

1 IN 5 CANADIANS HAVE EXPERIENCED SOME FORM OF ONLINE HATE, HARRASMENT OR AGGRESSIVE BEHAVOUR.

MOST CANADIANS BELIEVE THE FEDERAL GOVERNMENT SHOULD DO MORE TO PREVENT THE SPREAD OF ONLINE HATE AND RACISM IN CANADA.

LARGE MAJORITIES SUPPORT FORCING SOCIAL MEDIA COMPANIES TO PREVENT AND REMOVE ANY RACIST AND HATEFUL CONTENT ON THEIR PLATFORMS.



ABACUS DATA

DETAILED RESULTS

# ONLINE HATE AND RACISM

## CANADIAN EXPERIENCES AND OPINIONS ON WHAT TO DO ABOUT IT.

CONDUCTED FOR THE CANADIAN RACE RELATIONS FOUNDATION

RESEARCH AND ANALYSIS FROM CANADA'S LEADING PUBLIC AFFAIRS AND MARKET RESEARCH EXPERTS

# METHODOLOGY

The survey was conducted with 2,000 Canadian residents from January 15 to 18, 2021. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.2%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.

# KEY FINDINGS

- 78% of Canadians are concerned about the spread of hate speech online. Another 74% are concerned about the rise of right-wing extremism and terrorism and 72% about growing political polarization.
- The survey finds wide, national support for several ideas that could help prevent the spread of online hate speech.
  - 80% support requiring social media companies to remove racist or hateful content within 24 hours of it being identified by trusted third-party organizations.
  - 79% support requiring social media companies to inform police of serious hate speech so they can apprehend a potential attacker before they turn to violence.
  - 79% support strengthening laws to hold perpetrators accountable for what they say, share, and do online.
  - 78% support requiring social media companies to remove users who have shared racist or hateful content on their platforms.
- 60% of Canadians believe the federal government should do more to prevent the spread of hateful and racist behaviour online. Only 17% do not believe so. 23% are unsure.
- Almost all Canadians believe that online hateful and racist content and behaviour is a problem in Canadian, including 49% who consider it a big problem.

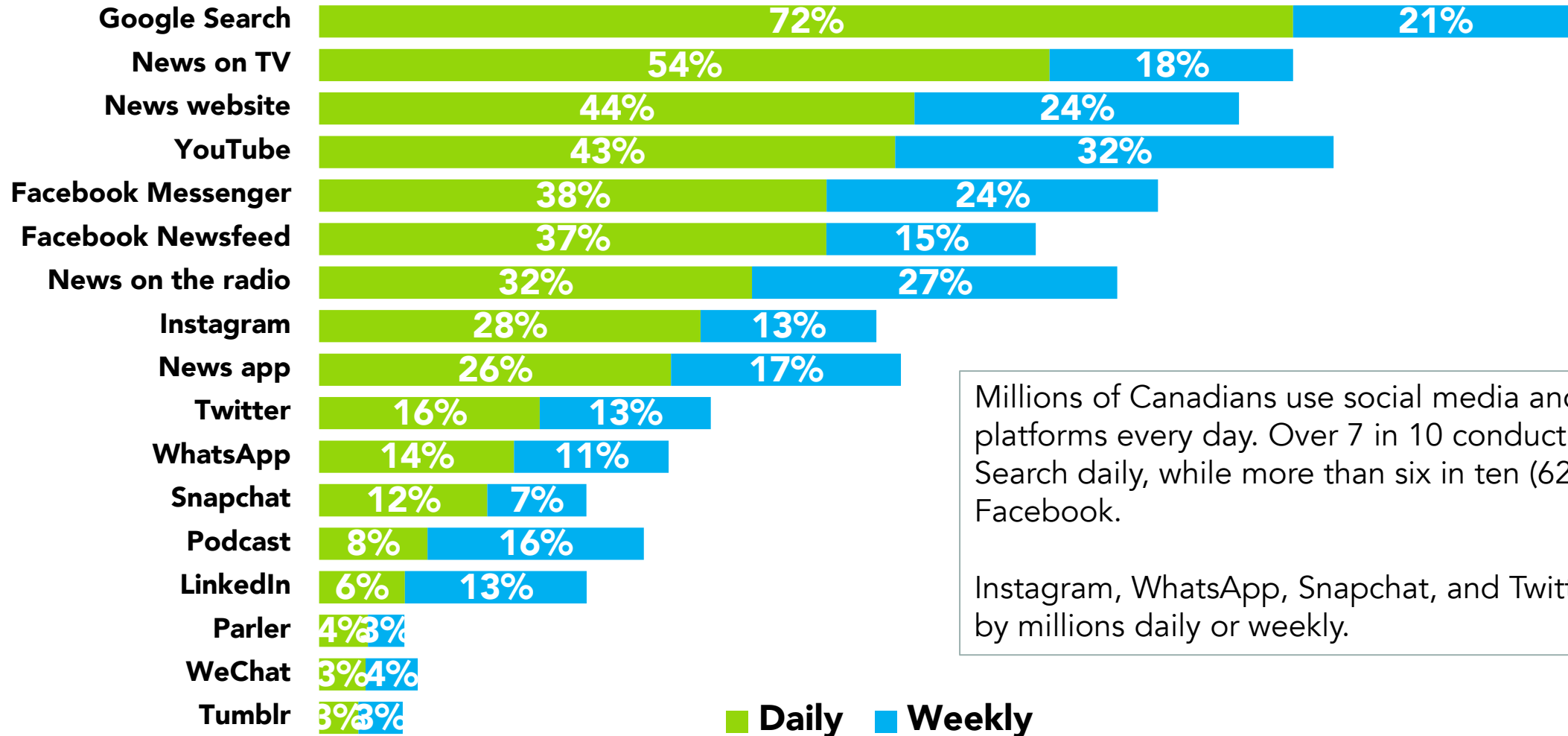
# KEY FINDINGS

- Millions of Canadian adults every day use the internet and social media platforms. Over two in three (68%) are daily social media users with Facebook, Instagram, and Twitter the most widely used platforms.
- Many people have experienced or faced racist, sexist or homophobic comments or content. 42% have seen or experienced comments or content that incites violence online.
- Racialized Canadians are almost **three times more likely** to have experienced this kind of behaviour online (14% vs. 5% among non-racialized Canadians).
- Younger Canadians (aged 18 to 29) are far more likely to have experienced or faced hateful comments or content online than other Canadians.
- By almost a 2 to 1 margin, Canadians indicate they worry more about the impact of hateful speech online than the impact of restrictions on freedom of speech or personal privacy.

# **MEDIA & SOCIAL MEDIA USAGE**



# CANADIAN MEDIA AND SOCIAL MEDIA USE

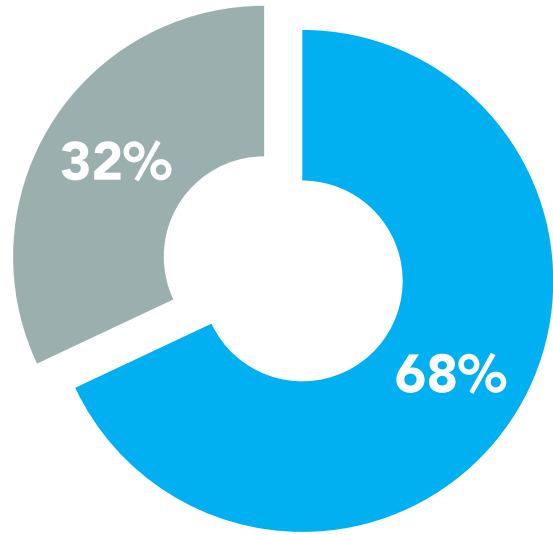


Millions of Canadians use social media and internet platforms every day. Over 7 in 10 conduct a Google Search daily, while more than six in ten (62%) use Facebook.

Instagram, WhatsApp, Snapchat, and Twitter are used by millions daily or weekly.

Which best describes how often do you do the following...

# DAILY SOCIAL MEDIA USERS



■ Daily Social Media Users ■ Not

2 in 3 Canadians use at least one social media platform at least once a day.

Younger Canadians, women, and racialized Canadians are more likely to use social media daily than other groups.

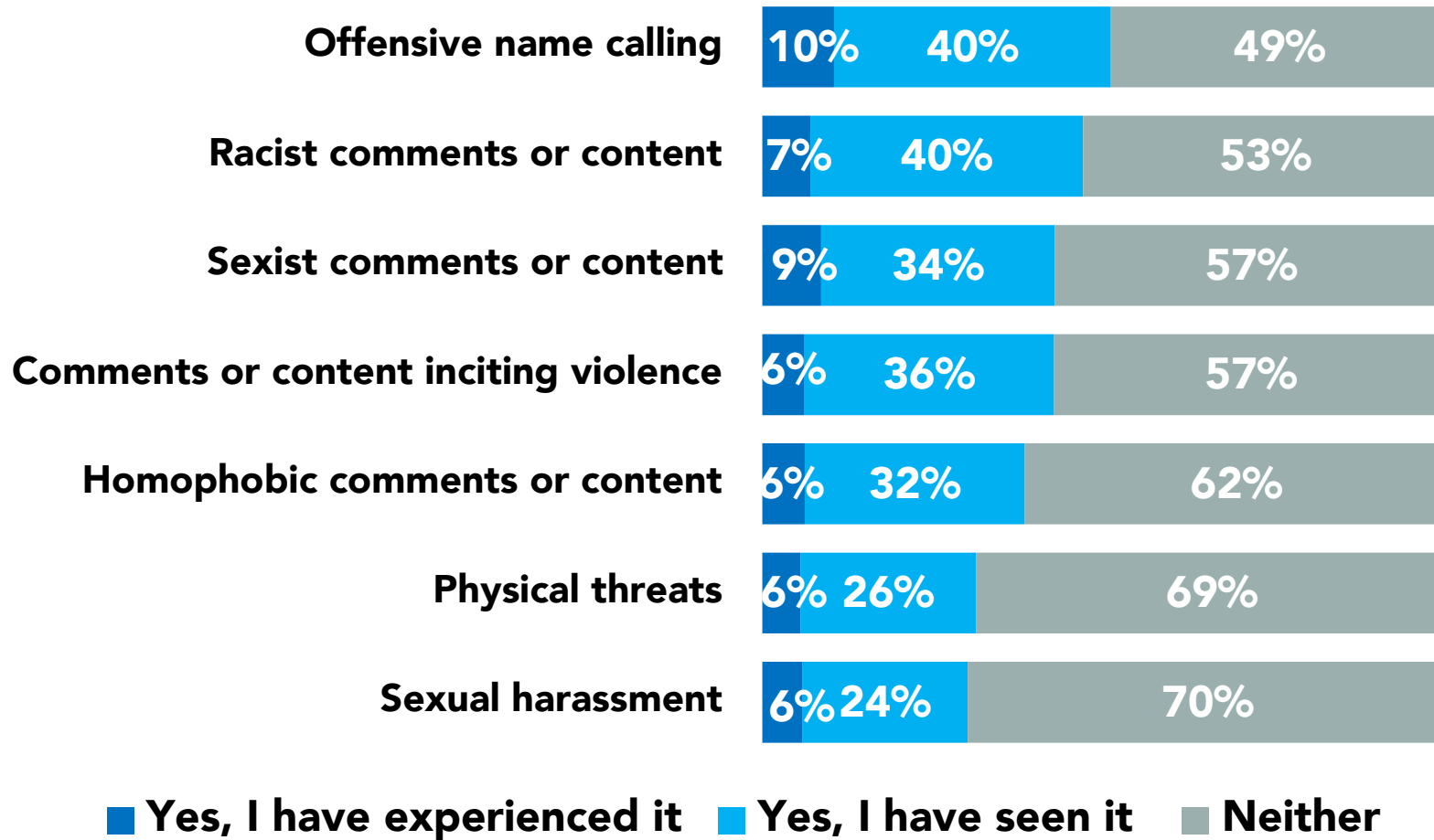


# ONLINE HATE AND RACISM





# EXPERIENCED OR SEEN ONLINE HATE OR HARRASMENT



The incidence of experienced or witnessed online racism, sexism, incitements of violence or homophobic comments is widespread.

Almost half of Canadians report either experiencing or seeing racist comments or content online.

Across every item, racialized Canadians are more likely to report experiencing or seeing content online.

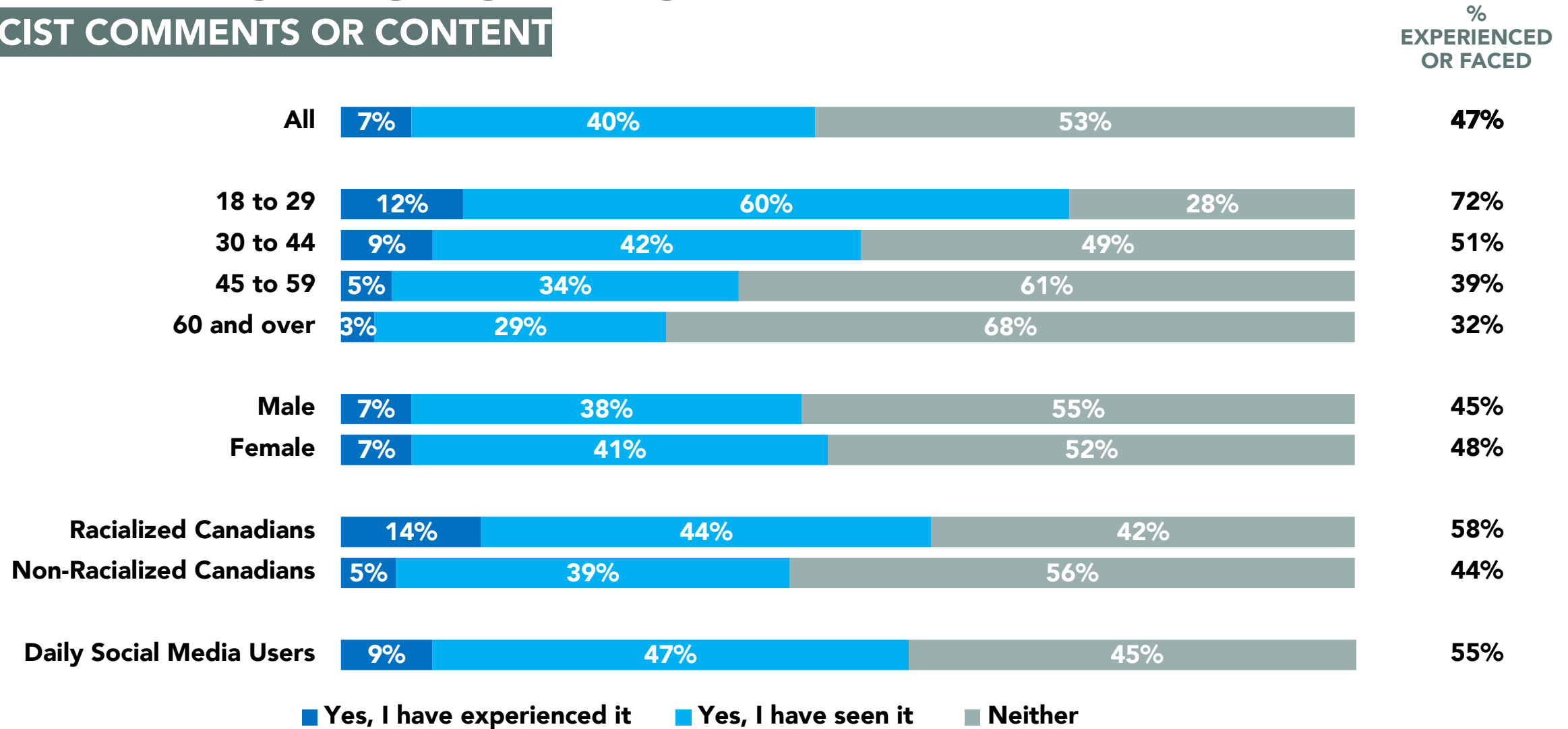
For example, racialized Canadians are more than twice as likely to report experiencing racist behaviour online than non-racialized Canadians.

Younger Canadians (and those who are on social media more frequently) are more likely to report seeing and experience this type of behaviour.

Have you experienced or seen any of the following online in the past few months...

# EXPERIENCED OR SEEN ONLINE...

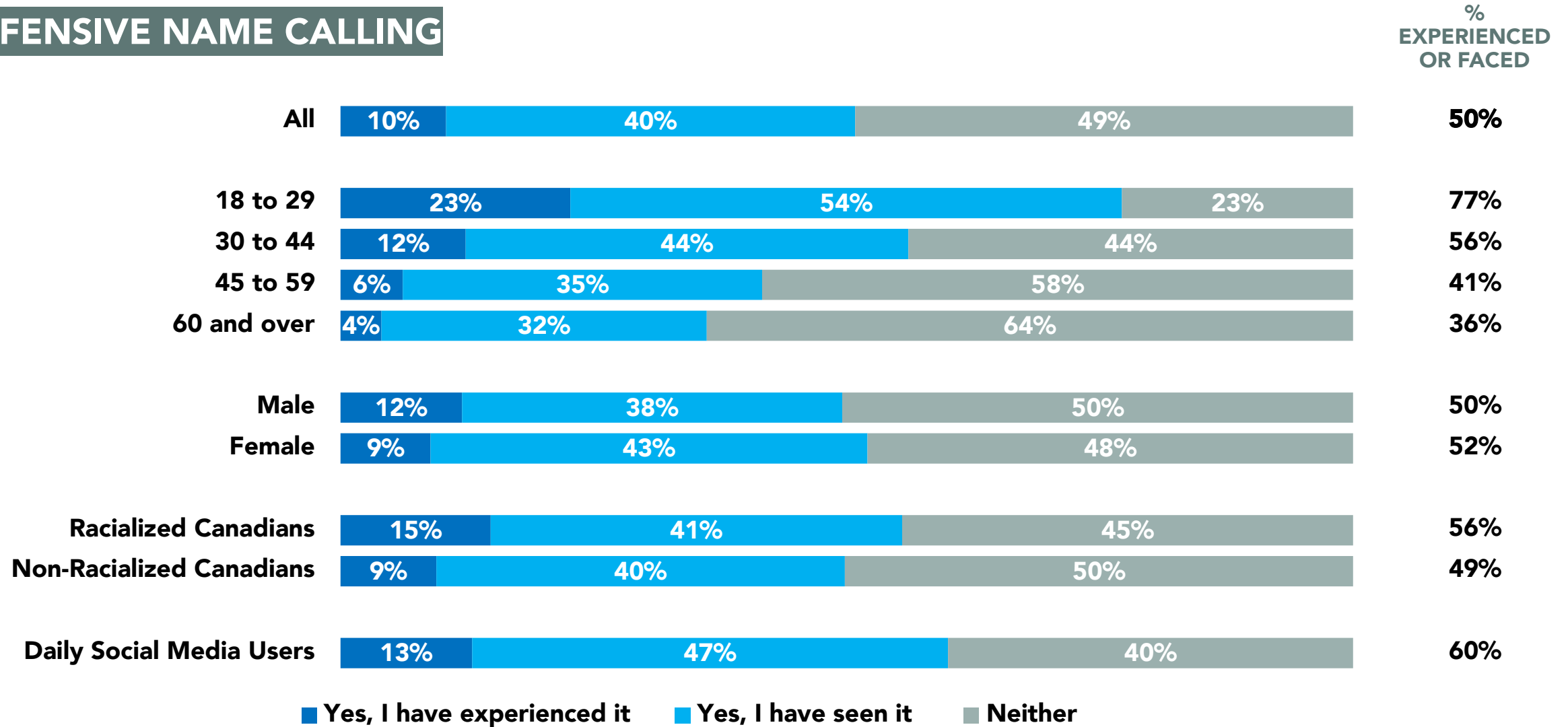
## RACIST COMMENTS OR CONTENT



Have you experienced or seen any of the following online in the past few months...

# EXPERIENCED OR SEEN ONLINE...

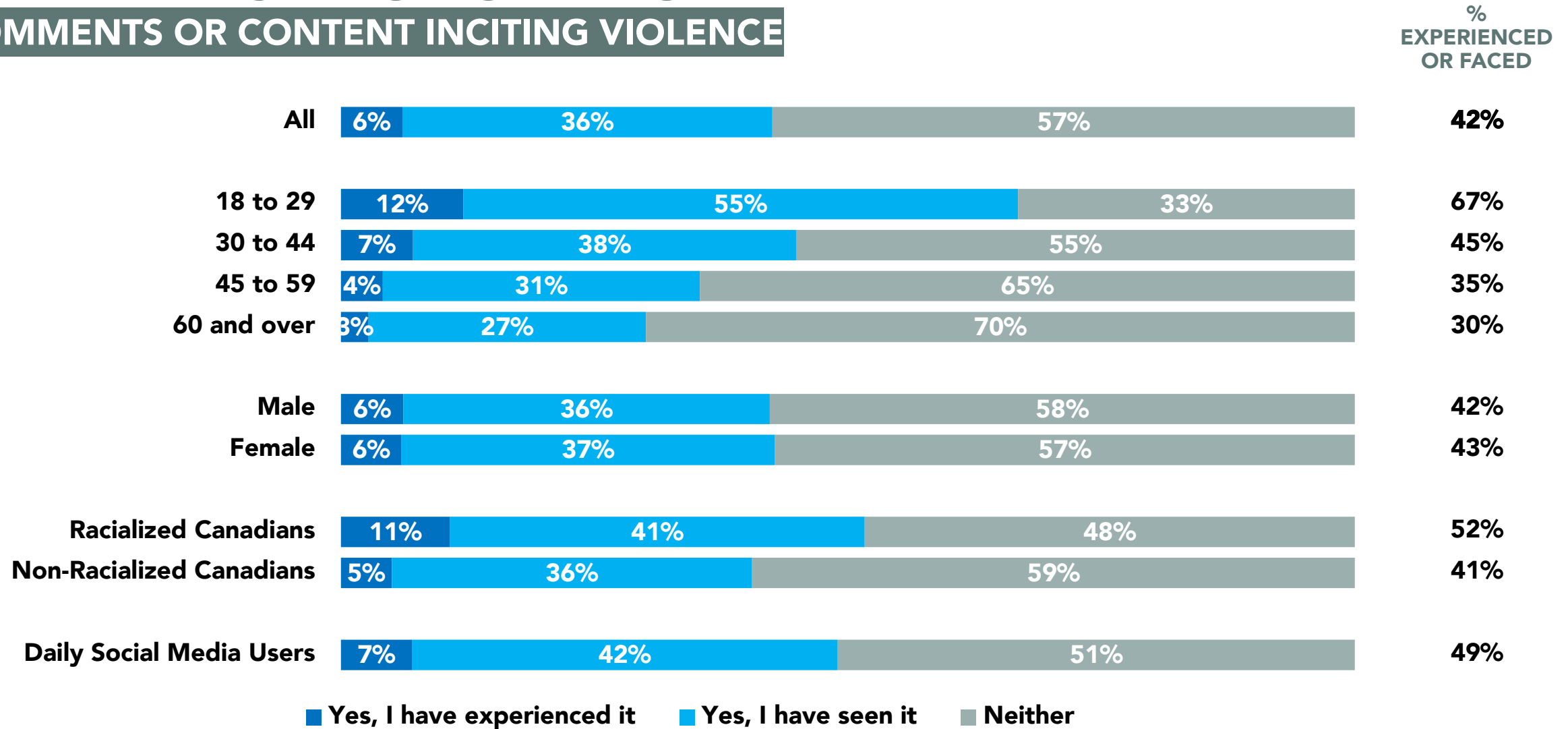
## OFFENSIVE NAME CALLING



Have you experienced or seen any of the following online in the past few months...

# EXPERIENCED OR SEEN ONLINE...

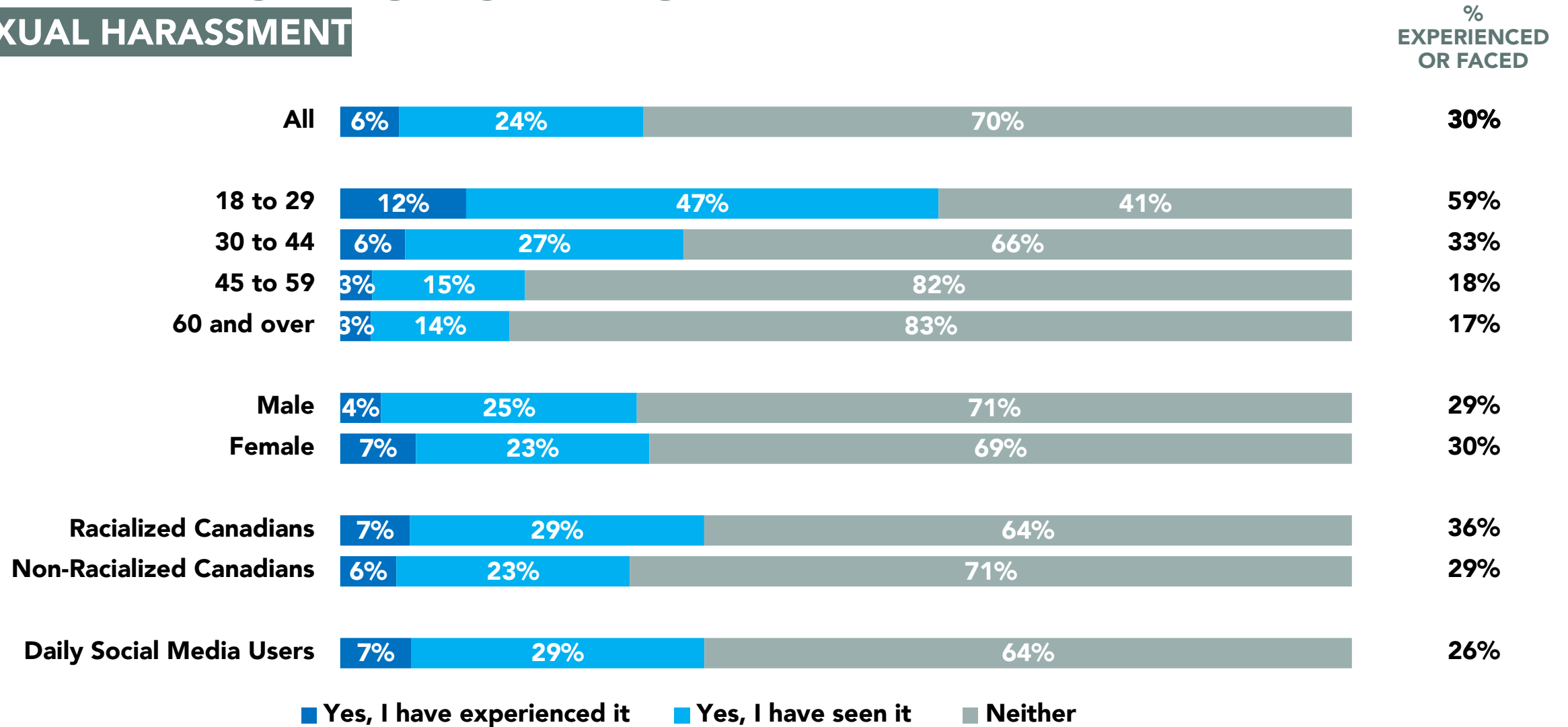
## COMMENTS OR CONTENT INCITING VIOLENCE



Have you experienced or seen any of the following online in the past few months...

# EXPERIENCED OR SEEN ONLINE...

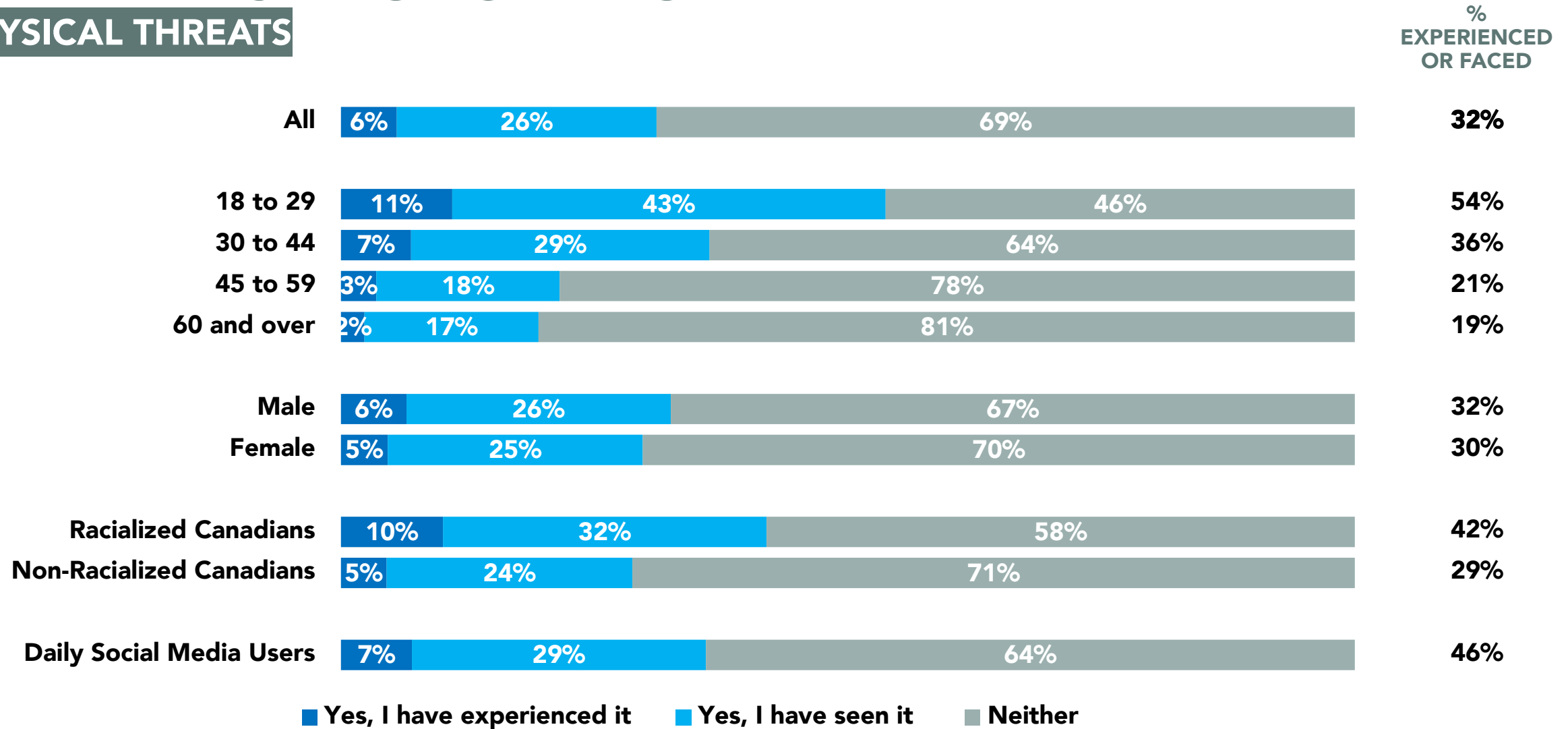
## SEXUAL HARASSMENT



Have you experienced or seen any of the following online in the past few months...

# EXPERIENCED OR SEEN ONLINE...

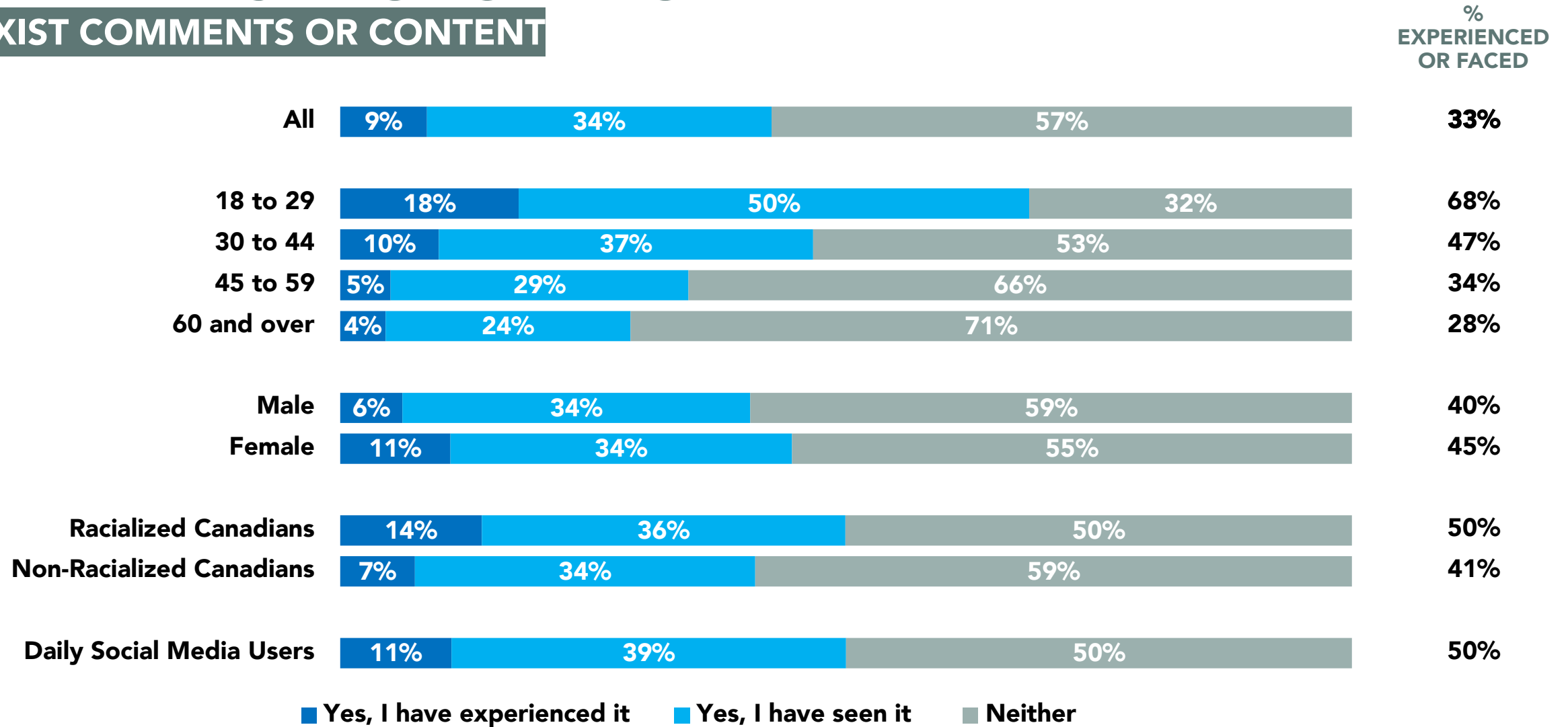
## PHYSICAL THREATS



Have you experienced or seen any of the following online in the past few months...

# EXPERIENCED OR SEEN ONLINE...

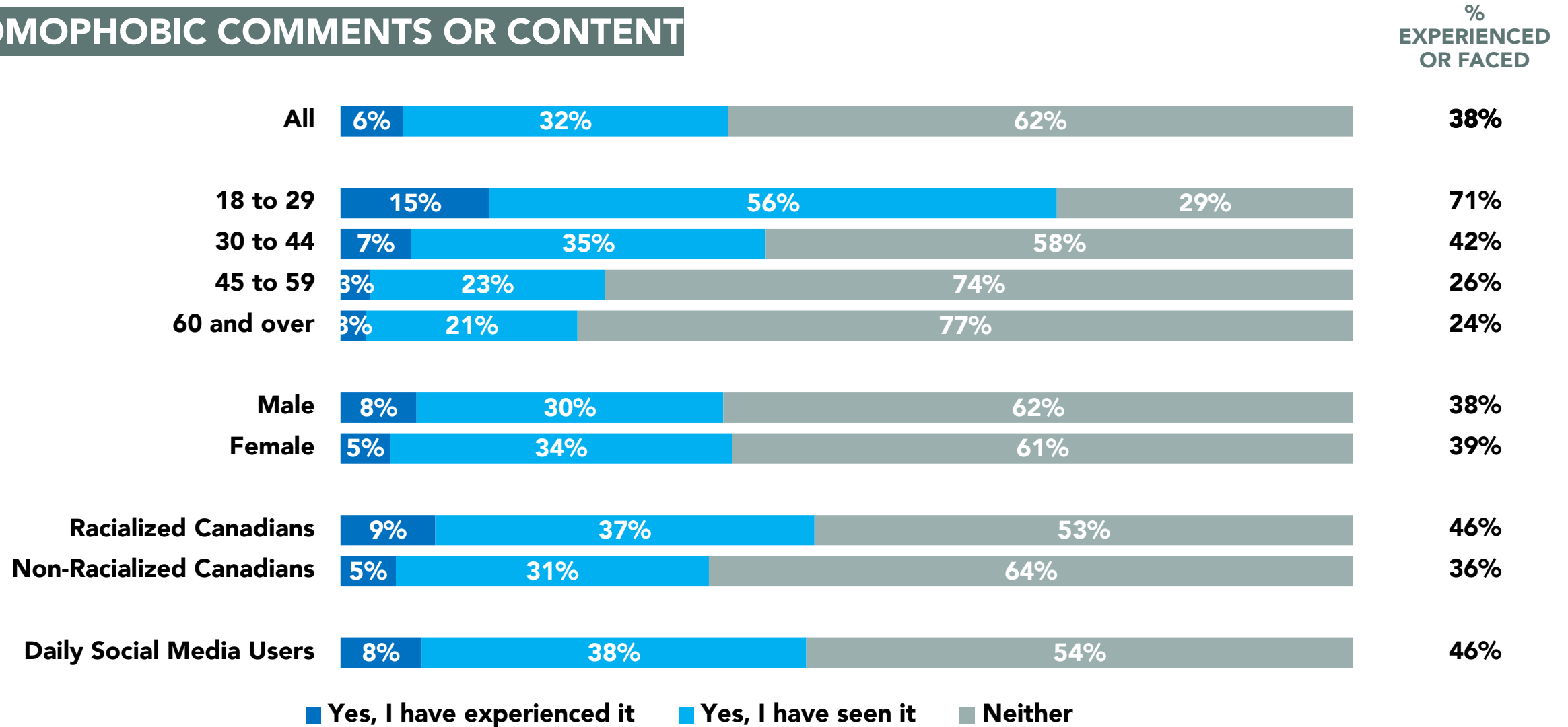
## SEXIST COMMENTS OR CONTENT



Have you experienced or seen any of the following online in the past few months...

# EXPERIENCED OR SEEN ONLINE...

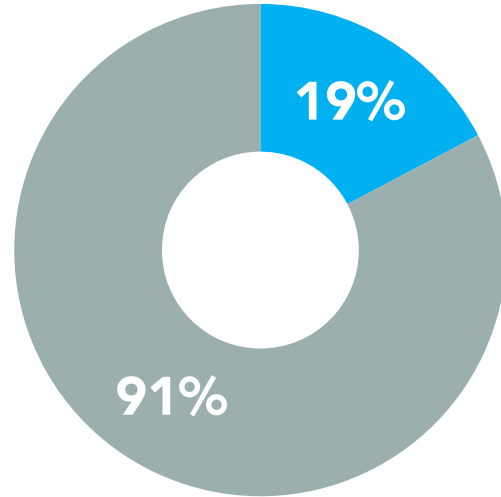
## HOMOPHOBIC COMMENTS OR CONTENT



Have you experienced or seen any of the following online in the past few months...



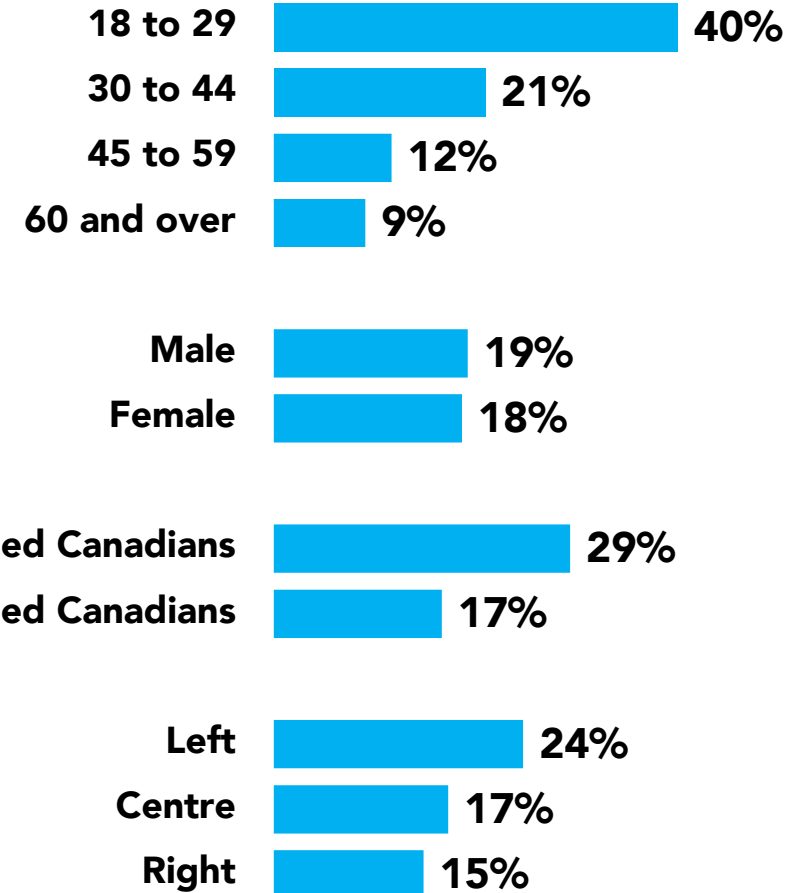
# EXPERIENCED HATE ONLINE



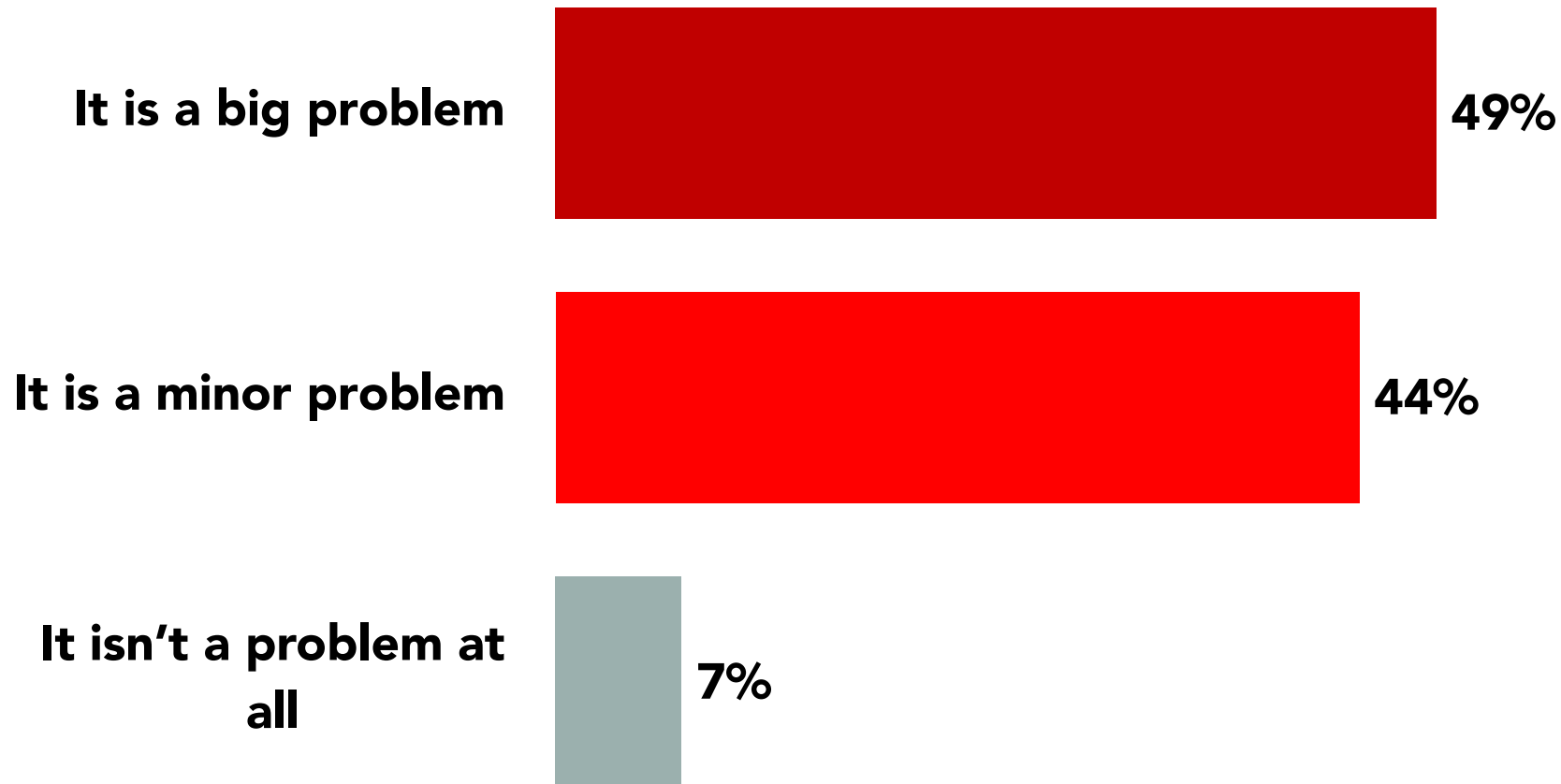
■ Experienced Hate Online ■ Have not

1 in 5 Canadian adults have experienced one or more types of online hate, harassment or violence.

Younger Canadians, racialized Canadians, and those on the left of the spectrum are more likely to report experience this type of behaviour/content online than other groups.



# IS ONLINE HATE AND RACISM A PROBLEM?



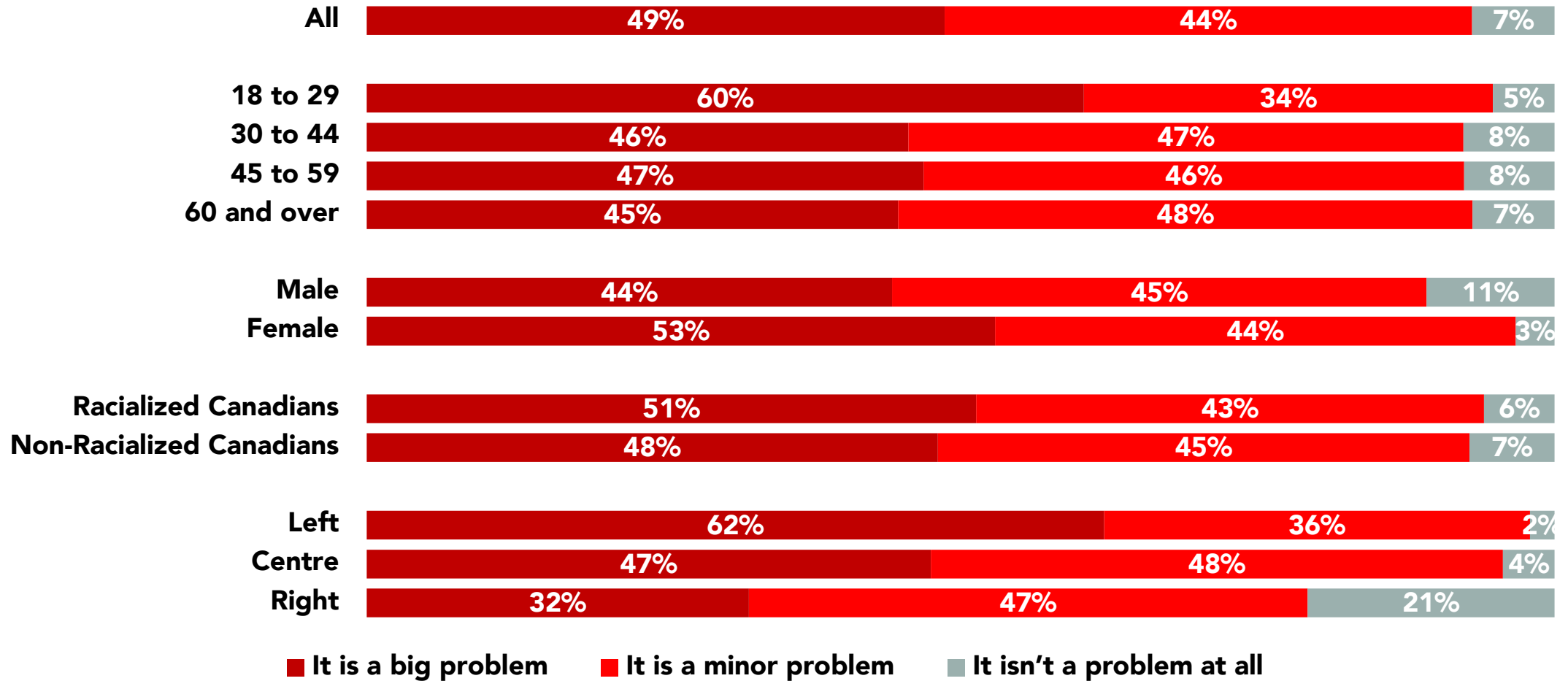
Almost all Canadians believe online hateful and racist content and behaviour is a problem to some degree in Canada.

Half feel that it is a big problem.

Younger Canadians, women, and those who self-identify on the left and centre of the spectrum are more likely to feel it is a big problem.

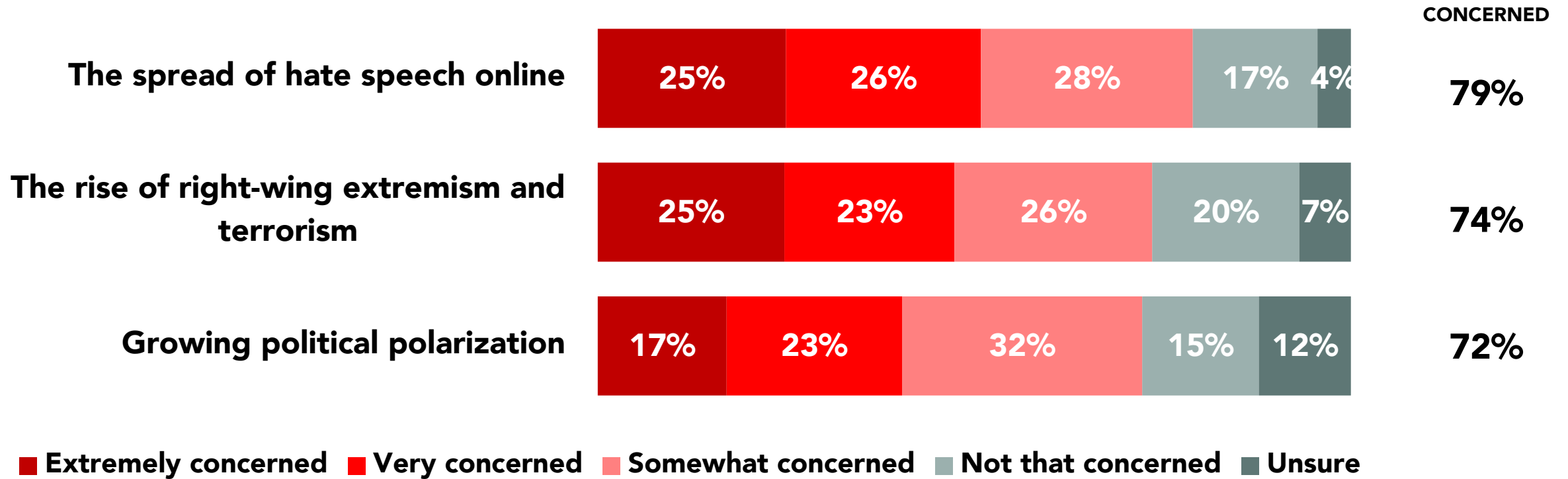
To what extent, if at all, do you think online hateful and racist content and behaviour is a problem in Canada?

# IS ONLINE HATE AND RACISM A PROBLEM?



To what extent, if at all, do you think online hateful and racist content and behaviour is a problem in Canada?

# LEVEL OF CONCERN ABOUT HATE SPEECH ONLINE, RISE OF RIGHT-WING EXTREMISM, AND POLITICAL POLARIZATION



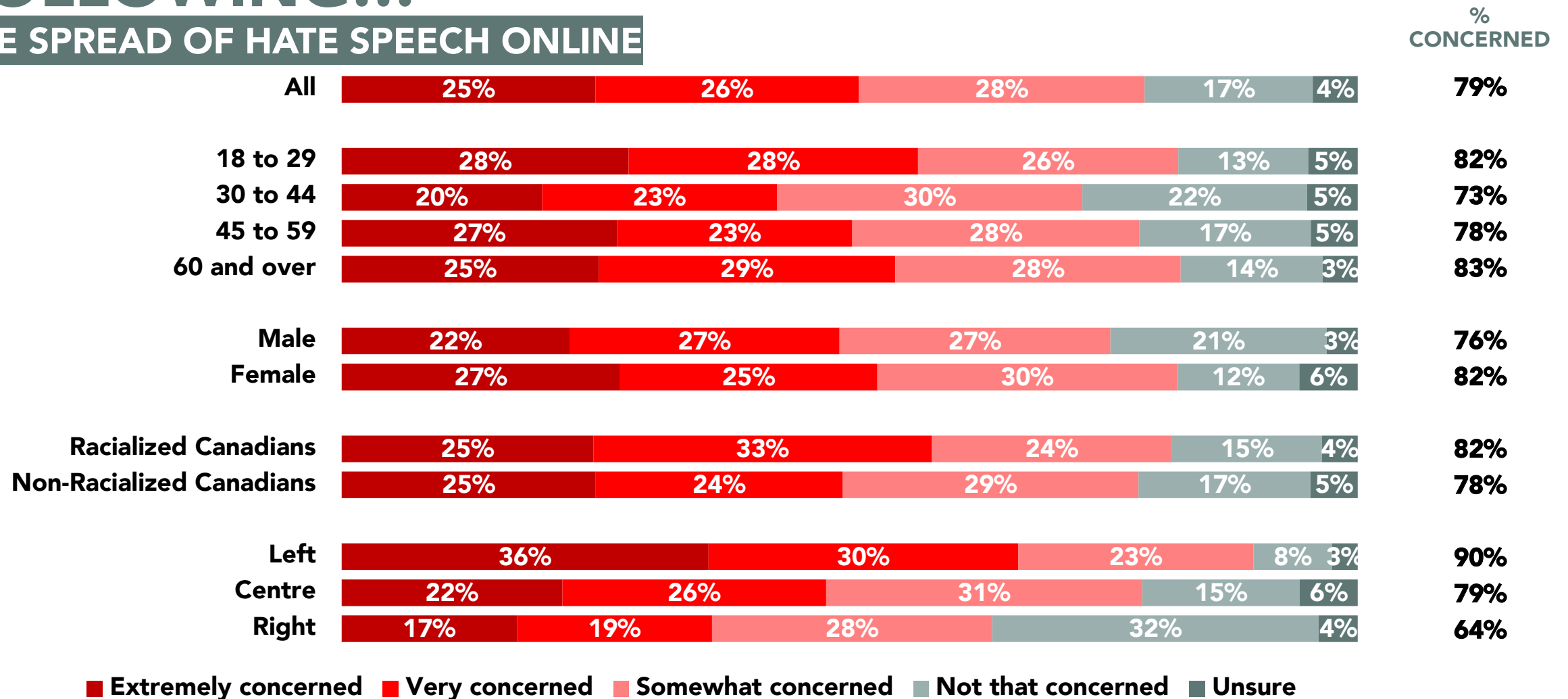
Most Canadians are concerned to some degree about the spread of hate speech online, the rise of right-wing extremism and terrorism, and growing political polarization.

Those who self-identify on the right of the political spectrum are less inclined to be concerned. In all cases, racialized Canadians are more likely to be concerned.

How concerned are you about the following happening in Canada...

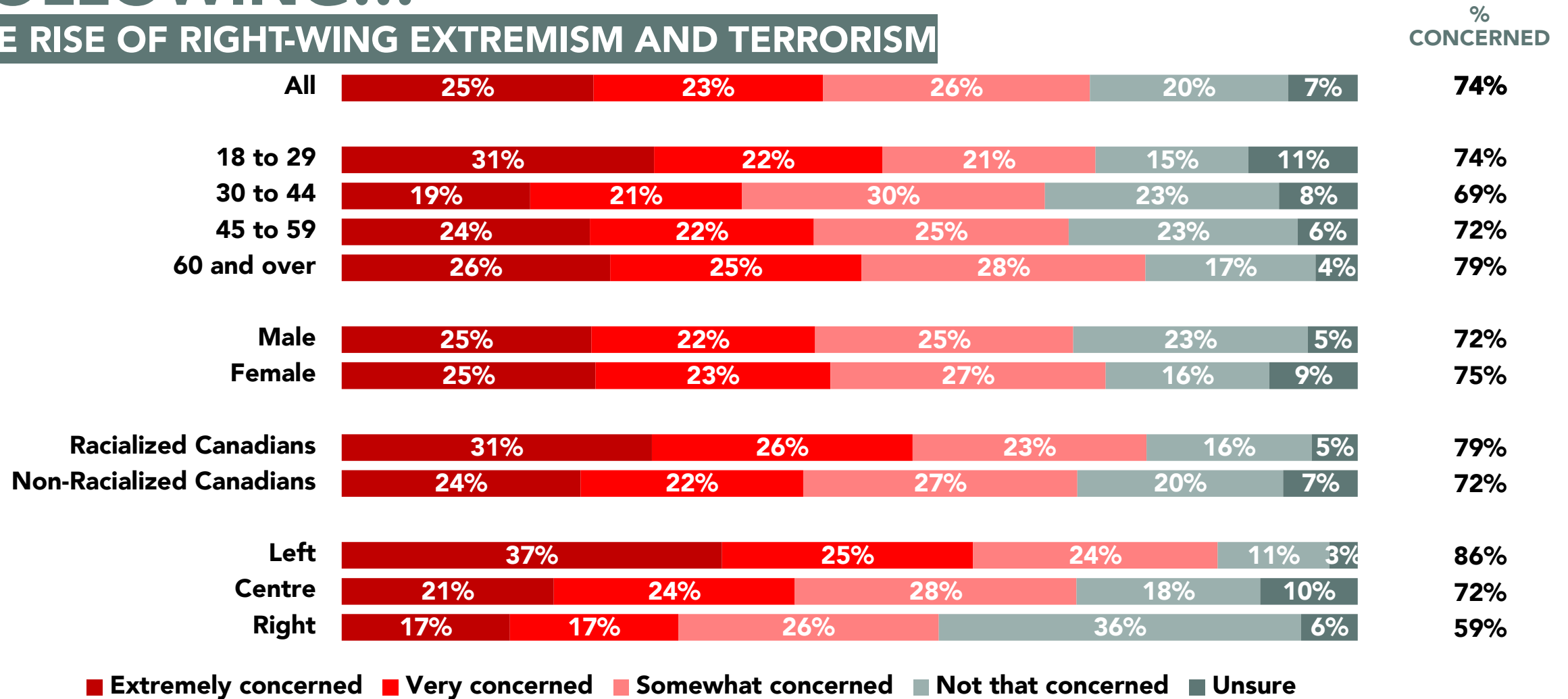
# HOW CONCERNED ARE YOU ABOUT THE FOLLOWING...

## THE SPREAD OF HATE SPEECH ONLINE



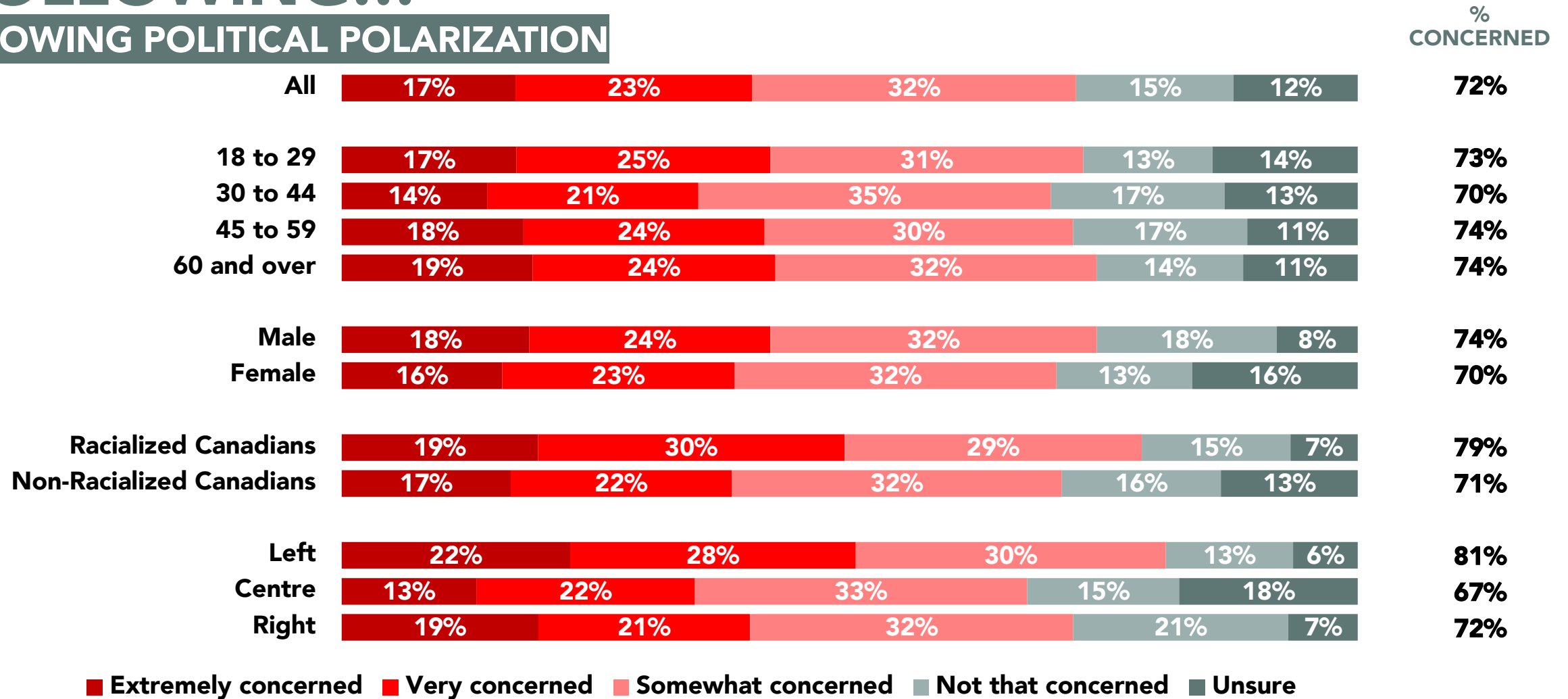
# HOW CONCERNED ARE YOU ABOUT THE FOLLOWING...

## THE RISE OF RIGHT-WING EXTREMISM AND TERRORISM



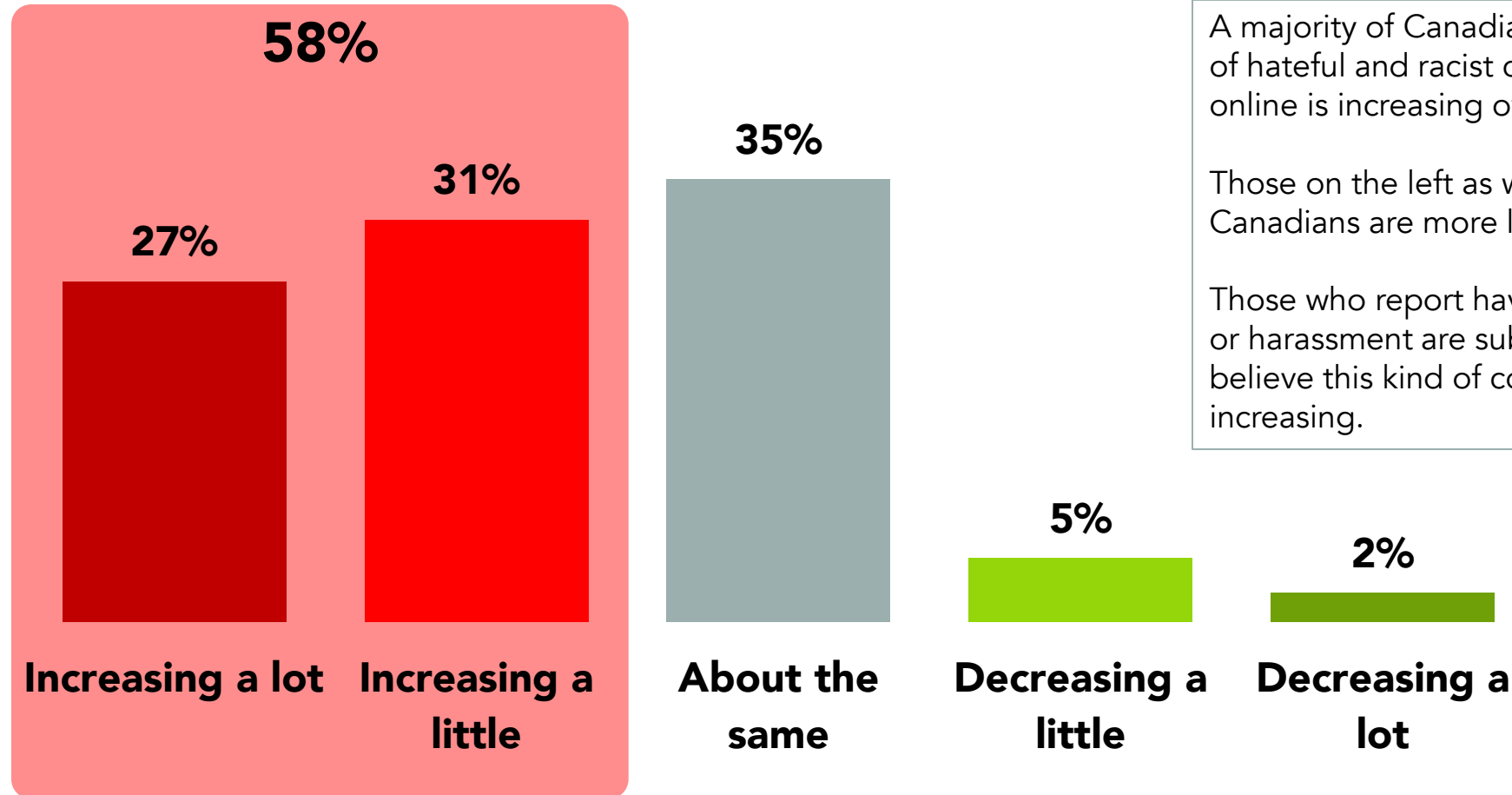
# HOW CONCERNED ARE YOU ABOUT THE FOLLOWING...

## GROWING POLITICAL POLARIZATION



How concerned are you about the following happening in Canada...

# THE AMOUNT OF HATEFUL OR RACIST COMMENTS AND CONTENT ONLINE



A majority of Canadian adults believe the amount of hateful and racist comments and content online is increasing over the past few years.

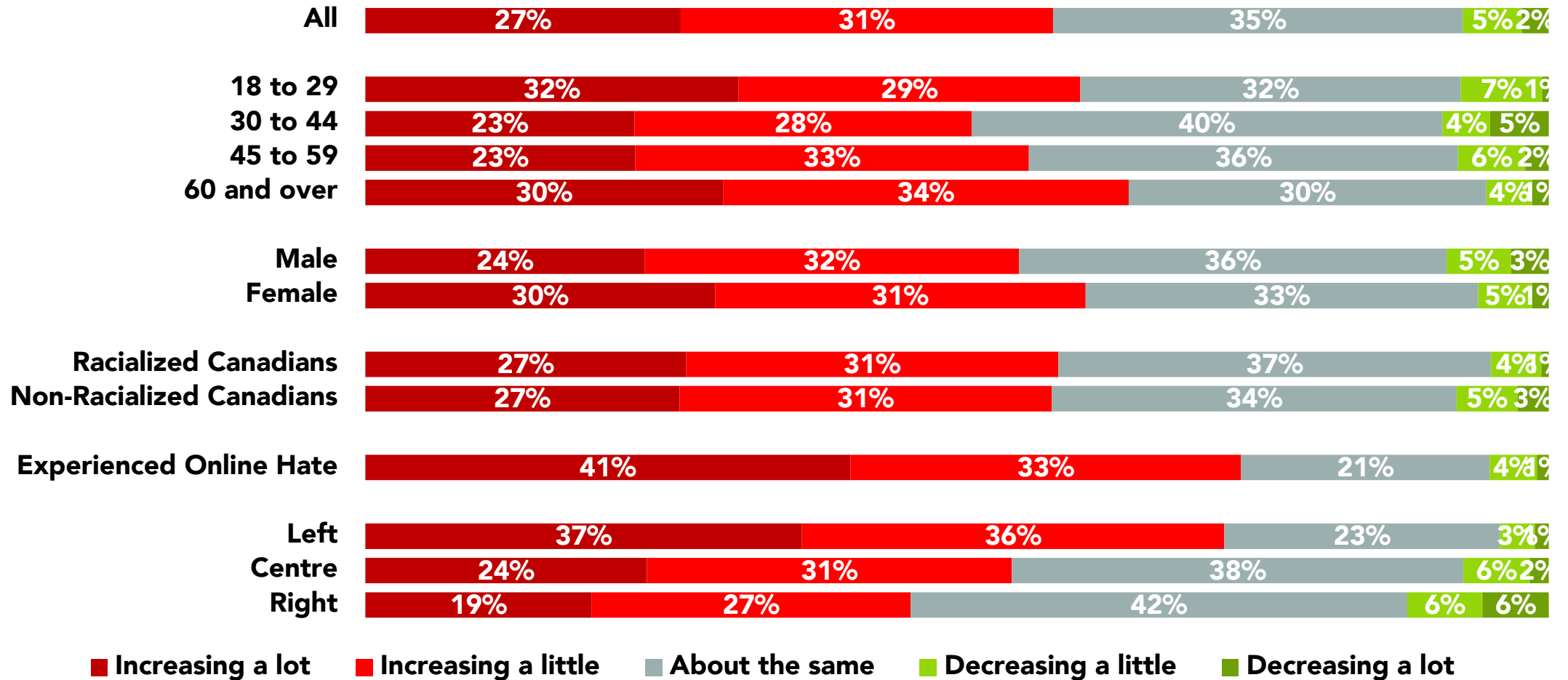
Those on the left as well as younger and older Canadians are more likely to feel this way.

Those who report having experienced online hate or harassment are substantially more likely to believe this kind of content and behaviour is increasing.

Based on your experience, compared with a few years ago, do you feel the amount of hateful or racist comments and content online is increasing a lot, increasing a little, about the same, decreasing a little, or decreasing a lot?



# THE AMOUNT OF HATEFUL OR RACIST COMMENTS AND CONTENT ONLINE

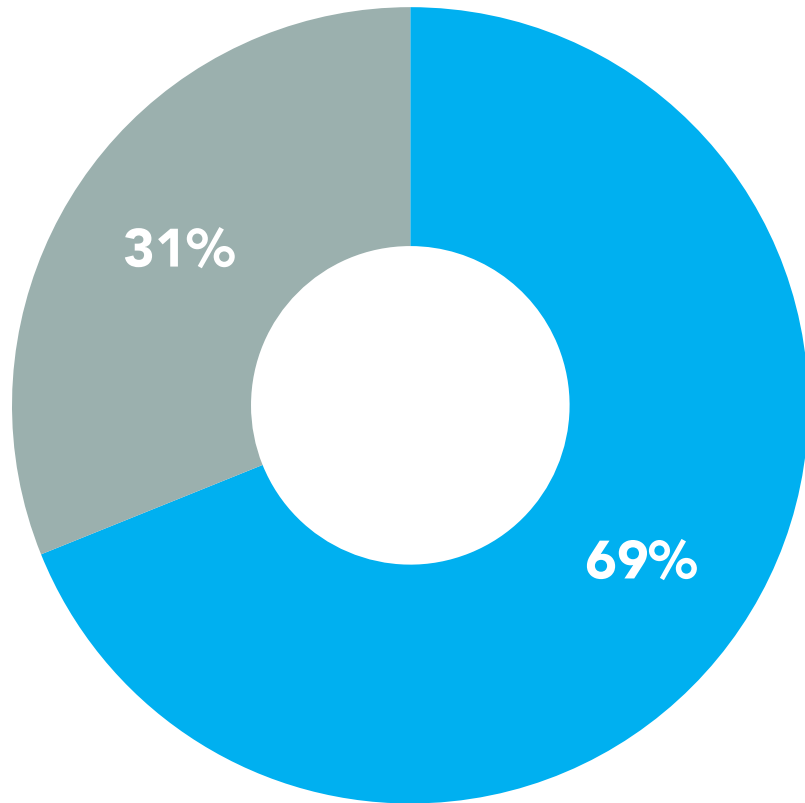


Based on your experience, compared with a few years ago, do you feel the amount of hateful or racist comments and content online is increasing a lot, increasing a little, about the same, decreasing a little, or decreasing a lot?

A close-up photograph of a person's hand typing on a laptop keyboard. The person is wearing a black smartwatch on their left wrist. The laptop is on a wooden desk. The background is blurred, showing a person's face and another person's arm. The overall tone is professional and focused on digital communication.

# ADDRESSING ONLINE HATE AND RACISM

# COMBATING HATE VS. FREEDOM OF SPEECH



■ **I worry more about the impact of hate speech and racism on people it harms and the impact on society overall than on limits to people's freedom of speech or protecting privacy**

■ **I worry more about governments and social media companies being able to limit the rights of citizens to express themselves and protecting the privacy of users than the impact of hateful or racist behaviour online**

By a 2 to 1 margin, Canadians are more likely to say they worry about the impact of hate speech and racism on people it harms than on limits to people's freedom of speech or protecting privacy.

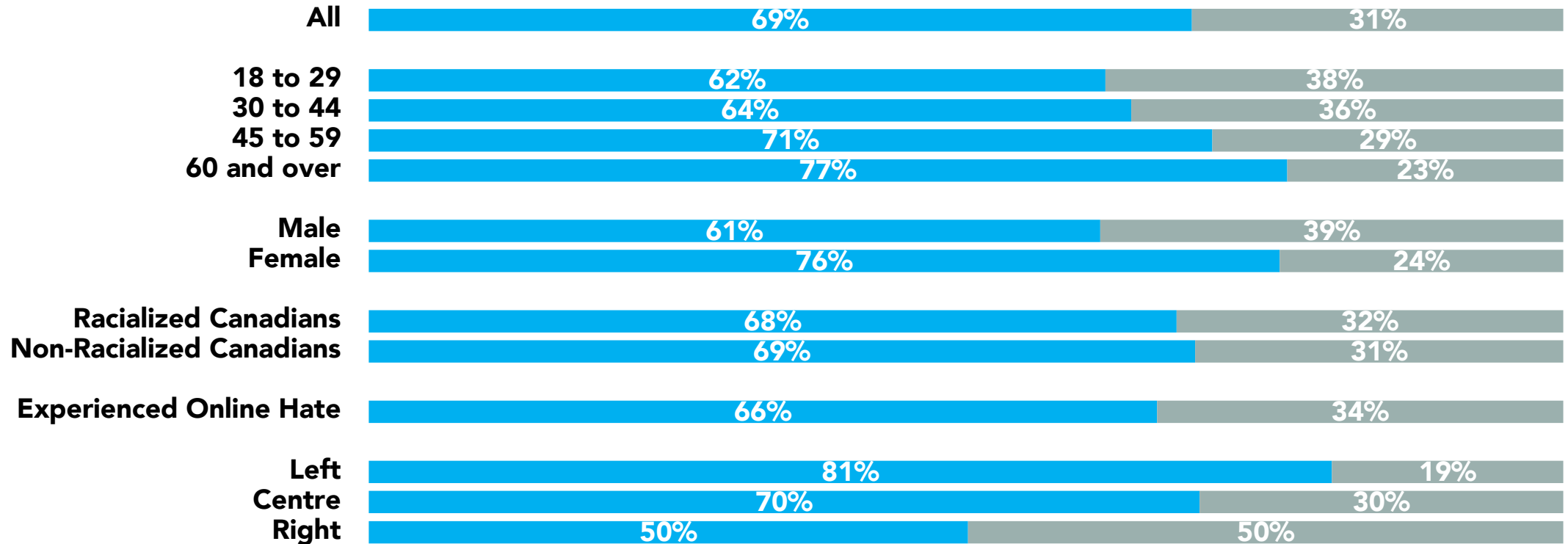
Majorities across all age groups, genders, and ideology (except for those on the right) worry more about hate speech than limits to freedom of speech.

Those on the right are split evenly between the two viewpoints.

Women, those on the left, and older Canadians are more likely to prioritize concerns about hate speech than protecting freedom of speech.

When it comes to regulating hate speech online, which of the following comes closest to your view?

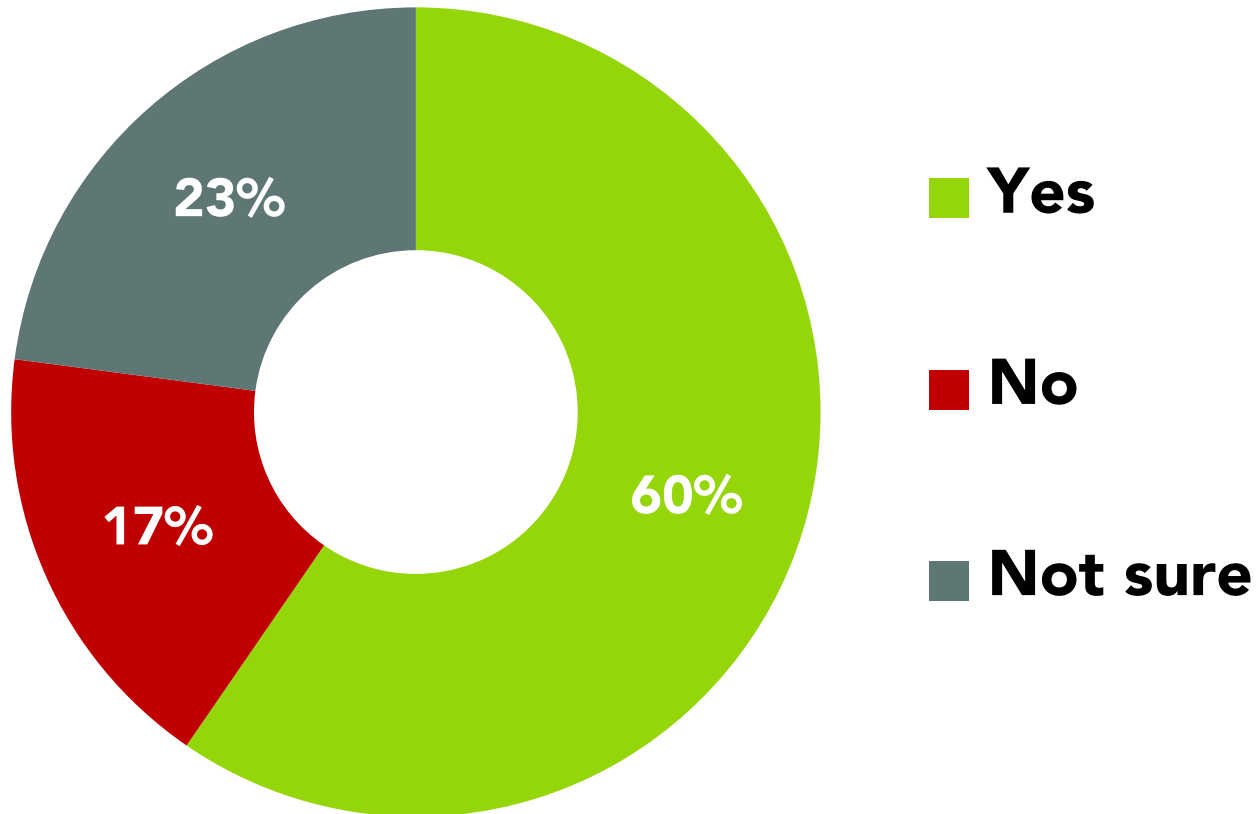
# COMBATING HATE VS. FREEDOM OF SPEECH



- I worry more about the impact of hate speech and racism on people it harms and the impact on society overall than on limits to people's freedom of speech or protecting privacy
- I worry more about governments and social media companies being able to limit the rights of citizens to express themselves and protecting the privacy of users than the impact of hateful or racist behaviour online

When it comes to regulating hate speech online, which of the following comes closest to your view?

# MOST BELIEVE THE FEDERAL GOVERNMENT SHOULD DO MORE TO PREVENT THE SPREAD OF HATEFUL AND RACIST BEHAVIOUR/CONTENT ONLINE.

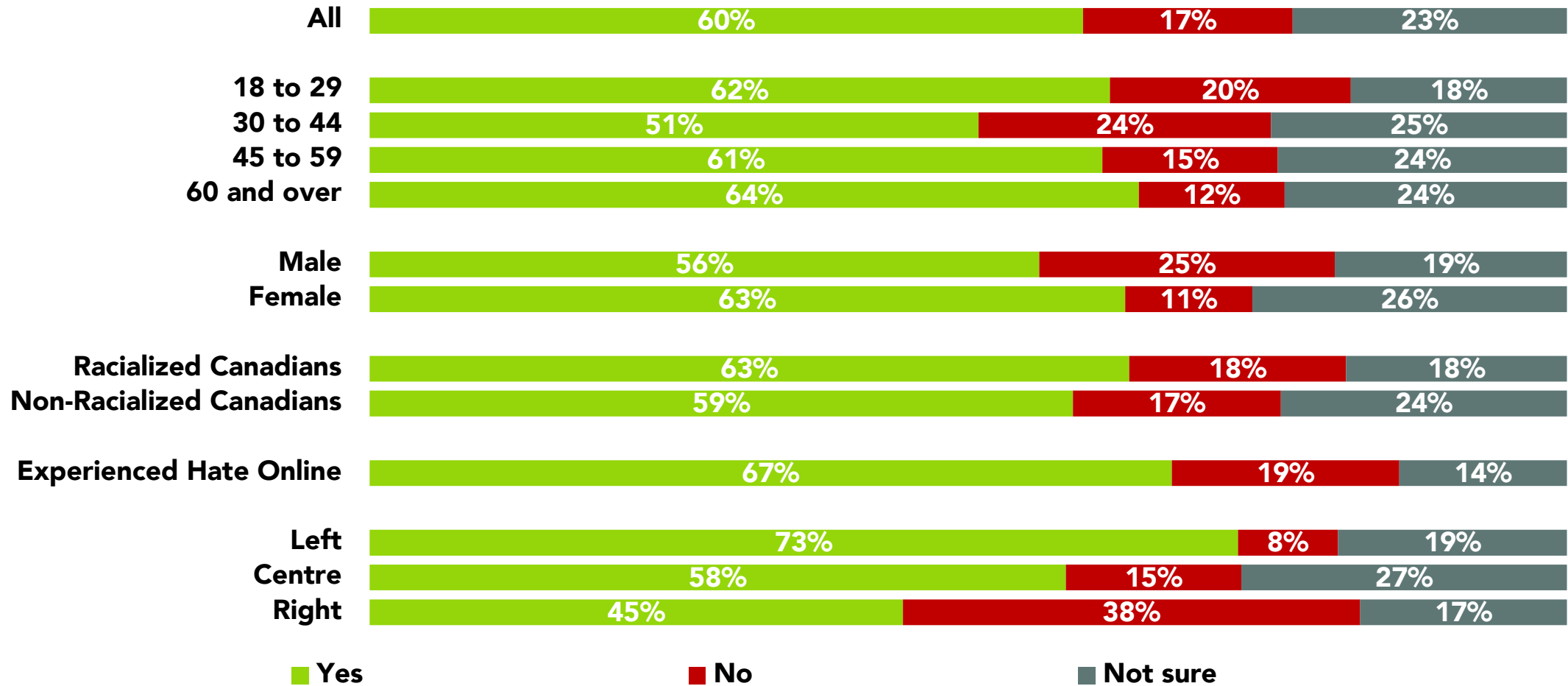


Most Canadians (60%) believe that the Federal Government should be doing more to prevent the spread of hateful and racist content and behaviour online. Only 17% do not feel this way while about one in four are unsure.

Those on the left of the political spectrum, those who have experienced online hate, and racialized Canadians are the most likely believe the Federal Government should do more on the issue.

Do you believe the Federal Government should be doing more to prevent the spread of hateful and racist content and behaviour online in Canada?

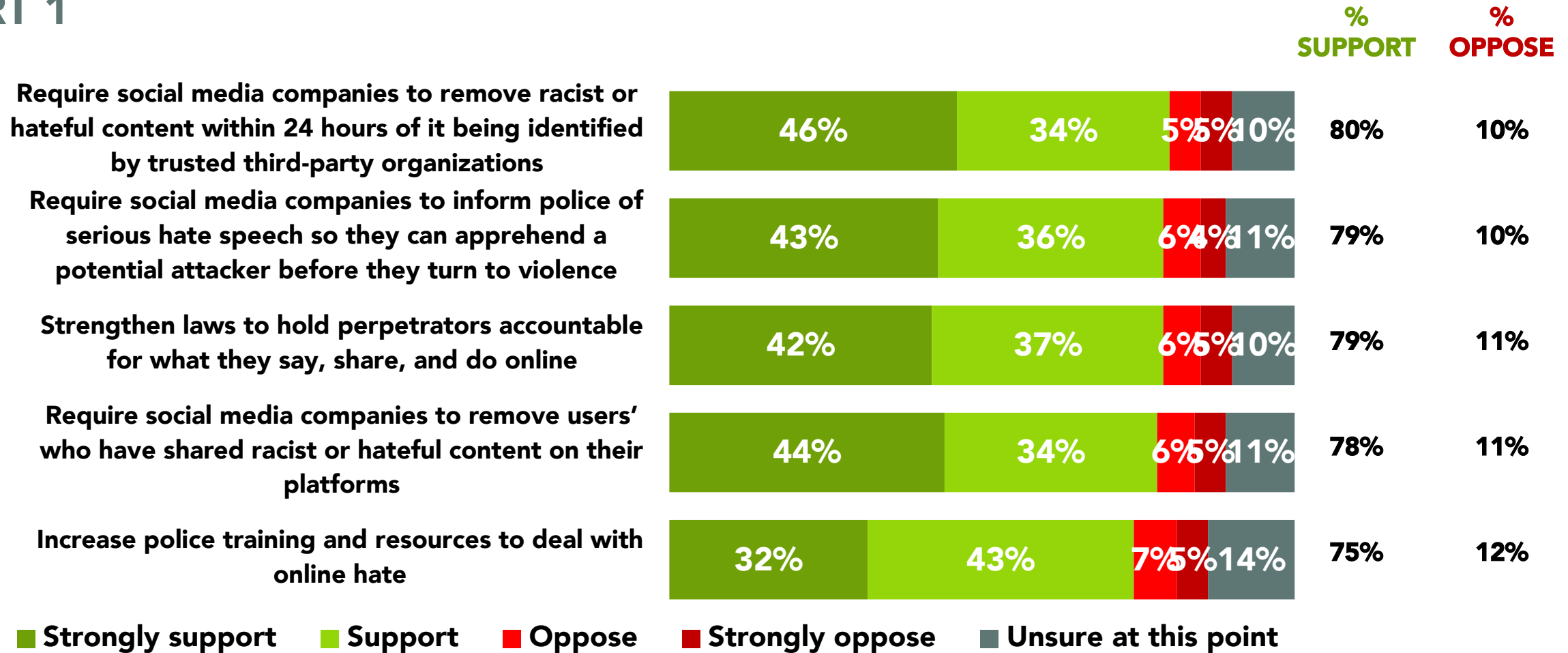
# SHOULD FEDERAL GOVERNMENT BE DOING MORE TO PREVENT THE SPREAD OF HATEFUL AND RACIST CONTENT AND BEHAVIOUR ONLINE



Do you believe the Federal Government should be doing more to prevent the spread of hateful and racist content and behaviour online in Canada?

# SUPPORT FOR IDEAS TO RESPOND TO ONLINE HATE

## PART 1

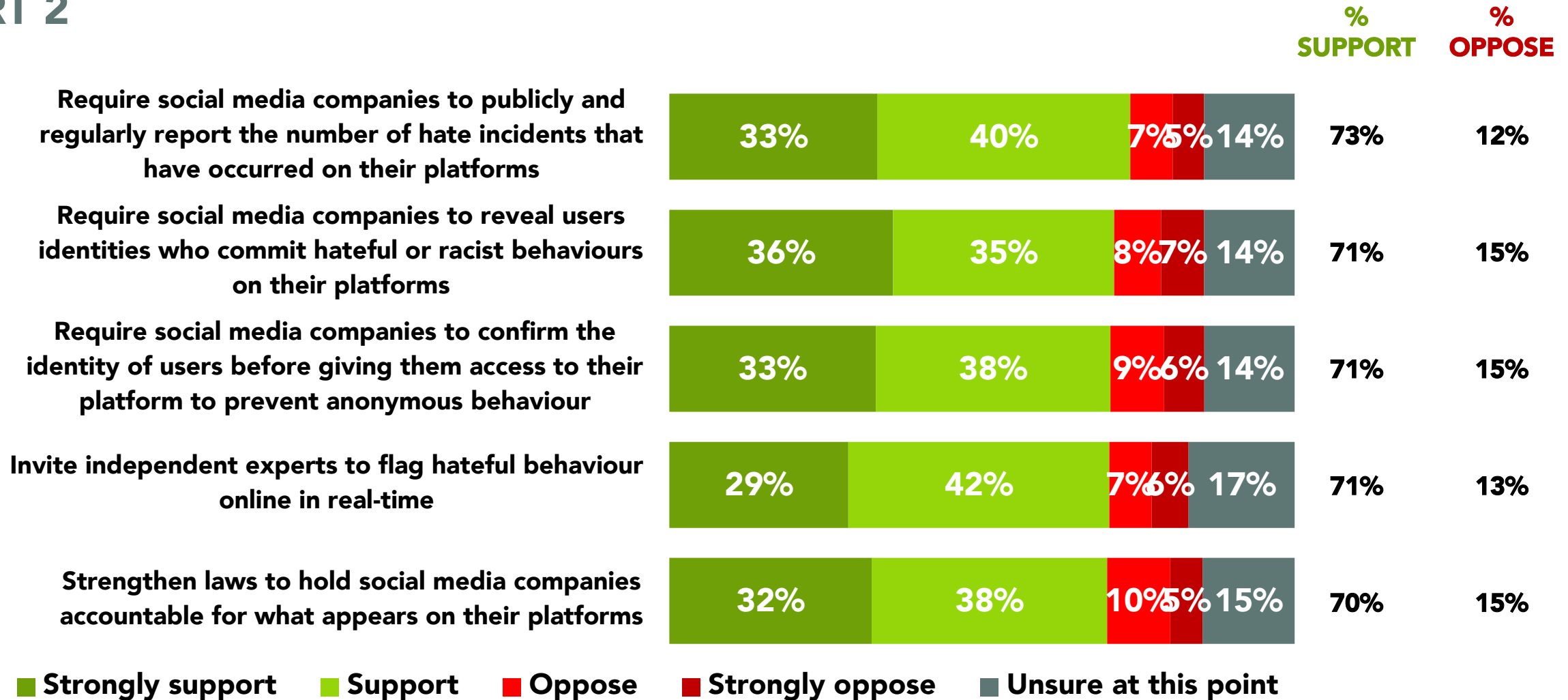


There is broad, national support for all of the ideas tested in the survey with no idea finding less than 70% support among the public.

To what extent do you support or oppose the following ideas that governments could do to respond to hateful and racist behaviour online?

# SUPPORT FOR IDEAS TO RESPOND TO ONLINE HATE

## PART 2



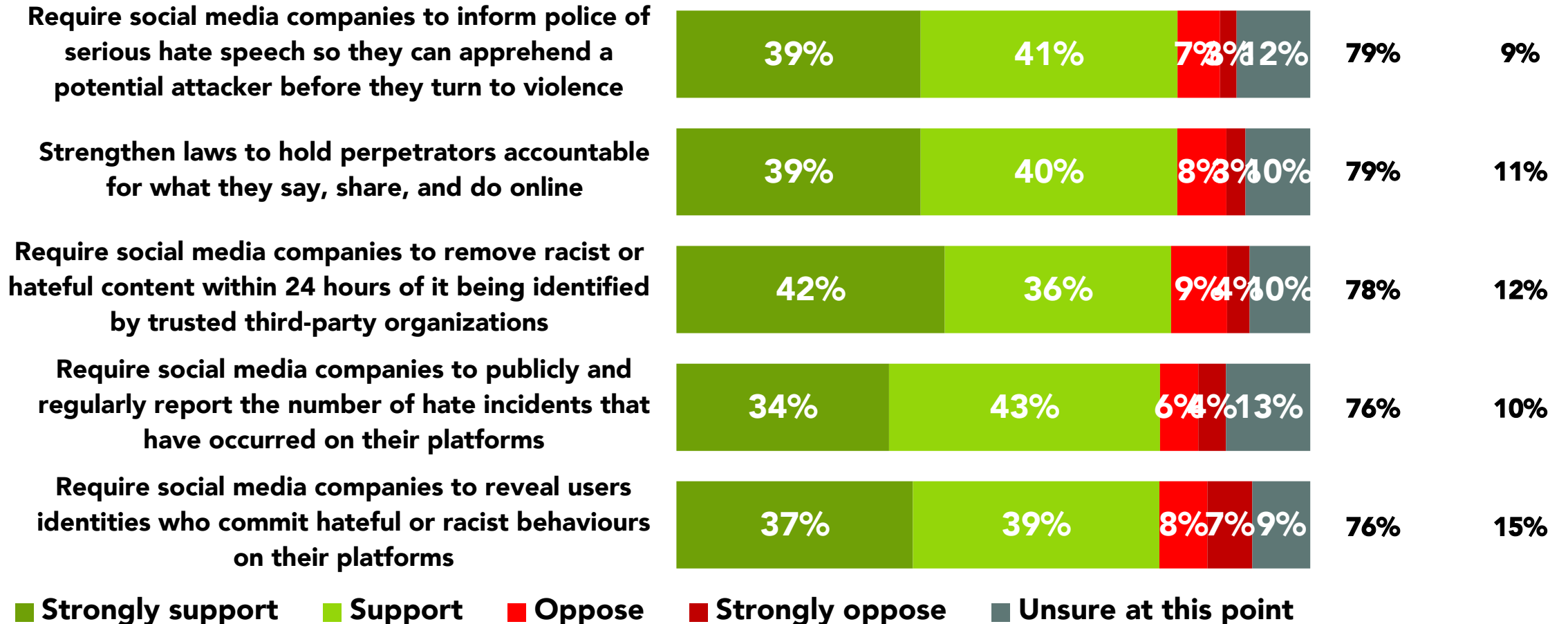
To what extent do you support or oppose the following ideas that governments could do to respond to hateful and racist behaviour online?



# SUPPORT FOR IDEAS TO RESPOND TO ONLINE HATE

## RACIALIZED CANADIANS

**%  
SUPPORT**      **%  
OPPOSE**

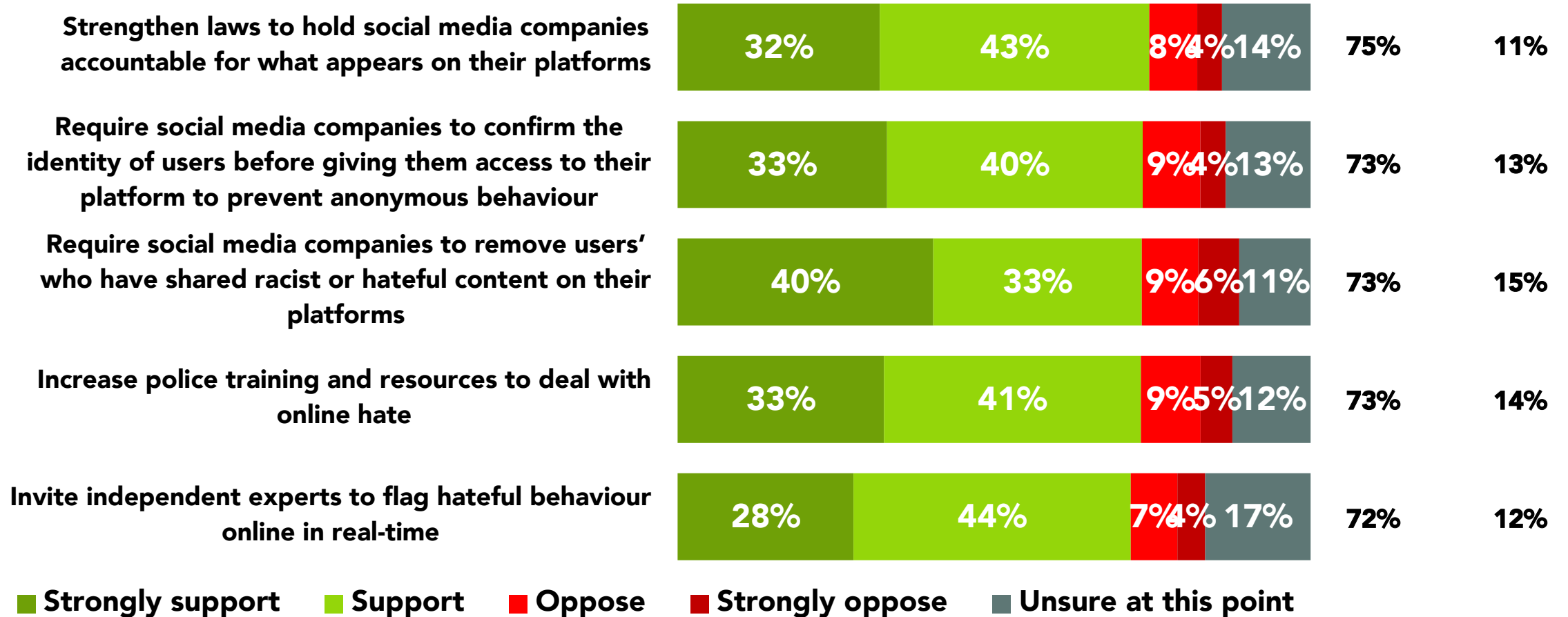


To what extent do you support or oppose the following ideas that governments could do to respond to hateful and racist behaviour online?

# SUPPORT FOR IDEAS TO RESPOND TO ONLINE HATE

## RACIALIZED CANADIANS

**%  
SUPPORT**      **%  
OPPOSE**

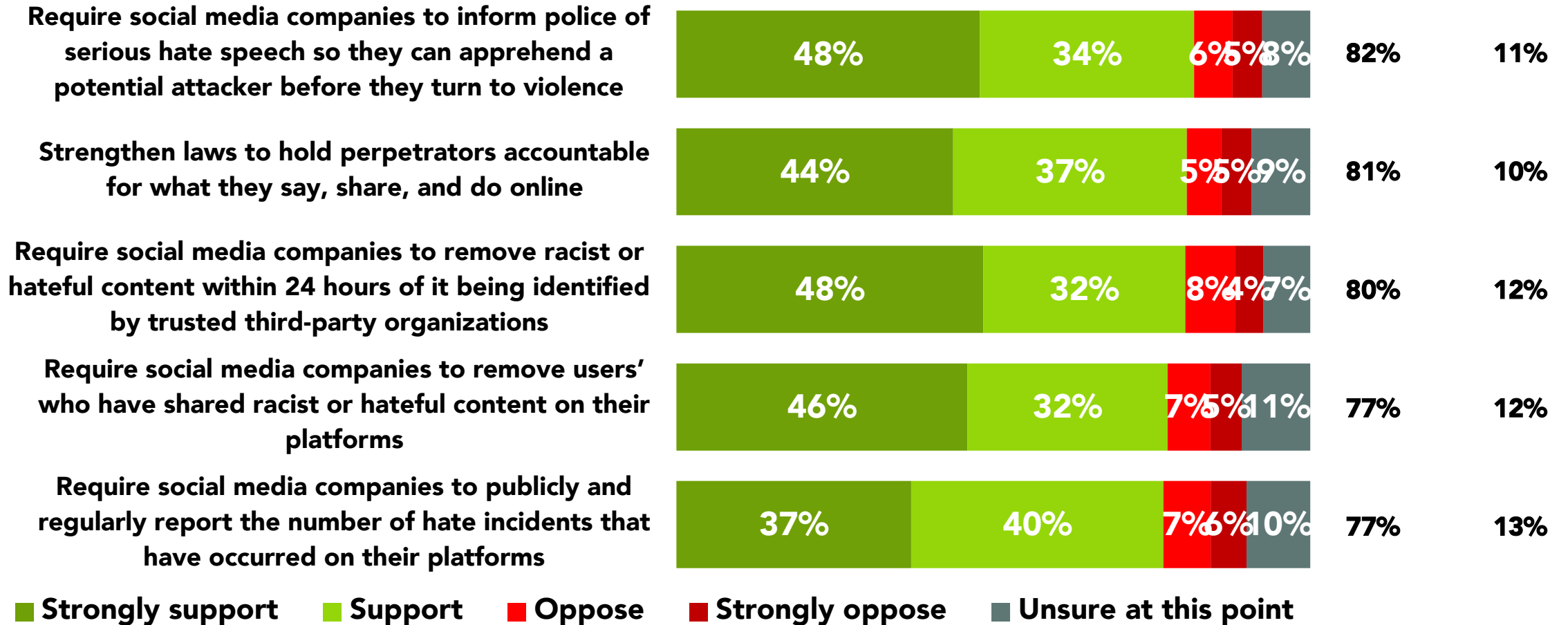


To what extent do you support or oppose the following ideas that governments could do to respond to hateful and racist behaviour online?

# SUPPORT FOR IDEAS TO RESPOND TO ONLINE HATE

## EXPERIENCED HATE ONLINE

**%  
SUPPORT**      **%  
OPPOSE**

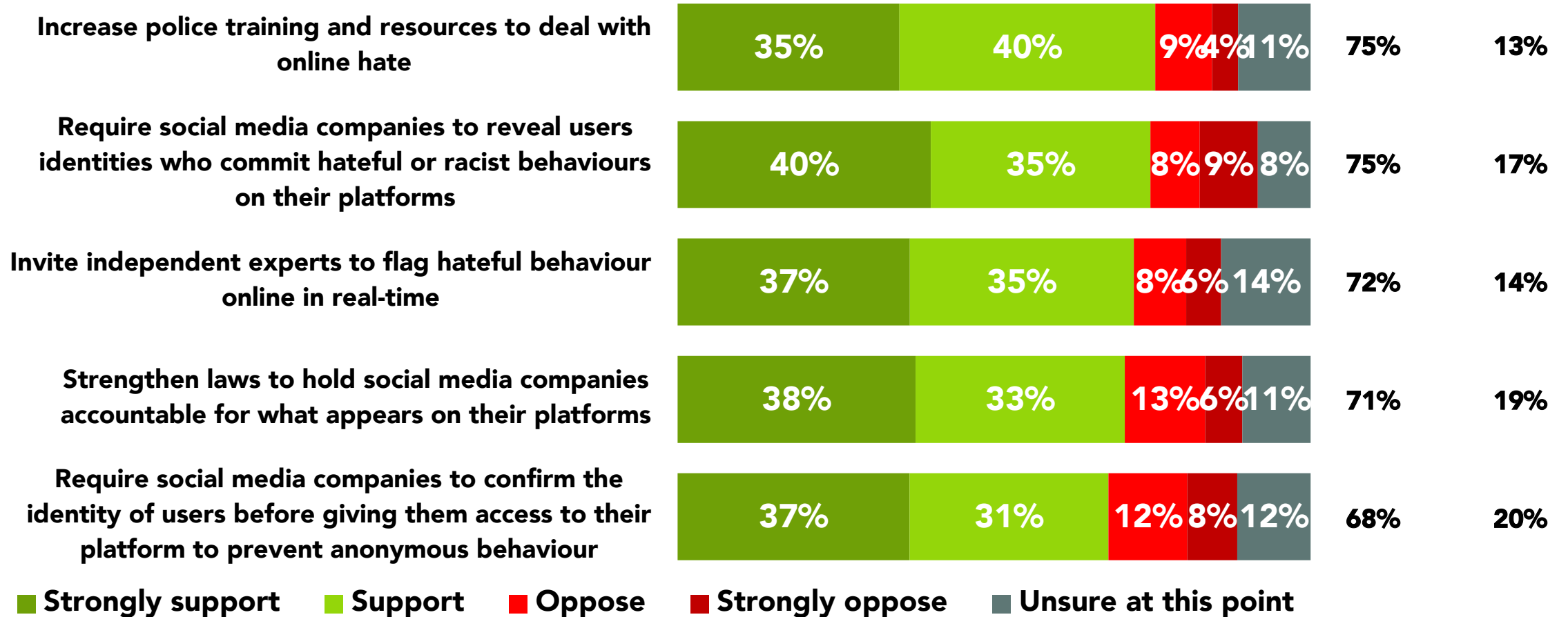


To what extent do you support or oppose the following ideas that governments could do to respond to hateful and racist behaviour online?

# SUPPORT FOR IDEAS TO RESPOND TO ONLINE HATE

## EXPERIENCED HATE ONLINE

**% SUPPORT**      **% OPPOSE**



To what extent do you support or oppose the following ideas that governments could do to respond to hateful and racist behaviour online?

# SUPPORT FOR IDEAS TO RESPOND TO ONLINE HATE

## DAILY SOCIAL MEDIA USERS

**% SUPPORT**      **% OPPOSE**

Require social media companies to remove racist or hateful content within 24 hours of it being identified by trusted third-party organizations



**81%**

**9%**

Require social media companies to inform police of serious hate speech so they can apprehend a potential attacker before they turn to violence



**81%**

**9%**

Strengthen laws to hold perpetrators accountable for what they say, share, and do online



**80%**

**10%**

Require social media companies to remove users' who have shared racist or hateful content on their platforms



**78%**

**11%**

Increase police training and resources to deal with online hate



**76%**

**11%**

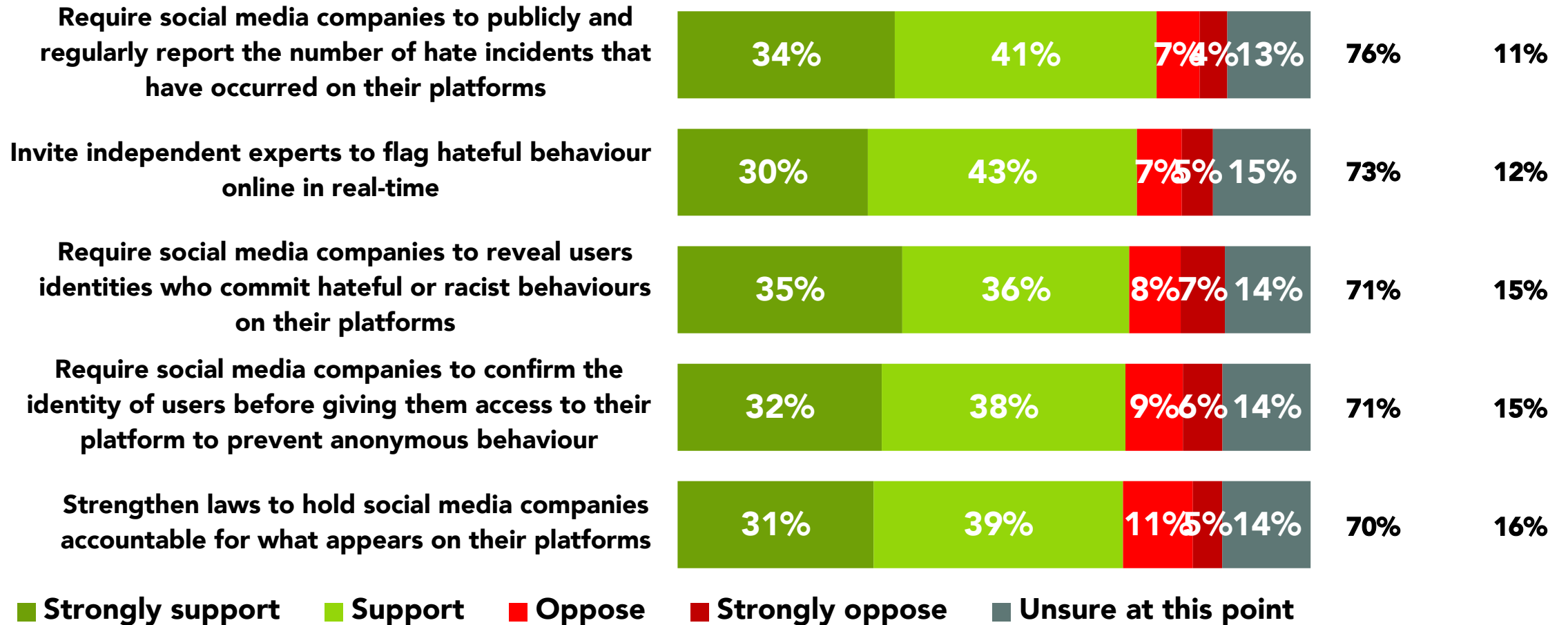
■ Strongly support   
 ■ Support   
 ■ Oppose   
 ■ Strongly oppose   
 ■ Unsure at this point

To what extent do you support or oppose the following ideas that governments could do to respond to hateful and racist behaviour online?

# SUPPORT FOR IDEAS TO RESPOND TO ONLINE HATE

## DAILY SOCIAL MEDIA USERS

**%  
SUPPORT**      **%  
OPPOSE**



To what extent do you support or oppose the following ideas that governments could do to respond to hateful and racist behaviour online?

# SUPPORT FOR IDEAS TO RESPOND TO ONLINE HATE

## IDEOLOGY SPECTRUM - RIGHT

**%  
SUPPORT**      **%  
OPPOSE**

**Require social media companies to remove racist or hateful content within 24 hours of it being identified by trusted third-party organizations**



**67%**

**23%**

**Increase police training and resources to deal with online hate**



**65%**

**22%**

**Require social media companies to inform police of serious hate speech so they can apprehend a potential attacker before they turn to violence**



**65%**

**22%**

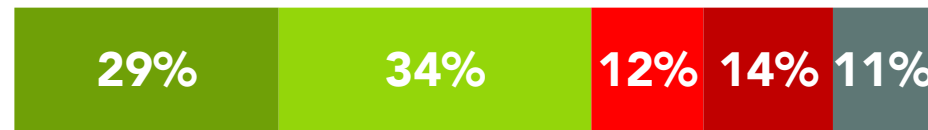
**Strengthen laws to hold perpetrators accountable for what they say, share, and do online**



**65%**

**15%**

**Require social media companies to confirm the identity of users before giving them access to their platform to prevent anonymous behaviour**



**63%**

**26%**

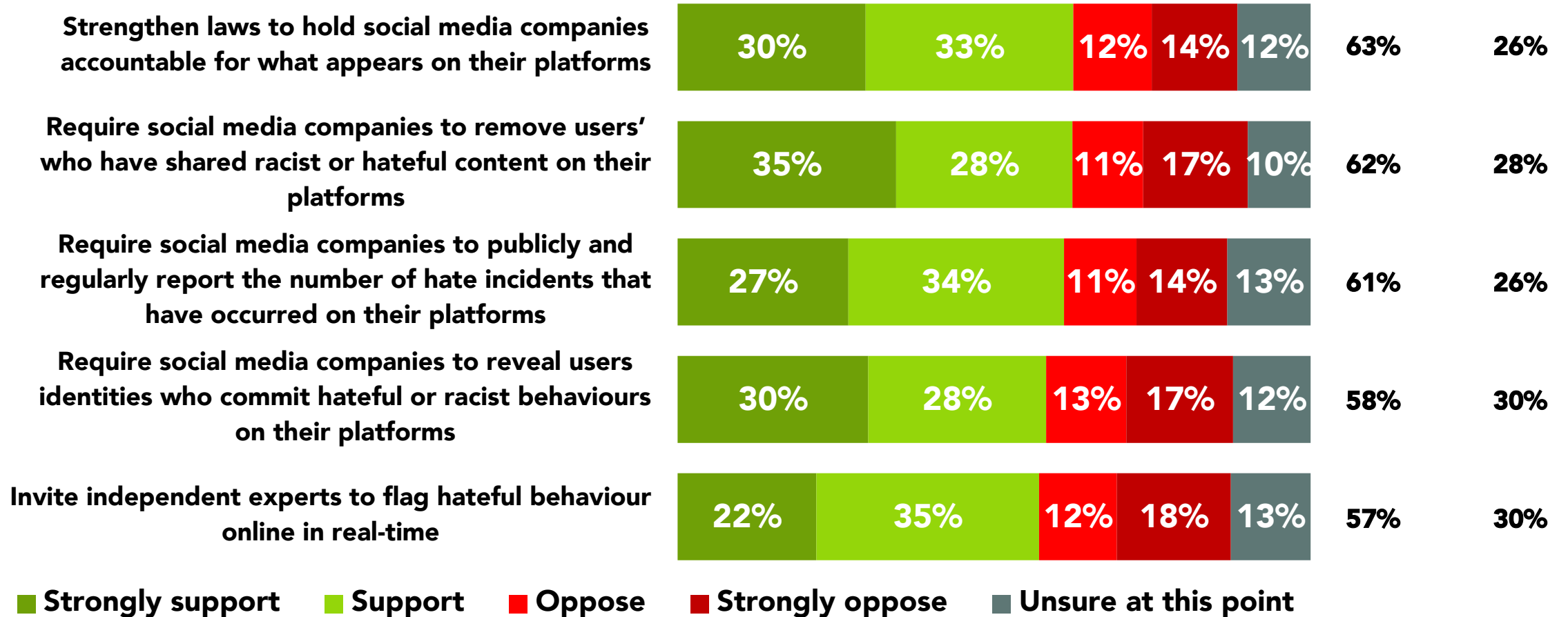
**Strongly support   Support   Oppose   Strongly oppose   Unsure at this point**

To what extent do you support or oppose the following ideas that governments could do to respond to hateful and racist behaviour online?

# SUPPORT FOR IDEAS TO RESPOND TO ONLINE HATE

## IDEOLOGY SPECTRUM - RIGHT

**%  
SUPPORT**      **%  
OPPOSE**



To what extent do you support or oppose the following ideas that governments could do to respond to hateful and racist behaviour online?



# SUPPORT FOR IDEAS TO RESPOND TO ONLINE HATE

## IDEOLOGY SPECTRUM - CENTRE/LEFT

**% SUPPORT**      **% OPPOSE**

Require social media companies to remove racist or hateful content within 24 hours of it being identified by trusted third-party organizations



**83%**      **7%**

Require social media companies to inform police of serious hate speech so they can apprehend a potential attacker before they turn to violence



**83%**      **7%**

Strengthen laws to hold perpetrators accountable for what they say, share, and do online



**82%**      **7%**

Require social media companies to remove users' who have shared racist or hateful content on their platforms



**81%**      **7%**

Increase police training and resources to deal with online hate



**77%**      **9%**

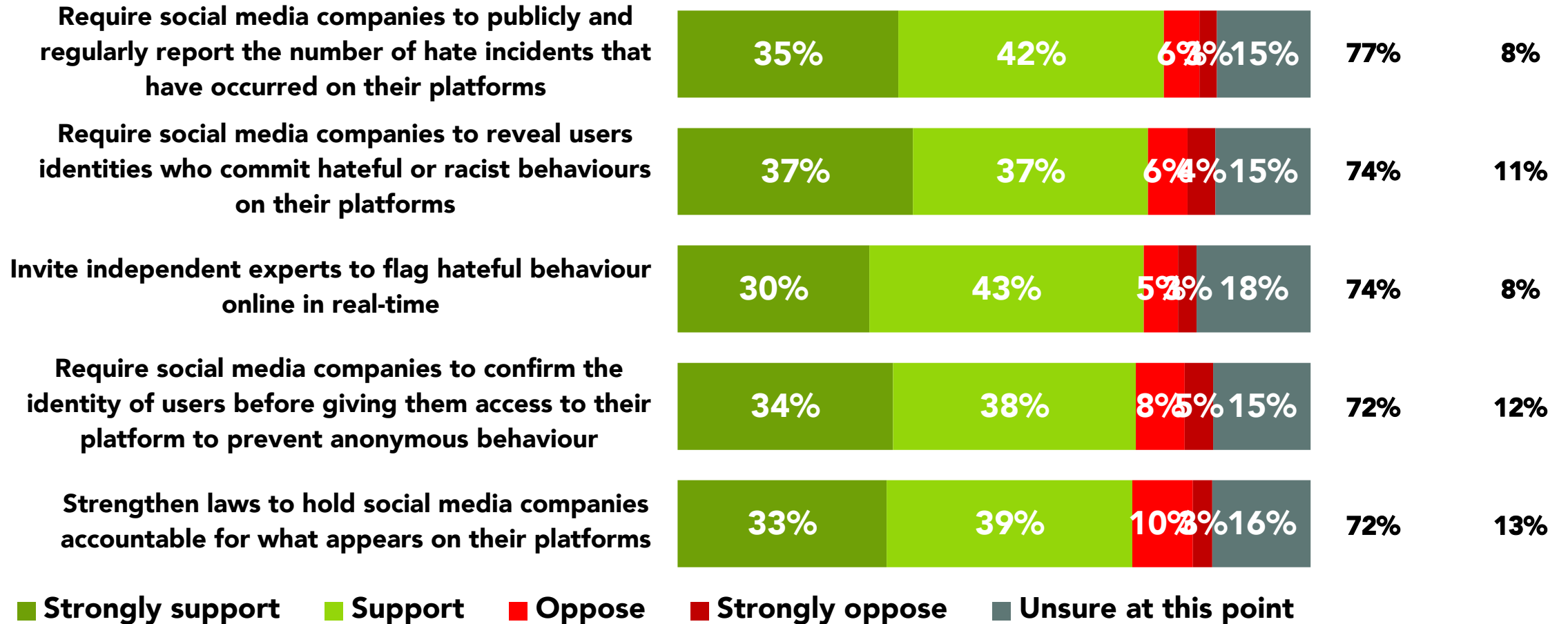
■ Strongly support   
 ■ Support   
 ■ Oppose   
 ■ Strongly oppose   
 ■ Unsure at this point

To what extent do you support or oppose the following ideas that governments could do to respond to hateful and racist behaviour online?

# SUPPORT FOR IDEAS TO RESPOND TO ONLINE HATE

## IDEOLOGY SPECTRUM - CENTRE/LEFT

**% SUPPORT**      **% OPPOSE**

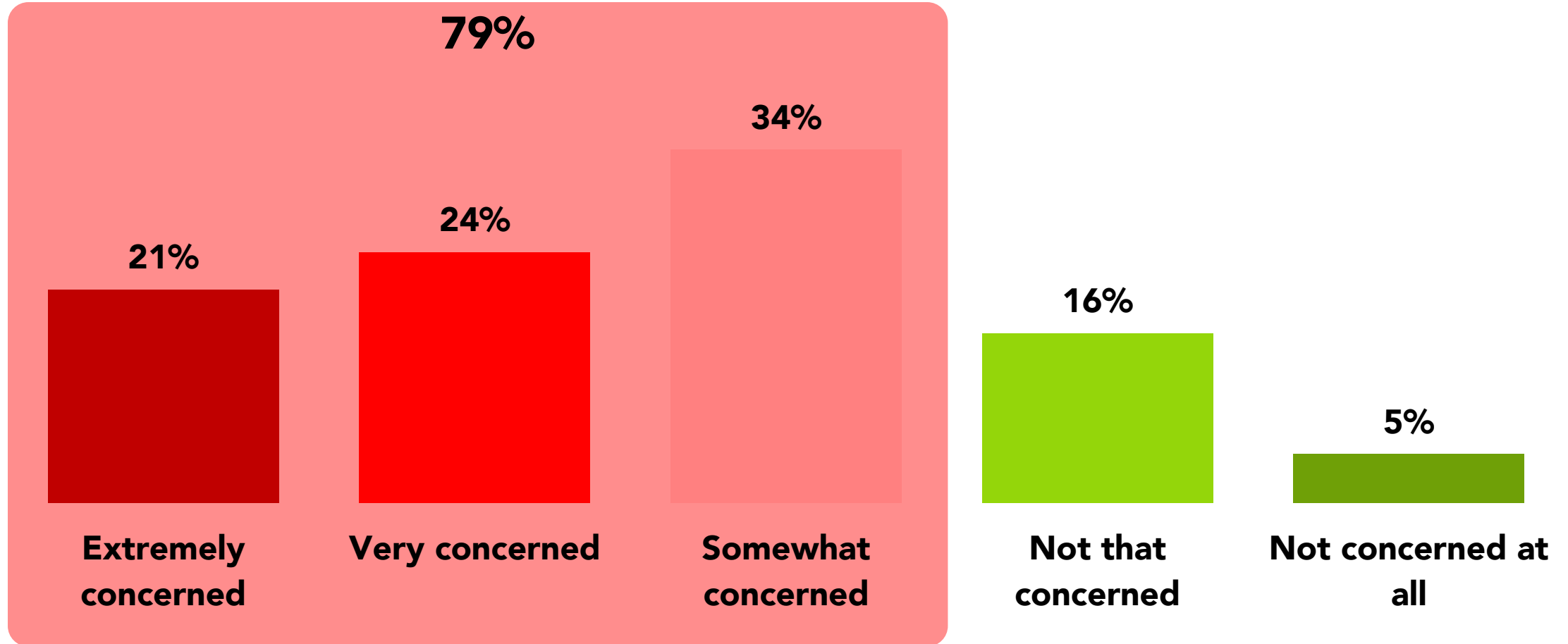


To what extent do you support or oppose the following ideas that governments could do to respond to hateful and racist behaviour online?

# THE RISE OF EXTREMIST ORGANIZATIONS IN CANADA

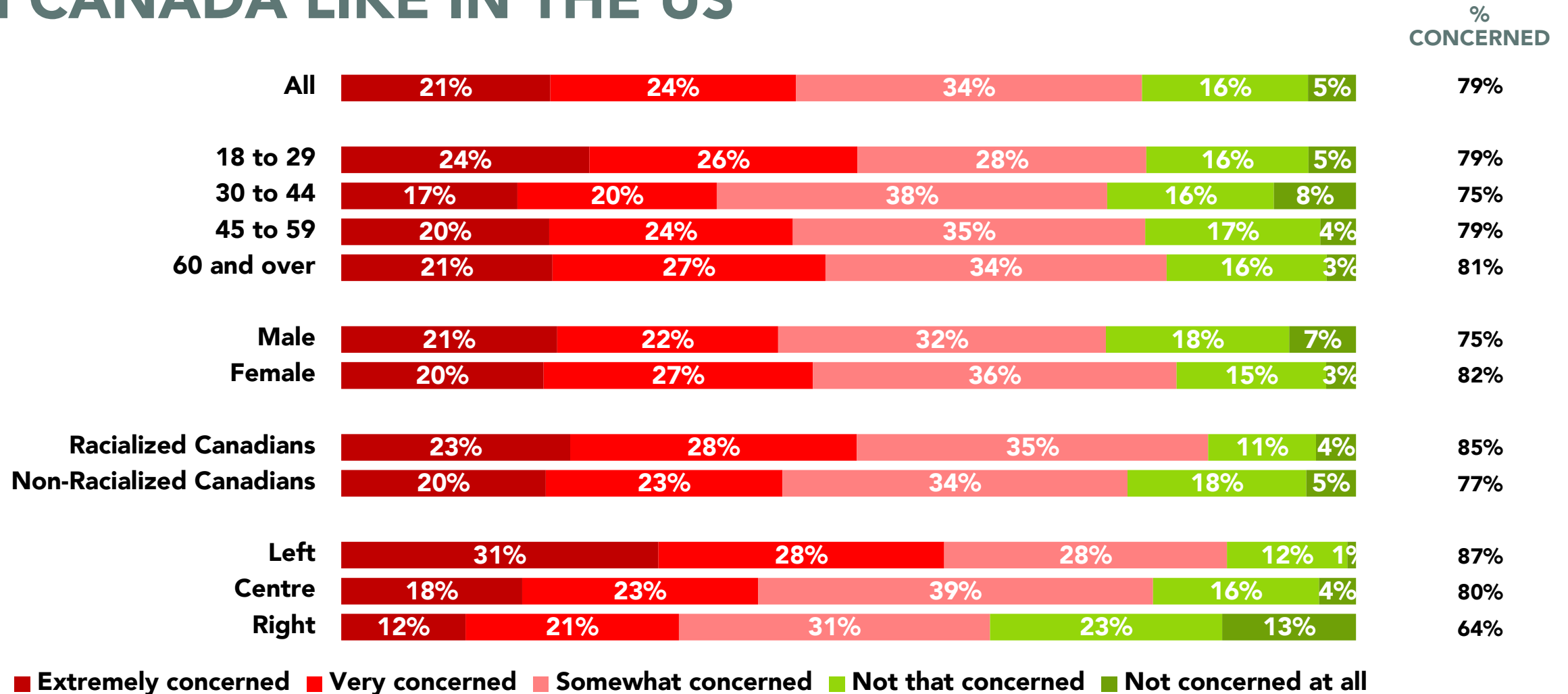


# CONCERN ABOUT RISE OF EXTREMIST ORGANIZATIONS IN CANADA LIKE IN THE US



Seeing the rise of extremist organizations in the United States, how concerned, if at all, are you that we could see a rise of such hate groups in Canada?

# CONCERN ABOUT RISE OF EXTREMIST ORGANIZATIONS IN CANADA LIKE IN THE US



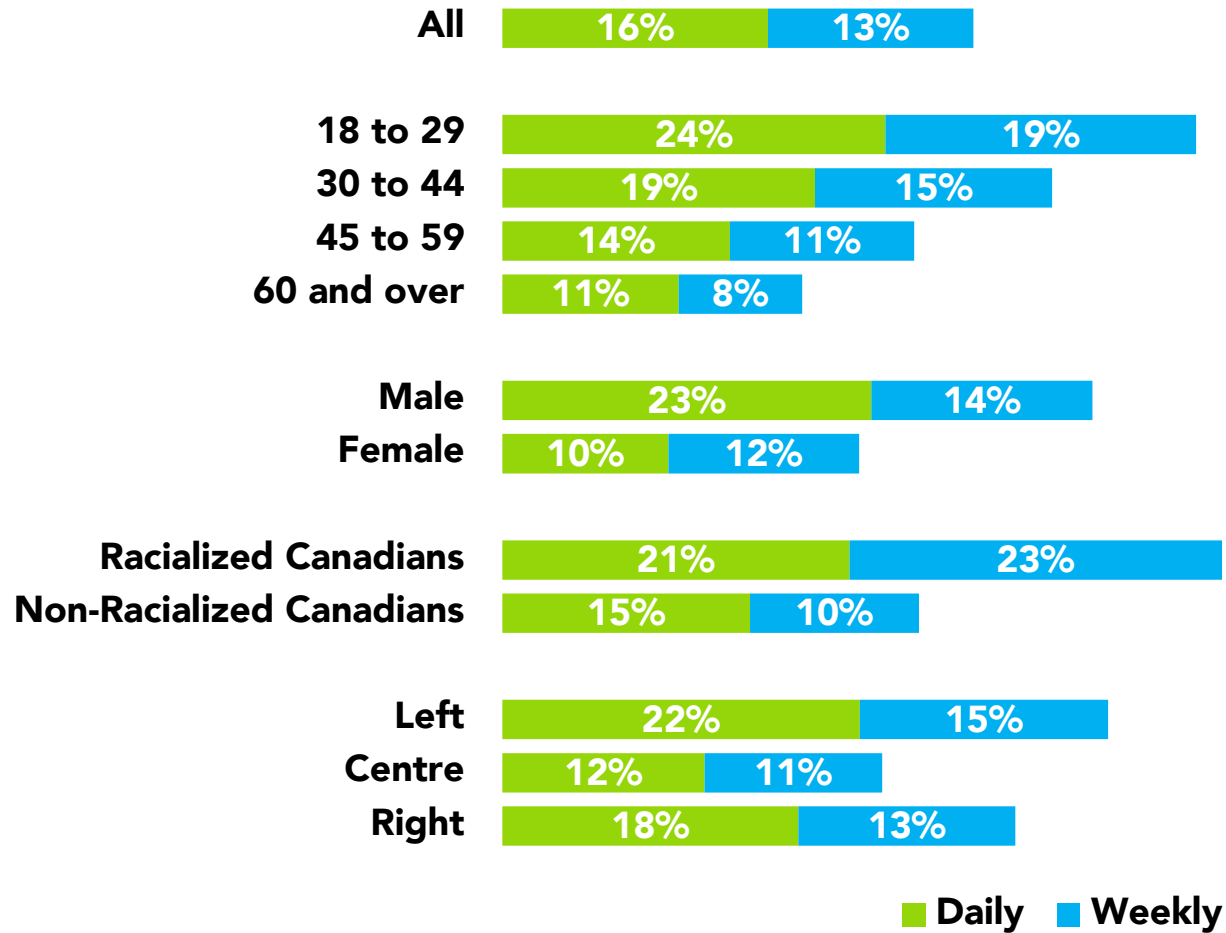
Seeing the rise of extremist organizations in the United States, how concerned, if at all, are you that we could see a rise of such hate groups in Canada?



# **SOCIAL MEDIA USE BY PLATFORM**

# SOCIAL MEDIA USE

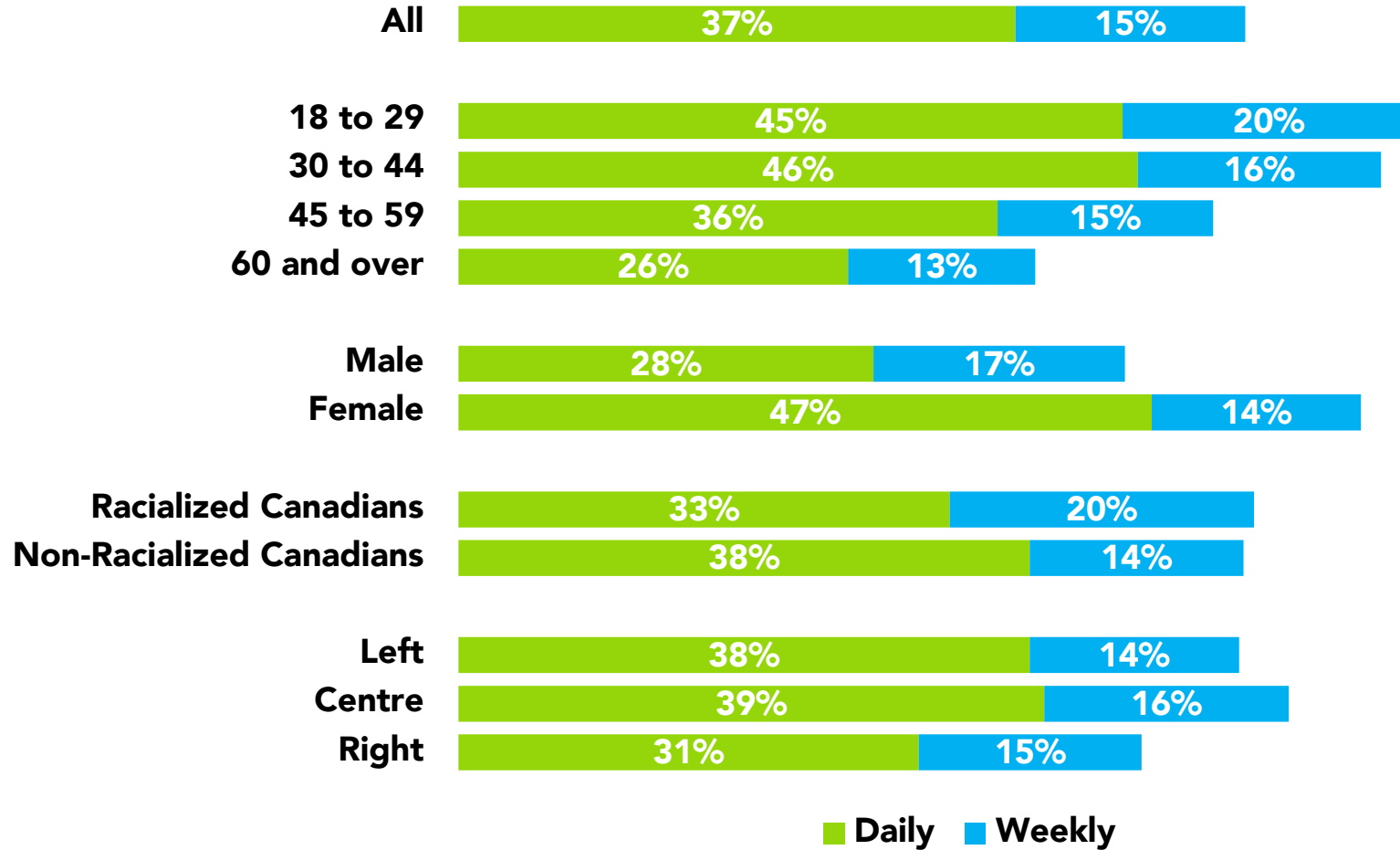
## TWITTER



Which best describes how often do you do the following...

# SOCIAL MEDIA USE

## FACEBOOK NEWSFEED

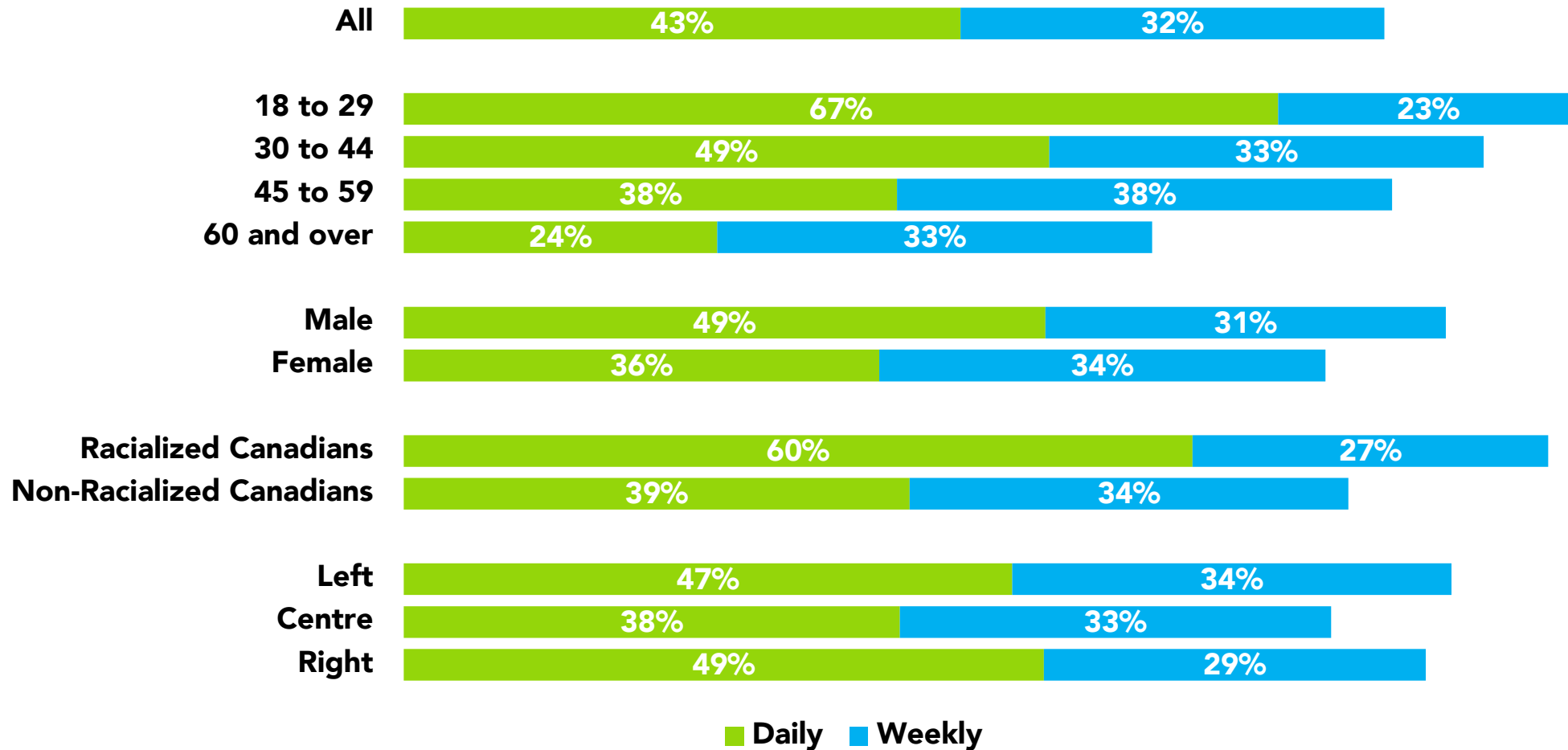


Which best describes how often do you do the following...



# SOCIAL MEDIA USE

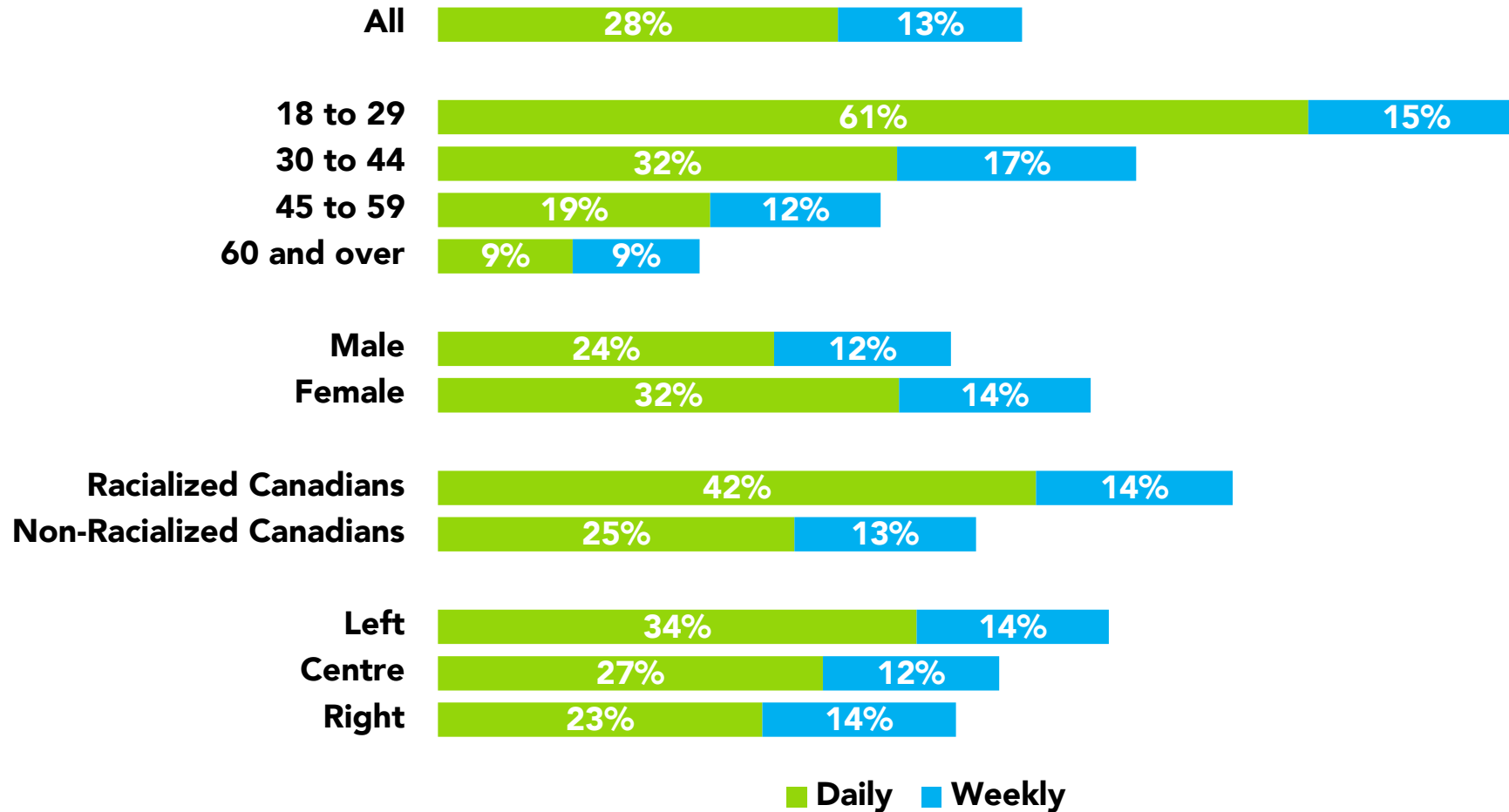
## YOUTUBE



Which best describes how often do you do the following...

# SOCIAL MEDIA USE

## INSTAGRAM



Which best describes how often do you do the following...