



Sports Personalities

Sample Questionnaire - Sports Q

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!*

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
Lamarcus 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

www.qscores.com

516-365-7979

1615 Northern Boulevard
 Manhasset, NY 11030

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