

Sports endorsers survey 10-04

Knowledge Networks for Advertising Age

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Results by demographic groups

* Small sample size; interpret cautiously

"Extremely important" in determining whether endorsement will influence opinion of product	TOTAL	Gender		Ethnicity		Age			Sports league interest						
		Male (294)	Female (316)	Wht/Non-Hisp (452)	Non-white (158)	18-34 (184)	18-49 (363)	50+ (247)	MLB (163)	NBA (116)	NFL (243)	NHL (67)*	PGA (88)*	NASCAR Nextel (72)*	Extreme Sports* (61)
		%	%	%	%	%	%	%	%	%	%	%	%	%	%
Doesn't use drugs	53	51	56	51	61	42	50	59	63	53	55	54	61	60	57
Is a good role model for kids	43	40	46	43	44	34	42	44	46	48	46	52	45	46	56
Has never been arrested	35	31	39	37	31	35	34	37	38	35	35	26	38	36	47
Actually uses the product in real life	27	27	28	26	31	33	30	24	30	26	26	40	33	30	33
Has a good family life	27	24	31	28	27	26	27	29	31	25	28	30	27	33	33
Is religious	13	10	17	12	18	13	13	15	16	14	13	12	11	7	14
Is/was very successful in his/ her sport	11	10	13	9	19	13	11	13	15	19	13	10	12	10	19
Plays/played a sport I follow	10	7	13	9	13	13	12	8	8	11	9	7	9	15	11
Plays/played for one of my favorite teams	10	10	10	8	15	11	11	7	14	14	11	5	9	10	25
Playing/played the sport for a long time	6	5	7	4	12	7	5	7	6	7	6	1	4	4	11
Is someone I would like to be like	6	6	6	6	6	9	7	4	6	3	4	5	8	5	10
Was born in America	5	5	5	5	3	6	5	4	6	3	3	4	3	6	3
Is good looking/stylish	4	1	7	3	7	8	6	2	2	2	2	1	---	7	1
Is still playing the sport	4	3	5	3	8	6	4	3	4	5	4	1	2	8	9
Is the hottest new star in his/her sport	4	1	6	2	9	6	4	3	1	---	1	---	1	4	---
Has the same ethnic background as me	3	2	3	2	5	3	3	2	4	3	2	1	1	4	1
Is same gender as me	3	2	3	2	3	3	3	2	5	3	1	---	1	4	1
Is close to my age	2	2	2	1	5	4	3	1	1	1	---	1	1	---	1
Came to America from another country	1	1	1	1	2	1	2	1	---	1	---	---	---	2	1