

# NATIONAL SURVEY ABOUT FAMOUS ATHLETES AS ROLE MODELS

## Kaiser Family Foundation

-- Final Child Topline Results --

N= 1,500 10-17 year-olds (771 boys/729 girls)

Margin of error: plus or minus 3 percentage points

Square root of design effect: 1.27

Field period: June 24 – August 24, 1999

Field work conducted by: Princeton Survey Research Associates

**NOTE: Some results will not add to 100% because of rounding.**

Unless otherwise indicated, tables reflect the following bases:

Total Kids:	n=1500
Girls 10-12:	n=237
Girls 13-17	n=492
Boys 10-12	n=275
Boys 13-17	n=496

1. I'm going to read you a list of different groups of people. As I read each one, tell me if these are people you look up to or want to be like. What about...

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
a. Your parents			
Total	92	7	1
Girls 10-12	95	4	1
Girls 13-17	91	9	* <sup>1</sup>
Boys 10-12	95	3	2
Boys 13-17	90	9	2
b. Your teachers			
Total	72	27	1
Girls 10-12	79	20	1
Girls 13-17	77	22	1
Boys 10-12	68	29	3
Boys 13-17	64	35	1
c. Your friends			
Total	67	30	3
Girls 10-12	75	22	3
Girls 13-17	70	28	2
Boys 10-12	65	29	6
Boys 13-17	61	37	2
d. TV or movie stars			
Total	56	43	1
Girls 10-12	67	32	1
Girls 13-17	53	45	2
Boys 10-12	56	42	2
Boys 13-17	53	47	1
e. Rock or rap stars			
Total	32	67	*
Girls 10-12	33	67	*
Girls 13-17	31	69	*
Boys 10-12	27	72	1
Boys 13-17	37	62	1
f. Famous athletes			
Total	73	26	1
Girls 10-12	72	26	2
Girls 13-17	66	33	1
Boys 10-12	86	14	*
Boys 13-17	73	27	0

<sup>1</sup> An asterisk indicates values of less than .5%.

2. Kids your age have different interests. How important in your own life is... ?

	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not too Important</u>	<u>Not at all Important</u>	<u>Don't Know</u>
a. Playing or participating in sports					
Total	40	38	15	7	1
Girls 10-12	32	46	14	6	3
Girls 13-17	39	35	17	9	0
Boys 10-12	44	37	14	4	*
Boys 13-17	42	36	14	8	0
b. Following sports as a fan					
Total	19	44	27	9	1
Girls 10-12	19	43	31	6	2
Girls 13-17	16	43	30	11	0
Boys 10-12	22	46	23	8	1
Boys 13-17	21	44	24	11	*

PART/FAN. Fan/Participant orientation...

	<u>Total</u>	<u>Girls 10-12</u>	<u>Girls 13-17</u>	<u>Boys 10-12</u>	<u>Boys 13-17</u>
Participation-oriented	42	39	45	42	41
Fan-oriented	13	14	14	12	12
Both equally	31	33	25	35	32
Neither	14	14	16	11	14

3. Next, we'd like to know if you do certain things to follow sports or not. Do you...? Do you do this often OR once in a while?

	<u>Yes, Often</u>	<u>Yes, Once in a While</u>	<u>No, Never</u>	<u>Don't Know</u>
a. Watch TV sports news and highlights shows, like ESPN's SportsCenter or CNN's Sports Tonight				
Total	31	37	32	*
Girls 10-12	14	42	44	1
Girls 13-17	19	42	39	*
Boys 10-12	34	42	24	0
Boys 13-17	49	27	24	0
b. Watch sports news that is part of a regular TV news or cable news show				
Total	25	32	42	*
Girls 10-12	19	40	40	1
Girls 13-17	25	29	46	0
Boys 10-12	25	31	43	1
Boys 13-17	30	31	39	0
c. Read or look at the sports section of a newspaper				
Total	24	34	42	*
Girls 10-12	11	40	48	1
Girls 13-17	20	34	46	0
Boys 10-12	21	38	41	0
Boys 13-17	37	30	34	0
d. Read or look at sports magazines like <i>Sports Illustrated</i> or <i>ESPN magazine</i>				
Total	22	35	43	0
Girls 10-12	16	36	48	0
Girls 13-17	13	31	56	0
Boys 10-12	26	47	27	0
Boys 13-17	31	32	36	0
e. Watch live sports on TV				
Total	46	39	15	0
Girls 10-12	29	51	20	0
Girls 13-17	37	43	20	0
Boys 10-12	56	35	10	0
Boys 13-17	57	34	10	0

	<u>Yes, Often</u>	<u>Yes, Once in a While</u>	<u>No, Never</u>	<u>Don't Know</u>
f. Use the Internet to get sports news or information				
Total	8	21	71	*
Girls 10-12	4	20	76	*
Girls 13-17	7	19	74	0
Boys 10-12	7	17	76	0
Boys 13-17	12	27	61	0
g. Play SPORTS-RELATED computer or video games				
Total	28	34	38	0
Girls 10-12	19	37	44	0
Girls 13-17	14	27	60	0
Boys 10-12	37	42	21	0
Boys 13-17	42	35	23	0

4. Now I'd like to ask you some questions about famous athletes—that is, the most well-known athletes who play professional, college or Olympic sports. As I read you some different words and phrases, please tell me if you think each describes MOST famous athletes. What about.... Does this describe most famous athletes, or not?

		<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
a.	Smart			
	Total	75	21	4
	Girls 10-12	85	13	2
	Girls 13-17	71	22	7
	Boys 10-12	80	16	4
	Boys 13-17	70	27	3
b.	Into money			
	Total	66	31	3
	Girls 10-12	53	45	2
	Girls 13-17	69	29	2
	Boys 10-12	55	40	6
	Boys 13-17	77	21	2
c.	Cocky or arrogant			
	Total	40	55	5
	Girls 10-12	27	63	10
	Girls 13-17	43	52	5
	Boys 10-12	32	61	7
	Boys 13-17	50	48	2
d.	Out of control or wild			
	Total	26	71	2
	Girls 10-12	25	73	2
	Girls 13-17	27	69	4
	Boys 10-12	22	74	4
	Boys 13-17	29	70	*
e.	Flashy or a show-off			
	Total	50	48	2
	Girls 10-12	32	67	2
	Girls 13-17	53	45	2
	Boys 10-12	46	52	3
	Boys 13-17	60	39	1

		<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
f.	Well-liked or popular			
	Total	89	10	1
	Girls 10-12	88	10	2
	Girls 13-17	92	7	1
	Boys 10-12	84	15	1
	Boys 13-17	90	9	1
g.	Good sports or team-players			
	Total	89	8	2
	Girls 10-12	93	3	4
	Girls 13-17	89	9	1
	Boys 10-12	91	5	4
	Boys 13-17	86	12	2
h.	Dedicated and determined			
	Total	92	6	2
	Girls 10-12	90	8	3
	Girls 13-17	95	4	1
	Boys 10-12	90	6	4
	Boys 13-17	91	8	*

5. Thinking about professional, college or Olympic sports, who is your favorite athlete?

	<u>Total</u>	<u>Girls</u> <u>10-12</u>	<u>Girls</u> <u>13-17</u>	<u>Boys</u> <u>10-12</u>	<u>Boys</u> <u>13-17</u>
Total Male Athlete	57	38	35	84	71
NBA	27	25	20	33	32
MLB	10	6	5	20	11
NFL	11	5	5	18	16
Male Athlete - Other	9	3	6	14	13
Total Female Athlete	10	21	20	1	1
No Favorite Athlete	32	41	44	13	27
Don't know/Refused	1	0	1	1	1

6. Now, thinking about your favorite athlete, please tell me if you think each of the following words and phrases describes (INSERT NAME FROM Q.5).

***Based on those who named a favorite athlete***

	<u>Yes</u>	<u>No</u>	<u>Don't</u> <u>Know</u>
a. Smart			
Total ( <i>n=1034</i> )	93	3	4
Girls 10-12 ( <i>n=145</i> )	96	1	3
Girls 13-17 ( <i>n=279</i> )	95	2	3
Boys 10-12 ( <i>n=232</i> )	89	2	9
Boys 13-17 ( <i>n=378</i> )	92	6	3
b. Into money			
Total	29	64	6
Girls 10-12	15	79	6
Girls 13-17	29	67	5
Boys 10-12	30	59	11
Boys 13-17	36	60	4

		<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
c.	Cocky or arrogant			
	Total	12	86	2
	Girls 10-12	8	86	6
	Girls 13-17	11	89	1
	Boys 10-12	10	87	3
	Boys 13-17	17	82	1
d.	Out of control or wild			
	Total	9	90	1
	Girls 10-12	11	89	0
	Girls 13-17	9	90	1
	Boys 10-12	7	91	3
	Boys 13-17	10	90	0
e.	Flashy or a show-off			
	Total	22	76	1
	Girls 10-12	14	86	0
	Girls 13-17	19	80	1
	Boys 10-12	18	79	3
	Boys 13-17	31	68	1
f.	Well-liked or popular			
	Total	95	5	1
	Girls 10-12	91	6	3
	Girls 13-17	96	4	0
	Boys 10-12	95	4	*
	Boys 13-17	96	4	*
g.	Good sports or team-players			
	Total	97	3	1
	Girls 10-12	100	*	0
	Girls 13-17	98	2	0
	Boys 10-12	95	3	2
	Boys 13-17	96	4	0
h.	Dedicated and determined			
	Total	97	2	*
	Girls 10-12	96	2	2
	Girls 13-17	99	1	0
	Boys 10-12	94	6	1
	Boys 13-17	99	1	0

7. Has any famous athlete ever inspired you to work harder at a sport?

	<u>Total</u>	<u>Girls</u> <u>10-12</u>	<u>Girls</u> <u>13-17</u>	<u>Boys</u> <u>10-12</u>	<u>Boys</u> <u>13-17</u>
Yes	54	52	47	65	56
No	44	44	51	33	43
(VOL.) Don't play any sports	1	1	2	*	*
Don't know/Refused	1	3	*	2	1

8. Have you ever changed the way you look – your hair, your clothes, or whatever – because of a famous athlete?

	<u>Total</u>	<u>Girls</u> <u>10-12</u>	<u>Girls</u> <u>13-17</u>	<u>Boys</u> <u>10-12</u>	<u>Boys</u> <u>13-17</u>
Yes	8	8	5	10	11
No	91	91	95	89	89
Don't know/Refused	*	1	0	*	0

9. Have you ever tried to change your body because of a famous athlete – either by slimming down or bulking up?

	<u>Total</u>	<u>Girls</u> <u>10-12</u>	<u>Girls</u> <u>13-17</u>	<u>Boys</u> <u>10-12</u>	<u>Boys</u> <u>13-17</u>
Yes	21	13	22	17	25
No	78	84	78	81	75
Don't know/Refused	1	3	0	2	0

10. Please tell me if you've ever wanted to buy each of the following BECAUSE a famous athlete used it or appeared in advertising for it. Have you ever wanted to buy... because a famous athlete used it or appeared in an ad for it?

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
a. An item of clothing or a pair of shoes?			
Total	52	47	*
Girls 10-12	48	51	1
Girls 13-17	47	53	*
Boys 10-12	59	41	0
Boys 13-17	56	43	*
b. A food or beverage?			
Total	17	83	*
Girls 10-12	20	80	0
Girls 13-17	17	83	*
Boys 10-12	20	80	1
Boys 13-17	14	86	*
c. A dietary supplement for bulking up or slimming down?			
Total	5	93	2
Girls 10-12	5	89	7
Girls 13-17	2	98	0
Boys 10-12	9	88	3
Boys 13-17	7	93	0

11.	Now I'd like your opinion about the LESSONS kids learn from famous athletes. Do you think kids learn this from famous athletes...			
		<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
a.	Being successful at sports takes hard work and dedication			
	Total	96	3	*
	Girls 10-12	96	4	*
	Girls 13-17	96	4	*
	Boys 10-12	99	1	*
	Boys 13-17	96	4	*
b.	You don't have to worry about the consequences of sex, such as pregnancy or sexually transmitted diseases			
	Total	18	75	7
	Girls 10-12	18	66	16
	Girls 13-17	20	78	2
	Boys 10-12	16	74	11
	Boys 13-17	19	77	3
c.	It's okay to use alcohol and drugs			
	Total	13	85	2
	Girls 10-12	9	89	2
	Girls 13-17	17	82	1
	Boys 10-12	7	91	2
	Boys 13-17	15	83	2
d.	Being a good sport and playing fair is as important as winning			
	Total	75	24	1
	Girls 10-12	80	19	1
	Girls 13-17	71	28	1
	Boys 10-12	80	19	1
	Boys 13-17	75	24	1
e.	If you're successful in sports, you don't need to study hard and finish school			
	Total	24	74	1
	Girls 10-12	19	78	2
	Girls 13-17	25	74	1
	Boys 10-12	13	85	1
	Boys 13-17	32	66	2
f.	If you're a really good athlete, you don't have to be a team player.			
	Total	22	76	2
	Girls 10-12	24	72	4
	Girls 13-17	23	75	2
	Boys 10-12	17	82	1
	Boys 13-17	24	75	1

12. Overall, in their actions both on and off of the field, do you think famous athletes teach kids mostly good things or mostly bad things?

	<u>Total</u>	<u>Girls</u> <u>10-12</u>	<u>Girls</u> <u>13-17</u>	<u>Boys</u> <u>10-12</u>	<u>Boys</u> <u>13-17</u>
Mostly good	88	92	87	93	83
Mostly bad	8	4	10	5	11
Don't know/Refused	4	4	3	3	6

13. We're interested in whether or not you think famous athletes would be good spokespeople for some important health issues. Are famous athletes the right people to be talking to kids about ... or would famous athletes not be convincing on this subject?

	<u>Yes, right</u> <u>people</u>	<u>No, not</u> <u>convincing</u>	<u>Don't</u> <u>know</u>
a. The importance of safe sex with condoms			
Total	58	33	9
Girls 10-12	50	31	19
Girls 13-17	68	29	3
Boys 10-12	39	43	18
Boys 13-17	63	33	4
b. The dangers of drug and alcohol abuse			
Total	79	18	3
Girls 10-12	75	19	6
Girls 13-17	81	17	3
Boys 10-12	78	20	1
Boys 13-17	82	17	1
c. How to prevent or avoid violent situations			
Total	73	24	3
Girls 10-12	74	23	3
Girls 13-17	77	21	2
Boys 10-12	76	19	5
Boys 13-17	68	30	2
d. The importance of obeying the law			
Total	74	23	3
Girls 10-12	76	20	4
Girls 13-17	73	24	3
Boys 10-12	76	21	3
Boys 13-17	74	24	2

14. We'd like to know if you think famous athletes are more likely, less likely, or about as likely as other people their own age to do certain things. Do you think famous athletes are more likely, less likely, or about as likely to do this?

	<u>More Likely</u>	<u>Less Likely</u>	<u>About As Likely</u>	<u>Don't Know</u>
a. Use hard drugs like cocaine or heroin?				
Total	21	43	31	4
Girls 10-12	12	47	30	11
Girls 13-17	24	39	35	2
Boys 10-12	14	55	23	7
Boys 13-17	27	38	33	2
b. Drink too much alcohol?				
Total	22	36	39	3
Girls 10-12	14	45	37	4
Girls 13-17	24	30	44	2
Boys 10-12	14	48	32	5
Boys 13-17	27	30	40	3
c. Have sex with many different partners?				
Total	32	30	29	8
Girls 10-12	12	46	22	21
Girls 13-17	37	24	36	3
Boys 10-12	18	44	24	15
Boys 13-17	47	21	28	4
d. Break the law?				
Total	18	41	40	1
Girls 10-12	9	51	37	2
Girls 13-17	19	36	44	1
Boys 10-12	11	55	32	2
Boys 13-17	25	33	41	1
e. Contribute time and money to charities and other good causes?				
Total	68	10	19	2
Girls 10-12	65	10	22	3
Girls 13-17	73	9	16	2
Boys 10-12	64	10	24	2
Boys 13-17	69	11	19	1

15. Here's something famous athletes might do while playing their sport. Do you think it's pretty common for famous athletes to do this, or not?

		<u>Yes, common</u>	<u>No, not common</u>	<u>Don't Know</u>
a.	Yell at a referee or umpire			
	Total	74	24	2
	Girls 10-12	61	36	3
	Girls 13-17	82	16	2
	Boys 10-12	66	32	2
	Boys 13-17	77	22	*
b.	Taunt or "trash-talk" an opponent			
	Total	62	35	3
	Girls 10-12	37	59	4
	Girls 13-17	69	28	4
	Boys 10-12	47	49	4
	Boys 13-17	78	21	1
c.	Cheat			
	Total	23	75	2
	Girls 10-12	17	80	2
	Girls 13-17	29	68	3
	Boys 10-12	16	81	3
	Boys 13-17	24	75	1
d.	Take a "cheap shot" or hit an opponent			
	Total	46	52	2
	Girls 10-12	33	65	1
	Girls 13-17	53	44	3
	Boys 10-12	40	57	4
	Boys 13-17	50	50	1
e.	Use steroids or other banned substances to enhance performance			
	Total	52	43	5
	Girls 10-12	38	50	12
	Girls 13-17	64	32	4
	Boys 10-12	38	57	5
	Boys 13-17	56	41	3

16. Do you think it's sometimes okay for an athlete to ... OR that it's NEVER okay?

	Sometimes <u>okay</u>	Never <u>okay</u>	Don't <u>Know</u>
a. Yell at a referee or umpire			
Total	36	62	1
Girls 10-12	31	69	*
Girls 13-17	37	61	3
Boys 10-12	24	76	1
Boys 13-17	47	52	1
b. Taunt or "trash-talk" an opponent			
Total	23	76	1
Girls 10-12	5	94	1
Girls 13-17	15	83	2
Boys 10-12	15	84	1
Boys 13-17	45	54	1
c. Cheat			
Total	6	94	1
Girls 10-12	6	93	1
Girls 13-17	6	94	1
Boys 10-12	5	94	1
Boys 13-17	6	94	1
d. Take a "cheap shot" or hit an opponent			
Total	12	87	1
Girls 10-12	12	87	1
Girls 13-17	12	87	1
Boys 10-12	8	90	1
Boys 13-17	13	86	1
e. Use steroids or other banned substances to enhance performance			
Total	6	90	4
Girls 10-12	7	83	10
Girls 13-17	5	94	1
Boys 10-12	6	86	8
Boys 13-17	6	93	1

17. Do you or any of the kids you know ever do this while playing a sport?		<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
a.	Yell at a referee or umpire			
	Total	56	43	1
	Girls 10-12	44	56	*
	Girls 13-17	67	32	*
	Boys 10-12	42	57	1
	Boys 13-17	60	39	1
b.	Taunt or “trash-talk” an opponent			
	Total	62	37	1
	Girls 10-12	44	54	2
	Girls 13-17	65	35	*
	Boys 10-12	49	49	2
	Boys 13-17	75	24	1
c.	Cheat			
	Total	46	53	1
	Girls 10-12	46	53	1
	Girls 13-17	44	56	*
	Boys 10-12	47	51	2
	Boys 13-17	47	52	1
d.	Take a “cheap shot” or hit an opponent			
	Total	45	54	1
	Girls 10-12	35	64	1
	Girls 13-17	50	50	1
	Boys 10-12	39	60	*
	Boys 13-17	50	49	*
e.	Use steroids or other banned substances to enhance performance			
	Total	8	88	3
	Girls 10-12	1	90	9
	Girls 13-17	11	87	1
	Boys 10-12	4	91	5
	Boys 13-17	11	88	1

18. Moving on to a different subject, have you ever seen or heard ads or commercials with famous athletes speaking out for charities, other good causes, or important issues?

	<u>Total</u>	<u>Girls</u> <u>10-12</u>	<u>Girls</u> <u>13-17</u>	<u>Boys</u> <u>10-12</u>	<u>Boys</u> <u>13-17</u>
Yes	89	84	90	87	91
No	10	13	9	12	9
Don't know/Refused	1	3	1	1	*

19. People have different opinions about why famous athletes appear in these ads. What do YOU think is the main reason that most athletes appear in these ads? Is it because...

	<u>Total</u>	<u>Girls</u> <u>10-12</u>	<u>Girls</u> <u>13-17</u>	<u>Boys</u> <u>10-12</u>	<u>Boys</u> <u>13-17</u>
They personally care about the good causes they are promoting	40	58	34	46	34
They get paid to appear in the ads, and think it's good for their image	43	30	49	37	49
(VOL.) Both equally	13	9	15	12	15
(VOL.) Neither/Other	1	*	1	*	1
Don't know/Refused	3	4	2	5	2

20. Please tell me if you generally AGREE or DISAGREE with each of the following statements about famous athletes.

	<u>Agree</u>	<u>Disagree</u>	<u>Don't Know</u>
a. Famous athletes motivate kids to follow their dreams			
Total	93	7	1
Girls 10-12	93	6	1
Girls 13-17	94	5	*
Boys 10-12	89	10	2
Boys 13-17	94	6	*
b. Famous athletes will advertise any product as long as they get paid enough			
Total	51	46	3
Girls 10-12	40	55	5
Girls 13-17	54	44	2
Boys 10-12	43	53	4
Boys 13-17	59	40	1
c. Famous athletes are committed to doing good things in their community			
Total	77	20	3
Girls 10-12	85	11	4
Girls 13-17	71	27	2
Boys 10-12	81	13	6
Boys 13-17	75	22	3
d. If you're a famous athlete and break the law, you can get special treatment			
Total	34	64	2
Girls 10-12	22	73	5
Girls 13-17	37	62	1
Boys 10-12	28	67	6
Boys 13-17	40	60	1
e. Famous athletes work hard to succeed at their sport			
Total	96	3	*
Girls 10-12	95	4	*
Girls 13-17	97	2	1
Boys 10-12	95	5	*
Boys 13-17	96	4	*

	<u>Agree</u>	<u>Disagree</u>	<u>Don't Know</u>
f. Alcohol and drug use are a regular part of the social life of famous athletes			
Total	23	73	4
Girls 10-12	13	80	6
Girls 13-17	30	67	3
Boys 10-12	12	82	6
Boys 13-17	29	69	2
g. Famous athletes can have sex with almost anyone they want			
Total	22	73	5
Girls 10-12	13	72	15
Girls 13-17	26	71	3
Boys 10-12	12	80	8
Boys 13-17	28	70	2
h. Famous athletes are careless and irresponsible when it comes to sex and relationships			
Total	26	67	8
Girls 10-12	15	73	13
Girls 13-17	28	67	5
Boys 10-12	16	72	11
Boys 13-17	35	60	6

21. Now I'm going to mention some stories about famous athletes that were in the news over the past few years. As I read each one, tell me if you remember seeing or hearing anything about it. Do you remember seeing or hearing about... Did you hear a lot about this or not that much?

	<u>Yes, a lot</u>	<u>Yes, not that much</u>	<u>Yes, some (Vol.)</u>	<u>No</u>	<u>Don't know</u>
a. Basketball player Dennis Rodman's relationship with TV actress Carmen Electra					
Total	47	25	5	22	*
Girls 10-12	29	23	9	37	2
Girls 13-17	60	23	6	11	*
Boys 10-12	22	32	2	44	*
Boys 13-17	57	25	5	13	0
b. Football star Doug Flutie's charity for children with disabilities					
Total	16	28	4	51	1
Girls 10-12	10	27	3	58	1
Girls 13-17	9	28	5	57	1
Boys 10-12	16	28	6	48	1
Boys 13-17	26	27	3	43	*
c. Baseball players like Mark McGwire using "andro," a dietary supplement used to build muscle and bulk					
Total	26	25	4	44	*
Girls 10-12	15	26	5	53	1
Girls 13-17	18	24	3	54	*
Boys 10-12	22	27	3	46	1
Boys 13-17	43	23	5	29	0
d. New York Yankee Darryl Strawberry getting arrested for soliciting sex and possession of cocaine					
Total	22	28	5	45	1
Girls 10-12	6	25	6	60	3
Girls 13-17	17	31	4	48	*
Boys 10-12	15	20	6	59	*
Boys 13-17	39	32	4	26	*

22. Now I'd like you to compare famous male and female athletes. In general, which do you think ...: male athletes or female athletes, or are they about the same in this area?

	<u>Male athletes</u>	<u>Female athletes</u>	<u>About the same</u>	<u>Don't know</u>
a. Work harder				
Total	11	19	68	2
Girls 10-12	10	12	76	2
Girls 13-17	7	21	71	1
Boys 10-12	18	17	62	3
Boys 13-17	12	21	65	1
b. Have more athletic ability				
Total	33	5	59	3
Girls 10-12	23	6	71	1
Girls 13-17	28	5	64	2
Boys 10-12	35	6	54	4
Boys 13-17	43	4	49	4
c. Are more likely to get into trouble off the field				
Total	79	2	18	1
Girls 10-12	68	*	30	2
Girls 13-17	80	1	18	1
Boys 10-12	74	4	17	4
Boys 13-17	87	2	12	*
d. Show better sportsmanship				
Total	5	51	43	2
Girls 10-12	4	32	63	1
Girls 13-17	5	53	42	1
Boys 10-12	6	43	47	4
Boys 13-17	4	63	30	2
e. Care more about winning				
Total	36	6	56	2
Girls 10-12	27	6	64	3
Girls 13-17	37	8	55	*
Boys 10-12	43	3	50	4
Boys 13-17	36	6	57	1

		<u>Male athletes</u>	<u>Female athletes</u>	<u>About the same</u>	<u>Don't know</u>
f.	Care more about money				
	Total	55	3	40	3
	Girls 10-12	33	5	56	6
	Girls 13-17	51	3	44	2
	Boys 10-12	55	3	38	4
	Boys 13-17	69	2	28	1
g.	Are more fun to watch				
	Total	42	15	41	2
	Girls 10-12	19	30	50	2
	Girls 13-17	37	19	40	3
	Boys 10-12	50	4	43	3
	Boys 13-17	53	9	37	1
h.	Are better team players				
	Total	6	36	57	1
	Girls 10-12	6	23	71	1
	Girls 13-17	4	39	57	1
	Boys 10-12	10	29	59	2
	Boys 13-17	6	46	48	1

23. Now I have some questions about your own participation in sports and athletics...  
Over the past year or so, have you played any sport at school or anywhere else?

	<u>Total</u>	<u>Girls 10-12</u>	<u>Girls 13-17</u>	<u>Boys 10-12</u>	<u>Boys 13-17</u>
Yes	82	82	78	84	84
No	18	17	22	16	16
Don't know/Refused	*	*	*	0	*

24. In the past year, have you taken any lessons for a sport, such as tennis or ice-skating?

	<u>Total</u>	<u>Girls 10-12</u>	<u>Girls 13-17</u>	<u>Boys 10-12</u>	<u>Boys 13-17</u>
Yes	32	38	31	37	26
No	68	62	69	63	73
Don't know/Refused	*	0	*	0	*

25. When the sports you play or take lessons for are in season, how often do you play or practice your sport...

	<u>Total</u>	<u>Girls</u> <u>10-12</u>	<u>Girls</u> <u>13-17</u>	<u>Boys</u> <u>10-12</u>	<u>Boys</u> <u>13-17</u>
Almost every day	31	21	30	26	40
Three to five days a week	24	25	25	23	25
A couple times a week	21	31	19	25	14
Less than once a week	8	9	7	9	6
Do not play/take lessons	15	13	19	14	14
Don't know/Refused	1	1	1	3	*

**DEMOGRAPHICS (based on total child sample, n=1500):**

## D1. Parent Sex

44 Male (Father)  
56 Female (Mother)

## CSEX. Child Sex

51 Boy  
49 Girl

## D2. Now I'm going to ask you a few questions about your (son/daughter) who is between the ages of 10 to 17. What is (his/her) age on (his/her) last birthday?

36 10-12  
64 13-17  
0 Don't know/Refused

## D3. Now I have just a few questions so we can describe the parents who took part in our survey... Are you now married, LIVING AS married, divorced, separated, widowed, or have you never been married?

82 Married  
3 Living as married  
7 Divorced  
2 Separated  
1 Widowed  
4 Never married/Single  
\* Refused

## D4. Are you or is your (husband/wife/partner) involved in coaching any of your children in any sport or sports team?

13 Yes, self  
11 Yes, husband/wife/partner  
5 Yes, both  
70 No, neither  
\* Don't know/Refused

D5. What is your age?

- 4 Under 30
- 34 30-39
- 50 40-49
- 11 50+
- 1 Refused

D6. What is the LAST grade or class that you COMPLETED in school?

- 1 None, or grade 1-8
- 11 High school incomplete (grades 9-11)
- 34 High school graduate (grade 12 or GED certificate)
- 4 Business, technical, or vocational school AFTER high school
- 23 Some college, no 4-year degree
- 15 College graduate (B.S., B.A. or other 4-year degree)
- 11 Post-graduate training or professional schooling after college (e.g., toward a master's degree or Ph.D; law or medical school)
- \* Don't Know
- \* Refused

D7. What is the LAST grade or class that your (husband/wife/partner) COMPLETED in school?

***Based on those who are married/living as married (n=1098)***

- 1 None, or grade 1-8
- 6 High school incomplete (grades 9-11)
- 36 High school graduate (grade 12 or GED certificate)
- 4 Business, technical, or vocational school AFTER high school
- 20 Some college, no 4-year degree
- 20 College graduate (B.S., B.A. or other 4-year degree)
- 12 Post-graduate training or professional schooling after college (e.g., toward a master's degree or Ph.D; law or medical school)
- 1 Don't Know
- \* Refused

D8. Last year -- that is, in 1998 -- what was your TOTAL family income from all sources, BEFORE taxes? Just stop me when I get to the right category.

5	Less than \$15,000
8	\$15,000 to under \$25,000
14	\$25,000 to under \$35,000
20	\$35,000 to under \$50,000
21	\$50,000 to under \$75,000
12	\$75,000 to under \$100,000
10	\$100,000 or more
3	Don't know
8	Refused

D9. Are you, yourself, of Hispanic or Latino background, such as Mexican, Puerto Rican, Cuban, or other Latin American background?

11	Yes
89	No
0	Don't know
*	Refused

D10. What is your race? Are you white, black, Asian, or some other race? Do you consider yourself a WHITE Hispanic/Latino or a BLACK Hispanic/Latino?

81	White
11	Black/African-American
1	Asian
4	Other or mixed race
1	Don't know
1	Refused