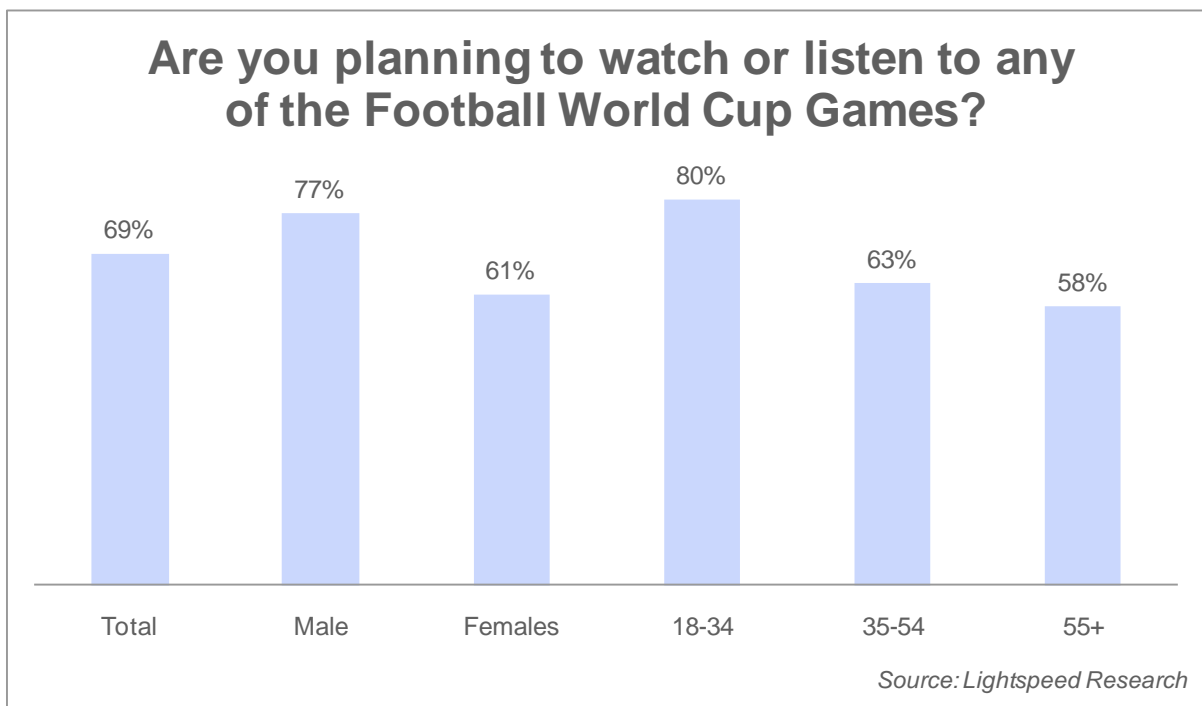


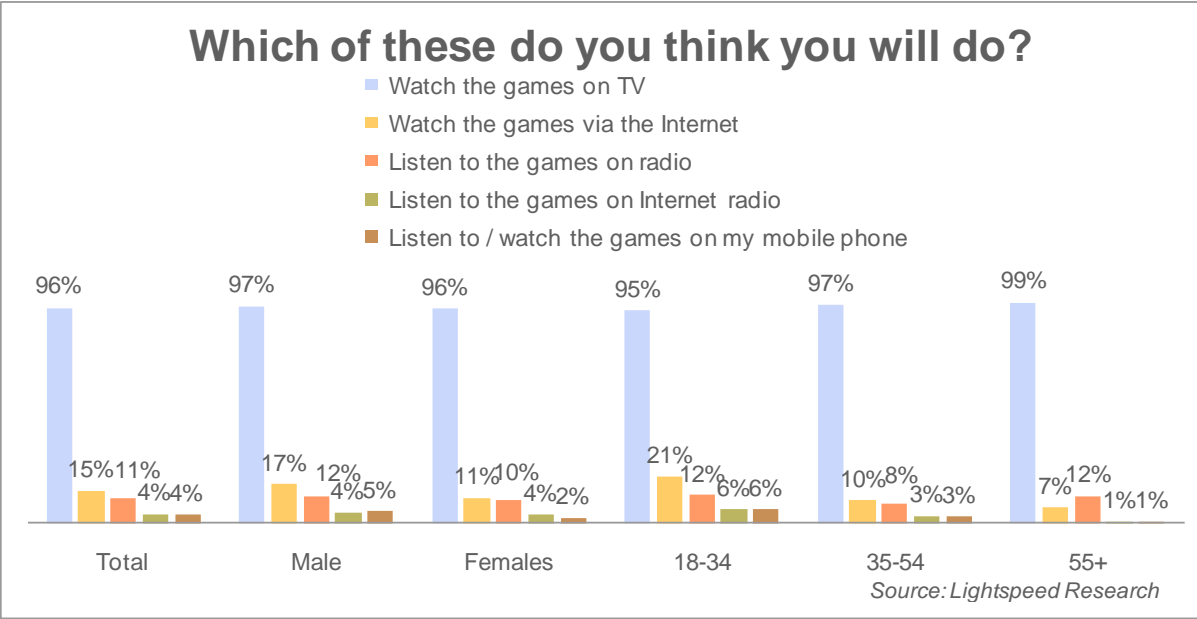
## Aussies go mad for the World Cup

**SYDNEY, 11<sup>th</sup> June 2010:** With kick off of the football World Cup tournament only hours away, a survey from Lightspeed Research has revealed just how football mad Australians have become.

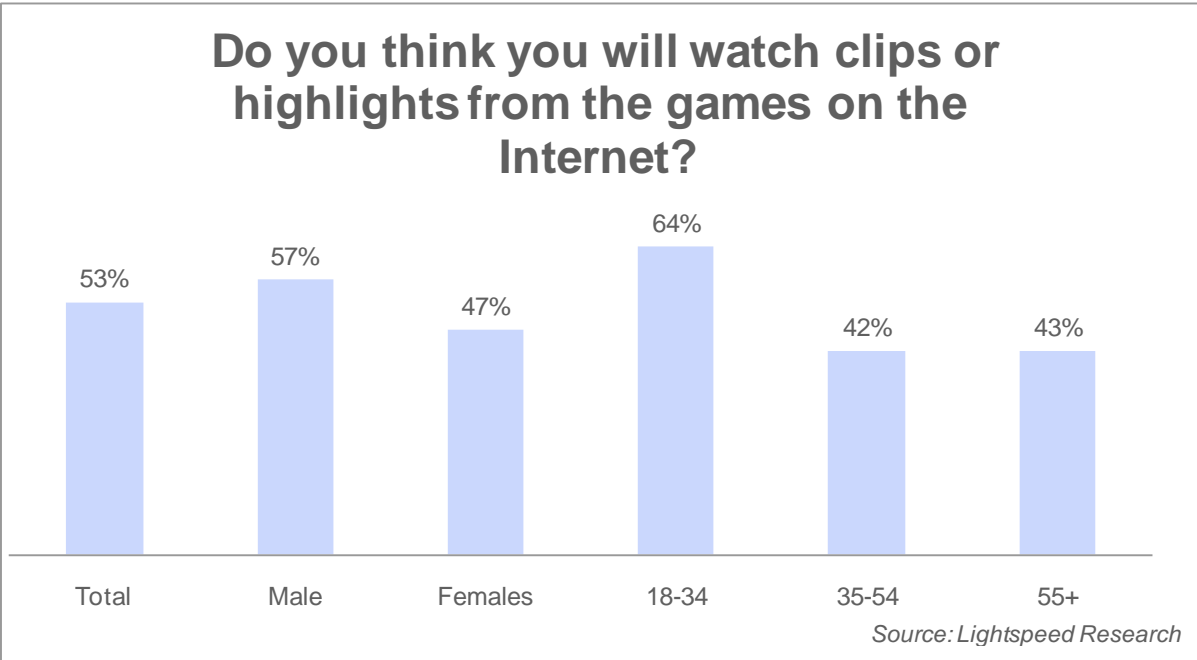
69% of all Australians surveyed are planning to watch or listen to games in the eagerly anticipated tournament.



Although 92% of Australians watching the World Cup will be supporting the national team, it's not just their games that footie fans will be tuning into. 28% aim to watch as many matches as possible – regardless of the teams competing. With two thirds of respondents saying they will watch the games live rather than recording them to watch later, it is bad news for bosses who can expect bleary-eyed employees as most matches kick off at midnight or 4.30am local time.

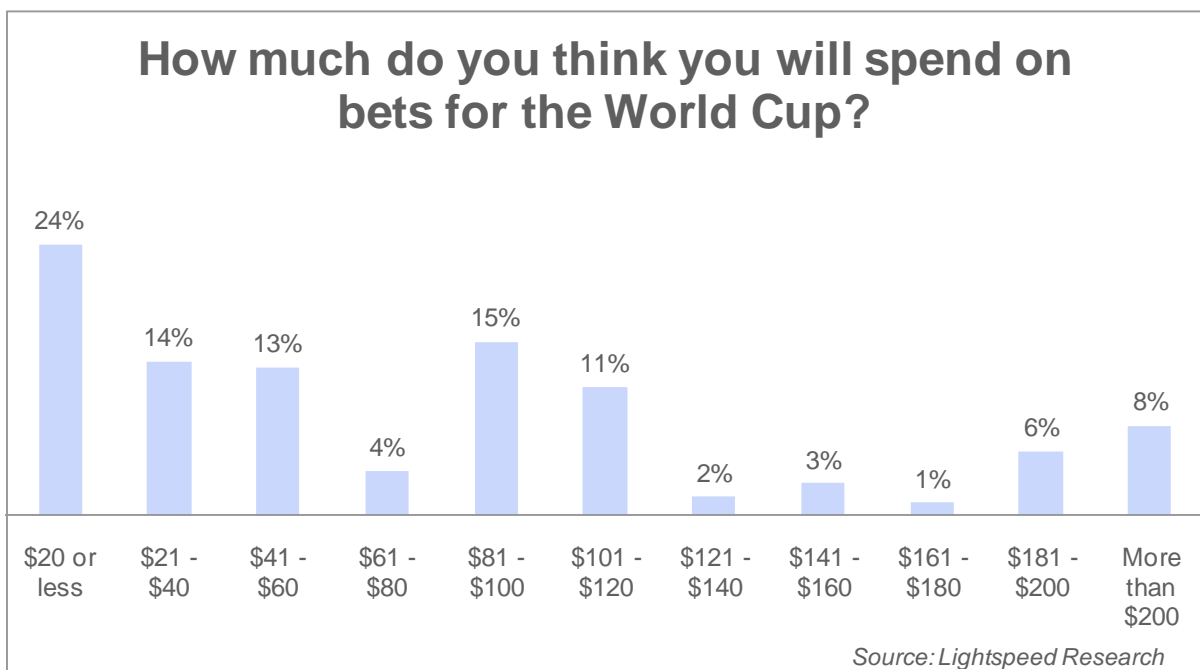
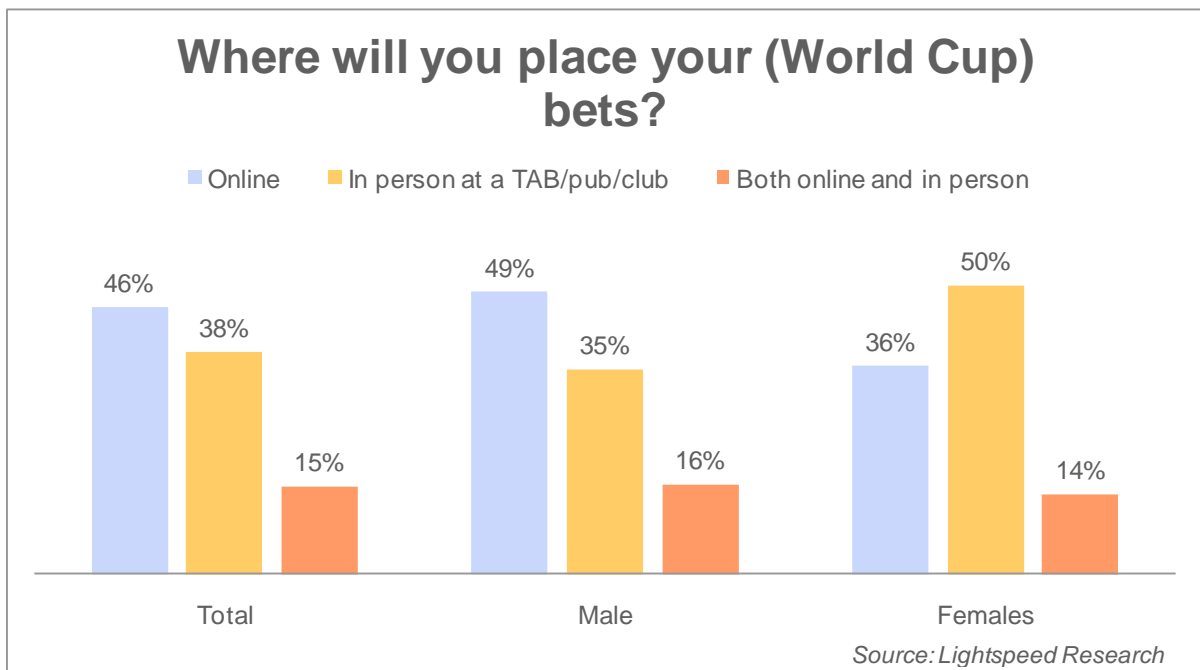


Almost all respondents (96%) will be glued to the box to enjoy the action as it happens. Although all the matches are available for free on SBS, 21% of 18-34 year old respondents still plan to enjoy some of the games via the web. However, the internet is definitely a good choice for watching clips and highlights with over half of World Cup watchers (53%) saying they'll be going online for this purpose. 24% of World Cup fans also plan to read update and/or watch clips on their mobile phones.



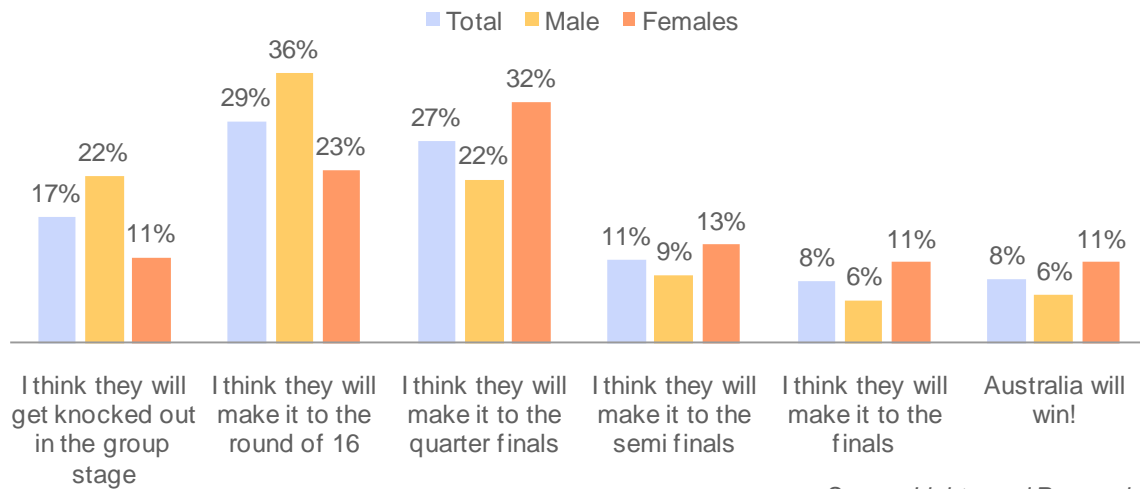
Harry Kewell and Tim Cahill top the list of favourite players, followed by Lucas Neill (although he ties with Portugal's Cristiano Ronaldo).

One in five world cup watchers will be adding some spice to the competition by participating in a footing tipping competition, and 11% will be placing a bet either online or in person.



When it comes to the team that will raise the trophy at the end of the championship, 29% think Brazil will be victorious and an optimistic 8% think Australia will win.

## How well do you think Australia will do in the World Cup?



Terry Wiley, CEO of Lightspeed in Asia Pacific says "Over the next month the nation will be gripped by World Cup fever. Although only 8% of our respondents thought the Socceroos will win the tournament, with respected manager Arsene Wenger saying we have a 40% chance of beating Germany in our opening match, it is no surprise that 69% are planning to watch or listen to the games."

Please [click here](#) to download a pdf with the full survey report.

Ends

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### About Lightspeed Research

Lightspeed Research delivers valuable data to help clients make informed business decisions. With proprietary online panels throughout the world, our verified, engaged, and deeply profiled survey respondents can support research studies that vary in scope and complexity. Lightspeed Research's expert Client Operations Team offers data collection services including survey design, sample management, programming, and reporting. The company has offices throughout the United States, Europe, and Asia Pacific. Lightspeed Research is part of Kantar, the information insight and consultancy division of WPP. For more information, please visit [www.lightspeedresearch.com](http://www.lightspeedresearch.com).