

Cyberbullying - Internal

GB Sample: 29th March - 1st April 2019

2,034 Adults

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Which, if any, of the following forms of cyberbullying have you ever experienced online? (Please select all that apply. If you have never experienced any form of cyberbullying, please select the 'Not applicable' option)

Unweighted base	1843	836	1007	158	285	295	350	755
Base: All GB adults online	1841	883	957	196	286	299	346	715
Harassment (i.e. someone sending you offensive, rude, insulting messages and/or being abusive online)	13%	13%	14%	28%	23%	18%	10%	5%
Denigration (i.e. someone spreading information about you that is fake, damaging, or untrue)	7%	8%	6%	18%	13%	6%	6%	3%
Flaming (i.e. someone using extremely offensive language towards you in what seems like a deliberate attempt to get into a fight)	9%	12%	7%	19%	18%	12%	5%	4%
Impersonation (i.e. someone using your online identity and sending material to others)	4%	6%	2%	8%	7%	5%	3%	2%
Outing / Trickery (i.e. someone sharing your personal information such as data or photos of you or tricking you into revealing secrets and forwarding it on)	3%	4%	2%	7%	6%	3%	3%	1%
Cyberstalking (i.e. someone repeatedly sending messages to you that make you afraid for your safety)	5%	4%	5%	10%	7%	8%	5%	1%
Exclusion (i.e. someone intentionally leaving you out of online group situations like group messages or gaming sites)	7%	8%	6%	22%	9%	10%	5%	2%
Revenge porn (i.e. someone uploading intimate photos of you without your permission)	2%	2%	1%	3%	2%	3%	1%	1%
Other	1%	2%	1%	1%	2%	1%	1%	1%
Don't know/ can't recall	3%	4%	2%	6%	3%	3%	2%	2%
Not applicable - I have never experienced any form of cyberbullying	73%	71%	76%	43%	58%	67%	80%	87%
Prefer not to say	1%	1%	1%	3%	2%	1%	0%	0%
Chose not to answer survey questions	-	-	-	-	-	-	-	-

Cyberbullying - Internal

GB Sample: 29th March - 1st April 2019

2,034 Adults

What platform it happened on								
Twitter	Snapchat	Facebook	Instagram	LinkedIn	YouTube	Other	Don't know	Prefer not to say

Which, if any, of the following forms of cyberbullying have you ever experienced online? (Please select all that apply. If you have never experienced any form of cyberbullying, please select the 'Not applicable' option)

Unweighted base	66	25	258	30	9	30	131	40	23
Base: All GB adults online	70	27	265	34	11	34	134	43	25
Harassment (i.e. someone sending you offensive, rude, insulting messages and/or being abusive online)	71%	50%	60%	63%	29%	56%	60%	11%	38%
Denigration (i.e. someone spreading information about you that is fake, damaging, or untrue)	34%	45%	33%	42%	9%	24%	42%	10%	16%
Flaming (i.e. someone using extremely offensive language towards you in what seems like a deliberate attempt to get into a fight)	56%	48%	40%	59%	48%	55%	48%	13%	28%
Impersonation (i.e. someone using your online identity and sending material to others)	17%	32%	17%	21%	54%	28%	17%	13%	12%
Outing / Trickery (i.e. someone sharing your personal information such as data or photos of you or tricking you into revealing secrets and forwarding it on)	12%	43%	11%	25%	43%	22%	15%	6%	20%
Cyberstalking (i.e. someone repeatedly sending messages to you that make you afraid for your safety)	28%	40%	22%	33%	17%	27%	17%	16%	26%
Exclusion (i.e. someone intentionally leaving you out of online group situations like group messages or gaming sites)	32%	37%	36%	47%	-	24%	28%	13%	19%
Revenge porn (i.e. someone uploading intimate photos of you without your permission)	5%	19%	5%	5%	11%	7%	6%	11%	20%
Other	8%	4%	5%	6%	20%	10%	7%	2%	4%
Don't know/ can't recall	-	-	4%	-	-	6%	5%	61%	30%
Not applicable - I have never experienced any form of cyberbullying	-	-	-	-	-	-	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-
Chose not to answer survey questions	-	-	-	-	-	-	-	-	-

Cyberbullying - Internal

GB Sample: 29th March - 1st April 2019

2,034 Adults

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

What platform it happened on

Unweighted base	455	220	235	87	111	94	68	95
Base: All GB adults online who experienced cyberbullying	472	249	222	106	113	96	67	90
Twitter	15%	15%	15%	18%	14%	17%	15%	11%
Snapchat	6%	4%	8%	15%	5%	3%	4%	-
Facebook	56%	47%	66%	66%	59%	53%	49%	50%
Instagram	7%	6%	9%	20%	6%	4%	1%	1%
LinkedIn	2%	3%	1%	2%	3%	2%	-	3%
YouTube	7%	10%	3%	9%	8%	11%	5%	2%
Other	28%	31%	25%	24%	38%	28%	24%	26%
Don't know	9%	11%	6%	8%	6%	7%	10%	16%
Prefer not to say	5%	6%	5%	3%	5%	8%	7%	4%

The last time it happened

Unweighted base	455	220	235	87	111	94	68	95
Base: All GB adults online who experienced cyberbullying	472	249	222	106	113	96	67	90
Within the last week	5%	6%	4%	3%	6%	5%	3%	9%
Longer than a week ago, but within the last 2 weeks	5%	6%	3%	2%	7%	9%	2%	2%
Longer than 2 weeks ago, but within the last month	3%	2%	3%	4%	4%	-	5%	-
Longer than a month ago, but within the last 3 months	6%	6%	6%	2%	6%	6%	7%	9%
Longer than 3 months ago, but within the last 6 months	7%	7%	6%	7%	4%	10%	4%	8%
Longer than 6 months ago, but within the last year	8%	8%	8%	5%	3%	10%	10%	16%
Longer than a year ago	52%	46%	59%	64%	57%	45%	54%	40%
Don't know/ can't recall	11%	13%	8%	12%	8%	10%	10%	14%
Prefer not to say	4%	5%	2%	2%	5%	4%	5%	3%

Cyberbullying - Internal

GB Sample: 29th March - 1st April 2019

2,034 Adults

What platform it happened on								
Twitter	Snapchat	Facebook	Instagram	LinkedIn	YouTube	Other	Don't know	Prefer not to say

What platform it happened on

Unweighted base	66	25	258	30	9	30	131	40	23
Base: All GB adults online who experienced cyberbullying	70	27	265	34	11	34	134	43	25
Twitter	100%	21%	15%	40%	18%	17%	11%	-	-
Snapchat	8%	100%	7%	30%	63%	9%	2%	-	-
Facebook	56%	69%	100%	79%	37%	48%	33%	-	-
Instagram	20%	37%	10%	100%	31%	16%	6%	-	-
LinkedIn	3%	24%	2%	10%	100%	10%	1%	-	-
YouTube	8%	11%	6%	16%	31%	100%	8%	-	-
Other	21%	12%	17%	24%	11%	30%	100%	-	-
Don't know	-	-	-	-	-	-	-	100%	-
Prefer not to say	-	-	-	-	-	-	-	-	100%

The last time it happened

Unweighted base	66	25	258	30	9	30	131	40	23
Base: All GB adults online who experienced cyberbullying	70	27	265	34	11	34	134	43	25
Within the last week	10%	14%	6%	18%	20%	12%	7%	-	-
Longer than a week ago, but within the last 2 weeks	10%	11%	4%	3%	-	10%	3%	-	5%
Longer than 2 weeks ago, but within the last month	4%	7%	3%	11%	-	3%	2%	-	4%
Longer than a month ago, but within the last 3 months	7%	8%	7%	5%	20%	6%	4%	-	-
Longer than 3 months ago, but within the last 6 months	7%	13%	7%	-	23%	8%	6%	-	4%
Longer than 6 months ago, but within the last year	4%	7%	8%	6%	26%	15%	15%	-	10%
Longer than a year ago	53%	37%	57%	44%	-	34%	61%	25%	24%
Don't know/ can't recall	4%	3%	6%	8%	-	9%	2%	73%	8%
Prefer not to say	-	-	2%	4%	11%	4%	-	2%	47%

Cyberbullying - Internal

GB Sample: 29th March - 1st April 2019

2,034 Adults

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

For the following question, please remember that your answers are always treated confidentially and are never analysed individually. We have provided you with a 'Prefer not to say' option if you would rather not share your experiences. Thinking about any experiences you have had of cyberbullying...Which, if any, of the following people have you ever experienced cyberbullying from? (Please select all that apply)

Unweighted base	455	220	235	87	111	94	68	95
Base: All GB adults online who experienced cyberbullying	472	249	222	106	113	96	67	90
A close friend or family member (excluding a current/ previous partner)	11%	10%	12%	16%	10%	9%	10%	8%
A friend that I am not particularly close to	18%	16%	20%	30%	19%	18%	9%	10%
A colleague	6%	9%	3%	10%	6%	7%	5%	4%
A current partner (i.e. my current partner at the time of the cyberbullying)	3%	3%	3%	8%	1%	3%	3%	-
A former partner/ someone I once dated	9%	9%	10%	15%	9%	11%	9%	3%
An acquaintance that I have met in person but do not know well	13%	13%	13%	22%	18%	6%	10%	8%
An acquaintance that I have met online but not in person	19%	21%	18%	17%	30%	14%	23%	13%
A total stranger who I had never spoken to before online or in person	44%	45%	42%	37%	42%	42%	43%	56%
Other	5%	4%	6%	3%	9%	4%	7%	3%
Don't know/ can't recall	12%	14%	10%	18%	7%	11%	9%	15%
Prefer not to say	4%	6%	2%	3%	7%	4%	4%	3%

Cyberbullying - Internal

GB Sample: 29th March - 1st April 2019

2,034 Adults

What platform it happened on								
Twitter	Snapchat	Facebook	Instagram	LinkedIn	YouTube	Other	Don't know	Prefer not to say

For the following question, please remember that your answers are always treated confidentially and are never analysed individually. We have provided you with a 'Prefer not to say' option if you would rather not share your experiences. Thinking about any experiences you have had of cyberbullying...Which, if any, of the following people have you ever experienced cyberbullying from? (Please select all that apply)

	Unweighted base	66	25	258	30	9	30	131	40	23
Base: All GB adults online who experienced cyberbullying		70	27	265	34	11	34	134	43	25
A close friend or family member (excluding a current/ previous partner)		24%	19%	16%	21%	31%	16%	11%	-	-
A friend that I am not particularly close to		20%	28%	22%	21%	32%	30%	20%	11%	8%
A colleague		10%	13%	7%	14%	23%	15%	6%	-	4%
A current partner (i.e. my current partner at the time of the cyberbullying)		3%	17%	3%	7%	35%	4%	2%	-	-
A former partner/ someone I once dated		11%	15%	14%	20%	9%	10%	10%	2%	4%
An acquaintance that I have met in person but do not know well		26%	26%	18%	33%	9%	25%	16%	-	-
An acquaintance that I have met online but not in person		28%	20%	22%	21%	34%	23%	34%	-	-
A total stranger who I had never spoken to before online or in person		65%	22%	47%	50%	29%	45%	55%	11%	23%
Other		6%	3%	5%	9%	-	3%	8%	4%	5%
Don't know/ can't recall		4%	7%	6%	8%	-	12%	4%	69%	18%
Prefer not to say		2%	4%	3%	3%	11%	4%	1%	2%	43%

Cyberbullying - Internal

GB Sample: 29th March - 1st April 2019

2,034 Adults

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Still thinking about any experiences you have had of cyberbullying...Have you ever reported an incident(s) of cyberbullying to the website or social media platform it happened on (i.e. reporting abusive content or requesting a photo or post be removed)?

Unweighted base	455	220	235	87	111	94	68	95
Base: All GB adults online who experienced cyberbullying	472	249	222	106	113	96	67	90
Yes, I have always reported cyberbullying to the website or social media platform it happened on	12%	12%	12%	9%	10%	14%	13%	15%
Yes, I have reported cyberbullying to the website or social media platform it happened on but only in one/some cases (i.e. there have been incidents of cyberbullying that I have not reported)	17%	19%	15%	20%	18%	21%	16%	8%
No, I have never reported cyberbullying to the website or social media platform it happened on	53%	48%	58%	49%	56%	48%	53%	59%
Don't know/ can't recall	14%	15%	12%	19%	10%	14%	11%	14%
Prefer not to say	5%	6%	3%	2%	7%	4%	7%	4%

You previously said that there has been an incident(s) of cyberbullying that you have not reported to the website or social media platform that it happened on...Which, if any, of the following are reasons for this? (Please select all that apply)

Unweighted base	319	147	172	61	82	65	47	64
Base: All GB adults online that have experienced cyberbullying but haven't reported it	329	167	163	73	83	65	46	61
I did not think I would be taken seriously or believed	24%	23%	24%	29%	22%	27%	18%	19%
I did not think it would make any difference	50%	46%	54%	54%	52%	47%	53%	44%
I did not understand the process	12%	10%	15%	12%	12%	14%	10%	13%
I did not trust the process	13%	16%	11%	23%	12%	6%	9%	14%
I had reported such an incident before and had a poor experience	9%	9%	9%	18%	4%	9%	6%	8%
Other	24%	29%	19%	28%	20%	22%	24%	28%
Don't know	4%	4%	4%	1%	7%	5%	-	6%
Prefer not to say	2%	3%	0%	4%	1%	2%	-	-

Cyberbullying - Internal

GB Sample: 29th March - 1st April 2019

2,034 Adults

What platform it happened on								
Twitter	Snapchat	Facebook	Instagram	LinkedIn	YouTube	Other	Don't know	Prefer not to say

Still thinking about any experiences you have had of cyberbullying...Have you ever reported an incident(s) of cyberbullying to the website or social media platform it happened on (i.e. reporting abusive content or requesting a photo or post be removed)?

Unweighted base	66	25	258	30	9	30	131	40	23
Base: All GB adults online who experienced cyberbullying	70	27	265	34	11	34	134	43	25
Yes, I have always reported cyberbullying to the website or social media platform it happened on	15%	19%	13%	17%	-	14%	14%	2%	-
Yes, I have reported cyberbullying to the website or social media platform it happened on but only in one/some cases (i.e. there have been incidents of cyberbullying that I have not reported)	33%	20%	17%	27%	63%	38%	18%	2%	4%
No, I have never reported cyberbullying to the website or social media platform it happened on	45%	43%	59%	44%	17%	39%	61%	25%	32%
Don't know/ can't recall	5%	13%	8%	9%	-	5%	5%	71%	22%
Prefer not to say	2%	4%	3%	3%	20%	4%	2%	-	43%

You previously said that there has been an incident(s) of cyberbullying that you have not reported to the website or social media platform that it happened on...Which, if any, of the following are reasons for this? (Please select all that apply)

Unweighted base	51	15	195	21	7	22	104	12	8
Base: All GB adults online that have experienced cyberbullying but haven't reported it	54	17	201	24	9	26	106	11	9
I did not think I would be taken seriously or believed	35%	26%	26%	30%	25%	20%	27%	8%	11%
I did not think it would make any difference	46%	38%	55%	50%	25%	64%	52%	27%	65%
I did not understand the process	9%	20%	13%	17%	54%	8%	10%	18%	11%
I did not trust the process	26%	20%	13%	21%	40%	18%	12%	17%	11%
I had reported such an incident before and had a poor experience	13%	27%	8%	21%	68%	13%	7%	-	-
Other	23%	11%	20%	16%	11%	16%	33%	17%	21%
Don't know	7%	5%	4%	8%	11%	4%	2%	17%	-
Prefer not to say	2%	-	2%	-	-	-	-	6%	14%

Cyberbullying - Internal

GB Sample: 29th March - 1st April 2019

2,034 Adults

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Which, if any, of the following things have you ever experienced as a result of being cyberbullied? (Please select all that apply. If nothing in particular has happened as a result of being cyberbullied, please select the 'Not applicable' option)

Unweighted base	455	220	235	87	111	94	68	95
Base: All GB adults online who experienced cyberbullying	472	249	222	106	113	96	67	90
I struggled to sleep	11%	8%	13%	14%	12%	9%	13%	5%
I removed myself from the website/ social media platform for a period of time but have since returned	14%	12%	17%	12%	18%	16%	16%	8%
I removed myself permanently from the website/ social media platform	8%	8%	9%	4%	9%	4%	19%	11%
I engaged less on the website/ social media platform than I used to	22%	21%	23%	16%	25%	22%	24%	22%
I had less confidence in engaging in real-life discussions as a result of my experience online	14%	10%	18%	23%	11%	13%	9%	10%
I felt stronger as a result of having been through the experience	8%	11%	5%	9%	6%	6%	12%	9%
I had an increased faith in social media communities (i.e. people on social media platforms) because people stood up for me	4%	5%	4%	3%	5%	3%	4%	6%
I had an increased faith in the website/ social media platform in question because of the way they responded	2%	3%	2%	2%	2%	3%	-	4%
I became more likely to speak out if I think someone else is being bullied online	11%	11%	11%	10%	12%	12%	10%	10%
Other	6%	7%	4%	9%	7%	3%	6%	2%
Don't know	9%	10%	7%	12%	6%	11%	6%	8%
Not applicable - nothing in particular has happened to me as a result of being cyberbullied	29%	32%	26%	31%	24%	29%	26%	34%
Prefer not to say	4%	4%	4%	1%	8%	4%	4%	2%

Cyberbullying - Internal

GB Sample: 29th March - 1st April 2019

2,034 Adults

What platform it happened on								
Twitter	Snapchat	Facebook	Instagram	LinkedIn	YouTube	Other	Don't know	Prefer not to say

Which, if any, of the following things have you ever experienced as a result of being cyberbullied? (Please select all that apply. If nothing in particular has happened as a result of being cyberbullied, please select the 'Not applicable' option)

Unweighted base	66	25	258	30	9	30	131	40	23
Base: All GB adults online who experienced cyberbullying	70	27	265	34	11	34	134	43	25
I struggled to sleep	18%	28%	12%	11%	23%	15%	12%	-	8%
I removed myself from the website/ social media platform for a period of time but have since returned	22%	11%	16%	12%	11%	18%	22%	-	5%
I removed myself permanently from the website/ social media platform	6%	19%	7%	5%	11%	5%	12%	4%	9%
I engaged less on the website/ social media platform than I used to	32%	18%	27%	20%	-	13%	30%	-	4%
I had less confidence in engaging in real-life discussions as a result of my experience online	24%	35%	16%	25%	11%	23%	16%	2%	8%
I felt stronger as a result of having been through the experience	7%	17%	9%	-	23%	6%	7%	2%	4%
I had an increased faith in social media communities (i.e. people on social media platforms) because people stood up for me	7%	7%	4%	9%	20%	9%	3%	4%	-
I had an increased faith in the website/ social media platform in question because of the way they responded	1%	3%	1%	3%	-	8%	3%	-	5%
I became more likely to speak out if I think someone else is being bullied online	8%	18%	13%	10%	44%	16%	14%	2%	-
Other	11%	8%	7%	9%	11%	13%	10%	-	4%
Don't know	6%	10%	7%	8%	-	5%	3%	36%	12%
Not applicable - nothing in particular has happened to me as a result of being cyberbullied	16%	10%	24%	17%	26%	15%	30%	49%	33%
Prefer not to say	3%	4%	3%	6%	-	-	2%	2%	26%