"The 2015 Stop Cyberbullying Day poll is key to identifying the latest trends and behaviours of our increasingly digital teenagers in the U.K. The results suggest we all have a long way to go in tackling the devastating problems of cyberbullying and digital abuse, and with the data indicating 55% of U.K. teenagers have suffered from cyberbullying I think it’s crucial we do it quickly.”

SCOTT FREEMAN, Founder, The Cybersmile Foundation

On Stop Cyberbullying Day we encourage our digital community across the globe to help us spread awareness of digital abuse and to promote online empathy and positivity for all. To celebrate this day in 2015, in partnership with Sugarscape, we compiled answers from 2800 young people to provide a snapshot of teen views on cyberbullying.
How many times have you been a victim of online abuse?

- **Never**: 45%
- **Up to 5 separate incidents**: 35%
- **Up to 10 separate incidents**: 6%
- **More than 10 separate incidents**: 5%
- **So many times I have lost count**: 8%

On which of the following sites do you feel most at risk of bullying?

- **Facebook**: 35%
- **Twitter**: 27%
- **Ask.fm**: 13%
- **Instagram**: 10%
- **Tumblr**: 5%
- **Snapchat**: 4%
- **Google+**: 3%
- **Vine**: 1%
- **Other**: 4%
Which is your favourite social media site?

45% 17% 15% 11% 5% 4% 2% 1% 1%
Which of the following do you think is least relevant to online teens right now?

- Facebook: 35%
- Tumblr: 17%
- YouTube: 17%
- Snapchat: 11%
- Instagram: 6%
- Twitter: 4%

Where should teens be learning about online safety?

- School: 46%
- Home, parents/guardians: 33%
- Online Resources: 11%
- Friends: 3%
- Other: 5%
Which statement do you agree with the most?

- There should be alternative punishments for cyberbullying such as community service
  - 42% PEOPLE AGREE

- Those who cyberbully others should be banned from the internet
  - 27% PEOPLE AGREE

- There should be stricter laws and prison sentences for cyberbullies
  - 29% PEOPLE AGREE

- Cyberbullying isn’t serious enough to get the police involved
  - 2% PEOPLE AGREE
Which of these would be most likely to make you act more positively to others online?

- Reading real life stories about the effects of cyberbullying: 33%
- A friend being cyberbullied: 18%
- Being cyberbullied yourself: 17%
- Your friends showing kindness to others: 14%
- Celebrity role models encouraging kindness online: 14%
- Government/police warnings: 3%
Independently polled through Hearst Publishing teen magazine Sugarscape. For the full data set please CLICK HERE.