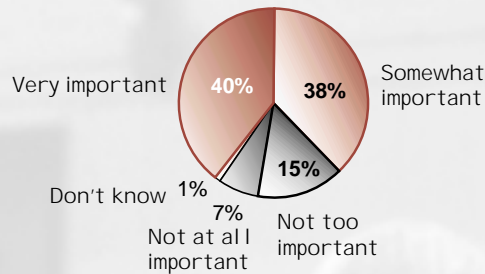


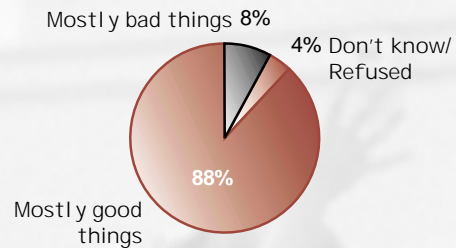
Question: Kids your age have different interests. How important in your own life is...?

Playing or participating in sports



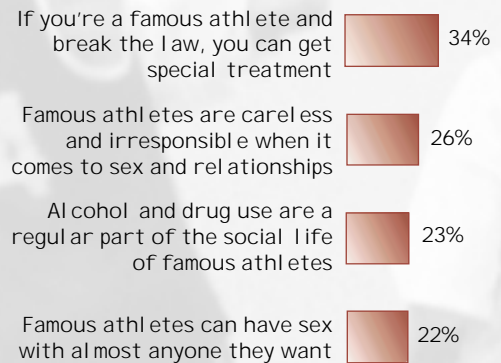
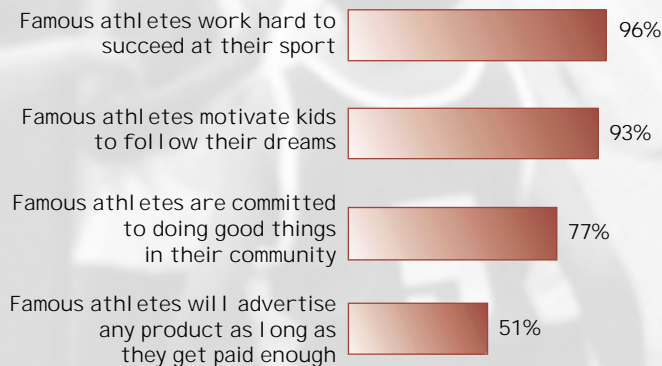
Question: Overall, in their actions both on and off of the field, do you think famous athletes teach kids mostly good things or mostly bad things?

Famous athletes teach

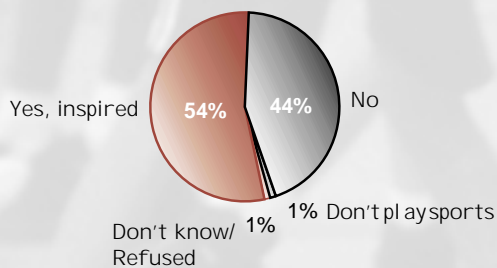


Question: Please tell me if you generally agree or disagree with each of the following statements about famous athletes.

Those responding agree



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



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...?



Note: Asked of 10-17 year olds.

Source: All data presented above are from a survey by the Kaiser Family Foundation, June 24-August 24, 1999.