



**Supporters Direct Europe
Improving Governance Project**

**European Fans' Survey:
Interim Report 1: Ireland**

Date:
November 2012

Author:
Dr. Adam Brown

substance.

3rd Floor, Fourways House
57 Hilton Street
Manchester M1 2EJ
+44 (0) 161 244 5418
www.substance.coop

SD Europe Fans' Survey – Interim Report 1: Ireland

Introduction

This report contains the headline results of the Supporters Direct Europe Fans' Survey for Ireland.

Supporters Direct Europe is leading a European Commission-funded project called: **Improving Football Governance through Supporter Involvement and Community Ownership.**

The project is funded under the EC Preparatory Action in the Field of Sport (EAC/18/2011) and involves supporters organisations in eight European countries along with Cooperatives Europe. It aims to support the work of the supporters organisations by increasing capacity through developing knowledge, events and toolkits. For more details about the project, see: <http://www.supporters-direct.org/homepage/what-we-do/europe-2/ec-project/>

Substance, a social research cooperative based in Manchester, have been commissioned by SD Europe to conduct some needs analysis research to inform the project. This work in three parts:

- i. Consultation with project partners about their views of the priorities for improving governance in football in their country.
- ii. A Fans' Survey undertaken in all eight countries, promoted by project partners.
- iii. A Final Report that summarises project work and evaluates its impact.

The Fans' Surveys:

- Asked common questions for each country about supporters' views of the running of football at their club and in their country.
- Had three to four questions specific to each country
- Were conducted as online surveys in the language of each country
- Were promoted by the partner organisation in each country, including media coverage, distribution through supporter networks, club contacts and national associations
- Took place between September 1st and October 15th 2012

Headline Results

Response count:

- 1,509 clicked through to survey
- 1,262 completed the entire survey, an 83.6% completion rate

Section A. About You

Q1. Which club do you support?

There were 1,504 usable responses.

Club Supported	Count	%
Cork City	514	34.2%
Shamrock Rovers	231	15.4%
Bohemain	106	7.0%
Sligo Rovers	98	6.5%
Waterford United	72	4.8%
Shelbourne	71	4.7%
St Patricks Athletic	53	3.5%
Dundalk	39	2.6%
Derry City	34	2.3%
Drogheda United	32	2.1%
Limerick	29	1.9%
Finn Harps	28	1.9%
Galway United	26	1.7%
Manchester United	24	1.6%
Liverpool	17	1.1%
Longford Town	15	1.0%

Q2. How long have you supported your team?

- Mean average: 18 years
- Median average: 16 years

Q3. How old are you?

- Mean average: 32 years
- Median average: 30 years

More detail on the age range is provided below.

Age Range	Count	%
1 to 10	2	0.1%
11 to 20	296	19.6%
21-30	487	32.3%
31-40	371	24.6%
41-50	234	15.5%
51-60	95	6.3%
61-70	22	1.5%
70+	0	0.0%
Total	1507	100.0%

Q4. Sex

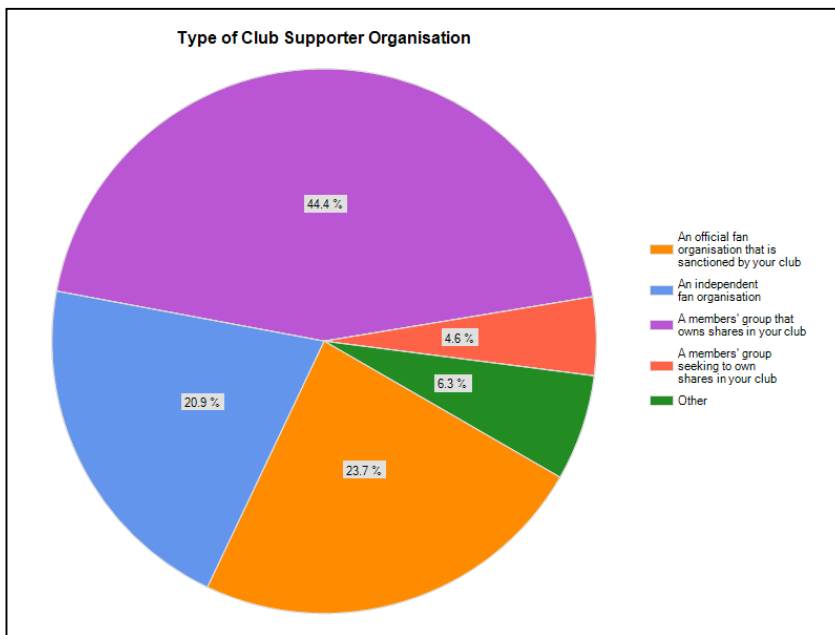
- Male: 95% (n=1,432)
- Female: 5% (n=75)

Q5. Do you belong to a supporters' organisation at your club?

- Yes: 40.5% (n=610)
- No: 59.5% (n=897)

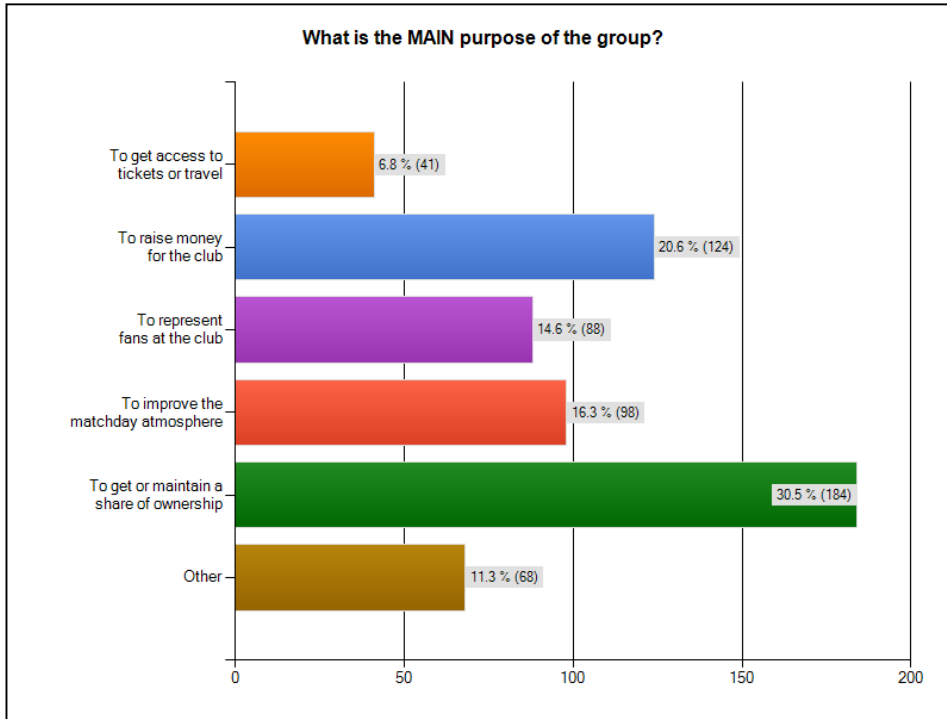
Q6. If yes, what sort of organisation is it?

6. If yes, what sort of organisation is it? (Please tick the one that applies MOST to you.)		
	answered question	603
	skipped question	906
	Response Percent	Response Count
An official fan organisation that is sanctioned by your club	23.7%	143
An independent fan organisation	20.9%	126
A members' group that owns shares in your club	44.4%	268
A members' group seeking to own shares in your club	4.6%	28
Other	6.3%	38



Q7. What is the MAIN purpose of the group?

7. What is the MAIN purpose of the group? (Please tick the one that applies MOST to you.)		
	answered question	603
	skipped question	906
	Response Percent	Response Count
To get access to tickets or travel	6.8%	41
To raise money for the club	20.6%	124
To represent fans at the club	14.6%	88
To improve the matchday atmosphere	16.3%	98
To get or maintain a share of ownership	30.5%	184
Other	11.3%	68



Q8. Do you belong to a national supporters' organisation

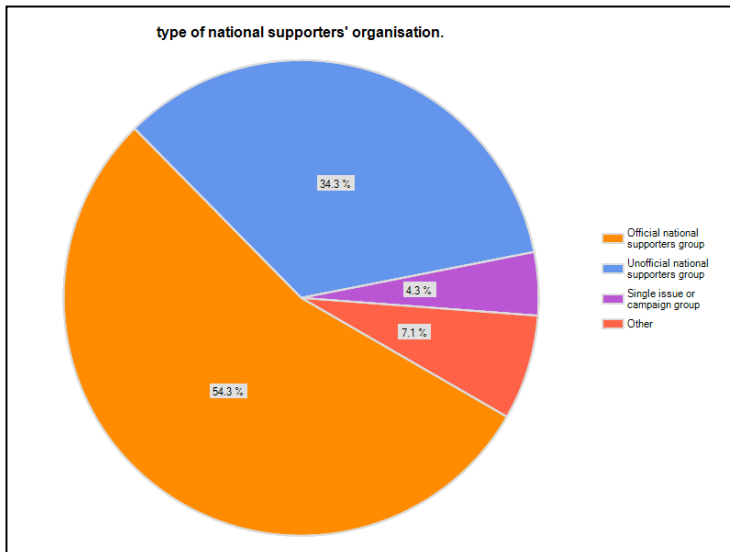
- Yes: 4.9% (n=73)
- No: 95.1% (n=1,425)

Q9. If yes, what sort of organisation is it?

9. If yes, what sort of organisation is it?

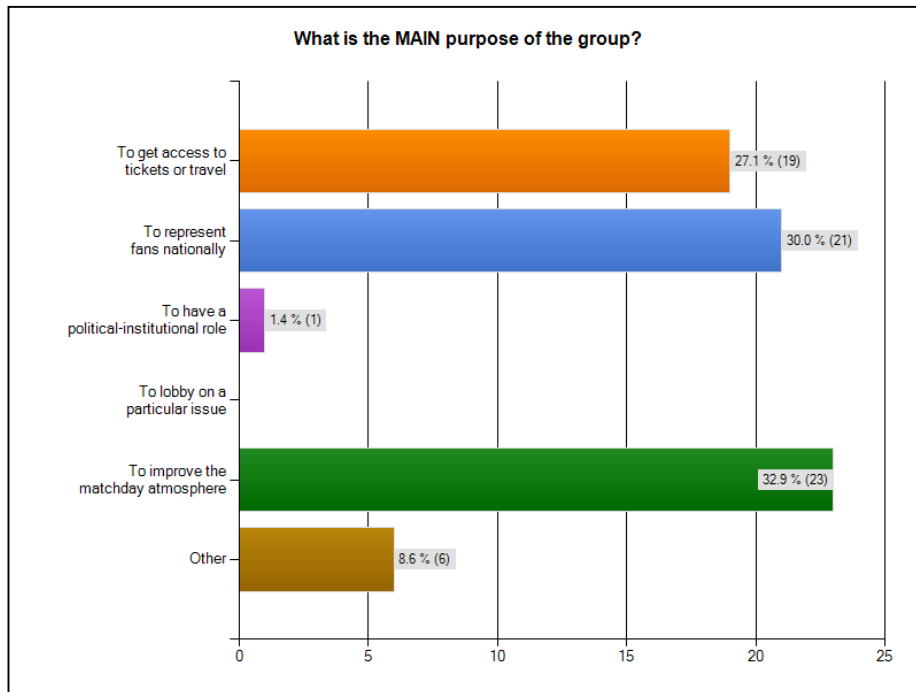
(Please tick the one that applies MOST to you.)

	answered question	70
	skipped question	1,439
	Response Percent	Response Count
Official national supporters group	54.3%	38
Unofficial national supporters group	34.3%	24
Single issue or campaign group	4.3%	3
Other	7.1%	5



Q10. What is the MAIN purpose of the group?

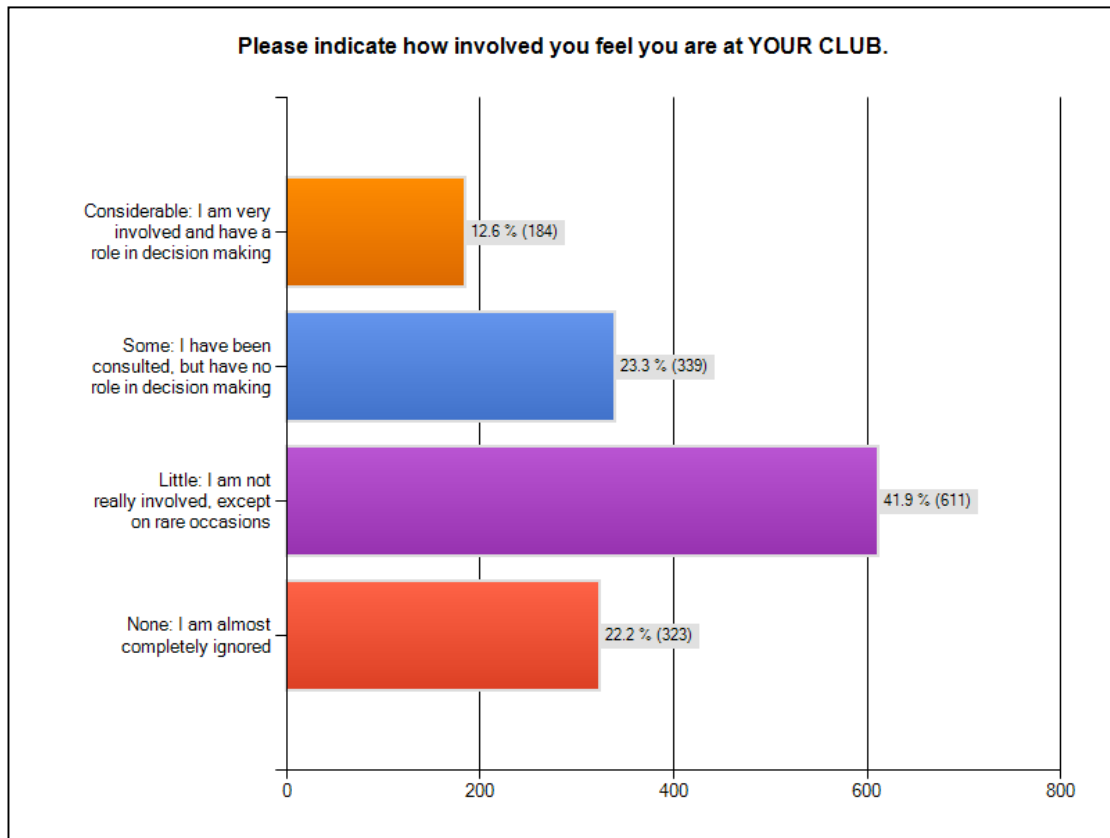
10. What is the MAIN purpose of the group? (Please tick the one that applies MOST to you.)		
	answered question	70
	skipped question	1,439
	Response Percent	Response Count
To get access to tickets or travel	27.1%	19
To represent fans nationally	30.0%	21
To have a political-institutional role	1.4%	1
To lobby on a particular issue	0.0%	0
To improve the matchday atmosphere	32.9%	23
Other	8.6%	6



Section B: Supporter Involvement

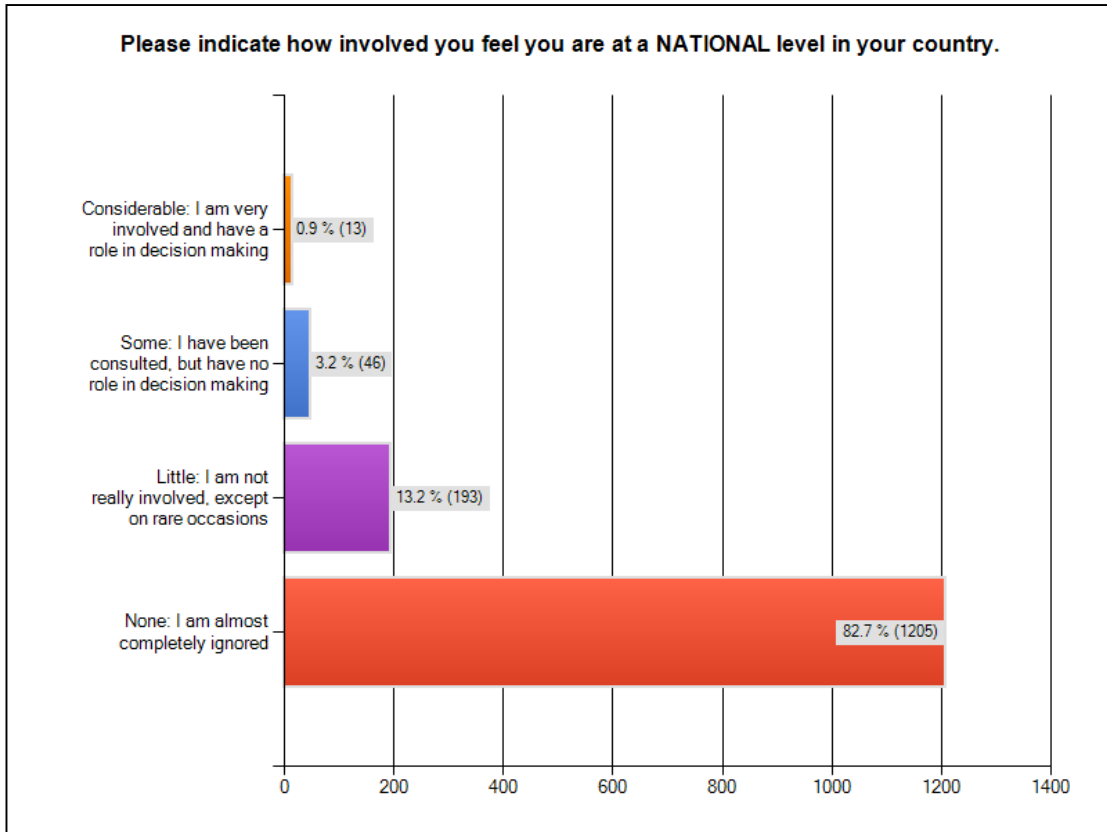
Q11. Please indicate how involved you feel you are at YOUR CLUB.

11. Please indicate how involved you feel you are at YOUR CLUB. (Please tick one box only.)		
	answered question	1,457
	skipped question	52
	Response Percent	Response Count
Considerable: I am very involved and have a role in decision making	12.6%	184
Some: I have been consulted, but have no role in decision making	23.3%	339
Little: I am not really involved, except on rare occasions	41.9%	611
None: I am almost completely ignored	22.2%	323



Q12. Please indicate how involved you feel you are at a NATIONAL level in your country.

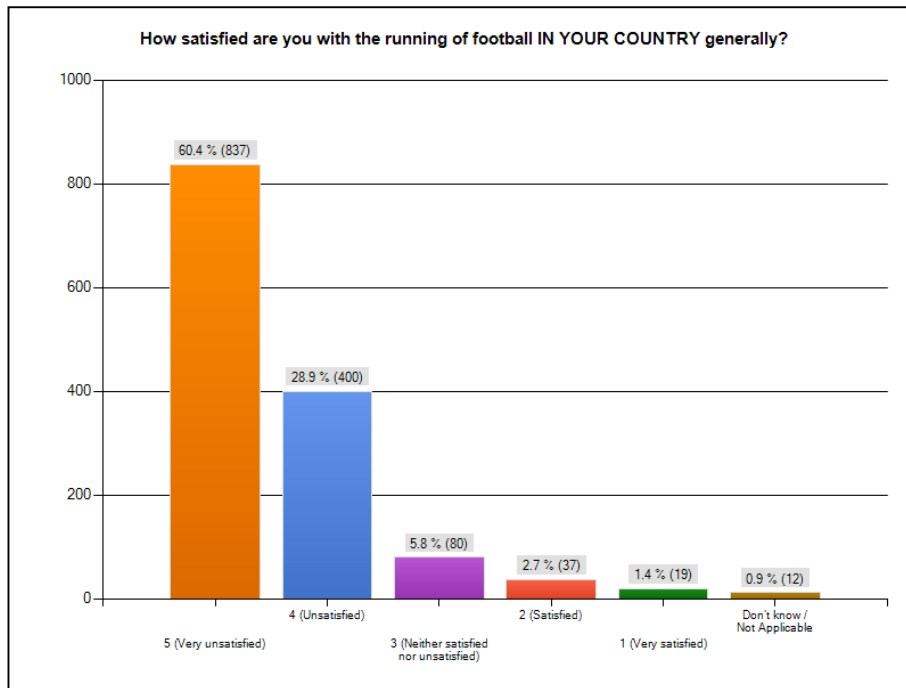
2. Please indicate how involved you feel you are at a NATIONAL level in your country. (Please tick one box only.)			
	answered question	1,457	
	skipped question	52	
	Response Percent	Response Count	
Considerable: I am very involved and have a role in decision making	0.9%	13	
Some: I have been consulted, but have no role in decision making	3.2%	46	
Little: I am not really involved, except on rare occasions	13.2%	193	
None: I am almost completely ignored	82.7%	1,205	



Section C: Satisfaction With How Football is Run

Q13. How satisfied are you with the running of football IN YOUR COUNTRY generally?

13. How satisfied are you with the running of football IN YOUR COUNTRY generally? (Please rate from 1 (Very satisfied) to 5 (Very unsatisfied).)		
	answered question	1,385
	skipped question	124
	Response Percent	Response Count
1 (Very satisfied)	1.4%	19
2 (Satisfied)	2.7%	37
3 (Neither satisfied nor unsatisfied)	5.8%	80
4 (Unsatisfied)	28.9%	400
5 (Very unsatisfied)	60.4%	837
Don't know / Not Applicable	0.9%	12



Q14. How satisfied are you with the running of football AT YOUR CLUB?

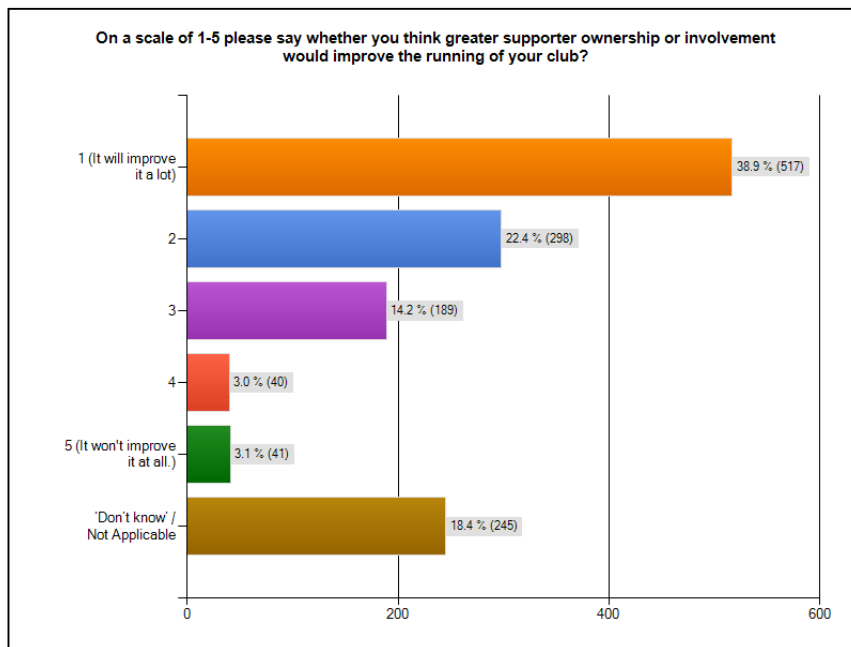
14. How satisfied are you with the running of football AT YOUR CLUB? (Please rate from 1 (Very satisfied) to 5 (Very unsatisfied).)		
	answered question	1,385
	skipped question	124
	Response Percent	Response Count
1 (Very satisfied)	22.5%	312
2 (Satisfied)	51.1%	708
3 (Neither satisfied nor unsatisfied)	13.6%	189
4 (Unsatisfied)	8.3%	115
5 (Very unsatisfied)	3.7%	51
Don't know / Not Applicable	0.7%	10

Section D. Future Development

Q16. On a scale of 1-5 please say whether you think greater supporter ownership or involvement would improve the running of your club?

16. On a scale of 1-5 please say whether you think greater *supporter ownership or involvement* would improve the running of your club?
(Please tick one option below.)

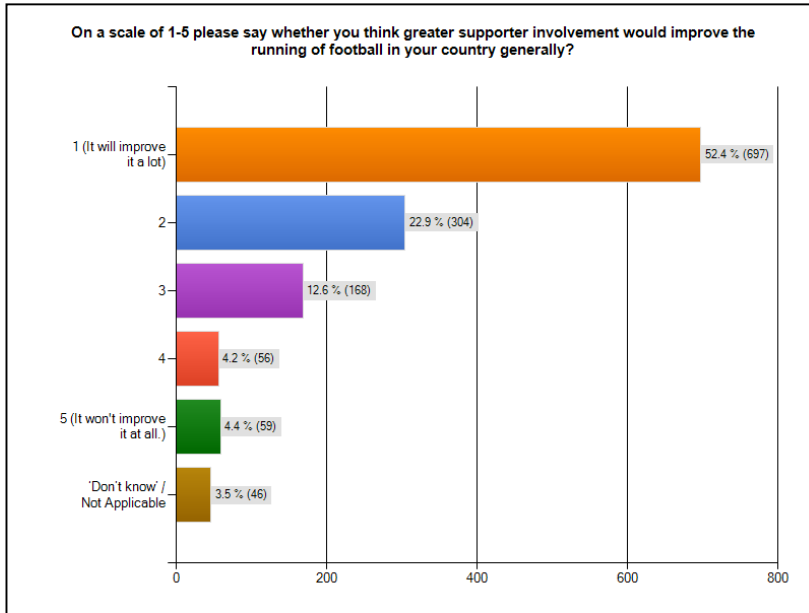
	answered question	1,330
	skipped question	179
	Response Percent	Response Count
1 (It will improve it a lot)	38.9%	517
2	22.4%	298
3	14.2%	189
4	3.0%	40
5 (It won't improve it at all.)	3.1%	41
'Don't know' / Not Applicable	18.4%	245



Q17. On a scale of 1-5 please say whether you think greater supporter involvement would improve the running of football in your country generally?

17. On a scale of 1-5 please say whether you think greater *supporter involvement* would improve the running of football in your country generally?
(Please tick one option below.)

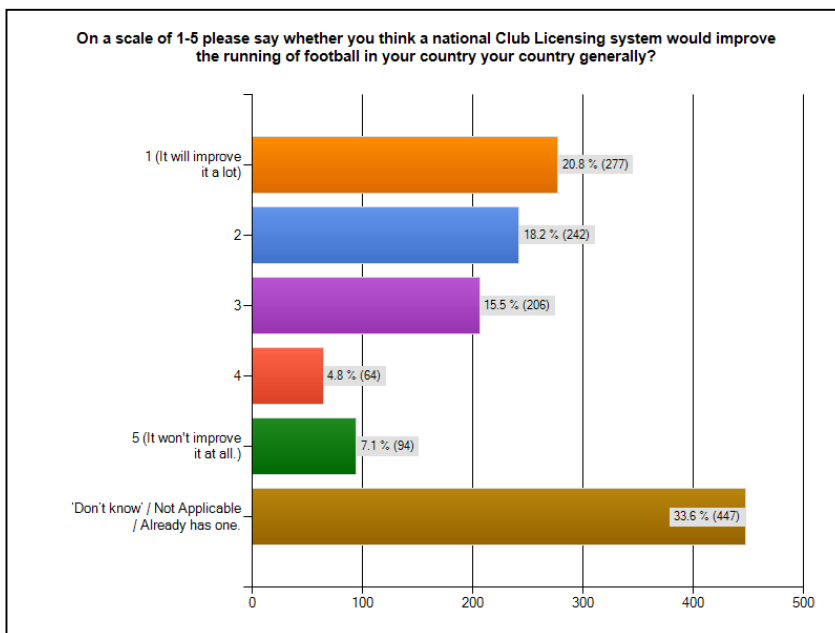
	answered question	1,330
	skipped question	179
	Response Percent	Response Count
1 (It will improve it a lot)	52.4%	697
2	22.9%	304
3	12.6%	168
4	4.2%	56
5 (It won't improve it at all.)	4.4%	59
'Don't know' / Not Applicable	3.5%	46



Q18. On a scale of 1-5 please say whether you think a national Club Licensing system would improve the running of football in your country your country generally?

18. On a scale of 1-5 please say whether you think a national Club Licensing system would improve the running of football in your country your country generally?
(Please tick one option below.)

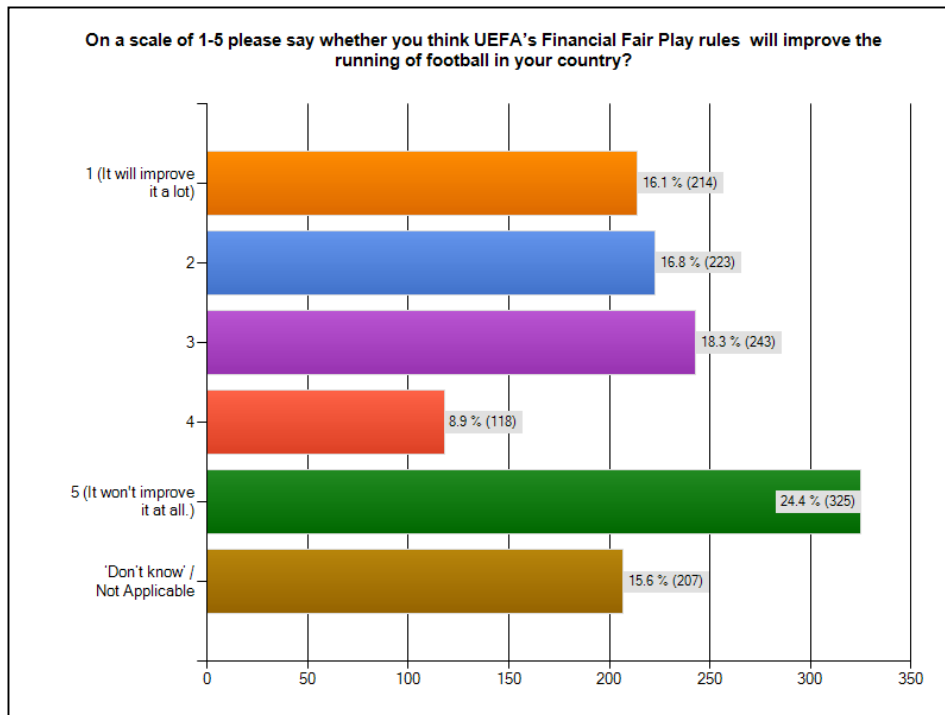
	answered question	1,330
	skipped question	179
	Response Percent	Response Count
1 (It will improve it a lot)	20.8%	277
2	18.2%	242
3	15.5%	206
4	4.8%	64
5 (It won't improve it at all.)	7.1%	94
'Don't know' / Not Applicable / Already has one.	33.6%	447



Q19. On a scale of 1-5 please say whether you think UEFA's Financial Fair Play rules will improve the running of football in your country?

19. On a scale of 1-5 please say whether you think UEFA's Financial Fair Play rules will improve the running of football in your country?
(Please tick one option below.)

	answered question	1,330
	skipped question	179
	Response Percent	Response Count
1 (It will improve it a lot)	16.1%	214
2	16.8%	223
3	18.3%	243
4	8.9%	118
5 (It won't improve it at all.)	24.4%	325
'Don't know' / Not Applicable	15.6%	207



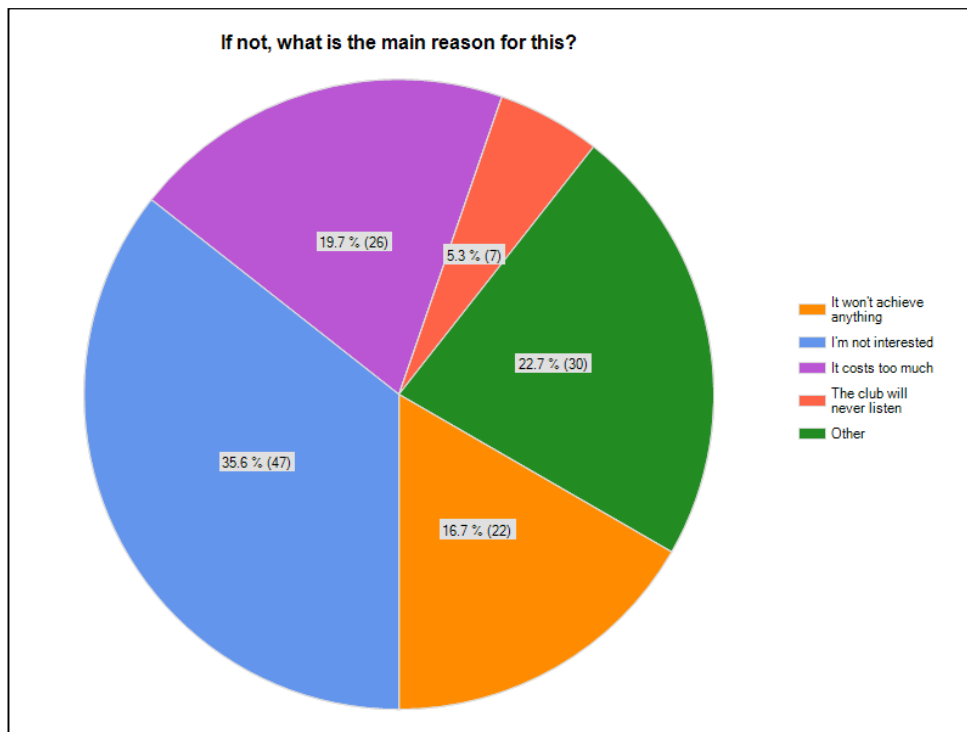
Section E: Supporters' Organisations

Q20. Would you join a supporters' organisation that had the aim of getting/maintaining an ownership stake at your club?

20. Would you join a supporters' organisation that had the aim of getting/maintaining an ownership stake at your club?		
	answered question	1,326
	skipped question	183
	Response Percent	Response Count
Yes	42.4%	562
No	9.8%	130
I am already a member of one	30.2%	400
Don't know	17.6%	234

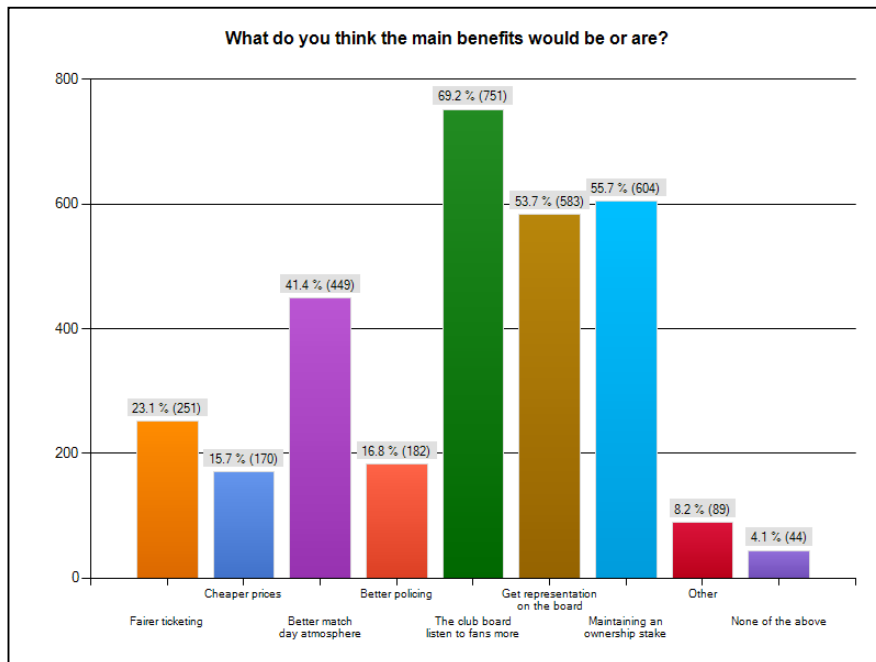
Q21. If not, what is the main reason for this?

21. If not, what is the main reason for this?		
	answered question	132
	skipped question	1,377
	Response Percent	Response Count
It won't achieve anything	16.7%	22
I'm not interested	35.6%	47
It costs too much	19.7%	26
The club will never listen	5.3%	7
Other	22.7%	30



Q22. What do you think the main benefits would be or are?

22. What do you think the main benefits would be or are? (Please tick all that you think apply.)		
	answered question	1,085
	skipped question	424
	Response Percent	Response Count
Fairer ticketing	23.1%	251
Cheaper prices	15.7%	170
Better match day atmosphere	41.4%	449
Better policing	16.8%	182
The club board listen to fans more	69.2%	751
Get representation on the board	53.7%	583
Maintaining an ownership stake	55.7%	604
Other	8.2%	89
None of the above	4.1%	44

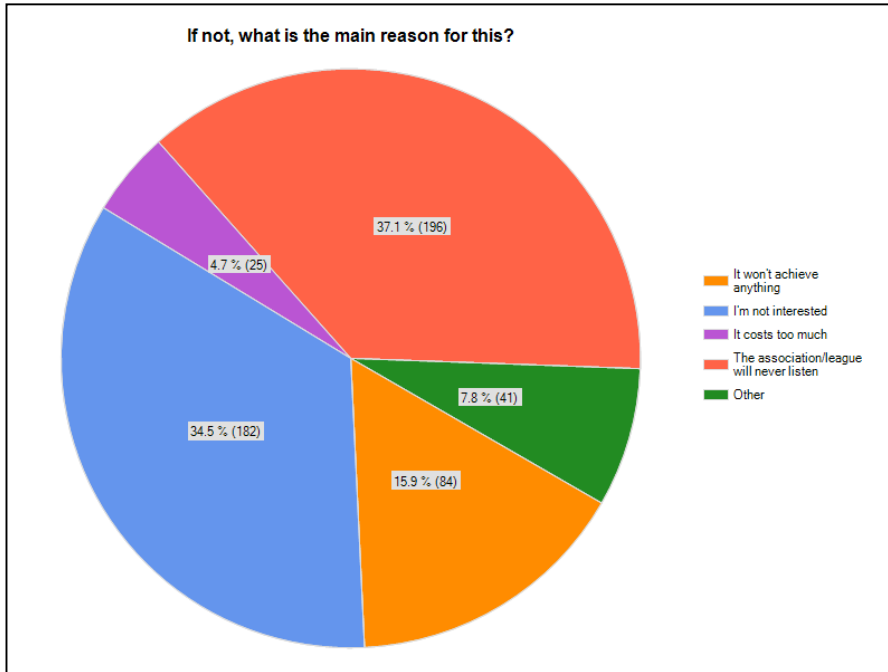


Q23. Would you join a national supporters' organisation in your country?

23. Would you join a national supporters' organisation in your country?		
	answered question	1,318
	skipped question	191
	Response Percent	Response Count
Yes	33.8%	446
No	39.8%	525
I am already a member of one	2.7%	35
Don't know	23.7%	312

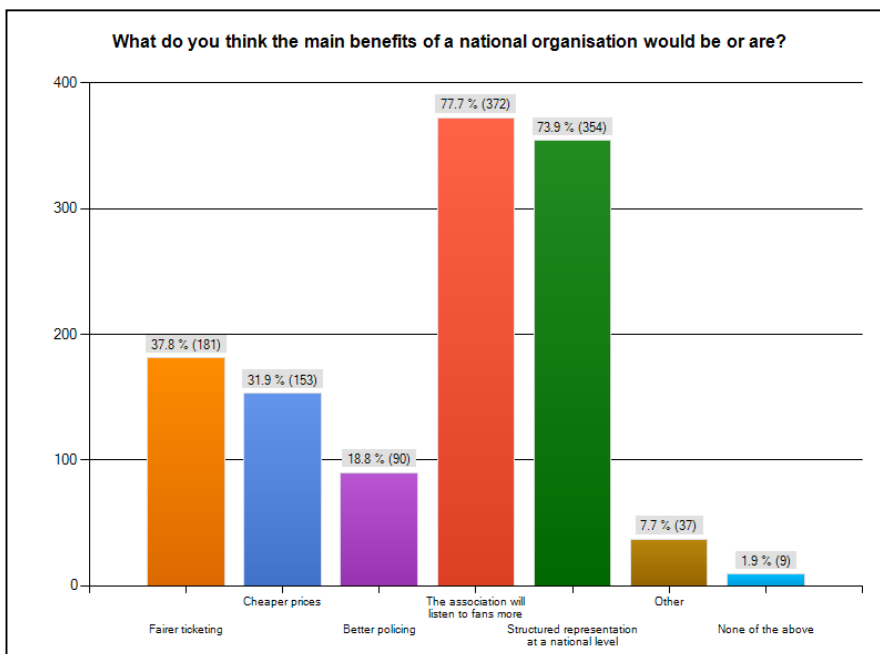
Q24. If not, what is the main reason for this?

24. If not, what is the main reason for this?		
	answered question	528
	skipped question	981
	Response Percent	Response Count
It won't achieve anything	15.9%	84
I'm not interested	34.5%	182
It costs too much	4.7%	25
The association/league will never listen	37.1%	196
Other	7.8%	41



Q25. What do you think the main benefits of a national organisation would be or are?

25. What do you think the main benefits of a national organisation would be or are? (Please tick all that you think apply.)		
	answered question	479
	skipped question	1,030
	Response Percent	Response Count
Fairer ticketing	37.8%	181
Cheaper prices	31.9%	153
Better policing	18.8%	90
The association will listen to fans more	77.7%	372
Structured representation at a national level	73.9%	354
Other	7.7%	37
None of the above	1.9%	9



Section F. Country-Specific Questions: Ireland

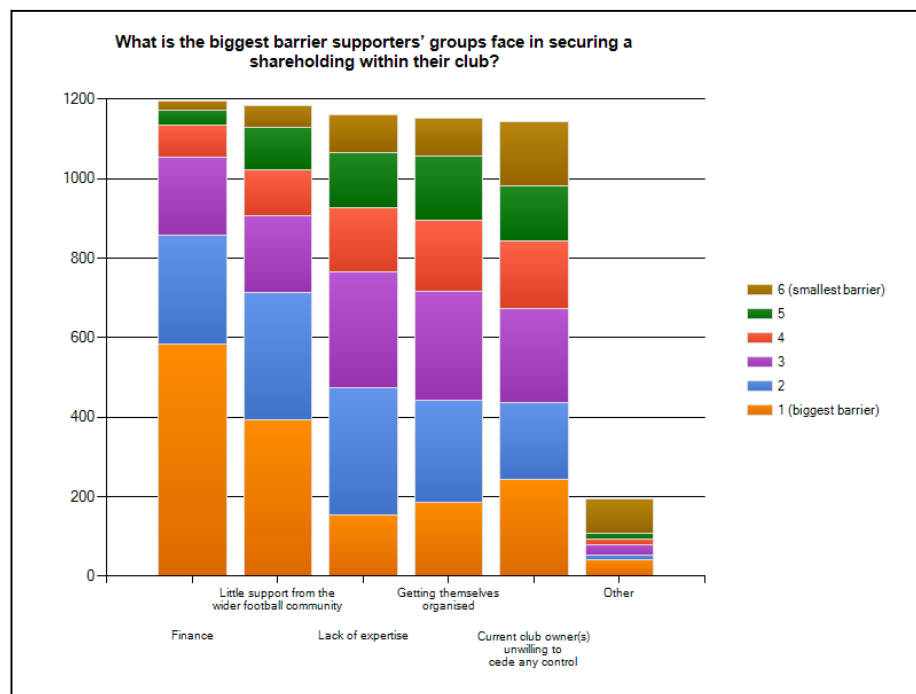
Q26. Would you like to see an organisation or assistance established that would allow League of Ireland supporters having meaningful input into issues affecting the Airtricity League?

- Yes: 97.4% (1,259)
- No: 2.6% (33)

Q27. What is the biggest barrier supporters' groups face in securing a shareholding within their club?

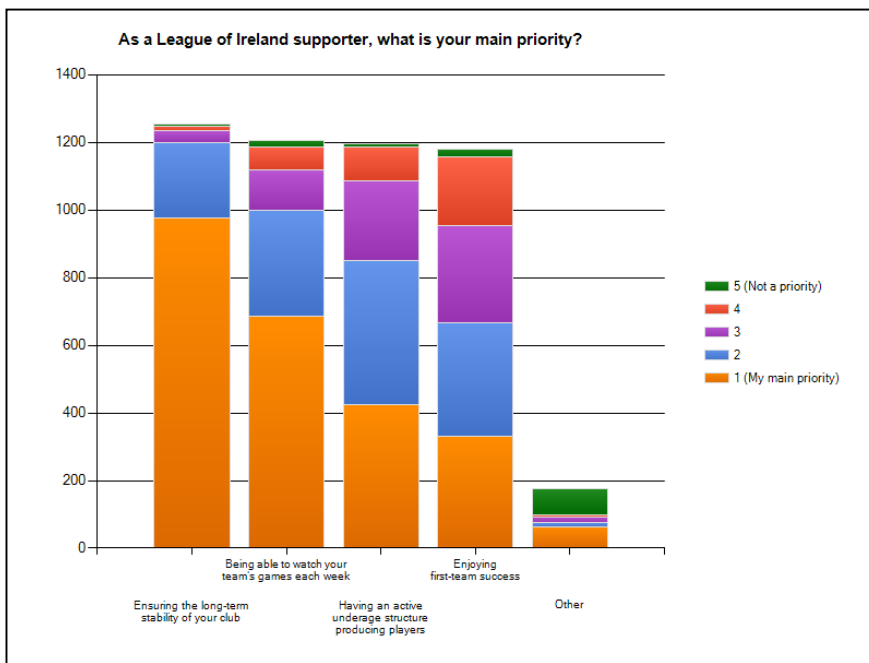
27. What is the biggest barrier supporters' groups face in securing a shareholding within their club? (Please rank from 1 (biggest barrier) to 6 (smallest barrier). You must answer at least one row.)							
	answered question						1,292
	skipped question						217
	1 (biggest barrier)	2	3	4	5	6 (smallest barrier)	Response Count
Finance	48.9% (584)	22.9% (274)	16.2% (194)	6.8% (81)	3.3% (39)	1.9% (23)	1,195
Lack of expertise	13.3% (154)	27.6% (320)	25.1% (291)	13.9% (161)	11.9% (138)	8.4% (97)	1,161
Little support from the wider football community	33.1% (392)	27.1% (321)	16.3% (193)	9.7% (115)	9.0% (106)	4.8% (57)	1,184
Current club owner(s) unwilling to cede any control	21.3% (243)	16.9% (193)	20.6% (236)	14.9% (170)	12.2% (140)	14.1% (161)	1,143
Getting themselves organised	16.2% (187)	22.0% (254)	23.8% (274)	15.6% (180)	14.0% (161)	8.3% (96)	1,152
Other	21.1% (41)	6.2% (12)	13.9% (27)	6.7% (13)	8.2% (16)	43.8% (85)	194

NB: In ranked questions, percentages given are of the total responses for that choice.



Q28. As a League of Ireland supporter, what is your main priority?

28. As a League of Ireland supporter, what is your main priority? (Please rank from 1 (main priority) to 5 (not a priority). You must answer at least one row.)						
	answered question					1,292
	skipped question					217
	1 (My main priority)	2	3	4	5 (Not a priority)	Response Count
Being able to watch your team's games each week	57.0% (687)	26.0% (313)	9.7% (117)	5.8% (70)	1.5% (18)	1,205
Ensuring the long-term stability of your club	78.0% (977)	17.8% (223)	2.8% (35)	1.0% (13)	0.4% (5)	1,253
Having an active underage structure producing players	35.3% (423)	35.6% (426)	19.8% (237)	8.3% (99)	1.0% (12)	1,197
Enjoying first-team success	28.0% (331)	28.5% (337)	24.3% (287)	17.0% (201)	2.1% (25)	1,181
Other	35.0% (62)	7.9% (14)	9.6% (17)	2.3% (4)	45.2% (80)	177



Q29. Do you think your club's main priority is the same?

- Yes: 68.9% (890)
- No: 17.2% (222)
- Don't know: 13.9% (180)

Section G. Other Comments

Q30. Is there any good practice by supporters' organisations you want to highlight?

- Yes: 27.4% (n=346)
- No: 72.6% (n=917)

333 examples provided in separate document.

Q31. OPTIONAL: If you have any final comments you want to make please make them here.

310 responses provided in separate document

Q32. Would you be prepared to be contacted in the future by SD Europe and its partner in your country?

- Yes: 37.8% (n=478)
- No: 62.2% (n=785)

418 email addresses provided in separate document