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SPORT & ENTERTAINMENT

# Athlete Expression Consultation

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Quantitative Research Results



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# Methodology & Sample

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## ONLINE QUANTITATIVE RESEARCH



An approach based on a desire to reach as wide a group of Olympians and elite athletes as possible, whilst ensuring that only those falling in to this group were able to participate.

- All verified Olympians and elite athletes who were already registered in the Athlete365 database were invited by IOC AC, via e-mail, to participate in the survey and provided with a unique online survey link to do so.
- Elite Athletes and Olympians who were not previously registered in the database, were able and encouraged to register and, having done so, were invited to complete the survey, again by providing them with a unique survey link.
- There was significant promotion of this opportunity on Athlete365 social media and also through NOCnet (a platform open to all NOCs), combined with the emailing out of several reminders.



3,547 Athletes  
completed the full survey



41 Sports  
represented in  
the sample



The sample covers  
185 NOCs



55% of the sample  
are Olympians

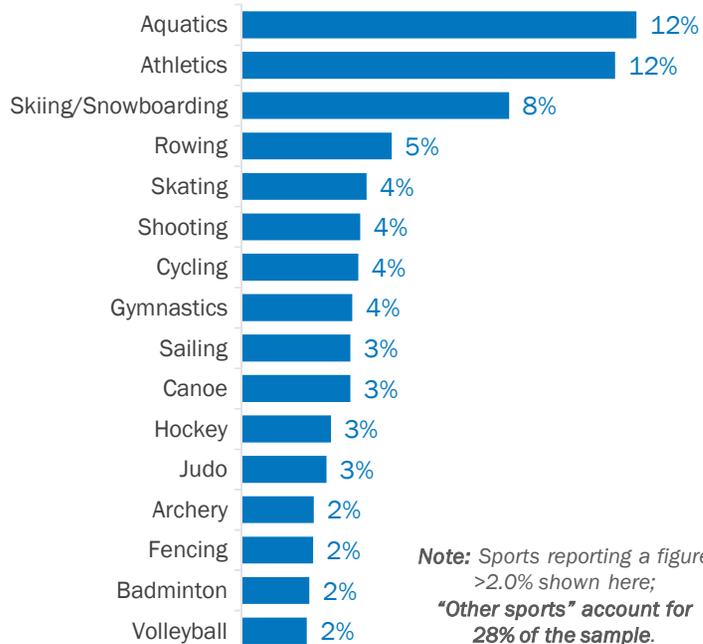
c. 10 minute ONLINE SURVEY, offered in 10 LANGUAGES:

English, French, German, Portuguese, Spanish, Russian, Chinese, Korean, Japanese & Arabic

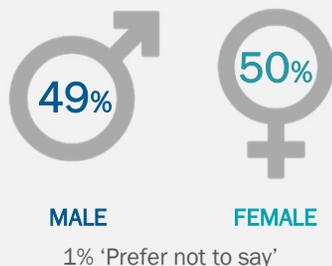
# Sample Make-up

The sample comprises **3,547 Athletes** - 55% are Olympians, 45% are elite athletes (non-Olympians)

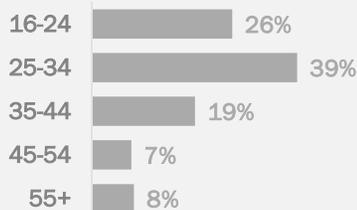
## ALL 41 SPORTS COVERED



## EVEN SPLIT BY GENDER



## AVERAGE AGE OF 33 yrs old



## 185 DIFFERENT NOCs COVERED

	People's Republic of China	14%
	USA	7%
	Japan	6%
	France	5%
	Germany	4%
	Canada	4%
	Great Britain	4%
	Australia	3%
	Republic of Korea	3%
	Italy	2%
	Spain	2%
	<b>174 Other NOCs</b>	<b>46%</b>

**62%** of the sample will, or hope to be participating in the next edition of the Olympic Games (Tokyo 2020 or Beijing 2022)

# Summary of Findings

# Summary of Findings

Typically, a small proportion (10%) of athletes **often** demonstrate or express their views **publicly**.

- **Half never** do so publicly, and **41%** do so **occasionally**.

In terms of **appropriate ways** for athletes to demonstrate or express views **during the Olympic Games**:

- **Places involving the media** are **most likely** to be deemed **appropriate** for athletes to demonstrate or express their individual views (42% deem 'In the media' appropriate (4 or 5 out of 5); 38% for 'Press conferences'; 36% for 'Mixed zone').
- Only **around 1 in 7** deem it appropriate to demonstrate or express their views **on the podium** (16% deem it 'appropriate (4 or 5 out of 5)'), **field of play** (14%) or **during the Opening Ceremony** (14%). Moreover, a clear majority believe that it is **not** appropriate for athletes to demonstrate or express their views in these three places (67% think that 'the Podium' is not appropriate (1 or 2 out of 5); 70% for each of the 'Field of play' and 'during the Opening Ceremony').
- Over 40% agree **other athletes' actions** on the podium or field of play **would detract** from their Olympic experience/performance.

Looking at **new ways** to give athletes **further opportunity** to demonstrate or express their views **during the Olympic Games**:

- **26%** say they **would** demonstrate or express their views in one of the **new ways** put forward.
- '**A moment of solidarity during the Opening Ceremony**' (48% 'important (4 or 5 out of 5)') and '**Unified messaging on the field of play**' (46%), are most likely to be deemed important to introduce.
- 37% would **not** use one of the new ways if they were introduced, **BUT would not be opposed** to other athletes doing so.
- 19% would not do so **AND would be opposed** to others doing so.

Ways that **promote the Olympic values** are popular amongst athletes to demonstrate or express views during the Olympic Games:

- '**Unified messaging** promoting the Olympic values and Olympic Truce' is the preference for 47% of athletes to demonstrate or express their views, rather than via individual/personal messaging about a specific cause (8%), or wanting to do both (28%).
- '**Displaying a message** on an **armband/tattoo/badge/clothing** that promotes the Olympic values' is the most appropriate option, of those put forward.

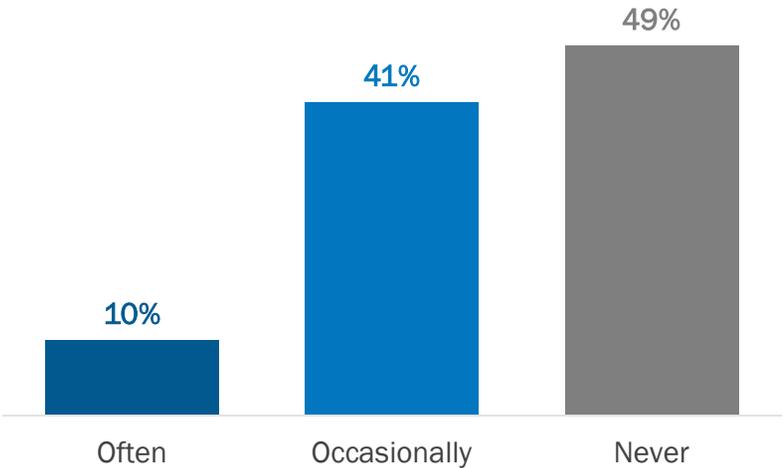
**Online communication** is a popular choice amongst athletes:

- Athletes seem to be open to a **variety of online platforms** that sporting organisations could provide to help them demonstrate or express their views.
- **Email** and **social media** are commonly cited as the best ways to communicate various guidelines to athletes.

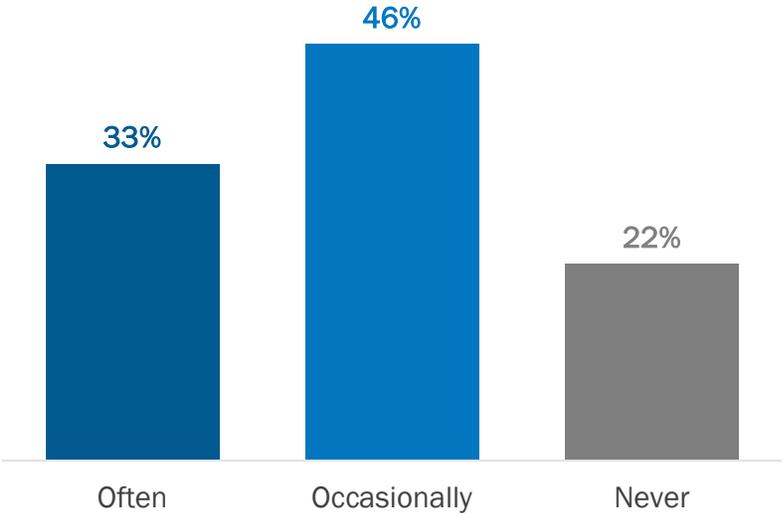
# Detailed Results

Only one-tenth of athletes often demonstrate or express their views publicly. 78% of athletes demonstrate or express their views privately, often or occasionally.

'How often do you demonstrate or express your views PUBLICLY?'



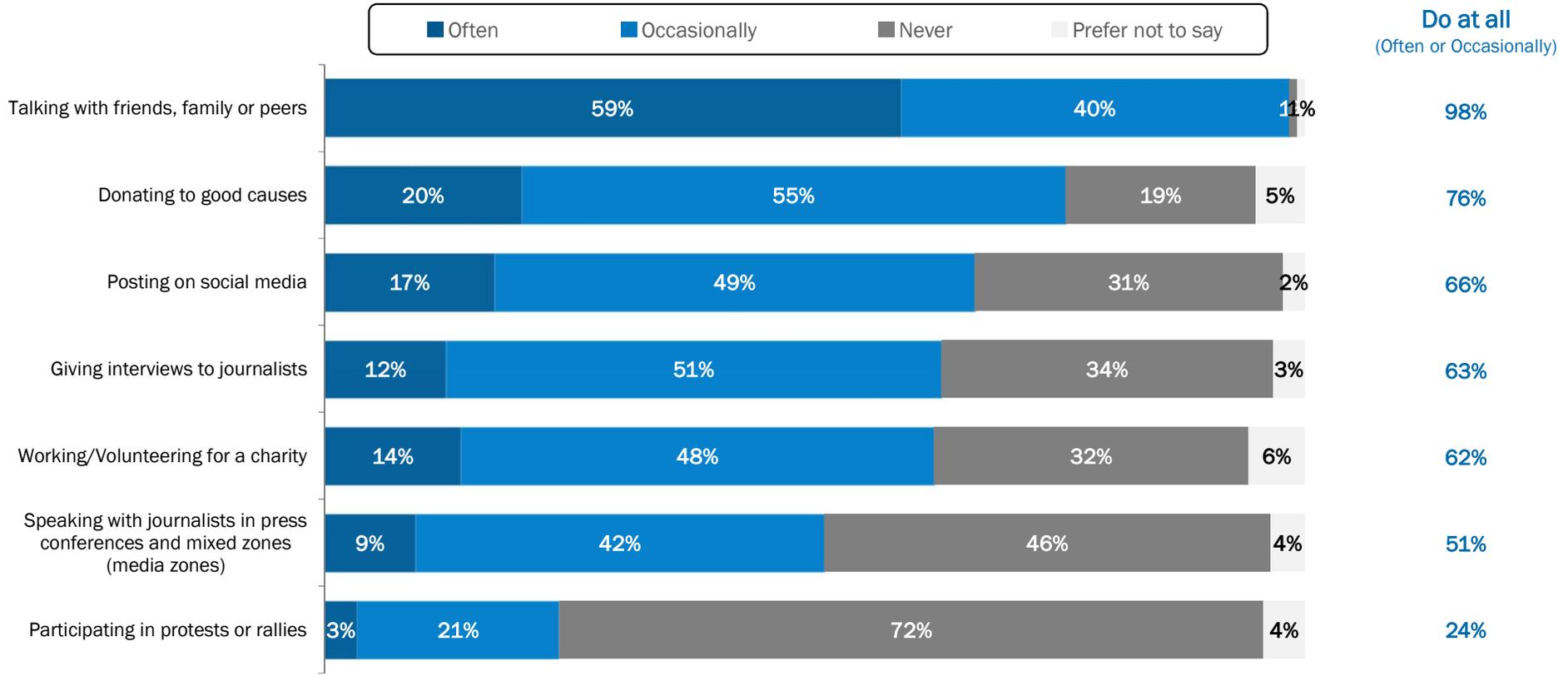
'How often do you demonstrate or express your views PRIVATELY?'



Q9. How often do you demonstrate or express your views on politics, religion, sexuality, racism, the environment, gender, forms of discrimination or other causes in a public manner or privately?

Base: All Respondents, n=3,547

Amongst athletes who demonstrate or express their views publicly or privately, the most common way is by talking with friends, family or peers. The least common way is participating in protests or rallies.



Note: Athletes were given the option of specifying any other ways they demonstrate or express their views, and 'writing articles, opinions or journals (unspecified platform)' was the most common response, mentioned by just 8 of the 49 giving an 'other, please specify' response.

Q10. How often do you demonstrate or express your views in the following ways?

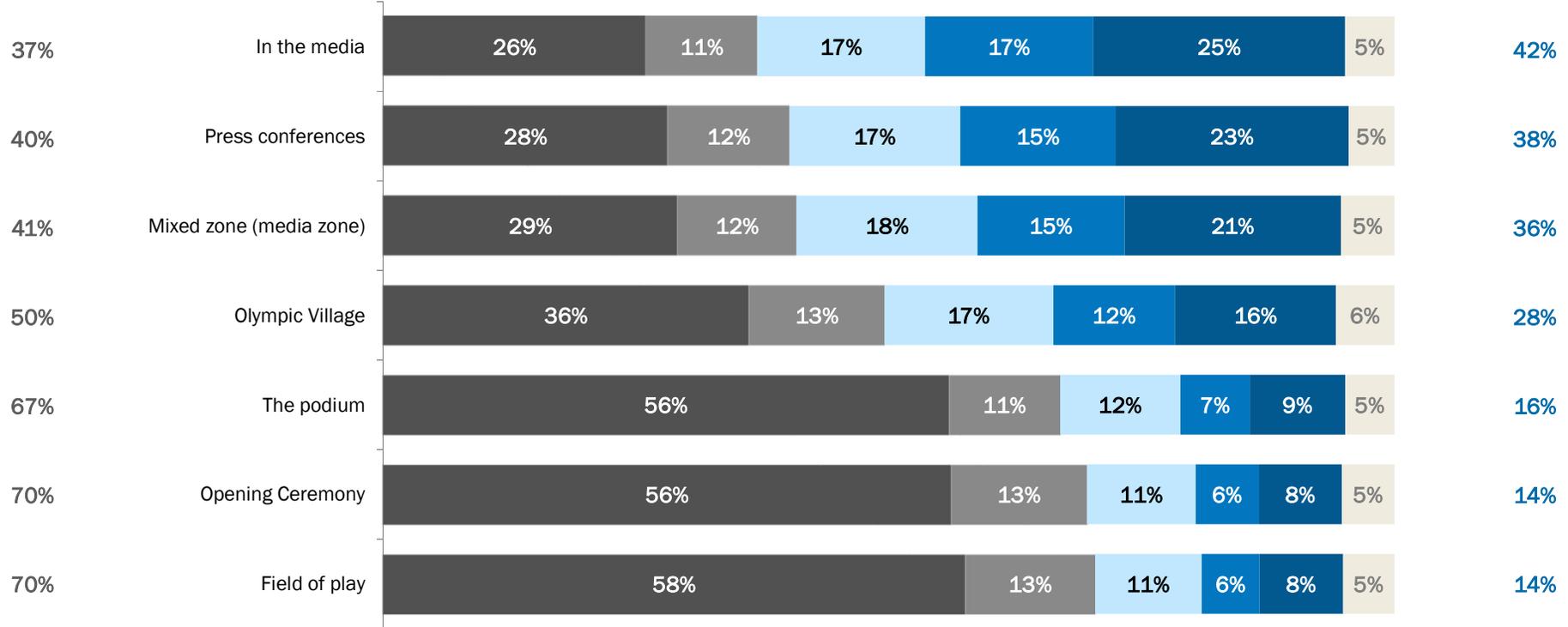
Base: Respondents who express their views publicly or privately at all (often or occasionally), n=2,808

Of the options presented, athletes are most likely to deem specific media-related places as appropriate to demonstrate or express their individual views, though many also think them not appropriate. Only small proportions deem the field of play, the Opening Ceremony and the podium to be appropriate places, with the clear majority thinking they are not appropriate.

**Not Appropriate**  
(1 or 2 out of 5)



**Appropriate**  
(4 or 5 out of 5)



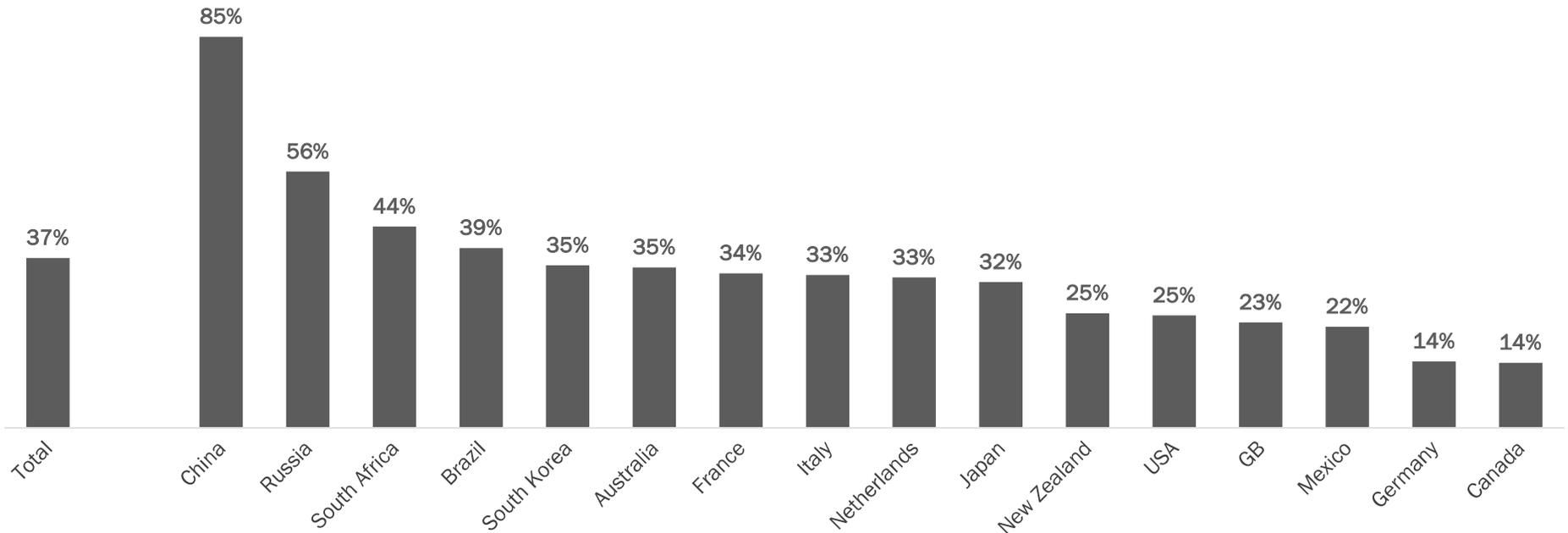
Q11. In Olympic venues, during the Olympic Games, how appropriate do you think it is for athletes to have an opportunity to demonstrate or to express their individual views on political issues and other topics, in the following places? [Respondents use a scale from 1 to 5, where 1 means "Not at all appropriate" and 5 means "Very appropriate".]

Base: All Respondents, n=3,547

# 'Not Appropriate' (1 or 2 out of 5) for athletes to have an opportunity to demonstrate or to express their individual views on political issues and other topics 'In the Media'

## Results reported by NOC

[for NOCs with a base greater than n=40 Athletes]

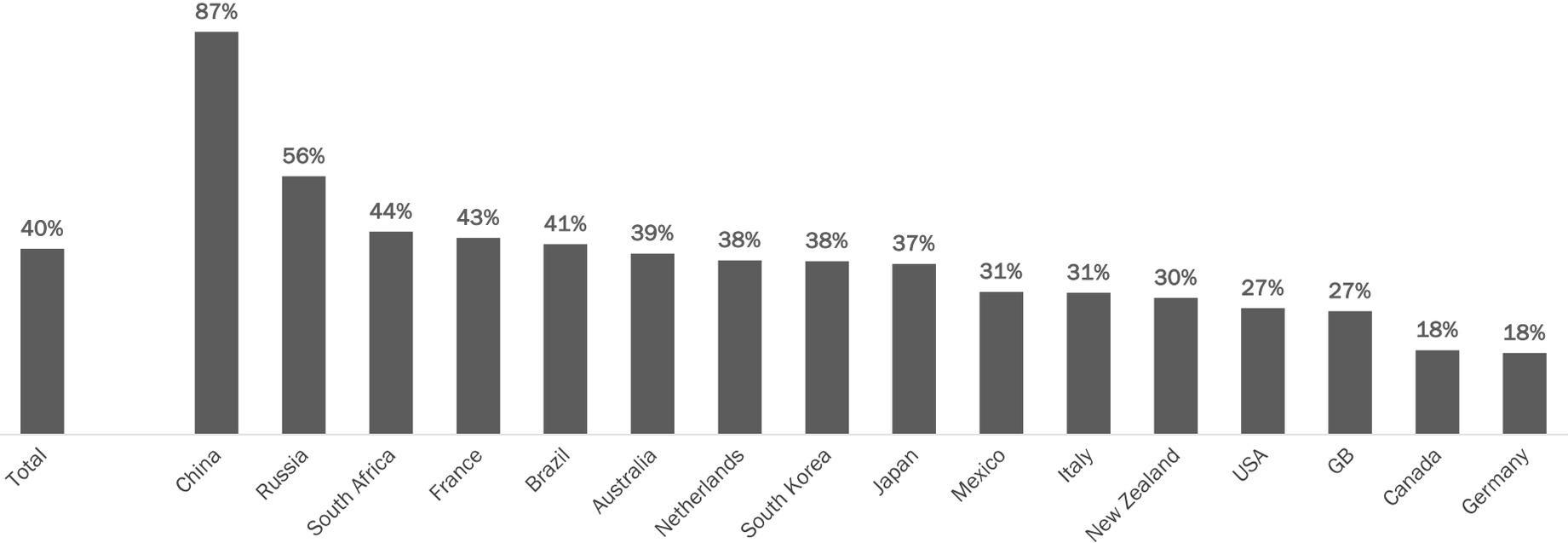


Q11. In Olympic venues, during the Olympic Games, how appropriate do you think it is for athletes to have an opportunity to demonstrate or to express their individual views on political issues and other topics, in the following places? [Respondents use a scale from 1 to 5, where 1 means "Not at all appropriate" and 5 means "Very appropriate".]

Base: All Respondents, Total n=3,547; n>40 per NOC

**‘Not Appropriate’ (1 or 2 out of 5) for athletes to have an opportunity to demonstrate or to express their individual views on political issues and other topics at ‘Press Conferences’**

Results reported by NOC  
[for NOCs with a base greater than n=40 Athletes]



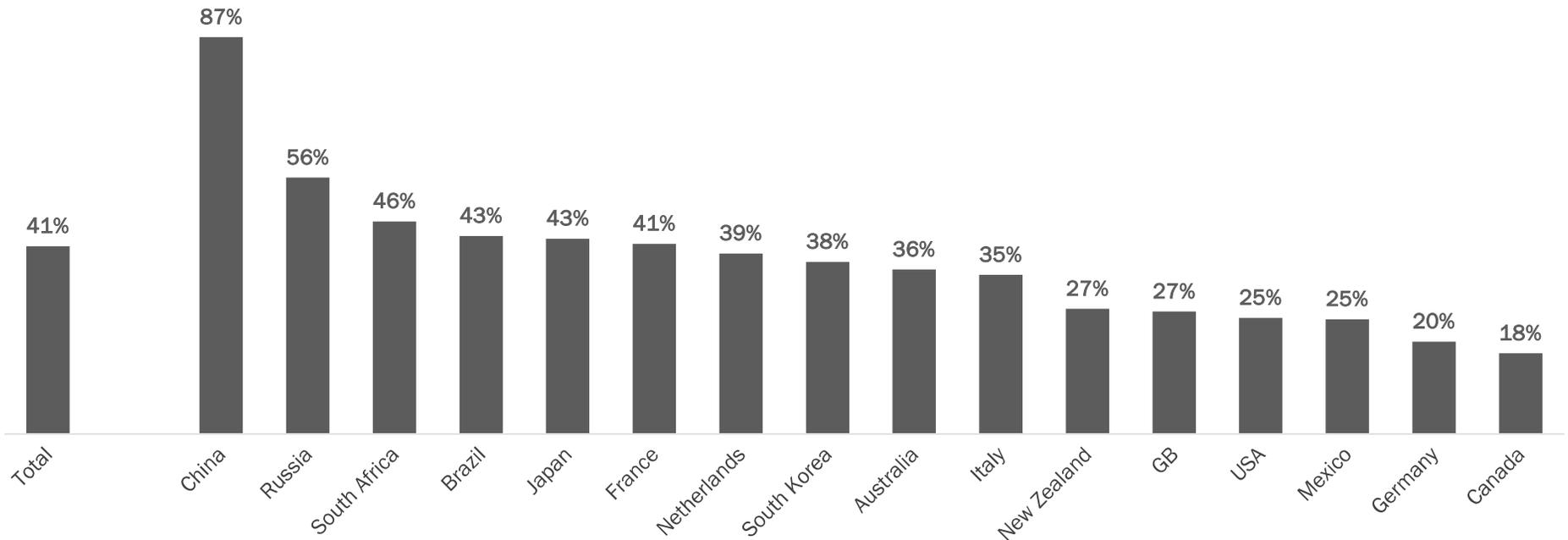
Q11. In Olympic venues, during the Olympic Games, how appropriate do you think it is for athletes to have an opportunity to demonstrate or to express their individual views on political issues and other topics, in the following places? [Respondents use a scale from 1 to 5, where 1 means "Not at all appropriate" and 5 means "Very appropriate".]

Base: All Respondents, Total n=3,547; n>40 per NOC

# 'Not Appropriate' (1 or 2 out of 5) for athletes to have an opportunity to demonstrate or to express their individual views on political issues and other topics in 'The Mixed Zone (Media Zone)'

## Results reported by NOC

[for NOCs with a base greater than n=40 Athletes]



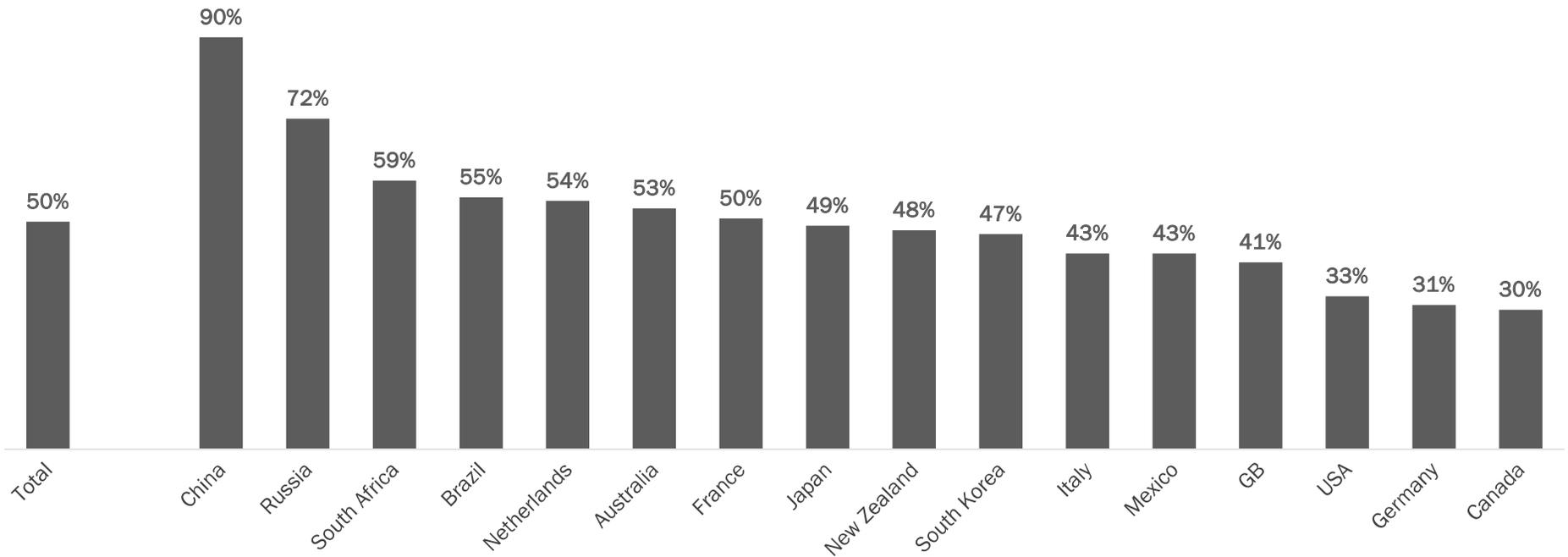
Q11. In Olympic venues, during the Olympic Games, how appropriate do you think it is for athletes to have an opportunity to demonstrate or to express their individual views on political issues and other topics, in the following places? [Respondents use a scale from 1 to 5, where 1 means "Not at all appropriate" and 5 means "Very appropriate".]

Base: All Respondents, Total n=3,547; n>40 per NOC

# ‘Not Appropriate’ (1 or 2 out of 5) for athletes to have an opportunity to demonstrate or to express their individual views on political issues and other topics in ‘The Olympic Village’

## Results reported by NOC

[for NOCs with a base greater than n=40 Athletes]



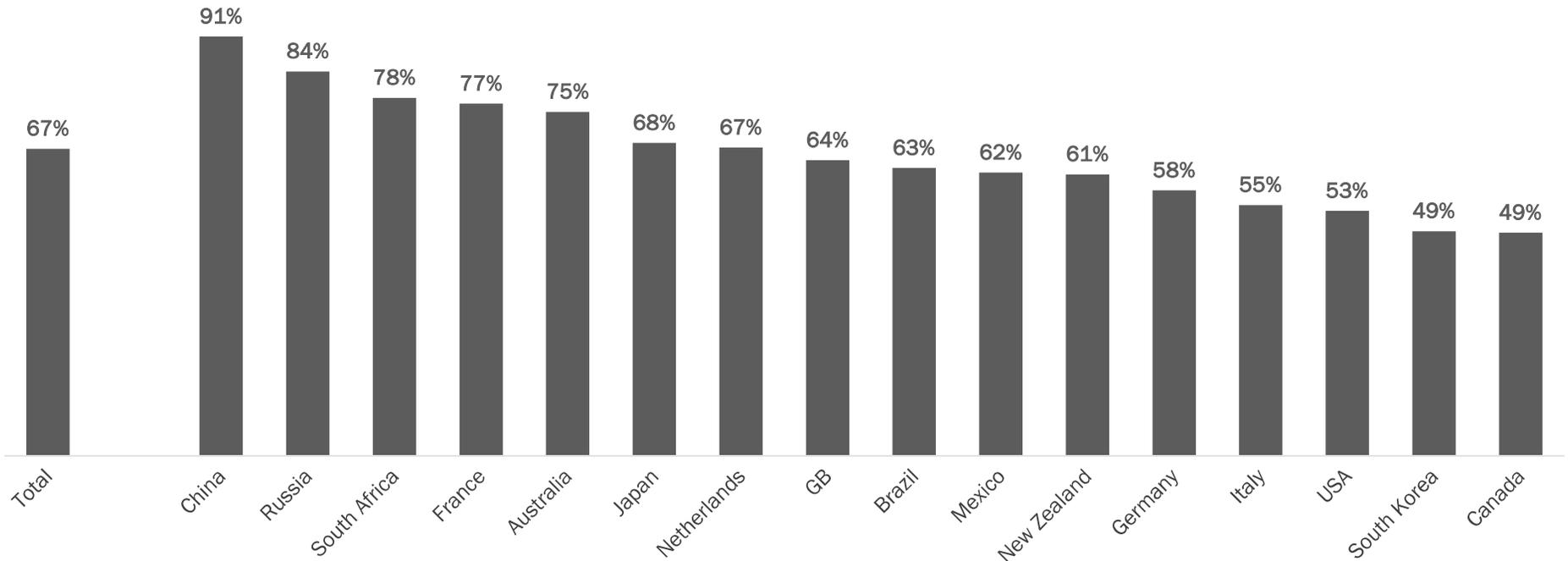
Q11. In Olympic venues, during the Olympic Games, how appropriate do you think it is for athletes to have an opportunity to demonstrate or to express their individual views on political issues and other topics, in the following places? [Respondents use a scale from 1 to 5, where 1 means “Not at all appropriate” and 5 means “Very appropriate”.]

Base: All Respondents, Total n=3,547; n>40 per NOC

# 'Not Appropriate' (1 or 2 out of 5) for athletes to have an opportunity to demonstrate or to express their individual views on political issues and other topics on 'The Podium'

## Results reported by NOC

[for NOCs with a base greater than n=40 Athletes]



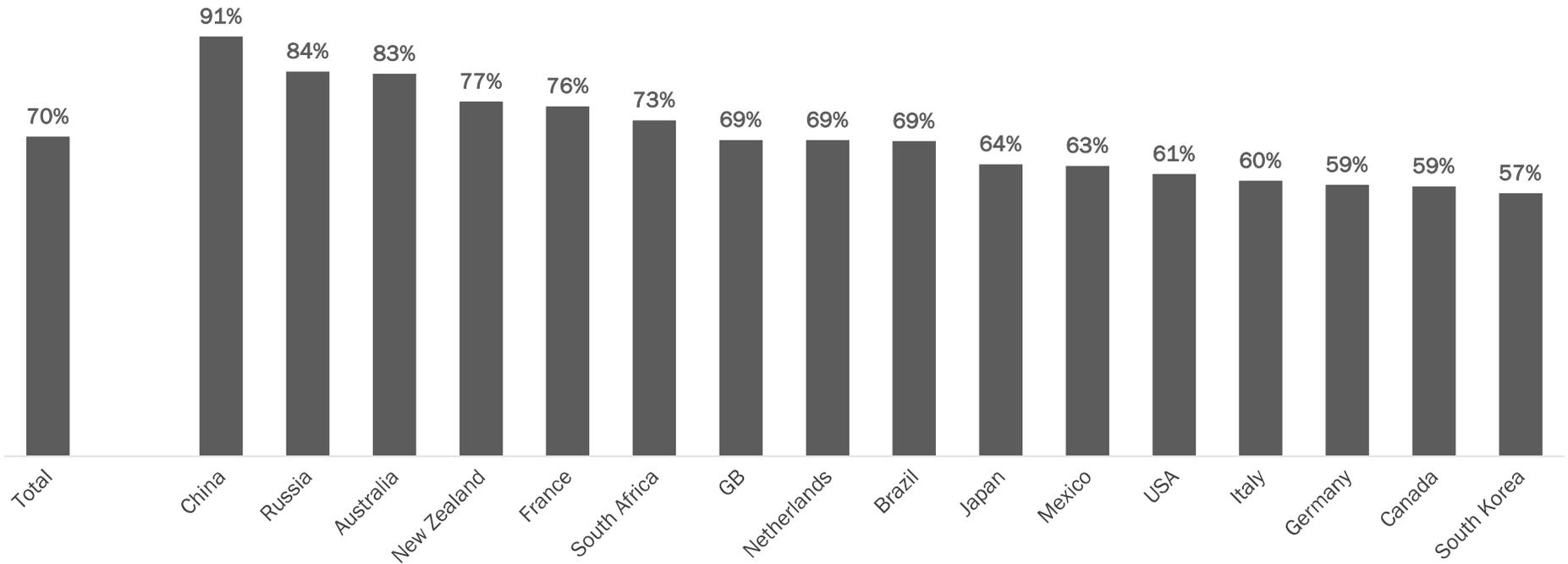
Q11. In Olympic venues, during the Olympic Games, how appropriate do you think it is for athletes to have an opportunity to demonstrate or to express their individual views on political issues and other topics, in the following places? [Respondents use a scale from 1 to 5, where 1 means "Not at all appropriate" and 5 means "Very appropriate".]

Base: All Respondents, Total n=3,547; n>40 per NOC

# 'Not Appropriate' (1 or 2 out of 5) for athletes to have an opportunity to demonstrate or to express their individual views on political issues and other topics at 'The Opening Ceremony'

## Results reported by NOC

[for NOCs with a base greater than n=40 Athletes]



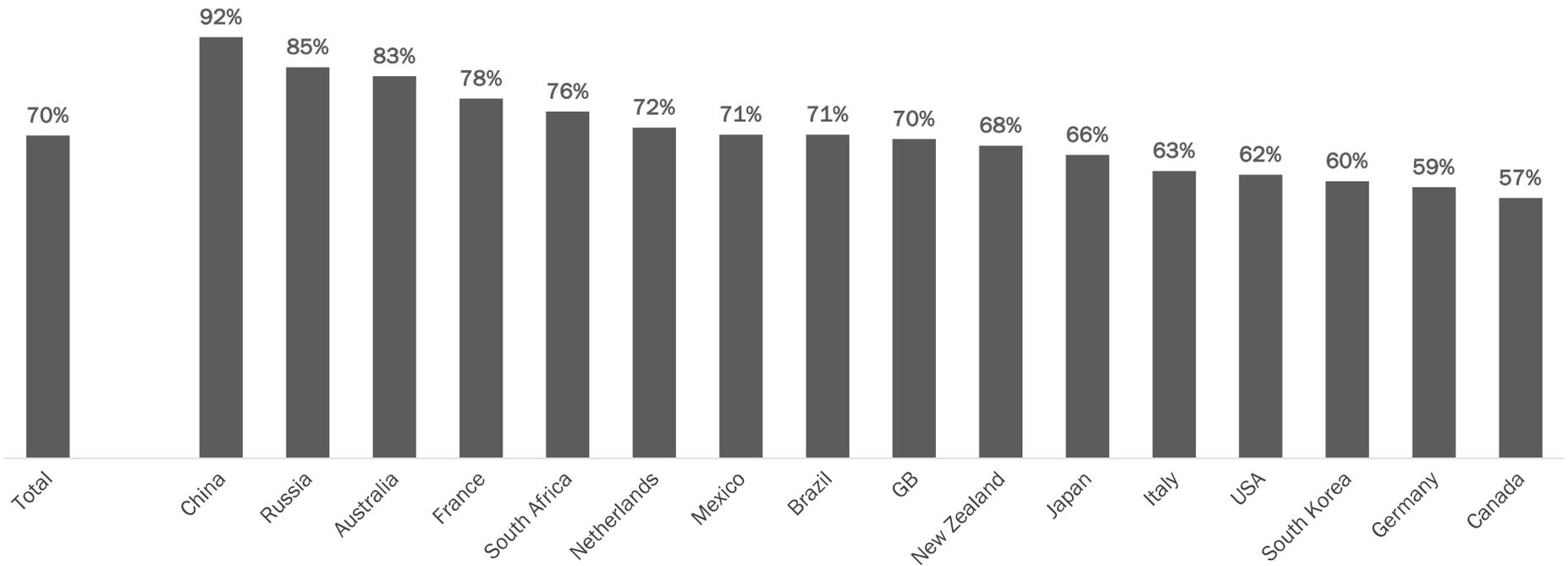
Q11. In Olympic venues, during the Olympic Games, how appropriate do you think it is for athletes to have an opportunity to demonstrate or to express their individual views on political issues and other topics, in the following places? [Respondents use a scale from 1 to 5, where 1 means "Not at all appropriate" and 5 means "Very appropriate".]

Base: All Respondents, Total n=3,547; n>40 per NOC

# 'Not Appropriate' (1 or 2 out of 5) for athletes to have an opportunity to demonstrate or to express their individual views on political issues and other topics on 'The Field of Play'

## Results reported by NOC

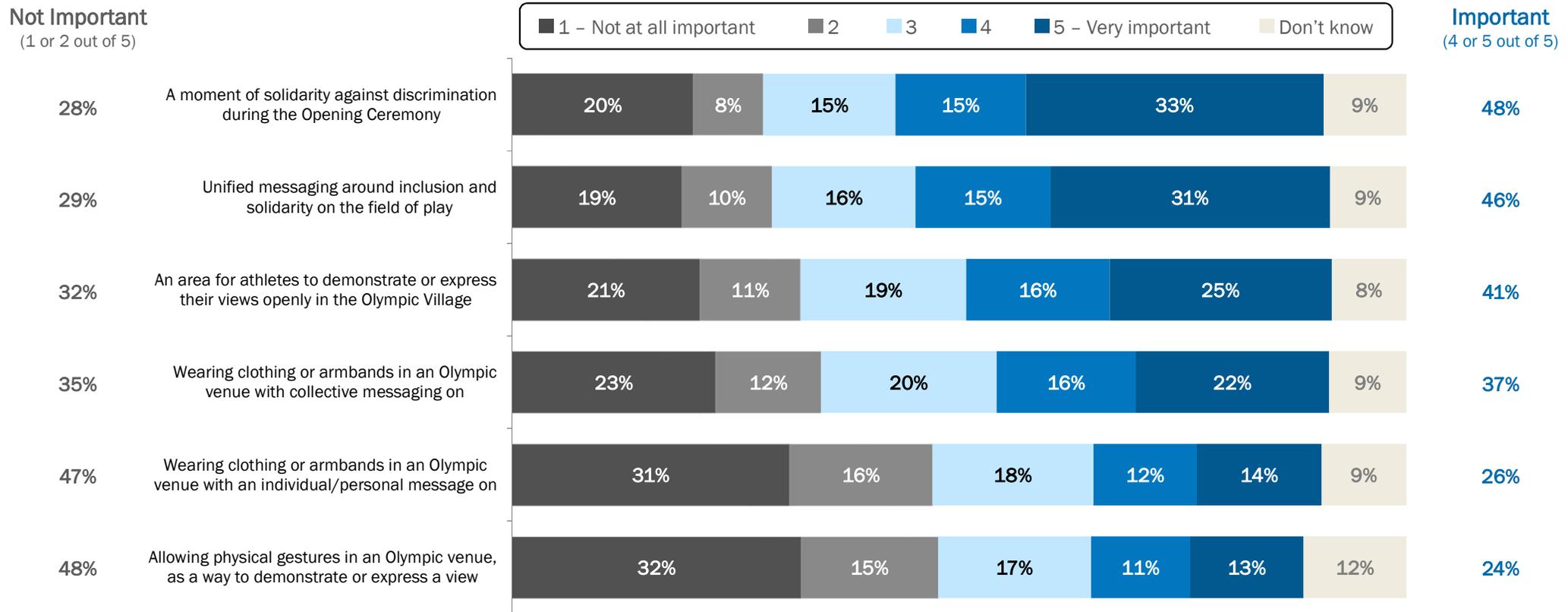
[for NOCs with a base greater than n=40 Athletes]



Q11. In Olympic venues, during the Olympic Games, how appropriate do you think it is for athletes to have an opportunity to demonstrate or to express their individual views on political issues and other topics, in the following places? [Respondents use a scale from 1 to 5, where 1 means "Not at all appropriate" and 5 means "Very appropriate".]

Base: All Respondents, Total n=3,547; n>40 per NOC

**Introducing ‘a moment of solidarity during the Opening Ceremony’ and having ‘unified messaging on the field of play’, are most likely to be deemed important new ways to give athletes further opportunity to demonstrate or express their views during the Olympic Games.**



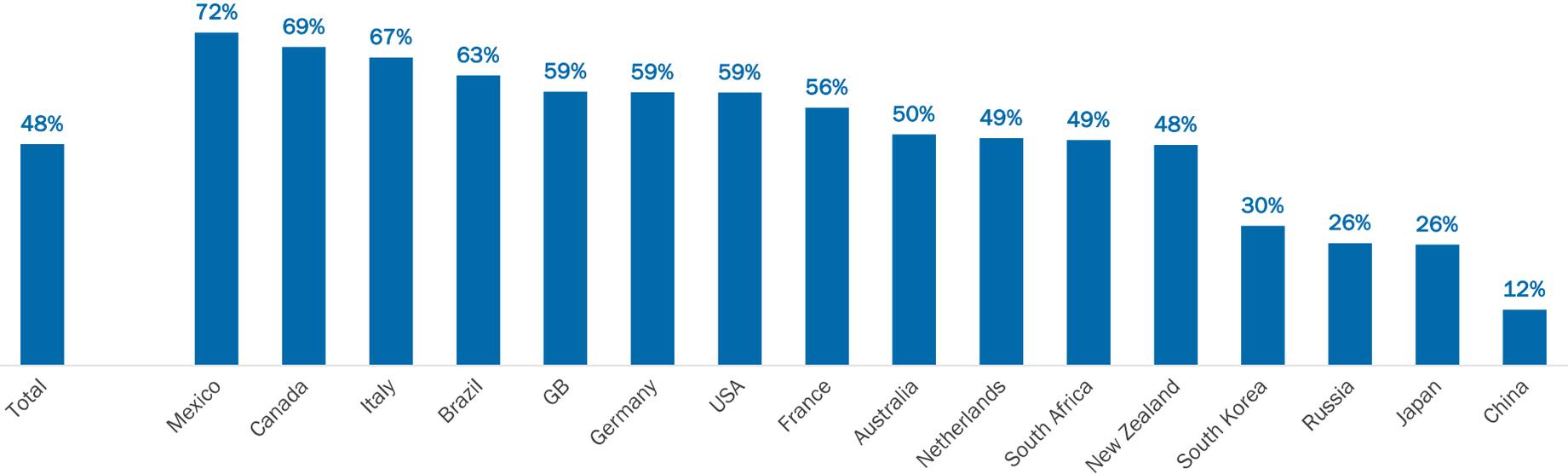
Q12. How important do you think it is that the following new ways are introduced to give athletes further opportunity to demonstrate or express their views during the Olympic Games?  
 [Respondents use a scale from 1 to 5, where 1 means "Not at all important" and 5 means "Very important".]

Base: All Respondents, n=3,547

**'Important'** (4 or 5 out of 5) for athletes to have this new way introduced to give further opportunity to demonstrate or express their views: **'A moment of solidarity against discrimination during the Opening Ceremony'**

**Results reported by NOC**

[for NOCs with a base greater than n=40 Athletes]



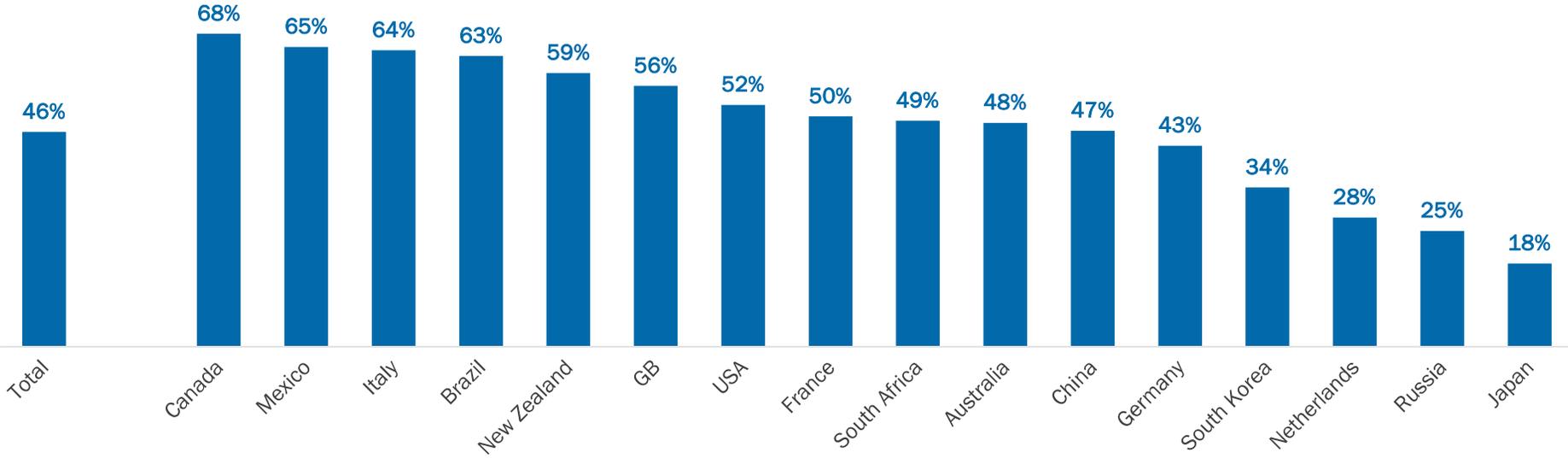
Q12. How important do you think it is that the following new ways are introduced to give athletes further opportunity to demonstrate or express their views during the Olympic Games?  
 [Respondents use a scale from 1 to 5, where 1 means "Not at all important" and 5 means "Very important".]

Base: All Respondents, Total n=3,547; n>40 per NOC

**'Important'** (4 or 5 out of 5) for athletes to have this new way introduced to give further opportunity to demonstrate or express their views: **'Unified messaging around inclusion and solidarity on the field of play'**

**Results reported by NOC**

[for NOCs with a base greater than n=40 Athletes]



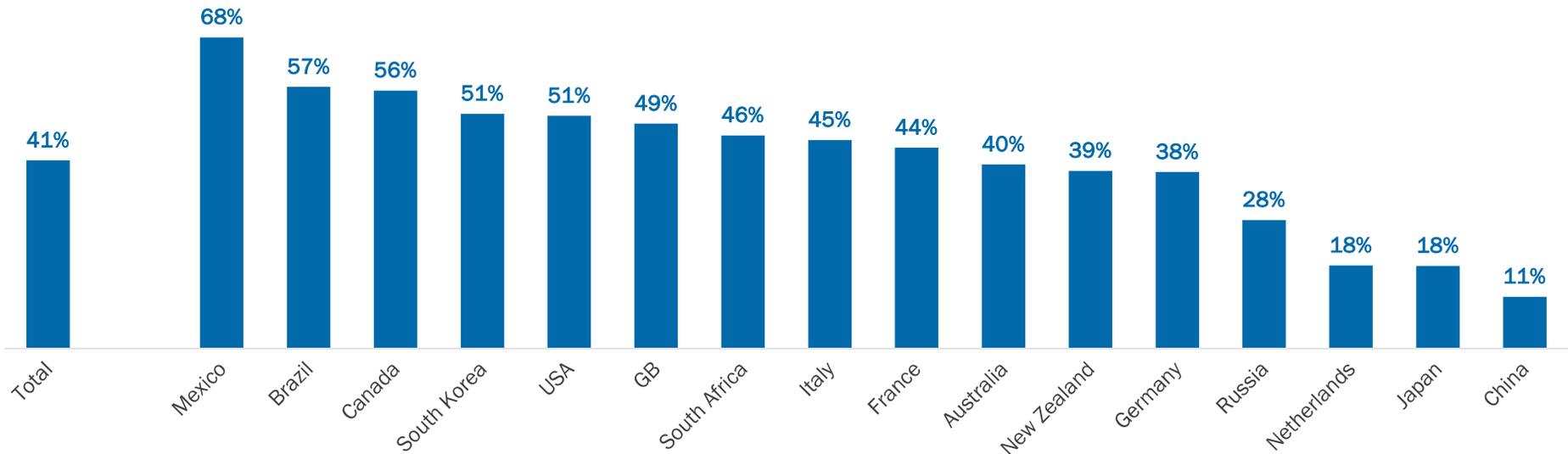
Q12. How important do you think it is that the following new ways are introduced to give athletes further opportunity to demonstrate or express their views during the Olympic Games?  
 [Respondents use a scale from 1 to 5, where 1 means "Not at all important" and 5 means "Very important".]

Base: All Respondents, Total n=3,547; n>40 per NOC

**‘Important’ (4 or 5 out of 5) for athletes to have this new way introduced to give further opportunity to demonstrate or express their views: ‘An area for athletes to demonstrate or express their views openly in the Olympic Village’**

**Results reported by NOC**

[for NOCs with a base greater than n=40 Athletes]



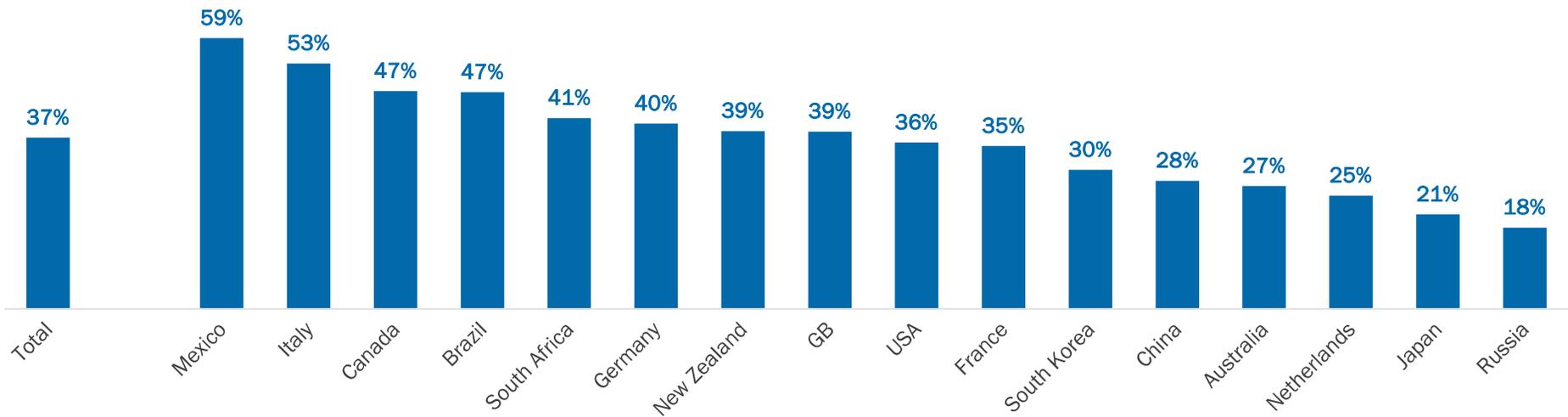
Q12. How important do you think it is that the following new ways are introduced to give athletes further opportunity to demonstrate or express their views during the Olympic Games?  
 [Respondents use a scale from 1 to 5, where 1 means “Not at all important” and 5 means “Very important”.]

Base: All Respondents, Total n=3,547; n>40 per NOC

**‘Important’ (4 or 5 out of 5) for athletes to have this new way introduced to give further opportunity to demonstrate or express their views: ‘Wearing clothing or armbands in an Olympic venue with collective messaging on’**

**Results reported by NOC**

[for NOCs with a base greater than n=40 Athletes]



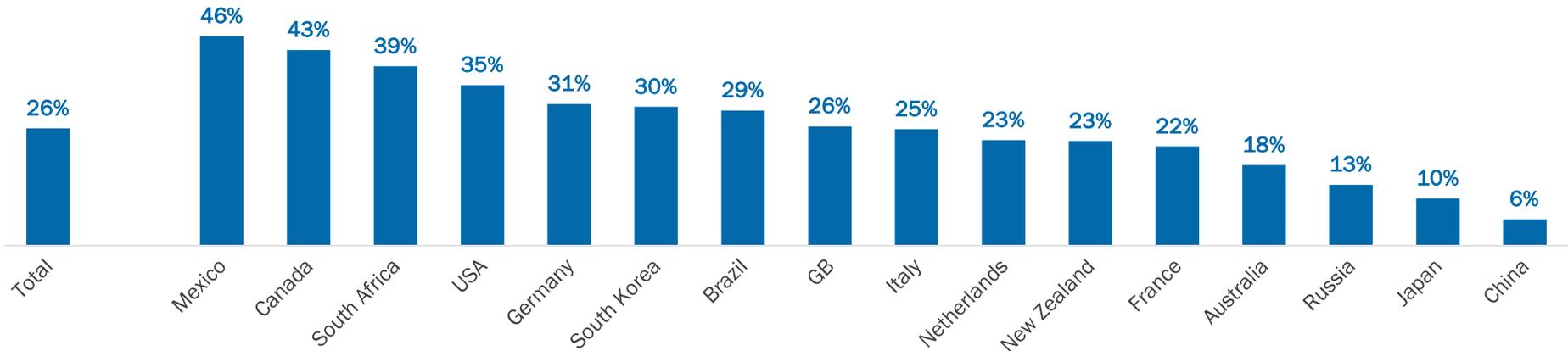
Q12. How important do you think it is that the following new ways are introduced to give athletes further opportunity to demonstrate or express their views during the Olympic Games?  
 [Respondents use a scale from 1 to 5, where 1 means “Not at all important” and 5 means “Very important”.]

Base: All Respondents, Total n=3,547; n>40 per NOC

**'Important'** (4 or 5 out of 5) for athletes to have this new way introduced to give further opportunity to demonstrate or express their views: **'Wearing clothing or armbands in an Olympic venue with an individual/personal message on'**

### Results reported by NOC

[for NOCs with a base greater than n=40 Athletes]



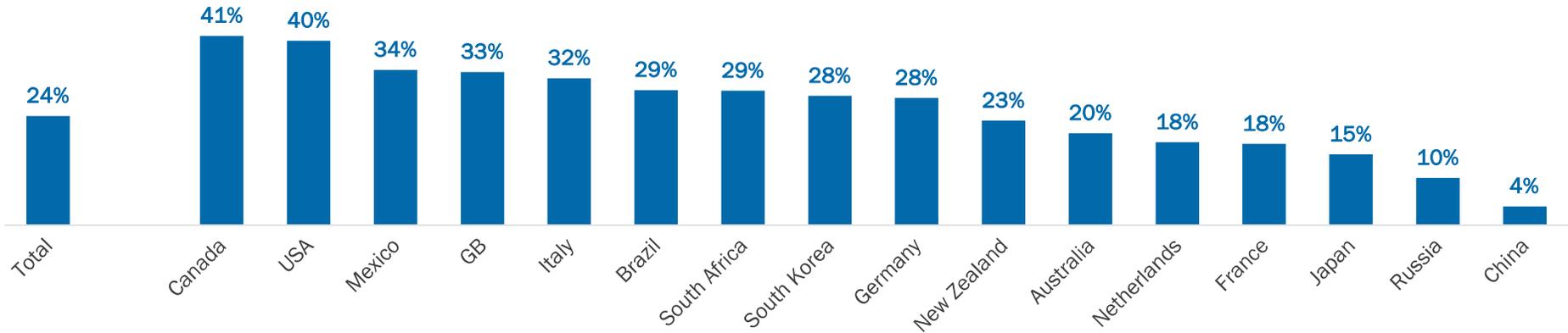
Q12. How important do you think it is that the following new ways are introduced to give athletes further opportunity to demonstrate or express their views during the Olympic Games?  
 [Respondents use a scale from 1 to 5, where 1 means "Not at all important" and 5 means "Very important".]

Base: All Respondents, Total n=3,547; n>40 per NOC

**‘Important’ (4 or 5 out of 5) for athletes to have this new way introduced to give further opportunity to demonstrate or express their views: ‘Allowing physical gestures in an Olympic venue, as a way to demonstrate or express a view’**

**Results reported by NOC**

[for NOCs with a base greater than n=40 Athletes]



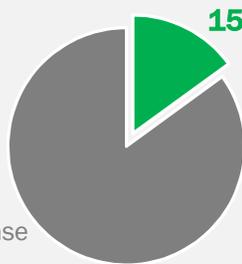
Q12. How important do you think it is that the following new ways are introduced to give athletes further opportunity to demonstrate or express their views during the Olympic Games?  
 [Respondents use a scale from 1 to 5, where 1 means "Not at all important" and 5 means "Very important".]

Base: All Respondents, Total n=3,547; n>40 per NOC

When asked, unprompted, to put forward other new ways for athletes to demonstrate or express their views during the Olympic Games, one-fifth of those giving a response took the opportunity to state that the Olympic Games ‘should not be a political forum’. Otherwise, ‘on social networks’ was the most common suggestion.

**IMPORTANT NOTE:**

- Athletes were **initially** asked to rate the importance of introducing **specified** new ways to give athletes further opportunity to demonstrate or express their views during the Olympic Games (**reported on page 18**).
- As a follow-up, athletes were **then** asked, **unprompted**, if they could think of any other new ways (**results reported here**, in the chart on the right).
- Just **15%** of the total sample gave an unprompted response.

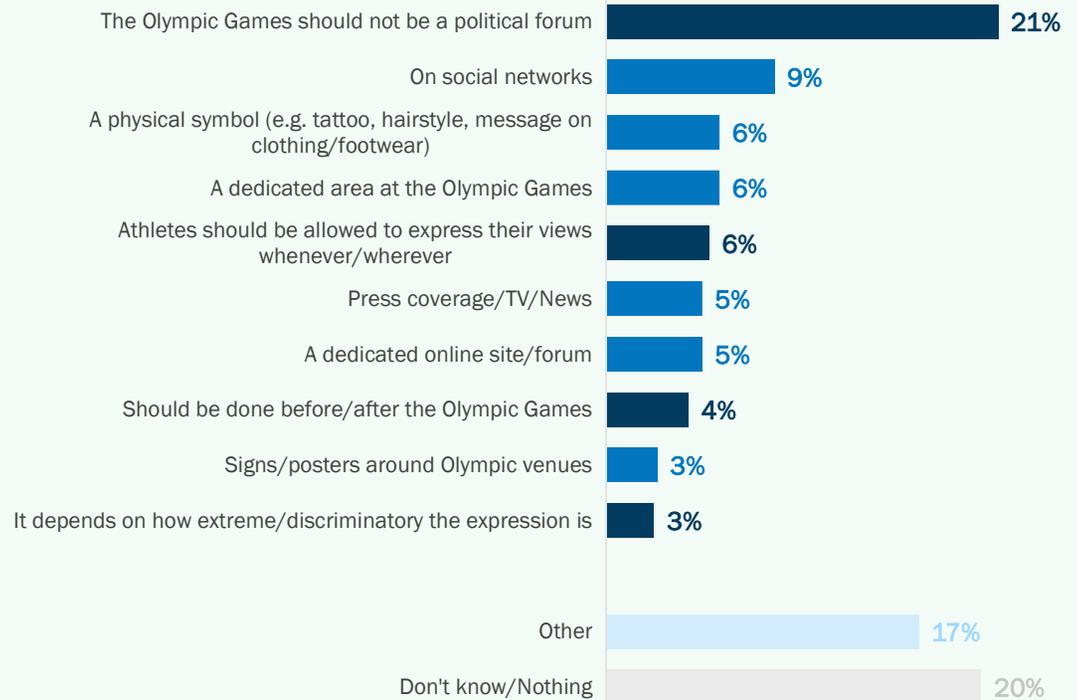


15% gave a response

85% did not give a response

- The **539** unprompted responses fell into **two categories**:
  - **An answer in the form of an opinion about athletes demonstrating/expressing views**
  - **An answer that is a direct response to the question asked i.e. the respondent puts forward another ‘new way’**

**Top 10 responses reported (based ONLY on those giving a response)**

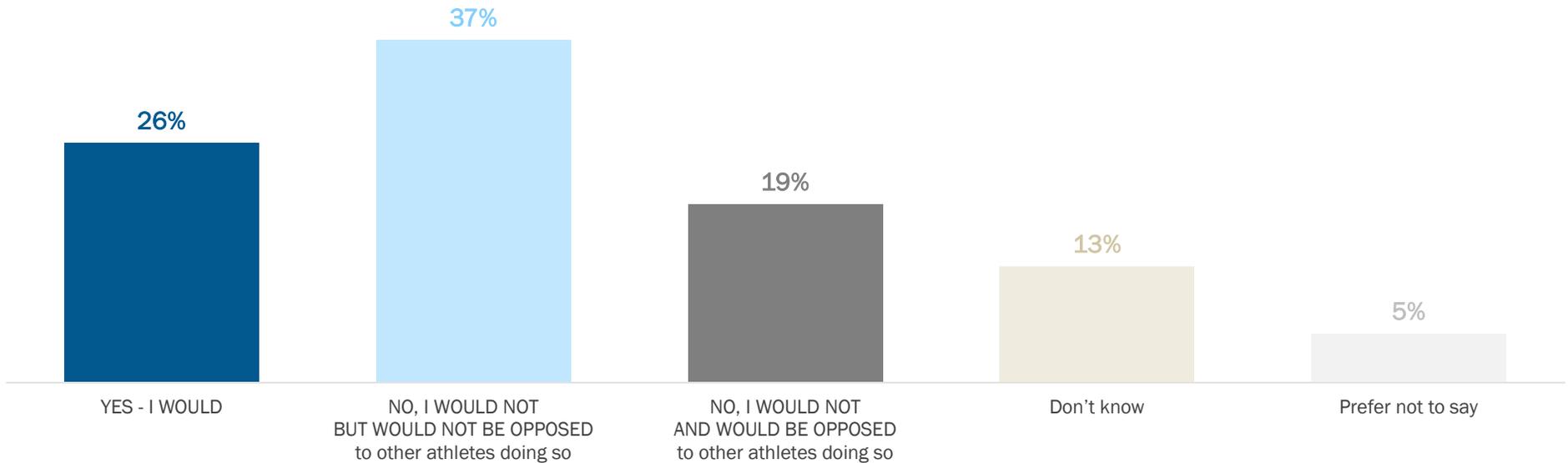


Q12 (follow-up open-ended question). Can you think of any other new ways to give athletes further opportunities to demonstrate or express their views during the Olympic Games?

Base: All Respondents who answered the open-ended question, n=539

A quarter of athletes would demonstrate or express their views in one or more of the ways outlined\*.  
 A further 37% would not do so, but would not be opposed to other athletes doing so.  
 One-fifth would not do so and would be opposed to others doing so.

'Would you demonstrate or express your views during the Olympic Games in one or more of the ways you have just been shown\*?'

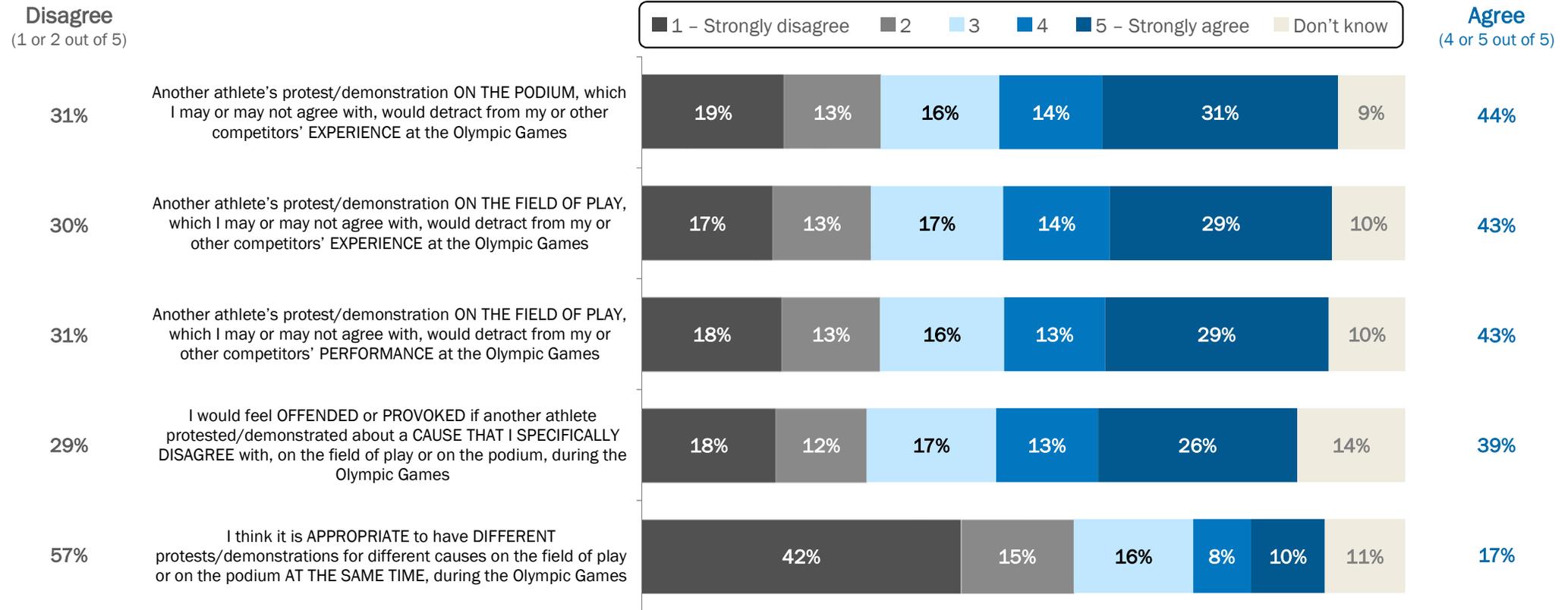


Q13. Would you demonstrate or express your views during the Olympic Games in one or more of the ways you have just been shown?

\*Ways just shown: 'A moment of solidarity against discrimination during the Opening Ceremony'; 'An area for athletes to demonstrate or express their views openly in the Olympic Village'; 'Unified messaging around inclusion and solidarity on the field of play'; 'Wearing clothing or armbands in an Olympic venue with collective messaging on'; 'Wearing clothing or armbands in an Olympic venue with an individual/personal message on'; 'Allowing physical gestures in an Olympic venue, as a way to demonstrate or express a view'

Base: All Respondents, n=3,547

**17% think ‘it’s appropriate to have different protests/demonstrations for different causes on the field of play or on the podium at the same time, during the Olympic Games’. While, over 40% think other athletes’ actions on the podium or field of play would detract from their experience/performance.**

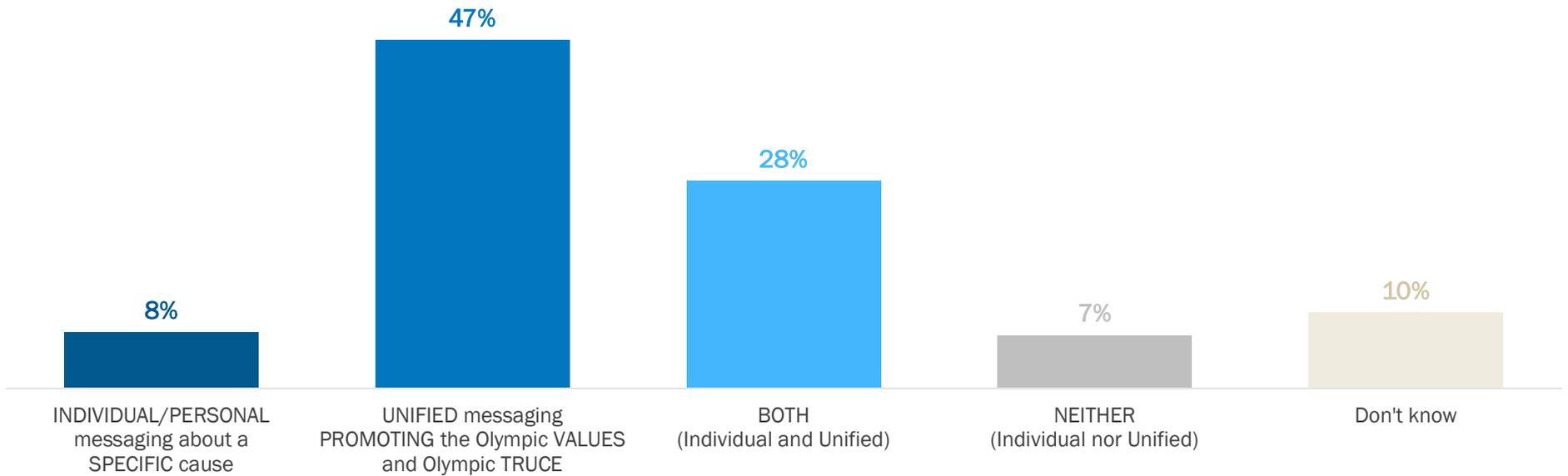


Q14. How much do you agree or disagree with each of the following statements?  
[Respondents use a scale from 1 to 5, where 1 means "Strongly disagree" and 5 means "Strongly agree".]

Base: All Respondents, n=3,547

**‘Unified messaging promoting the Olympic values and Olympic Truce’ is the preference for nearly half of athletes to demonstrate or express their views, rather than via ‘Individual/personal messaging about a specific cause’, or ‘Both’ of these.**

### Athletes’ preference for demonstrating or expressing their views during the Olympic Games



Q15. During the Olympic Games, would you prefer to be able to demonstrate or express your views through individual/personal messaging about a specific cause or would you prefer to be part of a unified message promoting the Olympic values of excellence, respect and friendship and the Olympic Truce?

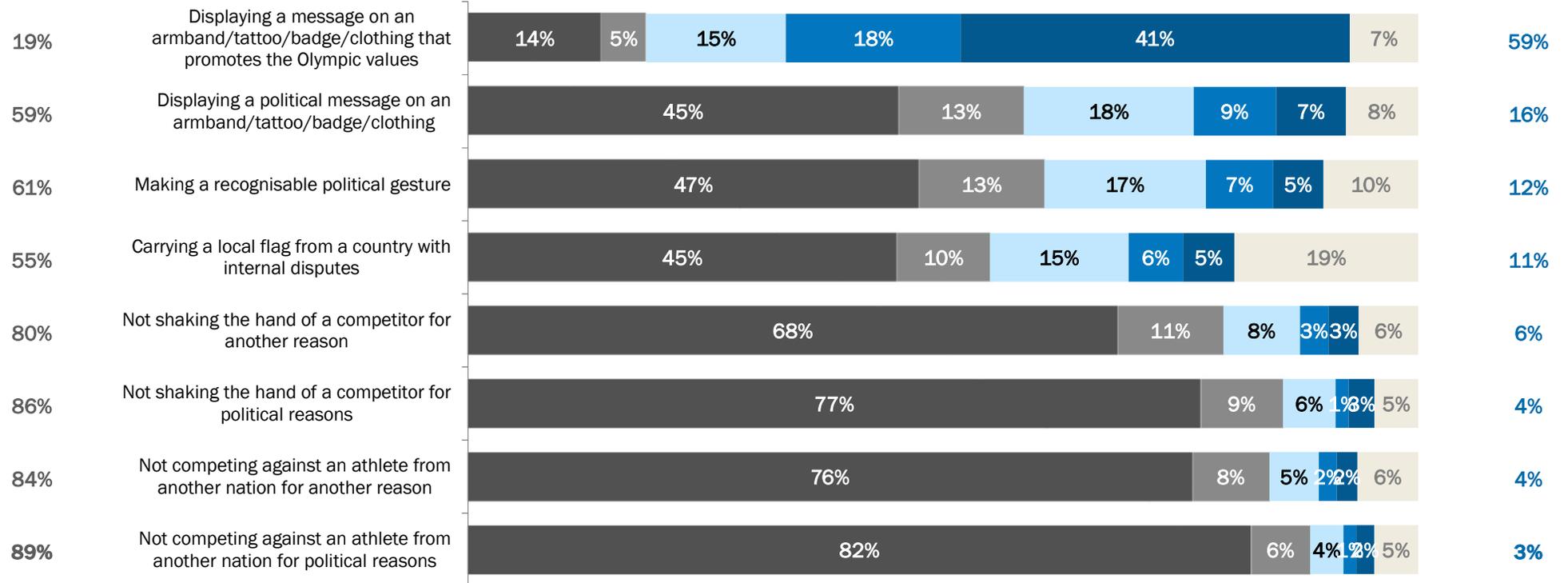
Base: All Respondents, n=3,547

Of the options put forward, 59% deemed ‘displaying a message on an armband/tattoo/badge/clothing that promotes the Olympic values’ to be an appropriate way for athletes to demonstrate or express their views. Not shaking hands with, or competing against, another athlete for political or other reasons are clearly deemed not appropriate.

**Not Appropriate**  
(1 or 2 out of 5)



**Appropriate**  
(4 or 5 out of 5)



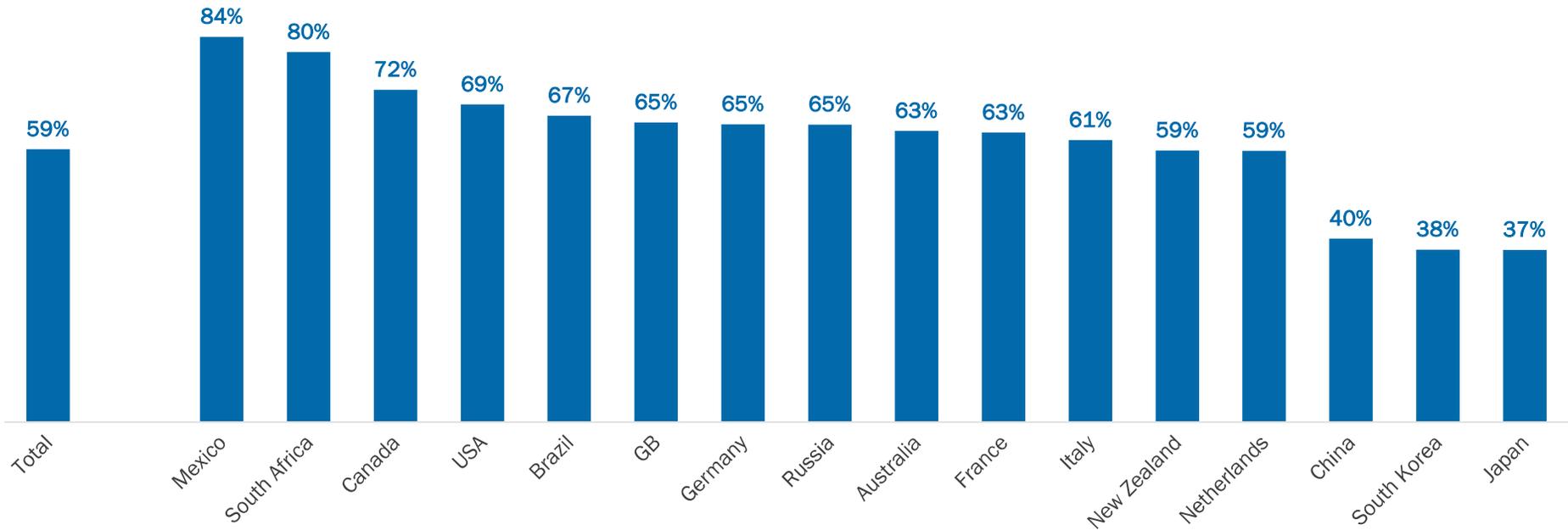
Q16. During the Olympic Games, how appropriate do you think each of the following ways of demonstrating or expressing a view are?  
[Respondents use a scale from 1 to 5, where 1 means "Not at all appropriate" and 5 means "Very appropriate".]

Base: All Respondents, n=3,547

An **‘Appropriate’** (4 or 5 out of 5) way of demonstrating or expressing a view during the Olympic Games:  
**‘Displaying a message on an armband/tattoo/badge/clothing that promotes the Olympic values’**

**Results reported by NOC**

[for NOCs with a base greater than n=40 Athletes]



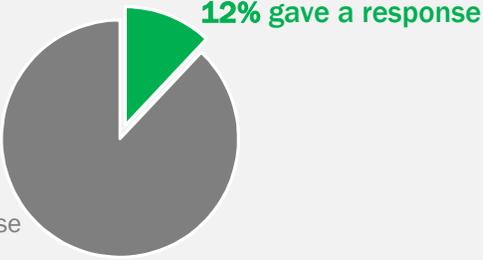
Q16. During the Olympic Games, how appropriate do you think each of the following ways of demonstrating or expressing a view are?  
 [Respondents use a scale from 1 to 5, where 1 means “Not at all appropriate” and 5 means “Very appropriate”.]

Base: All Respondents, Total n=3,547; n>40 per NOC

When asked, unprompted, to identify other ways of demonstrating or expressing views that should/should not be allowed during the Olympic Games, a quarter of those giving a response stated that ‘demonstrations should not be a part of the Olympic Games’. Otherwise, ‘anything showing racial/political discrimination’ was the most common action that athletes thought should not be allowed.

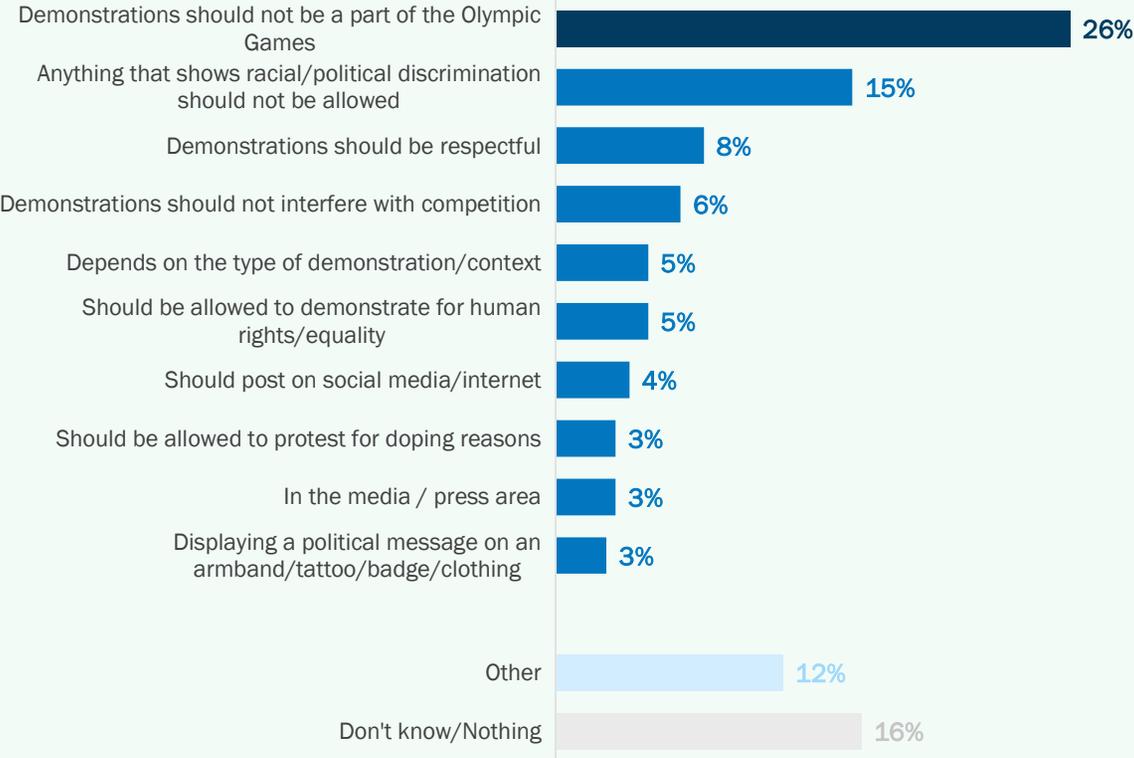
**IMPORTANT NOTE:**

- Athletes were **initially** asked to rate the appropriateness of **specified** ways in which athletes could demonstrate or express their views (**reported on page 29**).
- As a follow-up, athletes were **then** asked, **unprompted**, if they could think of any other new ways that should/should not be allowed during the Olympic Games (**results reported here**, in the chart on the right).
- Just **12%** of the total sample gave an unprompted response.



- The **425** unprompted responses fell into **two categories**:
  - **An answer in the form of an opinion about athletes demonstrating/expressing views**
  - **An answer that is a direct response to the question asked i.e. the respondent puts forward another way**

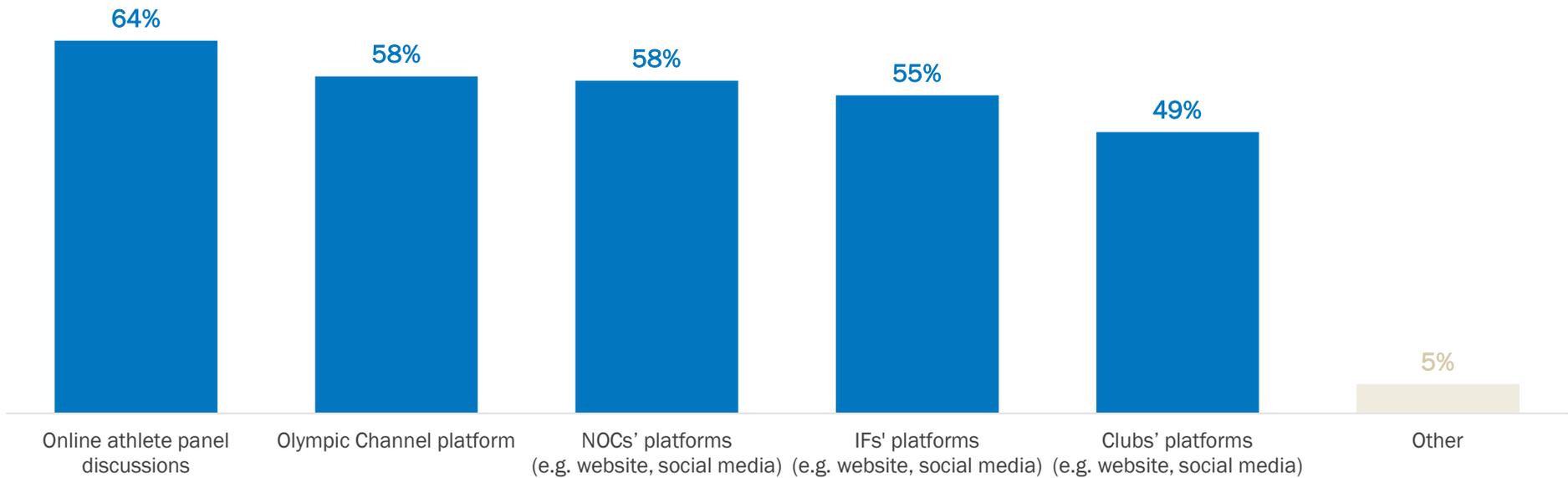
**Top 10 responses reported (based ONLY on those giving a response)**



Q16 (follow-up open-ended question). Give details of any other ways of demonstrating or expressing a view that you believe should/should not be allowed during the Olympic Games.

Athletes seem to be open to a variety of online platforms, provided by sporting organisations, to help them demonstrate or express their views, with 'online athlete panel discussions' marginally the most popular.

% "Yes"



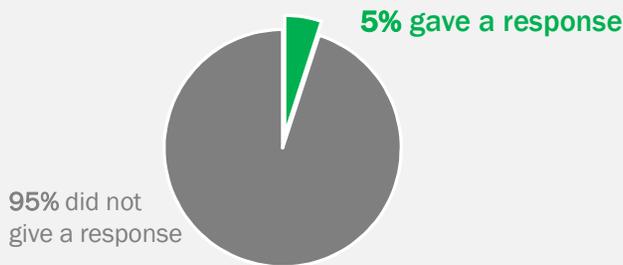
Q17. What online platforms or opportunities would you like sporting organisations to provide you with before, during or after the Olympic Games to demonstrate or express your views?  
[Respondents are required to answer "Yes", "No" or "Don't know" for each option.]

Base: All Respondents, n=3,547

When specifying, unprompted, other online platforms or opportunities that they would like sporting organisations to provide, a fifth of athletes giving a response took the opportunity to state ‘the Olympic Games is not a place for expressing views’. Otherwise, a general suggestion of ‘social media’ was the most common response.

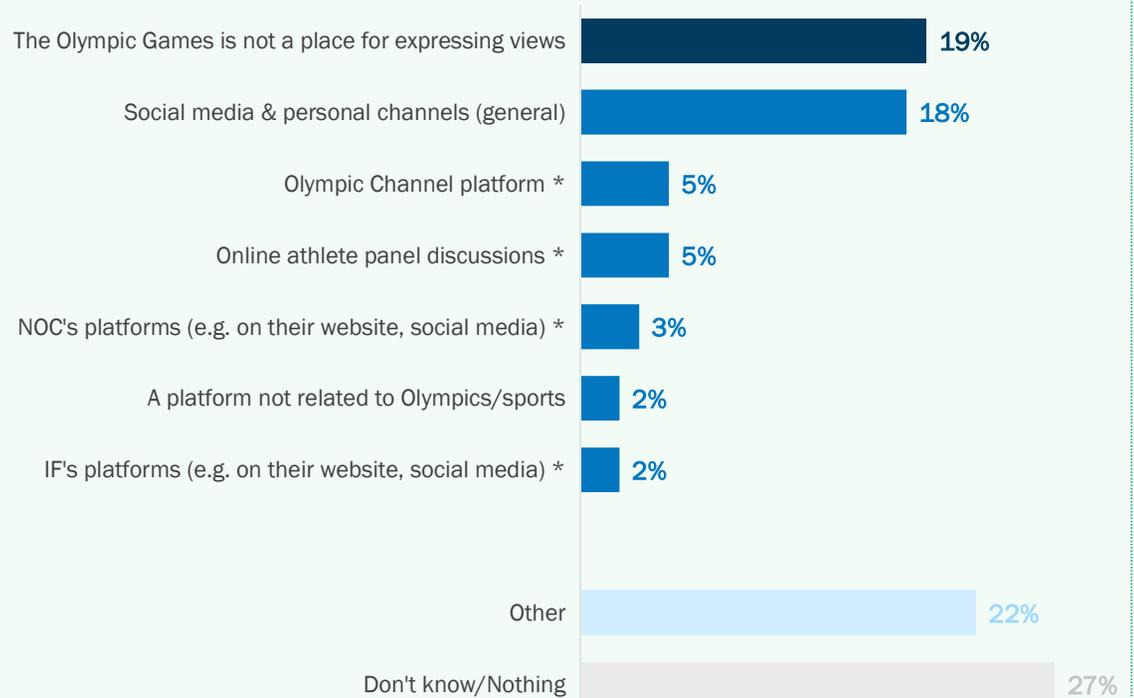
**IMPORTANT NOTE:**

- Athletes were **initially** asked to select, from a list, the online platforms or opportunities they would like sporting organisations to provide before, during or after the Olympic Games to demonstrate or express their views (**reported in preceding slide**).
- An ‘Other, please specify’ option was included in the list, whereby athletes could state, **unprompted**, any other online platforms or opportunities they would like sporting organisations to provide (**results reported here**, in the chart on the right).
- Just **5%** of the total sample gave an unprompted response.



- The **181** unprompted responses fell into **two categories**:
  - **An answer in the form of an opinion about athletes demonstrating/expressing views**
  - **An answer that is a direct response to the question asked i.e. the respondent puts forward another platform/opportunity**

**‘Other, please specify’ responses reported (based ONLY on those giving a response)**



\* Denotes where a response to the unprompted ‘Other, please specify’ option was in line with one of the options listed in the main question.

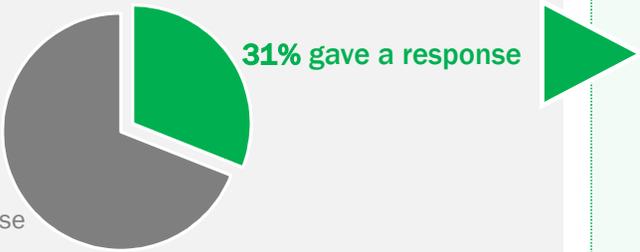
Q17 (‘Other, please specify’). What online platforms or opportunities would you like sporting organisations to provide you with before, during or after the Olympic Games to demonstrate or express your views?

Base: All Respondents who gave an ‘other, please specify’ response, n=181

When asked to put forward how Games-Time protests and demonstrations can be kept in line with the Olympic values, a fifth of athletes giving a response took the opportunity to state that ‘protests/demonstrations should not be allowed at the Olympic Games’. Otherwise, ‘setting clear guidelines that are enforced uniformly’ and ‘showing respect for other athletes’ are the most common suggestions.

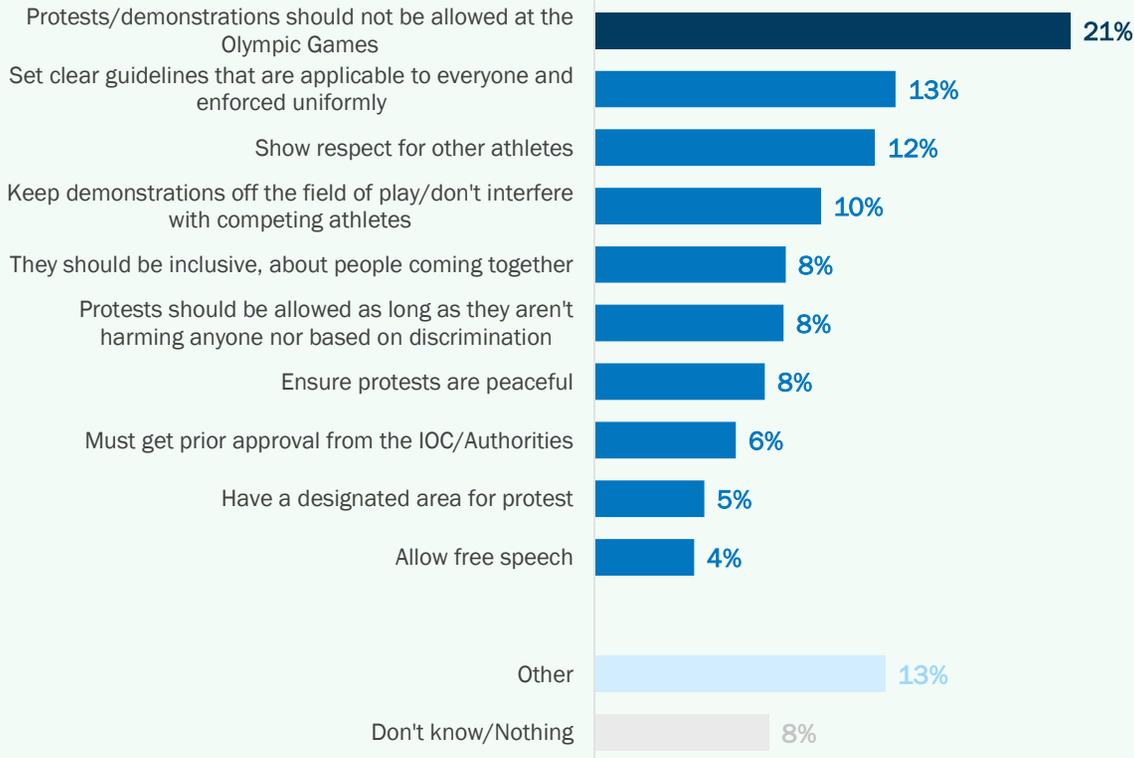
**IMPORTANT NOTE:**

- Athletes were asked, **unprompted**, if they could suggest how any protests or demonstrations that are organised during the Olympic Games are kept in line with the Olympic values of excellence, friendship and respect.
- The question was an **optional** one to answer, with **31%** of the total sample giving an unprompted response.



- The **1,085** unprompted responses fell into **two categories**:
  - An answer in the form of an opinion about athletes demonstrating/expressing views
  - An answer that is a direct response to the question asked i.e. the respondent puts forward a suggestion

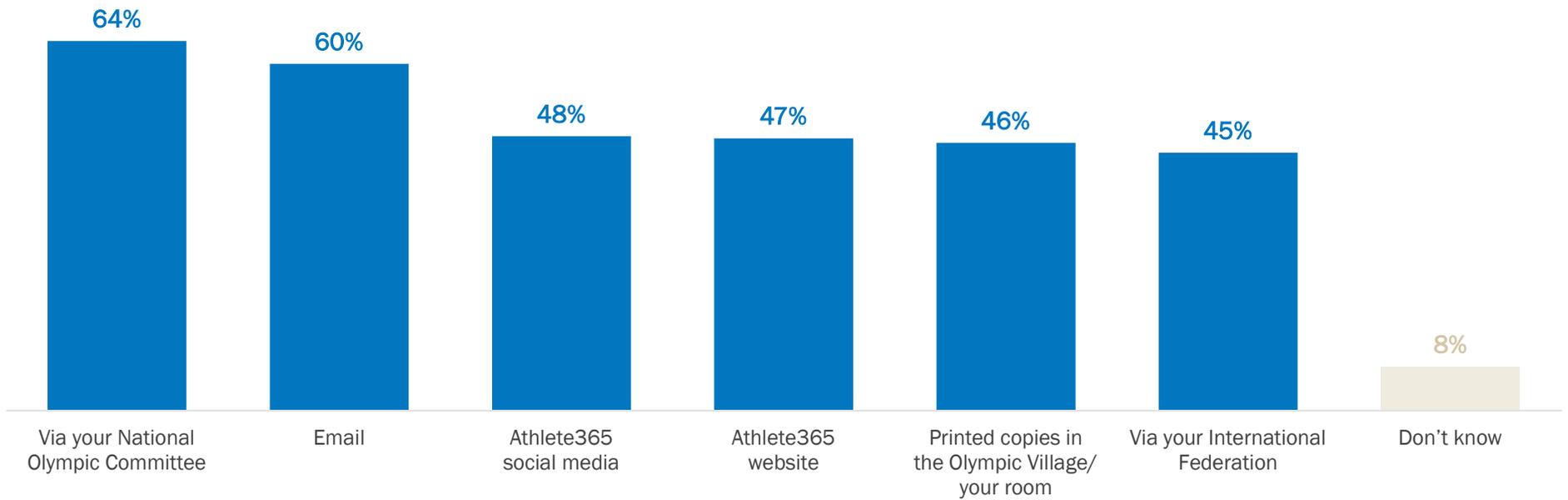
**Top 10 responses reported (based ONLY on those giving a response)**



Q18 (optional open-ended question). How would you suggest that any protests or demonstrations that are organised during the Olympic Games are kept in line with the Olympic values of excellence, respect and friendship?

Base: All Respondents who answered the open-ended question, n=1,085

# A variety of ways are deemed suitable to communicate various guidelines, including Rule 50, to athletes.



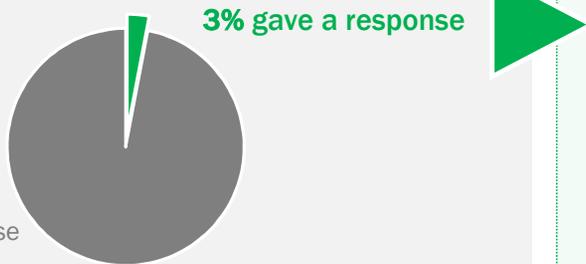
Q19. What do you think are the best ways to communicate various guidelines, including Rule 50, to athletes?

Base: All Respondents, n=3,547

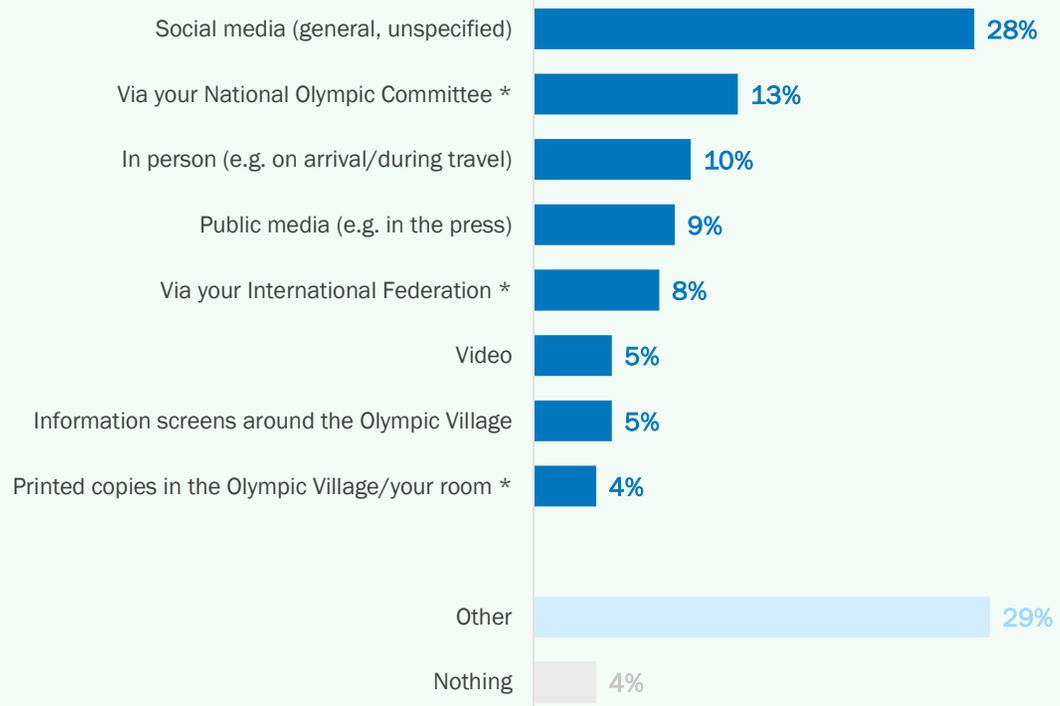
'Social media (general)' is clearly cited, by athletes giving a response, as the most popular 'other' way to communicate with athletes, with 'in person', 'video' and 'information screens in the Village' other new suggestions.

**IMPORTANT NOTE:**

- Athletes were **initially** asked to select, from a list, the ways that they thought were best to communicate various guidelines to athletes (**reported in preceding slide**).
- An 'Other, please specify' option was included in the list, whereby athletes could state, **unprompted, any other ways to communicate** various guidelines with athletes (**results reported here**, in the chart on the right).
- Just **3%** of the total sample gave an unprompted response.



**'Other, please specify' responses reported (based ONLY on those giving a response)**



\* Denotes where a response to the unprompted 'Other, please specify' option was in line with one of the options listed in the main question.

Q19 ('Other, please specify'). What do you think are the best ways to communicate various guidelines, including Rule 50, to athletes?

Base: All Respondents who gave an 'other, please specify' response, n=98

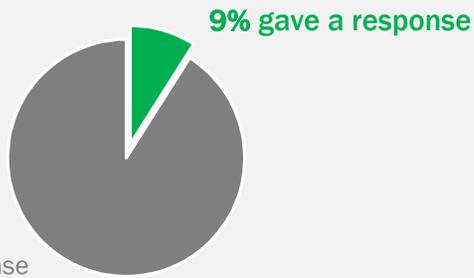
# APPENDIX

# Additional Question

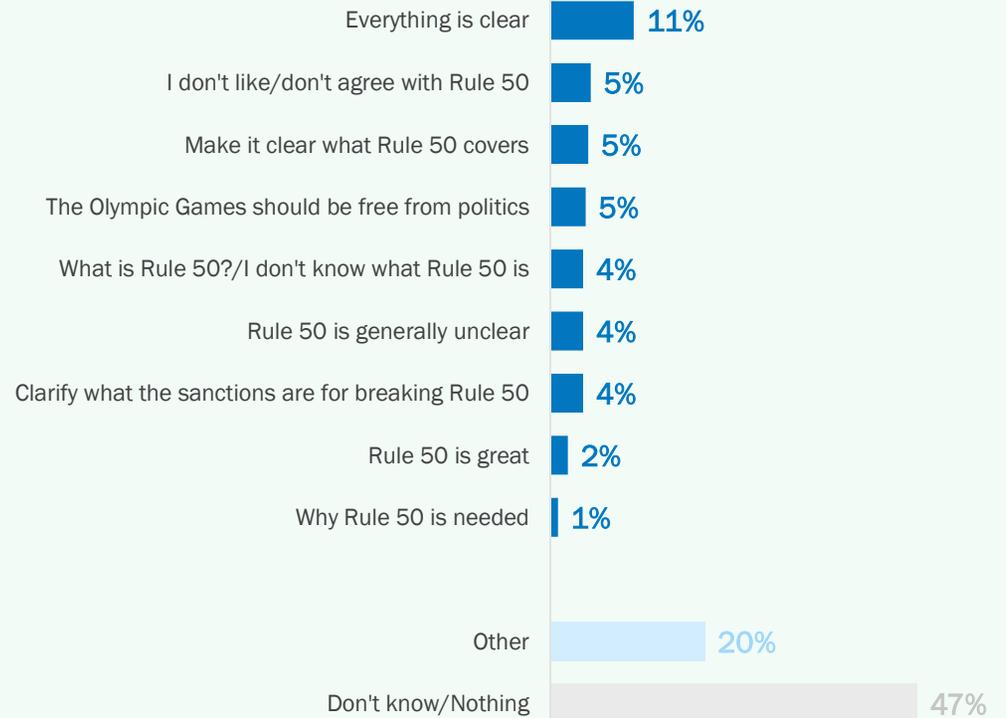
When asked if there were any areas of Rule 50 and the IOC Guidelines that they would like clarification on, athletes who gave a response were most likely to cite ‘what it covers’, ‘what it is’, ‘what the sanctions are for breaking it’ and ‘why it’s needed’.

**IMPORTANT NOTE:**

- Athletes were asked, **unprompted**, if there were any areas of Rule 50 and the IOC Guidelines that they would like clarification on.
- The question was an **optional** one to answer, with just **9%** of the total sample giving an unprompted response.



**All responses reported (based ONLY on those giving a response)**



Q20 (optional open-ended question). Are there any areas of Rule 50 and the IOC Guidelines on which you would like clarification? If so, please write them in below.

Base: All Respondents who answered the open-ended question, n=309

# NOC Overviews

[Only NOCs with a sample greater than N=60 are reported here]

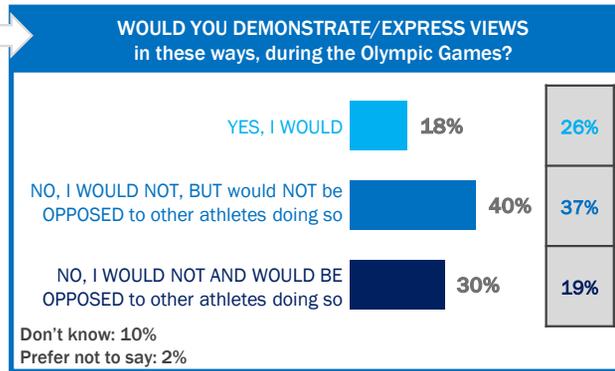


# AUSTRALIA

SAMPLE PROFILE (Base size n=120)			
<b>Gender</b>	<b>Athlete Type</b>	<b>Age</b>	<b>Top 5 Sports</b>
Male: 44%	Olympian: 83%	16-24: 3%	Aquatics: 21%
Female: 54%	Current Elite Athlete: 12%	25-34: 27%	Hockey: 7%
	Retired Elite Athlete: 5%	35-44: 25%	Cycling: 6%
			Rowing: 9%

\* Data in grey boxes signifies the average score across all respondents

IMPORTANCE of INTRODUCING NEW OPPORTUNITIES (% "important", 4-5/5)		
A moment of solidarity against discrimination during the Opening Ceremony	50%	48%
Unified messaging around inclusion and solidarity on the field of play	48%	46%
An area for athletes to demonstrate or express their views openly in the Olympic Village	40%	41%
Wearing clothing or armbands in an Olympic venue with <b>collective</b> messaging on	27%	37%
Allowing physical gestures in an Olympic venue, as a way to demonstrate or express a view	20%	24%
Wearing clothing or armbands in an Olympic venue with an <b>individual/personal</b> message on	18%	26%



APPROPRIATENESS of PLACES to express or demonstrate views (% "appropriate", 4-5/5)		
In the media	40%	42%
Mixed Zone	34%	36%
Press Conferences	33%	38%
Olympic Village	27%	28%
Opening Ceremony	10%	14%
The podium	8%	16%
Field of Play	5%	14%

APPROPRIATENESS of WAYS to express or demonstrate views (% "appropriate", 4-5/5)		
Displaying a message on an armband/tattoo/badge/clothing that promotes the Olympic values	63%	59%
Displaying a political message on armband/tattoo/badge/clothing	14%	16%
Carrying a local flag from a country with internal disputes	13%	11%
Making a recognisable political gesture	11%	12%
Not shaking competitor's hand for another reason	10%	6%
Not competing against an athlete from another nation for another reason	6%	4%
Not shaking a competitor's hand for political reasons	4%	4%
Not competing against an athlete from another nation for political reasons	2%	3%

ATTITUDES TOWARDS Athletes' protests/demonstrations (% "agree", 4-5/5)		
Another athlete's protest/demonstration on the <b>field of play</b> , which I may or may not agree with, would detract from my or other competitors' <b>performance</b> at the Olympic Games	63%	43%
Another athlete's protest/demonstration on the <b>field of play</b> , which I may or may not agree with, would detract from my or other competitors' <b>experience</b> at the Olympic Games	63%	43%
Another athlete's protest/demonstration on the <b>podium</b> , which I may or may not agree with, would detract from my or other competitors' experience at the Olympic Games	58%	44%
I would feel offended or provoked if another athlete protested/demonstrated about a cause that I specifically disagree with, on the field of play or on the podium, during the Olympic Games	55%	39%
I think it is appropriate to have different protests/ demonstrations for different causes on the field of play or on the podium at the same time, during the Olympic Games	14%	17%

ONLINE PLATFORMS or OPPORTUNITIES desired to express or demonstrate views		
Online athlete panel discussions	68%	64%
Olympic Channel	52%	58%
NOC Platforms	47%	58%
IF Platforms	45%	55%
Club's Platforms	40%	49%
Other	6%	5%



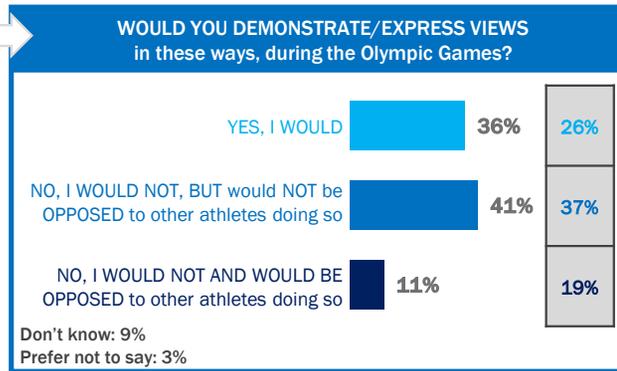
**SAMPLE PROFILE**  
(Base size n=148)

<p><b>Gender</b></p> <p>Male: 45%</p> <p>Female: 55%</p>	<p><b>Athlete Type</b></p> <p>Olympian: 71%</p> <p>Current Elite Athlete: 24%</p> <p>Retired Elite Athlete: 5%</p>	<p><b>Age</b></p> <p>16-24: 13%</p> <p>25-34: 35%</p> <p>35-44: 32%</p> <p>45-54: 12%</p> <p>55+: 8%</p>	<p><b>Top 5 Sports</b></p> <p>Aquatics: 13%</p> <p>Athletics: 11%</p> <p>Skiing/Snowboarding: 10%</p> <p>Skating: 7%</p> <p>Bobsleigh: 5%</p>
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\* Data in grey boxes signifies the average score across all respondents

**IMPORTANCE of INTRODUCING NEW OPPORTUNITIES**  
(% "important", 4-5/5)

A moment of solidarity against discrimination during the Opening Ceremony	69%	48%
Unified messaging around inclusion and solidarity on the field of play	68%	46%
An area for athletes to demonstrate or express their views openly in the Olympic Village	56%	41%
Wearing clothing or armbands in an Olympic venue with <b>collective</b> messaging on	47%	37%
Wearing clothing or armbands in an Olympic venue with an <b>individual/personal</b> message on	43%	26%
Allowing physical gestures in an Olympic venue, as a way to demonstrate or express a view	41%	24%



**APPROPRIATENESS of PLACES to express or demonstrate views** (% "appropriate", 4-5/5)

In the media	68%	42%
Mixed Zone	68%	36%
Press Conferences	68%	38%
Olympic Village	46%	28%
The podium	30%	16%
Opening Ceremony	26%	14%
Field of Play	26%	14%

**APPROPRIATENESS of WAYS to express or demonstrate views** (% "appropriate", 4-5/5)

Displaying a message on an armband/tattoo/badge/clothing that promotes the Olympic values	72%	59%
Displaying a political message on an armband/tattoo/badge/clothing	36%	16%
Making a recognisable political gesture	32%	12%
Carrying a local flag from a country with internal disputes	15%	11%
Not shaking the hand of a competitor for another reason	9%	6%
Not competing against an athlete from another nation for another reason	7%	4%
Not competing against an athlete from another nation for political reasons	6%	3%
Not shaking the hand of a competitor for political reasons	5%	4%

**ATTITUDES TOWARDS Athletes' protests/demonstrations**  
(% "agree", 4-5/5)

Another athlete's protest/demonstration on the <b>podium</b> , which I may or may not agree with, would detract from my or other competitors' <b>experience</b> at the Olympic Games	44%	44%
I would feel offended or provoked if another athlete protested/demonstrated about a cause that I specifically disagree with, on the field of play or on the podium, during the Olympic Games	40%	39%
Another athlete's protest/demonstration on the <b>field of play</b> , which I may or may not agree with, would detract from my or other competitors' <b>experience</b> at the Olympic Games	39%	43%
Another athlete's protest/demonstration on the <b>field of play</b> , which I may or may not agree with, would detract from my or other competitors' <b>performance</b> at the Olympic Games	35%	43%
I think it is appropriate to have different protests/demonstrations for different causes on the field of play or on the podium at the same time, during the Olympic Games	33%	17%

**ONLINE PLATFORMS or OPPORTUNITIES desired to express or demonstrate views**

Online athlete panel discussions	75%	64%
NOC Platforms	57%	58%
Olympic Channel	55%	58%
IF Platforms	53%	55%
Club's Platforms	51%	49%
Other	6%	5%



# PEOPLE'S REPUBLIC of CHINA

## SAMPLE PROFILE (Base size n=489)

**Gender**  
Male: 35%  
Female: 62%

**Athlete Type**  
Olympian: 29%  
Current Elite Athlete: 69%  
Retired Elite Athlete: 2%

**Age**  
16-24: 48%      45-54: 0%  
25-34: 48%      55+: 0%  
35-44: 4%

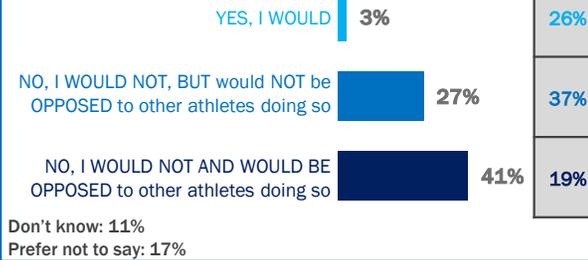
**Top 5 Sports**  
Skiing/Snowboarding: 16%    Baseball: 4%  
Aquatics: 8%                      Athletics: 4%  
Football: 5%

\* Data in grey boxes  
signifies the average score  
across all respondents

## IMPORTANCE of INTRODUCING NEW OPPORTUNITIES (% "important", 4-5/5)

Unified messaging around inclusion and solidarity on the field of play	47%	46%
Wearing clothing or armbands in an Olympic venue with <b>collective</b> messaging on	28%	37%
A moment of solidarity against discrimination during the Opening Ceremony	12%	48%
An area for athletes to demonstrate or express their views openly in the Olympic Village	11%	41%
Wearing clothing or armbands in an Olympic venue with an <b>individual/personal</b> message on	6%	26%
Allowing physical gestures in an Olympic venue, as a way to demonstrate or express a view	4%	24%

## WOULD YOU DEMONSTRATE/EXPRESS VIEWS in these ways, during the Olympic Games?



## APPROPRIATENESS of PLACES to express or demonstrate views (% "appropriate", 4-5/5)

Mixed zone	2%	36%
Press conferences	2%	38%
In the media	2%	42%
The podium	1%	16%
Opening Ceremony	1%	14%
Olympic Village	1%	28%
Field of play	1%	14%

## APPROPRIATENESS of WAYS to express or demonstrate views (% "appropriate", 4-5/5)

Displaying a message on an armband/tattoo/badge/clothing that promotes the Olympic values	40%	59%
Making a recognisable political gesture	2%	12%
Displaying a political message on an armband/tattoo/badge/clothing	2%	16%
Not shaking the hand of a competitor for political reasons	1%	4%
Not competing against an athlete from another nation for political reasons	1%	3%
Not shaking the hand of a competitor for another reason	1%	6%
Carrying a local flag from a country with internal disputes	1%	11%
Not competing against an athlete from another nation for another reason	1%	4%

## ATTITUDES TOWARDS Athletes' protests/demonstrations (% "agree", 4-5/5)

Another athlete's protest/demonstration on the <b>field of play</b> , which I may or may not agree with, would detract from my or other competitors' <b>experience</b> at the Olympic Games	71%	43%
Another athlete's protest/demonstration on the <b>podium</b> , which I may or may not agree with, would detract from my or other competitors' <b>experience</b> at the Olympic Games	70%	44%
Another athlete's protest/demonstration on the <b>field of play</b> , which I may or may not agree with, would detract from my or other competitors' <b>performance</b> at the Olympic Games	67%	43%
I would feel offended or provoked if another athlete protested/demonstrated about a cause that I specifically disagree with, on the field of play or on the podium, during the Olympic Games	58%	39%
I think it is appropriate to have different protests/demonstrations for different causes on the field of play or on the podium at the same time, during the Olympic Games	11%	17%

## ONLINE PLATFORMS or OPPORTUNITIES desired to express or demonstrate views

NOC Platforms	44%	58%
Olympic Channel	43%	58%
Online athlete panel discussion	42%	64%
IF Platforms	40%	55%
Club's Platforms	31%	49%
Other	10%	5%



# FRANCE

### SAMPLE PROFILE

(Base size n=181)

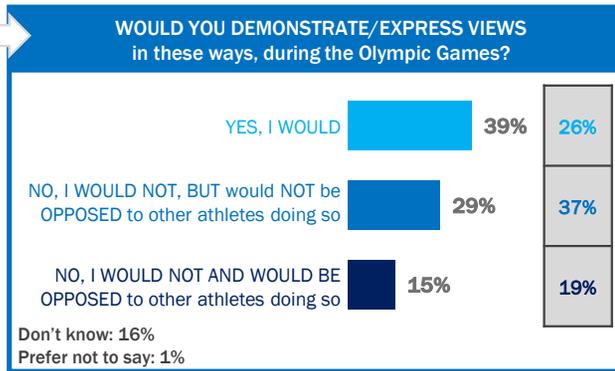
<b>Gender</b> Male: 46% Female: 52%	<b>Athlete Type</b> Olympian: 52% Current Elite Athlete: 42% Retired Elite Athlete: 6%	<b>Age</b> 16-24: 28%    45-54: 8% 25-34: 36%    55+: 7% 35-44: 21%	<b>Top 5 Sports</b> Skiing/Snowboarding: 17%    Canoe: 7% Athletics: 12%    Aquatics: 5% Fencing: 7%
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\* Data in grey boxes signifies the average score across all respondents

### IMPORTANCE of INTRODUCING NEW OPPORTUNITIES

(% "important", 4-5/5)

A moment of solidarity against discrimination during the Opening Ceremony	56%	48%
Unified messaging around inclusion and solidarity on the field of play	50%	46%
An area for athletes to demonstrate or express their views openly in the Olympic Village	44%	41%
Wearing clothing or armbands in an Olympic venue with <b>collective</b> messaging on	35%	37%
Wearing clothing or armbands in an Olympic venue with an <b>individual/personal</b> message on	22%	26%
Allowing physical gestures in an Olympic venue, as a way to demonstrate or express a view	18%	24%



### APPROPRIATENESS of PLACES to express or demonstrate views (% "appropriate", 4-5/5)

In the media	49%	42%
Press conferences	44%	38%
Mixed zone	35%	36%
Olympic Village	27%	28%
Field of play	11%	14%
Opening Ceremony	10%	14%
The podium	9%	16%

### APPROPRIATENESS of WAYS to express or demonstrate views (% "appropriate", 4-5/5)

Displaying a message on an armband/tattoo/badge/clothing that promotes the Olympic values	63%	59%
Displaying a political message on an armband/tattoo/badge/clothing	13%	16%
Carrying a local flag from a country with internal disputes	9%	11%
Making a recognisable political gesture	8%	12%
Not shaking the hand of a competitor for another reason	8%	6%
Not competing against an athlete from another nation for another reason	3%	4%
Not shaking the hand of a competitor for political reasons	2%	4%
Not competing against an athlete from another nation for political reasons	1%	3%

### ATTITUDES TOWARDS Athletes' protests/demonstrations (% "agree", 4-5/5)

I would feel offended or provoked if another athlete protested/demonstrated about a cause that I specifically disagree with, on the field of play or on the podium, during the Olympic Games	38%	39%
Another athlete's protest/demonstration on the <b>field of play</b> , which I may or may not agree with, would detract from my or other competitors' <b>experience</b> at the Olympic Games	33%	43%
Another athlete's protest/demonstration on the <b>podium</b> , which I may or may not agree with, would detract from my or other competitors' <b>experience</b> at the Olympic Games	31%	44%
Another athlete's protest/demonstration on the <b>field of play</b> , which I may or may not agree with, would detract from my or other competitors' <b>performance</b> at the Olympic Games	28%	43%
I think it is appropriate to have different protests/demonstrations for different causes on the field of play or on the podium at the same time, during the Olympic Games	23%	17%

### ONLINE PLATFORMS or OPPORTUNITIES desired to express or demonstrate views

Online athlete panel discussions	70%	64%
Olympic Channel	62%	58%
NOC Platforms	60%	58%
IF Platforms	59%	55%
Club's Platforms	45%	49%
Other	2%	5%



# GERMANY

### SAMPLE PROFILE

(Base size n=159)

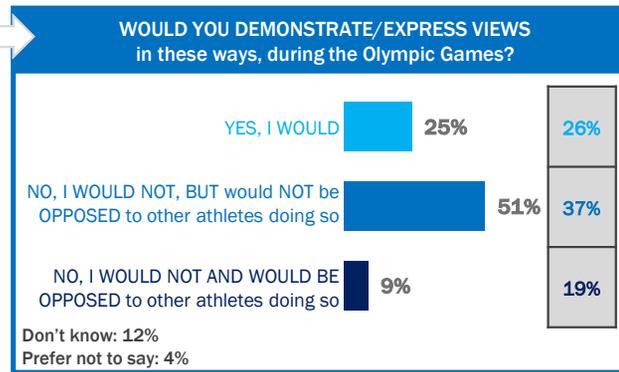
<b>Gender</b> Male: 49% Female: 50%	<b>Athlete Type</b> Olympian: 41% Current Elite Athlete: 58% Retired Elite Athlete: 1%	<b>Age</b> 16-24: 35% 25-34: 47% 35-44: 11% 45-54: 3% 55+: 5%	<b>Top 5 Sports</b> Athletics: 14% Skiing/Snowboarding: 9% Aquatics: 9% Canoe: 8% Rowing: 7%
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\* Data in grey boxes signifies the average score across all respondents

### IMPORTANCE of INTRODUCING NEW OPPORTUNITIES

(% "important", 4-5/5)

A moment of solidarity against discrimination during the Opening Ceremony	59%	48%
Unified messaging around inclusion and solidarity on the field of play	43%	46%
Wearing clothing or armbands in an Olympic venue with <b>collective</b> messaging on	40%	37%
An area for athletes to demonstrate or express their views openly in the Olympic Village	38%	41%
Wearing clothing or armbands in an Olympic venue with an <b>individual/personal</b> message on	31%	26%
Allowing physical gestures in an Olympic venue, as a way to demonstrate or express a view	28%	24%



### APPROPRIATENESS of PLACES to express or demonstrate views (% "appropriate", 4-5/5)

In the media	66%	42%
Press conferences	58%	38%
Mixed zone	54%	36%
Olympic Village	42%	28%
The podium	24%	16%
Field of play	18%	14%
Opening Ceremony	16%	15%

### APPROPRIATENESS of WAYS to express or demonstrate views (% "appropriate", 4-5/5)

Displaying a message on an armband/tattoo/badge/clothing that promotes the Olympic values	65%	59%
Displaying a political message on an armband/tattoo/badge/clothing	31%	16%
Making a recognisable political gesture	19%	12%
Carrying a local flag from a country with internal disputes	9%	11%
Not shaking the hand of a competitor for another reason	9%	6%
Not competing against an athlete from another nation for another reason	6%	4%
Not shaking the hand of a competitor for political reasons	3%	4%
Not competing against an athlete from another nation for political reasons	3%	3%

### ATTITUDES TOWARDS Athletes' protests/demonstrations (% "agree", 4-5/5)

Another athlete's protest/demonstration on the <b>podium</b> , which I may or may not agree with, would detract from my or other competitors' experience at the Olympic Games	39%	44%
I would feel offended or provoked if another athlete protested/demonstrated about a cause that I specifically disagree with, on the field of play or on the podium, during the Olympic Games	34%	39%
Another athlete's protest/demonstration on the <b>field of play</b> , which I may or may not agree with, would detract from my or other competitors' <b>experience</b> at the Olympic Games	27%	43%
Another athlete's protest/demonstration on the <b>field of play</b> , which I may or may not agree with, would detract from my or other competitors' <b>performance</b> at the Olympic Games	23%	43%
I think it is appropriate to have different protests/demonstrations for different causes on the field of play or on the podium at the same time, during the Olympic Games	15%	17%

### ONLINE PLATFORMS or OPPORTUNITIES desired to express or demonstrate views

Online athlete panel discussions	68%	64%
Olympic Channel	58%	58%
NOC Platforms	54%	58%
IF Platforms	51%	55%
Club's Platforms	48%	49%
Other	1%	5%



# GREAT BRITAIN

## SAMPLE PROFILE (Base size n=135)

### Gender

Male: 44%  
Female: 56%

### Athlete Type

Olympian: 76%  
Current Elite Athlete: 20%  
Retired Elite Athlete: 4%

### Age

16-24: 17%      45-54: 13%  
25-34: 24%      55+: 23%  
35-44: 23%

### Top 5 Sports

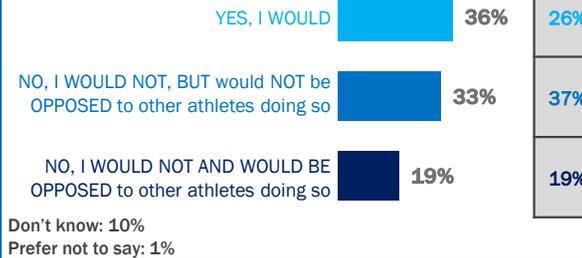
Aquatics: 17%      Hockey: 8%  
Athletics: 16%      Gymnastics: 6%  
Rowing: 11%

\* Data in grey boxes  
signifies the average score  
across all respondents

## IMPORTANCE of INTRODUCING NEW OPPORTUNITIES (% "important", 4-5/5)

A moment of solidarity against discrimination during the Opening Ceremony	59%	48%
Unified messaging around inclusion and solidarity on the field of play	56%	46%
An area for athletes to demonstrate or express their views openly in the Olympic Village	49%	41%
Wearing clothing or armbands in an Olympic venue with <b>collective</b> messaging on	39%	37%
Allowing physical gestures in an Olympic venue, as a way to demonstrate or express a view	33%	24%
Wearing clothing or armbands in an Olympic venue with an <b>individual/personal</b> message on	26%	26%

## WOULD YOU DEMONSTRATE/EXPRESS VIEWS in these ways, during the Olympic Games?



## APPROPRIATENESS of PLACES to express or demonstrate views (% "appropriate", 4-5/5)

In the media	56%	42%
Press conferences	53%	38%
Mixed zone	49%	36%
Olympic Village	33%	28%
The podium	24%	16%
Opening Ceremony	17%	14%
Field of play	15%	14%

## APPROPRIATENESS of WAYS to express or demonstrate views (% "appropriate", 4-5/5)

Displaying a message on an armband/tattoo/badge/clothing that promotes the Olympic values	65%	59%
Displaying a political message on an armband/tattoo/badge/clothing	19%	16%
Making a recognisable political gesture	17%	12%
Not shaking the hand of a competitor for another reason	14%	6%
Carrying a local flag from a country with internal disputes	10%	11%
Not shaking the hand of a competitor for political reasons	8%	4%
Not competing against an athlete from another nation for another reason	7%	4%
Not competing against an athlete from another nation for political reasons	3%	3%

## ATTITUDES TOWARDS Athletes' protests/demonstrations (% "agree", 4-5/5)

Another athlete's protest/demonstration on the <b>field of play</b> , which I may or may not agree with, would detract from my or other competitors' <b>performance</b> at the Olympic Games	52%	43%
I would feel offended or provoked if another athlete protested/demonstrated about a cause that I specifically disagree with, on the field of play or on the podium, during the Olympic Games	50%	39%
Another athlete's protest/demonstration on the <b>podium</b> , which I may or may not agree with, would detract from my or other competitors' experience at the Olympic Games	47%	44%
Another athlete's protest/demonstration on the <b>field of play</b> , which I may or may not agree with, would detract from my or other competitors' <b>experience</b> at the Olympic Games	45%	43%
I think it is appropriate to have different protests/demonstrations for different causes on the field of play or on the podium at the same time, during the Olympic Games	13%	17%

## ONLINE PLATFORMS or OPPORTUNITIES desired to express or demonstrate views

Online athlete panel discussions	72%	64%
Club's Platforms	62%	49%
NOC Platforms	59%	58%
Olympic Channel	59%	58%
IF Platforms	52%	55%
Other	5%	5%



# ITALY

### SAMPLE PROFILE

(Base size n=75)

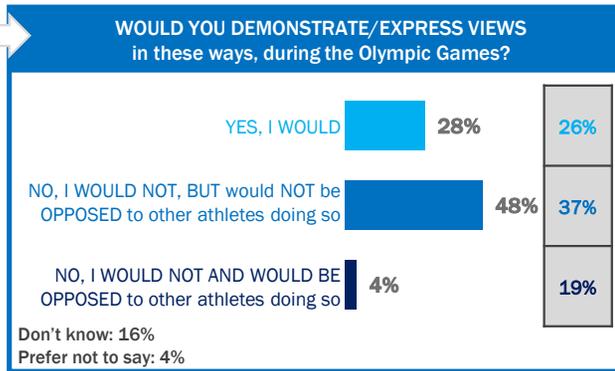
<b>Gender</b> Male: 49% Female: 51%	<b>Athlete Type</b> Olympian: 63% Current Elite Athlete: 31% Retired Elite Athlete: 7%	<b>Age</b> 16-24: 25%    45-54: 8% 25-34: 48%    55+: 0% 35-44: 19%	<b>Top 5 Sports</b> Skiing/Snowboarding: 15%    Luge: 7% Aquatics: 12%    Shooting: 7% Rowing: 9%
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\* Data in grey boxes signifies the average score across all respondents

### IMPORTANCE of INTRODUCING NEW OPPORTUNITIES

(% "important", 4-5/5)

A moment of solidarity against discrimination during the Opening Ceremony	67%	48%
Unified messaging around inclusion and solidarity on the field of play	64%	46%
Wearing clothing or armbands in an Olympic venue with <b>collective</b> messaging on	53%	37%
An area for athletes to demonstrate or express their views openly in the Olympic Village	45%	41%
Allowing physical gestures in an Olympic venue, as a way to demonstrate or express a view	32%	24%
Wearing clothing or armbands in an Olympic venue with an <b>individual/personal</b> message on	25%	26%



### APPROPRIATENESS of PLACES to express or demonstrate views (% "appropriate", 4-5/5)

In the media	43%	42%
Press conferences	43%	38%
Mixed zone	37%	36%
Olympic Village	29%	28%
The podium	19%	16%
Opening Ceremony	13%	14%
Field of play	13%	14%

### APPROPRIATENESS of WAYS to express or demonstrate views (% "appropriate", 4-5/5)

Displaying a message on an armband/tattoo/badge/clothing that promotes the Olympic values	61%	59%
Carrying a local flag from a country with internal disputes	12%	11%
Displaying a political message on an armband/tattoo/badge/clothing	11%	16%
Making a recognisable political gesture	11%	12%
Not shaking the hand of a competitor for another reason	5%	6%
Not competing against an athlete from another nation for another reason	5%	4%
Not shaking the hand of a competitor for political reasons	3%	4%
Not competing against an athlete from another nation for political reasons	3%	3%

### ATTITUDES TOWARDS Athletes' protests/demonstrations (% "agree", 4-5/5)

Another athlete's protest/demonstration on the <b>podium</b> , which I may or may not agree with, would detract from my or other competitors' <b>experience</b> at the Olympic Games	29%	44%
Another athlete's protest/demonstration on the <b>field of play</b> , which I may or may not agree with, would detract from my or other competitors' <b>performance</b> at the Olympic Games	24%	43%
Another athlete's protest/demonstration on the <b>field of play</b> , which I may or may not agree with, would detract from my or other competitors' <b>experience</b> at the Olympic Games	24%	43%
I would feel offended or provoked if another athlete protested/demonstrated about a cause that I specifically disagree with, on the field of play or on the podium, during the Olympic Games	21%	39%
I think it is appropriate to have different protests/demonstrations for different causes on the field of play or on the podium at the same time, during the Olympic Games	20%	17%

### ONLINE PLATFORMS or OPPORTUNITIES desired to express or demonstrate views

Olympic Channel	64%	58%
NOC Platforms	61%	58%
Online athlete panel discussions	60%	64%
IF Platforms	59%	55%
Club's Platforms	49%	49%
Other	1%	5%



# JAPAN

## SAMPLE PROFILE (Base size n=195)

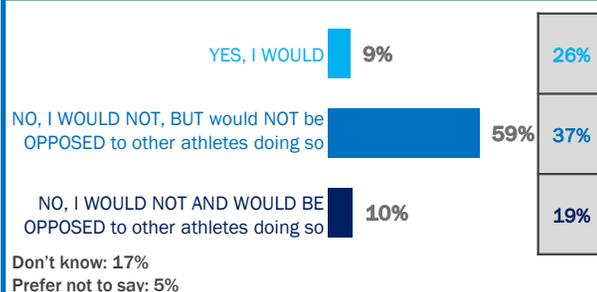
<b>Gender</b> Male: 53% Female: 47%	<b>Athlete Type</b> Olympian: 63% Current Elite Athlete: 34% Retired Elite Athlete: 3%	<b>Age</b> 16-24: 18%    45-54: 15% 25-34: 35%    55+: 9% 35-44: 22%	<b>Top 5 Sports</b> Athletics: 12%    Skating: 7% Aquatics: 10%    Rowing: 5% Skiing/Snowboarding: 9%
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\* Data in grey boxes signifies the average score across all respondents

### IMPORTANCE of INTRODUCING NEW OPPORTUNITIES (% "important", 4-5/5)

A moment of solidarity against discrimination during the Opening Ceremony	26%	48%
Wearing clothing or armbands in an Olympic venue with <b>collective</b> messaging on	21%	37%
Unified messaging around inclusion and solidarity on the field of play	18%	46%
An area for athletes to demonstrate or express their views openly in the Olympic Village	18%	41%
Allowing physical gestures in an Olympic venue, as a way to demonstrate or express a view	15%	24%
Wearing clothing or armbands in an Olympic venue with an <b>individual/personal</b> message on	10%	26%

### WOULD YOU DEMONSTRATE/EXPRESS VIEWS in these ways, during the Olympic Games?



### APPROPRIATENESS of PLACES to express or demonstrate views (% "appropriate", 4-5/5)

In the media	34%	42%
Press conferences	28%	38%
Mixed zone	24%	36%
Olympic Village	15%	28%
Opening Ceremony	12%	14%
The podium	10%	16%
Field of play	9%	14%

### APPROPRIATENESS of WAYS to express or demonstrate views (% "appropriate", 4-5/5)

Displaying a message on an armband/tattoo/badge/clothing that promotes the Olympic values	37%	59%
Displaying a political message on an armband/tattoo/badge/clothing	10%	16%
Carrying a local flag from a country with internal disputes	7%	11%
Making a recognisable political gesture	5%	12%
Not shaking the hand of a competitor for another reason	4%	6%
Not competing against an athlete from another nation for another reason	3%	4%
Not shaking the hand of a competitor for political reasons	3%	4%
Not competing against an athlete from another nation for political reasons	3%	3%

### ATTITUDES TOWARDS Athletes' protests/demonstrations (% "agree", 4-5/5)

Another athlete's protest/demonstration on the <b>field of play</b> , which I may or may not agree with, would detract from my or other competitors' <b>performance</b> at the Olympic Games	44%	43%
I would feel offended or provoked if another athlete protested/demonstrated about a cause that I specifically disagree with, on the field of play or on the podium, during the Olympic Games	42%	39%
Another athlete's protest/demonstration on the <b>podium</b> , which I may or may not agree with, would detract from my or other competitors' <b>experience</b> at the Olympic Games	38%	44%
Another athlete's protest/demonstration on the <b>field of play</b> , which I may or may not agree with, would detract from my or other competitors' <b>experience</b> at the Olympic Games	30%	43%
I think it is appropriate to have different protests/demonstrations for different causes on the field of play or on the podium at the same time, during the Olympic Games	9%	17%

### ONLINE PLATFORMS or OPPORTUNITIES desired to express or demonstrate views

Online athlete panel discussions	51%	64%
NOC Platforms	51%	58%
Olympic Channel	45%	58%
IF Platforms	45%	55%
Club's Platforms	38%	49%
Other	1%	5%



# MEXICO

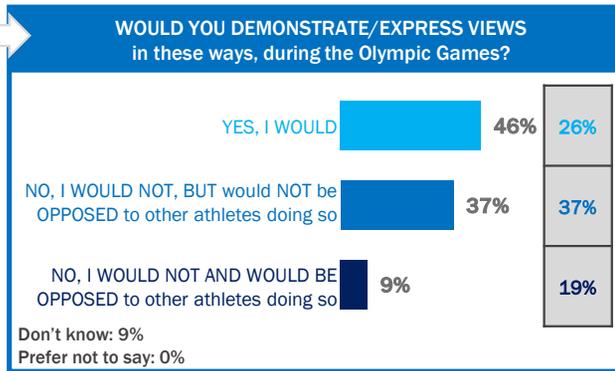
### SAMPLE PROFILE (Base size n=68)

<b>Gender</b> Male: 60% Female: 40%	<b>Athlete Type</b> Olympian: 53% Current Elite Athlete: 38% Retired Elite Athlete: 9%	<b>Age</b> 16-24: 15%      45-54: 15% 25-34: 40%      55+: 13% 35-44: 18%	<b>Top 5 Sports</b> Aquatics: 24%      Canoe: 6% Wrestling: 9%      Triathlon: 6% Badminton: 9%
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*\* Data in grey boxes signifies the average score across all respondents*

### IMPORTANCE of INTRODUCING NEW OPPORTUNITIES (% "important", 4-5/5)

A moment of solidarity against discrimination during the Opening Ceremony	72%	48%
An area for athletes to demonstrate or express their views openly in the Olympic Village	68%	41%
Unified messaging around inclusion and solidarity on the field of play	65%	46%
Wearing clothing or armbands in an Olympic venue with <b>collective</b> messaging on	59%	37%
Wearing clothing or armbands in an Olympic venue with an <b>individual/personal</b> message on	46%	26%
Allowing physical gestures in an Olympic venue, as a way to demonstrate or express a view	34%	24%



### APPROPRIATENESS of PLACES to express or demonstrate views (% "appropriate", 4-5/5)

Mixed zone	59%	36%
In the media	54%	42%
Press conferences	53%	38%
Olympic Village	37%	28%
The podium	22%	16%
Opening Ceremony	21%	14%
Field of play	16%	14%

### APPROPRIATENESS of WAYS to express or demonstrate views (% "appropriate", 4-5/5)

Displaying a message on an armband/tattoo/badge/clothing that promotes the Olympic values	84%	59%
Carrying a local flag from a country with internal disputes	24%	11%
Displaying a political message on an armband/tattoo/badge/clothing	22%	16%
Making a recognisable political gesture	12%	12%
Not shaking the hand of a competitor for political reasons	6%	4%
Not shaking the hand of a competitor for another reason	4%	6%
Not competing against an athlete from another nation for political reasons	3%	3%
Not competing against an athlete from another nation for another reason	2%	4%

### ATTITUDES TOWARDS Athletes' protests/demonstrations (% "agree", 4-5/5)

Another athlete's protest/demonstration on the <b>field of play</b> , which I may or may not agree with, would detract from my or other competitors' <b>experience</b> at the Olympic Games	44%	43%
Another athlete's protest/demonstration on the <b>field of play</b> , which I may or may not agree with, would detract from my or other competitors' <b>performance</b> at the Olympic Games	43%	43%
Another athlete's protest/demonstration on the <b>podium</b> , which I may or may not agree with, would detract from my or other competitors' experience at the Olympic Games	37%	44%
I would feel offended or provoked if another athlete protested/demonstrated about a cause that I specifically disagree with, on the field of play or on the podium, during the Olympic Games	31%	39%
I think it is appropriate to have different protests/demonstrations for different causes on the field of play or on the podium at the same time, during the Olympic Games	24%	17%

### ONLINE PLATFORMS or OPPORTUNITIES desired to express or demonstrate views

Online athlete panel discussions	87%	64%
Olympic Channel	79%	58%
NOC Platforms	76%	58%
IF Platforms	74%	55%
Club's Platforms	68%	49%
Other	3%	5%

## SAMPLE PROFILE (Base size n=61)

### Gender

Male: 41%  
Female: 59%

### Athlete Type

Olympian: 57%  
Current Elite Athlete: 38%  
Retired Elite Athlete: 5%

### Age

16-24: 25%      45-54: 8%  
25-34: 39%      55+: 5%  
35-44: 23%

### Top 5 Sports

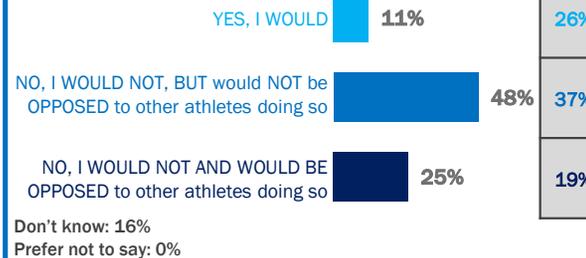
Skating: 20%      Hockey: 10%  
Aquatics: 15%      Athletics: 8%  
Rowing: 11%

\* Data in grey boxes  
signifies the average score  
across all respondents

## IMPORTANCE of INTRODUCING NEW OPPORTUNITIES (% "important", 4-5/5)

A moment of solidarity against discrimination during the Opening Ceremony	49%	48%
Unified messaging around inclusion and solidarity on the field of play	28%	46%
Wearing clothing or armbands in an Olympic venue with <b>collective</b> messaging on	25%	37%
Wearing clothing or armbands in an Olympic venue with an <b>individual/personal</b> message on	23%	26%
An area for athletes to demonstrate or express their views openly in the Olympic Village	18%	41%
Allowing physical gestures in an Olympic venue, as a way to demonstrate or express a view	18%	24%

## WOULD YOU DEMONSTRATE/EXPRESS VIEWS in these ways, during the Olympic Games?



## APPROPRIATENESS of PLACES to express or demonstrate views (% "appropriate", 4-5/5)

In the media	36%	42%
Press conferences	33%	38%
Mixed zone	26%	36%
Olympic Village	20%	28%
Opening Ceremony	13%	14%
The podium	11%	16%
Field of play	10%	14%

## APPROPRIATENESS of WAYS to express or demonstrate views (% "appropriate", 4-5/5)

Displaying a message on an armband/tattoo/badge/clothing that promotes the Olympic values	59%	59%
Displaying a political message on an armband/tattoo/badge/clothing	26%	16%
Making a recognisable political gesture	15%	12%
Carrying a local flag from a country with internal disputes	10%	11%
Not shaking the hand of a competitor for political reasons	8%	4%
Not shaking the hand of a competitor for another reason	8%	6%
Not competing against an athlete from another nation for political reasons	3%	3%
Not competing against an athlete from another nation for another reason	3%	4%

## ATTITUDES TOWARDS Athletes' protests/demonstrations (% "agree", 4-5/5)

Another athlete's protest/demonstration on the <b>podium</b> , which I may or may not agree with, would detract from my or other competitors' experience at the Olympic Games	51%	44%
Another athlete's protest/demonstration on the <b>field of play</b> , which I may or may not agree with, would detract from my or other competitors' <b>performance</b> at the Olympic Games	49%	43%
Another athlete's protest/demonstration on the <b>field of play</b> , which I may or may not agree with, would detract from my or other competitors' <b>experience</b> at the Olympic Games	43%	43%
I would feel offended or provoked if another athlete protested/demonstrated about a cause that I specifically disagree with, on the field of play or on the podium, during the Olympic Games	41%	39%
I think it is appropriate to have different protests/demonstrations for different causes on the field of play or on the podium at the same time, during the Olympic Games	11%	17%

## ONLINE PLATFORMS or OPPORTUNITIES desired to express or demonstrate views

Online athlete panel discussions	43%	64%
Olympic Channel	38%	58%
NOC Platforms	36%	58%
IF Platforms	36%	55%
Club's Platforms	31%	49%
Other	3%	5%

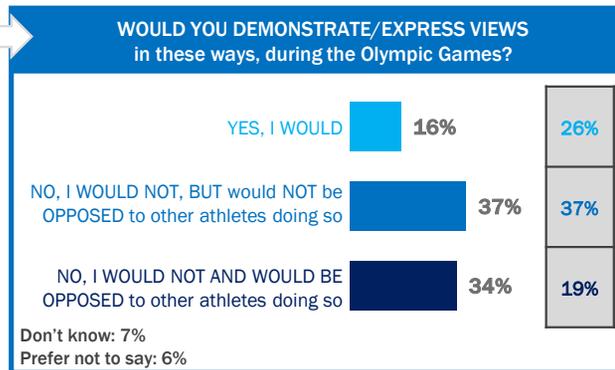


# RUSSIA

SAMPLE PROFILE (Base size n=68)			
<b>Gender</b>	<b>Athlete Type</b>	<b>Age</b>	<b>Top 5 Sports</b>
Male: 49%	Olympian: 44%	16-24: 34%	Aquatics: 19%
Female: 50%	Current Elite Athlete: 49%	25-34: 53%	Shooting: 9%
	Retired Elite Athlete: 7%	35-44: 7%	Skating: 12%
			Canoe: 9%
			Cycling: 9%

\* Data in grey boxes signifies the average score across all respondents

IMPORTANCE of INTRODUCING NEW OPPORTUNITIES (% "important", 4-5/5)		
An area for athletes to demonstrate or express their views openly in the Olympic Village	28%	41%
A moment of solidarity against discrimination during the Opening Ceremony	26%	48%
Unified messaging around inclusion and solidarity on the field of play	25%	46%
Wearing clothing or armbands in an Olympic venue with <b>collective</b> messaging on	18%	37%
Wearing clothing or armbands in an Olympic venue with an <b>individual/personal</b> message on	13%	26%
Allowing physical gestures in an Olympic venue, as a way to demonstrate or express a view	10%	24%



APPROPRIATENESS of PLACES to express or demonstrate views (% "appropriate", 4-5/5)		
In the media	25%	42%
Press conferences	25%	38%
Mixed zone	24%	36%
Olympic Village	7%	28%
Opening Ceremony	7%	14%
The podium	6%	16%
Field of play	6%	14%

APPROPRIATENESS of WAYS to express or demonstrate views (% "appropriate", 4-5/5)		
Displaying a message on an armband/tattoo/badge/clothing that promotes the Olympic values	65%	59%
Displaying a political message on an armband/tattoo/badge/clothing	15%	16%
Carrying a local flag from a country with internal disputes	7%	11%
Making a recognisable political gesture	6%	12%
Not shaking the hand of a competitor for another reason	4%	6%
Not competing against an athlete from another nation for another reason	1%	4%
Not competing against an athlete from another nation for political reasons	1%	3%
Not shaking the hand of a competitor for political reasons	0%	4%

ATTITUDES TOWARDS Athletes' protests/demonstrations (% "agree", 4-5/5)		
Another athlete's protest/demonstration on the <b>podium</b> , which I may or may not agree with, would detract from my or other competitors' <b>experience</b> at the Olympic Games	49%	44%
Another athlete's protest/demonstration on the <b>field of play</b> , which I may or may not agree with, would detract from my or other competitors' <b>experience</b> at the Olympic Games	46%	43%
I would feel offended or provoked if another athlete protested/demonstrated about a cause that I specifically disagree with, on the field of play or on the podium, during the Olympic Games	41%	39%
Another athlete's protest/demonstration on the <b>field of play</b> , which I may or may not agree with, would detract from my or other competitors' <b>performance</b> at the Olympic Games	40%	43%
I think it is appropriate to have different protests/demonstrations for different causes on the field of play or on the podium at the same time, during the Olympic Games	10%	17%

ONLINE PLATFORMS or OPPORTUNITIES desired to express or demonstrate views		
NOC Platforms	57%	58%
IF Platforms	56%	55%
Olympic Channel	53%	58%
Club's Platforms	46%	49%
Online athlete panel discussions	43%	64%
Other	1%	5%



# REPUBLIC of KOREA



### SAMPLE PROFILE

(Base size n=96)

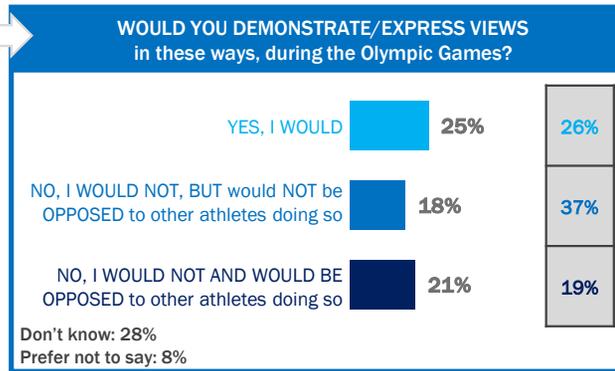
<b>Gender</b> Male: 46% Female: 52%	<b>Athlete Type</b> Olympian: 51% Current Elite Athlete: 39% Retired Elite Athlete: 10%	<b>Age</b> 16-24: 32% 25-34: 48% 35-44: 14% 45-54: 6% 55+: 0%	<b>Top 5 Sports</b> Aquatics: 31% Skating: 10% Gymnastics: 7% Shooting: 7% Table Tennis: 5%
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\* Data in grey boxes signifies the average score across all respondents

### IMPORTANCE of INTRODUCING NEW OPPORTUNITIES

(% "important", 4-5/5)

An area for athletes to demonstrate or express their views openly in the Olympic Village	51%	41%
Unified messaging around inclusion and solidarity on the field of play	34%	46%
A moment of solidarity against discrimination during the Opening Ceremony	30%	48%
Wearing clothing or armbands in an Olympic venue with <b>collective</b> messaging on	30%	37%
Wearing clothing or armbands in an Olympic venue with an <b>individual/personal</b> message on	30%	26%
Allowing physical gestures in an Olympic venue, as a way to demonstrate or express a view	28%	24%



### APPROPRIATENESS of PLACES to express or demonstrate views (% "appropriate", 4-5/5)

Press conferences	38%	38%
Mixed zone	35%	36%
In the media	30%	42%
Olympic Village	23%	28%
The podium	19%	16%
Opening Ceremony	16%	14%
Field of play	15%	14%

### APPROPRIATENESS of WAYS to express or demonstrate views (% "appropriate", 4-5/5)

Displaying a message on an armband/tattoo/badge/clothing that promotes the Olympic values	38%	59%
Not competing against an athlete from another nation for political reasons	20%	3%
Not competing against an athlete from another nation for another reason	17%	4%
Making a recognisable political gesture	9%	12%
Displaying a political message on an armband/tattoo/badge/clothing	8%	16%
Not shaking the hand of a competitor for political reasons	7%	4%
Carrying a local flag from a country with internal disputes	4%	11%
Not shaking the hand of a competitor for another reason	4%	6%

### ATTITUDES TOWARDS Athletes' protests/demonstrations (% "agree", 4-5/5)

Another athlete's protest/demonstration on the <b>field of play</b> , which I may or may not agree with, would detract from my or other competitors' <b>performance</b> at the Olympic Games	35%	43%
Another athlete's protest/demonstration on the <b>podium</b> , which I may or may not agree with, would detract from my or other competitors' <b>experience</b> at the Olympic Games	32%	44%
Another athlete's protest/demonstration on the <b>field of play</b> , which I may or may not agree with, would detract from my or other competitors' <b>experience</b> at the Olympic Games	30%	43%
I would feel offended or provoked if another athlete protested/demonstrated about a cause that I specifically disagree with, on the field of play or on the podium, during the Olympic Games	28%	39%
I think it is appropriate to have different protests/demonstrations for different causes on the field of play or on the podium at the same time, during the Olympic Games	22%	17%

### ONLINE PLATFORMS or OPPORTUNITIES desired to express or demonstrate views

Olympic Channel	63%	58%
IF Platforms	59%	55%
Online athlete panel discussions	57%	64%
NOC Platforms	57%	58%
Club's Platforms	48%	49%
Other	1%	5%



USA

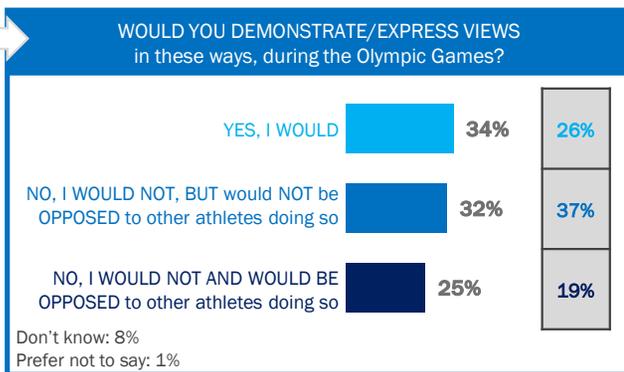
**SAMPLE PROFILE**  
(Base size n=249)

<b>Gender</b> Male: 50% Female: 49%	<b>Athlete Type</b> Olympian: 69% Current Elite Athlete: 25% Retired Elite Athlete: 6%	<b>Age</b> 16-24: 17%      45-54: 10% 25-34: 27%      55+: 25% 35-44: 22%	<b>Top 5 Sports</b> Aquatics: 14%    Skiing/Snowboarding: 8% Rowing: 12%      Skating: 6% Athletics: 12%
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\* Data in grey boxes signifies the average score across all respondents

**IMPORTANCE of INTRODUCING NEW OPPORTUNITIES**  
(% "important", 4-5/5)

A moment of solidarity against discrimination during the Opening Ceremony	59%	48%
Unified messaging around inclusion and solidarity on the field of play	52%	46%
An area for athletes to demonstrate or express their views openly in the Olympic Village	51%	41%
Allowing physical gestures in an Olympic venue, as a way to demonstrate or express a view	40%	24%
Wearing clothing or armbands in an Olympic venue with <b>collective</b> messaging on	36%	37%
Wearing clothing or armbands in an Olympic venue with an <b>individual/personal</b> message on	35%	26%



**APPROPRIATENESS of PLACES to express or demonstrate views** (% "appropriate", 4-5/5)

In the media	63%	42%
Press conferences	59%	38%
Mixed zone	59%	36%
Olympic Village	44%	28%
The podium	33%	16%
Opening Ceremony	27%	14%
Field of play	25%	14%

**APPROPRIATENESS of WAYS to express or demonstrate views** (% "appropriate", 4-5/5)

Displaying a message on an armband/tattoo/badge/clothing that promotes the Olympic values	69%	59%
Displaying a political message on an armband/tattoo/badge/clothing	30%	16%
Making a recognisable political gesture	25%	12%
Carrying a local flag from a country with internal disputes	23%	11%
Not shaking the hand of a competitor for another reason	8%	6%
Not shaking the hand of a competitor for political reasons	5%	4%
Not competing against an athlete from another nation for political reasons	4%	3%
Not competing against an athlete from another nation for another reason	4%	4%

**ATTITUDES TOWARDS Athletes' protests/demonstrations**  
(% "agree", 4-5/5)

Another athlete's protest/demonstration on the <b>field of play</b> , which I may or may not agree with, would detract from my or other competitors' <b>experience</b> at the Olympic Games	51%	43%
Another athlete's protest/demonstration on the <b>field of play</b> , which I may or may not agree with, would detract from my or other competitors' <b>performance</b> at the Olympic Games	47%	43%
Another athlete's protest/demonstration on the <b>podium</b> , which I may or may not agree with, would detract from my or other competitors' experience at the Olympic Games	45%	44%
I would feel offended or provoked if another athlete protested/demonstrated about a cause that I specifically disagree with, on the field of play or on the podium, during the Olympic Games	41%	39%
I think it is appropriate to have different protests/demonstrations for different causes on the field of play or on the podium at the same time, during the Olympic Games	27%	17%

**ONLINE PLATFORMS or OPPORTUNITIES**  
desired to express or demonstrate views

Online athlete panel discussions	69%	64%
Club's Platforms	54%	49%
NOC Platforms	52%	58%
IF Platforms	50%	55%
Olympic Channel	49%	58%
Other	11%	5%