



CASE STUDY: THE FA IS A MEMBER OF BOTH UEFA AND FIFA AND HOLDS A PERMANENT SEAT ON THE INTERNATIONAL FOOTBALL ASSOCIATION BOARD (IFAB) WHICH IS RESPONSIBLE FOR THE LAWS OF THE GAME.

BUSINESS CHALLENGE

To monitor Football participation levels.

With football being the most popular sport around the world, trying to understand why, where and when people participate at a grassroots level is highly important, whether it's down to just regular exercise or influence from football competitions such as the World Cup and

Champions League. In 2014, The FA wanted to conduct research to help them monitor football trends and participation levels in England. Their research consisted of asking 1000 adults aged 16+ and (more recently) 200 children aged 14 and 15 on a monthly basis.

SOLUTION

Toluna Tracker was the solution for The FA to conduct this monthly study.

By choosing this solution, The FA were able to:

- To get a nationally representative sample
- Gain monthly on-going feedback.
- Alter their questions on a monthly basis when monitoring current football trends.

CLIENT:



Industry: Sports/Entertainment

Client Profile/Background:

The FA is a member of both UEFA and FIFA and holds a permanent seat on the International Football Association Board (IFAB) which is responsible for the laws of the game.

Founded in 1863, The Football Association, known as The FA, is the governing body of association football in England. It is the oldest football association in the world and is responsible for overseeing all aspects of the amateur and professional game in England.

Client: The FA



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BUSINESS CHALLENGE

Having the ability to segment the market and reach millions of people, The FA conducted a survey consisting of 15 minutes on average which were both closed and open ended.

The FA were able to see what type of football both adults (16+) and children aged 14 and 15 played and how often they did so. With the Toluna Tracker running for more than 2 years, The FA are able to now delve in deeper to find out the drivers and barriers of football participation by a range of different audiences.

This tracker also allows The FA to foresee future problems relating to participation, such as a drop-off in frequency or declining appetite for playing the game, giving them the foresight to try and rectify any problems in advance.

The FA tracker with Toluna also supports The FA's work alongside Sport England, helping to demonstrate the contribution of football in the wider sporting landscape and providing additional data for projecting future participation trends among the population