

Racism in the Digital Age

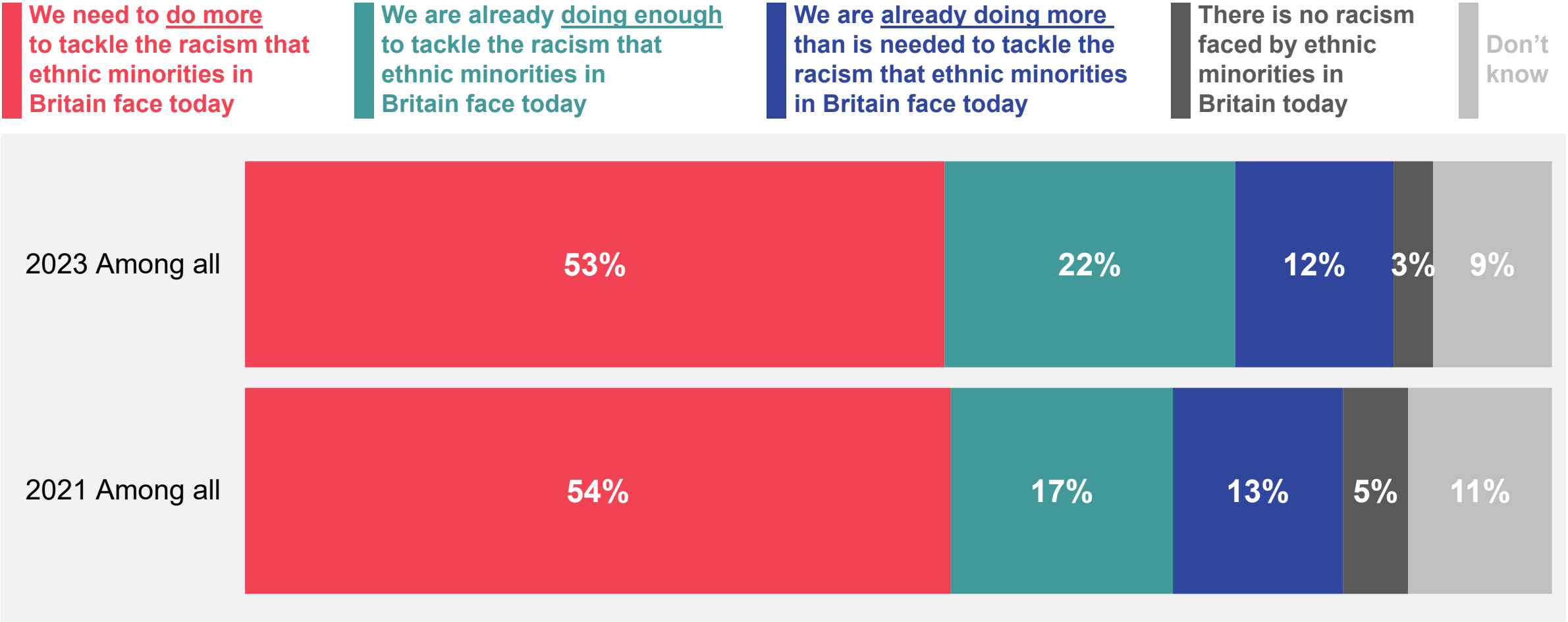
Attitudes to racism on the society and social media

November 2023



Just over half of Britons think we need to do more to tackle racism experienced by ethnic minorities in Britain today.

Which of the following statements comes closest to your view?



Base: 1698 Online British Adults 16+, 30 September to 4 October 2023, and 2,600 Online British adults 16-75 7-13 May 2021



People from ethnic minority groups are more likely to think we still need to do more

Which of the following statements comes closest to your view?

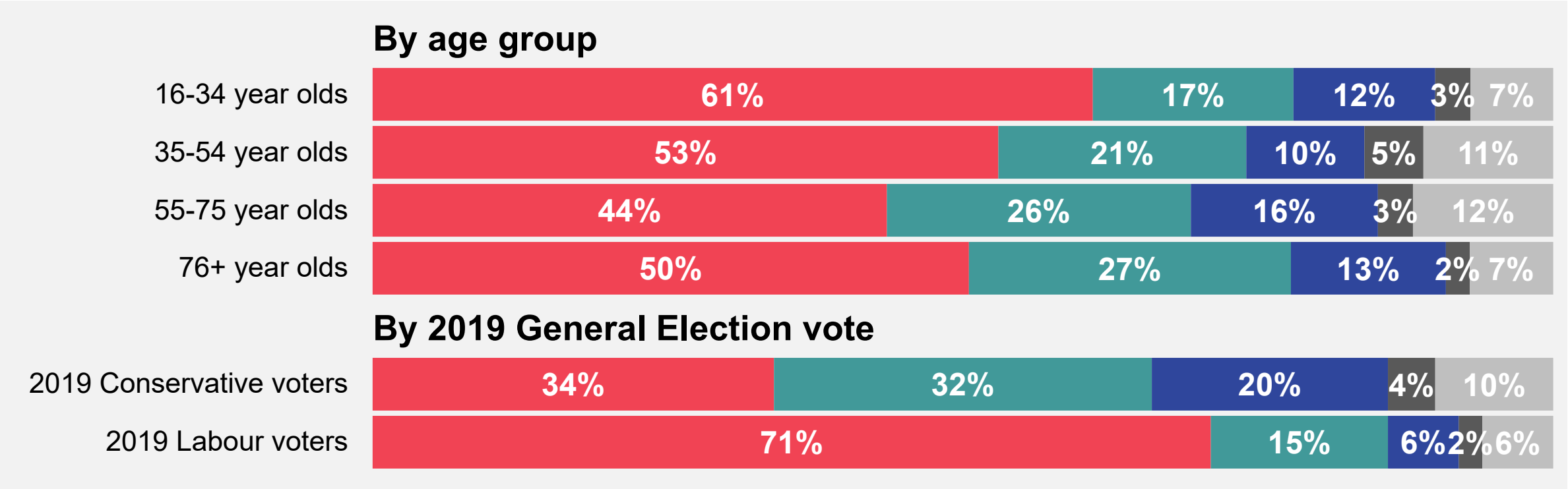
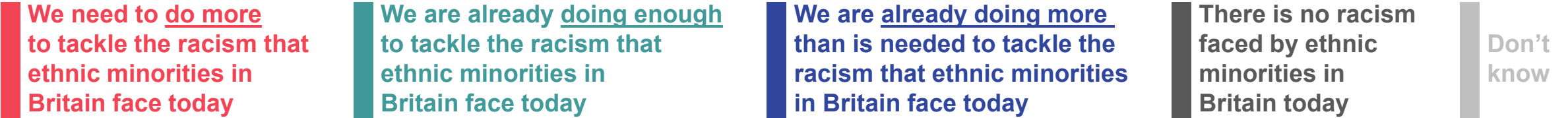


Base: : 1698 Online British Adults 16+, including people from minority ethnic groups (520), and White ethnic groups (1163), 30 September to 4 October 2023



Younger people and 2019 Labour voters are more likely to think we need to do more

Which of the following statements comes closest to your view?

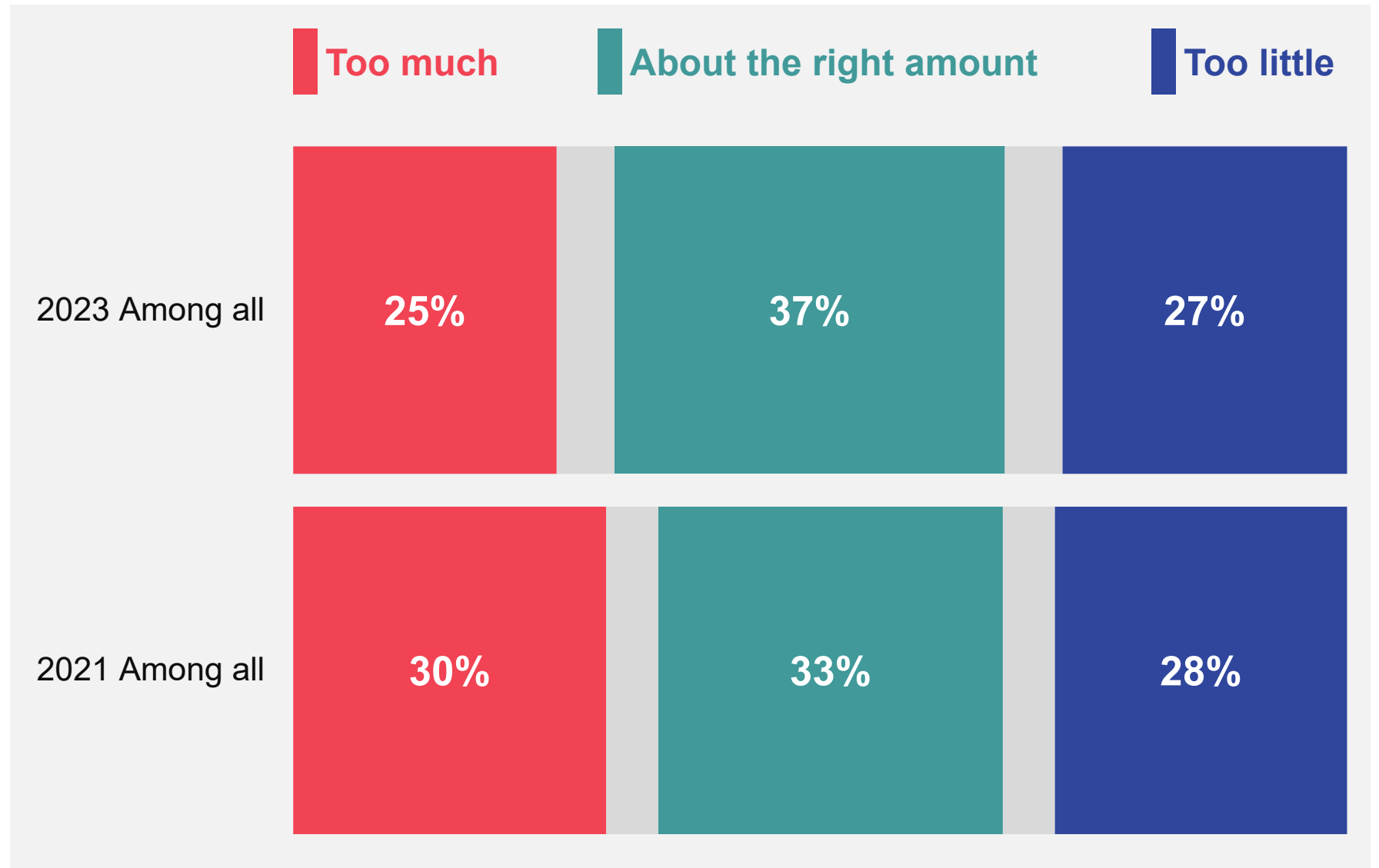


Base: 1698 Online British Adults 16+, including those aged 16-34 (513), 35-54 (573), 55-75 (412), 76+ (200), 2019 Conservative voters (471), 2019 Labour votes (462), 30 September to 4 October 2023



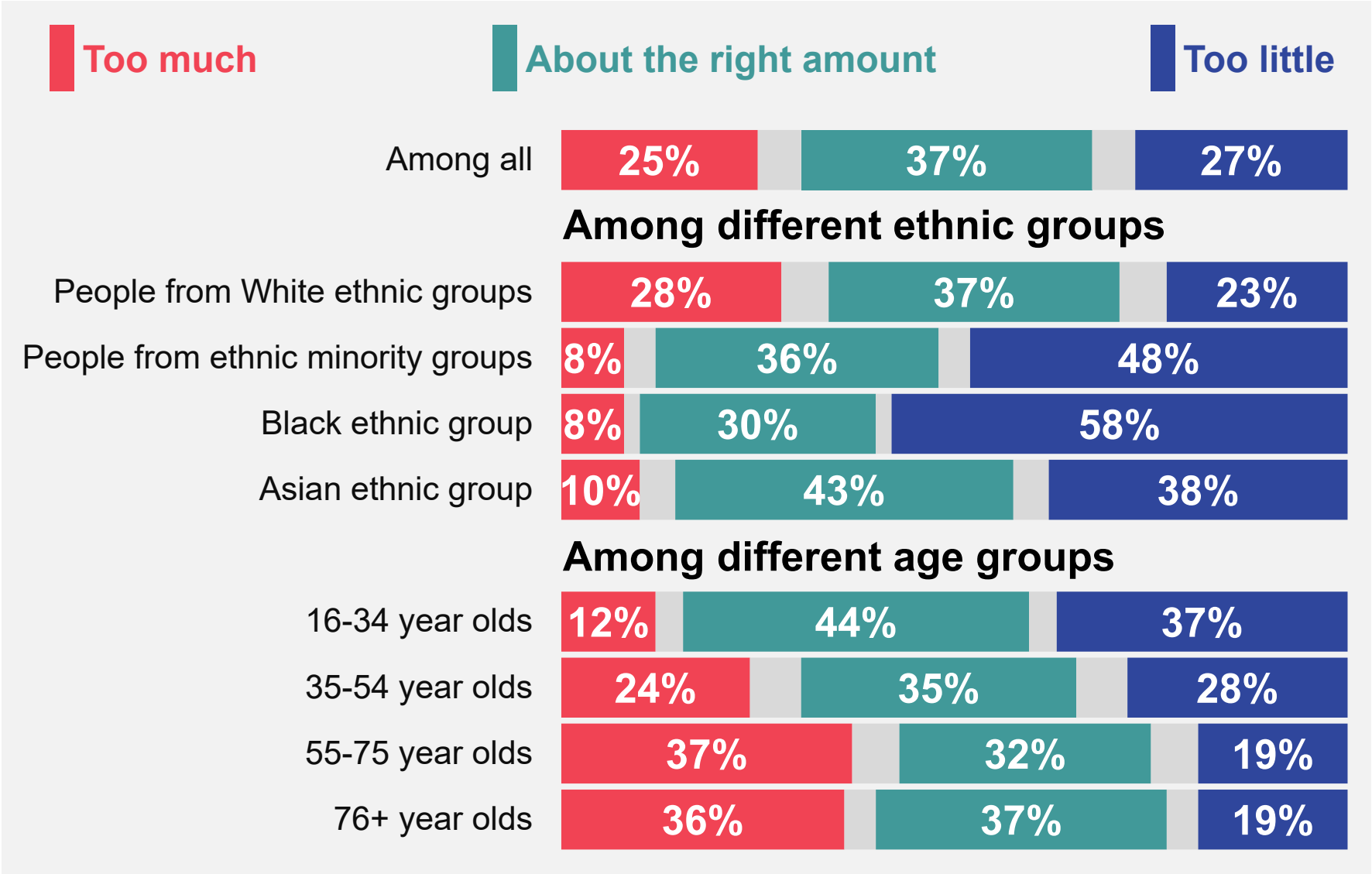
Since 2021, fewer say that racism is discussed too much in Britain, and more that it is discussed ‘about the right amount’

Generally speaking, do you think that the issue of racism has been discussed in Britain, too much, too little or about the right amount over the last year?



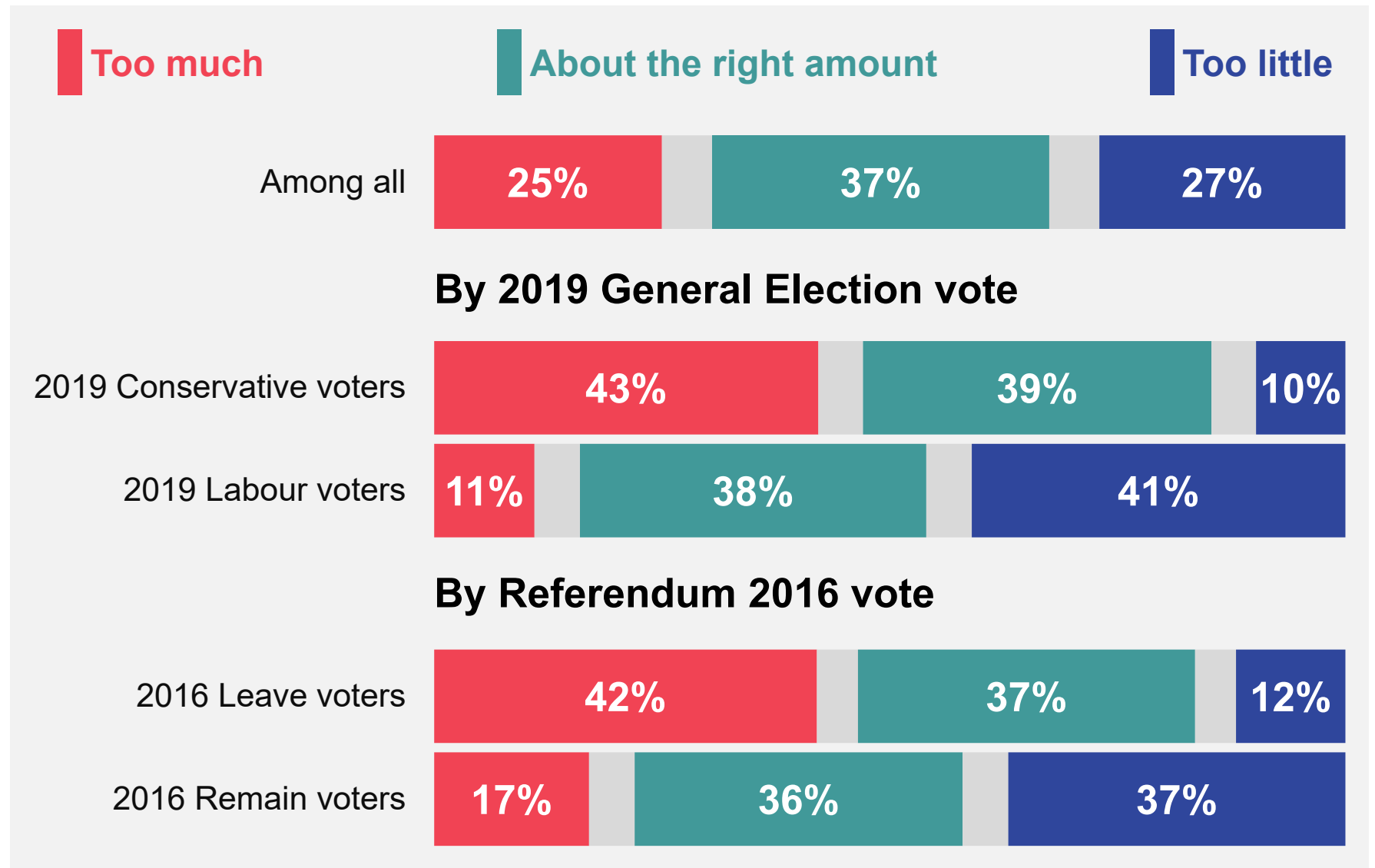
People from ethnic minority backgrounds, especially black people, are more likely to say racism is discussed too little.

Generally speaking, do you think that the issue of racism has been discussed in Britain, too much, too little or about the right amount over the last year?



2019 Conservative voters and 2016 Leave voters are more likely to say racism is discussed too much – but in each case more still say it is either discussed the right amount or too little.

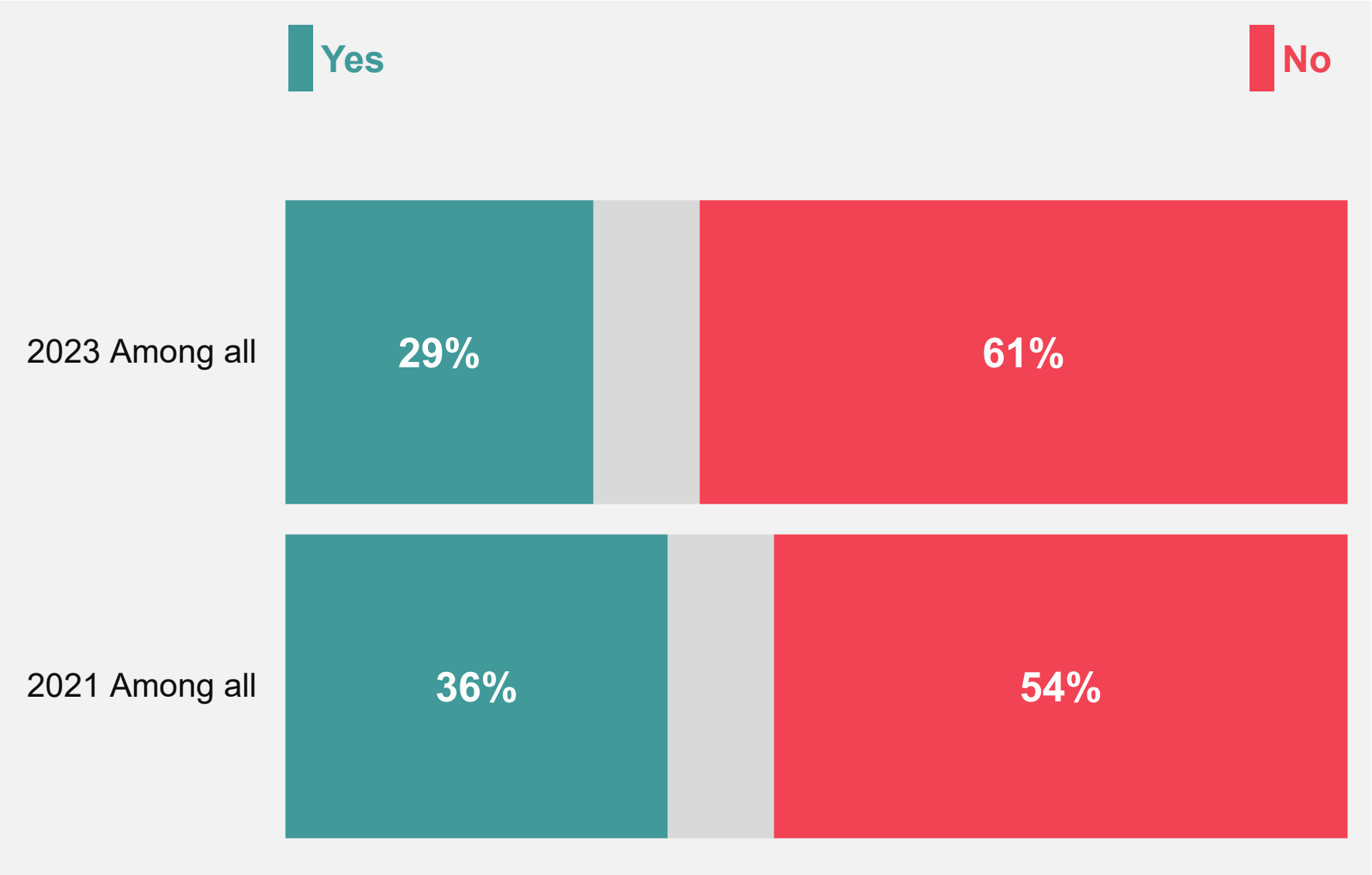
Generally speaking, do you think that the issue of racism has been discussed in Britain, too much, too little or about the right amount over the last year?



Base: 1698 Online British Adults 16+, including 2019 Conservative voters (471), 2019 Labour votes (462), 2016 Leave voters (518) and 2016 Remain voters (685), 30 September to 4 October 2023

Compared with 2021, fewer people say they have personally seen racist social media content – 6 in 10 say they have not seen such content in the last year.

Over the last year, have you personally seen or heard any messages or posts on social media that were racist, or not?

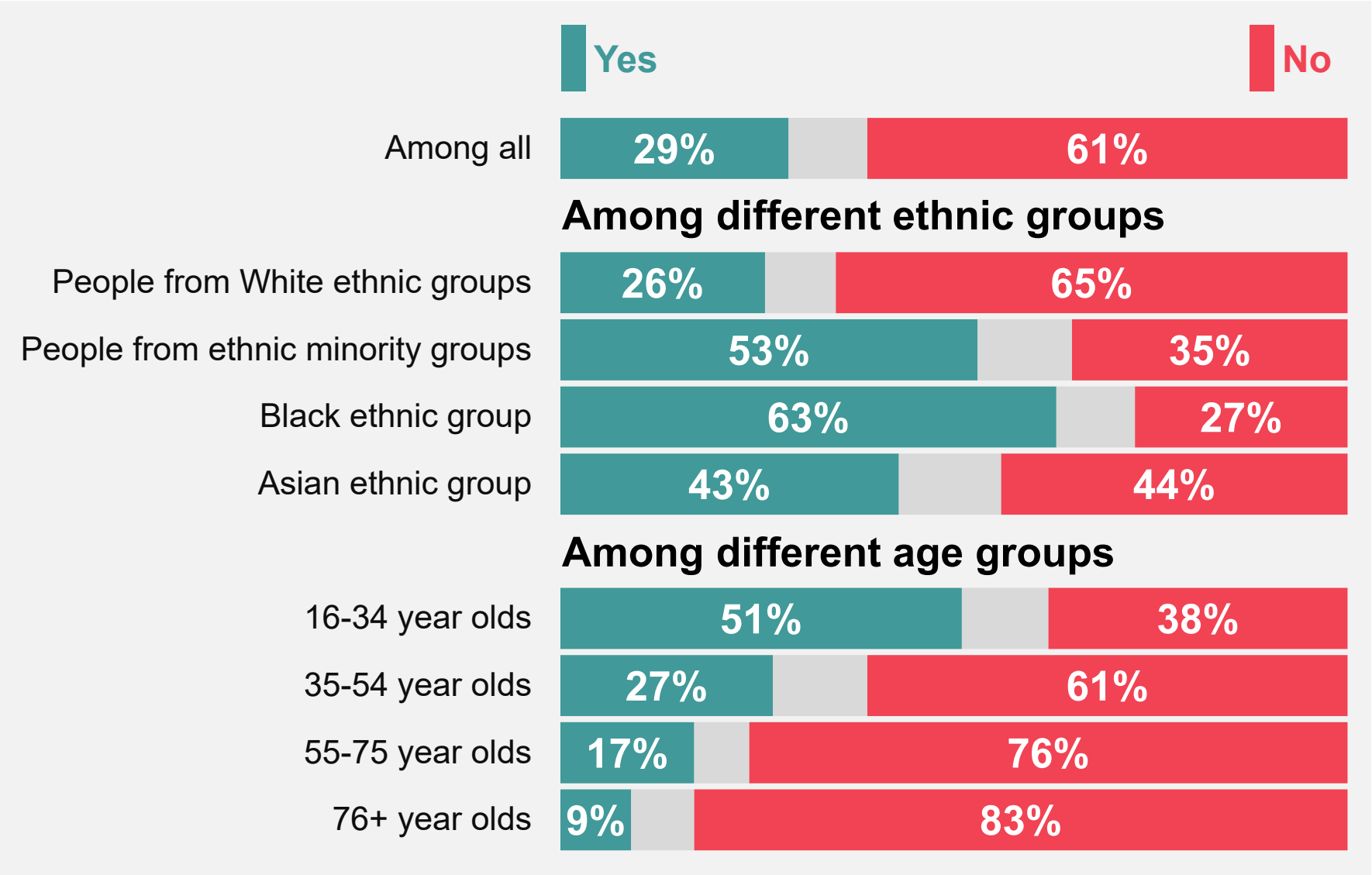


Base: 1698 Online British Adults 16+, 30 September to 4 October 2023, and 2,600 Online British adults 16-75 7-13 May 2021



However, a majority of people from ethnic minority groups have seen racist social media content in the last year.

Over the last year, have you personally seen or heard any messages or posts on social media that were racist, or not?

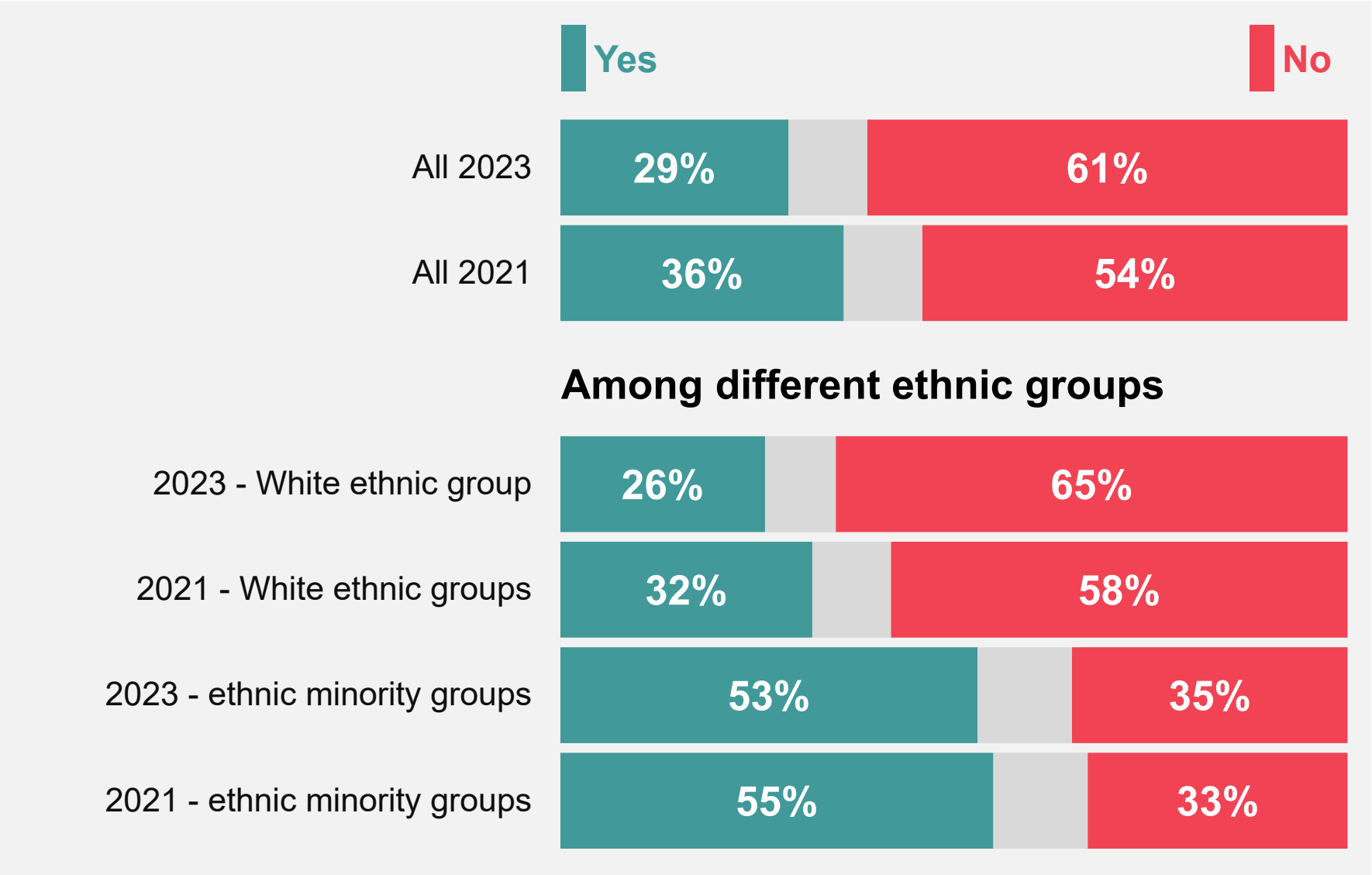


Base: 1698 Online British Adults 16+, including people from White ethnic groups (1163), ethnic minority groups (520), Black ethnic groups (238) and Asian ethnic groups (216), those aged 16-34 (513), 35-54 (573), 55-75 (412), 76+ (200), 30 September to 4 October 2023



And the decline in seeing racist social media content between 2021 and 2023 appears to be largely among people from White backgrounds.

Over the last year, have you personally seen or heard any messages or posts on social media that were racist, or not?

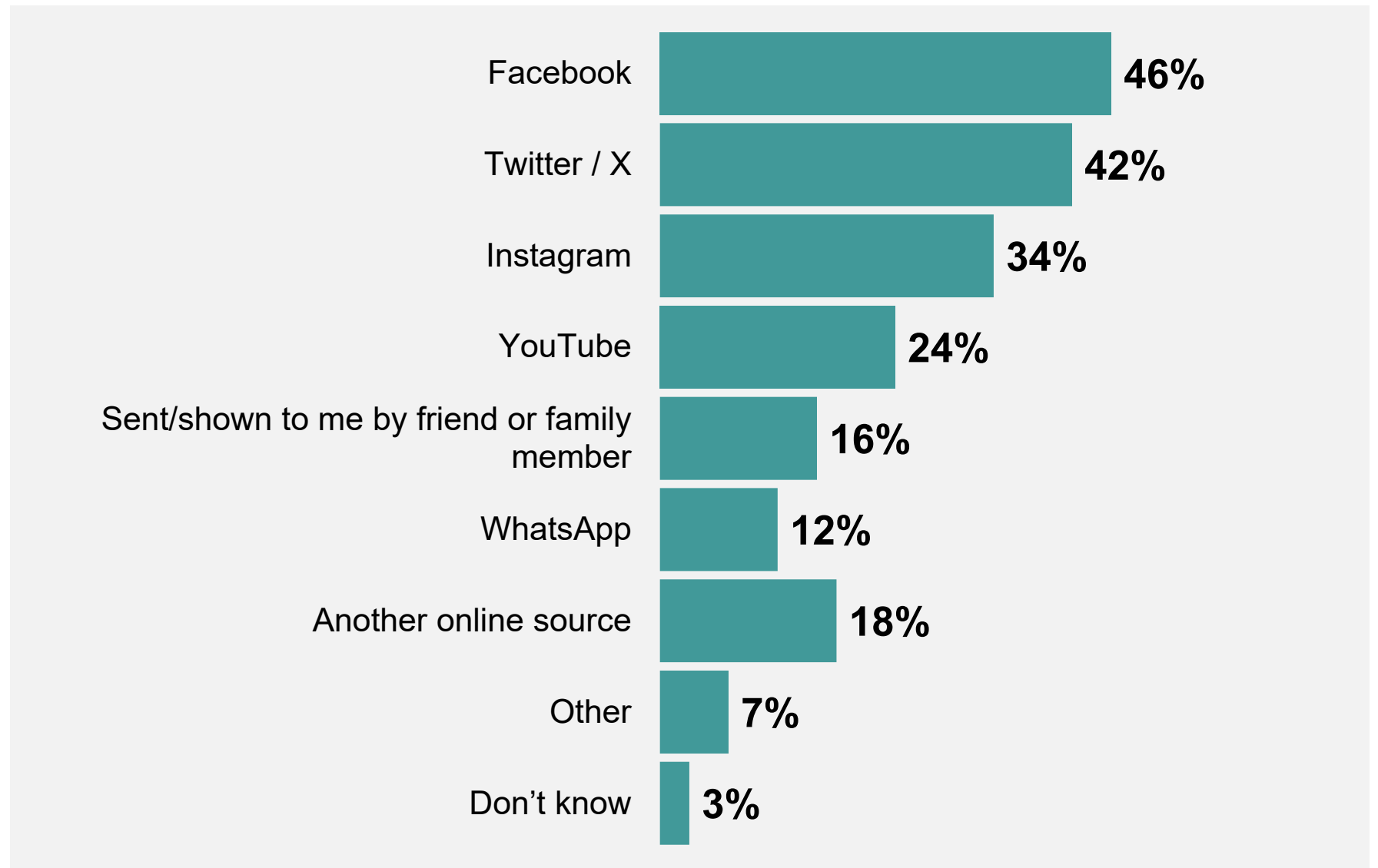


Base: 1698 Online British Adults 16+, including people from White ethnic groups (1163), ethnic minority groups (520), 30 September to 4 October 2023



Facebook and Twitter were the most commonly mentioned platforms where people had seen racist content

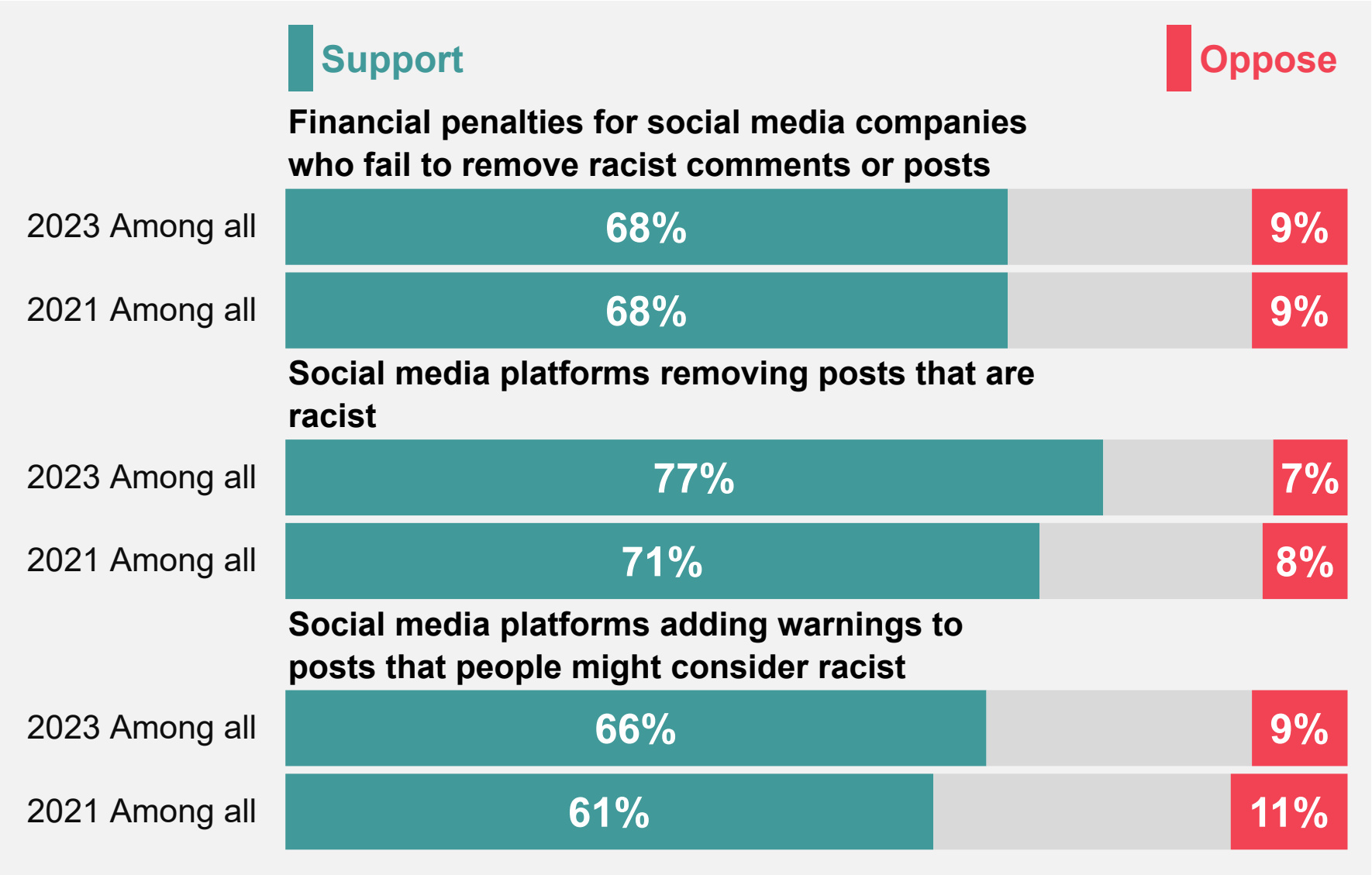
If so, where did you see or hear such messages or posts?



Base: 576 Online British Adults 16+ who have personally seen or heard any messages or posts on social media that were racist, 30 September to 4 October 2023

Support for social media platforms to remove racist content and to add warnings to posts that people might consider racist has increased a little compared with 2021

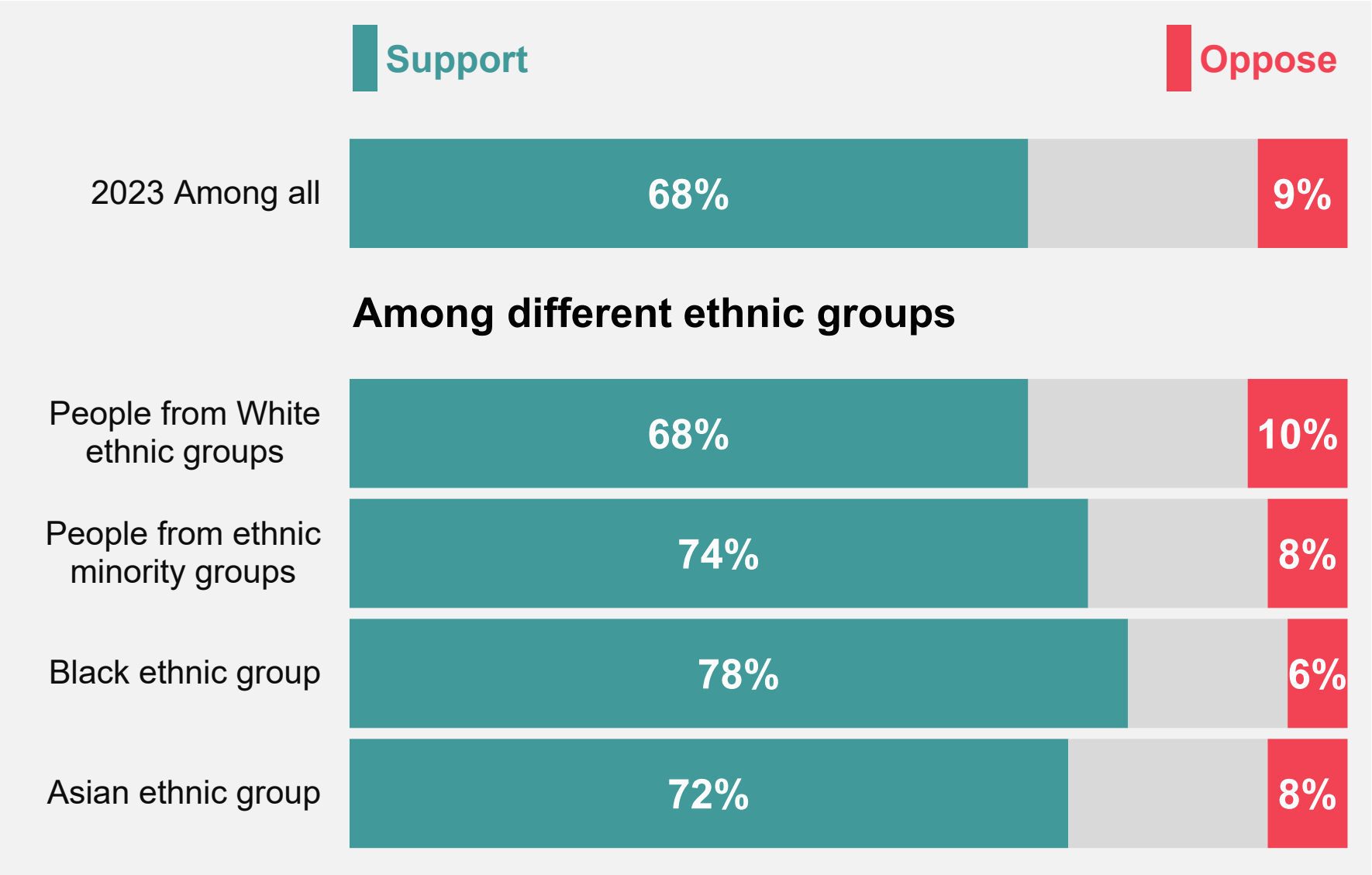
To what extent, if at all, do you support or oppose each of the following?



Those from ethnic minority groups are more likely to support financial penalties for failure to remove racist online content

To what extent, if at all, do you support or oppose each of the following?

Financial penalties for social media companies who fail to remove racist comments or posts



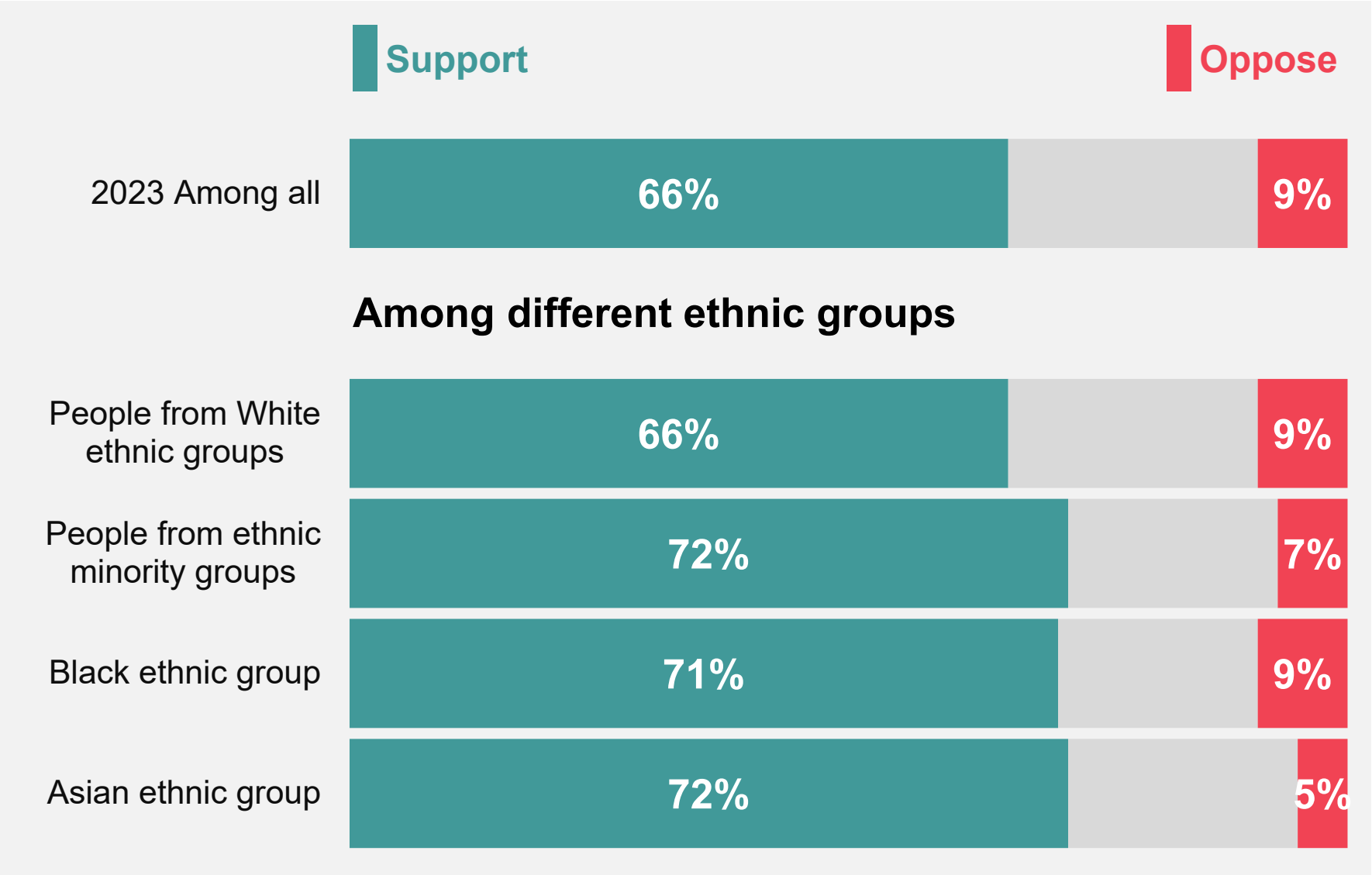
Base: 1698 Online British Adults 16+, including people from White ethnic groups (1163), ethnic minority groups (520), Black ethnic groups (238) and Asian ethnic groups (216)



Those from ethnic minority groups were also more likely to support warnings about racist content than people from White ethnic groups.

To what extent, if at all, do you support or oppose each of the following?

Social media platforms adding warnings to posts that people might consider racist



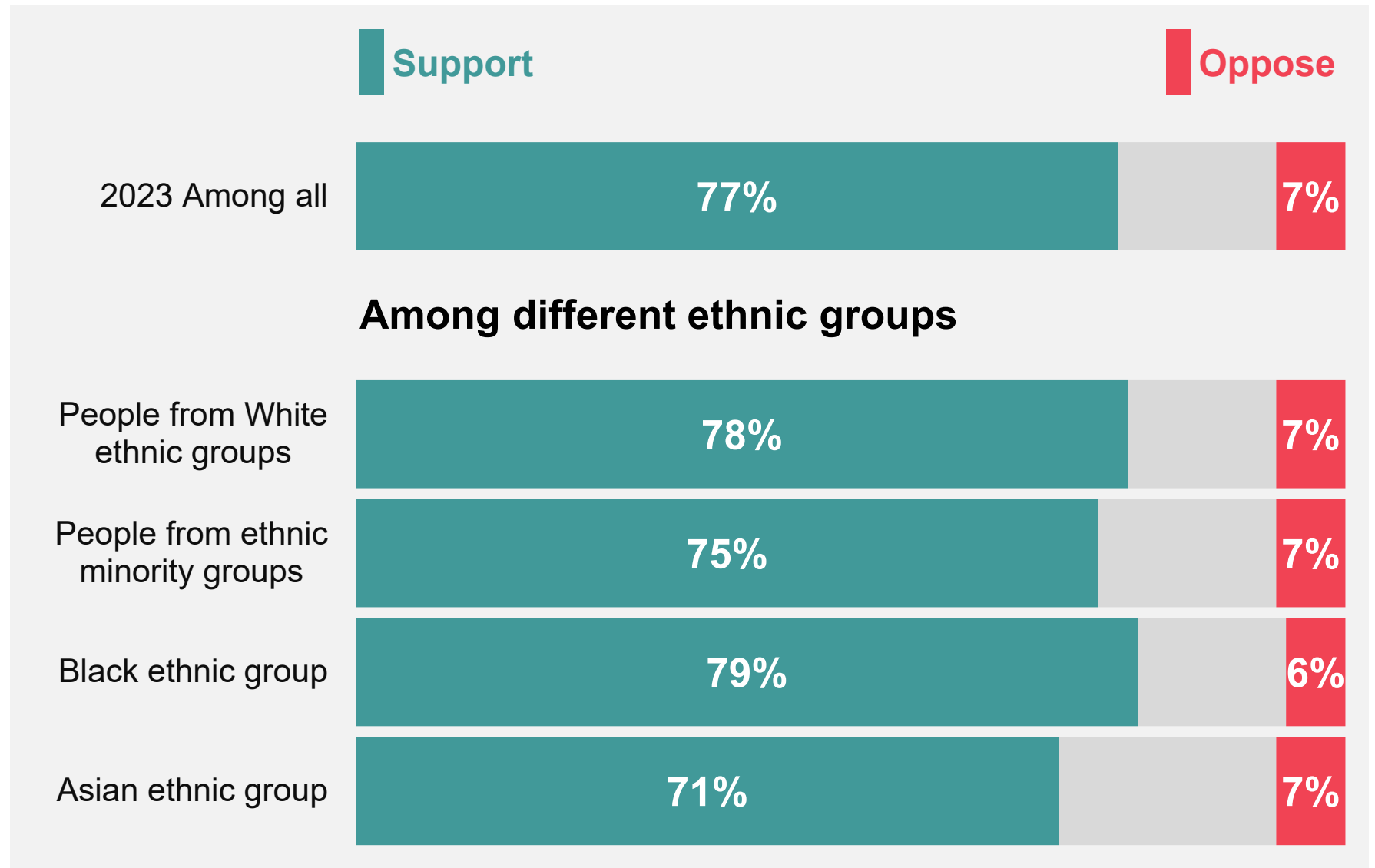
Base: 1698 Online British Adults 16+, including people from White ethnic groups (1163), ethnic minority groups (520), Black ethnic groups (238) and Asian ethnic groups (216)



However, those from White and Black ethnic groups were more likely to support removal of racist online content compared with people from Asian ethnic groups.

To what extent, if at all, do you support or oppose each of the following?

Social media platforms removing posts that are racist



Base: 1698 Online British Adults 16+, including people from White ethnic groups (1163), ethnic minority groups (520), Black ethnic groups (238) and Asian ethnic groups (216)



November 2023

Ipsos interviewed an overall online sample of 1,698 adults aged 16-76+ years across Great Britain between 30 September to 4 October 2023. The sample comprises a nationally representative sample of 1,000 people and a further boost of 200 ethnic minority adults, 200 Black adults and 200 adults aged 76+. In total, 520 ethnic minority people were interviewed as part of this survey, including 238 Black/Mixed Black British people. Data are weighted to the profile of the population and the ethnic minority sample is weighted to the overall profile of the ethnic minority population. All polls are subject to a wide range of potential sources of error.

For more information

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