*Consent:* Welcome! You are invited to participate in a short survey being conducted by researchers at the University of Oxford. The only requirement for participation is that you be over 18 years of age. Your participation in this study is voluntary. The purpose of this study is to examine people's perspectives on football clubs and fans. Please answer all questions as honestly as you can. We estimate that the survey will take no longer than 15-20 minutes to complete. You are free to contact the investigators at martha.newson@anthro.ox.ac.uk to discuss the survey. You will not be asked for any identifying information (name, address, etc.). You may decline to answer any question and have the right to withdraw from participation at any time. To agree to participate, please advance to the next page.

Q1.1 Please enter your age in years:

Q1.2 What is your gender?

* Male (1)
* Female (2)

Q1.3 How would you best describe your ethnicity?

Q1.4 What is the highest level of academic education you have completed?

* Secondary school (GCSE or equivalent) (1)
* Apprenticeship (2)
* College (A level of equivalent) (3)
* University (undergraduate) (4)
* University (postgraduate) (5)

Q2 Please select your football club from the list below. If you support more than one club, choose the one that's most important to you.

* Arsenal (1)
* Aston Villa (2)
* Cardiff City (3)
* Chelsea (4)
* Crystal Palace (5)
* Everton (6)
* Fulham (7)
* Hull City (8)
* Liverpool (9)
* Manchester City (10)
* Manchester United (11)
* Newcastle United (12)
* Norwich City (13)
* Southampton (14)
* Stoke City (15)
* Sunderland (16)
* Swansea City (17)
* Tottenham Hotspur (18)
* West Bromwich Albion (19)
* West Ham United (20)

Q2.1 How long have you been a fan of this club?

* Less than a year (1)
* 1-4 years (2)
* 5-8 years (3)
* 9-12 years (4)
* 13-16 years (5)
* 17-20 years (6)
* 21 years or more (7)

Q3.1 Please select the point on the scale that best represents you:

How important is it to you that your club wins?

* Not at all Important (1)
* 2 (2)
* 3 (3)
* 4 (4)
* 5 (5)
* 6 (6)
* Extremely important (7)

Q3.2 How strongly do YOU see YOURSELF as a fan of your club?

* Not at all a fan (1)
* 2 (2)
* 3 (3)
* 4 (4)
* 5 (5)
* 6 (6)
* Totally a fan (7)

Q3.3 How strongly do your FRIENDS see YOU as a fan of your club?

* Not at all a fan (1)
* 2 (2)
* 3 (3)
* 4 (4)
* 5 (5)
* 6 (6)
* Totally a fan (7)

Q3.4 During the season, how closely do you follow your club via ANY of the following: a) in person or on television, b) on the radio, or c) television news or a newspaper, and/or d) the Internet?

* Never (1)
* 2 (2)
* 3 (3)
* 4 (4)
* 5 (5)
* 6 (6)
* Almost every day (7)

Q3.5 How important is being a fan of your club to YOU?

* Not at all Important (1)
* 2 (2)
* 3 (3)
* 4 (4)
* 5 (5)
* 6 (6)
* Extremely important (7)

Q3.6 How much do you dislike your club's greatest rivals?

* Do not dislike at all (1)
* 2 (2)
* 3 (3)
* 4 (4)
* 5 (5)
* Dislike very much (6)

Q3.7 How often do you display your club's name or insignia at your place of work, where you live, or on your clothing?

* Never (1)
* 2 (2)
* 3 (3)
* 4 (4)
* 5 (5)
* 6 (6)
* Always (7)

Q3.8 Thinking about the sport team you indicated on the previous page, to what extent do you agree with the following statements ('group' refers to your team and fellow fans of your team):

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly Disagree (1) | Disagree (2) | Somewhat Disagree (3) | Neither Agree nor Disagree (4) | Somewhat Agree (5) | Agree (6) | Strongly Agree (7) |
| When someone criticizes my group, it feels like a personal insult (1) |  |  |  |  |  |  |  |
| I am very interested in what fans of other teams think about my group (2) |  |  |  |  |  |  |  |
| When I talk about my group, I usually say ‘we’ rather than ‘they’ (3) |  |  |  |  |  |  |  |
| My group's successes are my successes (4) |  |  |  |  |  |  |  |
| When someone praises my group, it feels like a personal compliment (5) |  |  |  |  |  |  |  |
| If a story in the media criticized my group, I would feel embarrassed (6) |  |  |  |  |  |  |  |
| I identify with my group (7) |  |  |  |  |  |  |  |

Q4.1 Thinking about your club, please select the answer that best represents you:

('Club' includes you and your fellow football fans as a group)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly Disagree (1) | Disagree (2) | Somewhat Disagree (3) | Neither Agree nor Disagree (4) | Somewhat Agree (5) | Agree (6) | Strongly Agree (7) |
| My club is me (1) |  |  |  |  |  |  |  |
| I am one with my club (2) |  |  |  |  |  |  |  |
| I feel immersed in my club (3) |  |  |  |  |  |  |  |
| I have a deep emotional bond with my club (4) |  |  |  |  |  |  |  |
| I am strong because of my club (5) |  |  |  |  |  |  |  |
| I´d do more for my group than any other club members would (6) |  |  |  |  |  |  |  |
| I make my club strong (7) |  |  |  |  |  |  |  |

Q4.2 Still thinking about your club, please select the answer that best represents you:

('Club' includes you and your fellow football fans as a group)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly Disagree (1) | Disagree (2) | Somewhat Disagree (3) | Neither Agree nor Disagree (4) | Somewhat Agree (5) | Agree (6) | Strongly Agree (7) |
| My club is like family to me (1) |  |  |  |  |  |  |  |
| If a fellow club member is hurt or in danger, it is like a family member is hurt or in danger (2) |  |  |  |  |  |  |  |
| I see fellow members of my club as brothers and sisters (3) |  |  |  |  |  |  |  |

Q5.1 Please think of an important or meaningful memory about your club. Use the space below to describe this memory:

Q5.2 To what extent have those events shaped YOU?

* Haven't shaped me at all (1)
* (2)
* (3)
* (4)
* (5)
* (6)
* Have completely shaped me (7)

Q5.3 To what extent have those events shaped THE CLUB?

* Haven't shaped it at all (1)
* (2)
* (3)
* (4)
* (5)
* (6)
* Have completely shaped it (7)

Q5.4 How accurate do you think these memories are?

* Not at all accurate (1)
* (2)
* (3)
* (4)
* (5)
* (6)
* Extremely accurate (7)

Q5.5 Who first shared your passion for the club?

(You can select more than one answer if you need to)

* No-one, it was just me (1)
* Family member(s) (2)
* Friend(s) (3)
* The local area (4)
* Other (please explain below) (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Answer If Who did you first share a love of your club with? = ‘No-one, it was just me’ Is Not Selected, show 5.6/5.7

Q5.6 How much did those people shape you as a football fan?

* They didn't shape me at all (1)
* (2)
* (3)
* 4 (4)
* 5 (5)
* 6 (6)
* They shaped me entirely (7)

Q5.7 In relation to your football club, please think about an important experience that you shared together. Use the space below to explain this memory:

Q5.8 Thinking about your club, please select the answer that best represents you:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly Disagree (1) | Disagree (2) | Somewhat Disagree (3) | Neither Agree nor Disagree (4) | Somewhat Agree (5) | Agree (6) | Strongly Agree (7) |
| Our football ground is hallowed ground and should never be moved (1) |  |  |  |  |  |  |  |
| Our club's anthem or chant is special and should always be sung at matches (2) |  |  |  |  |  |  |  |
| Our club badge or crest is sacred and should not be defaced or ridiculed (3) |  |  |  |  |  |  |  |
| Our home strip is important to us and should not be changed (4) |  |  |  |  |  |  |  |
| Our team name is special and should not be disrespected by being altered (5) |  |  |  |  |  |  |  |

Q6.1 Please read the following carefully: Imagine that a runaway train is hurtling down a track toward 5 fans who support your club. You are on a bridge under which the train will pass, and you can stop the train by jumping in front of it. By jumping in front of the train, you would be killing yourself to save the 5 other fans. Please indicate how strongly you would be inclined to take the following two actions:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Not inclined to do this (1) | . (2) | . (3) | . (4) | . (5) | . (6) | Extremely inclined to do this (7) |
| Sacrificing myself to save the other 5 fans (1) |  |  |  |  |  |  |  |
| Saving myself and letting the other 5 fans die (2) |  |  |  |  |  |  |  |

Q6.2 Which of these two actions would you take?

* Save myself and let the 5 other fans die (1)
* Sacrifice myself to save the other 5 fans (2)

Q6.3 How confident are you that you would take the action you selected?

* Not at all confident (1)
* 2 (2)
* 3 (3)
* 4 (4)
* 5 (5)
* 6 (6)
* Extremely confident (7)

Q7.1 Please select the option which best represents you:

('Club' includes you and your fellow football fans as a group)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly Disagree (1) | Disagree (2) | Somewhat Disagree (3) | Neither Agree nor Disagree (4) | Somewhat Agree (5) | Agree (6) | Strongly Agree (7) |
| I am obligated to always 'do right' by my club (1) |  |  |  |  |  |  |  |
| I feel a sense of duty to my club (2) |  |  |  |  |  |  |  |
| If I took advantage of my club, I'd feel immense shame (3) |  |  |  |  |  |  |  |
| If I deceived my club in some way, I would consider myself to be a bad person (4) |  |  |  |  |  |  |  |
| I care how others in my club perceive me (5) |  |  |  |  |  |  |  |

Q7.2 Which of the following best describes your team's win-loss ratio?

* The team almost always loses (1)
* They tend to lose a lot (2)
* They win about as much as they lose (3)
* They tend to win more than they lose (4)
* They tend to win a lot (5)
* The team almost always wins (6)

Q7.3 How emotionally difficult is it to be a fan of your team?

* Not at all difficult (1)
* Only a little difficult (2)
* Somewhat difficult (3)
* Mostly difficult (4)
* Extremely difficult (5)

*Debriefing:* The questionnaire is now over - thank you for your time!

In this study we are interested in the relationships between the football clubs people support and types of group 'bonding'. The answers you provided are entirely confidential.

If you have any questions or comments about this survey, please share below: