

FOR IMMEDIATE RELEASE

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The 2010 FIFA World Cup

Only 4 In 10 (37%) Avid Soccer Fans Think The Way In Which Qualification Structure Formatted is Fair To All Potential Participating Countries, and 2/3rds (65%) Say World Cup Event So Expensive Ordinary Soccer Supporters Can No Longer Participate.

Regardless, 59% of Fans Say South Africa will Host Successful Event—91% of South Africa Fans More Optimistic

Johannesburg, South Africa— With the 2010 FIFA World Cup just underway, a new Reuters news poll conducted by Ipsos indicates that only 4 in 10 (37%) avid soccer* fans think the way in which the qualification structure is formatted is fair to all potential participating countries, and 2/3rds (65%) of fans say world cup event so expensive the ordinary soccer supporter can no longer participate.

Regardless, six in 10 (59%) fans say South Africa will host a successful FIFA 2010 world cup event with host country fans most optimistic (91%) that it will be the case.

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 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).

Only 4 In 10 (37%) Fans Think The Way In Which The Qualification Structure Is Formatted Is Fair To All Potential Participating Countries...

Commentators have noted that certain countries had to fight to qualify for the World Cup event and in some instance some of the top soccer playing countries did not qualify in their region, while other much lower ranked countries qualified because their region is not as competitive.

Soccer fans were asked to weigh in on how qualification structure is formatted—is it fair or not to all soccer/football* countries? It appears that no overall consensus exists on this point:

	Yes	No	Don't Know
Total `	37%	37%	26%
India	60%	30%	10%
Italy	52%	22%	26%
Indonesia	51%	35%	14%
China	47%	38%	15%
Saudi Arabia	46%	25%	29%
Brazil	46%	38%	16%
Germany	44%	25%	31%
Hungary	41%	31%	28%
South Korea	37%	46%	17%
Poland	35%	32%	33%
Great Britain	35%	38%	27%
Argentina	33%	36%	31%
Mexico	33%	46%	21%
Turkey	32%	50%	18%
Russia	31%	29%	60%
United States	31%	47%	22%
Spain	27%	37%	36%
Canada	26%	37%	37%
Belgium	24%	40%	36%



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Australia	24%	40%	36%
Sweden	24%	49%	27%
Japan	21%	44%	35%
France	21%	47%	32%

Two thirds (63%) of South African fans think the qualification structure is fair for all countries.

2/3rds of Fans Say World Cup Event So Expensive Ordinary Soccer Supporter Can No Longer Participate...

But while there may not be any consensus on the qualification structure, there certainly is on the expense for the ordinary soccer supporter: a majority (65%) believes the 2010 FIFA World Cup Event is so expensive they can no longer participate by attending actual matches at stadiums—78% of South African fans feel likewise.

	Yes	No
Total	65%	19%
Brazil	83%	13%
Great Britain	77%	9%
France	72%	18%
Germany	72%	10%
Belgium	71%	13%
India	70%	21%
Poland	69%	13%
Mexico	69%	26%
Turkey	69%	18%
Spain	69%	17%
Indonesia	68%	22%
China	67%	17%
Russia	65%	14%
South Korea	64%	28%
Argentina	62%	26%
Italy	60%	30%
Sweden	59%	14%

Saudi Arabia	59%	20%
United States	52%	19%
Hungary	51%	32%
Australia	50%	11%
Canada	48%	16%
Japan	43%	33%

2/3rds (66%) of Soccer Fans Know South Africa is Hosting the 2010 FIFA World Cup...

Total	66%
Argentina	96%
South Korea	91%
Brazil	91%
Mexico	89%
Indonesia	87%
Germany	85%
Italy	75%
Great Britain	73%
France	73%
Spain	67%
Japan	66%
Saudi Arabia	66%
Turkey	65%
Belgium	63%
Poland	59%
India	58%
China	55%
Sweden	51%
Australia	45%
Hungary	44%
Canada	43%
Russia	41%
United States	31%

Most (46%) Believe Players and Spectators Will Be Safe In South Africa during the Event... Majority (86%) of South African Fans Agree...

A full majority of South African fans believe players and spectators will be safe while attending the World Cup event (86%) compared to only 46% of the fans in 23 other countries+:

	Yes	No
Total	46%	23%
India	86%	5%
Indonesia	60%	12%
Mexico	57%	17%
Brazil	57%	19%
United States	55%	17%
Argentina	54%	10%
China	54%	15%
Canada	54%	17%
Italy	51%	17%
Turkey	46%	27%
Sweden	45%	24%
Hungary	45%	25%
Russia	44%	12%
Saudi Arabia	43%	25%
Spain	42%	28%
Poland	42%	22%
Australia	38%	23%
France	36%	27%
Belgium	35%	26%
Great Britain	34%	32%
Germany	32%	34%
South Korea	26%	51%
Japan	13%	47%
+ 31% don't know		

And Six In 10 (59%) Fans Say South Africa Will Host A Successful FIFA 2010 World Cup Event... Host Country Fans Are Most Optimistic (91%)...

South African fans believe their country will host a successful FIFA 2010 World Cup Event (91%) compared with an average of 6 in 10 (59%) in the other 23 countries surveyed:

Total	59%
India	86%
Italy	78%
Indonesia	73%
China	73%
Mexico	72%
Argentina	69%
United States	68%
Brazil	68%
France	68%
Saudi Arabia	62%
Canada	62%
Russia	55%
Belgium	55%
Sweden	50%
Turkey	50%
Hungary	49%
South Africa	48%
South Korea	48%
Great Britain	47%
Australia	45%
Spain	43%
Poland	43%
Germany	43%
Japan	38%

Where the Fans Come from Around the World... Two Thirds (66%) Follow the Sport...

- One in 10 (11%) of global citizens are self described passionate followers and will watch as many games as possible at any given time (29% South Africa)
- One quarter (24%) follow soccer/football* but will only watch games played by their favorite leagues/club and national team (21% South Africa)
- 31% will very occasionally watch soccer/football* games played by a leading league/club and national team (23% South Africa)
- One third (34%) don't follow soccer/football* and do not watch the games at all (27% South Africa)

By adding the first three categories, two thirds (66%) of citizens can be considered a fan to a varying degree (73% in South Africa):

Total	66%
South Korea	88%
Turkey	83%
India	81%
China	80%
Brazil	78%
Mexico	78%
Argentina	72%
Saudi Arabia	72%
Indonesia	72%
Spain	70%
Italy	68%
Australia	67%
Germany	66%
Poland	63%
Sweden	61%

Great Britain	59%
Hungary	55%
France	54%
Belgium	52%
Japan	49%
Canada	48%
Russia	42%
United States	35%

The Most Passionate Followers of the Sport...

But clearly the passionate fan is a special group unto themselves. This undiluted extreme soccer fan can best be described as male (16% versus females at 5%), under the age 35 (13% versus those aged 35 to 49 at 9% and those aged 50 to 64 at 9%). There are no other distinguishing characteristics when it comes to household income, education or marital status. But there is when it comes to geography:

Total 11%

Turkey	22%
India	21%
Brazil	19%
Argentina	17%
Saudi Arabia	16%
Italy	14%
Great Britain	14%
Spain	13%
Australia	12%
Germany	10%
France	9%
Mexico	8%
Sweden	8%
Indonesia	8%
Poland	8%
South Korea	7%
China	7%

United States	6%
Belgium	6%
Canada	6%
Hungary	5%
Japan	4%
Russia	4%

With World Cup fever at a pitch it's no surprise that passionate South African fans self identify at 29%.

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%.

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