



Sports Personalities (evaluated by sports fans) Sample Data: Demographic Profile - "Sports Personality A"

Our Client's Objective

To determine if this basketball player ("Sports Personality A") would be the right spokesperson for an advertising campaign targeting adults 18-34.

What Q Scores Revealed

With a Positive Q Score index for adults 18-34 only at a 105 (by far the lowest of any demographic segment), and a Negative Q Score index of 117 (much too high) among these young adults, we recommended *against* using this personality. A more favorable perception among the intended target audience (more "likers", fewer "dislikers") makes for a stronger positive impact and better justifies the significant investment in a celebrity athlete.

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

	TOTAL FAMILIAR %	BASKETBALL CATEGORY AVERAGE %	INDEX TO CATEGORY AVERAGE	POSITIVE Q SCORE %	BASKETBALL CATEGORY AVERAGE %	INDEX TO CATEGORY AVERAGE	NEGATIVE Q SCORE %	BASKETBALL CATEGORY AVERAGE %	INDEX TO CATEGORY AVERAGE
TOTAL SAMPLE	86	49	176	29	18	161	20	25	77
TEENS 12-17	71	34	209	34	20	170	14	23	61
ADULTS 18-34	88	53	166	22	21	105	28	24	117
ADULTS 35-49	91	50	182	26	12	217	19	29	66
ADULTS 50-64	92	56	164	35	20	175	20	24	83
ADULTS 18-64	90	53	170	26	17	153	19	25	76
ADULTS 18-49	90	52	173	24	17	141	23	26	
ADULTS 25-54	91	52	175	28	14	200	20	26	77

OTHER DEMOGRAPHICS INCLUDED:

ADULT AGE GROUPS BY SEX • OCCUPATION (ADULTS) • EDUCATION (ADULTS) • HOUSEHOLD INCOME • RACE • HISPANIC ETHNICITY • NIELSEN COUNTY SIZE • GEOGRAPHIC REGIONS

IN ADDITION TO DEMOGRAPHICS, EACH SPORTS PERSONALITY IS RATED BY FANS OF HIS/HER SPORT



Sports Personalities (evaluated by sports fans)

Sample Data: Target Demographic Ranking - Sports Personalities Among Men 25-54

Our Client's Objective

To confirm their choice of a personality ("Personality 4") to spearhead an ad campaign for a sports product targeted to men 25-54. They needed a high profile personality that would have a strong emotional connection with their target audience.

What Q Scores Revealed

Our target audience *Ranking Report* found this personality to stand out from the crowd with notable appeal. He fits the bill with an overall likeability (Positive Q Score) index that is in the top five among men 25-54 and a very low Negative Q Score—very good indicators for a strong emotional bond with their primary consumer.

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RANK*	PERSONALITY	TOTAL FAMILIAR %	INDEX TO PERSONALITY AVG.	POSITIVE Q SCORE %	INDEX TO PERSONALITY AVG.	NEGATIVE Q SCORE %	INDEX TO PERSONALITY AVG.
1	PERSONALITY NAME	96	166	61	265	4	17
2	PERSONALITY NAME	98	169	58	252	5	22
3	PERSONALITY NAME	95	164	58	252	12	52
4	PERSONALITY NAME	97	167	57	248	3	13
5	PERSONALITY NAME	87	150	54	235	5	22
6	PERSONALITY NAME	81	140	54	235	8	35
7	PERSONALITY NAME	86	148	54	235	7	30
8	PERSONALITY NAME	96	166	54	235	3	13
9	PERSONALITY NAME	91	157	53	230	6	26
10	PERSONALITY NAME	98	169	53	230	4	17
11	PERSONALITY NAME	96	166	52	226	6	26
12	PERSONALITY NAME	99	171	51	222	6	26
13	PERSONALITY NAME	98	169	51	222	5	22
14	PERSONALITY NAME	60	103	51	222	1	4
15	PERSONALITY NAME	46	79	50	217	23	100
16	PERSONALITY NAME	90	155	50	217	5	22
17	PERSONALITY NAME	88	152	50	217	4	17
18	PERSONALITY NAME	87	150	50	217	7	30
19	PERSONALITY NAME	95	164	49	213	4	17
20	PERSONALITY NAME	95	164	49	213	7	30
↓	↓	↓	↓	↓	↓	↓	↓
500	PERSONALITY NAME	12	21	4	17	45	196
	AVERAGE PERSONALITY	58		23		23	

* RANKING BASED ON POSITIVE Q SCORE