

2026 SPECTRUM REACH FIFA WORLD CUP SENTIMENT SURVEY

# Survey Results

# World Cup Sentiment Survey 2026

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Overall Sports Viewing  
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## Brand Awareness & Action Drivers

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## By The Numbers

The World Cup Sentiment Survey was curated to extract [actionable insights](#) for Spectrum Reach.

Created to deliver actionable intelligence prior to the [2026 FIFA World Cup](#), the survey focused on anticipation of the event, team loyalties, and brand association.

Fielded in February 2026, the survey was 48 questions long and took the average respondent 7 minutes to complete (LOI).

Disqualifying Questions:

Do you plan on watching the World Cup? (No)  
AND What could convince you? (Nothing).

**1,000**

Estimated total sample

**600**

150 Per Host City  
(In SR Markets)  
NY, LA, Dallas, KC

**48**

Total Questions

**Feb**

Survey fielded  
(2/5-2/10/26)

**7**

Approx length of  
interview (7 min)

### Demographics

- Age Range
- Income
- Ethnicity
- Gender

### World Cup / Sports Viewing

- Viewing intent
- Platform viewing
- Viewing location preferences
- Team/player affinity

### News Coverage of World Cup

- Format/content preferences
- Segment preferences
- Language

### Brand Associations

- Awareness
- Affinity or preference

### World Cup Experiences

- Intent
- Purchase

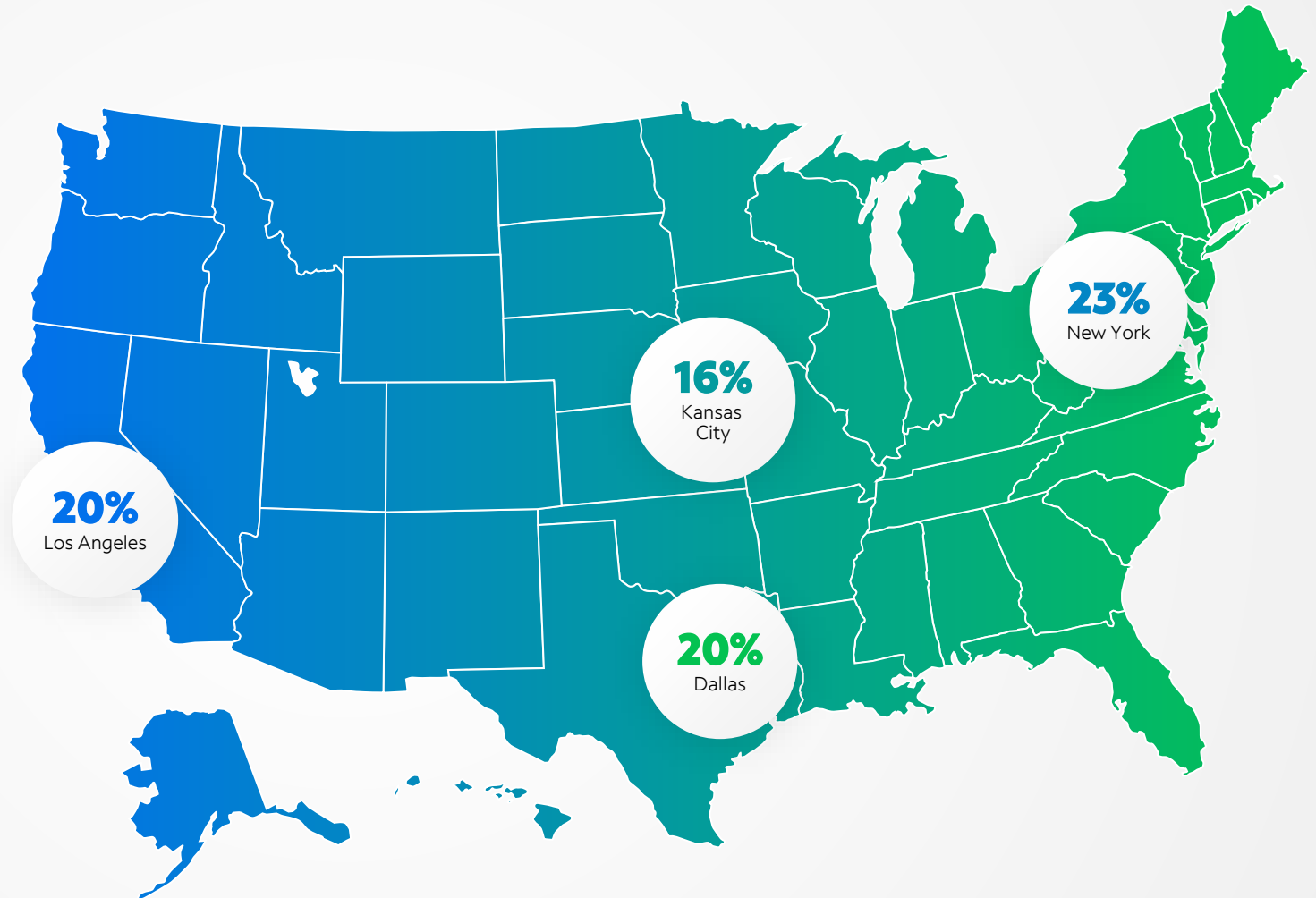


# Host Cities

Nearly 80% of respondents live in or near a FIFA host city in a Spectrum market.

Outside of host cities there were respondents in nearly every US state with notable pops in

- Florida
- Kansas
- Ohio
- North Carolina
- South Carolina
- Wisconsin



# Executive Summary



## High Interest & Awareness

83% of survey respondents intend to watch a FIFA World Cup match in 2026.

Not all who intend to watch are avid fans. 40% only watch live sports occasionally.

More than 40% of respondents are aware of large brands that currently sponsor/align with FIFA World Cup.



## Best Seat/Screen in The House

More than 60% of live sports viewers typically watch at home (either alone or with friends and family).

80% of potential World Cup viewers prefer home viewing for the comfort and 43% prefer the convenience.

78% of potential World Cup viewers normally watch live sports on the "big screen" (TV) and 47% routinely watch via mobile or tablet.



## World Cup Drives Intent

More than 61% of respondents agree they are more likely to visit or purchase from a business that advertises during the 2026 FIFA World Cup.

68% agree that brands aligning with the World Cup create a connection with fans.

58% plan to seek out experiences related to the 2026 World Cup.



## Breaking World Cup News

Viewers are looking for well-rounded World Cup content that goes beyond the match itself. 66% of potential World Cup Viewers are looking for coverage that focuses on local connections to the 2026 FIFA World Cup.

More than a third (36%) of these potential viewers list pre and post game coverage as the World Cup content they're interested in watching.



## Creative and Format Impact

57% of respondents agree that standard :30 ads catch their attention most during live sports.

Fans are more likely to engage with creative that is high energy (51%) or humorous (41%).

77% agree that they are more likely to remember a brand if ads make an emotional connection.

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# Viewing Behaviors

# Anticipation is Growing

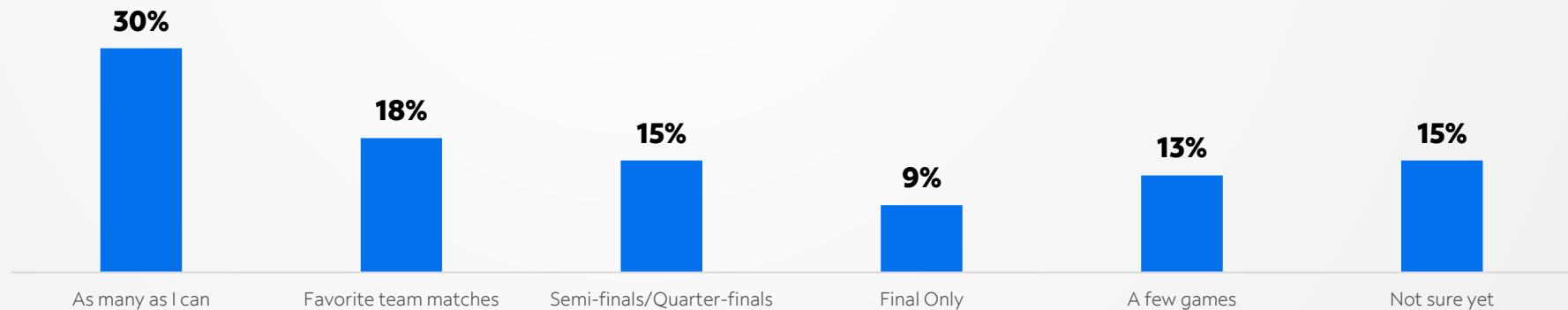
Have you ever watched a FIFA World Cup soccer match?<sup>1</sup>



Do you plan to watch any FIFA World Cup matches in 2026?<sup>2</sup>



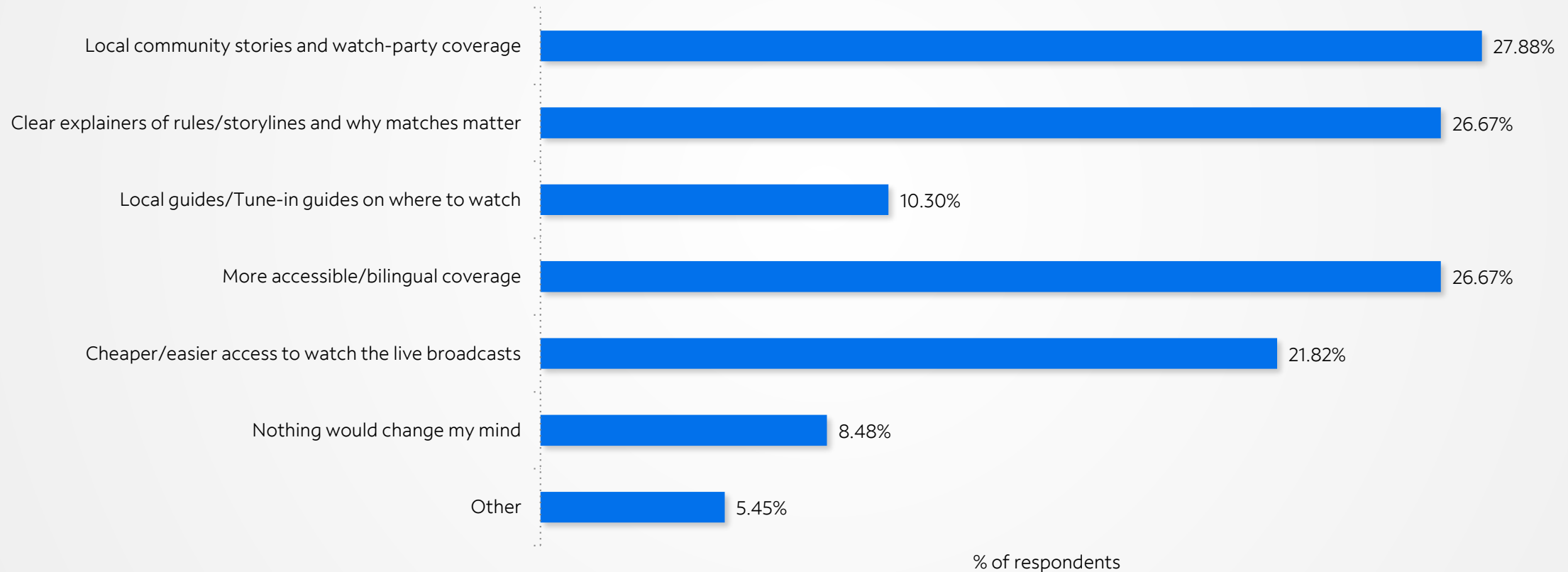
How many 2026 FIFA World Cup matches do you plan to watch?<sup>3</sup>



Source: Spectrum Reach World Cup Sentiment Survey – Feb 2026 (via SightX)  
1-2) Target Adults 18+ (Sample Size 999)  
3) Target: Adults 19+ who plan to (or could be persuaded to) watch 2026 FIFA World Cup (Sample: 834)

# What Could Convince You?

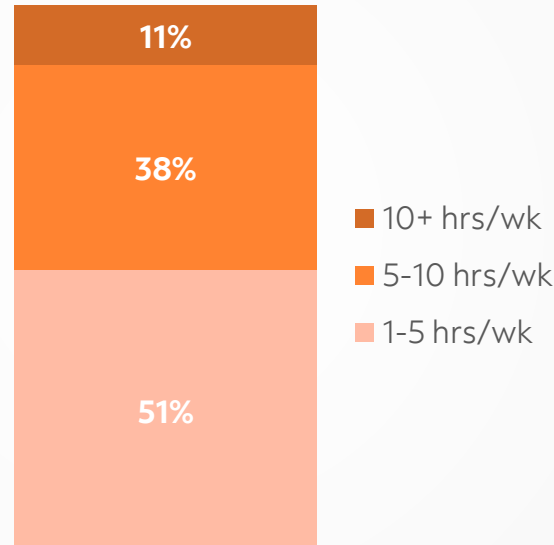
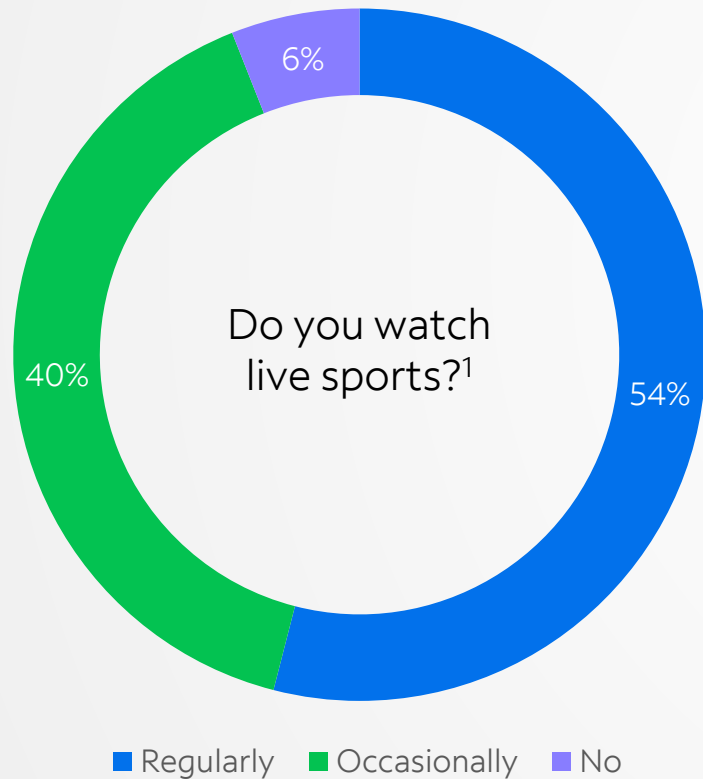
Potential World Cup viewers are looking for guides on soccer matches, as well as stories about community ties and coverage in their language.



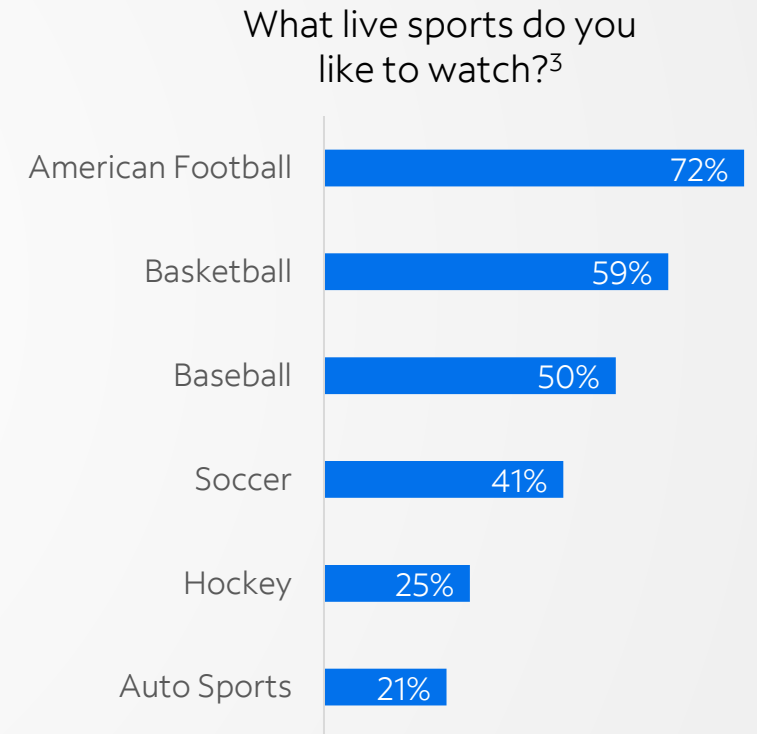


# Overall Sports Viewing

More than half (54%) of respondents watch live sports regularly and nearly half watch 5+ hours per week.



How much time do you spend watching live sports weekly?<sup>2</sup>



Source: Spectrum Reach World Cup Sentiment Survey – Feb 2026 (via SightX)

Target: Adults 18+ who plan to (or could be persuaded to) watch 2026 FIFA World Cup

1) Question: What, if anything, would make you more likely to watch a 2026 FIFA World Cup match on TV? (Select all that apply) Sample = 999

2) How much time do you spend watching sports weekly? Sample = 939

3) Which live sports do you like to watch? (Select all that apply) Sample = 939



# Best Seat (& Screen) In The House



**93%**

Plan to watch the 2026 FIFA World Cup via either Pay TV or Streaming



**56%+**

Typically watch live sports at home (alone or with others)



**77%**

Typically watch live sport on the TV (big screen)



**79%**

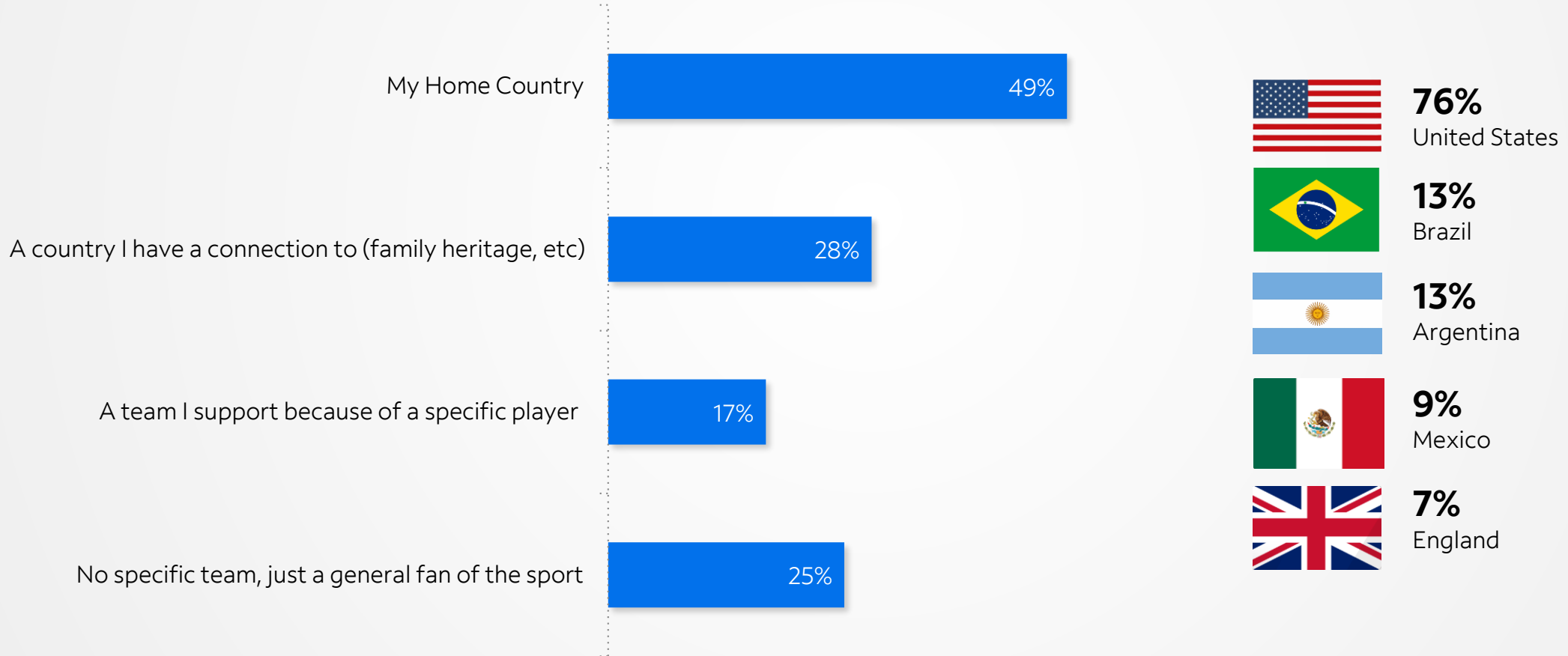
Prefer home viewing because of comfort. (43% because of convenience)

Source: Spectrum Reach World Cup Sentiment Survey – Feb 2026 (via SightX) Target: Adults 18+ who plan to (or could be persuaded to) watch 2026 FIFA World Cup  
Question: How do you plan to watch the 2026 FIFA World Cup matches (select all that apply) Sample = 834  
Question: Where do you typically watch live sports? (Select all that apply) Sample = 939  
Question: If you prefer to watch at home, why? (Select all that apply) Sample: 841  
Question: On what platform/device do you normally watch live sports? (Select all that apply) Sample 939



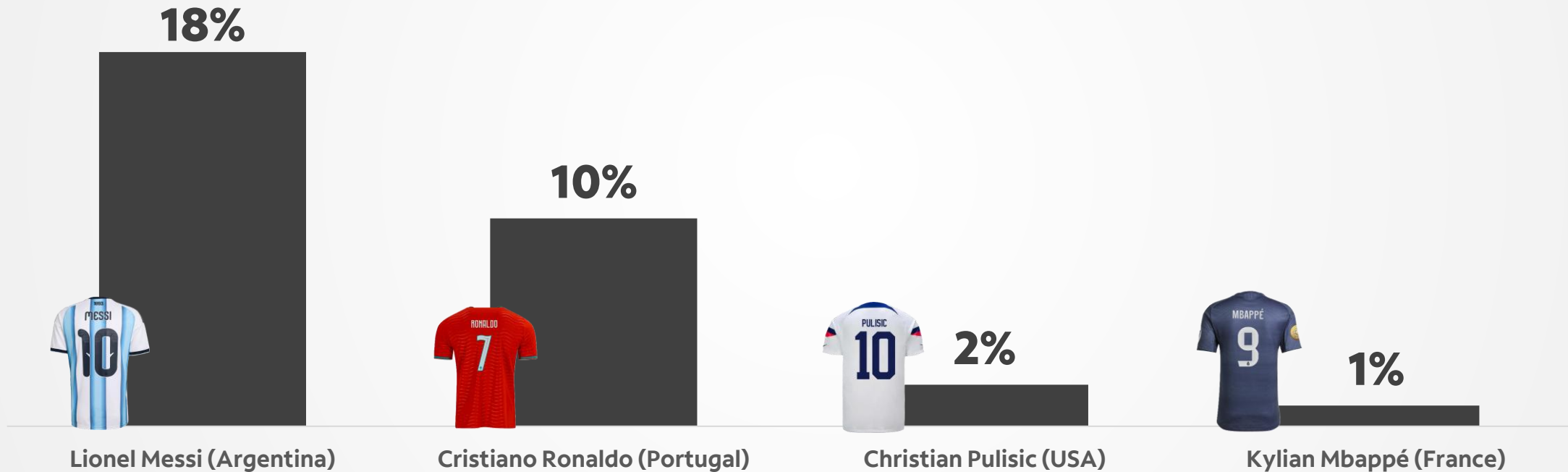
# Who Are You Cheering For?

Nearly half (49%) of respondents are cheering for their country's home team.



Source: Spectrum Reach World Cup Sentiment Survey – Feb 2026 (via SightX) Target: Adults 18+ who plan to (or could be persuaded to) watch 2026 FIFA World Cup  
Question: Regardless of planning to watch or not, do you have a specific team you're cheering for in the 2026 FIFA World Cup? (Select all that apply) Sample = 999  
Question: Which team(s) are you a fan of/cheering for in the 2026 FIFA World Cup? (Select all that apply) Sample = 749

# The Players We Love

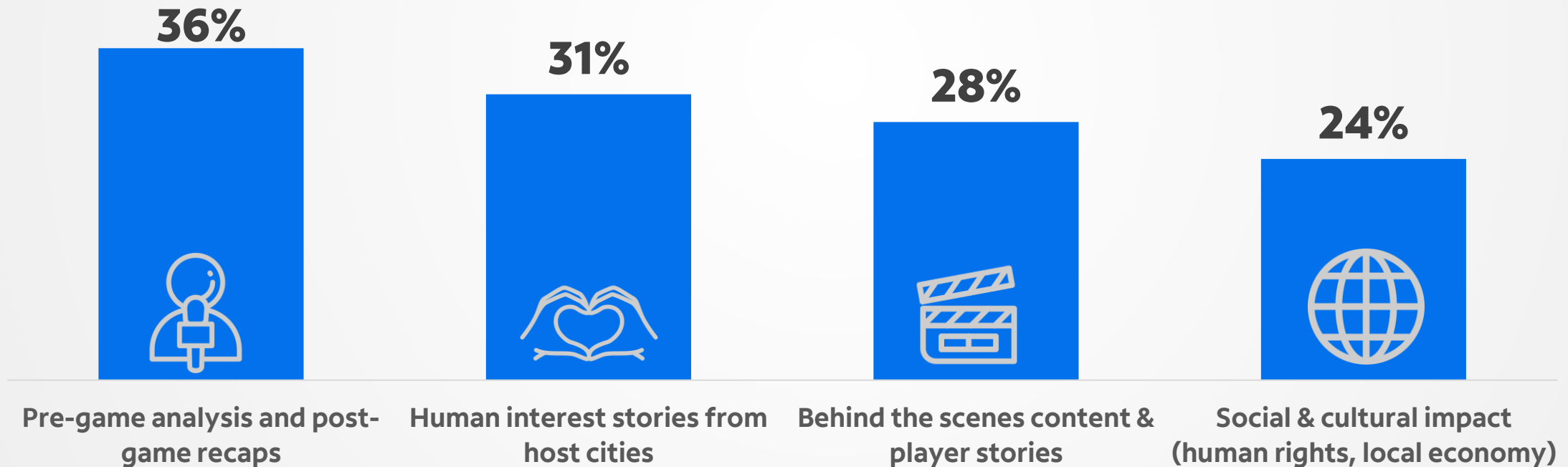


**Is there a specific player you are most excited to watch?**

# More Than The Match

Viewers are looking for well-rounded World Cup content that goes beyond the match itself. 66% are looking for coverage that focuses on [local connections](#) to the 2026 FIFA World Cup.

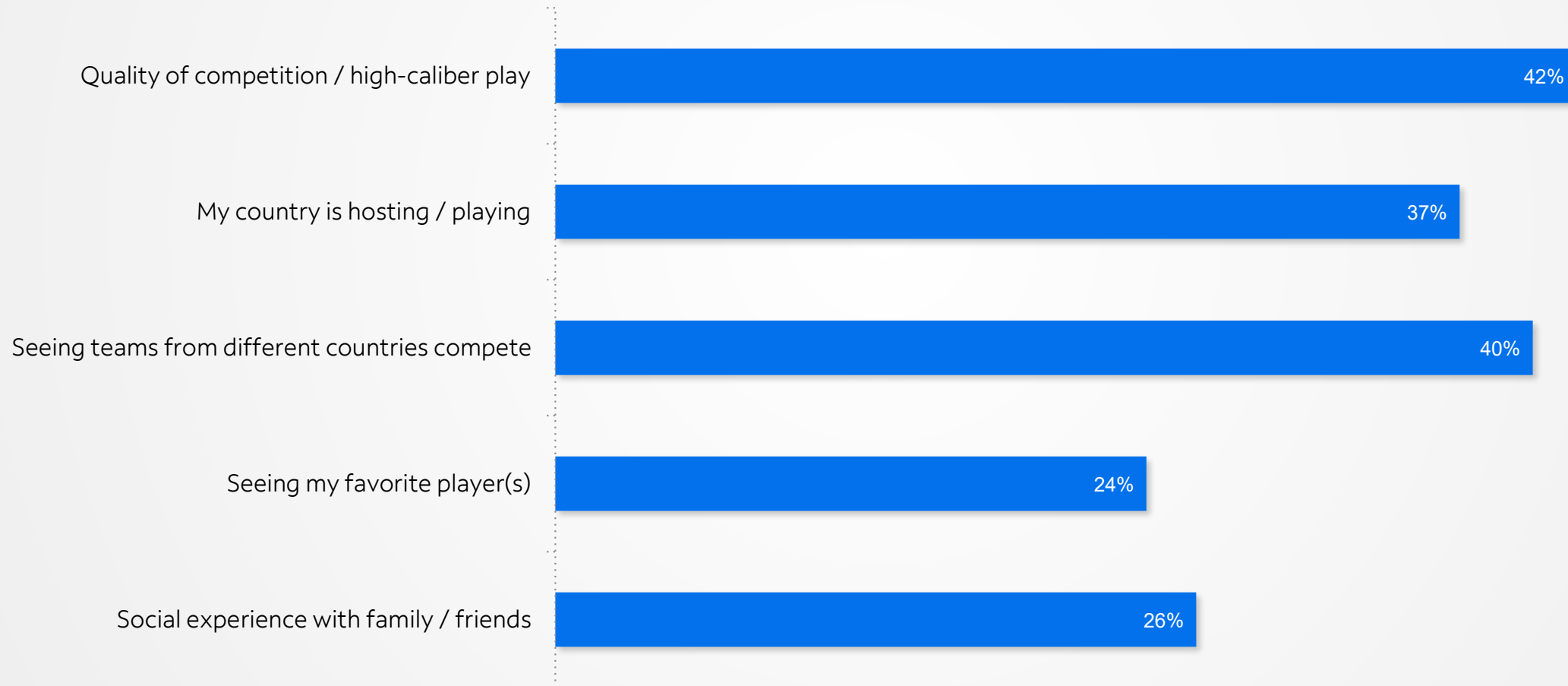
## What type of coverage would you like to see more of?





# Loyal Fans & Cultural Connections

Which aspects of the 2026 FIFA World Cup are important to you when deciding to tune in?



# World Cup Stories Resonate

**83%** of survey respondents plan to watch the 2026 FIFA World Cup.

When asked what type of coverage would encourage them to watch more FIFA World Cup Soccer on TV...

**28%** are looking for local community stories and watch party coverage

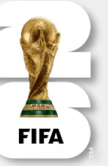
**37%** want clear explainers of rules, story lines and why specific matches matter

**27%** seek more accessible bilingual coverage



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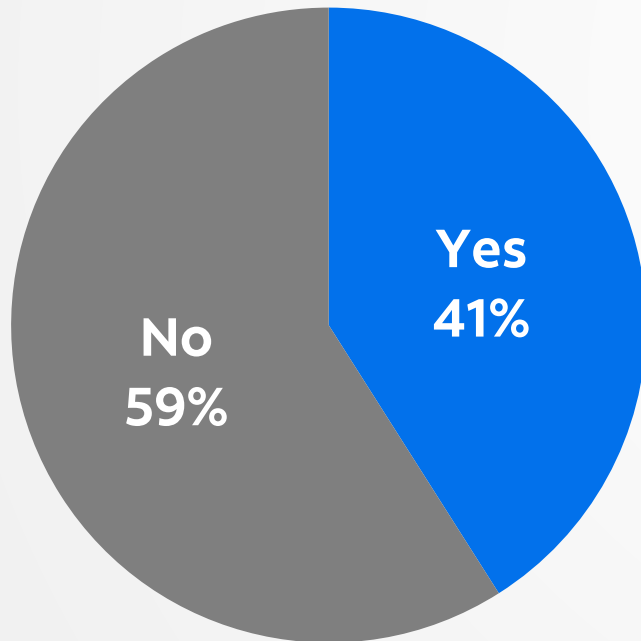
# Brand Awareness & Drivers



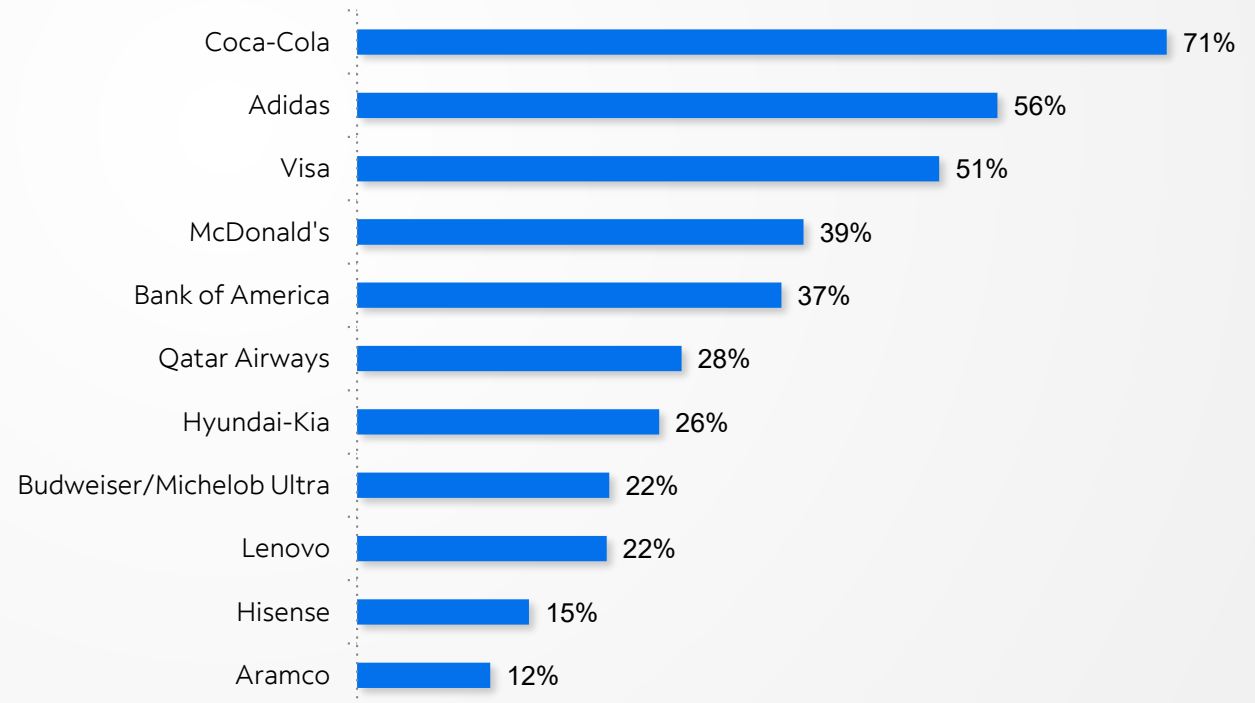
# Brand Awareness

Brand recognition for World Cup sponsor brands (41%) has room to grow as excitement for the tournament ramps up. International and established brands are well recognized.

Are you aware of any brands that are currently sponsoring the 2026 FIFA World Cup?



Which of the official 2026 FIFA World Cup sponsoring brands are you aware of?



# What Grabs Attention?

In a crowded advertising eco-system, brands need to stand out to grab consumer attention



## Ad Creative

**Viewers are more likely to remember and engage with spots that are action-packed and high-energy (51%), and humorous ads (41%).**



## Emotional Connections

**77% of respondents agree they are more likely to remember a brand if the ad makes an emotional connection.**



## Ad Spot Format

**Traditional :30 spots are the most impactful at catching viewer attention (54%), followed by :15 TV spots (42%).**

# High Intent Fanbase

There are multiple upsides for brands that opt to align with 2026 FIFA World Cup content



**61%**

“I am more likely to visit businesses that advertise during the 2026 FIFA World Cup”



**62%**

“I am more likely to purchase from businesses that advertise during the 2026 FIFA World Cup”



**62%**

“I am more likely to visit a business offering 2026 FIFA World Cup events or promotions”



**70%**

“Brands that align with major sports events have a better reputation”



**77%**

“Brands that align with FIFA World Cup Soccer create an emotional connection with fans”

# Actions & Intentions

Purchase and travel intentions are strong as anticipation for the 2026 FIFA World Cup builds



**52%**

**I am willing to travel to attend  
2026 FIFA World Cup  
experiences**



**55%**

**I am more likely to purchase an  
item if it is World Cup branded  
or sponsored**



**50%**

**I plan to seek out other FIFA  
World Cup fans**

# Purchase Intent

Nearly 70% of respondents intend to make a 2026 FIFA World Cup related purchase – 57% intend to spend \$100+



**64%**

**Those planning to watch FIFA World cup in 2026 plan to spend \$100+ on tickets to matches or World Cup experiences and events.**



**90%**

**More than 90% plan to spend on FIFA World Cup branded apparel or souvenirs and merchandise.**



**88%**

**Among those planning to watch World Cup matches in 2025, 88% say they plan to purchase Pay-TV/Streaming subscriptions to watch the games**