



**EUROSCOPE**

The pulse of the European public Opinion

# Europeans and the FIFA World Cup

June 2026



# RESEARCH METHODOLOGY



# Research Methodology



This survey has been conducted online through CAWI method (Computer Assisted Web Interview) on a sample representative of the European Union 18+ population.



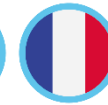
The total sample size is 5.458 complete interviews, distributed proportionally to the population of the 27 EU countries with a slight correction which allows to analyze the data on the pan-European level, with breakdowns for the 5 largest countries (Germany, France, Italy, Spain and Poland) and for 3 different areas: Eastern Europe, Northern Europe, Southern Europe. For each country proportional quotas were set for age and gender. Quotas were calculated regarding the most recent parameters provided by Eurostat.



Interviews were collected between the 19<sup>th</sup> and 27<sup>th</sup> of May 2026.



The report shows breakdowns by European political groups parties' voters and the following geographical areas:



1) Germany

2) France



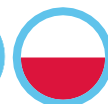
3) CEE – Central and Eastern Countries (Baltic states, Poland, Czech R., Slovakia, Hungary, Romania, Bulgaria, Croatia, Slovenia)



4) Northern Countries (Sweden, Denmark, Finland, Belgium, Netherlands, Lux., Ireland, Austria)



5) Southern Countries (Spain, Italy, Portugal, Greece, Malta, Cyprus)



+ separate data for Italy, Spain and Poland.

For European political groups parties' voters, in each country, people were interviewed on voting choices on a national party basis and the results were recoded into European political groups

The title "The FIFA World Cup" in a large, bold, white sans-serif font, centered on the page. The text is overlaid on a background of concentric blue circles and a central yellow circle.

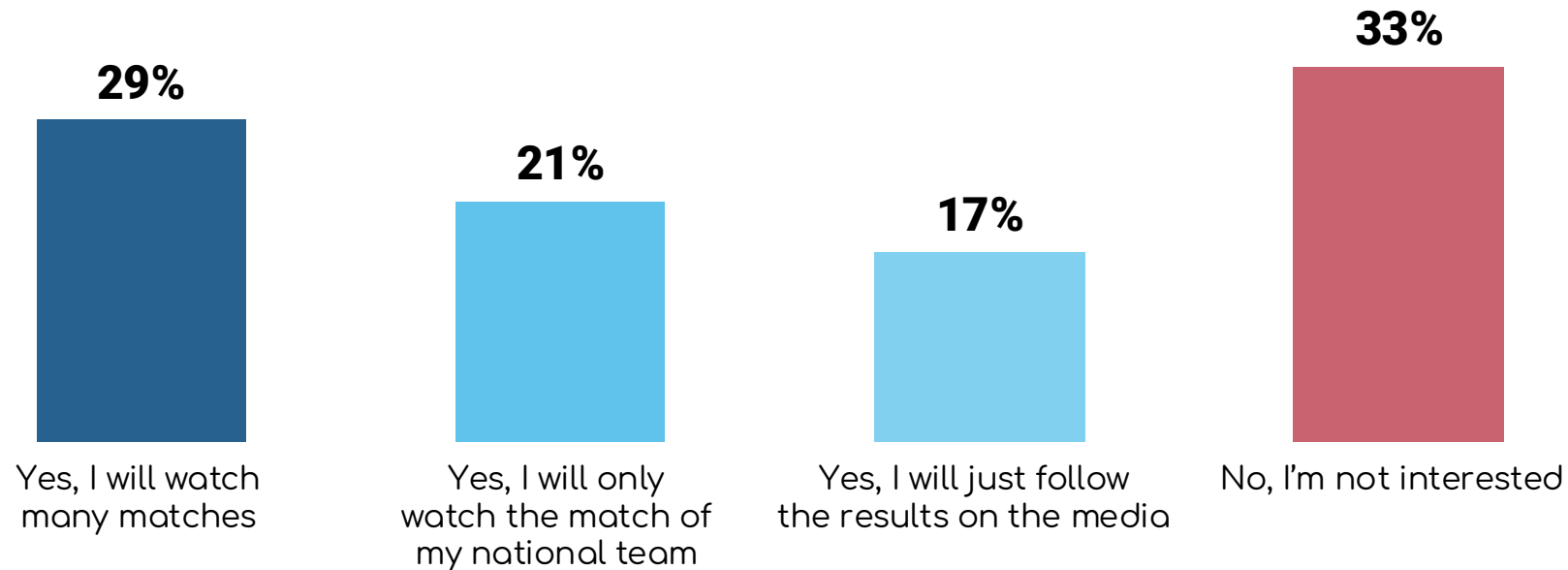


# Interest in following the Football World Cup

All respondents:  
5.458

**67%**

Will follow the World Cup





# Interest in following the Football World Cup

All respondents:  
5.458

Split according to geographical areas

Base:

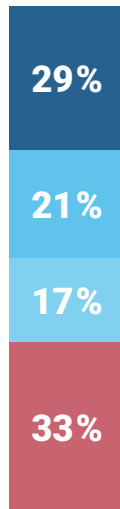
Will follow



TOTAL UE27

5.458

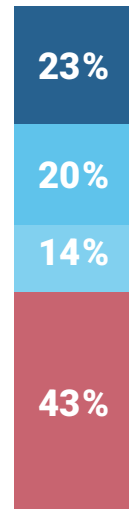
67%



France

734

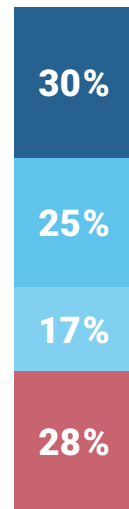
57%



Germany

1038

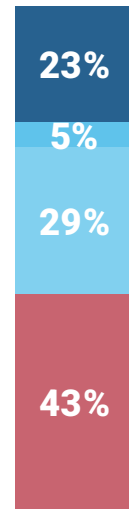
72%



Italy

748

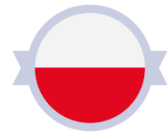
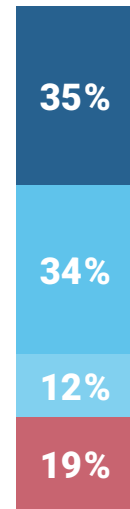
57%



Spain

592

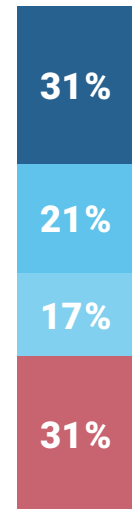
81%



Poland

415

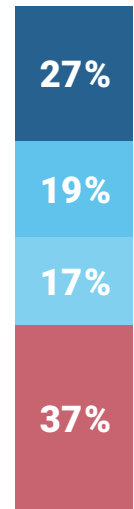
69%



Southern Europe

1619

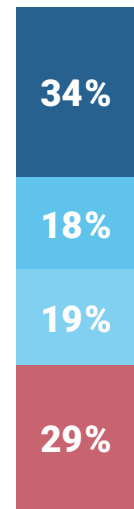
63%



CEE

1262

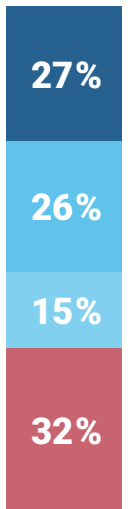
71%



Northern Europe

805

68%















# Interest in following the Football World Cup

All respondents:  
5.458

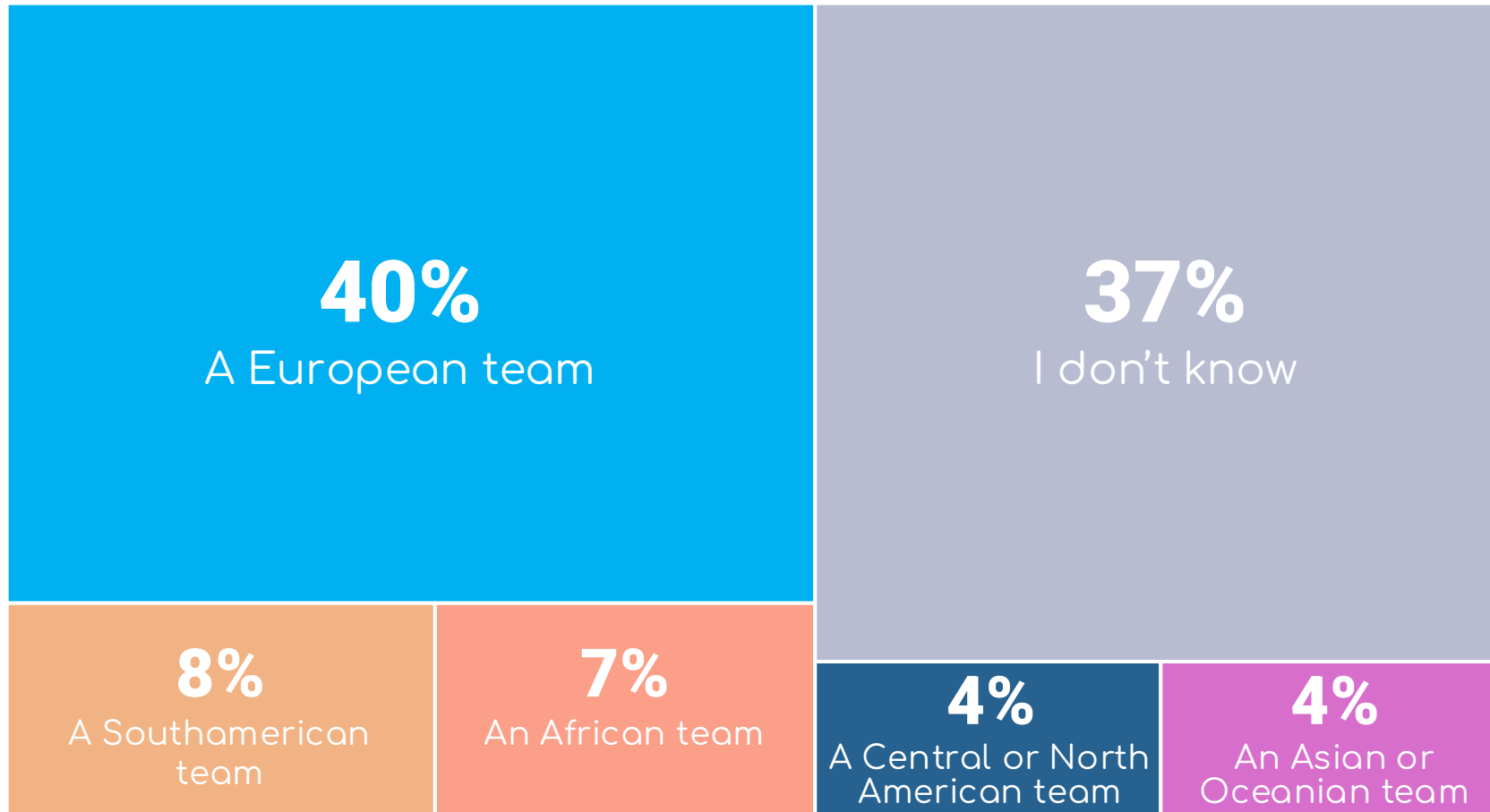
Split according to  
the vote for the  
European groups

	 TOTAL UE27	 GUE/NGL	 S&D	 Greens	 RE	 EPP	 ECR	 Patriots	 ESN	 Unaffiliated
Base	5.458	233	851	202	440	721	300	468	182	667
TOTAL Will follow	<b>67%</b>	<b>71%</b>	<b>71%</b>	<b>74%</b>	<b>68%</b>	<b>75%</b>	<b>67%</b>	<b>66%</b>	<b>68%</b>	<b>65%</b>
Yes, I will watch many matches	<b>29%</b>	29%	30%	26%	28%	35%	34%	31%	29%	23%
Yes, I will only watch the match of my national team	<b>21%</b>	21%	25%	27%	21%	24%	20%	21%	26%	21%
Yes, I will just follow the results on the media	<b>17%</b>	21%	16%	21%	19%	16%	13%	14%	13%	21%
No, I'm not interested	<b>33%</b>	<b>29%</b>	<b>29%</b>	<b>26%</b>	<b>32%</b>	<b>25%</b>	<b>33%</b>	<b>34%</b>	<b>32%</b>	<b>35%</b>



# Preferred World Cup Winner

All respondents:  
5,458



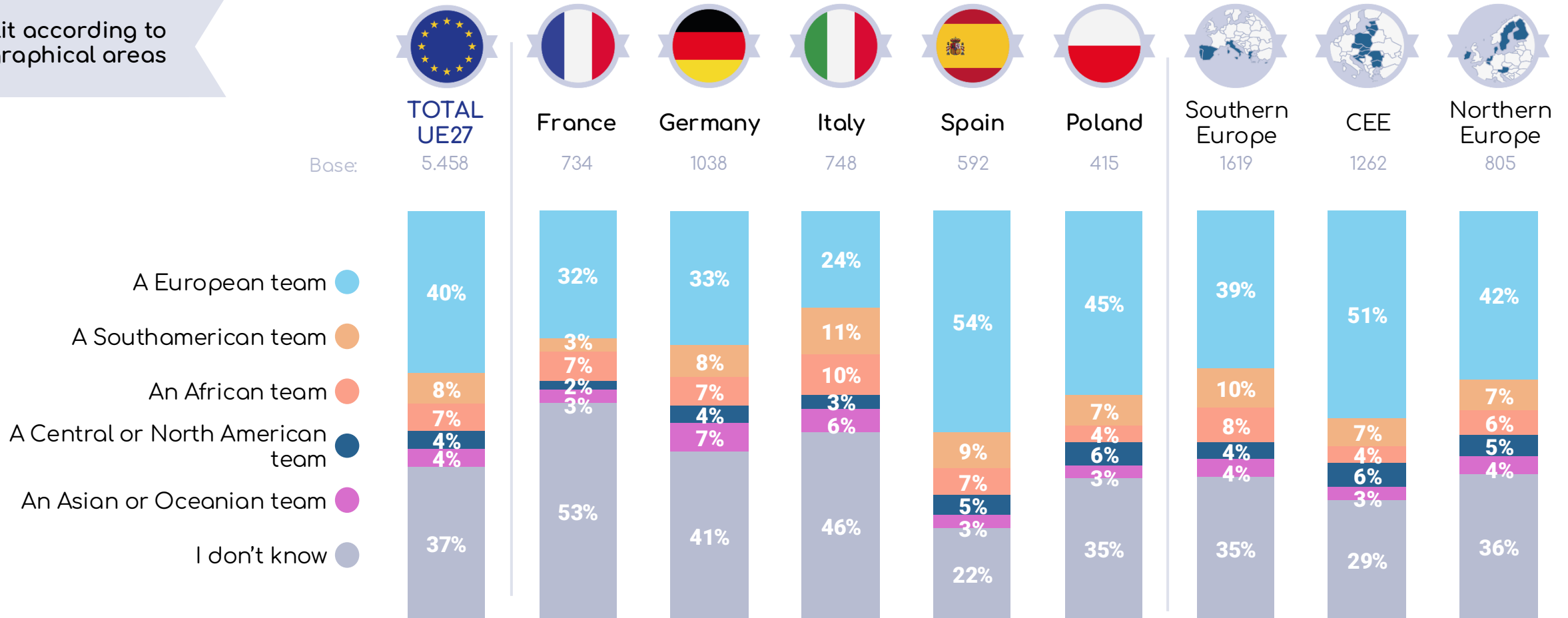
Q. At the next football World Cup, if your country's team doesn't win, would you prefer the winner to be:



# Preferred World Cup Winner

All respondents:  
5.458

Split according to geographical areas










Q. At the next football World Cup, if your country's team doesn't win, would you prefer the winner to be:



# Preferred World Cup Winner

All respondents:  
5.458

Split according to  
the vote for the  
European groups

	 TOTAL UE27	 GUE/NGL	 S&D	 Greens	 RE	 EPP	 ECR	 Patriots	 ESN	 Unaffiliated
Base	5.458	233	851	202	440	721	300	468	182	667
A European team	<b>40%</b>	33%	43%	38%	38%	51%	47%	45%	39%	36%
A Southamerican team	<b>8%</b>	11%	9%	8%	9%	8%	10%	5%	7%	8%
An African team	<b>7%</b>	10%	9%	8%	4%	5%	4%	5%	5%	8%
A Central or North American team	<b>4%</b>	4%	4%	4%	5%	5%	4%	3%	3%	6%
An Asian or Oceanian team	<b>4%</b>	5%	3%	9%	7%	2%	4%	3%	11%	6%
I don't know	<b>37%</b>	37%	32%	33%	37%	29%	31%	39%	35%	36%

Q. At the next football World Cup, if your country's team doesn't win, would you prefer the winner to be:



*Photo by christian-lue on Unplash*



Polling Europe is an innovative research firm born from the esteemed collaboration of SWG and OpinionWay, two premier market and social research entities from Italy and France.

Located in the heart of Brussels, Polling Europe specializes in conducting comprehensive public affairs surveys and opinion polls, delving into the nuanced landscape of EU public opinion. Our expertise spans both ad hoc research endeavors and meticulously crafted multi-client surveys, providing quick and cost-effective insights into European public opinion.

With a commitment to excellence and a dedication to unveiling Europeans dynamic socio-political climate, Polling Europe will be a trusted partner in answering your questions regarding the future of Europe.

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#### **Office**

Square de Meeûs 35  
1000 Brussels  
Belgium

#### **Rado Fonda**

Deputy Managing Director – Head of Research  
[rado@pollingeurope.eu](mailto:rado@pollingeurope.eu)

#### **Bruno Jeanbart**

Deputy Managing Director – Head of Research  
[bruno@pollingeurope.eu](mailto:bruno@pollingeurope.eu)



BRUSSELS  
Square de Meeûs 35  
1000 Brussels

[info@pollingeurope.eu](mailto:info@pollingeurope.eu)

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