



Comparative Research on the Public Awareness of “Value of Sport” and “Fairness” in the U.K.

Japan Anti-Doping Agency

Commissioned by the Japan Sports Agency

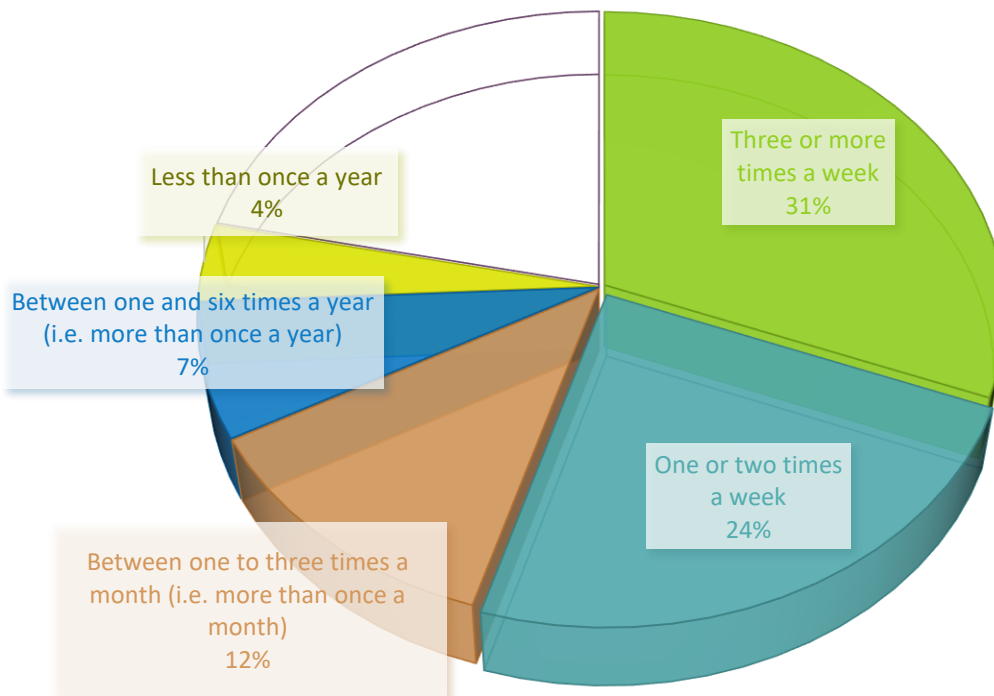
March 2016
(FY 2015)

YouGov[®]

Research Methodology

- Poll of 4092 GB adults, sampled and weighted to be politically and demographically representative.
- Fieldwork: 15 – 21 January 2016
- Carried out online using the YouGov panel.

How often and why people exercise?



For my health/ to improve my fitness **67%**

Because I need to do more exercise **43%**

Because I enjoy it/ it is something to do in my spare time **35%**

To improve how I look **23%**

To spend time with friends **11%**

So I can challenge myself **9%**

To spend time with my family **7%**

To improve my ability and skills in sport **5%**

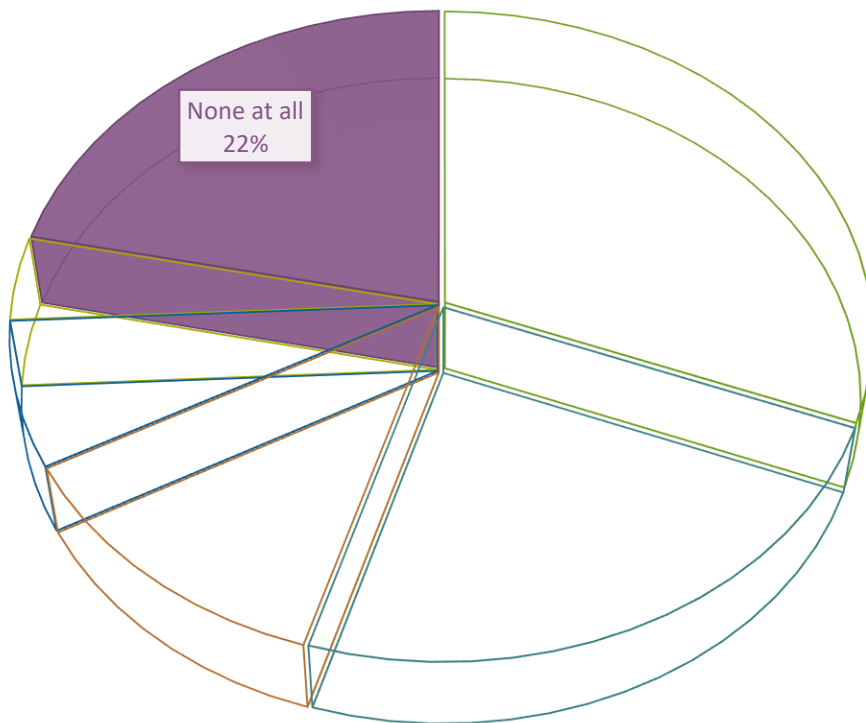
Because I've been inspired/encouraged by major sporting events (e.g. 2012 London Olympics/ Paralympics) **1%**

Because it is a popular thing to do **1%**

None of these **8%**

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How often and why people DO NOT exercise?



Because I am not (physically) strong enough **29%**

Because I am getting old/ Because of my age **26%**

Because I don't like physical exercise or sport **26%**

Because I don't have enough time (due to e.g. work or housework) **15%**

Because it costs too much money **13%**

Because I have no friends/ family to go with **6%**

Because I do not have anyone to train/ instruct me **3%**

Because there is no place or facility near me to do sport **2%**

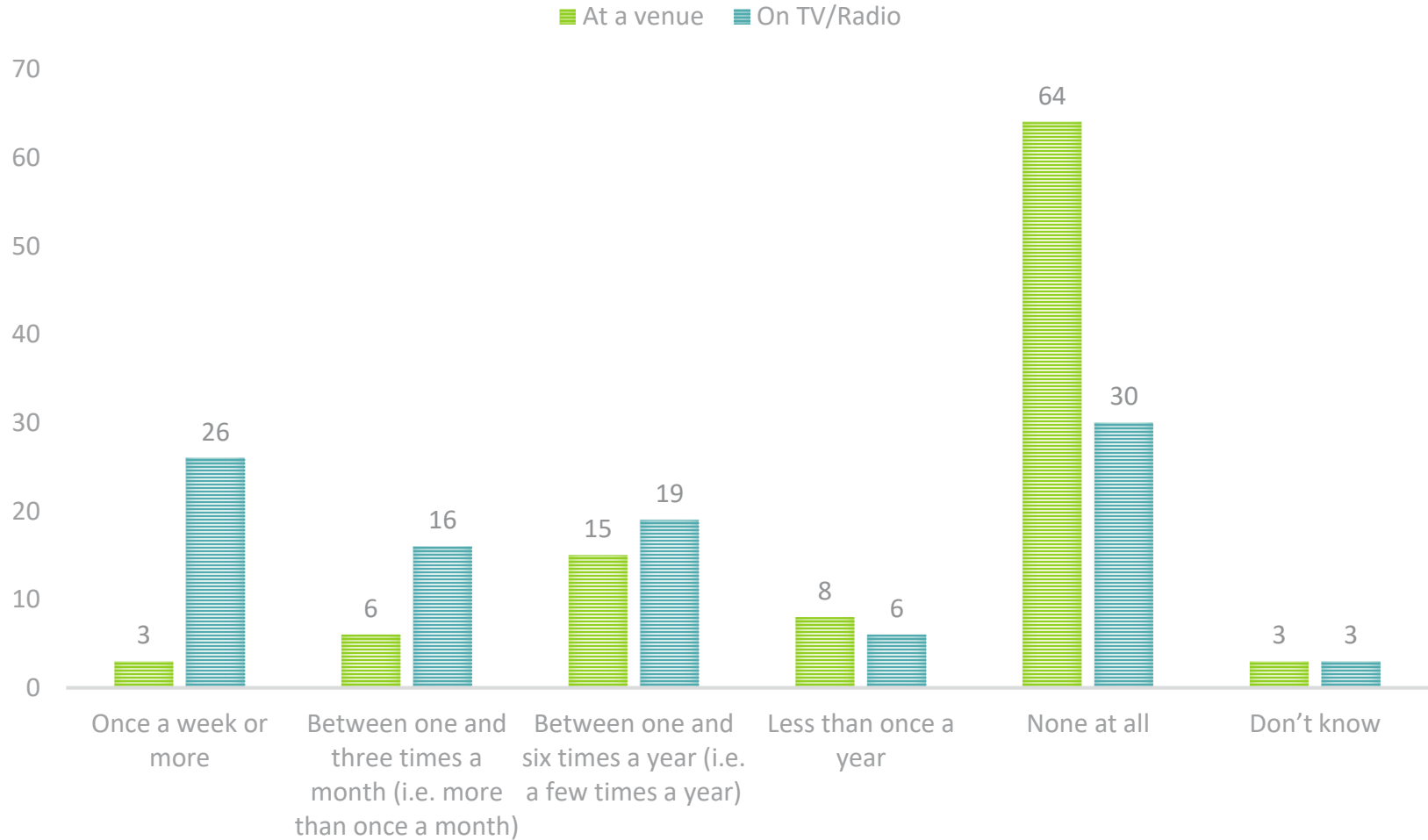
Because I don't have the chance to do any sport (e.g. because of social barriers) **2%**

None of the above **17%**

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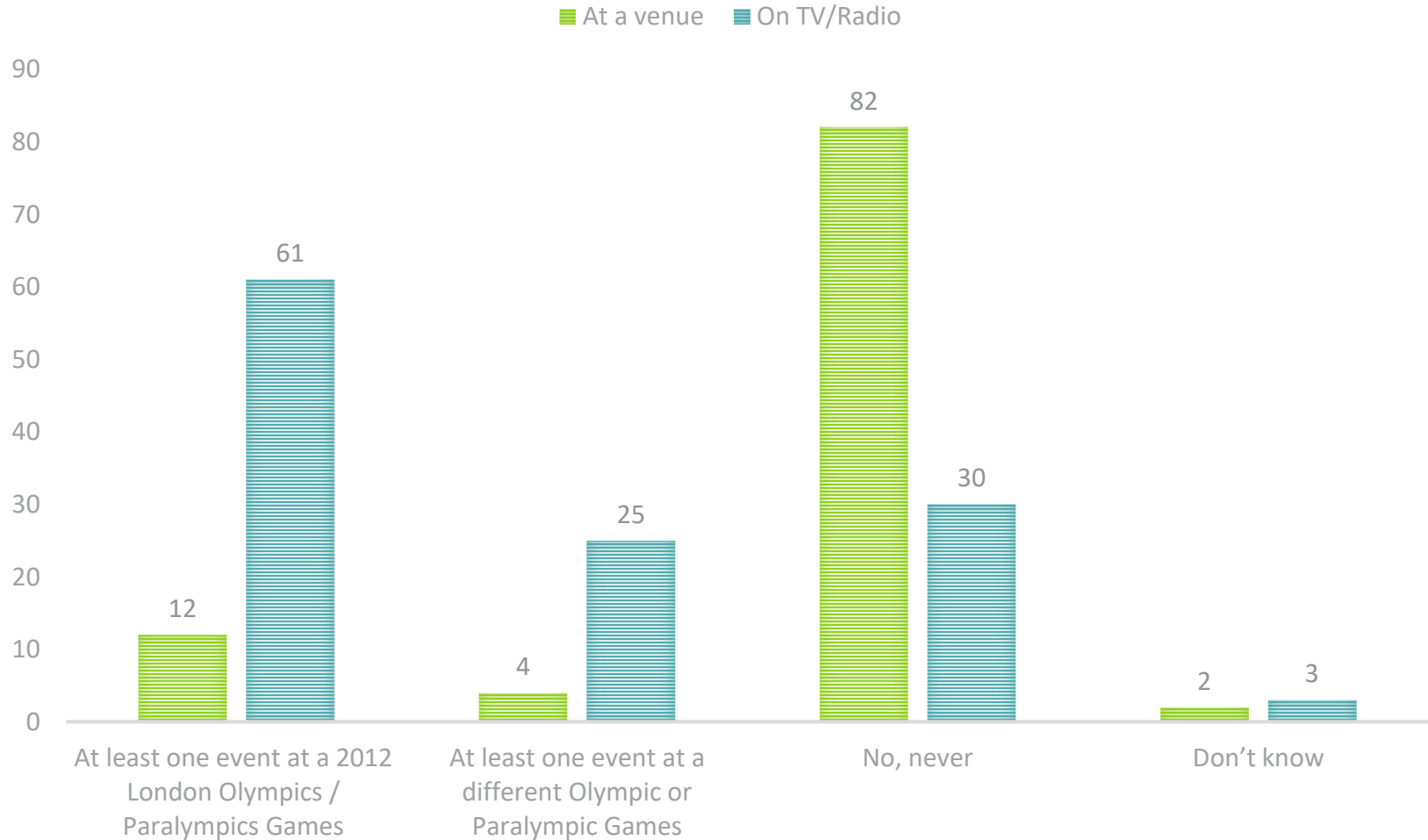
How often do people watch sport?

– In General

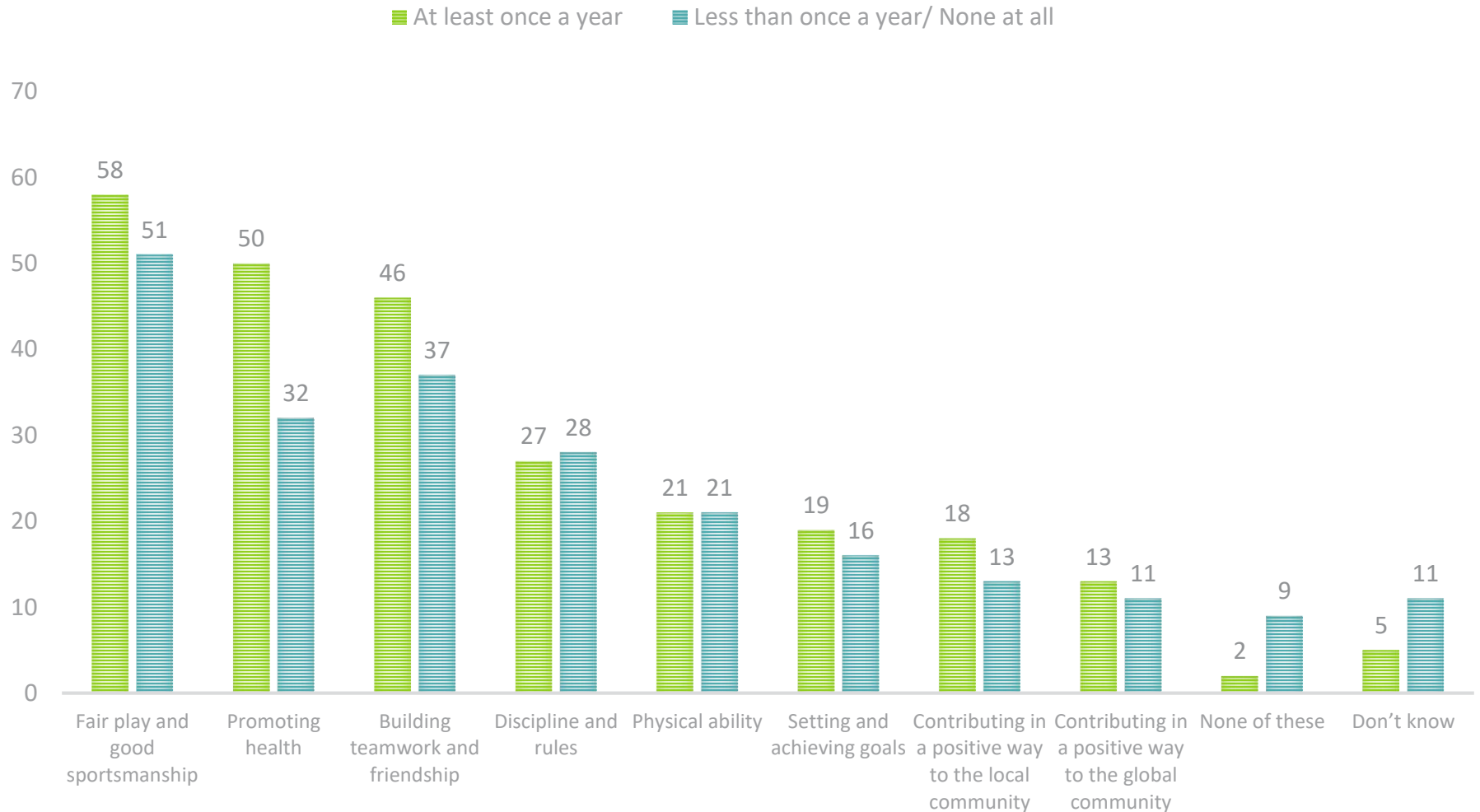


How often do people watch sport?

– The Olympics



Most important aspects of sport



Top Five Most “Unfair” Topics

- 1. Taking banned substances— 80%**
- 2. Jeering the rival— 71%**
- 3. Losing Intentionally— 70%**
- 4. Different Sanctions— 59%**
- 5. Not saying anything about a bad referee call in your favour— 51%**

Taking an illegal substance as you know your opponent has done the same



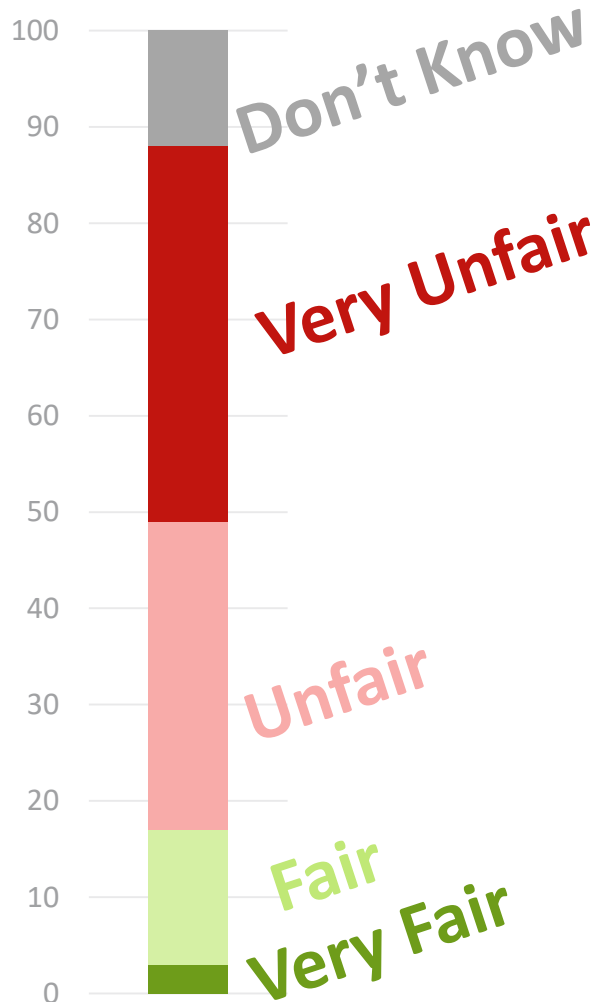
Why is it “Unfair”?

Because it is against the norm, principle, ethics of sport	39%
Because it means there aren't equal conditions between the athletes	22%
Because it is against my own values and beliefs	21%
Because it is against the values and norms of British society	6%
Because other competitors are not being respected	4%
Because it disrespects the values of relationships with other people	2%
Because of the expectations of other people (e.g. parents, sponsors, fans etc.)	2%
Other	2%

Only asked to those who thought Taking an illegal substance as you know your opponent has done the same is either 'Unfair' or 'Very unfair'; n=2448

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Making fun of a rival during a competition

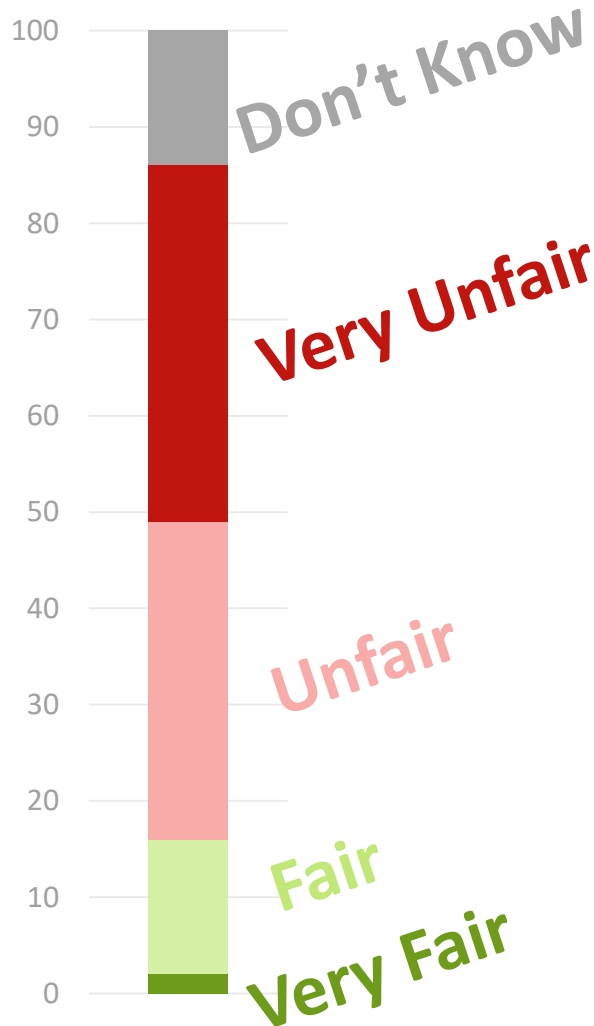


Why is it “Unfair”?

Because other competitors are not being respected	33%
Because it is against my own values and beliefs	22%
Because it disrespects the values of relationships with other people	18%
Because it is against the norm, principle, ethics of sport	15%
Because it is against the values and norms of British society	6%
Because it means there aren't equal conditions between the athletes	2%
Because of the expectations of other people (e.g. parents, sponsors, fans etc.)	1%
Other	1%

Only asked to those who thought 'You make fun of a rival during a competition' is either 'Unfair' or 'Very unfair'; n=2977

Lose a preliminary round match intentionally



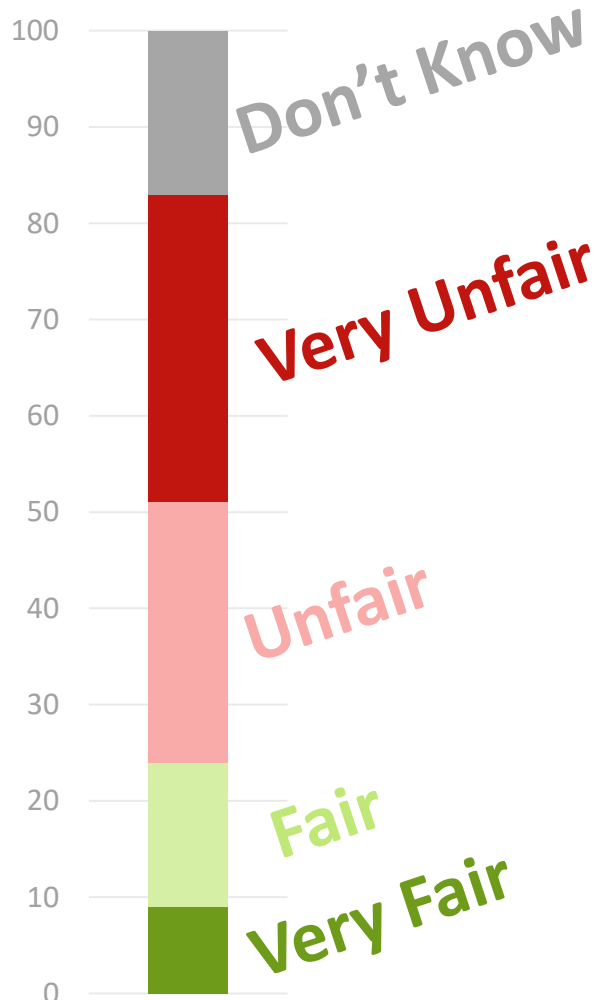
Why is it “Unfair”?

Because it is against the norm, principle, ethics of sport	39%
Because it is against my own values and beliefs	19%
Because other competitors are not being respected	16%
Because it means there aren't equal conditions between the athletes	9%
Because it is against the values and norms of British society	5%
Because it disrespects the values of relationships with other people	5%
Because of the expectations of other people (e.g. parents, sponsors, fans etc.)	4%
Other	1%

Only asked to those who thought You lose a preliminary round match intentionally is either 'Unfair' or 'Very unfair'; n=2882

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Different substance bans for different sports



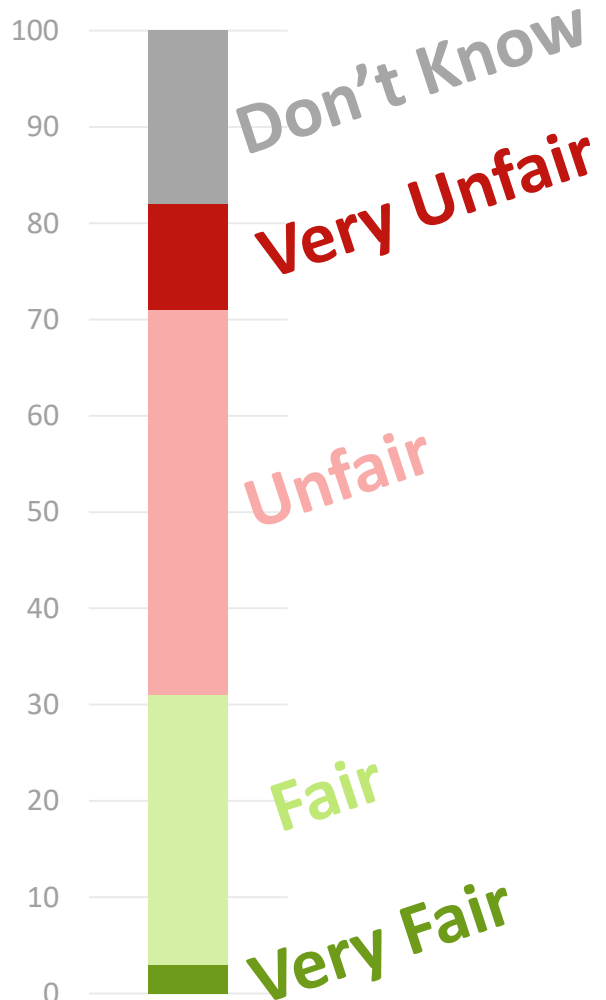
Why is it “Unfair”?

Because it means there aren't equal conditions between the athletes	49%
Because it is against the norm, principle, ethics of sport	21%
Because it is against my own values and beliefs	12%
Because other competitors are not being respected	5%
Because it is against the values and norms of British society	4%
Because it disrespects the values of relationships with other people	3%
Because of the expectations of other people (e.g. parents, sponsors, fans etc.)	1%
Other	2%

Only asked to those who thought “Different substance bans for different sports” is either ‘Unfair’ or ‘Very unfair’; n=2448

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Not saying anything after bad referee call

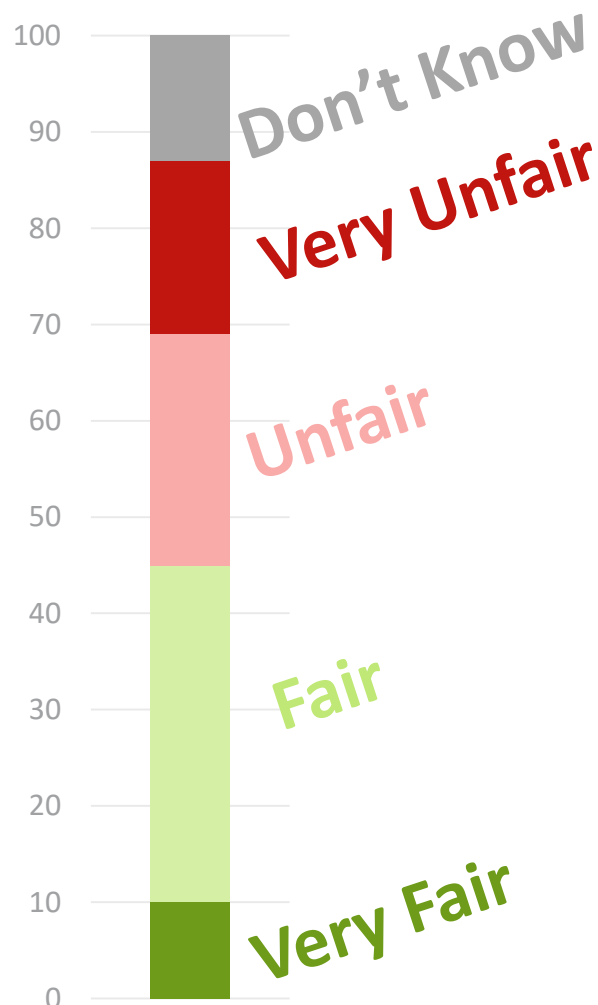


Why is it “Unfair”?

Because it is against the norm, principle, ethics of sport	31%
Because it is against my own values and beliefs	29%
Because other competitors are not being respected	11%
Because it means there aren't equal conditions between the athletes	9%
Because it is against the values and norms of British society	6%
Because it disrespects the values of relationships with other people	6%
Because of the expectations of other people (e.g. parents, sponsors, fans etc.)	2%
Other	2%

Only asked to those who Not saying anything after bad referee call is either 'Unfair' or 'Very unfair'; n=2123]

Strategic or tactical play



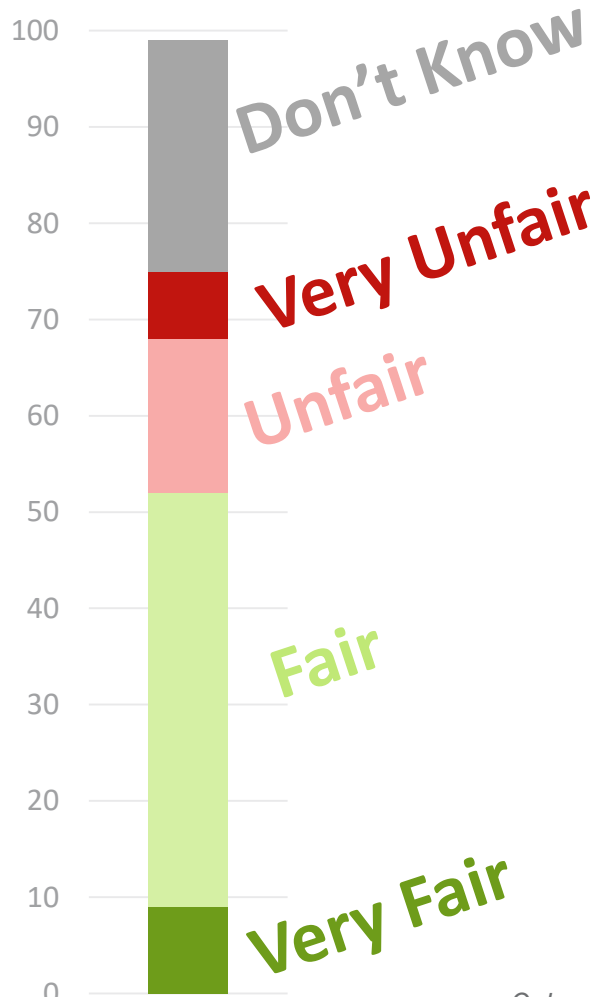
Why is it “Unfair”?

Because it is against the norm, principle, ethics of sport	30%
Because it is against my own values and beliefs	21%
Because other competitors are not being respected	16%
Because it means there aren't equal conditions between the athletes	13%
Because it disrespects the values of relationships with other people	8%
Because it is against the values and norms of British society	5%
Because of the expectations of other people (e.g. parents, sponsors, fans etc.)	2%
Other	1%

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Only asked to those who thought Strategic or tactical play is either 'Unfair' or 'Very unfair'; n=1680

Drinking an energy drink which claimed to increase your stamina



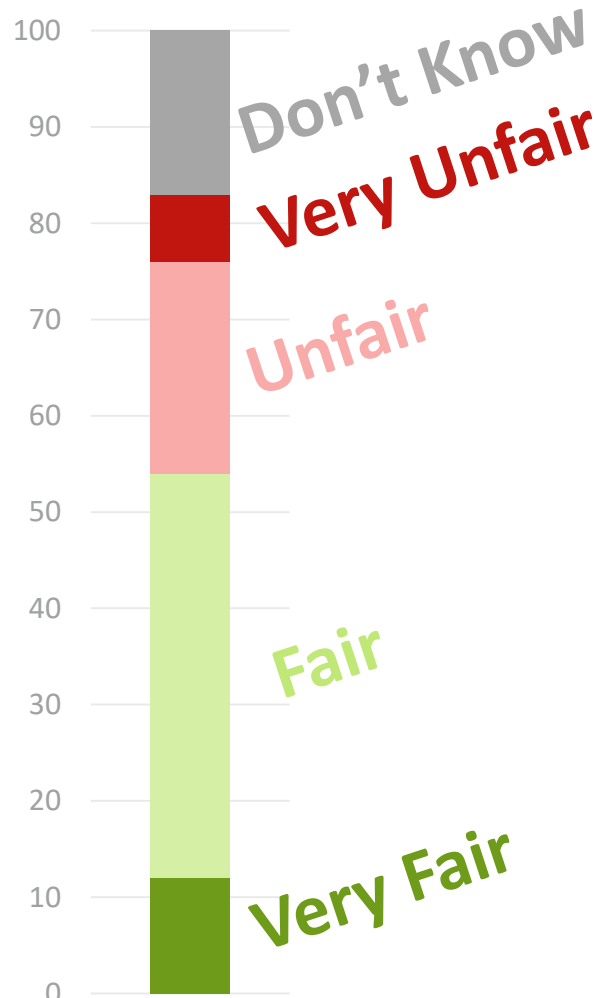
Why is it “Unfair”?

Because it means there aren't equal conditions between the athletes	34%
Because it is against the norm, principle, ethics of sport	25%
Because it is against my own values and beliefs	18%
Because it is against the values and norms of British society	6%
Because other competitors are not being respected	6%
Because it disrespects the values of relationships with other people	2%
Because of the expectations of other people (e.g. parents, sponsors, fans etc.)	2%
Other	1%

Only asked to those who thought "You could not sleep well the previous night before a competition so in the morning you drank an energy drink which claimed to increase your stamina" is 'Unfair' or 'Very unfair'; n=938]

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Access to the latest sport technology



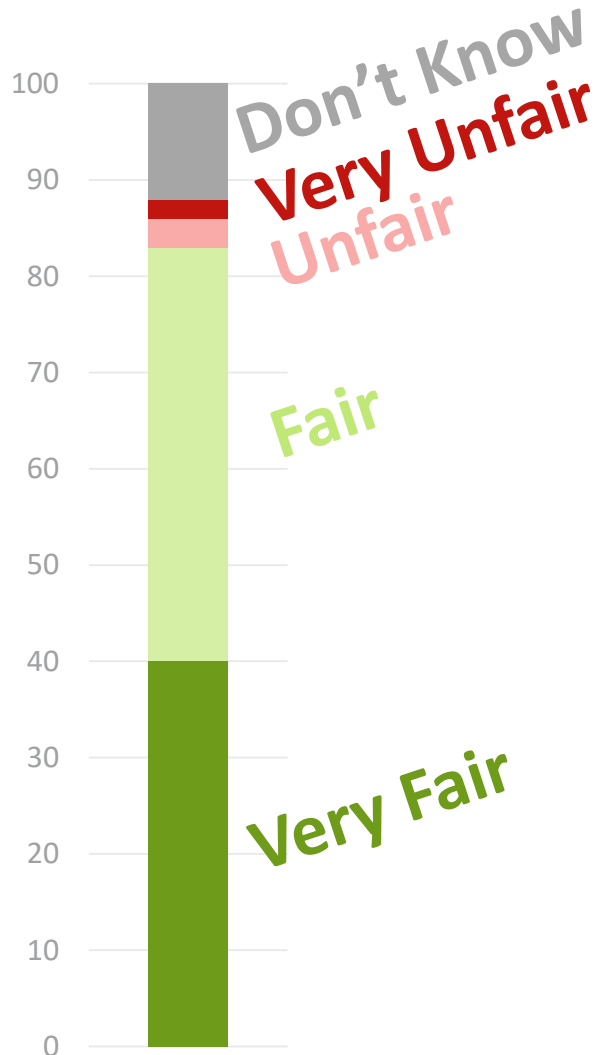
Why is it “Unfair”?

Because it means there aren't equal conditions between the athletes	34%
Because it is against the norm, principle, ethics of sport	25%
Because it is against my own values and beliefs	18%
Because it is against the values and norms of British society	6%
Because other competitors are not being respected	6%
Because it disrespects the values of relationships with other people	2%
Because of the expectations of other people (e.g. parents, sponsors, fans etc.)	2%
Other	1%

Only asked to those who thought access to the latest sport technology is either 'Unfair' or 'Very unfair'; n=1231]

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Laser eye surgery

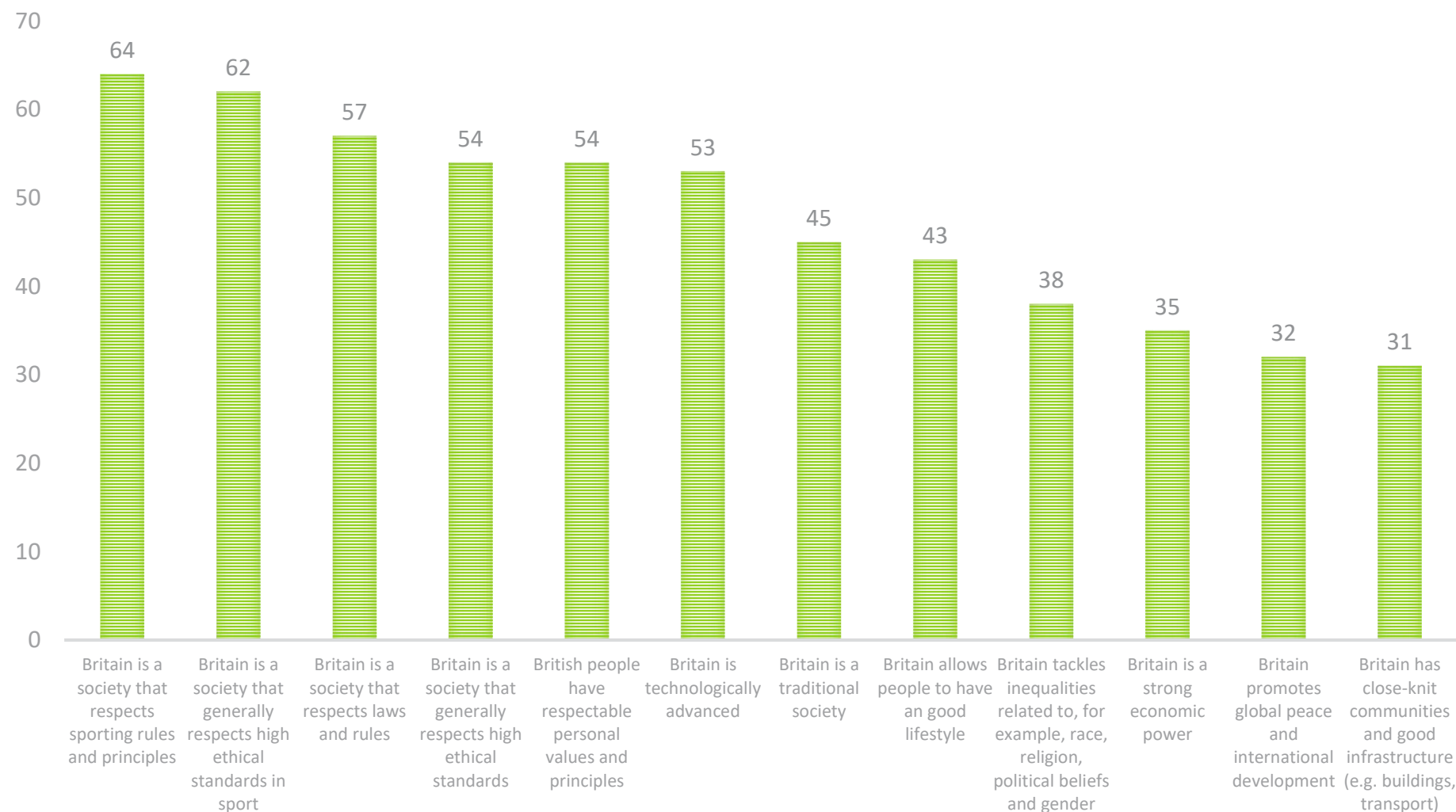


Why is it “Unfair”?

Because it means there aren't equal conditions between the athletes	19%
Because it disrespects the values of relationships with other people	13%
Because it is against the norm, principle, ethics of sport	12%
Because other competitors are not being respected	11%
Because it is against my own values and beliefs	11%
Because it is against the values and norms of British society	6%
Because of the expectations of other people (e.g. parents, sponsors, fans etc.)	4%
Other	5%

Only asked to those who thought laser eye surgery is either 'Unfair' or 'Very unfair'; n=144]

Success of Olympic Messages – Net Agree



Most important to be a professional athletes

