



Consumer Surveys / Sports Surveys

by Jeremy Horelick

Everyone from television stations to sporting good retailers conduct sports surveys. They may be designed to glean opinions about consumer products such as ping-pong tables and basketball hoops, or they may be general public opinion polls intended to measure who the masses feel will win a Super Bowl, World Series, or Stanley Cup.

The latter type of survey rarely pays its participants in the form of cash, although some will offer the chance to win prizes. A network like ESPN is more interested in sampling the attitudes of its well-informed audience than it is holding a sweepstakes to try to boost its own revenues. If it's cash and free vacations you're looking for, you're better off seeking out consumer surveys instead.

What Sports Surveys Measure:

Sports surveys on home goods will predominantly gauge whether or not a given product is fun, safe, easy to use, and affordable. Before a baseball bat manufacturer goes into mass production on a new titanium bat, it wants to be certain consumers are willing to pay the asking price. You may receive questions that ask you for a reasonable price range on a hockey stick, basketball, or pair of shoes. Or you may find that it's the product's features that are being tested.

Does that extra inch of air cushion in your Nikes really give you better hops on the basketball court? Does that new driver truly add 10 yards to your tee shot? These are the things goods manufacturers need to know. And by taking sports surveys, you can help give them the answers they're looking for.

Sports League Programers:

What about league surveys ? Do you ask some of the following:

- 1.) Do Teams Like Time Limits __Y __N / OF: __55 Min. __1 Hr __75 Min. __Other (_____)
(baseball/softball)
- 2.) Do They Want Aluminum Bats Restricted To National Approved Lists __Y __N (baseball/softball)
- 3.) Do They Want ___ Competitive or ___ Recreational League Play ? (all sports)
- 4.) Do They Want Weekend Makeups ___Y ___N / Or Extend Season For Makeups ___Y ___N
- 5.) Do They Care If They Are Nationally Sanctioned __Y __N / If Yes, Why: _____
- 6.) Does The Cor Of A Softball, Or Color, Concern Teams __Y __N / If Yes, What COR ___ Color _____
- 7.) Do Players Like ___ Natural Turf Or ___ Attificial Turf ?
- 8.) Do Player Consider The Per Game Price When Joining Leagues ___ Y ___ N
- 9.) Does Age Determine What League A Team Joins ___Y ___ N
- 10.) Do They Like ___ Boarded, ___ Un-Boarded Fields

These are but a few samples found on typical league surveys done around the country. Local issues can also be added to find what is desired, and/or not, locally.

Participant surveys have become an important part of doing business in the marketplace, or a dwindling sport market. ~

