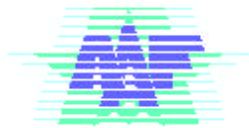


CHILDREN AND SPORTS MEDIA



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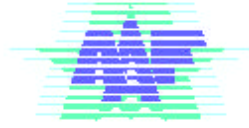
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The Amateur Athletic Foundation of Los Angeles is the private, nonprofit institution created to manage Southern California's endowment from the 1984 Olympic Games. The AAF awards grants to youth sports organizations, initiates regional sports programs and operates the Paul Ziffren Sports Resource Center, a state-of-the-art learning center designed to increase knowledge of sports and its impact on people's lives.

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Table of Contents

<i>Foreward</i>	1
<i>Introduction</i>	3
<i>Executive Summary</i>	6
<i>Findings</i>	
<i>I. Household Characteristics</i>	12
<i>II. Respondent Characteristics</i>	20
<i>III. Children’s Involvement with Sports and Sports Media</i>	25
<i>IV. Children and Sports on Television</i>	35
<i>V. Children and Sports on Radio</i>	45
<i>VI. Children and Sports in Print</i>	51
<i>VII. Children and Sports Video games</i>	57
<i>VIII. Children and Sports on the Internet</i>	61
<i>IX. Children and Sports Movies</i>	66
<i>X. The Child’s Room</i>	68
<i>Methodology</i>	71
<i>Appendix: Questionnaire</i>	81

FOREWARD

CHILDREN AND SPORTS MEDIA
August 1999

FOREWARD

Anyone who spends time with young people knows that they like to play sports. This report, *Children and Sports Media*, provides ample proof that kids in the United States also like to watch, listen to and read about sports, too.

Among boys in this country, interacting with sports through the media is an almost universal phenomenon. A remarkable 98% of boys use some form of sport media. Girls are not far behind, with 90% of them reporting they use sport media. Nearly one in three children use some type of sport media every day. Seventy-one percent do so weekly.

Television, movies and videos with sport themes, video games, newspapers, books, magazines, the Internet and radio all convey information about sport to young people. Television is the most-used of these media, and young people seem equally enthusiastic about broadcasts of actual events and television sports news programs featuring highlights.

Sport is a high-profile institution in America. Literally millions of children follow sports and the athletes who play them. Sport has the potential to develop and reinforce the values of young people. It is inevitable that the way in which media present sports to the young audiences will play a role in shaping their attitudes. Children can learn positive lessons about fair play, respect for others, cooperation, sacrifice, discipline, violence, gender relations and race relations from sport. But, the sword cuts both ways. Kids also can derive what most of us would consider to be anti-social messages if sport is presented to them in an irresponsible way.

Given sport's potential to instill values and considering the widespread use of sport media by young people, those who produce all forms of sport media have a responsibility to carefully examine the impact of their work upon young people. That responsibility to scrutinize content extends not only to media producers, but also to advertisers, athletes themselves, sport administrators, scholars who study sport, and, most importantly, to parents.

We know that youngsters use sport media and use it extensively. We now must redouble our efforts to ensure that the content of that media works to their benefit.

Anita L. DeFrantz
President
Amateur Athletic Foundation of Los Angeles

INTRODUCTION

CHILDREN AND SPORTS MEDIA
August 1999

INTRODUCTION

The Amateur Athletic Foundation of Los Angeles has had a longstanding interest in the role of sport media. The foundation's interest in the topic derives from a belief that the sport media reflect and help shape public attitudes about sport and the people who participate in sport. Furthermore, studying the sport media can provide insights into broader social attitudes about a range of people and issues.

The AAF sponsored a national conference, in 1989, called *Getting Over the Hurdle: Race and Gender in Sports Media*. Following the conference, the foundation funded its first media study *Gender Stereotyping in Televised Sport*, published in 1990. That report was followed by *Coverage of Women's Sport in Four Daily Newspapers* (1991) and *Gender Stereotyping in Televised Sport: A Follow-up to the 1989 Study* (1994). A third edition of the television study will be released in 2000.

The primary focus of the foundation's activity is youth sport. While the ways in which television and newspapers cover women's sport clearly have an impact on children's perceptions of gender roles and sport, this is the first AAF media study to deal exclusively with young people.

In April 1999, the AAF commissioned Statistical Research, Inc. of Westfield, N.J. to conduct a national survey among children ages 8 to 17 to explore their exposure to sports through various forms of media. The primary purpose of the study was to measure how many youngsters use sport media, what kind of media they use, how often they use the media, what sports and what media "products" were most popular among young consumers, and in what social contexts did media use occur. Although *Children and Sport Media* does not evaluate the impact of sport media on young people, it is the foundation's hope that this report will provide a starting point for researchers who wish to examine how, if at all, the sport media contribute to the development of children's perceptions and values.

The study looks at eight major forms of media:

- Television
- Radio
- Newspapers
- Books
- Magazines
- Video games
- The Internet
- Movies

Survey questions sought to determine exposure to sports via each medium. Follow-up questions established a context of use for each medium. In addition, interviewers asked questions to determine personal and household demographics.

This report provides important findings and points out those instances where responses vary among major subgroups. It does not attempt to examine all responses to all questions for all

subsets of the population. That level of detail can be found in the tabulation volumes provided separately to the AAF.

This report is organized by topic. Therefore, the sequence in which the subjects appear in the report is not necessarily the exact sequence in which the questions were asked in the interview. The questionnaire is included in the appendix.

The data have been weighted and sample balanced. Weighting was based on the number of eligible children ages 8 to 17 in the household. Data were sample balanced to U.S. Census estimates of the age and gender distributions of the children, and to the race and Hispanic origin distributions of the households.

Interviews for this study took place between April 12 and May 16, 1999. SRI completed a total of 480 interviews. The response rate was 47 percent.

EXECUTIVE SUMMARY

CHILDREN AND SPORTS MEDIA
August 1999

Executive Summary

The Amateur Athletic Foundation of Los Angeles, in April 1999, commissioned a national survey of young people ages 8 to 17 to examine their use of sports media. Statistical Research Inc., of Westfield, N.J., conducted the survey, interviewing a random sample of 480 people.

Major Findings

- Magnitude - 94% of U.S. children ages 8 to 17 watch, read about, or listen to sports using one of eight media – television, radio, newspapers, books, magazines, video games, the Internet, or the movies. Among boys, 98% use some form of sport media. The percentage among girls is 90.

While patterns for boys and girls were similar, boys reported higher levels of usage for every medium.

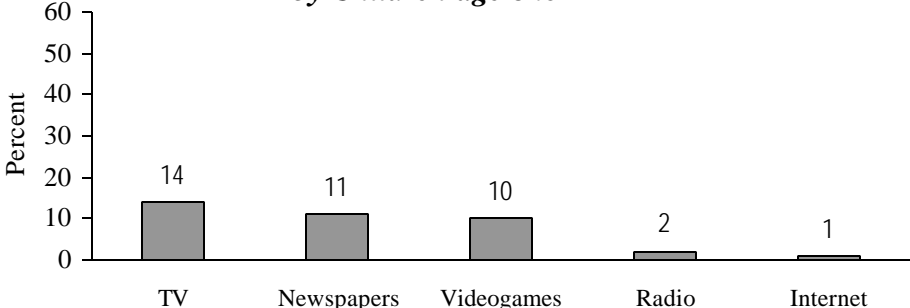
- Frequency - Nearly one in three children (29%) reported interacting with sports through the media every day – 41% of boys and 16% of girls. Seven in ten (71%) interact with sports through the media at least a couple of times a week – 82% of boys and 58% of girls.
- Media Preferences - Television is the sport medium used by the highest percentage of young people, and is the most frequently used of all the media. (Table ES-1) More than half (54%) of the children who use any media for sports said television was the medium they used the most to follows sports.

Table ES-1
Sports Media Used

<i>Sports Media Used</i>	<i>Total</i>	<i>Boys</i>	<i>Girls</i>
Any use	94%	98%	90%
Television	86	90	82
Movies	80	86	73
Video games	67	86	48
Magazines	64	73	54
Books	54	59	49
Newspapers	52	59	45
Internet	39	47	30
Radio	37	47	27
<i>Base (children 8-17)</i>	480	254	226

One in seven (14%) U.S. children ages 8 to 17 watches sports on television every day. One in ten reads the sports section in the newspaper (11%), while an equal percentage play sports video games every day (10%). (Chart ES-1)

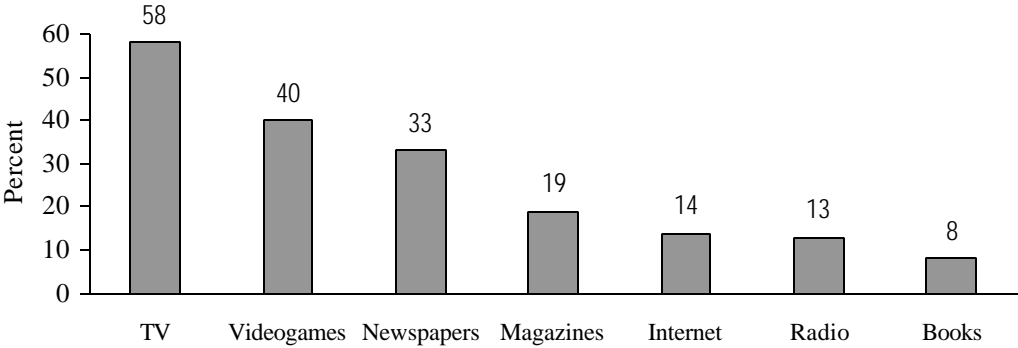
Chart ES-1
Medium Used for Sports Every Day
by Children age 8 to 17



Base: 480 children age 8 to 17

Six in ten (58%) children in the national sample said they watch sports on television at least once a week. Four in ten (40%) play sports video games at least once a week. And, one in three (33%) reads the sports section in the newspaper at least once a week. (Chart ES-2)

Chart ES-2
Medium Used for Sports At Least Once a Week
by Children ages 8 to 17



Base: 480 children age 8 to 17

- Sports Preferences** - Young people ages 8 to 17 identified the “Big Three” professional sports – NBA basketball, NFL football, and baseball – as the sports they spend the most time following through the media. Boys and girls exhibited different patterns of consumption. Boys, for example, dominate the children’s audiences for football, hockey, and professional wrestling; girls dominate children’s audiences for ice skating, gymnastics, and women’s basketball.

Among television viewers, the “Big Three” also are the sports that children spend the most time watching. (Table ES-2)

Table ES-2
Sports that Children Spend the Most Time Watching on TV
– Among children ages 8 to 17 who watch sports on TV –

<i>Sports Watched</i>	<i>Gender</i>		
	<i>Total</i>	<i>Boys</i>	<i>Girls</i>
NFL football	42%	52%	31%
NBA basketball	42	47	35
Baseball – major/minor	30	35	24
Men’s college basketball	16	17	15
Professional wrestling	15	20	9
Ice skating	14	2	28
College football	12	16	8
Gymnastics	11	*	23
Soccer	11	12	10
Extreme sports/X-Games	9	13	6
NHL hockey	8	10	7
Women’s basketball - college or WNBA	5	1	10
Olympic Games	4	2	7
Auto/motorcycle racing	4	6	2
Swimming/diving	4	2	6
Tennis	4	2	7
Golf	3	3	3
Boxing	2	2	2
Skiing	2	1	2
Other sport	8	7	8
DK/NA	1	*	2
<i>Base (children)</i>	<i>412</i>	<i>227</i>	<i>185</i>

*Less than 5%

The Olympic Games are watched by more children (80%) than any other type of sport television programming, but do not rank high in terms of frequency because they occur only every two years. Eighty-five percent of girls and 75% of boys reported viewing the Olympic Games. (Table ES-3)

Table ES-3
Sports Watched on TV
– Among children ages 8 to 17 who watch sports on TV –

<i>Sports Watched</i>	<i><u>Total</u></i>	<i><u>Gender</u></i>	
		<i><u>Boys</u></i>	<i><u>Girls</u></i>
Olympic Games	80%	75%	85%
NFL football	77	87	66
NBA basketball	75	79	70
Baseball – major/minor	66	75	56
Men’s college basketball	59	63	55
College football	56	63	48
Gymnastics	53	31	79
Ice skating	53	33	76
Professional wrestling	53	64	39
Extreme sports/X-Games	51	62	38
Auto/motorcycle racing	43	59	24
Soccer	43	46	39
Swimming/diving	42	31	55
Boxing	41	53	28
NHL hockey	40	55	23
Women’s basketball - college or WNBA	39	27	52
Skiing	36	39	34
Tennis	30	24	37
Golf	25	33	15
<i>Base (children)</i>	<i>412</i>	<i>227</i>	<i>185</i>

- Types of Television Programs Watched – When asked what types of sports programs they “usually watched” on television, 73% identified “Sports highlights on local TV or cable TV.” Boys were more likely than girls to watch sports highlights shows by an 83% to 62% margin. “Games, races and other sports events” was mentioned by 72% of the respondents. Again, boys (81%) cited this category more often than girls (61%).
- Television Viewing as a Function of Race and Ethnicity – All racial and ethnic groups reported high levels of television sports viewing - - 91% of whites, 96% of African Americans, 92% of Asian Americans/Others, and 92% of Hispanic Americans. Hispanics were most likely to report watching sports on television every day. Thirty-one percent of Hispanics reported daily viewing compared to national average of 16%.

There were several differences in sports viewing preferences. These are detailed in the full report that follows.

- Social Context of Sport Media Use - A majority of children who watch sports on television (73%), and a majority who listen to sports on the radio (63%), said they usually had others in the audience with them. Parents were most frequently named as the other audience members. Among children who watch sports on television with others, 63% mentioned fathers as a viewing partner, and 42% reported watching with their mother. Fifty-nine percent who listen to sports radio with others, listen with their fathers; 49% listen with their mothers.

Interaction with sports through the media often occurred outside the home. One-quarter (26%) of the children who watched sports on television said they usually watch at someone else's home, and two-thirds (64%) of children who listen to sports radio do so in a car. Children who use the Internet for sports often go online from school (31%), or from a friend/relative's home (21%).

Borrowing from libraries and friends also plays an important part of sports media use by children. More than two in five sports magazine readers (42%) said they borrow sports magazines from their school or town library; 47% borrow from their friends. Three in four (78%) sports books readers reported borrowing sports books from the library, and 44% reported borrowing them from friends. Two in three (63%) sports video game players said they borrow sports video games from friends.

- Exposure Factors - A number of potential "exposure factors" were measured in the study, and each was found to be correlated positively with the use of media (or a specific medium) for sports. These exposure factors included: a respondent who played organized sports; someone else in the household involved in organized sports; household subscription to, or regular purchase of, newspapers and sports magazines; and the entertainment technologies (televisions, video game systems, personal computers, Internet access) that are found in the child's room.

I. HOUSEHOLD CHARACTERISTICS

CHILDREN AND SPORTS MEDIA
August 1999

Household Characteristics

Qualifying Households

Following a number of warm-up questions about household television characteristics, interviewers whether any children from the ages of 8 to 17 lived in the household.

FOR CLASSIFICATION PURPOSES, HOW MANY PERSONS, INCLUDING CHILDREN AND ROOMERS, ARE CURRENTLY LIVING IN YOUR HOUSEHOLD? DOES THAT INCLUDE YOURSELF? (If “1”, end interview)

ARE THERE ANY CHILDREN AGE 17 OR YOUNGER CURRENTLY LIVING IN YOUR HOME? (If “None”, end interview)

HOW MANY, IF ANY, OF THE CHILDREN IN YOUR HOUSEHOLD ARE SEVEN YEARS OF AGE OR UNDER?

AND HOW MANY, IF ANY, ARE BETWEEN THE AGES OF EIGHT AND SEVENTEEN? (If “None”, end interview)

**** Ask if “don’t know” number of children ages 8 to 17 ****

ARE THERE ANY CHILDREN BETWEEN THE AGES OF EIGHT AND SEVENTEEN LIVING IN THIS HOUSEHOLD? (If “No” or “don’t know”, end interview)

About two in five (38%) households reported having children age 17 or under, and one-quarter (23%) reported having a child within the target age range, ages 8 to 17. (Table 1)

Table 1
Presence of Children

<i>HH Child Status</i>	
No child age 17 or under	62%
Any child age 17 or under	38
Child age 7 or under	22
Child ages 8 to 17	23
<i>Base</i>	2073

Race, Ethnicity, Education and Income

Each qualifying household was classified based on its race, ethnic origin, education and income.

WHAT IS YOUR RACE?

ARE YOU, OR IS ANYONE IN YOUR HOUSEHOLD, OF SPANISH OR HISPANIC ORIGIN OR DESCENT?

WHAT IS THE HIGHEST LEVEL OF EDUCATION ACHIEVED BY ANYONE IN YOUR HOUSEHOLD?

AND, WOULD YOU ESTIMATE THE TOTAL ANNUAL INCOME OF ALL PERSONS IN YOUR HOUSEHOLD TO BE... UNDER \$30,000... \$30,000 TO \$49,900... \$50,000 TO \$74,900... OR \$75,000 AND OVER?

Race - Three in four (78%) qualifying households reported their race as white, and 15 percent reported their race as African American or black. Five percent reported a race other than white or African American. (Table 2)

Hispanic Origin - Fourteen percent of respondents reported that someone in their household was of Spanish or Hispanic descent. Please note that in keeping with U.S. Census Bureau convention, “Hispanic origin” in this report is considered a classification separate and distinct from any racial classification. (Table 2)

Education - One-half (51%) of respondents reported that the highest level of education achieved by someone in the household was a college degree or more. One in four (24%) reported that the highest level of education was some college; 25% reported completing high school or less. (Table 2)

Income - As is typical with income questions, a large percentage (14%) of respondents did not give a response. (Table 2) Respondents who did identify an annual income split evenly, with one-half (51%) reporting an annual income of less than \$50,000 and one-half (49%) reporting an income of \$50,000 or more.

Table 2
Race, Ethnicity, Education and Income

HH Characteristic

Race	
White	78%
African American/black	15
Asian	1
Other race	4
Don't know/no answer	3
Ethnic Origin	
Hispanic	14%
Non-Hispanic	86
HH Education	
High school grad or less	25%
Some college	24
College grad or more	51
Don't know/no answer	1
HH Income	
Less than \$30,000	18%
\$30,000 to \$49,900	26
\$50,000 to \$74,900	23
\$75,000 or more	20
Don't know/no answer	14
<i>Base (HHs)</i>	<i>480</i>

TV and Technology

Interviewers asked each household with children ages 8 to 17 a series of questions about television and technology characteristics.

HOW MANY, IF ANY, TELEVISION SETS DOES YOUR HOUSEHOLD OWN?

PEOPLE CAN OBTAIN TELEVISION SIGNALS IN SEVERAL WAYS, SUCH AS BY USING A STANDARD ANTENNA, FROM A CABLE TV SERVICE, OR BY USING A SATELLITE DISH. HOW DOES YOUR HOUSEHOLD RECEIVE TELEVISION SIGNALS? ...PLEASE THINK OF ALL YOUR SETS. (Accept up to 3 responses)

DOES YOUR HOUSEHOLD OWN A VCR (A VIDEOCASSETTE RECORDER)?

DOES YOUR HOUSEHOLD OWN A VIDEO GAME SYSTEM, EITHER HANDHELD OR CONNECTED TO A TV?

AND, DO YOU, OR DOES SOMEONE IN YOUR HOUSEHOLD, OWN OR USE A COMPUTER AT HOME?

Virtually every household reported owning a television (99.7%) and a VCR (99%); two in three (67%) reported wired cable TV service; four in five (81%) a video game system; and seven in ten (71%) a home computer. (Table 3)

There was little difference in TV-related characteristics by race/ethnicity, but white (77%) households reported higher levels of home computer ownership than did households classified as any other race (49%) or of Hispanic origin (57%).

Households from the highest income bracket, \$50,000 or more, were more likely to report having some type of subscription television reception (86%) than were those with annual incomes of less than \$50,000 (77%). Presence of a home computer also was correlated positively to income, ranging from four in ten (39%) for those households earning less than \$30,000 to nine in ten (88%) for those households earning \$50,000 or more.

Table 3
TV and Technology

<i>HH Technology</i>	<i>Total</i>	<i>Race/Ethnicity</i>				<i>Household Income</i>		
		<i>White</i>	<i>African Amer.</i>	<i>Asian/ Other</i>	<i>Hispanic†</i>	<i>Under \$30,000</i>	<i>to \$49,999</i>	<i>\$50,000 or more</i>
TV households	~100%	~100%	100%	~100%	~100%	100%	~100%	~100%
TV Reception								
Broadcast-only	20%	19%	23%	35%	22%	22%	25%	14%
Wired cable	67	68	65	52	70	68	63	72
Satellite	14	14	11	15	9	11	14	15
VCR	99%	99%	97%	~100%	98%	94%	99%	100%
Video game	81%	81%	84%	68%	76%	75%	88%	80%
Home computer	71%	77%	47%	56%	57%	39%	71%	88%
<i>Base (HHs)</i>	480	328	69	69	76	92	119	188

† “Hispanic” is an ethnic classification separate and distinct from race

Additional Exposure Factors

Following the television and technology questions, each household responded to questions about additional factors that could influence the child's exposure to sports in the household, namely play in organized sports leagues, newspapers and sport magazine subscriptions.

HAS ANYONE FROM YOUR HOUSEHOLD, EITHER AN ADULT OR CHILD, PLAYED IN AN ORGANIZED SPORTS LEAGUE AT SOME TIME DURING THE PAST 12 MONTHS?

DOES ANYONE IN YOUR HOUSEHOLD SUBSCRIBE TO, OR BUY, A NEWSPAPER ON A DAILY BASIS?

AND, DOES ANYONE FROM YOUR HOUSEHOLD SUBSCRIBE TO, OR BUY, ANY GENERAL OR SPECIALIZED SPORTS MAGAZINES ON A REGULAR BASIS?

Organized Sports Participation - Almost three in four (72%) respondents reported that someone in their household played sports in an organized league in the past 12 months. White households (75%) reported a slightly greater level of participation in organized sports than did households of a different race (62%) or Hispanic households (68%). Households earning \$30,000 or more annually (78%) were more apt to participate in organized sports than were households earning less than \$30,000 a year (57%). (Table 4)

Newspapers - One-half of all households (51%) reported that someone had a newspaper subscription or bought a newspaper on a daily basis. Newspaper presence correlated positively with annual income, ranging from four in ten (40%) for households earning less than \$30,000 to six in ten (62%) for those households with an income of \$50,000 or more. (Table 4)

Sports Magazines - Two in five (39%) households reported someone subscribed to, or regularly purchased, a sports magazine. Reports of subscriptions and/or purchases of sports magazines were more common among white (41%) and Hispanic (40%) households than among households of another race (30%). The presence of sports magazines in the home also correlated positively with household income. (Table 4)

Table 4
Additional Exposure Factors

<i>Additional Exposure Factors</i>	<i>Total</i>	<i>Race/Ethnicity</i>				<i>Household Income</i>		
		<i>White</i>	<i>African Amer.</i>	<i>Asian/ Other</i>	<i>Hispanic</i> [†]	<i>Under \$30,000</i>	<i>to \$49,999</i>	<i>\$50,000 or more</i>
Someone in HH played in organized sports league past year	72%	75%	63%	58%	68%	57%	79%	77%
Someone in HH subscribes/buys newspapers daily	51	53	47	38	45	40	45	62
Someone in HH subscribes/buys sports magazines	39	41	30	28	40	25	39	48
<i>Base (HHs)</i>	<i>480</i>	<i>328</i>	<i>69</i>	<i>69</i>	<i>76</i>	<i>92</i>	<i>119</i>	<i>188</i>

[†] "Hispanic" is an ethnic classification separate and distinct from race

***II. RESPONDENT
CHARACTERISTICS***

CHILDREN AND SPORTS MEDIA
August 1999

Respondent Characteristics

Following an enumeration of household characteristics, a random child between the ages of 8 to 17 was selected from each qualifying household. The parent/responsible adult was asked the age and gender of the selected child, and then asked to call the child to the telephone. In cases where the parent/responsible adult was reluctant to have the child on the telephone, the interview was completed by the parent/responsible adult, preferably with the child in the room.

Gender and Age of Selected Child

***** Script for one child ages 8 to 17 *****

NOW, AS I MENTIONED EARLIER, WE ARE INTERESTED IN HOW PEOPLE INTERACT WITH SPORTS THROUGH DIFFERENT MEDIA, PARTICULARLY CHILDREN. I WOULD LIKE TO TALK ABOUT THE ONE CHILD IN YOUR HOME WHO IS BETWEEN THE AGES OF 8 TO 17... IS THAT CHILD A BOY OR A GIRL?

***** Script for multiple children ages 8 to 17 *****

NOW, AS I MENTIONED EARLIER, WE ARE INTERESTED IN HOW PEOPLE INTERACT WITH SPORTS THROUGH DIFFERENT MEDIA, PARTICULARLY CHILDREN. I WOULD LIKE TO TALK ABOUT ONE OF THE 8 TO 17 YEAR-OLD CHILDREN IN YOUR HOME... THE "Randomly-Selected" CHILD BETWEEN THE AGES OF 8 AND 17... IS THAT CHILD A BOY OR A GIRL?

AND, WHAT IS HIS/HER AGE?

One-half of the selected children were male (51%) and one-half were female (49%). The distribution of selected children by age also was evenly split – 10 percent of selected children were in each age category from age 8 through age 17. The age of the selected child was undetermined in 5 of the 480 cases (1%). (Table 5)

Table 5
Gender and Age of Selected Child

Gender	
Boys	51%
Girls	49
Age	
8	10
9	10
10	10
11	10
12	10
13	10
14	10
15	10
16	10
17	10
DK/NA	1
<i>Base (HHs)</i>	480

Child or Adult Interview

WE WOULD LIKE TO ASK THE “Age” YEAR-OLD “Boy/girl” SOME QUESTIONS ABOUT SPORTS AND THE MEDIA, AND INVITE YOU TO STAY ON THE PHONE TO LISTEN TO OUR QUESTIONS. IS HE/SHE AVAILABLE NOW THAT I MIGHT TALK TO HIM/HER?

AND, IS “Child” IN THE ROOM WITH YOU OR NEARBY SO THAT YOU CAN ASK HIM/HER ABOUT ANY OF HIS/HER ACTIVITIES OF WHICH YOU ARE UNCERTAIN?

*** If ‘NO,’ ask: WOULD YOU BE WILLING TO ASK “Child” TO COME IN THE ROOM WITH YOU? ***

*** If child out of home, continue with adult. ***

*** If adult unwilling to call child to room, continue with adult. ***

(THANK YOU.) AND COULD YOU TELL ME PLEASE, WHAT IS YOUR RELATIONSHIP TO “Child”?

Four in five (81%) interviews were completed either directly with the selected child (77%) or with the selected child in the room with the adult, available for consultation if necessary (4%). Nineteen percent of interviews were completed by an adult alone on behalf of the selected child. (Table 6)

Child participation in the interview process was more common among boys than girls. In cases where the selected child was a boy, 80 percent of the interviews involved some form of child participation. In cases where the selected child was a girl, 74 percent of interviews involved child participation. (Table 6)

Table 6
Child or Adult Interview

<i>Respondent</i>	<u>Total</u>	<u>Boys</u>	<u>Girls</u>
Child	77%	80%	74%
Adult	23	20	26
Adult w/ child in room	4	4	4
Adult w/o child in room	19	16	22
<i>Base (HHs)</i>	480	254	226

Interviewers determined the relationship of the parent/responsible adult to the selected child for all interviews completed by adults. Of a total of 102 of these interviews, 60 were completed with the child's mother and 33 with the child's father.

Spanish-language interviews were completed in 16 of the 480 total qualifying households.

***III. Children's Involvement with Sports
and Sports Media***

CHILDREN AND SPORTS MEDIA
August 1999

Children's Involvement with Sports and Sports Media

Sports Participation

The first questions in the child's interview focused on sports participation and interest.

Note: Only the wording for the child's interview will be referenced from this point. The adult interview used wording that was as similar as possible. For the exact wording of the adult section, please refer to the questionnaire in the Appendix.

"Name", I'D LIKE TO TALK ABOUT WHAT SPORTS YOU LIKE TO PLAY DURING THE YEAR...

THINKING ABOUT NOW OR AT OTHER TIMES OF THE YEAR... WHAT SPORTS DO YOU LIKE TO PLAY? ...WHAT OTHERS? PLEASE THINK OF ALL SPORTS YOU PLAY DURING THE YEAR. (continue probing until 'NO OTHERS'; allow 8 responses)

**** Ask only if did not name any sport or dislikes all sports****

DO YOU EVER WATCH, LISTEN TO, OR READ ABOUT SPORTS?

**** Ask if named any sport ****

HAVE YOU PLAYED ANY OF THESE SPORTS IN LEAGUES THAT ARE ORGANIZED BY YOUR SCHOOL, YOUR TOWN, OR BY A CLUB IN THE PAST YEAR?

Sports Played - Almost all (96%) of the children ages 8 to 17 interviewed stated that they play some sport, organized or not, during the year. Four percent said that they did not play any sports, disliked all sports, or did not know. There were some minor variations by gender and age. Boys (98%) were somewhat more likely than girls (93%) to report playing a sport. By age, children 8 to 10 (99%) were more likely than those 11 to 17 (94%) to report playing a sport. (Table 7) No significant differences existed by household race, ethnic origin or income.

Table 7
Children's Participation in Sports
- Ages 8 to 17 -

<i>Sports Participation</i>	<u>Total</u>	<u>Gender</u>		<u>Age</u>			<u>Race/Ethnicity</u>			
		<u>Boys</u>	<u>Girls</u>	<u>8 to 10</u>	<u>11 to 13</u>	<u>14 to 17</u>	<u>White</u>	<u>African Amer.</u>	<u>Asian/Other</u>	<u>Hispanic†</u>
Plays any sport	96%	98%	93%	99%	94%	94%	96%	94%	96%	96%
Does not play any sport	4	2	7	1	6	6	4	6	4	4
<i>Base (children)</i>	<i>480</i>	<i>254</i>	<i>226</i>	<i>131</i>	<i>136</i>	<i>208</i>	<i>328</i>	<i>69</i>	<i>69</i>	<i>76</i>

† "Hispanic" is an ethnic classification separate and distinct from race

Among the 18 children who did not report playing any sports, eight stated that they "ever" watched, listened, or read about sports. The ten remaining nonparticipant children were excluded from the questions regarding interaction with sports media.

Sports Played - Basketball (55%) was the most frequently mentioned sport, followed by a close grouping of baseball/Little League (35%), soccer (33%) and football (32%). (Table 8)

Reports of specific sports played varied by certain demographic characteristics. Football was more likely to have been mentioned by boys (56%) than girls (8%), as was baseball (50% v. 18%), hockey (13% v. 1%), and golf (8% v. 1%). Softball was more likely to have been mentioned by girls (22%) than boys (2%), as was volleyball (21% v. 1%), swimming and diving (13% v. 5%) and soccer (37% v. 28%).

Reports of participation in basketball, baseball, soccer, and swimming and diving correlated negatively with age, while reports of participation in volleyball, track and field, golf and tennis correlated positively.

Children from African American, Asian, or other race households (79%), and those from Hispanic households (63%), were more likely to mention basketball as a sport played than were children from white households (49%). Further differences by race and ethnicity can be found in Table 8.

Table 8
Top Sports Played by Children
- Ages 8 to 17 -

<i>Sports Played</i>	<u>Total</u>	<u>Gender</u>		<u>Age</u>			<u>Race/Ethnicity</u>			
		<u>Boys</u>	<u>Girls</u>	<u>8 to 10</u>	<u>11 to 13</u>	<u>14 to 17</u>	<u>White</u>	<u>African Amer.</u>	<u>Asian/Other</u>	<u>Hispanic†</u>
Basketball	55%	56%	53%	57%	61%	47%	49%	85%	60%	63%
Baseball/Lit. League	35	50	18	49	37	22	37	25	40	51
Soccer	33	28	37	42	36	22	34	25	47	34
Football	32	56	8	33	31	33	33	27	13	40
Softball	12	2	22	8	15	13	13	9	11	15
Volleyball	11	1	21	6	11	15	9	20	14	8
Swimming/diving	9	5	13	14	5	8	10	4	7	6
Hockey -ice/in-line	7	13	1	4	9	7	8	1	2	4
Track & field	6	6	7	2	4	11	7	5	5	4
Golf	5	8	1	4	3	7	6	-	1	-
Tennis	5	4	5	3	2	7	4	6	8	4
<i>Base (children)</i>	480	254	226	131	136	208	328	69	69	76

† “Hispanic” is an ethnic classification separate and distinct from race

Reports of sports participation also varied regionally. Children from the Northeast (15%) were more likely than by those from the Midwest (6%), South (4%), or West (4%) to mention hockey. Soccer was mentioned more often by children in the West (49%) and Northeast (39%) than by those in the Midwest (25%) or South (26%). Track and field’s strongest appeal was in the Midwest (11%), as was volleyball (17%).

Participation in Organized Leagues - Almost two in three (63%) children reported having played in an organized sports league in the past year. Organized sports participation was more common among boys (69%) than girls (57%) and among children from white households (66%) than children in other race (53%) or Hispanic (54%) households. Participation varied slightly by age. (Table 9)

Table 9
Played in Organized Sports in Past Year
- Ages 8 to 17 -

<i>Participation in Organized Sports</i>	<i>Total</i>	<i>Gender</i>		<i>Age</i>			<i>Race/Ethnicity</i>			
		<i>Boys</i>	<i>Girls</i>	<i>8 to 10</i>	<i>11 to 13</i>	<i>14 to 17</i>	<i>White</i>	<i>African Amer.</i>	<i>Asian/ Other</i>	<i>Hispanic†</i>
Played in organized sport	63%	69%	57%	60%	67%	63%	66%	54%	49%	54%
Did not play in organized sport	37	31	43	40	33	37	34	46	51	46
<i>Base (children)</i>	480	254	226	131	136	208	328	69	69	76

† "Hispanic" is an ethnic classification separate and distinct from race

Sports Media Use

Next, children were asked which of eight different media they use to watch, listen to, or read about sports.

THERE ARE A NUMBER OF WAYS PEOPLE CAN WATCH, LISTEN TO OR READ ABOUT SPORTS. PLEASE TELL ME WHICH, IF ANY, OF THE FOLLOWING WAYS YOU USE. FIRST... (rotate A-H)

- A. TELEVISION... DO YOU WATCH SPORTS PROGRAMS ON TELEVISION?*
- B. RADIO... DO YOU LISTEN TO SPORTS PROGRAMS ON RADIO?*
- C. NEWSPAPERS... DO YOU READ ABOUT SPORTS IN THE NEWSPAPER?*
- D. BOOKS... DO YOU READ BOOKS ABOUT SPORTS?*
- E. MAGAZINES... DO YOU READ MAGAZINES ABOUT SPORTS?*
- F. VIDEO GAMES... DO YOU PLAY VIDEO GAMES THAT INVOLVE SPORTS?*
- G. THE INTERNET OR WORLD WIDE WEB... DO YOU USE THE INTERNET OR WORLD WIDE WEB TO GO TO SITES THAT ARE ABOUT OR INCLUDE SPORTS?*
- H. MOVIES... DO YOU WATCH MOVIES THAT ARE ABOUT, OR INCLUDE, SPORTS OR ATHLETES?*

**** Ask only if uses two or more media for sports****

- I. OF THE WAYS YOU SEE OR HEAR ABOUT SPORTS... TELEVISION... RADIO... NEWSPAPERS... BOOKS... MAGAZINES... VIDEO GAMES... THE INTERNET... MOVIES... WHICH ONE OF THESE WAYS DO YOU SPEND THE MOST TIME USING FOR SPORTS? (only use media mentioned for sports)*

More than nine in ten (94%) children ages 8 to 17 reported using at least one of the eight media listed for sports. (Table 10)

Table 10
Sports Media Used
– Ages 8 to 17 –

<i>Sports Media Used</i>	<u>Total</u>	<u>Boys</u>	<u>Girls</u>
Any sports media use	94%	98%	90%
No sports media use	6	2	10
<i>Media Used for Sports...</i>			
Television	86	90	82
Movies	80	86	73
Video games	67	86	48
Magazines	63	73	54
Books	54	59	49
Newspapers	52	59	45
Internet	39	47	30
Radio	37	47	27
<i>Base (children)</i>	480	254	226

Reported sports media use did not vary by demographic sub-group. (Table 11)

Table 11
Use of Sports Media
– Ages 8 to 17 –

<i>Use of Sports Media</i>	<u>Total</u>	<u>Gender</u>		<u>Age</u>			<u>Race/Ethnicity</u>			
		<u>Boys</u>	<u>Girls</u>	<u>8 to 10</u>	<u>11 to 13</u>	<u>14 to 17</u>	<u>White</u>	<u>African-Amer.</u>	<u>Asian/Other</u>	<u>Hispanic†</u>
Used any of the media for sports	94%	98%	90%	95%	94%	94%	94%	98%	96%	91%
Did not use any of the media for sports	6	2	10	5	6	6	7	2	4	9
<i>Base (children)</i>	480	254	226	131	136	208	328	69	69	76

† “Hispanic” is an ethnic classification separate and distinct from race

Media Used for Sports

Among those children classified as “sports media users,” television (92%) was mentioned most often as a medium used for sports. At least two-thirds or more children identified movies (85%), video games (71%), and magazines (67%). (Table 12)

Reliance on specific media for sports varied by gender and age. Boys tended to favor video games, magazines, the Internet, and radio more than girls. Younger children were more likely than older children to mention video games and books. And, older children were more likely to identify magazines, newspapers, and the Internet.

In keeping with the fact that white households were more likely than Hispanic households to have a computer, children from white households (44%) more often reported using the Internet for sports than did children from either Hispanic (33%) or other race (32%) households.

Table 12
Sports Media Used
– Among children ages 8 to 17 who use media for sports –

<i>Sports Media Used</i>	Total	Gender		Age			Race/Ethnicity			
		Boys	Girls	8 to 10	11 to 13	14 to 17	White	African Amer.	Asian/Other	Hispanic†
Television	92%	92%	91%	93%	93%	90%	91%	67%	92%	92%
Movies	85	88	81	87	84	83	84	92	91	84
Video games	71	87	53	75	73	66	71	75	70	73
Magazines	67	74	60	56	73	71	66	72	72	66
Books	57	60	54	68	63	45	56	67	51	63
Newspapers	55	60	50	39	56	67	53	65	55	45
Internet	41	48	34	34	38	49	44	32	32	33
Radio	39	47	30	39	41	38	40	37	39	44
<i>Base (children)</i>	<i>453</i>	<i>248</i>	<i>205</i>	<i>124</i>	<i>128</i>	<i>196</i>	<i>307</i>	<i>67</i>	<i>65</i>	<i>72</i>

† “Hispanic” is an ethnic classification separate and distinct from race

A further examination of sports media by household income reveals some interesting trends. For example, children from the lowest income category (77%) were more likely than children from the middle (53%) and high income (56%) categories to report using sports-related books. Higher-income children were more likely to report using newspapers (63%) than middle- (49%) and lower-income (54%) children. And, as might be expected, higher-income children also were more likely to use the Internet (51%) for sports than were middle- (38%) and lower-income (33%) children.

Children who said they enjoyed school “somewhat” or “not at all” (80%) were much more likely than children who enjoyed school “most of the time” (66%) to report using sports-related video games. And, the presence of an organized sport participant in the home correlated positively with a child’s use of all types of sports media.

Finally, the presence of certain technology in a child’s room appears related to the use of associated sports media. As noted below, use of video games and the Internet for sports correlated positively with having the enabling technology in the child’s room; the use of television or radio for sports does not.

- Television
 - Overall use = 92%
 - Use by children with a TV set in their room = 94%
 - Use by children with cable TV reception in their room = 94%
- Video games
 - Overall use = 71%
 - Use by children with a video game system in their room = 83%
- Internet (*note: very small base*)
 - Overall use = 41%
 - Use by children with Internet access in their room = 76%
- Radio
 - Overall use = 39%
 - Use by children with a radio in their room = 39%

Medium that Children Spend the Most Time Using

Interviewers asked children which one medium they spent the most time using for sports. Not surprisingly, television (54%) received the most mentions. Video games (10%), magazines (10%), and newspapers (9%) all ran about even at one in ten. (Table 13)

Boys (14%) were more likely than girls (6%) to cite video games. Children ages 8 to 10 were more likely to mention video games and books than were older children. Children ages 14 to 17 were most apt to identify newspapers.

Table 13
Sports Medium Used Most of Time
 – Among children ages 8 to 17 who use media for sports –

<i>Sports Medium Used Most of Time</i>	<u>Gender</u>			<u>Age</u>			<u>Race/Ethnicity</u>			
	<u>Total</u>	<u>Boys</u>	<u>Girls</u>	<u>8 to 10</u>	<u>11 to 13</u>	<u>14 to 17</u>	<u>White</u>	<u>African Amer.</u>	<u>Asian/ Other</u>	<u>Hispanic†</u>
Television	54%	52%	56%	55%	60%	49%	52%	66%	51%	42%
Video games	10	14	6	15	10	7	11	6	10	7
Magazines	10	10	11	11	10	9	10	8	12	13
Newspapers	9	8	10	*	4	18	9	7	6	10
Movies	7	6	8	6	6	8	6	6	14	17
Books	5	5	5	10	6	1	5	5	4	6
Internet	4	5	3	3	2	6	5	2	1	4
Radio	1	1	*	*	-	1	1	-	-	-
<i>Base (children)</i>	<i>453</i>	<i>248</i>	<i>205</i>	<i>124</i>	<i>128</i>	<i>196</i>	<i>307</i>	<i>67</i>	<i>65</i>	<i>72</i>

* Less than 0.5 percent

† “Hispanic” is an ethnic classification separate and distinct from race

IV. Children and Sports on Television

CHILDREN AND SPORTS MEDIA
August 1999

Children and Sports on Television

Almost nine in ten (86%) children ages 8 to 17 said they watch sports on television. These children were asked about their viewing of 19 pre-selected sports.

Sports Watched on Television

THINKING ABOUT SPORTS ON TV, I'D LIKE TO TALK ABOUT WHAT SPORTS YOU LIKE TO WATCH ON TELEVISION.

I'M GOING TO READ YOU A LIST OF SPORTS THAT ARE SHOWN ON TV EITHER NOW OR AT OTHER TIMES DURING THE YEAR. PLEASE TELL ME IF YOU WATCH EACH SPORT. FIRST... (rotate A-S)

- A. AUTO OR MOTORCYCLE RACING*
 - B. MAJOR LEAGUE OR MINOR LEAGUE BASEBALL*
 - C. MEN'S COLLEGE BASKETBALL*
 - D. NBA BASKETBALL*
 - E. WOMEN'S BASKETBALL, EITHER COLLEGE OR THE WNBA*
 - F. EXTREME SPORTS, SUCH AS SKATEBOARDING, SNOWBOARDING, OR THE X-GAMES*
 - G. COLLEGE FOOTBALL*
 - H. NFL FOOTBALL*
 - I. GOLF*
 - J. GYMNASTICS*
 - K. NHL HOCKEY*
 - L. ICE SKATING*
 - M. THE OLYMPICS*
 - N. SKIING*
 - O. SOCCER*
 - P. SWIMMING OR DIVING*
 - Q. TENNIS*
 - R. BOXING*
 - S. PROFESSIONAL WRESTLING*
- T. WHAT OTHER SPORTS DO YOU ENJOY WATCHING ON TV, EITHER NOW OR AT OTHER TIMES OF THE YEAR? ...WHAT OTHERS? ...WHAT OTHERS?*
- U. WHICH THREE OF THOSE SPORTS WOULD YOU SAY YOU SPEND THE MOST TIME WATCHING ON TV, EITHER NOW OR AT OTHER TIMES OF THE YEAR?*

The “upper tier” of sports watched by children includes the Olympic Games (80%), NFL football (77%), and NBA basketball (75%). Two in three children (66%) mentioned major or minor league baseball. The second tier of sports – mentioned by 51 to 59 percent of children who watch sports on TV – includes men’s college basketball (59%), college football (56%), gymnastics (53%), ice skating (53%), professional wrestling (53%), and extreme sports (51%). (Table 14)

Almost all television sports preferences reflected some bias by gender. Among the sports listed, only skiing (5 percentage points), soccer (7 percentage points), men’s college basketball (8 percentage points), and the NBA (9 percentage points) demonstrated a gender gap of less than 10 percentage points. The most pronounced differentials in favor of boys were for auto/motorcycle racing (35 percentage points) and the NHL (32 percentage points); gender gaps in favor of girls were for gymnastics (48 percentage points) and ice skating (43 percentage points).

Age also played a role in determining sports viewed. Children ages 8 to 10 (53%) had a greater preference for soccer than did children ages 11 to 13 (39%) or ages 14 to 17 (38%). Largest differences in viewing between those ages 8 to 10 and those ages 14 to 17 were for ice skating (59% v. 45%) and professional wrestling (57% v. 47%). Children ages 11 to 13 expressed a greater preference for the NBA (82%) and baseball (74%) than children in the other age groups. Older children, ages 14 to 17, reported higher levels of viewing NFL (83%) and college football (62%) than did younger children.

By race and ethnicity also played a role in preference. Children from non-white households were more likely than others to favor telecasts of the NBA and men’s college basketball, gymnastics, pro wrestling, swimming and diving, women’s basketball, and tennis. Children from Hispanic favor baseball and extreme sports at higher rates than youngsters from other groups. And, children from white households viewed the NHL and golf at higher rates than other race households.

Table 14
Sports Watched on TV
 – Among children ages 8 to 17 who watch sports on TV –

<i>Sports Watched</i>	<i>Total</i>	<i>Gender</i>		<i>Age</i>			<i>Race/Ethnicity</i>			
		<i>Boys</i>	<i>Girls</i>	<i>8 to 10</i>	<i>11 to 13</i>	<i>14 to 17</i>	<i>White</i>	<i>African Amer.</i>	<i>Asian/ Other</i>	<i>Hispanic†</i>
Olympic Games	80%	75%	85%	78%	82%	80%	81%	74%	67%	77%
NFL football	77	87	66	69	77	83	77	75	73	75
NBA basketball	75	79	70	70	82	73	71	92	74	83
Baseball – major/minor	66	75	56	69	74	57	69	55	66	84
Men’s college basketball	59	63	55	59	57	60	55	84	44	43
College football	56	63	48	52	52	62	56	62	42	51
Gymnastics	53	31	79	57	50	53	50	71	50	48
Ice skating	53	33	76	59	55	45	53	60	43	53
Professional wrestling	53	64	39	57	54	47	50	64	53	55
Extreme sports/X-Games	51	62	38	48	54	50	56	34	46	63
Auto/motorcycle racing	43	59	24	45	39	43	45	33	41	47
Soccer	43	46	39	53	39	38	42	41	67	40
Swimming/diving	42	31	55	46	41	39	39	60	32	47
Boxing	41	53	28	39	43	42	35	65	51	58
NHL hockey	40	55	23	38	41	42	44	20	43	36
Women’s basketball - college or WNBA	39	27	52	38	42	36	32	71	46	37
Skiing	36	39	34	40	39	31	37	34	37	36
Tennis	30	24	37	33	32	27	26	47	32	18
Golf	25	33	15	31	15	27	28	15	17	13
<i>Base (children)</i>	<i>412</i>	<i>227</i>	<i>185</i>	<i>112</i>	<i>118</i>	<i>177</i>	<i>277</i>	<i>64</i>	<i>60</i>	<i>66</i>

† “Hispanic” is an ethnic classification separate and distinct from race

Regional Variations - Children from the Midwest reported higher levels of viewing men’s college basketball and golf than did those from other regions. The South expressed a greater preference for women’s basketball and swimming and diving than other regions. And children in the West were most inclined to favor extreme sports. (Table 15)

Table 15
Sports Watched on TV by Region
– Among children ages 8 to 17 who watch sports on TV –

<i>Sports Watched</i>	<i>Total</i>	<i>Northeast</i>	<i>Midwest</i>	<i>South</i>	<i>West</i>
Olympic Games	80%	83%	78%	78%	83%
NFL football	77	77	82	75	76
NBA basketball	75	77	80	73	69
Baseball – major/minor	66	68	65	67	63
Men’s college basketball	59	61	71	60	40
College football	56	44	64	59	52
Gymnastics	53	48	53	55	56
Ice skating	53	42	56	58	51
Professional wrestling	53	61	49	58	36
Extreme sports/X-Games	51	50	49	48	62
Auto/motorcycle racing	43	41	47	42	38
Soccer	43	48	44	37	48
Swimming/diving	42	38	39	49	35
Boxing	41	43	44	38	42
NHL hockey	40	44	48	33	42
Women’s basketball - college or WNBA	39	36	36	47	28
Skiing	36	31	42	33	41
Tennis	30	23	36	32	24
Golf	25	18	33	22	24
<i>Base (children)</i>	<i>412</i>	<i>74</i>	<i>105</i>	<i>152</i>	<i>81</i>

† “Hispanic” is an ethnic classification separate and distinct from race

Other Sports Children Enjoy Watching

Some children named other sports they enjoy watching on television. These other sports included cheerleading, cycling, volleyball, track and field, rodeo, lacrosse, equestrian, rugby, softball, bowling, roller skating, and hunting/fishing.

Sports Children Spend Most Time Watching

When asked to identify the three sports they spend the most time watching on TV, children ages 8 to 17 most selected NFL football, NBA basketball, and baseball. With one exception, this pattern was consistent across demographic subgroups. The exception: girls, ranked ice skating third ahead of baseball. (Table 16)

Table 16
Sports that Children Spend the Most Time Watching on TV
– Among children ages 8 to 17 who watch sports on TV –

<i>Sports Children Spend Most Time Watching</i>	Total	Gender		Age			Race/Ethnicity			
		Boys	Girls	8 to 10	11 to 13	14 to 17	White	African Amer.	Asian/Other	Hispanic†
NFL football	42%	52%	31%	28%	43%	53%	44%	34%	38%	40%
NBA basketball	42	47	35	35	46	43	35	71	42	52
Baseball – major/minor	30	35	24	31	32	25	31	23	23	33
Men’s college basketball	16	17	15	16	10	21	15	23	16	13
Professional wrestling	15	20	9	16	20	11	15	21	5	13
Ice skating	14	2	28	12	19	12	14	15	13	15
College football	12	16	8	15	7	15	13	11	9	3
Gymnastics	11	*	23	10	16	8	11	11	9	5
Soccer	11	12	10	14	8	11	12	4	25	12
Extreme sports/X-Games	9	13	6	4	9	14	11	1	6	9
NHL hockey	8	10	7	5	7	13	10	4	10	6
Women’s basketball - college or WNBA	5	1	10	5	6	5	3	15	13	6
Olympic Games	4	2	7	6	5	3	5	-	2	-
Auto/motorcycle racing	4	6	2	7	2	4	6	-	-	-
Swimming/diving	4	2	6	6	2	3	5	-	5	8
Tennis	4	2	7	3	3	5	4	7	2	3
Golf	3	3	3	2	2	5	4	2	3	-
Boxing	2	2	2	1	3	1	1	5	4	1
Skiing	2	1	2	-	2	3	2	-	1	4
Other sport	8	7	8	6	9	7	9	2	6	10
DK/NA	1	*	2	2	1	1	1	1	2	2
<i>Base (children)</i>	412	227	185	112	118	177	277	64	60	66

* Less than 0.5 percent

† “Hispanic” is an ethnic classification separate and distinct from race

Frequency of Viewing

Several questions addressed the frequency and context of sports television viewing as well as the preferred categories of sports programming.

ABOUT HOW OFTEN DO YOU WATCH SPORTS ON TV... WOULD YOU SAY EVERY DAY, A COUPLE OF TIMES A WEEK, OR LESS THAN ONCE A WEEK?

One-half (51%) of children who watch sports on television said that they watch sports on television “a couple of times a week.” Three in ten (30%) reported they watch “less than once a week,” and about one in six (16%) estimated that they watch sports on television “every day.” (Table 17)

Boys (26%) were five times more likely than girls (5%) to report watching sports on television every day. Also, children ages 11 to 13 (21%) and 14 to 17 (19%) were about three times more likely than those ages 8 to 10 (7%) to report watching every day.

The percentage of children from Hispanic households who reported watching sports “every day” was twice the national average.

Table 17
Frequency of Viewing Sports on TV
– Among children ages 8 to 17 who watch sports on TV –

Frequency of Viewing	Total	Gender		Age			Race/Ethnicity			
		Boys	Girls	8 to 10	11 to 13	14 to 17	White	African-Amer.	Asian/Other	Hispanic†
Every day	16%	26%	5%	7%	21%	19%	15%	15%	12%	31%
Couple of times a week	51	52	49	57	49	48	52	51	55	43
Less than once a week	30	19	42	29	29	31	30	29	31	21
Depends	2	3	2	3	2	2	2	2	-	6
DK/NA	1	-	2	3	-	-	1	3	2	-
<i>Base (children)</i>	<i>412</i>	<i>227</i>	<i>185</i>	<i>112</i>	<i>118</i>	<i>177</i>	<i>277</i>	<i>64</i>	<i>60</i>	<i>66</i>

† “Hispanic” is an ethnic classification separate and distinct from race

Types of Sports Programs Watched

AND WHICH, IF ANY, OF THE FOLLOWING TYPES OF SPORTS PROGRAMS DO YOU USUALLY WATCH ON TELEVISION? FIRST... (rotate Q.A-E)

- A. GAMES, RACES, OR OTHER SPORTS EVENTS?
(DO YOU USUALLY WATCH GAMES, RACES, OR OTHER SPORTS EVENTS?)
- B. SPORTS HIGHLIGHTS ON YOUR LOCAL TV NEWS OR ON A CABLE CHANNEL SUCH AS ESPN?
- C. WEEKLY PROGRAMS THAT SHOW HIGHLIGHTS AND PROFILE PLAYERS IN A PARTICULAR SPORT?
- D. COVERAGE OF HIGH SCHOOL SPORTS OR TOWN LEAGUES ON A LOCAL CABLE CHANNEL?
- E. VIDEOTAPES OF MOVIES ABOUT SPORTS?

The program types most often reported by children as “usually watched” include sports highlights shows (73%) and games, races, or other sports events (72%). At least one-half of children reported “usually watching” sports movie videotapes (57%) and weekly shows about one particular sport (50%). Two in five (39%) usually watch high school or local town leagues on television. (Table 18) The rankings of program types viewed were consistent across demographic sub-groups.

Table 18
Types of Sports Programs “Usually” Watched on TV
– Among children ages 8 to 17 who watch sports on TV –

Type of Program Watched	Total	Gender		Age			Race/Ethnicity			
		Boys	Girls	8 to 10	11 to 13	14 to 17	White	African Amer.	Asian/Other	Hispanic†
Sports highlights on local TV or cable TV	73%	83%	62%	66%	73%	79%	75%	68%	73%	87%
Games, races, or other sports events	72	82	61	75	68	73	72	80	67	57
Sports movie videotapes	57	67	46	64	56	52	57	64	51	57
Weekly show about one sport	50	59	40	53	47	50	47	64	46	54
High school or town league	39	40	39	36	34	45	38	46	40	44
Base (children)	412	227	185	112	118	177	277	64	60	66

† “Hispanic” is an ethnic classification separate and distinct from race

With Whom and Where Watch

WHEN YOU WATCH SPORTS PROGRAMS, DO YOU USUALLY WATCH BY YOURSELF, OR DO YOU WATCH WITH OTHER PEOPLE?

**** Ask if watches with other people ****

AND, WITH WHOM DO YOU USUALLY WATCH? ...WHO ELSE?

AND IN WHICH OF THESE PLACES DO YOU WATCH SPORTS PROGRAMS... YOUR OWN HOME, SOMEONE ELSE'S HOME, OR SOME OTHER PLACE? (allow 3 responses)

Watching With Others -Three in four (73%) children who watch sports on TV stated that they usually watch sports on TV with others. Fifteen percent said they usually watch sports programming alone, and 12 percent said it “depends.” Boys (18%) were somewhat more likely than girls (10%) to report watching sports alone. (Table 19)

Table 19
Usually Watches Sports on TV Alone or With Others
 – Among children ages 8 to 17 who watch sports on TV –

<i>Usually Watch...</i>	<i>Total</i>	<i>Gender</i>		<i>Age</i>			<i>Race/Ethnicity</i>			
		<i>Boys</i>	<i>Girls</i>	<i>8 to 10</i>	<i>11 to 13</i>	<i>14 to 17</i>	<i>White</i>	<i>African Amer.</i>	<i>Asian/ Other</i>	<i>Hispanic†</i>
Alone	15%	18%	10%	12%	16%	16%	14%	16%	18%	14%
With others	73	67	79	77	68	72	72	76	72	74
Depends	12	14	10	8	16	13	13	7	10	8
DK/NA	1	1	1	3	-	-	1	1	-	3
<i>Base (children)</i>	412	227	185	112	118	177	277	64	60	66

† “Hispanic” is an ethnic classification separate and distinct from race

With Whom Do Children Watch - Sixty-three percent of the children who watch television with others cited their fathers as an additional audience member; 42% mentioned viewing sports with their mothers. Fifteen percent reported “usually watching” with “both parents.” Others cited as additional audience members included were male friends ages 12 to 17 (13%), brothers 18 or older (11%), brothers under 12 (10%), and sisters under 12 (9%).

Boys (67%) were more likely than girls (59%) to report watching with their father, while girls (45%) were somewhat more likely than boys (40%) to report watching sports with their mother. As children’s age increased, so did their tendency to watch with friends or relatives their own age rather than with their parents or other family members.

Among children who gave a response that identified the gender of “other” audience members, nine in ten (91%) said usually watching sports with a male friend or relative and six in ten (61%) reported watching with a female friend or relative. Almost all boys in this category (98%) reported watching sports with other males, and 53 percent of boys reported watching with females. Correspondingly, more than eight in ten (85%) of girls said they watch sports with males and 70 percent of girls reported watching with other females.

Location of Sports Viewing - More than nine in ten (94%) children who watch sports on TV said that they usually watch sports in their own home. One in four (26%) watch at someone else’s home, and four percent cited another location. While viewing at home was consistent across sub-groups, viewing of sports out of one’s own home tended to increase with the child’s age. (Table 20)

Table 20
Where Child Usually Watches Sports on TV
– Among children ages 8 to 17 who watch sports on TV –

<i>Usually Watch in...</i>	<i>Total</i>	<i>Gender</i>		<i>Age</i>			<i>Race/Ethnicity</i>			
		<i>Boys</i>	<i>Girls</i>	<i>8 to 10</i>	<i>11 to 13</i>	<i>14 to 17</i>	<i>White</i>	<i>African Amer.</i>	<i>Asian/ Other</i>	<i>Hispanic†</i>
Own home	94%	92%	96%	95%	96%	92%	94%	94%	96%	94%
Someone else’s home	26	29	22	19	24	31	27	27	12	30
Other	4	4	3	2	2	6	4	1	5	6
DK/NA	1	1	1	3	1	-	1	1	-	3
<i>Base (children)</i>	412	227	185	112	118	177	277	64	60	66

† “Hispanic” is an ethnic classification separate and distinct from race

V. Children and Sports on Radio

CHILDREN AND SPORTS MEDIA
August 1999

Children and Sports on Radio

More than one in three (37%) children ages 8 to 17 reported listening to sports on the radio. These children were asked to identify the sports to which they listen.

Sports Listened to on Radio

*NOW, A COUPLE OF QUESTIONS ABOUT YOUR LISTENING TO SPORTS ON RADIO...
WHAT SPORTS DO YOU LIKE TO LISTEN TO ON THE RADIO, EITHER NOW OR AT
OTHER TIMES DURING THE YEAR? ...WHAT OTHERS? ...WHAT OTHERS?
(continue probing until 'NO OTHERS'; allow 8 responses)*

Children identified baseball (44%) as the sport they listened to most often on the radio, followed by NFL football (39%) and NBA basketball (31%). (Table 21)

Table 21
Top Sports Listened to On Radio
– Among children ages 8 to 17 who listen to sports on radio –

<i>Sports Listened to*</i>	<i>Total</i>	<i>Gender</i>	
		<i>Boys</i>	<i>Girls</i>
Baseball – major/minor	44%	54%	26%
NFL football	39	47	23
NBA basketball	31	28	36
Men's college basketball	17	18	15
College football	12	14	7
NHL hockey	8	11	3
Soccer	5	6	3
Women's basketball - college or WNBA	5	2	10
Auto/motorcycle racing	5	5	4
<i>Base (children)</i>	<i>181</i>	<i>115</i>	<i>66</i>

* Sport mentioned by 5% or more

Frequency of Listening

ABOUT HOW OFTEN DO YOU LISTEN TO SPORTS ON RADIO... WOULD YOU SAY EVERY DAY, A COUPLE OF TIMES A WEEK, OR LESS THAN ONCE A WEEK?

Six in ten (61%) children who listen to sports on radio reported that they listen to sports less than once a week. Three in ten (29%) said that they listen to sports a couple of times a week, and six percent listen every day. Boys (9%) more often than girls (1%) reported “every day” listening; girls (36%) more often than boys (26%) reported listening “a couple of times a week.” Boys (35%) and girls (37%) reported similar proportions of listening a couple of times a week or more. (Table 22)

Table 22
Frequency of Listening to Sports On Radio
– Among children ages 8 to 17 who listen to sports on radio –

<i>Frequency of Listening</i>	<i><u>Total</u></i>	<i><u>Gender</u></i>	
		<i><u>Boys</u></i>	<i><u>Girls</u></i>
Every day	6%	9%	1%
Couple of times a week	29	26	36
Less than once a week	61	61	61
Depends	2	3	-
DK/NA	2	2	3
<i>Base (children)</i>	<i>181</i>	<i>115</i>	<i>66</i>

Types of Sports Programs Listened To

AND WHICH OF THESE TYPES OF SPORTS PROGRAMS DO YOU USUALLY LISTEN TO ON THE RADIO? FIRST... (rotate A-C)

- A. GAMES, RACES, OR OTHER SPORTS EVENTS
(DO YOU USUALLY LISTEN TO GAMES, RACES, OR OTHER SPORTS EVENTS?)***
- B. SPORTS TALK RADIO SHOWS***
- C. SPORTS REPORTS DURING THE NEWS***

Three in four children (76%) who listen to sports radio reported that they usually listen to games, races, or other sports events; almost two in three (63%) said that they usually listen to sports reports during the news; and one-half (48%) mentioned usually listening to sports talk radio shows. (Table 23)

Table 23
Types of Sports Programs Listened to On Radio
– Among children ages 8 to 17 who listen to sports on radio –

<i>Types of Programs Listened to</i>	<i>Total</i>	<i>Gender</i>	
		<i>Boys</i>	<i>Girls</i>
Games, races, or other sports events	76%	80%	68%
Sports reports during the news	63	61	68
Sports talk radio	48	50	44
<i>Base (children)</i>	<i>181</i>	<i>115</i>	<i>66</i>

With Whom and Where Listened

WHEN YOU LISTEN TO SPORTS PROGRAMS ON THE RADIO, DO YOU USUALLY LISTEN BY YOURSELF, OR DO YOU LISTEN WITH OTHER PEOPLE?

AND, WITH WHOM DO YOU USUALLY LISTEN? ...WHO ELSE? (allow 8 responses)

AND IN WHICH OF THESE PLACES DO YOU LISTEN TO SPORTS ON THE RADIO... YOUR OWN HOME, SOMEONE ELSE'S HOME, IN A CAR, AT SCHOOL, OR SOME OTHER PLACE?

Listen Alone or With Others - Three in ten (29%) children reported that they usually listen to sports alone, and six in ten (63%) stated that they usually listen with others. Boys (34%) were more likely than girls (20%) to listen alone. (Table 24)

Table 24
Listen to Sports Programs On Radio Alone or With Others
– Among children ages 8 to 17 who listen to sports on radio –

<i>Usually Listen...</i>	<i>Total</i>	<i>Gender</i>	
		<i>Boys</i>	<i>Girls</i>
Alone	29%	34%	20%
With others	63	59	70
Depends	3	3	4
DK/NA	5	4	6
<i>Base (children)</i>	<i>181</i>	<i>115</i>	<i>66</i>

With Whom Do Children Listen - Among children who listen with others, most (59%) cited their father as an additional audience member. One-half (49%) of children mentioned listening to sports with their mothers. Fourteen percent reported “usually listening” with “both parents.” Also identified as additional audience members were brothers under age 12 (10%), and male friends ages 12 to 17 (9%).

Among children who gave a response that identified the gender of other audience members, about nine in ten (87%) reported usually listening to sports with a male friend or relative, and six in ten (59%) reported listening with a female friend or relative.

Location of Listening to Sports - As is typical with children’s radio listening patterns, the most common location that children listen to sports radio is in a car (64%), followed by their own home (57%). (Table 25)

Table 25
Location of Listening to Sports Programs On Radio
 – Among children ages 8 to 17 who listen to sports on radio –

<i>Usually Listen in...</i>	<u>Total</u>	<u>Gender</u>	
		<u>Boys</u>	<u>Girls</u>
A car	64%	64%	64%
Own home	57	63	47
Someone else’s home	7	9	4
At school	5	5	6
Other location	4	1	8
DK/NA	3	3	4
<i>Base (children)</i>	<i>181</i>	<i>115</i>	<i>66</i>

VI. Children and Sports in Print

CHILDREN AND SPORTS MEDIA
August 1999

Children and Sports in Print

Eight in ten (81%) children ages 8 to 17 said that they read about sports in newspapers, books or magazines. Interviewers asked these children additional questions about their use of print media.

Reading the Sports Section

One-half (52%) of children reported reading the sports section of a newspaper. Not surprisingly, children from households with regular newspaper delivery or purchase (60%) were more likely to read the sports section than those from households without regular newspaper receipt (44%). Each child who reported reading the sports section of a newspaper was asked about reading frequency.

*ABOUT HOW OFTEN DO YOU READ THE SPORTS SECTION IN A NEWSPAPER...
WOULD YOU SAY EVERY DAY, A COUPLE OF TIMES A WEEK, OR LESS THAN ONCE
A WEEK?*

One in five (21%) children who read the sports section reported doing so every day. Two in five (42%) said they read it a couple of times a week. (Table 26)

While similar proportions of boys and girls reported reading the sports section every day, a greater proportion of boys (47%) than girls (34%) reported reading it a couple of times a week. Also, the percentage of children who reported reading the sports section every day tended to increase with age.

Table 26
Frequency of Reading a Newspaper Sports Section
– Among children ages 8 to 17 who read the sports section –

<i>Frequency of Reading</i>	<i><u>Total</u></i>	<i><u>Gender</u></i>	
		<i><u>Boys</u></i>	<i><u>Girls</u></i>
Every day	21%	21%	22%
Couple of times a week	42	47	34
Less than once a week	34	29	41
Depends	2	2	2
DK/NA	1	1	1
<i>Base (children)</i>	<i>259</i>	<i>151</i>	<i>108</i>

Reading Sports Books

One-half (54%) of children reported reading books about sports; they were asked about reading frequency and the sources of their books.

ABOUT HOW OFTEN DO YOU READ BOOKS ABOUT SPORTS... WOULD YOU SAY EVERY WEEK, A COUPLE OF TIMES A MONTH, OR LESS THAN ONCE A MONTH?

DO YOU EVER GET BOOKS ABOUT SPORTS FROM YOUR SCHOOL OR TOWN LIBRARY?

AND, DO YOU EVER BORROW BOOKS ABOUT SPORTS FROM YOUR FRIENDS?

About one in seven (15%) children who read books about sports reported doing so every week. Two in five (42%) said they read sports books a couple of times a month. (Table 27)

Table 27
Frequency of Reading a Sports Book
– Among children ages 8 to 17 who read sports books –

<i>Frequency of Reading</i>	<i><u>Total</u></i>	<i><u>Gender</u></i>	
		<i><u>Boys</u></i>	<i><u>Girls</u></i>
Every week	15%	16%	15%
Couple of times a month	42	44	39
Less than once a month	39	38	41
Depends	*	-	1
DK/NA	4	3	5
<i>Base (children)</i>	255	148	107

* Less than 0.5 percent

Three in four (78%) sports-book readers said that they borrow books about sports from their school or town library. Girls (83%) were somewhat more likely to borrow sports books from a library than boys (74%). Roughly two in five (44%) sports-book readers reported borrowing sports books from their friends. (Table 28)

Table 28
Source of Sports Books
 – Among children ages 8 to 17 who read sports books –

<i>Source of Sports Books</i>	<i>Total</i>	<i>Gender</i>	
		<i>Boys</i>	<i>Girls</i>
Borrow from library	78%	74%	83%
Borrow from friends	44	47	41
<i>Base (children)</i>	255	148	107

Reading Sports Magazines

Two in three (64%) children reported reading sports magazines. As would be expected, children from households with a subscription or regular purchase of sports magazines (82%) were more likely to read sports magazines than those from households without regular sports magazine receipt (47%). Again, all readers were asked about reading frequency and sources of magazines.

ABOUT HOW OFTEN DO YOU READ MAGAZINES ABOUT SPORTS... WOULD YOU SAY EVERY WEEK, A COUPLE OF TIMES A MONTH, OR LESS THAN ONCE A MONTH?

DO YOU, YOURSELF, HAVE A SUBSCRIPTION TO ANY SPORTS MAGAZINES?

WHAT SPORTS MAGAZINES DO YOU USUALLY READ? (allow 8 responses)

DO YOU EVER GET MAGAZINES ABOUT SPORTS FROM YOUR SCHOOL OR TOWN LIBRARY?

AND, DO YOU EVER BORROW MAGAZINES ABOUT SPORTS FROM YOUR FRIENDS?

Three in ten (31%) children who reported reading sports magazines said that they did so every week. Two in five (43%) said that they read sports magazines a couple of times a month. Boys (35%) were more likely than girls (24%) to read a sports magazine every week. (Table 29)

Table 29
Frequency of Reading Sports Magazines
– Among children ages 8 to 17 who read sports magazines –

<i>Frequency of Reading</i>	<u>Total</u>	<u>Gender</u>	
		<u>Boys</u>	<u>Girls</u>
Every week	31%	35%	24%
Couple of times a month	43	43	44
Less than once a month	24	21	29
Depends	*	*	*
DK/NA	1	1	3
<i>Base (children)</i>	311	183	128

* Less than 0.5 percent

One in three (33%) sports magazine readers reported having their own subscription to a sports magazine, or 21 percent of all children ages 8 to 17. Boys (42%) were twice as likely as girls (20%) to report subscribing to a sports magazine. (Table 30)

Table 30
Subscription to Sports Magazines
– Among children ages 8 to 17 who read sports magazines –

<i>Subscription Status</i>	<u>Total</u>	<u>Gender</u>	
		<u>Boys</u>	<u>Girls</u>
Subscription	33%	42%	20%
No subscription	67	58	80
DK/NA	*	*	*
<i>Base (children)</i>	<i>311</i>	<i>183</i>	<i>128</i>

* Less than 0.5 percent

When asked which sports magazines they read, *Sports Illustrated* (42%) and *Sports Illustrated for Kids* (17%) were mentioned most often. No other magazine recorded more than five percent of mentions.

Two in five (42%) sports-magazine readers reported that they borrow magazines about sports from their school or town library. About one-half (47%) of readers reported borrowing sports magazines from their friends. (Table 31)

Table 31
Source of Sports Magazines
– Among children ages 8 to 17 who read sports magazines –

<i>Source of Sports Magazines</i>	<u>Total</u>	<u>Gender</u>	
		<u>Boys</u>	<u>Girls</u>
Borrow from library	42%	42%	43%
Borrow from friends	47	50	44
<i>Base (children)</i>	<i>311</i>	<i>183</i>	<i>128</i>

VII. Children and Sports Video Games

CHILDREN AND SPORTS MEDIA
August 1999

Children and Sports Video Games

Two in three (67%) children ages 8 to 17 reported they play sports-related video games. Interviewers continued to explore video game use among these children.

THINKING ABOUT WHEN YOU PLAY SPORTS VIDEO GAMES...

WHAT TYPES OF SPORTS DO YOU LIKE TO PLAY ON VIDEO GAMES? ...WHAT OTHERS? ...WHAT OTHERS? (continue probing until 'NO OTHERS'; allow 8 responses)

DO YOU PLAY SPORTS VIDEO GAMES ON A VIDEO GAME SYSTEM, A COMPUTER, OR BOTH?

ABOUT HOW OFTEN DO YOU PLAY SPORTS VIDEO GAMES... WOULD YOU SAY EVERY DAY, A COUPLE OF TIMES A WEEK, OR LESS THAN ONCE A WEEK?

IN WHICH OF THESE WAYS DO YOU GET THE SPORTS VIDEO GAMES THAT YOU PLAY...

- A. DO YOU BUY THEM?*
- B. DO YOU RENT THEM FROM A VIDEO STORE?*
- C. DO YOU BORROW THEM FROM YOUR FRIENDS?*

Sports Played in Video Games

Children most often cited NFL football (49%) as the type of game they like to play on video games, followed by NBA basketball (42%) and baseball (37%). (Table 32)

The popularity of men's college basketball and college football video games increases with children's age; the popularity of games involving soccer decreases with age.

Table 32
Sports Played in Video Games
 – Among children ages 8 to 17 who play sports video games –

<i>Sports Video Games Played*</i>	<i>Total</i>	<i>Gender</i>	
		<i>Boys</i>	<i>Girls</i>
NFL football	49%	56%	34%
NBA basketball	42	46	33
Baseball – major/minor	37	42	26
Auto/motorcycle racing	17	18	16
College football	16	19	10
Professional wrestling	14	15	12
Men’s college basketball	13	14	11
NHL hockey	12	17	3
Soccer	12	12	13
Golf	10	10	11
Extreme sports	7	8	7
<i>Base (children)</i>	<i>331</i>	<i>219</i>	<i>112</i>

**Sport mentioned by 5% or more*

Platform Used for Video Games

One-half (51%) of children who play sports video games reported using a video game system, five percent a computer, and two in five (41%) both platforms. When “both” responses are included, 92 percent use a video game system and 47 percent use a computer.

Frequency of Play

Fourteen percent of children who play sports video games estimated that they do so every day, and 45 percent said that they play sports video games a couple of times a week. Boys were more likely than girls to report playing sports video games every day (17% v. 8%), or at least a couple of times a week (68% v. 42%). (Table 33)

Table 33
Frequency of Playing Sports Video Games
– Among children ages 8 to 17 who play sports video games –

<i>Frequency of Playing</i>	<i>Total</i>	<i>Gender</i>	
		<i>Boys</i>	<i>Girls</i>
Every day	14%	17%	8%
Couple of times a week	45	50	34
Less than once a week	37	28	53
Depends	2	2	2
DK/NA	2	2	2
<i>Base (children)</i>	<i>331</i>	<i>219</i>	<i>112</i>

Source of Video games

Children who play sports video games were equally likely to buy (61%), rent (62%), or borrow sports video games (63%). While this pattern was consistent for boys, girls were somewhat more likely to report borrowing sports video games from friends than buying or renting them. (Table 34)

Table 34
Source of Sports Video Games
– Among children ages 8 to 17 who play sports video games –

<i>Source of Sports Video games</i>	<i>Total</i>	<i>Gender</i>	
		<i>Boys</i>	<i>Girls</i>
Buys	61%	72%	42%
Rents from video store	62	72	43
Borrow from friends	63	68	52
<i>Base (children)</i>	<i>331</i>	<i>219</i>	<i>112</i>

***VIII. Children and Sports on the
Internet***

CHILDREN AND SPORTS MEDIA
August 1999

Children and Sports on the Internet

Two in five (39%) children ages 8 to 17 reported that they visit sports-related sites on the Internet or World Wide Web. Further questions examined which sports children use the Internet for and what types of sites the users visited.

AND WHEN YOU LOOK FOR SPORTS INFORMATION OR CONTENT ON THE INTERNET...

WHAT SPORTS DO YOU LOOK UP ON THE INTERNET, EITHER NOW OR AT OTHER TIMES OF THE YEAR? ...WHAT OTHERS? ...WHAT OTHERS?

(continue probing until 'NO OTHERS'; allow 8 responses)

ABOUT HOW OFTEN DO YOU GO TO A SPORTS SITE ON THE INTERNET... WOULD YOU SAY EVERY DAY, A COUPLE OF TIMES A WEEK, OR LESS THAN ONCE A WEEK?

AND WHEN YOU GO TO SPORTS SITES ON THE INTERNET, DO YOU VISIT...

(rotate A-D)

A. WEB SITES ABOUT PROFESSIONAL SPORTS

(WHEN YOU ARE LOOKING UP SPORTS ON THE INTERNET, DO YOU VISIT...)

B. WEB SITES ABOUT HIGH SCHOOL, COLLEGE, OR OLYMPIC SPORTS

C. CHAT ROOMS OR BULLETIN BOARDS ABOUT ANY TYPE OF SPORT

D. SITES THAT FEATURE GAMES OR OTHER INTERACTIVE CONTENT

AND FROM WHERE DO YOU USUALLY GO ON-LINE FOR SPORTS... YOUR HOME, YOUR SCHOOL, A LIBRARY, OR A FRIEND OR RELATIVE'S HOME? ... WHERE ELSE?

Sports Accessed on the Internet

The top three sports children look up on the Internet include NFL football (32%), NBA basketball (32%), and major or minor league baseball (24%). Boys were more likely than girls to mention all three of these sports. For girls, soccer and men's college basketball proved as popular as baseball. (Table 35)

Table 35
Sports Accessed Most Often on the Internet
– Among children ages 8 to 17 who use the Internet for sports –

<i>Sports Accessed*</i>	<i>Total</i>	<i>Gender</i>	
		<i>Boys</i>	<i>Girls</i>
NFL football	32%	37%	24%
NBA basketball	32	35	28
Baseball – major/minor	24	27	19
Men’s college basketball	13	11	17
College football	11	14	6
Professional wrestling	11	16	4
Soccer	11	6	19
NHL hockey	6	7	4
Women’s basketball – college or WNBA	5	2	9
Extreme sports	5	5	6
<i>Base (children)</i>	<i>179</i>	<i>115</i>	<i>64</i>

* Sport mentioned by 5% or more

Frequency of Sports Online Use

Four percent of children who use the Internet for sports content reported that they do so every day, and 33 percent said that they use the Internet for sports a couple of times a week. While reports of “every day” use did not vary by gender, boys (43%) were more likely than girls (26%) to report using the Internet for sports at least a couple of times a week. (Table 36)

Table 36
Frequency of Accessing Sports on the Internet
 – Among children ages 8 to 17 who use the Internet for sports –

<i>Frequency of Use</i>	<i>Total</i>	<i>Gender</i>	
		<i>Boys</i>	<i>Girls</i>
Every day	4%	4%	3%
Couple of times a week	33	38	24
Less than once a week	60	53	72
Depends	1	2	-
DK/NA	2	3	2
<i>Base (children)</i>	<i>179</i>	<i>115</i>	<i>64</i>

Types of Internet Sport Sites Accessed

Among the four types of Internet sports sites listed in the study, Web sites about professional sports (73%) proved the most popular. Sites with games or interactive content (53%) and Web sites about high school, college, or Olympic sports (49%) were mentioned by one-half of the children. Chat rooms or bulletin boards about sports were least visited by the children (31%). Girls were more likely than boys to access sites about high school, college, or Olympic sports, and boys were more likely than girls to go to sites about professional sports. (Table 37)

Table 37
Types of Sports Sites Accessed on the Internet
 – Among children ages 8 to 17 who use the Internet for sports –

<i>Types of Sports Sites Accessed</i>	<i>Total</i>	<i>Gender</i>	
		<i>Boys</i>	<i>Girls</i>
Web sites about professional sports	73%	79%	63%
Sites with games or interactive content	53	54	52
Web sites about high school, college, or Olympic sports	49	39	66
Chat rooms or bulletin boards about sports	31	27	38
<i>Base (children)</i>	<i>179</i>	<i>115</i>	<i>64</i>

Location of Internet Access

Children who use the Internet for sports most often do so from home (66%), followed by school (31%), a friend or relative's home (21%), and libraries (9%). (Table 38)

Table 38
Location of Online Access for Sports
– Among children ages 8 to 17 who use the Internet for sports –

<i>Location of Online Access for Sports</i>	<u>Total</u>	<u>Gender</u>	
		<u>Boys</u>	<u>Girls</u>
Own home	66%	65%	68%
At school	31	35	24
Friend/relative's home	21	22	20
Library	9	8	9
Other location	-	-	-
DK/NA	4	4	4
<i>Base (children)</i>	<i>179</i>	<i>115</i>	<i>64</i>

IX. Children and Sports Movies

CHILDREN AND SPORTS MEDIA
August 1999

Children and Sports Movies

Four in five (80%) children ages 8 to 17 reported watching a movie that was about, or included, sports or athletes. Interviewers asked these children what sports movies they had watched.

EARLIER, YOU MENTIONED THAT YOU HAVE WATCHED MOVIES ABOUT SPORTS OR THAT INVOLVE SPORTS. COULD YOU PLEASE TELL ME THE NAMES OF SOME OF THE SPORTS MOVIES YOU'VE WATCHED? ...WHAT OTHERS? ...WHAT OTHERS? (continue probing until 'NO OTHERS')

Movie titles mentioned by the children were recorded verbatim and the results coded by title. The most frequently mentioned titles were *Angels in the Outfield* (9%), *Space Jam* (9%), the *Air Bud* movie series (8%) and the *Mighty Ducks* movie series (8%). The top three movies in the list were mentioned more often by younger children than by older children. Additionally, *Angels in the Outfield* and *Air Bud* were much more likely to be named from white than non-white households. (Table 39)

Table 39
Sports Movies Viewed
– Among children ages 8 to 17 who watch sports movies –

<i>Movies Viewed*</i>	<i>Total</i>	<i>Gender</i>		<i>Age</i>			<i>Race/Ethnicity</i>			
		<i>Boys</i>	<i>Girls</i>	<i>8 to 10</i>	<i>11 to 13</i>	<i>14 to 17</i>	<i>White</i>	<i>African Amer.</i>	<i>Asian/ Other</i>	<i>Hispanic†</i>
Angels in the Outfield	9%	9%	10%	15%	7%	7%	11%	3%	6%	2%
Space Jam	9	10	8	15	9	4	9	6	15	13
Air Bud 1, 2	8	7	10	14	6	3	11	-	5	20
Mighty Ducks 1, 2, 3	8	8	8	9	9	6	8	5	9	8
The Waterboy	7	9	5	4	7	8	8	1	8	6
Major League 1, 2, 3	6	8	4	5	6	7	6	8	3	6
Rudy	5	7	2	4	3	7	6	-	3	4
Varsity Blues	5	6	4	-	1	12	6	1	2	3
<i>Base (children)</i>	391	220	171	108	112	166	263	61	58	64

* *Movie mentioned by 5% or more*

† *“Hispanic” is an ethnic classification separate and distinct from race*

X. The Child's Room

CHILDREN AND SPORTS MEDIA
August 1999

The Child's Room

Next, children responded to questions about the availability of different types of technology in their bedroom.

*WHICH, IF ANY, OF THE FOLLOWING DO YOU HAVE, OR USE IN YOUR ROOM...
(rotate A-D; skip item if not in household)*

A. *A RADIO?*
(DO YOU HAVE A RADIO IN YOUR ROOM?)

B. *A TV SET?*

C. *A VIDEO GAME SYSTEM?*

D. *A COMPUTER?*

**** Skip if no TV in room ****

**** Skip if no cable-plus reception in HH ****

ARE YOU ABLE TO GET CABLE CHANNELS ON THE TV IN YOUR ROOM?

**** Skip if no PC in room ****

AND, ARE YOU ABLE TO GO ON THE INTERNET WITH THE COMPUTER IN YOUR ROOM?

Children's rooms, especially boys' rooms, house a considerable array of entertainment technology. Nine in ten (89%) children ages 8 to 17 reported having a radio in their room; two in three (64%) have a TV set; almost one-half (46%) have a video game system; over one-third (38%) have cable TV; one in five (22%) has a computer; and one in ten (9%) has Internet access. (Table 40)

Boys (61%) were twice as likely to report having a video game system in their room than girls (31%), and more likely to have a TV set (70% v. 57%) and cable TV (42% v. 34%). Presence of radios, computers, and Internet access did not vary by gender.

Table 40
Technology in Children's Rooms
– Among children ages 8 to 17 –

<i>Technology in Room</i>	<i>Total</i>	<i>Gender</i>		<i>Age</i>			<i>Race/Ethnicity</i>			
		<i>Boys</i>	<i>Girls</i>	<i>8 to 10</i>	<i>11 to 13</i>	<i>14 to 17</i>	<i>White</i>	<i>African Amer.</i>	<i>Asian/ Other</i>	<i>Hispanic†</i>
Radio	89%	89%	88%	73%	94%	95%	90%	80%	86%	84%
TV set	64	70	57	55	66	68	63	71	61	68
Cable TV	38	42	34	27	43	43	38	40	33	52
Video game system	46	61	31	38	54	46	45	51	52	49
Computer	22	20	24	19	22	24	25	10	33	14
Internet access	9	8	10	7	7	12	10	2	20	3
<i>Base (children)</i>	<i>480</i>	<i>254</i>	<i>226</i>	<i>131</i>	<i>136</i>	<i>208</i>	<i>328</i>	<i>69</i>	<i>69</i>	<i>76</i>

† “Hispanic” is an ethnic classification separate and distinct from race

As might be expected, older children (age 11 to 17) were more likely than younger children to report having most of these technologies in their room.

- 95 percent of children age 11 or older had a radio in their room, compared with 73 percent of children age 8 to 10.
- 67 percent of children age 11 or older had a TV set in their room, compared with 55 percent of children age 8 to 10.
- 43 percent of children age 11 or older had cable TV in their room, compared with 27 percent of children age 8 to 10.
- 49 percent of children age 11 or older had a video game system in their room, compared with 38 percent of children age 8 to 10.

While the presence of most of these technologies was not dependent on household income, the presence of a computer and Internet access was correlated positively with household income.

- Income of \$50,000 or more: computer 28%, Internet access 13%
- Income of \$30,000 to \$49,900: computer 21%, Internet access 9%
- Income of less than \$30,000: computer 13%, Internet access 3%

METHODOLOGY

CHILDREN AND SPORTS MEDIA
August 1999

Methodology

Sample Design

The *Children and Sports Media* study was based on a national probability sample of households that yielded 480 complete interviews with children 8 to 17 years of age.

Independent research conducted by Statistical Research, Inc. in other contexts has demonstrated the importance of telephone households not listed in current telephone directories*. Therefore, since such households are not available from a telephone list sample, the sample used for this study was a replicated random sample of telephone numbers based on random-digit dialing (RDD). The generation of a random-digit dial sample may be summarized briefly as follows.

Virtually all telephone numbers in the United States can be identified by a ten-place number or combination of letters and numbers (i.e., a three-digit area code, a three-digit central office code, and four-digit suffix number). For each central office included in the sample, random four-digit numbers between 0001 and 9999, inclusive, were produced to yield the required ten-place telephone numbers. The procedures thereby included both listed and unlisted numbers.

In order to maximize the yield of households per dialing attempt, the sample employed was a "restricted" random-digit dial sample. "Restriction" of the sample involves the elimination of numbers in nonworking banks. A telephone bank is a set of 1,000 numbers represented by the first digit of the four-digit suffix number. Suffix numbers in those banks that were determined to be nonworking banks, business-only banks, or centrex banks were deleted from the sample. The determination of nonworking banks was made by contacting telephone business offices and by consulting telephone directories and company records. The remaining random telephone numbers constituted the predesignated sample.

* For additional information, see G. J. Glasser and G. D. Metzger, "Random-Digit Dialing as a Method of Telephone Sampling," *Journal of Marketing Research*, February 1972, pp.59-64, and G. J. Glasser and G. D. Metzger, "National Estimates of Nonlisted Telephone Households and Their Characteristics," *Journal of Marketing Research*, August 1975, pp. 359-361.

Attempt Structure

At least eight attempts were made, in varied time periods, to reach each telephone number in the predesignated sample. In addition, initial attempts were balanced by day over the course of the first week of interviewing. Table 78 summarizes the residential status of the random-digit dial sample. As in all calculations of response rates, the estimated number of household residences is based on certain assumptions as to the residential status of "no answers."

Table 78
Status of Predesignated National Sample of
Random-Digit Dial Numbers in Working Banks

	<i>National</i>	
	<u>Number</u>	<u>Percent</u>
<i>Nonworking</i>	5,939	49.1
<i>Nonhousehold</i>	1,755	14.5
<i>Household residence</i>	<u>4,406</u>	<u>36.4</u>
<i>Total Sample</i>	12,100	100.0

Where a household was contacted, at least five attempts were made to speak with the lady or man of the house, or a responsible adult. After determining household composition, one child ages 8 to 17 was randomly selected from each household that had at least one child in that age group. No substitutions for this selected respondent were permitted. Where respondents refused to be interviewed, additional efforts were made by specially trained personnel to convert the refusal into an interview. Table 79 summarizes the disposition of the household sample.

Table 79
Disposition of the Household Sample

	<i>National</i>	
	<u>Number</u>	<u>Percent</u>
<i>Interview w/ child 8-17</i>	480	10.9
<i>Refusal/callback/language</i>	2,164	49.1
<i>Screenout</i>	1,593	36.2
<i>Noncontact</i>	<u>169</u>	<u>3.8</u>
<i>Household Sample</i>	4,406	100.0

If it is assumed that "Refusal/callback/language" and "Noncontact" qualified for the interview at the same rate as did persons who were interviewed, the response rate within eligible households would be as follows.

National: $480/[480 + (2333 \times (480/\{480+1593\}))]$ or 47 percent.

Interviewing Procedures

Interviewing was conducted from April 12 through May 16, 1999. All interviews were conducted from the Westfield and Toms River (New Jersey) offices of Statistical Research, Inc. by highly trained and closely supervised interviewers. Each interviewer received tutored instruction, extensive practice and drill, and the experience of several practice interviews.

Special training techniques included monitoring of calls*, followed immediately by supervisory critique, discussions about the intent of various questions, and comparison of interviewer and supervisor recording of answers.

Throughout the survey period, supervisory personnel monitored interviews. Supervisors offered comments and suggestions about interviewer performance, both positive and negative, at the completion of the interview. Adherence to the script and maintenance of an unbiased, friendly, but formal manner were stressed to the interviewers.

The interviews were conducted using SRI's Computer-Assisted Telephone Interviewing (CATI) system. The interviewers read the questions from a CRT screen and keyed in responses directly to a computer.

For households that were Spanish-language dominant, bilingual interviewers administered a Spanish translation of the questionnaire to the respondent(s). A third-party translation service, translated the questionnaire to Spanish. The Amateur Athletic Foundation reviewed and approved the translation.

* *Calls were monitored via special equipment. The monitoring is not discernible to the calling or called parties. This device is used solely for training and supervisory purposes, and interviewers are notified of its use.*

The Questionnaire

The flow of the questionnaire was as follows:

- Warm-up/household television and technology characteristics
- Demographic characteristics of the household
- Random selection of a child ages 8 to 17 years old
- Sports participation by the child
- Use of sports media by the child
- Details of use of each medium with sports (if used)
 - Television
 - Radio
 - Newspapers
 - Books
 - Magazines
 - Video games
 - Internet
 - Movies
- Enumeration of technology in the child's room
- Child's attitude toward school

The questionnaire is included in this report as an appendix.

Child vs. Adult-for-Child Interviews

Approximately 20 percent of interviews about children and their exposure to sports in the media were completed with adults. Although direct interviews with children were the primary objective, and this substitution was a last resort, there are two main reasons why this substitution came into play.

- *Privacy/Protection Issues.* Based on SRI's research experience, many parents have a special sensitivity to having their child talk to a stranger on the telephone, or about what information is revealed about their child. Because of this, the only way to get information about some children was to administer the instrument to the parent or responsible adult. In these cases, the parent/adult was asked to have the child in the room with them during the interview for consultative purposes.

- *Schedule/Busyness.* Children today are constantly on the move with different activities. In many cases, coordinating an interview with a child’s availability was difficult. Given the field schedule and budget constraints, the only way to obtain information about these children was by interviewing a parent or responsible adult.

It was recognized that the parents/adults would not have the same detailed knowledge of the child’s activities as the child himself or herself. However, based on the scope of the study, having an adult knowledgeable about the child’s activities respond to the questionnaire was considered to be an acceptable trade-off to reach the greatest number of children within the project’s budget. In both cases, potentially significant subgroups of children may have been excluded from the study if the adult substitute was not allowed.

Table 80 provides an illustration of differences between direct interviews with children and interviews with adults who did not have a child in the room. The adult-only interviews typically recorded less media use. However, almost all of these differences fall within the range of standard error for each response and thus are not considered significant.

Table 80
Sports Media Used
– Among children ages 8 to 17 –
(national sample)

	<u>Child</u>	<u>Standard error</u>	<u>Adult w/o child</u>	<u>Standard error</u>
No use	3%	±2	14%	±9
Any use	97	±2	86	±9
<i>Base (children)</i>	375		85	
Television	94%	±2	83%	±9
Movies	87	±4	73	±10
Video games	72	±4	70	±11
Magazines	73	±4	45	±12
Newspapers	60	±6	39	±12
Books	59	±6	45	±12
Radio	43	±6	26	±10
Internet	44	±6	27	±10
<i>Base (children)</i>	363		72	

Weighting and Sample Balancing

The data were weighted and sample balanced. Weighting was based on the number of eligible children ages 8 to 17 in the household. Sample balancing employed U.S. Census estimates of:

- Age and gender distributions of children ages 8 to 17
- Race and Hispanic origin distributions of the qualifying households

Due to limits on household data available from the Census, there are some special circumstances regarding the data used for sample balancing.

- The Census household estimates used are for all households with children, since data restricted to “households with children ages 8 to 17” were not available.
- National household data were sample balanced in accordance with standard Census convention of having race and Hispanic origin as separate attributes.

Sources of estimates used for sample balancing were as follows:

National estimates of age and gender of children, national estimates of race and Hispanic origin of households with children:

- U.S. Census CPS Series: *Households and Family Characteristics*
- U.S. Census ST-97-14: *Estimates of the Population of the U.S. and States by Single Year of Age and Sex: July 1, 1997*

Variability of Results

All survey results are subject to variations or uncertainties. The results are a function, first, of the fact that a particular sample was selected.

Second, they also depend on the methods and procedures adopted for that survey, and how well those methods and procedures were carried out.

It is important for a user of survey results to consider the variations or uncertainties to which those findings are subject and the implications they might have for his or her use of the data. The margin of uncertainty, or margin of error, surrounding survey data may be thought of as composed of two parts: sampling errors and nonsampling errors.

Sampling Error - Sampling error is the difference between the survey result obtained with the sample actually used, and the result that would be obtained by an attempted complete survey of the population conducted in the same manner and with the same care.

When a survey is based on a probability sample, the risks or probabilities of sampling error of various sizes can be calculated in terms of standard errors. Properly interpreted with the aid of the theory of probability, a standard error enables one to assess the risks of sampling errors of various magnitudes. For example, the risk is only about 5 percent that a sample estimate differs from the population, in either direction, by more than an amount equal to two standard errors.

A standard error does not reflect the extent to which a survey result is subject to nonsampling errors. Hence, it does not indicate, in and of itself, the accuracy or the usefulness of survey results.

Sampling error may be estimated in this survey by measuring the standard error of the percentage responding in a specific manner to each question. Table 86 provides standard errors that apply to proportions of people who responded in a particular manner to questions in this study, given the sample base. The standard error of a percentage is identical to the standard error of 100 minus that percentage (e.g., the standard error of 25 percent for a given sample size equals the standard error of 75 percent for that same sample size).

For example, consider if 25 percent of 140 children said they read a newspaper every day. Using Table 81, find the row for a proportion of 25 percent, and look across to the "150" column (since that is closest to the actual base of 140). The standard error is 4 percent. Therefore, the probability is 95 percent that 17 to 33 percent (25 percent \pm 2 standard errors, or 8 percent) of children would report reading a newspaper every day, were they all asked in precisely the same manner as the sample.

Table 81
Table of Standard Errors of a Proportion for Varying Sample Sizes

<u>Proportion</u>	<u>50</u>	<u>100</u>	<u>150</u>	<u>200</u>	<u>250</u>	<u>300</u>	<u>350</u>	<u>400</u>	<u>450</u>	<u>500</u>
5 or 95 %	3	2	2	2	1	1	1	1	1	1
10 or 90 %	4	3	2	2	2	2	2	2	1	1
15 or 85 %	5	4	3	3	2	2	2	2	2	2
20 or 80 %	6	4	3	3	3	2	2	2	2	2
25 or 75 %	6	4	4	3	3	2	2	2	2	2
30 or 70 %	6	5	4	3	3	3	2	2	2	2
35 or 65 %	7	5	4	3	3	3	3	2	2	2
40 or 60 %	7	5	4	3	3	3	3	2	2	2
45 or 55 %	7	5	4	4	3	3	3	2	2	2
50 %	7	5	4	4	3	3	3	3	2	2

Nonsampling Error - The standard error is an indicator only of sampling error and does not reflect the degree to which a survey estimate is subject to other variations. These other variations, or nonsampling errors, can be estimated only through methodological research studies, or on the basis of judgment.

Several possible sources of nonsampling error in estimates reported in this study must be considered by a user. These include the following important, but rather common, matters:

(1) The exclusion of nontelephone households from the frame of the study and, hence, their exclusion from the study.

This exclusion is of significance only to the extent that (a) such households exist and (b) they differ from those covered by the study, with respect to characteristics of interest in the study.

Differences may also occur between listed and nonlisted telephone households. This does not present a problem in this study because of the inclusion of both listed and nonlisted telephone households in the random-digit dial sample.

- (2) Failure to achieve complete cooperation among all predesignated sample members.

Nonresponse is of significance only to the extent that respondents differ from nonrespondents with respect to the issues of concern in the study. An unusual degree of effort has been expended to avoid a bias of nonresponse by repeated attempts to reach predesignated households and respondents.

- (3) Possible response errors on the part of sample members.

Respondents in all surveys may be subject to failures of recall. Respondents also differ in level of articulateness and in the extent to which they may be influenced by a desire to protect their own self-image or to please the interviewers. The questionnaire has been structured in an effort to circumvent response errors stemming from these human characteristics, insofar as possible. However, no claim can be made, for this or any other questionnaire, that all respondents fully understood the questions asked of them or that they accurately reported their behavior.

- (4) Variation in results attributable to different interviewers.

Reduction of these errors was the purpose of intensive interviewer training, supervision, and monitoring. Possibility of interviewer error in following skip patterns was eliminated by use of computer-assisted interviewing.

- (5) Coding, editing, and processing errors. Strict controls have been employed to minimize their occurrence.

Use of computerized interviewing precluded the need for coding, except for open-end questions. In addition, an extensive series of feasibility, completeness and consistency checks was applied by computer.

APPENDIX: QUESTIONNAIRE

CHILDREN AND SPORTS MEDIA
August 1999

D. PEOPLE CAN OBTAIN TELEVISION SIGNALS IN SEVERAL WAYS, SUCH AS BY USING A STANDARD ANTENNA, FROM A CABLE TV SERVICE, OR BY USING A SATELLITE DISH. HOW DOES YOUR HOUSEHOLD RECEIVE TELEVISION SIGNALS? ...PLEASE THINK OF ALL YOUR SETS. (*Accept up to 3 responses*)

*** If necessary: COULD YOU PLEASE DESCRIBE THAT? ***

*** If 'satellite dish,' probe:*

IS THAT A LARGE DISH ON THE ROOF OF AN APARTMENT HOUSE, OR ON YOUR OWN ROOF OR PROPERTY... OR A SMALL DISH ON YOUR ROOF OR OTHERWISE MOUNTED ON THE OUTSIDE OF YOUR HOUSE OR APARTMENT? **

- (1) Standard antenna/roof antenna/rabbit ears
- (2) Cable connected to home
- (3) Small satellite dish <DirecTV, USSB, Primestar, Echostar, DISH Network>
- (4) Large satellite dish <C-band>
- (5) Shared dish/antenna on apartment roof <SMATV>
- (6) Wireless, microwave, MMDS <multichannel, multipoint distribution>
- (7) Other **Record** (9) DK/NA

E. DOES YOUR HOUSEHOLD OWN A VCR (A VIDEOCASSETTE RECORDER)?

- (1) Yes
- (2) No
- (9) DK/NA

F. DOES YOUR HOUSEHOLD OWN A VIDEO GAME SYSTEM, EITHER HANDHELD OR CONNECTED TO A TV?

- (1) Yes
- (2) No
- (9) DK/NA

G. AND, DO YOU, OR DOES SOMEONE IN YOUR HOUSEHOLD, OWN OR USE A COMPUTER AT HOME?

- (1) Yes
- (2) No
- (9) DK/NA

Screen for Eligible Households

H. FOR CLASSIFICATION PURPOSES, HOW MANY PERSONS, INCLUDING CHILDREN AND ROOMERS, ARE CURRENTLY LIVING IN YOUR HOUSEHOLD? DOES THAT INCLUDE YOURSELF?

- (1) One -- *Skip to thank you with 'no kids' script*
- (2) Two
- (3) Three
- (4) Four
- (5) Five
- (6) Six
- (7) Seven
- (8) Eight +
- (9) DK/NA

I. ARE THERE ANY CHILDREN AGE 17 OR YOUNGER CURRENTLY LIVING IN YOUR HOME?

- (1) Yes
- (2) No
- (3) DK/NA
- |
- | -- *Skip to thank you with 'no kids' script*

J. HOW MANY, IF ANY, OF THE CHILDREN IN YOUR HOUSEHOLD ARE SEVEN YEARS OF AGE OR UNDER?

- (0) None
- (1) One
- (2) Two
- (3) Three
- (4) Four
- (5) Five +
- (9) DK/NA

K. AND HOW MANY, IF ANY, ARE BETWEEN THE AGES OF EIGHT AND SEVENTEEN?

- (0) None -- *Skip to thank you with 'no kids 8-17' script*
- (1) One
- (2) Two
- (3) Three
- (4) Four
- (5) Five +
- (9) DK/NA

K-1 ARE THERE ANY CHILDREN BETWEEN THE AGES OF EIGHT AND SEVENTEEN LIVING IN THIS HOUSEHOLD?

- (1) Yes
- (2) No
- (3) DK/NA
- |
- | -- *Skip to thank you with 'no kids 8-17' script*

No children -- Skip to "No kids" script (Completed interview)
No children 8 to 17 -- Skip to "No kids 8 to 17" script (Completed interview).
Children 8 to 17 -- Continue

Household Characteristics

L-1. HAS ANYONE FROM YOUR HOUSEHOLD, EITHER AN ADULT OR CHILD, PLAYED IN AN ORGANIZED SPORTS LEAGUE AT SOME TIME DURING THE PAST 12 MONTHS?

- (1) Yes
- (2) No
- (9) DK/NA

L-2. DOES ANYONE IN YOUR HOUSEHOLD SUBSCRIBE TO, OR BUY, A NEWSPAPER ON A DAILY BASIS?

- (1) Yes
- (2) No
- (9) DK/NA

L-3. AND, DOES ANYONE FROM YOUR HOUSEHOLD SUBSCRIBE TO, OR BUY, ANY GENERAL OR SPECIALIZED SPORTS MAGAZINES ON A REGULAR BASIS?

- (1) Yes
- (2) No
- (9) DK/NA

M. WHAT IS THE HIGHEST LEVEL OF EDUCATION ACHIEVED BY ANYONE IN YOUR HOUSEHOLD?

- (1) Grade school, 1 thru 8
- (2) Some high school
- (3) High school graduate
- (4) Technical trade school
- (5) Some college
- (6) College graduate
- (7) Post-graduate
- (9) DK/NA

N. WHAT IS YOUR RACE?

**** If "Spanish," "Hispanic," Mexican," etc., probe:
ETHNIC ORIGIN IS MY NEXT QUESTION, BUT FIRST, WOULD
YOU DESCRIBE YOUR RACE AS WHITE, BLACK, ASIAN OR OTHER? ****

- (1) White
- (2) Black
- (3) Asian
- (4) Other
- (9) DK/NA

O. ARE YOU, OR IS ANYONE IN YOUR HOUSEHOLD, OF SPANISH OR HISPANIC ORIGIN OR DESCENT?

- (1) Yes
- (2) No
- (9) DK/NA

P. AND, WOULD YOU ESTIMATE THE TOTAL ANNUAL INCOME OF ALL PERSONS IN YOUR HOUSEHOLD TO BE:

**** Read list I-4 ****

- (1) UNDER \$30,000
- (2) \$30,000 TO \$49,900
- (3) \$50,000 TO \$74,900, OR

(4) \$75,000 AND OVER

(9)

Refused/DK/NA

Q. AND, LET ME VERIFY YOUR TELEPHONE NUMBER ... IS THIS AREA CODE XXX AND THE NUMBER YYY-ZZZZ?

**** If 'No': WHAT NUMBER HAVE I REACHED? ****

**** Record number and check if changed area code. ****

Selection of Subject Child

**** Script for one child 8 to 17 ****

R-1. NOW, AS I MENTIONED EARLIER, WE ARE INTERESTED IN HOW PEOPLE INTERACT WITH SPORTS THROUGH DIFFERENT MEDIA, PARTICULARLY CHILDREN. I WOULD LIKE TO TALK ABOUT THE ONE CHILD IN YOUR HOME WHO IS BETWEEN THE AGES OF 8 TO 17... IS THAT CHILD A BOY OR A GIRL?

(1) Boy

(2) Girl

**** Script for multiple children 8 to 17 ****

R-2. NOW, AS I MENTIONED EARLIER, WE ARE INTERESTED IN HOW PEOPLE INTERACT WITH SPORTS THROUGH DIFFERENT MEDIA, PARTICULARLY CHILDREN. I WOULD LIKE TO TALK ABOUT ONE OF THE 8 TO 17 YEAR-OLD CHILDREN IN YOUR HOME... THE "Randomly-Selected" CHILD BETWEEN THE AGES OF 8 AND 17... IS THAT CHILD A BOY OR A GIRL?

(1) Boy

(2) Girl

S. AND, WHAT IS HIS/HER AGE?

(01) Eight

(06) Thirteen

(02) Nine

(07) Fourteen

(03) Ten

(08) Fifteen

(04) Eleven

(09) Sixteen

(05) Twelve

(10) Seventeen

(99) DK/NA

T. WE WOULD LIKE TO ASK THE “Age” YEAR-OLD “Boy/girl” SOME QUESTIONS ABOUT SPORTS AND THE MEDIA, AND INVITE YOU TO STAY ON THE PHONE TO LISTEN TO OUR QUESTIONS. IS HE/SHE AVAILABLE NOW THAT I MIGHT TALK TO HIM/HER?

- (1) Called to phone -- *Ask Q.1*
- (2) Not available -- *Ask Q.U-1*
- (3) Doesn't want child on phone -- *Ask Q.U-2*

U-1. THANK YOU. WHAT WOULD BE A CONVENIENT TIME FOR US TO CALL BACK AND SPEAK WITH HIM/HER? AND, COULD YOU PLEASE TELL ME HIS/HER NAME SO THAT WE WILL KNOW FOR WHOM TO ASK?

*** Record callback information and name/position of child. ***

U-2. (I UNDERSTAND.) WOULD YOU BE THE PERSON WHO IS MOST FAMILIAR WITH THE “Age” YEAR-OLD “Boy/girl” ‘S VIEWING, LISTENING, AND READING HABITS, OR DO YOU SUGGEST THAT I SPEAK WITH SOMEONE ELSE?

- (1) Yes -- *Go to adult section*
- (2) Speak with someone else -- *Ask Q.U-3*

U-3. GOOD MORNING/AFTERNOON/EVENING. THIS IS ANN/JOHN CARTER CALLING FROM STATISTICAL RESEARCH, INC. ON BEHALF OF THE AMATEUR ATHLETIC FOUNDATION. WE'RE INTERESTED IN LEARNING ABOUT HOW CHILDREN SEE, HEAR, OR READ ABOUT SPORTS AND, SPECIFICALLY, ABOUT THE “Age” YEAR OLD “Boy/girl” IN THIS HOME. ANOTHER PERSON IN YOUR HOUSEHOLD SUGGESTED THAT YOU WOULD BE THE PERSON WHO IS MOST FAMILIAR WITH THIS CHILD'S VIEWING, LISTENING, AND READING HABITS. (*Go to adult section*)

*** Continue with all households with children 8 to 17 using the following guidelines:
Ask “Adult” version of questions if someone other than the randomly-selected child is on the phone.
Ask “Child” version if speaking with the randomly-selected child.*

*Computer will record whether interview is conducted with the selected child or with another adult. ***

Child Interview

Use of Sports Media

1. HI. I'D LIKE TO ASK YOU A FEW QUESTIONS ABOUT SPORTS... MY NAME IS ANN/JOHN. WOULD YOU MIND TELLING ME YOUR NAME?

*** Record child's name. If name not provided, enter 'THE CHILD.' ***

2. "Name", I'D LIKE TO TALK ABOUT WHAT SPORTS YOU LIKE TO PLAY DURING THE YEAR.

THINKING ABOUT NOW OR AT OTHER TIMES OF THE YEAR... WHAT SPORTS DO YOU LIKE TO PLAY? ...WHAT OTHERS? PLEASE THINK OF ALL SPORTS YOU PLAY DURING THE YEAR.

(Continue probing until 'NO OTHERS'; allow 8 responses)

(00) None/doesn't play! – *go to Q.3*

- | | |
|-----------------------------|--|
| (01) Baseball/little league | (16) Olympics |
| (02) Basketball | (17) Rowing |
| (03) Bodybuilding | (18) Skateboarding |
| (04) Bowling | (19) Skiing |
| (05) Boxing | (20) Snowboarding |
| (06) Cheerleading | (21) Soccer |
| (07) Cycling | (22) Softball |
| (08) Football | (23) Surfing |
| (09) Golf | (24) Swimming/Diving |
| (10) Gymnastics | (25) Tennis |
| (11) Hockey – ice/in-line | (26) Track & Field/Running |
| (12) Horse riding | (27) Volleyball – indoor/outdoor |
| (13) Hunting/fishing | (28) Wrestling |
| (14) Ice skating | (29) Other <i>*Record*</i> |
| (15) Judo/karate | (30) Dislikes all sports! – <i>go to Q.3</i> |
| | (99) DK/NA – <i>go to Q.5</i> |

**** Ask Q.3 only if did not name any sport or dislikes all sports in Q.2 ****

3. DO YOU EVER WATCH, LISTEN TO, OR READ ABOUT SPORTS?

- (1) Yes - ask Q.5 (2) No |
(9) DK/NA | - go to Q.33-1

**** Ask Q.4 if named any sport (Q.2 = 01 to 29)****

4. HAVE YOU PLAYED ANY OF THESE SPORTS IN LEAGUES THAT ARE ORGANIZED BY YOUR SCHOOL, YOUR TOWN, OR BY A CLUB IN THE PAST YEAR?

- (1) Yes (2) No
(9) DK/NA

5. THERE ARE A NUMBER OF WAYS PEOPLE CAN WATCH, LISTEN OR READ ABOUT SPORTS. PLEASE TELL ME WHICH, IF ANY, OF THE FOLLOWING WAYS YOU USE. FIRST...
(Rotate Q.5A-H)

5A. TELEVISION... DO YOU WATCH SPORTS PROGRAMS ON TELEVISION?

- (1) Yes (2) No
(9) DK/NA

5B. RADIO... DO YOU LISTEN TO SPORTS PROGRAMS ON RADIO?

5C. NEWSPAPERS... DO YOU READ ABOUT SPORTS IN THE NEWSPAPER?

5D. BOOKS... DO YOU READ BOOKS ABOUT SPORTS?

5E. MAGAZINES... DO YOU READ MAGAZINES ABOUT SPORTS?

5F. VIDEO GAMES... DO YOU PLAY VIDEO GAMES THAT INVOLVE SPORTS?

5G. THE INTERNET OR WORLD WIDE WEB... DO YOU USE THE INTERNET OR WORLD WIDE WEB TO GO TO SITES THAT ARE ABOUT OR INCLUDE SPORTS?

5H. MOVIES... DO YOU WATCH MOVIES THAT ARE ABOUT, OR INCLUDE, SPORTS OR ATHLETES?

**** Ask Q.5I if uses two or more media (Q.5A-H) ****

5I. OF THE WAYS YOU SEE OR HEAR ABOUT SPORTS ...TELEVISION ...RADIO ...NEWSPAPERS ...BOOKS ...MAGAZINES ...VIDEO GAMES ...THE INTERNET ...MOVIES ...WHICH ONE OF THESE WAYS DO YOU SPEND THE MOST TIME USING FOR SPORTS?
(exclude those ways not 'YES' in Q.5A-H)

- (1) Books (5) Newspapers
(2) Internet (6) Radio
(3) Magazines (7) Television
(4) Movies (8) Video games (9) DK/NA

6U. WHICH THREE OF THOSE SPORTS WOULD YOU SAY YOU SPEND THE MOST TIME WATCHING ON TV, EITHER NOW OR AT OTHER TIMES OF THE YEAR? (*allow 3 responses*)

*** Interviewer: prompt for three responses ***

- | | |
|--|-----------------------------|
| (01) Auto/motorcycle racing | (13) Ice skating |
| (02) Baseball | (14) Olympics |
| (03) Basketball-college | (15) Skiing |
| (04) Basketball- NBA | (16) Soccer-MLS |
| (05) Basketball-women's/WNBA | (17) Swimming/Diving |
| (06) Boxing | (18) Tennis |
| (07) Extreme sports/X-games/snowbd/skatebd | |
| (08) Football-college | (19) Wrestling-professional |
| (09) Football- NFL | (20) Other <i>*Record*</i> |
| (10) Golf | |
| (11) Gymnastics | (99) DK/NA |
| (12) Hockey-NHL | |

7. ABOUT HOW OFTEN DO YOU WATCH SPORTS ON TV... WOULD YOU SAY EVERY DAY, A COUPLE OF TIMES A WEEK, OR LESS THAN ONCE A WEEK?

- | | |
|---------------------------|---------------------------|
| (1) Every day | |
| (2) Couple times week | (4) Depends <volunteered> |
| (3) Less than once a week | (9) DK/NA |

8. AND WHICH, IF ANY, OF THE FOLLOWING TYPES OF SPORTS PROGRAMS DO YOU USUALLY WATCH ON TELEVISION? FIRST... (*rotate Q.8A-E*)

8A. GAMES, RACES, OR OTHER SPORTS EVENTS?

(DO YOU USUALLY WATCH GAMES, RACES, OR OTHER SPORTS EVENTS?)

- | | |
|---------|-----------|
| (1) Yes | (2) No |
| | (9) DK/NA |

8B. SPORTS HIGHLIGHTS ON YOUR LOCAL TV NEWS OR ON A CABLE CHANNEL SUCH AS ESPN?

8C. WEEKLY PROGRAMS THAT SHOW HIGHLIGHTS AND PROFILE PLAYERS IN A PARTICULAR SPORT?

8D. COVERAGE OF HIGH SCHOOL SPORTS OR TOWN LEAGUES ON A LOCAL CABLE CHANNEL?

8E. VIDEOTAPES OF MOVIES ABOUT SPORTS?

9. WHEN YOU WATCH SPORTS PROGRAMS, DO YOU USUALLY WATCH BY YOURSELF, OR DO YOU WATCH WITH OTHER PEOPLE?

- (1) Alone – *go to Q.11*
- (2) With others
- (3) Depends <volunteered>
- (9) DK/NA – *go to Q.11*

10. AND, WITH WHOM DO YOU USUALLY WATCH? ...WHO ELSE?
(Allow 8 responses)

*** If 'BROTHER/SISTER/FRIENDS', probe for gender and age ***

*** If "PARENTS/GRANDPARENTS", probe:*

*WOULD THAT BE YOUR <GRAND>FATHER, <GRAND>MOTHER, OR BOTH? ***

***** FAMILY *****

- (01) Father
- (02) Mother
- (03) Both parents
- (04) Brother <12
- (05) Brother 12-17
- (06) Brother 18+
- (07) Sister <12
- (08) Sister 12-17
- (09) Sister 18+
- (10) Grandfather
- (11) Grandmother
- (12) Grandparents
- (13) Other relative <12
- (14) Other relative 12-17
- (15) Other relative 18+

** FRIENDS/OTHERS **

- (16) Male friends <12
- (17) Male friends 12-17
- (18) Male friends 18+
- (19) Female friends <12
- (20) Female friends 12-17
- (21) Female friends 18+
- (22) Friends <nonspecific>
- (23) Babysitter/caregiver
- (24) Other adult
- (99) DK/NA

11. AND IN WHICH OF THESE PLACES DO YOU WATCH SPORTS PROGRAMS... YOUR OWN HOME, SOMEONE ELSE'S HOME, OR SOME OTHER PLACE? (Allow 3 responses)

*** If 'OTHER', probe for location ***

- (1) Own home
- (2) Someone else's home
- (3) Other **Record**
- (9) DK/NA

Radio Listening

**** Skip to next section if no sports listening on radio (Q.5B = 2-9)****

12. NOW, A COUPLE OF QUESTIONS ABOUT YOUR LISTENING TO SPORTS ON RADIO...

WHAT SPORTS DO YOU LIKE TO LISTEN TO ON THE RADIO, EITHER NOW OR AT OTHER TIMES DURING THE YEAR? ...WHAT OTHERS? ...WHAT OTHERS?

(Continue probing until 'NO OTHERS'; allow 8 responses)

- (00) None/doesn't listen to sports! – *go to next section*
- (01) Auto/motorcycle racing
- (02) Baseball
- (03) Basketball-college
- (04) Basketball- NBA
- (05) Basketball-women's/WNBA
- (06) Boxing
- (07) Extreme sports/X-games/snowbd/skatebd
- (08) Football-college
- (09) Football- NFL
- (10) Golf
- (11) Gymnastics
- (12) Hockey-NHL
- (13) Ice skating
- (14) Olympics
- (15) Skiing
- (16) Soccer-MLS
- (17) Swimming/Diving
- (18) Tennis
- (19) Wrestling-professional
- (20) Other ***Record***
- (99) DK/NA

13. ABOUT HOW OFTEN DO YOU LISTEN TO SPORTS ON RADIO... WOULD YOU SAY EVERY DAY, A COUPLE OF TIMES A WEEK, OR LESS THAN ONCE A WEEK?

- (1) Every day
- (2) Couple times week
- (3) Less than once a week
- (4) Depends <volunteered>
- (9) DK/NA

14. AND WHICH OF THESE TYPES OF SPORTS PROGRAMS DO YOU USUALLY LISTEN TO ON THE RADIO? FIRST... (*rotate Q.14A-C*)

14A. GAMES, RACES, OR OTHER SPORTS EVENTS

(DO YOU USUALLY LISTEN TO GAMES, RACES, OR OTHER SPORTS EVENTS?)

- (1) Yes
- (2) No
- (9) DK/NA

14B. SPORTS TALK RADIO SHOWS

14C. SPORTS REPORTS DURING THE NEWS

15. WHEN YOU LISTEN TO SPORTS PROGRAMS ON THE RADIO, DO YOU USUALLY LISTEN BY YOURSELF, OR DO YOU LISTEN WITH OTHER PEOPLE?

- (1) Alone – *go to Q.17*
- (2) With others
- (3) Depends <volunteered>
- (9) DK/NA - *go to Q.17*

16. AND, WITH WHOM DO YOU USUALLY LISTEN? ...WHO ELSE?
(*Allow 8 responses*)

*** If 'BROTHER/SISTER/FRIENDS', probe for gender and age ***

*** If "PARENTS/GRANDPARENTS", probe:*

*WOULD THAT BE YOUR <GRAND>FATHER, <GRAND>MOTHER, OR BOTH? ***

****** FAMILY ******

- (01) Father
- (02) Mother
- (03) Both parents
- (04) Brother <12
- (05) Brother 12-17
- (06) Brother 18+
- (07) Sister <12
- (08) Sister 12-17
- (09) Sister 18+

- (10) Grandfather
- (11) Grandmother
- (12) Grandparents
- (13) Other relative <12
- (14) Other relative 12-17
- (15) Other relative 18+

*** FRIENDS/OTHERS ***

- (15) Male friends <12
- (16) Male friends 12-17
- (17) Male friends 18+
- (18) Female friends <12
- (19) Female friends 12-17
- (20) Female friends 18+
- (21) Friends <nonspecific>
- (22) Babysitter/caregiver
- (23) Other adult
- (99) DK/NA

17. AND IN WHICH OF THESE PLACES DO YOU LISTEN TO SPORTS ON THE RADIO... YOUR OWN HOME, SOMEONE ELSE'S HOME, IN A CAR, AT SCHOOL, OR SOME OTHER PLACE?
(*allow 5 responses*)

*** If 'OTHER', probe for location ***

- (1) Own home
- (2) Someone else's home
- (3) In a car
- (4) At school
- (5) Other **Record**
- (9) DK/NA

Newspapers/Books/Magazines

**** Skip to next section if no sports reading (Q.5C & 5D & 5E = 2-9)****

**** Use first intro if no sports on TV or radio (Q.5A & 5B = 2-9)****

18-I. (NOW, THINKING ABOUT WHEN YOU READ ABOUT SPORTS...)

(YOU TOLD ME EARLIER THAT SOMETIMES YOU READ ABOUT SPORTS...)

Newspapers

**** Skip to Q.19 if no sports newspaper reading (Q.5C = 2-9)****

18. ABOUT HOW OFTEN DO YOU READ THE SPORTS SECTION IN A NEWSPAPER... WOULD YOU SAY EVERY DAY, A COUPLE OF TIMES A WEEK, OR LESS THAN ONCE A WEEK?

- | | |
|---------------------------|---------------------------|
| (1) Every day | (4) Depends <volunteered> |
| (2) Couple times week | (9) DK/NA |
| (3) Less than once a week | |

Books

**** Skip to Q.21 if no sports book reading (Q.5D = 2-9)****

19. ABOUT HOW OFTEN DO YOU READ BOOKS ABOUT SPORTS... WOULD YOU SAY EVERY WEEK, A COUPLE OF TIMES A MONTH, OR LESS THAN ONCE A MONTH?

- | | |
|----------------------------|---------------------------|
| (1) Every week | (4) Depends <volunteered> |
| (2) Couple times a month | (9) DK/NA |
| (3) Less than once a month | |

20A. DO YOU EVER GET BOOKS ABOUT SPORTS FROM YOUR SCHOOL OR TOWN LIBRARY?

- | | |
|---------|-----------|
| (1) Yes | (2) No |
| | (9) DK/NA |

20B. AND, DO YOU EVER BORROW BOOKS ABOUT SPORTS FROM YOUR FRIENDS?

- | | |
|---------|-----------|
| (1) Yes | (2) No |
| | (9) DK/NA |

Magazines

**** Skip to Q.25 if no sports magazine reading (Q.5E = 2-9) ****

21. ABOUT HOW OFTEN DO YOU READ MAGAZINES ABOUT SPORTS... WOULD YOU SAY EVERY WEEK, A COUPLE OF TIMES A MONTH, OR LESS THAN ONCE A MONTH?

- | | |
|----------------------------|---------------------------|
| (1) Every week | (4) Depends <volunteered> |
| (2) Couple times a month | (9) DK/NA |
| (3) Less than once a month | |

Video games

**** Skip to next section if no sports video games (Q.5F = 2-9) ****

25. THINKING ABOUT WHEN YOU PLAY SPORTS VIDEO GAMES...

WHAT TYPES OF SPORTS DO YOU LIKE TO PLAY ON VIDEO GAMES? ...WHAT OTHERS?
...WHAT OTHERS?

(Continue probing until 'NO OTHERS'; allow 8 responses)

- (00) None/doesn't play video games! – *go to next section*
- (01) Auto/motorcycle racing
- (02) Baseball
- (03) Basketball-college
- (04) Basketball- NBA
- (05) Basketball-women's/WNBA
- (06) Boxing
- (07) Extreme sports/X-games/snowbd/skatebd
- (08) Football-college
- (09) Football- NFL
- (10) Golf
- (11) Gymnastics
- (12) Hockey-NHL
- (13) Ice skating
- (14) Olympics
- (15) Skiing
- (16) Soccer-MLS
- (17) Swimming/Diving
- (18) Tennis
- (19) Wrestling-professional
- (20) Other ***Record***
- (99) DK/NA

26A. DO YOU PLAY SPORTS VIDEO GAMES ON A VIDEO GAME SYSTEM, A COMPUTER, OR BOTH?

- (1) Video game system
- (2) Computer
- (3) Both
- (9) DK/NA

26B. ABOUT HOW OFTEN DO YOU PLAY SPORTS VIDEO GAMES... WOULD YOU SAY EVERY DAY, A COUPLE OF TIMES A WEEK, OR LESS THAN ONCE A WEEK?

- (1) Every day
- (2) Couple times week
- (3) Less than once a week
- (4) Depends <volunteered>
- (9) DK/NA

27. IN WHICH OF THESE WAYS DO YOU GET THE SPORTS VIDEO GAMES THAT YOU PLAY...

27A. DO YOU BUY THEM?

- (1) Yes
- (2) No
- (9) DK/NA

27B. DO YOU RENT THEM FROM A VIDEO STORE?

27C. DO YOU BORROW THEM FROM YOUR FRIENDS?

Internet

**** Skip to next section if no sports on Internet (Q.5G = 2-9) ****

28. AND WHEN YOU LOOK FOR SPORTS INFORMATION OR CONTENT ON THE INTERNET...

WHAT SPORTS DO YOU LOOK UP ON THE INTERNET, EITHER NOW OR AT OTHER TIMES OF THE YEAR? ...WHAT OTHERS? ...WHAT OTHERS?

(Continue probing until 'NO OTHERS'; allow 8 responses)

- (00) None/doesn't use Internet for sports! – *go to next section*
- (01) Auto/motorcycle racing
- (02) Baseball
- (03) Basketball-college
- (04) Basketball- NBA
- (05) Basketball-women's/WNBA
- (06) Boxing
- (07) Extreme sports/X-games/snowbd/skatebd
- (08) Football-college
- (09) Football- NFL
- (10) Golf
- (11) Gymnastics
- (12) Hockey-NHL
- (13) Ice skating
- (14) Olympics
- (15) Skiing
- (16) Soccer-MLS
- (17) Swimming/Diving
- (18) Tennis
- (19) Wrestling-professional
- (20) Other ***Record***
- (99) DK/NA

29. ABOUT HOW OFTEN DO YOU GO TO A SPORTS SITE ON THE INTERNET... WOULD YOU SAY EVERY DAY, A COUPLE OF TIMES A WEEK, OR LESS THAN ONCE A WEEK?

- (1) Every day
- (2) Couple times week
- (3) Less than once a week
- (4) Depends <volunteered>
- (9) DK/NA

30. AND WHEN YOU GO TO SPORTS SITES ON THE INTERNET, DO YOU VISIT...
(rotate Q.30A-D)

30A. WEB SITES ABOUT PROFESSIONAL SPORTS

(WHEN YOU ARE LOOKING UP SPORTS ON THE INTERNET, DO YOU VISIT...)

- (1) Yes
- (2) No
- (9) DK/NA

30B. WEB SITES ABOUT HIGH SCHOOL, COLLEGE, OR OLYMPIC SPORTS

30C. CHAT ROOMS OR BULLETIN BOARDS ABOUT ANY TYPE OF SPORT

30D. SITES THAT FEATURE GAMES OR OTHER INTERACTIVE CONTENT

31. AND FROM WHERE DO YOU USUALLY GO ON-LINE FOR SPORTS... YOUR HOME, YOUR SCHOOL, A LIBRARY, OR A FRIEND OR RELATIVE'S HOME? ... WHERE ELSE?
(allow 5 responses)

- (1) Home
(2) School
(3) Library
(4) Friend/relative's home
(5) Other *Record*
(9) DK/NA

Movies

**** Skip to Q.33-I if no sports movies (Q.5H =1 or Q.8F=1) ****

32. EARLIER, YOU MENTIONED THAT YOU HAVE WATCHED MOVIES ABOUT SPORTS OR THAT INVOLVE SPORTS. COULD YOU PLEASE TELL ME THE NAMES OF SOME OF THE SPORTS MOVIES YOU'VE WATCHED? ...WHAT OTHERS? ...WHAT OTHERS? (Continue probing until 'NO OTHERS')

**** Record open-end ****

Children's Environment

- 33-I. WE'RE ALMOST FINISHED... I HAVE JUST A COUPLE MORE QUESTIONS...

33. WHICH, IF ANY, OF THE FOLLOWING DO YOU HAVE, OR USE IN YOUR ROOM...
(skip item if don't have in household up front)

33A. A RADIO?

(DO YOU HAVE A RADIO IN YOUR ROOM?)

- (1) Yes
(2) No
(9) DK/NA

33B. A TV SET?

33C. A VIDEO GAME SYSTEM?

33D. A COMPUTER?

**** Skip if no TV in room (Q.33B = 1) ****

**** Skip if no cable-plus reception in HH (Q.D=1 or 9 only) ****

34. ARE YOU ABLE TO GET CABLE CHANNELS ON THE TV IN YOUR ROOM?

- (1) Yes
(2) No
(9) DK/NA

Adult Interview

(numbered to correspond with children's section)

AA. FOR THE PURPOSES OF THIS STUDY, IT WOULD BE HELPFUL TO USE THE NAME OF THE "Randomly-Selected" CHILD BETWEEN THE AGES OF 8 AND 17. WOULD YOU MIND TELLING ME HIS/HER NAME?

*** If unwilling: I UNDERSTAND. Continue ***

*** Record child's name. If name not provided, enter 'THE CHILD.' ***

AB. AND, IS "Child" IN THE ROOM WITH YOU OR NEARBY SO THAT YOU CAN ASK HIM/HER ABOUT ANY OF HIS/HER ACTIVITIES OF WHICH YOU ARE UNCERTAIN?

*** If 'NO,' ask: WOULD YOU BE WILLING TO ASK "Child" TO COME IN THE ROOM WITH YOU? ***

*** If child out of home, continue with adult. ***

*** If adult unwilling to call child to room, continue with adult. ***

(1) Yes <in room/called to room>

(2) No <not in room/not called to room>

(9) DK/NA

AC. (THANK YOU.) AND COULD YOU TELL ME PLEASE, WHAT IS YOUR RELATIONSHIP TO "Child"?

(1) Mother

(2) Father

(3) Other family member

(4) Care provider

(5) Other

(9) Refused/DK/NA

Use of Sports Media

A-2A. FIRST, I'D LIKE TO TALK ABOUT WHAT SPORTS "Child" LIKES TO PLAY DURING THE YEAR.

THINKING ABOUT NOW OR AT OTHER TIMES OF THE YEAR... WHAT SPORTS DOES "Child" LIKE TO PLAY? ...WHAT OTHERS? PLEASE THINK OF ALL SPORTS HE/SHE PLAYS DURING THE YEAR.

(Continue probing until 'NO OTHERS'; allow 8 responses)

(00) None/doesn't play! – *go to Q.A-3*

- | | |
|-----------------------------|--|
| (01) Baseball/little league | (16) Olympics |
| (02) Basketball | (17) Rowing |
| (03) Bodybuilding | (18) Skateboarding |
| (04) Bowling | (19) Skiing |
| (05) Boxing | (20) Snowboarding |
| (06) Cheerleading | (21) Soccer |
| (07) Cycling | (22) Softball |
| (08) Football | (23) Surfing |
| (09) Golf | (24) Swimming/Diving |
| (10) Gymnastics | (25) Tennis |
| (11) Hockey – ice/in-line | (26) Track & Field/Running |
| (12) Horse riding | (27) Volleyball – indoor/outdoor |
| (13) Hunting/fishing | (28) Wrestling |
| (14) Ice skating | (29) Other * Record * |
| (15) Judo/karate | (30) Dislikes all sports! – <i>go to Q.A-3</i> |
| | (99) DK/NA – <i>go to QA-5</i> |

**** Ask Q.A-3 only if did not name any sport or dislikes all sports in Q.A-2A ****

A-3. DOES "Child" EVER WATCH, LISTEN TO, OR READ ABOUT SPORTS?

- (1) Yes - *ask Q.A-5* (2) No |
(9) DK/NA | - *go to Q.A-33-I*

**** Ask Q.A-4 if named any sport (Q.A-2 = 01 to 29) ****

A-4. HAS "Child" PLAYED IN ANY OF THESE SPORTS IN LEAGUES THAT ARE ORGANIZED BY SCHOOL, YOUR TOWN, OR BY A CLUB IN THE PAST YEAR?

- (1) Yes (2) No
(9) DK/NA

A-5. THERE ARE A NUMBER OF WAYS PEOPLE CAN WATCH, LISTEN OR READ ABOUT SPORTS. PLEASE TELL ME WHICH, IF ANY, OF THE FOLLOWING WAYS "Child" USES. FIRST...
(Rotate Q.A-5A-H)

A-5A. TELEVISION... DOES THE CHILD EVER WATCH SPORTS PROGRAMS ON TELEVISION?

- (1) Yes (2) No
(9) DK/NA

A-5B. RADIO... DOES THE CHILD EVER LISTEN TO SPORTS PROGRAMS ON RADIO?

A-5C. NEWSPAPERS... DOES THE CHILD EVER READ ABOUT SPORTS IN THE NEWSPAPER?

A-5D. BOOKS... DOES THE CHILD EVER READ BOOKS ABOUT SPORTS?

A-5E. MAGAZINES... DOES THE CHILD EVER READ MAGAZINES ABOUT SPORTS?

A-5F. VIDEO GAMES... DOES THE CHILD EVER PLAY VIDEO GAMES THAT INVOLVE SPORTS?

A-5G. THE INTERNET OR WORLD WIDE WEB... DOES THE CHILD EVER USE THE INTERNET OR WORLD WIDE WEB TO GO TO SITES THAT ARE ABOUT OR INCLUDE SPORTS?

A-5H. MOVIES... DOES THE CHILD EVER WATCH MOVIES THAT ARE ABOUT, OR INCLUDE, SPORTS OR ATHLETES?

**** Ask Q.A-5I if uses two or more media (Q.A-5A-H) ****

A-5I. OF THE WAYS "Child" SEES OR HEARS ABOUT SPORTS... TELEVISION... RADIO... NEWSPAPERS... BOOKS... MAGAZINES... VIDEO GAMES... THE INTERNET... MOVIES... WHICH ONE OF THESE WAYS DOES "Child" SPEND THE MOST TIME USING FOR SPORTS?
(exclude those ways not 'YES' in Q.A-5A-H)

- (1) Television (5) Magazines
(2) Radio (6) Video games
(3) Newspapers (7) Internet
(4) Books (8) Movies (9) DK/NA

*NOW, I'D LIKE TO ASK YOU SOME MORE
ABOUT THESE WAYS "Child" SEES OR HEARS
ABOUT SPORTS...*

Television Viewing

**** Skip to next section if no sports viewing on TV (Q.A-5A = 2 or 9) ****

A-6. THINKING ABOUT SPORTS ON TV, I'D LIKE TO TALK ABOUT WHAT SPORTS "Child" LIKES TO WATCH ON TELEVISION.

I'M GOING TO READ YOU A LIST OF SPORTS THAT ARE SHOWN ON TV EITHER NOW OR AT OTHER TIMES DURING THE YEAR. PLEASE TELL ME IF "Child" WATCHES EACH SPORT. FIRST... (*rotate Q.A-6A-S*)

A-6A. AUTO OR MOTORCYCLE RACING

- | | |
|---------|-----------|
| (1) Yes | (2) No |
| | (9) DK/NA |

A-6B. MAJOR LEAGUE OR MINOR LEAGUE BASEBALL

A-6C. MEN'S COLLEGE BASKETBALL

A-6D. NBA BASKETBALL

A-6E. WOMEN'S BASKETBALL, EITHER COLLEGE OR THE WNBA

A-6F. EXTREME SPORTS, SUCH AS SKATEBOARDING, SNOWBOARDING, OR THE X-GAMES

A-6G. COLLEGE FOOTBALL

A-6H. NFL FOOTBALL

A-6I. GOLF

A-6J. GYMNASTICS

A-6K. NHL HOCKEY

A-6L. ICE SKATING

A-6M. THE OLYMPICS

A-6N. SKIING

A-6O. SOCCER

A-6P. SWIMMING OR DIVING

A-6Q. TENNIS

A-6R. BOXING

A-6S. PROFESSIONAL WRESTLING

A-6T. WHAT OTHER SPORTS DOES THE CHILD ENJOY WATCHING ON TV, EITHER NOW OR AT OTHER TIMES OF THE YEAR? ...WHAT OTHERS? ...WHAT OTHERS?

**** Continue probing until 'NO OTHERS' ****

**** Record open-end ****

A-6U. WHICH THREE OF THOSE SPORTS WOULD YOU SAY “Child” SPENDS THE MOST TIME WATCHING ON TV, EITHER NOW OR AT OTHER TIMES OF THE YEAR? (*allow 3 responses*)

*** Interviewer: prompt for three responses ***

- | | |
|--|-----------------------------|
| (01) Auto/motorcycle racing | (13) Ice skating |
| (02) Baseball | (14) Olympics |
| (03) Basketball-college | (15) Skiing |
| (04) Basketball- NBA | (16) Soccer-MLS |
| (05) Basketball-women’s/WNBA | (17) Swimming/Diving |
| (06) Boxing | (18) Tennis |
| (07) Extreme sports/X-games/snowbd/skatebd | |
| (08) Football-college | (19) Wrestling-professional |
| (09) Football- NFL | (20) Other <i>*Record*</i> |
| (10) Golf | |
| (11) Gymnastics | (99) DK/NA |
| (12) Hockey-NHL | |

A-7. ABOUT HOW OFTEN DOES “Child” WATCH SPORTS ON TV... WOULD YOU SAY EVERY DAY, A COUPLE OF TIMES A WEEK, OR LESS THAN ONCE A WEEK?

- | | |
|---------------------------|---------------------------|
| (1) Every day | |
| (2) Couple times week | (4) Depends <volunteered> |
| (3) Less than once a week | (9) DK/NA |

A-8. AND WHICH, IF ANY, OF THE FOLLOWING TYPES OF SPORTS PROGRAMS DOES THE CHILD USUALLY WATCH ON TELEVISION? FIRST... (*rotate Q.A-8A-E*)

A-8A. GAMES, RACES, OR OTHER SPORTS EVENTS?

(DOES THE CHILD USUALLY WATCH GAMES, RACES, OR OTHER SPORTS EVENTS?)

- | | |
|---------|-----------|
| (1) Yes | (2) No |
| | (9) DK/NA |

A-8B. SPORTS HIGHLIGHTS ON YOUR LOCAL TV NEWS OR ON A CABLE CHANNEL SUCH AS ESPN?

A-8C. WEEKLY PROGRAMS THAT SHOW HIGHLIGHTS AND PROFILE PLAYERS IN A PARTICULAR SPORT?

A-8D. COVERAGE OF HIGH SCHOOL SPORTS OR TOWN LEAGUES ON A LOCAL CABLE CHANNEL?

A-8E. VIDEOTAPES OF MOVIES ABOUT SPORTS?

A-9. WHEN "Child" WATCHES SPORTS PROGRAMS, DOES HE/SHE USUALLY WATCH BY HIS/HER SELF, OR DOES HE/SHE WATCH WITH OTHER PEOPLE?

- (1) Alone – *go to Q.A-11*
- (2) With others
- (3) Depends <volunteered>
- (9) DK/NA – *go to Q.A-11*

A-10. AND, WITH WHOM DOES THE CHILD USUALLY WATCH? ...WHO ELSE?
(Allow 8 responses)

*** If 'BROTHER/SISTER/FRIENDS', probe for gender and age ***

*** If "PARENTS/GRANDPARENTS", probe:*

*WOULD THAT BE YOUR <GRAND>FATHER, <GRAND>MOTHER, OR BOTH? ***

***** FAMILY *****

- (01) Father
- (02) Mother
- (03) Both parents
- (04) Brother <12
- (05) Brother 12-17
- (06) Brother 18+
- (07) Sister <12
- (08) Sister 12-17
- (09) Sister 18+
- (10) Grandfather
- (11) Grandmother
- (12) Grandparents
- (13) Other relative <12
- (14) Other relative 12-17
- (15) Other relative 18+

** FRIENDS/OTHERS **

- (16) Male friends <12
- (17) Male friends 12-17
- (18) Male friends 18+
- (19) Female friends <12
- (20) Female friends 12-17
- (21) Female friends 18+
- (22) Friends <nonspecific>
- (23) Babysitter/caregiver
- (24) Other adult
- (99) DK/NA

A-11. AND IN WHICH OF THESE PLACES DOES "Child" WATCH SPORTS PROGRAMS... THEIR OWN HOME, SOMEONE ELSE'S HOME, OR SOME OTHER PLACE? (Allow 3 responses)

*** If 'OTHER', probe for location ***

- (1) Own home
- (2) Someone else's home
- (3) Other **Record**
- (9) DK/NA

Radio Listening

**** Skip to next section if no sports listening on radio (Q.A-5B = 2-9) ****

A-12. NOW, A COUPLE OF QUESTIONS ABOUT THE CHILD'S LISTENING TO SPORTS ON RADIO...

WHAT SPORTS DOES "Child" LIKE TO LISTEN TO ON THE RADIO, EITHER NOW OR AT OTHER TIMES DURING THE YEAR? ...WHAT OTHERS? ...WHAT OTHERS?
(Continue probing until 'NO OTHERS'; allow 8 responses)

- (00) None/doesn't listen to sports! – go to next section
- (01) Auto/motorcycle racing
- (02) Baseball
- (03) Basketball-college
- (04) Basketball- NBA
- (05) Basketball-women's/WNBA
- (06) Boxing
- (07) Extreme sports/X-games/snowbd/skatebd
- (08) Football-college
- (09) Football- NFL
- (10) Golf
- (11) Gymnastics
- (12) Hockey-NHL
- (13) Ice skating
- (14) Olympics
- (15) Skiing
- (16) Soccer-MLS
- (17) Swimming/Diving
- (18) Tennis
- (19) Wrestling-professional
- (20) Other ***Record***
- (99) DK/NA

A-13. ABOUT HOW OFTEN DOES "Child" LISTEN TO SPORTS ON RADIO... WOULD YOU SAY EVERY DAY, A COUPLE OF TIMES A WEEK, OR LESS THAN ONCE A WEEK?

- (1) Every day
- (2) Couple times week
- (3) Less than once a week
- (4) Depends <volunteered>
- (9) DK/NA

A-14. AND WHICH OF THESE TYPES OF SPORTS PROGRAMS DOES THE CHILD USUALLY LISTEN TO ON THE RADIO? FIRST... (rotate Q.A-14A-C)

A-14A. GAMES, RACES, OR OTHER SPORTS EVENTS

(DOES THE CHILD USUALLY LISTEN TO GAMES, RACES, OR OTHER SPORTS EVENTS?)

- (1) Yes
- (2) No
- (9) DK/NA

A-14B. SPORTS TALK RADIO SHOWS

A-14C. SPORTS REPORTS DURING THE NEWS

A-15. WHEN "Child" LISTENS TO SPORTS PROGRAMS ON THE RADIO, DOES HE/SHE USUALLY LISTEN BY HIS/HER SELF, OR DOES THE CHILD LISTEN WITH OTHER PEOPLE?

- (1) Alone – go to *Q.A-17*
- (2) With others
- (3) Depends <volunteered>
- (9) DK/NA – go to *Q.A-17*

A-16. AND, WITH WHOM DOES "Child" USUALLY LISTEN? ...WHO ELSE?
(Allow 8 responses)

*** If 'BROTHER/SISTER/FRIENDS', probe for gender and age ***

*** If "PARENTS/GRANDPARENTS", probe:*

*WOULD THAT BE YOUR <GRAND>FATHER, <GRAND>MOTHER, OR BOTH? ***

***** FAMILY *****

- (01) Father
- (02) Mother
- (03) Both parents
- (04) Brother <12
- (05) Brother 12-17
- (06) Brother 18+
- (07) Sister <12
- (08) Sister 12-17
- (09) Sister 18+
- (10) Grandfather
- (11) Grandmother
- (12) Grandparents
- (13) Other relative <12
- (14) Other relative 12-17
- (15) Other relative 18+

** FRIENDS/OTHERS **

- (15) Male friends <12
- (16) Male friends 12-17
- (17) Male friends 18+
- (18) Female friends <12
- (19) Female friends 12-17
- (20) Female friends 18+
- (21) Friends <nonspecific>
- (22) Babysitter/caregiver
- (23) Other adult
- (99) DK/NA

A-17. AND IN WHICH OF THESE PLACES DOES HE/SHE LISTEN TO SPORTS ON THE RADIO... HIS/HER OWN HOME, SOMEONE ELSE'S HOME, IN A CAR, AT SCHOOL, OR SOME OTHER PLACE? (Allow 5 responses)

*** If 'OTHER', probe for location ***

- (1) Own home
- (2) Someone else's home
- (3) In a car
- (4) At school
- (5) Other **Record**
- (9) DK/NA

Newspapers/Books/Magazines

**** Skip to next section if no sports reading (Q.A-5C & A-5D & A-5E = 2-9)****

**** Use first intro if no sports on TV or radio (Q.A-5A & A-5B = 2-9)****

A-18-I. (NOW, THINKING ABOUT WHEN "Child" READS ABOUT SPORTS...)

(YOU TOLD ME EARLIER THAT SOMETIMES "Child" READS ABOUT SPORTS...)

**** Skip to Q.A-19 if no sports newspaper reading (Q.A-5C = 2-9)****

A-18. ABOUT HOW OFTEN DOES "Child" READ THE SPORTS SECTION IN A NEWSPAPER... WOULD YOU SAY EVERY DAY, A COUPLE OF TIMES A WEEK, OR LESS THAN ONCE A WEEK?

- | | |
|---------------------------|---------------------------|
| (1) Every day | |
| (2) Couple times week | (4) Depends <volunteered> |
| (3) Less than once a week | (9) DK/NA |

Books

**** Skip to Q.A-21 if no sports book reading (Q.A-5D = 2-9)****

A-19. ABOUT HOW OFTEN DOES THE CHILD READ BOOKS ABOUT SPORTS... WOULD YOU SAY EVERY WEEK, A COUPLE OF TIMES A MONTH, OR LESS THAN ONCE A MONTH?

- | | |
|----------------------------|---------------------------|
| (1) Every week | |
| (2) Couple times a month | (4) Depends <volunteered> |
| (3) Less than once a month | (9) DK/NA |

A-20A. DOES "Child" EVER BORROW BOOKS ABOUT SPORTS FROM HIS/HER SCHOOL OR TOWN LIBRARY?

- | | |
|---------|-----------|
| (1) Yes | (2) No |
| | (9) DK/NA |

A-20B. AND, DOES "Child" EVER BORROW BOOKS ABOUT SPORTS FROM HIS/HER FRIENDS?

- | | |
|---------|-----------|
| (1) Yes | (2) No |
| | (9) DK/NA |

Magazines

**** Skip to Q.A-25 if no sports magazine reading (Q.A-5E = 2-9) ****

A-21. ABOUT HOW OFTEN DOES HE/SHE READ MAGAZINES ABOUT SPORTS... WOULD YOU SAY EVERY WEEK, A COUPLE OF TIMES A MONTH, OR LESS THAN ONCE A MONTH?

- | | |
|----------------------------|---------------------------|
| (1) Every week | |
| (2) Couple times a month | (4) Depends <volunteered> |
| (3) Less than once a month | (9) DK/NA |

A-22. DOES THE CHILD, HIM/HER SELF, HAVE A SUBSCRIPTION TO ANY SPORTS MAGAZINES?

- (1) Yes
- (2) No
- (9) DK/NA

A-23. WHAT SPORTS MAGAZINES DOES "Child" USUALLY READ? (*allow 8 responses*)

*** If 'Sports Illustrated', probe if regular SI or SI for Kids ***

- (01) Baseball Digest
- (02) Basketball Digest
- (03) Black Belt
- (04) ESPN Magazine
- (05) Golf
- (06) Inside Sports
- (07) Inside Stuff
- (08) Muscle and Fitness
- (09) Powder
- (10) Runner's World
- (11) Ski/Skiing
- (12) Snowboarder
- (13) Soccer America
- (14) Soccer Jr.
- (15) Sport
- (16) Sporting News
- (17) Sports Illustrated
- (18) Sports Illustrated for Kids
- (19) Thrasher
- (20) Other * **Record** *
- (99) DK/NA

A-24A. DOES "Child" EVER BORROW MAGAZINES ABOUT SPORTS FROM HIS/HER SCHOOL OR TOWN LIBRARY?

- (1) Yes
- (2) No
- (9) DK/NA

A-24B. AND, DOES THE CHILD EVER BORROW MAGAZINES ABOUT SPORTS FROM HIS/HER FRIENDS?

- (1) Yes
- (2) No
- (9) DK/NA

Video games

**** Skip to next section if no sports video games (Q.A-5F = 2-9) ****

A-25A. THINKING ABOUT WHEN THE CHILD PLAYS SPORTS VIDEO GAMES...

WHAT TYPES OF SPORTS DOES "Child" LIKE TO PLAY ON VIDEO GAMES? ...WHAT OTHERS? ...WHAT OTHERS?

(Continue probing until 'NO OTHERS'; allow 8 responses)

- (00) None/doesn't play video games! – *go to next section*
- (01) Auto/motorcycle racing
- (02) Baseball
- (03) Basketball-college
- (04) Basketball- NBA
- (05) Basketball-women's/WNBA
- (06) Boxing
- (07) Extreme sports/X-games/snowbd/skatebd
- (08) Football-college
- (09) Football- NFL
- (10) Golf
- (11) Gymnastics
- (12) Hockey-NHL
- (13) Ice skating
- (14) Olympics
- (15) Skiing
- (16) Soccer-MLS
- (17) Swimming/Diving
- (18) Tennis
- (19) Wrestling-professional
- (20) Other ***Record***
- (99) DK/NA

A-26A DOES HE/SHE PLAY SPORTS VIDEO GAMES ON A VIDEO GAME SYSTEM, A COMPUTER, OR BOTH?

- (1) Video game system
- (2) Computer
- (3) Both
- (9) DK/NA

A-26B. ABOUT HOW OFTEN DOES "Child" PLAY SPORTS VIDEO GAMES... WOULD YOU SAY EVERY DAY, A COUPLE OF TIMES A WEEK, OR LESS THAN ONCE A WEEK?

- (1) Every day
- (2) Couple times week
- (3) Less than once a week
- (4) Depends <volunteered>
- (9) DK/NA

A-27. IN WHICH OF THESE WAYS DOES "Child" GET THE SPORTS VIDEO GAMES THAT HE/SHE PLAYS...

A-27A. DOES HE/SHE BUY THEM?

- (1) Yes
- (2) No
- (9) DK/NA

A-27B. DOES HE/SHE RENT THEM FROM A VIDEO STORE?

A-27C. DOES HE/SHE BORROW THEM FROM HIS/HER FRIENDS?

Internet

**** Skip to next section if no sports on Internet (Q.A-5G = 2-9)****

A-28. AND WHEN "Child" LOOKS FOR SPORTS INFORMATION OR CONTENT ON THE INTERNET...

WHAT SPORTS DOES THE CHILD LOOK UP ON THE INTERNET, EITHER NOW OR AT OTHER TIMES OF THE YEAR? ...WHAT OTHERS? ...WHAT OTHERS?

(Continue probing until 'NO OTHERS'; allow 8 responses)

- (00) None/doesn't use Internet for sports! – *go to next section*
- (01) Auto/motorcycle racing
- (02) Baseball
- (03) Basketball-college
- (04) Basketball- NBA
- (05) Basketball-women's/WNBA
- (06) Boxing
- (07) Extreme sports/X-games/snowbd/skatebd
- (08) Football-college
- (09) Football- NFL
- (10) Golf
- (11) Gymnastics
- (12) Hockey-NHL
- (13) Ice skating
- (14) Olympics
- (15) Skiing
- (16) Soccer-MLS
- (17) Swimming/Diving
- (18) Tennis
- (19) Wrestling-professional
- (20) Other **Record**
- (99) DK/NA

A-29 ABOUT HOW OFTEN DOES THE CHILD GO TO A SPORTS SITE ON THE INTERNET... WOULD YOU SAY EVERY DAY, A COUPLE OF TIMES A WEEK, OR LESS THAN ONCE A WEEK?

- (1) Every day
- (2) Couple times week
- (3) Less than once a week
- (4) Depends <volunteered>
- (9) DK/NA

A-30. AND WHEN THE CHILD GOES TO SPORTS SITES ON THE INTERNET, DOES HE/SHE VISIT...
(rotate Q.A-30A-D)

A-30A. WEB SITES ABOUT PROFESSIONAL SPORTS

(WHEN THE CHILD LOOKS UP SPORTS ON THE INTERNET, DOES HE/SHE USUALLY VISIT...)

- (1) Yes
- (2) No
- (9) DK/NA

A-30B. WEB SITES ABOUT HIGH SCHOOL, COLLEGE, OR OLYMPIC SPORTS

A-30C. CHAT ROOMS OR BULLETIN BOARDS ABOUT ANY TYPE OF SPORT

A-30D. SITES THAT FEATURE GAMES OR OTHER INTERACTIVE CONTENT

A-31. AND FROM WHERE DOES THE CHILD USUALLY GO ON-LINE FOR SPORTS, ...HIS/HER HOME, A SCHOOL, A LIBRARY, OR A FRIEND OR RELATIVE'S HOME? ... WHERE ELSE?
(allow 5 responses)

- (1) Home
- (2) School
- (3) Library
- (4) Friend/relative's home
- (5) Other **Record**
- (9) DK/NA

Movies

**** Skip to Q.A-33-I if no sports movies (Q.5H =1 or Q.8F=1) ****

A-32. EARLIER, YOU MENTIONED THAT "Child" HAS WATCHED MOVIES ABOUT SPORTS OR THAT INVOLVE SPORTS. COULD YOU PLEASE TELL ME THE NAMES OF SOME OF THE SPORTS MOVIES "Child" HAS WATCHED? ...WHAT OTHERS? ...WHAT OTHERS? *(Continue probing until 'NO OTHERS')*

*** Record open-end ***

Children's Environment

A-33-I. WE'RE ALMOST FINISHED... I HAVE JUST A COUPLE MORE QUESTIONS...

A-33. WHICH, IF ANY, OF THE FOLLOWING DOES "Child" HAVE, OR USE IN HIS/HER ROOM... *(skip item if don't have in household up front)*

A-33A. A RADIO?

(DOES THE CHILD HAVE A RADIO IN HIS/HER ROOM?)

- (1) Yes
- (2) No
- (9) DK/NA

A-33B. A TV SET?

A-33C. A VIDEO GAME SYSTEM?

A-33D. A COMPUTER?

**** Skip if no TV in room (Q.A-33B = 1) ****

**** Skip if no cable-plus reception in HH (Q.D=1 or 9 only) ****

A-34. ARE YOU ABLE TO GET CABLE CHANNELS ON THE TV IN THE CHILD'S ROOM?

- (1) Yes
- (2) No
- (9) DK/NA

**** Skip if no PC in room (Q.A-33D 1 1) ****

A-35. AND, ARE YOU ABLE TO GO ON THE INTERNET WITH THE COMPUTER IN THE CHILD'S ROOM?

- (1) Yes (2) No
(9) DK/NA

A-36. FINALLY, LET ME ASK YOU A QUESTION ABOUT SCHOOL... I'M GOING TO READ THREE SENTENCES. PLEASE TELL ME WHICH ONE YOU THINK BEST DESCRIBES "Child".

HE/SHE ENJOYS GOING TO SCHOOL MOST OF THE TIME...

HE/SHE ENJOYS GOING TO SCHOOL SOME OF THE TIME...

HE/SHE DOESN'T ENJOY GOING TO SCHOOL AT ALL.

- (1) Enjoys most of the time (4) Depends <volunteered>
(2) Enjoys some of the time (9) DK/NA
(3) Doesn't enjoy at all

End of Adult Interview – go to concluding script



**** All Interviews: ****

Z. Interviewer record whether interview was conducted in English or Spanish.

- (1) English (2) Spanish

Concluding scripts

No kids script:

THANK YOU VERY MUCH FOR TALKING WITH US TODAY. FOR THE PURPOSE OF THIS STUDY WE NEED TO SPEAK WITH HOMES THAT HAVE CHILDREN.

No kids 6 to 11 script:

THANK YOU VERY MUCH FOR TALKING WITH US TODAY. FOR THE PURPOSE OF THIS STUDY WE NEED TO SPEAK WITH HOMES THAT HAVE CHILDREN 8 TO 17 YEARS OF AGE.

Children 8 to 17:

"Name", THANK YOU VERY MUCH FOR TALKING WITH ME TODAY. YOU WERE A BIG HELP.

Adults of children 8 to 17: THANK YOU VERY MUCH FOR TALKING WITH US TODAY.

