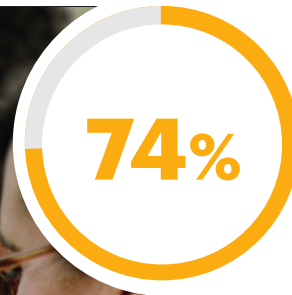
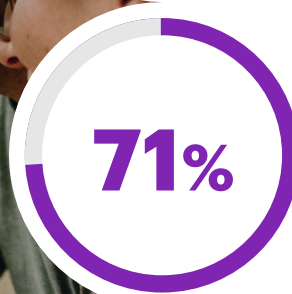


COMPLETE ATHLETE

The image of athletes as superheroes is giving way to a more complete picture of who they are: complex human beings who are emotional, social and multidimensional. Meet the “Complete Athlete,” who is stepping off the sidelines to create a more culture-defining game.



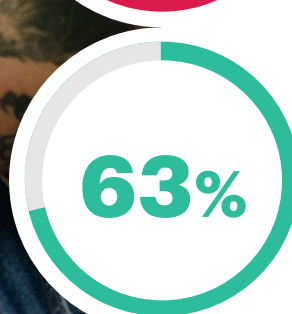
of sports fans agree “The past year has **made me more thoughtful about how sports, race and politics intersect**”



of sports fans say the **pandemic and protests** of the past year have **made athletes more relatable**



of sports fans agree “**I wish there was more storytelling in sports**—there’s too much focus on the game and not enough focus on the surrounding stories”



of sports fans are a fan of an athlete because they **represent a race, gender, or sexuality they identify with**

To access the [Full Complete Athlete Report](#) and to learn more about Generation Stream: Sports Edition, visit our [Generation Stream Hub](#).