

Economic and Social Impact of the 2010 World Cup - UK - April 2010

Report Price: £1695 / \$2593 / €1907



What is this report about?

This report examines these viewing and spending preferences in more detail, as well as assessing attitudes towards the World Cup and how these impact on consumer behaviour around the competition. It also compares consumers' views of the World Cup with their opinions of London's hosting of the 2012 Olympic Games and tests the hypothesis that "Britons' love of sport and interest in following major events means the UK's self-styled 'golden decade of sport', in which the country will host the Olympic and Commonwealth Games, Rugby World Cup and possibly the football World Cup, will be as beneficial to the health of its economy as of its people."

What have we found out?

- More than 70% of adults – and more than 60% of women – will watch at least some of the tournament. Interest is not dependent on home success either: only 13 % of those following the tournament will switch off if/when England are knocked out.
- Amongst all UK adults who are in any interested in the World Cup, 83% will be supporting England as their main team. Some 40% of these people see themselves as 'private patriots' compared to 27% who describe themselves as 'proud patriots'.
- A surprising number of people support players first and nations second, highlighting the changing nature of a game dominated by clubs and local allegiances.
- Two thirds of consumers with an interest in the World Cup indicated that they will see a rise in their expenditure before or during the tournament.
- Gambling revenues are forecast to top £750 million for the World Cup (up 25% on the 2006 tournament), driven by football's rise in prominence in the betting industry, the wealth of bets available and the increase in more convenient betting platforms, such as online and mobile.
- Pub revenues are more dependent upon England's progression during the tournament, with some 60 million litres of lager expected to be consumed should they reach the final. Given that over 1,700 million litres are expected to be sold during the year as a whole, this represents more of a temporary upsurge in sales rather than a likely saviour of the industry.

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