



Sports



#46: My team is winning.

COUNT THE WAYS

Scarborough Sports Marketing is the ticket to my team's promotional and media wins every season. Their information on the American sports fan helps me create successful marketing that grows our fan base and attracts sponsors.

SPORTS PROGRAMS PAST 12 MONTHS (BROADCAST TV, CABLE TV, RADIO)

- Motorsports
 - American Le Mans Series (ALMS)
 - IndyCar Series
 - NASCAR
 - NHRA Drag Racing
 - Supercross/Motocross
 - Other Auto Races
- Pro Baseball
 - Regular Season MLB
 - MLB Playoffs
 - World Series
 - Minor League Baseball
- Pro Basketball
 - Regular Season NBA
 - NBA Playoffs
 - NBA Finals
 - WNBA
- College Basketball
 - Regular Season
 - NCAA Men's Tournament
 - NCAA Women's Tournament
- Pro Football
 - Regular Season NFL
 - Sunday Night Football
 - Monday Night Football
 - NFL Playoffs
 - Super Bowl
 - AFL (Arena Football League)
- College Football
 - Regular Season
 - Bowl Games
- Pro Hockey
 - Regular Season NHL
 - Stanley Cup Playoffs
 - Minor League Hockey
- Pro Soccer
 - Major League Soccer (MLS)
- Pro Golf
 - PGA TOUR (Men's Golf)
 - LPGA Tour (Women's Golf)
- Pro Tennis
 - Men's (ATP)
 - Women's (WTA)
- Other Sports
 - AVP (Pro Beach Volleyball)
 - Extreme/Action Sports
 - Figure Skating
 - Fishing
 - Horse Racing
 - Mixed Martial Arts
 - Olympics
 - PBA (Pro Bowling)
 - PBR (Pro Bull Riding)
 - Pro Boxing
 - Pro Lacrosse
 - Pro Rodeo
 - Pro Wrestling/WWE
 - Tournament Poker
 - Other Sporting Events

INTEREST IN BUYING TICKETS FOR ANY LOCAL SPORTS EVENT/TEAM NEXT 12 MONTHS

- Individual Game Tickets
- Partial Season Tickets
- Full Season Tickets

MAXIMUM WILLING TO PAY FOR A SINGLE SPORTS TICKET

SPORTS EVENTS ATTENDED

AVIDITY/LEVEL OF INTEREST IN/NUMBER OF GAMES ATTENDED PAST 12 MONTHS

- College Basketball
- College Football
- High School Sports
- Motorsports
 - Grand-Am Sports Car Racing
 - IndyCar Series
 - Monster Trucks
 - NASCAR
 - NHRA Drag Racing
 - Supercross/Motocross
- Pro Sports
 - AFL (Arena Football League)
 - ATP (Men's Tennis)
 - AVP (Pro Beach Volleyball)
 - Extreme/Action Sports
 - Horse Racing
 - LPGA Tour (Women's Golf)
 - Minor League Baseball
 - Minor League Hockey
 - MLB
 - MLS
 - NBA
 - NFL
 - NHL
 - PBR (Pro Bull Riding)
 - PGA TOUR (Men's Golf)
 - Pro Rodeo
 - WTA (Women's Tennis)
 - WNBA
 - WWE (Pro Wrestling)
- Summer Olympics
- Winter Olympics

SPORTS APPAREL WITH TEAM/LEAGUE LOGOS BOUGHT PAST 12 MONTHS