

consent

We invite you to take part in this study, which is part of a larger program of research being carried out under the supervision of Professor Leif Nelson, who is a faculty member in the Haas School of Business at UC Berkeley.

As a participant in this research, you will be asked to complete the attached online survey, which contains a short questionnaire.

You will complete this survey at home, on your own computer

Although this research has no direct benefits for you, the findings from it may benefit scientific knowledge.

This study presents minimal risk to you. In the event of an unanticipated breach of confidentiality, you would be exposed to a loss of privacy; however, we are taking measures to minimize such a risk. Your responses will be kept as confidential as possible and all data will be stored on password protected computers and on encrypted hard drives.

Your responses will be retained indefinitely. Your name and other identifying information will not be used in any publications of this research.

If you have any questions about your rights or treatment as a participant in this research project, please contact the University of California at Berkeley's Committee for the Protection of Human Subjects at 510-642-7461 or email subjects@berkeley.edu.

If you agree to participate in this study, select yes below to enter the survey.

Do you consent to participate in this study?

☐ Yes

☐ No

video

Please watch the brief introductory video below and proceed to the survey.

s4_intro



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intro

To help us be sure that your device is working properly with ours, please select “Slightly disagree” below.

- ☐ Strongly agree
- ☐ Agree
- ☐ Somewhat agree
- ☐ Neither agree nor disagree
- ☐ Somewhat disagree
- ☐ Disagree
- ☐ Strongly disagree

The next questions are about watching live television broadcasts of sporting events.

How much do you enjoy watching live sporting events on television?

- ☐ A great deal
- ☐ A lot
- ☐ A moderate amount
- ☐ A little
- ☐ None at all

forewarned

If you answer the next question by saying you have watched five or more live sporting events on television during the past 12 months, you will be asked 20 more questions about sports. If you say you have not watched five or more live sporting events on television during the past 12 months, you will not be asked any more questions about sports.

DV

During the past 12 months, since 5/8/2018, did you watch five or more live sporting events on television, or did you not do that?

- ☐ Did watch five or more
- ☐ Did not watch five or more

extra questions

Of the live sporting events you watched on television during the past 12 months, what percent did you watch in your home, and what percent did you watch somewhere other than your home?

Your answers must add up to 100.

Percent at home:

%

Percent somewhere other than home:

%

Total

%

Of the live sporting events you watched on television during the past 12 months, what percent involved one team competing against another team, and what percent involved one individual competing against one or more other individuals?

Your answers must add up to 100.

Percent one team against another team:

%

Percent one individual against one or more other individuals:

%

Total

%

Of the live sporting events you watched on television during the past 12 months, what is the name of the sport you watched most recently?

Did you play in any organized sports when you were 12 years old or younger, or did you not play in any organized sports when you were that age?

- ☐ Did play
- ☐ Did not play

Did you play in any varsity sports while you were attending high school, or did you not play in any varsity sports?

- ☐ Did play
- ☐ Did not play

Were you ever offered a scholarship to play varsity sports in college, or were you never offered a scholarship to play varsity sports in college?

- ☐ Was offered a scholarship

☐ Was never offered a scholarship

Have you ever been paid money for playing a sport, or have you never been paid money for playing a sport?

☐ Have been paid

☐ Have never been paid

How much do you enjoy watching college sports on television?

☐ A great deal

☐ A lot

☐ A moderate amount

☐ A little

☐ None at all

Do you think professional sports are too commercial, or do you not think that?

☐ Too commercial

☐ Not too commercial

Do you think professional sports teams charge people too much money to attend a sporting event, or do they not charge people too much?

☐ Charge too much

☐ Do not charge too much

Do you think athletes should be paid money for playing sports in college, or do you not think athletes should be paid money for playing sports in college?

☐ Should be paid

☐ Should not be paid

Do you think professional athletes are paid too much money, or do you not think professional athletes are paid too much money?

- ☐ Paid too much
- ☐ Not paid too much

Do you think female athletes who play a professional sport should be payed as much money as male athletes who play the same professional sport, or do you not think they should be payed as much money?

- ☐ Should be paid as much
- ☐ Should not be paid as much

Do you think professional athletes who refuse to stand during the national anthem should be fined, or do you not think they should be fined?

- ☐ Should be fined
- ☐ Should not be fined

Do you think professional sports leagues are doing enough to protect the health and safety of professional athletes, or do you think leagues are not doing enough?

- ☐ Doing enough
- ☐ Not doing enough

Do you think professional sports leagues are doing enough to prevent drug abuse by professional athletes, or do you think leagues are not doing enough?

- ☐ Doing enough
- ☐ Not doing enough

Do you think professional sports leagues are doing enough to prevent domestic violence by professional athletes, or do you think leagues are not doing enough?

- ☐ Doing enough

☐ Not doing enough

Do you think organized team sports for children less than 12 years old help build character among the children who participate, or do they not help build character?

☐ Help build character

☐ Do not help build character

Do you think organized team sports for children less than 12 years old make the children who participate more aggressive, or do they not make the children more aggressive?

☐ Make children more aggressive

☐ Do not make children more aggressive

Do you think most professional athletes are good role models for children less than 12 years old, or do you think they are not good role models for children less than 12 years old?

☐ Good role models

☐ Not good role models

demographics

Are you male or female?

☐ Male

☐ Female

Are you now married, widowed, divorced, separated, or never married?

☐ Married

☐ Widowed

☐ Divorced

☐ Separated

☐ Never married

What is the highest level of education you have completed?

- ☐ Less than first grade
- ☐ 1st, 2nd, 3rd, or 4th grade
- ☐ 5th or 6th grade
- ☐ 7th or 8th grade
- ☐ 9th grade
- ☐ 10th grade
- ☐ 11th grade
- ☐ 12th grade - NO DIPLOMA
- ☐ High School Graduate - HS Diploma or Equivalent (GED)
- ☐ Some college but no degree
- ☐ Associate degree in college - Occupational/vocational program
- ☐ Bachelor's degree (For example: BA, AB, BS)
- ☐ Master's Degree (For example: MA, MS, MEng, MEd, MSW, MBA)
- ☐ Professional School Degree (For example: MD, DDS, DVM, LLB, JD)
- ☐ Doctorate Degree (For example: PhD, EdD)

In what year were you born?

In what month were you born?

- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September

- ☐ October
- ☐ November
- ☐ December

Are you Spanish, Hispanic, or Latino?

- ☐ Yes
- ☐ No

Below, please choose one or more of the races you consider yourself to be.

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

The next question is about the total income in 2018 for you and all members of your family who lived with you during 2018, before taxes.

Please include money you and all members of your family received from jobs, pensions, social security, interest, dividends, capital gains, profits from businesses, unemployment payments, and all other money received.

Adding up the income from all these sources and all other sources, was the total income of you and all members of your family who lived with you in 2018, before taxes, less than \$50,000 or was it \$50,000 or more?

- ☐ Less than \$50,000
- ☐ \$50,000 or more

And in which of the following groups was the total income of you and all members of your family who lived with you in 2017, before taxes?

- ☐ Less than \$10,000
- ☐ \$10,000 - \$19,999
- ☐ \$20,000 - \$29,999
- ☐ \$30,000 - \$39,999
- ☐ \$40,000 - \$49,999

And in which of the following groups was the total income of you and all members of your family who lived with you in 2017, before taxes?

- ☐ \$50,000 to \$74,999
- ☐ \$75,000 - \$99,999
- ☐ \$100,000 - \$149,999
- ☐ \$150,000 or more

What is your ZIP code?

survey_demos

Have you answered this questionnaire previously, or have you not done that?

- ☐ Have answered it before
- ☐ Have not done that

How many times have you taken this survey previously?

Did you receive an email inviting you to answer this survey, or did you not receive such an email?

- ☐ Did receive an email invitation
- ☐ Did not receive an email invitation

What is the name of the company that invited you to answer this survey?

How were you invited to answer this questionnaire?

To thank you for completing this questionnaire, will you receive cash, points that you can use to get gifts or prizes or to buy things or to enter lotteries, or will you be compensated in some other way, or will you not be compensated at all?

- ☐ Cash
- ☐ With points that can be used to get gifts, prizes, or to enter lotteries
- ☐ Compensated in some other way
- ☐ Not compensated at all

How much money will you be paid for completing this survey?

How many points will you be paid for completing this survey?

Please confirm that your responses were not automatically generated by checking the white box to the left of the text that say "I'm not a robot".

After the box is checked and shows the symbol \surd , please click 'continue' to submit your questionnaire.



I'm not a robot



How many points will you be paid for completing this survey?

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