

BBC – Safer Internet Day survey

METHODOLOGY NOTE

ComRes interviewed 1,207 UK 10–18 year olds online between 6th and 18th January 2016. Data were weighted by age, gender and region to be representative of all 10–18 year olds in the UK. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock:

katharine.peacock@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

BBC Safer Internet Day

Q1. Which of the following do you have accounts with?

Base: All respondents

	AGE			GENDER		REGION							
	Total	10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1207	323	451	433	516	691	303	304	303	165	73	46	13
Weighted Total	1207	380	407	420	619	588	288	316	272	148	98	60	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	868	186	315	367	443	425	198	243	192	93	74	48	20
	72%	49%	77%	87%	72%	72%	68%	77%	71%	63%	76%	79%	83%
			a	ab				fi			i		
Youtube	776	182	279	315	391	385	185	214	169	91	62	39	15
	64%	48%	69%	75%	63%	65%	64%	68%	62%	62%	64%	65%	62%
			a	ab									
Instagram	696	157	246	293	294	402	161	185	158	79	61	39	13
	58%	41%	60%	70%	48%	68%	56%	58%	58%	53%	62%	65%	54%
			a	ab		d							
Snapchat	649	106	237	306	268	381	142	174	150	64	62	42	15
	54%	28%	58%	73%	43%	65%	49%	55%	55%	43%	63%	69%	61%
			a	ab		d		i	i		fi	fi	
WhatsApp	609	145	207	257	287	322	136	160	129	94	54	25	11
	50%	38%	51%	61%	46%	55%	47%	50%	47%	64%	55%	42%	44%
			a	ab		d				fghk			
Twitter	540	84	198	258	241	299	118	141	134	53	52	31	11
	45%	22%	49%	61%	39%	51%	41%	45%	49%	36%	53%	52%	46%
			a	ab		d			fi		i		
Ask.fm	98	9	36	52	37	60	18	19	29	13	5	13	-
	8%	2%	9%	12%	6%	10%	6%	6%	11%	9%	5%	22%	-
			a	a		d			g			fghij	
Other	75	16	25	34	27	48	14	23	19	5	8	5	-
	6%	4%	6%	8%	4%	8%	5%	7%	7%	4%	9%	8%	-
			a			d							
None of these	68	53	8	6	48	20	23	16	16	4	3	3	4
	6%	14%	2%	2%	8%	3%	8%	5%	6%	3%	3%	4%	17%
		bc			e		i						
No response	50	31	7	12	32	19	4	9	16	20	1	-	-
	4%	8%	2%	3%	5%	3%	1%	3%	6%	13%	1%	-	-
		bc							fg	fghjk			

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day**Q1. Which of the following do you have accounts with?**

Base: All respondents

Significance Level: 95%

	AGE			GENDER		REGION							
	Total	10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
	a	b	c	d	e	f	g	h	i	j	k	l	
Unweighted Total	1207	323	451	433	516	691	303	304	303	165	73	46	13
Weighted Total	1207	380	407	420	619	588	288	316	272	148	98	60	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS													
Net: Have any account	1089	297	391	401	540	549	261	292	240	124	93	58	20
	90%	78%	96%	96%	87%	93%	91%	92%	88%	84%	96%	96%	83%
			a	a		d	i	i			i	i	
Net: None/ DK/ No response	118	84	16	19	79	39	27	24	32	24	4	3	4
	10%	22%	4%	4%	13%	7%	9%	8%	12%	16%	4%	4%	17%
		bc			e				fgjk				

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q1. Which of the following do you have accounts with?

Base: All respondents

	SOCIAL MEDIA ACCOUNTS									HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?	
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted Total	1207	869	557	721	678	786	623	107	78	477	835	520	199	50	461	116	520	262	537
Weighted Total	1207	868	540	696	649	776	609	98	75	467	807	505	204	53	459	113	516	273	515
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	868	868	493	568	557	633	494	89	55	406	675	429	179	46	336	96	434	228	418
	72%	100%	91%	82%	86%	82%	81%	91%	73%	87%	84%	85%	88%	86%	73%	85%	84%	84%	81%
		bcdefgh	cdefh		cefh			cefh				n	n						
Youtube	776	633	457	547	521	776	477	87	62	358	613	398	144	43	298	89	388	193	383
	64%	73%	85%	79%	80%	100%	78%	89%	82%	77%	76%	79%	70%	81%	65%	79%	75%	71%	74%
		acdf	a	a	abcdefgh	a	acdf					ln		n					
Instagram	696	568	451	696	550	547	449	90	52	346	583	370	140	38	247	90	357	168	349
	58%	65%	83%	100%	85%	71%	74%	92%	69%	74%	72%	73%	69%	71%	54%	80%	69%	62%	68%
		aefh	abdefgh	aefh	a	a	abdefh					n	n	n		p			
Snapchat	649	557	438	550	649	521	428	90	50	334	557	360	135	47	217	88	343	152	329
	54%	64%	81%	79%	100%	67%	70%	92%	66%	72%	69%	71%	67%	88%	47%	78%	67%	56%	64%
		aefh	aefh	abcefgh		a	abcefh					n	n	klm		p			q
WhatsApp	609	494	351	449	428	477	609	72	42	272	494	315	117	34	225	71	311	147	300
	50%	57%	65%	65%	66%	61%	100%	74%	55%	58%	61%	62%	58%	63%	49%	63%	60%	54%	58%
		a	a	a		abcdegh	aeh					n	n						
Twitter	540	493	540	451	438	457	351	81	44	281	458	303	118	36	171	75	294	149	279
	45%	57%	100%	65%	67%	59%	58%	83%	58%	60%	57%	60%	58%	67%	37%	67%	57%	55%	54%
		acdefgh	aef	aef			acdefh					n	n	n					
Ask.fm	98	89	81	90	90	87	72	98	8	69	94	65	33	10	21	16	61	32	46
	8%	10%	15%	13%	14%	11%	12%	100%	11%	15%	12%	13%	16%	19%	4%	14%	12%	12%	9%
		ae		a			abcdefh					n	n	n					
Other	75	55	44	52	50	62	42	8	75	42	60	42	18	5	28	12	35	19	39
	6%	6%	8%	7%	8%	8%	7%	8%	100%	9%	7%	8%	9%	9%	6%	10%	7%	7%	8%
							abcdefg												

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r

BBC Safer Internet Day

Q1. Which of the following do you have accounts with?

Base: All respondents

	SOCIAL MEDIA ACCOUNTS								HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?		
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted Total	1207	869	557	721	678	786	623	107	78	477	835	520	199	50	461	116	520	262	537
Weighted Total	1207	868	540	696	649	776	609	98	75	467	807	505	204	53	459	113	516	273	515
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None of these	68	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No response	50	-	-	-	-	-	-	-	-	1	1	1	-	-	2	-	1	-	2
	4%	-	-	-	-	-	-	-	-	*	*	*	-	-	*	-	*	-	*
NETS																			
Net: Have any account	1089	868	540	696	649	776	609	98	75	467	806	503	204	53	457	113	514	273	513
	90%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: None/ DK/ No response	118	-	-	-	-	-	-	-	-	1	1	1	-	-	2	-	1	-	2
	10%	-	-	-	-	-	-	-	-	*	*	*	-	-	*	-	*	-	*

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r

BBC Safer Internet Day**Q2_SUM. When you use the following, do you...?****SUMMARY TABLE**

Base: All who use relevant social media

	Total	Use your full real name	Use part of your real name (e.g. your first name, followed by initials)	Use someone else's name	Use a made up name	Any other name	No response
Facebook	868	725	110	6	22	-	5
	100%	83%	13%	1%	3%	-	1%
Youtube	776	280	264	13	193	24	2
	100%	36%	34%	2%	25%	3%	*
Instagram	696	274	299	6	103	9	4
	100%	39%	43%	1%	15%	1%	1%
Snapchat	649	206	347	2	78	12	4
	100%	32%	54%	*	12%	2%	1%
WhatsApp	609	385	186	2	27	7	2
	100%	63%	31%	*	4%	1%	*
Twitter	540	209	233	3	84	7	5
	100%	39%	43%	1%	15%	1%	1%
Ask.fm	98	33	46	1	14	3	1
	100%	33%	47%	1%	14%	3%	1%
Other	75	16	23	-	26	7	3
	100%	21%	31%	-	35%	10%	3%

BBC Safer Internet Day**Q2_1. When you use the following, do you...?****Facebook**

Base: All who use Facebook

	AGE			GENDER		REGION							
	Total	10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l
Unweighted Total	869	149	346	374	372	497	210	230	223	103	56	36	11
Weighted Total	868	186	315	367	443	425	198	243	192	93	74	48	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Use your full real name	725	142	251	332	353	372	158	211	166	74	56	41	18
	83%	76%	80%	90%	80%	87%	80%	87%	86%	80%	76%	85%	91%
			ab		d								
Use part of your real name (e.g. your first name, followed by initials)	110	29	53	28	67	43	31	23	21	12	16	6	2
	13%	16%	17%	8%	15%	10%	16%	9%	11%	13%	22%	12%	9%
		c	c		e		g				gh		
Use someone else's name	6	4	1	1	4	2	-	4	-	1	-	1	-
	1%	2%	*	*	1%	*	-	2%	-	1%	-	3%	-
		bc										fh	
Use a made up name	22	10	8	4	15	7	8	5	6	3	-	-	-
	3%	6%	2%	1%	3%	2%	4%	2%	3%	4%	-	-	-
		c											
Any other name	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
No response	5	-	3	2	3	1	1	1	-	2	2	-	-
	1%	-	1%	1%	1%	*	*	*	-	2%	2%	-	-
									h	h			

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q2_1. When you use the following, do you...?

Facebook

Base: All who use Facebook

	SOCIAL MEDIA ACCOUNTS								HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?		
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted Total	869	869	504	584	574	636	499	97	59	411	688	437	174	42	337	96	434	216	431
Weighted Total	868	868	493	568	557	633	494	89	55	406	675	429	179	46	336	96	434	228	418
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Use your full real name	725	725	426	495	490	543	430	76	50	350	575	379	158	36	260	90	374	197	347
	83%	83%	86%	87%	88%	86%	87%	86%	92%	86%	85%	88%	88%	78%	77%	94%	86%	86%	83%
				a								n	n		p				
Use part of your real name (e.g. your first name, followed by initials)	110	110	53	61	58	68	52	13	2	49	79	44	17	8	55	5	50	23	58
	13%	13%	11%	11%	10%	11%	11%	14%	5%	12%	12%	10%	9%	17%	16%	5%	12%	10%	14%
														kl					
Use someone else's name	6	6	1	1	1	1	1	-	-	2	5	-	1	-	4	-	1	4	1
	1%	1%	*	*	*	*	*	-	-	*	1%	-	1%	-	1%	-	*	2%	*
														k					
Use a made up name	22	22	9	7	4	16	8	-	2	4	12	4	3	2	14	1	7	4	7
	3%	3%	2%	1%	1%	3%	2%	-	4%	1%	2%	1%	2%	5%	4%	1%	2%	2%	2%
		d			d			d						k	k				
Any other name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No response	5	5	4	3	3	5	2	-	-	3	3	2	-	-	3	-	2	1	4
	1%	1%	1%	1%	1%	1%	*	-	-	1%	*	*	-	-	1%	-	*	*	1%

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r

BBC Safer Internet Day

Q2_2. When you use the following, do you...?

Twitter

Base: All who use Twitter

	AGE			GENDER		REGION							
	Total	10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Unweighted Total	557	66	221	270	201	356	130	136	160	61	40	24	6
Weighted Total	540	84	198	258	241	299	118	141	134	53	52	31	11
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Use your full real name	209	32	67	110	96	113	47	56	53	19	18	13	2
	39%	38%	34%	43%	40%	38%	40%	39%	40%	36%	35%	42%	17%
			b										
Use part of your real name (e.g. your first name, followed by initials)	233	34	87	112	94	139	49	61	59	21	24	14	4
	43%	40%	44%	43%	39%	46%	42%	43%	44%	40%	47%	45%	33%
Use someone else's name	3	1	-	2	3	1	-	1	1	1	-	-	-
	1%	2%	-	1%	1%	*	-	1%	1%	1%	-	-	-
Use a made up name	84	14	39	31	43	41	18	22	20	9	8	3	4
	15%	16%	20%	12%	18%	14%	16%	15%	15%	16%	15%	10%	33%
			c										
Any other name	7	1	4	2	4	2	2	1	-	2	-	1	-
	1%	2%	2%	1%	2%	1%	2%	1%	-	5%	-	3%	-
									h				
No response	5	2	1	2	2	3	1	-	-	1	2	-	2
	1%	2%	1%	1%	1%	1%	1%	-	-	1%	3%	-	18%
										gh			

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q2_2. When you use the following, do you...?

Twitter

Base: All who use Twitter

	SOCIAL MEDIA ACCOUNTS								HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?		
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling/ someone else	None of these	Yes	No	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted Total	557	504	557	469	456	472	365	88	46	291	480	317	118	34	176	76	304	144	296
Weighted Total	540	493	540	451	438	457	351	81	44	281	458	303	118	36	171	75	294	149	279
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Use your full real name	209	194	209	179	176	171	143	31	9	108	177	106	55	16	68	34	106	70	101
	39%	39%	39%	40%	40%	37%	41%	38%	20%	38%	39%	35%	46%	44%	40%	46%	36%	47%	36%
		h	h	h	h	h	h	h					k					r	
Use part of your real name (e.g. your first name, followed by initials)	233	207	233	198	192	197	155	41	23	124	202	141	40	11	73	31	128	58	126
	43%	42%	43%	44%	44%	43%	44%	50%	52%	44%	44%	47%	34%	31%	43%	42%	43%	39%	45%
												l							
Use someone else's name	3	3	3	2	3	3	2	-	-	-	3	1	3	1	-	-	3	1	2
	1%	1%	1%	*	1%	1%	1%	-	-	-	1%	*	2%	3%	-	-	1%	1%	1%
													k	kn					
Use a made up name	84	78	84	60	55	75	45	9	9	42	69	48	19	6	27	10	47	16	45
	15%	16%	15%	13%	12%	16%	13%	11%	21%	15%	15%	16%	16%	16%	16%	13%	16%	11%	16%
Any other name	7	6	7	7	7	7	5	-	3	6	5	6	2	-	-	-	7	-	3
	1%	1%	1%	2%	2%	1%	1%	-	7%	2%	1%	2%	1%	-	-	-	2%	-	1%
								abcdefg											
No response	5	5	5	4	5	5	1	-	-	1	1	1	-	2	2	-	3	3	2
	1%	1%	1%	1%	1%	1%	*	-	-	*	*	*	-	5%	1%	-	1%	2%	1%
														kl					

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r

BBC Safer Internet Day

Q2_3. When you use the following, do you...?

Instagram

Base: All who use Instagram

	AGE			GENDER		REGION							
	Total	10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l
Unweighted Total	721	133	280	308	243	478	179	179	188	92	46	30	7
Weighted Total	696	157	246	293	294	402	161	185	158	79	61	39	13
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Use your full real name	274	45	92	136	116	158	63	68	66	36	21	17	4
	39%	29%	38%	46%	39%	39%	39%	37%	41%	45%	35%	44%	29%
				ab									
Use part of your real name (e.g. your first name, followed by initials)	299	77	106	116	125	175	73	74	69	30	29	18	6
	43%	49%	43%	40%	42%	44%	45%	40%	44%	38%	47%	47%	42%
Use someone else's name	6	3	2	2	5	2	-	2	1	2	-	2	-
	1%	2%	1%	1%	2%	*	-	1%	*	3%	-	4%	-
										f		f	
Use a made up name	103	29	43	31	43	60	21	37	18	11	9	2	4
	15%	19%	17%	10%	14%	15%	13%	20%	11%	14%	15%	6%	29%
		c	c					h					
Any other name	9	1	1	7	4	6	2	3	4	-	-	-	-
	1%	1%	*	2%	1%	1%	1%	2%	3%	-	-	-	-
				b									
No response	4	1	2	2	3	2	2	-	1	-	2	-	-
	1%	1%	1%	1%	1%	*	1%	-	1%	-	3%	-	-
										g			

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q2_3. When you use the following, do you...?

Instagram

Base: All who use Instagram

	SOCIAL MEDIA ACCOUNTS								HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?		
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted Total	721	584	469	721	583	565	469	101	55	360	618	391	141	36	253	95	371	167	372
Weighted Total	696	568	451	696	550	547	449	90	52	346	583	370	140	38	247	90	357	168	349
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Use your full real name	274	230	193	274	234	215	191	33	12	141	225	148	57	19	95	39	139	73	131
	39%	41%	43%	39%	43%	39%	43%	36%	24%	41%	39%	40%	40%	50%	39%	43%	39%	43%	38%
		h	h	h	h	h	h												
Use part of your real name (e.g. your first name, followed by initials)	299	247	198	299	241	234	188	47	26	150	261	171	63	13	96	40	164	66	159
	43%	44%	44%	43%	44%	43%	42%	52%	50%	43%	45%	46%	45%	34%	39%	44%	46%	39%	46%
Use someone else's name	6	3	1	6	2	5	3	-	-	2	4	1	2	-	2	1	2	1	2
	1%	1%	*	1%	*	1%	1%	-	-	1%	1%	*	1%	-	1%	1%	1%	1%	1%
Use a made up name	103	78	51	103	61	82	60	9	12	49	84	45	17	5	48	10	45	23	49
	15%	14%	11%	15%	11%	15%	13%	10%	23%	14%	14%	12%	12%	14%	19%	11%	13%	14%	14%
									bdg						k				
Any other name	9	7	5	9	9	8	7	2	1	4	7	6	1	-	3	-	6	3	4
	1%	1%	1%	1%	2%	2%	1%	2%	2%	1%	1%	2%	1%	-	1%	-	2%	2%	1%
No response	4	2	2	4	2	3	1	-	-	-	2	-	1	1	4	1	-	2	3
	1%	*	*	1%	*	*	*	-	-	-	*	-	1%	2%	1%	1%	-	1%	1%
														k	k				

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r

BBC Safer Internet Day

Q2_4. When you use the following, do you...?

Snapchat

Base: All who use Snapchat

	AGE			GENDER		REGION							
	Total	10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l
Unweighted Total	678	90	270	318	224	454	162	170	181	77	48	32	8
Weighted Total	649	106	237	306	268	381	142	174	150	64	62	42	15
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Use your full real name	206	28	65	113	85	121	49	56	41	24	15	17	4
	32%	27%	27%	37%	32%	32%	35%	32%	27%	37%	24%	41%	26%
			b										
Use part of your real name (e.g. your first name, followed by initials)	347	56	133	159	134	213	72	95	85	30	38	20	7
	54%	53%	56%	52%	50%	56%	50%	55%	57%	47%	61%	48%	49%
Use someone else's name	2	1	1	-	2	-	-	1	1	-	-	-	-
	*	1%	*	-	1%	-	-	1%	1%	-	-	-	-
			e										
Use a made up name	78	18	35	25	38	40	19	19	17	9	6	3	4
	12%	17%	15%	8%	14%	10%	14%	11%	11%	14%	10%	8%	25%
		c	c										
Any other name	12	3	1	8	7	4	1	3	6	1	2	-	-
	2%	3%	*	3%	3%	1%	1%	2%	4%	1%	2%	-	-
			b										
No response	4	-	2	2	2	2	1	-	-	1	2	1	-
	1%	-	1%	1%	1%	1%	1%	-	-	1%	2%	3%	-
			gh								gh		

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q2_4. When you use the following, do you...?

Snapchat

Base: All who use Snapchat

	SOCIAL MEDIA ACCOUNTS								HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?		
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling/ someone else	None of these	Yes	No	Yes	No
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted Total	678	574	456	583	678	543	448	100	53	353	593	380	138	44	226	93	358	151	356
Weighted Total	649	557	438	550	649	521	428	90	50	334	557	360	135	47	217	88	343	152	329
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Use your full real name	206 32%	179 32%	145 33%	180 33%	206 32%	157 30%	138 32%	34 37%	13 26%	108 32%	174 31%	110 31%	50 37%	21 46%	71 33%	29 33%	107 31%	57 38%	107 32%
Use part of your real name (e.g. your first name, followed by initials)	347 54%	297 53%	235 54%	294 53%	347 54%	293 56%	228 53%	50 55%	34 68%	174 52%	306 55%	199 55%	65 48%	18 38%	113 52%	48 55%	185 54%	73 48%	182 55%
Use someone else's name	2 *	2 *	- -	1 *	2 *	2 *	1 *	- -	- -	1 *	1 *	1 *	- -	1 3%	- -	- -	2 1%	- -	1 *
Use a made up name	78 12%	65 12%	46 11%	60 11%	78 12%	54 10%	51 12%	5 6%	1 2%	41 12%	64 11%	43 12%	18 13%	4 9%	27 13%	8 10%	42 12%	16 11%	33 10%
Any other name	12 2%	12 2%	9 2%	10 2%	12 2%	12 2%	7 2%	2 2%	1 2%	9 3%	9 2%	5 1%	2 2%	1 2%	4 2%	1 2%	7 2%	4 2%	3 1%
No response	4 1%	2 *	3 1%	3 1%	4 1%	3 1%	2 1%	- -	1 2%	1 *	2 *	1 *	1 1%	1 2%	2 1%	1 1%	1 *	1 1%	3 1%

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r

BBC Safer Internet Day**Q2_5. When you use the following, do you...?****Youtube**

Base: All who use Youtube

	AGE			GENDER		REGION							
	Total	10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l
Unweighted Total	786	152	310	324	329	457	199	202	195	104	48	30	8
Weighted Total	776	182	279	315	391	385	185	214	169	91	62	39	15
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Use your full real name	280	49	99	132	141	140	59	91	56	32	21	15	6
	36%	27%	35%	42%	36%	36%	32%	43%	33%	36%	34%	39%	37%
			a					f					
Use part of your real name (e.g. your first name, followed by initials)	264	63	100	101	125	139	67	66	57	37	26	9	2
	34%	35%	36%	32%	32%	36%	36%	31%	33%	41%	41%	24%	12%
Use someone else's name	13	9	2	3	7	6	3	2	3	-	-	3	2
	2%	5%	1%	1%	2%	2%	2%	1%	2%	-	-	7%	13%
		bc										gi	
Use a made up name	193	58	71	65	109	84	52	51	43	19	11	11	6
	25%	32%	25%	20%	28%	22%	28%	24%	26%	21%	18%	27%	38%
		c											
Any other name	24	3	7	13	9	15	5	3	10	2	2	1	-
	3%	2%	3%	4%	2%	4%	3%	1%	6%	3%	4%	3%	-
								g					
No response	2	-	1	2	2	1	-	-	-	1	2	-	-
	*	-	*	*	*	*	-	-	-	1%	2%	-	-
											fgh		

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q2_5. When you use the following, do you...?

Youtube

Base: All who use Youtube

	SOCIAL MEDIA ACCOUNTS								HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?		
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted Total	786	636	472	565	543	786	488	96	64	368	636	410	142	40	299	93	392	187	399
Weighted Total	776	633	457	547	521	776	477	87	62	358	613	398	144	43	298	89	388	193	383
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Use your full real name	280 36%	240 38%	178 39%	206 38%	204 39%	280 36%	184 39%	43 49%	22 36%	133 37%	225 37%	148 37%	68 48%	21 49%	95 32%	37 42%	148 38%	75 39%	141 37%
Use part of your real name (e.g. your first name, followed by initials)	264 34%	209 33%	144 32%	182 33%	174 33%	264 34%	166 35%	28 32%	19 30%	111 31%	210 34%	141 35%	42 29%	9 21%	101 34%	28 31%	133 34%	64 33%	129 34%
Use someone else's name	13 2%	9 1%	9 2%	8 1%	6 1%	13 2%	5 1%	- -	- -	5 1%	8 1%	2 1%	3 2%	4 8%	5 2%	2 3%	6 2%	2 1%	9 2%
Use a made up name	193 25%	154 24%	106 23%	130 24%	114 22%	193 25%	103 22%	14 16%	18 28%	97 27%	149 24%	92 23%	29 20%	8 19%	87 29%	19 21%	87 22%	44 23%	93 24%
Any other name	24 3%	20 3%	17 4%	20 4%	20 4%	24 3%	18 4%	2 2%	3 6%	13 4%	21 3%	15 4%	1 1%	1 3%	8 3%	2 2%	14 4%	7 4%	11 3%
No response	2 *	2 *	2 *	2 *	2 *	2 *	1 *	- -	- -	- -	1 *	- -	- -	- -	2 1%	- -	- -	1 *	2 *

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r

BBC Safer Internet Day**Q2_6. When you use the following, do you...?****WhatsApp**

Base: All who use WhatsApp

	AGE			GENDER		REGION							
	Total	10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
	a	b	c	d	e	f	g	h	i	j	*k	*l	
Significance Level: 95%													
Unweighted Total	623	126	229	268	241	382	144	153	153	106	41	20	6
Weighted Total	609	145	207	257	287	322	136	160	129	94	54	25	11
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Use your full real name	385	85	129	171	186	199	88	107	80	60	29	16	6
	63%	59%	62%	67%	65%	62%	65%	67%	62%	63%	54%	63%	51%
Use part of your real name (e.g. your first name, followed by initials)	186	48	63	75	81	105	39	44	42	26	21	8	5
	31%	33%	31%	29%	28%	33%	29%	28%	33%	28%	39%	31%	49%
Use someone else's name	2	1	1	-	-	2	-	1	-	1	-	-	-
	*	1%	1%	-	-	1%	-	1%	-	1%	-	-	-
Use a made up name	27	10	11	6	17	10	7	6	4	4	4	2	-
	4%	7%	5%	2%	6%	3%	5%	4%	3%	4%	7%	6%	-
		c											
Any other name	7	1	1	4	3	3	1	1	2	3	-	-	-
	1%	1%	1%	2%	1%	1%	1%	1%	1%	3%	-	-	-
No response	2	-	1	1	-	2	1	-	1	1	-	-	-
	*	-	1%	*	-	1%	1%	-	1%	1%	-	-	-

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q2_6. When you use the following, do you...?

WhatsApp

Base: All who use WhatsApp

	SOCIAL MEDIA ACCOUNTS									HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?	
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted Total	623	499	365	469	448	488	623	79	44	283	518	326	117	32	231	73	317	145	317
Weighted Total	609	494	351	449	428	477	609	72	42	272	494	315	117	34	225	71	311	147	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Use your full real name	385 63%	328 66%	230 66%	298 66%	278 65%	301 63%	385 63%	46 64%	24 58%	181 67%	317 64%	203 64%	80 68%	28 83%	133 59%	50 70%	203 65%	98 67%	192 64%
Use part of your real name (e.g. your first name, followed by initials)	186 31%	138 28%	104 30%	130 29%	130 30%	149 31%	186 31%	25 35%	15 36%	80 29%	153 31%	97 31%	32 27%	2 5%	75 33%	16 23%	93 30%	38 26%	92 31%
Use someone else's name	2 *	- -	1 *	2 *	- -	1 *	2 *	- -	- -	- -	1 *	- -	1 1%	1 3%	- -	1 1%	1 *	1 1%	- -
Use a made up name	27 4%	22 4%	12 4%	15 3%	15 3%	21 4%	27 4%	- -	2 4%	8 3%	15 3%	10 3%	1 1%	1 4%	16 7%	2 3%	9 3%	6 4%	13 4%
Any other name	7 1%	5 1%	2 1%	3 1%	3 1%	5 1%	7 1%	1 1%	1 2%	3 1%	6 1%	5 2%	2 2%	1 3%	- -	1 2%	5 2%	2 1%	2 1%
No response	2 *	1 *	1 *	1 *	2 1%	1 *	2 *	- -	- -	- -	2 *	- -	1 1%	1 2%	1 1%	1 1%	- -	1 1%	1 *

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r

BBC Safer Internet Day

Q2_7. When you use the following, do you...?

Ask.fm

Base: All who use Ask.fm

	AGE			GENDER		REGION							
	Total	10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
Significance Level: 95%		*a	b	c	d	e	*f	*g	h	*i	*j	*k	*l
Unweighted Total	107	7	44	56	31	76	23	19	36	15	4	10	-
Weighted Total	98	9	36	52	37	60	18	19	29	13	5	13	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Use your full real name	33	2	10	20	14	19	8	4	9	2	3	7	-
	33%	27%	28%	38%	37%	31%	46%	21%	30%	15%	50%	53%	-
Use part of your real name (e.g. your first name, followed by initials)	46	5	20	21	18	28	8	9	15	9	3	3	-
	47%	56%	54%	41%	49%	46%	42%	45%	50%	70%	50%	26%	-
Use someone else's name	1	-	1	-	1	-	-	1	-	-	-	-	-
	1%	-	3%	-	3%	-	-	6%	-	-	-	-	-
Use a made up name	14	2	5	7	3	11	2	4	3	2	-	3	-
	14%	17%	14%	14%	8%	18%	12%	21%	10%	15%	-	21%	-
Any other name	3	-	-	3	1	2	-	-	3	-	-	-	-
	3%	-	-	5%	3%	3%	-	-	9%	-	-	-	-
No response	1	-	-	1	-	1	-	1	-	-	-	-	-
	1%	-	-	2%	-	2%	-	6%	-	-	-	-	-

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q2_7. When you use the following, do you...?

Ask.fm

Base: All who use Ask.fm

	SOCIAL MEDIA ACCOUNTS								HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?		
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
		a	b	c	d	e	f	g	*h	i	j	k	l	*m	*n	*o	p	q	r
Unweighted Total	107	97	88	101	100	96	79	107	9	77	103	71	36	10	21	16	69	33	54
Weighted Total	98	89	81	90	90	87	72	98	8	69	94	65	33	10	21	16	61	32	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Use your full real name	33	30	31	33	33	31	25	33	3	24	31	25	15	5	5	9	19	13	16
	33%	34%	39%	36%	36%	36%	34%	33%	34%	36%	33%	39%	46%	54%	23%	56%	31%	41%	34%
Use part of your real name (e.g. your first name, followed by initials)	46	43	33	42	41	41	35	46	4	33	44	29	11	3	11	5	29	13	22
	47%	48%	41%	47%	46%	47%	48%	47%	51%	48%	47%	44%	35%	34%	53%	32%	48%	39%	47%
Use someone else's name	1	-	1	-	1	-	1	1	-	-	1	-	1	-	-	-	1	1	-
	1%	-	1%	-	1%	-	2%	1%	-	-	1%	-	3%	-	-	-	2%	3%	-
Use a made up name	14	13	11	12	11	11	9	14	-	9	13	9	4	-	4	1	10	3	8
	14%	14%	14%	13%	13%	13%	12%	14%	-	13%	14%	13%	12%	-	18%	4%	16%	10%	17%
Any other name	3	3	3	3	3	3	2	3	-	2	3	2	-	-	1	-	2	2	-
	3%	3%	3%	3%	3%	3%	3%	3%	-	2%	3%	2%	-	-	6%	-	2%	6%	-
No response	1	1	1	1	1	1	1	1	1	1	1	1	1	1	-	1	-	-	1
	1%	1%	2%	1%	1%	1%	2%	1%	15%	2%	1%	2%	4%	12%	-	8%	-	-	3%

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r

BBC Safer Internet Day

Q2_8. When you use the following, do you...?

Other

Base: All who use Other

	AGE			GENDER		REGION							
	Total	10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
Significance Level: 95%		*a	*b	c	*d	e	*f	*g	*h	*i	*j	*k	*l
Unweighted Total	78	13	28	37	22	56	16	22	23	7	6	4	-
Weighted Total	75	16	25	34	27	48	14	23	19	5	8	5	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Use your full real name	16	3	8	5	6	9	2	8	4	1	-	-	-
	21%	18%	33%	13%	23%	19%	17%	34%	20%	28%	-	-	-
Use part of your real name (e.g. your first name, followed by initials)	23	6	6	11	4	19	4	5	9	1	-	3	-
	31%	39%	25%	31%	14%	40%	31%	23%	48%	14%	-	72%	-
Use someone else's name	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Use a made up name	26	7	6	13	13	14	6	5	6	1	7	1	-
	35%	43%	25%	39%	47%	29%	39%	23%	29%	28%	85%	28%	-
Any other name	7	-	3	5	3	4	2	4	1	-	1	-	-
	10%	-	11%	14%	12%	9%	13%	16%	4%	-	15%	-	-
No response	3	-	2	1	1	2	-	1	-	2	-	-	-
	3%	-	7%	2%	4%	3%	-	4%	-	31%	-	-	-

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q2_8. When you use the following, do you...?

Other

Base: All who use Other

	SOCIAL MEDIA ACCOUNTS								HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?		
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
		a	b	c	d	e	f	*g	h	i	j	k	*l	*m	*n	*o	p	*q	r
Unweighted Total	78	59	46	55	53	64	44	9	78	44	65	45	20	5	28	13	37	19	43
Weighted Total	75	55	44	52	50	62	42	8	75	42	60	42	18	5	28	12	35	19	39
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Use your full real name	16	13	9	10	10	15	9	1	16	8	12	7	2	1	8	1	7	4	9
	21%	24%	21%	20%	21%	24%	22%	17%	21%	19%	20%	17%	10%	15%	26%	13%	19%	21%	23%
Use part of your real name (e.g. your first name, followed by initials)	23	14	11	15	13	18	12	2	23	11	18	13	4	1	10	4	9	6	12
	31%	25%	26%	30%	27%	28%	28%	24%	31%	27%	31%	30%	21%	18%	34%	38%	26%	33%	31%
Use someone else's name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Use a made up name	26	20	18	17	16	20	15	4	26	18	19	15	11	2	8	6	12	8	13
	35%	36%	41%	33%	32%	33%	36%	47%	35%	42%	33%	36%	59%	45%	30%	49%	35%	41%	32%
Any other name	7	6	5	6	7	7	4	-	7	3	7	6	1	-	1	-	6	-	4
	10%	11%	11%	12%	15%	12%	10%	-	10%	7%	13%	15%	5%	-	4%	-	18%	-	10%
No response	3	2	1	3	3	2	2	1	3	2	3	1	1	1	2	-	1	1	2
	3%	3%	2%	5%	5%	3%	4%	12%	3%	4%	4%	2%	5%	21%	5%	-	3%	5%	4%

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r



BBC Safer Internet Day

Q3. Which words best describe how you feel when you're using social media?

Base: All respondents with social media account

	AGE			GENDER		REGION							
	Total	10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l
Unweighted Total	1098	251	434	413	452	646	278	282	274	139	70	44	11
Weighted Total	1089	297	391	401	540	549	261	292	240	124	93	58	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Happy	684	210	250	224	318	366	169	178	152	86	60	26	13
	63%	71%	64%	56%	59%	67%	64%	61%	64%	69%	64%	46%	64%
		c	c			d	k		k	k			
Friendly	569	173	204	191	279	290	137	168	110	77	40	32	4
	52%	58%	52%	48%	52%	53%	52%	57%	46%	62%	43%	55%	18%
		c						hj		hj			
Excited	291	112	102	76	154	136	62	77	52	53	25	15	7
	27%	38%	26%	19%	29%	25%	24%	26%	22%	42%	27%	26%	36%
		bc	c							fghjk			
Bored	232	30	69	132	108	124	49	60	60	21	24	14	4
	21%	10%	18%	33%	20%	23%	19%	20%	25%	17%	25%	25%	19%
			a	ab									
Worried	54	17	19	18	27	27	12	19	9	5	8	-	-
	5%	6%	5%	5%	5%	5%	5%	6%	4%	4%	9%	-	-
											k		
Sad	30	6	7	18	16	15	7	12	5	4	2	-	2
	3%	2%	2%	4%	3%	3%	3%	4%	2%	3%	2%	-	9%
			b										
Mean	21	9	11	2	15	6	3	4	5	4	2	3	-
	2%	3%	3%	1%	3%	1%	1%	2%	2%	3%	3%	4%	-
		c	c		e								
Scared	20	6	9	5	12	8	5	2	7	3	-	3	-
	2%	2%	2%	1%	2%	1%	2%	1%	3%	2%	-	4%	-
None of the above	99	12	45	42	57	42	31	19	26	9	8	5	2
	9%	4%	11%	11%	11%	8%	12%	7%	11%	7%	8%	8%	9%
			a	a			g						

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q3. Which words best describe how you feel when you're using social media?

Base: All respondents with social media account

	SOCIAL MEDIA ACCOUNTS									HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?	
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted Total	1098	869	557	721	678	786	623	107	78	476	834	519	199	50	459	116	519	262	535
Weighted Total	1089	868	540	696	649	776	609	98	75	467	806	503	204	53	457	113	514	273	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Happy	684 63%	548 63%	348 64%	460 66%	429 66%	503 65%	396 65%	55 56%	53 70%	306 66%	542 67%	340 68%	136 67%	34 64%	270 59%	76 68%	337 66%	172 63%	316 62%
Friendly	569 52%	462 53%	281 52%	379 54%	334 51%	413 53%	324 53%	51 52%	44 59%	265 57%	453 56%	280 56%	117 58%	24 44%	231 51%	69 61%	268 52%	142 52%	274 53%
Excited	291 27%	226 26%	142 26%	190 27%	169 26%	216 28%	180 30%	27 28%	21 28%	133 28%	220 27%	136 27%	67 33%	19 36%	112 24%	42 37%	137 27%	88 32%	130 25%
Bored	232 21%	200 23%	147 27%	174 25%	173 27%	186 24%	143 23%	32 32%	21 28%	137 29%	194 24%	140 28%	52 25%	11 21%	71 16%	29 26%	130 25%	44 16%	122 24%
Worried	54 5%	37 4%	24 4%	28 4%	28 4%	39 5%	30 5%	3 3%	7 9%	29 6%	36 4%	26 5%	22 11%	7 13%	16 4%	7 6%	31 6%	8 3%	30 6%
Sad	30 3%	27 3%	24 4%	20 3%	24 4%	26 3%	19 3%	6 6%	3 4%	22 5%	28 3%	19 4%	13 7%	4 8%	5 1%	5 4%	20 4%	6 2%	14 3%
Mean	21 2%	16 2%	13 2%	16 2%	15 2%	17 2%	14 2%	7 7%	1 1%	14 3%	14 2%	12 2%	11 5%	11 20%	2 *	6 5%	13 3%	13 5%	5 1%
Scared	20 2%	13 1%	12 2%	11 2%	11 2%	16 2%	14 2%	3 3%	2 3%	13 3%	13 2%	9 2%	10 5%	5 10%	3 1%	3 3%	14 3%	8 3%	8 2%

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r



BBC Safer Internet Day

Q3. Which words best describe how you feel when you're using social media?

Base: All respondents with social media account

	SOCIAL MEDIA ACCOUNTS								HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?		
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling/ someone else	None of these	Yes	No	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted Total	1098	869	557	721	678	786	623	107	78	476	834	519	199	50	459	116	519	262	535
Weighted Total	1089	868	540	696	649	776	609	98	75	467	806	503	204	53	457	113	514	273	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None of the above	99	79	54	61	63	72	55	9	7	34	62	43	10	4	51	4	44	21	43
	9%	9%	10%	9%	10%	9%	9%	9%	10%	7%	8%	9%	5%	8%	11%	4%	9%	8%	8%

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r

BBC Safer Internet Day

Q4. How important, or not important, is social media to you?

Base: All respondents with social media account

	Total	AGE			GENDER		REGION						
		10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	g	h	i	j	k	l
Significance Level: 95%													
Unweighted Total	1098	251	434	413	452	646	278	282	274	139	70	44	11
Weighted Total	1089	297	391	401	540	549	261	292	240	124	93	58	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4)	224 21%	64 22%	77 20%	83 21%	94 17%	130 24%	55 21%	52 18%	46 19%	35 28%	17 18%	16 28%	4 19%
Quite important (3)	591 54%	161 54%	212 54%	218 54%	283 52%	307 56%	140 54%	173 59%	117 49%	67 54%	50 54%	30 53%	13 63%
Not very important (2)	228 21%	57 19%	81 21%	89 22%	135 25%	93 17%	52 20%	62 21%	62 26%	19 15%	20 21%	11 19%	2 9%
Not at all important (1)	24 2%	5 2%	13 3%	6 2%	17 3%	8 1%	8 3%	3 1%	8 4%	- -	4 5%	- -	- -
Don't know	22 2%	9 3%	9 2%	4 1%	11 2%	11 2%	6 2%	2 1%	6 3%	3 3%	3 3%	- -	2 9%
NETS													
Net: Important	815 75%	225 76%	289 74%	301 75%	378 70%	437 80%	194 74%	225 77%	163 68%	102 82%	67 72%	47 81%	16 82%
Net: Not important	252 23%	62 21%	94 24%	96 24%	151 28%	100 18%	61 23%	65 22%	70 29%	19 15%	24 26%	11 19%	2 9%
Mean score	2.95	2.99	2.92	2.95	2.86	3.04	2.94	2.94	2.86	3.13	2.87	3.09	3.11
Standard deviation	.72	.70	.74	.70	.73	.69	.74	.66	.77	.66	.76	.69	.56
Standard error	.02	.05	.04	.03	.03	.03	.04	.04	.05	.06	.09	.10	.18

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q4. How important, or not important, is social media to you?

Base: All respondents with social media account

	Total	SOCIAL MEDIA ACCOUNTS								HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?	
		Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted Total	1098	869	557	721	678	786	623	107	78	476	834	519	199	50	459	116	519	262	535
Weighted Total	1089	868	540	696	649	776	609	98	75	467	806	503	204	53	457	113	514	273	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (4)	224 21%	200 23%	138 25%	166 24%	155 24%	167 22%	147 24%	31 32%	17 23%	107 23%	190 24%	125 25%	50 24%	20 37%	72 16%	33 29%	119 23%	57 21%	107 21%
Quite important (3)	591 54%	480 55%	303 56%	394 57%	367 57%	427 55%	342 56%	53 54%	37 49%	260 56%	458 57%	277 55%	117 57%	24 45%	239 52%	61 54%	288 56%	165 60%	274 53%
Not very important (2)	228 21%	161 19%	87 16%	123 18%	115 18%	154 20%	101 17%	13 13%	18 24%	90 19%	144 18%	87 17%	33 16%	10 18%	118 26%	17 15%	92 18%	44 16%	116 23%
Not at all important (1)	24 2%	13 1%	5 1%	3 *	1 *	11 1%	6 1%	1 1%	3 4%	4 1%	5 1%	5 1%	3 2%	- -	17 4%	1 1%	7 1%	5 2%	11 2%
Don't know	22 2%	15 2%	7 1%	10 1%	10 2%	16 2%	13 2%	- -	1 1%	6 1%	9 1%	9 2%	1 *	- -	12 3%	1 1%	9 2%	2 1%	5 1%
NETS																			
Net: Important	815 75%	680 78%	441 82%	560 80%	522 80%	595 77%	489 80%	84 86%	54 72%	367 79%	648 80%	402 80%	166 82%	44 82%	310 68%	93 83%	407 79%	221 81%	381 74%
Net: Not important	252 23%	173 20%	92 17%	126 18%	117 18%	165 21%	107 18%	14 14%	21 27%	93 20%	149 18%	92 18%	37 18%	10 18%	135 29%	18 16%	99 19%	50 18%	127 25%
Mean score	2.95	3.02	3.08	3.05	3.06	2.99	3.06	3.17	2.92	3.02	3.05	3.06	3.05	3.19	2.82	3.12	3.03	3.01	2.94
Standard deviation	.72	.69	.67	.66	.66	.69	.67	.67	.79	.68	.66	.68	.69	.72	.74	.68	.69	.67	.72

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r



BBC Safer Internet Day

Q4. How important, or not important, is social media to you?

Base: All respondents with social media account

	SOCIAL MEDIA ACCOUNTS								HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?		
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted Total	1098	869	557	721	678	786	623	107	78	476	834	519	199	50	459	116	519	262	535
Weighted Total	1089	868	540	696	649	776	609	98	75	467	806	503	204	53	457	113	514	273	513
Standard error	.02	.02	.03	.02	.03	.03	.03	.07	.09	.03	.02	.03	.05	.10	.03	.06	.03	.04	.03

Significance Level: 95%

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r

BBC Safer Internet Day

Q5. Have you ever done any of these things on social media?

Base: All respondents with social media account

	AGE			GENDER		REGION							
	Total	10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l
Unweighted Total	1098	251	434	413	452	646	278	282	274	139	70	44	11
Weighted Total	1089	297	391	401	540	549	261	292	240	124	93	58	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Said something nice to someone	815	192	285	337	362	453	194	224	189	87	60	48	13
	75%	65%	73%	84%	67%	82%	74%	77%	79%	70%	65%	83%	64%
			a	ab		d		j	j			j	
Told someone you like their photo	782	189	278	315	356	426	193	209	176	86	68	41	9
	72%	64%	71%	78%	66%	78%	74%	72%	73%	69%	73%	71%	46%
			a	ab		d							
Said something nice about someone	760	178	256	327	336	425	173	205	176	91	61	46	9
	70%	60%	65%	81%	62%	77%	66%	70%	74%	73%	65%	79%	46%
			a	ab		d							
Made new friends that you have not met in person	481	109	144	228	234	247	110	128	109	58	37	30	10
	44%	37%	37%	57%	43%	45%	42%	44%	45%	47%	40%	51%	47%
			a	ab									
Told a friend some gossip about someone else	375	69	128	177	162	213	89	99	82	45	31	23	6
	34%	23%	33%	44%	30%	39%	34%	34%	34%	36%	33%	41%	27%
			a	ab		d							
Said something unkind about someone	225	45	71	109	115	110	61	52	52	28	14	17	2
	21%	15%	18%	27%	21%	20%	23%	18%	22%	22%	15%	30%	9%
			a	ab								j	
Said something rude to someone	203	32	76	95	114	89	45	39	51	32	14	18	4
	19%	11%	20%	24%	21%	16%	17%	13%	21%	25%	15%	32%	18%
			a	a	e				g	g		fgj	
None of the above	93	30	47	16	58	35	28	22	20	8	10	2	3
	9%	10%	12%	4%	11%	6%	11%	7%	8%	7%	11%	3%	17%
		c	c		e								
No response	5	-	2	3	3	1	1	-	1	-	3	-	-
	*	-	*	1%	1%	*	*	-	*	-	3%	-	-
											fg		

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q5. Have you ever done any of these things on social media?

Base: All respondents with social media account

	SOCIAL MEDIA ACCOUNTS									HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?	
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted Total	1098	869	557	721	678	786	623	107	78	476	834	519	199	50	459	116	519	262	535
Weighted Total	1089	868	540	696	649	776	609	98	75	467	806	503	204	53	457	113	514	273	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Said something nice to someone	815	680	450	578	547	611	484	84	64	407	702	431	173	36	290	88	434	188	413
	75%	78%	83%	83%	84%	79%	80%	86%	86%	87%	87%	86%	85%	68%	63%	78%	84%	69%	80%
			ae	ae	aef							mn	mn						q
Told someone you like their photo	782	653	436	562	538	579	471	81	59	393	684	420	158	32	286	96	400	171	400
	72%	75%	81%	81%	83%	75%	77%	83%	78%	84%	85%	84%	78%	61%	62%	85%	78%	63%	78%
			ae	ae	aef							mn	mn						q
Said something nice about someone	760	632	425	553	527	583	458	86	62	398	685	419	165	36	263	94	402	174	390
	70%	73%	79%	80%	81%	75%	75%	88%	83%	85%	85%	83%	81%	67%	58%	84%	78%	64%	76%
			a	ae	aef		abcef					mn	mn						q
Made new friends that you have not met in person	481	418	293	354	329	381	310	62	36	284	416	279	126	36	143	55	284	107	254
	44%	48%	54%	51%	51%	49%	51%	63%	48%	61%	52%	56%	62%	67%	31%	48%	55%	39%	49%
			a				acdefh			j		n	n	n					q
Told a friend some gossip about someone else	375	326	234	285	289	298	251	54	29	237	339	235	90	24	101	52	222	87	195
	34%	38%	43%	41%	45%	38%	41%	55%	39%	51%	42%	47%	44%	45%	22%	46%	43%	32%	38%
			a		ae		abcdefh			j		n	n	n					
Said something unkind about someone	225	200	139	168	166	178	143	44	18	175	203	145	79	28	47	26	151	66	105
	21%	23%	26%	24%	25%	23%	23%	45%	23%	38%	25%	29%	39%	53%	10%	23%	29%	24%	20%
							abcdefh			j		n	kn	kn					

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r



BBC Safer Internet Day

Q5. Have you ever done any of these things on social media?

Base: All respondents with social media account

	SOCIAL MEDIA ACCOUNTS									HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?	
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Significance Level: 95%																			
Unweighted Total	1098	869	557	721	678	786	623	107	78	476	834	519	199	50	459	116	519	262	535
Weighted Total	1089	868	540	696	649	776	609	98	75	467	806	503	204	53	457	113	514	273	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Said something rude to someone	203	183	127	151	149	163	124	42	21	168	185	135	74	26	37	26	140	55	110
	19%	21%	24%	22%	23%	21%	20%	43%	28%	36%	23%	27%	36%	48%	8%	23%	27%	20%	21%
							abcdefh			j		n	kn	kn					
None of the above	93	57	17	17	19	48	28	2	6	10	10	13	1	-	78	1	13	28	28
	9%	7%	3%	2%	3%	6%	5%	2%	7%	2%	1%	3%	*	-	17%	1%	3%	10%	5%
		bcd				bcd	c	cd						klm			r		
No response	5	4	4	3	3	3	2	1	-	-	-	2	-	-	3	1	1	2	2
	*	*	1%	*	*	*	*	1%	-	-	-	*	-	-	1%	1%	*	1%	*

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r

BBC Safer Internet Day

Q6. Have any of these things ever happened to you online?

Base: All respondents with social media account

	AGE			GENDER		REGION							
	Total	10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l
Unweighted Total	1098	251	434	413	452	646	278	282	274	139	70	44	11
Weighted Total	1089	297	391	401	540	549	261	292	240	124	93	58	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Someone has liked one of your pictures	870	200	308	362	402	468	208	236	190	98	75	48	15
	80%	68%	79%	90%	74%	85%	79%	81%	79%	79%	80%	84%	73%
			a	ab		d							
Someone has been nice about you	806	178	292	337	352	454	186	221	176	96	66	49	13
	74%	60%	75%	84%	65%	83%	71%	76%	74%	77%	70%	86%	64%
			a	ab		d						f	
Someone has been rude to you	467	109	158	199	223	244	110	119	110	50	40	33	4
	43%	37%	40%	50%	41%	44%	42%	41%	46%	40%	43%	57%	18%
				ab								g	
Someone made things up about you	297	80	99	117	140	156	65	83	68	34	24	19	3
	27%	27%	25%	29%	26%	28%	25%	28%	29%	27%	25%	34%	17%
None of the above	105	46	44	15	67	38	28	26	21	15	13	-	2
	10%	16%	11%	4%	12%	7%	11%	9%	9%	12%	14%	-	9%
		c	c		e		k	k	k	k	k		
No response	3	1	1	1	2	1	1	1	1	-	-	-	-
	*	*	*	*	*	*	*	*	*	-	-	-	-

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q6. Have any of these things ever happened to you online?

Base: All respondents with social media account

	SOCIAL MEDIA ACCOUNTS									HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?	
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted Total	1098	869	557	721	678	786	623	107	78	476	834	519	199	50	459	116	519	262	535
Weighted Total	1089	868	540	696	649	776	609	98	75	467	806	503	204	53	457	113	514	273	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Someone has liked one of your pictures	870	727	487	623	593	650	513	89	65	419	744	463	177	41	318	98	454	210	436
	80%	84%	90%	90%	91%	84%	84%	91%	86%	90%	92%	92%	87%	77%	69%	87%	88%	77%	85%
		aef	aef	aef	aef		ae				lmn	n						q	
Someone has been nice about you	806	675	458	583	557	613	494	94	60	413	806	449	170	38	276	100	428	190	403
	74%	78%	85%	84%	86%	79%	81%	96%	79%	88%	100%	89%	84%	72%	60%	89%	83%	70%	79%
		ae	ae	aef		abcdefh		i			lmn	n						q	
Someone has been rude to you	467	406	281	346	334	358	272	69	42	467	413	300	167	33	88	74	302	108	246
	43%	47%	52%	50%	52%	46%	45%	70%	56%	100%	51%	60%	82%	62%	19%	66%	59%	40%	48%
		ef	ef		ef		abcdefh			j		n	kmn	n				q	
Someone made things up about you	297	260	175	217	211	225	184	42	23	223	253	199	137	25	34	58	204	68	160
	27%	30%	32%	31%	32%	29%	30%	43%	31%	48%	31%	40%	67%	47%	7%	52%	40%	25%	31%
						abcdef		j				n	kmn	n		p			
None of the above	105	63	22	25	20	61	41	2	7	-	-	6	1	-	97	-	7	34	30
	10%	7%	4%	4%	3%	8%	7%	2%	10%	-	-	1%	1%	-	21%	-	1%	12%	6%
		bcdg			bcdg	bcd		bcdg						klm			r		
No response	3	2	1	1	-	1	-	-	-	-	-	1	-	-	2	1	-	1	-
	*	*	*	*	-	*	-	-	-	-	-	*	-	-	*	1%	-	*	-
															p				

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r

BBC Safer Internet Day

Q7a. What do you think 'trolling' means?

Base: All respondents with social media account

	Total	AGE			GENDER		REGION						
		10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
		a	b	c	d	e	f	g	h	i	j	k	*l
Significance Level: 95%													
Unweighted Total	1098	251	434	413	452	646	278	282	274	139	70	44	11
Weighted Total	1089	297	391	401	540	549	261	292	240	124	93	58	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Online bullying	620	174	229	217	295	325	157	167	131	65	52	34	13
	57%	59%	58%	54%	55%	59%	60%	57%	55%	52%	56%	59%	65%
Messaging around online	414	83	137	195	210	204	101	107	89	55	34	25	2
	38%	28%	35%	49%	39%	37%	39%	37%	37%	44%	37%	44%	9%
				ab									
Pretending to be someone else online	318	81	113	124	144	174	70	87	66	44	29	13	7
	29%	27%	29%	31%	27%	32%	27%	30%	28%	35%	31%	23%	37%
Stalking someone online	257	76	102	79	118	139	65	57	48	36	30	16	5
	24%	25%	26%	20%	22%	25%	25%	20%	20%	29%	32%	27%	27%
			c							gh	gh		
Bullying in person	97	32	39	26	52	45	13	26	20	15	11	9	4
	9%	11%	10%	7%	10%	8%	5%	9%	8%	12%	12%	15%	18%
								f		f	f	f	
None of the above	59	20	26	13	29	30	12	20	11	9	2	3	2
	5%	7%	7%	3%	5%	6%	5%	7%	5%	7%	2%	5%	9%
		c	c										
No response	5	3	2	-	3	1	1	1	2	-	-	-	-
	*	1%	1%	-	1%	*	*	*	1%	-	-	-	-

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q7a. What do you think 'trolling' means?

Base: All respondents with social media account

	SOCIAL MEDIA ACCOUNTS								HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?		
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted Total	1098	869	557	721	678	786	623	107	78	476	834	519	199	50	459	116	519	262	535
Weighted Total	1089	868	540	696	649	776	609	98	75	467	806	503	204	53	457	113	514	273	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Online bullying	620 57%	511 59%	324 60%	404 58%	368 57%	445 57%	342 56%	54 55%	45 60%	277 59%	477 59%	312 62%	132 65%	28 52%	241 53%	73 65%	304 59%	138 51%	312 61%
Messaging around online	414 38%	336 39%	237 44%	294 42%	279 43%	346 45%	254 42%	50 51%	44 59%	204 44%	348 43%	233 46%	74 37%	19 35%	149 33%	49 43%	217 42%	104 38%	202 39%
Pretending to be someone else online	318 29%	253 29%	172 32%	217 31%	201 31%	231 30%	195 32%	37 38%	17 22%	145 31%	253 31%	173 34%	61 30%	15 28%	115 25%	42 37%	161 31%	84 31%	151 29%
Stalking someone online	257 24%	197 23%	122 23%	172 25%	149 23%	184 24%	147 24%	24 24%	15 20%	117 25%	208 26%	122 24%	43 21%	8 15%	119 26%	40 36%	98 19%	83 30%	110 21%
Bullying in person	97 9%	86 10%	65 12%	67 10%	65 10%	70 9%	62 10%	17 18%	2 3%	50 11%	69 9%	52 10%	30 15%	12 22%	23 5%	20 17%	55 11%	34 13%	38 7%
None of the above	59 5%	44 5%	17 3%	22 3%	17 3%	30 4%	24 4%	3 3%	3 4%	14 3%	21 3%	8 2%	4 2%	6 11%	44 10%	- -	13 2%	28 10%	15 3%
No response	5 *	5 1%	1 *	- -	1 *	3 *	2 *	- -	- -	1 *	3 *	- -	1 1%	- -	3 1%	1 1%	- -	2 1%	- -

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r

BBC Safer Internet Day

Q7b. And what do you think the main meaning of 'trolling' is?

Base: All respondents with social media account

	AGE			GENDER		REGION							
	Total	10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1098	251	434	413	452	646	278	282	274	139	70	44	11
Weighted Total	1089	297	391	401	540	549	261	292	240	124	93	58	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Online bullying	474	142	174	158	223	251	123	130	104	44	39	23	11
	44%	48%	44%	39%	41%	46%	47%	44%	43%	35%	41%	40%	55%
		c					i						
Messaging around online	285	50	91	144	155	130	68	79	65	36	18	19	-
	26%	17%	23%	36%	29%	24%	26%	27%	27%	29%	19%	32%	-
			a	ab									
Pretending to be someone else online	126	37	43	46	61	65	28	34	30	17	12	3	4
	12%	13%	11%	12%	11%	12%	11%	12%	12%	13%	13%	4%	19%
Stalking someone online	112	36	47	29	52	60	26	18	19	15	21	10	3
	10%	12%	12%	7%	10%	11%	10%	6%	8%	12%	23%	17%	17%
		c	c							g	fg	g	
Bullying in person	27	9	8	10	18	10	3	9	9	4	1	1	-
	2%	3%	2%	2%	3%	2%	1%	3%	4%	3%	1%	2%	-
None of the above	59	20	26	13	29	30	12	20	11	9	2	3	2
	5%	7%	7%	3%	5%	6%	5%	7%	5%	7%	2%	5%	9%
		c	c										
No response	6	3	2	1	3	3	1	3	2	-	-	-	-
	1%	1%	1%	*	1%	*	*	1%	1%	-	-	-	-

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q7b. And what do you think the main meaning of 'trolling' is?

Base: All respondents with social media account

	SOCIAL MEDIA ACCOUNTS								HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?		
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted Total	1098	869	557	721	678	786	623	107	78	476	834	519	199	50	459	116	519	262	535
Weighted Total	1089	868	540	696	649	776	609	98	75	467	806	503	204	53	457	113	514	273	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Online bullying	474 44%	387 45%	239 44%	303 43%	271 42%	327 42%	249 41%	33 34%	29 38%	211 45%	349 43%	226 45%	105 51%	17 32%	189 41%	54 48%	230 45%	97 36%	250 49%
Messaging around online	285 26%	232 27%	162 30%	205 29%	204 31%	245 32%	172 28%	34 35%	32 42%	140 30%	244 30%	158 31%	46 23%	13 25%	102 22%	27 24%	156 30%	70 26%	131 26%
Pretending to be someone else online	126 12%	92 11%	57 11%	73 10%	72 11%	76 10%	76 13%	12 12%	5 6%	41 9%	90 11%	52 10%	20 10%	7 13%	54 12%	10 9%	61 12%	26 10%	63 12%
Stalking someone online	112 10%	83 10%	46 9%	73 10%	66 10%	76 10%	69 11%	11 11%	6 8%	47 10%	84 10%	44 9%	18 9%	7 12%	61 13%	17 15%	34 7%	43 16%	42 8%
Bullying in person	27 2%	25 3%	17 3%	19 3%	17 3%	18 2%	15 2%	5 5%	1 1%	12 3%	15 2%	15 3%	9 5%	3 6%	4 1%	4 4%	19 4%	7 3%	12 2%
None of the above	59 5%	44 5%	17 3%	22 3%	17 3%	30 4%	24 4%	3 3%	3 4%	14 3%	21 3%	8 2%	4 2%	6 11%	44 10%	- -	13 2%	28 10%	15 3%
No response	6 1%	6 1%	2 *	1 *	1 *	4 *	3 1%	- -	- -	3 1%	4 *	1 *	1 1%	- -	3 1%	1 1%	1 *	2 1%	- -

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r



BBC Safer Internet Day

Q8. Thinking about this description, have you experienced trolling / online bullying on social media?

Base: All respondents with social media account

	AGE			GENDER		REGION							
	Total	10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l
Unweighted Total	1098	251	434	413	452	646	278	282	274	139	70	44	11
Weighted Total	1089	297	391	401	540	549	261	292	240	124	93	58	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I have seen trolling / online bullying	503	99	178	226	221	282	127	138	109	53	41	28	7
	46%	33%	46%	56%	41%	51%	49%	47%	45%	42%	44%	49%	36%
			a	ab		d							
I have been trolled / bullied online	204	65	62	77	109	94	45	52	46	28	18	13	2
	19%	22%	16%	19%	20%	17%	17%	18%	19%	22%	19%	23%	9%
I have been involved in trolling / bullying someone online	53	12	21	20	31	22	7	16	11	9	4	3	4
	5%	4%	5%	5%	6%	4%	3%	5%	5%	7%	4%	4%	19%
										f			
None of these	457	145	176	136	247	211	112	125	98	53	42	20	7
	42%	49%	45%	34%	46%	38%	43%	43%	41%	42%	45%	35%	36%
		c	c		e								
No response	4	1	-	4	2	3	1	-	1	-	-	3	-
	*	*	-	1%	*	1%	*	-	*	-	-	5%	-
				b								fg	hi

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q8. Thinking about this description, have you experienced trolling / online bullying on social media?

Base: All respondents with social media account

	SOCIAL MEDIA ACCOUNTS									HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?	
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted Total	1098	869	557	721	678	786	623	107	78	476	834	519	199	50	459	116	519	262	535
Weighted Total	1089	868	540	696	649	776	609	98	75	467	806	503	204	53	457	113	514	273	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I have seen trolling / online bullying	503 46%	429 49%	303 56%	370 53%	360 55%	398 51%	315 52%	65 66%	42 56%	300 64%	449 56%	503 100%	104 51%	25 47%	- -	94 83%	409 80%	131 48%	260 51%
I have been trolled / bullied online	204 19%	179 21%	118 22%	140 20%	135 21%	144 18%	117 19%	33 34%	18 25%	167 36%	170 21%	104 21%	204 100%	27 51%	- -	46 41%	157 31%	54 20%	112 22%
I have been involved in trolling / bullying someone online	53 5%	46 5%	36 7%	38 5%	47 7%	43 6%	34 6%	10 10%	5 6%	33 7%	38 5%	25 5%	27 13%	53 100%	- -	13 11%	41 8%	24 9%	18 3%
None of these	457 42%	336 39%	171 32%	247 35%	217 33%	298 38%	225 37%	21 21%	28 38%	88 19%	276 34%	- -	- -	- -	457 100%	- -	- -	102 37%	195 38%
No response	4 *	2 *	1 *	2 *	1 *	2 *	2 *	1 1%	- -	2 1%	2 *	- -	- -	- -	- -	- -	- -	1 *	2 *

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r



BBC Safer Internet Day**Q9_SUM. Do you agree with these statements?****SUMMARY TABLE**

Base: All respondents with social media account

	Total	Yes	No	Don't know
Most people say things online that they would never say to someone's face	1089 100%	985 90%	98 9%	6 1%
You can get away with more online than you can in person	1089 100%	878 81%	205 19%	6 1%
It's easier to be rude online because people will not know who you are	1089 100%	841 77%	243 22%	5 *
Social media is good for talking to celebrities	1089 100%	571 52%	509 47%	8 1%

BBC Safer Internet Day

Q9_1. Do you agree with these statements?

Most people say things online that they would never say to someone's face

Base: All respondents with social media account

	AGE			GENDER		REGION							
	Total	10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1098	251	434	413	452	646	278	282	274	139	70	44	11
Weighted Total	1089	297	391	401	540	549	261	292	240	124	93	58	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	985	269	348	367	484	501	235	268	214	111	85	54	18
	90%	91%	89%	92%	90%	91%	90%	92%	89%	89%	91%	93%	91%
No	98	25	42	32	52	46	24	24	24	14	7	4	2
	9%	8%	11%	8%	10%	8%	9%	8%	10%	11%	8%	7%	9%
No response	6	3	1	2	4	2	2	1	2	-	2	-	-
	1%	1%	*	*	1%	*	1%	*	1%	-	2%	-	-

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q9_1. Do you agree with these statements?

Most people say things online that they would never say to someone's face

Base: All respondents with social media account

	SOCIAL MEDIA ACCOUNTS								HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?		
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Significance Level: 95%																			
Unweighted Total	1098	869	557	721	678	786	623	107	78	476	834	519	199	50	459	116	519	262	535
Weighted Total	1089	868	540	696	649	776	609	98	75	467	806	503	204	53	457	113	514	273	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	985	788	502	639	601	723	554	92	69	439	751	479	192	48	393	106	484	241	478
	90%	91%	93%	92%	93%	93%	91%	94%	92%	94%	93%	95%	94%	90%	86%	94%	94%	88%	93%
												n	n				q	q	
No	98	76	36	54	44	48	51	6	6	26	53	23	11	3	62	6	28	28	35
	9%	9%	7%	8%	7%	6%	8%	6%	8%	6%	7%	5%	5%	6%	13%	5%	5%	10%	7%
		e												kl					
No response	6	3	2	3	4	5	3	-	-	1	2	2	1	2	3	1	3	4	1
	1%	*	*	*	1%	1%	1%	-	-	*	*	*	*	3%	1%	1%	1%	2%	*
														kl			r	r	

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r

BBC Safer Internet Day

Q9_2. Do you agree with these statements?

You can get away with more online than you can in person

Base: All respondents with social media account

	AGE			GENDER		REGION							
	Total	10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1098	251	434	413	452	646	278	282	274	139	70	44	11
Weighted Total	1089	297	391	401	540	549	261	292	240	124	93	58	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	878	242	298	338	441	437	211	233	189	106	73	49	16
	81%	81%	76%	84%	82%	80%	81%	80%	79%	86%	78%	84%	82%
No	205	51	93	62	96	109	49	58	49	18	21	9	2
	19%	17%	24%	15%	18%	20%	19%	20%	20%	14%	22%	16%	9%
No response	6	4	1	1	2	3	1	1	2	-	-	-	2
	1%	1%	*	*	*	1%	*	*	1%	-	-	-	10%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q9_2. Do you agree with these statements?

You can get away with more online than you can in person

Base: All respondents with social media account

	SOCIAL MEDIA ACCOUNTS								HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?		
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted Total	1098	869	557	721	678	786	623	107	78	476	834	519	199	50	459	116	519	262	535
Weighted Total	1089	868	540	696	649	776	609	98	75	467	806	503	204	53	457	113	514	273	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	878	712	450	556	525	629	497	84	61	397	665	437	184	45	333	85	457	215	427
	81%	82%	83%	80%	81%	81%	82%	86%	82%	85%	82%	87%	90%	85%	73%	76%	89%	79%	83%
												n	n			o			
No	205	152	87	135	119	141	111	14	14	70	141	66	20	5	121	27	54	54	85
	19%	17%	16%	19%	18%	18%	18%	14%	18%	15%	17%	13%	10%	9%	26%	24%	11%	20%	17%
												klm			p				
No response	6	4	3	5	5	6	2	-	-	-	1	-	-	3	3	-	3	4	1
	1%	*	1%	1%	1%	1%	*	-	-	-	*	-	-	6%	1%	-	1%	1%	*
												kl		kn					

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r

BBC Safer Internet Day

Q9_3. Do you agree with these statements?

It's easier to be rude online because people will not know who you are

Base: All respondents with social media account

	AGE			GENDER		REGION							
	Total	10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1098	251	434	413	452	646	278	282	274	139	70	44	11
Weighted Total	1089	297	391	401	540	549	261	292	240	124	93	58	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	841	236	295	310	421	420	203	229	175	99	67	52	16
	77%	80%	75%	77%	78%	77%	78%	78%	73%	79%	72%	89%	82%
												hj	
No	243	57	95	91	116	126	56	61	64	26	26	6	4
	22%	19%	24%	23%	22%	23%	21%	21%	27%	21%	28%	11%	18%
									k		k		
No response	5	3	2	-	2	3	2	2	1	-	-	-	-
	*	1%	*	-	*	*	1%	1%	*	-	-	-	-
		c											

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q9_3. Do you agree with these statements?

It's easier to be rude online because people will not know who you are

Base: All respondents with social media account

	SOCIAL MEDIA ACCOUNTS								HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?		
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted Total	1098	869	557	721	678	786	623	107	78	476	834	519	199	50	459	116	519	262	535
Weighted Total	1089	868	540	696	649	776	609	98	75	467	806	503	204	53	457	113	514	273	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	841	678	428	526	511	620	463	76	60	379	642	411	168	45	332	80	428	210	414
	77%	78%	79%	76%	79%	80%	76%	78%	80%	81%	80%	82%	82%	84%	73%	71%	83%	77%	81%
					c							n	n			o			
No	243	186	112	166	136	153	144	22	15	87	163	92	36	9	121	33	86	61	98
	22%	21%	21%	24%	21%	20%	24%	22%	20%	19%	20%	18%	18%	16%	26%	29%	17%	22%	19%
														kl	p				
No response	5	3	1	4	2	4	3	-	-	1	1	-	-	-	5	-	-	2	1
	*	*	*	1%	*	*	*	-	-	*	*	-	-	-	1%	-	-	1%	*
														k					

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r

BBC Safer Internet Day**Q9_4. Do you agree with these statements?****Social media is good for talking to celebrities**

Base: All respondents with social media account

	AGE			GENDER		REGION							
	Total	10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l
Unweighted Total	1098	251	434	413	452	646	278	282	274	139	70	44	11
Weighted Total	1089	297	391	401	540	549	261	292	240	124	93	58	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	571	166	209	195	274	297	131	158	116	76	44	34	13
	52%	56%	53%	49%	51%	54%	50%	54%	48%	61%	47%	59%	64%
No	509	124	181	204	264	245	129	134	121	48	49	22	5
	47%	42%	46%	51%	49%	45%	49%	46%	51%	38%	53%	39%	27%
			a				i		i				
No response	8	6	1	2	1	7	1	1	3	1	-	1	2
	1%	2%	*	*	*	1%	*	*	1%	1%	-	2%	10%
		b											

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q9_4. Do you agree with these statements?

Social media is good for talking to celebrities

Base: All respondents with social media account

	SOCIAL MEDIA ACCOUNTS								HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?		
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted Total	1098	869	557	721	678	786	623	107	78	476	834	519	199	50	459	116	519	262	535
Weighted Total	1089	868	540	696	649	776	609	98	75	467	806	503	204	53	457	113	514	273	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	571	465	319	367	335	421	322	56	37	242	439	286	102	34	219	65	287	178	252
	52%	54%	59%	53%	52%	54%	53%	57%	49%	52%	54%	57%	50%	65%	48%	58%	56%	65%	49%
		acdf										n		n				r	
No	509	397	218	324	309	350	282	42	39	222	365	216	100	17	235	47	224	92	258
	47%	46%	40%	46%	48%	45%	46%	43%	51%	48%	45%	43%	49%	32%	51%	41%	44%	34%	50%
		b		b	b		b					m		km				q	
No response	8	5	3	6	5	5	5	-	-	2	2	1	1	2	3	1	3	3	3
	1%	1%	1%	1%	1%	1%	1%	-	-	*	*	*	*	4%	1%	1%	1%	1%	1%
														kl					

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r

BBC Safer Internet Day

Q10. Thinking about your most recent experience of trolling/online bullying, what was this about?

Base: All who have experienced trolling

	AGE			GENDER		REGION							
	Total	10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
	a	b	c	d	e	f	g	h	i	j	*k	*l	
Significance Level: 95%													
Unweighted Total	635	125	238	272	245	390	160	158	164	80	39	27	7
Weighted Total	627	151	215	261	292	335	148	168	140	72	51	35	13
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Something that you said or did	152 24%	45 30%	46 21%	62 24%	65 22%	87 26%	37 25%	38 22%	31 22%	16 22%	15 29%	16 45%	- -
The way you look	138 22%	39 26%	37 17%	62 24%	55 19%	84 25%	38 25%	38 23%	28 20%	15 21%	9 18%	7 19%	4 30%
An incident that occurred in person	103 16%	29 20%	35 16%	39 15%	54 19%	49 15%	18 12%	29 17%	19 13%	17 24%	14 26%	6 18%	- -
Your personality	95 15%	23 15%	31 14%	41 16%	41 14%	53 16%	19 13%	27 16%	20 15%	8 12%	12 23%	5 16%	2 15%
Homophobic bullying (e.g. using words like gay and lesbian as an insult)	89 14%	18 12%	31 14%	40 15%	49 17%	40 12%	20 13%	27 16%	13 9%	15 21%	9 17%	4 11%	2 14%
Intelligence	72 11%	20 13%	23 11%	30 11%	40 14%	32 9%	18 12%	20 12%	13 9%	13 19%	3 5%	3 8%	2 15%
Skin colour	64 10%	27 18%	18 8%	19 7%	39 13%	25 8%	11 8%	14 8%	10 7%	15 21%	6 11%	4 11%	4 29%
Religion	61 10%	16 10%	17 8%	29 11%	32 11%	29 9%	12 8%	14 9%	12 9%	8 11%	4 8%	7 19%	4 29%
Your family	47 7%	26 17%	12 5%	9 4%	30 10%	17 5%	11 7%	9 6%	11 8%	7 10%	6 11%	3 8%	- -
None of the above	153 24%	22 15%	60 28%	70 27%	58 20%	95 28%	38 26%	40 24%	46 33%	10 13%	10 20%	5 14%	4 28%
No response	3 1%	1 1%	2 1%	- -	3 1%	- -	- -	1 1%	- -	2 3%	- -	- -	- -

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q10. Thinking about your most recent experience of trolling/online bullying, what was this about?

Base: All who have experienced trolling

	SOCIAL MEDIA ACCOUNTS								HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?		
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	m	*n	o	p	q	r	
Unweighted Total	635	530	380	466	451	485	390	85	50	384	546	519	199	50	-	116	519	163	330
Weighted Total	627	530	369	447	431	477	382	76	47	377	528	503	204	53	-	113	514	170	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
Something that you said or did	152 24%	125 24%	89 24%	118 26%	105 24%	114 24%	85 22%	33 44%	16 34%	115 31%	133 25%	118 23%	72 35%	18 33%	-	23 21%	129 25%	41 24%	78 25%
The way you look	138 22%	120 23%	87 24%	110 25%	107 25%	106 22%	84 22%	27 36%	15 32%	99 26%	119 23%	103 21%	71 35%	14 27%	-	35 31%	103 20%	31 18%	84 27%
An incident that occurred in person	103 16%	92 17%	66 18%	82 18%	78 18%	88 19%	64 17%	20 27%	12 26%	77 20%	95 18%	87 17%	37 18%	12 23%	-	21 18%	83 16%	27 16%	48 15%
Your personality	95 15%	83 16%	58 16%	71 16%	75 18%	76 16%	60 16%	16 20%	5 11%	73 19%	77 15%	59 12%	65 32%	15 28%	-	32 29%	62 12%	24 14%	51 16%
Homophobic bullying (e.g. using words like gay and lesbian as an insult)	89 14%	80 15%	60 16%	64 14%	65 15%	75 16%	57 15%	14 19%	6 12%	71 19%	78 15%	74 15%	37 18%	5 10%	-	24 21%	65 13%	27 16%	45 14%
Intelligence	72 11%	60 11%	41 11%	50 11%	45 10%	56 12%	50 13%	17 23%	5 10%	43 11%	55 10%	57 11%	34 16%	10 18%	-	24 21%	48 9%	31 18%	27 9%
Skin colour	64 10%	53 10%	41 11%	45 10%	42 10%	50 10%	46 12%	10 14%	5 10%	41 11%	53 10%	47 9%	29 14%	10 19%	-	19 17%	45 9%	28 16%	27 8%

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r



BBC Safer Internet Day

Q10. Thinking about your most recent experience of trolling/online bullying, what was this about?

Base: All who have experienced trolling

	SOCIAL MEDIA ACCOUNTS								HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?		
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	m	*n	o	p	q	r	
Unweighted Total	635	530	380	466	451	485	390	85	50	384	546	519	199	50	-	116	519	163	330
Weighted Total	627	530	369	447	431	477	382	76	47	377	528	503	204	53	-	113	514	170	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
Religion	61	50	45	42	42	51	40	8	3	40	49	43	21	11	-	16	45	16	33
	10%	10%	12%	9%	10%	11%	11%	10%	5%	11%	9%	8%	10%	21%	-	14%	9%	10%	10%
Your family	47	39	26	35	27	35	28	7	3	31	36	28	29	11	-	12	34	17	18
	7%	7%	7%	8%	6%	7%	7%	9%	7%	8%	7%	6%	14%	20%	-	11%	7%	10%	6%
None of the above	153	131	84	109	106	116	95	9	9	60	135	142	13	7	-	25	128	37	81
	24%	25%	23%	24%	25%	24%	25%	11%	19%	16%	26%	28%	6%	14%	-	22%	25%	22%	26%
No response	3	-	2	1	1	1	3	1	-	-	2	1	1	1	-	-	3	2	-
	1%	-	1%	*	*	*	1%	1%	-	-	*	*	1%	2%	-	-	1%	1%	-
		g	g	g	g	g	g				i	lm						r	

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r

BBC Safer Internet Day

Q11. Thinking again about your most recent experience of trolling / online bullying, what did you do?

Base: All who have experienced trolling

	AGE			GENDER		REGION							
	Total	10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
	a	b	c	d	e	f	g	h	i	j	*k	*l	
Significance Level: 95%													
Unweighted Total	635	125	238	272	245	390	160	158	164	80	39	27	7
Weighted Total	627	151	215	261	292	335	148	168	140	72	51	35	13
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ignored it	259	50	80	129	132	127	63	64	59	32	23	11	7
	41%	33%	37%	50%	45%	38%	43%	38%	42%	44%	44%	31%	58%
			ab										
Told my family about it	164	79	51	34	75	90	43	49	30	15	16	10	-
	26%	53%	24%	13%	26%	27%	29%	29%	22%	21%	31%	29%	-
		bc	c										
Told my friends about it	155	44	59	52	61	94	38	38	38	22	8	10	-
	25%	29%	28%	20%	21%	28%	26%	23%	27%	30%	17%	29%	-
		c	c										
Reported it on social media	113	30	41	41	50	63	27	28	28	14	11	3	2
	18%	20%	19%	16%	17%	19%	18%	17%	20%	20%	22%	8%	15%
Spoke to the person who did the trolling / bullying on social media	94	19	31	43	39	55	18	24	17	16	9	7	2
	15%	13%	15%	16%	13%	16%	12%	15%	12%	22%	17%	21%	15%
									fh				
Spoke to the person who did the trolling / bullying in person	69	14	23	31	23	45	13	17	18	7	5	9	-
	11%	9%	11%	12%	8%	13%	9%	10%	13%	10%	9%	25%	-
						d							
Told a teacher about it	62	27	20	14	26	36	10	13	20	9	5	3	2
	10%	18%	9%	5%	9%	11%	7%	8%	14%	12%	10%	8%	15%
		bc							f				
None of the above	73	5	30	38	29	44	17	22	14	6	4	5	3
	12%	3%	14%	15%	10%	13%	11%	13%	10%	9%	8%	15%	27%
			a	a									
No response	1	-	-	1	-	1	-	1	-	-	-	-	-
	*	-	-	*	-	*	-	1%	-	-	-	-	-

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q11. Thinking again about your most recent experience of trolling / online bullying, what did you do?

Base: All who have experienced trolling

	SOCIAL MEDIA ACCOUNTS									HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?	
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	m	*n	o	p	q	r	
Unweighted Total	635	530	380	466	451	485	390	85	50	384	546	519	199	50	-	116	519	163	330
Weighted Total	627	530	369	447	431	477	382	76	47	377	528	503	204	53	-	113	514	170	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
Ignored it	259 41%	231 44%	164 45%	191 43%	180 42%	210 44%	165 43%	41 53%	21 44%	166 44%	227 43%	220 44%	87 43%	22 41%	-	25 22%	234 46%	75 44%	130 41%
Told my family about it	164 26%	127 24%	74 20%	114 26%	100 23%	110 23%	94 25%	19 25%	9 19%	106 28%	138 26%	111 22%	82 40%	9 17%	-	39 35%	125 24%	37 22%	83 26%
Told my friends about it	155 25%	133 25%	92 25%	115 26%	109 25%	126 26%	97 25%	26 34%	12 26%	112 30%	137 26%	121 24%	69 34%	18 33%	-	37 33%	118 23%	34 20%	82 26%
Reported it on social media	113 18%	96 18%	75 20%	90 20%	88 20%	89 19%	71 19%	16 21%	12 25%	74 20%	100 19%	94 19%	46 23%	13 24%	-	113 100%	-	44 26%	53 17%
Spoke to the person who did the trolling / bullying on social media	94 15%	82 16%	65 18%	74 16%	73 17%	78 16%	55 14%	20 27%	8 18%	66 17%	85 16%	78 16%	36 18%	16 30%	-	27 24%	67 13%	40 23%	30 10%
Spoke to the person who did the trolling / bullying in person	69 11%	60 11%	43 12%	54 12%	52 12%	57 12%	43 11%	18 23%	3 7%	54 14%	63 12%	50 10%	31 15%	12 23%	-	18 16%	51 10%	27 16%	27 8%
Told a teacher about it	62 10%	50 9%	35 10%	48 11%	44 10%	47 10%	40 11%	14 18%	6 13%	42 11%	49 9%	39 8%	35 17%	9 17%	-	23 20%	39 8%	20 12%	29 9%

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r



BBC Safer Internet Day

Q11. Thinking again about your most recent experience of trolling / online bullying, what did you do?

Base: All who have experienced trolling

	SOCIAL MEDIA ACCOUNTS								HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?		
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling/ someone else	None of these	Yes	No	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	m	*n	o	p	q	r	
Unweighted Total	635	530	380	466	451	485	390	85	50	384	546	519	199	50	-	116	519	163	330
Weighted Total	627	530	369	447	431	477	382	76	47	377	528	503	204	53	-	113	514	170	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
None of the above	73	60	44	52	54	56	38	4	7	26	60	66	9	6	-	-	73	17	39
	12%	11%	12%	12%	13%	12%	10%	5%	16%	7%	11%	13%	4%	11%	-	-	14%	10%	12%
				g					g		i	l				o			
No response	1	1	1	1	-	1	1	-	-	1	1	1	-	-	-	-	1	-	-
	*	*	*	*	-	*	*	-	-	*	*	*	-	-	-	-	*	-	-

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r

BBC Safer Internet Day

Q12. How easy was it to report the bullying on social media?

Base: All who reported online bullying / trolling to social media company

	Total	AGE			GENDER		REGION							
		10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland	
Significance Level: 95%		*a	b	c	d	e	f	*g	h	*i	*j	*k	*l	
Unweighted Total	116	25	47	44	41	75	30	26	34	15	8	2	1	
Weighted Total	113	30	41	41	50	63	27	28	28	14	11	3	2	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very easy	(4)	39	10	18	11	15	24	9	10	9	5	4	1	-
		35%	32%	44%	27%	31%	38%	35%	35%	33%	38%	34%	51%	-
Fairly easy	(3)	57	18	18	21	24	33	13	12	17	6	7	-	2
		51%	59%	44%	51%	49%	52%	49%	42%	61%	42%	66%	-	100%
Fairly difficult	(2)	11	3	3	5	6	5	2	4	1	2	-	1	-
		10%	9%	7%	13%	12%	8%	8%	14%	5%	14%	-	49%	-
Very difficult	(1)	5	-	2	3	3	2	2	2	-	1	-	-	-
		4%	-	5%	7%	6%	2%	8%	6%	-	5%	-	-	-
Don't know		1	-	-	1	1	-	-	1	-	-	-	-	-
		1%	-	-	2%	2%	-	-	3%	-	-	-	-	-
NETS														
Net: Easy		96	27	37	32	40	57	22	22	26	12	11	1	2
		85%	91%	89%	78%	80%	90%	84%	77%	95%	80%	100%	51%	100%
Net: Difficult		16	3	5	8	9	6	4	6	1	3	-	1	-
		14%	9%	11%	20%	19%	10%	16%	20%	5%	20%	-	49%	-
Mean score		3.17	3.23	3.28	3.00	3.06	3.25	3.10	3.09	3.28	3.13	3.34	3.02	3.00
Standard deviation		.77	.61	.80	.83	.84	.70	.88	.88	.56	.88	.50	1.27	*
Standard error		.07	.12	.12	.13	.13	.08	.16	.18	.10	.23	.18	.90	*

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q12. How easy was it to report the bullying on social media?

Base: All who reported online bullying / trolling to social media company

	Total	SOCIAL MEDIA ACCOUNTS								HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?	
		Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
		a	b	c	d	e	f	*g	*h	i	j	k	l	*m	*n	o	*p	q	r
Unweighted Total	116	96	76	95	93	93	73	16	13	74	104	97	45	12	-	116	-	42	57
Weighted Total	113	96	75	90	88	89	71	16	12	74	100	94	46	13	-	113	-	44	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	-	100%	100%
Very easy (4)	39 35%	29 31%	28 37%	33 37%	35 40%	31 35%	24 34%	8 53%	3 24%	26 35%	36 36%	38 40%	14 30%	6 51%	-	39 35%	-	23 54%	14 26%
Fairly easy (3)	57 51%	52 54%	40 53%	46 52%	42 48%	47 53%	34 48%	5 29%	8 69%	35 47%	51 50%	44 47%	22 47%	6 49%	-	57 51%	-	19 43%	27 51%
Fairly difficult (2)	11 10%	10 10%	4 5%	5 6%	5 6%	6 7%	9 13%	1 5%	-	8 10%	8 8%	8 8%	8 17%	-	-	11 10%	-	1 3%	6 12%
Very difficult (1)	5 4%	4 4%	3 4%	5 5%	5 5%	4 4%	4 5%	2 12%	1 6%	5 6%	5 5%	3 3%	3 6%	-	-	5 4%	-	-	5 9%
Don't know	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	-	-	-	1 1%	1 1%	1 1%	-	-	-	1 1%	-	-	1 2%
NETS																			
Net: Easy	96 85%	81 85%	67 90%	79 88%	77 88%	78 88%	58 82%	13 83%	11 94%	61 82%	86 86%	82 88%	36 77%	13 100%	-	96 85%	-	42 97%	41 78%
Net: Difficult	16 14%	14 14%	7 9%	10 11%	10 11%	10 11%	13 18%	3 17%	1 6%	12 17%	13 13%	11 11%	11 23%	-	-	16 14%	-	1 3%	11 21%
Mean score	3.17	3.12	3.24	3.21	3.24	3.19	3.10	3.24	3.11	3.12	3.18	3.26	3.00	3.51	-	3.17	-	3.50	2.97
Standard deviation	.77	.75	.74	.77	.79	.75	.83	1.05	.73	.84	.78	.74	.86	.52	-	.77	-	.57	.87
Standard error	.07	.08	.08	.08	.08	.08	.10	.26	.20	.10	.08	.08	.13	.15	-	.07	-	.09	.12

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r



BBC Safer Internet Day

Q13. How helpful were the social media company when you reported the trolling / online bullying?

Base: All who reported online bullying / trolling to social media company

	Total	AGE			GENDER		REGION							
		10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland	
Significance Level: 95%		*a	b	c	d	e	f	*g	h	*i	*j	*k	*l	
Unweighted Total	116	25	47	44	41	75	30	26	34	15	8	2	1	
Weighted Total	113	30	41	41	50	63	27	28	28	14	11	3	2	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very helpful	(4)	26	12	10	3	14	12	8	6	4	2	4	1	-
		23%	41%	25%	8%	28%	19%	30%	22%	15%	17%	34%	51%	-
				c										
Fairly helpful	(3)	42	14	11	17	20	21	10	9	9	6	5	1	2
		37%	45%	25%	42%	40%	34%	36%	31%	32%	45%	41%	49%	100%
Not very helpful	(2)	27	3	10	14	11	16	4	10	8	3	1	-	-
		24%	11%	25%	33%	22%	26%	17%	37%	29%	21%	12%	-	-
Not helpful at all	(1)	7	1	3	4	2	5	4	1	1	2	-	-	-
		7%	3%	6%	10%	4%	8%	14%	5%	3%	11%	-	-	-
Don't know		10	-	8	3	3	8	1	2	6	1	1	-	-
		9%	-	19%	6%	5%	13%	3%	5%	22%	5%	12%	-	-
									f					
NETS														
Net: Helpful		67	26	21	21	34	33	18	15	13	9	8	3	2
		60%	86%	50%	50%	68%	53%	66%	53%	47%	62%	75%	100%	100%
Net: Not helpful		35	4	13	18	13	22	8	12	9	5	1	-	-
		31%	14%	31%	43%	27%	34%	31%	42%	32%	32%	12%	-	-
Mean score		2.84	3.24	2.85	2.52	2.97	2.73	2.85	2.73	2.75	2.72	3.25	3.51	3.00
Standard deviation		.89	.77	.96	.81	.85	.92	1.04	.89	.82	.93	.72	.63	*
Standard error		.09	.15	.16	.13	.14	.11	.19	.18	.16	.25	.27	.45	*

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q13. How helpful were the social media company when you reported the trolling / online bullying?

Base: All who reported online bullying / trolling to social media company

	SOCIAL MEDIA ACCOUNTS									HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?	
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
	a	b	c	d	e	f	*g	*h	i	j	k	l	*m	*n	o	*p	q	r	
Significance Level: 95%																			
Unweighted Total	116	96	76	95	93	93	73	16	13	74	104	97	45	12	-	116	-	42	57
Weighted Total	113	96	75	90	88	89	71	16	12	74	100	94	46	13	-	113	-	44	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	-	100%	100%
Very helpful (4)	26 23%	19 20%	17 23%	20 23%	21 24%	20 22%	17 24%	6 37%	3 24%	20 28%	22 22%	22 23%	13 27%	9 69%	-	26 23%	-	18 42%	7 14%
Fairly helpful (3)	42 37%	37 39%	29 38%	32 36%	29 34%	32 36%	26 36%	3 21%	4 39%	25 34%	35 35%	37 39%	16 34%	1 6%	-	42 37%	-	16 37%	16 30%
Not very helpful (2)	27 24%	25 26%	17 23%	21 23%	21 24%	23 26%	17 24%	5 30%	2 17%	20 26%	25 25%	20 22%	12 27%	3 20%	-	27 24%	-	4 9%	18 33%
Not helpful at all (1)	7 7%	7 7%	5 6%	7 8%	7 9%	6 7%	6 8%	2 11%	2 14%	6 8%	7 7%	5 5%	4 9%	1 5%	-	7 7%	-	2 4%	6 11%
Don't know	10 9%	8 9%	7 10%	9 10%	9 10%	8 9%	5 8%	-	1 6%	3 4%	10 10%	10 11%	1 2%	-	-	10 9%	-	4 8%	6 12%
NETS																			
Net: Helpful	67 60%	56 58%	46 61%	52 58%	51 58%	52 58%	42 60%	9 58%	7 63%	46 61%	57 57%	58 62%	29 62%	9 75%	-	67 60%	-	35 79%	24 44%
Net: Not helpful	35 31%	31 33%	22 29%	28 31%	28 32%	29 33%	23 33%	7 42%	4 31%	26 34%	33 33%	25 27%	17 36%	3 25%	-	35 31%	-	5 13%	23 44%
Mean score	2.84	2.78	2.86	2.81	2.81	2.81	2.81	2.84	2.77	2.84	2.80	2.90	2.81	3.38	-	2.84	-	3.28	2.53
Standard deviation	.89	.87	.88	.92	.94	.90	.93	1.09	1.04	.94	.91	.86	.96	1.02	-	.89	-	.80	.91
Standard error	.09	.09	.11	.10	.10	.10	.11	.27	.30	.11	.09	.09	.14	.29	-	.09	-	.13	.13

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r

BBC Safer Internet Day

Q14. Why did you not report the trolling / online bullying to the social media company?

Base: Ask all who did not report it to the social media company

	AGE			GENDER		REGION							
	Total	10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Unweighted Total	519	100	191	228	204	315	130	132	130	65	31	25	6
Weighted Total	514	121	173	220	242	273	121	139	113	58	40	32	11
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Did not think the bullying / trolling was serious enough to be reported	220 43%	49 40%	68 39%	103 47%	96 40%	124 45%	51 42%	54 39%	49 44%	27 47%	22 54%	13 40%	4 33%
Did not think it would be helpful	189 37%	38 31%	66 38%	85 38%	83 34%	106 39%	46 38%	51 37%	47 42%	16 27%	13 33%	14 42%	2 18%
Did not know how	84 16%	38 32% bc	22 13%	24 11%	46 19%	38 14%	20 16%	21 15%	17 15%	10 18%	9 21%	1 4%	6 51%
Worried the person who did the bullying / trolling would find out	57 11%	16 13%	22 13%	19 9%	33 14%	24 9%	15 13%	18 13%	11 10%	6 10%	4 9%	2 5%	2 16%
Any other reason	93 18%	8 6%	34 20% a	51 23% a	43 18%	50 18%	24 20%	28 20%	18 16%	10 17%	5 13%	7 20%	2 16%
No response	2 *	1 1%	-	1 *	-	2 1%	1 1%	-	1 1%	-	-	-	-

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q14. Why did you not report the trolling / online bullying to the social media company?

Base: Ask all who did not report it to the social media company

	SOCIAL MEDIA ACCOUNTS									HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?	
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
		a	b	c	d	e	f	g	h	i	j	k	l	m	*n	*o	p	q	r
Significance Level: 95%																			
Unweighted Total	519	434	304	371	358	392	317	69	37	310	442	422	154	38	-	-	519	121	273
Weighted Total	514	434	294	357	343	388	311	61	35	302	428	409	157	41	-	-	514	126	263
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%
Did not think the bullying / trolling was serious enough to be reported	220 43%	191 44%	128 44%	158 44%	150 44%	175 45%	143 46%	31 52%	20 56%	145 48%	191 45%	178 44%	72 45%	8 19%	-	-	220 43%	61 49%	103 39%
Did not think it would be helpful	189 37%	164 38%	115 39%	132 37%	131 38%	137 35%	112 36%	28 46%	14 40%	132 44%	164 38%	149 36%	67 42%	17 41%	-	-	189 37%	32 26%	111 42%
Did not know how	84 16%	68 16%	39 13%	50 14%	45 13%	57 15%	48 15%	7 12%	1 2%	48 16%	63 15%	58 14%	24 15%	8 20%	-	-	84 16%	21 17%	46 17%
Worried the person who did the bullying / trolling would find out	57 11%	50 12%	31 11%	36 10%	39 11%	41 10%	39 13%	8 13%	1 3%	35 12%	40 9%	37 9%	29 18%	7 18%	-	-	57 11%	14 11%	33 13%
Any other reason	93 18%	74 17%	59 20%	72 20%	71 21%	78 20%	53 17%	9 14%	10 28%	42 14%	81 19%	87 21%	15 10%	9 22%	-	-	93 18%	28 22%	48 18%
No response	2 *	1 *	1 *	2 *	2 1%	1 *	- -	1 1%	- -	2 1%	2 *	1 *	2 1%	- -	- -	- -	2 *	1 1%	- -

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r

BBC Safer Internet Day

Q15. Why do you think people usually get involved in trolling / online bullying?

Base: All respondents with social media account

	AGE			GENDER		REGION							
	Total	10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1098	251	434	413	452	646	278	282	274	139	70	44	11
Weighted Total	1089	297	391	401	540	549	261	292	240	124	93	58	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
They think it is funny	785	197	281	307	393	392	193	216	171	84	67	41	13
	72%	66%	72%	77%	73%	71%	74%	74%	71%	67%	71%	72%	64%
			a										
Because they don't like someone	608	157	223	228	267	341	145	163	138	60	56	33	13
	56%	53%	57%	57%	49%	62%	55%	56%	58%	48%	60%	57%	65%
				d									
To get back at someone	522	124	195	202	232	290	120	150	115	59	48	21	9
	48%	42%	50%	50%	43%	53%	46%	51%	48%	47%	51%	36%	46%
			a	a		d							
Because they were bullied	316	64	125	127	144	172	59	76	81	44	27	21	7
	29%	21%	32%	32%	27%	31%	23%	26%	34%	35%	29%	36%	36%
			a	a				fg	f				
They are told to by someone else	271	65	108	97	133	137	56	81	56	28	23	17	9
	25%	22%	28%	24%	25%	25%	21%	28%	23%	23%	25%	30%	46%
They are told to by a friend	256	69	89	98	129	128	61	70	57	30	18	15	6
	24%	23%	23%	25%	24%	23%	23%	24%	24%	24%	20%	26%	27%
None of the above	50	15	16	20	24	26	13	13	11	9	1	2	2
	5%	5%	4%	5%	5%	5%	5%	4%	5%	7%	1%	3%	9%
No response	3	-	1	1	1	1	-	-	-	-	1	1	-
	*	-	*	*	*	*	-	-	-	-	1%	2%	-
										fgh	fgh		

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q15. Why do you think people usually get involved in trolling / online bullying?

Base: All respondents with social media account

	SOCIAL MEDIA ACCOUNTS									HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?	
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted Total	1098	869	557	721	678	786	623	107	78	476	834	519	199	50	459	116	519	262	535
Weighted Total	1089	868	540	696	649	776	609	98	75	467	806	503	204	53	457	113	514	273	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
They think it is funny	785 72%	624 72%	412 76%	535 77%	493 76%	585 75%	458 75%	73 75%	62 82%	372 80%	632 78%	398 79%	154 76%	32 61%	313 68%	88 78%	382 74%	178 65%	391 76%
Because they don't like someone	608 56%	479 55%	306 57%	406 58%	383 59%	450 58%	351 58%	53 54%	51 67%	274 59%	482 60%	273 54%	105 51%	28 53%	281 61%	65 58%	262 51%	132 49%	313 61%
To get back at someone	522 48%	419 48%	270 50%	348 50%	338 52%	385 50%	316 52%	51 52%	43 58%	243 52%	431 53%	255 51%	101 49%	23 43%	226 49%	68 60%	226 44%	118 43%	260 51%
Because they were bullied	316 29%	250 29%	175 32%	219 31%	213 33%	249 32%	184 30%	43 43%	28 37%	140 30%	256 32%	147 29%	62 31%	18 33%	144 32%	44 39%	127 25%	75 27%	168 33%
They are told to by someone else	271 25%	218 25%	152 28%	185 27%	179 28%	201 26%	166 27%	32 33%	25 33%	124 27%	212 26%	124 25%	66 32%	19 36%	118 26%	41 37%	111 22%	62 23%	137 27%
They are told to by a friend	256 24%	224 26%	138 26%	182 26%	176 27%	195 25%	156 26%	25 25%	18 24%	121 26%	208 26%	125 25%	62 30%	21 39%	108 24%	37 33%	110 21%	62 23%	129 25%
None of the above	50 5%	43 5%	17 3%	23 3%	24 4%	28 4%	26 4%	4 4%	2 3%	14 3%	22 3%	16 3%	1 *	1 1%	32 7%	2 1%	16 3%	21 8%	17 3%

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r



BBC Safer Internet Day

Q15. Why do you think people usually get involved in trolling / online bullying?

Base: All respondents with social media account

	SOCIAL MEDIA ACCOUNTS								HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?		
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling/ someone else	None of these	Yes	No	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted Total	1098	869	557	721	678	786	623	107	78	476	834	519	199	50	459	116	519	262	535
Weighted Total	1089	868	540	696	649	776	609	98	75	467	806	503	204	53	457	113	514	273	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No response	3 *	3 *	3 *	3 *	3 *	1 *	1 *	1 1%	- -	1 *	1 *	1 *	- -	1 2%	- -	- -	3 1%	- -	1 *

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r

BBC Safer Internet Day

Q16. What effect did your experience of trolling / online bullying have on your use of social media?

Base: All who have experienced trolling

	AGE			GENDER		REGION							
	Total	10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	*l
Unweighted Total	635	125	238	272	245	390	160	158	164	80	39	27	7
Weighted Total	627	151	215	261	292	335	148	168	140	72	51	35	13
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I use social media the same amount as I did before	443 71%	94 62%	154 72%	195 75% a	204 70%	239 71%	110 74% i	121 72%	102 73%	44 61%	34 67%	26 75%	5 42%
I use social media less than I did before	76 12%	28 18% bc	20 10%	28 11%	41 14%	35 10%	19 13%	19 11%	18 13%	8 11%	7 13%	5 14%	- -
I use social media more than I did before	62 10%	24 16% c	23 11% c	15 6%	34 12%	28 8%	11 7%	14 8%	9 6%	14 19% fgh	9 17% h	3 8%	4 30%
Don't know	45 7%	5 4%	17 8%	23 9%	12 4%	33 10% d	8 5%	13 8%	11 8%	7 9%	1 3%	1 3%	4 28%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q16. What effect did your experience of trolling / online bullying have on your use of social media?

Base: All who have experienced trolling

	SOCIAL MEDIA ACCOUNTS								HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?		
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling/ someone else	None of these	Yes	No	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	m	*n	o	p	q	r	
Unweighted Total	635	530	380	466	451	485	390	85	50	384	546	519	199	50	-	116	519	163	330
Weighted Total	627	530	369	447	431	477	382	76	47	377	528	503	204	53	-	113	514	170	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
I use social media the same amount as I did before	443	378	267	326	311	344	277	53	36	271	390	371	135	35	-	78	365	116	225
	71%	71%	73%	73%	72%	72%	72%	70%	78%	72%	74%	74%	67%	65%	-	69%	71%	68%	71%
I use social media less than I did before	76	61	31	43	39	47	34	8	4	50	50	50	34	5	-	7	69	14	43
	12%	12%	8%	10%	9%	10%	9%	10%	8%	13%	10%	10%	17%	9%	-	6%	13%	8%	13%
													k			o			
I use social media more than I did before	62	56	44	45	46	51	43	14	3	35	51	39	27	8	-	20	43	27	24
	10%	11%	12%	10%	11%	11%	11%	18%	7%	9%	10%	8%	13%	16%	-	17%	8%	16%	8%
								c					k			p		r	
Don't know	45	34	27	32	35	35	29	1	3	20	37	43	6	5	-	8	37	13	25
	7%	6%	7%	7%	8%	7%	8%	2%	7%	5%	7%	9%	3%	10%	-	7%	7%	8%	8%
					g							l		l					

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r

BBC Safer Internet Day

Q17. What happened when you spoke to the person who did the trolling / online bullying?

Base: All who have spoken to someone who took part in online bullying / trolling

	AGE			GENDER		REGION							
	Total	10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
Significance Level: 95%		*a	b	c	d	e	*f	*g	h	*i	*j	*k	*l
Unweighted Total	129	22	47	60	43	86	27	28	36	20	8	9	1
Weighted Total	126	25	42	59	50	76	23	31	30	19	10	11	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
They were rude to me	50	12	17	22	24	27	12	13	12	7	1	4	-
	40%	47%	40%	37%	47%	35%	52%	44%	40%	39%	14%	36%	-
They found it funny	43	8	16	20	19	24	11	14	6	7	4	1	-
	34%	31%	38%	33%	38%	32%	48%	45%	21%	36%	37%	12%	-
They apologised	42	10	16	17	14	29	2	10	8	9	4	7	2
	34%	39%	39%	28%	27%	38%	10%	33%	27%	47%	39%	65%	100%
They had not realised they were trolling / bullying	39	5	17	17	15	24	8	9	9	4	5	4	-
	31%	20%	42%	28%	30%	32%	35%	30%	31%	20%	50%	33%	-
They continued their trolling / online bullying	36	10	13	13	19	17	9	8	9	5	2	3	-
	28%	40%	31%	22%	37%	23%	37%	25%	32%	25%	25%	23%	-
Don't know	5	-	-	5	1	4	1	-	2	1	1	-	-
	4%	-	-	8%	2%	5%	3%	-	6%	4%	12%	-	-

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q17. What happened when you spoke to the person who did the trolling / online bullying?

Base: All who have spoken to someone who took part in online bullying / trolling

	SOCIAL MEDIA ACCOUNTS								HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?		
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
	a	b	c	d	e	f	*g	*h	i	j	k	l	*m	*n	o	p	q	r	
Unweighted Total	129	111	87	103	98	105	76	26	10	90	118	101	49	20	-	34	95	50	50
Weighted Total	126	110	84	98	95	103	74	25	10	86	112	98	47	21	-	34	92	52	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
They were rude to me	50 40%	45 41%	32 39%	41 41%	39 41%	43 42%	29 39%	17 66%	3 35%	40 46%	49 44%	41 42%	28 61%	10 46%	-	18 53%	32 35%	24 46%	19 42%
They found it funny	43 34%	40 36%	29 34%	38 39%	37 39%	37 35%	28 38%	11 46%	3 29%	34 39%	43 38%	34 35%	23 50%	10 46%	-	17 50%	26 28%	18 34%	14 31%
They apologised	42 34%	40 37%	30 36%	38 39%	35 37%	34 33%	27 36%	14 55%	4 42%	31 36%	38 33%	35 36%	14 29%	9 41%	-	10 28%	33 36%	19 35%	15 32%
They had not realised they were trolling / bullying	39 31%	34 31%	25 29%	30 30%	30 31%	33 32%	21 29%	4 18%	2 24%	23 27%	37 33%	35 36%	12 25%	5 25%	-	9 28%	30 32%	15 29%	14 30%
They continued their trolling / online bullying	36 28%	29 27%	28 33%	29 29%	31 33%	29 28%	23 31%	11 42%	3 27%	23 26%	29 26%	24 24%	20 44%	13 59%	-	16 49%	19 21%	19 37%	10 21%
Don't know	5 4%	4 4%	3 3%	4 4%	4 4%	3 3%	4 5%	-	1 13%	4 4%	5 4%	3 3%	2 5%	1 3%	-	2 6%	3 3%	-	3 8%

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r

BBC Safer Internet Day

Q18. Do you think social media companies take trolling / online bullying seriously enough?

Base: All respondents with social media account

	AGE			GENDER		REGION							
	Total	10-12	13-15	16-18	Male	Female	North	Midlands	South	London	Scotland	Wales	Northern Ireland
	a	b	c	d	e	f	g	h	i	j	k	l	
Significance Level: 95%													
Unweighted Total	1098	251	434	413	452	646	278	282	274	139	70	44	11
Weighted Total	1089	297	391	401	540	549	261	292	240	124	93	58	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	273	80	93	100	154	119	69	72	52	32	25	15	7
	25%	27%	24%	25%	28%	22%	26%	25%	22%	26%	27%	25%	36%
				e									
No	513	105	196	212	228	286	119	137	124	54	41	31	7
	47%	35%	50%	53%	42%	52%	46%	47%	52%	43%	44%	53%	37%
			a	a		d							
Don't know	303	111	102	90	159	144	74	83	64	38	27	12	5
	28%	38%	26%	22%	29%	26%	28%	28%	27%	31%	29%	21%	27%
		bc											

Columns Tested: a,b,c - d,e - f,g,h,i,j,k,l

BBC Safer Internet Day

Q18. Do you think social media companies take trolling / online bullying seriously enough?

Base: All respondents with social media account

	SOCIAL MEDIA ACCOUNTS								HAPPENED ONLINE		EXPERIENCE OF ONLINE BULLYING / TROLLING				REPORTED ONLINE BULLYING / TROLLING ON SOCIAL MEDIA		DO SOCIAL MEDIA COMPANIES TAKE ONLINE BULLYING / TROLLING SERIOUSLY ENOUGH?		
	Total	Facebook	Twitter	Instagram	Snapchat	Youtube	WhatsApp	Ask.fm	Other	Someone has been rude to you	Someone has been nice to you	Have seen online bullying / trolling	Have been bullied/ trolled	Have been involved in bullying/ trolling someone else	None of these	Yes	No	Yes	No
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted Total	1098	869	557	721	678	786	623	107	78	476	834	519	199	50	459	116	519	262	535
Weighted Total	1089	868	540	696	649	776	609	98	75	467	806	503	204	53	457	113	514	273	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	273	228	149	168	152	193	147	32	19	108	190	131	54	24	102	44	126	273	-
	25%	26%	28%	24%	23%	25%	24%	33%	25%	23%	24%	26%	26%	45%	22%	39%	24%	100%	-
								d						kl	p		r		
No	513	418	279	349	329	383	300	46	39	246	403	260	112	18	195	53	263	-	513
	47%	48%	52%	50%	51%	49%	49%	47%	52%	53%	50%	52%	55%	33%	43%	47%	51%	-	100%
												mn	mn					q	
Don't know	303	221	112	179	168	200	163	20	17	112	213	112	38	12	161	16	125	-	-
	28%	26%	21%	26%	26%	26%	27%	20%	23%	24%	26%	22%	19%	22%	35%	14%	24%	-	-
		b		b	b	b	b							kl		o			

Columns Tested: a,b,c,d,e,f,g,h - i,j - k,l,m,n - o,p - q,r