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?

We need to <u>do mor</u> to tackle the racism ethnic minorities in Britain face today	n that to tackle the racism that	We are <u>already doing more</u> than is needed to tackle the racism that ethnic minorities in Britain face today	tackle the ic minoritiesfaced by ethnic minorities in	
2023 Among all	53%	22%	12% 3%	9%
2021 Among all	54%	17%	13% 5%	11%



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?

We need to <u>do more</u> to tackle the racism that ethnic minorities in Britain face today	We are already <u>do</u> to tackle the racis ethnic minorities i Britain face today	m that than is needed to racism that ethn	o tackle the faced b ic minorities minori	
Ļ	Among all	53%	22%	12% 3% 9%
	Among	g different ethnic groups	;	
People from ethnic minori	ty groups	69%	12	.% 9% 3% 8%
People from White ethn	ic groups	50%	24%	13% 4% 10%



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?

We need to <u>do more</u> to tackle the racism that ethnic minorities in Britain face today	We are already doing enough to tackle the racism that ethnic minorities in Britain face todayWe are already doing more than is needed to tackle the racism that ethnic minoritie in Britain face today		o tackle the ic minorities	There is no racism faced by ethnic minorities in Britain today		Don't know
	By age group					
16-34 year olds	61%			17%	12%	3% 7%
35-54 year olds	53%		21%	10	% 5%	11%
55-75 year olds	44%		26%	16%	<mark>3%</mark>	12%
76+ year olds	50%		27%	0	13%	<mark>2%</mark> 7%
	By 2019 General Electio	n vote				
2019 Conservative voters	34%	32%	, D	20%	4 %	6 10%
2019 Labour voters	7	'1%		15%	6	<mark>%2%</mark> 6%

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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.

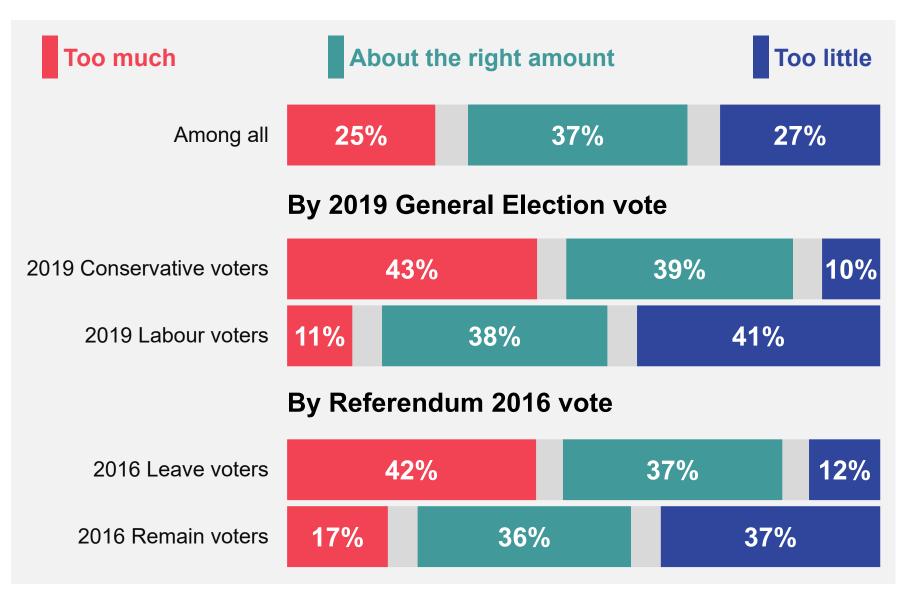
Generally speaking, do you think that the issue of racism has been discussed in Britain, too much, too little or about the right amount over the last year?

Too much	About the right amount				
Among all	25%	3	87%	27%	
	Among different ethnic groups				
People from White ethnic groups	28%		37%	23%	
People from ethnic minority groups	8% 36%			48%	
Black ethnic group	<mark>8%</mark> 30%		5	58%	
Asian ethnic group	<mark>10%</mark> 43%			38%	
Among different age groups					
16-34 year olds	12%	44%		37%	
35-54 year olds	24%	3	5%	28%	
55-75 year olds	37%		32%	19%	D
76+ year olds	36%		37%	19%	0



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?

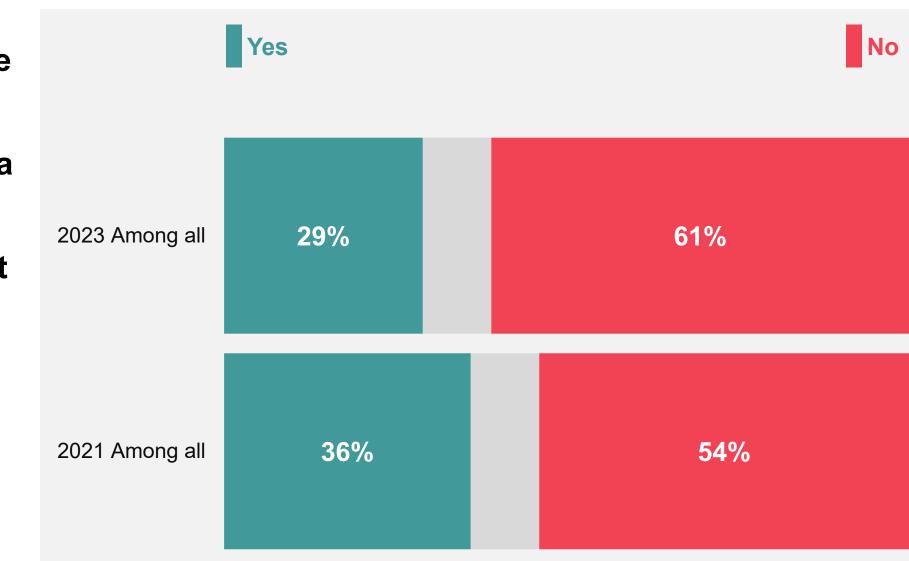


Base: 1698 Online British Adults 16+, including 2019 Conservative voters (471), 2019 Labour votes (462), 2016 Leave voters (518) and 2016 Remain voters (685), 30 September to 4 October 2023



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



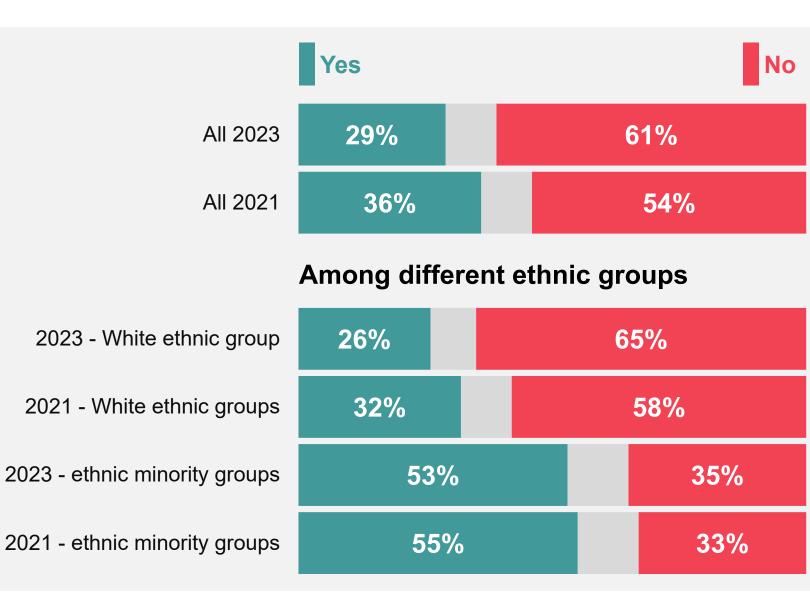
However, a majority of people		Yes		No
from ethnic minority groups	Among all	29%		61%
have seen racist		Among differer	nt ethnic	groups
social media	People from White ethnic groups	26%	65%	
content in the last	People from ethnic minority groups	53%		35%
year.	Black ethnic group	63%		27%
	Asian ethnic group	43%		44%
		Among differer	nt age gro	oups
	16-34 year olds	51%		38%
Over the last year, have you personally seen or	35-54 year olds	27%		61%
heard any messages or	55-75 year olds	17%	7	6%
posts on social media that were racist, or not?	76+ year olds	9%	83	%

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

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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?

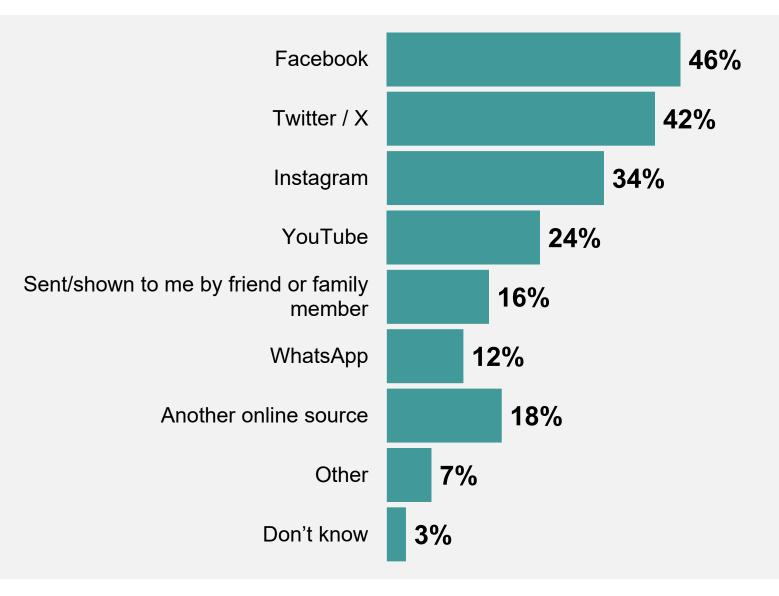


Base: 1698 Online British Adults 16+, including people from White ethnic groups (1163), ethnic minority groups (520), 30 September to 4 October 2023



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?



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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?

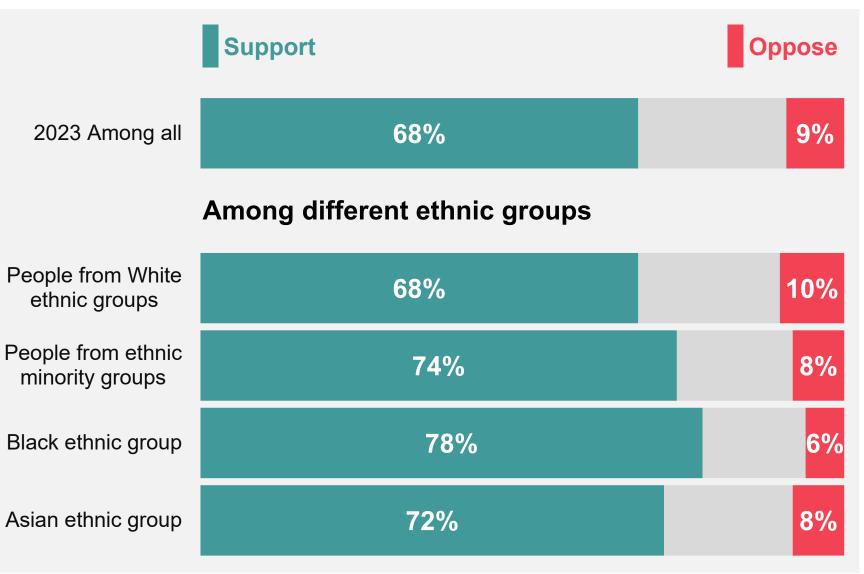
	Support	Oppose
	Financial penalties for social media compar who fail to remove racist comments or post	
2023 Among all	68%	9%
2021 Among all	68%	9%
	Social media platforms removing posts that racist	tare
2023 Among all	77%	7%
2021 Among all	71%	8%
	Social media platforms adding warnings to posts that people might consider racist	
2023 Among all	66%	9%
2021 Among all	61%	11%



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

	Support	Oppose
2023 Among all	66%	9%
	Among different ethnic groups	
People from White ethnic groups	66%	9%
People from ethnic minority groups	72%	7%
Black ethnic group	71%	9%
Asian ethnic group	72%	5%

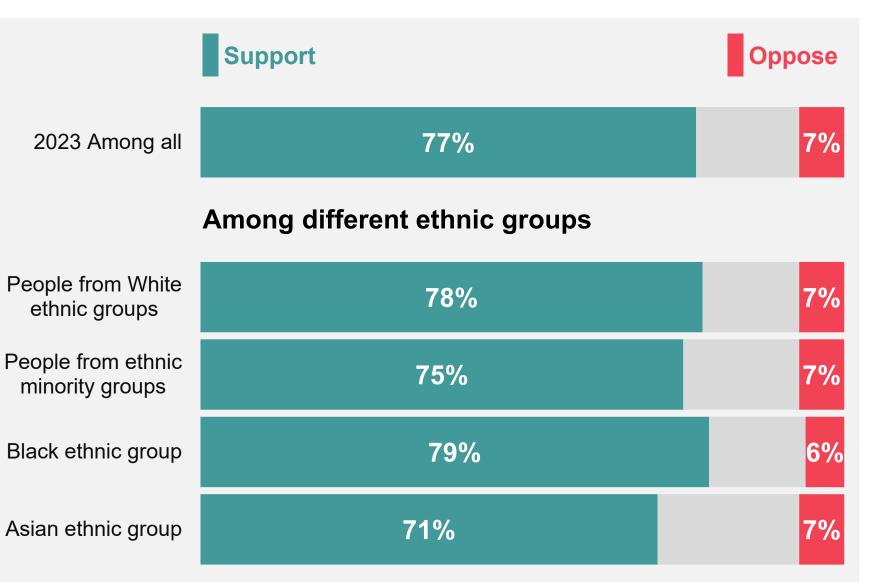


Base: 1698 Online British Adults 16+, including people from White ethnic groups (1163), ethnic minority groups (520), Black ethnic groups (238) and Asian ethnic groups (216)

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





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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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