

2026 FIFA WORLD CUP FAN SATISFACTION ASSESSMENT

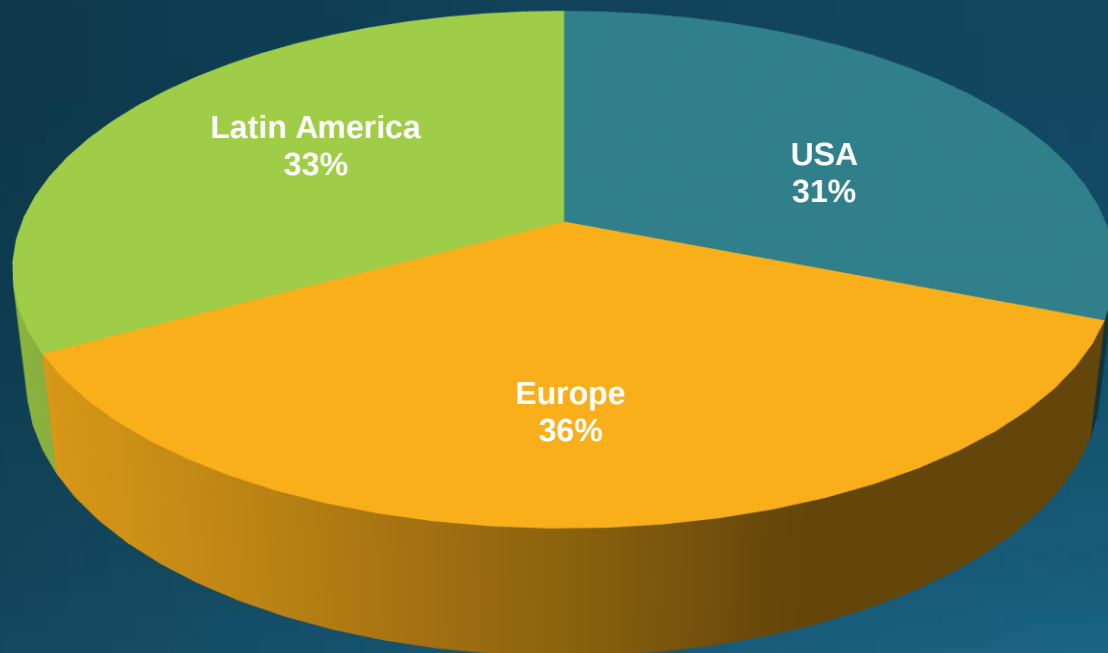


Methodology

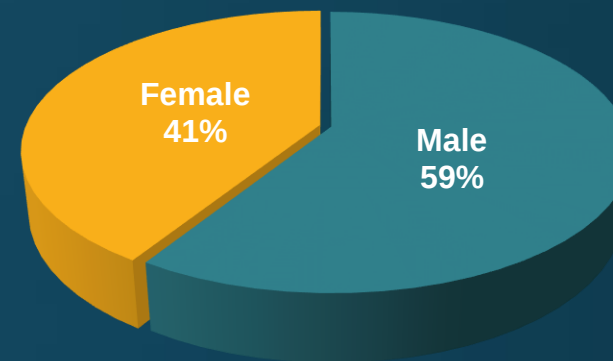
- ROS Research conducted a survey to gauge fans' satisfaction with the FIFA 2026 World Cup.
- Participants were members of ROS Research's proprietary panel who were invited via email to complete a self-administered survey.
- Sample specifications:
 - General population for all countries in the American and European continents
 - Age 18+
 - Must have watched the FIFA World Cup on TV or attended live game at one of the venues.
 - Except for the United States, no ethnicity or age quotas were observed
- Data were analyzed in aggregate across key variables, primarily geography and player recognition. Relevant findings are presented throughout the report where appropriate.
- When base sizes allowed it, significance testing was performed.

Sample Distribution

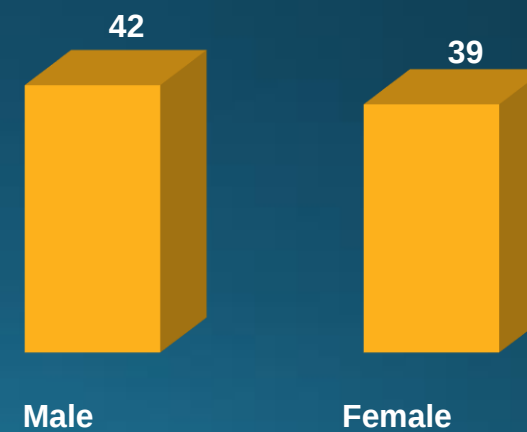
Region



Gender



Average Age



Topline findings

- Overall, the FIFA World Cup delivered a spectacle matching the expectations of their audience.
 - Almost 90% of all fans expressed a high level of satisfaction with their FIFA World Cup experience.
 - In addition, there were no significant differences in the satisfaction levels between fans who experienced the tournament live versus those who only saw the games on TV.
- Media selection preferences were very similar across markets.
 - With 90% of total mentions, TV was by far the most popular platform to enjoy the FIFA World Cup.
 - Although traditional cable and broadcast television remained the preferred viewing option, digital platforms also attracted substantial audiences.
 - 40% of all viewers enjoyed the tournament using a streaming service.
 - One in every four viewers experienced the FIFA World Cup on a mobile device using a streaming app.
 - Usage of non-traditional methods was driven by US and Latin American fans, while Europeans were more likely to rely on traditional TV platforms.

Topline findings

- Fans reported high satisfaction across most aspects of the tournament.
 - Quadrant analysis confirmed that importance and performance were exceeded on half of the attributes tested.
 - Games and player performances were the highest-rated elements, with broadcast quality close behind.
 - In contrast, ticket prices received the lowest satisfaction scores, with only one in three fans expressing satisfaction with their cost.
- While overall satisfaction with tournament attributes varied by region, U.S. and Latin American fans consistently awarded higher ratings than their European counterparts across every aspect evaluated.
 - Despite these differences in satisfaction levels, market-level Quadrant analysis revealed remarkably similar perceptions of attribute importance and performance across all regions.

Topline findings

- The FIFA World Cup reinforced fans' passion for the game, creating excitement for future competitions.
 - Nine in ten respondents said they intend to watch the next FIFA World Cup based on their experience with the 2026 tournament. Additionally, eight in ten indicated they are likely to continue following international soccer and encourage friends and family to watch future FIFA World Cups.
 - Latin American fans emerged as the primary drivers of future engagement, recording the highest scores on the Engagement Index and outperforming both the overall average and fans from the United States and Europe.
 - By contrast, US and European fans' engagement index scores were marginally below the average.

Topline findings

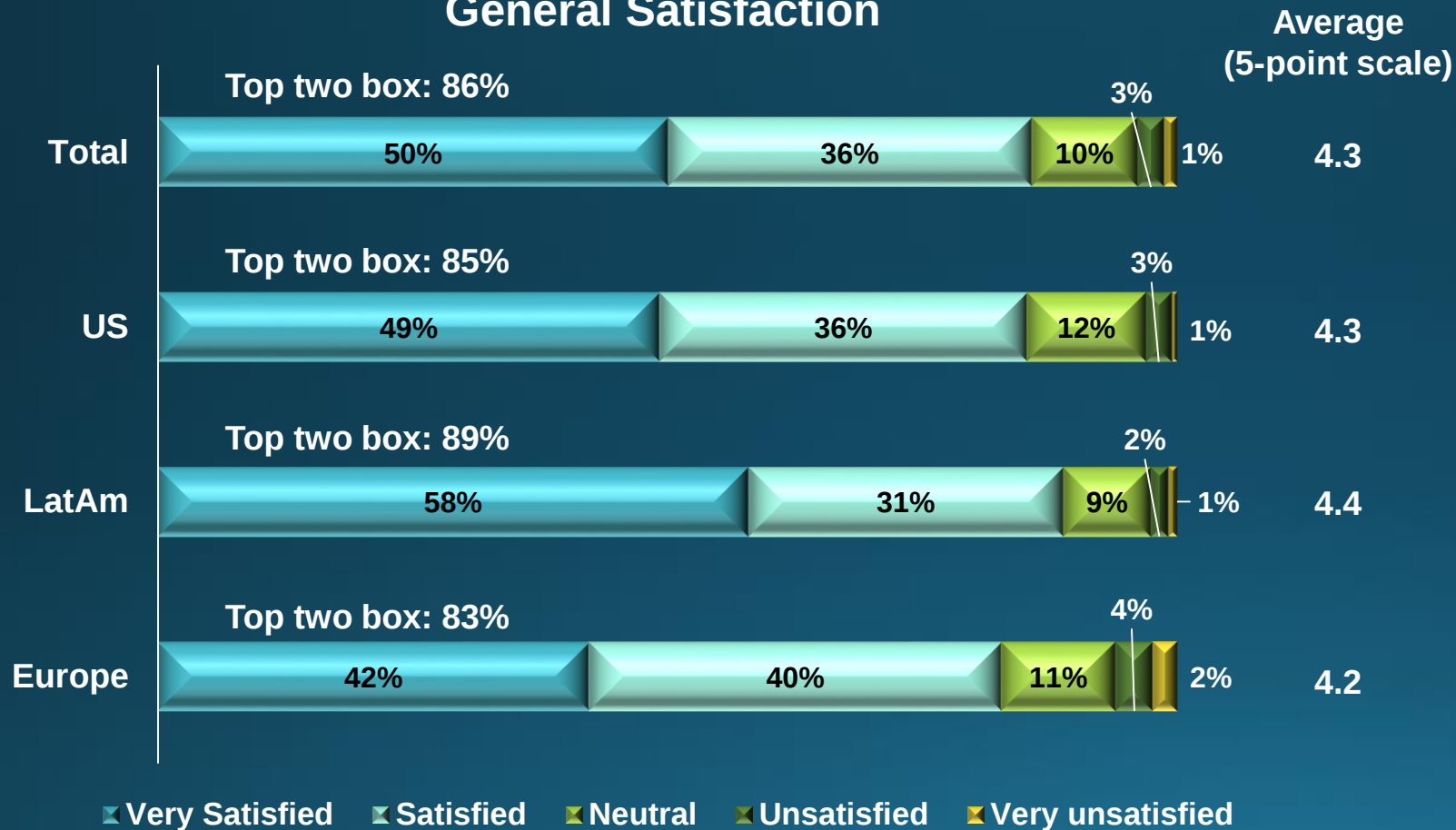
- **No glaring issues to be addressed.**
 - The tournament was widely perceived as well organized, with no major issues requiring immediate attention. Nearly one-third of fans indicated they had no suggestions for improvement.
 - Feedback on potential improvements was highly fragmented, with few issues receiving more than 5% of total mentions. Concerns about refereeing and the application of the rules were the most frequently cited, although they were mentioned by only 13% of fans.
 - Latin American and European fans were generally more critical than their U.S. counterparts, particularly regarding officiating and the use of hydration breaks.
- **Greatness has a name.**
 - Lionel Messi was overwhelmingly recognized as both the tournament's best player and the greatest soccer player of all time (“GOAT”).
 - Although fans widely acknowledged the exceptional talent of many players, Messi distinguished himself through his leadership, achievements, and the respect he has earned throughout his career.

Implications

- **The best are the best for a reason.** Beyond attracting the most talented players and hosting the highest level of competition, European leagues consistently deliver a superior fan experience. Adopting best practices from these leagues can help tournament organizers enhance the overall fan experience and elevate future events.
- **Never take your audience for granted.** The FIFA World Cup provides advertisers with an unmatched opportunity to have a captive audience. To maximize this opportunity, campaigns must be relevant, engaging, and tailored to resonate with fans throughout the tournament.
- **Premium pricing should guarantee premium experience.** For many fans, attending the FIFA World Cup is a once-in-a-lifetime event that requires a significant financial commitment. Every aspect of the experience should feel memorable and worthwhile, with tournament merchandise and keepsakes remaining accessible to those wishing to commemorate the occasion.
- **Greatness extends beyond the pitch.** Elite athletes are more than world-class competitors—they are powerful brand ambassadors whose commercial value can endure long after their playing careers. Their influence extends well beyond sports, making them effective endorsers across a wide range of industries.

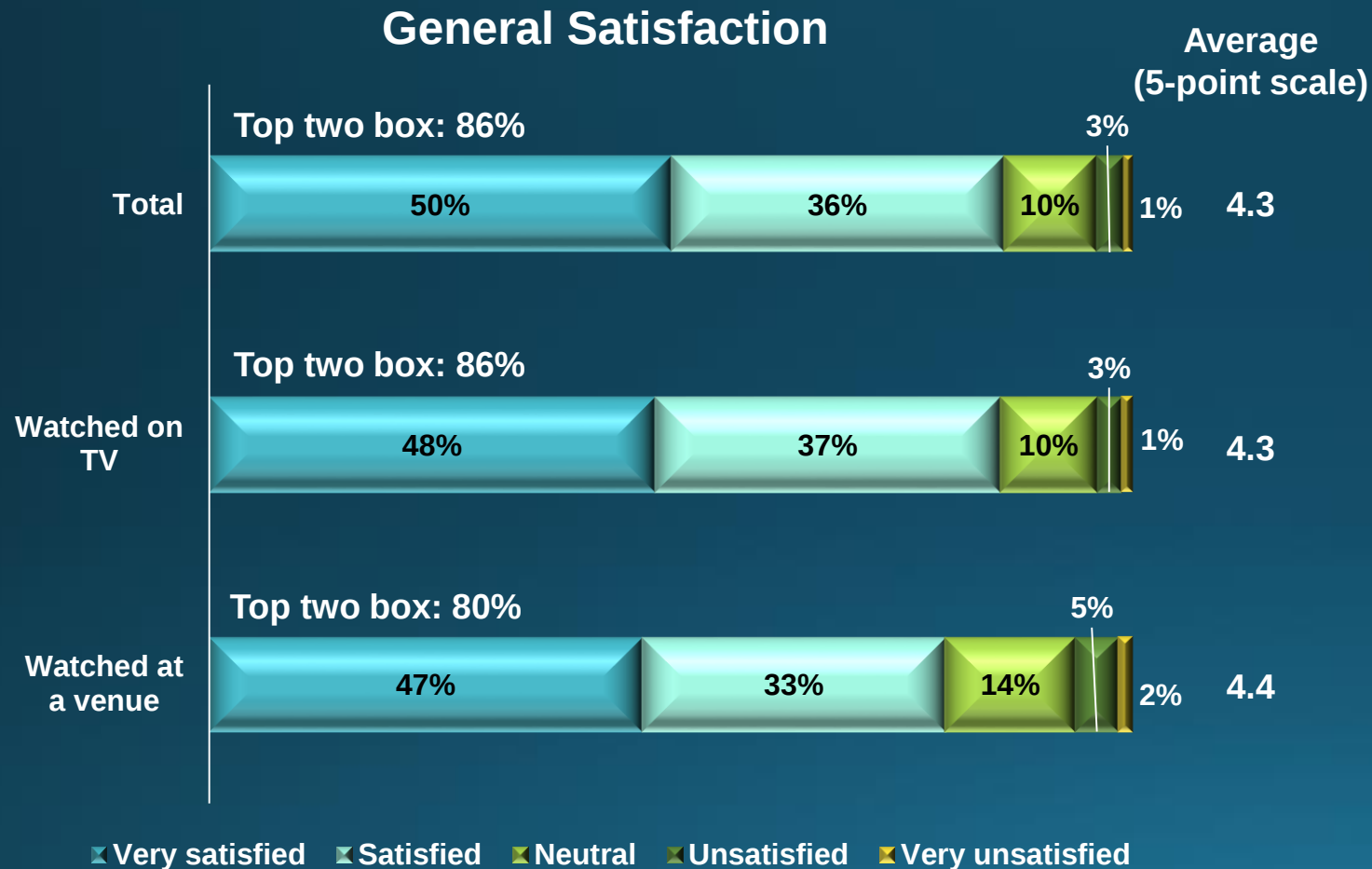
The FIFA World Cup experience did not disappoint...

General Satisfaction



Overall satisfaction with the FIFA World Cup experience was high across all regions, with Latin American fans reporting the greatest satisfaction.

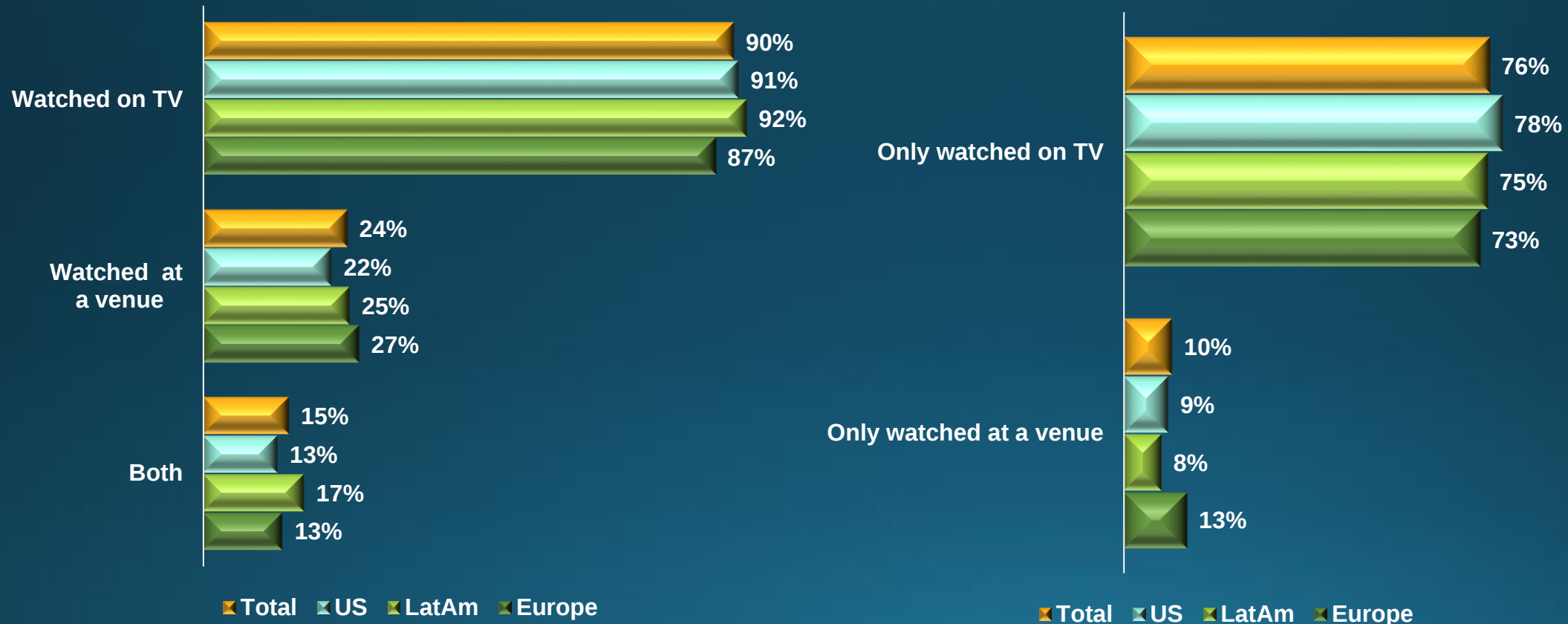
... regardless of where you had it.



Fans who enjoyed live games and those who saw the games on TV expressed an almost identical level of satisfaction with their experience.

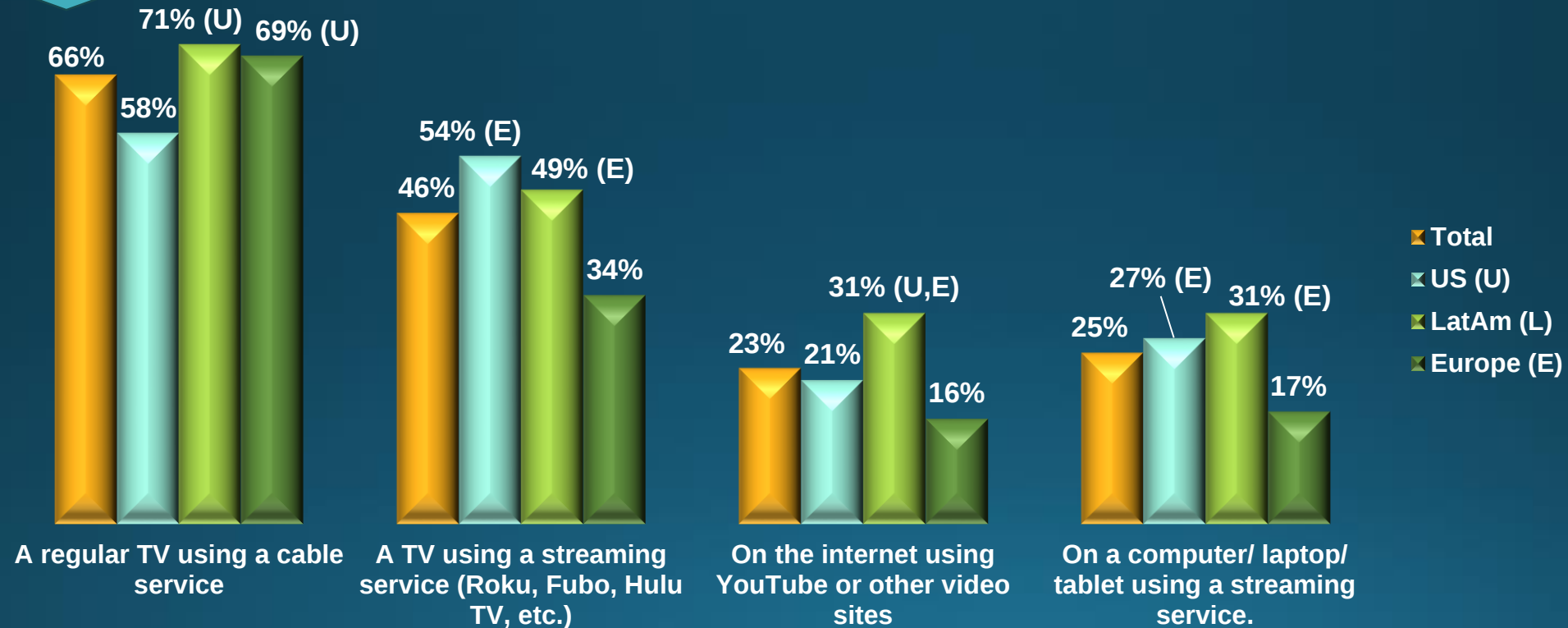
TV was king...

Regardless of the region, television was by far the primary platform through which fans experienced the FIFA World Cup. Meanwhile, approximately one in four respondents attended at least one live match during the tournament.



Traditional TV remained the primary platform for watching the FIFA World Cup, but streaming was also widely used, particularly among fans in the U.S. and Latin America.

... but other options gained traction.



Which of the following options did you use to watch FIFA World Cup game (s)?
Letter indicates statistically significance at 95% level over complementary group.
Base : Watched a FIFA World Cup Game on TV

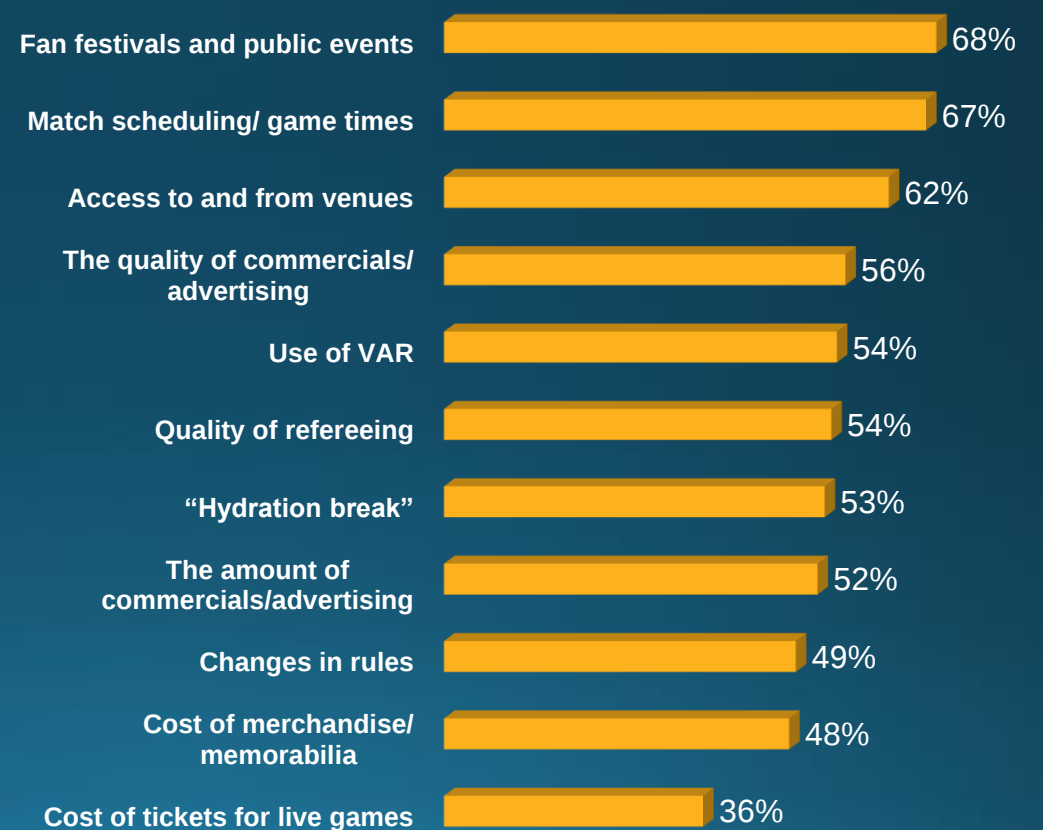
The games did not disappoint...

The tournament hit the mark in meeting the fans' expectation of watching the best soccer in the world. In the other hand, the cost of the live experience was a big disappointment across the board.

Top two box satisfaction



Top two box satisfaction



... but some fans were more pleased than others.

Despite reporting high satisfaction with most aspects of the FIFA World Cup, European fans were the most critical, rating their experience significantly lower than fans in Latin America and the United States.

	Total	US (U)	LatAm (L)	Europe (E)
The Final/ Championship game	75%	81% (E)	77% (E)	67%
Fan experience	74%	80% (E)	81% (E)	63%
Number of teams on the tournament	74%	81% (E)	76% (E)	65%
Social media content	72%	68%	80% (U,E)	67%
Access to game highlights via social media/ streaming platforms	72%	76% (E)	77% (E)	63%
Post-game coverage/ reporting	71%	75% (E)	75% (E)	64%
Half time coverage/ reporting	69%	71% (E)	79% (E)	56%
Pre-game coverage/ reporting	69%	73% (E)	72% (E)	62%
Fan festivals and public events	68%	70% (E)	75% (E)	59%
Match scheduling/ game times	67%	73% (E)	74% (E)	53%
Access to and from venues	62%	61% (E)	69% (E)	54%
The quality of commercials/ advertising	56%	57%	61% (E)	48%
Use of VAR	54%	60% (E)	56%	49%
Quality of refereeing	54%	58% (E)	56%	47%
“Hydration break”	53%	65% (E)	52%	43%
The amount of commercials/advertising	52%	55% (E)	58% (E)	42%
Changes in rules	49%	51%	53% (E)	42%

When it comes to your FIFA World Cup Experience, how satisfied are you with each of the following areas of the tournament?
 Letter indicates statistical significance at 95% level over complementary group.
 Includes only attributes where there was statistical significance across markets.
 Base: Total Sample

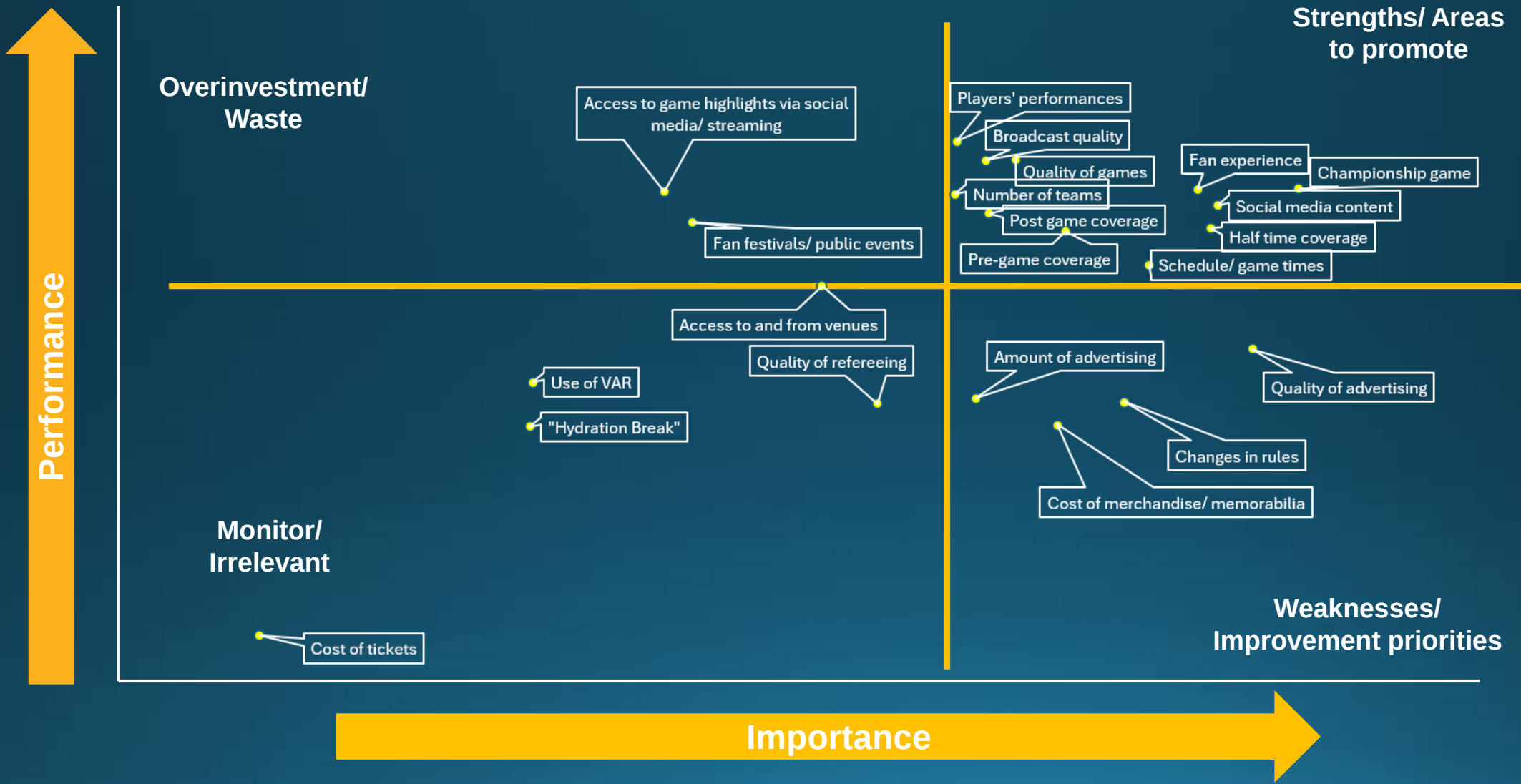
Quadrant analysis

- Quadrant analysis is a technique that visually shows how consumers perceive each attribute of a product or service compared with all other attributes.
- Traditional market research measures how satisfied consumers are with individual features. However, high or low satisfaction alone does not indicate whether those features are important to consumers.
- Quadrant analysis addresses this by combining performance (satisfaction) with importance. This makes it possible to identify which attributes have the greatest impact on overall satisfaction and where improvement efforts should be focused.
- Importance is determined by calculating the correlation coefficient between each attribute and the overall satisfaction rating. A correlation coefficient ranges from -1 to 1.
 - A score of -1 means a perfectly negative correlation while a score of 1 means perfectly positive correlation within the variables. A score of 0 means no correlation at all between them.
 - The correlation coefficient represents the importance of each attribute and is plotted on the X-axis.

Quadrant analysis

- Once the correlation coefficient has been calculated, a performance score is determined by calculating the average rating for each attribute. This is calculated by dividing the mean score of every attribute by the numerical mid point of the scale used to evaluate them.
- The results are then plotted on a two-dimensional graph. The X-axis represents the importance of each attribute (correlation coefficient), while the Y-axis represents its performance (average satisfaction score). The center of the graph is defined by the average importance and average performance across all attributes.
- Each attribute falls into one of four quadrants:
 - Strengths/ Areas to promote: (High Importance / High Performance): Areas that performed well and should be maintained and promoted.
 - Weaknesses/ Improvement priorities (High Importance / Low Performance): Areas that matter most to fans but failed to meet their expectations.
 - Overinvestment/ Waste (Low Importance / High Performance): Areas where performance was strong, but consumers placed relatively little importance on them.
 - Monitor/ Irrelevant (Low Importance / Low Performance): Areas that had limited impact on overall satisfaction and require less immediate attention.

Quadrant analysis satisfaction matrix



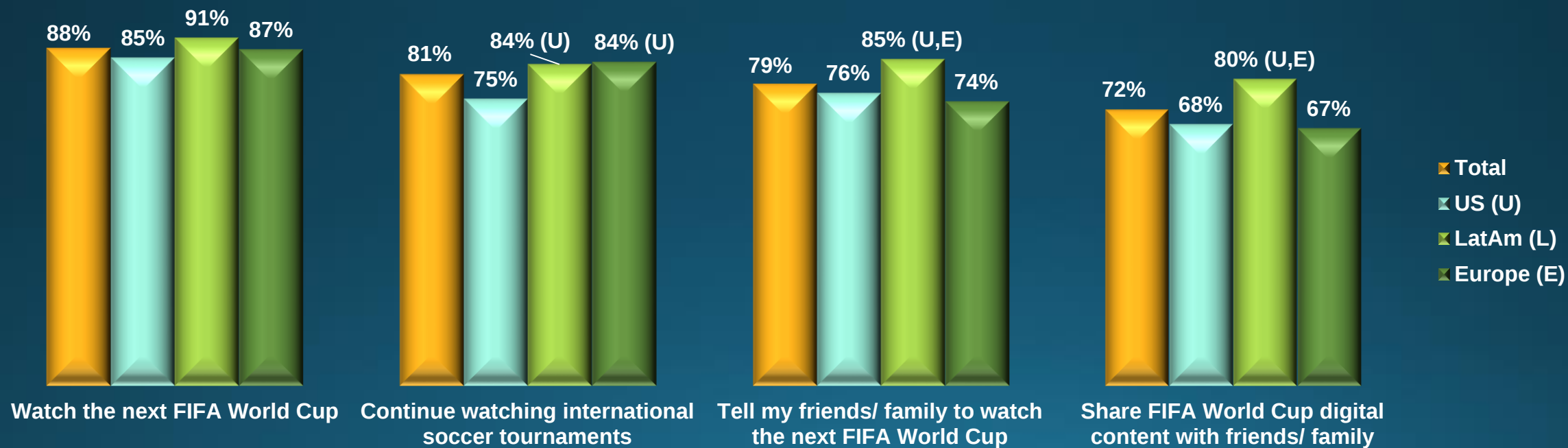
Quadrant analysis satisfaction matrix- by region

	Total	US (U)	LatAm (L)	Europe (E)
Cost of merchandise/ memorabilia	Improve	Improve	Improve	Improve
Cost of tickets for live games	Irrelevant	Irrelevant	Irrelevant	Irrelevant
Access to and from venues	Irrelevant	Irrelevant	Overinvestment	Irrelevant
Broadcast quality	Promote	Promote	Promote	Promote
Access to game highlights via social media/ streaming platforms	Overinvestment	Overinvestment	Overinvestment	Overinvestment
Fan experience	Promote	Promote	Promote	Promote
Social media content	Promote	Promote	Promote	Promote
Fan festivals and public events	Overinvestment	Overinvestment	Overinvestment	Overinvestment
Post-game coverage/ reporting	Promote	Promote	Overinvestment	Promote
Half time coverage/ reporting	Promote	Promote	Promote	Promote
Pre-game coverage/ reporting	Promote	Promote	Promote	Promote
Match scheduling/ game times	Promote	Promote	Promote	Promote
Use of VAR	Irrelevant	Irrelevant	Irrelevant	Irrelevant
Quality of games/ matchups	Promote	Promote	Promote	Promote
Player's performances	Promote	Promote	Overinvestment	Promote
The quality of commercials/ advertising	Improve	Improve	Improve	Improve
The amount of commercials/advertising	Improve	Improve	Improve	Improve
The Final/ Championship game	Promote	Promote	Promote	Promote
Quality of refereeing	Irrelevant	Irrelevant	Irrelevant	Irrelevant
"Hydration break"	Irrelevant	Irrelevant	Irrelevant	Irrelevant
Changes in rules	Improve	Improve	Improve	Improve
Number of teams on the tournament	Promote	Promote	Overinvestment	Overinvestment

The next one can't come soon enough.

While fans across the world expressed similar enthusiasm about watching the next FIFA World Cup, Latin American fans were the most likely to actively promote the sport by sharing soccer-related content and encouraging others to engage.

Top two box intent



How likely are you to do any of the following based on your experience with this FIFA World Cup?
Letter indicates statistical significance at 95% level over complementary group.
Base: Total Sample

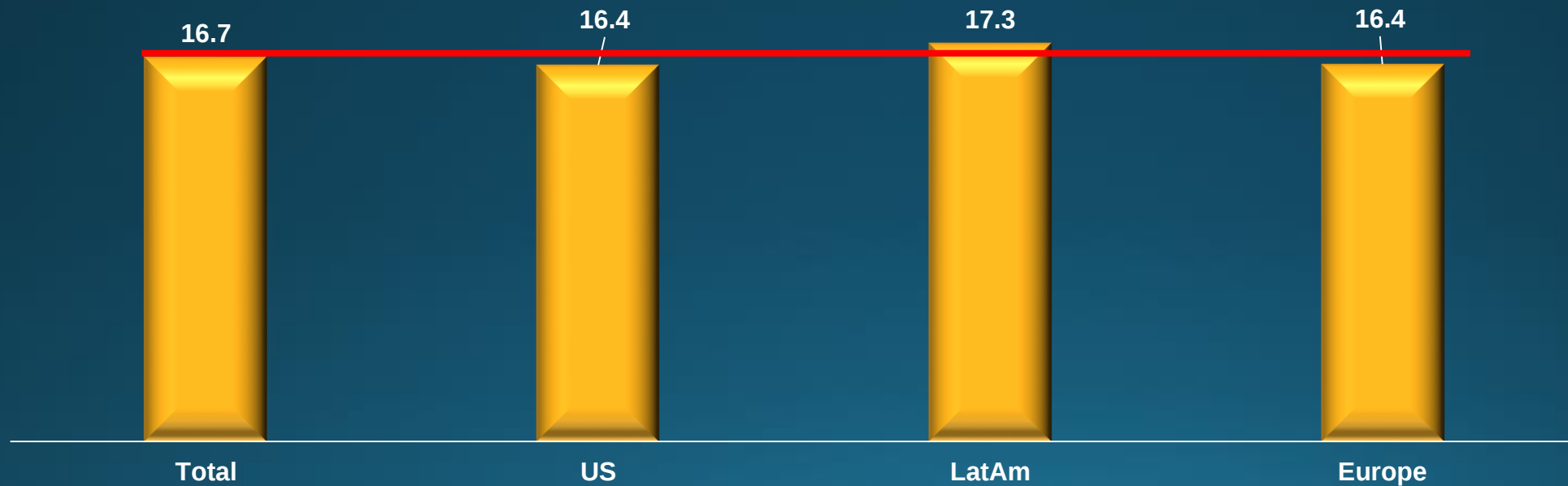
Engagement index

- To assess the FIFA World Cup's effectiveness in sustaining fan engagement beyond the tournament, we developed a Post-Event Engagement Index based on respondents' stated likelihood of remaining involved with soccer.
- The index was calculated by adding each respondent's ratings on a 5-point Likert scale across the following four behaviors, measured after their experience with the 2026 FIFA World Cup:
 - Tell friends/ family to watch the next FIFA World Cup
 - Share FIFA World Cup digital content with friends/ family
 - Continue watching international soccer tournaments
 - Watch the next FIFA World Cup
- The resulting index ranged from a minimum score of 4 to a maximum score of 20, with higher scores indicating greater post-event engagement with the sport.
- Average index scores were then calculated for each region and compared with the overall average. This analysis made it possible to identify which regions demonstrated the strongest sustained engagement with soccer following the tournament.

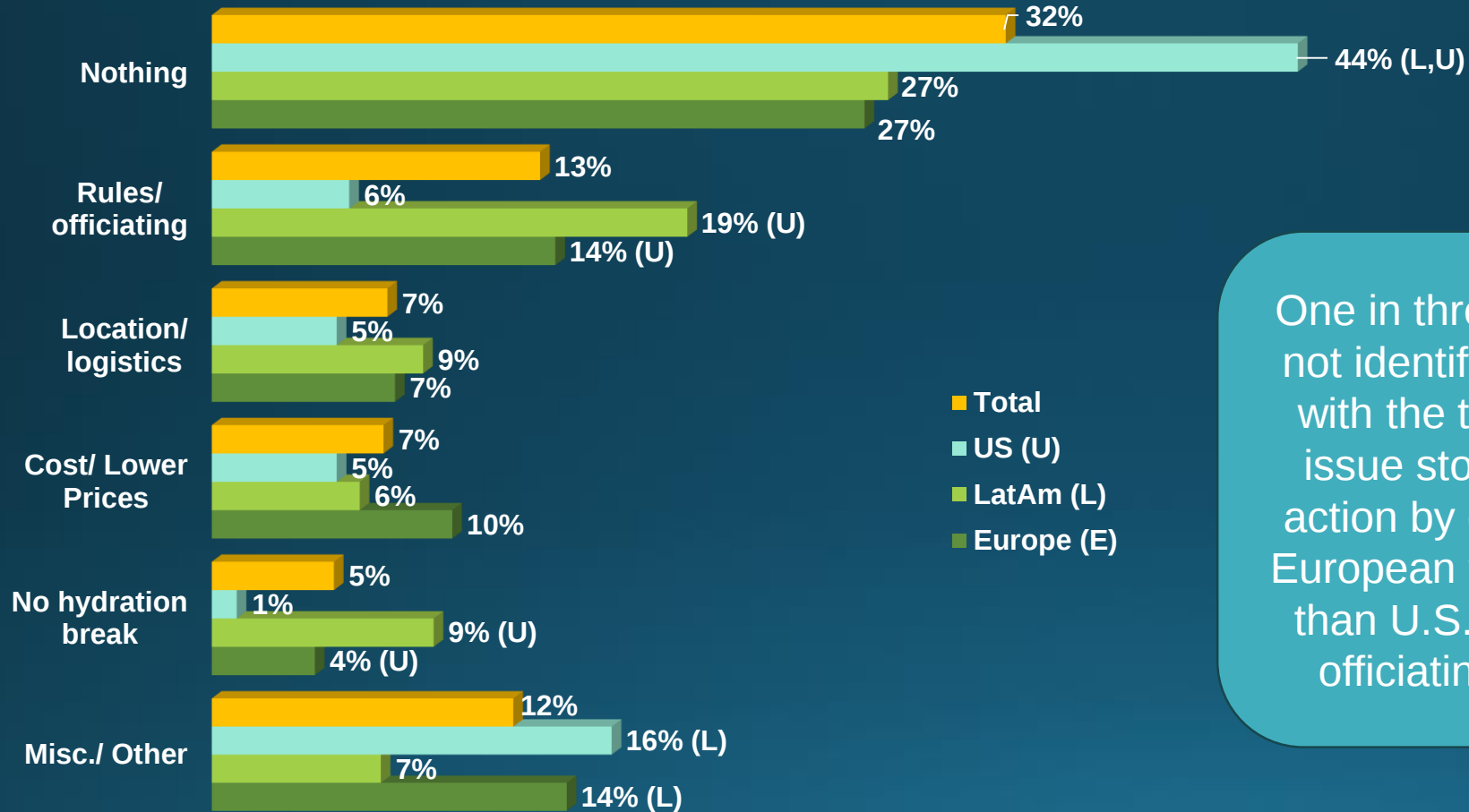
Engagement index

While the FIFA World Cup generated strong post-tournament engagement across all markets, Latin American fans were the primary drivers of future involvement with the sport.

Engagement Index



There is always room for improvement...



One in three fans reported that they could not identify any meaningful shortcomings with the tournament. Although no major issue stood out as requiring immediate action by organizers, Latin American and European fans expressed greater concern than U.S. fans about irregularities in the officiating the application of the rules.

There was no doubt about who the best player was...

Lionel Messi was overwhelmingly regarded as the tournament's best player by fans across all regions. While Kylian Mbappé ranked second overall, his support was driven primarily by fans in Latin America and Europe.



Based ONLY on what you saw in the FIFA World Cup tournament, who do you think was the best player?
Base: Total Sample
Letter indicates statistical significance at 95% level over complementary group.
Note: Includes only total mentions of 5% or more

...and the reasons were clear...

Although fans widely recognized all the tournament's top players as exceptionally talented, Messi's leadership and the respect he has earned throughout his career were the qualities that distinguished him and made him the overwhelming choice as the tournament's best player.

	Total	Lionel Messi	Kylian Mbappé	Erling Haaland	Jude Bellingham	Cristiano Ronaldo
Talented	61%	65%	70%	60%	74%	43%
Leader	39%	52%	36%	33%	29%	48%
Respected	39%	51%	31%	34%	36%	41%
Iconic	39%	50%	30%	51%	38%	36%
Disciplined	38%	42%	32%	40%	45%	34%
Memorable	36%	44%	29%	49%	29%	39%
Charismatic	34%	29%	26%	61%	48%	30%
Likeable	33%	36%	31%	46%	36%	34%
Influential	28%	34%	20%	35%	29%	34%
Role model	27%	39%	18%	24%	21%	30%
Generous	22%	22%	15%	26%	24%	32%
Tenacious	21%	23%	25%	24%	22%	11%
Tough	13%	14%	9%	16%	12%	7%
Trend-setter	12%	12%	14%	15%	10%	18%
Controversial	7%	6%	10%	6%	7%	0%
Divisive	5%	4%	6%	3%	10%	2%

Which of the following words do you associate with [player]?

Base: Total Sample

No significance testing performed. Base sizes too small

... to also make him
the GOAT.

Lionel Messi was considered by far the best soccer player in the history of the sport, with Cristiano Ronaldo and Pelé vying for a distant second place. Pelé's GOAT recognition was mostly driven by Latin American fans.



Based on everything that you might have seen or heard, which of the following players would you consider to be the greatest of all time ("GOAT")?

Base: Total Sample

Letter indicates statistical significance at 95% level over complementary group.

Note: Includes only total mentions of 5% or more