

# PUBLIC PERSPECTIVES

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## **CYBERBULLYING IS A WORLDWIDE PROBLEM**

July 2018



# GENERAL THEMES FROM THE DATA ARE...

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## Cyberbullying a Known Problem with Significant Incidence

Three-quarters of citizens worldwide and 85% of Canadians are aware of cyberbullying.

1 in 3 parents globally and in Canada report knowing a child in their community who has experienced cyberbullying.

About 1 in 5 parents globally and in Canada say their child has experienced cyberbullying.

## Social Networks the Most Common Source; Classmates a Particular Problem in Canada

Social networks are the most common platform for cyberbullying in Canada (69%) and globally (65%).

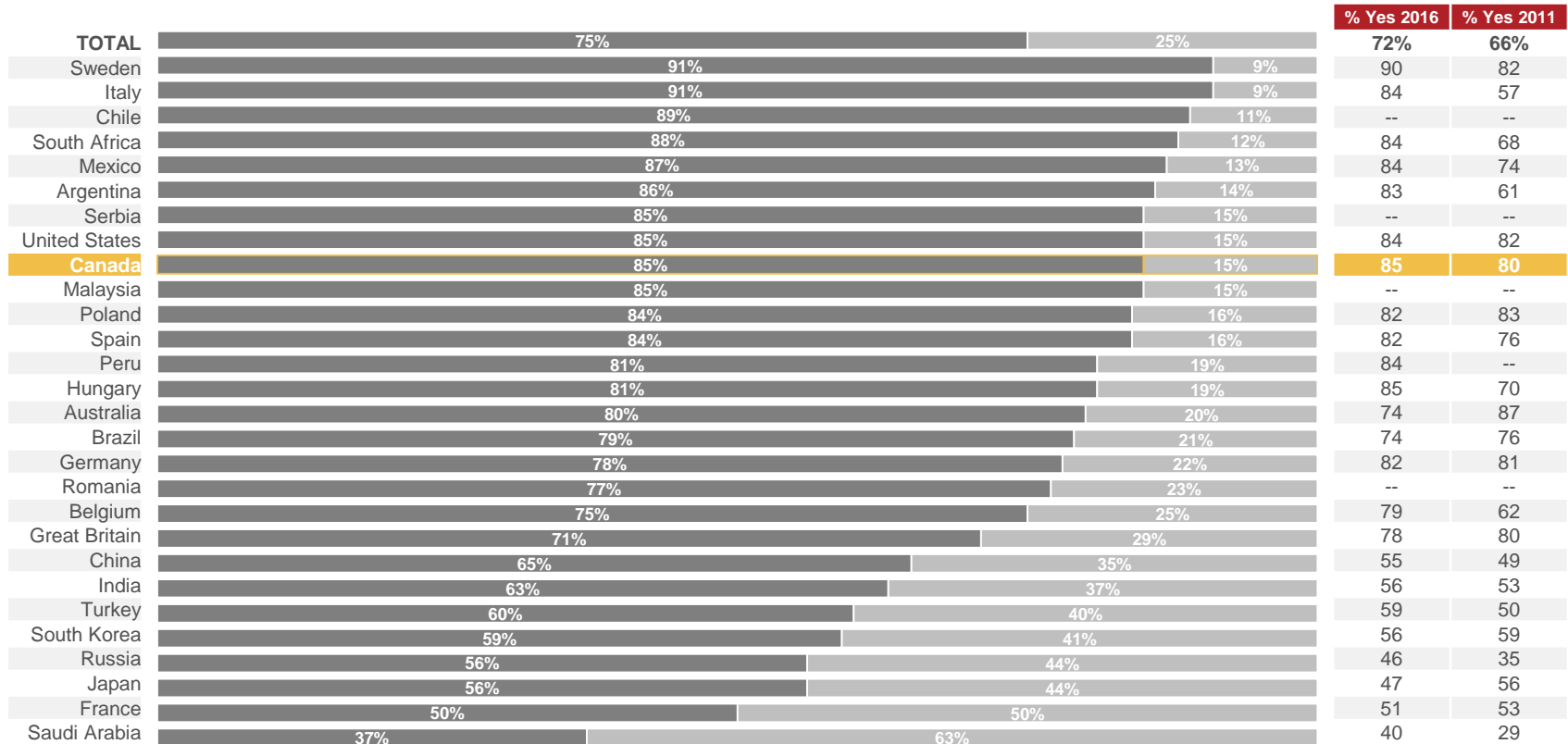
Who's doing the cyberbullying? In Canada, a majority (68%) say it's being done by a child's classmate. This is also the top mention globally (51%).

## Citizens Want More Action to Address Cyberbullying

Three-quarters of both global citizens and Canadians believe that cyberbullying requires special attention; they don't think that it can be dealt with through existing anti-bullying measures.

# NOW AT 75%, GLOBAL AWARENESS OF CYBERBULLYING IS INCREASING; AWARENESS IS EVEN HIGHER IN CANADA (85%)

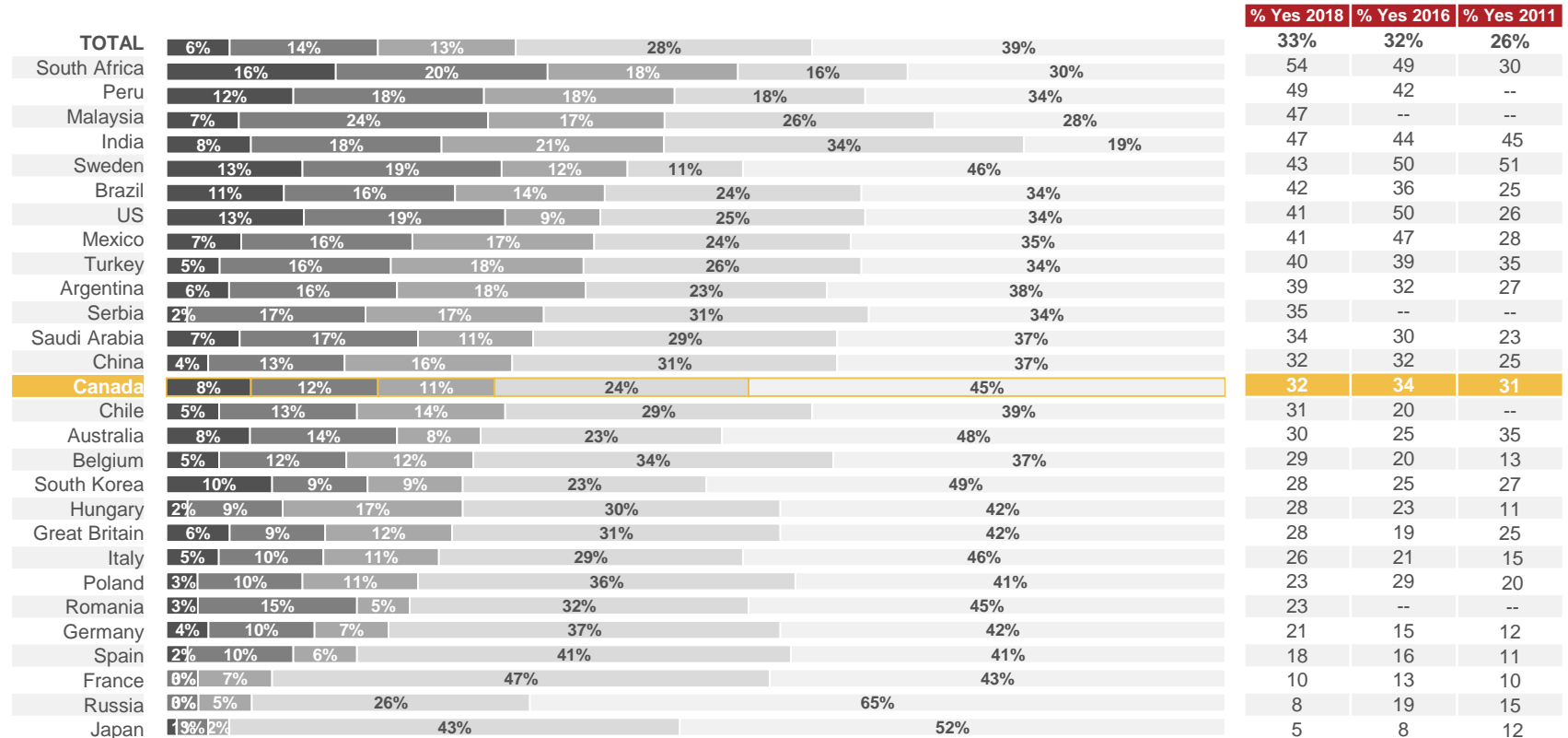
YES ■  
NO ■



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

# 1 IN 3 PARENTS GLOBALLY AND IN CANADA KNOW A CHILD IN THEIR COMMUNITY WHO HAS EXPERIENCED CYBERBULLYING

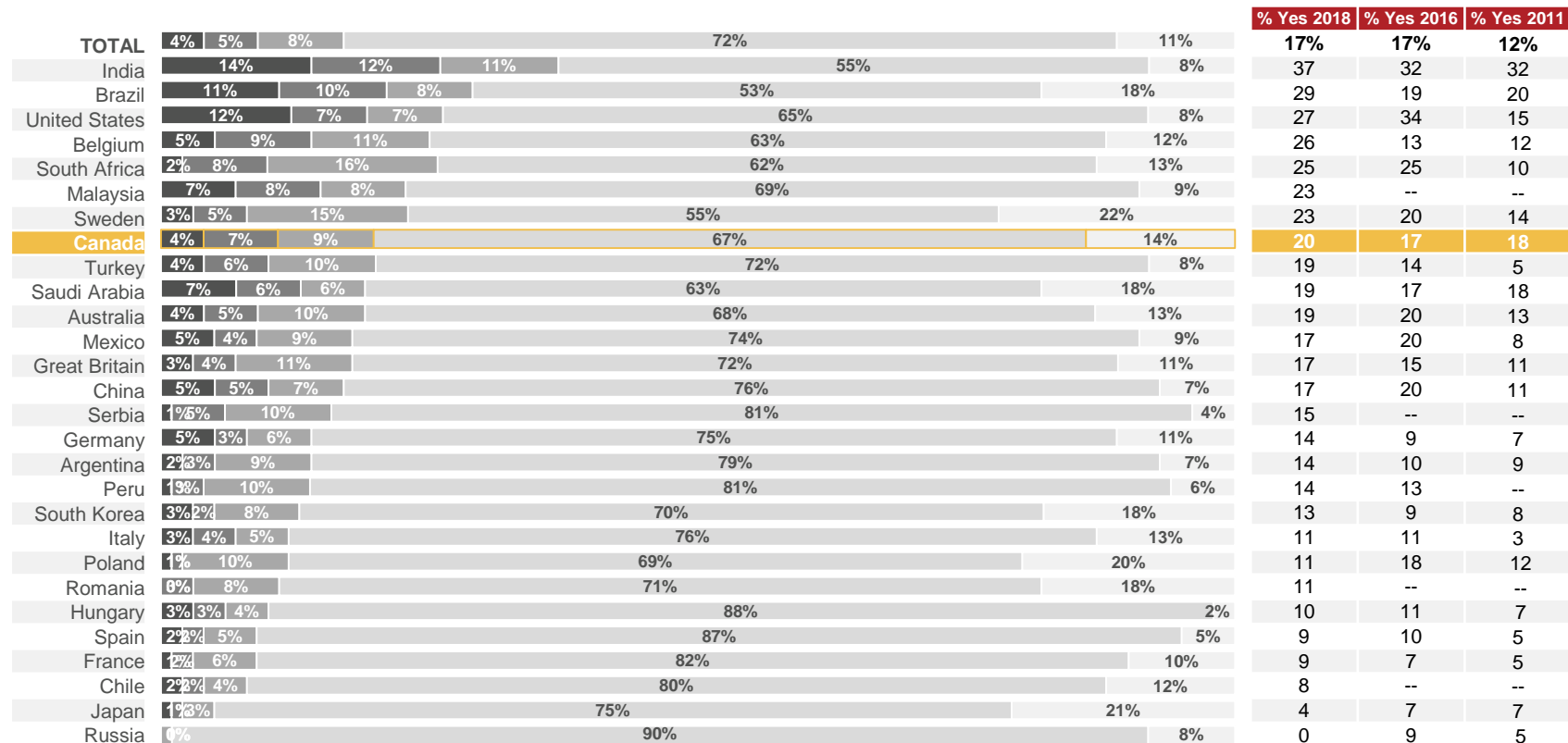
YES, ON A REGULAR BASIS  
 YES, SOMETIMES  
 YES, ONCE OR TWICE  
 NO, NEVER  
 DON'T KNOW



Q: To the Best of Your Knowledge, Has A Child In Your Community Ever Experienced Cyberbullying? [Asked only of people who are the parent/guardian of children under 18]

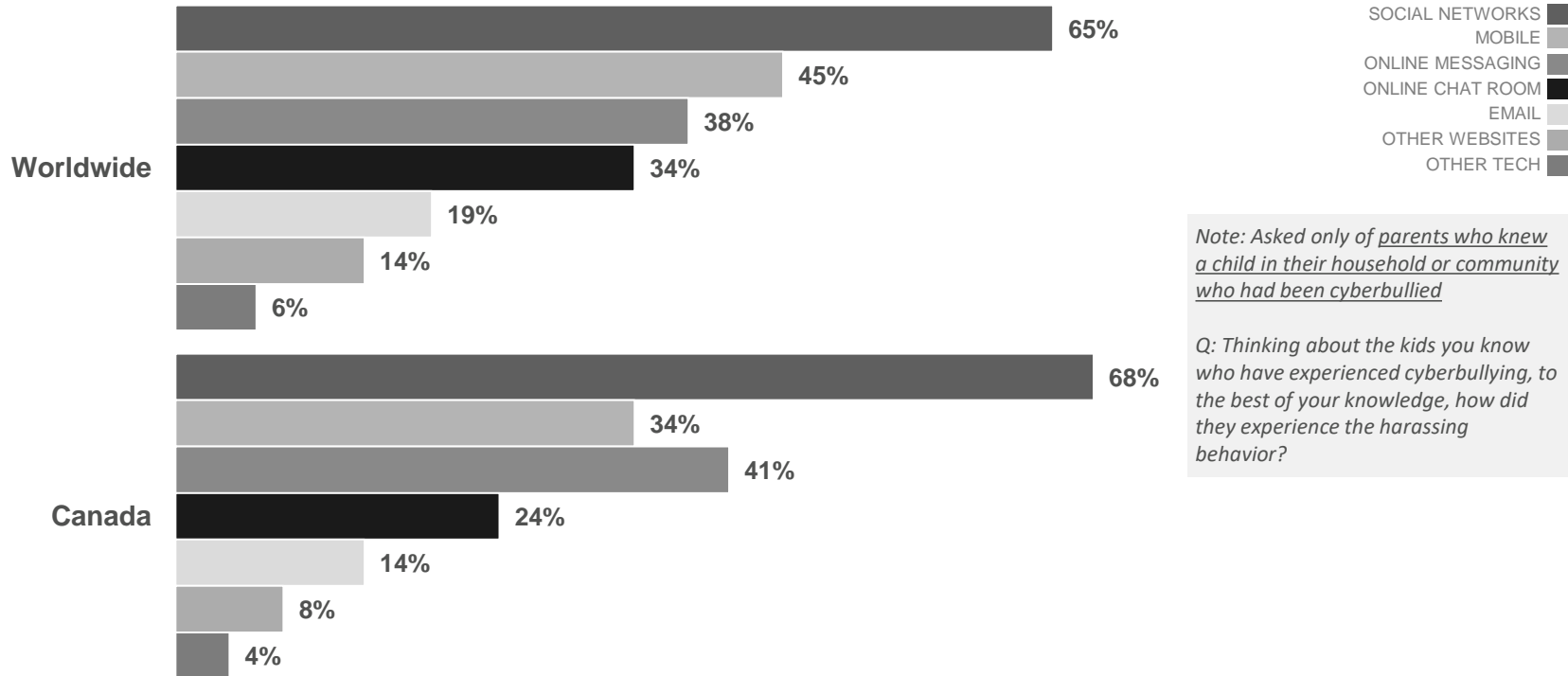
# ABOUT 1 IN 5 PARENTS GLOBALLY AND IN CANADA SAY THEIR CHILD HAS EXPERIENCED CYBERBULLYING

YES, ON A REGULAR BASIS  
 YES, SOMETIMES  
 YES, ONCE OR TWICE  
 NO, NEVER  
 DON'T KNOW

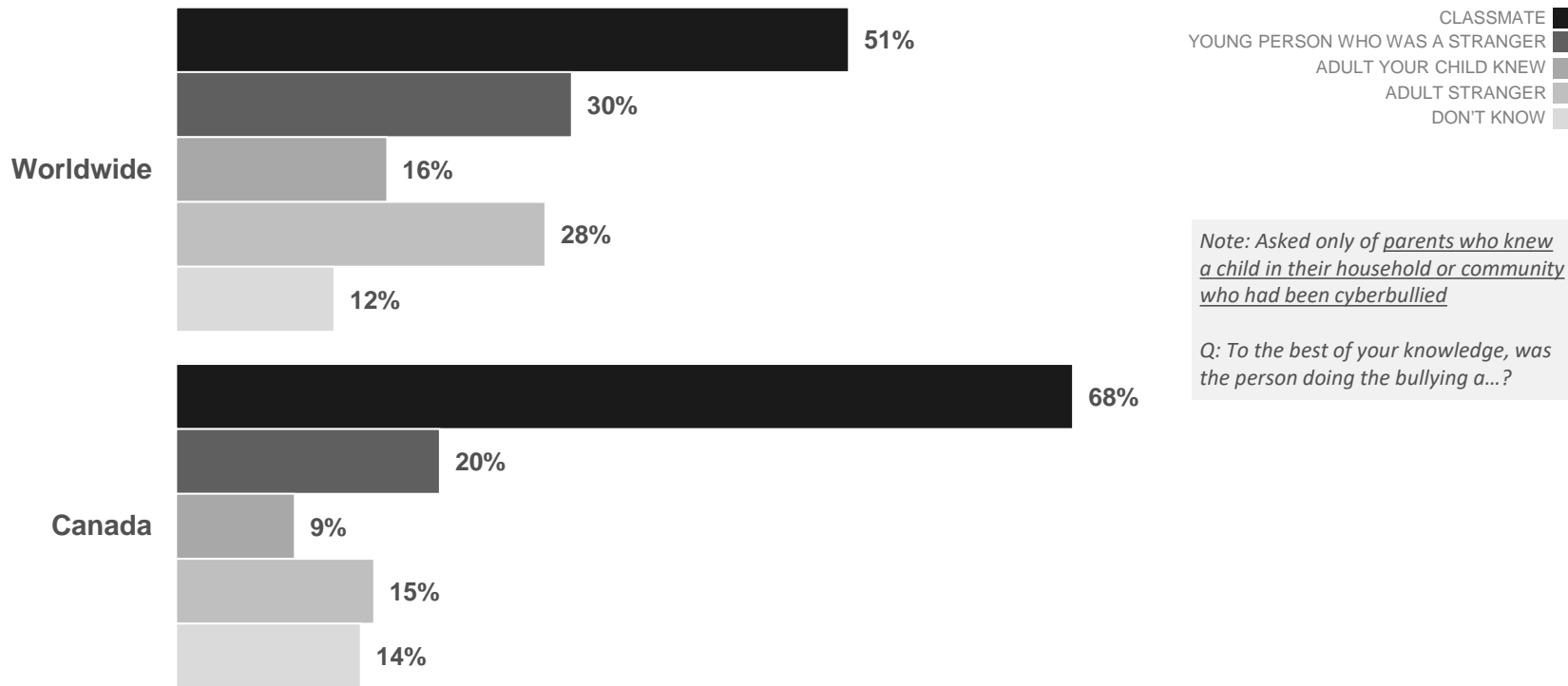


Q: To the best of your knowledge, has your child ever experienced cyberbullying? [Asked only of people who are the parent/guardian of children under 18]

# SOCIAL NETWORKS ARE THE MOST COMMON PLATFORM FOR CYBERBULLYING BOTH IN CANADA AND GLOBALLY

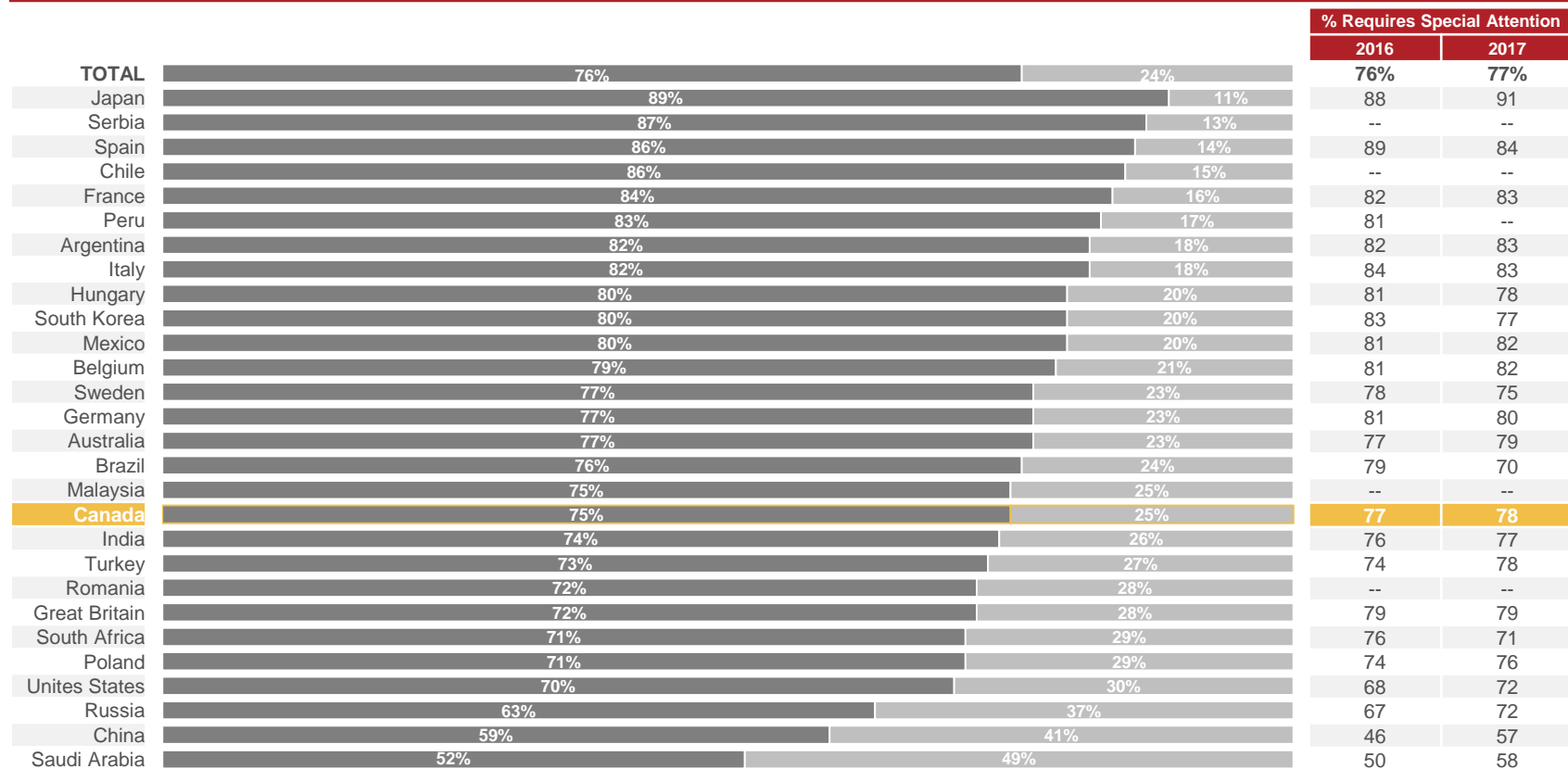


# CYBERBULLYING BY A CLASSMATE OF THE CHILD BEING BULLIED IS HIGHER IN CANADA THAN GLOBALLY



# MAJORITIES IN EVERY COUNTRY FEEL EXISTING ANTI-BULLYING MEASURES ARE INSUFFICIENT

CYBERBULLYING NEEDS SPECIAL ATTENTION ■  
 CYBERBULLYING CAN BE HANDLED THROUGH EXISTING ANTI-BULLYING MEASURES ■



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

## DATA FOR THIS REPORT WERE GENERATED FROM IPSOS' GLOBAL ADVISOR

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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 US and Canada, and adults aged 16-64 in all other countries. Where applicable, trended questions have been shown from Ipsos' November 2011 and September 2016 cyberbullying studies.

The survey was conducted in 28 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, 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 of America. In all other countries the sample was 500+. 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 25 countries surveyed online, 17 yield results that are balanced to reflect the general population: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Russia, Saudi Arabia, Spain, Sweden, Great Britain and the United States. The 5 remaining countries surveyed – Brazil (58%), India (19%), Mexico (44%), South Africa (49%) and Turkey (51%) - have lower levels of internet connectivity and reflect online populations that tend to be more urban and have higher education/income than the general population.

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. Data are weighted to match the profile of the population.

# CONTACTS

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