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**16 Million English to Avoid World Cup**

*- But we are prepared to pay £1.8bn to bring the cup home*

The myth of England being a nation of football lovers has been laid bare, with 16 million<sup>1</sup> of us set to avoid every World Cup match – according to new research.

The findings from ING Direct place England as Europe's top football-dodging nation, with just under half (40 per cent) of the population set to miss every game of this summer's tournament.

In contrast, almost all Brazilians will be tuning in to their team's matches (97 per cent), along with 94 per cent of Argentinians and Portuguese, and four in five Spaniards (80 per cent).

In fact, the English come third in the 'dodgers league', just behind the USA and Australia, countries that don't consider soccer to be their national sport.<sup>2</sup>

This devotion may all be down to confidence. More than two thirds of Brazilians believe they'll see their team lift the World Cup (70 per cent), European Cup holders Spain are the second most self-assured (57 per cent), followed in third by Maradona's Argentina (48 per cent).

But only a third (31 per cent) of England fans believe they'll win the tournament, less faith than fans of the USA, England's first opponents (36 per cent).

But this doesn't mean the English aren't willing to pay for a big win. As a nation we would be willing to fork out £1.8 billion to bring the World Cup home, the equivalent of £45 each.<sup>3</sup> Yet this is minor in comparison to the Brazilians who would pay £130 billion for the title, or £682 each.

English fans also spend more than most other nations when it comes to kit and souvenirs – £519 million as a nation in total.<sup>4</sup>

These are just some of the findings of a comprehensive study by ING into the correlation between the World Cup and the Economy. As the main sponsor of the Dutch squad, Dutch based ING is launching various initiatives including the ‘ING WK-nomie’ (ING World Cup-onomics), which highlights the relationship between football and economics.

Martin Rutland, Head of Corporate Communications at ING Direct comments:  
*“The impact of the World Cup can be felt in the workplace and in shops, and winning it can boost consumer confidence and spending.”*

#### **End of release**

#### **The five topics of ‘ING WK-nomie’ (ING World Cup-onomics)**

ING has researched the value of the FIFA World Cup, polling the expectations and intentions of more than 6,000 adults in 12 participating countries. In addition, 574 business people were surveyed to analyse the importance of the World Cup.

The international survey was conducted among adults in Argentina, Australia, Brazil, Germany, France, England, Italy, Japan, Mexico, the Netherlands, Portugal, Spain and the United States.

#### **Footnotes**

1. Source – Office for National Statistics. The population of England in Wales in 2010 is 55.2 million. As the survey was completed by over 18s and English only we must subtract the number of 0-17 year olds in the UK (11,635,300) and the population of Wales (3,000,000) from this figure. This equals 40,564,700. 40 per cent of 40,564,700 = 16,225,880 or 16 million people.
2. The USA has the highest number of citizens who will not be watching the World Cup (59 per cent), followed by Australia (44 per cent) and England (40 per cent).
3. The average English adult (18+) would spend £45 for England to win the World Cup. 45 multiplied by the adult population of England (40,564,700) = 1,825,411,500 or £1.8 billion.
4. The average person in England will spend £12.79 (15 Euros) on souvenirs and kit. 12.79 multiplied by the adult population of England (40,564,700) = 518,822,513 or 519 million.

The survey was divided into five themes. The publication dates are as follows:

<b>Theme</b>	<b>Date of publication</b>
1. The value of football	25 May
2. Orange in business	2 June
3. Football heroes look ahead	9 June
4. Kids & the Orange squad	16 June
5. Orange in South Africa	23 June
6. Orange Question of the Day	From 30 June

The findings of the various studies have been analysed by ING, including the ING Economic

Bureau.

## **ING**

ING is a global financial institution of Dutch origin, with more than 85 million customers in Europe, the US, Canada, Latin-America, Asia and Australia. ING Bank N.V., with its registered office in Amsterdam. Trade registry no. 33031431, Chamber of Commerce Amsterdam.

ING offers customers exemplary service and maximum convenience at competitive prices, and offers retail and private banking services to individuals and small and medium-sized enterprises in the field of banking, savings, mortgages and investment. ING also intermediates in life insurance and retirement services.

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