

CYCLING

Most Americans Think Doping Claims Against Armstrong Are True

In a list of 12 current and former athletes, only Tiger Woods has a higher unfavorable rating than the former professional cyclist.

[NEW YORK – Oct. 24, 2012] - A majority of Americans believe the allegations of doping surrounding former professional cyclist Lance Armstrong are true, including those who own or have worn his distinctive Livestrong bracelet, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative sample of 1,003 American adults, more than half of respondents (53%) say they have followed news stories related to Armstrong “very closely” or “moderately closely.”

The U.S. Anti-Doping Agency (USADA) recently stated that there is “overwhelming” evidence that Armstrong was involved in “the most sophisticated, professionalized and successful doping program.” Three-in-five Americans (60%) think this allegation is true, while 15 per cent believe it is false.

Almost half of respondents (48%) agree with the decision taken by the International Cycling Union (ICU), which has moved to formally strip Armstrong of his seven Tour de France titles and ban him for life, based on the evidence presented by the USADA.

KEY FINDINGS

- **53% have followed news stories related to Lance Armstrong “very closely” or “moderately closely”**
- **60% think the allegations of doping against Armstrong are true**
- **48% agree with the decision to strip Armstrong of his Tour de France titles and ban him for life**

Full topline results are at the end of this release.

From October 22 to October 23, 2012, Angus Reid Public Opinion conducted an online survey among 1,003 randomly selected American adults who are Springboard America panelists. The margin of error—which measures sampling variability—is +/- 3.1%. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of the United States. Discrepancies in or between totals are due to rounding.

CONTACT:

Mario Canseco, Vice President, Angus Reid Public Opinion, 877-730-3570, mario.canseco@angus-reid.com

Respondents who own or have worn a Livestrong bracelet are paying more attention to news stories related to Armstrong (71%), but also believe that the allegation of doping against him is true (63%) and that the ICU took the right course of action (49%).

In a list of 12 former and current professional athletes, Armstrong gets the second highest unfavorable rating (38%, only behind Tiger Woods at 42%, and higher than Barry Bonds at 31%).

Learn about our [electoral record](#) / Consult our [surveys](#) / Follow us on [Twitter](#)

About Angus Reid Public Opinion

[Angus Reid Public Opinion](#) is a public affairs practice headed by Dr. Angus Reid: an industry visionary who has spent more than four decades asking questions to figure out what people feel, how they think and who they will vote for. A team of talented and experienced practitioners with a unique and profound understanding of global issues conduct high quality research throughout the world on a daily basis for corporations, governments, academic researchers, and non-profit organizations.

About Vision Critical®

[Vision Critical](#) is a global research and technology firm that creates software and services solutions for over 600 clients, including one third of the world's top 100 brands. The company has offices across North America, Europe and Australia as well as a Global Partner Program that provides other research companies and consultants with access to top-of-the-line technology. Its Sparq™ product is the most widely adopted community panel platform on the planet.

- 30 -

**For more information, please contact
our spokesperson listed in the footnote.**

CONTACT:

Mario Canseco, Vice President, Angus Reid Public Opinion, 877-730-3570, mario.canseco@angus-reid.com

Sports

Overall, would you say you have a favorable or unfavorable opinion of each of the following people?

	Mostly favorable	Mostly unfavorable	Not sure	I don't know who this person is
Tom Brady	50%	13%	20%	17%
Phil Mickelson	48%	5%	20%	27%
Kobe Bryant	40%	29%	23%	8%
LeBron James	39%	21%	26%	13%
Pete Sampras	38%	5%	24%	33%
Tiger Woods	36%	42%	19%	2%
Mark McGwire	34%	23%	25%	18%
Lance Armstrong	31%	38%	25%	5%
Ray Lewis	29%	9%	23%	40%
Albert Pujols	28%	7%	19%	46%
Barry Bonds	26%	31%	26%	17%
Marion Jones	23%	15%	24%	38%

CONTACT:

Mario Canseco, Vice President, Angus Reid Public Opinion, 877-730-3570, mario.canseco@angus-reid.com

Cycling

Over the past month, how closely have you followed news stories related to former professional cyclist Lance Armstrong?

	Gender			Age			Own / Have worn a Livestrong bracelet?	
	All	Men	Women	18-34	35-54	55+	Yes	No
Very closely	13%	17%	8%	16%	12%	11%	24%	10%
Moderately closely	40%	43%	37%	36%	41%	40%	47%	38%
Not too closely	31%	29%	34%	29%	31%	34%	21%	34%
Not closely at all	17%	12%	21%	20%	16%	15%	8%	19%

Cycling

As you may know, the U.S. Anti-Doping Agency (USADA) recently stated that there is “overwhelming” evidence that Armstrong was involved in “the most sophisticated, professionalized and successful doping program.” All things considered, do you think this allegation is true or false?

	Gender			Age			Own / Have worn a Livestrong bracelet?	
	All	Men	Women	18-34	35-54	55+	Yes	No
Definitely true / Probably true	60%	66%	54%	60%	58%	62%	63%	59%
Probably false / Definitely false	15%	16%	14%	18%	14%	13%	23%	13%
Not sure	25%	18%	32%	22%	28%	25%	13%	28%

CONTACT:

Mario Canseco, Vice President, Angus Reid Public Opinion, 877-730-3570, mario.canseco@angus-reid.com

Cycling

As you may know, the International Cycling Union (ICU) has moved to formally strip Armstrong of his seven Tour de France titles and ban him for life, based on the evidence presented by the USADA. All things considered, do you agree or disagree with this decision by the ICU?

	Gender			Age			Own / Have worn a Livestrong bracelet?	
	All	Men	Women	18-34	35-54	55+	Yes	No
Agree	48%	52%	44%	44%	48%	52%	49%	48%
Disagree	34%	33%	35%	38%	34%	30%	45%	31%
Not sure	18%	15%	21%	18%	18%	18%	6%	21%

CONTACT:

Mario Canseco, Vice President, Angus Reid Public Opinion, 877-730-3570, mario.canseco@angus-reid.com