Snapshots

Question: Kids your age have different interests. How important in your own life is...?

Playing or participating in sports

- Very important: 40%
- Somewhat important: 38%
- Not too important: 15%
- Not at all important: 7%
- Don't know/Refused: 1%

Famous athletes teach

- Mostly good things: 88%
- Mostly bad things: 8%
- Don't know/Refused: 4%

Question: Overall, in their actions both on and off the field, do you think famous athletes teach kids mostly good things or mostly bad things?

Question: Please tell me if you generally agree or disagree with each of the following statements about famous athletes.

Those responding agree

- Famous athletes work hard to succeed at their sport: 96%
- Famous athletes motivate kids to follow their dreams: 93%
- Famous athletes are committed to doing good things in their community: 77%
- Famous athletes will advertise any product as long as they get paid enough: 51%
- If you're a famous athlete and break the law, you can get special treatment: 34%
- Famous athletes are careless and irresponsible when it comes to sex and relationships: 26%
- Alcohol and drug use are a regular part of the social life of famous athletes: 23%
- Famous athletes can have sex with almost anyone they want: 22%

Question: Has any famous athlete ever inspired you to work harder at a sport?

- Yes, inspired: 54%
- No: 44%
- Don't know/Refused: 1%
- Don't play sports: 1%

Product Pitchmen

Question: Please tell me if you've ever wanted to buy each of the following because a famous athlete used it or appeared in advertising for it. Have you ever wanted to buy... an item of clothing or a pair of shoes...?

- Yes: 52%
- No: 47%