

World Cup and Olympic Games - Brazilian Attitudes towards Major Events - Brazil - October 2014

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"People may never witness another World Cup and Olympic/Paralympic Games in Brazil in their lifetime, particularly so close in time to each other. These events represent an unparalleled opportunity for Brazil to show its ability to host such large and expensive events to the world."

– Victor Fraga, Senior Analyst

This report looks at the following areas:

- Drowning by numbers
- Losing my favorite game

This report covers the consumer behavior and attitudes toward three major sporting events taking place in Brazil between 2014 and 2016: the 2014 FIFA World Cup; the 2016 Summer Olympic Games; and the 2016 Summer Paralympic Games. The World Cup and the Summer Olympics are the two largest sporting events in the world by number of viewers.

The 2014 FIFA World Cup was held in 12 host cities in Brazil between June 12 and July 13 of the same year. The 2016 Summer Olympic Games will take place in Rio de Janeiro from August 5 to August 21, while the Summer Paralympic Games will be held later in Rio de Janeiro from September 7 to September 18.

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