

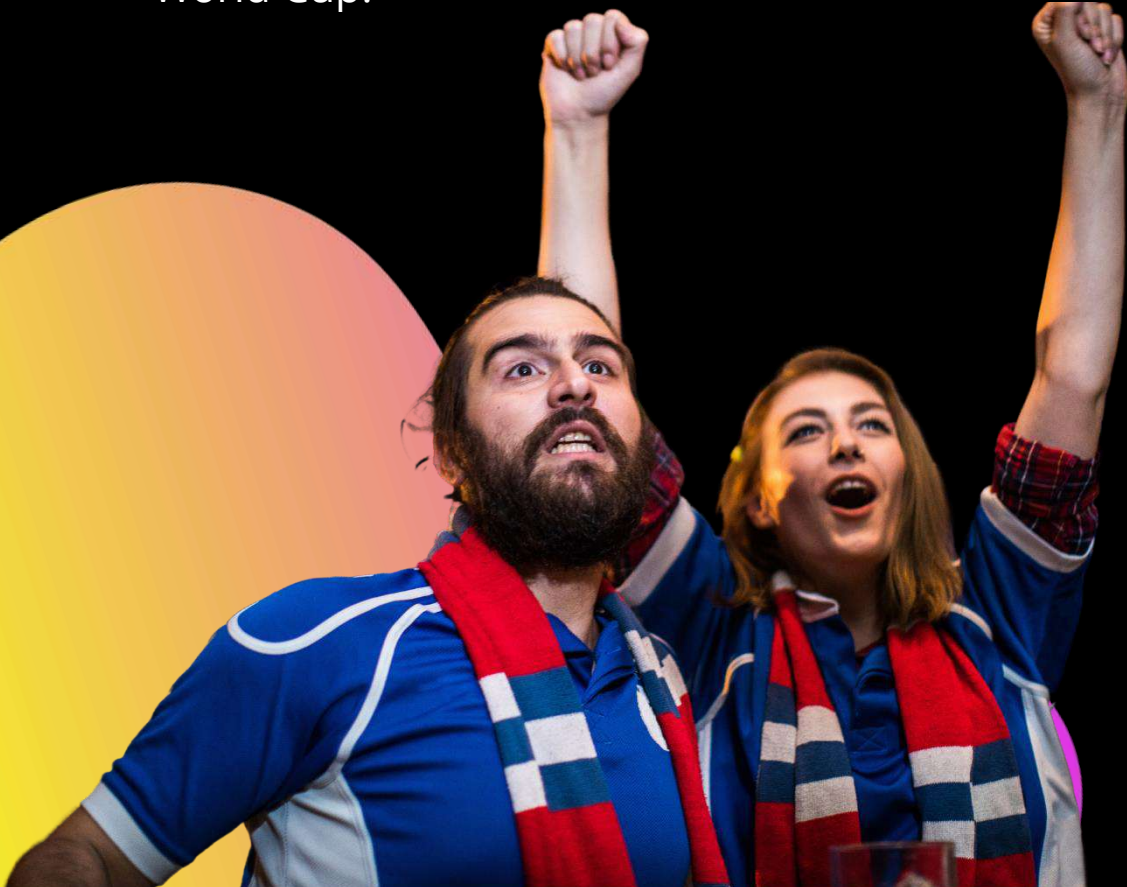
thinknow
cross-cultural research



World Cup Fandom

September 2022

ThinkNow conducted a nationwide online survey of U.S. adults to understand how people will be engaging with the 2022 World Cup.



Methodology



Survey Method

› Online via ThinkNow Research's Omnibus Study



Field Timing

› August 10 – 17, 2022



Base Size

› 1,550



Screening Criteria

› 18 to 64 years of age



Regional Coverage

› National

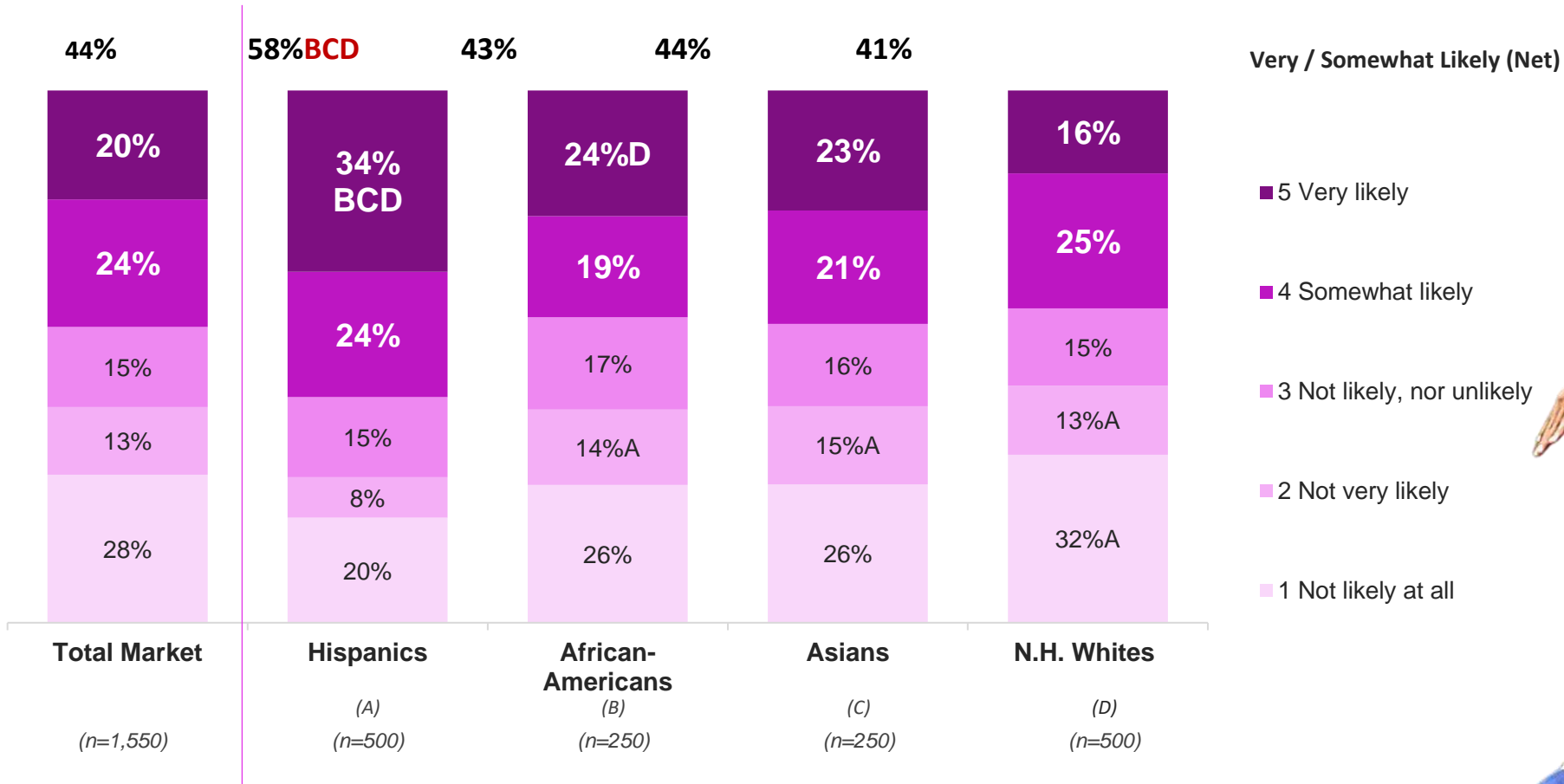


Detailed Findings

Among the Total Market, over 40% are at least *somewhat* likely to watch any of the 2022 World Cup matches. Hispanics are the most likely to watch among the four race/ethnic segments.

How likely are you to watch any of the soccer matches in the upcoming 2022 World Cup?

Base: Total Market



Base Size:

Most viewers will be streaming the World Cup matches in their home. About half will be watching the matches on regular TV.

How are you planning to watch the 2022 World Cup soccer matches?

Base: Likely to watch World Cup matches

	Total Market	Hispanics	African Americans	Asians	N.H Whites
		(A)	(B)	(C)	(D)
Streaming on any device (Net)	74%	74%	71%	77%	74%
Streaming on TV	52%	54%	54%	55%	51%
Streaming on smartphone	27%	29%	29%	32%	25%
Streaming on laptop computer	19%	15%	17%	28%A	20%
Streaming on tablet	17%	15%	20%	20%	15%
Streaming on desktop computer	16%	14%	20%	13%	16%
Regular TV (cable, satellite, antenna)	48%	56%	44%	49%	47%
In-person (I'm traveling to Qatar)	10%	6%	12%	6%	10%
	(n=922)	(n=363)	(n=150)	(n=148)	(n=277)

Where are you planning to watch the World Cup matches?

Base: Likely to watch World Cup matches

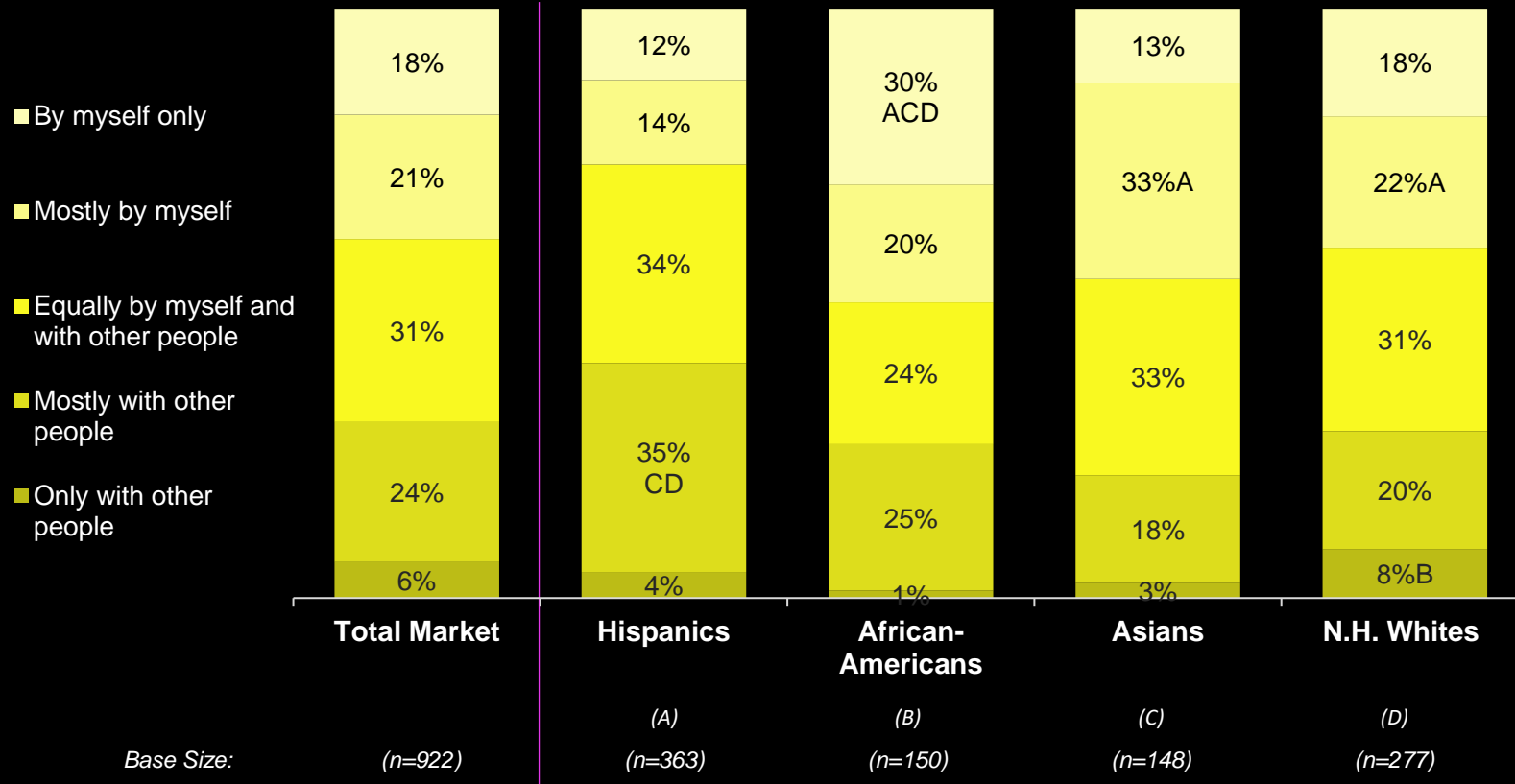
	Total Market	Hispanics	African Americans	Asians	N.H Whites
		(A)	(B)	(C)	(D)
My home	75%	77%	77%	82%	72%
Family/friend's home	30%	34%	32%	28%	28%
Sports Bar/Restaurant	24%	23%	28%	17%	23%
At work	14%	14%	14%	8%	15%
On the go (wherever I'm at)	14%	16%	10%	15%	14%
At school	4%	4%	6%	3%	4%
Not sure	5%	4%	6%	2%	6%
	(n=922)	(n=363)	(n=150)	(n=148)	(n=277)

Letter indicates significant difference at 95% confidence level.

Hispanics are the most likely to watch World Cup matches with others.
Hispanics are just as likely to watch matches in Spanish as they are in English.

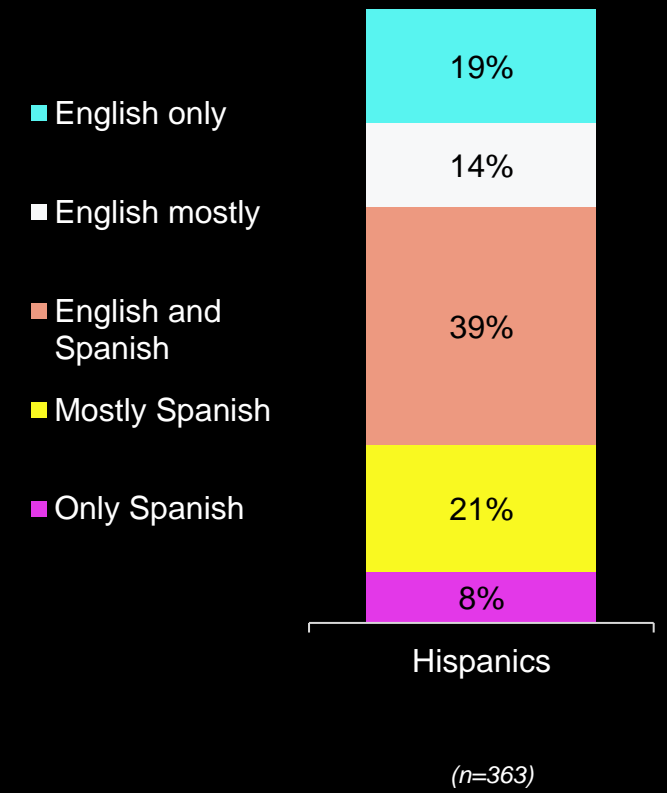
Are you more likely to watch the World Cup matches by yourself or with others?

Base: Likely to watch World Cup matches



Are you more likely to watch the World Cup matches in English or Spanish?

Base: Hispanics Likely to watch World Cup matches



Letter indicates significant difference at 95% confidence level.

Most respondents said they would tune into ESPN to view the World Cup but FOX Sports, FS1 and Telemundo have the broadcast and streaming rights. They will need to increase awareness of their broadcast rights in the weeks leading up to the tournament.

From which TV networks/providers are you likely to watch the World Cup matches?

Base: Likely to Watch World Cup

	Total Market	Hispanics	African Americans	Asians	N.H Whites
		(A)	(B)	(C)	(D)
ESPN	52%	44%	58%A	51%	50%
FOX	35%	30%	40%	27%	35%
NBC	28%	23%	40%AD	40%A	27%
ABC	27%	17%	35%A	36%A	28%A
Telemundo	21%	51%BCD	15%C	5%	12%
Univision	18%	42%BCD	11%	8%	13%
Dish Network/Dish Latino	7%	9%	3%	4%	7%
Galavision	6%	13%BCD	5%	2%	4%
	(n=922)	(n=363)	(n=150)	(n=148)	(n=277)

From which websites online platforms are you likely to stream matches from online?

Base: Likely to Watch World Cup

	Total Market	Hispanics	African Americans	Asians	N.H Whites
		(A)	(B)	(C)	(D)
ESPN	40%	35%	40%	44%	41%
YouTube	35%	38%	30%	52%ABD	34%
FIFA	23%	24%	17%	19%	23%
FOX	22%	19%	34%AD	24%	21%
NBC	20%	14%	28%A	33%A	21%
ABC	18%	10%	23%A	33%AD	19%A
Facebook	17%	19%	15%	20%	15%
Telemundo	14%	33%BCD	7%	8%	9%
Univision	12%	29%BCD	12%C	3%	8%
DirecTV Now	7%	5%	13%A	6%	7%
Dish Network/Dish Latino	5%	8%C	4%	1%	5%
Galavision	4%	8%	2%	5%	3%
Sling Latino	4%	5%	4%	2%	3%
Gol	4%	6%	1%	1%	4%
	(n=922)	(n=363)	(n=150)	(n=148)	(n=277)

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Among those likely to watch World Cup matches, about 3-in-10 will be watching the matches live, no matter the time of day. Asians are more likely to watch the World Cup online at their own leisure/when they are most able to.



If a World Cup match you really wanted to see was pm very late in the evening or very early in the morning (any time between 11pm and 5am), which of these would you do ?

Base: Likely to Watch World Cup

	Total Market	Hispanics	African Americans	Asians	N.H Whites
		(A)	(B)	(C)	(D)
I would watch it live – the time of the day does not matter to me	29%	33%	33%	22%	27%
I would stream it online/mobile when I am able to	26%	26%	19%	36%B	27%
I would record it and watch when I am able to	22%	19%	22%	17%	25%
I wouldn't watch it at all if it's at that time	13%	13%	12%	15%	14%
I would listen to it live (radio or streaming)	10%	9%	13%	11%	8%
	(n=922)	(n=363)	(n=150)	(n=148)	(n=277)

Letter indicates significant difference at 95% confidence level.

Hispanics will be following the World Cup more closely than any other group (i.e. watching games, highlights, checking scores).

During the month-long 2022 World Cup, how often do you think you will watch games, watch highlights, check scores, etc.?

Base: Likely to Watch World Cup



The U.S. will be the most followed team in this year's World Cup, followed by Brazil, Mexico, England, Germany and Argentina.

Which countries are you most interested in following in the 2022 World Cup – whether you are a fan of them or not?

Base: Likely to Watch World Cup

	Total Market	Hispanics	African Americans	Asians	N.H Whites
		(A)	(B)	(C)	(D)
United States	62%	54%	64%	59%	64%
Brazil	29%	38%D	33%	33%	25%
Mexico	25%	53%BCD	21%C	6%	19%C
England	22%	18%	15%	33%AB	24%
Germany	21%	21%B	7%	26%B	23%B
Argentina	20%	33%BCD	20%	15%	15%
France	14%	19%	16%	16%	12%
Spain	13%	26%BCD	11%	11%	8%
Portugal	12%	22%BCD	11%	8%	9%
Canada	11%	8%	8%	10%	14%
Australia	9%	5%	7%	7%	12%A
Belgium	7%	7%	11%	4%	6%
Costa Rica	7%	11%D	4%	5%	5%
Japan	6%	9%D	6%	12%D	4%
Netherlands	5%	4%	1%	7%	6%
	(n=922)	(n=363)	(n=150)	(n=148)	(n=277)

	Total Market	Hispanics	African Americans	Asians	N.H Whites
		(A)	(B)	(C)	(D)
Denmark	5%	6%D	1%	3%	6%
Switzerland	5%	6%	4%	2%	5%
Ecuador	4%	6%	4%	1%	4%
Croatia	4%	4%	4%	2%	4%
Cameroon	4%	3%	5%	2%	4%
South Korea	4%	3%	4%	10%AD	3%
Uruguay	3%	8%CD	4%	2%	1%
Qatar	3%	2%	11%ACD	3%	3%
Wales	3%	2%	3%	5%	3%
Iran	2%	2%	4%	2%	3%
Ghana	2%	3%	7%CD	0%	1%
Poland	2%	3%	3%	0%	2%
Morocco	2%	2%	5%	2%	1%
	(n=922)	(n=363)	(n=150)	(n=148)	(n=277)

Countries with 2% or more showed.

Letter indicates significant difference at 95% confidence level.

Many World Cup fans will be rooting for the U.S. team. As the majority of Hispanics in the US are of Mexican origin, they are more likely to root for Mexico.

Which of these countries are you most likely to root for during the World Cup, regardless of which team they are playing against?

Base: Likely to Watch World Cup

	Total Market	Hispanics	African Americans	Asians	N.H Whites
		(A)	(B)	(C)	(D)
United States	46%	25%	50%A	44%A	50%A
Mexico	9%	32%BCD	2%	0%	4%
Brazil	8%	11%	8%	11%	7%
England	6%	3%	9%A	14%A	7%
Argentina	6%	10%BD	2%	7%	4%
Germany	4%	1%	2%	2%	6%
Spain	2%	3%	0%	3%	2%
Canada	2%	2%	1%	2%	2%
Belgium	2%	1%	1%	0%	2%
Australia	2%	0%	1%	2%	2%
Portugal	1%	1%	7%ACD	1%	0%
	(n=922)	(n=363)	(n=150)	(n=148)	(n=277)

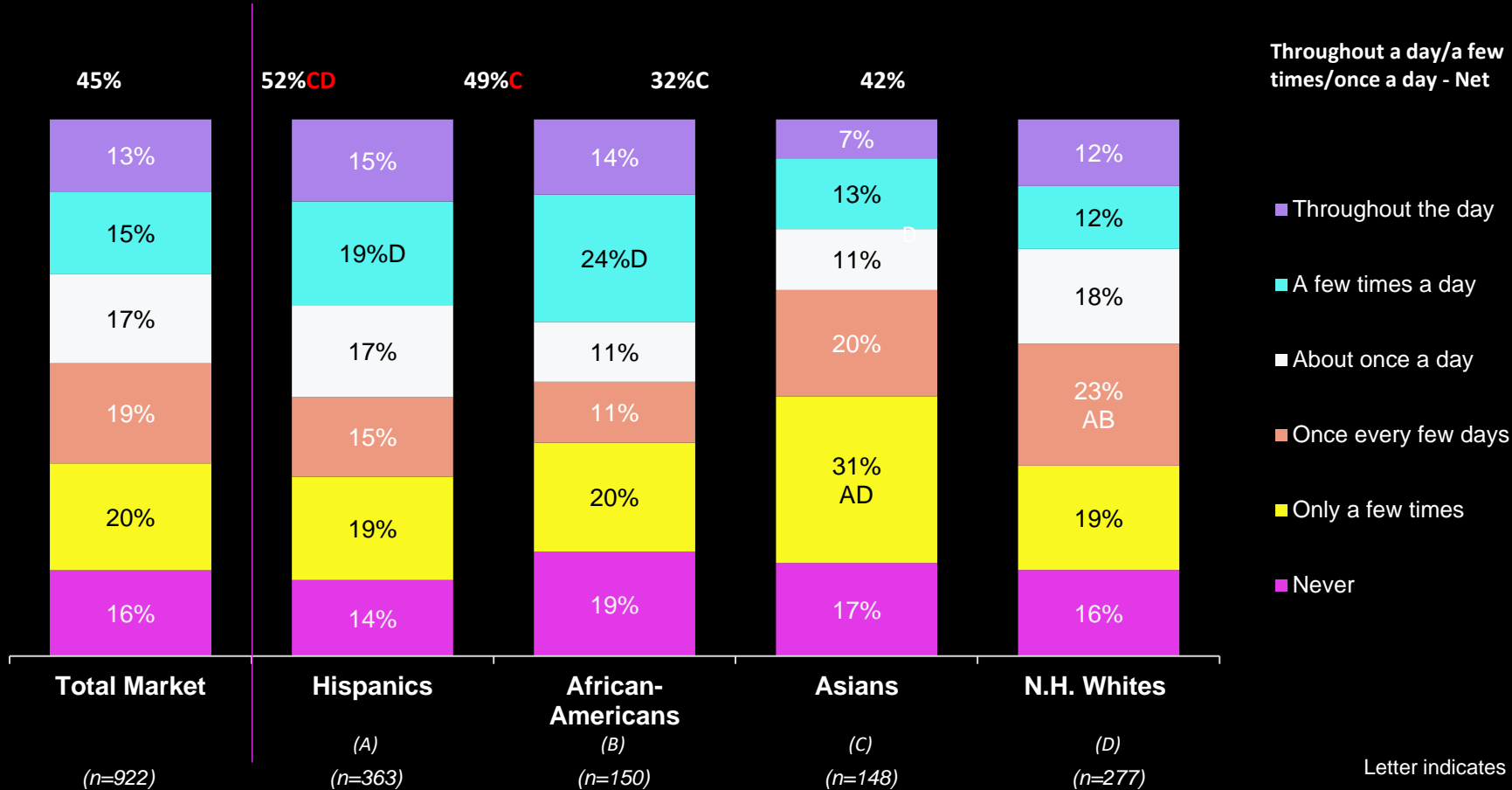


Letter indicates significant difference at 95% confidence level.

Nearly half of World Cup fans plan to engage daily with others on social media to discuss the World Cup. Hispanics and African Americans will be more active on social media than Whites and Asians.

During the 4-week period of the World Cup, how often do you think you will engage with others on social media to discuss the World Cup (games, matchups, trash-talk, etc.), if at all? :

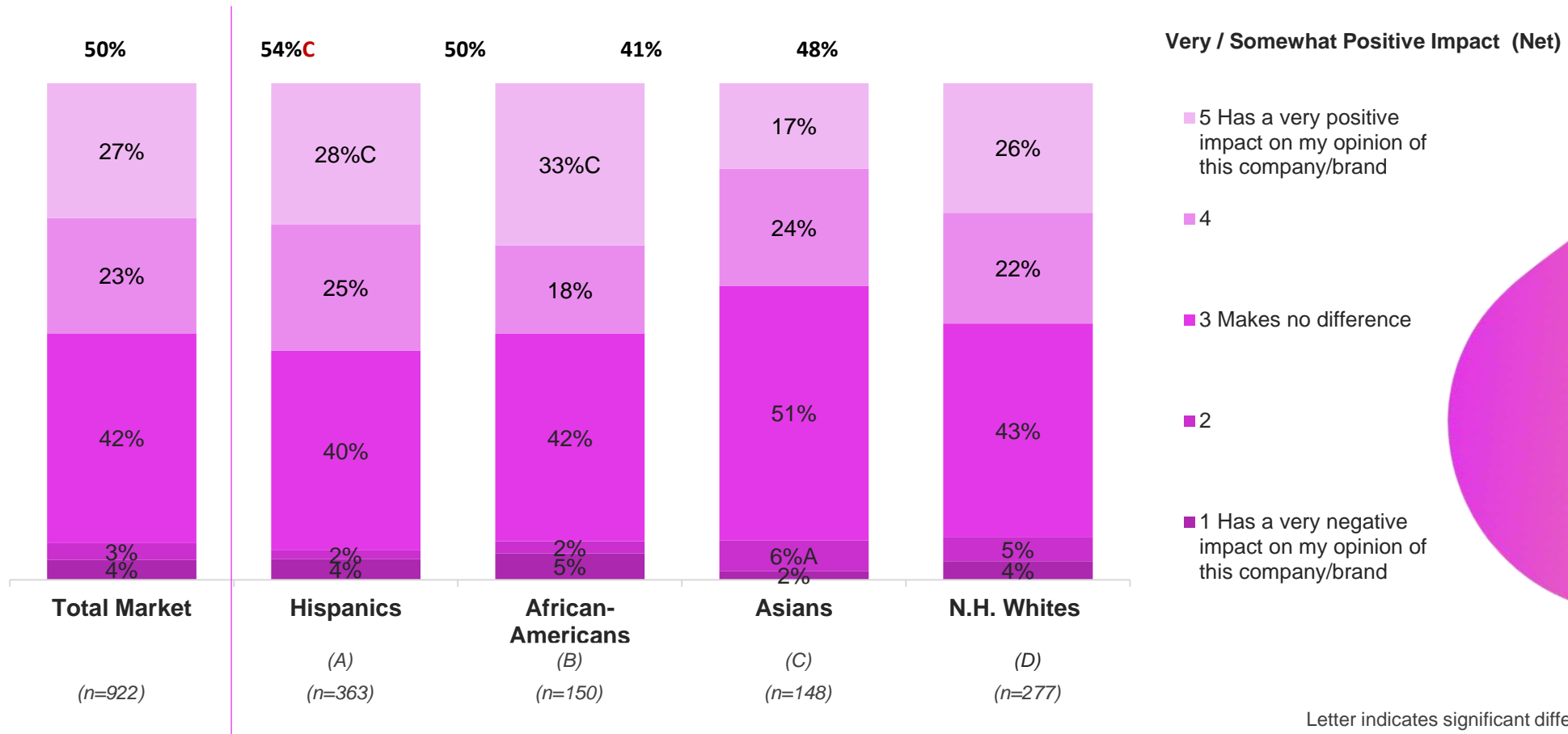
Base: Likely to Watch World Cup



Hispanics and African Americans are the most likely to have a positive reaction towards a company/brand that is associated with the World Cup.

If a company or brand is associated with the World Cup (for example, sponsors or advertises during the World Cup), what impact does this have on your opinion of this company or brand?

Base: Likely to Watch World Cup



Base Size:

Letter indicates significant difference at 95% confidence level.

Facebook will be the most popular social media platform for fans to discuss the World Cup. YouTube and Instagram follow. Whatsapp will be a popular platform for Hispanics to discuss the World Cup; Tumblr will be used most by Blacks/African-Americans during live games.

On which social media platforms will you be engaging with others to discuss the World Cup (games, matchups, trash-talk, etc.)?

Base: Will be discussing the World Cup with others on social media

	Total Market	Hispanics	African Americans	Asians	N.H Whites
		(A)	(B)	(C)	(D)
Facebook	64%	68% C	62%	55%	63%
YouTube	48%	42%	53%	44%	50%
Instagram	45%	50%	49%	47%	41%
Twitter	32%	27%	31%	32%	34%
TikTok	29%	27%	24%	27%	32%
Snapchat	21%	23% C	15%	11%	21%
WhatsApp	20%	32% BCD	11%	19%	15%
Reddit	14%	13%	10%	9%	16%
LinkedIn	9%	4%	9%	13% A	11% A
Telegram	9%	10%	5%	9%	8%
Pinterest	8%	6%	9%	5%	8%
Tumblr	5%	3%	5%	2%	5%
Meetup	3%	3%	2%	4%	3%
Other	2%	1%	2%	2%	2%
	(n=775)	(n=312)	(n=121)	(n=123)	(n=233)

On which social media platforms will you be engaging with others while viewing live games, if any?

Base: Will be discussing the World Cup with others on social media

	Total Market	Hispanics	African Americans	Asians	N.H Whites
		(A)	(B)	(C)	(D)
Facebook	46%	49%	46%	41%	44%
YouTube	40%	40%	48%	38%	40%
Instagram	34%	35%	44%	32%	31%
TikTok	24%	20%	23%	21%	26%
Twitter	21%	19%	27%	15%	19%
WhatsApp	19%	28% BCD	7%	16%	16%
Snapchat	15%	19%	14%	11%	13%
Reddit	11%	8%	4%	7%	14%
Telegram	8%	9%	6%	10%	8%
Pinterest	8%	5%	8%	7%	8%
LinkedIn	7%	3%	2%	5%	9% A
Tumblr	5%	3%	13% ACD	3%	5%
Meetup	3%	1%	4%	5%	2%
None	12%	10%	10%	15%	14%
	(n=775)	(n=312)	(n=121)	(n=123)	(n=233)

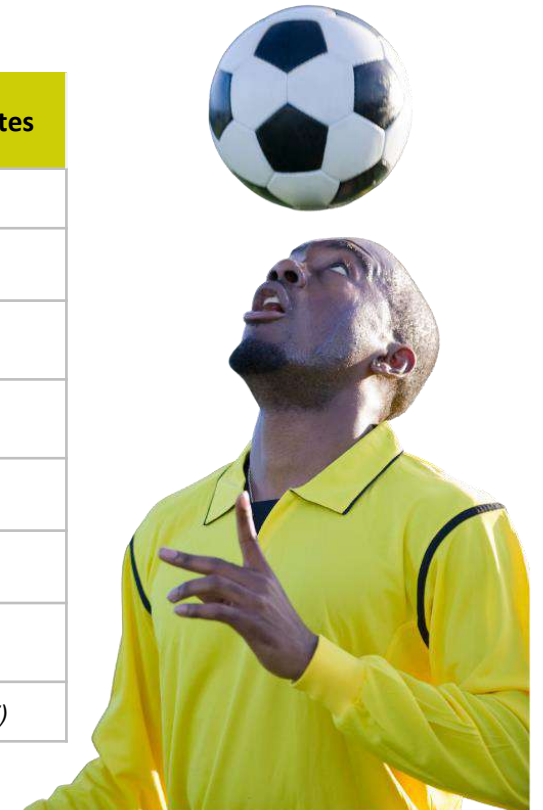
Letter indicates significant difference at 95% confidence level.

Most Hispanic fans see the World Cup as an opportunity to get together with family and to reconnect with their heritage. The majority of Black/African-American fans want people to know which country/countries they are rooting for in the World Cup.

How much do you agree or disagree with each of the following statements?

Base: Likely to Watch World Cup

Agree Completely/Somewhat (Net)	Total Market	Hispanics	African Americans	Asians	N.H Whites
		(A)	(B)	(C)	(D)
The World Cup is something I look forward to every 4 years	63%	68%	60%	63%	60%
Watching World Cup games is an occasion for my family to get together	60%	71% BCD	55%	44%	58%
Interacting with others on social media makes the World Cup experience more enjoyable	56%	60%	58%	50%	53%
I go out of my way to watch World Cup matches	53%	53%	54%	45%	53%
The World Cup is a chance for me to reconnect with my heritage	50%	56% C	49%	41%	49%
I want people on social media to know which country/countries I am a fan of in the World Cup	49%	45%	54% C	33%	49% C
	(n=922)	(n=363)	(n=150)	(n=148)	(n=277)



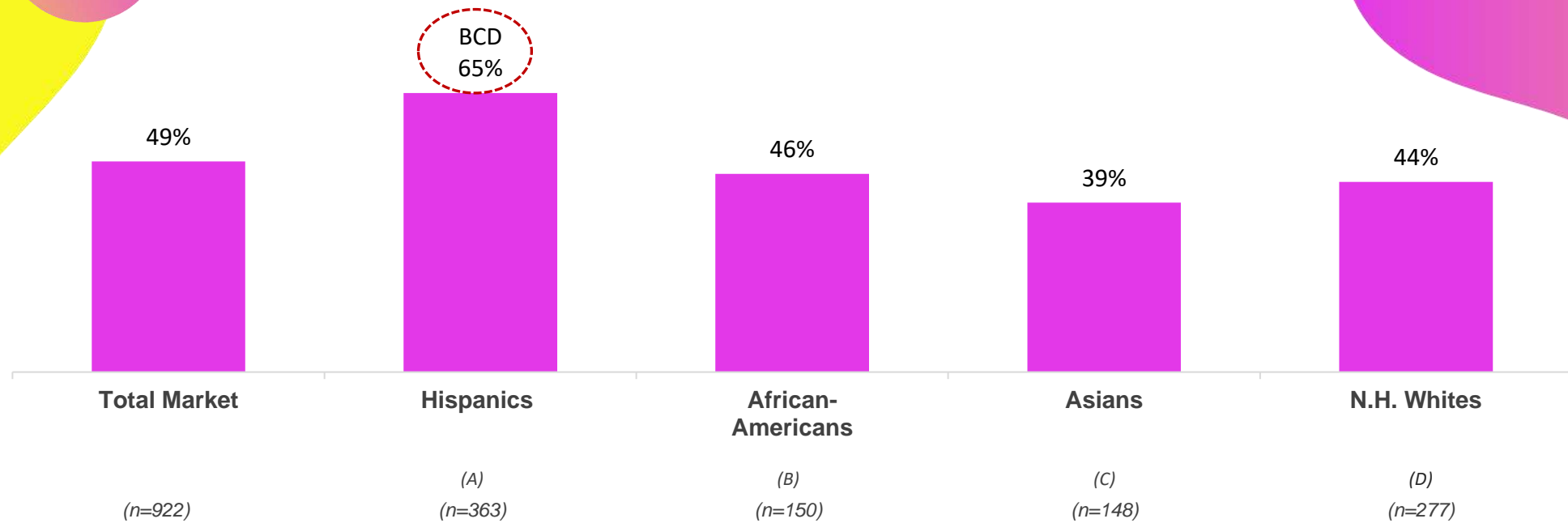
Letter indicates significant difference at 95% confidence level.

Overall, about half say they watched pre-qualification games for the 2022 World Cup. Hispanics were by far the most likely to have watched pre-qualification games.

Have you watched any of the pre-qualification games for the 2022 World Cup?

Base: Likely to Watch World Cup

■ Yes



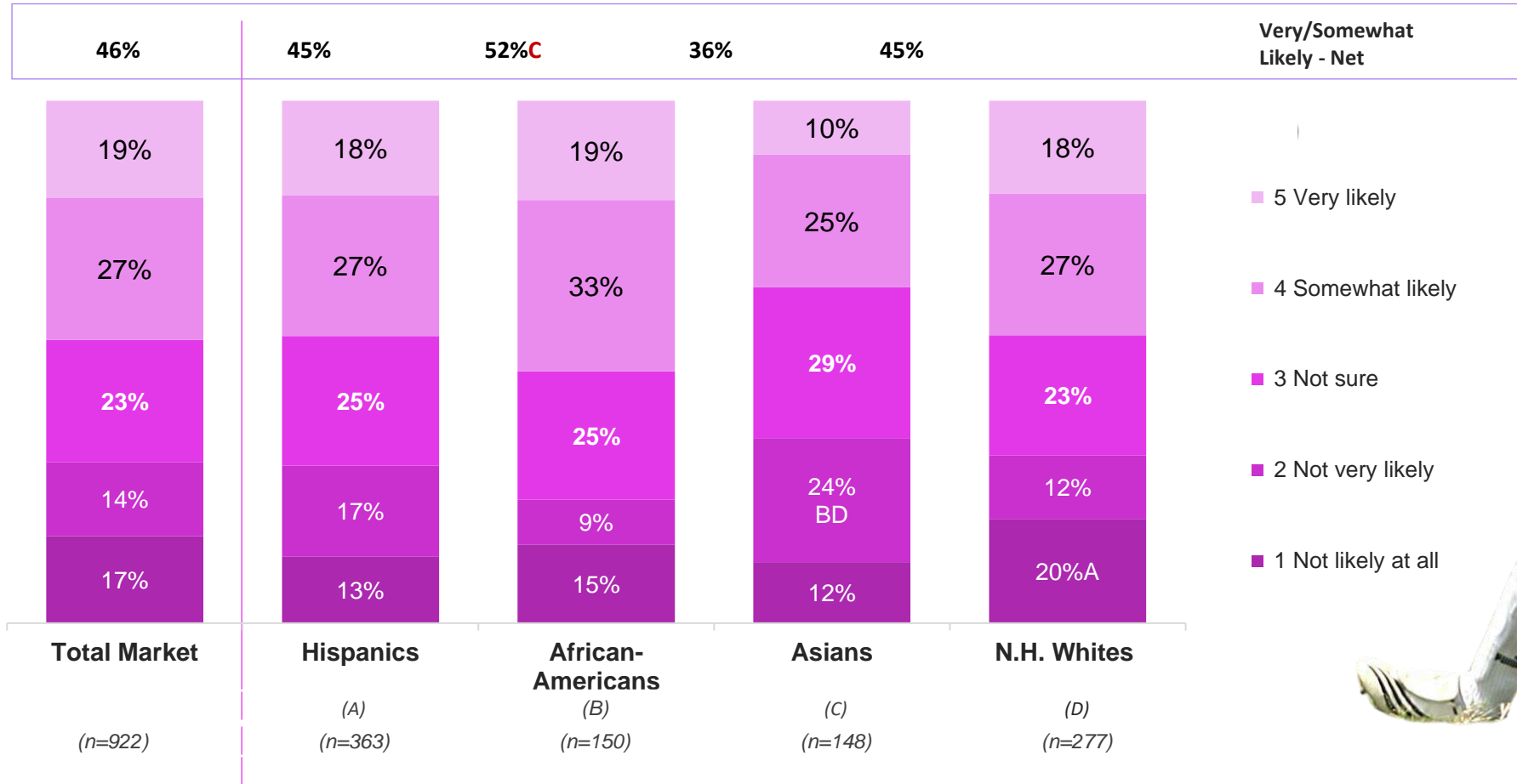
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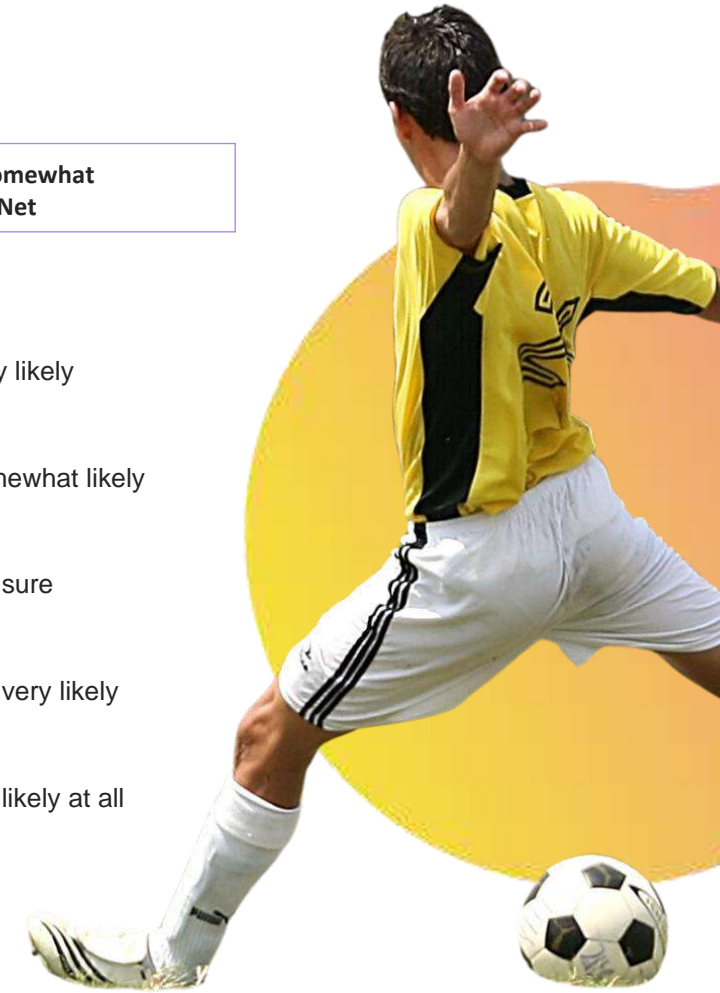
African Americans are the most likely to participate in a 2022 World Cup pool/bracket. Overall, close to half say they are somewhat/very likely to participate.

How likely are you to participate in a 2022 World Cup pool/bracket?

Base: Likely to Watch World Cup



Base Size:



Letter indicates significant difference at 95% confidence level.



Appendix

Participant Profile

	Total Market	Hispanics	African American	Asians	N.H. Whites
	(A)	(B)	(C)	(D)	(D)
Gender					
Male	49%	50%	47%	47%	49%
Female	50%	49%	52%	52%	50%
Other (Net)	1%	1%	1%	1%	1%
Age					
18 to 22	10%	13%	11%	11%	8%
23 to 38	36%	41%	37%	35%	34%
39 to 54	33%	33%	32%	37%	33%
55 to 64	21%	14%	19%	17%	25%A
Median age	40	36	39	40	42
Ethnicity					
White (Non-Hispanic)	61%	0%	0%	0%	100%
Black, African-American	13%	0%	100%	0%	0%
Hispanic/Latino	19%	100%	0%	0%	0%
Asian	6%	0%	0%	100%	0%
Region					
Northeast	17%	14%	16%	21%	18%
Midwest	21%	10%	18%A	12%	25%AC
South	38%	38%C	57%ACD	24%	36%C
West	24%	38%BD	9%	43%BD	21%B
Base Size	(n=1,550)	(n=500)	(n=250)	(n=250)	(n=500)

	Total Market	Hispanics	African American	Asians	N.H. Whites
		(A)	(B)	(C)	(D)
Marital Status					
Single	30%	33%D	44%AD	34%	27%
Married or living with partner	55%	54%B	40%	60%	57%B
Separated/divorced/widowed	13%	11%C	16%	5%	14%C
Prefer not to answer (Net)	1%	1%	1%	1%	2%
Education					
High School Grad or Less (Net)	29%	38%CD	32%	13%	27%C
Some College (Net)	24%	28%C	27%	15%	23%C
College Grad or More (Net)	47%	34%	41%	72%ABD	49%AB
Employment Status					
Employed (Net)	69%	66%	64%	66%	71%
Annual Household Income					
Under \$50K - Net	37%	43%CD	50%CD	26%	34%
\$50K - \$ 99K - Net	27%	29%	25%	24%	28%
\$100K +	32%	23%	18%	47%ABD	33%AB
People in Household					
Mean	3.1	3.5	2.9	3.1	3.0
Children at home	1.8	1.9	1.9	1.6	1.7
Born outside the US					
Born outside the US	14%	33%BD	10%D	67%ABD	4%
	(n=1,550)	(n=500)	(n=250)	(n=250)	(n=500)

Participant Profile

Hispanics	
Language at Home	
Spanish Dominant (Net)	31%
Spanish and English equally	35%
English Dominant (Net)	34%
Country of Origin	
Mexico	62%
South America	10%
Puerto Rico	9%
Centro America	10%
Cuba	7%
Dominican Republic	4%
Other	6%
Acculturation Level	
Less Acculturated	23%
Bicultural	48%
More Acculturated	29%
Base	
	(500)

