

Kick it Out

Sexism and Misogyny Report 2024



Report Structure

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Background and Approach



02

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03

Conclusions



01 Background and Approach



Research Objectives



- To investigate how these fans generally feel about attending games
- To understand the differences in experiences of attending football games between different groups
- To provide insight into the type of negative behaviours women witness and/or experience at games
- To understand how these negative experiences impact women and their engagement with football
- To understand why some people, report and why other don't
- To investigate who, where and when women report their negative experiences to when they do report it
- To get insight into how intersectionality informs the experience of reporting

Quantitative Sample and Methodology

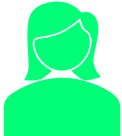
- 1502 football fans were surveyed online between 4th March and 3rd April 2024.
- In order to qualify for the survey fans had to identify either as a gender identity other than man (woman, non-binary or other gender identity), and to have ever either attended a professional or amateur game in person at a ground.



Age	%
16-24	12%
25-34	19%
35-44	22%
45-54	17%
55-64	14%
65+	16%



Location	%
East Midlands	9%
East of England	10%
London	15%
North East	6%
North West	14%
South East	14%
South West	7%
Wales	6%
West Midlands	11%
Yorkshire and the Humber	9%



Ethnicity	%
Asian or Asian British	8%
Black, Black British, Caribbean or African	8%
Mixed or multiple ethnic groups	4%
White	79%
Other	1%

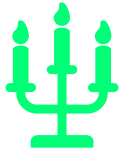
Quantitative Sample and Methodology



Sexuality	%
Heterosexual / straight	87%
Lesbian	4%
Gay	0%
Bisexual	7%
Other	0%
Prefer not to say	1%



Disability	%
Yes, limited a lot	6%
Yes, limited a little	22%
No	72%
Prefer not to say	1%



Religion	%
No religion	37%
Christian	52%
Buddhist	1%
Hindu	1%
Jewish	1%
Muslim	5%
Sikh	1%
Any other religion	1%
Prefer not to say	1%

Qualitative Sample and Methodology

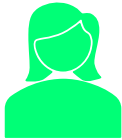
- 10 participants who had initially taken part in the quantitative study and were happy to take part in further research were selected to be part of the online qualitative community
- All participants had stated in the quantitative survey that they had either witnessed or experienced sexist abuse or behaviour
- Fieldwork was conducted using Recollective, an online qualitative research platform



Age	#
16-24	2
25-34	1
35-44	3
45-54	2
55-64	1
65+	1



Location	#
East Midlands	1
East of England	1
London	2
North West	2
South East	1
West Midlands	1
Yorkshire and the Humber	1
Undisclosed	1



Ethnicity	#
Asian or Asian British	2
Black, Black British, Caribbean or African	2
Mixed or multiple ethnic groups	1
White	5

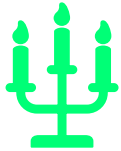
Qualitative Sample and Methodology



Sexuality	#
Heterosexual / straight	6
Lesbian	2
Gay	0
Bisexual	2
Other	0
Prefer not to say	0



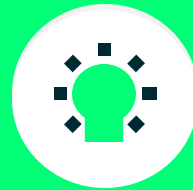
Disability	#
Yes, limited a lot	1
Yes, limited a little	3
No	6
Prefer not to say	0



Religion	#
No religion	5
Christian	2
Buddhist	0
Hindu	0
Jewish	0
Muslim	2
Sikh	0
Any other religion	0
Prefer not to say	0

02

Findings



Findings

This report has been devised into three core themes

**Engagement with
Football**

**Experiences of Sexist
Language and
Behaviours**

**Reporting Sexist
Abuse and
Behaviours**

Engagement with Football



Football is an important part of the lives of many female and nonbinary football fans, with 73% describing it as at least a fairly important part of their life

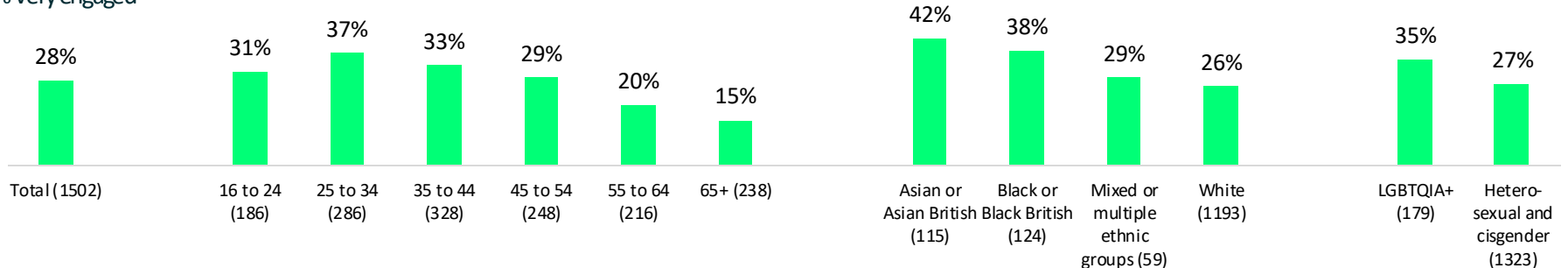
- Almost three in ten (28%) say football is a very important part, with engagement being highest among those aged 25 to 34 and those who identify as Asian or Black ethnicity.

How would you describe your level of engagement with football?



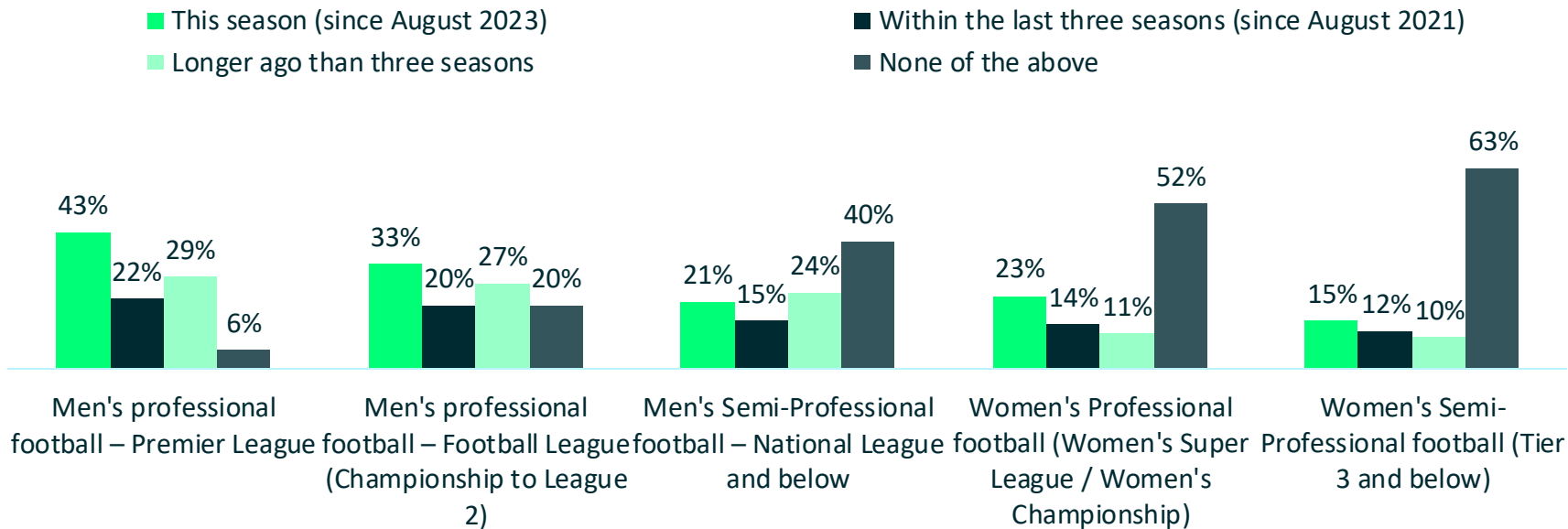
- Very engaged – it is a very important part of my life
- Quite engaged – it is a fairly important part of my life
- A little engaged – it is a small part of my life

% Very engaged



Women and Nonbinary football fans enjoy watching games across the leagues, with the men's premier league being the most watched this season

- Fans aged under 45 are more likely than those over 45 to have watched football in any league in the last season
- While LGBTQIA+ and heterosexual, cisgender fans are equally likely to have watched men's professional or semi professional football in the last year, LGBTQIA+ fans are more likely than heterosexual, cisgender fans to have watched women's professional or semi-professional football than heterosexual, cisgender fans





For some fans, the experience of attending games is one of unmatched excitement



The buzz of attending a match is almost beyond description. The journey and seeing other fans on the same path. The street vendors and the colours. That first glimpse of the brightest emerald green pitch. The songs you know from your childhood that stand the hairs upon your skin. Then the players: your heroes. Huge in real life and so fast. The oohs and ahs of the crowd, rising from their seats to follow the action then the absolute carnage of a goal. Limbs everywhere! (I'll not mention VAR) Then the trip home, discussion upon discussion, stat upon stat. Maybe chance to see highlights on TV? Just brilliant.

55+, North West, White, Lesbian

Yet, for others, while still tending to feel positive about games, they are more cautious in their excitement

- For some, women's football offers an environment in which they are able to feel more relaxed and less cautious

“ I love the camaraderie but feel left out a bit, being a woman, like I can't join in sometimes, or around certain crowds

16-24, London, Mixed ethnicity, Bisexual

“ It could be good or scary, as supporters tend to get aggressive sometimes and can cause a scene or a brawl at the stadium

35 – 44, London, Asian, Heterosexual

“ I find women's football a safe community mostly. In recent years as more people are aware of it, the atmosphere has changed slightly with the bigger crowds. But I still find it a safe and enjoyable environment overall

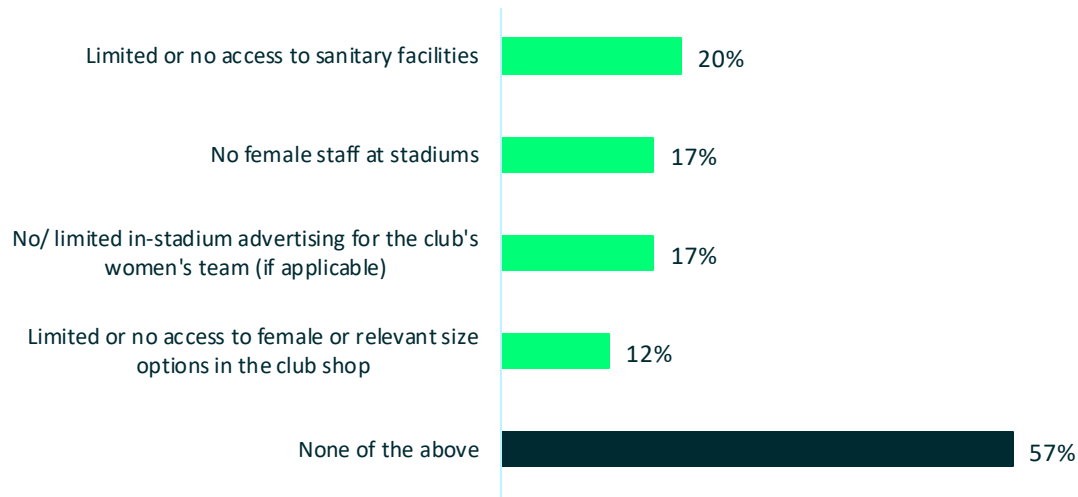
16-24, East of England, White, Heterosexual



However, Potentially impeding the matchday experience, over four in ten (43%) state that stadiums aren't providing facilities that would enable a fully inclusive experience for fans

- One in five (20%) female or non-binary fans report a limited or no access to sanitary facilities when attending matches

Have you ever experienced any of the following on match day?

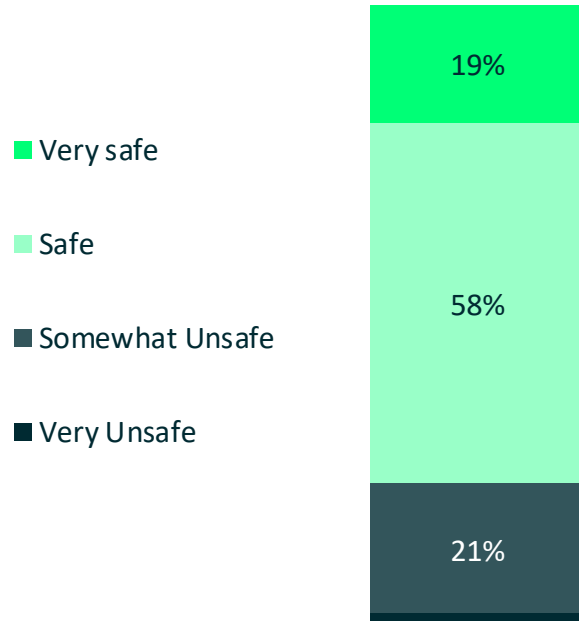


I feel that even though we are welcome to watch the match, they forget that we need to use the bathroom. The facilities are extremely poor and often there are no women attendants around to assist you.

55+, West Midlands, White, Heterosexual

a large majority (77%) of female and nonbinary fans feel safe whilst at games, although it is notable that only one in five (19%) feel very safe

- Many report positive progress in how safe and welcome they feel at games, compared to previous years



“ Pretty good these days as women are now attending in numbers (as are children). Clubs definitely put the effort in to welcome minorities these days and stuff like toilet facilities are light years ahead of pre 1992 days. There is still perhaps a general feeling from some male fans that you won't *know* something *because* you're female but that usually vanishes pretty quickly once you engage. However, my general perception is that I don't stand out at all. I'm just another fan.. and that's brilliant.

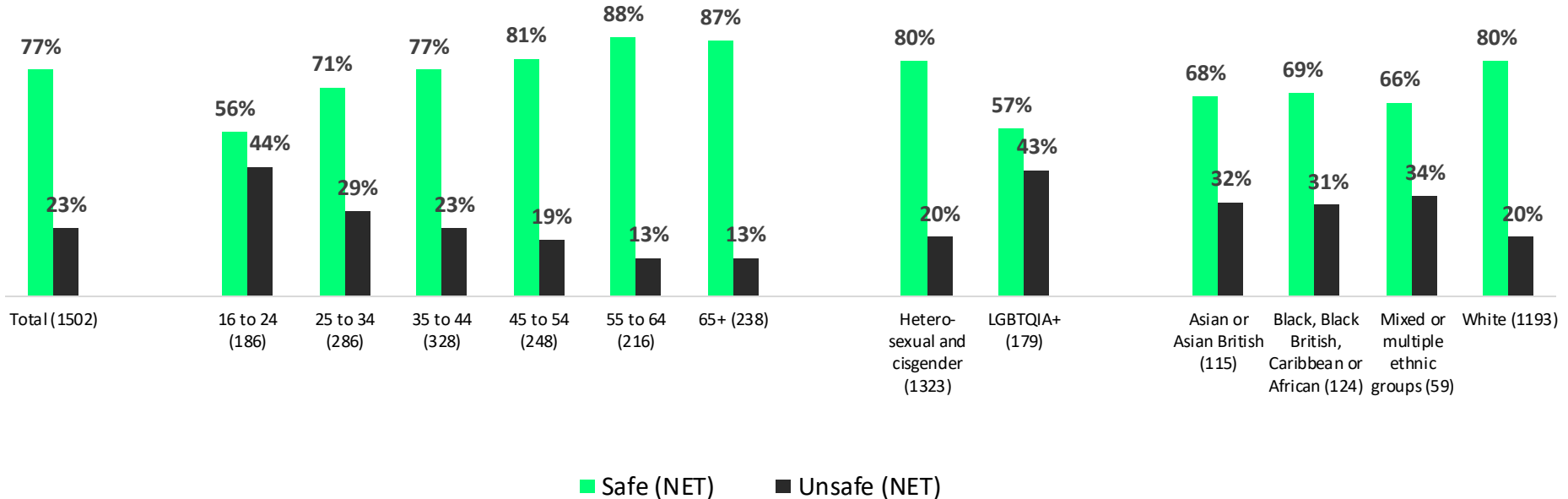
55+, North West, White, Lesbian

“ I have never considered my gender a challenge as regards the football games I have attended. This generation is gradually accepting the fact that women should be embraced , supported and encouraged to participate in all the sports . So for me it is very welcoming and also people respond positively towards me.

35-44, North West, Black, Heterosexual

almost a quarter of women (23%) say that they feel unsafe. This feeling is most common among younger fans and those within the LGBTQ+ community

- Among fans who are from an Ethnic Minority background and identify as LGBTQIA+, an even greater proportion feel unsafe (47%), with only 53% feeling safe



While experiences of attending games tend to be positive, occasional misogynistic comments and behaviours from other fans can lead to feelings of being unsafe or unwelcome

“ As a woman I get some comments about how little I know about football even from friends and then being around men who behave aggressively is very intimidating.

35 – 44, London, Asian, Heterosexual

“ I don't like the misogyny of games but in a way it's sort of become part of it. I feel I mainly just accept it now unfortunately.

25-34, East Midlands, White, Bisexual

“ As a women I feel welcomed but not as much as I would like to be since there are always going to be people that ruin it for others.

35 – 44, London, Asian, Heterosexual

“ Most of the time I feel positively welcome at games but sometimes there are some disrespectful and rude people who want to spoil the atmosphere and use words like football is not a woman's game, they belong in the kitchen and other derogatory comments.

45-54, West Midlands, Black, Heterosexual

football fans have however noticed a positive shift in their experience at in person games over the years, with 4 in 10 stating that match days have improved for them over time

- Further to this, only 7% believe that their experiences have gotten worse

Have you noticed any changes in your match day experience over the years?

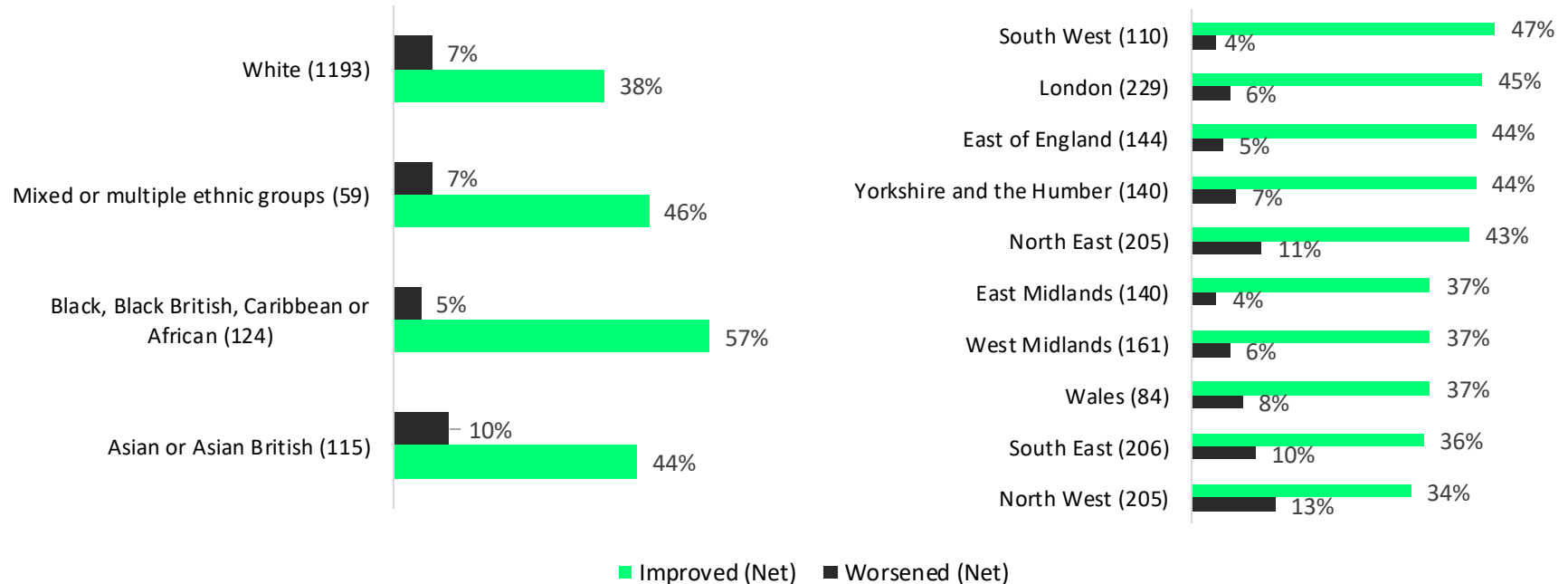


- My experience has improved a lot
- No change
- My experience has got much worse

- My experience has improved a little
- My experience has got a little worse
- Not sure

However, improvements have not been seen equally across all areas of the country

- Black fans are most likely to say that their experiences have improved (57%), however fans in the South East (36%) and North West (34%) are least likely to



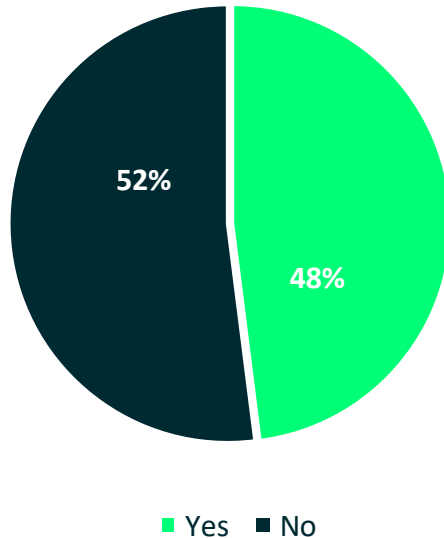
Experiences of Sexist Language and Behaviours



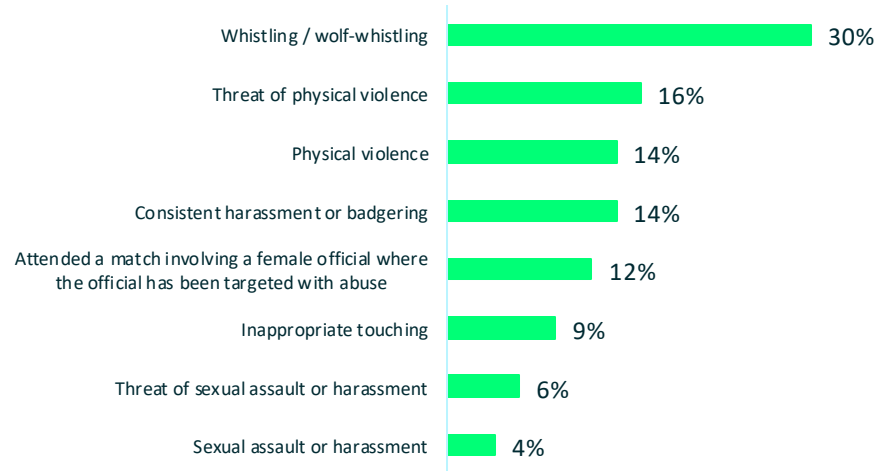
Almost half (48%) of female and non-binary fans say that they have witnessed sexist behaviour on match day, the most common being wolf-whistling

- 6% of female or non-binary fans have witnessed a threat of sexual assault or harassment, and 4% have witnessed actual sexual assault or harassment. While these figures are low, they make clear that there is a risk of sexual violence for these fans when attending matches. Younger women are the most likely to say that they have witnessed threat of sexual assault (16%)

Witness %



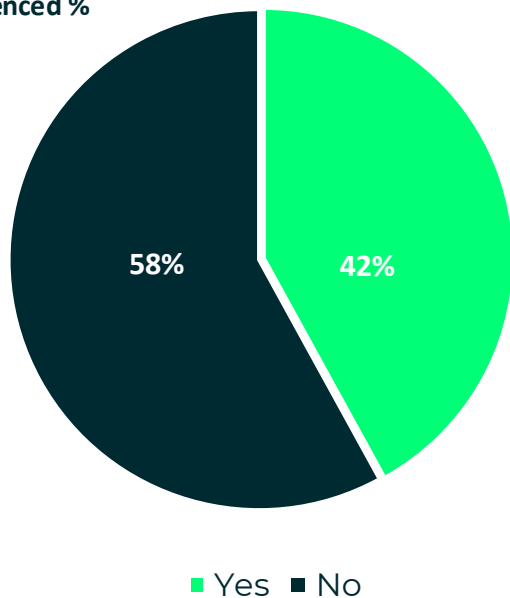
Have you ever personally witnessed any of the following sexist behaviours on match day? (all respondents)



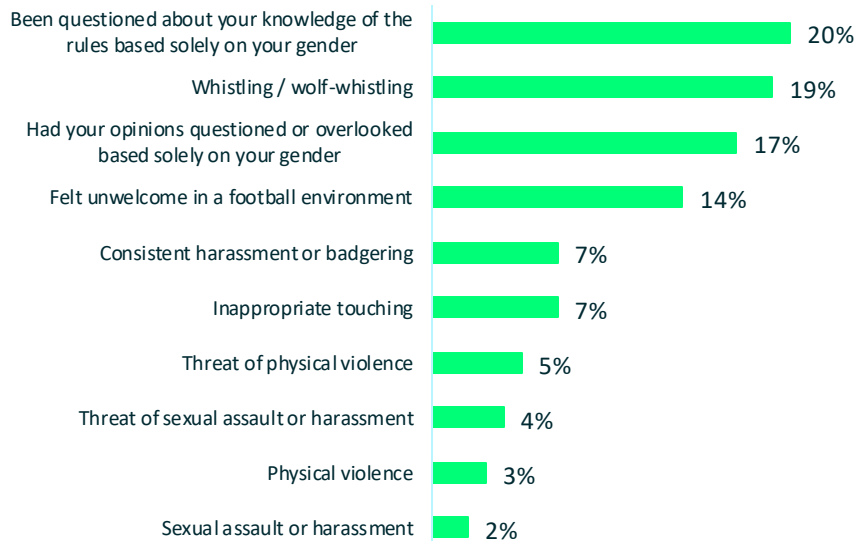
Meanwhile, four in ten women (42%) say that they have personally experienced sexist behaviour on match day

- Though the number of women who have experienced sexist behaviour is lower than those who have witnessed, numbers who have experienced are still high. These range from verbal behaviours, to harassment, to physical violence and sexual assault. Again, younger women are the most likely to say that they have experienced threat of sexual assault (8%)

Experienced %

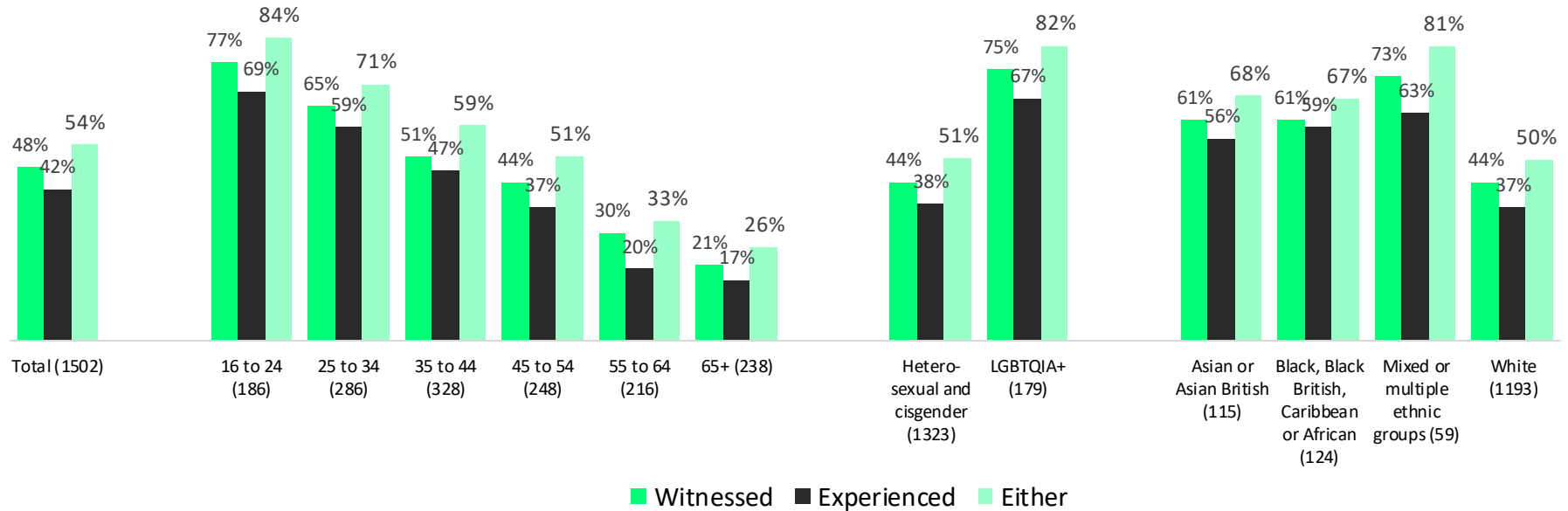


Have you ever personally experienced any of the following sexist behaviours on match day?



Younger football fans, who identify as LGBTQIA+ AND ARE OF ETHNIC MINORITY ARE MORE LIKELY TO HAVE WITNESSED OR EXPERIENCED SEXIST BEHAVIOUR

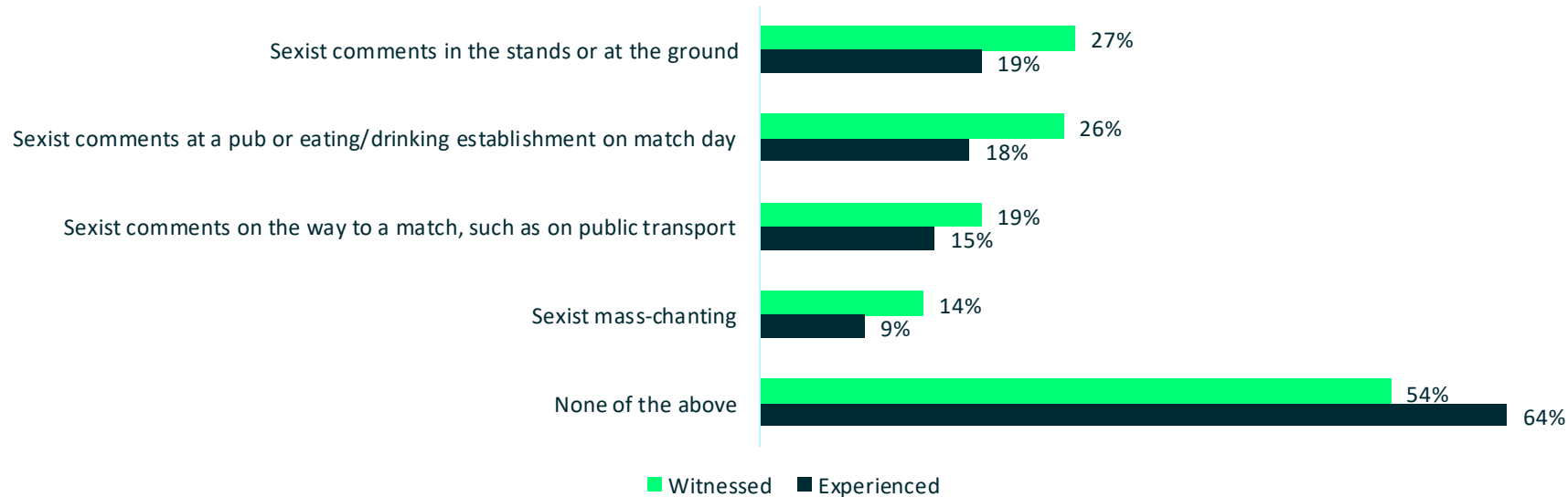
- The number of those who witness or experience sexist behaviour at games steadily decline as football fans get older, however there is a significant difference between heterosexual fans and LGBTQIA+ fans as well white fans and those of ethnic minority. Among fans who are both LGBTQIA+ and from an ethnic minority, 86% have either witnessed or experienced sexist behaviours on a match day



Approaching half of female and non-binary fans have witnessed (46%) and a third have experienced (36%) sexist language on match days

- One in five (19%) have experienced sexist comments in the stands or at the ground of games

Have you ever personally witnessed or Experienced any of the following sexist language on match day?

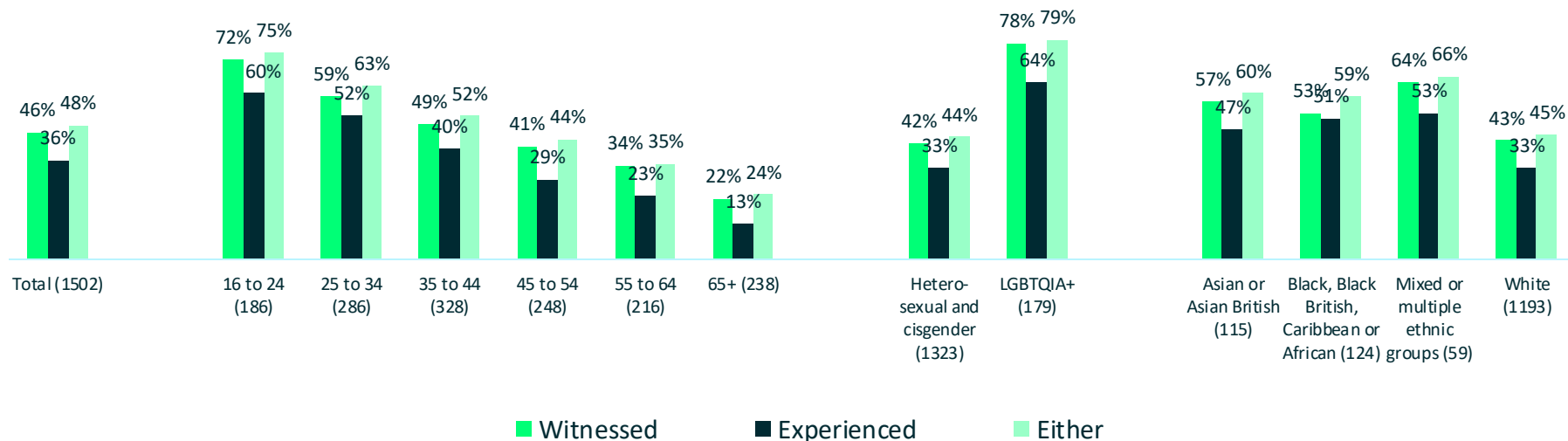


Q2a. Have you ever personally witnessed any of the following sexist language on match day?. Base size:1502

Q2b. Have you ever personally experienced any of the following sexist language on match day? Base size: 1502

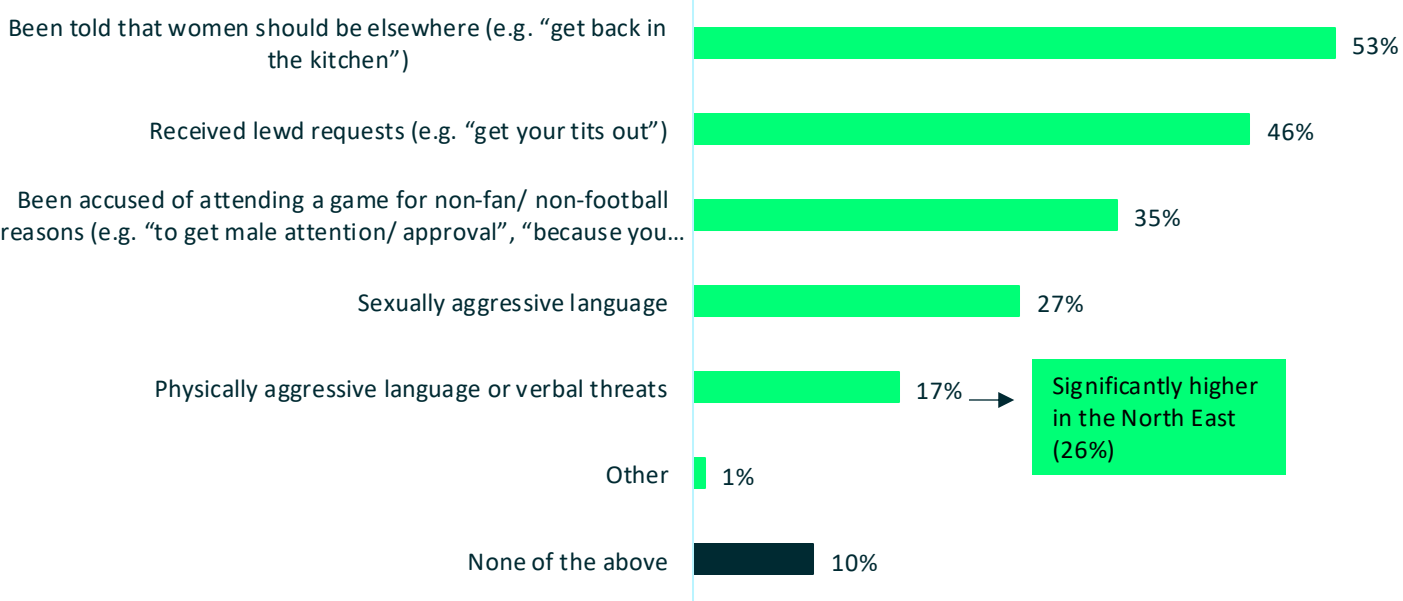
A Similar trend can be seen among the groups that have witnessed and/or experienced Language, WITH THOSE WHO ARE YOUNGER, Igbtqia+ OR ETHNIC MINORITIES BEING MORE LIKELY TO HAVE WITNESSED OR EXPERIENCED SEXIST LANGUAGE

- This further suggests that some fans are further targeted with abuse than others. Those who are both ethnic minority and LGBTQIA+ are most likely to report that they have either witnessed or experienced abuse, with 83% stating this is the case



Comments range from those which express that women are unwelcome at football, to lewd requests and sexually and physically aggressive language and threats

Which of the following examples of sexist language, if any, have you experienced or witnessed?



“ There have been words exchanged with people having backwards views on my attendance or with the way I dress. That I should "stop acting like I know anything about the game".
Mainly just words or catcalling

25-34, East Midlands, White, Bisexual

“ I have mainly been targeted at larger games or knock out games. One time I was getting shouted at by a man for not being a real fan and that I had taken the opportunity away from a real fan (a man) from attending the match as women shouldn't be allowed at games.

45-54, Yorkshire and Humber, White, Lesbian

With over half of fans having personally experienced sexist language or behaviour, it is evident that there is a way to go to improve the matchday experience for female and non-binary fans



Have personally experienced sexist language or behaviour



Have either witnessed or experience such language or behaviour

- The proportion who have experienced sexist language or behaviour rises to 67% among fans of black ethnicity, 68% among those of mixed or multiple ethnicity, 62% among those of Asian ethnicity, 75% among LGBTQIA+ fans, and 81% among those who are both from an ethnic minority and LGBTQIA+
- This again suggests that some female fans could be having poor experiences not only due to sexist attitudes, but racist and homophobic attitudes which increase their risk of experiencing abuse

Fans felt disappointment and frustration at the perpetrators when experiencing/witnessing sexist behaviour at games, with some saying the experiences left them feeling “violated” or “inferior”

Thinking about the most recent time you experienced or witnessed sexist language or abuse at a football game... Could you tell us how you felt when it was happening and during the rest of the game?

“ I felt annoyed mostly that attitudes could still be this way. It made me uneasy because responding is only seen as "too emotional" if a woman speaks back. You're always "on your period" and it upset me a little that there's no accountability, no one really stands up to it.

45-54, Yorkshire and Humber, White, Lesbian

“ Most of sexist language and abuse I experienced last year during one match, I found it pretty shocking how some men behaved during the match. I felt that we are going backward in the way some of them behaved because I never experienced such behaviour previously.

65+, South East, White, Heterosexual

“ I felt violated, insulted and inferior but at the same time I felt a bit sorry for the thugs because they must have a very low self esteem of themselves or loath themselves so much that they have to insult other people to feel better.

45-54, West Midlands, Black, Heterosexual

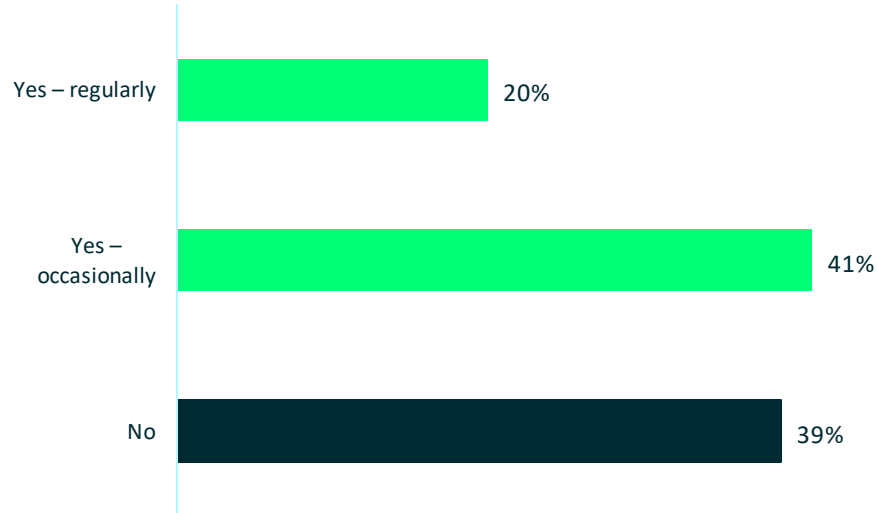
“ I did not feel good while leaving the stadium and I felt very disappointed in the people that were shouting the comments. I could not believe that they would stoop that low just because we were celebrating when our team was winning and they saw us happy.

35 – 44, London, Asian, Heterosexual

Sexist behaviour is often being dismissed as banter, with 61% stating that they have heard sexist behaviour or comments dismissed in this way

- This rises to 82% among 16 to 24 year olds, and 75% among 25 to 34 year olds

Have you ever heard sexist behaviour or comments made in a football environment dismissed as banter?



General chanting abuse that is dismissed as "banter" e.g. "Rent boys"; "X takes it up the a**e"; banter from fans about female assistant referee not knowing offside rules met with approving laughter. Perpetrators are usually middle-aged men...and very often with their families. No one says anything - including me - as no one wants a scene.

35-44, Black/Black British, Heterosexual

The majority of female and non binary fans do not feel comfortable calling out such behaviour, often because they see no-one else doing so

- Black fans are the most likely to say they feel safe calling out sexist abuse or behaviour (63%), despite tending to feel less safe (69%) than female and non binary fans generally when attending matches

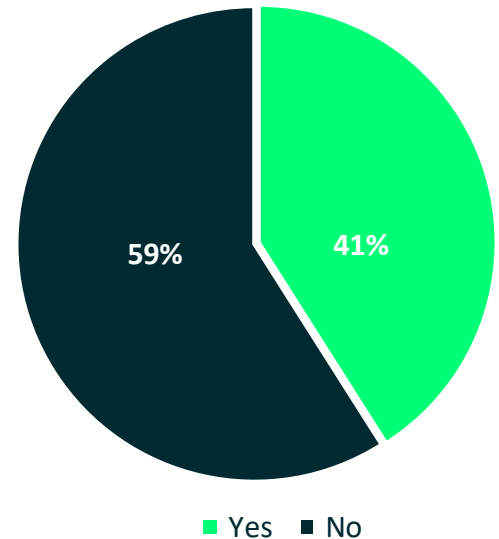
“Most people just ignore it and carry on with what they were doing, I have never seen another member of the crowd tell another member of the crowd to calm down or to adjust their behaviour as it is inappropriate.

45-54, Yorkshire and Humber, White, Lesbian

“It's largely ignored as no one wants a scene, so we all lower our heads and pretend we haven't heard or seen anything. Human nature I'm afraid.

55-64, North West, White, Heterosexual

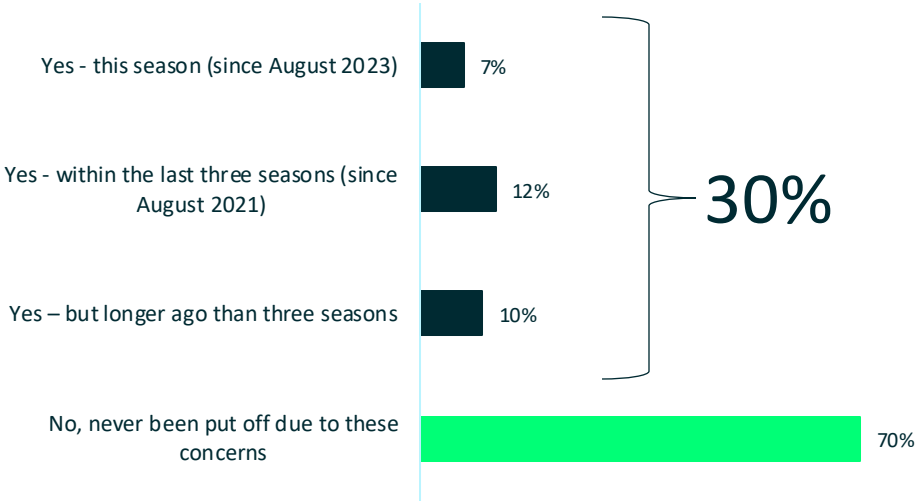
Would you feel safe calling out sexist behaviour if you witnessed or experienced it at a football match?



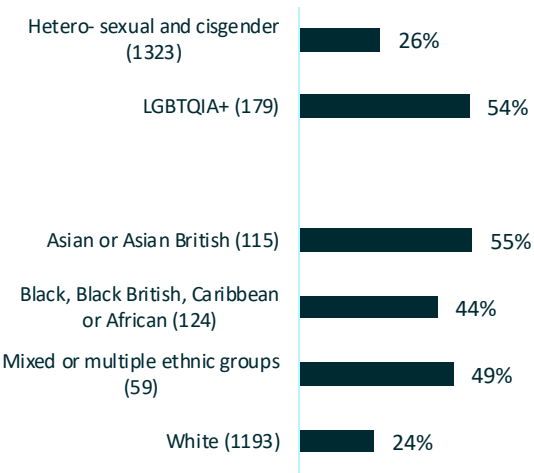
Witnessing and/or experiencing sexist behaviour has had mixed effects on Football Fans, with three in ten saying it has put them off attending games in the past

- Asian ethnicity (55%), mixed ethnicity (49%), black (44%) and LGBTQIA+ (54%) fans are the most impacted by this, being the most likely to say that they have been put off attending games due to sexist behaviour or concerns about such behaviour

Have you ever been put off attending a game specifically because of sexist behaviour or due to concerns about sexist behaviour?



Have been put off attending games



While some are put off attending games, some continue going, but with a heightened sense of anxiety

“ It made me feel awkward and it was annoying. It has affected my attendance in future matches as I tend to withdraw back and stay at home and watch on TV.

25-34, North West, Black/Black British, Heterosexual

“ It puts you off, especially when people accuse you of only attending for male attention and not actually been interested in the game - and these comments come from people who don't know you, or know your level in the game. Sometimes I think it's easier to just watch the game at home.

25-34, Yorkshire, White, Heterosexual

“ One man singled me out and I got a big lecture how women should know their place and stay in it. My brother is younger he was so scared, so I felt alone, I was petrified and didn't go to a match again for a year, because I was very scared that it would happen again or I'd see him.

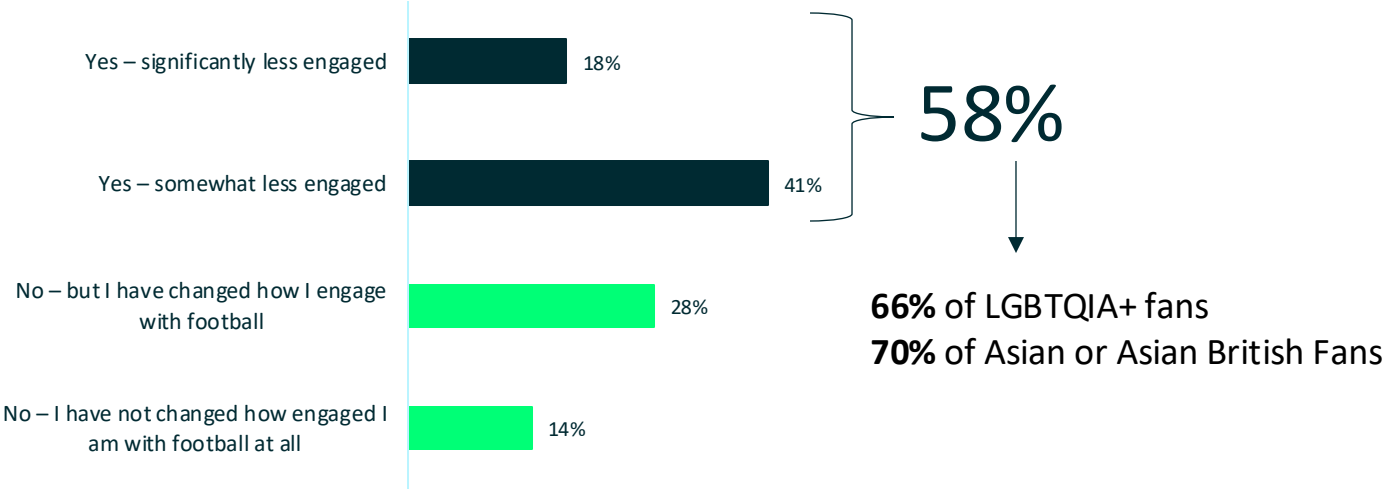
16-25, London, Mixed ethnicity, Bisexual



Of those who have been put off attending games, six in ten (58%) also say they are less engaged with football as a sport in general

- This rises to 66% among LGBTQIA+ fans and 70% of Asian or Asian British fans

Do you think experiencing or witnessing sexism has made you less engaged with football as a sport in general



The impacts of sexism can knock fans' confidence beyond the world of football, leaving them with anxiety about other public spaces

“ It has affected my feelings about attending the games since I feel very uncomfortable visiting when all people do is get angry when all they need to do is just come out and support their teams. It has slightly affected my confidence to any outdoor events since I don't want it to be the same type of feeling that I get from attending football matches.

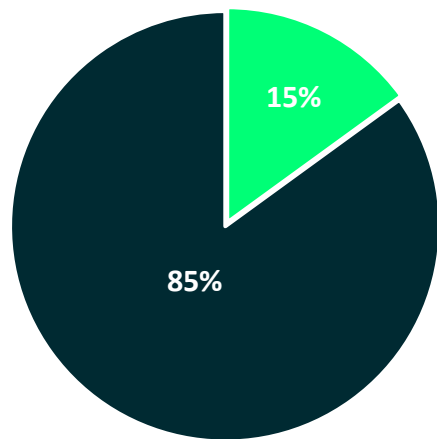
35-44, London, Asian, Heterosexual

Reporting Sexist Abuse and Behaviours

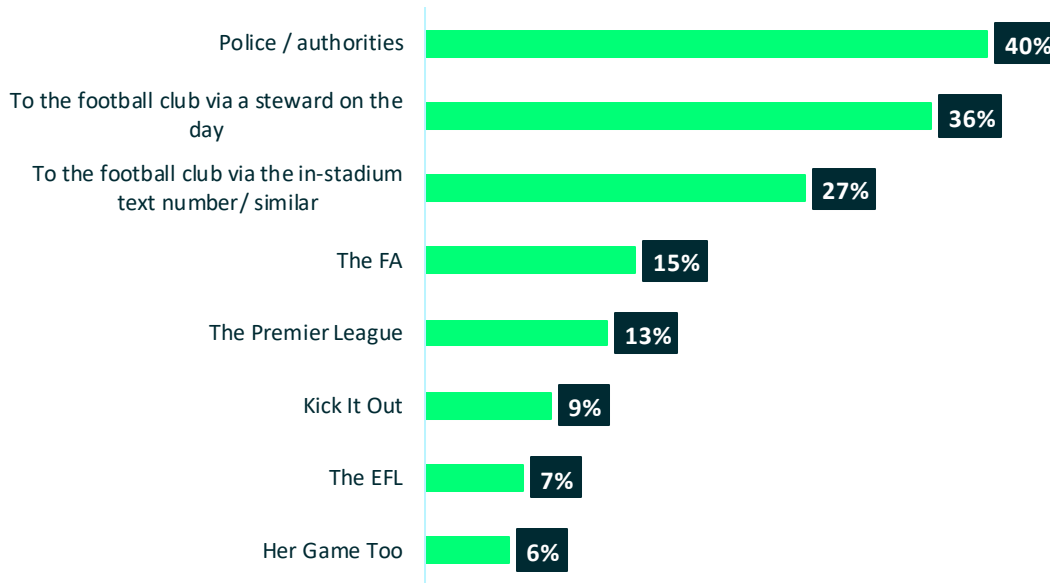


Female and non binary fans tend not to report any of the sexist or misogynistic abuse they've witnessed and/or experienced at games

- Only 15% of those that have experienced or witnessed abuse reported it. Of those that reported, most reported to the police/authorities or to the football club via a steward. And almost half reported the incident immediately after the game (48%)

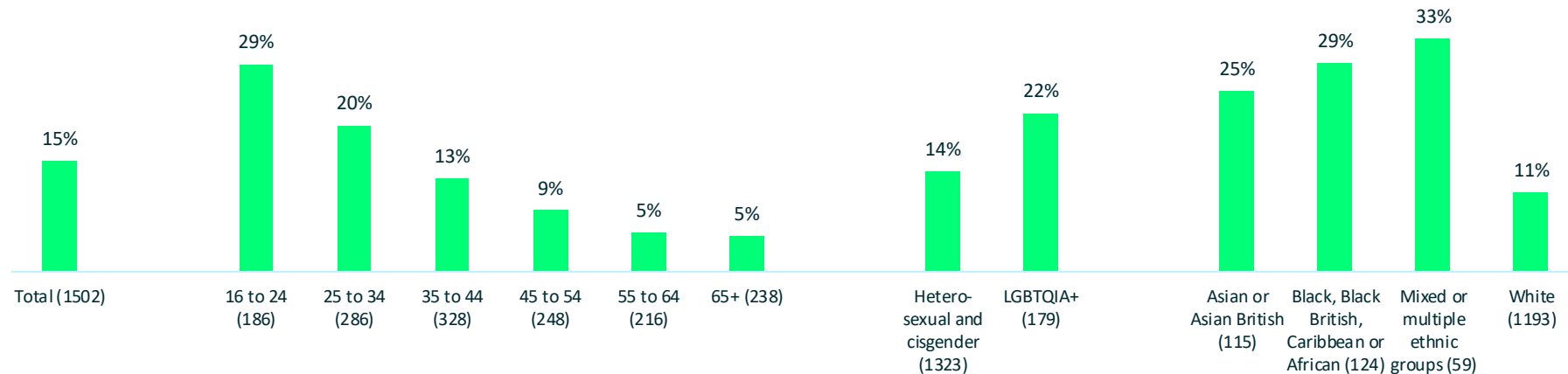


■ Yes ■ No



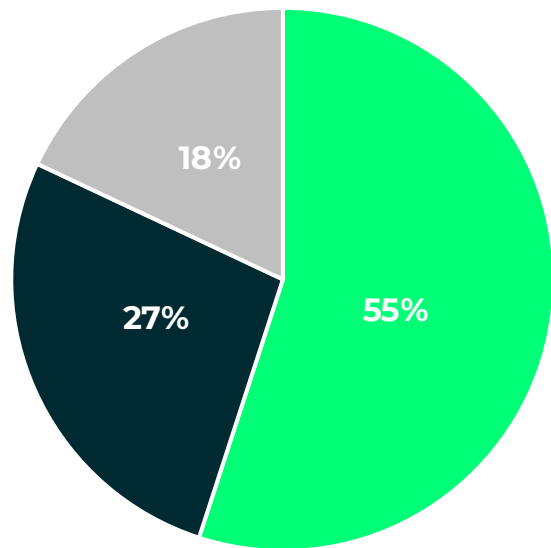
Younger fans, LGBTQIA+ and ethnic minority fans who have witnessed or experienced sexism at matches are the most likely to have reported it

- This rises to 38% among those who are both LGBTQIA+ and from an ethnic minority

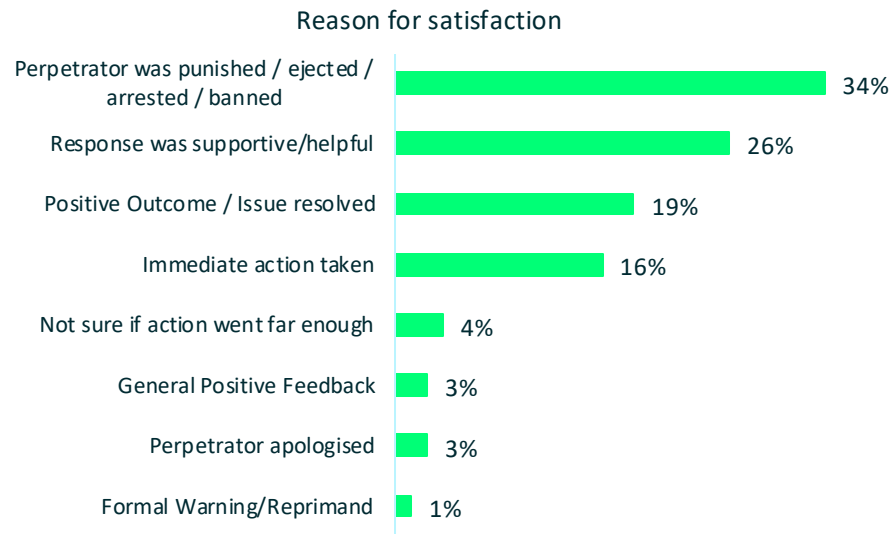


For those that report sexist behavior, Satisfaction with the outcome is mixed, with those who are satisfied most commonly citing that the perpetrator was punished as a reason for their satisfaction

- These reasons highlight the importance that taking action against perpetrators of sexist language and behaviour has upon improving how welcome women and non-binary fans feel at football matches. However even some who were happy with the outcome of their report express some desire for more action to have been taken



■ Yes ■ No ■ Unsure



Q10. Were you happy with the outcome of your report? Base size: 148 (respondents who reported sexist language or behaviour)

Q10A : Why do you say you were happy with the outcome? Base size: 80 (respondents who were satisfied with their report) . Answers coded from verbatim responses

Perpetrator was punished / Ejected / banned

“It was inappropriate touching and when trying to caution the guy, he flared up. He was later arrested by the police after my complaint.”

“As soon as I texted and reported the bad behaviour, they located me from the CCTV recordings and also the person who abused me and they went after him and gave him a warning. I still feel like a warning isn't enough.”

“The accused were removed from the stands by the stewards and were reported to the police.”

Response was supportive/helpful

“I was happy with the outcome because after I made the complaint, there was a follow up and constant measures were made for such not to repeat itself.”

“My complaint was taken seriously, I was responded to proactively with good follow up after a period of time had passed.”

“They were apologetic and reassuring they would be more stewards around to monitor their behaviour”

Fans who have had positive experiences of reporting sexism at games are likely to have confidence to do it again

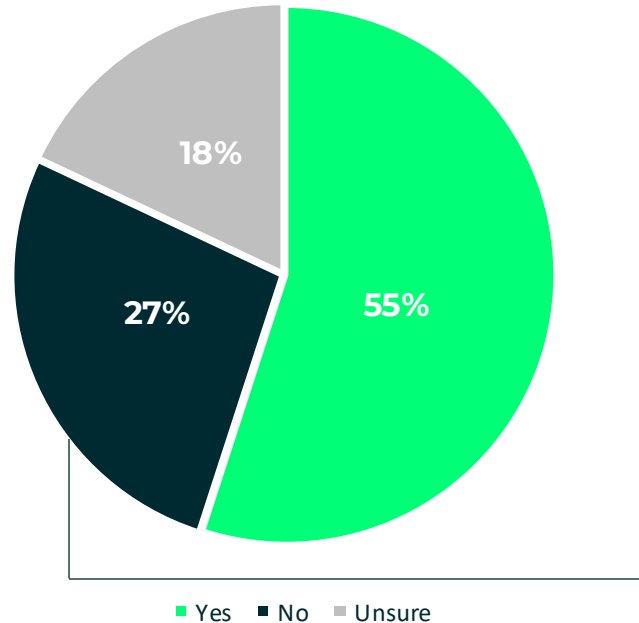
“ It was a cup final that my team were playing in and I remember people hurling abuse at females and there were many people who stepped in to tell the perpetrator that they were wrong in doing so. The abuse was directed straight at me and my friend who I was at the game with and the way they were doing it was in such a horrible manner that it made me feel sick from the inside and it made me want to go to less games in the future.

After I had received the comments I went to the stewards and told them about the people who were making sexist comments and they told me that they will revoke their season ticket if they had one. After reporting this, I felt better since I knew that I would not have to deal with them any longer. They had handled everything very well and that is what gave me the satisfaction of knowing that I had gotten rid of people that were horrible to others and that they would not do it again and bother others.

[I'm likely to report again because] I want the authorities to eliminate the sexism and misogyny from the game so that no one else should have to suffer like I did and other people who suffered just like me.

A lack of action is the primary reason for dissatisfaction with how reports are handled, followed by a sense that reports are not taken seriously

- These suggest that in many cases the issue of sexist behaviour and language is not given the level of attention and importance that is required to ensure female and non-binary fans feel safe at games



Q10. Were you happy with the outcome of your report? Base size: 148 (respondents who reported sexist language or behaviour)

Q10B : Why do you say you were unhappy with the outcome? Base size: 38 (respondents who were not satisfied with how their report was dealt with). Answers coded from verbatim responses

No Action Taken

“Nothing was done and they just sent me an email apologising and saying to report it again if it happens.”

“They just got moved away from me but not removed from the stadium. Unacceptable when this language should not be tolerated whatsoever - he should have been asked to leave, especially since the stewards witnessed it all.”

“Nothing happened i.e. no action or attempts to take action”

Laughed off / dismissed as banter / not taken seriously

“It was just laughed off as high spirits and banter so to be honest, some of the stewards are just as bad”

“The sexist comments have not been taken seriously. We were told it's banter rather than anything else..”

“Because they always find a way to excuse the behaviour and get away with it”

While those who receive reports of abuse can dismiss them due to a belief that this behaviour is inevitable, many fans feel that fans would think twice before doing the same in the future if they were dealt with at the time



I was getting shouted at by a man for not being a real fan. I felt vulnerable even though there were stewards around, it was quite intimidating.

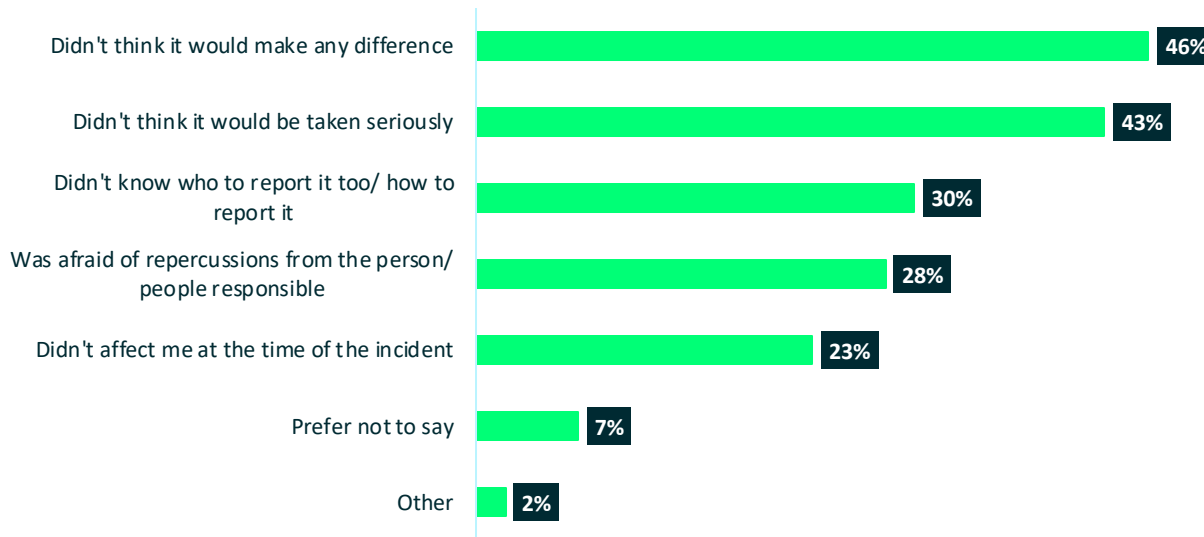
I mentioned incidents to stewards on the way out of the stadium but I don't think anything would have been done as they were fully aware of what was being shouted but did nothing during the match. There was no concern from [them], they just said 'sorry but unfortunately it happens' they were uninterested in the behaviour of other fans and just shrugged it off with 'that's what happens'. If they were dealt with on the spot, if they were ejected from the ground, then they may think twice next time.

[Nonetheless I am still likely to report it again in the future], as it needs to be reported, to show that there is still a concern and these things still happen. I'm a bit older now and won't tolerate being spoken to like that anymore, Faith over fear. These few people that spoil it for the vast majority of people need to understand that that sort of behaviour will not be tolerated.

45-54, Yorkshire and the Humber, White, Lesbian

Similarly, a lack of belief that it would make a difference or be taken seriously are the primary reasons fans don't report sexism at matchdays or not reporting

- To encourage more reports to be made, there needs to be an improvement in the effectiveness of them, and how seriously they are taken. With 30% not knowing who to report to, there is also a need for greater awareness of how to report these behaviours
- LGBTQIA+ fans are the most likely to say that they didn't report because they didn't think it would be taken seriously (62%), they didn't know who to report to (41%) and because they were afraid of the repercussions (38%)



“ Previous experiences of reporting had always gone on deaf ears. All I get is apology and that they would look into the matter but nothing gets done.

45-54, West Midlands, Black/Black British, Heterosexual

CASE STUDY

“ I have had more bad experiences at my club, there has been words exchanged with people having backwards views on my attendance or with the way I dress. That I should "stop acting like I know anything about the game". Mainly just words or catcalling.

I didn't see it maybe as being important enough to report at the time, It felt more like something that just happens and like I couldn't really prove anything.

I feel like I would be leaving myself open for more abuse if I made someone have to leave a match. I couldn't imagine the other audience people being supportive of that.

[I wouldn't report in the future because] I feel like I would be leaving myself open for more abuse if I made someone have to leave a match. I couldn't imagine the other audience people being supportive of that

25-34, East Midlands, White, Bisexual

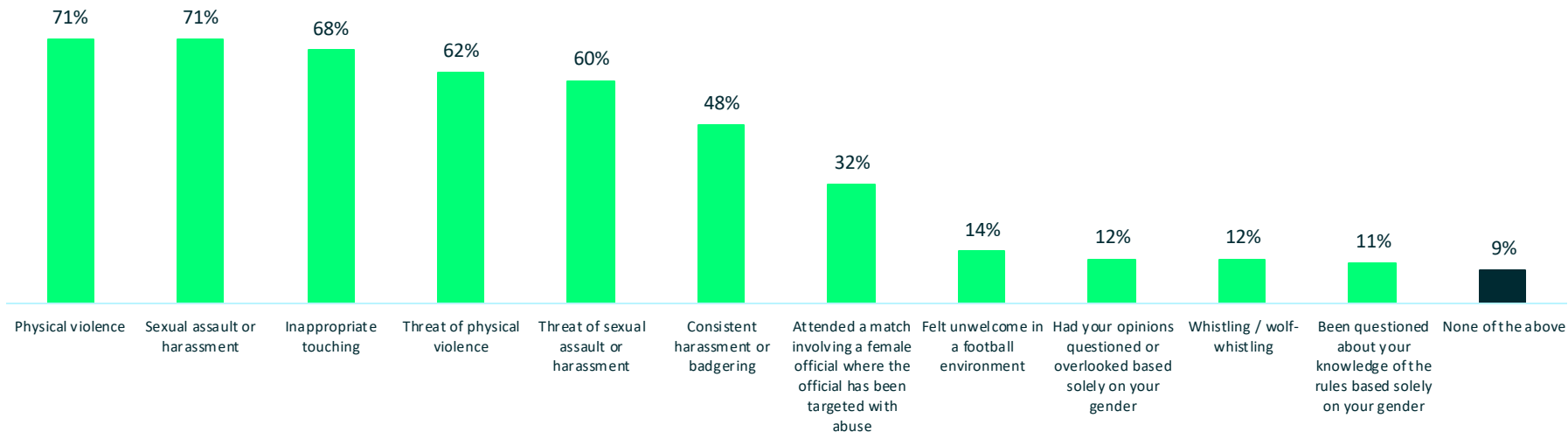
“ I've experienced General chanting abuse that is dismissed as "banter". I never considered reporting it. To be honest, it was that old trope about "Do you know the offside rule?" and it met with general laughter and outrage because it was a female assistant making the call against us.

I suspect the stewards would have acted on a complaint as they're instructed and trained to do so. However I suspect most other fans would have thought I was being unusually and inappropriately sensitive over what they might consider a bit of banter. "It's only a laugh, a joke.....no one actually minds a female assistant. We call the men out too" I suspect there'd be a few nudges and mutterings from then on and a general view that you needed to watch out for that one and watch what you say in front of me. Ongoing uncomfortableness and frostiness.

55-64, North West, White, Lesbian

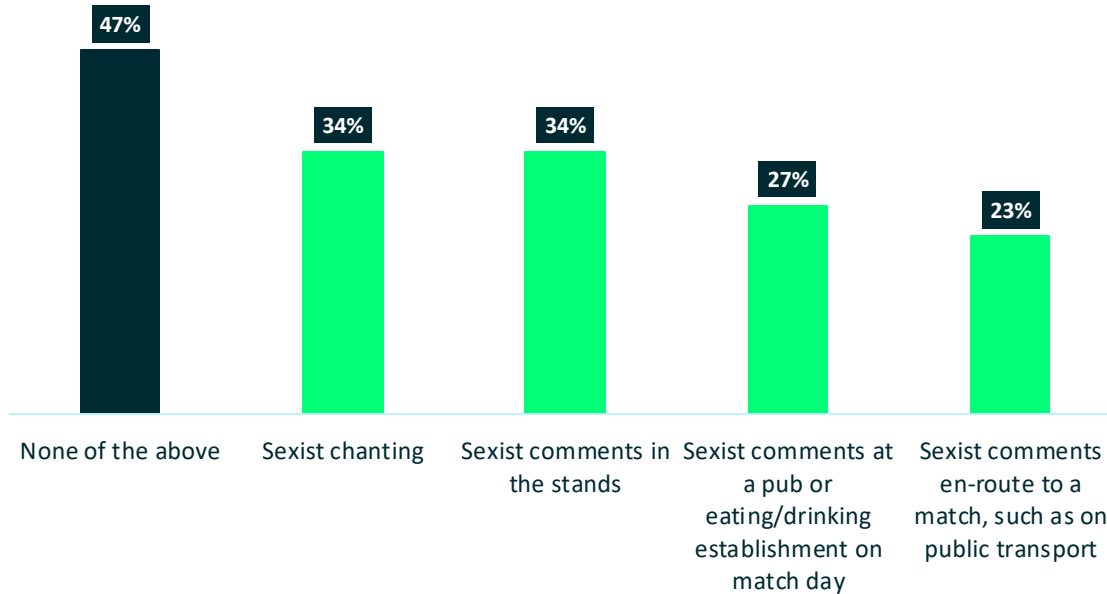
Most women and non-binary fans state they would report physically threatening and/or abusive behaviours, however fewer would report wolf whistling or situations where their knowledge or presence was questioned

- It is notable that Asian fans are less likely than others to report physical violence (58%), sexual assault (62%) and inappropriate touching (58%), perhaps suggesting particularly low confidence in the reporting process among these fans



However they are less likely to report sexist language than they are physically threatening behaviors

- This is likely in part because of a greater belief that the report would not be taken seriously, either by those they were reporting to, or by other fans in the area, who may react badly to a report having been made



“ Making derogatory comments about women is the norm from top to bottom so there no one to take a disciplinary action because they all have the same mindset towards women.

45-54, West Midlands, Black/Black British, Heterosexual

Fans confidence in reporting would be improved by Knowing that their concerns would be taken seriously by authorities and senior management in football

- Providing anonymous services (e.g. apps) to report incidents, training for senior people involved and knowing the reporting process are also mentioned as measured that would improve confidence in reporting

What, if anything, would increase your confidence in reporting incidences in the future?

“ [Knowing that] concerns are being taken seriously. Understanding via specialist training that it's the effect on the recipient and the audience not what the perpetrator thinks, that's important and act accordingly. Anonymous reporting possible so whistle blower isn't victimised for reporting incidents.

55-64, Yorkshire and the Humber, White, Lesbian

“ A helpline to report the incidents anonymously. A mobile app to report the incidents. visible presence of authorities at different areas giving me confidence to report. Providing protection to the victims and eyewitnesses will also increase my confidence in reporting incidents in the future.

35-44, London, Asian, Heterosexual

“ If I had more knowledge of what the FA would do to stop it happening again after a report.

16-24, East of England, White, Heterosexual

“ A mindset change and lots of education should be made mandatory for decision makers and top management. If not, no amount of reporting will yield any positive result.

45-54, West Midlands, Black, Heterosexual

03

Conclusions



Key Takeouts

For many female and nonbinary football fans, football is an important part of their life and intrinsic to who they are, and while there is a perception that football games are generally safe, and have become more welcoming over the years, the experience of actually attending games can be an unpleasant one.

- Behaviours such as wolf whistling, threats of physical violence and being questioned about knowledge and opinions are among the most commonly witnessed and experienced, however some have also experienced physical or sexual violence when attending games. Approaching half of female and non-binary fans have witnessed or experienced sexist comments, including that women should be elsewhere, or lewd requests.
- These behaviours and comments are disproportionately experienced by fans from ethnic minority backgrounds or in the LGBTQIA+ community, highlighting that they are likely not only influenced by sexist or misogynistic attitudes, but also racism and homophobia.
- These behaviours have had negative impacts on those who witness or experience them, leaving some fans feeling unsafe or unwelcome at games, with some stopping attending live games as a result.

However 85% of fans who have witnessed or experienced sexist language or behaviour have not reported them, with a sense that the reports would not be taken seriously or make a difference most commonly driving this.

- The experiences of those who have actually reported sexist abuse or language are likely to be driving this, as only just over half of those who have made a complaint were happy with the outcome of it, with a lack of action the most common reason for this dissatisfaction.
- There is also a sense that reporting sexist language would not be taken seriously. Fans are more likely to say they would report physical abuse if they witnessed it, than sexist language, which is often dismissed as banter.
- A fear of repercussions from other fans also influences decisions not to report sexist language or behaviour, particularly where these fans believe sexist language is just 'banter' and part of the game.
- To feel more confident in reporting going forwards, fans would like to know that their report would be taken seriously, and what would be done in response to it, as well as a change in mindset among those they are reporting to



research·with
•a·purpose



m·e·l
research

This project has been delivered to ISO 9001:2015, 20252:2019 and 27001:2013 standards:



Crown
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