

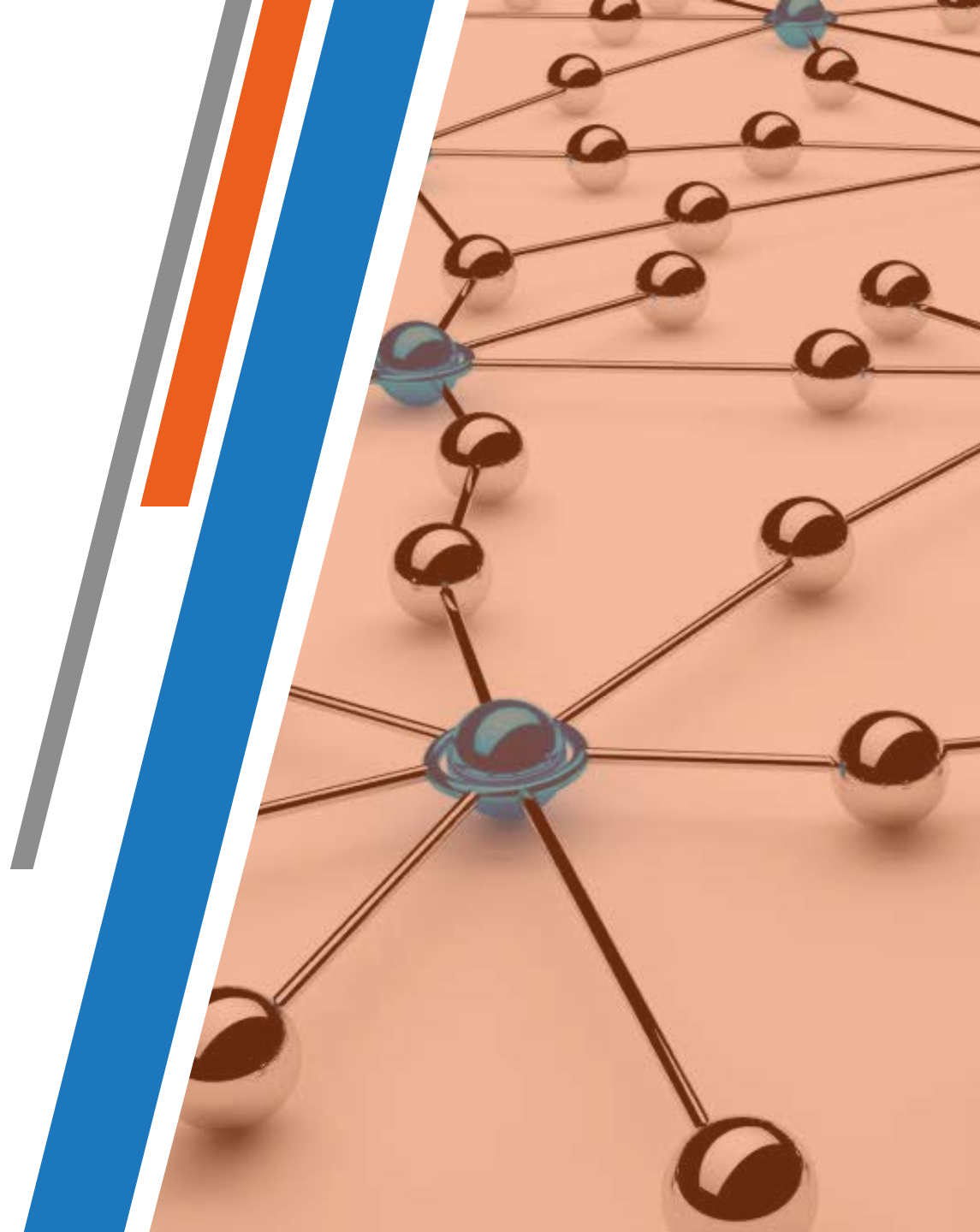


VELOCITY

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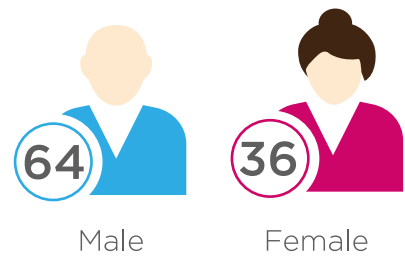
SYNDICATED STUDY

FIFA WORLD CUP 2018



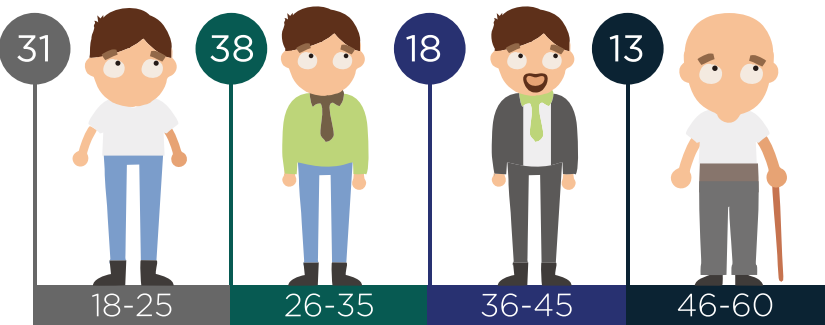
Demographic Profiling (1)

Gender



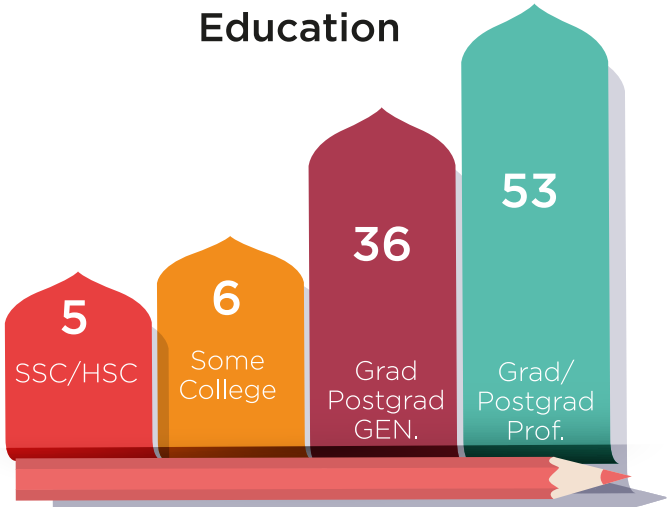
A1. Please choose your gender.

Age



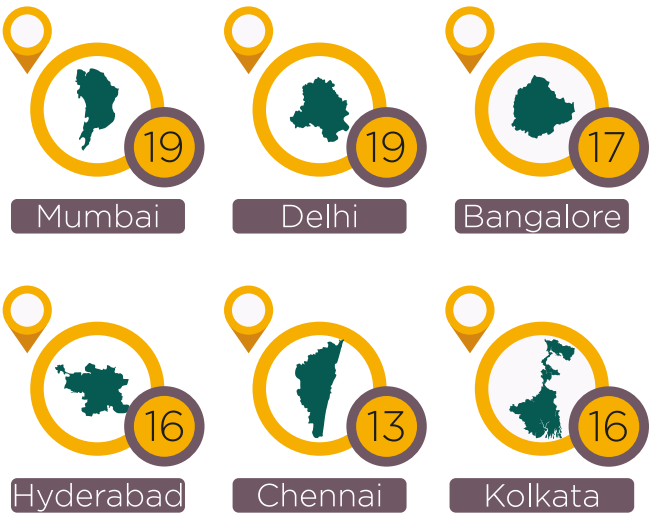
A2. Could you please mention your age as completed on your last birthday?

Education



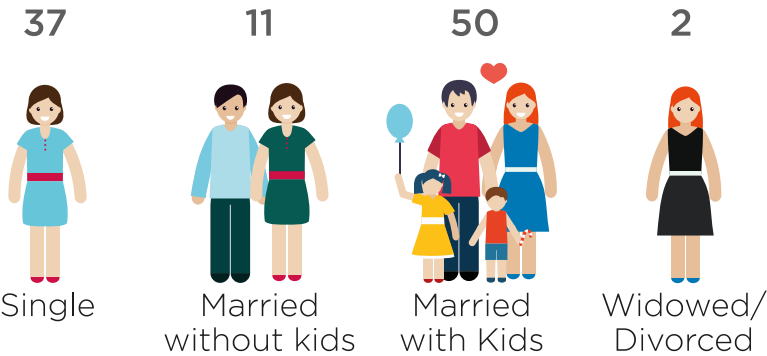
A5. Please choose the highest level of education completed by you on basis of the standard list displayed below.

Cities



A3. Please choose the city where you are currently living.

Life Stage

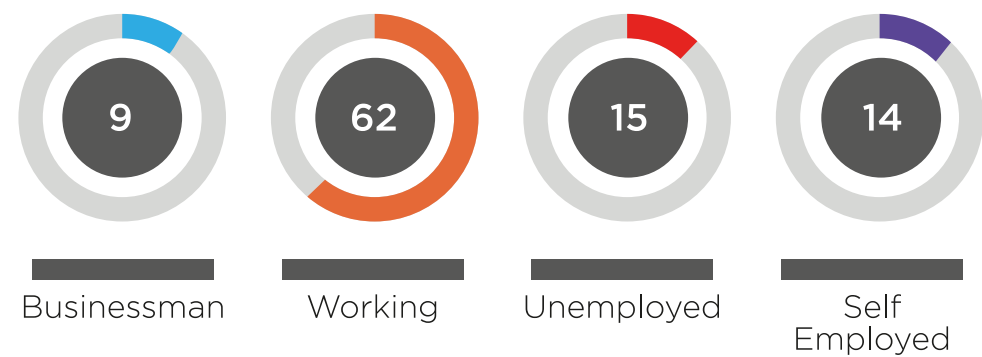


A6. There is a list of options on life stage now. Please choose the one which best describes your current life stage.

All fig in % except base
Base: 2,000

Demographic Profiling (2)

Occupation



A4. Please choose your occupational status.

NCCS



A8. You have mentioned your ____ to be the chief wage earner of your family. Please specify his/her highest level of education.
A12. Which of these items do you have at home?

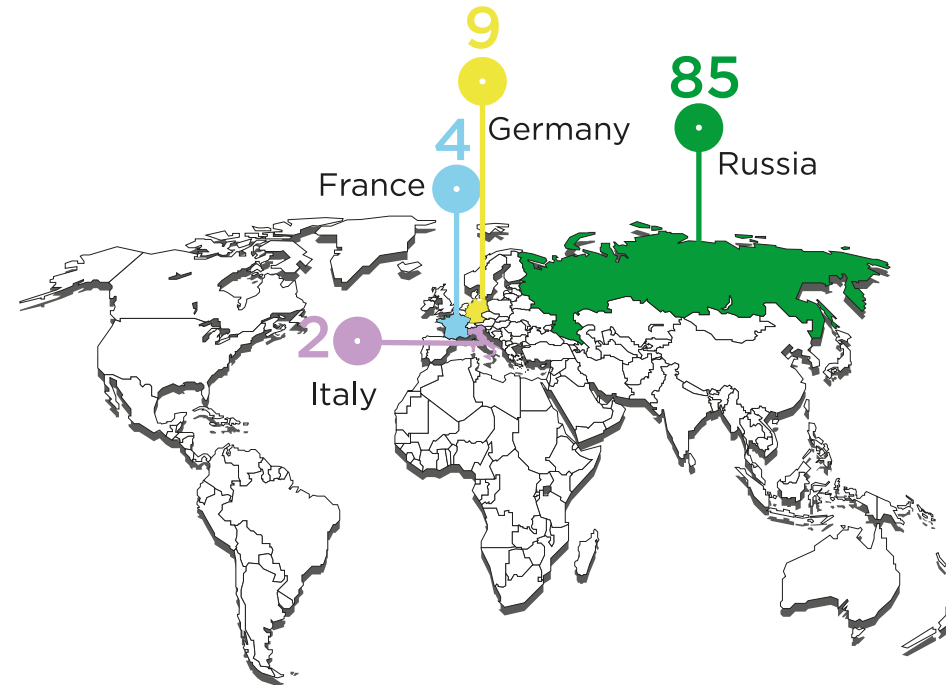
MPI		MHI
11	Less than ₹20,000	0
35	₹20,001 to 50,000	29
18	₹50,001 to 75,000	21
19	₹75,001 to 1,50,000	26
7	₹1,50,001 to 2,50,000	11
7	₹2,50,000 & above	10
3	Don't want to disclose	3

A10. Please choose which of the following best describes your net monthly household income.
A11. Please choose which of the following best describes your net monthly personal income.

All fig in % except base
Base: 2,000

Awareness of FIFA World Cup 2018

- In the ongoing global football event of FIFA World Cup 2018, 77% of the respondents administered, claim to be aware of the football world cup.
- But, not everybody is aware that which country is hosting the 2018 FIFA World Cup.



How Do People Keep Themselves Updated About FIFA WC?

- Amongst all the respondents who are well aware of where and when the FIFA World Cup is being conducted, 86% of the respondents know that in all 32 teams would be playing in the world cup.
- Almost half of the respondents claim that either they watch all the football matches or only their favorite team's matches. On the contrary, the rest half of the respondents keep themselves updated of the FIFA WC through various online/offline sources like social media websites, watching news, reading newspaper etc.



45

I watch only my favourite team's matches

41

I watch all the matches

37

I keep myself updated by watching news or by reading newspaper

29

I check the progress of the teams on the web

24

I watch only the highlights of the matches

Most Favourite Teams (Top 3)

- Five times FIFA World Cup champion 'BRAZIL' stands to be the most favorite team amongst the football viewers which is followed by 'ARGENTINA' & 'RUSSIA'.
- BRAZIL is the only national team to have won the World Cup on four different continents: once in Europe, once in South America, twice in North America and once in Asia.
- Also, the top 10 valuable football players in the world, represent these top 3 favorite football teams.

34



16



11



The World Dream XI Likeability



> Goalkeeper

- Alisson (Brazil)

> Defenders (TOP 3)

- Thiago Silva (Brazil)
- Sergio Ramos (Spain)
- Pepe (Portugal)

> Midfielders (TOP 4)

- Philippe Coutinho (Brazil)
- Paul Pogba (France)
- Thomas Mueller (Germany)
- Denis Cheryshev (Russia)

> Forwards (TOP 3)

- Neymar (Brazil)
- Lionel Messi (Argentina)
- Cristiano Ronaldo (Portugal)

B6(a) Among the following Goalkeepers, which goalkeeper would you like to include in your Dream XI team?

B6(b) Among the following Forwards, which forwards would you like to include in your Dream XI team?

B6(c) Among the following Midfielders, which midfielders would you like to include in your Dream XI team?

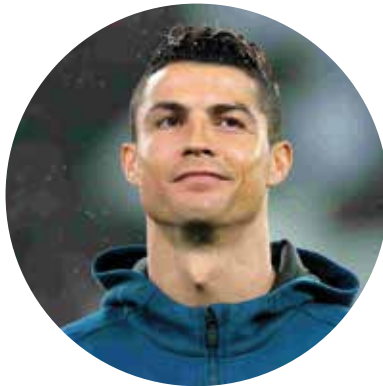
B6(d) Among the following Defenders, which defenders would you like to include in your Dream XI team?

All fig in % except base
Base: 2,000

The Most Preferred Captain of World Dream XI

- It is but obvious that, people would prefer their most favorite player to be the captain of their Dream XI.
- Moreover, Cristiano Ronaldo, Lionel Messi & Neymar currently hold the topmost positions in the FIFA rankings.

20



Cristiano Ronaldo
(Portugal)

17



Lionel Messi
(Argentina)

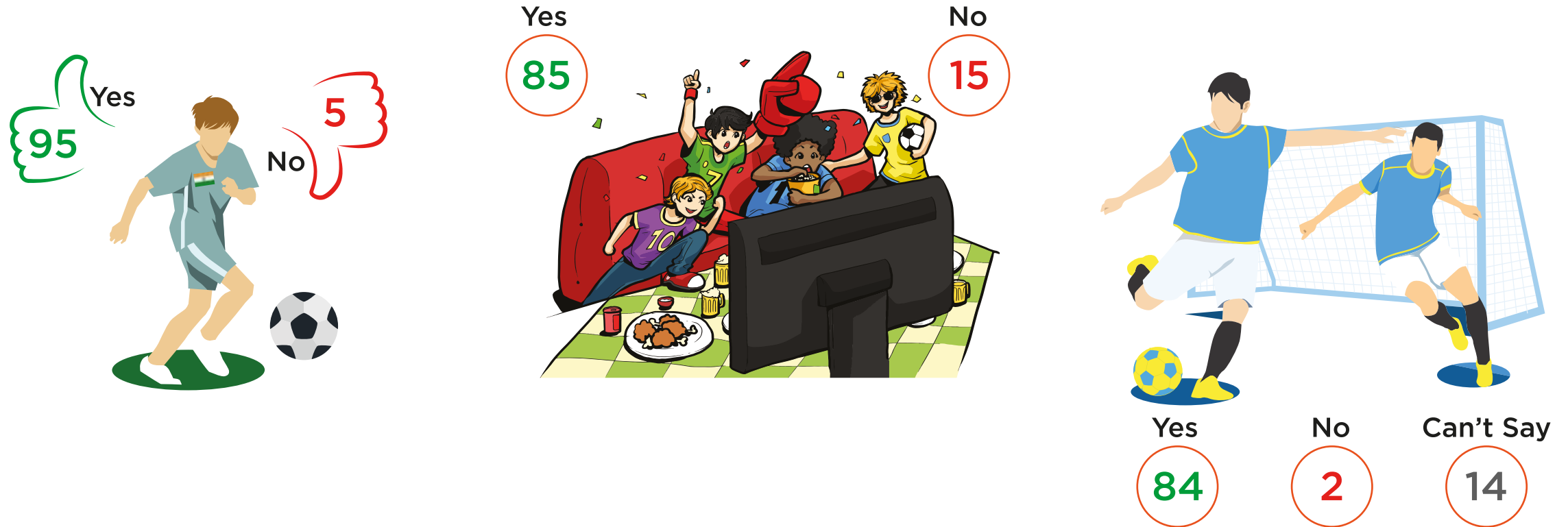
13



Neymar
(Brazil)

Some Interesting Facts About the Indian Football Team

- After INDIA's recent victory in the Intercontinental Cup 2018 held at the Mumbai Football Arena, there is a considerable increase in the awareness level of the Indian Football Team.
- As the Indian Football Team is getting popular these days, there is a rise in the number of viewers who follow/watch football in India.
- 84% of the respondents claim that they will support or plan to watch their country play in the upcoming football matches.



B7. Are you aware that India too has a football team?

B8. Have you ever seen any of the Indian Football matches? Either on TV or live in stadium?

B9. Could you please tell us, do you plan to see the next Indian Football team's match? Either on TV or live in stadium?

All fig in % except base
Base: 2,000 (B7) & 1,920 (B8, B9)

Some Interesting Facts About the Indian Football Team

- Due to India's winning streak in the recent international matches, there are many football fans who have started following the Indian Football Team on social media websites like Facebook, Twitter, etc.
- The Indian Football Team was notable for two major reasons in the recent Intercontinental Cup. Firstly, Indian skipper Sunil Chhetri marked his 100th national team appearance with a wonderful brace and secondly, the captain's heartfelt appeal to fans asking them to come and support the Indian football team in the stadium actually seemed to work.

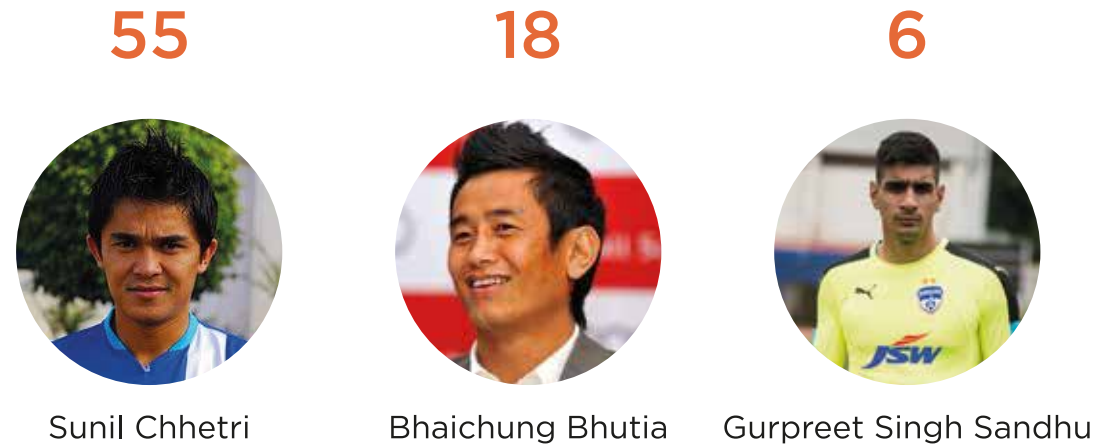
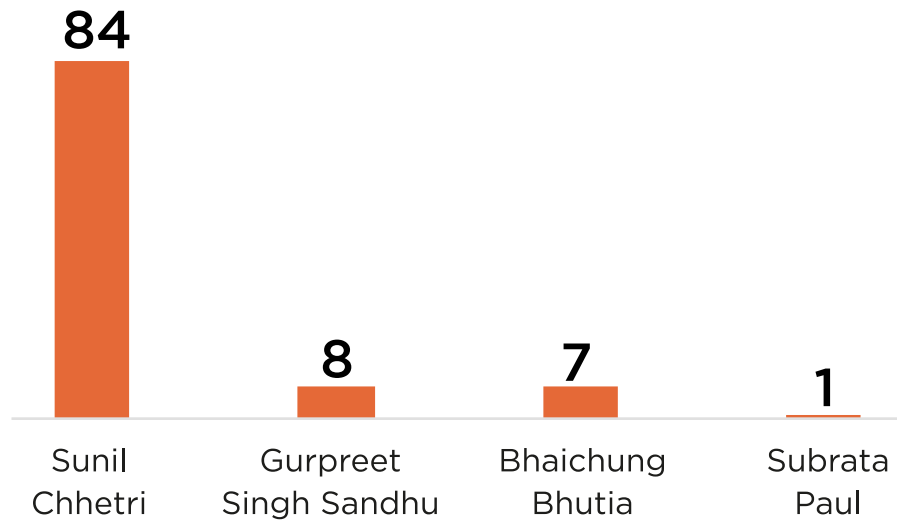


B10. Could you please tell us, do you follow and/or are you updated about the Indian Football team's games?

B11. Could you please tell us, do you follow the Indian Football team on social media websites like Facebook, Twitter, etc?

All fig in % except base
Base: 1,920

The Indian Favourites



Summary

- » A majority of the people who are aware of the ongoing **FIFA World Cup held in Russia**, prefer watching their favorite team's matches live, whereas others keep themselves updated either by watching news, reading newspaper or through social media websites.
- » **Brazil (34%), Argentina (16%) & Russia (11%)** are the Top 3 favorite teams in this FIFA World Cup 2018.
- » **4 out of 11** players selected in the World Dream XI Team consists the Brazilian players, which clearly indicates that the Brazil Team has the maximum number of fan followers.
- » The world famous **Cristiano Ronaldo (20%), Lionel Messi (17%) & Neymar (13%)** are the most preferred captains of the World Dream XI Team.
- » The Indian Football Team has also gained a lot of popularity and attraction amongst the football followers, since their winning streak in the recent Intercontinental Cup.
- » Amongst those who are aware of the Indian Football Team, **84%** claim that they will support and watch the Indian Team play in their upcoming football matches.
- » Indian skipper **Sunil Chettri** is currently on the top of every Indian's mind and has also proved to be the most favorite Indian footballer.

Get in Touch



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