

# IPSOS 2026 WORLD CUP SURVEY

Morocco Edition

June 2026



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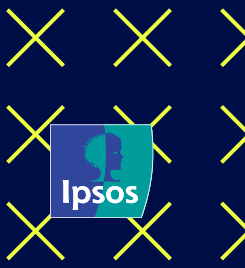
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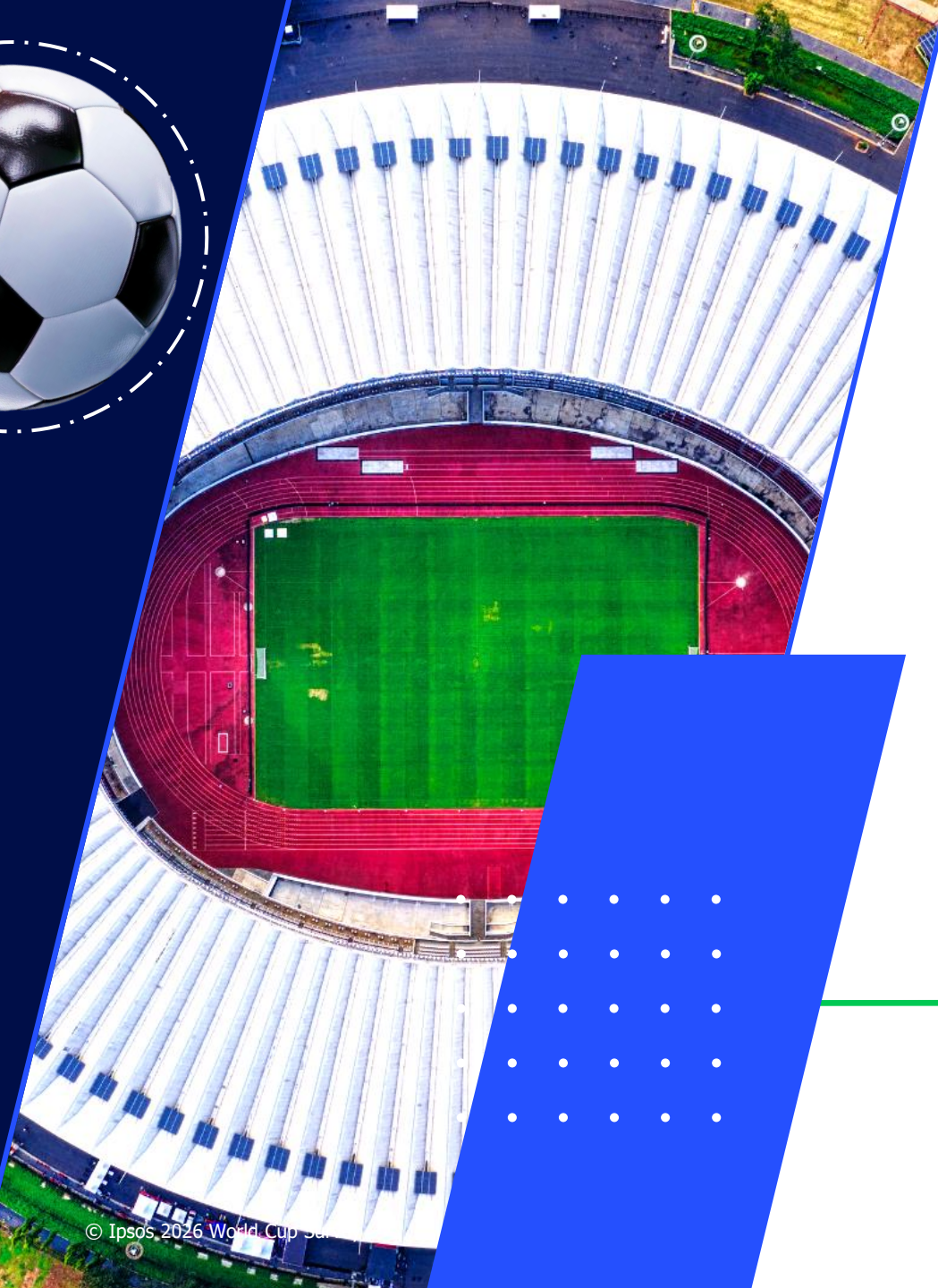




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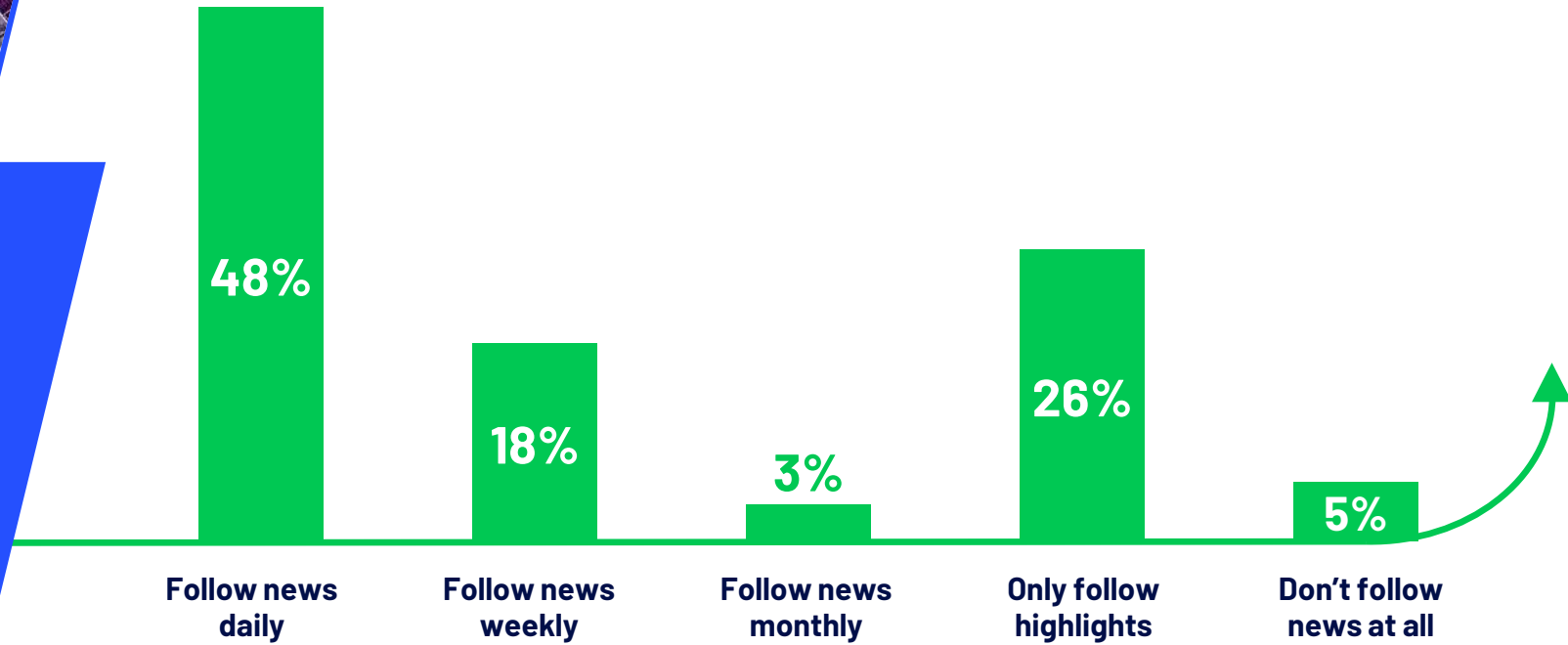
# ANTICIPATION & VIEWING INTENT





# The countdown has fans tuned in, where most are tracking updates daily

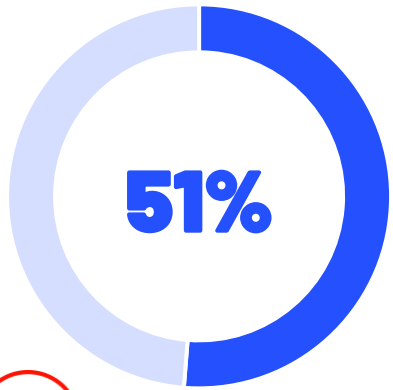
*Frequency of following World Cup news so far*



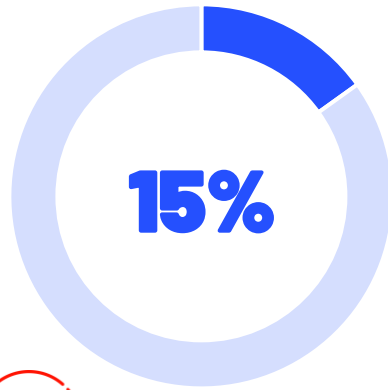


# Awareness of the 48-team expansion is high, with most fans welcoming the change

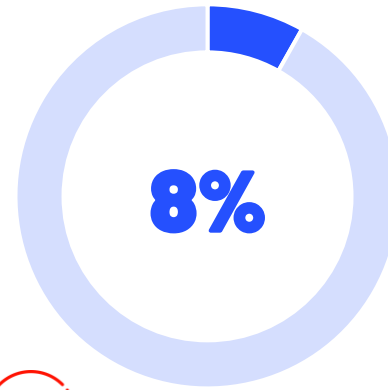
Awareness and sentiment toward the 48-team format



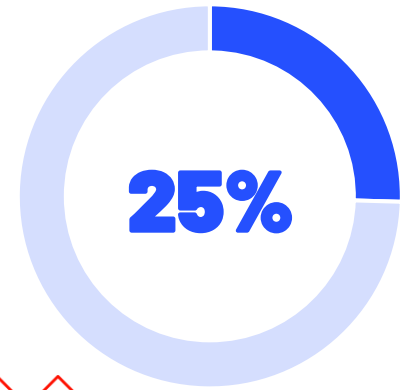
**Are aware and excited about more inclusivity**



**Are aware and neutral about the change**



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

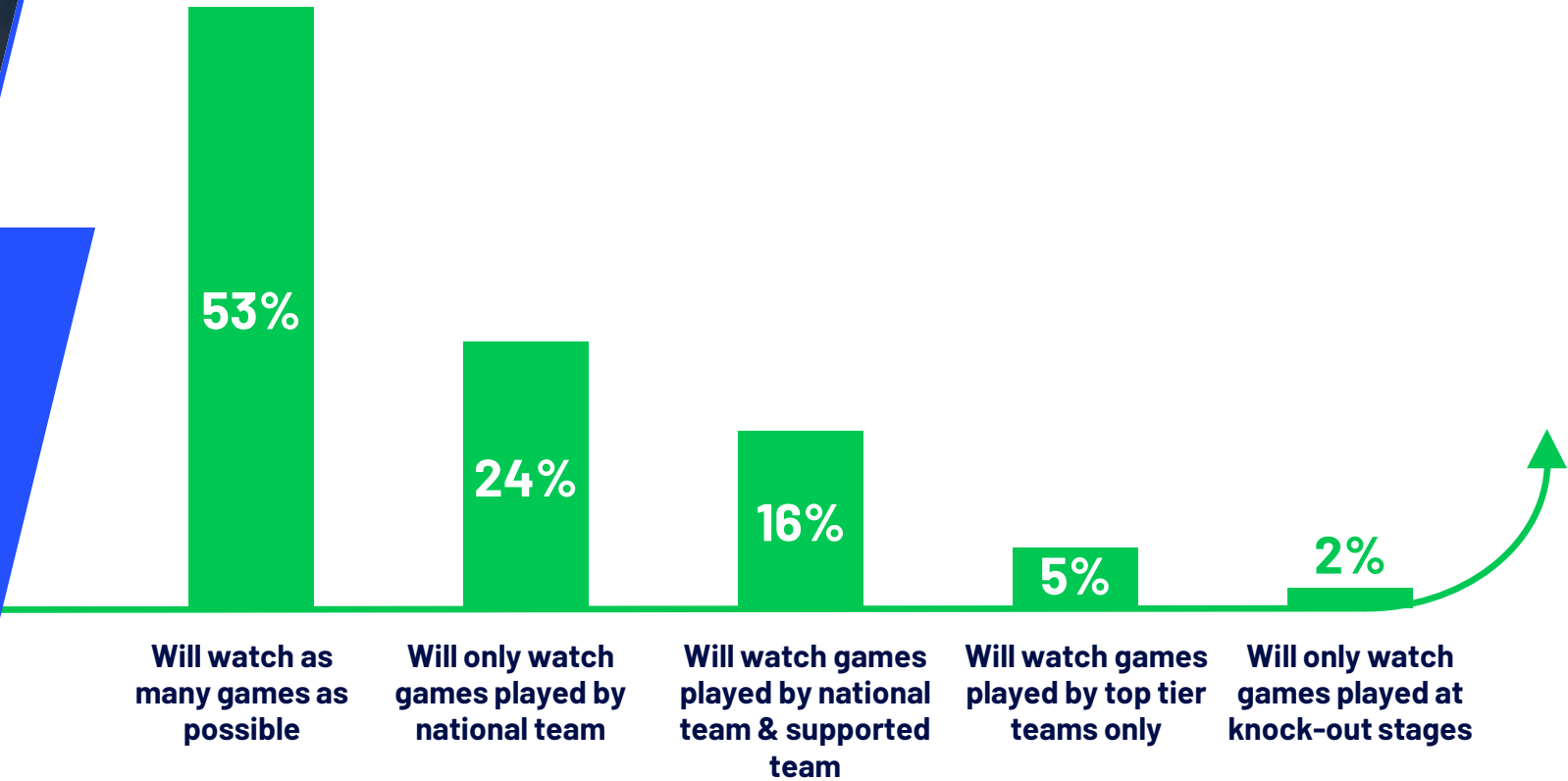


**Are not aware of this change**



# Beyond following the news, half are committed to watching as many games as they can

Viewing intent for World Cup 2026





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# VIEWING BEHAVIOR

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

90%

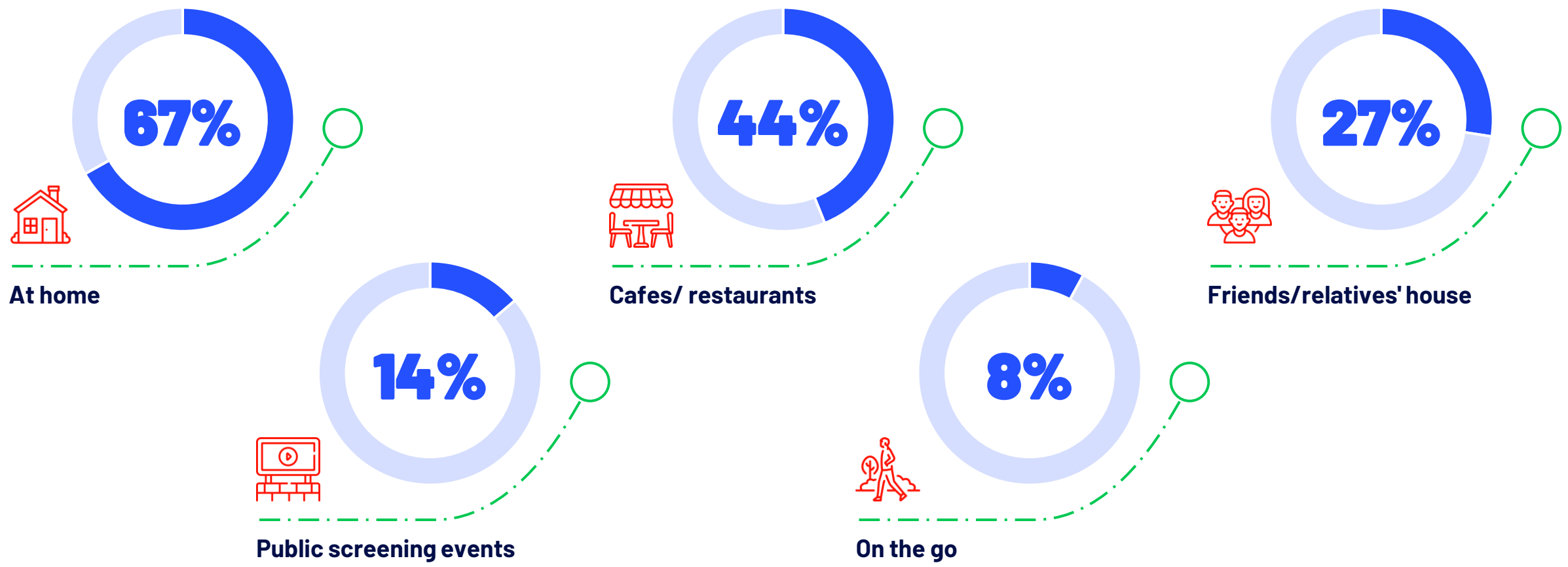
Will be Watching the  
Opening Ceremony





# Homes and cafés emerge as the preferred spots to catch the games

Planned viewing locations



# Big screens and Arabic commentary are the standard, with most opting for paid subscriptions

## Viewing setup & preferences

Will watch on paid channels/ subscriptions

62%



38%

Will watch on free platforms

Will watch in Arabic commentary

86%



14%

Will watch in English/ other language commentary

Will watch on a big screen

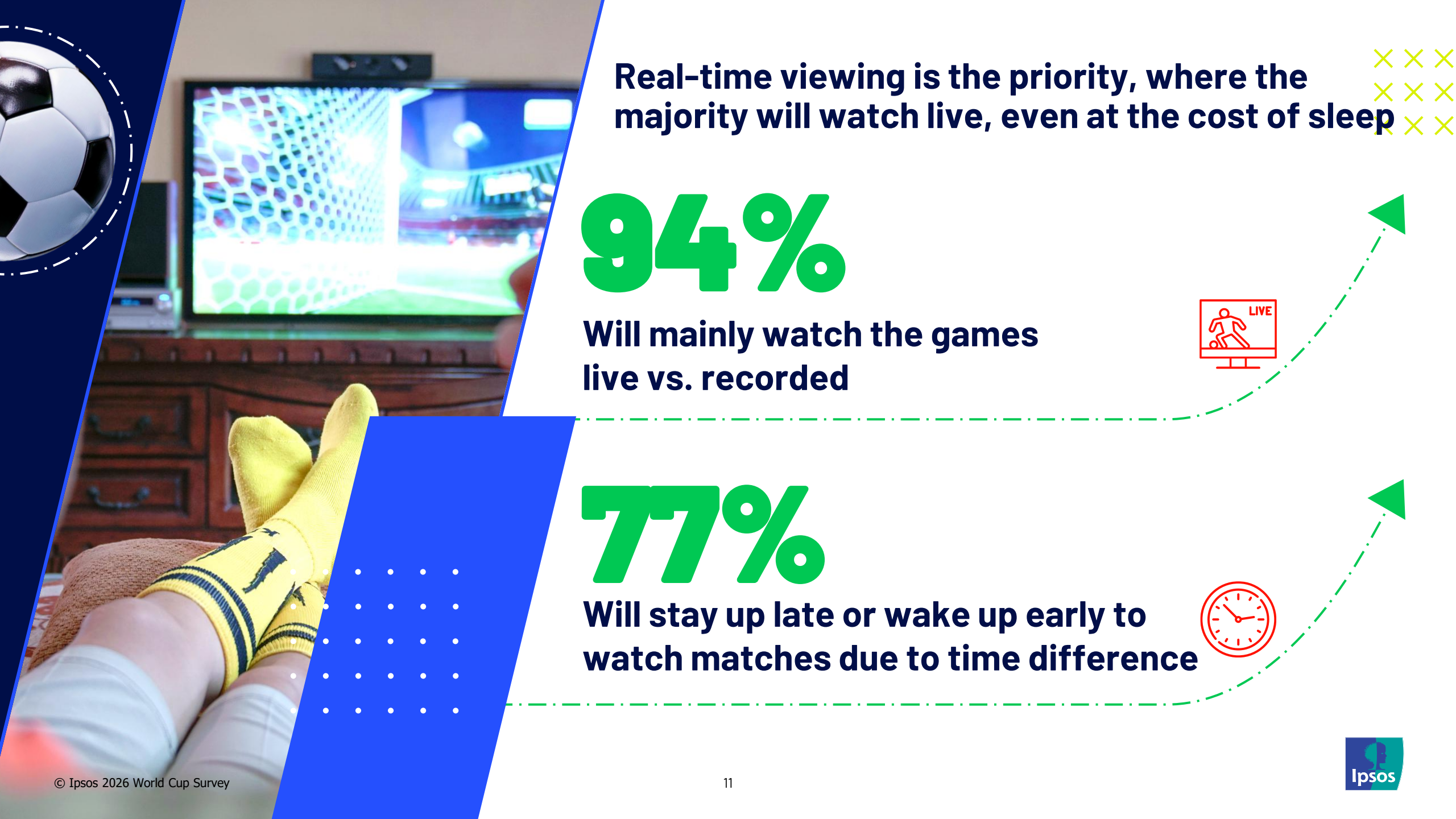
79%



21%

Will watch on a small screen





Real-time viewing is the priority, where the majority will watch live, even at the cost of sleep



94%

Will mainly watch the games live vs. recorded



77%

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





**For many, the games come first, even if it means missing work, school or events**



**49%**

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



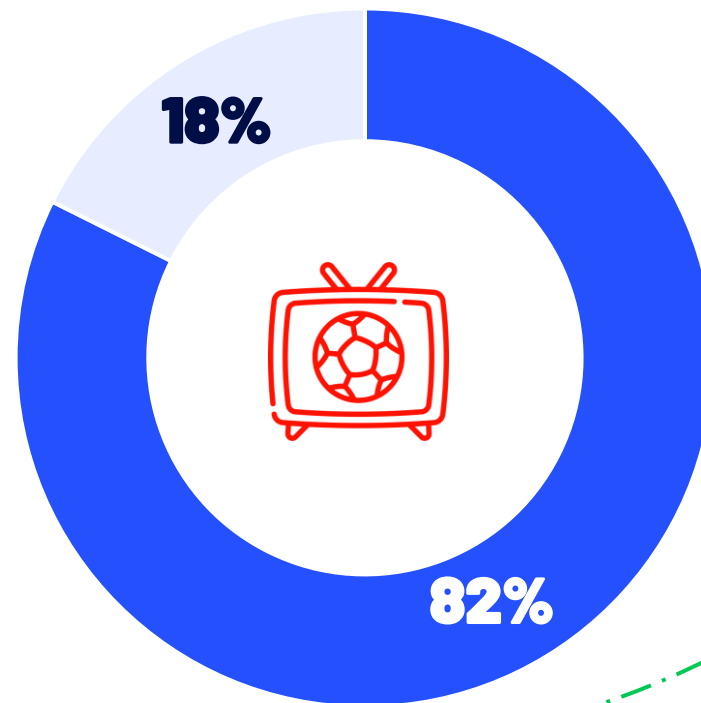
**32%**

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





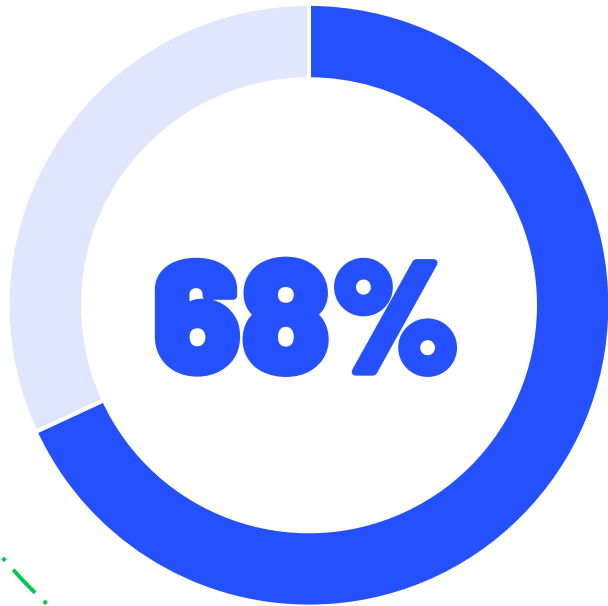
## Watching will be a shared experience, where the majority will have company



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

▶ ○ ○ ○

# Many will go beyond casual viewing, organizing or attending watch parties



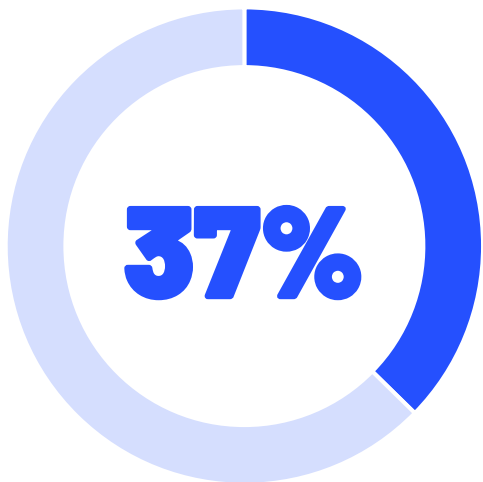
Will host or attend  
World Cup watch parties



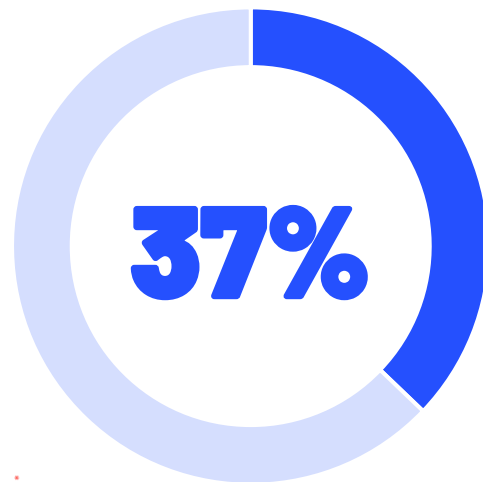


# The social dynamic is split for big games, where equal shares prefer rival supporters or same-team fans, with a quarter going solo

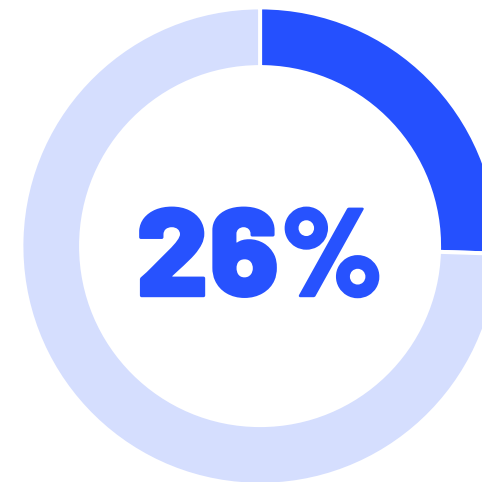
Viewing companions for favorite team's big games



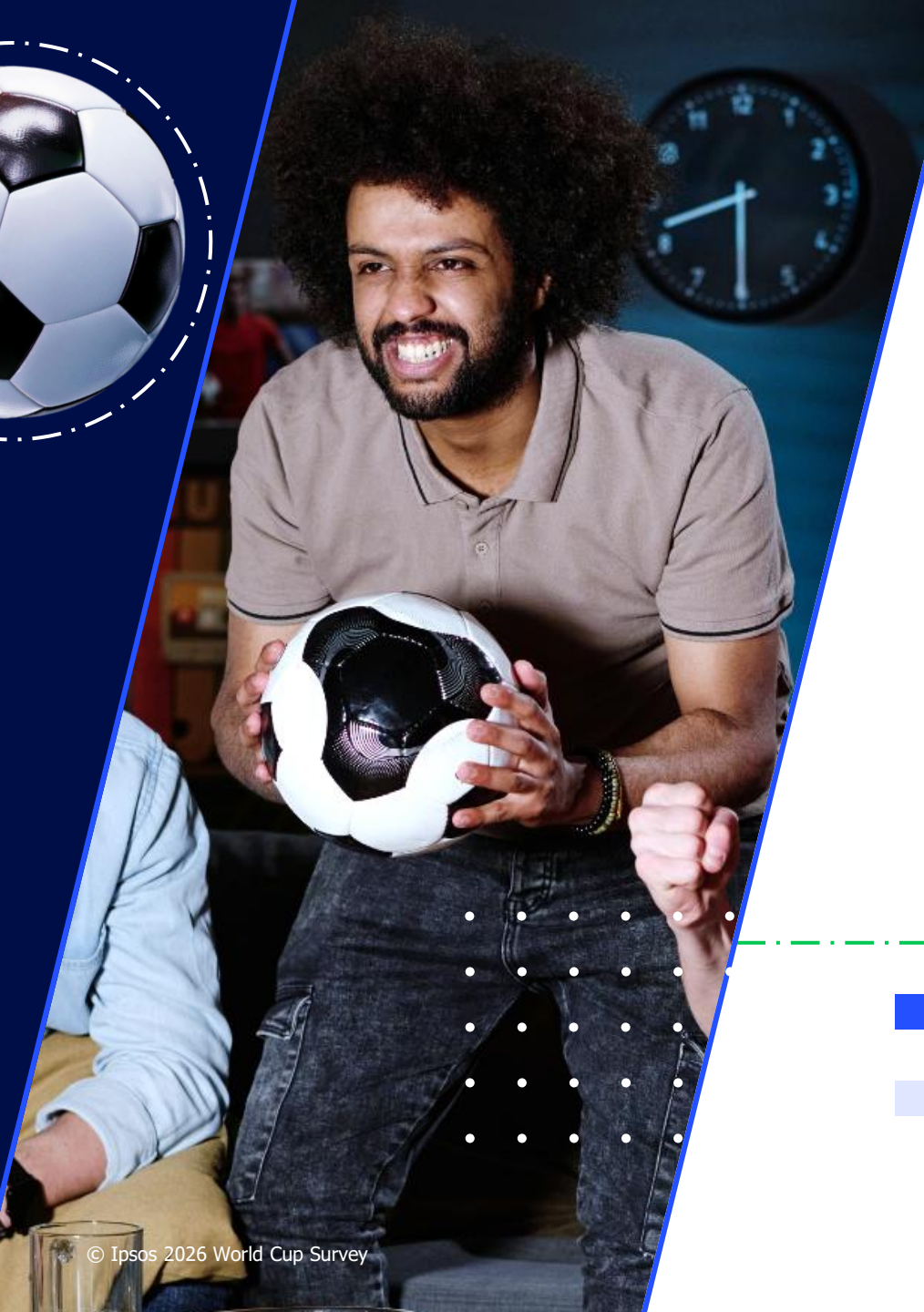
**Plan to watch favorite team's big games with fans of opposing teams as it's more fun**



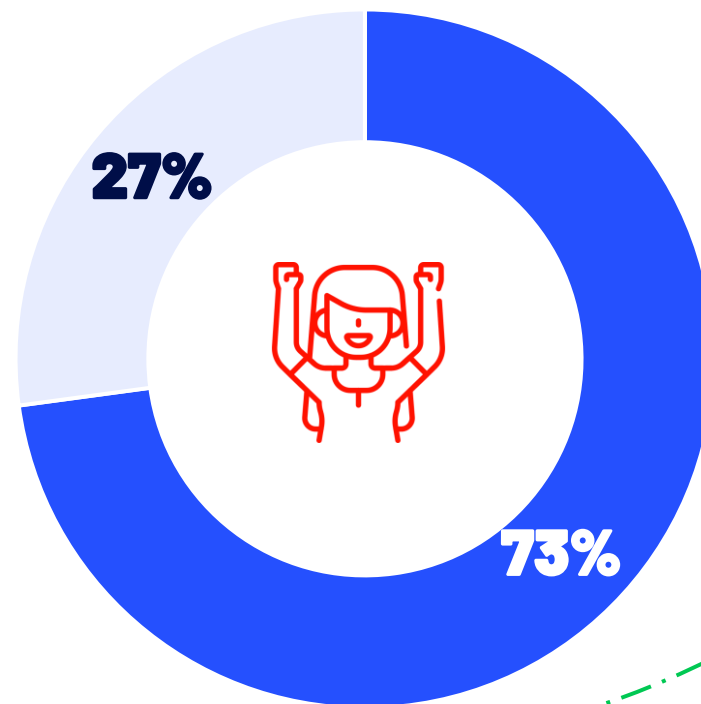
**Plan to watch favorite team's big games only with fans supporting the same team**



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



## Good sportsmanship prevails, where around 3 in 4 handle losses well



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

# When watching, most fans are fully present with full focus, online engagement and emotional investment

## Viewing engagement levels

Fully focused

82%



18%

While multitasking

Engaged online/ on social media while watching

68%



32%

Disconnected, just watching

Are serious, emotionally invested fans

63%



37%

Are casual, relaxed viewers



▶ ○ ○ ○

# Food is likely to be part of the experience for most, while a quarter will also enjoy shisha during matches

*Planned consumption habits while watching*

**77%**

**Will watch with snacks and food prepared**



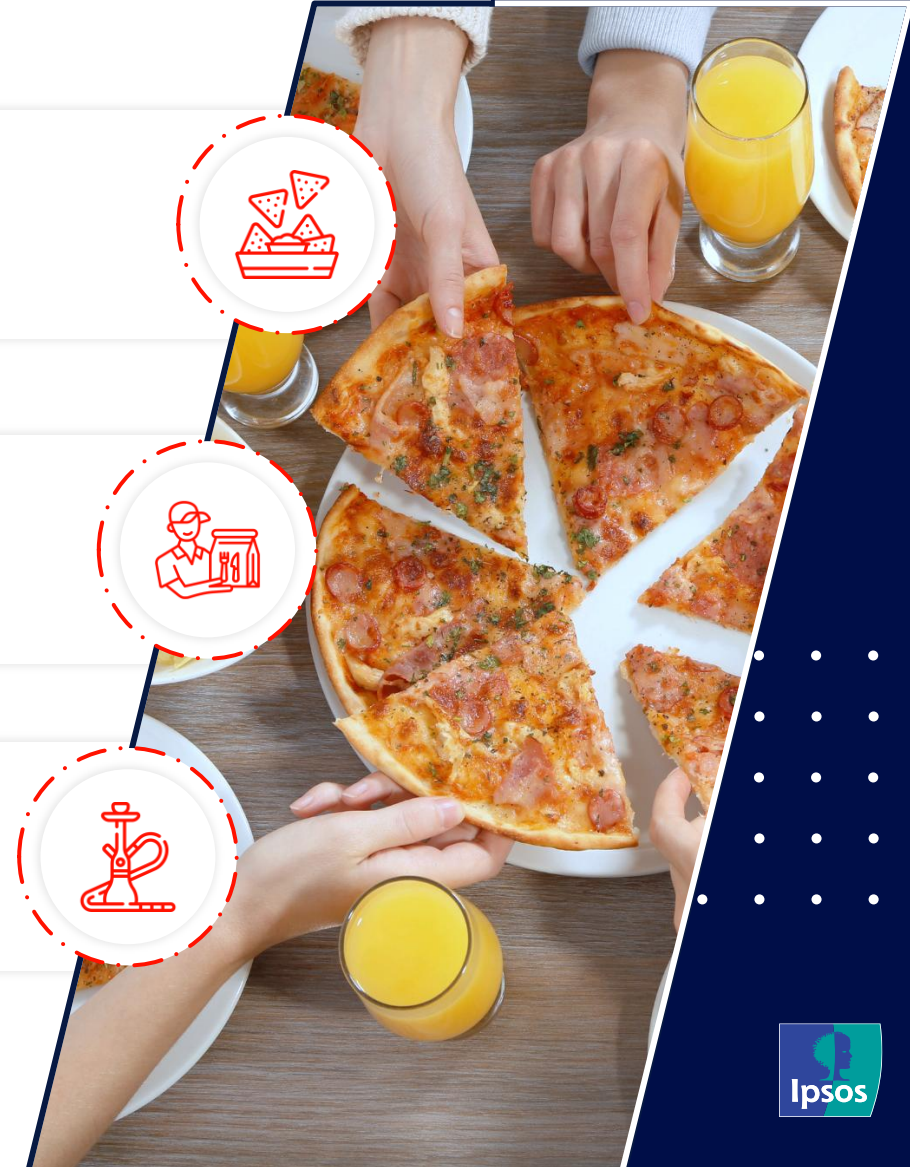
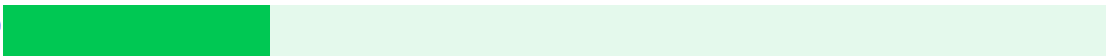
**58%**

**Are likely to order food more often**



**24%**

**Are likely to smoke shisha while watching matches**



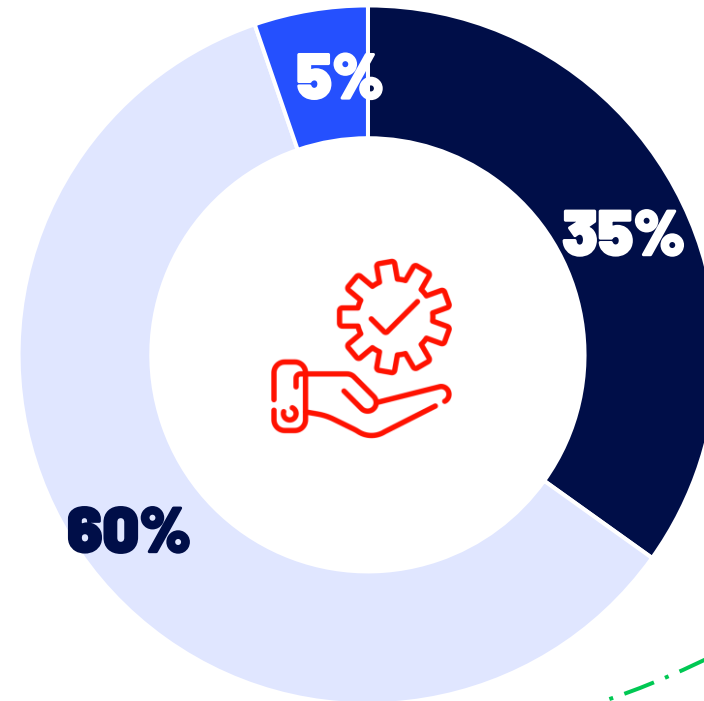


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# BEHAVIORAL IMPACT BEYOND THE SCREEN



## The majority believe they'll stay just as productive during the World Cup



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

▶ ○ ○ ○

# Many plan on spending more, going out more and purchasing World Cup-themed products

Spending and lifestyle changes during the World Cup

**56%**

Are likely to spend more money than usual



**61%**

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



**65%**

Are likely to buy World Cup-themed products



▶ ○ ○ ○

About 1 in 4 claim they have travel plans to watch games in person

**23%**

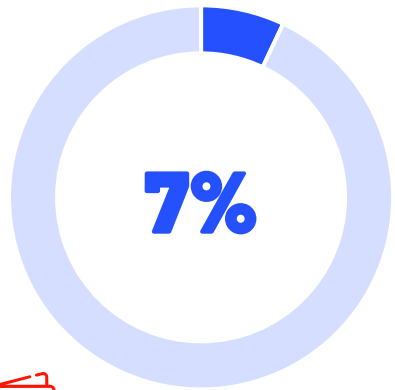
**Are planning to travel to attend the matches in person**



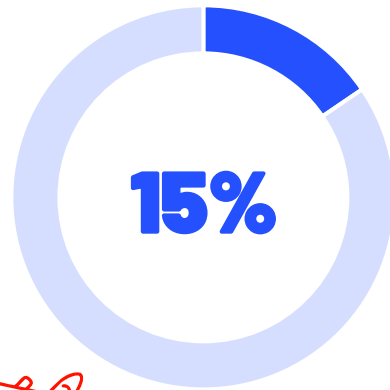


## Despite travel claims, commitment levels vary

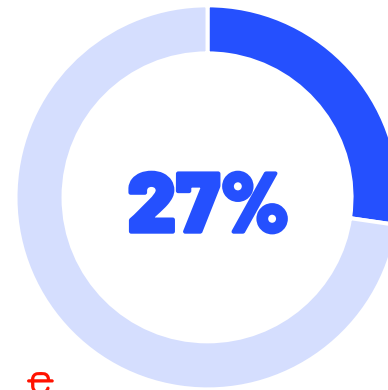
Travel intent to host countries



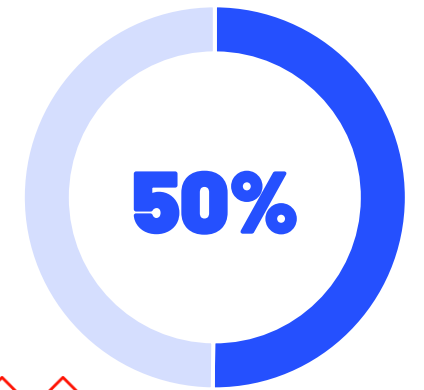
**Already booked the tickets and secured travel arrangements**



**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

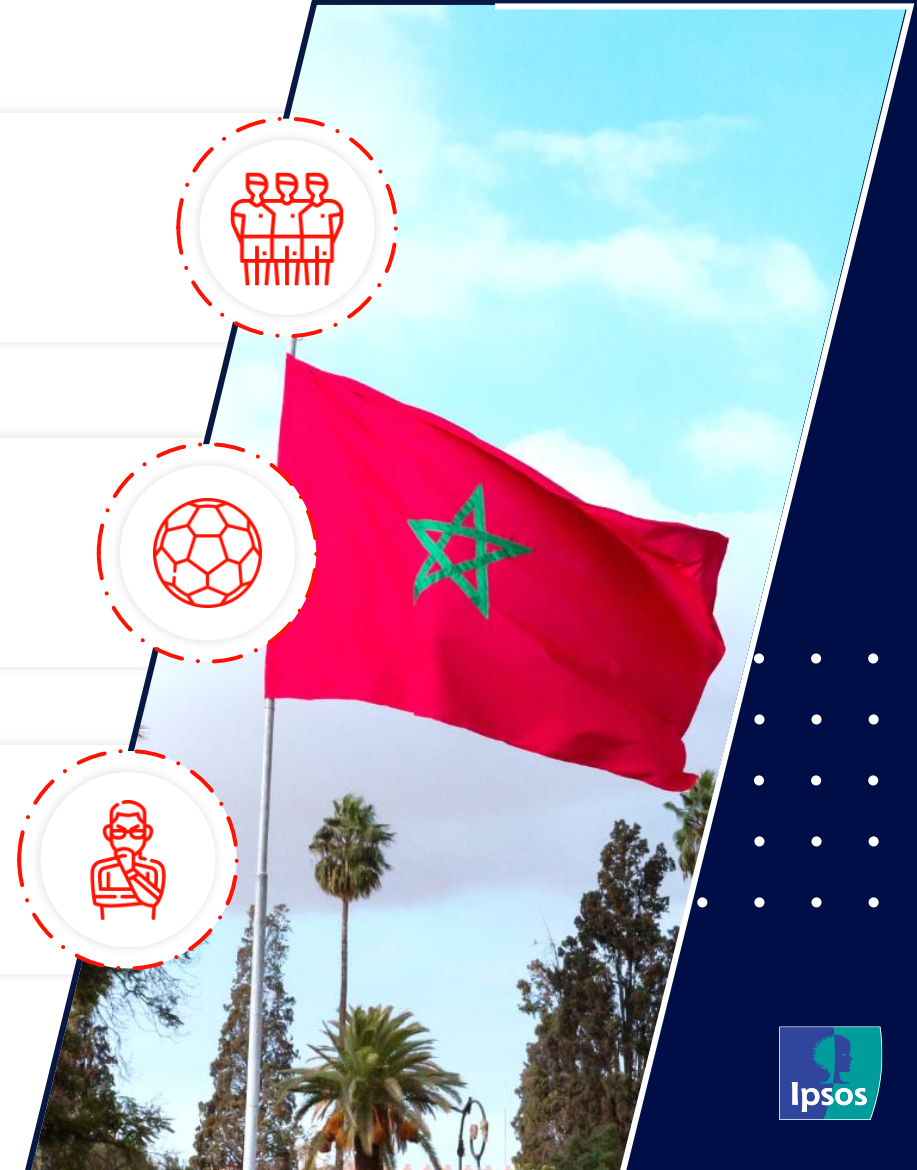
# NATIONAL TEAM EXPECTATIONS



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# The majority believe in the capabilities of the Morocco national team, coach and football federation

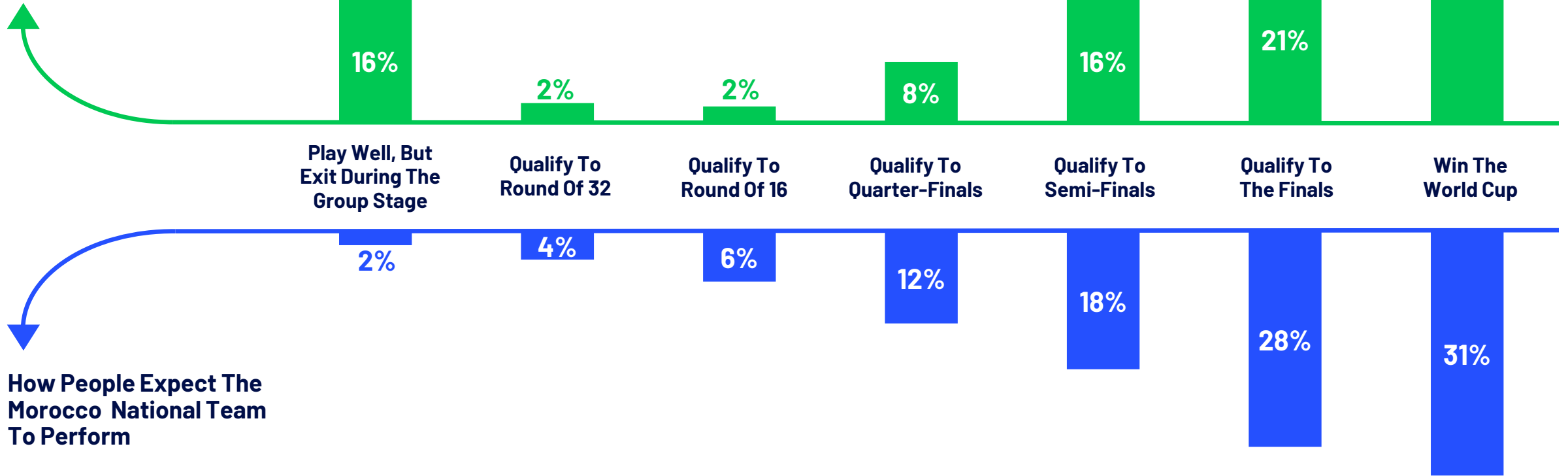
*Public perception of national team capabilities*





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

What People Consider  
A Success For The  
Morocco National Team



How People Expect The  
Morocco National Team  
To Perform

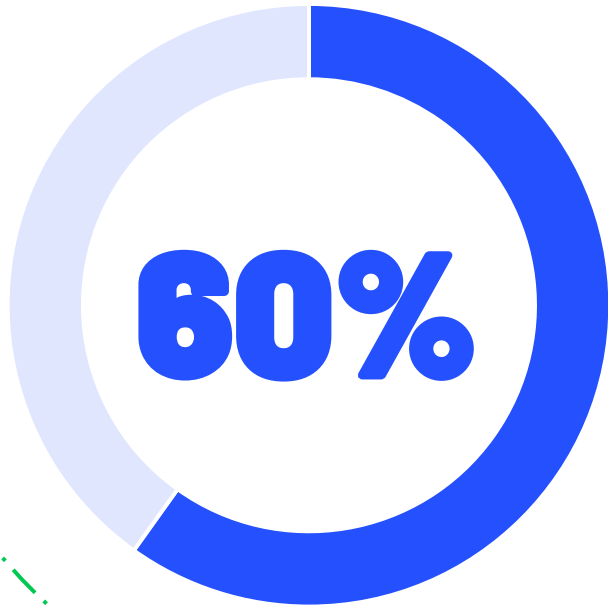


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# MATCH PREDICTIONS



Friendly prediction contests among family, friends and colleagues are on the agenda for most

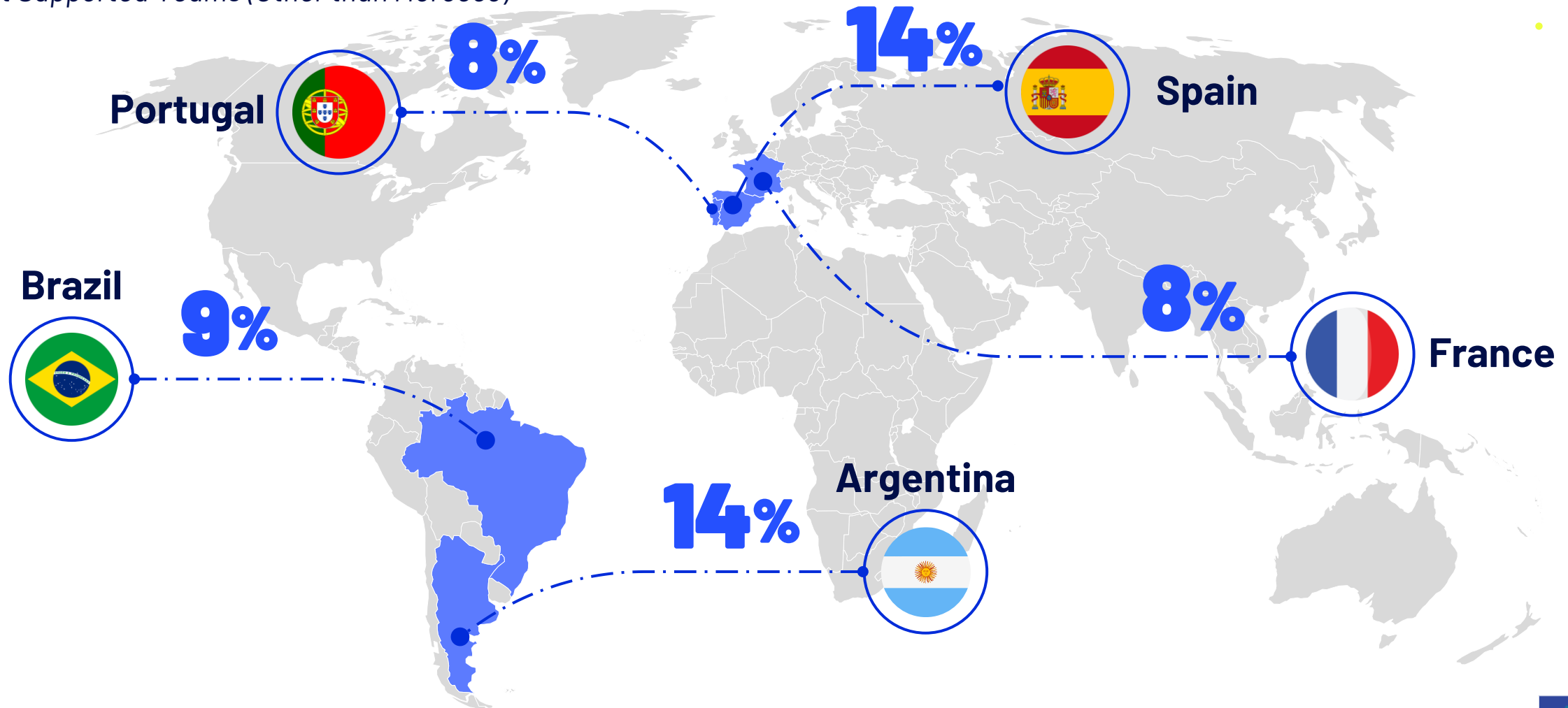


Will participate in match prediction competitions between family, friends and colleagues



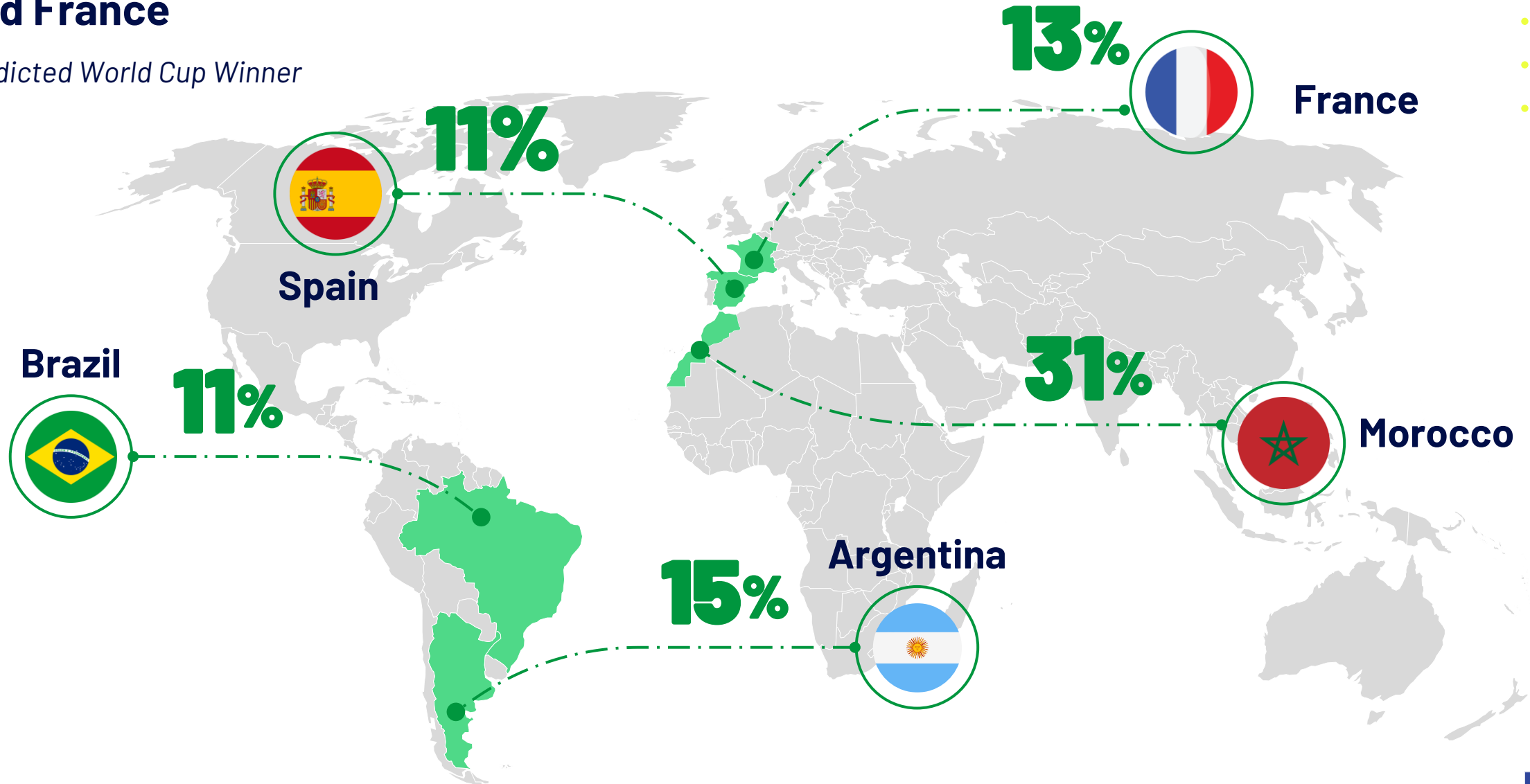
# Besides Morocco, Argentina and Spain are the most supported teams

Most Supported Teams (Other than Morocco)



# When it comes to picking a winner, Morocco stands out, followed by Argentina and France

Predicted World Cup Winner



▶ ○ ○ ○

# Achraf Hakimi tops the list as the most predicted Golden Ball winner

*Predicted Golden Ball Winner*

**47%**



**Achraf  
Hakimi**

**15%**



**Brahim  
Diaz**

**10%**



**Lamine  
Yamal**

**8%**



**Cristiano  
Ronaldo**

**7%**



**Kylian  
Mbappé**



# INFORMATION SOURCES & ENGAGEMENT

# During the World Cup, the majority plan to keep up with scores on a daily basis

Planned frequency of checking scores

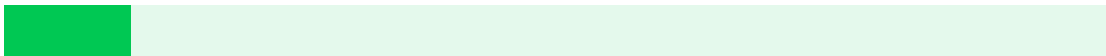
71%

Check scores daily



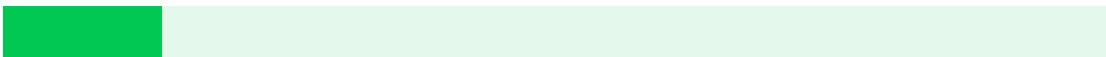
11%

Check scores weekly



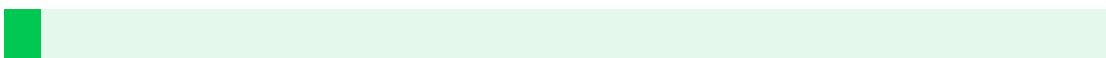
14%

Check scores for key matches only



3%

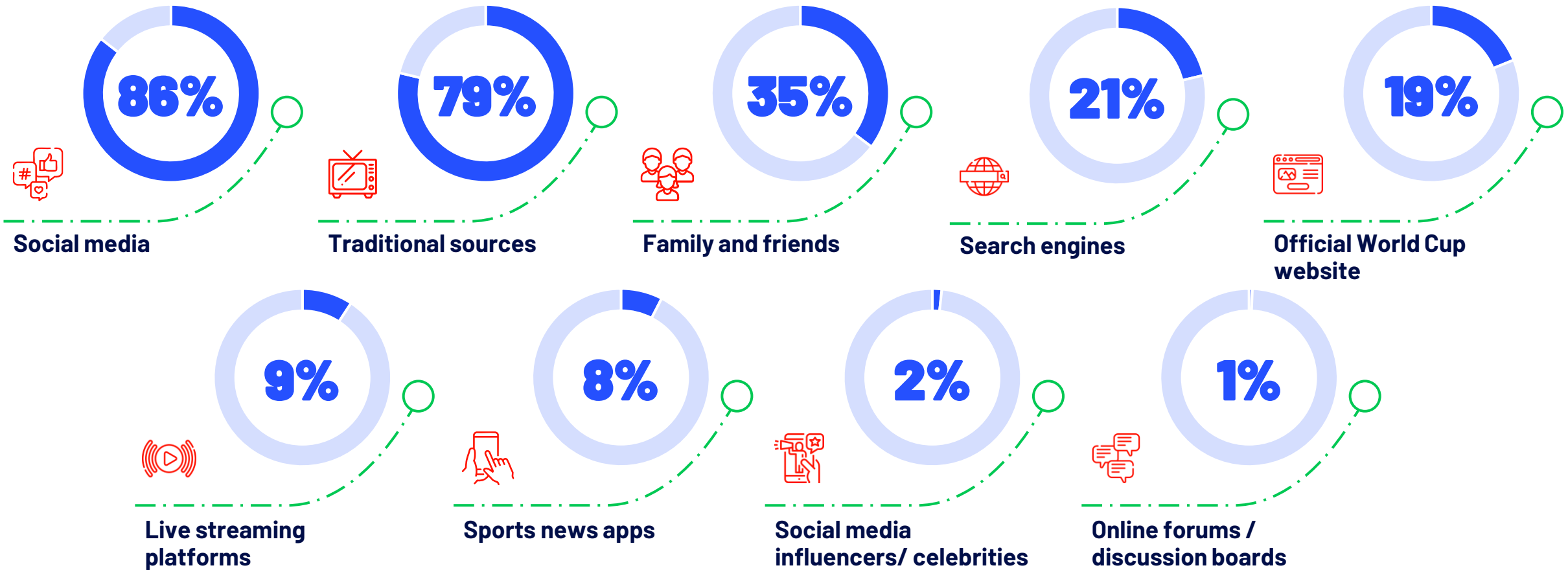
Will not check scores at all



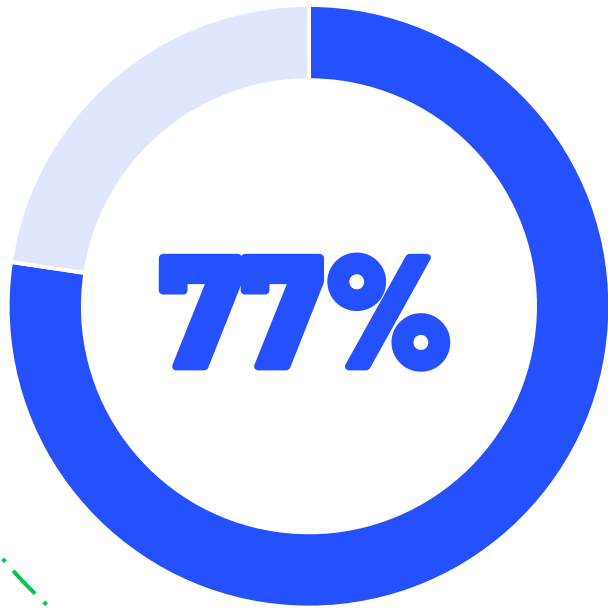


# Social media tops the list of planned sources, and traditional media is expected to be a major one too

Sources People Plan to Use for Scores & Information



As social media leads for information, fans are also expected to engage more with World Cup content



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





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# WORLD CUP SPONSORSHIPS

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# Awareness towards World Cup sponsors

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



*Coca-Cola*

**73%**



**58%**

**VISA**

**45%**

**Hisense**

**44%**

**QATAR**  
AIRWAYS القطرية

**34%**

  
**HYUNDAI**

**23%**



**20%**

**BANK OF AMERICA**

**16%**



▶ ○ ○ ○

# 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*

**23%**



**21%**



**11%**

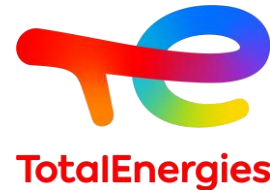


**5%**

**VISA**  
**4%**



**3%**



**3%**



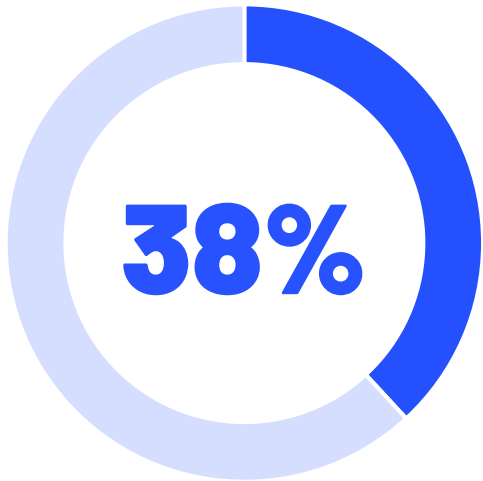
**2%**



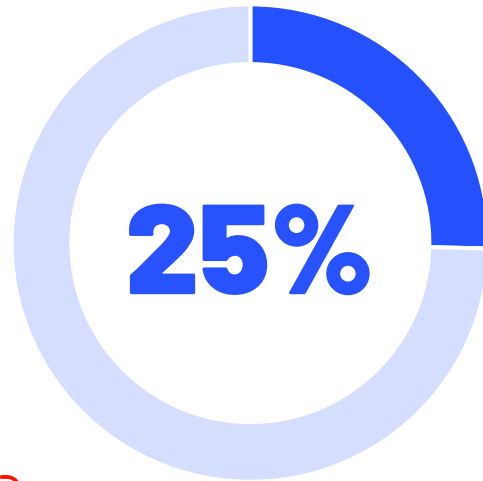


# Some fans respond to World Cup sponsorship with better brand perception, higher purchase intent and more engagement

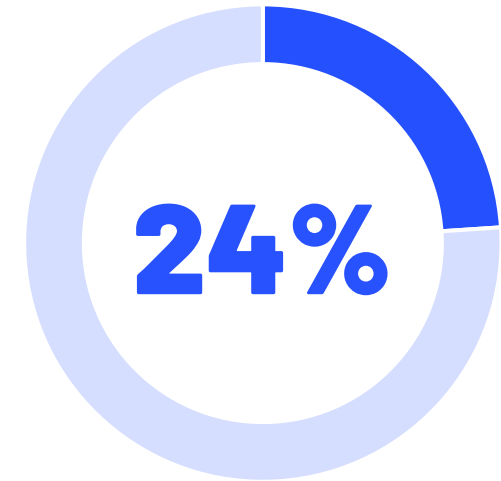
Attitudes Toward World Cup Sponsor Brands



**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**



# THE WORLD CUP PERSONAS

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

**29%**

**The Casual  
Observer**



**25%**

**The Opportunist  
Supporter**



**18%**

**The Die-Hard  
Fanatic**



**14%**

**The Tactician**



**14%**

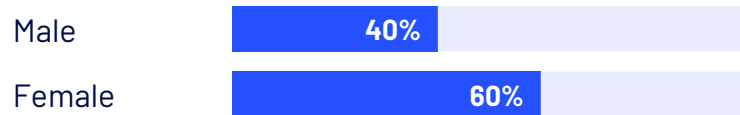
**The Social  
Viewer**



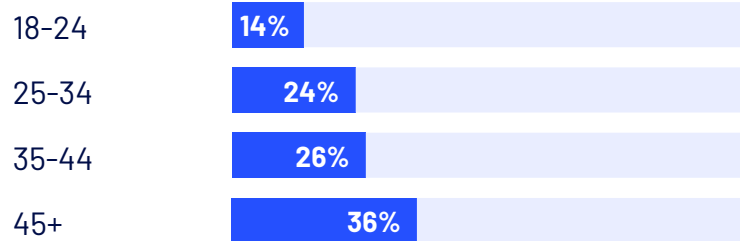
# Who is The Casual Observer? (29%)

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.

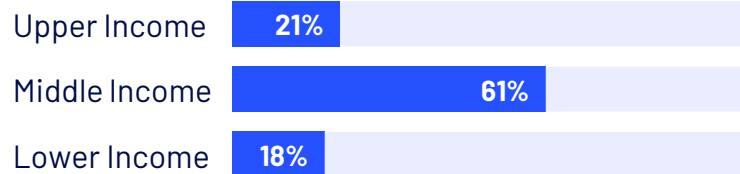
## By Gender



## By Age



## By Income Level



# 52%

Are satisfied knowing the final score without watching the match

# 37%

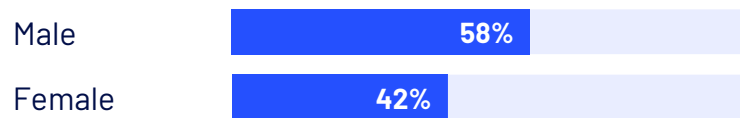
Watch the World Cup only when there is nothing else to do or when others are watching



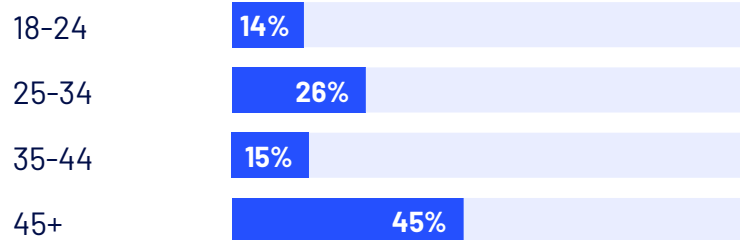
## Who is The Opportunist Supporter? (25%)

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.

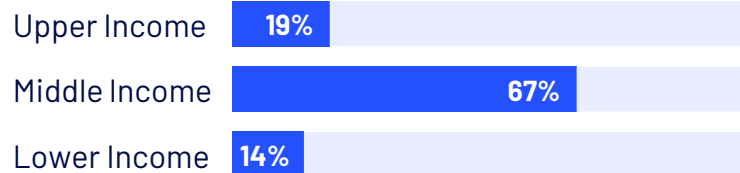
### By Gender



### By Age



### By Income Level



**55%**

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

**49%**

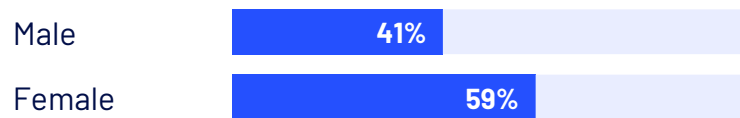
Tend to support teams that are performing well or winning during the tournament



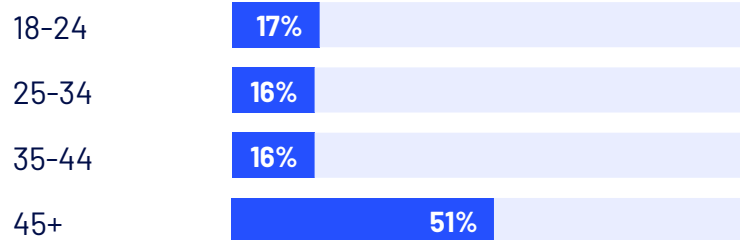
## Who is The Die-Hard Fanatic? (18%)

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.

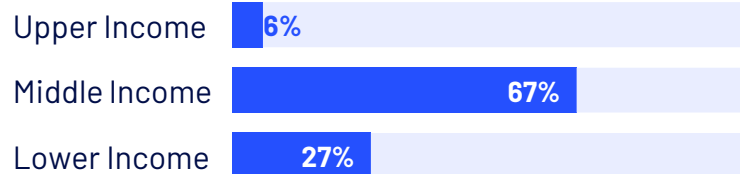
### By Gender



### By Age



### By Income Level



# 85%

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

# 30%

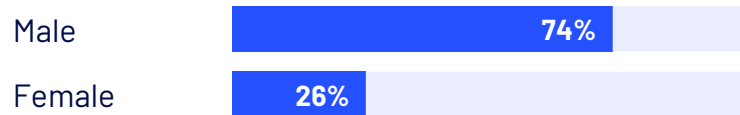
Think that during the World Cup everything else takes a back seat to football



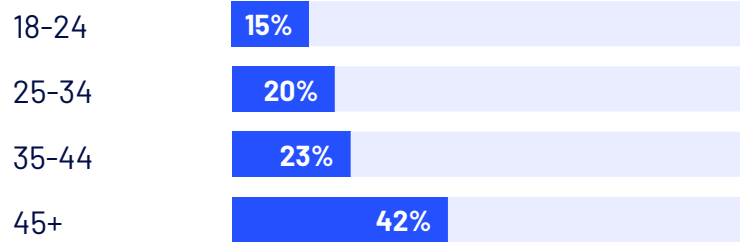
# Who is The Tactician? (14%)

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.

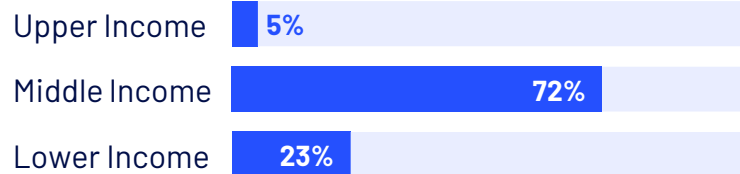
## By Gender



## By Age



## By Income Level



# 87%

Follow football news and expert opinions year-round

# 71%

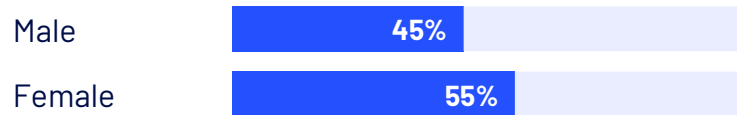
Enjoy analyzing tactics, formations and player statistics during matches



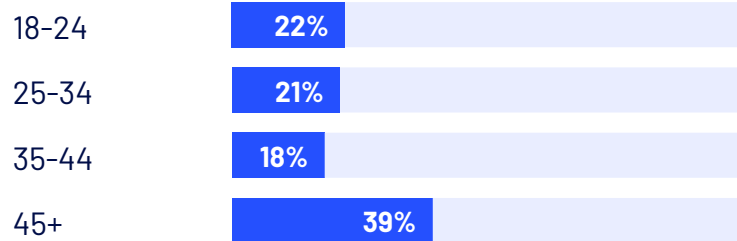
# Who is The Social Viewer? (14%)

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.

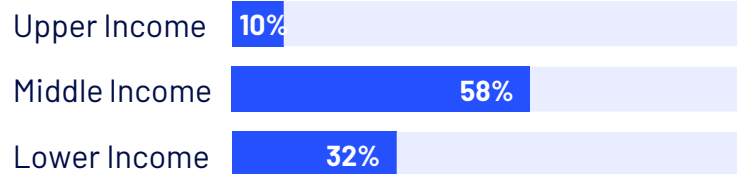
## By Gender



## By Age



## By Income Level



# 84%

Enjoy the World Cup mainly because it brings people together

# 80%

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



# 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 Morocco 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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