



THE  
MARKETING  
SOCIETY

Ipsos MRBI

# Eliminating the Gender *Play* Gap

**Kieran O'Leary**

Director

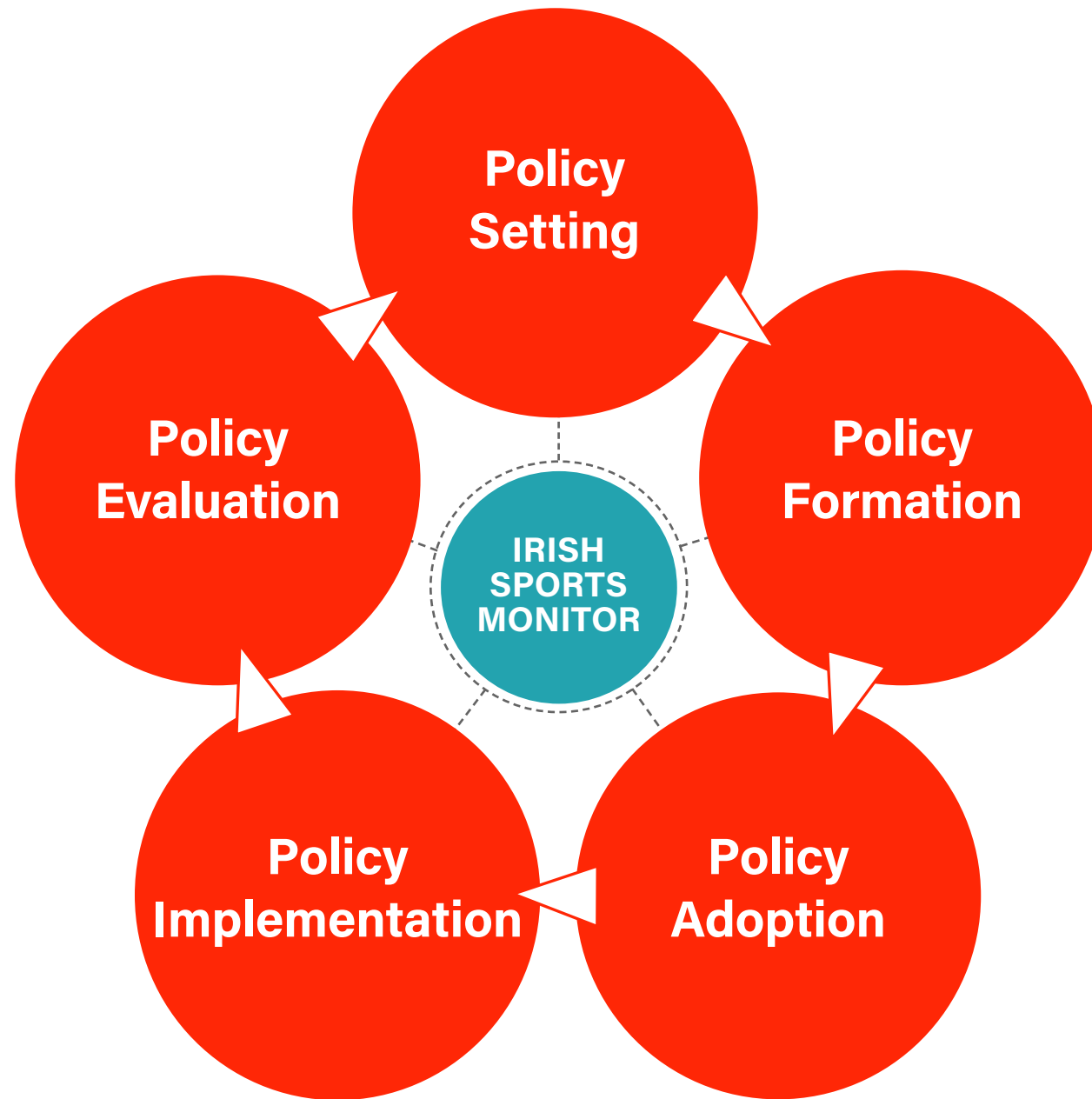
Ipsos MRBI



SPÓRT ÉIREANN  
SPORT IRELAND



# The Policy Cycle

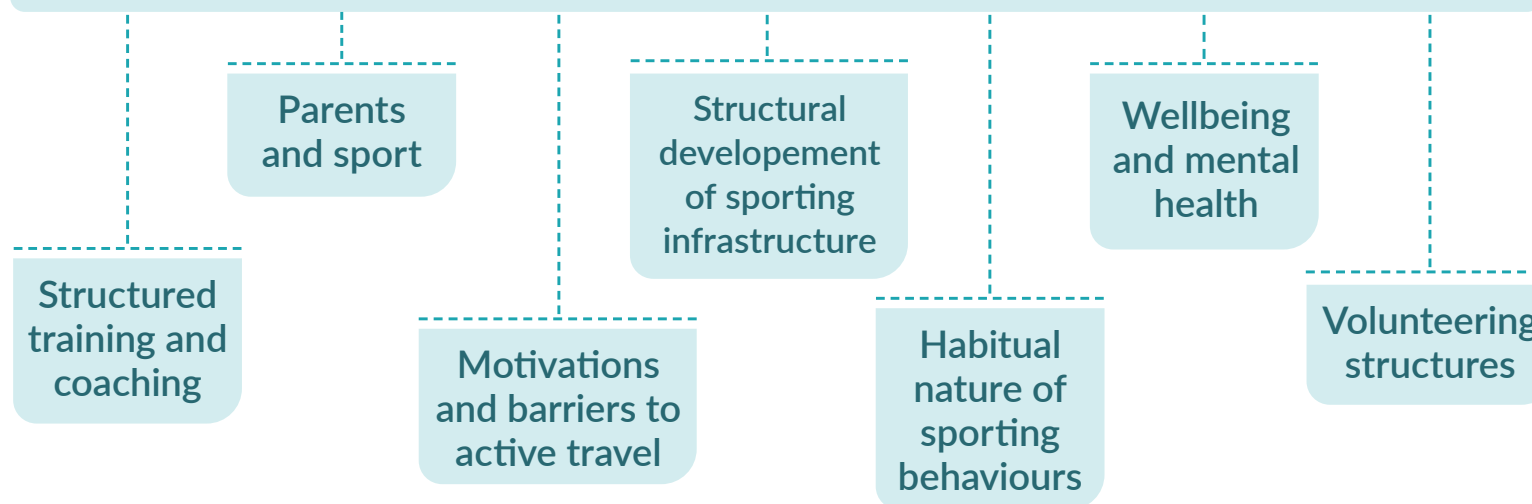


# The Core Survey

8,500 CATI INTERVIEWS WITH A NATIONALLY REPRESENTATIVE SAMPLE

Playing Sport	Volunteering	Club Membership	Attending Sports Events	Active Travel	Recreational Walking
• Frequency	• Specific Sport	• Nature of Role	• Time Spent Participating		
	• Effort Levels	• Context for Participation			

## FLEXIBLE MODULES



# Outcomes *and* Learnings

Women who Volunteer	Women	Gap	Men
more likely to <b>provide transport</b> for others playing sport	<b>32%</b>		<b>19%</b>
more likely to <b>provide catering</b>	<b>5%</b>		<b>&lt;1%</b>
more likely to be responsible for <b>kit maintenance</b>	<b>8%</b>		<b>4%</b>



# Outcomes *and* Learnings





SPORT IRELAND POLICY ON  
**WOMEN  
IN SPORT**

[www.sportireland.ie](http://www.sportireland.ie)  
@sportireland



THE  
MARKETING  
SOCIETY

Ipsos MRBI

Thank You

**Kieran O'Leary**

Director

Ipsos MRBI



SPÓRT ÉIREANN  
SPORT IRELAND