

Asia's Football Fever

Contributed by Pulse Group
Thursday, 01 June 2006
Last Updated Monday, 05 October 2009

Based on a recent Asia-Pacific survey called mPulse (a collaboration between Pulse Group and Mindshare), China has the highest percentage (95%) of World Cup worshippers, followed closely by Singapore (84%) and Malaysia (82%).

China has highest percentage of World Cup worshippers

Based on a recent Asia-Pacific survey called mPulse (a collaboration between Pulse Group and Mindshare), China has the highest percentage (95%) of World Cup worshippers, followed closely by Singapore (84%) and Malaysia (82%).

The favourites believed to reach the final are Brazil and England, with Brazil looking like the frontrunners yet again. Hardcore Australian sports fans will be strongly behind their team, who has for the first time reached the World Cup after 32 years, with 80% believing that the Australian team has a strong chance of winning, and 5% of their supporters planning to support the soccerroos throughout every single game.

Despite TV still being the most popular medium to follow the World Cup, there is a rising trend in tracking results and/or viewing the games via cellphones with 31% in China, 14% in both Singapore and Malaysia, and 10% in Australia.

About Pulse Group

Pulse Group is a Research Process Outsourcing (RPO) organisation, established to serve the research industry exclusively.Â Its services include Data Collection, Online Panels, Survey Programming, Hosting and Professional MR translationâ€™s. These core areas of businesses empowers global market research organizations to stay focused in delivering value to their clients, while Pulse dedicates itself to providing technical and outsourced support. The Pulse Group can be reached at www.pulse-group.com.

About Mindshare

Mindshare is a global investment media management company with billings in excess of \$21.5 billion.Â The network consist of 95 offices in 64 countries throughout the USA, Latin America, Europe, Middle East and Asia Pacific.Â Mindshare is a member of WPP, one of the worldâ€™s leading communications services groups.Â For more information, please visit: www.mindshareworld.com