



FIFA WORLD CUP
Brasil

BRAND TRACKER

WAVE

6

A nationally representative study carried out in 15 markets, immediately after the 2014 FIFA World Cup™, in July 2014.

The 6th and final wave in a study that has centred on the 2014 FIFA World Cup™.



2014 FIFA World Cup™ drives football interest



Positive shifts in football interest over the last 6 months mean that it is now the number one sport in 11 of the 15 markets researched

Football Interest
(mean scores out of 10)

15 MARKETS:



Up 0.2 pts from W5



However, in the 4 markets where football is not top, there are some encouraging signs of improvement

Wave 5
Wave 6



4.1
4.4

+0.3
pts

American Football is top



6.6
6.9

+0.3
pts

Badminton is top



5.8
6.1

+0.3
pts

Cricket is top



5.9
6.1

+0.2
pts

Ice Skating is top