



Press Release

Betclic World Cup Barometer 2026

84% of Portuguese believe the National Team is the country's greatest unifying force

Lisbon, 16 June 2026 – On the eve of Portugal's opening match at the 2026 FIFA World Cup, Betclic, Official Partner of the Portuguese Football Federation and Portugal's National Teams, has released the results of a YouGov/Betclic survey conducted among 1,000 Portuguese adults, exploring how the country experiences, perceives and anticipates the National Team's participation in the tournament.

The survey's most significant finding is that 84% of respondents believe the Portuguese National Team remains the country's greatest unifying force. Across regions, age groups and genders, the idea that Portugal comes together in support of its National Team enjoys widespread consensus.

"These results confirm something we've always felt but rarely measured: Portugal comes to a standstill when the National Team plays. It's about much more than football. It's about identity, belonging and, above all, what makes us Portuguese," says Tiago Simões, Country Manager of Betclic Portugal.

The study also highlights an apparent paradox in the way Portuguese fans view their team's chances at the World Cup. While only 33% of respondents express a high level of confidence in the team's performance, 65% expect Portugal to reach at least the semi-finals. In other words, two-thirds of Portuguese expect an elite-level result from a team in which only one-third place complete confidence.

The findings also reveal a significant generational divide. Among respondents aged 18 to 24, 29% believe Portugal will win the tournament, more than double the 13% recorded among those aged 55 and over. For younger fans, reaching the semi-finals appears to be more of an expectation than an ambition, with 73% predicting at least a place in the last four.

When asked about the team's most influential player, Cristiano Ronaldo ranks first among female respondents, receiving 32% of the vote, while Vitorinha leads among male respondents with 29%.

The survey also challenges some traditional perceptions of football as a predominantly male space. Thirty-nine percent of women surveyed say they intend to follow only Portugal's matches, compared with 28% of men. Likewise, 45% of women cite supporting the National Team as their main motivation for following the World Cup, compared with 41% of men.

Should Portugal fail to lift the trophy, Portuguese fans already have clear alternatives. In the event of Portugal's elimination, Brazil (24%), Spain (18%) and Argentina (5%) are the teams respondents would most like to see crowned world champions.

About the survey:

The Betclic World Cup Barometer 2026 is a quantitative study conducted among a nationally representative sample of 1,000 Portuguese adults aged 18 and over, segmented by gender, age (18–24, 25–34, 35–44, 45–54 and 55+) and region (North, Centre, Lisbon, Alentejo, Algarve, Azores and Madeira). The data were weighted to ensure national representativeness. Fieldwork was carried out during May and June 2026.

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