



READING COMPREHENSION

Read the following text and do the exercises below.

Football, for men only?

New research shows that the Barclays Premier League is attracting more and more fans from all parts of society. In the past, there wasn't much information about Premier League fans, but now there is some new research by a company called Populus. They looked at attendance numbers from Premier League matches and found that, of the 13.6 million fans who attended, 2.6 million (19%) were female and 1.1 million (8%) were from black or other ethnic minority groups.

They also found that, of the 2.3 million people who have been going to matches for the last five years, 800,000 (33%) are females and 400,000 (16%) are ethnic minorities. This shows that there is an increase in the number of women and minority groups going to Premier League matches.

SAFETY

It is the extra safety offered by the Premier League clubs that is attracting more and different fans. This extra safety includes more stewards, CCTV cameras (Closed Circuit Television) and refusing fans who have been in trouble in the past. Black and Asian fans also say that they feel safer as the number of women, children and minorities like themselves going to football matches has started to grow.

FAMILIES

Ticket sales show that in 2009/10, 13% of season tickets went to children. Populus research has found that over $\frac{1}{4}$ of people who attend matches take their children and about $\frac{2}{3}$ of those said that they see going to a Barclays Premier League match as a family day out. Almost all of them (97%) feel safe outside the stadium before and after the match, and inside the stadium during the match. $\frac{3}{4}$ feel that their club is trying to make the match more child-friendly.

Parents who take their children to watch football are more likely to talk regularly to their children about football and a lot of other issues too. Research said that it was one of the few times that children were happy to be seen outside the home with their mum or dad!

ETHNIC MINORITIES

Among black fans, the increase in the number of black players has made a lot of difference to these fans feeling OK when they attend matches.

At the moment, there are not many British-born south Asian players at the top of the sport, but Asian groups believe that there will soon be more, like there are in cricket and boxing.

RESEARCH

Richard Scudamore of the Premier League said, "Football is increasingly attractive to more sectors of society, which is fantastic". He went on to say that it was not long ago that football was seen as being for "young, white males" only. "We now attract more of everyone," he said, "women, children and black and minority ethnic fans".

Worksheet

1) Choose an appropriate answer for each question.

1. Populus is the name given to...

- a. the fans club of the Barclays Premier League
- b. the company that has carried out some research on attendance numbers, as well as fans gender and origin, in Premier League matches
- c. to the whole number of spectators that attend every Premier League match

2. The statistics made about the 13.6 million fans who attended Premier League matches showed that...

- a. the number of females spectators was higher than the number of spectators from black or other minority groups.
- b. the number of spectators from black or other minority groups was higher than the number of females spectators.
- c. none of the answers is correct.

3. Different types of fans are being more attracted to Premier League matches because...

- a. black and Asian fans have started to attend these matches.
- b. the number of women, children and minorities going to football matches has started to grow.
- c. there is extra safety in football stadiums nowadays.

4. Regarding the presence of players from ethnic minorities in football matches,...

- a. there has been an increase in the number of British-born south Asian players.
- b. there has been an increase in the number of black players.
- c. there isn't any player who comes from an ethnic minority playing in the Barclays Premier League because all the players are "young, white males".

2) Read the statements and decide if they are true or false.

- 1. Populus studied the different people who attend Barclays Premier League matches.
- 2. Nearly half of people going to Premier League matches are women.
- 3. The number of people going to matches from black or minority ethnic groups has gone up.
- 4. Extra safety at matches includes tickets for fans who have been in trouble in the past.
- 5. Cameras watch the fans to make matches safer.
- 6. Children don't like to be seen with their parents at a football match.
- 7. The increase in the number of black players makes black fans feel OK to attend matches.
- 8. Richard Scudamore said that football is for young, white men only.