

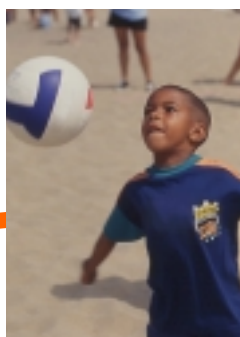


A study sponsored by the Amateur Athletic Foundation and ESPN



AAF/ESPN Children & Sports Media Study

April - May 2001



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Introduction

Introduction

In April 2001, the Amateur Athletic Foundation of Los Angeles (AAF) and ESPN jointly commissioned Statistical Research, Inc. (SRI) of Westfield, New Jersey to conduct a national survey among children ages 8 to 17 to explore their exposure to sports through various forms of media.

Eight major forms of media were included in this study:

- Television;
- Radio;
- Newspapers;
- Books;
- Magazines;
- Videogames;
- the Internet; and
- Movies.

Questions sought to determine exposure to sports via each medium. Follow-up questions established a context of use for each medium. And, a number of questions were asked to define personal and household demographics.

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 appears in the appendix. Results from this year's study are presented first, followed by a comparison with results from the original 1999 study.

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

Interviewing for this study extended from April 23 through May 26, 2001. A total of 509 interviews (429 with the child and 80 with an adult about the child) were completed with a response rate of 53 percent.

Executive Summary

Executive Summary

The Amateur Athletic Foundation of Los Angeles and ESPN 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 509 children during April and May of 2001. The questionnaire closely followed that used in a similar study performed by SRI for the Amateur Athletic Foundation in 1999.

Major Findings

Magnitude. Based on 509 interviews, more than nine in ten – 93 percent – of U.S. children age 8 to 17 watch, read about, or listen to sports using one of eight media – television, radio, newspapers, books, magazines, videogames, the Internet, or the movies. This is about the same as in the previous measurement in 1999 (94%).

Sports Media Preferences. As expected, television was most frequently mentioned as the medium through which children come into contact with sports. (Table ES-1) Although movies were mentioned as often as television, results show that most exposure to sports movies is through a TV set. Consistent with TV's overall rating, over half (55%) of children who used any media for sports said television was the medium they use for the most time for sports.

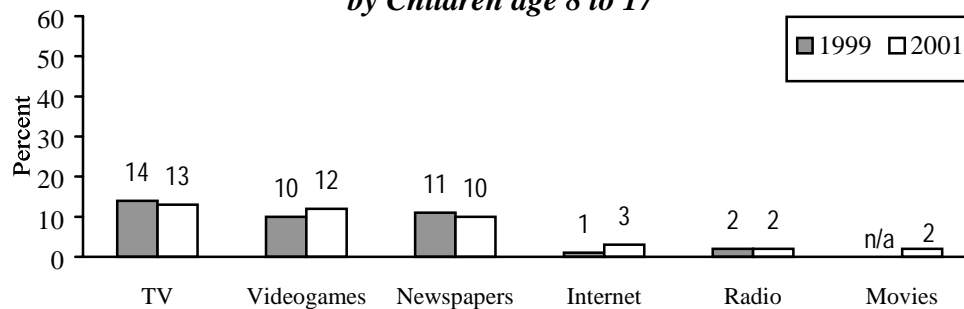
While overall sports media use by boys and girls was similar, boys were more likely than girls to use each medium.

*Table ES-1
Media Used for Sports*

<i>Sports Media Use</i>	<u><i>Total</i></u>	<u><i>Boys</i></u>	<u><i>Girls</i></u>
Any use	93%	97%	89%
<i>Base (children 8-17)</i>	509	286	223
Television	88	93	81
Movies	88	90	85
Videogames	76	88	62
Magazines	66	75	57
Books	60	68	50
Newspapers	57	60	54
Internet	45	52	36
Radio	36	44	28
<i>Base (children 8-17 who use sports media)</i>	474	278	196

Frequency of Use. Overall, almost three in ten (28%) children reported interacting with sports through the media every day – 42 percent of boys and 13 percent of girls. One in eight U.S. children age 8 to 17 watch sports on TV (13%) or play sports videogames (12%) every day, and one in ten read the sports section in the newspaper (10%) every day. Daily use of videogames and the Internet for sports increased from 1999 to 2001. (Chart ES-1)

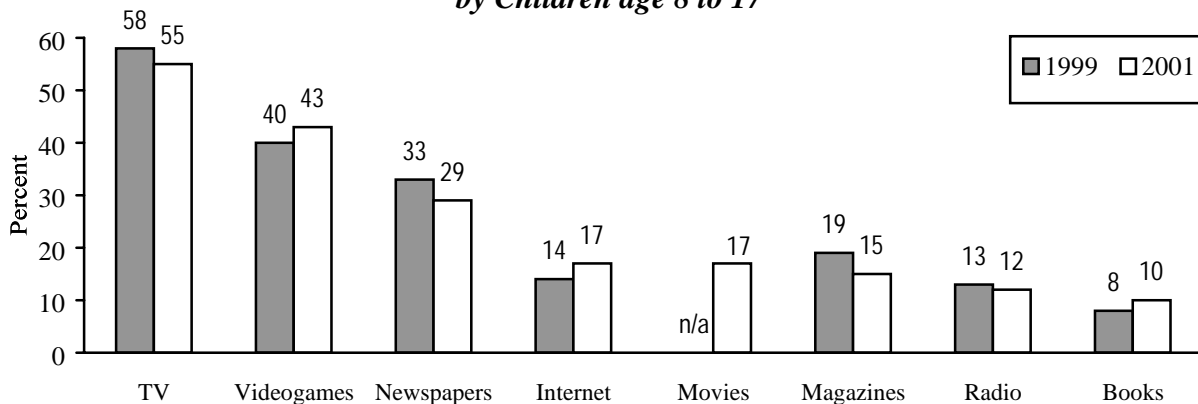
Chart ES-1
Medium Used for Sports Every Day
by Children age 8 to 17



Base: All children age 8 to 17

Seven in ten (71%) children age 8 to 17 reported they interact with sports through the media a couple of times a week or every day – 89 percent of boys and 52 percent of girls. Six in ten (55%) children reported watching sports on TV at least once a week, four in ten (43%) play sports videogames at least once a week, and three in ten (29%) read the sports section in the newspaper at least once a week. Weekly use of videogames, the Internet, and books showed an increase since the last measurement in 1999. (Chart ES-2)

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



Base: All children age 8 to 17

Sports Preferences. Across the media measured, children most frequently mentioned the “Big Three” professional sports – the NBA, the NFL, and baseball – as the sports they interact with through the media. Preferences for each medium mirror those of television, the dominant medium for sports. (Table ES-2)

Many sports displayed stereotypical bias by gender. For example, boys dominated the children’s audiences for football, hockey, and professional wrestling while girls dominated children’s audiences for ice skating, gymnastics, and women’s basketball. The popularity of several sports showed an increase or decrease since last measured in 1999, but on the whole there were few significant changes.

The Olympic Games are watched by more children (84%) than any other type of sport television programming, but do not rank high in terms of “most watched sport” because they occur only every two years. Eighty-eight percent of girls and 82 percent of boys report viewing the Olympic Games.

Table ES-2
Sports Watched on TV
– Among children age 8 to 17 who watch sports on TV –

<i>Sports Watched</i>	<u><i>2001</i></u>	<u><i>1999</i></u>
Olympics	84%	80%
NFL football	80	77
NBA basketball	71	75
Baseball – major/minor	63	66
Extreme sports/X-Games	61	51
College football	60	56
Men’s college basketball	57	59
Professional wrestling	50	53
Gymnastics	48	53
Soccer	47	43
Ice skating	46	53
Auto/motorcycle racing	46	43
Boxing	44	41
Swimming/diving	43	42
NHL hockey	41	40
Tennis	34	30
Skiing	31	36
Women’s college basketball	30	NA
WNBA basketball	29	NA
Women’s basketball-college or WNBA	NA	39
Golf	27	25
<i>Base (children)</i>	<i>420</i>	<i>412</i>

Sports Media as a Function of Race and Ethnicity. Children from all racial and ethnic groups reported high levels of sports media use – 92 percent of whites, 95 percent of African Americans, 92 percent of Asian Americans or other races, and 99 percent of Hispanic Americans. Despite similar levels of overall usage, notable variations by race and ethnic origin are seen in the use of each medium and in sports preferences. Medium use and sports preferences also show notable variations between genders and across age groups.

Social Context of Sports Media Use. A majority of children who watch sports on TV (70%), and of children who listen to sports on the radio (67%), said they usually had others in the audience with them. Parents were most frequently mentioned as the other audience members. Among those children who watch sports on TV with others, fathers (55%) were mentioned most often, and 23 percent reported watching with their mother – a drop from 42 percent in 1999. And among those who listen to sports radio with others, fathers (49%) again were mentioned most often, followed by mothers (20%).

Interaction with sports through the media often occurred outside the home. One quarter (24%) of children who watch sports on TV said they usually watch at someone else's home, and seven in ten (70%) children who listen to sports radio do so in a car. Children who use the Internet for sports often go on-line from school (34%), or from a friend/relative's home (21%).

Borrowing from libraries and friends also plays an important part of sports media use by children. Six in ten (56%) sports videogame players reported borrowing sports videogames from friends. Three in four (77%) sports books readers reported borrowing sports books from the library, and 40 percent reported borrowing them from friends. More than two in five sports magazine readers said they borrow sports magazines from their school or town library (39%) or from their friends (41%). Interestingly, the overall proportion of children with a sports magazine subscription dropped from 21 percent in 1999 to 14 percent in 2001.

Exposure Factors. The study measured a number of potential "exposure factors." Many exposure factors correlated positively with the use of media (or a specific medium) for sports. These exposure factors included: someone in the household, or the selected child, plays organized sports; household subscription to, or regular purchase of, newspapers and sports magazines; household broadband Internet access; and the entertainment technologies (TVs, radios, videogame systems, PCs, Internet access) that are found in the child's room.

2001 Results

I. Household Characteristics

Household Characteristics

Qualifying Households

Following a number of warm-up questions about household television and computer characteristics, the presence of any children age 8 to 17 years of age was determined.

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" or "DK", 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 age 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 (37%) households reported having children age 17 or under, and one quarter (23%) reported having a child within the target age range, age 8 to 17. (Table 1)

Table 1
Presence of Children

<i>HH Child Status</i>	
No child age 17 or under	63%
Any child age 17 or under	37
Child age 7 or under	21
Child age 8 to 17	23
<i>Base</i>	2173

Race, Ethnicity, Education, and Income

Each qualifying household – those with a child age 8 to 17 – 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... \$75,000 TO \$99,900, OR \$100,000 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. Almost one half (46%) of respondents reported that the highest level of education achieved by someone in the household was a college degree or more. Roughly one in four each reported that the highest level of education was some college (24%) or high school graduate or less (28%). (Table 2)

Income. As is typical with income questions, a large percentage (21%) of respondents did not give a response. (Table 2) Respondents who did identify an annual income split evenly, with one half (52%) reporting an annual income of less than \$50,000 and one half (48%) 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	28%
Some college	24
College grad or more	46
Don't know/no answer	2

HH Income

Less than \$30,000	21%
\$30,000 to \$49,900	20
\$50,000 to \$74,900	18
\$75,000 or more	20
Don't know/no answer	21

Base (HHs) 509

TV and Technology

Each qualifying household also was asked 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 VIDEOGAME SYSTEM, EITHER CONNECTED TO A TV OR A HANDHELD UNIT?

A DVD PLAYER ATTACHED TO A TV?

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

AND, DOES ANYONE IN YOUR HOUSEHOLD USE A COMPUTER TO GO ON-LINE FROM HOME?

CAN YOU TELL ME, WHAT METHOD IS USED WHEN YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD GO ON-LINE FROM HOME ... A REGULAR TELEPHONE LINE, CABLE TV MODEM, OR DSL CONNECTION? (Allow 2 responses)

Virtually every household reported owning a television (99.4%) and/or a VCR (96.9%); two in three (66%) reported wired cable TV service; three in four (76%) a videogame system; four in five (82%) a home computer, seven in ten (69%) on-line access, and about one quarter (22%) a DVD player.

There were some differences in TV-related characteristics by race/ethnicity. White (85%) households reported higher levels of home computer ownership than did households classified as African-American (73%), Asian/other race (70%), or of Hispanic origin (74%). A similar pattern exists for on-line access. African-American households are more likely to report owning a DVD player.

Reporting wired cable television reception correlates positively with increasing income level as does ownership of home computers, DVD players, and access to an on-line service. (Table 3)

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	99%	99%	100%	100%	100%	98%	99%	100%
TV Reception								
Broadcast-only	20%	19%	18%	21%	25%	27%	25%	16%
Wired cable	66	65	69	76	68	56	65	71
Satellite	16	16	19	5	5	15	11	16
VCR	96%	97%	96%	95%	96%	92%	96%	98%
Videogame	76%	75%	83%	80%	82%	82%	73%	78%
Home computer	82%	85%	73%	70%	74%	68%	79%	92%
On-line access	69%	71%	62%	55%	53%	44%	66%	82%
Telephone	55	59	43	44	46	40	59	66
Cable modem	8	8	8	7	5	2	6	9
DSL/ADSL line	5	4	8	-	2	1	1	6
DVD player	22%	20%	37%	15%	16%	9%	19%	32%
<i>Base (HHs)</i>	<i>509</i>	<i>365</i>	<i>72</i>	<i>57</i>	<i>73</i>	<i>97</i>	<i>102</i>	<i>147</i>

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

Additional Exposure Factors

Following the TV and technology questions, each household was asked 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. Seven in ten (69%) respondents reported that someone in their household played sports in an organized league in the past 12 months. White households (72%) reported a greater level of participation in organized sports than did households of African-American decent (61%), other non-white households (58%) or Hispanic households (60%). Households earning \$50,000 or more annually (78%) were more apt to participate in organized sports than were households earning \$30,000 to \$49,999 (64%), or less than \$30,000 a year (56%). (Table 4)

Newspapers. About one half of all households (48%) reported that someone had a newspaper subscription or bought a newspaper on a daily basis. Newspaper presence correlated positively with annual income, ranging from three in ten (30%) for households earning less than \$30,000 to six in ten (58%) for those households with an income of \$50,000 or more. While African-Americans (49%) were as likely as whites (50%) to report newspaper involvement in the household, other non-white (22%) and Hispanic households (31%) were less likely to cite that someone in the household has a subscription or buys a daily newspaper. (Table 4)

Sports Magazines. Three in ten (31%) 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 (33%) and African-American (31%) households than among households of an other race (9%) or Hispanic origin (22%). (Table 4)

Table 4
Additional Exposure Factors

<i>Additional Exposure Factors</i>	<u>Total</u>	<u>Race/Ethnicity</u>				<u>Household Income</u>		
		<u>White</u>	<u>African-Amer.</u>	<u>Asian/Other</u>	<u>Hispanic</u> [†]	<u>Under \$30,000</u>	<u>to \$49,999</u>	<u>\$50,000 or more</u>
Someone in HH played in organized sports league past year	69%	72%	61%	58%	60%	56%	64%	78%
Someone in HH subscribes/buys newspapers daily	48	50	49	22	31	30	42	58
Someone in HH subscribes/buys sports magazines	31	33	31	9	22	23	18	35
<i>Base (HHs)</i>	<i>509</i>	<i>365</i>	<i>72</i>	<i>57</i>	<i>73</i>	<i>97</i>	<i>102</i>	<i>147</i>

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

II. Respondent Characteristics

Respondent Characteristics

Following an enumeration of household characteristics, a random child age 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 age 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 age 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 – about 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 1 of the 509 cases (<1%). (Table 5)

Table 5
Gender and Age of Selected Child

Gender	
Boys	51%
Girls	49
Age	
8	10
9	11
10	10
11	10
12	10
13	10
14	10
15	10
16	10
17	10
DK/NA	<1
<i>Base (HHs)</i>	509

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"?

Nine in ten (89%) interviews were completed either directly with the selected child (84%) or with the selected child in the room with the adult, available for consultation if necessary (5%). Eleven percent of interviews were completed by an adult alone on behalf of the selected child. Child participation in the interview process was equal among boys and girls. (Table 6)

Table 6
Child or Adult Interview

<i>Respondent</i>	<u><i>Total</i></u>	<u><i>Boys</i></u>	<u><i>Girls</i></u>
Child	84%	85%	83%
Adult	16	15	17
Adult w/ child in room	5	4	7
Adult w/o child in room	11	11	11
<i>Base (HHs)</i>	509	286	223

The relationship of the parent/responsible adult to the selected child was obtained for all interviews completed by adults. Of a total of 80 interviews, most were completed by one of the child's parents – 44 were completed with the child's mother and 27 with the child's father.

III. Children's Involvement with Sports and Sports Media

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?

AND DID YOU GO TO ANY PROFESSIONAL OR COLLEGE SPORTS EVENTS EITHER LAST YEAR OR THIS YEAR?

**** Ask if did attend sports events ****

WHAT SPORTS EVENTS DID YOU GO TO? WHAT OTHERS?

Sports Played. Most (94%) of the children age 8 to 17 interviewed reported that they play some sport, organized or not, during the year. Six percent reported that they did not play any sports, disliked all sports, or did not know. Some minor variations were seen by gender and age. Boys (96%) were somewhat more likely than girls (91%) to report that they play a sport. By age, children 8 to 10 (98%) were more likely than those 14 to 17 (89%) to report playing a sport. (Table 7) No major differences were seen by household race, ethnic origin, or income.

Table 7
Children's Participation in Sports
 – Age 8 to 17 –

<i>Sports Participation</i>	Total	Gender		Age			Race/Ethnicity			
		Boys	Girls	8 to 10	11 to 13	14 to 17	White	African-Amer.	Asian/Other	Hispanic†
Plays any sport	94%	96%	91%	98%	96%	89%	94%	95%	92%	91%
Does not play any sport	6	4	9	3	4	11	6	5	8	9
<i>Base (children)</i>	509	286	223	141	148	219	365	72	57	73

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

Among the 31 children who did not report playing any sports, eight stated that they “ever” watched, listened, or read about sports. The 23 remaining children who did not play or follow sports at all were excluded from the remainder of the questions regarding interaction with sports media.

Sports Played. Basketball (56%) was the most frequently mentioned sport, followed by a close grouping of baseball/Little League (34%), soccer (34%), and football (32%). (Table 8)

As might be expected, reports of specific sports played varied by certain demographic characteristics. Football was more likely to have been mentioned by boys (54%) than girls (8%), as was baseball (46% v. 21%), hockey (11% v. 2%), and golf (9% v. 1%). Volleyball was more likely to have been mentioned by girls (23%) than boys (2%), as was softball (15% vs. 1%).

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

Children from African-American (78%), Asian, or other race households (71%), and those from Hispanic households (62%), were more likely to mention basketball as a sport played than were children from white households (51%). Children from Hispanic households were twice as likely to report playing tennis as kids from white households (17% vs. 8%). Further differences by race and ethnicity can be found in Table 8.

Table 8
Top Sports Played by Children
 – Age 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	56%	58%	54%	58%	57%	54%	51%	78%	71%	62%
Baseball/Lit. League	34	46	21	46	37	24	34	34	29	33
Soccer	34	33	36	56	32	20	37	21	42	37
Football	32	54	8	25	38	33	31	40	31	35
Volleyball	12	2	23	7	14	14	12	11	13	18
Swimming/diving	10	8	11	12	10	7	11	4	8	6
Softball	8	1	15	7	9	8	8	9	7	8
Tennis	7	5	10	8	6	8	8	6	10	17
Hockey-ice/in-line	7	11	2	5	12	5	8	-	5	4
Track & Field	6	5	7	3	4	9	5	7	4	2
Golf	5	9	1	3	5	8	7	-	-	5
<i>Base (children)</i>	<i>509</i>	<i>286</i>	<i>223</i>	<i>141</i>	<i>148</i>	<i>219</i>	<i>365</i>	<i>72</i>	<i>57</i>	<i>73</i>

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

Reports of sports participation also varied regionally. Hockey was twice as likely to be mentioned by children from the Northeast (12%) as by those from the Midwest (6%), South (6%), or West (6%). Soccer was mentioned more often by children in the West (51%) and Northeast (38%) than by children in the Midwest (33%) or South (26%). Judo/karate’s strongest appeal was in the Northeast (9%) and swimming/diving received greater mention by kids in the Northeast (15%) and West (13%) than those in the Midwest (8%) or South (6%).

Participation in Organized Leagues. Almost six in ten (59%) children reported having played in an organized sports league in the past year. Organized sports participation was more common among boys (68%) than girls (50%) and among children from white households (62%) than children in African-American (51%), other non-white (42%) or Hispanic (51%) households. Participation was less for 8 to 10 year-olds (52%) than for older children (62%). (Table 9)

Table 9
Played in Organized Sports in Past Year
 – Age 8 to 17 –

Participation in Organized Sports	<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>
Played in organized sport	59%	68%	50%	52%	62%	62%	62%	51%	42%	51%
Did not play in organized sport/DK	41	32	50	48	39	38	38	49	59	49
Base (children)	509	286	223	141	148	219	365	72	57	73

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

Attendance at Professional/College Sports Events. Two in five (40%) children interested in sports reported attending a professional or college sporting event this year or last, with more boys (48%) than girls (32%) mentioning attendance. Attendance at these events increases with the age of the child, and a greater proportion of white children than any other racial/ethnic group cited going to a professional or college sports event. (Table 10) Of those attending, professional major league baseball (31%), college basketball (20%), college football (17%) and professional football (16%) were the sporting events mentioned most often.

Table 10
Attendance at Professional/College Sports Event Last Year or This Year
 – Age 8 to 17 interested in sports –

Attendance at Sports Events	<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>
Attended pro/college event	40%	48%	32%	32%	43%	46%	43%	34%	17%	29%
Did not attend pro/college event/DK	60	52	68	68	58	54	57	66	83	71
Base (children)	486	278	208	137	144	204	349	69	53	70

† “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, or read about sports.

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 A-H)

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

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

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

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

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

F. VIDEOGAMES... DO YOU EVER PLAY VIDEOGAMES THAT INVOLVE SPORTS?

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

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

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

OF THE WAYS YOU SEE OR HEAR ABOUT SPORTS... TELEVISION... RADIO... NEWSPAPERS... BOOKS... MAGAZINES... VIDEOGAMES... 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 (93%) children age 8 to 17 reported using at least one of the eight media listed for sports, with more boys (97%) than girls (89%) reporting sports media use. (Table 11)

Table 11
Media Used for Sports
 – Age 8 to 17 –

<i>Sports Media Use</i>	<u>Total</u>	<u>Boys</u>	<u>Girls</u>
Any sports media use	93%	97%	89%
No sports media use	7	3	11
<i>Media Used for Sports...</i>			
Television	82	91	72
Movies	82	87	76
Videogames	71	86	55
Magazines	62	72	50
Books	56	66	45
Newspapers	53	58	48
Internet	42	51	32
Radio	34	42	24
<i>Base (children)</i>	509	286	223

Reported sports media use did not vary greatly by age or race/ethnicity sub-groups. (Table 12)

Table 12
Use of Media for Sports
 – Age 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	93%	97%	89%	94%	93%	93%	92%	95%	92%	99%
Did not use any of the media for sports	7	3	11	6	7	7	8	5	8	1
<i>Base (children)</i>	509	286	223	141	148	219	365	72	57	73

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

Media Used for Sports

Among those children who were classified as “sports media users,” television (88%) and movies (88%) were mentioned most often as media used for sports. Also mentioned by at least two-thirds or more children were videogames (75%) and magazines (66%). (Table 13)

Reliance on specific media for sports varied by gender and age. Boys more than girls tended to favor all media, particularly, videogames. Younger children were more likely than older children to mention videogames and books. And, older children were more likely to mention newspapers, and the Internet.

African-American kids reported using newspapers for sports more than any other racial/ethnic group.

Table 13
Media Used for Sports
– Among children age 8 to 17 who use media for sports –

<i>Media Used for Sports...</i>	Total	Gender		Age			Race/Ethnicity			
		Boys	Girls	8 to 10	11 to 13	14 to 17	White	African-Amer.	Asian/Other	Hispanic†
Television	88	93	81	87%	88%	89%	88%	92%	86%	85%
Movies	88	90	85	81	85	95	88	88	81	86
Videogames	76	88	62	78	83	70	75	85	83	77
Magazines	66	75	57	55	70	72	67	68	63	73
Books	60	68	50	67	69	48	60	62	56	69
Newspapers	57	60	54	40	54	73	53	77	51	49
Internet	45	52	36	24	50	57	44	44	46	39
Radio	36	44	28	29	44	36	39	23	33	35
<i>Base (children)</i>	474	278	196	132	138	203	338	69	52	70

† “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, newspaper usage correlates positively with income; 48 percent of children from lower income households (less than \$30,000) to 62 percent of children from upper income homes (\$50,000+) report use of newspapers to read about sports. And, as might be expected from general patterns of Internet access, higher-income children also were more likely to use the Internet (54%) for sports than were middle- (39%) and lower-income (35%) children.

The presence of an organized sport participant in the home correlated positively with a child's use of all types of sports media.

And finally, the presence of certain technology in a child's room is not necessarily related to higher-than-average use of associated sports media. As noted below, use of videogames 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 for sports
 - Overall use = 88%
 - Use by children with a TV set in their room = 89%
 - Use by children with cable TV reception in their room = 89%
- Videogames for sports
 - Overall use = 76%
 - Use by children with a videogame system in their room = 88%
- Internet for sports
 - Overall use = 45%
 - Use by children with Internet access in their room = 55%
- Radio for sports
 - Overall use = 36%
 - Use by children with a radio in their room = 37%

Medium Used for the Most Time for Sports

Children, who use any medium for sports, were asked which one medium they spent the most time using for sports. Not surprisingly, television (55%) received the most mentions followed by videogames (16%). Magazines (7%), movies (7%), and the Internet (6%) all ran about even. (Table 14)

Boys (19%) were more likely than girls (11%) to mention videogames and girls (13%) more than boys (2%) cited movies. Children age 8 to 10 were more likely to mention videogames and books than were older children. Children age 14 to 17 were more likely than children of other ages to mention the Internet and kids 11 to 17 were more likely to mention magazines, newspapers, and movies than the 8 to 10 year olds.

Videogames were more likely to be the chosen medium for African-Americans than other racial subgroups.

Table 14
Media Used for the Most Time for Sports
 – Among children age 8 to 17 who use media for sports –

<i>Medium Used for Most Time for Sports</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>
Television	55%	57%	52%	55%	55%	55%	57%	49%	41%	51%
Videogames	16	19	11	23	17	9	12	33	21	17
Magazines	7	9	6	4	8	10	7	10	7	12
Movies	7	2	13	4	7	9	8	1	8	7
Internet	6	6	6	2	4	10	6	4	14	4
Books	4	3	6	8	4	1	5	3	-	4
Newspapers	3	2	6	*	5	5	4	-	5	2
Radio	1	2	-	1	1	*	1	-	2	4
<i>Base (children)</i>	474	278	196	132	138	203	338	69	52	70

* Less than 0.5 percent

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

IV. Children and Sports on Television

Children and Sports on Television

Eight in ten (82%) children age 8 to 17 reported they watch sports on television. These children were asked about their viewing of 20 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 OF THE YEAR. PLEASE TELL ME IF YOU WATCH EACH SPORT. FIRST... (rotate A-T)

- A. AUTO OR MOTORCYCLE RACING*
- B. MAJOR LEAGUE OR MINOR LEAGUE BASEBALL*
- C. MEN'S COLLEGE BASKETBALL*
- D. NBA BASKETBALL*
- E. WOMEN'S COLLEGE BASKETBALL*
- F. WOMEN'S PROFESSIONAL BASKETBALL, THE WNBA*
- G. EXTREME SPORTS, SUCH AS SKATEBOARDING, SNOWBOARDING, OR THE X-GAMES*
- H. COLLEGE FOOTBALL*
- I. NFL FOOTBALL*
- J. GOLF*
- K. GYMNASTICS*
- L. NHL HOCKEY*
- M. ICE SKATING*
- N. THE OLYMPICS*
- O. SKIING*
- P. SOCCER*
- Q. SWIMMING OR DIVING*
- R. TENNIS*
- S. BOXING*
- T. PROFESSIONAL WRESTLING*

. WHAT OTHER SPORTS DO YOU ENJOY WATCHING ON TV, EITHER NOW OR AT OTHER TIMES OF THE YEAR? ...WHAT OTHERS? ...WHAT OTHERS?

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 Olympics (84%), NFL football (80%), and NBA basketball (71%). Major or minor league baseball (63%), extreme sports (61%), college football (60%), and men’s college basketball (57%) were mentioned by about three in five children. The second tier of sports – mentioned by approximately half of children who watch sports on TV – includes professional wrestling (50%), gymnastics (48%), and soccer (47%). (Table 15)

Almost all television sports exhibited some bias by gender. Among the sports listed, only men’s college basketball (1 percentage point), soccer (1 percentage point), skiing (5 percentage points), the Olympics (6 percentage points), and the NBA (7 percentage points) demonstrated a gender gap of less than 10 percentage points. The most pronounced differentials in favor of boys were for boxing (33 percentage points), extreme sports (29 percentage points), the NHL (24 percentage points), and auto/motorcycle racing (23 percentage points). Gender gaps in favor of girls were greatest for ice skating (57 percentage points) and gymnastics (53 percentage points).

Age also played a role in determining sports viewed. Children age 8 to 10 had a greater preference for ice skating (59% vs. 40%), gymnastics (59% vs. 43%), and soccer (54% vs. 44%) than did children ages 11 to 17. Children ages 11 to 13 expressed a preference for extreme sports (68%) when compared with children in the other age groups. Older children, ages 14 to 17, reported higher levels of viewing NFL (90%), college football (71%), and men’s college basketball (65%) than did younger children.

By race and ethnicity, children from non-white households tended to favor telecasts of the NBA and boxing. Children from African-American households tended to favor men’s college basketball, professional wrestling, swimming/diving, the WNBA and women’s college basketball. And, children from white households leaned toward viewing the NHL, baseball, extreme sports, and golf compared with households of other races.

Table 15
Sports Watched on TV
 – Among children age 8 to 17 who watch sports on TV –

<i>Sports Watched</i>	Total	Gender		Age			Race/Ethnicity			
		Boys	Girls	8 to 10	11 to 13	14 to 17	White	African-Amer.	Asian/Other	Hispanic†
Olympics	84%	82%	88%	86%	78%	88%	85%	86%	70%	86%
NFL Football	80	89	68	69	77	90	79	84	69	84
Basketball -NBA	71	74	67	63	72	77	65	94	87	81
Baseball – major/minor	63	71	53	62	63	66	66	54	48	65
Extreme sports/X-Games	61	74	45	54	68	61	65	47	51	56
College football	60	68	50	47	59	71	59	67	50	54
Basketball –mens college	57	57	56	52	50	65	52	80	55	53
Professional wrestling	50	56	43	49	54	48	44	78	59	61
Gymnastics	48	25	78	59	43	43	46	60	56	37
Soccer	47	47	46	54	49	40	47	37	55	54
Ice skating	46	21	78	59	39	40	45	50	52	39
Auto/motorcycle racing	46	56	33	42	50	47	48	37	41	35
Boxing	44	58	25	35	37	55	37	69	63	67
Swimming/diving	43	31	59	47	43	41	40	60	47	31
NHL hockey	41	51	27	41	37	43	45	23	32	44
Tennis	34	29	39	38	28	35	32	42	39	38
Skiing	31	33	28	33	28	31	32	25	17	24
Basketball –womens coll.	30	22	40	28	23	37	24	59	24	39
Basketball- WNBA	29	23	37	24	21	38	22	61	27	37
Golf	27	32	19	29	30	23	30	17	17	29
<i>Base (children)</i>	<i>420</i>	<i>261</i>	<i>159</i>	<i>114</i>	<i>123</i>	<i>182</i>	<i>301</i>	<i>64</i>	<i>44</i>	<i>60</i>

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

Regional Variations. Children from the South reported higher levels of viewing professional wrestling, boxing, and tennis than did children from other regions. (Table 16)

Table 16
Sports Watched on TV by Region
– Among children age 8 to 17 who watch sports on TV –

<i>Sports Watched</i>	Total	Northeast	Midwest	South	West
Olympics	84%	90%	89%	80%	81%
NFL football	80	78	83	81	75
NBA basketball	71	62	76	72	72
Baseball – major/minor	63	68	64	64	57
Extreme sports/X-Games	61	64	61	58	66
College football	60	54	61	67	51
Basketball –mens college	57	48	57	64	48
Professional wrestling	50	47	47	60	38
Gymnastics	48	45	48	50	47
Soccer	47	40	50	46	52
Auto/motorcycle racing	46	40	49	47	45
Ice skating	46	53	48	42	41
Boxing	44	28	39	55	43
Swimming/diving	43	47	42	44	39
NHL hockey	41	51	41	37	38
Tennis	34	32	31	40	26
Skiing	31	29	33	30	31
Basketball –womens coll.	30	31	27	35	22
Basketball –WNBA	29	28	25	33	29
Golf	27	31	27	24	28
<i>Base (children)</i>	420	77	119	155	69

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

Other Sports Enjoy Watching

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

Sports Spend Most Time Watching

When asked to identify the three sports they spend the most time watching on TV, children age 8 to 17 most often mentioned NFL football, NBA basketball, and baseball. With two exceptions, this pattern was consistent across demographic subgroups. Girls ranked gymnastics third ahead of baseball and African-Americans chose men's college basketball ahead of baseball. (Table 17)

Table 17
Sports That Children Spend the Most Time Watching on TV
– Among children age 8 to 17 who watch sports on TV –

<i>Sports 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	48%	57%	35%	35%	48%	58%	47%	49%	43%	44%
NBA basketball	34	36	32	30	28	42	27	66	60	54
Baseball – major/minor	29	36	20	36	32	22	31	14	30	41
Men's college basketball	16	20	11	11	16	20	15	23	14	11
Soccer	14	11	17	18	12	11	15	-	25	23
Gymnastics	14	3	27	21	12	9	15	12	6	8
NHL hockey	12	14	9	9	13	13	15	1	3	12
College football	12	13	11	8	10	16	13	11	3	6
Extreme sports/X-games	11	16	4	7	14	11	12	3	8	10
Professional wrestling	10	12	8	11	11	8	9	15	2	15
Ice skating	10	2	20	13	8	8	10	14	9	10
Auto/motorcycle racing	9	11	5	8	10	8	10	4	6	7
Olympics	6	2	12	10	3	6	7	3	4	1
XFL football	4	7	1	5	6	3	5	4	2	6
Golf	4	4	4	2	6	4	5	1	2	3
Boxing	4	5	3	2	1	7	3	5	11	12
Womens basketball - WNBA	4	1	8	1	5	5	3	10	-	2
Womens basketball - college	4	1	8	4	4	3	4	4	4	1
Tennis	4	4	3	4	4	3	3	5	4	4
Swimming/diving	3	2	5	5	2	3	4	-	1	1
Skiing	1	1	1	-	1	2	1	-	-	-
Other sport	6	5	8	5	7	6	6	7	9	2
DK/NA	*	-	1	1	-	-	1	-	-	-
<i>Base (children)</i>	<i>420</i>	<i>261</i>	<i>159</i>	<i>114</i>	<i>123</i>	<i>182</i>	<i>301</i>	<i>64</i>	<i>44</i>	<i>60</i>

* Less than 0.5 percent

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

Frequency of and Time Prefer Viewing

Following the identification of particular sports children watch on television, questions addressed the context for sports television viewing.

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?

AND, WHICH TIME OF DAY WOULD YOU SAY THAT YOU PREFER TO WATCH SPORTS ON TV ... WEEKDAY MORNINGS BEFORE SCHOOL ... WEEKDAY AFTERNOONS AFTER SCHOOL ... IN THE EVENING BETWEEN SIX AND TEN PM ... LATE IN THE EVENING AFTER 10 PM ... WEEKEND MORNINGS ... OR WEEKEND AFTERNOONS?

One half (51%) of children who watch sports on television reported that they watch sports on TV “a couple of times a week.” Three in ten (30%) reported they watch “less than once a week,” and about one in six (16%) reported that they watch sports on TV “every day.” (Table 18)

Boys (25%) were five times more likely than girls (5%) to report watching sports on TV every day. Also, watching “every day” correlates positively with age, ranging from 12 percent of 8 to 10 year-olds to 20 percent of those 14 to 17. Children from Hispanic households were more likely to report watching sports “every day.”

Table 18
Frequency of Viewing Sports on TV
– Among children age 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%	25%	5%	12%	17%	20%	15%	20%	17%	27%
Couple of times a week	51	56	44	50	55	50	48	63	60	42
Less than once a week	30	17	47	35	26	28	34	16	18	24
Depends	2	1	2	1	2	1	1	1	5	2
DK/NA	1	1	2	2	-	2	2	-	-	5
Base (children)	420	261	159	114	123	182	301	64	44	60

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

Two in five (39%) reported preferring to watch sports on TV in the evening between 6 PM and 10 PM, followed by more than one quarter (27%) who said weekend afternoons, and one in

five (20%) who cited weekday afternoons after school. More boys than girls mentioned evening hours (43% vs. 33%), while girls than boys were more likely to report weekend afternoons (32% vs. 24%).

Not surprisingly, older children were more likely to mention preferring evenings, both 6 PM to 10 PM as well as late night hours. Preference for weekend mornings and weekday afternoons correlates negatively with age. Asian/other race (46%) and Hispanics (45%) more than white (39%) or African-American (36%) groups favor viewing sports on evenings between 6 PM and 10 PM. (Table 19)

Table 19
Preferred Times for Viewing Sports on TV
– Among children age 8 to 17 who watch sports on TV –

<i>Preferred Times for Viewing</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>
Evening –6-10 PM	39%	43%	33%	29%	38%	48%	39%	36%	46%	45%
Weekend afternoons	27	24	32	27	29	26	28	25	28	25
Weekday afternoons	20	19	21	29	22	12	19	26	24	20
Late evening	6	5	7	2	4	10	6	5	3	6
Weekend mornings	4	5	3	9	4	1	4	4	-	-
Weekday mornings	3	4	2	3	4	4	3	4	-	5
DK/NA	1	1	1	2	1	-	1	-	-	-
<i>Base (children)</i>	420	261	159	114	123	182	301	64	44	60

† “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. MOVIES ABOUT SPORTS, EITHER BROADCAST OR ON VIDEOTAPE OR ON DVD?*

NOW, THINKING OF WHEN YOU WATCH YOUR FAVORITE SPORT, WOULD YOU SAY YOU USUALLY WATCH ALL OR MOST OF THE GAME OR RACE ... MORE THAN ONE HALF OF THE GAME OR RACE ... ABOUT HALF OF THE GAME OR RACE ... OR LESS THAN HALF OF THE GAME OR RACE?

ASIDE FROM COVERAGE OF A LIVE GAME OR RACE, COULD YOU PLEASE TELL ME THE NAMES OF OTHER SPORTS PROGRAMS THAT YOU LIKE TO WATCH ON TV ... PLEASE THINK OF PROGRAMS THROUGHOUT THE YEAR.

The program types most often reported by children as “usually watched” include sports movies (78%), games, races, or other sports events (77%), and sports highlights on local TV or cable (73%). One half (49%) of children reported “usually watching” weekly shows about one particular sport. Two in five (40%) reported usually watching high school or local town leagues on television. African-Americans were more likely to cite all types of sports programs as usually viewed than did other racial or ethnic groups. (Table 20)

Table 20
Types of Sports Programs “Usually” Watched on TV
 – Among children age 8 to 17 who watch sports on TV –

<i>Type of Program 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>
Sports movies	78%	81%	74%	67%	78%	79%	76%	85%	79%	75%
Games, races, or other sports events	77	78	76	73	78	79	78	81	69	66
Sports highlights on local TV or cable	73	80	63	64	78	76	70	87	84	83
Weekly show about one sport	49	58	38	36	57	54	45	74	51	41
High school or town league	40	36	46	28	39	51	37	57	50	44
<i>Base (children)</i>	<i>420</i>	<i>261</i>	<i>159</i>	<i>114</i>	<i>123</i>	<i>182</i>	<i>301</i>	<i>64</i>	<i>44</i>	<i>60</i>

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

About half (48%) of the children said that they usually watch all or most of telecasts involving their favorite sport on TV. Boys (54%) than girls (38%) were more likely to say that they view all or most of the telecasts involving their favorite sport, and viewing all or most of a favorite sport increased with the child’s age (36% for 8-10 year olds; 51% for 11-13; 54% for 14-17).

When asked for sports programs, other than live coverage of events, they like to watch on TV, three in five (62%) children were unable to name a specific program. Of the programs mentioned, ESPN’s SportsCenter (6%) was cited most often. All other programs were reported by fewer than five percent of the children.

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. Seven in ten (70%) children who watch sports on TV reported that they usually watch sports on TV with others. One in five (21%) said they usually watch sports programming alone, and 8 percent said it “depends.” Boys (25%) were more likely than girls (16%) to report watching sports alone as were African-Americans (34%) as compared to other racial/ethnic subgroups (Table 21)

Table 21
Usually Watches Sports on TV Alone or With Others
– Among children age 8 to 17 who watch sports on TV –

<i>Usually Watch...</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>
Alone	21%	25%	16%	12%	23%	28%	19%	34%	19%	23%
With others	70	66	76	79	68	65	72	60	78	77
Depends	8	9	8	9	9	7	9	6	3	*
DK/NA	-	-	-	-	-	-	-	-	-	-
<i>Base (children)</i>	420	261	159	114	123	182	301	64	44	60

* Less than 0.5 percent

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

With Whom Watch. Fathers were cited most often as an additional audience member by 55 percent of children who watch with others. Twenty-three percent of children mentioned viewing sports with their mothers. Fourteen percent reported “usually watching” with “both parents.” Also mentioned as additional audience members were male friends ages 12 to 17 (15%), brothers under 12 (14%), and female friends 12 to 17 (12%).

Boys (58%) were somewhat more likely than girls (51%) to report watching with their father, while girls were somewhat more likely than boys to report watching sports with their mother (26% vs. 21%) and both parents (17% vs. 11%). 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 included the gender of “others,” nine in ten (93%) reported usually watching sports with a male friend or relative and six in ten (57%) reported watching with a female friend or relative. Most boys in this category (96%) reported watching sports with other males, and 44 percent of boys reported watching with females. Correspondingly, nine in ten (90%) girls reported watching sports with males and 72 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 (24%) 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-own-home tended to increase with the child’s age. (Table 22)

Table 22
Where Child Usually Watches Sports on TV
– Among children age 8 to 17 who watch sports on TV –

<i>Usually Watch in...</i>	Total	Gender		Age			Race/Ethnicity			
		Boys	Girls	8 to 10	11 to 13	14 to 17	White	African-Amer.	Asian/Other	Hispanic†
Own home	94%	94%	94%	95%	93%	95%	93%	100%	91%	86%
Someone else’s home	24	23	24	20	23	27	25	17	19	22
Other	4	4	4	1	2	8	4	2	6	7
DK/NA	-	-	-	-	-	-	-	-	-	-
<i>Base (children)</i>	420	261	159	114	123	182	301	64	44	60

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

Sports Networks Child Watches

*MY LAST QUESTIONS ABOUT TV ARE ABOUT SPORTS NETWORKS. PLEASE TELL ME IF YOU HAVE EVER WATCHED THE FOLLOWING NETWORKS. FIRST ...
(Rotate networks)*

ESPN

HOW OFTEN WOULD YOU SAY YOU WATCH ESPN? EVERY DAY, TWO OR MORE DAYS A WEEK, ONE DAY A WEEK, EVERY OTHER WEEK, OR ONCE A MONTH OR LESS?

ESPN2

FOX SPORTS NET

CNN S.I.

THE GOLF CHANNEL

ESPN CLASSIC

SPEEDVISION

OUTDOOR LIFE

ESPNNews

More than four in five (82%) children who watch TV sports mentioned “ever” watching ESPN. Three in five each reported ever watching ESPNNews (62%) and/or Fox Sports Net (60%). Half (53%) cited ever tuning in to ESPN2 and one third (34%) to ESPN Classic. These networks were followed by mentions of CNNsi (28%), Outdoor Life (28%), The Golf Channel (19%), and Speedvision (12%).

Across the board, girls reported lower levels of viewing all sports networks. This is especially noticeable for ESPN2 where boys hold a 31 percentage point lead over girls. Children 11 to 17 mentioned viewing each ESPN network to a greater degree than those 8 to 10. The Outdoor Life network was mentioned more often by 8 to 10 year-olds and the Golf Channel less often by the older teens.

The same three top sports networks are mentioned by all race/ethnic populations. While there are small bases involved, other non-white and Hispanic groups mentioned ever watching Fox Sports Net to a greater degree than average and African-Americans more often reported ever watching CNNsi. (Table 23)

Table 23
Sports Networks Child Has Ever Watched
 – Among children age 8 to 17 who watch sports on TV –

<i>Ever 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>
ESPN	82%	89%	73%	75%	87%	84%	81%	87%	80%	88%
ESPNNews	62	66	57	51	63	69	58	80	72	68
Fox Sports Net	60	69	50	57	60	64	60	59	75	71
ESPN2	53	66	35	39	56	61	55	47	30	51
ESPN Classic	34	42	23	25	40	35	33	41	26	30
CNNsi	28	32	23	26	28	30	27	39	19	30
Outdoor Life	28	32	22	34	28	23	31	18	20	28
The Golf Channel	19	20	16	25	25	9	18	24	12	18
Speedvision	12	16	8	11	15	12	13	11	16	8
<i>Base (children)</i>	<i>420</i>	<i>261</i>	<i>159</i>	<i>114</i>	<i>123</i>	<i>182</i>	<i>301</i>	<i>64</i>	<i>44</i>	<i>60</i>

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

When children were asked to name which of these sports networks they viewed more than once a week, the rankings of the networks remain similar to “ever watched” levels. However, the distance between proportions of boys and girls viewing networks more than once a week increases for ESPN, ESPNNews, and Fox Sports Net.

ESPN was reported by all racial/ethnic groups most often as a sports network viewed more than once a week. A greater proportion of African-Americans mentioned watching ESPN and ESPNNews more than once a week than did any other racial/ethnic segment. (Table 24)

Table 24
Sports Networks Child Watched Once a Week or More
– Among children age 8 to 17 who watch sports on TV –

<i>Ever watched ...</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>
ESPN	58%	69%	44%	45%	62%	65%	54%	81%	58%	62%
ESPNNews	42	49	33	29	44	50	37	66	49	44
Fox Sport Net	40	52	25	36	37	46	38	42	59	52
ESPN2	37	50	20	19	44	46	37	39	30	39
CNN S.I.	20	24	14	18	20	21	18	31	11	20
ESPN Classic	19	26	9	15	21	19	17	31	11	14
Outdoor Life	11	15	7	15	10	9	13	2	11	18
The Golf Channel	7	7	6	8	9	5	7	7	11	10
Speedvision	7	10	4	6	9	8	7	6	15	7
<i>Base (children)</i>	420	261	159	114	123	182	301	64	44	60

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

V. Children and Sports on Radio

Children and Sports on Radio

One in three (34%) children age 8 to 17 reported they listen 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 OF THE YEAR? ...WHAT OTHERS? ...WHAT OTHERS?
(continue probing until 'NO OTHERS'; allow 8 responses)*

Baseball (50%) was the sport mentioned most often as listened to on the radio followed by the NFL (33%) and the NBA (29%). Boys were more likely than girls to mention listening to NHL hockey, college football, baseball, and NFL football; while more girls than boys reported listening to women's basketball (WNBA), soccer, and men's college basketball. (Table 25)

Table 25
Top Sports Listened to On Radio
– Among children age 8 to 17 who listen to sports on radio –

<i>Sports Listened to*</i>	<u>Total</u>	<u>Gender</u>	
		<u>Boys</u>	<u>Girls</u>
Baseball – major/minor	50%	52%	46%
NFL football	33	36	28
NBA basketball	29	28	32
College football	19	22	12
Men's college basketball	19	17	23
NHL hockey	10	14	3
Soccer	9	6	15
Auto/motorcycle racing	8	9	8
Women's basketball - WNBA	6	-	18
<i>Base (children)</i>	<i>168</i>	<i>117</i>	<i>51</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 children (60%) who listen to sports on radio reported that they listen to sports less than once a week. About three in ten (28%) said that they listen to sports a couple of times a week, and six percent listen every day. Frequency of listening to sports on the radio are similar for both boys and girls. (Table 26)

Table 26
Frequency of Listening to Sports On Radio
– Among children age 8 to 17 who listen to sports on radio –

<i>Frequency of Listening</i>	<i>Total</i>	<i>Gender</i>	
		<i>Boys</i>	<i>Girls</i>
Every day	6%	6%	8%
Couple of times a week	28	28	30
Less than once a week	60	60	59
Depends	3	3	4
DK/NA	2	3	-
<i>Base (children)</i>	<i>168</i>	<i>117</i>	<i>51</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 (77%) children who listen to sports radio reported that they usually listen to games, races, or other sports events; almost six in ten (58%) said that they usually listen to sports reports during the news; and one third (33%) mentioned usually listening to sports talk radio shows. More girls (66%) than boys (54%) reported listening to sports reports during the news and more boys (38%) than girls (26%) mentioned listening to sports talk radio. (Table 27)

Table 27
Types of Sports Programs Listened to On Radio
– Among children age 8 to 17 who listen to sports on radio –

Types of Programs Listened to	<u>Total</u>	<u>Gender</u>	
		<u>Boys</u>	<u>Girls</u>
Games, races, or other sports events	77%	77%	77%
Sports reports during the news	58	54	66
Sports talk radio	33	38	26
<i>Base (children)</i>	168	117	51

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. About three in ten (28%) children reported that they usually listen to sports alone, and two-thirds (67%) reported that they usually listen with others. Boys (31%) were more likely than girls (22%) to listen alone. (Table 28)

Table 28
Listen to Sports Programs On Radio Alone or With Others
– Among children age 8 to 17 who listen to sports on radio –

<i>Usually Listen...</i>	<i><u>Total</u></i>	<i><u>Gender</u></i>	
		<i><u>Boys</u></i>	<i><u>Girls</u></i>
Alone	28%	31%	22%
With others	67	62	75
Depends	4	5	-
DK/NA	2	1	3
<i>Base (children)</i>	<i>168</i>	<i>117</i>	<i>51</i>

With Whom Listen. Fathers were cited most often as additional audience members, by 49 percent of children who listen with others. One in five (20%) children mentioned listening to sports with their mothers. Nineteen percent reported “usually listening” with “both parents.” Also mentioned often as additional audience members were male friends ages 12 to 17 (11%) and brothers under age 12 (9%).

Among children who gave a response that included the gender of “others,” about nine in ten (94%) reported usually listening to sports with a male friend or relative and one half (52%) 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 (70%), followed by their own home (44%). In terms of gender differences, girls (57%) were less likely than boys (77%) to mention listening to sports on the car radio, but more likely to report radio listening in their own home (56% vs. 38%) or in someone else's home (18% vs. 9%). (Table 29)

Table 29
Location of Listening to Sports Programs On Radio
– Among children age 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	70%	77%	57%
Own home	44	38	56
Someone else's home	12	9	18
At school	9	1	22
Other location	1	*	3
DK/NA	2	1	3
<i>Base (children)</i>	<i>168</i>	<i>117</i>	<i>51</i>

* Less than 0.5%

VI. Children and Sports in Print

Children and Sports in Print

Approximately eight in ten (78%) children ages 8 to 17 said that they read about sports in newspapers, books, or magazines. Further questions were asked about each one of these print media.

Reading the Sports Section

One half (53%) of children reported reading the sports section of a newspaper. Not surprisingly, children from households with regular newspaper delivery or purchase (59%) were more likely to read the sports section than those from households without regular newspaper receipt (47%). 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?*

About one in five (18%) children who read the sports section reported doing so every day. Over one third (36%) said they read it a couple of times a week and two in five (44%) reported reading the sports section of a paper less than once a week. (Table 30)

More boys than girls reported reading the sports section every day (23% vs. 12%) and a couple of times a week (40% vs. 32%).

Table 30
Frequency of Reading a Newspaper Sports Section
– Among children age 8 to 17 who read the sports section –

<i>Frequency of Reading</i>	<u>Total</u>	<u>Gender</u>	
		<u>Boys</u>	<u>Girls</u>
Every day	18%	23%	12%
Couple of times a week	36	40	32
Less than once a week	44	37	53
Depends	1	*	2
DK/NA	1	1	1
<i>Base (children)</i>	277	170	107

* Less than 0.5 percent

Reading Sports Books

Over one half (56%) of children reported reading books about sports and were asked about their frequency of reading and the source of the 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 five (18%) children who read books about sports reported doing so every week. Two in five (39%) said they read sports books a couple of times a month. Boys (21%) were more likely than girls (12%) to mention reading a sports book every week. (Table 31)

Table 31
Frequency of Reading a Sports Book
– Among children age 8 to 17 who read sports books –

<i>Frequency of Reading</i>	<u><i>Total</i></u>	<u><i>Gender</i></u>	
		<u><i>Boys</i></u>	<u><i>Girls</i></u>
Every week	18%	21%	12%
Couple of times a month	39	38	42
Less than once a month	41	39	45
Depends	1	1	-
DK/NA	1	1	1
<i>Base (children)</i>	279	185	94

Three in four (77%) sports-book readers said that they borrow books about sports from their school or town library. Younger children, 8 to 10, (89%) were more likely to borrow books from a library than either 11 to 13 (80%) or 14 to 17 (63%) year olds. Two in five (40%) sports-book readers reported borrowing sports books from their friends. The proportion of those borrowing books from friends increases with age. (Table 32)

Table 32
Source of Sports Books
– Among children age 8 to 17 who read sports books –

<i>Source of Sports Books</i>	<u><i>Total</i></u>	<u><i>Gender</i></u>	
		<u><i>Boys</i></u>	<u><i>Girls</i></u>
Borrow from library	77%	78%	76%
Borrow from friends	40	37	43
<i>Base (children)</i>	279	185	94

Reading Sports Magazines

Six in ten (62%) 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 (53%). Again, all readers were asked about reading frequency and the source of the 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?

One quarter (24%) of children who reported reading sports magazines said that they did so every week. Two in five (44%) said that they read sports magazines a couple of times a month. Boys (30%) were more likely than girls (14%) to read a sports magazine every week. (Table 33)

Table 33
Frequency of Reading Sports Magazines
– Among children age 8 to 17 who read sports magazines –

<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	24%	30%	14%
Couple of times a month	44	44	44
Less than once a month	30	25	39
Depends	*	*	1
DK/NA	1	-	3
<i>Base (children)</i>	320	207	113

* Less than 0.5 percent

One in five (22%) sports magazine readers reported having their own subscription to a sports magazine. Boys (29%) were more likely than girls (11%) to report subscribing to a sports magazine. (Table 34)

Table 34
Subscription to Sports Magazines
– Among children age 8 to 17 who read sports magazines –

<i>Subscription Status</i>	<u><i>Total</i></u>	<u><i>Gender</i></u>	
		<u><i>Boys</i></u>	<u><i>Girls</i></u>
Subscription	22%	29%	11%
No subscription	78	71	87
DK/NA	1	-	2
<i>Base (children)</i>	320	207	113

When asked which sports magazines they read, *Sports Illustrated* (45%), *Sports Illustrated for Kids* (20%), and *ESPN Magazine* (12%) were mentioned most often. No other magazine recorded more than two percent of mentions.

Two in five (39%) sports-magazine readers reported that they borrow magazines about sports from their school or town library and a similar proportion (41%) of readers reported borrowing sports magazines from their friends. (Table 35) Again, while the youngest readers, 8 to 10, are more likely to borrow magazines from the library (47% vs. 44% 11-13, 30% 14-17), older kids, 11-17, are more likely to borrow magazines from friends (46% vs. 27% of 8-10 year olds).

Table 35
Source of Sports Magazines
– Among children age 8 to 17 who read sports magazines –

<i>Source of Sports Magazines</i>	<u><i>Total</i></u>	<u><i>Gender</i></u>	
		<u><i>Boys</i></u>	<u><i>Girls</i></u>
Borrow from library	39%	41%	36%
Borrow from friends	41	46	34
<i>Base (children)</i>	320	207	113

VII. Children and Sports Videogames

Children and Sports Videogames

Seven in ten (71%) of children age 8 to 17 reported they play sports-related videogames. Sports videogame usage was explored further among these children.

THINKING ABOUT WHEN YOU PLAY SPORTS VIDEOGAMES...

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

DO YOU PLAY SPORTS VIDEOGAMES ON A VIDEOGAME SYSTEM, A COMPUTER, OR BOTH?

ABOUT HOW OFTEN DO YOU PLAY SPORTS VIDEOGAMES... 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 VIDEOGAMES 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 Videogames

Children most often cited NFL football (48%) as the type of sport they like to play on videogames, followed by NBA basketball (37%) and baseball (32%). (Table 36)

The popularity of videogames involving men's college basketball, NBA basketball, the NFL, and the NHL increases with children's age; the popularity of auto/motorcycle racing and extreme sports decreases with age.

Table 36
Sports Played in Videogames
 – Among children age 8 to 17 who play sports videogames –

<i>Sports Videogames Played*</i>	<u>Total</u>	<u>Gender</u>	
		<u>Boys</u>	<u>Girls</u>
NFL football	48%	60%	27%
NBA basketball	37	39	35
Baseball – major/minor	32	39	22
Auto/motorcycle racing	28	29	26
NHL hockey	19	25	10
Extreme sports/X games	16	12	23
Soccer	12	13	9
Men's college basketball	11	11	9
Professional wrestling	11	12	8
College football	10	14	4
Boxing	6	7	5
Tennis	5	5	4
<i>Base (children)</i>	<i>364</i>	<i>245</i>	<i>119</i>

*Sport mentioned by 5% or more

Platform Used for Videogames

One half (51%) of children who play sports videogames reported using a videogame system, three percent a computer, and two in five (45%) both platforms. When “both” responses are included, 95 percent use a videogame system and 48 percent use a computer.

Frequency of Play

One in six (17%) children who play sports videogames reported that they do so every day, and 44 percent said that they play sports videogames a couple of times a week. Boys were more likely than girls to report playing sports videogames every day (22% v. 8%) or a couple of times a week (50% v. 35%). (Table 37)

Table 37
Frequency of Playing Sports Videogames
 – Among children age 8 to 17 who play sports videogames –

<i>Frequency of Playing</i>	<u><i>Total</i></u>	<u><i>Gender</i></u>	
		<u><i>Boys</i></u>	<u><i>Girls</i></u>
Every day	17%	22%	8%
Couple of times a week	44	50	35
Less than once a week	37	26	54
Depends	1	1	-
DK/NA	2	1	3
<i>Base (children)</i>	<i>364</i>	<i>245</i>	<i>119</i>

Source of Videogames

Children who play sports videogames were more likely to buy (72%) than rent (61%) or borrow sports videogames (56%). While this pattern was consistent for boys and girls, girls were less likely to use any of these sources for sports videogames. (Table 38)

Table 38
Source of Sports Videogames
 – Among children age 8 to 17 who play sports videogames –

<i>Source of Sports Videogames</i>	<u><i>Total</i></u>	<u><i>Gender</i></u>	
		<u><i>Boys</i></u>	<u><i>Girls</i></u>
Buys	72%	80%	59%
Rents from video store	61	70	46
Borrow from friends	56	58	52
<i>Base (children)</i>	<i>364</i>	<i>245</i>	<i>119</i>

VIII. Children and Sports on the Internet

Children and Sports on the Internet

Forty-two percent of children age 8 to 17 reported they visit sports-related sites on the Internet or World Wide Web. Further questions sought to determine for which sports children use the Internet and what types of sites they 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 TO PLAY OR OTHER INTERACTIVE CONTENT

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?

WHAT ARE YOUR FAVORITE SPORTS SITES ON THE INTERNET?

Sports Accessed on the Internet

The top three sports children look up on the Internet are NFL football (41%), NBA basketball (34%), and Major or Minor League Baseball (22%). Boys were more likely than girls to mention each of these sports. For girls, soccer proved to be more popular than baseball. (Table 39)

Table 39
Top Sports Accessed on the Internet
 – Among children age 8 to 17 who use the Internet for sports –

<i>Sports Accessed*</i>	<u><i>Total</i></u>	<u><i>Gender</i></u>	
		<u><i>Boys</i></u>	<u><i>Girls</i></u>
NFL football	41%	51%	23%
NBA basketball	34	37	29
Baseball – major/minor	22	26	17
Soccer	14	8	22
NHL hockey	12	14	10
Men's college basketball	12	15	8
College football	8	12	2
Auto/motorcycle racing	7	8	5
Professional wrestling	6	8	3
Extreme sports	6	9	-
<i>Base (children)</i>	<i>216</i>	<i>146</i>	<i>70</i>

* Sport mentioned by 5% or more

Frequency of Sports On-Line Use

Eight percent of children who use the Internet for sports content reported that they do so every day, and one third (32%) said that they use the Internet for sports a couple of times a week. Boys (12%) were more likely than girls (3%) to report using the Internet for sports every day as well as a couple of times a week (38% vs. 21%). (Table 40)

Table 40
Frequency of Accessing Sports on the Internet
 – Among children age 8 to 17 who use the Internet for sports –

<i>Frequency of Use</i>	<u><i>Total</i></u>	<u><i>Gender</i></u>	
		<u><i>Boys</i></u>	<u><i>Girls</i></u>
Every day	8	12%	3%
Couple of times a week	32	38	21
Less than once a week	57	46	76
Depends	1	2	-
DK/NA	2	3	1
<i>Base (children)</i>	<i>216</i>	<i>146</i>	<i>70</i>

Types of Internet Sport Sites Accessed

Among the four types of Internet sports sites listed in the study, Web sites about professional sports (80%) proved the most popular. Web sites about high school, college, or Olympic sports (56%) and sites with games or interactive content (54%) were mentioned by more than one half of the children. Chat rooms or bulletin boards about sports were least visited by the children (23%). Girls (72%) were more likely than boys (46%) to access sites about high school, college, or Olympic sports, and boys (84%) were more likely than girls (74%) to go to sites about professional sports. (Table 41)

Table 41
Types of Sports Sites Accessed on the Internet
 – Among children age 8 to 17 who use the Internet for sports –

<i>Types of Sports Sites Accessed</i>	<u><i>Total</i></u>	<u><i>Gender</i></u>	
		<u><i>Boys</i></u>	<u><i>Girls</i></u>
Web sites about professional sports	80%	84%	74%
Web sites about high school, college, or Olympic sports	56	46	72
Sites with games or interactive content	54	55	52
Chat rooms or bulletin boards about sports	23	23	25
<i>Base (children)</i>	<i>216</i>	<i>146</i>	<i>70</i>

Location of Internet Access

Children who use the Internet for sports most often do so from home (75%), followed by school (34%), a friend or relative's home (21%), and libraries (8%). Girls (43%) more often than boys (29%) reported going on-line for sports at school. (Table 42)

Table 42
Location of On-Line Access for Sports
– Among children age 8 to 17 who use the Internet for sports –

<i>Location of On-Line Access for Sports</i>	<u>Total</u>	<u>Gender</u>	
		<u>Boys</u>	<u>Girls</u>
Own home	75%	75%	74%
At school	34	29	43
Friend/relative's home	21	20	23
Library	8	7	10
Other location	-	-	-
DK/NA	1	1	-
<i>Base (children)</i>	216	146	70

Favorite Sites on the Internet

ESPN.com (22%), NFL.com (16%), and NBA.com (14%) were sports Internet sites mentioned most often by children 8 to 17 who use the Internet for sports. All other sites were reported by less than five percent. Boys (71%) were more likely than girls (49%) to name a specific sports Internet site.

IX. Children and Sports Movies

Children and Sports Movies

About eight in ten (82%) children age 8 to 17 reported watching a movie that was about, or included, sports or athletes. These children were asked about the sports movies they had watched.

EARLIER, YOU MENTIONED THAT YOU HAVE WATCHED MOVIES ABOUT SPORTS OR THAT INVOLVE SPORTS. FOR THE FOLLOWING QUESTIONS, PLEASE THINK OF SPORTS MOVIES YOU HAVE SEEN ON TV, ON TAPE OR DVD, OR IN A MOVIE THEATERWHAT SPORTS HAVE BEEN IN THE SPORTS MOVIES YOU HAVE SEEN?...WHAT OTHERS? ...WHAT OTHERS? (continue probing until 'NO OTHERS')

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

AND, IN WHICH OF THE FOLLOWING WAYS HAVE YOU WATCHED SPORTS MOVIES THIS YEAR ... (Rotate choices)

- A. ON A TELEVISION OR CABLE TV NETWORK*
- B. ON VIDEOTAPE*
- C. ON DVD*
- D. IN A MOVIE THEATER*

Types of Sports Seen in Movies

Children most often mentioned watching movies that involve NFL football (41%), baseball (36%), college football (29%), and/or NBA basketball (26%). Boys were more likely to report watching sports movies that feature NFL football, baseball, NHL hockey, and golf, while girls more frequently mentioned movies that involve men's college basketball, women's college basketball, or ice skating. (Table 43)

Table 43
Sports Movies Seen on TV, on Tape or DVD, or in a Movie Theater
– Among children age 8 to 17 who watch sports movies –

<i>Type of sports movie*</i>	<u>Total</u>	<u>Gender</u>	
		<u>Boys</u>	<u>Girls</u>
NFL football	41%	48%	33%
Baseball	36	44	25
Football - college	29	30	29
NBA basketball	26	28	25
Men's college basketball	19	15	23
NHL hockey	17	20	14
Soccer	16	12	21
Golf	9	11	6
Auto/motorcycle racing	6	6	7
Women's college basketball	6	1	11
Football – high school	5	6	5
Ice skating	5	-	10
Boxing	5	4	6
<i>Base (children)</i>	432	259	173

* Mentioned by 5 percent or more

Frequency of Viewing Sports Movies

Three-quarters (77%) of children 8 to 17 stated that they watch sports movies less than once a week; almost one in five (18%) reported viewing sports movies a couple of times a week and three percent indicated watching every day. Girls (84%) than boys (72%) were more apt to report watching a sports movie less than once a week and conversely boys mentioned more frequent sports movie viewing. (Table 44)

Table 44
Frequency of Watching
Sports Movies on TV, on Tape or DVD, or in a Movie Theater
 – Among children age 8 to 17 who watch sports movies –

<i>Frequency of viewing</i>	<u>Total</u>	<u>Gender</u>	
		<u>Boys</u>	<u>Girls</u>
Every day	3%	4%	2%
Couple of times a week	18	23	12
Less than once a week	77	72	84
Depends<volunteered>	*	*	1
DK/NA	1	1	1
<i>Base (children)</i>	432	259	173

*Less than 0.5 percent

Ways in Which Children Watched Sports Movies

Four in five children watched sports movies on a television or cable TV network (82%) and/or on videotape (80%) this year. One half (48%) reported seeing a sports movie in a theater and about one quarter (24%) mentioned viewing a sports movie on DVD. Boys were more likely than girls to view sports movies in all these ways except for in a movie theater, where equal numbers of either gender reported seeing a sports movie. (Table 45)

Table 45
Ways Children Have Watched Sports Movies This Year
 – Among children age 8 to 17 who watch sports movies –

<i>Ways to view</i>	<u>Total</u>	<u>Gender</u>	
		<u>Boys</u>	<u>Girls</u>
TV/cable TV network	82%	85%	77%
Videotape	80	83	76
Movie theater	48	48	47
DVD	24	26	20
<i>Base (children)</i>	432	259	173

With Whom Watch

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

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

Watch Alone or With Others.

Children are more likely to report watching a sports movie with others (75%) than alone (17%); seven percent said it would depend on the situation. Boys (21%) were about twice as likely as girls (11%) to report viewing sports movies by themselves and girls (82%) than boys (70%) were more apt to mention watching sports movies with others. (Table 46)

Table 46
Watch Sports Movies Alone or With Others
 – Among children age 8 to 17 who watch sports movies –

<i>Usually Listen...</i>	<u>Total</u>	<u>Gender</u>	
		<u>Boys</u>	<u>Girls</u>
Alone	17%	21%	11%
With others	75	70	82
Depends	7	8	5
DK/NA	1	1	2
<i>Base (children)</i>	432	259	173

Fathers (36%) followed by mothers (30%) were mentioned more frequently by children as persons with whom they usually watch sports movies. Male friends age 12 to 17 were reported more often by boys (32%) than girls (16%) and female friends 12 to 17 were cited by more girls (33%) than boys (10%).

Sports Movies Viewed

AND, COULD YOU PLEASE TELL ME THE NAMES OR SOME OF THE SPORTS MOVIES YOU'VE WATCHED? WHAT OTHERS? (allow 6 responses)

Movie titles mentioned by the children were recorded verbatim and the results coded by title. The most frequently mentioned title, by far, was the 2000 release *Remember the Titans* (38%), mentioned most often by older teens, 14 to 17. (Table 47)

Table 47
Sports Movies Viewed
– Among children age 8 to 17 who watch sports movies –

<i>Movies Viewed*</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>
Remember the Titans	38%	40%	35%	29%	30%	49%	37%	45%	32%	37%
Any Given Sunday	12	15	8	3	15	16	10	18	19	12
Mighty Ducks	11	12	10	5	16	12	12	9	3	5
Love & Basketball	10	6	16	7	4	17	6	32	7	12
Air Bud	10	9	10	17	13	3	10	11	7	6
Space Jam	9	10	8	12	5	9	8	11	11	11
Angels in the Outfield	8	8	9	10	11	6	9	4	8	11
The Replacements	8	9	6	4	10	10	9	5	9	3
Field of Dreams	5	4	7	7	3	5	6	2	-	2
League of Their Own	5	3	9	3	5	8	6	5	4	4
The Waterboy	5	7	3	3	6	7	5	7	11	9
Rudy	5	7	1	4	4	6	5	4	6	9
Major League	5	7	1	2	6	5	5	3	4	4
<i>Base (children)</i>	432	259	173	113	123	195	309	63	47	64

* Movie mentioned by 5% or more

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

X. The Child's Room

The Child's Room

Next, children were asked 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 VIDEOGAME 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 or no Internet access in HH ****

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

Children's rooms, especially boys' rooms, are full of entertainment technology. Nine in ten (89%) children age 8 to 17 reported having a radio in their room; two in three (68%) have a TV set; two in five (43%) have a videogame system; and/or (40%) cable TV; one in five (23%) have a computer; and one in ten (13%) have Internet access. (Table 48)

Boys (57%) were twice as likely to report having a videogame system in their room as girls (28%), and more likely to have a TV set (70% v. 65%). Girls (92%) were more likely than boys (86%) to report having a bedroom radio. Presence of cable TV, computers, and Internet access did not vary by gender.

Table 48
Technology in Children's Rooms
 – Among children age 8 to 17 –

Technology in Room	Total	Gender		Age			Race/Ethnicity			
		Boys	Girls	8 to 10	11 to 13	14 to 17	White	African-Amer.	Asian/Other	Hispanic†
Radio	89%	86%	92%	79%	89%	98%	91%	78	83%	88%
TV set	68	70	65	61	65	75	65	88	71	67
Videogame system	43	57	28	34	47	47	39	66	43	46
Cable TV	40	41	38	29	36	51	36	61	45	34
Computer	23	24	22	17	22	29	22	27	31	25
Internet access	13	14	11	7	11	18	12	14	19	10
Base (children)	509	286	223	141	148	219	365	72	57	73

† “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.

- 94 percent of children age 11 or older had a radio in their room, compared with 79 percent of children age 8 to 10.
- 71 percent of children age 11 or older had a TV set in their room, compared with 61 percent of children age 8 to 10.
- 47 percent of children age 11 or older had a videogame system in their room, compared with 34 percent of children age 8 to 10.
- 45 percent of children age 11 or older had cable TV in their room, compared with 29 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 31%, Internet access 18%
- Income of \$30,000 to \$49,900: computer 18%, Internet access 10%
- Income of less than \$30,000: computer 16%, Internet access 4%

There was a greater likelihood in non-white households of having a TV set, videogame system, cable TV, a computer, and/or Internet access in the child's bedroom.

At the end of the interview, all children who were identified as Internet users were asked questions about their use of the Internet in conjunction with a television set.

** Asked of non-sports Internet users*

DO YOU USE THE INTERNET AT HOME, AT SCHOOL, OR ANYWHERE ELSE?

** Asked of all Internet users*

DO YOU EVER USE THE INTERNET AND WATCH TV AT THE SAME TIME, EITHER AT HOME OR ANYWHERE ELSE?

AND ABOUT HOW OFTEN DO YOU USE THE INTERNET WHILE WATCHING TV ... WOULD YOU SAY EVERY DAY, A COUPLE OF TIMES A WEEK, OR LESS THAN ONCE A WEEK?

Simultaneous Use of the Internet and TV

Over one third (35%) of children 8 to 17 who use the Internet indicated simultaneous use of the Internet and TV, either at home or anywhere. Simultaneous use correlated positively with age. African-American (37%) and white (35%) children were somewhat more likely to use both media at the same time than were other races (29%) or Hispanics (27%). (Table 49)

Table 49
Simultaneous Use of Internet and TV
– Among children age 8 to 17 who use the Internet –

	<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>
Yes, use Internet & TV simultaneously	35%	37%	33%	19%	35%	45%	35%	37	29%	27%
No, do not	64	61	67	79	64	54	64	61	71	74
DK/NA	1	2	-	2	2	*	1	3	-	-
<i>Base (children)</i>	<i>453</i>	<i>260</i>	<i>193</i>	<i>112</i>	<i>131</i>	<i>209</i>	<i>327</i>	<i>62</i>	<i>50</i>	<i>63</i>

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

* Less than 0.5 percent

Children were about equally divided in terms of the frequency of their simultaneous Internet/TV use. Over on-third (37%) reported simultaneously using both media every day, while about one in three each said they used the two together a couple of times a week (32%) or less than once a week (30%).

More girls (43%) than boys (33%) reported “every day” simultaneous use and “every day” use was greater for the 14 to 17 year-olds (44%) than for those 8 to 10 (31%) or 11 to 13 (28%). (Table 50)

Table 50
Frequency of Simultaneous Use of Internet and TV
– Among children age 8 to 17 who use the Internet and TV Together –

<i>Frequency of use ...</i>	<i>Total</i>	<i>Gender</i>		<i>Age</i>		
		<i>Boys</i>	<i>Girls</i>	<i>8 to 10</i>	<i>11 to 13</i>	<i>14 to 17</i>
Every day	37%	33%	43%	31%	28%	44%
Couple times a week	32	36	26	26	51	23
Less than once a week	30	31	28	43	20	32
Depends	1	1	2	-	1	2
DK/NA	-	-	-	-	-	-
<i>Base (children)</i>	<i>164</i>	<i>97</i>	<i>67</i>	<i>21</i>	<i>45</i>	<i>97</i>

Trends: 1999 to 2001

XI. Trends: Household and Respondent Characteristics

Household and Respondent Characteristics

The balance of this report compares the 1999 study findings with data from this year's research.

Qualifying Households

Identical proportions of households from the 2001 (23%) and 1999 (23%) samples qualified for the children's interview by having a child age 8 to 17. (Table 51)

Table 51
Presence of Children

<i>HH Child Status</i>	<u>2001</u>	<u>1999</u>
No child age 17 or under	63%	62%
Any child age 17 or under	37	38
Child age 7 or under	21	22
Child age 8 to 17	23	23
<i>Base (HHs)</i>	2173	2073

Race, Ethnicity, Education, and Income

The 2001 sample composition is similar to that of 1999 in the areas of household race/ethnicity, education, and income. (Table 52)

Table 52
Race, Ethnicity, Education, and Income
Trends 1999 to 2001

<i>HH Characteristic</i>	<u>2001</u>	<u>1999</u>
Race		
White	78%	78%
African-American/Black	15	15
Asian	1	1
Other race	4	4
Don't know/no answer	3	3
Ethnic Origin		
Hispanic	14%	14%
Non-Hispanic	86	86
HH Education		
High school grad or less	28%	25%
Some college	24	24
College grad or more	46	51
Don't know/no answer	2	1
HH Income		
Less than \$30,000	21%	18%
\$30,000 to \$49,900	20	26
\$50,000 to \$74,900	18	23
\$75,000 or more	20	20
Don't know/no answer	21	14
<i>Base (HHs)</i>	509	480

TV and Technology

Virtually all households in both studies reported having a TV set and a VCR. Compared to the 1999 study, this year's population reported somewhat fewer videogame systems and slightly more computers in their households. (Table 53)

Table 53
TV and Technology
Trends 1999 to 2001

<i>HH Technology</i>	<u>2001</u>	<u>1999</u>
TV households	~100%	~100%
TV Reception		
Broadcast-only	20%	20%
Wired cable	66	67
Satellite	16	14
VCR	96%	98%
Videogame	76%	80%
Home computer	82%	71%
<i>Base (HHs)</i>	509	480

Additional Exposure Factors

While having someone in the household involved in an organized sports league and subscribing to a daily newspaper remain at similar levels this year to last, there has been a drop off in the proportion of households reporting subscription/purchasing of sports magazines. (Table 54)

Table 54
Additional Exposure Factors
Trends 1999 to 2001

<i>Additional Exposure Factors</i>	<u>2001</u> <u>Study</u>	<u>1999</u> <u>Study</u>
Someone in HH plays in organized sports league in past year	69%	72%
Someone in HH subscribes/buys newspapers daily	48	51
Someone in HH subscribes/buys sports magazines	31	39
<i>Base (HHs)</i>	509	480

Gender and Age of Selected Child

The distribution of children by gender and age was similar for both samples. (Table 55)

Table 55
Gender and Age of Selected Child
Trends 1999 to 2001

	<u>2001</u>	<u>1999</u>
Gender		
Boys	51%	51%
Girls	49	49
Age		
8	10	10
9	11	10
10	10	10
11	10	10
12	10	10
13	10	10
14	10	10
15	10	10
16	10	10
17	10	10
DK/NA	<1	1
<i>Base (children)</i>	509	480

Child or Adult Interview

More interviews (89% vs. 81%) were either completed directly with the selected child or with the selected child present in the room in 2001 than in 1999. (Table 56)

Table 56
Child or Adult Interview
Trends 1999 to 2001

<i>Respondent</i>	<u>2001</u>	<u>1999</u>
Child	84%	77%
Adult	16	23
Adult w/ child in room	5	4
Adult w/o child in room	11	19
<i>Base (HHs)</i>	509	480

***XII. Trends: Children's Involvement
with Sports and Sports Media***

Children's Involvement with Sports and Sports Media

Sports Participation

The proportions of children reporting participation in sports as well as the top sports played by children in the current study closely mirrored those reported in the 1999 research. (Tables 57 & 58)

Table 57
Children's Participation in Sports
Trends 1999 to 2001
– Age 8 to 17 –

<i>Sports Participation</i>	<u>2001</u>	<u>1999</u>
Plays any sport	94%	96%
Does not play any sport	6	4
<i>Base (children)</i>	509	480

Table 58
Top Sports Played by Children
Trends 1999 to 2001
– Age 8 to 17 –

<i>Sports Played</i>	<u>2001</u>	<u>1999</u>
Basketball	56%	55%
Baseball/Lit. League	34	35
Soccer	34	33
Football	32	32
Volleyball	12	11
Swimming/diving	10	9
Softball	8	12
Tennis	7	5
Hockey-ice/in-line	7	7
Track & field	6	6
Golf	5	5
<i>Base (children)</i>	509	480

Children in this year's study (59% vs. 63%) were somewhat less likely to report involvement with organized sports. (Table 59)

Table 59
Played in Organized Sports in Past Year
Trends 1999 to 2001
– Age 8 to 17 –

<i>Participation in Organized Sports</i>	<u>2001</u>	<u>1999</u>
Played in organized sport	59%	63%
Did not play in organized sport/DK	41	37
<i>Base (children)</i>	509	480

Sports Media Use

Use of sports media was at similar levels for both studies.

Generally, children's use of individual media was similar to that reported in the last study, with television and radio slightly below and videogames and the Internet somewhat above last time levels. (Table 60)

Table 60
Media Used for Sports
Trends 1999 to 2001
– Age 8 to 17 –

<i>Sports Media Use</i>	<u>2001</u>	<u>1999</u>
Any use of sports media	93%	94%
No use of sports media	7	6
<i>Media Used for Sports...</i>		
Television	82%	86%
Movies	82	80
Videogames	71	67
Magazines	62	63
Books	56	54
Newspapers	53	52
Internet	42	39
Radio	34	37
<i>Base (children)</i>	509	480

In both samples, slightly more than half the children who use media for sports turn to television most often. While the use of videogames as the most used medium is up slightly, both magazines and newspapers were reported less often this year than in 1999. (Table 61)

Table 61
Media Used for the Most Time for Sports
Trends 1999 to 2001
– Among children age 8 to 17 who use media for sports –

<i>Media Used for Most Time for Sports</i>	<u>2001</u>	<u>1999</u>
Television	55%	54%
Videogames	16	10
Magazines	7	10
Movies	7	7
Internet	6	4
Books	4	5
Newspapers	3	9
Radio	1	1
<i>Base (children)</i>	474	453

***XIII. Trends: Children and
Sports on Television***

Children and Sports on Television

Somewhat fewer children 8 to 17 reported watching televised sports this year (82%) than in 1999 (86%).

Sports Watched on Television

In general, children this year approached sports on television similarly to those in the prior study. The greatest difference in viewing was reported for extreme sports/X-Games (61% vs. 51%). (Table 62)

Table 62
Sports Watched on TV
Trends 1999 to 2001
– Among children age 8 to 17 who watch sports on TV –

<i>Sports Watched</i>	<u>2001</u>	<u>1999</u>
Olympics	84%	80%
NFL football	80	77
NBA basketball	71	75
Baseball – major/minor	63	66
Extreme sports/X-Games	61	51
College football	60	56
Men's college basketball	57	59
Professional wrestling	50	53
Gymnastics	48	53
Soccer	47	43
Ice skating	46	53
Auto/motorcycle racing	46	43
Boxing	44	41
Swimming/diving	43	42
NHL hockey	41	40
Tennis	34	30
Skiing	31	36
Women's college basketball	30	NA
WNBA basketball	29	NA
Women's basketball-college or WNBA	NA	39
Golf	27	25
<i>Base (children)</i>	420	412

Sports Spend Most Time Watching

As in the 1999 research, children identified NFL football, NBA basketball, and baseball as the top three sports they spend the most time watching on television. Further variations between sports can be found in Table 63.

Table 63
Sports That Children Spend the Most Time Watching on TV
Trends 1999 to 2001
– Among children age 8 to 17 who watch sports on TV –

<i>Sports Spend Most Time Watching</i>	<u>2001</u>	<u>1999</u>
NFL football	48%	42%
NBA basketball	34	42
Baseball – major/minor	29	30
Men’s college basketball	16	16
Soccer	14	11
Gymnastics	14	11
NHL hockey	12	8
College football	12	12
Extreme sports/X-Games	11	9
Professional wrestling	10	15
Ice skating	10	14
Auto/motorcycle racing	9	4
Olympics	6	4
XFL football	4	NA
Golf	4	3
Boxing	4	2
Women’s basketball - WNBA	4	NA
Women’s basketball - college	4	NA
Women’s basketball – college or WNBA	NA	5
Tennis	4	4
Swimming/diving	3	4
Skiing	1	2
Other sport	6	8
DK/NA	*	1
<i>Base (children)</i>	<i>420</i>	<i>412</i>

* Less than 0.5 percent

Frequency of Viewing

The frequency with which children watch sports on TV has not changed since the last study. (Table 64)

Table 64
Frequency of Viewing Sports on TV
Trends 1999 to 2001
– Among children age 8 to 17 who watch sports on TV –

<i>Frequency of Viewing</i>	<u>2001</u>	<u>1999</u>
Every day	16%	16%
Couple of times a week	51	51
Less than once a week	30	30
Depends	2	2
DK/NA	1	1
<i>Base (children)</i>	420	412

Types of Sports Programs Watched

Sports movies viewed on broadcast, videotape, or DVD were mentioned by more children than last time (78% vs. 57%). It should be pointed out that the question wording did not include “DVD” in the last wave. Televised games, races, or other sports events were also mentioned by more children this year (77%) than last time (72%). (Table 65)

Table 65
Types of Sports Programs “Usually” Watched on TV
Trends 1999 to 2001
– Among children age 8 to 17 who watch sports on TV –

<i>Type of Programs Watched</i>	<u>2001</u>	<u>1999</u>
Sports movie broadcast/videotapes/DVD	78%	57%
Games, races, or other sports events	77	72
Sports highlights on local TV or cable TV	73	73
Weekly show about one sport	49	50
High school or town league	40	39
<i>Base (children)</i>	420	412

With Whom and Where Watch

Compared with the 1999 study (15%), a slightly greater proportion of children this year (21%) said that they usually watch sports on television alone. (Table 66)

Table 66
Usually Watches Sports on TV Alone or With Others
Trends 1999 to 2001
– Among children age 8 to 17 who watch sports on TV –

<i>Usually Watch...</i>	<u>2001</u>	<u>1999</u>
Alone	21%	15%
With others	70	73
Depends	8	12
DK/NA	-	1
<i>Base (children)</i>	420	412

Location of Sports Viewing

The location of sports television viewing is consistent with last time. (Table 67)

Table 67
Where Child Usually Watches Sports on TV
Trends 1999 to 2001
– Among children age 8 to 17 who watch sports on TV –

<i>Usually Watch in...</i>	<u>2001</u>	<u>1999</u>
Own home	94%	94%
Someone else’s home	24	26
Other	4	4
DK/NA	-	1
<i>Base (children)</i>	420	412

***XIV. Trends: Children and
Sports on Radio***

Children and Sports on Radio

A similar proportion of children reported listening to sports on the radio this study (34%) as in the last (37%). Sports radio listening was up for five of the eight top sports mentioned this time over last. NFL football and NHL hockey reflected declines in listening levels from year to year. Frequency of listening to sports on radio was virtually the same as in 1999. (Tables 68 & 69)

Table 68
Top Sports Listened to On Radio
Trends 1999 to 2001
– Among children age 8 to 17 who listen to sports on radio –

<i>Sports Listened to*</i>	<u>2001</u>	<u>1999</u>
Baseball – major/minor	50%	44%
NFL football	33	39
NBA basketball	29	31
Men's college basketball	19	17
College football	19	12
NHL hockey	10	8
Soccer	9	5
Auto/motorcycle racing	8	5
<i>Base (children)</i>	168	181

* Sport mentioned by 8% or more in 2001

Table 69
Frequency of Listening to Sports On Radio
Trends 1999 to 2001
– Among children age 8 to 17 who listen to sports on radio –

<i>Frequency of Listening</i>	<u>2001</u>	<u>1999</u>
Every day	6%	6%
Couple of times a week	28	29
Less than once a week	60	61
Depends	3	2
DK/NA	2	2
<i>Base (children)</i>	168	181

While games, races, or other sports events were reportedly listened to on the radio at similar levels this year and in 1999, fewer children mentioned listening to sports talk radio (33% vs. 48%) and sports reports during the news (58% vs. 63%) this year over 1999. A similar proportion of children listened to radio sports “alone” in both surveys; slightly more indicated listening “with others” in 2001 than in 1999. (Tables 70 & 71)

Table 70
Types of Sports Programs Listened to On Radio
Trends 1999 to 2001
– Among children age 8 to 17 who listen to sports on radio –

<i>Types of Programs Listened to</i>	<u>2001</u>	<u>1999</u>
Games, races, or other sports events	77%	76%
Sports reports during the news	58	63
Sports talk radio	33	48
<i>Base (children)</i>	168	181

Table 71
Listen to Sports Programs On Radio Alone or With Others
Trends 1999 to 2001
– Among children age 8 to 17 who listen to sports on radio –

<i>Usually Listen...</i>	<u>2001</u>	<u>1999</u>
Alone	28%	29%
With others	67	63
Depends	4	3
DK/NA	2	5
<i>Base (children)</i>	168	181

While the car continues to be the most cited location of sports radio listening, more children mentioned listening to sports on the car radio (70% vs. 64%) and fewer on a radio at home (44% vs. 57%) this year than in 1999. (Table 72)

Table 72
Location of Listening to Sports Programs On Radio
Trends 1999 to 2001
 – Among children age 8 to 17 who listen to sports on radio –

<i>Usually Listen in...</i>	<u>2001</u>	<u>1999</u>
A car	70%	64%
Own home	44	57
Someone else's home	12	7
At school	9	5
Other location	1	4
DK/NA	2	3
<i>Base (children)</i>	168	181

***XV. Trends: Children and
Sports in Print***

Children and Sports in Print

About the same proportion of children said that they read about sports in newspapers, books, or magazines as in 1999 (78% vs. 81%).

Reading the Sports Section

Similar proportions of children reported reading the sports section of the newspaper this year (53%) as last time (52%). While every day readership was similar from year to year, children in the 1999 research indicated a greater frequency of reading the sports section than in 2001. Two in five (44%) of this year's sample indicated reading the sports section less than once a week, while one third (34%) of the 1999 sample indicated less than once a week readership. (Table 73)

Table 73
Frequency of Reading a Newspaper Sports Section
Trends 1999 to 2001
 – Among children age 8 to 17 who read the sports section –

<i>Frequency of Reading</i>	<u>2001</u>	<u>1999</u>
Every day	18%	21%
Couple of times a week	36	42
Less than once a week	44	34
Depends	1	2
DK/NA	1	1
<i>Base (children)</i>	277	259

Reading Sports Books

Books about sports were as popular with the children in this year's study (56%) as in 1999 (54%). Few differences in the frequency of reading were noted. (Table 74)

Additionally, children in both samples report borrowing books from libraries and/or friends at roughly equal levels. (Table 75)

Table 74
Frequency of Reading a Sports Book
Trends 1999 to 2001
– Among children age 8 to 17 who read sports books –

<i>Frequency of Reading</i>	<u>2001</u>	<u>1999</u>
Every week	18%	15%
Couple of times a month	39	42
Less than once a month	41	39
Depends	1	*
DK/NA	1	4
<i>Base (children)</i>	279	255

* Less than 0.5 percent

Table 75
Source of Sports Books
Trends 1999 to 2001
– Among children age 8 to 17 who read sports books –

<i>Source of Sports Books</i>	<u>2001</u>	<u>1999</u>
Borrow from library	77%	78%
Borrow from friends	40	44
<i>Base (children)</i>	279	255

Reading Sports Magazines

A similar proportion of children in each sample reported magazine readership (62% 2001 vs. 64% 1999).

Fewer children mentioned having a subscription to a sports magazine this year (22%) than in 1999 (33%). Hand in hand with this data is the fact that children in this year's study were less likely to report weekly readership and more likely to cite less than once a month frequency of reading sports magazines. (Tables 76 & 77)

The most frequently mentioned sports magazines that children read in either study were *Sports Illustrated* and *Sports Illustrated for Kids*. However, *ESPN Magazine*, the third most mentioned sports magazine cited by kids this year (12%), more than doubled since 1999 (5%). Children in both samples reported similar borrowing habits. (Table 78)

Table 76
Frequency of Reading Sports Magazines
Trends 1999 to 2001
– Among children age 8 to 17 who read sports magazines –

<i>Frequency of Reading</i>	<u>2001</u> <u>Study</u>	<u>1999</u> <u>Study</u>
Every week	24%	31%
Couple of times a month	44	43
Less than once a month	30	24
Depends	*	*
DK/NA	1	1
<i>Base (children)</i>	320	311

* Less than 0.5 percent

Table 77
Subscription to Sports Magazines
Trends 1999 to 2001
– Among children age 8 to 17 who read sports magazines –

<i>Subscription Status</i>	<u>2001</u> <u>Study</u>	<u>1999</u> <u>Study</u>
Subscription	22%	33%
No subscription	78	67
DK/NA	1	*
<i>Base (children)</i>	320	311

* Less than 0.5 percent

Table 78
Source of Sports Magazines
Trends 1999 to 2001
– Among children age 8 to 17 who read sports magazines –

<i>Source of Sports Magazines</i>	<u><i>2001</i></u> <u><i>Study</i></u>	<u><i>1999</i></u> <u><i>Study</i></u>
Borrow from library	39%	42%
Borrow from friends	41	47
<i>Base (children)</i>	320	311

***XVI. Trends: Children and
Sports Videogames***

Children and Sports Videogames

A six percent increase in viewing sports videogames was reported by children in this year's study (71%) than in the last (67%).

Sports Played in Videogames

In both studies, NFL football, NBA basketball, and baseball were the top three videogame sports mentioned by children. Children in this year's study were more likely to mention playing auto/motorcycle (28% vs. 17%), NHL hockey (19% vs. 12%), and extreme sports (16% vs. 7%) videogames than kids in 1999. (Table 79)

Table 79
Top Sports Played in Videogames
Trends 1999 to 2001
– Among children age 8 to 17 who play sports videogames –

<i>Sports Videogames Played*</i>	<u>2001</u>	<u>1999</u>
NFL football	48%	49%
NBA basketball	37	42
Baseball – major/minor	32	37
Auto/motorcycle racing	28	17
NHL hockey	19	12
Extreme sports/X games	16	7
Soccer	12	12
Men's college basketball	11	13
Professional wrestling	11	14
College football	10	16
Boxing	6	3
Tennis	5	1
<i>Base (children)</i>	<i>364</i>	<i>331</i>

* Sport mentioned by 5% or more

Platform Used for Videogames

Half (51%) the children in both surveys, who play sports videogames, said they use a videogame system. A similar proportion in both 2001 (3%) and 1999 (5%) reported using a computer and two in five, this year (45%) and in 1999 (41%), said they use both platforms. When "both" responses are included, over nine in ten in both studies used a videogame system (95% in 2001 and 92% in 1999) and about half (48% in 2001 and 47% in 1999) used a computer.

Frequency of Playing

Little difference was seen in the frequency of playing sports videogames reported by children in either study. (Table 80)

Table 80
Frequency of Playing Sports Videogames
Trends 1999 to 2001
– Among children age 8 to 17 who play sports videogames –

<i>Frequency of Playing</i>	<u>2001</u>	<u>1999</u>
Every day	17%	14%
Couple of times a week	44	45
Less than once a week	37	37
Depends	1	2
DK/NA	2	2
<i>Base (children)</i>	364	331

Source of Videogames

While children in either study were as likely to rent videogames, children in this year's study more often mentioned buying the software and less frequently reported borrowing from friends than did children in the 1999 research. (Table 81)

Table 81
Source of Sports Videogames
Trends 1999 to 2001
– Among children age 8 to 17 who play sports videogames –

<i>Source of Sports Videogames</i>	<u>2001</u>	<u>1999</u>
Buys	72%	61%
Borrow from video store	61	62
Borrow from friends	56	63
<i>Base (children)</i>	364	331

***XVII. Trends: Children and
Sports on the Internet***

Children and Sports on the Internet

Two in five (42%) children reported they go to sports-related sites on the Internet or World Wide Web; a similar level (39%) was reported in 1999.

While the same three sports were reported as those children look up on the Internet in both studies, children this year (41%) than in 1999 (32%) were more likely to mention NFL football. (Table 82) Frequency of accessing Internet sport sites was similar for children in both studies. (Table 83)

Table 82
Top 3 Sports Accessed on the Internet
Trends 1999 to 2001
 – *Among children age 8 to 17 who use the Internet for sports* –

<i>Sports Accessed</i>	<u><i>2001</i></u>	<u><i>1999</i></u>
NFL football	41%	32%
NBA basketball	34	32
Baseball – major/minor	22	24
<i>Base (children)</i>	<i>216</i>	<i>179</i>

Table 83
Frequency of Accessing Sports on the Internet
Trends 1999 to 2001
 – *Among children age 8 to 17 who play sports videogames* –

<i>Frequency of Use</i>	<u><i>2001</i></u>	<u><i>1999</i></u>
Every day	8%	4%
Couple of times a week	32	33
Less than once a week	57	60
Depends	1	1
DK/NA	2	2
<i>Base (children)</i>	<i>216</i>	<i>179</i>

Children were more likely this year than in 1999 to mention visiting sites about professional sports and/or sites involving high school, college, or Olympic sports and less likely to access chat rooms or bulletin boards. (Table 84)

While home was mentioned most often as the location where children go on-line for sports in both studies, this year’s children mentioned “home” to a greater degree than those in 1999 (75% vs. 66%). (Table 85).

Table 81
Types of Sports Sites Accessed on the Internet
Trends 1999 to 2001
– Among children age 8 to 17 who use the Internet for sports –

<i>Types of Sports Sites Accessed</i>	<u>2001</u>	<u>1999</u>
Web sites about professional sports	80%	73%
Web sites about high school, college, or Olympic sports	56	49
Sites with games or interactive content	54	53
Chat rooms or bulletin boards about sports	23	31
<i>Base (children)</i>	216	179

Table 82
Location of On-Line Access for Sports
Trends 1999 to 2001
– Among children age 8 to 17 who use the Internet for sports –

	<u>2001</u>	<u>1999</u>
Own home	75%	66%
At school	34	31
Friend/relative’s home	21	21
Library	8	9
Other location	-	-
DK/NA	1	4
<i>Base (children)</i>	216	179

***XVIII. Trends: Children and
Sports Movies***

Children and Sports Movies

About four in five children age 8 to 17 this year (82%) and in 1999 (80%) reported watching a movie that was about, or included, sports or athletes.

The list of top movie mentions differed between the studies. The movie mentioned most often last time, *Space Jam*, was cited by nine percent of the sample. This year, the most frequently reported movie, *Remember the Titans*, was named by 38 percent of the sample. (Table 86)

Table 86
Sports Movies Viewed
Trends 1999 to 2001
– Among children age 8 to 17 who watch sports movies –

<i>Movies Viewed*</i>	
<u>1999 Movies</u>	
Angels in the Outfield	9%
Space Jam	9
Mighty Ducks	8
Air Bud 1, 2	8
The Waterboy	7
Major League	6
Rudy	5
Varsity Blues	5
<i>Base (children)</i>	391
<u>2001 Movies</u>	
Remember the Titans	38
Any Given Sunday	12
Mighty Ducks	11
Love & Basketball	10
Air Bud	10
Space Jam	9
Angels in the Outfield	8
The Replacements	8
Field of Dreams	5
League of Their Own	5
The Waterboy	5
Rudy	5
Major League	5
<i>Base (children)</i>	432

* Movie mentioned by 5% or more

XIX. Trends: The Child's Room

The Child's Room

Children in this year's study reported technologies in their bedrooms at similar levels as in 1999. One notable change is a 50 percent increase in Internet access (from 9% to 13%). (Table 87)

Table 87
Technology in Children's Rooms
Trends 1999 to 2001
– Among children age 8 to 17 –

<i>Technology in Room</i>	<u>2001</u>	<u>1999</u>
Radio	89%	89%
TV set	68	64
Cable TV	40	38
Videogame system	43	46
Computer	23	22
Internet access	13	9
<i>Base (children)</i>	509	480

Methodology

Methodology

Sample Design

The AAF/ESPN Children and Sports Media Study was based on a national probability sample of households that yielded 509 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 M-1 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 M-1
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>	6,786	50.2
<i>Nonhousehold</i>	1,939	14.4
<i>Household residence</i>	<u>4,775</u>	<u>35.4</u>
<i>Total Sample</i>	13,500	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 age 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 M-2 summarizes the disposition of the household sample.

Table M-2
Disposition of the Household Sample

	<i>National</i>	
	<u>Number</u>	<u>Percent</u>
<i>Interview w/ child 8-17</i>	509	10.7
<i>Refusal/callback/language</i>	2,401	50.3
<i>Screenout</i>	1,664	34.8
<i>Noncontact</i>	<u>201</u>	<u>4.2</u>
<i>Household Sample</i>	4,775	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: $509/[509 + (2602 * (509/\{509+2401\}))]$ or 53 percent.

Interviewing Procedures

Interviewing was conducted from April 23 through May 26, 2001. All interviews were conducted from the Westfield office 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. 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.

Throughout the survey period, interviews were monitored by supervisory personnel. Comments and suggestions about interviewer performance, both positive and negative, were often offered 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.

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 age 8 to 17 years old.
- Sports participation of the child.
- Use of sports media by the child.
- Details of use of each medium with sports (if used):
 - Television
 - Radio
 - Newspapers
 - Books
 - Magazines
 - Videogames
 - Internet
 - Movies
- Enumeration of technology in the child's room
- Child's attitude toward school.

The reader should refer to the attached questionnaire for exact wording and question flow.

Child vs. Adult-for-Child Interviews

Approximately 16 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 calls with children'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 his or her self. 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 could have been excluded from the study if the adult substitute was not allowed.

Table M-3 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 in all cases recorded less sports media use than did interviews with children or with adults and children. Many of these differences can be considered significant and this should be kept in mind while analyzing the data.

Table M-3
Media Used for Sports
by Interview Type
– Among children age 8 to 17 –

	<u>Child or adult w/child</u>	<u>Standard error</u>	<u>Adult w/o child</u>	<u>Standard error</u>	<u>Significant Difference</u>
Any sports media use	95%	±2	81%	±12	yes
Movies	84%	±4	66%	±14	yes
Television	84	±4	73	±12	no
Videogames	73	±4	64	±14	no
Magazines	66	±4	39	±14	yes
Books	58	±4	44	±14	yes
Newspapers	57	±4	32	±14	yes
Internet	47	±4	17	±10	yes
Radio	37	±4	15	±10	yes
<i>Base (children)</i>	429		57		

Weighting and Sample Balancing

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

- Age and gender distributions of children age 8 to 17, and
- 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 age 8 to 17” were not available.
- 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 Series: *Estimates of the Population of the U.S. and States by Single Year of Age and Sex*

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 88 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 M-4, 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 M-4
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.

Questionnaire

Introduction/Warm-up

- A. GOOD MORNING/AFTERNOON/EVENING. THIS IS ANN/JOHN CARTER CALLING FROM STATISTICAL RESEARCH WITH A SURVEY SPONSORED BY THE AMATEUR ATHLETIC FOUNDATION.
(THE AMATEUR ATHLETIC FOUNDATION IS A NON-PROFIT GROUP THAT PROMOTES THE BENEFITS OF CHILDREN'S PARTICIPATION IN SPORTS.)

**** Interviewer: If respondent sounds like an adult, enter "1" and continue. ****

(MAY I PLEASE SPEAK WITH THE MAN OR LADY OF THE HOUSE?)

- (1) On phone -- *Continue with Q.C*
- (2) Called to phone -- *Continue with Q.B*
- (3) No adult available - quit and schedule callback

- B. GOOD/MORNING/AFTERNOON/EVENING. THIS IS ANN/JOHN CARTER CALLING FROM STATISTICAL RESEARCH WITH A SURVEY SPONSORED BY THE AMATEUR ATHLETIC FOUNDATION.
(THE AMATEUR ATHLETIC FOUNDATION IS A NON-PROFIT GROUP THAT PROMOTES THE BENEFITS OF CHILDREN'S PARTICIPATION IN SPORTS.)

- C. I'M CALLING IN CONNECTION WITH A SPECIAL STUDY ABOUT SPORTS AND WOULD LIKE TO ASK YOU JUST A FEW QUESTIONS.

**** If hesitant:** I PROMISE THAT I WILL NOT TRY TO SOLICIT, SELL OR ADVERTISE ANYTHING TO YOU. YOU ARE IMPORTANT TO THE SUCCESS OF OUR PROJECT AND THIS IS YOUR CHANCE TO HELP THE FOUNDATION BETTER SERVE CHILDREN IN THE COMMUNITY. IT WILL TAKE ONLY A FEW MINUTES AND I WOULD REALLY APPRECIATE YOUR HELP.

IF THIS IS NOT A CONVENIENT TIME FOR YOU TO TALK, I WOULD BE HAPPY TO MAKE AN APPOINTMENT WITH YOU SO THAT WE CAN TALK AT A BETTER TIME. **

- (1) Quit and schedule callback
- (2) Agrees to interview -- *Continue*

Home Technology

- D. FIRST, TO BETTER UNDERSTAND HOW PEOPLE WATCH SPORTS, I'D LIKE TO BEGIN WITH SOME QUESTIONS ABOUT TV EQUIPMENT...

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

- (0) None – *go to Q.F-2, then G*
- (1) One
- (2) Two
- (3) Three
- (4) Four
- (5) Five or more
- (9) DK/NA

E. 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, EchoStar, DISH Network>
- (4) Large satellite dish <C-band>
- (5) Other **Record** (9) DK/NA

F. DOES YOUR HOUSEHOLD OWN...

F1. A VCR (A VIDEOCASSETTE RECORDER)?

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

F2. A VIDEOGAME SYSTEM, EITHER CONNECTED TO A TV OR A HANDHELD UNIT?

F3. A DVD PLAYER ATTACHED TO A TV?

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

- (1) Yes
 - (2) No
 - (9) DK/NA
- | - go to *Q.J*

H. AND, DOES ANYONE IN YOUR HOUSEHOLD USE A COMPUTER TO GO ON-LINE FROM HOME?

- (1) Yes
 - (2) No
 - (9) DK/NA
- | - go to *Q.J*

I. CAN YOU TELL ME, WHAT METHOD IS USED WHEN YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD GO ON-LINE FROM HOME... A REGULAR TELEPHONE LINE, CABLE TV MODEM, OR DSL CONNECTION? (*allow 2 responses*)

- (1) Regular telephone line
- (2) Cable system /cable modem
- (3) DSL/ADSL line
- (4) Other **Record**
- (9) DK/NA

Screen for Eligible Households

J. 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

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

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

L. 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

M-1. 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 -- *Ask Q.M-2*
- |
- | - *go to Q.N*
- |

M-2. ARE THERE ANY CHILDREN BETWEEN THE AGES OF EIGHT AND SEVENTEEN LIVING IN THIS HOUSEHOLD?

- (1) Yes
- (2) No
- (9) 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

- N. 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
- O. DOES ANYONE IN YOUR HOUSEHOLD SUBSCRIBE TO, OR BUY, A NEWSPAPER ON A DAILY BASIS?
- (1) Yes (2) No
(9) DK/NA
- P. 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
- Q. WHAT IS THE HIGHEST LEVEL OF EDUCATION ACHIEVED BY ANYONE IN YOUR HOUSEHOLD?
- (1) Grade school, 1 thru 8 (5) Some college
(2) Some high school (6) College graduate
(3) High school graduate (7) Post-graduate
(4) Technical trade school (9) DK/NA
- R. 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) African American/Black
(3) Asian
(4) Other (9) DK/NA
- S. ARE YOU, OR IS ANYONE IN YOUR HOUSEHOLD, OF SPANISH OR HISPANIC ORIGIN OR DESCENT?
- (1) Yes (2) No
(9) DK/NA

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

**** Read list 1 to 5 ****

- (1) UNDER \$30,000
- (2) \$30,000 TO \$49,900
- (3) \$50,000 TO \$74,900,
- (4) \$75,000 TO \$99,900, OR
- (5) \$100,000 AND OVER
- (9) Refused/DK/NA

U. 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 ****

V-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 AND 17... IS THAT CHILD A BOY OR A GIRL?

- (1) Boy
- (2) Girl

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

V-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

W. AND, WHAT IS HIS/HER AGE?

- (01) Eight
- (02) Nine
- (03) Ten
- (04) Eleven
- (05) Twelve
- (06) Thirteen
- (07) Fourteen
- (08) Fifteen
- (09) Sixteen
- (10) Seventeen
- (99) DK/NA

X. 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.Y-1*
- (3) Doesn't want child on phone -- *Ask Q.Y-2*

Y-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. ***

Y-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.Y-3*

Y-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 | (17) Rowing |
| (02) Basketball | (18) Skateboarding |
| (03) Bodybuilding | (19) Skiing |
| (04) Bowling | (20) Snowboarding |
| (05) Boxing | (21) Soccer |
| (06) Cheerleading | (22) Softball |
| (07) Cycling | (23) Surfing |
| (08) Football | (24) Swimming/Diving |
| (09) Golf | (25) Tennis |
| (10) Gymnastics | (26) Track & Field/Running |
| (11) Hockey – ice/in-line | (27) Volleyball – indoor/outdoor |
| (12) Horse riding | (28) Wrestling |
| (13) Hunting/fishing | (29) Other <i>*Record*</i> |
| (14) Ice skating | |
| (15) In-line skating/Rollerblade | (30) Dislikes all sports! – <i>go to Q.3</i> |
| (16) Judo/karate | (99) DK/NA – <i>go to Q.3</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.4B (2) No |
(9) DK/NA | - go to Q.49-I

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

4A. 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

4B. AND DID YOU GO TO ANY PROFESSIONAL OR COLLEGE SPORTS EVENTS EITHER LAST YEAR OR THIS YEAR?

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

4C. WHAT SPORTS EVENTS DID YOU GO TO? WHAT OTHERS? WHAT OTHERS?
(allow 6 responses)

- | | |
|------------------------------|----------------------------------------|
| (01) College baseball | (07) Pro baseball – minor league |
| (02) College basketball | (08) Pro baseball – Major League |
| (03) College football | (09) Pro basketball – minor league |
| (04) College hockey | (10) Pro basketball – NBA/WNBA |
| (05) College soccer | (11) Pro hockey – minor league |
| (06) College track and field | (12) Pro hockey – NHL |
| | (13) Pro football – NFL/XFL |
| | (14) Pro motorsports – NASCAR/CART/IRL |
| | (15) Pro soccer – MLS/WUSA |
| | (16) Other *Record* |
| | (99) DK/NA |

9. 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/NASCAR | (13) Gymnastics |
| (02) Baseball | (14) Hockey-NHL |
| (03) Basketball-mens college | (15) Ice skating |
| (04) Basketball-mens pro/NBA | (16) Olympics |
| (05) Basketball-womens college | (17) Skiing |
| (06) Basketball-womens pro/WNBA | (18) Soccer-MLS/WUSA |
| (07) Boxing | (19) Swimming/Diving |
| (08) Extreme sports/X-games/snowbd/skatebd | (20) Tennis |
| (09) Football-college/NCAA | (21) Wrestling-pro/WWF/WCW |
| (10) Football- NFL | |
| (11) Football- XFL | (22) Other <i>*Record*</i> |
| (12) Golf | (99) DK/NA |

10. 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 |

11. AND WHICH TIME OF DAY WOULD YOU SAY THAT YOU PREFER TO WATCH SPORTS ON TV... WEEKDAY MORNINGS BEFORE SCHOOL... WEEKDAY AFTERNOONS AFTER SCHOOL... IN THE EVENING, BETWEEN SIX AND TEN PM... LATE IN THE EVENING, AFTER 10 PM... WEEKEND MORNINGS... OR WEEKEND AFTERNOONS?

- | | |
|------------------------|------------------------|
| (1) Weekday mornings | (5) Weekend mornings |
| (2) Weekday afternoons | (6) Weekend afternoons |
| (3) Evening | |
| (4) Late evening | (9) DK/NA |

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

- | | |
|-------------------------------|-------------------------------|
| (1) Alone – <i>go to Q.14</i> | (3) Depends <volunteered> |
| (2) With others | (9) DK/NA – <i>go to Q.14</i> |

13. 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

14. 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

15. AND WHICH, IF ANY, OF THE FOLLOWING TYPES OF SPORTS PROGRAMS DO YOU USUALLY WATCH ON TELEVISION? FIRST... (rotate Q.15A-E)

15A. GAMES, RACES, OR OTHER SPORTS EVENTS?

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

(1) Yes

(2) No

(9) DK/NA

15B. SPORTS HIGHLIGHTS ON YOUR LOCAL TV NEWS OR ON A CABLE CHANNEL SUCH AS ESPN?

15C. WEEKLY PROGRAMS THAT SHOW HIGHLIGHTS AND PROFILE PLAYERS IN A PARTICULAR SPORT?

15D. COVERAGE OF HIGH SCHOOL SPORTS OR TOWN LEAGUES ON A LOCAL CABLE CHANNEL?

15E. MOVIES ABOUT SPORTS, EITHER BROADCAST OR ON VIDEOTAPE OR ON DVD?

**** Ask Q.16 if watches games in Q.15A ****

16. NOW, THINKING OF WHEN YOU WATCH YOUR FAVORITE SPORT, WOULD YOU SAY YOU USUALLY WATCH ALL OR MOST OF THE GAME OR RACE... MORE THAN ONE HALF OF THE GAME OR RACE... ABOUT HALF OF THE GAME OR RACE.... OR LESS THAN HALF OF THE GAME OR RACE?

- (1) All/most of game/race
- (2) More than half of game/race
- (3) Half of game/race
- (4) Less than half of game/race
- (9) DK/NA

**** Ask Q.17 if watches other sports programming in Q.15B, C, D, or E ****

17. ASIDE FROM COVERAGE OF A LIVE GAME OR RACE, COULD YOU PLEASE TELL ME THE NAMES OF OTHER SPORTS PROGRAMS THAT YOU LIKE TO WATCH ON TV... PLEASE THINK OF PROGRAMS THROUGHOUT THE YEAR. (allow 4 responses)

- (01) Baseball Tonight
- (02) College GameDay
- (03) NBA 2Night
- (04) NBA Inside Stuff
- (05) NFL Countdown <ESPN pre-game>
- (06) NFL Primetime
- (07) NFL Sunday <FOX pre-game>
- (08) NFL Today <CBS pre-game>
- (09) SportsCenter
- (10) The Sports Reporters
- (11) Other ***Record***
- (99) DK/NA

18. MY LAST QUESTIONS ABOUT TV ARE ABOUT SPORTS NETWORKS. PLEASE TELL ME IF YOU HAVE EVER WATCHED THE FOLLOWING NETWORKS. FIRST... (rotate)

18A1. ESPN.
(HAVE YOU EVER WATCHED ESPN?)

- (1) Yes – ask Q.18A2
 - (2) No
 - (9) DK/NA
- | - go to Q.18B1/B2

18A2. HOW OFTEN WOULD YOU SAY YOU WATCH ESPN?
(EVERY DAY, TWO OR MORE DAYS A WEEK, ONE DAY A WEEK, EVERY OTHER WEEK, OR ONCE A MONTH OR LESS?)

- (1) Every day
- (2) Two or more days a week
- (3) One day a week
- (4) Every other week
- (5) Once a month or less
- (9) DK/NA

- 18B1/B2. ESPN2.
- 18C1/C2. Fox Sports Net.
- 18D1/D2. CNN S.I. ... the CNN-Sports Illustrated network
- 18E1/E2. The Golf Channel.
- 18F1/F2. ESPN Classic.
- 18G1/G2. Speedvision.
- 18H1/H2. Outdoor Life Network.
- 18I1/I2. ESPN News.

Radio Listening

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

19. 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/NASCAR | (13) Gymnastics |
| (02) Baseball | (14) Hockey-NHL |
| (03) Basketball-mens college | (15) Ice skating |
| (04) Basketball-mens pro/NBA | (16) Olympics |
| (05) Basketball-womens college | (17) Skiing |
| (06) Basketball-womens pro/WNBA | (18) Soccer-MLS/WUSA |
| (07) Boxing | (19) Swimming/Diving |
| (08) Extreme sports/X-games/snowbd/skatebd | (20) Tennis |
| (09) Football-college/NCAA | (21) Wrestling-pro/WWF/WCW |
| (10) Football- NFL | |
| (11) Football- XFL | (22) Other *Record* |
| (12) Golf | (99) DK/NA |

20. 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 | (4) Depends <volunteered> |
| (3) Less than once a week | (9) DK/NA |

21. AND WHICH OF THESE TYPES OF SPORTS PROGRAMS DO YOU USUALLY LISTEN TO ON THE RADIO? FIRST... (rotate Q.21A-C)

21A. GAMES, RACES, OR OTHER SPORTS EVENTS

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

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

21B. SPORTS TALK RADIO SHOWS

21C. SPORTS REPORTS DURING THE NEWS

22. 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.24* (3) Depends <volunteered>
(2) With others (9) DK/NA - *go to Q.24*

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

24. 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 (5) Other **Record**
(4) At school (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)****25-I. (NOW, THINKING ABOUT WHEN YOU READ ABOUT SPORTS...)(YOU TOLD ME EARLIER THAT SOMETIMES YOU READ ABOUT SPORTS...)**Newspapers****** Skip to Q.26 if no sports newspaper reading (Q.5C = 2-9)****25. 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 | |
| (2) Couple times week | (4) Depends <volunteered> |
| (3) Less than once a week | (9) DK/NA |

Books**** Skip to Q.29 if no sports book reading (Q.5D = 2-9)****26. 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 | |
| (2) Couple times a month | (4) Depends <volunteered> |
| (3) Less than once a month | (9) DK/NA |

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

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

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

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

Magazines**** Skip to Q.34 if no sports magazine reading (Q.5E = 2-9) ****29. 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 | |
| (2) Couple times a month | (4) Depends <volunteered> |
| (3) Less than once a month | (9) DK/NA |

Videogames

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

34. THINKING ABOUT WHEN YOU PLAY SPORTS VIDEOGAMES...

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

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

(00) None/doesn't play videogames! – go to next section

- | | |
|--------------------------------------------|----------------------------|
| (01) Auto/motorcycle racing/NASCAR | (13) Gymnastics |
| (02) Baseball | (14) Hockey-NHL |
| (03) Basketball-mens college | (15) Ice skating |
| (04) Basketball-mens pro/NBA | (16) Olympics |
| (05) Basketball-womens college | (17) Skiing |
| (06) Basketball-womens pro/WNBA | (18) Soccer-MLS/WUSA |
| (07) Boxing | (19) Swimming/Diving |
| (08) Extreme sports/X-games/snowbd/skatebd | (20) Tennis |
| (09) Football-college/NCAA | (21) Wrestling-pro/WWF/WCW |
| (10) Football- NFL | |
| (11) Football- XFL | (22) Other *Record* |
| (12) Golf | (99) DK/NA |

35. DO YOU PLAY SPORTS VIDEOGAMES ON A VIDEOGAME SYSTEM, A COMPUTER, OR BOTH?

- | | |
|----------------------|-----------|
| (1) Videogame system | (3) Both |
| (2) Computer | (9) DK/NA |

36. ABOUT HOW OFTEN DO YOU PLAY SPORTS VIDEOGAMES... 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 |

37. IN WHICH OF THESE WAYS DO YOU GET THE SPORTS VIDEOGAMES THAT YOU PLAY...

37A. DO YOU BUY THEM?

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

37B. DO YOU RENT THEM FROM A VIDEO STORE?

37C. DO YOU BORROW THEM FROM YOUR FRIENDS?

Internet

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

38. 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/NASCAR | (13) Gymnastics |
| (02) Baseball | (14) Hockey-NHL |
| (03) Basketball-mens college | (15) Ice skating |
| (04) Basketball-mens pro/NBA | (16) Olympics |
| (05) Basketball-womens college | (17) Skiing |
| (06) Basketball-womens pro/WNBA | (18) Soccer-MLS/WUSA |
| (07) Boxing | (19) Swimming/Diving |
| (08) Extreme sports/X-games/snowbd/skatebd | (20) Tennis |
| (09) Football-college/NCAA | (21) Wrestling-pro/WWF/WCW |
| (10) Football- NFL | |
| (11) Football- XFL | (22) Other *Record* |
| (12) Golf | (99) DK/NA |

39. 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 | (4) Depends <volunteered> |
| (3) Less than once a week | (9) DK/NA |

40. 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 | (5) Other *Record* |
| (4) Friend/relative's home | (9) DK/NA |

41. AND WHEN YOU GO TO SPORTS SITES ON THE INTERNET, DO YOU VISIT...
(rotate A-D)
- 41A. WEB SITES ABOUT PROFESSIONAL SPORTS
- (WHEN YOU ARE LOOKING UP SPORTS ON THE INTERNET, DO YOU VISIT...)
- (1) Yes (2) No
(9) DK/NA
- 41B. WEB SITES ABOUT HIGH SCHOOL, COLLEGE, OR OLYMPIC SPORTS
- 41C. CHAT ROOMS OR BULLETIN BOARDS ABOUT ANY TYPE OF SPORT
- 41D. SITES THAT FEATURE GAMES TO PLAY OR OTHER INTERACTIVE CONTENT
42. WHAT ARE YOUR FAVORITE SPORTS SITES ON THE INTERNET?
- | | |
|----------------------------------|-------------------------------------------|
| (01) AOL/AOL sports | (14) PGATour.com |
| (02) CBS Sportsline.com | (15) Rivals.com |
| (03) CNN-SI.com | (16) TSN.com <Sporting News> |
| (04) ESPN.com | (17) USAToday.com |
| (05) Fansonly.com | (18) WWF.com |
| (06) Fox/FoxSports.com | (19) Yahoo/Yahoo sports.com |
| (07) MLB.com/MajorLeagueBaseball | |
| (08) MSNBC.com/MSNBC sports | (20) Other – sports league or association |
| (09) NASCAR.com | (21) Other – sports team |
| (10) NBA/NBA.com | (22) Other <i>*Record*</i> |
| (11) NBCSports.com | (99) DK/NA |
| (12) NFL/NFL.com | |
| (13) NHL.COM | |

Movies

** Skip to Q.49-I if no sports movies (Q.5H ≠1 and Q.A-15E≠1) **

43.-I EARLIER, YOU MENTIONED THAT YOU HAVE WATCHED MOVIES ABOUT SPORTS OR THAT INVOLVE SPORTS. FOR THE FOLLOWING QUESTIONS, PLEASE THINK OF SPORTS MOVIES YOU HAVE SEEN ON TV, ON TAPE OR DVD, OR IN A MOVIE THEATER...

43. WHAT SPORTS HAVE BEEN IN THE SPORTS MOVIES YOU HAVE SEEN? ...WHAT OTHERS? ...WHAT OTHERS? (*Continue probing until 'NO OTHERS'; allow 8 responses*)

(00) None/doesn't watch sports movies! – *go to next section*

- | | |
|--------------------------------------------|----------------------------|
| (01) Auto/motorcycle racing/NASCAR | (13) Gymnastics |
| (02) Baseball | (14) Hockey-NHL |
| (03) Basketball-mens college | (15) Ice skating |
| (04) Basketball-mens pro/NBA | (16) Olympics |
| (05) Basketball-womens college | (17) Skiing |
| (06) Basketball-womens pro/WNBA | (18) Soccer-MLS/WUSA |
| (07) Boxing | (19) Swimming/Diving |
| (08) Extreme sports/X-games/snowbd/skatebd | (20) Tennis |
| (09) Football-college/NCAA | (21) Wrestling-pro/WWF/WCW |
| (10) Football- NFL | |
| (11) Football- XFL | (22) Other <i>*Record*</i> |
| (12) Golf | (99) DK/NA |

44. ABOUT HOW OFTEN DO YOU WATCH MOVIES ABOUT SPORTS... 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 |

45. AND, IN WHICH OF THE FOLLOWING WAYS HAVE YOU WATCHED SPORTS MOVIES THIS YEAR... (*rotate A-D*)

45A. ON A TELEVISION OR CABLE TV NETWORK?

(HAVE YOU WATCHED A SPORTS MOVIE ON A TELEVISION OR CABLE TV NETWORK THIS YEAR?)

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

45B. ON VIDEOTAPE?

45C. ON DVD?

45D. IN A MOVIE THEATER?

46. WHEN YOU WATCH MOVIES ABOUT SPORTS, DO YOU USUALLY WATCH BY YOURSELF, OR DO YOU WATCH WITH OTHER PEOPLE?

- (1) Alone – *go to Q.48*
- (2) With others
- (3) Depends <volunteered>
- (9) DK/NA - *go to Q.48*

47. 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 A <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

48. AND, COULD YOU PLEASE TELL ME THE NAMES OF SOME OF THE SPORTS MOVIES YOU'VE WATCHED? ...WHAT OTHERS? ...WHAT OTHERS? (allow 6 responses)

- (01) Air Bud
- (02) Angels in the Outfield
- (03) Angels in the End Zone
- (04) Any Given Sunday
- (05) Bad News Bears
- (06) Caddyshack
- (07) Driven
- (08) Field of Dreams
- (09) Happy Gilmore
- (10) Jerry Maguire
- (11) League of Their Own
- (12) Legend of Bagger Vance
- (13) Little Giants
- (14) Love and Basketball
- (15) Major League
- (16) Mighty Ducks
- (17) Remember the Titans
- (18) The Replacements
- (19) Rudy
- (20) Space Jam
- (21) Varsity Blues
- (22) The Waterboy
- (23) Other **Record**
- (99) DK/NA

54. AND ABOUT HOW OFTEN DO YOU USE THE Internet WHILE WATCHING 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 |

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

I ENJOY GOING TO SCHOOL MOST OF THE TIME...

I ENJOY GOING TO SCHOOL SOME OF THE TIME...

I DON'T ENJOY GOING TO SCHOOL AT ALL.

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

End of Child's Interview – go to concluding script

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

**** 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-4B (2) No |
(9) DK/NA | - go to Q.A-49-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-4B. AND DID THE CHILD GO TO ANY PROFESSIONAL OR COLLEGE SPORTS EVENTS EITHER LAST YEAR OR THIS YEAR?

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

A-4C. WHAT SPORTS EVENTS DID HE/SHE GO TO? WHAT OTHERS? WHAT OTHERS?
(allow 6 responses)

- | | |
|------------------------------|----------------------------------------|
| (01) College baseball | (07) Pro baseball – minor league |
| (02) College basketball | (08) Pro baseball – Major League |
| (03) College football | (09) Pro basketball – minor league |
| (04) College hockey | (10) Pro basketball – NBA/WNBA |
| (05) College soccer | (11) Pro hockey – minor league |
| (06) College track and field | (12) Pro hockey – NHL |
| | (13) Pro football – NFL/XFL |
| | (14) Pro motorsports – NASCAR/CART/IRL |
| | (15) Pro soccer – MLS/WUSA |
| | (16) Other *Record* |
| | (99) DK/NA |

A-9. 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/NASCAR | (13) Gymnastics |
| (02) Baseball | (14) Hockey-NHL |
| (03) Basketball-mens college | (15) Ice skating |
| (04) Basketball-mens pro/NBA | (16) Olympics |
| (05) Basketball-womens college | (17) Skiing |
| (06) Basketball-womens pro/WNBA | (18) Soccer-MLS/WUSA |
| (07) Boxing | (19) Swimming/Diving |
| (08) Extreme sports/X-games/snowbd/skatebd | (20) Tennis |
| (09) Football-college/NCAA | (21) Wrestling-pro/WWF/WCW |
| (10) Football- NFL | |
| (11) Football- XFL | (22) Other *Record* |
| (12) Golf | (99) DK/NA |

A-10. 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-11. AND WHICH TIME OF DAY WOULD YOU SAY THAT “Child” PREFERS TO WATCH SPORTS ON TV... WEEKDAY MORNINGS BEFORE SCHOOL... WEEKDAY AFTERNOONS AFTER SCHOOL... IN THE EVENING, BETWEEN SIX AND TEN PM... LATE IN THE EVENING, AFTER 10 PM... WEEKEND MORNINGS... OR WEEKEND AFTERNOONS?

- | | |
|------------------------|------------------------|
| (1) Weekday mornings | (5) Weekend mornings |
| (2) Weekday afternoons | (6) Weekend afternoons |
| (3) Evening | |
| (4) Late evening | (9) DK/NA |

A-12. WHEN “Child” WATCHES SPORTS PROGRAMS, DOES HE/SHE USUALLY WATCH BY HIM/HER SELF, OR DOES HE/SHE WATCH WITH OTHER PEOPLE?

- | | |
|---------------------------------|---------------------------------|
| (1) Alone – go to Q.A-14 | (3) Depends <volunteered> |
| (2) With others | (9) DK/NA – go to Q.A-14 |

A-13. 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 A <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-14. AND IN WHICH OF THESE PLACES DOES "Child" WATCH SPORTS PROGRAMS... HIS/HER 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

A-15. AND WHICH, IF ANY, OF THE FOLLOWING TYPES OF SPORTS PROGRAMS DOES THE CHILD USUALLY WATCH ON TELEVISION? FIRST... (rotate A-E)

A-15A. 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-15B. SPORTS HIGHLIGHTS ON YOUR LOCAL TV NEWS OR ON A CABLE CHANNEL SUCH AS ESPN?

A-15C. WEEKLY PROGRAMS THAT SHOW HIGHLIGHTS AND PROFILE PLAYERS IN A PARTICULAR SPORT?

A-15D. COVERAGE OF HIGH SCHOOL SPORTS OR TOWN LEAGUES ON A LOCAL CABLE CHANNEL?

A-15E. MOVIES ABOUT SPORTS, EITHER BROADCAST OR ON VIDEOTAPE OR ON DVD?

**** Ask Q.A-16 if watches games in Q.A-15A ****

A-16. NOW, THINKING OF WHEN "Child" WATCHES HIS/HER FAVORITE SPORT, WOULD YOU SAY HE/SHE USUALLY WATCHES ALL OR MOST OF THE GAME OR RACE... MORE THAN ONE HALF OF THE GAME OR RACE... ABOUT HALF OF THE GAME OR RACE.... OR LESS THAN HALF OF THE GAME OR RACE?

- (1) All/most of game/race
- (2) More than half of game/race
- (3) Half of game/race
- (4) Less than half of game/race
- (9) DK/NA

**** Ask Q.A-17 if watches other sports programming in Q.A-15B, C, D, or E ****

A-17. ASIDE FROM COVERAGE OF A LIVE GAME OR RACE, COULD YOU PLEASE TELL ME THE NAMES OF OTHER SPORTS PROGRAMS THAT "Child" LIKES TO WATCH ON TV... PLEASE THINK OF PROGRAMS THROUGHOUT THE YEAR. (allow 4 responses)

- (01) Baseball Tonight
- (02) College GameDay
- (03) NBA 2Night
- (04) NBA Inside Stuff
- (05) NFL Countdown <ESPN pre-game>
- (06) NFL Primetime
- (07) NFL Sunday <FOX pre-game>
- (08) NFL Today <CBS pre-game>
- (09) SportsCenter
- (10) The Sports Reporters
- (11) Other ***Record***
- (99) DK/NA

A-18. MY LAST QUESTIONS ABOUT TV ARE ABOUT SPORTS NETWORKS. PLEASE TELL ME IF "Child" HAS EVER WATCHED THE FOLLOWING NETWORKS. FIRST... (rotate)

A-18A1.ESPN.
(HAS HE/SHE EVER WATCHED ESPN?)

- (1) Yes - **Ask Q.A-18A2**
 - (2) No
 - (9) DK/NA
- | - **Ask Q.A-18B1/B2**

A-18A2.HOW OFTEN WOULD YOU SAY HE/SHE WATCHES ESPN?
(EVERY DAY, TWO OR MORE DAYS A WEEK, ONE DAY A WEEK, EVERY OTHER WEEK, OR ONCE A MONTH OR LESS?)

- (1) Every day
- (2) Two or more days a week
- (3) One day a week
- (4) Every other week
- (5) Once a month or less
- (9) DK/NA

- A-18B1/B2. ESPN2.
- A-18C1/C2. Fox Sports Net.
- A-18D1/D2. CNN S.I. ... the CNN-Sports Illustrated network
- A-18E1/E2. The Golf Channel.
- A-18F1/F2. ESPN Classic.
- A-18G1/G2. Speedvision.
- A-18H1/H2. Outdoor Life Network.
- A-18I1/I2. ESPN News.

Radio Listening

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

A-19. 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/NASCAR | (13) Gymnastics |
| (02) Baseball | (14) Hockey-NHL |
| (03) Basketball-mens college | (15) Ice skating |
| (04) Basketball-mens pro/NBA | (16) Olympics |
| (05) Basketball-womens college | (17) Skiing |
| (06) Basketball-womens pro/WNBA | (18) Soccer-MLS/WUSA |
| (07) Boxing | (19) Swimming/Diving |
| (08) Extreme sports/X-games/snowbd/skatebd | (20) Tennis |
| (09) Football-college/NCAA | (21) Wrestling-pro/WWF/WCW |
| (10) Football- NFL | |
| (11) Football- XFL | (22) Other *Record* |
| (12) Golf | (99) DK/NA |

A-20. 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 | (4) Depends <volunteered> |
| (3) Less than once a week | (9) DK/NA |

A-21. AND WHICH OF THESE TYPES OF SPORTS PROGRAMS DOES THE CHILD USUALLY LISTEN TO ON THE RADIO? FIRST... *(rotate Q.A-14A-C)*

A-21A. 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-21B. SPORTS TALK RADIO SHOWS

A-21C. SPORTS REPORTS DURING THE NEWS

A-22. 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-24* (3) Depends <volunteered>
(2) With others (9) DK/NA – *go to Q.A-24*

A-23. 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 A <GRAND>FATHER, <GRAND>MOTHER, OR BOTH? ***

***** FAMILY *****

- (01) Father (10) Grandfather
(02) Mother (11) Grandmother
(03) Both parents (12) Grandparents
(04) Brother <12 (13) Other relative <12
(05) Brother 12-17 (14) Other relative 12-17
(06) Brother 18+ (15) Other relative 18+
(07) Sister <12
(08) Sister 12-17
(09) Sister 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-24. 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 (5) Other **Record**
(2) Someone else's home
(3) In a car (9) DK/NA
(4) At school

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-25-I. (NOW, THINKING ABOUT WHEN "Child" READS ABOUT SPORTS...)

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

**** Skip to Q.A-26 if no sports newspaper reading (Q.A-5C = 2-9)****

A-25. 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-29 if no sports book reading (Q.A-5D = 2-9)****

A-26. 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-27. DOES "Child" EVER GET BOOKS ABOUT SPORTS FROM HIS/HER SCHOOL OR TOWN LIBRARY?

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

A-28. AND, DOES "Child" EVER BORROW BOOKS ABOUT SPORTS FROM HIS/HER FRIENDS?

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

Magazines

**** Skip to Q.A-34 if no sports magazine reading (Q.A-5E = 2-9) ****

A-29. 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 |

Videogames

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

A-34A. THINKING ABOUT WHEN THE CHILD PLAYS SPORTS VIDEOGAMES...

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

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

(00) None/doesn't play videogames! – *go to next section*

- | | |
|--------------------------------------------|----------------------------|
| (01) Auto/motorcycle racing/NASCAR | (13) Gymnastics |
| (02) Baseball | (14) Hockey-NHL |
| (03) Basketball-mens college | (15) Ice skating |
| (04) Basketball-mens pro/NBA | (16) Olympics |
| (05) Basketball-womens college | (17) Skiing |
| (06) Basketball-womens pro/WNBA | (18) Soccer-MLS/WUSA |
| (07) Boxing | (19) Swimming/Diving |
| (08) Extreme sports/X-games/snowbd/skatebd | (20) Tennis |
| (09) Football-college/NCAA | (21) Wrestling-pro/WWF/WCW |
| (10) Football- NFL | |
| (11) Football- XFL | (22) Other *Record* |
| (12) Golf | (99) DK/NA |

A-35 DOES HE/SHE PLAY SPORTS VIDEOGAMES ON A VIDEOGAME SYSTEM, A COMPUTER, OR BOTH?

- | | |
|----------------------|-----------|
| (1) Videogame system | (3) Both |
| (2) Computer | (9) DK/NA |

A-36. ABOUT HOW OFTEN DOES "Child" PLAY SPORTS VIDEOGAMES... 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-37. IN WHICH OF THESE WAYS DOES "Child" GET THE SPORTS VIDEOGAMES THAT HE/SHE PLAYS...

A-37A. DOES HE/SHE BUY THEM?

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

A-37B. DOES HE/SHE RENT THEM FROM A VIDEO STORE?

A-37C. 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-38. 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/NASCAR | (13) Gymnastics |
| (02) Baseball | (14) Hockey-NHL |
| (03) Basketball-mens college | (15) Ice skating |
| (04) Basketball-mens pro/NBA | (16) Olympics |
| (05) Basketball-womens college | (17) Skiing |
| (06) Basketball-womens pro/WNBA | (18) Soccer-MLS/WUSA |
| (07) Boxing | (19) Swimming/Diving |
| (08) Extreme sports/X-games/snowbd/skatebd | (20) Tennis |
| (09) Football-college/NCAA | (21) Wrestling-pro/WWF/WCW |
| (10) Football- NFL | |
| (11) Football- XFL | (22) Other *Record* |
| (12) Golf | (99) DK/NA |

A-39 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 | (4) Depends <volunteered> |
| (3) Less than once a week | (9) DK/NA |

A-40. 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 | (5) Other *Record* |
| (4) Friend/relative's home | (9) DK/NA |

A-41. AND WHEN THE CHILD GOES TO SPORTS SITES ON THE INTERNET, DOES HE/SHE VISIT...
(rotate A-D)

A-41A. 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-41B. WEB SITES ABOUT HIGH SCHOOL, COLLEGE, OR OLYMPIC SPORTS

A-41C. CHAT ROOMS OR BULLETIN BOARDS ABOUT ANY TYPE OF SPORT

A-41D. SITES THAT FEATURE GAMES OR OTHER INTERACTIVE CONTENT

A-42. WHAT ARE "Child" 'S FAVORITE SPORTS SITES ON THE INTERNET?

- | | |
|----------------------------------|-------------------------------------------|
| (01) AOL/AOL sports | (14) PGATour.com |
| (02) CBS Sportsline.com | (15) Rivals.com |
| (03) CNN-SI.com | (16) TSN.com <Sporting News> |
| (04) ESPN.com | (17) USAToday.com |
| (05) Fansonly.com | (18) WWF.com |
| (06) Fox/FoxSports.com | (19) Yahoo/Yahoo sports.com |
| (07) MLB.com/MajorLeagueBaseball | (20) Other – sports league or association |
| (08) MSNBC.com/MSNBC sports | (21) Other – sports team |
| (09) NASCAR.com | (22) Other * Record * |
| (10) NBA/NBA.com | (99) DK/NA |
| (11) NBCSports.com | |
| (12) NFL/NFL.com | |
| (13) NHL.COM | |

Movies

** Skip to Q.A-48-I if no sports movies (Q.A-5H ≠1 and Q.A-15E≠1) **

A-43-I. EARLIER, YOU MENTIONED THAT "Child" HAS WATCHED MOVIES ABOUT SPORTS OR THAT INVOLVE SPORTS. FOR THE FOLLOWING QUESTIONS, PLEASE THINK OF SPORTS MOVIES HE/SHE HAS SEEN ON TV, ON TAPE OR DVD, OR IN A MOVIE THEATER...

A-43. WHAT SPORTS HAVE BEEN IN THE SPORTS MOVIES "Child" HAS SEEN? ...WHAT OTHERS? ...WHAT OTHERS? (*Continue probing until 'NO OTHERS'; allow 8 responses*)

(00) None/doesn't watch sports movies! – *go to next section*

- | | |
|--------------------------------------------|----------------------------|
| (01) Auto/motorcycle racing/NASCAR | (13) Gymnastics |
| (02) Baseball | (14) Hockey-NHL |
| (03) Basketball-mens college | (15) Ice skating |
| (04) Basketball-mens pro/NBA | (16) Olympics |
| (05) Basketball-womens college | (17) Skiing |
| (06) Basketball-womens pro/WNBA | (18) Soccer-MLS/WUSA |
| (07) Boxing | (19) Swimming/Diving |
| (08) Extreme sports/X-games/snowbd/skatebd | (20) Tennis |
| (09) Football-college/NCAA | (21) Wrestling-pro/WWF/WCW |
| (10) Football- NFL | |
| (11) Football- XFL | (22) Other <i>*Record*</i> |
| (12) Golf | (99) DK/NA |

A-44. ABOUT HOW OFTEN DOES "Child" WATCH MOVIES ABOUT SPORTS... 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-45. AND, IN WHICH OF THE FOLLOWING WAYS HAS "Child" WATCHED SPORTS MOVIES THIS YEAR... (*rotate A-D*)

A-45A. ON A TELEVISION OR CABLE TV NETWORK?

(HAS HE/SHE WATCHED A SPORTS MOVIE ON A TELEVISION OR CABLE TV NETWORK THIS YEAR?)

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

A-45B. ON VIDEOTAPE?

A-45C. ON DVD?

A-45D. IN A MOVIE THEATER?

A-46. WHEN "Child" WATCHES MOVIES ABOUT SPORTS, DOES HE/SHE USUALLY WATCH BY HIS/HER SELF, OR DOES THE CHILD WATCH WITH OTHER PEOPLE?

- (1) Alone – *go to Q.A-48*
- (2) With others
- (3) Depends <volunteered>
- (9) DK/NA - *go to Q.A-48*

47. AND, WITH WHOM DOES HE/SHE 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 **

- (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-48. AND, COULD YOU PLEASE TELL ME THE NAMES OF SOME OF THE SPORTS MOVIES "Child" HAS WATCHED? ...WHAT OTHERS? ...WHAT OTHERS? (allow 6 responses)

- (01) Air Bud
- (02) Angels in the Outfield
- (03) Angels in the End Zone
- (04) Any Given Sunday
- (05) Bad News Bears
- (06) Caddyshack
- (07) Driven
- (08) Field of Dreams
- (09) Happy Gilmore
- (10) Jerry Maguire
- (11) League of Their Own
- (12) Legend of Bagger Vance
- (13) Little Giants
- (14) Love and Basketball
- (15) Major League
- (16) Mighty Ducks
- (17) Remember the Titans
- (18) The Replacements
- (19) Rudy
- (20) Space Jam
- (21) Varsity Blues
- (22) The Waterboy
- (23) Other **Record**
- (99) DK/NA

A-54. AND ABOUT HOW OFTEN DOES “Child” USE THE Internet WHILE WATCHING 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
- (3) Less than once a week
- (4) Depends <volunteered>
- (9) DK/NA

A-55. 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
- (2) Enjoys some of the time
- (3) Doesn’t enjoy at all
- (4) Depends <volunteered>
- (9) DK/NA

End of Adult Interview – go to concluding script



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 8 to 17 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.

Interview completed with child 8 to 17:

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

Interview completed with adults of children 8 to 17: THANK YOU VERY MUCH FOR HELPING US BETTER SERVE CHILDREN IN YOUR COMMUNITY.

