

**Please answer the following questions in terms of attitudes and views towards professional basketball.**

- 1) During basketball season, how many **pro basketball games** do you watch on TV in a typical week? \_\_\_\_\_
- 2) During basketball season, how many **pro basketball games** do you typically attend in person? \_\_\_\_\_
- 3) For each of the following statements about basketball, indicate your level of agreement or disagreement by placing an X in the open box that most closely represents your feelings.

Basketball is one of the most entertaining sports.....Strongly disagree\_ | \_| \_| \_| \_ strongly agree  
NBA players get paid too much ..... Strongly disagree\_ | \_| \_| \_| \_ strongly agree  
The WNBA is a great sport that doesn't get the attention it deserves..... Strongly disagree\_ | \_| \_| \_| \_ strongly agree  
The WNBA is way underpaid for the sport they play..... Strongly disagree\_ | \_| \_| \_| \_ strongly agree

- 4) Did you play basketball in high school, for the high school team? \_\_\_\_ Yes \_\_\_\_ No
- 5) Have you played intramural basketball? \_\_\_\_ Yes \_\_\_\_ No
- 6) How important is having a dress code for NBA players?

Very unimportant \_\_\_\_ | \_\_\_\_ | \_\_\_\_ | \_\_\_\_ | \_\_\_\_ Very important

- 7) How would you rate the price of attending a single NBA game?

Very unreasonably priced \_\_\_\_ | \_\_\_\_ | \_\_\_\_ | \_\_\_\_ | \_\_\_\_ Very reasonably priced

- 8) If you have attended a professional NBA game, what did you pay for a ticket? \$\_\_\_\_\_
- 9) What NBA team did you watch (home team)? \_\_\_\_\_
- 10) Not counting the price of the ticket to watch the game, how much did you spend total for transportation, hotel, food, etc. to attend the NBA game? \$\_\_\_\_\_

**Please provide the following demographic information about yourself.**

- 12 ) Your gender is: \_\_\_\_ male \_\_\_\_ female
- 13 ) Your age is: \_\_\_\_ Under 25 \_\_\_\_ 26-40 \_\_\_\_ 41-55 \_\_\_\_ 55 or older
- 14 ) Your annual gross household income from all sources is:  
\_\_\_\_ Less than \$50,000 \_\_\_\_ \$50,000 - \$74,999 \_\_\_\_ \$75,000 - \$99,999 \_\_\_\_ \$100,000 and above