UEFA National Association Research

Slovak Football Association (SFZ)

April 2019
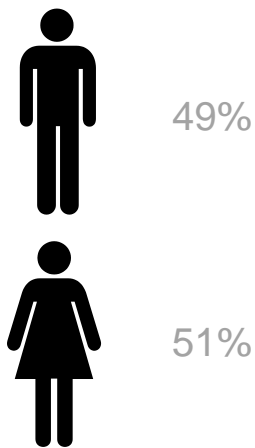
Executive Summary

🎯 Objectives	🔄 Methodology
• To get an overview of the attitudes towards football in Slovakia (including the national association, the national team, women's football, domestic competitions and grassroots) • To get a clear picture on how football ranks compared to other sports and entities • To understand the reasons for the current status of football in Slovakia • To identify areas to be addressed in future organisational planning in order to improve the image of football in Slovakia	• 20 mins survey • 1000 interviews • Interviews conducted in Slovakian • Conducted online • Fieldwork period: 22nd March – 2nd April 2019 • Fieldwork period: 28th January – 2nd February 2016

Sampling

Gender	Age	Region

Gender

49%

51%

Age

18-24	15%
25-34	24%
35-44	21%
45-54	20%
55+	20%

Region

Košický	15%
Prešovský	15%
Nitriansky	13%
Žilinský	13%
Banskobystrický	12%
Bratislavský	11%
Trenčiansky	11%
Trnavský	10%
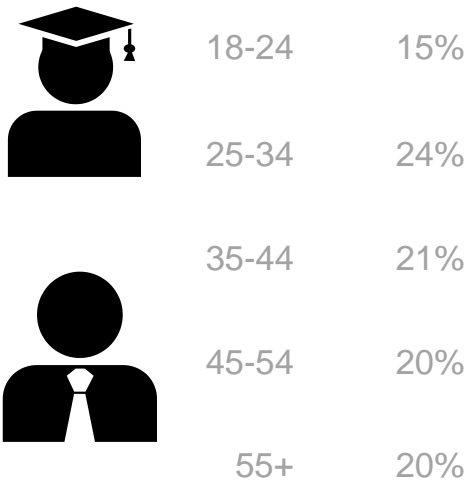
Nationally representative sample of the 18+ population based on age, gender and region

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Summary of key points

Sports interest & football following	Football participation	Women's football	Image	Engagement
• Football ranked #2 and stable since 2016 • Overall football interest on par with European benchmark, though less engaged following • National team football generates higher interest than domestic league, but gap is closing	• Sits behind individual sports amongst adults • Is the most popular sport amongst children • Emphasising social and fitness side of game & developing new formats could encourage more adult participation	• Ranked #12 for interest • "sport for men" perception • Lack of media coverage and local teams a hindrance • If growing women's football is a SFZ priority, it needs both Marketing / Comms as well as Grassroots working on a strategy	• SFZ image has improved since 2016 • Still room for improvement, as there is a lack of understanding of the role of the SFZ • Need to better promote SFZ's role outside the national team, in areas such as grassroots football	• Website & Facebook page the strongest communication channels for the SFZ • Opportunity to utilise these to better promote SFZ's initiatives • Media partnerships remain essential as many people use non-SFZ channels (e.g. Dennik Sport)

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Sports Interest

Sports interest (%)

Top sports followed

		2016	2019	Benchmark Dec-18
#1	Ice Hockey	65	66	12
#2	Football / Soccer	48	48	48
#3	Cycling	45	44	13
#3	Skiing	36	44	14
#5	Tennis	39	34	23

Average no. of sports followed: **5.0** | **4.7** | **3.8**

Conversion to top sport

Ice Hockey: 41 / 42 / 33
Football / Soccer: 31 / 35 / 56
Cycling: 18 / 18 / 15
Skiing: 16 / 9 / 7
Tennis: 12 / 12 / 17

Top sports ranked

#1 #2 #3

Ice Hockey: 27 | 18 | 10 — 27 | 21 | 8 — 4 | 3 | 2
Football / Soccer: 15 | 14 | 6 — 17 | 13 | 6 — 27 | 9 | 5
Cycling: 8 | 9 | 8 — 8 | 7 | 10 — 2 | 2 | 2
Skiing: 7 | 8 | 10 — 3 | 6 | 6 — 1 | 1
Tennis: 4 | 5 | 7 — 5 | 6 | 9 — 4 | 5 | 5

■ 2016 ■ 2019 ■ Benchmark Dec-18

*Sport following is defined as *"anything from supporting a team / player through to watching the sport on TV, reading about in newspapers or online"*

S1: Which of these sports do you follow?
S2: Which of the following sports are your favourite? Please rank your top 3 sports in order of preference.
Base: All respondents 2019 (1001), 2016 (1002), Benchmark Dec-18 (49584)

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Types of men's football fan (%)

	I have no interest in football at all	I'm a football fan but don't personally attend matches	I'm a football fan and tend to watch on TV but occasionally attend matches	I don't support a football team but get more interested around major tournaments or matches	I'm a football fan and regularly attend matches
2019	32	22	21	20	5
Benchmark Dec-18	24	20	23	23	10

■2016 ■2019 ■Benchmark Dec-18

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S3: Which of these statements best describes you?
Base: All respondents 2019 (1001), Benchmark Dec-18 (6011).

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Competition interest – adult population (%)

Competition	2016	2019	Benchmark Dec-18
UEFA Champions League	47	42	44
UEFA EURO 2020	46	47	45
UEFA Europa League	41	39	40
FIFA World Cup Russia 2018	37	47	50
Premier League	36	30	32
UEFA Nations League	*New code added in 2018*	34	32
Fortuna Liga	34	29	29
European Qualifiers	*New code added in 2018*	31	34
Bundesliga	25	24	21
LaLiga	25	26	23
Slovnaft Cup	24	24	27
Serie A	21	20	21
Q Liga	*New code added in 2018*	13	*No benchmark data*
UEFA Women's Euro	*New code added in 2018*	12	15
Women's World Cup France 2019	*New code added in 2018*	11	17
I. liga ženy	10	5	14
Slovenský Futsal	*New code added in 2018*	9	*No benchmark data*

■ 2016   ■ 2019   ■ Benchmark Dec-18

F2: Are you aware of or interested in this football competition?
Base: All respondents: 2019 (1001), 2016 (1002), Benchmark Dec-18 (48583)

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Competition interest – football fans (%)

Legend: 2016 | 2019 | Benchmark Dec-18

Data by competition:

- UEFA Champions League: 83, 78, 79
- UEFA EURO 2020: 79, 84, 79
- UEFA Europa League: 74, 72, 72
- Premier League: 66, 57, 58
- FIFA World Cup Russia 2018: 65, 83, 84
- UEFA Nations League: 62, *New code added in 2018*, 54
- Fortuna Liga: 62, 54, 53
- European Qualifiers: 59, *New code added in 2018*, 57
- Bundesliga: 48, 46, 39
- LaLiga: 47, 50, 44
- Slovnaft Cup: 45, 43, 49
- Serie A: 39, 40, 38
- QLIGA: 22, *New code added in 2018 / No benchmark data*
- UEFA Women's EURO: 20, *New code added in 2018*, 23
- FIFA Women's World Cup France 2019: 19, *New code added in 2018*, 27
- Slovensky Futsal: 16, *New code added in 2018 / No benchmark data*
- I. liga ženy: 15, 7, 23

F2: Are you aware of or interested in this football competition?
Base: Football fans: 2019 (465), 2016 (454), Benchmark Dec-18 (23785)

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Favourite domestic club (%)

Club	%
SLOVAN BRATISLAVA	15
MŠK ŽILINA	13
FC SPARTAK TRNAVA	10
MFK ZEMPLÍN MICHALOVCE	8
FUTBALOVÝ KLUB TRENČÍN	5
FC NITRA	4
FC DAC	3
MFK RUŽOMBEROK	2
FK ŽELEZIARNE PODBREZOVÁ	2
ŠKF SERED	1
FC ViOn	1
FUTBALOVÝ KLUB SENICA	1
Others	2

F5: Which of these clubs is your favourite?
Base: Football fans (465)

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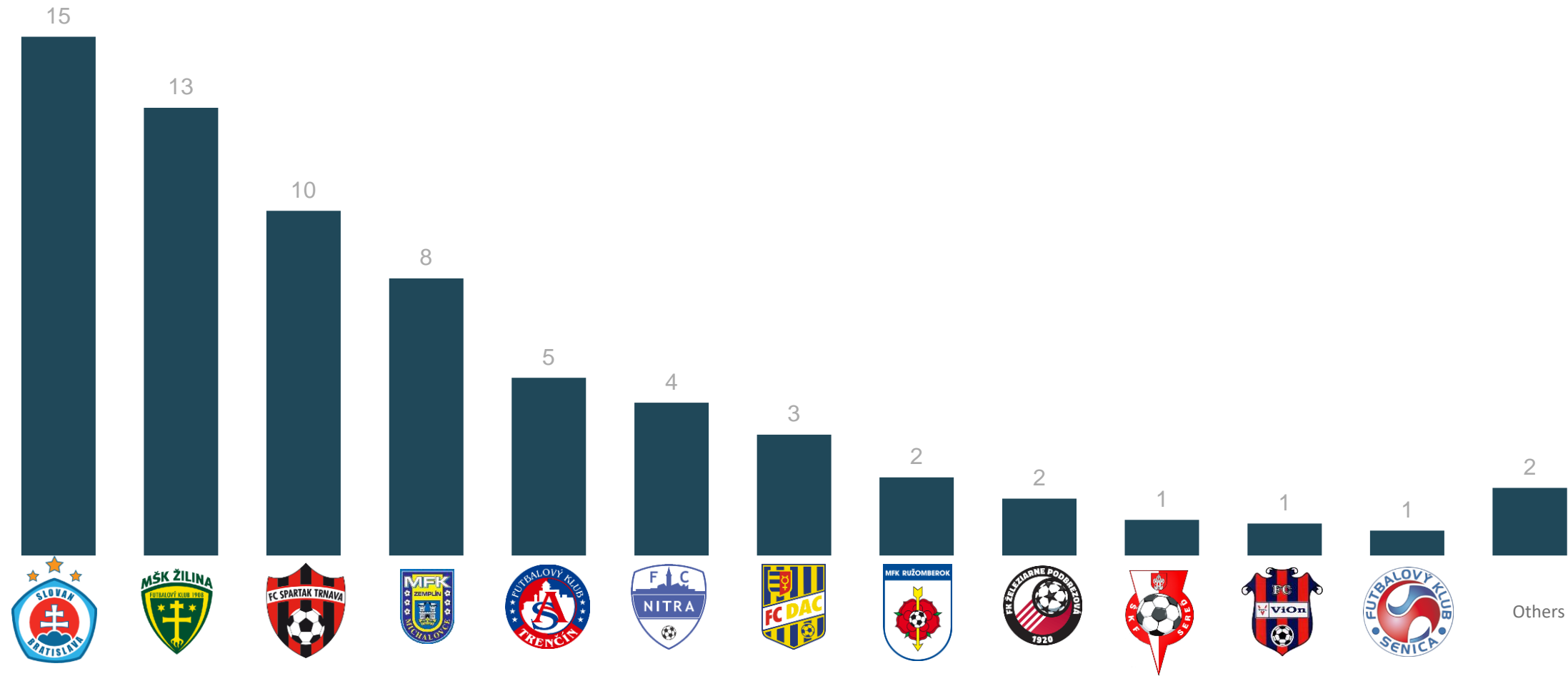
Reasons for lack of interest in the 1. slovenská liga – football fans (%)

54 52
37
27
15 10
13 15
10 22
6 15
2 3
11 11

The quality of football is poor | I don't support a team in this league | There is no team close to my home town that I can support | Football matches are not family friendly | It's too predictable | There's a lack of coverage | Other | None of these

■ 2019   ■ Benchmark Dec-18

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Club Football Attendance (%)

I. liga ženy

FORTUNA LIGA

	Most games	Some games	A few games	None
2019	7	15	23	56
Benchmark Dec-18	7	15	20	59

SLOVNAFT CUP 2018-2019

	Most games	Some games	A few games	None
2019	3	11	22	65
Benchmark Dec-18	5	11	17	67

I. liga ženy

	Most games	Some games	A few games	None
2019	2	5	9	84
Benchmark Dec-18	3	5	6	86

■ 2019   ■ Benchmark Dec-18

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F14A: How many live matches do you attend per season for each competition?
Base: Football fans 2019 (465), Benchmark Dec-18 (2661)

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Reasons for not attending club team matches (%)
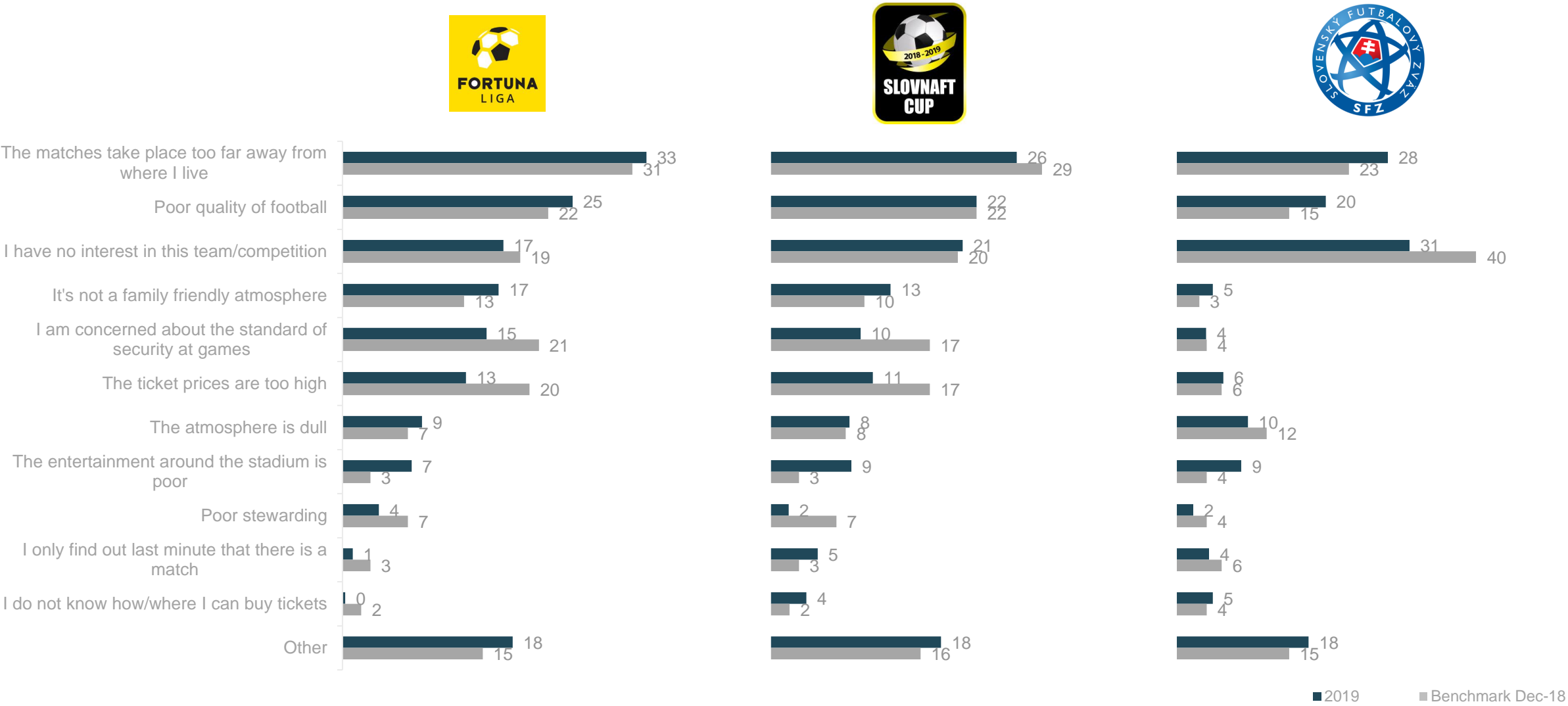
I. liga ženy

Reason	FORTUNA LIGA 2019	FORTUNA LIGA Benchmark Dec-18	SLOVNAFT CUP 2019	SLOVNAFT CUP Benchmark Dec-18	I. liga ženy 2019	I. liga ženy Benchmark Dec-18
The matches take place too far away from where I live	33	31	26	29	28	23
Poor quality of football	25	22	22	22	20	15
I have no interest in this team/competition	17	19	21	20	31	40
It's not a family friendly atmosphere	17	13	13	10	5	3
I am concerned about the standard of security at games	15	21	10	17	4	4
The ticket prices are too high	13	20	11	17	6	6
The atmosphere is dull	9	7	8	8	10	12
The entertainment around the stadium is poor	7	3	9	3	9	4
Poor stewarding	4	7	2	7	2	4
I only find out last minute that there is a match	1	3	5	3	4	6
I do not know how/where I can buy tickets	0	2	4	2	5	4
Other	18	15	18	16	18	15

■2019 ■Benchmark Dec-18

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Imagery of domestic competitions – adult population (%)
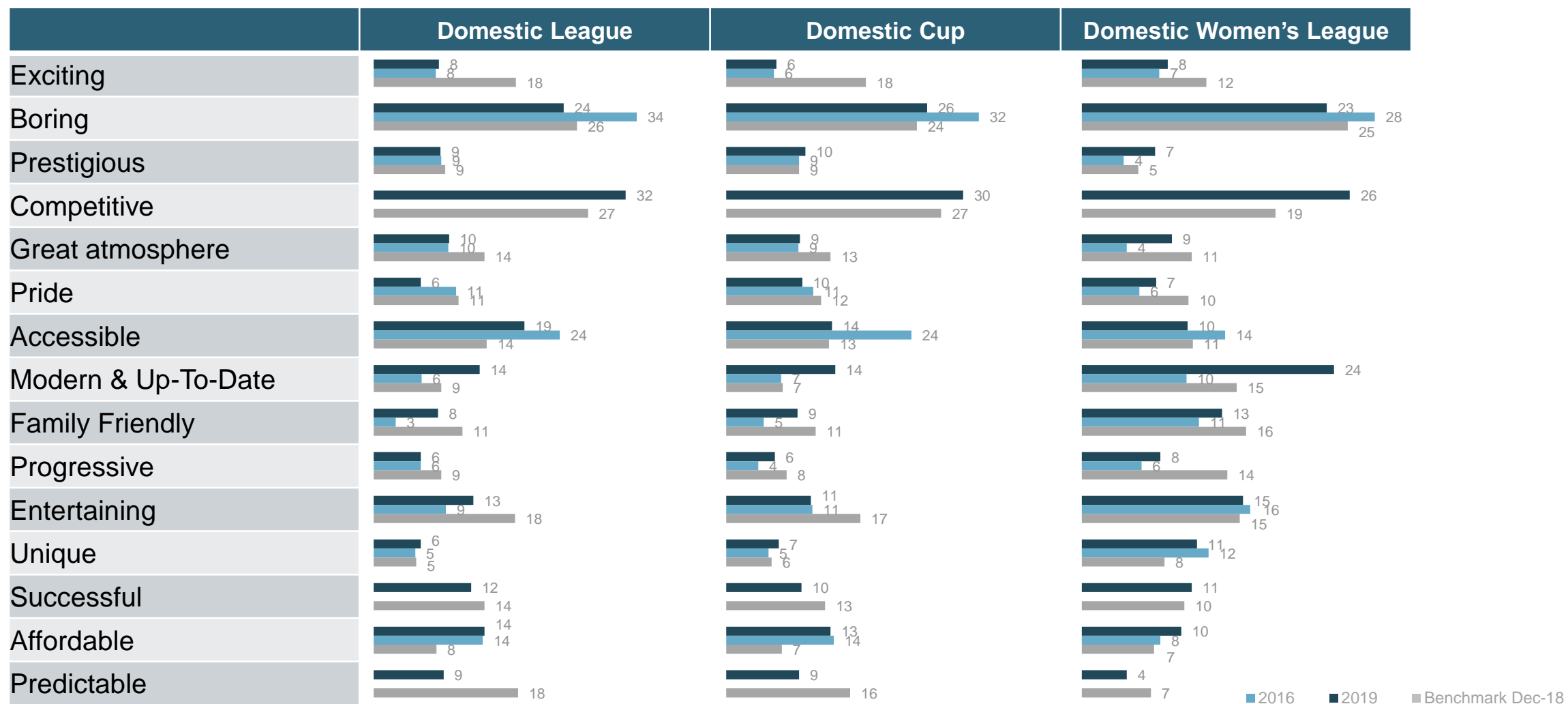
	Domestic League	Domestic Cup	Domestic Women's League
Exciting	8 / 8 / 18	6 / 6 / 18	8 / 7 / 12
Boring	24 / 34 / 26	26 / 32 / 24	23 / 28 / 25
Prestigious	9 / 9	10 / 9	7 / 4 / 5
Competitive	32 / 27	30 / 27	26 / 19
Great atmosphere	10 / 10 / 14	9 / 9 / 13	9 / 4 / 11
Pride	6 / 11 / 11	10 / 11 / 12	7 / 6 / 10
Accessible	19 / 24 / 14	14 / 24 / 13	10 / 14 / 11
Modern & Up-To-Date	14 / 6 / 9	14 / 7 / 7	24 / 10 / 15
Family Friendly	8 / 3 / 11	9 / 5 / 11	13 / 11 / 16
Progressive	6 / 6 / 9	6 / 4 / 8	8 / 6 / 14
Entertaining	13 / 9 / 18	11 / 11 / 17	15 / 16 / 15
Unique	6 / 5 / 5	7 / 5 / 6	11 / 12 / 8
Successful	12 / 14	10 / 13	11 / 10
Affordable	14 / 14 / 8	13 / 14 / 7	10 / 8 / 7
Predictable	9 / 18	9 / 16	4 / 7

■ 2016   ■ 2019   ■ Benchmark Dec-18

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Imagery of domestic competitions – football fans (%)
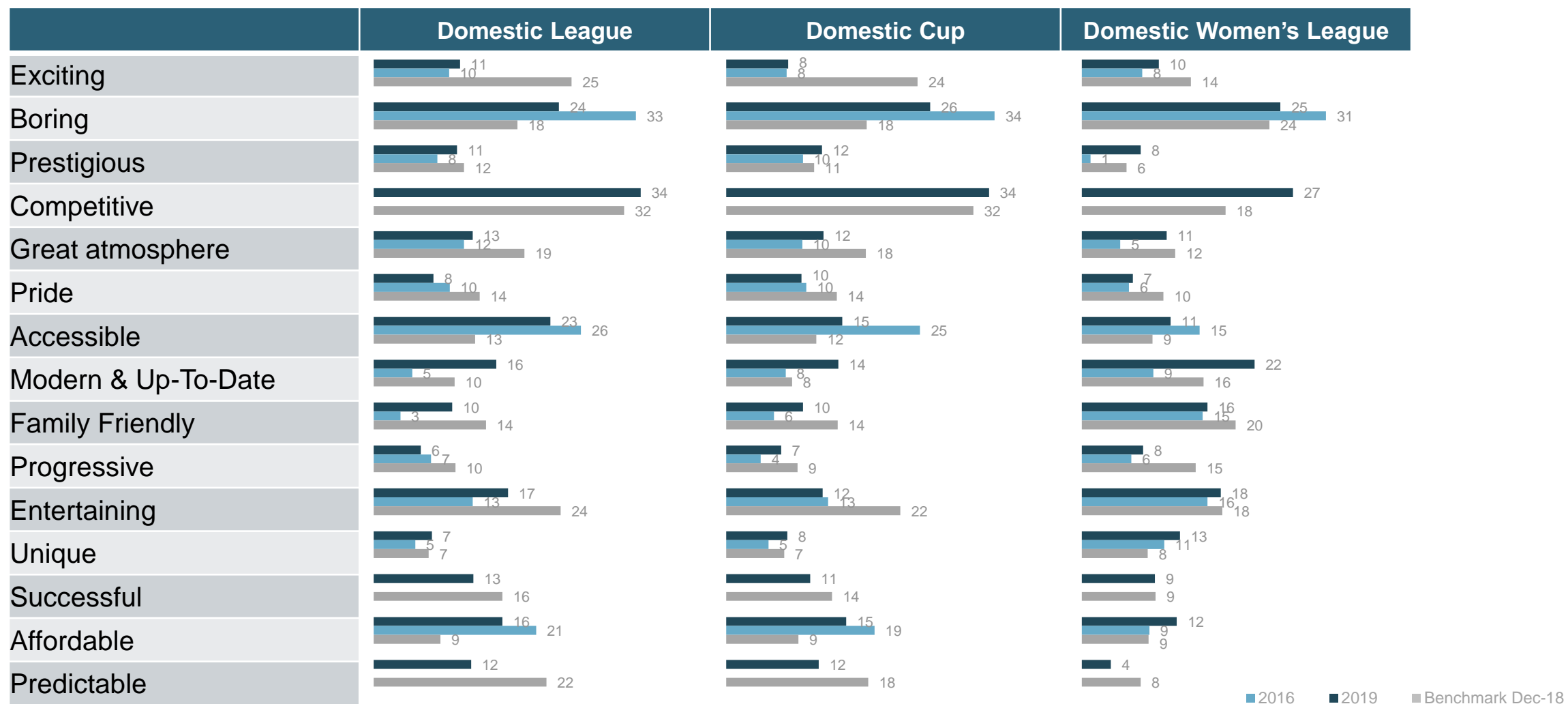
	Domestic League			Domestic Cup			Domestic Women's League		
Exciting	11	10	25	8	8	24	10	8	14
Boring	24	33	18	26	34	18	25	31	24
Prestigious	11	8	12	12	10	11	8	1	6
Competitive	34		32	34		32	27		18
Great atmosphere	13	12	19	12	10	18	11	5	12
Pride	8	10	14	10	10	14	7	6	10
Accessible	23	26	13	15	25	12	11	15	9
Modern & Up-To-Date	16	5	10	14	8	8	22	9	16
Family Friendly	10	3	14	10	6	14	16	15	20
Progressive	6	7	10	7	4	9	8	6	15
Entertaining	17	13	24	12	13	22	18	16	18
Unique	7	5	7	8	5	7	13	11	8
Successful	13		16	11		14	9		9
Affordable	16	21	9	15	19	9	12	9	9
Predictable	12		22	12		18	4		8

■ 2016   ■ 2019   ■ Benchmark Dec-18

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Club and national team following (%)

I am a supporter of…

	The national team	A club outside my home country	A domestic football club
2016	60	26	42
2019	57	22	29
Benchmark Dec-18	68	33	45

■2016 ■2019 ■Benchmark Dec-18

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Club vs. country (%)

40   52   39

"My **national team** is the most important thing to me as a football fan"

Top 2 box

- -

"My **club team** is the most important thing to me as a football fan"

Bottom 2 box

24   36   39

■ 2016   ■ 2019   ■ Benchmark Dec-18

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F11: What's more important to you, national team football or club football?
Base: 2019 Football fans (465); 2016 Football fans (454); Benchmark Dec-18 Football fans who follow a club and national team (1649)

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National team interest (%)

Reasons for lack of interest in national teams – football fans (%)

Men's team

Reason	2019	Benchmark Dec-18
The quality of football is poor	24	33
They are not successful on the pitch	16	28
I don't like the players	15	13
The players are not good role models	14	10
I am interested in a national team from another country	10	23
There's a lack of coverage	9	16
I am not interested in international football	6	10
Others	2	5
None of these	32	10

Women's team

Reason	2019	Benchmark Dec-18
The quality of football is poor	33	33
They are not successful on the pitch	10	12
I don't like the players	4	5
The players are not good role models	5	3
I am interested in a national team from another country	2	5
There's a lack of coverage	35	43
I am not interested in international football	5	6
Others	4	4
None of these	23	17

Youth teams

Reason	2019	Benchmark Dec-18
The quality of football is poor	28	21
They are not successful on the pitch	11	10
I don't like the players	7	5
The players are not good role models	8	4
I am interested in a national team from another country	3	7
There's a lack of coverage	29	47
I am not interested in international football	6	4
Others	3	3
None of these	24	19

■ 2019   ■ Benchmark Dec-18

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Other national team following (%)

I am a supporter of…

England 15 14 | Czech Republic 14 | Spain 13 13 | Germany 9 13 | France 7 8 | Portugal 6 8 | Croatia 5 5 | Belgium 4 4 | Netherlands 3 4 | Other 2 4 | Denmark 2 1 | Switzerland 1 1 | Other 2 4 | I do not support / follow another national team 64 59

■ 2019   ■ Benchmark Dec-18

F16: Do you follow / support another national team?
Base: All respondents: 2019 (1001), Benchmark Dec-18 (5010)

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Types of national team matches following (%)

Men's team

- All games including friendlies: 44 (2019), 52 (Benchmark Dec-18)
- All competitive games but not friendlies: 20 (2019), 17 (Benchmark Dec-18)
- Only games during big tournaments: 29 (2019), 22 (Benchmark Dec-18)
- Only the important games in big tournaments: 8 (2019), 10 (Benchmark Dec-18)

Women's team

- All games including friendlies: 27 (2019), 31 (Benchmark Dec-18)
- All competitive games but not friendlies: 18 (2019), 22 (Benchmark Dec-18)
- Only games during big tournaments: 41 (2019), 27 (Benchmark Dec-18)
- Only the important games in big tournaments: 13 (2019), 20 (Benchmark Dec-18)

Youth teams

- All games including friendlies: 30 (2019), 34 (Benchmark Dec-18)
- All competitive games but not friendlies: 31 (2019), 21 (Benchmark Dec-18)
- Only games during big tournaments: 31 (2019), 30 (Benchmark Dec-18)
- Only the important games in big tournaments: 8 (2019), 15 (Benchmark Dec-18)

■ 2019   ■ Benchmark Dec-18

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F13: Which types of games do you follow?
Base: Football fans interested in: 2019 Men's national team (324), Women's national team (58), Youth national teams (125); Benchmark
Dec-18 Men's national team (1989), Women's national team (547), Youth national teams (853)

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Imagery of national teams– adult population (%)

	Men's team	Women's team	Youth team
Exciting	16 / 17 / 22	8 / 9 / 13	11 / 6 / 14
Boring	11 / 13 / 20	18 / 23 / 25	11 / 17 / 18
Prestigious	17 / 19 / 13	9 / 4 / 6	12 / 8 / 7
Competitive	36 / 27	22 / 19	33 / 23
Great atmosphere	21 / 24 / 19	9 / 6 / 11	8 / 8 / 12
Pride	22 / 39 / 26	11 / 8 / 15	12 / 17 / 18
Accessible	11 / 15 / 13	10 / 12 / 11	15 / 15 / 12
Modern & Up-To-Date	21 / 13 / 9	18 / 11 / 14	19 / 14 / 11
Family Friendly	10 / 5 / 15	15 / 13 / 16	15 / 20 / 17
Progressive	13 / 14 / 11	9 / 6 / 15	13 / 17 / 18
Entertaining	10 / 10 / 17	17 / 18 / 16	14 / 13 / 15
Unique	12 / 11 / 8	13 / 10 / 9	9 / 6 / 5
Successful	20 / 14	10 / 12	15 / 16
Affordable	5 / 6 / 6	9 / 7 / 6	12 / 14 / 8
Predictable	8 / 15	9 / 6	6 / 7

■ 2016   ■ 2019   ■ Benchmark Dec-18

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F9: Which of these words or phrases describe the following teams?
Base: Respondents aware of: 2019 Men's national team (695), Women's national team (331), Youth national teams (434); Benchmark Dec-18: Men's national team (38363), Women's national team (25204), Youth national teams (28744)
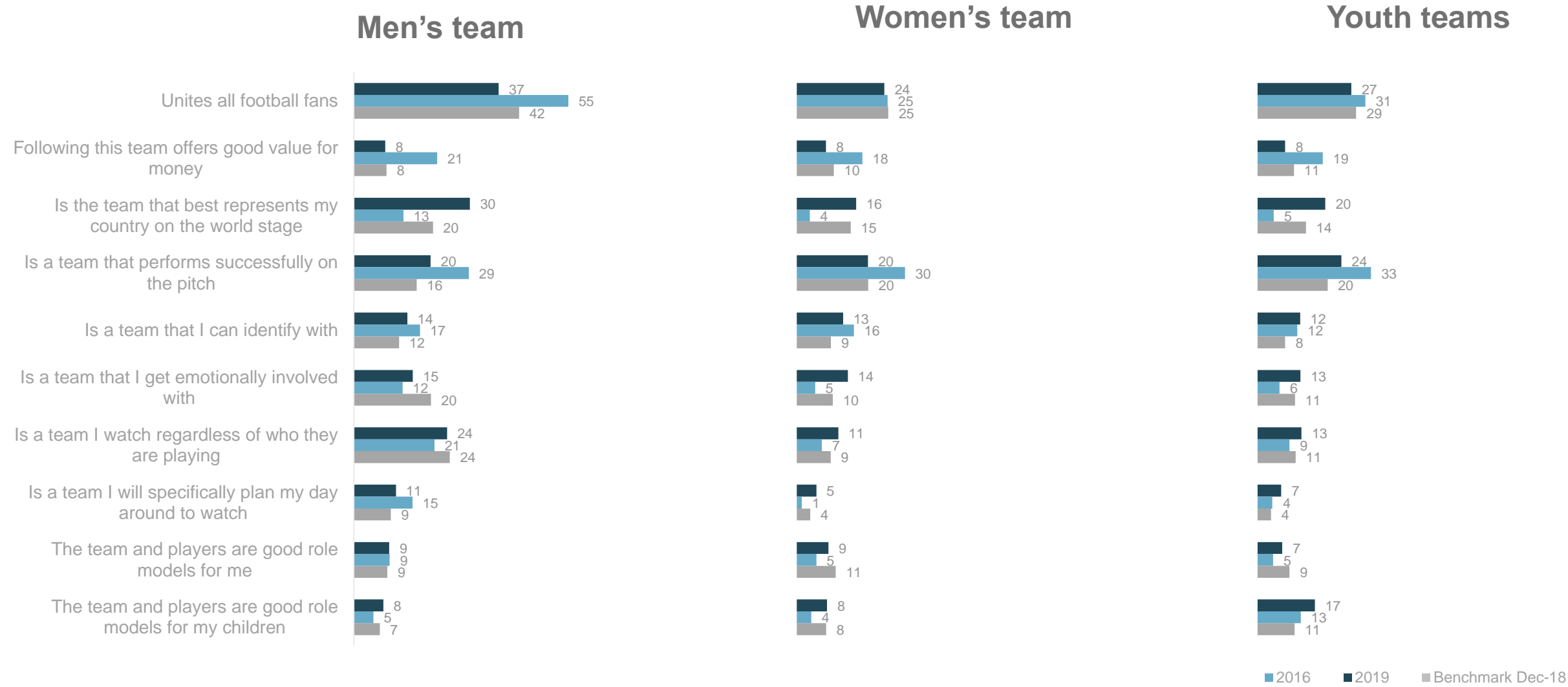
39

Imagery of national teams– football fans (%)

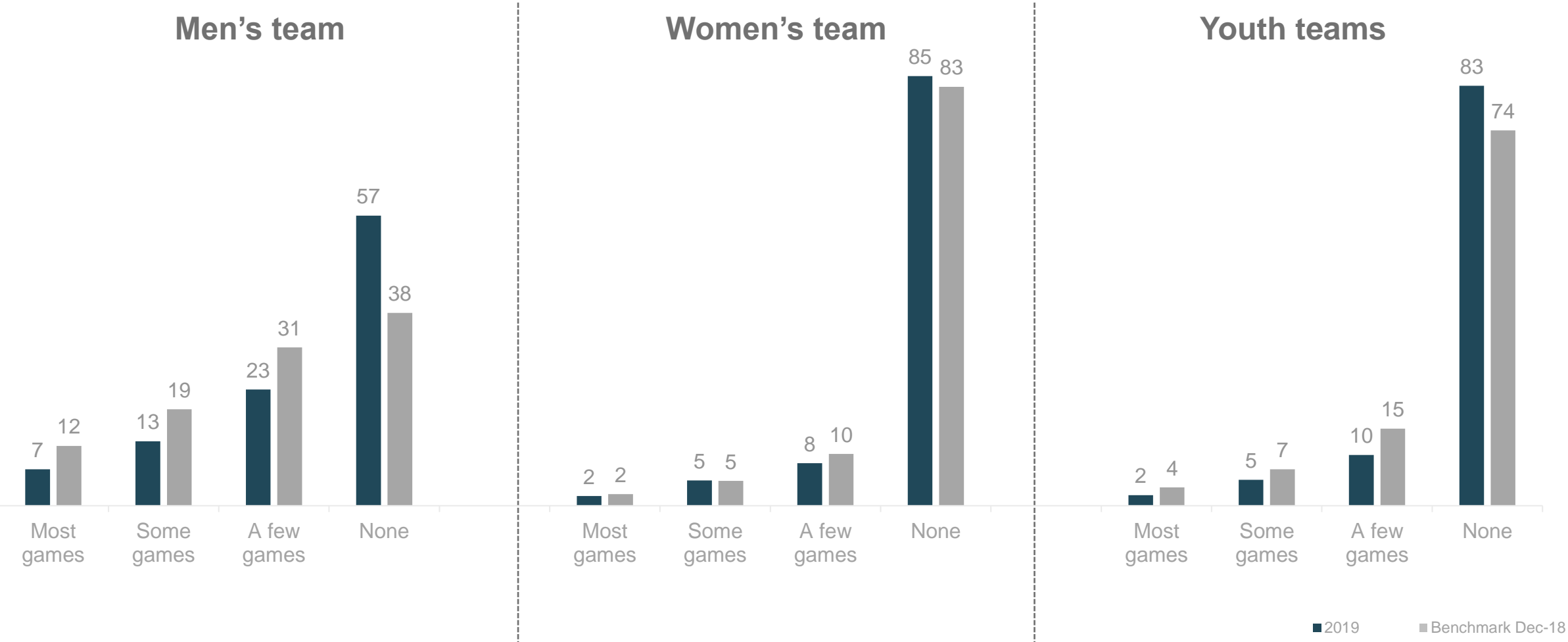|	Men's team	Women's team	Youth team
Exciting	21 / 25 / 29	8 / 10 / 15	11 / 8 / 17
Boring	6 / 5 / 12	19 / 24 / 22	10 / 12 / 13
Prestigious	23 / 24 / 17	8 / 3 / 7	14 / 9 / 8
Competitive	38 / 31	22 / 19	35 / 25
Great atmosphere	28 / 32 / 26	9 / 6 / 12	9 / 9 / 13
Pride	26 / 49 / 33	12 / 10 / 16	13 / 21 / 21
Accessible	12 / 16 / 15	11 / 13 / 12	17 / 17 / 14
Modern & Up-To-Date	26 / 16 / 11	16 / 10 / 14	21 / 16 / 12
Family Friendly	12 / 7 / 19	18 / 19 / 19	16 / 22 / 19
Progressive	17 / 17 / 14	11 / 7 / 16	16 / 22 / 19
Entertaining	12 / 13 / 21	14 / 19 / 17	13 / 17
Unique	16 / 16 / 11	13 / 8 / 9	9 / 7 / 6
Successful	25 / 17	9 / 12	17 / 18
Affordable	5 / 8 / 8	11 / 9 / 8	13 / 19 / 10
Predictable	9 / 15	10 / 7	7 / 7

■2016 ■2019 ■Benchmark Dec-18

F9: Which of these words or phrases describe the following teams?
Base: 2019 Football Fans aware of: Men's national team (417), Women's national team (220), Youth national teams (297); Benchmark Dec-18 Football Fans aware of: Men's national team (22182), Women's national team (15189), Youth national teams (18016)
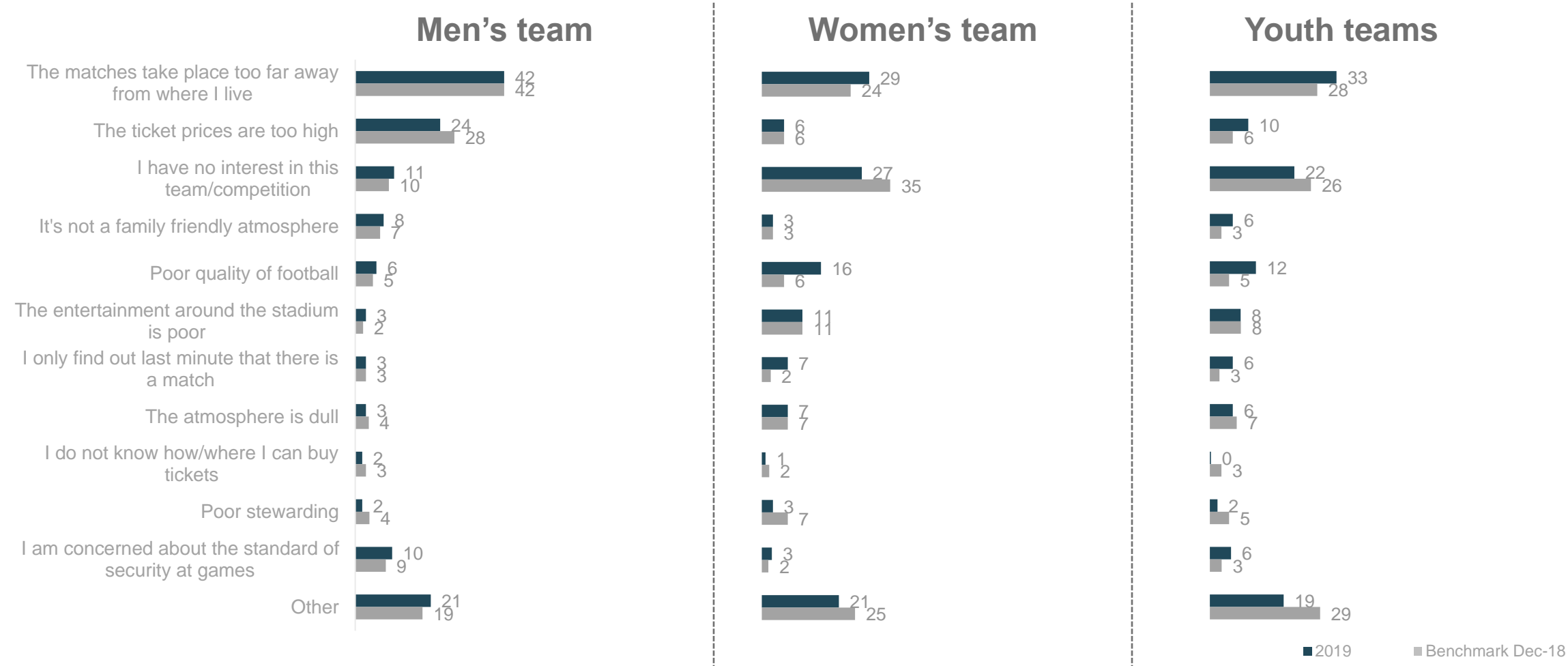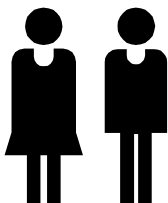
National teams' brand image (%)

Men's team

Unites all football fans	37 / 55 / 42
Following this team offers good value for money	8 / 21 / 8
Is the team that best represents my country on the world stage	30 / 13 / 20
Is a team that performs successfully on the pitch	20 / 29 / 16
Is a team that I can identify with	14 / 17 / 12
Is a team that I get emotionally involved with	15 / 12 / 20
Is a team I watch regardless of who they are playing	24 / 21 / 24
Is a team I will specifically plan my day around to watch	11 / 15 / 9
The team and players are good role models for me	9 / 9 / 9
The team and players are good role models for my children	8 / 5 / 7

Women's team

Unites all football fans	24 / 25 / 25
Following this team offers good value for money	8 / 18 / 10
Is the team that best represents my country on the world stage	16 / 4 / 15
Is a team that performs successfully on the pitch	20 / 30 / 20
Is a team that I can identify with	13 / 16 / 9
Is a team that I get emotionally involved with	14 / 5 / 10
Is a team I watch regardless of who they are playing	11 / 7 / 9
Is a team I will specifically plan my day around to watch	5 / 1 / 4
The team and players are good role models for me	9 / 5 / 11
The team and players are good role models for my children	8 / 4 / 8

Youth teams

Unites all football fans	27 / 31 / 29
Following this team offers good value for money	8 / 19 / 11
Is the team that best represents my country on the world stage	20 / 5 / 14
Is a team that performs successfully on the pitch	24 / 33 / 20
Is a team that I can identify with	12 / 12 / 8
Is a team that I get emotionally involved with	13 / 6 / 11
Is a team I watch regardless of who they are playing	13 / 9 / 11
Is a team I will specifically plan my day around to watch	7 / 4 / 4
The team and players are good role models for me	7 / 5 / 9
The team and players are good role models for my children	17 / 13 / 11

Legend: ■ 2016 ■ 2019 ■ Benchmark Dec-18

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National Football Attendance (%)

Men's team

	Most games	Some games	A few games	None
2019	7	13	23	57
Benchmark Dec-18	12	19	31	38

Women's team

	Most games	Some games	A few games	None
2019	2	5	8	85
Benchmark Dec-18	2	5	10	83

Youth teams

	Most games	Some games	A few games	None
2019	2	5	10	83
Benchmark Dec-18	4	7	15	74

■ 2019   ■ Benchmark Dec-18

Reasons for not attending national team matches (%)

Men's team

Reason	2019	Benchmark Dec-18
The matches take place too far away from where I live	42	42
The ticket prices are too high	24	28
I have no interest in this team/competition	11	10
It's not a family friendly atmosphere	8	7
Poor quality of football	6	5
The entertainment around the stadium is poor	3	2
I only find out last minute that there is a match	3	3
The atmosphere is dull	3	4
I do not know how/where I can buy tickets	2	3
Poor stewarding	2	4
I am concerned about the standard of security at games	10	9
Other	21	19

Women's team

Reason	2019	Benchmark Dec-18
The matches take place too far away from where I live	29	24
The ticket prices are too high	6	6
I have no interest in this team/competition	27	35
It's not a family friendly atmosphere	3	3
Poor quality of football	16	6
The entertainment around the stadium is poor	11	11
I only find out last minute that there is a match	7	2
The atmosphere is dull	7	7
I do not know how/where I can buy tickets	1	2
Poor stewarding	3	7
I am concerned about the standard of security at games	3	2
Other	21	25

Youth teams

Reason	2019	Benchmark Dec-18
The matches take place too far away from where I live	33	28
The ticket prices are too high	10	6
I have no interest in this team/competition	22	26
It's not a family friendly atmosphere	6	3
Poor quality of football	12	5
The entertainment around the stadium is poor	8	8
I only find out last minute that there is a match	6	3
The atmosphere is dull	6	7
I do not know how/where I can buy tickets	0	3
Poor stewarding	2	5
I am concerned about the standard of security at games	6	3
Other	19	29

■2019 ■Benchmark Dec-18

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Participation

Sports participation (%)

Among adults

Rank	Sport	2019	2016	Benchmark Dec-18
#1	Cycling	32	29	15
#2	Exercising for fitness	24	23	9
#3	Swimming	22	28	16
#4	Football / Soccer	13	15	14
#5	Skiing	12	12	4
#11	Ice Hockey	4	4	1

Haven't played sports in the last 12 months: **34%**   **34%**   **47%**

Among children

Rank	Sport	2019	2016	Benchmark Dec-18
#1	Football / Soccer	30	19	26
#2	Cycling	25	26	11
#3	Swimming	21	25	19
#4	Skiing	15	13	3
#5	Floor ball	12	7	1
#15	Ice Hockey	5	5	1

Haven't played sports in the last 12 months: **30%**   **37%**   **38%**

■ 2016 ■ 2019 ■ Benchmark Dec-18

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P1: Which of these sports do you play?; P11: Which of these sports do your children play?
Base: All respondents (1001); Benchmark Dec-18 (49584)
Base: Parents of children aged between 6-17 (303); Benchmark Dec-18 (18604)

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Context – registered participation figures

UEFA Participation - NA snapshot
(figures not including professional players)

Category	2015/2016	2016/2017	2017/2018	Year-on-Year % change
Registered Male Players U18	37'433	45'107	48'450	+20.5% ... +7.4%
Registered Male Players Over 18	25'362	44'434	41'720	+75.2% ... -6.1%
Men's Subtotal	62'795	89'541	90'170	+42.6% ... +0.7%
Registered Female Players U18	2'212	2'623	2'888	+18.6% ... +10.1%
Registered Female Players Over 18	529	478	528	-9.6% ... +10.5%
Women's Subtotal	2'741	3'101	3'416	+13.1% ... +10.2%
Grand Total	65'536	92'642	93'586	+41.4% ... +1.0%

YOY % Change
-100.0% ... +100.0%

Type, frequency and time of football participation (%) - Adults

45% *of people who play football play Indoor Small-Sided Football*
44%

	2019	Benchmark Dec-18
Play weekly	70	60
Play monthly	30	41
Play weekday days	53	17
Play weekday evenings	26	61
Play weekend	29	41

65% *of people who play football play Outdoor Small-Sided Football*
58%

	2019	Benchmark Dec-18
Play weekly	53	48
Play monthly	47	52
Play weekday days	46	15
Play weekday evenings	23	44
Play weekend	40	63

34% *of people who play football play Outdoor 11-a-side Football*
27%

	2019	Benchmark Dec-18
Play weekly	63	61
Play monthly	37	39
Play weekday days	61	19
Play weekday evenings	18	35
Play weekend	34	76

■ 2019   ■ Benchmark Dec-18

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Reasons men stopped playing football (%)

I had too much school work:
18-24: 48%
25-34: 18%
35-44: 19%
45-54: 16%
55-65: 20%

My friends stopped playing — 27, 22
I had too much school work — New code added in 2018, 22, 13
Injury prevented me from continuing playing — 20, 36, 21
I decided to play other sports instead — New code added in 2018, 17, 23
The condition of the pitches was poor — 10, 3, 8
I don't have a local team I can play with — 10, 10, 8
I wasn't selected to play for the next age group — New code added in 2018, 9, 3
It is difficult to organise — New code added in 2018, 8, 17
There are not enough indoor football pitches — 6, 1, 7
Other — 8, 16, 11
None of these — 8, 8, 11

■ 2016 ■ 2019 ■ Benchmark Dec-18

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48

Barriers to football participation among men (%)

Benchmark
Dec-18

		Benchmark Dec-18
1	**29%** I focused on other sports as a child	27%
2	**15%** There are a lack of opportunities for me to play as an adult	14%
3	**14%** I don't like team sports	16%
4	**10%** I didn't have the opportunity to play football at school	9%

■2016　■2019　■Benchmark Dec-18

Reasons children stopped playing football (%)

Legend: 2016, 2019, Benchmark Dec-18

Categories and values:
- They decided to play other sports instead: 35, 36
- My child decided to focus on other hobbies: 33, 31
- They had too much school work: 15, 20
- Their friends stopped playing: 14, 16
- They don't have a local team they can play with: 10, 11
- There are not enough indoor football pitches: 9, 9
- The condition of the pitches was poor: 9, 7
- Club membership fees are too expensive: 7, 9
- It is difficult to organise: 7, 11
- Injury prevented them from continuing to play: 5, 5
- They didn't have the time any more: 3, 18
- Poor quality coaching: 2, 9
- Other: 7, 8
- None of these: 5, 7

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P15: Why did they stop playing football?
Base Parents of children who are former football players 2019 (57), Benchmark Dec-18 (859)

50

Barriers to football participation among children (%)

1 — 39% They prefer playing other sports — 47%

2 — 19% They don't have the opportunity to play at school — 17%

3 — 17% They don't play sport in general — 16%

4 — 12% There are a lack of opportunities for them to play as a child — 10%

■2016 ■2019 ■Benchmark Dec-18

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P17: Why do they not play football?
Base: Parents of children who have never played football 2019 (156), Benchmark Dec-18 (1036).

51

Women's Sport

Sports interest (%)

Top sports followed

Rank	Sport	2019	2016	Benchmark Dec-18
#1	Skiing	42	34	8
#2	Tennis	31	36	14
#3	Figure Skating	25	31	5
#4	Athletics	20	21	12
#5	Swimming	11	8	10
#12	Football / Soccer	6	5	7

Top sports ranked

	#1	#2	#3
Skiing (2019)	23	11	4
Skiing (Benchmark)	4	3	2
Tennis (2019)	12	10	5
Tennis (Benchmark)	12	7	4
Figure Skating (2019)	13	6	3
Figure Skating (Benchmark)	6	2	1
Athletics (2019)	4	3	4
Athletics (Benchmark)	9	5	3
Swimming (2019)	1	3	2
Swimming (Benchmark)	3	3	3
Football / Soccer (2019)	1	1	1
Football / Soccer (Benchmark)	4	3	1

*Interest is defined as *"interest in women's competitions" and "interest in both men and women's competitions"*

*Sport following is defined as *"anything from supporting a team / player through to watching the sport on TV, reading about in newspapers or online"*

Legend: 2016 · 2019 · Benchmark Dec-18

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W1: And of the sports you follow, do you follow the men's or women's competition, or both?
W2: Which of the following women's sports are your favourite? Please rank your top 3 sports in order of preference.
Base: All respondents 2019 (1001), 2016 (1002), Benchmark Dec-18 (49584)

53

Types of women's football fan (%)

	I have no interest in women's football at all	I don't support a women's football team but get more interested around major tournaments or matches	I'm a fan of women's football but don't personally attend matches	I'm a fan of women's football and tend to watch on TV but occasionally attend matches	I'm a fan of women's football and regularly attend matches
2019	57	20	17	4	2
Benchmark Dec-18	57	24	12	5	3

■2016 ■2019 ■Benchmark Dec-18

W3: Which of these statements best describes you?
Base: All respondents 2019 (1001), Benchmark Dec-18 (6011)

54

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Participation in football among men and women (%)

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P1: Which of these sports do you play? Base: 2019 Male (464), Female (537)

55
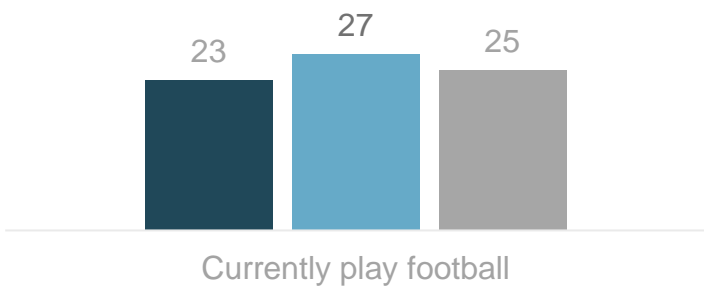
Attitudes to women's football (%)
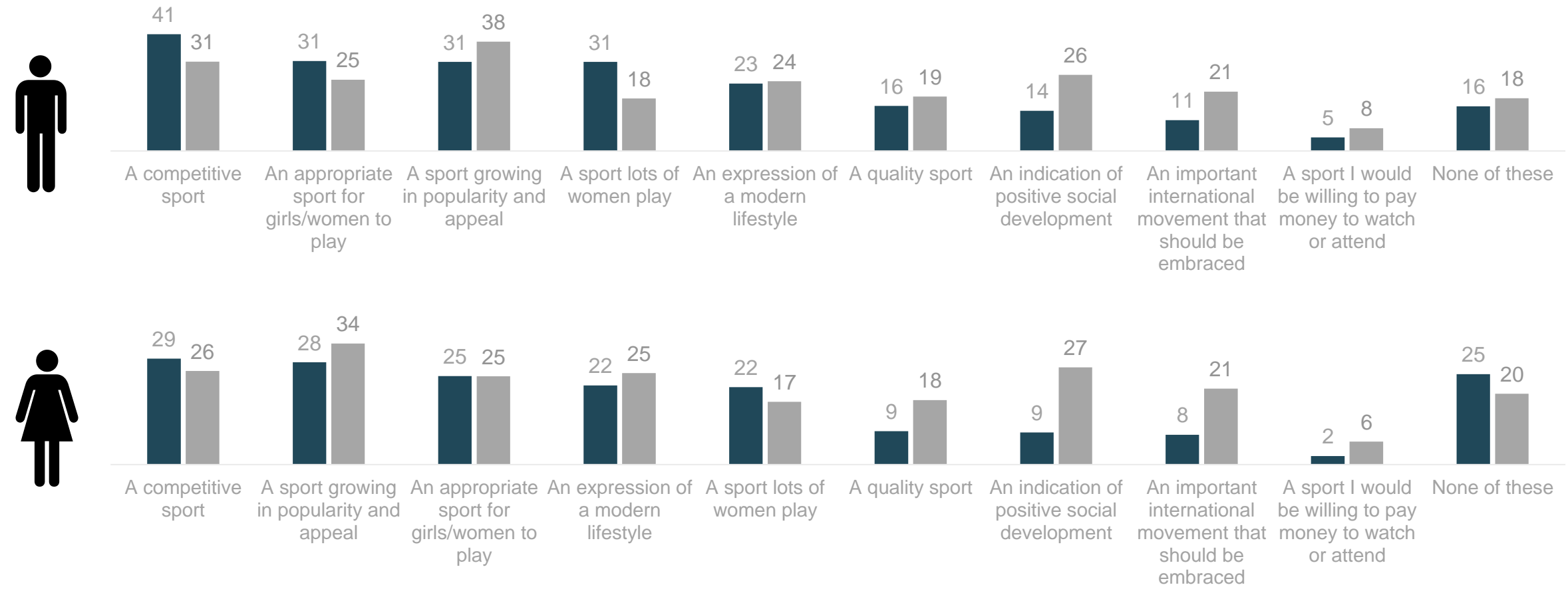
*Interest is defined as *"interest in women's competitions" and "interest in both men and women's competitions"* ▪2016 ▪2019 ▪Benchmark Dec-18

W4: Which of the below statements, if any, apply to women's football?
Base: Male 2019(464), Benchmark Dec-18 (12914); Female 2019 (537), Benchmark Dec-18 (14144).

Barriers to women's football (%)

*Interest is defined as *"interest in women's competitions" and "interest in both men and women's competitions"* 2016 ■ 2019 ■ Benchmark Dec-18

Reasons women stopped playing football (%)

	I had too much school work	I don't have a local team I can play with	I decided to play other sports instead	My friends stopped playing	Injury prevented me from continuing playing	There weren't enough teams to play against	The condition of the pitches was poor	There are not enough indoor football pitches	It is difficult to organise	I wasn't selected to play for the next age group	Competition rules prevented me from playing in a mixed team	I didn't feel comfortable playing a mixed a team	Other	None of these
2019	29	24	21	16	13	12	11	11	7	5	3	3	12	15
Benchmark Dec-18	22	16	22	18	10	7	7	6	13	2	4	5	11	11

18-24: 28%
25-34: 39%
35-44: 14%
45-54: 27%
55-65: 18%

■2019 ■Benchmark Dec-18

P9: We know a lack of time is one reason to stop playing football, are there any other reasons why you stopped playing football?
Base: Former female football players 2019 (97), Benchmark Dec-18 (821)

Barriers to football participation for women (%)

1 — 33% It's a masculine sport — 24%

2 — 16% I focused on other sports as a child — 19%

3 — 13% Other sports are better for fitness — 10%

4 — 11% I don't like team sports — 11%

■2016 ■2019 ■Benchmark Dec-18

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P10: You said earlier that you don't play football, why is that?
Base: Women not playing football 2019 (424), Benchmark Dec-18 (12828)

59

Image

Sports image (%)

		Positive	Negative

Positive   **Negative**

#1   Motorsport
- 2019: 98 — 0
- 2016: 80 — 6
- Benchmark Dec-18: 90 — 4

#2   Skiing
- 2019: 98 — 1
- 2016: 92 — 1
- Benchmark Dec-18: 93 — 2

#3   Cycling
- 2019: 95 — 2
- 2016: 94 — 2
- Benchmark Dec-18: 85 — 10

#4   Tennis
- 2019: 92 — 4
- 2016: 88 — 4
- Benchmark Dec-18: 95 — 2

#5   Figure Skating
- 2019: 90 — 4
- 2016: 85 — 3
- Benchmark Dec-18: 94 — 2

#8   Football / Soccer
- 2019: 86 — 7
- 2016: 83 — 7
- Benchmark Dec-18: 85 — 9

2016   2019   Benchmark Dec-18

NA11. How do you rate the overall image of each sport?
Base: Followers of: Motorsport (94), Skiing (249), Cycling (246), Tennis (162), Figure Skating (168), Football / Soccer (341)

61

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Image of sporting organisations (%)

	Positive	Negative	Don't know
SFZ 2019	45	20	35
SFZ 2016	38	36	27
SFZ Benchmark	40	35	25
Hockey 2019	57	17	27
Hockey 2016	36	46	19
Cycling 2019	53	9	38
Cycling 2016	65	7	28
Tennis 2019	49	10	41
Tennis 2016	55	11	34
Olympic 2019	61	12	27

New code added in 2019

■ 2016   ■ 2019   ■ Benchmark Dec-18

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NA22: How do you rate the overall image of each organisation?
Base: All respondents 2019 (1001), 2016 (1002), Benchmark Dec-18 (39775)

62

Imagery of national associations – adult population (%)

	SFZ	Ice Hockey	Cycling	STZ	Olympic
Commercial	29 / 22 / 23	25 / 20	18 / 14	19 / 20	14
Political	21 / 14 / 20	16 / 21	7 / 3	7 / 4	17
Trustworthy	10 / 7 / 10	12 / 6	16 / 19	15 / 17	17
Transparent	8 / 6	8	11	9	12
Modern	18 / 10 / 13	22 / 11	24 / 25	23 / 20	19
Out of touch	8 / 12 / 18	9 / 17	9 / 8	7 / 11	8
Progressive	11 / 10 / 12	17 / 7	16 / 25	13 / 14	12
Slow to react	18 / 20 / 20	19 / 22	10 / 13	12 / 16	15
Credible	9 / 12	15	15	14	17
Competent	15 / 15	14	14	14	17
Respectful	8 / 12 / 12	8 / 13	12 / 24	10 / 20	13
Responsible	14 / 9 / 12	17 / 7	17 / 16	18 / 16	20

■ 2016   ■ 2019   ■ Benchmark Dec-18

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Attitudes to children's involvement in football (%)

Proportion of parents with a positive image: 48%

50%   41%

Those who believe National Association has a positive image:
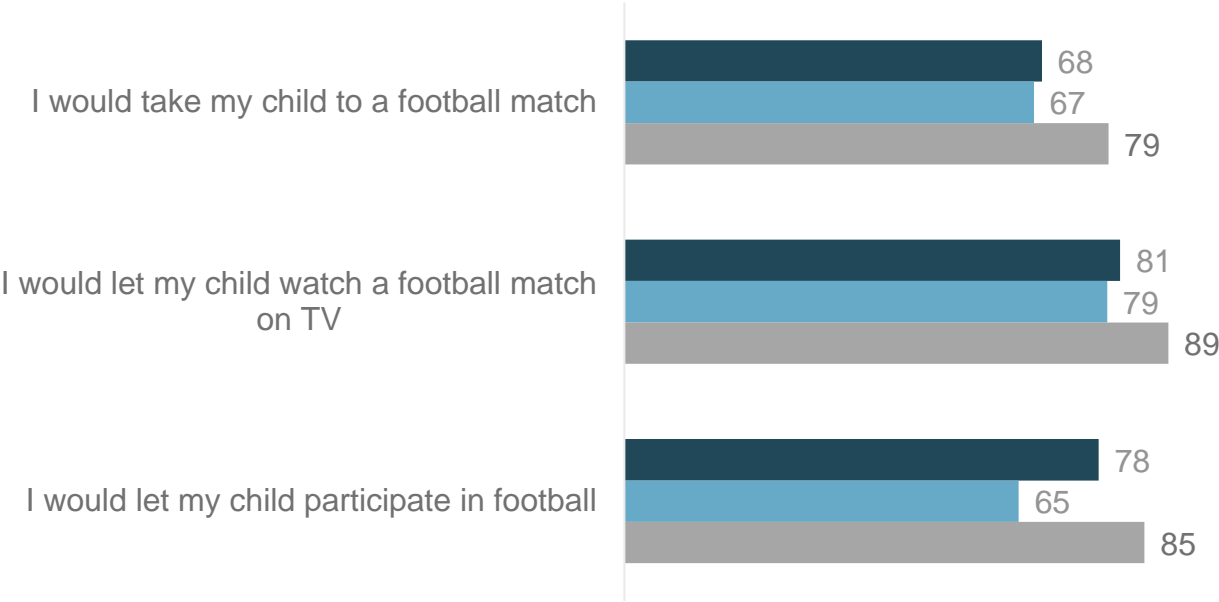
Proportion of parents with a negative image: 19%

50%   34%

Those who believe National Association has a negative image:

2016   2019   Benchmark Dec-18

P16: Do you agree or disagree with the following statement?;
Base: Parents with a positive image (186); Parents with a negative image (75)

Success of Sporting Organisations (%)

	Successful	Not successful	Don't know

SFZ
- 2019: Successful 47 | Not successful 18 | Don't know 35
- 2016: Successful 44 | Not successful 30 | Don't know 26
- Benchmark Dec-18: Successful 37 | Not successful 36 | Don't know 28

Ice Hockey
- 2019: Successful 53 | Not successful 19 | Don't know 27
- 2016: Successful 38 | Not successful 41 | Don't know 22

Cycling
- 2019: Successful 60 | Not successful 9 | Don't know 32
- 2016: Successful 65 | Not successful 9 | Don't know 26

Tennis (STZ)
- 2019: Successful 49 | Not successful 13 | Don't know 38
- 2016: Successful 53 | Not successful 15 | Don't know 33

Olympic Committee
- 2019: Successful 56 | Not successful 10 | Don't know 34

New code added in 2019

■2016 ■2019 ■Benchmark Dec-18

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Understanding what the National Association does (%)

Are respondents confident that they know what National Association
does in leading, managing and overseeing football?

■ Very confident   ■ Quite confident   ■ Not very confident   ■ Not confident at all

Overall
| 5 | 22 | 41 | 33 |
| 7 | 18 | 32 | 42 |

Positive about the NA
| 9 | 28 | 47 | 17 |
| 12 | 29 | 37 | 22 |

Negative about the NA
| 4 | 25 | 41 | 31 |
| 6 | 25 | 36 | 33 |

■ 2019   ■ Benchmark Dec-18

NA7: How much do you know about what the National Association does day-to-day in leading, developing and promoting football in this country?
Base: All respondents: 2019 (1001), Benchmark Dec-18 (17029).

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66

Associations with National Associations (%)

	2019	Benchmark Dec-18
National Men's Football Team	57	49
Domestic League	42	32
Domestic Cup	38	30
National Youth Football Teams	35	26
National Women's Football Team	28	26
Youth and Grassroots football	19	19
Domestic Women's League	19	15
None of these	21	14

■2019 ■Benchmark Dec-18

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NA8: Which of the following, if any, do you associate with the National Association?
Base: All respondents: 2019 (1001), Benchmark Dec-18 (34473)

67

What does the National Association need to do to improve perceptions?

Theme 1	•	Inadequate performances on the pitch and therefore no successful results
Theme 2	•	Little support and dedication for academies and education for the youth
Theme 3	•	Politically dominated, corrupt and controlled by many entrepreneurs
Theme 4	•	Very bad organisation, corruption, minimal or no care for the development of football, stadiums
Theme 5	•	Corruption and clientelism leadership does not allow it to transcend young talents who have talent but have no acquaintances and money
Theme 6	•	Management and decision making regardless of the opinion of the football community, officials, poor support of football on the mass base – youth, village, female football

Important factors in running a successful football federation (%)

Legend: ■ Very important ■ 9 ■ 8 ■ 7 ■ 6 ■ 5 ■ 4 ■ 3 ■ 2 ■ Not at all important

Factor	Very important	9	8	7	6	5	4	3	2	Not at all	Mean	BM mean
Ensuring equal opportunities to play football for all	23	11	15	13	13	11	5	4	2	1	7.3	8.0
Developing youth and grassroots programmes	22	9	15	17	10	11	4	4	2	2	7.2	8.0
Successful national team performances	20	13	18	17	8	12	4	3	1	1	7.5	8.1
Training high quality coaches and referees	18	13	17	14	12	11	4	4	1	1	7.3	8.1
Infrastructure of stadiums and training grounds	18	11	20	15	12	12	5	2	1	1	7.3	8.1
Affordable tickets for national team matches	16	8	19	19	11	12	5	5	1	1	7.1	7.7
The organisation of tournaments in the country	14	9	19	19	12	13	3	2	2	1	7.0	7.8
Increasing engagement and participation in women's football	10	8	15	18	14	16	7	5	2	2	6.5	7.1

■ 2019   ■ Benchmark Dec-18

NA9. How important are each of these factors in running a successful football federation?
Base: Football fans (465); Benchmark Dec-18 (3147)

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69

Success of the National Association (%)

Legend: ■ Very Successful ■ 9 ■ 8 ■ 7 ■ 6 ■ 5 ■ 4 ■ 3 ■ 2 ■ Very unsuccessful

	Mean	BM mean
Successful national team performances — 4, 6, 17, 23, 17, 14, 8, 5, 1, 2	6.4	5.8
Ensuring equal opportunities to play football for all — 3, 2, 11, 14, 16, 19, 11, 7, 4, 4	5.6	5.4
The organisation of tournaments in the country — 3, 3, 10, 18, 18, 18, 9, 8, 4, 3	5.7	5.9
Training high quality coaches and referees — 3, 3, 8, 15, 20, 19, 9, 7, 4, 3	5.6	5.6
Developing youth and grassroots programmes — 3, 3, 10, 17, 18, 18, 12, 7, 3, 3	5.6	5.5
Affordable tickets for national team matches — 3, 2, 11, 17, 12, 18, 15, 6, 5, 4	5.5	5.6
Infrastructure of stadiums and training grounds — 3, 4, 13, 16, 17, 18, 10, 8, 3, 3	5.7	5.6
Increasing engagement and participation in women's football — 2, 3, 9, 13, 14, 22, 12, 7, 3, 4	5.4	5.3

■ 2019   ■ Benchmark Dec-18

NA10. How do you rate the success of the National Association in each of the following?
Base: Football fans (465); Benchmark Dec-18 (3147)

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Importance of factors vs. Success of The SFZ (%)

Successful national team performances

Developing youth and grassroots programmes

Infrastructure of stadiums and training grounds

The organisation of tournaments in the country

Ensuring equal opportunities to play football for all

Increasing engagement and participation in women's football

Affordable tickets for national team matches

Training high quality coaches and referees

Success

Importance

NA9. How important are each of these factors in running a successful football federation?
NA10. How do you rate the success of the National Association in each of the following?
Base: Football fans (465)

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71

Communications

Football consumption among football fans (%)

	Watch on TV	Chat about football with family and friends	Read online	Watch online	Read in printed newspapers / magazines	Place bets	Listen to a radio station / programme	Attend live professional matches football events	Follow / interact via social media	Play games related to football	Buy official merchandise	Being a member of the official fan club	Other
2016	87	49	37	33	28	23	18	16	15	7	5	2	2
2019	83	54	38	39	29	30	14	16	14	12	7	5	4
Benchmark Dec-18	85	52	38	39	27	17	21	30	18	10	10	6	1

■ 2016   ■ 2019   ■ Benchmark Dec-18

C1: How do you follow football?
Base: Football fans 2019 (465), 2016 (328), Benchmark Dec-18 (18400)

73

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Football Consumption – Watching Online (%)

Chart showing percentages for 2019 and Benchmark Dec-18:

- YouTube: 64 / 74
- Facebook: 50 / 45
- The National Football Association website: 21 / 17
- Instagram: 15 / 20
- Fan groups/forums: 12 / 18
- Twitter: 7 / 12
- Amazon Prime: 5 / 5
- Vkontakte: 4 / 9
- SkyGo: 4 / 9
- SnapChat: 3 / 4
- DAZN: 1 / 1
- Other: 28 / 19

■2019 ■Benchmark Dec-18

C2: Where do you watch sports videos (e.g. highlights and live) online?
Base: Those watching football online: 2019 (178), Benchmark Dec-18 (1693)

Football Consumption – Reading Online (%)

- Other newspapers online: 54 (2019), *No benchmark data*
- Denník Šport online: 53 (2019), *No benchmark data*
- Facebook: 53 (2019), 53 (Benchmark Dec-18)
- The National Football Association website: 23 (2019), 18 (Benchmark Dec-18)
- Fan groups/forums: 18 (2019), 24 (Benchmark Dec-18)
- Twitter: 6 (2019), 17 (Benchmark Dec-18)
- Other: 8 (2019), 25 (Benchmark Dec-18)

■2019   ■Benchmark Dec-18

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C3: Where do you read about football online?
Base: Those reading football online: 2019 (184), Benchmark Dec-18 (1737).

75

Frequency of usage (%)

Facebook

13	8
9	9
16	17
28	24
34	43

YouTube

11	11
13	13
24	22
30	26
22	28

Other newspapers online

11
7
18
35
30

Denník Šport online

5
4
23
40
28

The National Football Association website

20	15
15	17
37	25
24	28
3	15

■ Daily   ■ 2-3 times a week   ■ Once a week   ■ Once every 2-3 weeks   ■ Less

Base too low to report for: Fan groups/forums, Instagram, Twitter, Amazon Prime, Vkontakte, SkyGo, Snapchat and DAZN

■2019   ■Benchmark Dec-18

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National Men's Football Team News (%)

Category	2019	Benchmark Dec-18
TV	66	71
Denník Šport	39	No benchmark data
Family and friends	24	29
Radio	21	17
Other social media pages	19	19
The National Football Association website	18	10
futbalnet.sk	16	No benchmark data
Other newspapers	14	No benchmark data
The National Football Association social media pages	13	9
futblasfz.sk	9	No benchmark data
dajmespolugol.sk	1	No benchmark data
Other	5	5

■ 2019   ■ Benchmark Dec-18

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Usage of the National Association's Communication Channels (%)

The SFZ website — 52 / 30

Facebook — 40 / 34

YouTube — 18 / 24

Instagram — 6 / 8

Email newsletters — 5 / 3

None of these — 23 / 36

■ 2019   ■ Benchmark Dec-18

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C6: Which of the National Association's communication channels do you use for football news?
Base: Football fans: 2019 (465), Benchmark Dec-18 (3147)

78

Reasons for not using the National Association's communications channels (%)

Legend: ■ 2019   ■ Benchmark Dec-18

Categories and values:
- I get my football content elsewhere: 39 (2019), 50 (Benchmark Dec-18)
- I wasn't aware they had these communication channels: 22 (2019), 26 (Benchmark Dec-18)
- The content is not relevant to me: 22 (2019), 17 (Benchmark Dec-18)
- I find the content to be one-sided: 6 (2019), 11 (Benchmark Dec-18)
- Other: 21 (2019), 11 (Benchmark Dec-18)

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C6A: Why do you not use any of their channels?
Base: Football fans who do not use NA channels: 2019 (110), Benchmark Dec-18 (1119)

79

Preferred communication channels to receive news from the National Association (%)

Facebook: 2019 = 36, Benchmark Dec-18 = 37
Email newsletters: 2019 = 21, Benchmark Dec-18 = 12
The National Association's website: 2019 = 19, Benchmark Dec-18 = 16
YouTube: 2019 = 14, Benchmark Dec-18 = 20
Mobile app: 2019 = 13, Benchmark Dec-18 = 13
Instagram: 2019 = 8, Benchmark Dec-18 = 11
Twitter: 2019 = 3, Benchmark Dec-18 = 9
WhatsApp: 2019 = 2, Benchmark Dec-18 = 7
SnapChat: 2019 = 1, Benchmark Dec-18 = 2
Vkontakte: 2019 = 1, Benchmark Dec-18 = 5
None of these: 2019 = 27, Benchmark Dec-18 = 33

■ 2019   ■ Benchmark Dec-18

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C7: How would you like to receive news from the National Association?
Base: Football fans: 2019 (465), Benchmark Dec-18 (3147)

80

Preferred digital sports content among football fans (%)

Content	2019	Benchmark Dec-18
Football news/articles	52	48
Interviews with players/managers	37	31
Behind the scenes features with players	36	20
Transfer news and rumours	28	24
Old football stories	28	26
Exclusive access documentaries	17	21
Matchweek highlights video around 1-2 minutes long	10	29
Matchweek statistics	8	31
Matchweek highlights video around 5 minutes long	7	32
Matchweek highlights video around 10 minutes long	6	28
Other content	9	7

■2019   ■Benchmark Dec-18

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C8: What type of digital sports content do you like the best?
Base: Football Fans:2019 (465), Benchmark Dec-18 (3147)

81

Local Questions

Cost of following sports (%)

#1

30% ICE HOCKEY

29% (#1)

#2

22% FOOTBALL

22% (#3)

#3

17% TENNIS

25% (#2)

■ 2016 ■ 2019

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83
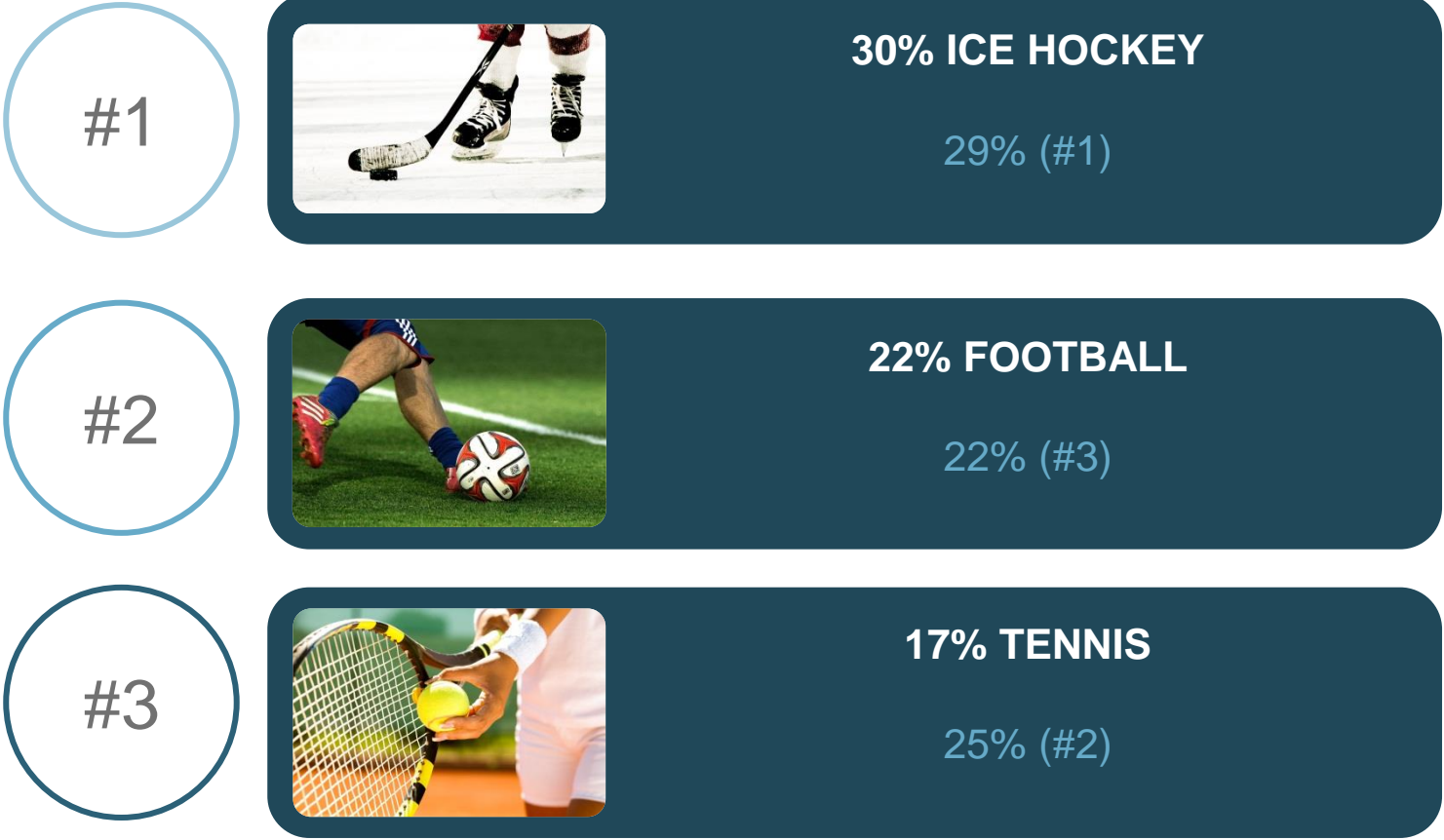
Attitudes on the venue experience at local live matches (%)

	Good	Poor	Don't Know
The approach to your local main stadium			
The accessibility to your local main stadium			
The service offered by ground staff			
The seating and sanitary facilities			
The catering services			
The level of entertainment offered			
The general experience you get			
The general experience would offer to other family members			
The entrance ticket prices for domestic matches			
Prices for services offered at the stadium catering outlets			

■ 2016   ■ 2019

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Attitudes to the SFZ (%)

The SFZ works for all sides of the community
2019: 6, 27, 52, 13, 3
2016: 14, 29, 34, 13, 11

The national team is representative of the whole community
2019: 21, 44, 26, 7, 2
2016: 46, 26, 18, 6, 5

My perceptions of the SFZ have improved over the past 4 years
2019: 9, 28, 41, 16, 6
2016: 16, 32, 31, 7, 14

The SFZ has worked hard to move Slovakia football forward in recent years
2019: 11, 40, 36, 9, 4
2016: 21, 38, 24, 8, 9

Slovakia international matches have become more family orientated
2019: 8, 27, 46, 14, 6
2016: 14, 30, 33, 10, 14

The SFZ is a professional organisation
2019: 13, 38, 36, 7, 4
2016: 23, 31, 28, 8, 10

The SFZ is actively involved in the community
2019: 8, 37, 42, 10, 3
2016: 13, 28, 40, 9, 9

The SFZ has actively tried to erase racism from football in the past 4 years
2019: 12, 41, 38, 5, 4
2016: 28, 30, 31, 5, 6

Legend:
■ Strongly agree ■ Slightly agree ■ Neither agree or disagree ■ Slightly disagree ■ Strongly disagree

■ 2016 ■ 2019

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85

Feelings when the national anthem is played (%)

| 36 | 32 | 17 | 7 | 8 |

| 53 | 23 | 14 | 5 | 5 |

■ Very motivated ■ Slightly motivated ■ Neither uncomfortable or motivated ■ Slightly uncomfortable ■ Very uncomfortable

SK4: How do you feel when the national anthem is played at the Slovakia International matches on a scale from 1-5 with 1 being very uncomfortable to 5 very motivated?
Base: Football fans: 2019 (465), 2016 (454)

86

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Fair average price for an… (%)

International Match at Home

Avg price:
€20.04
€17.40

Range	2019	2016
0-10	40	42
11-20	35	38
21-30	11	10
31-40	3	1
41-50	6	3
51-100	4	2

Slovak Cup Final

Avg price:
€17.68
€13.20

Range	2019	2016
0-10	56	67
11-20	19	21
21-30	12	5
31-40	2	2
41-50	5	2
51-100	5	2

■ 2016   ■ 2019

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SK5: What do you think is a fair average price ticket for…?
Base: Football fans: 2019 (465), 2016 (454)

UEFA Championship interest and attendance (%)

Pie chart (those interested):
- Very likely: 14
- Likely: 40
- Unlikely: 46

Bar chart:
- Yes: 65
- No: 35

Likely to attend

Age
- 18-24: 74
- 25-34: 59
- 35-44: 58
- 45-54: 46
- 55-65: 39

- Current football players: 83
- Former football players: 68
- Never played football: 37

- Football fans: 70
- Non-football fans: 37

President of The SFZ (%)

#1

#2

33 34 | Ján Kováčik
5 5 | Igor Nemeček
5 6 | Dušan Galis
5 8 | František Laurinec
2 1 | Jozef Vengloš
1 1 | Milan Služanič
50 44 | I don't know

■ 2016   ■ 2019

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National Team following (%)

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90

Awareness of anti-corruption initiatives (%)

SK10: Are you aware of any anti-corruption initiatives created by the Slovak Football Association?
Base: All respondents: 2019 (1001)

Improving stadium experience (%)

50	34	16	15	15	24
Better team performance	Space, activities and services for families	Food and beverage services	Availability of kits, jerseys, souvenirs and team items	Ongoing, halftime, pre-game and post-game activities	None of the above

SK11: Which of the following factors would improve your stadium experience at football matches in Slovakia?
Base: All respondents: 2019 (1001)

Working in football (%)

Definitely no	Depends on available opportunities	Yes, in a paid position	Yes, as a volunteer	I already work in football
55	29	13	6	2

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Summary

Summary of key points

Sports interest & football following	Football participation	Women's football	Image	Engagement
• Football ranked #2 and stable since 2016 • Overall football interest on par with European benchmark, though less engaged following • National team football generates higher interest than domestic league, but gap is closing	• Sits behind individual sports amongst adults • Is the most popular sport amongst children • Emphasising social and fitness side of game & developing new formats could encourage more adult participation	• Ranked #12 for interest • "sport for men" perception • Lack of media coverage and local teams a hindrance • If growing women's football is a SFZ priority, it needs both Marketing / Comms as well as Grassroots working on a strategy	• SFZ image has improved since 2016 • Still room for improvement, as there is a lack of understanding of the role of the SFZ • Need to better promote SFZ's role outside the national team, in areas such as grassroots football	• Website & Facebook page the strongest communication channels for the SFZ • Opportunity to utilise these to better promote SFZ's initiatives • Media partnerships remain essential as many people use non-SFZ channels (e.g. Dennik Sport)

How will the SFZ use this information & how can UEFA GROW support further?

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Thank you

About Kantar Media

Kantar Media is a global leader in media intelligence, providing clients with the data they need to make informed decisions on all aspects of media measurement, monitoring and selection. Part of Kantar, the data investment management arm of WPP, Kantar Media provides the most comprehensive and accurate intelligence on media consumption, performance and value. For further information, please visit us at
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Notes on methodology

- The fieldwork was conducted using CAWI methodology
  - The same questionnaire script as used in all UEFA GROW projects was used

- Fieldwork and translation was carried out by Lightspeed

- All interviews were conducted in Slovakian.

- Based on the quota requirements of the study, Lightspeed create a Sample Plan. This is used to identify those on the panel which match relevant criteria e.g. age, gender, region
  - Lightspeed aim to target as closely as possible in order to maximise sample
  - Quotas are reviewed on a daily basis and additional sample/reminders are sent out
  - If quotas are relaxed we will often re-invite those who had previously screened out

- Quality assurance
  - All links are checked by our QA team
  - We run soft launch data checks upon completion of c.10%
  - Final data checks are also carried out when fieldwork closes
  - We also check for non-sense verbatims and speedsters, any respondent entering non-sense responses i.e. ddfghldfkgld, is removed from the data

- The average length of interviews was 20 minutes

- Fieldwork period: 22nd March – 2nd April 2019

Quality at all stages

As a sizeable global network, consistency and quality in execution and delivery is core to our value proposition. We use a common software and data collection platform for analysis around the globe, this ensures consistent and high quality data collection.

Practice and methodology experts work in consultation with the researchers and operations experts. The aim is to maximise consistency and quality of protocols and practices across countries, whilst reflecting local conditions. Liaison with local countries during the design, costing and set-up phase is handled through our multi-country project team. Within these hubs there are project managers and client service teams.

To ensure data accuracy we focus on checking and traceability throughout the process from collection through to analysis and delivery. This includes using back checks during fieldwork, internally developed systems such as WebEdit and Data Validation Portal to check data quality for multi-country projects, and the use of dedicated quality checking departments, independent of the core project team, to check scripts, analysis, toplines, raw data and reporting outputs.

We firmly believe that methodology and quality is not a hygiene factor. It creates the foundation upon which great insights are built and correct business decisions made. Despite what others might claim, high-quality data-gathering is not easily outsourced, particularly on a global scale. Owning our own end-to-end operational capability gives us absolute control over quality. This is core to our philosophy and means that you can have 100% confidence in the robustness of the data.

As part of our commitment to quality and information security, we adhere to the following standards and industry requirements:

- MRS and ESOMAR professional codes of conduct
- ISO 20252: international market research quality standard
- ISO 9001: international standard for quality management systems
- ISO 27001: international standard for data security
- The UK Data Protection Act 1998
- GDPR Ready
- Cyber Essentials

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