Appendices

Appendix A - Questionnaire
Appendix B – Pilot study
Appendix C – Results
Appendix A - Questionnaire

**Questionnaire**
Hello, this research is looking at football fan market behaviour. It will take just five minutes of your time to fill the questionnaire. Thank you for your willingness, cheers!

1. Did you watch any football match in last couple of weeks?
   - [ ] yes
   - [ ] no

2. Which team(s) do you support? Write here: ________________________________

**Information about you**

3. Age
   - [ ] 18 - 25
   - [ ] 26 - 35
   - [ ] 36 - 55
   - [ ] 56 or more

4. Gender
   - [ ] male
   - [ ] female

5. What is your typical weekly income
   - [ ] less than £ 150
   - [ ] £ 151 - £ 250
   - [ ] £ 251 - £ 350
   - [ ] £ 351 or more

**You and football club**

6. How often do you visit matches?
   Choose one option from below, please:
   - [ ] a) up to 3 times a year
   - [ ] b) 3 – 10 times a year
   - [ ] c) every month
   - [ ] d) I visit most of matches
   - [ ] e) I visit all matches
   - [ ] f) I’ve never been to

7. What kind of tickets do you usually buy? Choose one option, please:
   - [ ] Single match tickets
   - [ ] Family match tickets
   - [ ] Group tickets
   - [ ] I’m a season ticket holder

8. Are you member of any football fan society, fan club or football fan community?
   - [ ] yes
   - [ ] no
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University of Huddersfield

**Sport market**
9. Have you ever bought branded products like programs, collector items, sport wear, kits or flags of your club?
   □ yes □ no (if no, go to question no. 13.)
   If yes, what was the last item(s) you purchased? Write here: ________________________________

10. How often do you buy branded products of your club?
   □ never □ one time a year
   □ more than one time a year □ monthly

11. How much money you spend approximately for one unit of branded product?
   □ less than £ 10 □ £ 11 – £ 25 □ £ 26 – £ 50 □ more than £ 51

12. From where do you usually purchase the club’s branded products?
   Tick one answer for each option, please:
   a) official store mainly from □ sometimes from □ never □
   b) official internet store □ □ □ □
   c) other shop □ □ □ □

13. Do you think that branded products of Huddersfield Town FC are well promoted?
   1 2 3 4
   Definitely yes □ □ □ □ Definitely no

**Services provided by club and sport marketers**
Local football team also provides services like stadium bar, transport of fans to the away matches and special service for disabled persons on the home stadium.

14. Have you ever used services provided by club?
   □ yes □ no
   If yes, what was the last one? Write here: ________________________________

15. Did you know about all services mentioned?
   □ yes □ no

16. Are you satisfied with services provided by Huddersfield Town FC?
   1 2 3 4
   Highly satisfied □ □ □ □ Strongly dissatisfied

Thank you for your answers
Appendix B – Pilot study

**Questionnaire 0.1 – the Pilot study**

1. Did you watch any football match in last 30 days?
   - □ yes
   - □ no

2. Do you describe yourself as a loyal football fan?
   - □ yes
   - □ no

**Information about you**

3. Age
   - □ 18 - 25
   - □ 26 - 35
   - □ 36 - 55
   - □ 56 or more

4. Sex
   - □ male
   - □ female

5. What is your typical weekly income
   - □ less than £ 50
   - □ £ 51 - £ 100
   - □ £ 101 - £ 150
   - □ £ 151 - £ 200
   - □ £ 201 or more

**You and club**

6. How often you visit matches? (Stadium attendance)
   - □ I’ve never been to stadium
   - □ Every month
   - □ 1 – 2 times a year
   - □ Most of matches
   - □ 3 – 11 times a year
   - □ All matches

7. What kind of tickets do you usually buy
   - □ Single match tickets
   - □ Group or family tickets
   - □ I’m a season ticket holder

8. Are you member of any fan society, fan club or fan community?
   - □ yes
   - □ no
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University of Huddersfield

9. Do you have knowledge of all benefits which membership in fan community brings to you?
☐ yes  ☐ no

You and sport market
10. Have you ever bought branded products like programs, collector items, sport wear, kits or flags of your club?
☐ yes  ☐ no

11. How often you buy branded products of your club?
☐ never  ☐ one time a year  ☐ monthly  ☐ weekly

12. How much money you spend approximately for one unit of branded product?
☐ less than £ 10  ☐ £ 11 – £ 25  ☐ £ 26 – £ 50  ☐ more than £ 51

13. Where do you usually buy the club's branded products?
☐ official store  ☐ official internet store  ☐ other internet shop
☐ other kind of shopping

14. Do you thing that branded products of FC Huddersfield Town are well promoted?

1  2  3  4
Definitely yes  ☐  ☐  ☐  ☐ Definitely no

Services provided by club and sport marketers
Local football team also provide services like stadium bar, transport of fans to the away matches and service for disabled persons on the home stadium.

15. Have you ever used services provided by club?
☐ yes  ☐ no

16. Did you know about all services mentioned?
☐ yes  ☐ no

17. Are you satisfied with services provided by FC Huddersfield Town?

1  2  3  4
Highly satisfied  ☐  ☐  ☐  ☐ Strongly dissatisfied

Thank you for your answers
Appendix C – Results

Full list of football clubs supported by respondents of the research.

Overall chart is attached in the end of Appendix C.

<table>
<thead>
<tr>
<th>Team supported</th>
<th>No. of respondents</th>
</tr>
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<tbody>
<tr>
<td>Huddersfield Town FC</td>
<td>44</td>
</tr>
<tr>
<td>Manchester United FC</td>
<td>28</td>
</tr>
<tr>
<td>None</td>
<td>20</td>
</tr>
<tr>
<td>Liverpool FC</td>
<td>14</td>
</tr>
<tr>
<td>Arsenal FC</td>
<td>12</td>
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<tr>
<td>Leeds United AFC</td>
<td>8</td>
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<tr>
<td>Barnsley FC</td>
<td>6</td>
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<td>Chelsea FC</td>
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<td>FC Barcelona</td>
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<tr>
<td>Manchester City FC</td>
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<td>Tottenham Hotspur FC</td>
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<tr>
<td>Everton FC</td>
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<tr>
<td>Newcastle United FC</td>
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<td>Real Madrid</td>
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<tr>
<td>Al-Ahli Dubai</td>
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<tr>
<td>APOEL Nicosia FC</td>
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<tr>
<td>Bradford City AFC</td>
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<tr>
<td>Celtic FC, Glasgow</td>
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<tr>
<td>Doncaster Rovers FC</td>
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<tr>
<td>FC Banik Ostrava</td>
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<tr>
<td>FC Bayern Mnichov</td>
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<tr>
<td>Middlesbrough FC</td>
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<td>Carlisle United FC</td>
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<td>Coventry City FC</td>
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<td>FC Terek Grozny</td>
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<td>Genoa CFC</td>
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<td>Gillingam FC</td>
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<td>Hartlepool United</td>
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<td>KP Legia Warszawa</td>
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<tr>
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<td>Slovan Liberec</td>
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