



QUESTIONNAIRE & METHODOLOGY

Ipsos World Cup Survey

Conducted by Ipsos using FastFacts
A survey of the American general population ages 18-65
Interview dates: July 1-2, 2026
Number of interviews: 500

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

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Questionnaire

1. For each of the following sporting events, how would you describe your level of fandom?

[SCALE]

- 1 - Not a fan at all
- 2
- 3
- 4
- 5 - Huge fan

- 1. FIFA World Cup
- 2. Summer Olympics
- 3. NFL
- 4. MLB
- 5. NBA

2. The 2026 FIFA World Cup is currently taking place (June 11-July 19). Have you engaged in any World Cup activities so far?

- 1. Yes, I have been watching matches regularly (multiple times per week)
- 2. Yes, I have watched matches occasionally (once or twice a week)
- 3. Yes, I am following the news, scores, and highlights, but not watching the matches live
- 4. Not yet, but I plan to
- 5. No, I have not followed or watched it at all, and I'm not planning to

3. Over the next three weeks, do you plan to watch the 2026 FIFA World Cup?

- 1. Yes, I'm planning to watch matches regularly (multiple times per week)
- 2. Yes, I'm planning to watch matches occasionally (once or twice a week)
- 3. Yes, but I'm only planning to watch a few key matches or catch highlights
- 4. No, I'm not planning to watch live matches, but I am following the news, scores, and results
- 5. No, I'm not planning to follow or watch it at all

4. Which of the following best describes your viewing style for the 2026 FIFA World Cup?

- 1. The Team Fan: I really only care about watching my favorite country's team (e.g., just Team USA games).
- 2. The Casual / Big Game Viewer: I don't watch everyday games, but I always tune in for major matchups, rivals, and the knockout brackets.
- 3. The General Soccer Fan: I enjoy the sport and will turn on whatever matches happen to be on when I'm free.
- 4. The Die-Hard Fan: I am trying to watch as many of the 104 matches as humanly possible, keeping up with multiple groups.

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- 5. Where do you typically watch or experience the FIFA World Cup matches? (Select all that apply)**
1. In person at the stadium (I have tickets to a match)
 2. Tailgating / Stadium vicinity (Being near the stadium/parking lot for the game-day atmosphere)
 3. At home by myself, or with immediate family
 4. At home, hosting a party or get together
 5. At a friend or family member's house
 6. At a bar, restaurant, or sports pub
 7. At an official public viewing event (e.g., outdoor Fan Festival or stadium watch party)
 8. At work, school, or on the go (commuting)
 9. Somewhere else
- 6. How are you planning to watch the 2026 FIFA World Cup? (Select all that apply)**
1. Traditional Broadcast TV: Free, live TV over-the-air using an antenna (Local FOX or Telemundo channels)
 2. Traditional Cable/Satellite: Live TV via a standard cable/satellite subscription (FOX, FS1, Telemundo, or Universo)
 3. Live TV Streaming Services: Through a live TV streaming app (YouTube TV, Hulu + Live TV, Fubo, Sling TV)
 4. FOX Digital/Streaming Platforms: On-demand or live via the FOX Sports App, FOX One, or FoxSports.com
 5. Tubi: Watching the free 4K streams or Hub content on Tubi
 6. Peacock: Streaming Telemundo's live Spanish-language coverage of the matches
 7. Social Media: Not watching full matches; just catching highlights/clips on TikTok, YouTube, Instagram, X, etc.
 8. Radio/Podcasts/Audio: Listening to matches/commentary via iHeartRadio, FOX Sports radio, or on podcasts
 9. Other (Please Specify)
- 7. How are you planning to primarily watch the 2026 FIFA World Cup? (Select one)**
1. Not selected answers from Q6 (main survey)
 2. Traditional Broadcast TV: Free, live TV over-the-air using an antenna (Local FOX or Telemundo channels)
 3. Traditional Cable/Satellite: Live TV via a standard cable/satellite subscription (FOX, FS1, Telemundo, or Universo)
 4. Live TV Streaming Services: Through a live TV streaming app (YouTube TV, Hulu + Live TV, Fubo, Sling TV)
 5. FOX Digital/Streaming Platforms: On-demand or live via the FOX Sports App, FOX One, or FoxSports.com
 6. Tubi: Watching the free 4K streams or Hub content on Tubi
 7. Peacock: Streaming Telemundo's live Spanish-language coverage of the matches
 8. Social Media: Not watching full matches; just catching highlights/clips on TikTok, YouTube, Instagram, X, etc.
 9. Radio/Podcasts/Audio: Listening to matches/commentary via iHeartRadio, FOX Sports radio, or on podcasts
 10. Other (Please Specify)

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8. How do you feel about the Hydration Breaks in the 2026 FIFA World Cup?

1. Strongly Positive
2. Positive
3. Neutral
4. Negative
5. Strongly Negative

9. What makes you feel that way about the 2026 FIFA World Cup Hydration Breaks?

[OPEN END]

10. How much attention do you pay to FIFA World Cup commercials?

1. I watch all the commercials attentively
2. I pay attention to most of the commercials
3. I watch some commercials, but I'm not particularly focused on them
4. I usually don't pay much attention to the commercials
5. I actively avoid watching the commercials

11. Which brands come to mind when you think of ads related to the 2026 FIFA World Cup?

Please list as many as you can recall, separated by commas.

[OPEN END]

12. When you think of sponsors for the 2026 FIFA World Cup, which brands do you think of?

Please list as many as you can recall, separated by commas.

[OPEN END]

13. How would you rate your level of agreement for the following statements when a brand is an official sponsor of 2026 FIFA World Cup?

[SCALE]

- Strongly agree
- Somewhat agree
- Neither agree or disagree
- Somewhat disagree
- Strongly disagree

[RANDOMIZE]

1. It makes me think the brand...
2. cares about sports fans
3. is innovative
4. supports the community
5. is reliable
6. is culturally relevant
7. is trustworthy
8. is inauthentic/band-wagoning
9. spends too much money on advertising
10. is a leader in their industry
11. contributes to over-commercialization of sports

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14. Which of the following companies do you remember seeing or hearing as an Official Sponsor of the 2026 FIFA World Cup? (Select all that apply)

[RANDOMIZE]

1. Adidas
2. Coca-Cola
3. Hyundai-Kia
4. Visa
5. Qatar Airways
6. Aramco
7. Lenovo
8. Michelob ULTRA
9. NÜTRL
10. Stella Artois
11. Bank of America
12. Lay's
13. Hisense
14. McDonald's
15. Mengniu Dairy
16. Unilever (Dove, Axe, Degree)
17. Verizon
18. Pepsi
19. Chase
20. AT&T
21. Heineken
22. Budweiser
23. Nike
24. Duracell
25. None of these/I don't remember any official sponsors **[Anchor, Exclusive]**

15. There are usually many celebrities and athletes in World Cup commercials. Which celebrities have you noticed in this year's advertisements? Please list as many as you can recall, separated by commas.

[OPEN END]



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About the Study

These are some of the findings of an Ipsos study conducted between July 1-2, 2026. For this survey, a sample of 500 adults age 18-65 from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The survey was conducted using Ipsos Digital's ad hoc survey solution Fast Facts using a combination of both Ipsos' proprietary opt-in panel iSay and our standardly vetted partner networks. Respondents were recruited from these panels whose members have voluntarily agreed to participate in market research studies and undergo ongoing verification and quality screening procedures.

The sample was balanced on age and gender according to 2024 American Community Survey (ACS) benchmarks from the U.S. Census Bureau. No other quotas were applied, and findings reflect the opinion of survey respondents only.

For more information on this news release, please contact:

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About Ipsos

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“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

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