

FOR IMMEDIATE RELEASE

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INTERVIEWS: ELENA FANJUL-DEBNAM: 919-757-2508

## **The World Cup has Made a Fourth of Americans More Excited about Soccer**

The American soccer team's trip to South Africa may have been successful in at least one aspect—a fourth of Americans are more excited about soccer.

Young Americans are the most excited. In Public Policy Polling's most recent national poll, 39% of 18 to 29 year olds said they have become more excited about soccer over the past month, while only 17% of Americans over the age of 65 said they World Cup made them more enthused about the game. This swell of excitement in younger generations could be good news for the future of soccer.

Seeking to attract more fans from all backgrounds, there are other good signs for the American professional soccer league. Experience playing was not a precondition to catching the excitement of the World Cup. 68% of those who say they are more excited about the soccer also have never played before. Women and men are equally thrilled by the intensity of the World Cup.

Americans overwhelmingly agree that there is nothing un-American about soccer.

"There is clearly a wave of soccer excitement never seen before in the United States," said Elena Fanjul-Debnam of Public Policy Polling. "It will be interesting to see if this excitement maintains throughout the regular season."

*PPP surveyed 667 American voters from July 9-12. The survey's margin of error is +/- 3.8%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.*

*If you would like an interview regarding this release, please contact **ELENA FANJUL-DEBNAM: 919-757-2508***



## National Survey Results

**Q1** Do you think there is something un-American about soccer?

Yes ..... 7%  
 No ..... 81%  
 Not sure ..... 12%

**Q2** Have you played organized soccer?

Yes ..... 19%  
 No ..... 81%

**Q3** Has this World Cup made you more or less excited about watching soccer, or has it not made a difference?

More excited ..... 26%  
 Less excited ..... 14%  
 Hasn't made a difference ..... 61%

**Q4** Who did you vote for President last year?

John McCain ..... 45%  
 Barack Obama ..... 46%  
 Someone else/don't remember ..... 9%

**Q5** Would you describe yourself as a liberal, moderate, or conservative?

Liberal ..... 19%  
 Moderate ..... 38%  
 Conservative ..... 43%

**Q6** If you are a woman, press 1, if a man, press 2.

Woman ..... 49%  
 Man ..... 51%

**Q7** If you are a Democrat, press 1. If you are a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat ..... 39%  
 Republican ..... 34%  
 Independent/Other ..... 27%

**Q8** If you are Hispanic, press 1. If white, press 2. If African American, press 3. If other, press 4.

Hispanic ..... 10%  
 White ..... 74%  
 African American ..... 12%  
 Other ..... 4%

**Q9** If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

18 to 29 ..... 11%  
 30 to 45 ..... 26%  
 46 to 65 ..... 45%  
 Older than 65 ..... 17%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/don't remember
<b>Soccer Un-American</b>				
<b>Yes</b>	7%	7%	5%	15%
<b>No</b>	81%	78%	86%	68%
<b>Not sure</b>	12%	15%	9%	17%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/don't remember
<b>Organized Soccer</b>				
<b>Yes</b>	19%	19%	21%	11%
<b>No</b>	81%	81%	79%	89%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/don't remember
<b>World Cup Excitement</b>				
<b>More excited</b>	26%	18%	32%	32%
<b>Less excited</b>	14%	11%	16%	14%
<b>Hasn't made a difference</b>	61%	70%	52%	54%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Soccer Un-American</b>				
<b>Yes</b>	7%	6%	7%	7%
<b>No</b>	81%	87%	84%	75%
<b>Not sure</b>	12%	6%	9%	18%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Organized Soccer</b>				
<b>Yes</b>	19%	25%	22%	15%
<b>No</b>	81%	75%	78%	85%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>World Cup Excitement</b>				
<b>More excited</b>	26%	44%	26%	18%
<b>Less excited</b>	14%	13%	13%	15%
<b>Hasn't made a difference</b>	61%	44%	61%	68%

	Base	Gender	
		Woman	Man
<b>Soccer Un-American</b>			
<b>Yes</b>	7%	4%	10%
<b>No</b>	81%	86%	76%
<b>Not sure</b>	12%	11%	14%

	Base	Gender	
		Woman	Man
<b>Organized Soccer</b>			
<b>Yes</b>	19%	16%	22%
<b>No</b>	81%	84%	78%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>World Cup Excitement</b>			
<b>More excited</b>	26%	27%	25%
<b>Less excited</b>	14%	13%	14%
<b>Hasn't made a difference</b>	61%	60%	61%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Soccer Un-American</b>				
<b>Yes</b>	7%	6%	7%	7%
<b>No</b>	81%	83%	76%	84%
<b>Not sure</b>	12%	11%	16%	9%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Organized Soccer</b>				
<b>Yes</b>	19%	19%	20%	18%
<b>No</b>	81%	81%	80%	82%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>World Cup Excitement</b>				
<b>More excited</b>	26%	28%	18%	33%
<b>Less excited</b>	14%	19%	11%	9%
<b>Hasn't made a difference</b>	61%	53%	71%	58%





**Crosstabs**

	Base	Race			
		Hispanic	White	African American	Other
<b>Soccer Un-American</b>					
<b>Yes</b>	7%	16%	7%	-	7%
<b>No</b>	81%	72%	82%	83%	77%
<b>Not sure</b>	12%	12%	11%	17%	17%

	Base	Race			
		Hispanic	White	African American	Other
<b>Organized Soccer</b>					
<b>Yes</b>	19%	20%	19%	17%	37%
<b>No</b>	81%	80%	81%	83%	63%

	Base	Race			
		Hispanic	White	African American	Other
<b>World Cup Excitement</b>					
<b>More excited</b>	26%	40%	23%	29%	37%
<b>Less excited</b>	14%	24%	11%	17%	23%
<b>Hasn't made a difference</b>	61%	36%	66%	54%	40%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Soccer Un-American</b>					
<b>Yes</b>	7%	4%	8%	7%	6%
<b>No</b>	81%	83%	81%	82%	77%
<b>Not sure</b>	12%	12%	11%	11%	17%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Organized Soccer</b>					
<b>Yes</b>	19%	22%	29%	17%	7%
<b>No</b>	81%	78%	71%	83%	93%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>World Cup Excitement</b>					
<b>More excited</b>	26%	39%	24%	27%	17%
<b>Less excited</b>	14%	18%	9%	11%	22%
<b>Hasn't made a difference</b>	61%	43%	66%	62%	61%

