**International Fans’ Motivations and Interests in U.S. Sports: Consumers and Fans from Taiwan**

**Part One: General Background Information**

**Please mark the alternative most appropriate to you.**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 1. What is your gender? | | a. Male | | b. Female | | | | |
|  |  | |  | |  | | | | |
|  | 2. What is your interest in U.S. sports? | | | | | | | | |
|  | a. Watch/read/discuss U.S. sports at least once a day | | | | b. Watch/read/discuss U.S. sports at least once a week. | | | | |
|  | c. Watch/read/discuss U.S. sports at least once a month. | | | | d. Watch/read/discuss U.S. sports at least once a year. | | | | |
|  |  | | | |  | | | | |
|  | 3. Where do you usually get information about U.S. sports? (Please select one.) | | | | a. Internet | b.  TV | c. Newspapers | d. Magazines | e. Others. |
|  |  |  | |  | |  | |  | |

**Part Two: Importance of Factors**

**For each of the following statements, please circle the number that indicates why you watch, read, and/or discuss U.S. sports. (5=Very High 4=High 3=Average 2=Low 1=Very Low)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | **5 Very High🡨----🡪 Very Low 1** | | | | |
| 1. | Watching, reading, and/or discussing U.S. sports offers me an opportunity to get away from my everyday routine. | 5 | 4 | 3 | 2 | 1 |
| 2. | Betting or making bets is the most enjoyable aspect of being a fan. | 5 | 4 | 3 | 2 | 1 |
| 3. | I watch, read, and/or discuss U.S. sports is that I get excited and pumped up when I am watching my favorite teams. | 5 | 4 | 3 | 2 | 1 |
| 4. | I watch, read, and/or discuss U.S. sports for the artistic values. | 5 | 4 | 3 | 2 | 1 |
| 5. | I watch, read, and/or discuss U.S. sports for the beauty and grace of sports. | 5 | 4 | 3 | 2 | 1 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 6. | I watch, read, and/or discuss U.S. sports is that I enjoy feeling exhilarated and being physiologically aroused by the competition. | 5 | 4 | 3 | 2 | 1 |
| 7. | I watch, read, and/or discuss U.S. sports because I can bet on the outcome for sports lotteries. | 5 | 4 | 3 | 2 | 1 |
| 8. | I watch, read, and/or discuss U.S. sports is that doing so makes me feel a personal sense of achievement when my favorite team/athlete/player wins. | 5 | 4 | 3 | 2 | 1 |
| 9. | Watching, reading, and/or discussing U.S. sports gives me the opportunity to temporarily escape life’s problems | 5 | 4 | 3 | 2 | 1 |
| 10. | Making wagers is the most enjoyable aspect of being a sports fan. | 5 | 4 | 3 | 2 | 1 |
| 11. | I watch, read, and/or discuss U.S. sports because most of my friends are U.S. sports fans. | 5 | 4 | 3 | 2 | 1 |
| 12. | I watch, read, and/or discuss U.S. sports because to me sports are a form of art. | 5 | 4 | 3 | 2 | 1 |
| 13. | I watch, read, and/or discuss U.S. sports because of their entertainment value. | 5 | 4 | 3 | 2 | 1 |
| 14. | I watch, read, and/or discuss U.S. sports because it increases my self-esteem. | 5 | 4 | 3 | 2 | 1 |
| 15. | I watch, read, and/or discuss U.S. sports because of their competition value. | 5 | 4 | 3 | 2 | 1 |
| 16. | I watch, read, and/or discuss U.S. sports because simply because it is a good time | 5 | 4 | 3 | 2 | 1 |
| 17. | I watch, read, and/or discuss U.S. sports because it is simply a form of recreation. | 5 | 4 | 3 | 2 | 1 |
| 18. | To me, my favorite athlete/player/team’s successes are my successes and their losses are my losses. | 5 | 4 | 3 | 2 | 1 |
| 19. | I watch, read, and/or discuss U.S. sports because I can interact with my family and friends and discuss sports with them so have the same topic. | 5 | 4 | 3 | 2 | 1 |
| 20. | I watch, read, and/or discuss U.S. sports because doing so gives me an opportunity to be with my friends. | 5 | 4 | 3 | 2 | 1 |
| 21. | I watch, read, and/or discuss U.S. sports is that in sport, members of my background, culture, or ethnicity often participate in the activity. | 5 | 4 | 3 | 2 | 1 |
| 22. | I watch, read, and/or discuss U.S. sports is that some players are similar to myself. | 5 | 4 | 3 | 2 | 1 |
| 23. | I watch, read, and/or discuss U.S. sports is that the players and I have something in common. | 5 | 4 | 3 | 2 | 1 |
| 24. | I watch, read, and/or discuss U.S. sports is that by doing so I am supporting athletes of my own background, culture, or ethnicity. | 5 | 4 | 3 | 2 | 1 |
| 25. | I watch, read, and/or discuss U.S. sports is that I watch, read, or discuss sports in that the players receive somewhat fair treatment, regardless of their background, culture, or ethnicity. | 5 | 4 | 3 | 2 | 1 |
| 26. | I watch, read, and/or discuss U.S. sports is that by doing so I am supporting players who have overcome obstacles to get to where they are now. | 5 | 4 | 3 | 2 | 1 |
| 27. | I watch, read, and/or discuss U.S. sports is that by doing so I am supporting players who have overcome racial, culture, or other barriers of society to get to where they are now. | 5 | 4 | 3 | 2 | 1 |
| 28. | I watch, read, and/or discuss U.S. sports because the athletes appear unbeatable and are heroic. | 5 | 4 | 3 | 2 | 1 |
| 29. | I watch, read, and/or discuss U.S. sports for professional players and elite athletes who are my role models because of their highly advanced skill. | 5 | 4 | 3 | 2 | 1 |
| 30. | Patriotism is a big reason why I am interested in U.S. sports. | 5 | 4 | 3 | 2 | 1 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 31. | When my country’s players/athletes win, I feel proud to be a citizen. | 5 | 4 | 3 | 2 | 1 |
| 32. | I watch, read, and/or discuss U.S. sports because I support player(s)/athletes from my country. | 5 | 4 | 3 | 2 | 1 |
| 33. | I watch, read, and/or discuss U.S. sports to support Asian player(s)/athletes. | 5 | 4 | 3 | 2 | 1 |
| 34. | I watch, read, and/or discuss U.S. sports to support U.S. player(s)/athletes. | 5 | 4 | 3 | 2 | 1 |
| 35. | I use sports as a topic when I meet new people. | 5 | 4 | 3 | 2 | 1 |
| 36. | I am a fan of U.S. sports in general. | 5 | 4 | 3 | 2 | 1 |
| 37. | First and foremost, I consider myself a sports fan. | 5 | 4 | 3 | 2 | 1 |
| 38. | I would support my favorite team even if there was no star player on the team. | 5 | 4 | 3 | 2 | 1 |
| 39. | I would support my favorite team even if they lost all the games in a season. | 5 | 4 | 3 | 2 | 1 |
| 40. | I would support my favorite team regardless of whether they won or lost. | 5 | 4 | 3 | 2 | 1 |
| 41. | I watch, read, and/or discuss U.S. sports because there are few choices of entertainment for me to do. | 5 | 4 | 3 | 2 | 1 |
| 42. | I watch, read, and/or discuss U.S. sports because there are not many choices of sports that catch my attention and interests. | 5 | 4 | 3 | 2 | 1 |