Pro-equality initiatives increase expressed sexism among men but may improve trust among women football fans

Codebook

1. Observational survey data
    a. Used to produce:
        i. Figure 1 (main manuscript)
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2. Experimental survey data
    a. Used to produce:
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Observational survey data

Original variable (raw code)	Employed variable (after recoding)	Variable description
Sociodemographic variables		
q4	women	Indicates the sex of the respondent
q6	age	Indicates the age of the respondent
q9	pretopardo	Indicates the race of the respondent
q10	educ	Indicates the schooling level of the respondent
q11	income	Indicates the income of the respondent
Identification with collective enterprises and left-right ideology		
q21	tem_rel	Indicates whether respondent identifies with a religion
q22	importancia_rel	Indicates the level of

		importance of the religion in respondent's life
q23	tem_part	Indicates whether respondent identifies with a political party
q24	importancia_part	Indicates the level of importance of the political party in respondent's life
q25	tem_time	Indicates whether respondent identifies with a football team
q26	importancia_time	Indicates the level of importance of the football team in respondent's life
q27	tem_mov	Indicates whether respondent identifies with a social movement
q28	importancia_mov	Indicates the level of importance of the social movement in respondent's life
q42	leftright	Identifies self-placement in left-right 10-point ideology scale

Experimental survey data

Original variable (raw code)	Employed variable (after recoding)	Variable description
Pretreatment sociodemographic variables		
q31	age	Indicates the age of the respondent
q41	female	Indicates the sex of the respondent
q42	white	Indicates the race of the respondent
q43	educ	Indicates the schooling level of the respondent
q45	catol	Indicates the religion of the respondent
q46	income	Indicates the income of the respondent
q47	pbf	Identifies if the respondent is a beneficiary of the Programa Bolsa Família (a cash transfer program paid by the Brazilian federal government)
q49	marital	Indicates the marital status of the respondent
q52	socio	Identifies if the respondent pays a monthly fee to be a Club member
q53	torcida	Identifies if the respondent is part of a Club supporters' association (*torcida organizada*)
q54	satsfaction_director	Measures respondents' views on ECB board performance
q57	freq_stadium	Measures respondents' attendance frequency at the football stadium

tipo_cleta_cod	coleta_email	Indicates whether the respondent has been recruited to participate in the survey by email or social media
Treatment variables		
treat_m1 = identifies observations allocated to main treatment (Esporte Clube Bahia) Treat_m2 = identifies observations allocated to mixed-treatment (Esporte Clube Bahia and its main rivel) Treat_m3 = identifies observations allocated to baseline (São Paulo Football Federation)	treat_gen 0 = allocation to baseline (São Paulo Football Federation) 1 = allocation to mixed-treatment (Esporte Clube Bahia and its main rivel) 2 = allocation to main treatment (Esporte Clube Bahia)	Identifies the condition to which respondents have been randomised
treat_m1 = identifies observations allocated to main treatment (Esporte Clube Bahia) Treat_m3 = identifies observations allocated to baseline (São Paulo Football Federation)	treat_gen_bi 0 = allocation to baseline (São Paulo Football Federation) 1 = allocation to main treatment (Esporte Clube Bahia)	Identifies the condition to which respondents have been randomised
Outcome variables		
Attitudes towards sexism in football		
q96_1 q106_1 q116_1	gen_1	The performance of a man player is usually better than the performance of a woman player
q97_1 q107_1 q117_1	gen_2	A man manager would be more qualified than a woman manager to train the Brazilian soccer team
q98_1 q108_1 q118_1	gen_3	A man player should receive more even when he has the same performance as a

		woman player
q99_1 q109_1 q119_1	gen_4	Men players are smarter on the field than women players
q910_1 q1010_1 q1110_1	gen_5	In general, men referees make fewer mistakes than women referee
q911_1 q1011_1 q1111_1	gen_6	Men's football is better than women's football
Support for Club's social role		
q122_1	role_race	The ECB should promote initiatives against structural racism
q123_1	role_inclusion	The ECB should promote initiatives supporting social inclusion
q124_1	role_gender	The ECB should promote initiatives supporting gender equality
q125_1	role_lgbt	The ECB should promote initiatives against LBGTQ-phobia
q126_1	role_harrassment	The ECB should promote initiatives against sexual harassment
q127_1	role_environment	The ECB should promote initiatives supporting environmental protection
Club responsiveness		
q93 q103 q113	club_1	The ECB board is interested in what fans think
q94 q104 q114	club_2	The ECB board considers fans' opinions when planning or changing services to members and social

		initiatives
q95 q105 q115	club_3	The ECB board considers fans' opinions when planning affirmative action policies
club_1 + club_2 + club_3	club_all	This grouped outcome variable measures respondents' perceived levels of club (i.e., ECB) responsiveness
Campaign evaluations		
q91 q101 q111	campaign_1	How do you evaluate this campaign promoted by the Sao Paulo Football Association Federation/the Esporte Clube Bahia?
q92 q102 q112	campaign_2	Through this initiative, the Sao Paulo Football Federation/the Esporte Clube Bahia made a public commitment against gender discrimination. What do you think about the Sao Paulo Football Federation/the Esporte Clube Bahia making a public commitment to this issue? (in the original raw data, 5 = very bad / 1 = excellent)
campaign_1+ campaign_2	campaign_both	This grouped outcome variable measures respondents' evaluation of the Club's anti-sexism campain