

**Cyberbullying**  
Fieldwork Dates: 3rd-4th August 2017

**Conducted by YouGov**  
**On behalf of YouGovNY**

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## **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

**Methodology:** This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto:omnibus.us@yougov.com) quoting the survey details

## **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1100 adults. Fieldwork was undertaken between 3rd-4th August 2017. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

**NOTE:** All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.



# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Gender		Age		
	Male	Female	18 to 34	35 to 54	55+

ZYC\_q1. Before taking this survey, were you aware of First Lady Melania Trump's pre-election pledge to combat cyberbullying?

	Unweighted base	Male	Female	18 to 34	35 to 54	55+
	1100	476	624	281	344	475
<b>Base: All US adults</b>	1100	535	565	338	310	452
Yes, and I know all of the details	11%	12%	9%	11%	10%	10%
Yes, but I only know some of the details	22%	24%	20%	20%	22%	23%
Yes, but I didn't know any of the details	24%	26%	22%	18%	19%	31%
No, I was not	35%	31%	39%	36%	38%	33%
Don't know	9%	8%	10%	15%	11%	3%

ZYC\_q2. Before taking this survey, were you aware of any efforts conducted by Melania Trump in regards to cyberbullying since she became the First Lady?

	Unweighted base	Male	Female	18 to 34	35 to 54	55+
	1100	476	624	281	344	475
<b>Base: All US adults</b>	1100	535	565	338	310	452
Yes, and I know all of the details	6%	8%	4%	9%	5%	4%
Yes, but I only know some of the details	12%	15%	9%	10%	12%	12%
Yes, but I didn't know any of the details	15%	17%	12%	12%	12%	18%
No, I was not	60%	54%	65%	57%	61%	60%
Don't know	8%	7%	10%	11%	10%	5%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Region				
	Northeast	Midwest	South	West	White

ZYC\_q1. Before taking this survey, were you aware of First Lady Melania Trump's pre-election pledge to combat cyberbullying?

	Unweighted base	Northeast	Midwest	South	West	White
	1100	213	236	411	240	814
<b>Base: All US adults</b>	1100	233	219	413	234	739
Yes, and I know all of the details	11%	11%	9%	14%	8%	10%
Yes, but I only know some of the details	22%	19%	25%	20%	24%	22%
Yes, but I didn't know any of the details	24%	21%	31%	21%	26%	26%
No, I was not	35%	34%	31%	39%	33%	34%
Don't know	9%	15%	5%	7%	10%	7%

ZYC\_q2. Before taking this survey, were you aware of any efforts conducted by Melania Trump in regards to cyberbullying since she became the First Lady?

	Unweighted base	Northeast	Midwest	South	West	White
	1100	213	236	411	240	814
<b>Base: All US adults</b>	1100	233	219	413	234	739
Yes, and I know all of the details	6%	9%	6%	6%	2%	5%
Yes, but I only know some of the details	12%	10%	13%	9%	17%	11%
Yes, but I didn't know any of the details	15%	16%	17%	12%	15%	15%
No, I was not	60%	52%	59%	65%	58%	61%
Don't know	8%	12%	6%	8%	8%	8%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Race		
	Black	Hispanic	Other (NET)

ZYC\_q1. Before taking this survey, were you aware of First Lady Melania Trump's pre-election pledge to combat cyberbullying?

	Unweighted base	Black	Hispanic	Other (NET)
<b>Base: All US adults</b>	1100	145	125	91
Yes, and I know all of the details	11%	16%	7%	10%
Yes, but I only know some of the details	22%	18%	17%	31%
Yes, but I didn't know any of the details	24%	15%	21%	20%
No, I was not	35%	43%	37%	25%
Don't know	9%	7%	18%	14%

ZYC\_q2. Before taking this survey, were you aware of any efforts conducted by Melania Trump in regards to cyberbullying since she became the First Lady?

	Unweighted base	Black	Hispanic	Other (NET)
<b>Base: All US adults</b>	1100	145	125	91
Yes, and I know all of the details	6%	11%	2%	9%
Yes, but I only know some of the details	12%	10%	12%	19%
Yes, but I didn't know any of the details	15%	7%	17%	16%
No, I was not	60%	65%	57%	45%
Don't know	8%	7%	13%	12%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Education				
	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married

ZYC\_q1. Before taking this survey, were you aware of First Lady Melania Trump's pre-election pledge to combat cyberbullying?

	Unweighted base	1100	382	384	214	120	531
<b>Base: All US adults</b>	1100	434	358	206	101	484	
Yes, and I know all of the details	11%	8%	14%	12%	9%	9%	
Yes, but I only know some of the details	22%	15%	22%	31%	31%	24%	
Yes, but I didn't know any of the details	24%	21%	23%	26%	38%	26%	
No, I was not	35%	45%	31%	28%	21%	34%	
Don't know	9%	11%	11%	3%	2%	6%	

ZYC\_q2. Before taking this survey, were you aware of any efforts conducted by Melania Trump in regards to cyberbullying since she became the First Lady?

	Unweighted base	1100	382	384	214	120	531
<b>Base: All US adults</b>	1100	434	358	206	101	484	
Yes, and I know all of the details	6%	5%	8%	8%	1%	5%	
Yes, but I only know some of the details	12%	10%	12%	15%	14%	14%	
Yes, but I didn't know any of the details	15%	13%	14%	13%	27%	17%	
No, I was not	60%	61%	58%	61%	56%	59%	
Don't know	8%	12%	8%	4%	2%	6%	



# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Marital Status				
	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

ZYC\_q1. Before taking this survey, were you aware of First Lady Melania Trump's pre-election pledge to combat cyberbullying?

	Unweighted base	10	116	56	353	34
<b>Base: All US adults</b>	1100	9	120	59	389	39
Yes, and I know all of the details	11%	9%	12%	9%	12%	14%
Yes, but I only know some of the details	22%	2%	17%	28%	21%	6%
Yes, but I didn't know any of the details	24%	26%	27%	32%	20%	12%
No, I was not	35%	40%	37%	31%	34%	49%
Don't know	9%	23%	8%	-	12%	18%

ZYC\_q2. Before taking this survey, were you aware of any efforts conducted by Melania Trump in regards to cyberbullying since she became the First Lady?

	Unweighted base	10	116	56	353	34
<b>Base: All US adults</b>	1100	9	120	59	389	39
Yes, and I know all of the details	6%	9%	3%	9%	7%	2%
Yes, but I only know some of the details	12%	-	11%	8%	12%	3%
Yes, but I didn't know any of the details	15%	7%	13%	26%	12%	6%
No, I was not	60%	83%	62%	48%	59%	77%
Don't know	8%	-	11%	9%	11%	12%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Children under the age of 18		Income		
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+

ZYC\_q1. Before taking this survey, were you aware of First Lady Melania Trump's pre-election pledge to combat cyberbullying?

	Unweighted base	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	1100	266	834	395	327	223
<b>Base: All US adults</b>	1100	254	846	457	292	195
Yes, and I know all of the details	11%	10%	11%	8%	15%	11%
Yes, but I only know some of the details	22%	27%	20%	18%	26%	26%
Yes, but I didn't know any of the details	24%	14%	27%	21%	24%	33%
No, I was not	35%	40%	34%	41%	33%	29%
Don't know	9%	9%	9%	12%	2%	1%

ZYC\_q2. Before taking this survey, were you aware of any efforts conducted by Melania Trump in regards to cyberbullying since she became the First Lady?

	Unweighted base	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	1100	266	834	395	327	223
<b>Base: All US adults</b>	1100	254	846	457	292	195
Yes, and I know all of the details	6%	9%	5%	6%	8%	5%
Yes, but I only know some of the details	12%	15%	11%	10%	14%	12%
Yes, but I didn't know any of the details	15%	10%	16%	11%	15%	21%
No, I was not	60%	57%	60%	61%	59%	60%
Don't know	8%	8%	8%	12%	3%	2%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	
	Prefer not to say

ZYC\_q1. Before taking this survey, were you aware of First Lady Melania Trump's pre-election pledge to combat cyberbullying?

Unweighted base	1100	155
<b>Base: All US adults</b>	1100	155
Yes, and I know all of the details	11%	11%
Yes, but I only know some of the details	22%	19%
Yes, but I didn't know any of the details	24%	21%
No, I was not	35%	28%
Don't know	9%	21%

ZYC\_q2. Before taking this survey, were you aware of any efforts conducted by Melania Trump in regards to cyberbullying since she became the First Lady?

Unweighted base	1100	155
<b>Base: All US adults</b>	1100	155
Yes, and I know all of the details	6%	1%
Yes, but I only know some of the details	12%	12%
Yes, but I didn't know any of the details	15%	16%
No, I was not	60%	57%
Don't know	8%	15%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total					
	Facebook	Twitter	LinkedIn	Google+	MySpace

ZYC\_q1. Before taking this survey, were you aware of First Lady Melania Trump's pre-election pledge to combat cyberbullying?

	Unweighted base	Facebook	Twitter	LinkedIn	Google+	MySpace
	1100	874	388	314	287	76
<b>Base: All US adults</b>	1100	865	357	286	280	78
Yes, and I know all of the details	11%	11%	13%	12%	14%	14%
Yes, but I only know some of the details	22%	23%	29%	28%	24%	28%
Yes, but I didn't know any of the details	24%	25%	27%	34%	24%	21%
No, I was not	35%	34%	24%	25%	31%	33%
Don't know	9%	8%	7%	2%	7%	4%

ZYC\_q2. Before taking this survey, were you aware of any efforts conducted by Melania Trump in regards to cyberbullying since she became the First Lady?

	Unweighted base	Facebook	Twitter	LinkedIn	Google+	MySpace
	1100	874	388	314	287	76
<b>Base: All US adults</b>	1100	865	357	286	280	78
Yes, and I know all of the details	6%	6%	7%	5%	9%	7%
Yes, but I only know some of the details	12%	11%	14%	16%	13%	18%
Yes, but I didn't know any of the details	15%	15%	16%	16%	12%	19%
No, I was not	60%	60%	58%	59%	60%	51%
Don't know	8%	7%	6%	3%	7%	4%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Social networks membership				
	Pinterest	Tumblr	Instagram	nosquare	Snapchat

ZYC\_q1. Before taking this survey, were you aware of First Lady Melania Trump's pre-election pledge to combat cyberbullying?

	Unweighted base	Pinterest	Tumblr	Instagram	nosquare	Snapchat
	1100	304	96	313	2	193
<b>Base: All US adults</b>	1100	254	92	306	2	216
Yes, and I know all of the details	11%	11%	21%	13%	42%	13%
Yes, but I only know some of the details	22%	23%	24%	22%	-	23%
Yes, but I didn't know any of the details	24%	27%	25%	26%	58%	19%
No, I was not	35%	33%	22%	29%	-	34%
Don't know	9%	6%	8%	10%	-	11%

ZYC\_q2. Before taking this survey, were you aware of any efforts conducted by Melania Trump in regards to cyberbullying since she became the First Lady?

	Unweighted base	Pinterest	Tumblr	Instagram	nosquare	Snapchat
	1100	304	96	313	2	193
<b>Base: All US adults</b>	1100	254	92	306	2	216
Yes, and I know all of the details	6%	5%	21%	8%	-	10%
Yes, but I only know some of the details	12%	12%	10%	14%	-	12%
Yes, but I didn't know any of the details	15%	12%	10%	13%	-	11%
No, I was not	60%	64%	50%	56%	100%	56%
Don't know	8%	7%	9%	9%	-	10%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total				
	Periscope	Other	Don't know	None

ZYC\_q1. Before taking this survey, were you aware of First Lady Melania Trump's pre-election pledge to combat cyberbullying?

Unweighted base	1100	22	24	11	125
<b>Base: All US adults</b>	1100	22	25	14	122
Yes, and I know all of the details	11%	17%	31%	7%	9%
Yes, but I only know some of the details	22%	14%	34%	12%	15%
Yes, but I didn't know any of the details	24%	27%	16%	19%	21%
No, I was not	35%	35%	20%	6%	46%
Don't know	9%	7%	-	56%	9%

ZYC\_q2. Before taking this survey, were you aware of any efforts conducted by Melania Trump in regards to cyberbullying since she became the First Lady?

Unweighted base	1100	22	24	11	125
<b>Base: All US adults</b>	1100	22	25	14	122
Yes, and I know all of the details	6%	13%	19%	6%	5%
Yes, but I only know some of the details	12%	7%	15%	16%	12%
Yes, but I didn't know any of the details	15%	7%	16%	22%	11%
No, I was not	60%	66%	50%	12%	59%
Don't know	8%	7%	-	44%	13%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Political Ideology				
	Democrat	Republican	Independent	Other	Not sure

ZYC\_q1. Before taking this survey, were you aware of First Lady Melania Trump's pre-election pledge to combat cyberbullying?

	Unweighted base	Democrat	Republican	Independent	Other	Not sure
	1100	400	264	294	44	98
<b>Base: All US adults</b>	1100	377	246	287	45	145
Yes, and I know all of the details	11%	15%	11%	9%	3%	5%
Yes, but I only know some of the details	22%	22%	27%	26%	14%	7%
Yes, but I didn't know any of the details	24%	24%	27%	29%	28%	7%
No, I was not	35%	35%	30%	32%	48%	46%
Don't know	9%	5%	5%	4%	7%	35%

ZYC\_q2. Before taking this survey, were you aware of any efforts conducted by Melania Trump in regards to cyberbullying since she became the First Lady?

	Unweighted base	Democrat	Republican	Independent	Other	Not sure
	1100	400	264	294	44	98
<b>Base: All US adults</b>	1100	377	246	287	45	145
Yes, and I know all of the details	6%	7%	7%	4%	2%	4%
Yes, but I only know some of the details	12%	11%	16%	14%	10%	3%
Yes, but I didn't know any of the details	15%	12%	23%	15%	10%	6%
No, I was not	60%	63%	47%	64%	76%	60%
Don't know	8%	7%	6%	4%	2%	28%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Gender		Age		
	Male	Female	18 to 34	35 to 54	55+

ZYC\_q3. How important or unimportant do you believe it is for a First Lady to have a campaign or cause to dedicate her time and resources to?

Unweighted base	1100	476	624	281	344	475
<b>Base: All US adults</b>	1100	535	565	338	310	452
Very important	30%	24%	35%	31%	28%	30%
Somewhat important	34%	39%	30%	31%	30%	40%
Somewhat unimportant	9%	12%	6%	9%	10%	8%
Not important at all	14%	17%	11%	12%	17%	13%
Don't know	13%	9%	17%	17%	15%	9%
Net: Important	64%	63%	65%	61%	58%	70%
Net: Not important	23%	28%	18%	22%	28%	21%

ZYC\_q4\_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- President Trump acts like a cyberbully on social media

Unweighted base	1100	476	624	281	344	475
<b>Base: All US adults</b>	1100	535	565	338	310	452
Strongly agree	44%	42%	46%	47%	41%	43%
Somewhat agree	17%	20%	15%	22%	14%	17%
Somewhat disagree	12%	11%	12%	9%	14%	12%
Strongly disagree	16%	19%	13%	7%	15%	22%
Don't know	11%	8%	15%	15%	16%	6%
Net: Agree	61%	62%	61%	69%	55%	60%
Net: Disagree	27%	30%	25%	16%	29%	34%



# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Region				
	Northeast	Midwest	South	West	White

ZYC\_q3. How important or unimportant do you believe it is for a First Lady to have a campaign or cause to dedicate her time and resources to?

	Total	Northeast	Midwest	South	West	White
Unweighted base	1100	213	236	411	240	814
<b>Base: All US adults</b>	1100	233	219	413	234	739
Very important	30%	28%	31%	32%	26%	29%
Somewhat important	34%	30%	45%	30%	37%	39%
Somewhat unimportant	9%	8%	7%	11%	8%	8%
Not important at all	14%	16%	9%	15%	15%	13%
Don't know	13%	19%	7%	12%	15%	11%
Net: Important	64%	57%	76%	62%	62%	68%
Net: Not important	23%	24%	16%	26%	23%	21%

ZYC\_q4\_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- President Trump acts like a cyberbully on social media

	Total	Northeast	Midwest	South	West	White
Unweighted base	1100	213	236	411	240	814
<b>Base: All US adults</b>	1100	233	219	413	234	739
Strongly agree	44%	43%	48%	42%	45%	39%
Somewhat agree	17%	18%	19%	15%	19%	19%
Somewhat disagree	12%	10%	15%	12%	10%	14%
Strongly disagree	16%	12%	13%	19%	15%	18%
Don't know	11%	17%	5%	12%	11%	10%
Net: Agree	61%	61%	67%	57%	64%	57%
Net: Disagree	27%	22%	28%	31%	25%	32%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Race		
	Black	Hispanic	Other (NET)

ZYC\_q3. How important or unimportant do you believe it is for a First Lady to have a campaign or cause to dedicate her time and resources to?

	Total	Black	Hispanic	Other (NET)
Unweighted base	1100	104	103	79
<b>Base: All US adults</b>	1100	145	125	91
Very important	30%	34%	26%	30%
Somewhat important	34%	18%	27%	35%
Somewhat unimportant	9%	13%	8%	13%
Not important at all	14%	18%	18%	5%
Don't know	13%	17%	21%	17%
Net: Important	64%	53%	53%	65%
Net: Not important	23%	30%	26%	18%

ZYC\_q4\_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- President Trump acts like a cyberbully on social media

	Total	Black	Hispanic	Other (NET)
Unweighted base	1100	104	103	79
<b>Base: All US adults</b>	1100	145	125	91
Strongly agree	44%	70%	41%	45%
Somewhat agree	17%	8%	19%	22%
Somewhat disagree	12%	4%	11%	8%
Strongly disagree	16%	5%	13%	12%
Don't know	11%	13%	16%	13%
Net: Agree	61%	78%	60%	67%
Net: Disagree	27%	9%	24%	20%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Education				
	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married

ZYC\_q3. How important or unimportant do you believe it is for a First Lady to have a campaign or cause to dedicate her time and resources to?

	Total	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married
Unweighted base	1100	382	384	214	120	531
<b>Base: All US adults</b>	1100	434	358	206	101	484
Very important	30%	27%	33%	29%	31%	27%
Somewhat important	34%	33%	31%	39%	42%	41%
Somewhat unimportant	9%	7%	10%	12%	11%	8%
Not important at all	14%	12%	15%	14%	15%	12%
Don't know	13%	21%	11%	7%	2%	11%
Net: Important	64%	60%	64%	68%	73%	69%
Net: Not important	23%	19%	25%	26%	25%	20%

ZYC\_q4\_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- President Trump acts like a cyberbully on social media

	Total	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married
Unweighted base	1100	382	384	214	120	531
<b>Base: All US adults</b>	1100	434	358	206	101	484
Strongly agree	44%	40%	41%	50%	54%	37%
Somewhat agree	17%	17%	18%	19%	15%	17%
Somewhat disagree	12%	8%	15%	15%	10%	15%
Strongly disagree	16%	17%	15%	11%	20%	21%
Don't know	11%	18%	11%	4%	2%	11%
Net: Agree	61%	57%	59%	69%	69%	54%
Net: Disagree	27%	25%	29%	26%	30%	36%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Marital Status				
	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

ZYC\_q3. How important or unimportant do you believe it is for a First Lady to have a campaign or cause to dedicate her time and resources to?

	Total	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Unweighted base	1100	10	116	56	353	34
<b>Base: All US adults</b>	1100	9	120	59	389	39
Very important	30%	37%	23%	35%	33%	31%
Somewhat important	34%	12%	40%	31%	26%	19%
Somewhat unimportant	9%	27%	10%	11%	9%	8%
Not important at all	14%	24%	16%	11%	14%	28%
Don't know	13%	-	12%	11%	17%	14%
Net: Important	64%	49%	63%	66%	60%	50%
Net: Not important	23%	51%	26%	23%	23%	36%

ZYC\_q4\_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- President Trump acts like a cyberbully on social media

	Total	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Unweighted base	1100	10	116	56	353	34
<b>Base: All US adults</b>	1100	9	120	59	389	39
Strongly agree	44%	75%	45%	46%	51%	42%
Somewhat agree	17%	19%	13%	21%	20%	6%
Somewhat disagree	12%	-	8%	11%	9%	17%
Strongly disagree	16%	-	23%	17%	7%	12%
Don't know	11%	6%	11%	5%	12%	24%
Net: Agree	61%	94%	58%	67%	72%	48%
Net: Disagree	27%	-	31%	28%	16%	28%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Children under the age of 18		Income		
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+

ZYC\_q3. How important or unimportant do you believe it is for a First Lady to have a campaign or cause to dedicate her time and resources to?

	Unweighted base	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	1100	266	834	395	327	223
<b>Base: All US adults</b>	1100	254	846	457	292	195
Very important	30%	31%	29%	29%	31%	33%
Somewhat important	34%	33%	35%	32%	39%	38%
Somewhat unimportant	9%	11%	8%	8%	10%	10%
Not important at all	14%	10%	15%	13%	12%	13%
Don't know	13%	15%	13%	18%	8%	5%
Net: Important	64%	64%	64%	61%	70%	72%
Net: Not important	23%	21%	23%	21%	22%	23%

ZYC\_q4\_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- President Trump acts like a cyberbully on social media

	Unweighted base	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	1100	266	834	395	327	223
<b>Base: All US adults</b>	1100	254	846	457	292	195
Strongly agree	44%	33%	47%	44%	43%	51%
Somewhat agree	17%	21%	16%	19%	20%	18%
Somewhat disagree	12%	15%	11%	9%	14%	10%
Strongly disagree	16%	16%	15%	12%	18%	17%
Don't know	11%	15%	11%	16%	6%	3%
Net: Agree	61%	54%	63%	63%	62%	70%
Net: Disagree	27%	31%	26%	21%	32%	27%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	
	Prefer not to say

ZYC\_q3. How important or unimportant do you believe it is for a First Lady to have a campaign or cause to dedicate her time and resources to?

Unweighted base	1100	155
<b>Base: All US adults</b>	1100	155
Very important	30%	22%
Somewhat important	34%	29%
Somewhat unimportant	9%	8%
Not important at all	14%	21%
Don't know	13%	19%
Net: Important	64%	51%
Net: Not important	23%	30%

ZYC\_q4\_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- President Trump acts like a cyberbully on social media

Unweighted base	1100	155
<b>Base: All US adults</b>	1100	155
Strongly agree	44%	35%
Somewhat agree	17%	9%
Somewhat disagree	12%	17%
Strongly disagree	16%	18%
Don't know	11%	21%
Net: Agree	61%	44%
Net: Disagree	27%	36%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total					
	Facebook	Twitter	LinkedIn	Google+	MySpace

ZYC\_q3. How important or unimportant do you believe it is for a First Lady to have a campaign or cause to dedicate her time and resources to?

	Total	Facebook	Twitter	LinkedIn	Google+	MySpace
Unweighted base	1100	874	388	314	287	76
<b>Base: All US adults</b>	1100	865	357	286	280	78
Very important	30%	31%	33%	32%	35%	29%
Somewhat important	34%	35%	36%	38%	32%	28%
Somewhat unimportant	9%	9%	11%	11%	8%	19%
Not important at all	14%	13%	13%	17%	16%	20%
Don't know	13%	12%	7%	3%	9%	4%
Net: Important	64%	67%	69%	70%	66%	57%
Net: Not important	23%	21%	24%	27%	24%	39%

ZYC\_q4\_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- President Trump acts like a cyberbully on social media

	Total	Facebook	Twitter	LinkedIn	Google+	MySpace
Unweighted base	1100	874	388	314	287	76
<b>Base: All US adults</b>	1100	865	357	286	280	78
Strongly agree	44%	45%	53%	52%	53%	36%
Somewhat agree	17%	18%	13%	18%	17%	30%
Somewhat disagree	12%	11%	14%	12%	6%	11%
Strongly disagree	16%	15%	16%	15%	14%	13%
Don't know	11%	11%	4%	2%	10%	10%
Net: Agree	61%	64%	66%	70%	69%	65%
Net: Disagree	27%	26%	30%	28%	20%	25%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Social networks membership				
	Pinterest	Tumblr	Instagram	nosquare	Snapchat

ZYC\_q3. How important or unimportant do you believe it is for a First Lady to have a campaign or cause to dedicate her time and resources to?

	Total	Pinterest	Tumblr	Instagram	nosquare	Snapchat
Unweighted base	1100	304	96	313	2	193
<b>Base: All US adults</b>	1100	254	92	306	2	216
Very important	30%	38%	34%	39%	-	34%
Somewhat important	34%	38%	36%	28%	58%	28%
Somewhat unimportant	9%	5%	9%	9%	42%	13%
Not important at all	14%	9%	7%	11%	-	11%
Don't know	13%	9%	13%	13%	-	14%
Net: Important	64%	76%	70%	67%	58%	62%
Net: Not important	23%	15%	17%	20%	42%	24%

ZYC\_q4\_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- President Trump acts like a cyberbully on social media

	Total	Pinterest	Tumblr	Instagram	nosquare	Snapchat
Unweighted base	1100	304	96	313	2	193
<b>Base: All US adults</b>	1100	254	92	306	2	216
Strongly agree	44%	48%	63%	52%	100%	45%
Somewhat agree	17%	15%	13%	17%	-	24%
Somewhat disagree	12%	14%	9%	12%	-	11%
Strongly disagree	16%	14%	6%	10%	-	8%
Don't know	11%	10%	8%	10%	-	12%
Net: Agree	61%	63%	76%	68%	100%	69%
Net: Disagree	27%	27%	15%	21%	-	19%



# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total				
	Periscope	Other	Don't know	None

ZYC\_q3. How important or unimportant do you believe it is for a First Lady to have a campaign or cause to dedicate her time and resources to?

Unweighted base	1100	22	24	11	125
<b>Base: All US adults</b>	1100	22	25	14	122
Very important	30%	34%	41%	7%	19%
Somewhat important	34%	12%	47%	40%	33%
Somewhat unimportant	9%	30%	10%	-	10%
Not important at all	14%	14%	3%	12%	20%
Don't know	13%	10%	-	41%	18%
Net: Important	64%	46%	88%	47%	51%
Net: Not important	23%	44%	12%	12%	30%

ZYC\_q4\_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- President Trump acts like a cyberbully on social media

Unweighted base	1100	22	24	11	125
<b>Base: All US adults</b>	1100	22	25	14	122
Strongly agree	44%	42%	60%	28%	41%
Somewhat agree	17%	10%	21%	-	15%
Somewhat disagree	12%	-	-	-	13%
Strongly disagree	16%	36%	7%	18%	20%
Don't know	11%	13%	13%	55%	11%
Net: Agree	61%	51%	80%	28%	56%
Net: Disagree	27%	36%	7%	18%	33%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Political Ideology				
	Democrat	Republican	Independent	Other	Not sure

ZYC\_q3. How important or unimportant do you believe it is for a First Lady to have a campaign or cause to dedicate her time and resources to?

	Total	Democrat	Republican	Independent	Other	Not sure
Unweighted base	1100	400	264	294	44	98
<b>Base: All US adults</b>	1100	377	246	287	45	145
Very important	30%	38%	31%	25%	11%	21%
Somewhat important	34%	29%	45%	38%	42%	20%
Somewhat unimportant	9%	9%	8%	12%	16%	3%
Not important at all	14%	13%	9%	15%	17%	19%
Don't know	13%	11%	7%	10%	14%	37%
Net: Important	64%	67%	76%	63%	53%	41%
Net: Not important	23%	22%	18%	27%	33%	22%

ZYC\_q4\_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- President Trump acts like a cyberbully on social media

	Total	Democrat	Republican	Independent	Other	Not sure
Unweighted base	1100	400	264	294	44	98
<b>Base: All US adults</b>	1100	377	246	287	45	145
Strongly agree	44%	75%	14%	40%	39%	23%
Somewhat agree	17%	14%	22%	19%	14%	15%
Somewhat disagree	12%	2%	23%	14%	13%	13%
Strongly disagree	16%	3%	34%	19%	16%	9%
Don't know	11%	6%	6%	8%	18%	40%
Net: Agree	61%	89%	36%	59%	53%	38%
Net: Disagree	27%	5%	58%	33%	29%	22%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Gender		Age		
	Male	Female	18 to 34	35 to 54	55+

ZYC\_q4\_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- President Trump's use of social media allows him to better connect with young people

Unweighted base	1100	476	624	281	344	475
<b>Base: All US adults</b>	1100	535	565	338	310	452
Strongly agree	18%	22%	14%	19%	14%	20%
Somewhat agree	23%	28%	18%	21%	21%	26%
Somewhat disagree	13%	14%	13%	17%	14%	10%
Strongly disagree	30%	24%	35%	23%	33%	32%
Don't know	16%	12%	19%	20%	17%	12%
Net: Agree	41%	50%	33%	40%	35%	46%
Net: Disagree	43%	38%	48%	40%	47%	42%

ZYC\_q5. Do you think that the amount of cyberbullying has increased, decreased, or remained the same over the last year (i.e., since August 2016)?

Unweighted base	1100	476	624	281	344	475
<b>Base: All US adults</b>	1100	535	565	338	310	452
Increased a lot	25%	20%	31%	20%	22%	32%
Increased somewhat	25%	27%	23%	28%	27%	22%
Remained the same	22%	27%	18%	19%	27%	22%
Decreased somewhat	3%	4%	2%	5%	2%	2%
Decreased a lot	1%	1%	1%	0%	1%	0%
Don't know	23%	21%	25%	28%	21%	22%
Net: Increase	50%	47%	54%	48%	49%	53%
Net: Decrease	4%	5%	3%	5%	4%	3%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Region				
	Northeast	Midwest	South	West	White

ZYC\_q4\_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- President Trump's use of social media allows him to better connect with young people

	Unweighted base	1100	213	236	411	240	814
<b>Base: All US adults</b>		1100	233	219	413	234	739
Strongly agree	18%	18%	18%	19%	17%	19%	
Somewhat agree	23%	22%	26%	25%	18%	28%	
Somewhat disagree	13%	15%	11%	11%	17%	13%	
Strongly disagree	30%	22%	36%	29%	32%	26%	
Don't know	16%	23%	8%	16%	16%	14%	
Net: Agree	41%	40%	44%	44%	35%	47%	
Net: Disagree	43%	37%	48%	40%	49%	39%	

ZYC\_q5. Do you think that the amount of cyberbullying has increased, decreased, or remained the same over the last year (i.e., since August 2016)?

	Unweighted base	1100	213	236	411	240	814
<b>Base: All US adults</b>		1100	233	219	413	234	739
Increased a lot	25%	19%	31%	26%	26%	24%	
Increased somewhat	25%	24%	24%	27%	25%	25%	
Remained the same	22%	19%	22%	24%	23%	26%	
Decreased somewhat	3%	4%	3%	3%	3%	3%	
Decreased a lot	1%	2%	0%	0%	1%	1%	
Don't know	23%	33%	19%	21%	22%	21%	
Net: Increase	50%	43%	55%	52%	51%	49%	
Net: Decrease	4%	6%	3%	3%	4%	3%	

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Race		
	Black	Hispanic	Other (NET)

ZYC\_q4\_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- President Trump's use of social media allows him to better connect with young people

	Unweighted base	Black	Hispanic	Other (NET)
	1100	104	103	79
<b>Base: All US adults</b>	1100	145	125	91
Strongly agree	18%	5%	20%	29%
Somewhat agree	23%	12%	12%	17%
Somewhat disagree	13%	8%	21%	13%
Strongly disagree	30%	52%	32%	22%
Don't know	16%	23%	15%	19%
Net: Agree	41%	17%	32%	46%
Net: Disagree	43%	60%	53%	35%

ZYC\_q5. Do you think that the amount of cyberbullying has increased, decreased, or remained the same over the last year (i.e., since August 2016)?

	Unweighted base	Black	Hispanic	Other (NET)
	1100	104	103	79
<b>Base: All US adults</b>	1100	145	125	91
Increased a lot	25%	36%	24%	25%
Increased somewhat	25%	27%	23%	23%
Remained the same	22%	8%	20%	16%
Decreased somewhat	3%	-	9%	4%
Decreased a lot	1%	-	1%	0%
Don't know	23%	29%	23%	31%
Net: Increase	50%	63%	47%	48%
Net: Decrease	4%	-	10%	5%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Education				
	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married

ZYC\_q4\_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- President Trump's use of social media allows him to better connect with young people

	Unweighted base	1100	382	384	214	120	531
<b>Base: All US adults</b>		1100	434	358	206	101	484
Strongly agree	18%	17%	21%	17%	16%	22%	
Somewhat agree	23%	22%	24%	24%	26%	24%	
Somewhat disagree	13%	13%	13%	14%	13%	12%	
Strongly disagree	30%	27%	28%	35%	36%	30%	
Don't know	16%	21%	15%	10%	9%	13%	
Net: Agree	41%	39%	44%	41%	42%	45%	
Net: Disagree	43%	40%	41%	49%	49%	42%	

ZYC\_q5. Do you think that the amount of cyberbullying has increased, decreased, or remained the same over the last year (i.e., since August 2016)?

	Unweighted base	1100	382	384	214	120	531
<b>Base: All US adults</b>		1100	434	358	206	101	484
Increased a lot	25%	24%	24%	31%	27%	23%	
Increased somewhat	25%	25%	23%	26%	31%	23%	
Remained the same	22%	20%	23%	30%	17%	27%	
Decreased somewhat	3%	4%	4%	1%	2%	3%	
Decreased a lot	1%	1%	1%	-	2%	1%	
Don't know	23%	27%	26%	13%	21%	22%	
Net: Increase	50%	49%	47%	56%	58%	47%	
Net: Decrease	4%	4%	5%	1%	4%	4%	

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Marital Status				
	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

ZYC\_q4\_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- President Trump's use of social media allows him to better connect with young people

	Unweighted base	1100	10	116	56	353	34
<b>Base: All US adults</b>		1100	9	120	59	389	39
Strongly agree	18%	17%	12%	26%	15%	7%	
Somewhat agree	23%	2%	19%	27%	25%	17%	
Somewhat disagree	13%	23%	17%	13%	13%	18%	
Strongly disagree	30%	15%	33%	30%	30%	20%	
Don't know	16%	44%	19%	5%	18%	38%	
Net: Agree	41%	18%	31%	52%	39%	24%	
Net: Disagree	43%	38%	50%	42%	43%	38%	

ZYC\_q5. Do you think that the amount of cyberbullying has increased, decreased, or remained the same over the last year (i.e., since August 2016)?

	Unweighted base	1100	10	116	56	353	34
<b>Base: All US adults</b>		1100	9	120	59	389	39
Increased a lot	25%	11%	31%	35%	24%	39%	
Increased somewhat	25%	49%	23%	16%	31%	9%	
Remained the same	22%	-	19%	16%	20%	13%	
Decreased somewhat	3%	-	3%	9%	2%	7%	
Decreased a lot	1%	-	0%	2%	-	3%	
Don't know	23%	40%	23%	22%	24%	29%	
Net: Increase	50%	60%	54%	51%	54%	48%	
Net: Decrease	4%	-	4%	10%	2%	10%	

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Children under the age of 18		Income		
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+

ZYC\_q4\_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- President Trump's use of social media allows him to better connect with young people

	Unweighted base	1100	266	834	395	327	223
<b>Base: All US adults</b>		1100	254	846	457	292	195
Strongly agree	18%	21%	17%	13%	23%	19%	
Somewhat agree	23%	21%	24%	23%	24%	27%	
Somewhat disagree	13%	16%	12%	16%	14%	10%	
Strongly disagree	30%	24%	32%	26%	32%	38%	
Don't know	16%	18%	15%	22%	8%	6%	
Net: Agree	41%	42%	41%	36%	47%	46%	
Net: Disagree	43%	39%	44%	42%	45%	48%	

ZYC\_q5. Do you think that the amount of cyberbullying has increased, decreased, or remained the same over the last year (i.e., since August 2016)?

	Unweighted base	1100	266	834	395	327	223
<b>Base: All US adults</b>		1100	254	846	457	292	195
Increased a lot	25%	23%	26%	23%	28%	27%	
Increased somewhat	25%	26%	25%	27%	22%	30%	
Remained the same	22%	27%	21%	20%	27%	25%	
Decreased somewhat	3%	4%	3%	4%	1%	2%	
Decreased a lot	1%	1%	1%	0%	1%	1%	
Don't know	23%	19%	25%	25%	21%	13%	
Net: Increase	50%	49%	51%	50%	49%	58%	
Net: Decrease	4%	6%	3%	5%	3%	4%	



# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	
	Prefer not to say

ZYC\_q4\_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- President Trump's use of social media allows him to better connect with young people

Unweighted base	1100	155
<b>Base: All US adults</b>	1100	155
Strongly agree	18%	22%
Somewhat agree	23%	18%
Somewhat disagree	13%	10%
Strongly disagree	30%	25%
Don't know	16%	26%
Net: Agree	41%	39%
Net: Disagree	43%	35%

ZYC\_q5. Do you think that the amount of cyberbullying has increased, decreased, or remained the same over the last year (i.e., since August 2016)?

Unweighted base	1100	155
<b>Base: All US adults</b>	1100	155
Increased a lot	25%	25%
Increased somewhat	25%	21%
Remained the same	22%	16%
Decreased somewhat	3%	3%
Decreased a lot	1%	0%
Don't know	23%	35%
Net: Increase	50%	45%
Net: Decrease	4%	4%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total					
	Facebook	Twitter	LinkedIn	Google+	MySpace

ZYC\_q4\_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- President Trump's use of social media allows him to better connect with young people

	Unweighted base	Facebook	Twitter	LinkedIn	Google+	MySpace
	1100	874	388	314	287	76
<b>Base: All US adults</b>	1100	865	357	286	280	78
Strongly agree	18%	19%	19%	22%	16%	14%
Somewhat agree	23%	23%	25%	24%	20%	30%
Somewhat disagree	13%	14%	14%	11%	11%	23%
Strongly disagree	30%	30%	34%	35%	37%	26%
Don't know	16%	14%	8%	9%	15%	6%
Net: Agree	41%	42%	44%	45%	37%	45%
Net: Disagree	43%	44%	48%	46%	48%	49%

ZYC\_q5. Do you think that the amount of cyberbullying has increased, decreased, or remained the same over the last year (i.e., since August 2016)?

	Unweighted base	Facebook	Twitter	LinkedIn	Google+	MySpace
	1100	874	388	314	287	76
<b>Base: All US adults</b>	1100	865	357	286	280	78
Increased a lot	25%	26%	29%	26%	29%	22%
Increased somewhat	25%	26%	26%	29%	30%	27%
Remained the same	22%	25%	25%	27%	22%	26%
Decreased somewhat	3%	2%	4%	2%	2%	5%
Decreased a lot	1%	1%	1%	1%	0%	-
Don't know	23%	21%	16%	15%	17%	20%
Net: Increase	50%	52%	55%	55%	58%	49%
Net: Decrease	4%	3%	4%	3%	2%	5%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Social networks membership				
	Pinterest	Tumblr	Instagram	nosquare	Snapchat

ZYC\_q4\_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- President Trump's use of social media allows him to better connect with young people

	Unweighted base	1100	304	96	313	2	193
<b>Base: All US adults</b>		1100	254	92	306	2	216
Strongly agree	18%	18%	16%	15%	19%	-	20%
Somewhat agree	23%	23%	20%	20%	15%	-	16%
Somewhat disagree	13%	13%	14%	16%	15%	-	14%
Strongly disagree	30%	30%	34%	35%	35%	58%	32%
Don't know	16%	16%	16%	13%	16%	42%	18%
Net: Agree	41%	41%	36%	35%	34%	-	36%
Net: Disagree	43%	43%	48%	52%	50%	58%	46%

ZYC\_q5. Do you think that the amount of cyberbullying has increased, decreased, or remained the same over the last year (i.e., since August 2016)?

	Unweighted base	1100	304	96	313	2	193
<b>Base: All US adults</b>		1100	254	92	306	2	216
Increased a lot	25%	25%	31%	24%	30%	42%	20%
Increased somewhat	25%	25%	24%	36%	28%	58%	29%
Remained the same	22%	22%	24%	18%	24%	-	27%
Decreased somewhat	3%	3%	3%	1%	1%	-	1%
Decreased a lot	1%	1%	1%	1%	1%	-	1%
Don't know	23%	23%	18%	18%	16%	-	22%
Net: Increase	50%	50%	54%	61%	58%	100%	49%
Net: Decrease	4%	4%	4%	3%	2%	-	2%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total				
	Periscope	Other	Don't know	None

ZYC\_q4\_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- President Trump's use of social media allows him to better connect with young people

Unweighted base	1100	22	24	11	125
<b>Base: All US adults</b>	1100	22	25	14	122
Strongly agree	18%	30%	13%	28%	15%
Somewhat agree	23%	8%	44%	9%	23%
Somewhat disagree	13%	12%	22%	-	11%
Strongly disagree	30%	22%	16%	12%	31%
Don't know	16%	28%	5%	51%	20%
Net: Agree	41%	38%	57%	37%	38%
Net: Disagree	43%	34%	38%	12%	42%

ZYC\_q5. Do you think that the amount of cyberbullying has increased, decreased, or remained the same over the last year (i.e., since August 2016)?

Unweighted base	1100	22	24	11	125
<b>Base: All US adults</b>	1100	22	25	14	122
Increased a lot	25%	43%	27%	11%	28%
Increased somewhat	25%	16%	33%	-	23%
Remained the same	22%	5%	34%	3%	11%
Decreased somewhat	3%	-	-	19%	4%
Decreased a lot	1%	-	-	-	2%
Don't know	23%	36%	6%	67%	31%
Net: Increase	50%	59%	60%	11%	51%
Net: Decrease	4%	-	-	19%	6%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Political Ideology				
	Democrat	Republican	Independent	Other	Not sure

ZYC\_q4\_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- President Trump's use of social media allows him to better connect with young people

Unweighted base	1100	400	264	294	44	98
<b>Base: All US adults</b>	1100	377	246	287	45	145
Strongly agree	18%	7%	32%	21%	28%	12%
Somewhat agree	23%	16%	37%	26%	24%	13%
Somewhat disagree	13%	14%	13%	13%	-	18%
Strongly disagree	30%	51%	9%	26%	31%	17%
Don't know	16%	12%	10%	14%	17%	41%
Net: Agree	41%	23%	69%	47%	52%	25%
Net: Disagree	43%	65%	21%	39%	31%	34%

ZYC\_q5. Do you think that the amount of cyberbullying has increased, decreased, or remained the same over the last year (i.e., since August 2016)?

Unweighted base	1100	400	264	294	44	98
<b>Base: All US adults</b>	1100	377	246	287	45	145
Increased a lot	25%	38%	14%	23%	27%	15%
Increased somewhat	25%	31%	23%	25%	16%	16%
Remained the same	22%	13%	36%	28%	20%	14%
Decreased somewhat	3%	1%	5%	3%	2%	7%
Decreased a lot	1%	0%	1%	0%	2%	-
Don't know	23%	16%	21%	21%	33%	48%
Net: Increase	50%	69%	37%	48%	43%	31%
Net: Decrease	4%	1%	6%	3%	4%	7%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Gender		Age		
	Male	Female	18 to 34	35 to 54	55+

ZYC\_q6. Which ONE, if any, of the following do you think is the BEST way to deal with a child being cyberbullied?

	Unweighted base	Male	Female	18 to 34	35 to 54	55+
	1100	476	624	281	344	475
<b>Base: All US adults</b>	1100	535	565	338	310	452
Report it to a school administrator	11%	11%	12%	15%	10%	10%
Report it to the offender's parents/guardian	24%	27%	22%	24%	26%	23%
Report it to the police	26%	24%	28%	20%	26%	31%
Report it to the internet service provider or directly to the platform that was used	14%	16%	11%	12%	13%	15%
Other	5%	6%	3%	3%	5%	5%
Don't know	20%	17%	23%	26%	19%	17%

ZYC\_q7. To what extent do you think social media platforms should be doing more or less when it comes to stopping cyberbullying, or do you believe they are doing the right amount?

	Unweighted base	Male	Female	18 to 34	35 to 54	55+
	1100	476	624	281	344	475
<b>Base: All US adults</b>	1100	535	565	338	310	452
Much more	32%	29%	36%	25%	32%	38%
Somewhat more	27%	26%	28%	24%	27%	29%
They are doing the right amount	13%	17%	10%	19%	13%	9%
Somewhat less	4%	7%	2%	6%	5%	3%
Much less	3%	3%	2%	4%	1%	2%
Don't know	21%	18%	23%	23%	21%	18%
Net: More	59%	56%	63%	49%	59%	68%
Net: Less	7%	10%	4%	10%	6%	5%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Region				
	Northeast	Midwest	South	West	White

ZYC\_q6. Which ONE, if any, of the following do you think is the BEST way to deal with a child being cyberbullied?

	Unweighted base	213	236	411	240	814
<b>Base: All US adults</b>	1100	233	219	413	234	739
Report it to a school administrator	11%	11%	12%	12%	11%	11%
Report it to the offender's parents/guardian	24%	20%	23%	28%	23%	27%
Report it to the police	26%	27%	29%	27%	21%	26%
Report it to the internet service provider or directly to the platform that was used	14%	15%	15%	11%	14%	13%
Other	5%	3%	6%	5%	5%	5%
Don't know	20%	25%	15%	17%	26%	18%

ZYC\_q7. To what extent do you think social media platforms should be doing more or less when it comes to stopping cyberbullying, or do you believe they are doing the right amount?

	Unweighted base	213	236	411	240	814
<b>Base: All US adults</b>	1100	233	219	413	234	739
Much more	32%	35%	36%	33%	26%	33%
Somewhat more	27%	21%	36%	26%	26%	29%
They are doing the right amount	13%	11%	12%	15%	14%	14%
Somewhat less	4%	6%	4%	2%	6%	3%
Much less	3%	3%	2%	3%	2%	3%
Don't know	21%	25%	10%	20%	27%	18%
Net: More	59%	56%	71%	60%	52%	62%
Net: Less	7%	9%	7%	5%	8%	6%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Race		
	Black	Hispanic	Other (NET)

ZYC\_q6. Which ONE, if any, of the following do you think is the BEST way to deal with a child being cyberbullied?

	Unweighted base	Black	Hispanic	Other (NET)
	1100	104	103	79
<b>Base: All US adults</b>	1100	145	125	91
Report it to a school administrator	11%	12%	13%	12%
Report it to the offender's parents/guardian	24%	15%	18%	27%
Report it to the police	26%	29%	31%	16%
Report it to the internet service provider or directly to the platform that was used	14%	19%	10%	10%
Other	5%	5%	3%	6%
Don't know	20%	19%	26%	30%

ZYC\_q7. To what extent do you think social media platforms should be doing more or less when it comes to stopping cyberbullying, or do you believe they are doing the right amount?

	Unweighted base	Black	Hispanic	Other (NET)
	1100	104	103	79
<b>Base: All US adults</b>	1100	145	125	91
Much more	32%	41%	20%	34%
Somewhat more	27%	23%	25%	17%
They are doing the right amount	13%	10%	14%	13%
Somewhat less	4%	2%	8%	9%
Much less	3%	1%	2%	6%
Don't know	21%	23%	31%	21%
Net: More	59%	65%	45%	51%
Net: Less	7%	2%	10%	15%



# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Education				
	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married

ZYC\_q6. Which ONE, if any, of the following do you think is the BEST way to deal with a child being cyberbullied?

	Unweighted base	1100	382	384	214	120	531
<b>Base: All US adults</b>	1100	434	358	206	101	484	
Report it to a school administrator	11%	10%	14%	9%	13%	12%	
Report it to the offender's parents/guardian	24%	19%	22%	35%	33%	24%	
Report it to the police	26%	26%	29%	23%	23%	29%	
Report it to the internet service provider or directly to the platform that was used	14%	15%	12%	15%	9%	13%	
Other	5%	5%	6%	3%	4%	5%	
Don't know	20%	26%	17%	15%	18%	17%	

ZYC\_q7. To what extent do you think social media platforms should be doing more or less when it comes to stopping cyberbullying, or do you believe they are doing the right amount?

	Unweighted base	1100	382	384	214	120	531
<b>Base: All US adults</b>	1100	434	358	206	101	484	
Much more	32%	28%	33%	39%	36%	36%	
Somewhat more	27%	27%	23%	34%	28%	31%	
They are doing the right amount	13%	14%	15%	10%	11%	10%	
Somewhat less	4%	4%	5%	2%	3%	4%	
Much less	3%	2%	3%	4%	2%	2%	
Don't know	21%	26%	20%	12%	19%	17%	
Net: More	59%	55%	56%	73%	65%	67%	
Net: Less	7%	6%	9%	6%	5%	6%	

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Marital Status				
	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

ZYC\_q6. Which ONE, if any, of the following do you think is the BEST way to deal with a child being cyberbullied?

	Unweighted base	10	116	56	353	34
<b>Base: All US adults</b>	1100	9	120	59	389	39
Report it to a school administrator	11%	-	11%	15%	11%	4%
Report it to the offender's parents/guardian	24%	11%	24%	27%	25%	17%
Report it to the police	26%	38%	21%	30%	23%	29%
Report it to the internet service provider or directly to the platform that was used	14%	42%	16%	17%	13%	9%
Other	5%	-	6%	-	4%	5%
Don't know	20%	9%	22%	11%	24%	36%

ZYC\_q7. To what extent do you think social media platforms should be doing more or less when it comes to stopping cyberbullying, or do you believe they are doing the right amount?

	Unweighted base	10	116	56	353	34
<b>Base: All US adults</b>	1100	9	120	59	389	39
Much more	32%	29%	32%	48%	27%	26%
Somewhat more	27%	42%	21%	33%	23%	21%
They are doing the right amount	13%	-	16%	6%	18%	12%
Somewhat less	4%	-	5%	3%	4%	7%
Much less	3%	4%	2%	1%	4%	3%
Don't know	21%	24%	24%	10%	24%	32%
Net: More	59%	71%	53%	80%	50%	47%
Net: Less	7%	4%	7%	4%	8%	9%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Children under the age of 18		Income		
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+

ZYC\_q6. Which ONE, if any, of the following do you think is the BEST way to deal with a child being cyberbullied?

	Unweighted base	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	1100	266	834	395	327	223
<b>Base: All US adults</b>	1100	254	846	457	292	195
Report it to a school administrator	11%	14%	11%	12%	11%	12%
Report it to the offender's parents/guardian	24%	23%	25%	20%	27%	28%
Report it to the police	26%	29%	25%	23%	32%	27%
Report it to the internet service provider or directly to the platform that was used	14%	13%	14%	13%	13%	16%
Other	5%	3%	5%	4%	5%	4%
Don't know	20%	19%	21%	27%	12%	13%

ZYC\_q7. To what extent do you think social media platforms should be doing more or less when it comes to stopping cyberbullying, or do you believe they are doing the right amount?

	Unweighted base	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	1100	266	834	395	327	223
<b>Base: All US adults</b>	1100	254	846	457	292	195
Much more	32%	35%	32%	30%	35%	36%
Somewhat more	27%	24%	28%	24%	31%	36%
They are doing the right amount	13%	15%	13%	15%	13%	12%
Somewhat less	4%	8%	3%	6%	3%	3%
Much less	3%	1%	3%	3%	2%	1%
Don't know	21%	17%	22%	23%	16%	12%
Net: More	59%	59%	60%	53%	65%	72%
Net: Less	7%	9%	6%	9%	5%	4%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



<b>Total</b>	
	<b>Prefer not to say</b>

ZYC\_q6. Which ONE, if any, of the following do you think is the BEST way to deal with a child being cyberbullied?

Unweighted base	1100	155
<b>Base: All US adults</b>	1100	155
Report it to a school administrator	11%	11%
Report it to the offender's parents/guardian	24%	27%
Report it to the police	26%	22%
Report it to the internet service provider or directly to the platform that was used	14%	11%
Other	5%	5%
Don't know	20%	23%

ZYC\_q7. To what extent do you think social media platforms should be doing more or less when it comes to stopping cyberbullying, or do you believe they are doing the right amount?

Unweighted base	1100	155
<b>Base: All US adults</b>	1100	155
Much more	32%	33%
Somewhat more	27%	18%
They are doing the right amount	13%	8%
Somewhat less	4%	3%
Much less	3%	4%
Don't know	21%	34%
Net: More	59%	51%
Net: Less	7%	7%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total					
	Facebook	Twitter	LinkedIn	Google+	MySpace

ZYC\_q6. Which ONE, if any, of the following do you think is the BEST way to deal with a child being cyberbullied?

	Unweighted base	Facebook	Twitter	LinkedIn	Google+	MySpace
	1100	874	388	314	287	76
<b>Base: All US adults</b>	1100	865	357	286	280	78
Report it to a school administrator	11%	11%	13%	11%	13%	12%
Report it to the offender's parents/guardian	24%	25%	28%	30%	26%	39%
Report it to the police	26%	26%	25%	24%	23%	27%
Report it to the internet service provider or directly to the platform that was used	14%	14%	13%	17%	17%	5%
Other	5%	4%	4%	5%	5%	7%
Don't know	20%	19%	16%	13%	17%	10%

ZYC\_q7. To what extent do you think social media platforms should be doing more or less when it comes to stopping cyberbullying, or do you believe they are doing the right amount?

	Unweighted base	Facebook	Twitter	LinkedIn	Google+	MySpace
	1100	874	388	314	287	76
<b>Base: All US adults</b>	1100	865	357	286	280	78
Much more	32%	31%	36%	39%	35%	31%
Somewhat more	27%	30%	30%	30%	33%	30%
They are doing the right amount	13%	14%	16%	13%	8%	19%
Somewhat less	4%	4%	3%	4%	4%	8%
Much less	3%	2%	3%	3%	1%	2%
Don't know	21%	18%	13%	11%	19%	11%
Net: More	59%	62%	65%	69%	68%	61%
Net: Less	7%	6%	6%	7%	5%	9%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Social networks membership				
	Pinterest	Tumblr	Instagram	nosquare	Snapchat

ZYC\_q6. Which ONE, if any, of the following do you think is the BEST way to deal with a child being cyberbullied?

	Unweighted base	Pinterest	Tumblr	Instagram	nosquare	Snapchat
	1100	304	96	313	2	193
<b>Base: All US adults</b>	1100	254	92	306	2	216
Report it to a school administrator	11%	13%	17%	9%	-	11%
Report it to the offender's parents/guardian	24%	24%	29%	29%	100%	26%
Report it to the police	26%	26%	15%	25%	-	23%
Report it to the internet service provider or directly to the platform that was used	14%	14%	12%	15%	-	19%
Other	5%	3%	4%	2%	-	4%
Don't know	20%	19%	24%	19%	-	17%

ZYC\_q7. To what extent do you think social media platforms should be doing more or less when it comes to stopping cyberbullying, or do you believe they are doing the right amount?

	Unweighted base	Pinterest	Tumblr	Instagram	nosquare	Snapchat
	1100	304	96	313	2	193
<b>Base: All US adults</b>	1100	254	92	306	2	216
Much more	32%	37%	31%	35%	-	32%
Somewhat more	27%	28%	31%	27%	42%	26%
They are doing the right amount	13%	11%	19%	12%	58%	14%
Somewhat less	4%	3%	1%	4%	-	6%
Much less	3%	1%	2%	3%	-	3%
Don't know	21%	19%	17%	18%	-	17%
Net: More	59%	66%	62%	62%	42%	59%
Net: Less	7%	4%	3%	8%	-	10%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total				
	Periscope	Other	Don't know	None

ZYC\_q6. Which ONE, if any, of the following do you think is the BEST way to deal with a child being cyberbullied?

	Unweighted base	Periscope	Other	Don't know	None
	1100	22	24	11	125
<b>Base: All US adults</b>	1100	22	25	14	122
Report it to a school administrator	11%	10%	11%	30%	10%
Report it to the offender's parents/guardian	24%	28%	40%	14%	22%
Report it to the police	26%	27%	31%	3%	27%
Report it to the internet service provider or directly to the platform that was used	14%	14%	16%	-	8%
Other	5%	-	2%	-	10%
Don't know	20%	21%	-	53%	23%

ZYC\_q7. To what extent do you think social media platforms should be doing more or less when it comes to stopping cyberbullying, or do you believe they are doing the right amount?

	Unweighted base	Periscope	Other	Don't know	None
	1100	22	24	11	125
<b>Base: All US adults</b>	1100	22	25	14	122
Much more	32%	43%	36%	9%	41%
Somewhat more	27%	11%	19%	6%	17%
They are doing the right amount	13%	8%	33%	10%	12%
Somewhat less	4%	-	8%	19%	0%
Much less	3%	19%	-	-	4%
Don't know	21%	19%	4%	56%	25%
Net: More	59%	54%	55%	14%	59%
Net: Less	7%	19%	8%	19%	5%

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Political Ideology				
	Democrat	Republican	Independent	Other	Not sure

ZYC\_q6. Which ONE, if any, of the following do you think is the BEST way to deal with a child being cyberbullied?

	Unweighted base	Democrat	Republican	Independent	Other	Not sure
	1100	400	264	294	44	98
<b>Base: All US adults</b>	1100	377	246	287	45	145
Report it to a school administrator	11%	13%	11%	10%	6%	13%
Report it to the offender's parents/guardian	24%	24%	29%	27%	23%	11%
Report it to the police	26%	27%	32%	22%	28%	20%
Report it to the internet service provider or directly to the platform that was used	14%	18%	15%	12%	7%	5%
Other	5%	1%	2%	10%	14%	3%
Don't know	20%	18%	11%	18%	23%	47%

ZYC\_q7. To what extent do you think social media platforms should be doing more or less when it comes to stopping cyberbullying, or do you believe they are doing the right amount?

	Unweighted base	Democrat	Republican	Independent	Other	Not sure
	1100	400	264	294	44	98
<b>Base: All US adults</b>	1100	377	246	287	45	145
Much more	32%	40%	33%	32%	28%	15%
Somewhat more	27%	29%	32%	26%	24%	14%
They are doing the right amount	13%	12%	14%	15%	13%	11%
Somewhat less	4%	3%	5%	4%	2%	7%
Much less	3%	1%	2%	2%	10%	4%
Don't know	21%	14%	13%	21%	22%	48%
Net: More	59%	70%	65%	58%	52%	29%
Net: Less	7%	4%	7%	6%	13%	11%



# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Gender		Age		
	Male	Female	18 to 34	35 to 54	55+

ZYC\_q8. Which, if any, of the following statements do you agree with? Please select all that apply.

	Unweighted base	Male	Female	18 to 34	35 to 54	55+
	1100	476	624	281	344	475
<b>Base: All US adults</b>	1100	535	565	338	310	452
Cyberbullies are often victims of bullying themselves and need as much help as their victims	37%	32%	42%	34%	37%	40%
Cyberbullies just want attention	42%	46%	38%	41%	43%	43%
Cyberbullies are often cruel	63%	59%	67%	52%	62%	71%
None of these	13%	13%	12%	20%	13%	7%

ZYC\_q9. Have you ever called out a cyberbully for his/her actions before?

	Unweighted base	Male	Female	18 to 34	35 to 54	55+
	1100	476	624	281	344	475
<b>Base: All US adults</b>	1100	535	565	338	310	452
Yes, and I do every time I see it	9%	7%	10%	9%	10%	7%
Yes, but I don't do it every time I see it	12%	14%	10%	13%	16%	8%
No, but I have wanted to	6%	5%	7%	10%	7%	3%
No, I have not	55%	57%	53%	43%	46%	70%
Don't know / can't recall	18%	17%	20%	26%	21%	11%

Cell Contents (Column Percentages)

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Region				
	Northeast	Midwest	South	West	White

ZYC\_q8. Which, if any, of the following statements do you agree with? Please select all that apply.

	Unweighted base	1100	213	236	411	240	814
<b>Base: All US adults</b>		1100	233	219	413	234	739
Cyberbullies are often victims of bullying themselves and need as much help as their victims		37%	29%	42%	40%	35%	36%
Cyberbullies just want attention		42%	41%	50%	43%	35%	45%
Cyberbullies are often cruel		63%	59%	67%	66%	59%	67%
None of these		13%	16%	6%	11%	18%	10%

ZYC\_q9. Have you ever called out a cyberbully for his/her actions before?

	Unweighted base	1100	213	236	411	240	814
<b>Base: All US adults</b>		1100	233	219	413	234	739
Yes, and I do every time I see it		9%	6%	8%	10%	9%	9%
Yes, but I don't do it every time I see it		12%	10%	15%	11%	11%	13%
No, but I have wanted to		6%	9%	4%	6%	5%	6%
No, I have not		55%	53%	60%	56%	52%	56%
Don't know / can't recall		18%	21%	13%	17%	23%	16%

Cell Contents (Col

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Race		
	Black	Hispanic	Other (NET)

ZYC\_q8. Which, if any, of the following statements do you agree with? Please select all that apply.

	Unweighted base	Black	Hispanic	Other (NET)
	1100	104	103	79
<b>Base: All US adults</b>	1100	145	125	91
Cyberbullies are often victims of bullying themselves and need as much help as their victims	37%	47%	37%	31%
Cyberbullies just want attention	42%	42%	33%	33%
Cyberbullies are often cruel	63%	60%	39%	64%
None of these	13%	11%	30%	14%

ZYC\_q9. Have you ever called out a cyberbully for his/her actions before?

	Unweighted base	Black	Hispanic	Other (NET)
	1100	104	103	79
<b>Base: All US adults</b>	1100	145	125	91
Yes, and I do every time I see it	9%	6%	8%	10%
Yes, but I don't do it every time I see it	12%	7%	11%	6%
No, but I have wanted to	6%	6%	5%	15%
No, I have not	55%	59%	49%	45%
Don't know / can't recall	18%	22%	27%	24%

Cell Contents (Col

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Education				
	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married

ZYC\_q8. Which, if any, of the following statements do you agree with? Please select all that apply.

	Unweighted base	1100	382	384	214	120	531
<b>Base: All US adults</b>		1100	434	358	206	101	484
Cyberbullies are often victims of bullying themselves and need as much help as their victims		37%	37%	37%	37%	41%	40%
Cyberbullies just want attention		42%	41%	40%	46%	48%	41%
Cyberbullies are often cruel		63%	57%	64%	67%	77%	65%
None of these		13%	17%	11%	9%	7%	10%

ZYC\_q9. Have you ever called out a cyberbully for his/her actions before?

	Unweighted base	1100	382	384	214	120	531
<b>Base: All US adults</b>		1100	434	358	206	101	484
Yes, and I do every time I see it		9%	7%	11%	8%	10%	7%
Yes, but I don't do it every time I see it		12%	8%	12%	20%	9%	11%
No, but I have wanted to		6%	7%	6%	6%	6%	6%
No, I have not		55%	56%	52%	55%	62%	61%
Don't know / can't recall		18%	22%	19%	11%	14%	15%

Cell Contents (Col

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Marital Status				
	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

ZYC\_q8. Which, if any, of the following statements do you agree with? Please select all that apply.

	Unweighted base	10	116	56	353	34
<b>Base: All US adults</b>	1100	9	120	59	389	39
Cyberbullies are often victims of bullying themselves and need as much help as their victims	37%	58%	39%	51%	30%	38%
Cyberbullies just want attention	42%	34%	37%	40%	44%	46%
Cyberbullies are often cruel	63%	67%	61%	73%	61%	44%
None of these	13%	19%	11%	4%	17%	24%

ZYC\_q9. Have you ever called out a cyberbully for his/her actions before?

	Unweighted base	10	116	56	353	34
<b>Base: All US adults</b>	1100	9	120	59	389	39
Yes, and I do every time I see it	9%	14%	16%	7%	8%	6%
Yes, but I don't do it every time I see it	12%	-	8%	11%	14%	14%
No, but I have wanted to	6%	4%	6%	1%	7%	9%
No, I have not	55%	58%	56%	71%	46%	45%
Don't know / can't recall	18%	23%	14%	10%	25%	25%

Cell Contents (Col

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Children under the age of 18		Income		
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+

ZYC\_q8. Which, if any, of the following statements do you agree with? Please select all that apply.

	Unweighted base	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	1100	266	834	395	327	223
<b>Base: All US adults</b>	1100	254	846	457	292	195
Cyberbullies are often victims of bullying themselves and need as much help as their victims	37%	40%	36%	35%	43%	36%
Cyberbullies just want attention	42%	42%	42%	40%	46%	47%
Cyberbullies are often cruel	63%	51%	67%	55%	70%	73%
None of these	13%	13%	13%	18%	5%	6%

ZYC\_q9. Have you ever called out a cyberbully for his/her actions before?

	Unweighted base	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	1100	266	834	395	327	223
<b>Base: All US adults</b>	1100	254	846	457	292	195
Yes, and I do every time I see it	9%	13%	7%	10%	7%	10%
Yes, but I don't do it every time I see it	12%	12%	11%	12%	13%	13%
No, but I have wanted to	6%	10%	5%	6%	8%	5%
No, I have not	55%	45%	58%	50%	57%	62%
Don't know / can't recall	18%	19%	18%	22%	15%	9%

Cell Contents (Col

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	
	Prefer not to say

ZYC\_q8. Which, if any, of the following statements do you agree with? Please select all that apply.

	Unweighted base	1100	155
	<b>Base: All US adults</b>	1100	155
Cyberbullies are often victims of bullying themselves and need as much help as their victims		37%	34%
Cyberbullies just want attention		42%	35%
Cyberbullies are often cruel		63%	60%
None of these		13%	19%

ZYC\_q9. Have you ever called out a cyberbully for his/her actions before?

	Unweighted base	1100	155
	<b>Base: All US adults</b>	1100	155
Yes, and I do every time I see it		9%	7%
Yes, but I don't do it every time I see it		12%	7%
No, but I have wanted to		6%	5%
No, I have not		55%	56%
Don't know / can't recall		18%	25%

Cell Contents (Col

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total					
	Facebook	Twitter	LinkedIn	Google+	MySpace

ZYC\_q8. Which, if any, of the following statements do you agree with? Please select all that apply.

	Unweighted base	1100	874	388	314	287	76
	Base: All US adults	1100	865	357	286	280	78
Cyberbullies are often victims of bullying themselves and need as much help as their victims		37%	40%	40%	36%	45%	32%
Cyberbullies just want attention		42%	44%	44%	44%	47%	43%
Cyberbullies are often cruel		63%	64%	67%	72%	63%	62%
None of these		13%	10%	10%	8%	7%	13%

ZYC\_q9. Have you ever called out a cyberbully for his/her actions before?

	Unweighted base	1100	874	388	314	287	76
	Base: All US adults	1100	865	357	286	280	78
Yes, and I do every time I see it		9%	10%	13%	10%	14%	13%
Yes, but I don't do it every time I see it		12%	12%	17%	15%	16%	19%
No, but I have wanted to		6%	7%	7%	4%	3%	8%
No, I have not		55%	55%	47%	57%	51%	48%
Don't know / can't recall		18%	16%	17%	14%	15%	12%

Cell Contents (Col



# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Social networks membership				
	Pinterest	Tumblr	Instagram	nosquare	Snapchat

ZYC\_q8. Which, if any, of the following statements do you agree with? Please select all that apply.

	Unweighted base	1100	304	96	313	2	193
<b>Base: All US adults</b>		1100	254	92	306	2	216
Cyberbullies are often victims of bullying themselves and need as much help as their victims		37%	38%	26%	42%	100%	42%
Cyberbullies just want attention		42%	40%	52%	43%	100%	42%
Cyberbullies are often cruel		63%	68%	60%	61%	100%	57%
None of these		13%	7%	13%	11%	-	13%

ZYC\_q9. Have you ever called out a cyberbully for his/her actions before?

	Unweighted base	1100	304	96	313	2	193
<b>Base: All US adults</b>		1100	254	92	306	2	216
Yes, and I do every time I see it		9%	14%	10%	12%	-	10%
Yes, but I don't do it every time I see it		12%	14%	21%	15%	58%	14%
No, but I have wanted to		6%	7%	7%	7%	-	10%
No, I have not		55%	53%	39%	48%	42%	47%
Don't know / can't recall		18%	12%	23%	18%	-	19%

Cell Contents (Col

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total				
	Periscope	Other	Don't know	None

ZYC\_q8. Which, if any, of the following statements do you agree with? Please select all that apply.

	Unweighted base	Periscope	Other	Don't know	None
	1100	22	24	11	125
<b>Base: All US adults</b>	1100	22	25	14	122
Cyberbullies are often victims of bullying themselves and need as much help as their victims	37%	28%	36%	4%	32%
Cyberbullies just want attention	42%	46%	56%	14%	39%
Cyberbullies are often cruel	63%	61%	88%	19%	66%
None of these	13%	26%	-	72%	14%

ZYC\_q9. Have you ever called out a cyberbully for his/her actions before?

	Unweighted base	Periscope	Other	Don't know	None
	1100	22	24	11	125
<b>Base: All US adults</b>	1100	22	25	14	122
Yes, and I do every time I see it	9%	10%	5%	6%	3%
Yes, but I don't do it every time I see it	12%	6%	26%	19%	11%
No, but I have wanted to	6%	11%	4%	3%	1%
No, I have not	55%	57%	46%	9%	66%
Don't know / can't recall	18%	17%	19%	63%	19%

Cell Contents (Col

# YouGovNY

## Cyberbullying

US\_nat Sample: 3rd-4th August 2017



Total	Political Ideology				
	Democrat	Republican	Independent	Other	Not sure

ZYC\_q8. Which, if any, of the following statements do you agree with? Please select all that apply.

	Unweighted base	Democrat	Republican	Independent	Other	Not sure
	1100	400	264	294	44	98
<b>Base: All US adults</b>	1100	377	246	287	45	145
Cyberbullies are often victims of bullying themselves and need as much help as their victims	37%	41%	29%	38%	52%	33%
Cyberbullies just want attention	42%	42%	52%	42%	39%	27%
Cyberbullies are often cruel	63%	71%	62%	65%	76%	36%
None of these	13%	8%	9%	14%	8%	31%

ZYC\_q9. Have you ever called out a cyberbully for his/her actions before?

	Unweighted base	Democrat	Republican	Independent	Other	Not sure
	1100	400	264	294	44	98
<b>Base: All US adults</b>	1100	377	246	287	45	145
Yes, and I do every time I see it	9%	10%	8%	7%	5%	11%
Yes, but I don't do it every time I see it	12%	13%	15%	11%	14%	4%
No, but I have wanted to	6%	8%	3%	7%	1%	7%
No, I have not	55%	52%	60%	60%	72%	38%
Don't know / can't recall	18%	17%	14%	15%	9%	40%

Cell Contents (Col