

Federations' perceptions about the characteristics of Olympic athletes

76% of the federations perceive their athletes as a role model

Likeable characteristics of Olympic athletes



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



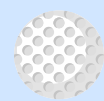
The athlete's top **matches are very exciting**



The athlete has an **attractive match style**



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



The athlete is a **role model** for the general population



Characteristics of 'good' role models



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



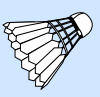
The athlete sets a **positive example** for others to follow



The athlete **treats people fairly**



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



The athlete has a **charismatic personality**