



## FROM THE BEDROOM TO MOUNT EVEREST, LIVESCORE REVEALS THE PLACES FOOTBALL FANS GET FOMS [FEAR OF MISSING SCORES]

- On the eve of the World Cup, new data from LiveScore reveals the lengths football fans take to keep up with scores.
  - 40% say if a football match is on that they're unable to watch, they have a real fear of missing the score.
  - With many World Cup matches set to take place during work hours, 44% of Brits say the tournament takes priority ahead of their jobs.
  - 1 in 10 go as far as saying they will call in sick to work to watch games to avoid getting FOMS.

With the world's biggest football tournament kicking off this week, a new survey has revealed the lengths football-mad Brits go to to keep up with football scores. Over two-fifths (41%) of British football fans admit to checking scores during work hours, while a further 40% reveal they check them while on the toilet, 23% confess to it at a wedding and 14% even say they check scores straight after being intimate in the bedroom.

The survey, commissioned by real-time sports updates provider LiveScore, reveals that some football fanatics will stop at nothing to keep up with their team if they're unable to watch a game, with respondents admitting to checking scores at a nudist beach, on a volcanic lagoon and even at Mount Everest base camp.

### **FOMS: Fear of Missing Scores**

The data shows that many supporters have a one-track mind when it comes to the UK's most popular sport, with over a third (36%) of respondents saying if a match is on and they're unable to watch it, they can't think of anything else.

This means fans have to get creative with keeping up with scores when their social plans clash with the football. Over half (54%) of football followers say their partners tell them off for looking at scores on their phones, while 37% confess to sneaking off to the toilet to look up the scores while out and about.

Two-fifths (40%) of respondents went as far as to admit they suffer from FOMS – *Fear of Missing Scores* – if they can't watch their team play. And with many fixtures in Qatar taking place during work hours, cases of FOMS will undoubtedly rise over the coming weeks.

**1998 World Cup winning team player Emmanuel Petit and ambassador for LiveScore's FOMS campaign, commented:** *"I've had the privilege of playing in some huge games during my career and I even achieved every footballer's dream of scoring for my country during a World Cup final. I've been part of moments in football history that fans wish they could have experienced or maybe relive again, which is why I'm proud to be part of LiveScore's FOMS campaign."*

### **Football Fever**

With England's opening World Cup fixture against Iran taking place at 1pm on a weekday, over half (52%) of football fans say the match times in Qatar are inconvenient for them because of work, while a further one-fifth (19%) say their employers are not flexible at all when it comes to letting employees watch games during work hours.



But for many football lovers, nothing will come in the way of following their team at the tournament, with nearly half (44%) of respondents saying the tournament takes priority ahead of their jobs for the next few weeks.

When asked how they will follow their team in action during work hours, 20% of those surveyed say they plan to stream the match on their phones so it's not obvious they're watching it, 18% say they plan to watch with their colleagues in work, 15% say they would watch it while working, 14% would put fake meetings in their diary to clear time to watch the match, and 11% would go as far as calling in sick to watch the game. On the other hand, only 17% of football fans say they would miss their team's game if it clashed with work.

With the tournament taking place in December for the first time, not even the festive period can get in the way of the love of the game, with a fifth (20%) of respondents saying they would even cancel their Christmas plans to prioritise the tournament.

**Ric Leask, Marketing Director at LiveScore, commented:** *"This year's tournament is going to be like no other in history. With work, childcare responsibilities and festive social plans, it's going to be even harder for football fans to juggle the fixtures around their daily lives. While our data shows that many supporters have a real Fear of Missing Scores when they're unable to watch games, the good news is that regardless of whether it's for league fixtures during the season or major tournaments, LiveScore can keep them close to the action with real-time score updates throughout."*

To ensure LiveScore Group staff don't get FOMS, the company will be allowing all its employees to watch all World Cup games live throughout the tournament, and are looking to encourage other workplaces to offer similar to their own staff.

#### **TOP 20 PLACES FOOTBALL FANS HAVE CHECKED MATCH SCORES:**

1. As a passenger in a car
2. During work
3. In the supermarket
4. On the toilet
5. At a family meal
6. At another football match
7. On a sun lounger while on holiday
8. Visiting the in-laws
9. During a birthday party
10. In hospital
11. A wedding
12. At the doctors
13. During a work meeting
14. At a gig
15. While trying to get the kids to sleep
16. When the children are in the bath
17. At the dentist
18. Helping kids with their homework
19. Immediately before / after sex
20. On a plane – having paid for wi-fi to do so



**Ends**

**Notes to editors:**

For more information, please contact [press@livescoregroup.com](mailto:press@livescoregroup.com)

**About LiveScore:**

An early pioneer in the online sports media space, LiveScore™ was founded in 1998 and is one of the world's leading sports updates and streaming services. Following its acquisition in 2017, the LiveScore business was subsequently demerged into the Anzo Group in 2019. With millions of global users across over 200 territories, it's long been an essential part of the match-day experience for football fans who rely on the service to provide the simplest, fastest, and most reliable updates on matches that matter to them.

**About the research**

*Research undertaken by One Poll between 26<sup>th</sup> October to 1<sup>st</sup> November 2022.*

*Research completed by 2000 respondents of UK football fans via mobile phone and computer.*