

PUBLIC PERSPECTIVES



WORLD CUP 2018

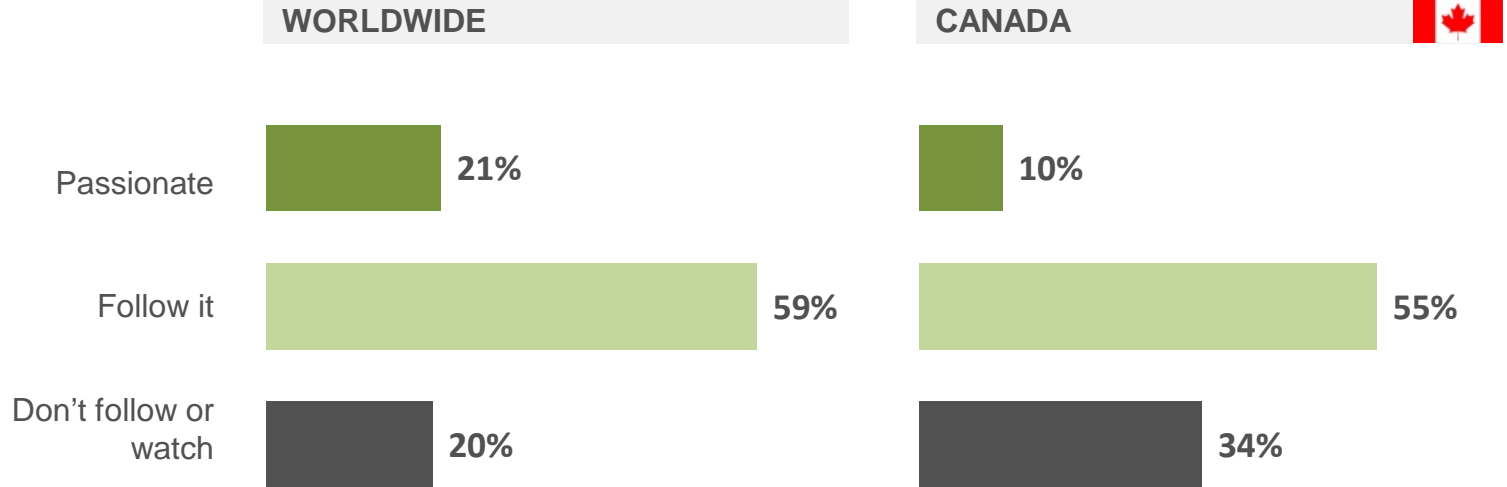
June 2018



Canadians are not as engaged in following soccer as others worldwide, but two-thirds of Canadians do follow it.



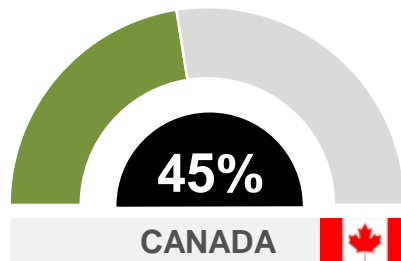
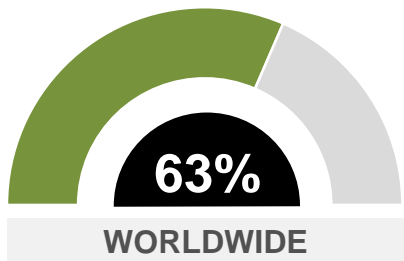
INTEREST IN SOCCER



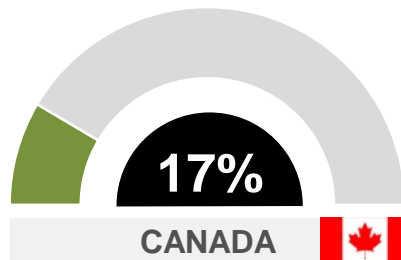
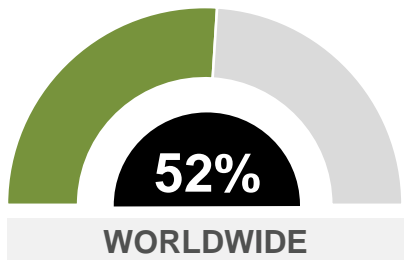
Almost half of Canadians have heard something about the upcoming World Cup, significantly lower than elsewhere; just shy of one-in-five plan to watch it.



HEARD ABOUT THE UPCOMING WORLD CUP



PLAN ON WATCHING THE WORLD CUP

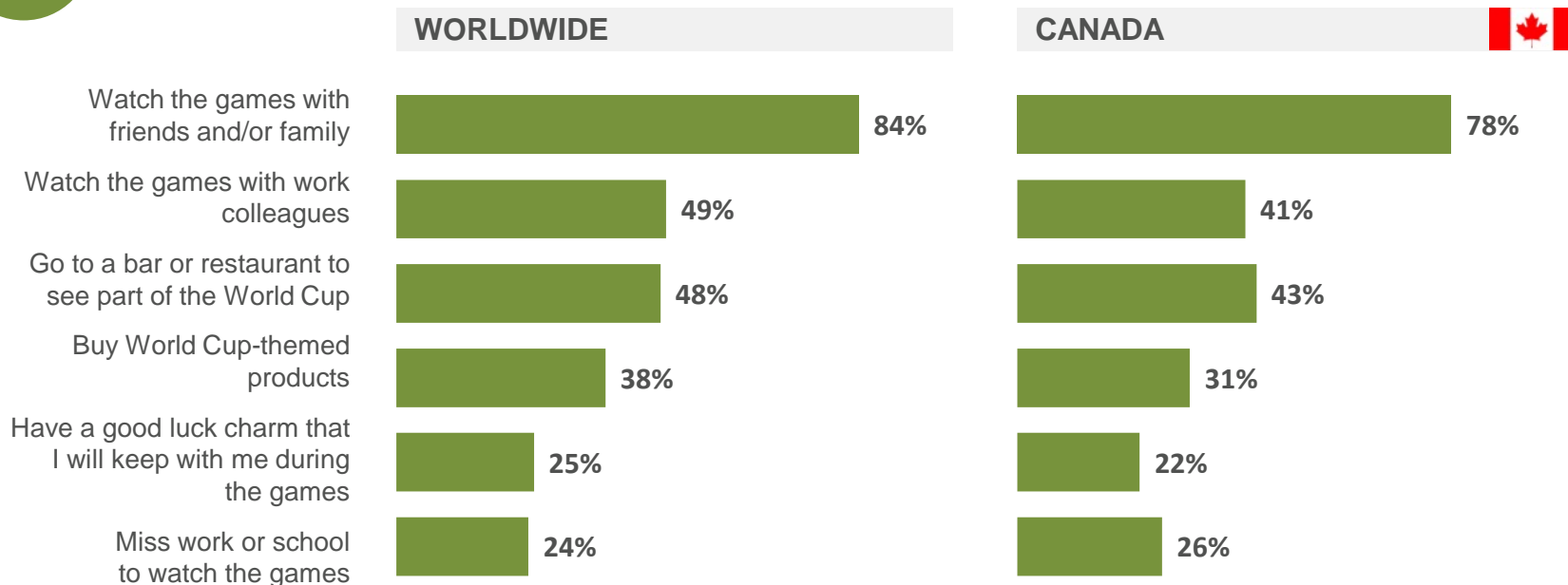


Q. Have you seen, read or heard anything about the upcoming 2018 FIFA World Cup, the international men's soccer/football (NOT American football), competition to be held in Russia this June?
Q. Do you plan to watch any part of the FIFA World Cup in Russia?

The World Cup is a social event. About eight-in-ten Canadians who say they will watch will definitely/ probably do so with friends and/or family.



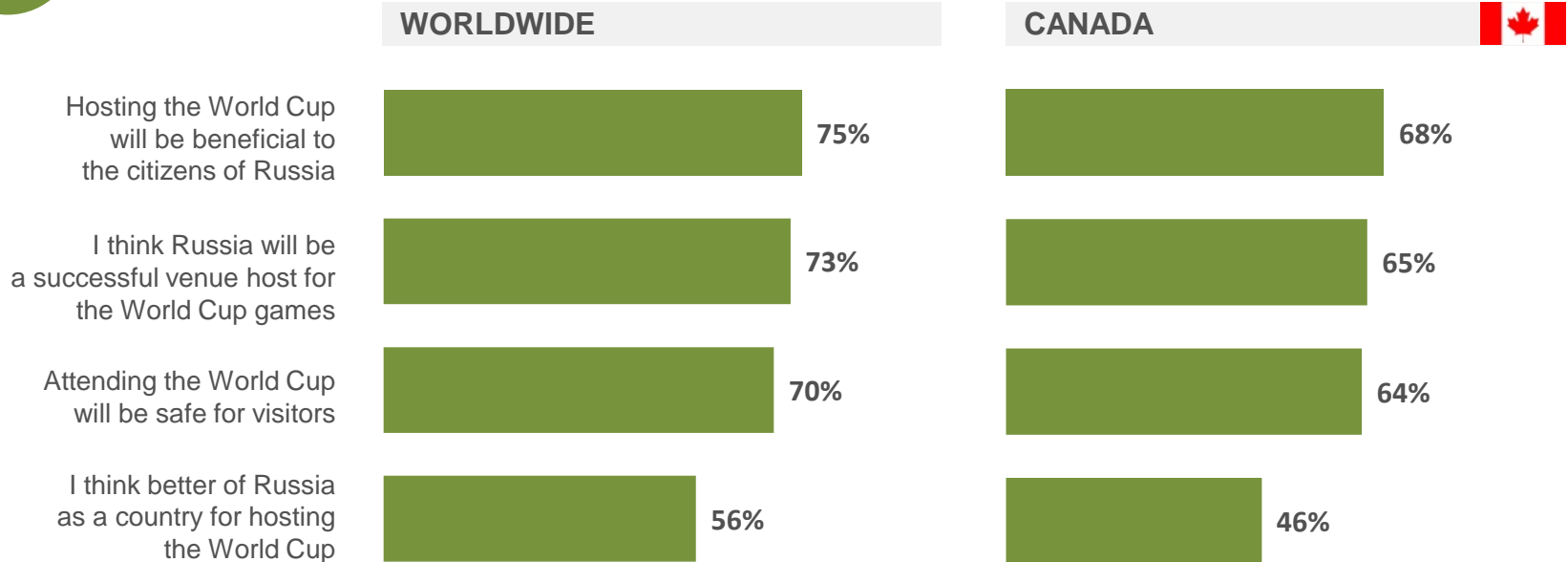
EXPECT TO... (among watchers)



Overall, people have a positive opinion about the World Cup in Russia.



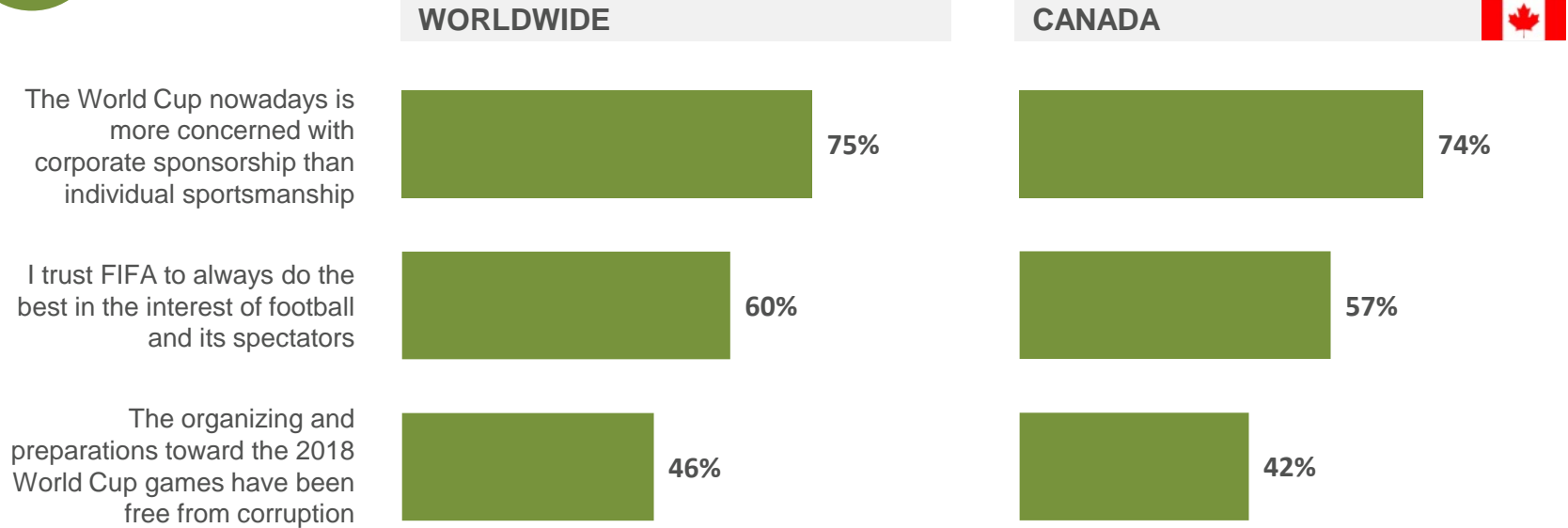
AGREE (among those aware of the World Cup)



Overall, people question the motives of FIFA, although a majority trust it.



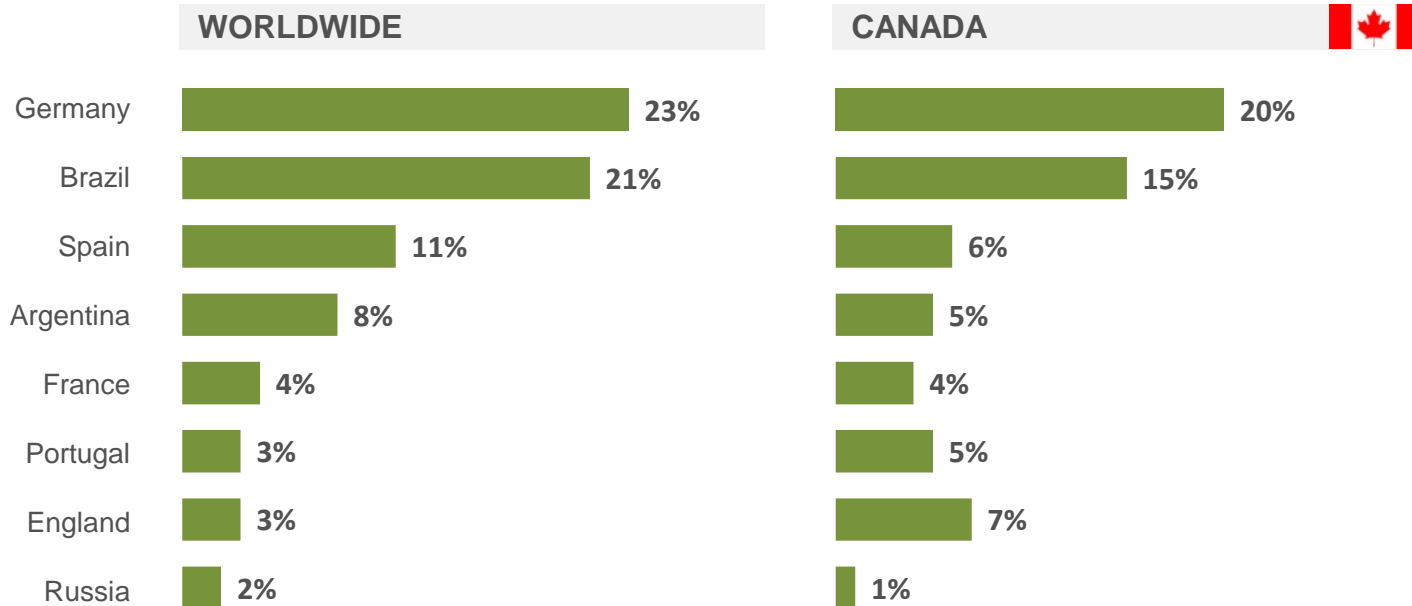
AGREE (among those aware of the World Cup)



In the end, worldwide, Germany and Brazil are favoured to win the World Cup in 2018. Canadians agree but are also somewhat more likely to identify England.



WHO WILL WIN *(among those aware of the World Cup)*



Data for this report were generated from Ipsos' Global Advisor

SURVEY METHOD	COUNTRIES	SAMPLE	WEIGHTING
<p>Data was collected in April/May 2018 in 27 countries around the world via the Ipsos Online Panel system.</p>	<p>Online surveys can be taken as representative of the general working age population in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, and the United States.</p> <p>Online samples in Brazil, China, Chile, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, Serbia, South Africa and Turkey are more urban, more educated and/or more affluent than the general population and the results should be viewed as reflecting the views of a more “connected” population.</p>	<p>The normal sample each wave consists of an international sample of approximately 20,000+ adults age 18-64 in the US and Canada, and age 16-64 in all other countries. Approximately 1000+ individuals participate on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Chile, Hungary, India, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Korea, Sweden and Turkey, where each have a sample approximately 500+.</p>	<p>Data collected are weighted so that each country's sample composition best reflects the demographic profile of the adult population according to the country's most recent census data. Data collected are also weighted to give each country an equal weight in the total “global” sample.</p> <p>Sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. The precision of the online polls are measured using a Bayesian Credibility Interval. Here, the poll has a credibility interval of ± 5.0 points for countries where sample is 500+ and ± 3.5 points for countries where the sample is 1,000+.</p>

CONTACTS

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Mike Colledge
President, Canadian Public Affairs

 mike.colledge@ipsos.com



Sean Simpson
Vice President, Public Affairs

 sean.simpson@ipsos.com