

YouGov / Sky Survey Results

Sample Size: 516 Black, Asian and Minority Ethnic football fans (aged 18+) in Britain
Fieldwork: 5th - 10th August 2021

	Ethnicity								Combined Ethnicity					Country of Birth		
	Total	Mixed	Indian	Pakistani	Bangladeshi	Black	Chinese	Other Asian	Other ethnicity	Mixed	Indian	Pakistani/ Bangladeshi	Black	Other ethnicity (Other Asian/ Chinese/ Arab/ Other)	UK	Outside of the UK
Weighted Sample	546	49	111	74	37	156	20	54	46	49	111	111	156	119	197	349
Unweighted Sample	516	46	123	61	32	142	19	51	42	46	123	93	142	112	215	301
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	5	3	5	13	3	4	0	3	6	3	5	9	4	3	7	4
About once a month	6	18	5	16	3	2	0	2	6	18	5	11	2	3	7	6
About once every few months	4	3	5	4	4	3	24	1	6	3	5	4	3	7	8	2
A few times a year	11	6	9	12	30	10	9	3	14	6	9	18	10	8	12	10
About once a year	5	6	6	1	7	4	4	8	12	6	6	3	4	9	7	5
About once every few years	8	11	11	6	5	7	5	8	12	11	11	6	7	9	9	8
I have attended a football match in a stadium before but not in the last few years	19	16	22	15	14	19	23	24	16	16	22	15	19	21	19	19
Never	39	36	33	29	24	52	35	51	26	36	33	27	52	38	29	44
Don't know	3	0	5	4	11	0	0	0	2	0	5	7	0	1	3	3

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	5	3	4	14	4	3	3	3	8	3	4	11	3	5	5	5
About once a month	6	10	7	10	0	4	24	4	0	10	7	7	4	6	9	4
About once every few months	7	10	7	8	31	1	0	1	14	10	7	15	1	6	10	5
A few times in the season	9	9	10	16	3	6	4	9	11	9	10	11	6	9	8	9
Once or twice in the season	12	9	7	7	14	16	9	15	13	9	7	10	16	13	11	12
Not at all	48	38	49	41	39	56	60	44	42	38	49	40	56	46	46	49
Don't know	13	20	16	4	9	14	0	23	13	20	16	6	14	16	11	15

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Sample Size: 516 Black, Asian and Minority Ethnic football fans (aged 18+) in Britain
Fieldwork: 5th - 10th August 2021

	Gender		Age				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+	London	Rest of South	Midlands / Wales	North				Scotland
Weighted Sample	546	334	212	85	329	89	43	219	105	114	96	12	320	172	212
Unweighted Sample	516	293	223	59	316	93	48	207	109	95	91	14	320	164	206
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	5	6	4	3	5	7	1	4	2	4	11	0	8	16	12
About once a month	6	7	4	3	8	6	1	6	2	12	4	0	10	19	15
About once every few months	4	4	5	5	5	1	2	5	1	4	7	0	8	14	11
A few times a year	11	12	8	10	12	10	2	7	15	17	8	0	18	34	22
About once a year	5	6	4	1	7	6	5	5	4	6	7	0	9	17	8
About once every few years	8	8	8	13	8	2	8	5	15	7	11	0	14	0	11
I have attended a football match in a stadium before but not in the last few years	19	19	19	14	16	29	31	22	17	14	17	24	32	0	8
Never	39	36	43	49	35	37	50	41	41	36	29	76	0	0	10
Don't know	3	2	4	1	4	3	0	3	2	1	5	0	0	0	2

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	5	6	4	4	6	6	0	5	4	8	5	0	9	16	13
About once a month	6	5	9	4	8	3	3	8	3	2	12	0	10	15	16
About once every few months	7	8	5	11	8	2	0	5	2	17	6	0	12	20	18
A few times in the season	9	10	7	1	12	8	4	7	14	8	10	0	13	19	23
Once or twice in the season	12	13	9	16	12	10	8	9	19	12	10	0	15	14	30
Not at all	48	46	51	45	41	61	81	56	42	40	40	85	33	10	0
Don't know	13	12	16	19	14	10	4	10	17	14	17	15	9	6	0

Fieldwork: 5th - 10th August 2021

	Ethnicity								Combined Ethnicity					Country of Birth		
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Unweighted Sample	516	46	123	61	32	142	19	51	42	46	123	93	142	112	215	301
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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=247]

I prefer to watch football at home / in a pub	40	38	49	26	44	40	55	42	29	38	49	31	40	40	36	42
Financial reasons	18	24	6	21	12	22	7	26	19	24	6	18	22	20	20	16
Concerns over coronavirus	13	4	18	18	0	8	38	12	19	4	18	12	8	20	8	16
I am not close enough to my team's stadium	6	16	7	16	4	2	0	2	4	16	7	12	2	2	10	4
Concerns over personally experiencing racism in stadiums	6	0	4	11	5	7	0	13	2	0	4	9	7	6	8	5
Concerns over witnessing racism in stadiums	7	2	3	4	0	16	0	0	0	2	3	2	16	0	9	5
Other	5	12	4	0	20	5	0	4	4	12	4	7	5	3	5	5
Don't know	5	3	9	6	15	0	0	1	23	3	9	9	0	8	4	6

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=320]

Yes, many times	8	5	11	7	8	9	5	1	5	5	11	8	9	3	9	7
Yes, once or twice	25	40	20	47	14	16	37	10	24	40	20	36	16	21	34	19
TOTAL YES	33	45	31	54	22	25	42	11	29	45	31	44	25	24	43	26
No, I have never personally experienced racist abuse at a football stadium	59	54	64	42	56	62	50	78	65	54	64	47	62	67	51	65
Prefer not to say	4	0	3	3	5	9	0	0	0	0	3	4	9	0	3	4
Don't know	5	1	3	0	17	3	8	11	6	1	3	5	3	8	4	5

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	14	11	13	26	7	10	48	5	11	11	13	20	10	15	18	11
Yes, once or twice	24	32	24	20	20	23	8	26	29	32	24	20	23	24	27	21
TOTAL YES	38	43	37	46	27	33	56	31	40	43	37	40	33	39	45	32
No, I have never witnessed someone else receiving racist abuse in a football stadium	54	53	55	46	47	57	44	62	58	53	55	46	57	57	50	57
Prefer not to say	4	3	3	6	6	6	0	0	0	3	3	6	6	0	2	5
Don't know	5	1	5	3	19	4	0	7	2	1	5	8	4	3	3	6

Fieldwork: 5th - 10th August 2021

	Gender		Age				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+	London	Rest of South	Midlands / Wales	North	Scotland				
Weighted Sample	546	334	212	85	329	89	43	219	105	114	96	12	320	172	212
Unweighted Sample	516	293	223	59	316	93	48	207	109	95	91	14	320	164	206
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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=247]

I prefer to watch football at home / in a pub	40	40	41	41	43	38	32	45	37	33	32	59	33	5	0
Financial reasons	18	21	12	24	17	15	16	16	29	16	12	13	21	21	0
Concerns over coronavirus	13	9	19	12	13	13	14	12	15	17	7	15	19	49	0
I am not close enough to my team's stadium	6	8	3	0	4	11	11	4	4	1	20	8	11	1	0
Concerns over personally experiencing racism in stadiums	6	8	4	3	6	8	6	5	4	8	10	5	7	8	0
Concerns over witnessing racism in stadiums	7	5	9	9	6	10	3	10	1	4	8	0	3	6	0
Other	5	3	8	4	4	3	11	7	6	1	5	0	2	3	0
Don't know	5	6	4	6	6	2	8	1	4	20	6	0	5	6	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=320]

Yes, many times	8	8	7	1	9	9	3	11	9	3	5	0	8	7	10
Yes, once or twice	25	21	33	8	28	37	0	24	10	35	29	16	25	36	34
TOTAL YES	33	29	40	9	37	46	3	35	19	38	34	16	33	43	44
No, I have never personally experienced racist abuse at a football stadium	59	64	51	80	56	45	87	57	76	51	55	84	59	50	48
Prefer not to say	4	3	4	8	4	0	0	5	1	3	5	0	4	3	4
Don't know	5	5	5	2	3	10	10	3	4	8	6	0	5	4	5

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	14	15	12	2	18	13	0	18	10	11	14	16	14	18	20
Yes, once or twice	24	23	26	18	25	24	24	27	16	20	31	0	24	32	30
TOTAL YES	38	38	38	20	43	37	24	45	26	31	45	16	38	50	50
No, I have never witnessed someone else receiving racist abuse in a football stadium	54	56	50	63	51	49	73	48	67	56	48	84	54	45	44
Prefer not to say	4	2	6	7	4	0	0	4	3	5	3	0	4	3	4
Don't know	5	4	6	10	2	13	3	4	5	8	4	0	5	3	2

Fieldwork: 5th - 10th August 2021

	Ethnicity								Combined Ethnicity					Country of Birth		
	Total	Mixed	Indian	Pakistani	Bangladeshi	Black	Chinese	Other Asian	Other ethnicity	Mixed	Indian	Pakistani/Bangladeshi	Black	Other ethnicity (Other Asian/Chinese/Arab/Other)	UK	Outside of the UK
Weighted Sample	546	49	111	74	37	156	20	54	46	49	111	111	156	119	197	349
Unweighted Sample	516	46	123	61	32	142	19	51	42	46	123	93	142	112	215	301
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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=206]

Personally experiencing racist abuse

Very concerned	34	20	35	51	4	42	14	43	22	20	35	36	42	28	28	38
Fairly concerned	39	46	37	34	61	36	77	33	27	46	37	42	36	38	40	39
TOTAL CONCERNED	73	66	72	85	65	78	91	76	49	66	72	78	78	66	68	77
Not very concerned	19	22	13	14	13	22	9	19	43	22	13	14	22	28	25	16
Not concerned at all	6	13	15	0	5	0	0	6	8	13	15	2	0	6	8	4
TOTAL NOT CONCERNED	25	35	28	14	18	22	9	25	51	35	28	16	22	34	33	20
Don't know	2	0	0	1	16	0	0	0	0	0	0	6	0	0	0	3

Witnessing another fan receiving racist abuse

Very concerned	37	23	33	52	17	41	23	57	22	23	33	41	41	35	33	39
Fairly concerned	36	36	57	30	13	44	14	18	40	36	57	25	44	27	34	38
TOTAL CONCERNED	73	59	90	82	30	85	37	75	62	59	90	66	85	62	67	77
Not very concerned	19	38	3	16	15	15	63	19	31	38	3	16	15	32	29	12
Not concerned at all	6	2	7	1	39	0	0	4	7	2	7	13	0	4	4	8
TOTAL NOT CONCERNED	25	40	10	17	54	15	63	23	38	40	10	29	15	36	33	20
Don't know	2	0	0	0	16	0	0	2	0	0	0	5	0	1	0	3

Witnessing a player receiving racist abuse

Very concerned	45	36	44	43	18	62	84	54	27	36	44	35	62	47	50	43
Fairly concerned	34	50	42	43	18	30	0	18	40	50	42	35	30	25	32	36
TOTAL CONCERNED	79	86	86	86	36	92	84	72	67	86	86	70	92	72	82	79
Not very concerned	16	14	9	13	44	8	14	14	33	14	9	23	8	23	17	16
Not concerned at all	1	0	5	0	0	0	2	6	0	0	5	0	0	3	1	2
TOTAL NOT CONCERNED	17	14	14	13	44	8	16	20	33	14	14	23	8	26	18	18
Don't know	3	0	0	1	21	0	0	8	0	0	0	7	0	3	1	4

Fieldwork: 5th - 10th August 2021

	Gender		Age				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+	London	Rest of South	Midlands / Wales	North				Scotland
Weighted Sample	546	334	212	85	329	89	43	219	105	114	96	12	320	172	212
Unweighted Sample	516	293	223	59	316	93	48	207	109	95	91	14	320	164	206
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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=206]

Personally experiencing racist abuse

Very concerned	34	34	34	26	35	31	58	35	27	26	49	0	33	31	34
Fairly concerned	39	38	43	46	41	29	12	39	40	46	31	0	41	45	39
TOTAL CONCERNED	73	72	77	72	76	60	70	74	67	72	80	0	74	76	73
Not very concerned	19	21	17	22	18	26	17	21	27	12	18	0	18	18	19
Not concerned at all	6	6	6	6	6	2	13	4	5	11	3	0	5	5	6
TOTAL NOT CONCERNED	25	27	23	28	24	28	30	25	32	23	21	0	23	23	25
Don't know	2	3	0	0	0	12	0	0	1	6	0	0	2	2	2

Witnessing another fan receiving racist abuse

Very concerned	37	31	48	35	35	39	68	34	36	33	46	0	36	35	37
Fairly concerned	36	42	26	27	39	36	25	44	38	28	31	0	38	38	36
TOTAL CONCERNED	73	73	74	62	74	75	93	78	74	61	77	0	74	73	73
Not very concerned	19	18	21	20	21	13	7	19	21	15	23	0	18	20	19
Not concerned at all	6	7	5	18	5	0	0	1	5	18	0	0	6	6	6
TOTAL NOT CONCERNED	25	25	26	38	26	13	7	20	26	33	23	0	24	26	25
Don't know	2	2	1	0	0	12	0	1	0	6	0	0	2	2	2

Witnessing a player receiving racist abuse

Very concerned	45	42	52	46	42	54	81	51	50	39	39	0	44	38	45
Fairly concerned	34	36	31	23	39	28	12	32	31	40	34	0	37	40	34
TOTAL CONCERNED	79	78	83	69	81	82	93	83	81	79	73	0	81	78	79
Not very concerned	16	19	11	31	15	6	7	14	19	11	24	0	16	20	16
Not concerned at all	1	0	4	1	2	0	0	2	0	3	0	0	0	0	1
TOTAL NOT CONCERNED	17	19	15	32	17	6	7	16	19	14	24	0	16	20	17
Don't know	3	3	2	0	2	12	0	1	0	7	4	0	3	3	3

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Unweighted Sample	516	46	123	61	32	142	19	51	42	46	123	93	142	112	215	301
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	16	24	13	20	20	17	5	10	17	24	13	20	17	12	16	17
Fairly confident	28	18	23	29	31	30	50	31	31	18	23	30	30	34	30	28
TOTAL CONFIDENT	44	42	36	49	51	47	55	41	48	42	36	50	47	46	46	45
Not very confident	29	45	25	35	18	24	26	37	28	45	25	29	24	32	33	26
Not confident at all	16	1	24	10	10	20	11	15	20	1	24	10	20	16	12	19
TOTAL NOT CONFIDENT	45	46	49	45	28	44	37	52	48	46	49	39	44	48	45	45
Don't know	10	12	14	7	20	9	8	7	4	12	14	12	9	6	10	10

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	32	34	42	33	10	34	9	24	38	34	42	25	34	27	37	30
Fairly likely	29	37	21	38	18	25	44	44	26	37	21	31	25	37	29	29
TOTAL LIKELY	61	71	63	71	28	59	53	68	64	71	63	56	59	64	66	59
Not very likely	19	24	21	13	23	19	37	11	13	24	21	16	19	16	16	20
Not likely at all	11	1	11	9	31	9	0	15	17	1	11	16	9	13	8	13
TOTAL NOT LIKELY	30	25	32	22	54	28	37	26	30	25	32	32	28	29	24	33
Don't know	9	3	6	8	18	13	10	6	6	3	6	11	13	7	9	8

You witnessed racist abuse directed at another fan

Very likely	26	23	30	35	7	29	5	19	33	23	30	26	29	22	30	25
Fairly likely	34	41	35	32	29	35	28	33	30	41	35	31	35	31	37	32
TOTAL LIKELY	60	64	65	67	36	64	33	52	63	64	65	57	64	53	67	57
Not very likely	19	30	15	14	10	17	52	31	13	30	15	13	17	27	16	21
Not likely at all	10	0	10	7	33	7	1	13	18	0	10	15	7	13	6	12
TOTAL NOT LIKELY	29	30	25	21	43	24	53	44	31	30	25	28	24	40	22	33
Don't know	10	5	10	12	21	12	14	5	6	5	10	15	12	7	10	10

Fieldwork: 5th - 10th August 2021

	Gender		Age				Region					Have attended a football stadium	Attended a football stadium at least once a year	Plan to attend a football stadium this season	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	16	16	17	12	18	15	16	16	12	18	20	15	16	20	19
Fairly confident	28	31	25	22	30	34	18	24	35	23	39	8	33	45	45
TOTAL CONFIDENT	44	47	42	34	48	49	34	40	47	41	59	23	49	65	64
Not very confident	29	28	31	35	29	17	34	33	27	27	19	50	31	25	24
Not confident at all	16	16	16	21	14	20	14	16	19	13	18	11	14	7	10
TOTAL NOT CONFIDENT	45	44	47	56	43	37	48	49	46	40	37	61	45	32	34
Don't know	10	9	12	9	8	14	18	10	7	19	4	17	6	4	2

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	32	31	34	32	30	41	34	34	32	32	33	13	30	33	33
Fairly likely	29	29	29	25	32	22	29	24	31	30	34	58	33	38	37
TOTAL LIKELY	61	60	63	57	62	63	63	58	63	62	67	71	63	71	70
Not very likely	19	18	20	20	18	19	22	24	18	14	13	17	19	14	20
Not likely at all	11	14	7	14	12	5	7	9	12	14	10	7	12	10	7
TOTAL NOT LIKELY	30	32	27	34	30	24	29	33	30	28	23	24	31	24	27
Don't know	9	8	10	9	7	13	7	8	8	11	9	6	7	5	3

You witnessed racist abuse directed at another fan

Very likely	26	24	30	20	26	37	19	31	15	26	30	16	26	33	32
Fairly likely	34	35	33	47	31	26	47	30	43	29	37	38	33	32	35
TOTAL LIKELY	60	59	63	67	57	63	66	61	58	55	67	54	59	65	67
Not very likely	19	20	19	8	23	18	15	21	22	15	16	26	24	20	23
Not likely at all	10	11	8	16	10	4	7	8	10	14	10	14	9	9	7
TOTAL NOT LIKELY	29	31	27	24	33	22	22	29	32	29	26	40	33	29	30
Don't know	10	10	11	9	9	15	12	9	10	16	7	6	7	5	4

Fieldwork: 5th - 10th August 2021

	Ethnicity								Combined Ethnicity					Country of Birth		
	Total	Mixed	Indian	Pakistani	Bangladeshi	Black	Chinese	Other Asian	Other ethnicity	Mixed	Indian	Pakistani/Bangladeshi	Black	Other ethnicity (Other Asian/Chinese/Arab/Other)	UK	Outside of the UK
Weighted Sample	546	49	111	74	37	156	20	54	46	49	111	111	156	119	197	349
Unweighted Sample	516	46	123	61	32	142	19	51	42	46	123	93	142	112	215	301
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You witnessed racist abuse directed at a player

Very likely	30	43	29	29	6	36	30	17	29	43	29	22	36	24	38	25
Fairly likely	28	16	26	36	30	28	24	35	30	16	26	34	28	31	25	31
TOTAL LIKELY	58	59	55	65	36	64	54	52	59	59	55	56	64	55	63	56
Not very likely	22	30	25	16	27	16	30	25	19	30	25	19	16	24	20	22
Not likely at all	9	10	9	8	16	6	3	11	17	10	9	10	6	12	6	11
TOTAL NOT LIKELY	31	40	34	24	43	22	33	36	36	40	34	29	22	36	26	33
Don't know	11	1	10	11	21	14	14	12	5	1	10	14	14	10	11	11

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=320]

Language that others would find racist

Yes, many times	14	13	18	28	14	10	5	10	3	13	18	23	10	6	14	14
Yes, once or twice	17	22	8	28	20	8	42	11	34	22	8	25	8	27	21	15
TOTAL YES	31	35	26	56	34	18	47	21	37	35	26	48	18	33	35	29
No, never	65	61	71	41	51	78	53	79	63	61	71	44	78	67	63	66
Prefer not to say	4	4	3	3	16	3	0	0	0	4	3	8	3	0	2	5

Language that others would find homophobic

Yes, many times	12	12	13	21	8	5	42	10	3	12	13	17	5	13	18	7
Yes, once or twice	21	34	14	37	19	15	5	8	30	34	14	32	15	18	17	24
TOTAL YES	33	46	27	58	27	20	47	18	33	46	27	49	20	31	35	31
No, never	63	54	67	38	56	77	52	81	67	54	67	44	77	69	63	64
Prefer not to say	4	0	7	3	16	3	1	0	0	0	7	8	3	0	2	5

Language that others would find offensive

Yes, many times	20	44	25	28	10	12	5	16	6	44	25	22	12	10	21	19
Yes, once or twice	26	19	21	39	52	10	12	17	50	19	21	43	10	31	30	22
TOTAL YES	46	63	46	67	62	22	17	33	56	63	46	65	22	41	51	41
No, never	51	37	47	30	25	75	83	67	41	37	47	28	75	58	46	54
Prefer not to say	4	0	6	3	13	3	0	0	2	0	6	7	3	1	2	5

Fieldwork: 5th - 10th August 2021

	Gender		Age				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+	London	Rest of South	Midlands / Wales	North	Scotland				
Weighted Sample	546	334	212	85	329	89	43	219	105	114	96	12	320	172	212
Unweighted Sample	516	293	223	59	316	93	48	207	109	95	91	14	320	164	206
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You witnessed racist abuse directed at a player

Very likely	30	24	38	30	27	39	29	38	19	25	31	6	28	32	32
Fairly likely	28	31	25	25	28	28	41	25	29	27	37	44	29	33	31
TOTAL LIKELY	58	55	63	55	55	67	70	63	48	52	68	50	57	65	63
Not very likely	22	24	18	28	22	17	14	19	33	19	17	31	26	21	26
Not likely at all	9	11	7	5	12	4	5	9	8	11	8	14	10	9	6
TOTAL NOT LIKELY	31	35	25	33	34	21	19	28	41	30	25	45	36	30	32
Don't know	11	10	12	12	11	12	11	10	11	18	7	6	8	6	6

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=320]

Language that others would find racist

Yes, many times	14	13	16	0	22	3	0	18	8	10	19	0	14	23	21
Yes, once or twice	17	13	25	10	23	7	13	15	13	21	24	0	17	25	24
TOTAL YES	31	26	41	10	45	10	13	33	21	31	43	0	31	48	45
No, never	65	70	55	83	54	83	87	63	77	63	56	100	65	49	51
Prefer not to say	4	3	5	7	2	8	0	4	2	6	2	0	4	3	4

Language that others would find homophobic

Yes, many times	12	9	18	0	18	3	0	16	9	3	16	0	12	18	17
Yes, once or twice	21	19	25	14	27	7	17	14	13	32	28	29	21	32	31
TOTAL YES	33	28	43	14	45	10	17	30	22	35	44	29	33	50	48
No, never	63	69	53	81	53	82	76	65	76	59	54	71	63	47	48
Prefer not to say	4	4	4	4	2	8	7	5	2	6	2	0	4	3	4

Language that others would find offensive

Yes, many times	20	22	16	16	25	9	3	17	19	20	27	0	20	26	26
Yes, once or twice	26	27	24	35	25	23	17	26	14	32	29	29	26	35	33
TOTAL YES	46	49	40	51	50	32	20	43	33	52	56	29	46	61	59
No, never	51	48	56	46	47	61	76	53	63	43	44	71	51	35	37
Prefer not to say	4	3	5	4	3	8	4	5	3	6	1	0	4	3	4

Fieldwork: 5th - 10th August 2021

	Ethnicity								Combined Ethnicity					Country of Birth		
	Total	Mixed	Indian	Pakistani	Bangladeshi	Black	Chinese	Other Asian	Other ethnicity	Mixed	Indian	Pakistani/ Bangladeshi	Black	Other ethnicity (Other Asian/ Chinese/ Arab/ Other)	UK	Outside of the UK
Weighted Sample	546	49	111	74	37	156	20	54	46	49	111	111	156	119	197	349
Unweighted Sample	516	46	123	61	32	142	19	51	42	46	123	93	142	112	215	301
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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=320]

Language I thought was racist

Yes, many times	20	33	25	26	14	14	48	9	1	33	25	22	14	12	25	16
Yes, once or twice	36	25	23	50	28	41	13	41	58	25	23	43	41	44	34	39
TOTAL YES	56	58	48	76	42	55	61	50	59	58	48	65	55	56	59	55
No, never	40	42	50	20	55	40	33	50	31	42	50	32	40	38	40	40
Prefer not to say	4	0	3	3	3	5	6	0	10	0	3	3	5	6	2	5

Language I thought was homophobic

Yes, many times	17	13	15	37	16	7	11	13	21	13	15	30	7	16	22	13
Yes, once or twice	31	45	27	33	18	31	50	25	26	45	27	28	31	30	29	32
TOTAL YES	48	58	42	70	34	38	61	38	47	58	42	58	38	46	51	45
No, never	47	41	54	27	65	51	32	56	48	41	54	39	51	48	46	48
Prefer not to say	5	0	4	3	0	11	7	5	5	0	4	2	11	6	3	7

Other language I thought was offensive

Yes, many times	28	38	33	33	27	21	11	16	29	38	33	31	21	21	37	21
Yes, once or twice	35	34	31	41	41	33	13	40	35	34	31	41	33	33	27	40
TOTAL YES	63	72	64	74	68	54	24	56	64	72	64	72	54	54	64	61
No, never	34	28	33	26	32	38	69	44	29	28	33	28	38	41	33	35
Prefer not to say	3	0	3	0	0	8	7	0	7	0	3	0	8	5	3	4

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	10	1	10	18	7	13	3	3	6	1	10	14	13	4	8	10
Yes, once or twice	15	28	13	27	11	10	24	9	17	28	13	22	10	14	20	13
TOTAL YES	25	29	23	45	18	23	27	12	23	29	23	36	23	18	28	23
No, never	57	59	58	45	38	59	58	74	56	59	58	43	59	65	58	56
Prefer not to say	4	0	3	1	17	4	0	6	2	0	3	7	4	4	1	5
Don't know	5	0	3	4	23	4	10	1	3	0	3	10	4	3	3	5
Not applicable - I am not on any social media platforms	10	12	14	6	3	10	4	7	16	12	14	5	10	10	9	10

Fieldwork: 5th - 10th August 2021

	Gender		Age				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+	London	Rest of South	Midlands / Wales	North	Scotland				
Weighted Sample	546	334	212	85	329	89	43	219	105	114	96	12	320	172	212
Unweighted Sample	516	293	223	59	316	93	48	207	109	95	91	14	320	164	206
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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=320]

Language I thought was racist

Yes, many times	20	19	22	13	25	14	4	27	12	12	22	38	20	27	27
Yes, once or twice	36	36	37	30	34	44	55	33	31	43	42	0	36	39	38
TOTAL YES	56	55	59	43	59	58	59	60	43	55	64	38	56	66	65
No, never	40	43	34	54	37	40	41	35	53	43	34	62	40	31	30
Prefer not to say	4	2	7	3	5	2	0	5	5	2	2	0	4	3	4

Language I thought was homophobic

Yes, many times	17	18	14	6	21	16	0	19	13	19	12	38	17	22	21
Yes, once or twice	31	28	35	19	32	32	33	31	16	34	39	29	31	36	37
TOTAL YES	48	46	49	25	53	48	33	50	29	53	51	67	48	58	58
No, never	47	49	45	66	42	47	63	45	65	45	40	32	47	37	37
Prefer not to say	5	4	7	8	5	5	4	5	6	2	9	0	5	5	5

Other language I thought was offensive

Yes, many times	28	30	23	35	28	30	6	34	30	22	18	38	28	32	32
Yes, once or twice	35	34	35	38	34	25	57	33	16	44	46	29	35	34	36
TOTAL YES	63	64	58	73	62	55	63	67	46	66	64	67	63	66	68
No, never	34	33	37	26	35	40	37	30	51	32	31	32	34	30	29
Prefer not to say	3	2	6	2	4	5	0	3	3	2	5	0	3	4	3

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	10	9	10	4	11	13	7	14	7	2	14	4	10	13	10
Yes, once or twice	15	12	21	22	18	4	2	14	6	21	23	16	21	28	28
TOTAL YES	25	21	31	26	29	17	9	28	13	23	37	20	31	41	38
No, never	57	60	52	55	55	58	65	54	72	46	55	74	52	41	43
Prefer not to say	4	4	4	13	3	0	0	3	6	7	1	0	4	7	7
Don't know	5	5	4	4	5	5	1	4	4	9	2	0	4	5	6
Not applicable - I am not on any social media platforms	10	11	9	2	8	19	25	12	5	15	5	6	9	5	5

Fieldwork: 5th - 10th August 2021

	Ethnicity								Combined Ethnicity					Country of Birth		
	Total	Mixed	Indian	Pakistani	Bangladeshi	Black	Chinese	Other Asian	Other ethnicity	Mixed	Indian	Pakistani/Bangladeshi	Black	Other ethnicity (Other Asian/Chinese/Arab/Other)	UK	Outside of the UK
Weighted Sample	546	49	111	74	37	156	20	54	46	49	111	111	156	119	197	349
Unweighted Sample	516	46	123	61	32	142	19	51	42	46	123	93	142	112	215	301
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Witnessed racist abuse directed at a football player on social media

Yes, many times	30	29	24	39	18	37	17	28	24	29	24	32	37	25	32	29
Yes, once or twice	17	25	14	14	11	14	8	19	29	25	14	13	14	21	15	17
TOTAL YES	47	54	38	53	29	51	25	47	53	54	38	45	51	46	47	46
No, never	32	29	42	34	17	29	56	31	25	29	42	28	29	33	34	31
Prefer not to say	4	5	2	1	22	4	0	4	0	5	2	8	4	2	5	4
Don't know	7	0	3	6	23	5	14	12	3	0	3	12	5	9	5	7
Not applicable - I am not on any social media platforms	11	11	14	5	9	10	4	6	19	11	14	7	10	11	9	11

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	31	40	32	32	13	39	9	25	24	40	32	26	39	22	42	25
Fairly likely	26	24	19	33	13	25	46	38	32	24	19	26	25	37	25	28
TOTAL LIKELY	57	64	51	65	26	64	55	63	56	64	51	52	64	59	67	53
Not very likely	13	17	16	8	11	9	41	14	15	17	16	9	9	19	12	14
Not likely at all	11	11	12	16	17	8	0	14	6	11	12	16	8	9	7	13
TOTAL NOT LIKELY	24	28	28	24	28	17	41	28	21	28	28	25	17	28	19	27
Don't know	9	0	6	7	39	11	0	4	2	0	6	18	11	3	6	10
Not applicable - I am not on any social media platforms	9	9	14	4	6	8	4	5	21	9	14	5	8	11	8	10

You witnessed racist abuse directed at a football player

Very likely	29	40	28	29	11	35	15	17	37	40	28	23	35	24	39	24
Fairly likely	23	23	21	27	17	23	31	32	13	23	21	24	23	25	16	27
TOTAL LIKELY	52	63	49	56	28	58	46	49	50	63	49	47	58	49	55	51
Not very likely	18	16	16	17	21	14	45	26	16	16	16	18	14	25	20	17
Not likely at all	12	12	14	15	10	9	5	15	10	12	14	13	9	12	8	14
TOTAL NOT LIKELY	30	28	30	32	31	23	50	41	26	28	30	31	23	37	28	31
Don't know	8	1	8	7	26	11	1	5	2	1	8	13	11	3	9	8
Not applicable - I am not on any social media platforms	10	9	13	5	15	8	4	5	21	9	13	9	8	11	9	11

Fieldwork: 5th - 10th August 2021

	Gender		Age				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+	London	Rest of South	Midlands / Wales	North				Scotland
Weighted Sample	546	334	212	85	329	89	43	219	105	114	96	12	320	172	212
Unweighted Sample	516	293	223	59	316	93	48	207	109	95	91	14	320	164	206
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Witnessed racist abuse directed at a football player on social media

Yes, many times	30	26	37	50	28	27	12	32	24	23	40	26	31	29	31
Yes, once or twice	17	16	17	9	21	8	15	18	14	16	18	11	21	26	25
TOTAL YES	47	42	54	59	49	35	27	50	38	39	58	37	52	55	56
No, never	32	37	25	29	31	35	43	28	44	28	30	57	28	24	24
Prefer not to say	4	5	2	10	3	3	2	3	4	9	3	0	6	9	8
Don't know	7	5	9	2	8	8	1	6	7	9	5	0	5	7	6
Not applicable - I am not on any social media platforms	11	11	10	0	9	20	27	13	8	15	4	6	9	6	6

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	31	27	38	37	32	31	18	35	37	20	32	14	31	30	30
Fairly likely	26	26	28	23	30	15	31	24	23	33	27	33	30	34	35
TOTAL LIKELY	57	53	66	60	62	46	49	59	60	53	59	47	61	64	65
Not very likely	13	15	12	14	12	21	6	15	14	7	16	25	11	13	12
Not likely at all	11	13	8	10	11	12	13	10	10	10	15	14	9	8	9
TOTAL NOT LIKELY	24	28	20	24	23	33	19	25	24	17	31	39	20	21	21
Don't know	9	8	9	16	8	6	6	7	8	15	6	9	9	8	6
Not applicable - I am not on any social media platforms	9	12	6	0	8	16	25	9	9	15	4	6	9	6	8

You witnessed racist abuse directed at a football player

Very likely	29	25	35	38	26	32	27	34	28	27	24	21	30	28	28
Fairly likely	23	23	24	19	28	11	17	21	22	20	32	23	23	27	29
TOTAL LIKELY	52	48	59	57	54	43	44	55	50	47	56	44	53	55	57
Not very likely	18	19	17	22	18	16	8	17	19	17	20	23	19	22	22
Not likely at all	12	15	6	12	10	15	13	10	14	10	13	15	11	11	8
TOTAL NOT LIKELY	30	34	23	34	28	31	21	27	33	27	33	38	30	33	30
Don't know	8	7	10	9	8	8	9	7	9	11	6	13	8	6	5
Not applicable - I am not on any social media platforms	10	11	8	0	8	17	26	11	8	15	5	6	10	6	7

Fieldwork: 5th - 10th August 2021

	Ethnicity								Combined Ethnicity					Country of Birth		
	Total	Mixed	Indian	Pakistani	Bangladeshi	Black	Chinese	Other Asian	Other ethnicity	Mixed	Indian	Pakistani/Bangladeshi	Black	Other ethnicity (Other Asian/Chinese/Arab/Other)	UK	Outside of the UK
Weighted Sample	546	49	111	74	37	156	20	54	46	49	111	111	156	119	197	349
Unweighted Sample	516	46	123	61	32	142	19	51	42	46	123	93	142	112	215	301
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Too harsh	5	3	3	11	8	3	0	3	8	3	3	10	3	4	4	5
About right	20	22	18	23	7	15	52	25	21	22	18	18	15	28	18	21
Not harsh enough	62	71	63	48	62	72	33	51	63	71	63	53	72	53	68	59
Don't know	14	4	15	19	23	10	14	20	8	4	15	20	10	15	10	16

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	46	43	54	52	29	43	64	44	36	43	54	45	43	44	46	46
Made very little difference	30	39	26	25	33	34	17	25	32	39	26	28	34	27	30	30
Decreased racism in stadiums	6	5	2	5	11	7	3	1	12	5	2	7	7	6	6	5
Don't know	19	14	18	17	27	16	16	30	19	14	18	21	16	24	18	19

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	23	20	26	34	7	28	0	15	16	20	26	25	28	13	23	23
It would reduce racism in stadiums a little	34	40	35	41	31	24	71	30	32	40	35	38	24	38	41	30
TOTAL REDUCE RACISM	57	60	61	75	38	52	71	45	48	60	61	63	52	51	64	53
It would make no real difference	21	15	21	14	23	27	13	30	17	15	21	17	27	22	16	25
It would increase racism in stadiums a little	3	12	1	1	2	3	3	2	4	12	1	2	3	3	2	4
It would significantly increase racism in stadiums	2	3	2	0	7	0	2	0	4	3	2	2	0	2	2	1
TOTAL INCREASE RACISM	5	15	3	1	9	3	5	2	8	15	3	4	3	5	4	5
Don't know	18	9	15	10	31	18	12	23	27	9	15	17	18	23	17	18

Fieldwork: 5th - 10th August 2021

	Gender		Age				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+	London	Rest of South	Midlands / Wales	North	Scotland				
Weighted Sample	546	334	212	85	329	89	43	219	105	114	96	12	320	172	212
Unweighted Sample	516	293	223	59	316	93	48	207	109	95	91	14	320	164	206
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Too harsh	5	4	7	6	5	2	4	5	5	2	9	0	6	8	7
About right	20	20	19	19	21	17	18	18	23	21	17	18	25	33	32
Not harsh enough	62	63	61	69	59	66	62	60	63	65	62	63	59	53	53
Don't know	14	13	14	7	15	15	16	17	9	12	12	19	11	6	7

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	46	45	47	42	48	41	49	50	40	47	44	34	43	41	43
Made very little difference	30	30	30	36	30	24	28	24	33	30	37	44	34	38	36
Decreased racism in stadiums	6	7	3	3	4	15	0	6	6	3	9	0	6	8	8
Don't know	19	18	20	18	18	20	23	20	21	21	10	22	16	12	13

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	23	22	24	13	25	22	27	21	19	19	37	17	22	25	22
It would reduce racism in stadiums a little	34	31	37	40	35	24	31	31	38	34	32	50	37	34	33
TOTAL REDUCE RACISM	57	53	61	53	60	46	58	52	57	53	69	67	59	59	55
It would make no real difference	21	23	19	28	18	27	25	25	21	18	17	28	24	22	26
It would increase racism in stadiums a little	3	3	2	0	4	4	2	3	2	5	1	0	3	4	4
It would significantly increase racism in stadiums	2	2	1	2	1	2	0	0	2	1	4	0	1	1	1
TOTAL INCREASE RACISM	5	5	3	2	5	6	2	3	4	6	5	0	4	5	5
Don't know	18	18	17	17	17	20	16	19	17	23	9	6	13	14	13