



Manual for the
Points of Attachment Index
(PAI)
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SCALES

The Points of Attachment Index (PAI)

The PAI originated from the Team Identification Index (Trail & James, 2001). Since then we have expanded the points of attachment from just the team to include the following: attachment to the coach, the players, the school, the community, the sport, and the level of sport. The subscales in the PAI have shown good internal consistency in samples of NCAA attendees ($\alpha = .70$ to $.84$; Trail et al., 2003; Robinson & Trail, 2005) and in golf spectators ($\alpha = .81$ to $.88$; Robinson et al., 2004). The Average Variance Extracted (AVE) values have also been good, ranging from $.48$ to $.73$ (Trail et al., 2003; Robinson & Trail, 2005; Robinson et al., 2004). The PAI has been modified slightly since its original use and the new items have been used in the most recent publications.

The PAI has so far been used to measure 1). the points of attachment of U.S. college football and basketball fans and spectators, 2). the points of attachment of college students, and 3). the points of attachment of fans and spectators at LPGA, PGA and Senior PGA events. The respondents would indicate the extent to which they disagreed or agreed with each item on a 7-point scale ranging from “Strongly Disagree” (1) to “Strongly Agree” (7).

The development of the Points of Attachment Index and its psychometric properties have been described in:

Trail, G. T., Robinson, M., Dick, R., & Gillentine, A. (2003). Motives and points of attachment: Fans versus spectators in intercollegiate athletics. *Sport Marketing Quarterly*, 12, 217-227.

Further information can be found in the following:

1. Kim, Y. K., & Trail, G. T. (in press). Factors influencing spectator sport consumption: A case of NCAA women's college basketball. *International Journal of Marketing and Sponsorship*.
2. Kim, Y. K. & Trail, G. T. (2010). Constraints and motivators: A new model to explain consumer behavior. *Journal of Sport Management*, 24, 190-210.
3. Woo, B., Trail, G. T., Kwon, H. H., & Anderson, D. F. (2009). Testing models of motives and points of attachment. *Sport Marketing Quarterly*, 18, 38-53.
4. James, J. D. & Trail, G.T. (2008). The relevance of team identification to sport consumption behavior intentions. *International Journal of Sport Management*, 9, 427-440.
5. Lee, D., Trail, G. T., & Anderson, D. F. (2009). Motives and team identification of hockey spectators: Relevance to marketing ACHA hockey. *International Journal of Sport Management and Marketing*, 5, 132-150.
6. Kwon, H., & Trail, G. T. & Anderson, D. F. (2005). Are multiple points of attachment necessary in predicting cognitive, affective, conative, or behavioral loyalty? A case analysis. *Sport Management Review*, 8, 255 - 270.
7. Kwon, H. H., Trail, G. T., & Anderson, D. (2006). Points of attachment (identification) and licensed merchandise consumption among American college students. *International Journal of Sport Management* 7, 347-360.
8. Kwon, H. H., Trail, G. T., & James, J. D. (2007). The mediating role of perceived value between team identification and purchase intention of team licensed apparel. *Journal of Sport Management*, 21, 540-554.
9. Kwon, H. H., Trail, G. T., & Lee, D. (2008). The effects of vicarious achievement and team identification on BIRGING and CORFing in a winning vs. losing situation. *Sport Marketing Quarterly*, 17, 209-217.

10. Robinson, M., & Trail, G. T. (2005). Relationships among spectator gender, motives and points of attachment in selected intercollegiate sports. *Journal of Sport Management, 19*, 58-80.
11. Robinson, M., Trail, G. T. Dick, R., & Gillentine, A. (2005). Fans vs. Spectators: An analysis of those who attend intercollegiate football games. *Sport Marketing Quarterly, 14*, 43-53.
12. Robinson, M., Trail, G. T., & Kwon, H. H. (2004). Motives and points of attachment of professional golf spectators. *Sport Management Review, 7*, 167-192.

The items, the subscales, and their psychometric properties are outlined in the following pages. All items are listed under their own categories. Obviously the order of the items should be randomly arranged on the survey.

Factor and Item	ISU Longitudinal Data Preseason			ISU Longitudinal Data – Postseason			Delaware Football and Basketball			4 College Football Teams		
	β	α	AVE				β	α	AVE	β	α	AVE
Identification with the players		.83	.63		.87	.73		.82	.62		.84	.65
I am more a fan of the individual players on the team than of the team (New#1)												
I identify more with the individual players on the team than with the team (old#1)	.682			.758			.636			.693		
I am a big fan of specific players more than I am a fan of the team	.861			.929			.898			.902		
I consider myself a fan of certain players rather than a fan of the team	.827			.859			.797			.809		
Identification with the team		.88	.71		.87	.70		.85	.68		.86	.69
I consider myself to be a “real” fan of the (team name) team	.847			.826			.757			.786		
I would experience a loss if I had to stop being a fan of the (team name) team	.796			.801			.806			.805		
Being a fan of (team name) is very important to me	.877			.883			.899			.891		
Identification with the coach		.85	.69		.87	.72		.85	.68		.84	.67
I am a big fan of Coach (name)	.654			.714			.651			.663		
I follow the (team name) because I like Coach (name)	.897			.888			.923			.904		
I am a fan of the (team name) because they are coached by Coach (name)	.916			.928			.876			.867		
I would experience a loss if Coach (name) was no longer the coach (new #2)												
Being a fan of Coach (name) is very important to me (new #3)												
Identification with the community								.84	.65		.82	.62
I feel connected to numerous aspects in the (name of) community												
I feel a part of the (name of) community												
I support the (name of) community as a whole												
One reason why I am a fan of (team name) is because it increases the status of our community							.816			.776		
I am a fan of (team name) because it enhances the community image							.910			.860		
The reason I am a (team name) fan is because the team improves the nation's perception of the state of (state of team)							.675			.720		

Identification with sport		.80	.59		.83	.64		.75	.50		.77	.54
First and foremost I consider myself a (specific sport, e.g. football) fan	.786			.817			.720			.754		
(Specific sport) is my favorite sport	.699			.748			.701			.723		
I am a (specific sport) fan of all levels (e.g. high school, college, professional)	.807			.839			.698			.722		
Of all sports, I prefer (specific sport, e.g. football)												
Identification with the university		.82	.60		.83	.64		.69	.48		.70	.48
I connect with numerous aspects of the university (suggested#1)												
I feel a part of the university community (suggested#2)												
I support the university as a whole (suggested#3)												
I identify with numerous aspects of the university rather than just its teams (new#1)	.762			.788								
I identify with the university rather than with any specific university team (Old #1)							.449			.458		
I feel a part of the university community not just its teams (New #2)	.825			.816								
I am a fan of all of the university's teams and not just (specific sport) (Old #2).							.767			.754		
I support the university as a whole, not just its athletic teams	.741			.787			.808			.813		
Identification with level of sport		.79	.57		.83	.64		.78	.56		.78	.56
I am a fan of college (specific sport) regardless of who is playing	.815			.760			.720			.736		
I don't identify with one specific college (specific sport) team, but collegiate (specific sport) in general (old #2)	.591			.740			.701			.674		
I am not just a fan of one specific college football team, but collegiate football in general (New#2)												
I consider myself a fan of collegiate (specific sport), and not just one specific team	.832			.893			.698			.823		
I am a big fan of (level of sport, e.g. college)												

^a Alpha = Cronbach's estimate of internal consistency;

^b AVE = Average Variance Extracted

Logo
goes
here

Points of Attachment Index

We are very interested in your thoughts and feelings about the (Name of team/event). The information you provide will help us understand factors that may motivate people to follow sport.

Dear Participant:

We request your participation in a study that is concerned with the points of attachment related to the level of involvement in following (team name, event or sport). We are conducting this investigation in order to gain a clearer understanding of the influence of sport on individuals. Your cooperation is extremely important and is greatly appreciated. The results of this study are expected to yield insight resulting in more effective management of teams and sporting events.

We ask that you complete this questionnaire, which should take less than 10 minutes to finish. There are no known physical or psychological risks associated with completing this survey; however some questions may be considered sensitive. As such, your assistance is entirely voluntary and you may withdraw from completing the survey at any time. You may be assured of complete confidentiality. Individual responses will not be reported. The published results will not refer to any individual and all discussions will be based on group data.

If you have any questions about the survey, please contact the address below. Thank you for your assistance with this research.

(Address)

We are interested in why you watched or attended the (insert event here). The following statements are indicative of specific motives. Please rate the extent to which you DISAGREE or AGREE with each relative to the (insert event here) by circling the appropriate number in the scale beside each statement.

**Strongly
Disagree**

Neutral

**Strongly
Agree**

<i>Point of Attachment</i>							
Identification with the players							
I am more a fan of the individual players on the team than of the team	1	2	3	4	5	6	7
I am a big fan of specific players more than I am a fan of the team	1	2	3	4	5	6	7
I consider myself a fan of certain players rather than a fan of the team	1	2	3	4	5	6	7
Identification with the team							
I consider myself to be a "real" fan of the (team name) team	1	2	3	4	5	6	7
I would experience a loss if I had to stop being a fan of the (team name) team	1	2	3	4	5	6	7
Being a fan of (team name) is very important to me	1	2	3	4	5	6	7
Identification with the coach							
I am a big fan of Coach (name)	1	2	3	4	5	6	7
I would experience a loss if Coach (name) was no longer the coach	1	2	3	4	5	6	7
Being a fan of Coach (name) is very important to me	1	2	3	4	5	6	7
Identification with the community							
I feel connected to numerous aspects in the (name of) community	1	2	3	4	5	6	7
I feel a part of the (name of) community	1	2	3	4	5	6	7
I support the (name of) community as a whole	1	2	3	4	5	6	7
Identification with sport							
First and foremost I consider myself a (specific sport, e.g. football) fan	1	2	3	4	5	6	7
(Specific sport) is my favorite sport	1	2	3	4	5	6	7
Of all sports, I prefer (specific sport, e.g. football)	1	2	3	4	5	6	7
Identification with the university							
I connect with numerous aspects of the university	1	2	3	4	5	6	7
I feel that I am a part of the university community	1	2	3	4	5	6	7
I support the university as a whole	1	2	3	4	5	6	7
Identification with level of sport							
I am a fan of college (specific sport) regardless of who is playing	1	2	3	4	5	6	7
I am not just a fan of one specific college football team, but collegiate football in general	1	2	3	4	5	6	7
I consider myself a fan of collegiate (specific sport), and not just one specific team	1	2	3	4	5	6	7

Please tell us a little about yourself by checking the appropriate response:

1. Gender: _____ Male _____ Female
2. Your age in years _____
3. Marital Status ___Single ___Married
4. Ethnicity
 ___Black/African American (non-Hispanic) ___Native American ___Hispanic
 ___White/Caucasian (non-Hispanic) ___Asian or Pacific Islander ___Other
5. How many of the games do you plan on attending this year? _____
6. For how long have you been aware of (team name)? _____ years.
7. Do you consider yourself a fan of (team name)? Yes No
8. If so, how long have you been a fan of (team name)? _____ years.
9. How many (team name) games did you go to last year? _____ games

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

Thank you for taking the time to complete and return this survey.

Please return to:

(Address)