

Total	Country											Kids Age						Kids Gender	
Base	UK	Germany	Italy	Spain	Netherlands	New Zealand	Greece	South Africa	USA	Ireland	Czech Republic	13	14	15	16	17	18	Male	Female

GERMANY: Which ONE, if any, of the following BEST describes the type of educational establishment you will be attending for the next academic year (i.e. 2015-2016)? (If you will no longer be in education for the 2015-2016 academic year, please select the 'Not applicable' option)

Unweighted base	510	-	510	-	-	-	-	-	-	-	-	92	91	77	76	66	108	253	257
Base: All aged 13-18 in Germany surveyed who are happy to complete the survey	429	-	429	-	-	-	-	-	-	-	-	77	77	65	64	56	91	213	216
Grundschule	1%	-	1%	-	-	-	-	-	-	-	-	3%	1%	-	-	2%	-	2%	-
Hauptschule	5%	-	5%	-	-	-	-	-	-	-	-	7%	11%	5%	4%	3%	3%	7%	4%
Realschule	16%	-	16%	-	-	-	-	-	-	-	-	28%	27%	19%	14%	5%	2%	16%	16%
Gesamtschule	10%	-	10%	-	-	-	-	-	-	-	-	20%	13%	12%	5%	3%	5%	8%	11%
Gymnasium	47%	-	47%	-	-	-	-	-	-	-	-	42%	44%	58%	63%	64%	26%	47%	48%
Other	8%	-	8%	-	-	-	-	-	-	-	-	-	2%	4%	8%	9%	20%	8%	7%
Don't know	0%	-	0%	-	-	-	-	-	-	-	-	-	-	-	-	3%	-	1%	-
Not applicable - I will no longer be in education for the 2015-2016 academic year	12%	-	12%	-	-	-	-	-	-	-	-	-	1%	1%	5%	12%	44%	11%	13%

To what extent, if at all, do you agree or disagree with the following statement?

Cyberbullying is a bigger problem for young people than drug abuse (i.e. regularly taking illegal drugs)

Unweighted base	4720	568	510	502	500	500	200	506	503	508	200	223	640	675	793	812	799	1001	2071	2649
Base: All aged 13-18 in the UK, Germany, Italy, Spain, Netherlands, New Zealand, Greece, South Africa, USA, Ireland & Czech Republic surveyed who are happy to complete the survey	4720	429	429	429	429	429	429	429	429	429	429	429	623	666	772	817	809	1031	1986	2734
Strongly agree	13%	10%	16%	10%	14%	8%	16%	12%	18%	15%	14%	6%	14%	11%	12%	13%	13%	14%	12%	13%
Tend to agree	30%	35%	36%	28%	21%	31%	39%	22%	31%	29%	37%	26%	32%	30%	32%	28%	30%	31%	30%	31%
Neither agree nor disagree	24%	22%	25%	28%	23%	31%	24%	24%	18%	23%	23%	26%	22%	27%	25%	26%	23%	23%	24%	24%
Tend to disagree	20%	18%	15%	24%	15%	18%	17%	25%	22%	16%	20%	25%	17%	19%	19%	21%	22%	19%	19%	20%
Strongly disagree	9%	8%	5%	8%	21%	4%	3%	12%	8%	12%	4%	12%	7%	9%	7%	9%	10%	10%	11%	7%
Don't know	4%	7%	4%	2%	6%	9%	3%	5%	2%	5%	4%	4%	8%	5%	4%	4%	3%	4%	4%	5%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

YouGov / Vodafone Cyberbullying

Fieldwork Dates : 1st - 14th September 2015

Sample Size: 4,720 13-18 year olds in the UK, Germany, Italy, Spain, Netherlands, New Zealand, Greece, South Africa, USA, Ireland & Czech Republic



Total	Country											Kids Age						Kids Gender	
Base	UK	Germany	Italy	Spain	Netherlands	New Zealand	Greece	South Africa	USA	Ireland	Czech Republic	13	14	15	16	17	18	Male	Female

To what extent, if at all, do you agree or disagree with the following statement?

Cyberbullying is worse than bullying face to face/ in person

Unweighted base	4720	568	510	502	500	500	200	506	503	508	200	223	640	675	793	812	799	1001	2071	2649
Base: All aged 13-18 in the UK, Germany, Italy, Spain, Netherlands, New Zealand, Greece, South Africa, USA, Ireland & Czech Republic surveyed who are happy to complete the survey	4720	429	429	429	429	429	429	429	429	429	429	429	623	666	772	817	809	1031	1986	2734
Strongly agree	20%	8%	21%	18%	26%	15%	17%	20%	30%	18%	26%	22%	23%	21%	20%	18%	18%	20%	19%	20%
Tend to agree	31%	27%	30%	30%	27%	37%	38%	26%	34%	25%	34%	30%	30%	31%	32%	33%	29%	29%	28%	32%
Neither agree nor disagree	26%	33%	29%	28%	25%	27%	28%	28%	15%	28%	23%	20%	22%	25%	25%	27%	27%	27%	25%	26%
Tend to disagree	15%	21%	13%	19%	14%	13%	13%	16%	15%	20%	10%	17%	13%	15%	16%	15%	17%	16%	18%	14%
Strongly disagree	5%	7%	5%	4%	5%	4%	4%	7%	4%	8%	5%	6%	5%	5%	4%	5%	6%	7%	4%	4%
Don't know	3%	4%	2%	2%	3%	4%	2%	3%	2%	3%	3%	5%	6%	3%	3%	3%	2%	2%	3%	3%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

To what extent, if at all, do you agree or disagree with the following statement?

I would find it hard to find the right words when trying to show support for a friend who was being bullied online

Unweighted base	4720	568	510	502	500	500	200	506	503	508	200	223	640	675	793	812	799	1001	2071	2649
Base: All aged 13-18 in the UK, Germany, Italy, Spain, Netherlands, New Zealand, Greece, South Africa, USA, Ireland & Czech Republic surveyed who are happy to complete the survey	4720	429	429	429	429	429	429	429	429	429	429	429	623	666	772	817	809	1031	1986	2734
Strongly agree	10%	4%	17%	7%	16%	4%	8%	11%	15%	10%	10%	9%	10%	11%	11%	11%	8%	10%	10%	10%
Tend to agree	32%	34%	41%	33%	30%	32%	35%	22%	36%	26%	32%	36%	32%	36%	30%	33%	33%	31%	35%	30%
Neither agree nor disagree	14%	15%	14%	23%	12%	19%	12%	17%	9%	13%	14%	11%	16%	16%	15%	12%	15%	13%	16%	13%
Tend to disagree	26%	31%	17%	26%	20%	27%	29%	25%	20%	31%	29%	29%	24%	23%	28%	25%	28%	26%	23%	28%
Strongly disagree	14%	12%	7%	8%	18%	14%	15%	22%	16%	18%	14%	13%	12%	12%	14%	16%	14%	16%	12%	16%
Don't know	3%	4%	4%	3%	4%	3%	2%	3%	3%	3%	3%	3%	5%	3%	3%	3%	3%	3%	3%	3%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

YouGov / Vodafone Cyberbullying

Fieldwork Dates : 1st - 14th September 2015

Sample Size: 4,720 13-18 year olds in the UK, Germany, Italy, Spain, Netherlands, New Zealand, Greece, South Africa, USA, Ireland & Czech Republic



Total	Country											Kids Age						Kids Gender	
Base	UK	Germany	Italy	Spain	Netherlands	New Zealand	Greece	South Africa	USA	Ireland	Czech Republic	13	14	15	16	17	18	Male	Female

****As a reminder, cyberbullying is bullying that takes place online using electronic technology. This includes devices and equipment such as mobile phones, computers and tablets, as well as communication tools including social media websites (e.g. Facebook, Twitter etc.), text messages, image messaging apps (e.g. Snapchat), chat forums and websites.****

Have you EVER seen or experienced cyberbullying?
(Please select one option on each row)

I have been cyberbullied (i.e. bullied online)

Unweighted base	4720	568	510	502	500	500	200	506	503	508	200	223	640	675	793	812	799	1001	2071	2649
Base: All aged 13-18 in the UK, Germany, Italy, Spain, Netherlands, New Zealand, Greece, South Africa, USA, Ireland & Czech Republic surveyed who are happy to complete the survey	4720	429	429	429	429	429	429	429	429	429	429	429	623	666	772	817	809	1031	1986	2734
Yes, I have	18%	15%	18%	11%	8%	15%	30%	14%	24%	27%	26%	8%	12%	16%	22%	19%	20%	17%	14%	20%
No, I haven't	75%	79%	76%	85%	87%	78%	60%	81%	67%	63%	66%	82%	82%	78%	71%	72%	72%	75%	79%	72%
Don't know/ can't recall	6%	5%	5%	2%	4%	6%	10%	4%	7%	9%	5%	8%	4%	5%	5%	7%	7%	6%	5%	6%
Prefer not to say	2%	1%	1%	1%	2%	2%	1%	1%	2%	2%	4%	2%	2%	1%	2%	2%	1%	2%	1%	2%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Total	Country											Kids Age						Kids Gender	
Base	UK	Germany	Italy	Spain	Netherlands	New Zealand	Greece	South Africa	USA	Ireland	Czech Republic	13	14	15	16	17	18	Male	Female

****As a reminder, cyberbullying is bullying that takes place online using electronic technology. This includes devices and equipment such as mobile phones, computers and tablets, as well as communication tools including social media websites (e.g. Facebook, Twitter etc.), text messages, image messaging apps (e.g. Snapchat), chat forums and websites.****

Have you EVER seen or experienced cyberbullying?
(Please select one option on each row)

"I have heard of cyberbullying happen to a friend/ family member"

Unweighted base	4720	568	510	502	500	500	200	506	503	508	200	223	640	675	793	812	799	1001	2071	2649
Base: All aged 13-18 in the UK, Germany, Italy, Spain, Netherlands, New Zealand, Greece, South Africa, USA, Ireland & Czech Republic surveyed who are happy to complete the survey	4720	429	429	429	429	429	429	429	429	429	429	429	623	666	772	817	809	1031	1986	2734
Yes, I have	41%	39%	34%	39%	37%	29%	58%	27%	60%	49%	56%	28%	34%	40%	44%	44%	44%	41%	40%	43%
No, I haven't	49%	51%	57%	55%	54%	63%	32%	61%	31%	38%	37%	58%	57%	51%	47%	45%	46%	50%	52%	47%
Don't know/ can't recall	9%	9%	7%	5%	8%	8%	10%	11%	8%	12%	7%	12%	8%	9%	9%	10%	10%	7%	8%	10%
Prefer not to say	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

YouGov / Vodafone Cyberbullying

Fieldwork Dates : 1st - 14th September 2015

Sample Size: 4,720 13-18 year olds in the UK, Germany, Italy, Spain, Netherlands, New Zealand, Greece, South Africa, USA, Ireland & Czech Republic



Total	Country											Kids Age						Kids Gender	
Base	UK	Germany	Italy	Spain	Netherlands	New Zealand	Greece	South Africa	USA	Ireland	Czech Republic	13	14	15	16	17	18	Male	Female

****As a reminder, cyberbullying is bullying that takes place online using electronic technology. This includes devices and equipment such as mobile phones, computers and tablets, as well as communication tools including social media websites (e.g. Facebook, Twitter etc.), text messages, image messaging apps (e.g. Snapchat), chat forums and websites.****

Have you EVER seen or experienced cyberbullying?
(Please select one option on each row)

"I have heard of cyberbullying happen to someone else"

Unweighted base	4720	568	510	502	500	500	200	506	503	508	200	223	640	675	793	812	799	1001	2071	2649
Base: All aged 13-18 in the UK, Germany, Italy, Spain, Netherlands, New Zealand, Greece, South Africa, USA, Ireland & Czech Republic surveyed who are happy to complete the survey	4720	429	429	429	429	429	429	429	429	429	429	429	623	666	772	817	809	1031	1986	2734
Yes, I have	70%	68%	65%	70%	63%	51%	84%	69%	84%	79%	85%	55%	60%	67%	70%	74%	76%	71%	67%	73%
No, I haven't	22%	25%	30%	24%	27%	40%	10%	23%	10%	15%	10%	32%	32%	26%	22%	19%	17%	21%	26%	20%
Don't know/ can't recall	7%	7%	4%	6%	8%	9%	6%	8%	5%	6%	6%	11%	7%	7%	7%	6%	6%	7%	7%	7%
Prefer not to say	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%	1%	1%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

YouGov / Vodafone Cyberbullying

Fieldwork Dates : 1st - 14th September 2015

Sample Size: 4,720 13-18 year olds in the UK, Germany, Italy, Spain, Netherlands, New Zealand, Greece, South Africa, USA, Ireland & Czech Republic

Total	Country											Kids Age						Kids Gender	
Base	UK	Germany	Italy	Spain	Netherlands	New Zealand	Greece	South Africa	USA	Ireland	Czech Republic	13	14	15	16	17	18	Male	Female

****You said that you have heard of cyberbullying happen to a friend/ family member. If this has happened more than once, please think about the most recent time you have heard of a friend/ family member being cyberbullied.****

**Which, if any, of the following did you do as a result of seeing cyberbullying happen to a friend/ family member?
(Please select all that apply)**

Unweighted base	1899	221	174	195	183	145	115	139	302	250	112	63	220	265	333	347	337	397	813	1086
Base: All aged 13-18 in the UK, Germany, Italy, Spain, Netherlands, New Zealand, Greece, South Africa, USA, Ireland & Czech Republic surveyed who have seen cyberbullying happen to a friend and are happy to complete the survey	1956	167	146	167	157	124	247	118	258	211	240	121	214	265	336	358	357	427	792	1165
Told the bully myself they should stop, or told them what they are doing is wrong	26%	19%	37%	24%	15%	27%	23%	24%	26%	36%	25%	22%	19%	31%	29%	25%	24%	24%	26%	25%
Confronted the bully (face to face, online etc.)	21%	16%	30%	15%	12%	17%	23%	17%	20%	27%	29%	14%	14%	18%	23%	19%	23%	24%	22%	20%
Told the person who was being bullied that they have my support	60%	61%	60%	49%	66%	57%	60%	58%	61%	64%	61%	70%	56%	56%	59%	65%	66%	59%	56%	63%
Reported the cyberbullying to a trusted adult (e.g. teacher, parent etc.)	41%	33%	36%	48%	44%	38%	51%	43%	49%	26%	43%	37%	53%	44%	43%	38%	35%	41%	38%	44%
Something else	8%	11%	9%	6%	7%	8%	5%	10%	6%	11%	9%	2%	5%	5%	4%	10%	9%	10%	7%	8%
I did nothing	8%	9%	6%	7%	5%	11%	9%	4%	8%	10%	5%	11%	8%	7%	9%	7%	7%	8%	9%	7%
Can't recall/ prefer not to say	4%	9%	7%	2%	4%	3%	7%	2%	1%	7%	3%	3%	4%	5%	5%	4%	4%	4%	5%	4%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Total	Country											Kids Age						Kids Gender	
Base	UK	Germany	Italy	Spain	Netherlands	New Zealand	Greece	South Africa	USA	Ireland	Czech Republic	13	14	15	16	17	18	Male	Female

Which, if any, of the following are reasons why you didn't do anything as a result of seeing cyberbullying happen to a friend/ family member? (Please select all that apply)

Unweighted base	147	19	11	14	10	16	10	6	24	24	6	7	18	19	29	25	26	30	76	71
Base: All aged 13-18 in the UK, Germany, Italy, Spain, Netherlands, New Zealand, Greece, South Africa, USA, Ireland & Czech Republic surveyed who have seen cyberbullying happen to a friend and did nothing and are happy to complete the survey	152	14	9	12	9	14	21	5	20	20	13	13	18	18	30	25	25	35	74	77
I did not know how to help	48%	42%	27%	50%	40%	63%	80%	50%	42%	50%	50%	14%	52%	33%	61%	51%	43%	46%	46%	51%
I was scared that I would be bullied back as a result	22%	16%	27%	21%	20%	13%	40%	33%	25%	17%	33%	-	32%	9%	32%	25%	14%	19%	18%	26%
I didn't think it would be a good idea to get involved	32%	37%	18%	21%	60%	13%	40%	17%	33%	46%	17%	29%	31%	29%	45%	33%	39%	16%	28%	35%
The bully was also a friend	12%	11%	18%	-	10%	-	10%	-	4%	25%	17%	29%	4%	5%	22%	-	11%	20%	14%	10%
It was impossible to put the right thing to say into words	11%	16%	-	21%	10%	-	10%	-	21%	13%	-	14%	14%	5%	8%	19%	13%	8%	15%	7%
Other	13%	21%	9%	7%	-	25%	10%	17%	13%	17%	-	14%	-	9%	8%	17%	23%	14%	16%	9%
Can't recall/ prefer not to say	2%	-	9%	-	-	-	-	-	-	4%	-	14%	5%	11%	3%	-	-	-	1%	4%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

YouGov / Vodafone Cyberbullying

Fieldwork Dates : 1st - 14th September 2015

Sample Size: 4,720 13-18 year olds in the UK, Germany, Italy, Spain, Netherlands, New Zealand, Greece, South Africa, USA, Ireland & Czech Republic



Total	Country											Kids Age						Kids Gender	
Base	UK	Germany	Italy	Spain	Netherlands	New Zealand	Greece	South Africa	USA	Ireland	Czech Republic	13	14	15	16	17	18	Male	Female

**** You said that you have been cyberbullied...****

Thinking about all of the times you have been cyberbullied, which, if any, of the following describe how it made you feel? (Please select all that apply)

Unweighted base	802	84	93	57	38	75	60	70	120	136	51	18	77	100	156	150	141	178	293	509
Base: All aged 13-18 in the UK, Germany, Italy, Spain, Netherlands, New Zealand, Greece, South Africa, USA, Ireland & Czech Republic surveyed who have experienced cyberbullying themselves and are happy to complete the survey	837	63	78	49	33	64	129	59	102	115	109	35	75	104	167	152	161	178	282	555
Completely alone	26%	32%	33%	21%	32%	20%	18%	17%	31%	30%	29%	28%	17%	20%	20%	29%	28%	36%	21%	29%
Scared	31%	31%	32%	30%	34%	25%	28%	40%	37%	35%	24%	28%	28%	22%	39%	30%	27%	34%	25%	34%
Helpless/ didn't know what to do	41%	44%	49%	42%	45%	35%	35%	19%	44%	38%	45%	67%	32%	40%	35%	47%	43%	44%	38%	43%
Angry with the bully	54%	58%	49%	44%	47%	59%	53%	50%	62%	57%	55%	50%	62%	70%	53%	51%	49%	51%	52%	55%
Ashamed	29%	21%	35%	42%	26%	8%	37%	31%	29%	28%	31%	22%	12%	21%	34%	32%	35%	30%	22%	33%
Depressed	41%	39%	43%	28%	37%	19%	47%	23%	55%	42%	51%	28%	26%	35%	35%	46%	44%	47%	31%	46%
I had suicidal thoughts	18%	15%	18%	5%	8%	8%	23%	9%	18%	24%	25%	22%	10%	14%	15%	23%	20%	21%	13%	20%
I didn't let it worry me	17%	15%	22%	9%	13%	17%	22%	17%	7%	25%	16%	6%	15%	15%	16%	16%	23%	13%	19%	15%
Upset	56%	64%	38%	40%	29%	49%	62%	56%	68%	60%	69%	28%	46%	56%	54%	51%	61%	60%	45%	61%
Other	3%	10%	2%	-	-	1%	2%	-	1%	2%	8%	-	5%	2%	1%	5%	2%	3%	1%	3%
Can't recall/ prefer not to say	1%	4%	1%	-	-	1%	2%	4%	-	2%	-	-	-	2%	3%	1%	1%	1%	1%	2%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

YouGov / Vodafone Cyberbullying

Fieldwork Dates : 1st - 14th September 2015

Sample Size: 4,720 13-18 year olds in the UK, Germany, Italy, Spain, Netherlands, New Zealand, Greece, South Africa, USA, Ireland & Czech Republic

Total	Country											Kids Age						Kids Gender	
Base	UK	Germany	Italy	Spain	Netherlands	New Zealand	Greece	South Africa	USA	Ireland	Czech Republic	13	14	15	16	17	18	Male	Female

Which, if any, of the following have you ever done as a result of being cyberbullied? (Please select all that apply)

Unweighted base	802	84	93	57	38	75	60	70	120	136	51	18	77	100	156	150	141	178	293	509
Base: All aged 13-18 in the UK, Germany, Italy, Spain, Netherlands, New Zealand, Greece, South Africa, USA, Ireland & Czech Republic surveyed who have experienced cyberbullying themselves and are happy to complete the survey	837	63	78	49	33	64	129	59	102	115	109	35	75	104	167	152	161	178	282	555
Not gone to school	21%	18%	26%	23%	18%	12%	25%	10%	26%	18%	27%	6%	16%	25%	22%	23%	19%	19%	20%	21%
Avoided people	38%	43%	38%	26%	37%	16%	40%	27%	40%	47%	55%	17%	22%	29%	39%	35%	46%	46%	31%	42%
Avoided social activities (e.g. sports clubs, outings with friends etc.)	28%	32%	31%	18%	42%	11%	25%	24%	37%	36%	31%	6%	19%	31%	28%	29%	21%	36%	27%	29%
Closed down my social media accounts (e.g. Facebook, Twitter etc.)	25%	18%	16%	18%	18%	15%	32%	23%	30%	26%	35%	11%	18%	14%	30%	25%	30%	23%	21%	26%
Changed my appearance	16%	20%	19%	9%	24%	7%	15%	10%	22%	18%	10%	28%	13%	13%	18%	13%	20%	16%	13%	17%
Taken out my feelings/ anger on someone else	27%	25%	27%	21%	13%	15%	30%	24%	43%	30%	27%	-	29%	26%	25%	21%	32%	27%	22%	29%
Cried	49%	51%	42%	42%	34%	45%	55%	30%	58%	46%	69%	28%	49%	45%	47%	53%	51%	48%	31%	58%
Hurt myself on purpose	17%	20%	20%	12%	16%	8%	20%	9%	14%	21%	20%	11%	14%	14%	13%	23%	14%	19%	9%	21%
Thought of myself in a more negative way	47%	54%	47%	32%	39%	24%	55%	24%	47%	51%	63%	50%	40%	38%	48%	52%	52%	45%	38%	51%
None of these	13%	15%	10%	5%	18%	27%	12%	19%	7%	13%	12%	17%	10%	20%	7%	14%	13%	16%	14%	13%
Can't recall/ prefer not to say	2%	4%	5%	2%	3%	3%	2%	3%	-	2%	-	11%	-	3%	3%	4%	1%	3%	3%	2%

Have you ever told your parents/ guardians that you have been cyberbullied?

Unweighted base	802	84	93	57	38	75	60	70	120	136	51	18	77	100	156	150	141	178	293	509
Base: All aged 13-18 in the UK, Germany, Italy, Spain, Netherlands, New Zealand, Greece, South Africa, USA, Ireland & Czech Republic surveyed who have experienced cyberbullying themselves and are happy to complete the survey	837	63	78	49	33	64	129	59	102	115	109	35	75	104	167	152	161	178	282	555
Yes, I have	57%	60%	47%	65%	71%	75%	62%	44%	63%	49%	53%	50%	80%	72%	61%	56%	42%	50%	59%	56%
No, I haven't	38%	37%	45%	35%	26%	19%	32%	47%	35%	46%	41%	50%	14%	26%	35%	38%	52%	44%	36%	39%
Can't recall/ prefer not to say	5%	4%	8%	-	3%	7%	7%	9%	2%	5%	6%	-	6%	1%	3%	6%	7%	6%	5%	5%

YouGov / Vodafone Cyberbullying

Fieldwork Dates : 1st - 14th September 2015

Sample Size: 4,720 13-18 year olds in the UK, Germany, Italy, Spain, Netherlands, New Zealand, Greece, South Africa, USA, Ireland & Czech Republic



Total	Country											Kids Age						Kids Gender	
Base	UK	Germany	Italy	Spain	Netherlands	New Zealand	Greece	South Africa	USA	Ireland	Czech Republic	13	14	15	16	17	18	Male	Female

****You said that you have never told your parents/ guardians you have been cyberbullied...****

Which of the following are reasons why? (Please select all that apply)

	Unweighted base	304	31	42	20	10	14	19	33	42	63	21	9	13	25	58	54	72	82	107	197
Base: All aged 13-18 in the UK, Germany, Italy, Spain, Netherlands, New Zealand, Greece, South Africa, USA, Ireland & Czech Republic surveyed who have experienced cyberbullying themselves and not told their parents and are happy to complete the survey		317	23	35	17	9	12	41	28	36	53	45	17	11	27	59	57	83	79	102	215
I was ashamed and/ or embarrassed	32%	32%	38%	65%	30%	29%	37%	36%	38%	19%	24%	11%	32%	30%	34%	28%	40%	24%	26%	34%	
I'm not that close to my parents/ guardians	24%	26%	29%	15%	40%	14%	21%	21%	5%	33%	29%	22%	8%	14%	14%	37%	26%	24%	11%	29%	
I didn't want to admit it was happening	27%	23%	43%	15%	40%	29%	21%	18%	43%	32%	10%	22%	47%	29%	26%	29%	20%	28%	25%	27%	
I was scared they would try to get involved	40%	52%	29%	30%	50%	43%	37%	27%	57%	46%	33%	33%	37%	37%	47%	32%	42%	38%	32%	43%	
If those who bullied me found out I'd told my parents/ guardians, it would make things worse (e.g. could give the bullies reason to keep bullying me)	24%	29%	21%	25%	20%	21%	32%	18%	21%	22%	19%	44%	46%	25%	24%	25%	24%	21%	27%	23%	
I was worried about what my parents/ guardians might do	36%	23%	26%	35%	60%	29%	42%	36%	36%	44%	33%	33%	46%	34%	44%	31%	40%	28%	28%	40%	
Other	14%	23%	12%	5%	-	14%	16%	15%	10%	13%	24%	11%	-	17%	11%	16%	17%	15%	20%	12%	
Can't recall/ prefer not to say	3%	3%	-	5%	-	-	5%	3%	-	3%	10%	-	-	8%	8%	-	5%	-	2%	4%	

YouGov / Vodafone
Cyberbullying

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Total	Country											Kids Age						Kids Gender	
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NETHERLANDS: Which, if any, of the following people/ organisations would you like to see ****do more**** to help prevent cyberbullying? (Please select all that apply)

Unweighted base	500	-	-	-	-	500	-	-	-	-	-	-	76	66	89	102	91	76	215	285
Base: All aged 13-18 in the Netherlands surveyed who are happy to complete the survey	429	-	-	-	-	429	-	-	-	-	-	-	65	57	76	88	78	65	185	245
My school	48%	-	-	-	-	48%	-	-	-	-	-	-	45%	53%	47%	54%	45%	41%	45%	50%
My student community (e.g. school council, after-school clubs etc.)	36%	-	-	-	-	36%	-	-	-	-	-	-	38%	36%	30%	36%	35%	43%	35%	38%
Internet service providers (i.e. organisations that provide services for accessing or using the internet)	28%	-	-	-	-	28%	-	-	-	-	-	-	28%	21%	21%	30%	25%	42%	30%	26%
Social media networks themselves (e.g. Facebook, Twitter etc.)	63%	-	-	-	-	63%	-	-	-	-	-	-	46%	65%	57%	71%	69%	66%	59%	66%
Mobile phone operators (i.e. organisations that provide telephone/ mobile connections, not the people who make the handsets)	17%	-	-	-	-	17%	-	-	-	-	-	-	17%	12%	15%	25%	15%	16%	17%	17%
Technology companies (e.g. Apple, Microsoft etc.)	19%	-	-	-	-	19%	-	-	-	-	-	-	22%	11%	19%	19%	18%	25%	19%	19%
Politicians	31%	-	-	-	-	31%	-	-	-	-	-	-	26%	30%	33%	28%	32%	34%	27%	33%
People who use social media networks	46%	-	-	-	-	46%	-	-	-	-	-	-	47%	39%	40%	50%	49%	46%	45%	46%
None of these	2%	-	-	-	-	2%	-	-	-	-	-	-	1%	-	4%	1%	1%	3%	2%	2%
Don't know	9%	-	-	-	-	9%	-	-	-	-	-	-	13%	11%	12%	6%	9%	3%	8%	9%

Total	Country											Kids Age						Kids Gender	
Base	UK	Germany	Italy	Spain	Netherlands	New Zealand	Greece	South Africa	USA	Ireland	Czech Republic	13	14	15	16	17	18	Male	Female

Which of the following types of ****cyberbullying**** have you personally experienced/ or seen somebody else be a victim of? (Please select all that apply)

Unweighted base	1400	405	372	-	333	290	-	-	-	-	-	-	225	220	224	257	228	246	662	738
Base: All aged 13-18 in the UK, Germany, Netherlands & Spain surveyed who have experienced cyberbullying themselves or have seen this happen to a friend/ someone they know and are happy to complete the survey	1154	306	313	-	286	249	-	-	-	-	-	-	183	181	186	212	188	204	545	608
Racism (i.e. cyberbullying due to race/ colour of skin)	21%	22%	23%	-	19%	18%	-	-	-	-	-	-	16%	17%	20%	20%	19%	30%	22%	20%
Homophobia (i.e. cyberbullying due to sexuality)	19%	24%	16%	-	21%	12%	-	-	-	-	-	-	9%	9%	16%	24%	22%	28%	18%	19%
Sexism (i.e. cyberbullying due to gender)	19%	17%	19%	-	27%	13%	-	-	-	-	-	-	12%	16%	20%	21%	23%	21%	17%	20%
Religious discrimination (i.e. cyberbullying due to religion practiced)	13%	17%	13%	-	10%	13%	-	-	-	-	-	-	10%	11%	12%	16%	15%	16%	14%	12%
Classism (i.e. cyberbullying due to social class)	19%	15%	28%	-	14%	18%	-	-	-	-	-	-	20%	18%	22%	18%	17%	19%	21%	17%
Lookism (i.e. cyberbullying due to how you look)	49%	53%	62%	-	36%	41%	-	-	-	-	-	-	50%	42%	51%	46%	49%	55%	46%	51%
Ageism (i.e. cyberbullying due to age)	7%	4%	7%	-	10%	10%	-	-	-	-	-	-	6%	6%	10%	7%	7%	9%	9%	6%
None of these	21%	22%	14%	-	20%	29%	-	-	-	-	-	-	23%	20%	18%	25%	20%	19%	20%	21%
Don't know/ can't recall	6%	9%	5%	-	4%	8%	-	-	-	-	-	-	6%	10%	4%	8%	8%	4%	5%	8%

****Please imagine that a teenager (i.e. 13 to 19) was being cyberbullied...****

How much easier or harder do you think it would be for them to cope with cyberbullying if they received support/ empathy from their friends/ followers on social media websites (e.g. Facebook, Twitter etc.) or via text/ message?

Unweighted base	4720	568	510	502	500	500	200	506	503	508	200	223	640	675	793	812	799	1001	2071	2649
Base: All aged 13-18 in the UK, Germany, Italy, Spain, Netherlands, New Zealand, Greece, South Africa, USA, Ireland & Czech Republic surveyed who are happy to complete the survey	4720	429	429	429	429	429	429	429	429	429	429	429	623	666	772	817	809	1031	1986	2734
A lot easier	37%	30%	19%	23%	48%	18%	43%	58%	56%	44%	50%	22%	37%	37%	37%	37%	37%	39%	36%	38%
A little easier	42%	47%	48%	50%	37%	58%	39%	26%	29%	39%	40%	46%	40%	39%	42%	44%	46%	40%	41%	42%
It would make no difference	11%	13%	23%	16%	7%	14%	8%	8%	6%	8%	6%	17%	11%	13%	12%	10%	11%	11%	13%	10%
A little harder	3%	2%	3%	6%	3%	3%	2%	2%	3%	2%	2%	2%	4%	4%	3%	2%	3%	2%	3%	3%
A lot harder	2%	2%	2%	3%	2%	1%	2%	3%	3%	2%	-	3%	1%	2%	2%	2%	1%	3%	2%	2%
Not sure	5%	6%	5%	3%	3%	5%	7%	4%	2%	5%	3%	9%	7%	5%	4%	4%	2%	5%	4%	5%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

YouGov / Vodafone

Cyberbullying

Fieldwork Dates : 1st - 14th September 2015

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Total	Country											Kids Age						Kids Gender	
Base	UK	Germany	Italy	Spain	Netherlands	New Zealand	Greece	South Africa	USA	Ireland	Czech Republic	13	14	15	16	17	18	Male	Female

****Thinking about communicating with your friends generally (i.e. about all topics) on social media websites (e.g. Facebook, Twitter etc.) and on your mobile/ smartphone/ tablet...****

Through which ONE of the following ways do you think you would find it ****easier**** to express your feelings or views to them? (Please select the option that best applies. If you never use social media, please select the 'Not applicable' option)

Unweighted base	4720	568	510	502	500	500	200	506	503	508	200	223	640	675	793	812	799	1001	2071	2649
Base: All aged 13-18 in the UK, Germany, Italy, Spain, Netherlands, New Zealand, Greece, South Africa, USA, Ireland & Czech Republic surveyed who are happy to complete the survey	4720	429	429	429	429	429	429	429	429	429	429	429	623	666	772	817	809	1031	1986	2734
Using words	36%	33%	35%	50%	48%	31%	35%	36%	25%	40%	43%	22%	29%	37%	34%	34%	38%	42%	41%	32%
Using emojis (i.e. a small digital image or icon used to express an idea or emotion in electronic communication)	10%	9%	11%	13%	10%	18%	8%	10%	10%	7%	6%	13%	12%	13%	12%	10%	8%	9%	11%	10%
Using a combination of both emojis and words	48%	48%	47%	33%	36%	47%	54%	48%	60%	47%	48%	58%	52%	42%	48%	52%	50%	44%	42%	52%
Not applicable - I never use social media	6%	10%	6%	4%	5%	4%	4%	7%	4%	6%	4%	8%	7%	7%	5%	4%	4%	5%	6%	5%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

YouGov / Vodafone Cyberbullying

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****For the following question, by an "emoji", we mean a small digital image or icon used to express an idea or emotion in electronic communication.****

****Please imagine that one of your friends was being cyberbullied (i.e. another teenager aged 13 to 19)...****

How likely or unlikely would you be to share with them an emoji that has been created to show support/ compassion for people who are being cyberbullied (e.g. on social media, via text message etc.)?

Unweighted base	4720	568	510	502	500	500	200	506	503	508	200	223	640	675	793	812	799	1001	2071	2649
Base: All aged 13-18 in the UK, Germany, Italy, Spain, Netherlands, New Zealand, Greece, South Africa, USA, Ireland & Czech Republic surveyed who are happy to complete the survey	4720	429	429	429	429	429	429	429	429	429	429	429	623	666	772	817	809	1031	1986	2734
Very likely	31%	19%	22%	31%	27%	28%	34%	34%	58%	31%	37%	22%	35%	31%	32%	29%	30%	31%	28%	34%
Fairly likely	40%	33%	39%	52%	48%	42%	38%	43%	32%	36%	37%	45%	43%	41%	42%	41%	39%	38%	42%	39%
Fairly unlikely	12%	18%	21%	7%	13%	12%	11%	9%	5%	12%	12%	13%	8%	11%	11%	14%	14%	13%	13%	11%
Very unlikely	7%	14%	6%	4%	5%	8%	9%	6%	3%	11%	9%	6%	3%	6%	5%	8%	10%	10%	8%	7%
Don't know	9%	16%	11%	6%	7%	11%	9%	8%	3%	11%	6%	14%	12%	12%	9%	8%	7%	9%	9%	9%
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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****Please imagine that you have just opened up your social media (e.g. Facebook, Twitter etc.) and you see cruel comments about one of your friends (i.e. another teenager aged 13 to 19), they are being cyberbullied...****

If you had to choose, which ONE of the following groups of images would you send them in order to show **your support for them?**

Unweighted base	4720	568	510	502	500	500	200	506	503	508	200	223	640	675	793	812	799	1001	2071	2649
Base: All aged 13-18 in the UK, Germany, Italy, Spain, Netherlands, New Zealand, Greece, South Africa, USA, Ireland & Czech Republic surveyed who are happy to complete the survey	4720	429	429	429	429	429	429	429	429	429	429	429	623	666	772	817	809	1031	1986	2734
Emoji 1	33%	26%	25%	30%	37%	39%	35%	30%	45%	35%	34%	31%	30%	30%	34%	36%	31%	37%	22%	42%
Emoji 2	35%	30%	43%	37%	34%	35%	30%	41%	27%	28%	32%	44%	38%	37%	35%	33%	35%	32%	44%	28%
Emoji 3	2%	2%	0%	2%	1%	0%	3%	1%	0%	3%	3%	0%	1%	1%	2%	2%	1%	2%	2%	1%
Emoji 4	7%	11%	5%	5%	5%	4%	10%	6%	4%	11%	8%	5%	6%	6%	8%	7%	7%	7%	7%	7%
Emoji 5	5%	8%	4%	5%	4%	6%	5%	4%	6%	4%	5%	9%	5%	6%	4%	5%	6%	6%	5%	5%
Emoji 6	14%	13%	16%	17%	16%	13%	14%	15%	15%	12%	15%	7%	15%	14%	13%	14%	14%	13%	14%	13%
Emoji 7	5%	9%	6%	4%	3%	4%	5%	3%	3%	6%	4%	4%	5%	5%	5%	3%	5%	5%	6%	4%