

# Athletes' perceptions about the characteristics of Olympic athletes

48% of the athletes perceive themselves as a role model

## Likeable characteristics of Olympic athletes



The athlete sets a **positive example** to others



The athlete's top **matches are very exciting**



The athlete's achievements motivate me **to do more sport myself**



The athlete is among the **world's best** in his/her sport



The athlete shows **sincere appreciation** for his/her fans and spectators



## Characteristics of 'good' role models



The athlete **gives it his/her best**



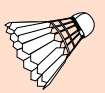
The athlete **does not give up**, even after making mistakes



The athlete **respects the rules and regulations** of society



The athlete sets a **positive example** for others to follow



The athlete **treats people fairly**

