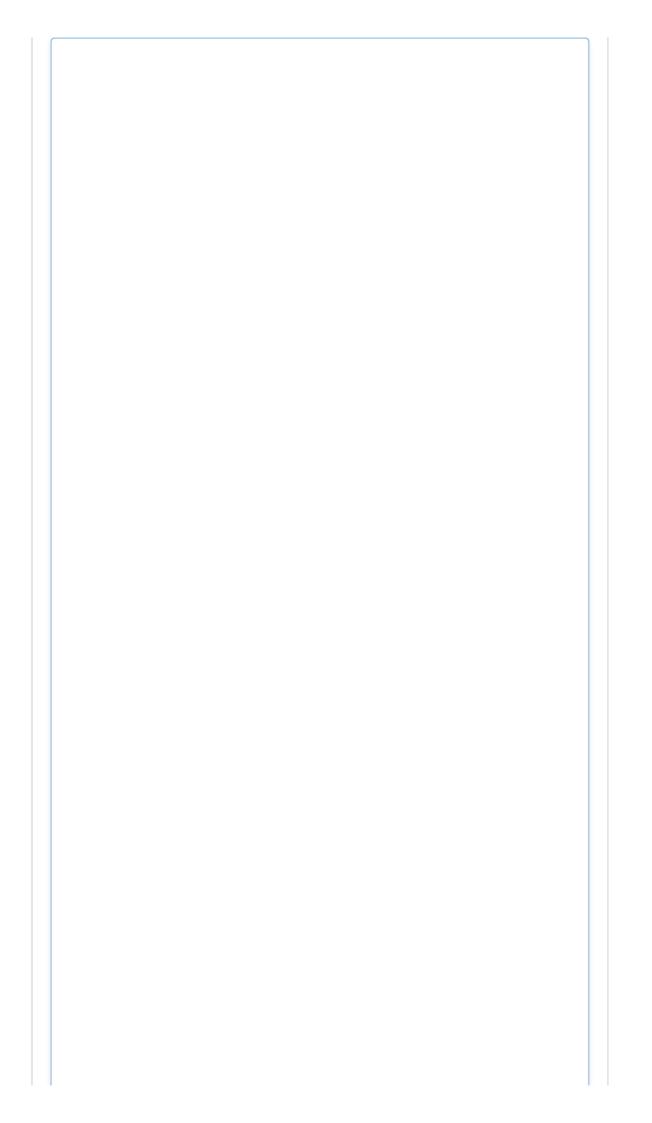


Q3	*
What's your ethnicity? (Check all that apply)	
☐ White or Caucasian	
☐ Black or African American	
American Indian or Alaska Native	
Asian	
☐ Native Hawaiian or Pacific Islander	
Other	

Move 1 question



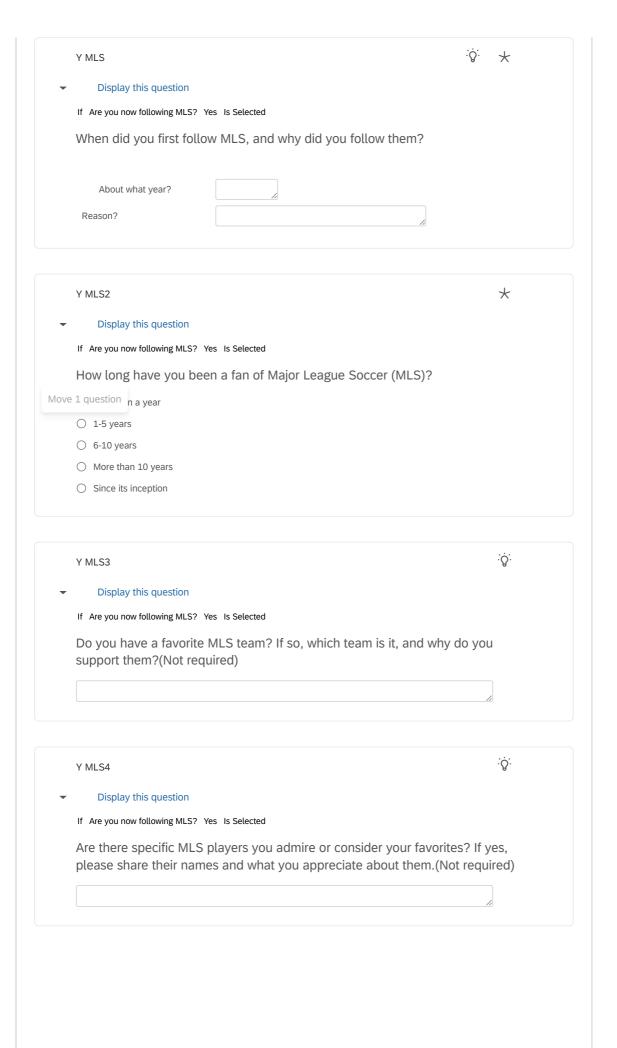
Q4	*	•••	
Please select your current residence state:			
○ Alabama			
○ Alaska			
Arizona			
○ Arkansas			
○ California			
○ Colorado			
○ Connecticut			
O Delaware			
○ Florida			
○ Georgia			
○ Hawaii			
Oldaho			
○ Illinois			
O Indiana			
Olowa			
○ Kansas			
○ Kentucky			
○ Louisiana			
○ Maine			
○ Maryland			
○ Massachusetts			
○ Michigan			
○ Minnesota			
○ Mississippi			
○ Missouri			
○ Montana			
○ Nebraska			
○ Nevada			
New Hampshire			
O New Jersey			
O New Mexico			
O New York			
North Carolina			
North Dakota			
Ohio			
Oklahoma			
Oregon			
O Pennsylvania			
Rhode Island			
O South Carolina			
O South Dakota			
○ Tennessee			
○ Texas			
○ Utah			
○ Vermont			
○ Virginia			

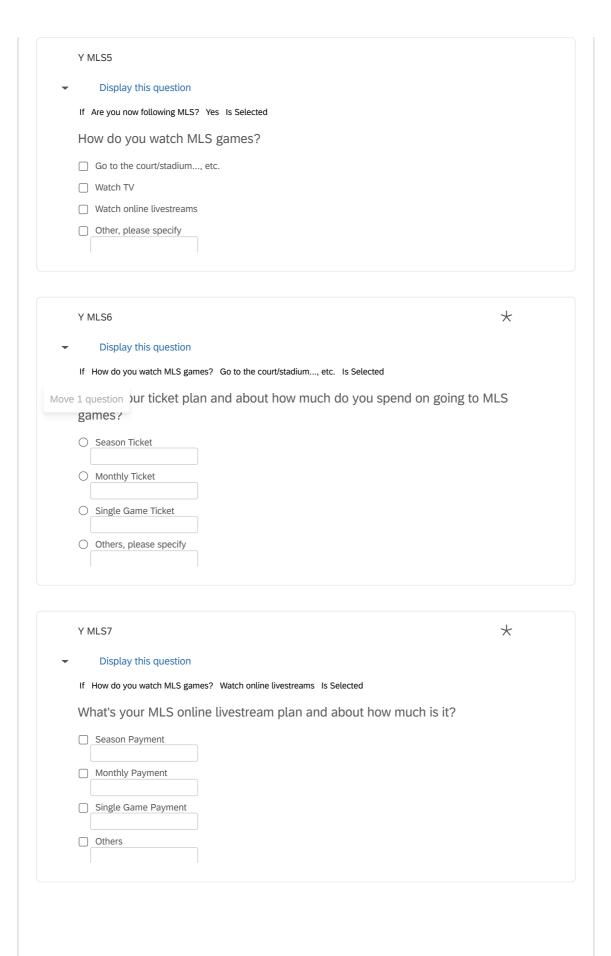
○ Washington				
○ Washington DC				
○ West Virginia				
○ Wisconsin				
○ Wyoming				
Other				
Q5	*			
What's your employment status?				
Employed full-time				
Employed part-time				
Ounemployed				
○ Student				
C Retired				
Move 1 question ar (please specify)				
Q6	*			
How much is your annual household inc	ome?			
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				
•	☐ Import from library Add new question			
Add Block				

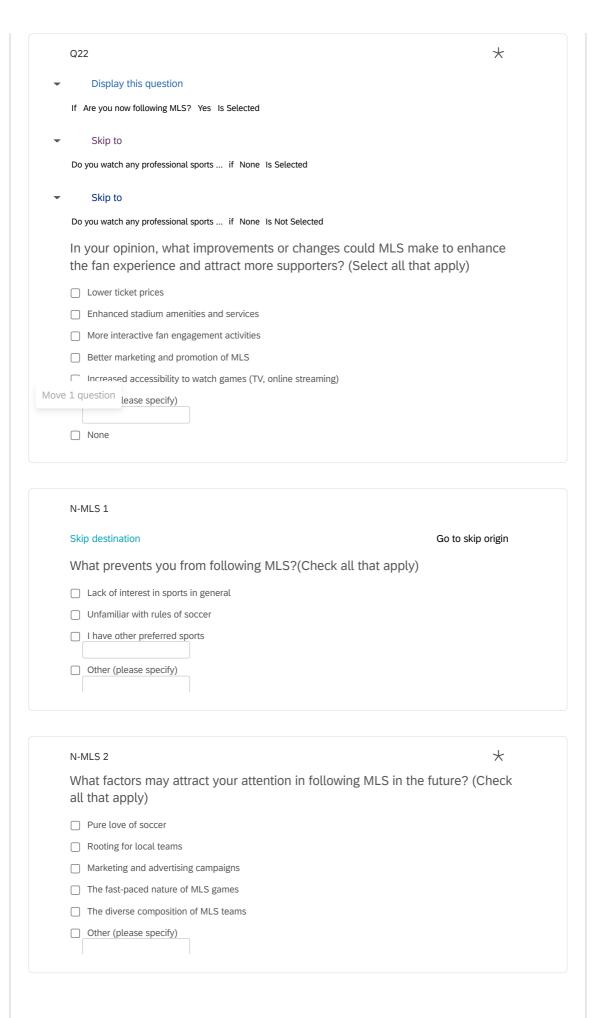
→ MLS Awareness and Perception

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? (C	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 fan: (Check all that apply)	m being a sports				
☐ 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 \star				
▼ 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				







N-MLS3	*			
Skip destination	Go to skip origin			
Skip destination	Go to skip origin			
Do you watch any professional sports game other than MLS?				
☐ MLB				
□ NBA				
□ NHL				
☐ NFL				
☐ PGA				
☐ WNBA				
Other, please specify				
None				
Move 1 question				
How do you watch those games?				
Go to the court/stadium, etc.				
☐ Watch TV				
☐ Watch online livestreams				
Other, please specify				
N-MLS4	*			
14-WILD4	^			
▼ Display this question				
If How do you watch those games? Go to the court/stadium, etc. Is Se	elected			
What's your ticket plan and about how much do yo games?	ou spend on going to those			
○ Season Ticket				
Monthly Ticket				
○ Single Game Ticket				
Others, please specify				

