

FIFA 2023 Women's World Cup

Canadian Perspectives on Team Canada's Qualification and National Pride

Detailed Research and Insights

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MKTG 759: Applied Quantitative Research

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Background & Objectives

FIFA Women's World Cup

- The 2023 FIFA Women's World Cup will be the ninth quadrennial FIFA Women's World Cup for women's national teams. The tournament, hosted by Australia and New Zealand, will take place from July 20 to August 20, 2023.
- The FIFA Women's World Cup is a top-level professional soccer tournament involving national women's soccer teams. It is held under the FIFA sponsorship every four years, one year after the men's World Cup. The tournament was founded in China in 1991 and will feature 32 teams in 2023. The competition includes eight round-robin groups and then a 16-team knockout stage. The reigning champions are the United States, who defeated the Netherlands 2-0 in the 2019 final (2023 FIFA Women's World Cup, 2023).

Global News

- Global News is the news division of the Canadian Global Television Network, owned by Corus Entertainment. It manages national and local news for its stations, operates talk radio stations under "Global News Radio," and runs a news website.
- "Globalnews.ca offers Canadians from coast to coast a host of news and information – from breaking news in their community to deep engaging content that puts complex world issues in perspective" (Global News, n.d.).

Objectives

- to obtain valuable insights into the FIFA 2023 Women's World Cup and the perspectives of Canadians regarding Team Canada's qualification and national pride.
- to collect insights to share it with Canadian organizations and the public, shedding light on Canadians' viewpoints concerning Team Canada's qualification and its potential future ramifications

Methodology



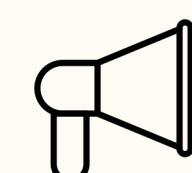
Methodology



Quantitative
Research



Online Survey



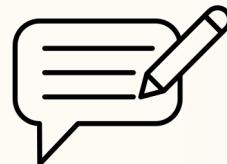
June 20th– 21st,
2023

Sample Profile

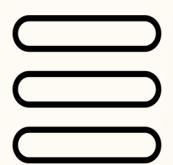
Sample Profile



Canadians



1'000



18+

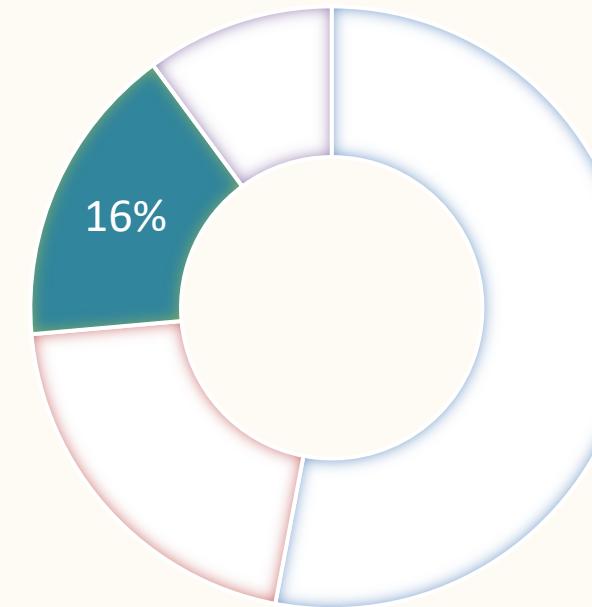


- Alberta (AB)
- Atlantic
- British Columbia (BC)
- Quebec
- Ontario
- Saskatchewan (SK)/
Manitoba (MB)

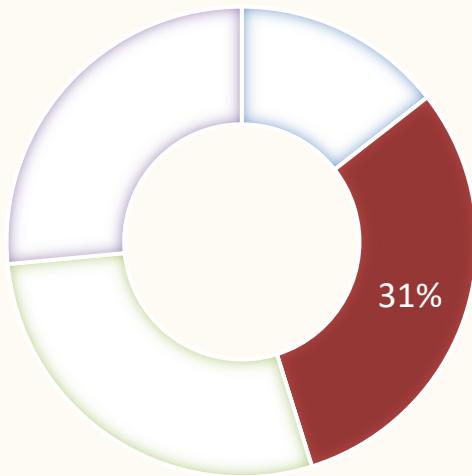
Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters.

Detailed Findings

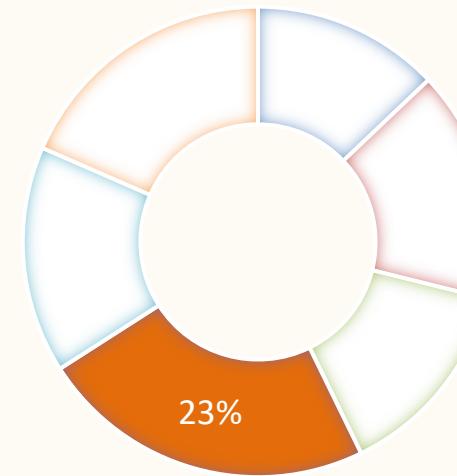
I strongly agree that Canada is a sports powerhouse



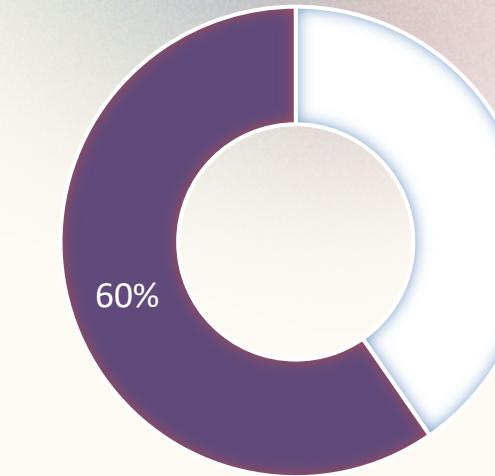
Millennial, %



Ontario, %



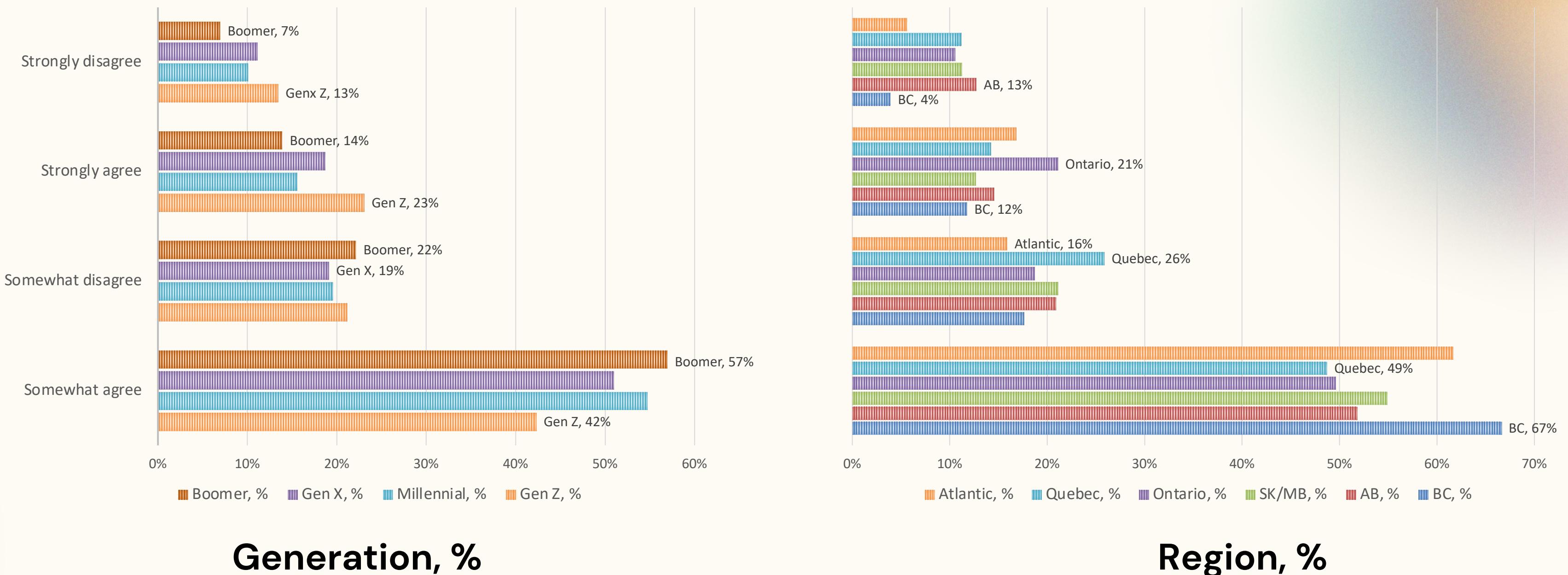
Female, %



Q#1. Canada's qualification for the women's FIFA World Cup demonstrates that Canada is a sports powerhouse

Base: 1,000 Canadians across Canada in BC, AB, SK/MB, Ontario, Quebec, Atlantic provinces, June 20-21, 2023.

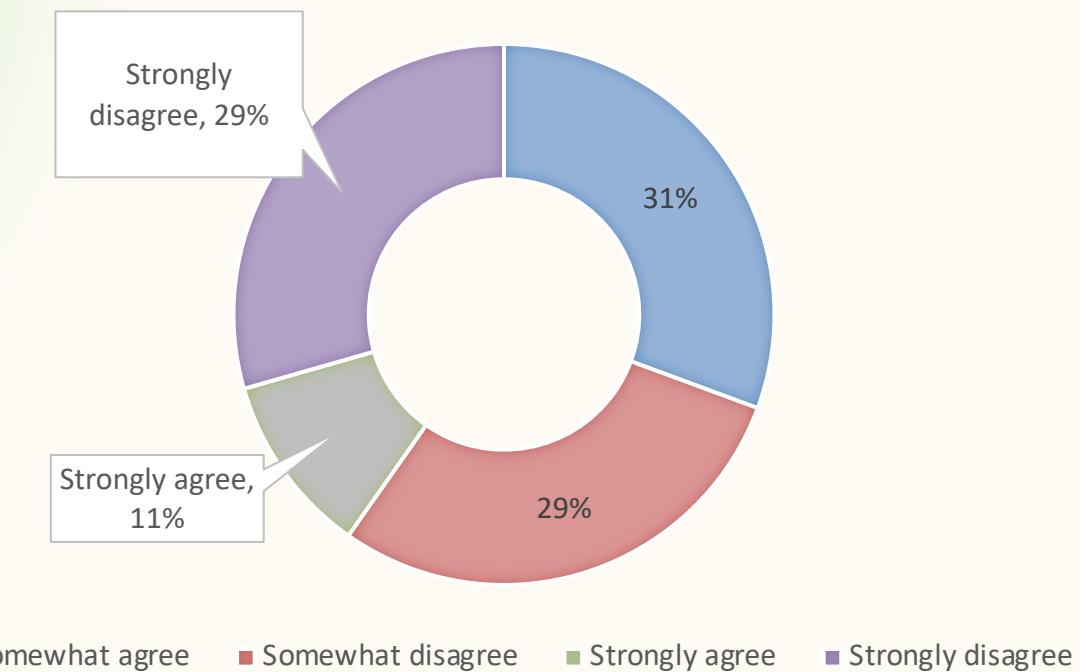
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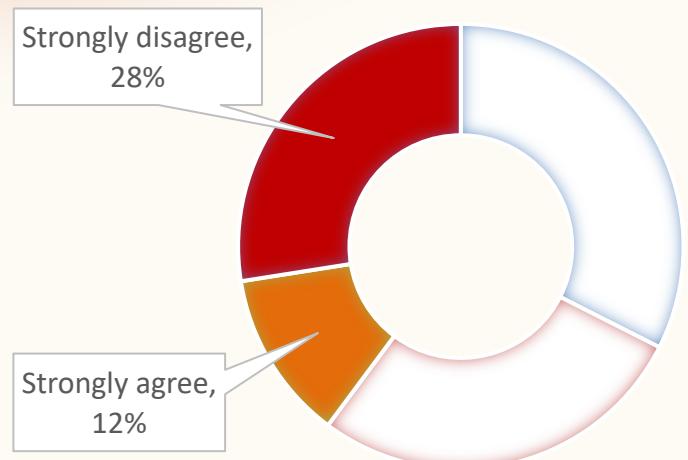
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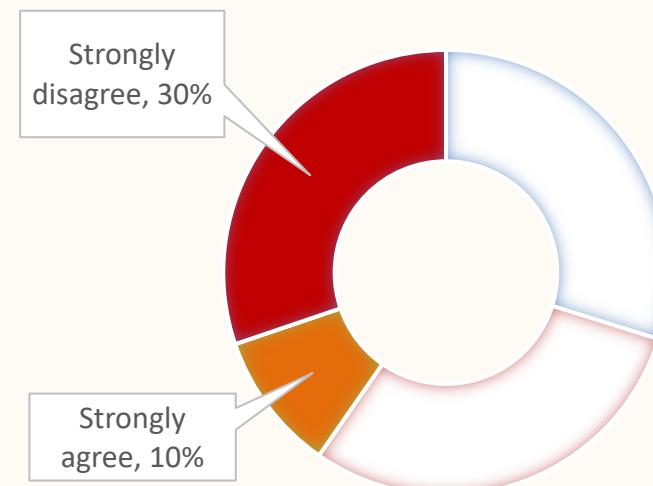
I will be paying close attention to the women's FIFA World Cup



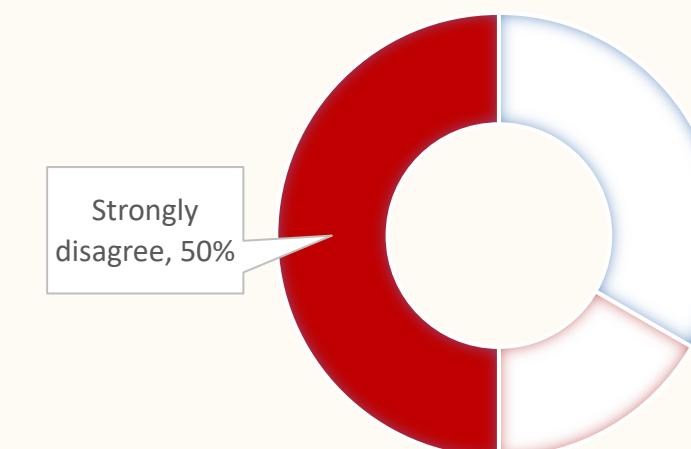
Male, %



Female, %



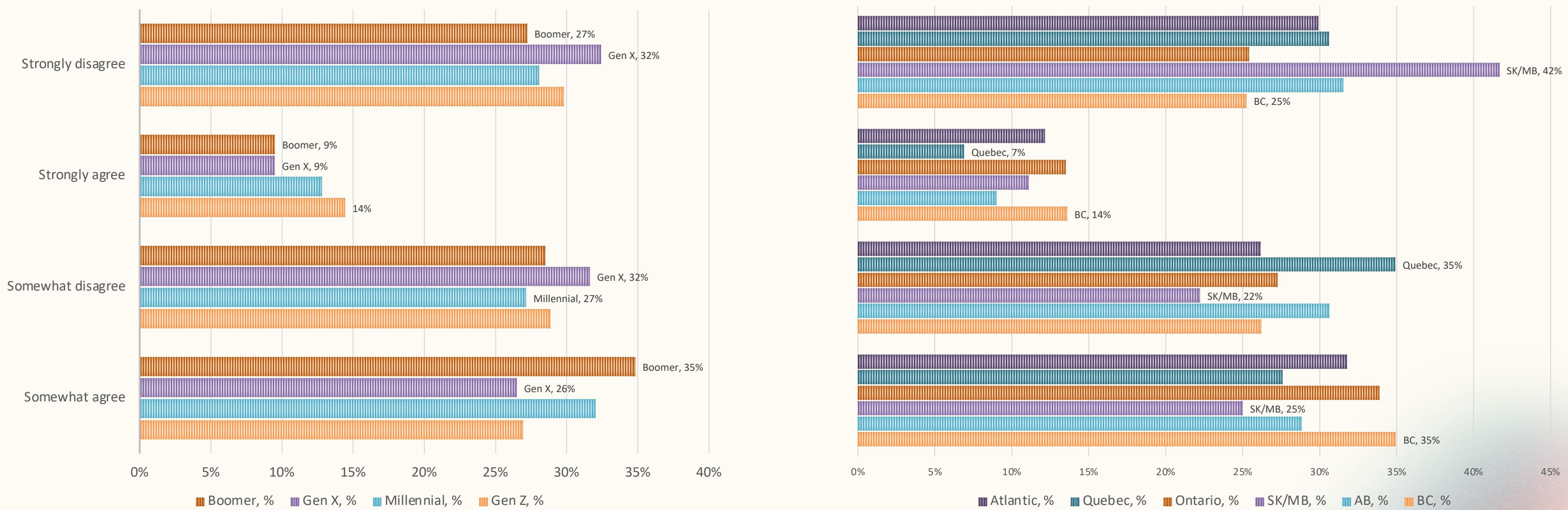
Others, %



Q#2. I will be paying close attention to the women's FIFA World Cup

Base: 1,000 Canadians across Canada in BC, AB, SK/MB, Ontario, Quebec, Atlantic provinces, June 20-21, 2023.

I will be paying close attention to the women's FIFA World Cup

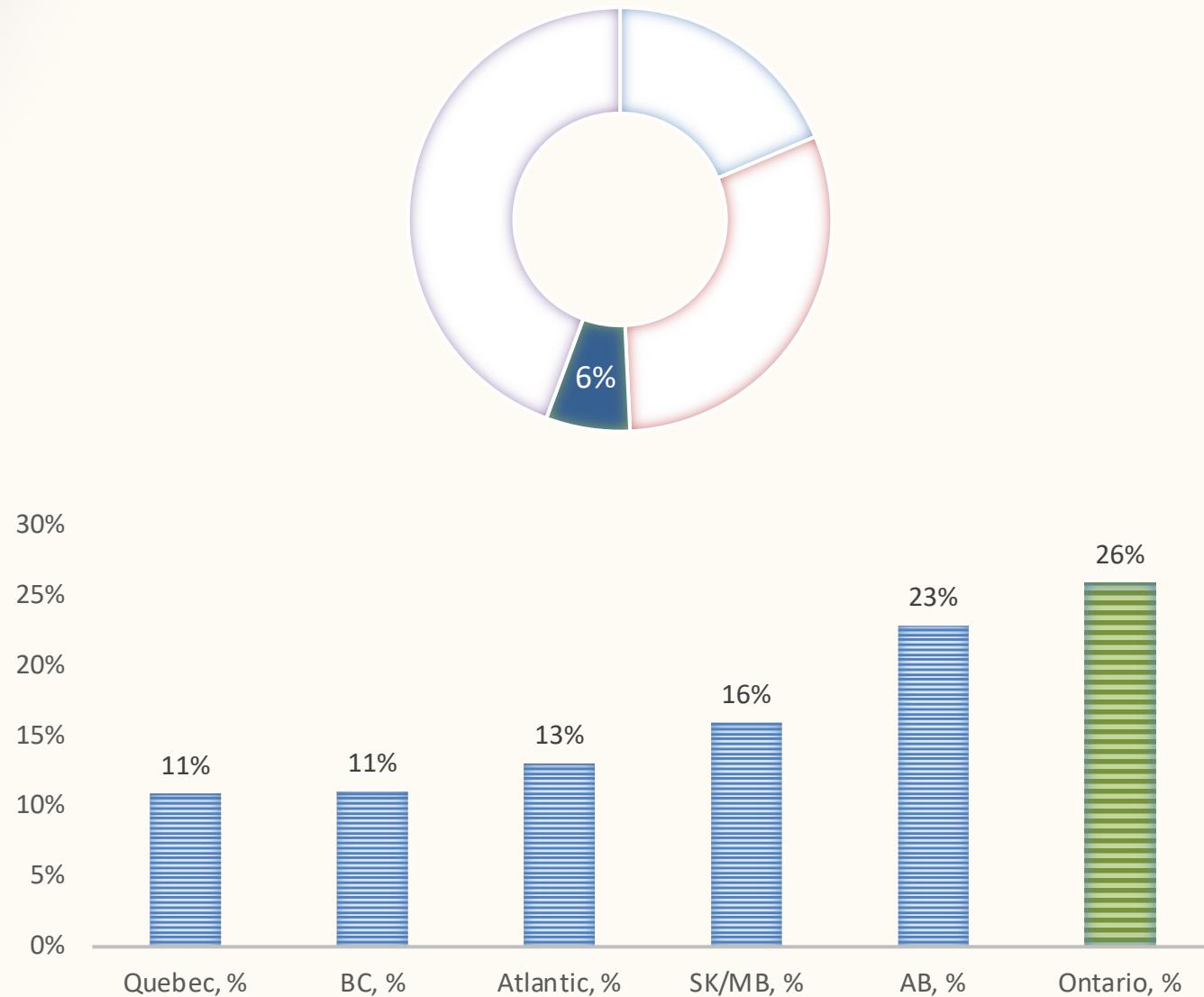


Q#2. I will be paying close attention to the women's FIFA World Cup

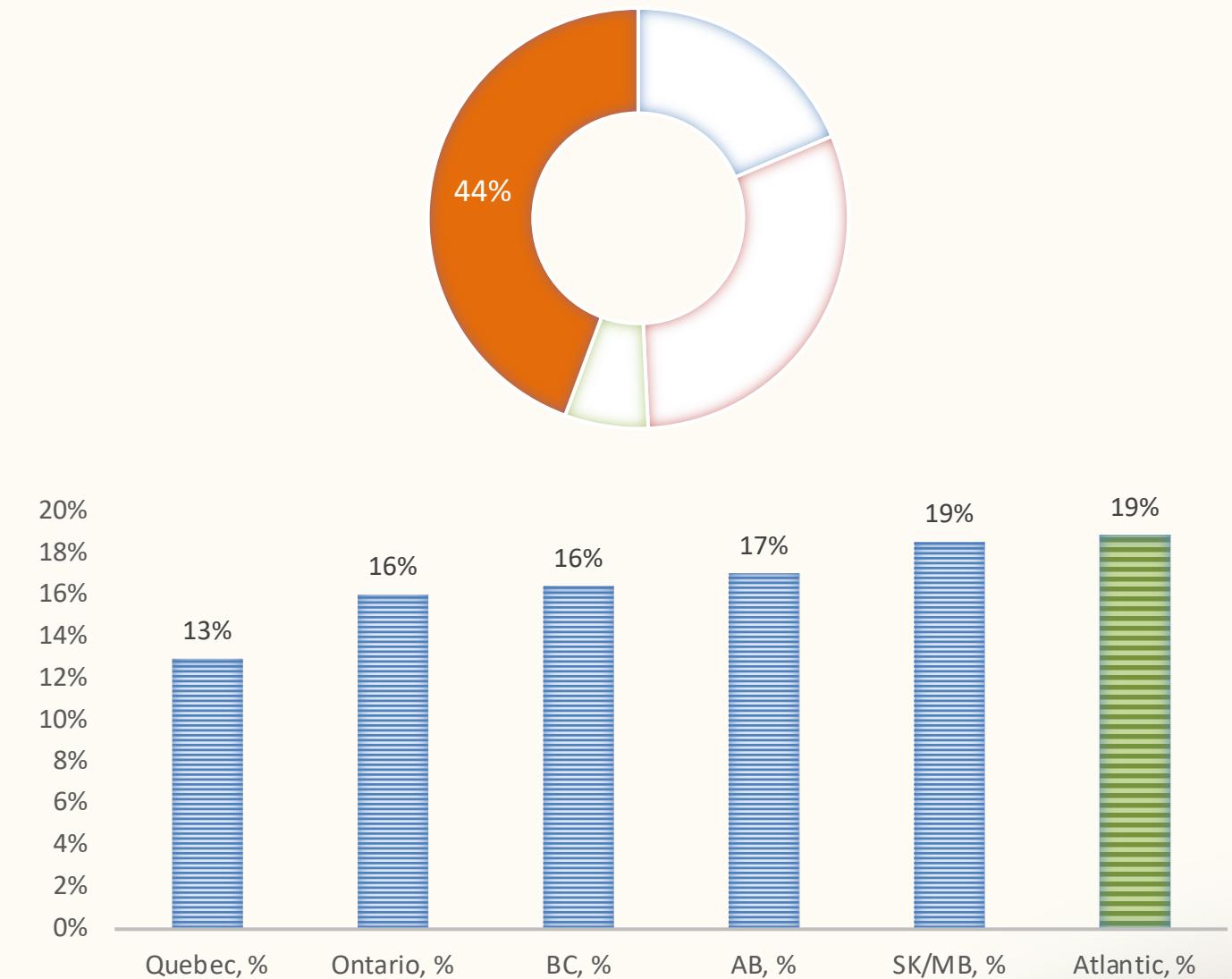
Base: 1,000 Canadians across Canada in BC, AB, SK/MB, Ontario, Quebec, Atlantic provinces, June 20-21, 2023.

I will be cheering primarily for another country

Strongly agree,
%



Strongly disagree,
%

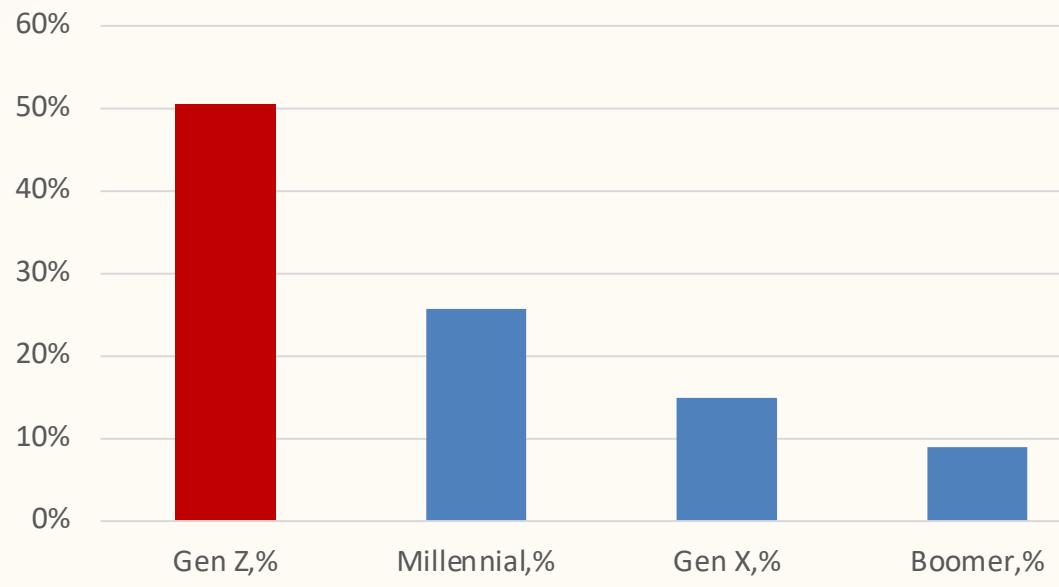


Q#3. Even with Canada in the women's FIFA World Cup, I will be cheering primarily for another country

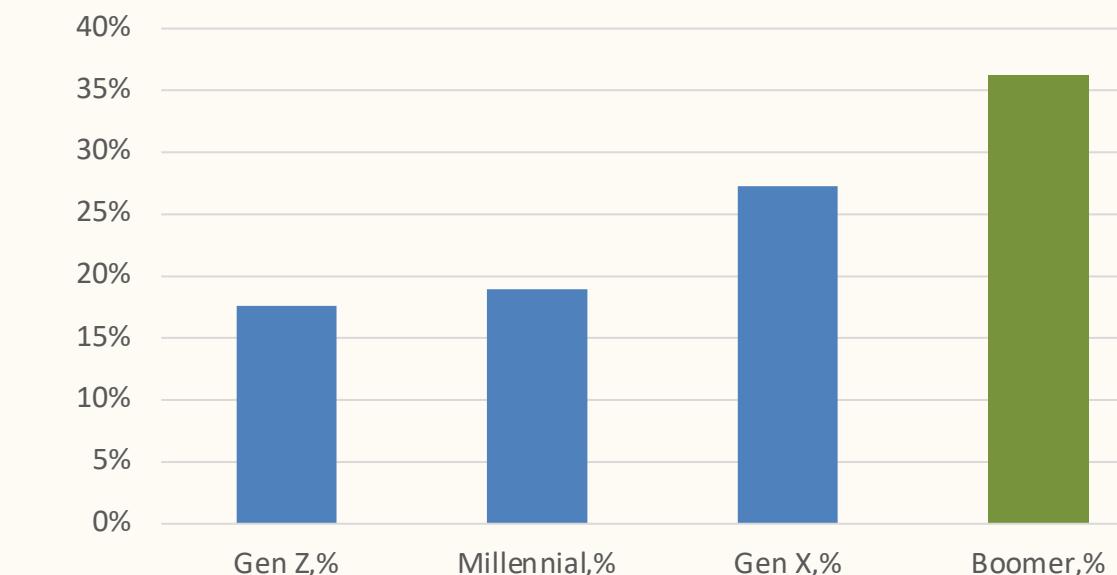
Base: 1,000 Canadians across Canada in BC, AB, SK/MB, Ontario, Quebec, Atlantic provinces, June 20-21, 2023.

I will be cheering primarily for another country

Strongly agree,
%

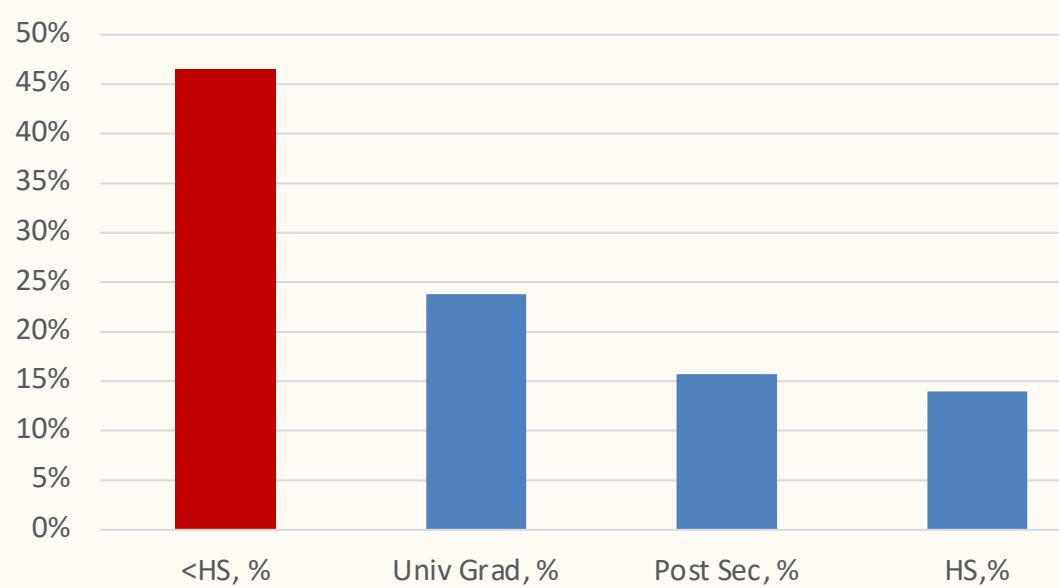


Strongly disagree,
%



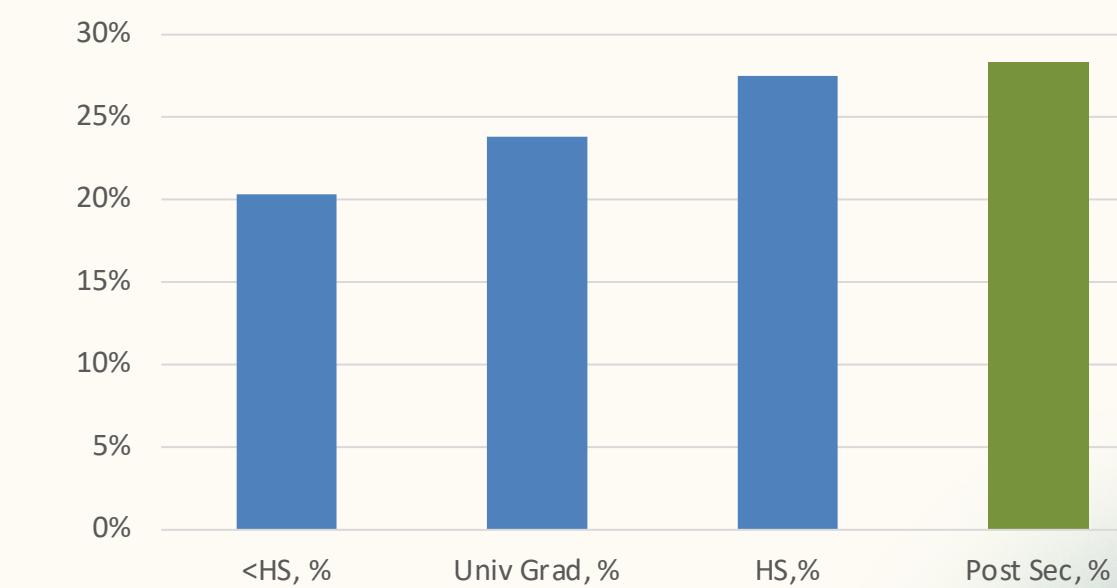
Generation, %

Education, %



Generation, %

Education, %

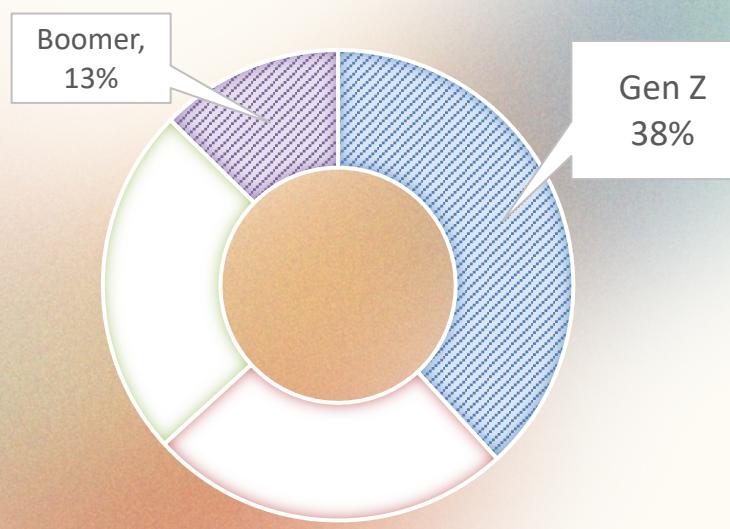


Q#3. Even with Canada in the women's FIFA World Cup, I will be cheering primarily for another country

Base: 1,000 Canadians across Canada in BC, AB, SK/MB, Ontario, Quebec, Atlantic provinces, June 20-21, 2023.

The women's FIFA World Cup is more important than the Olympics

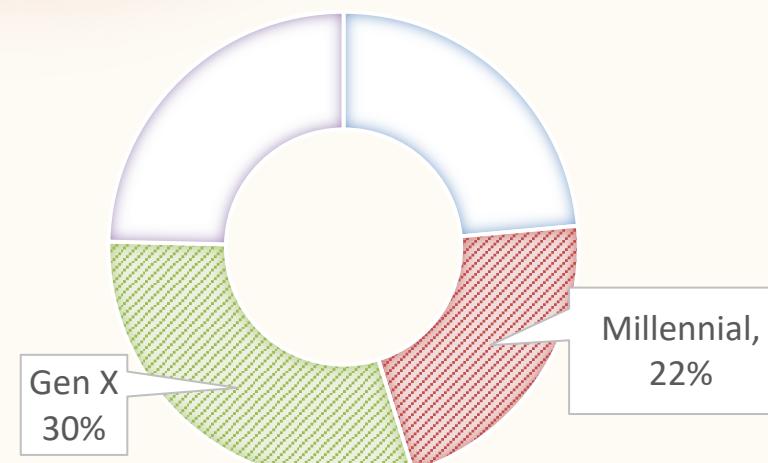
Strongly agree, Generation, %



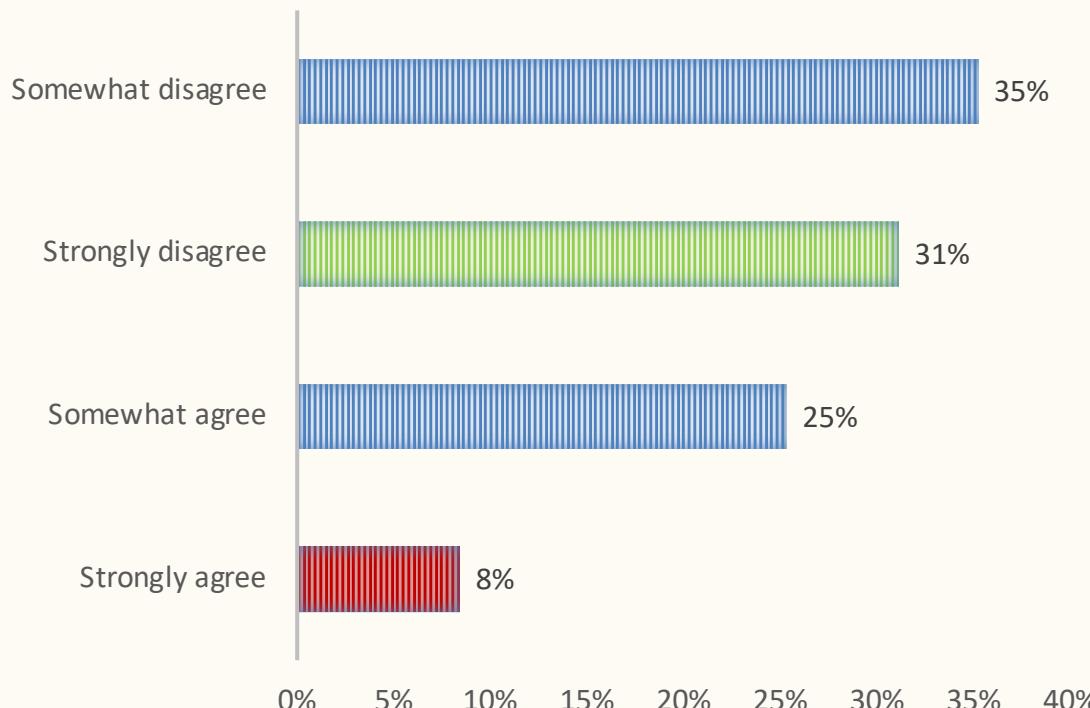
Strongly agree, Region, %



Strongly disagree, Generation, %



Overall, %



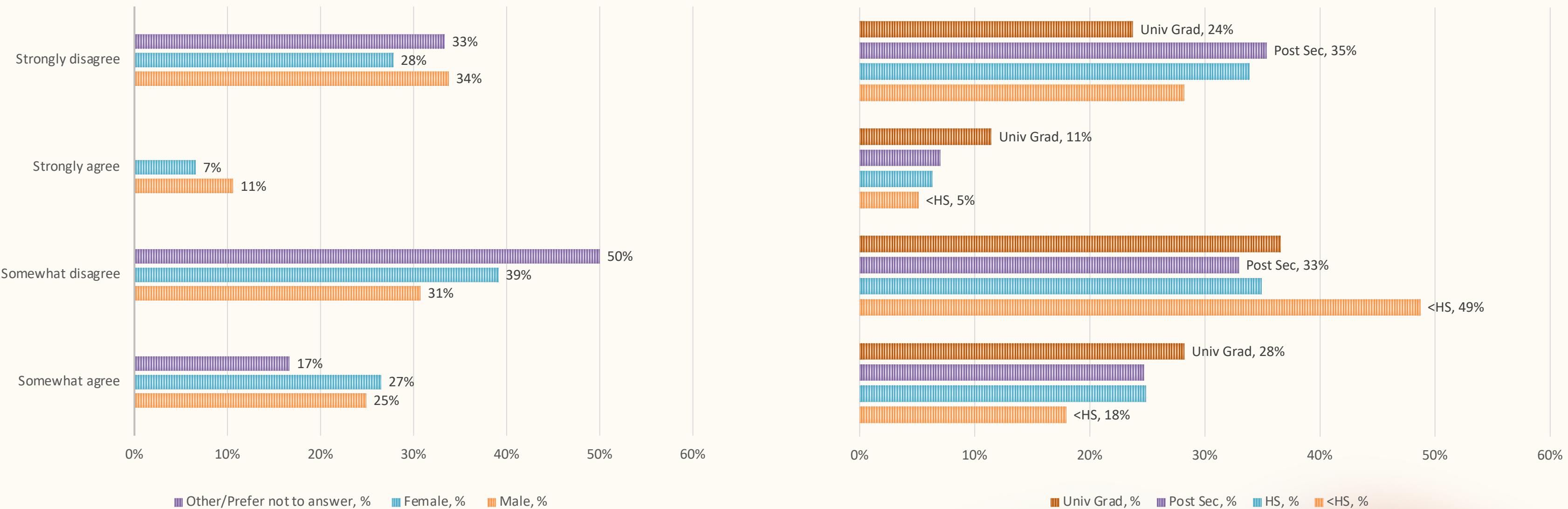
Strongly disagree, Region, %



Q#4. The women's FIFA World Cup is even more important to me than the Olympics

Base: 1,000 Canadians across Canada in BC, AB, SK/MB, Ontario, Quebec, Atlantic provinces, June 20-21, 2023.

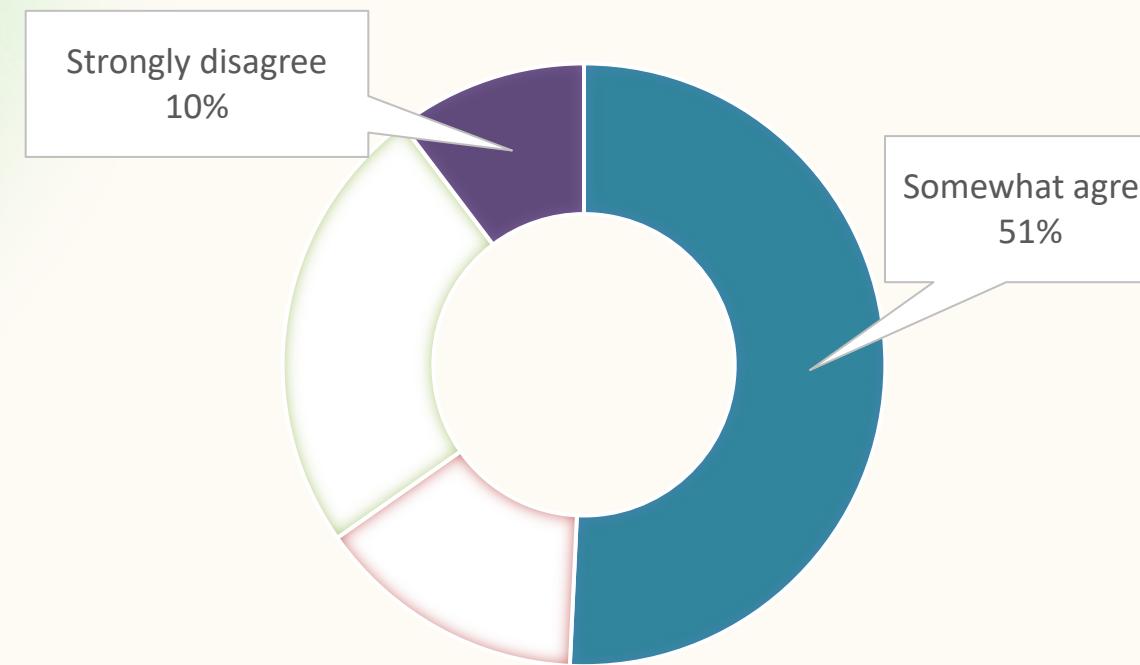
The women's FIFA World Cup is more important than the Olympics



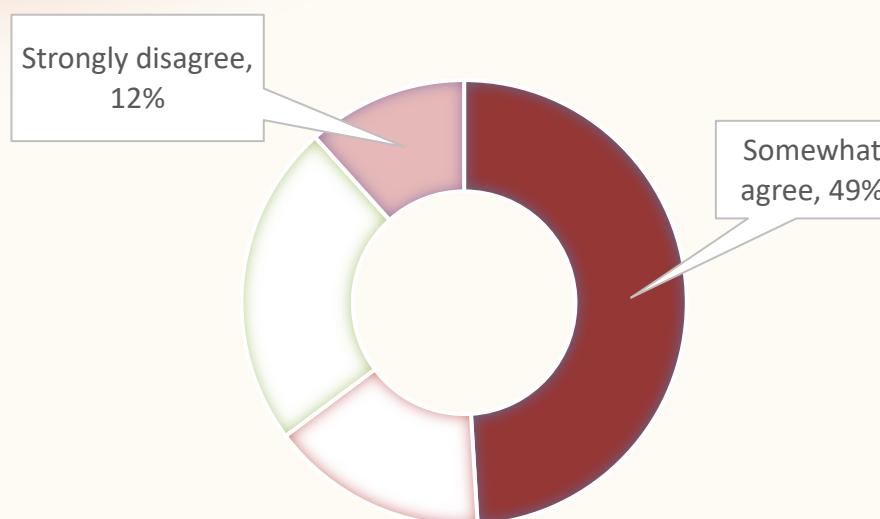
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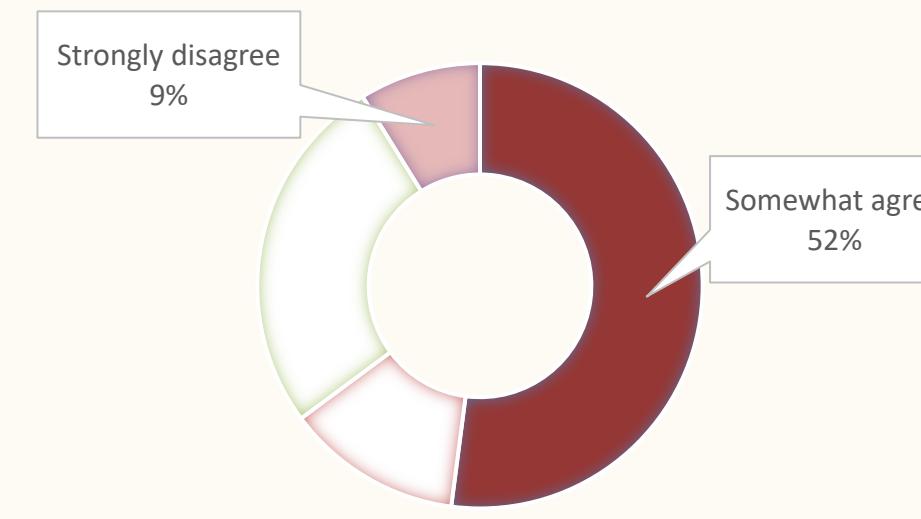
Canada's qualification for the women's FIFA World Cup makes me proud to be Canadian



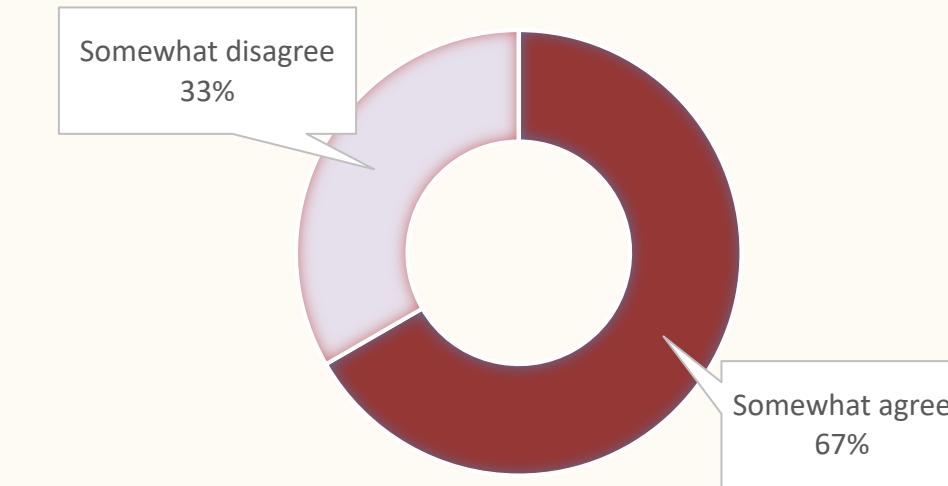
Male, %



Female, %



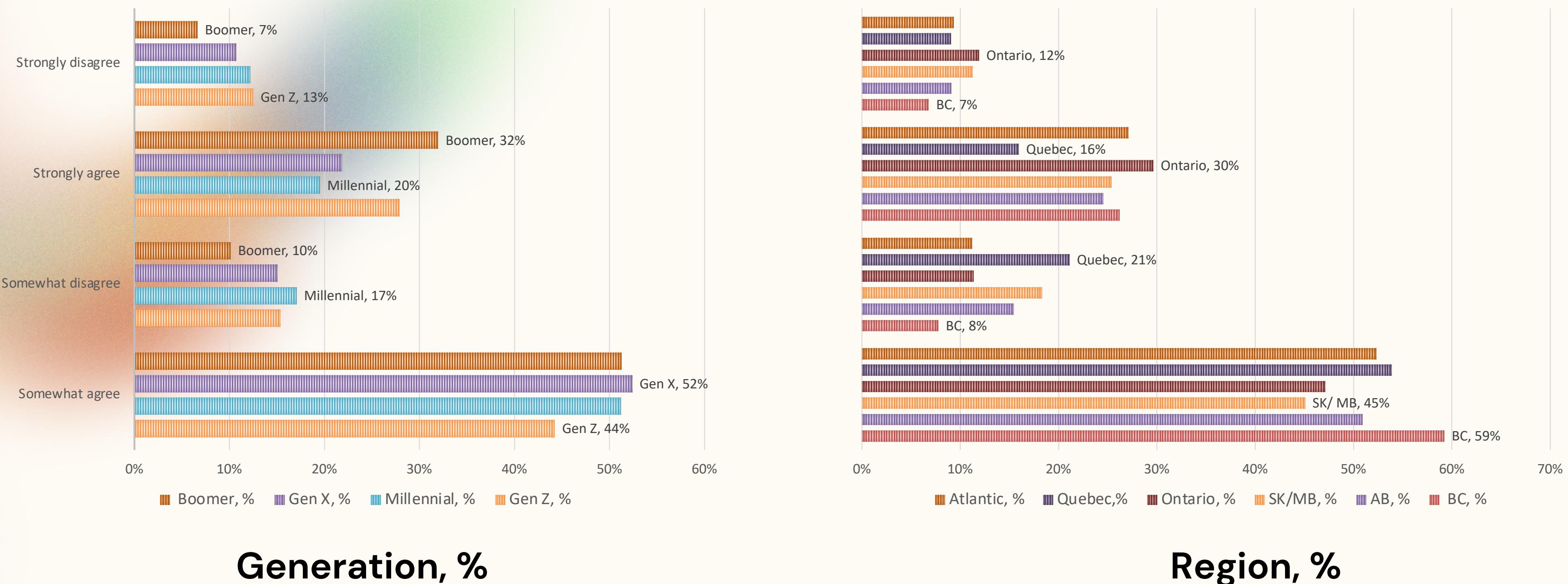
Others, %



Q#5. Canada's qualification for the women's FIFA World Cup makes me proud to be Canadian

Base: 1,000 Canadians across Canada in BC, AB, SK/MB, Ontario, Quebec, Atlantic provinces, June 20-21, 2023.

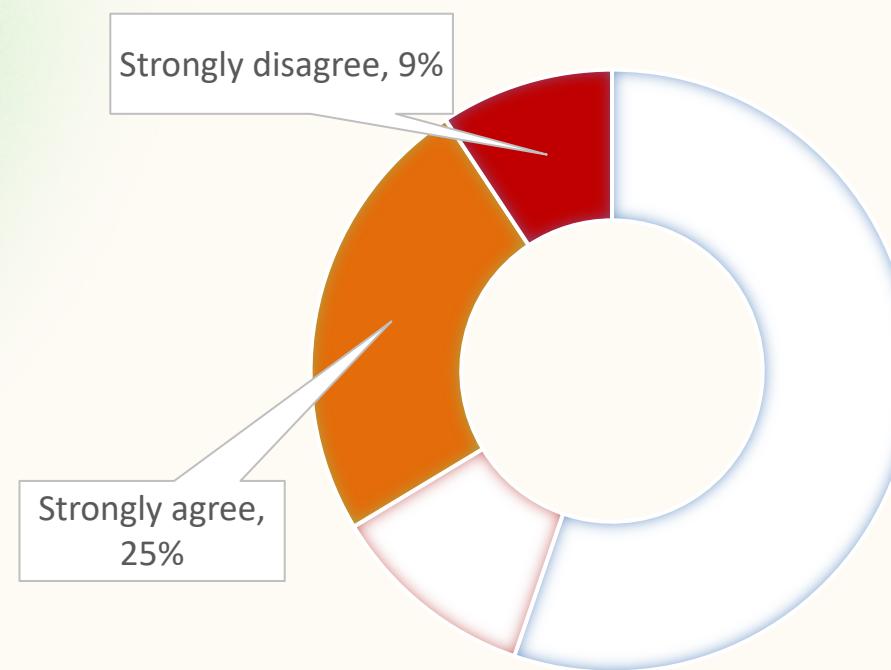
Canada's qualification for the women's FIFA World Cup makes me proud to be Canadian



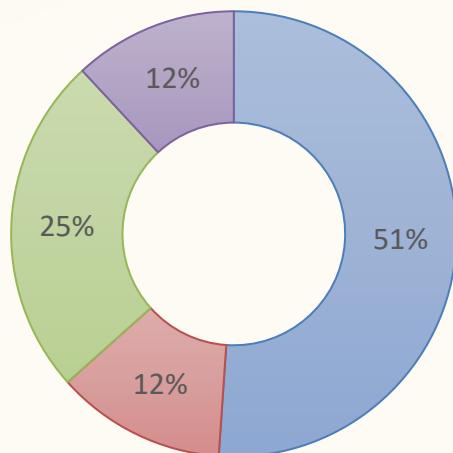
Q#5. Canada's qualification for the women's FIFA World Cup makes me proud to be Canadian

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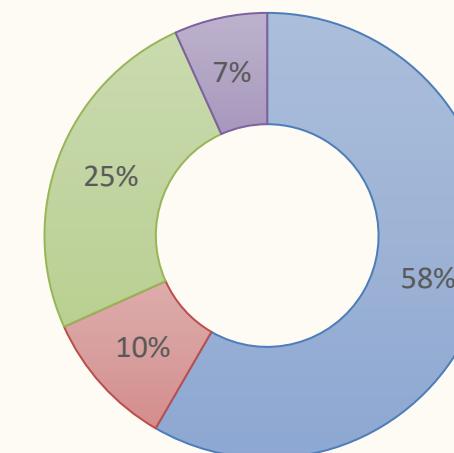
Women's FIFA World Cup presents an opportunity to advance women's sports



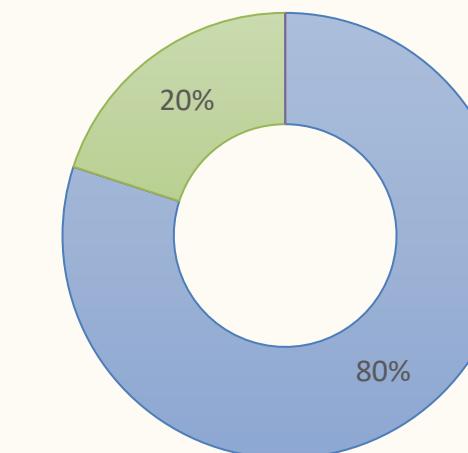
Male, %



Female, %



Others, %

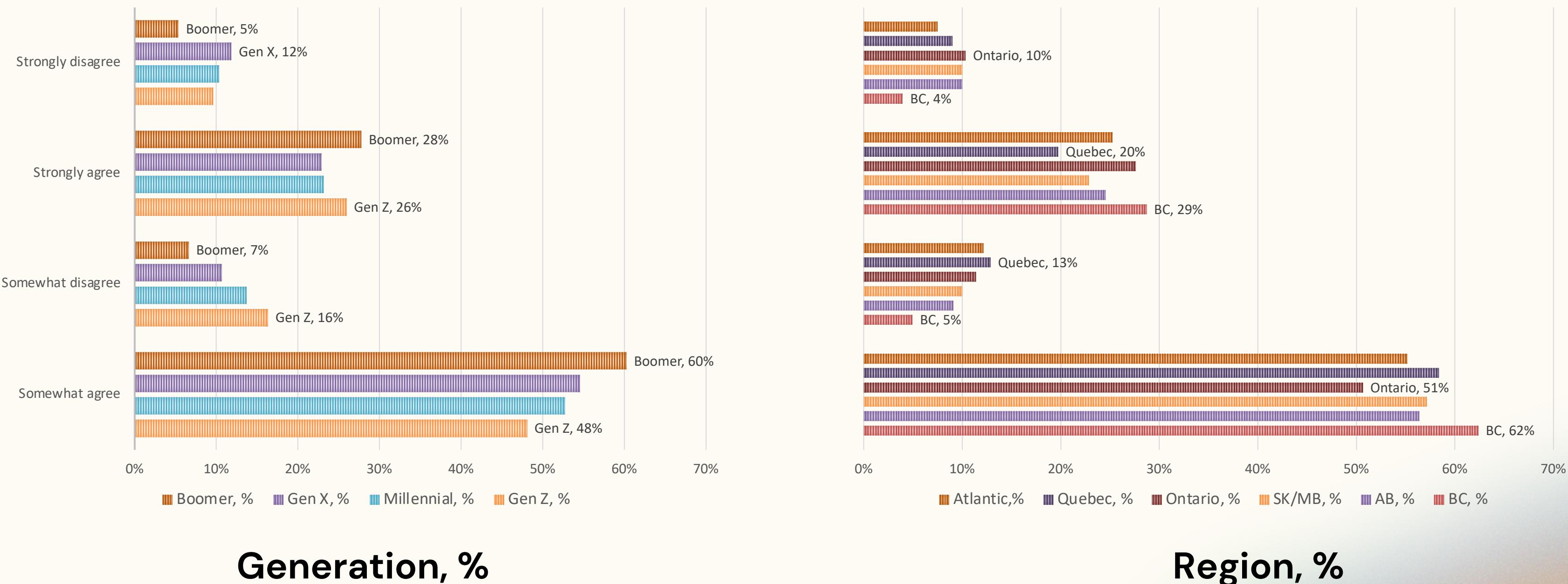


■ Somewhat agree ■ Somewhat disagree ■ Strongly agree ■ Strongly disagree

Q#6. Women's FIFA World Cup presents an opportunity to advance women's sports in general, not just soccer

Base: 1,000 Canadians across Canada in BC, AB, SK/MB, Ontario, Quebec, Atlantic provinces, June 20-21, 2023.

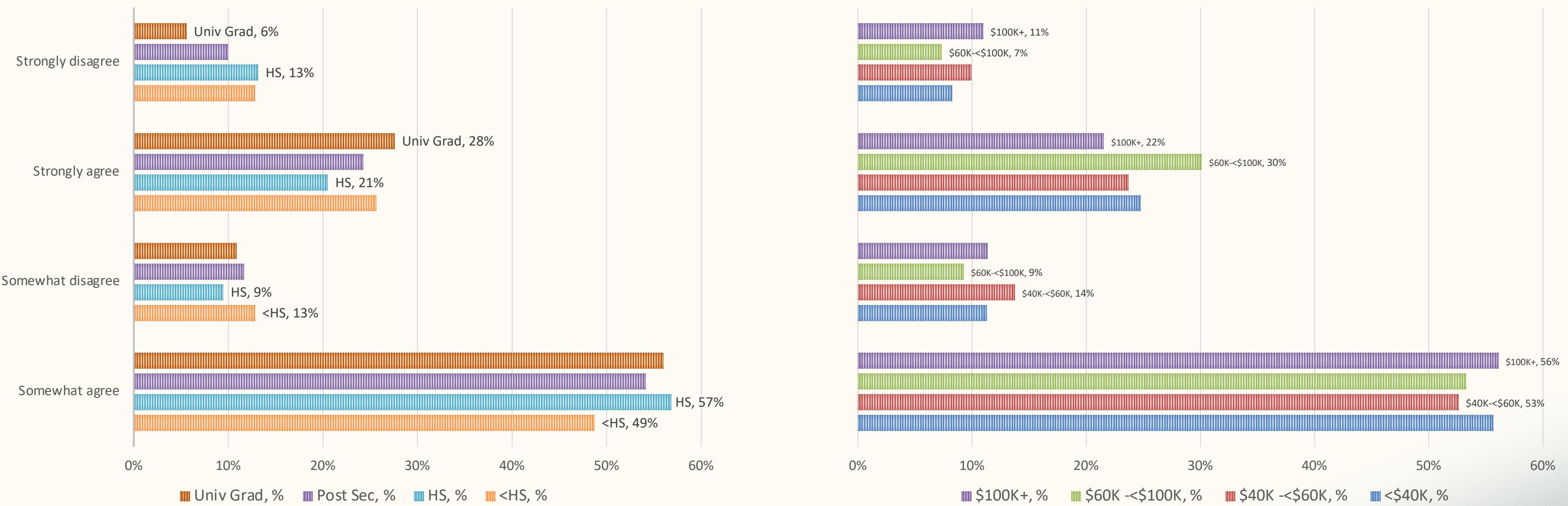
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Base: 1,000 Canadians across Canada in BC, AB, SK/MB, Ontario, Quebec, Atlantic provinces, June 20-21, 2023.

Women's FIFA World Cup presents an opportunity to advance women's sports



Education, %

**Household Income,
%**

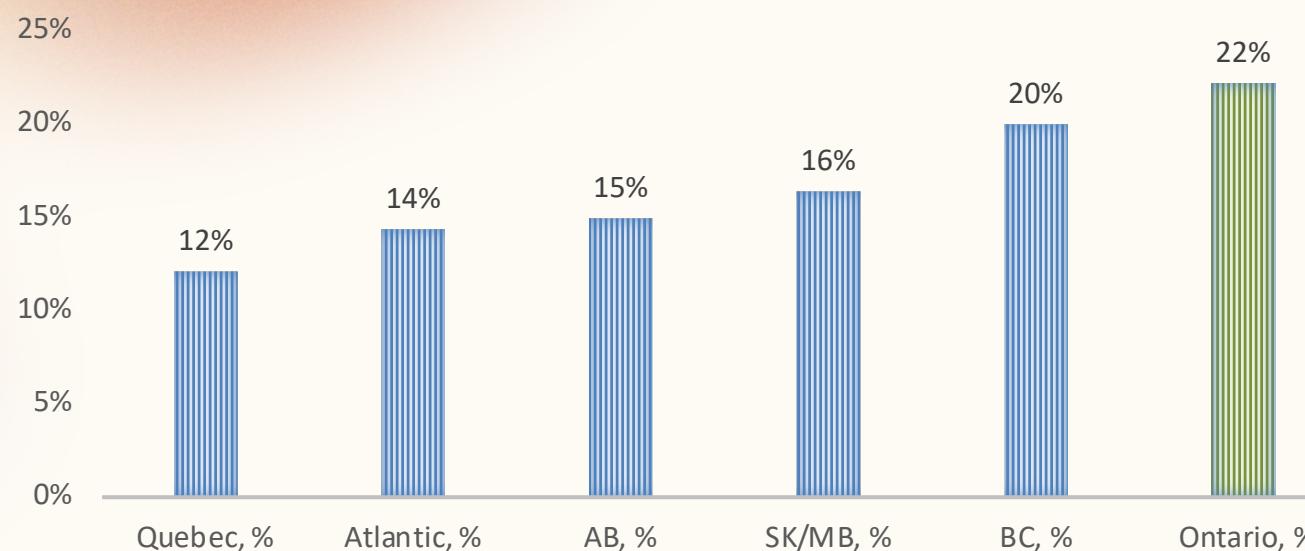
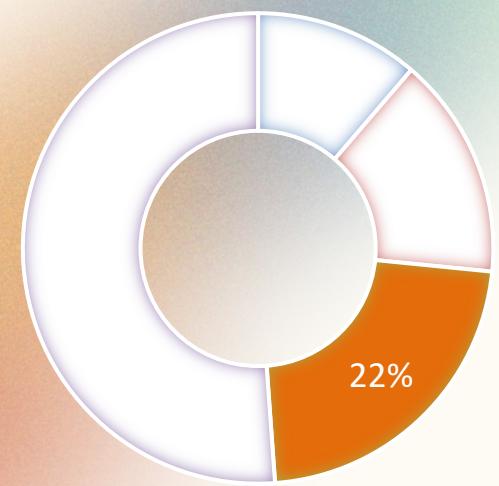
Q#6. Women's FIFA World Cup presents an opportunity to advance women's sports in general, not just soccer

Base: 1,000 Canadians across Canada in BC, AB, SK/MB, Ontario, Quebec, Atlantic provinces, June 20-21, 2023.

Women's FIFA World Cup is an important demonstration of gender equality in sports

Strongly agree,

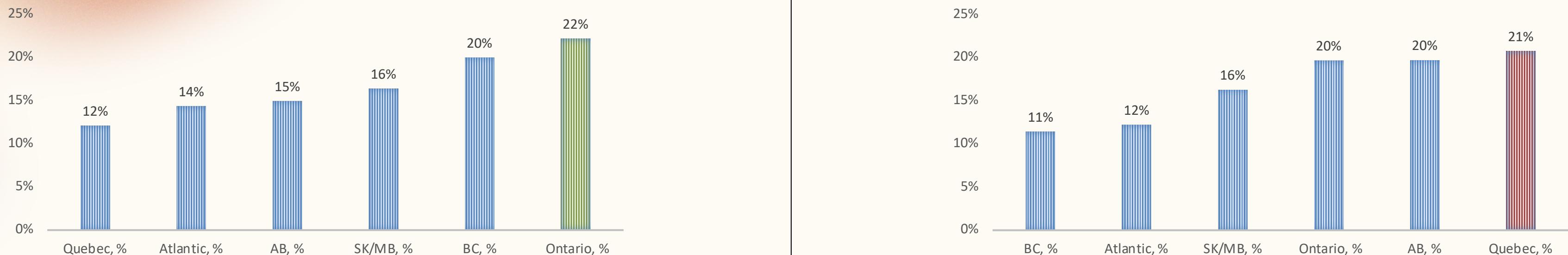
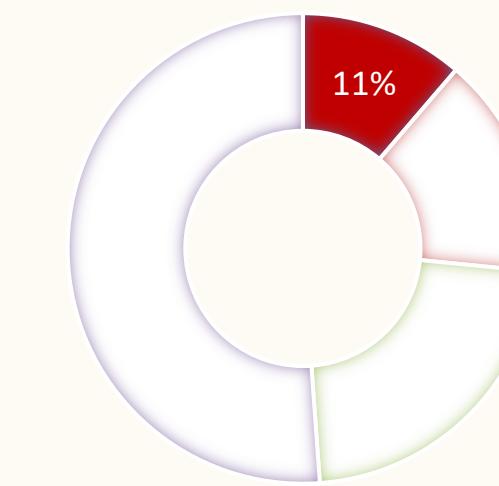
%



Region, %

Strongly disagree,

%



Region, %

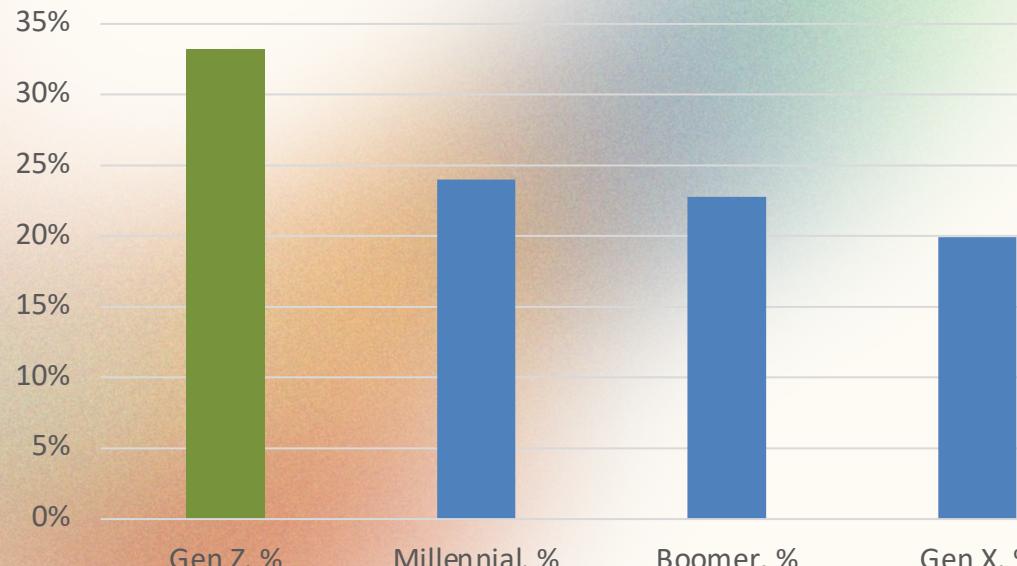
Q#7. Women's FIFA World Cup is an important demonstration of gender equality in sports

Base: 1,000 Canadians across Canada in BC, AB, SK/MB, Ontario, Quebec, Atlantic provinces, June 20-21, 2023.

Women's FIFA World Cup is an important demonstration of gender equality in sports

Strongly agree,

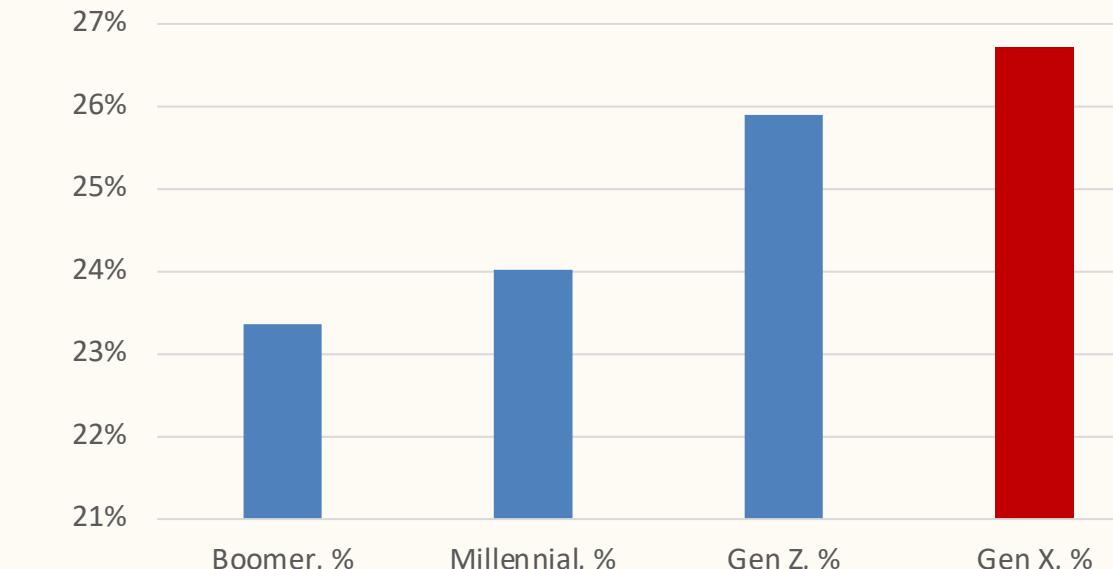
%



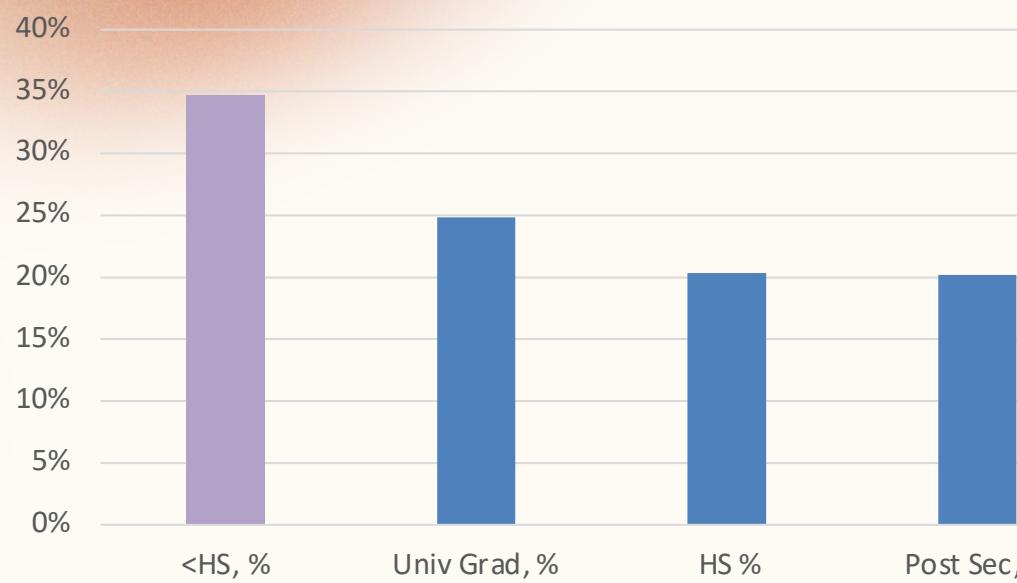
Generation, %

Strongly disagree,

%

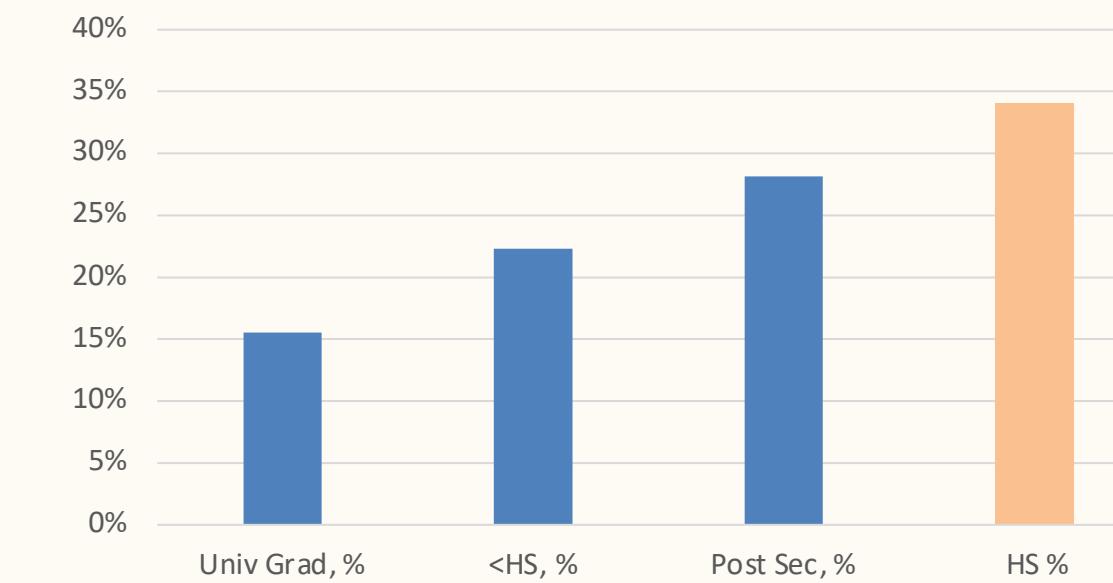


Education, %



Education, %

Education, %



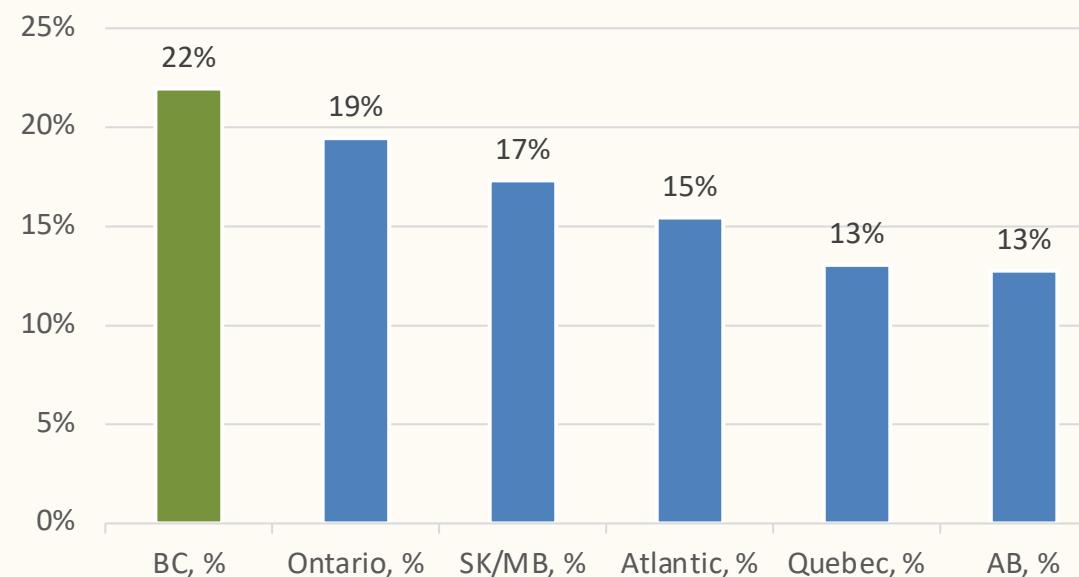
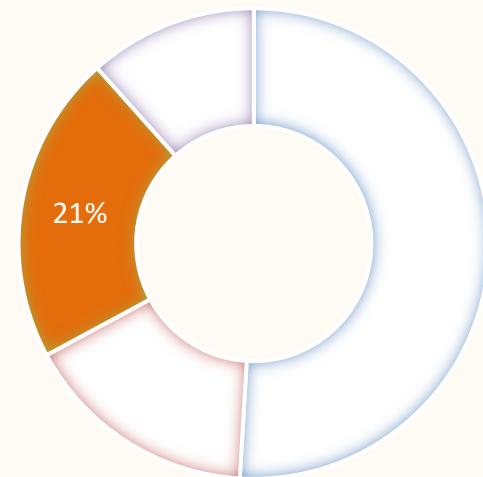
Q#7. Women's FIFA World Cup is an important demonstration of gender equality in sports

Base: 1,000 Canadians across Canada in BC, AB, SK/MB, Ontario, Quebec, Atlantic provinces, June 20-21, 2023.

Women's FIFA World Cup is an important demonstration of gender equality in general

Strongly agree,

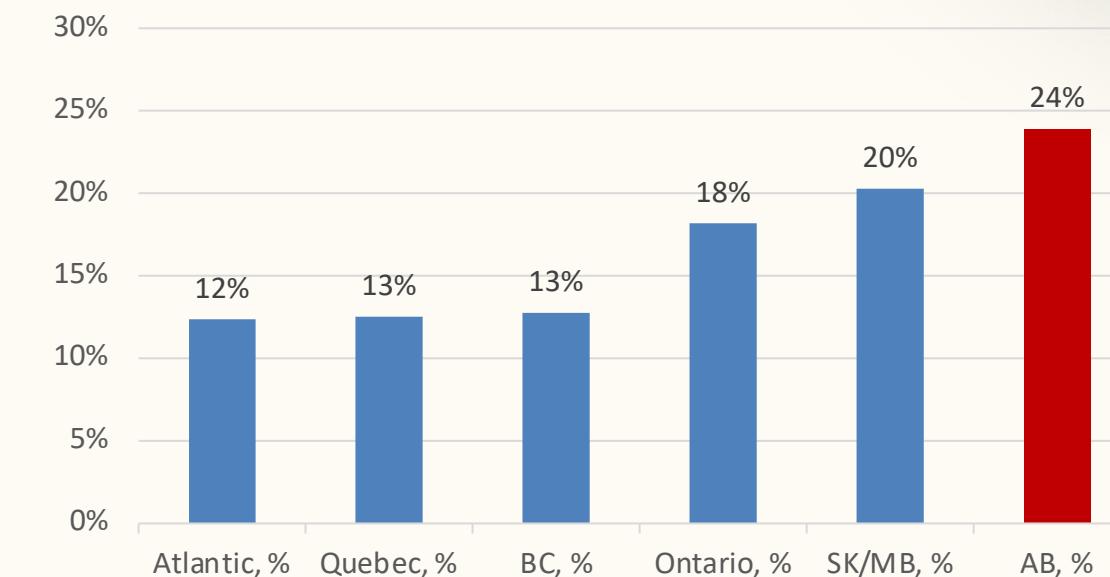
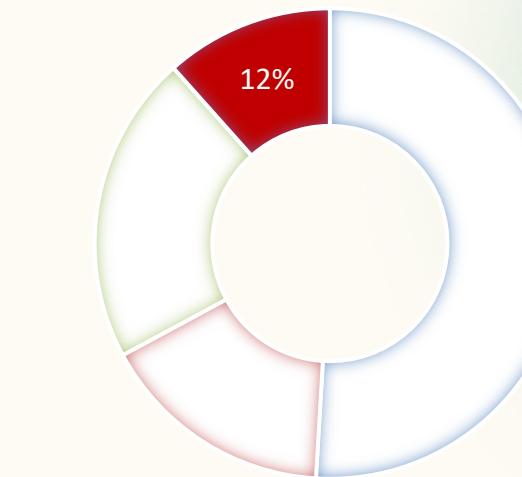
%



Region, %

Strongly disagree,

%



Region, %

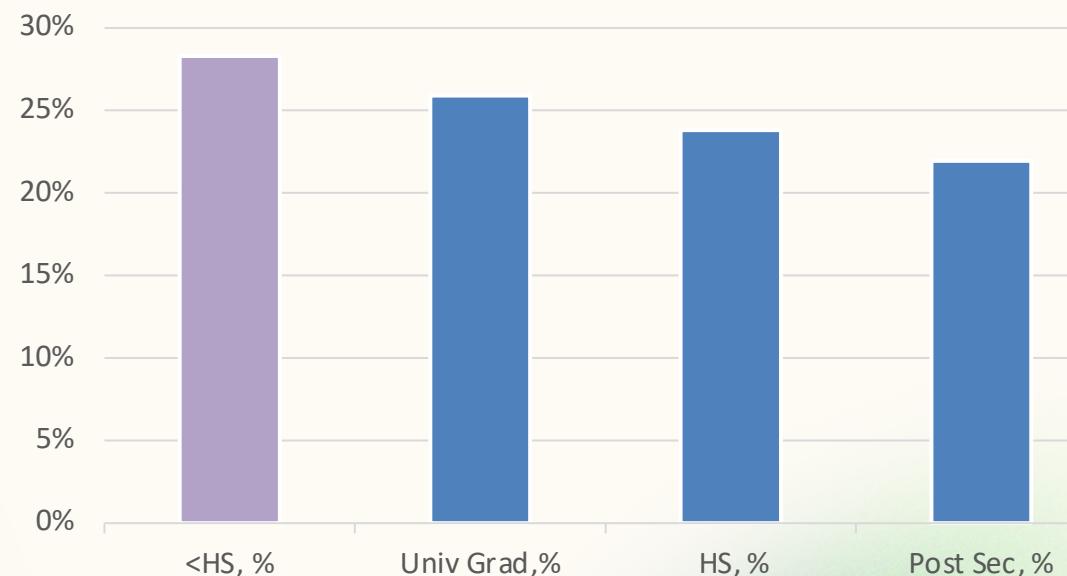
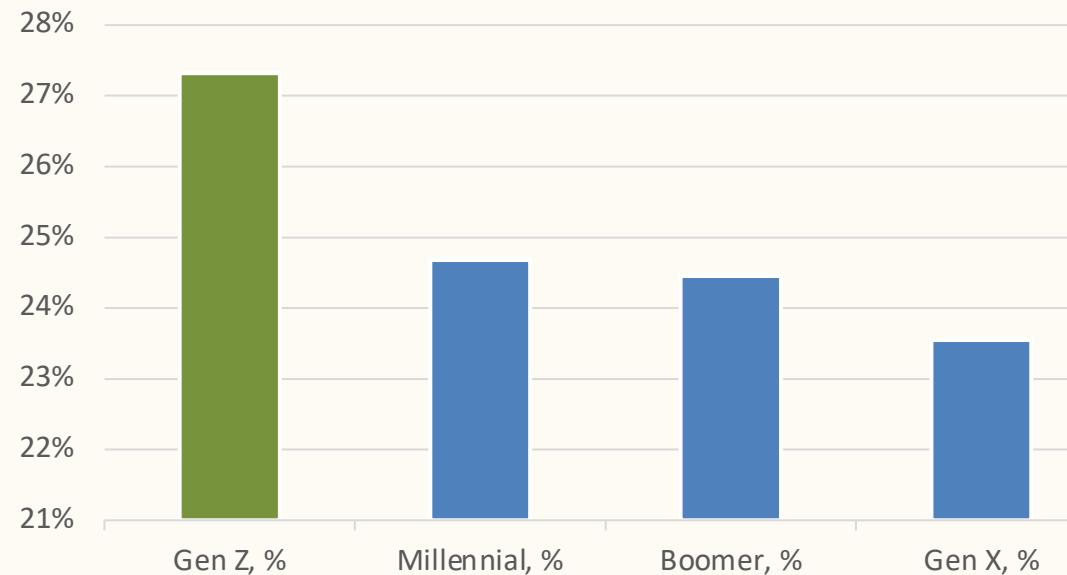
Q#8. Women's FIFA World Cup is an important demonstration of gender equality in general

Base: 1,000 Canadians across Canada in BC, AB, SK/MB, Ontario, Quebec, Atlantic provinces, June 20-21, 2023.

Women's FIFA World Cup is an important demonstration of gender equality in general

Strongly agree,

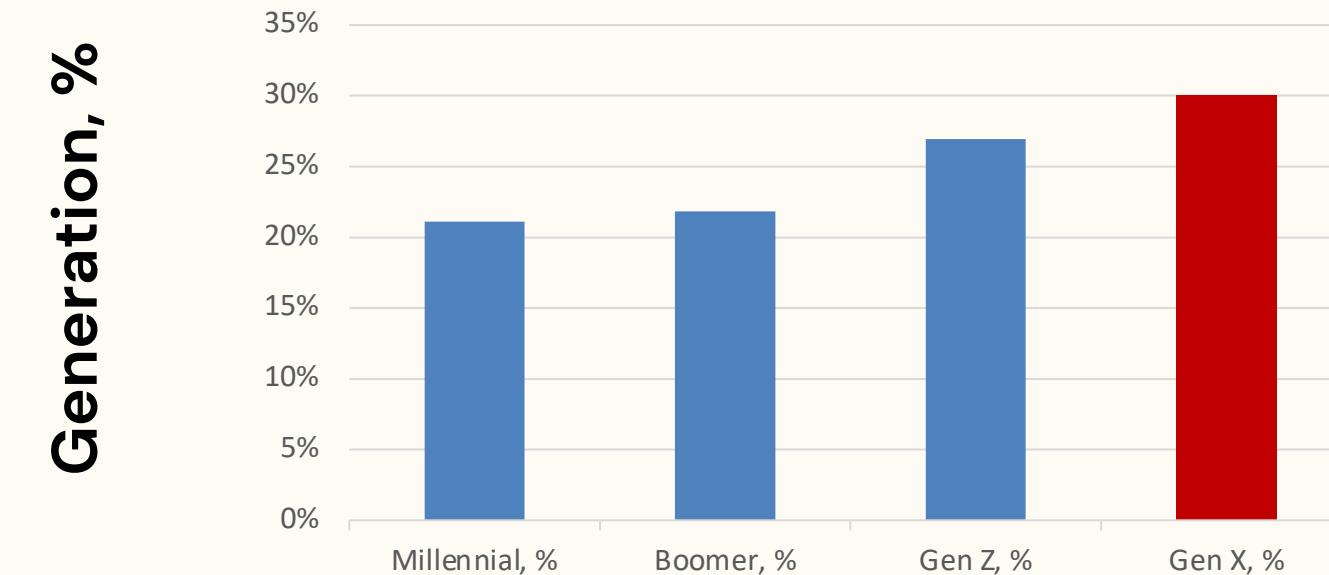
%



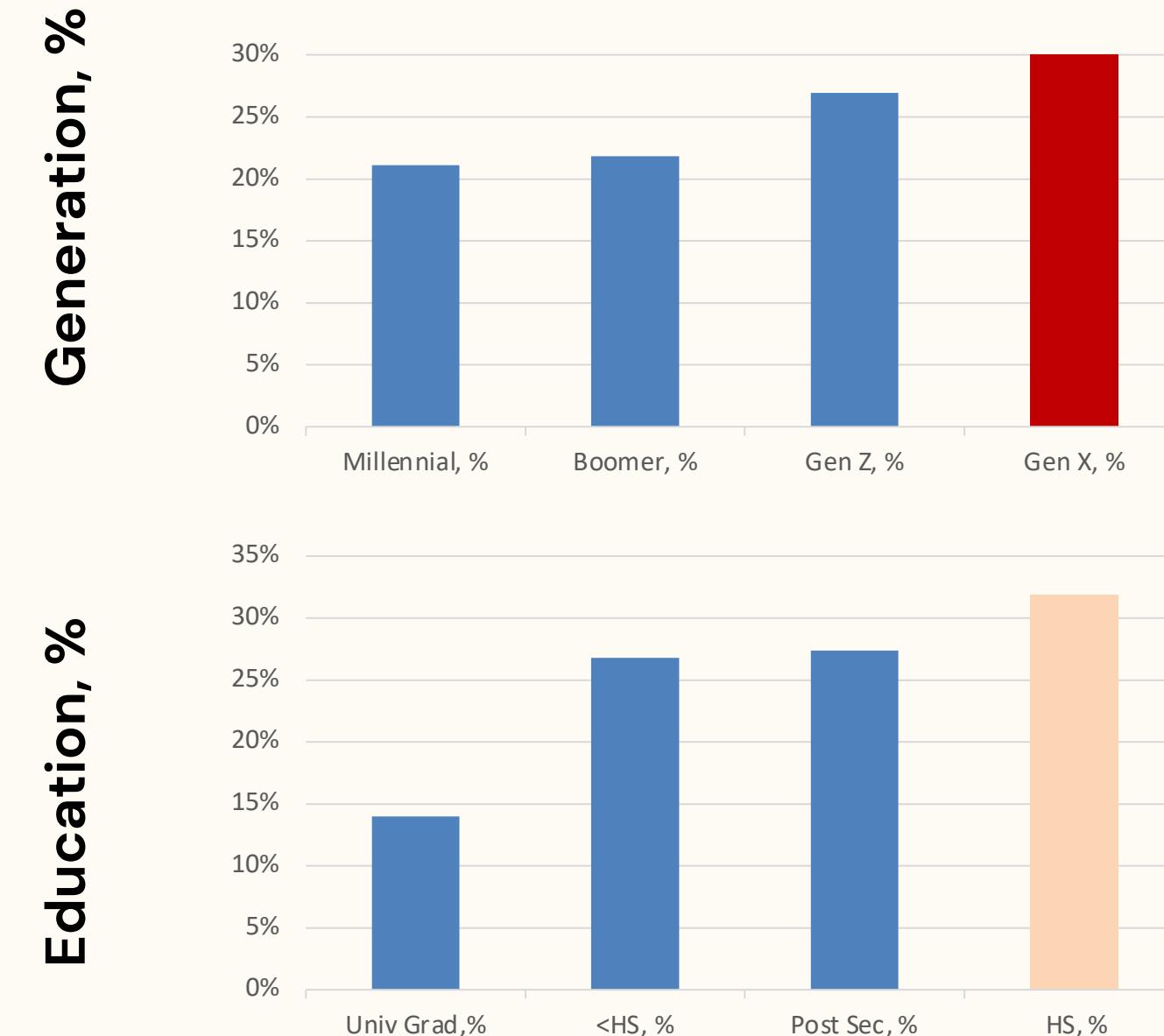
Generation, %

Strongly disagree,

%



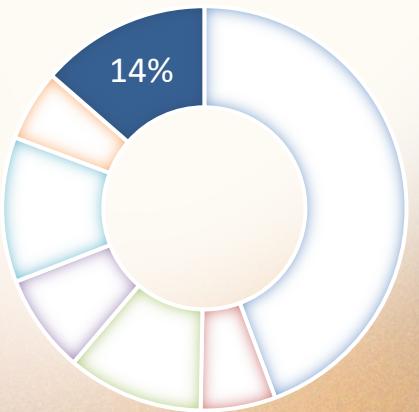
Education, %



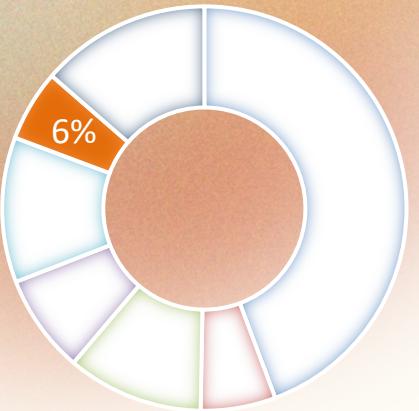
Q#8. Women's FIFA World Cup is an important demonstration of gender equality in general

Base: 1,000 Canadians across Canada in BC, AB, SK/MB, Ontario, Quebec, Atlantic provinces, June 20-21, 2023.

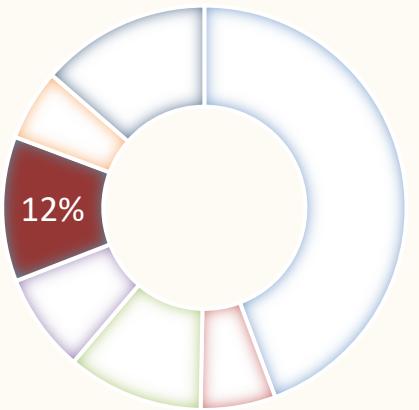
How far do you think Canada will make it in the women's FIFA World Cup?



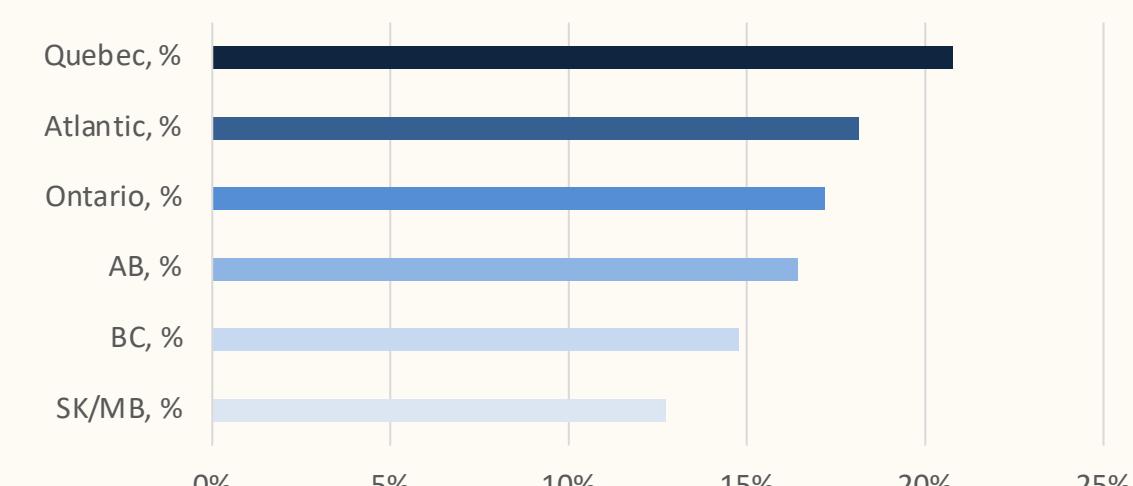
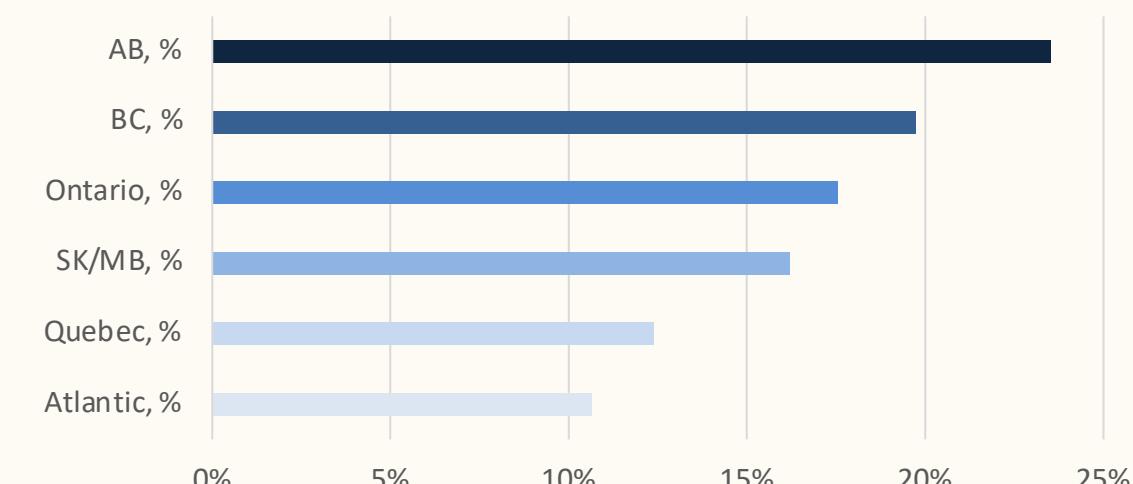
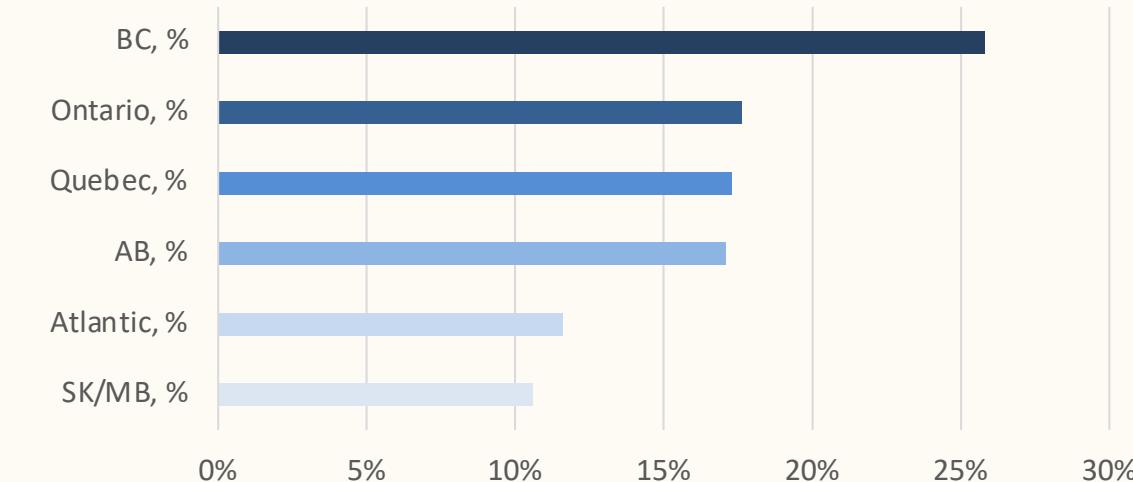
They will win the World Cup, %



They will lose in the finals (2nd place overall), %



They will be eliminated in the semi-finals (4 teams remaining), %

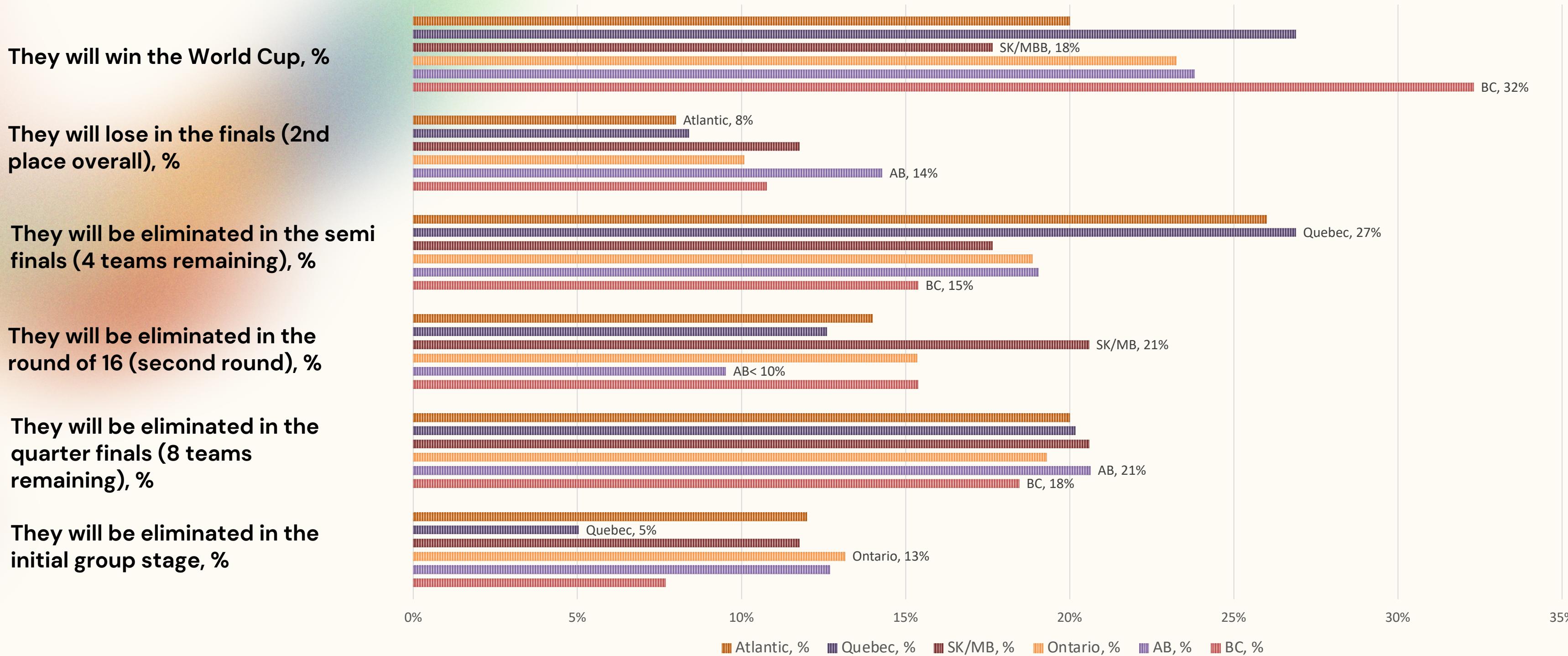


Q#9. How far do you think Canada will make it in the women's FIFA World Cup?

Base: 1,000 Canadians across Canada in BC, AB, SK/MB, Ontario, Quebec, Atlantic provinces, June 20-21, 2023.

How far do you think Canada will make it in the women's FIFA World Cup?

Region, %

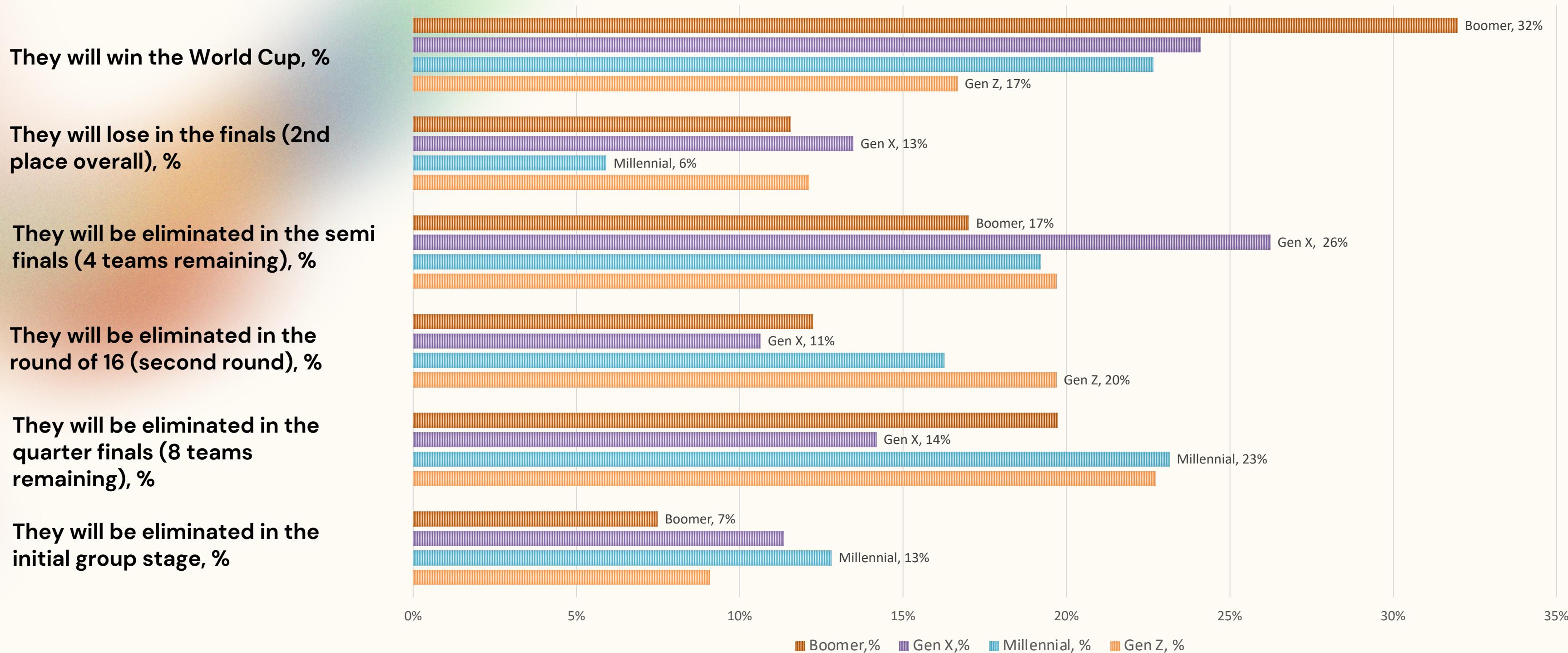


Q#9. How far do you think Canada will make it in the women's FIFA World Cup?

Base: 1,000 Canadians across Canada in BC, AB, SK/MB, Ontario, Quebec, Atlantic provinces, June 20-21, 2023.

How far do you think Canada will make it in the women's FIFA World Cup?

Generation, %

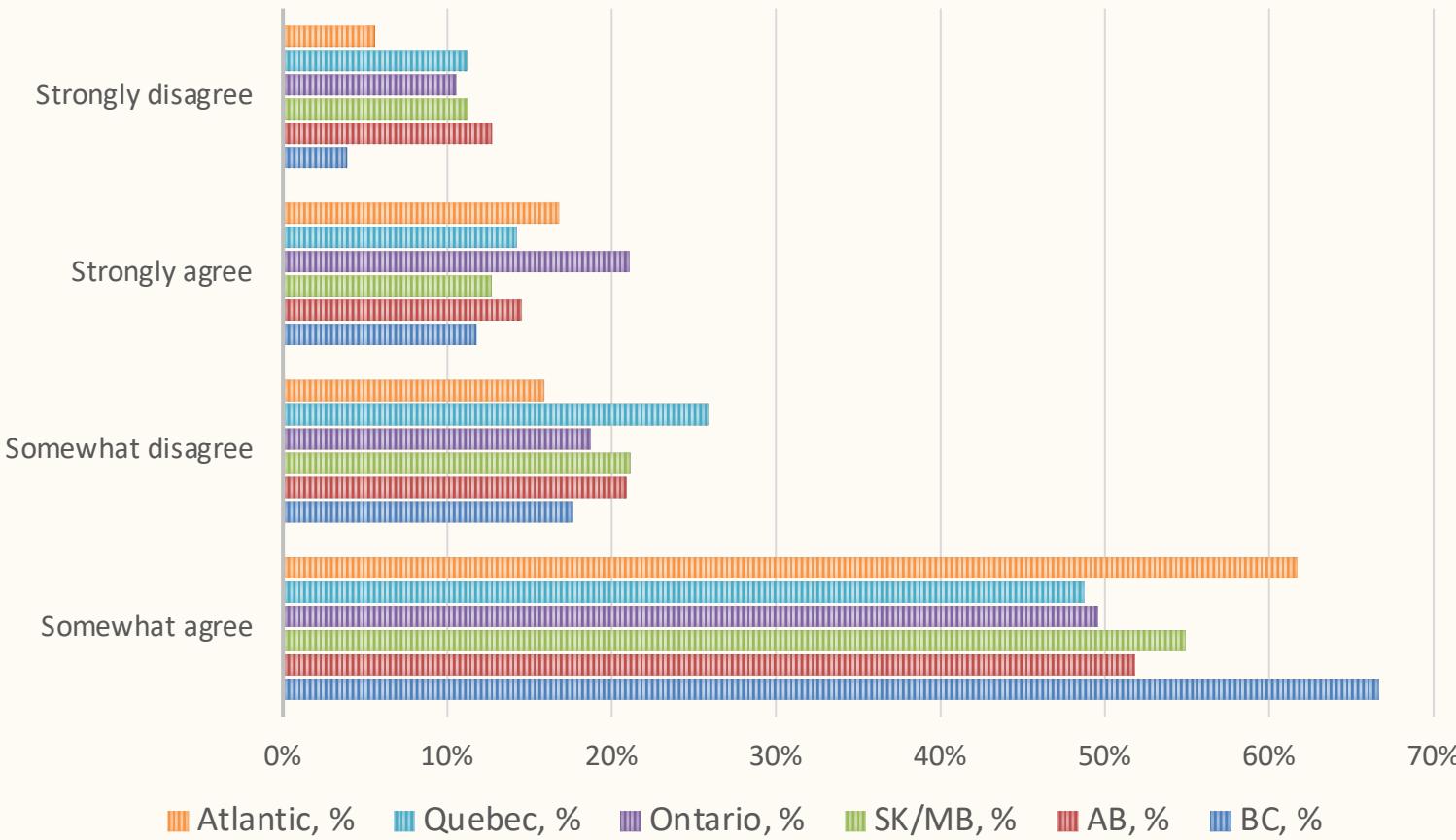


Q#9. How far do you think Canada will make it in the women's FIFA World Cup?

Base: 1,000 Canadians across Canada in BC, AB, SK/MB, Ontario, Quebec, Atlantic provinces, June 20-21, 2023.

Recommendations

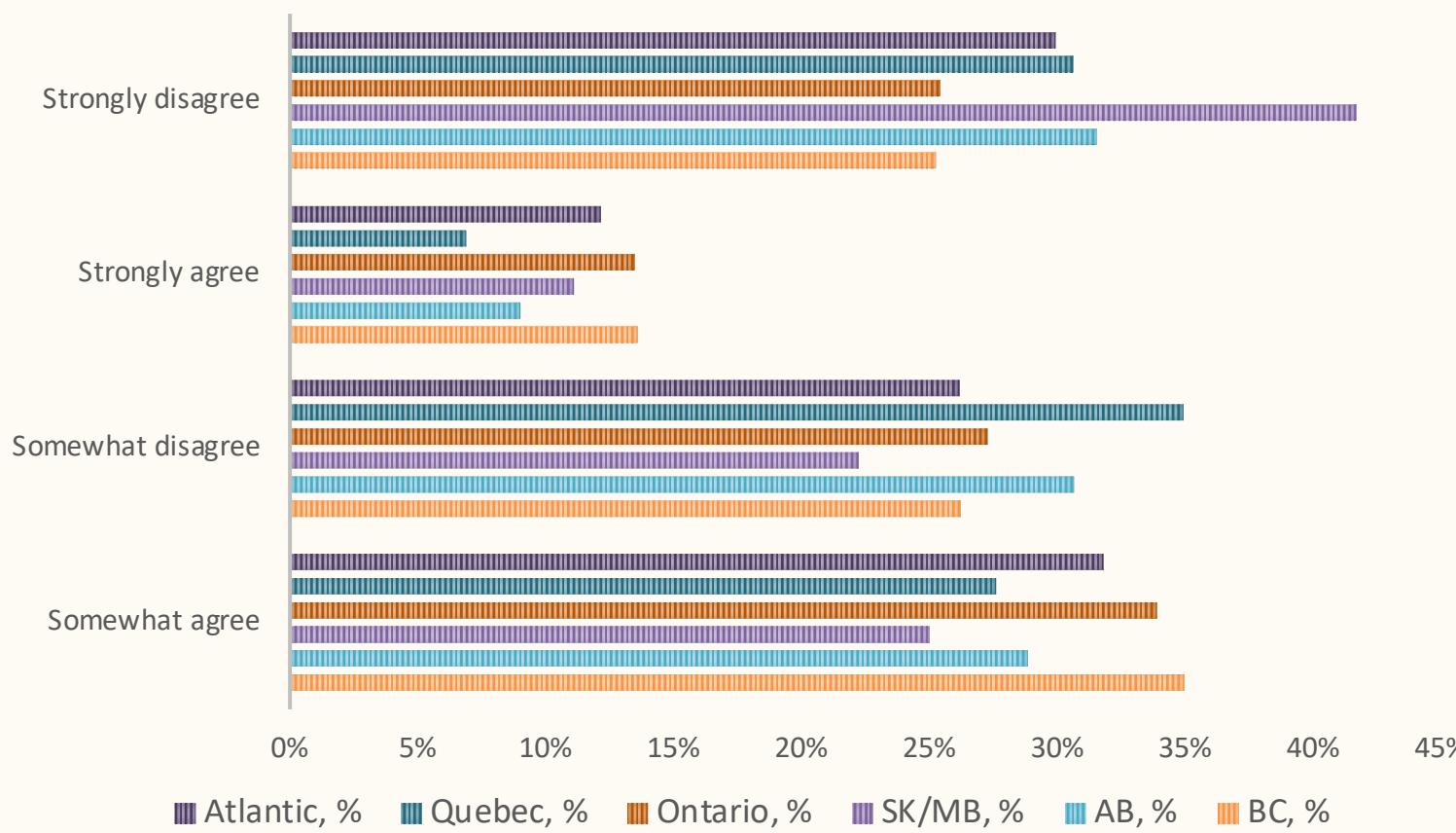
1. Canada's qualification for the women's FIFA World Cup demonstrates that Canada is a sports powerhouse



Row Labels	BC, %	AB, %	SK/MB, %	Ontario, %	Quebec, %	Atlantic, %
Somewhat agree	67%	52%	55%	50%	49%	62%
Somewhat disagree	18%	21%	21%	19%	26%	16%
Strongly agree	12%	15%	13%	21%	14%	17%
Strongly disagree	4%	13%	11%	11%	11%	6%
Grand Total	100%	100%	100%	100%	100%	100%

- Emphasize the diverse contributions of athletes from Quebec to Canada's sporting success. Highlight Quebec's own sports achievements and showcase athletes who have represented both Quebec and Canada on the international stage.
- Develop educational programs that highlight the history and significance of sports in Canada, including its impact on national unity. Incorporate Quebec's rich sporting history and contributions into the curriculum to promote a more cohesive understanding of the nation's sports achievements.

2. I will be paying close attention to the women's FIFA World Cup



Row Labels	BC, %	AB, %	SK/MB, %	Ontario, %	Quebec, %
Somewhat agree	35%	29%	25%	34%	28%
Somewhat disagree	26%	31%	22%	27%	35%
Strongly agree	14%	9%	11%	13%	7%
Strongly disagree	25%	32%	42%	25%	31%
Grand Total	100%	100%	100%	100%	100%

- Develop targeted marketing campaigns specific to Manitoba and Saskatchewan that highlight the importance and excitement of the Women's FIFA World Cup. Use local media, social media, billboards, and community events to raise awareness and generate interest.
- Set up public screenings of Women's FIFA World Cup matches in public spaces, parks, community centers, and local gathering spots. This creates a festive atmosphere and encourages people to watch the games together.

3. Even with Canada in the women's FIFA World Cup, I will be cheering primarily for another country.

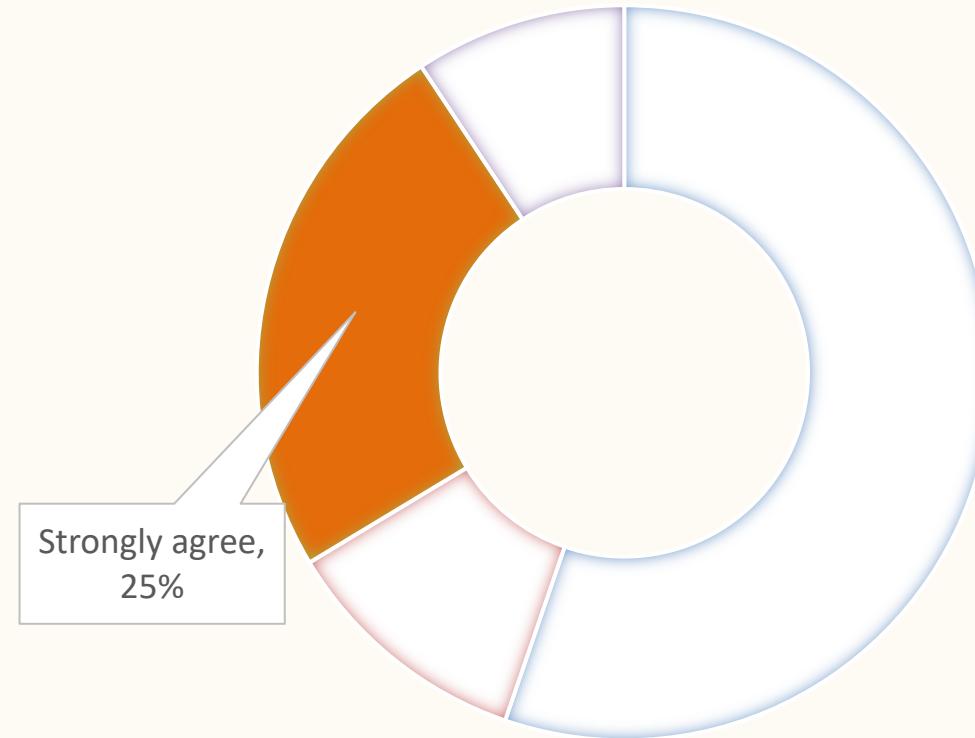
Row Labels	18-34, %	35-54, %	55+, %
Somewhat agree	29%	23%	7%
Somewhat disagree	29%	31%	31%
Strongly agree	12%	6%	3%
Strongly disagree	30%	40%	59%
Grand Total	100%	100%	100%

Here we can see, as the age group decreases, the chances of youth cheering for another country increases. The older the population is, the greater is the patriotism.

- Showcase the multicultural makeup of Canada's national team, demonstrating that it represents the diverse backgrounds and cultures of the country. This can help youth feel a personal connection and pride in their team
- Incorporate the World Cup into educational programs to teach youth about the sport's history, the significance of international competitions, and the role of sports in fostering national unity.

Key Takeaways

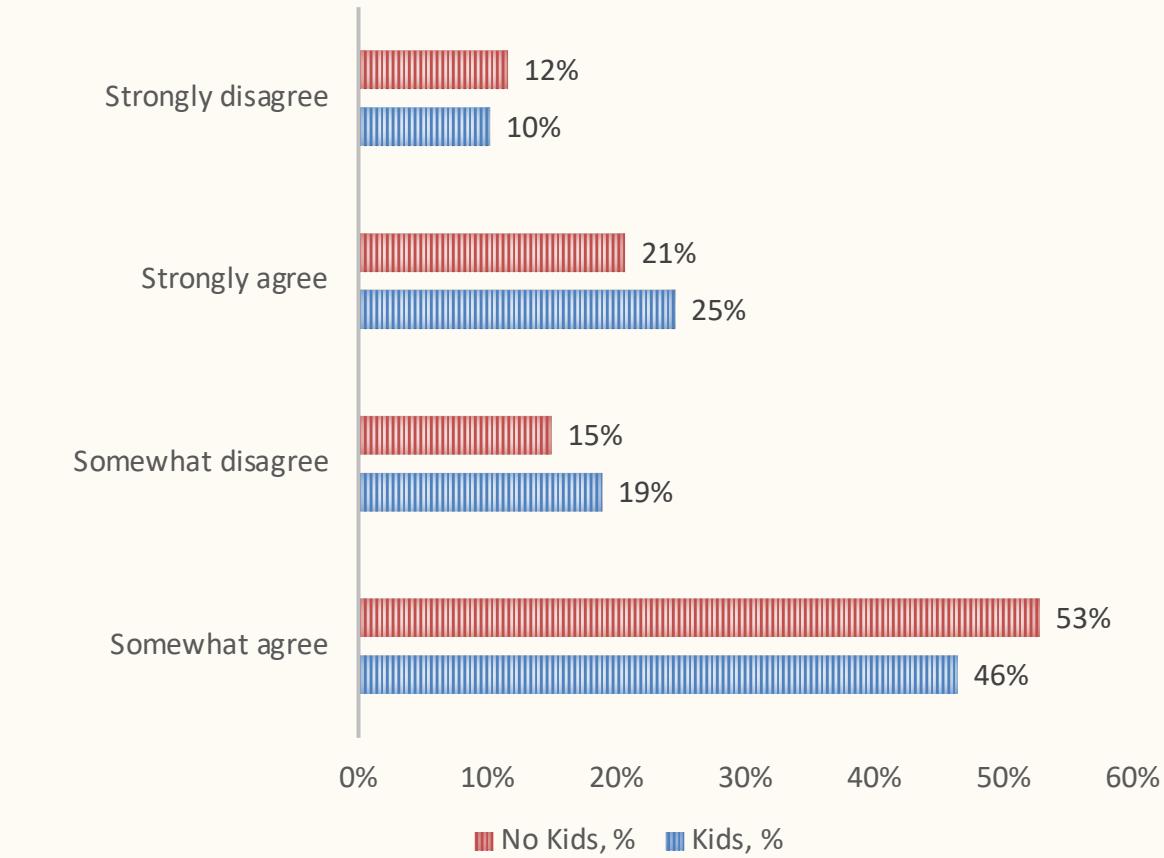
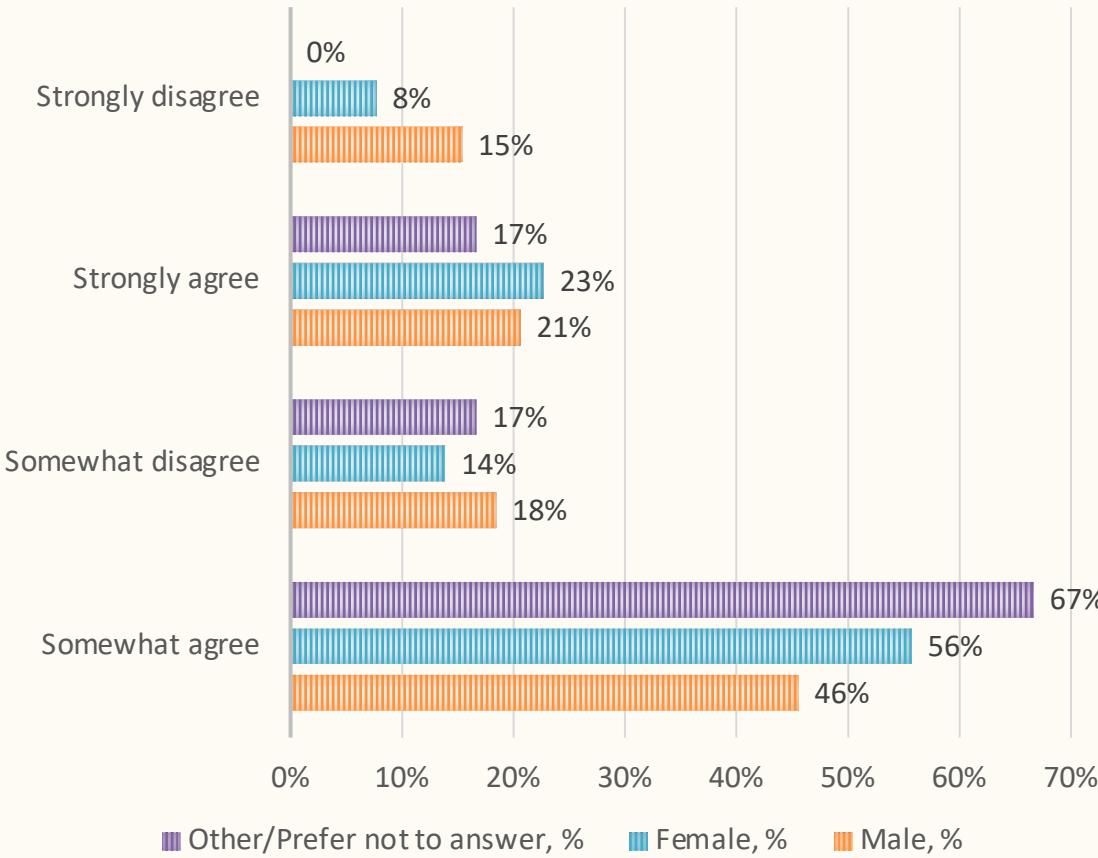
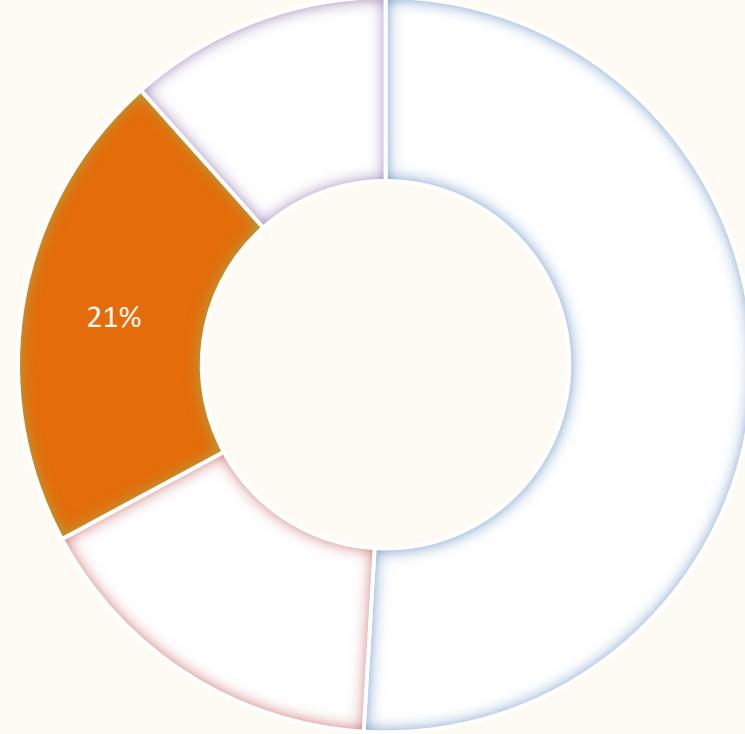
1. One from four says that Women's FIFA World Cup is an Opportunity to Advance Women's Sports



83% women and 76% men agree that Women's FIFA World Cup is an Opportunity to Advance Women's Sports

- The biggest part of Boomers agree that Women's FIFA World Cup is an Opportunity to Advance Women's Sports (88%).
- 42% Gen Z doesn't agree with it.
- The biggest part of supporting this idea Canadians are from British Columbia (91% of them said that they are agree).
- Strongly agree with it also Canadians with household more than \$100K (28% of this group).

2. One from five Canadians says that Women's FIFA World Cup is an important demonstration of gender equality in general



- 79% women and 67% men agree that Women's FIFA World Cup is an important demonstration of gender equality in general
- This idea gets the most support among Canadians from British Columbia (22%).
- More than 27% Gen Z agree with it and 30% Gen X don't.
- 74% Canadians who agree with it don't have any kids, and 71% do have.

Appendix

References

- Wikimedia Foundation. (2023, August 15). *2023 FIFA Women's World Cup*. Wikipedia. https://en.wikipedia.org/wiki/2023_FIFA_Women%27s_World_Cup
- Global News. (n.d.). *About*. <https://globalnews.ca/pages/about>