

On which of the following do you have an account? Select all that apply.

Answer	Percentage
Facebook	96%
Twitter	83%
Instagram	80%
YouTube	68%
Pinterest	67%
None of the above	1%

Do you plan to watch the 2014 World Cup, starting on June 12th through July 13th, this summer?

Answer	Percentage
Yes, I hope to catch many of the games	51%
I'll watch a few games	24%
No, I'm not planning to watch	15%
If it happens to be on, I'll watch it	10%

Did you watch the 2010 World Cup games in South Africa?

Answer	Percentage
Yes, most of the games	37%
I saw a few games	37%
No, I didn't watch any of the games	21%
I didn't know about the 2010 World Cup games	4%

NB: All of the below percentages are based on those 85% who will watch it (hope to catch many of the games, watch a few, watch if it's on)

Out of 64 games in the World Cup, how many do you plan to watch?

Average	Percentage
	28.63

Why are you planning to watch the World Cup? Select all that apply.

Answer	Percentage
To support Team USA	65%
I'm a soccer fan	62%
It's a major worldwide popular culture event	56%
My friends are watching	42%
Other	6%

How did you hear about the 2014 World Cup games? Select all that apply.

Answer	Percentage
I heard about it via the media	59%
I follow soccer	59%
My friends are talking about it	47%
Other	4%

Are you more likely to watch the World Cup because Team USA is competing?

Answer	Percentage
Yes - I look forward to supporting Team USA	61%
No - I'd watch anyway because it's a world wide competitive event	30%
No - I'm supporting an international team	9%

Are you more likely to watch the World Cup because it's hosted in Brazil this year?

Answer	Percentage
Yes - Sharing time zones with the event makes it easier to watch	22%
Yes - I'm excited to get a glimpse of the Brazilian culture while watching the event	22%
Yes - I have family in Brazil	1%
No - I didn't realize the games were in Brazil	6%
No - I'd watch anyway	49%

Which team do you think will win?

Answer	Percentage
USA	33%
Brazil	19%
Spain	12%
Germany	9%
Mexico	6%
Argentina	6%
Italy	4%
England	4%
Portugal	3%
Colombia	1%
Netherlands	1%
Uruguay	1%
France	0%

Japan	0%
Ecuador	0%
Belgium	0%
Ghana	0%
Iran	0%
Korea Republic	0%
Nigeria	0%
Australia	0%
Chile	0%
Costa Rica	0%
Croatia	0%
Greece	0%
Honduras	0%
Russia	0%
Switzerland	0%
Algeria	0%
Bosnia and Herzegovina	0%
Cameroon	0%
Cote D'Ivoire (Ivory Coast)	0%

Which team are you rooting for?

Answer	Percentage
USA	71%
Mexico	7%
Brazil	4%
Spain	4%
England	2%
Germany	2%
Italy	2%
Argentina	1%
Portugal	1%
Japan	1%
Netherlands	1%
Belgium	1%
Australia	0%
Colombia	0%
Ecuador	0%
Switzerland	0%
Korea Republic	0%
Cote D'Ivoire (Ivory Coast)	0%
Greece	0%
Honduras	0%

Russia	0%
Uruguay	0%
Algeria	0%
Bosnia and Herzegovina	0%
Chile	0%
Costa Rica	0%
Croatia	0%
France	0%
Ghana	0%
Nigeria	0%
Cameroon	0%
Iran	0%

32 teams from around the world compete in the World Cup.
How far do you think the US Team will go in the competition?

Answer	Percentage
Quarterfinal	35%
Semifinal	20%
Win the trophy	18%
Final	14%
Will not make it beyond the group stage	13%

If Team USA doesn't make it to the next stage, will you continue to watch the World Cup?

Answer	Percentage of those rooting for Team USA
Yes	75%
Maybe	22%
No	3%

If Team USA doesn't make it to the next stage, who will you be rooting for?

Answer	Percentage of those rooting for Team USA
Brazil	25%
England	17%
Mexico	10%
Italy	9%
Germany	9%
Spain	7%
Argentina	5%
Australia	3%

Portugal	3%
France	2%
Japan	2%
Netherlands	2%
Colombia	1%
Ghana	1%
Korea Republic	1%
Switzerland	1%
Ecuador	1%
Greece	1%
Russia	1%
Chile	0%
Honduras	0%
Nigeria	0%
Belgium	0%
Bosnia and Herzegovina	0%
Cote D'Ivoire (Ivory Coast)	0%
Algeria	0%
Costa Rica	0%
Iran	0%
Cameroon	0%
Croatia	0%
Uruguay	0%

Where and how do you plan to watch the World Cup? Select all that apply.

Answer	Percentage
On cable at my house	82%
At a bar or restaurant	49%
Streaming on my computer	41%
On cable at a friend's house	34%
Other	3%

How do you keep up with all World Cup updates? Select all that apply.

Answer	Percentage
Online social networks	75%
Television	75%
News media websites	62%
Friends	53%
The official FIFA website	41%
Print media	17%

Other 3%

Do you follow any World Cup related Twitter handle(s)?

Answer	Percentage
Yes	31%
No	69%

Who do you follow?

Answer
FIFAWorldCup
FIFACOM

If you use social networks for sports news updates, which ones do you most often use? Select all that apply.

Answer	Percentage
Facebook	73%
Twitter	59%
Reddit	9%
SportLobster	2%
I do not use social networks for sports news updates	9%
Other	3%

If you plan to use Twitter, do you plan to tweet as you watch?

Answer	Percentage of those with a Twitter account
Yes	40%
Maybe	42%
No	17%

If you're planning to tweet, will you use a specific hashtag?

Answer	Percentage of those with a Twitter account
Yes	43%
Maybe	50%
No	7%

When you're watching sports events, with whom do you like to interact with most on Twitter? Select all that apply.

Answer	Percentage of those with a Twitter account
Friends	81%
Athletes	42%

News media outlets	38%
Sports experts	33%
Celebrities	26%
Brands	25%
I don't tweet interactively	14%

Why do you tweet during live sporting events? Select all that apply.

Answer	Percentage of those with a Twitter account
I enjoy supporting my team online	57%
I enjoy interacting with other fans of my team online	51%
I enjoy interacting with a larger community of sports fans	51%
I enjoy interacting with others online during major popular culture events	49%
It helps me feel more connected to the game	41%
I feel more patriotic by connecting with my fellow countrymen	21%
I do not like to tweet during live sporting events	18%
Other	1%

If a tweet is _____, how likely are you to retweet, favorite, or respond to it?

Answer	Percentage of respondents who are very/somewhat likely
Funny	86%
Positive	77%
Factual	71%
Popular or trending	59%
Shocking	55%
Opinionated	41%
Negative	15%

How likely are you to retweet, favorite, or respond to _____ on Twitter?

Answer	Percentage of respondents who are very/somewhat likely
Someone I know	86%
An expert	66%
Another sports fan	66%
A news media organization	60%

A celebrity	58%
A brand	57%

Do you have a favorite player?

Answer	Percentage
Yes (please specify below)	29%
No	71%
Lionel Messi	
Cristiano Ronaldo	
Landon Donovan	
Clint Dempsey	

Did you, or do you plan to, download any specific apps to follow the games?

Answer	Percentage
Yes	31%
No	69%

What app(s) did you download to follow the games? Select all that apply.

Answer	Percentage
FIFA's official app	74%
ESPN FC	55%
Yahoo Sport	30%
World Cup 2014 by ITNEXT	26%
LiveScore	21%
BBC Sport	18%
Football on TV	12%
Eurosport	7%
Football Coupon	6%
OneFootball Brasil	6%
SofaScore	6%
Panini Collectors	5%
Squawka	4%
Caxi & Roll - The New 2014 Vuvuzela	3%
Other	7%

Select your gender:

Answer	Percentage
Female (F)	57%
Male (M)	43%

Select your age group:

Answer	Percentage
Decline to respond	2%
18-24	29%
25-29	29%
30-34	20%
35-39	11%
40-44	5%
45+	3%

Would you be interested in attending Influenster World Cup related Twitter Parties?

Answer	Percentage
Yes	71%
No	29%