

# Football Supporters Poll

06/11/2014

Prepared on behalf of End Foul Pay



# Methodology

## Fieldwork Dates

3rd - 6th November 2014

## Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel.

## Population Sampled

All residents aged 18+ in the UK, who either attend football matches or watch football on TV

## Sample Size

1,000

## Data Sampling / Weighting

As there is no known demographic profile of football supporters per se, data is unweighted. However, sample was drawn randomly from a demographically representative panel of UK adults who were asked filter questions to identify if they were football supporters.

## Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1,000 it is 95% certain that the 'true' value will fall within the range of 3.1% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

## Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation and presented by Patrick Briône and Damian Lyons Lowe.

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Which of the following statements is closest to your opinion?

	Total	Level of Support				Sex		Age			Region					
		Occasional Match Attender	Regular Match Attender	Season Ticket Holder	TV Watcher	Male	Female	18-34	35-54	55+	London	South	Midlands	North	Scotland	Wales
<i>Total</i>	1000	422	220	163	195	720	280	227	572	201	100	292	146	295	93	50
<b>Football clubs should aim to set an example to their local community</b>	923	393	198	152	180	665	258	204	525	194	88	268	132	274	90	47
	92.3%	93.1%	90.0%	93.3%	92.3%	92.4%	92.1%	89.9%	91.8%	96.5%	88.0%	91.8%	90.4%	92.9%	96.8%	94.0%
<b>Football clubs should not concern themselves with setting an example to their local community</b>	50	17	17	9	7	33	17	19	27	4	10	21	7	9	3	0
	5.0%	4.0%	7.7%	5.5%	3.6%	4.6%	6.1%	8.4%	4.7%	2.0%	10.0%	7.2%	4.8%	3.1%	3.2%	0.0%
<b>Don't know</b>	27	12	5	2	8	22	5	4	20	3	2	3	7	12	0	3
	2.7%	2.8%	2.3%	1.2%	4.1%	3.1%	1.8%	1.8%	3.5%	1.5%	2.0%	1.0%	4.8%	4.1%	0.0%	6.0%

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The living wage is currently an optional rate above the minimum wage, calculated according to the cost of living. It is currently set at £7.85 nationally or £9.15 in London.

To what extent do you agree or disagree that all English, Scottish, Premier and league football clubs should pay a living wage to all their staff?

	Total	Level of Support				Sex		Age			Region					
		Occasional Match Attender	Regular Match Attender	Season Ticket Holder	TV Watcher	Male	Female	18-34	35-54	55+	London	South	Midlands	North	Scotland	Wales
<b>Strongly agree</b>	609	269	122	104	114	452	157	110	348	151	56	169	84	193	58	32
	60.9%	63.7%	55.5%	63.8%	58.5%	62.8%	56.1%	48.5%	60.8%	75.1%	56.0%	57.9%	57.5%	65.4%	62.4%	64.0%
<b>Somewhat agree</b>	229	87	68	28	46	155	74	75	135	19	27	73	38	51	26	11
	22.9%	20.6%	30.9%	17.2%	23.6%	21.5%	26.4%	33.0%	23.6%	9.5%	27.0%	25.0%	26.0%	17.3%	28.0%	22.0%
<b>Neither agree nor disagree</b>	102	39	20	20	23	70	32	23	58	21	6	35	15	29	9	7
	10.2%	9.2%	9.1%	12.3%	11.8%	9.7%	11.4%	10.1%	10.1%	10.4%	6.0%	12.0%	10.3%	9.8%	9.7%	14.0%
<b>Somewhat disagree</b>	27	11	6	6	4	19	8	9	13	5	5	9	5	8	0	0
	2.7%	2.6%	2.7%	3.7%	2.1%	2.6%	2.9%	4.0%	2.3%	2.5%	5.0%	3.1%	3.4%	2.7%	0.0%	0.0%
<b>Strongly disagree</b>	12	5	3	2	2	9	3	4	5	3	3	2	1	4	0	0
	1.2%	1.2%	1.4%	1.2%	1.0%	1.3%	1.1%	1.8%	0.9%	1.5%	3.0%	0.7%	0.7%	1.4%	0.0%	0.0%
<b>Don't know</b>	21	11	1	3	6	15	6	6	13	2	3	4	3	10	0	0
	2.1%	2.6%	0.5%	1.8%	3.1%	2.1%	2.1%	2.6%	2.3%	1.0%	3.0%	1.4%	2.1%	3.4%	0.0%	0.0%
<b>TOTAL Agree</b>	838	356	190	132	160	607	231	185	483	170	83	242	122	244	84	43
	83.8%	84.4%	86.4%	81.0%	82.1%	84.3%	82.5%	81.5%	84.4%	84.6%	83.0%	82.9%	83.6%	82.7%	90.3%	86.0%
<b>TOTAL Disagree</b>	39	16	9	8	6	28	11	13	18	8	6	6	4	14	0	0
	3.9%	3.8%	4.1%	4.9%	3.1%	3.9%	3.9%	5.7%	3.1%	4.0%	6.0%	2.1%	2.7%	4.7%	0.0%	0.0%

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Which of the following statements is closest to your opinion?

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<i>Total</i>	1000	422	220	163	195	720	280	227	572	201	100	292	146	295	93	50
<b>I would feel more positive about football clubs if I knew they paid all their staff at least a living wage</b>	885 88.5%	369 87.4%	198 90.0%	145 89.0%	173 88.7%	646 89.7%	239 85.4%	197 86.8%	511 89.3%	177 88.1%	84 84.0%	258 88.4%	136 93.2%	259 87.8%	82 88.2%	44 88.0%
<b>I would not feel more positive about football clubs if I knew they paid all their staff at least a living wage</b>	115 11.5%	53 12.6%	22 10.0%	18 11.0%	22 11.3%	74 10.3%	41 14.6%	30 13.2%	61 10.7%	24 11.9%	16 16.0%	34 11.6%	10 6.8%	36 12.2%	11 11.8%	6 12.0%