



# FIFA World Cup

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Internal Study Results 2022

**LUTH**  
RESEARCH



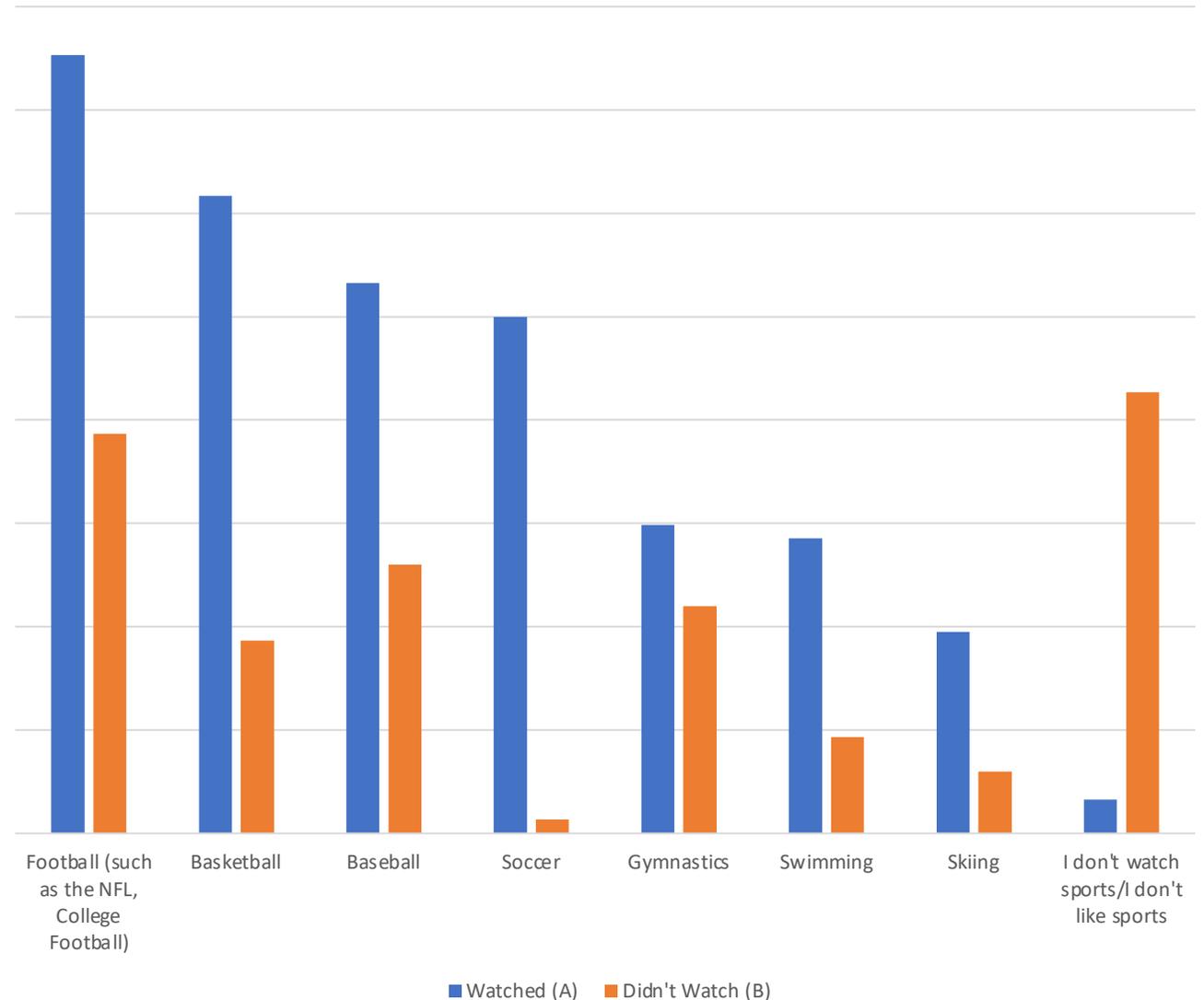
# Quick Takeaways

- **The 2022 FIFA World Cup captivated loyal soccer fans and captured a new soccer audience.**
  - Viewership reaches across generations, genders, and ethnicities, although stronger viewership is observed for older Caucasians and younger minorities.
  - World cup viewers skew higher incomes, with nearly a third of viewers coming from higher HHI compared to 16% among non-viewers.
  - Half of those that tuned into watch Cup matches are not regular soccer viewers.
- **The exciting conclusion between Argentina and France will have lasting implications for soccer fans and viewers:**
  - **It's exciting!** Nearly half of viewers report the game giving them an adrenaline rush and it being the most exciting soccer match ever seen (especially among women viewers).
  - **I want more!** More than a third of viewers plan on watching more soccer as a result of the final game, with a third saying the match made them an even bigger soccer fan
  - **I want to support!** Nearly half Cup viewers purchased food, beverages, or merchandise when watching Cup matches. Additionally, 1 in 10 plan on attending a soccer game as a result of viewing the final match.

# — The World Cup helped create new soccer fans in the US

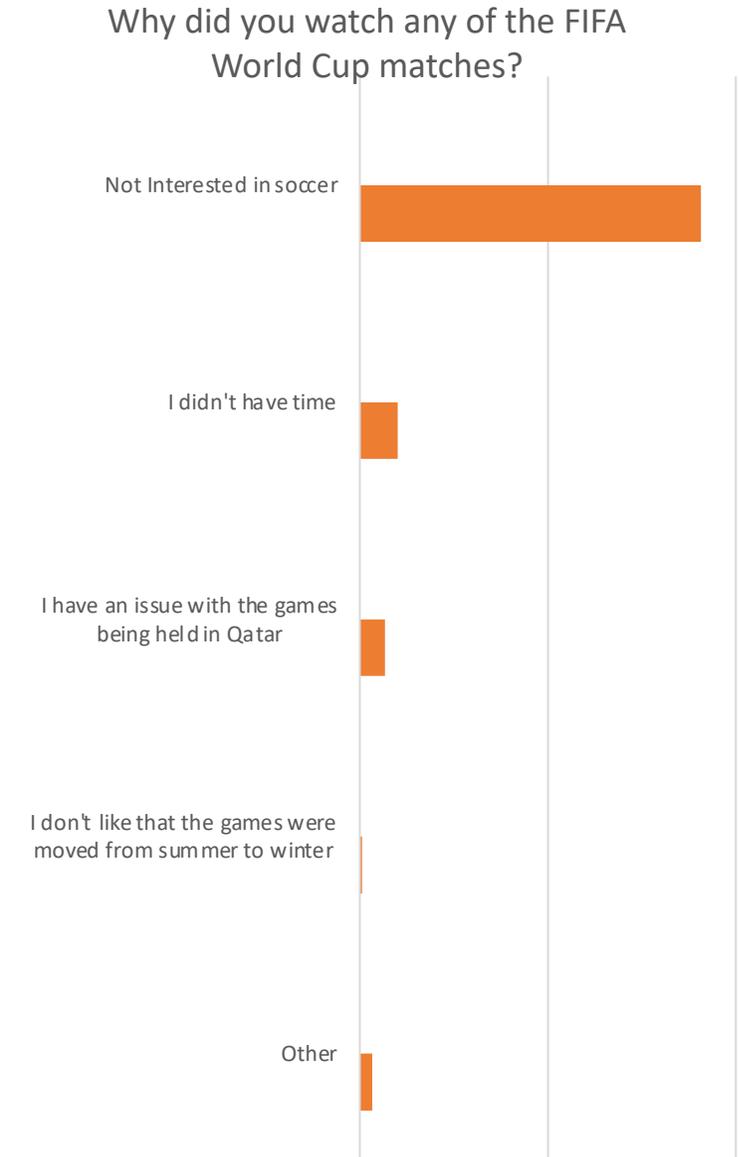
World Cup viewers on average watch more sports compared to those that did not watch (3.21 sporting events vs 1.65 sporting events).

Among those that don't regularly watch soccer, 51% said they watched the World Cup and 77% of them watched the final match between Argentina and France.



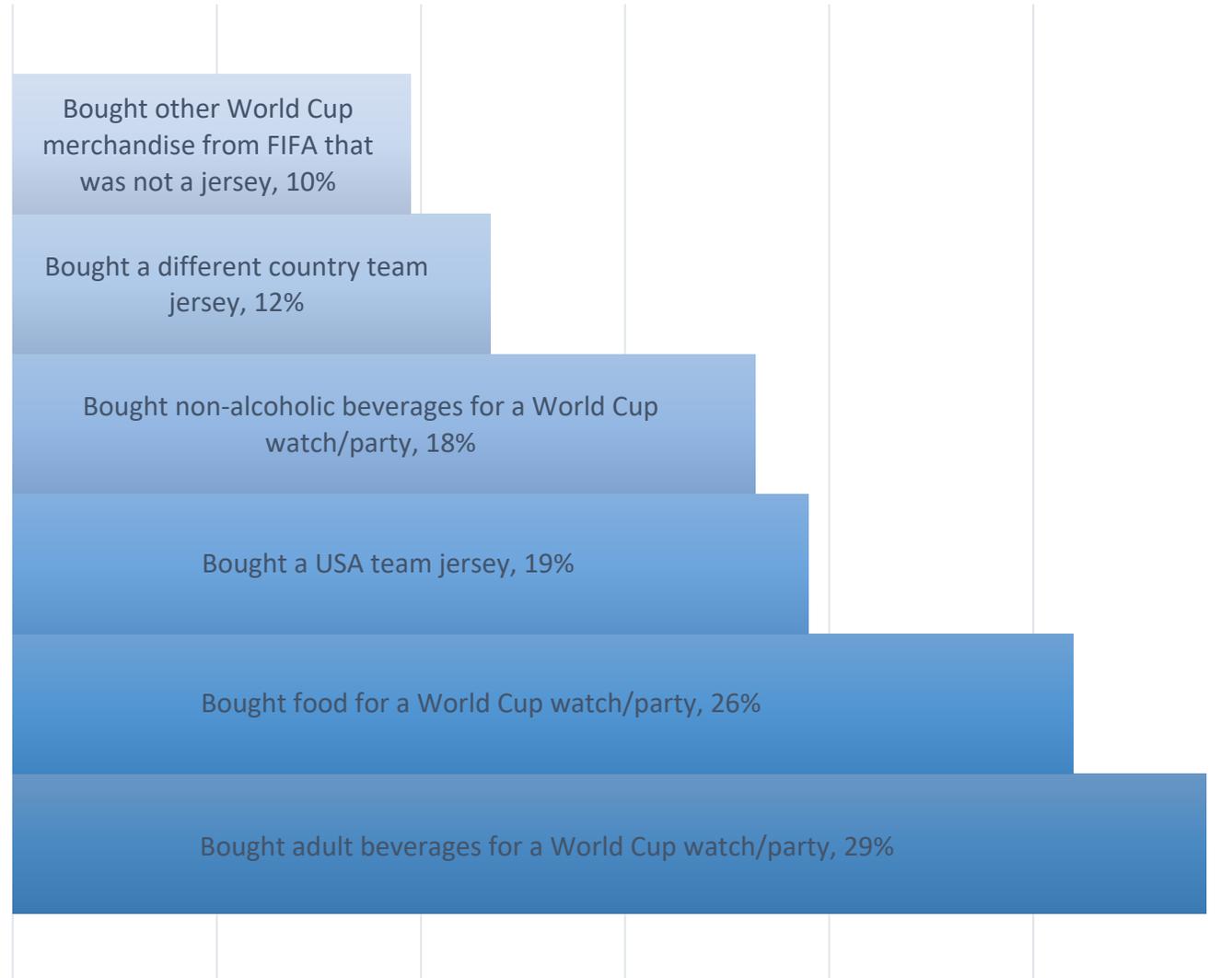
# Disinterest in soccer was the most often cited reason to not watch the World Cup

- Those that did not watch any part of the World Cup site not being interested in soccer.
- 10% did not have the time to watch
- About 7% report boycotting the games due to issues with the location (Qatar) and/or issues with FIFA in general.
  - Men were more likely to have issues with the games being held in Qatar (13%) and issues with FIFA
  - The 26-34 age group were more likely to have issues with FIFA; both 19-25 and 26-34 were more likely to have issues with the games being in Qatar



- 45% who watched the world cup made at least one purchase (1.77 avg) for the matches.
- 45% of purchasers stated they were not regular soccer watchers. Most bought food or beverages, but 31% were compelled to buy a team jersey.
- Women are less likely to make any purchase for the matches; Men are more likely to purchase USA Team Jersey (26% M vs 10% F)
- Ages 19-34 are the biggest buyers of products/merchandise

## The World Cup triggered buying among US fans



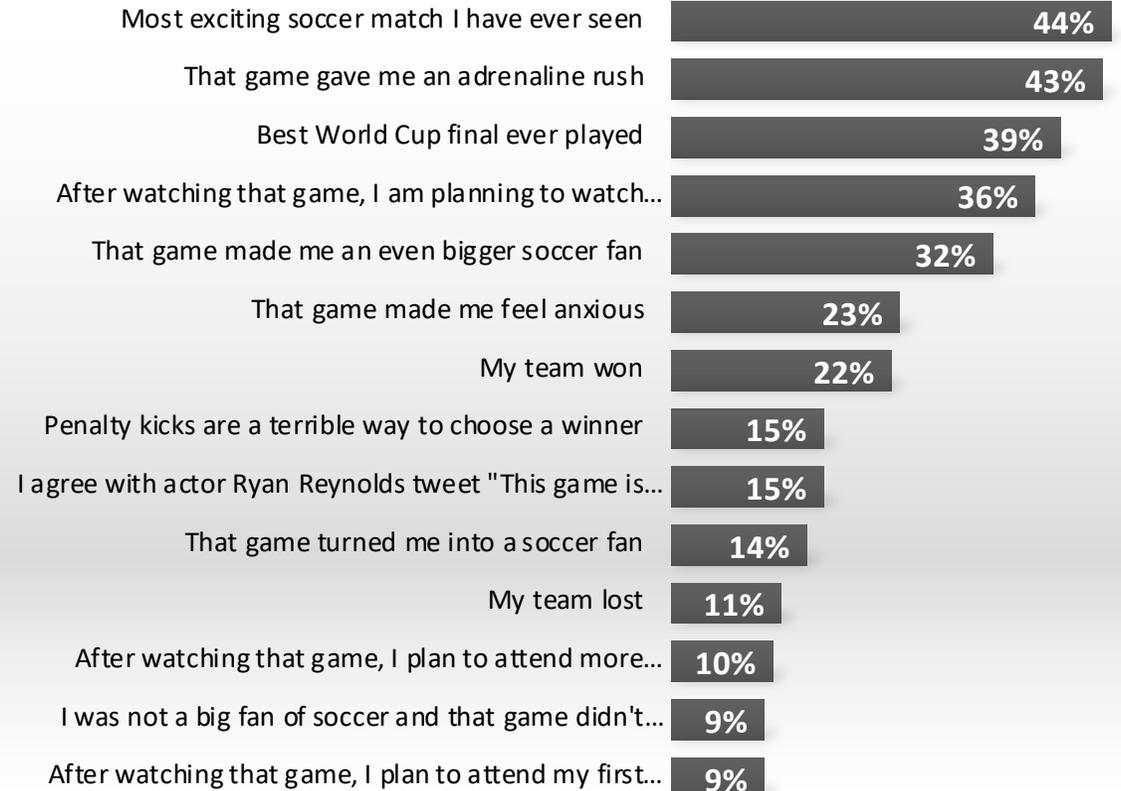
A low-angle, close-up photograph of two soccer players in action on a green field. The player on the left is wearing a red jersey and shorts with a white pattern, and red socks. The player on the right is wearing a yellow jersey and shorts with blue stripes, and yellow socks. They are both leaning forward, competing for a black and white soccer ball on the grass. The background shows a large stadium with a curved roof structure, slightly out of focus.

The games kept fans engaged through the playoffs.

Among those who watched at least one World Cup match, 77% said they also watched the final match between Argentina and France.

# The final match changed attitudes and planned behaviors around soccer in the US

- Of those that watched, 87% said it moved them in some positive and energetic way.
- It changed behaviors for more than half of the watchers.
- More importantly, 36% of those that did not watch soccer before the games plan to watch more soccer/become a fan.



# Demographics

## Age

	Watched	Did Not Watch
Avg Age	44.5	53.3
19-25	9%	7%
26-34	<b>26%</b>	11%
35-54	<b>33%</b>	27%
55-64	19%	<b>27%</b>
65+	12%	<b>27%</b>

## Gender

	Watched	Did Not Watch
Male	60%	43%
Female	40%	56%
Non-Binary/Other	0%	1%

- No strong gender differences among demographics between watch vs not watch groups

## Race

	Watched	Did Not Watch
White/Caucasian	62%	<b>80%</b>
Black/African American	<b>20%</b>	13%
Asian/Pacific Islander	<b>10%</b>	4%
Native American/Aleut Eskimo	1%	1%
Other	6%	3%

## Ethnicity

	Watched	Did Not Watch
White, not Hispanic	56%	<b>76%</b>
Black, not Hispanic	16%	13%
Asian/Other, not Hispanic	<b>13%</b>	5%
Hispanic	<b>15%</b>	6%

- Older Caucasian and younger minorities are showing stronger viewership; no strong notable differences in ethnicity by age groups among viewers

# Income

- 31% of watch has HHI over \$100K compared to 16% who didn't watch.
- Not watch shows 25% with HHI under \$35K, 16% for watch

	Watched	Did Not Watch
Under \$25,000	8%	15%
\$25,000 - \$34,999	8%	10%
\$35,000 - \$44,999	10%	10%
\$45,000 - \$59,999	12%	13%
\$60,000 - \$74,999	11%	13%
\$75,000 - \$99,999	17%	17%
\$100,000- \$149,999	<b>16%</b>	9%
\$150,000 - \$199,999	<b>9%</b>	4%
\$200,000 or more	6%	3%

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