



Keisuke Honda, Shinji Kagawa, Yuto Nagatomo, Yoshito Okubo are athletes expected to stand out at the FIFA World Cup. Makoto Hasebe, Homare Sawa, and Alberto Zaccheroni are seen as athletes with leadership ability.

– From the May 2014 Athlete Image Evaluation Survey –

Hakuhodo DY Media Partners, Inc. (Head office Minato-ku, Tokyo, President and CEO Hisao Mori) in partnership with Hakuhodo DY Sports Marketing, Inc. (Head office Minato-ku, Tokyo, President and CEO Masatsugu Toyoda) and Data Stadium, Inc. (Head office Setagaya-ku, Tokyo, President Yoshihiko Kato) conducted the May Athlete Image Evaluation Survey from May 14 to 21. The survey measures the overall image of athletes.

Summary of survey results

Athletes expected to stand out at the FIFA World Cup are Keisuke Honda (1st), Shinji Kagawa (2nd), Yuto Nagatomo (3rd), Yoshito Okubo (4th), and Shinji Okazaki (5th). Expectations seem to be on the rise for Okubo, who was selected for the National Team for the first time in a while. Most people obtain their information about the FIFA World Cup from TV (86.4%). Moreover, most people watch matches live on television (74.3%). In response to where they expected Team Japan to finish in the FIFA World Cup, 64% said they expected Japan to advance to the final 16.

The ranking for athletes with leadership ability was Makoto Hasebe 1st (soccer), Homare Sawa (soccer) 2nd, Alberto Zaccheroni (soccer) 3rd, Hiroki Kokubo (baseball) 4th, and Motohiro Shima (baseball) 5th. Athletes who can coordinate a team and take the responsibility to make it more competitive rose to the top of the ranking.

Japanese athletes expected to stand out at the FIFA World Cup

- 1st Keisuke Honda
- 2nd Shinji Kagawa
- 3rd Yuto Nagatomo
- 4th Yoshito Okubo
- 5th Shinji Okazaki

FIFA World Cup Information Source

- 1st TV
- 2nd Newspaper
- 3rd Internet

How respondent plans to watch FIFA World Cup

- 1st Live TV broadcast
- 2nd TV digest
- 3rd Video record live broadcast

Athletes with leadership skills

- 1st Makoto Hasebe
- 2nd Homare Sawa
- 3rd Alberto Zaccheroni
- 4th Hiroki Kokubo
- 5th Motohiro Shima

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Athlete Image Evaluation Survey Summary

Image overall ranking

The overall image ranking was: 1st Mao Asada (figure skating), 2nd Ichiro Suzuki (baseball), 3rd Yuzuru Hanyu (figure skating), 4th Masahiro Tanaka (baseball), 5th Noriaki Kasai (ski jump). The top rankings mostly went to athletes whose image has greatly improved thanks to their performance in the Sochi Olympics or who have a long record of notable accomplishments.

Ranking by image attribute

Favorable impression ranking: 1st Kasumi Ishikawa (ping pong), 2nd Kei Nishikori (tennis), 3rd Sara Takanashi (ski jump), 4th Ichiro Suzuki (baseball), 5th Shinji Okazaki (soccer). Young athletes at the top of their game ranked highest.

Intellectual image ranking: 1st Ichiro Suzuki (baseball), 2nd Alberto Zaccheroni (soccer), 3rd Makoto Hasebe (soccer), 4th Yuzuru Hanyu (figure skating), 5th Ayumi Ogasawara (curling). Athletes with the ability to coordinate a team ranked highest.

Good-looking image ranking: 1st Yu Darvish (baseball), 2nd Ichiro Suzuki (baseball), 3rd Keisuke Honda (soccer), 4th Atsuto Uchida (soccer), 5th Cristiano Ronaldo (soccer). Glamorous athletes made the ranking.

Powerful image ranking: 1st Hakuho (sumo), 2nd Saori Yoshida (wrestling), 3rd Endo (sumo), 4th Masahiro Tanaka (baseball), 5th Kakuryu (sumo). Highest ranking went to strong athletes, needless to say, and athletes with a strong presence.

Leadership ability ranking: 1st Makoto Hasebe (soccer), 2nd Homare Sawa (soccer), 3rd Alberto Zaccheroni (soccer), 4th Hiroki Kokubo (baseball), 5th Motohiro Shima (baseball). Athletes who can lead a team, get results, etc. ranked highest.

Project energy image ranking: 1st Minami Katsu (golf), 2nd Yuzuru Hanyu (figure skating), 3rd Masahiro Tanaka (baseball), 4th Kei Nishikori (tennis), 5th Endo (sumo). Young athletes with the potential for greatness ranked highest.

Sympathize with lifestyle and opinions ranking: 1st Ichiro Suzuki (baseball), 2nd Noriaki Kasai (ski jump), 3rd Kimiko Date-Krumm (tennis), 4th Homare Sawa (soccer), 5th Makoto Hasebe (soccer). Athletes who have competed at the top level of their sport for many years in Japan and overseas ranked highest.

Athlete Image Evaluation Rankings

1) Athletes expected to stand out at the FIFA World Cup: Keisuke Honda, Shinji Kagawa, Yuto Nagatomo

1st Keisuke Honda

2nd Shinji Kagawa

3rd Yuto Nagatomo

4th Yoshito Okubo

5th Shinji Okazaki

2) Athlete top rankings for overall image: Mao Asada, Ichiro Suzuki, Yuzuru Hanyu

1st Mao Asada (figure skating)

2nd Ichiro Suzuki (baseball)

3rd Yuzuru Hanyu (figure skating)

4th Masahiro Tanaka (baseball)

5th Noriaki Kasai (ski jump)

6th Kei Nishikori (tennis)

7th Homare Sawa (soccer)

8th Keisuke Honda (soccer)

9th Saori Yoshida (wrestling)

10th Sara Takanashi (ski jump)

3) Athlete favorable impression: Kasumi Ishikawa, Kei Nishikori, Sara Takanashi

1st Kasumi Ishikawa (ping pong)

2nd Kei Nishikori (tennis)

3rd Sara Takanashi (ski jump)

4th Ichiro Suzuki (baseball)

5th Shinji Okazaki (soccer)

4) Intelligent athletes: Ichiro Suzuki, Alberto Zaccheroni, Makoto Hasebe

1st Ichiro Suzuki (baseball)

2nd Alberto Zaccheroni (soccer)

3rd Makoto Hasebe (soccer)

4th Yuzuru Hanyu (figure skating)

5th Ayumi Ogasawara (curling)

5) Good-looking athletes: Yu Darvish, Ichiro Suzuki, Keisuke Honda

1st Yu Darvish (baseball)

2nd Ichiro Suzuki (baseball)

3rd Keisuke Honda (soccer)

4th Atsuto Uchida (soccer)

5th Cristiano Ronaldo (soccer)

6) Powerful athletes: Hakuho, Saori Yoshida, Endo

1st Hakuho (sumo)

2nd Saori Yoshida (wrestling)

3rd Endo (sumo)

4th Masahiro Tanaka (baseball)

5th Kakuryu (wrestling)

7) Athletes with leadership ability: Makoto Hasebe, Homare Sawa, Alberto Zaccheroni

1st Makoto Hasebe (soccer)

2nd Homare Sawa (soccer)

3rd Alberto Zaccheroni (soccer)

4th Hiroki Kokubo (baseball)

5th Motohiro Shima (baseball)

8) Athletes who project energy: Minami Katsu, Yuzuru Hanyu, Masahiro Tanaka

1st Minami Katsu (golf)

2nd Yuzuru Hanyu (figure skating)

3rd Masahiro Tanaka (baseball)

4th Kei Nishikori (tennis)

5th Endo (sumo)

9) Athletes with appealing lifestyle and opinions: Ichiro Suzuki, Kasai Noriaki, Kimiko Date-Krumm

1st Ichiro Suzuki (baseball)

2nd Kasai Noriaki (ski jump)

3rd Kimiko Date-Krumm (tennis)

4th Homare Sawa (soccer)

5th Makoto Hasebe (soccer)

Survey design

Survey method: Internet survey

Survey area: Prefectures in the greater Tokyo metropolitan area + Kansai region
(Tokyo, Kanagawa, Chiba, Saitama, Kyoto, Osaka, Hyogo, Nara)

Survey respondents: men and women age 15 to 69 living in the survey area

Effective collected sample size: 600 Survey period: May 14 to 21, 2014

This survey is intended as basic data for advertisement casting. Besides the name recognition and appeal of the athletes surveyed, this is an original survey consisting of 29 image evaluation items independently developed by Hakuodo DY Media Partners. Hakuodo DY Media Partners will continue to periodically conduct the Athlete Image Evaluation Survey and analyze the image evaluations of athletes.