

Nielsen SportsQUEST

Nielsen SportsQUEST is an ongoing weekly telephone survey of randomly selected respondents, ages 12+, who provide valuable insight into their thoughts on not only a wide range of sports questions but also entertainment including thoughts on television networks, advertising, the internet, etc. The study is active 52 weeks.



The Sample

Target: 250+ completed interviews per week
National Total Telephone Frame Sample
» Random Person 12+ Interviewed
Data weighted to be nationally projectable to
Persons 12+ universe

A Subscription to SportsQUEST provides you with

Proprietary questions - 2 minutes per month on any topic; turnaround time within one week
Ongoing Data Delivery:
» Weekly: Top-line results of custom questions
» Monthly: Electronic delivery
• Includes easy-to-use Quanvert Software to allow for additional analytics
» Monthly, Quarterly, Annual: Hard Copy Reports

Questions include but are not limited to

1. Interest in a wide variety of sports
2. Favorite sports
3. Sports being watched more or less over the past year
4. Watching, attending or listening to sports events
5. Where do you get sports news
6. Large amount of attribute questions for various sports:
 - » Role models
 - » Management cares about fans
 - » Enjoy watching on television

7. Magazine readership

8. Television network (broadcast and cable) preferences:

- » Best programs»News
- » Entertainment»Family
- » Sports

9. Cable/satellite status

10. Product references

- » First brand that comes to mind in various categories
- » Favorability of specific products

Household Characteristics

Household Size
Household Income
Cable Status
» Value for the money
Personal Computers
Number of home computers owned
Internet Access
» Access at work, school
» Online Services, by brand
» Most recent online access

- For the home
- For the respondent

» Internet usage to access information on sports

- Frequency

Respondent Characteristics

Gender
Education
Occupation
Number of children<18
Race

- » Black
- » White
- » Asian
- » American Indian
- » Other

Spanish Origin

Contact
your Nielsen
Representative
today.