SPORT AND THE LGBTQIA+ COMMUNITY
Methodology

**Approach**
10 mins online survey, respondents recruited through The Diversity Standards Collective

**Fieldwork Dates**
May 2022

**Sample**
50 total
- Representation from a broad mix of the LGBTQIA+ Community
- Mix of genders with a female bias
- Mix of ages - primarily 20-39
- Mix of representation from across the UK including multiple sexualities, disabilities and religions
INTEREST IN SPORT

Over half have no interest in sport and of those who are interested most interact by regularly watching sports.

Q - Do you have any interest in participating in or watching sports?

- 54% Yes, I regularly watch sports
- 28% Yes, I read about sport regularly
- 10% Yes, I participate in / play sports regularly
- 8% No, I have no real interest in sports

20% of those who participate in sports, do so in groups made exclusively of members from the LGBTQIA+ community or their allies.

Source: Celebrating Pride Survey | Base: 50 respondents
Q - Thinking of sports, please have a look at the statements below and select all that you agree with.

- **28%** “I have experienced homophobic behaviour at sporting events in the last 12 months”
- **42%** “I would be worried about attending a sporting event in the U.K. due to my LGBTQIA+ identity”
- **52%** “Sportspeople coming out will make events more welcoming for members of the community”
- **26%** “I feel welcome at sporting events”
- **34%** “I feel comfortable watching sports”

Source: Celebrating Pride Survey | Base: 50 respondents
FOOTBALL FOCUS
Only 4% believe football is a safe, welcoming place for the LGBTQIA+ community

Q - Thinking of sports, please have a look at the statements below and select all that you agree with.

- 58% "Major sporting events should not be hosted by places that oppress the LGBTQIA+ community"
- 56% "Major football teams should not be owned by regimes that oppress the LGBTQIA+ community"
- 50% "Football teams should do more to encourage LGBTQIA+ acceptance and inclusion"
- 20% "I currently support / follow a football team"
- 4% "Football is a safe, welcoming place for the LGBTQIA+ community"

Source: Celebrating Pride Survey | Base: 50 respondents
Issues such as hateful comments and atmospheres deter people getting involved with football. Whilst clubs are trying to improve, fans need to do more to be inclusive.

Q - Thinking specifically about professional football and the LGBTQIA+ community. What would you say is the biggest issue with or for football within the LGBTQIA+ community?

**TOXIC MASCULINITY**

- "Lad culture - football is seen as a stereotypical manly sport. Even as a woman supporting a team I come across sexist comments."
- "Football can have toxic masculinity and people are not always open-minded or kind"
- "Being a member of the LGBT community in a cis male-dominated sport, it is not accepted to be gay as you will be seen as weaker. Also, football crowds are notorious for being racist, homophobic and often violent"

**REPRESENTATION**

- "I think it’s mostly other fans who are overtly homophobic, at least from what I have seen in online comments as often teams do rainbow laces or pride related things. It’s scary what some people say and how overtly violently they oppose football doing anything pride related."
- "The most, if not only, LGBTQIA+ stories I hear from football are cisgender men coming out as gay or, less often, bisexual. While it’s wonderful to see players feeling safer and more comfortable to come out, the lack of representation for other sexualities, romantic orientations and genders is damaging to the community. For me personally, it speaks the message that it’s safe to be a straight or gay cisgender man, but it’s not safe to be anything else. It’s not safe to be asexual or non-binary or to have a fluid orientation of any kind."

**POSITIVES**

- "As I have seen from the last World Cup, most of the football clubs do support the LGBT community and appeal to everyone to do whatever they can do for this community."
- "There was an instance recently where during a PSG game, they had their numbers written in a LGBTQ symbol."

Source: Celebrating Pride Survey | Base: 50 respondents