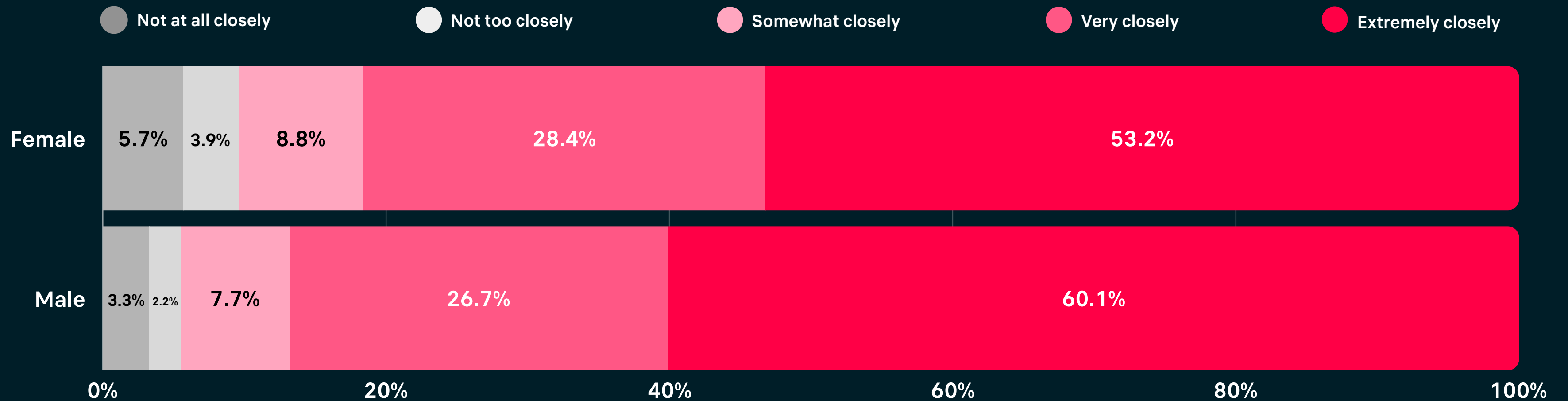


FLASHSCORE WORLD CUP 2026 SURVEY

Deep-Diving into **UK** 
sport fans' Predictions,
Preferences, and the
"It's Coming Home" Factor

WORLD CUP

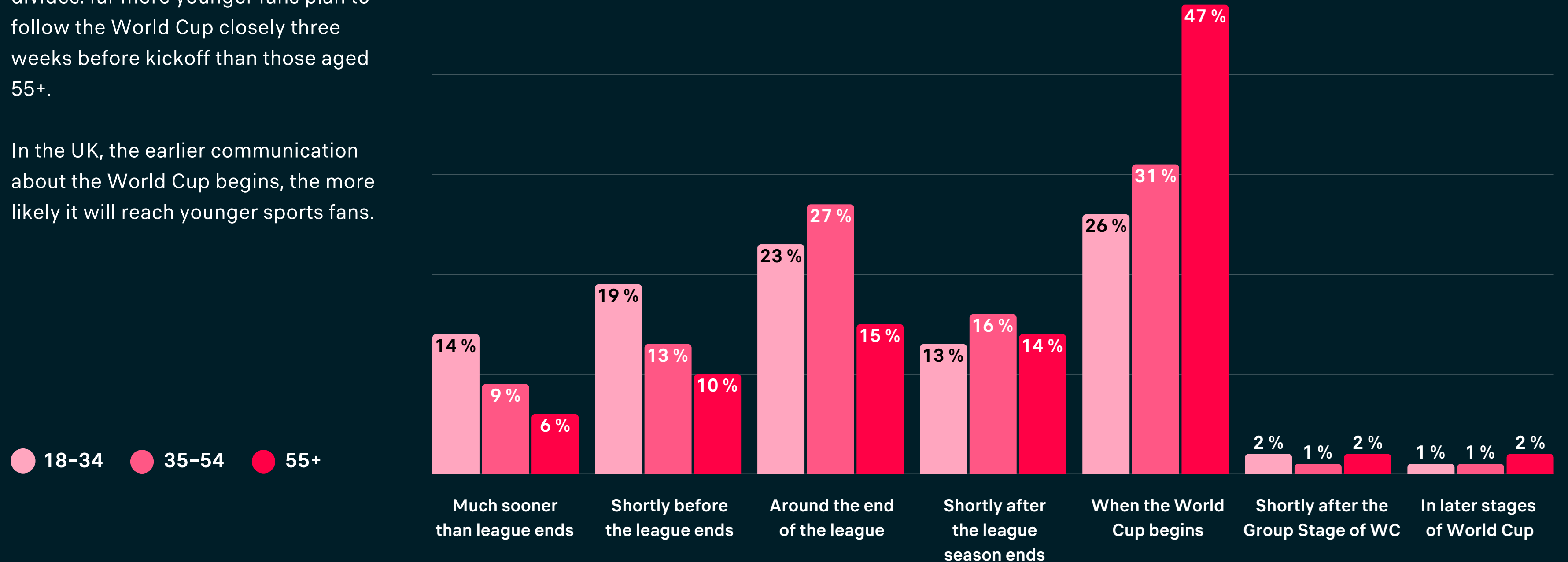
The 2026 World Cup is already sparking strong interest and the British public is locked in. Early data shows that the nation is ready to tune in.



ATTENTION START

The UK shows sharp intergenerational divides: far more younger fans plan to follow the World Cup closely three weeks before kickoff than those aged 55+.

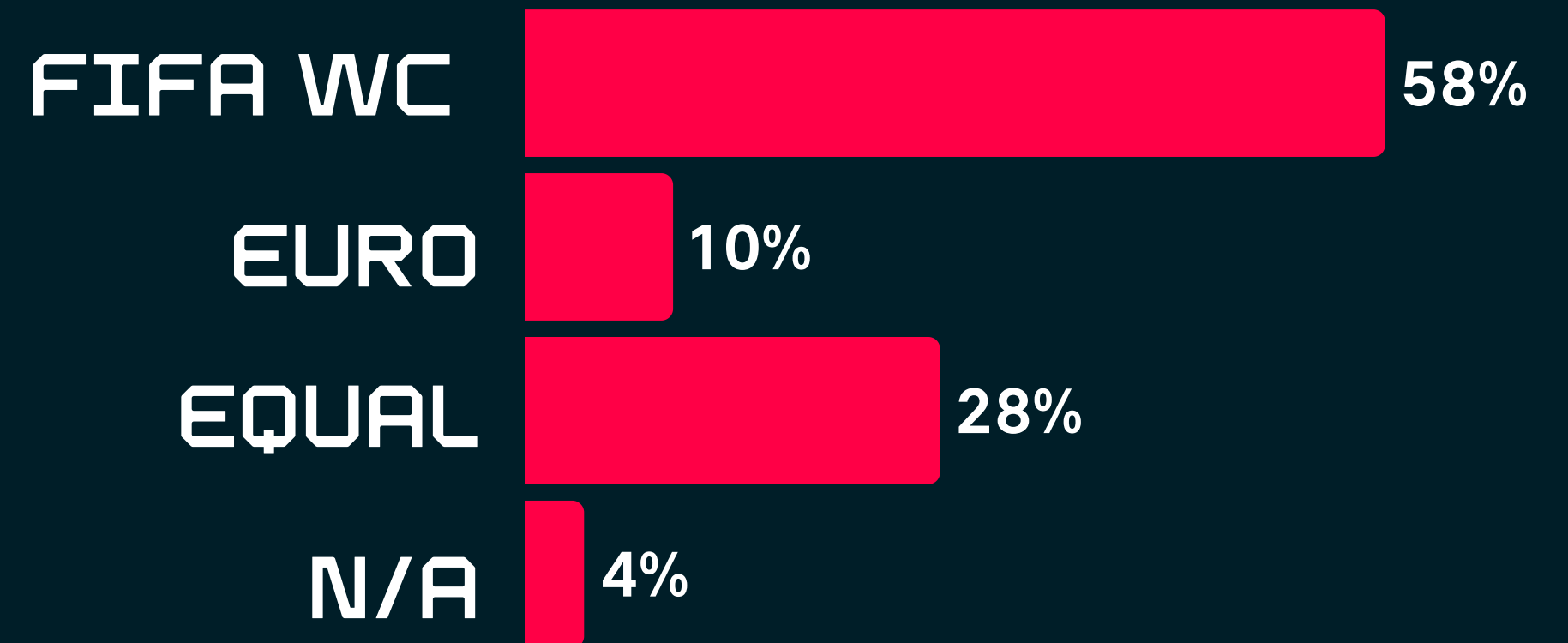
In the UK, the earlier communication about the World Cup begins, the more likely it will reach younger sports fans.



WORLD CUP VS. EURO

We asked UK fans to weigh in on which tournament offers the higher quality of football, and here are the results:

- A slim majority still believe the global stage offers the highest level of play
- One-third of fans are sitting on the fence, rating both tournaments as equal in quality.
- 10% of respondents reckon the EURO actually outclasses the World Cup.



WORLD CUP / VOICE OF UK FANS

We surveyed UK sports fans on the tournament's two bold innovations: for the first time, the World Cup spans three host nations and expands to 48 teams.

Though the rationale for these shifts seems clear, our focus was on why fans view them as misguided...

3

Host nations

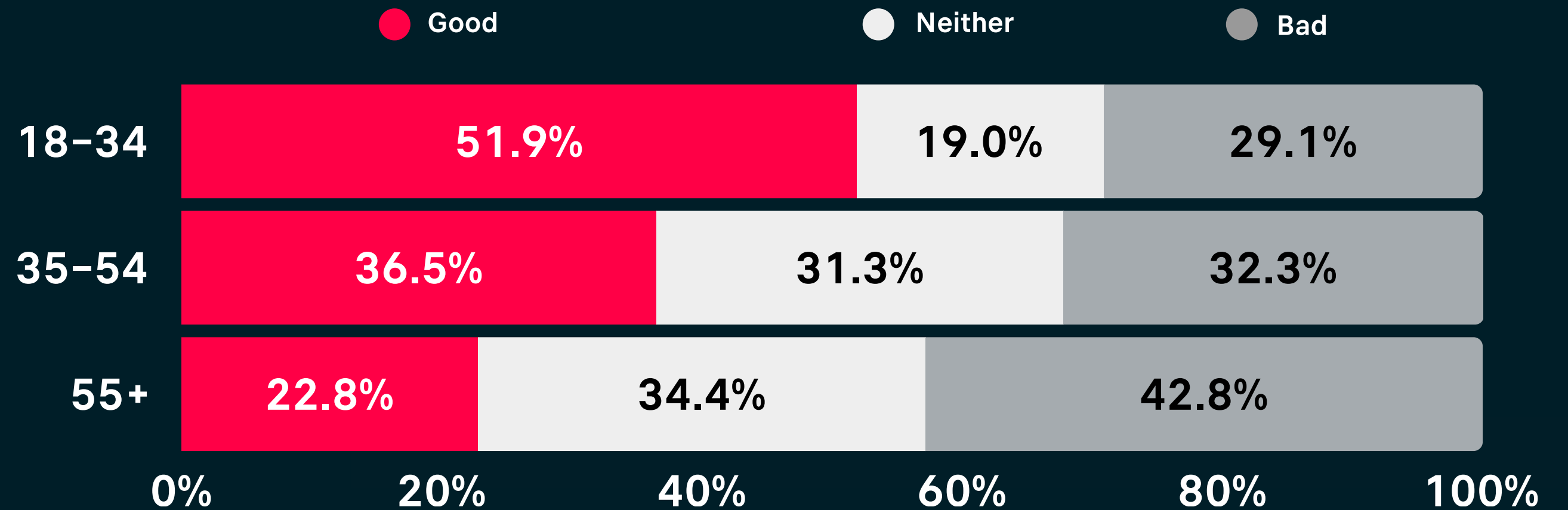
48

Teams

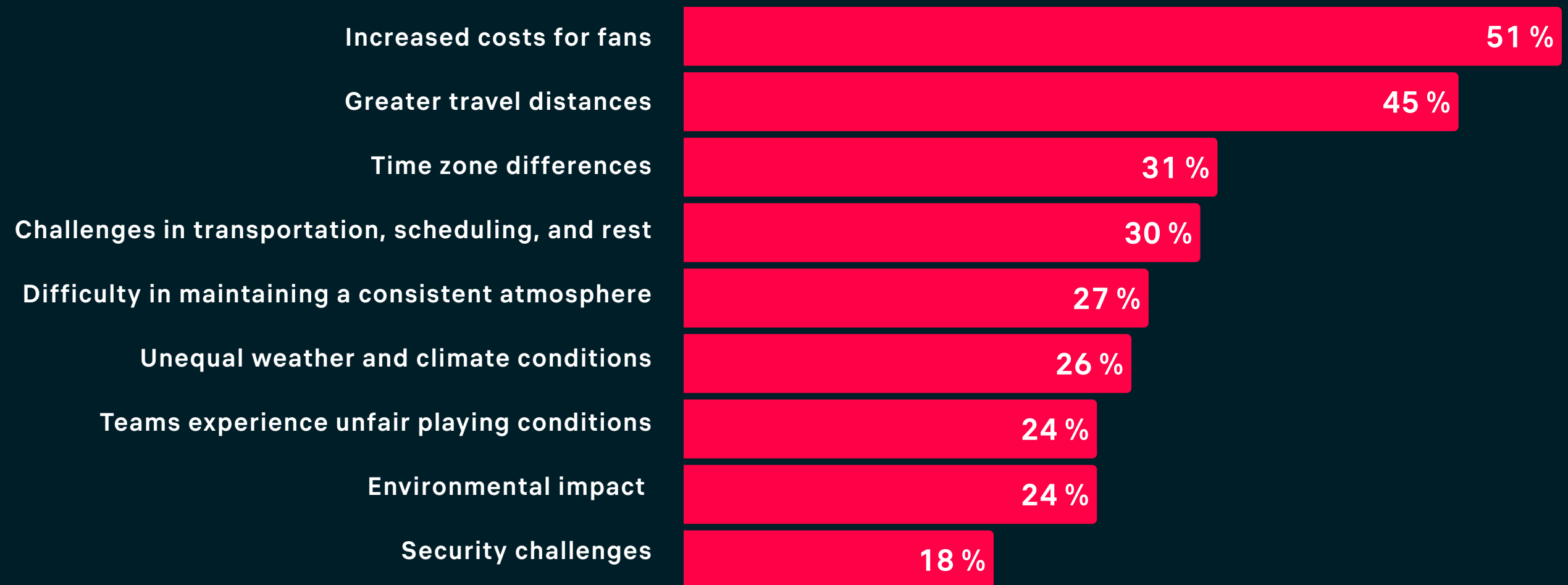


MULTIPLE HOST COUNTRIES

In the UK, generational attitudes diverge sharply – the oldest sports fans view multiple hosts considerably more negatively than the youngest age group.



MULTIPLE HOST COUNTRIES REASONS



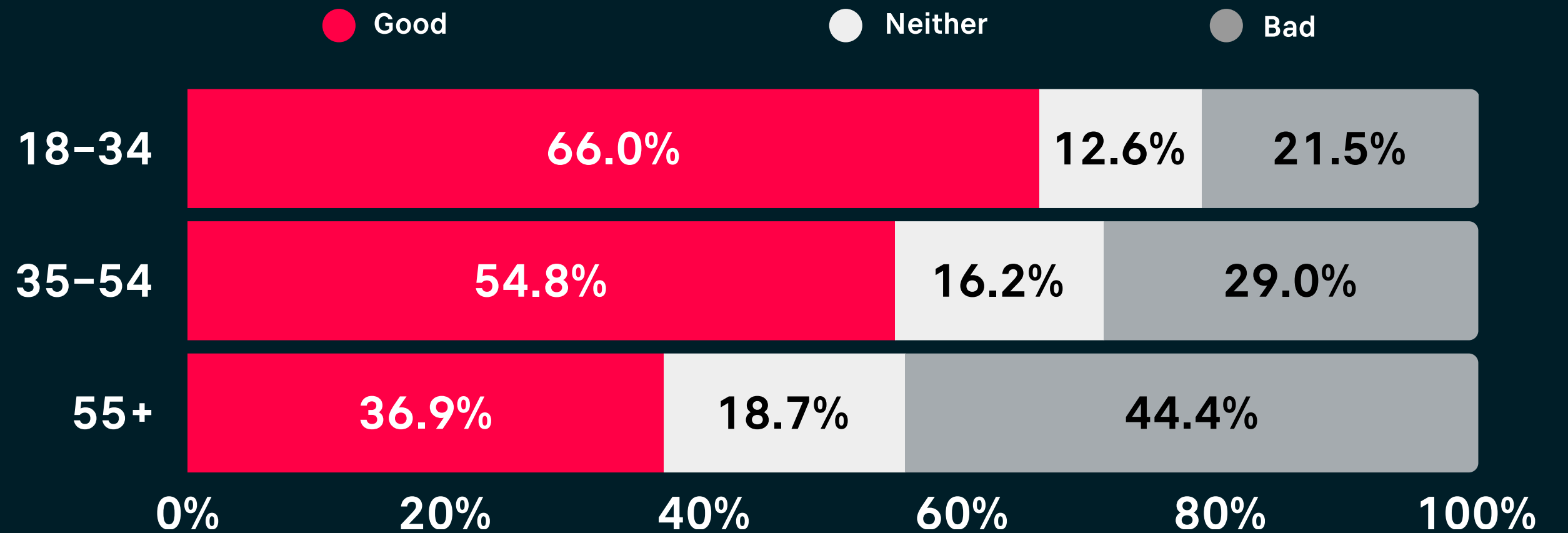
Q: The 2026 FIFA World Cup is the first to be hosted by three countries: Canada, Mexico, and the United States. Overall, do you think having multiple host countries is a bad decision, a good decision, or neither?

Q: What are the main reasons for you to think that having multiple host countries is a bad decision? Please select up to three options:

48 TEAMS FORMAT

Expanding the tournament from 32 to 48 teams garners more positive views overall than hosting across multiple countries.

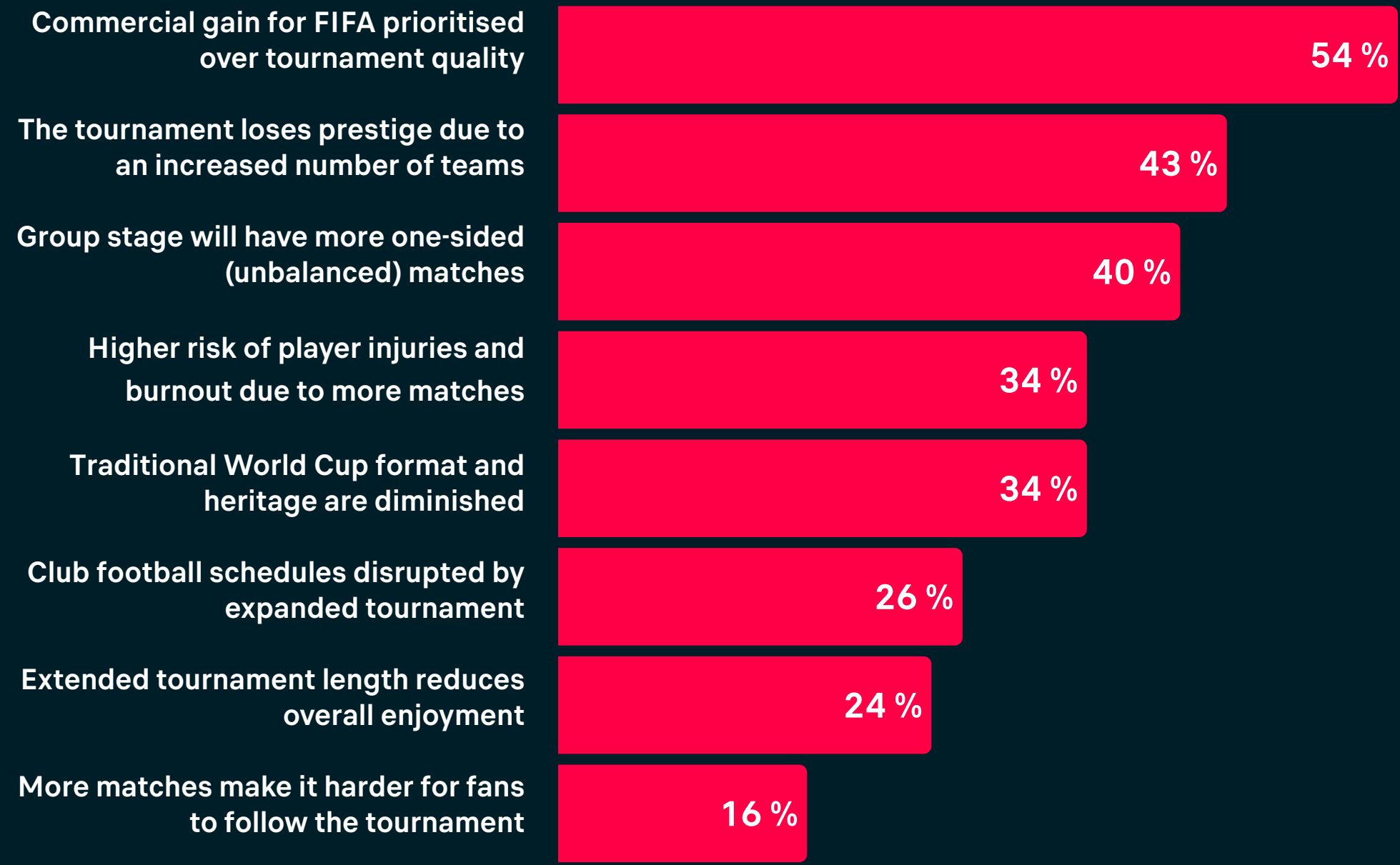
Yet in the UK, a familiar generational split emerges, with older fans showing greater skepticism toward the team expansion than younger fans.



Q: The 2026 FIFA World Cup will be the first to include 48 teams, up from 32 in previous editions. Overall, do you think expanding the tournament to 48 teams is a bad decision, a good decision, or neither?

48 TEAMS FORMAT / REASONS

The most common reason why fans think that expanding to 48 teams was a bad decision is attributed to the preference for commercial gain over the quality of the tournament.



Q: The 2026 FIFA World Cup will be the first to include 48 teams, up from 32 in previous editions. Overall, do you think expanding the tournament to 48 teams is a bad decision, a good decision, or neither?

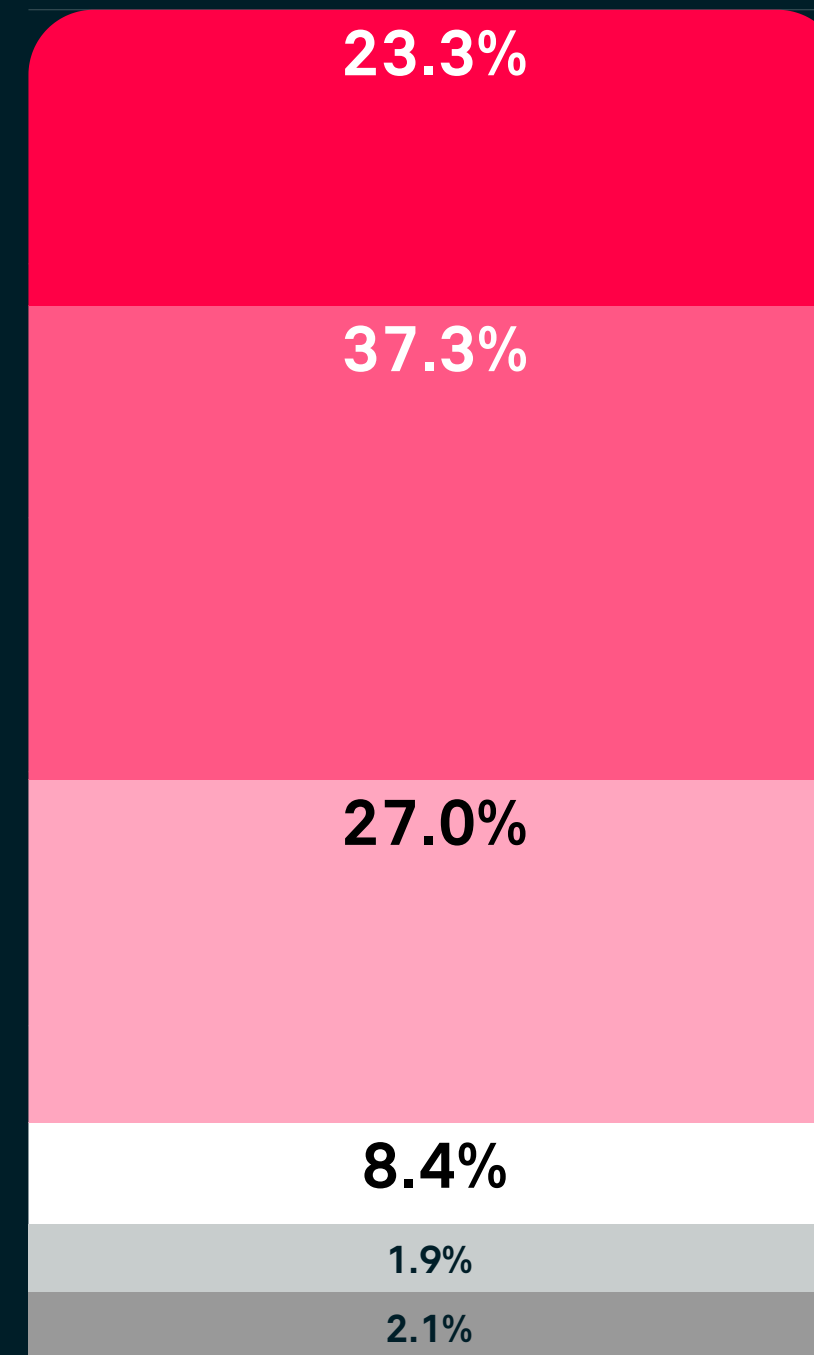
Q: What are the main reasons for you to think that the 48-team format is a bad decision? Please select up to three options:

QUALITY OF NATIONAL TEAM

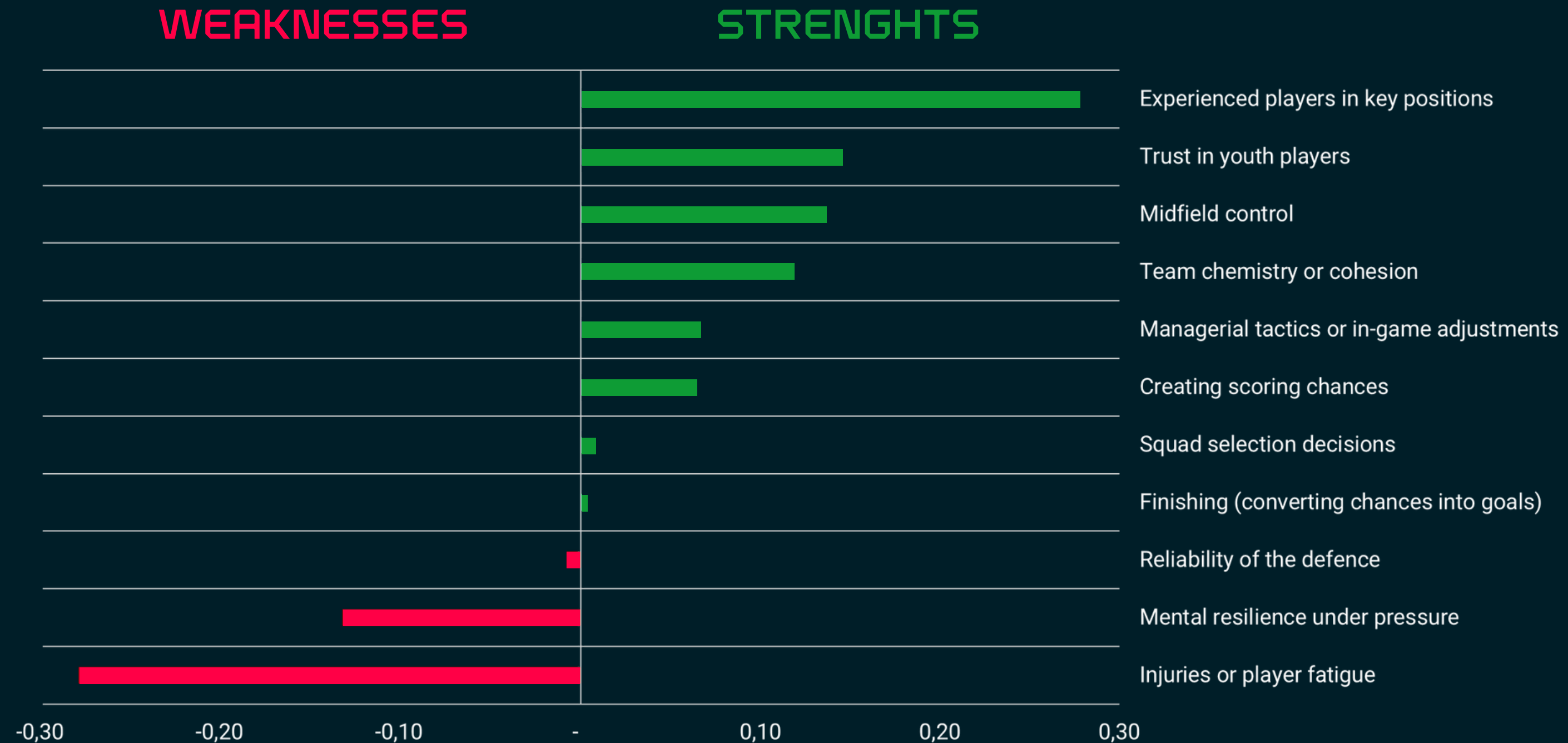


More than half UK sport fans rate their Three Lions as better than before.

- Much higher quality
- Slightly higher quality
- About the same quality
- Slightly lower quality
- Much lower quality
- Unsure



QUALITY OF NATIONAL TEAM



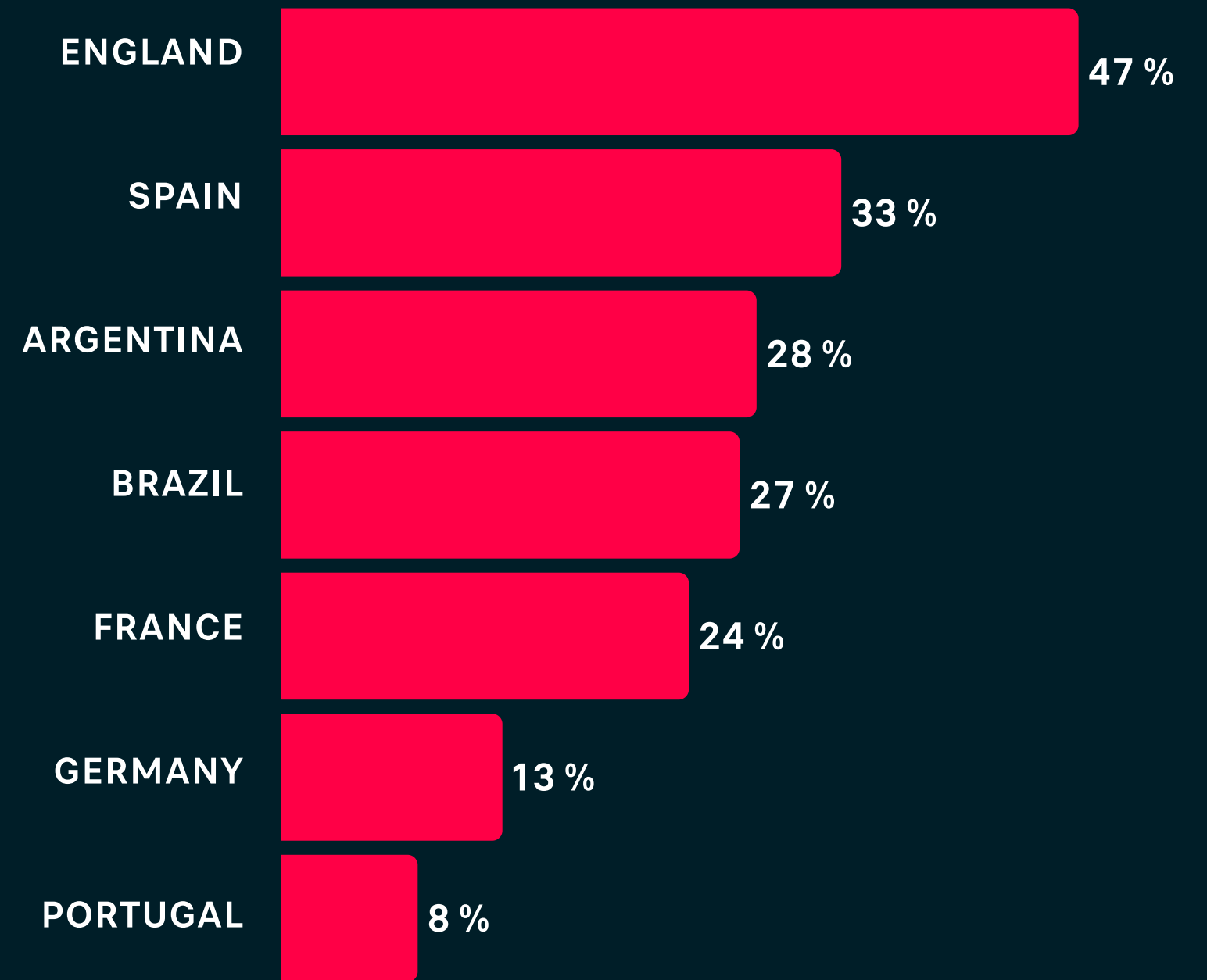
WORLD CUP / FINALS PREDICTION

2026: The Year of the Three Lions? Confidence is surging in the UK, with nearly half of all fans backing England to reach the 2026 World Cup Final. While the public expects a deep run, they've already picked their favorite opponent: a heavyweight showdown against Spain is the #1 predicted final matchup.

Top 5 Predictions

1		EN	-	ES	
2		EN	-	BR	
3		AR	-	ES	
4		EN	-	AR	
5		EN	-	FR	

Will be in Final



WORLD CUP/LOOKING FORWARD TO...



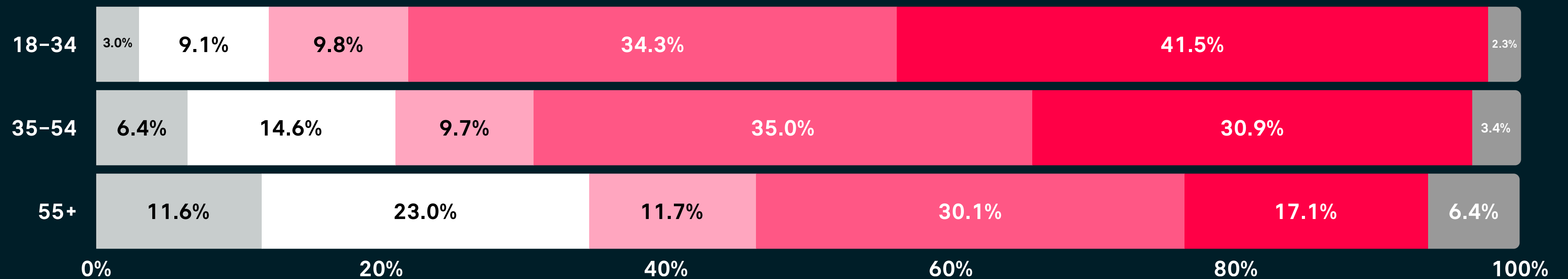
Forget the technicalities – UK fans are here for the theater of sport. Whether it's the tension of a penalty shootout (32%) or the shock of a giant-killing (32%), the British public is staying faithful to its Shakespearean roots. Expect high stakes and even higher emotions



Q: Which of the following are you most looking forward to in connection with the 2026 FIFA World Cup? Please select up to three options:

MATCHES AFTER MIDNIGHT

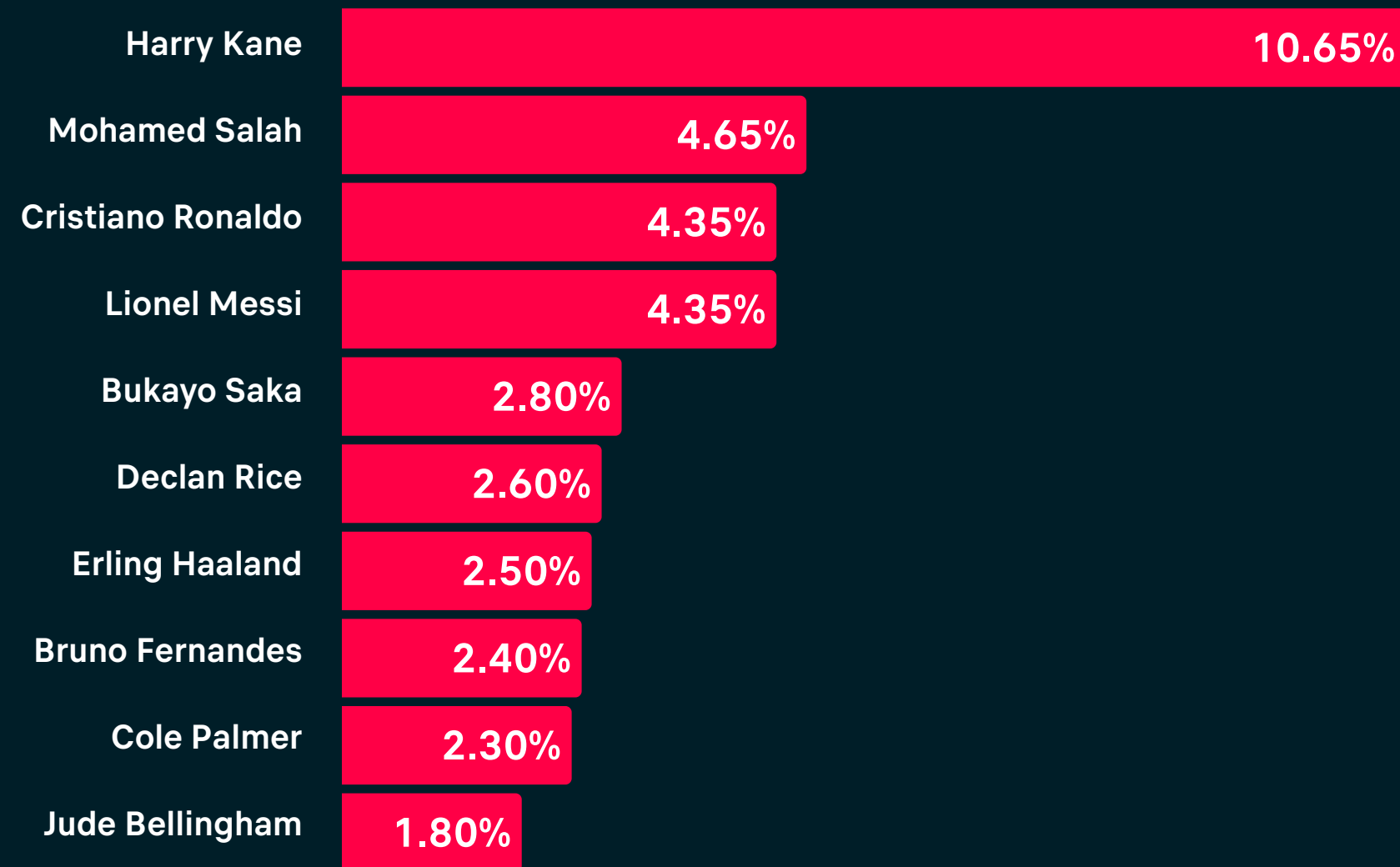
Love for football lasts past midnight – most fans will probably or definitely watch the matches live.



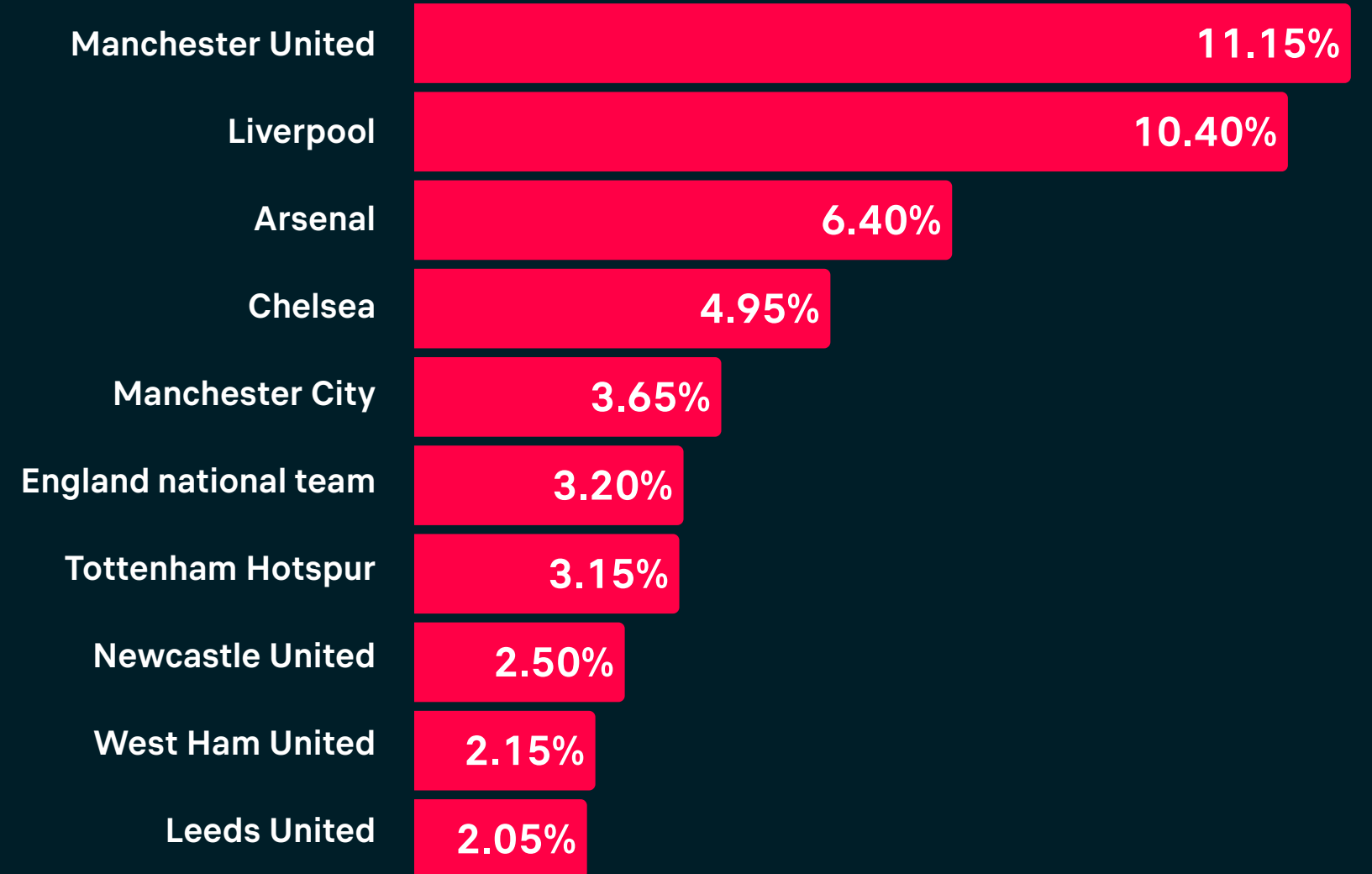
- I would definitely watch it live
- I would probably watch it live
- I would watch a full replay later
- I would only watch the highlights later
- I would not watch the match at all
- Unsure/ Can't say

TOP 10 PLAYERS & TEAMS

FAVOURITE PLAYERS



FAVOURITE TEAMS



ABOUT THIS SURVEY

Survey:

The survey explored expectations and attitudes towards the 2026 FIFA World Cup among UK sports fans.

Sample:

Sports fans that have looked for sports results online in the past 30 days (M/F).

N = 2000 UK

Adjusted for:

Age

NUTS 1 region

Data collection:

Data collection took place during October 2025.

Respondents were recruited by TGM research.

Survey used more than ten response quality checks (during and post-hoc) to ensure high quality sample.

The survey is independent and is not affiliated with, sponsored by, or endorsed by FIFA.



