

YouGov Survey Results

Sample Size: 2019
Fieldwork: 8th - 9th July 2010

	Gender		Age				Social Grade		Region					
	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
All GB Adults	2019	984	1035	243	516	693	567	1038	979	257	661	430	493	177
Unweighted Sample	2019	969	1050	135	518	805	561	1186	831	301	631	394	489	204
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How interested, if at all, are you in the Football World Cup which ends this weekend?

Very interested	24	35	14	35	29	23	17	23	25	30	20	27	24	24
Somewhat interested	26	26	26	29	30	24	23	27	24	29	28	21	24	31
Not very interested	18	15	20	13	15	19	21	18	18	16	19	19	18	14
Not at all interested	32	24	40	23	26	33	40	32	33	25	33	33	34	31

Those very or somewhat interested in WC

	1013	600	413	154	303	331	226	526	486	151	320	209	237	97
Unweighted Sample	999	577	422	86	296	383	234	590	407	173	292	183	241	110
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much, if at all, have you enjoyed this Football World Cup?

A great deal	31	32	29	38	29	32	27	26	37	31	31	36	31	22
A little	50	48	54	48	51	50	51	55	45	55	49	52	44	59
Not a lot	17	18	16	14	17	16	22	18	17	13	19	11	23	18
Not at all	1	2	1	0	2	2	0	1	1	2	1	1	2	1
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Who do you think will win the World Cup?

Holland	37	38	36	45	36	37	34	35	40	35	38	38	39	34
Spain	58	58	58	49	60	60	57	60	56	60	56	60	57	59
Don't know	5	4	7	5	3	3	9	5	5	5	7	2	4	6

How do you think the final will be decided?

In 90 minutes	67	72	60	66	73	66	62	69	65	69	64	76	65	63
In extra time	23	21	26	22	19	26	26	21	26	20	24	16	29	26
On penalties	5	3	9	6	5	5	6	6	4	9	6	6	3	2
Don't know	4	3	6	5	3	3	6	4	4	3	6	2	3	9