



Manual for the
Constraints on Sport Consumption Scale
(CSCS)

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SCALES

The development of the Constraints on Sport Consumption Scale (CSCS) and its psychometric properties have been described in:

Kim, Y. K. & Trail, G. T. (2010). Constraints and motivators: A new model to explain consumer behavior. *Journal of Sport Management*, 24, 190-210.

Further information can be found in the following:

Kim, Y. K., & Trail, G. T. (2011). Factors influencing spectator sport consumption: A case of NCAA women's college basketball. *International Journal of Marketing and Sponsorship*, 13(1), 60-82.

Trail, G. T, Robinson, M., & Kim, Y. (2008). Sport consumer behavior: A test for group differences on structural constraints. *Sport Marketing Quarterly*, 17, 190-200

The items, the subscales, and their psychometric properties are outlined in the following pages.

The Constraints on Sport Consumption Scale (CSCS)

The CSCS consists of both internal constraints (previously termed intrapersonal constraints) and external constraints (previously termed structural constraints). The internal constraint dimension has four subscales at the moment: No Interest from Others, Lack of Someone to Attend with, Lack of Team Success, and Lack of Knowledge. The external constraint dimension has nine subscales: Cost, Parking, Location, Weather, Participant Sport Alternatives, Leisure Alternatives, Commitments, Transportation, and Sport Entertainment. The CSCS has shown good internal consistency for most dimensions; however, some dimensions have shown low internal consistency and construct reliability (see below). All items are listed under their own categories. Obviously the order of the items should be randomly arranged on the survey.

The CSCS has so far been used to measure the constraints of WNBA fans and spectators and U.S. college football and basketball fans and spectators. The respondents indicate the extent to which they disagree or agree with each item on a 7-point scale ranging from "Strongly Disagree" (1) to "Strongly Agree" (7).

Dimension	Factor and item	β	α	AVE
Internal Constraints	No Interest from Others		.78	.52
	My family is not interested in going to a (team name) game.	.756		
	My spouse/significant other is not interested in going to a game.	.756		
	My friends are not interested in going to a (team name) game.	.649		
	Lack of Someone to Attend with		.86	.73
	Lack of someone to go to the game with me.	.907		
	Lack of friends to go to the game with me.	.909		
	Lack of spouse/significant other to go to the game with me.	.735		
	Lack of knowledge		.89	.71
	I don't understand the technical aspects of (the sport).	.787		
	I don't understand (the sport) strategy.	.905		
	I don't understand the rules of the game of (the sport).	.829		
	Lack of Success		.94	.84
	If the (team name) lose more games than they win.	.874		
	If the (team name) are in the bottom half of the conference.	.925		
If the (team name) don't win many games.	.942			
External Constraints	Cost		.79	.62
	The financial cost of going to a game.	.700		
	The price of season tickets.	.636		
	The cost of attending the games.	.919		
	The price of single game tickets.	.854		
	Parking		.88	.70
	Accessibility of parking for the arena.	.726		
	Ease of parking at the arena.	.846		
	Closeness of parking to the arena.	.927		
	Location		.76	.57
	Area or neighborhood surrounding arena.	.607		
	Arena location.	.742		
	Accessibility of arena.	.893		
	Weather (may not be applicable in all sports)		.85	.68
	Cold weather	.846		
	Bad weather	.833		
	Rain	.790		
	Participant Sport Alternatives		.83	.70
	Exercising.	.930		
	Working out.	.960		
	Playing recreational sports.	.569		
	Leisure Alternatives		.84	.52
	Watching non-sports on TV.	.624		
	Attending movies.	.786		
	Going to a restaurant.	.825		
	Going to a bar.	.684		
	Attending a concert.	.665		
Commitments		.81	.47	
Work commitments.	.575			
Family commitments.	.618			
Commitments to friends.	.832			
School/studying commitments.	.630			
Romantic/dating commitments.	.731			
Transportation		.53	.30	
Traffic on the way to the arena	.620			
Public transportation to the arena	.399			
Time it takes to get to the arena	.588			
Sport Entertainment		.66	.29	
Watching other college (specific sport) games on TV	.414			
Watching other sports on TV	.663			
Attending a (similar sport) game	.534			
The game being televised	.499			
The game being on the radio	.552			

Section 1

Please rate how much the following items would IMPACT your decision to attend a game by indicating the appropriate number in the scale beside each statement.

Item	Has a negative influence on my attendance			Has no influence on my attendance			Has a positive influence on my attendance		
	-3	-2	-1	0	1	2	3		
1. The financial cost of going to a game	-3	-2	-1	0	1	2	3		
2. Distance I need to travel to get to the arena	-3	-2	-1	0	1	2	3		
3. Accessibility of parking for the arena	-3	-2	-1	0	1	2	3		
4. Traffic on the way to the arena	-3	-2	-1	0	1	2	3		
5. The price of season tickets	-3	-2	-1	0	1	2	3		
6. Area or neighborhood surrounding arena	-3	-2	-1	0	1	2	3		
7. Public transportation to the arena	-3	-2	-1	0	1	2	3		
8. The cost of attending the games	-3	-2	-1	0	1	2	3		
9. Arena location	-3	-2	-1	0	1	2	3		
10. Ease of parking at the arena	-3	-2	-1	0	1	2	3		
11. Time it takes to get to the arena	-3	-2	-1	0	1	2	3		
12. The price of single game tickets	-3	-2	-1	0	1	2	3		
13. Accessibility of arena	-3	-2	-1	0	1	2	3		
14. Closeness of parking to the arena	-3	-2	-1	0	1	2	3		

Section 2

Please rate the extent to which you DISAGREE or AGREE with each item below by indicating the appropriate number in the scale beside each statement.

	Strongly Disagree			Neutral			Strongly Agree		
	1	2	3	4	5	6	7		
15. I don't understand the technical aspects of basketball.	1	2	3	4	5	6	7		
16. My family is not interested in going to a UF Women's Basketball game.	1	2	3	4	5	6	7		
17. I don't understand basketball strategy.	1	2	3	4	5	6	7		
18. My spouse/significant other is not interested in going to a UF Women's game.	1	2	3	4	5	6	7		
19. I don't understand the rules of the game of basketball.	1	2	3	4	5	6	7		
20. My friends are not interested in going to a UF Women's Basketball game.	1	2	3	4	5	6	7		

Please continue to next page.

Section 3

Any of the following may prevent you from going to a (team name) game. Please indicate the extent to which each would have an impact (from no impact to a large negative impact) on your **attendance** at a (team name) game.

What kind of impact will the following items have on your attendance at a (team name) game	No impact							A large negative impact
	-1	-2	-3	-4	-5	-6	-7	
21. Exercising	-1	-2	-3	-4	-5	-6	-7	
22. Commitments to my church/religion	-1	-2	-3	-4	-5	-6	-7	
23. Watching other (similar sport) games on TV	-1	-2	-3	-4	-5	-6	-7	
24. If the (team name) loses more games than they win	-1	-2	-3	-4	-5	-6	-7	
25. Working out	-1	-2	-3	-4	-5	-6	-7	
26. Work commitments	-1	-2	-3	-4	-5	-6	-7	
27. Lack of someone to go to the game with me	-1	-2	-3	-4	-5	-6	-7	
28. Watching other sports on TV	-1	-2	-3	-4	-5	-6	-7	
29. If the (team name) is in the bottom half of the conference	-1	-2	-3	-4	-5	-6	-7	
30. Family commitments	-1	-2	-3	-4	-5	-6	-7	
31. Watching non-sports on TV	-1	-2	-3	-4	-5	-6	-7	
32. Attending a (similar sport team) game	-1	-2	-3	-4	-5	-6	-7	
33. If the (team name) doesn't win many games	-1	-2	-3	-4	-5	-6	-7	
34. Attending movies	-1	-2	-3	-4	-5	-6	-7	
35. Commitments to friends	-1	-2	-3	-4	-5	-6	-7	
36. Going to a restaurant	-1	-2	-3	-4	-5	-6	-7	
37. Lack of friends to go to the game with me	-1	-2	-3	-4	-5	-6	-7	
38. School/studying commitments	-1	-2	-3	-4	-5	-6	-7	
39. The cost of transportation to the game	-1	-2	-3	-4	-5	-6	-7	
40. Playing recreational sports	-1	-2	-3	-4	-5	-6	-7	
41. Romantic/dating commitments	-1	-2	-3	-4	-5	-6	-7	
42. The (team name) game is being televised	-1	-2	-3	-4	-5	-6	-7	
43. Traveling	-1	-2	-3	-4	-5	-6	-7	
44. Lack of spouse/significant other to go to the game with me	-1	-2	-3	-4	-5	-6	-7	
45. Going camping	-1	-2	-3	-4	-5	-6	-7	
46. The (team name) game being on the radio	-1	-2	-3	-4	-5	-6	-7	
47. Going to a bar	-1	-2	-3	-4	-5	-6	-7	
48. Attending a concert	-1	-2	-3	-4	-5	-6	-7	

Please continue to next page.

Section 4

Please check the appropriate box or fill in the blank for each item below.

Gender: Male Female

Age _____

Marital status: single married divorced widowed other

Highest level of education: some high school high school graduate some college
 college graduate graduate degree other

Ethnicity: American Indian/Alaskan Native Asian Black Hawaiian/Pacific Islander
 Hispanic/Non-White White/Hispanic White/Non-Hispanic other

Household income: below \$20,000 \$20,000-\$39,999 \$40,000-\$59,999 \$60,000-\$79,999
 \$80,000-\$99,999 \$100,000-\$149,999 \$150,000-\$199,999 \$200,000 & above

Additional comments and insights on your feelings about the (team name) are welcome below.