

Fan Questionnaire survey report for Nathan Chen



This survey is done for NathanChenJP fan site opening (<http://nathanchenjp.net>)

Purpose is to know more about Nathan's fans in Japan.

771 Survey responses from fans of Nathan Chen in 5 days.

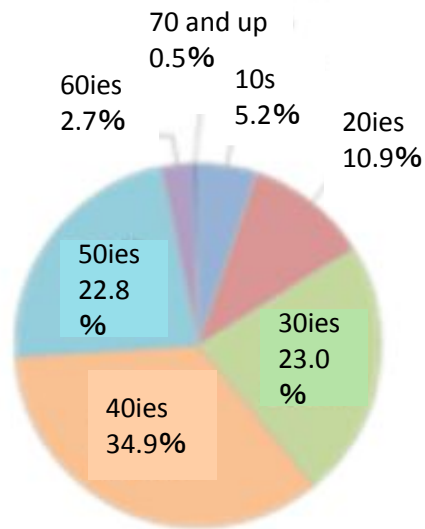
Detailed analysis with the graphic chart is on our fanpage (only in Japanese)
(<http://nathanchenjp.net/teamjp/lab/2669>)

05/05/2018

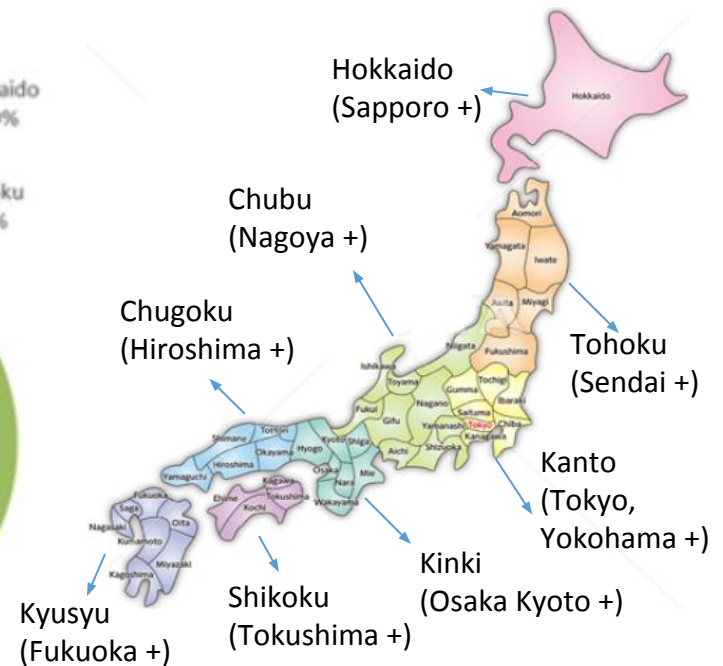
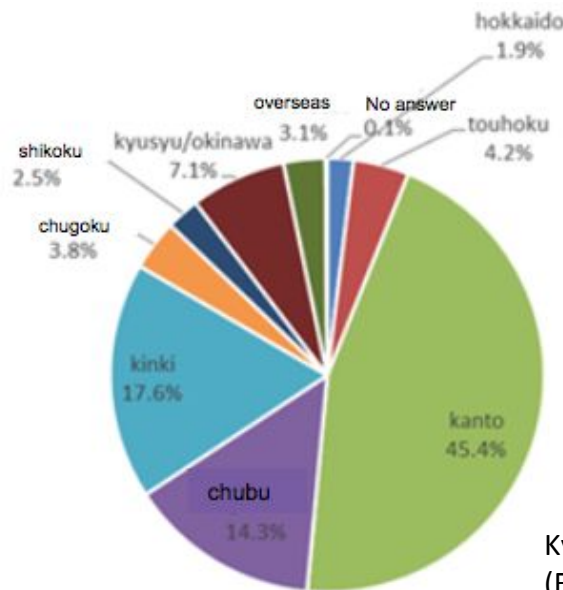
Overview

- Survey date 4/19/2018 - 4/23/2018 (5days)
- Survey method Internet survey (via NathanChenJp Twitter)
- Number of responses 771 people
- Respondent Profile Shown below

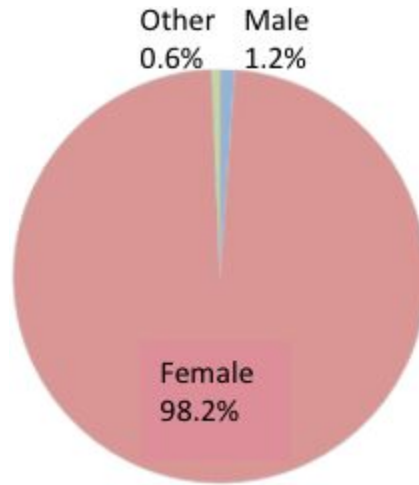
Age group



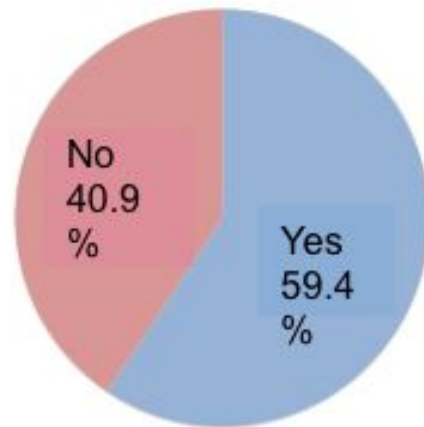
Region



Gender



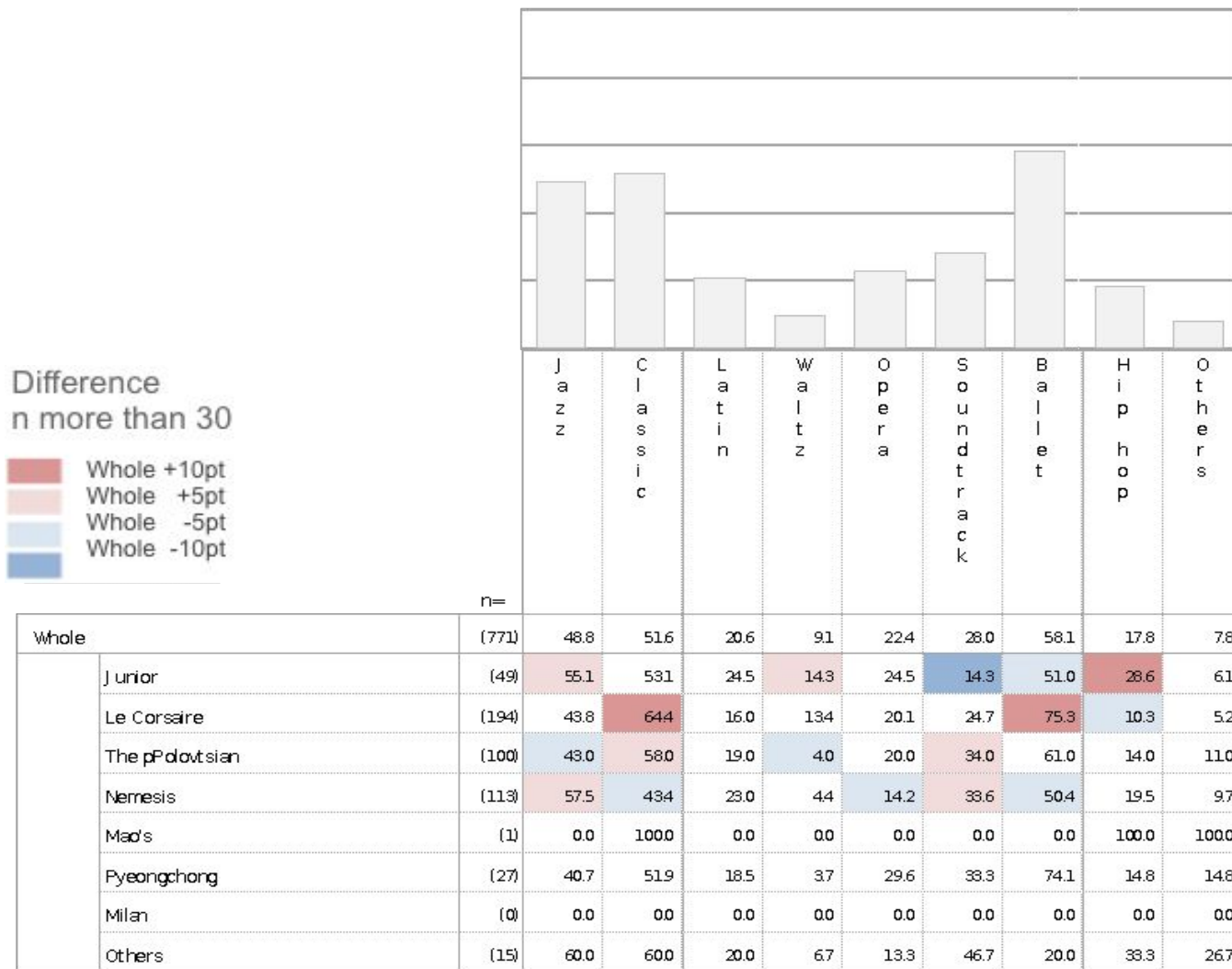
Is Nathan your most favorite?



*Upon asking the survey respondents
Yes to "Heavy fan",
No to "Light fan"

n=771

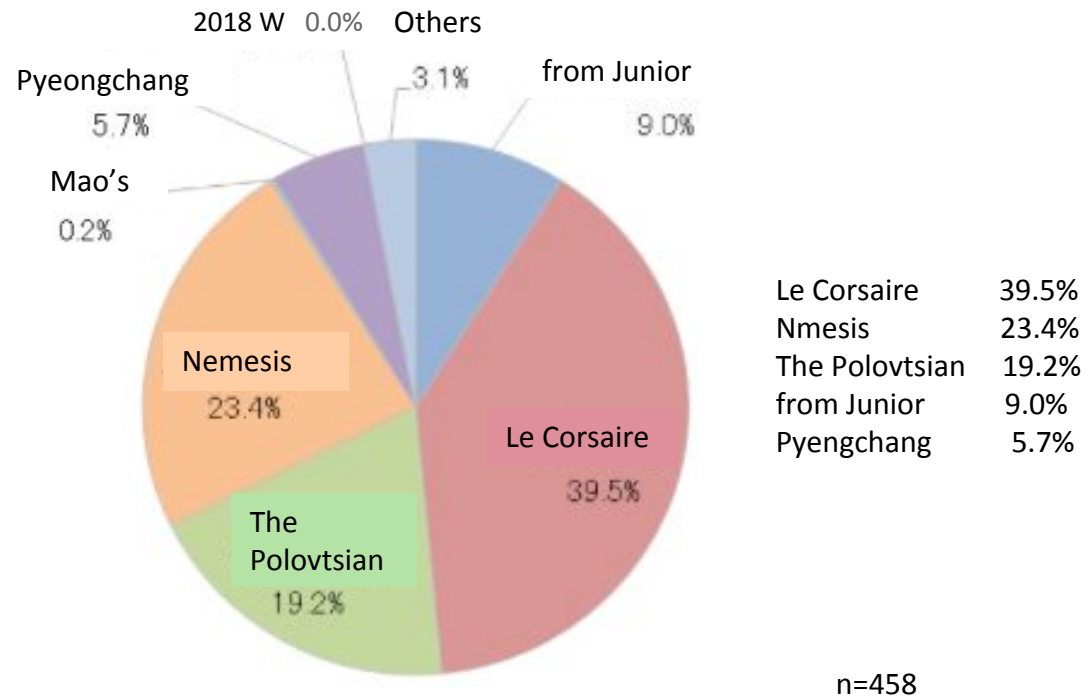
Correlation between music choice (2018-2019) and when you became a fan of Nathan



75.3% of who love “Le Corsaire” prefer Nathan to choose ballet music

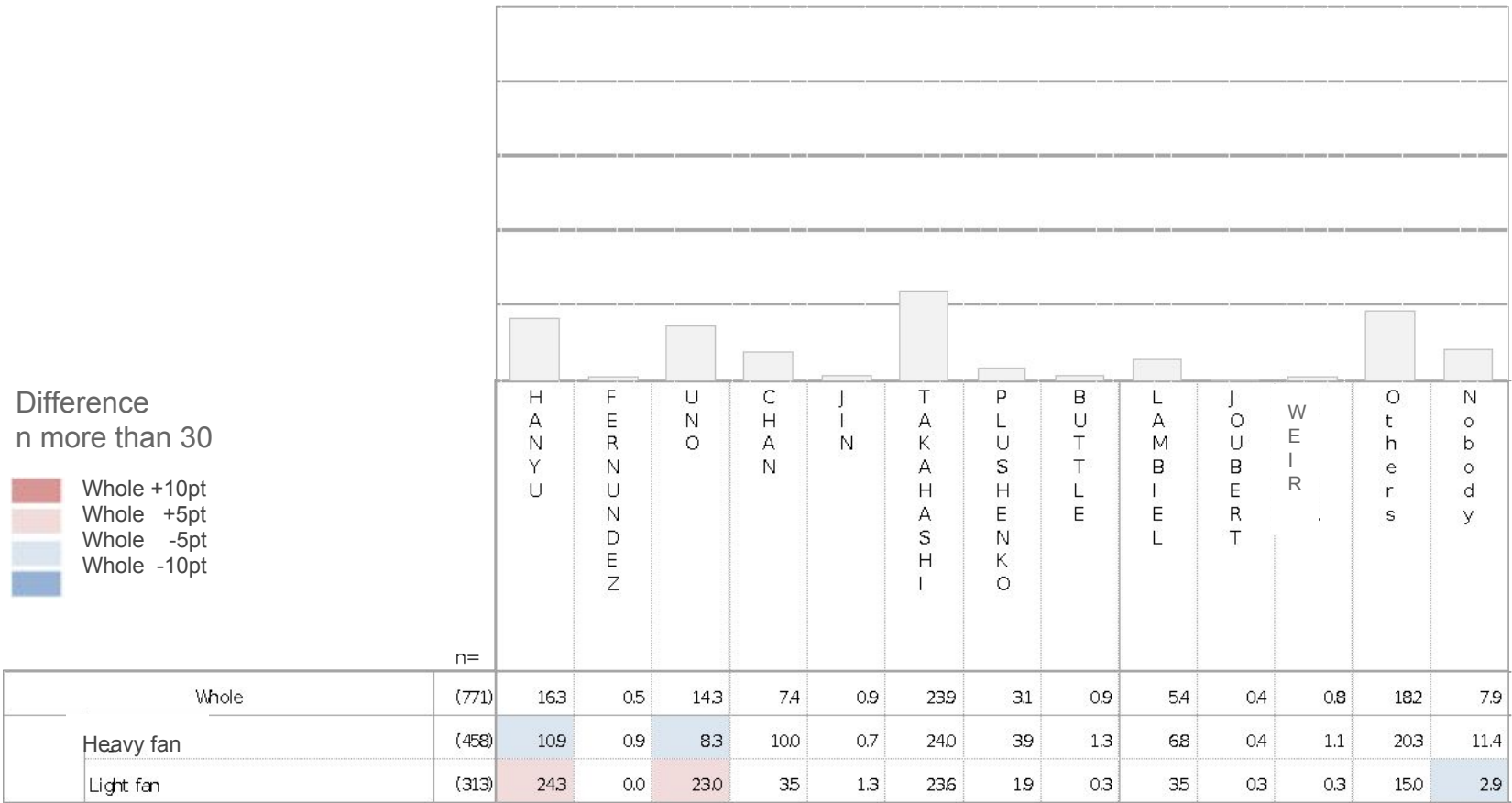
n=771

Program/time made you Heavy fan of Nathan [only Heavy fan]



Le Corsaire is almost 40%

[Heavy fan] Which skater was your most favorite before?
 [Light fan] Which skater is your most favorite?



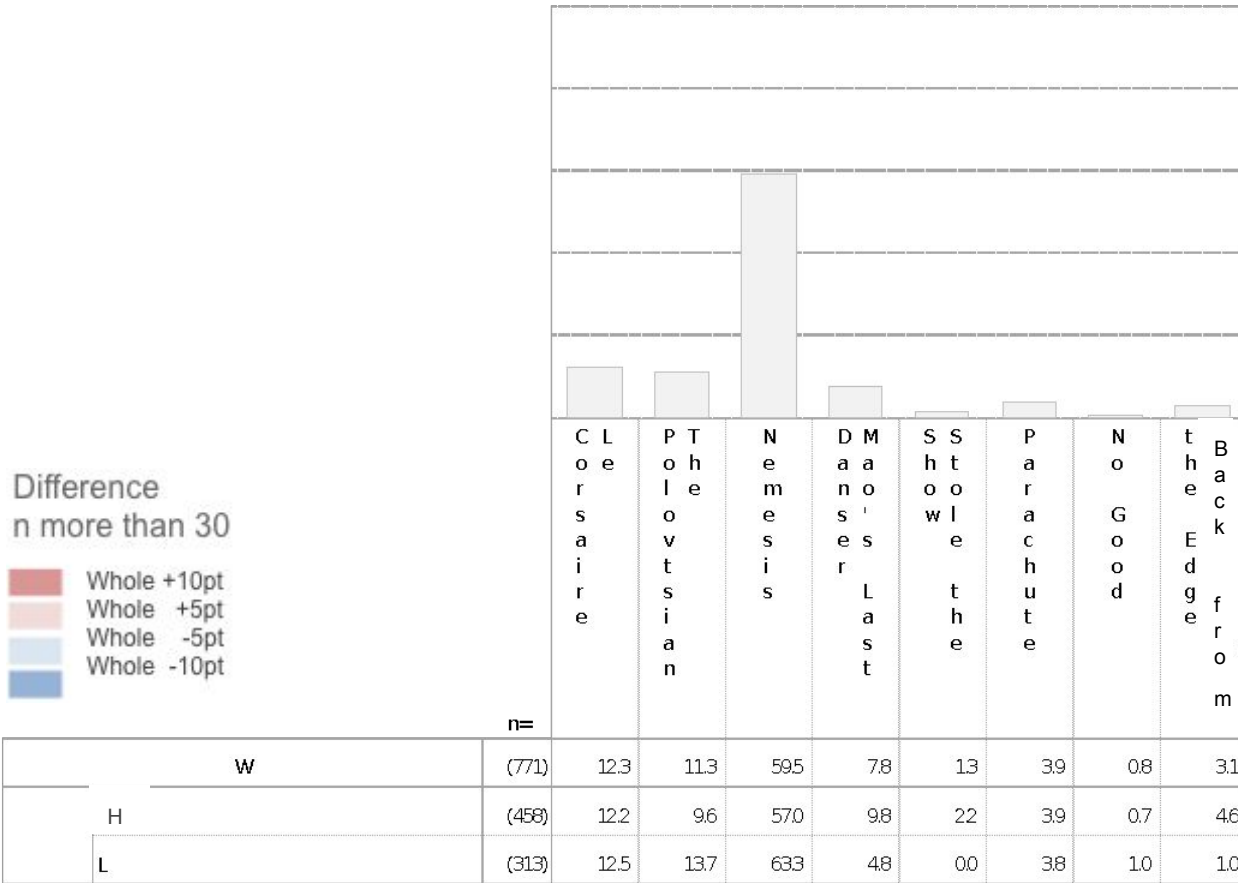
Nathan's Heavy fan is used to be heavy fan of

- 1st Daisuke Takahashi (24.0%)
- 2nd Nathan is their favorite male skater: Many are Mao Asada's fan) (11.4%)
- 3rd Yuzuru Hanyu (10.9%)

Others:
 Machida 8.7%
 Kozuka 5.7%

n=771

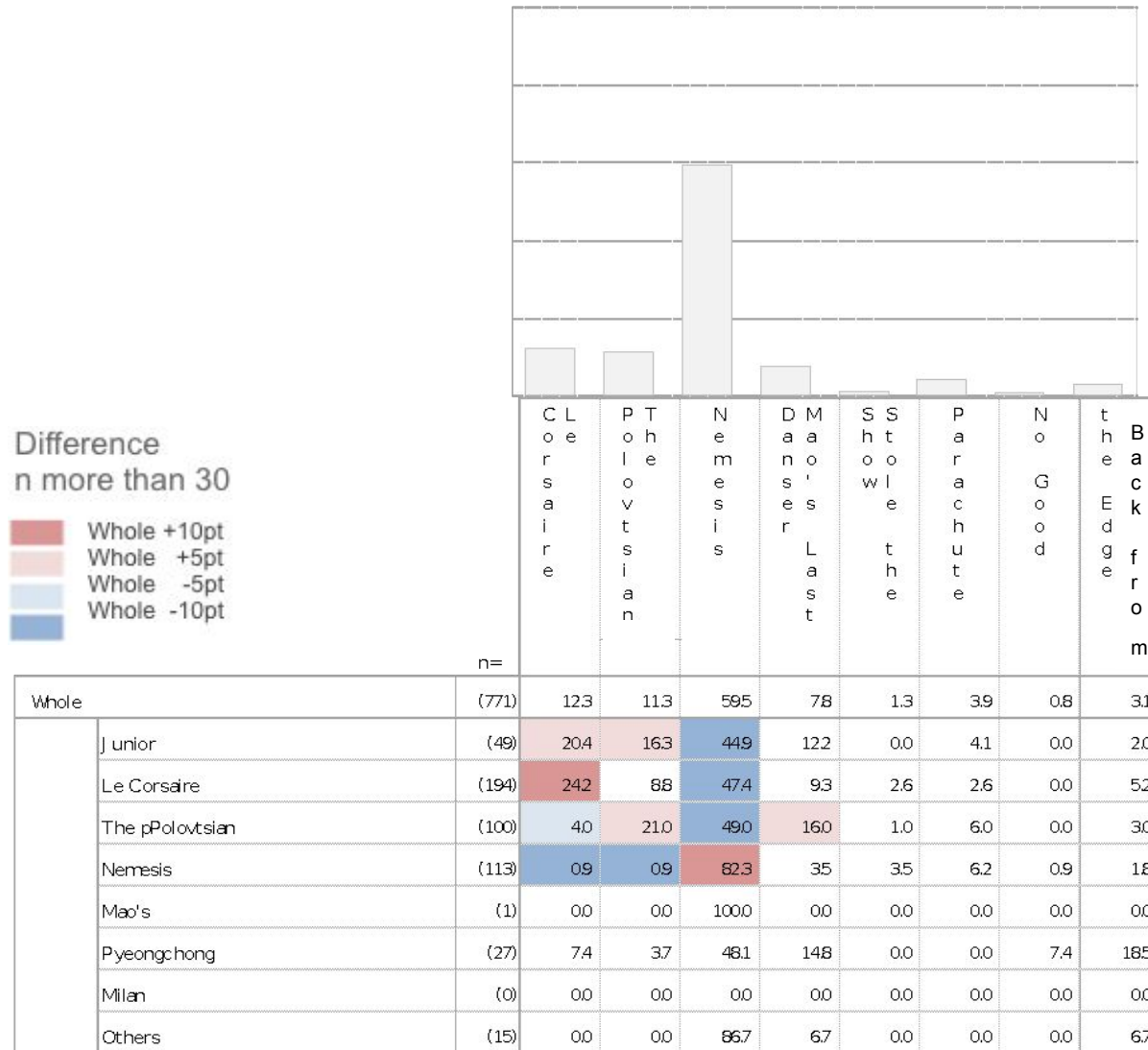
Your Favorite program in 2016-2018



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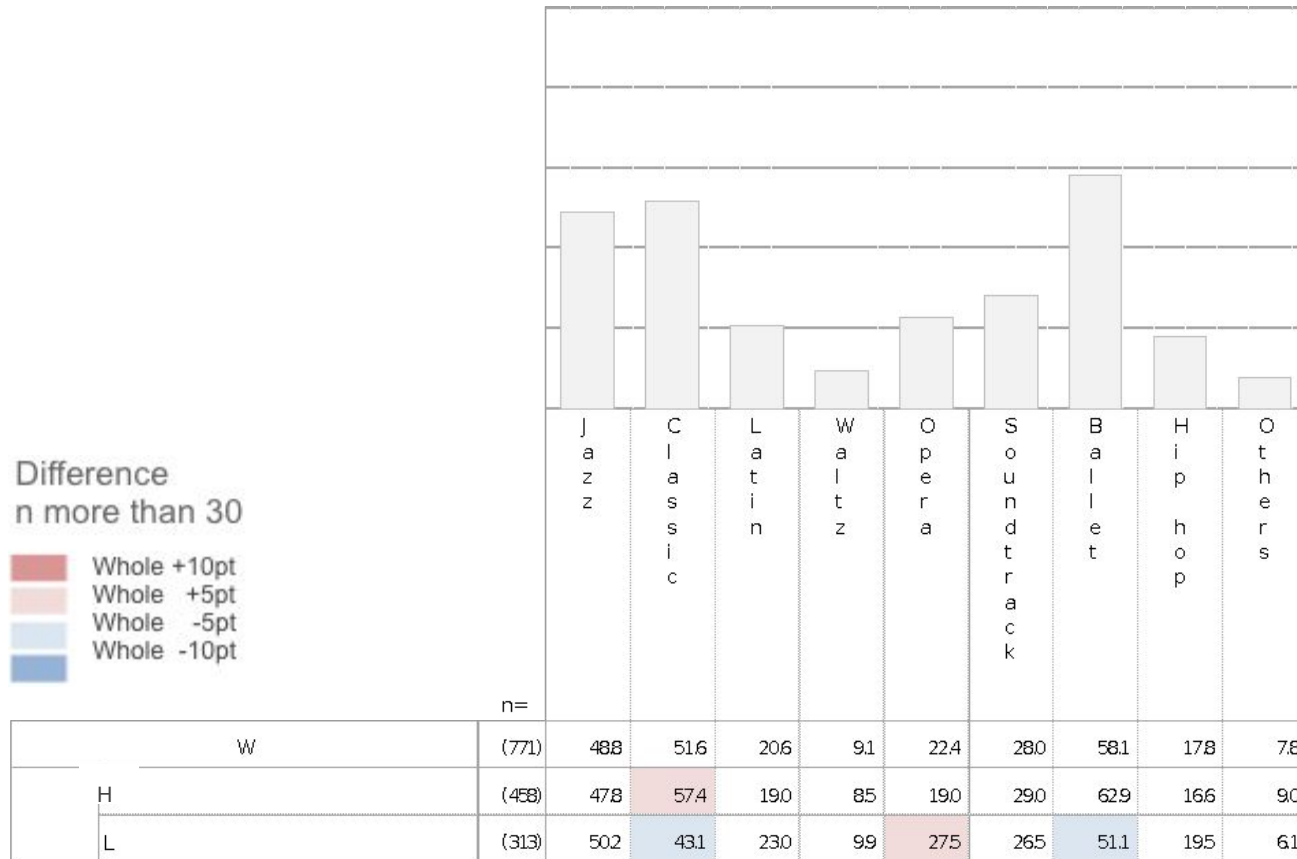
Nemesis is the most favorite program

Correlation between your favorite program (2016-2018) and when you became a fan of Nathan



n=771

Preferable music choice in 2018-2019



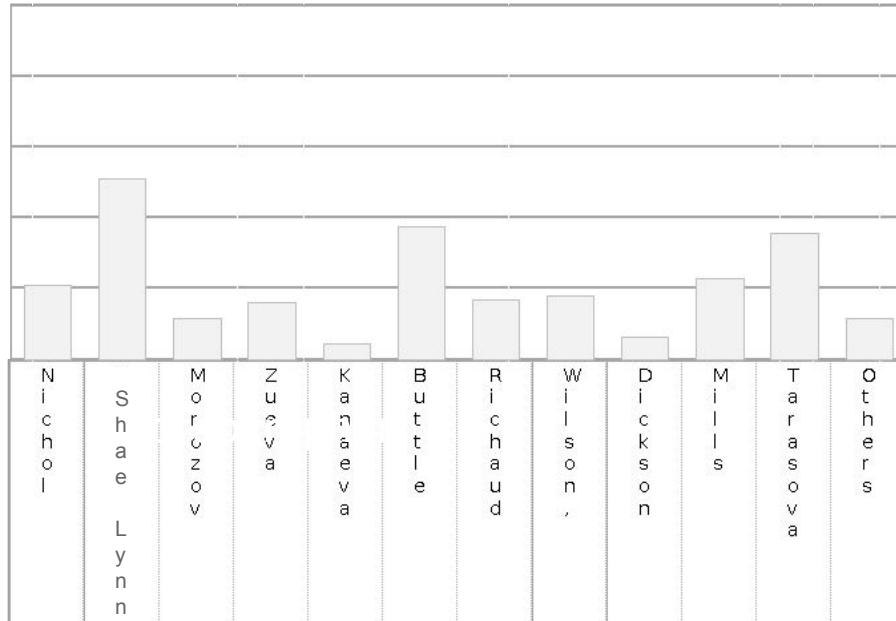
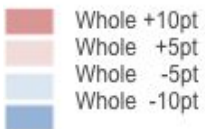
Heavy fan

1 st	Ballet Music	62.9%
2 nd	Classic	57.4%
3 rd	Jazz	47.8%

n=771
Select Up to 3

Correlation between Preferred choreographer and when you became a fan of Nathan

Difference
n more than 30

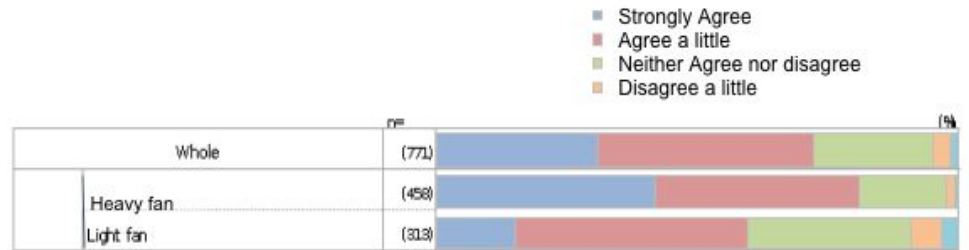
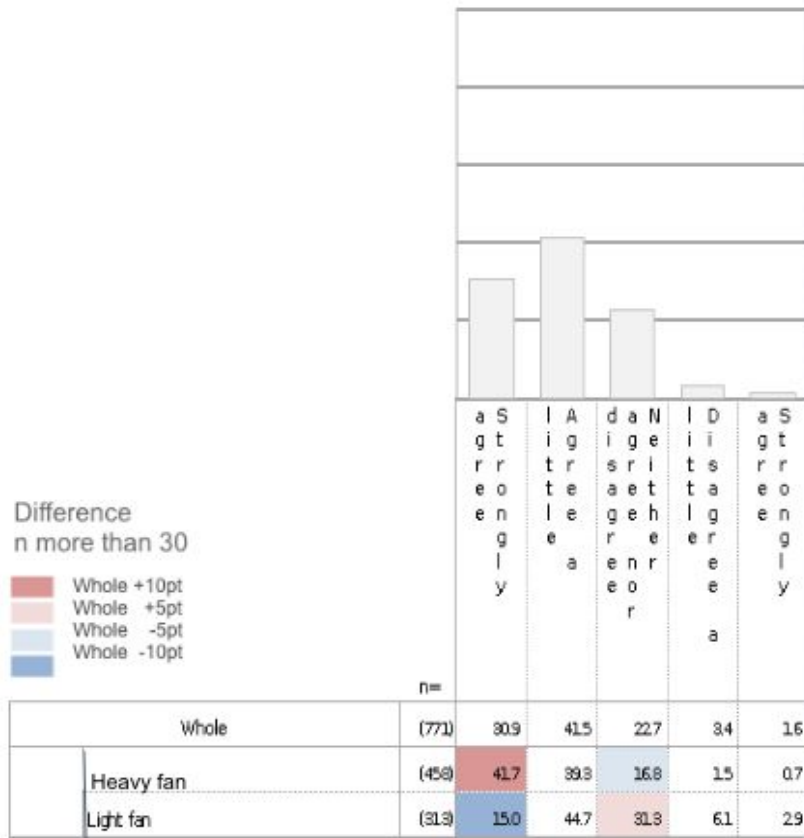


		n	Nichol	Shaee Lynn	Morozov	Zueva	Kanaeva	Buttle	Richard	Wilson	Dickson	Mills	Tarasova	Others
Whole		(771)	21.1	51.1	11.5	15.8	4.3	37.6	16.5	18.0	6.1	22.7	35.4	11.4
J unior		(49)	20.4	34.7	14.3	12.2	14.3	42.9	30.6	16.3	12.2	28.6	30.6	10.2
	Le Corsaire	(194)	17.5	57.2	9.3	28.3	5.2	35.1	11.3	17.0	3.6	26.8	43.3	12.4
	The pPolovtsian	(100)	18.0	58.0	9.0	19.0	6.0	42.0	14.0	21.0	6.0	27.0	32.0	13.0
	Nemesis	(113)	25.7	53.1	12.4	9.7	2.7	31.9	11.5	15.0	3.5	15.0	40.7	9.7
	Mao's	(1)	100.0	100.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Pyeongchong	(27)	33.3	51.9	22.2	7.4	0.0	33.3	11.1	14.8	7.4	7.4	33.3	11.1
	Milan	(0)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Others	(15)	20.0	60.0	6.7	13.3	6.7	40.0	26.7	13.3	0.0	13.3	20.0	26.7

n=771

Re: Nathan's sponsorship

(1) Has interest in the sponsored companies has grown since they sponsored Nathan?

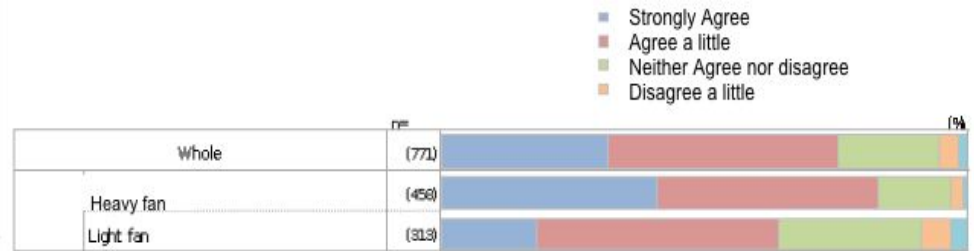
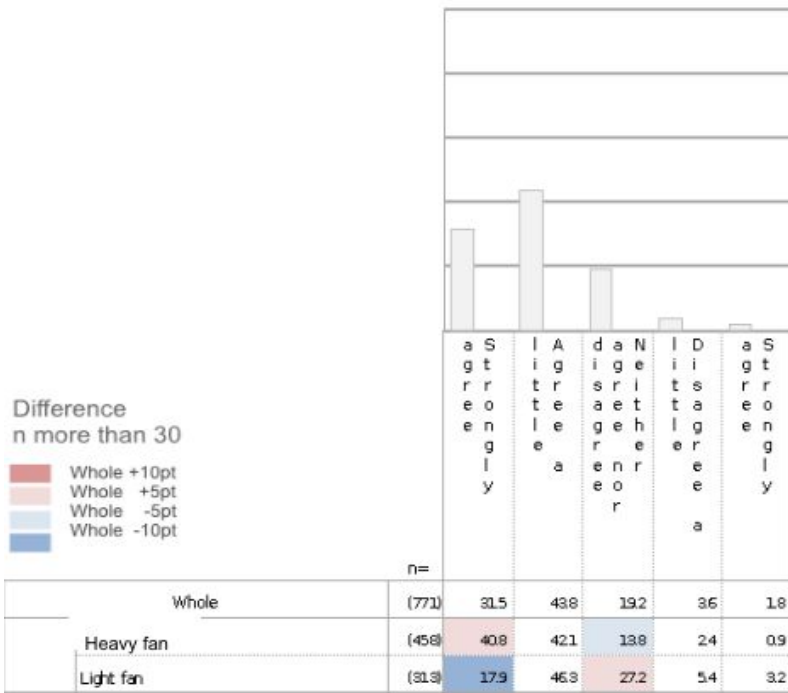


n=771

Heavy fan
Positive attitude (strongly + a little agree) : **81%**

Re: Nathan's sponsorship

(2) Has there been an increase familiarity with the sponsored companies grown since they sponsored Nathan?

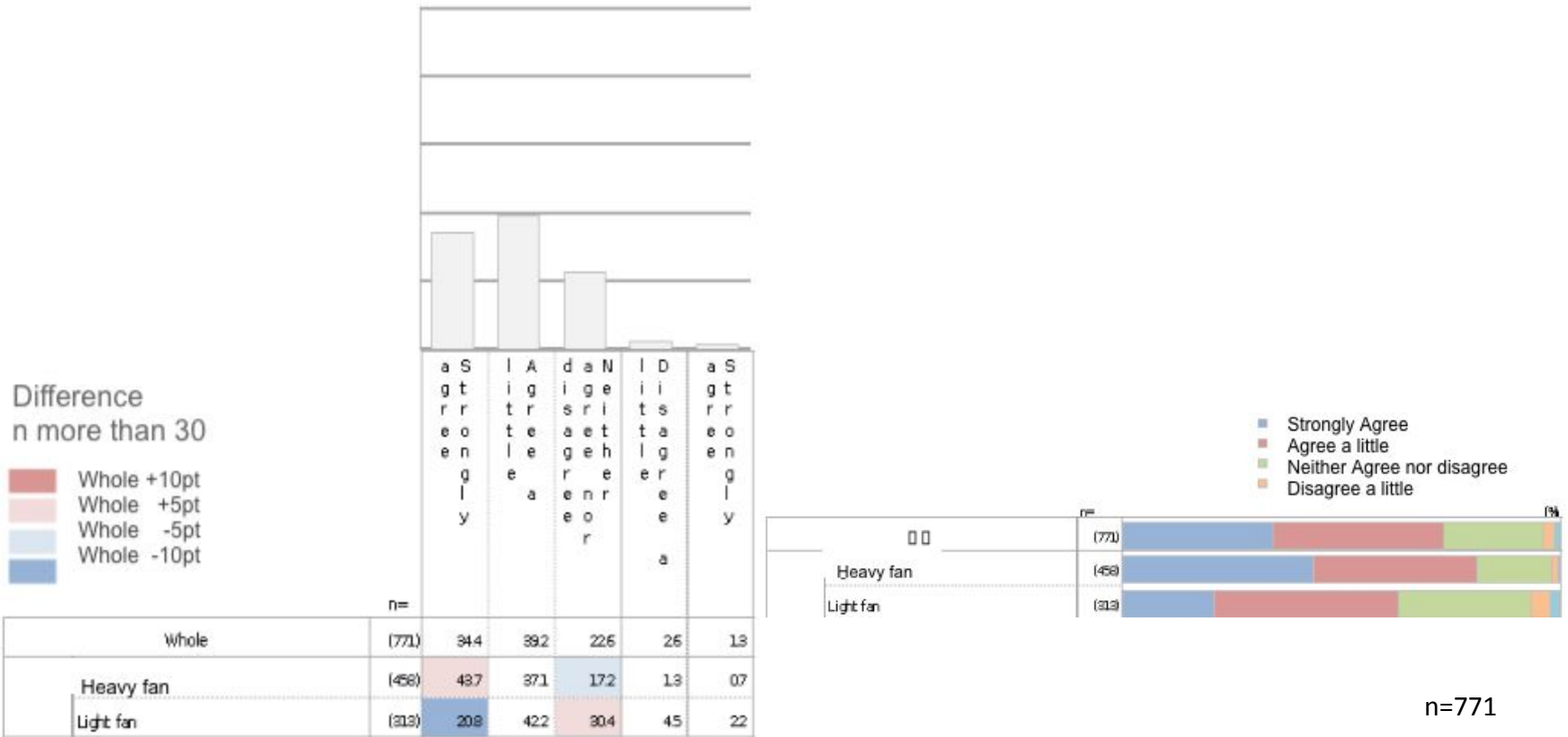


n=771

Heavy fan
Positive attitude (strongly + a little agree) : **82.9%**

Re: Nathan's sponsorship

(3) Has the corporate image of the sponsored companies improved since they sponsored Nathan?

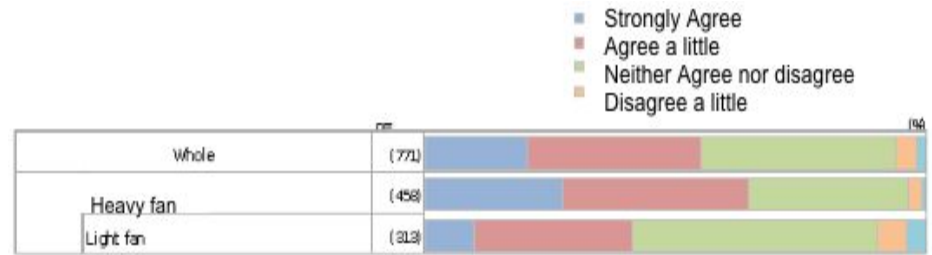
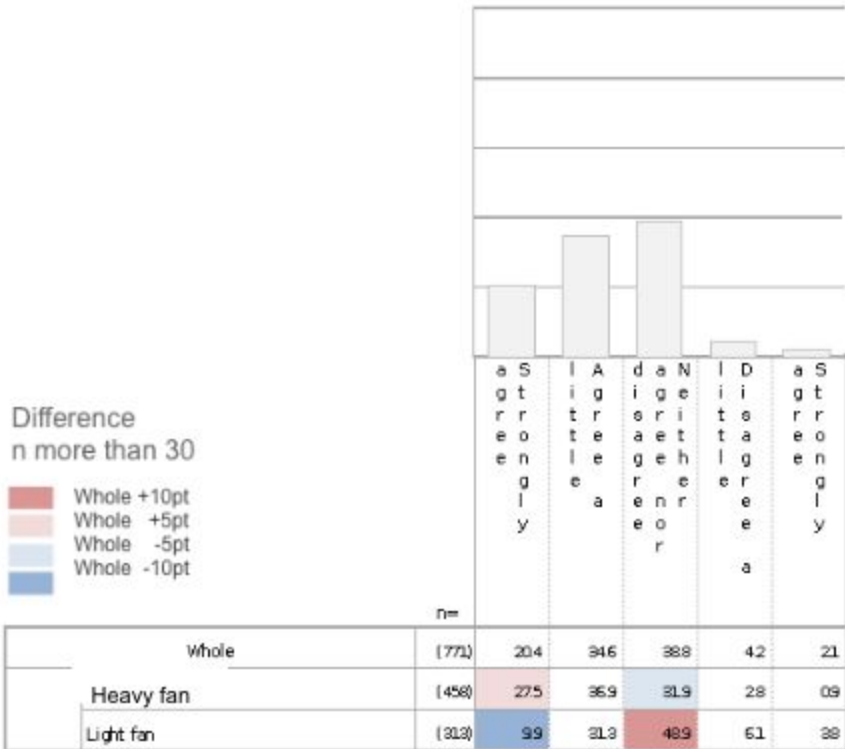


Heavy fan

Positive attitude (strongly + a little agree) : **80.8%**

Re: Nathan's sponsorship

(4) Has the credibility over the sponsored companies improved since they sponsored Nathan?

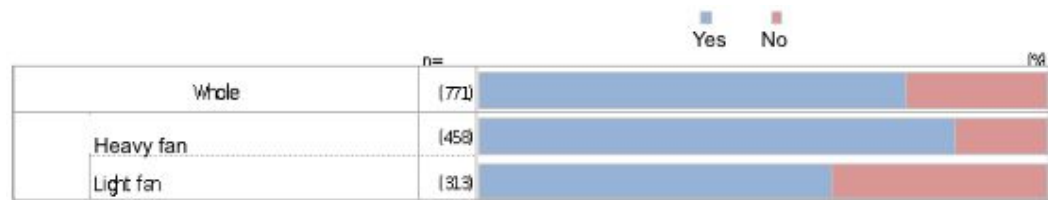
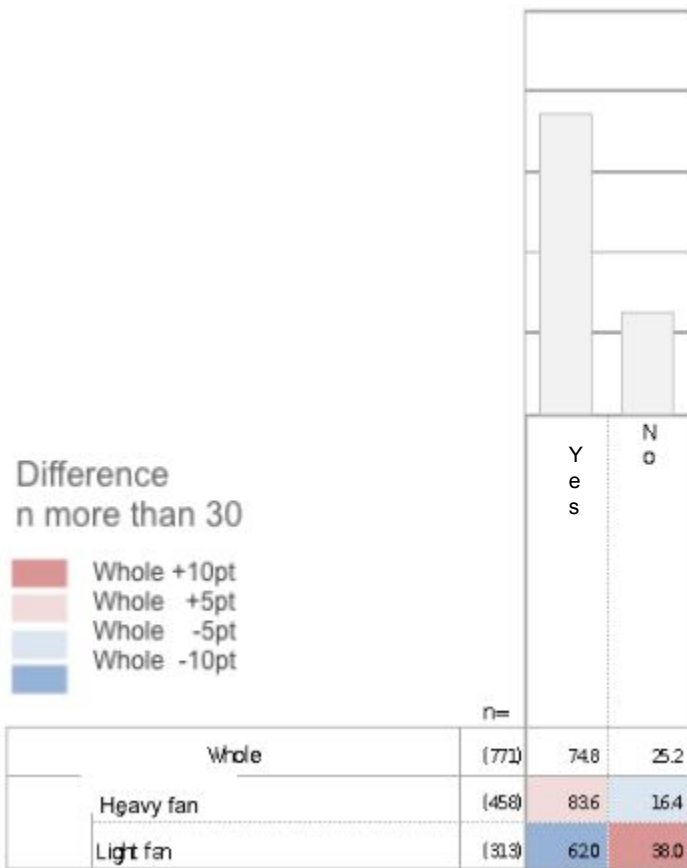


n=771

Heavy fan
Positive attitude (strongly + a little agree): **64.4%**

Re: Nathan's sponsorship

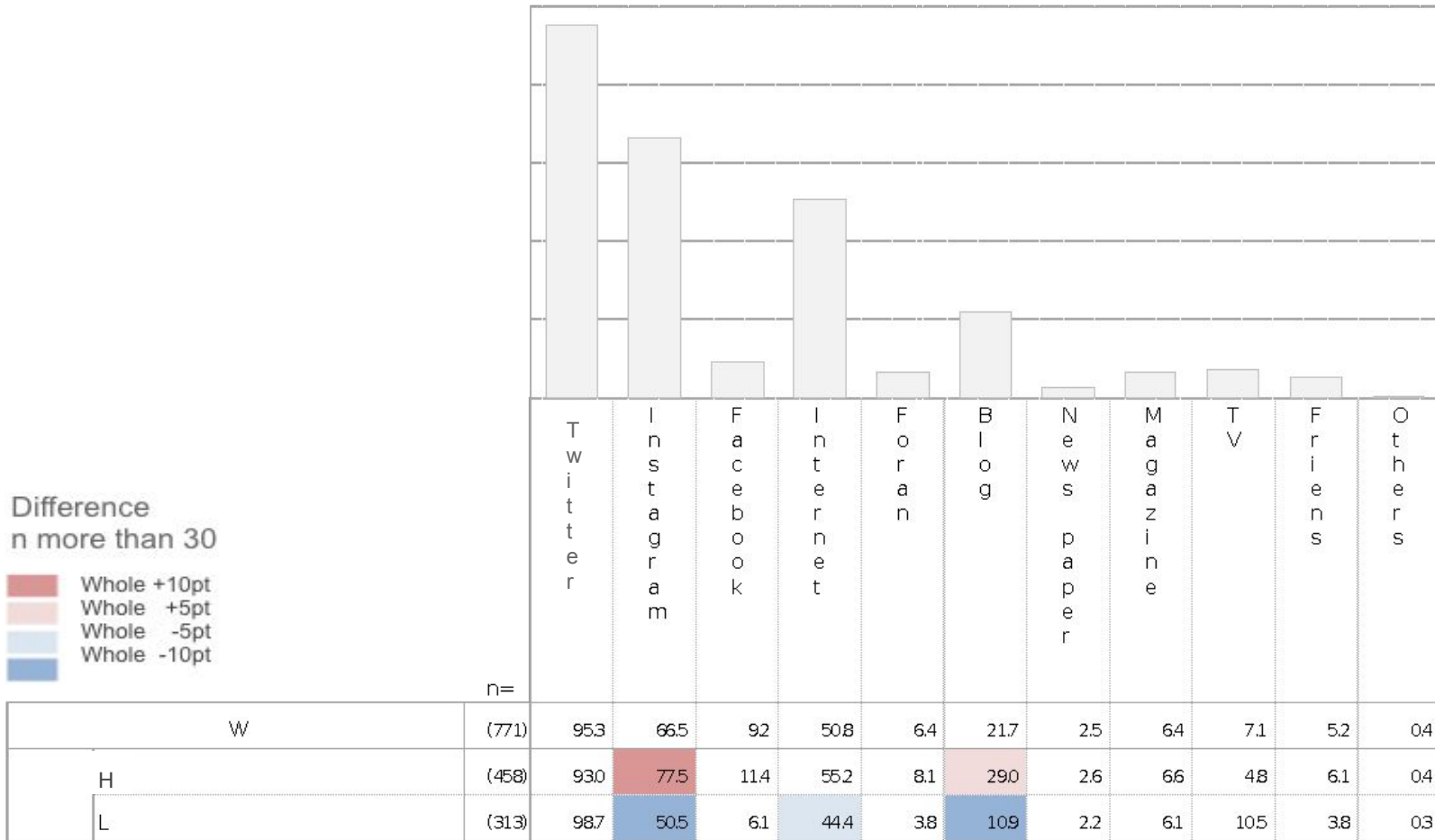
(5) Are you more willing to buy the sponsored companies' products since they sponsored Nathan?



n=771

Heavy fan	Yes: 83.6%
Light fan	Yes: 62%

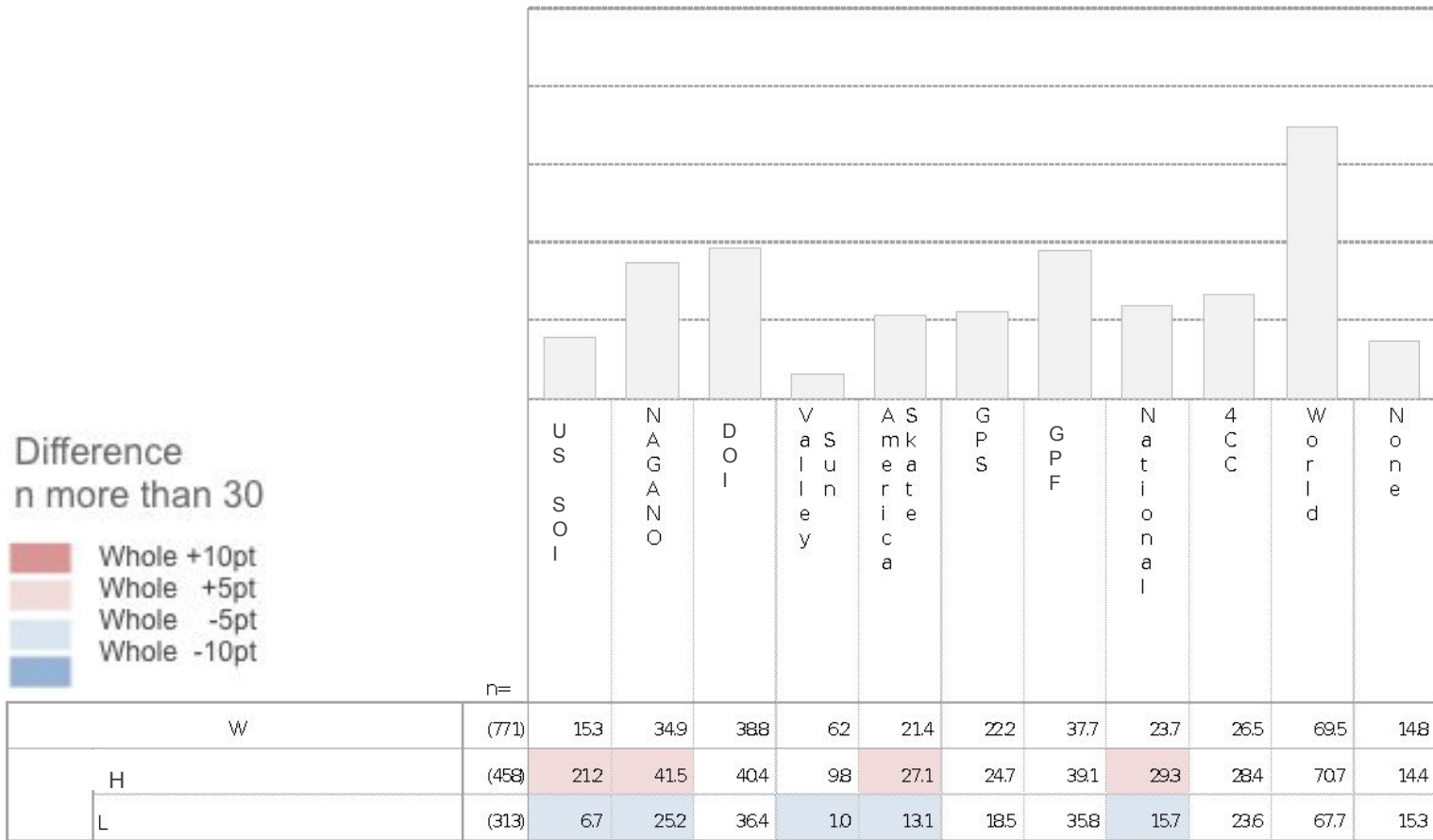
Information Source



n=771

Twitter and Instagram are mediums with which they gathered data
 Instagram generally has more Heavy fans than Light fans

Which next competition/show will you see Nathan in?

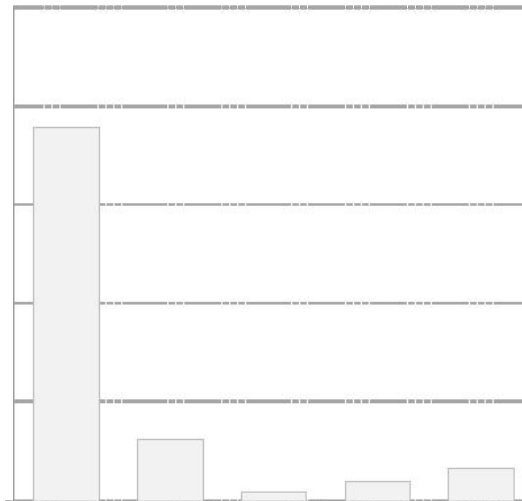


70% of Heavy fans plan to see Saitama World championships in 2019!
And many fans would like to go to see the competitions/shows in the US.

n=771

Favorite Quad Jump

Difference
n more than 30



		L u t z	F l i p	L o o p	S a l c h o w	T o e l o o p
n=						

W		(771)	75.9	12.3	1.7	3.8	6.4
	H	(458)	78.6	10.9	1.5	2.6	6.3
	L	(313)	71.9	14.4	1.9	5.4	6.4

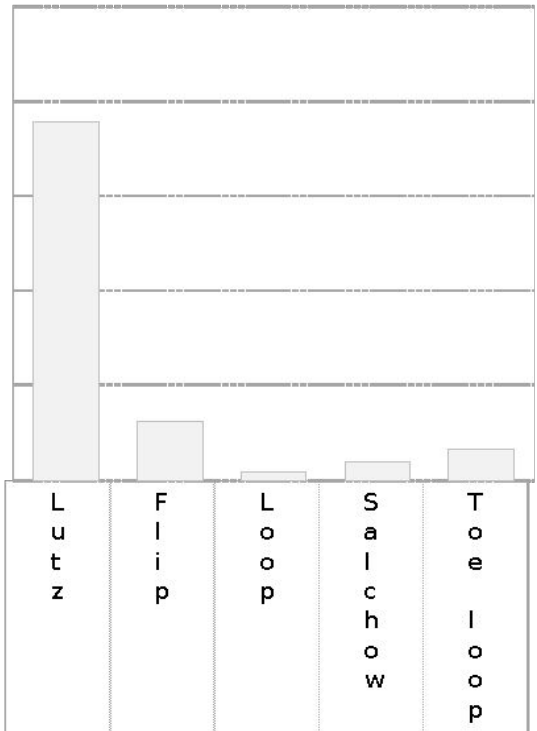
4Lz is fans' favorite

n=771

Favorite Quad Jump

Difference
n more than 30

- Whole +10pt
- Whole +5pt
- Whole -5pt
- Whole -10pt



		n=	Lutz	Flip	Loop	Salchow	Toe loop
W		(771)	75.9	123	17	38	64
H		(458)	78.6	109	15	26	63
L		(313)	71.9	144	19	54	64

4Lz is fans' favorite