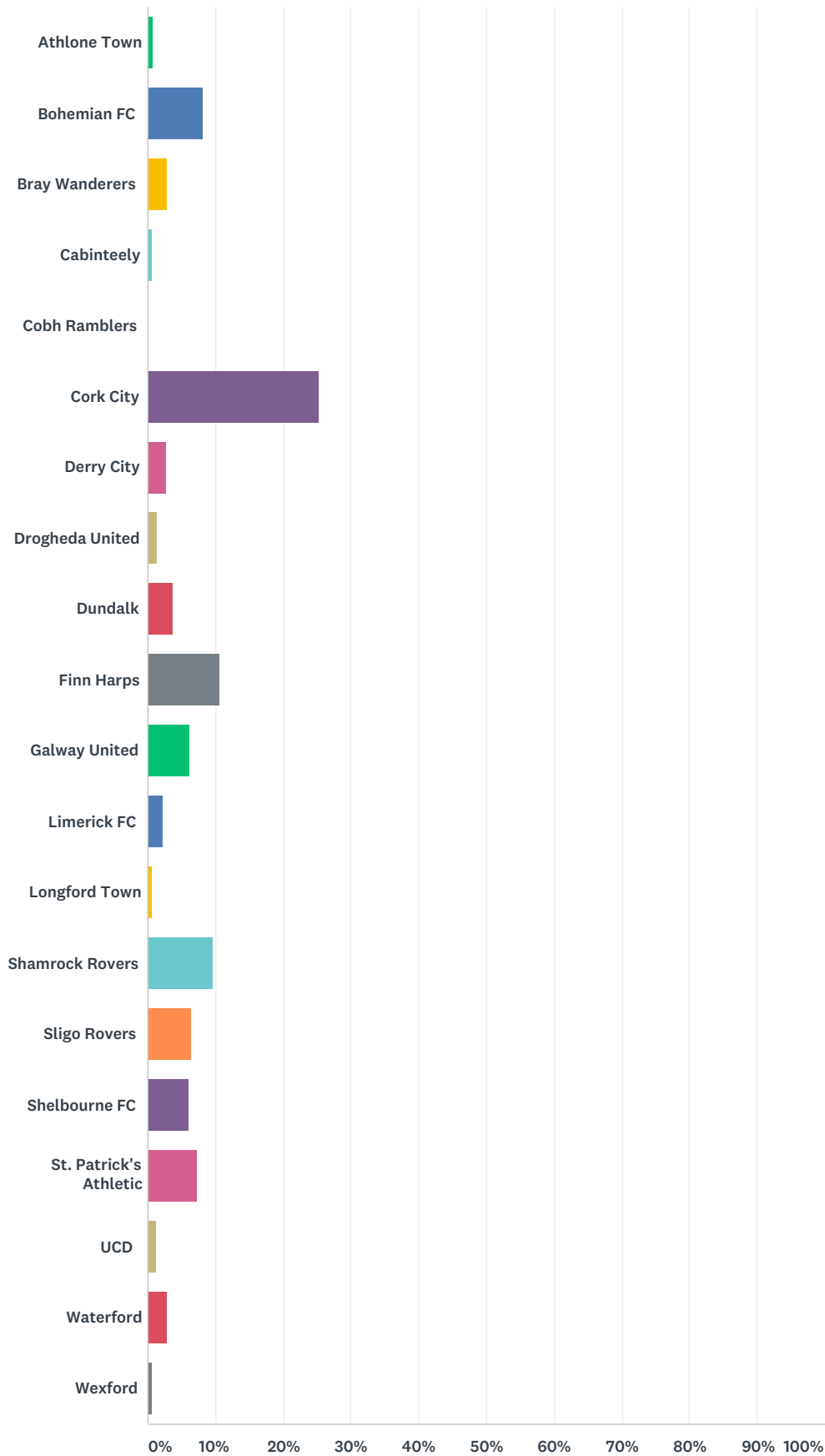


Q1 What League of Ireland club to you support?

Answered: 1,052 Skipped: 3

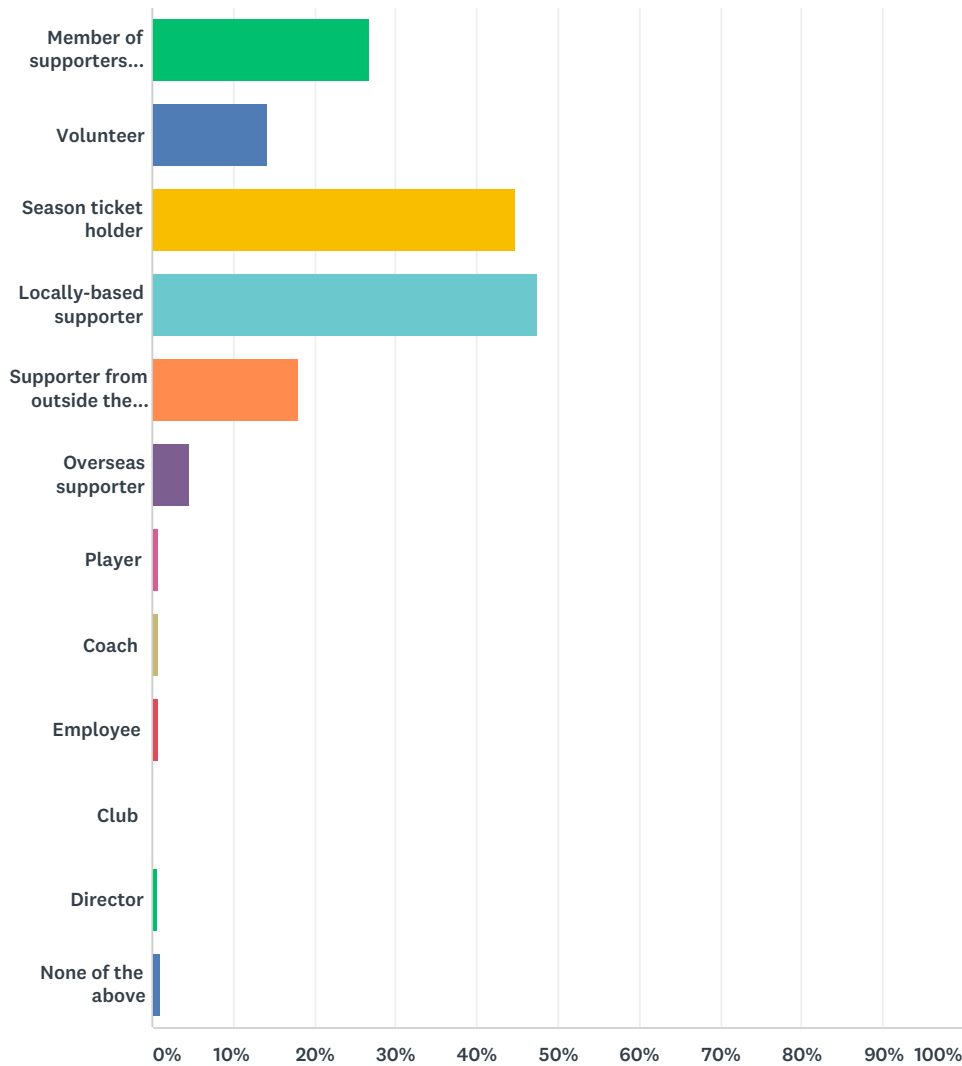


ANSWER CHOICES	RESPONSES
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Athlone Town	0.76%	8
Bohemian FC	8.08%	85
Bray Wanderers	2.85%	30
Cabinteely	0.67%	7
Cobh Ramblers	0.29%	3
Cork City	25.38%	267
Derry City	2.66%	28
Drogheda United	1.43%	15
Dundalk	3.80%	40
Finn Harps	10.65%	112
Galway United	6.18%	65
Limerick FC	2.38%	25
Longford Town	0.67%	7
Shamrock Rovers	9.60%	101
Sligo Rovers	6.56%	69
Shelbourne FC	5.99%	63
St. Patrick's Athletic	7.32%	77
UCD	1.33%	14
Waterford	2.85%	30
Wexford	0.57%	6
TOTAL		1,052

Q2 Which of the following describes your relationship with the LOI club you primarily support? (Choose all that apply)

Answered: 1,053 Skipped: 2

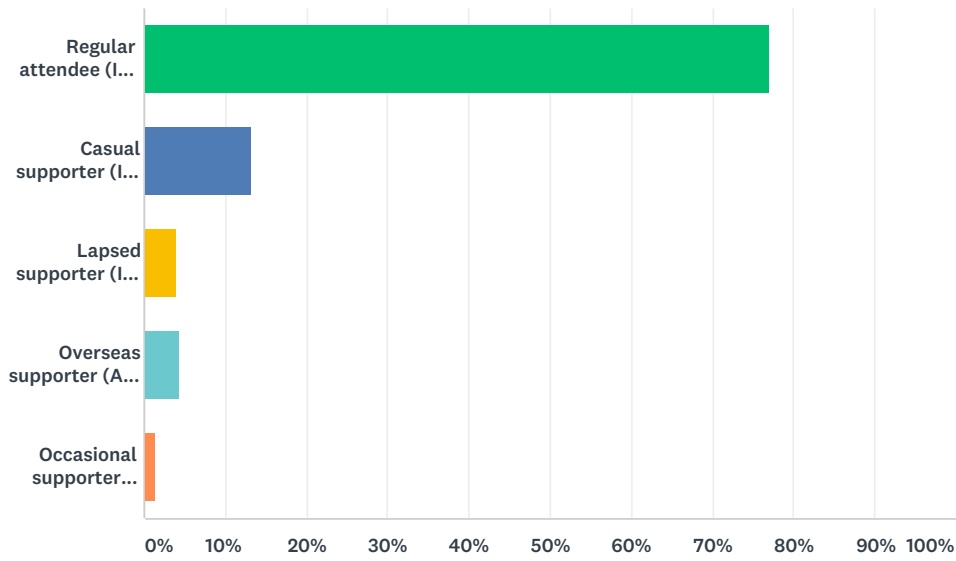


ANSWER CHOICES	RESPONSES	
Member of supporters trust / cooperative	26.78%	282
Volunteer	14.25%	150
Season ticket holder	44.82%	472
Locally-based supporter	47.58%	501
Supporter from outside the area that my team plays but within Ireland	17.95%	189
Overseas supporter	4.65%	49
Player	0.85%	9
Coach	0.85%	9
Employee	0.85%	9
Club	0.19%	2
Director	0.57%	6
None of the above	1.14%	12

Total Respondents: 1,053

Q3 Would you consider yourself to be: (Choose one)

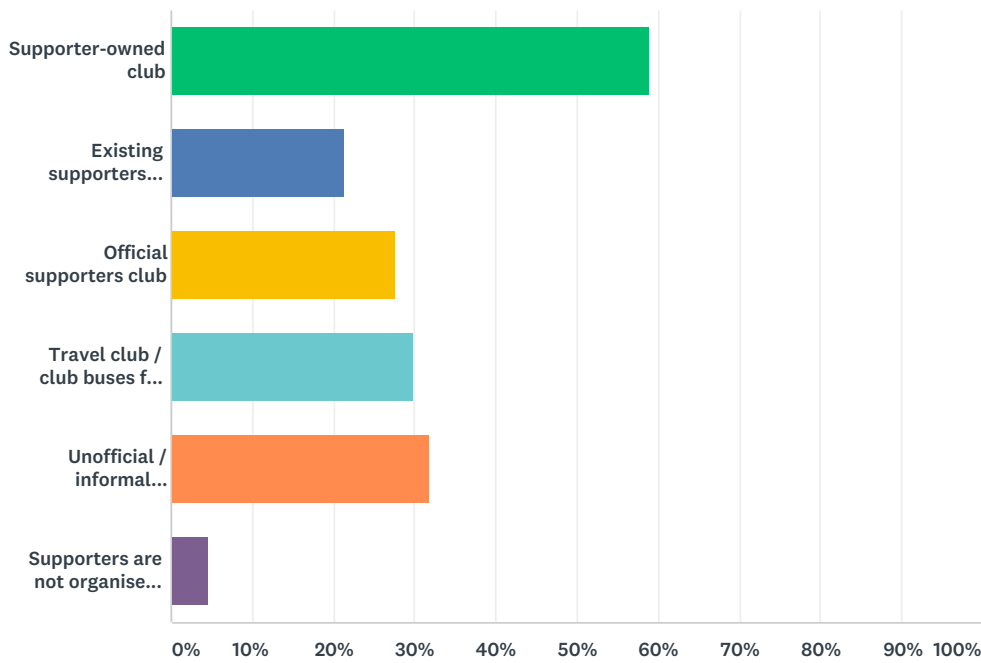
Answered: 1,053 Skipped: 2



ANSWER CHOICES	RESPONSES	
Regular attendee (I attend as many games as I can)	77.02%	811
Casual supporter (I attend games when it suits)	13.20%	139
Lapsed supporter (I no longer go to games)	3.89%	41
Overseas supporter (An LOI fan overseas)	4.46%	47
Occasional supporter (mainly high-profile matches)	1.42%	15
TOTAL		1,053

Q4 How are your club's supporters organised?(Choose all that apply)

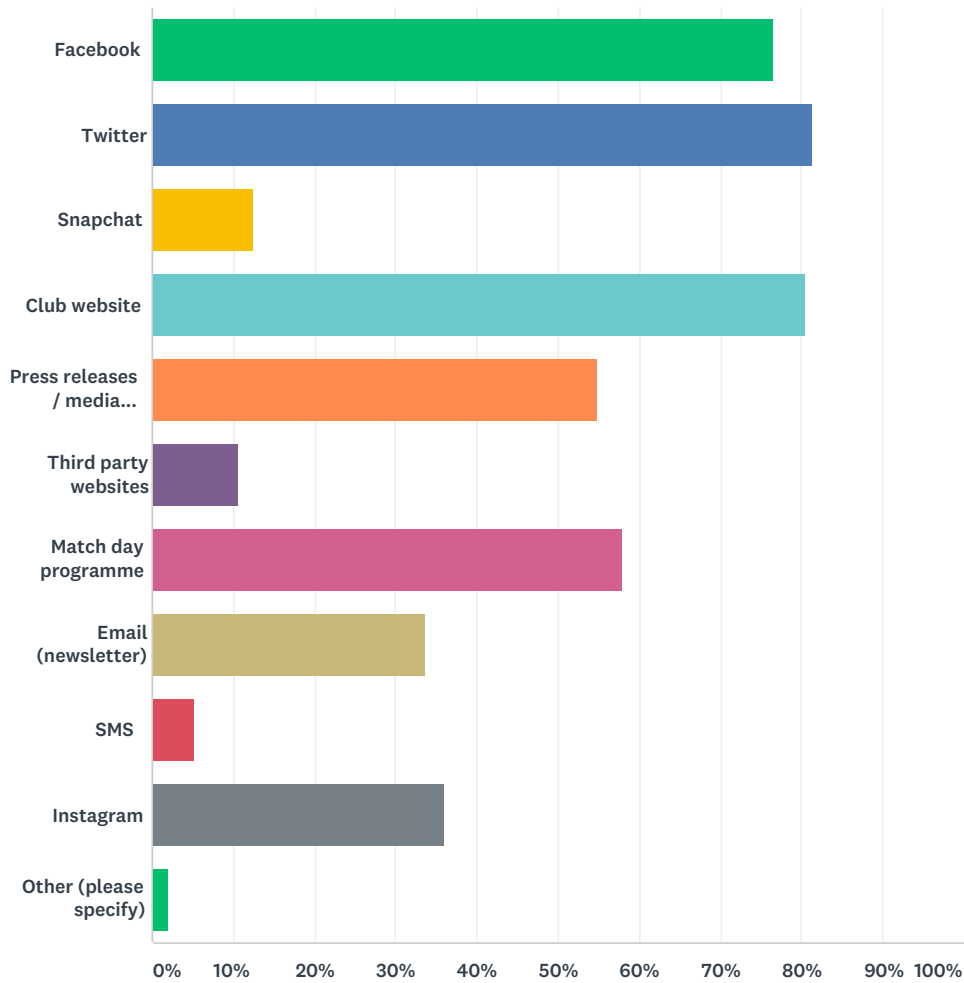
Answered: 932 Skipped: 123



ANSWER CHOICES	RESPONSES	
Supporter-owned club	58.91%	549
Existing supporters trust	21.24%	198
Official supporters club	27.58%	257
Travel club / club buses for away travel	29.94%	279
Unofficial / informal supporter groups	31.76%	296
Supporters are not organised in any way	4.51%	42
Total Respondents: 932		

Q5 How does your football club communicate with you?(Choose all that apply)

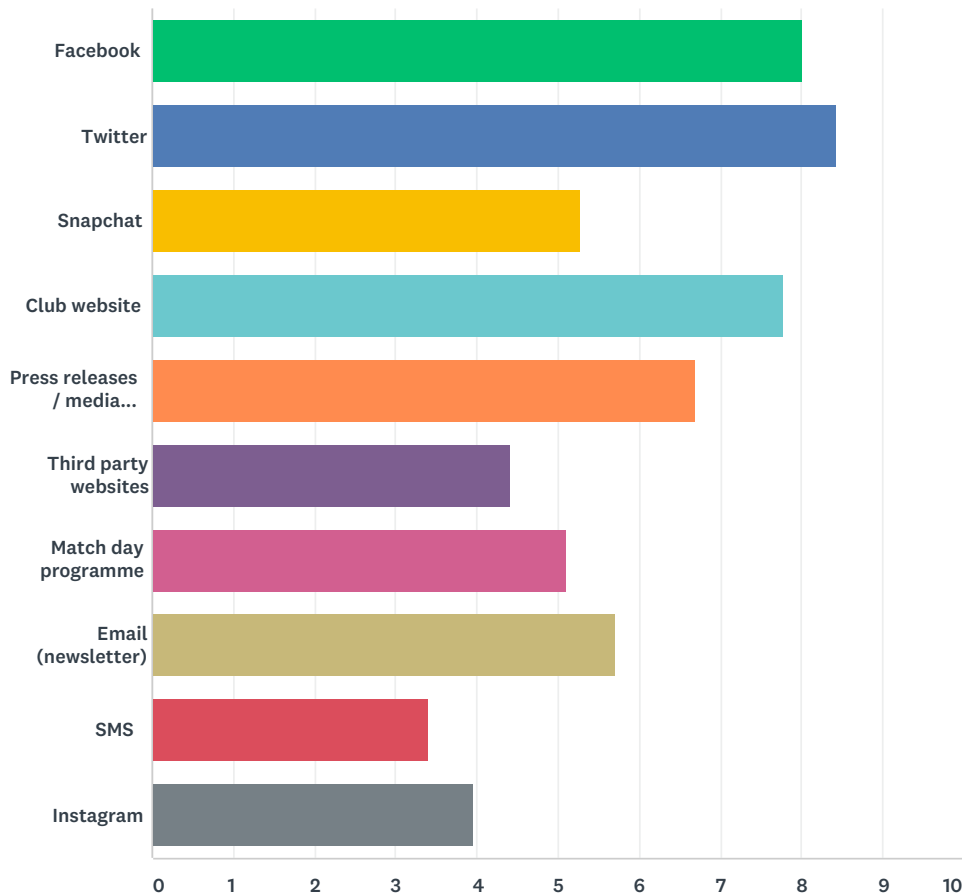
Answered: 936 Skipped: 119



ANSWER CHOICES	RESPONSES	
Facebook	76.50%	716
Twitter	81.30%	761
Snapchat	12.61%	118
Club website	80.45%	753
Press releases / media coverage	54.91%	514
Third party websites	10.58%	99
Match day programme	58.01%	543
Email (newsletter)	33.65%	315
SMS	5.24%	49
Instagram	35.90%	336
Other (please specify)	2.14%	20
Total Respondents: 936		

Q6 How would you prefer to receive your club news?(Choose top 3)

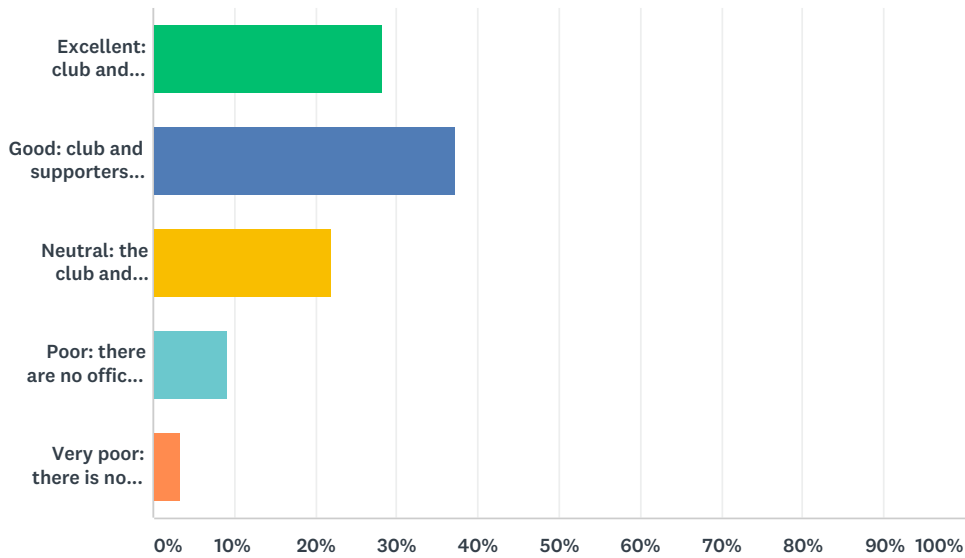
Answered: 940 Skipped: 115



	1	2	3	4	5	6	7	8	9	10	TOTAL	SCOI
Facebook	37.36% 263	20.03% 141	15.91% 112	7.24% 51	4.55% 32	2.98% 21	2.70% 19	2.41% 17	2.41% 17	4.40% 31	704	8.
Twitter	38.33% 294	28.42% 218	13.30% 102	7.04% 54	3.78% 29	1.56% 12	1.83% 14	1.96% 15	1.69% 13	2.09% 16	767	8.
Snapchat	2.13% 11	6.78% 35	12.98% 67	18.80% 97	12.60% 65	9.88% 51	6.98% 36	9.30% 48	8.91% 46	11.63% 60	516	5.
Club website	15.42% 122	26.30% 208	23.51% 186	13.65% 108	9.73% 77	5.94% 47	2.40% 19	0.76% 6	1.01% 8	1.26% 10	791	7.
Press releases / media coverage	6.29% 42	12.87% 86	21.56% 144	12.43% 83	20.06% 134	12.87% 86	8.53% 57	3.14% 21	1.65% 11	0.60% 4	668	6.
Third party websites	1.28% 7	2.37% 13	3.28% 18	4.74% 26	10.20% 56	26.23% 144	23.86% 131	12.57% 69	8.01% 44	7.47% 41	549	4.
Match day programme	1.52% 9	6.42% 38	10.47% 62	7.43% 44	10.81% 64	14.70% 87	26.01% 154	15.20% 90	5.74% 34	1.69% 10	592	5.
Email (newsletter)	16.72% 114	9.53% 65	11.73% 80	5.43% 37	4.84% 33	5.72% 39	7.62% 52	24.93% 170	9.82% 67	3.67% 25	682	5.
SMS	3.28% 19	6.22% 36	4.49% 26	3.63% 21	2.25% 13	4.15% 24	5.01% 29	11.57% 67	41.28% 239	18.13% 105	579	3.
Instagram	4.38% 25	6.83% 39	12.43% 71	6.65% 38	5.78% 33	4.55% 26	2.45% 14	5.43% 31	9.46% 54	42.03% 240	571	3.

Q7 How do you currently view relations between the club and supporters?(Choose one)

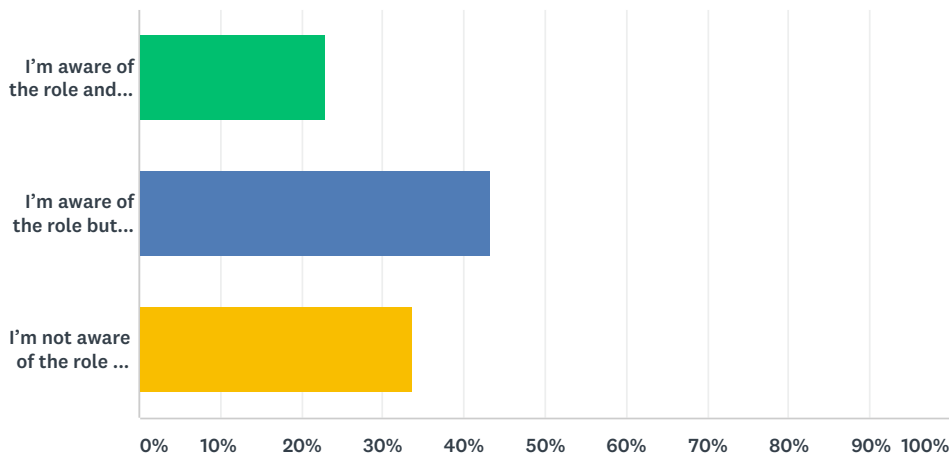
Answered: 939 Skipped: 116



ANSWER CHOICES	RESPONSES
Excellent: club and supporters are in regular contact and have official dialogue channels	28.33% 266
Good: club and supporters discuss things that matter as they arise and generally agree on next steps	37.27% 350
Neutral: the club and supporters discuss issues as they arise but action may not always be taken	21.94% 206
Poor: there are no official lines of communication between club and supporters. Matters are dealt with on an ad hoc basis if at all.	9.16% 86
Very poor: there is no communication between the club and supporters at present	3.30% 31
TOTAL	939

Q8 How aware are you of the Supporter Liaison Officer (SLO) role within the League of Ireland?(Pick one)

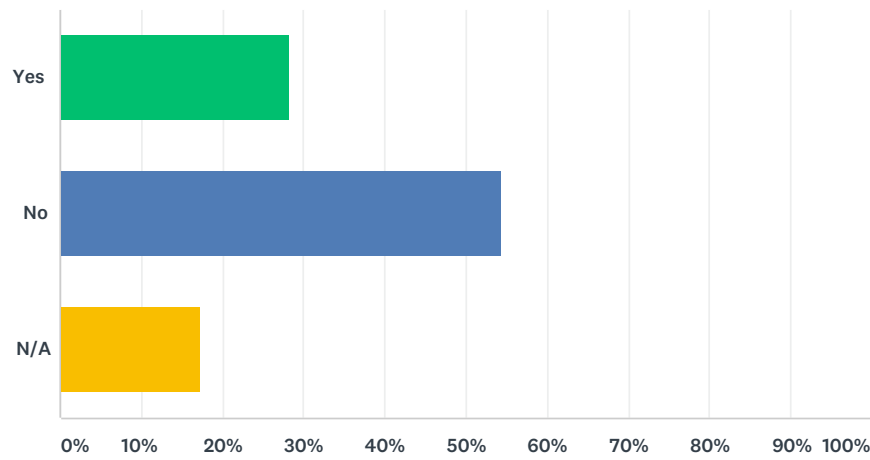
Answered: 922 Skipped: 133



ANSWER CHOICES	RESPONSES	
I'm aware of the role and also what's involved	22.99%	212
I'm aware of the role but do not know much additional detail	43.28%	399
I'm not aware of the role at all.	33.73%	311
TOTAL		922

Q9 For fans of Premier Division clubs, do you know who your Supporter Liaison Officer (SLO) is?

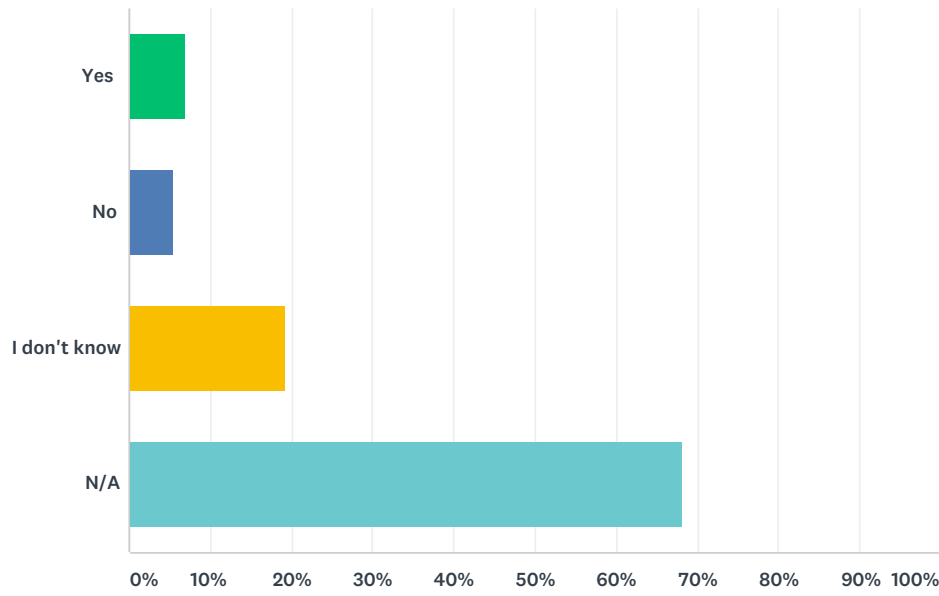
Answered: 913 Skipped: 142



ANSWER CHOICES	RESPONSES	
Yes	28.15%	257
No	54.44%	497
N/A	17.42%	159
TOTAL		913

Q10 For fans of First Division clubs, does your club have an SLO?

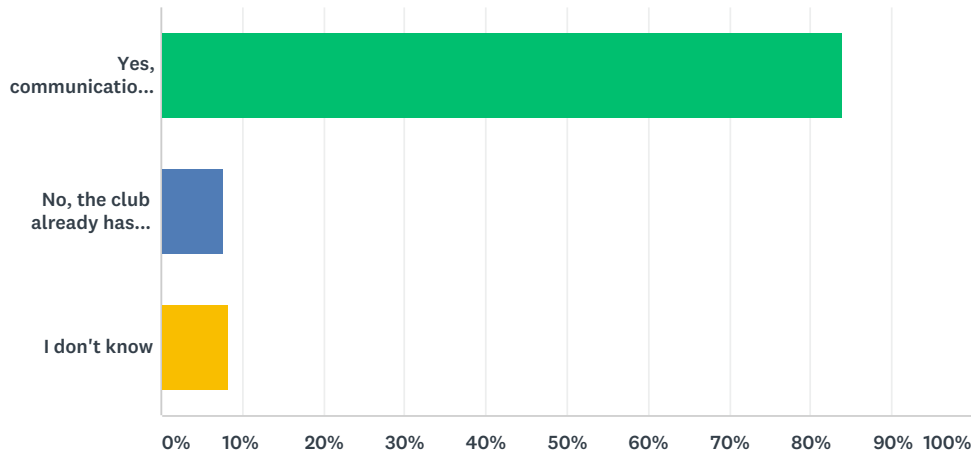
Answered: 889 Skipped: 166



ANSWER CHOICES	RESPONSES
Yes	6.97% 62
No	5.40% 48
I don't know	19.35% 172
N/A	68.28% 607
TOTAL	889

Q11 The role of an SLO is to improve communication between supporters, football clubs and other football stakeholders (security, Gardaí, League authorities etc.) both on match day and during the week. Do you think such a role would be useful if fully utilised at your club?

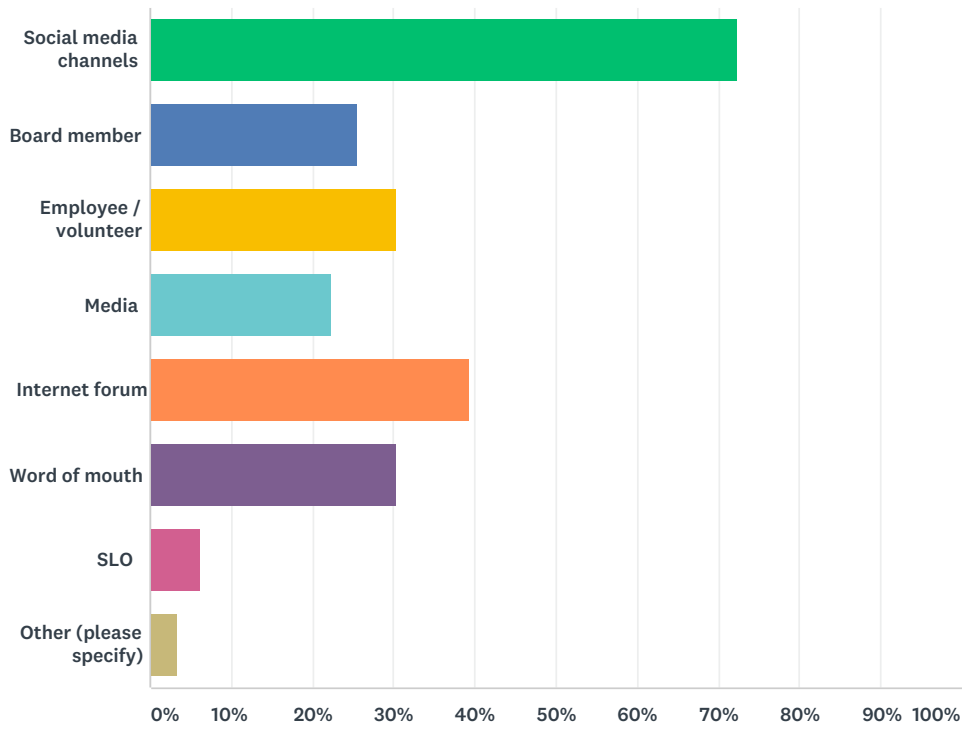
Answered: 921 Skipped: 134



ANSWER CHOICES	RESPONSES	
Yes, communication and match day experiences for supporters can always be improved	83.93%	773
No, the club already has people that look after these issues.	7.71%	71
I don't know	8.36%	77
TOTAL		921

Q12 If you have a question about your club, where do you seek information?(Tick all that apply)

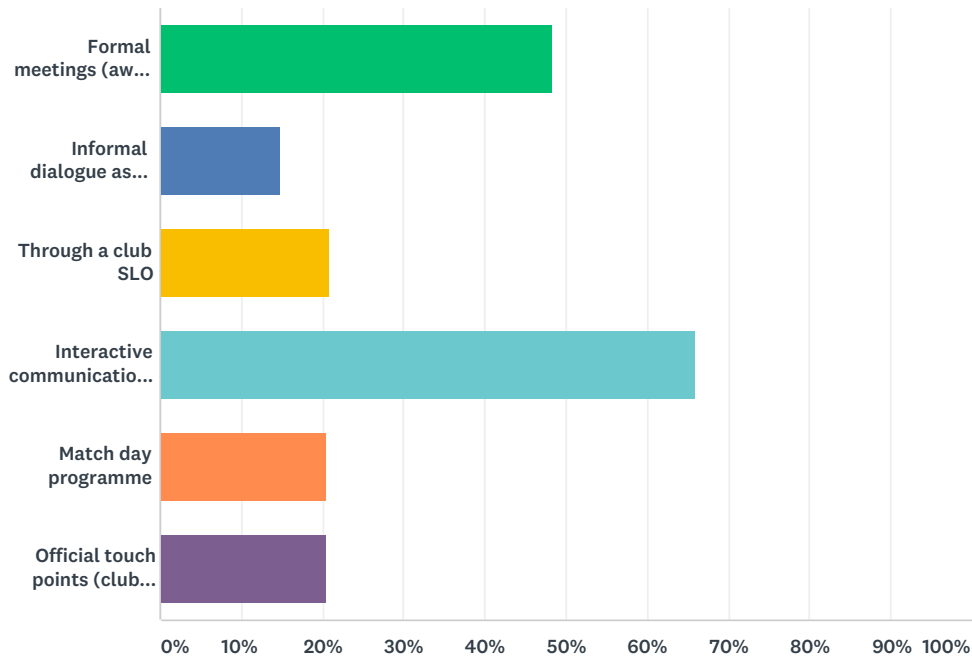
Answered: 903 Skipped: 152



ANSWER CHOICES	RESPONSES	
Social media channels	72.31%	653
Board member	25.47%	230
Employee / volunteer	30.34%	274
Media	22.37%	202
Internet forum	39.42%	356
Word of mouth	30.23%	273
SLO	6.31%	57
Other (please specify)	3.43%	31
Total Respondents: 903		

Q13 In your opinion, what is the best way for clubs to engage with supporters?(Pick one)

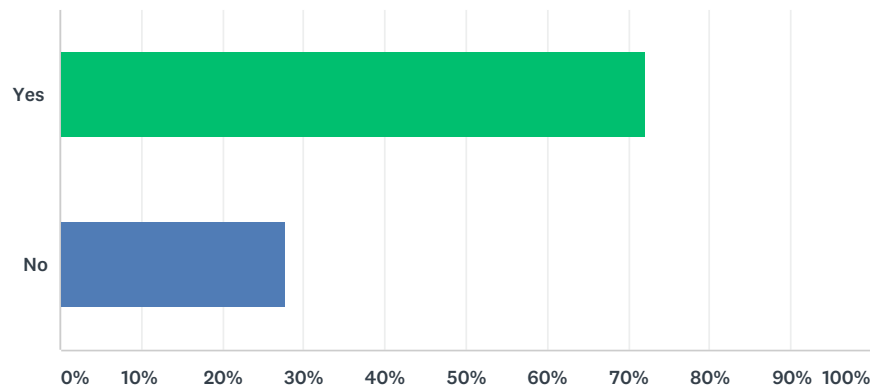
Answered: 902 Skipped: 153



ANSWER CHOICES	RESPONSES	
Formal meetings (away from match night)	48.34%	436
Informal dialogue as needed (match night)	14.86%	134
Through a club SLO	20.84%	188
Interactive communication through the website / social media channels (i.e. respond to questions online)	65.96%	595
Match day programme	20.51%	185
Official touch points (club phone line, at the club shop / office, information point on match nights)	20.40%	184
Total Respondents: 902		

Q14 Do you believe your views, as supporters, are listened to by your football club?

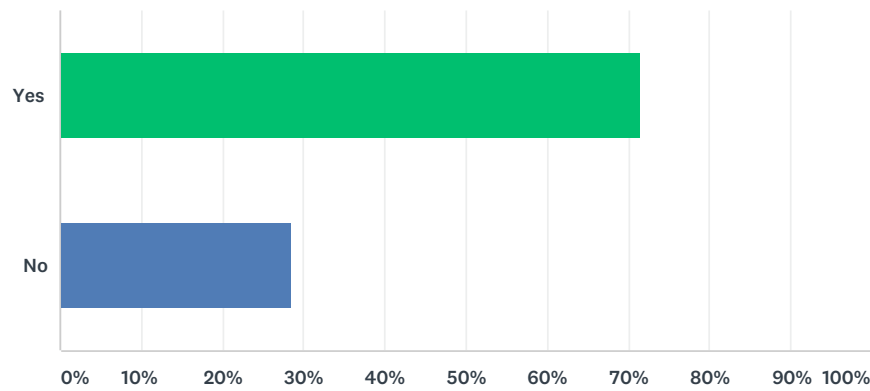
Answered: 898 Skipped: 157



ANSWER CHOICES	RESPONSES	
Yes	72.27%	649
No	27.73%	249
TOTAL		898

Q15 Do you feel the board of your club is accountable to supporters?

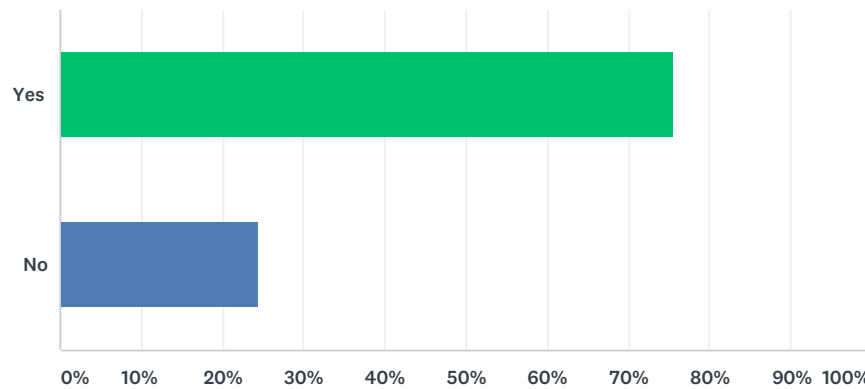
Answered: 901 Skipped: 154



ANSWER CHOICES	RESPONSES	
Yes	71.48%	644
No	28.52%	257
TOTAL		901

Q16 Does your club place enough emphasis on supporters and the contribution they make to your football club?

Answered: 900 Skipped: 155



ANSWER CHOICES	RESPONSES	
Yes	75.44%	679
No	24.56%	221
TOTAL		900

Q17 Can you share one brief example of how your club shares information well with supporters?

Answered: 664 Skipped: 391

Q18 Can you share one brief example of where your club could improve its communication with supporters?

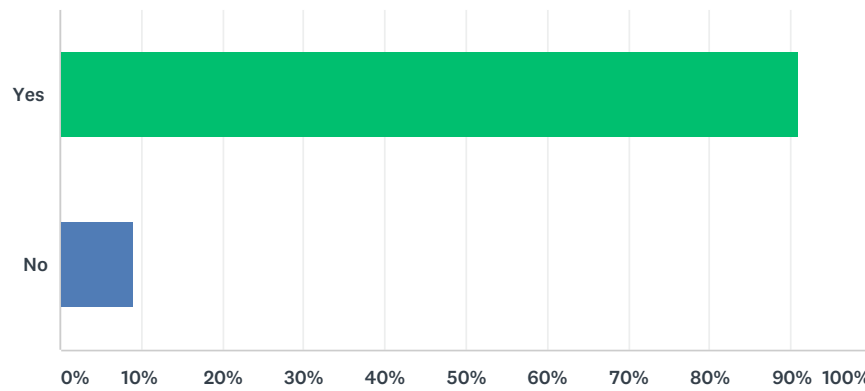
Answered: 616 Skipped: 439

Q19 Can you give an example of how supporters have made a direct contribution at your club in the last 12 months?

Answered: 607 Skipped: 448

Q20 Do you believe that the relationship between your club and supporters can be improved?

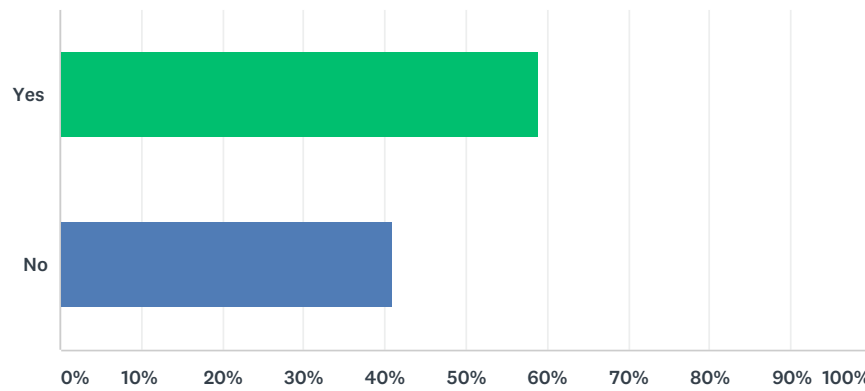
Answered: 782 Skipped: 273



ANSWER CHOICES	RESPONSES	
Yes	90.92%	711
No	9.08%	71
TOTAL		782

Q21 Would you be interested in taking part in a process to improve club-supporter relations at your club?

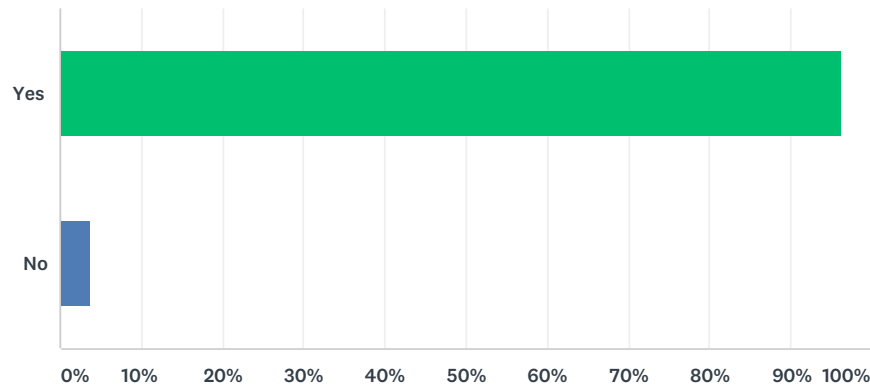
Answered: 777 Skipped: 278



ANSWER CHOICES	RESPONSES	
Yes	58.94%	458
No	41.06%	319
TOTAL		777

Q22 Would you support an organised structure or mechanism that would allow LOI supporters engage formally with the League? (allowing for regular meetings, feedback, discussion)

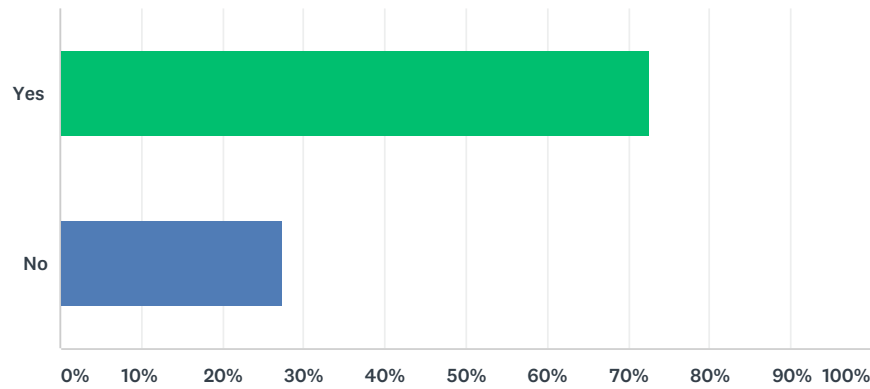
Answered: 784 Skipped: 271



ANSWER CHOICES	RESPONSES
Yes	96.17% 754
No	3.83% 30
TOTAL	784

Q23 Would you be interested in attending an event that would focus on improving club-supporter relations in the League of Ireland in the future?

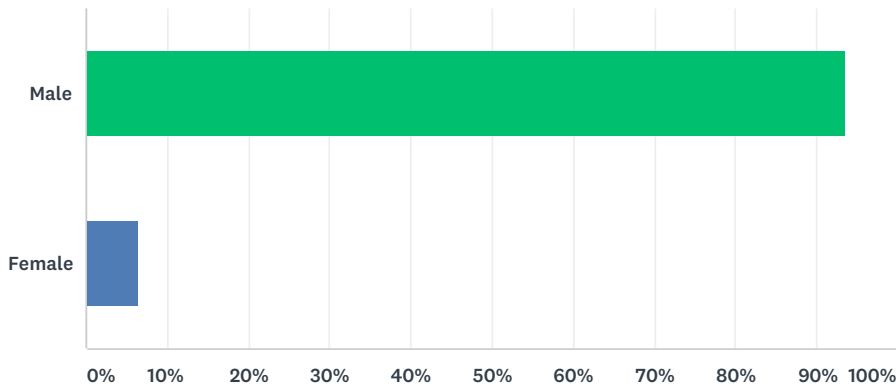
Answered: 781 Skipped: 274



ANSWER CHOICES	RESPONSES	
Yes	72.60%	567
No	27.40%	214
TOTAL		781

Q24 Gender

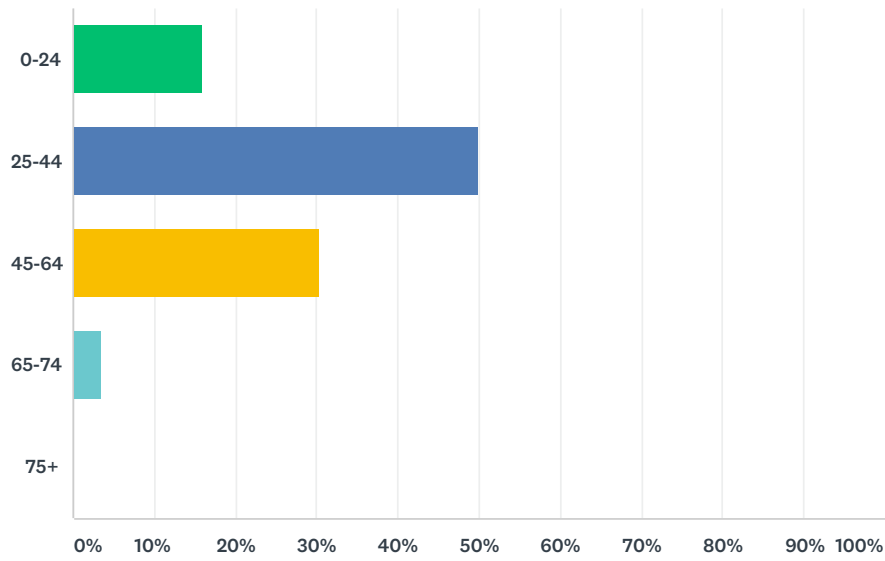
Answered: 774 Skipped: 281



ANSWER CHOICES	RESPONSES	
Male	93.41%	723
Female	6.59%	51
TOTAL		774

Q25 Age

Answered: 777 Skipped: 278



ANSWER CHOICES	RESPONSES	
0-24	15.83%	123
25-44	50.06%	389
45-64	30.37%	236
65-74	3.47%	27
75+	0.26%	2
TOTAL		777

Q26 Get in touch with the Irish Supporters Network via email (info@irishsupportersnetwork.ie), Twitter (@ISN_football) and Facebook (facebook.com/ISNfootball). If you would like us to get in touch with you or your organisation about a specific issue, please share your contact details below/

Answered: 130 Skipped: 925