

APPENDIX A

Turn to Face the Strange: The Fandom of David Bowie

Are you a Bowie fan? Did you grow up listening to David Bowie?

Did you dress or ‘perform’ like David Bowie?

Has his music, films, shows, artwork or fashion had an impact on your identity?

Is there something about the star image of David Bowie that maintains its hold on your imagination and sense of being in the world?

1. What is your Age?
2. What is your Gender?
 - Female
 - Male
 - Not-specified

3. What is your Sexuality?

Straight

Bi

Lesbian

Gay

Trans

Other:

4. Please describe your Race/Ethnicity

This information will be kept anonymous.

5. Which of the following best describes your Current Occupation?

Management Occupations

Business/ Financial Operations Occupations

Computer and Mathematical Occupations

Architecture and Engineering Occupations

Life, Physical, and Social Science Occupations

Community and Social Service Occupations

Legal Occupations

Education, Training, and Library Occupations

Arts, Design, Entertainment, Sports, and Media Occupations

Healthcare Practitioners and Technical Occupations

Healthcare Support Occupations

- Food Preparation and Serving Related Occupations
- Building and Grounds Cleaning and Maintenance Occupations
- Personal Care and Service Occupations
- Sales and Related Occupations
- Office and Administrative Support Occupations
- Farming, Fishing, and Forestry Occupations
- Construction and Extraction Occupations
- Installation, Maintenance, and Repair Occupations
- Production Occupations
- Transportation and Materials Moving Occupations
- Protective Service Occupations
- Other:

6. Please recall and describe what your first memory of encountering David Bowie is?
7. What is your Favourite Album (s)?
Why is this your choice?
8. What does David Bowie mean to you?
Please summarise his place in your life.

9. What has been your favourite David Bowie ‘character’ or ‘performance’?
- Major Tom
 - Ziggy Stardust
 - Aladdin Sane
 - Halloween Jack
 - The Thin White Duke
 - Jareth
 - Nathan Adler
 - 'Lazarus'
 - Other:
10. Considering your favourite David Bowie ‘character’ or ‘performance’, please give a reason for your choice.
11. Have you ever seen David Bowie live in concert or on stage?
If yes, please describe the experience.
12. Did you fantasise about meeting David Bowie—or meet him for real?
Please explain how this (might have) played out.
13. Have you ever visited a site or place that is given significance within David Bowie’s career?
If yes, please describe why you went there and how it felt?
14. What description best sums up David Bowie for you?
15. Do you have a cherished piece of David Bowie memorabilia?
Please state what is it and what it means to you.
16. Would you be willing to take part in a 1 hour Focus Group with 6–8 other David Bowie fans?

APPENDIX B

See Tables [B.1](#), [B.2](#), [B.3](#), [B.4](#), [B.5](#), [B.5a](#), [B.5b](#), [B.5c](#), [B.6](#), [B.7](#), [B.8](#), and [B.9](#)

Table B.1 Gender

<i>Gender</i>	<i>Frequency</i>	<i>%</i>
Female	165	58.3
Male	114	40.3
Not-specified	4	1.4

According to the survey results, 58% were female and 40% were male respondents

Table B.2 Sexuality

<i>Sexuality</i>	<i>Frequency</i>	<i>%</i>
Straight	199	70.3
Bi	41	14.5
Gay	32	11.3
Other	11	3.9

According to the survey results, 70% were straight sexuality and 14% were bi sexuality. Gay sexuality represented 11% of the survey respondents

Table B.3

Race/ethnicity	<i>Race/ethnicity</i>	<i>Frequency</i>	<i>%</i>
	White	61	21.0
	Caucasian	59	20.3
	White British	25	8.6
	Unassigned	11	3.8
	British	4	1.4
	Chinese	4	1.4
	White Caucasian	3	1.0
	European	3	1.0
	Other	121	41.6

According to the survey results, 21% were of white ethnicity and 20% were of Caucasian ethnicity. White British ethnicity represented 8.6% of the survey respondents

Table B.4 Occupation

<i>Occupation</i>	<i>Frequency</i>	<i>%</i>
Arts, Design, Entertainment, Sports and Media Occupations	67	24.5
Education, Training and Library Occupations	64	23.5
Management Occupations	18	6.6
Office and Administrative Support Occupations	16	5.9
Healthcare Practitioners and Technical Occupations	12	4.4
Sales and Related Occupations	11	4.0
Business/Financial Operations Occupations	10	3.7

According to the survey results, the majority of survey respondents reported occupations were in Arts, Design, Entertainment, Sports and Media Occupations (24.5%). Second highest reported occupation was in Education, Training and Library Occupations (23.5%)

Table B.5 Favourite character or performance

<i>Character or performance</i>	<i>Frequency</i>	<i>%</i>
The Thin White Duke	79	28.3
Ziggy Stardust	74	26.5
Aladdin Sane	21	7.5
Jareth	20	7.2
Major Tom	13	4.7
'Lazarus'	8	2.9
Halloween Jack	7	2.5
Nathan Adler	5	1.8

According to the survey results, 28% of respondents mentioned 'The Thin White Duke' as their favourite David Bowie character or performance. 26.5% of respondents mentioned 'Ziggy Stardust' as their favourite David Bowie character or performance

Table B.5a Gender vs favourite David Bowie ‘character’ or ‘performance’

Character or performance		<i>The Thin White Duke</i>							<i>Total</i>	
		<i>Ziggy Stardust</i>	<i>Aladdin Sane</i>	<i>Jack</i>	<i>Halloween</i>	<i>Nathan Adler</i>	<i>Jareth</i>	<i>‘Lazarus’</i>		<i>Other</i>
Major Tom										
Female	6	44	13	2	39	16	1	4	39	164
Male	7	28	7	5	40	4	3	4	12	110
Not-specified	0	2	0	0	0	0	1	0	1	4
Total	13	74	20	7	79	20	5	8	52	278

This table shows respondents’ favourite David Bowie character or performance based on their reported gender. For females’ the highest reported favourite character or performance was Ziggy Stardust (44 females). Males’ highest favourite character or performance was The Thin White Duke (40 males)

Table B.5b Sexuality vs favourite David Bowie ‘character’ or ‘performance’

Sexuality	Character or performance										Total
	<i>Major Tom</i>	<i>Ziggy Stardust</i>	<i>Aladdin Sane</i>	<i>Halloween Jack</i>	<i>The Thin White Duke</i>	<i>Jareth Adler</i>	<i>Nabhan Adler</i>	<i>‘Lazarus’</i>	<i>Other</i>		
Straight	9	51	14	3	60	14	2	4	39	196	
Bi	2	10	2	2	11	3	2	2	7	41	
Gay	2	9	2	2	8	2	1	1	4	31	
Other	0	4	2	0	0	1	0	1	2	10	
Total	13	74	20	7	79	20	5	8	52	278	

This table shows respondents’ favourite David Bowie character or performance and their stated sexuality.

Table B.5c Fan Occupation vs favourite David Bowie ‘character’ or ‘performance’

Occupation	Character or performance										Total
	<i>Major Tom</i>	<i>Ziggy Stardust</i>	<i>Aladdin Sane</i>	<i>Halloween Jack</i>	<i>The Thin White Duke</i>	<i>Jareth</i>	<i>Nathan Adler</i>	<i>‘Lazarus’</i>	<i>Other</i>		
Arts, Design, Entertainment, Sports and Media Occupations	1	14	5	1	24	4	1	5	12	67	
Education, Training and Library Occupations	2	16	8	1	15	5	2	1	13	63	
Other Management Occupations	2	8	1	0	9	2	0	0	9	31	
Office and Administrative Support Occupations	1	7	1	1	4	1	0	0	3	18	
	0	5	1	0	6	2	0	1	1	16	

(continued)

Table B.5c (continued)

	Character or performance								<i>Total</i>	
	<i>Major Tom</i>	<i>Ziggy Stardust</i>	<i>Aladdin Sane</i>	<i>Halloween Jack</i>	<i>The Thin White Duke</i>	<i>Jarvis</i>	<i>Nathan Adler</i>	<i>'Lazarus'</i>		<i>Other</i>
Healthcare Practitioners and Technical Occupations	1	3	0	0	4	2	0	0	2	12
Business/Financial Occupations	2	0	1	1	1	1	0	0	4	10
Sales and Related Occupations	0	1	0	1	4	2	0	0	2	10
Community and Social Service Occupations	1	4	1	1	0	0	0	0	0	7

This table shows how respondents' favourite David Bowie character or performance change based on their occupation

Table B.6 Favourite David Bowie Album

<i>Album</i>	<i>Frequency</i>
The Rise and Fall of Ziggy Stardust and the Spiders from Mars	161
Hunky Dory	153
Station to Station	104
Scary Monsters	62
Diamond Dogs	56
Blackstar	31
Heroes	29
Reality	24
Young Americans	22

This table shows respondents' reported favourite David Bowie album. 'The Rise and Fall of Ziggy Stardust and the Spiders from Mars' was the highest favourite album reported by respondents

Table B.7 Fan Responses to the Question: 'What does David Bowie mean to you?'

<i>Fan Descriptors</i>	<i>Frequency</i>
Music	171
Life	170
Imagination	116
Father	114
Fashion	95
Spirit	93
Love	91
Influence	81
Knowledge	72
Universe	67
Artist	62
Human	54
Inspiration	52
God	46
Origin	45
Friends	43
Sexual	31
Everything	29

This table shows how respondents summarise David Bowie's place in their life

Table B.8 Fan
Reported Description
that Best Sums Up David
Bowie for Them

<i>Description</i>	<i>Frequency</i>
Character	78
Love	72
Bowie	65
Ziggy	52
Performance	43
Music	33
Fashion	30
Songs	29
Human	28
Album	24
Station	18
Dark	18
Artistic	16
Movie	16
Alien	15
Rock'n'roll	15
Something	13

This table shows how respondents describe David Bowie for them using key descriptors

Table B.9 Fans'
Cherished Piece of David
Bowie Memorabilia

<i>Cherished piece</i>	<i>Frequency</i>
Albums	49
Photographs	49
Book	47
Records	47
Drawing	34
Vinyl	32
Ticket	23
Concert	20
Framed pictures	18
Biography	18
Bowie collected Item	17
Music	16
Autograph	15
Ziggy picture	15
Poster	13
Collection	12
Shirt	12
Stardust image	11

This table shows the recorded range of cherished pieces of David Bowie Fan memorabilia

APPENDIX C

Focus Group Questions

1. Overview

The focus group will be organised around what Bowie means to you and why you think he was such a significant figure. We will also relate our discussion to how your position as an academic/scholar/fan impacts, if at all, on the way you interact with David Bowie. We will have some visual material to share and discuss. The session will be audio recorded. Memorabilia *only* will be photographed with permission.

1. If we could start with a simple question: What does David Bowie mean to you?
 - a. What sort of role has he played in your social/private life?
2. Would you consider yourself a ‘fan’ or aca-fan of David Bowie?
 - a. If a ‘fan’, what does or has this fandom involved?
 - b. If an aca-fan’, what role does the ‘aca’ play in the way you address your fandom?
 - c. If you consider yourself neither, how would you define your attachment?

3. Does your role as a scholar of popular culture/music/stardom impact upon the way you identify with Bowie, make sense of that identification?
4. Please choose an image from the collection here, one that speaks to your memories or interest or fascination with David Bowie, and talk through what it means to you and why?
5. Discussion of personal respective memorabilia. How is this item tied with your sense of how Bowie connected with/to a key period of your life?
6. Why you think he was such a significant cultural figure?
7. Why do you think his death generated such levels of mourning or was at least represented as such?
8. Do you remember where you were or what you were doing when you first heard that he had died?

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