



## 2023 Online Hate Speech Report

**KANTAR PUBLIC**

# Background and methodology

# Background



Netsafe is an independent, not-for-profit organisation with a mission to promote online safety among New Zealanders.

In order to effectively meet New Zealanders' needs, Netsafe commissions an annual survey (excluding 2021 and 2022 when surveys were not undertaken) to understand the ongoing role of technology in people's lives and their experiences online. Each survey contains a mix of questions: (a) core questions which don't change over time, and (b) topical questions, focused on providing detailed information about an issue.

The 2023 survey focused on:

- Understanding New Zealanders' digital behaviour,
- Assessing awareness of rights and options under the Harmful Digital Communications Act,
- Measuring awareness and use of support services for unwanted digital communications,
- Gaining insight into New Zealanders' experiences of unwanted communications and the impact these have on those who receive them,
- Measuring New Zealanders' online experiences of hate speech,
- Understanding New Zealanders' experiences as perpetrators of harmful digital communications.

# Reporting



This year, the following reports have been produced:

1. APS 2023 results
2. Trended results for APS core questions
3. Online hate speech - 2023 results and trends in 2018-2023
4. IBSA - 2023 results and trends between 2018-2023
5. Māori population 2023 results

**This report focuses on online hate speech 2023 and trends in 2018-2023.**

# Methodology



1,664 New Zealanders completed an online survey between 12 and 28 June, 2023. The sample of survey participants was sourced from Kantar's online research and panel partners. The sample was structured to be representative of the population in terms of age, gender, ethnicity, and region.

Additional booster interviews were conducted with people aged 16-29 years to ensure we had sufficient samples within this age group for in-depth analysis. Additional booster interviews were also conducted with Māori New Zealanders to ensure we had sufficient samples for analysis and to allow reporting of this group separately (see Māori population report).

All data were weighted by age within gender, ethnicity and region to ensure booster interviews did not affect the representativeness of the overall results.



Average survey length: 17 minutes



Response rate: 27%



Statistically significant differences (at the 95% confidence interval) between the 2023 aged 18+ survey results, 2020 and 2018 are indicated by coloured arrows.

(In 2023, 16-17 year olds were included in the survey, so any significant difference testing will be against 18+ years old participants who responded in 2023).

# Methodology

The overall results have been weighted to 2018 Census figures to align the data with Census counts for age, gender, ethnicity, and region.

Comparisons between Statistics New Zealand demographic data and the survey data suggested that some post-survey weighting was required to ensure balanced profiles and to correct for an over-representation of Māori and Pasifika respondents and respondents aged 16-29 years (these respondents were over-sampled during fieldwork to ensure robust analysis could be carried out on the individual subgroups).

	Unweighted sample proportion	Weighted sample proportion
16 to 17 years old	5.0%	3.3%
18 to 29 years old	40.0%	21.1%
30 to 39 years old	10.9%	16.5%
40 to 49 years old	12.3%	16.5%
50 to 59 years old	11.6%	16.4%
60 to 69 years old	10.0%	13.2%
70 + years old	10.2%	13.1%
Male	50.2%	48.7%
Female	49.5%	50.9%
Gender diverse	0.4%	0.4%
Pacific peoples	12.0%	6.6%
Asian peoples	11.7%	14.9%

	Unweighted sample proportion	Weighted sample proportion
Northland	3.5%	3.7%
Auckland	32.4%	33.0%
Waikato	10.4%	9.5%
Bay of Plenty	6.4%	6.4%
Gisborne/Hawke's Bay	4.7%	4.4%
Taranaki/ Manawatū-Whanganui	8.2%	7.4%
Wellington	10.9%	10.9%
Tasman/Nelson/Marlborough/West Coast	3.5%	4.2%
Canterbury	12.4%	13.1%
Otago/Southland	7.6%	7.3%

In this report those who are described as LGBTQI+ include: gender diverse people, those who are gay or lesbian, bisexual, Takatāpui, or another sexuality (2023 n=178).

# Key findings

# Key findings

## Experience of Online Hate Speech



**Thirteen percent of New Zealanders have personally experienced online hate speech in the past year.**

Compared to 2018, fewer New Zealanders now report not experiencing any form of online hate speech in the past year.

New Zealanders under the age of 30, those who are neurodiverse, LGBTQIA+ community members, those with long-term health issues, Auckland residents, and men are more likely than average to have experienced hate speech in the last 12 months.

**Perceived reasons for being targeted by hate speech most often include ethnicity, race, gender, and political views.**

## Exposure to Online Hate Speech



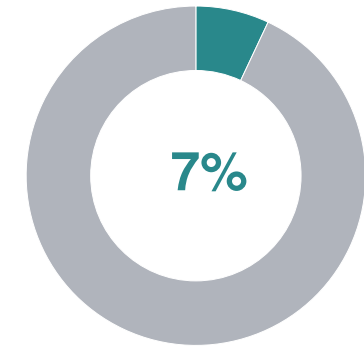
**A quarter of New Zealanders have witnessed online hate speech targeting someone else in the past year.**

This has remained broadly consistent over time.

New Zealanders who are neurodiverse, LGBTQIA+ community members, those under the age of 40, and those with long-term health issues are more likely than average to have seen online hate speech targeting someone else in the last 12 months.

**Perceived reasons behind hate speech most often include race, political views, ethnicity, and sexual orientation.**

## Sites Promoting Hate Speech



**Seven percent of New Zealanders have intentionally visited at least one site that promotes hate speech.**

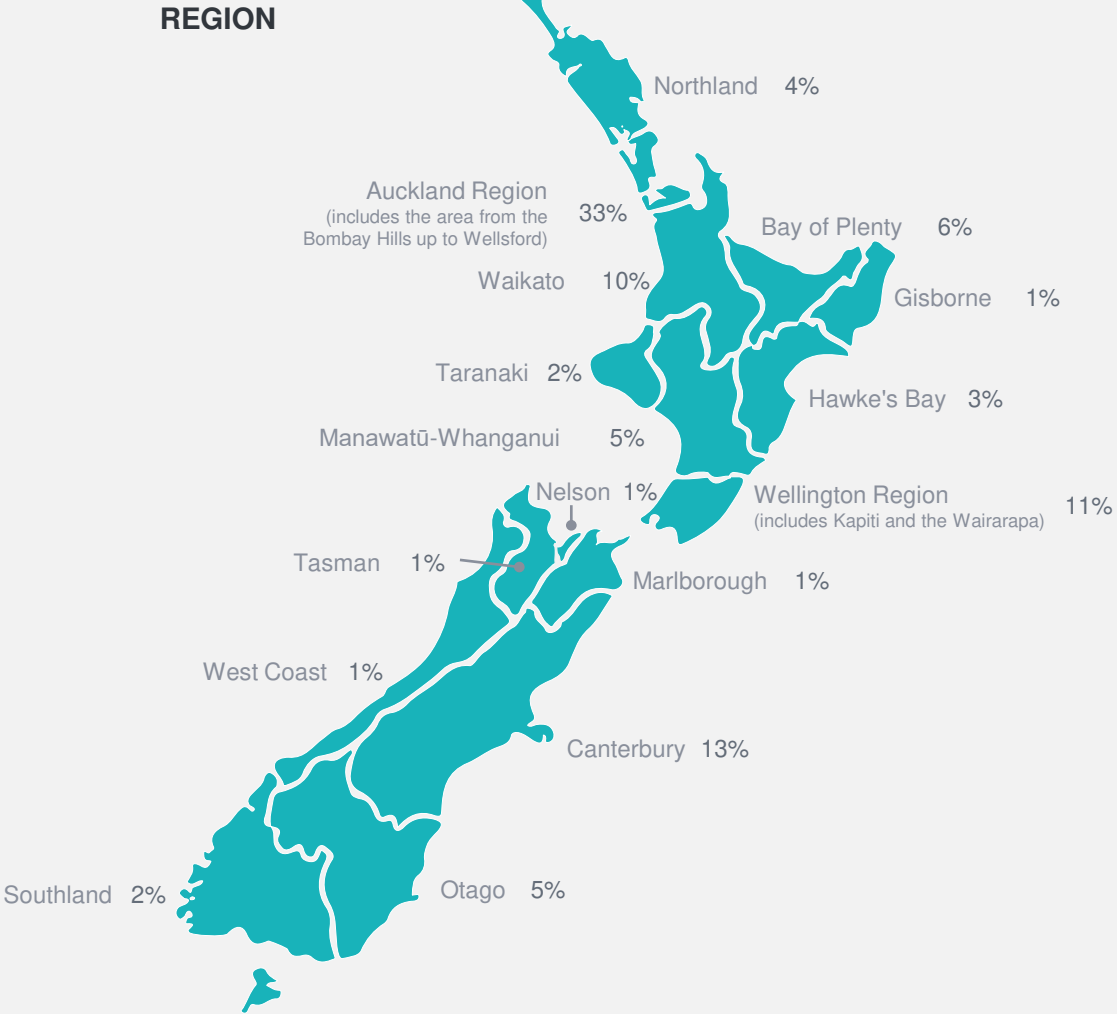
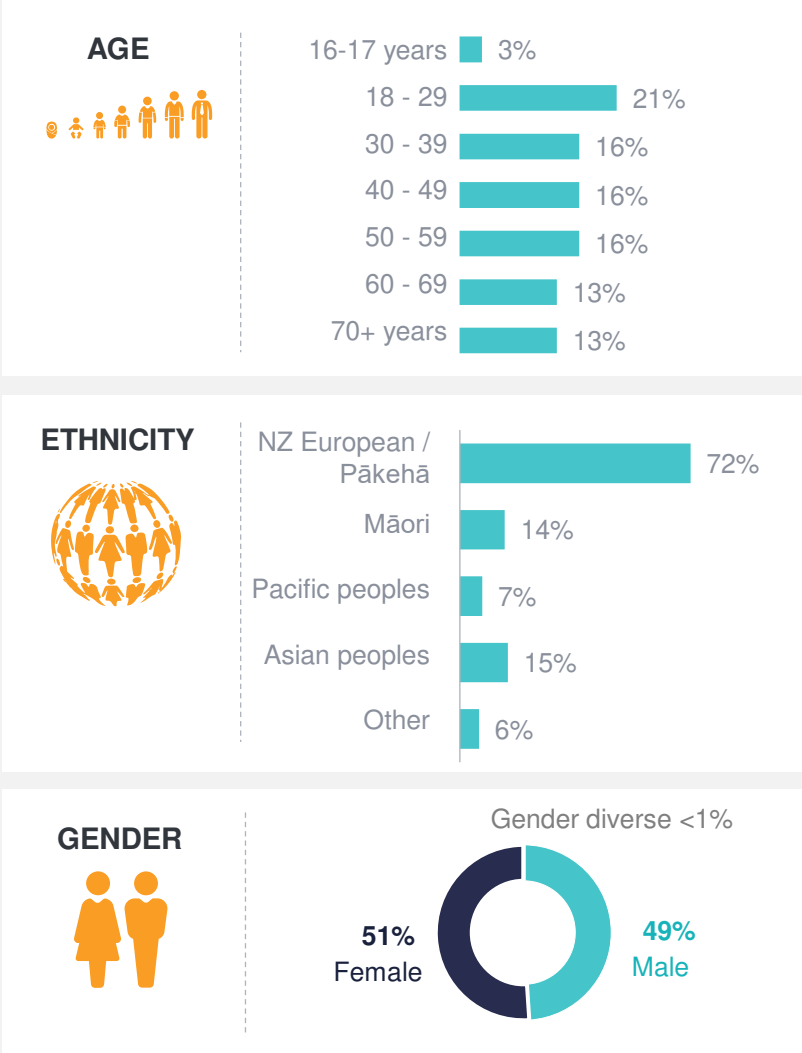
Compared to 2018, fewer New Zealanders now say they haven't visited at least one site that promotes hate speech in the past year.

New Zealanders under the age of 30, those who are neurodiverse, those with long-term health issues, and Auckland residents are more likely than average to have intentionally visited a site that promotes hate speech.



# Sample profile

# Weighted sample profile

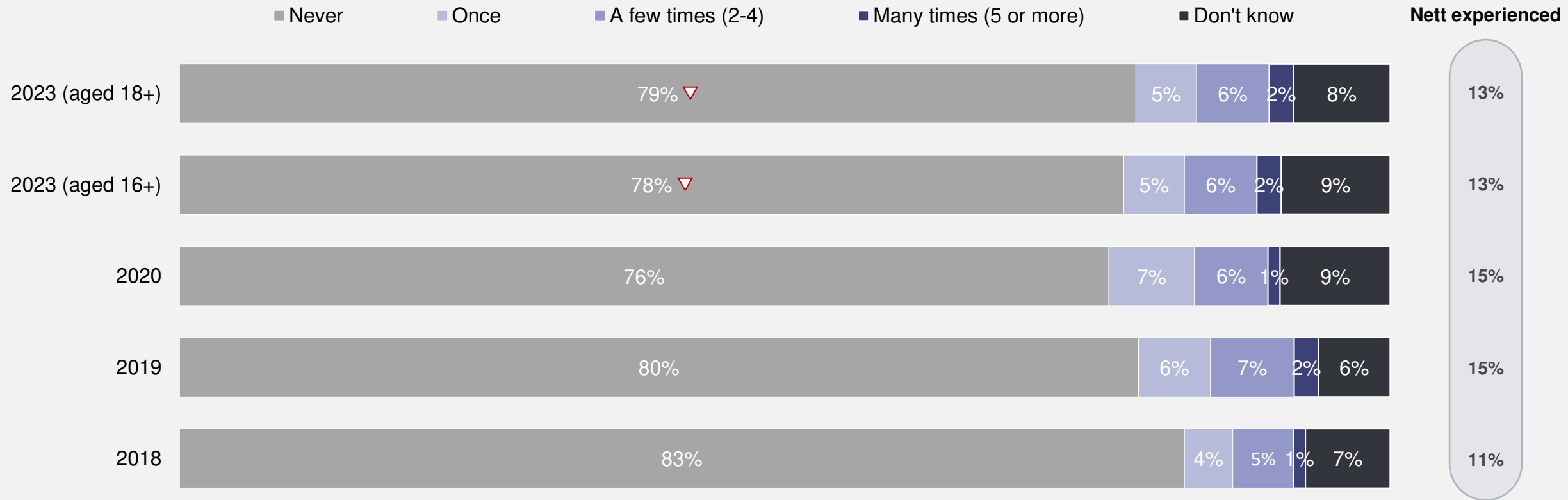


# Online hate speech

# Personal experience of online hate speech - over time

Thirteen percent of New Zealanders have received digital communications that contained hate speech in the past year. Compared to 2018, fewer New Zealanders now report not experiencing any form of online hate speech in the past year.

## Personally experienced hate speech in the last 12 months

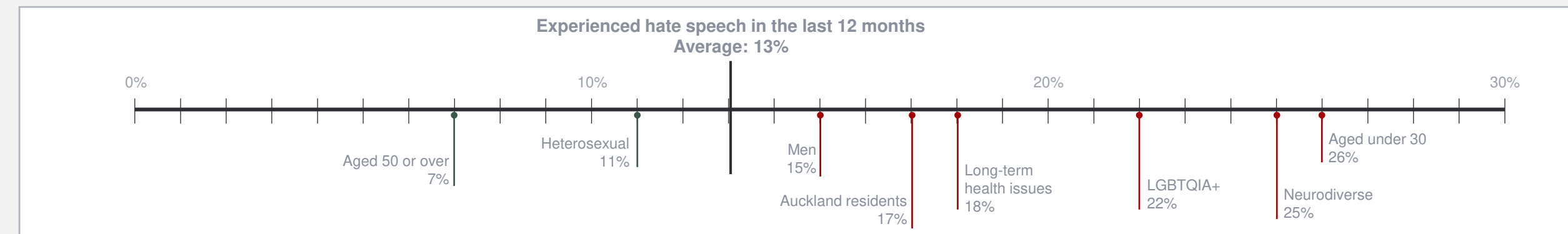
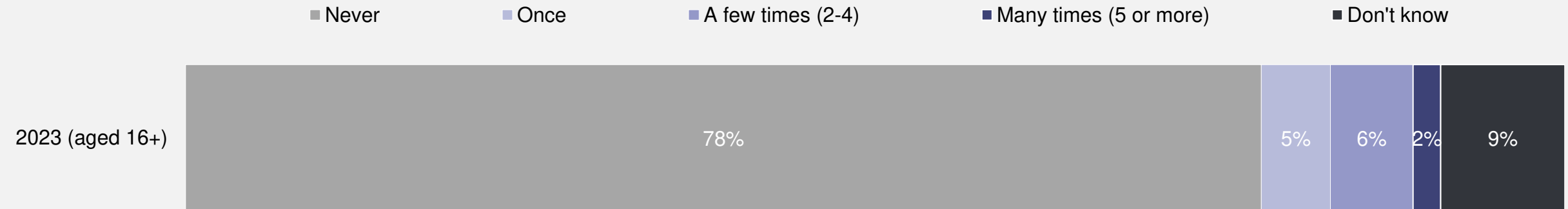


▲▼ Significant increase/decrease since 2020    ▲▼ Significant increase/decrease since 2018

# Personal experience of online hate speech – 2023 demographic differences

New Zealanders under the age of 30, those who are neurodiverse, LGBTQIA+ community members, those with long-term health issues, Auckland residents, and men are more likely than average to have experienced hate speech in the last 12 months.

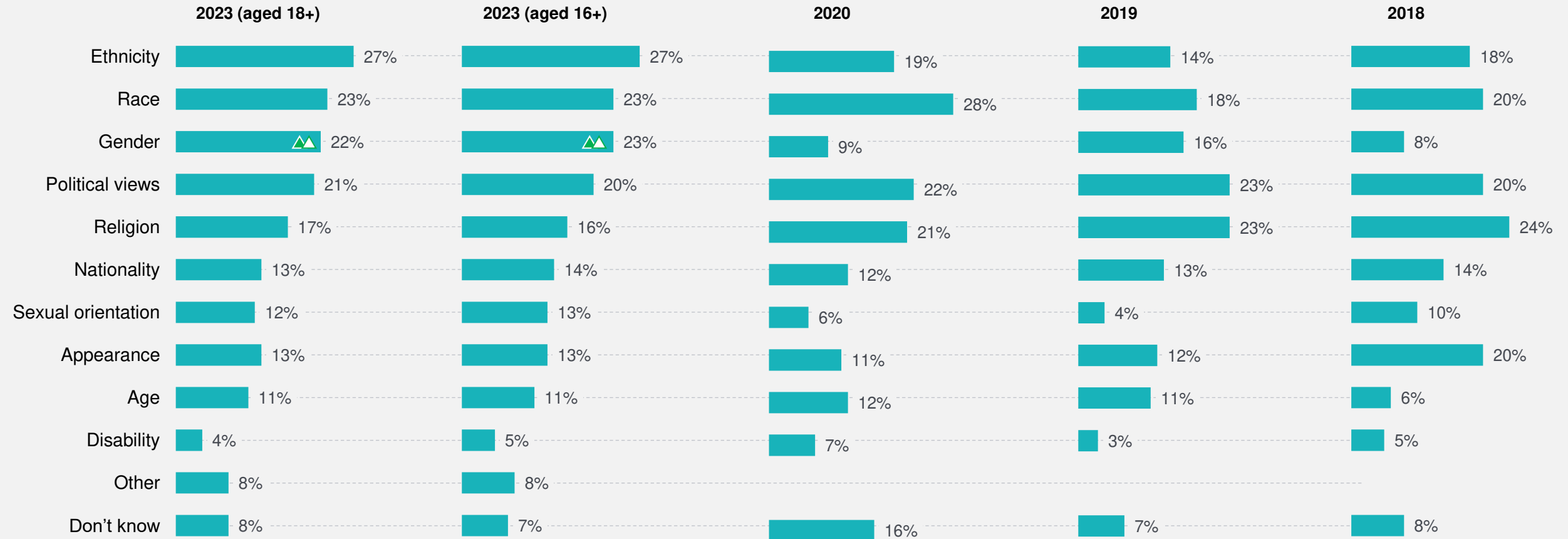
## Personally experienced hate speech in the last 12 months



# Personal experience of online hate speech - over time

Reasons for being targeted by hate speech are wide-ranging, the most common reasons cited were ethnicity, race, gender and political views. These driving themes have changed over the last few years, particularly the prevalence of gender-based hate speech. In 2018 the primary reasons were religion, race, political views, and appearance.

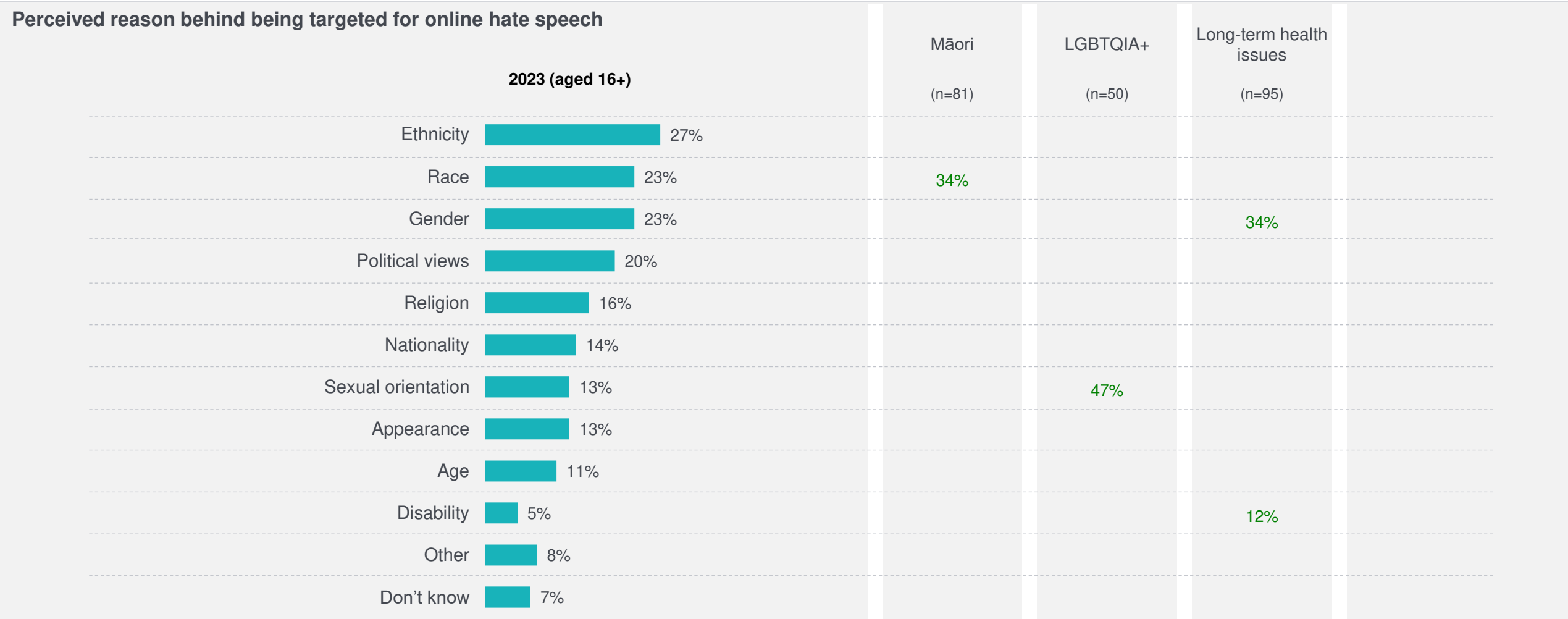
## Perceived reason behind being targeted for online hate speech



▲▼ Significant increase/decrease since 2020    ▲▼ Significant increase/decrease since 2018

# Personal experience of online hate speech – 2023 demographic differences

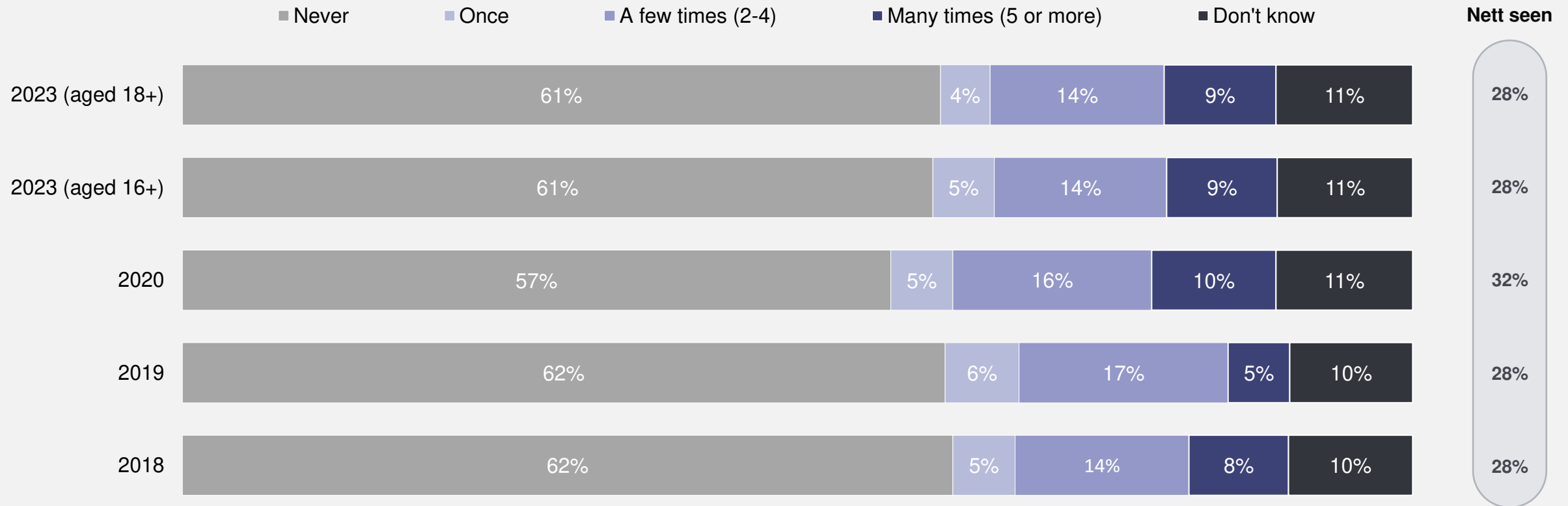
Māori are more likely than average to be the target of race-based hate speech, LGBTQIA+ community members are more likely than average to be the target of sexual orientation-based hate speech, and those with long-term health issues are more likely than average to be the target of gender and disability-based hate speech.



# Exposure to online hate speech - over time

A third of New Zealanders have been exposed to online hate speech in the past year. This proportion has remained broadly consistent over time.

## Seen online hate speech targeting someone else



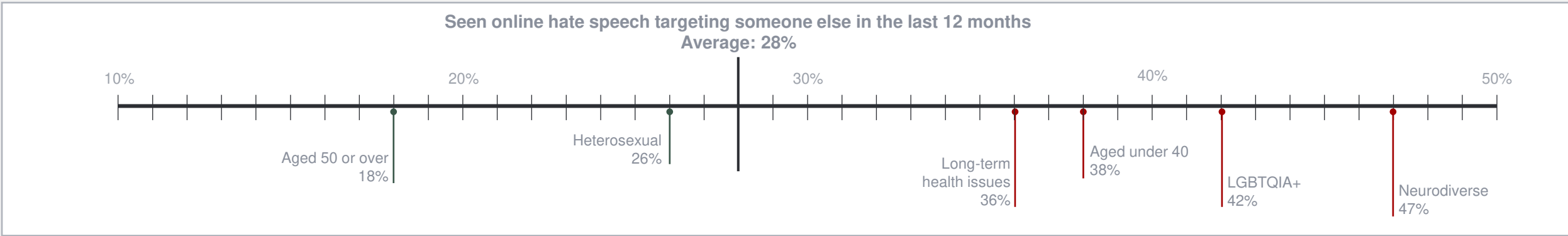
▲▼ Significant increase/decrease since 2020    ▲▼ Significant increase/decrease since 2018



# Exposure to online hate speech - 2023 demographic differences

New Zealanders who are neurodiverse, LGBTQIA+ community members, those under the age of 40, and those with long-term health issues are more likely than average to have seen online hate speech targeting someone else in the last 12 months.

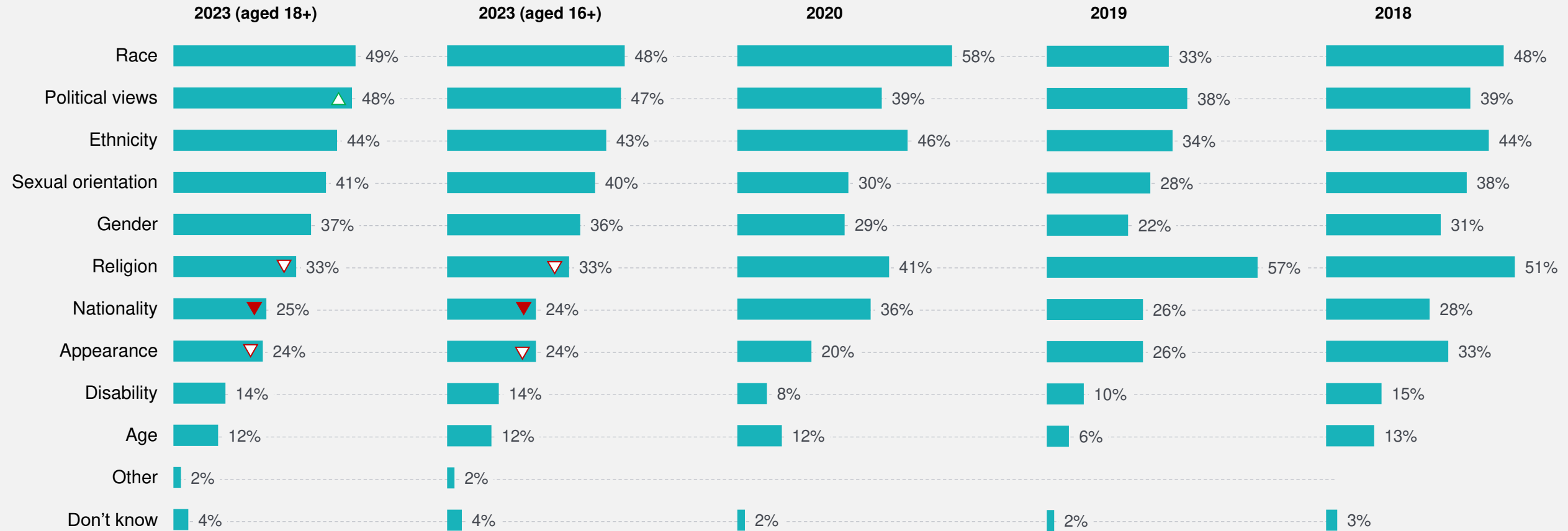
## Seen online hate speech targeting someone else



# Exposure to online hate speech - over time

Instances of online hate speech (targeting someone else) are generally based around the themes of race, political views, ethnicity and sexual orientation. Over time there has been a decrease in the proportion of New Zealanders who have seen religion-based, nationality-based, or appearance-based online hate speech.

## Perceived reason others were targeted for online hate speech

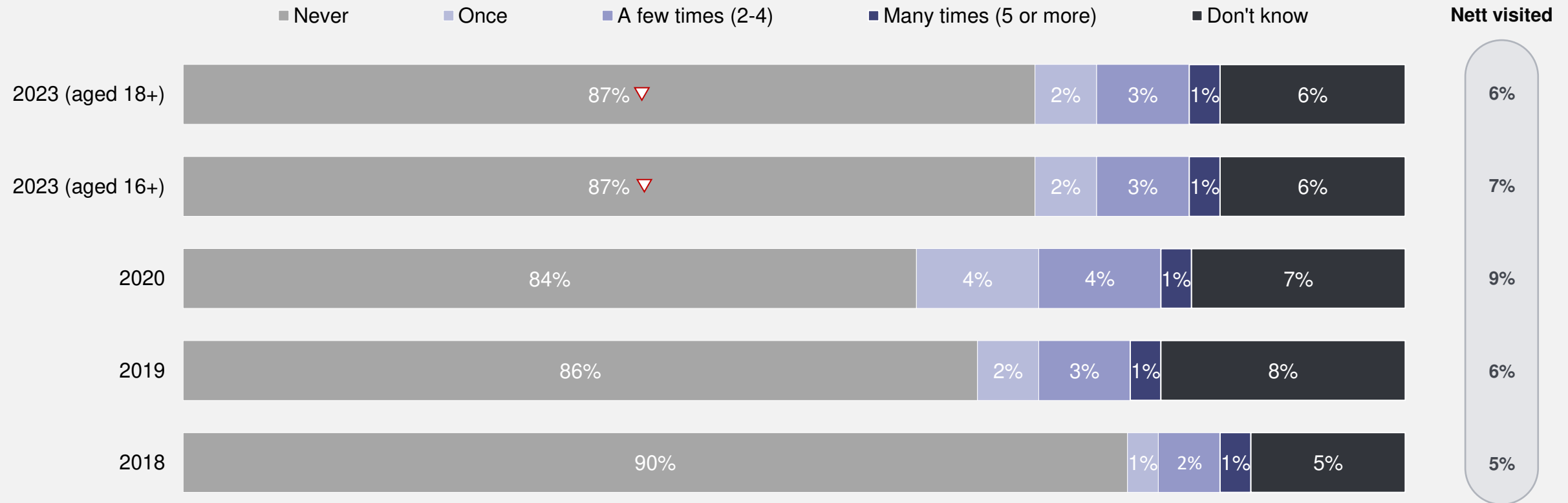


▲▼ Significant increase/decrease since 2020    ▲▼ Significant increase/decrease since 2018

# Engagement with online sites promoting hate speech - over time

Less than one in ten New Zealanders have intentionally visited a site that promotes hate speech. However, fewer New Zealanders now say they haven't visited at least one site that promotes hate speech in the past year.

## Intentionally visited a site that promotes hate speech

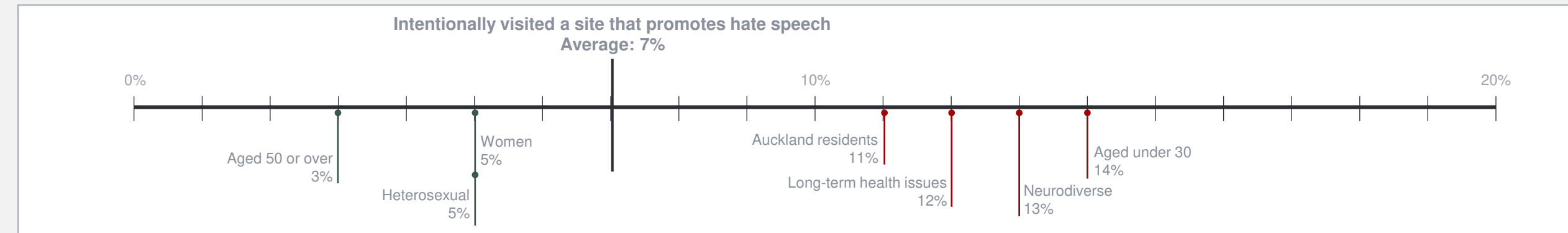


▲▼ Significant increase/decrease since 2020    ▲▼ Significant increase/decrease since 2018

# Engagement with online sites promoting hate speech - 2023 demographic differences

New Zealanders under the age of 30, those who are neurodiverse, those with long-term health issues, and Auckland residents are more likely than average to have intentionally visited a site that promotes hate speech.

## Intentionally visited a site that promotes hate speech



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