



# Attitudes towards Football World Cup 2010 International Survey Results



**WIN**

Worldwide  
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Of Market Research

**IBOPE**

inteligência



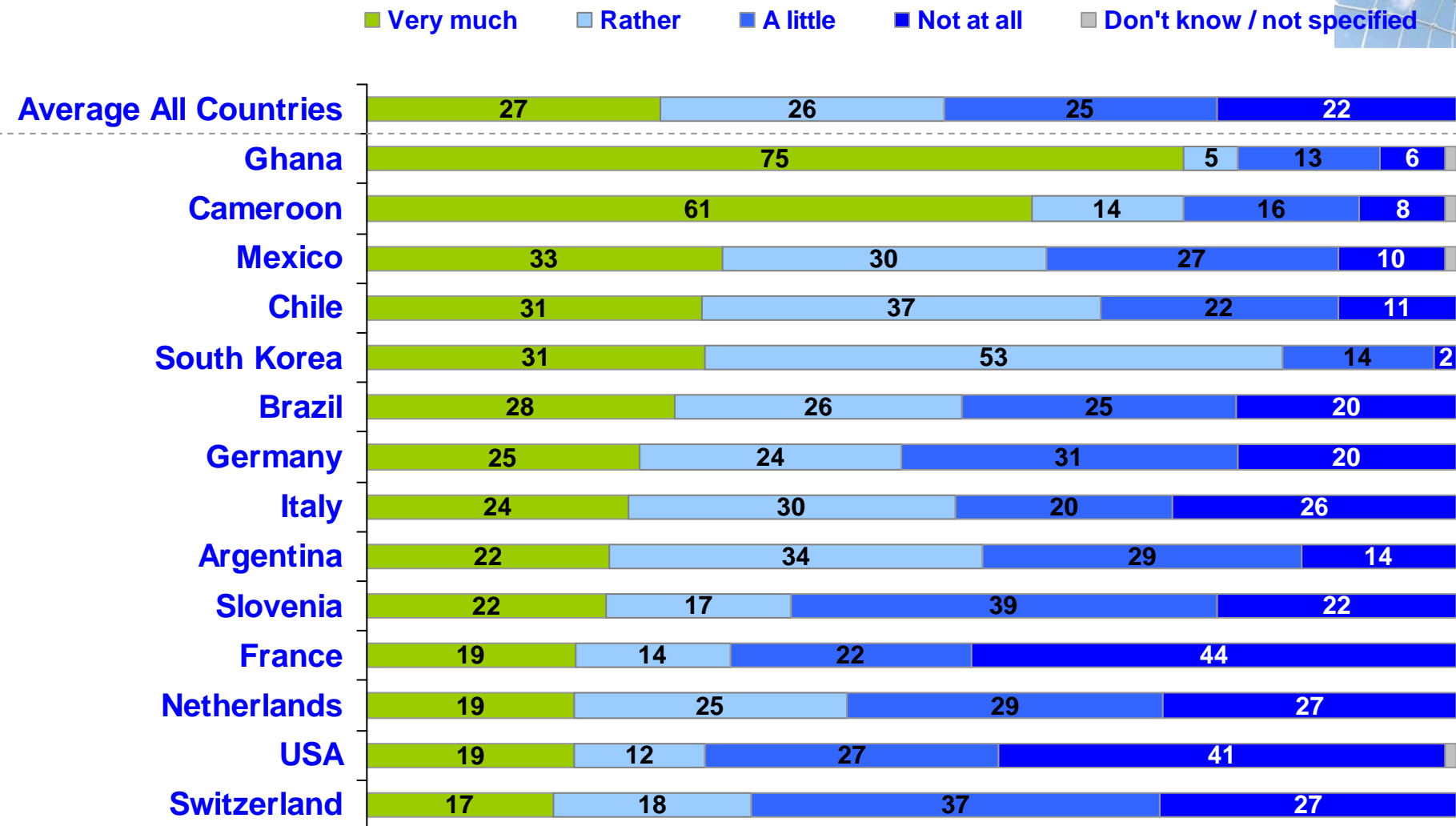
- **The Win** (Worldwide Independent Network of Market Research) survey on “**Attitudes towards Football World Cup 2010**” interviewed **14 578 people** in **14 countries** around the world – all of them participants in the World Cup 2010.
- **Fieldwork** worldwide has been completed between April 27 – May 31 2010.
- Each country **sample** has been drawn by experts in order to best represent the population of the country and not exclude significant groups of the population. In most cases, the sample is nationally representative.
- **The methodology** for each participating country has been chosen to best fit the national characteristics and the specifics of the survey. In most cases, face to face or telephone interviewing has been used.
- **For detailed information** on methodology, sampling and fieldwork dates, see ‘Survey Information’.

# Key Findings Summary



- **Brazil** (the winner of five football world championships) is perceived as the **main favourite** (mentioned by 36% of the interviewees) for winning the 19<sup>th</sup> World Cup. Brazil is far ahead in the ranking, with a significant advantage to the **second** in the ranking – **Germany** (10%). The winner of the World Cup 2006, **Italy's** national team ranks **third** in terms of interviewees' forecasts, mentioned by 9%.
- **More than a half of the people** interviewed worldwide are **interested in the upcoming Football World Cup 2010**. Meanwhile, 22% of the interviewees declare no interest in the event.
- **African countries Ghana (75%) and Cameroon (61%)** show the **highest interest**, while European countries (e.g. France, Netherlands, Switzerland) are relatively less interested in the championship. 44% of the French say they are not interested in the championship at all.
- **Television will be the most preferred media** when it comes to following matches and news about the World Cup. **Almost three quarters (72%)** of the interviewed people will be following the events **on TV**. All other media will be preferred as a main information channel by 2-4% of the interviewees.
- Not surprisingly, citizens of Brazil are the most confident when it comes to the expectations of the own national team performance. More than two thirds (67%) of the **Brazilians are certain their team will be the next world champion**. Citizens of Ghana show almost the same certainty when it comes to their own team performance – 65% of them expect Ghana to win the championship. South Korea is the country with the most humble expectations – the majority of South Koreans (71%) think their team won't reach semi-finals.

# How interested are you in the Football World Cup – are you very interested, rather interested, a little interested, or not at all?



About a quarter of the interviewees around the world declare high interest in the World Cup 2010. African countries (Ghana and Cameroon) are the most interested in the World Cup, followed by Latin American countries – Mexico, Chile, Brazil. European countries show relatively lower interest in the event.

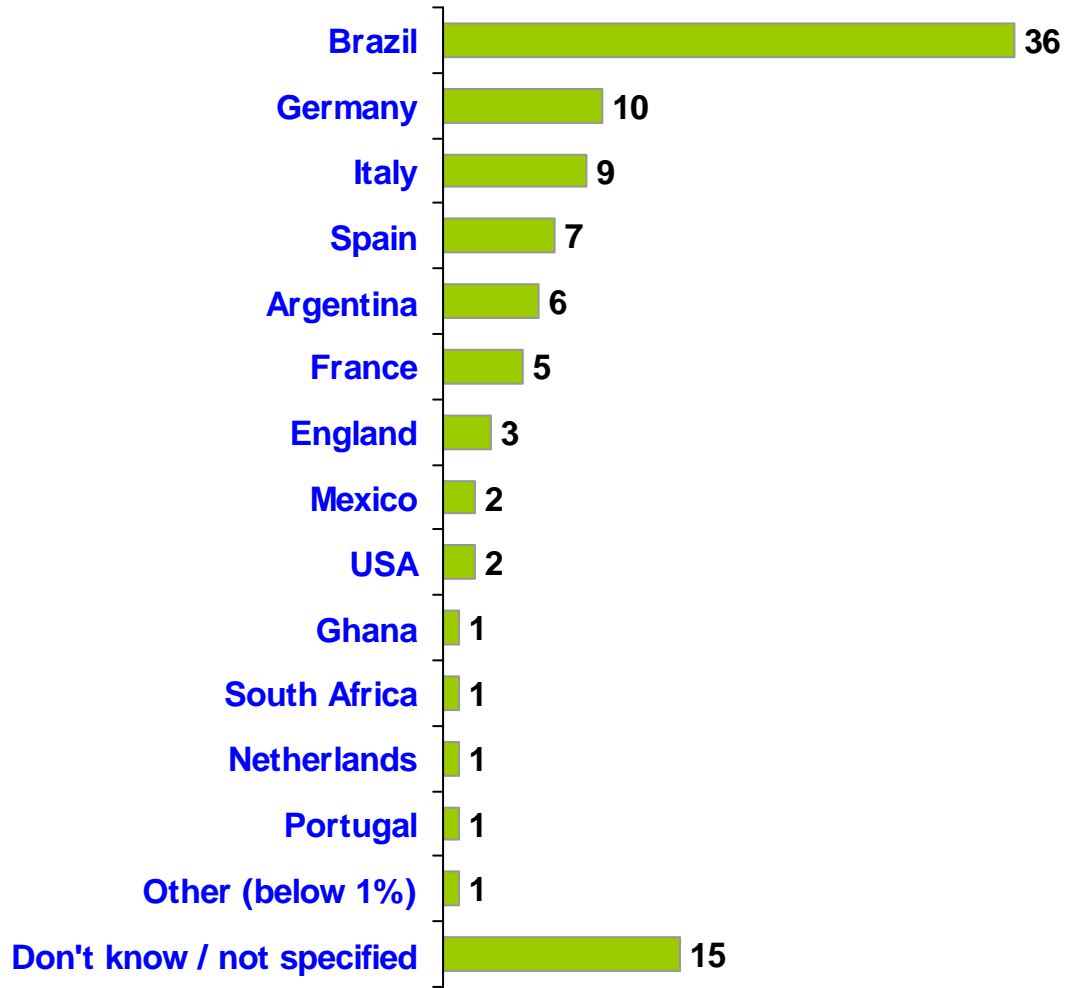
# How will you mainly follow the World Cup? (All countries)



Almost three quarters of the citizens interviewed worldwide will choose TV as their main source of information when it comes to the events from the Football World Cup 2010. All other media will be preferred by less than 5% of the interviewees. Results do not vary significantly in different countries.



# And in your opinion, which football team will be World Champion in 2010? (All countries)

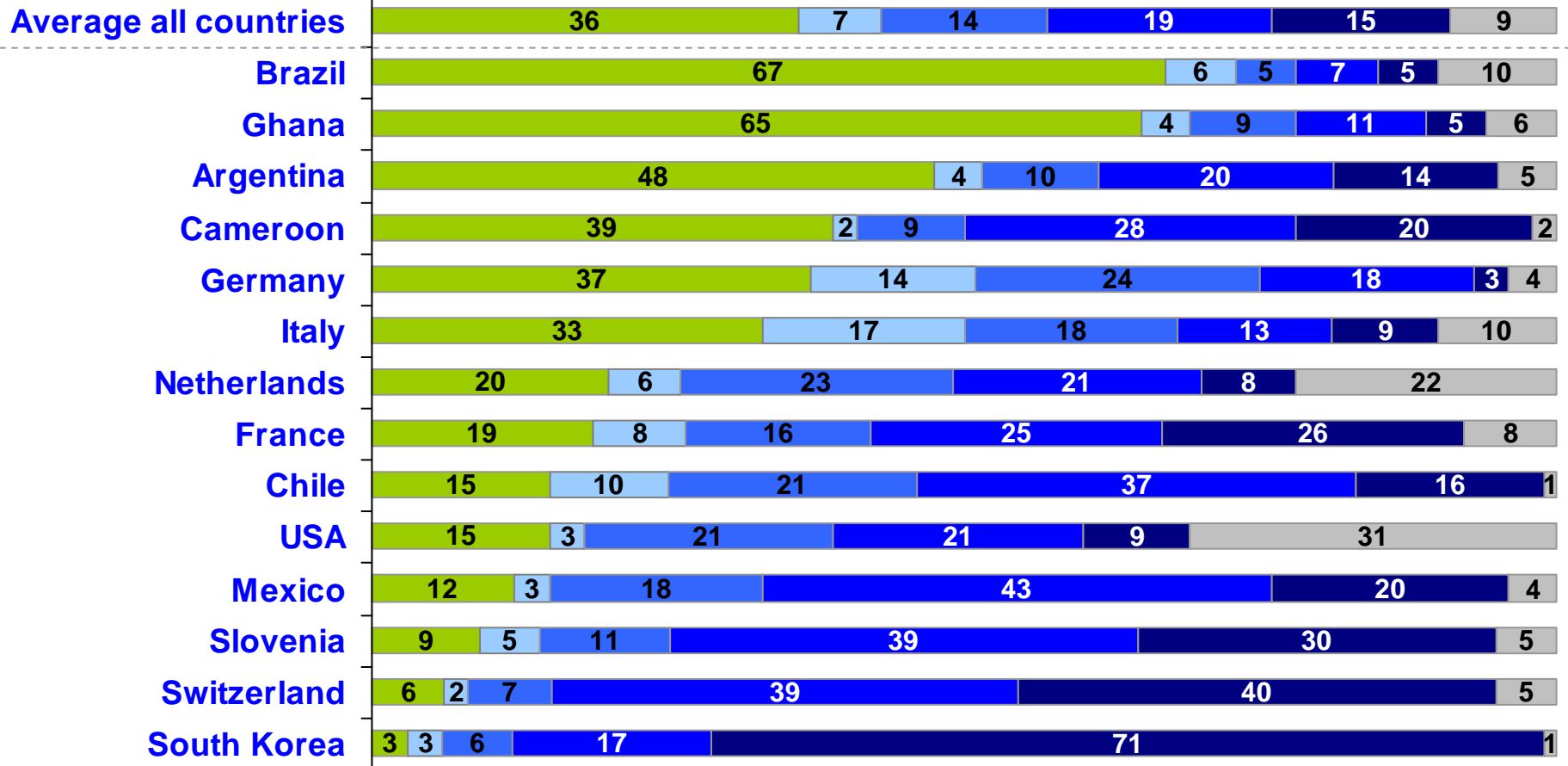


Brazil national team is the main favourite for winning the World Cup 2010, standing significantly ahead (+26%) from the second and third team in the ranking – Germany and Italy.

# What will your national team achieve in 2010?



- It will win the World Cup and will be World Champion
- It will reach the finals, but will forfeit
- It will reach the semi-final
- It will reach the quarter-final
- It won't reach the quarter-final
- Don't know / not specified



Brazilians are the most confident nation, when it comes to own team performance expectations. Nevertheless, the citizens of Ghana are almost the same confident as Brazilians. Two thirds of Ghanaians expect their team to become the next World Champion.

# Survey Information

# Participants List and Survey Information



Country	Company	Method	Sample Type	Sample size	Fieldwork dates	Age Bracket
Argentina	IBOPE Inteligencia	Telephone	10 main cities	800	April 28 - May 7	18+
Brazil	IBOPE Inteligencia	Face to Face	Nationally representative	2002	May 14 - May 19	16+
Cameroon	RMS Cameroon	Face to Face	Main Cities	710	April 29 - May 4	15+
Chile	IBOPE Inteligencia	Face to Face	Urban - Capital city	450	May 6 - May 10	18-50
France	BVA France	Telephone	Nationally representative	1065	May 27 – May 31	15+
Germany	Produkt + Markt	Online	Nationally representative	502	May 3 - May 10	16+
Ghana	RMS Ghana	Face to Face	Nationally representative	3494	April 28 - May 16	18-45
Italy	Doxa	Telephone	Nationally representative	1002	April 29 - May 2	15+
South Korea	Gallup Korea	Online	Nationally representative	600	April 30 - May 3	19+
Mexico	IBOPE Inteligencia	Online	Nationally representative	529	April 27 - May 3	18+
Netherlands	Market Response International	Online	Nationally representative	1297	May 24 - May 27	16-75
Slovenia	PULS	Telephone	Nationally representative	625	April 26 - April 30	18+
Switzerland	Isopublic	Telephone	Nationally representative	501	April 28 - May 7	15-74
USA	TRIG	Online	Nationally representative	1000	April 28 - May 5	18+