



## MLS Awareness and Perception



ExpertReview score

Great

## ▼ Intro

## Introduction



Dear Survey Participant, we are students from Washington University in St. Louis. We're conducting a research study on Major League Soccer (MLS), a dynamic and growing sports league in North America. MLS has made remarkable strides in recent years, and we are interested in understanding what draws fans to the league, the impact of high-profile players like Lionel Messi, and how outstanding team performances influence fan support.



▲ Move 1 question



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Add new question

[Add Block](#)

## ▼ Personal Info

Q1



What is your age?

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65 or over

Q2



What is your Gender?

- ☐ Male
- ☐ Female
- ☐ Non-binary / third gender
- ☐ Prefer not to say

Q3



What's your ethnicity? (Check all that apply)

- ☐ White or Caucasian
- ☐ Black or African American
- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Native Hawaiian or Pacific Islander
- ☐ Other

Move 1 question



Q4

✱ ...

Please select your current residence state:

- ☐ Alabama
- ☐ Alaska
- ☐ Arizona
- ☐ Arkansas
- ☐ California
- ☐ Colorado
- ☐ Connecticut
- ☐ Delaware
- ☐ Florida
- ☐ Georgia
- ☐ Hawaii
- ☐ Idaho
- ☐ Illinois
- ☐ Indiana
- ☐ Iowa
- ☐ Kansas
- ☐ Kentucky
- ☐ Louisiana
- ☐ Maine
- ☐ Maryland
- ☐ Massachusetts
- ☐ Michigan
- ☐ Minnesota
- ☐ Mississippi
- ☐ Missouri
- ☐ Montana
- ☐ Nebraska
- ☐ Nevada
- ☐ New Hampshire
- ☐ New Jersey
- ☐ New Mexico
- ☐ New York
- ☐ North Carolina
- ☐ North Dakota
- ☐ Ohio
- ☐ Oklahoma
- ☐ Oregon
- ☐ Pennsylvania
- ☐ Rhode Island
- ☐ South Carolina
- ☐ South Dakota
- ☐ Tennessee
- ☐ Texas
- ☐ Utah
- ☐ Vermont
- ☐ Virginia

- ☐ Washington
- ☐ Washington DC
- ☐ West Virginia
- ☐ Wisconsin
- ☐ Wyoming
- ☐ Other

Q5



What's your employment status?

- ☐ Employed full-time
- ☐ Employed part-time
- ☐ Unemployed
- ☐ Student
- ☐ Retired

Move 1 question

or (please specify)

Q6



How much is your annual household income?

- ☐ Under \$25,000
- ☐ \$25,000 - \$49,999
- ☐ \$50,000 - \$74,999
- ☐ \$75,000 - \$99,999
- ☐ \$100,000 - \$149,999
- ☐ \$150,000 or more
- ☐ Prefer not to say



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MLS Awareness and Perception

Q1



▼ [Skip to](#)

What aspects of sports games and even... if No Is Not Selected

Do you follow any sports in daily life? (Check all that apply)

- ☐ Basketball
- ☐ Baseball
- ☐ Ice Hockey
- ☐ Golf
- ☐ Tennis
- ☐ Soccer
- ☐ Others(Please specify, and the answer can be more than one sport)
- ☐ No

Move 1 question TS



In what circumstances would you watch sports games? (Check all that apply)

- ☐ Special events like the World Cup or the Olympics
- ☐ If it was a championship or playoff game
- ☐ If a friend or family member invited me to watch a game with them
- ☐ If there was a famous player participating
- ☐ If the game had an interesting storyline or rivalry
- ☐ If there were unique halftime entertainment or shows
- ☐ Other (please specify)
- ☐ Would not watch any sports games in any circumstances.

NON-SPORTS



▼ [Skip to](#)

End of Block if Other (please specify) Is Selected

▼ [Skip to](#)

End of Block if Other (please specify) Is Not Selected

Please select the reasons or barriers that prevent you from being a sports fan: (Check all that apply)

- ☐ Lack of interest in sports in general
- ☐ Sports games too long or time-consuming
- ☐ Rules of sports games are too complicated
- ☐ Nobody introduces any kind of sports to me
- ☐ Other (please specify)

Sports Fan 1



[Skip destination](#)

[Go to skip origin](#)

What aspects of sports games and events do you enjoy the most? (Select all that apply)

- ☐ The excitement of the matches
- ☐ Supporting and cheering for your favorite team
- ☐ Watching specific players in action
- ☐ The sense of community and camaraderie among fans
- ☐ Engaging with sports-related content and news
- ☐ Other (please specify)

Sports Fan 2



▼ [Display this question](#)

If Do you follow any sports in daily life? (Check all that apply) No Is Not Selected

How do you usually hear about or come across information about MLS? (Check all that apply)

- ☐ Television broadcasts
- ☐ Online news websites
- ☐ Social media
- ☐ Word of mouth (friends, family)
- ☐ MLS official website or app
- ☐ Other (please specify)

- ☐ Never

MLS?



▼ [Display this question](#)

If Do you follow any sports in daily life? (Check all that apply) No Is Not Selected

▼ [Skip to](#)

What prevents you from following MLS?... if No Is Selected

Are you now following MLS?

- ☐ Yes
- ☐ No

Y MLS



▼ [Display this question](#)

If Are you now following MLS? Yes Is Selected

When did you first follow MLS, and why did you follow them?

About what year?

Reason?

Y MLS2



▼ [Display this question](#)

If Are you now following MLS? Yes Is Selected

How long have you been a fan of Major League Soccer (MLS)?

Move 1 question n a year

- ☐ 1-5 years
- ☐ 6-10 years
- ☐ More than 10 years
- ☐ Since its inception

Y MLS3



▼ [Display this question](#)

If Are you now following MLS? Yes Is Selected

Do you have a favorite MLS team? If so, which team is it, and why do you support them?(Not required)

Y MLS4



▼ [Display this question](#)

If Are you now following MLS? Yes Is Selected

Are there specific MLS players you admire or consider your favorites? If yes, please share their names and what you appreciate about them.(Not required)



Y MLS5

▼ [Display this question](#)

If Are you now following MLS? Yes Is Selected

How do you watch MLS games?

- ☐ Go to the court/stadium..., etc.
- ☐ Watch TV
- ☐ Watch online livestreams
- ☐ Other, please specify

Y MLS6



▼ [Display this question](#)

If How do you watch MLS games? Go to the court/stadium..., etc. Is Selected

Move 1 question to our ticket plan and about how much do you spend on going to MLS games?

- ☐ Season Ticket
- ☐ Monthly Ticket
- ☐ Single Game Ticket
- ☐ Others, please specify

Y MLS7



▼ [Display this question](#)

If How do you watch MLS games? Watch online livestreams Is Selected

What's your MLS online livestream plan and about how much is it?

- ☐ Season Payment
- ☐ Monthly Payment
- ☐ Single Game Payment
- ☐ Others

Q22



▼ [Display this question](#)

If Are you now following MLS? Yes Is Selected

▼ [Skip to](#)

Do you watch any professional sports ... if None Is Selected

▼ [Skip to](#)

Do you watch any professional sports ... if None Is Not Selected

In your opinion, what improvements or changes could MLS make to enhance the fan experience and attract more supporters? (Select all that apply)

- ☐ Lower ticket prices
- ☐ Enhanced stadium amenities and services
- ☐ More interactive fan engagement activities
- ☐ Better marketing and promotion of MLS
- ☐ Increased accessibility to watch games (TV, online streaming)

Move 1 question

- ☐ None

N-MLS 1

[Skip destination](#)

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What prevents you from following MLS?(Check all that apply)

- ☐ Lack of interest in sports in general
- ☐ Unfamiliar with rules of soccer
- ☐ I have other preferred sports
- ☐ Other (please specify)

N-MLS 2



What factors may attract your attention in following MLS in the future? (Check all that apply)

- ☐ Pure love of soccer
- ☐ Rooting for local teams
- ☐ Marketing and advertising campaigns
- ☐ The fast-paced nature of MLS games
- ☐ The diverse composition of MLS teams
- ☐ Other (please specify)

N-MLS3



[Skip destination](#)

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Do you watch any professional sports game other than MLS?

- ☐ MLB
- ☐ NBA
- ☐ NHL
- ☐ NFL
- ☐ PGA
- ☐ WNBA
- ☐ Other, please specify
- ☐ None

Move 1 question

N-MLS4

How do you watch those games?

- ☐ Go to the court/stadium..., etc.
- ☐ Watch TV
- ☐ Watch online livestreams
- ☐ Other, please specify

N-MLS4



▼ [Display this question](#)

If How do you watch those games? Go to the court/stadium..., etc. Is Selected

What's your ticket plan and about how much do you spend on going to those games?

- ☐ Season Ticket
- ☐ Monthly Ticket
- ☐ Single Game Ticket
- ☐ Others, please specify

N-MLS5



▼ [Display this question](#)

If How do you watch those games? Watch online livestreams Is Selected

What's your online livestream plan and about how much is it?

☐ Season Payment

☐ Monthly Payment

☐ Single Game Payment

☐ Others



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Add new question

[Add Block](#)

▼ Advice

Advice



Thank you for taking the time to complete this survey. If you have any additional comments, thoughts, or suggestions, please share them in the space provided below. (Not required)



Import from library

Add new question

[Add Block](#)

End of Survey

We thank you for your time spent taking this survey.

Your response has been recorded.