

Method

Country:	South Africa
Universe:	28.78 million citizens between the ages of 16-69*
Investigation technique:	Face-to-face interviews
Selection procedure:	Representative survey, random sample stratified according to region and city size, quotas for race, age and gender
Sample size (Total):	1000 respondents
Fieldwork:	Calendar Weeks 30-31 (2010)

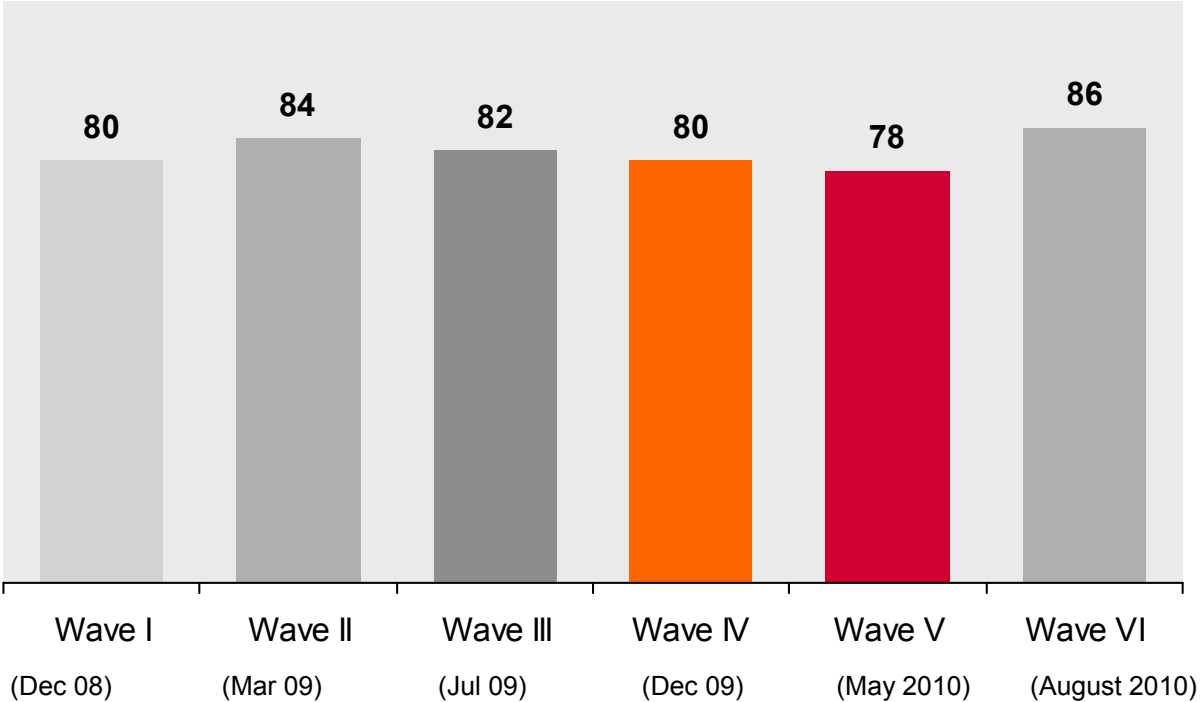
*Source: U.S. Census Bureau (March 2008)

Level of interest in the 2010 FIFA World Cup



SOUTH AFRICA

Top-2-Box: "Very interested" + "Interested"



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FIFA South Africa Tracking 2010 Wave VI Base: Representative South African citizens between the ages of 16-69

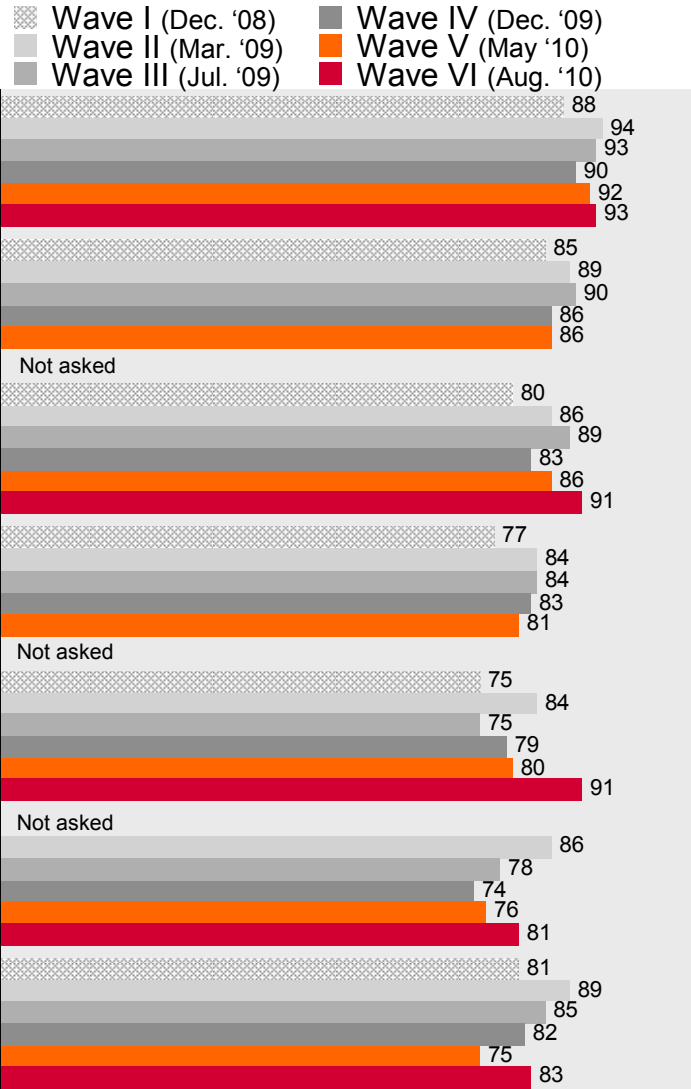
Question: In June 2010, the FIFA World Cup will be held on the African continent for the first time. South Africa will be the host country for the tournament. When you consider your personal interest in the competition please tell me how interested you are on a scale from 1 = "Not interested at all" to 5 = "Very interested". (Figures in %)

Personal feelings on South Africa hosting the 2010 FIFA World Cup



SOUTH AFRICA

Top-2-Box: "Completely agree" + "Agree"



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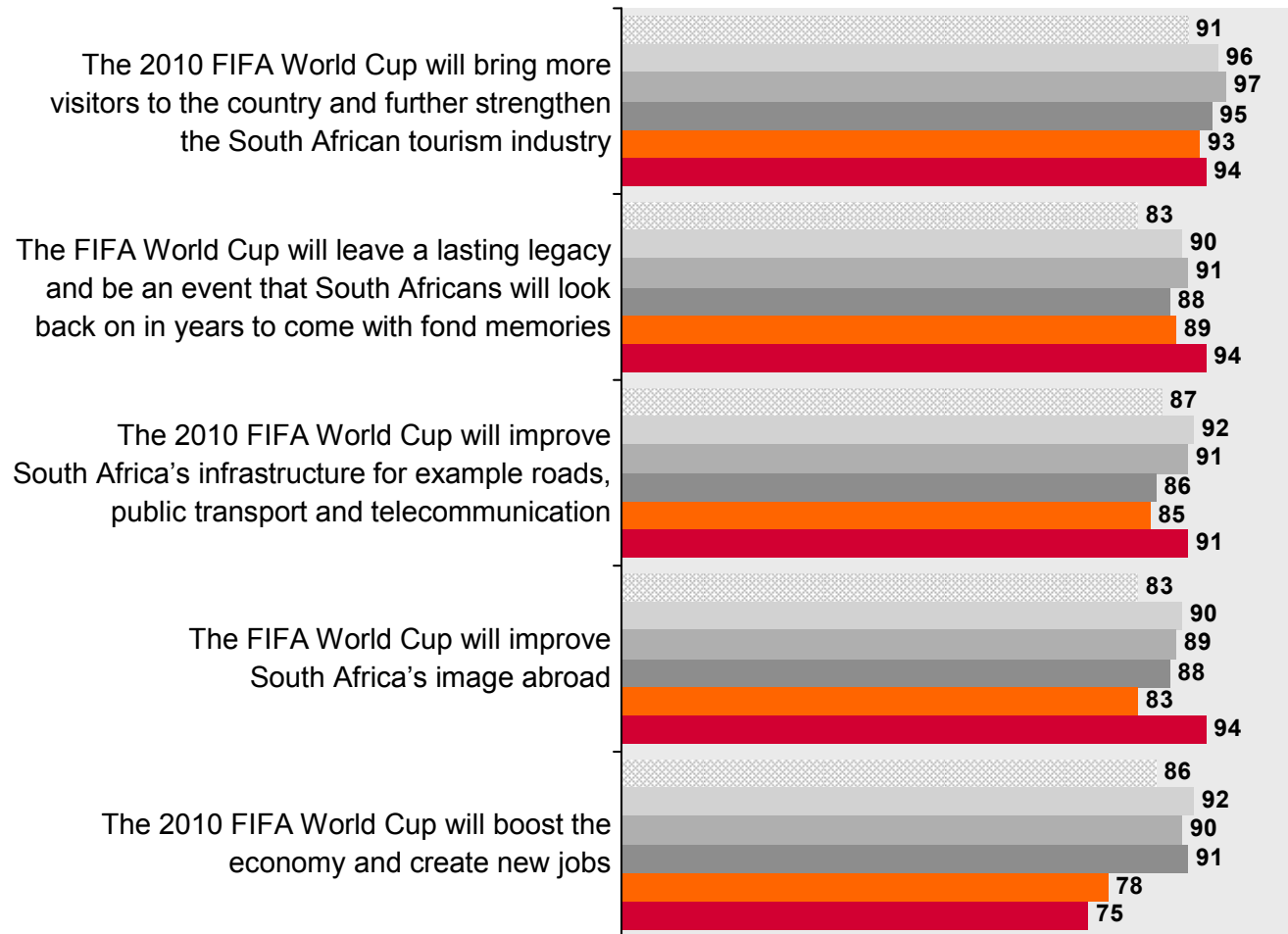
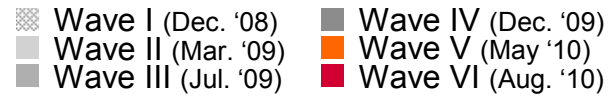
Question: I will now read you a number of statements that have been made about South Africa's role as the host of the 2010 FIFA World Cup. For each of the statements, please give me your personal opinion by telling me if you agree or disagree to a certain extent. I would like you to rate your answer on a scale from 1 = "I completely disagree" to 5 = "I completely agree". (Figures in %)

Advantages of South Africa hosting the 2010 FIFA World Cup



SOUTH AFRICA

Statements "Agreed" with



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Question: I am going to read you a number of statements that have been made about the perceived advantages of South Africa holding the 2010 FIFA World Cup. I would like you to tell me in your personal opinion whether you "Agree" or "Do not agree" with each statement. (Figures in %)

The impact on South Africa hosting the 2010 FIFA World Cup



SOUTH AFRICA

Top-2-Box: "Completely agree" + "Agree"



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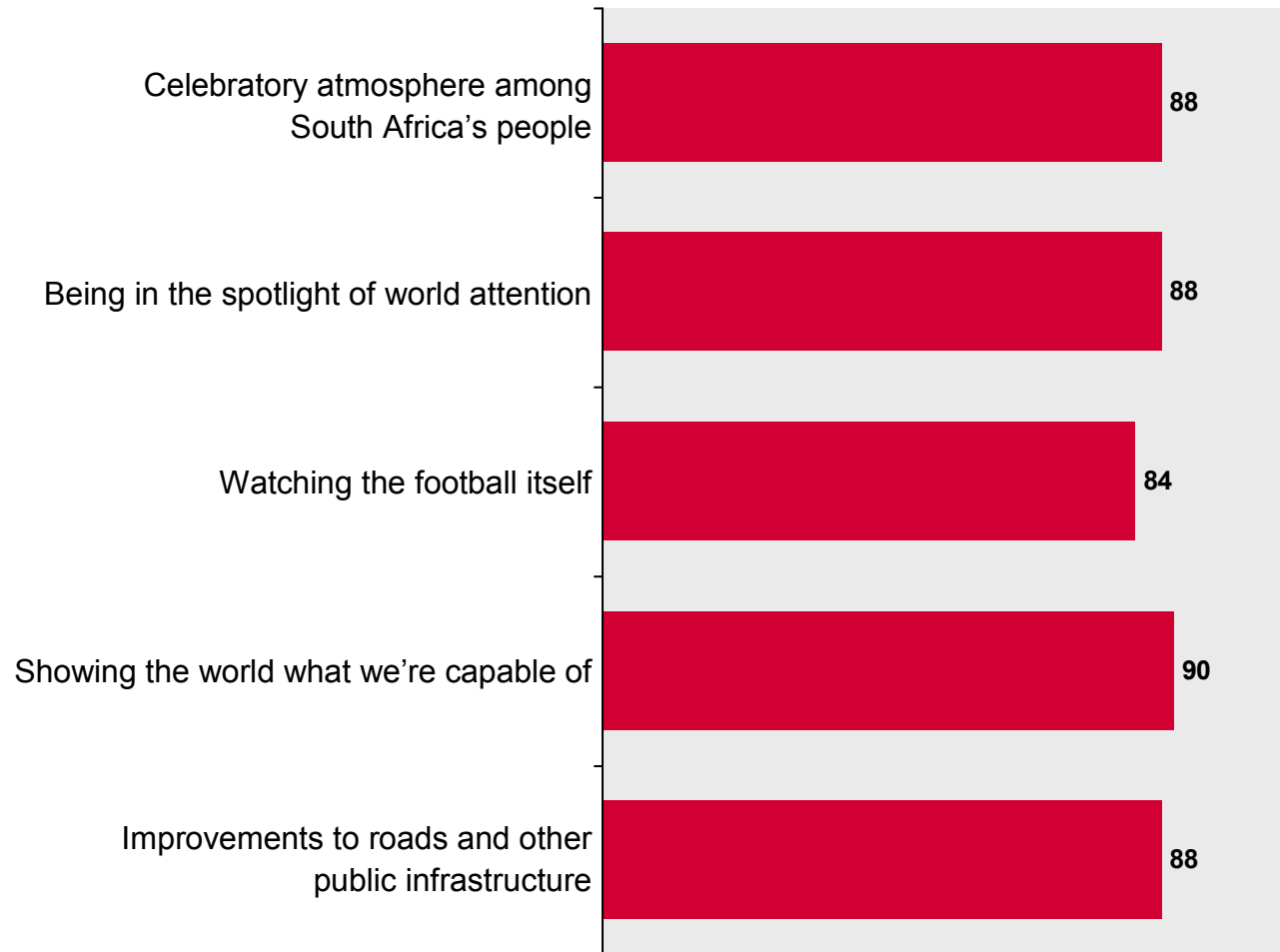
Question: Next I will read you a number of statements that have been made about the impact of the 2010 FIFA World Cup on South Africa. For each of the statements, please give me your personal opinion by telling me if you agree or disagree to a certain extent. I would like you to rate your answer on a scale from 1 = "I completely disagree" to 5 = "I completely agree". (Figures in %)

The positive aspects of South Africa hosting the 2010 FIFA World Cup



SOUTH AFRICA

Top-2-Box: "Completely agree" + "Agree"



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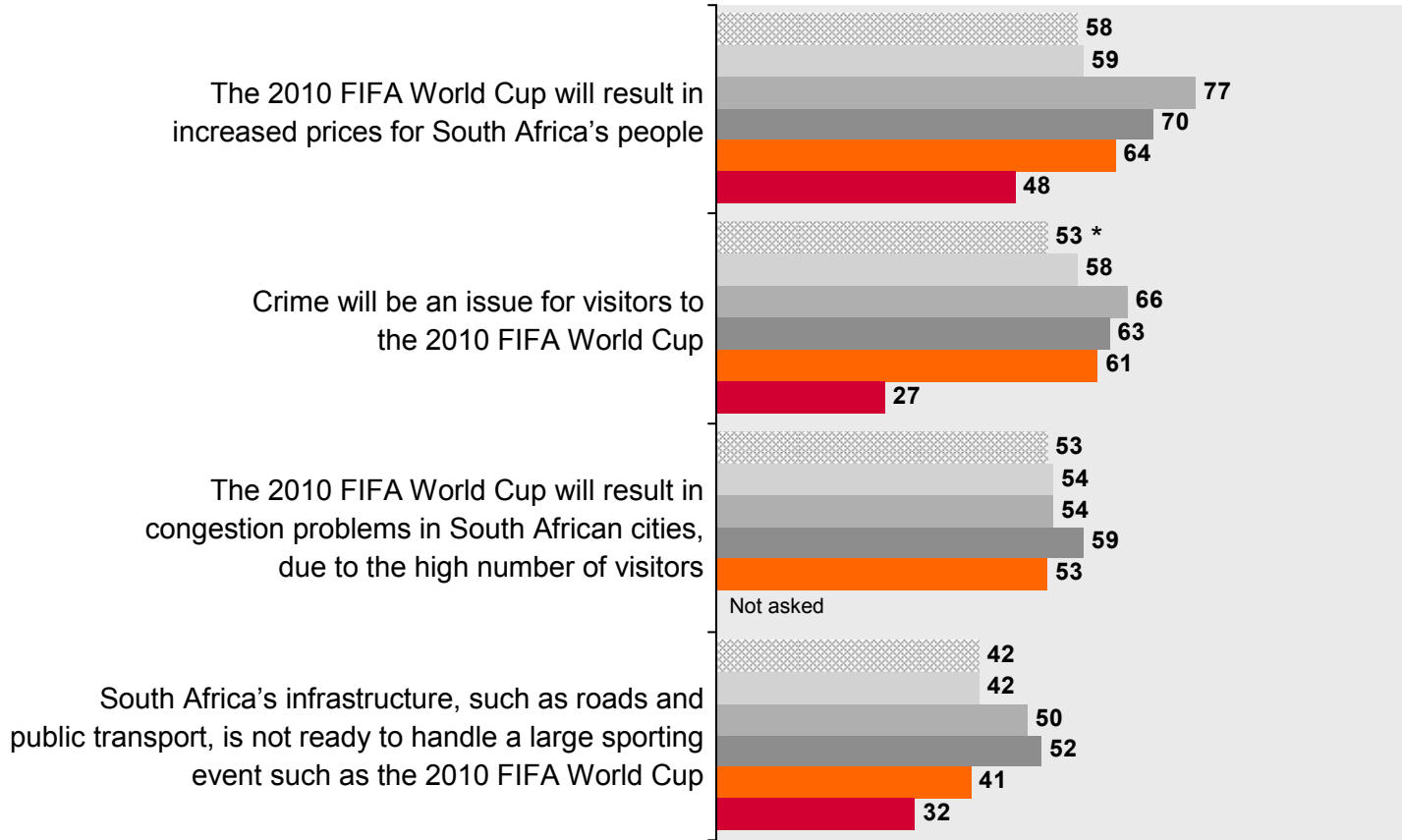
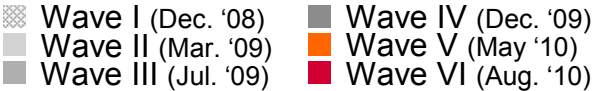
Question: Please tell me what you particularly liked about South Africa hosting the 2010 FIFA World Cup?. I would like you to rate your answer on a scale from 1 = "I completely disagree" to 5 = "I completely agree. (Figures in %)

Disadvantages of South Africa hosting the 2010 FIFA World Cup



SOUTH AFRICA

Statements "Agreed" with



*Asked differently in the previous wave: "The 2010 FIFA World Cup and visitors to the tournament will be a target of crime in South Africa."

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