



International Soccer Expectations for 2026 LA DMA Residents

February 2026

Background & Methodology

ThinkNow conducted a nationwide online survey to understand how Americans prepare for, feel about, and participate in the lead-up to the international soccer tournament taking place in Mexico, the U.S., and Canada in 2026.

The study explores emotions, rituals, media consumption habits, social media engagement, and perceptions of brands, advertising, and influencers associated with the event.

This report focuses on respondents from the Los Angeles Designated Market Area (LA DMA), defined as the broader Greater Los Angeles media market, which includes Los Angeles, Orange, Riverside, San Bernardino, and Ventura counties. Throughout this report, LA DMA residents are referred to as “LA residents” or “LA Soccer Fans” for simplicity and readability.

N=105 (LA DMA Soccer Fans)



Survey Method

- Online Survey



Screening Criteria

- 18+ years of age



Regional Coverage

- LA DMA residents



Field Timing

- June 24 – July 19, 2025



Key Findings

- ✳️ **Excitement is strong:** 82% of LA soccer fans are very or extremely excited about the 2026 tournament, viewing it as both a global celebration and a major sporting event.
- ✳️ **Emotional engagement:** The World Cup is primarily a shared experience, centered on watching matches with family and friends, while also serving as an event for expressing team pride and cultural identity.
- ✳️ **Media habits:** Traditional TV remains the primary viewing channel, but sports news websites and social media (especially YouTube and Instagram) dominate news, highlights, and reactions.
- ✳️ **Second-screen behavior:** Three in five soccer fans plan to use a second screen during matches, mainly to check stats and watch highlights, reinforcing multi-platform engagement.
- ✳️ **Spending priorities:** Food and beverages clearly lead both planned and extra spending, with game-day food and drinks ranking as the top incremental priority, followed by team gear.
- ✳️ **Brand impact:** Emotional, player-led advertising captures attention, and World Cup association delivers a meaningful lift in brand perception. Nearly 8 in 10 fans are open to trying new products or purchasing from brands that support their team. Nike, Coca-Cola, and Adidas lead brand associations, reinforcing the strength of sportswear and beverage brands in this tournament.

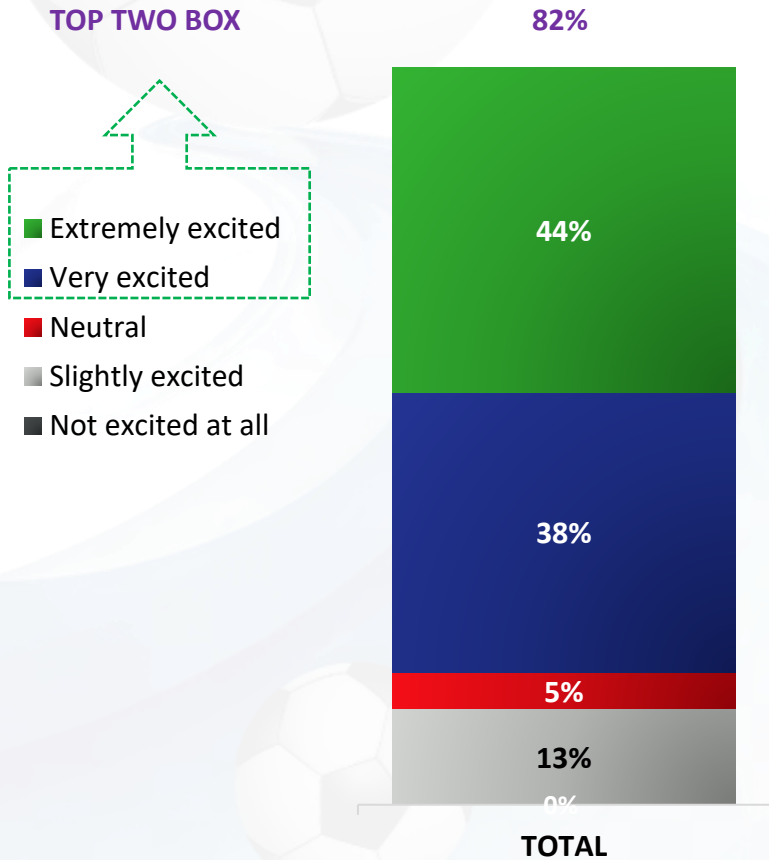
DETAILED FINDINGS



Among LA residents, excitement for the 2026 World Cup is very strong, with 82% reporting they are “Very” or “Extremely” excited. The event is primarily viewed as a celebration of global soccer and a showcase of the world’s best talent in soccer.

How excited are you about the World Cup 2026?

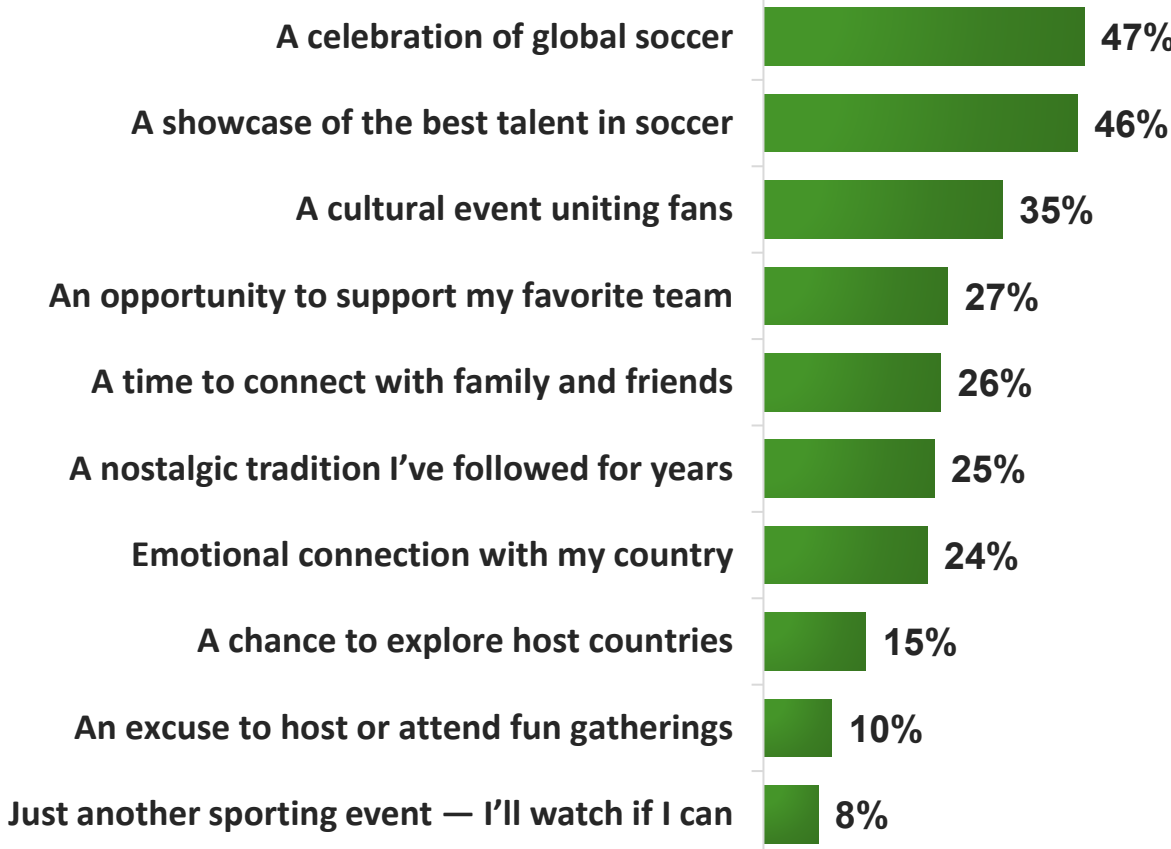
Base: Soccer fans



Base: (n=105)

What does the World Cup 2026 mean to you personally?

Base: Soccer fans



Base: (n=105)

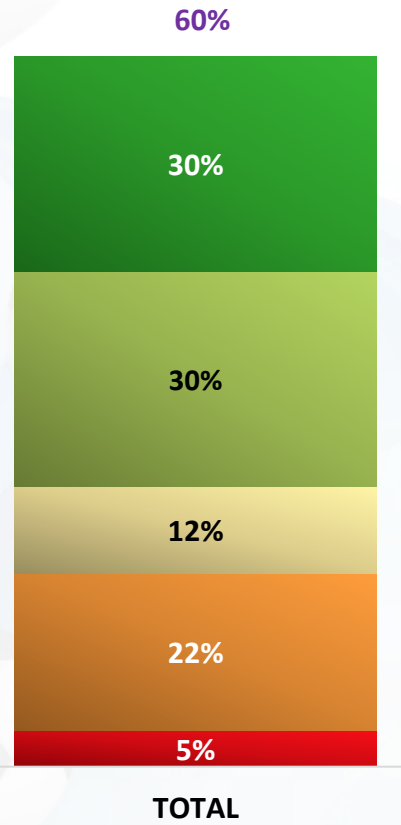
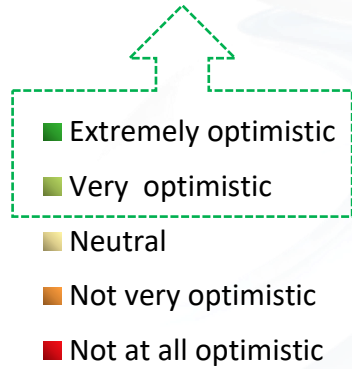


LA soccer fans show solid optimism about their favorite team's performance (60%), coupled with strong perceptions of positive community representation in U.S. media coverage (77%).

How optimistic are you about your favorite team's chances of success in the World Cup 2026?

Base: Soccer fans

TOP TWO BOX



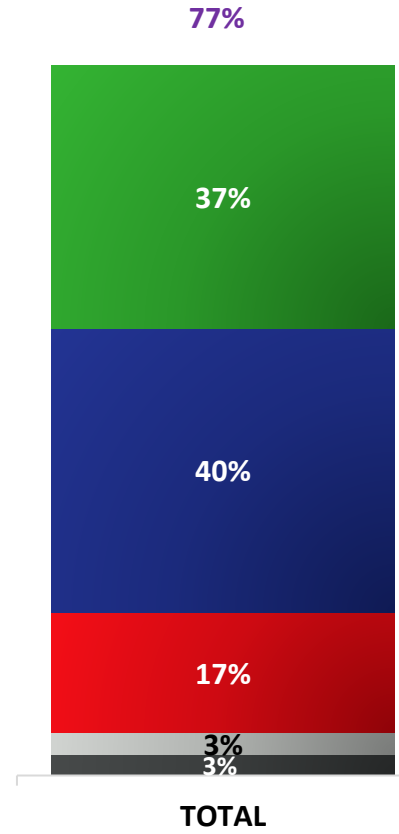
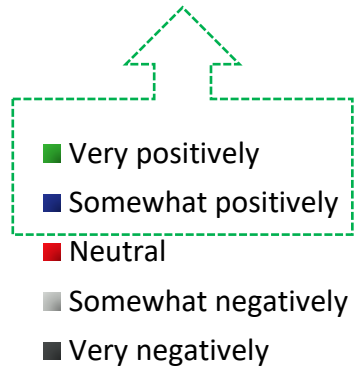
Base:

(n=105)

How well do you feel your community is represented in U.S. media coverage of the World Cup or major sporting events?

Base: Soccer fans

TOP TWO BOX



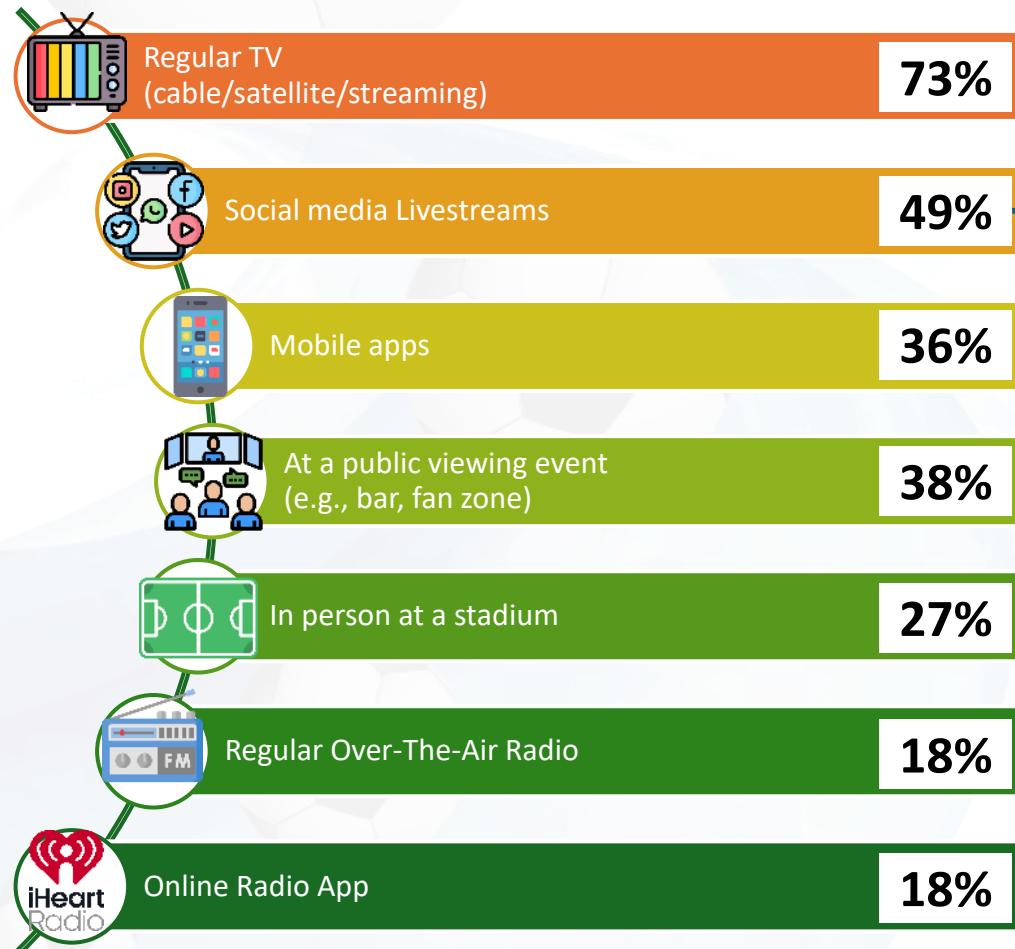
Base:

(n=105)

Most LA residents plan to watch the World Cup matches through regular TV, with smaller shares turning to social media livestreams, mobile apps, or public viewing events. YouTube dominates, while Facebook, Instagram and TikTok also play a strong role among those using social media livestreams.

How are you planning to watch or listen the World Cup 2026 matches?

Base: Soccer fans (n=105)



What social media sites do you plan to watch or listen to the games on?

Base: Watching games on social media (n=51)

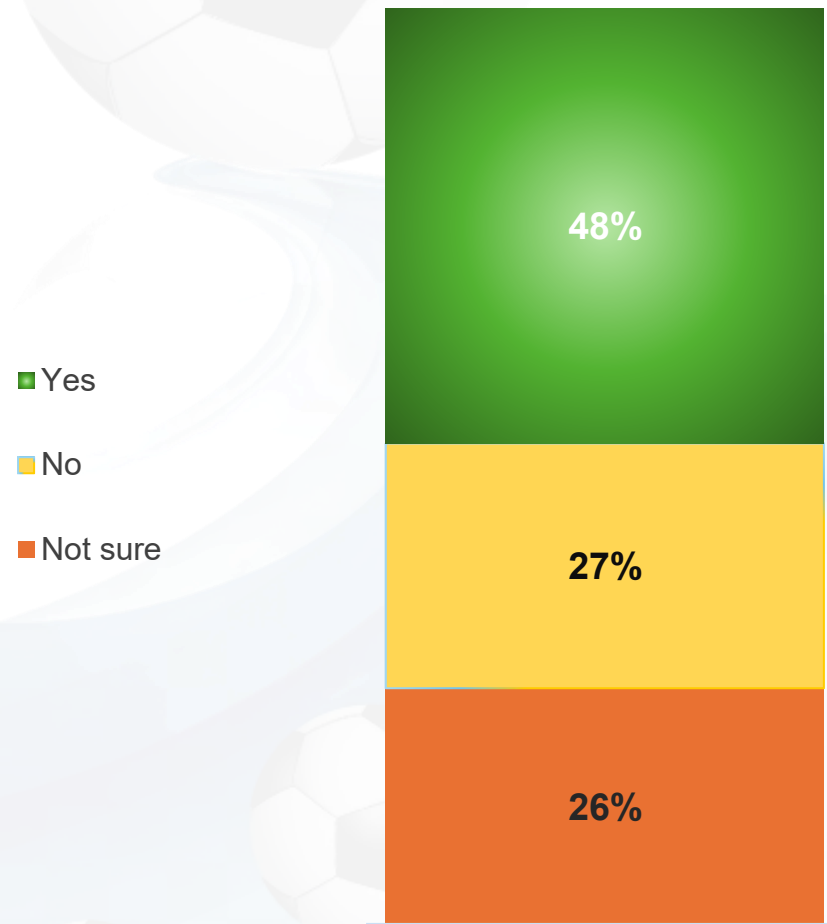
SOCIAL MEDIA	TOTAL
YouTube	86%
facebook	61%
Instagram	59%
TikTok	51%
X	51%
WhatsApp	35%
Snapchat	37%
twitch	33%
reddit	31%
Base:	(n=51)

* Caution: Small base size

Nearly half of LA soccer fans plan to follow content creators or influencers during the World Cup. The World Cup remains primarily a shared celebration, centered on watching matches with family and friends, with wearing team jerseys, hats or face paint as a key expression of fan engagement.

Will you follow any content creators or influencers covering the World Cup?

Base: Soccer fans



- Yes
- No
- Not sure

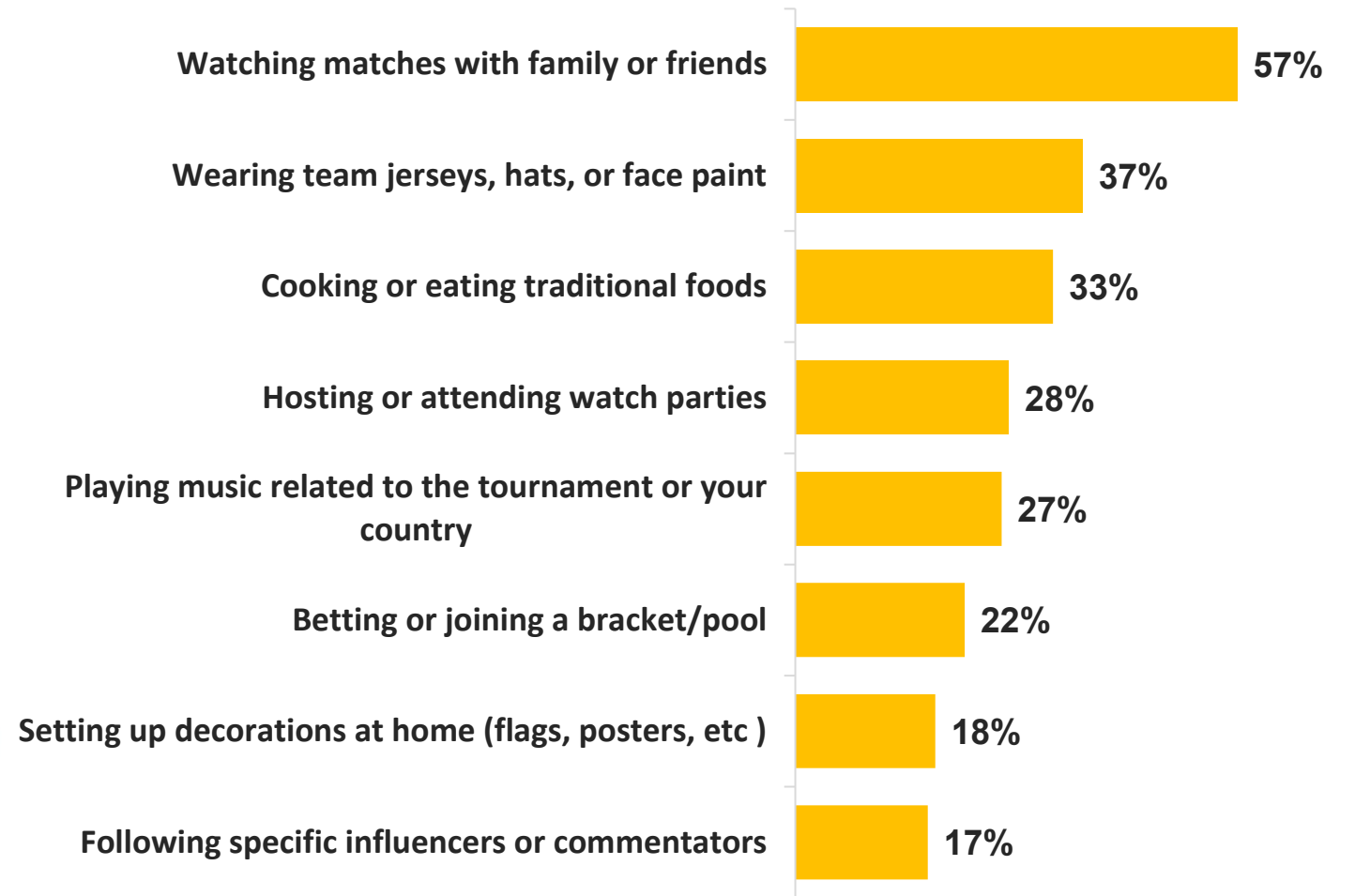
TOTAL

(n=105)

Base Size:

What are your World Cup rituals or traditions?

Base: Soccer fans



Base:

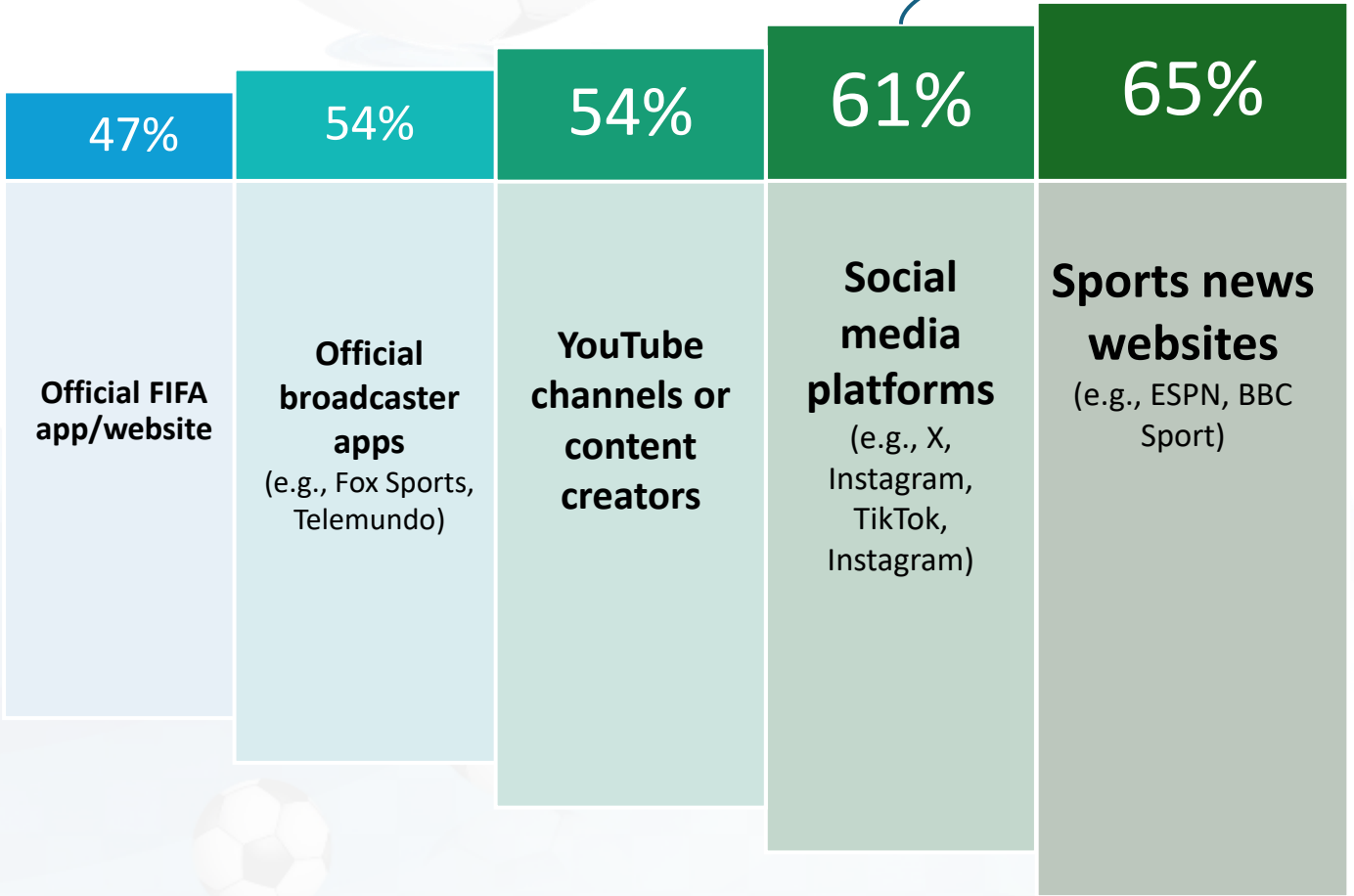
(n=105)

LA soccer fans plan to follow World Cup news, highlights and reactions primarily through sports news websites (65%) and social media platforms (61%), with YouTube and Instagram leading among social channels.



From which platforms or sources will you follow World Cup news, reactions, or highlights?
 Base: Soccer fans (n=105)

What social media sites do you plan to use as sources for World Cup news, reactions, or highlights?
 Base: Using social media as source of information (n=64)



	TOTAL
YouTube	81%
Instagram	78%
TikTok	63%
facebook	58%
X	52%
reddit	38%
WhatsApp	36%
Snapchat	33%
twitch	33%
Base:	(n=64)

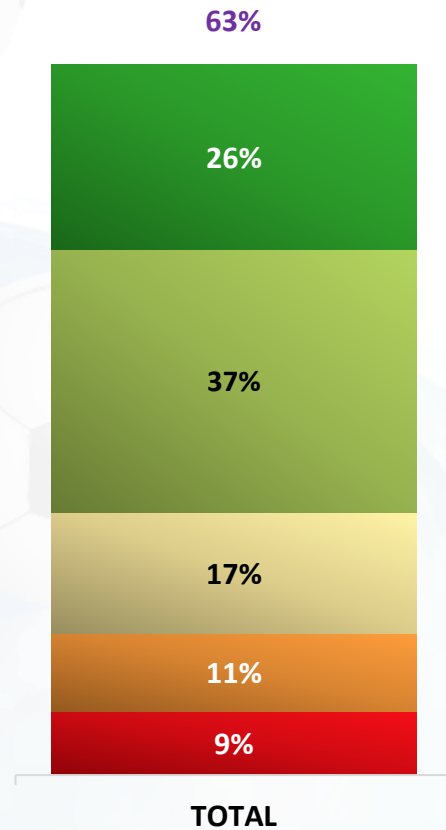
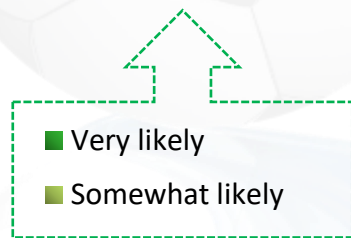
* Caution: Small base size

Six out of ten LA soccer fans are likely to use a second screen during matches, most of them who expect to use a second screen during matches will do for checking stats and watching replays/highlights.

During matches, how likely are you to use a second screen (phone, tablet, etc.) to interact or multitask?

Base: Soccer fans

TOP TWO BOX

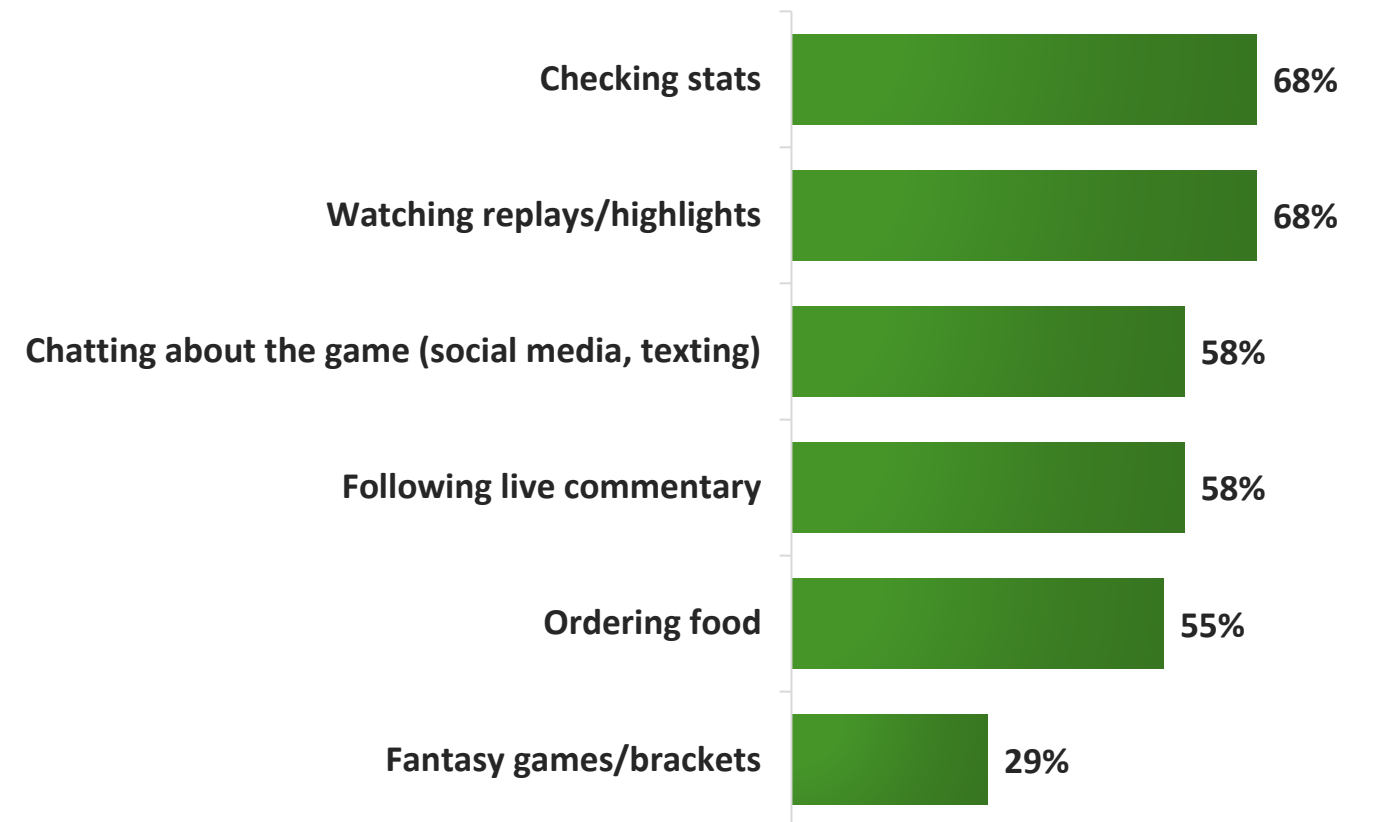


Base:

(n=105)

Which second screen activities do you plan to engage in during matches?

Base: Somewhat / Very likely to use a second screen



Base:

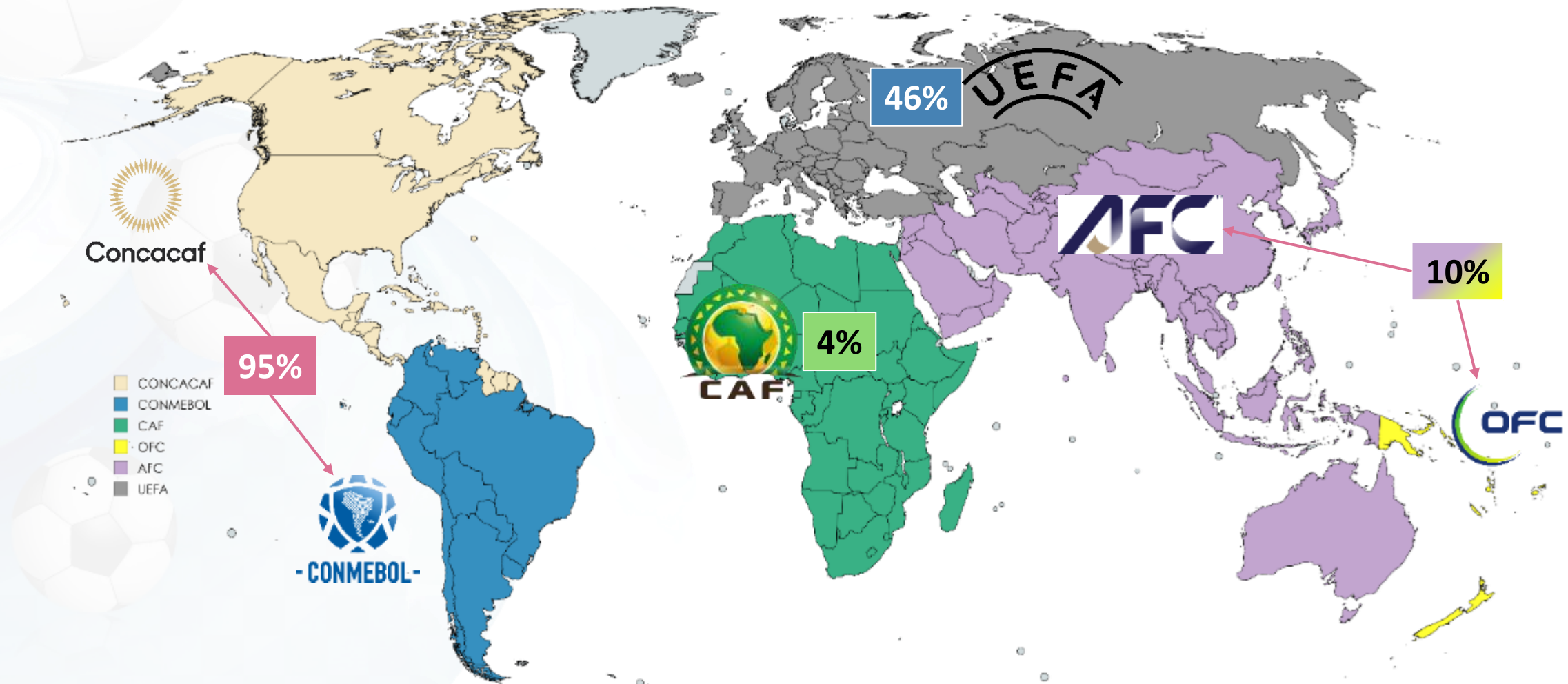
(n=66*)

* Caution: Small base size

LA soccer fans are most excited to follow teams from North & Central America (CONCACAF), South America (CONMEBOL), and Europe (UEFA).

Which national teams are you most excited to follow during the World Cup?

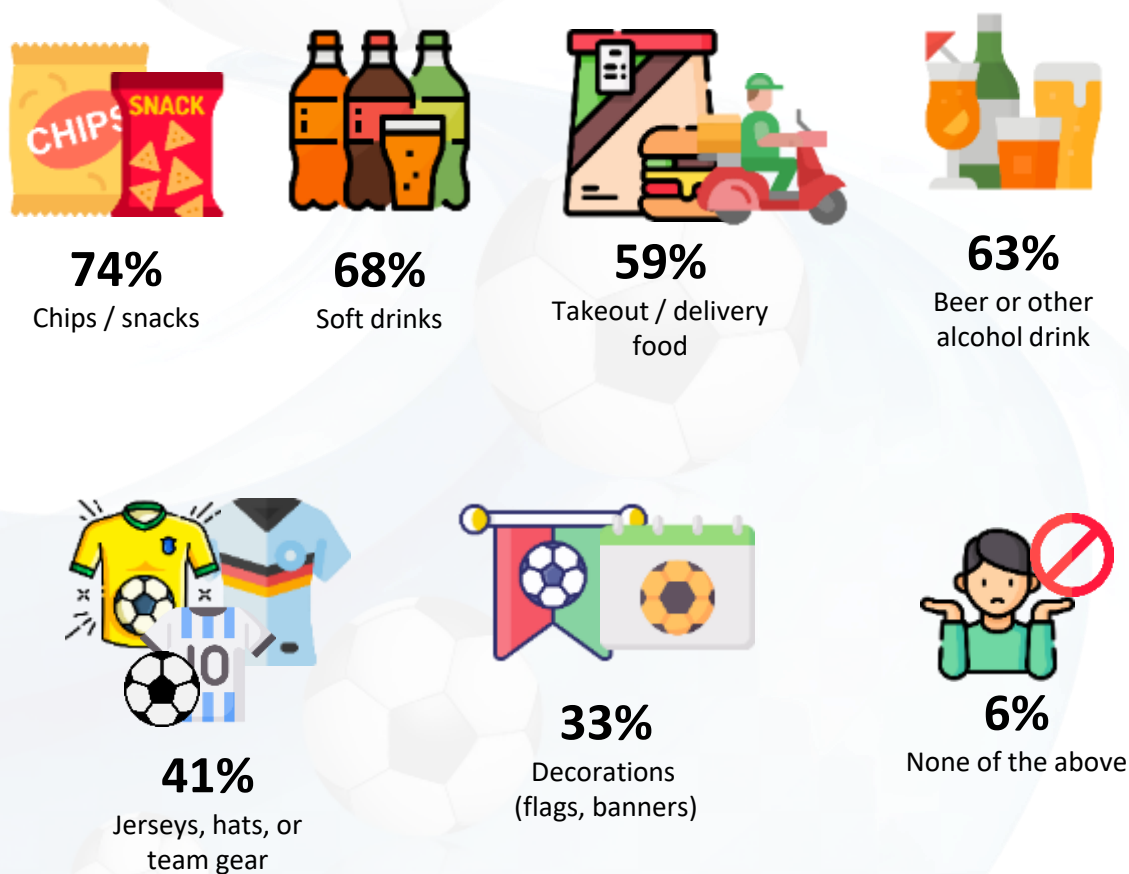
Base: Soccer fans (n=105)



Food and beverages clearly dominate both planned purchases and spending among LA residents, with game-day food and drinks emerging as the top extra spending priority, well ahead of team gear, travel, subscriptions, or decorations.

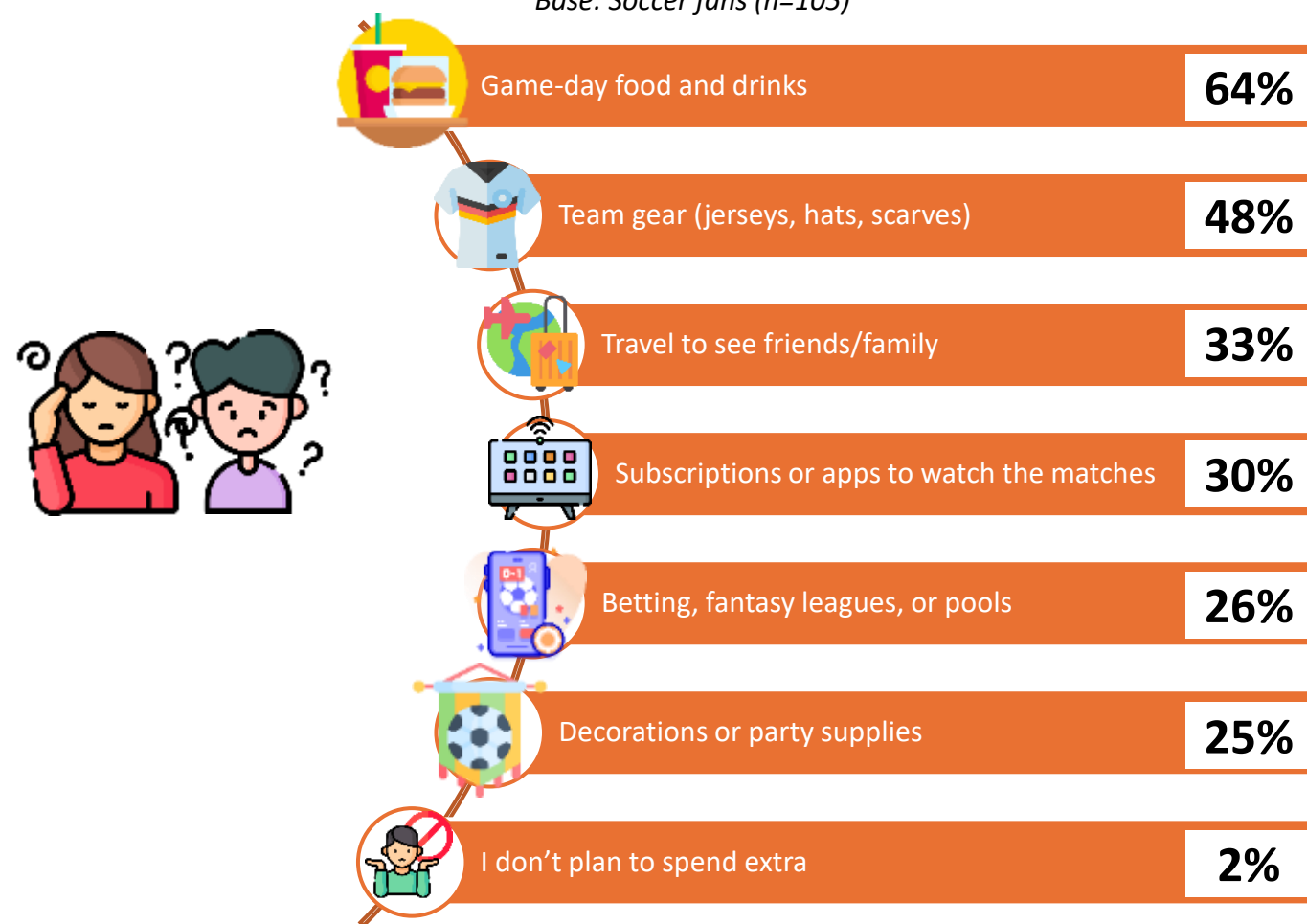
Which of the following do you expect to buy more of during the World Cup?

Base: Soccer fans (n=105)



If you were to spend extra money during the World Cup, what would you prioritize?

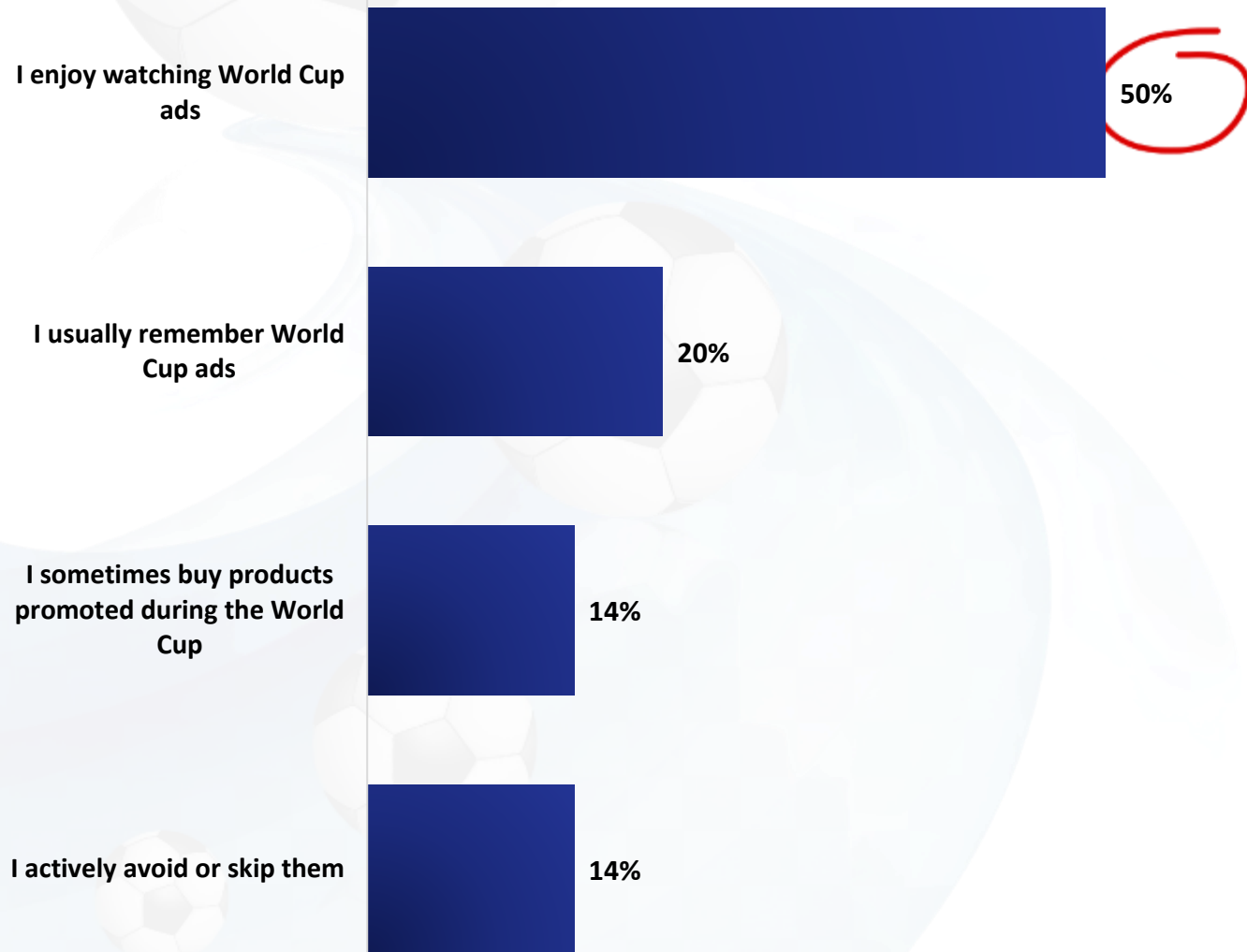
Base: Soccer fans (n=105)



World Cup advertising resonates with half of LA soccer fans, and brand equity is strongest for sportswear and beverage brands, significantly outpacing financial services.

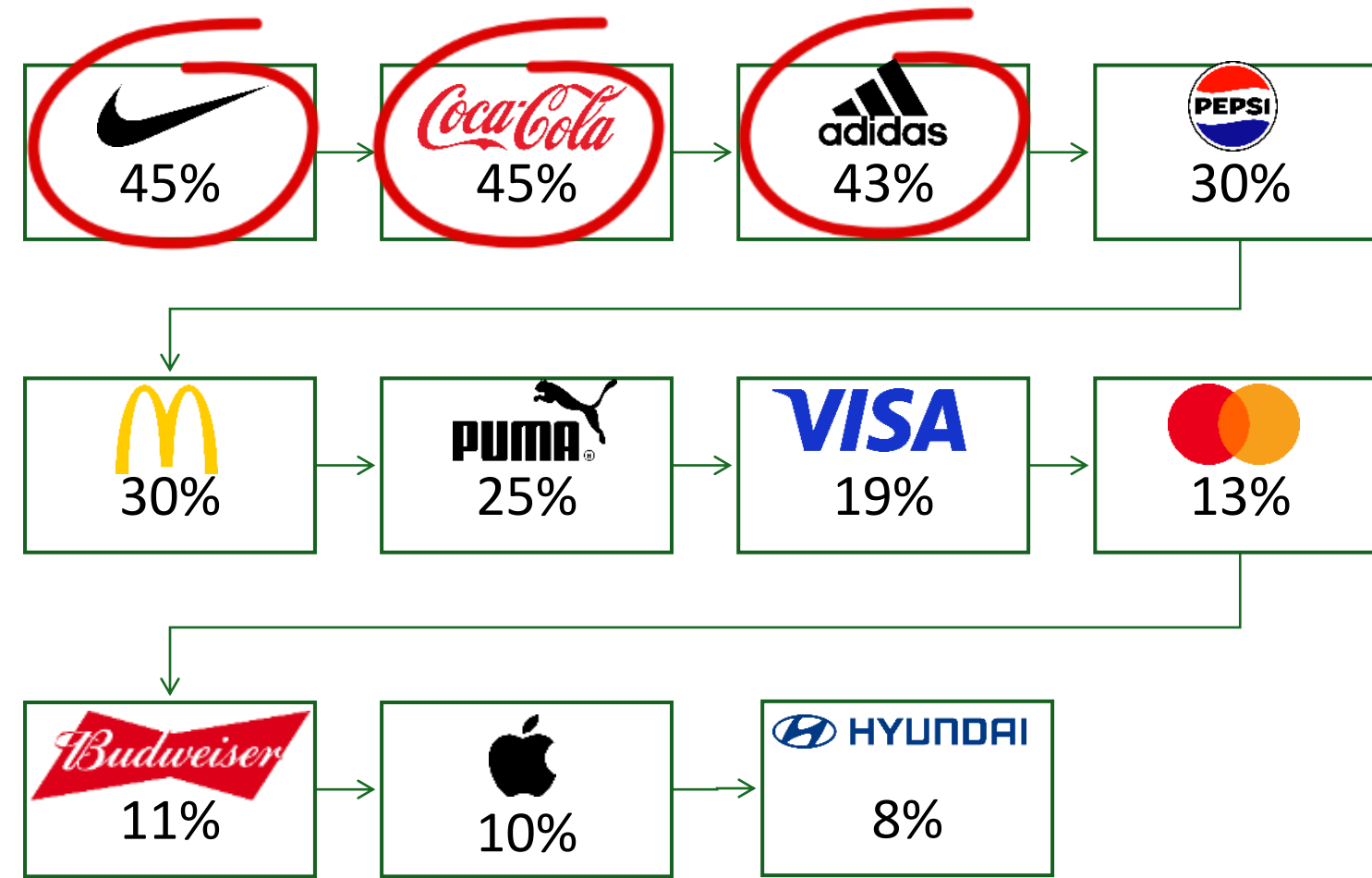
How do you feel about advertising during the World Cup?

Base: Soccer fans (n=105)



Which of the following brands do you associate with soccer or sports culture?

Base: Soccer fans (n=105)



Emotional, player-led advertising drives attention, and companies and brands associated with the World Cup 2026 benefit from a more positive image (67%).

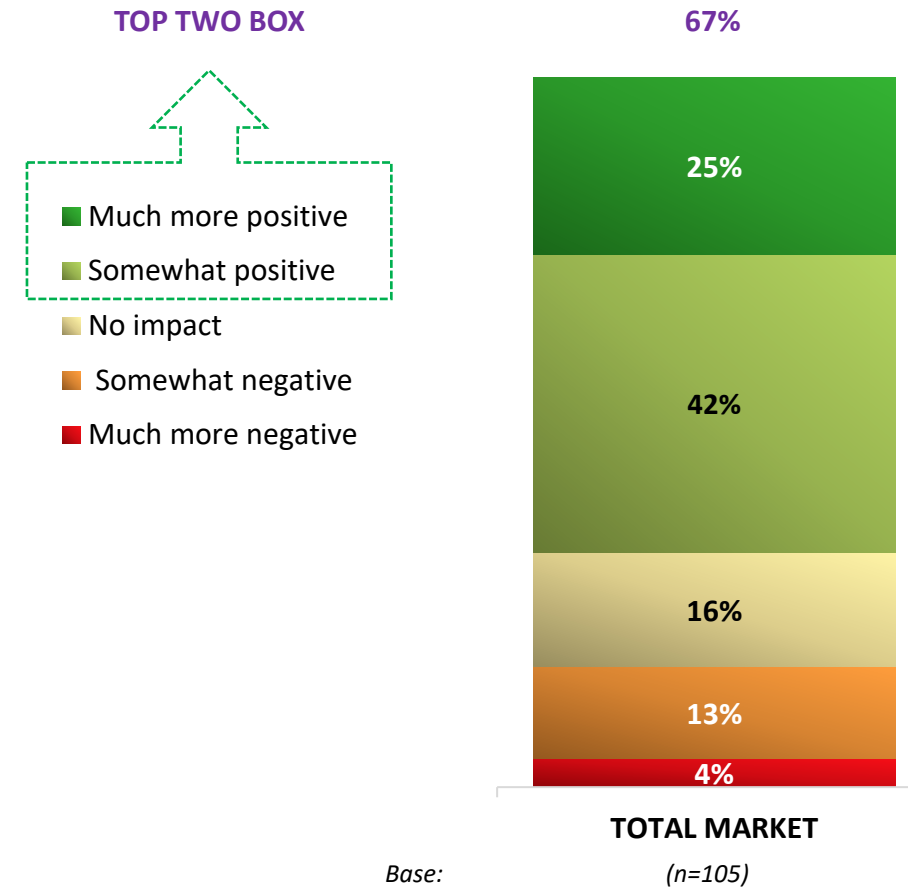
Which types of ads are you most likely to notice during the World Cup?

Base: Soccer fans



If a company or brand is associated with the World Cup 2026 (e.g., as a sponsor or advertiser), what impact does this have on your opinion of the brand?

Base: Soccer fans

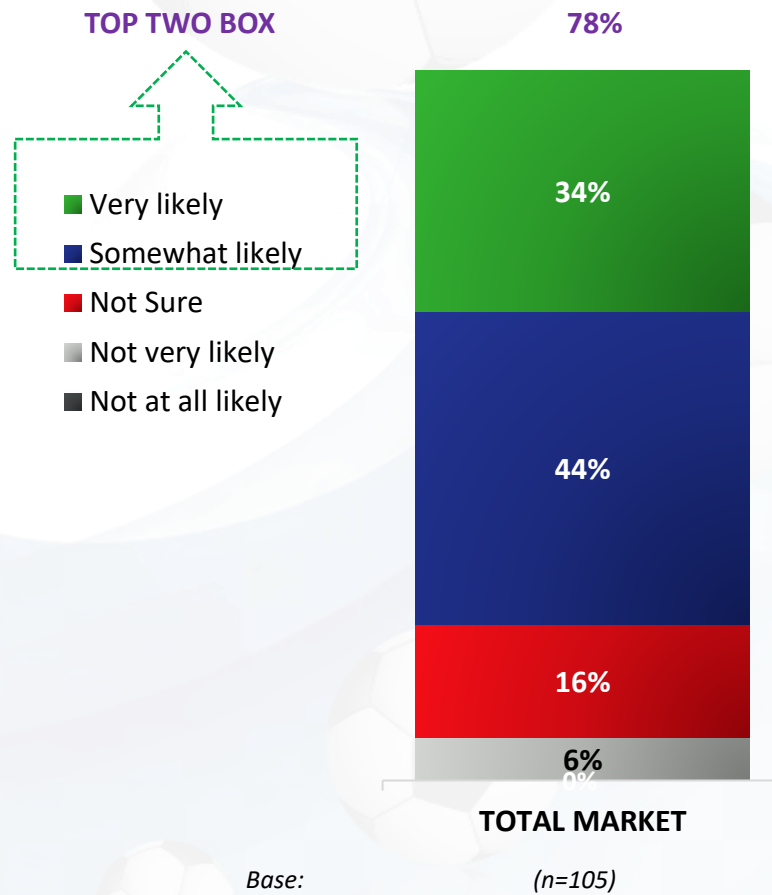




The World Cup significantly drives consumer openness: nearly 8 in 10 LA soccer fans are likely to try new products promoted during the tournament, and an equal share are more likely to purchase from brands that support their favorite team or country.

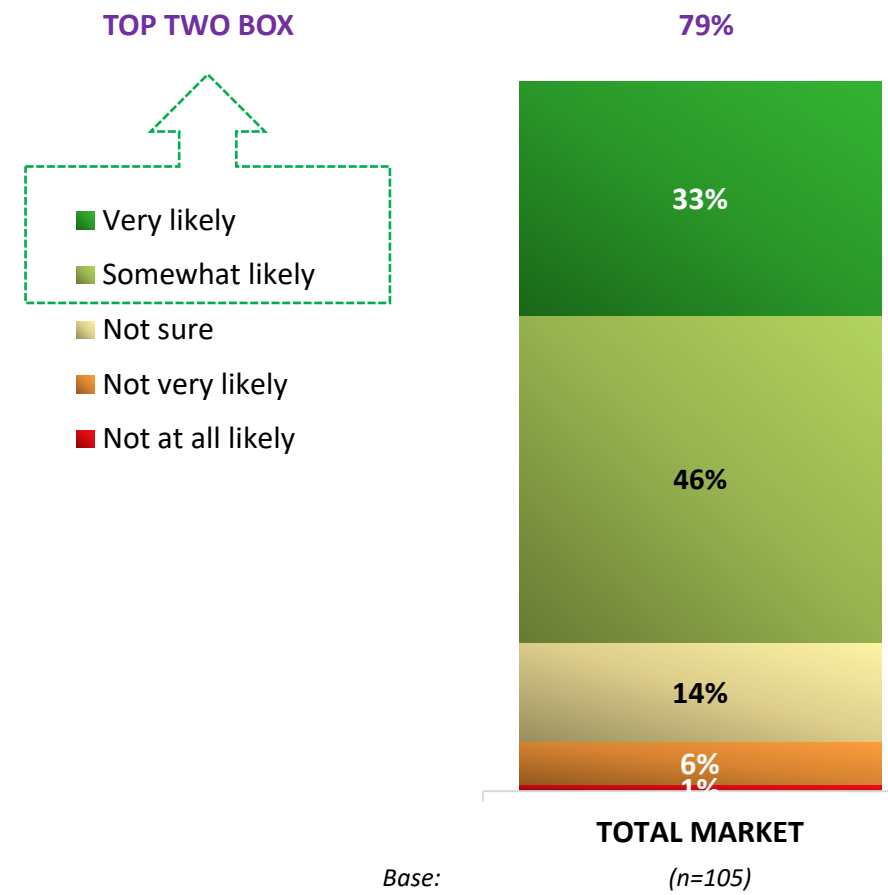
How likely are you to try new products, services, or experiences promoted during the World Cup?

Base: Soccer fans



Are you more likely to purchase from a brand that supports your favorite team, player, or country during the World Cup?

Base: Soccer fans



APPENDIX

Participant Profile

	TOTAL
GENDER	
Female	52%
Male	48%
Other (Net)	--
AGE	
18 to 26	20%
27 to 42	40%
43 to 58	30%
59+	10%
<i>Median age</i>	<i>38</i>
ETHNICITY	
Hispanic/Latino	48%
Black, African-American	6%
Asian	25%
White (Non-Hispanic)	22%
REGION	
Los Angeles DMA	100%
<i>Base:</i>	<i>(105)</i>