



Personalities

Sample Questionnaire - Performer Q

The Performer Q rating scale provides both a measure of familiarity and likeability for each of the 1,800 performers covered in the overall study. Each performer is described by his or her current or most recent role, category or achievement.

Since Performer Q began in 1964, the ability to track the emergence, growth and sustainability of specific performers is a distinct advantage. Performers may be more or less likeable in different roles.

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

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

Here is a list of personalities you may have seen or heard on television, radio, in the movies, on musical recordings, at sporting events or somewhere else. We would like to have your overall opinion of each of the personalities, considering all the times you have seen or heard him or her. Here is how to rate them for us:

If the person is someone you have never seen or heard of before, write an "N" in the column headed "Your Opinion". If the person is someone you have definitely seen or heard of before, write a number from **1** to **5** in the column headed "Your Opinion", depending on how you feel about the personality.

- 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 ▼
Paula Abdul – Singer/Dancer	_____	Halle Berry – Actress	_____
Jensen Ackles – Dean on "Supernatural"	_____	Leslie Bibb – Actress	_____
Paul Adelstein – Cooper on "Private Practice"	_____	The Big Show – WWE Superstar on "Monday Night Raw"	_____
Dianna Agron – Quinn on "Glee"	_____	Nadia Bjorlin – Chloe on "Days Of Our Lives"	_____
Marv Albert – CBS Basketball Sportscaster	_____	Mary J. Blige – Singer	_____
Laila Ali – Boxer	_____	Tyler Blackburn – Caleb Rivers on "Pretty Little Liars"	_____
Ray Allen – Basketball Player	_____	Matt Bomer – Neal Caffrey on "White Collar"	_____
Christiane Amanpour – Host on "This Week"	_____	Danny Boome – Chef on "Rescue Chef"	_____
Marco Andretti – Race Car Driver	_____	Anthony Bourdain – Host on "No Reservations"; Chef	_____
Erin Andrews – ESPN Sportscaster	_____	Clint Bowyer – Race Car Driver	_____
Carmelo Anthony – Basketball Player	_____	Tom Brady – Football Player	_____
Christina Applegate – Actress	_____	Tim Brando – CBS Football Sportscaster	_____
Robbie Arnell – Actor	_____	Creed Bratton – Creed on "The Office"	_____
Ashanti – Singer	_____	Mike Breen – ESPN Basketball Sportscaster	_____
Hank Azaria – Actor	_____	Paget Brewster – Emily on "Criminal Minds"	_____
Jake T. Austin – Max on "Wizards Of Waverly Place"	_____	Paul Brittain – Comedian on "Saturday Night Live"	_____
Ben Bailey – Host on "Cash Cab"	_____	Alton Brown – Chef on "Good Eats"	_____
Simon Baker – Patrick Jane on "The Mentalist"	_____	Joe Brown – Judge on "Judge Joe Brown"	_____
Alec Baldwin – Jack on "30 Rock"	_____	Daniel Bryan – WWE Superstar on "Friday Night Smackdown"	_____
Tyra Banks – Host on "America's Next Top Model"	_____	Michael Buble – Singer	_____
Wade Barrett – WWE Superstar on "Friday Night Smackdown"	_____	Jeff Burton – Race Car Driver	_____
Mario Batali – Chef on "Iron Chef America"	_____	Candace Cameron Bure – Summer on "Make It or Break It"	_____
Texas Battle – Marcus on "Bold & Beautiful"	_____	Anne Burrell – Chef on "Secrets of A Restaurant Chef"	_____
Rick Bayless – Chef	_____	Sophia Bush – Brooke on "One Tree Hill"	_____
Josh Beckett – Baseball Player	_____	Louis C.K. – Comedian; Louie on "Louie"	_____
Brandon Beemer – Owen on "Bold & Beautiful"	_____	Eddie Cahill – Don Flack on "CSI: NY"	_____
Catherine Bell – Denise on "Army Wives"	_____		
Maurice Benard – Sonny on "General Hospital"	_____		
Troian Bellisario – Spencer on "Pretty Little Liars"	_____		
Tom Bergeron – Host on "America's Funniest Home Videos" and "Dancing With The Stars"	_____		



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Sample Questionnaire - Dead Q

The rating scale used in the questionnaire eliciting opinions about "Performers of the Past" is the same as the scale used in other Q Score services. It applies to performers, characters, athletes and television programs.

The advantage of using the same scale is to be able to make comparisons across categories. Performers who have passed on can be evaluated *when living vs. when deceased*. A good example is Michael Jackson, whose "One of my favorites" rating increased substantially after he passed.

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	Your Opinion ▼		Your Opinion ▼
Louis Armstrong – Musician	_____	Tony Curtis – Actor	_____
Bea Arthur – Actress	_____	Rodney Dangerfield – Comedian	_____
Arthur Ashe – Tennis Player	_____	Bette Davis – Actress	_____
Fred Astaire – Dancer; Singer; Actor	_____	Sammy Davis, Jr. – Singer; Dancer; Actor	_____
Lucille Ball – Actress; Comedienne.....	_____	Doris Day – Actress; Singer	_____
John Belushi – Actor; Comedian.....	_____	James Dean – Actor	_____
Ingrid Bergman – Actress	_____	Jimmy Dean – Singer; Businessman	_____
Humphrey Bogart – Actor	_____	John Denver – Singer	_____
Marlon Brando – Actor	_____		
Lloyd Bridges – Actor	_____	Joe DiMaggio – Baseball Player	_____
		Albert Einstein – Scientist	_____
Charles Bronson – Actor.....	_____	Peter Falk – Det. Columbo on "Columbo"	_____
James Brown – Singer	_____	Farrah Fawcett – Actress	_____
James Cagney – Actor	_____	Eddie Fisher – Singer; Actor	_____
John Candy – Actor; Comedian.....	_____	Ella Fitzgerald – Singer	_____
Art Carney – Norton on "The Honeymooners".....	_____	Errol Flynn – Actor	_____
Karen Carpenter – Singer.....	_____	Henry Fonda – Actor	_____
David Carradine – Actor.....	_____	Clark Gable – Actor	_____
Johnny Carson – Talk Show Host	_____	Greta Garbo – Actress.....	_____
Dixie Carter – Actress	_____		
Johnny Cash – Singer	_____	Ava Gardner – Actress	_____
		Judy Garland – Singer; Actress	_____
Lon Chaney – Actor	_____	Marvin Gaye – Singer	_____
Harry Chapin – Singer; Songwriter.....	_____	Estelle Getty – Sophia on "Golden Girls".....	_____
Charlie Chaplin – Actor.....	_____	Jackie Gleason – Ralph Kramden on	
Ray Charles – Singer	_____	"The Honeymooners"	_____
Julia Child – Chef	_____	Robert Goulet – Singer; Actor	_____
Jill Clayburgh – Actress.....	_____	Cary Grant – Actor	_____
Gary Cooper – Actor	_____	George Harrison – Singer; Musician.....	_____
Joan Crawford – Actress.....	_____	Jean Harlow – Actress	_____
Walter Cronkite – Anchor on "CBS Evening News"	_____		
		Isaac Hayes – Singer; Musician.....	_____
Bing Crosby – Singer; Actor	_____	Jim Henson – Creator of "The Muppets"	_____
Robert Culp – Actor	_____	Audrey Hepburn – Actress	_____