

# IPSOS 2026 WORLD CUP SURVEY

Saudi Arabia Edition

June 2026



# TABLE OF CONTENTS

01

Anticipation & Viewing Intent

02

Viewing Behavior

03

Behavioral Impact Beyond The Screen



06

Information Sources & Engagement

05

Match Predictions

04

National Team Expectations

07

World Cup Sponsorships

08

The World Cup Personas

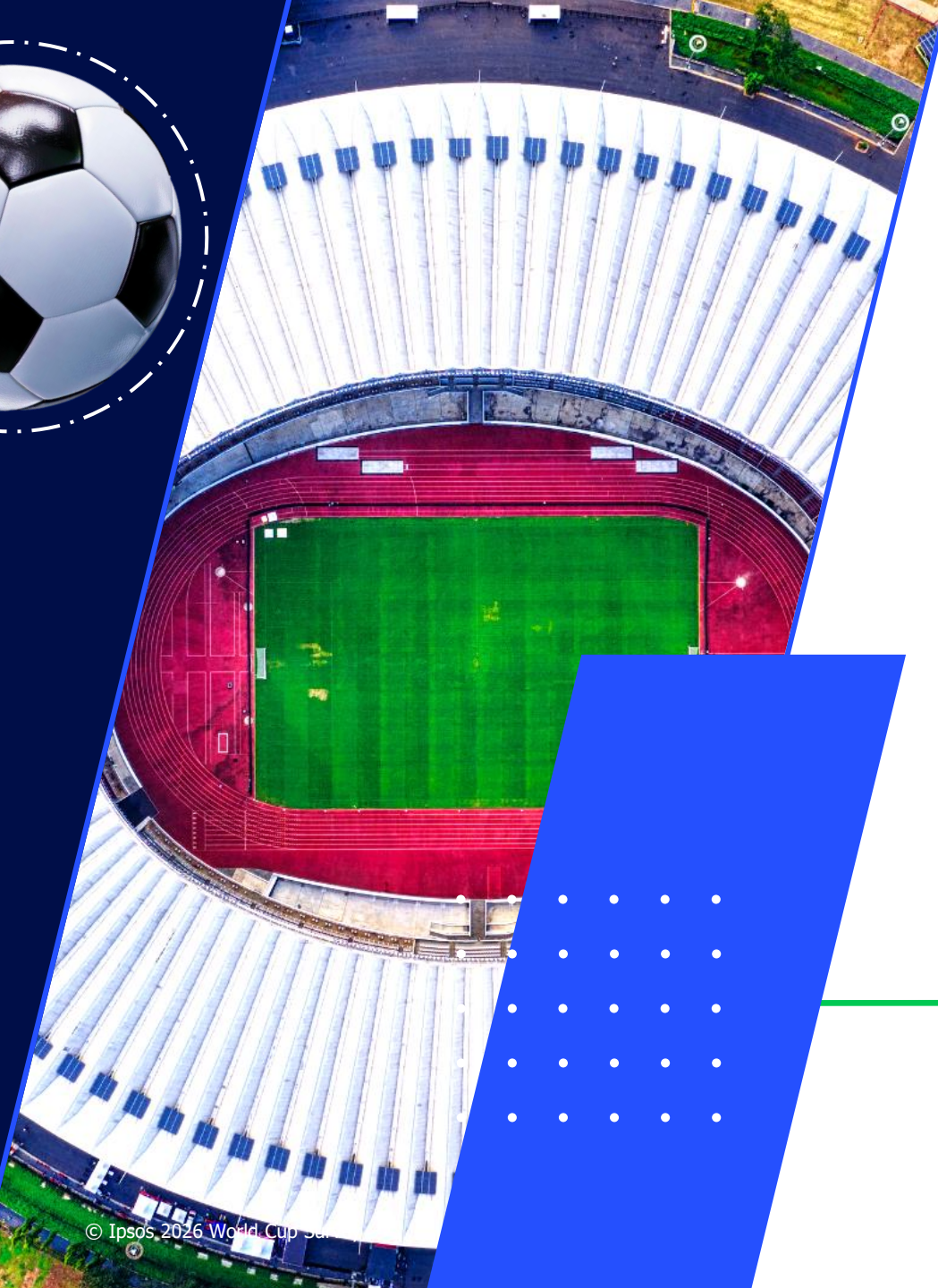




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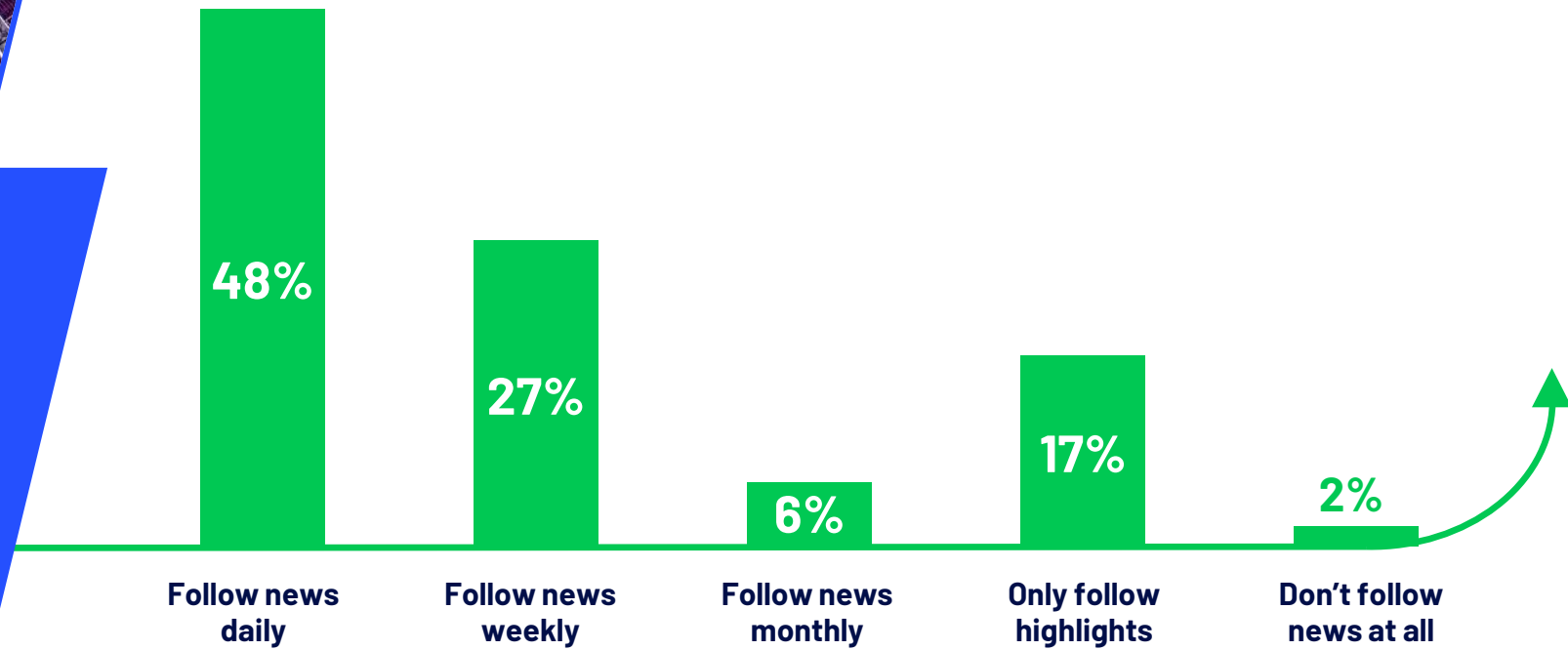
# ANTICIPATION & VIEWING INTENT





## With high anticipation, most follow World Cup news daily or weekly

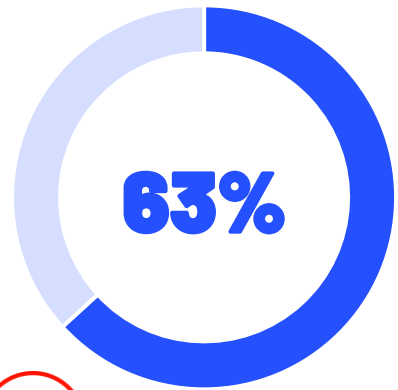
*Frequency of following World Cup news so far*



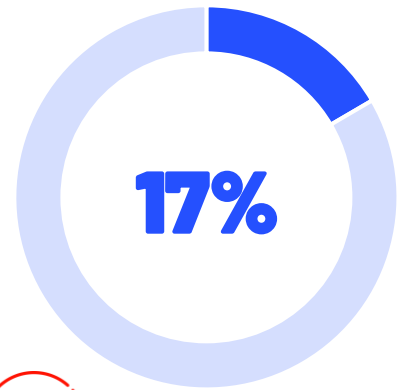


**The majority are aware of the 48-team expansion, and most are excited about it**

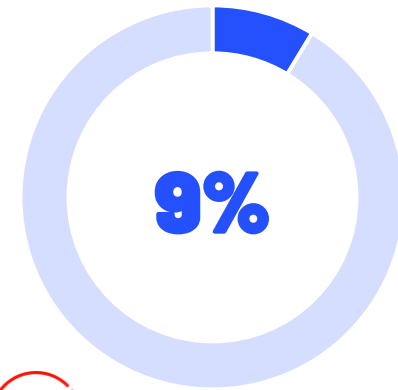
*Awareness and sentiment toward the 48-team format*



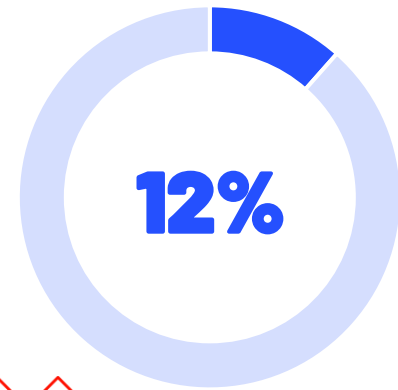
**Are aware and excited about more inclusivity**



**Are aware and neutral about the change**



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

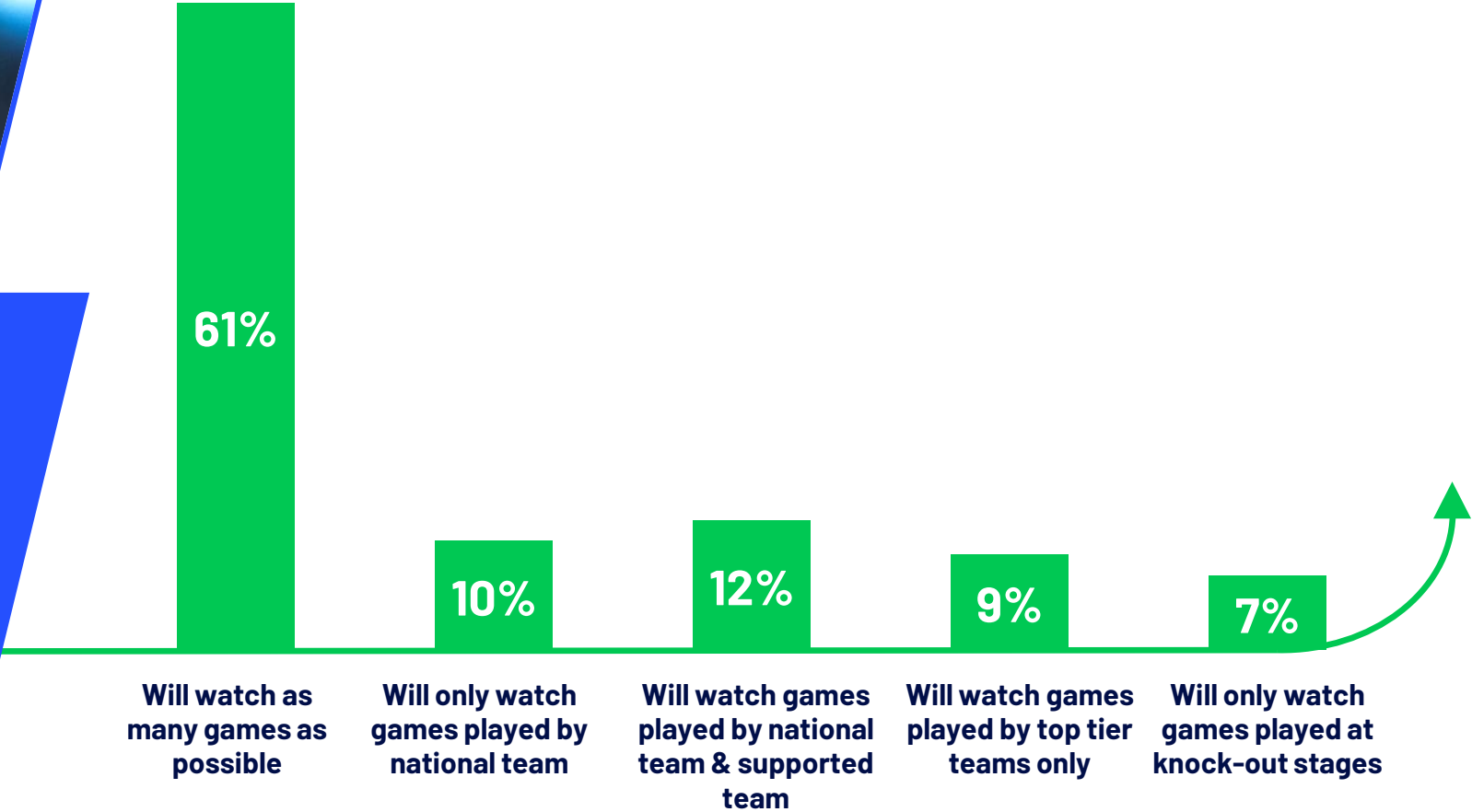


**Are not aware of this change**



# Beyond following the news, the majority also plan to watch as many games as possible

Viewing intent for World Cup 2026





2

# VIEWING BEHAVIOR



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

**93%**

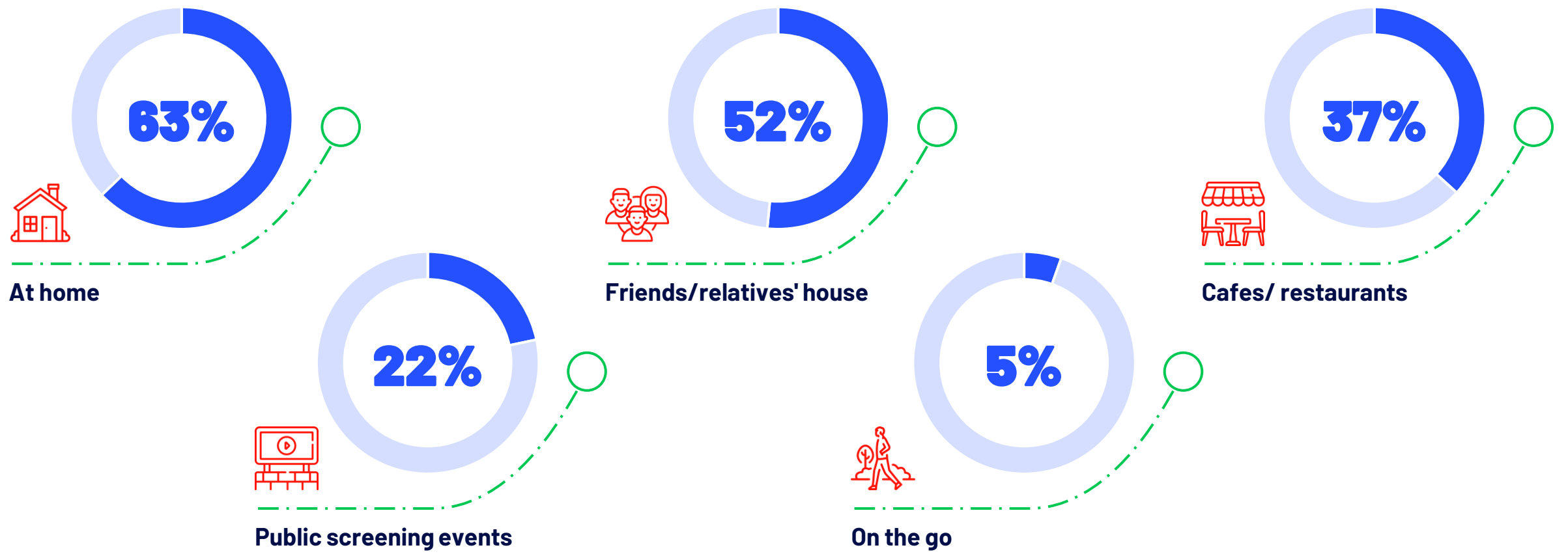
**Will be Watching the  
Opening Ceremony**





# A variety of viewing locations are planned, with home and friends' houses topping the list

Planned viewing locations



# As for viewing preferences, big screens and Arabic commentary are favored, while platforms are nearly split between paid and free

## Viewing setup & preferences

Will watch on paid channels/ subscriptions

51%



49%

Will watch on free platforms

Will watch in Arabic commentary

74%



26%

Will watch in English/ other language commentary

Will watch on a big screen

78%



22%

Will watch on a small screen





**Almost all fans insist on watching live, gladly sacrificing sleep due to the time difference**



**91%**

**Will mainly watch the games live vs. recorded**



**83%**

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





**Fans will cancel social plans and even skip work or school for the games**



**64%**

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



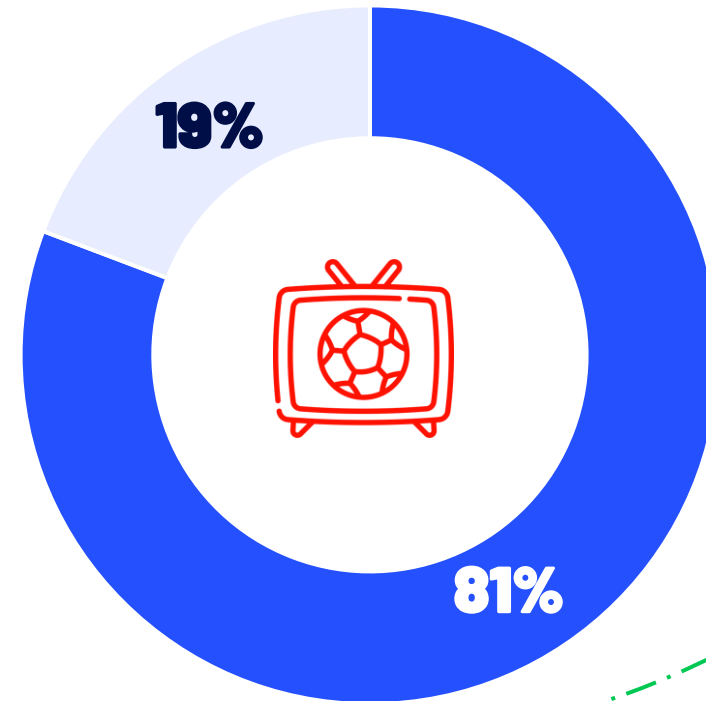
**51%**

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





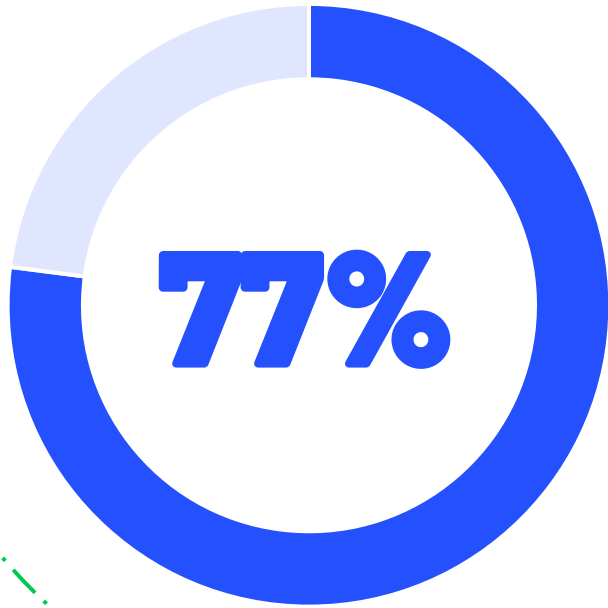
## Most fans will watch with others, while only a few choose to watch alone



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

▶ ○ ○ ○

Many are even planning to host or attend watch parties



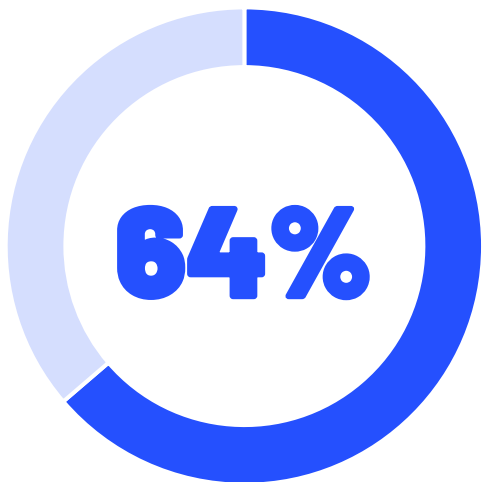
Will host or attend  
World Cup watch parties



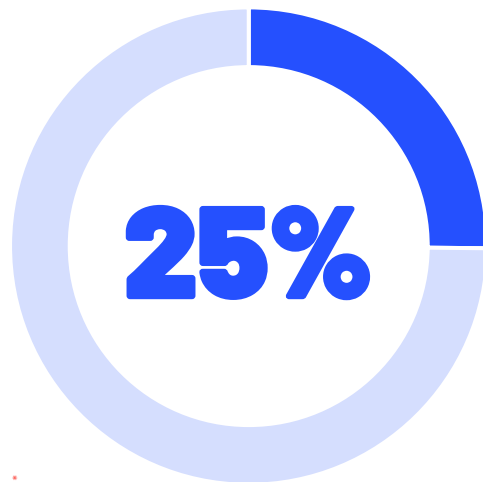


# When tuning in, most fans prefer the excitement of watching big games with rival supporters rather than watching alone

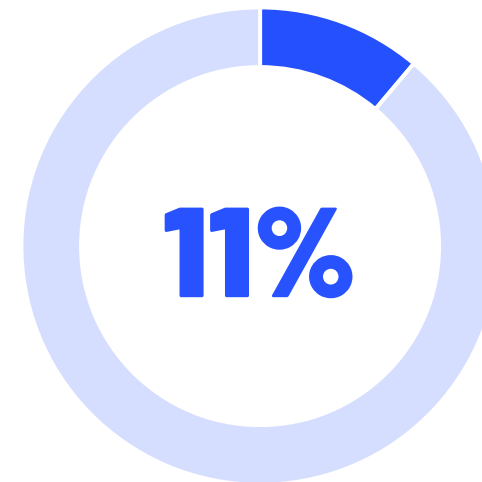
*Viewing companions for favorite team's big games*



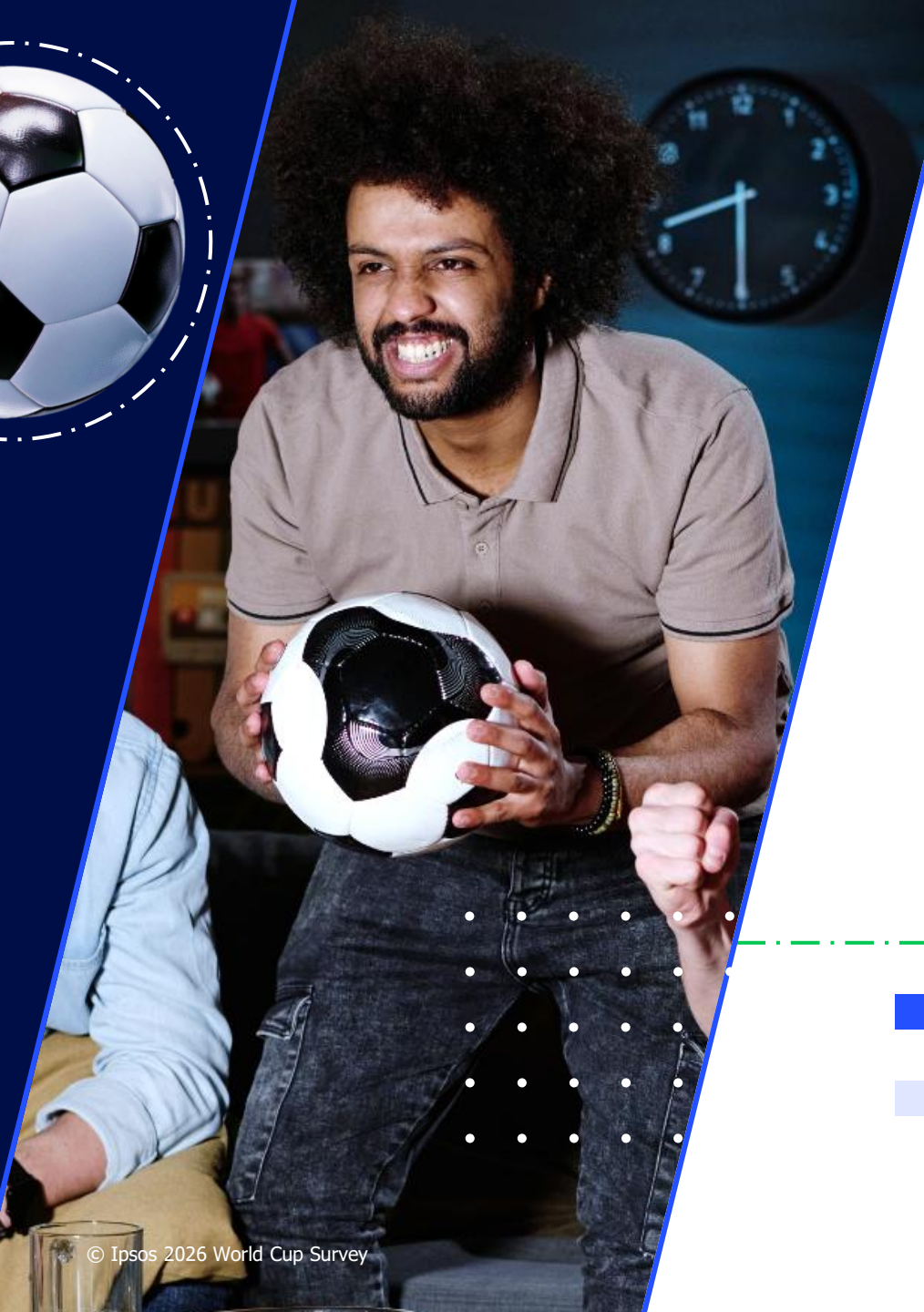
**Plan to watch favorite team's big games with fans of opposing teams as it's more fun**



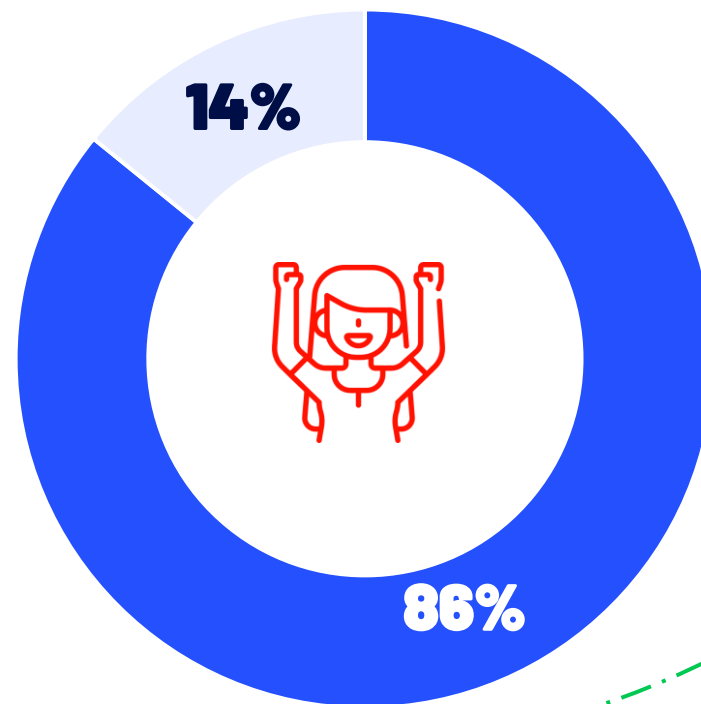
**Plan to watch favorite team's big games only with fans supporting the same team**



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



## Win or lose, most fans remain good sports, with very few getting upset over a loss



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

# Most fans are fully focused and engaged online while watching, though emotional investment is more evenly split

## Viewing engagement levels

Fully focused

71%



29%

While multitasking

Engaged online/ on social media while watching

68%

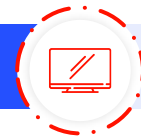


32%

Disconnected, just watching

Are serious, emotionally invested fans

55%



45%

Are casual, relaxed viewers



▶ ○ ○ ○

# Most fans plan to snack and order food while watching, with over half also likely to smoke shisha

*Planned consumption habits while watching*

**81%**

**Will watch with snacks and food prepared**



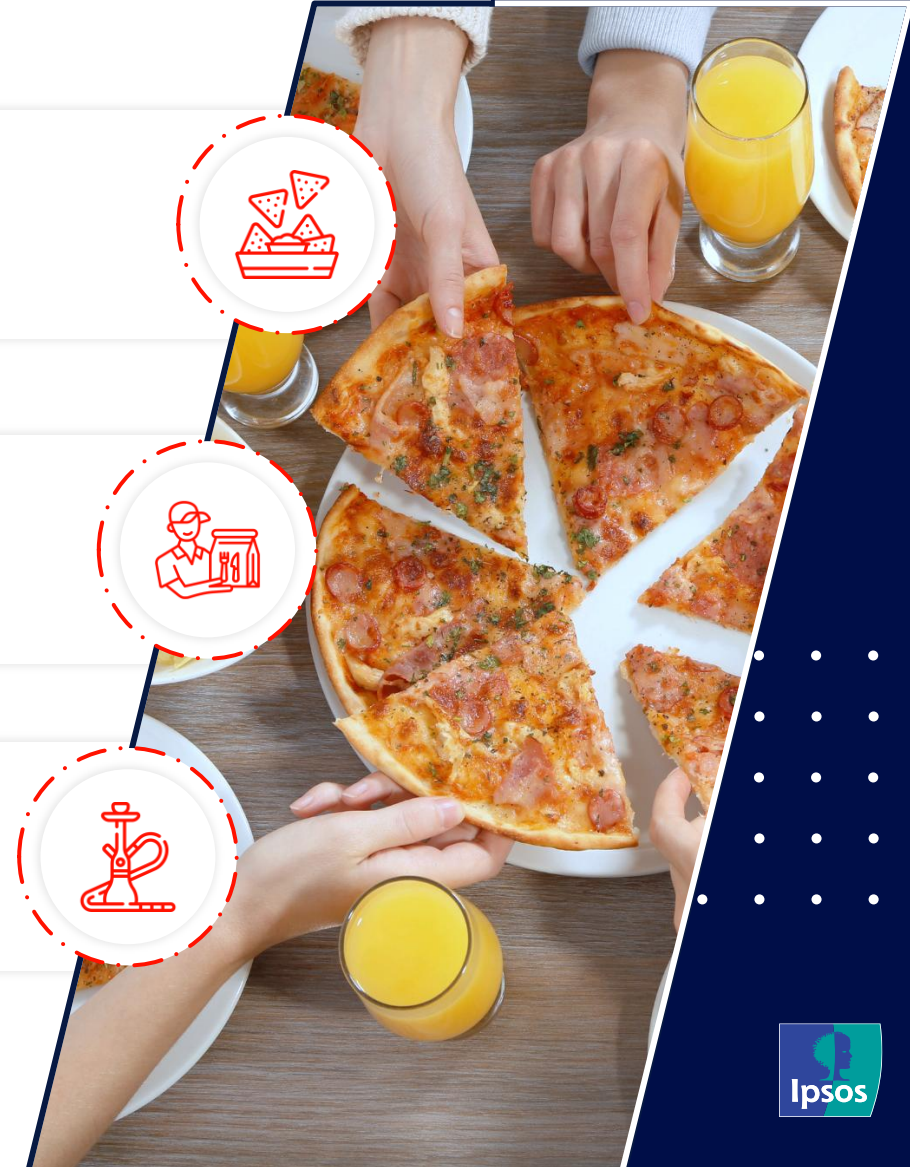
**86%**

**Are likely to order food more often**



**51%**

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



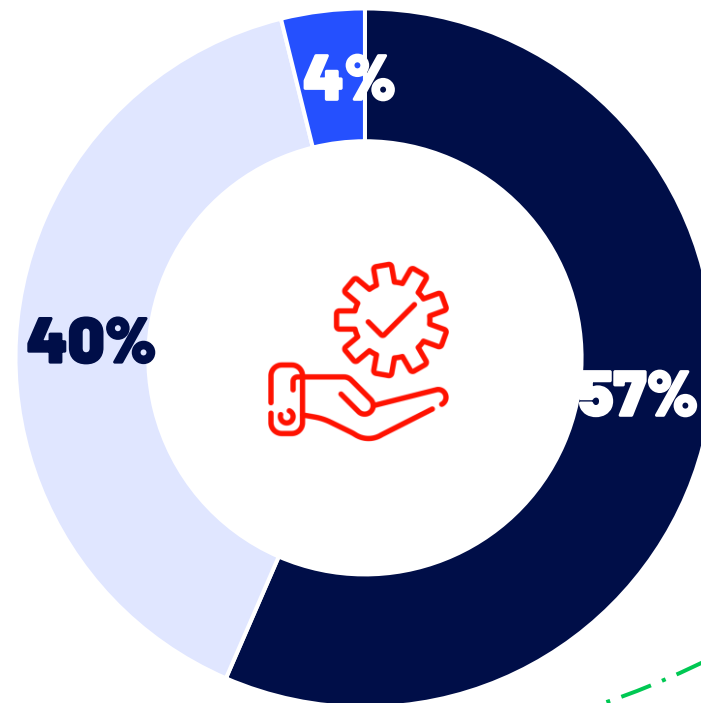


3

# BEHAVIORAL IMPACT BEYOND THE SCREEN



## Nearly everyone expects their productivity to stay the same or increase during the World Cup



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

▶ ○ ○ ○

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

Spending and lifestyle changes during the World Cup

**70%**

Are likely to spend more money than usual



**75%**

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



**77%**

Are likely to buy World Cup-themed products



▶ ○ ○ ○

Half claim they have travel plans to watch games in person

**48%**

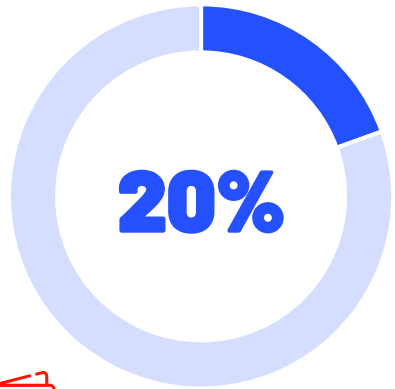
**Are planning to travel  
to attend the matches  
in person**



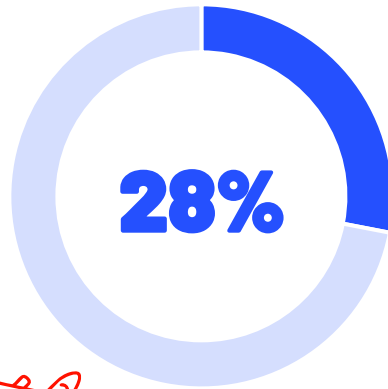


# Despite travel claims, commitment levels vary

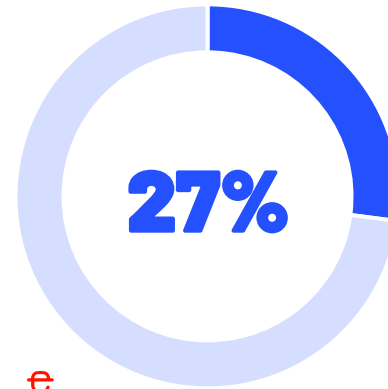
Travel intent to host countries



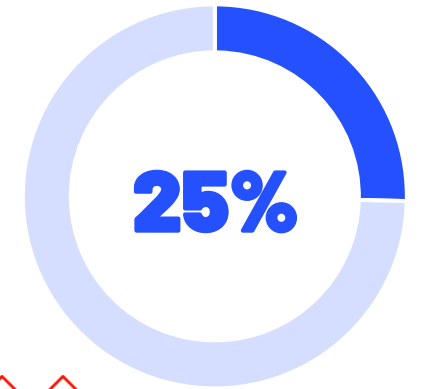
**Already booked the tickets and secured travel arrangements**



**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 Saudi national team, coach and football federation

*Public perception of national team capabilities*

**89%**

Find the national team players capable



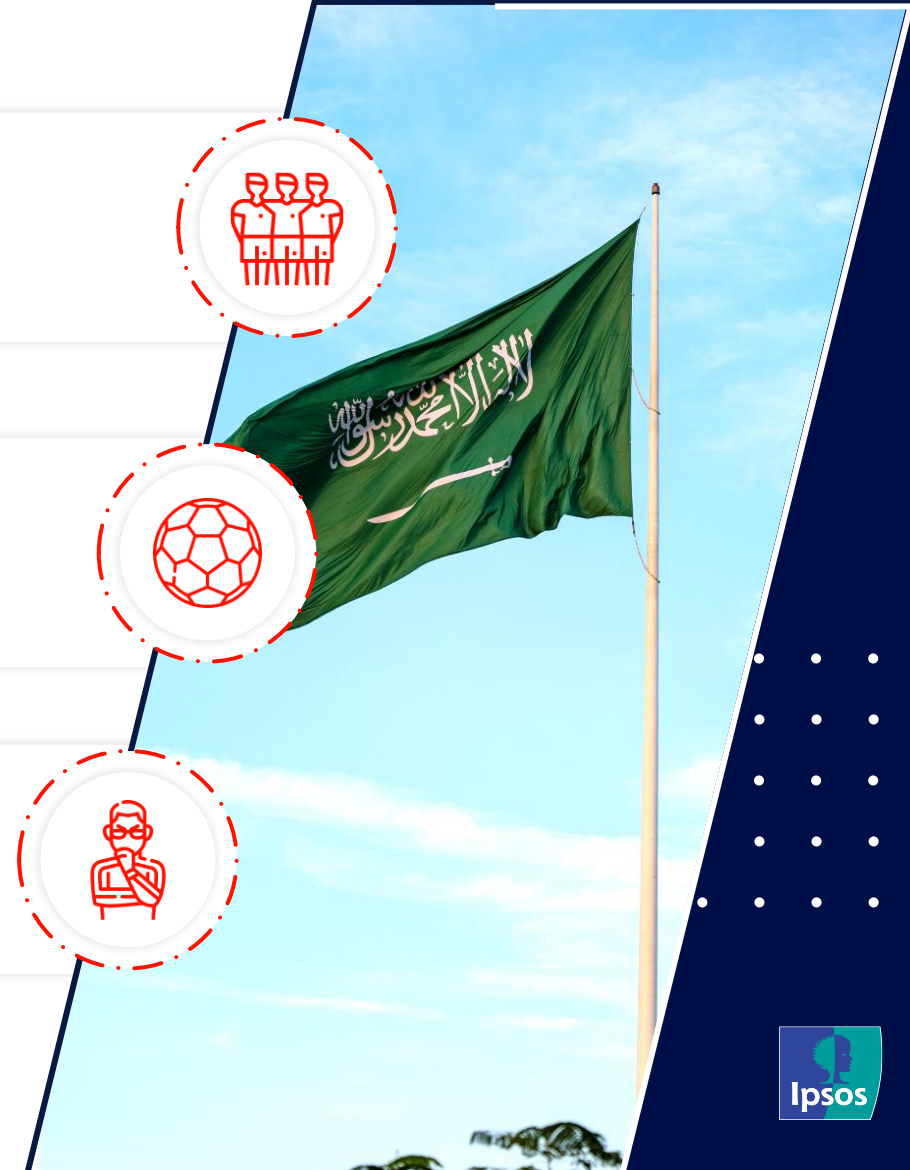
**88%**

Find the national football federation capable



**88%**

Find the national team coach capable



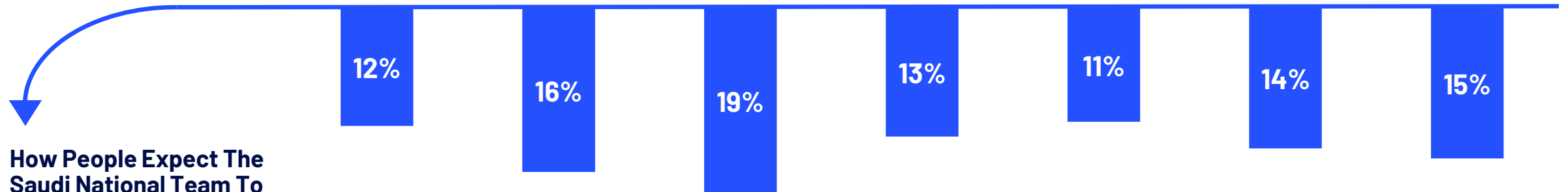


# The Saudi National Team At The World Cup: What People Consider A Success vs. Team Expectations

What People Consider  
A Success For The Saudi  
National Team



How People Expect The  
Saudi National Team To  
Perform





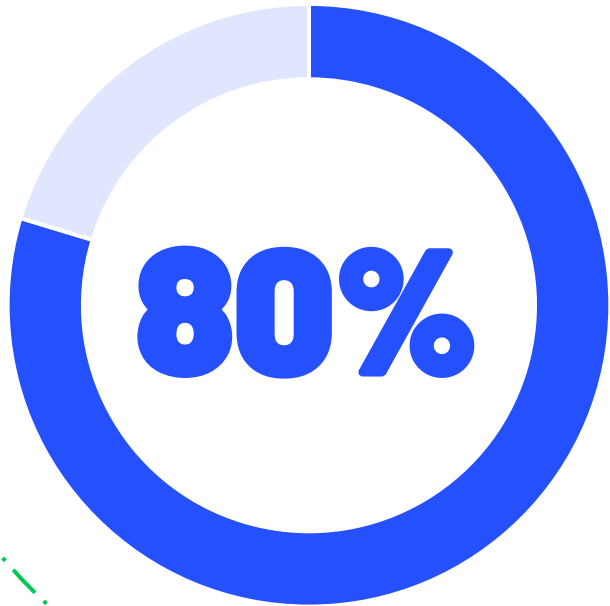
5

# MATCH PREDICTIONS



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# The majority plan on participating in friendly match prediction competitions with family, friends and colleagues

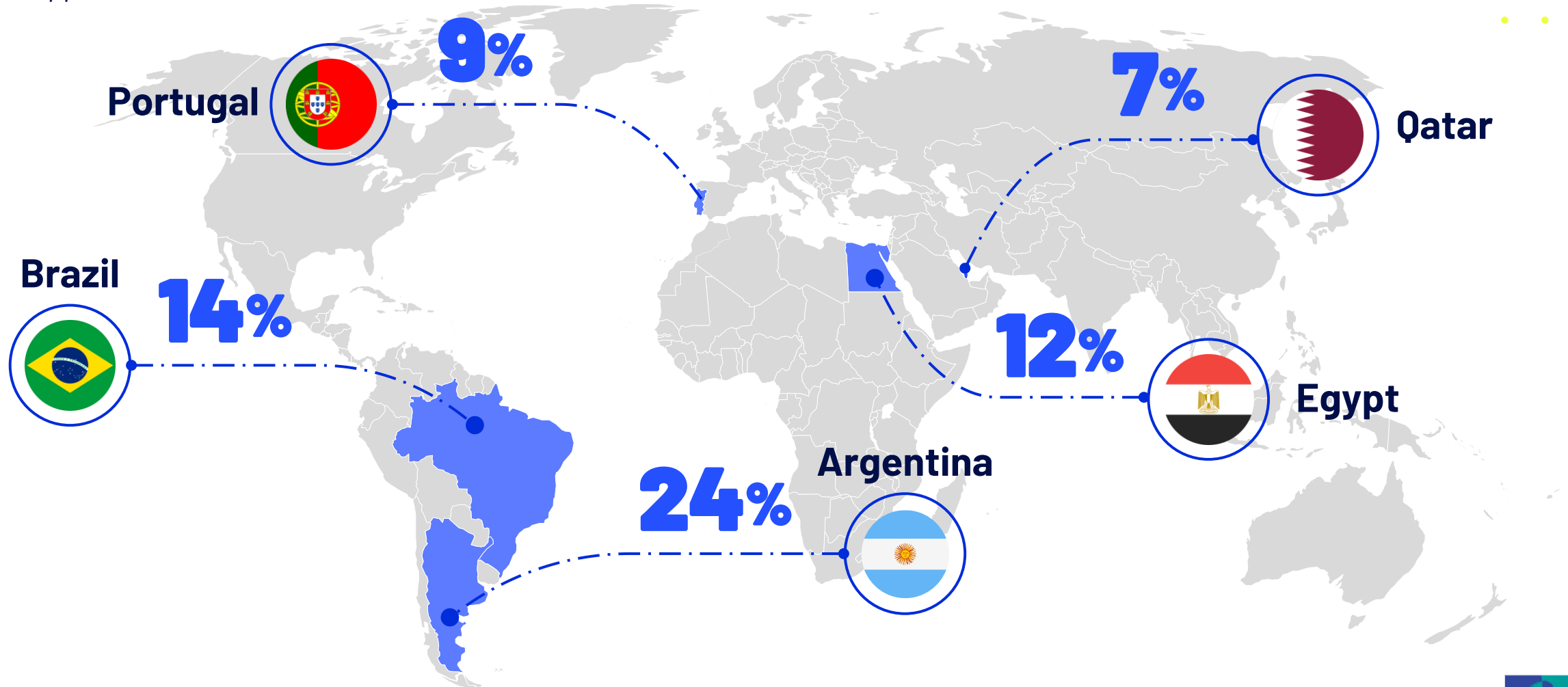


**Will participate in match prediction competitions between family, friends and colleagues**



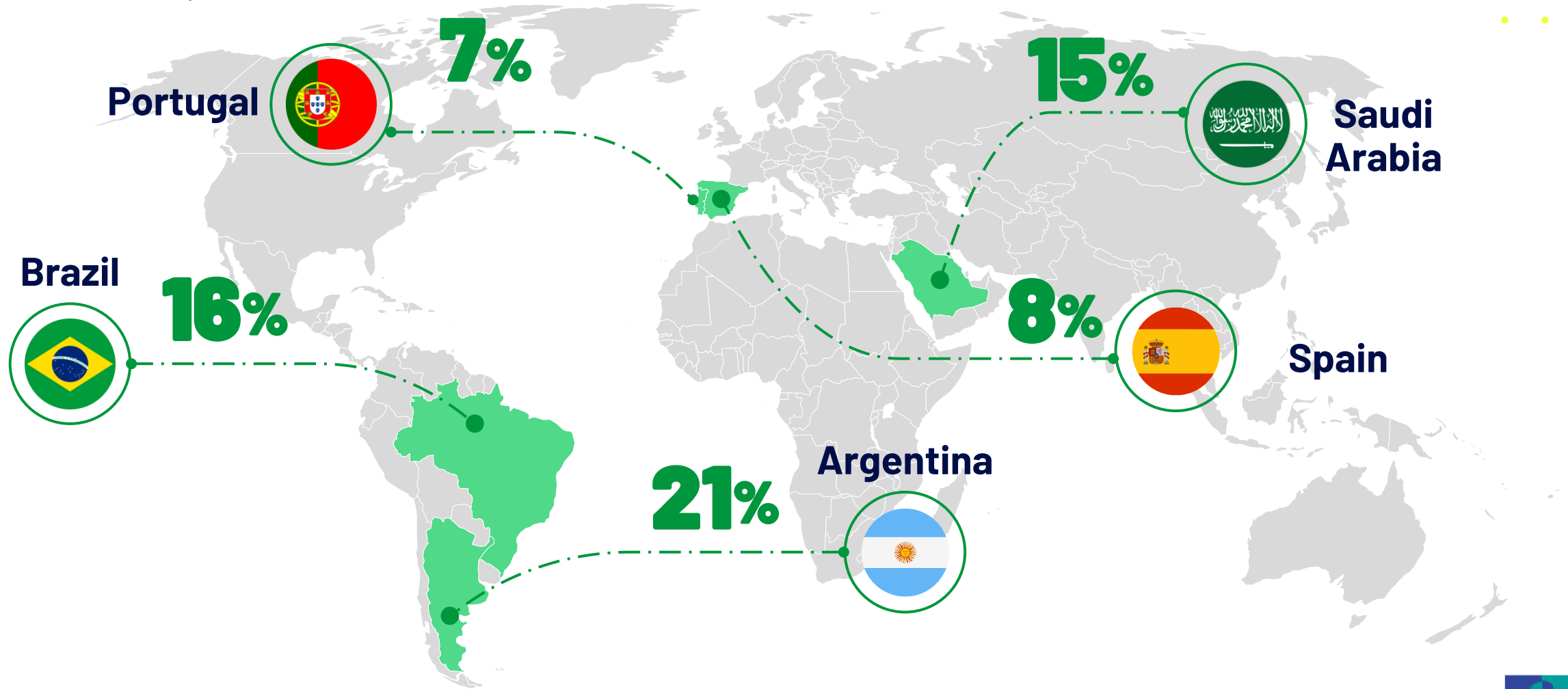
# Besides Saudi Arabia, Argentina, Egypt and Brazil are the most supported teams

Most Supported Teams (Other than Saudi Arabia)



# Argentina and Brazil lead winner predictions, with national pride placing Saudi Arabia close behind

Predicted World Cup Winner



▶ ○ ○ ○

# Ronaldo ranks first when it comes to people's predicted Golden Ball winner

*Predicted Golden Ball Winner*

**19%**



**Cristiano  
Ronaldo**

**13%**



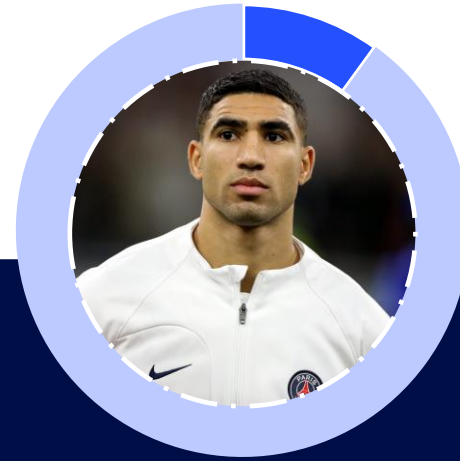
**Lamine  
Yamal**

**12%**



**Lionel  
Messi**

**10%**



**Achraf  
Hakimi**

**9%**



**Salem  
Aldawsari**



# INFORMATION SOURCES & ENGAGEMENT

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

Planned frequency of checking scores

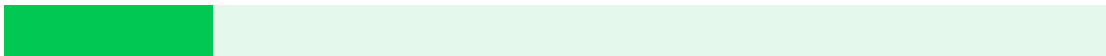
69%

Check scores daily



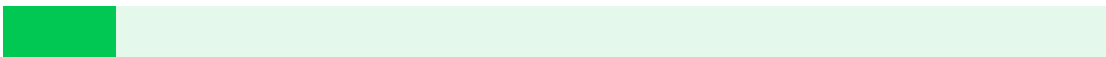
19%

Check scores weekly



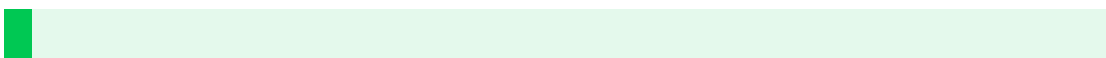
10%

Check scores for key matches only



3%

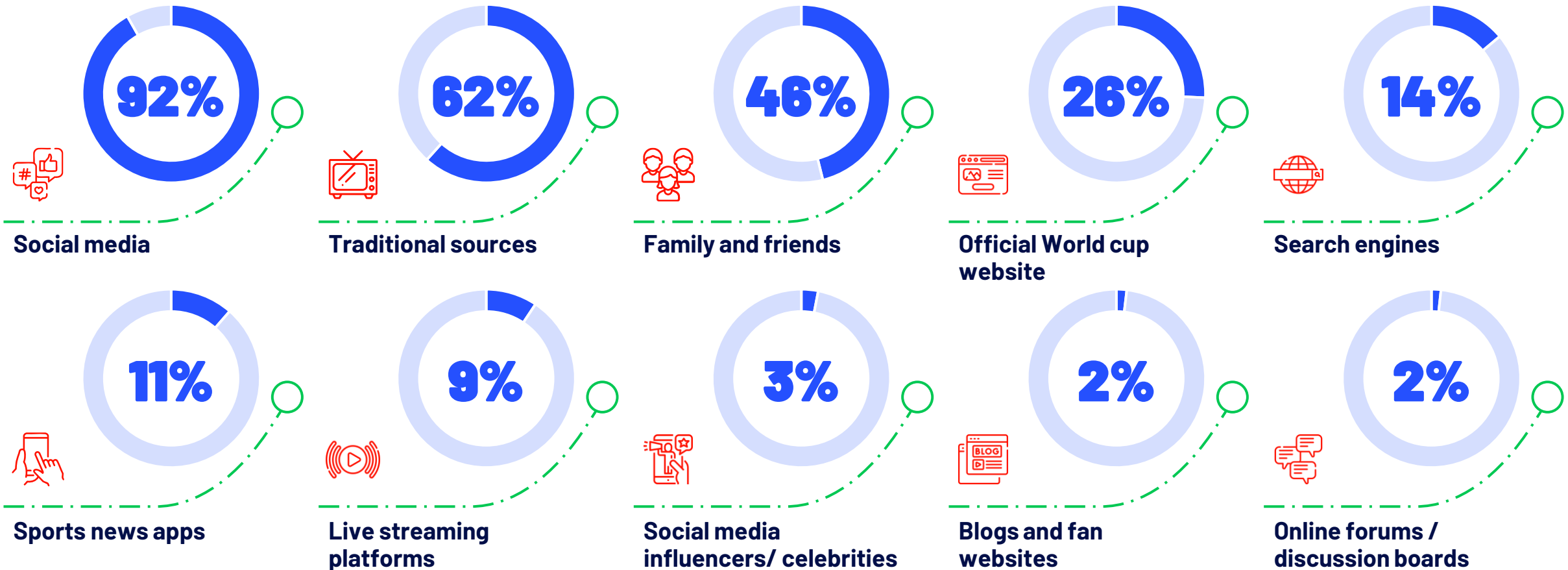
Will not check scores at all





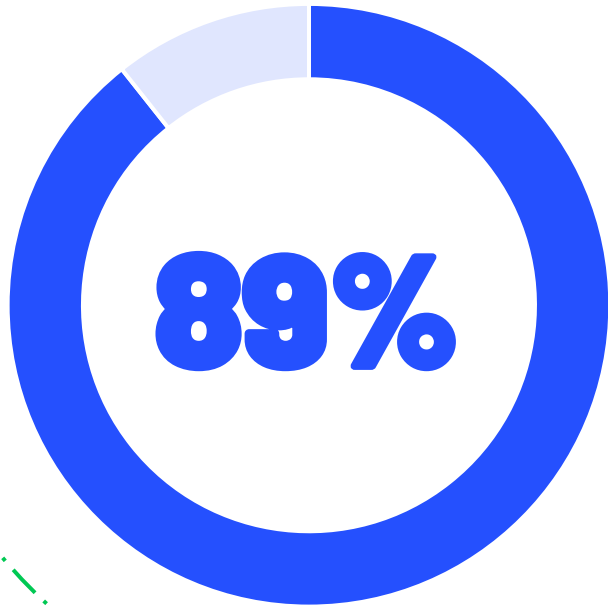
# Social media is the go-to source for World Cup updates, with traditional media and word of mouth following behind

Sources People Plan to Use for Scores & Information



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**With social media topping information sources, engagement with World Cup content is also expected to rise**



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





7

# 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*

**55%**



**54%**

aramco



**45%**

**QATAR**  
AIRWAYS القطرية



**43%**

**Hisense**

**36%**

**VISA**

**33%**



HYUNDAI

**28%**



airbnb

**22%**





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

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



**24%**



**13%**



**8%**



**6%**

**FIFA**

**4%**

aramco



**4%**



**4%**

**VISA**

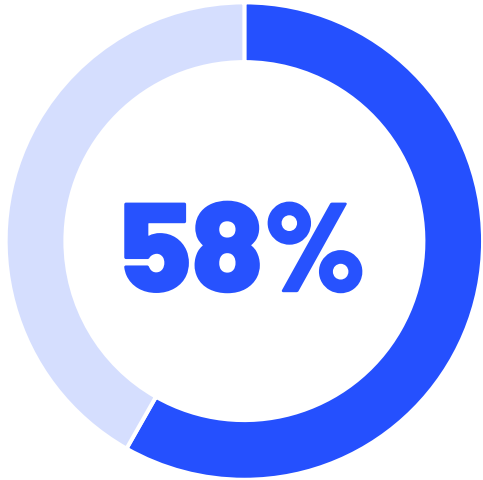
**3%**



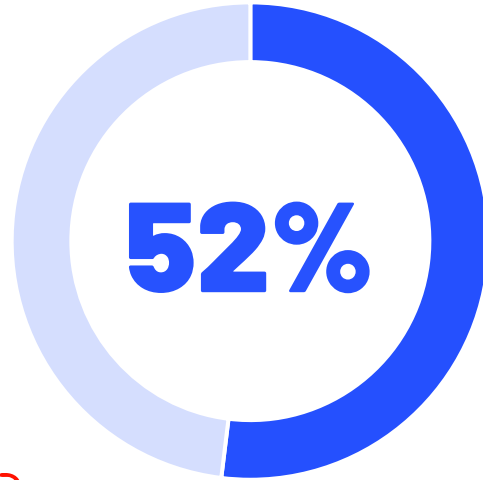


# For many, World Cup sponsorship boosts brand perception, purchase intent and social media engagement

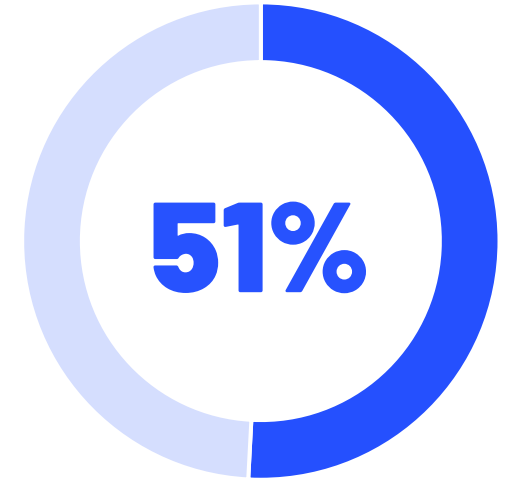
Attitudes Toward World Cup Sponsor Brands



**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

8



▶ ○ ○ ○

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

**39%**

**The Casual  
Observer**



**19%**

**The Opportunist  
Supporter**



**17%**

**The Die-Hard  
Fanatic**



**13%**

**The Social  
Viewer**



**12%**

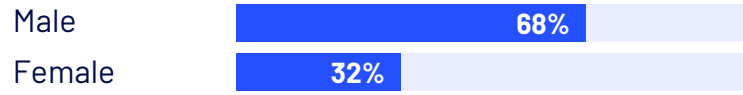
**The Tactician**



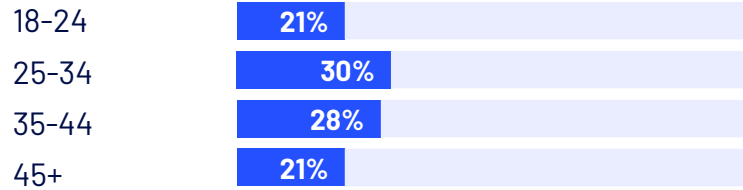
# Who is The Casual Observer? (39%)

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



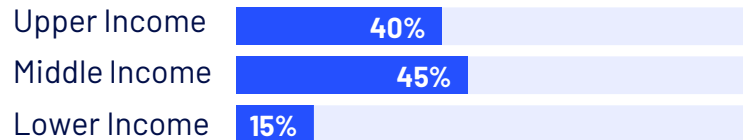
## By Age



## By Nationality



## By Income Level



# 69%

Are satisfied knowing the final score without watching the match

# 55%

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



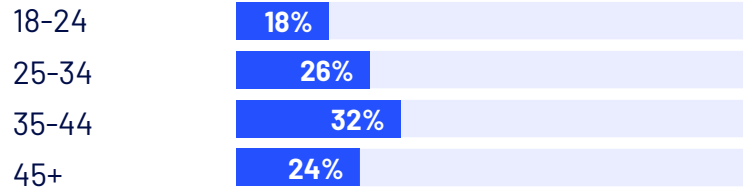
# Who is The Opportunist Supporter? (19%)

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.

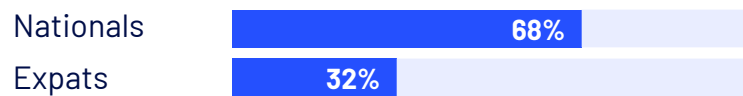
## By Gender



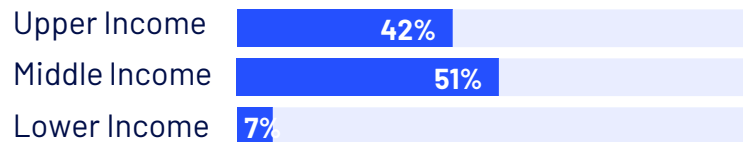
## By Age



## By Nationality



## By Income Level



# 82%

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

# 77%

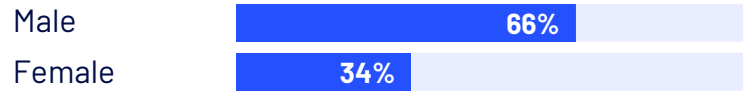
Enjoy supporting popular or trending teams, even when those teams are not their usual favorites



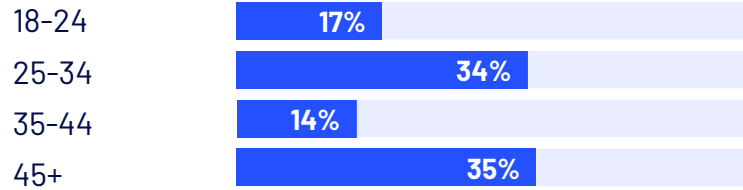
## Who is The Die-Hard Fanatic? (17%)

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.

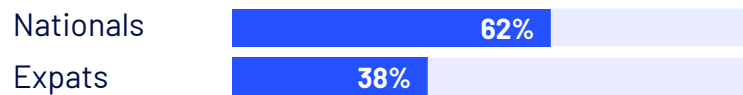
### By Gender



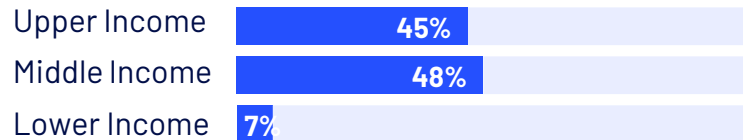
### By Age



### By Nationality



### By Income Level



# 73%

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

# 59%

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



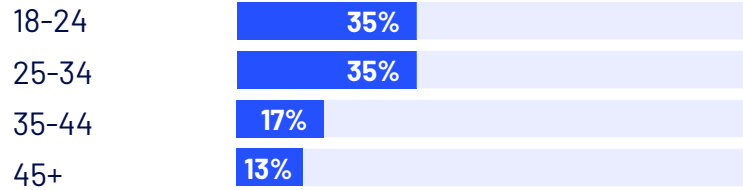
# Who is The Social Viewer? (13%)

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.

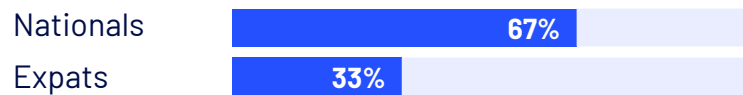
## By Gender



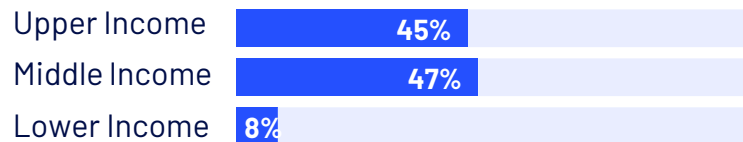
## By Age



## By Nationality



## By Income Level



# 89%

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

# 70%

Enjoy the World Cup mainly because it brings people together



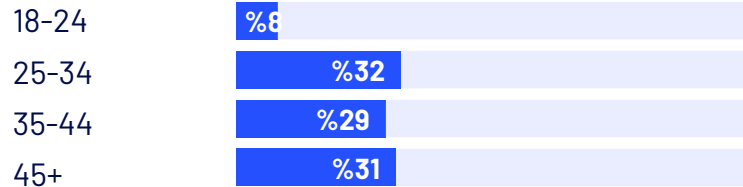
# Who is The Tactician? (12%)

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.

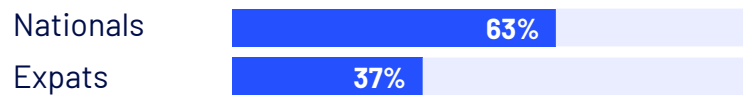
## By Gender



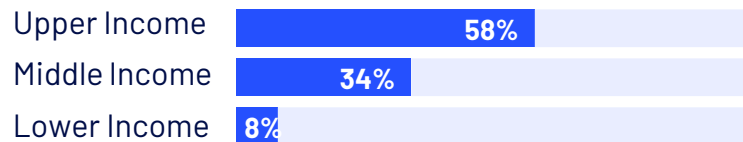
## By Age



## By Nationality



## By Income Level

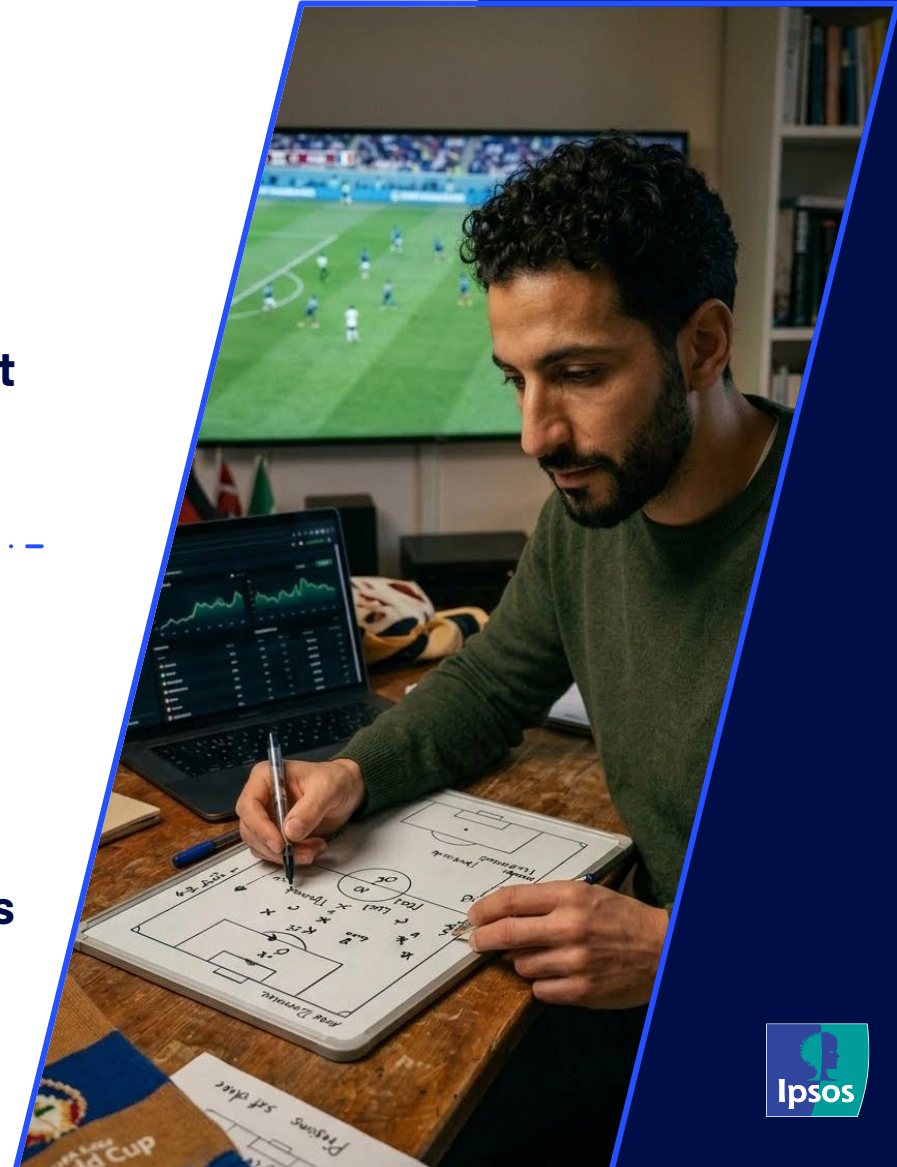


# 96%

Follow football news and expert opinions year-round

# 80%

Enjoy analyzing tactics, formations and player statistics during matches



# Methodology

## Sample size

— X  
500 respondents

## Sample criteria

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

## Methodology

— X  
The survey was conducted via Ipsos online panel

## Geographical coverage

— X  
Conducted in Saudi Arabia 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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