



As the sample for this study is *sports fans*, a series of sports and activities is first presented. Respondents must rate at least one of them as “one of my favorites” or “very good” in order to qualify.

Since it began in the 1990s, Sports Q has had the ability to track consumer interest in specific sports such as golf, NASCAR, and mixed martial arts, as well as the appeal over time of specific sports personalities listed in Section 2.

No other longitudinal database is available... *anywhere!*

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*Evaluating familiarity and emotional attachments consumers have towards performers, characters, licensed properties, programs, and brands*

## Sports Personalities

### Sample Questionnaire - Sports Q

#### Section 1: Sports and Activities

Please write in a number from **1** to **5** in the “Your Opinion” column to show how you *personally feel* about each sport or activity. If it is one that you know very little about or have very little or no interest in, please write in “**N**”.

**1** = One of your favorites   **2** = Very Good   **3** = Good   **4** = Fair   **5** = Poor

**N** = Of little or no interest to you

	Your Opinion ▼		Your Opinion ▼		Your Opinion ▼
Bicycling .....	_____	International Soccer .....	_____	Pro Hockey (NHL) .....	_____
BMX Racing .....	_____	Karate/Tae Kwon Do .....	_____	Skateboarding .....	_____
Bowling .....	_____	Lacrosse .....	_____	Snowboarding .....	_____
Boxing .....	_____	Major League Baseball (MLB) ..	_____	Swimming .....	_____
College Basketball .....	_____	Major League Soccer (MLS) ....	_____	Tennis .....	_____
College Football .....	_____	Motocross Racing .....	_____	Track & Field .....	_____
Downhill Skiing .....	_____	Motorcycling .....	_____	Ultimate Fighting/ Mixed Martial Arts .....	_____
Figure Skating .....	_____	NASCAR .....	_____	Volleyball .....	_____
Fishing .....	_____	Olympic Style Wrestling .....	_____	Weight Training/Body Building ..	_____
Golf .....	_____	Pool/Billiards .....	_____	WNBA Basketball .....	_____
Gymnastics .....	_____	Pro Basketball (NBA) .....	_____	X-Games .....	_____
Health/Fitness Workouts .....	_____	Pro Football (NFL) .....	_____		

#### Section 2: Sports Personalities

Please indicate your overall opinion of each of the following sports personalities, considering *all* the times you have seen or heard of him or her.

**1** = One of your favorites   **2** = Very Good   **3** = Good   **4** = Fair   **5** = Poor

**N** = Someone you have never seen or heard of before

	Your Opinion ▼		Your Opinion ▼
Kareem Abdul-Jabar – Retired Basketball Player .....	_____	Bill Belichick – Football Coach .....	_____
Andre Agassi – Retired Tennis Player .....	_____	Carlos Beltran – Baseball Player .....	_____
Troy Aikman – Football Commentator .....	_____	Adrian Beltre – Baseball Player .....	_____
Marv Albert – Sportscaster .....	_____	Chris Berman – Sports Commentator .....	_____
Lamaricus Aldridge – Basketball Player .....	_____	Bonnie Bernstein – Football Commentator .....	_____
Laila Ali – Boxer .....	_____	Jerome Bettis – Football Commentator .....	_____
Muhammad Ali – Retired Boxer .....	_____	Greg Biffle – Race Car Driver .....	_____
Ray Allen – Basketball Player .....	_____	Chauncey Billups – Basketball Player .....	_____
Justin Allgaier – Race Car Driver .....	_____	Larry Bird – Basketball Executive .....	_____
A.J. Allmendinger – Race Car Driver .....	_____	Sue Bird – Basketball Player .....	_____
Mario Andretti – Retired Race Car Driver .....	_____	James Blake – Tennis Player .....	_____
Erin Andrews – Sportscaster .....	_____	Dave Blaney – Race Car Driver .....	_____
Carmelo Anthony – Basketball Player .....	_____	Usain Bolt – Track & Field Athlete .....	_____
Gilbert Arenas – Basketball Player .....	_____	Barry Bonds – Retired Baseball Player .....	_____
Lance Armstrong – Retired Cyclist .....	_____	Carlos Boozer – Basketball Player .....	_____
Nicklas Backstrom – Hockey Player .....	_____	Scott Boras – Baseball Players’ Agent .....	_____
Charles Barkley – Basketball Commentator .....	_____	Chris Bosh – Basketball Player .....	_____
Ricky Barnes – Golfer .....	_____	Clint Bowyer – Race Car Driver .....	_____
Trevor Bayne – Race Car Driver .....	_____	Sam Bradford – Football Player .....	_____
Josh Beckett – Baseball Player .....	_____	Terry Bradshaw – Football Commentator .....	_____
David Beckham – Soccer Player .....	_____	Tom Brady – Football Player .....	_____