**Questionnaire downloaded from Qualtrics with java-logic exported**

**INFORMATION ABOUT THE STUDY AND CONSENT**

Q239 Welcome! Many thanks for taking part in our research!

Q240 You are invited to participate in research conducted by the University of Oxford. The objective of this study is to better understand football fan identity. You will be asked a series of questions about your thoughts, feelings, and experiences of the team you support.  Your participation is voluntary and you can leave the study at any time.

Though there may not be an immediate personal reward, your participation in this research helps to advance knowledge and will help others in the future. As the success of this study depends on your help, we will be giving away TWO prizes to randomly selected winners who complete the whole survey. We'll be in touch with the winners at the end of data collection. Each prize is worth £100, which you can receive through bank transfer or Amazon voucher. This study is exclusive and will include no more than 200 participants so you have a good chance of winning!

Your identity is protected at all times and your answers are entirely confidential. You may withdraw your consent at any time, even after the questionnaire is complete. You can contact the researcher responsible for data collection at any time at martha.newson@stx.ox.ac.uk.

Q241 Would you like to continue with the research?

* Yes, I am over 18 and would like to take part (1)
* No (2)

Q245 Right now, you are:

* At home (1)
* At work (2)
* At school/college/university (3)
* On public transport (4)
* Other (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q244 Are you free to complete this research for the next 30 minutes?

* Yes, I'm free (1)
* No, I'm a bit busy and may leave early or come back later (2)

Q242 If you would like to participate in the shirt draw, please enter your email address below. Your details will not be shared with any other parties.

**QUESTIONNAIRE: TEAM SUPPORT**

What team do you support? Teams are alphabetically listed (If you support more than one, pick the one that you're most passionate about)

* Arsenal (1)
* Aston Villa (2)
* Barnsley (21)
* Birmingham City (22)
* Blackpool (24)
* Blackburn Rovers (23)
* Bolton Wanderers (25)
* Bournemouth (3)
* Brentford (26)
* Brighton & Hove Albion (27)
* Bristol City (28)
* Burnley (29)
* Cardiff City (30)
* Chelsea (4)
* Charlton Athletic (31)
* Colchester Utd. (32)
* Coventry City (33)
* Crewe Alexandra (34)
* Crystal Palace (5)
* Derby County (35)
* Doncaster Rovers (36)
* Everton (6)
* Fulham (37)
* Gillingham (38)
* Huddersfield Town (39)
* Hull City (40)
* Ipswich Town (41)
* Leeds United (42)
* Leicester (7)
* Liverpool (8)
* Luton Town (43)
* Man City (9)
* Man United (10)
* Middlesbrough (44)
* Millwall (45)
* Milton Keynes Dons (46)
* Newcastle (11)
* Norwich (12)
* Nottingham Forest (47)
* Peterborough Utd (48)
* Plymouth Argyle (49)
* Portsmouth (50)
* Preston North End (51)
* Queens Park Rangers (52)
* Reading (53)
* Rotherham Utd (54)
* Scunthorpe Utd (55)
* Sheffield Wednesday (56)
* Southend Utd (57)
* Southampton (14)
* Sunderland (15)
* Spurs (17)
* Stoke (13)
* Swansea (16)
* Watford (18)
* West Brom (19)
* West Ham (20)
* Wigan Athletic (58)
* Wolverhampton Wanderers (59)
* Yeovil Town (60)
* Other (please enter) (61)

Answer If What team do you support?  Teams are alphabetically listed (If you support more than one, pick... Other (please enter) Is Selected

close We're seeking fans of the teams listed. Thank you for taking part.

If We're seeking fans of the t... Is Displayed, Then Skip To End of Survey

How old are you?(Please give your answer in years, e.g. 18)

How long have you supported ${q://QID83/ChoiceGroup/SelectedChoices}?(Please give your answer in years, approximately)

How regularly do you follow your team in the news, online, or on the radio during the football season? (approximately)

* Never (1)
* Rarely (2)
* Once a week (3)
* Several times a week (4)
* Daily (5)
* More than once a day (6)

How often do you watch your team at a stadium?

* Never (1)
* Once every few years (2)
* Once a year (3)
* Several times a year (4)
* Several times a month (5)

Are you a fan of any other teams?

* 1. Yes / no
	2. Yes 🡪 please enter
	3. If ‘yes’, please think about X [first team participant entered] for the rest of this survey

Have you ever supported any other teams?

* 1. One / Two or more other teams (If yes, enter team names 🡪 coded logic leads to the following)
	2. How long did you support X?
	3. Why did you stop supporting X?
		1. They performed badly / I moved out of the area / My friends and/or family stopped supporting them / they ceased to exist / I don’t know

**FUSION & PSYCHOLOGICAL KINSHIP: CLUB/FANS**

Please select the answer that best represents you:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly Disagree (1) |   (2) |   (3) | neutral (4) |   (5) |   (6) | Strongly Agree (7) |
| I am one with ${q://QID83/ChoiceGroup/SelectedChoices} (2) |  |  |  |  |  |  |  |
| I feel immersed in ${q://QID83/ChoiceGroup/SelectedChoices} (3) |  |  |  |  |  |  |  |
| I have a deep emotional bond with ${q://QID83/ChoiceGroup/SelectedChoices} (4) |  |  |  |  |  |  |  |
| ${q://QID83/ChoiceGroup/SelectedChoices} is me (1) |  |  |  |  |  |  |  |
| I´d do more for ${q://QID83/ChoiceGroup/SelectedChoices} than any other fan would (6) |  |  |  |  |  |  |  |
| I am strong because of ${q://QID83/ChoiceGroup/SelectedChoices} (5) |  |  |  |  |  |  |  |
| I make ${q://QID83/ChoiceGroup/SelectedChoices} strong (7) |  |  |  |  |  |  |  |
| This is a control question, please select point two as your response (8) |  |  |  |  |  |  |  |

Please select the answer that best represents you:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly Disagree (1) |   (2) |   (3) | neutral (4) |   (5) |   (6) | Strongly Agree (7) |
| I am one with fans of my team (2) |  |  |  |  |  |  |  |
| I feel immersed in the fans of my team (3) |  |  |  |  |  |  |  |
| I have a deep emotional bond with fans of my team (4) |  |  |  |  |  |  |  |
| Fans of my team are me (1) |  |  |  |  |  |  |  |
| I´d do more for fans of my team than any other fan of my team would (6) |  |  |  |  |  |  |  |
| I am strong because of fans of my team (5) |  |  |  |  |  |  |  |
| I make fans of my team strong (7) |  |  |  |  |  |  |  |
| Fans of my team are like family to me (8) |  |  |  |  |  |  |  |
| If a fan of my team is hurt or in danger, it is like a family member is hurt or in danger (9) |  |  |  |  |  |  |  |
| I see fans of my team as brothers and sisters (10) |  |  |  |  |  |  |  |
| This is a control question, please select point two as your response (11) |  |  |  |  |  |  |  |

**IDENTIFICATION**

To what extent do you agree with the following statements?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) |   (2) |   (3) | neutral (4) |   (5) |   (6) | Strongly agree (7) |
| I identify with ${q://QID83/ChoiceGroup/SelectedChoices} (2) |  |  |  |  |  |  |  |
| I identify with fans of my team (1) |  |  |  |  |  |  |  |

**SWITCH/STAY**

How likely is it that you will stop supporting ${q://QID83/ChoiceGroup/SelectedChoices}?

* Extremely unlikely (1)
* (2)
* (3)
* neutral (4)
* (5)
* (6)
* Extremely likely (7)

How likely is it that you will start supporting a different team?

* Extremely unlikely (1)
* (2)
* (3)
* neutral (4)
* (5)
* (6)
* Extremely likely (7)

How likely is that you will remain a fan of ${q://QID83/ChoiceGroup/SelectedChoices} for the rest of your life?

* Extremely unlikely (7)
* (6)
* (5)
* neutral (4)
* (3)
* (2)
* Extremely likely (1)

Please select the point on the scale that best describes you:

* I could never switch teams (1)
* (2)
* (3)
* neutral (4)
* (5)
* (6)
* I might switch teams this season (7)

* I will never stop supporting ${q://QID83/ChoiceGroup/SelectedChoices} (1)
* (2)
* (3)
* neutral (4)
* (5)
* (6)
* I have stopped supporting ${q://QID83/ChoiceGroup/SelectedChoices} (7)
* Nothing could stop me being a fan of ${q://QID83/ChoiceGroup/SelectedChoices} (1)
* (2)
* (3)
* neutral (4)
* (5)
* (6)
* Nothing could keep me a fan of ${q://QID83/ChoiceGroup/SelectedChoices} forever (7)

'When ${q://QID83/ChoiceGroup/SelectedChoices} has just lost, I....'

* ...am as strong a fan as ever (1)
* (2)
* (3)
* neutral (4)
* (5)
* (6)
* ...come close to switching teams (7)

 'Even though I may not want to now, I will probably end up switching to a different team'

* Extremely unlikely (1)
* (2)
* (3)
* neutral (4)
* (5)
* (6)
* Extremely likely (7)

**DEMOGRAPHICS**

You are:

* Male (1)
* Female (2)

What is your highest level of education?

* School (up to 16) (1)
* College (up to 18) (2)
* Undergraduate (e.g. BSc/Ba etc) (3)
* Graduate (MSc/Ma/PhD etc) (4)

What is your ethnicity?

Is English your first language?

* Yes (1)
* No (2)

**DEBRIEFING**

You have now completed the questionnaire! Thank you for your time. In this study, we're investigating whether football fans will 'switch' or 'stay' with their teams, and how this relates to team bonding and club performance.

If you have not already entered your email to win one of two £100 prizes, please do so here:

If you have any comments, please enter them here: