

YouGov / Sky Survey Results

Sample Size: 1212 Football fans in Britain
Fieldwork: 5th - 10th August 2021

	Gender		Age				Social Grade		Region					Have attended a football stadium	Attended a football stadium at least once a year	Plan to attend a football stadium this season	
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North				Scotland
Weighted Sample	1223	819	404	147	507	335	234	736	488	136	358	259	352	119	988	492	500
Unweighted Sample	1212	754	458	90	483	349	290	760	452	116	369	254	354	119	985	478	474
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about before the coronavirus pandemic (i.e. before March 2020), roughly how often, if ever, did you attend football matches at the stadiums?

More than once a month	13	16	7	17	11	14	14	14	11	16	9	13	15	16	16	32	29
About once a month	4	4	4	3	5	3	2	4	4	2	4	3	5	5	5	10	8
About once every few months	8	9	6	11	9	7	6	8	9	5	9	9	8	8	10	20	16
A few times a year	8	9	7	3	10	11	5	10	6	5	8	9	10	7	10	21	15
About once a year	7	7	7	5	11	5	2	8	5	4	6	9	7	8	9	17	10
About once every few years	11	10	11	11	11	12	7	12	8	12	10	10	12	8	13	0	7
I have attended a football match in a stadium before but not in the last few years	30	30	29	18	25	34	41	27	34	28	30	30	29	35	37	0	11
Never	18	14	27	29	16	15	22	15	23	27	23	17	13	11	0	0	4
Don't know	1	1	1	2	2	0	0	1	1	2	1	0	1	2	0	0	0

And thinking about the upcoming football season, roughly how often, if at all, do you think you will attend a football match at a stadium?

More than once a month	10	12	5	9	9	10	10	11	7	11	6	11	11	13	12	24	24
About once a month	5	5	4	10	4	5	3	5	5	5	4	3	7	4	6	11	12
About once every few months	6	6	4	7	6	6	3	6	5	4	6	5	5	8	7	13	14
A few times in the season	8	8	6	6	10	7	3	8	7	5	7	7	10	8	9	17	19
Once or twice in the season	13	14	12	15	13	14	10	14	11	15	14	15	12	9	15	15	32
Not at all	49	44	60	42	45	49	63	47	52	46	53	49	46	50	41	12	0
Don't know	10	11	8	11	12	9	7	8	13	14	10	10	10	8	10	8	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You said that you are not planning to attend a football match this season. What is the main reason for that?

[Asked to those who are not intending going to a football stadium this season; n=623]

I prefer to watch football at home / in a pub	37	33	43	54	31	36	41	36	38	43	37	38	37	29	28	3	0
Financial reasons	19	21	17	21	21	22	13	17	23	16	24	17	19	17	21	23	0
Concerns over coronavirus	10	10	10	1	12	8	12	12	7	10	10	9	11	8	14	36	0
I am not close enough to my team's stadium	17	20	12	15	21	15	12	18	15	12	17	22	10	29	20	22	0
Concerns over personally experiencing racism in stadiums	0	0	1	0	0	1	0	0	0	3	0	0	0	0	0	0	0
Concerns over witnessing racism in stadiums	1	0	2	1	0	2	1	1	1	4	0	1	0	1	1	0	0
Other	12	14	10	3	11	13	18	13	12	10	9	11	19	9	13	14	0
Don't know	3	3	4	5	5	3	1	3	3	2	3	2	4	6	3	3	0

Thinking about when you have attended a football stadium previously, have you ever personally experienced racist abuse?

[Asked to those who have attended a football stadium; n=985]

Yes, many times	4	5	2	4	4	5	3	4	4	6	3	3	4	9	4	5	5
Yes, once or twice	9	11	6	12	9	10	7	10	8	13	9	11	9	6	9	14	16
TOTAL YES	13	16	8	16	13	15	10	14	12	19	12	14	13	15	13	19	21
No, I have never personally experienced racist abuse at a football stadium	84	82	89	80	83	84	88	82	87	78	87	84	84	81	84	79	79
Prefer not to say	1	1	1	1	1	0	1	1	0	1	0	1	1	1	1	1	1
Don't know	2	1	3	3	2	1	1	2	0	3	1	1	2	2	2	1	0

And have you ever witnessed someone else receiving racist abuse in a football stadium?

[Asked to those who have attended a football stadium; n=320]

Yes, many times	9	10	4	7	8	11	7	9	8	11	7	8	7	16	9	9	9
Yes, once or twice	20	22	14	24	18	20	19	22	17	30	22	17	18	16	20	26	26
TOTAL YES	29	32	18	31	26	31	26	31	25	41	29	25	25	32	29	35	35
No, I have never witnessed someone else receiving racist abuse in a football stadium	68	65	76	63	70	65	71	66	72	54	69	72	70	67	68	61	62
Prefer not to say	1	1	1	3	1	1	1	1	1	1	0	2	2	0	1	1	1
Don't know	3	2	5	3	3	3	1	3	2	4	2	1	4	2	3	1	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And how concerned, if at all, are you about each of the following happening at a football stadium this season?

[Asked to those who plan to attend a football stadium this season; n=474]

Personally experiencing racist abuse

Very concerned	9	8	12	17	9	5	12	7	15	16	13	7	8	2	7	7	9
Fairly concerned	16	14	20	30	15	13	8	16	16	22	14	14	16	15	16	17	16
TOTAL CONCERNED	25	22	32	47	24	18	20	23	31	38	27	21	24	17	23	24	25
Not very concerned	20	18	24	3	16	27	33	18	24	25	20	21	16	20	20	19	20
Not concerned at all	52	57	41	47	56	53	44	57	44	37	51	56	54	61	54	54	52
TOTAL NOT CONCERNED	72	75	65	50	72	80	77	75	68	62	71	77	70	81	74	73	72
Don't know	3	3	3	3	4	2	3	3	2	0	3	1	6	2	3	2	3

Witnessing another fan receiving racist abuse

Very concerned	19	17	25	33	14	18	23	18	21	27	17	15	19	26	17	17	19
Fairly concerned	33	28	46	16	37	33	35	36	26	32	42	34	27	20	33	33	33
TOTAL CONCERNED	52	45	71	49	51	51	58	54	47	59	59	49	46	46	50	50	52
Not very concerned	28	30	21	28	25	32	28	23	36	27	26	33	27	23	28	28	28
Not concerned at all	18	22	7	21	21	17	11	20	15	8	14	18	22	29	19	21	18
TOTAL NOT CONCERNED	46	52	28	49	46	49	39	43	51	35	40	51	49	52	47	49	46
Don't know	3	3	1	1	5	1	2	3	1	7	1	1	5	2	3	2	3

Witnessing a player receiving racist abuse

Very concerned	30	27	38	43	25	26	40	30	29	32	30	26	31	32	28	27	30
Fairly concerned	32	28	43	9	35	41	25	33	29	34	35	33	27	33	33	33	32
TOTAL CONCERNED	62	55	81	52	60	67	65	63	58	66	65	59	58	65	61	60	62
Not very concerned	21	24	13	29	19	19	25	18	27	18	22	25	19	20	21	22	21
Not concerned at all	14	17	5	17	15	13	9	15	13	10	13	15	17	14	15	15	14
TOTAL NOT CONCERNED	35	41	18	46	34	32	34	33	40	28	35	40	36	34	36	37	35
Don't know	3	4	2	3	6	1	1	4	1	7	1	2	6	2	3	2	3

If you personally experienced or witnessed racist abuse at a football stadium, how confident, if at all, would you be in knowing how to report this abuse?

Very confident	12	12	11	11	11	14	9	12	11	12	10	13	14	8	12	16	16
Fairly confident	31	32	30	17	32	33	35	28	37	28	33	34	29	27	33	37	37
TOTAL CONFIDENT	43	44	41	28	43	47	44	40	48	40	43	47	43	35	45	53	53
Not very confident	32	31	33	44	31	29	30	35	27	32	31	29	33	37	32	29	31
Not confident at all	13	12	16	16	12	14	14	14	13	21	13	12	12	14	12	9	8
TOTAL NOT CONFIDENT	45	43	49	60	43	43	44	49	40	53	44	41	45	51	44	38	39
Don't know	12	13	10	12	13	10	12	12	12	8	13	11	12	14	11	8	8

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And how likely do you think you would be to report each of the following if they happened at a football stadium?

You personally experienced racist abuse

Very likely	24	21	28	19	24	24	25	26	21	24	30	22	19	24	23	23	23
Fairly likely	23	23	23	27	23	23	22	24	23	22	27	22	23	19	24	26	25
TOTAL LIKELY	47	44	51	46	47	47	47	50	44	46	57	44	42	43	47	49	48
Not very likely	21	22	20	22	19	24	23	21	22	30	18	20	21	24	22	22	21
Not likely at all	20	22	17	22	21	20	18	18	23	14	14	25	25	23	21	24	24
TOTAL NOT LIKELY	41	44	37	44	40	44	41	39	45	44	32	45	46	47	43	46	45
Don't know	11	11	11	11	13	8	12	11	11	9	11	11	12	11	10	6	6

You witnessed racist abuse directed at another fan

Very likely	24	21	30	27	24	24	22	25	23	25	27	22	21	27	23	24	26
Fairly likely	32	30	35	27	33	31	33	33	29	32	36	33	29	23	32	32	31
TOTAL LIKELY	56	51	65	54	57	55	55	58	52	57	63	55	50	50	55	56	57
Not very likely	21	23	17	25	18	26	21	20	23	21	18	23	22	25	23	25	25
Not likely at all	11	14	6	11	12	11	10	11	12	9	7	13	14	14	12	13	12
TOTAL NOT LIKELY	32	37	23	36	30	37	31	31	35	30	25	36	36	39	35	38	37
Don't know	12	12	12	10	13	8	14	12	12	13	12	10	13	10	10	6	5

You witnessed racist abuse directed at a player

Very likely	24	20	30	19	24	22	27	24	22	23	29	22	19	25	23	25	27
Fairly likely	27	27	28	27	27	30	24	27	27	27	30	29	27	16	27	26	26
TOTAL LIKELY	51	47	58	46	51	52	51	51	49	50	59	51	46	41	50	51	53
Not very likely	23	24	21	31	20	25	21	23	22	31	17	21	25	32	24	26	25
Not likely at all	14	16	9	12	14	15	14	12	17	8	12	16	16	17	15	15	15
TOTAL NOT LIKELY	37	40	30	43	34	40	35	35	39	39	29	37	41	49	39	41	40
Don't know	13	12	13	11	14	9	15	13	12	11	14	12	13	10	11	8	6

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When attending a football match at a stadium, have you personally ever used any of the following language (e.g. during chants)?

[Asked to those who have attended a football stadium; n=985]

Language that others would find racist

Yes, many times	4	5	3	8	4	5	1	5	4	5	4	2	6	4	4	7	7
Yes, once or twice	10	10	10	10	11	12	5	10	11	8	13	9	10	10	10	14	13
TOTAL YES	14	15	13	18	15	17	6	15	15	13	17	11	16	14	14	21	20
No, never	83	82	87	79	83	80	91	84	82	86	83	85	80	85	83	77	78
Prefer not to say	2	3	1	3	2	2	2	2	3	1	1	4	4	1	2	2	2

Language that others would find homophobic

Yes, many times	5	6	4	8	6	6	1	5	6	4	3	4	8	7	5	8	7
Yes, once or twice	13	15	9	20	15	12	7	12	15	15	14	13	13	10	13	18	18
TOTAL YES	18	21	13	28	21	18	8	17	21	19	17	17	21	17	18	26	25
No, never	80	77	86	71	77	80	90	82	76	81	82	80	76	81	80	72	74
Prefer not to say	2	2	1	1	3	2	2	2	3	0	1	3	4	2	2	2	1

Language that others would find offensive

Yes, many times	15	17	11	20	17	16	8	16	14	16	11	15	18	18	15	21	21
Yes, once or twice	25	28	17	24	28	26	18	27	22	23	28	22	25	27	25	29	30
TOTAL YES	40	45	28	44	45	42	26	43	36	39	39	37	43	45	40	50	51
No, never	57	52	71	55	52	56	72	56	60	59	60	60	54	53	57	49	49
Prefer not to say	2	2	1	1	3	2	2	2	3	2	1	3	3	2	2	2	1

And have you witnessed any of the following language (e.g. during chants) being used at a football stadium?

[Asked to those who have attended a football stadium; n=985]

Language I thought was racist

Yes, many times	13	14	10	21	11	14	10	14	11	16	11	9	13	22	13	15	16
Yes, once or twice	28	30	24	20	27	33	28	29	26	33	28	28	29	19	28	35	33
TOTAL YES	41	44	34	41	38	47	38	43	37	49	39	37	42	41	41	50	49
No, never	57	54	64	59	60	50	59	54	61	49	59	61	54	59	57	49	51
Prefer not to say	2	2	2	0	2	2	4	2	2	2	1	2	3	0	2	1	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Language I thought was homophobic

Yes, many times	13	14	10	17	14	15	7	14	12	16	11	8	15	22	13	17	17
Yes, once or twice	28	29	26	28	28	33	23	28	28	28	31	28	28	24	28	33	35
TOTAL YES	41	43	36	45	42	48	30	42	40	44	42	36	43	46	41	50	52
No, never	56	54	62	55	56	50	67	56	58	54	57	61	54	54	56	48	47
Prefer not to say	2	2	2	0	2	2	3	2	2	2	1	3	3	0	2	1	1

Other language I thought was offensive

Yes, many times	29	31	23	36	29	31	20	31	25	28	25	25	29	44	29	34	34
Yes, once or twice	34	32	39	28	33	36	37	36	31	31	42	34	32	22	34	34	36
TOTAL YES	63	63	62	64	62	67	57	67	56	59	67	59	61	66	63	68	70
No, never	35	35	35	36	36	29	39	31	40	38	32	36	36	33	35	30	28
Prefer not to say	3	3	3	0	3	3	3	2	4	3	1	4	3	1	3	2	1

Thinking about social media (e.g. Facebook, Twitter), has either of the following ever happened to you, specifically when discussing football?

Personally experienced racist abuse on social media

Yes, many times	2	2	2	6	3	1	0	3	2	3	3	1	2	3	2	4	3
Yes, once or twice	4	5	3	10	4	3	2	4	4	6	6	2	3	4	4	6	6
TOTAL YES	6	7	5	16	7	4	2	7	6	9	9	3	5	7	6	10	9
No, never	75	73	78	73	80	76	62	77	71	70	74	77	73	81	77	76	76
Prefer not to say	1	1	2	2	2	1	1	1	2	3	1	1	2	1	1	1	1
Don't know	3	3	4	6	3	3	2	2	4	3	2	2	4	5	2	1	2
Not applicable - I am not on any social media platforms	14	16	12	3	8	16	34	13	17	15	15	16	15	6	14	11	12

Witnessed racist abuse directed at a football player on social media

Yes, many times	15	14	18	48	17	8	1	19	10	26	15	10	13	22	15	18	20
Yes, once or twice	15	16	15	20	19	15	6	17	13	12	16	14	16	16	17	19	18
TOTAL YES	30	30	33	68	36	23	7	36	23	38	31	24	29	38	32	37	38
No, never	49	50	49	22	50	56	57	47	53	37	50	55	48	53	50	46	45
Prefer not to say	1	1	2	3	2	1	1	1	2	3	1	1	2	1	1	2	1
Don't know	4	3	5	3	5	4	2	3	5	7	2	3	6	3	3	3	2
Not applicable - I am not on any social media platforms	14	16	12	4	8	16	34	13	17	15	15	16	15	6	14	12	13

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How likely do you think you would be to report each of the following if they happened on social media (e.g. Facebook, Twitter)?

You personally experienced racist abuse

Very likely	23	19	30	24	26	23	16	25	19	23	24	23	20	25	23	22	24
Fairly likely	20	20	21	22	22	18	18	21	19	19	22	21	20	13	21	22	20
TOTAL LIKELY	43	39	51	46	48	41	34	46	38	42	46	44	40	38	44	44	44
Not very likely	14	14	15	16	14	16	12	14	16	15	15	13	14	17	14	17	16
Not likely at all	19	22	13	21	20	20	15	19	20	16	16	21	20	23	20	22	21
TOTAL NOT LIKELY	33	36	28	37	34	36	27	33	36	31	31	34	34	40	34	39	37
Don't know	8	8	9	10	9	8	7	9	7	11	7	5	9	13	8	6	6
Not applicable - I am not on any social media platforms	16	17	12	7	9	16	33	13	19	16	15	17	17	9	14	13	14

You witnessed racist abuse directed at a football player

Very likely	22	17	31	23	24	21	16	22	20	20	24	22	19	21	21	22	26
Fairly likely	22	22	23	24	26	20	17	24	19	27	22	22	22	21	23	24	21
TOTAL LIKELY	44	39	54	47	50	41	33	46	39	47	46	44	41	42	44	46	47
Not very likely	17	18	15	19	17	18	14	16	18	13	19	15	16	19	18	18	17
Not likely at all	15	17	9	18	14	16	12	15	15	13	11	16	17	16	16	17	17
TOTAL NOT LIKELY	32	35	24	37	31	34	26	31	33	26	30	31	33	35	34	35	34
Don't know	9	8	11	10	10	9	8	9	9	11	8	8	10	14	8	6	5
Not applicable - I am not on any social media platforms	15	17	11	7	9	16	33	13	19	16	16	17	16	9	14	12	13

Do you think the current punishments for racist abuse at football stadiums are too harsh, not harsh enough, or about right?

Too harsh	4	6	2	14	3	4	2	5	4	1	4	5	6	4	5	6	6
About right	18	20	14	12	18	20	18	16	20	17	18	15	21	13	20	21	21
Not harsh enough	60	58	65	62	58	60	65	62	58	59	65	62	54	64	59	58	61
Don't know	18	17	19	13	21	16	15	17	18	23	13	17	19	19	16	15	12

Do you think racism on social media has increased or decreased the amount of racist abuse in football stadiums or has it made very little difference?

Increased racism in stadiums	35	32	40	42	31	33	40	35	34	39	39	30	33	30	31	27	32
Made very little difference	35	38	29	36	32	40	34	36	34	29	35	38	35	36	38	45	43
Decreased racism in stadiums	6	8	3	7	9	5	2	7	5	8	4	8	5	12	7	9	9
Don't know	24	22	27	15	28	22	24	22	27	24	22	23	27	22	23	19	17

Fieldwork: 5th - 10th August 2021

	Gender		Age				Social Grade		Region					Have attended a football stadium	Attended a football stadium at least once a year	Plan to attend a football stadium this season	
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North				Scotland
Weighted Sample	1223	819	404	147	507	335	234	736	488	136	358	259	352	119	988	492	500
Unweighted Sample	1212	754	458	90	483	349	290	760	452	116	369	254	354	119	985	478	474
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And if social media companies were to significantly reduce or eradicate racist abuse on their channels, what impact, if any, do you think this would have on racist abuse in football stadiums?

It would significantly reduce racism in stadiums	13	11	15	7	13	14	14	13	12	9	12	15	13	10	12	12	14
It would reduce racism in stadiums a little	27	26	30	30	29	25	25	30	23	33	28	21	29	25	28	29	29
TOTAL REDUCE RACISM	40	37	45	37	42	39	39	43	35	42	40	36	42	35	40	41	43
It would make no real difference	34	38	25	31	31	37	38	33	35	28	34	39	32	37	36	39	38
It would increase racism in stadiums a little	2	2	2	3	2	2	2	2	3	1	4	3	1	0	2	2	3
It would significantly increase racism in stadiums	1	2	0	8	1	0	1	1	2	1	1	1	1	6	1	1	2
TOTAL INCREASE RACISM	3	4	2	11	3	2	3	3	5	2	5	4	2	6	3	3	5
Don't know	22	20	27	20	25	23	19	21	24	28	21	20	23	22	20	16	15