



Global TGI Barometer Issue 21: Football Mad?

With the 2006 World Cup almost upon us and excitement mounting across the globe, we take a look at just how 'football mad' consumers are.

Watching on the box...

In Europe, interest in the game is striking, with 64% of respondents in Greece watching football on TV (rising to a huge 87% of men), 48% of Germans and 45% of Italians. Elsewhere in the world a similar enthusiasm is evident, with 53% of Chinese respondents and 55% of Peruvians enjoying a game on TV. In Italy, 50% of all respondents say they support a football team and in Brazil the figure is even higher at 73%. This may have implications for them as consumers; in Ireland 44% of those who watch football matches on TV say they always notice the pitch side advertising (rising to 50% of those who attend at the actual venue).

... Or soaking up the atmosphere

In some parts of the world, however, total TV penetration may be much lower, so we can use TGI data in other ways to judge how 'football mad' a population is - for example, in Tanzania where 29% of respondents watch on TV but 72% say they have an interest in the game. The situation in other parts of Africa is similar, with 68% of those in Kenya and 74% in Uganda taking an interest in the sport. In Greece 31% of men have paid to watch a game at a venue, but in other countries the figures tend to be much lower; in Britain and Ecuador 16% and 17% (respectively) of male respondents have paid to watch a game and in China and Japan the figure is lower still at 6%. In India, even in a football-skewed market such as Kerala, only 2% of all respondents pay to watch a game at a venue.

Checking the scores in print

Newspaper readership can also reveal much about our interest in football. In Germany and Britain 36% and 30% of men like to read about football in the papers and in South Africa 51% of male respondents say it's a press topic in which they are fairly or very interested. However in India and France print is a far less popular medium for keeping on the ball, with only 12 and 19% of male respondents reading about it in the papers.

Gender differences

As might be expected, a significant difference between the sexes is apparent in almost all countries. In Italy, male respondents are nearly three times as likely as female to watch televised matches (69% compared to 22%) and a similar situation prevails in Egypt (66% to 22%). In Germany, men were more



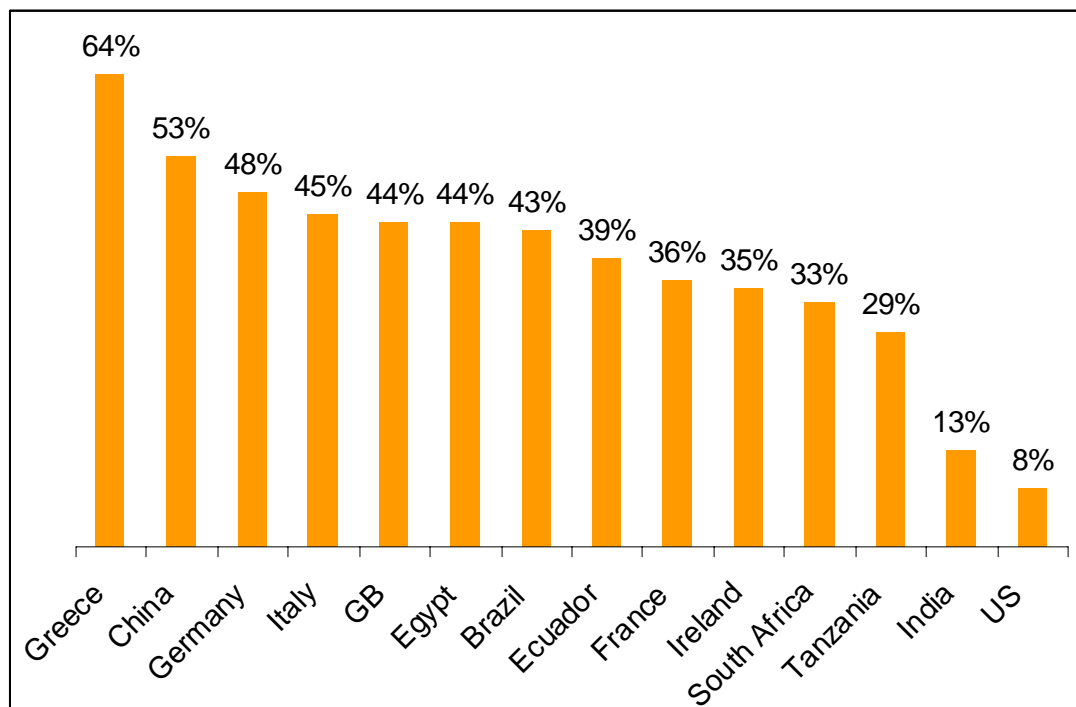
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than five times as likely to read about football in the papers than women. However, in some countries the gender gap was less evident; for example in South Africa where 30% of women watch TV football games (in comparison to 36% of men) and in Tanzania, where female respondents are actually *more* likely to view TV football games than their male counterparts (34% compared to 23%).

Trends in soccer madness

However, despite a high interest in football across the globe, a look at data in past years reveals varying trends. In China, the percentage of the population watching football on TV has actually declined by 10% over the past five years. In contrast, in Britain, it has increased by 16% since 2001. In Japan, the popularity of football with younger TV viewers (with men under fifty preferring it to baseball - one of the national sports) suggests that it will continue to attract interest in the future.

% who watch soccer on TV in 14 national markets



Base: individuals aged 18+

Source: Global TGI



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Contact

Steve Cooke – Marketing Director KMR Group: +44 (0) 20 8433 4381

Katherine Miall – Global TGI executive: +44 (0) 20 8433 4487

www.tgisurveys.com

Editors' Notes

The Global TGI network operates single-source consumer and media studies in over 50 countries worldwide. Used by brand owners, media owners and agencies, it measures consumers' product and brand usage, media consumption and attitudes, based on large samples - over 700,000 respondents annually worldwide. A typical survey will cover around 4,000 brands and 500 product categories.

TGI was originally developed in the UK by BMRB, one of the UK's leading marketing research companies. The first survey was conducted in 1969 and for the past 36 years BMRB has continued to market the service in Great Britain. BMRB is part of the KMR Group, which markets TGI globally.

KMR Group is a division of the Millward Brown Group, part of Kantar, WPP's insight, information and consultancy division.

For more, visit www.kmr-group.com