

Lifestyle and Sports Interest Profile 2020 S23591

SCRIPTER: No question should force a response. Include the following in the script.

*Length of interview: 10 minutes
Start fieldwork: September 2020
End fieldwork: September 2021*

Prefer_Lang [S]
¿Prefiere llenar sus encuestas en español o en inglés?
Do you prefer to do surveys in Spanish or English?

Select one answer only.

1. Español
2. English

SCRIPTER: Show if mbr_survey_lang_view.sd_lang is missing. If mbr_survey_lang_view.sd_lang=0, skip to English intro screen. If mbr_survey_lang_view.sd_lang=1, skip to Spanish intro screen. Prompt following nonresponse.

I. SAMPLE VARIABLES

- MNO/Respondent ID number [Q]

II. QUOTA CHECK BASED ON SAMPLE VARIABLES

N/A

III. INTRODUCTION

Today we'd like to ask you some questions about your life and how you live it.

SCRIPTER: Show Introduction on same screen as Q1Z3.

IV. SCREENER

N/A

Base: all respondents

Q1Z3 [S]

First, we would like to get an idea of how much you like sports in general. On a scale from 0 to 10 where zero means you are not a sports fan at all, 5 means you are an average sports fan and 10 means you are a super sports fan, where would you place yourself on that scale?

Select one answer only.

0. Not a sports fan at all
 - 1.
 - 2.
 - 3.
 - 4.

Proprietary & Confidential

This document contains confidential and/or proprietary information and its contents may not be disclosed or used except in accordance with applicable agreements.

5. Average sports fan
- 6.
- 7.
- 8.
- 9.
10. Super sports fan

SCRIPTER: Please set up as a standard single response question with vertical presentation of response options.

Base: all respondents

Q1 [S]

How interested are you in each of the following sports? Think about watching it on TV, reading about it, listening to it, or attending events. Please DO NOT include your own participation. For example, if you like going skiing but are not interested in watching skiing events, then select "Not interested at all".

Select one answer from each row.

Sports in row:

Screen 1

- Q1A1. ATP Men's Tennis
- Q1A2. WTA Women's Tennis
- Q1A3. MLB – Major League Baseball
- Q1A6. MLS – Major League Soccer
- Q1A7. International Pro Soccer
- Q1A9. NBA – National Basketball Association
- Q1A10. WNBA – Women's National Basketball Association
- Q1A11. Men's College Basketball
- Q1A12. Women's College Basketball

Screen 2

- Q1A13. NFL – National Football League
- Q1A15. College Football
- Q1A18. NHL – National Hockey League
- Q1A19. PGA Tour Golf
- Q1A20. LPGA Tour Golf

Screen 3

- Q1B2. Formula One Racing
- Q1B3. IndyCar Racing
- Q1B4. Monster energy Nascar Cup Racing (formerly NASCAR Sprint Cup Racing)
- Q1B6. NHRA Drag Racing
- Q1B11. Track & Field
- Q1B7. Cycling
- Q1B8. Horse Racing

Screen 4

- Q1C10. Summer Olympics
- Q1C11. Winter Olympics
- Q1B10. Swimming
- Q1B9. Skiing
- Q1C8. Snowboarding
- Q1C4. Figure Skating
- Q1C2. Boxing
- Q1C9. Mixed Martial Arts – UFC or Bellator

Proprietary & Confidential

This document contains confidential and/or proprietary information and its contents may not be disclosed or used except in accordance with applicable agreements.

Q1C6. Pro Wrestling – WWE or TNA
 Q1C3. Extreme Sports
 Q1C7. Skateboarding
 Q1C1. B.A.S.S. Bassmaster Fishing
 Q1C13. Professional Bull Riding (PBR)

Answers in column:

1. Very interested
2. Fairly interested
3. A little bit interested
4. Not interested at all

SCRIPTER: Set-up as single item banked. Ensure equal column widths.

Base: all respondents

FAN [S]

SCRIPTER: Create a data-only variable based on Q1.

*If any sport in Q1A1-Q1C14='Very interested', 'Fairly interested', or 'A little bit interested' FAN=1.
 Else FAN=0.*

Base: all respondents

MAJORFAN [S]

SCRIPTER: Create a data-only variable based on Q1.

*If Q1A3 or Q1A9 or Q1A13 or Q1A18 or Q1B4='Very interested', 'Fairly interested', or 'A little bit interested' MAJORFAN=1.
 Else MAJORFAN=0.*

Base: respondents who are interested in sports (ANY Q1A1-Q1C14=1-3)

Q2 [S]

Thinking about a given calendaryear, which ONE sport would you pick as your overall favorite?

Select one answer only.

SCRIPTER: Show all sports from Q1A1-Q1C14 in which respondent is 'Very interested'. If none, show all sports from Q1A1-Q1C14 in which respondent is 'Fairly interested'. If still none, show all sports from Q1A1-Q1C14 in which respondent is 'A little bit interested'.

If only one sport in Q1A1-Q1C14 in which respondent is 'Very interested' insert that sport in Q2; do not ask Q2. If no sports in Q1A1-Q1C14 in which respondent is 'Very interested' and only one sport in Q1A1-Q1C14 in which respondent is 'Fairly interested', insert that sport for Q2; do not ask Q2. If no sports in Q1A1-Q1C14 in which respondent is 'Very interested' or 'Fairly interested' and only one sport in Q1A1-Q1C14 in which respondent is 'A little bit interested', insert that sport for Q2; do not ask Q2.

SCRIPTER: Supress Q7.

Base: all respondents

Q50 [M]

In the past 12 months, have you done any of the following?

Proprietary & Confidential

This document contains confidential and/or proprietary information and its contents may not be disclosed or used except in accordance with applicable agreements.

Select all answers that apply.

- a. Gone fishing
- b. Gone hunting
- c. Went bird watching
- d. Went wildlife watching
- e. Went hiking
- f. Went camping
- g. Went mountain or rock climbing
- h. Went ATVing or 4-wheeling
- i. Went snowmobiling

Base: all respondents

Q100 [S]

Now, a couple of questions about travel. In the past 12 months, how often did you travel more than 100 miles from your home? *Select one answer only.*

- 1. Zero times
- 2. 1 or 2 times
- 3. 3 to 6 times
- 4. 6 to 11 times
- 5. 12 or more times

Base: respondent who travel 1 and more times (IF Q100 GT 1).

Q110 [M]

For what reasons do you typically travel? *Select all answers that apply.*

- 1. For work
- 2. To visit family or friends
- 3. Holidays or vacations
- 4. Something else

Base: all respondents

Q60 [S]

How long, on average, is your daily commute to work? *Select one answer only.*

- 1. Less than 10 mins
- 2. 10 to 20 mins
- 3. 30 to 45 mins
- 4. 45 mins to 1 hour
- 5. More than 1 hour
- 6. I don't have a daily commute

Base: all respondents

Proprietary & Confidential

This document contains confidential and/or proprietary information and its contents may not be disclosed or used except in accordance with applicable agreements.

Q610. [S]

Do you or anyone in this household have a business or a farm? By business, we mean any activity operated with **regularity** for the purpose of generating **income or profit**.

This even includes informal businesses such as cleaning services, gardening services, and the selling of goods out of your home, as long as they generated income and were operated on a regular basis. *Select one answer only.*

1. Yes
2. No

Base: All respondents who own business Q610 = 1

Q612. [S]

Please select which of the following best describes your role in this business:

1. Partner of incorporated company
2. Sole proprietor of unincorporated business
3. Independent contractor/Consultant
4. Free-lancer (non-permanent, self-employed worker)

Base: All respondents who own business Q610 = 1

Q613. [M]

How do you market your business? *Select one answer from each row.*

1. Paid online ads
2. Online promotion through own website
3. Social media postings (e.g., Facebook, Instagram, Twitter posts)
4. Print media (e.g., newspapers, magazines, mail/catalogs)
5. Window displays
6. Television
7. Radio
8. Billboards
9. Other
10. I do not advertise my business [S]

Base: all respondents

Q200 [S]

Now, just a couple of questions about some substances. Have you ever, even once, used marijuana? Marijuana is also called pot, grass, or weed; it is usually smoked, either in cigarettes, called joints, or in a pipe, cigarillo, or marijuana e-cigarette or vape pen. It is sometimes cooked in food. *Select one answer only.*

1. Yes
2. No

Proprietary & Confidential

This document contains confidential and/or proprietary information and its contents may not be disclosed or used except in accordance with applicable agreements.

Base: Q200 = 1

Q210 [S]

Do you currently use marijuana...? *Select one answer only.*

1. Every day
2. Some days
3. Not at all

Base: Q200 = 1

Q215 [Q].

In the past 30 days, on how many days did you use marijuana?
Please type in the number of days.

SCRIPTER: Show one box. Min.=0, max.=30; do not allow decimals.

Base: Q200 = 2

Q220 [S]

If marijuana were to become legal, would you try it?
Select one answer only.

1. Yes
2. No
3. Not Sure
4. Marijuana is already legal where I live

Base: all respondents

Q230 [S].

Have you ever, even once, used any prescription pain reliever? Do not include your use of "over-the-counter" pain relievers such as aspirin, Tylenol, Advil, or Aleve.
Select one answer only.

1. Yes
2. No

Base: all respondents

Q240 [M].

In the past 12 months, have you used any of the following pain relievers whether or not they were prescribed for you?

- a. Fentanyl (Actiq, Duragesic, Sublimaze)
- b. OxyContin, Oxycodone, or Oxy
- c. Demerol
- d. Hydrocodone (Vicodin, Norco, Zohydro)
- e. Morphine
- f. Percocet

Proprietary & Confidential

This document contains confidential and/or proprietary information and its contents may not be disclosed or used except in accordance with applicable agreements.

- g. Codeine
- h. Methadone

Base: all respondents

Q30 [S Accordion Grid]

And finally, how well do the following statements describe your personality? I see myself as someone who... *Select one answer from each row.*

- a) is reserved
- b) is generally trusting
- c) tends to be lazy
- d) is relaxed, handles stress well
- e) has few artistic interests
- f) is outgoing, sociable
- g) tends to find fault with others
- h) does a thorough job
- i) gets nervous easily
- j) has an active imagination

Answers in columns:

- 1. Strongly disagree
- 2. Disagree a little
- 3. Neither agree no disagree
- 4. Agree a little
- 5. Strongly agree

VI. DEMOGRAPHICS

N/A

VII. STANDARD SCREENED OUT TEXT FOR PANEL SAMPLE:

N/A

END OF QUESTIONNAIRE

Proprietary & Confidential

This document contains confidential and/or proprietary information and its contents may not be disclosed or used except in accordance with applicable agreements.