

Athletes' personal motivation to be a role model



YES!

71%

NO!

15%

71% of the elite athletes are moderately to definitely motivated to be a role model. In contrast, 15% of the athletes indicate they are less motivated, with 5% indicating they are "not at all" motivated.



52% of elite athletes perceive that society expects them to be a role model

Motivators



Athletes want to learn new things



Athletes want to be really proud of themselves



Athletes think it is important to try to be a good role model



Athletes like to inspire people



Athletes think it is important to be an inspiration to people

Holdbacks



Athletes want to focus on their sporting careers



Athletes feel that it is unnecessary for them to be a role model



Athletes do not want to share their life with fans



Athletes did not get training in how to be a role model



Role model expectations are vague or unspecified