



The Guide to...Football (June 2010)

- Soccer generates more interest than any other team sport in Ireland. 39% of adults are interested in soccer, 37% are interested in Gaelic Football and 27% are interested in rugby union.
- Soccer is also the most popular participation sport with 6% of adults playing regularly - equivalent to 230,000 regular players.
- Almost a third of adults watch soccer on TV, 15% read about it in the papers and 6% access soccer-related content online. For rugby (union) the figures are 25%, 11% and 4% respectively.
- However, Gaelic Football is more popular at the turnstile. 12% of adults paid to watch Gaelic Football at a venue - only 7% paid to watch soccer.
- Gaelic Football is most popular in the South East, where 16% of residents paid to watch it at a venue, and the South West (15%). Soccer is most popular in Dublin, where 8% paid to watch it. Soccer participation is also highest in Dublin where 8% of adults play regularly.
- Gaelic Football has a larger club membership. 570,000 adults belong to a GAA club, 260,000 belong to a golf club, 200,000 belong to a soccer club and 125,000 to a rugby club.
- Half of adults watch live sport on TV in pubs or bars. 290,000 (8%) watch soccer at the pub once a week or more often. 150,000 watch Gaelic Football at the pub on a weekly basis.
- The UEFA Champions League continues to gain in popularity. 31% of adults specially choose to watch it, up from 25% in 2007. Men account for 84% of those who specially choose to watch, and the Champions League is most popular with the 25-34 age group.
- 40% of adults always notice the pitch-side advertising at soccer matches and sporting events.
- People who paid to watch soccer at a venue are 40% more likely to read the financial pages of their newspaper and 37% more likely to agree they 'tend to' buy from companies that sponsor sports events and teams.

Base: All adults 15+ Source: Republic of Ireland TGI 2009