



# FIFA World Cup 2018: Perceptions of citizens from the host cities

Report



<https://bonuscodebets.co.uk/>

Moscow, December 2017

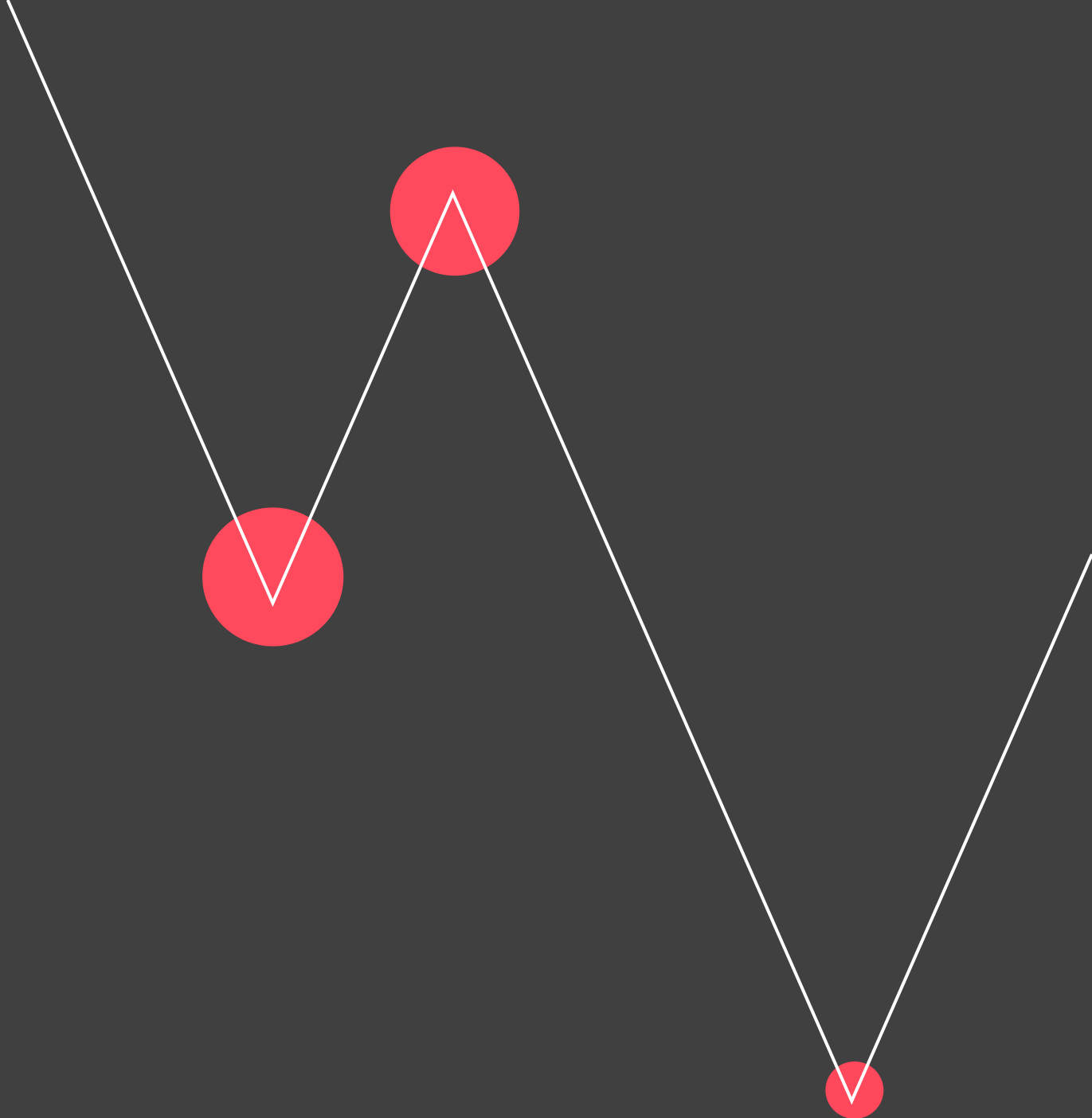
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# Research objectives and methodology



# Research objectives and methodology

## Aim

To understand the perceptions of the FIFA World Cup 2018 in various Russian cities.

## Research objectives

- To assess the perception and attitudes of citizens of host cities towards the FIFA World Cup 2018.
- To understand the perceived capability of the cities to host a large number of fans/visitors from different countries.
- To evaluate the attitude towards the arrival of foreign fans, identify positive factors and possible risks.
- To identify the citizens' perception of visitors from different countries.

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## Methodology and sampling

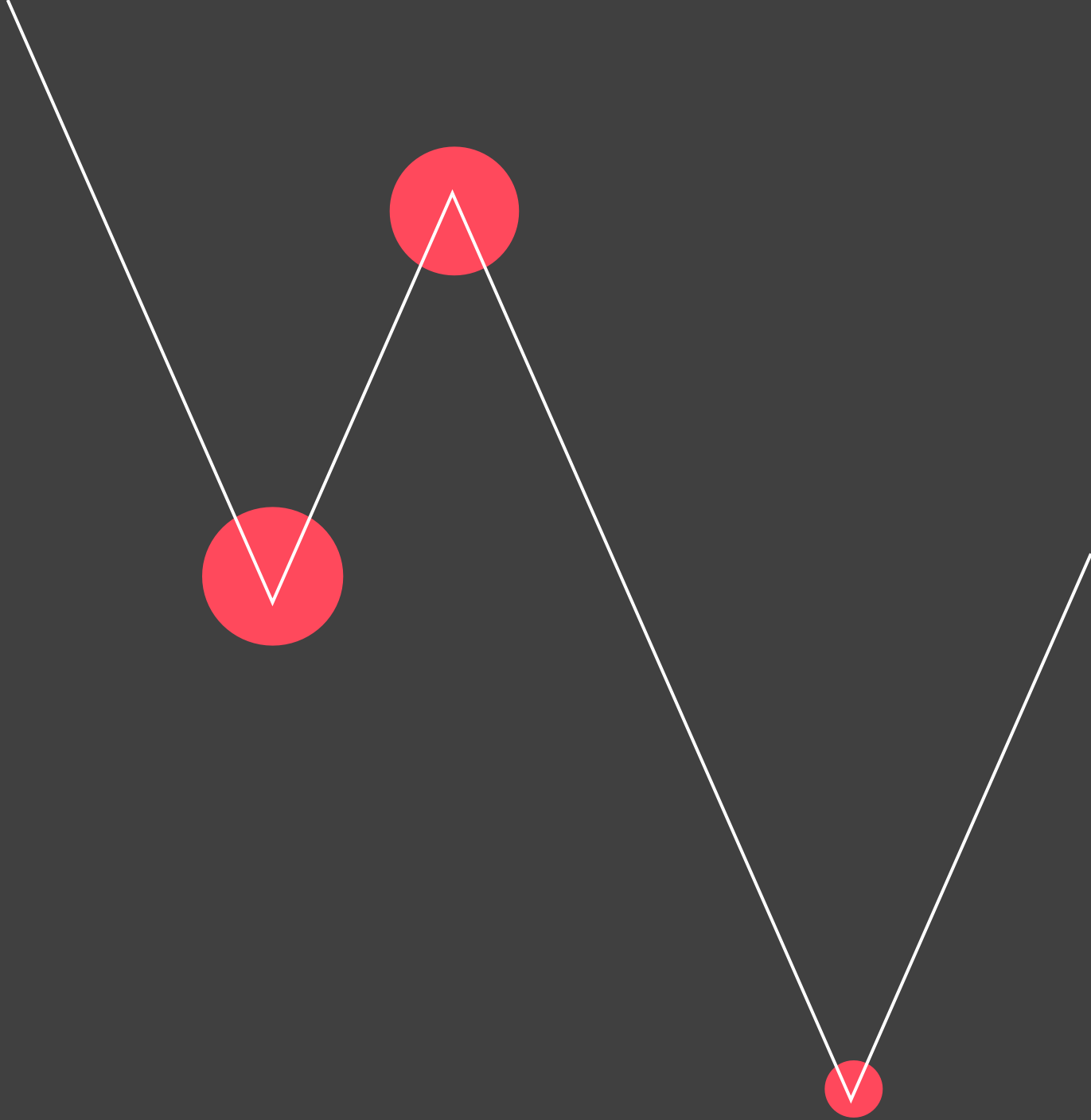
- CAWI – computer/tablet/smartphone assisted web interview
- 2,500 interviews
- Length of interview – up to 30 minutes

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## Target audience

- Men and women 16-50 years old
- Living more than 6 months in the following hosting cities: Volgograd, Yekaterinburg, Kazan, Kaliningrad, Moscow, Nizhniy Novgorod, Rostov-on-Don, Samara, St. Petersburg, Saransk, Sochi.

# Executive summary



# Executive summary (1 of 2)

## General perception

- 1 Two out of three Russians know the FIFA World Cup 2018 will take place in Russia (or their city) and are interested in the preparation process. Saransk and Kaliningrad are the most interested cities, while Moscow and St. Petersburg are the least interested.
- 2 About half of Russians have a “Very positive” perception of the World Cup 2018 and two out of three people think it will be beneficial for their city. The main reasons for Russians criticising the event are “huge budget expenditures” and “traffic jams”.
- 3 Kazan and Sochi are the two most hospitable cities with the most positive perception of the tournament, described as ready to host their events and on schedule.

## Perception towards football and attitudes

- 4 40% of those surveyed are interested in football during major tournaments or because of special events. One-quarter of those polled were not interested in the sport at all, while another 25% like football but don’t consider themselves fans. Only 7% consider themselves true football fans.
- 5 A large majority of Russians (82%) plan to watch FIFA World Cup 2018 matches, although only one in five will attend the fixtures. Sochi is a leader in terms of people planning to attend matches at the stadium. Kazan, Nizhniy, Saransk, Rostov-on-Don and Kaliningrad each have 20% or more of their population planning to attend.
- 6 At least 30% of people from Saransk, Rostov-on-Don, Kaliningrad, St. Petersburg and Yekaterinburg are not prepared to pay for a match ticket. The average price people prepared to spend on match tickets is 8,000 RUR.

## Perception towards foreign tourists and football fans

- 7 37% of those polled said tourists and fans are “definitely welcome,” while 34% picked “quite welcome.” Two out of three surveyed are expecting peaceful supporters in Russia. The top five most popular visiting nationalities are those from: Germany, Spain, France, England and Brazil.
- 8 Conversely, 37% are anticipating aggressive football fans, particularly in the capital of Moscow, followed by Samara, Saransk, Rostov-on-Don, Kaliningrad, St. Petersburg, Yekaterinburg and Nizhniy. Those surveyed believed the top five countries with the highest shares of football fans are: Germany, England, Spain, France and Brazil.

## Perception towards LGBT fans

- 9 More than half of Russians are “calm/without any emotion” toward the LGBT community supporting their country without demonstrating their sexual orientation.
- Kazan and Sochi are the two most LGBT-friendly cities. Two southern cities—
- 10 Volgograd and Rostov-on-Don—have the worst perception of LGBT people. Saransk has a high level of people rejecting LGBT people but a low risk of attack. Whereas Moscow, St. Petersburg and Nizhniy show low levels of personal rejection but show evidence of a high risk of attack.

## Perception towards doping scandals

- 11 One in three Russians, mainly from Moscow and Saransk, believe football players would dope.
- 12 Russia is seen as the most likely team to dope, followed by England, Germany and France.

# Executive summary (2 of 2)

## Perception towards fair play during the tournament

- 13 The majority of those surveyed (71%) think Russia was fairly selected as the FIFA World Cup 2018 host, without violation of the law.
- 14 One in three think matches are likely to be or definitely will be fixed. Russia, England and Germany were seen as the top three countries most likely to participate in fixed matches at the FIFA World Cup 2018.

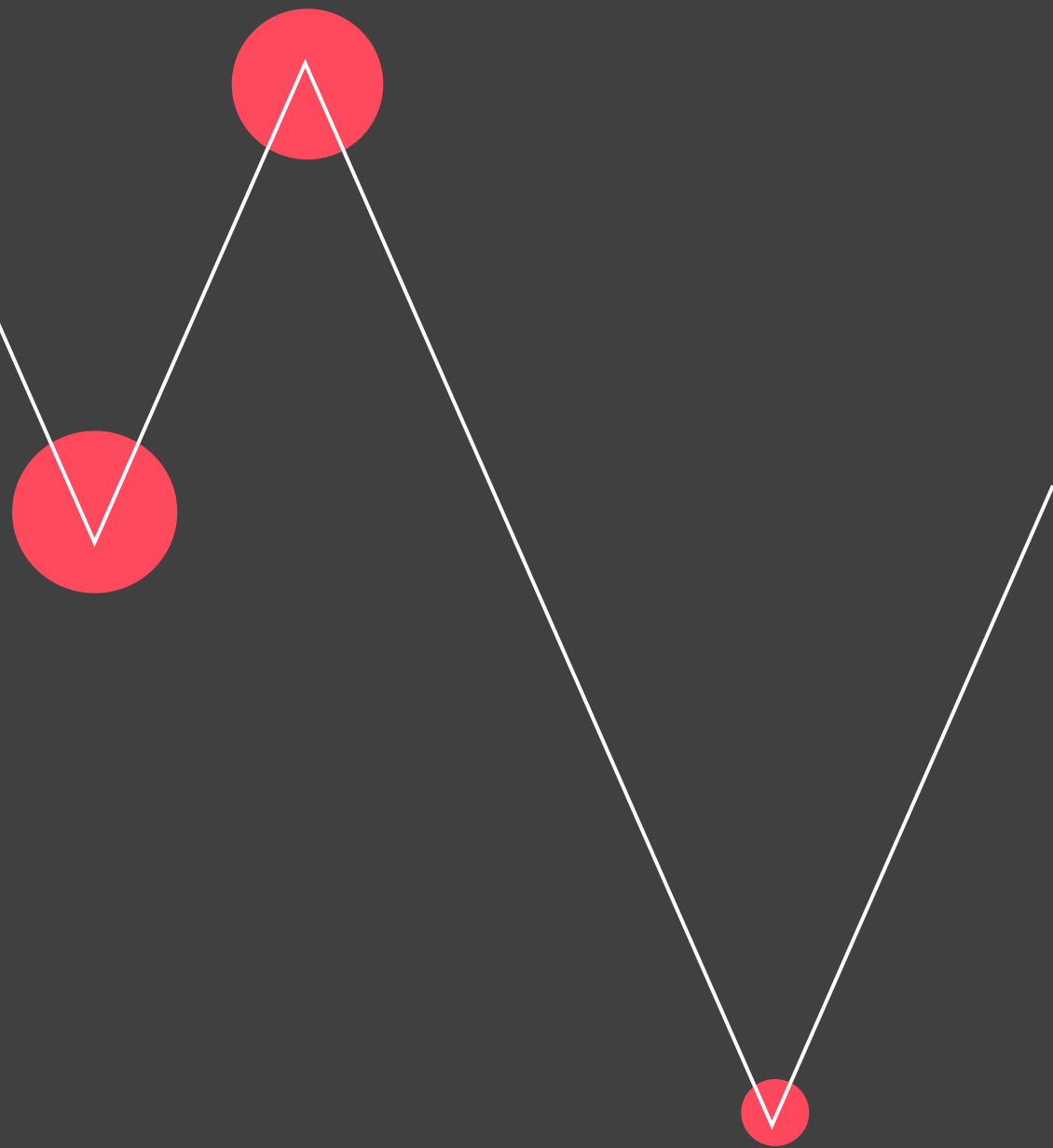
## Results forecast

- 15 One in three surveyed think the final results will be predictable, particularly the younger demographic.
- 16 One in four think Russia will qualify for the knockout stages, while one in five believe they won't advance from the group stages. Only 7% think Russia will make the final or become world champions.
- 17 Germany is the favourite choice to win in Russia. Brazil, Russia, Spain and Portugal are also in the top five, followed by Argentina, England and France.

## Views on betting

- 18 Sochi, Moscow, Kaliningrad and Volgograd are the cities with a population most likely to place a bet.
- 19 The top eight most heavily backed nations are:
  - Russia: RUR 4,901 average bet
  - Germany: RUR 3,083
  - France: RUR 2,858
  - Spain: RUR 2,839
  - Brazil: RUR 2,745
  - Portugal: RUR 2,281
  - Argentina: RUR 2,185
  - England: RUR 1,869

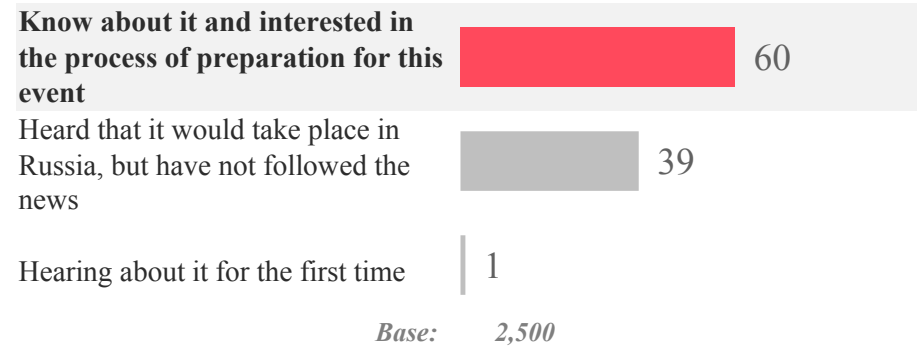
# General perceptions towards the FIFA World Cup 2018



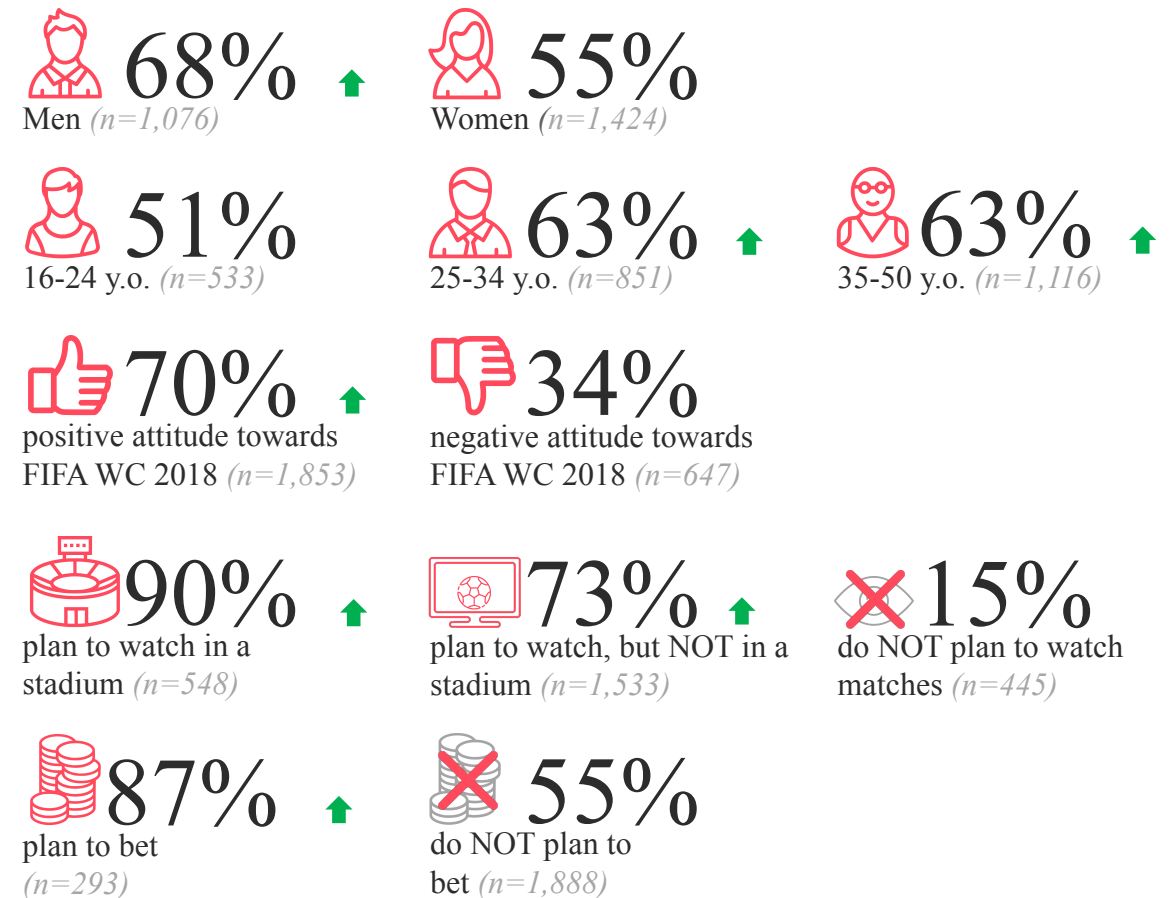


Two in three Russians know the FIFA World Cup 2018 takes place in Russia (or their city) and are interested in the preparation process.

### FIFA World Cup 2018 takes place in Russia – awareness and interest, %



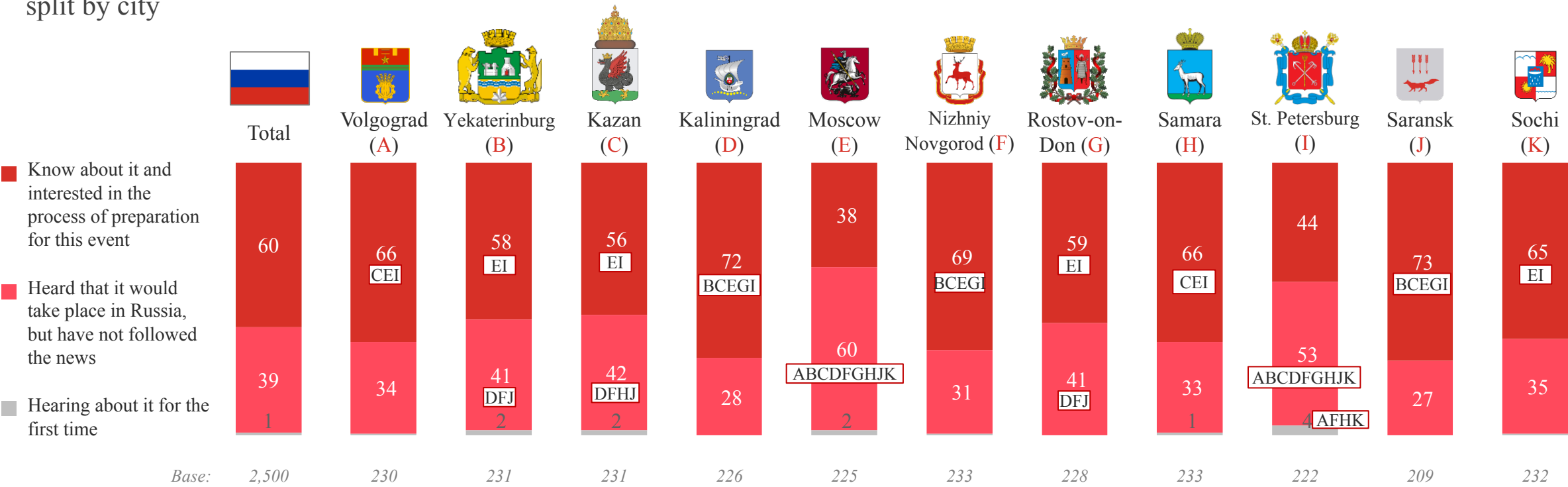
### Participants with awareness and interest by parameters, %



↑ - significantly higher than other group (95% confidence interval)

Saransk and Kaliningrad are the cities most aware of the World Cup, while Moscow and St. Petersburg are the least aware.

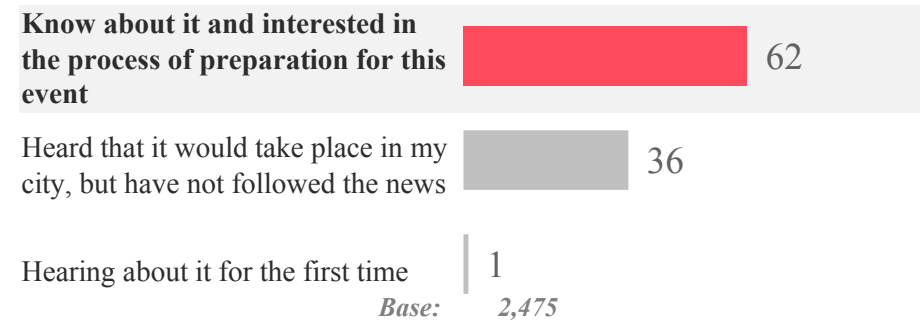
FIFA World Cup 2018 taking place in Russia - awareness and interest, %  
split by city



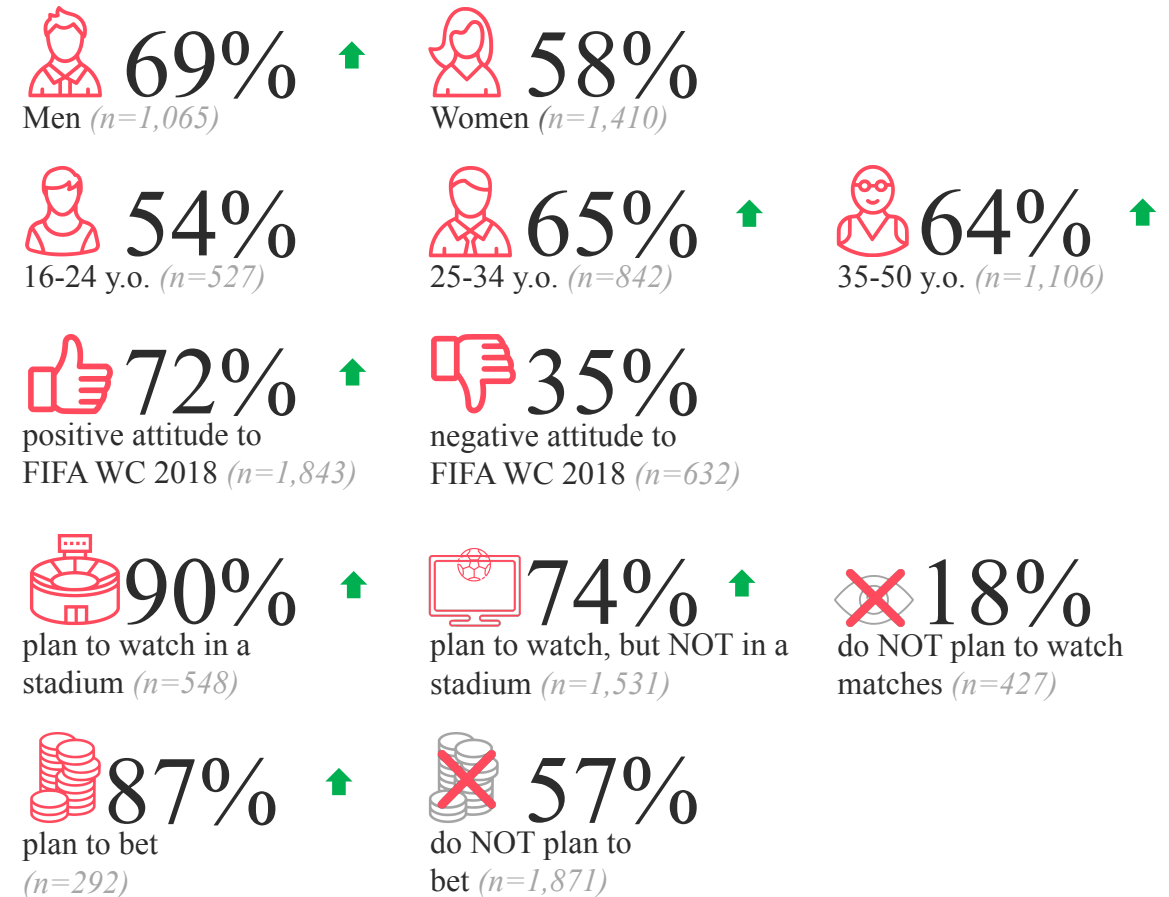
A - significantly higher than city A (95% confidence interval)

2/3 of the respondents know that the FIFA World Cup 2018 takes place in their home city. Older men, football fans and betting enthusiasts are significantly more aware.

### FIFA World Cup 2018 takes place in specific city – awareness and involvement, %



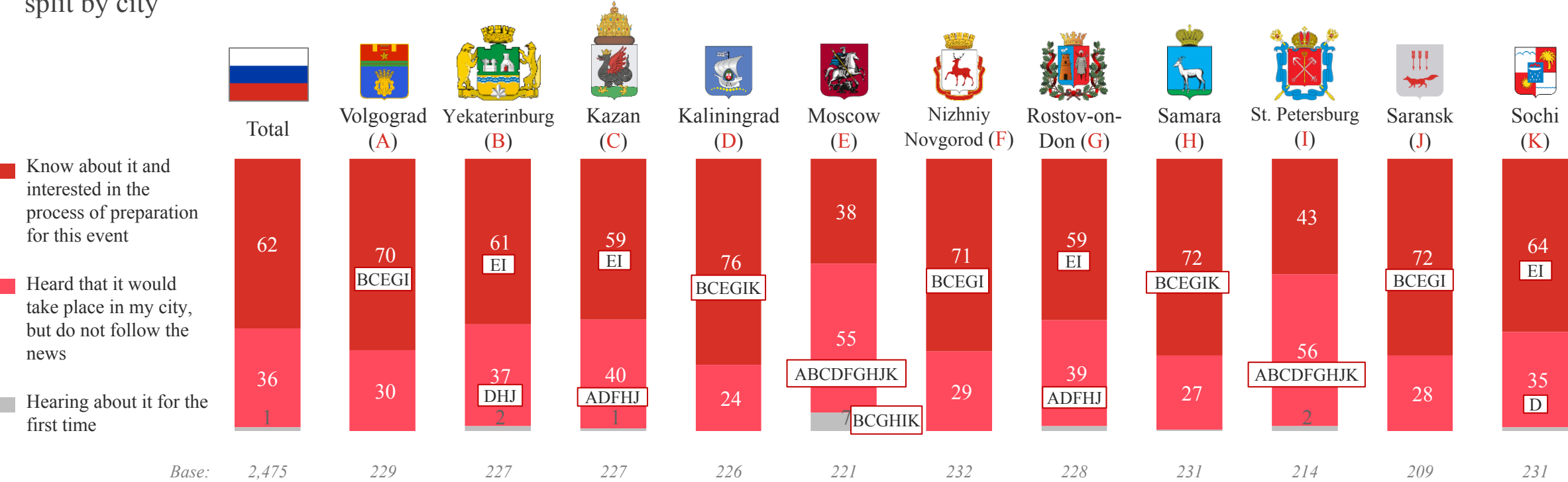
### Participants with awareness and interest by parameters, %



↑ - significantly higher than other group (95% confidence interval)

Moscow and St. Petersburg are two cities with the least interest in the preparation process. Kaliningrad followed by Saransk, Samara, Nizhniy and Volgograd are the top five most interested cities.

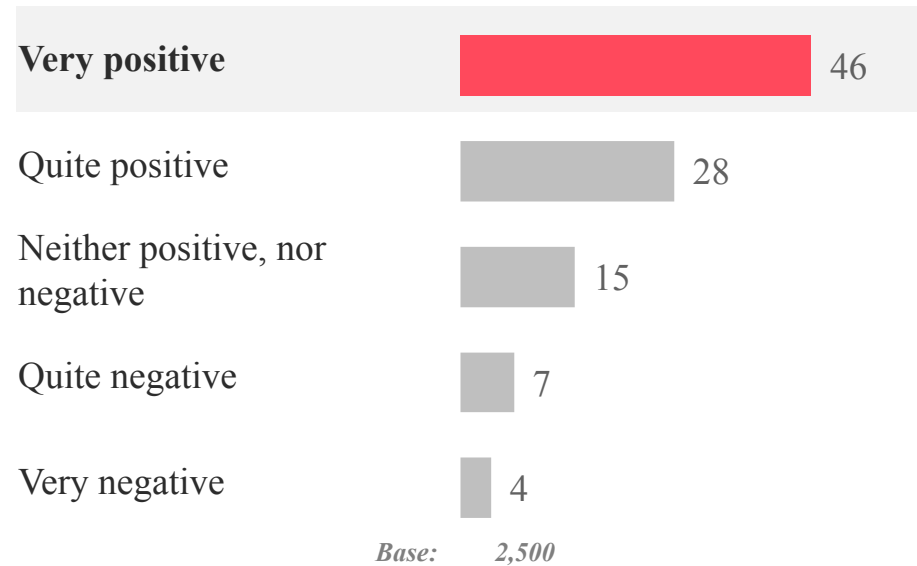
The FIFA World Cup 2018 takes place in specific city - awareness and interest, %  
split by city



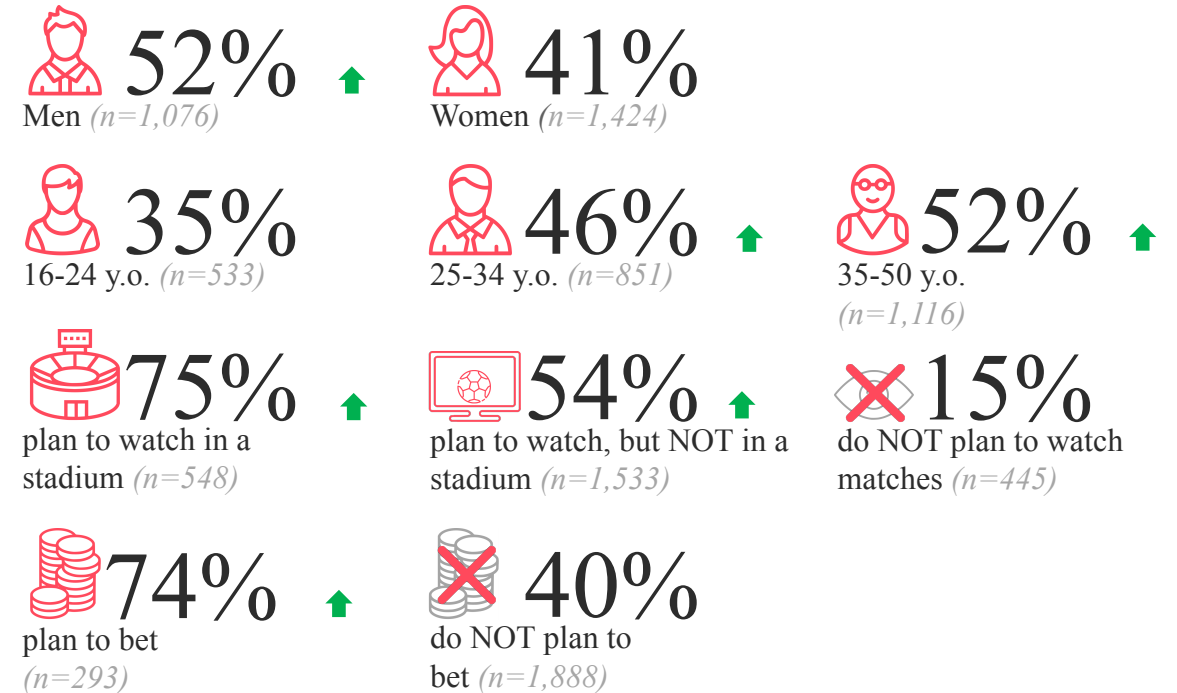
A - significantly higher than city A (95% confidence interval)

Almost half of Russians have a “Very positive” perception of the FIFA World Cup 2018 in Russia. Women and youngsters (16-24 yrs.) are least positive. Football fans and betting enthusiasts are most positive.

FIFA World Cup 2018 in Russia overall perception, %



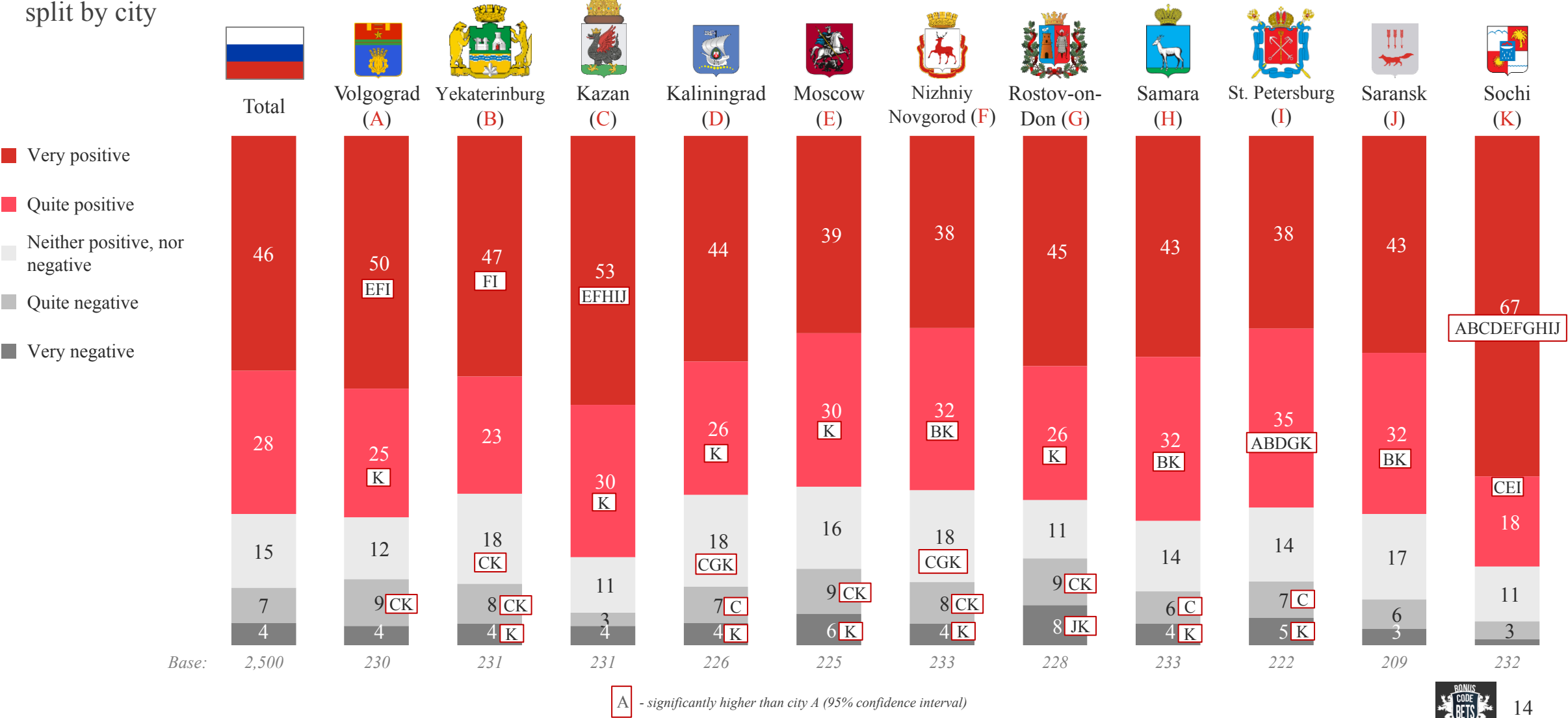
Audience with “Very positive” perception by parameters, %



↑ - significantly higher than other group (95% confidence interval)

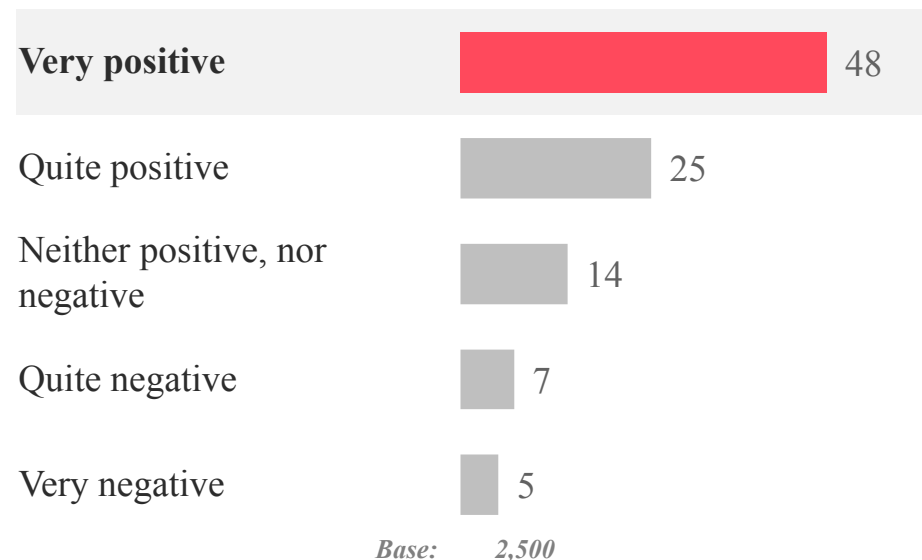
Kazan and Sochi are the two cities with the most positive perception of the tournament. Moscow, St. Petersburg and Nizhniy Novgorod are the three cities with the least positive perception.

Perception of FIFA World Cup 2018 in Russia, %  
split by city

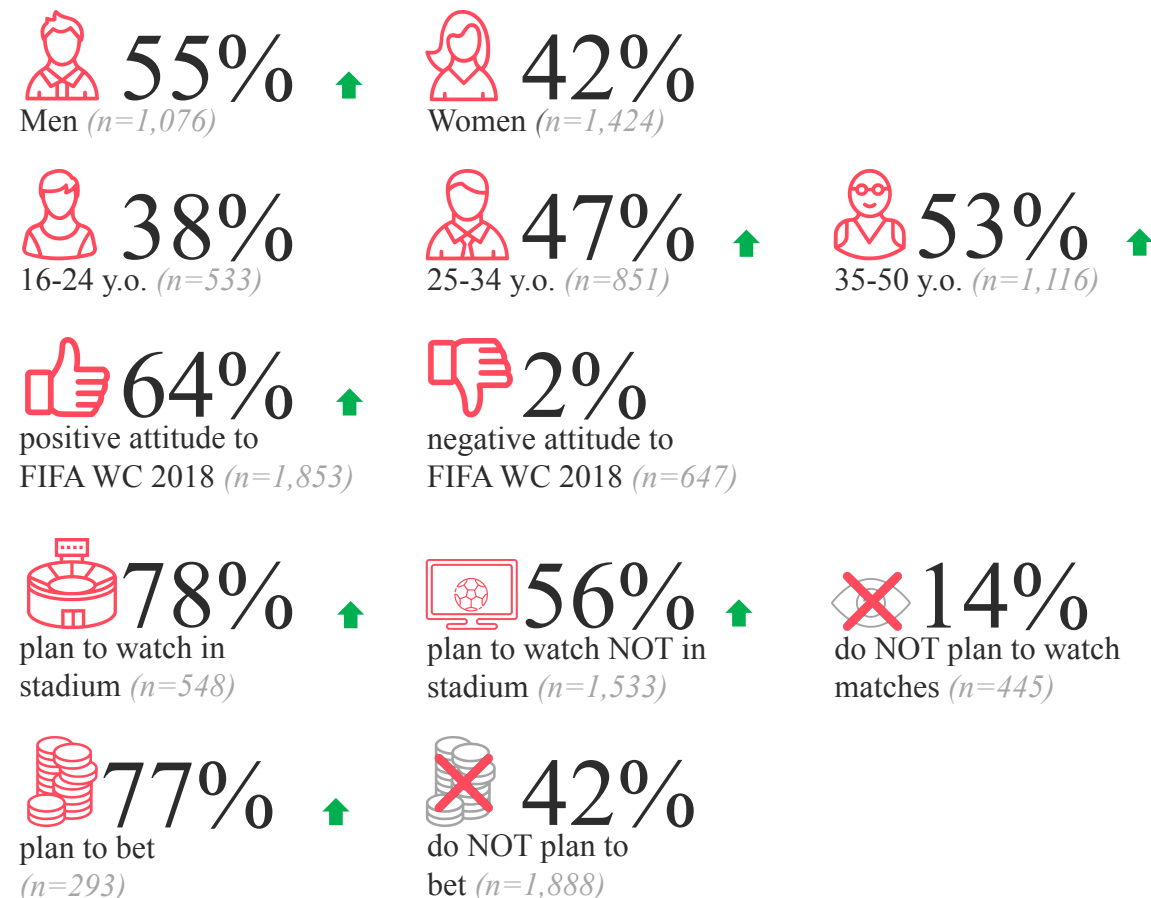


Almost half of the respondents have a “Very positive” opinion of the FIFA World Cup 2018 taking place in their city. Women and youngsters (16-24 yrs.) are least positive. Football fans and betting enthusiasts are most positive.

### Overall perception of the FIFA World Cup 2018 in specific city, %



### Participants with awareness and interest by parameters, %

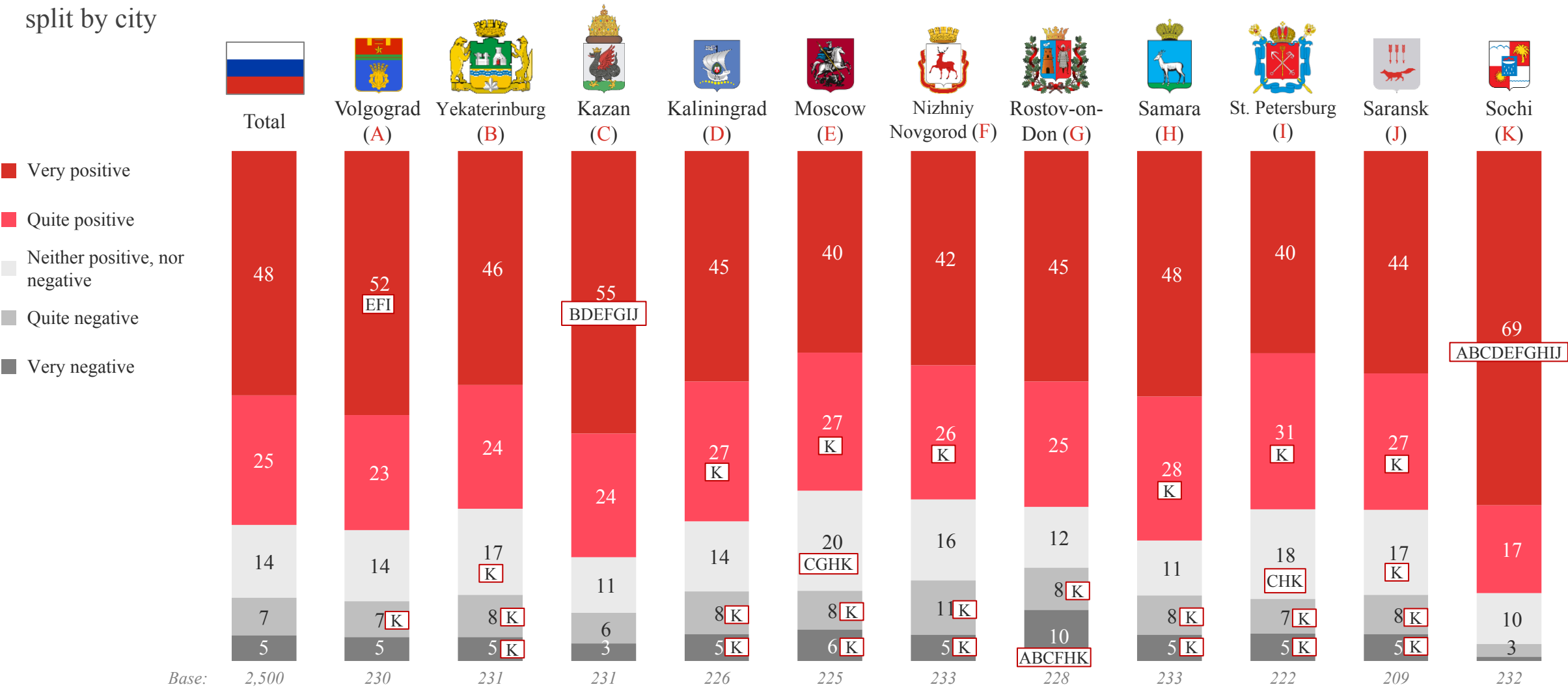


↑ - significantly higher than other group (95% confidence interval)

Kazan and Sochi are the two cities with the most positive perception of the tournament. Moscow, St. Petersburg and Nizhniy are the three cities with the least positive perception.

Overall perception of the FIFA World Cup 2018 in specific cities, %

split by city



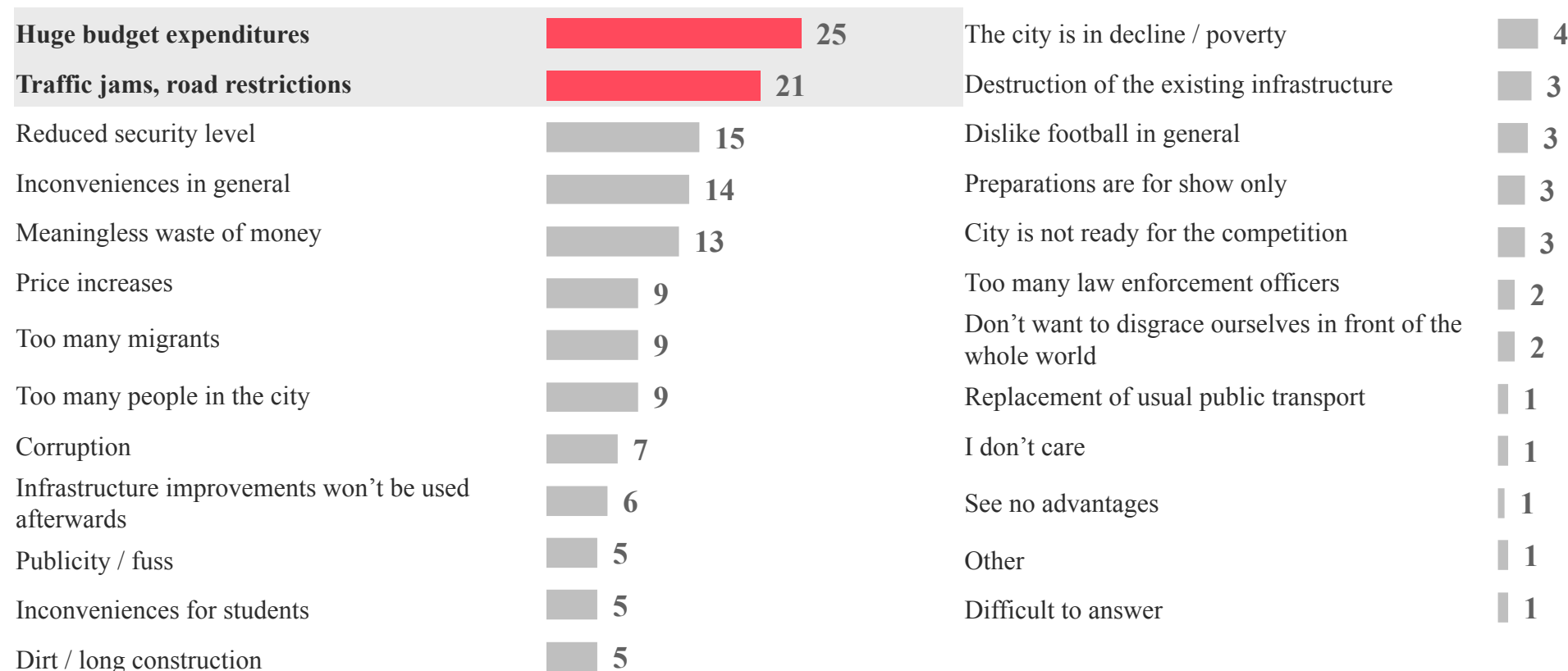
A - significantly higher than city A (95% confidence interval)



The top two reasons for a negative attitude towards the FIFA World Cup 2018 are ‘huge budget expenditures’ and ‘traffic jams and road restrictions’.

### Reasons for a negative attitude towards the FIFA World Cup 2018 matches in Russian cities, %

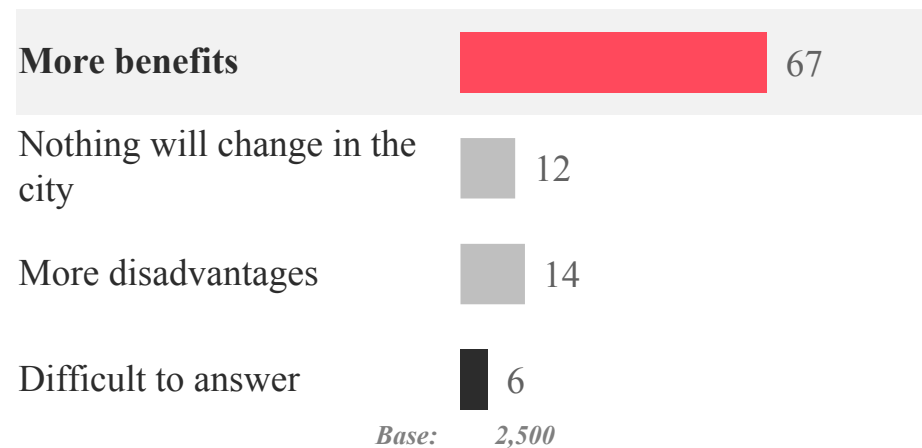
Base - those who are negative towards matches in their city



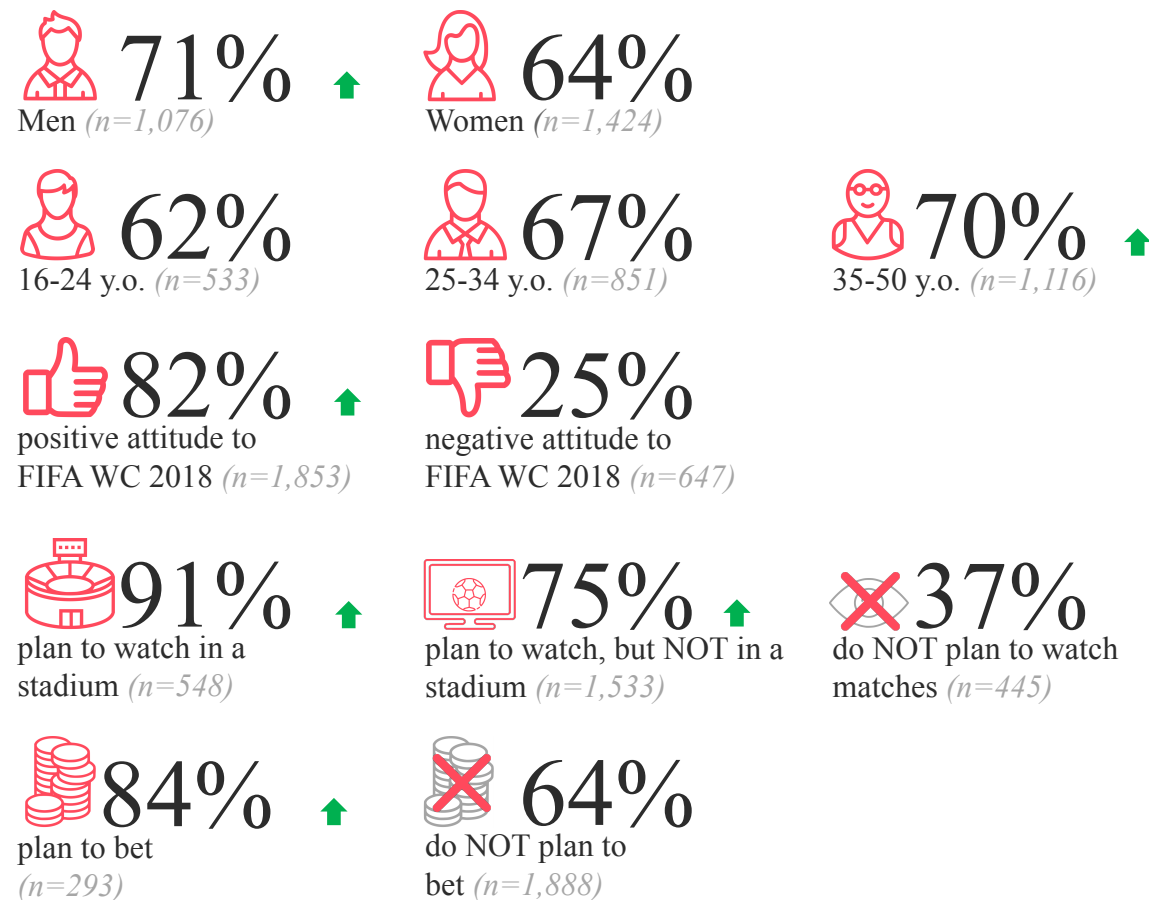
Base: 311

More than 2/3 of the respondents believe hosting the FIFA World Cup 2018 will be beneficial for their city. Women and youngsters (16-24 yrs.) are least positive. Football fans and betting enthusiasts are most positive.

### FIFA World Cup 2018 benefits for specific city, %



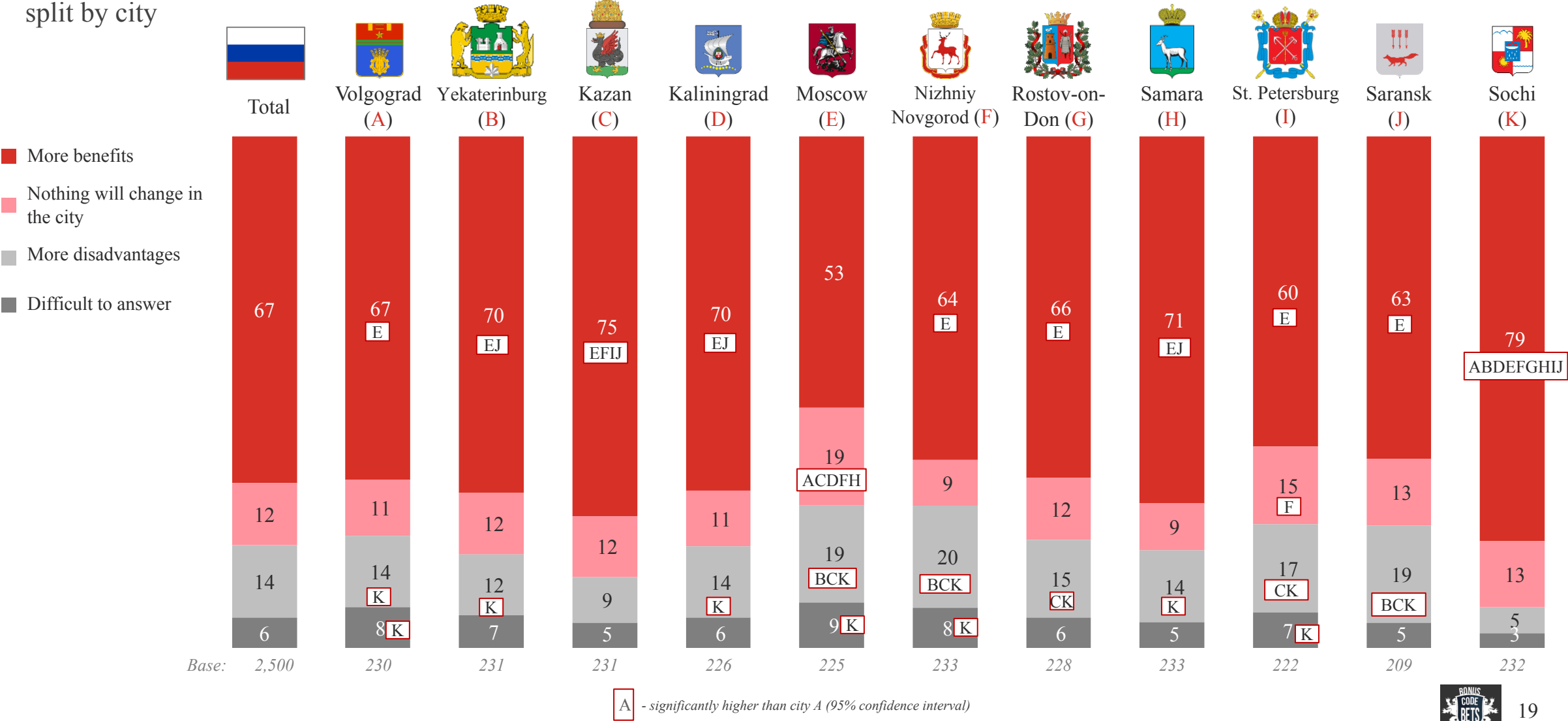
### Audience who believe the FIFA World Cup 2018 will be beneficial - details, %



↑ - significantly higher than other group (95% confidence interval)

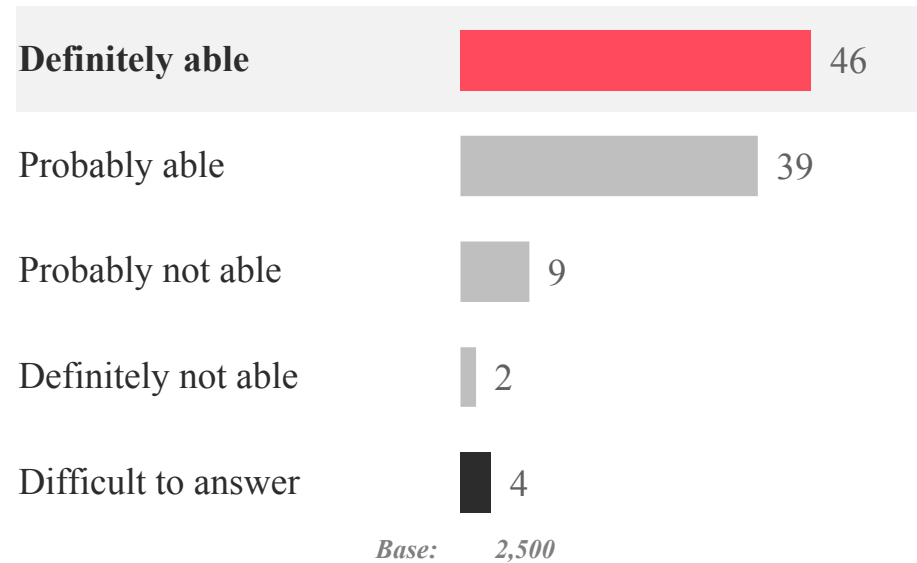
Sochi and Kazan are the top two cities who see hosting the FIFA World Cup 2018 as beneficial for their city. Moscow is the city where people see the fewest benefits of hosting.

FIFA World Cup 2018 benefits for specific city, %  
split by city

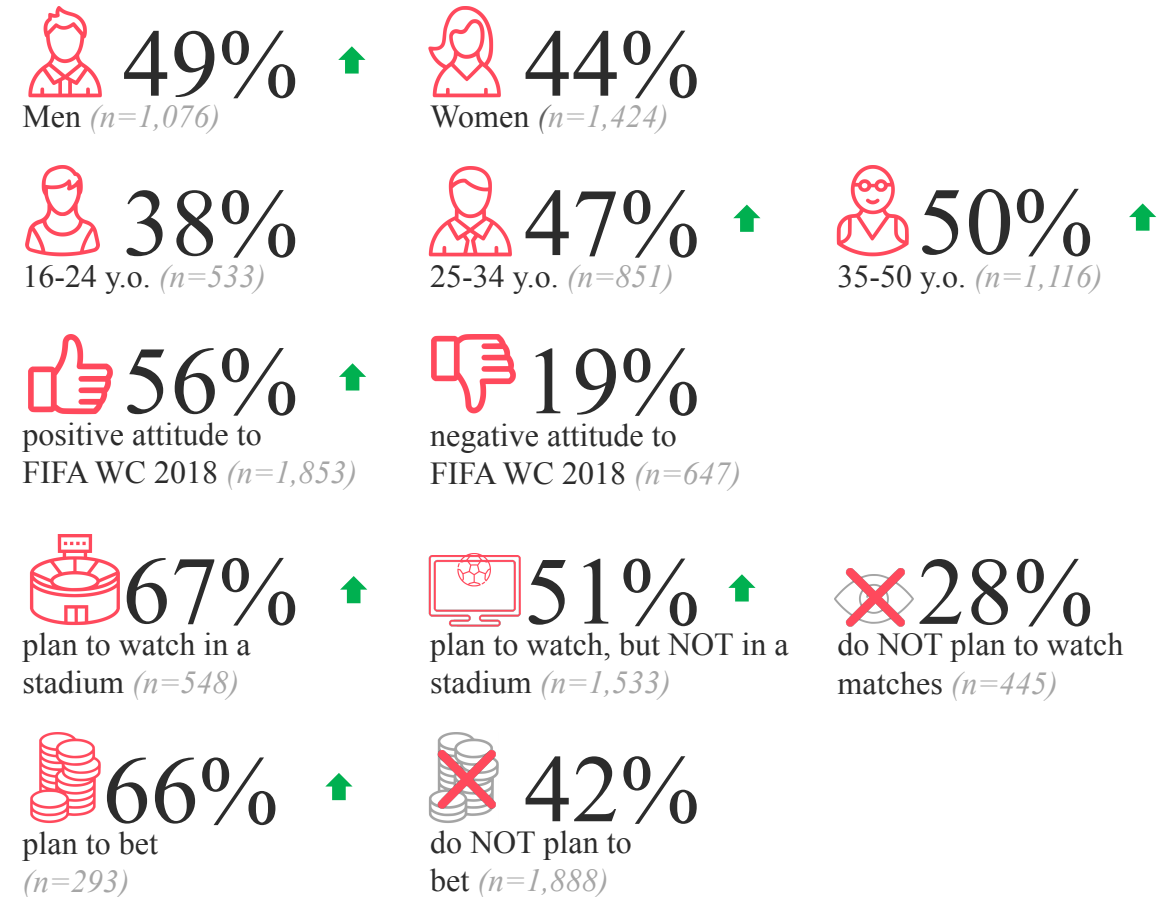


Almost half of the respondents consider their city to be capable of hosting the FIFA World Cup 2018. Women and youngsters (16-24 yrs.) are least positive regarding this. Football fans and betting enthusiasts are most positive.

#### Ability to host the FIFA World Cup 2018, %



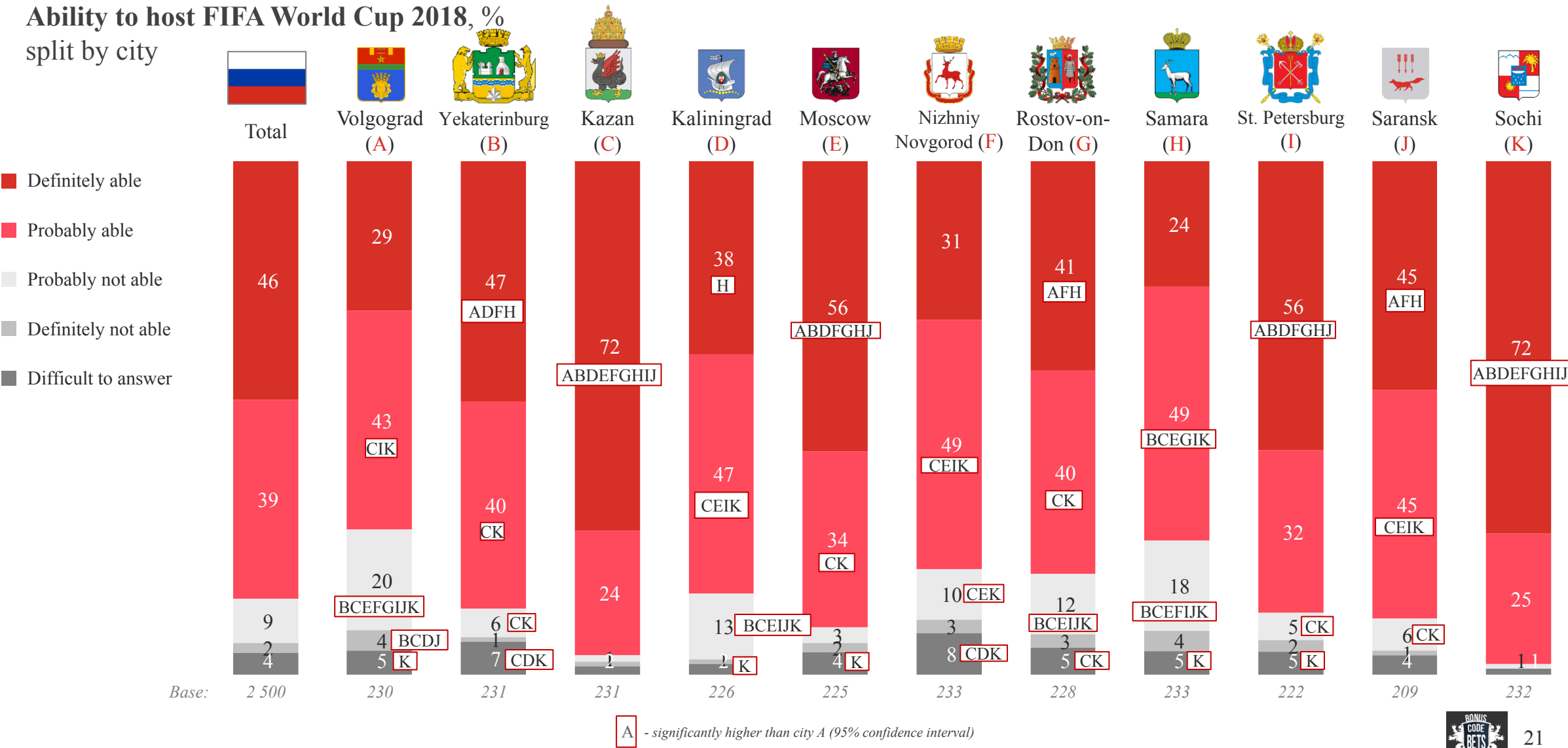
#### Audience definitely sure that their city is capable of hosting - details, %



↑ - significantly higher than other group (95% confidence interval)

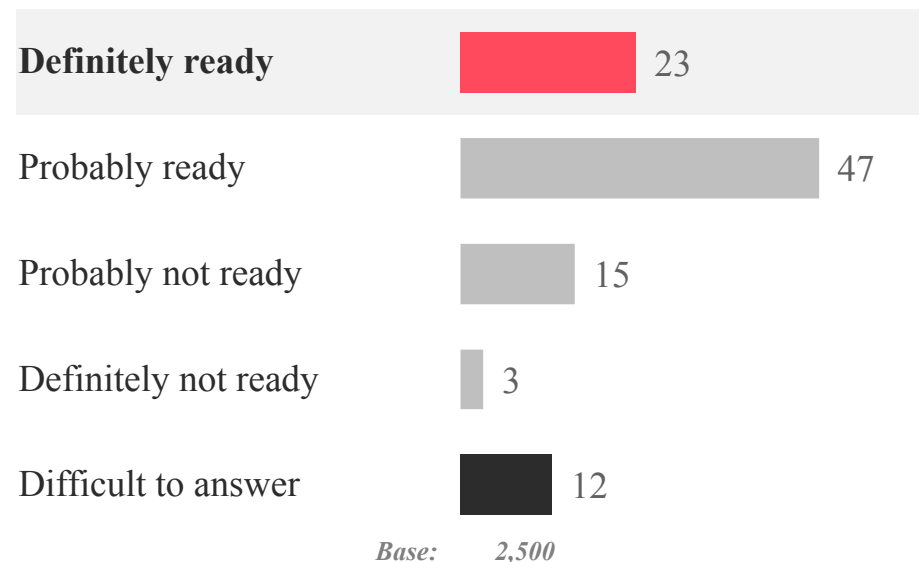
The populations of Samara and Volgograd see their cities as least capable of hosting the FIFA World Cup 2018 games. Kazan and Sochi are the top two cities where the majority of the population are sure that they are capable to host the event.

Ability to host FIFA World Cup 2018, %  
split by city

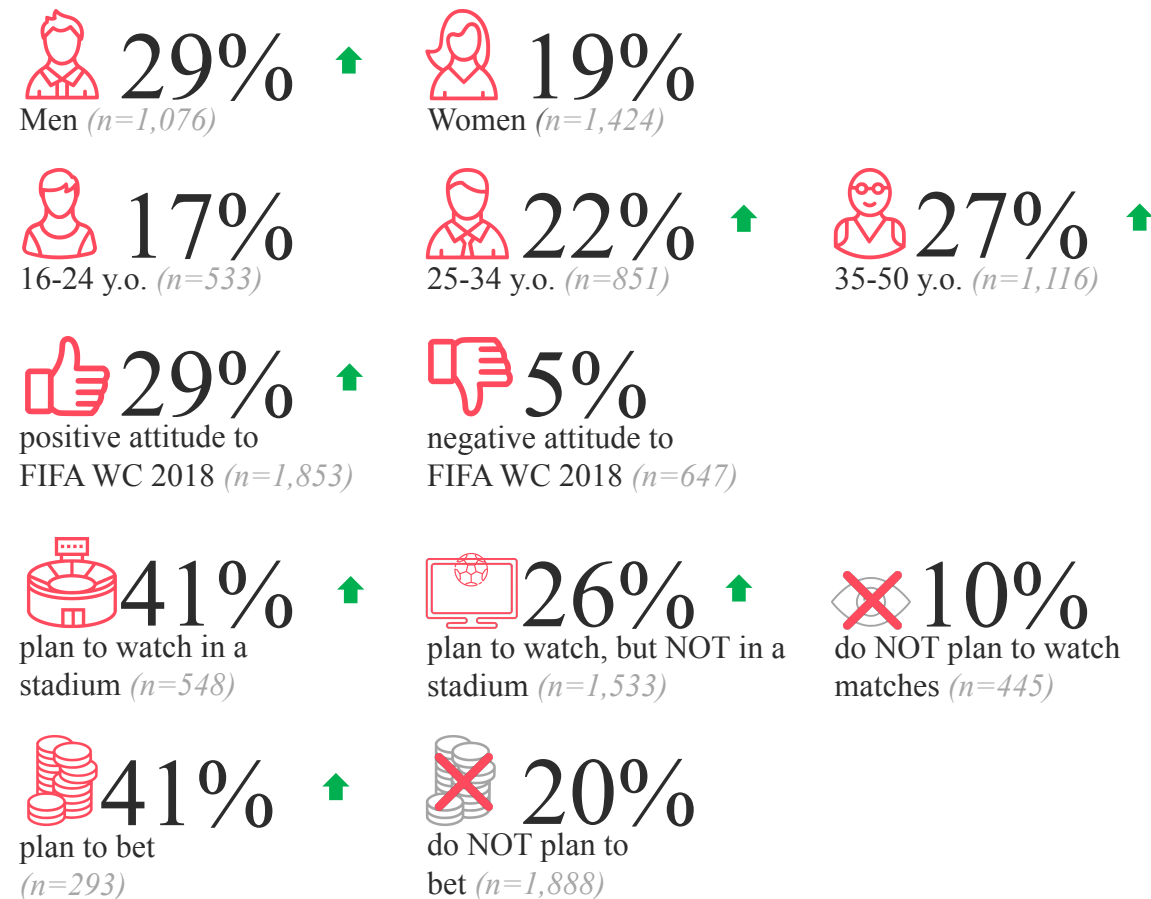


1/4 of the respondents believe their city will be successful in the preparation process. Women and youngsters (16-24 yrs.) are least positive. Football fans and betting enthusiasts are most positive.

## Readiness for FIFA World Cup 2018, %



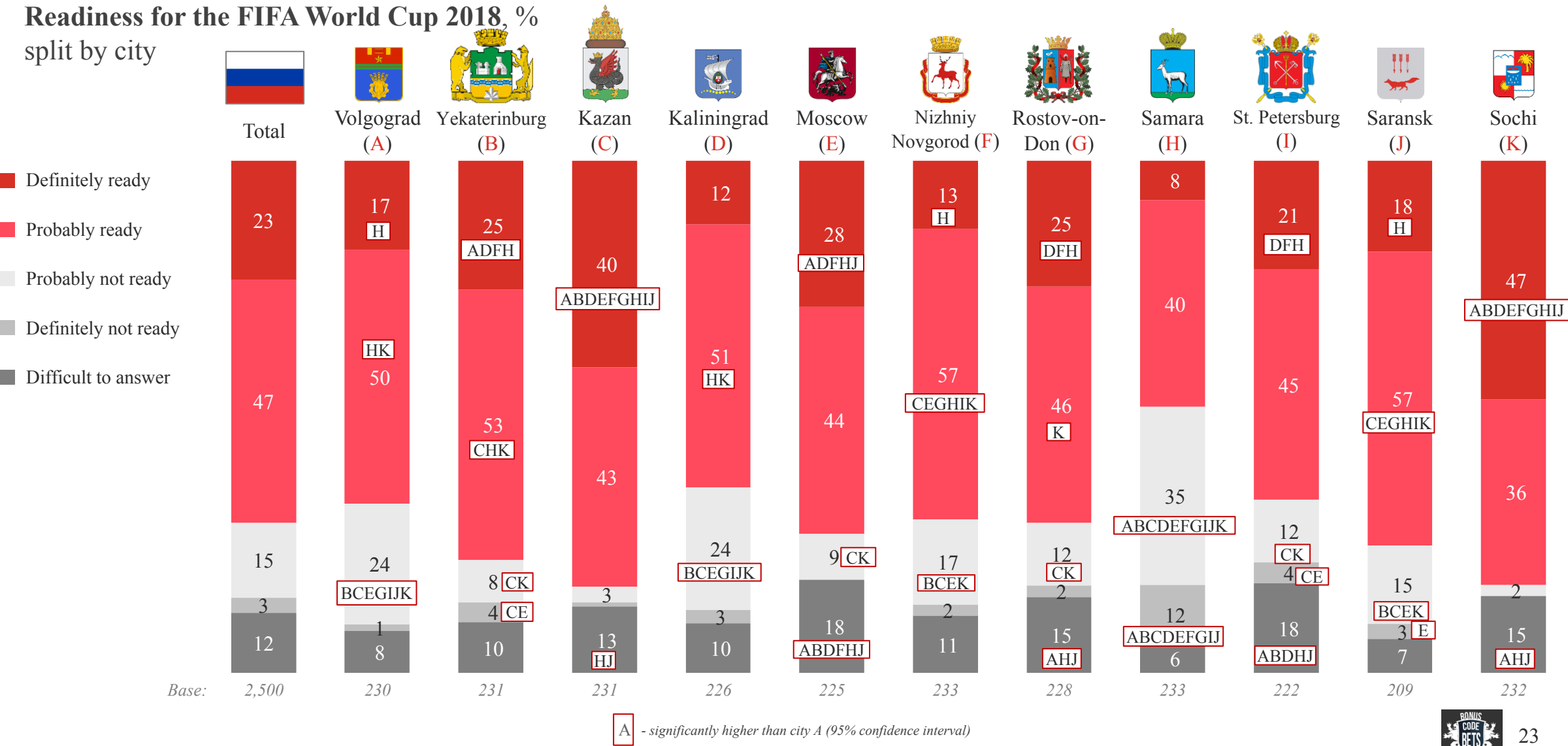
## Audience definitely sure that preparations will be successful - details, %



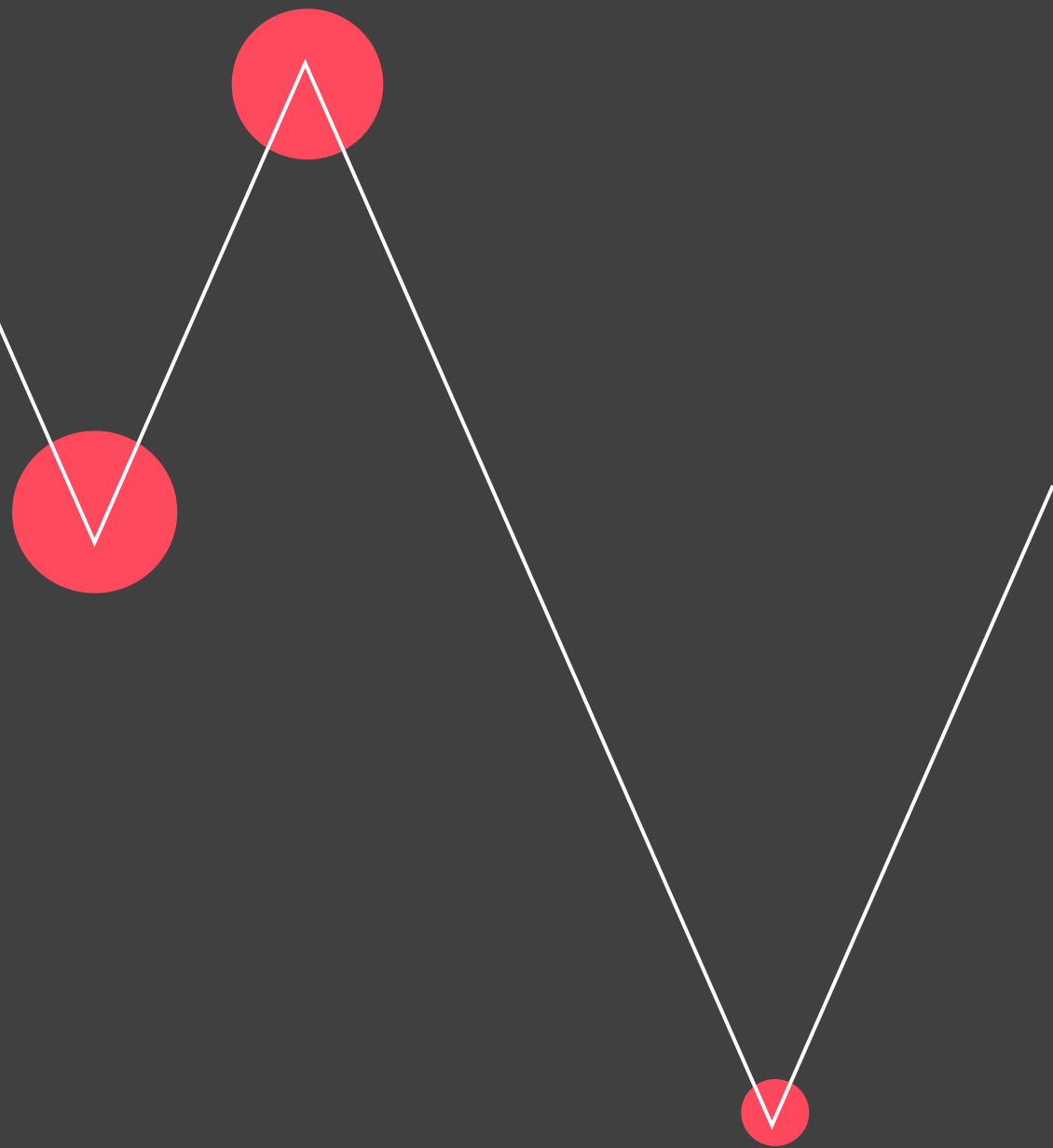
↑ - significantly higher than other group (95% confidence interval)

Samara followed by Kaliningrad perceive themselves to be least likely to be successful in their preparations for the World Cup. Kazan and Sochi, followed by Yekaterinburg and Saransk are most positive regarding their readiness.

Readiness for the FIFA World Cup 2018, %  
split by city



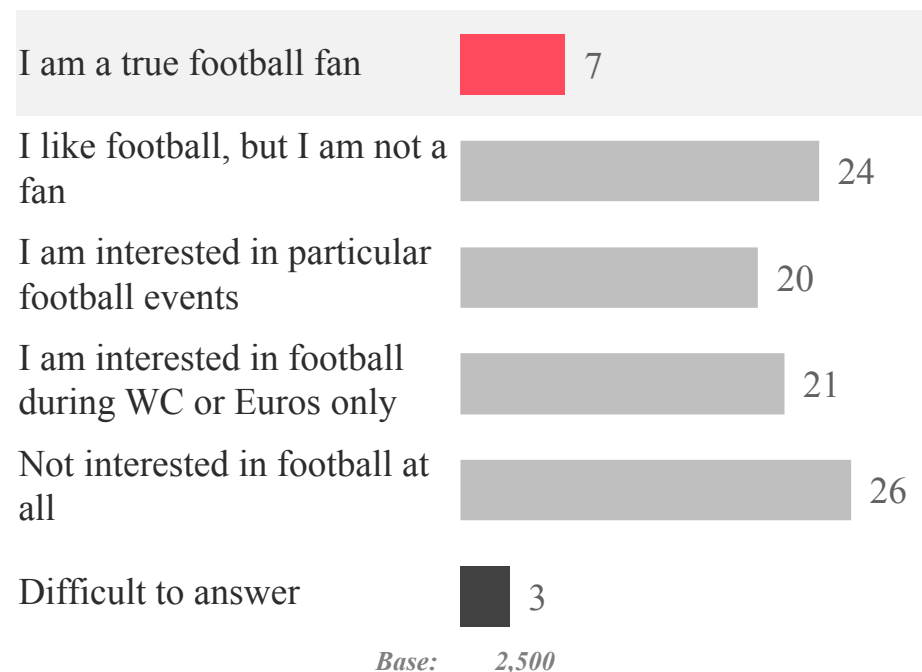
# Russian perceptions and attitudes towards football



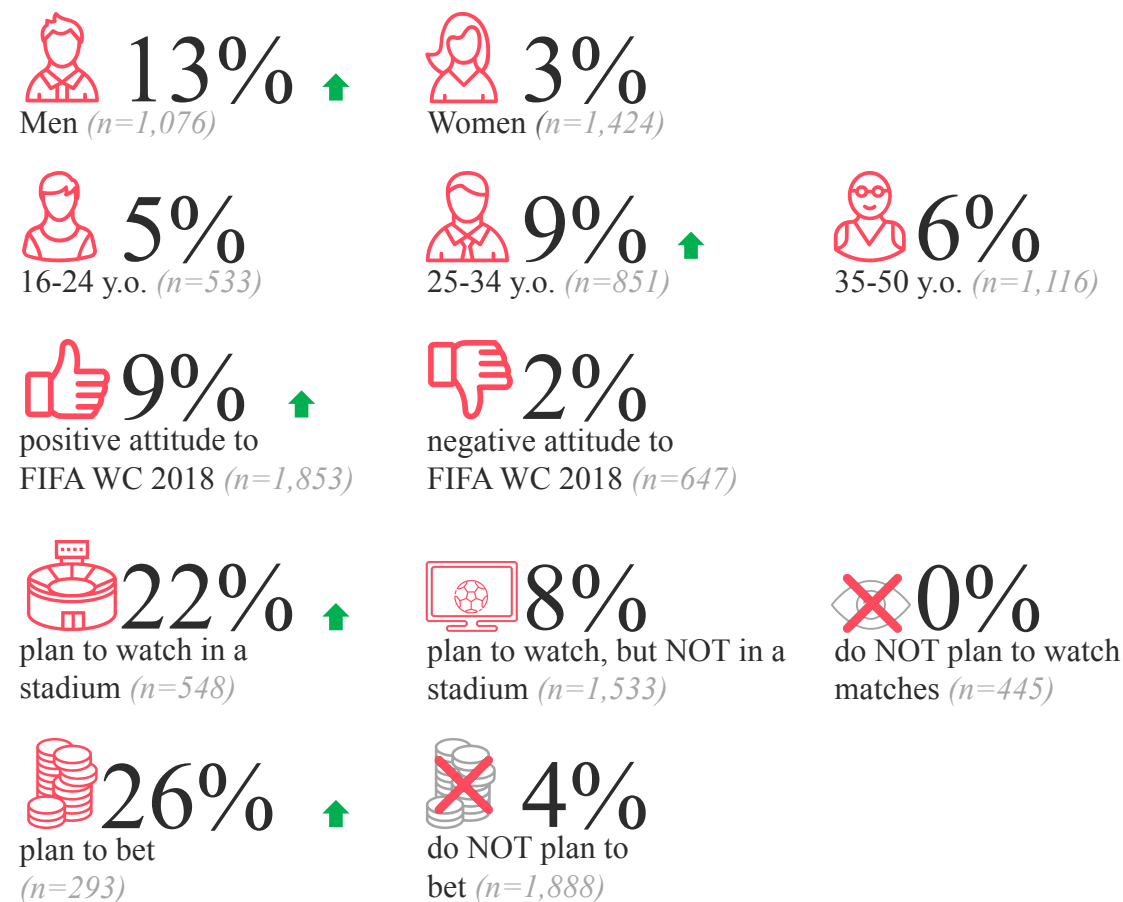


40% of those surveyed are interested in football at major tournaments or because of special events. 1/4 of the participants were not interested in the sport at all, while another 25% like football but do not consider themselves to be fans. Only 7% consider themselves true football fans.

### Interest in football, total %

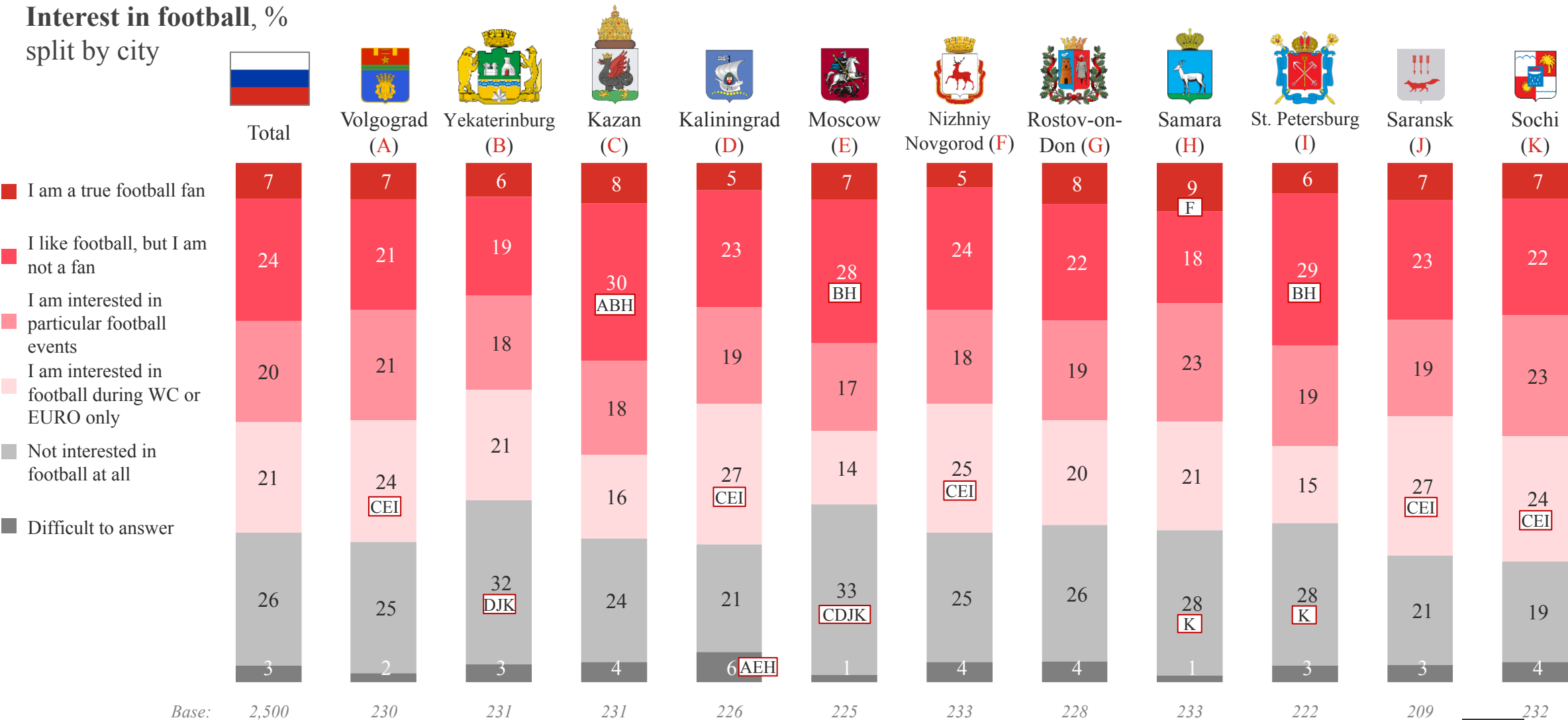


### True football fans - details, %



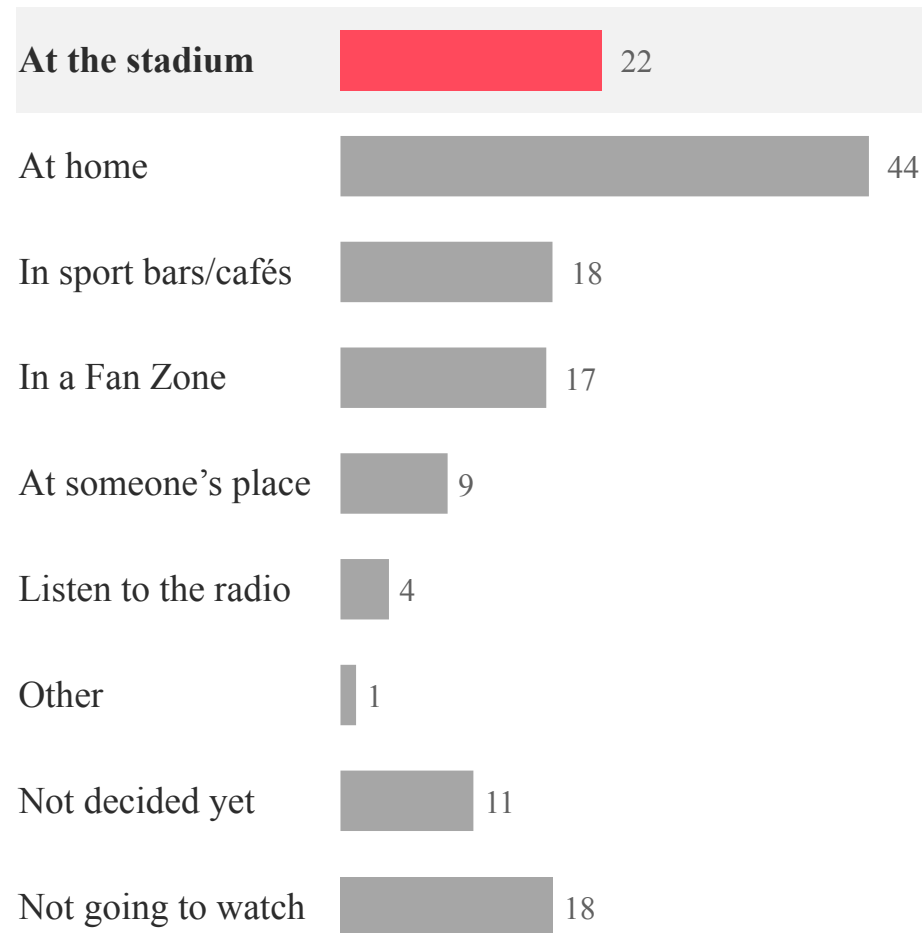
↑ - significantly higher than other group (95% confidence interval)

Samara, Kazan and Rostov-on-Don are the cities with the highest shares of true fans (8-9%). In Moscow, St. Petersburg and Kazan one-third of the population like football, but do not consider themselves fans.



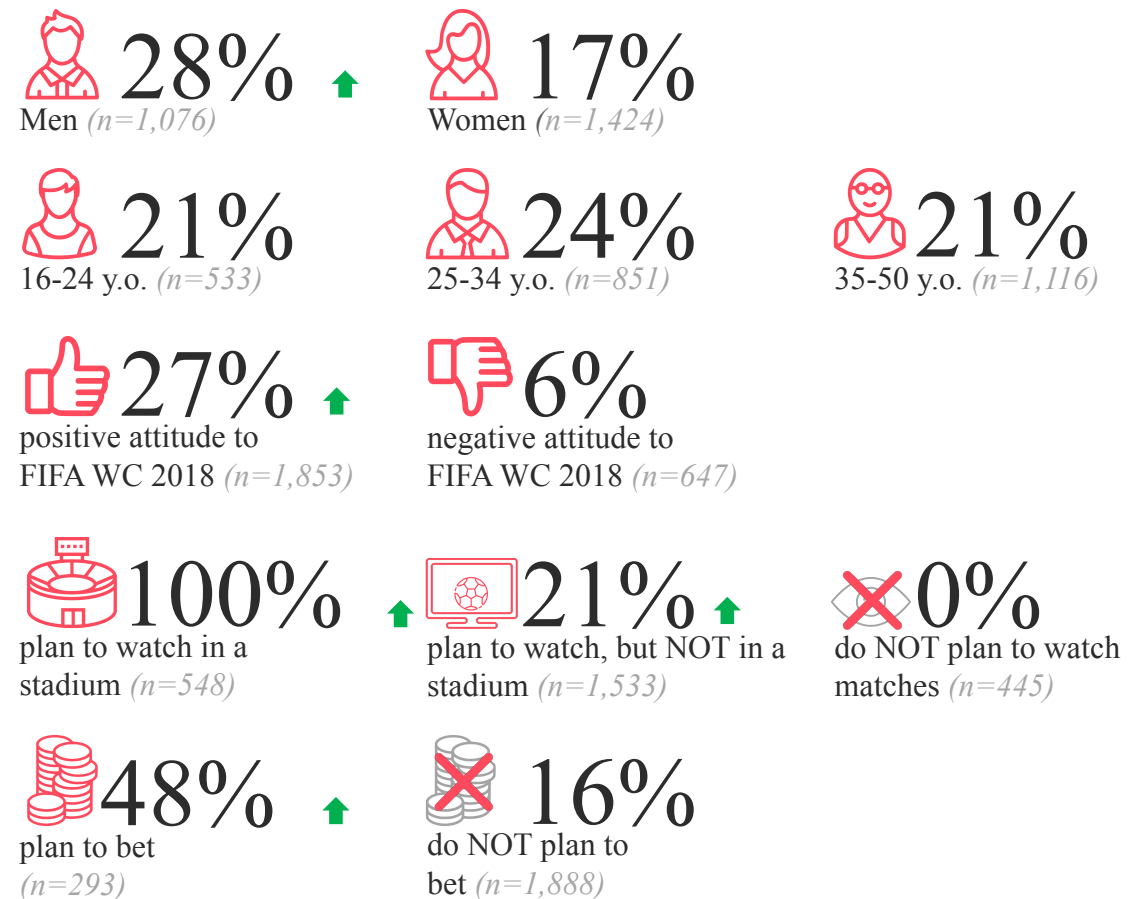
A large majority of Russians (82%) plan to watch FIFA World Cup 2018 matches. One in five will go to a stadium. About half of the population are going to watch TV broadcasts at home.

### Plans to watch the FIFA World Cup 2018, %



Base: 2,500

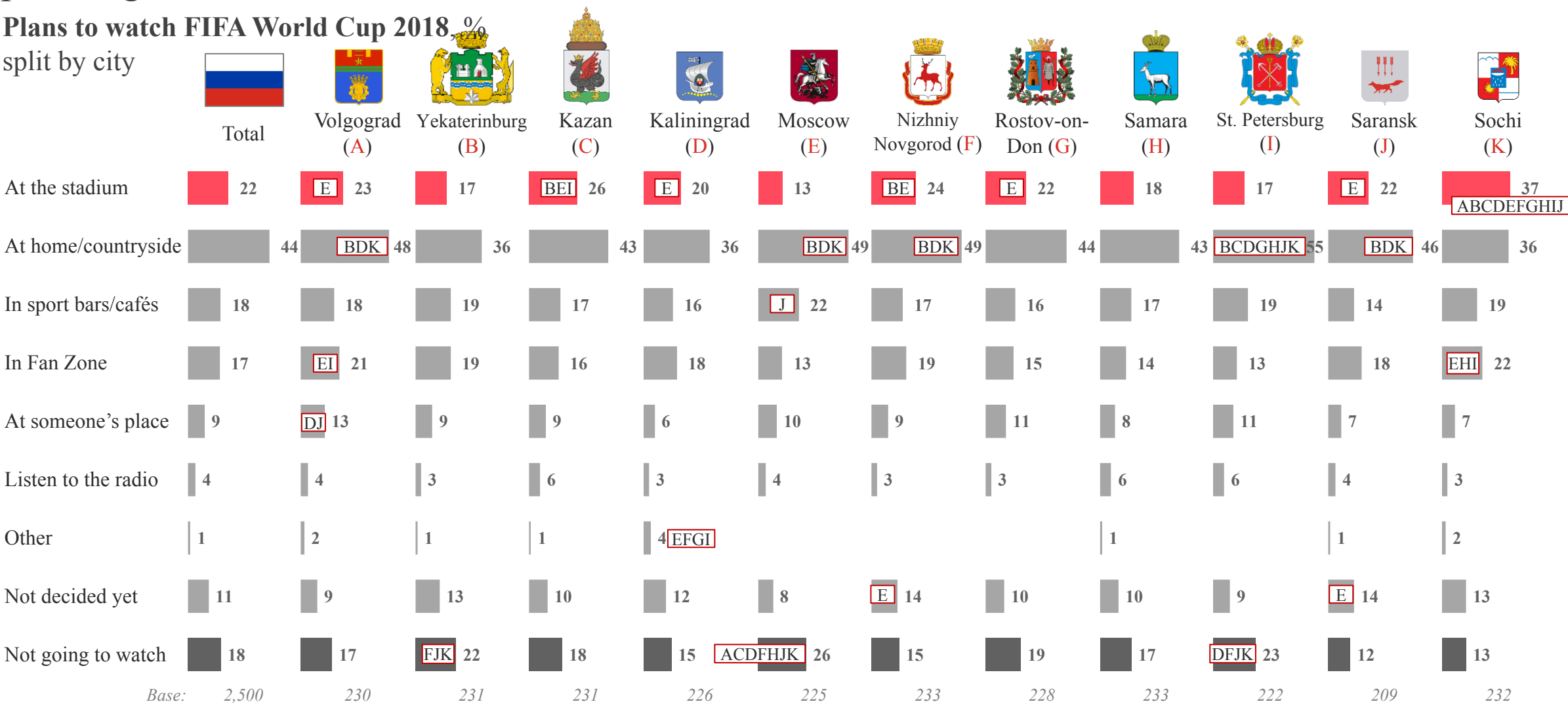
### Audience going to watch matches in the stadium - details, %



↑ - significantly higher than other group (95% confidence interval)

Sochi has this highest percentage of citizens planning on attending matches in the stadium. Kazan, Nizhniy, Saransk, Rostov-on-Don and Kaliningrad each have 20% or more of their population planning to attend.

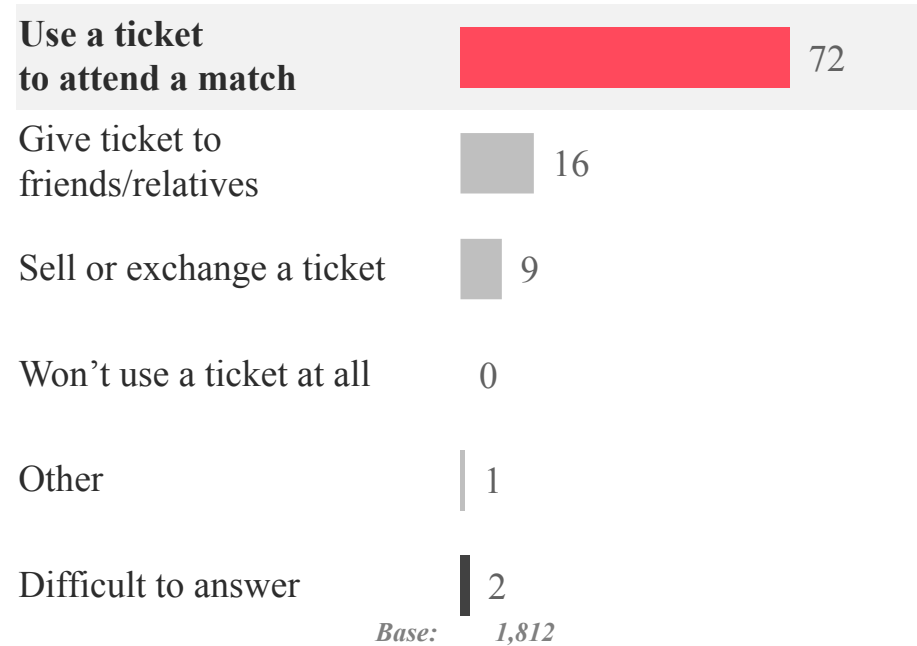
Plans to watch FIFA World Cup 2018, %  
split by city



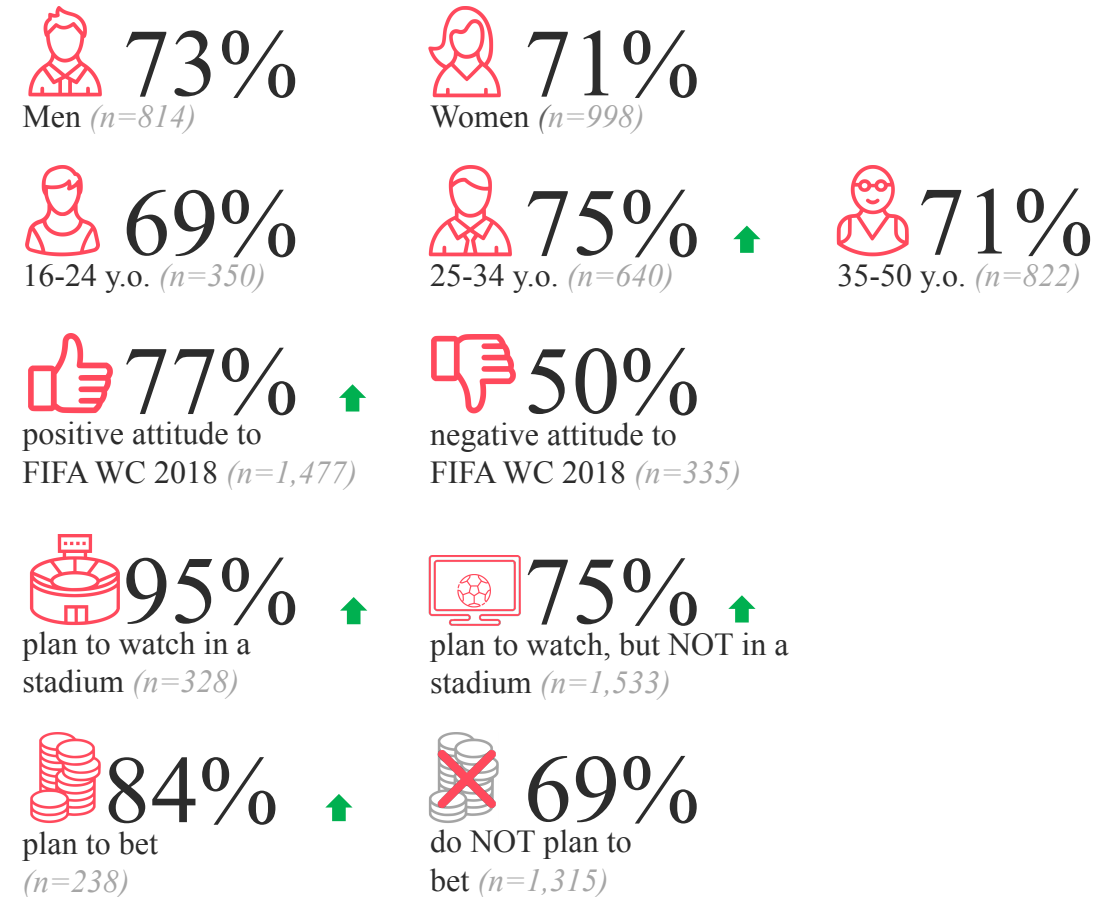
A - significantly higher than city A (95% confidence interval)

Hypothetically, if they had received a free invitation, the majority of Russians (72%) would attend a match, 16% would give it to friends or relatives and only 9% would resell the ticket.

### Plans regarding free ticket, %



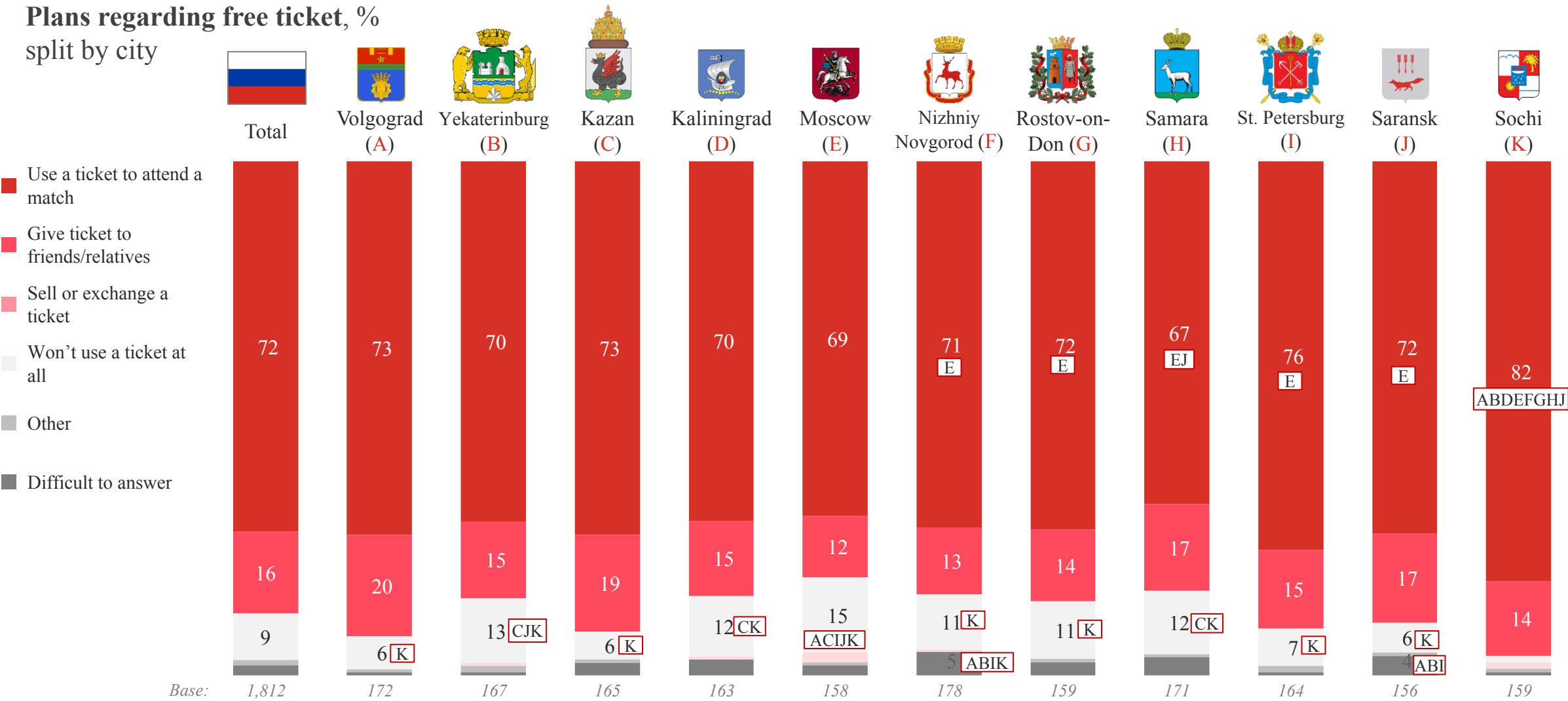
### Audience who would attend a match if they received a free ticket - details, %



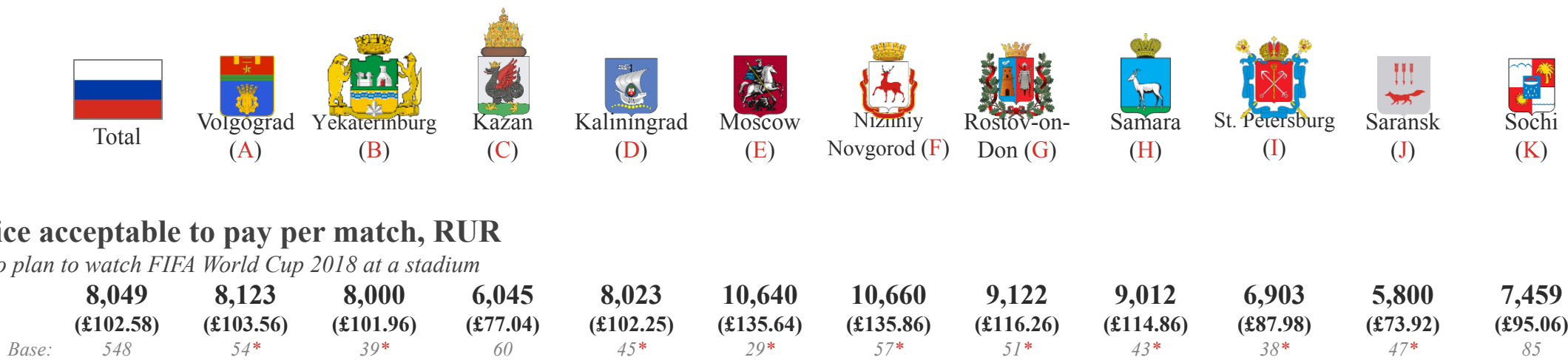
↑ - significantly higher than other group (95% confidence interval)

Sochi and St. Petersburg are the cities where the highest share of people would use a ticket to watch a match in the stadium if it was free (82% and 76%), followed by Saransk, Rostov-on-Don, Nizhniy and Samara.

Plans regarding free ticket, %  
split by city



At least 30% of people from Saransk, Rostov-on-Don, Kaliningrad, St. Petersburg and Yekaterinburg are not prepared to pay for a match ticket. The average price people are prepared to spend on a match ticket is 8,000 RUR.

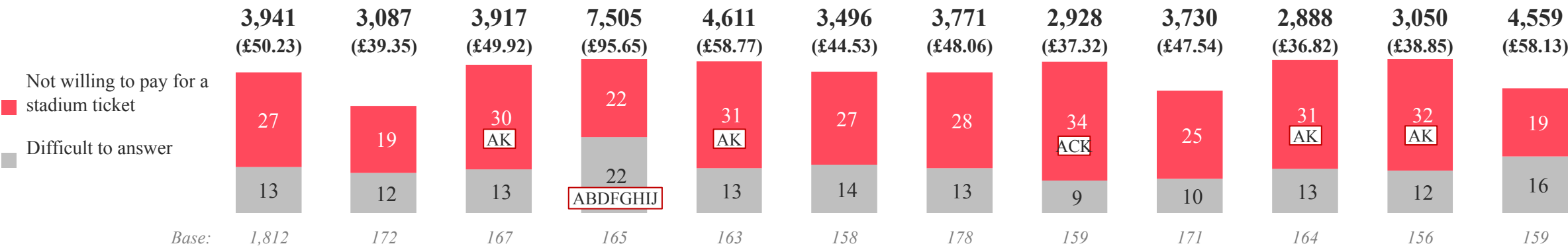


General price acceptable to pay per match, RUR

Base - those who plan to watch FIFA World Cup 2018 at a stadium

The highest price acceptable to pay per match, RUR

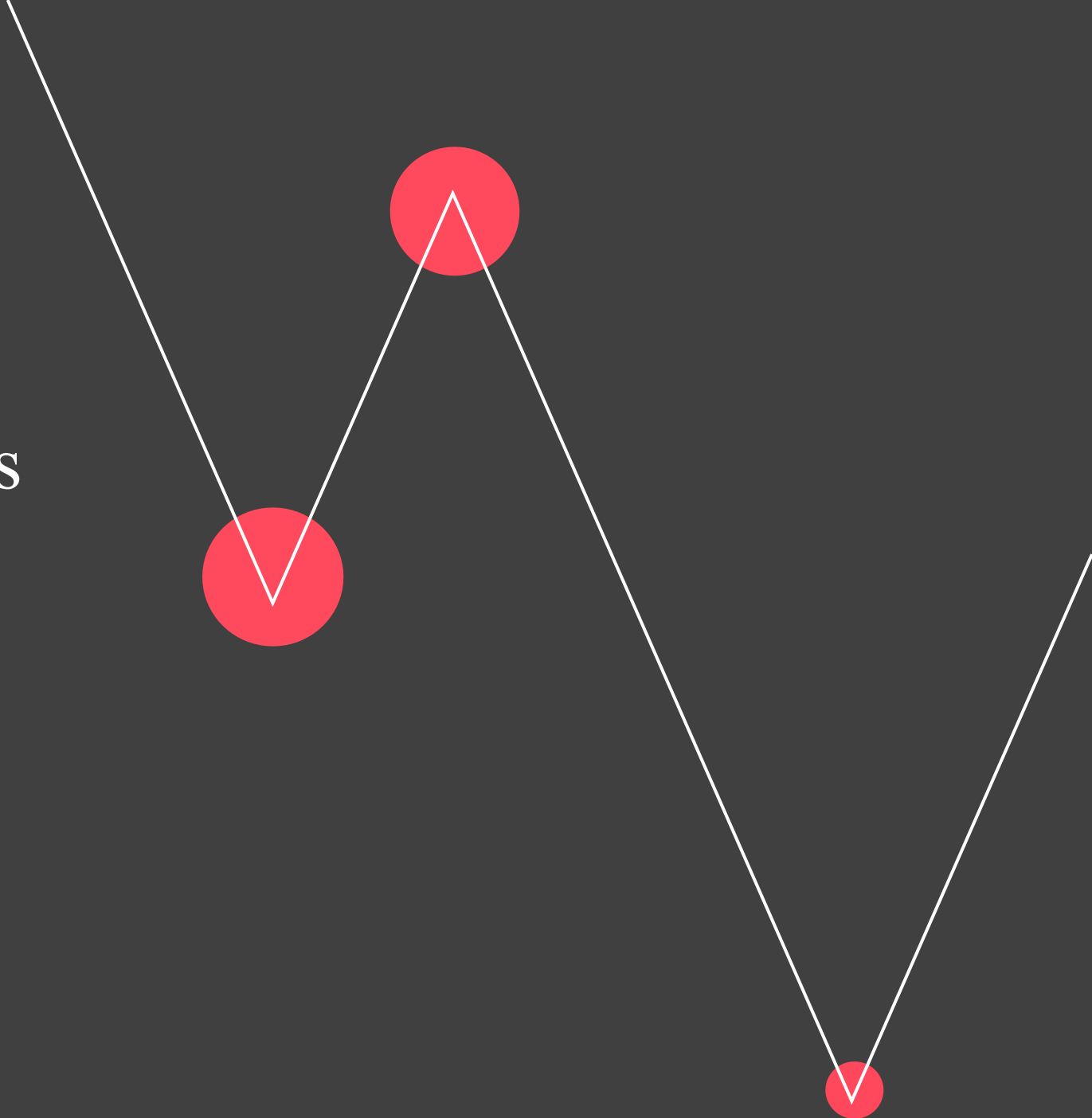
Base - those who plan to watch FIFA World Cup 2018, but NOT at a stadium



A - significantly higher than city A (95% confidence interval)  
\* - small base, descriptive purpose only



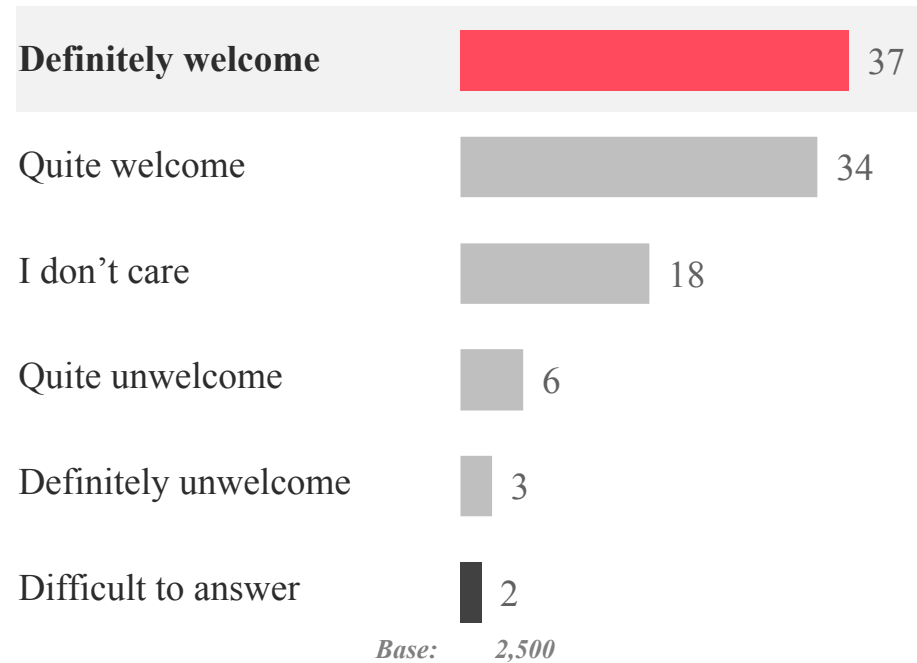
# Russian perceptions towards visiting fans



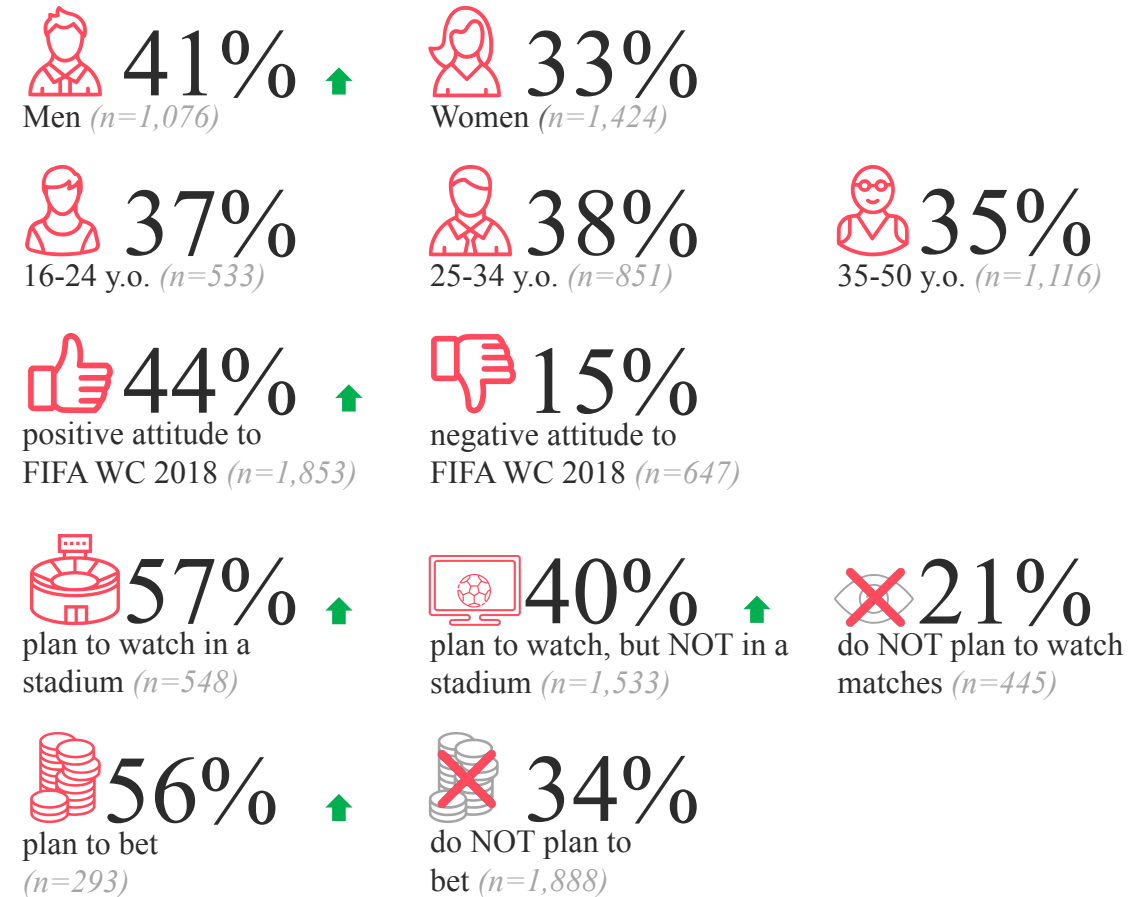


37% of those polled said tourists and fans are “definitely welcome,” while 34% picked “quite welcome”. Men and football fans have a more positive perception towards fans.

### Attitude towards foreigners, %

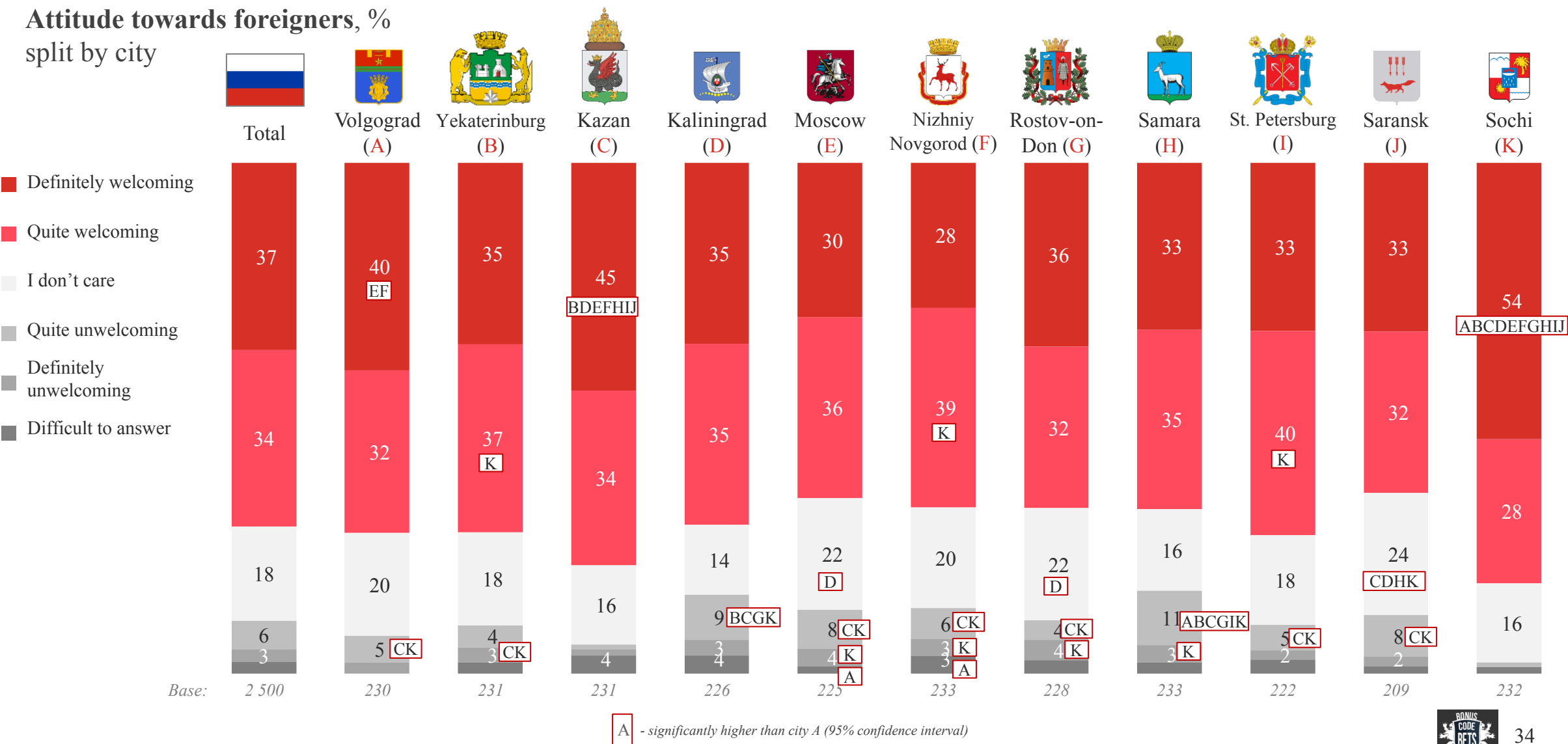


### Audience that definitely welcome foreigners - details, %



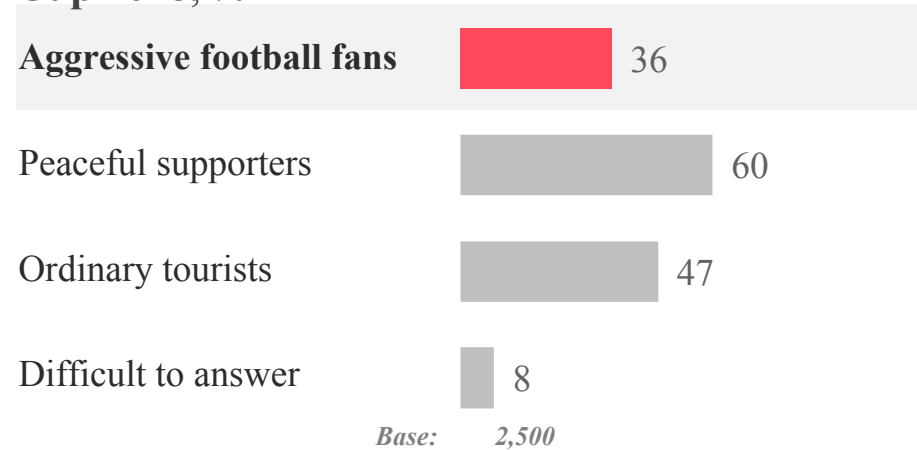
↑ - significantly higher than other group (95% confidence interval)

The top two most welcoming cities are Sochi and Kazan.  
Saransk and Moscow are the two least welcoming cities, being mostly indifferent.

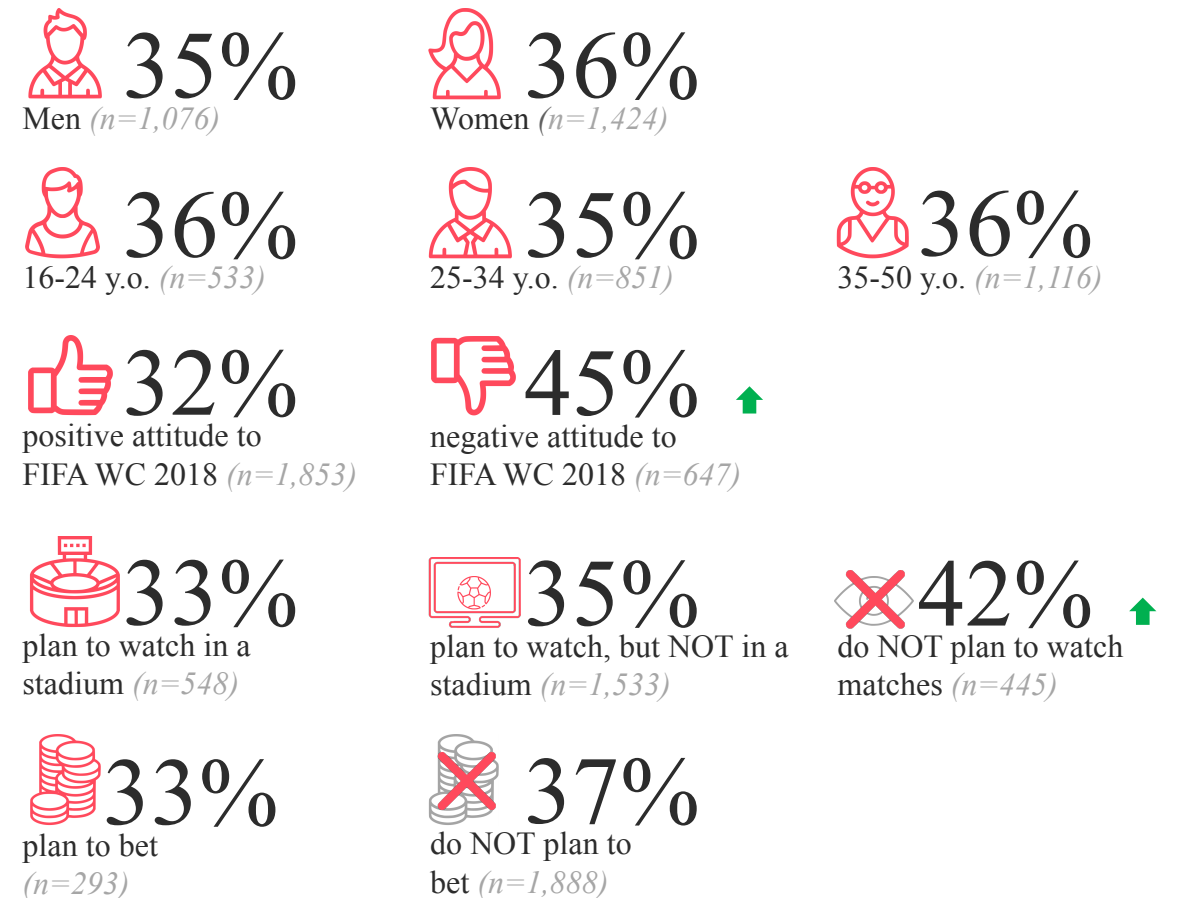


Almost two out of three surveyed are expecting peaceful supporters in Russia. Whereas 37% are expecting aggressive football fans.

### Expectations of visitors during the FIFA World Cup 2018, %

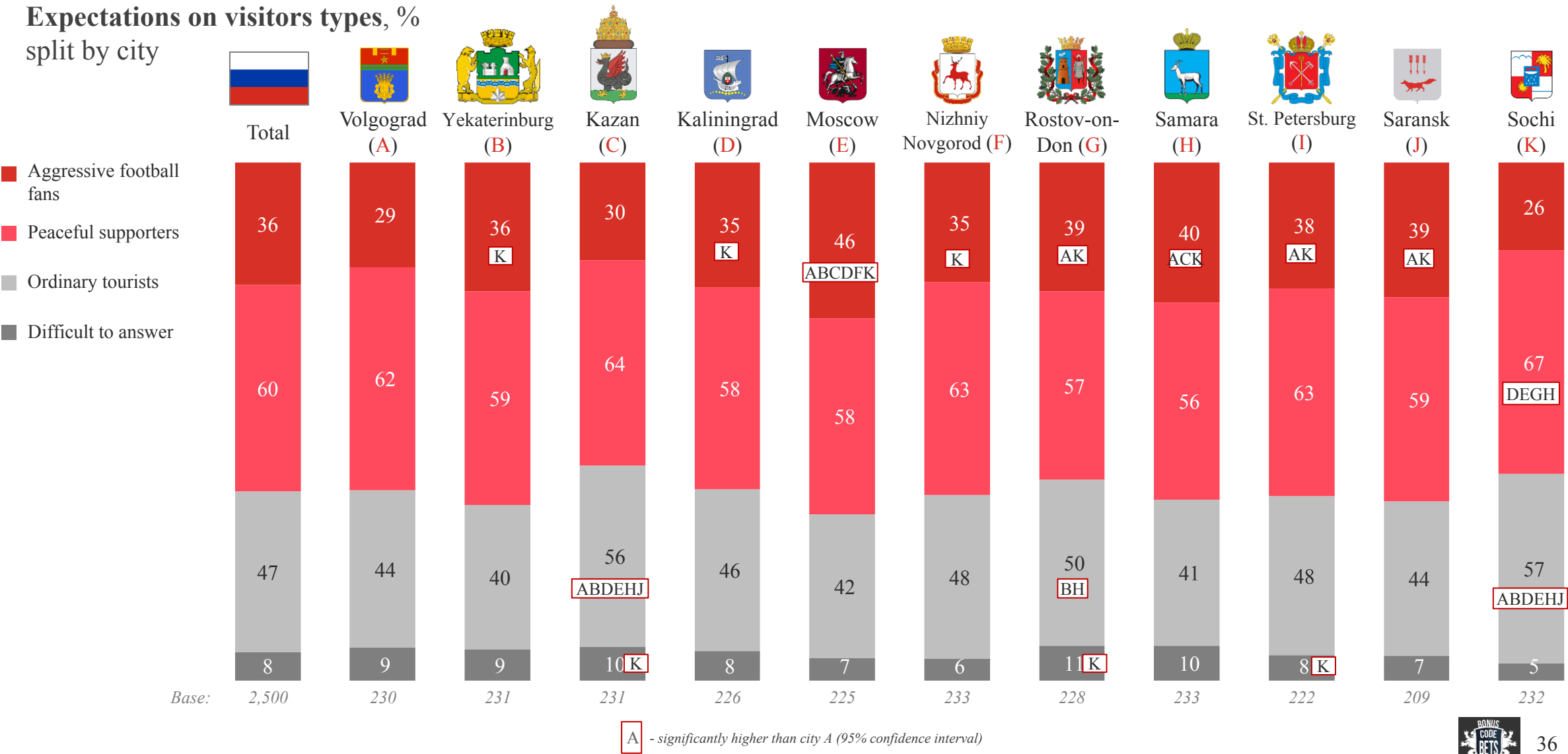


### Audience expecting aggressive football fans to arrive - details, %



Moscow is the city where most citizens expect aggressive football fans, followed by Samara, Saransk, Rostov-on-Don, St. Petersburg, Yekaterinburg, Kaliningrad and Nizhniy. Sochi is expecting mostly peaceful supporters and ordinary tourists.













Expectations on visitors types, %  
split by city



# The top five countries from which tourists and fans are most welcome during the FIFA World Cup 2018 are: Germany, England, Spain, France and Brazil.

Countries from which visitors are most preferred,  
%

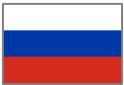











split by city

												
	Total	Volgograd (A)	Yekaterinburg (B)	Kazan (C)	Kaliningrad (D)	Moscow (E)	Nizhniy Novgorod (F)	Rostov-on- Don (G)	Samara (H)	St. Petersburg (I)	Saransk (J)	Sochi (K)
Germany	24	26	25	19	22	20	24	24	26	26	29 <span>CE</span>	25
Spain	24	24	23	21	20	26	26	23	21	27	25	26
France	23	24 <span>D</span>	24 <span>D</span>	23	16	19	21	27 <span>DE</span>	25 <span>D</span>	25 <span>D</span>	28 <span>DE</span>	24 <span>D</span>
England	21	24 <span>F</span>	23 <span>F</span>	18	17	17	13	23 <span>F</span>	25 <span>DEF</span>	23 <span>F</span>	23 <span>F</span>	20 <span>F</span>
Brazil	20	20	16	22 <span>D</span>	14	19	21	22 <span>D</span>	24 <span>BD</span>	17	28 <span>ABDEI</span>	25 <span>BDI</span>
Argentina	15	16	14	15	15	11	13	14	12	16	19 <span>E</span>	15
Japan	14	16 <span>I</span>	17 <span>I</span>	13	12	14	13	13	16 <span>I</span>	9	18 <span>I</span>	14
Portugal	13	15 <span>B</span>	9	16 <span>BF</span>	12	12	10	13	12	17 <span>BF</span>	12	17 <span>BF</span>
Switzerland	12	9	12	15	9	10	12	11	11	17 <span>ADE</span>	13	13
Sweden	10	9	12 <span>C</span>	6	8	12 <span>C</span>	12	8	12	17 <span>ACDGBK</span>	7	10
Serbia	7	7	6	4	8	9 <span>C</span>	8	10 <span>C</span>	8	7	6	9 <span>C</span>
Iceland	7	6	6	10	6	7	4	5	6	12 <span>ABDEFGH</span>	7	7
Mexico	6	4	6	8	10 <span>AFI</span>	5	4	7	6	4	6	11 <span>ABE FHI</span>
Denmark	5	2	7 <span>A</span>	5	7 <span>AK</span>	5	5	5	4	8 <span>AK</span>	5	3
South Korea	5	5	5	5	7	6	6	4	4	3	5	4
Base:	2,500	230	231	231	226	225	233	228	233	222	209	232

A - significantly higher than (A) city at 95% confidence level

Belgium, Poland and Croatia are the least preferred tourists and fans from within Europe. The least preferred from the rest of the world are Senegal, Tunisia, Panama, Iran, Nigeria.

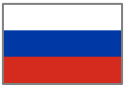











Countries from which visitors are least preferred,  
%  
split by city

												
	Total	Volgograd (A)	Yekaterinburg (B)	Kazan (C)	Kaliningrad (D)	Moscow (E)	Nizhniy Novgorod (F)	Rostov-on- Don (G)	Samara (H)	St. Petersburg (I)	Saransk (J)	Sochi (K)
Belgium	4	3	7 <span>DH</span>	3	3	4	3	4	2	7 <span>DH</span>	3	6 <span>H</span>
Poland	3	4	2	2	8 <span>ABCFGHIJK</span>	5 <span>K</span>	2	4	3	3	4	1
Croatia	3	3	4	3	4	4	4	3	3	3	3	3
Colombia	2	2	2	2	4 <span>K</span>	2	2	2	3	1	3	1
Costa Rica	2	2	1	3	2	2	4 <span>G</span>	1	4 <span>GK</span>	0	2	1
Uruguay	2	2	2	3	3	1	2	3	0	1	2	1
Morocco	2	1	1	4 <span>E</span>	1	0	3 <span>E</span>	2	2	1	4 <span>BDEK</span>	1
Egypt	2	2	4 <span>CHIK</span>	1	3	2	1	2	1	1	1	1
Saudi Arabia	2	0	4 <span>AG</span>	2	1	1	1	0	3	1	1	2
Nigeria	2	3	1	2	1	1	1	2	2	0	2	2
Iran	1	0	0	2	1	1	1	2	0	0	2	1
Panama	1	1	0	2	1	1	1	0	1	0	0	0
Tunisia	1	1	0	1	1	0	1	0	2	0	1	0
Senegal	1	1	1	0	0	0	1	0	0	0	0	0
Base:	2,500	230	231	231	226	225	233	228	233	222	209	232

A - significantly higher than (A) city at 95% confidence level

The top five nations whose tourists and fans are most welcome during the FIFA World Cup 2018 are: Germany, England, Spain, France and Brazil. Among the top ten are Portugal, Poland, Argentina, Sweden and Serbia. Kaliningrad welcomes Polish football fans significantly more than other cities.













Countries from which football fans are most welcome, % split by city

												
	Total	Volgograd (A)	Yekaterinburg (B)	Kazan (C)	Kaliningrad (D)	Moscow (E)	Nizhny Novgorod (F)	Rostov-on-Don (G)	Samara (H)	St. Petersburg (I)	Saransk (J)	Sochi (K)
Germany	35	36 <span>A</span>	20	36 <span>A</span>	45 <span>BCDE</span>	36 <span>A</span>	24	35 <span>A</span>	30	38 <span>A</span>	36 <span>A</span>	51 <span>BCDE</span>
England	29	27	22	21	20	38 <span>BCDE</span>	32	28	33	35 <span>D</span>	31	31
Spain	20	15	18	23	14	24	13	19	23	18	22	28 <span>DE</span>
France	20	16	15	19	18	25	17	16	22	23	17	30 <span>BE</span>
Brazil	17	21 <span>F</span>	10	24 <span>BCDE</span>	10	16	17	9	15	15	25 <span>BCDE</span>	28 <span>BCDE</span>
Portugal	14	10	10	17 <span>DE</span>	4	14 <span>D</span>	6	14 <span>D</span>	13 <span>D</span>	18 <span>DE</span>	15 <span>D</span>	38 <span>ABCEDEFGHIJ</span>
Poland	14	10	4	7	46 <span>ABCEFGHIJK</span>	12 <span>B</span>	5	17 <span>BEI</span>	13 <span>B</span>	7	16 <span>BE</span>	13 <span>B</span>
Argentina	9	6	10	14	8	8	7	10	8	6	12	18 <span>AEI</span>
Sweden	8	4	6	6	5	10	9	8	5	11	7	11
Serbia	5	6	4	0	9	5	4	7	3	6	7	8
Mexico	4	3	4	10	1	3	5	6	4	4	5	7
Croatia	4	6	0	1	5	2	2	7	2	6	4	7
Base:	891	67	82	70	80	103	82	89	92	84	81	61

A - significantly higher than (A) city at 95% confidence level

Iceland, Denmark, Belgium and Switzerland are the European countries from which fans are least expected. Almost no one is expected from Panama, Morocco, Tunisia, Senegal and Colombia.

Countries with the lowest share of football fans expected, % split by city

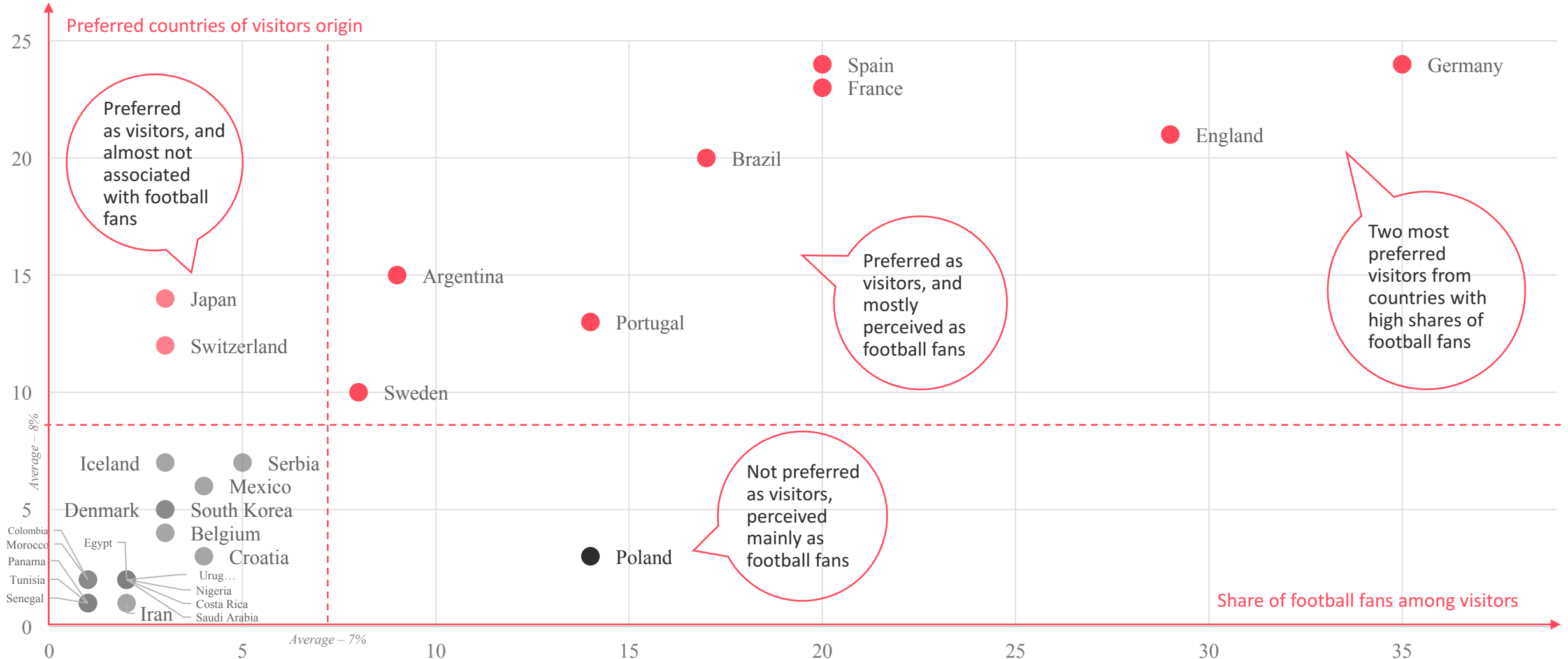
												
	Total	Volgograd (A)	Yekaterinburg (B)	Kazan (C)	Kaliningrad (D)	Moscow (E)	Nizhny Novgorod (F)	Rostov-on-Don (G)	Samara (H)	St. Petersburg (I)	Saransk (J)	Sochi (K)
Switzerland	3	0	4	6	3	3	5	2	5	1	5	2
Belgium	3	6	1	0	5	3	0	8 <span>B</span>	3	5	4	0
Japan	3	0	1	6	3	2	4	3	7	1	4	5
Denmark	3	3	2	4	1	3	2	2	4	6	2	2
South Korea	3	1	5	3	0	0	0	3	4	2	7	5
Iceland	3	1	2	3	3	2	1	2	3	6	1	3
Uruguay	2	1	0	4	3	1	4	1	1	4	5	3
Egypt	2	6	1	3	1	0	0	1	4	0	7 <span>G</span>	0
Nigeria	2	0	2	0	3	0	0	7 <span>H</span>	1	1	5	2
Saudi Arabia	2	3	0	6	0	0	0	2	2	0	6	0
Costa Rica	2	3	1	1	0	1	2	1	2	2	4	0
Iran	2	0	0	3	0	0	1	2	0	1	9 <span>FI</span>	2
Colombia	1	1	1	1	0	1	1	1	1	0	4	3
Senegal	1	0	2	3	0	2	0	1	2	0	4	0
Tunisia	1	1	1	1	1	1	1	1	1	1	4	0
Morocco	1	3	1	3	0	0	1	1	0	1	5	0
Panama	1	0	0	0	0	1	0	2	0	1	1	0
Base:	891	67	82	70	80	103	82	89	92	84	81	61

A - significantly higher than (A) city at 95% confidence level

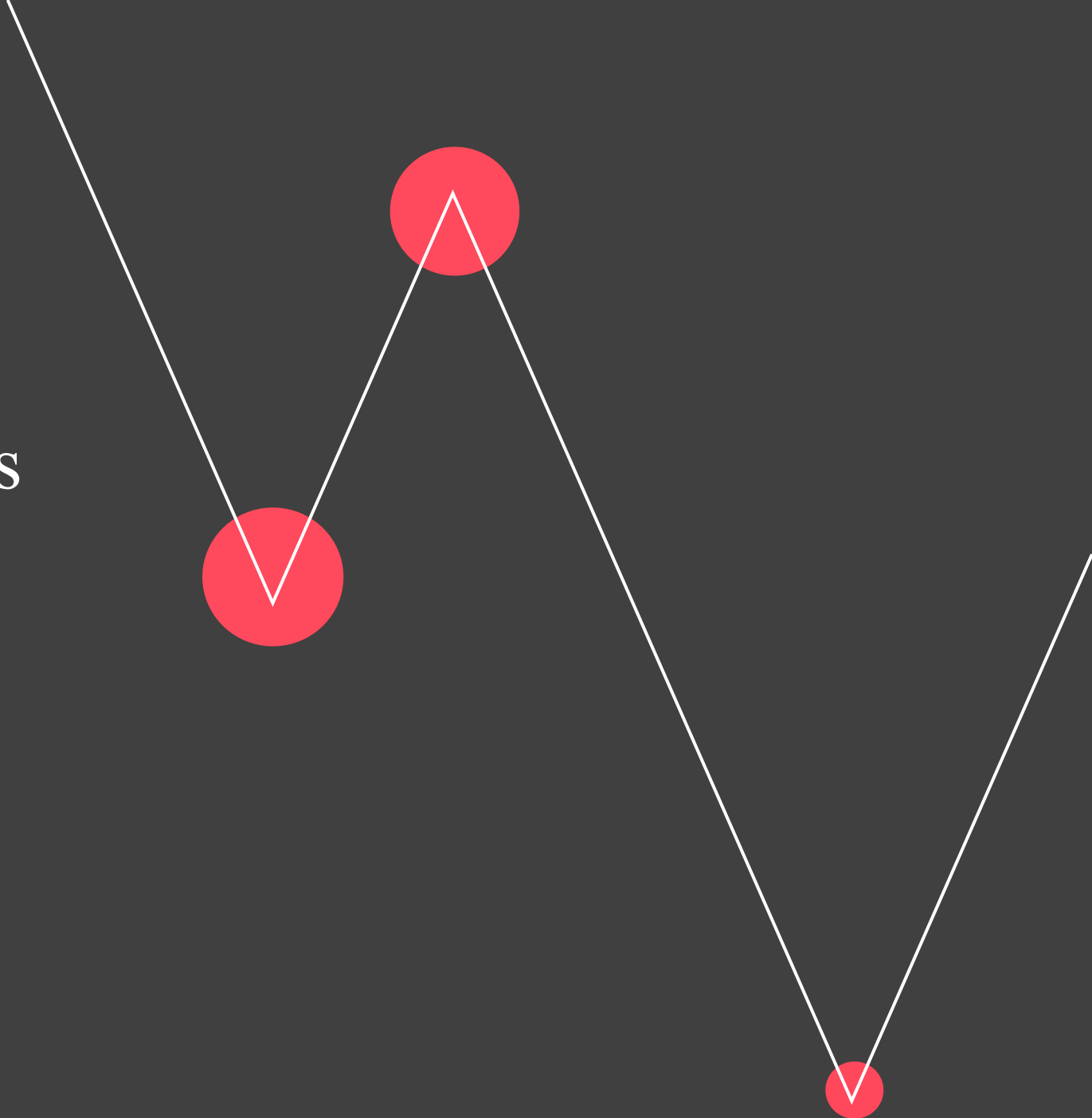


Visitors and fans from Germany and England are the two most positively anticipated visitors. Japanese and Swiss are preferred as tourists, not as football fans. Polish are mainly expected as football fans.

Map of visitors preferred by Russians – tourists and football fans, %

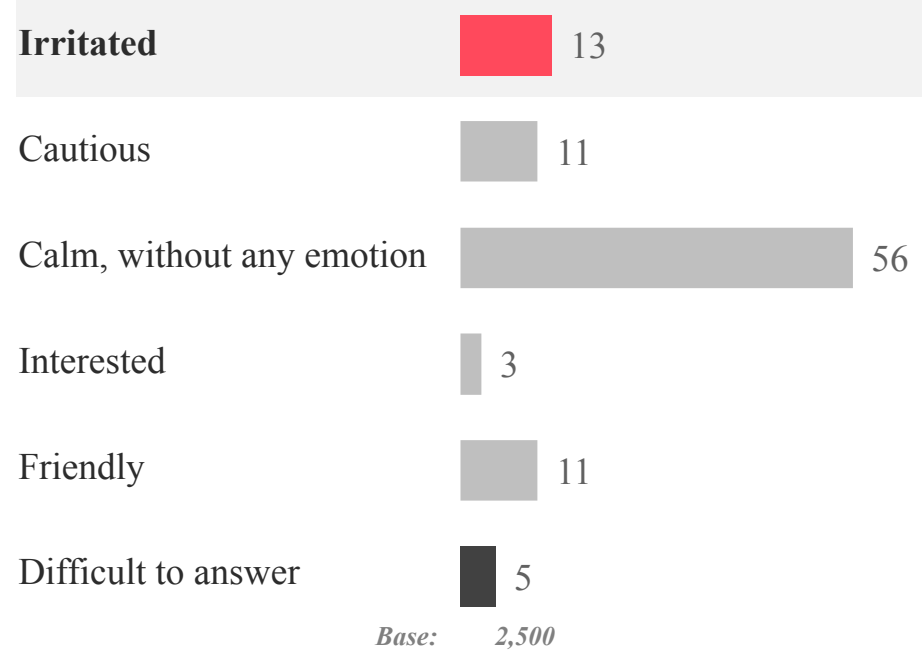


# Russian perceptions towards LGBT fans

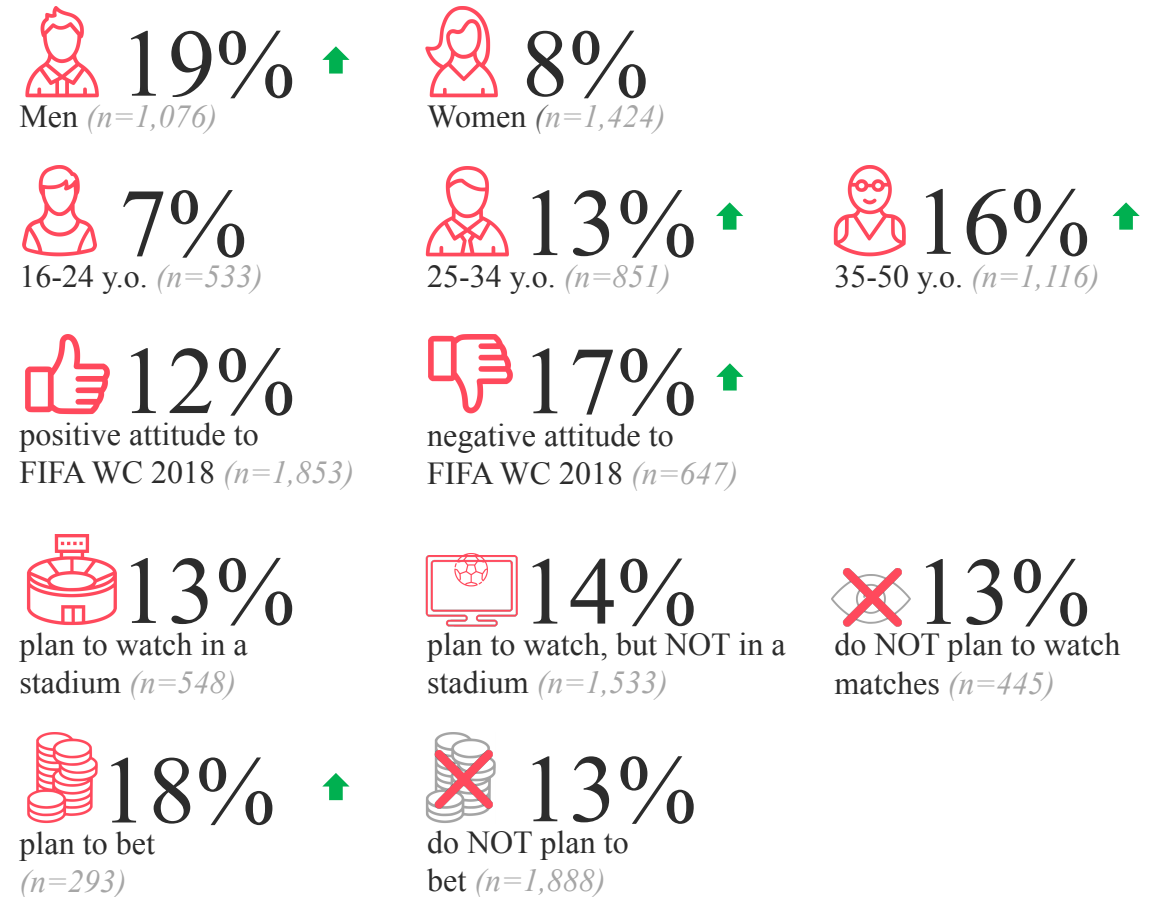


More than half of Russians are “calm/without any emotion” toward the LGBT community supporting their country without demonstrating their sexual orientation. 13% (mainly older men) feel irritated by this issue.

### Attitude towards LGBT foreigners (if they don't demonstrate their sexual orientation), %



### Participants that are irritated by LGBT foreigners - details, %

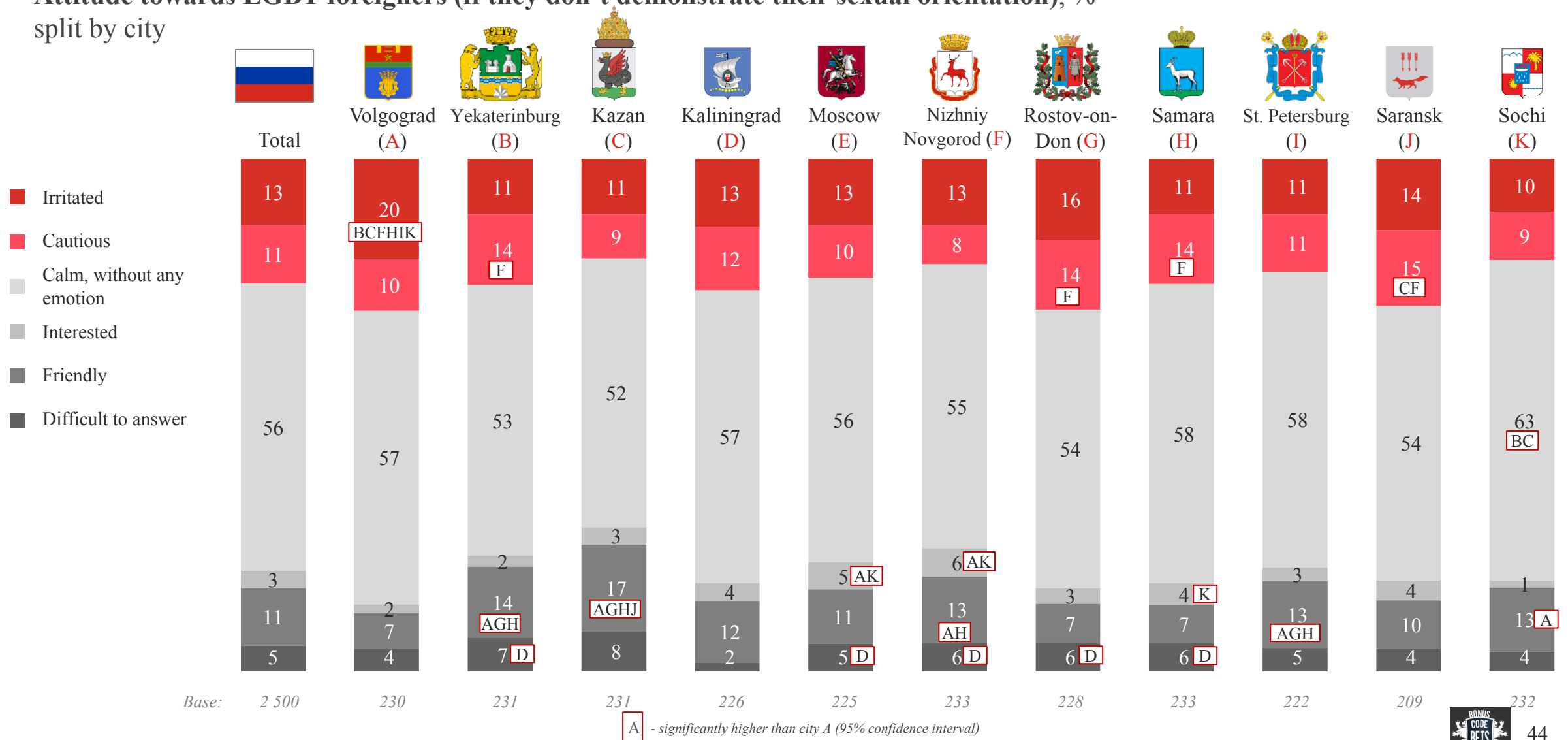


↑ - significantly higher than other group (95% confidence interval)

Q28. It is possible that there will be LGBT people among the foreigners who visit your city during FIFA World Cup 2018? How do you personally feel about LGBT people, if they do not demonstrate their sexual orientation in public places?

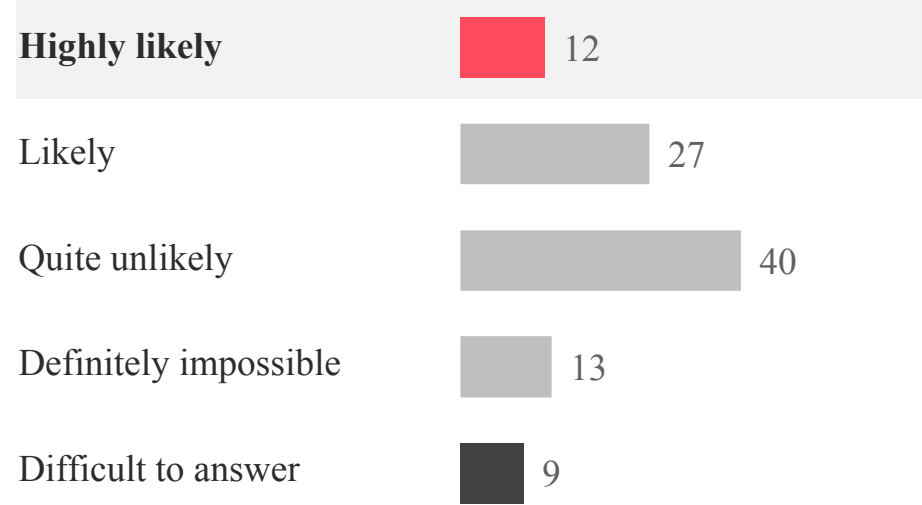
# Top 5 cities that expressed the most homophobic attitude are Volgograd, Rostov-on-Don, Saransk, Samara and Yekaterinburg.

Attitude towards LGBT foreigners (if they don't demonstrate their sexual orientation), % split by city



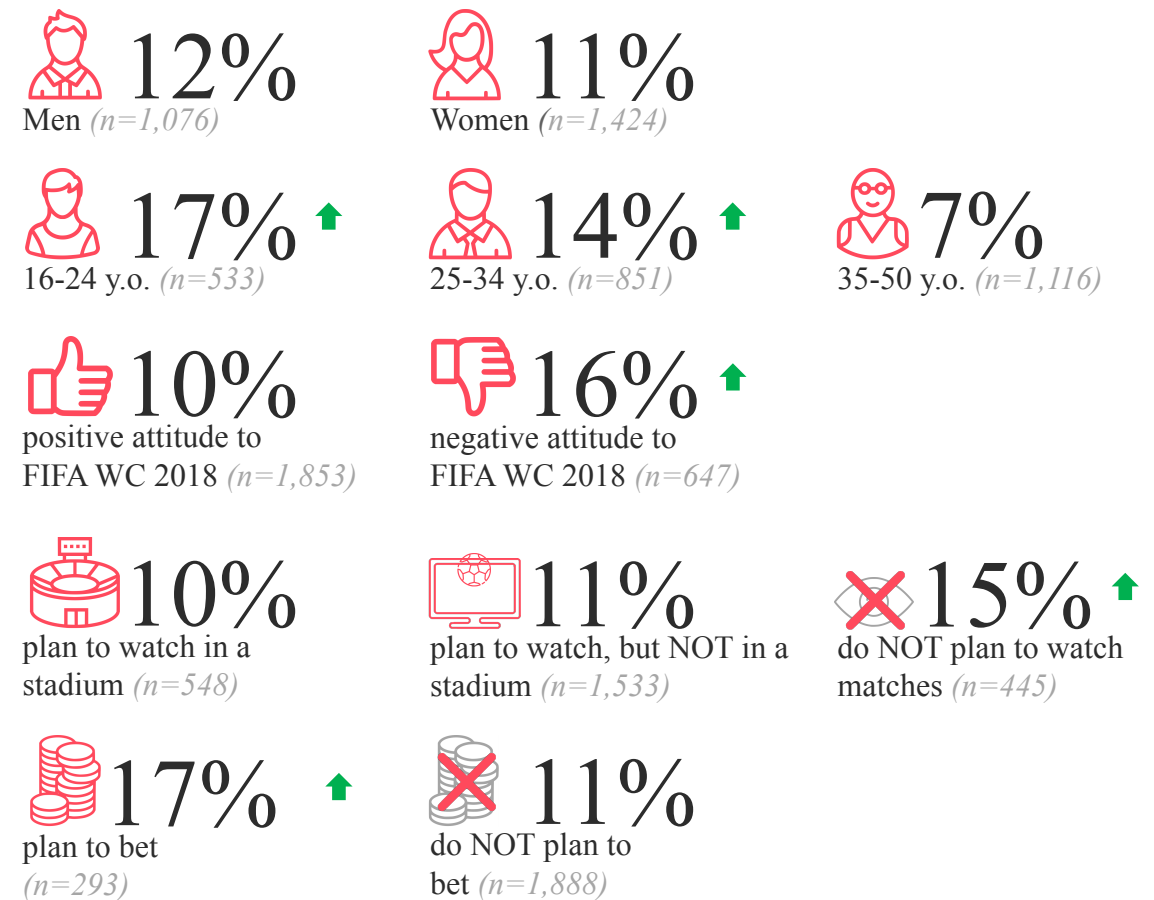
More than half of Russians find it quite unlikely or definitely impossible that someone will attack foreign LGBT people during FIFA World Cup 2018. 27% think it is likely and 12% that it is highly likely.

**Possibility of attacks on LGBT foreigners  
(if they don't demonstrate their sexual orientation), %**



Base: 2,500

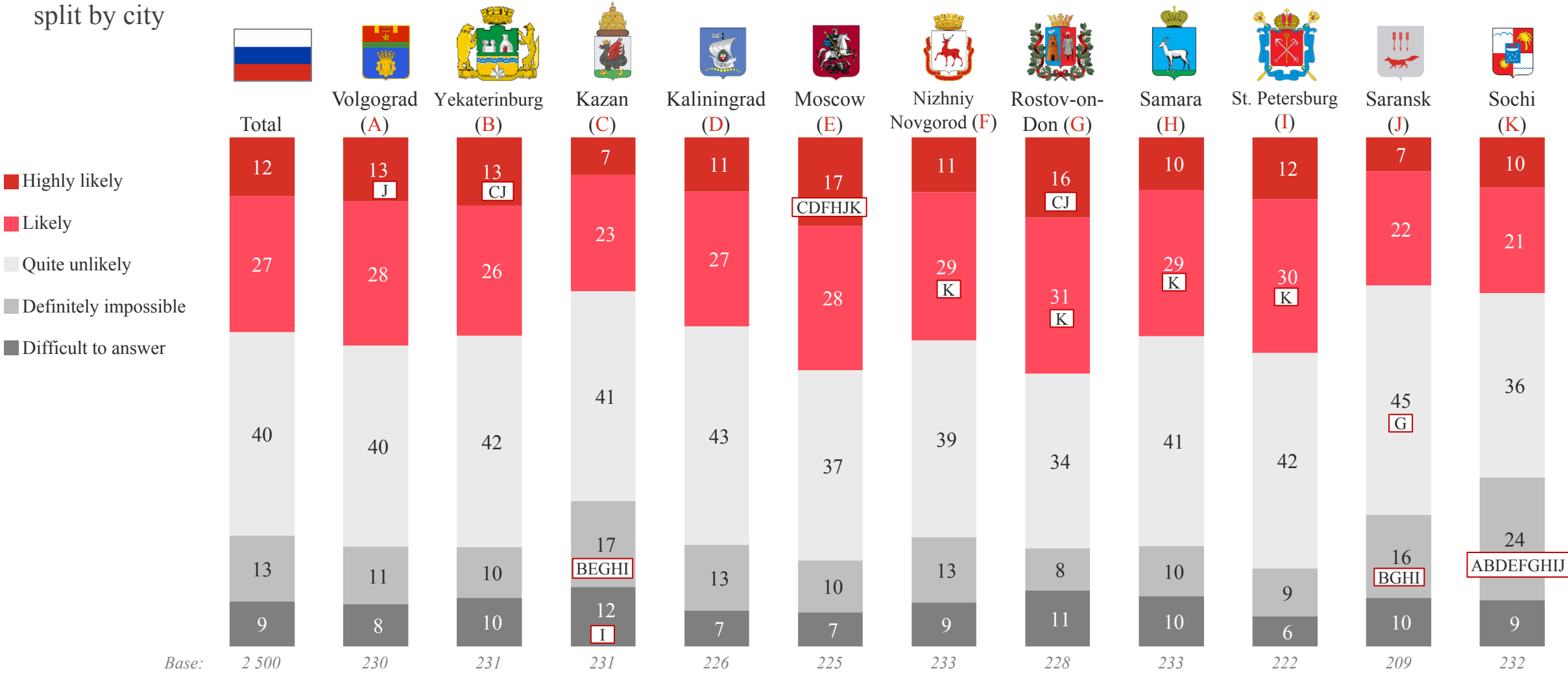
**Participants being definitely sure  
of possible attacks on LGBT foreigners - details, %**



↑ - significantly higher than other group (95% confidence interval)

Cities where attacks on foreign LGBT people seem to be most likely are: Moscow, Rostov-on-Don, Volgograd, Yekaterinburg and St. Petersburg.

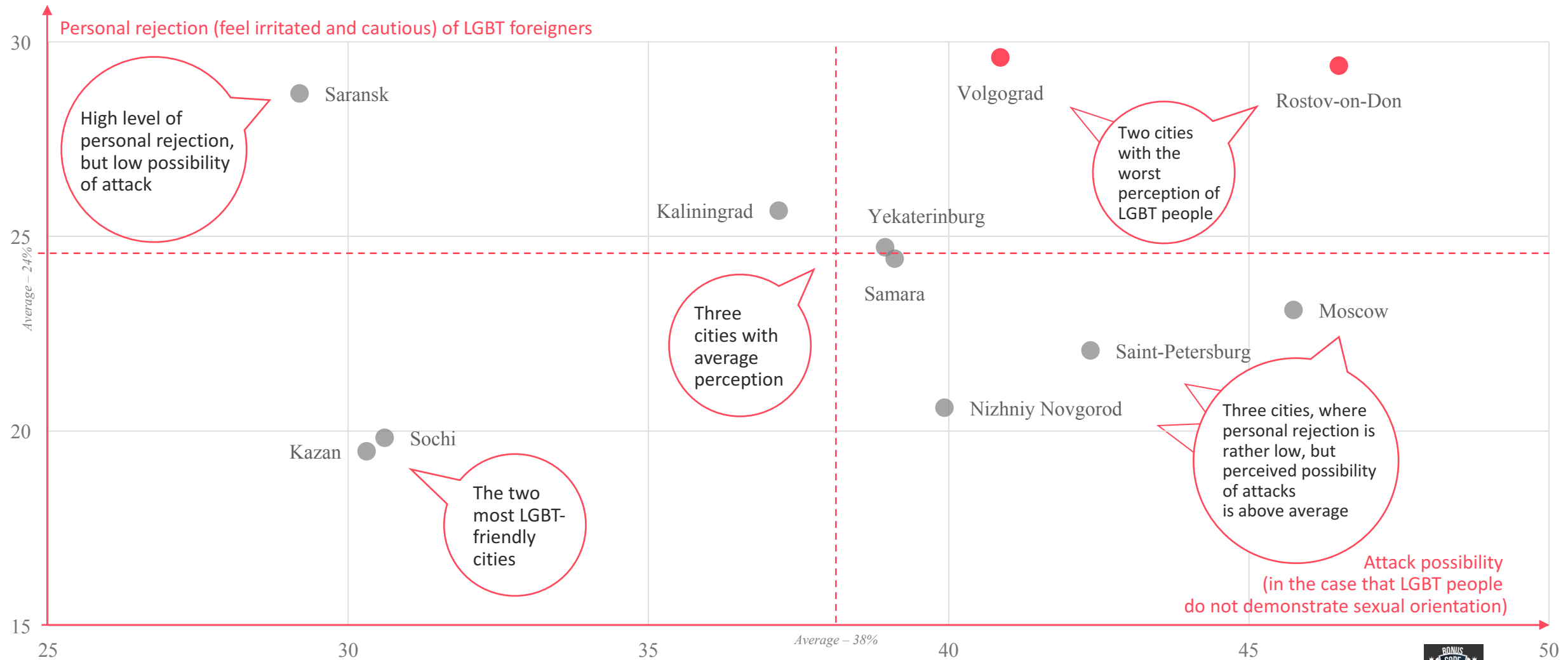
Possibility of attacks on LGBT foreigners (if they don't demonstrate their sexual orientation), % split by city



A - significantly higher than city A (95% confidence interval)

In Kazan and Sochi, the friendliness towards LGBT foreigners is significantly higher. Two southern cities—Volgograd and Rostov-on-Don—have the worst perception of LGBT people. Saransk has a high level of people rejecting LGBT people, but a low risk of attack. Whereas Moscow, St. Petersburg and Nizhniy show low levels of personal rejection but evidence of a high risk of attack.

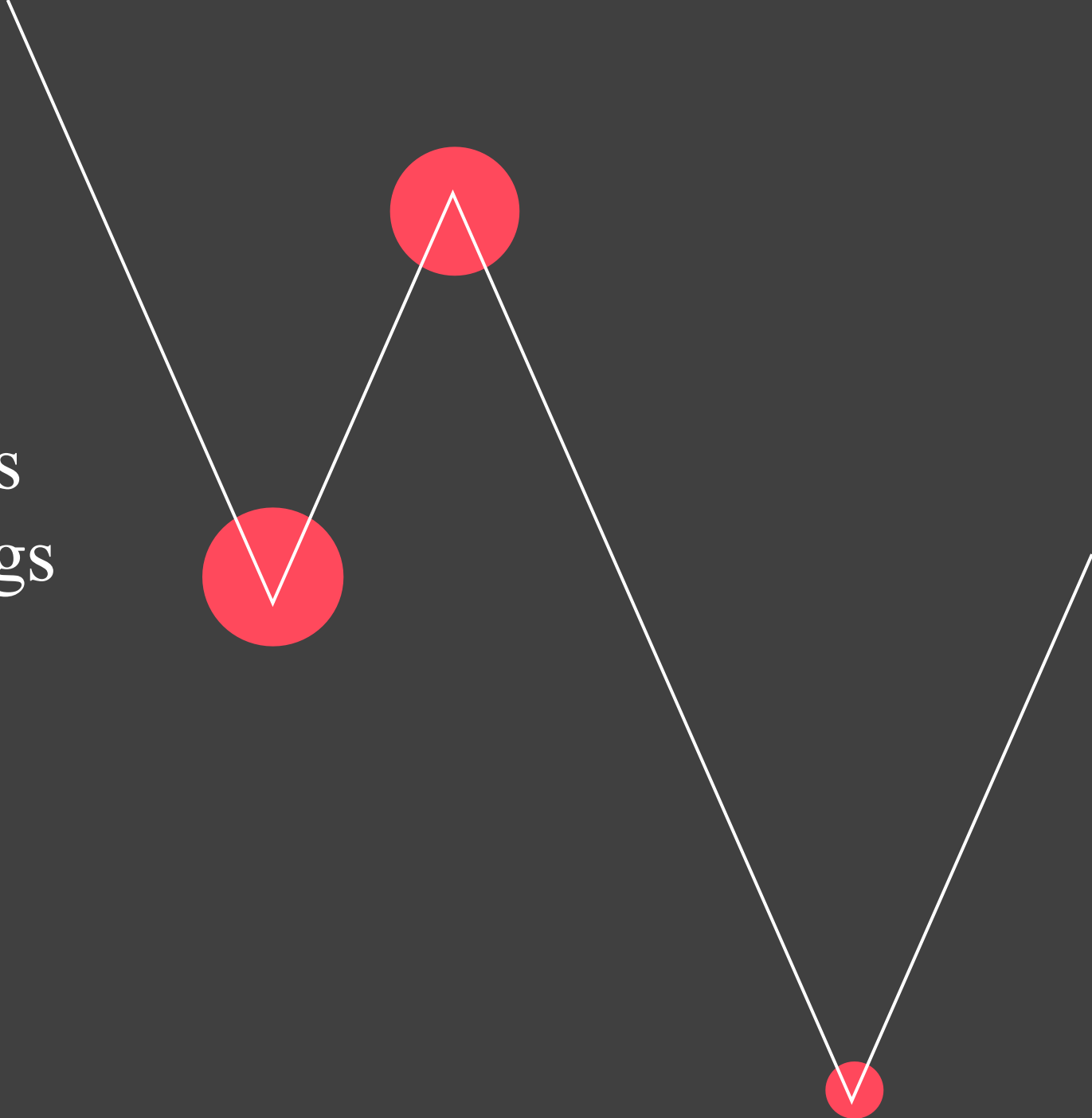
Map of Russian cities perception of LGBT foreigners – personal rejection and attack possibility, %



Q28. It is possible that there would be LGBT people among foreigners who will visit your city during The Championship.. How do you personally feel about LGBT people, if they do not demonstrate their sexual orientation in public places?

Q29. In your opinion, is it possible that someone will attack foreign LGBT people in your city, if they do not demonstrate their sexual orientation in public places?

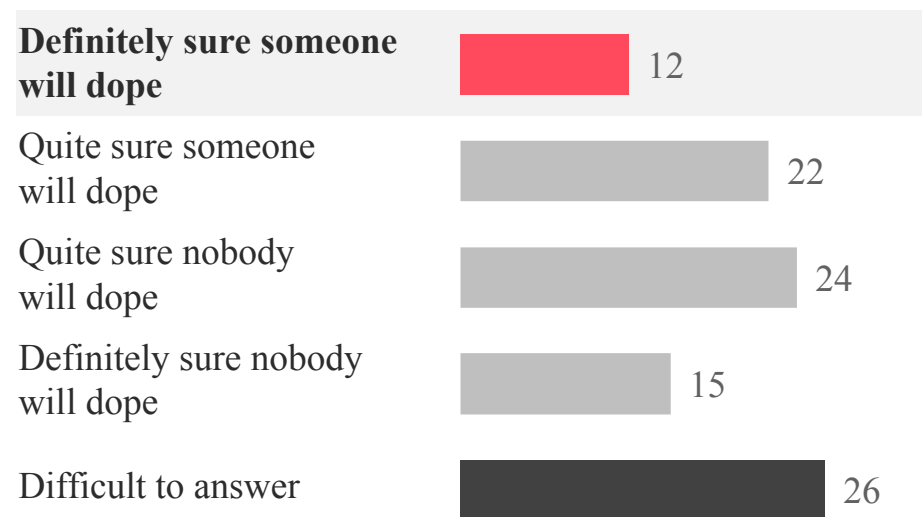
# Russian perceptions towards performance enhancing drugs





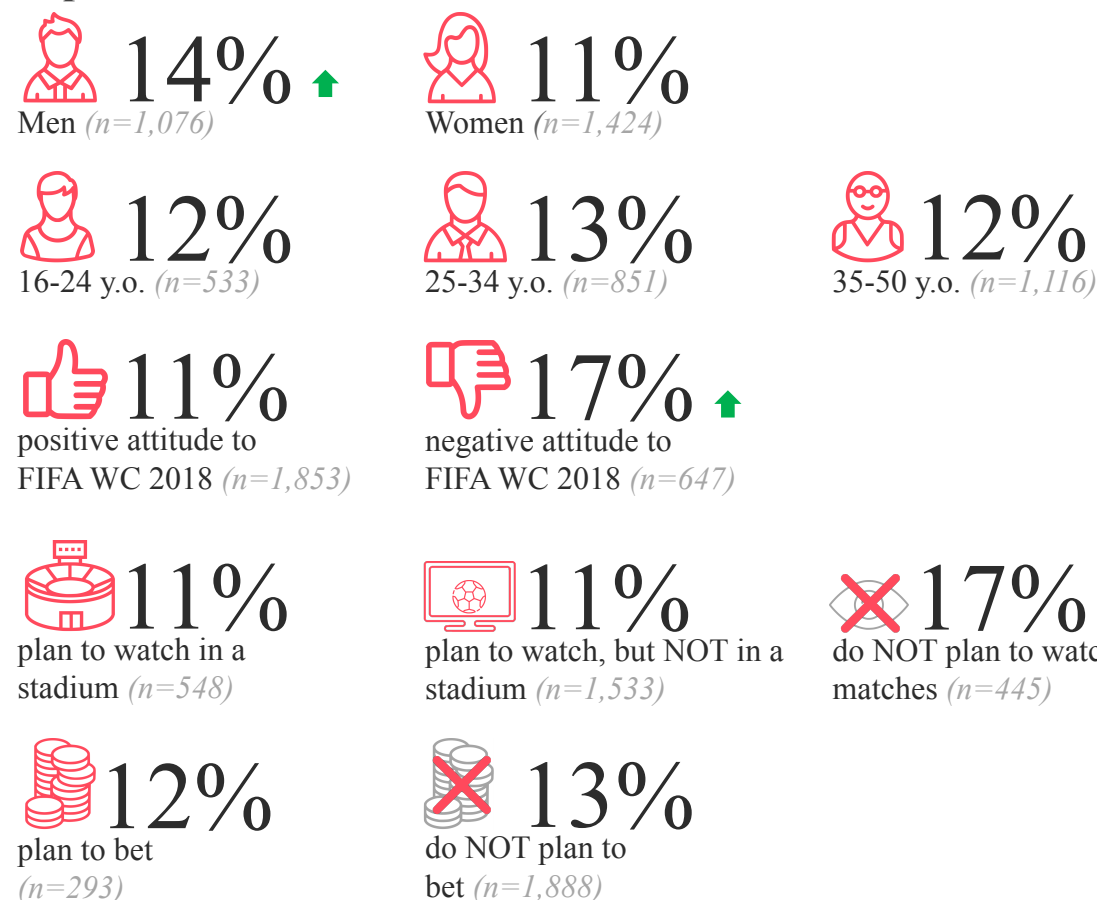
One in three Russians believe football players would dope, mainly in Moscow and Saransk.  
12% of the respondents were definitely sure of this, mainly men with a negative attitude to the FIFA World Cup 2018 and who are not going to watch matches.

### Football players doping possibility, %



Base: 2,500

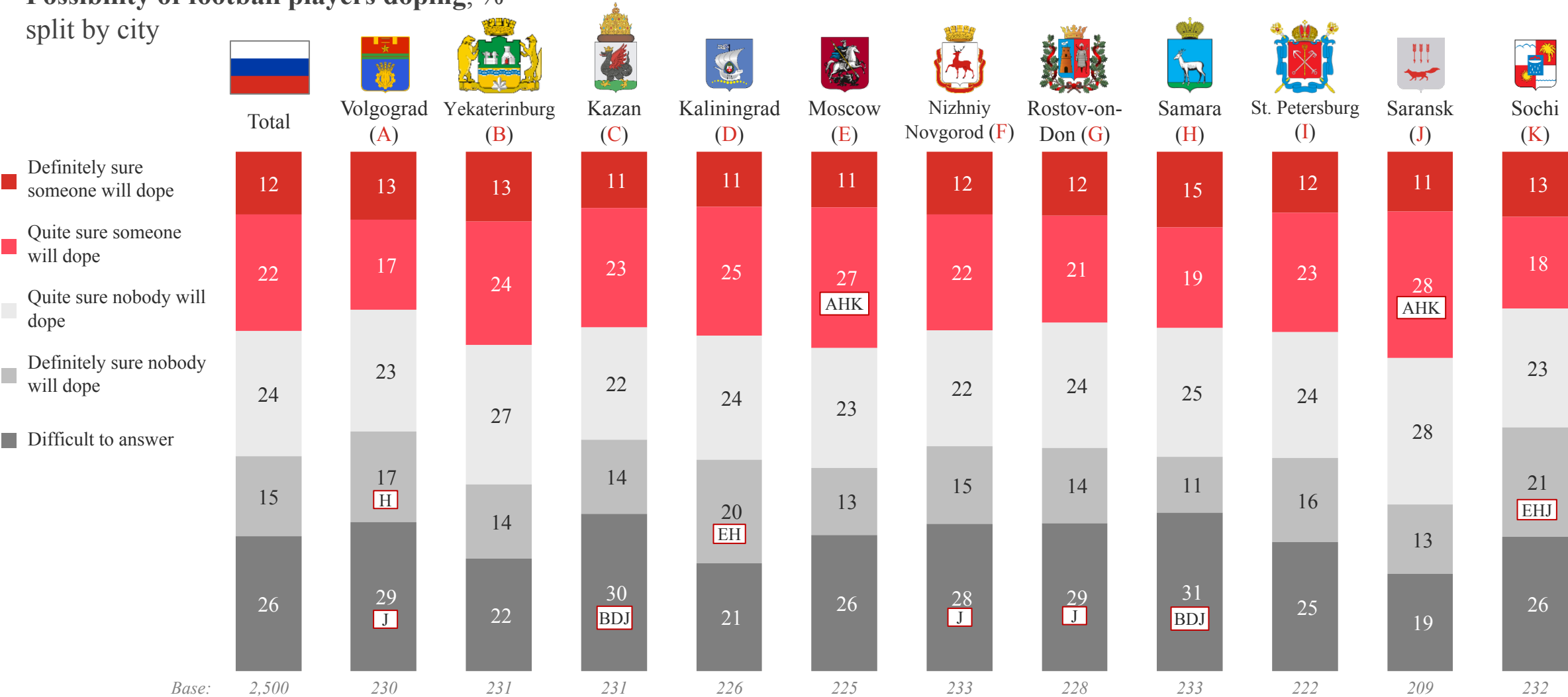
### Participants definitely sure that some football players are going to dope - details, %



↑ - significantly higher than other group (95% confidence interval)

# Moscow and Saransk are the top two cities expecting that some of the football players will dope.













Possibility of football players doping, %  
split by city



A - significantly higher than city A (95% confidence interval)

Russia is seen as the most likely team to dope, followed by England, Germany and France.

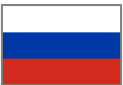











Teams believed most likely to dope, %  
split by city

												
	Total	Volgograd (A)	Yekaterinburg (B)	Kazan (C)	Kaliningrad (D)	Moscow (E)	Nizhniy Novgorod (F)	Rostov-on- Don (G)	Samara (H)	St. Petersburg (I)	Saransk (J)	Sochi (K)
Russia	11	13	8	5	10	14	11	16 <span>C</span>	8	12	8	13
England	7	9 <span>C</span>	8 <span>C</span>	1	6	6	9 <span>C</span>	8 <span>C</span>	9 <span>C</span>	8	8 <span>C</span>	9 <span>C</span>
Germany	6	4	6	3	4	7	9	7	9	6	8	7
France	5	10	3	0	3	7	5	7	4	12 <span>BD</span>	6	4
Poland	3	3	5	1	3	1	3	5	4	6	4	4
Spain	3	4	3	1	4	2	1	5	5	4	4	4
Argentina	3	4	6	1	4	4	3	3	3	0	5	6
Colombia	3	4	2	1	3	4	1	3	11	0	6	1
Brazil	3	3	2	4	4	2	1	3	3	4	6	3
Portugal	3	4	5	1	3	0	1	4	4	4	2	3
Nigeria	3	1	2	3	3	2	1	3	4	4	5	3
Mexico	3	4	3	4	0	1	5	3	5 <span>BCDFGK</span>	1	1	3
Base:	863	70	86	78	80	85	80	75	79	77	83	70

A - significantly higher than (A) city at 95% confidence level

Sweden, Serbia, Belgium, Croatia, Denmark, Switzerland and Iceland are the European countries least expected to dope.

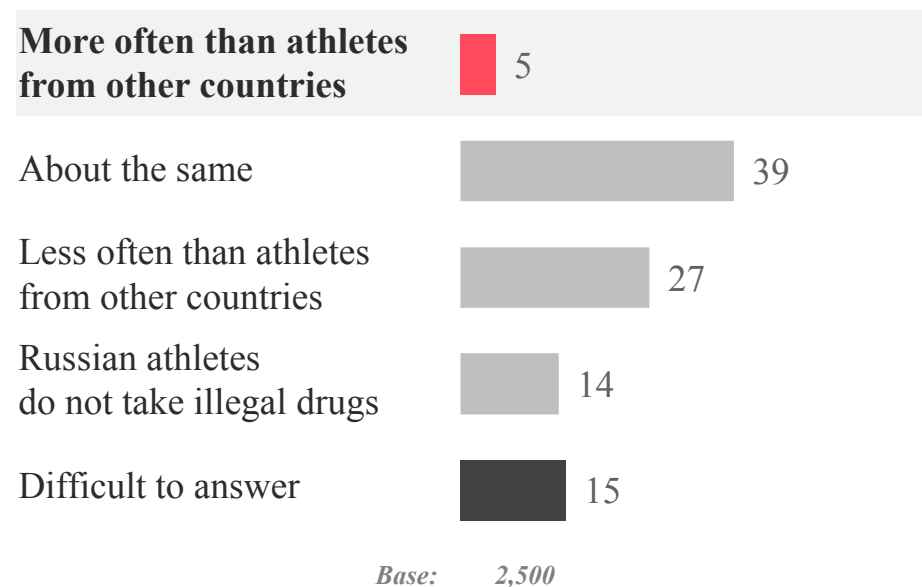
Teams believed least likely to dope, %  
split by city

												
	Total	Volgograd (A)	Yekaterinburg (B)	Kazan (C)	Kaliningrad (D)	Moscow (E)	Nizhniy Novgorod (F)	Rostov-on-Don (G)	Samara (H)	St. Petersburg (I)	Saransk (J)	Sochi (K)
Iran	2	0	1	5	0	2	4	3	4	1	4	3
Japan	2	1	1	1	3	2	3	1	0	4	5	1
Saudi Arabia	2	1	2	3	0	4	3	3	1	3	1	1
Costa Rica	2	0	0	3	1	5	0	1	4	3	2	3
Sweden	2	1	1	0	1	1	4	1	1	5	4	1
Morocco	2	1	0	4	3	1	1	0	1	3	5	1
Serbia	2	1	1	1	0	0	3	4	1	3	1	4
Belgium	2	4	3	1	1	0	3	0	1	4	1	0
Uruguay	2	1	0	1	1	2	3	1	4	0	2	1
Croatia	2	3	0	1	3	2	4	0	0	1	4	0
South Korea	2	4	1	3	1	1	0	1	1	1	1	1
Egypt	2	1	0	5	0	2	1	3	1	1	0	1
Denmark	2	0	2	3	3	1	1	0	3	1	1	1
Tunisia	1	0	1	4	4	0	1	1	0	1	1	1
Senegal	1	0	0	0	1	1	3	3	1	1	4	0
Panama	1	0	1	0	1	2	0	1	4	0	1	0
Switzerland	1	3	0	1	0	0	0	1	1	3	0	1
Iceland	1	0	1	1	1	0	0	0	1	1	0	0
Base:	863	70	86	78	80	85	80	75	79	77	83	70

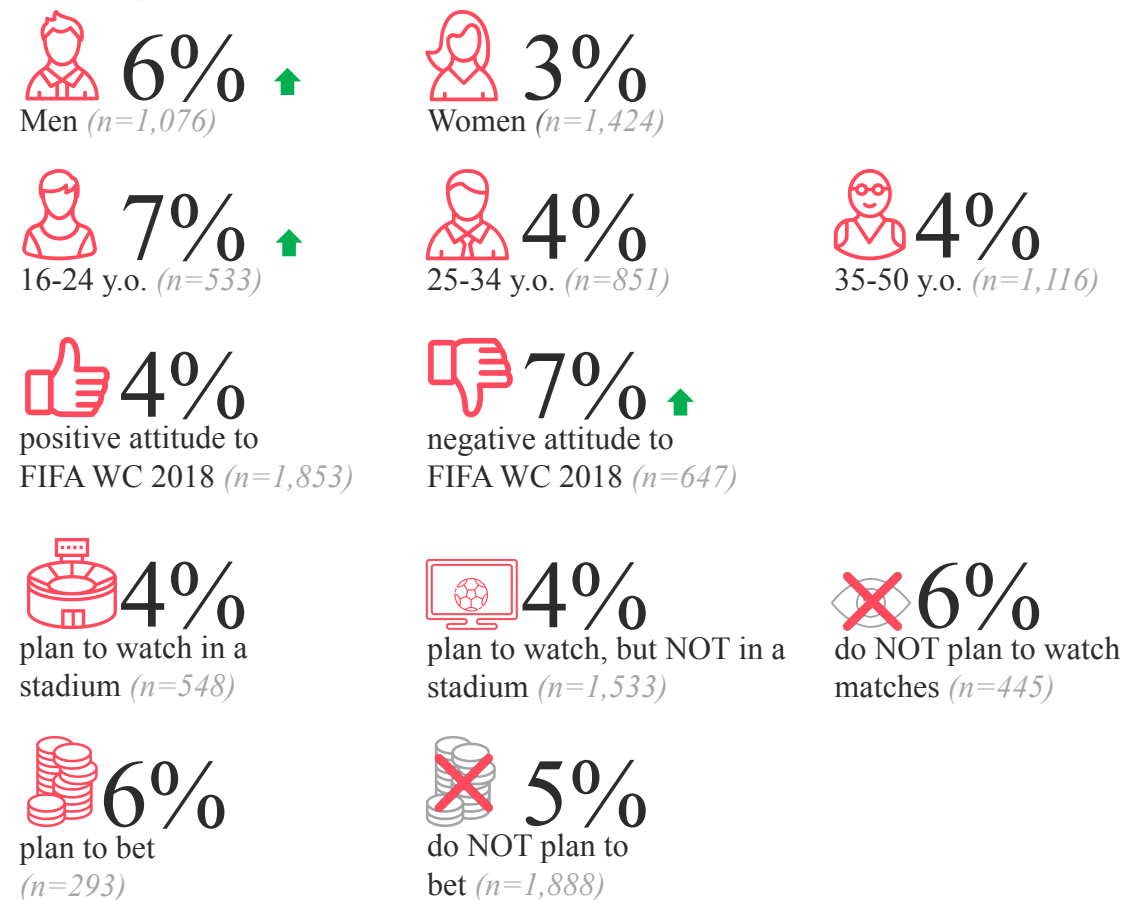
A - significantly higher than (A) city at 95% confidence level

Around 40% of the respondents believe that Russian athletes have doped as frequently as athletes from other countries. Only 5% of the respondents claim that Russians dope more than others.

### Perception of Russian athletes' illegal doping habits, %



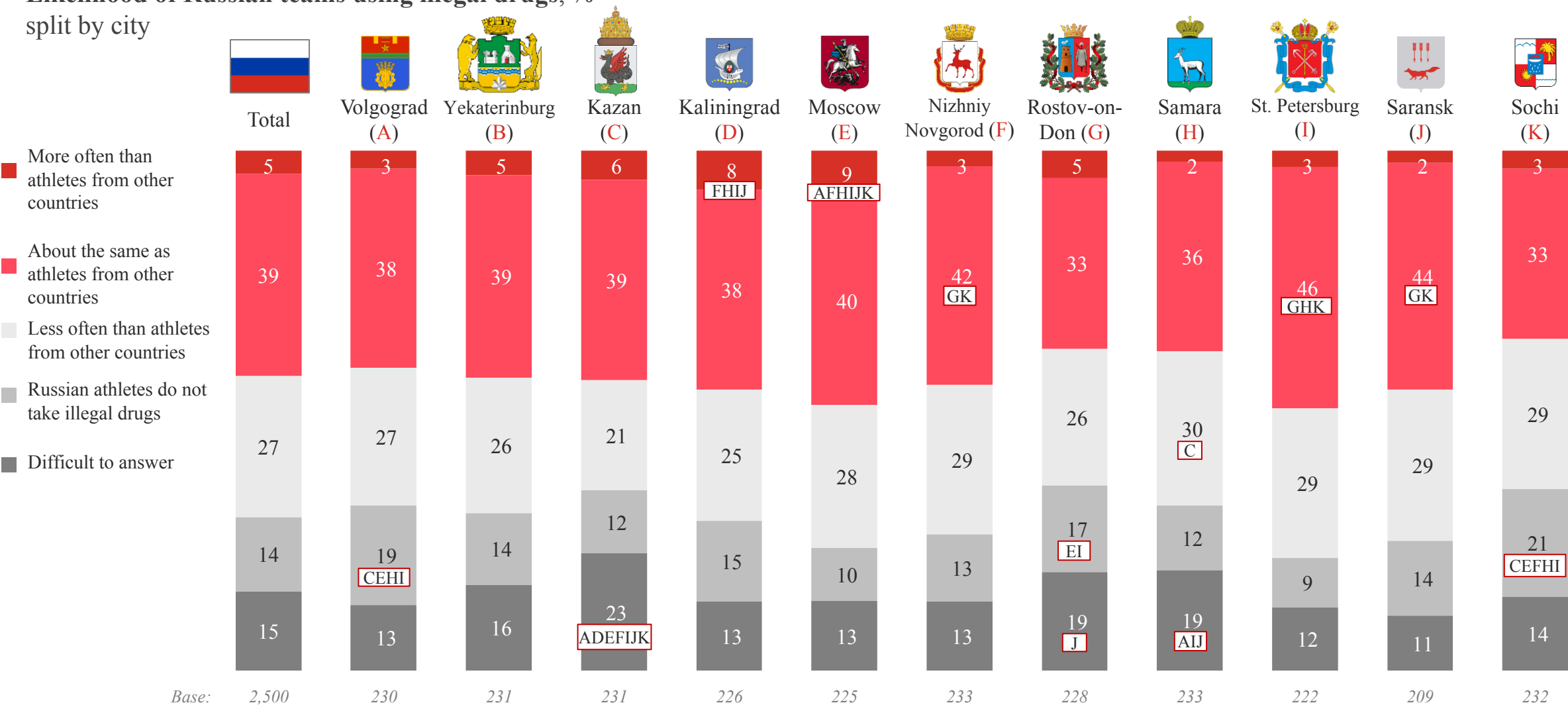
### Participants who are sure that Russian athletes use illegal substances more often than athletes from other countries - details, %



↑ - significantly higher than other group (95% confidence interval)

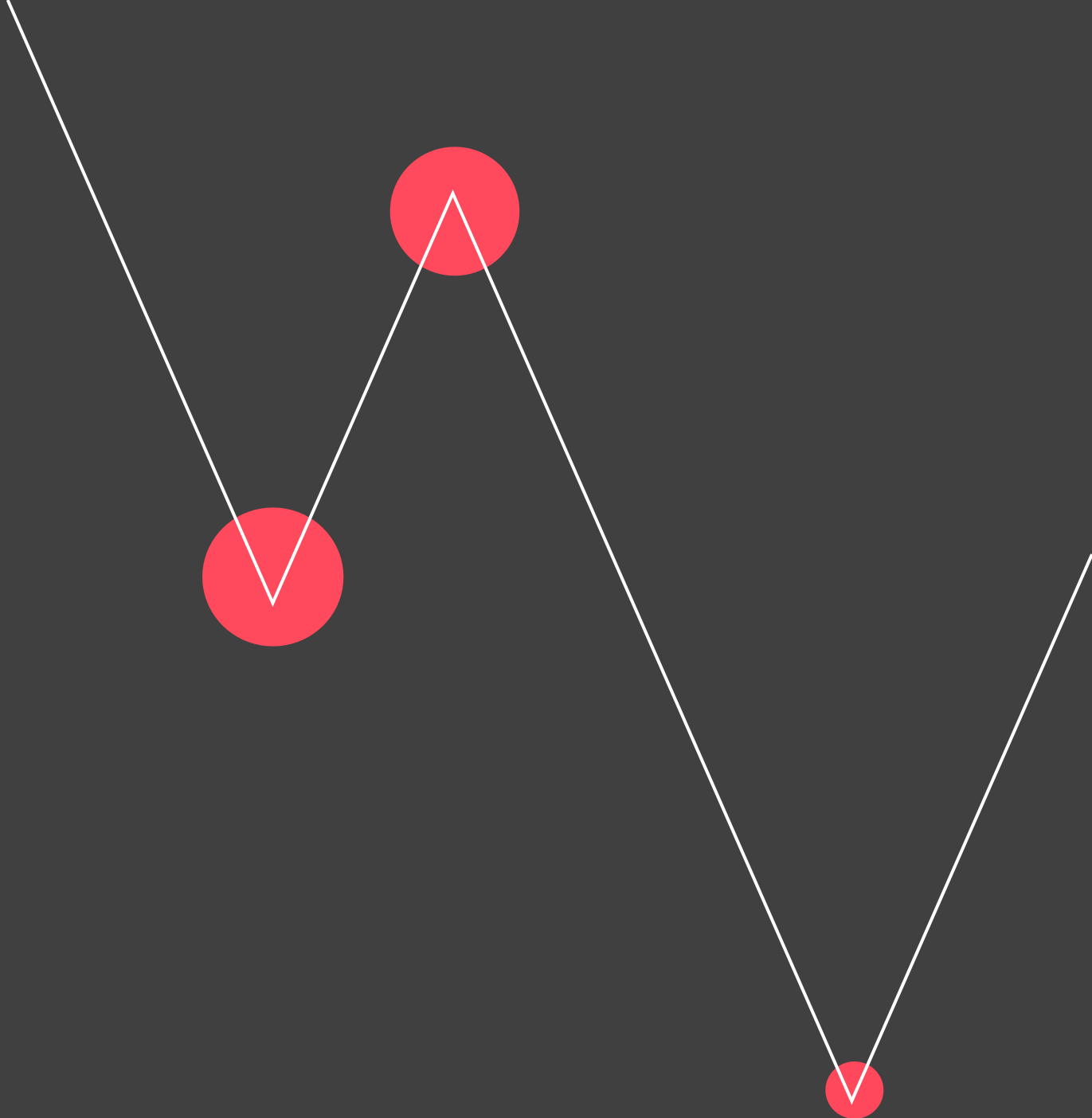
# Moscow, St. Petersburg, Kaliningrad and Saransk are the cities that believe the likelihood of Russian teams using illegal drugs is highest.

Likelihood of Russian teams using illegal drugs, %  
split by city



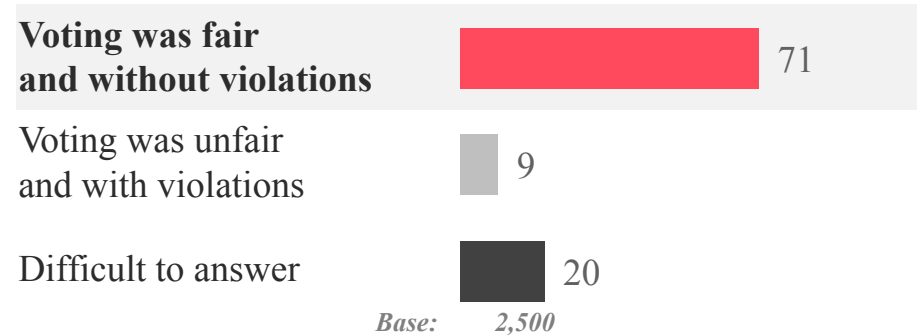
A - significantly higher than city A (95% confidence interval)

# Fair play

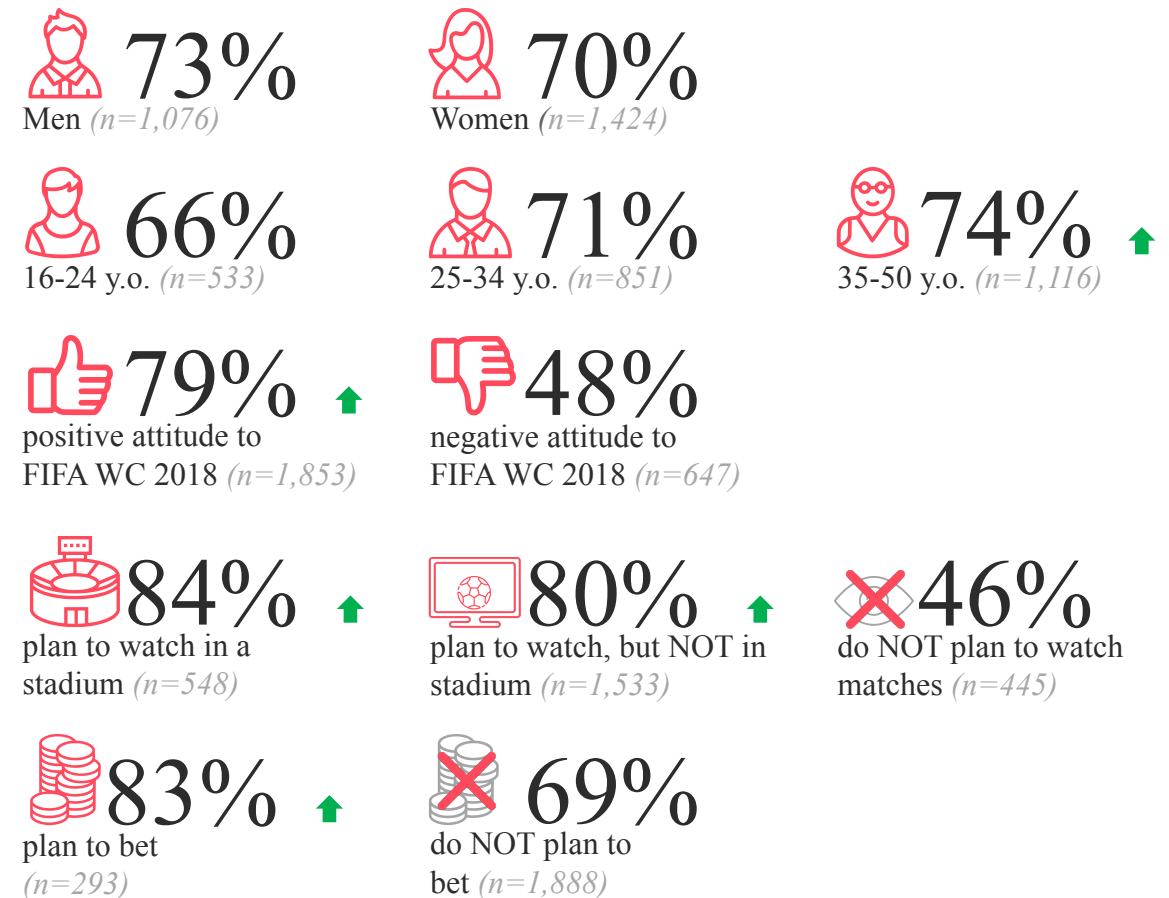


The majority of those surveyed (71%) believe Russia was fairly selected as the FIFA World Cup 2018 host and without a violation of the law.

### Fairness of the Russia FIFA World Cup 2018 vote, %



### Participants who are sure that voting on Russia was fair and without violations - details, %



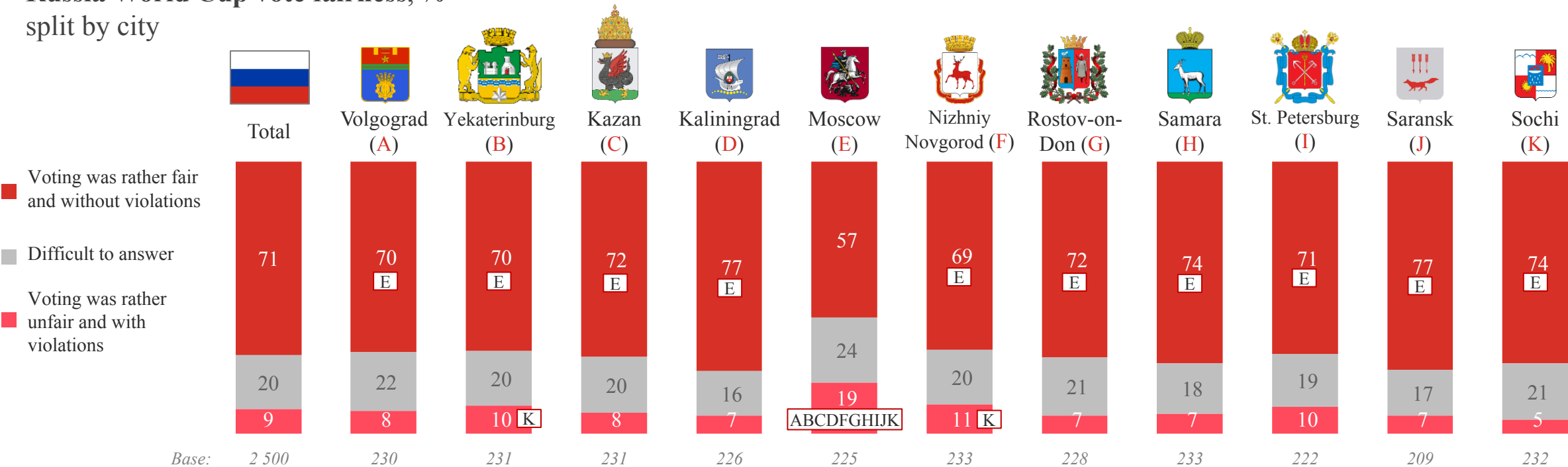
↑ - significantly higher than other group (95% confidence interval)

Q4. The selection of FIFA World Cup 2018 host was made by a secret voting procedure at a FIFA special session. Do you think that Russia being awarded the World Cup 2018 was fair and without violations or unfair and with violations?



Moscow (19%), followed by Volgograd (10%) and Nizhniy (11%) are the three cities with the biggest doubts about Russia being selected as FIFA World Cup 2018 host fairly.

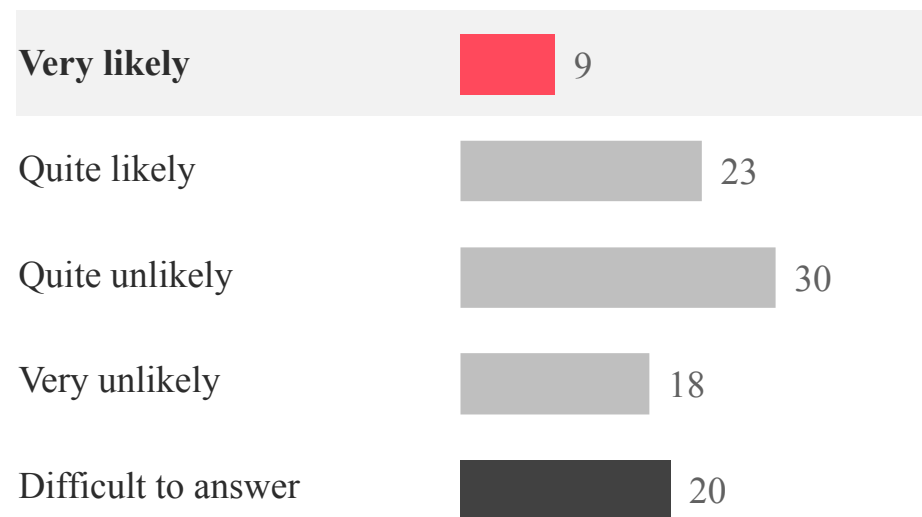
Russia World Cup vote fairness, %  
split by city



A - significantly higher than city A (95% confidence interval)

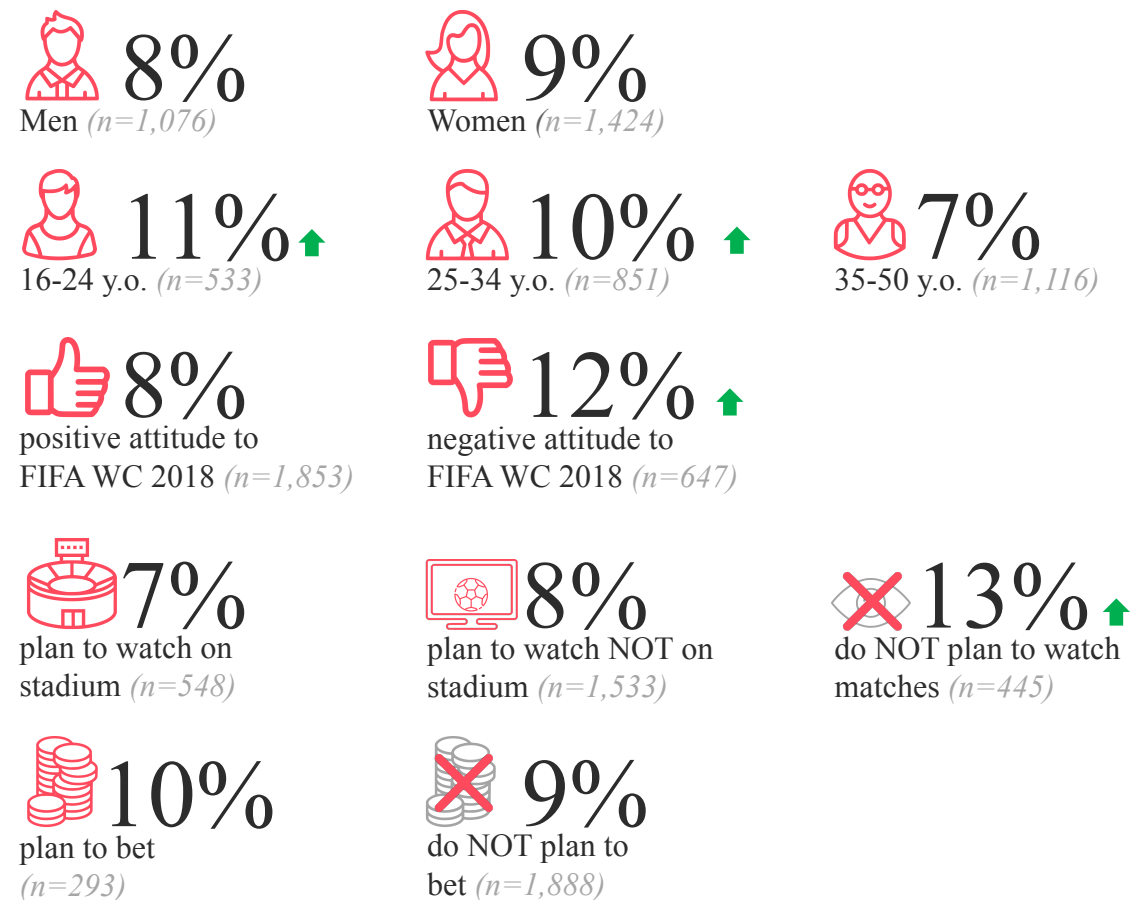
One in three Russians believe matches are likely to be fixed. The younger demographic is less inclined to this this.

### Belief that matches will be fixed, %



Base: 2,500

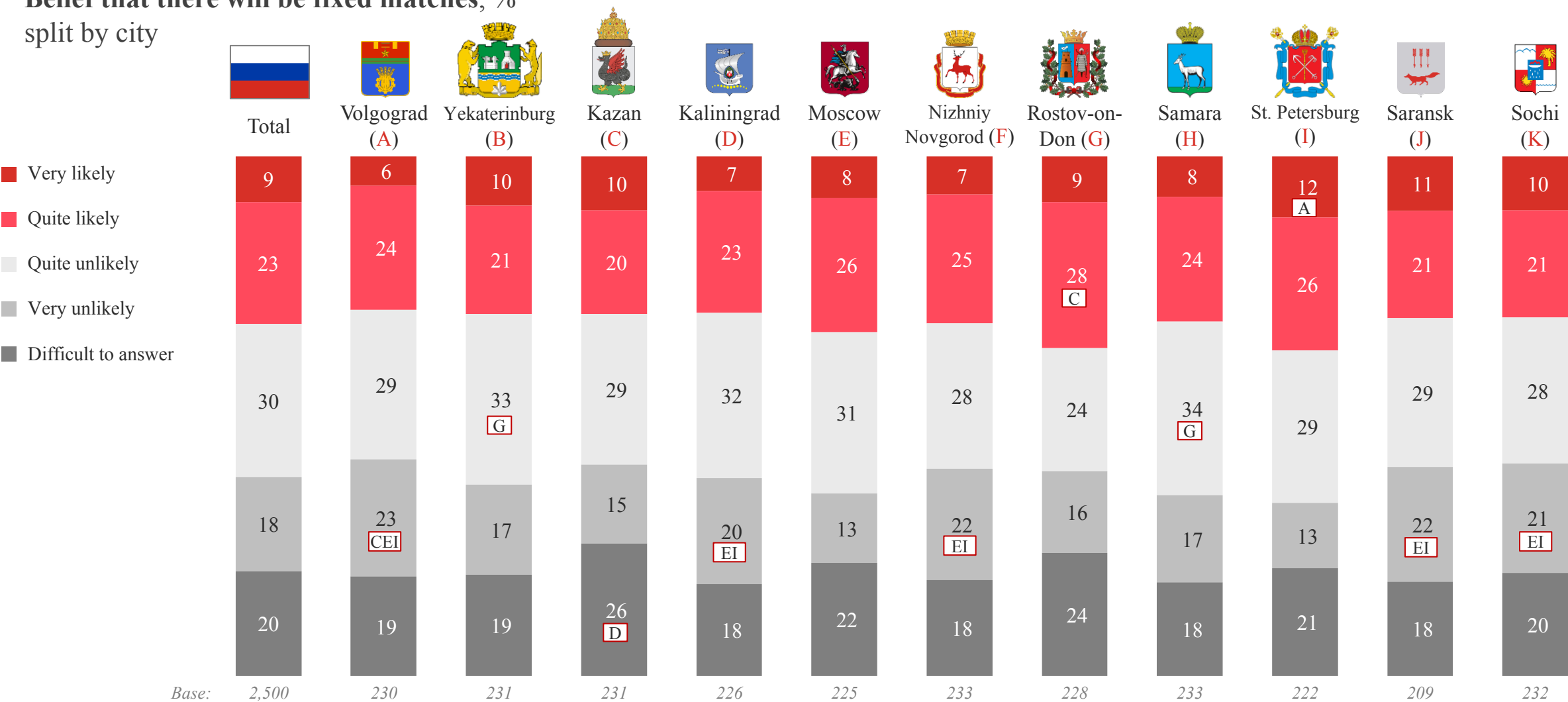
### Participants who are definitely sure fixed matches will be played - details, %



↑ - significantly higher than other group (95% confidence interval)

# Rostov-on-Don and St. Petersburg are the cities with the biggest concerns about match fixing during the FIFA World Cup 2018.













Belief that there will be fixed matches, %  
split by city



A - significantly higher than city A (95% confidence interval)

Russia, England and Germany are seen as the top three countries most likely to participate in fixed matches during the FIFA World Cup 2018.













Countries with the highest likeliness of participating in fixed matches, %  
split by city

												
	Total	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Russia	17	18	11	13	18	22 <span>HI</span>	16	21 <span>H</span>	9	11	22 <span>H</span>	31 <span>BCFHI</span>
Germany	12	9	10	13	10	14	13	12	12	8	12	21 <span>AI</span>
England	11	6	13	4	10	7	13	12	11	5	19 <span>ACEI</span>	18 <span>ACEI</span>
France	7	9	6	10	3	8	8	7	9	5	6	11
Brazil	7	3	6	4	7	11	9	8	5	6	11	10
Portugal	5	3	7	4	6	5	5	5	7	4	8	7
Poland	5	1	4	3	9	5	5	5	4	6	8	7
Spain	5	4	6	6	3	1	4	4	10 <span>E</span>	6	5	10 <span>E</span>
Argentina	4	3	3	4	1	11 <span>DF</span>	1	6	5	4	3	4
Mexico	3	1	6	4	0	4	0	1	4	4	5	8 <span>G</span>
Sweden	3	0	3	6	1	3	3	6	3	1	6	6
Colombia	3	4	1	1	4	3	3	2	1	2	5	3
Iran	3	0	6	1	1	1	3	2	5	2	5	3
Nigeria	3	0	0	4	1	1	4	2	4	4	5	4
Croatia	3	0	1	3	0	3	0	5	1	2	8	7
Uruguay	3	0	4	0	4	4	3	2	3	0	6	3
Saudi Arabia	3	1	3	7	1	4	5	0	3	0	2	3
Tunisia	3	1	4	4	1	3	0	4	3	4	2	3
Base	805	68	70	70	68	76	75	84	74	83	65	72

HI - significantly higher than (A) city at 95% confidence level

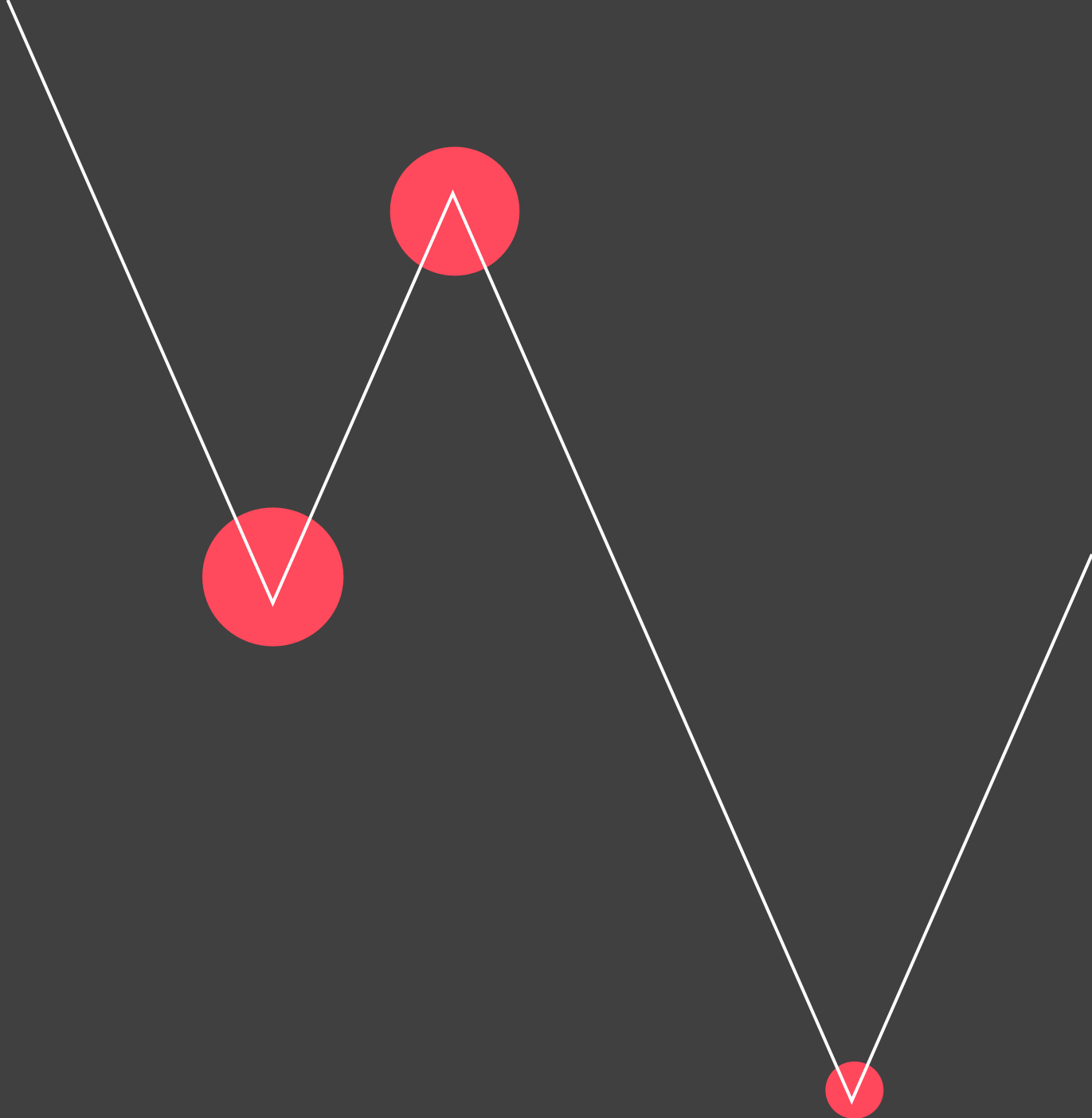
Iceland, Morocco, Costa Rica and Japan are the least likely to participate in fixed matches, according to Russians.

Countries least likely to participate in fixed matches, %  
split by city

												
	Total	Volgograd (A)	Yekaterinburg (B)	Kazan (C)	Kaliningrad (D)	Moscow (E)	Nizhniy Novgorod (F)	Rostov-on- Don (G)	Samara (H)	St. Petersburg (I)	Saransk (J)	Sochi (K)
Belgium	2	1	6	4	0	5	1	0	1	2	3	3
Switzerland	2	3	3	3	3	0	5	1	1	2	2	3
Serbia	2	0	1	3	1	0	1	1	3	5	6	4
Denmark	2	3	0	3	1	4	3	2	1	2	2	3
Panama	2	3	0	1	4	3	3	0	1	2	5	1
Egypt	2	1	0	4	1	1	1	4	3	4	0	0
Senegal	2	1	1	1	1	5	3	0	3	2	2	0
South Korea	2	0	3	0	3	3	1	1	5	0	2	1
Japan	1	0	3	1	1	1	0	2	4	0	3	0
Costa Rica	1	0	1	1	1	1	3	1	1	1	2	1
Morocco	1	0	4	1	3	3	0	0	1	1	0	0
Iceland	1	1	0	3	0	3	0	0	1	1	0	3
	Base 805	68	70	70	68	76	75	84	74	83	65	72

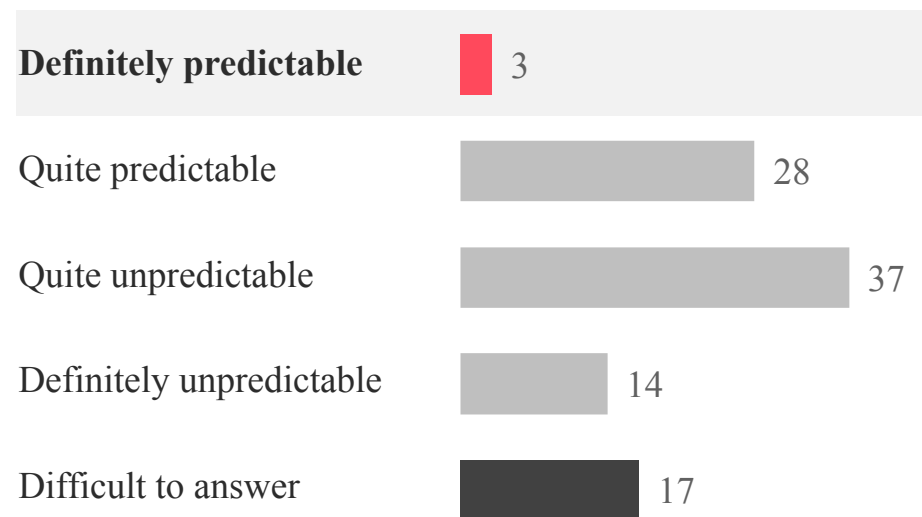
A - significantly higher than (A) city at 95% confidence level

# Forecast of Results



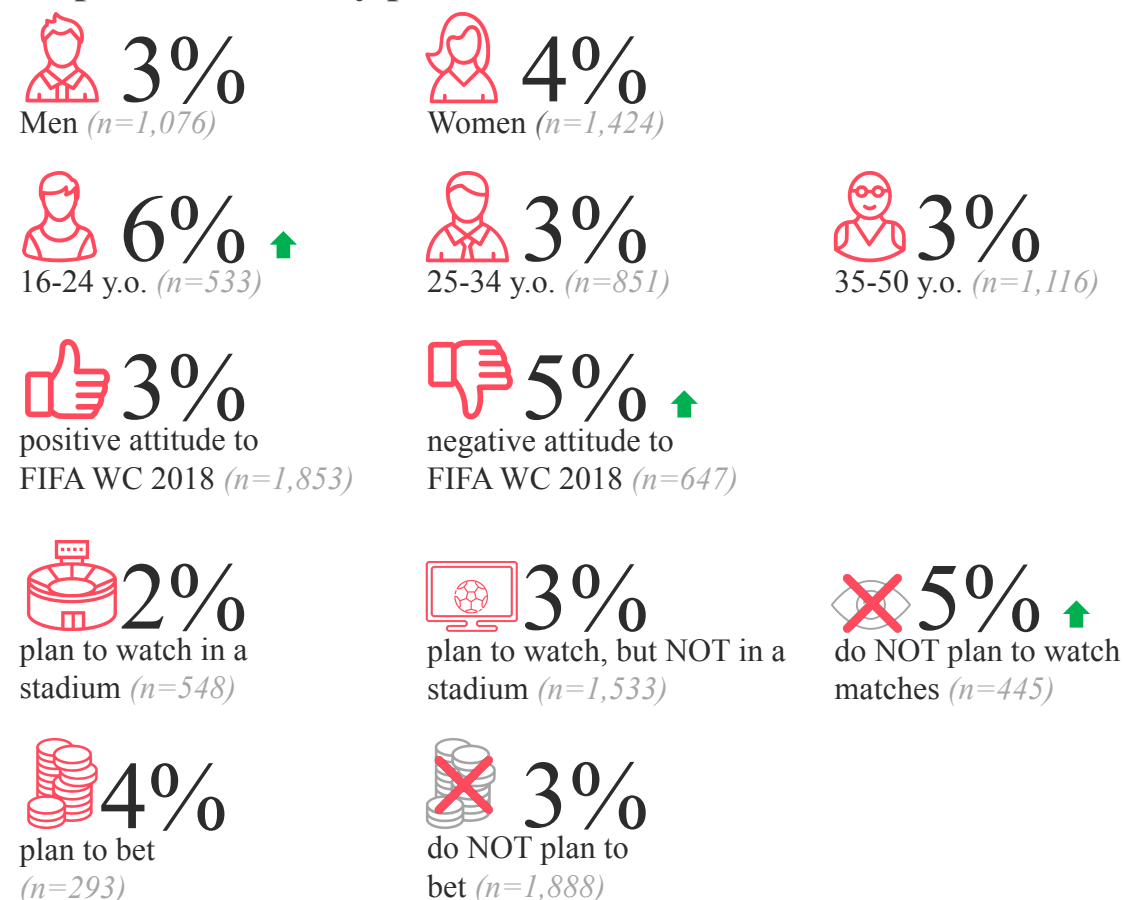
One in three Russians surveyed believe the final results of the FIFA World Cup 2018 will be predictable, particularly the younger demographic.

### Predictability of finals, %



Base: 2,500

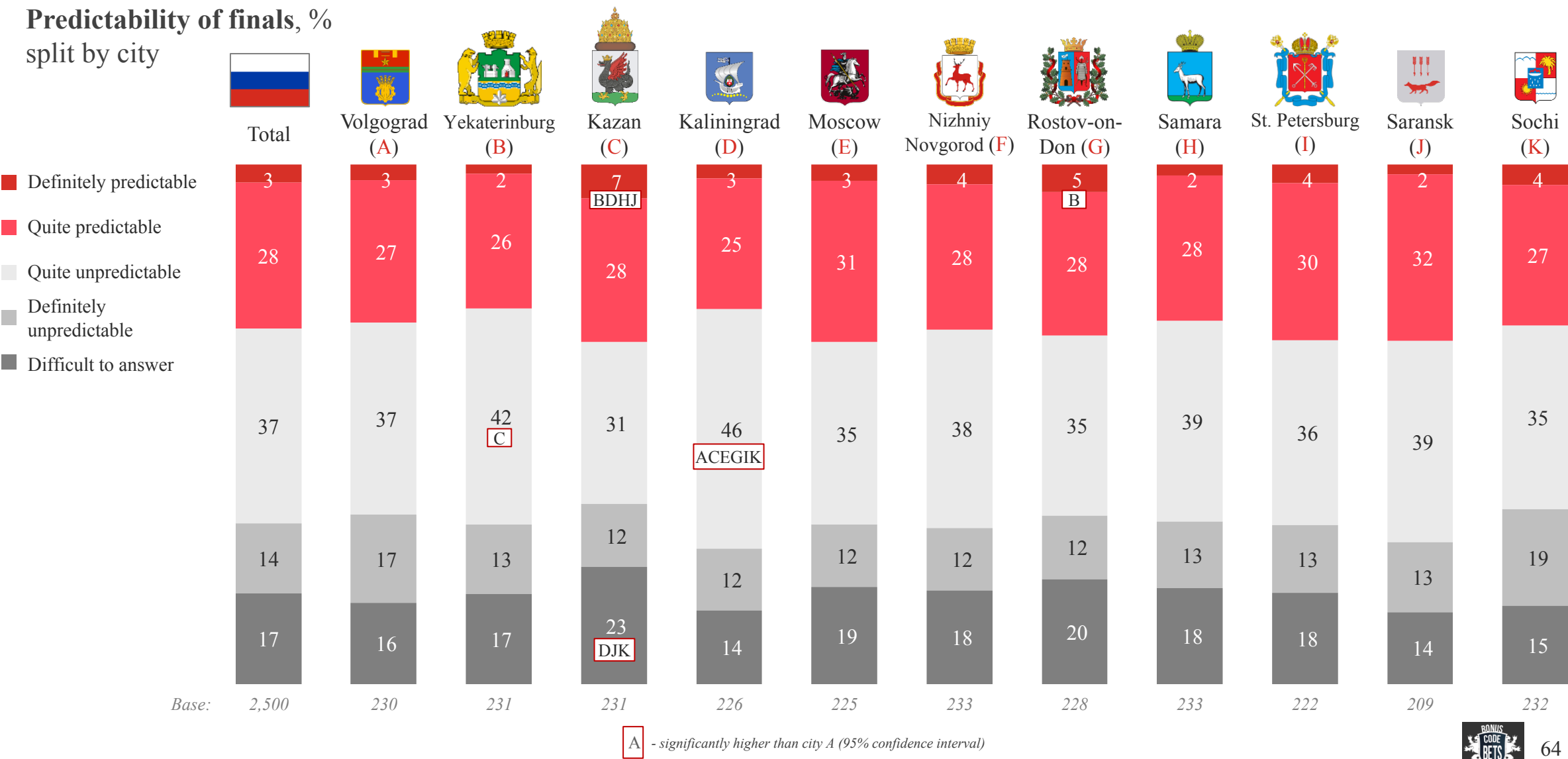
### Participants who consider the final results of the FIFA World Cup 2018 definitely predictable - details, %



↑ - significantly higher than other group (95% confidence interval)

# Kazan is the city where most people believe the final results of FIFA World Cup 2018 to be predictable, in comparison with other Russian cities.

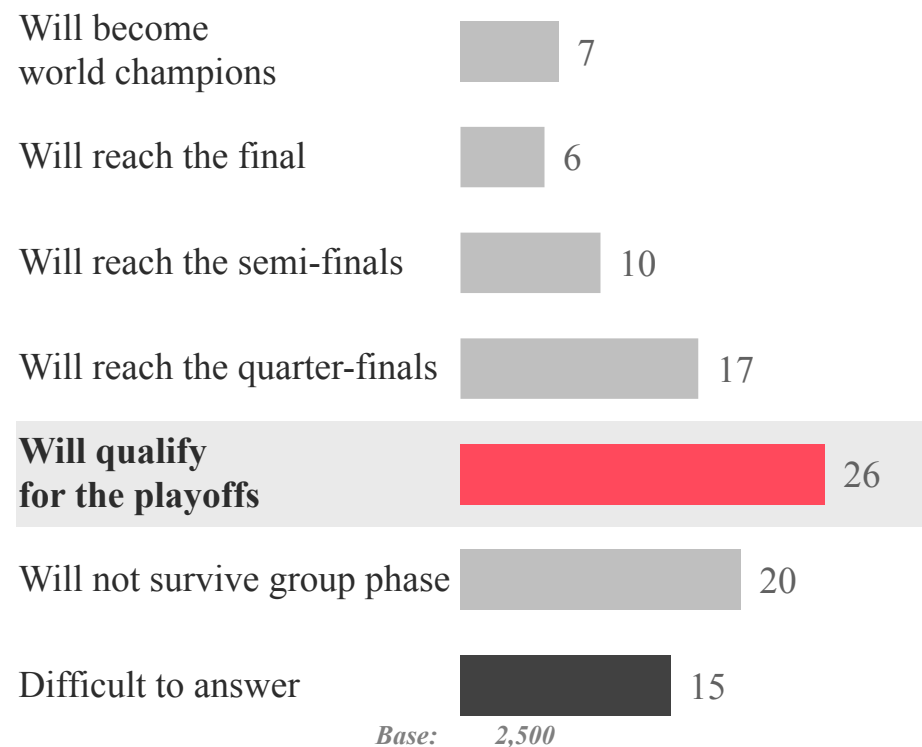
Predictability of finals, %  
split by city



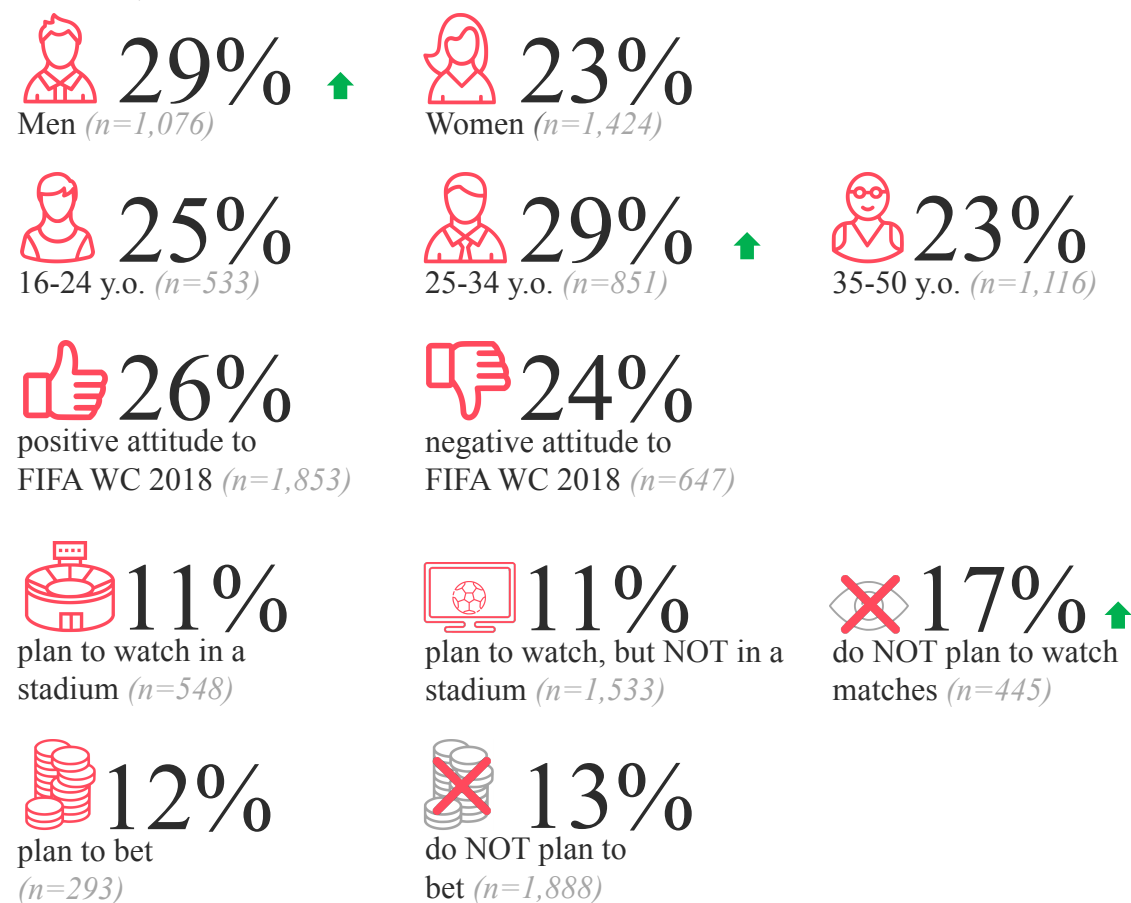


One in four believe Russia will qualify for the knockout rounds, while one in five doubt that Russia will survive the group phase. 7% believe that Russia will become FIFA World Cup 2018 champions.

### Forecast of Russian team performance, %

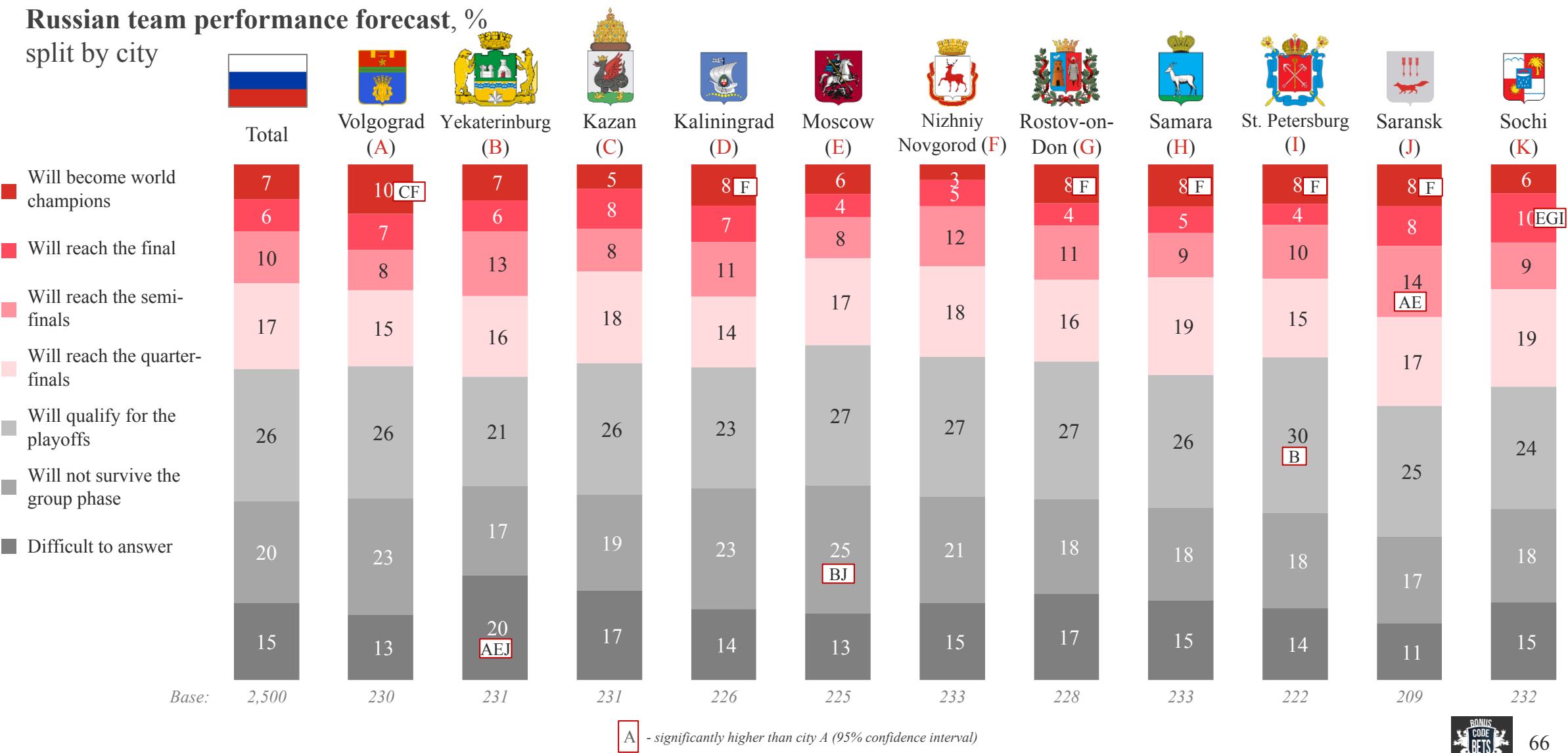


### Participants who are sure Russia will qualify for the playoffs - details, %















↑ - significantly higher than other group (95% confidence interval)

Saransk, Kaliningrad, Yekaterinburg, Volgograd and Sochi are the most optimistic about the Russian national team’s chances at the FIFA World Cup 2018.



The most likely semi-finalists according to Russians are Germany, Brazil and Spain, followed by Portugal, Argentina, England, France and Russia.













The most likely semi-finalists, %  
split by city

												
	Total	Volgograd (A)	Yekaterinburg (B)	Kazan (C)	Kaliningrad (D)	Moscow (E)	Nizhny Novgorod (F)	Rostov-on- Don (G)	Samara (H)	St. Petersburg (I)	Saransk (J)	Sochi (K)
Germany	47	54 <span>BF</span>	38	45	52 <span>BF</span>	48 <span>B</span>	43	45	49 <span>B</span>	49 <span>B</span>	49 <span>B</span>	47 <span>B</span>
Brazil	39	46 <span>BEG</span>	32	38	40	34	39	35	46 <span>BEG</span>	46 <span>BEG</span>	43 <span>BE</span>	38
Spain	31	36 <span>EG</span>	28	29	39 <span>BCEG</span>	26	30	27	33	33	33	31
Portugal	25	26	23	28 <span>F</span>	25	24	19	22	24	24	32 <span>BFG</span>	27
Argentina	24	26 <span>G</span>	20	23	26 <span>G</span>	24	26 <span>G</span>	16	25 <span>G</span>	25 <span>G</span>	27 <span>G</span>	23
England	22	24 <span>BGIK</span>	18	21	25	23	21	21	22	20	21	23
Russia	19	20	18	17	19	14	13	22 <span>EF</span>	20 <span>F</span>	17	23 <span>EF</span>	22 <span>EF</span>
France	18	24	14	16	18	21 <span>BK</span>	19	15	18	15	19	14
Mexico	3	3	0	7 <span>ADEFH</span>	2	2	2	4	3	4	4	4
Belgium	2	2	3	1	2	4 <span>H</span>	3	3	1	4	2	3
Sweden	2	2	2	2	4	2	1	3	2	3 <span>H</span>	1	2
Uruguay	2	1	1	2	0	1	1	2	1	4 <span>DF</span>	2	2
Switzerland	2	1	1	3	2	1	1	3	1	1	3	1
Base:	2,500	230	231	231	226	225	233	228	233	222	209	232

A - significantly higher than (A) city at 95% confidence level

Iceland, Croatia, Denmark, Poland and Serbia are at the least likely semi-finalists from Europe, according to Russians.













Least likely semi-finalists, %  
split by city

												
	Total	Volgograd (A)	Yekaterinburg (B)	Kazan (C)	Kaliningrad (D)	Moscow (E)	Nizhniy Novgorod (F)	Rostov-on-Don (G)	Samara (H)	St. Petersburg (I)	Saransk (J)	Sochi (K)
Iceland	1	2	2	2	1	2	1	0	1	1	1	2
Croatia	1	1	0	0	2	0	1	0	2	2	2	3
Denmark	1	0	1	0	1	1	1	0	1	1	1	1
Japan	1	2	1	1	0	0	0	3	0	0	0	1
South Korea	1	2	1	0	0	1	1	0	1	0	0	1
Nigeria	1	0	0	0	0	0	1	0	1	2	1	0
Poland	1	0	0	0	0	1	1	0	0	1	1	1
Costa Rica	1	1	0	0	0	0	1	0	0	0	1	0
Colombia	0	0	0	0	0	1	0	0	1	0	0	1
Morocco	0	0	0	0	0	0	1	0	1	0	0	0
Serbia	0	0	0	0	0	0	0	1	0	0	1	0
Senegal	0	0	1	0	0	0	0	1	0	0	1	0
Egypt	0	0	0	0	1	0	0	0	0	0	0	0
Panama	0	0	0	0	0	0	0	0	0	1	0	0
Tunisia	0	0	0	1	0	0	0	0	0	0	0	0
Iran	0	0	0	1	0	0	0	0	0	0	0	0
Saudi Arabia	0	0	0	0	0	0	0	0	0	0	0	0
Base:	2,500	230	231	231	226	225	233	228	233	222	209	232

A - significantly higher than (A) city at 95% confidence level

Germany is the favourite to win the FIFA World Cup 2018 in Russia. Brazil, Russia, Spain and Portugal are also among the top five favorites, followed by Argentina, England and France.













The most probable winners, %  
split by city

												
	Total	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Germany	26	30	23	26	27	27	28	24	26	27	23	28
Brazil	12	13	11	13	10	9	12	14	15	13	16	9
Russia	12	14	13	12	14	7	8	16 <span>EF</span>	12	10	12	9
Spain	10	9	10	12	8	7	7	12	8	10	8	13
Portugal	7	5	8	10 <span>AF</span>	6	8	4	7	7	8	7	9
Argentina	5	5	6	5	5	5	6	5	5	5	6	7
England	4	5	2	3	4	6	3	3	7 <span>K</span>	4	4	2
France	3	2	3	1	6 <span>CGHIK</span>	6 <span>CGHI</span>	5 <span>CGHI</span>	1	1	1	2	2
Sweden	1	1	0	0	1	1	1	1	0	1	0	1
Base:	1,721	175	143	156	165	147	147	147	164	154	161	162

A - significantly higher than (A) city at 95% confidence level

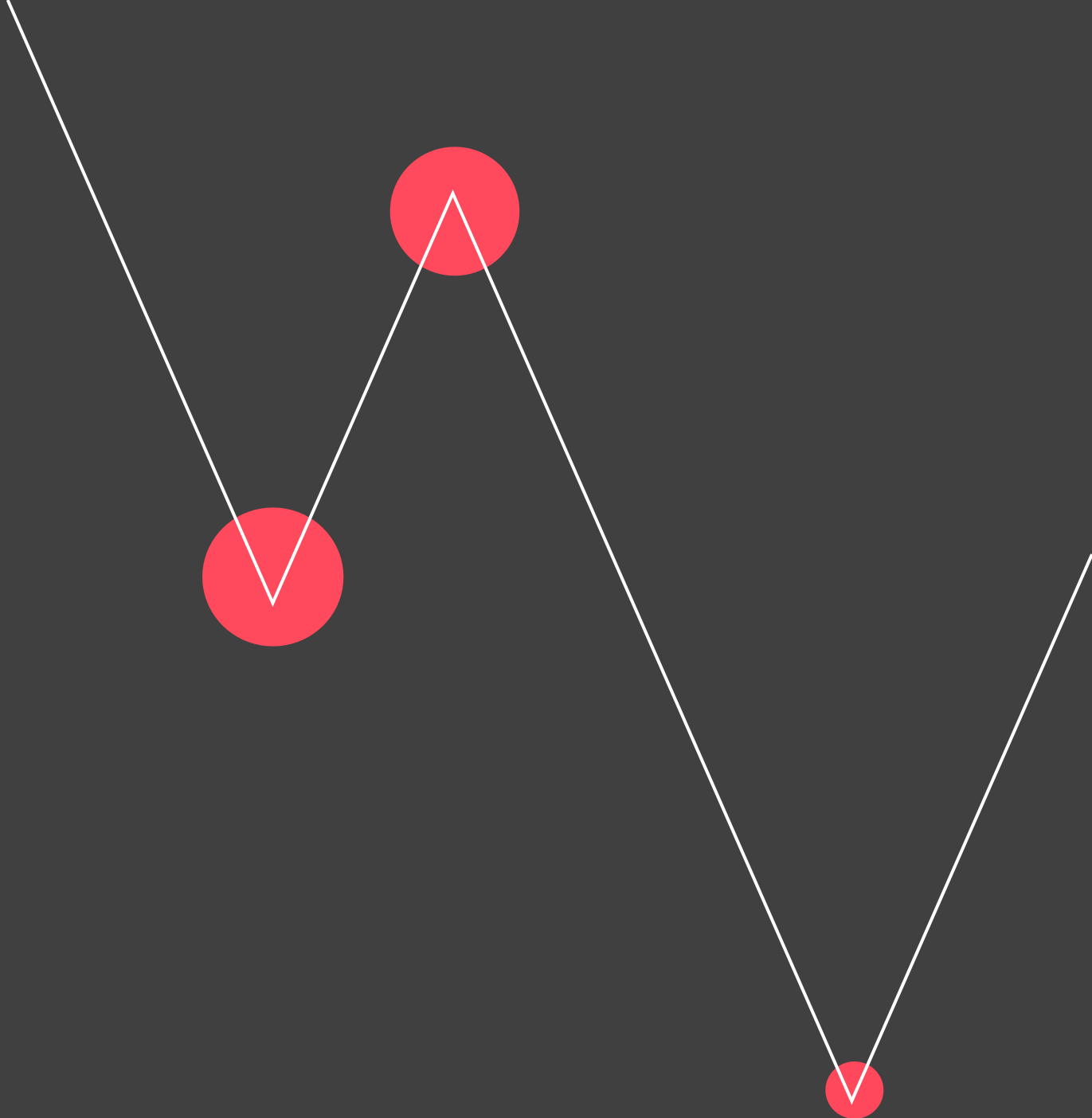
# Belgium, Croatia, Iceland, Switzerland, Denmark, Serbia and Poland are the least likely FIFA World Cup 2018 winners from Europe, according to Russians.

The least likely winners, %  
split by city

												
	Total	Volgograd (A)	Yekaterinburg (B)	Kazan (C)	Kaliningrad (D)	Moscow (E)	Nizhniy Novgorod (F)	Rostov-on-Don (G)	Samara (H)	St. Petersburg (I)	Saransk (J)	Sochi (K)
Belgium	0	0	0	0	1	1	0	0	0	0	1	1
Colombia	0	1	0	0	0	1	0	0	0	0	1	0
Nigeria	0	0	0	1	0	0	0	0	1	0	1	1
Croatia	0	0	0	0	1	0	0	0	1	0	1	1
Iceland	0	0	0	0	0	0	1	0	0	1	1	0
Mexico	0	0	0	0	0	0	1	0	0	0	1	1
Switzerland	0	0	0	1	1	0	0	1	0	0	0	0
Denmark	0	1	0	0	1	0	0	0	1	0	0	0
Uruguay	0	0	0	0	0	0	0	0	1	0	0	1
South Korea	0	1	0	0	0	0	0	0	1	0	0	0
Senegal	0	0	1	0	0	0	0	1	0	0	0	0
Costa Rica	0	1	0	1	0	0	0	0	0	0	0	0
Serbia	0	0	0	0	0	0	0	0	0	1	0	0
Poland	0	0	0	0	0	1	0	0	0	0	0	0
Tunisia	0	0	0	0	0	0	0	0	0	1	0	0
Morocco	0	0	0	0	0	0	1	0	0	0	0	0
Japan	0	0	0	0	0	0	0	0	0	0	0	0
Iran	0	0	0	0	0	0	0	0	0	0	0	0
Saudi Arabia	0	0	0	0	0	0	0	0	0	0	0	0
Egypt	0	0	0	0	0	0	0	0	0	0	0	0
Panama	0	0	0	0	0	0	0	0	0	0	0	0
Base:	1,721	175	143	156	165	147	147	147	164	154	161	162

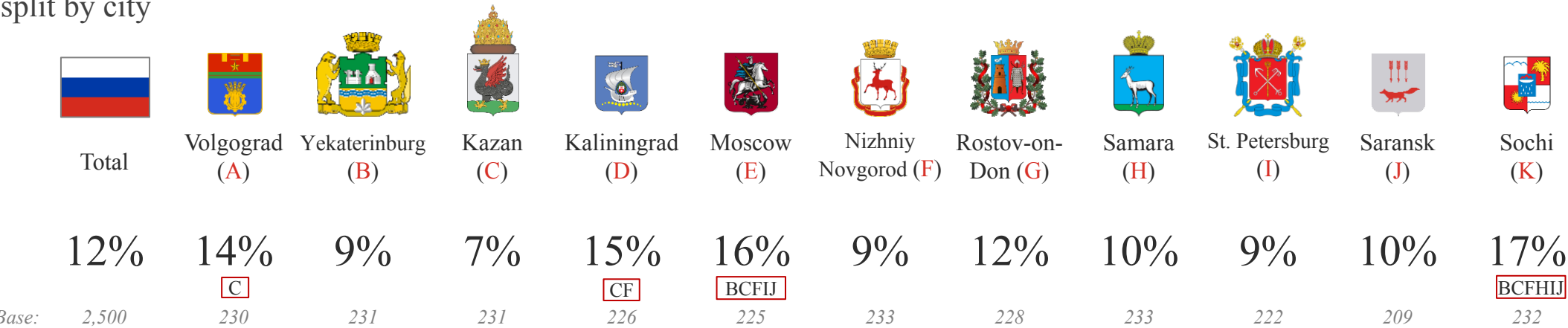
A - significantly higher than (A) city at 95% confidence level

# Views on Betting

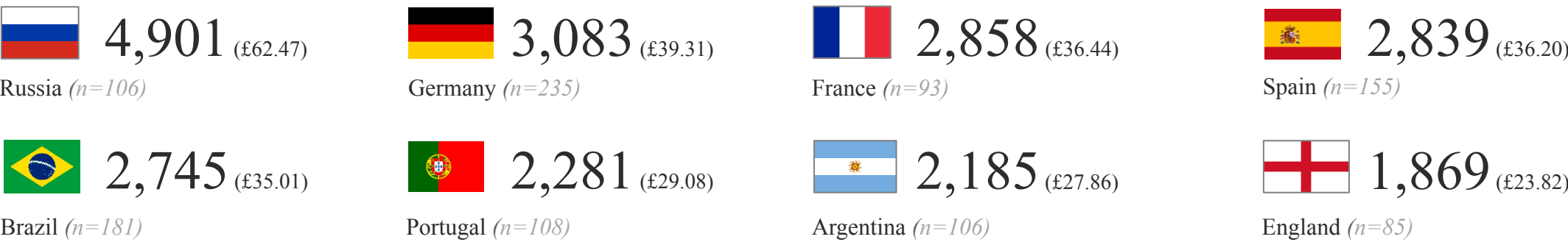


Sochi, Moscow, Kaliningrad and Volgograd are the cities with a population most willing to bet on football matches.

Plan to bet on the FIFA World Cup 2018 matches, %  
split by city



Amount of money Russians are willing to bet on a team, RUR  
Countries with more than 20 betters are shown



A - significantly higher than city A (95% confidence interval)

Q22. Do you plan to bet on the results of World Cup 2018 matches or not?  
Q23. What amount of money are you willing to bet on winning each of the teams listed below?

Exchange rate correct on 19.01.2018



If you have any comments or ideas, please contact us!



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