

2022/23 SEASON

KICK IT OUT: REPORTING STATS



OVERVIEW

THE 2022/ 23 SEASON

The 2022/ 23 season saw Kick It Out receive a record **1,007** reports of discriminatory behaviour across the professional game, in grassroots and across social media. This represents a **65.1%** rise on the previous season.

484

Professional Game

242

Grassroots

281

Social Media

INCREASES ACROSS THE BOARD

This season we saw more reports from all three areas of football, compared to the 2021/ 22 season:

- **104** more reports from the Pro Game, an increase of **27.4%** of
- **86** more reports from grassroots and non-league football, an increase of **55.1%**
- **207** more reports from online forums and social media, a massive **279%** rise.

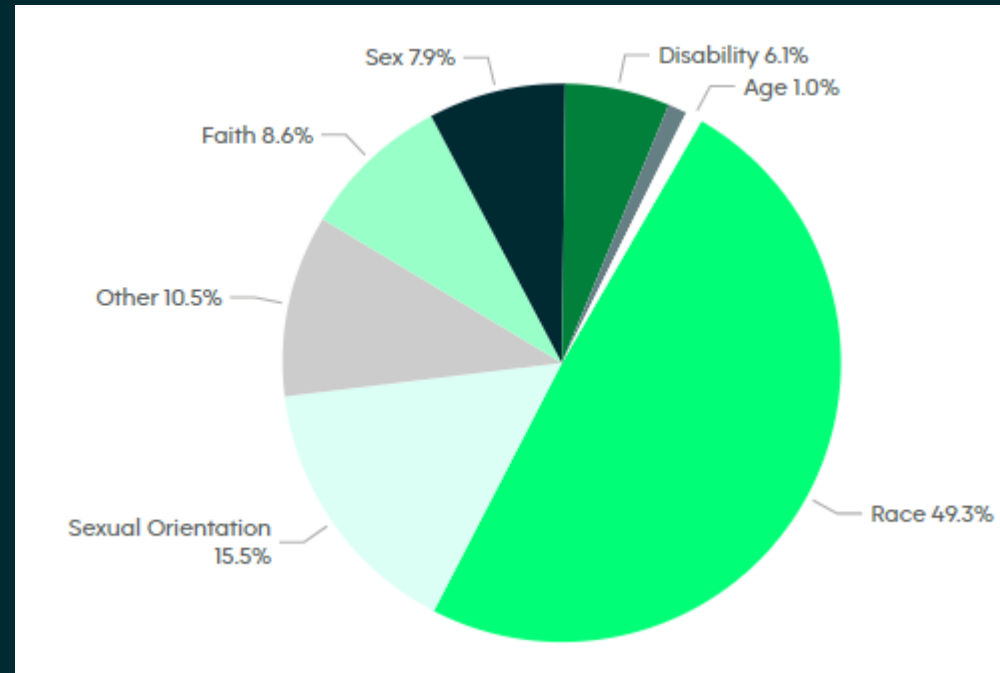


OVERVIEW

Discrimination Types

DISCRIMINATION TYPES

Reports of racism continue to be the most common, accounting for just under half (496/ 1,007, **49.3%**).



Overall, reports of all discrimination types were up (Race, Sex, Sexual Orientation, Gender Reassignment, Age and Disability), with only a small drop in the number of Faith based complaints (down 8 from 95 to 87 – an **8.4%** drop)

The biggest rise from last season was in reports that fall into the “Other” category – incidents of rude/ abusive behaviour and/ or violence, foul language (that weren’t thought to be of a discriminatory nature). These reports account for **10.5%** (106/ 1,007),



OVERVIEW

Discrimination Types



DISCRIMINATION TYPES - FAITH

Whilst reports of Faith based discrimination fell slightly overall, it's important to note that within that number, we received:

- **10.5%** increase in reports of Sectarian chanting/ abuse in the Professional game (x21 reports, up from 19).
- An overall **300%** increase in reports of Islamophobic behaviour (x16, vs only 4 last season).
- The reason for the overall drop in numbers is due to an **29.5%** drop in the number reports received of an Antisemitic nature (**61** to **43**).

DISCRIMINATION TYPES – SEX

The biggest rise in a specific discrimination type, was in reports we received of Sexism/ Misogyny. With the success of the Lionesses at last summer's home Euro's, and the ever-increasing popularity of the women's game and the WSL, this sadly has led to:

- A **400%** increase in sexist behaviour/ misogyny reports across the board (**80** vs 16 last season).
- This figure has been amplified by a massive spike in online/ social media abuse towards female players and female supporters in general. Kick It Out only received 1 report of this type in the 2021/ 22 season, we received **46** this season.

OVERVIEW

Reporting Method

REPORTING METHOD

The Kick It out website was relaunched last summer in line with our new brand. It remains the most popular way for fans to report discriminatory behaviour to us.

WHO WE ARE TAKE ACTION LEARN GET SUPPORT CAREERS NEWS SHOP **REPORT IT**

REPORT IT

If you've seen discrimination in football – non-league or professional game – don't we can get the right people involved and

1 Incident Details Let us know what happened

2 Your Details Enter your details

Where did it happen? *

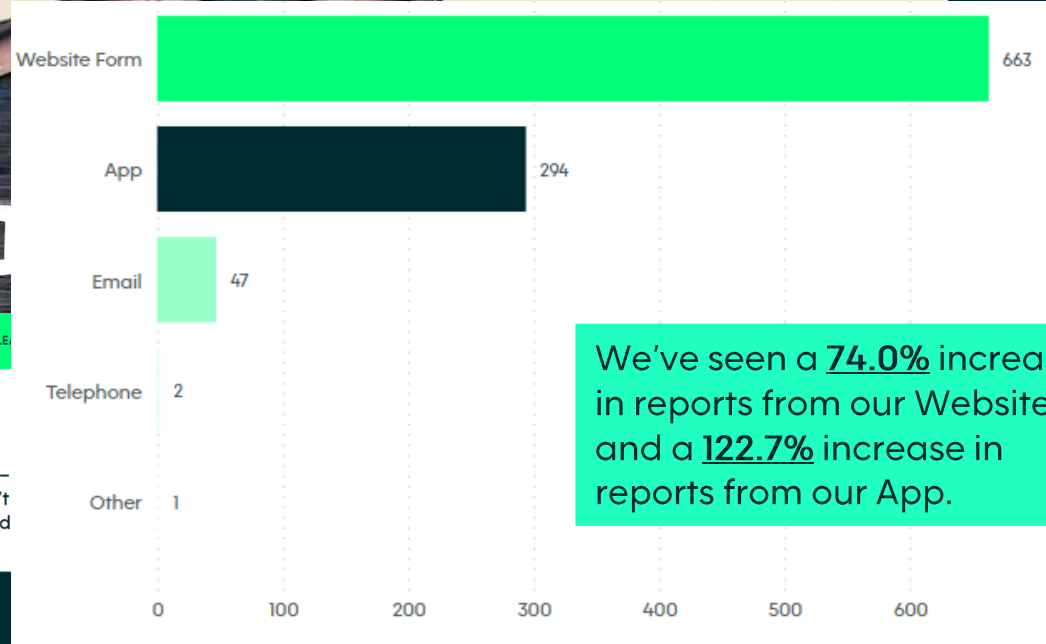
Professional Grassroots Online

Call us and we'll get to work

Message us on social media

report@kickitout.org

Email us the details



We've seen a 74.0% increase in reports from our Website, and a 122.7% increase in reports from our App.



PROFESSIONAL GAME

We have seen a **27.4%** rise in reports from the Professional Game this season compared to last.

However, within that, we have seen a fall in reports of Homophobia and (overall) Faith based discrimination:

- Homophobic incidents dropped nearly **30%** on 2021/ 22 (from 107 to 75).
- Faith based discrimination reports are down from 71 to 59 (a drop of **16.9%**)
 - Although, whilst we saw a drop in Antisemitic reports (**-31.3%**), reports of Sectarianism (**+10.5%**) and Islamophobia (**+33.3%**) did rise.

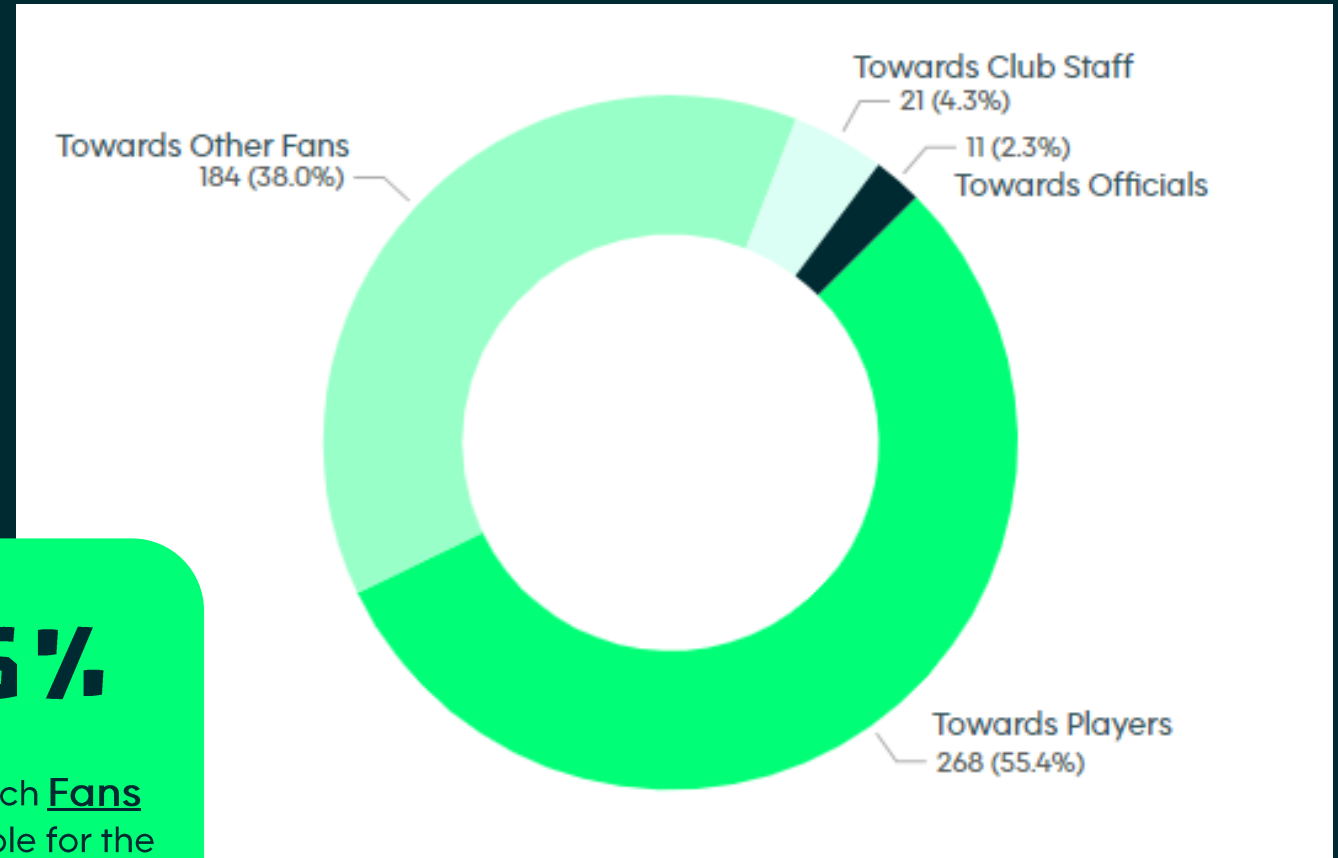
Another noticeable rise is report of Disability based abuse. We had nearly **three times** the number of reports of this nature compared to the 2021/ 22 season (up to 23 from 8).

THE **484** PROFESSIONAL GAME REPORTS SPLIT BY COMPETITION:



PRO GAME – ABUSE TYPE

- Abuse towards players forms more than **55%** of the Pro Game reports received this season.
 - This is a slight rise on last season (**53.3%**)
- Discriminatory abuse towards other fans fell from forming **42.7%** of last season's Pro reports - to **38.0%** this season.



x10

Ten times more reports of discriminatory abuse towards match officials in 2022/ 23 than last season

93.6%

Reports in which **Fans** were responsible for the discrimination

GRASSROOTS FOOTBALL

We have seen a **55.1%** rise in reports from Grassroots/ Non-League football this season compared to last (**242** vs 156).

Reports of all discrimination types are **higher** than last season:

- Age: **5** reports received this season, **0** last season.
- Disability: - up **35.7%** (19 vs 14).
- Faith: **9** more reports of Faith bases discrimination than last season – **5** of those Islamophobia.
- Gender Reassignment: **50%** more reports than 2021/ 22 (3 vs 2).
- Race: An **12.8%** increase from last season (123 vs 109).
- Sex: **57.1%** increase from last season (11 vs 7).
- Sexual Orientation: **58.3%** increase (38 vs 24).

- Other: As with the overall figures, reports classed as “Other” (rude/ abusive/ threatening behaviour) have risen sharply in grassroots football. From receiving **0** reports of this nature last season, to **34** this year.

5.8%

of reports received were regarding Women's and Girl's teams (**14/242**).

RACISM

Accounting for over half of Grassroots reports (**50.8%**)

43.4%

of reports received were from youth (U18's and lower) games (**105/242**).

GRASSROOTS – ABUSE TYPE

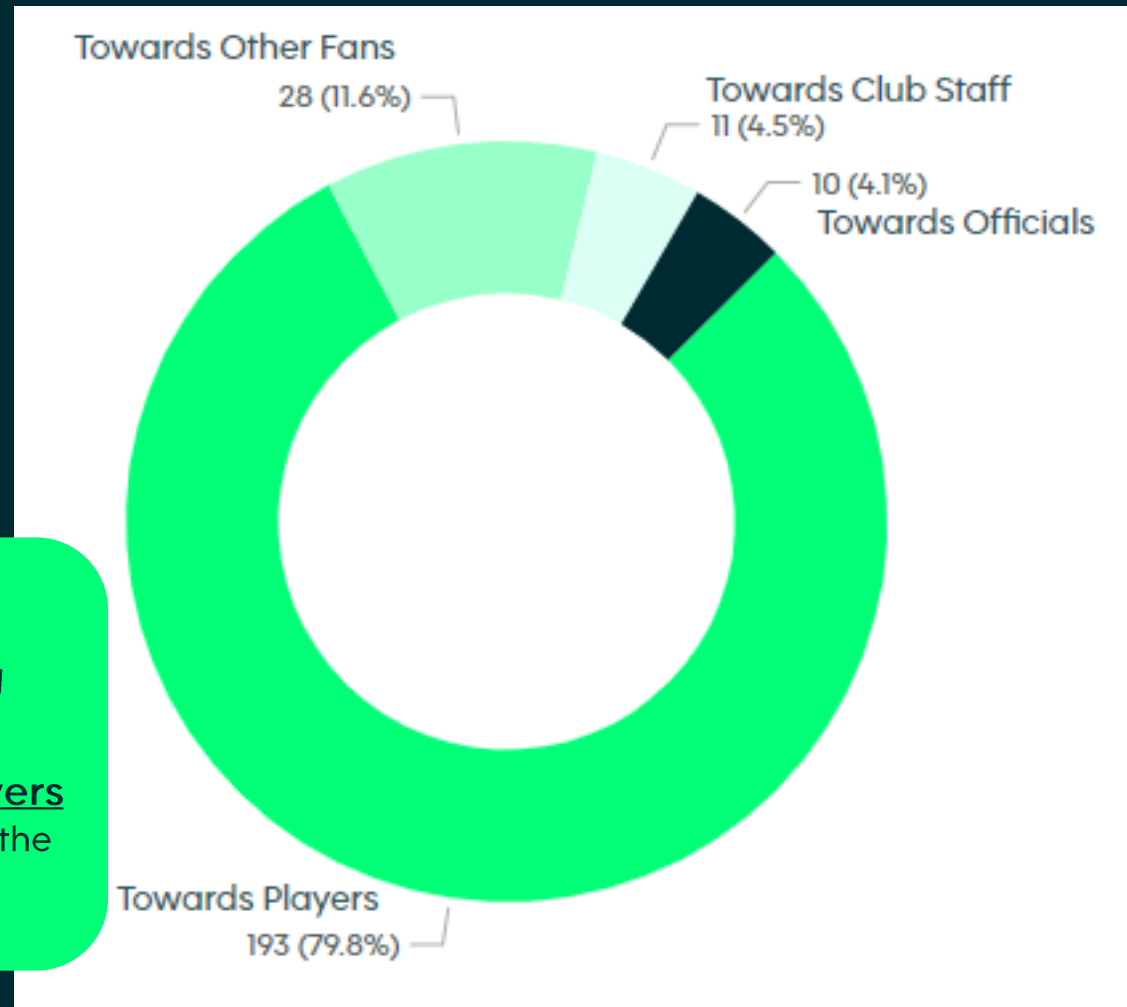
- Reports of discrimination towards Players form the bulk of the Grassroots incidents – **79.8%** (193/ 242).
 - **54.9%** of these reports were incidents of Player-on-Player abuse (106/ 192)
 - Nearly **2/3** of the Player-on-Player reports were of a Racist nature (**66.0%**).
 - **18.9%** were reports of Homophobia.

x3.1

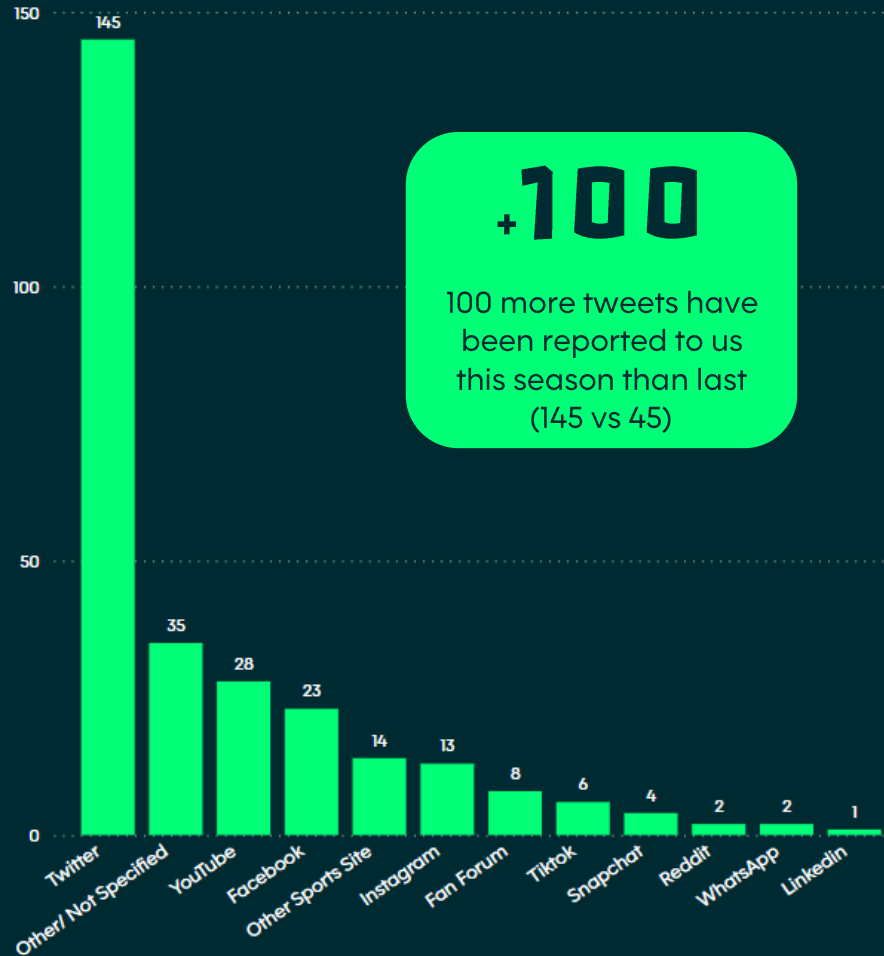
Over 3 times more reports of discriminatory abuse towards other fans in 2022/ 23 than last season

49.6%

Reports in which **Players** were responsible for the discrimination



SOCIAL MEDIA



- Reports regarding discriminatory abuse on Social Media and Online formed **28.0%** of the all reports received this season – up from **12.1%** last year.
- Over half of the reports received were regarding posts on Twitter (**51.6%**, 145 out of 281).
- Almost all types of social media based discrimination reported to us increased:
 - Racism: Over **3 times** as many reports (**112** vs 37).
 - Homophobia: **4.8 times** as many (**43** vs 9).
 - Transphobia: We received **6** reports this season, **0** last season.
 - Sexism/ Misogyny: A huge **46 times** as many reports as in 2021/ 22.
 - Disability: **1800%** increase in ableism.
- Reports of social media discrimination based on Faith dropped overall (**-20.8%**), but as with the Pro Game and Grassroots, the number of Islamophobic posts reported to us has risen (**600%**).

SOCIAL MEDIA – RESEARCH

Kick It Out commissioned [Signify](#) to study and develop an understanding of the volumes, categorisations and tactics of online abuse targeting players and managers across the English Premier League (EPL) and Women's Super League (WSL) were subject to during the 2022-23 Season.

- As a pilot study, Signify looked at January and February 2023, and focused on Twitter and Instagram.

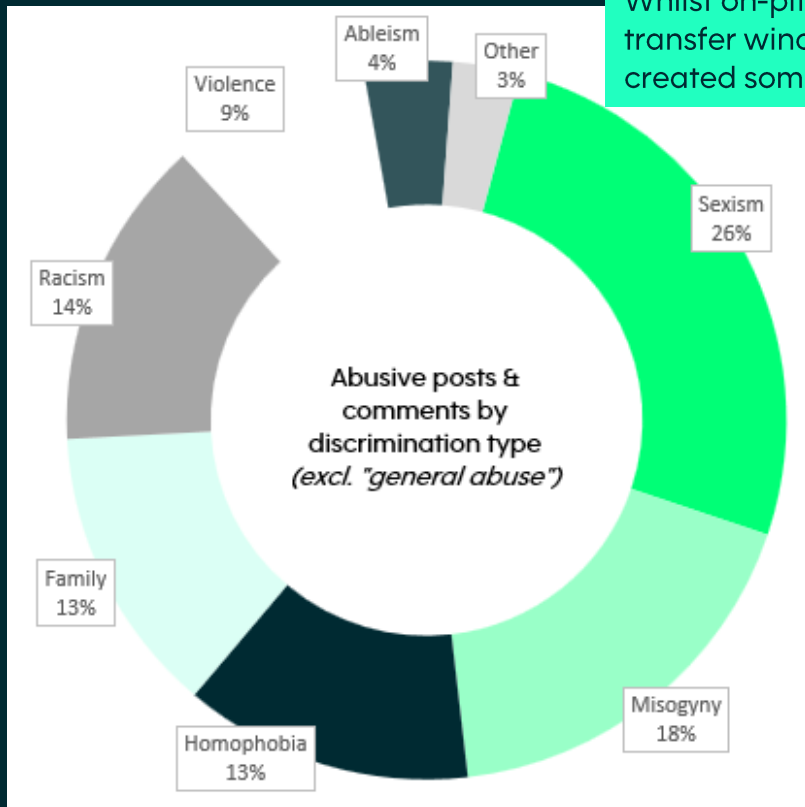
Whilst on-pitch events triggered bouts of online abuse, **off-pitch** events such as the transfer window, player's personal relationships, and their previous allegiances created some key flash points for abuse.

The study highlighted the differences in trends between the EPL and WSL:

- EPL players targeted by Sexism and Racism.
 - *Over 75% of abuse targeted at black EPL players was racist in nature.*
- WSL saw peaks in Misogyny and Homophobia.
 - *Several high-profile WSL players targeted with misogynistic comments and sexual abuse on their own social media posts.*

Timeline of Peaks in Online Abuse:

- **04/01:** Racist abuse towards a player after he posted a photo at a NYE party.
- **25/01:** January transfer window signing completed.
- **02/02:** January transfer window signings completed.
- **24/02:** Player targeted with family-related abuse after UCL game.



Posts / comments analysed

87,000

Posts / comments flagged with potential abuse

1,810

Posts / comments verified as abusive

1,057

Verified abusive posts / comments on Twitter

753

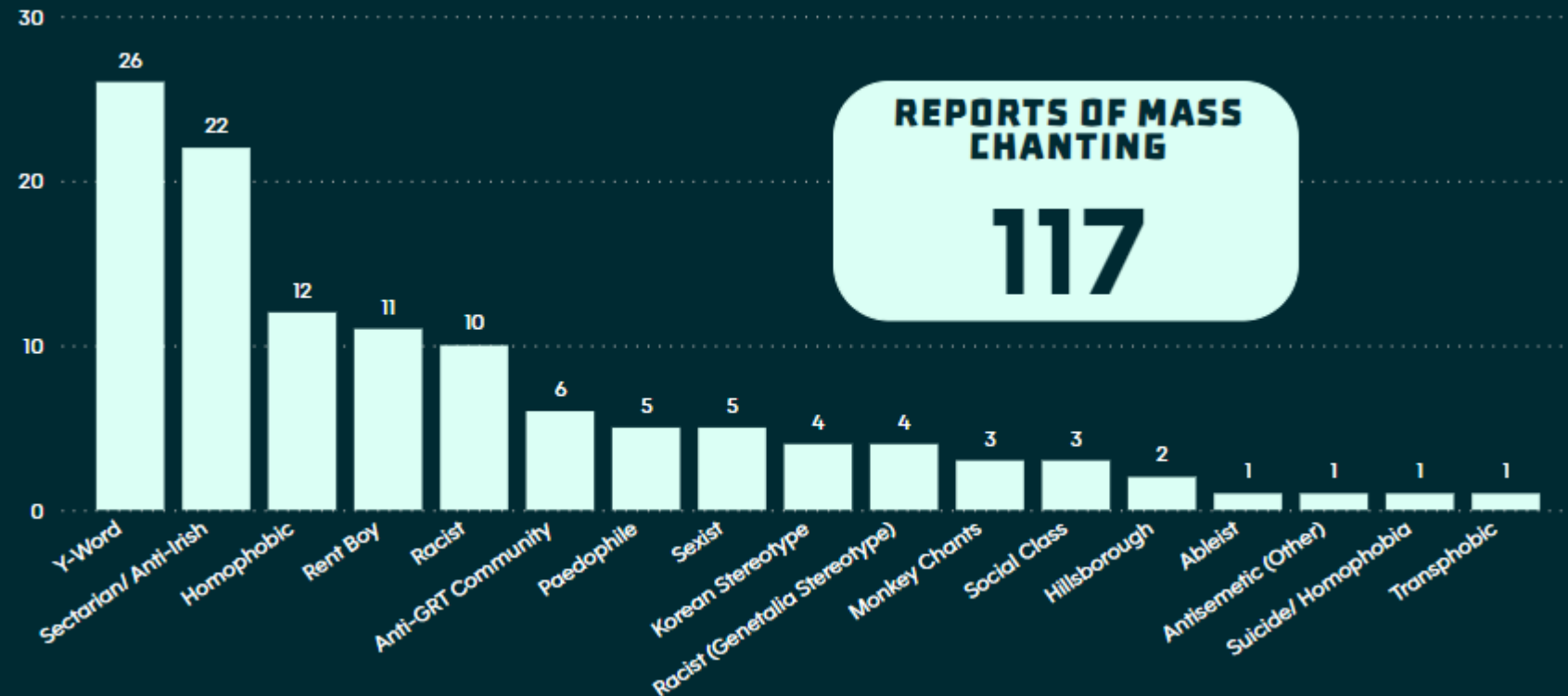
Verified abusive posts / comments on Instagram

MASS CHANTING

MASS CHANTING

Kick It Out received **117** reports of discriminatory mass chanting over the course of the 2022/23 season, a drop of 18 on the previous year.

- **35.0%** drop in reported Y-Word chants.
- **22.6%** drop in reported Homophobic chants (including the Rent-Boy chant).
- **29.4%** rise in reported Sectarian/ Anti-Irish chanting.
- **30.0%** more Racist chants reported (including monkey chants/ noises).



MEASURING IMPACT

MEASURING IMPACT

In this year's analysis, the number of reports have Kick It Out has received has been distilled into the actual discriminatory incidents those reports cover. We have had an increase in reports received into us, but many of those reports (as is the case every season) are people reporting the same incidents.

This seasons **1,007** reports covered **730** separate incidents.

Dividing the number of reports by the number of incidents gives us a figure for Reports per Incident (**Rpi**). This figure can be used to measure the effectiveness of Kick It Out's reach, and the overall tolerance levels of football fans towards discriminatory behaviour in our game.

SEASON	REPORTS	INCIDENTS	RPI
2019/ 20	244	231	1.06
2020/ 21	196	171	1.15
2021/ 22	612	502	1.22
2022/ 23	1,007	730	1.38

Kick It Out's reports per incident (Rpi) rate has risen for the fourth consecutive season, suggesting that fans are more inclined to report discrimination.



THE NUMBERS

		Age	Disability	Antisemitism	Islamophobia	Sectarianism	Other	Faith (Total)	Gender Re- assignment	Race	Sex	Sexual Orientation	Other	Total
2019/ 2020	Professional Game	0	5	7	1	4	1	13	0	72	17	54	11	172
	Grassroots	6	0	1	0	0	0	1	0	66	1	15	3	92
	Social Media	0	6	1	1	0	0	2	2	27	2	4	2	45
	Total:	6	11	9	2	4	1	16	2	165	20	73	16	309
2020/ 2021	Professional Game	0	0	0	0	0	0	0	0	31	0	3	0	34
	Grassroots	0	5	0	0	0	0	0	0	66	4	12	0	87
	Social Media	0	2	5	0	1	0	6	0	89	1	10	0	108
	Total:	0	7	5	0	1	0	6	0	186	5	25	0	229
2021/ 2022	Professional Game	0	8	48	3	19	1	71	2	183	8	107	1	380
	Grassroots	0	14	0	0	0	0	0	2	109	7	24	0	156
	Social Media	0	1	13	1	9	1	24	0	37	1	9	2	74
	Total:	0	23	61	4	28	2	95	4	329	16	140	3	610
2022/ 2023	Professional Game	5	23	33	4	21	1	59	2	261	23	75	36	484
	Grassroots	5	19	2	5	1	1	9	3	123	11	38	34	242
	Social Media	0	19	8	7	4	0	19	6	112	46	43	36	281
	Total:	10	61	43	16	26	2	87	11	496	80	156	106	1,007

**TOGETHER
WE CAN**

