

spark
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Mood of the Nation

FIFA World Cup 2026

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Mood of the Nation is a **monthly tracker** that captures how people across the **UK and USA** are **feeling about the month ahead**, using the Spark Emotional Wheel to quantify emotions and **support your seasonal planning**. After establishing the national mood baseline, we dive deep into the **moments most likely to shape engagement and spend**.

Each section links the **mood context to practical implications** (the “How can you help?” lens) so brands can show up in ways that feel relevant and useful.

Methodology



Online Survey

An online survey built and delivered on our proprietary research platform Spark Moments powered by the ORCA247 engine.

Respondent Criteria

- **N: 732 adults across the UK and USA**
- **Nationally representative**
- **Every month, we speak to 732 people across the UK and the USA to understand how they are truly feeling about the month ahead. Using our unique Spark Emotional Wheel, we can quantify the nation's emotions.**
- **We gain a broad read of how the nation is feeling, with a particular focus on three or four of the most important topics to your customers.**



FIFA World Cup 2026





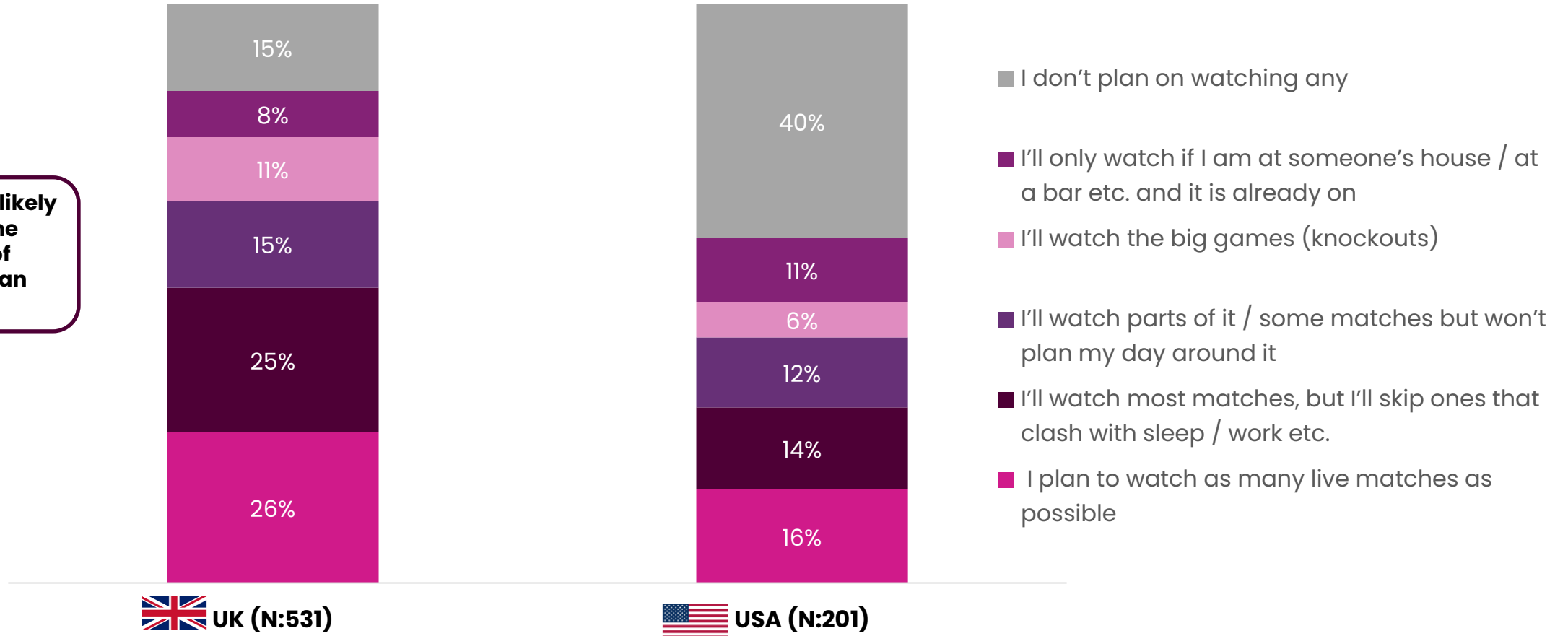
The FIFA World Cup is a major global event that influences how **consumers spend, engage, and come together.**

This section explores **viewing behaviours, engagement levels, and match-day spending habits,** helping to identify how brands can play a role in **at-home viewing experiences and capitalise on shared moments** during the tournament.

Despite hosting the tournament, 40% of USA adults don't plan on watching the World Cup

Thinking about the FIFA World Cup (starting June 11th), which best describes you?

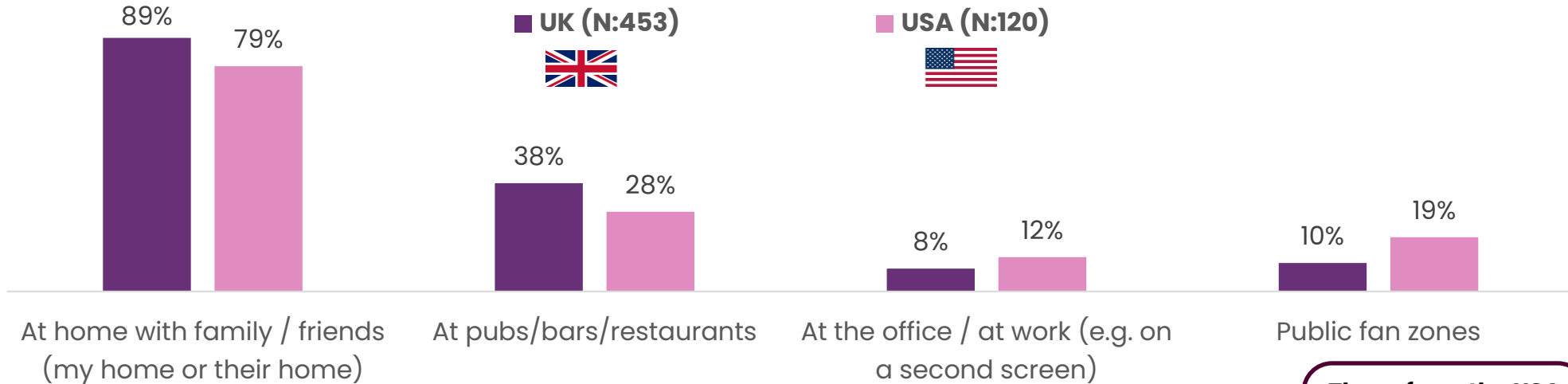

Men are more likely to watch the majority of matches than women



Thinking about the FIFA World Cup (starting June 11th), which best describes you?

Watching at home is by far the most popular method

How are you planning to watch the majority of matches in the FIFA World Cup this year?



How can you help?

Most are watching at home, but will be looking for ways to create a tournament atmosphere at a lower price point – think stadium style food.

Those from the USA are more likely to watch games at fan zones than those from the UK

Older generations are less likely to watch in public fan zones and pubs

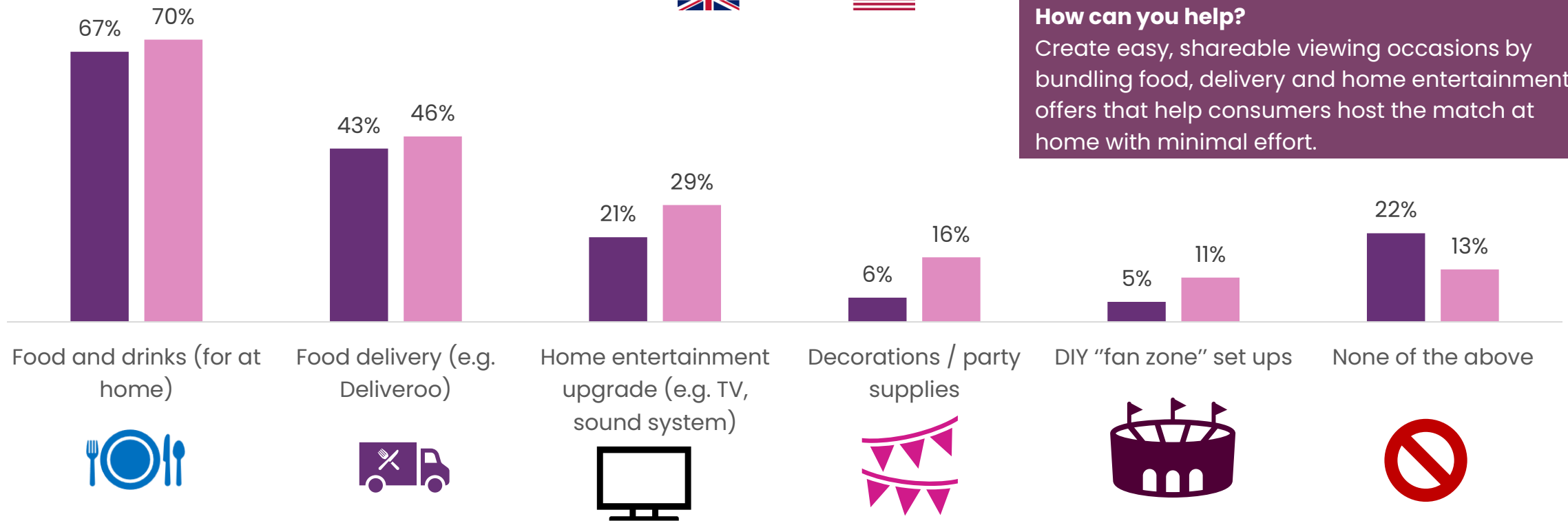
High Financial Confidence UK adults are more likely to watch in public fan zones

How are you planning to watch the majority of matches in the FIFA World Cup this year?

Food and drinks dominate match-day spending plans across both UK and US

Which of the following (if any) are you planning to spend money on to watch the matches?

UK (N:453) USA (N:120)



How can you help?
Create easy, shareable viewing occasions by bundling food, delivery and home entertainment offers that help consumers host the match at home with minimal effort.

Which of the following (if any) are you planning to spend money on to watch the matches?

Late night kick-offs will affect viewership and tournament engagement

The FIFA World Cup is being held in the US, Canada and Mexico this year.
Which best describes how you will manage late night matches (e.g. 2am kick offs)?

36%

● REC

I'll skip the match and watch the highlights

31%



I will watch live regardless and go to work as normal

28%



I will only watch if I am off work the following day

6%



I will take time off work the next day

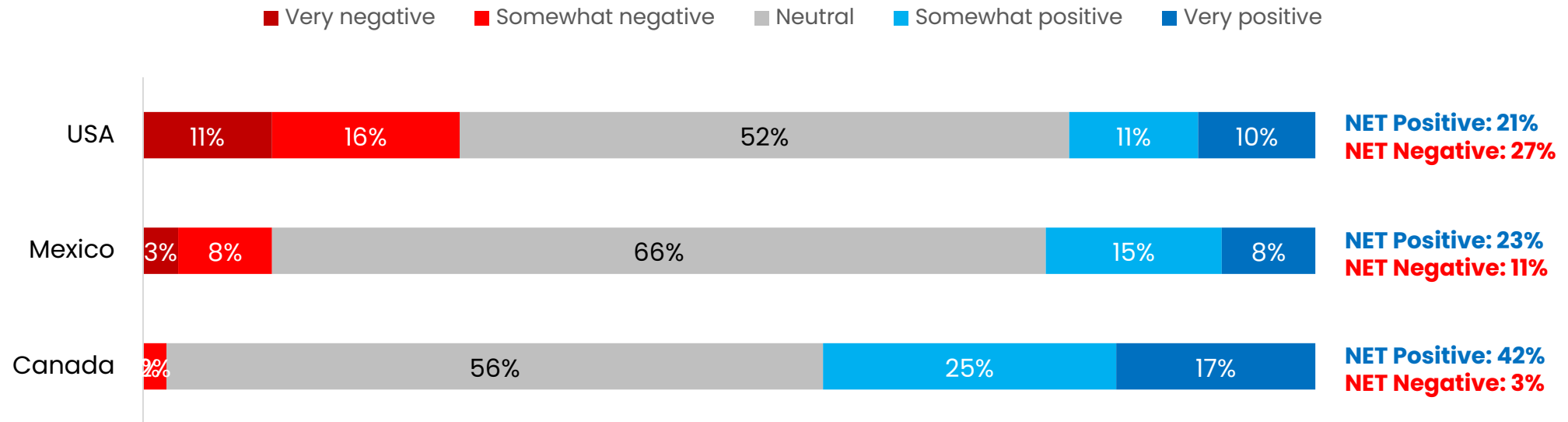
Men are more likely to watch the match live regardless of timings



The FIFA World Cup is being held in the US, Canada and Mexico this year.
Which best describes how you will manage late night matches (e.g. 2am kick offs)?

UK adults are apprehensive about the USA and Mexico hosting the World Cup

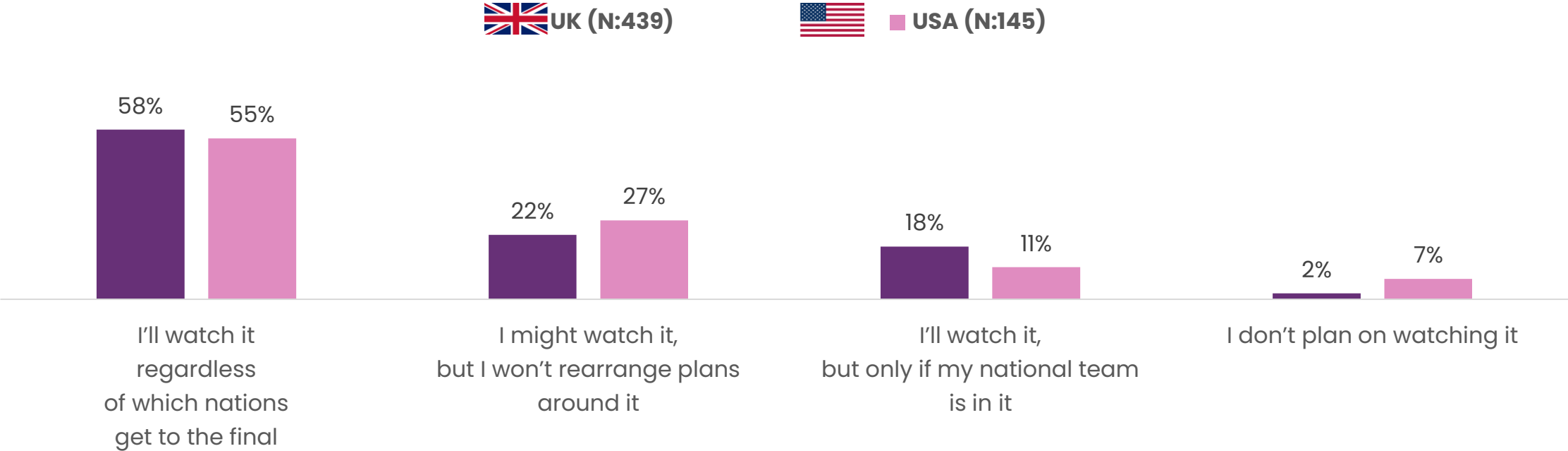
How do you feel about the FIFA World Cup being hosted in the United States and Mexico? (N:531)



How do you feel about the FIFA World Cup being hosted in the United States? How do you feel about the FIFA World Cup being hosted in Mexico? (N:531)
Why do you say that?

Amongst those interested in the World Cup, the majority plan to watch the final regardless of which nations play

How likely are you to watch the World Cup Final?



25-44-year-olds are most likely to watch the world cup final regardless of which nation is playing

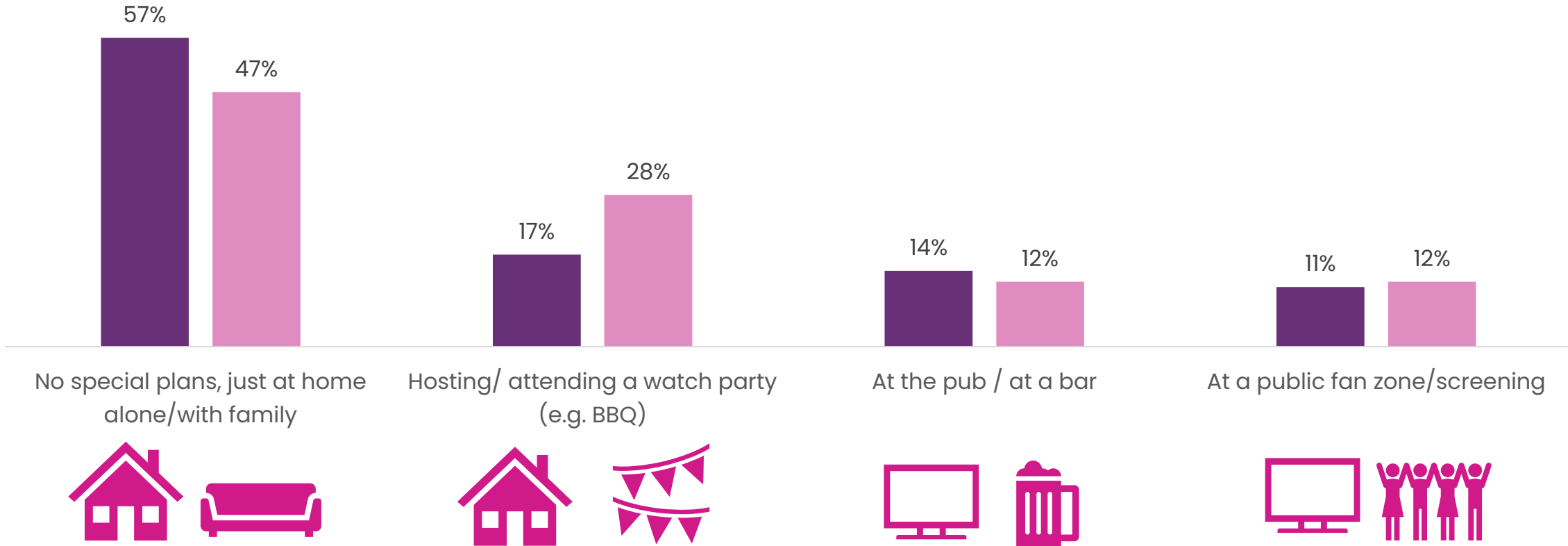


How likely are you to watch the World Cup Final?

Home viewing dominates final viewing plans, with the US showing stronger intent for social watch parties

How do you plan to watch the final?

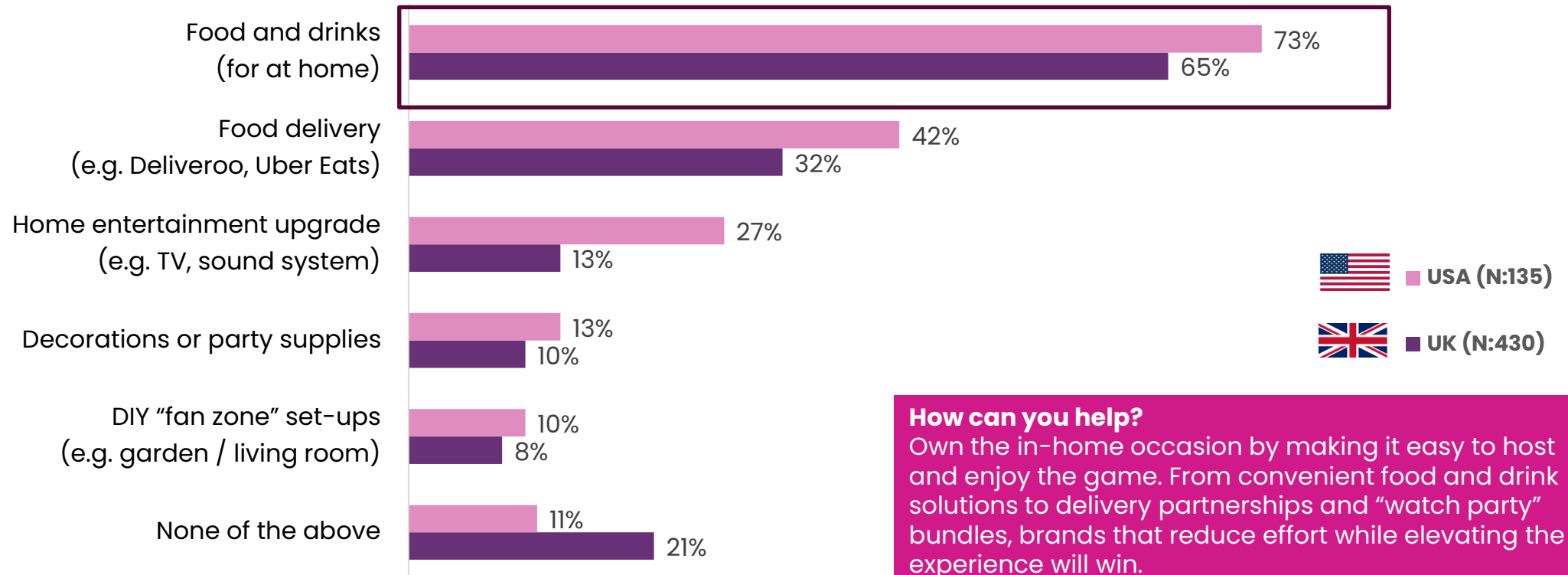
 UK (N:430)  USA (N:135)



How do you plan to watch the final?

Food and drink drive the majority of World Cup final spending

Which are you planning to spend money on for the World Cup Final?



Which of the following (if any) are you planning to spend money on for the World Cup Final?

The World Cup is **a shared cultural moment, but engagement is pragmatic**. Many will watch at home, dip in and out, or rely on highlights, with food and drink forming the core of the experience rather than the football alone.

How you can apply this:

- ❖ Focus on **at-home viewing occasions**, not just hardcore fans
- ❖ Support **low-effort, affordable ways** to recreate a match-day atmosphere
- ❖ **Align with flexible engagement** (i.e. highlights, late kick-offs and casual viewing)

The World Cup Final has a **broad cultural reach**, and those engaged with the tournament are likely to watch regardless of which teams are playing. **Engagement is stronger in the UK**, while the US shows higher non-viewing rates. Among those who do engage, the final is **primarily experienced at home**, often as a **shared or social moment** rather than a live or out-of-home occasion.

How you can apply this:

- ❖ Focus **spend triggers around food, drink** and simple hosting upgrades
- ❖ Create **small, accessible trade-ups** that enhance the occasion
- ❖ Support **easy, low-effort ways** to host or watch together



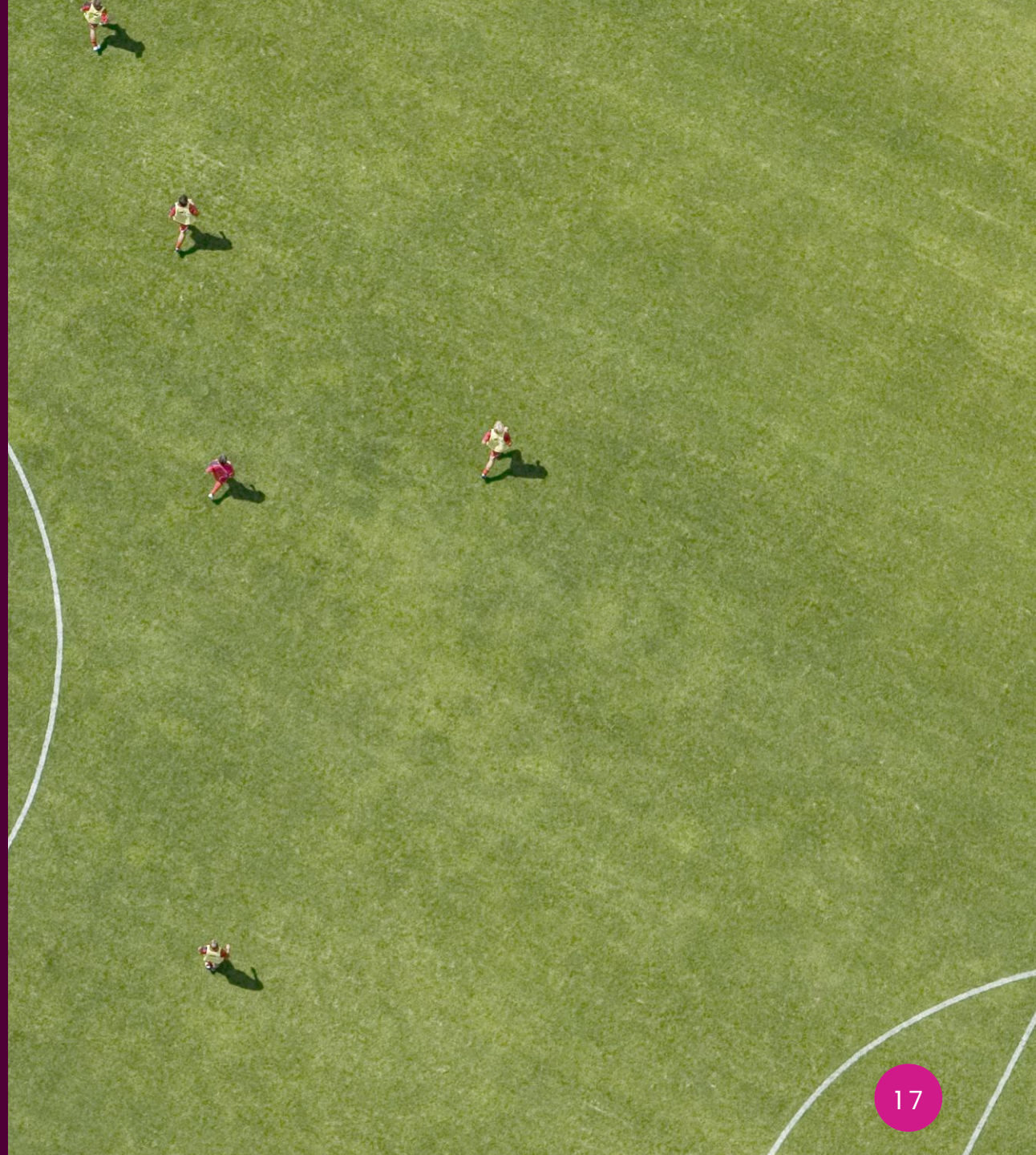
Summary

FIFA World Cup

- Despite hosting the tournament, **40% of US adults say they do not plan to watch the World Cup.**
- Watching **matches at home with family or friends is by far the most common viewing method.**
- Food, drinks and food delivery **dominate match-day spending** plans across both markets.
- Late-night kick-offs are **likely to affect viewership**, with many consumers planning to watch highlights rather than live matches.
- UK consumers **show mixed feelings about the USA and Mexico hosting the tournament.**

FIFA World Cup Final

- The World Cup Final has a **broad reach**, with many willing to watch regardless of the teams
- **Engagement is stronger in the UK**, as the US shows higher non-viewing
- Viewing is **primarily at home**, often framed as a shared or social occasion
- **Food and drink** drive the majority of event-related spend
- Trade-ups are small and considered, focused on **enhancing the moment** rather than excess



A little bit about us



ESTABLISHED GLOBAL RESEARCH EXPERTS

We capture behaviour where it happens: the real world.

25+ years of experience across 150 markets.



OUR UNRIVALLED APPROACH TO CONSUMER TRUTH.

We are a behavioural science research agency. We combine deep in-store observations and consumer psychology with our superpower, Spark Moments, delivering research-led, real human insights faster than ever.



BEHAVIOURAL EXPERTISE

25+ years at the cutting edge of measuring consumer behaviour. **We are experts in understanding why humans act**, ensuring our insights always drive results

PROPRIETARY AI & SPEED

Powered by our ORCA 247 engine, we deliver rapid, reliable data. We give you the depth of **qualitative research at quantitative scale**, making it faster without ever sacrificing quality.

HUMAN FIRST RESEARCH

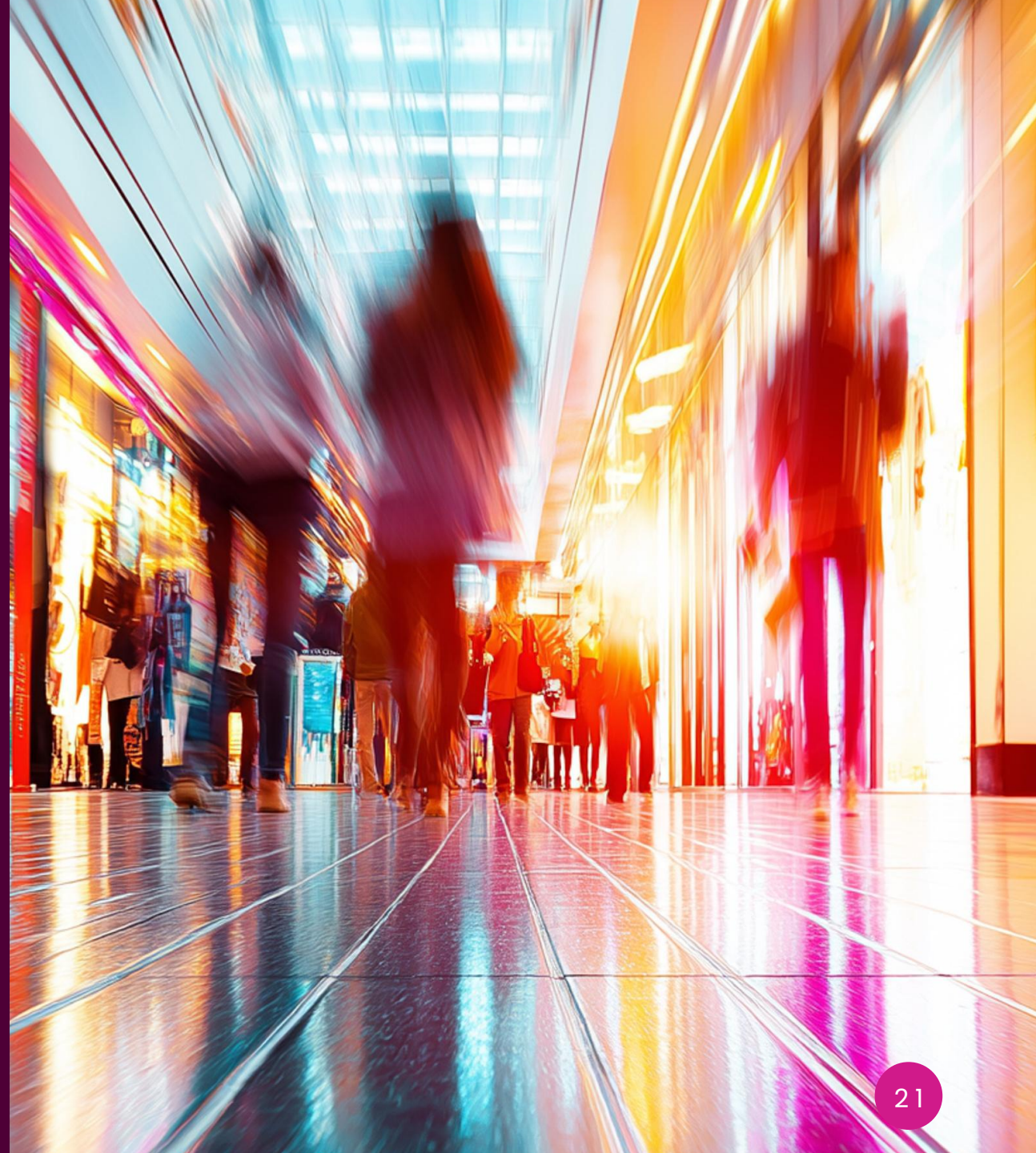
We keep the human at the heart of everything. Our human-in-the-loop approach ensures validation by our researchers, **guaranteeing the accuracy of every insight we capture.**

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Or, if you would like to find out how we
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we'd love to hear from you

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Thank you for reading

The team at Spark Emotions who brought you Mood of the Nation combining industry expertise with consumer psychology to help get to the truth of how the nation is feeling.



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