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Use of Origins by the Premier League



In the 26 years since its formation the Premier League (PL) has developed into one of the world's most successful sporting organisations with followers in virtually every country. It has also become a magnet for managers and players from every ethnic group.

In 2018 the PL decided that it wanted to learn more about the ethnic composition of the players, coaches and managers of its clubs and, more particularly and less easily, how that profile had altered during the 26 years of its existence.

Origins provided a quick, efficient and relatively inexpensive tool for conducting this research, distinguishing the parts of the world that were and were not represented on the pitch, how the profile of managers and coaches differed from that of players and how these profiles had changed over time.

The results provided verifiable evidence of many of the trends which the PL has assumed had taken place but delivered a significant number of new insights of which the organisation had not previously been aware.



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