



Global @dvisor

2014 FIFA World Cup in Brazil

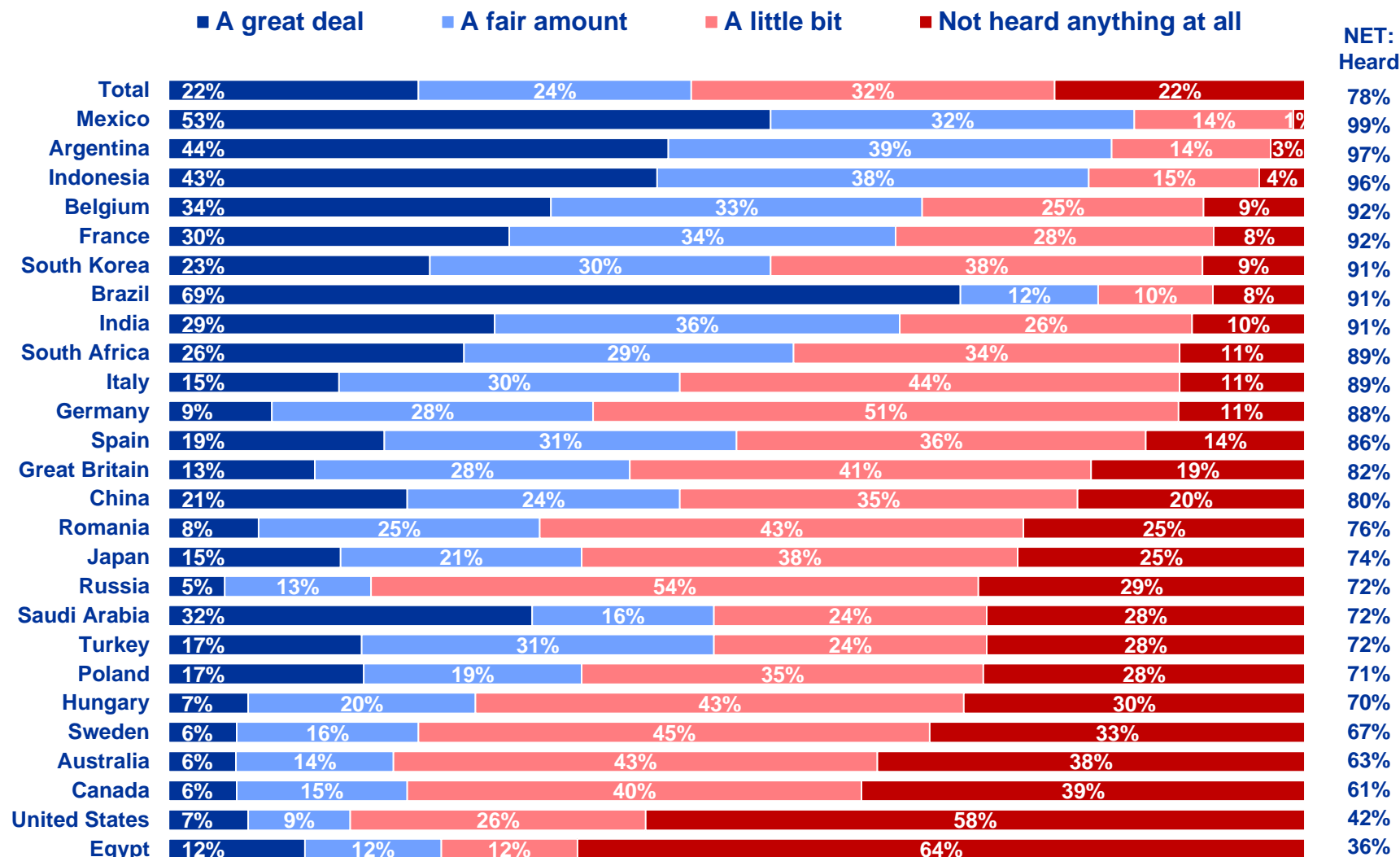
Citizens in 26 Countries Assess Their Views



These are the findings of the *Global @dvisor* Wave 57 (G@57), an Ipsos survey conducted between May 6-20, 2014.

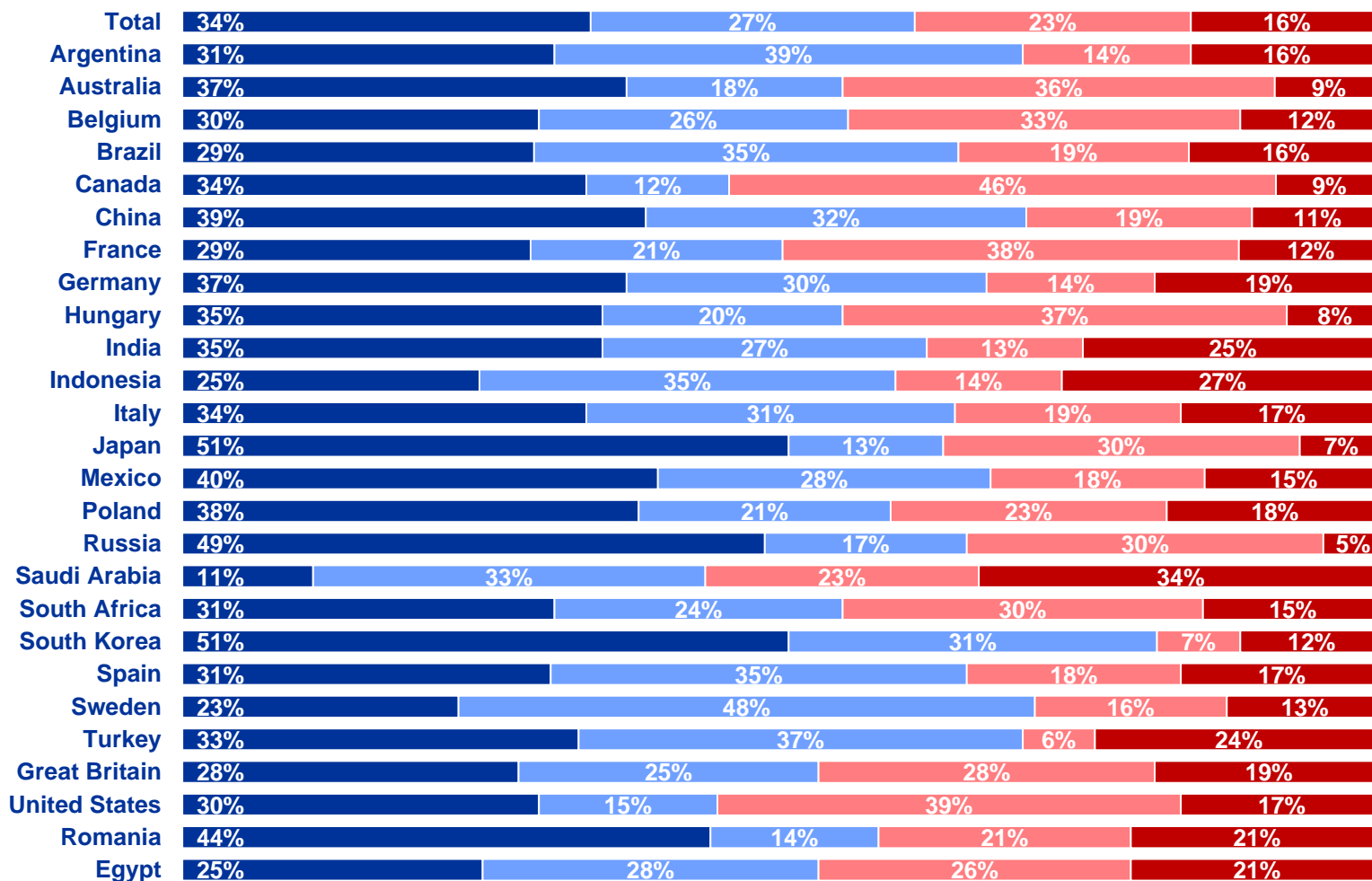
- These are findings of the research conducted by global research company Ipsos. The research was conducted on the “G@57” wave between May 6-20, 2014. The monthly Global @dvisor data output is derived from a balanced online sample in 24 countries around the world via the Ipsos Online Panel system.
- For the results of the survey presented herein, an international sample of 19,032 respondents (15,064 who have seen, read or heard of the FIFA World Cup) in 26 countries were interviewed. Approximately 1000+ individuals were surveyed in Australia, Brazil, Canada, China, France, Germany, Great Britain, India, Italy, Japan, Spain and the United States of America. Approximately 500+ individuals were surveyed in Argentina, Belgium, Hungary, Indonesia, Mexico, Poland, Romania, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey.
- A sample in Egypt (n=512) was conducted via CATI (telephone) methodology and has a margin of error of +/- 4.1% points, 19 times out of 20.
- The precision of Ipsos online polls are calculated using a credibility interval. In this case, a poll of 1,000 is accurate to +/- 3.5 percentage points and one of 500 is accurate to +/- 5.0 percentage points in their respective general populations.

Have you seen, read or heard anything about the upcoming 2014 FIFA World Cup?

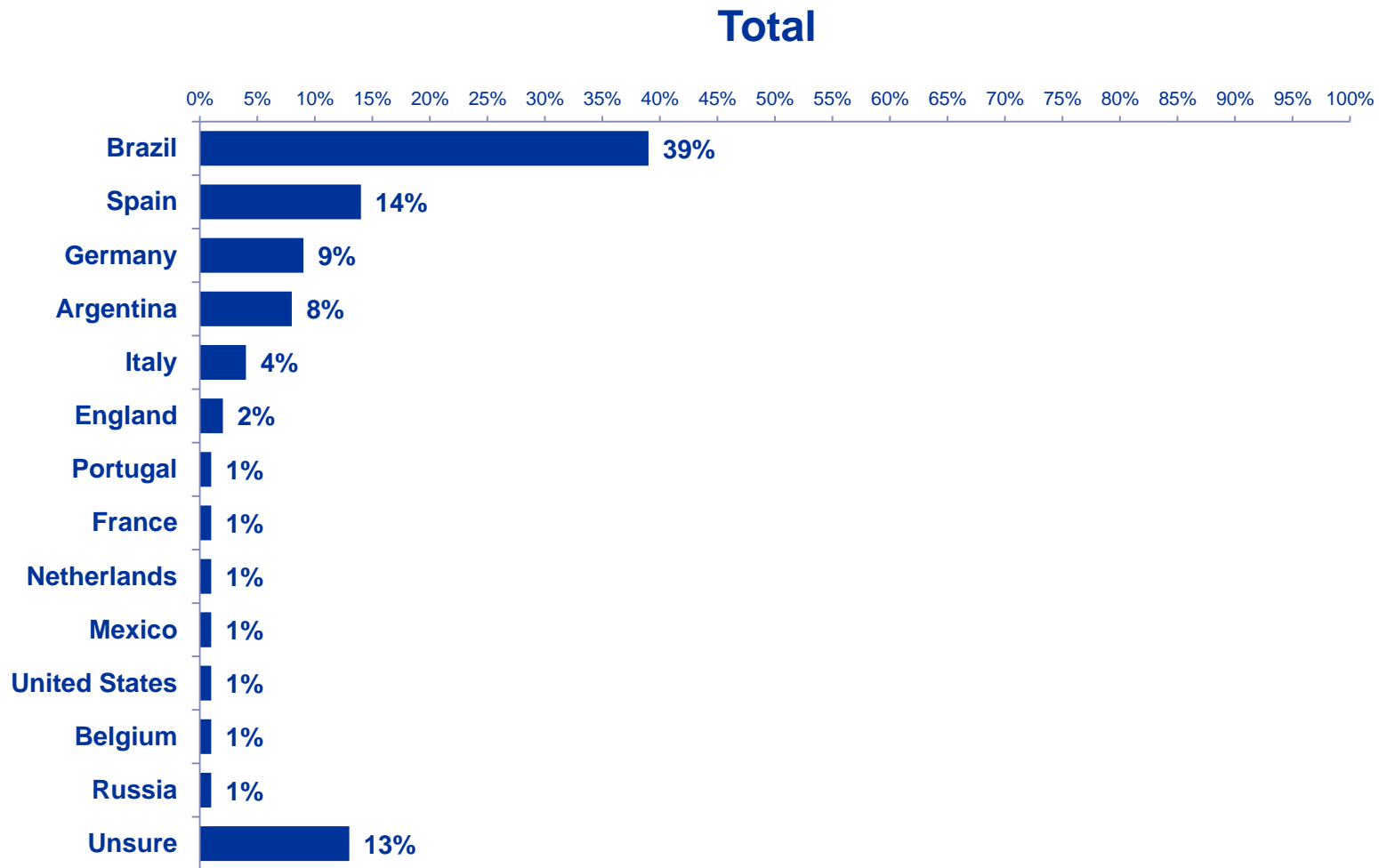


Thinking of the sport of soccer/football, how would you describe yourself?

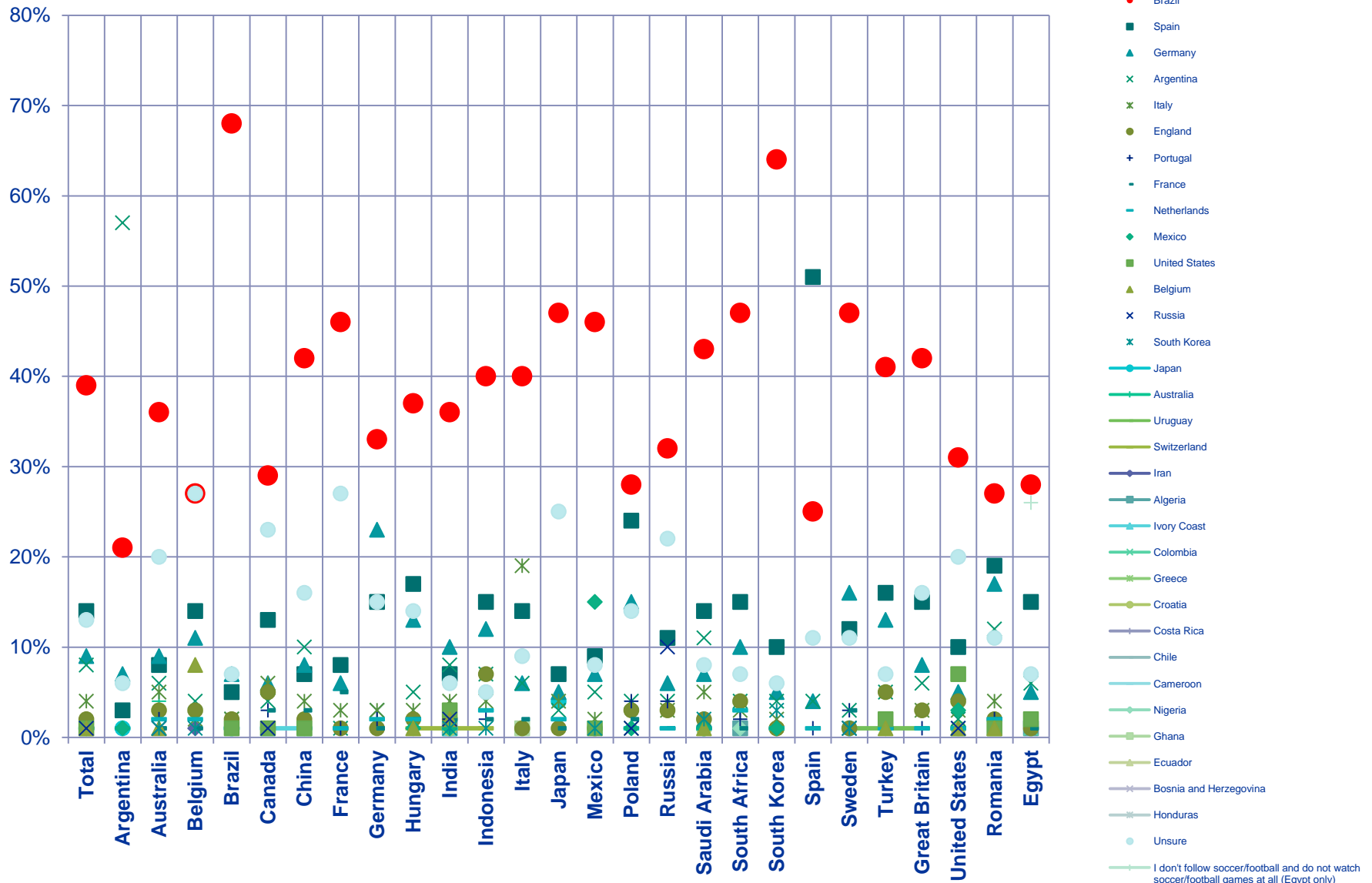
- I will very occasionally watch soccer/football games played by leading league/club and national teams
- I follow soccer/football, but will only watch games played by my favorite league/club and national team
- I don't follow soccer/football and do not watch soccer/football games at all
- I am a passionate soccer/football follower and will watch as many games possible at any given time



Expectations: Winning Country



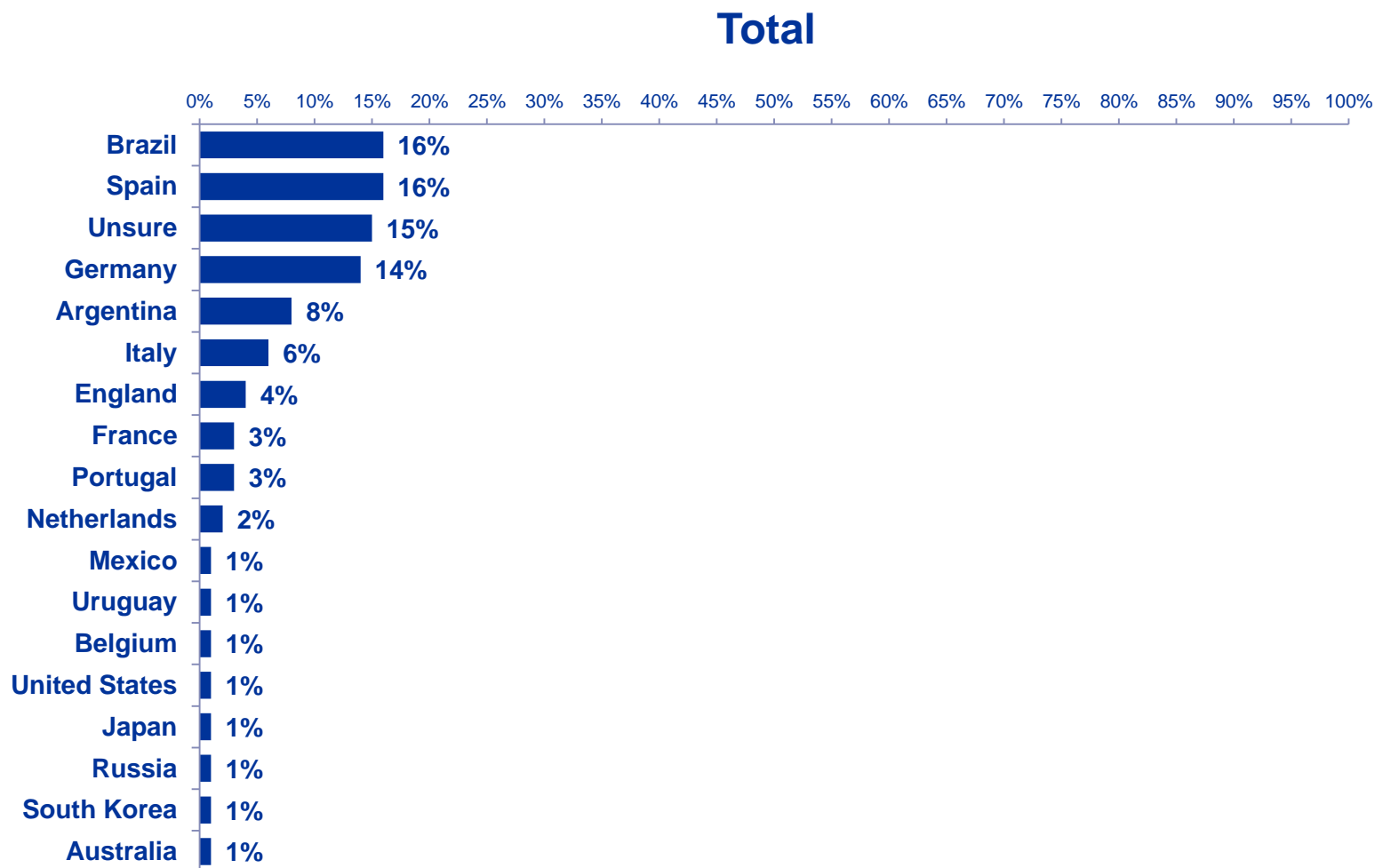
Winning Country



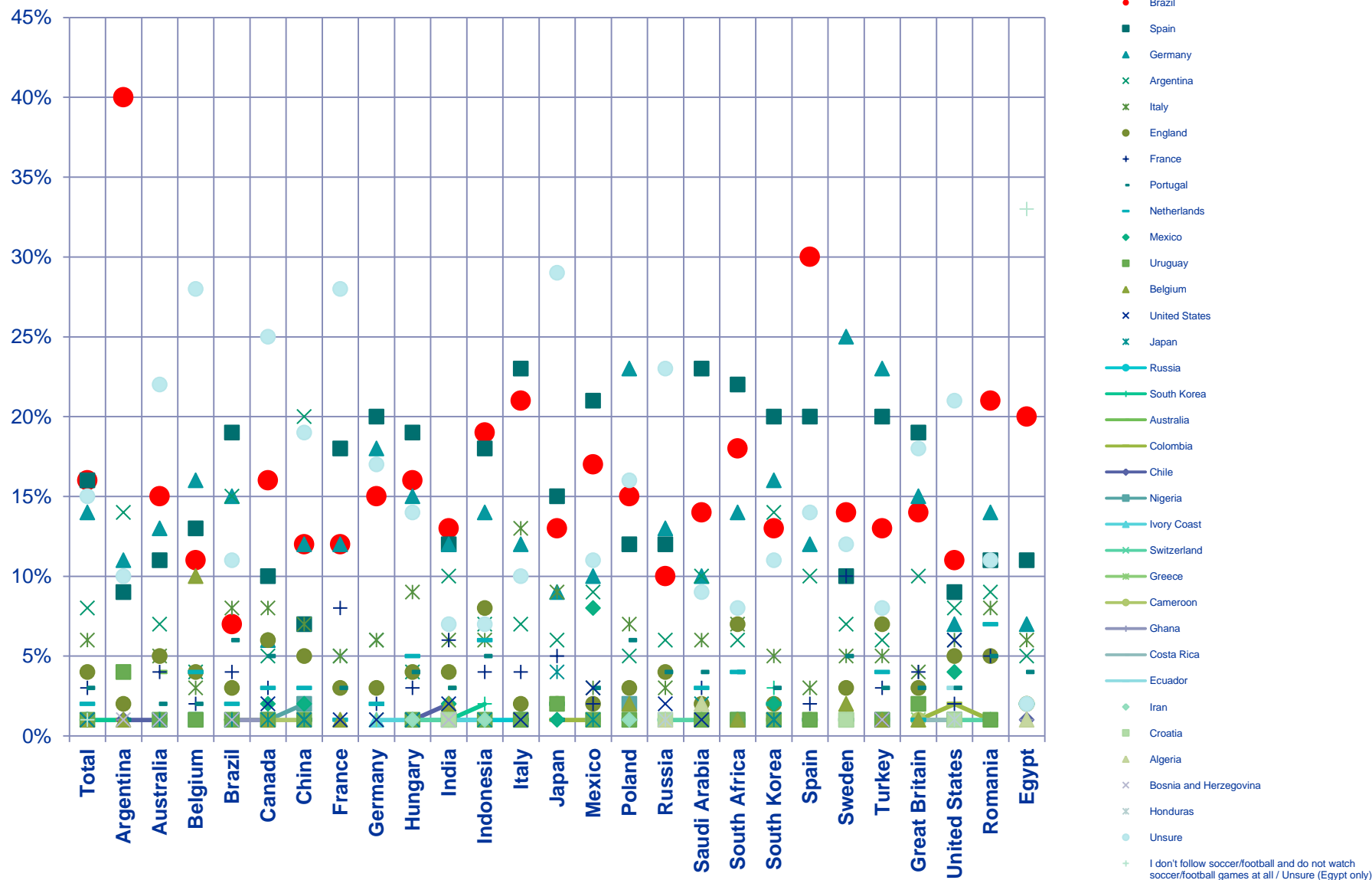
JB3.1. [Winning country] Which 2 countries do you believe will be playing in the final match of the 2014 FIFA World Cup soccer/football competition?

Base: Has Seen, Read Or Heard About The Upcoming 2014 FIFA World Cup (unwtd) Total: (n=15064)

Expectations: Runner-Up Country



Runner-Up Country

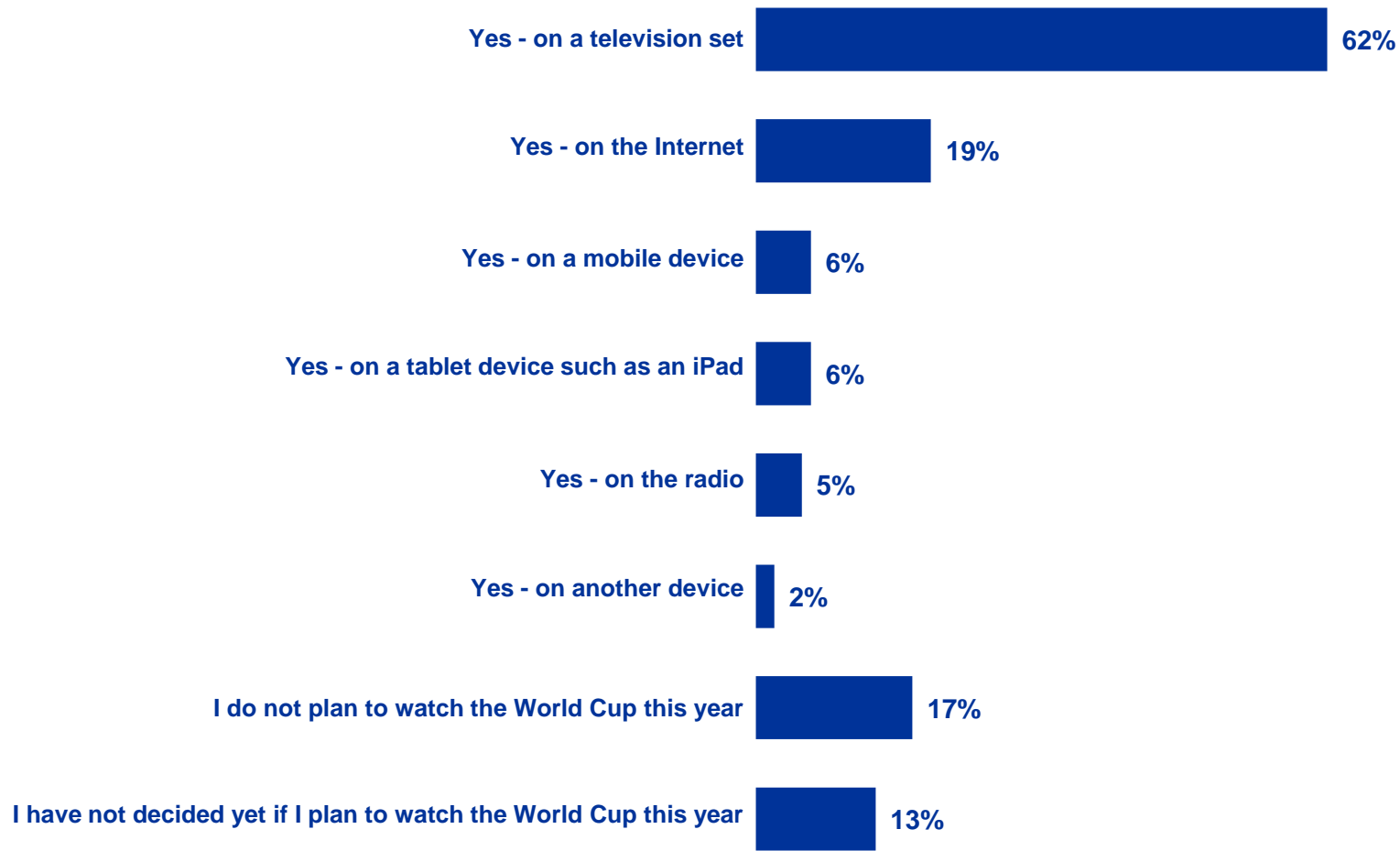


JB3.2. [Runner-up] Which 2 countries do you believe will be playing in the final match of the 2014 FIFA World Cup soccer/football competition?

Base: Has Seen, Read Or Heard About The Upcoming 2014 FIFA World Cup (unwtd) Total: (n=15064)

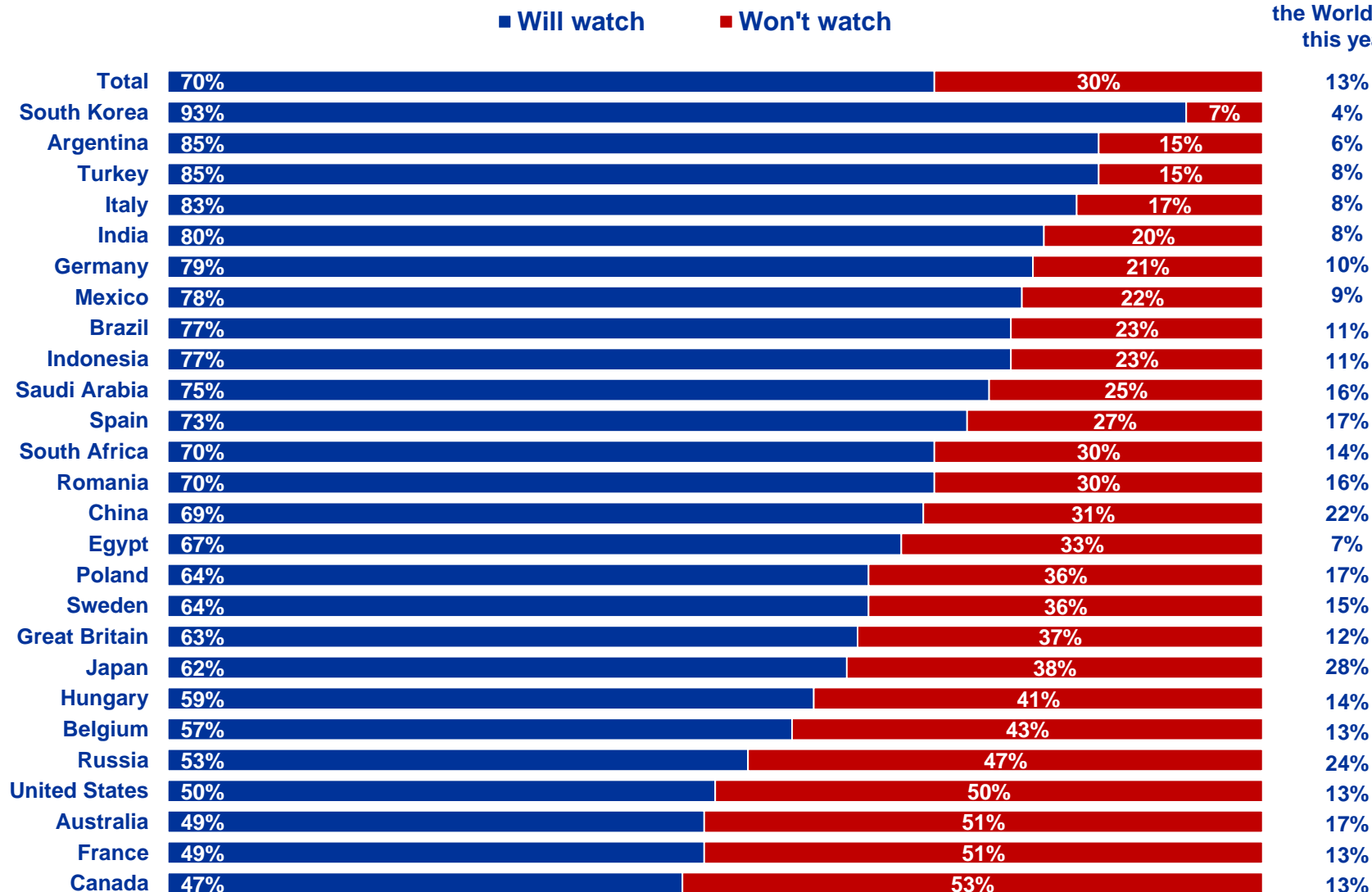
Plans to watch the World Cup

Global Summary



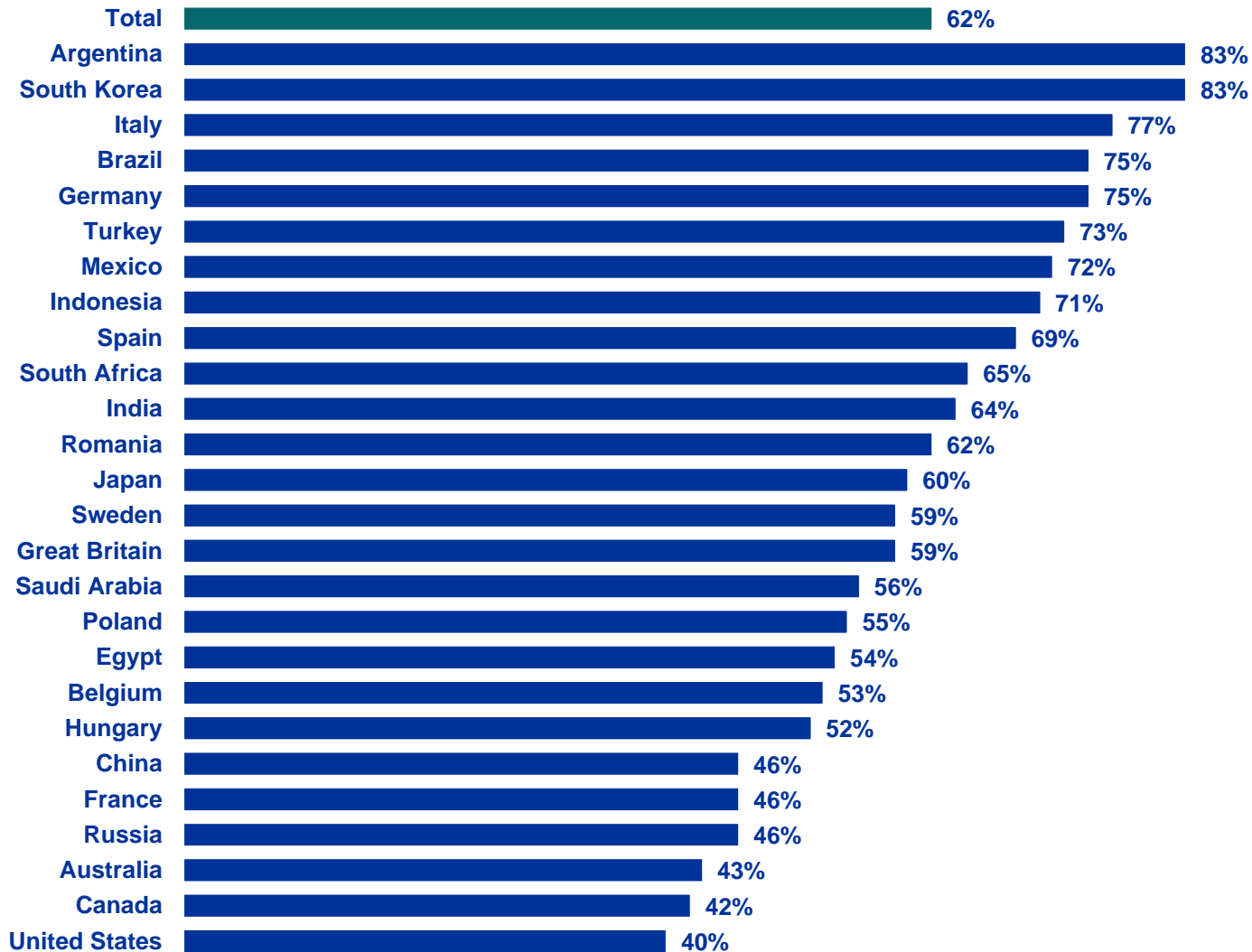
Plans to watch the World Cup

I have not
decided yet if I
plan to watch
the World Cup
this year



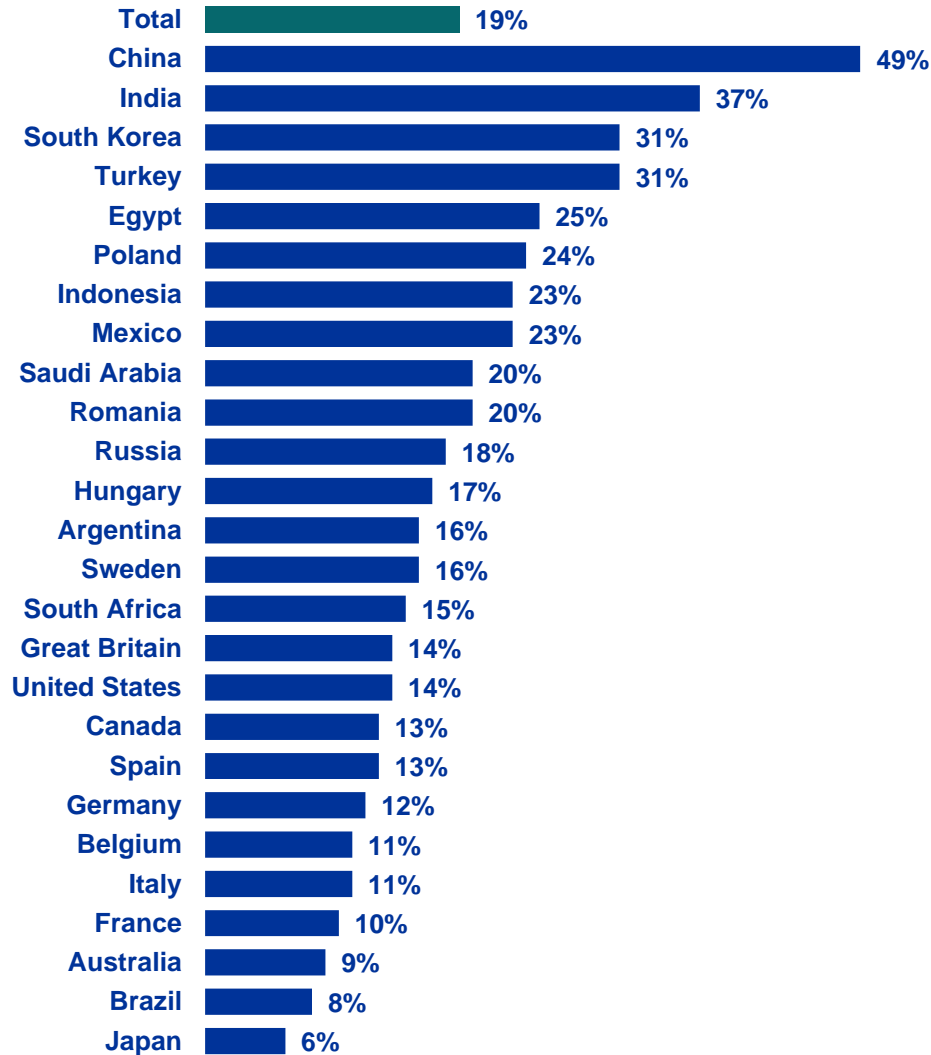
Plans to watch on TV

Yes - on a television set



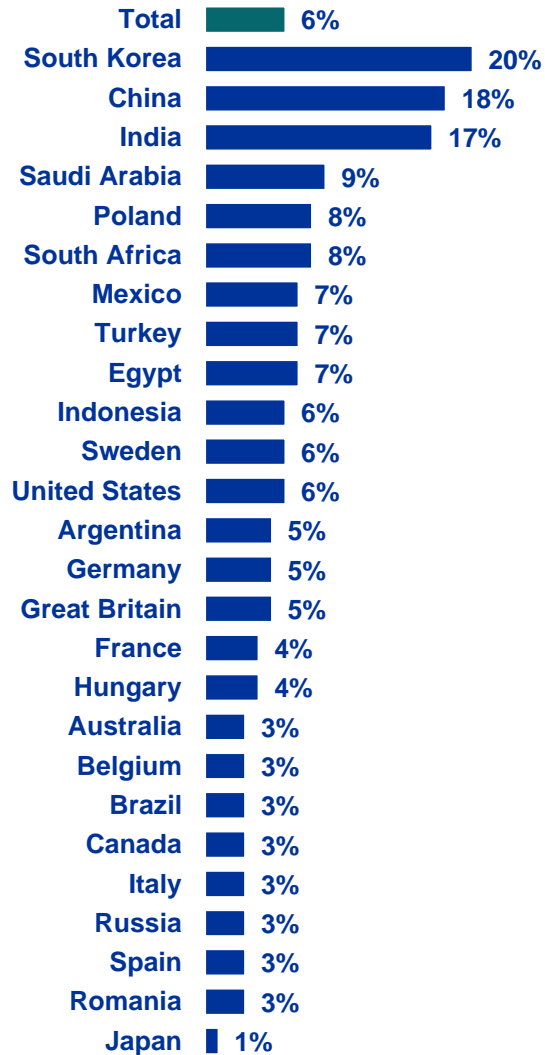
Plans to watch on the Internet

Yes - on the Internet



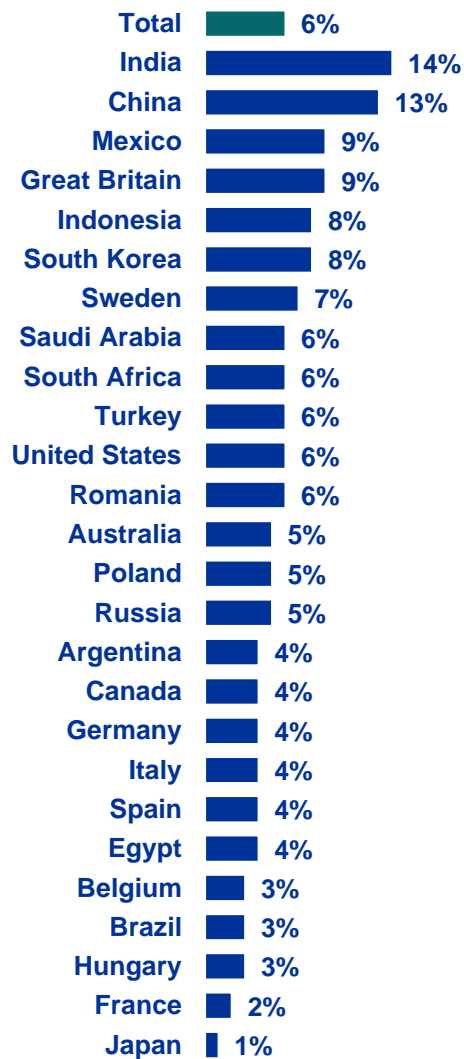
Plans to watch on a Mobile Device

Yes - on a mobile device



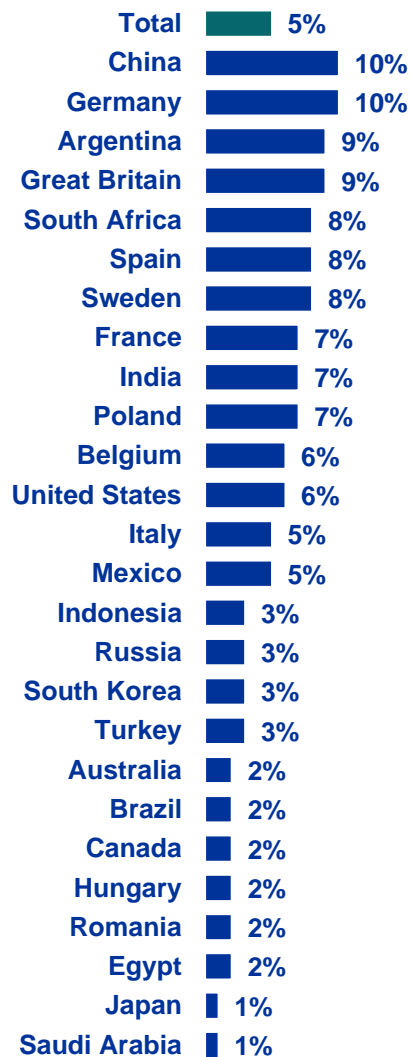
Plans to watch on a Tablet

Yes - on a tablet device such as an iPad



Plans to listen on the radio

Yes - on the radio



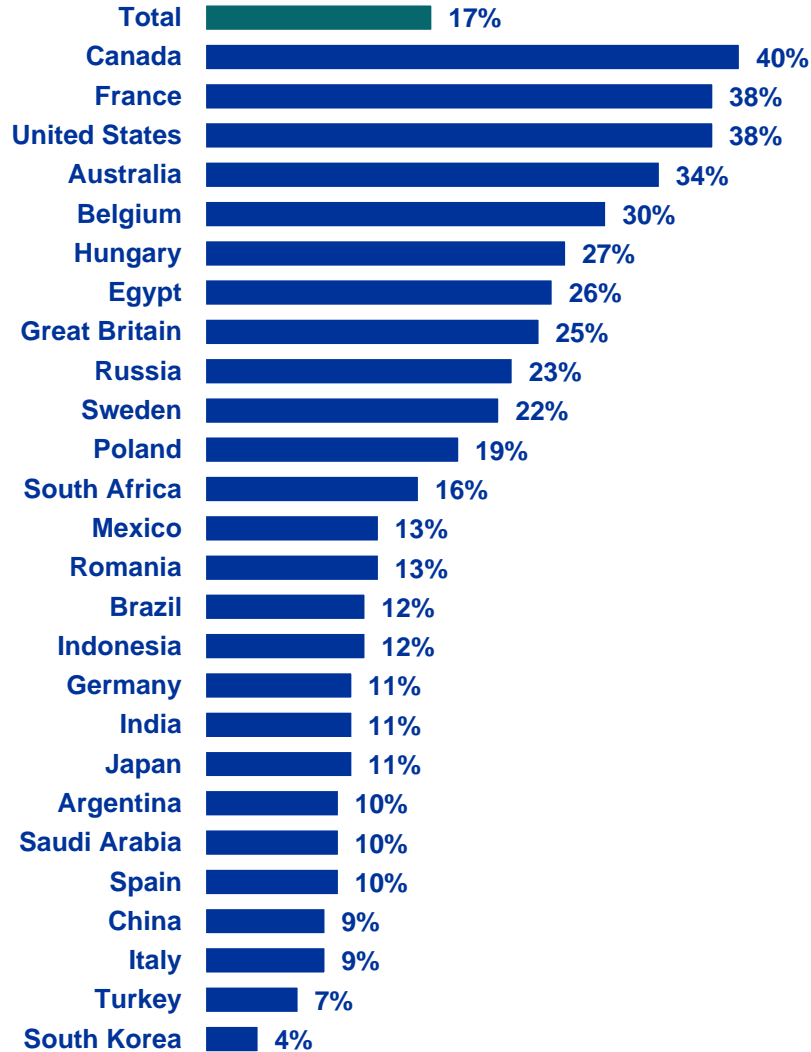
Plans to watch on another device

Yes - on another device



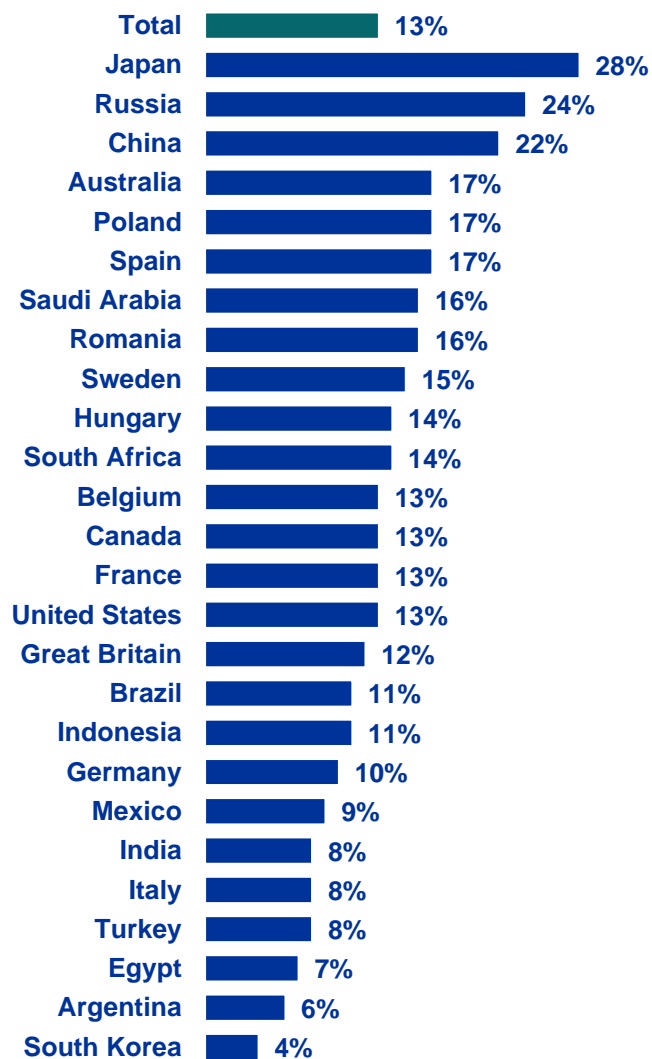
Not planning to watch

I do not plan to watch the World Cup this year

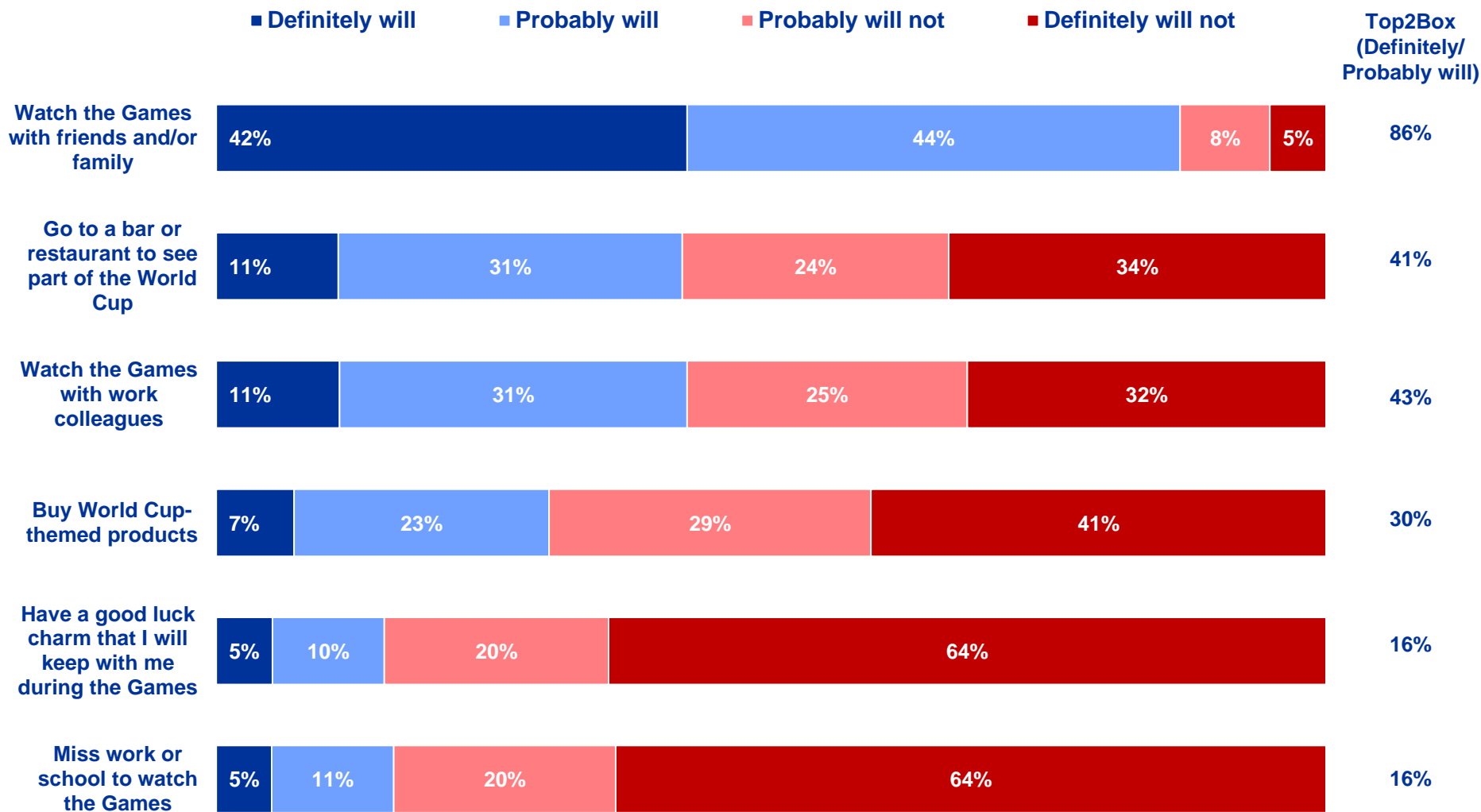


Undecided on plans to watch

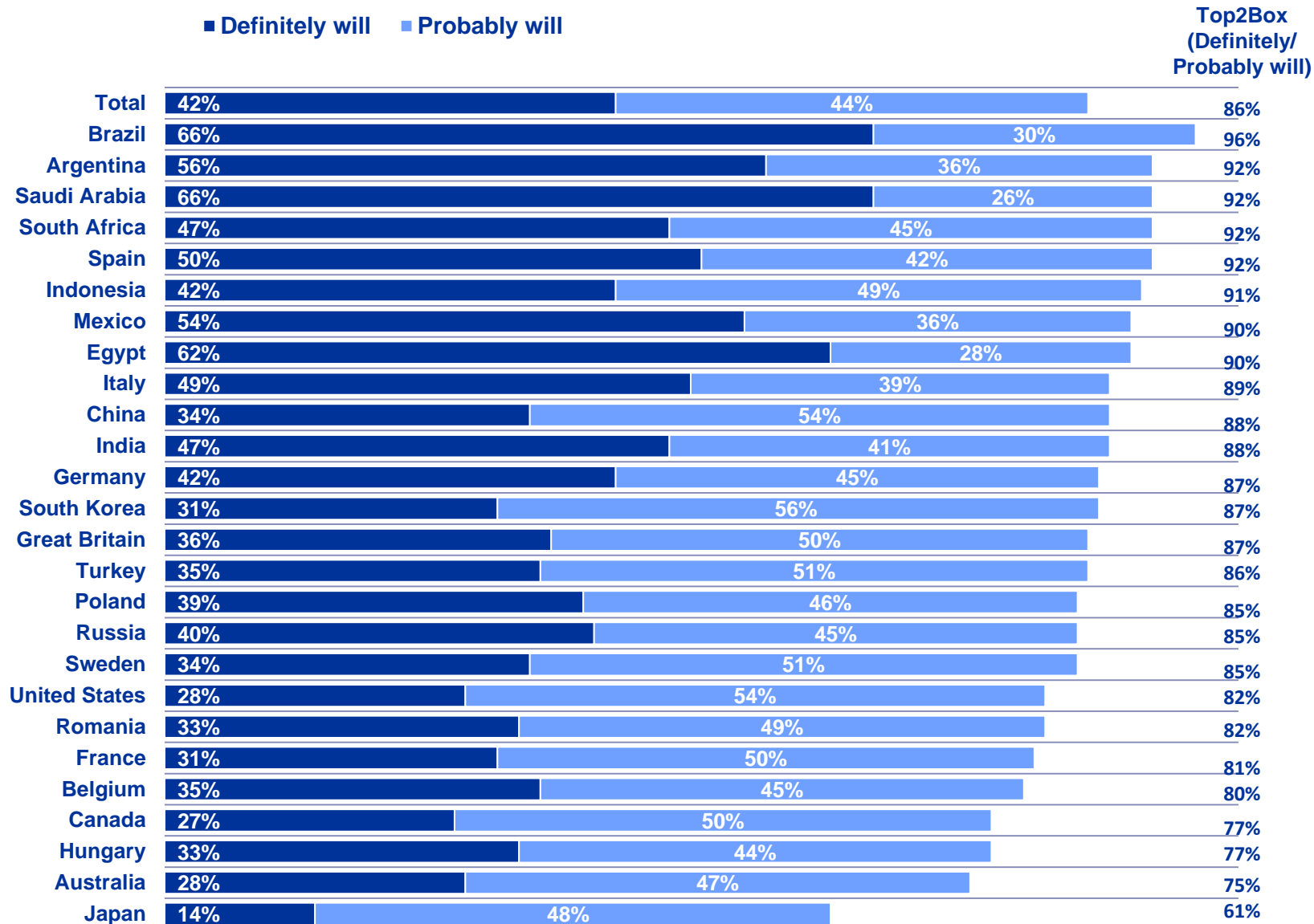
I have not decided yet if I plan to watch the World Cup this year



Things people anticipate doing during the World Cup



Watch the Games with friends and/or family

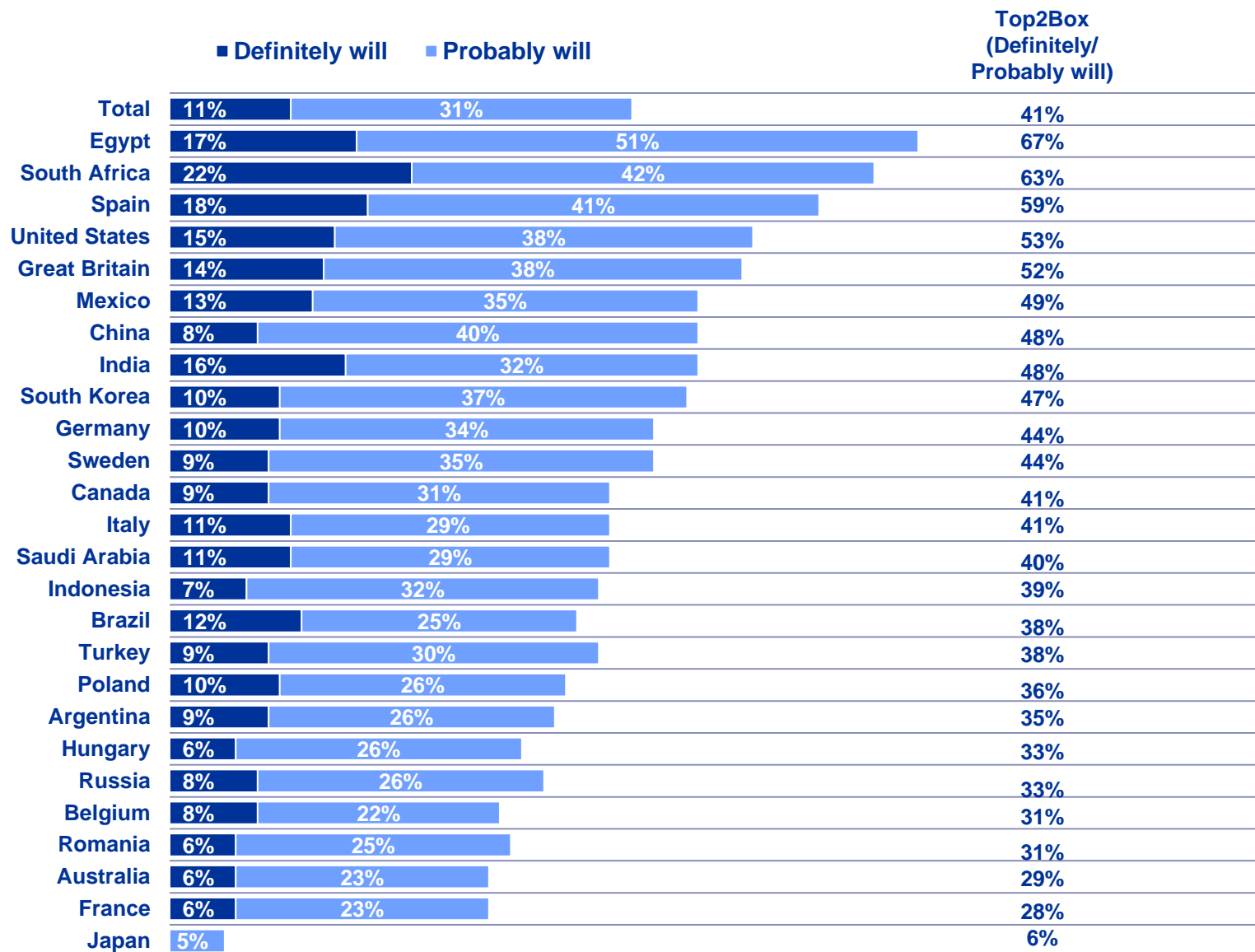


JB5.4. [Watch the Games with friends and/or family] Which of the following things do you expect you will do during the 2014 FIFA World Cup?

Base: Plan To Watch The FIFA World Cup In Brazil (unwtd) Total (n=10447)

A Global @dvisory – June 2014 – G@57
FIFA World Cup in Brazil

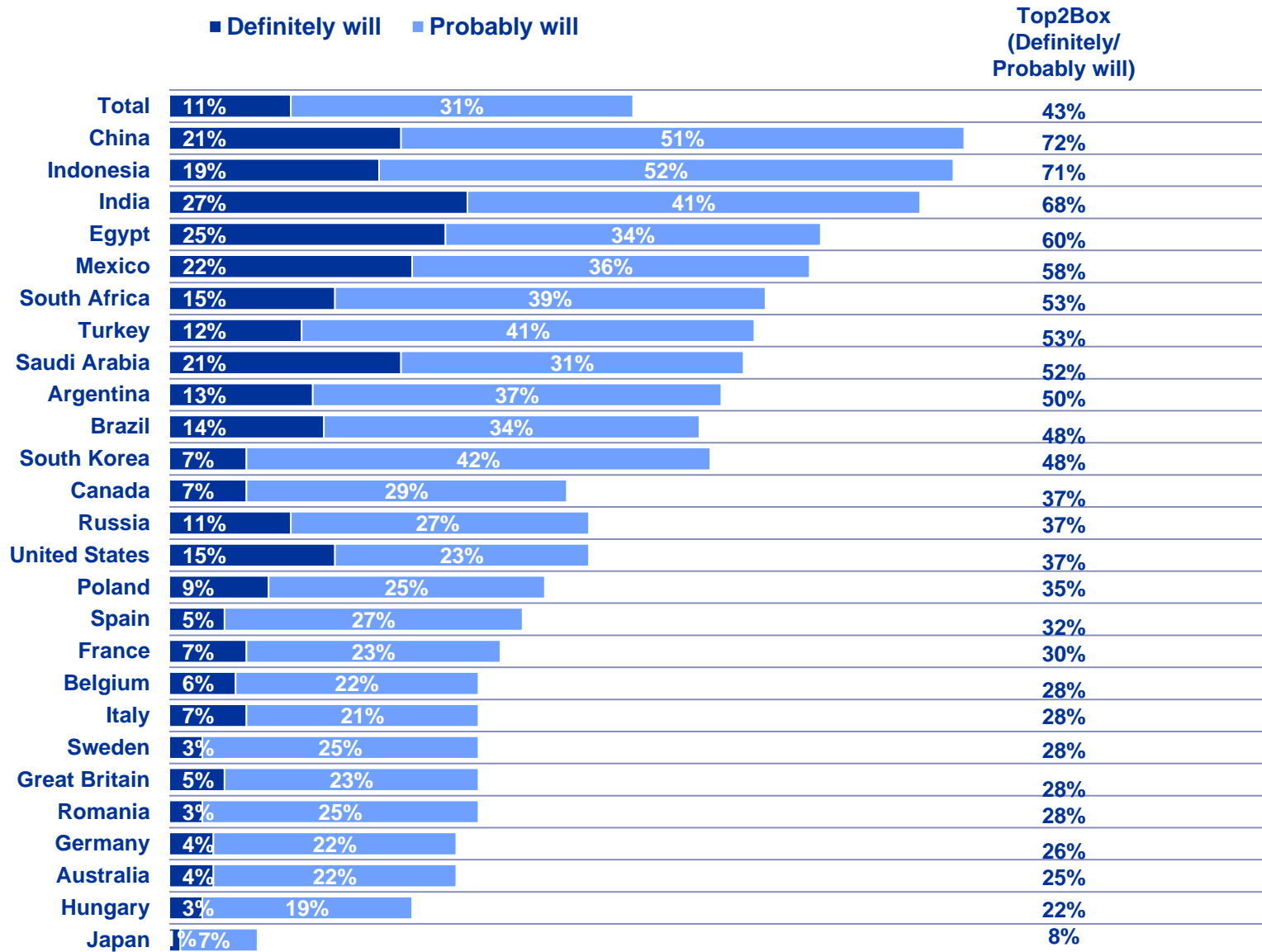
Go to a bar or restaurant to see part of the World Cup



B5.1. [Go to a bar or restaurant to see part of the World Cup] Which of the following things do you expect you will do during the 2014 FIFA World Cup?

Base: Plan To Watch The FIFA World Cup In Brazil (unwtd) Total (n=10447)

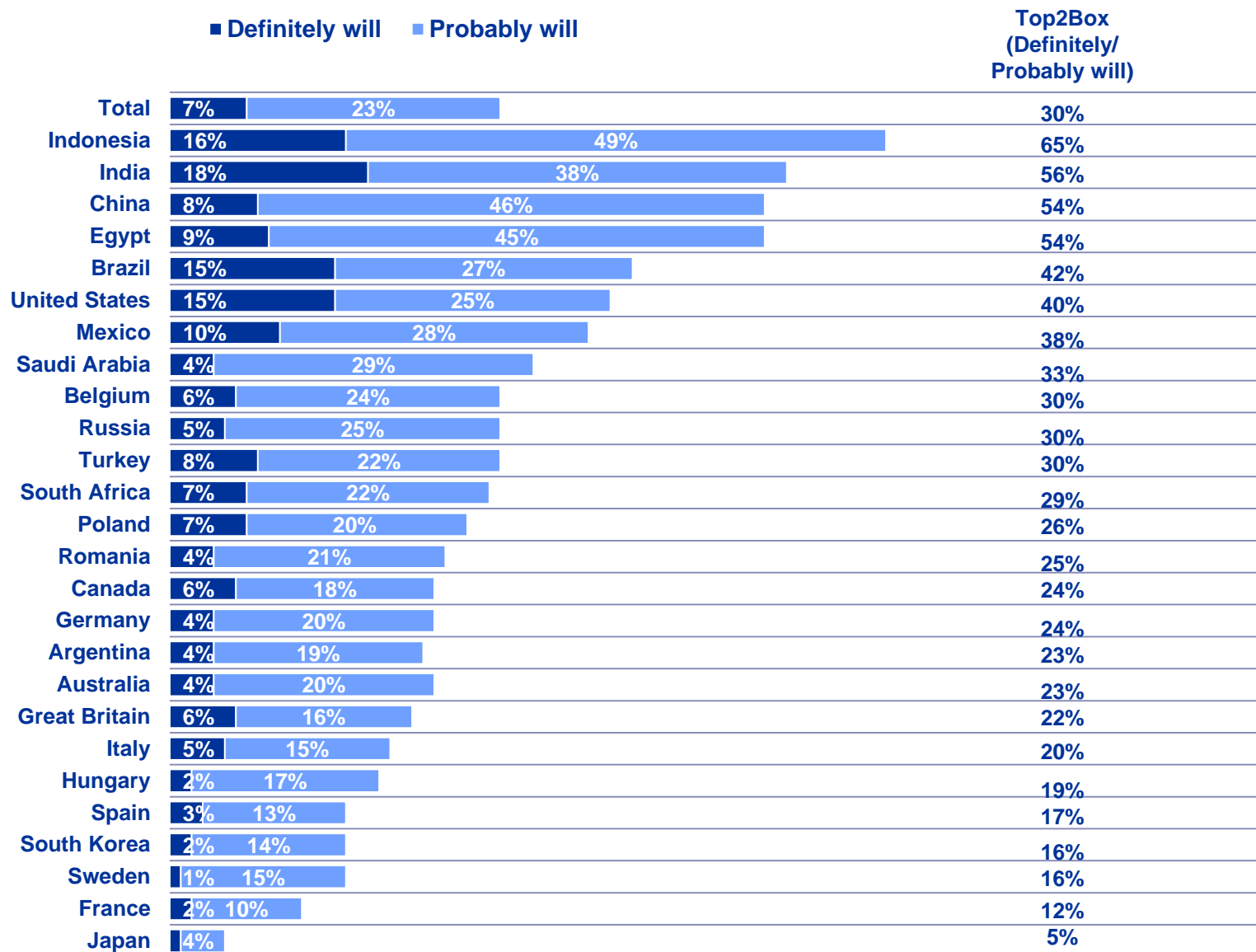
Watch the Games with work colleagues



JB5.5. [Watch the Games with work colleagues] Which of the following things do you expect you will do during the 2014 FIFA World Cup?

Base: Plan To Watch The FIFA World Cup In Brazil (unwtd) Total (n=10447)

Buy World Cup-themed products

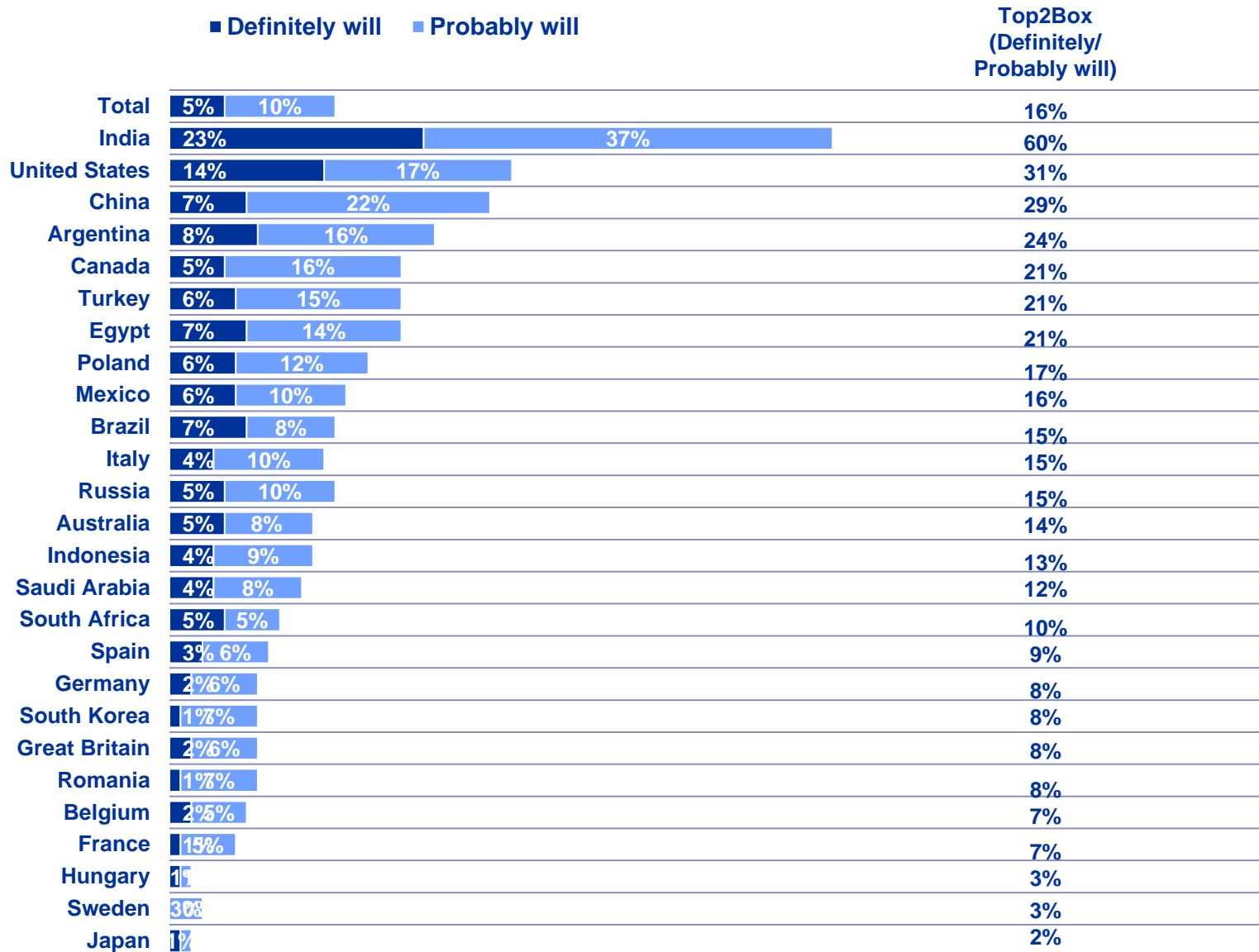


JB5.6. [Buy World Cup-themed products] Which of the following things do you expect you will do during the 2014

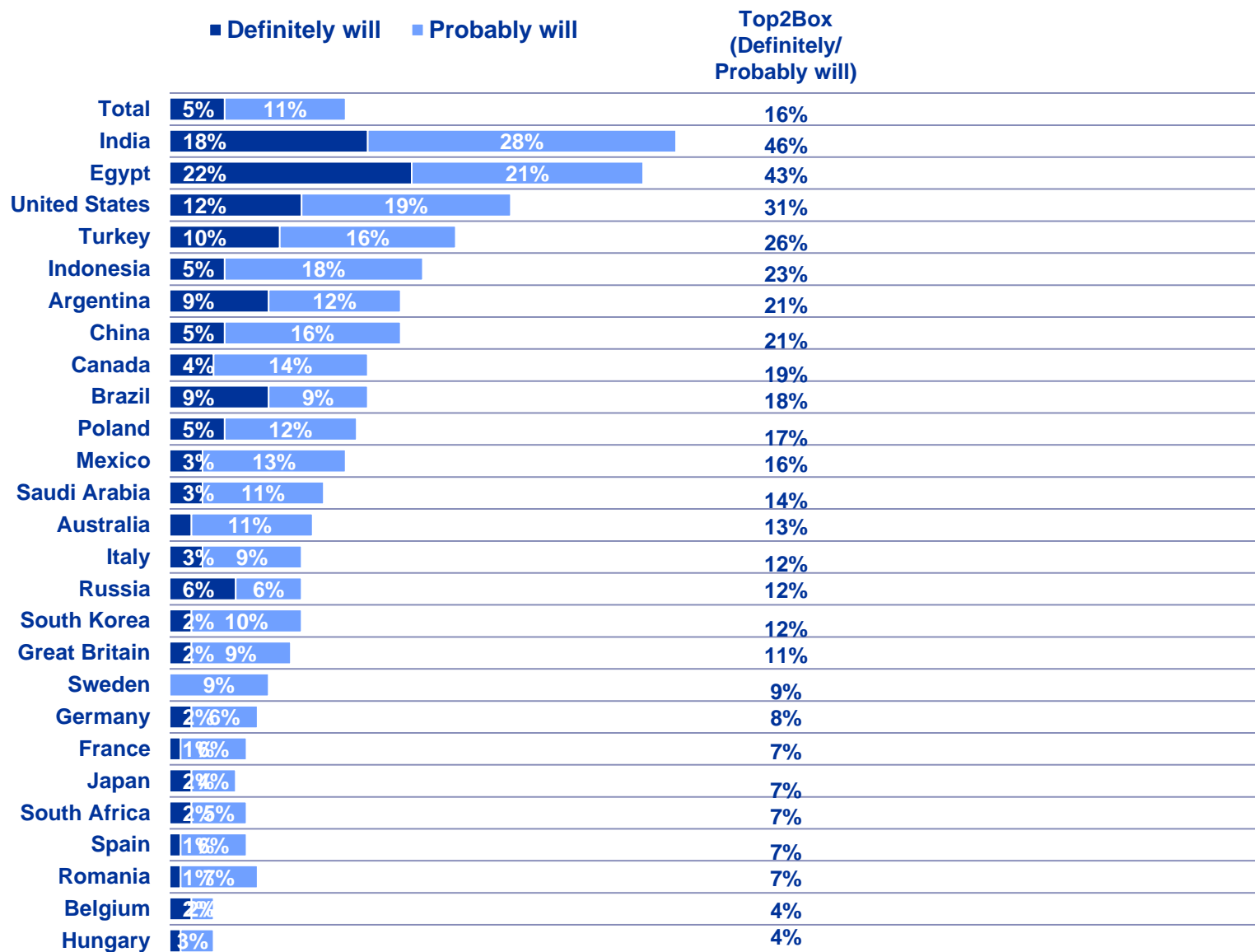
FIFA World Cup?

Base: Plan To Watch The FIFA World Cup In Brazil (unwtd) Total (n=10447)

Have a good luck charm that I will keep with me during the Games



Miss work or school to watch the Games



JB5.3. [Miss work or school to watch the Games] Which of the following things do you expect you will do during the 2014 FIFA World Cup?

Base: Plan To Watch The FIFA World Cup In Brazil (unwtd) Total (n=10447)

Summary

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

Top2Box
(Strongly/
Somewhat
agree)
76%

The World Cup nowadays is more concerned with corporate sponsorship than individual sportsmanship
The outcome of the hosting the World Cup will prove if Brazil is ready to host the 2016 Olympics



73%

I think Brazil will be a successful venue host for the World Cup games



69%

Hosting the World Cup will be beneficial to the citizens of Brazil



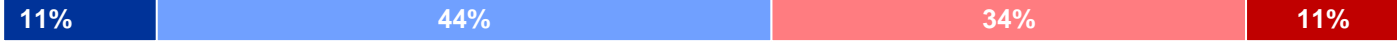
63%

Brazil should not have hosted the World Cup because the money it cost could have been put to...



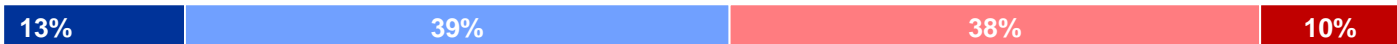
59%

Attending the World Cup will be safe for visitors



55%

Brazil doesn't have the necessary infrastructure (hotels, public transports, airports) to hold events...



52%

I think better of Brazil as a country for hosting the World Cup



51%

The authorities in Brazil have made sure that its decisions about hosting the World Cup been sensitive...



48%

The poor and underprivileged of Brazil will benefit from the World Cup in their country



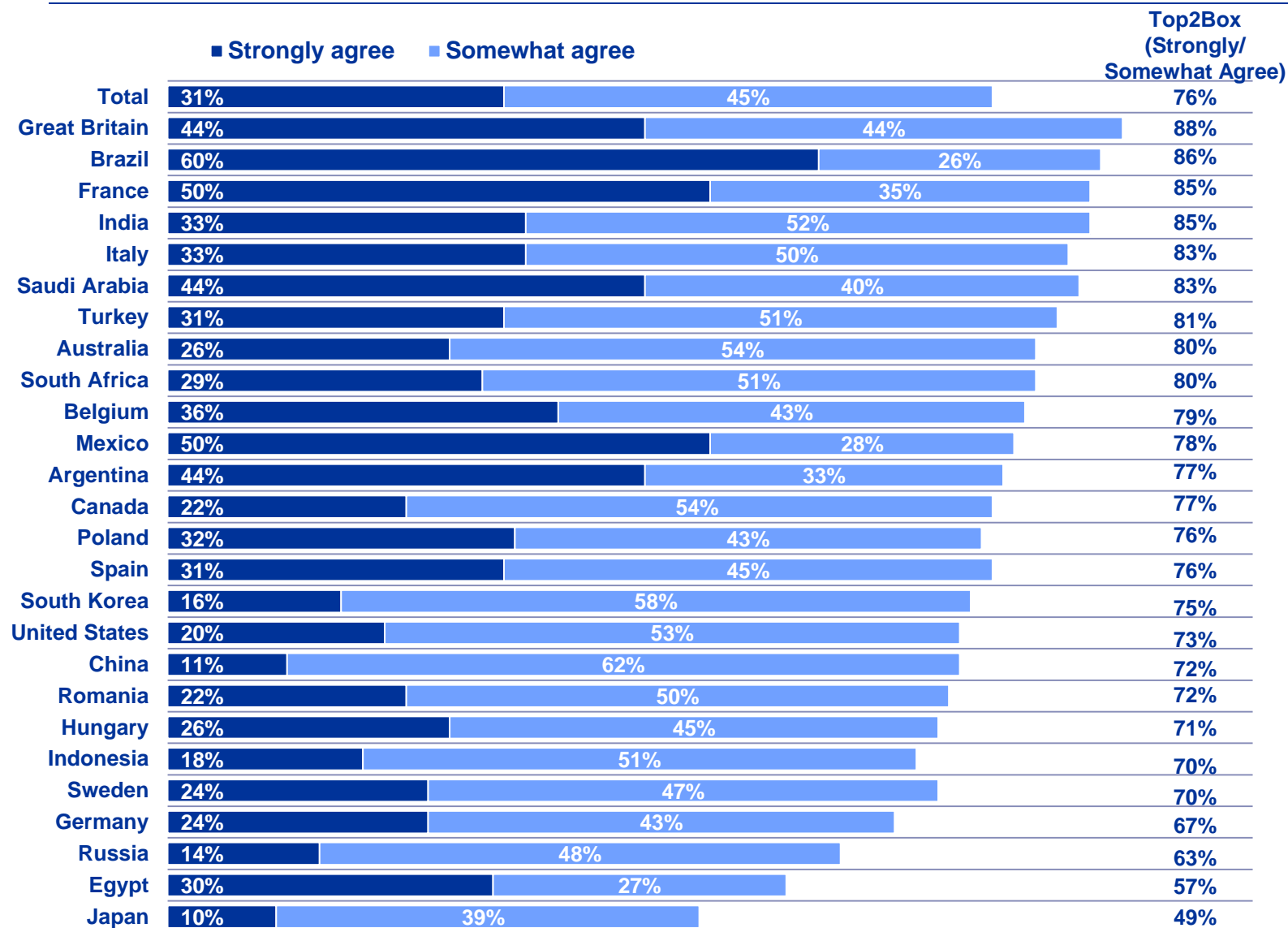
45%

The organizing and preparations toward the 2014 World Cup Games have been free from...

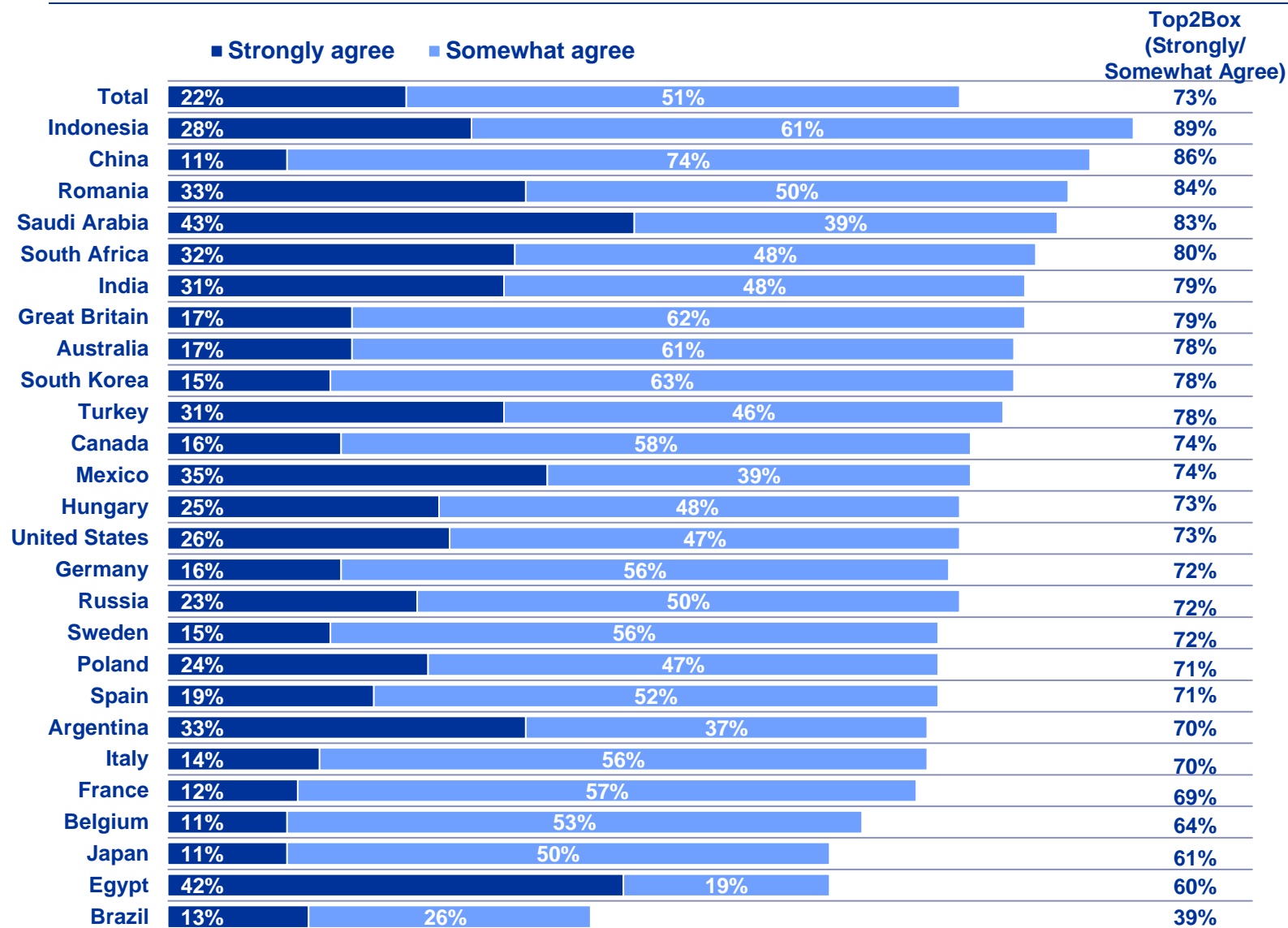


35%

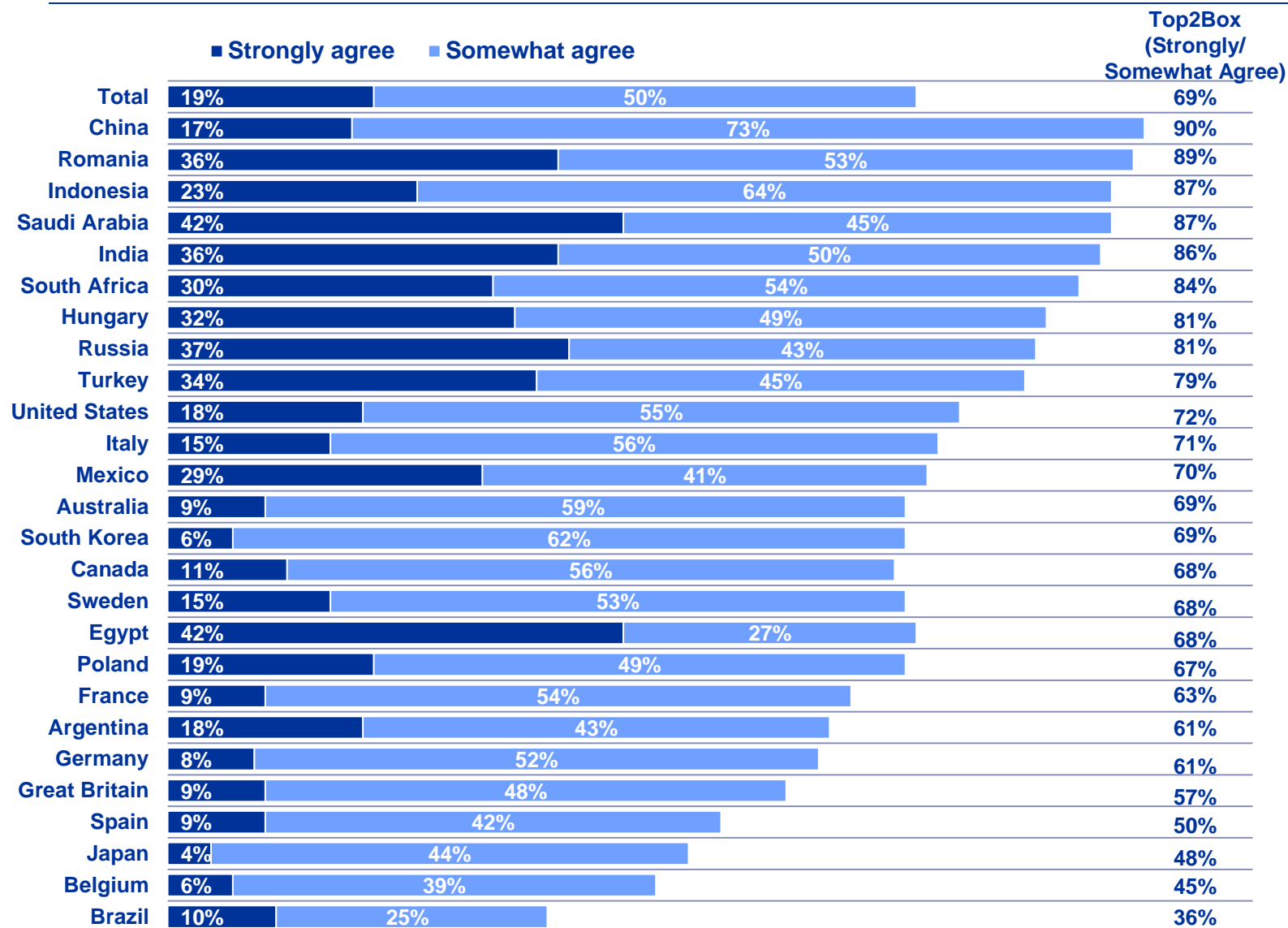
The World Cup nowadays is more concerned with corporate sponsorship than individual sportsmanship



The outcome of the hosting the World Cup will prove if Brazil is ready to host the 2016 Olympics



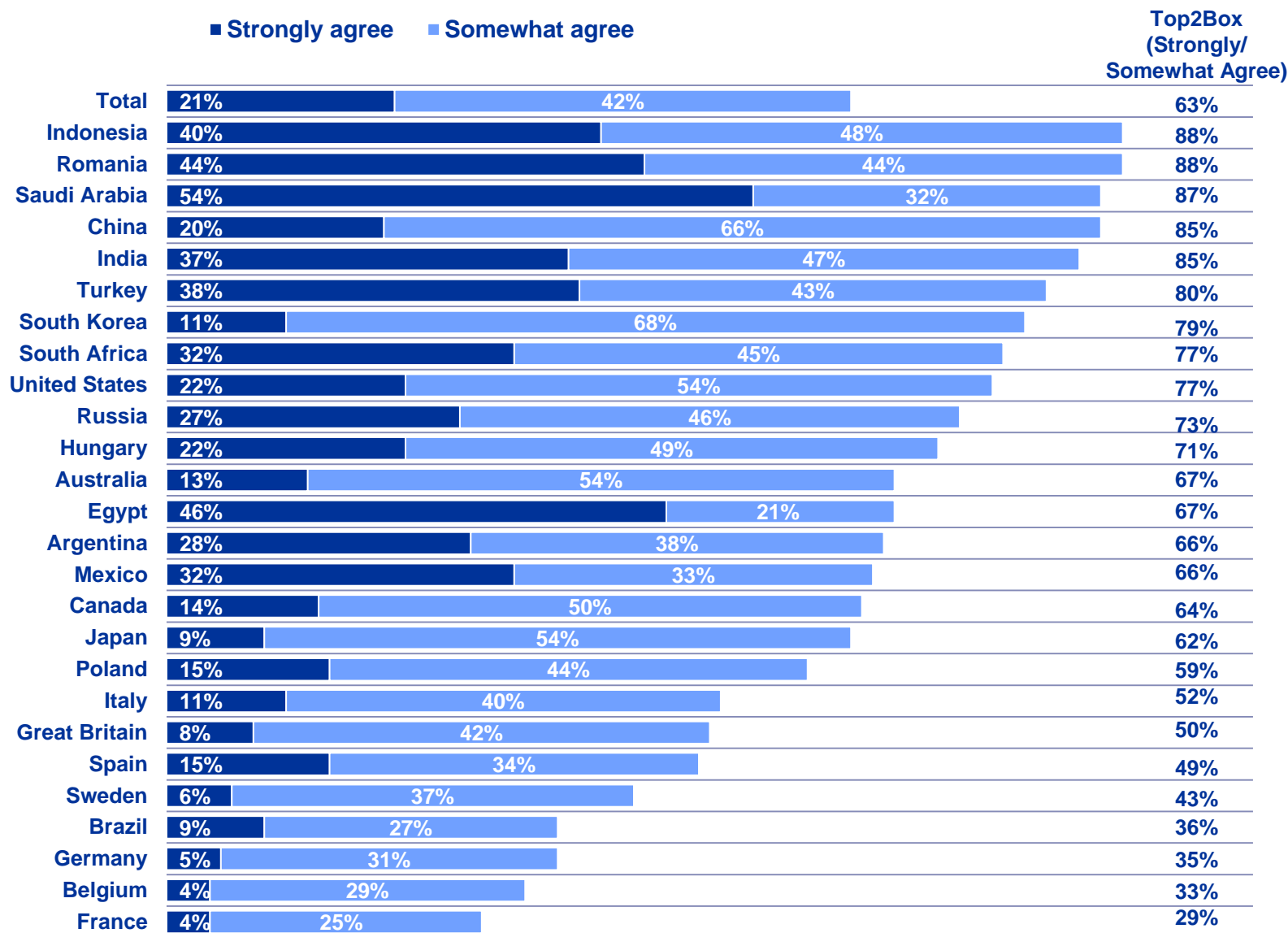
I think Brazil will be a successful venue host for the World Cup games



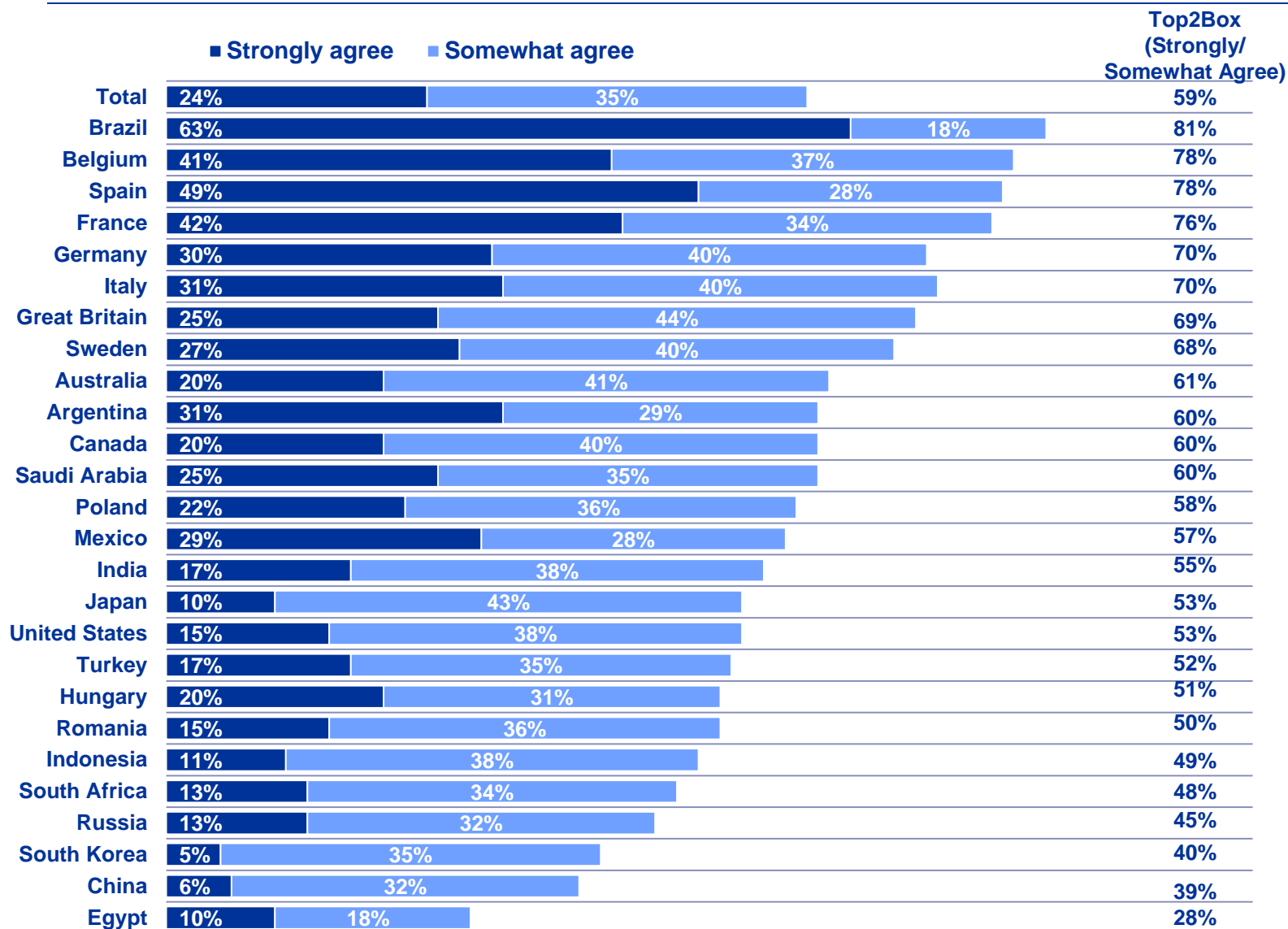
JB6.9. [I think Brazil will be a successful venue host for the World Cup games] To what extent do you agree or disagree with the following statements about the 2014 FIFA World Cup to be held in Brazil this June?

Base: Has Seen, Read Or Heard About The Upcoming 2014 FIFA World Cup (unwtd) Total: (n=15064)

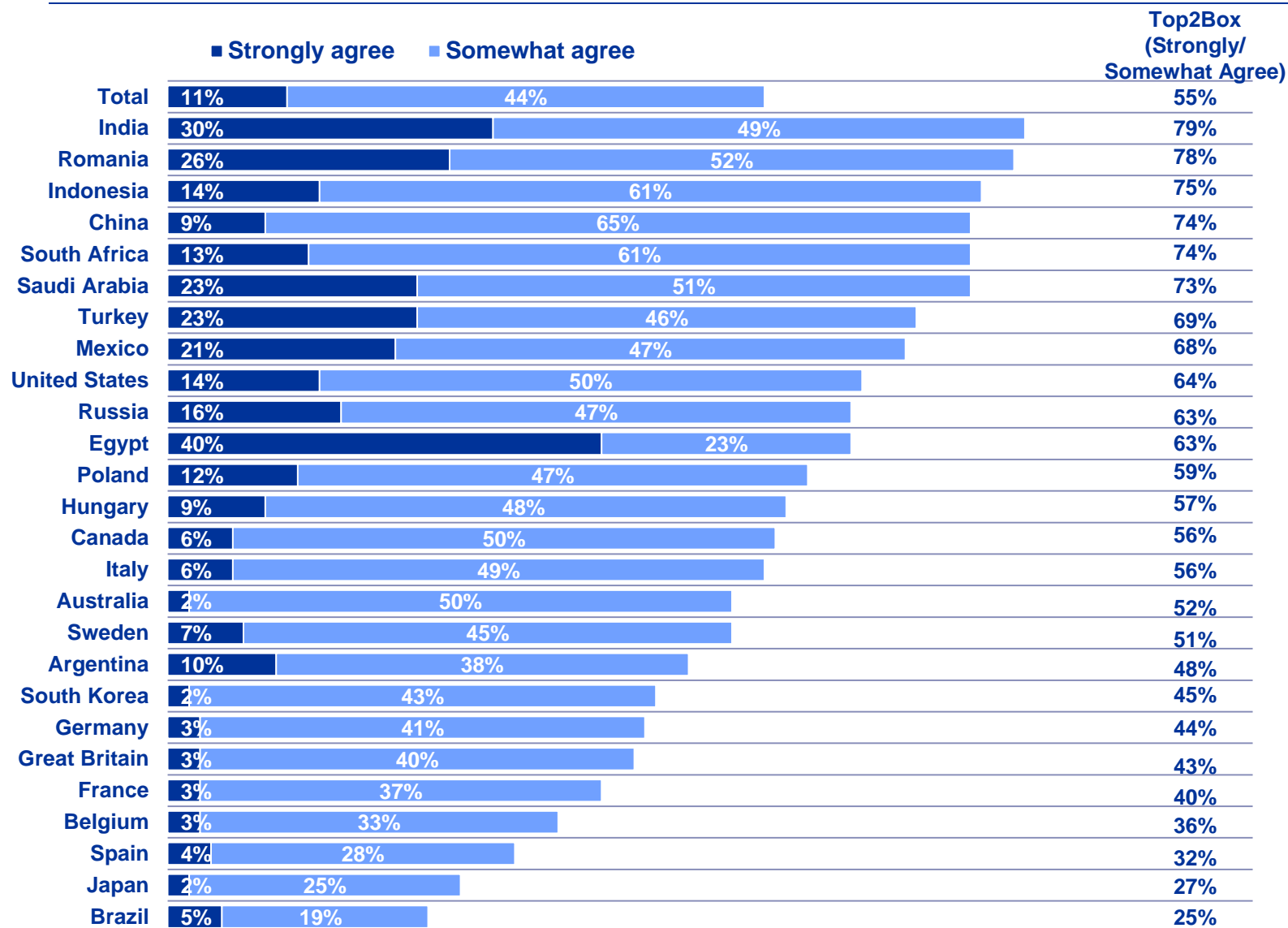
Hosting the World Cup will be beneficial to the citizens of Brazil



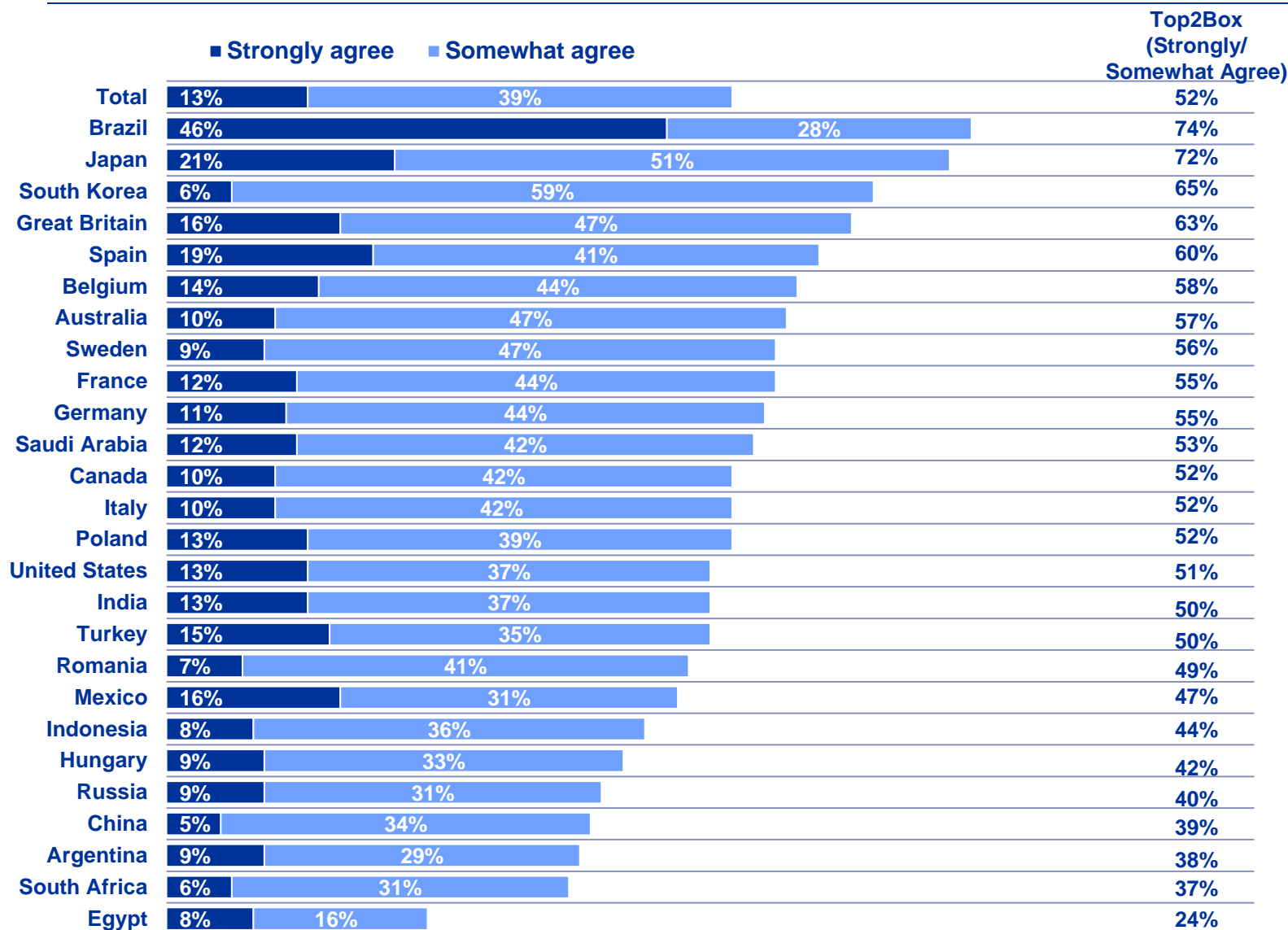
Brazil should not have hosted the World Cup because the money it cost could have been put to better use



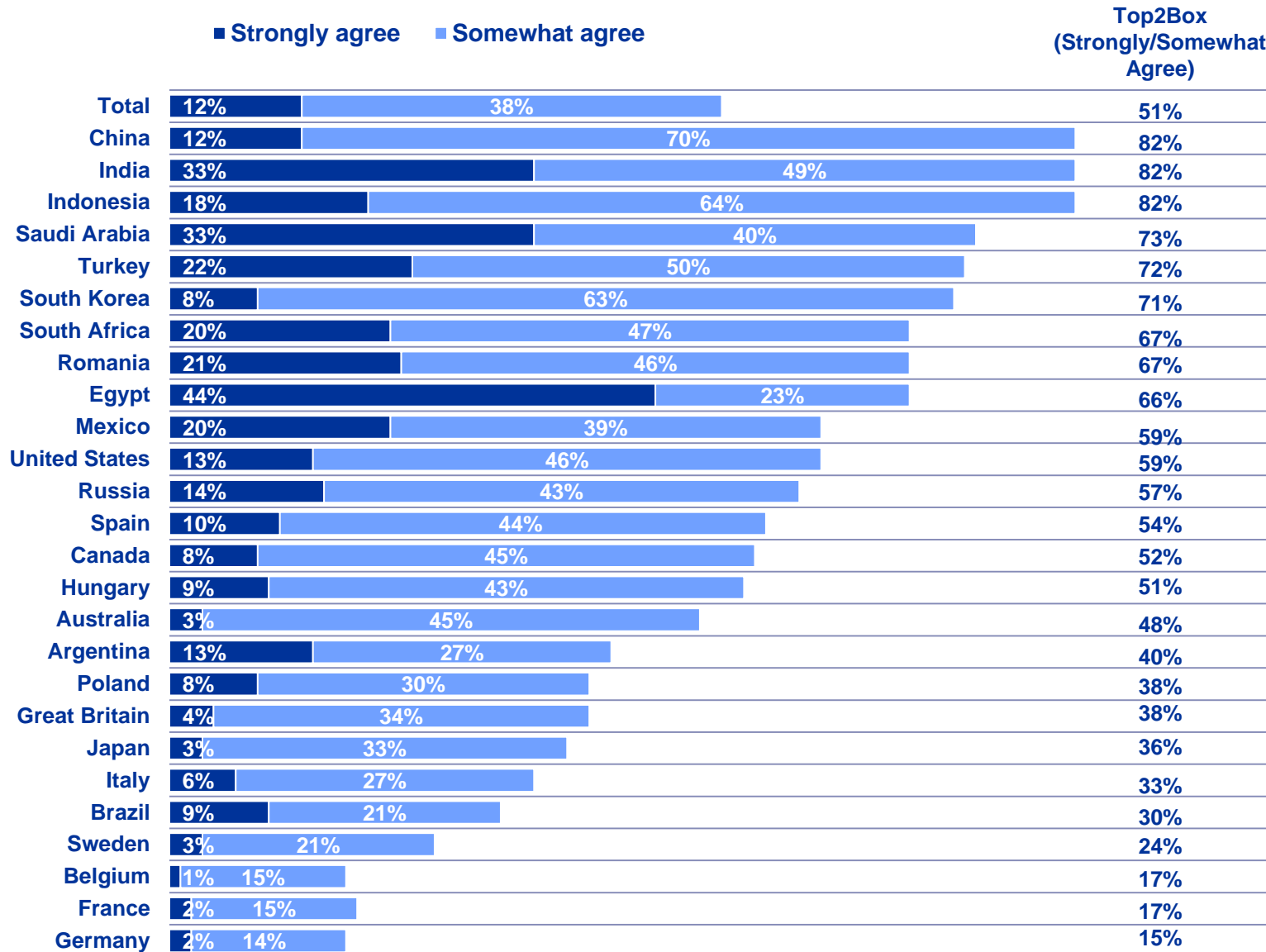
Attending the World Cup will be safe for visitors



Brazil doesn't have the necessary infrastructure (hotels, public transports, airports) to hold events like the World Cup or Olympics



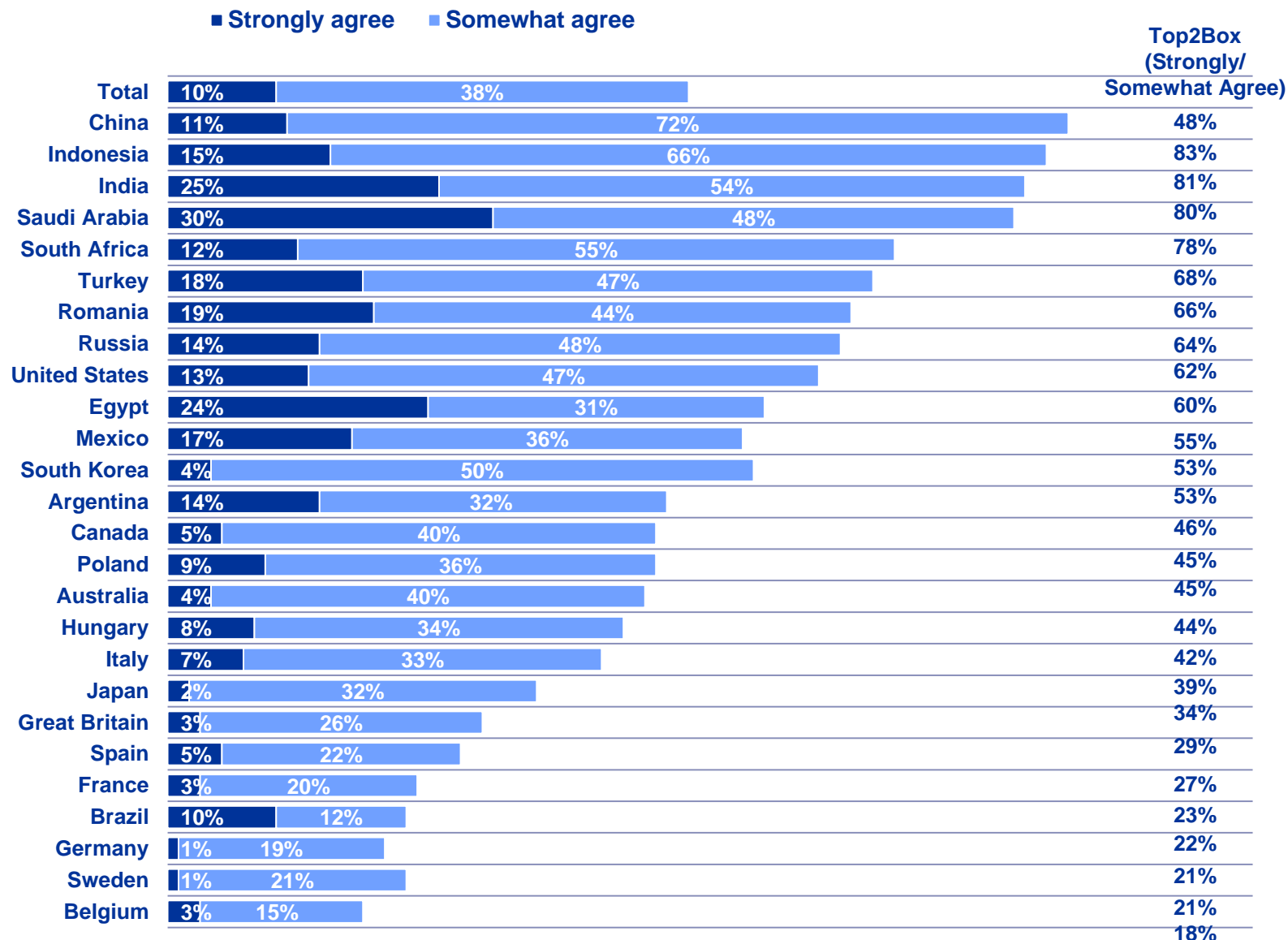
I think better of Brazil as a country for hosting the World Cup



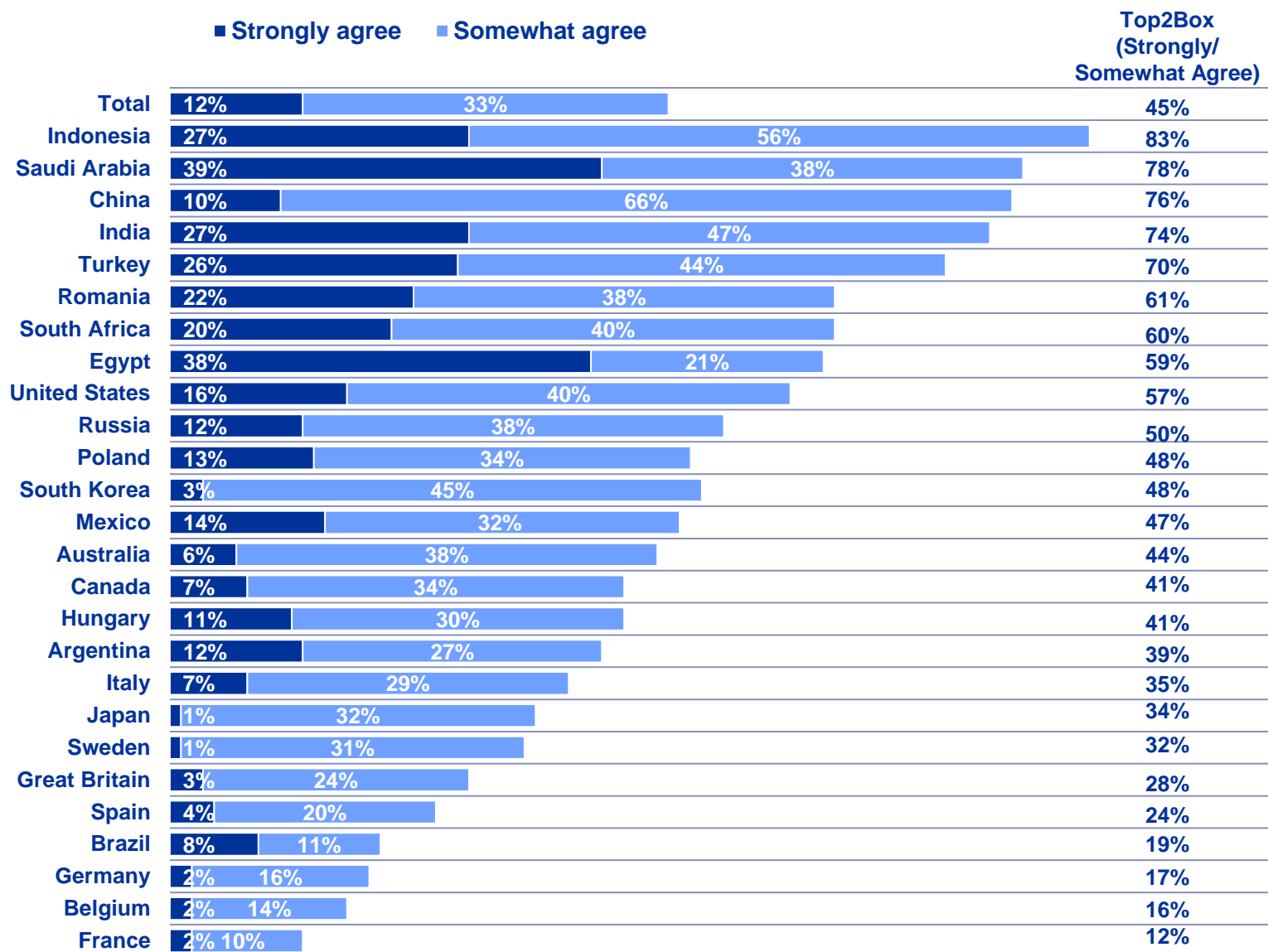
JB6.1. [I think better of Brazil as a country for hosting the World Cup] To what extent do you agree or disagree with the following statements about the 2014 FIFA World Cup to be held in Brazil this June?

Base: Has Seen, Read Or Heard About The Upcoming 2014 FIFA World Cup (unwtd) Total: (n=15064)

The authorities in Brazil have made sure that its decisions about hosting the World Cup been sensitive to the views and needs of its citizens

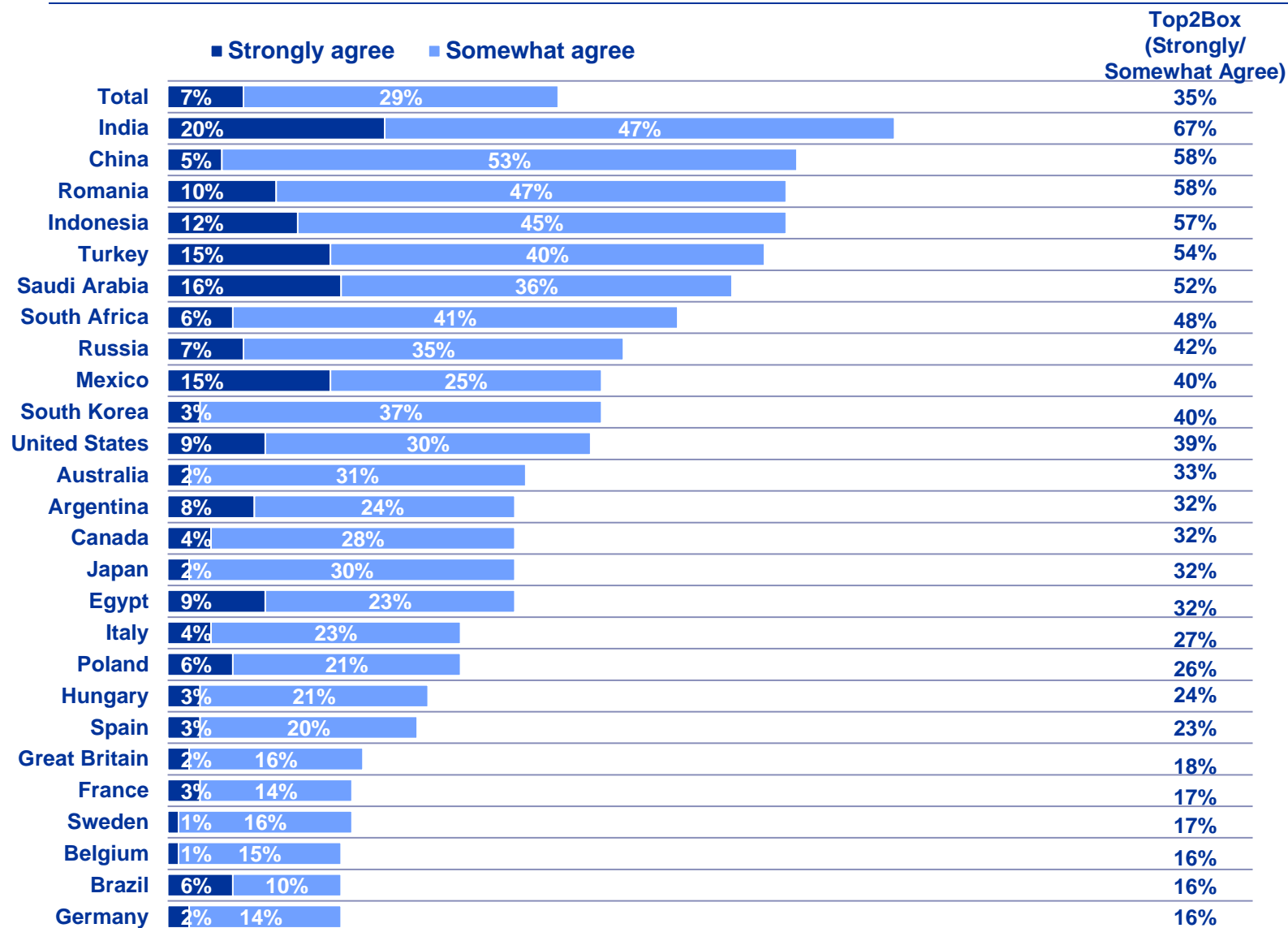


The poor and underprivileged of Brazil will benefit from the World Cup in their country

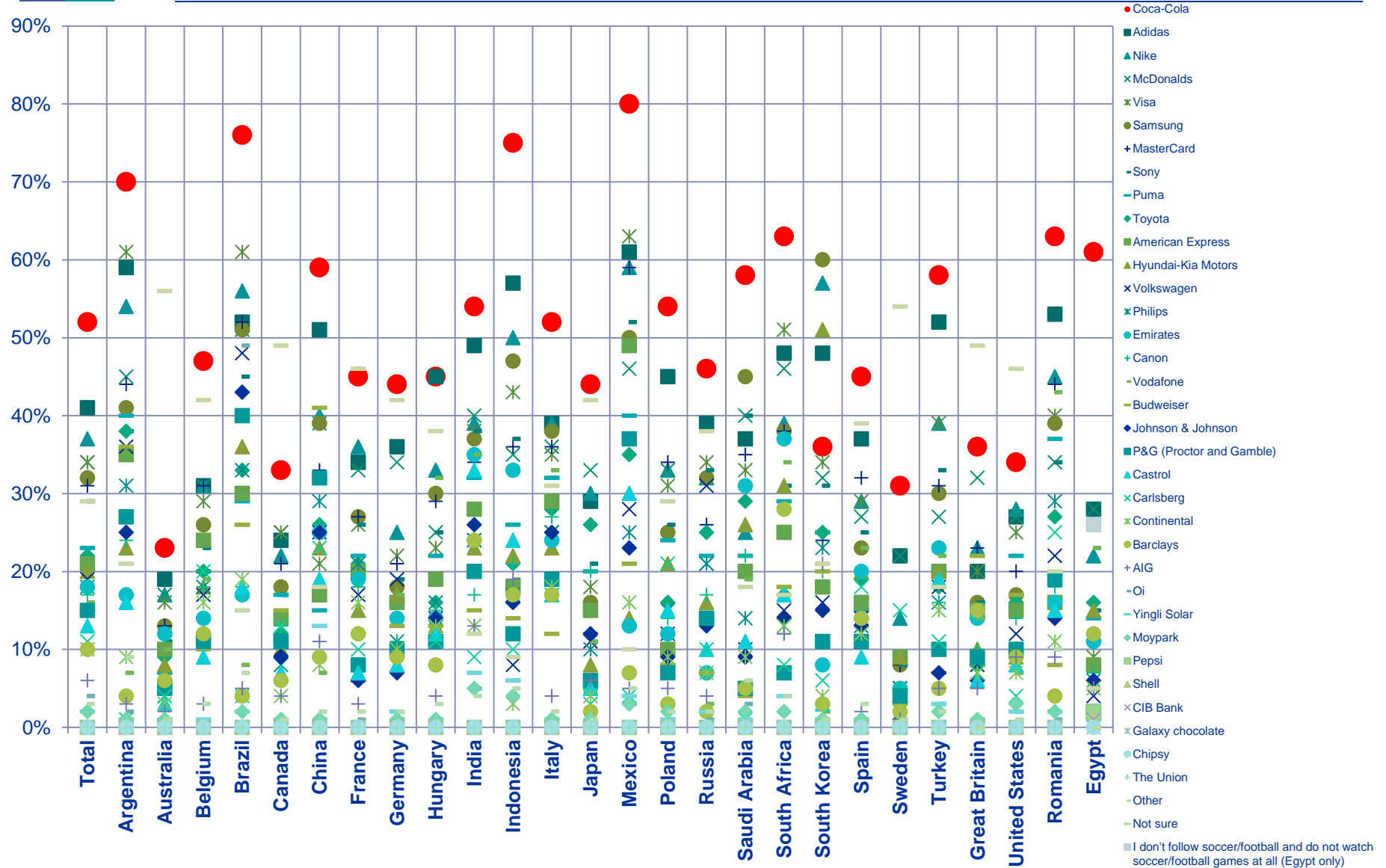


JB6.2. [The poor and underprivileged of Brazil will benefit from the World Cup in their country] To what extent do you agree or disagree with the following statements about the 2014 FIFA World Cup to be held in Brazil this June?
 Base: Has Seen, Read Or Heard About The Upcoming 2014 FIFA World Cup (unwtd) Total: (n=15064)

The organizing and preparations toward the 2014 World Cup Games have been free from corruption



Sponsor awareness



- Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.
- With offices in 85 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management.
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- **John Wright**
Senior Vice President and Managing Director, Global @dvisor
Ipsos Public Affairs +1 (416) 324-2002
john.wright@ipsos.com
- **Keren Gottfried**
Senior Research Manager, Global @dvisor
Ipsos Public Affairs +1 (416) 572-4481
keren.gottfried@ipsos.com
- The Ipsos *Global @dvisor* Syndicate Study is a monthly, online survey of consumer citizens in 24 countries and produces syndicated reports and studies specifically tailored to the needs of corporations, advertising and PR agencies, and governments. For information contact:
- **Chris Deeney**
Senior Vice President and Managing Director
Ipsos Public Affairs +1 (312) 665-0551
chris.deeney@ipsos.com
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