



LIFESTYLE

It's coming home?

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It's coming home?



The World Cup is well underway, and of course we've been tracking fans' reactions to the games as they unfold! As the group stages come to a close, we're looking at who our community's backing, how they're watching the games, thoughts on VAR opinions, and final predictions.

The results are in! OnePulse spoke to 8,217 people across the UK & US in June 2018.

Home or away?

England were the only UK team to qualify for this year's World Cup, but that definitely doesn't mean the Three Lions can rely on some extra support from the rest of the UK... 60% of people in England are supporting England, yet only 24% of those in Scotland, Wales and Northern Ireland are with them.



England fans weren't feeling particularly optimistic about their team's chances before the tournament began, with 21% predicting they wouldn't make it out of their group against Belgium, Panama and Tunisia. However, 43% of fans believe that this lack of expectations will have a positive effect on the team's performance.

For our US community, support takes a different form as the national team failed to qualify for the first time in more than 30 years. The teams they'll support instead are pretty varied, with a (not particularly surprising) focus on their neighbours in South America.



And the US's failure to qualify has far from dampened their spirits, with almost half (45%) of Americans following the World Cup say that the lack of the US team in the tournament has actually meant they're enjoying it more.

Secret streamers

Particularly during the group stage, it may have seemed at times that there was always at least one game being played. This meant there was a high chance fans would experience some conflict in timings between the games and their other commitments.

30% of World Cup fans admit that if a game they really want to watch is on at a time that



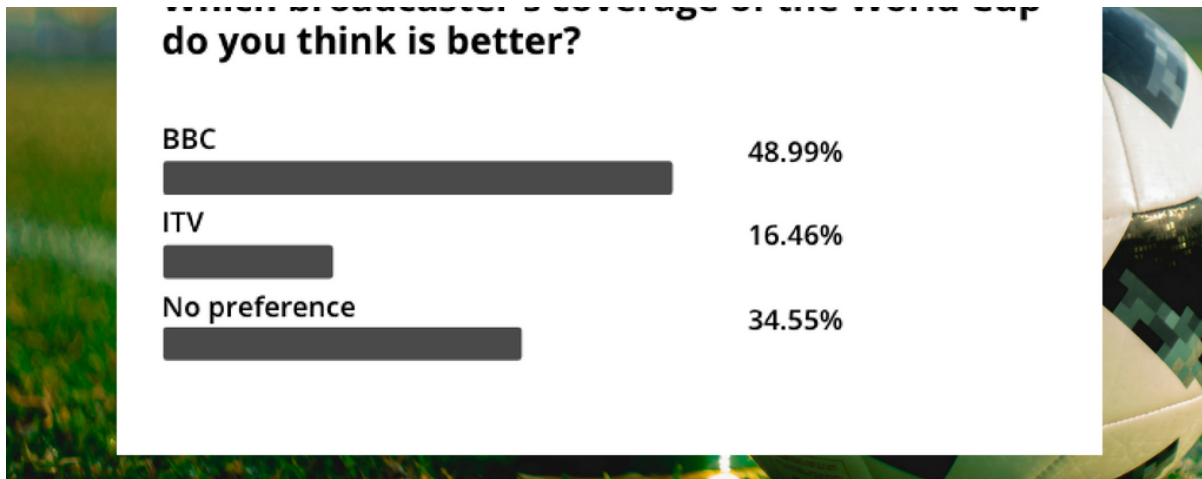
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Introducing VAR

Video Assistant Referees are a new addition to the World Cup this year, having been introduced into different leagues over the last year or so. Initial expectations for the arrival of VAR in the World Cup varied -- when it was first announced in 2017, 41% of UK fans expected that it would result in fewer arguments on the pitch, however 25% worried that it would mean that play was too frequently interrupted.

In practice, reception of VAR at the World Cup has also been mixed. 26% of fans say that VAR has been a helpful addition and only 12% think it has distracted play. However, 24% think having VAR at the World Cup has been confusing, and 21% of people think that its use has been biased so far.

Making predictions

Before the tournament started, we wanted to get our community's early predictions on which country would be bringing home the World Cup. The early favourites were reigning champions, Germany, with 22% of people thinking they'd make it a double. It's a real testament to the surprising nature of the World Cup, as Germany crashed out last night, after failing to beat South Korea in their final group game!

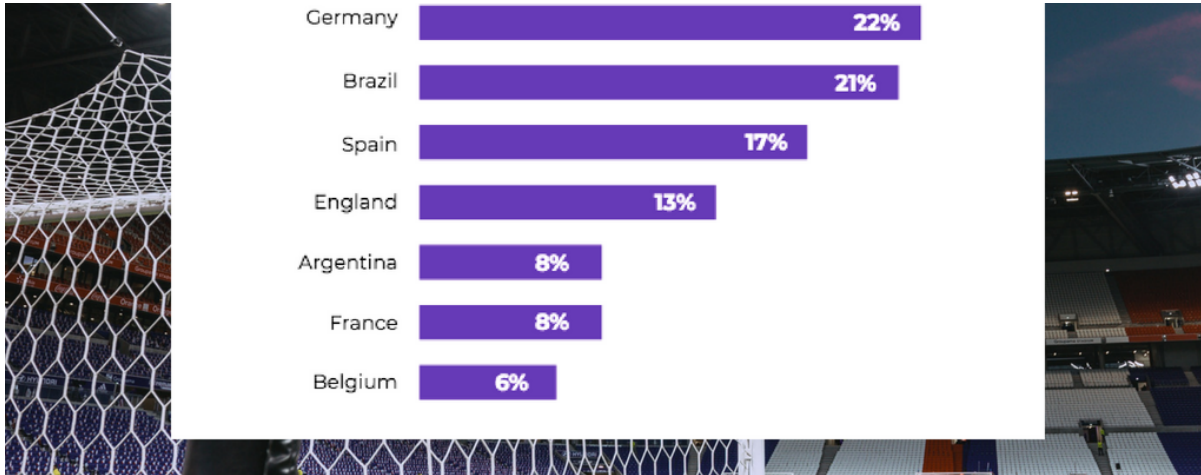
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So, attention turns to our second favourite, Brazil, who are still in it to win it with 21% of people backing them. Unfortunately for England and their fans, only 13% of our users thought that they would reign victorious. But after winning their first game against Tunisia, 58% of fans felt more optimistic about England's chances.

And that optimism seems to have been well-founded, as England followed up with a 6-1 victory against Panama on Sunday. Which brings us to the final group game for England tonight...

Tonight's the night

While both teams have already made it through to the final 16, England's game against Belgium tonight will decide which team will top the group. Although we all like to win, whoever finishes second in this group could end up coming up against less challenging teams in their subsequent rounds...

So what are England fans hoping for from tonight? 28% are thinking tactically and hoping for a 2nd place finish, but 49% told us they'd rather England finished first, suggesting getting in good form is preferable to an easier draw.

Guess we'll just have to wait and see what happens tonight!

We'll be continuing to check in with our World Cup fans as the tournament progresses. Get

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