

Intro

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 might draw fans to the league.

MLS Awareness and Perception

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

How likely would you be to watch a sports game under the following circumstances?

	Very Likely	Somewhat Likely	Neutral	Somewhat Unlikely	Very Unlikely
Special events e.g. World Cup, Olympics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When a friend or family member invited me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A famous player participating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Game had an interesting storyline or rivalry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unique halftime entertainment or shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How Challenging Are These Barriers in Preventing You From Being a Sports Fan?

	Very Challenging	Somewhat Challenge	Neutral	Slightly Challenging	Not Challenging at all
Lack of interest in sports in general	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports games too long or time-consuming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rules of sports games are too complicated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nobody introduces any kind of sports to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please Rate the Excitement Level of These Aspects of Sports Games and Events to you.

	Very Exciting	Somewhat Exciting	Neutral	Slightly Exciting	Not Exciting at all
The excitement of the matches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting and cheering for your favorite team	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watching specific players in action	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The sense of community and camaraderie among fans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Engaging with sports-related content and news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

Are you now following MLS?

- ☐ Yes
- ☐ No

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

About what year?

Reason?

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

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

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

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)

How do you watch MLS games?

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

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

- ☐ Season Ticket
- ☐ Monthly Ticket

- ☐ Single Game Ticket
- ☐ Others, please specify

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

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

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)
- ☐ Other (please specify)
- ☐ None

How Significantly Do These Factors Prevent You From Following Major League Soccer (MLS)?

	Extremely Significant	Somewhat Significant	Neutral	Slightly Significant	Not significant at all
Lack of interest in sports in general	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unfamiliar with rules of soccer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have other preferred sports(feel free to specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Extremely Significant Somewhat Significant Neutral Slightly Significant Not significant at all

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)

Do you watch any professional sports game other than MLS?

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

How do you watch those games?

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

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

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

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

Personal Info

What is your age?

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

What is your Gender?

- ☐ Male

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

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

What's your employment status?

- ☐ Employed full-time
- ☐ Employed part-time
- ☐ Unemployed
- ☐ Student
- ☐ Retired
- ☐ Other (please specify)

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

Last

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)

Block 4

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