

# Multi-Country Survey for UNI Global Union

## About the Study

Ipsos carried out an online survey on behalf of UNI Global Union between 27<sup>th</sup> September 2024 and 2<sup>nd</sup> October 2024 among 3188 respondents aged 16 to 75 years old in USA (1102 respondents), Australia (1000 respondents) and France (1086 respondents). The sample for this study is nationally representative of this audience with quotas by age, gender, region and work status. The data is weighted by the aforementioned quotas plus education levels – lower education and higher education - so that each country’s sample composition best reflects the demographic profile of the adult population according to the most recent census data. As well as providing the results individually for each of the three countries included in the survey, Ipsos have produced an overall total based on “country averages” where the results from each country have the same weight.

Where results do not sum up to 100 or the ‘difference’ appears to be +/-1 more/less than the actual, this may be due to rounding. The precision of Ipsos online surveys calculated using a credibility interval with a survey of 1,000 accurate to +/- 3.5 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website ([Ipsos | Global Market Research and Public Opinion Specialist](https://www.ipsos.com/en/global-market-research-and-public-opinion-specialist)).

## Trust in Sports Governing Bodies

More than three in five respondents, in all three countries surveyed, consider sport governing bodies to be trustworthy to operate in the best interest of communities and bring people together through sport, with 69% of respondents in Australia, 63% of respondents in France, and 60% of respondents in USA expressing a certain degree of trust towards them. In France, about one in four respondents considers sport governing bodies to be untrustworthy (24%), higher than the share collected in USA (18%) and Australia (19%).

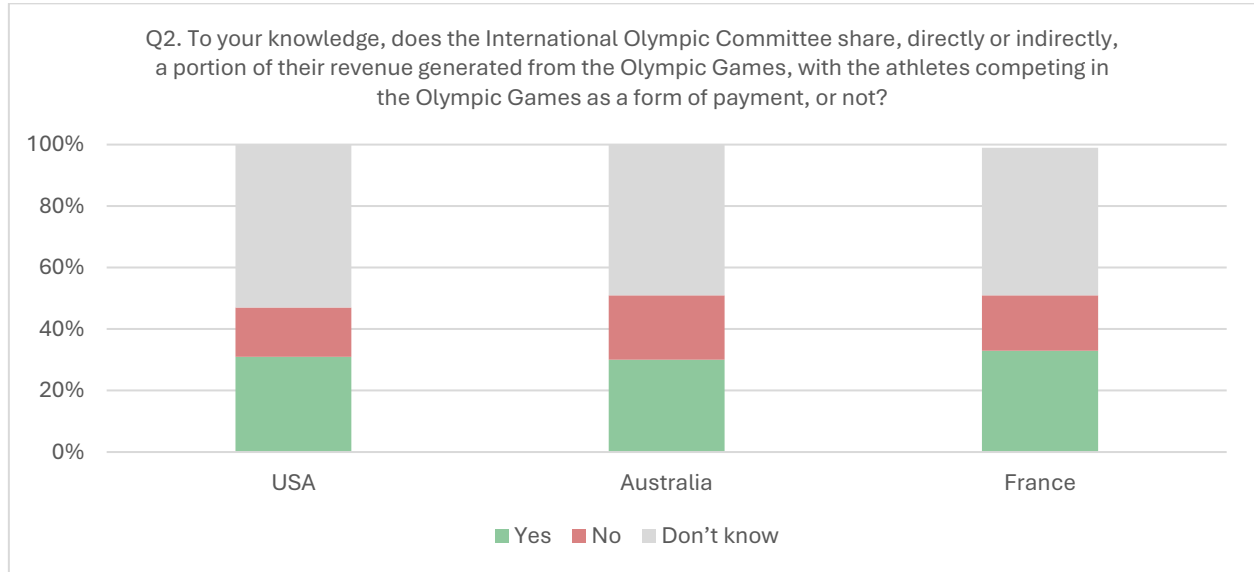


Base: Online survey among adults in USA (1102), Australia (1000), France (1086), 27th September 2024 and 2nd October 2024.

## Awareness and Support of Revenue Sharing

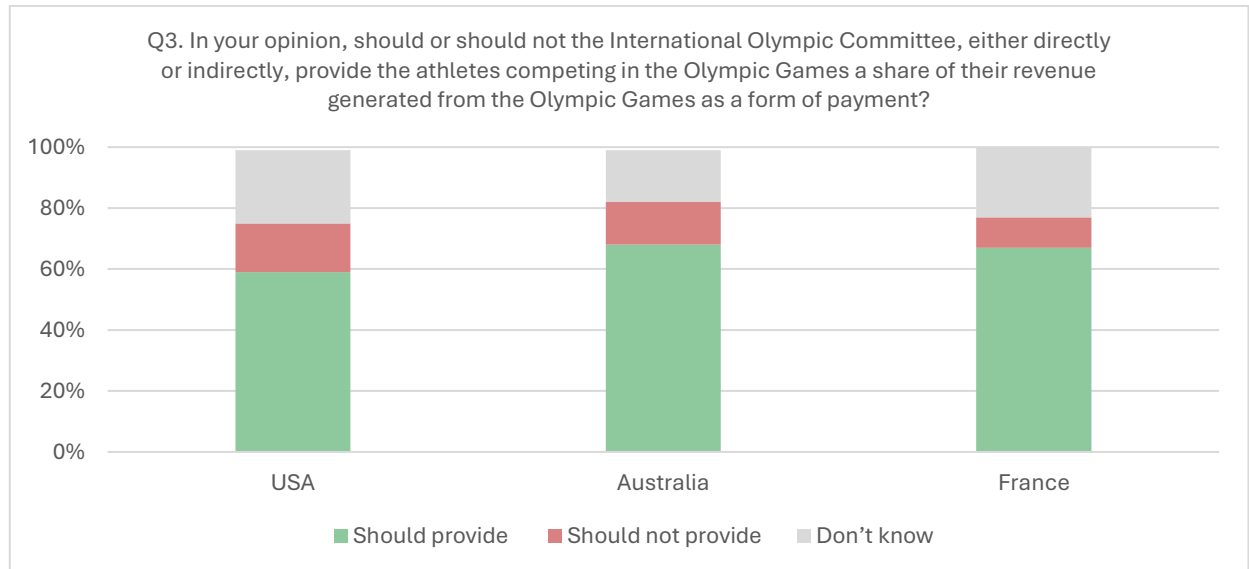
The awareness of whether the International Olympic Committee (IOC) share, directly or indirectly, a portion of the revenue generated from the Olympic Games with athletes competing in the Olympic Games as a form of payment is relatively low across all countries at around three or more in ten in each country, with about half of respondents indicating they “Don’t know”. However, 40% of those who expressed trust in sports governing bodies believes that the IOC does share a portion of this revenue.

At the same time, there is support for the idea that the International Olympic Committee should provide Olympic athletes, directly or indirectly, with a share of the revenue generated from the Games as a form of payment, with 68% of respondents in Australia, 67% of respondents in France, and 59% of respondents in USA in favor. This suggests a high level of public sentiment towards athletes’ compensation.



Yes: “Yes, they share it directly” + “Yes, they share it indirectly”

Base: Online survey among adults in USA (1102), Australia (1000), France (1086), 27th September 2024 and 2nd October 2024.



Should provide: “The IOC should definitely provide a share as a form of payment” + “The IOC should probably provide a share as a form of payment”

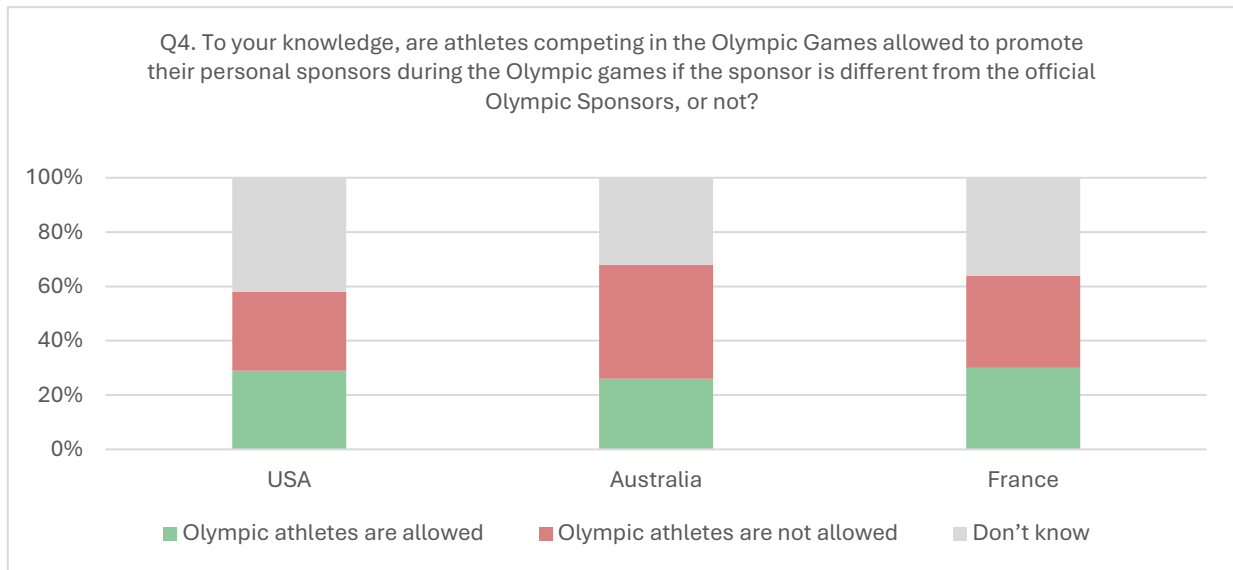
Should not provide: “The IOC should probably not provide a share as a form of payment” + “The IOC should definitely not provide a share as a form of payment”

Base: Online survey among adults in USA (1102), Australia (1000), France (1086), 27th September 2024 and 2nd October 2024.

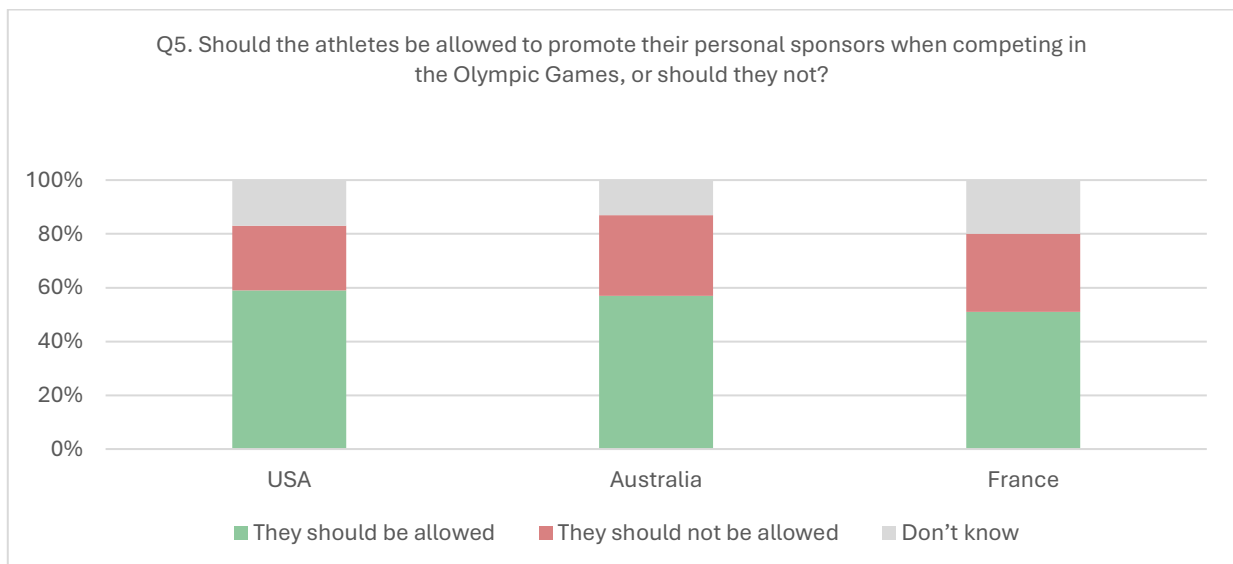
## Importance and Support of Sponsorship Freedom

There is a lack of clarity among respondents on whether athletes can promote personal sponsors when different from the official Olympic Sponsors, as reflected by a high level of "don't know" responses, particularly in the USA at 42%. In Australia, more than four out of ten respondents believe athletes are not allowed to promote personal sponsors. In USA and France, the share of those who believe athletes are allowed is similar to that of those who believe athletes are not allowed (USA 29% allowed vs. 29% not allowed and France 30% allowed vs. 34% not allowed).

At the same time, when asked to give their perspective on whether athletes should or should not be allowed to promote personal sponsors when competing in the Olympic Games, more than half of the respondents in each country believe athletes should be allowed, with support in the USA at 59%, Australia at 57%, and France at 51%.



Base: Online survey among adults in USA (1102), Australia (1000), France (1086), 27th September 2024 and 2nd October 2024.



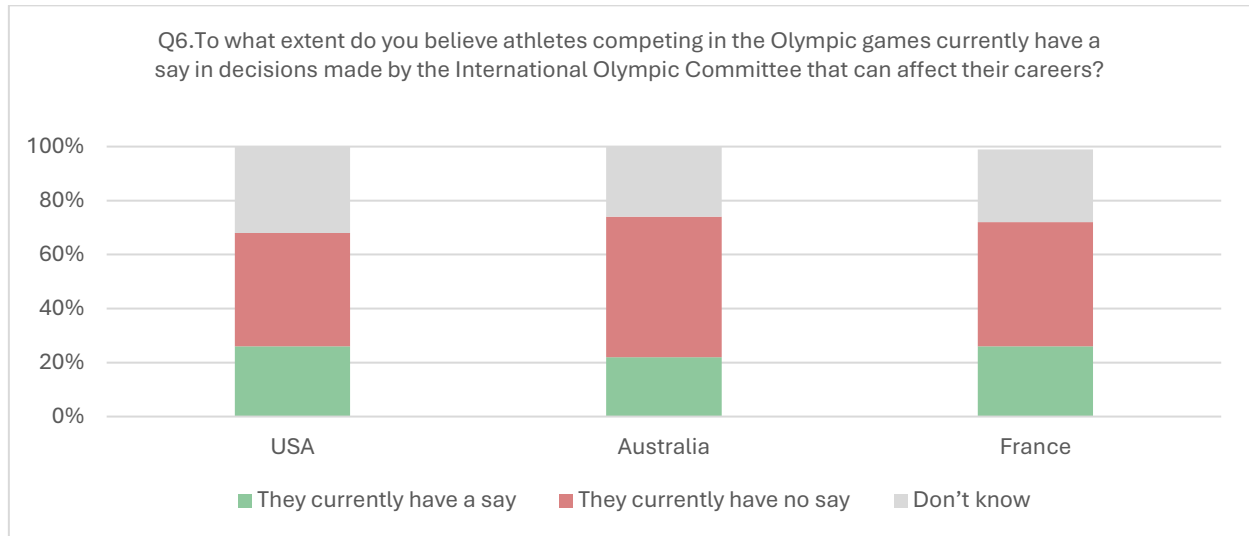
They should be allowed: "They definitely should be allowed" + "They probably should be allowed"  
 They should not be allowed: "They probably should not be allowed" + "They definitely should not be allowed"

Base: Online survey among adults in USA (1102), Australia (1000), France (1086), 27th September 2024 and 2nd October 2024.

## Fairness and Support of Athlete Representation

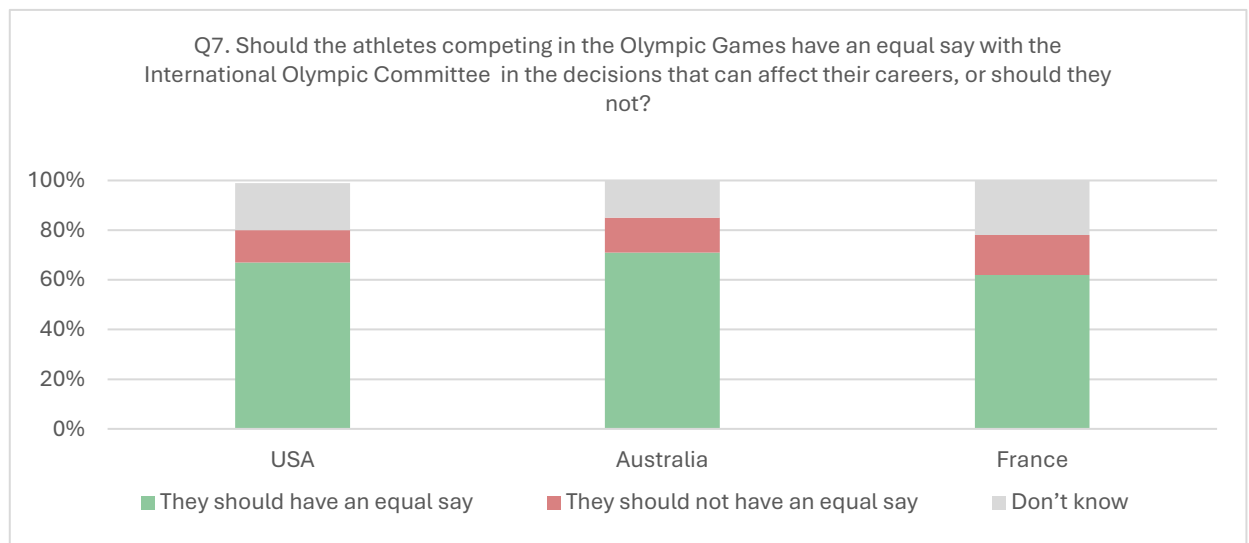
Across all three surveyed countries, there is a far higher proportion of respondents who believe that Olympic athletes currently have “a small amount” or “no say at all” in the decisions made by the International Olympic Committee that can affect their careers, versus those who believe they have a “fair amount” or “large amount” of say, particularly in Australia where the ratio of more than 2:1 (52% vs. 22%).

That being said, when asked about their perspective on whether Olympic athletes should or should not have an equal say with the International Olympic Committee in the decisions that can affect their careers, six or more in ten respondents, across each of the three surveyed countries, say that athletes should have an equal say (either “definitely” or “probably”), with the highest support of the idea in Australia at 71%, followed by the USA at 67%, and France at 62%.



They currently have a say: “They currently have a large amount of say” + “They currently have a fair amount of say”  
 They currently have no say: “They currently have a small amount of say” + “They currently have no say at all”

Base: Online survey among adults in USA (1102), Australia (1000), France (1086), 27th September 2024 and 2nd October 2024.



They should have an equal say: “They definitely should have an equal say” + “They probably should have an equal say”  
 They should not have an equal say: “They probably should not have an equal say” + “They definitely should not have an equal say”

Base: Online survey among adults in USA (1102), Australia (1000), France (1086), 27th September 2024 and 2nd October 2024.



## About Ipsos

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