



NEWS RELEASE

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Aussies optimistic to the end – One in five expected Socceroos to play in World Cup final

- ***19 percent of Australians expected the Socceroos to play in the 2006 World Cup final – 11 percent expected an Aussie victory***
- ***Nearly three in four Aussies (71%) interested in watching the World Cup***
 - ***Brazil still favourite to take out the Cup***

Sydney, 30 June 2006: In the lead up to what was arguably Australia's most important game of soccer in history, one in five Australians (19%) said they expected the Socceroos to make it through the quarter and semi finals to play in the World Cup final, and just over one in ten (11%) expected them to win the competition, according to the findings from the latest survey undertaken by leading marketing information company ACNielsen.

The ACNielsen | Omnibus nationwide survey was undertaken just days before Australia's final match and questioned close to 1,500 Australians on their level of interest in the 2006 World Cup, the two teams they thought would be in the final, and their tip for the overall winner.

Almost three in four Aussies (71%) said that they were interested in watching the World Cup – 29 percent indicated they were 'very interested', 43 percent were 'somewhat interested', and only 14 percent claimed to be uninterested.

Despite our optimism, however, Brazil remained the clear favourite among the Australian population with 71 percent expecting them to make it to the final, followed by Germany at a distant second at 28 percent. And when asked who they thought would

win the overall competition, over one in two (55%) of Aussie's said Brazil would take it out, followed again by Germany at 13 percent and Australia at a close third at 11 percent. (See table 1).

“The Australian public is tipping Brazil to beat Germany in the World Cup final, and after the second round of matches this outcome is still possible,” said Euan Robertson, Manager, ACNielsen. “However, Australia’s loss to Italy was a surprise to many since nearly one in five expected Australia to make the final and around one in 10 expected Australia to win the world cup.”

Table 1: Which country do you think will win the 2006 FIFA World Cup?

Country	% of respondents
Brazil	55%
Germany	13%
Australia	11%
Argentina	9%
Italy	3%
England	3%

Source: ACNielsen | Omnibus, n = 1,496

About ACNielsen

ACNielsen, a VNU business, is the world's leading marketing information provider. Offering services in more than 100 countries, the unit provides measurement and analysis of marketplace dynamics and consumer attitudes and behaviour. Clients rely on ACNielsen's market research, proprietary products, analytical tools and professional service to understand competitive performance, to uncover new opportunities and to raise the profitability of their marketing and sales campaigns.

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