

MARKETING EVALUATIONS, INC.
SPORTS Q STUDY

Q SCORE RANKING FOR TARGET DEMO

<u>PERSONALITY NAMES</u>	<u>ONE OF MY FAVORITES</u>	<u>VERY GOOD</u>	<u>GOOD</u>	<u>FAIR/ POOR</u>	<u>TOTAL FAMILIAR</u>	<u>POSITIVE Q SCORE</u>	<u>NEGATIVE Q SCORE</u>
JOHN ELWAY	23	25	22	12	81	28	14
TOM BRADY	20	24	19	10	74	28	14
EMMITT SMITH	22	23	21	14	81	28	17
DALE EARNHARDT, JR.	24	22	23	19	89	28	22
DOROTHY HAMILL	21	20	22	13	76	27	17
SHAQUILLE O'NEAL	23	26	20	18	87	27	21
JEREMY MCGRATH	8	8	7	6	29	27	22
JENNIE FINCH	8	9	8	6	30	27	19
RICKY CARMICHAEL	7	6	6	7	26	27	27
JEFF GORDON	23	21	21	22	86	26	26
LEBRON JAMES	18	17	17	14	67	26	22
SERENA WILLIAMS	21	20	20	18	79	26	23
SUGAR RAY LEONARD	21	25	22	15	83	26	18
JOE TORRE	16	18	17	13	64	25	20
PAT SUMMERALL	16	18	21	11	66	25	16
JAMES BROWN	16	16	23	11	67	25	17
ANNIKA SORENSTAM	11	11	14	10	45	24	22
NADIA COMANECI	15	17	18	12	62	24	19
BEN ROETHLISBERGER	13	15	18	8	55	24	15
ROGER CLEMENS	18	23	20	14	76	24	19
VENUS WILLIAMS	19	19	24	19	81	24	23
BOB COSTAS	16	21	20	12	69	24	18
BILL BELICHICK	15	19	18	12	65	23	19
PEGGY FLEMING	15	18	21	12	67	23	19
KEVIN GARNETT	13	14	19	11	57	23	20
ALLEN IVERSON	16	16	16	22	70	23	32
ROY JONES, JR.	11	12	14	11	48	23	23
DONOVAN MCNABB	16	21	21	12	70	23	17
DICK VITALE	13	14	16	15	59	23	25
ANNA KOURNIKOVA	15	16	19	16	66	22	24
STEVE YOUNG	15	20	21	10	67	22	15
MICHAEL PHELPS	12	15	18	9	54	22	16
JOHN SMOLTZ	13	15	19	10	57	22	17
LISA LESLIE	11	14	15	11	50	22	21
DWYANE WADE	10	12	13	11	45	22	24
MIKE DITKA	16	20	22	17	76	22	22
RICK PITINO	11	15	14	11	50	22	22
DARRELL WALTRIP	13	17	19	13	62	21	22
GREG NORMAN	11	14	16	11	52	21	21
PETE SAMPRAS	14	16	21	13	63	21	21
DEREK JETER	16	19	22	20	77	21	26
TRACY MCGRADY	11	10	17	12	50	21	25