

Ipsos Public Affairs



# Cyberbullying

*An Ipsos Survey – August 2018*



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# Cyberbullying Survey Overview

## Background Information



- A total of 501 New Zealanders over the age of 18 answered questions about cyberbullying in our latest Global Advisor survey which ran from Friday 20<sup>th</sup> July to Wednesday 25<sup>th</sup> July 2018.
- “Cyberbullying” is defined in this Ipsos survey as a situation *“when a child or group of children (under the age of 18) intentionally intimidate, offend, threaten or embarrass another child or group of children **specifically through the use of information technology.** This may include websites, social networking sites, internet chat rooms, smart phones or other internet channels.”*
- New Zealand data has been presented alongside international data collected from March to April 2018 from a total of 20,793 interviews conducted with participants from 28 other countries.
- This study did not have any external sponsors or partners. It was initiated and run by Ipsos, because we are curious about the world we live in and how citizens around the globe think and feel about their world.

# Cyberbullying Survey Overview

## Key Findings

84%

of New Zealanders report being aware of cyberbullying



Almost every second parent/caregiver in New Zealand knows of a child in their wider community who has been cyberbullied at some stage prior to their 18<sup>th</sup> birthday.



The estimated incidence of cyberbullying in New Zealand is the 3<sup>rd</sup> highest of the 29 countries surveyed. More than a quarter of New Zealand parents/caregivers say their child has experienced cyberbullying at some point, mainly from classmates.



Only 1 in 5 individuals feel that cyberbullying can be addressed through the existing anti-bullying measures.

# Global awareness of cyberbullying

Some **84%** of people in New Zealand are aware of cyberbullying, which is similar to around half the countries surveyed.

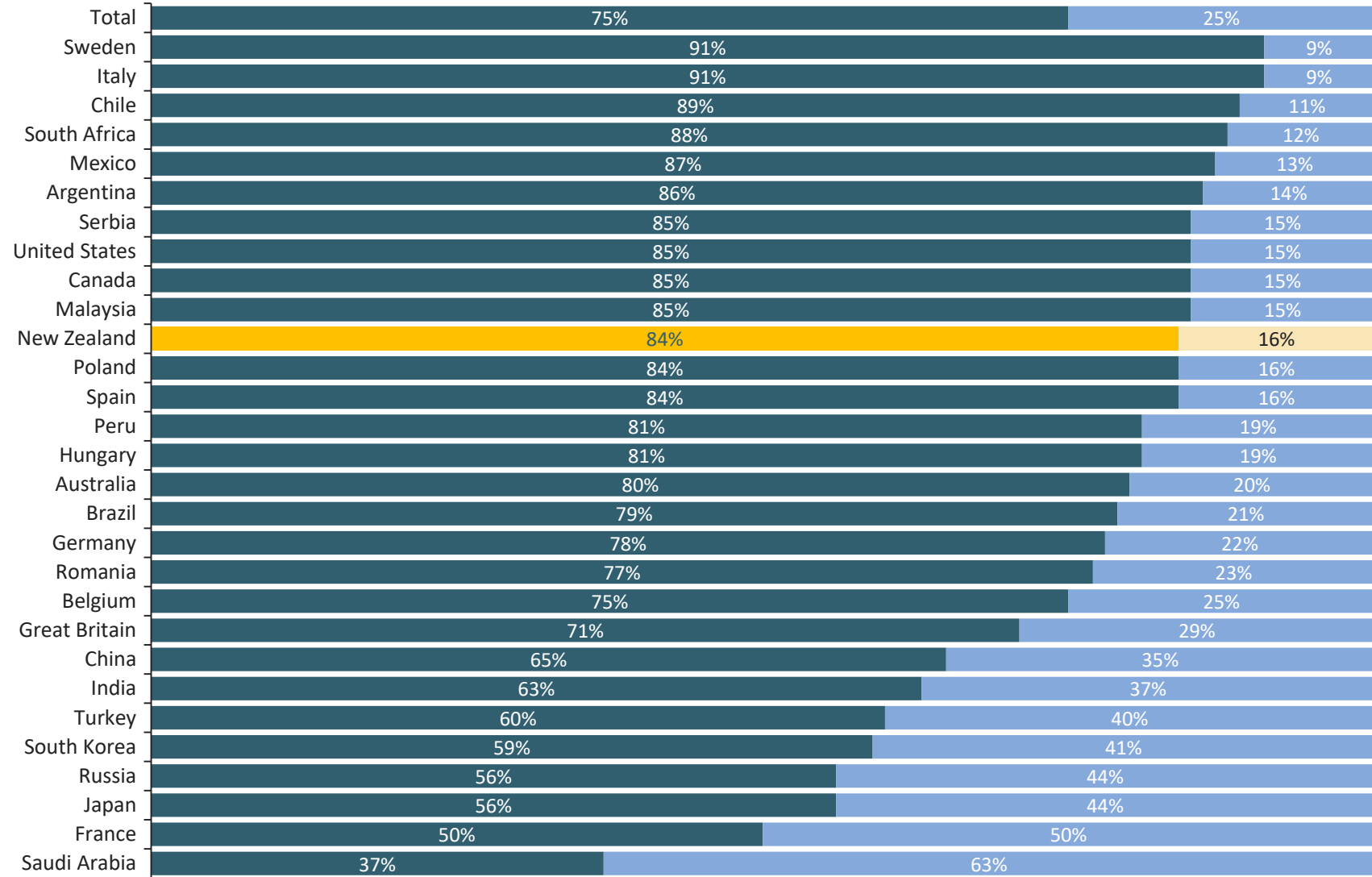
Awareness is higher amongst women, youth\* & more affluent people\*\*.

*\*18–24 years*  
*\*\*Annual household income \$120K+*

**Q:** Have you ever seen, read, or heard anything about cyberbullying?

**Base:** New Zealand (n=501)

■ Yes ■ No



# Parents' Estimated incidence of cyberbullying is very high

Estimated incidence of cyberbullying in New Zealand is the 3<sup>rd</sup> highest of the 29 countries surveyed.

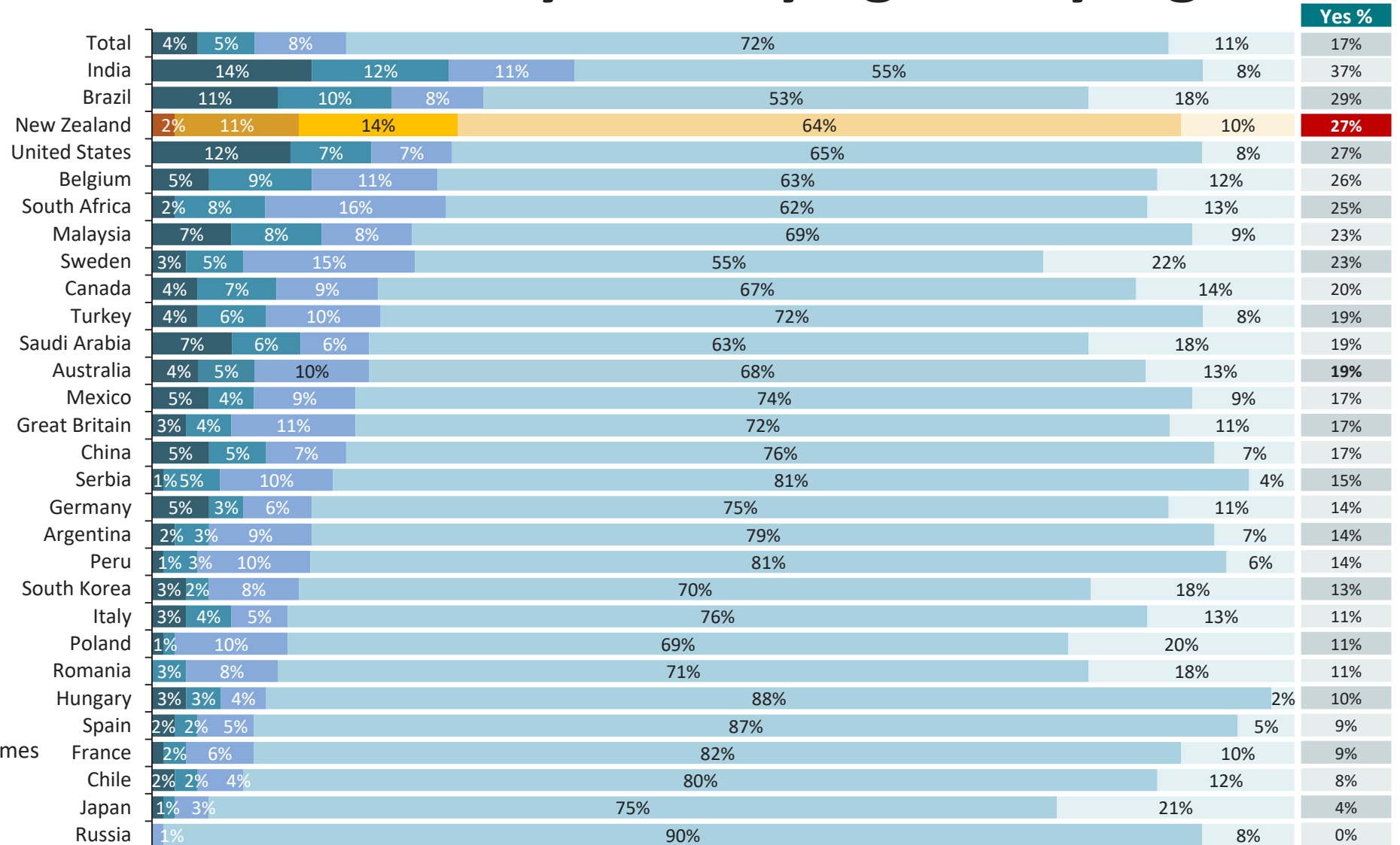
More than a quarter of NZ parents/caregivers say their child has experienced cyberbullying at some point.

**Q:** To the best of your knowledge, has your child ever experienced cyberbullying?

**Base:** New Zealand (n=129).

**Note:** Asked only of people who are the parent/guardian of children under 18.

**Yes%** = Experienced cyberbullying (on a regular basis + sometimes + once or twice)



# Estimated incidence of cyberbullying is comparatively high

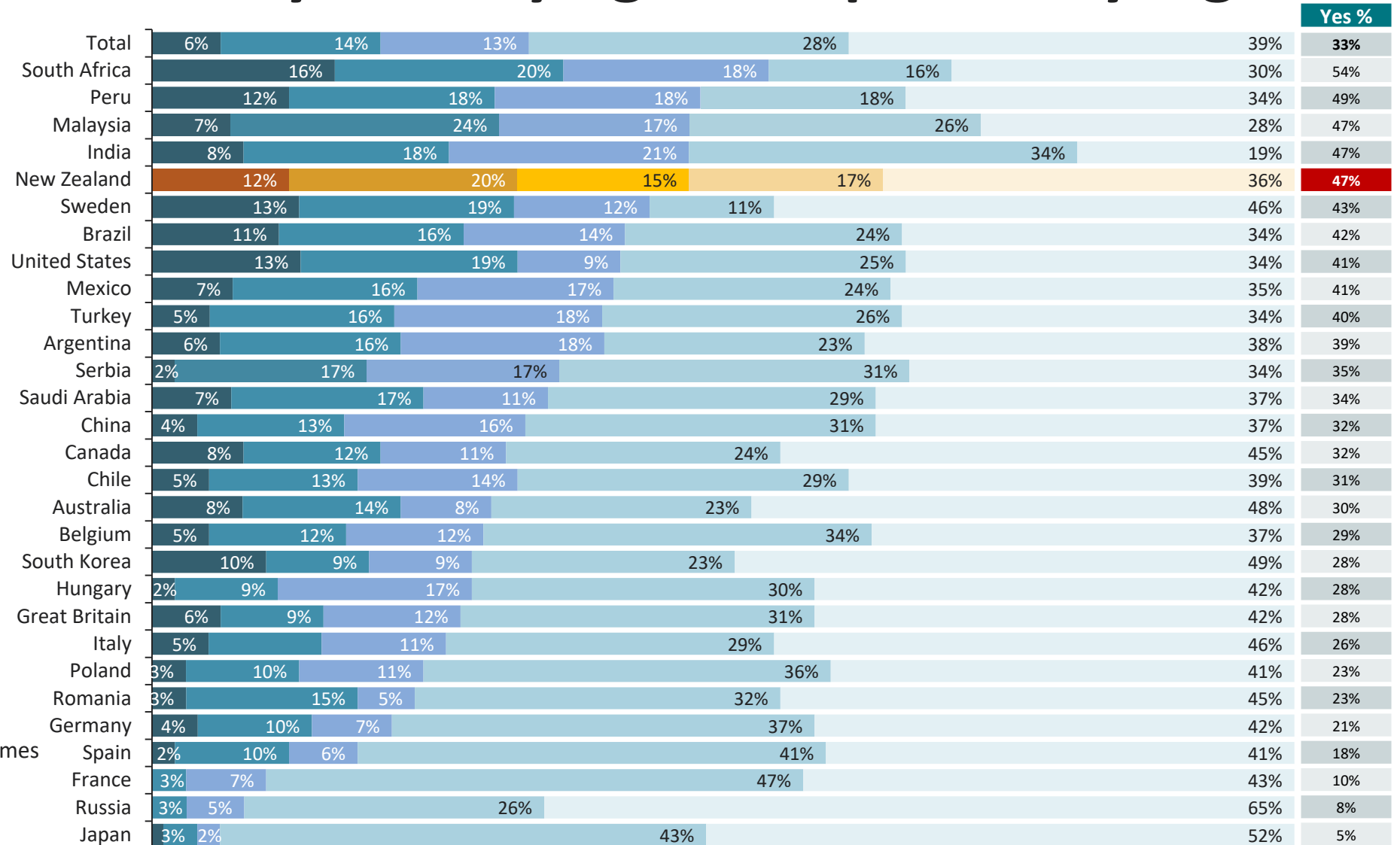
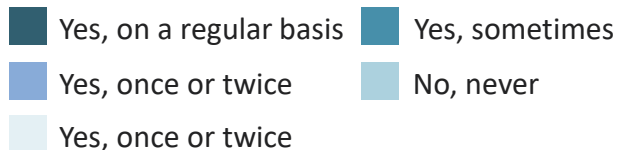
Almost every second parent/caregiver in New Zealand knows of a child in their wider community who has been cyberbullied at some stage prior to their 18<sup>th</sup> birthday.

**Q:** To the best of your knowledge, has a child in your community ever experienced cyberbullying?

**Base:** New Zealand (n=137).

**Note:** Asked only of people who are the parent/guardian of children under 18.

**Yes%** = Experienced cyberbullying (on a regular basis + sometimes + once or twice)



# Most believe that current measures are not sufficient

Only **19%** of New Zealanders feel that cyberbullying can be addressed through the existing anti-bullying measures, while **81%** believe cyberbullying requires special attention.

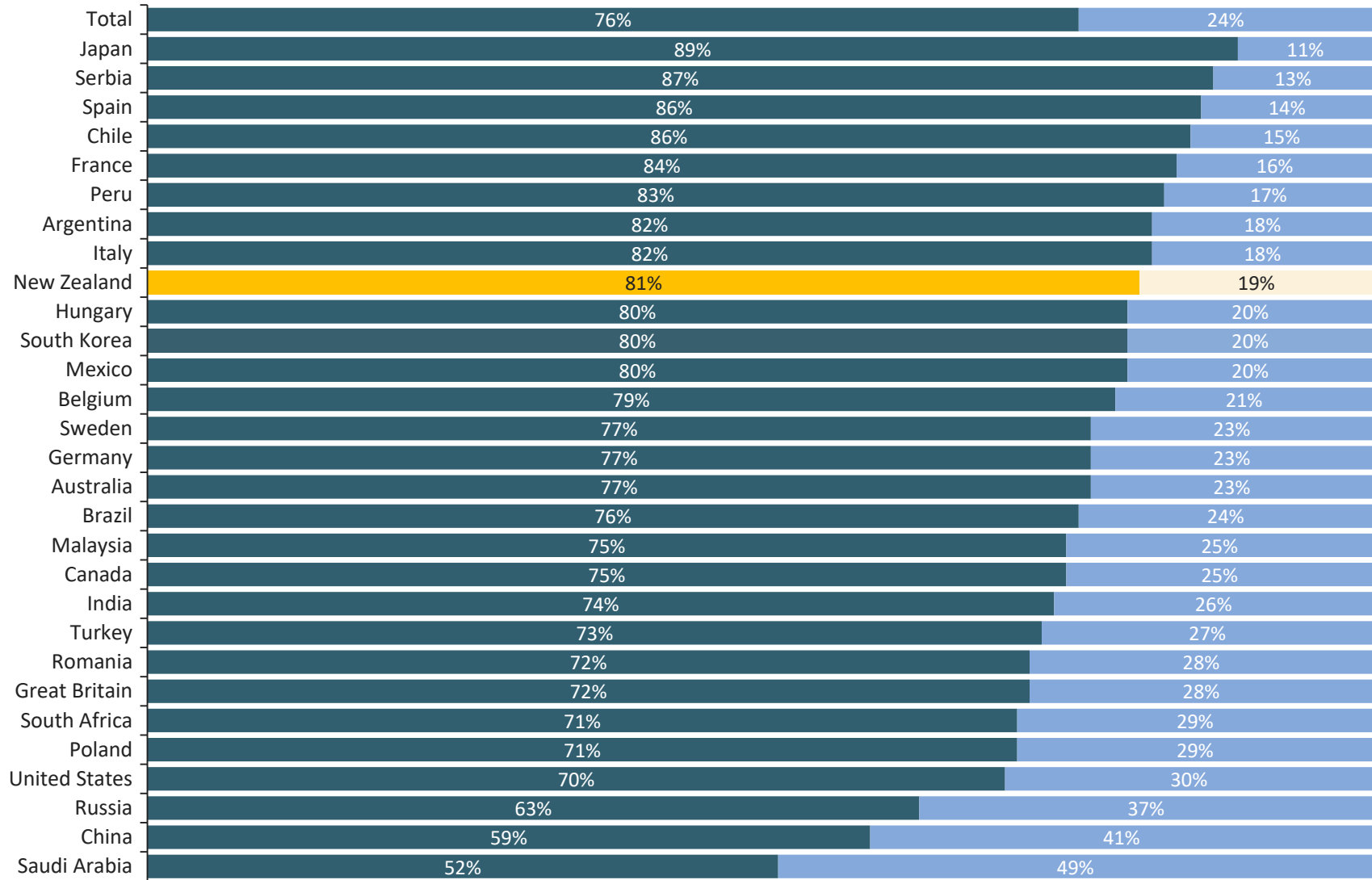
\*18–24 years

\*\*Annual household income \$120K+

**Q:** Which of these comes closest to your point of view?

**Base:** New Zealand (n=423)

**Note:** Asked only of those who have ever seen, read, or heard anything about cyberbullying



- Cyberbullying needs special attention
- Cyberbullying can be handled through existing anti-bullying measures

# Social networking sites dominate cyberbullying channels

Social networking sites are the most prominent media space where cyberbullying occurs, followed by mobile & online messaging.

*Q: How do kids who have experienced cyberbullying experience the harassing behaviour?*

**Base:** New Zealand (n=69)

**Note 1:** Asked only of parents who have a child or knew of a child in their community who had experienced cyberbullying.

**Note 2:** Only New Zealand and countries with a sample size larger than N=100 are shown in the table.

|                  | Total | New Zealand | Argentina | Brazil | Canada | China | Great Britain | India | Malaysia | Mexico | Peru | Saudi Arabia | South Africa | Turkey | United States |
|------------------|-------|-------------|-----------|--------|--------|-------|---------------|-------|----------|--------|------|--------------|--------------|--------|---------------|
| Social Networks  | 65%   | 65%         | 74%       | 70%    | 68%    | 23%   | 69%           | 66%   | 71%      | 73%    | 80%  | 56%          | 66%          | 60%    | 67%           |
| Mobile           | 45%   | 42%         | 48%       | 32%    | 34%    | 58%   | 36%           | 44%   | 57%      | 61%    | 51%  | 37%          | 47%          | 43%    | 46%           |
| Online Messaging | 38%   | 42%         | 43%       | 28%    | 41%    | 57%   | 44%           | 47%   | 33%      | 40%    | 31%  | 28%          | 43%          | 36%    | 42%           |
| Online Chat Room | 34%   | 22%         | 42%       | 28%    | 24%    | 53%   | 20%           | 50%   | 31%      | 28%    | 39%  | 42%          | 25%          | 33%    | 33%           |
| Email            | 19%   | 16%         | 10%       | 10%    | 14%    | 25%   | 16%           | 44%   | 23%      | 22%    | 19%  | 23%          | 13%          | 18%    | 30%           |
| Other websites   | 14%   | 10%         | 21%       | 15%    | 8%     | 8%    | 13%           | 16%   | 19%      | 25%    | 27%  | 20%          | 8%           | 10%    | 8%            |
| Other tech       | 6%    | 4%          | 8%        | 6%     | 4%     | 1%    | 6%            | 5%    | 9%       | 14%    | 12%  | 4%           | 9%           | 6%     | 3%            |



# New Zealand cyberbullies are mainly classmates

Classmates are the main perpetrators of cyberbullying in New Zealand (**70%**) – much higher than in many other countries. The incidence of cyberbullying by an adult stranger is far lower in New Zealand compared to the rest of the world.

*Q: How do kids who have experienced cyberbullying experience the harassing behaviour?*

**Base:** New Zealand (n=69)

**Note 1:** Asked only of parents who have a child or knew of a child in their community who had experienced cyberbullying.

**Note 2:** Only New Zealand and countries with a sample size larger than N=100 are shown in the table.

|                        | Total | New Zealand | Argentina | Brazil | Canada | China | Great Britain | India | Malaysia | Mexico | Peru | Saudi Arabia | South Africa | Turkey | United States |
|------------------------|-------|-------------|-----------|--------|--------|-------|---------------|-------|----------|--------|------|--------------|--------------|--------|---------------|
| Classmate              | 51%   | 70%         | 40%       | 53%    | 68%    | 48%   | 74%           | 42%   | 53%      | 53%    | 43%  | 25%          | 67%          | 22%    | 62%           |
| Young person, stranger | 30%   | 29%         | 34%       | 29%    | 20%    | 56%   | 17%           | 35%   | 39%      | 36%    | 18%  | 26%          | 29%          | 41%    | 32%           |
| Known adult            | 16%   | 16%         | 15%       | 10%    | 9%     | 28%   | 9%            | 32%   | 29%      | 12%    | 14%  | 30%          | 15%          | 5%     | 26%           |
| Adult, stranger        | 28%   | 12%         | 38%       | 14%    | 15%    | 49%   | 12%           | 47%   | 36%      | 27%    | 45%  | 43%          | 14%          | 35%    | 18%           |
| Don't know             | 10%   | 9%          | 7%        | 10%    | 14%    | 2%    | 9%            | 8%    | 8%       | 7%     | 5%   | 11%          | 11%          | 16%    | 9%            |
| Prefer not to answer   | 2%    | 1%          | 2%        | 4%     | 0%     | 1%    | 1%            | 2%    | 3%       | 2%     | 0%   | 3%           | 3%           | 3%     | 0%            |

# Methodology

- These are the findings of a Global Advisor Cyberbullying Study. In total 20,793 interviews were conducted between March 23 – April 6, 2018 among adults aged 18-64 in the United States and Canada, and adults aged 16-64 in all other countries.
- A total of 501 New Zealanders over the age of 18 answered questions about cyberbullying in the latest New Zealand Global Advisor survey which ran from Friday 20th July to Wednesday 25th July 2018. The New Zealand data was subsequently added to the existing international data.
- The survey was conducted in 29 countries around the world via the Ipsos Online Panel system. The countries reporting herein are across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, New Zealand, Peru, Poland, Romania, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey, and the United States.
- Between 500 and 1000+ individuals participated on a country by country basis via the Ipsos Online Panel. The sample was 1000+ in Australia, Brazil, Canada, China, France, Germany, Great Britain, Italy, Japan, Mexico, Spain and the United States. In all other countries the sample was 500+. Where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of don't knows or not stated responses.
- The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.
- In countries where internet penetration is approximately 60% or higher the data output generally reflects the overall population. Of the 29 countries surveyed online, 18 yield results that are balanced to reflect the general population: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, New Zealand, Poland, South Korea, Russia, Saudi Arabia, Spain, Sweden, Great Britain and the United States. The remaining countries surveyed – Brazil, Chile, China, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey – produce a national sample that is considered to represent a more affluent, connected population. These are still a vital social group to understand in these countries, representing an important and emerging middle class.

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**GAME CHANGERS**

