

2010 WORLD CUP

Two-in-Five Britons Predict Semi-finals (or Better) for England's Football Team

Public and fans agree with demotion of John Terry as captain, and Steven Gerrard is the most popular choice to replace him.

[LONDON – Feb. 12, 2010] – Many English football fans are predicting a good showing for the national team at the South Africa 2010 World Cup, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 2,002 British adults, 60 per cent of respondents say they will be rooting for England during the World Cup.

While clear majorities in London, the South, Midlands and Wales and the North will support England during the World Cup, only 20 per cent of respondents in Scotland will join them.

Predictions

Roughly two-in-five Britons believe that England will either win the World Cup (6%), play in the final (8%) or reach the semi-finals (25%). One-in-five (20%) think England will reach the quarterfinals, and five per cent think the team will make it to the Round of 16. Only five per cent of respondents foresee a World Cup where England does not make it out of the Group Stage.

When the views of true football fans are assessed, 13 per cent predict a World Cup victory and 10 per cent foresee a showing in the final. A large proportion of football fans (41%) foresee England reaching the semi-finals for the first time since 1990.

KEY FINDINGS

- **60% will root for England during the South Africa 2010 World Cup**
- **39% of Britons predict England will at least reach the semi-finals in South Africa; 64% of true football fans feel this way**
- **52% of Britons and 66% of true football fans support the demotion of John Terry as captain**
- **Steven Gerrard is the most popular choice to replace Terry among Britons (22%) and true football fans (36%)**

Full topline results are at the end of this release.

From February 9 to February 10, 2010, Angus Reid Public Opinion conducted an online survey among 2,002 randomly selected British adults who are Springboard UK panelists. The margin of error—which measures sampling variability—is +/- 2.2%. The results have been statistically weighted according to the most current education, age, gender and region data to ensure samples representative of the entire adult population of Great Britain. Discrepancies in or between totals are due to rounding.

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The Captaincy

Half of Britons (52%) and two-thirds of true football fans (66%) agree with the recent demotion of Chelsea's John Terry as England's captain.

When asked who should replace Terry, 22 per cent of Britons—and 36 per cent of true football fans—select Liverpool's Steven Gerrard. AC Milan's David Beckham is second among Britons with 16 per cent, followed by Chelsea's Frank Lampard with 11 per cent. Manchester United's Wayne Rooney and Rio Ferdinand are in single digits (9% and 8% respectively).

For football fans, Lampard is second to Gerrard with 17 per cent, followed by Ferdinand with 14 per cent, Beckham with 13 per cent, and Rooney with 12 per cent.

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2010 World Cup

The 2010 Football World Cup will take place this summer in South Africa. Will you root for England's National Team during the World Cup?

	Region					
	Great Britain	London	South of England	Midlands and Wales	North	Scotland
Yes	60%	58%	63%	62%	68%	20%
No	29%	26%	25%	26%	22%	71%
Not sure	12%	16%	12%	12%	10%	9%

2010 World Cup

How do you expect England's National Team to perform in the 2010 Football World Cup?

	Great Britain	I am a football fan, I truly enjoy watching the game	I watch football as much as I can, but I don't follow it all the time	I will watch a football match now and then, but it's not my favourite sport	I don't really care for football
England will win the World Cup	6%	13%	8%	5%	2%
England will reach the final	8%	10%	15%	12%	4%
England will reach the semi-finals	25%	41%	38%	32%	9%
England will reach the quarterfinals	20%	28%	21%	27%	13%
England will reach the Round of 16	5%	2%	5%	5%	6%
England will not make it out of the Group Stage	5%	1%	2%	3%	9%
Not sure	31%	3%	10%	17%	57%

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2010 World Cup

As you may know, John Terry has been demoted as captain of England's National Team. From what you have seen, read or heard, do you support or oppose this decision?

	Great Britain	I am a football fan, I truly enjoy watching the game	I watch football as much as I can, but I don't follow it all the time	I will watch a football match now and then, but it's not my favourite sport	I don't really care for football
Support	52%	66%	62%	56%	40%
Oppose	27%	28%	30%	31%	24%
Not sure	21%	6%	8%	13%	36%

2010 World Cup

If you had to pick someone other than John Terry to serve as captain of England's National Team, which one of these players would you pick?

	Great Britain	I am a football fan, I truly enjoy watching the game	I watch football as much as I can, but I don't follow it all the time	I will watch a football match now and then, but it's not my favourite sport	I don't really care for football
Steven Gerrard	22%	36%	32%	27%	9%
David Beckham	16%	13%	16%	22%	15%
Frank Lampard	11%	17%	19%	12%	5%
Wayne Rooney	9%	12%	10%	11%	6%
Rio Ferdinand	8%	14%	9%	8%	4%
Someone else	4%	4%	3%	2%	4%
Not sure	32%	5%	11%	17%	57%

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Angus Reid Public Opinion is a practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Public Opinion polls are frequently conducted using Vision Critical's industry leading Omnibus. Vision Critical Global Panels—the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com)—are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.

Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes. Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election. More information on our electoral record can be found at: <http://www.visioncritical.com/record-of-accuracy>

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**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
<http://www.visioncritical.com/category/global-opinions-and-trends>**

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