

Attendance at live sports events by adults in Northern Ireland



Findings from the
Continuous Household Survey 2011/12

DCAL Findings 2/2013-14

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Further information

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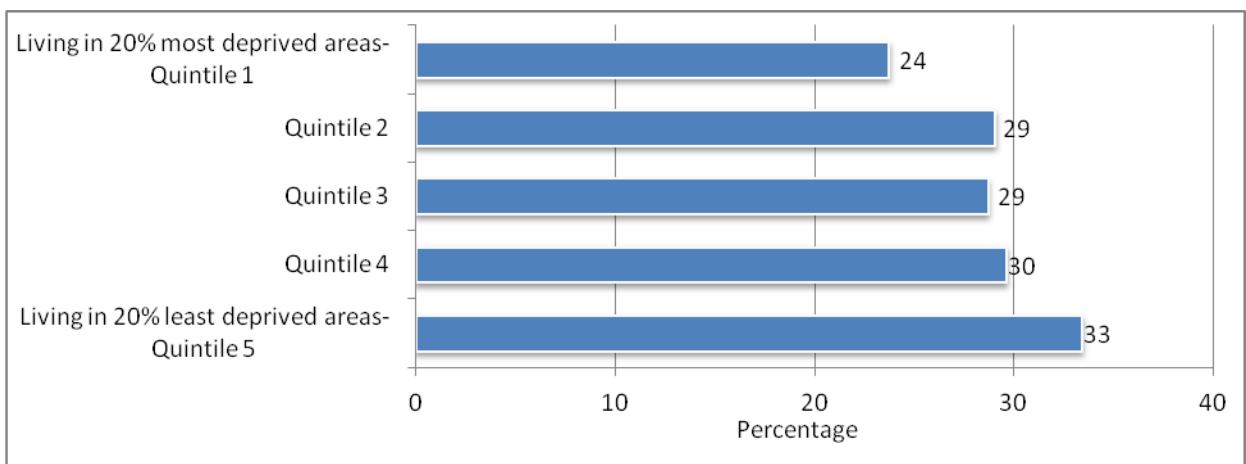
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Key findings

- Nearly three in every ten people (29%) had spectated at one or more live sports events in Northern Ireland within the last year.
- The three most popular live spectator sports in Northern Ireland over the previous year were soccer (10%), Gaelic (8%) and rugby (6%). Gaelic/ hurling spectators attended live events in their particular sports in Northern Ireland more frequently than soccer or rugby spectators within the previous year, with three-fifths (60%) of Gaelic/ hurling spectators watching once a month or more (40% soccer; 37% rugby).
- Over a fifth (21%) of those from a Catholic community background had attended a live Gaelic or hurling sporting event in Northern Ireland within the last year, compared to less than 1% of respondents from a Protestant community background. Live cricket and hockey events in Northern Ireland were almost exclusively attended by those from a Protestant community background.
- Over half (54%) of all respondents stated that there was nothing that would encourage them to go to watch sport/ more sport at a live event in Northern Ireland. Women were more likely than men to give this response (62% of women; 37% of men) and those who had not spectated at a live event in Northern Ireland within the previous year (non-spectator 63%; spectator 32%).
- Those from the 20% least deprived areas were more likely to have spectated at a live sporting event (33%) than those from the 20% most deprived areas (24%). Those from the most deprived 20% areas were less likely than all other areas to have attended a live sports event in Northern Ireland over the previous year.



Introduction

This report has been prepared by Research and Statistics Branch, Department of Culture, Arts and Leisure.

The Department of Culture, Arts and Leisure (DCAL) has responsibility for the development of sport and physical recreation in Northern Ireland. DCAL provides funding for sport, develops sport policy and supports sports initiatives.

DCAL promotes sport in the context of its strategy for sport, "Sport Matters: The Northern Ireland Strategy for Sport and Physical Recreation, 2009 - 2019". Sport Matters was developed by DCAL in partnership with Sport Northern Ireland (SportNI) and approved by the Northern Ireland Executive in December 2009. Sport Matters contains a number of high level targets designed to improve sports venues across Northern Ireland. These targets are as follows:

1. By 2014, and subject to Executive approval, to have developed major sports stadiums to meet the strategic needs of football, GAA and rugby on an operationally viable and commercially sustainable basis in Northern Ireland.
2. By 2010 to initiate a Northern Ireland certification process that will improve safety management and the fabric of the major stadiums in Northern Ireland, to comply with the Safety of Sports Grounds (Northern Ireland) Order (2006) and associated technical guidance.

The purpose of the first target is to deliver world class stadiums that can meet the requirements of the respective Governing Bodies, to host international and larger domestic fixtures and attract prestigious events to Northern Ireland. The Northern Ireland Executive has endorsed a funding package of up to £110 million for the purpose of developing 3 major stadiums in Northern Ireland. In conjunction with the Governing Bodies of the three major sports in Northern Ireland, the following developments have been agreed and are to be taken forward over the next few years:

- The Irish Football Association (IFA) will redevelop its venue at Windsor Park, Belfast.
- The Gaelic Athletic Association (GAA) will redevelop its venue at Casement Park, Belfast.
- Ulster Rugby will redevelop its venue at Ravenhill, Belfast.

The impact of the stadiums will be evaluated within 5 years of the operational date.

The second target commits Government to ensuring that spectator provision at major sports stadiums in Northern Ireland meets legislative requirements in terms of safety, accessibility and comfort. DCAL, with the support of a range of stakeholders, is taking forward a Safety of Sports Grounds initiative which is designed to encourage and assist venue owners in enhancing safety and spectator management arrangements at larger sports grounds.

In addition to the two Sports Matters' targets above, there appears to be public appetite for progress on spectator facilities. A previous survey of public attitudes towards sport & physical recreation in 2008 ([Survey of Public Attitudes Towards Sport & Physical Recreation 2008](#)) reported that 88% of those surveyed strongly agreed or agreed that SportNI money should help fund improving spectator facilities in Northern Ireland.

Continuous Household Survey

The report presents data from the 2011-12 Continuous Household Survey (CHS) in relation to live sports attendance in Northern Ireland by the adult population of Northern Ireland. This information will be used to inform the monitoring of Sport Matters, providing an up-to-date assessment of the attendance at live sports events in Northern Ireland. This report will also assist in providing a baseline for the future assessment of the impact of the stadiums redevelopments.

More information relating to the Continuous Household survey, methodology and the interpretation of the figures can be found in the Technical notes in Appendix 1. The data tables are included in Appendix 2 and the sports spectating questions, asked in the CHS 2011/12, are included in Appendix 3.

Spectating at live sports events

Nearly three in ten (29%) of the population had spectated at one or more live sports events in Northern Ireland within the last year. A greater proportion of males (38%) had spectated at a live sporting event in Northern Ireland than females (20%).

Those from the Catholic community were more likely to have spectated at a live sporting event within the last year (31%) than those from the Protestant community (28%).

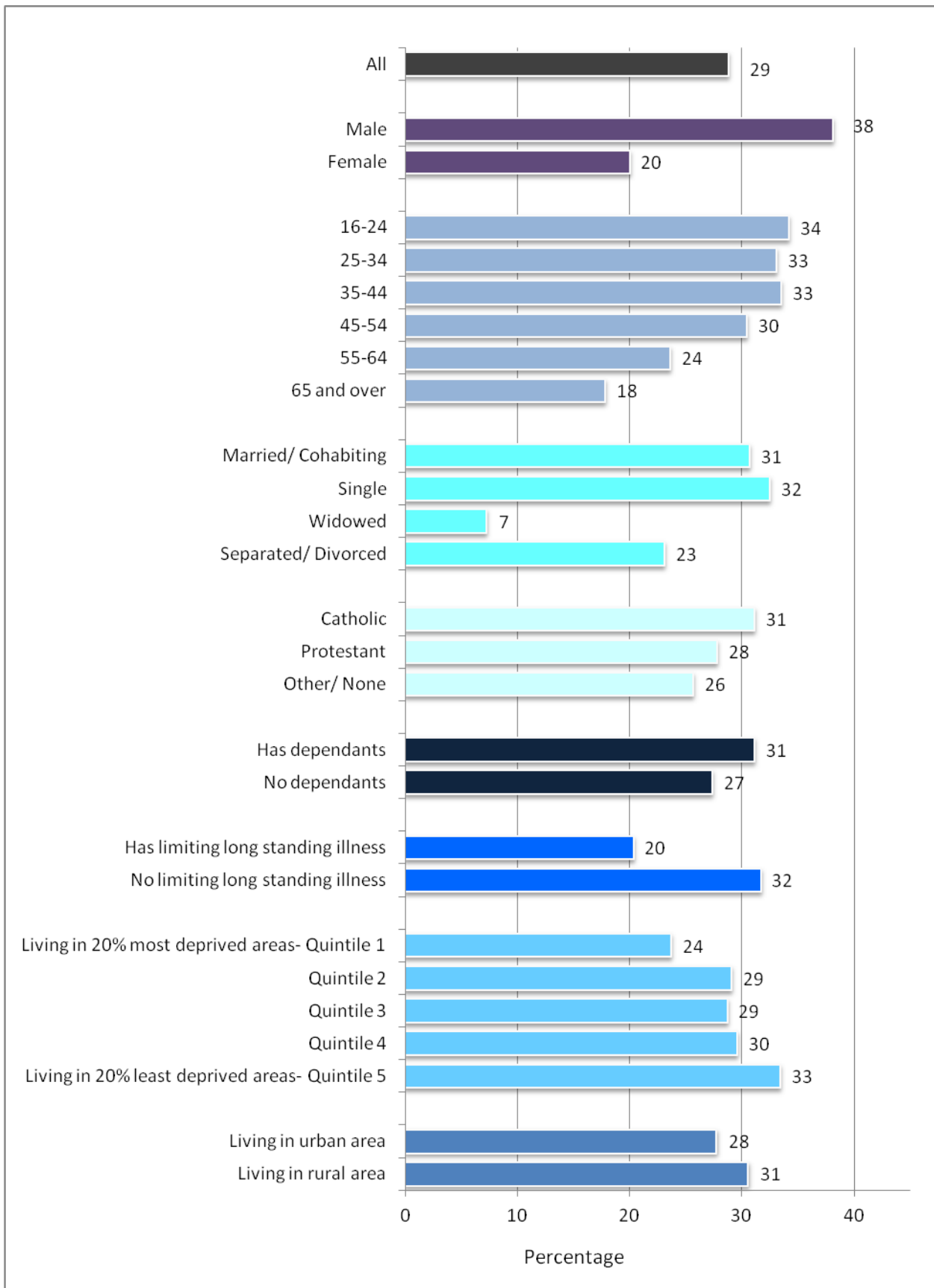
Those from the 20% least deprived areas were more likely to have spectated at a live sporting event (33%) than those from the 20% most deprived areas (24%). Those from the most deprived 20% areas were less likely than all other areas to have attended a live sports event in Northern Ireland over the previous year.

There was a difference in the proportion of respondents spectating at live sports events in Northern Ireland in relation to age, with the under 45s (33%) more likely to have spectated than the over 45s (24%). There was a general decline in the proportion who had spectated at a live sports event over the last year as people got older.

Live sport spectating rates for married/ co-habiting and single people were similar (31% and 32% respectively). However, both married/ co-habiting people and single people were more likely to have spectated at a live sporting event in Northern Ireland within the last year than either separated/ divorced (23%) or widowed (8%) individuals.

Differences in live sport spectating rates within the last year also existed between those who have a limiting long term illness (20%) and those who have not a limiting long term illness (32%) and those who have dependants (31%) and those who have not got dependants (27%).

Figure 1 Spectating at a live sports event in Northern Ireland within the previous year

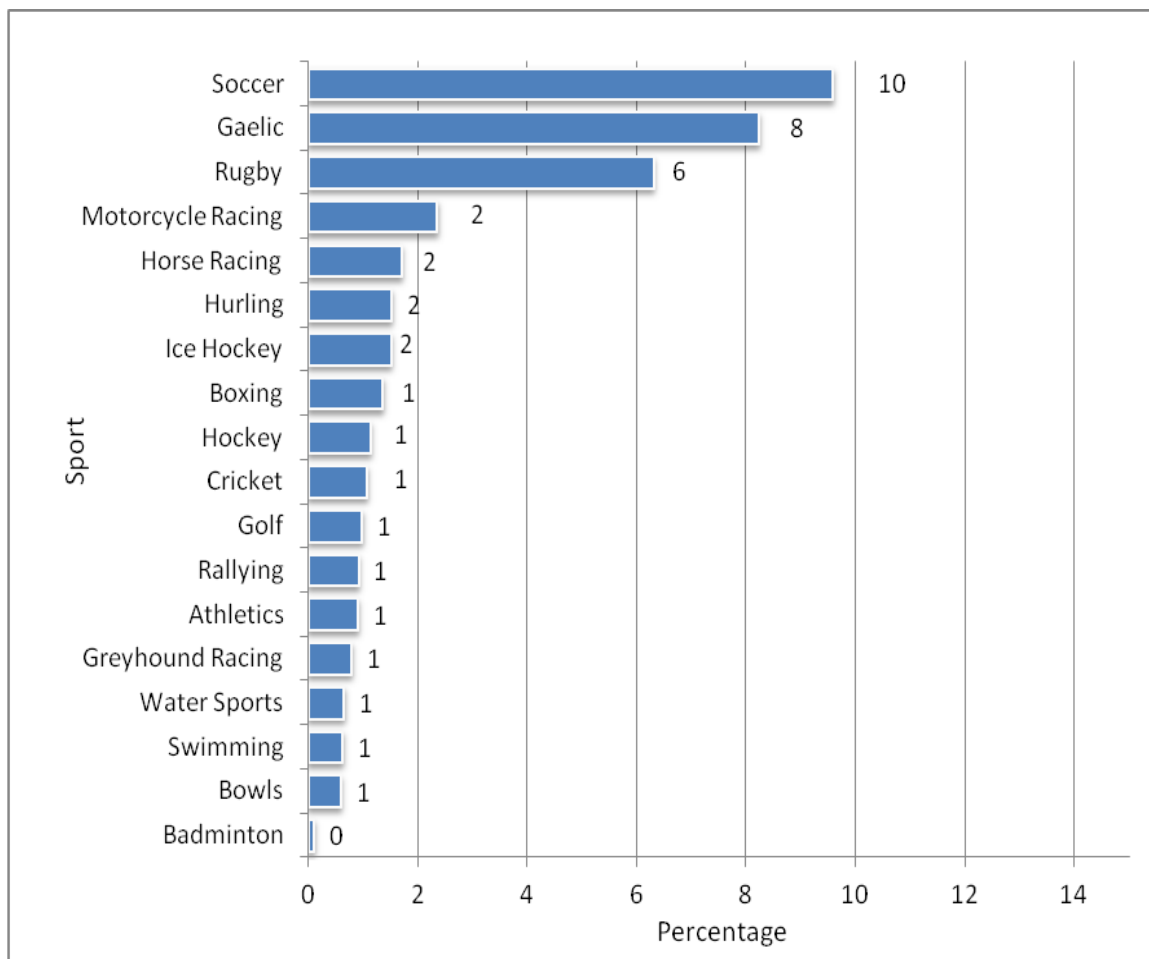


Popular sports to watch at live events

The three most popular live spectator sports in Northern Ireland over the previous year were soccer (10%), Gaelic (8%) and rugby (6%). One in five (20%) of the population had attended at least one live sporting event in Northern Ireland over the previous year that involved one of these three sports.

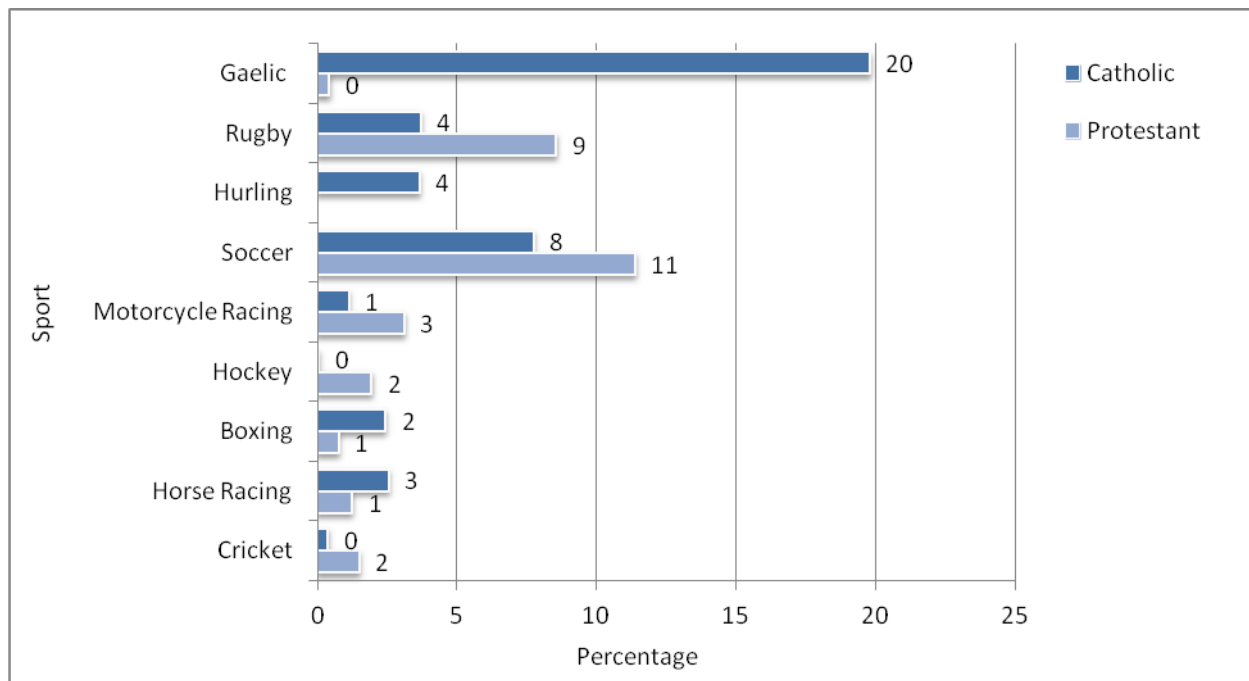
The three most popular live spectator sports in Northern Ireland over the last year for males were soccer (15%), Gaelic (10%) and rugby (9%). The most popular sports to watch at a live event in Northern Ireland for females were Gaelic (6%), soccer (4%) and rugby (4%).

Figure 2 Popular sports watched at live events in Northern Ireland



Over a fifth (21%) of those from a Catholic community background had attended a live Gaelic or hurling sporting event in Northern Ireland within the last year, compared to less than 1% of respondents from a Protestant community background. Live cricket and hockey events in Northern Ireland were almost exclusively attended by those from a Protestant community background. Spectator attendance at live boxing and horse racing events was reported more within the Catholic community, whilst spectator attendance at rugby, soccer and motorcycle racing was more likely to be reported within the Protestant community in Northern Ireland (Table 2b).

Figure 3 Differences in live sport attendance rates in the Catholic and Protestant communities in Northern Ireland



Soccer, Gaelic/ hurling and rugby spectating

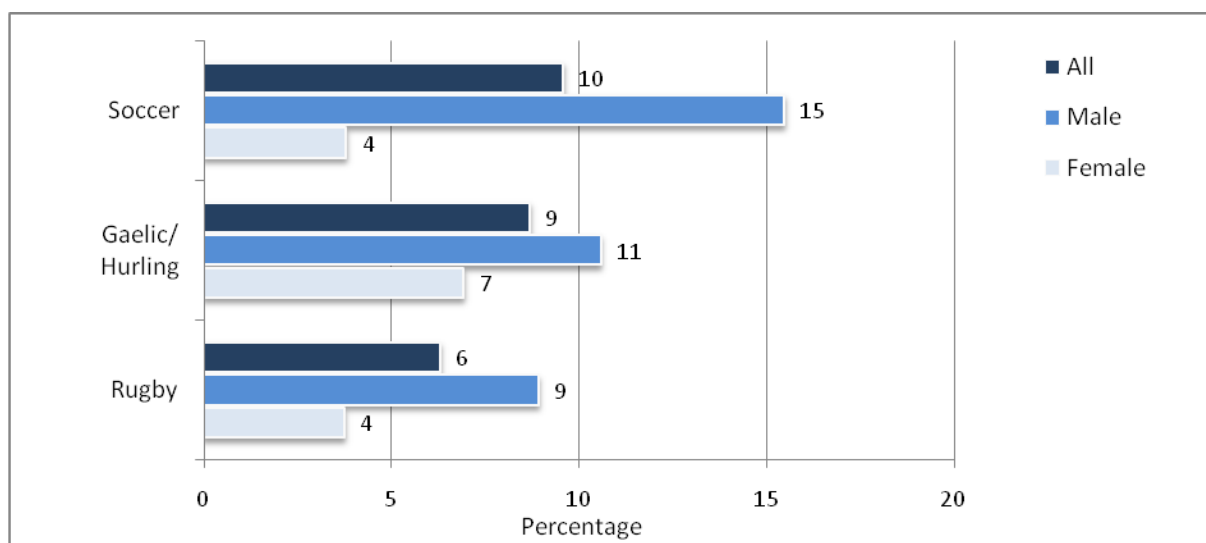
A greater proportion of the population had attended a live soccer (10%) or a live Gaelic/ hurling (9%) event in Northern Ireland within the previous year than had attended a live rugby event (6%). There was no difference between the proportion of the population who had attended a live soccer event and the proportion of the population who had attended a live Gaelic/ hurling event.

Gender

Considering gender, a higher proportion of the male population than the female population had attended a live sporting event in each of the three main sports in Northern Ireland within the previous year.

Looking at male population attendance across the three sports, a higher proportion of males had attended a live soccer event in Northern Ireland over the last year (15%) than had attended either a live Gaelic/ hurling event (11%) or a live rugby event (9%). A higher proportion of females had attended a live Gaelic/ hurling event over the last year in Northern Ireland (7%) than had attended either a live soccer (4%) or a live rugby event (4%).

Figure 4 Differences in live sport attendance rates in Northern Ireland by males and females for soccer, Gaelic/ hurling and rugby



Age

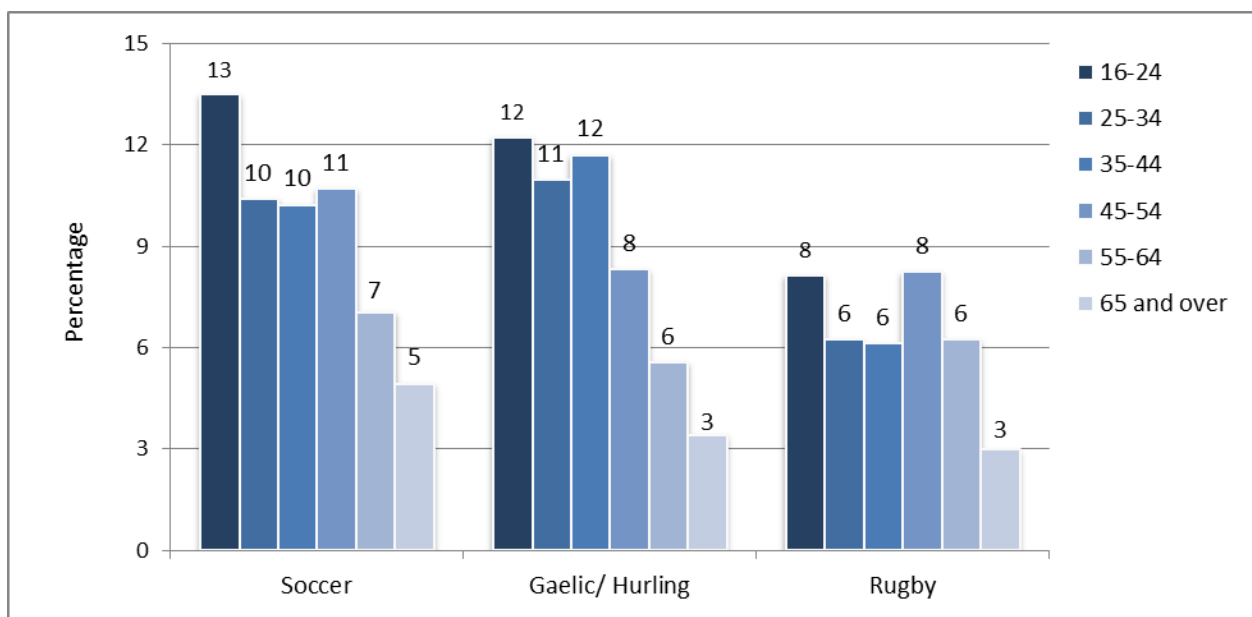
Analysis has shown that there were differences in the proportion of various age groups attending each of the three main spectator sports, with a decrease in spectator rates occurring at particular ages in each sport.

For soccer, there was no difference in the proportion who had attended a live soccer event for those aged 16-54 (11%). However, on reaching the 55-64 year old group, the proportion of this population attending a live soccer event in Northern Ireland within the last year decreased to 7%. Including all those who were older than 54, the proportion of the population who had attended a live soccer event in Northern Ireland in the last year was 6%.

For Gaelic/ hurling, a decrease in the proportion of the population who had attended a live Gaelic/ hurling event occurred at the earlier age group of 45-54 years old. The proportion of the population who had attended a live Gaelic/ hurling event in the 16-44 year old group was 12% compared to 8% for the 45-54 age group and 6% for all those over 44 years old.

Considering rugby, there was no change in the proportion of the population who had attended a live rugby event until the 65 and over age group is reached. The proportion of the population who had attended a live rugby event in for the 16-64 age group was 7% compared to 3% for the 65 and over age group.

Figure 5 Live soccer, Gaelic/ hurling and rugby attendance rates age



Comparing attendance at the various age groups *between* each of the three sports, there were no differences in the proportions that had spectated at a live soccer event or a live Gaelic/ hurling event when any of the age groups are compared. However, both the 25-34 year old group and the 35-44 year old group were more likely to have attended a live soccer or a live Gaelic/ hurling event within the previous year in Northern Ireland than a live rugby event. In addition, those aged 16-24 years were more likely to have attended a live soccer sporting event in Northern Ireland within the last year than to have attended a live rugby sporting event (Table 3).

Marital status

Single people were more likely to have been a spectator at a live soccer event in Northern Ireland over the last year than those who are married/ cohabiting, separated/ divorced or widowed. Single and married/ cohabiting people were more likely to have been a spectator at a live rugby event in Northern Ireland over the last year than those who are separated/ divorced or widowed.

Community background

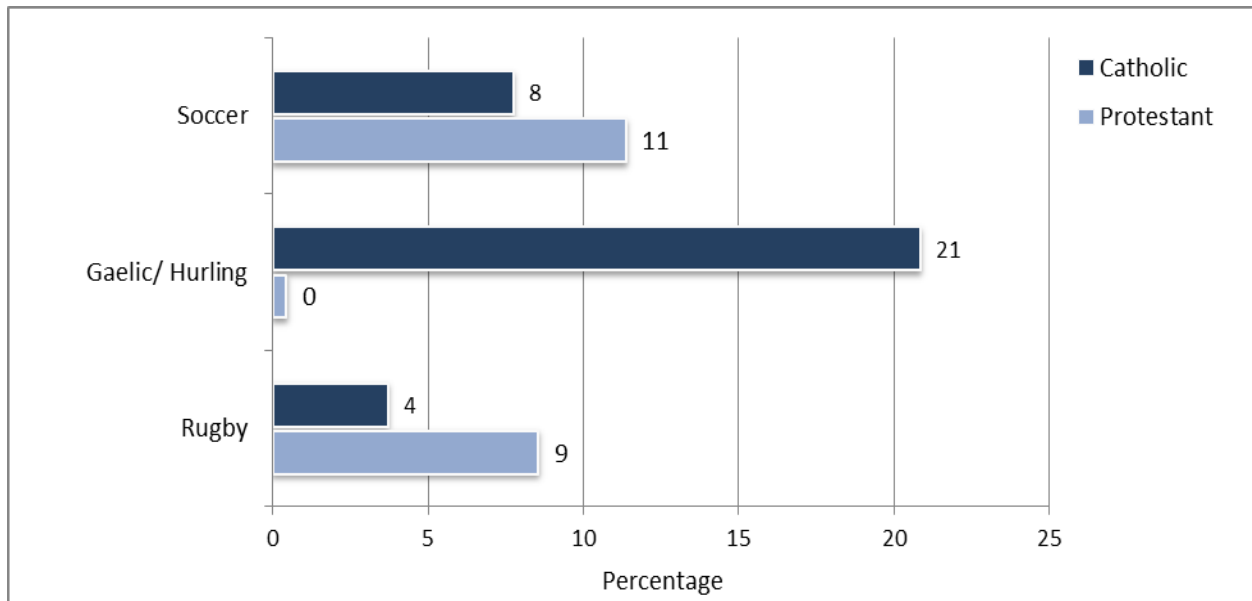
There were differences in the proportions of the population from each of the two main community backgrounds attending soccer, Gaelic/ hurling and rugby matches. Protestants were more likely to have attended a live soccer event (11%) than Catholics (8%) and also more likely to have attended a live rugby event (9%) than Catholics (4%). Catholics were more likely to have to have attended a live Gaelic/ hurling event (21%) than Protestants, with less than 1% attending from this section of the community.

Those from the Protestant community were more likely to have watched a live soccer event than a live rugby event, and were more likely to have attended a live event in either of these sports than a Gaelic/ hurling event. For those from a Catholic community background, Gaelic/ hurling was the most attended live sport in Northern Ireland.

Dependants

Those with dependants were more likely to have attended a soccer (11%) or a Gaelic/ hurling live sporting event (10%) than those without dependants (9% soccer; 8% Gaelic/ hurling). There was no difference between those with and those without dependants for rugby.

Figure 6 Differences in live sport attendance rates in Northern Ireland by community background for soccer, Gaelic/ hurling and rugby



Disability

Those without a limiting long standing illness were more likely to have attended a live event in any of the three main spectator sports than those with a limiting long standing illness.

Urban/ Rural

Those residing in an urban area were more likely to have spectated at a live soccer event in Northern Ireland over the last year than those from a rural area (11% urban; 8% rural). On the other hand, those living in a rural area were more likely to have spectated at a live Gaelic/ hurling event than those from an urban area (14% rural; 6% urban). Similar proportions of those living in urban and rural areas attended a live rugby event in Northern Ireland over the previous year.

Those from a rural area were more likely to have attended a live Gaelic/ hurling event than either soccer or rugby. Conversely, those from an urban area were more likely to have attended a live soccer event in Northern Ireland within the previous year than either a rugby or Gaelic/ hurling live event.

Deprivation

Live event attendance rates for soccer, Gaelic/ hurling and rugby was analysed in terms of the respondents' multiple deprivation rank quintile¹ for their place of residence. This showed that there were differences in the attendance rates across these five deprivation groups, which was also dependent on the sport being analysed.

The distribution of attendance rates at live Gaelic/ hurling events across the five deprivation quintiles is irregular (Figure 7). Although people residing in the most deprived areas were more likely to have attended a live Gaelic/ hurling event within the last year than those from the 20% least deprived areas, those residing in the second most deprived quintile (20%-40%) were even more likely.

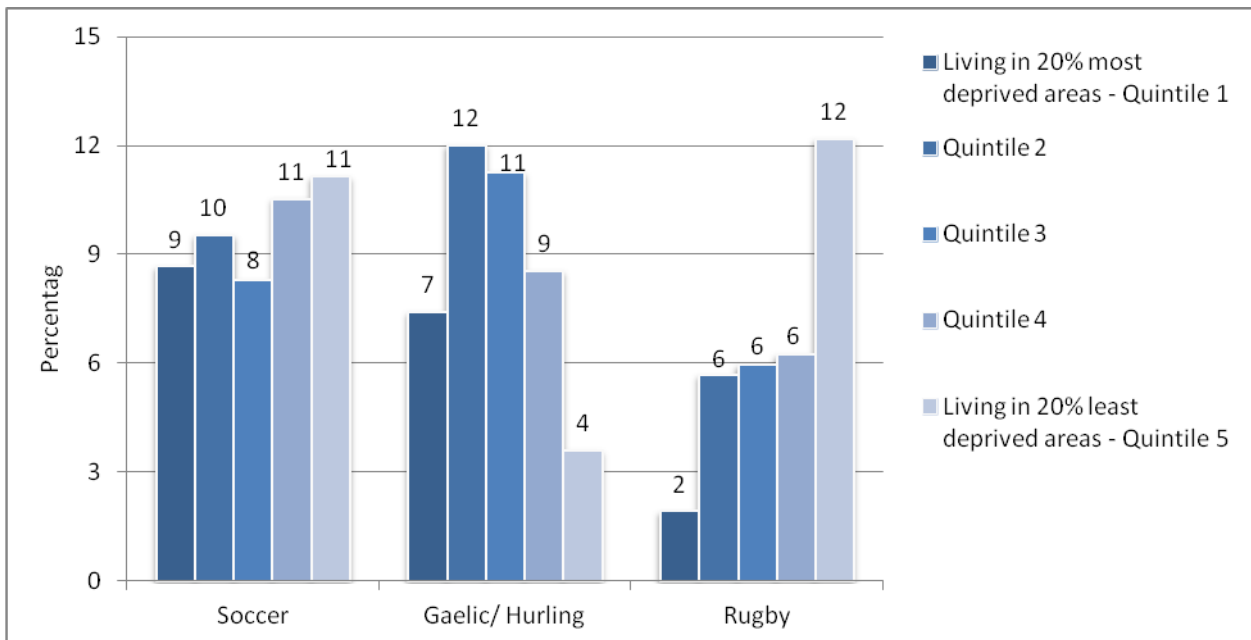
For rugby, those residing in the 20% least deprived areas were more likely to have attended a live rugby event than those from any of the other four deprivation quintiles. Furthermore, those residing in the 20% most deprived areas were less likely to have attended a live rugby event than those from any of the other four deprivation quintiles. There was no difference between any of the middle three quintiles.

There are no differences between soccer attendance rates and any of the deprivation quintiles.

Those from the most deprived areas were more likely to have attended a live Gaelic/ hurling or a live soccer event than rugby. There was no difference between soccer and Gaelic/ hurling attendance for this quintile. Those residing in the least deprived areas were more likely to have attended a live rugby or soccer event in Northern Ireland within the last year than a live Gaelic/ hurling event. There was no difference between soccer and rugby attendance for this quintile.

1 A quintile is the portion of a frequency distribution containing one fifth of the total sample. As the 890 Super Output Areas (SOAs) are ranked from 1 to 890 in terms of Multiple Deprivation, the first quintile (the most deprived 20%) encompasses those living in the SOAs ranked 1 – 178 with the second most deprived quintile ranked 179 - 356 and so forth.

Figure 7 Differences in live sport attendance rates in Northern Ireland by Multiple deprivation rank quintile of residence for soccer, Gaelic/ hurling and rugby

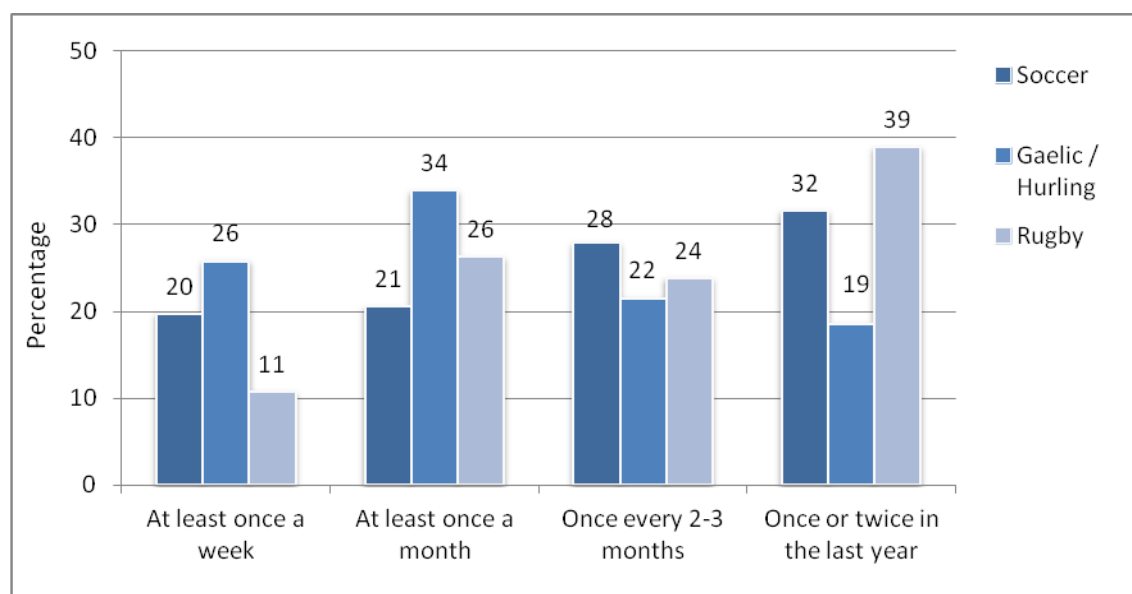


It should be noted that in Northern Ireland, community background, the classification of an area in terms of rural or urban and the deprivation rank of an area are all related. For example, it is known that there is a higher percentage of Catholics living in areas classified as rural and also in areas with higher levels of deprivation. Other examples of related variables are age, marital status, whether a person has or does not have dependants and whether a person has or does not have a long standing limiting illness. Consequently, particular caution should be exercised when interpreting differences between populations when dealing with related variables.

Frequency of spectating

Gaelic/ hurling spectators attended live events in their particular sports in Northern Ireland more frequently than soccer or rugby spectators within the previous year, with three-fifths (60%) of spectators watching once a month or more (40% soccer; 37% rugby). Thirty-nine per cent of rugby spectators stated they spectated only once or twice a year with 32% of soccer spectators and 19% of Gaelic/ hurling spectators stating the same.

Figure 8 Frequency of watching soccer, Gaelic/ hurling or rugby at a live event in Northern Ireland in the last year



Experience of venue

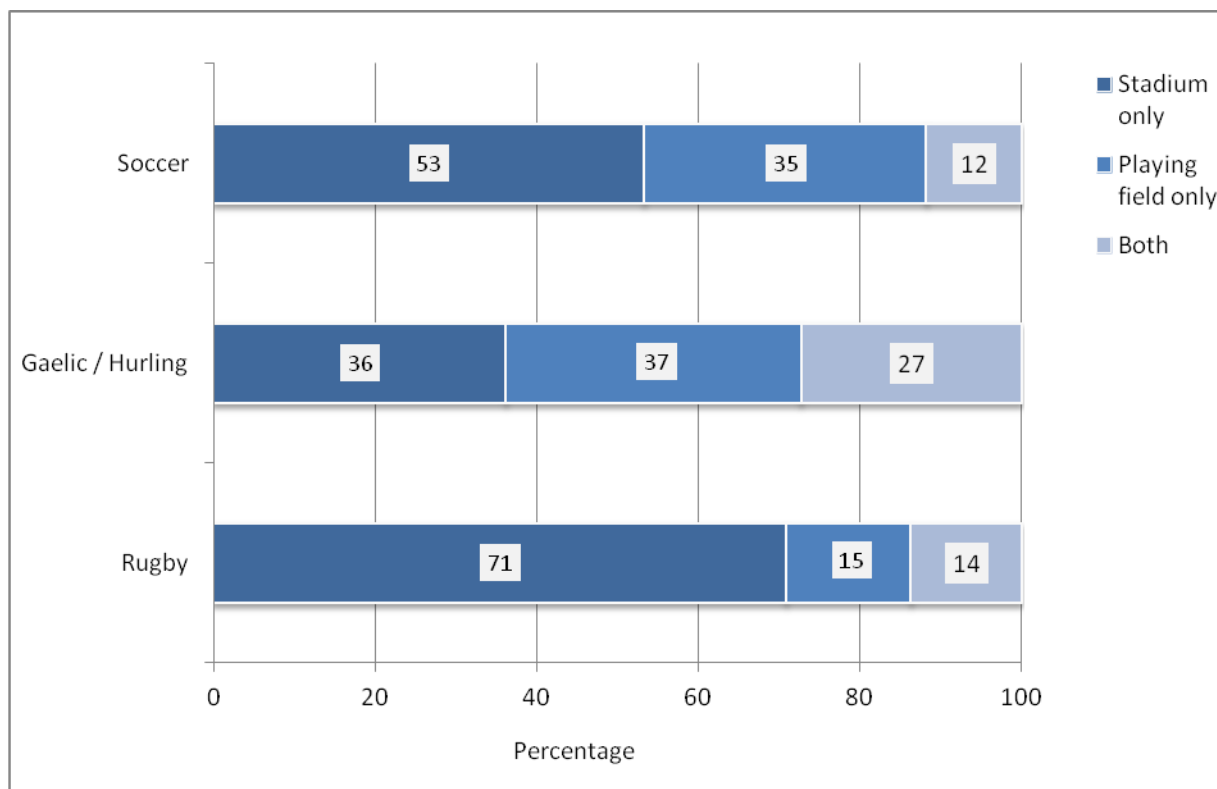
Type of venue

A similar proportion of soccer and Gaelic/ hurling spectators watched a live event in their particular sport in a stadium over the last year with 65% of soccer spectators and 63% of Gaelic/ hurling spectators stating this. Eighty-five per cent of rugby spectators had watched a live rugby event at a stadium, with just over 7 in every 10 (71%) having only watched at a stadium (53% for soccer; 36% for Gaelic/ hurling).

Sixty-four per cent of Gaelic/ hurling spectators had watched a live Gaelic or hurling event in a playing field over the last year with 47% of soccer spectators declaring the same. Just less than 3 in every 10 (29%) of rugby spectators had watched a live event in rugby at a playing field within the last year.

Just over a quarter (27%) of Gaelic/ hurling spectators had spectated at both a stadium and a playing field in the last year, with 14% of rugby spectators and 12% of soccer spectators stating the same.

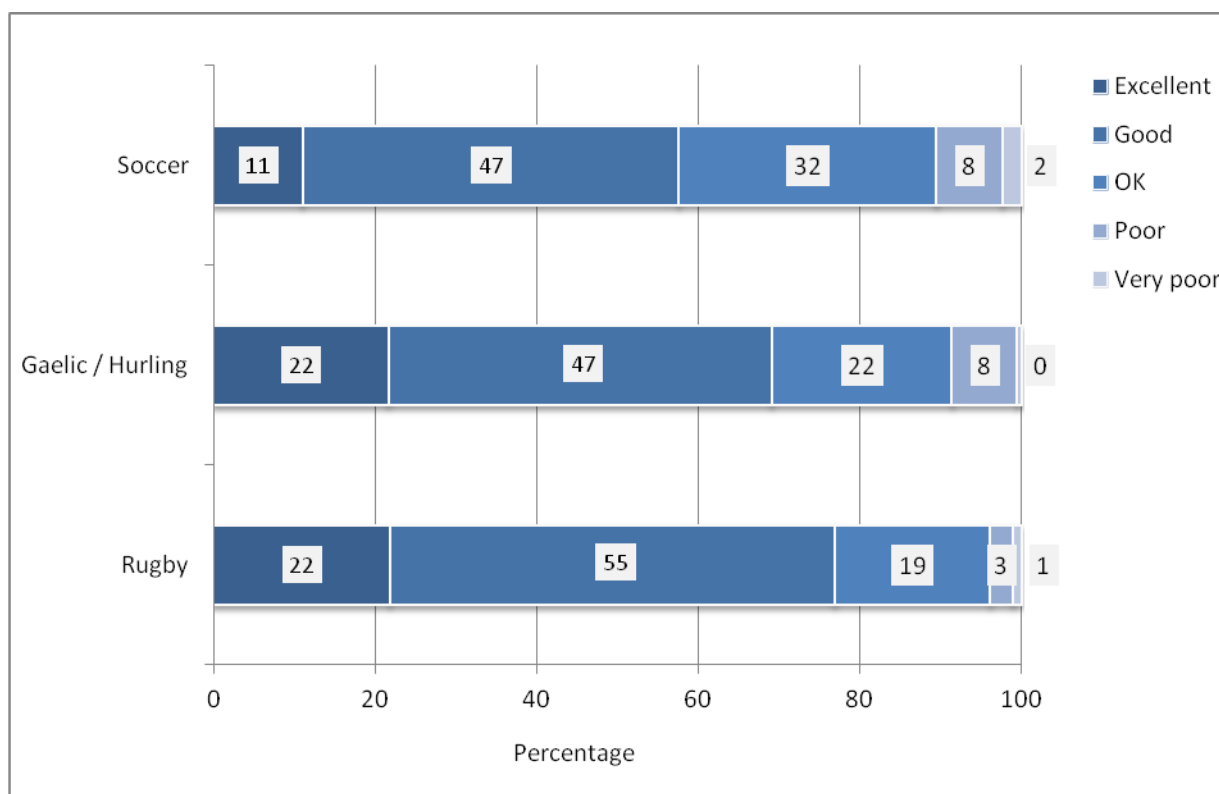
Figure 9 Type of venue where soccer, Gaelic/ hurling or rugby live events were watched in Northern Ireland within the last year



Value for money

Those who had attended a live rugby sporting event in Northern Ireland in the last year were more satisfied with the value for money aspect of attendance than either soccer or Gaelic/ hurling spectators with 77% rating it either good or excellent (69% Gaelic/ hurling; 58% soccer). Similarly a smaller proportion of those who had attended a live rugby event (4%) said that the value for money aspect of attending a live sports event in Northern Ireland was either poor or very poor compared to 9% for Gaelic/ hurling spectators and 10% for soccer spectators.

Figure 10 Value for money quality ratings for soccer, Gaelic/ hurling and rugby live events in Northern Ireland within the last year.

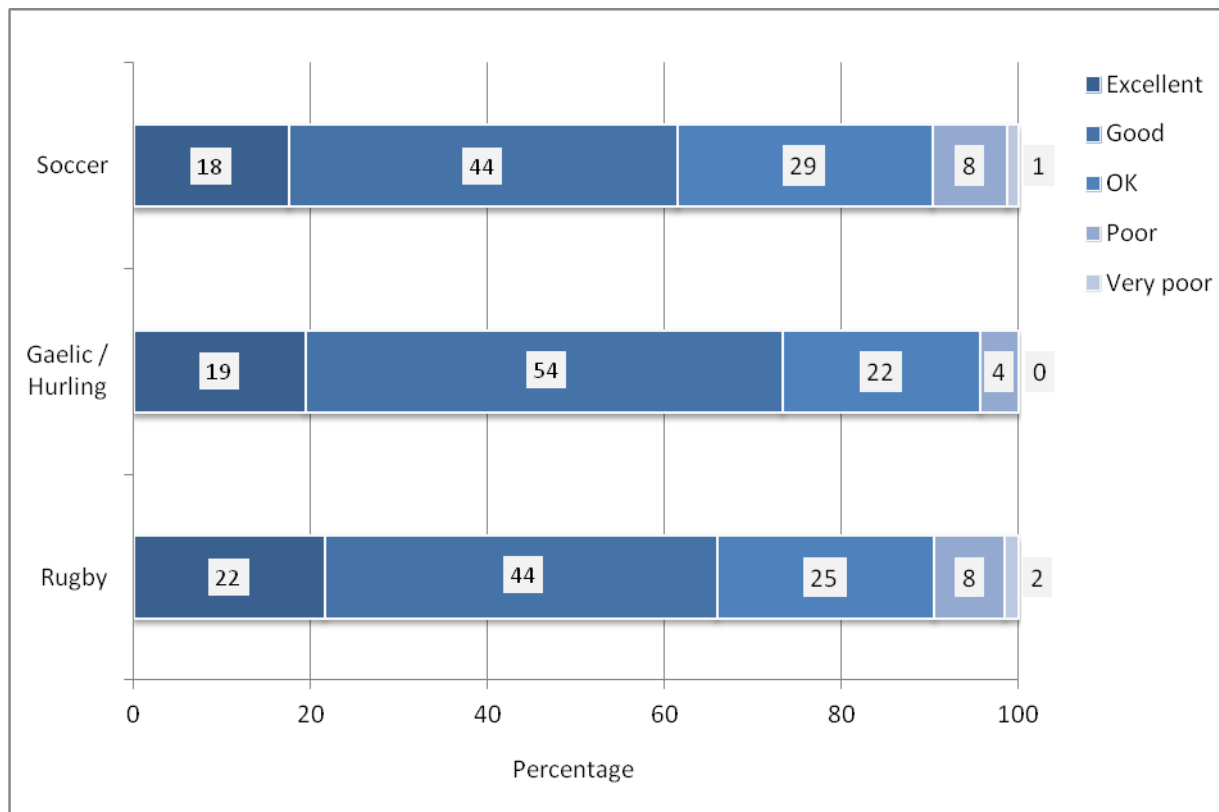


Convenience

Gaelic/ hurling spectators were more satisfied with attendance at live Gaelic/ hurling events in terms of convenience. Almost three-quarters (73%) rated this aspect of attendance at live Gaelic/ hurling events as either excellent or good (66% and 61% for rugby and soccer respectively).

One in every ten (10%) of both soccer and rugby spectators cited convenience as being either poor or very poor while less than one in every twenty (4%) of Gaelic/ hurling spectators gave these ratings.

Figure11 Convenience ratings for soccer, Gaelic/ hurling and rugby live events in Northern Ireland within the last year

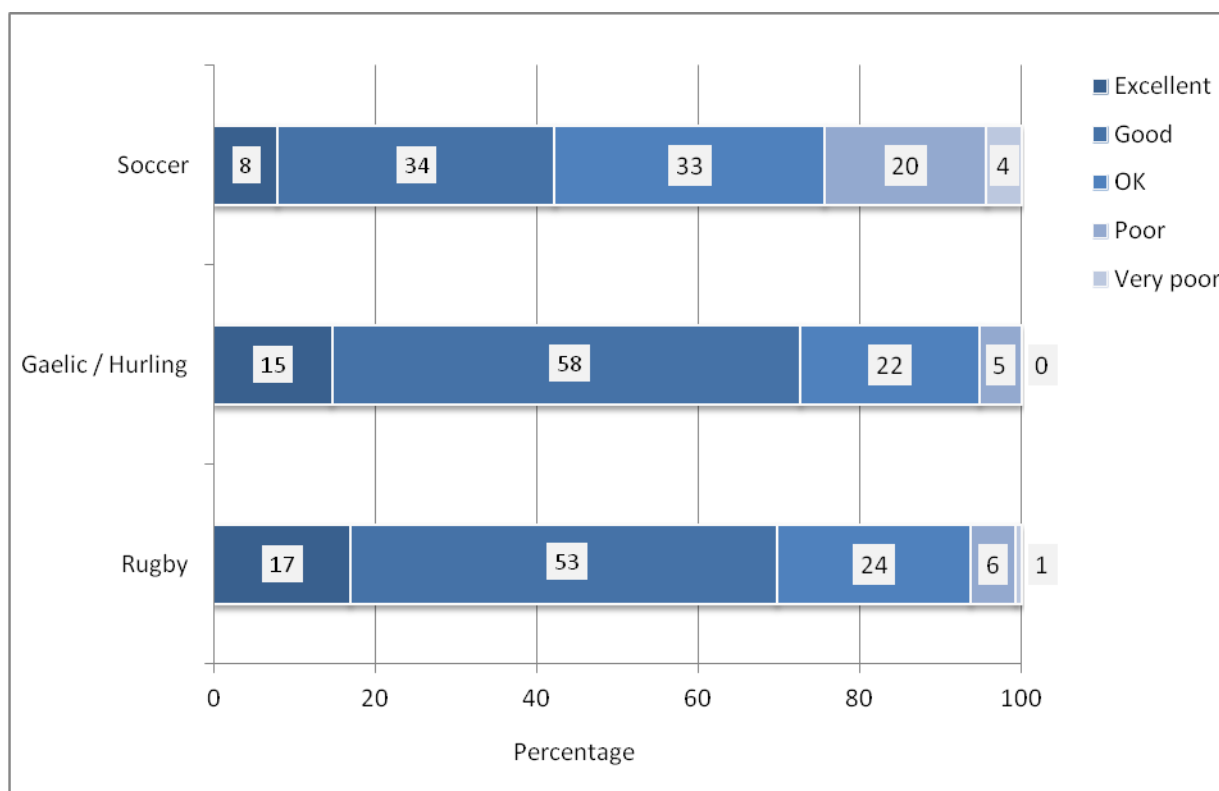


Quality of spectating facilities

Both Gaelic/ hurling spectators and rugby spectators rated the quality of spectating facilities in their respective sports in Northern Ireland similarly. Seventy-three per cent of Gaelic/ hurling spectators and 70% of rugby spectators stated that the quality of spectating facilities they attended for their respective sports was either good or excellent with 5% of Gaelic/ hurling spectators and 6% rugby spectators saying that it was either poor or very poor.

Soccer spectators were less satisfied with the quality of spectating facilities for soccer events in Northern Ireland than their Gaelic/ hurling or rugby counterparts. Just over 4 in every ten (42%) rated the quality of spectating facilities for soccer events in Northern Ireland as either good or excellent with nearly a quarter (24%) stating that it was either poor or very poor.

Figure 12 Spectating facilities quality ratings for Gaelic/ Hurling, soccer and rugby live events in Northern Ireland within the last year.

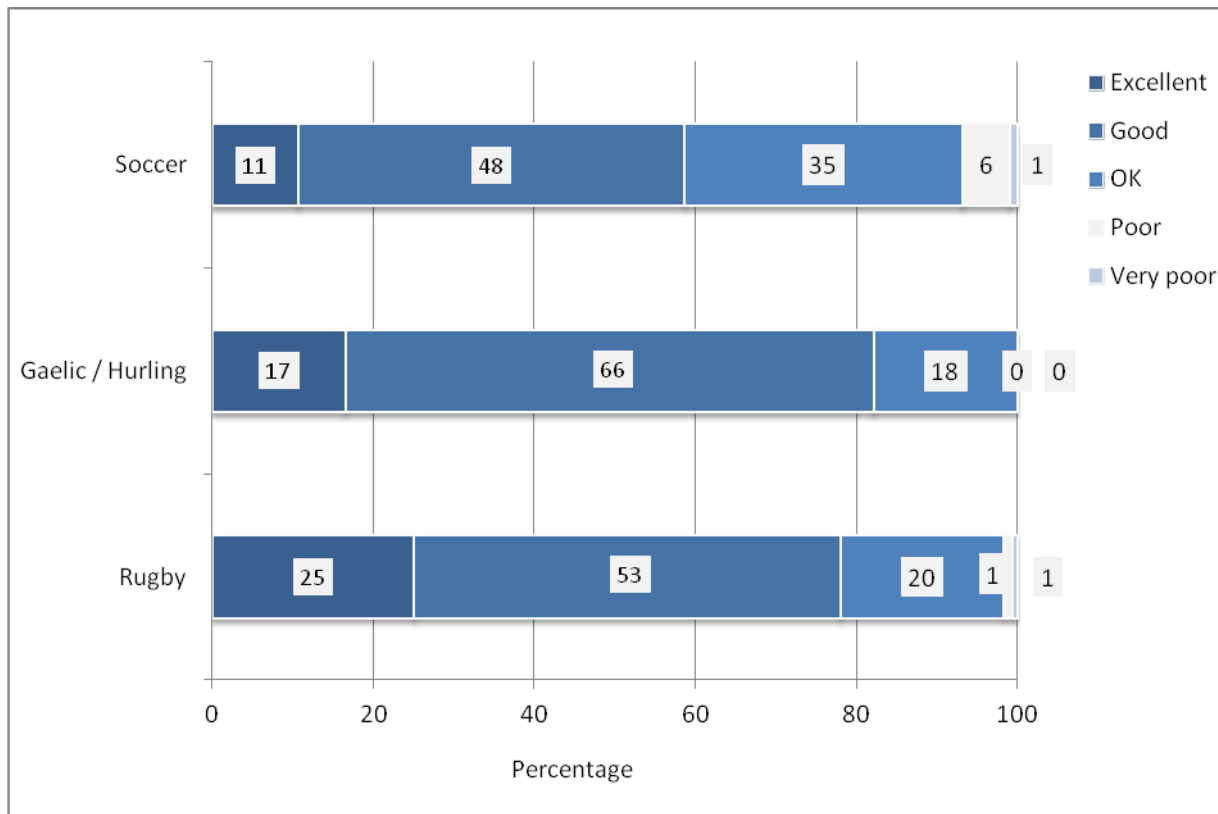


Spectator safety

Gaelic/ hurling spectators and rugby spectators were also more satisfied with attendance at live events in their respective sports in terms of spectator safety than soccer spectators. Eighty-two per cent of Gaelic/ hurling spectators and 78% of rugby spectators rated this aspect of spectating at a live event in their respective sports as either excellent or good, compared to 59% for soccer.

Seven per cent of soccer spectators cited spectator safety as being either poor or very poor whilst 2% of rugby spectators said the same. There were no Gaelic/ hurling spectators who gave ratings of poor or very poor in terms of spectator safety.

Figure 13 Spectator safety quality ratings for Gaelic/ Hurling, soccer and rugby live events in Northern Ireland within the last year.

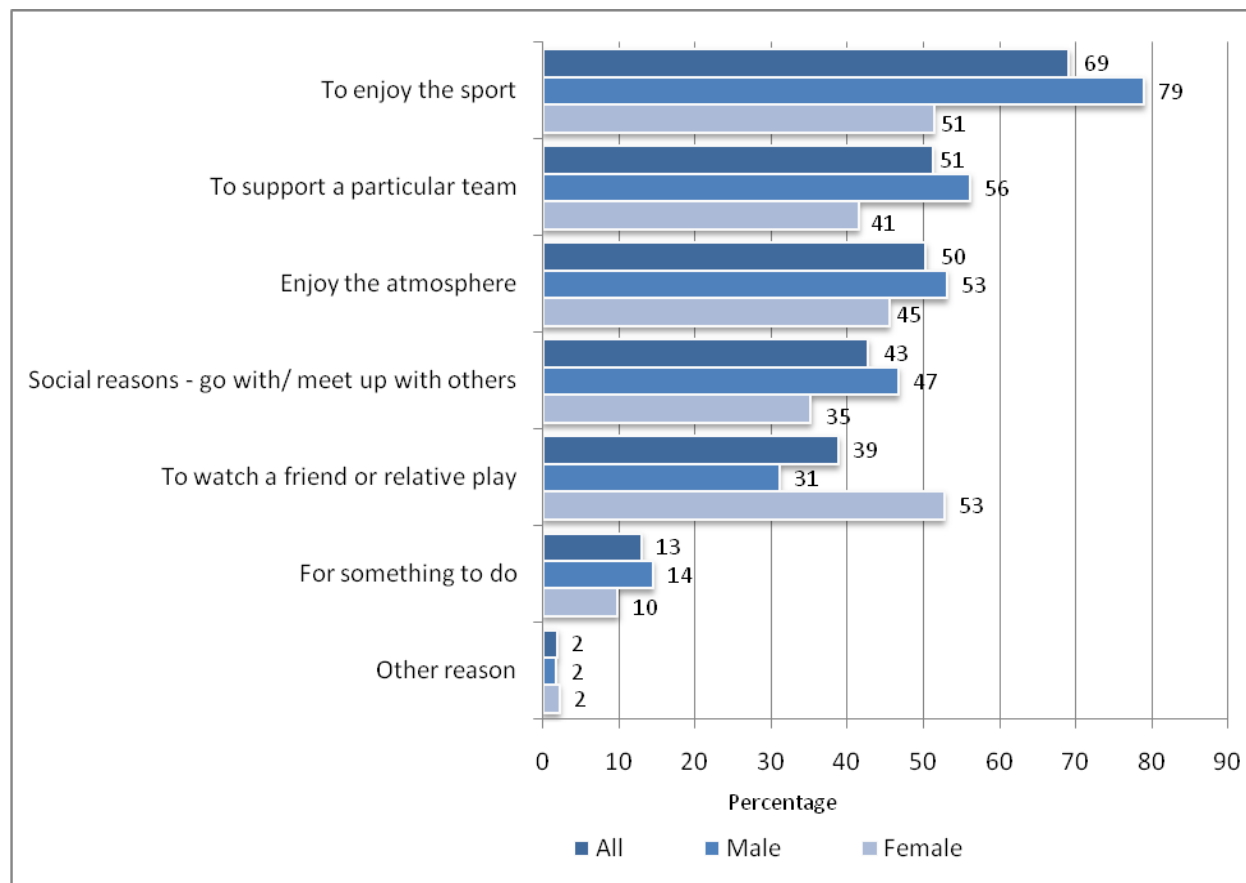


Reasons for going to watch sports

The top three reasons for having attended a live sporting event in Northern Ireland in the last year were “to enjoy the sport” (69%), “to support a particular team” (51%) and “to enjoy the atmosphere” (50%). These were also the top three reasons for males (Figure 11). For women, the most popular reason for having attended a live sporting event in Northern Ireland over the last year was “to watch a friend or relative play” (53%), followed by “to enjoy the sport” (51%) and “to enjoy the atmosphere” (45%).

Men were more likely to cite reasons such as “to enjoy the sport” (79% males; 51% females), “to support a particular team” (56% males; 41% females), “for social reasons/meeting up with others” (47% males; 35% females), “to enjoy the atmosphere” (males 53%; females 45%) and “for something to do” (males 14%; females 10%). On the other hand, women are more likely than men to cite “to watch a friend or relative play” as a reason for having attended a live sports event in Northern Ireland within the last year (males 31%; females 53%).

Figure 14 Reasons why people go to watch live sports events in Northern Ireland by sex

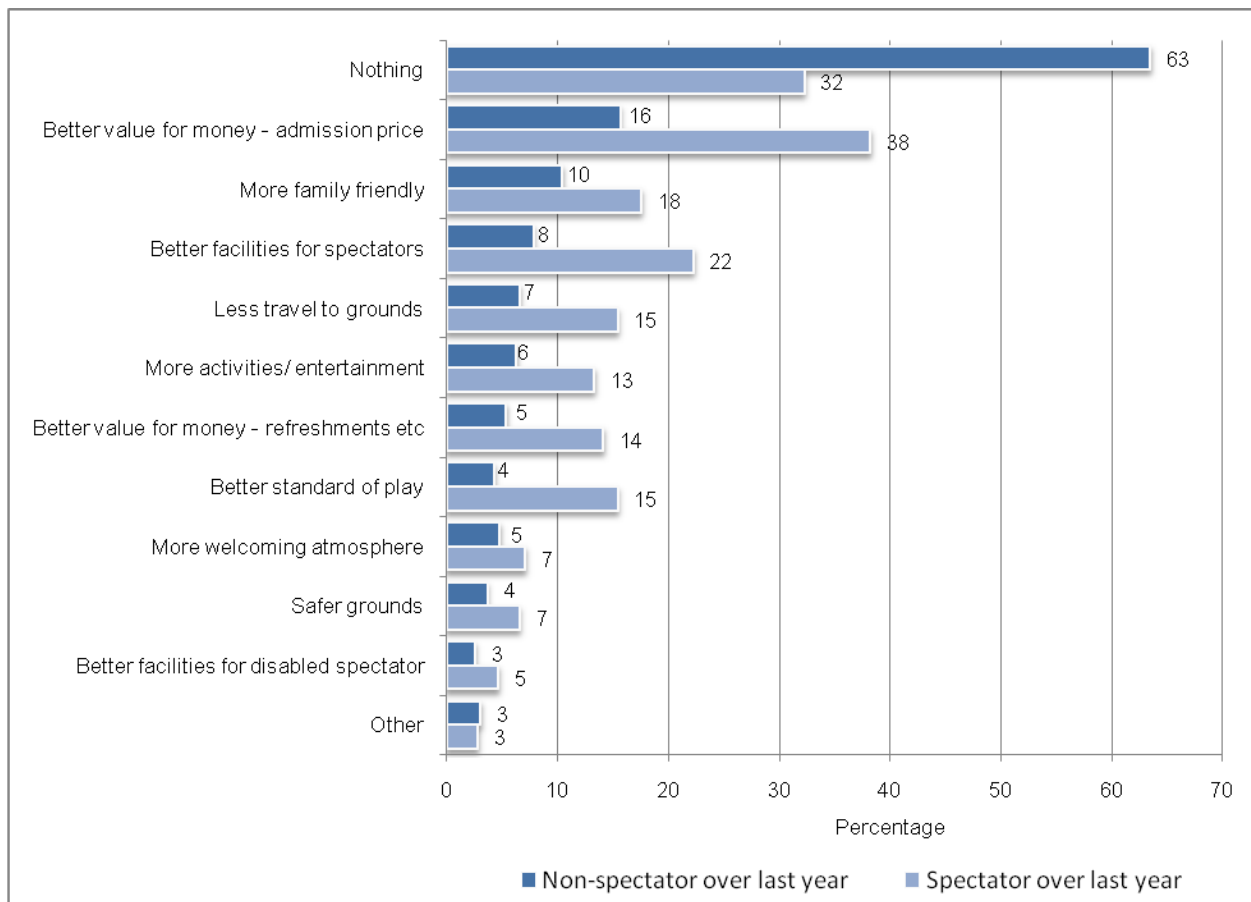


Factors that would encourage attendance

Notably, over half of respondents (54%) stated that there was nothing that would encourage them to watch a live sporting event or to watch more live sporting events in Northern Ireland. Women were more likely to state this than men (females 62%; males 46%). Just over one in five (22%) stated that better value for money (admission price) would be a factor that would encourage them to go to watch / watch more live sports events, with men more likely than women to state this (males 27%; females 17%).

Men were also more likely than women to give “better facilities for spectators” (17% males; 7% females), “better standard of play” (13% males; 2% females), “less travel to grounds” (12% males; 7% females), “more welcoming atmosphere” (7% males; 4% females) and “safer grounds” (6% males; 3% females) as factors that would encourage them to go to watch/ watch more live sports events in Northern Ireland.

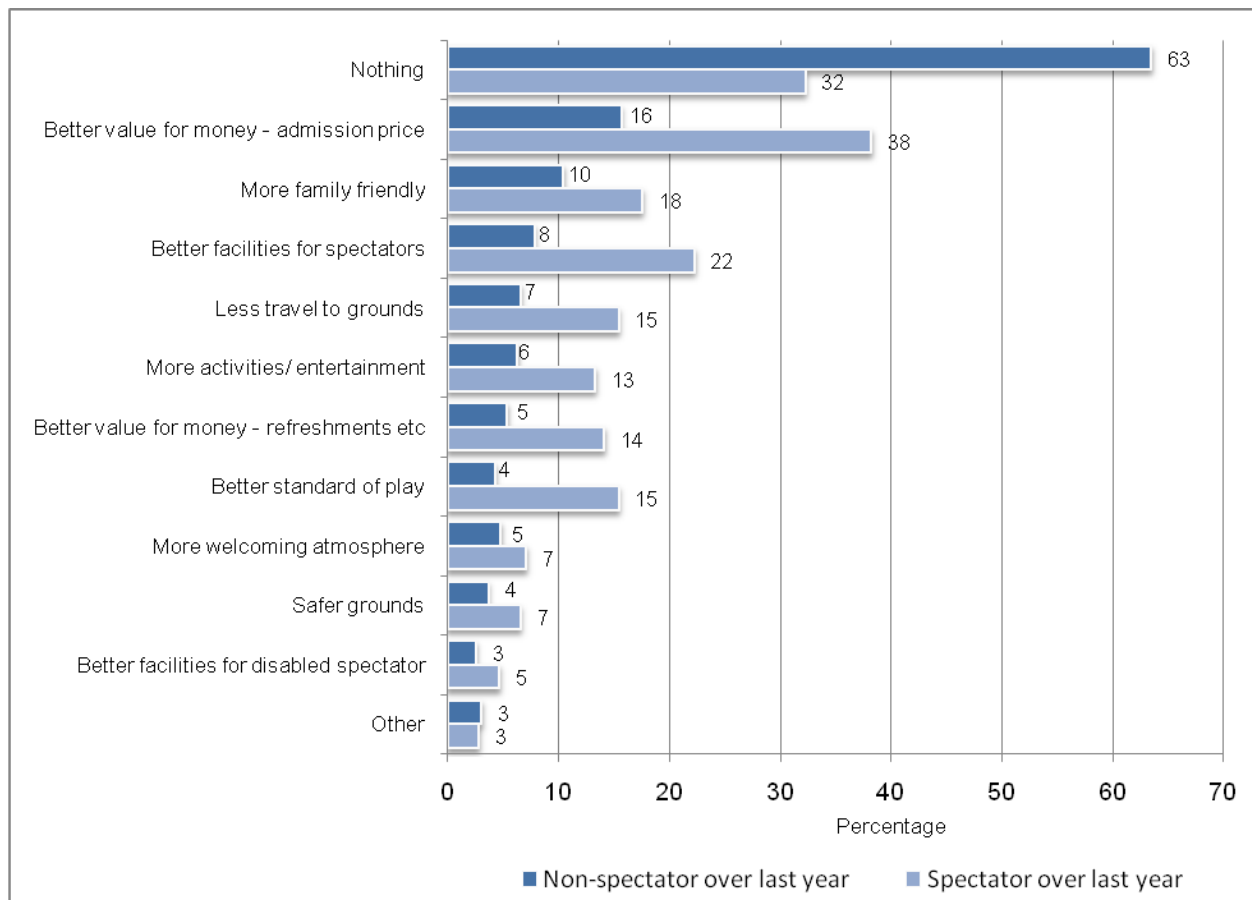
Figure 15 Factors that would encourage men and women to attend/ attend more live sports events in Northern Ireland



Less than 4 in every ten (37%) of respondents who had not watched a live sporting event in Northern Ireland in the last year (non-spectators) stated that they could be encouraged to attend a live sporting event in Northern Ireland by any of the reasons presented (63% stating that there was nothing that would encourage them). The top two incentives for non-spectators were “better value for money in terms of admission prices” (16%) and “more family friendly” (10%).

Of those who had spectated at a live sports event in Northern Ireland within the last year, nearly 7 in every ten (68%) gave at least one reason that would encourage them to watch more live sporting events in Northern Ireland. The most popular reasons given were “better value for money in terms of admission prices” (38%), “better facilities for spectators” (22%), “more family friendly” (18%), “better standard of play” (15%) and “less travel to grounds” (15%).

Figure 16 Factors that would encourage spectators/ non-spectators to go to/ go to more live sports events in Northern Ireland

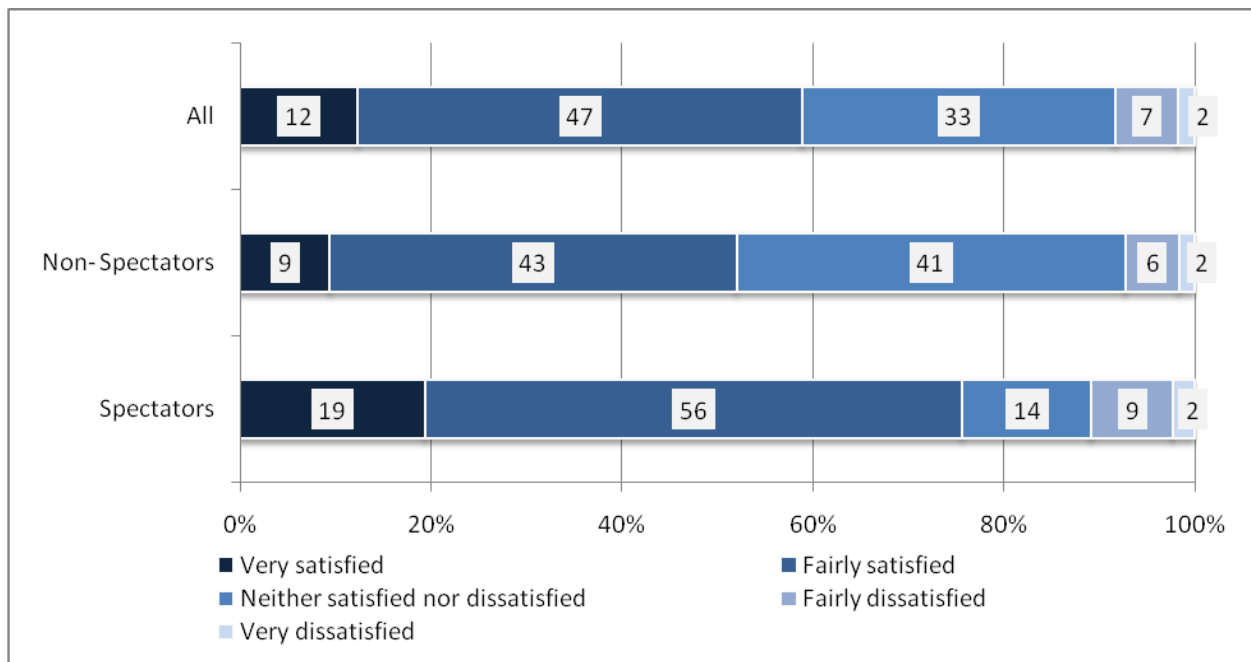


Satisfaction with sports provision

Some analysis was also performed comparing the sports provision satisfaction responses of those who had and those who had not attended a live sporting event in Northern Ireland in the previous year. Those who had not attended a live sporting event in Northern Ireland in the previous year were more indifferent, with 41% stating they were “neither satisfied nor dissatisfied” with sport provision in Northern Ireland compared to 14% of those who had attended a live sports event in Northern Ireland within the previous year.

Those who had spectated at a live sports event were more likely to be positive about sports provision in Northern Ireland, with over three-quarters (76%) stating they were either very or fairly satisfied with sports provision in Northern Ireland. This was compared to just over half (52%) of those who had not attended a live sporting event in Northern Ireland over the previous year. Interestingly, a greater proportion of the spectator population also stated that they were either fairly or very dissatisfied with sports provision in Northern Ireland (11%) compared to those who had not spectated at a live sports event in Northern Ireland over the last year (7%).

Figure 18 Satisfaction with sports provision by those who had and those who had not attended a live sports event in Northern Ireland over the previous year



Appendix 1 Technical notes

Continuous Household Survey

The Continuous Household Survey (CHS) is a Northern Ireland wide household survey administered by Central Survey Unit, Northern Ireland Statistics and Research Agency. The 2011/12 survey was based on a random sample of 4,500 domestic addresses drawn from the Land and Property Services list of addresses and interviews were sought with all adults aged 16 and over in these households.

DCAL places questions related to sport and physical recreation annually in CHS. The data derived from the CHS is used for various purposes: to monitor DCAL's Public Service Agreement targets, to help inform policy making, for equality monitoring and contributing to Northern Ireland wide strategies. The 2011/12 survey included additional questions on spectating at live sports events.

The findings reported in this bulletin are based on 3,690 responses from 2,776 households who answered the attendance at live sports events module. The questions relating to this section are included in Appendix 3.

Weighting the DCAL module of the Continuous Household Survey (CHS)

Analysis of the DCAL module of the CHS has been weighted for non-response for the first time in 2011/12. A chi square goodness-of-fit test showed that the CHS sample was not representative of the population by age and sex when compared with the Census 2011. As a result, three separate weights were produced for age, sex and age and sex combined.

Non-response weighting sometimes increases standard errors and sometimes decreases them, although the impact tends to be fairly small, i.e. the adjustment may be less or greater than 1, but will generally be reasonably close to 1. In the case of the DCAL module of CHS, the values of the adjustment for all three weighting systems are so close to one, it is not necessary to take account of this in the calculation of standard error and confidence intervals.

While weighting for non-response (also called post-stratification) should reduce bias, it must be acknowledged that it will not eliminate bias. The reasons individuals choose to take part

in surveys are complex and depend on lots of factors specific to the individual. As a result, the non-response biases in surveys are likely to be complex. Post-stratification works on the assumption that, by aligning the survey to the population along a small number of dimensions such as age and gender, many of these complex biases will reduce. However, it would be misleading to suggest that they will be eliminated.

Comparison with other countries

It is not possible to compare attendance at live sports events figures in Northern Ireland with other parts of the United Kingdom or with the Republic of Ireland because the methodologies used are different.

Statistical significance in this report

Any statements in this report regarding differences between groups such as males and females, different age groups, religion, etc., are statistically significant at the 95% confidence level. This means that we can be 95% confident that the differences between groups are actual differences and have not just arisen by chance. The base number has an effect on statistical significance. Therefore, on occasion, a difference between two groups may be statistically significant while the same difference in percentage points between two other groups may not be statistically significant if the base is smaller.

Northern Ireland Multiple Deprivation Measure, 2010

The data have been analysed by the multiple deprivation quintile of the Super Output Area (SOA) in which the respondents were living. This is estimated using the Northern Ireland Multiple Deprivation Measure 2010¹ which is a weighted combination of seven domains of deprivation. Rank 1 indicates the most deprived SOA, while rank 890 denotes the least deprived SOA. A quintile is the portion of a frequency distribution containing one fifth of the total sample. As the 890 SOAs are ranked from 1 to 890 in terms of Multiple Deprivation, the first quintile (the most deprived 20%) encompasses those living in the SOAs ranked 1 – 178 with the second most deprived quintile ranked 179 - 356 and so forth.

¹ Northern Ireland Multiple Deprivation Report 2010
Findings from the Continuous Household Survey 2011/12

Urban/ rural classification of Super Output Areas

The data have also been analysed by whether respondents are living in SOAs that have been categorised as either urban or rural as set out in the Statistical Classification and Delineation of Settlements report (2005)². This report classified each settlement in Northern Ireland into one of eight bands (A-H) and recommended that Government and other users should consider defining "urban" and "rural" areas in ways which are appropriate for different programmes and projects. In the absence of a programme-specific definition, Bands A-E can be defined as urban and Bands F-H as rural. This definition was applied in the analysis in this bulletin.

Other notes

The following should be noted when interpreting figures and tables:

- Percentages less than 0.5% are denoted by '0' and where there are no responses, they are denoted by '-'.
- Percentages may not add to 100% due to rounding.
- Percentages may not add to 100% for questions where multiple responses are allowed.
- Detailed tabulations are not provided where the number of respondents is too small to allow meaningful analysis.
- The base number of responses to each question, which is shown in each table, may vary due to some respondents not answering certain questions.

² Statistical Classification and Delineation of Settlements 2005 Report
Findings from the Continuous Household Survey 2011/12

Appendix 2 Data tables

Table 1 Spectating at live sports event in Northern Ireland within the previous 12 months

Profile of respondents	Percentage	Base
All	29	3,690
Male	38	1,608
Female	20	2,082
16-24	34	323
25-34	33	615
35-44	33	695
45-54	30	681
55-64	24	589
65 and over	18	787
Married/ Cohabiting	31	2,189
Single	32	828
Widowed	7	320
Separated/ Divorced	23	350
Catholic	31	1,461
Protestant	28	1,875
Other/ None	26	316
Has dependants	31	1,441
No dependants	27	2,245
Has limiting long standing illness	20	1,004
No limiting long standing illness	32	2,683
Living in 20% most deprived areas - Quintile 1	24	709
Quintile 2	29	757
Quintile 3	29	784
Quintile 4	30	740
Living in 20% least deprived areas - Quintile 5	33	700
Living in urban area	28	2,338
Living in rural area	31	1,341

Table 2a Type of sports watched at a live event in Northern Ireland within the last year including gender

	Percentage		
	All	Males	Females
Soccer	10	15	4
Gaelic	8	10	6
Rugby	6	9	4
Motorcycle Racing	2	4	1
Horse Racing	2	3	1
Hurling	2	2	1
Ice Hockey	2	1	2
Boxing	1	2	1
Hockey	1	1	1
Cricket	1	2	0
Golf	1	2	0
Rallying	1	1	1
Athletics	1	1	1
Greyhound Racing	1	1	0
Water Sports	1	1	1
Swimming	1	0	1
Bowls	1	1	1
Badminton	0	0	0
Other	3	3	3
Base	3,690	1,608	2,082

Percentages less than 0.5% are represented by '0' and no responses are represented by '-'.

Attendance at live sports events by adults in Northern Ireland

Table 2b Type of sports watched at a live event in Northern Ireland within the last year including community background

	Percentage		
	All	Catholics	Protestants
Soccer	10	8	11
Gaelic	8	20	0
Rugby	6	4	9
Motorcycle Racing	2	1	3
Horse Racing	2	3	1
Hurling	2	4	-
Ice Hockey	2	1	2
Boxing	1	2	1
Hockey	1	0	2
Cricket	1	0	2
Golf	1	1	1
Rallying	1	1	1
Athletics	1	1	1
Greyhound Racing	1	1	1
Water Sports	1	1	1
Swimming	1	0	1
Bowls	1	0	1
Badminton	0	0	0
Other	3	2	3
Base	3,690	1,461	1,875

Percentages less than 0.5% are represented by '0' and no responses are represented by '-'.

Table 3 Demographics of spectators of live soccer, Gaelic/ hurling and rugby events within the previous year in Northern Ireland

	Percentage			Base
	Soccer	Gaelic/ Hurling	Rugby	
All	10	9	6	3,690
Male	15	11	9	1,608
Female	4	7	4	2,082
16-24	13	12	8	323
25-34	10	11	6	615
35-44	10	12	6	695
45-54	11	8	8	681
55-64	7	6	6	589
65 and over	5	3	3	787
Married/ Cohabiting	10	10	7	2,189
Single	12	9	7	828
Widowed	2	2	1	320
Separated/ Divorced	8	6	4	350
Catholic	8	21	4	1,461
Protestant	11	0	9	1,875
Other/ None	9	2	6	316
Has dependants	11	10	6	1,441
No dependants	9	8	6	2,245
Have limiting long standing illness	7	5	3	1,004
No limiting long standing illness	11	10	7	2,683
Living in 20% most deprived areas - Quintile 1	9	7	2	709
Quintile 2	10	12	6	757
Quintile 3	8	11	6	784
Quintile 4	11	9	6	740
Living in 20% least deprived areas - Quintile 5	11	4	12	700
Living in urban area	11	6	7	2,338
Living in rural area	8	14	6	1,341

Percentages less than 0.5% are represented by '0' and no responses are represented by '-'.

Table 4 Frequency of soccer, Gaelic/ hurling and rugby spectating at live events in Northern Ireland

	Percentage		
	Soccer	Gaelic / Hurling	Rugby
At least once a week	20	26	11
At least once a month	21	34	26
Once every 2-3 months	28	22	24
Once or twice in the last year	32	19	39
Base	311	297	214

Table 5 Types of facility where soccer, Gaelic/ hurling or rugby live events are watched in Northern Ireland

	Percentage		
	Soccer	Gaelic / Hurling	Rugby
Stadium only	53	36	71
Playing field only	35	37	15
Both	12	27	14
Base	311	297	214

Table 6 Quality rating for value for money in attending soccer, Gaelic/ hurling or rugby live events in Northern Ireland

	Percentage		
	Soccer	Gaelic / Hurling	Rugby
Excellent	11	22	22
Good	47	47	55
OK	32	22	19
Poor	8	8	3
Very poor	2	0	1
Base	190	181	173

Percentages may not sum to 100% due to rounding.

Percentages less than 0.5% are denoted by '0'.

Table 7 Quality rating for convenience of venue in attending soccer, Gaelic/ hurling or rugby live events in Northern Ireland

	Percentage		
	Soccer	Gaelic / Hurling	Rugby
Excellent	18	19	22
Good	44	54	44
OK	29	22	25
Poor	8	4	8
Very poor	1	-	2
Base	195	182	178

Table 8 Quality rating for spectating facilities in attending soccer, Gaelic/ hurling or rugby live events in Northern Ireland

	Percentage		
	Soccer	Gaelic / Hurling	Rugby
Excellent	8	15	17
Good	34	58	53
OK	33	22	24
Poor	20	5	6
Very poor	4	-	1
Base	194	183	178

Table 9 Quality rating for spectator safety in attending soccer, Gaelic/ hurling or rugby live events in Northern Ireland

	Percentage		
	Soccer	Gaelic / Hurling	Rugby
Excellent	11	17	25
Good	48	66	53
OK	35	18	20
Poor	6	-	1
Very poor	1	-	1
Base	195	183	178

Percentages may not sum to 100% due to rounding.

Percentages less than 0.5% are represented by '0' and no responses are represented by '-'.

Table 10 Reasons for spectating at live events in Northern Ireland

	Percentage of those who had spectated		
	All	Male	Female
To enjoy the sport	69	79	51
To support a particular team	51	56	41
Enjoy the atmosphere	50	53	45
Social reasons - go with/ meet up with others	43	47	35
To watch a friend or relative play	39	31	53
For something to do	13	14	10
Other reason	2	2	2
Base	999	597	402

Table 11a Factors that would encourage attendance/ more attendance at live sports events in Northern Ireland

	Percentage		
	All	Male	Female
Nothing	54	46	62
Better value for money - admission price	22	27	17
More family friendly	12	12	13
Better facilities for spectators	12	17	7
Less travel to grounds	9	12	7
More activities/ entertainment	8	9	8
Better value for money - refreshments etc.	8	9	7
Better standard of play	7	13	2
More welcoming atmosphere	5	7	4
Safer grounds	4	6	3
Better facilities for disabled	3	4	3
Other	3	3	3
Total	3,688	1,606	2,082

Percentages may not sum to 100% due to multiple responses.

Attendance at live sports events by adults in Northern Ireland

**Table 11b Factors that would encourage spectating at live events in Northern Ireland –
Non - spectators**

	Percentage		
	All	Male	Female
Nothing	63	57	68
Better value for money - admission price	16	19	13
More family friendly	10	10	11
Better facilities for spectators	8	11	5
Less travel to grounds	7	8	5
More activities/ entertainment	6	6	7
Better value for money - refreshments etc.	5	6	5
Better standard of play	4	8	1
More welcoming atmosphere	5	7	3
Safer grounds	4	5	3
Better facilities for disabled	3	3	2
Other	3	3	3
Total	2,688	1,008	1,680

**Table 11c Factors that would encourage more spectating at live events in Northern Ireland -
Spectators**

	Percentage		
	All	Male	Female
Nothing	32	29	39
Better value for money - admission price	38	42	31
More family friendly	18	16	20
Better facilities for spectators	22	27	14
Less travel to grounds	15	17	12
More activities/ entertainment	13	15	11
Better value for money - refreshments etc.	14	14	13
Better standard of play	15	21	5
More welcoming atmosphere	7	8	5
Safer grounds	7	8	4
Better facilities for disabled	5	5	4
Other	3	2	4
Total	1,000	598	402

Percentages may not sum to 100% due to multiple responses.

Table 12a Satisfaction with sports provision in Northern Ireland

Profile of respondent	Percentage					Base
	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	
All	12	47	33	7	2	3,609
Male	14	49	27	7	3	1,586
Female	10	45	38	6	1	2,023
16-24	16	48	31	4	1	320
25-34	14	46	30	7	3	607
35-44	11	45	33	8	3	680
45-54	10	48	32	9	2	672
55-64	13	48	32	6	1	573
65 and over	11	46	38	4	1	757
Married/ Cohabiting	11	47	32	7	2	2,156
Single	15	50	28	5	1	811
Widowed	9	33	52	5	1	301
Separated/ Divorced	12	43	35	9	1	338
Catholic	14	48	31	6	1	1,429
Protestant	11	48	33	7	2	1,833
Other/ None	13	34	39	10	4	310
Has dependants	11	45	32	8	2	1,418
No dependants	13	47	33	5	1	2,188
Have limiting long standing illness	10	46	35	7	2	976
No limiting long standing illness	13	47	32	6	2	2,631
Living in 20% most deprived areas- Quintile 1	12	47	32	6	3	677
Living in 20% least deprived areas- Quintile 5	13	46	32	7	2	685
Living in urban area	12	46	32	7	2	2,271
Living in rural area	12	48	34	5	1	1,327

Percentages may not sum to 100% due to rounding.

Table 12b Satisfaction with sports provision in Northern Ireland by those who had not attended a live sports event in Northern Ireland within the previous year

Profile of respondent	Percentage					Base
	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	
All	9	43	41	6	2	2,610
Male	11	44	35	6	3	989
Female	8	42	44	5	1	1,621
16-24	9	44	41	4	2	213
25-34	13	42	38	5	2	409
35-44	9	41	41	6	2	452
45-54	8	44	39	8	1	473
55-64	9	45	38	6	2	439
65 and over	10	42	44	4	1	624
Married/ Cohabiting	9	43	40	6	2	1,503
Single	10	47	37	4	1	569
Widowed	8	30	56	5	1	277
Separated/ Divorced	8	42	40	9	1	261
Catholic	11	43	40	5	1	1,003
Protestant	8	44	41	6	1	1,344
Other/ None	13	34	41	8	4	233
Has dependants	10	40	41	7	2	981
No dependants	9	44	41	5	1	1,628
Has limiting long standing illness	8	43	40	7	2	779
No limiting long standing illness	10	42	41	5	2	1,830
Living in 20% most deprived areas- Quintile 1	10	44	37	6	3	522
Living in 20% least deprived areas- Quintile 5	10	43	39	6	2	464
Living in urban area	10	42	39	7	2	1,662
Living in rural area	8	43	44	4	1	942

Table 12c Satisfaction with sports provision in Northern Ireland by those who had attended a live sports event in Northern Ireland within the previous year

Profile of respondent	Percentage					Base
	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	
All	19	56	14	9	2	999
Male	20	56	13	9	3	597
Female	18	57	15	7	2	402
16-24	29	55	11	5	-	107
25-34	17	55	15	9	4	198
35-44	16	53	16	11	4	228
45-54	14	56	16	11	2	199
55-64	24	60	10	5	1	134
65 and over	17	64	9	7	3	133
Married/ Cohabiting	16	57	14	10	3	653
Single	25	56	11	7	2	242
Catholic	20	60	11	7	1	426
Protestant	19	57	12	9	2	489
Has dependants	16	56	14	11	3	437
No dependants	22	56	13	7	2	560
Has limiting long standing illness	16	57	15	9	2	197
No limiting long standing illness	20	56	13	8	2	801
Living in 20% most deprived areas- Quintile 1	16	59	15	7	3	155
Living in 20% least deprived areas- Quintile 5	18	52	18	8	4	221
Living in urban area	18	55	16	9	3	609
Living in rural area	22	59	9	8	2	385

Appendix 3 Survey questions

[SPECT1]

In the last 12 months, that is since ^last12mth, have you been to any live organised sporting event in Northern Ireland as a spectator?

This includes watching sport of any standard and could have taken place at a stadium, a sports ground, playing fields, an indoor facility or an outdoor course.

1. Yes
2. No

[SPECT2] SHOWCARD 15 (LIVE EVENTS ATTENDED - 2 PAGES)

Which sports have you watched as live events?

CODE ALL THAT APPLY

- | | |
|---------------------|-----------------------|
| 1. Athletics | 10. Hockey |
| 2. Badminton | 11. Hurling |
| 3. Bowls | 12. Ice Hockey |
| 4. Boxing | 13. Motorcycle Racing |
| 5. Cricket | 14. Rallying |
| 6. Gaelic | 15. Rugby |
| 7. Golf | 16. Soccer |
| 8. Greyhound Racing | 17. Swimming |
| 9. Horse Racing | 18. Water Sports |
| | 19. Other |

[SPECT3A]

How often do you watch Gaelic or hurling in Northern Ireland?

1. At least once a week
2. At least once a month
3. Once every 2-3 months
4. Once or twice in the last year

[SPECT4A]

Where do you watch Gaelic or hurling? By sports ground we mean a dedicated outdoor sports venue which is accessed through a gate or similar entrance.

1. Stadium or Sports Ground
2. Playing field

[SPECT5A]

Overall, when you go to watch Gaelic or hurling at a sports ground or stadium in Northern Ireland, how do you rate the experience at the venue in terms of...

...value for money?

- | | |
|--------------|-------------------|
| 1. Excellent | 4. Poor |
| 2. Good | 5. Very poor |
| 3. OK | 6. Not applicable |

[SPECT5B] ...convenience to get to?

[SPECT5C] ...quality of spectating facilities?

[SPECT5D] ...spectator safety at the venue?

Then loop through for rugby, then soccer. (If present in SPECT2)

[SPECT6] SHOWCARD 16 (WHY WATCH SPORT)

Why do you go to watch sports events?

- | | |
|---------------------------------------|--|
| 1. To enjoy the sport | 4. Social reasons - go with/ meet up with others |
| 2. To support a particular team | 5. Enjoy the atmosphere |
| 3. To watch a friend or relative play | 6. For something to do |
| | 7. Other reason |

[SPECT7] SHOWCARD 17 (ENCOURAGE WATCHING OF SPORT)

Looking at the showcard could you tell me what, if anything, would encourage you to go to watch more sports events?

- | | |
|--|---|
| 1. Better value for money - admission prices | 7. More welcoming atmosphere |
| 2. Better value for money - refreshments etc | 8. More family friendly |
| 3. Less travel to grounds | 9. Better standard of play |
| 4. Better facilities for spectators | 10. More activities/ entertainment as well as the sport |
| 5. Safer grounds | 11. Other |
| 6. Better facilities for disabled spectators | 12. Nothing |

[SPECT8]

Please specify other

[SPSATIS]

Overall, how satisfied are you with sports provision in Northern Ireland?

- | | |
|---------------------------------------|------------------------|
| 1. Very satisfied | 4. Fairly dissatisfied |
| 2. Fairly satisfied | 5. Very dissatisfied |
| 3. Neither satisfied nor dissatisfied | |