

Friday, June 11, 2010

## **The 2010 FIFA World Cup: Fans Worldwide Choose Brazil to Win**

**Johannesburg, South Africa**— With the 2010 FIFA World Cup getting underway today, a new Reuters News poll conducted by Ipsos indicates that most avid soccer\* fans around the world expect that of the 32 competing international teams it will be Brazil that will come out on top.

And leaving aside that Brazil also heads the list to finish as the runner-up if they don't win overall, the poll indicates that fans believe either Germany or Argentina are likely to be in the final round with Brazil.

These are just some of the findings released today from a survey of soccer\* fans in 24 countries—23 countries worldwide conducted May 12-21, 2010 along with a separate, companion survey, of fans in the host Country, South Africa. The results show that two thirds (66%) of the 23 global citizens interviewed consider themselves fans to a varying degree\*\*. For the results of the surveys, only those respondents who follow the sport—66% (12,059 of the original 18,624 interviewed) and in South Africa 73% (2,593 of the original 3,553 interviewed face to face)—were questioned about the 2010 World Cup, leaving the other 34% of non-fans out (27% in South Africa).

### ***So, Who Do Soccer Fans think will End Up in the Final and Win?***

<b>Brazil</b>	<b>31%</b>
Argentina	9%
Spain	8%
Germany	7%
Italy	6%

England	4%
France	3%
Portugal	1%
Australia	1%

**Most South African fans also choose Brazil (34%) to win.**

***And, Who Do They Think Will End Up in the Final and Be Runner Up?***

<b>Brazil</b>	<b>14%</b>
<b>Germany</b>	<b>11%</b>
<b>Argentina</b>	<b>9%</b>
Italy	8%
Spain	8%
England	7%
France	6%
Portugal	2%
Netherlands	1%
South Africa	1%
United States	1%
Australia	1%
Mexico	1%
Cameroon	1%

**South African fans are similar in choosing Brazil (24%) but then select their own South Africa (14%) as the next leading contender to be in the final game and be the runner-up**, followed by Italy (9%), Spain (8%), Germany (8%), France (6%) and England (5%).

***Methodology***

*These are the findings of the Global @dvisor Wave 9 (G@9), an Ipsos survey conducted between May 12, 2010 and May 21, 2010. The survey instrument is conducted monthly in 24 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Korea, Spain, Sweden, Turkey and the United States of America. For the results of the survey presented herein, an international sample of 18,624 adults age 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by*

country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Indonesia, Mexico, Poland, Saudi Arabia, South Korea, Sweden and Turkey, where each have a sample approximately 500+. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. In South Africa the survey was conducted face to face with a sample of 3,553 South African citizens aged 16+ and then weighted to be representative of the population.

Notes:\* When asking the questions in the survey the terms "soccer" and "football" were presented according to terms used "in country". For example the term "football" was not used in the United States where it can be confused with the NFL (National Football League) type of game. \*\* One in 10 (11%) are passionate followers of the sport and will watch as many games as possible at any given time. Another one quarter (24%) follow the sport but will only watch games played by their favorite leagues/club and national team, while another 31% will only very occasionally watch games played by a leading league/club and national team. One third (34%) don't follow the sport and don't watch the games at all. In South Africa the fan base is 73% with corresponding figures: 29%, 21%, 23% and non-fans at 27%.

**-30-**

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