



# 2019 FIFA Women's World Cup Report

May 2019

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# Background & Methodology

## Background

ThinkNow conducted a nationwide online survey among American adults to measure their awareness and interest in the 2019 Women's World Cup. We also asked participants how they will be watching and engaging on social media throughout the tournament. Results are shown by Total Market and key subgroups including gender, age group and race/ethnicity.



## Methodology

### Survey Method

- › Online via ThinkNow Research's Omnibus Study



### Field Timing

- › February, 2019



### Regional Coverage

- › National



### Screening Criteria

- › 18-64 years of age



### Base Sizes

**1,271**  
Total

**500**  
Hispanics

**252**  
Non-Hispanic  
Whites

**256**  
African-  
Americans

**256**  
Asian-  
Americans



# Key Research Findings

Our nationwide survey revealed the following key findings:

- 3-out-of-10 U.S. adults have some interest in watching the 2019 Women's World Cup.
- Yet, overall awareness of this year's soccer tournament is relatively low at just under one-third.
- One-quarter of adults reported watching the 2015 Women's World Cup, but one-third watched last year's Men's World Cup.
- Men are significantly more likely than women to be aware of and to show interest in this year's Women's World Cup.
  - Millennials and Hispanics have stronger interest than the adult population in general.
  - Soccer enthusiasts are more likely to be male, married and have larger households. They also have higher education and income levels than the general market.
- While most fans will watch Women's World Cup matches on regular TV, a large share (18 to 34 year old's in particular) will also be streaming matches to their TV or other devices.
- World Cup enthusiasts will be interacting with others about the tournament on social media. This is especially true for Millennials.
  - Fans are more likely to watch World Cup games with others, particularly Hispanics.



# Detailed Findings



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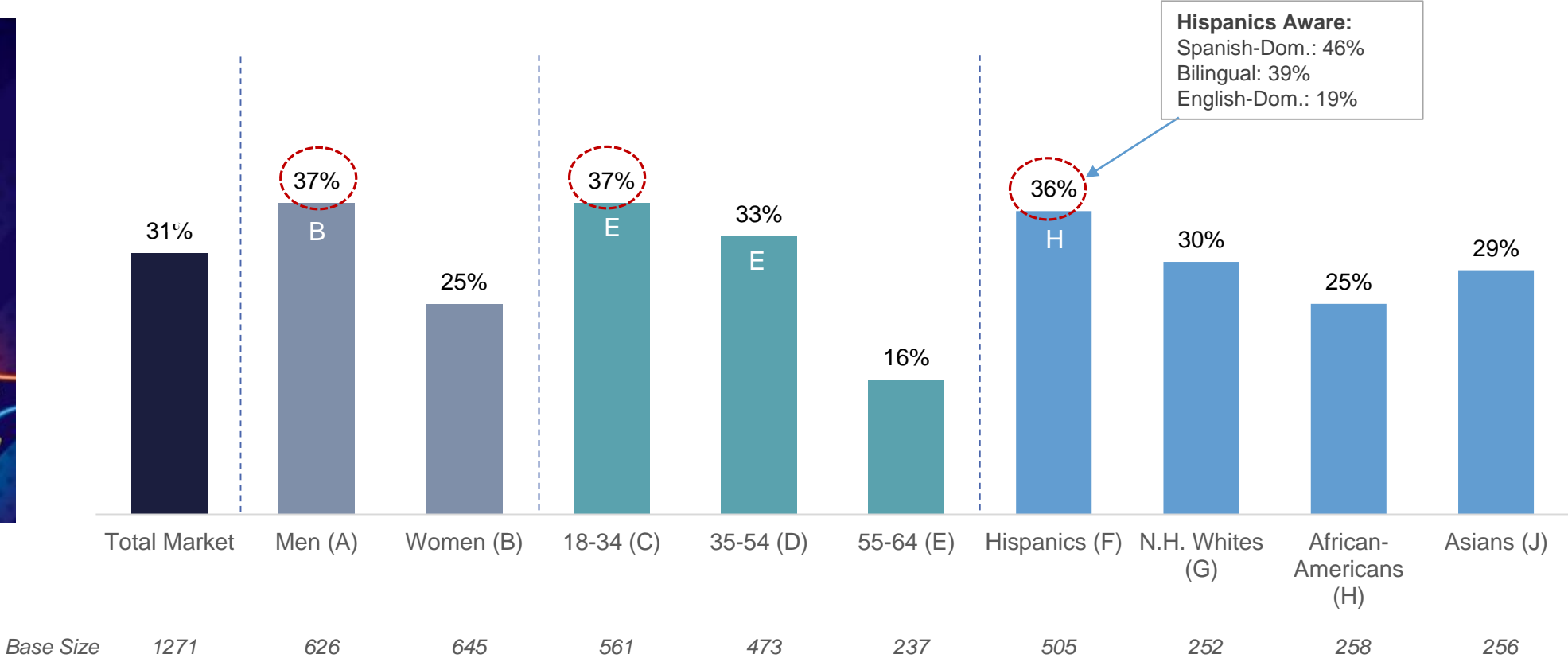
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# 3-out-of-10 adults were aware of the FIFA Women's World Cup being held Summer 2019

- Awareness is highest among men, 18 to 34 year-old's and Hispanics.



Were you aware that the FIFA Women's World Cup in soccer will be held later this year?



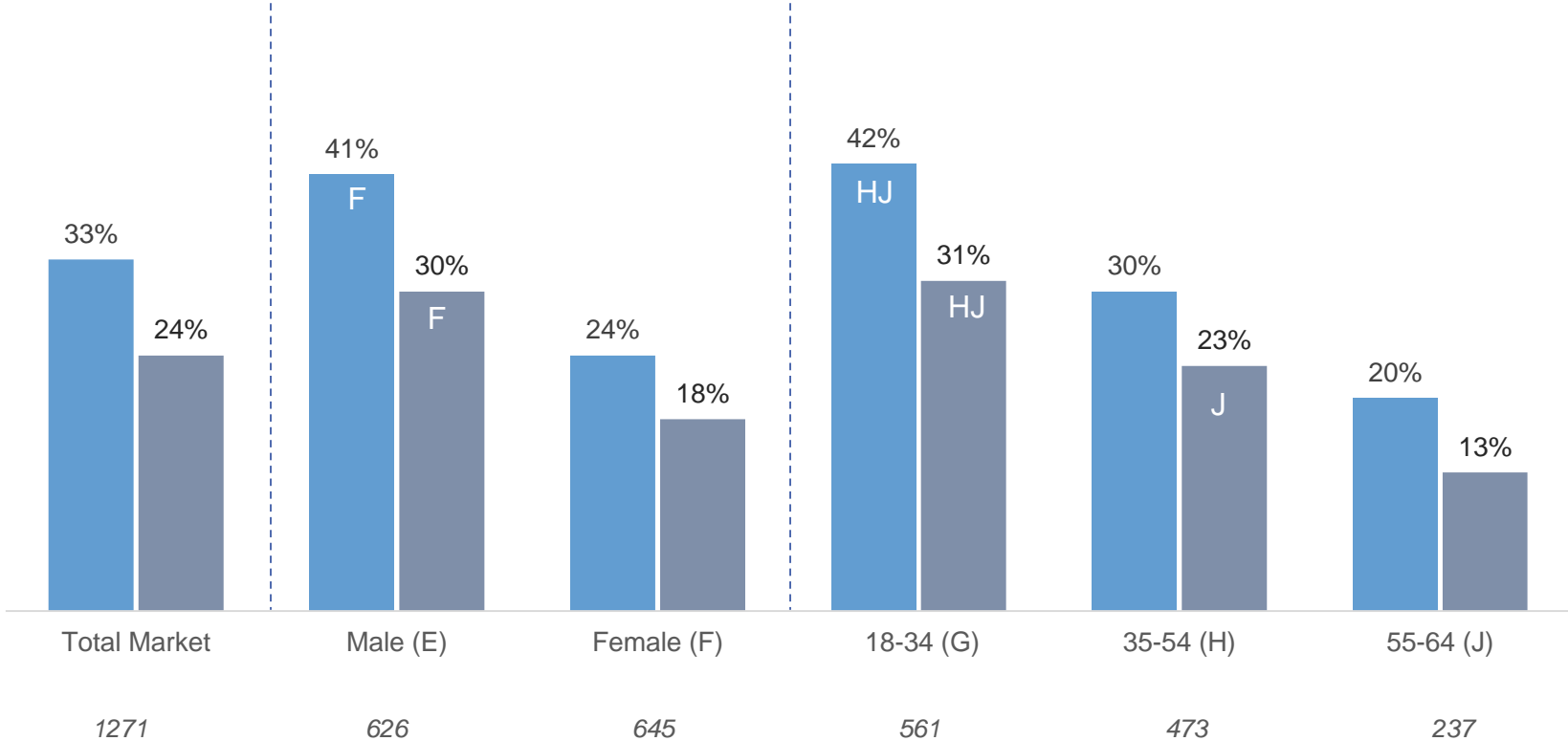
# One-quarter of adults watched the 2015 Women's World Cup. One-third watched the 2018 Men's World Cup.

- 18 to 34 year olds and men specifically are the most likely to have watched the last two FIFA World Cups



Did you watch any of the 2018 FIFA World Cup in Russia?  
 Did you watch any of the 2015 FIFA Women's World Cup in Canada?

■ 2018 FIFA Men's World Cup  
 ■ 2015 FIFA Women's World Cup

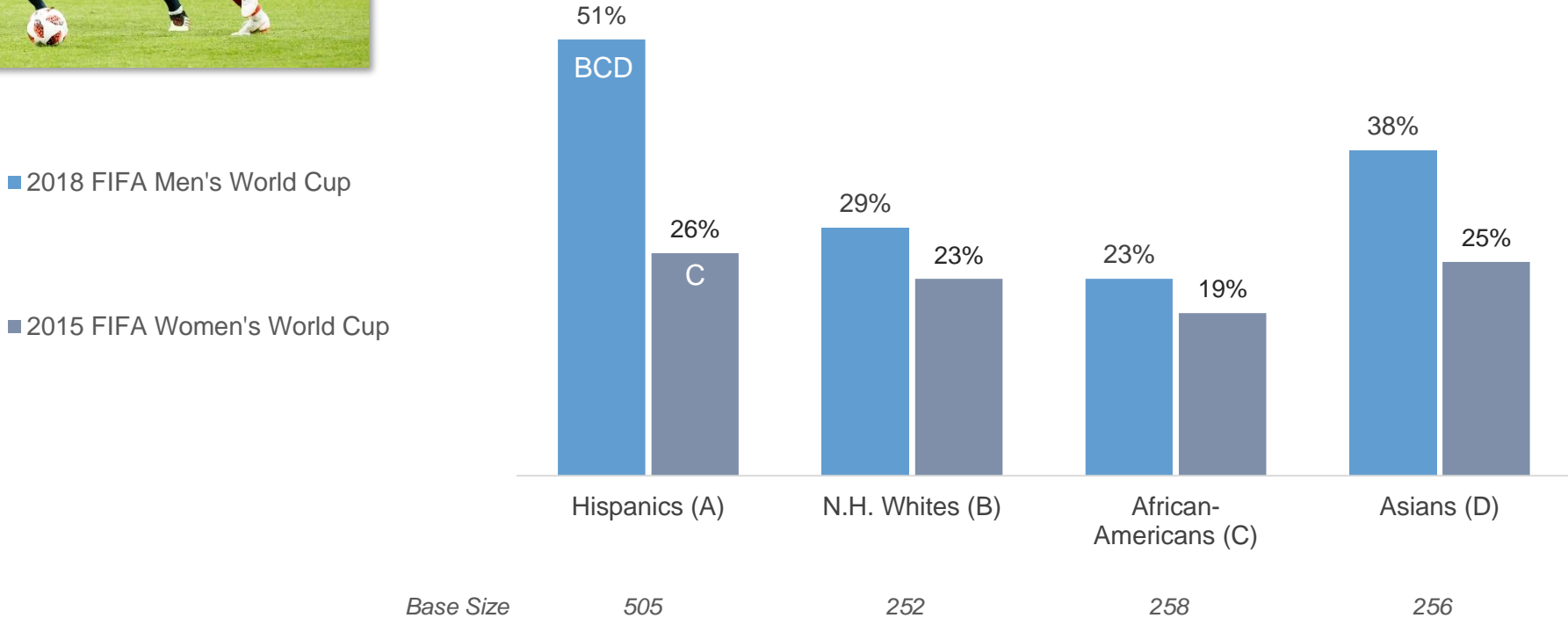


# Viewership for the 2015 Women's World Cup was relatively similar across race/ethnicity.

- Hispanics were by far the most likely to have watched the 2018 Men's FIFA World Cup.



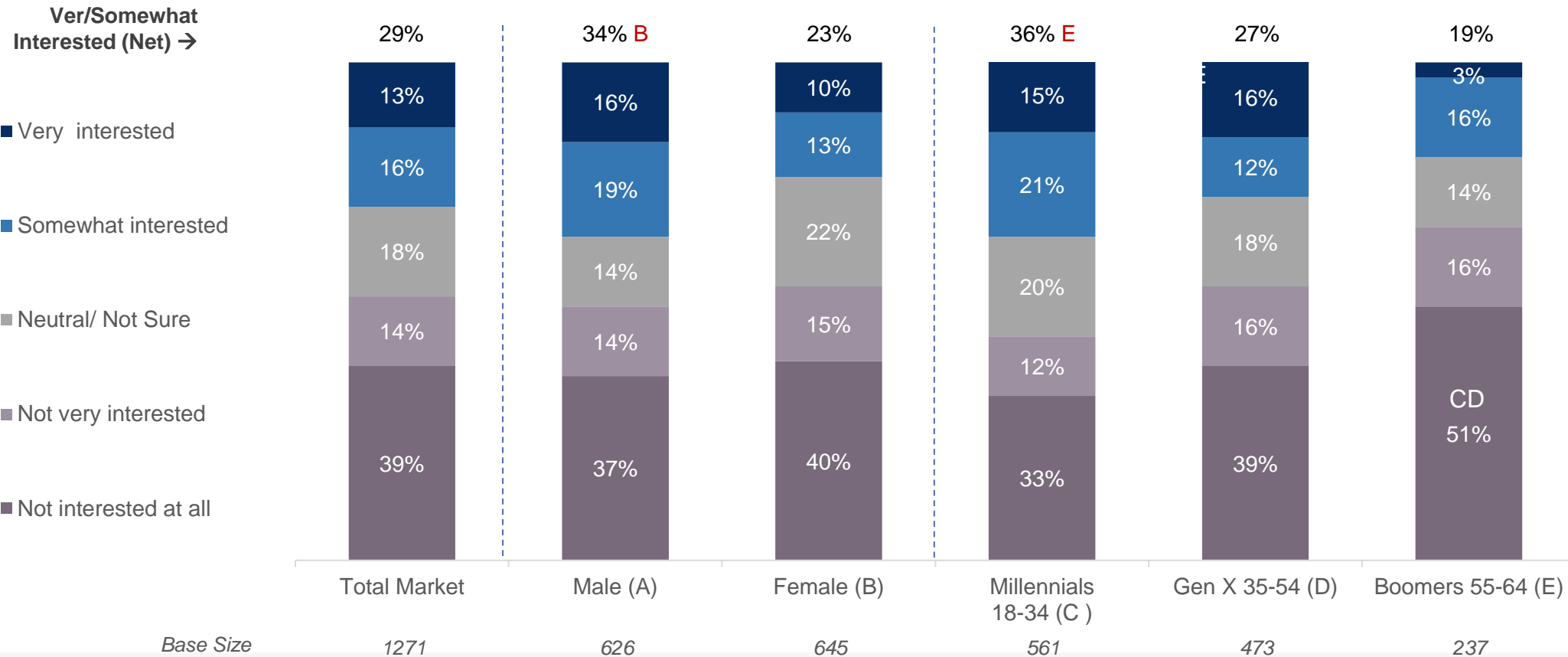
Did you watch any of the 2018 FIFA World Cup in Russia?  
Did you watch any of the 2015 FIFA Women's World Cup in Canada?



# Interest in watching the 2019 FIFA Women's World Cup is strongest among Millennials and men.



How interested are you in watching any of the FIFA Women's World Cup soccer matches later this year?





# Hispanics expressed the most interest in watching this year's FIFA Women's World Cup.

- Driven by Spanish-dominants and Bilinguals
- Asian Americans rank second in interest. Whites and African Americans report the lowest interest.

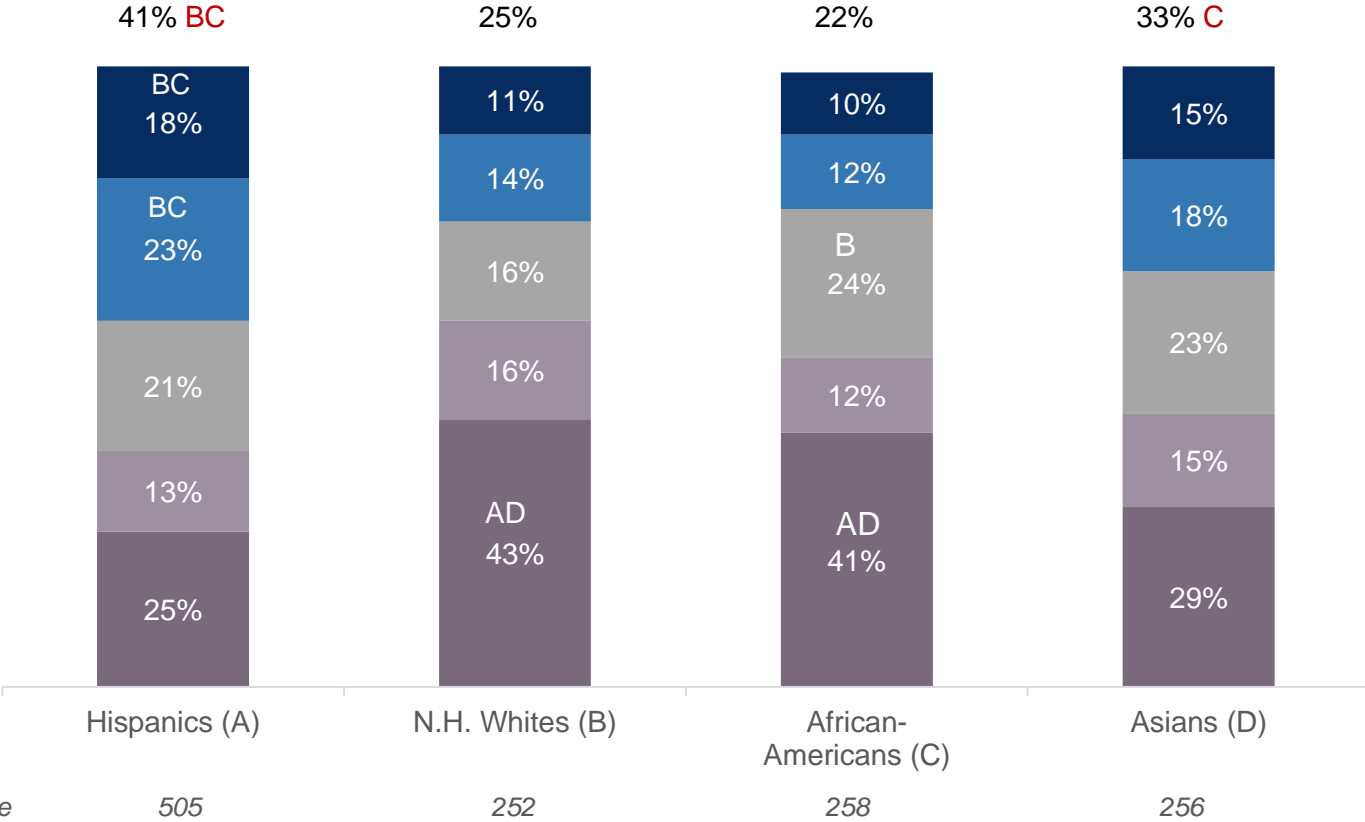
**Hispanics**  
Very/Somewhat Interested  
 Spanish-Dom: 56%  
 Bilingual: 41%  
 English-Dom: 23%

## How interested are you in watching any of the FIFA Women's World Cup soccer matches later this year?



Very/Somewhat Interested (Net) →

- Very interested
- Somewhat interested
- Neutral/ Not Sure
- Not very interested
- Not interested at all










# Women's World Cup Fan Demographic: Younger, male, married with large households



- They also have significantly higher education and income levels.

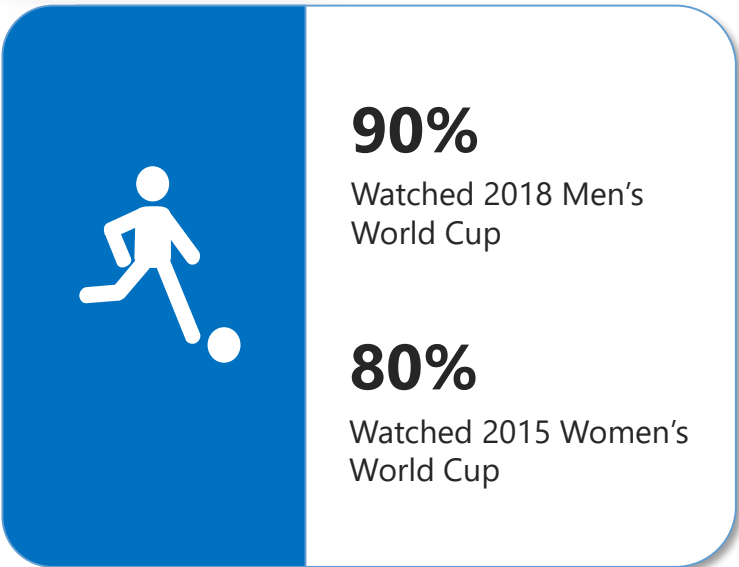
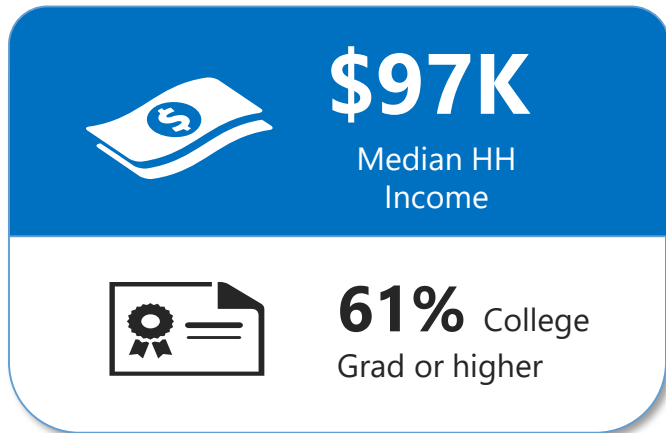
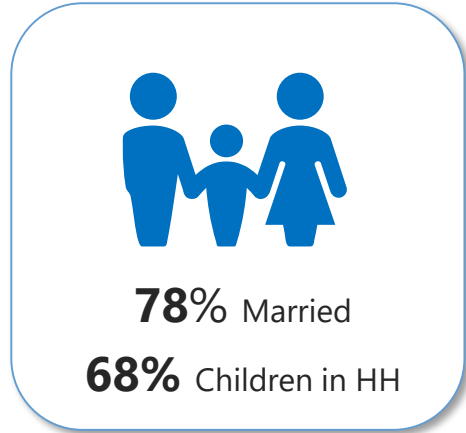
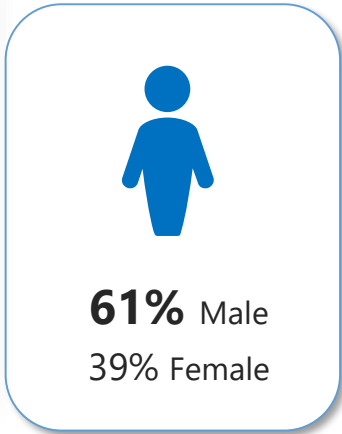
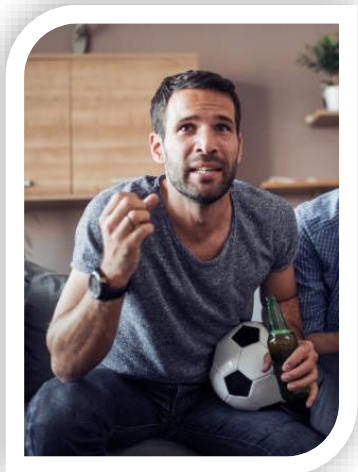
## Demographic Profiles

	Total Market	Base: <u>Very Interested in Watching Women's World Cup</u>
 Male	50%	61% ↑
 Mean age	40.4	37.2 ↓
 Married	46%	71% ↑
 College grad or more	39%	61% ↑
 Household size	2.9	3.4 ↑
 Born outside the U.S.	13%	18%
 Median HH income	\$59K	\$97K ↑
	<i>Base Size</i> 1271	162

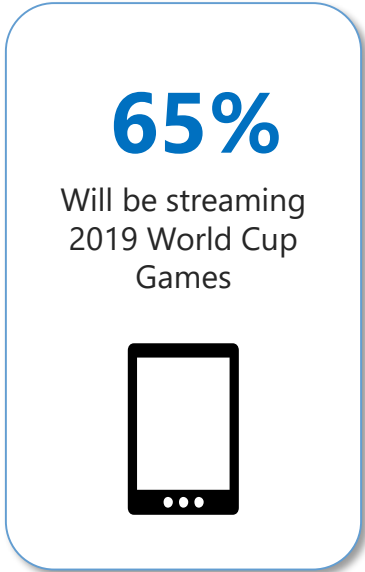


Up/Down arrow indicates significant difference from Total Market at the 95% confidence level.

# Snapshot: 2019 Women's World Cup Viewer



- Agree that...*
- 87%** The Women's World Cup is something I look forward to every 4 years
  - 81%** Interacting with others on social media makes the Women's World Cup experience more enjoyable
  - 78%** Watching the Women's World Cup games is an occasion for my family to get together



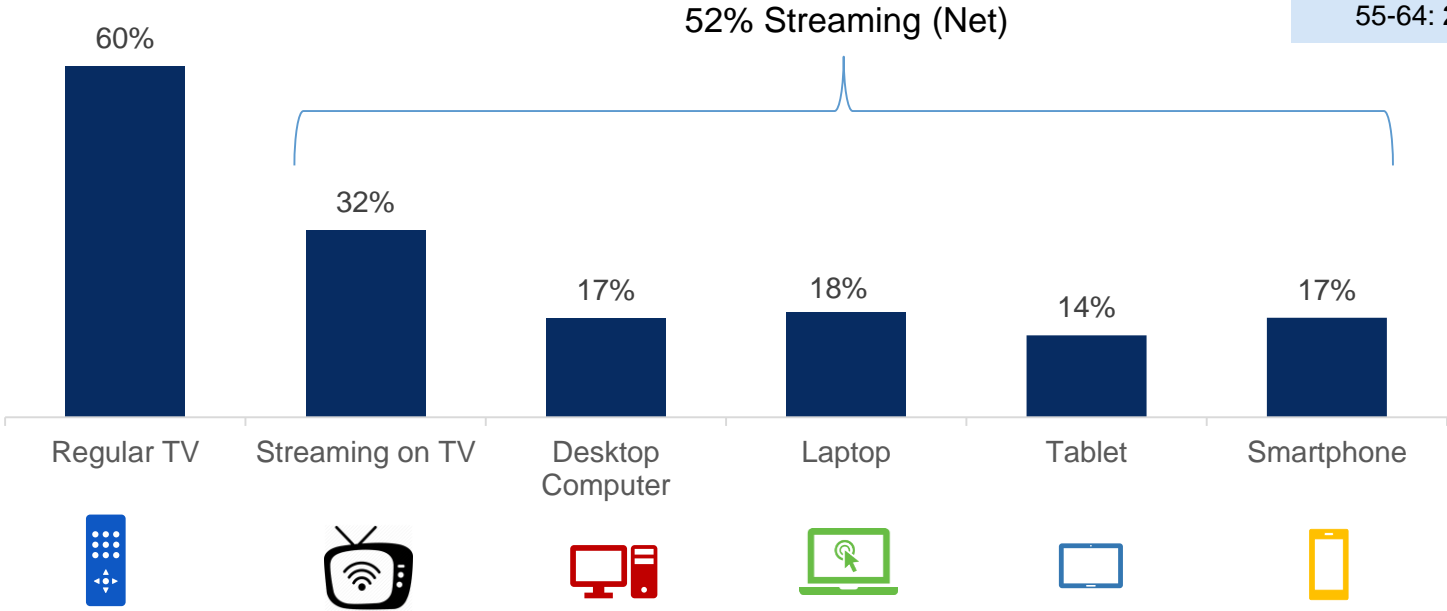
# Most views of World Cup matches will be on regular TV, but streaming coverage on TV and mobile devices also popular.

- Younger viewers are the most likely to be streaming games.

## How do you think you will watch the Women's World Cup soccer matches?

Base: Interested in watching 2019 FIFA Women's World Cup

Streaming (Net)  
by Age Group:  
18-34: **61%**  
35-54: **50%**  
55-64: **28%**



Base Size 1271

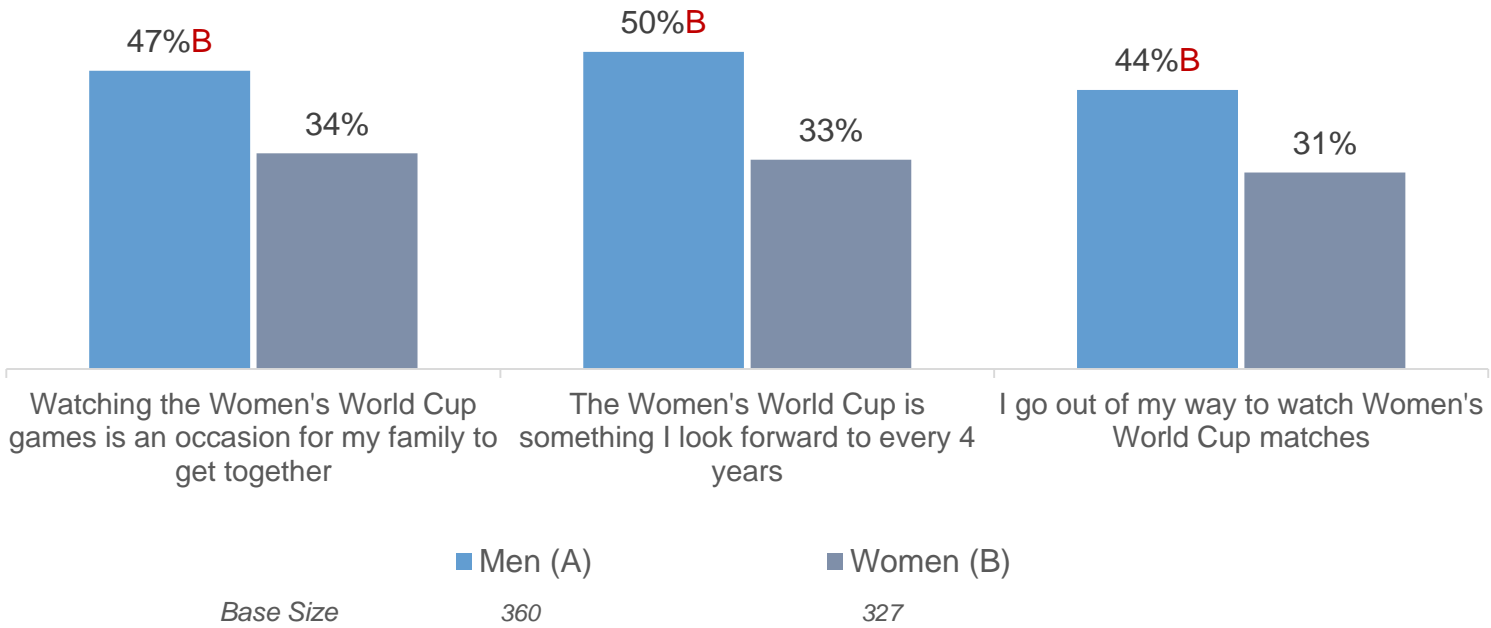
# In general, men express more enthusiasm than women toward the Women's World Cup.



## How much do you agree or disagree with each of the following statements regarding the Women's World Cup?

Base: Interested in watching 2019 FIFA Women's World Cup

(Completely/Somewhat Agree with each statement)



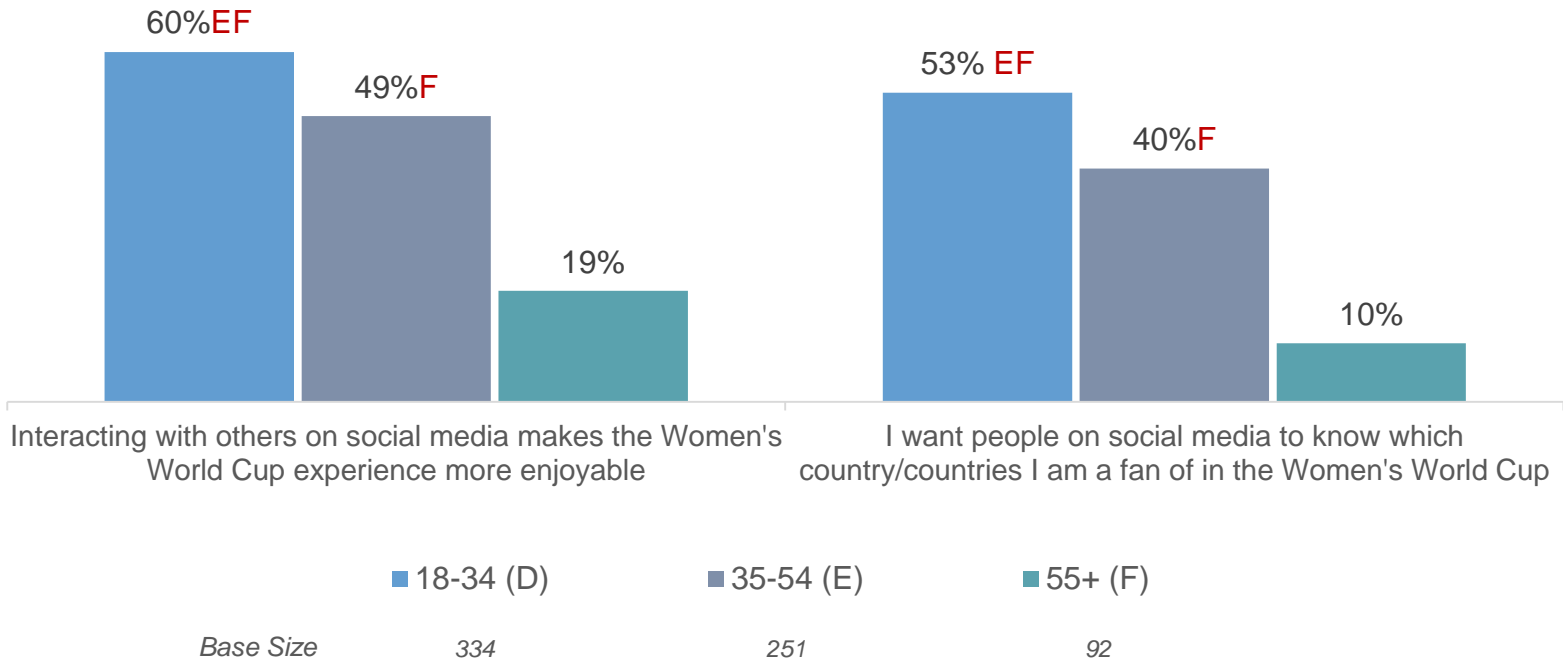
# Among World Cup enthusiasts, Millennials will drive engagement on social media, followed closely by Gen Xers.



## How much do you agree or disagree with each of the following statements regarding the Women's World Cup?

Base: Interested in watching 2019 FIFA Women's World Cup

(Completely/Somewhat Agree with each statement)



# Hispanics are most likely to see the Women's World Cup as an occasion to gather with family.

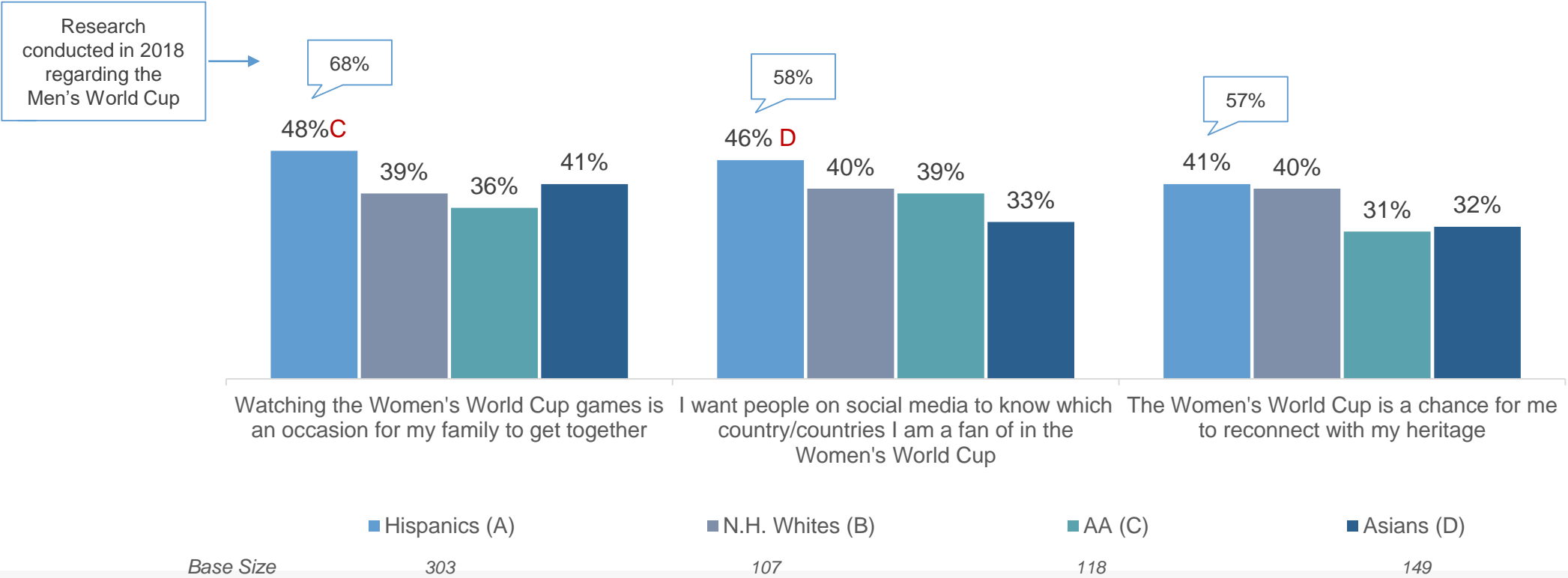


- They will also be the most vocal on social media about who they are cheering for.

## How much do you agree or disagree with each of the following statements regarding the Women's World Cup?

Base: Interested in watching 2019 FIFA Women's World Cup

### (Completely/Somewhat Agree with each statement)



Letter indicates significant difference at the 95% confidence level.

# Many fans will be watching the Women's World Cup matches with others.

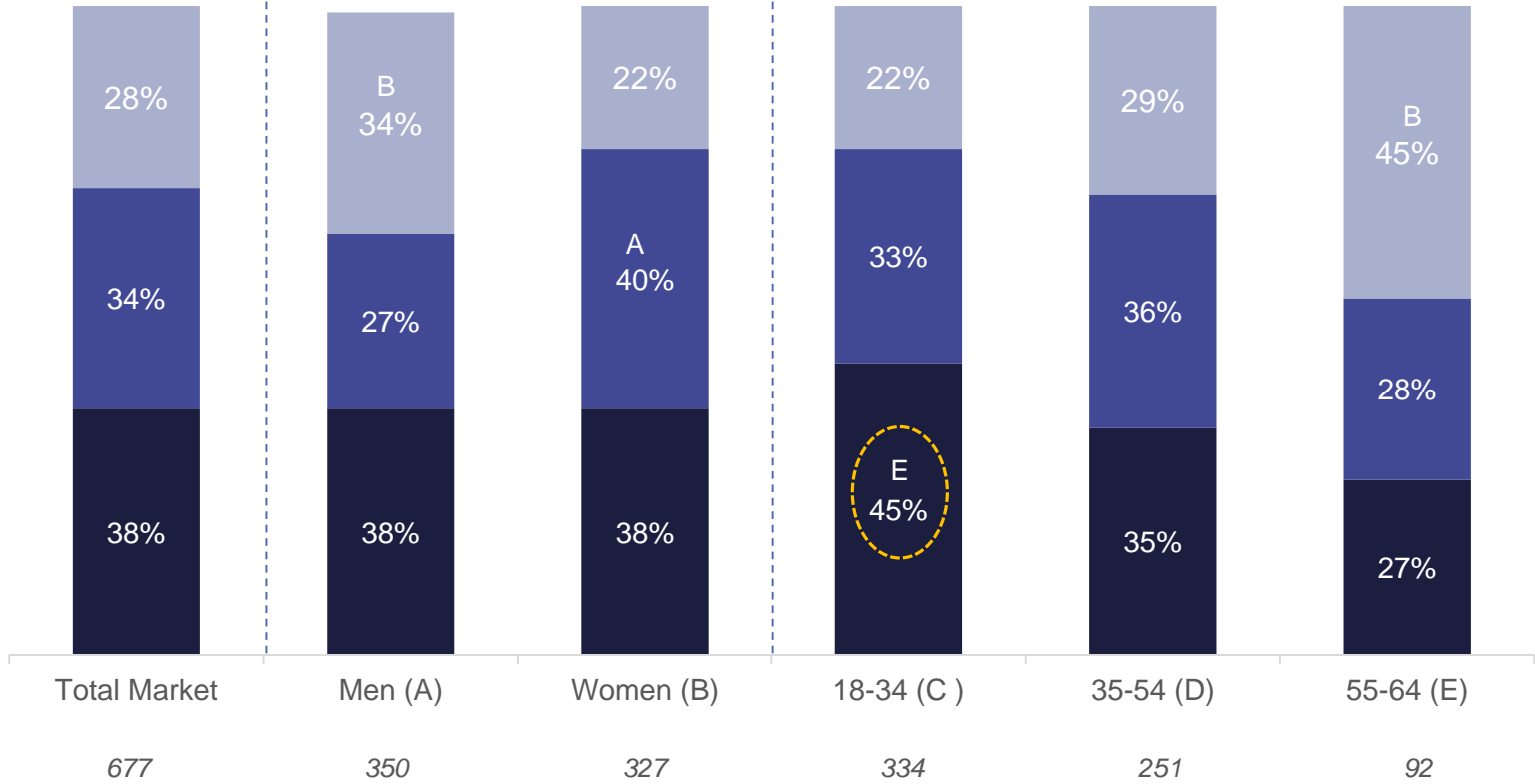
- This is especially true of younger viewers.



## Are you more likely to watch the 2019 FIFA Women's World Cup by yourself or with others?

Base: Interested in watching 2019 FIFA Women's World Cup

- Only/Mostly by myself
- Equally by myself and with other people
- Only/Mostly with others



Base Size

677      350      327      334      251      92



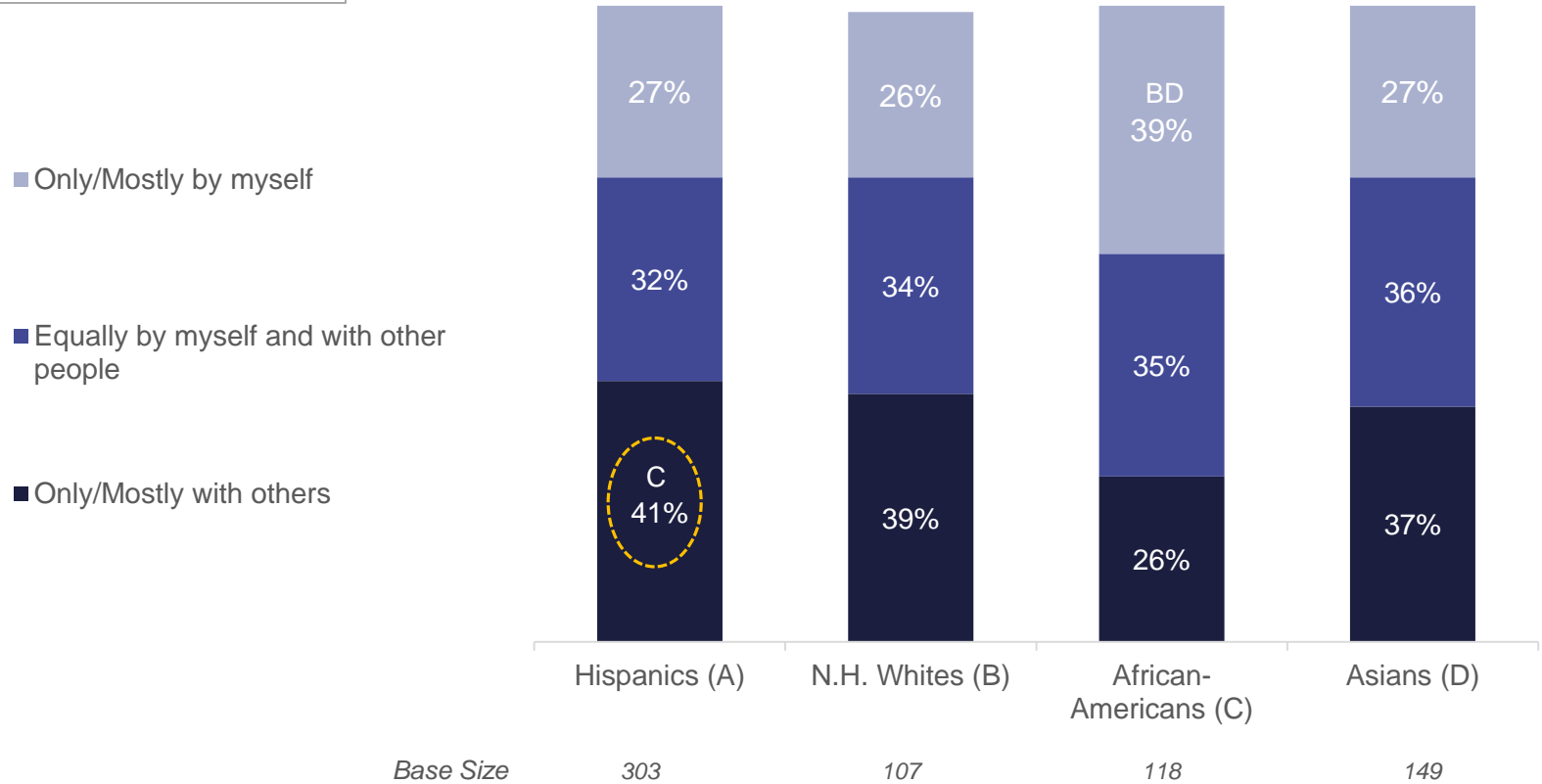
# African Americans are the mostly likely to watch the World Cup games by themselves.

- Among Hispanics, watching the games with others is most common among the Spanish-Dominant segment.

**Hispanics**  
Only/Mostly with Others  
 Spanish-Dom: 54%  
 Bilingual: 43%  
 English-Dom: 35%

## Are you more likely to watch the 2019 FIFA Women's World Cup by yourself or with others?

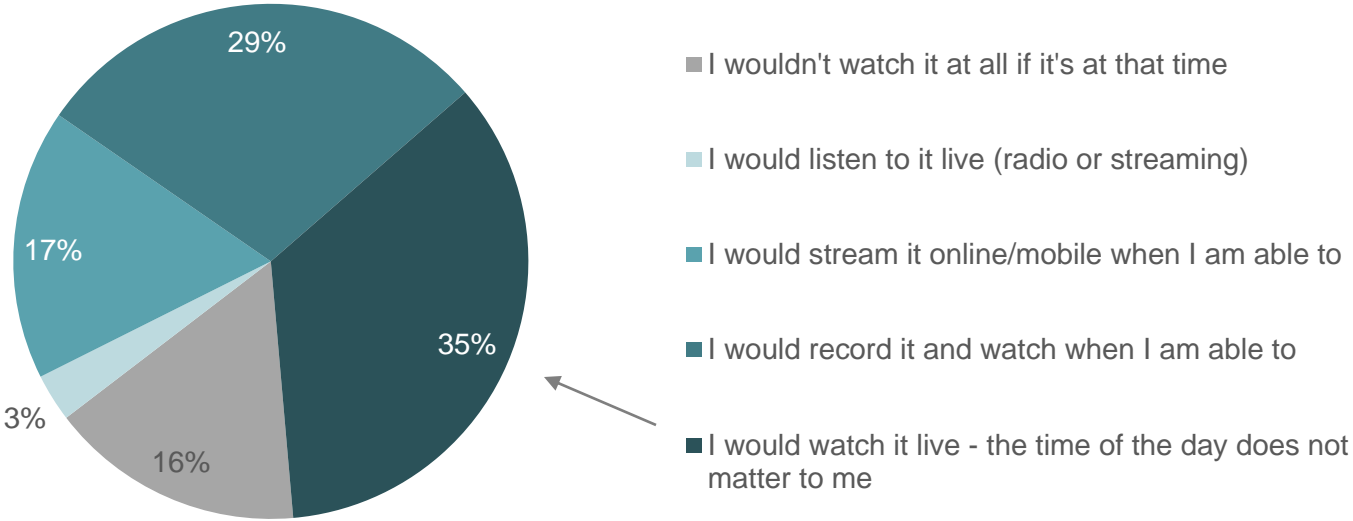
Base: Interested in watching 2019 FIFA Women's World Cup



# Most Women's World Cup enthusiasts will watch a game even if it's on late or very early in the morning.

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

Base: Interested in watching 2019 FIFA Women's World Cup



No significant differences by subgroup

Base Size 1271

Letter indicates significant difference at the 95% confidence level.

# Demographics



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# Sample Profile

	Total Market	Hispanics (A)	N.H. Whites (B)	African-American (C)	Asian (D)
<b>Base size</b>	1271	505	252	258	256
<b>Race/Ethnicity Identify With Most:</b>					
Hispanics	18%	100%	-	-	-
African-American	14%	-	100%	-	-
Asians	6%	-	-	100%	-
N.H. Whites	62%	-	-	-	100%
<b>Gender:</b>					
Male	50%	51%	50%	48%	47%
Female	50%	49%	50%	52%	53%
<b>Age:</b>					
Millennials (18-34)	38%	45%	34%	41%	39%
Gen X (35-54)	42%	43%	42%	41%	44%
Boomers (55-64)	20%	12%	24%A	18%A	16%
<b>Marital Status:</b>					
Single (NET)	30%	35%B	25%	50%ABD	32%
Married or living with partner (NET)	57%	58%C	61%C	36%	62%AC
Separated/divorced/widowed (NET)	12%	6%	13%AD	13%AD	5%
% with one or more children	42%	55%BCD	38%	39%	39%

Letter indicates significant difference at the 95% confidence level.

# Sample Profile

	Total Market (18-64)	Hispanics (A)	N.H. Whites (B)	African-American (C)	Asian (D)
<b>Base size</b>	1271	505	252	258	256
<b>Census Region:</b>					
Northeast	18%	14%	19%	17%	21%A
Midwest	21%	9%	26%ACD	17%A	12%
South	37%	37%D	35%D	57%ABD	23%
West	24%	40%BC	20%C	9%	44%BC
<b>% Employed</b>					
	69%	66%	70%	67%	67%
<b>% College Graduate or More</b>					
	39%	31%C	42%AC	23%	66%ABC
<b>% Foreign Born</b>					
	13%	40%BC	6%	5%	52%ABC
<b>% Parent Foreign Born</b>					
	21%	55%BC	9%	10%	76%ABC
<b>Median Annual HH Income</b>					
	\$59	\$46	\$66	\$38	\$85

Letter indicates significant difference at the 95% confidence level.

# Sample Profile

<b>Hispanics</b>	
<b>Language Spoken at Home:</b>	
Spanish dominant	33%
Spanish and English equally	35%
English dominant	32%
<b>Country of Origin:</b>	
Mexican	63%
Puerto Rican	10%
Central American	9%
South American	6%
Cuban	4%
Dominican	3%
Other	5%
<b>Acculturation:</b>	
Less Acculturated	19%
Bicultural	55%
More Acculturated	26%