

IPSOS 2026 WORLD CUP SURVEY

Senegal 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

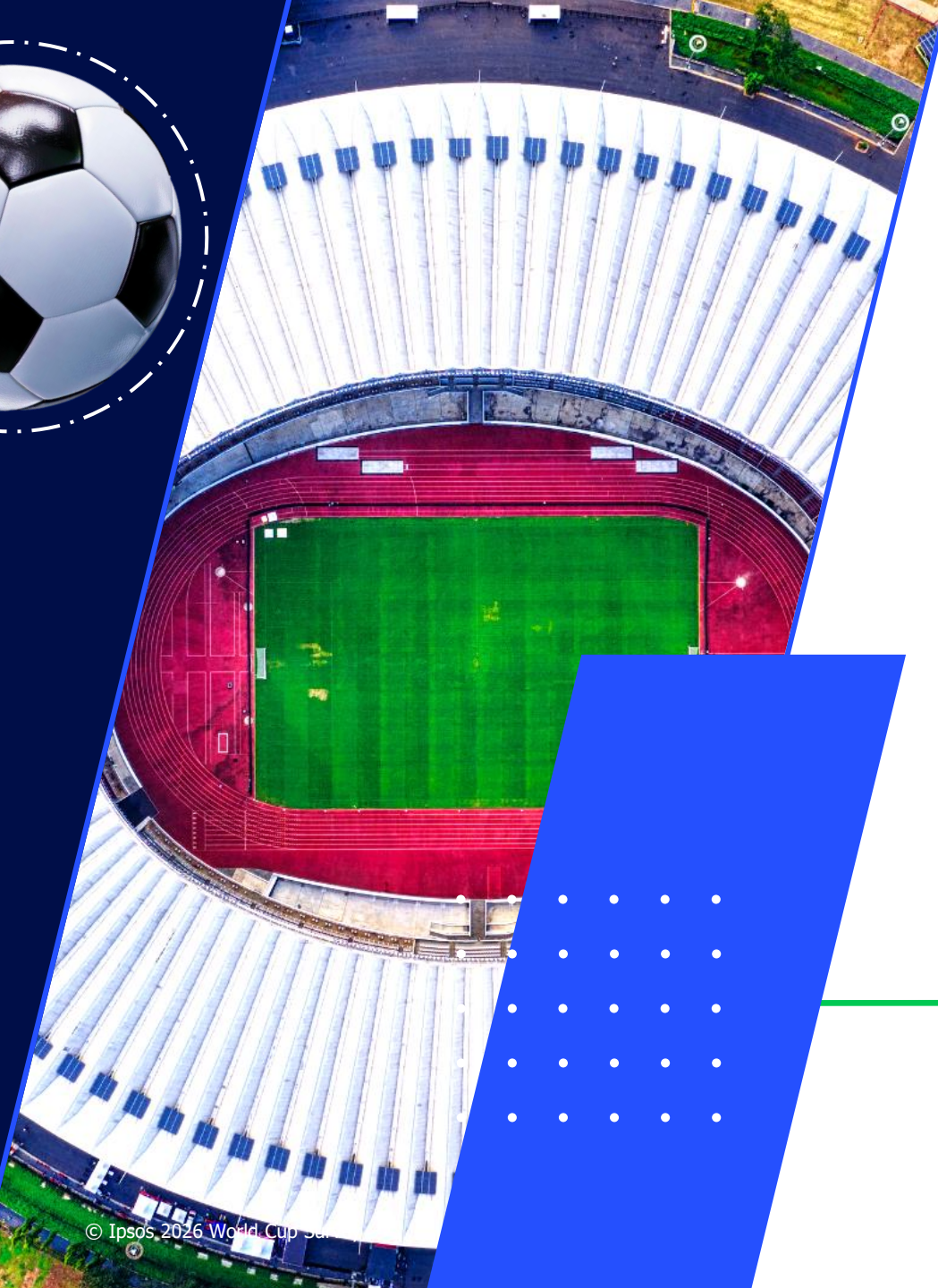
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The World Cup Personas



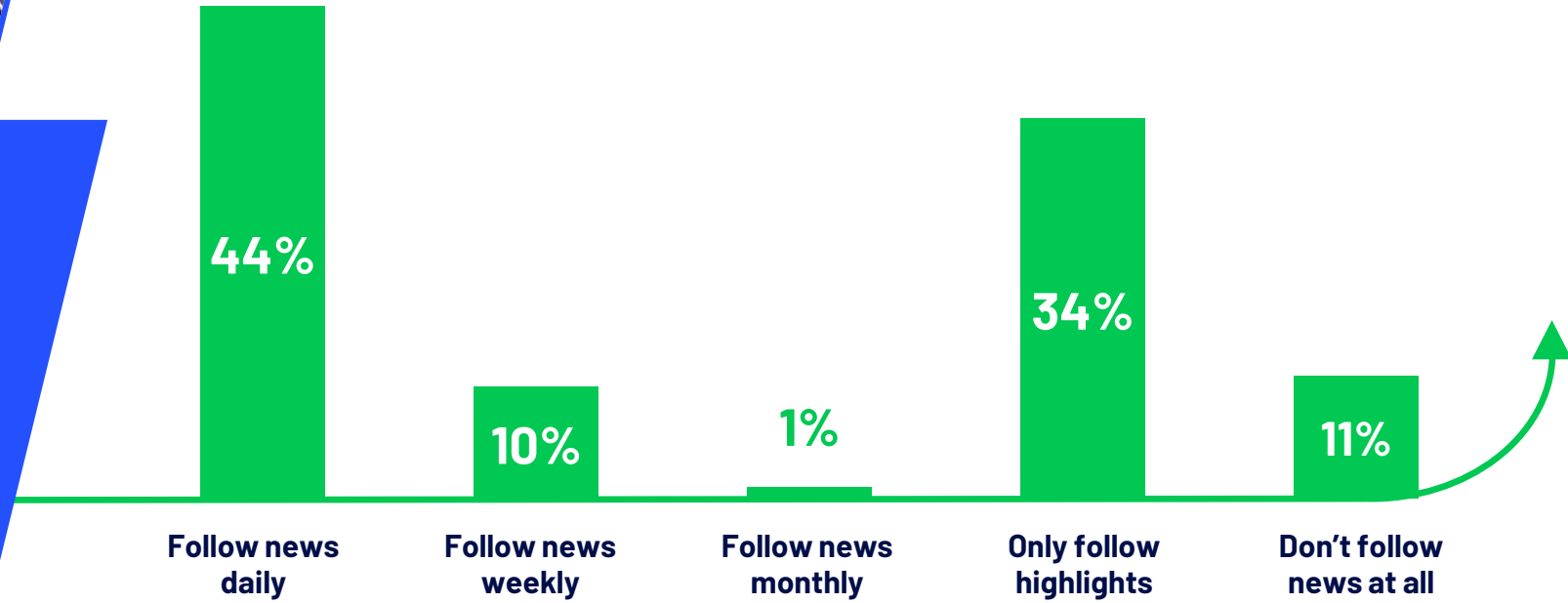


ANTICIPATION & VIEWING INTENT



Tournament news is a daily habit for fans, with many relying on highlights for the best moments

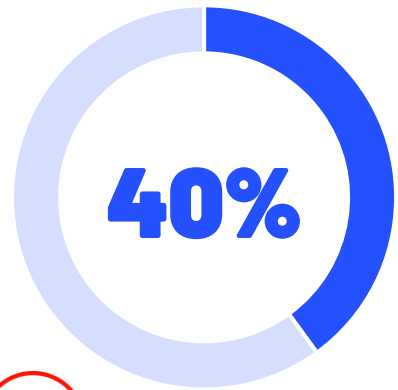
Frequency of following World Cup news so far



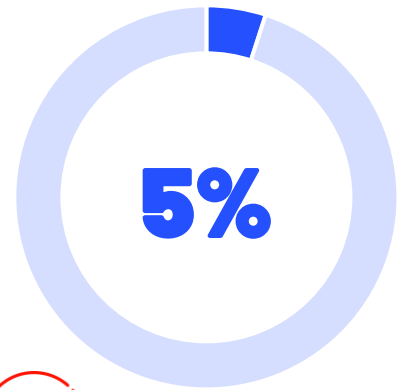


While awareness of the expanded tournament format is a split, informed fans are overwhelmingly excited about greater inclusivity

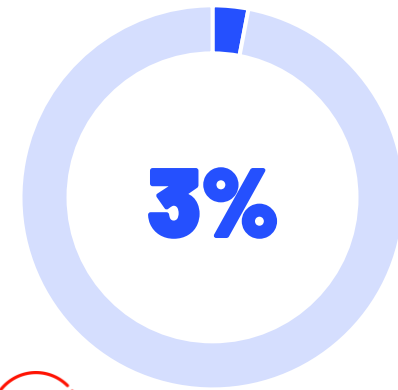
Awareness and sentiment toward the 48-team format



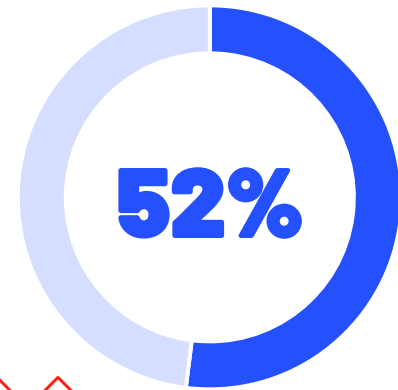
Are aware and excited about more inclusivity



Are aware and neutral about the change



Are aware and prefer the 32-team format

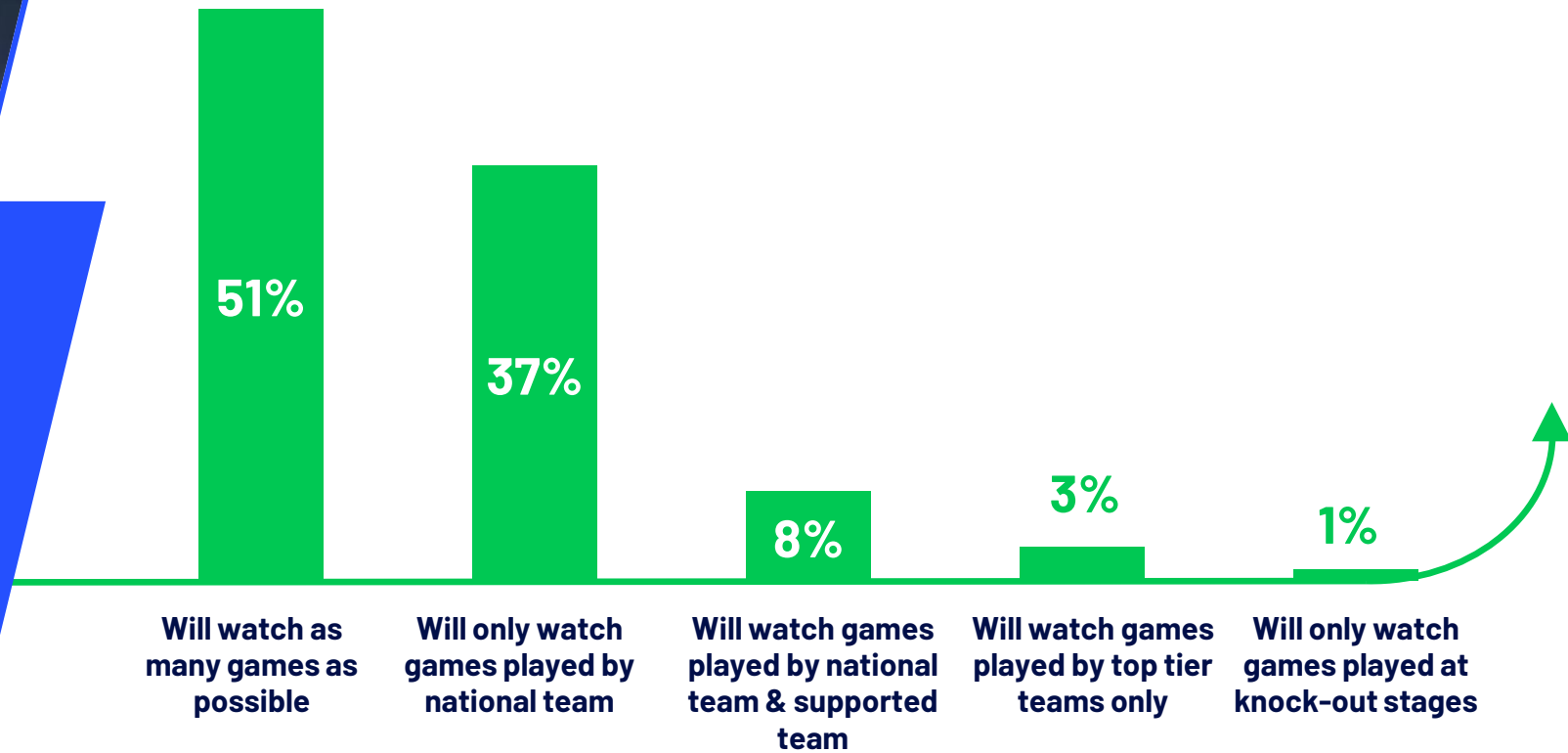


Are not aware of this change



Appetite for matches is expected to run deep, with more than half aiming to catch every game

Viewing intent for World Cup 2026





VIEWING BEHAVIOR

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

93%

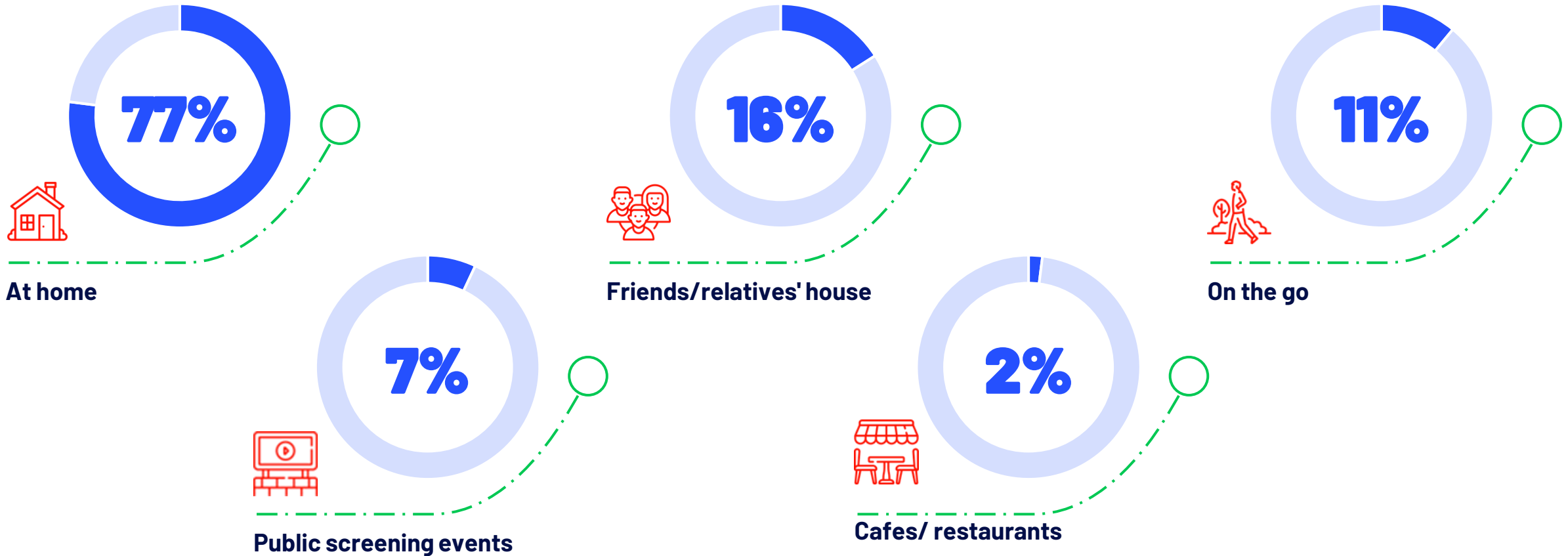
Will be Watching the Opening Ceremony





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

Planned viewing locations



Big screens and French commentary are the standard, with the majority opting for paid subscriptions

Viewing setup & preferences

Will watch on paid channels/ subscriptions

84%

16%

Will watch on free platforms

Will watch in French commentary

75%

25%

Will watch in other language commentary

Will watch on a big screen

85%

15%

Will watch on a small screen



Fans overwhelmingly choose live viewing, willingly adjusting sleep to catch the matches



99%

Will mainly watch the games live vs. recorded



84%

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





This commitment extends to daily life, with more skipping work, school, or social events to tune in



49%

Will cancel important social events to watch the games



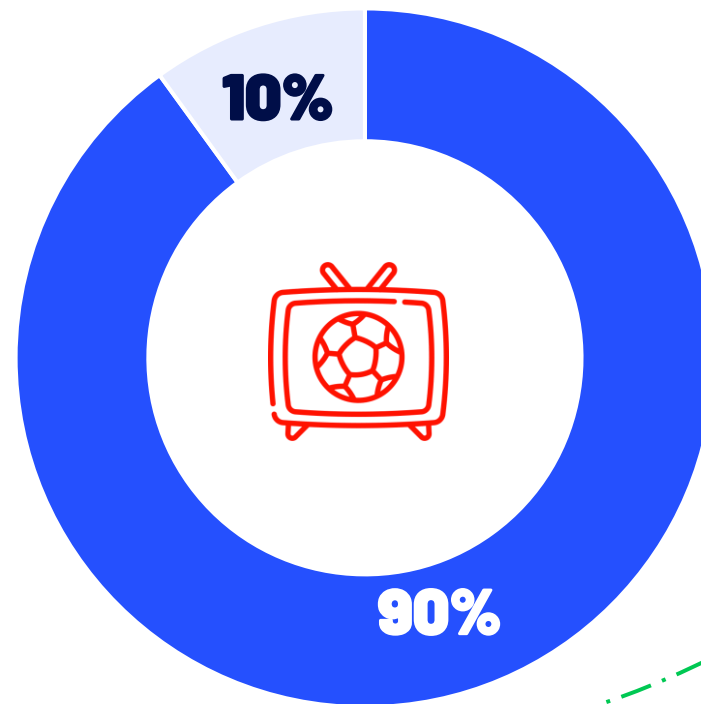
41%

Will miss work or school/ university to watch the games



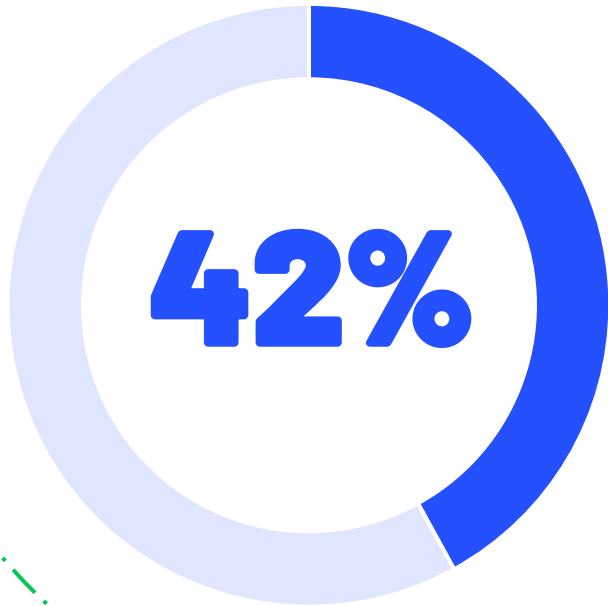


Match viewing is highly social, with the majority opting to watch in groups rather than individually



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

Fans are taking social viewing a step further by hosting or attending watch parties



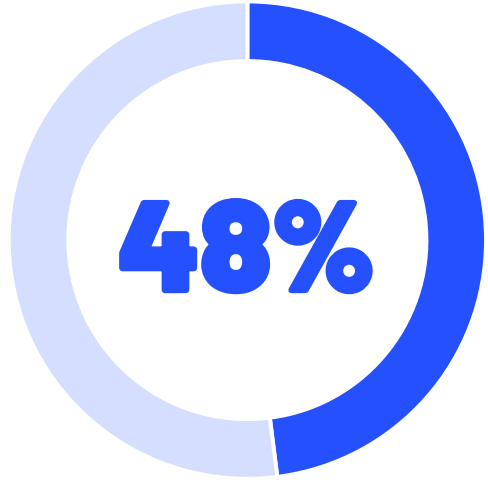
Will host or attend World Cup watch parties



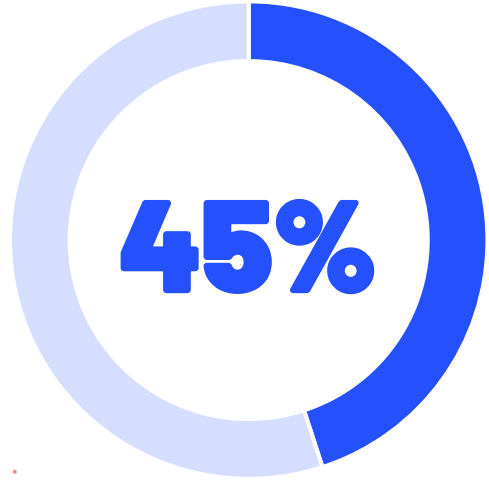


Big games show a near-even split between watching with rival or fellow fans, while solo viewing remains very limited

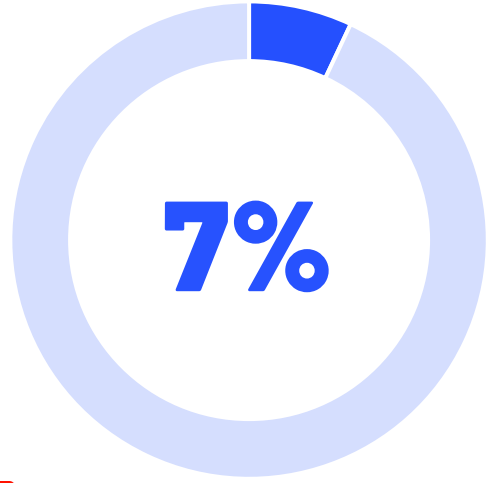
Viewing companions for favorite team's big games



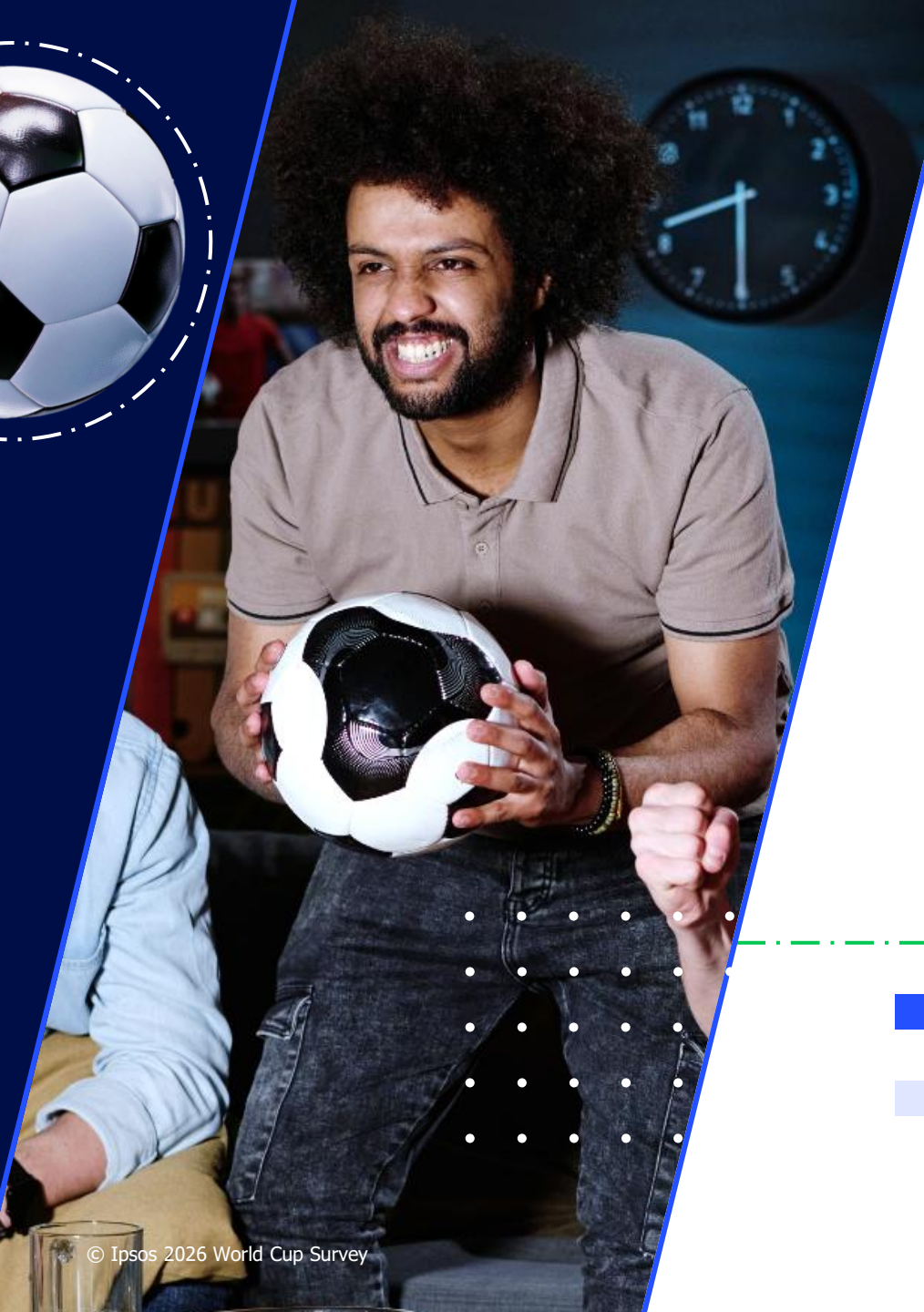
Plan to watch favorite team's big games with fans of opposing teams as it's more fun



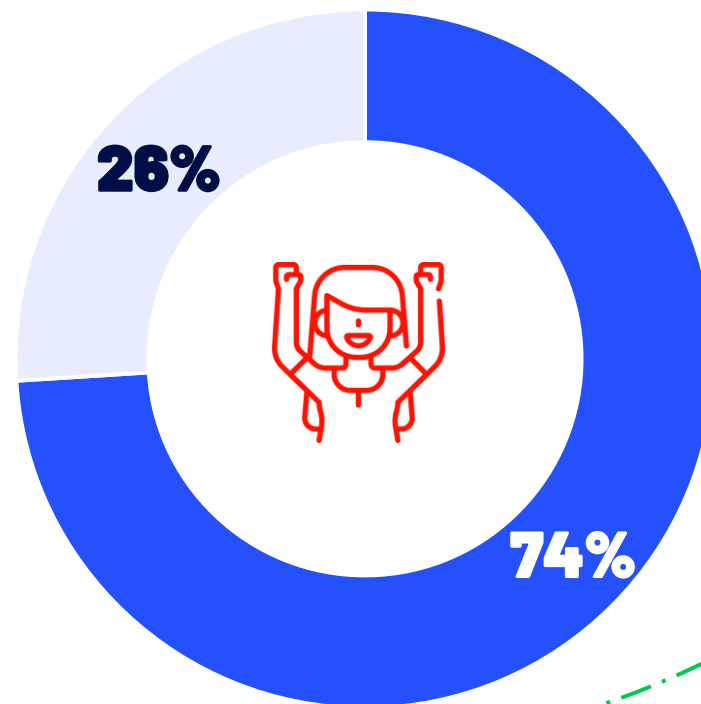
Plan to watch favorite team's big games only with fans supporting the same team



Plan to watch favorite team's big games alone



Most fans show good sportsmanship after a loss, though a quarter take defeat hard



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

Most fans bring full attention and emotional investment to the screen during matches, while online engagement is nearly evenly split

Viewing engagement levels

Fully focused

78%



22%

While multitasking

Engaged online/ on social media while watching

49%



51%

Disconnected, just watching

Are serious, emotionally invested fans

74%



26%

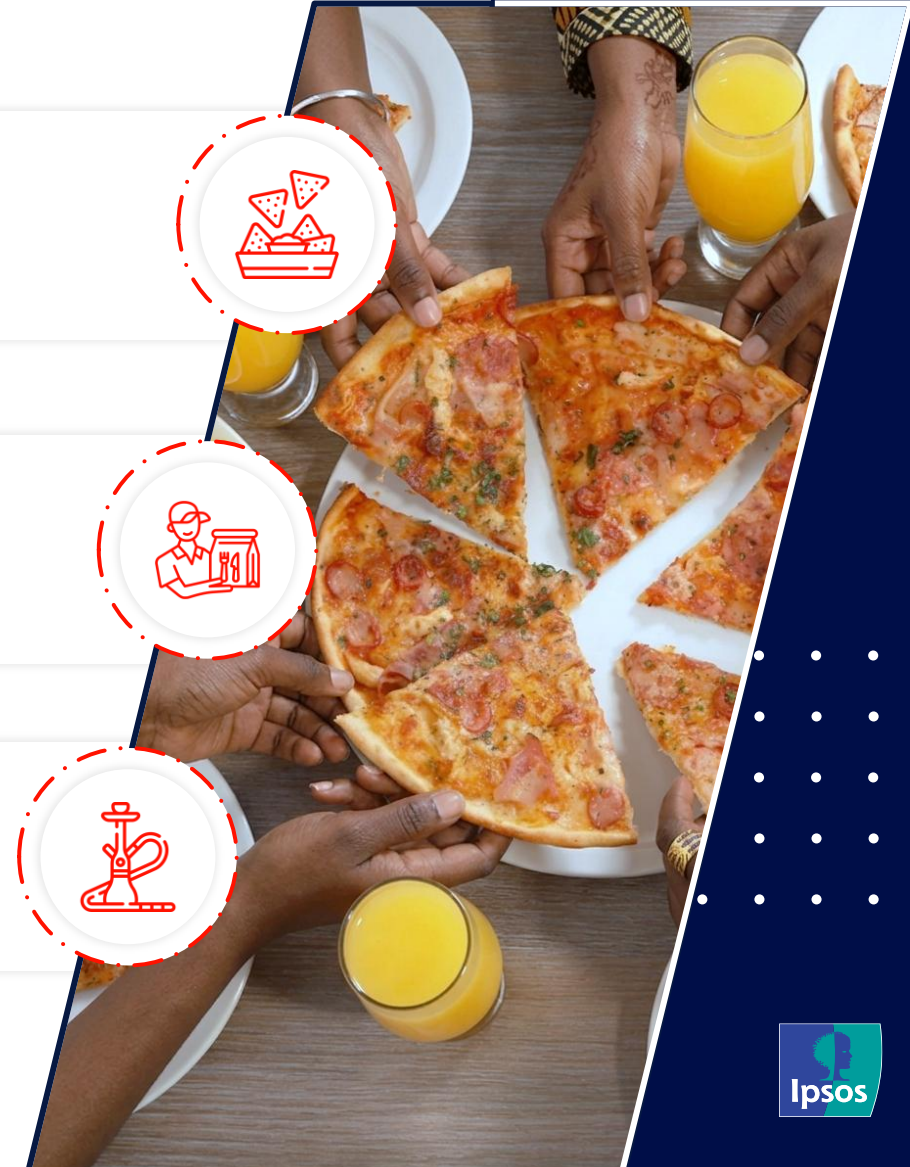
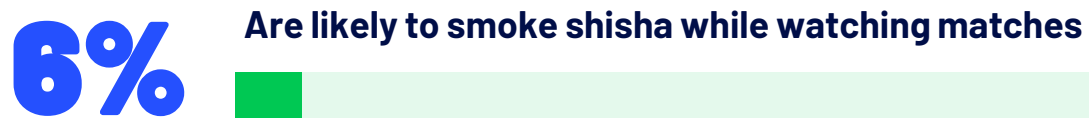
Are casual, relaxed viewers



▶ ○ ○ ○

Food is likely to be part of the experience for many, and a quarter tend to order food more often

Planned consumption habits while watching

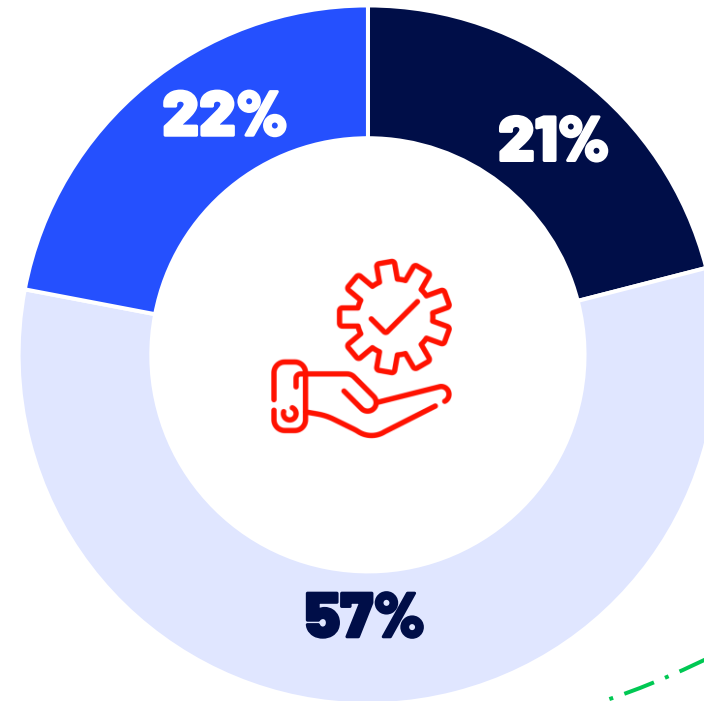




BEHAVIORAL IMPACT BEYOND THE SCREEN



3 in 5 expect their productivity to remain unchanged during the World Cup



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

▶ ○ ○ ○

Fans will spend and go out more, driven by a massive demand for tournament merchandise

Spending and lifestyle changes during the World Cup

61%

Are likely to spend more money than usual



49%

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



92%

Are likely to buy World Cup-themed products





About 1 in 5 claim they have travel plans to watch games in person

17%

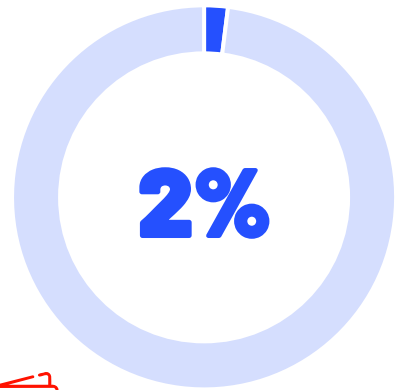
Are planning to travel to attend the matches in person



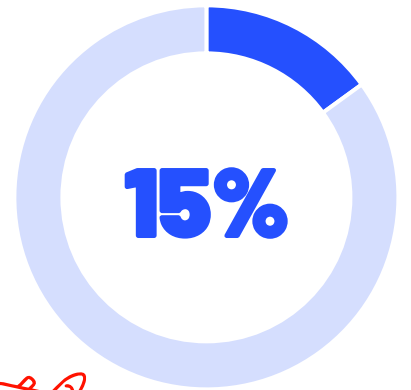


Though only a minority have already booked tickets and organized their trip

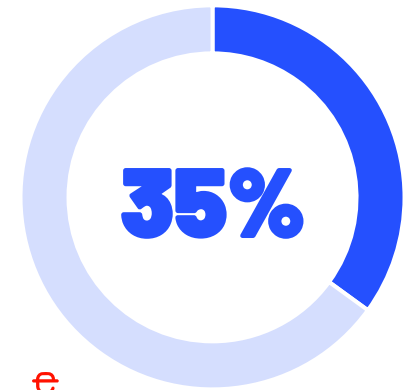
Travel intent to host countries



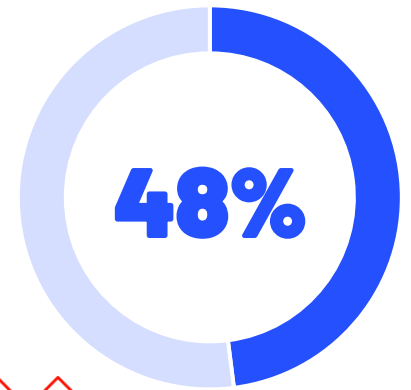
Already booked the tickets and secured travel arrangements



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

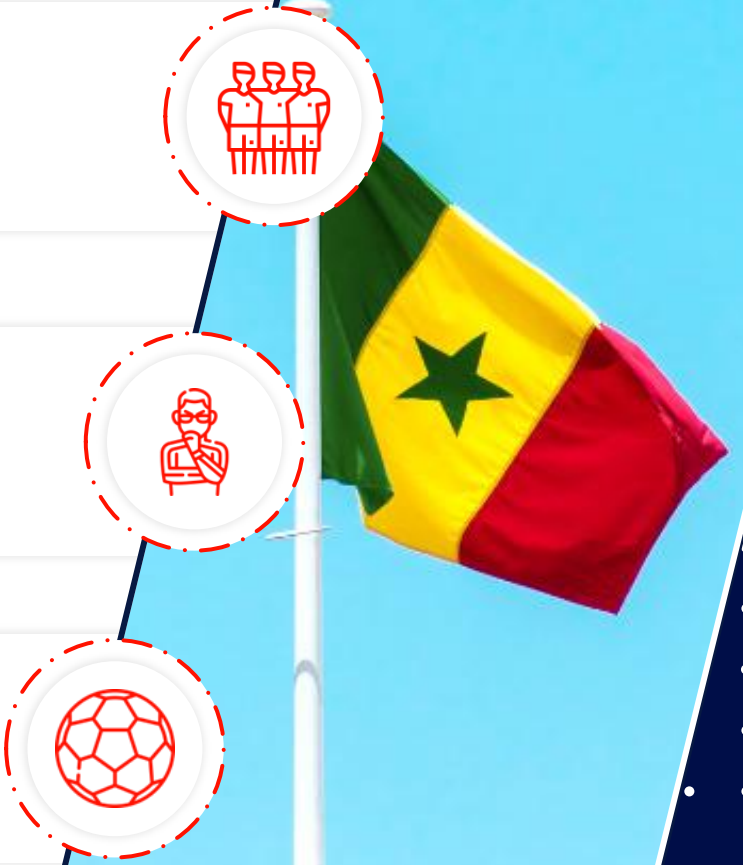


NATIONAL TEAM EXPECTATIONS

▶ ○ ○ ○

Fans show strong unity behind the national team players, and express high confidence in the coach and the national football federation

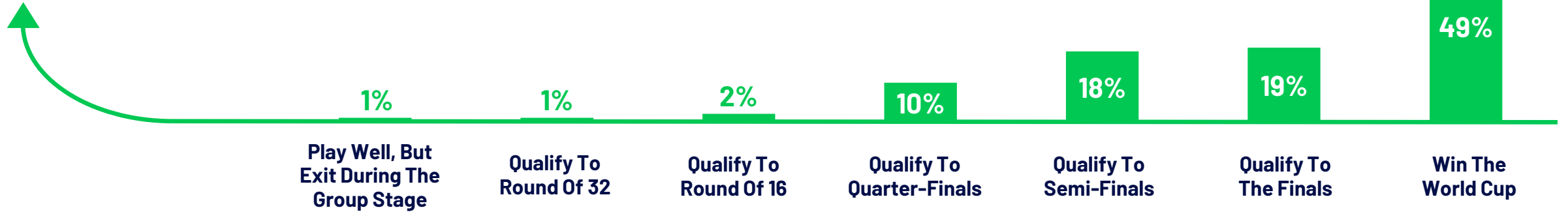
Public perception of national team capabilities





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

What People Consider
A Success For The
Senegal National Team

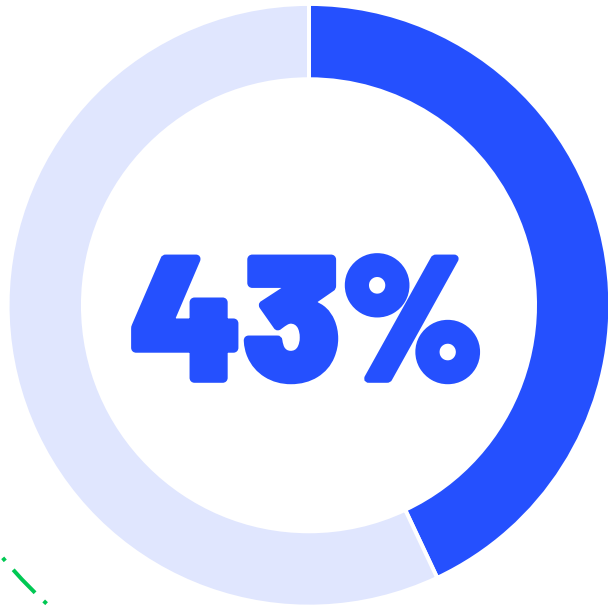


How People Expect The
Senegal National Team
To Perform



MATCH PREDICTIONS

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

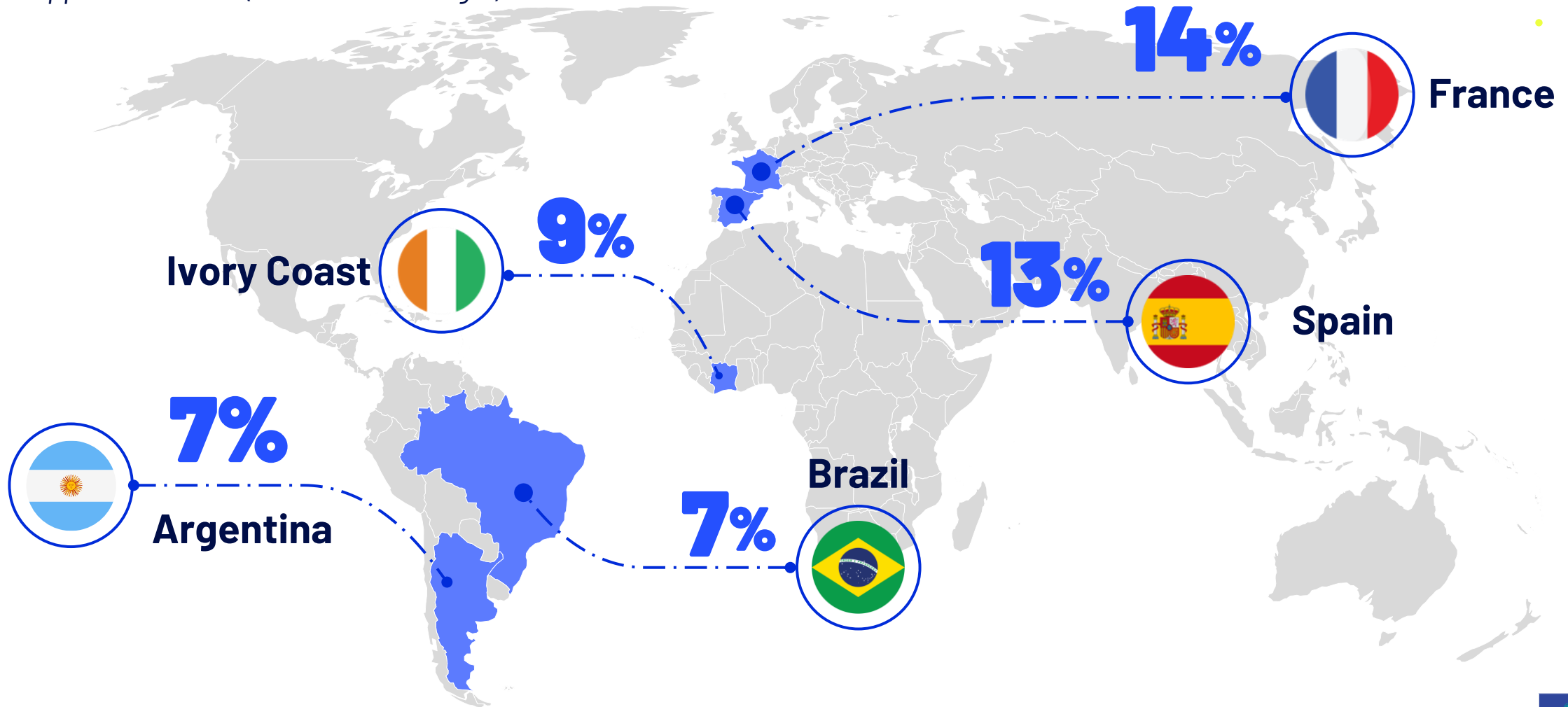


Will participate in match prediction competitions between family, friends and colleagues



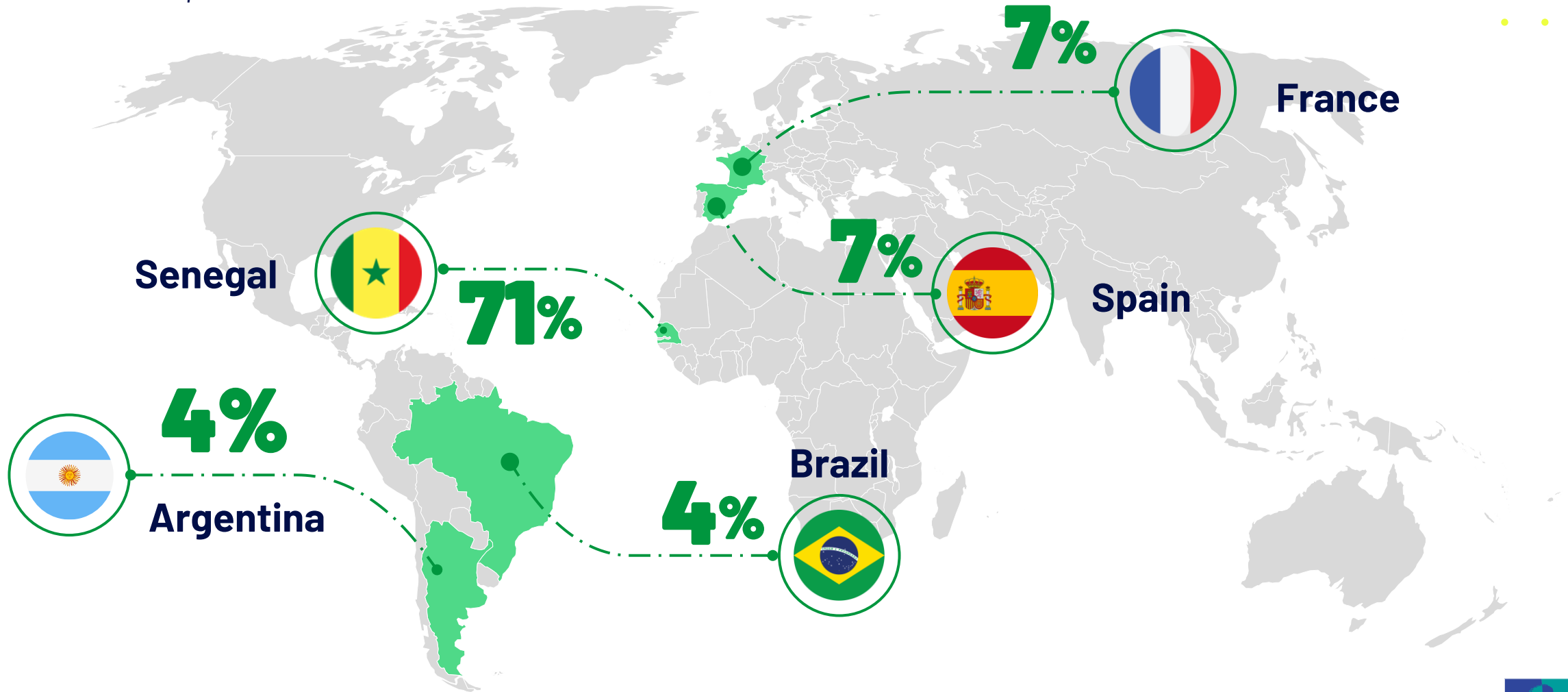
Besides Senegal, France and Spain are the most supported teams

Most Supported Teams (Other than Senegal)



When it comes to picking a winner, Senegal stands out

Predicted World Cup Winner



▶ ○ ○ ○

Sadio Mané ranks first when it comes to people's predicted golden ball winner

Predicted Golden Ball Winner

48%



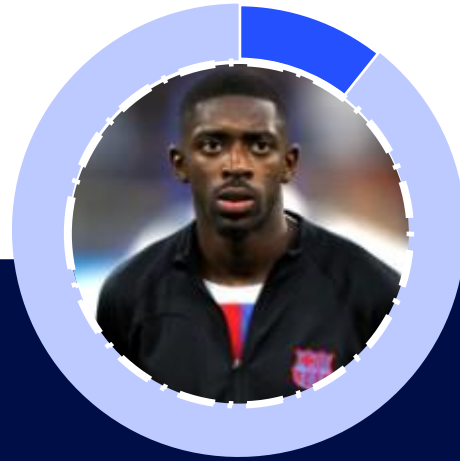
**Sadio
Mané**

12%



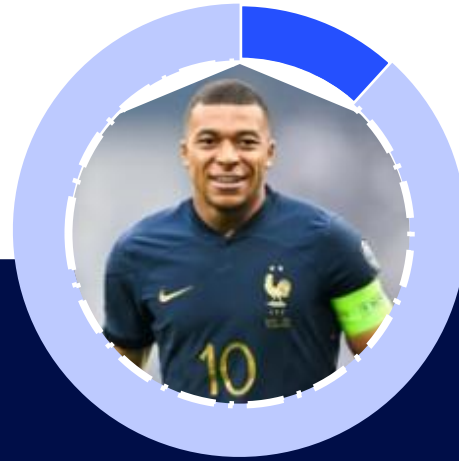
**Lamine
Yamal**

9%



**Ousmane
Dembélé**

6%



**Kylian
Mbappé**

4%



**Ibrahima
Mbaye**



INFORMATION SOURCES & ENGAGEMENT

Engagement remains high, with 1 in 5 plan to monitor scores daily and others tuning in just for key matches

Planned frequency of checking scores

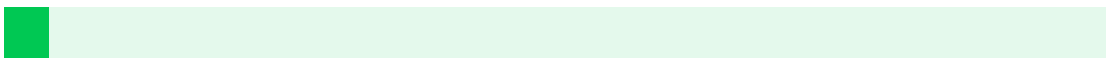
52%

Check scores daily



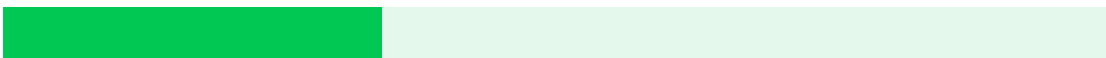
4%

Check scores weekly



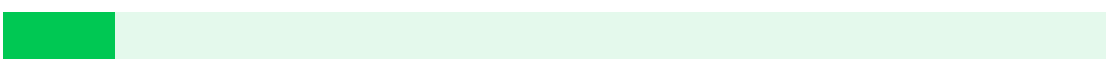
34%

Check scores for key matches only



10%

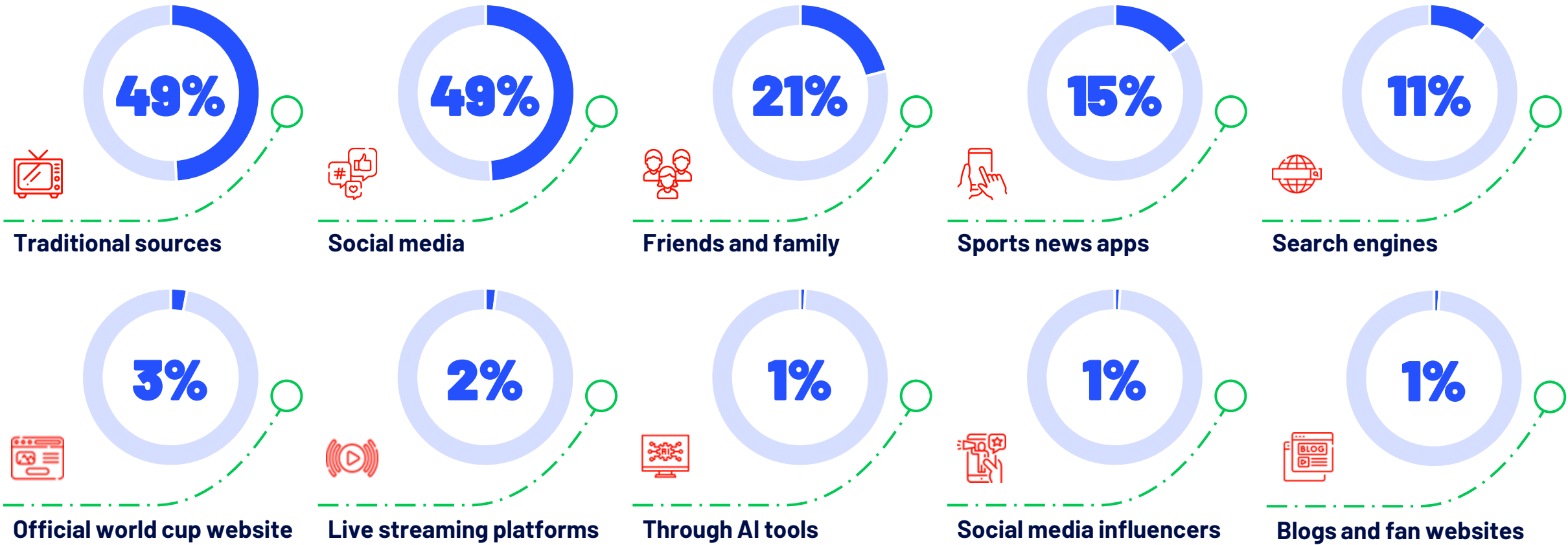
Will not check scores at all



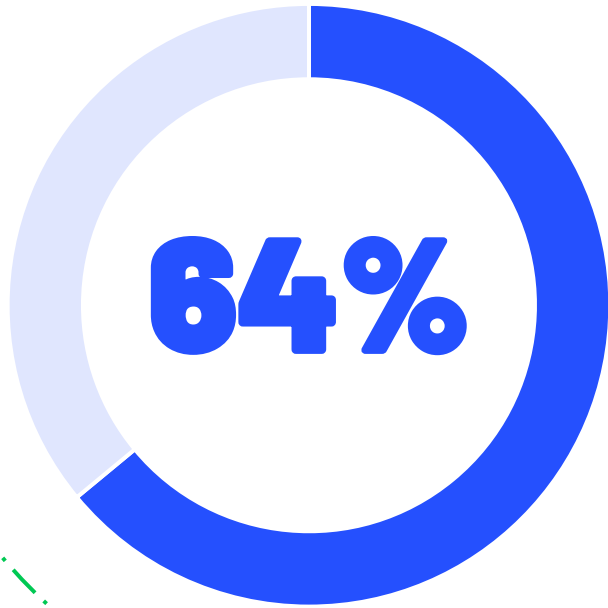


When it comes to updates, traditional media and social platforms tie as the top sources

Sources People Plan to Use for Scores & Information



The tournament drives a surge in online activity, with most fans planning to increase their social media engagement



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



Coca-Cola

82%



73%

BANK OF AMERICA

27%

VISA

26%

QATAR
AIRWAYS القطرية

21%



20%

HYUNDAI

20%



19%





Brands Most Associated with the FIFA World Cup regardless of sponsorship

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



46%



25%



24%



17%



9%



8%



4%



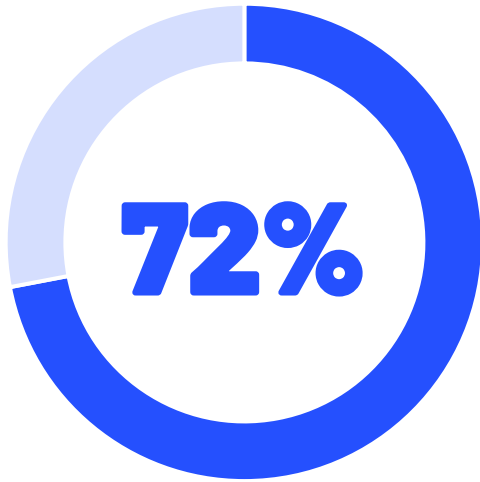
4%



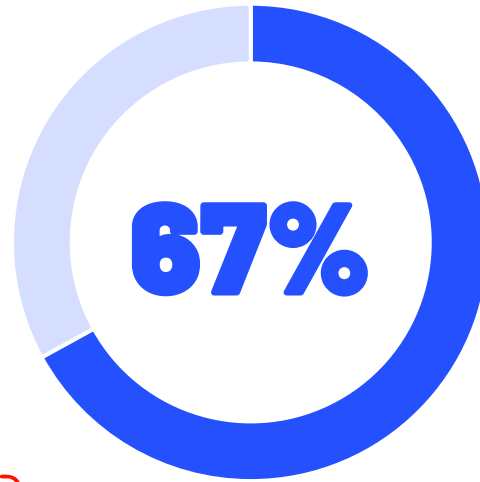


Being a sponsor creates a premium image that drives sales and social interaction

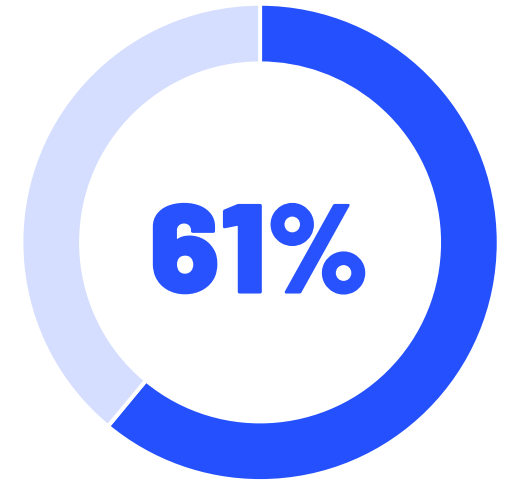
Attitudes Toward World Cup Sponsor Brands



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

▶ ○ ○ ○

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

26%

**The Casual
Observer**



21%

**The Opportunist
Supporter**



20%

**The Social
Viewer**



18%

**The Die-Hard
Fanatic**



15%

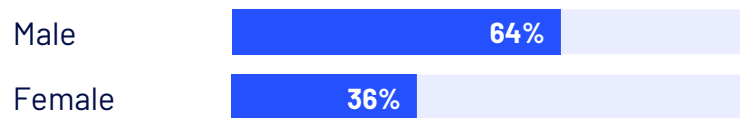
The Tactician



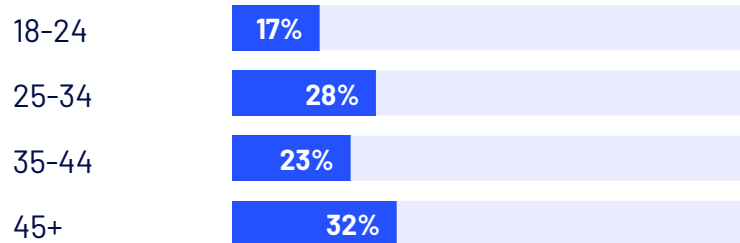
Who is The Casual Observer? (26%)

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.

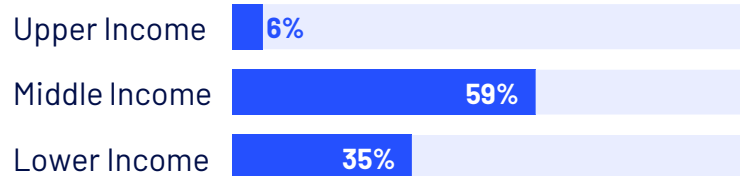
By Gender



By Age



By Income Level



80%

Are satisfied knowing the final score without watching the match

71%

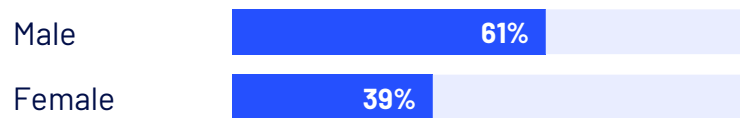
Watch the World Cup only when there is nothing else to do or when others are watching



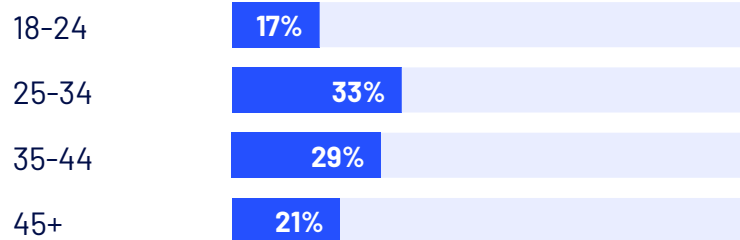
Who is The Opportunist Supporter? (21%)

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.

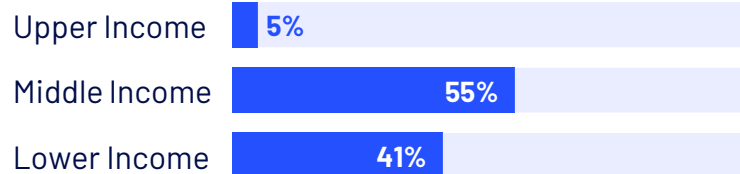
By Gender



By Age



By Income Level



88%

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

87%

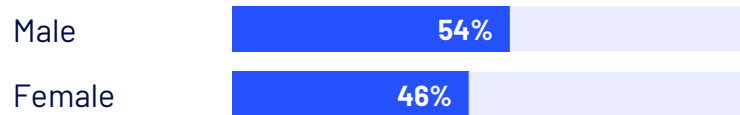
Enjoy supporting popular or trending teams, even when those teams are not their usual favorites



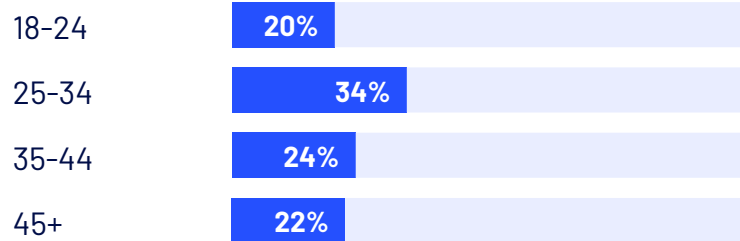
Who is The Social Viewer? (20%)

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.

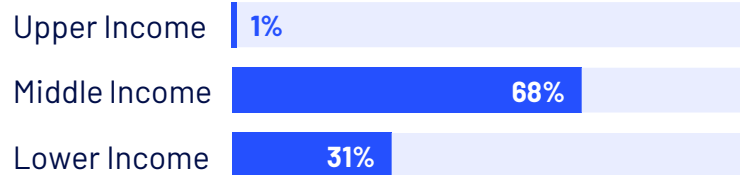
By Gender



By Age



By Income Level



90%

Enjoy the World Cup mainly because it brings people together

88%

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



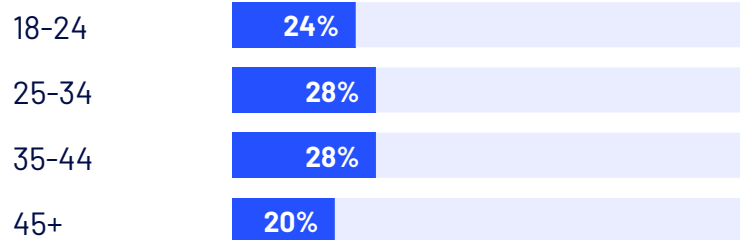
Who is The Die-Hard Fanatic? (18%)

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.

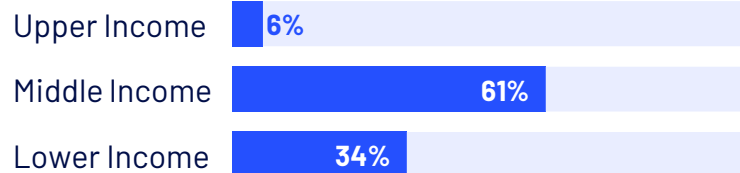
By Gender



By Age



By Income Level



82%

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

62%

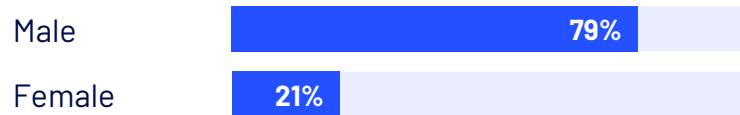
Have a mood that is influenced by the performance of their favorite team during the World Cup



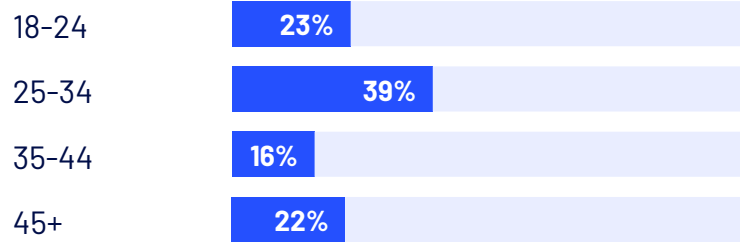
Who is The Tactician? (15%)

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.

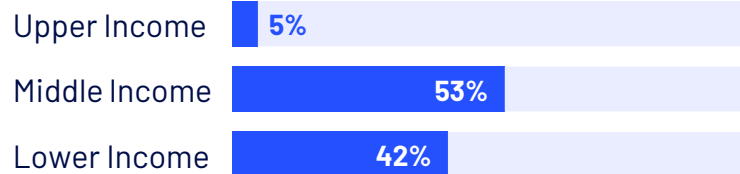
By Gender



By Age



By Income Level



94%

Follow football news and expert opinions year-round

92%

Enjoy analyzing tactics, formations and player statistics during matches



Methodology

Sample size

— X
506 respondents

Sample criteria

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

Methodology

— X
The survey was conducted via computer aided telephone interviews

Geographical coverage

— X
Conducted in the Senegal with a nationwide coverage

X 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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