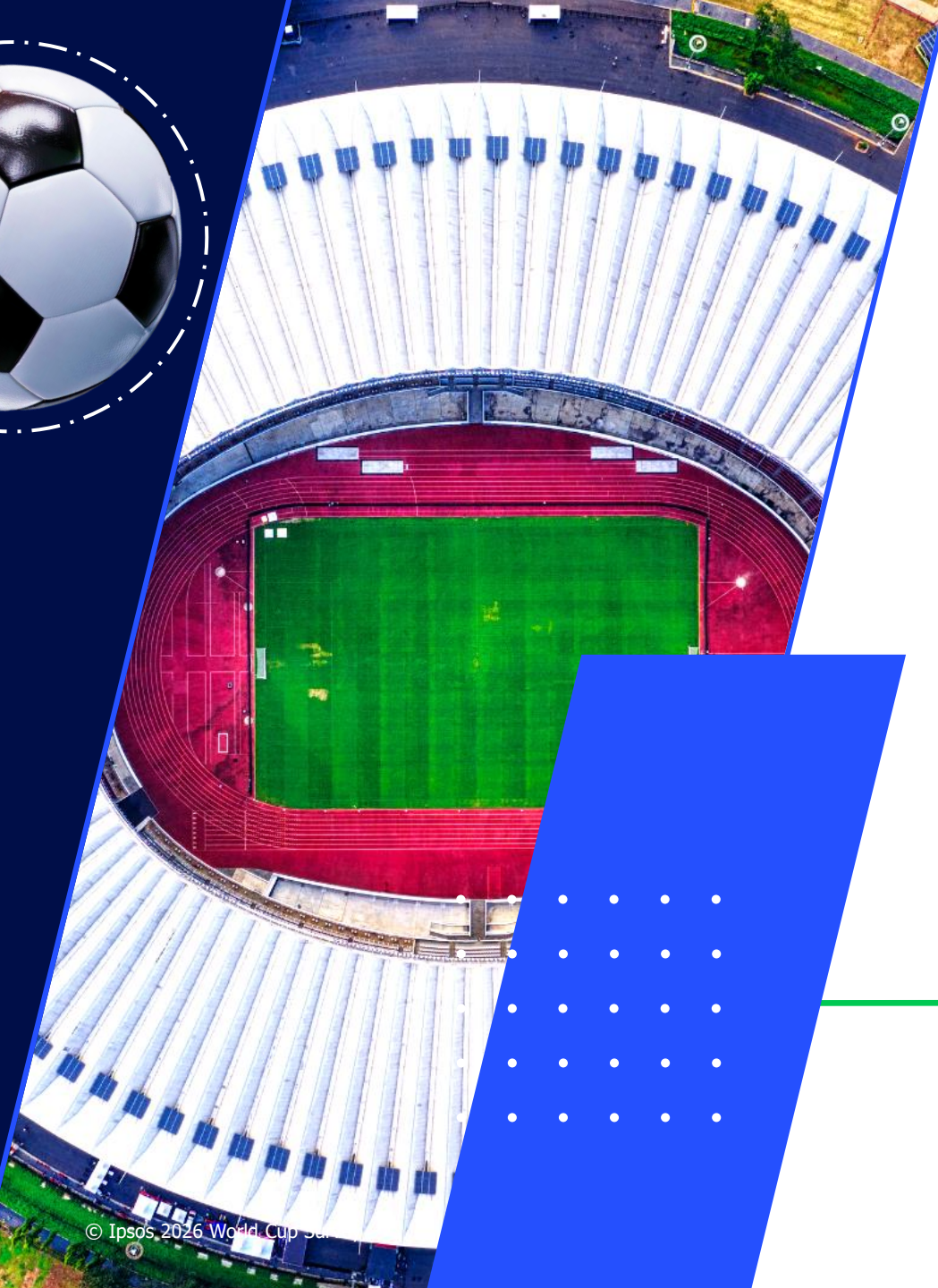




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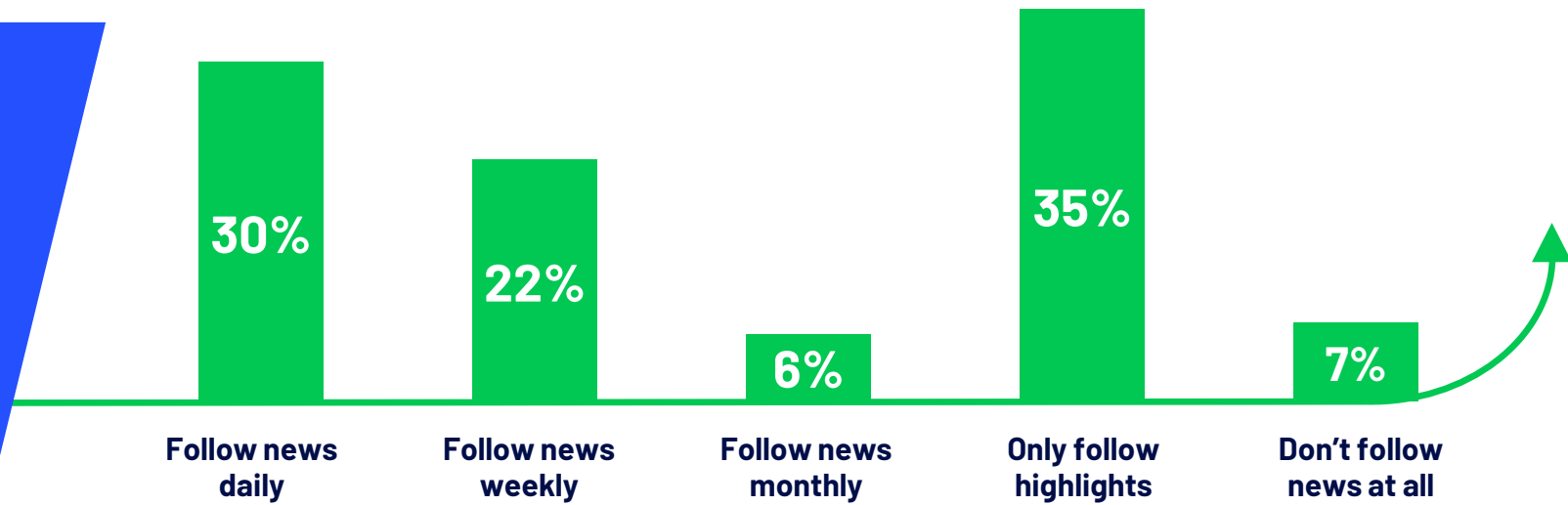
ANTICIPATION & VIEWING INTENT





Half follow World Cup news at least weekly, while a third catch up through highlights alone

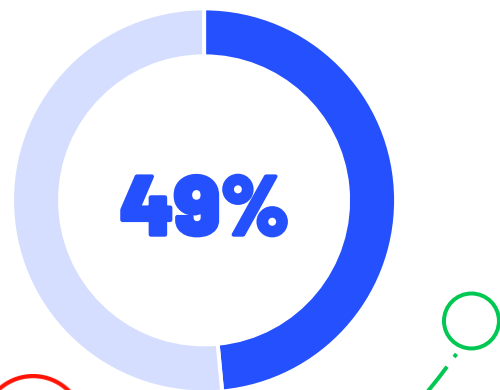
Frequency of following World Cup news so far



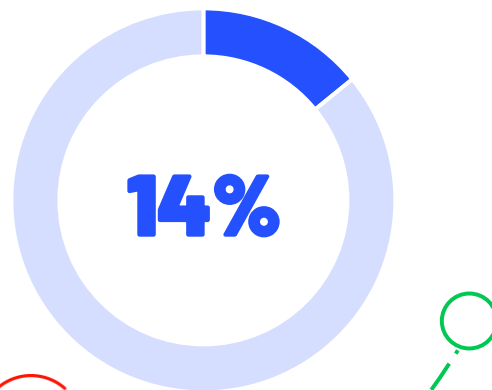


The tournament's growth to 48 teams is well-known and well-received

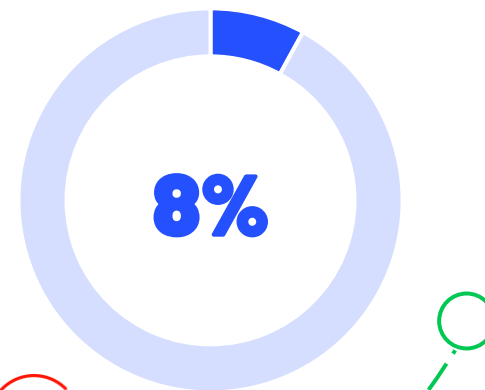
Awareness and sentiment toward the 48-team format



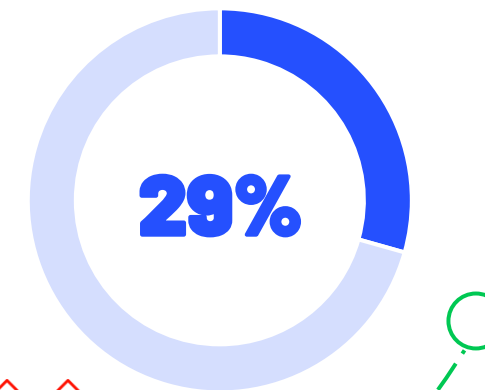
Are aware and excited about more inclusivity



Are aware and neutral about the change



Are aware and prefer the 32-team format

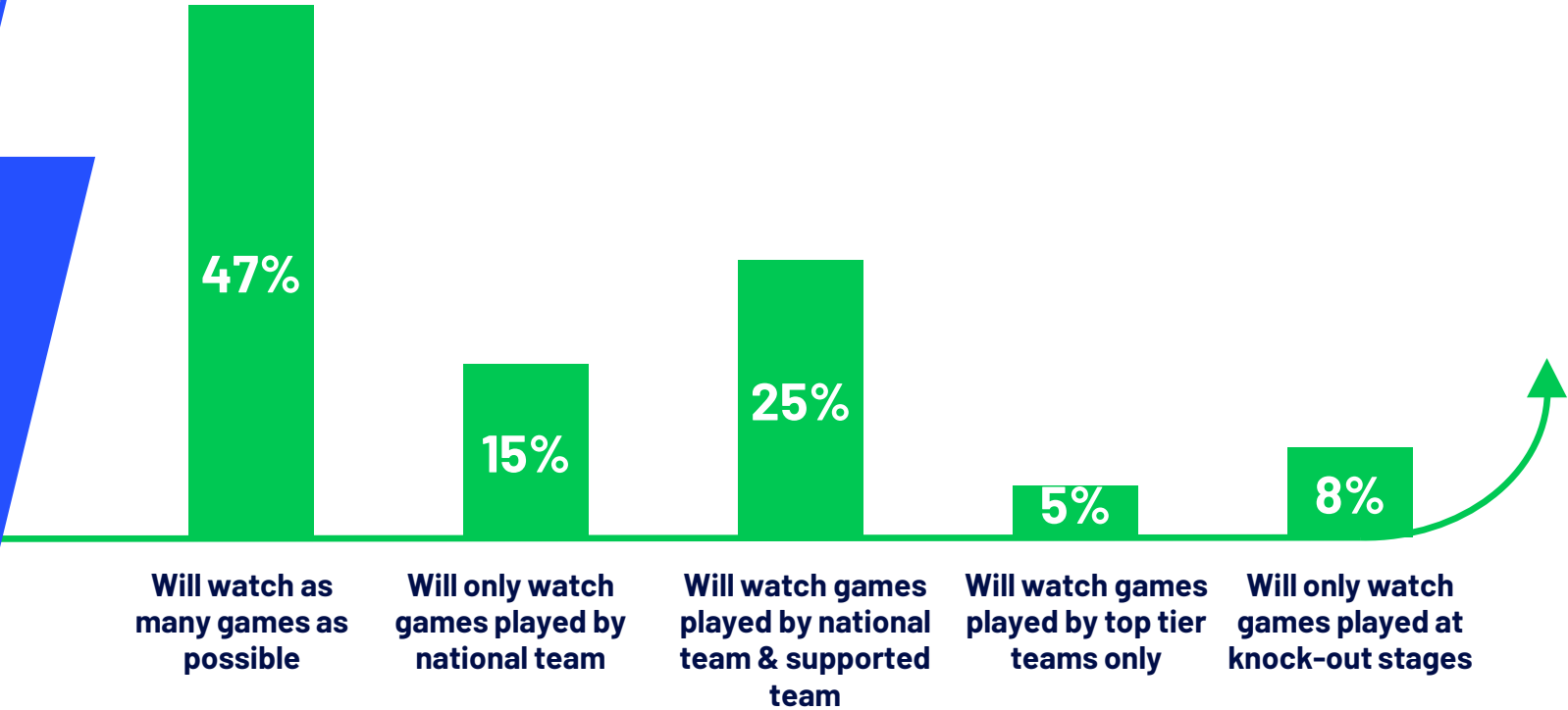


Are not aware of this change



Beyond staying informed, half plan to watch as many matches as possible

Viewing intent for World Cup 2026





2

VIEWING BEHAVIOR

The majority plan to watch the World Cup's opening ceremony

87%

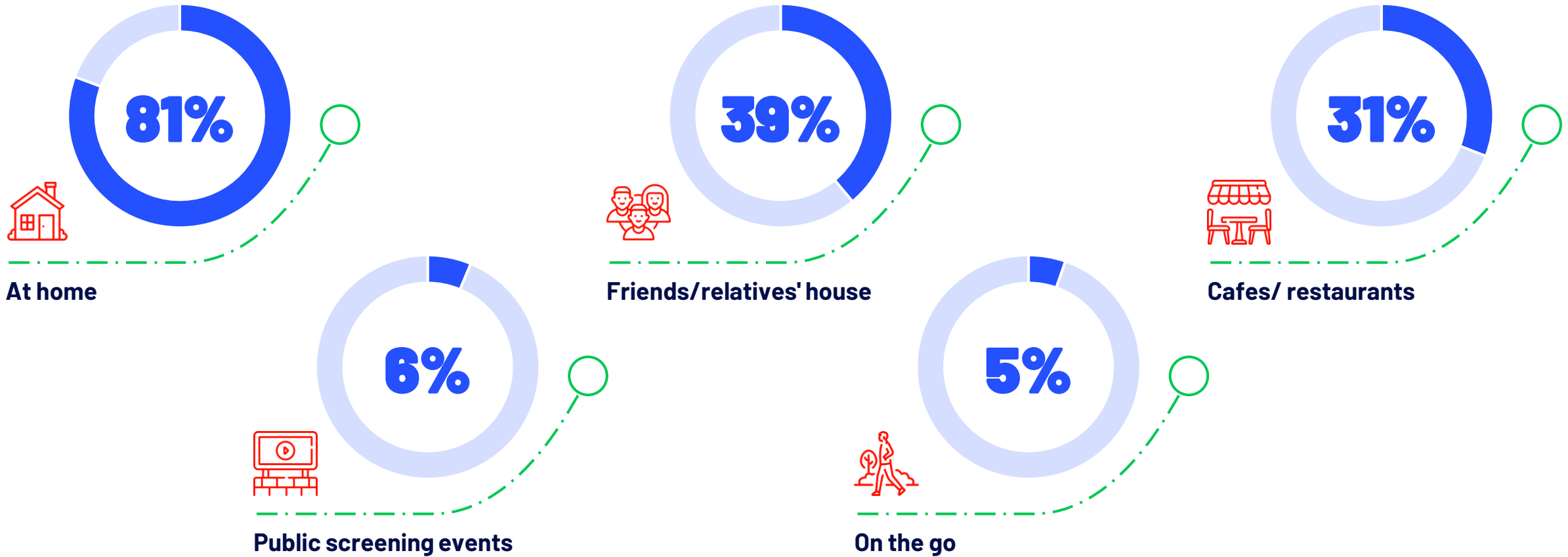
Will be Watching the Opening Ceremony





Fans are mixing it up, but home and friends/relatives houses are where most will tune in

Planned viewing locations



As for viewing preferences, fans lean toward big screens with Arabic commentary, though platform preference is almost evenly divided

Viewing setup & preferences

Will watch on paid channels/ subscriptions

54%



46%

Will watch on free platforms

Will watch in Arabic commentary

94%



6%

Will watch in English/ other language commentary

Will watch on a big screen

86%



14%

Will watch on a small screen





Nearly everyone will watch live, and most are willing to lose sleep to do it



95%

Will mainly watch the games live vs. recorded



78%

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





Obligations won't stand in the way as many are willing to skip plans and responsibilities for the games



43%

Will cancel important social events to watch the games



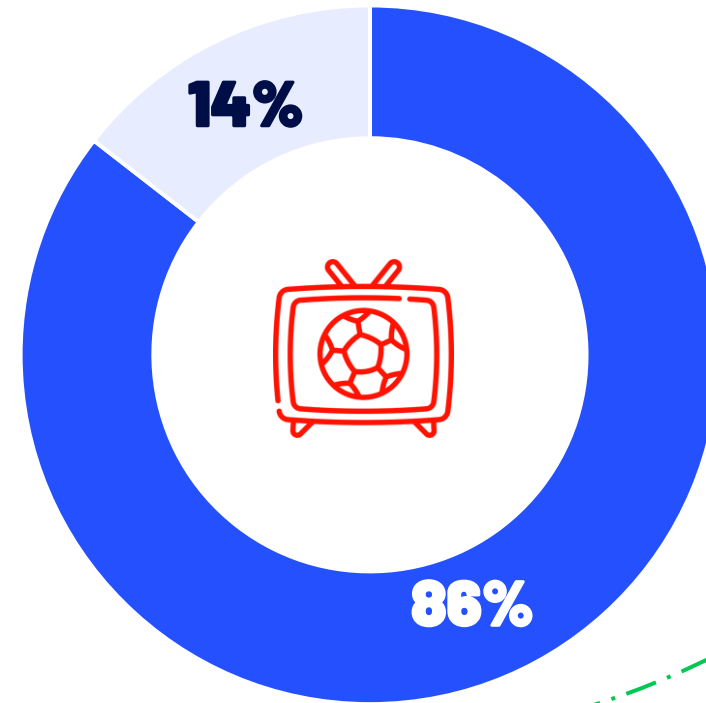
30%

Will miss work or school/ university to watch the games





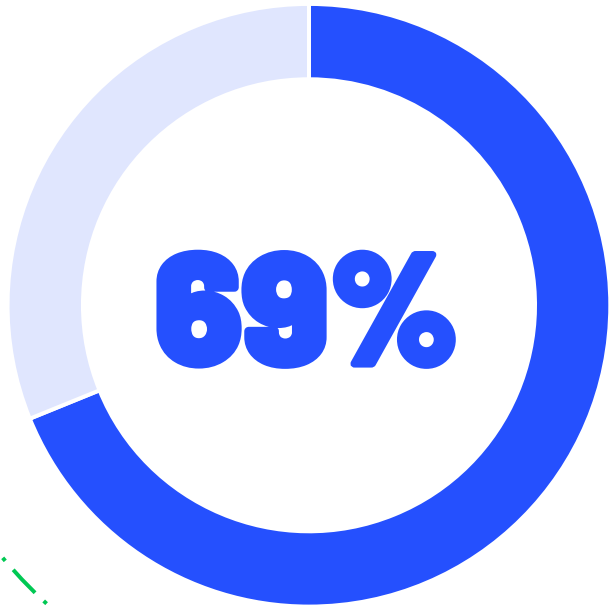
Companionship is central to the viewing experience, with the majority opting to watch in groups rather than individually



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

▶ ○ ○ ○

Many plan to elevate the experience beyond casual viewing by hosting or joining dedicated watch parties



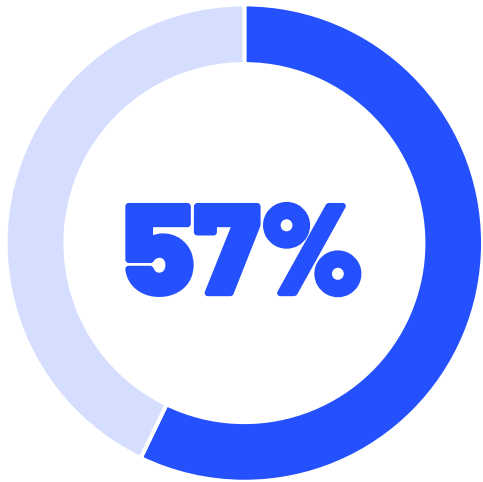
Will host or attend
World Cup watch parties



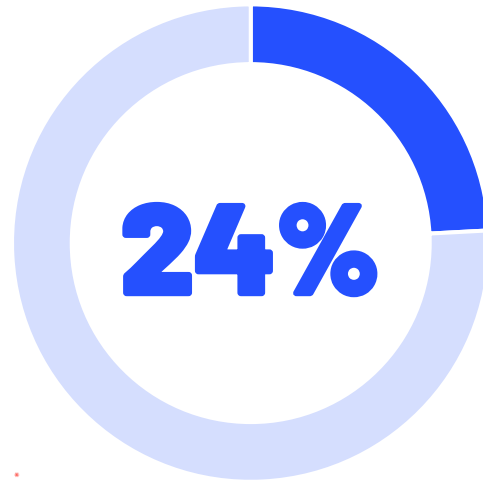


Most fans choose to watch big games alongside rival supporters, drawn by the added excitement

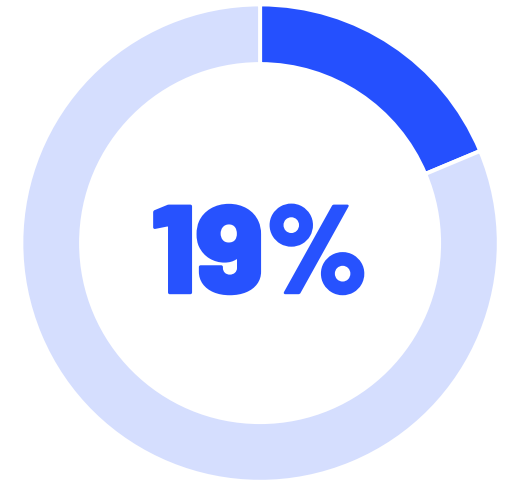
Viewing companions for favorite team's big games



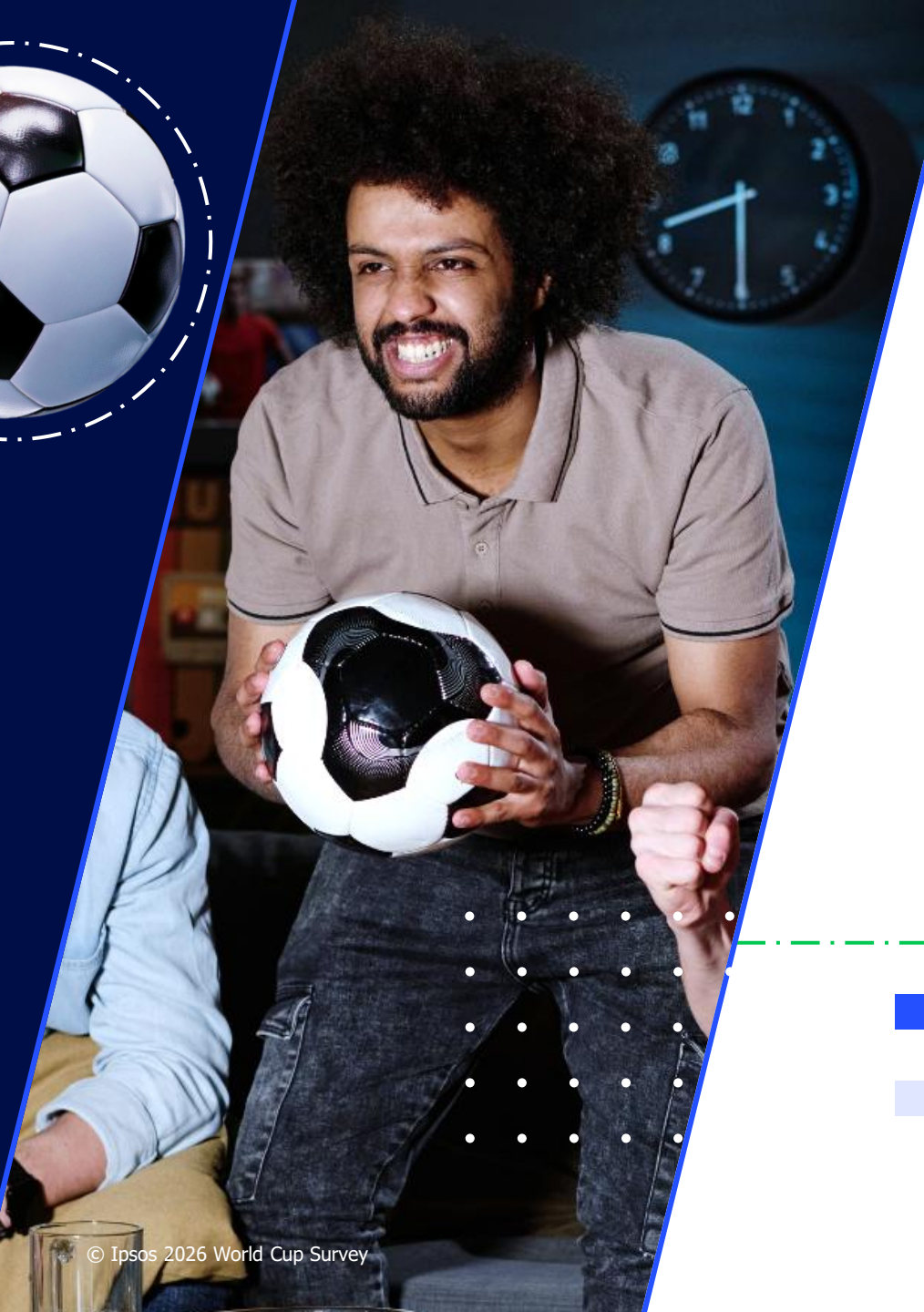
Plan to watch favorite team's big games with fans of opposing teams as it's more fun



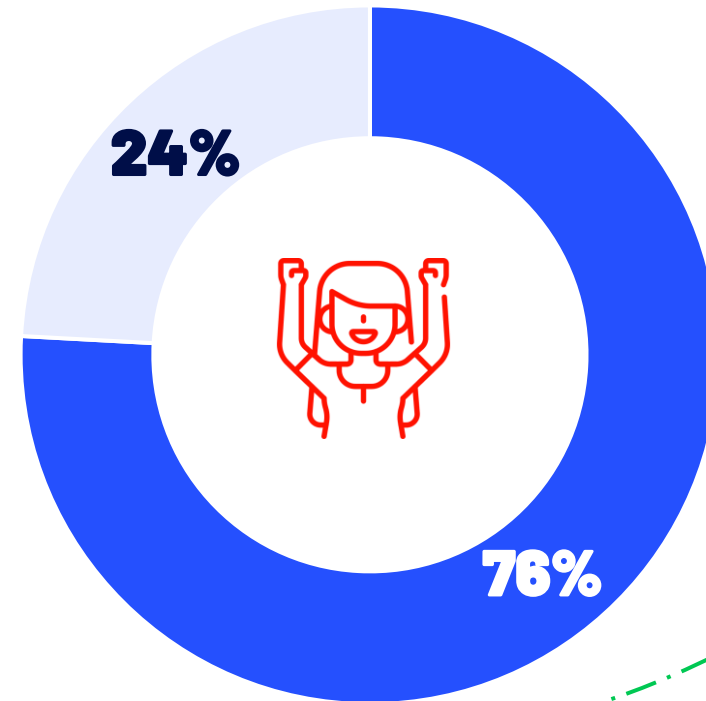
Plan to watch favorite team's big games only with fans supporting the same team



Plan to watch favorite team's big games alone



The majority of fans take defeat gracefully, showing good sporting spirit



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

Most fans bring their full attention, online presence and emotional investment to the screen

Viewing engagement levels

Fully focused

74%



26%

While multitasking

Engaged online/ on social media while watching

66%



34%

Disconnected, just watching

Are serious, emotionally invested fans

58%



42%

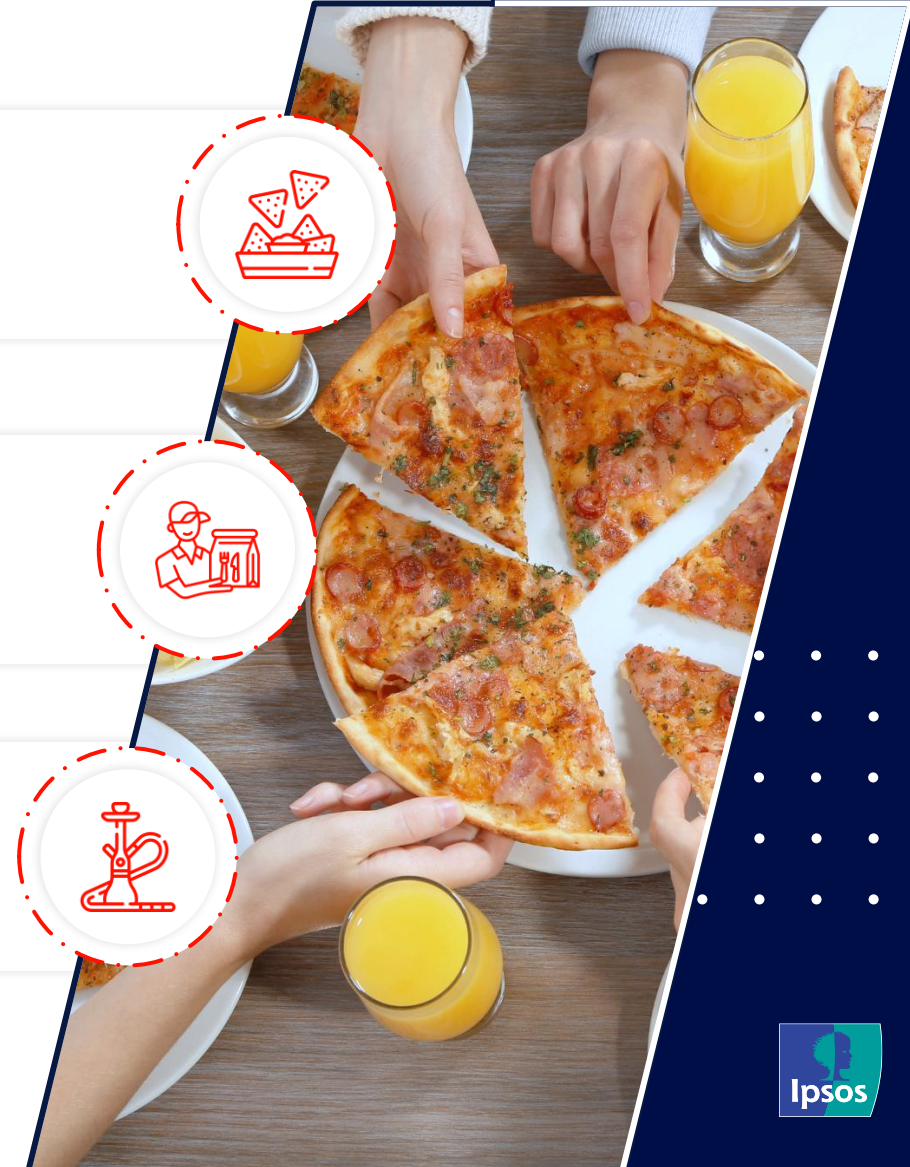
Are casual, relaxed viewers



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The viewing experience will come with snacks and food delivery for the majority, with half also likely to smoke shisha

Planned consumption habits while watching



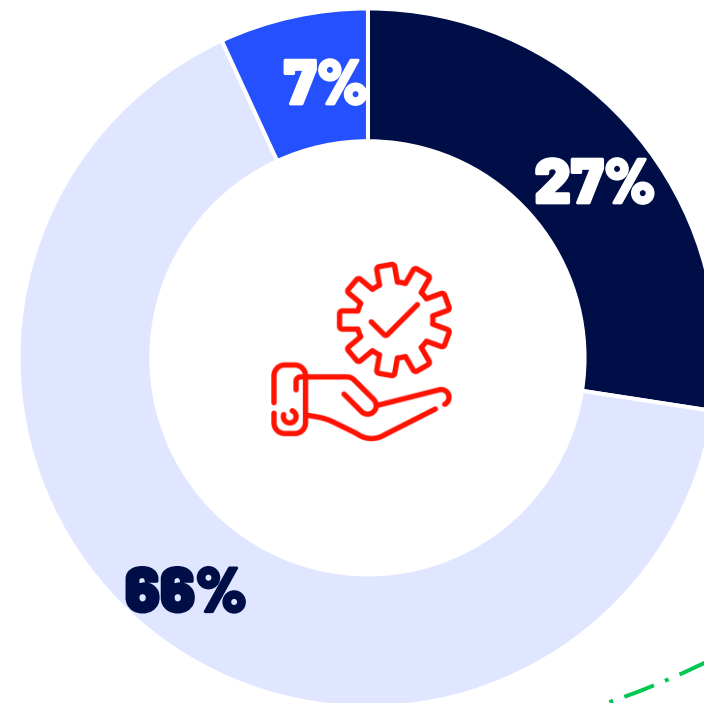


3

BEHAVIORAL IMPACT BEYOND THE SCREEN



The majority don't see the tournament affecting their productivity



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

▶ ○ ○ ○

Many are more likely to spend more, go out more frequently and purchase World Cup-themed products

Spending and lifestyle changes during the World Cup

48%

Are likely to spend more money than usual



55%

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



52%

Are likely to buy World Cup-themed products



▶ ○ ○ ○
Only a minority have travel plans to watch games in person

11%

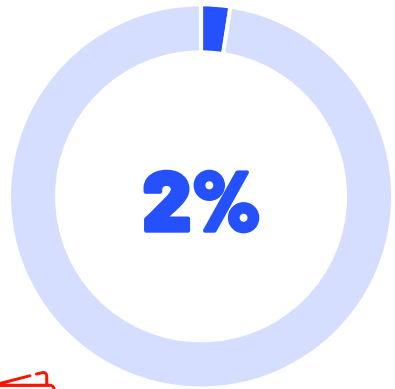
**Are planning to travel
to attend the matches
in person**



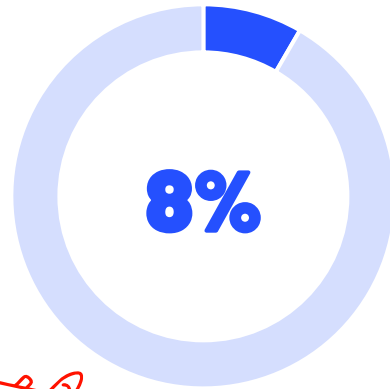


While not currently planning to travel, about a quarter remain open to visiting host countries should circumstances become more favorable

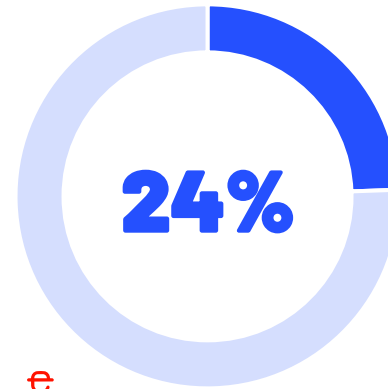
Travel intent to host countries



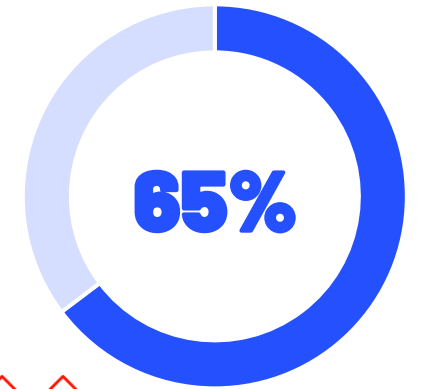
Already booked the tickets and secured travel arrangements



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



4

NATIONAL TEAM EXPECTATIONS



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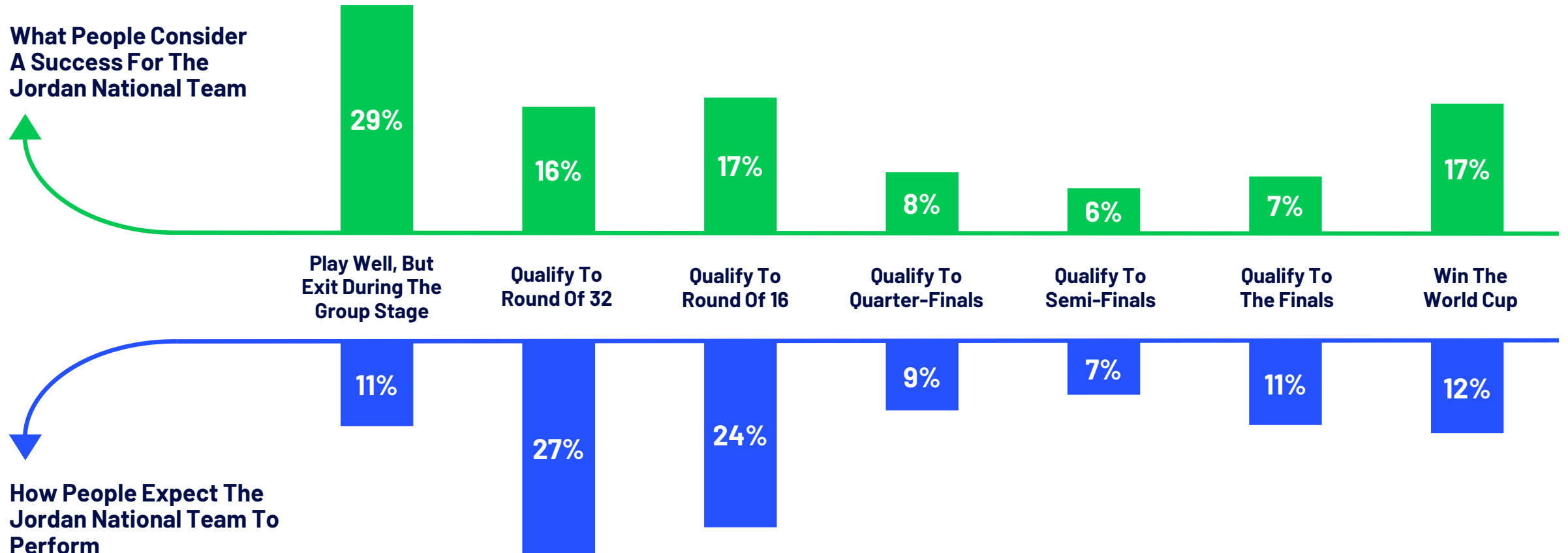
Fans are united by a strong belief in the team's potential and the leadership driving its success

Public perception of national team capabilities





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





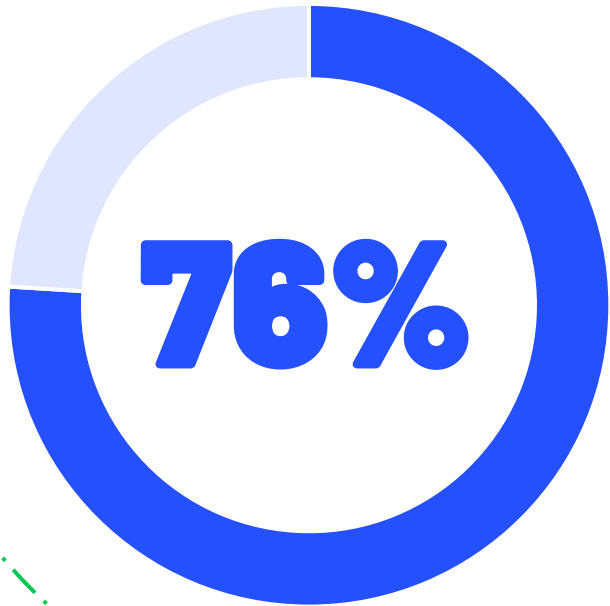
5

MATCH PREDICTIONS



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The majority plan to test their forecasting skills against family, friends and colleagues

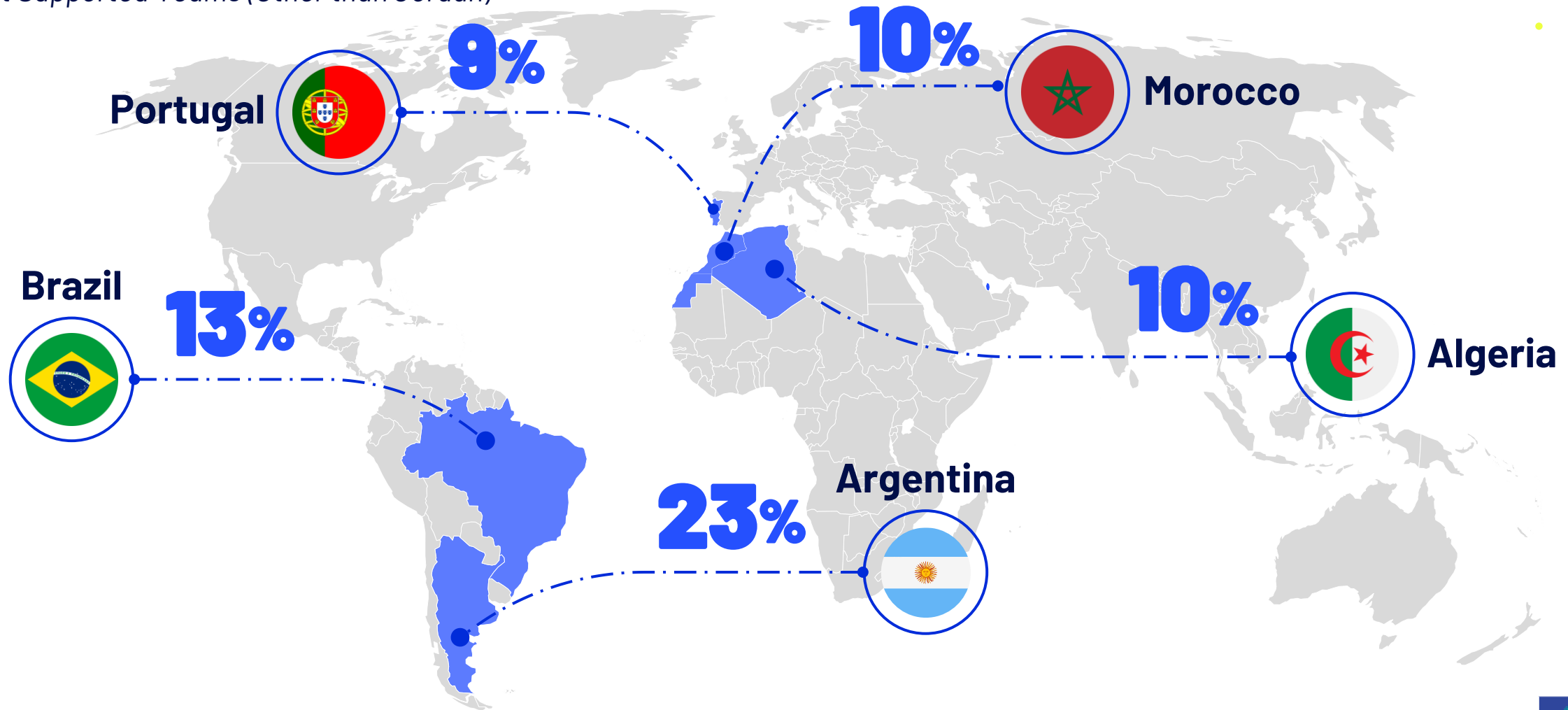


Will participate in match prediction competitions between family, friends and colleagues



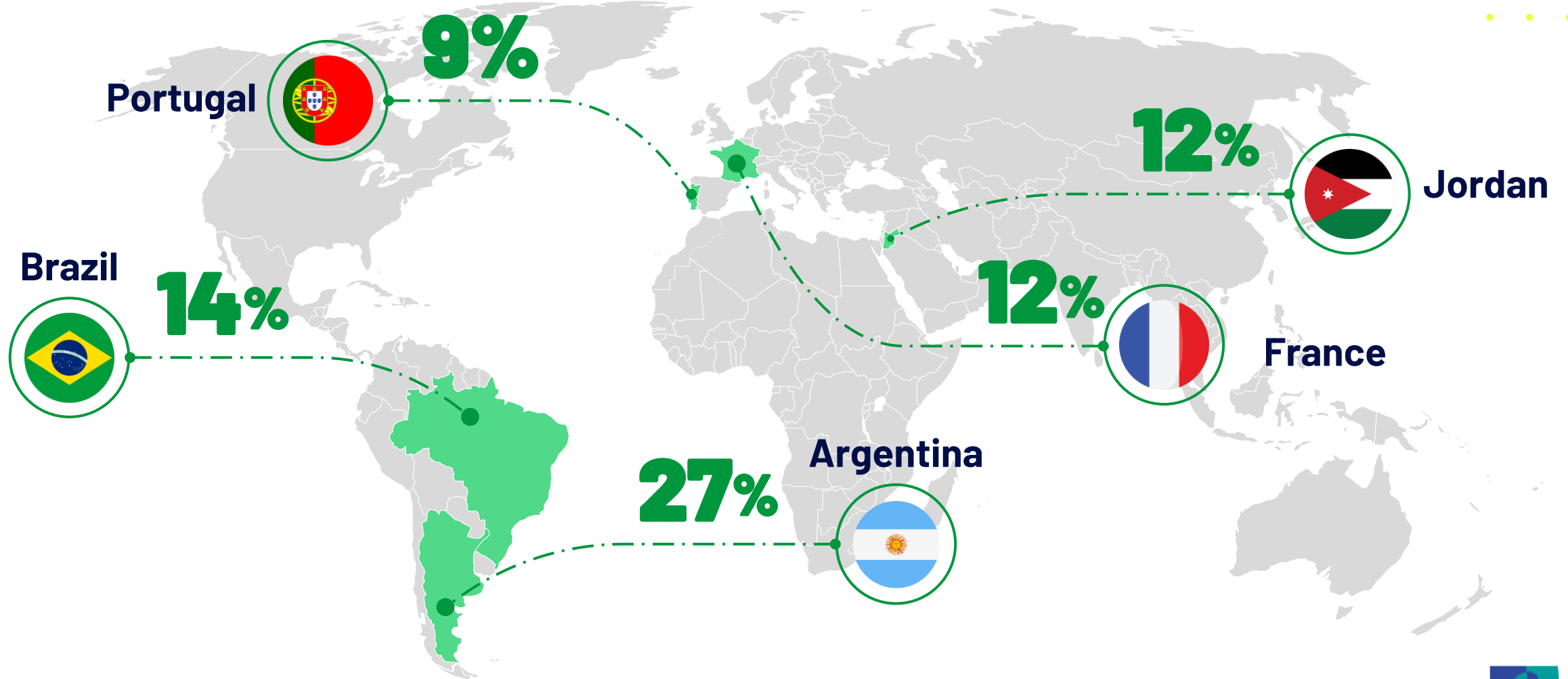
Besides Jordan, Argentina is the most supported team

Most Supported Teams (Other than Jordan)



Fans also see Argentina as the most likely team to take home the trophy

Predicted World Cup Winner



Ronaldo ranks first when it comes to people's predicted Golden Ball winner followed by Mousa Al-Tamari

Predicted Golden Ball Winner

24%



**Cristiano
Ronaldo**

17%



**Mousa Al-
Tamari**

10%



**Lamine
Yamal**

10%



**Achraf
Hakimi**

10%



**Kylian
Mbappé**



INFORMATION SOURCES & ENGAGEMENT

▶ ○ ○ ○

During the World Cup, the majority plan to keep up with scores on a daily basis while 1 in 5 plan to check scores for key matches only

Planned frequency of checking scores

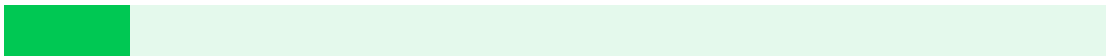
64%

Check scores daily



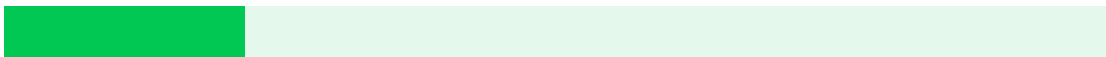
11%

Check scores weekly



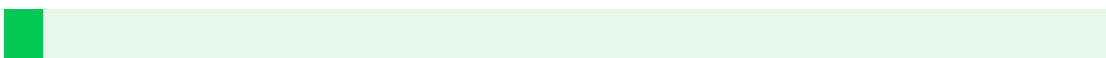
22%

Check scores for key matches only



3%

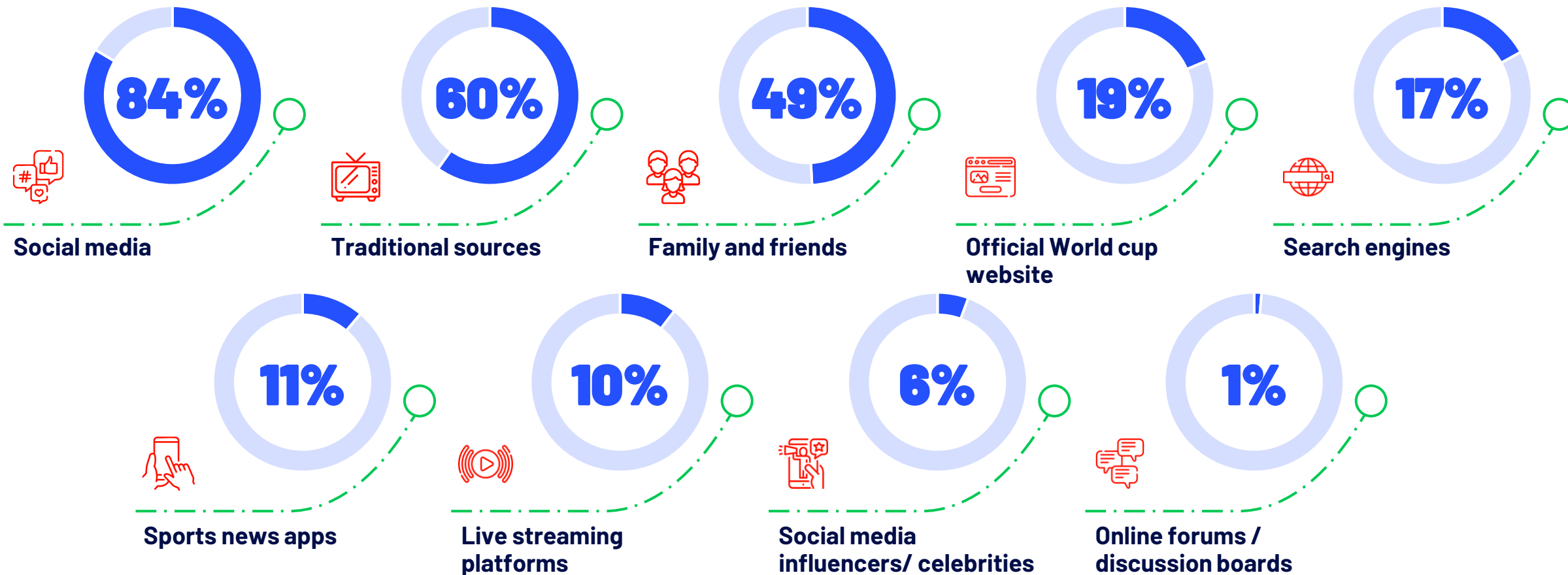
Will not check scores at all



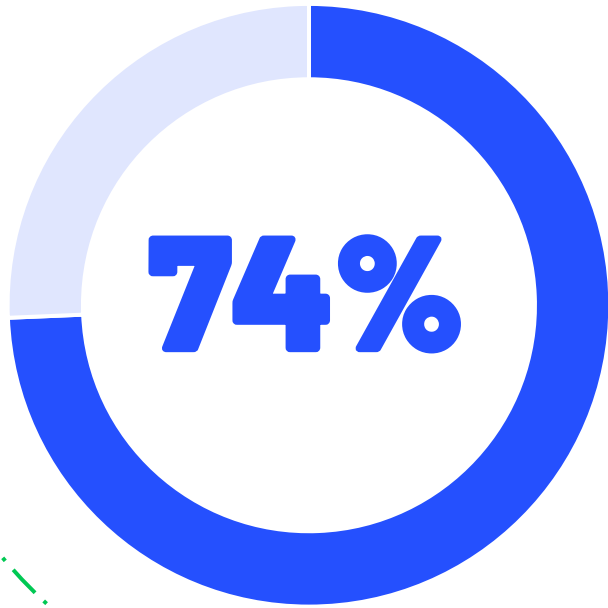


Fans plan to rely on social media most, but traditional media is also expected to be a big source followed by word of mouth

Sources People Plan to Use for Scores & Information



Already the primary and leading source, social media is expected to see even higher engagement during the World Cup



Are likely to engage more on social media around World Cup content





7

WORLD CUP SPONSORSHIPS

▶ ○ ○ ○

Awareness towards World Cup sponsors

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



54%



51%



41%



28%

Hisense

27%



20%



HYUNDAI

14%



12%





Brands Most Associated with the FIFA World Cup regardless of sponsorship

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



27%



13%



12%



5%



5%



4%



2%



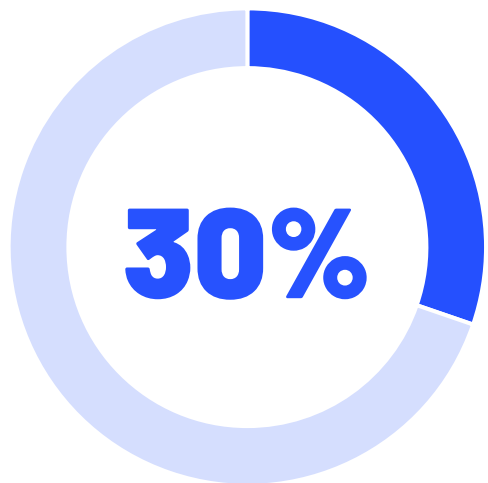
2%



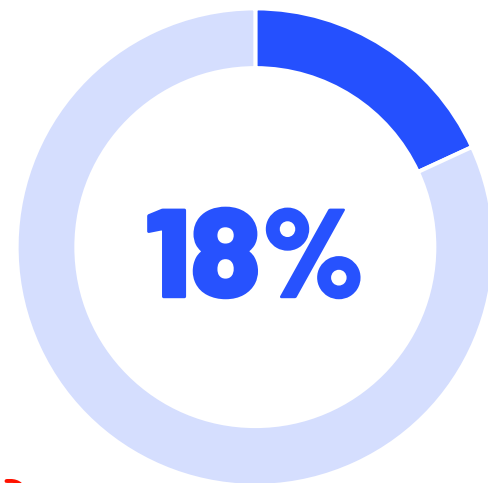


For some, brands that sponsor the World Cup gain an edge in perception, purchase consideration and social engagement

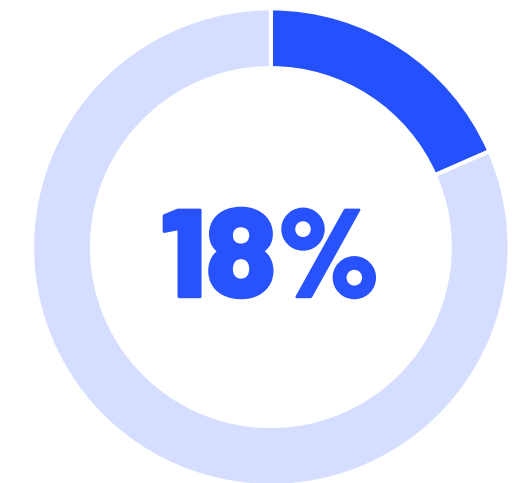
Attitudes Toward World Cup Sponsor Brands



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



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



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



8

THE WORLD CUP PERSONAS



▶ ○ ○ ○

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

25%

**The Casual
Observer**



20%

**The Die-Hard
Fanatic**



19%

The Tactician



18%

**The Social
Viewer**



18%

**The Opportunist
Supporter**



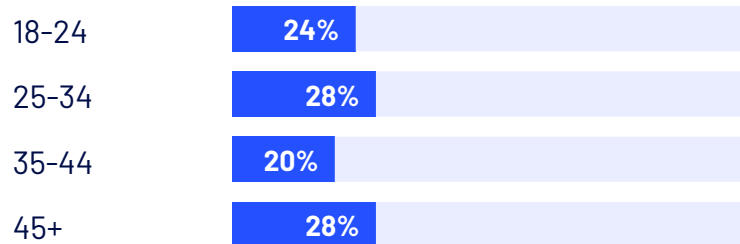
Who is The Casual Observer? (25%)

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.

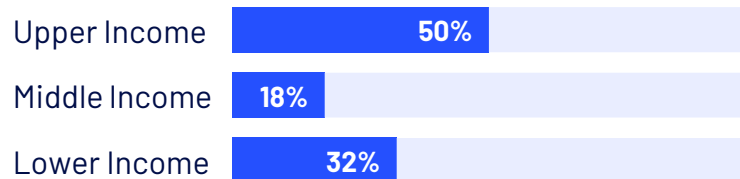
By Gender



By Age



By Income Level



39%

Are satisfied knowing the final score without watching the match

38%

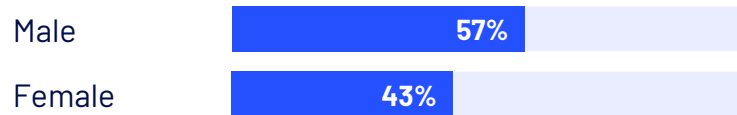
Watch the World Cup only when there is nothing else to do or when others are watching



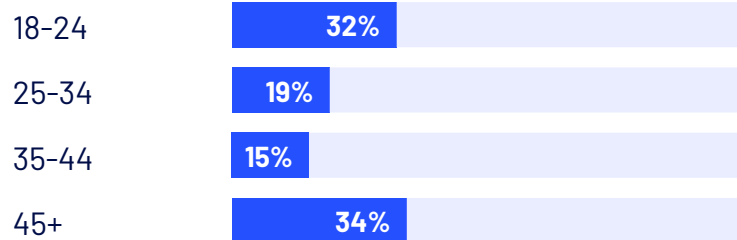
Who is The Die-Hard Fanatic? (20%)

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.

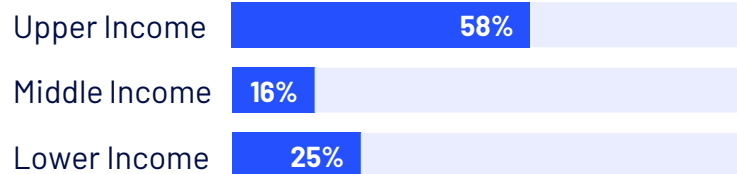
By Gender



By Age



By Income Level



65%

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

61%

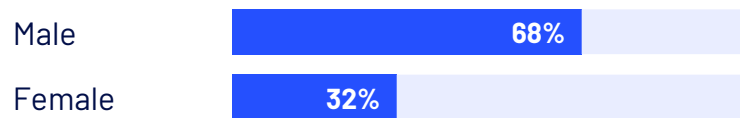
Think that during the World Cup everything else takes a back seat to football



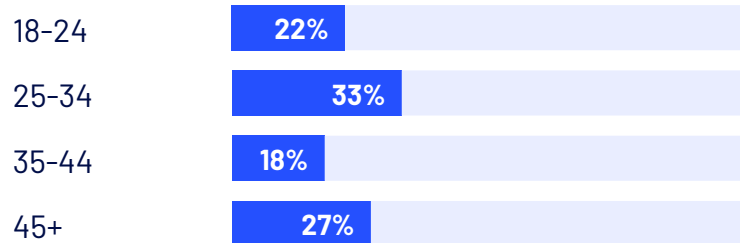
Who is The Tactician? (19%)

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.

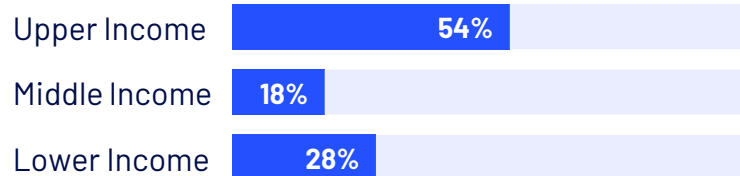
By Gender



By Age



By Income Level

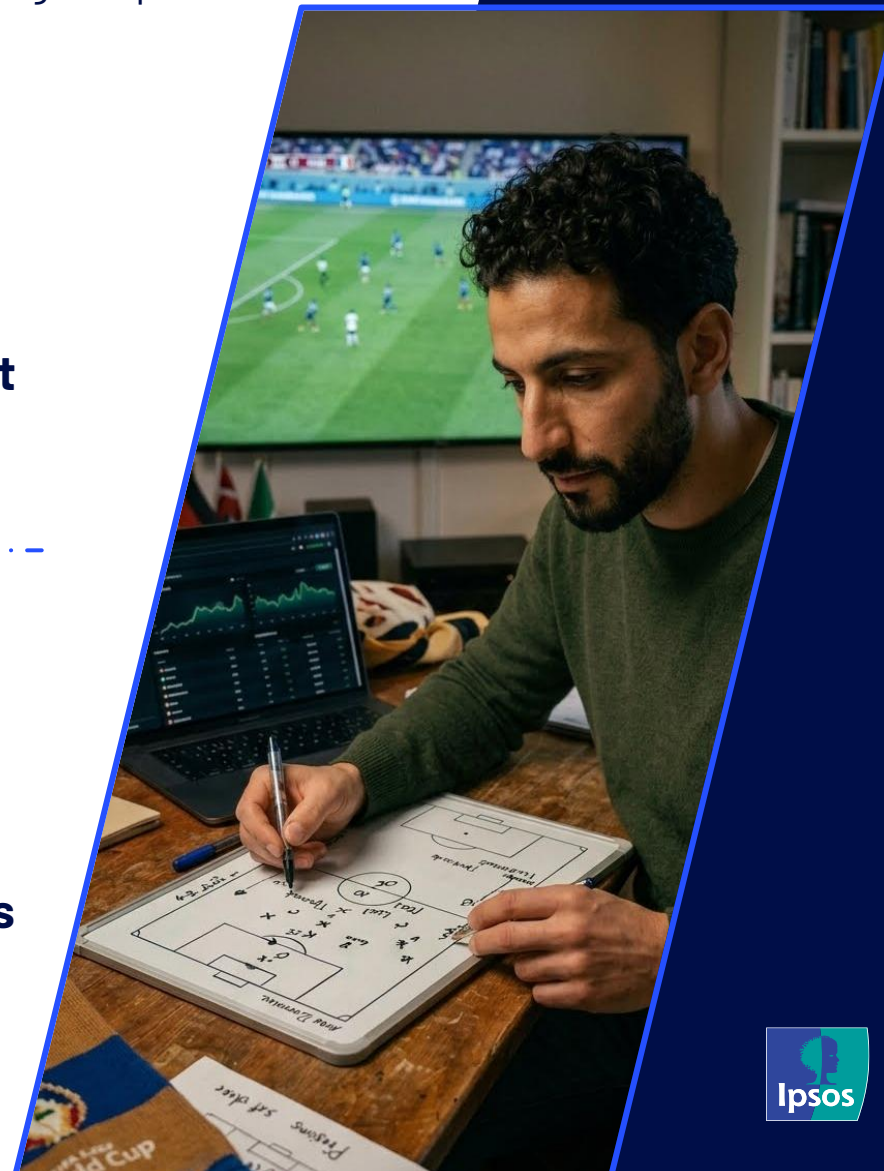


65%

Follow football news and expert opinions year-round

40%

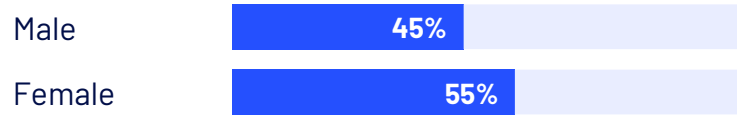
Enjoy analyzing tactics, formations and player statistics during matches



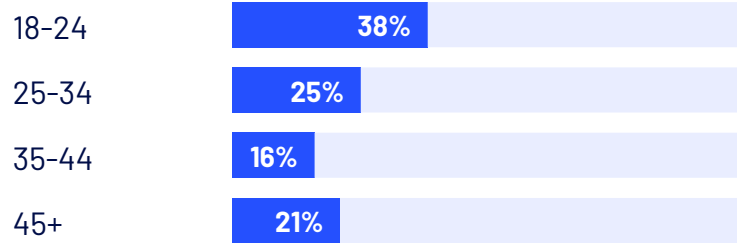
Who is The Social Viewer? (18%)

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.

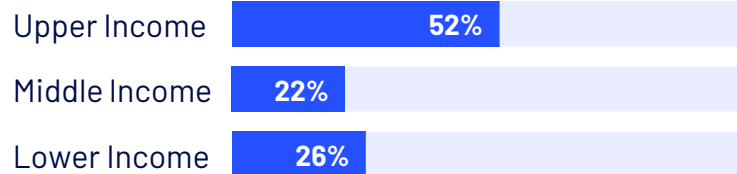
By Gender



By Age



By Income Level



75%

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

67%

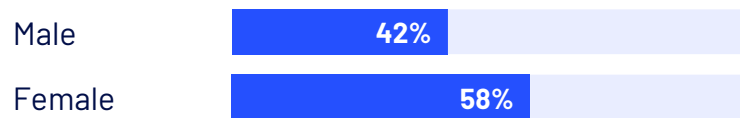
Enjoy the World Cup mainly because it brings people together



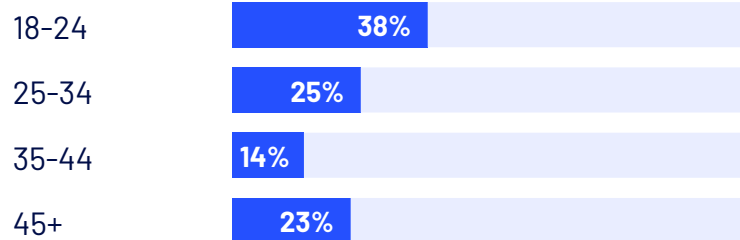
Who is The Opportunist Supporter? (18%)

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.

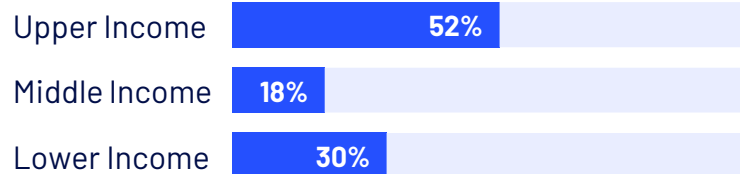
By Gender



By Age



By Income Level



70%

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

39%

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



Methodology

Sample size

— X
500 respondents

Sample criteria

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

Methodology

— X
The survey was conducted via Ipsos online panel

Geographical coverage

— X
Conducted in Jordan with a nationwide coverage

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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