Voting corruption claims impact public perception of FIFA

Source: SMG Insight/YouGov SportIndex
Date: 10th May – 10th June (1 week moving average)

Research by SMG Insight/YouGov reveals that recent allegations of corruption over FIFA’s choice of Qatar for the 2022 World Cup have had a negative impact on the sporting body.


The graph shows that public perception of the Commonwealth Games is significantly higher than that of the FIFA World Cup, with both ‘Buzz’ and ‘Impression’ steadily increasing in the build up to the start of the Games on 23 July.

With the countdown to the opening of the FIFA World Cup on 12 June in full swing, it is clear from SMG Insight / YouGov’s research that recent press coverage regarding voting corruption claims has had an unfavourable impact on the public’s perception of the tournament, with more respondents hearing negative rather than positive stories during the last two weeks.

Frank Saez, SMG Insight’s Managing Director, commented on the findings: “It is interesting to see how trends in buzz and impression of the FIFA World Cup and Commonwealth Games differ so significantly. The corruption allegations concerning FIFA have clearly taken their toll on the public’s
perception of the tournament and sponsors will be concerned about how this negativity could impact their brands. FIFA will need to work hard to rebuild their trust.”

METHODOLOGY

Buzz is the net difference between the amount of respondents hearing positive news and those hearing negative news in the previous two weeks. Respondents are asked “Which of the following sporting events have you heard something positive/negative about?”

Impression is the net difference between the amount of respondents having a positive impression and those having a negative impression in the previous two weeks. Respondents are asked “What is your positive / negative impression of the sporting event?”

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About SMG Insight

SMG Insight delivers leading edge B2B and B2C research and consulting solutions for world-leading sports governing bodies, sponsors and sports investors in order to meet their strategic and business objectives. Through partnership our new generation sports research company, offers a combination of thought leadership, strategic insight and comprehensive data analysis that enables our global clients to achieve a higher return on investment from sports sponsorship, investment and marketing. Frank Saez, founder and owner of SMG Insight, was previously Vice President of international sports agency IMG for over eight years, heading up the company’s international sports and sponsorship research practice. More recently, Frank served as board member and managing director of IFM Sports Marketing Surveys.

For further information visit www.smg-insight.com