



**MOST AMERICANS IGNORE THE EXPRESSION OF HATE
WHEN THEY SEE IT ONLINE**

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INTRODUCTION AND METHODOLOGY

- National surveys reveal that a majority of Americans say that hate is on the rise in their country. Hate manifests itself most frequently online and its spread is seen as a growing problem in various countries. What do Americans do when they see the expression of hate on line? A survey commissioned by the Metropolis Institute reveals that most Americans say they ignore it. Doing so raises a serious concern around the normalization in the spread of hate.
- The survey was conducted by the firm Leger USA for the Metropolis Institute over the period September 27-29, 2024 with a sample of 1006 Americans. A margin of error cannot be associated with a non-probability sample in a panel survey for comparison purposes. A probability sample of 1006 respondents would have a margin of error of $\pm 2.5\%$, 19 times out of 20

AMERICANS ARE MORE LIKELY THAN CANADIANS TO BELIEVE THAT HATE IS ON THE RISE IN THEIR COUNTRY

	Hate is on the rise in my country		
	Total	Male	Female
United States	74%	71%	76%
Canada	66%	66%	66%

A MAJORITY OF AMERICANS IGNORE THE EXPRESSION OF HATE WHEN THEY SEE IT ONLINE

September 27-29, 2024		I ignore the expression of hate when I see it online.				
Regions	United States Total	NE	MW	South	West	
Yes	54%	55%	53%	51%	58%	
No	29%	27%	30%	31%	28%	
I don't know / I prefer not to answer	17%	18%	17%	18%	15%	

WOMEN ARE MORE LIKELY THAN MEN TO IGNORE THE EXPRESSION OF HATE WHEN THEY SEE IT ON LINE

I ignore the expression of hate when I see it online. United States	Men	Women
Yes	50%	57%
No	31%	27%
I don't know / I prefer not to answer	19%	15%

YOUNGER AMERICANS ARE SOMEWHAT LESS LIKELY TO IGNORE THE EXPRESSION OF HATE WHEN THEY SEE IT ON LINE

	I ignore the expression of hate when I see it online.				
United States	18-29	30-39	40-49	50-64	65 +
Yes	44%	53%	58%	57%	56%
No	33%	31%	26%	27%	30%
I don't know / I prefer not to answer	23%	16%	16%	16%	15%

IGNORING HATE EXPRESSION ON LINE TRANSCENDS RACIAL IDENTIFICATION IN THE UNITED STATES

I ignore the expression of hate when I see it online. United States	White	Non-White
Yes	52%	56%
No	30%	28%
I don't know / I prefer not to answer	17%	16%