

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

****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%	