

SYDNEY SWANS MEMBERSHIP
SURVEY

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SURVEY

SECTION ONE: Members Background

In this section of the survey we would like to know a little bit about your involvement with the Swans.

1.1 ID

1.2 At what age did you become interested in AFL?
(Write age in box.)

1.3 At what age did you attend your first AFL game?
(Write age in box.)

1.4 Prior to becoming a member, about how many Swans games a season did you attend?
(Write in number of games.)

1.5 Were the Swans the first AFL team that you supported? (Tick one that applies)

First supported	(1)
Second supported	(2)
Third or greater	(3)

1.6 Do you usually attend games: (Please tick one response)

Alone	(1)
With family	(2)
With friends	(3)
Other (please specify)	

1.7 Which of the following home games did you attend last year?

(Please tick only the ones you attended.),

- Sun. 28th March vs. Port Adelaide ☐
 Sat. 17th April vs. North Melbourne ☐
 Sun. 2nd May vs. Fremantle ☐
 Sun. 9th May vs. Hawthorn ☐
 Sun. 23rd May vs. West Coast ☐
 Sun. 6th June vs. Collingwood ☐
 Sun. 27th June vs. Brisbane ☐
 Sun. 4th July vs. Western B ☐
 Sat. 24th July vs. Richmond ☐
 Sat. 31st July vs. Essendon ☐
 Sat. 15th August vs. Adelaide ☐

1.8 Did you attend any away games last year? (Please tick response)

- No (1)
 Yes (2) If Yes - how

1.9 Do you attend sporting fixtures other than AFL? (Tick the answer that best applies.)

- Frequently _ (1) Infrequently _ (2)
 Occasionally _ (3) Never _ (4)

2. Please indicate the extent to which each of the following statements describes you. Circle 7 if the statement describes you very well, 6 if it describes you quite well and so on to 2 if it describes you a little and 1 if it describes you not at all.

	Describes Me Ver, Well					Describes Me Not at All	
2.1 My family are AFL Supporters.	7	6	5	4	3	2	1
2.2 Other members of my family are members of the club	7	6	5	4	3	2	1
2.3 I have family members and friends who are strong supports of the club	7	6	5	4	3	2	1
2.4 I enjoy going to the Swans games with family members and friends.	7	6	5	4	3	2	1
2.5 I enjoy meeting up with friends I have me	7	6	5	4	3	2	1
2.6 There is a tradition in my family and/or friends to support AFL	7	6	5	4	3	2	1
2.7 I have influenced others to become supporters of the Swans.	7	6	5	4	3	2	1
2.8 I was influenced by one (or more) family member(s) or friend(s) to become a Swans member.	7	6	5	4	3	2	1
2.9 I am interested in a number of different sports.	7	6	5	4	3	2	1
2.10 I attend lots of different sporting events.	7	6	5	4	3	2	1
2.11 I am a long time Swans supporter.	7	6	5	4	3	2	1

SECTION TWO - Aussie Rules

In this section we are interested in learning something about your involvement with Australian Rules Football in general and specifically the Swans.

4. Please circle the degree to which you agree or disagree with the following statements, on a 7-point scale where 7 = Strongly Agree, 4 = Neither Strongly Agree or Disagree, and 1 = Strongly Disagree.

	Strongly Agree					Strongly Disagree	
4.1 Aussie Rules is an essential part of my life.	7	6	5	4	3	2	1
4.2 I love all levels of Aussie Rules (National, Local, Senior, Junior etc..).	7	6	5	4	3	2	1
4.3 I watch or read about Aussie Rules whenever I can.	7	6	5	4	3	2	1
4.4 I know a lot about the rules of Aussie Rules.	7	6	5	4	3	2	1
4.5 Aussie Rules is very important to me.	7	6	5	4	3	2	1
4.6 I think about Aussie Rules all the time.	7	6	5	4	3	2	1

5. Please indicate the extent to which each of the following statements describes you. Circle 7 if the statement describes you very well, 6 if it describes you quite well and so on to 2 if it describes you a little and 1 if it describes you not at all.

	Describe Me Very Well					Describes Me Not At All	
5.1 It's important to me to maintain ties with the Sydney Swans.	7	6	5	4	3	2	1
5.2 Supporting the Swans is an important part of my life.	7	6	5	4	3	2	1
5.3 I tell others that I am a fan of the Swans.	7	6	5	4	3	2	1
5.4 I tell others that I am a member of the Sydney Swans.	7	6	5	4	3	2	1
5.5 I think of myself as part of the Sydney Swans organisation.	7	6	5	4	3	2	1
5.6 I feel I have more in common with other members than non-members.	7	6	5	4	3	2	1
5.7 When the Swans are doing well I feel that it is partly my accomplishment.	7	6	5	4	3	2	1
5.8 My whole week is better if the Swans have won their last game.	7	6	5	4	3	2	1

SECTION THREE: The Swans team and Swans management

This section explores your thoughts and opinions of ON-FIELD AND OFF-FIELD issues associated with the Swans.

6. How important is each of the following to you in assessing the Swans performance on field? **Please allocate 100 points among the statements**, giving a larger number of points to more important issues. For example if you consider 'playing as a team' is the most important issue, you would allocate more points to it than any other issue. But if you feel other issues are more important you would allocate more points to them. If there is an important issue to do with On-Field issues, which has not been covered, add it to the bottom of the list (point 6.6) and allocate some points to it as well. Please ensure the total number of points does not exceed 100.

It is important to me that the Sydney Swans:

6.1 Get Results

- eg. Win most of their games./
Be competitive in every game.

6.2 Play well

- eg. Perform consistently./Keep their cool./
Demonstrate excellent skill levels.

6.3 Are motivated

- eg. Put maximum effort into each game./
Play fast, high-energy games.

6.4 Play as a team

- eg. Provide support for each other on the
ground./Display camaraderie on the ground.

6.5 Care about their fans

- eg. Work to entertain the crowd. .

TOTAL:

100 POINTS

7. Now, please indicate how well you believe the Swans perform ON-FIELD with regard to the following general/overall and specific issues, using a 7-point scale where 7 = Perform Very Well, 4 = Perform neither well nor poorly and 1 = Perform Very Poorly.

	Perform Very Well				Perform Very Poorly			
7.1 Overall, Get Results	7	6	5	4	3	2	1	
- Win most of their games.	7	6	5	4	3	2	1	
- Are competitive in every game.	7	6	5	4	3	2	1	
7.2 Overall, Play well	7	6	5	4	3	2	1	
- Perform consistently.	7	6	5	4	3	2	1	
- Keep their cool under pressure.	7	6	5	4	3	2	1	
- Demonstrate excellent skill levels.	7	6	5	4	3	2	1	
7.3 Overall, are motivated	7	6	5	4	3	2	1	
- Put maximum effort into each game.	7	6	5	4	3	2	1	
- Play fast high-energy games.	7	6	5	4	3	2	1	
7.4 Overall, Play as a team	7	6	5	4	3	2	1	
- Provide support for each other on the ground.	7	6	5	4	3	2	1	
- Display camaraderie on the ground.	7	6	5	4	3	2	1	
7.5 Overall, Care about their fans	7	6	5	4	3	2	1	
- Work to entertain the crowd.	7	6	5	4	3	2	1	

OFF-FIELD ISSUES

8. How important is each of the following to you in assessing the Swans organisation? Please allocate 100 points among the statements giving a larger number of points to more important issues. For example if you consider 'increasing accessibility to the club' is the most important issue, you would allocate more points to it than any other issue. But if you feel other issues are more important you would allocate more points to them. If there is an important issue to do with Off-Field issues, which has not been covered, add it to the bottom of the list (point 8.6) and allocate some points to it as well. Please ensure that the total number of points does not exceed 100.

How important is it to you that the Sydney Swans management:

8.1 Try harder for members

eg. Try to give me benefits that non-members don't get,
including access to finals tickets.

8.2 Are able to provide a better game experience

eg. Create an exciting atmosphere./ Provide me with good seats in the stadium
/Provide quality and variety of entertainment/Promote a family atmosphere.

8.3 Increase my accessibility to the club

eg. Make me feel like part of the club/Keep me up to date on club matters./
Organise functions and opportunities and the chance to mingle with players.

8.4 Efficiently manage the club

eg. Professionally market and manage the Club./Employ courteous
and professional staff/Maintain a positive image of the club.

8.5 Provide good facilities from which to watch the game.

eg. A comfortable stadium/ A visually appealing stadium./
A clear and accurate scoreboard.

TOTAL:

100 POINTS

9. Now, please indicate how well you believe the Swans perform with regard to the following general/overall and specific issues, using a 7-point scale where 7 = Perform Very Well, 4 = perform neither well nor poorly and 1 = Perform Very Poorly.

	Perform Very Well				Perform Very Poorly			
9.1 Overall, Try Harder for Members	7	6	5	4	3	2	1	
- Try to give members benefits that non-members don't get.	7	6	5	4	3	2	1	
- Try to get members finals tickets.	7	6	5	4	3	2	1	
9.2 Overall, Are able to provide a better game experience	7	6	5	4	3	2	1	
- Create an exciting atmosphere.	7	6	5	4	3	2	1	
- Provide members with good seats in the stadium.	7	6	5	4	3	2	1	
- Provide quality and variety of entertainment at the games.	7	6	5	4	3	2	1	
- Promote a family atmosphere at the games.	7	6	5	4	3	2	1	
9.3 Overall, Increase my accessibility to the club	7	6	5	4	3	2	1	
- Make me feel like part of the club.	7	6	5	4	3	2	1	
- Keep me up to date on club matters.	7	6	5	4	3	2	1	
- Organise functions and social opportunities.	7	6	5	4	3	2	1	
- Give me the chance to mingle with players.	7	6	5	4	3	2	1	

(continued)

How Well Do You Believe the Swans Perform?	Perform Very Well				Perform Very Poorly			
9.4 Overall, Efficiently manage the club	7	6	5	4	3	2	1	
- Professionally market and manage the club.	7	6	5	4	3	2	1	
- Maintain a positive image of the club.	7	6	5	4	3	2	1	
- Employ courteous and professional staff.	7	6	5	4	3	2	1	
9.5 Overall, Provide good facilities with which to watch the game	7	6	5	4	3	2	1	
- A visually appealing stadium.	7	6	5	4	3	2	1	
- A comfortable stadium.	7	6	5	4	3	2	1	
- A clear and accurate scoreboard.	7	6	5	4	3	2	1	

SECTION FOUR - Feelings about the Swans Organisation

This section explores how you feel about the Swans organisation and what being a member means to you.

10. Please indicate which each of the following feelings you have had about the Sydney Swans organisation .

	Describes My Feelin2s Very Well				Describes My Feelin2s Not At All			
Liking	7	6	5	4	3	2	1	
Respect	7	6	5	4	3	2	1	
Admiration	7	6	5	4	3	2	1	
Esteem	7	6	5	4	3	2	1	
Appreciation	7	6	5	4	3	2	1	
Confidence	7	6	5	4	3	2	1	

11. Now, consider just a few more feelings and whether YQ!! have had these about the Swans.

	Describes My Feelin2s Very Well				Describes My Feelin2s Not At All			
Acceptance	7	6	5	4	3	2	1	
Trust	7	6	5	4	3	2	1	
Pride	7	6	5	4	3	2	1	
Gratitude	7	6	5	4	3	2	1	
Satisfaction	7	6	5	4	3	2	1	
Security	7	6	5	4	3	2	1	
Faith	7	6	5	4	3	2	1	

12. And finally, consider a few negative feelings and whether you have ever had these about the Swans.

	Describes My Feelin2s Very Well				Describes My Feelin2s Not At All			
Indifference	7	6	5	4	3	2	1	
Suspicion	7	6	5	4	3	2	1	
Distrust	7	6	5	4	3	2	1	
Dislike	7	6	5	4	3	2	1	

13. Please indicate the extent to which you agree or disagree with each of the following statements (7 indicates that you strongly agree, 6 indicates that you agree but not quite so strongly, 4 indicates that you neither agree or disagree, 1 indicates that you strongly disagree).

	Strongly Agree		Neither Agree Nor Disagree			Strongly Disagree	
13.1 I have confidence in the accuracy of the information I get from the Swans.	7	6	5	4	3	2	1
13.2 I have confidence in the fairness and honesty of the Swans management.	7	6	5	4	3	2	1
13.3 I can always rely on being informed early enough by Swans management about new products or issues I might be interested in.	7	6	5	4	3	2	1
13.4 Swans management behaves in a trustworthy manner towards me.	7	6	5	4	3	2	1
13.5 Swans management is only concerned with promoting their own interests.	7	6	5	4	3	2	1
13.6 Swans management cares about Swans members.	7	6	5	4	3	2	1
13.7 Swans management has the capability to run an effective Supporter organisation.	7	6	5	4	3	2	1
13.8 I trust Swans management	7	6	5	4	3	2	1
13.9 Swans management are trying hard to run an effective Supporter organisation.	7	6	5	4	3	2	1

SECTION FIVE - Your Support for the Swans

This section explores your current and future support for the Swans.

14. Please indicate the extent to which each of the following statements describes you. Circle 7 if the statement describes you very well, 6 if it describes you quite well and so on to 2 if it describes you a little and 1 if it describes you not at all.

	Describes Me Very Well					Describes Me Not At All	
14.1 My support for the Swans is greater than for any other team in any sport.	7	6	5	4	3	2	1
14.2 I would prefer to be a spectator at a Swans game than at any other kind of sporting event.	7	6	5	4	3	2	1
14.3 My support for the Swans is not as strong when they are not playing well.	7	6	5	4	3	2	1
14.4 My support for the Swans is stronger when their management is looking after the fans well.	7	6	5	4	3	2	1
14.5 No matter what, I will remain a devoted supporter of the Swans.	7	6	5	4	3	2	1
14.6 When my Swans membership renewal comes, I do not have to consider whether or not to renew; renewal is automatic.	7	6	5	4	3	2	1

15. This question asks you to indicate how a number of **hypothetical situations** might influence your level of support for the Swans. Please indicate the extent of your likelihood, in regard to each of the following statements. Circle 7 if you are very likely, 4 if you are neither likely nor unlikely, and 1 if you are very unlikely .

	Very Likely				Very Unlikely			
15.1 I would be more likely to continue to be a member if facilities at games improved.	7	6	5	4	3	2	1	
15.2 I would continue to be a member if membership fees rose by 30%	7	6	5	4	3	2	1	
15.3 I would continue to be a member if the Swans came last on the ladder for one or more seasons.	7	6	5	4	3	2	1	
15.4 I would continue to be a member if the Swans moved to Homebush and played all home games there	7	6	5	4	3	2	1	
15.5 I would continue to be a member if membership fees rose by 10%.	7	6	5	4	3	2	1	
15.6 I would continue to be a member if I got worse seats than I have now.	7	6	5	4	3	2	1	
15.7 I would continue to be a member if seats were readily available for all home games without being a member.	7	6	5	4	3	2	1	
15.8 I would continue to be a member if the Swans moved to another city.	7	6	5	4	3	2	1	
15.9 I would continue to be a member if the Swans played half of their home games at Homebush.	7	6	5	4	3	2	1	
15.10 I would be more likely to continue to be a member if I had more say in the way the members' organisation was run.	7	6	5	4	3	2	1	

SECTION SIX: Background Information

Finally, there are a few questions about you to enable statistical analysis of the results. **Remember - all of your answers on this questionnaire are completely confidential. That is, only the UTS researchers will see your questionnaire and you will not be identified in any way to the Swans.**

16. Were you raised (educated) as a child (i.e. before 16 years old) in an Australian State that is historically aligned to AFL, eg. Victoria, South Australia? (Please tick the appropriate response/s.)
- No (Go to Question 18)
- Yes (Go to Question 17)

17. If yes, in which state were you educated?
- VIC (1) WA (4)
- SA (2) ACT (5)
- TAS (3) NT (6)

18. Have you worked for a period of time (ie. more than 12 months) in an Australian State that is historically aligned to AFL?
- No (Go to Question 19)
- Yes If yes, in which state did you work?
- VIC (1) WA (4)
- SA (2) ACT (5)
- TAS (3) NT (6)

19. In which state do you now reside:
- NSW (1) VIC (2)
- Other, please specify _____

20. Do any close family members reside in Australian States that are historically aligned to AFL?
 No (Go to Question 21)
 Yes If yes, in which state do they live?

VIC	1	WA	4
SA	2	ACT	5
TAS	3	NT	6

21. Please tick the box that best describes your age.

Under 18	(1)	35-44	(4)
18-24	(2)	45-54	(5)
25-34	(3)	55-64	(6)
65 or over	(7)		

22. Gender Female D
 Male D

23. My postcode is:
 (please write in) _____

24. Please tick as many as describe you:

I live alone.	D
I live with a partner/spouse	D
I live with friends.	D
I live with children under 16 years of age.	D
I live with children over 16 years of age.	D
I live with other family members other than a partner and/or children (eg. Parents, siblings etc.)	D

24. Please indicate your combined household income by ticking the appropriate box.

Under \$25,000	D
\$25,000- 40,000	D
\$41,000- 55,000	D
\$56,000 - 70,000	D
\$70,000 - 85,000	D
Over \$85,000	D
Prefer not to answer	D

Thank you very much for your time. Your responses will enable us to understand better the nature of your support for the Swans and to assist Swans management to better meet your needs.
