



POLL

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Doping a problem but Olympic success remains a driver of national pride: Global Poll

A new BBC World Service poll suggests a majority say doping scandals reduce their interest in the Olympics. Overall pride in how well their country performs in the Games has softened since before the London Games.

The poll, conducted by GlobeScan among more than 19,000 people in 19 countries between December 2015 and April 2016 asked the public to what extent their attention to the Olympic Games is negatively affected due to the use of performance-enhancing drugs by some athletes.

On average, across the 19 countries surveyed, a majority of 57 per cent say that the use of doping has “a lot” or “some” negative effect on their level of attention to the Games. Majorities of those polled in 13 of the 19 countries say they feel this way, with citizens of South Korea (78%), Peru (74%), Australia (70%), and France (69%) most negatively affected by doping. Conversely, Germans (35%) and Brazilians (36%) are least affected.

Asked how much their country’s performance in the Olympic Games affects the pride they feel in being a citizen of their country, an average of 62 per cent of citizens say that their country’s performance has “a lot” or “some” impact on their national pride. Across 16 countries polled by the BBC on this question in both 2011 and 2016, the overall proportion has decreased slightly (61% today vs. 63% in 2011), and the percentage saying “a lot” has fallen seven points (from 37% to 30%) suggesting a softening from the level prior to the London Olympics.

Though majorities in 15 out of the 19 countries surveyed link their sense of national pride, at least to some extent, with their country’s performance during the Olympic Games, views between countries differ widely. The impact of Olympic success in driving national pride is strongest in emerging economies, especially Indonesia (78%), Kenya (76%), Russia (74%), Peru (72%), and India (71%). It is weakest in Brazil (42%), Germany (48%), the US (48%), and France (50%).

GlobeScan Chairman Doug Miller commented: “The poll suggests that the Olympic Games continue to positively stimulate national pride, especially among citizens in emerging economies. However, the poll results also underscore the important role the World Anti-Doping Agency plays in protecting the Olympic franchise.”

Detailed Findings

Despite the prospect of hosting the 2016 Summer Olympics in Rio this August, a decreasing number of Brazilians say the way their athletes perform during the Games has an effect on their national pride. Only 42 per cent express this opinion (6 points below the percentage recorded a few months before the London Olympics), and they are now largely outnumbered by those who say Olympic performance matters only “a little” or “not at all” to the pride they feel in being Brazilian (58%).

The picture in Brazil contrasts with the situation in other developing and middle-income countries where, like in the 2011 poll, the feeling of national pride among citizens continues to get excited from achievements at the Olympics, even if to a lesser degree in some countries. Although they show the most vibrant reactions, the sense of pride among Indonesians and Kenyans has softened (78%, down 5 points from 2011 in Indonesia; 76%, down 15 points in Kenya). It has also decreased in Nigeria (56%, down 5 points) and in Ghana (51%, down 13 points). However, the impact of Olympic success in driving national pride has strengthened in Russia (74%, up 14 points) and India (71%, up 5 points), and is stable in Peru (72%) and Pakistan (65%).

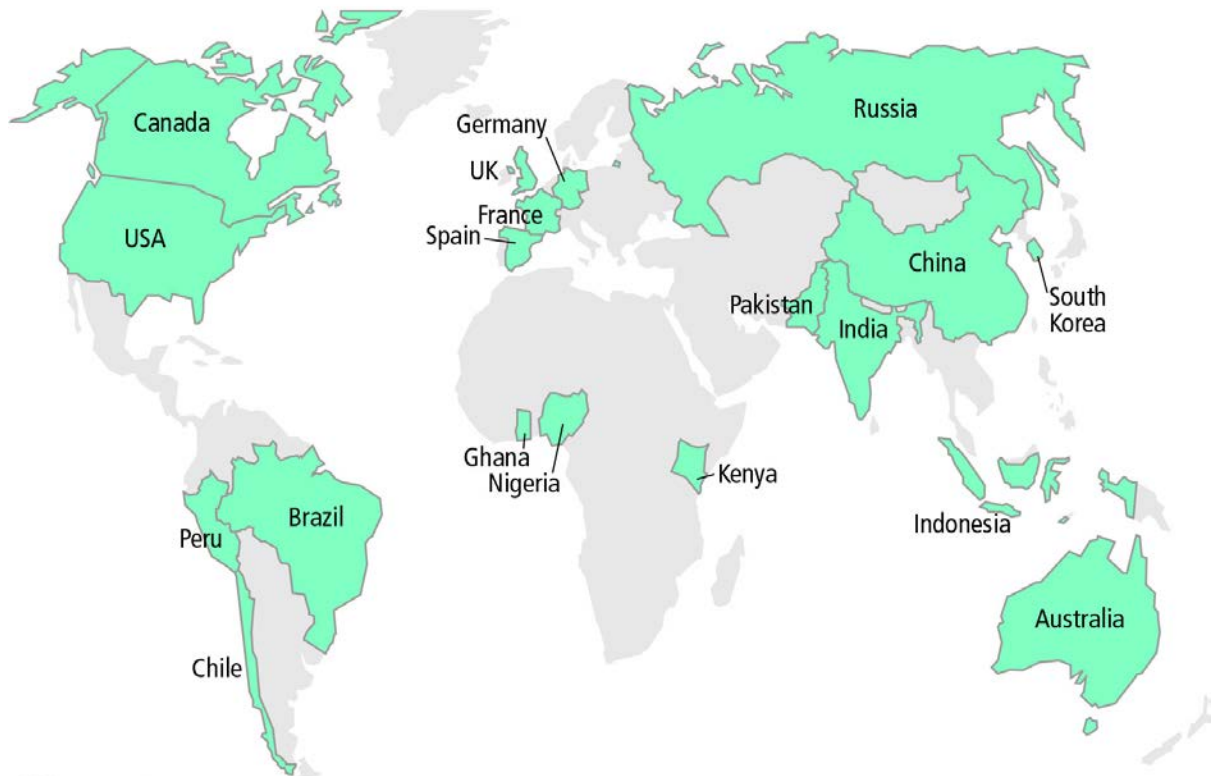
In the more industrialised economies, the impact is more limited. Except in Spain (68% feeling proud, up 9 points) and Canada (62%), opinions in France, Germany, and the US are divided, with roughly as many saying that Olympic performance does affect their national pride as those saying it matters “just a little” or “not at all.” In the UK, despite a record medal sweep at home in 2012, a narrow majority (53%) say the way British athletes perform impact their sense of pride of being Britons, a proportion fairly stable with 2011 (50%).

Looking at the impact of doping on people’s engagement with the Olympic Games, Brazil and Germany stand quite at odds with the dominant mood, as the only two countries with majorities saying that the use of doping affects “just a little” or “not at all” the way they bond with the Olympics (62% and 60%, respectively).

Russian opinion is interesting (and relevant to the current doping controversy that could see several of the Russian athletes barred from competing in the Rio Olympics). Russians are among the most engaged and likely to consider Olympic performance as a catalyst for national pride (and seemingly increasingly so in the aftermath of the Sochi Games in 2014). But Russians are split on the question of doping: 49 per cent (third highest proportion) lean the same way as the majority does in Brazil and Germany, but an equal proportion (49%) report that the use of drugs by some athletes negatively affects their attention to the Olympics.

The results are drawn from a telephone and in-person survey of 19,116 adult citizens across 19 participating countries in total. The poll was conducted for the BBC World Service between December 2, 2015 and April 15, 2016 by the international opinion research and consultancy firm GlobeScan and its national research partners. Within-country results are considered accurate within +/- 2.8 to 3.5 per cent 19 times out of 20. Urban-only samples were used in Brazil, China, Indonesia and Kenya.

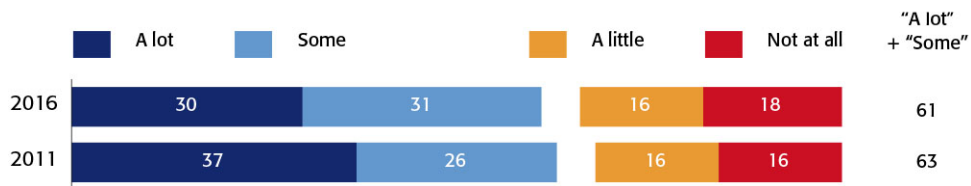
Map of Participating Countries 2016



BBC 3143 country map

Effect of Olympic Performance on Pride People Feel of Being Citizens of Their Countries

Average of 16 Countries,* 2011–2016

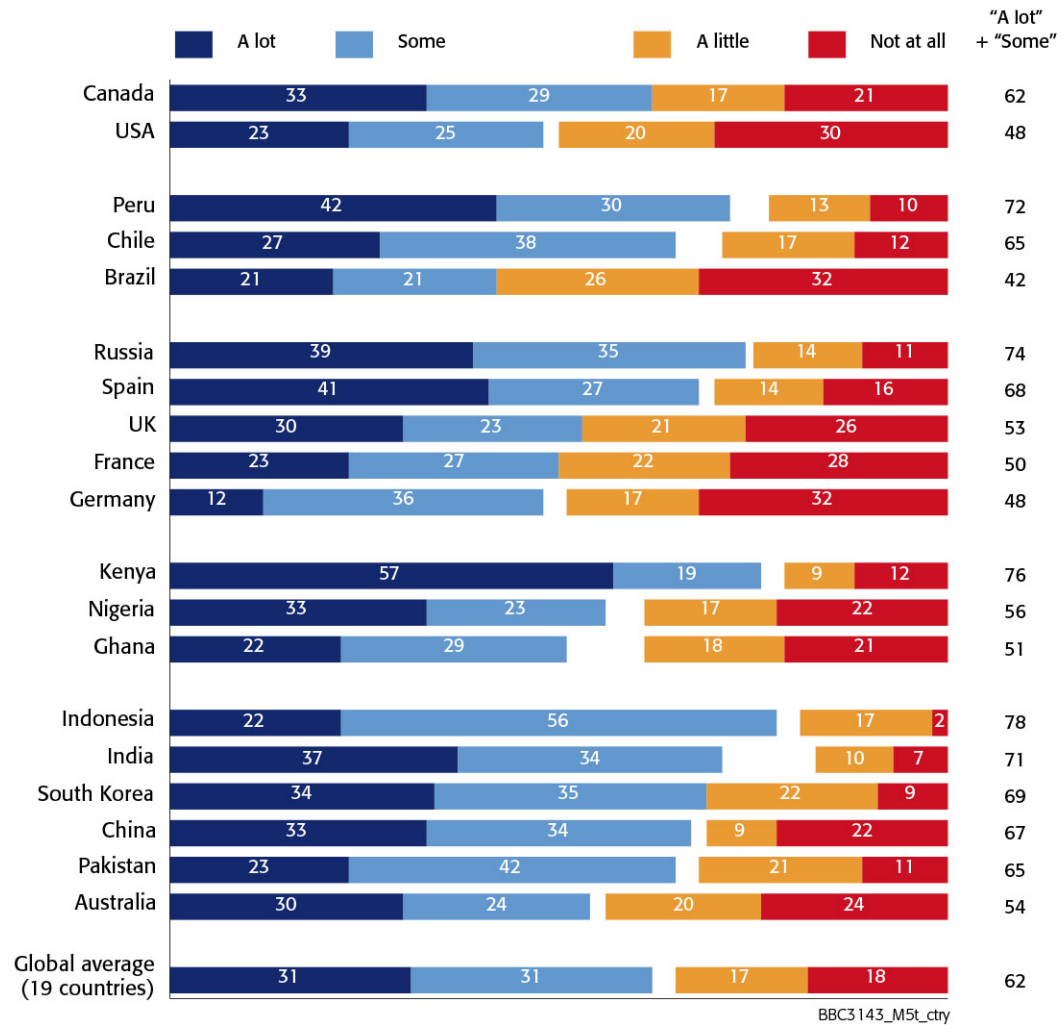


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The white space in this chart represents "Don't know / not applicable."

*Tracking countries Brazil, Chile, China, France, Germany, Ghana, India, Indonesia, Kenya, Nigeria, Pakistan, Peru, Russia, Spain, the UK, and the USA.

Effect of Olympic Performance on Pride People Feel of Being Citizens of Their Countries By Country, 2016

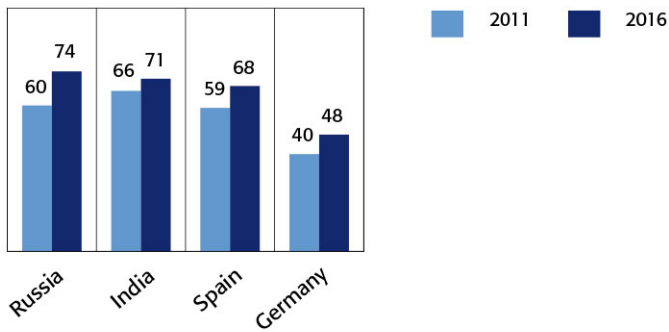


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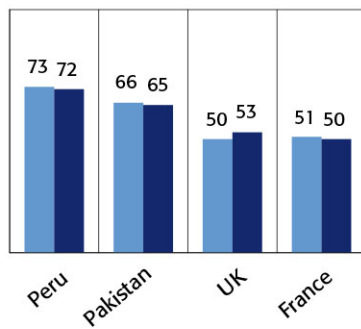
Effect of Olympic Performance on Pride People Feel of Being Citizens of Their Countries

Trends, "A Lot" and "Some," by Country, 2011–2016

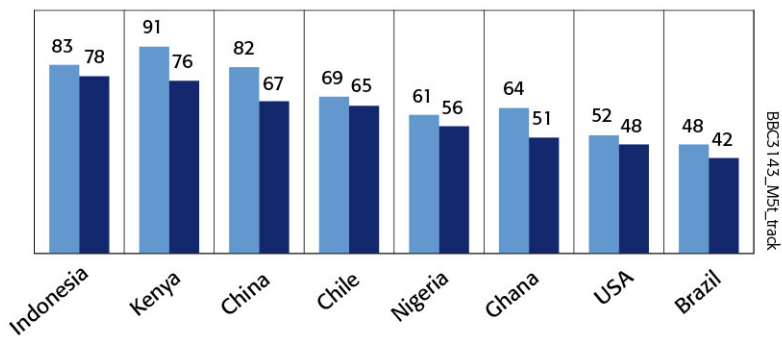
Increases since 2011



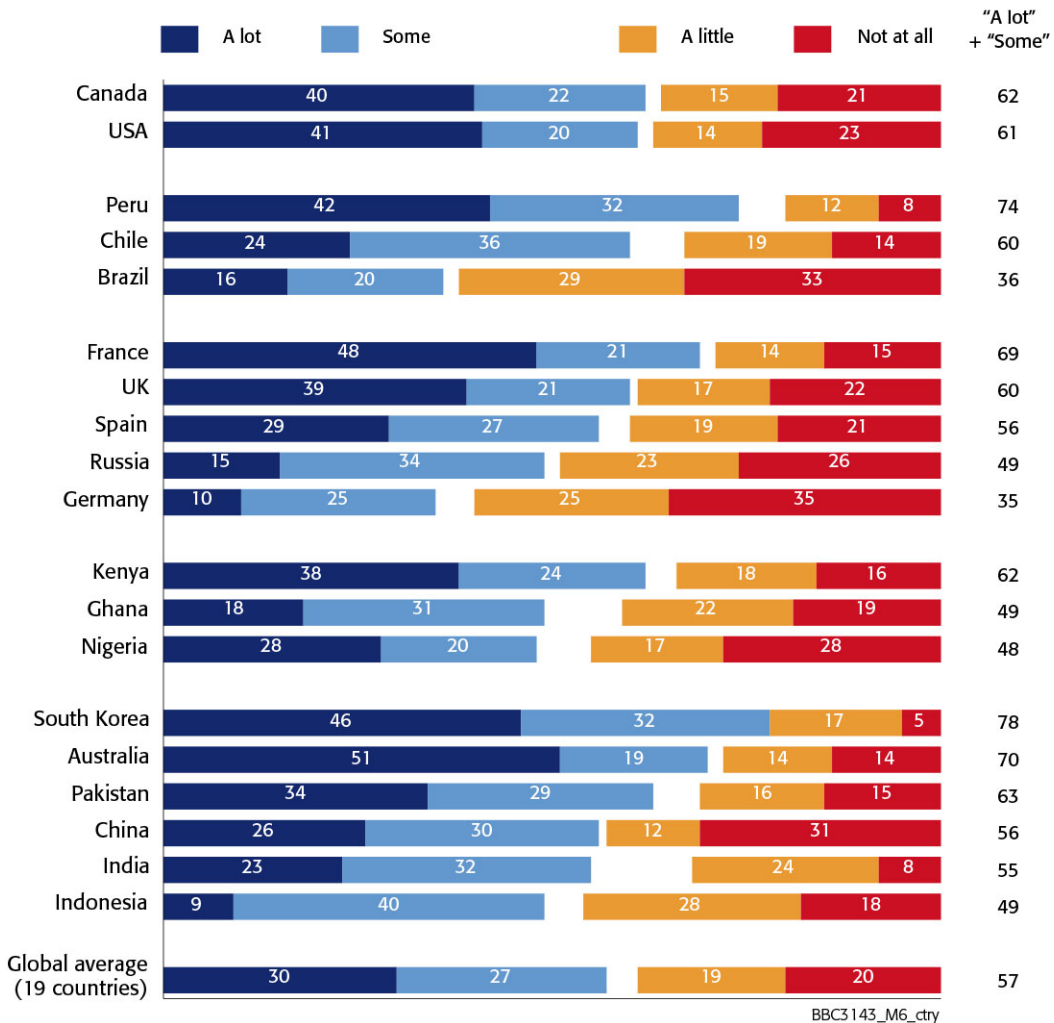
Stable



Decreases since 2011



Negative Effect of Use of Doping by Some Athletes on Attention to Olympic Games By Country, 2016



The white space in this chart represents "Don't know / not applicable."

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About GlobeScan

GlobeScan is a strategy consultancy specialising in stakeholder intelligence and engagement in the areas of reputation, sustainability and purpose. We help global companies, multilateral organisations and international NGOs build stronger, more trusting relationships with their stakeholders to deliver long-term success.

GlobeScan conducts research in over 90 countries and is a signatory to the UN Global Compact. Established in 1987, GlobeScan is an independent, management-owned company with offices in Toronto, London, San Francisco, Cape Town, São Paulo and Hong Kong. For more information, visit www.globescan.com.

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Questionnaire – Olympics and Sports

M5t. How much does the way your country performs in the Olympic Games affect the pride you feel in being a citizen of [Country]? **READ. CODE ONE.**

01 – A lot

02 – Some

03 – Just a little

04 – Not at all

VOLUNTEERED (DO NOT READ)

99 – Don't know / not applicable

M6. To what extent does your attention to the Olympic Games get negatively affected due to the use of performance-enhancing drugs by some athletes? **READ. CODE ONE ONLY.**

01 – A lot

02 – Some

03 – Just a little

04 – Not at all

VOLUNTEERED (DO NOT READ)

99 – Don't know / not applicable

Methodology

In total 19,116 citizens in Australia, Brazil, Canada, Chile, China, France, Germany, Ghana, India, Indonesia, Kenya, Nigeria, Pakistan, Peru, Russia, South Korea, Spain, the UK, and the United States were interviewed face-to-face or by telephone between December 2, 2015 and April 15, 2016. Polling was conducted by GlobeScan and its research partners in each country.

In Brazil, China, Indonesia and Kenya urban samples were used. The margin of error per country ranges from +/- 2.8 to 3.5 per cent, 19 times out of 20.

Country	Sample Size (unweighted)	Field dates	Sample frame	Survey methodology	Type of sample
Australia	802	February 29 – March 21, 2016	18+	Telephone	National
Brazil	804	January 25 – February 12 2016	18-69	Face to Face	Urban ¹
Canada	1020	March 7–24, 2016	18+	Telephone	National
Chile	1200	December 2, 2015 – January 5, 2016	18+	Face-to-face	National
China	1055	April 2–15, 2016	18+	Telephone	Urban ²
France	1055	February 22 – March 3, 2016	18+	Telephone	National
Germany	1001	February 4–18, 2016	16-70	Telephone	National
Ghana	1053	March 16 – April 12, 2016	18-65	Face-to-face	National
India	1269	March 15–30, 2016	18+	Face-to-face	National
Indonesia	1000	March 12–26, 2016	18+	Face-to-face	Urban ³
Kenya	1010	March 4–20, 2016	18+	Face-to-face	Urban ⁴
Nigeria	800	March 9–24, 2016	18+	Face-to-face	National
Pakistan	1000	February 19 – March 5, 2016	18+	Face-to-face	National
Peru	1205	March 14–27, 2016	18-70	Face-to-face	National
Russia	1020	March 9–21, 2016	18+	Telephone	National
South Korea	1000	March 20–24, 2016	19+	Telephone	National
Spain	815	February 29 – March 29, 2016	18+	Telephone	National
United Kingdom	1005	February 22 – March 13, 2016	18+	Telephone	National
USA	1006	February 29 – March 13, 2016	18+	Telephone	National

¹ In Brazil the survey was conducted in Belo Horizonte, Brasília, Curitiba, Goiânia, Porto Alegre, Recife, Rio de Janeiro, Salvador, São Paulo, representing 23 per cent of the national adult population

² In China the survey was conducted in Beijing, Chengdu, Chongqing, Fuzhou, Guangzhou, Hangzhou, Harbin, Hefei, Kunming, Nanning, Shanghai, Shenyang, Taiyuan, Tianjin, Wuhan, Xi'an, Xining, and Zhengzhou, representing 14 per cent of the national adult population.

³ In Indonesia the survey was conducted in Bandung, Jakarta, Makassar, Medan, and Surabaya, representing 27 per cent of the national adult population.

⁴ In Kenya, the survey was conducted in seven out of the eight former administrative provinces targeting the 45 per cent of the adult population in urban and mixed settlements. The survey sample included urban populations in 30 counties representing 64 per cent of all counties. The counties included in the sample were: Bungoma, Busia, Embu, Kajiado, Kakamega, Kericho, Kiambu, Kilifi, Kirinyaga, Kisii, Kisumu, Kitui, Kwale, Laikipia, Machakos, Marsabit, Meru, Migori, Mombasa, Nairobi, Nakuru, Narok, Nyamira, Nyandarua, Nyeri, Siaya, Trans Nzoia, Turkana, Uasin Gishu, and Vihiga.

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