

A photograph of a woman with dark hair, wearing a blue sweater, gently holding the head of a young woman with blonde hair. The young woman is resting her head on her hands, looking down with a sad expression. The background is a soft-focus outdoor scene.

The Choose Kindness Project

Key Findings from a Parent and Teen Survey

August 2022

Table of Contents

1. Key Findings
2. Prevalence of Bullying
3. Teen Comfort with Bullying Situations
4. Resources for Parents
5. Parents and Their Teens: Lived Experiences
6. The Role of Schools
7. Social Media and Friendship
8. Final Thoughts
9. Appendix

Objectives and Methodology



Study Objectives:

1. To understand if parents have enough resources to help their children if they are experiencing bullying, bias, or feelings of isolation
2. What resources, if any, that parents turn to for help and guidance on bullying-related issues
3. Measure teens' and parents' experiences with, and perceptions of, bullying



Survey fielded July 19 - August 1, 2022



Sample of 2,548 American adults aged 18 or older, who are the parent or legal guardian of a child ages 8-17; 787 teenagers ages 13-17 who were randomly selected to take the survey (with parental consent given before survey handoff to the teen)



Conducted online using the probability-based Ipsos KnowledgePanel®. Fielded in both English and Spanish.

Key Findings

Key Findings

1

More than one in three teens report they have been bullied in the past year, but that number is significantly higher for some groups.

Bullying happens in different places, but respondents most frequently report incidents at school.

2

Among teens who have been bullied, the majority report that there were few repercussions for the person or people who bullied them.

3

Overall, most parents of children 8-17 indicate that they feel like they have the resources to deal with their child being involved in bullying-related issues.

Under the surface, however, some groups of parents are less likely to feel they have these resources at hand.

4

Even though many parents say they have the resources to deal with the issue in theory, there are signs that some parents are struggling to connect with their children.

The vast majority say they don't get details from their child about their day beyond "it was fine," either often or sometimes.

5

Though most bullied teens report these incidents are taking place at school, few are opening up to teachers and school administrators about these issues.

6

Parents of 8-17 year olds overwhelmingly want schools to have a role in stopping bullying.

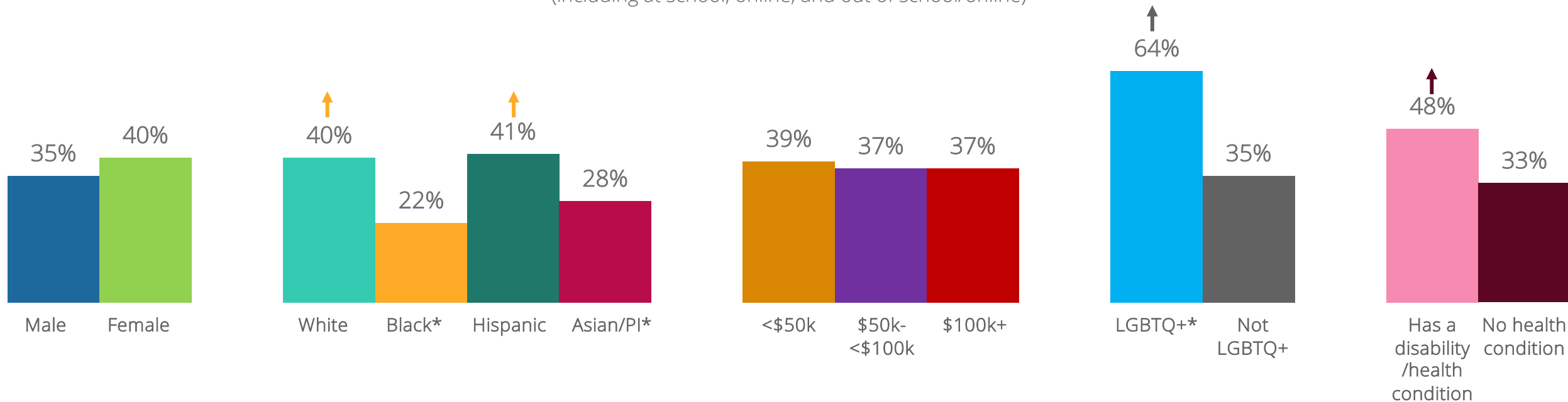
Many are also unfamiliar with their school's anti-bullying policy and see room for improvement in the efficacy of a policy that's in place.

Prevalence of Bullying

More than one in three teens report being bullied in the past year

38%

of teens have been bullied in the past year
(including at school, online, and out of school/online)



* = low base, use caution

T16: In the past year, have any of the following happened you, or not?

Base: Total Teens (N=787); Male (N=420); Female (N=364); White (N=448); Black (N=79*); Hispanic (N=168); Asian/Pacific Islander (N=32*);

<\$50k (N=198); \$50k - <\$100k (N=240); \$100k+ (N=349); LGBTQ+ (N=74*); Not LGBTQ+ (N=713); Has a disability/health condition (N=306); No health condition (N=472)

↑ = Significantly higher than subgroup indicated by color of arrow

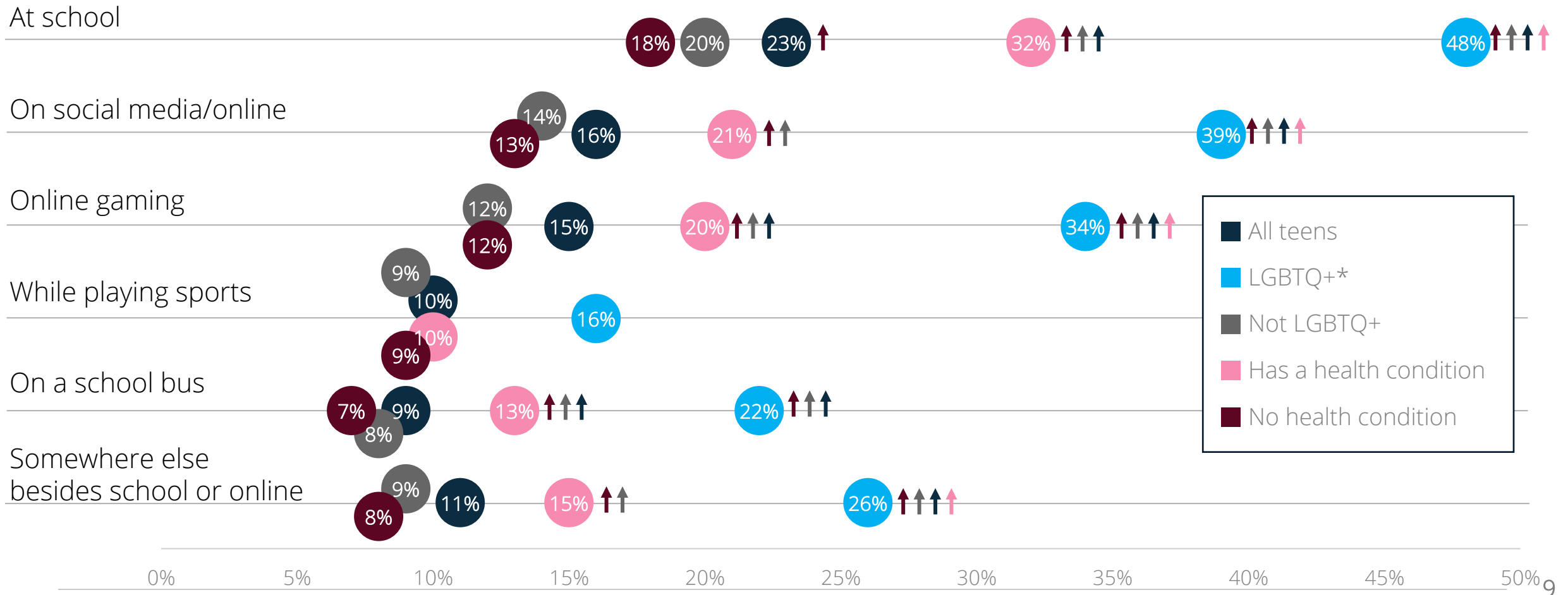
Nearly a quarter of teens are being bullied at school; there is a higher prevalence of in-school bullying among lower-income kids

Where teens have been bullied (% Yes)

Where child was bullied	Total	Male	Female	White	Black	Hispanic	Asian/PI	<\$50k	<\$50k- <\$100k	\$100k+
At school	23%	21%	25%	25%	11%	25%	12%	29%	26%	18%
On social media/online	16%	12%	21%	20%	6%	15%	10%	20%	16%	15%
Online gaming	15%	16%	12%	15%	12%	15%	22%	17%	14%	14%
While playing sports	10%	8%	12%	10%	5%	10%	12%	7%	10%	11%
On a school bus	9%	9%	10%	8%	7%	12%	1%	14%	10%	6%
Somewhere else besides school or online	11%	10%	11%	13%	6%	9%	9%	10%	9%	12%

Significantly more teen girls (13%) report they have been sexually harassed compared to teen boys (3%)

LGBTQ+ teens and teens with a disability or health condition are overwhelmingly more likely to be bullied, especially at school or online



T16: In the past year, have any of the following happened you, or not?

Base: Total Teens (N=787); LGBTQ+ (N=74*); Not LGBTQ+ (N=713); Has a health condition (N=306); No health condition (N=472)

↑ = Significantly higher than subgroup indicated by color of arrow

* = low base, use caution

Among teens that have been bullied, seven in ten report being called names; one in five have been told to kill themselves

How teens have been bullied (% Yes among bullied teens)



T17: Can you tell us a little more about your experience of being bullied? Did any of the following happen to you, or not?
Base: Teens that have been bullied (N=295)

Parents and teens are most likely to report that bullying happens at school

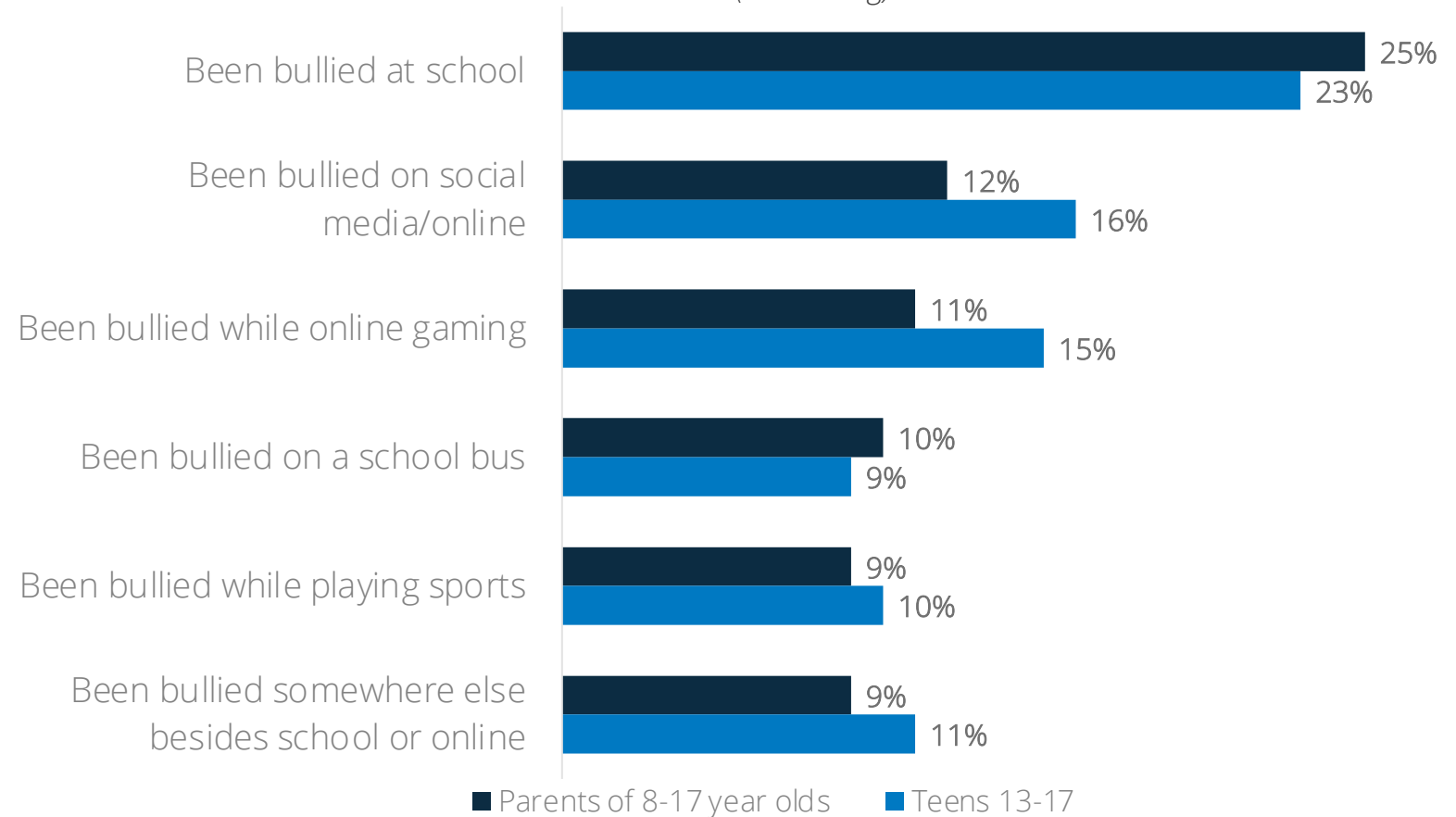
The top places where both parents and kids believe bullying happens are **online/social media** (76% and 65%, respectively) and **in school** (72%, 67%).

Sport-related bullying:

- In **locker rooms** (9% parents, 13% kids)
- In **gym/physical education class** (9% parents, 10% kids)
- On **athletic teams** (5% parents, 7% kids)

Where children have been bullied

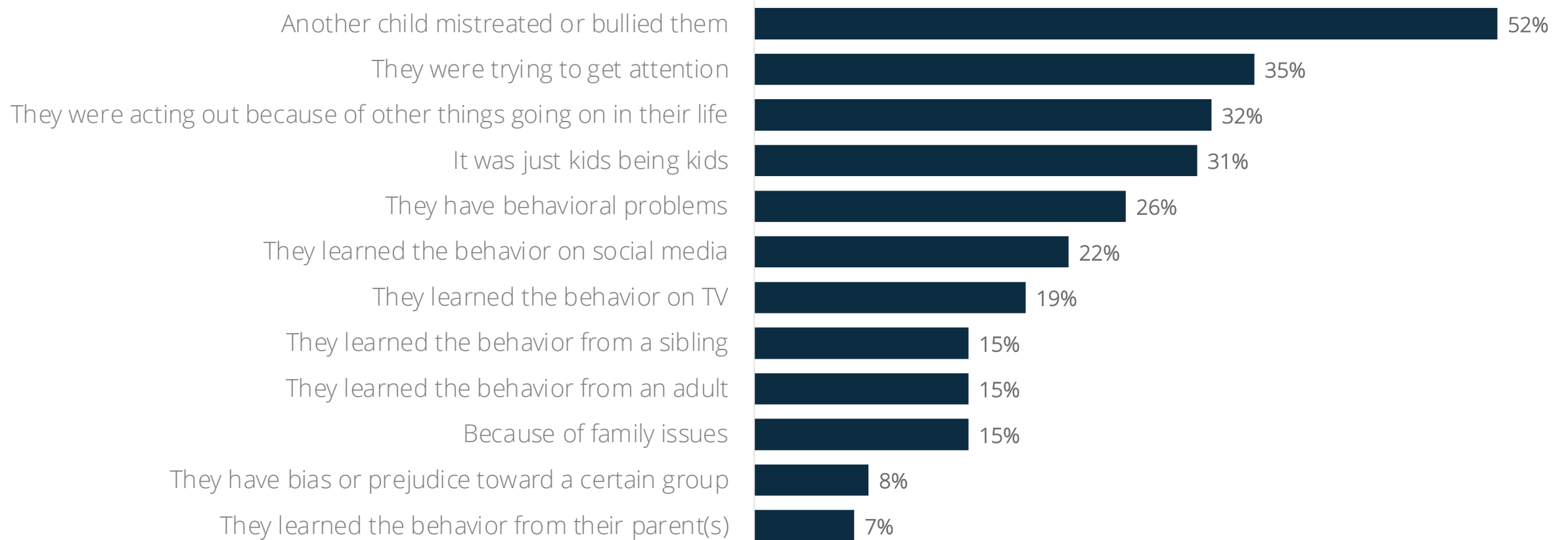
(% Selecting)



Many parents of children who bullied someone else believe their child acted in retaliation

Reasons why children bullied

(% Yes among parents of children 8-17 who bullied someone else)



Q22: Do you believe any of the following were reasons your child bullied another child, or not? If it has happened more than once, please think of the most recent situation.
Base: Have a child who is a bully (N=139)

Teens' Comfort With Bullying Situations

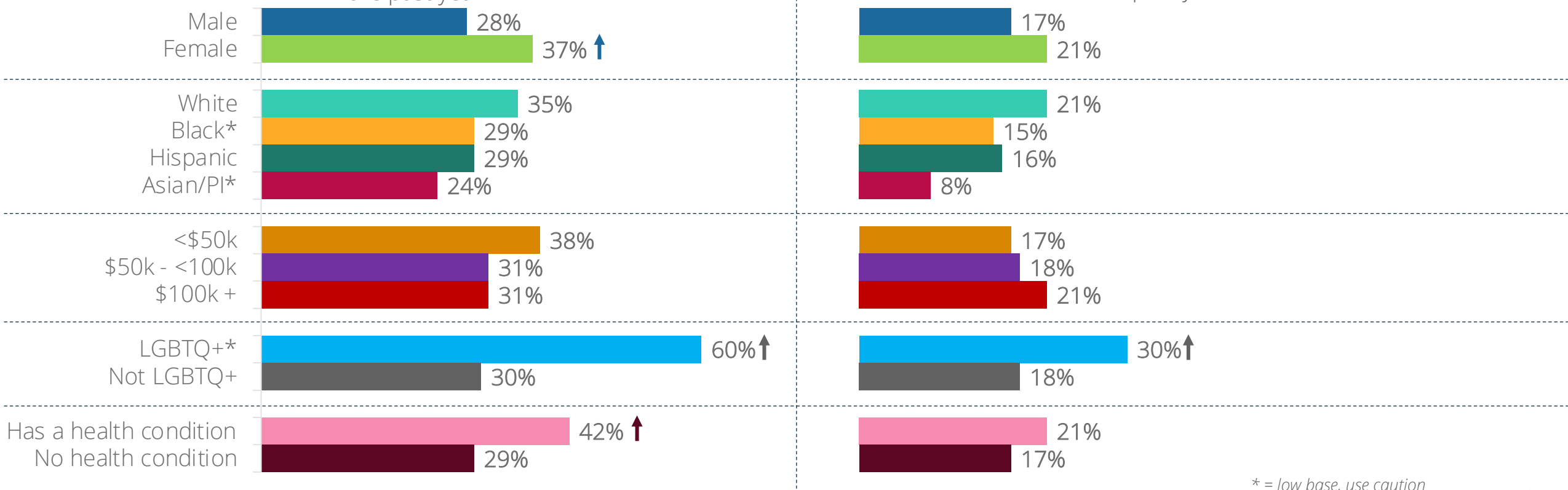
33% of teens stepped in when they witnessed someone being bullied

33%

of teens have seen someone being bullied and stepped in in the past year

19%

of teens have seen someone being bullied but did nothing in the past year



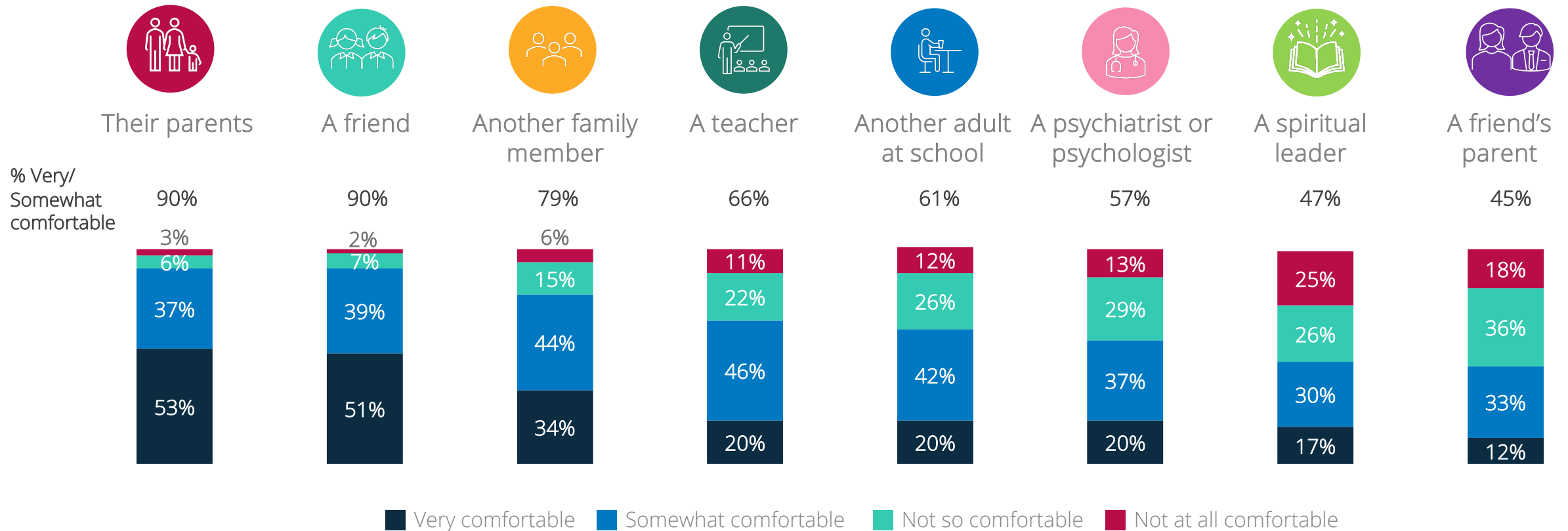
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T16: In the past year, have any of the following happened you, or not?
Base: Total Teens (N=787); Male (N=420); Female (N=364); White (N=448); Black (N=79*); Hispanic (N=168); Asian/Pacific Islander (N=32*); <\$50k (N=198); \$50k - <\$100k (N=240); \$100k+ (N=349); LGBTQ+ (N=74*); Not LGBTQ+ (N=713); Has a disability/health condition (N=306); No health condition (N=472)

If teens were to be bullied, they are most comfortable talking to family or friends about it, followed by teachers; yet only one in five *very* comfortable talking to teachers

If teen were to be bullied, teen comfort talking to...
(% Selecting)

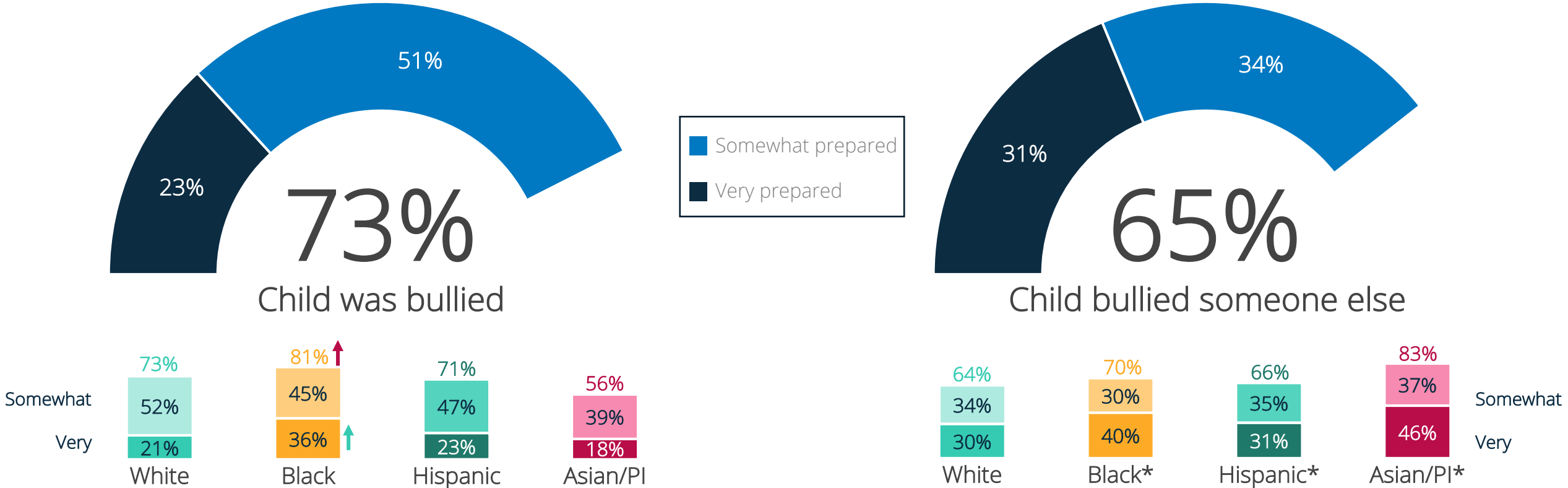


T26: Regardless of whether or not you have been bullied, how comfortable, if at all, would you be talking to the following groups or people if you were bullied and needed help?
Base: Total Teens (N=787)

Resources for Parents

Only a quarter of parents whose child was bullied felt *very* prepared to deal with the situation

Parents preparedness to deal with bullying
(% Selecting)



Q18: How prepared, if at all, did you feel to deal with your child being bullied, and the outcome of that experience?

Q21: You previously indicated your child has mistreated another child or was accused of bullying. When this situation happened, how prepared did you feel to deal with the situation?

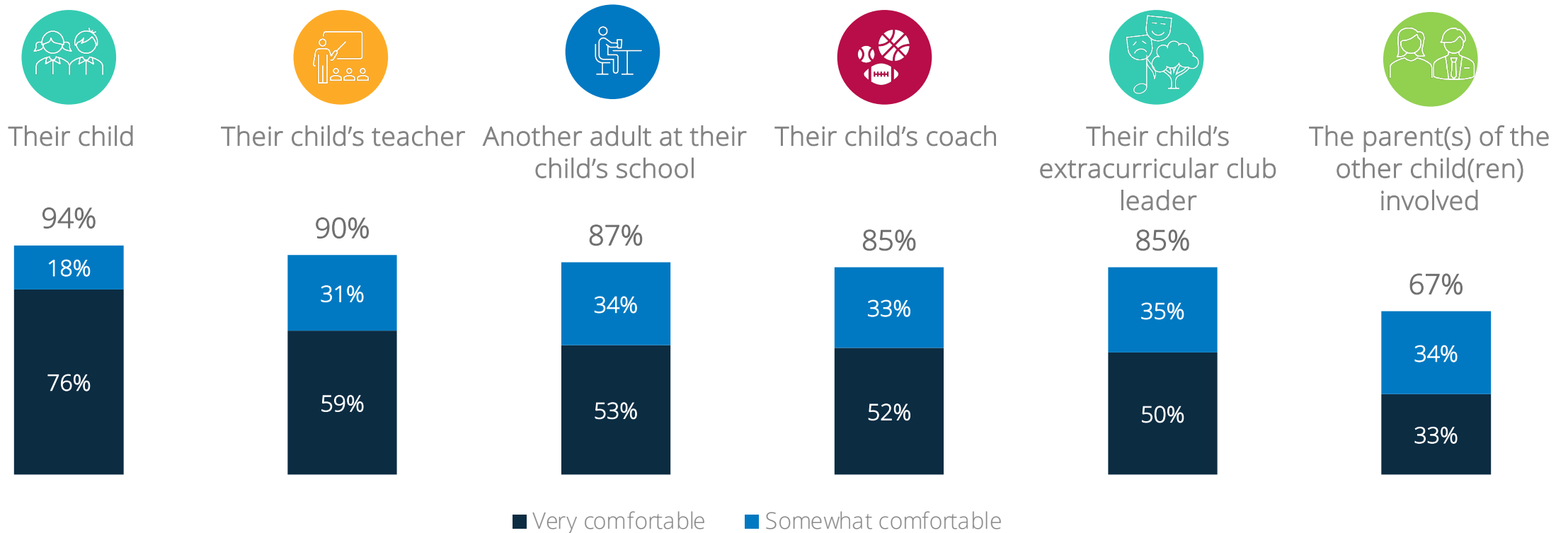
Base: Selected "Yes" for any Been Bullied option in Q13 (N=962); Selected "Bullied another child" in P13 or "Yes" in P19 (N=275)

* = low base, use caution

↑ = Significantly higher than subgroup indicated by color of arrow

After their child, parents are most comfortable talking with school officials – teachers, other adults, coaches – if their child was bullied; parents also show greater comfort than teens*

Total Parents: If child were bullied, parent comfort talking to...
(% Selecting)

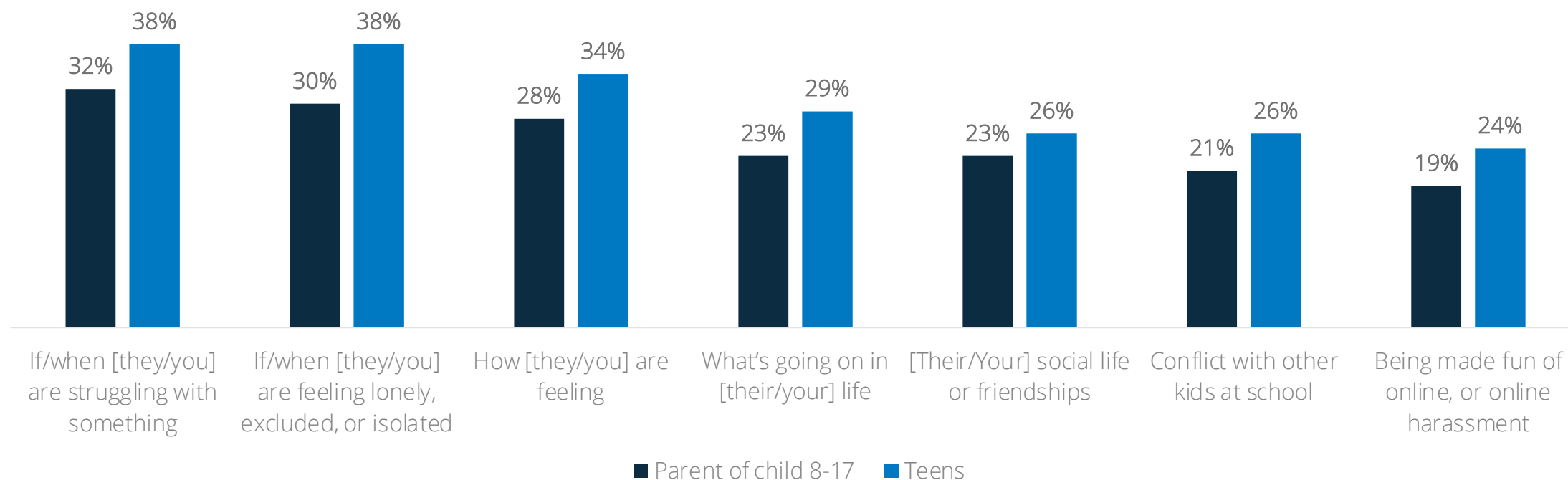


Q23: Regardless of whether or not your child has ever been bullied, how comfortable, if at all, would you be talking to the following groups or people if your child was bullied and you needed help?
Base: Total Parents (N=2,548)

*Teens' comfort levels talking with various people shown on page 20

Teens are slightly more likely to feel challenged talking about various topics with their parents

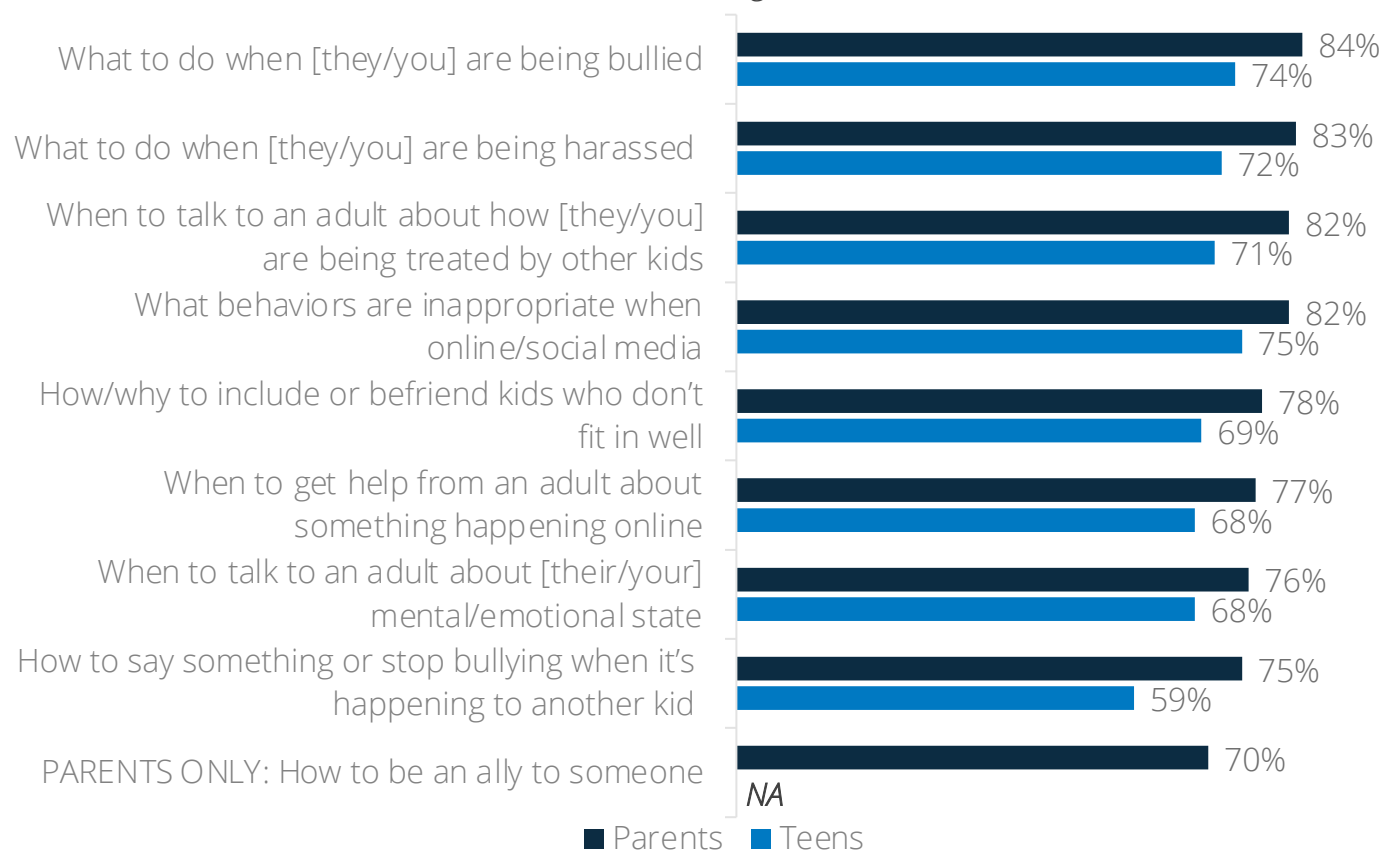
What parents and teens find challenging to talk about
(% Very/Somewhat Challenging)



Some parents seem to be overestimating the degree to which their children are absorbing important info on bullying and should check in with their kids to make sure these conversations have been absorbed

Had following conversations with your [child/parent(s)]?

(% Selecting Yes)



Why haven't you had these types of conversations with your child?

(Among parent respondents who haven't had various conversations)

"Opportunity was not available or it was uncomfortable"

"Some issues haven't been relevant yet. She is still very young."

"Bullying hasn't been relevant or an issue thus far"

"I just hadn't thought of them specifically. Now that they've been brought to my attention I will."

"Won't listen"

"Don't know how to word them. Have extra challenges because my son has autism."

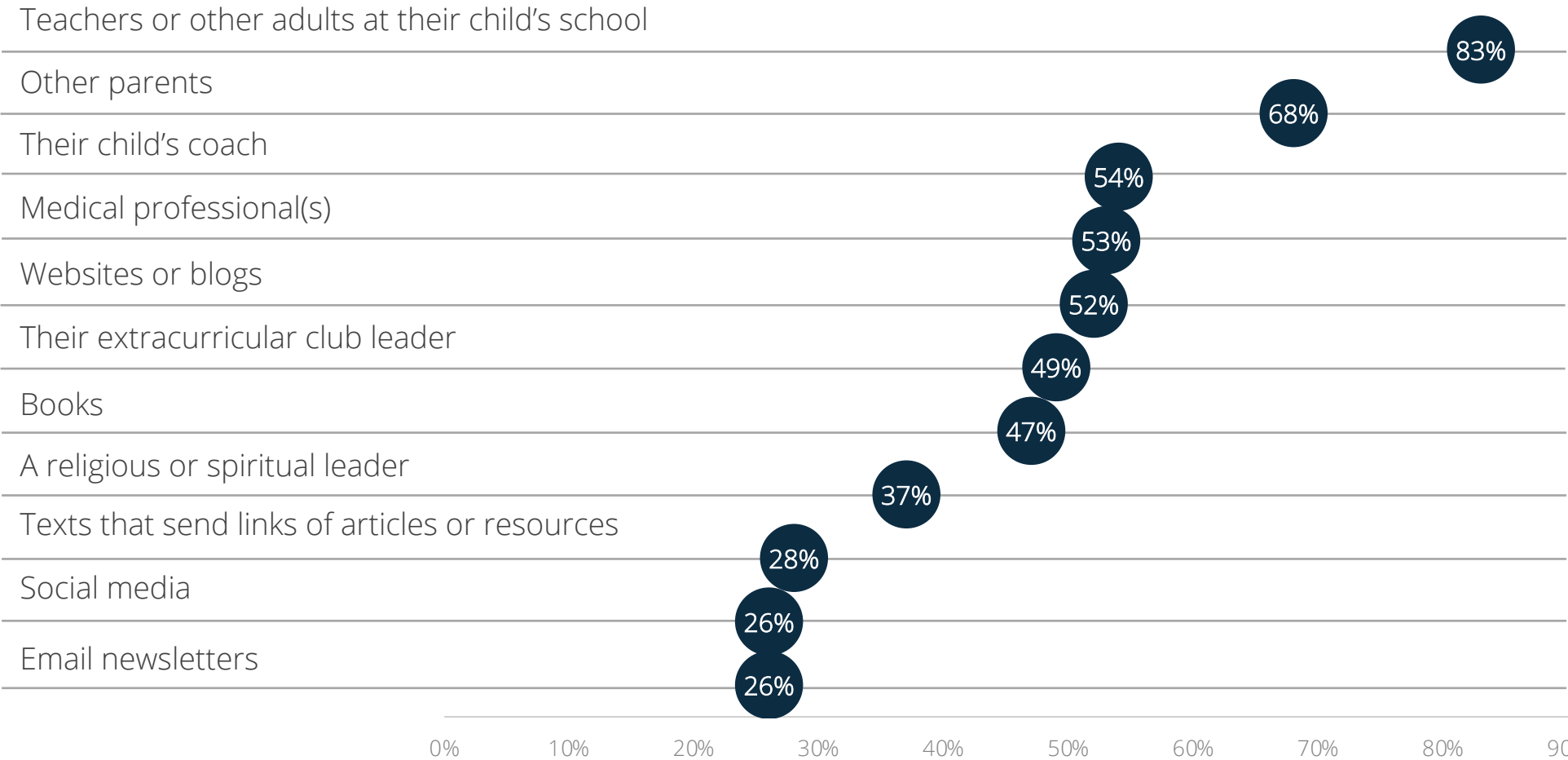
Q26/T30: Have you had any of the following conversations with your [child/parent(s)], or not?

Q27: In your own words, why haven't you had these types of conversations with your child?

Base: Total Parents (N=2,548); Parents who have not had conversations (N=1,029)

Parents are most likely to turn to teachers and other parents as resources if their child is involved in bullying

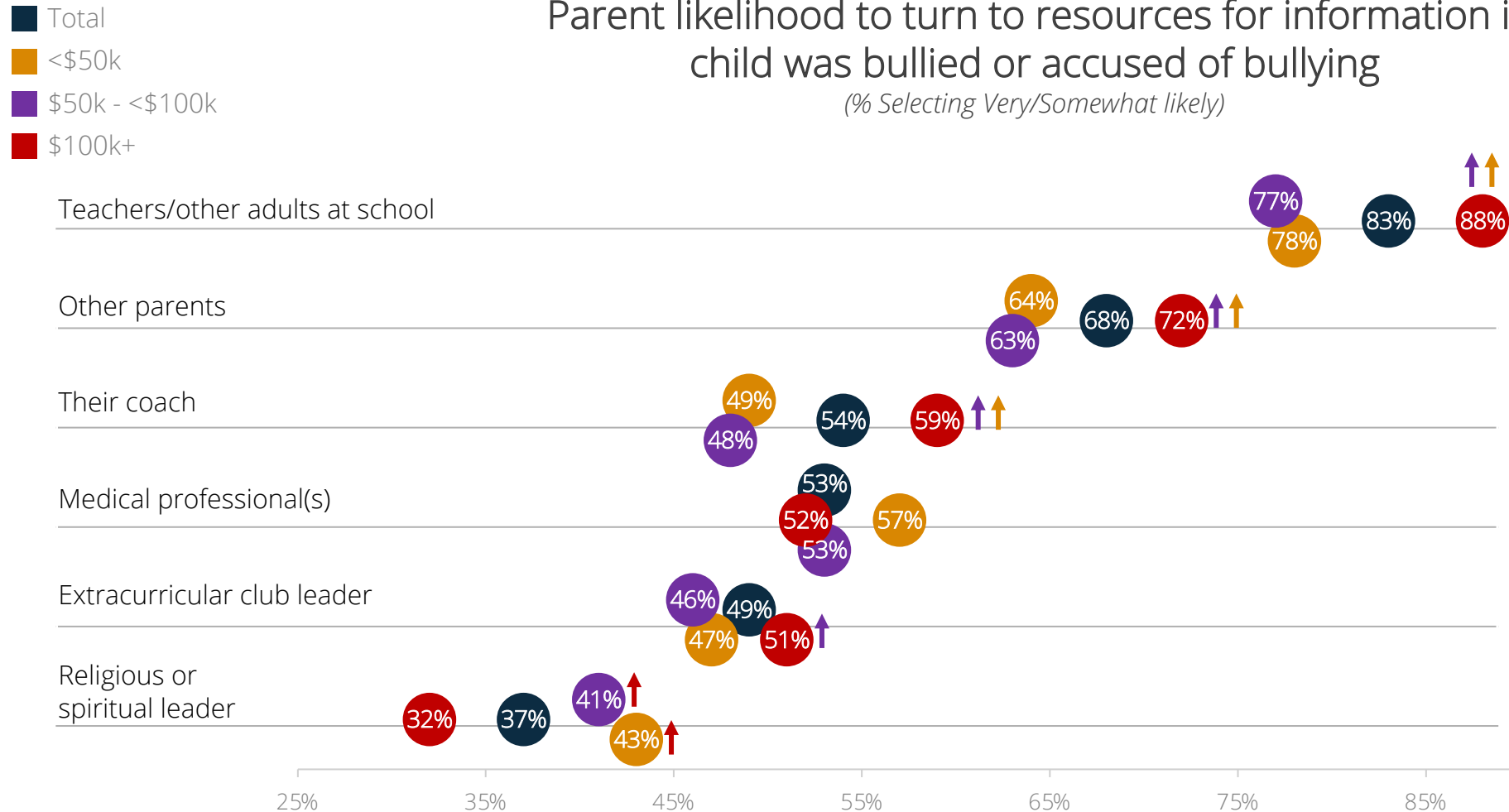
Where parents are likely to turn to as resources for bullying
(% Very/Somewhat Likely)



Q34: How likely, if at all, are you to turn to the following for information, or as a resource, if your child was being bullied or accused of bullying behavior?
Base: Total Parents (N=2,548)

Parents who make less than \$100k are not as comfortable turning to their teachers or the school for resources to help their child who was bullied or was accused of being a bully

Parent likelihood to turn to resources for information if child was bullied or accused of bullying
(% Selecting Very/Somewhat likely)



Although parents overall are more likely to turn to **people** as opposed to **electronics/print** for resources, parents from a lower income bracket (<\$50k a year) are significantly more likely to turn to the following than their higher income counterparts:

- Opting into text messages with links to resources (38%) vs 29% (\$50k - <\$100k) and 23% (>\$100k)
- Social media (35%) vs 26% (\$50k - <\$100k) and 22% (>\$100k)
- Email newsletters (33%) vs 24% (\$50k - <\$100k) and 23% (>\$100k)

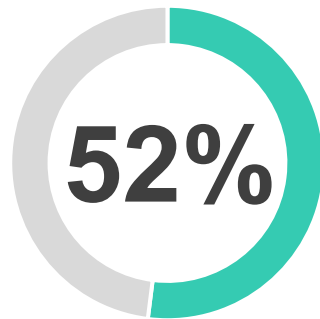
Q34: How likely, if at all, are you to turn to the following for information, or as a resource, if your child was being bullied or accused of bullying behavior?

Base: Total Parents (N=2,548); <\$50k (N=581); \$50k - <\$100k (N=725); \$100k+ (N=1,242)

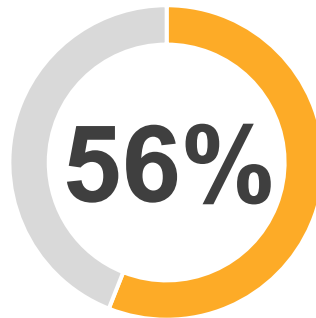
↑ = Significantly higher than subgroup indicated by color of arrow

A large number of parents of vulnerable kids, those without friends or with mental health issues, don't have resources to deal with bullying

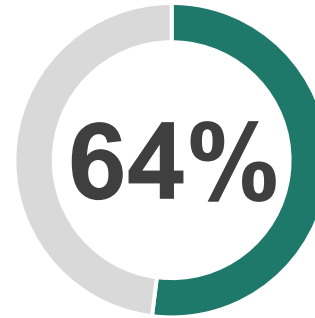
72% of parents of 8–17-year-olds feel like they have enough resources if their child were involved in a bully-related incident



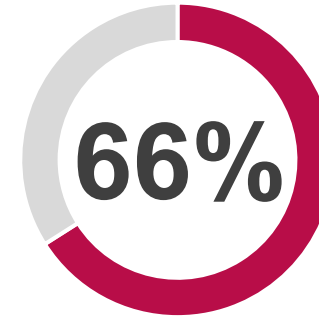
Parents of children with no close friends



Parents of children who report their mental health status is just okay/bad



Hispanic parents



Parents with a household income <\$50k

Parents and their teens: Lived Experiences

77% of parents say their child answers “fine” when asked about their day

How much children tell their parents about their lives

Total Parents



Parents whose child took the survey



Teens



- [They/I] tell [me/them] everything
- They/I tell [me/them] almost everything
- They/I tell [me/them] all of the important things, but not everything
- [They/I] tell [me/them] some things, but not everything
- [They/I] don't tell [me/them] much
- [They/I] don't tell [me/them] anything

Everything/
almost
everything

Important
Things

50%

28%

41%

30%

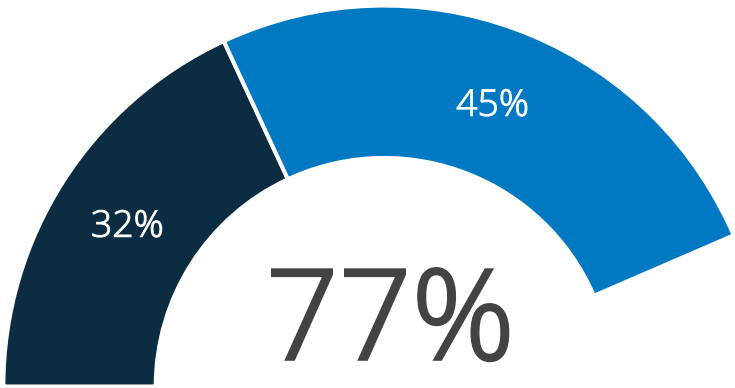
41%

28%

How often child answers “it was fine”
when asked about their day
(% Often/Sometimes)

Often

Sometimes



77%
of parents say their child
answers “it was fine”
often/sometimes

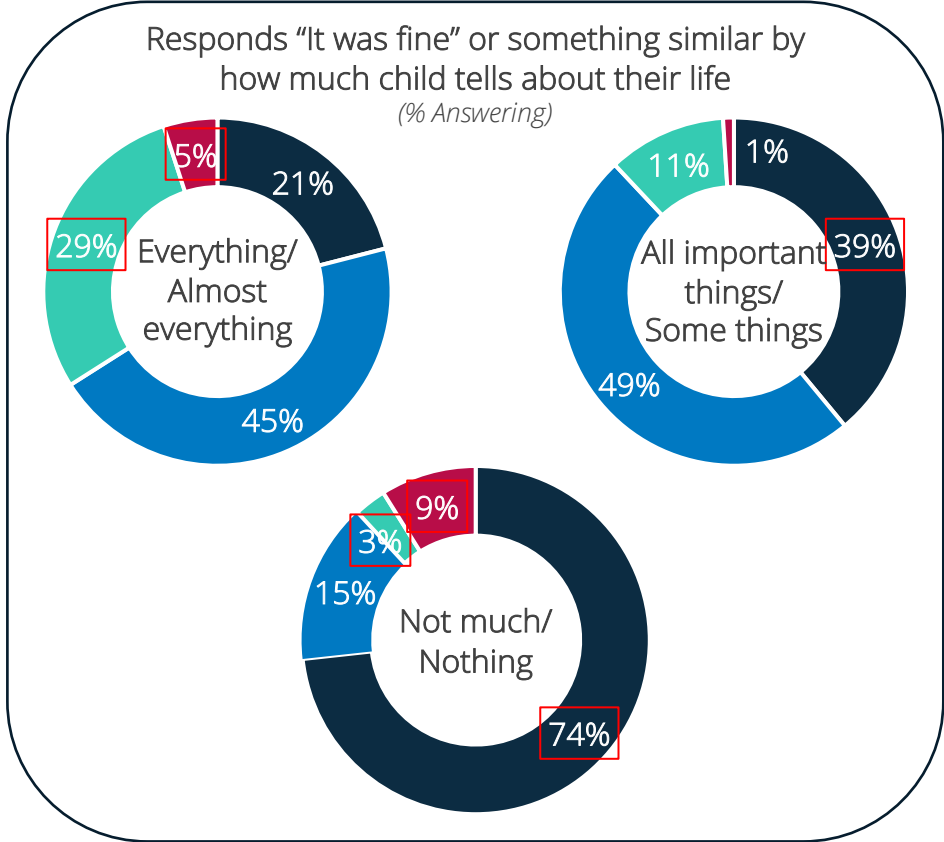
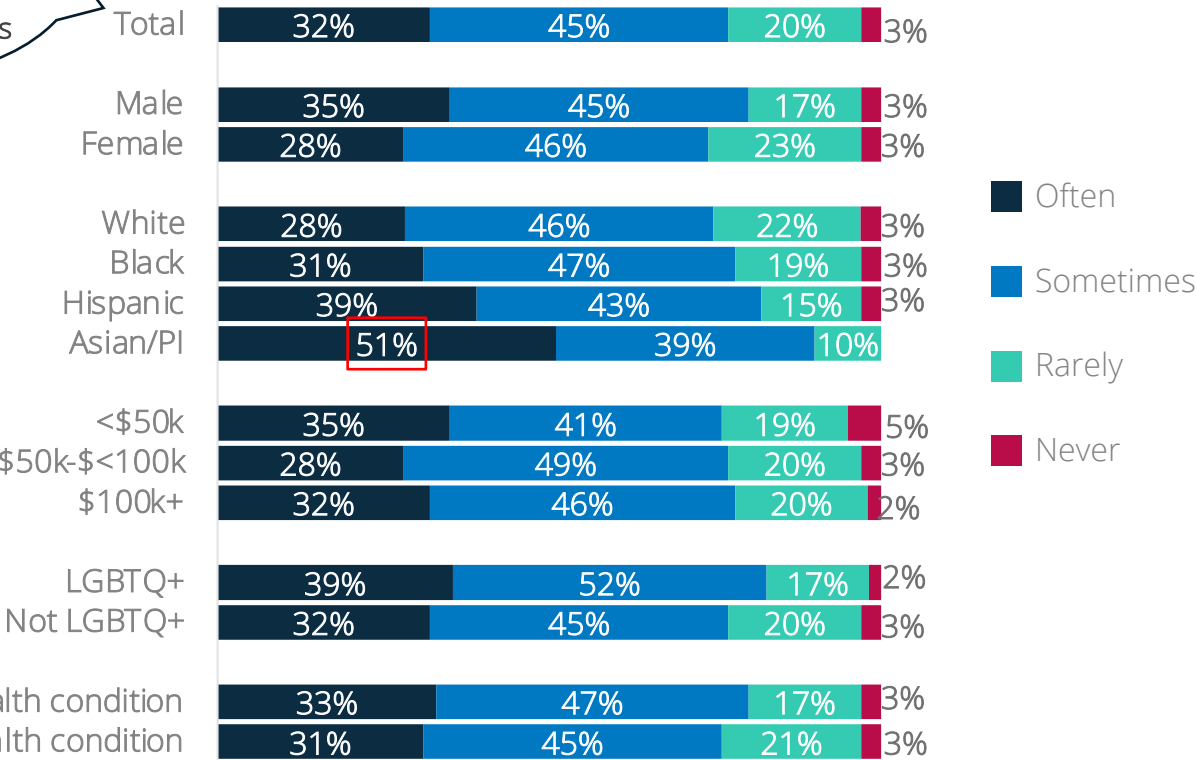
“Please do not share the personal info with my family as they do not know and I would prefer to keep it that way until further notice.”-teen respondent

Q4: How much does your child tell you about their life?
T3: How much do you tell your parent(s) about your life?
Q5: When you ask your child about their day, how often do they answer, it was fine, or something similar, with no other details?
Base: Parents whose child took the survey (N = 787); Teens (N=787)

Over three in four parents have trouble getting their child to discuss their day in detail, especially those with teens who don't tell them much about their lives

77% of parents say their child responds with "It was fine" or something similar when asked about their day

How often child responds "It was fine" or something similar when asked about their day
(% Answering)



Q5: When you ask your child about their day, how often do they answer, It was fine, or something similar, with no other details?
Base: Total Parents (N=2,548); Parents with Male child (N=1303); Parents with Female child (N=1228); White (N=1711); Black (N=218); Hispanic (N=419); Asian/Pacific Islander (N=109); <\$50k (N=581); \$50k - <\$100k (N=725); \$100k+ (N=1242); LGBTQ+ (N=191); Not LGBTQ+ (N=2357); Child has a disability/health condition (N=306); Child does not have a health condition (N=472)

Parents have various thoughts regarding resources to help their child open up



"I think he needs other adults in his life that care about him and relate to him (or he can relate to) and spend time with him."

"I would love more information about keeping my child safe online and how to wean them off too much social media use."



"Help with how to communicate with teens, starter questions to ask them"

"Just have an electronic free hour. Tell them it is time to talk."



"I feel that help understanding how puberty impacts how my teen thinks and behaves would be a great tool. I do not need a fix I just need to understand what is going on."

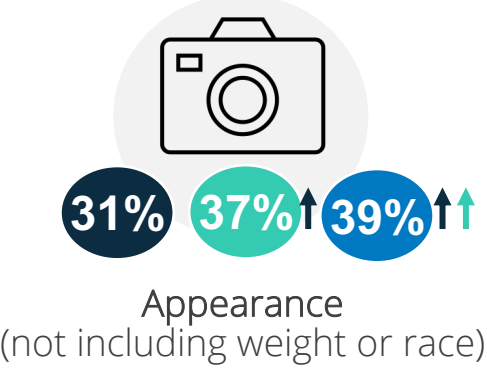
"I turn to my friend groups that have been through this path with teenagers for advice"

Q7: What resources, if any, would you find helpful to get your child to open up more and tell you more details about what's going on in their life? This could include things like websites or blogs, videos, social media pages, or support groups. Please list anything that you think could be helpful.

Base: Total Parents (N=2,548)

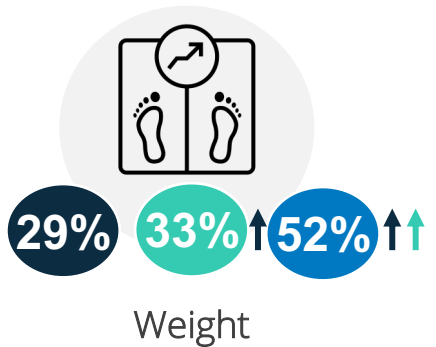
Most teens report seeing kids get bullied due to appearance or weight

- Total Parents
- Parents whose child took the survey
- Teens



Top places parents and children believe bullying is happening (% Selected)

	White	Black	Hispanic	Asian/PI	LGBTQ+	Not LGBTQ+	Health Condition	No Health condition
Total Parents	32%	37%	27%	27%	42%	31%	40%	27%
Teens	52%	49%	45%	33%	63%	47%	48%	49%



Total Parents	29%	30%	28%	19%	42%	28%	36%	25%
Teens	52%	57%	53%	23%	51%	65%	51%	53%

Q12: In the past year, has your child shared examples of someone being bullied or mistreated at their school because of the following, or not?
T15: In the past year, have you seen someone at your school be bullied or mistreated because of the following, or not?
Base: Total Parents (N=2,548); Parents of teens who took survey (N=787); Total Teens (N=787)

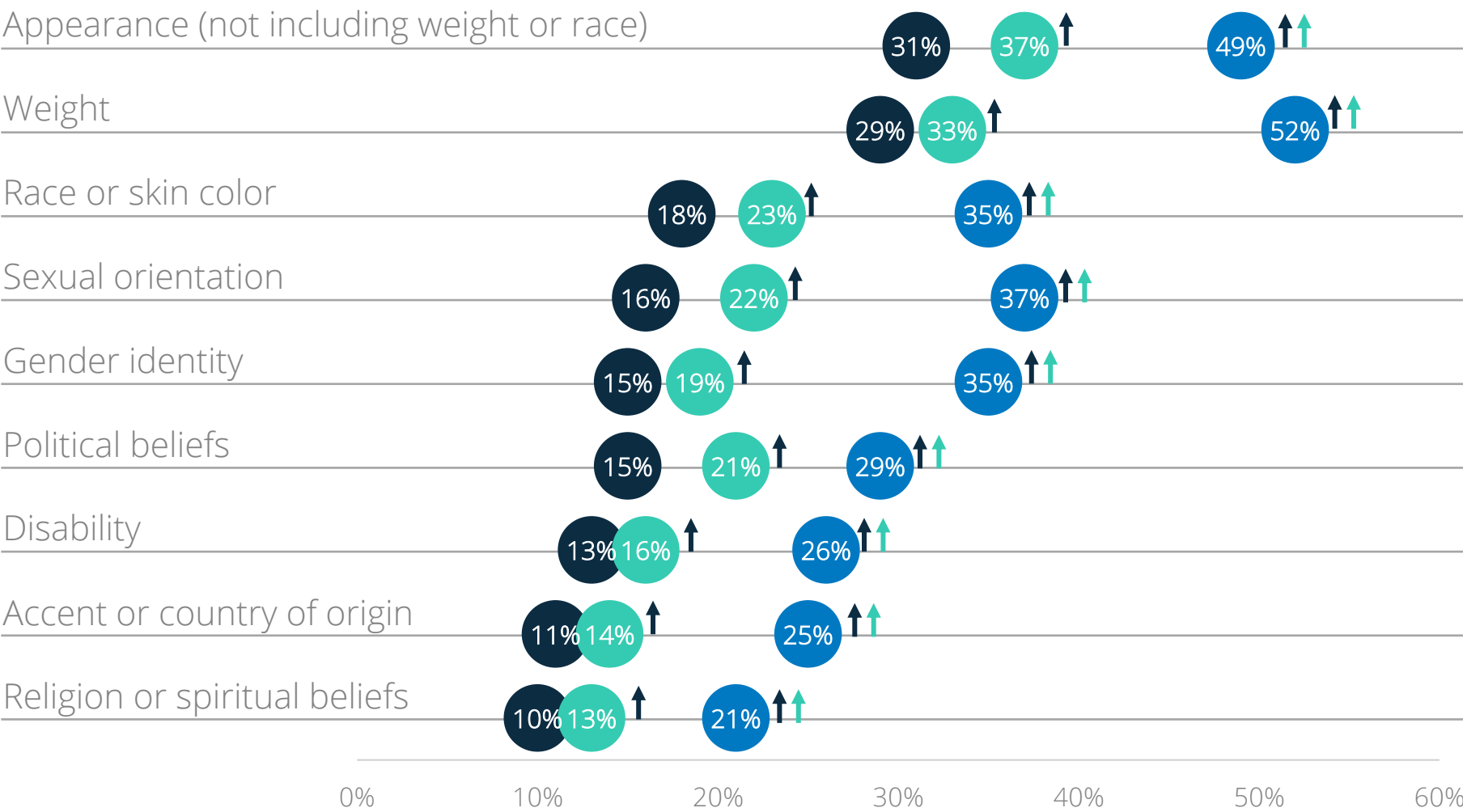
Significant differences indicated by bold colored text

Overall, teens are seeing more examples of bullying than they are sharing with their parents

Child has shared examples of / child has seen someone at school be bullied or mistreated because of...

% Selecting Yes

- Total Parents
- Parents of teens who took survey
- Teens



Q12: In the past year, has your child shared examples of someone being bullied or mistreated at their school because of the following, or not?
T15: In the past year, have you seen someone at your school be bullied or mistreated because of the following, or not?
Base: Total Parents (N=2,548); Parents of teens who took survey (N=787); Total Teens (N=787)

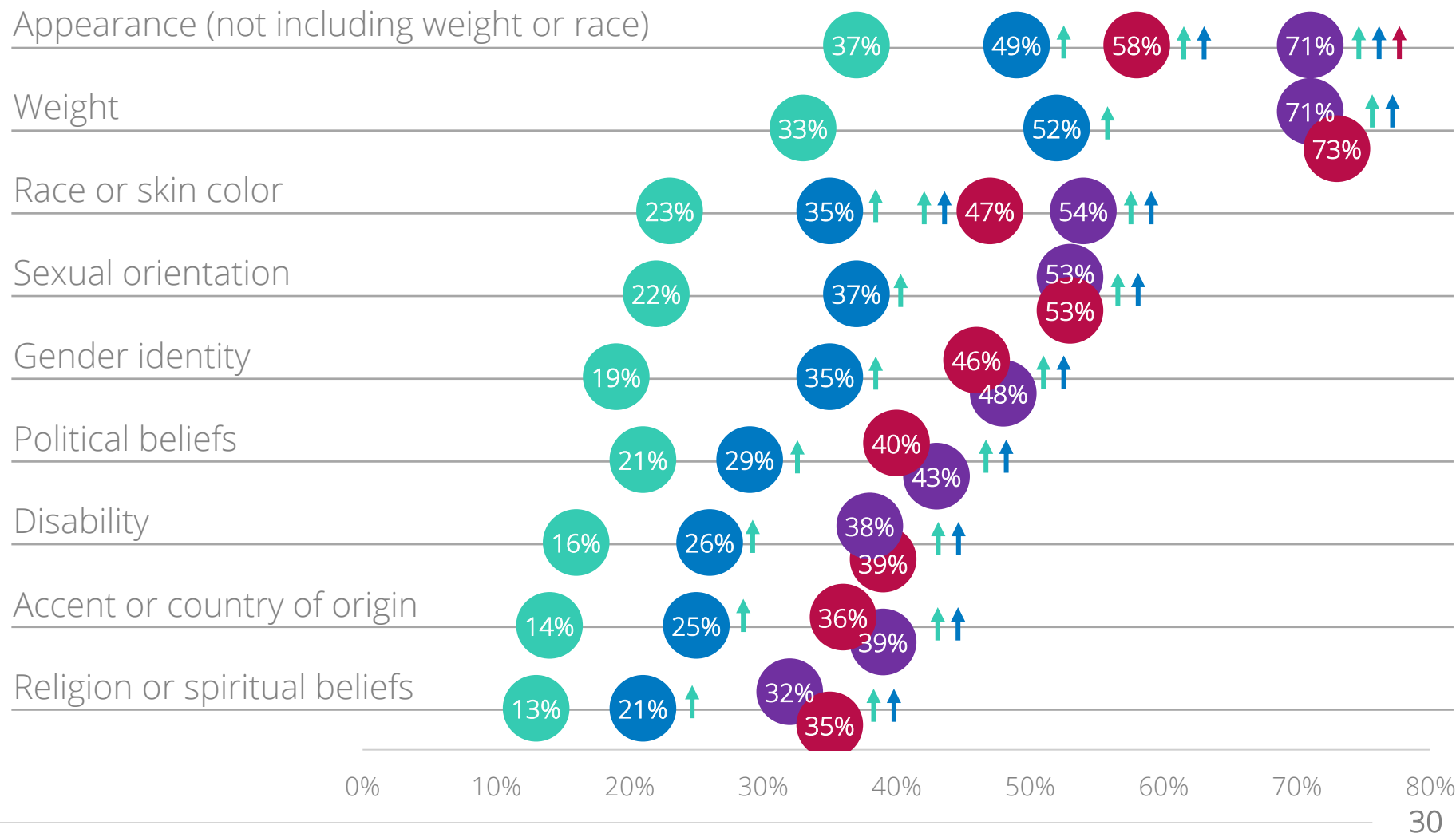
↑ = Significantly higher than subgroup indicated by color of arrow

The teens closest to these incidents (bullies and those bullied) are seeing more examples of bullying than their counterparts

Child has shared examples of / child has seen someone at school be bullied or mistreated because of...

% Selecting Yes

- Parents of teens who took survey
- Total teens
- Bullied teens
- Teens who are bullies / accused bullies



Q12: In the past year, has your child shared examples of someone being bullied or mistreated at their school because of the following, or not?
T15: In the past year, have you seen someone at your school be bullied or mistreated because of the following, or not?
Base: Total Parents (N=2,548); Parents of teens who took survey (N=787); Total Teens (N=787); Bullied teens (N=295); Bully or accused bully (N=105)

↑ = Significantly higher than subgroup indicated by color of arrow

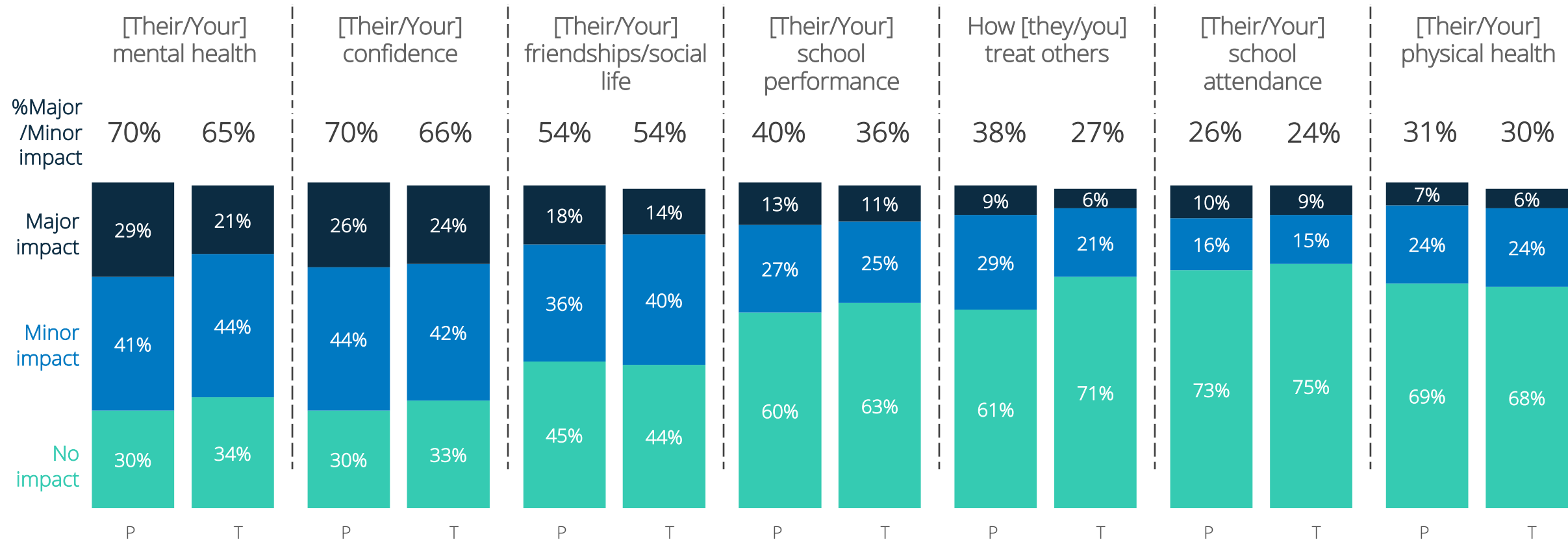
Bullying has a major impact on mental health and confidence for almost 30% of kids. 40% of kids say bullying impacts their school performance and 25% say it impacts their attendance

Impact of bullying on...

P = Parents whose child took the survey

(% Selecting among those with a child who has been bullied/who have been bullied)

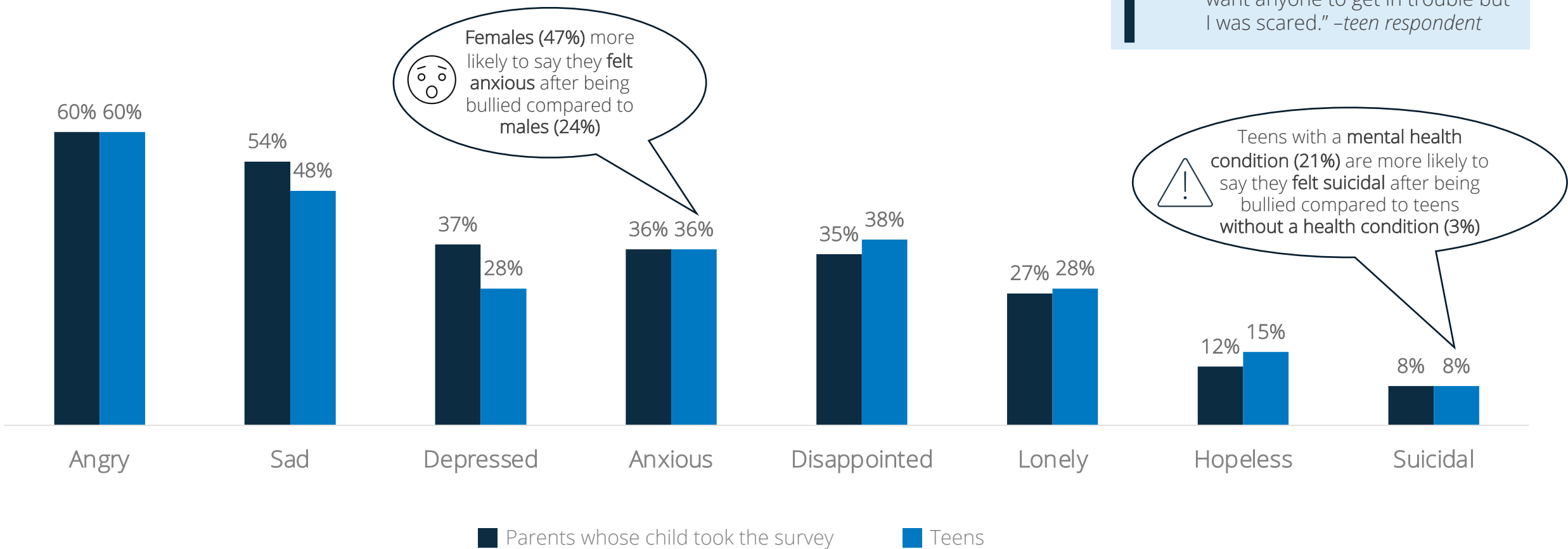
T = Teens



Q16/T19: How much of a negative impact, if any, did the bullying have on [your child in] the following [areas]? If it has happened more than once, please think of the most recent situation.
Base: Parents whose child took the survey and has been bullied (N = 296); Teens who have been bullied (N=295)

47% of females are more likely to say they felt anxious after being bullied compared to males (24%)

Teens Emotions After Being Bullied (% Selected)



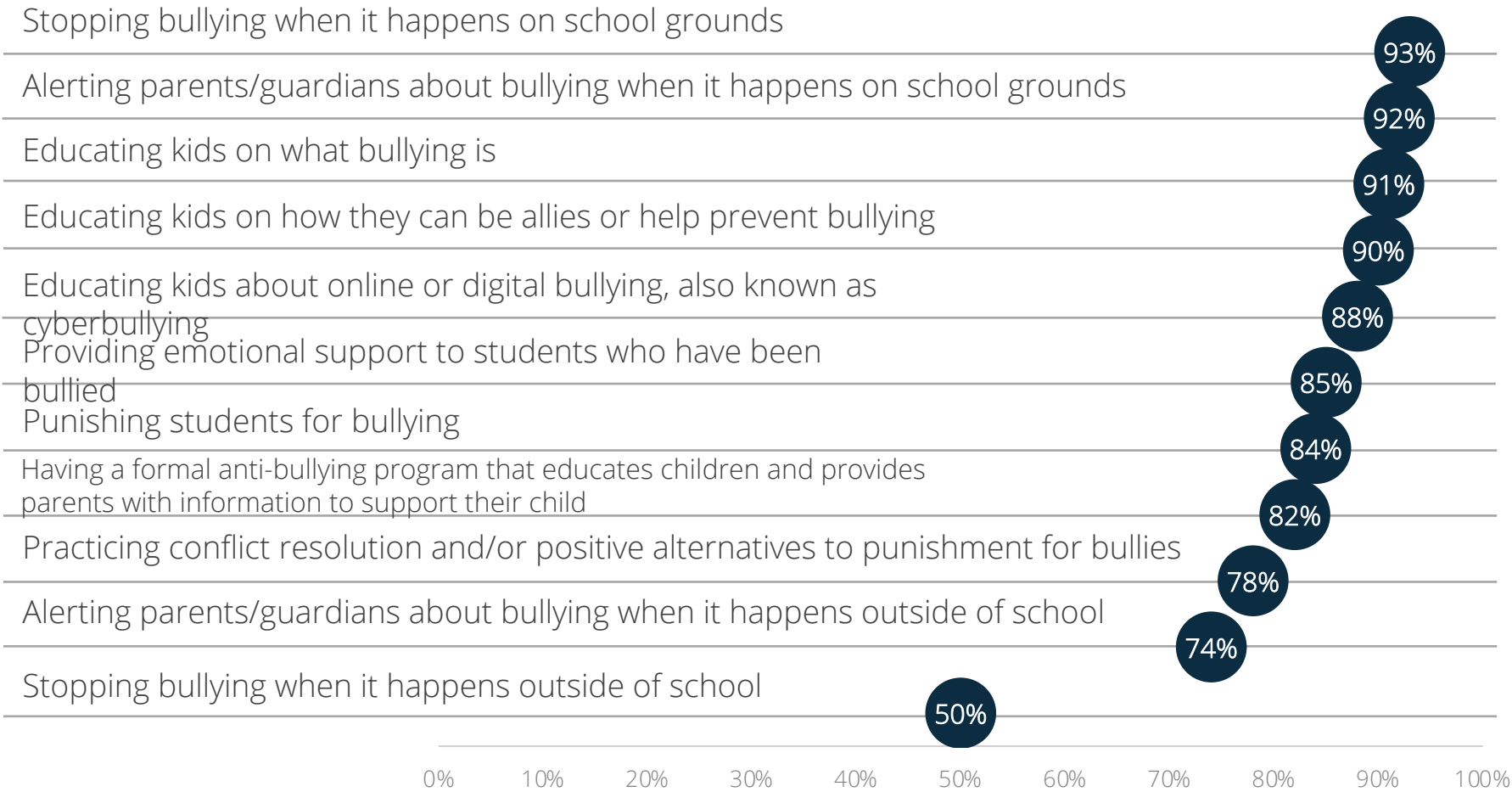
“Bullying has happened to me before and it is not fun. I told my mom because I was so sad and she said she could tell. I didn’t want anyone to get in trouble but I was scared.” –teen respondent

Q17: How would you describe your child's emotions, or how they felt, after they were bullied? Please select all that apply.
T20: How would you describe your emotions, or how you felt, after being bullied? Please select all that apply.
Base: Parents whose child took the survey AND has been bullied (N = 296); Teens who have been bullied (N=295)

The Role of Schools

82% of parents believe schools should be responsible for having a bullying prevention program that provides them with information to support their child

What parents believe schools should be responsible for
(% Yes)



“I work in my child’s school and while we have a long way to go, I believe we are both understanding and working towards more proactive prevention of bullying and harassment. Covid set schools back a lot. Schools can’t be the only answer but are a start..”
-parent respondent

Q28: Thinking about the role schools could play regarding bullying, should schools be responsible for each of the following, or not?
Base: Total Parents (N=2,548)

41% of parents lacked familiarity with their school’s bullying prevention policy. 35% of teens are not familiar with the school’s bullying prevention policy. One in four parents do not know if the bullying prevention program is effective in their child’s school

Familiarity with School’s Anti-Bullying Policy

(% Selecting)

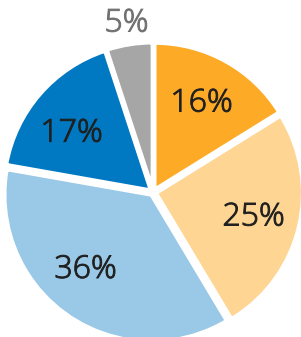
- Very familiar

Not so familiar

The school doesn’t have one
- Somewhat familiar

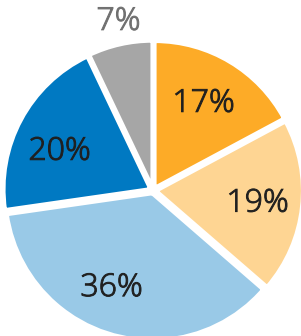
Not at all familiar/Don’t know

Parents



41% of parents are not familiar with their school's anti-bullying policy

Teens



35% of teens are not familiar with their school's anti-bullying policy

Effectiveness of School’s Anti-Bullying Policy

(% Selected)

- Very effective

Not so effective

Don’t know
- Somewhat effective

Not at all effective

Parents



56% very or somewhat effective

Teens



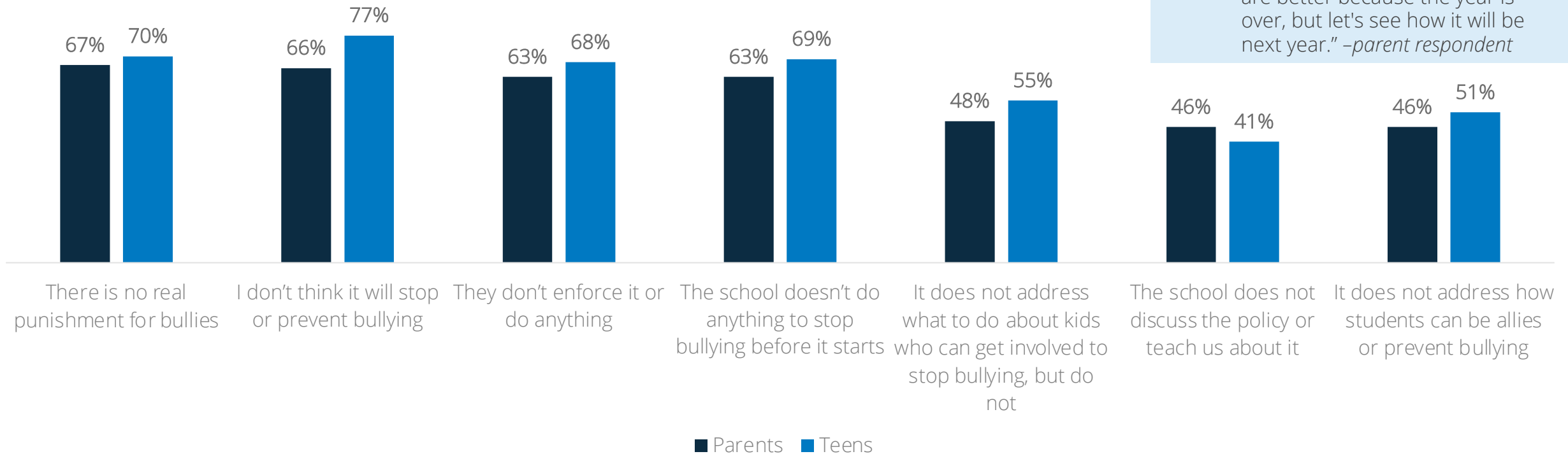
52% very or somewhat effective

One in four parents don't know the effectiveness of their child's school's anti-bullying program

Q29/T31: How familiar are you, if at all, with [your child's/your] school's anti-bullying policy or program?
Base: Total Parents (N=2,548); Total Teens (N=787)
Q30/T32: How effective, if at all, is your [child's] school's anti-bullying policy or program?
Base: Selected "Very familiar," "Somewhat familiar" or "Not at all familiar" in Q29/T31; Parents (N=2,013); Teens (N=591)

77% of teens don't think their schools bullying prevention will stop or prevent bullying

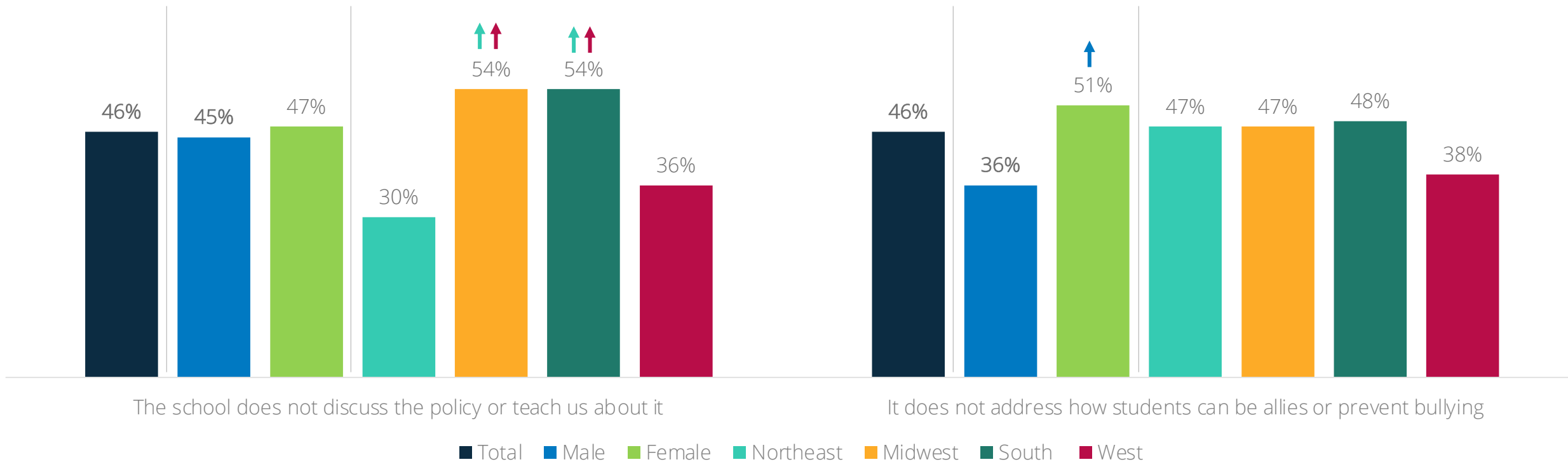
Why school anti-bullying policies are not effective (% Yes)



“My son suffered threats and was bullied to the point he didn't want to go to school anymore. I had several discussions with the principal, but it was not much effective. It looks like bullying is a forbidden word at school, so you cannot even discuss it...Things are better because the year is over, but let's see how it will be next year.” –parent respondent

Among parents who find their school's anti-bullying policies ineffective, nearly half say it is not discussed or does not touch on allyship/prevention

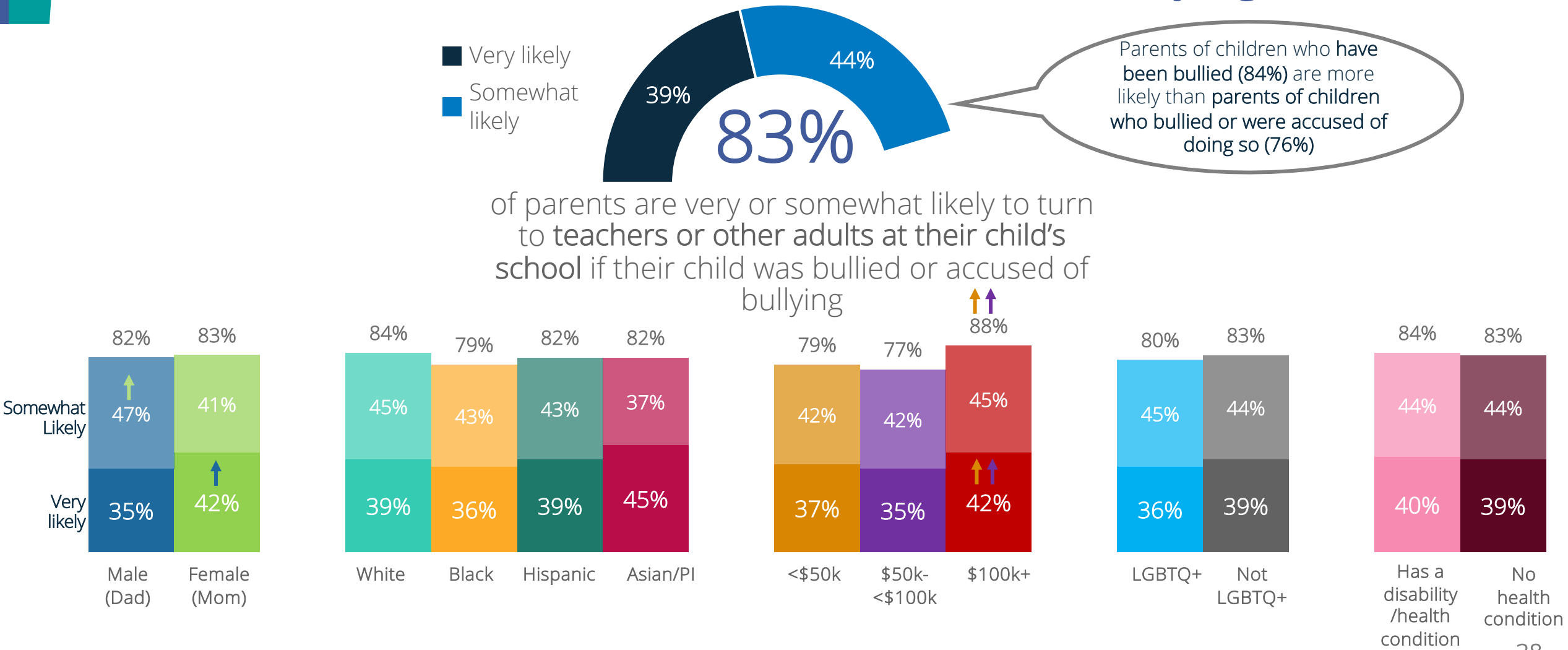
Why school anti-bullying policies are not effective
(% Yes among parents)



Q31: Are any of the following reasons why you say your school's anti-bullying policy or program is not effective?
Base: Selected "Not so effective" or "Not at all effective" in Q30/T32; Parents (N=397)

↑ = Significantly higher than subgroup indicated by color of arrow

More than four in five parents are likely to turn to someone at their child's school in the event of bullying



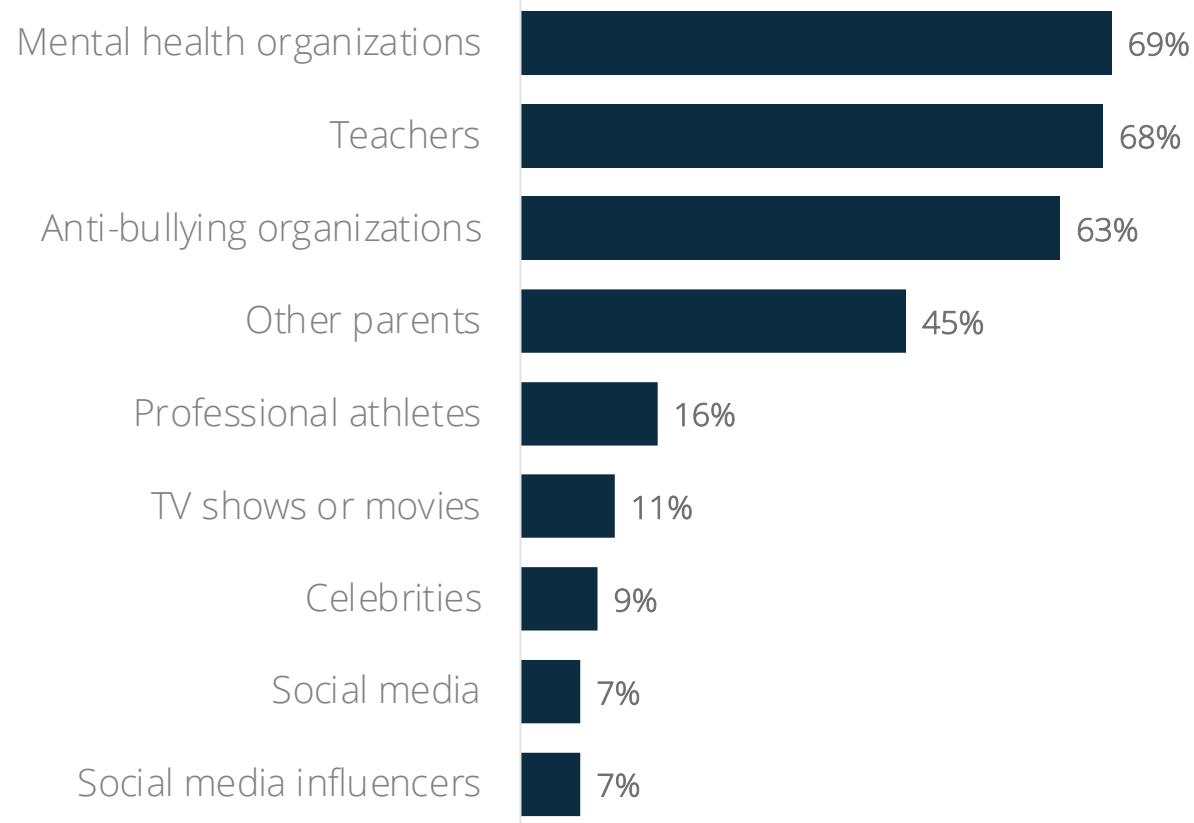
Q34: How likely, if at all, are you to turn to the following for information, or as a resource, if your child was being bullied or accused of bullying behavior?
Base: Total Parents (N=2,548); Male (N=1,130); Female (N=1,418); White (N=1,711); Black (N=218); Hispanic (N=419); Asian/Pacific Islander (N=109); <\$50k (N=581); \$50k - <\$100k (N=725); \$100k+ (N=1,242); LGBTQ+ child (N=191); Not LGBTQ+ child (N=2,357); Child has a disability/health condition (N=855); No health condition (N=1,636)

↑ = Significantly higher than subgroup indicated by color of arrow

Top trusted messengers are the “experts” who deal with bullying regularly: mental health and anti-bullying orgs, teachers

Who parents trust as a resource on bullying prevention

(% Trust)

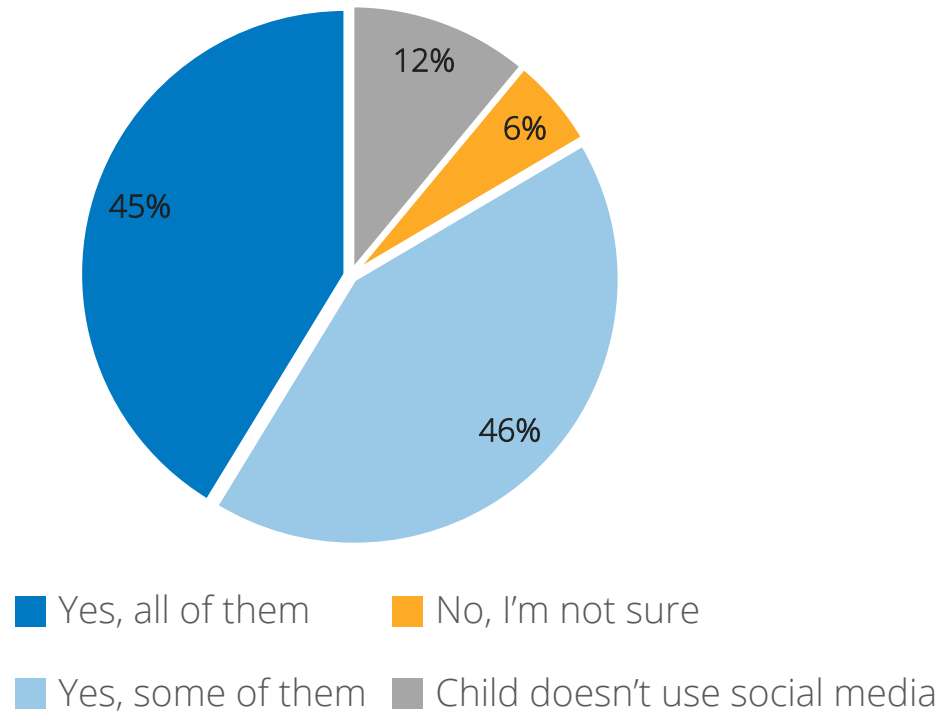


Social Media and Friendship

Majority of parents are not familiar with apps, such as Discord and Viber, where children can set up fake accounts

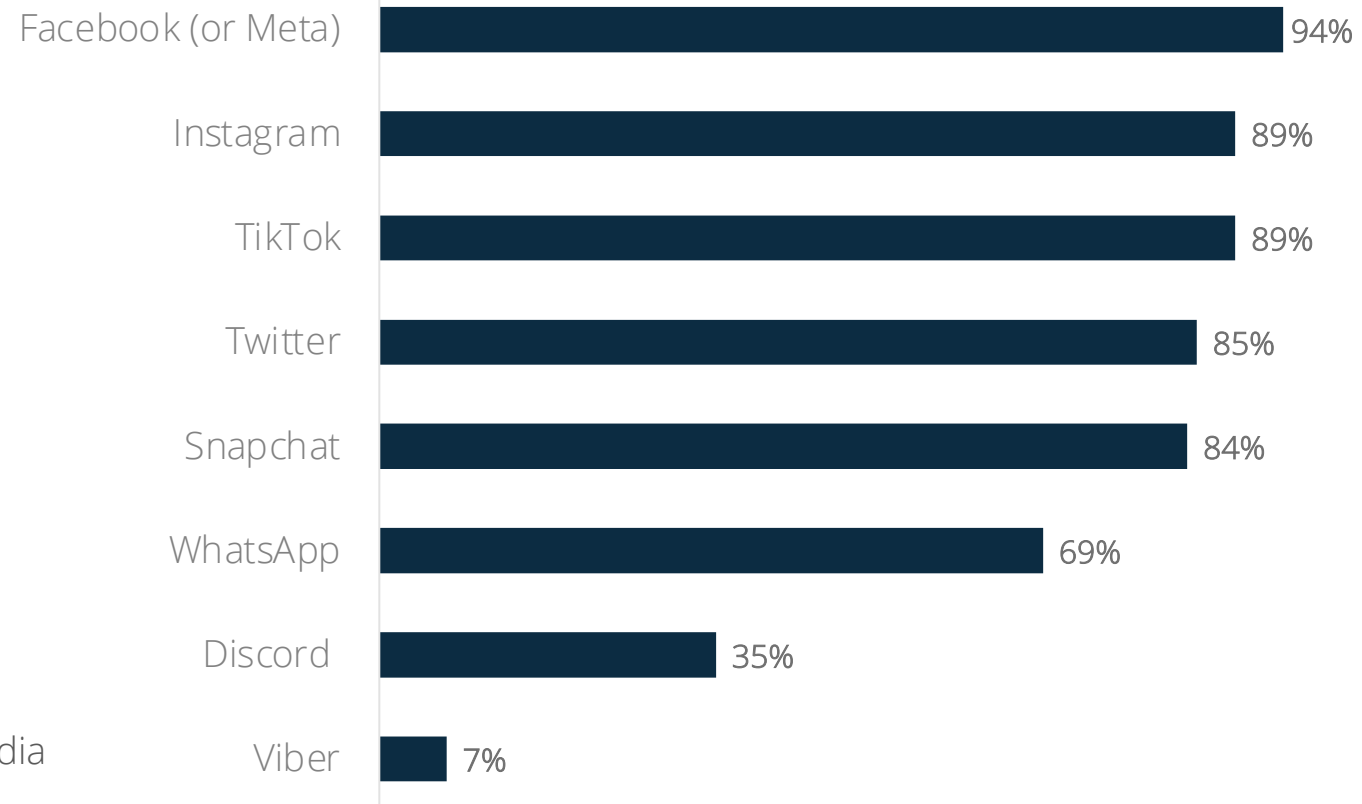
Parents' Knowledge of Social Media Apps and Gaming Platforms Their Children Use

(% Selecting)



Familiarity with Social Media Platforms

(% Familiar)



Q38: Do you know which social media apps and gaming platforms your child uses, or not?

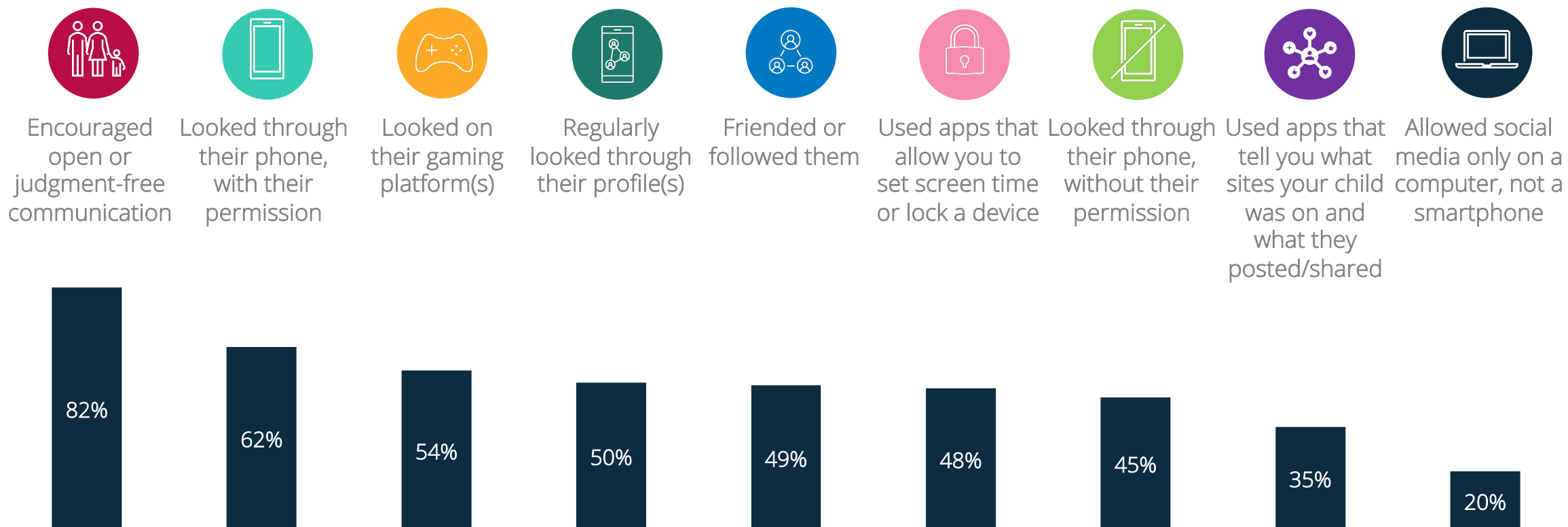
Q39: Are you familiar with the following social media platforms/apps, or not?

Base: Total Parents (N=2,548)

More than four in five parents say they have encouraged open communication with their child about online activity; significantly fewer are active on social media to monitor

Actions parents have taken to monitor their child's online activity

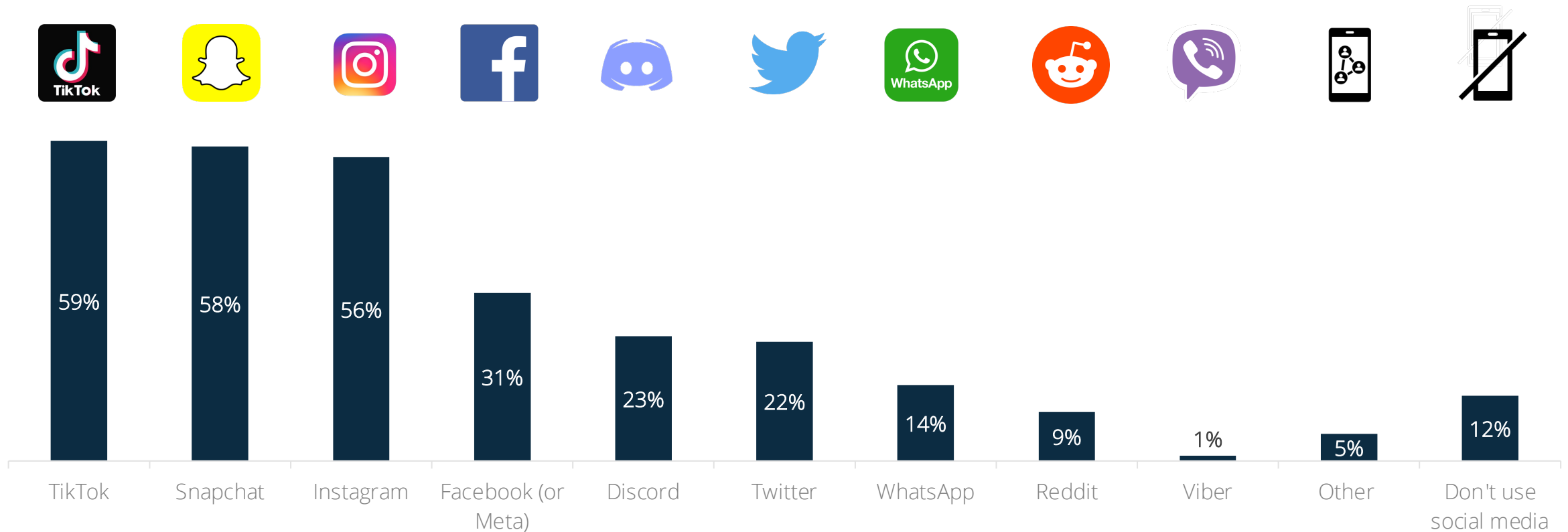
(% Yes)



Q41: Have you done the following to monitor, or better understand, your child's online or social media activity, or not?
Base: Parents whose children use social media (N= 2,248)

TikTok, Snapchat and Instagram are most used social media apps by teens

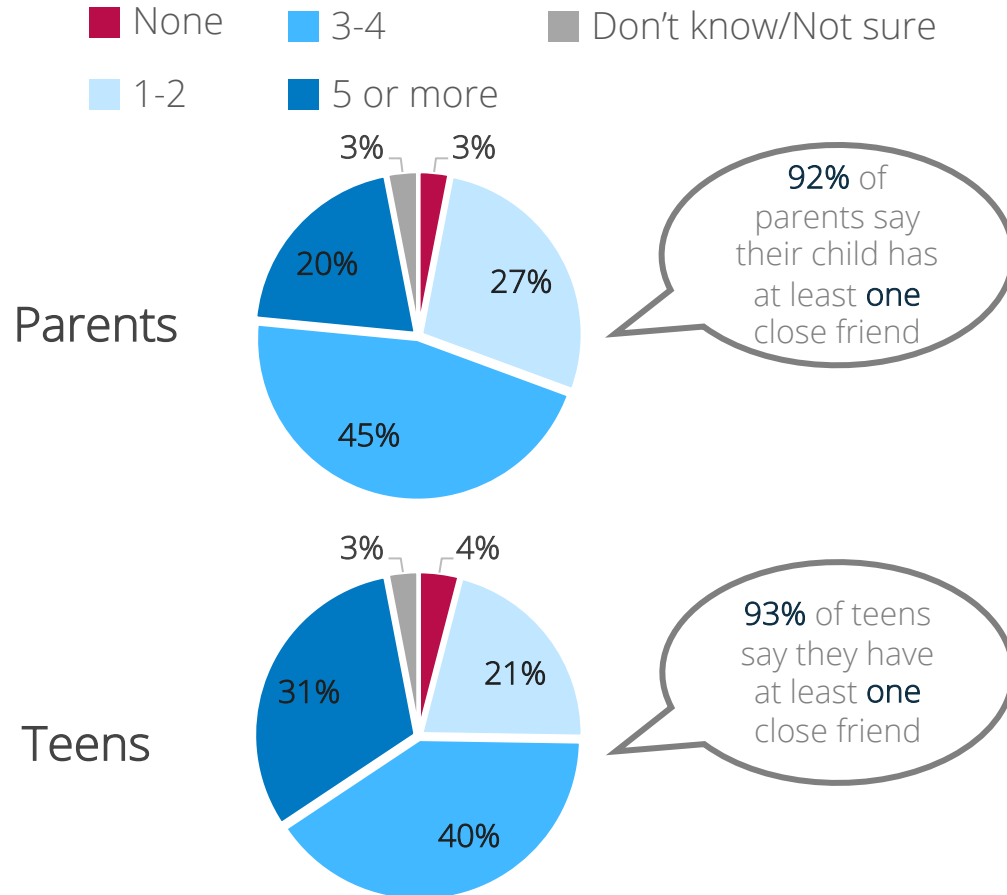
Social Media Apps Used by Teens
(% Selected)



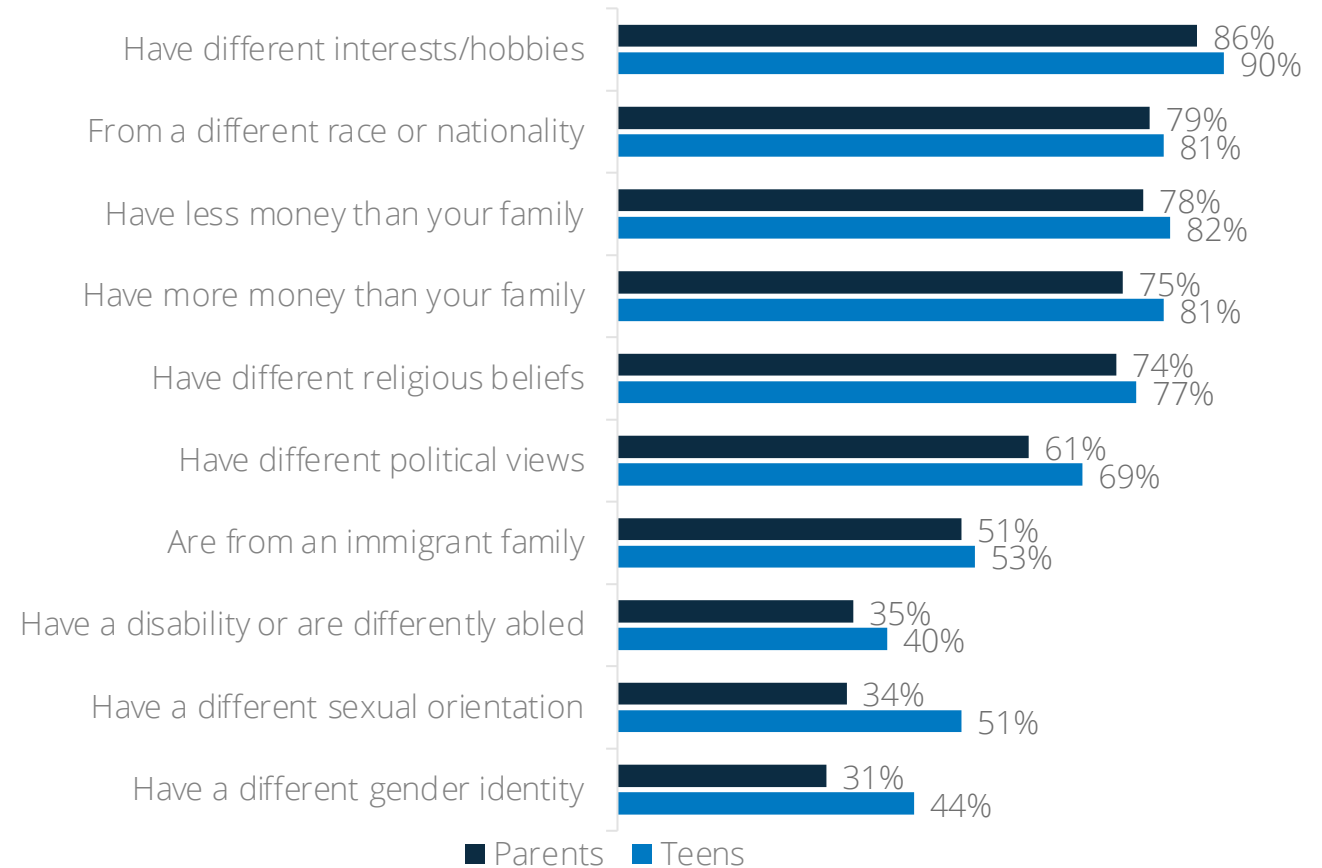
T35: What social media apps do you currently use? Select all that apply.
Base: Total Teens (N= 787)

Most teens report having diverse friend groups

Number of Close Friends Children Have
(% Selecting)



Types of Friends Children Have
(% Selecting Yes among those with at least one friend)



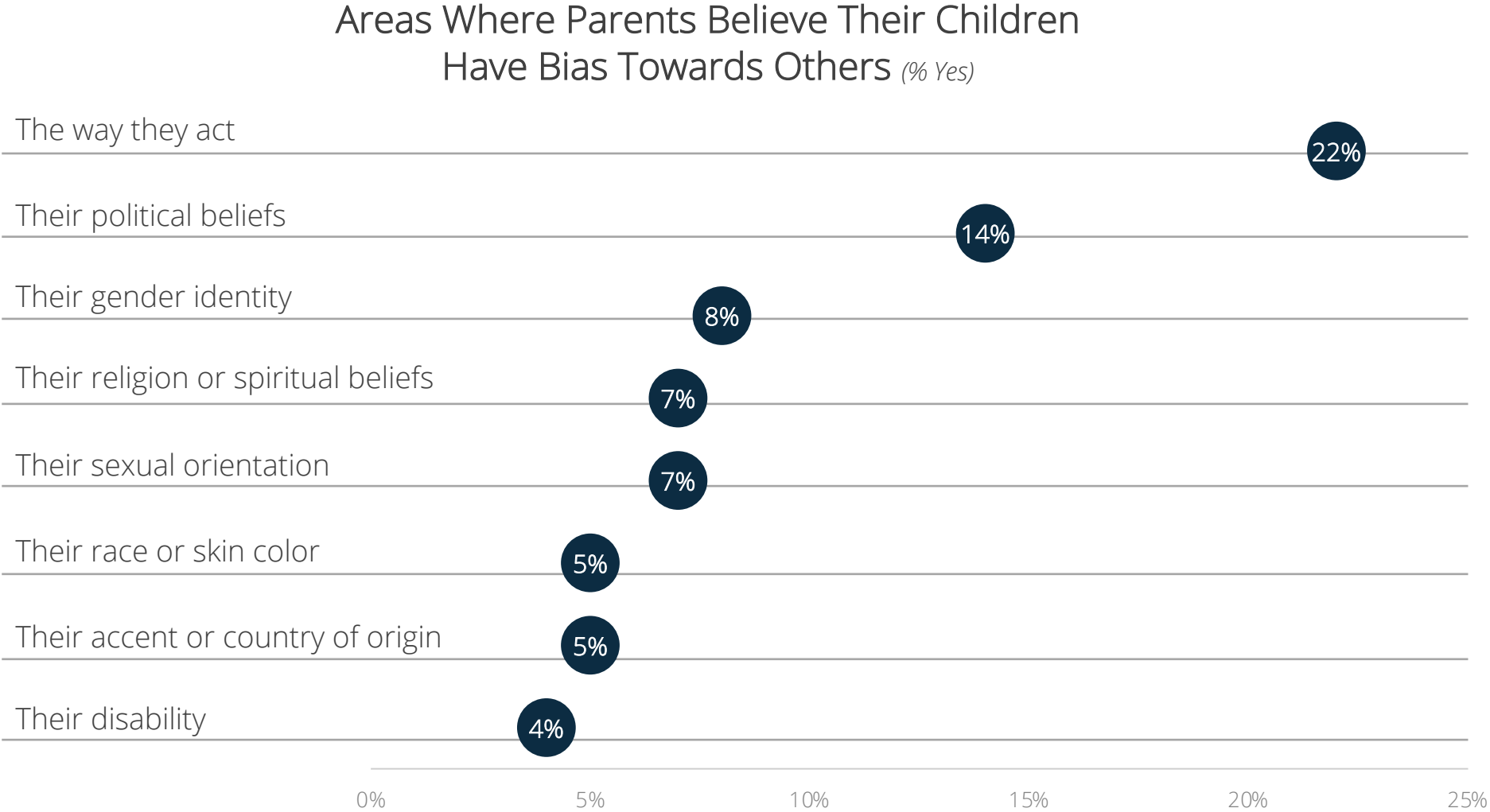
P42/T37: How many close friends [does your child/do you] have? Your best guess is fine.

Base: Total Parents (N=2,548); Total Teens (N= 787)

P43/T38: Does your child/Do you] have the following types of friends, or not?.

Base: Parents whose child has at least one close friend (N=2,445); Teens who have at least one close friend (N= 763)

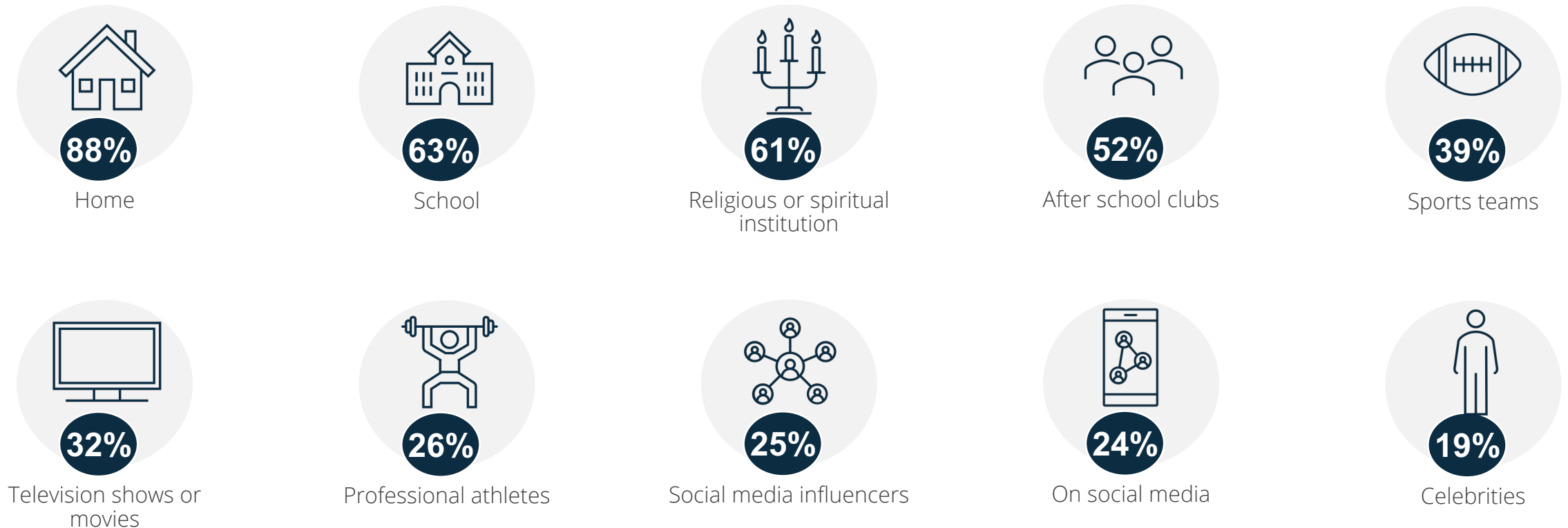
22% of parents report their child has at least one bias towards other children



Q36: Do you think your child has a bias towards people based on the following, or not?
Base: Total Parents (N=2,548)

Teens cite home as the most effective place to learn kindness, compassion, and inclusivity, followed by school

Places and groups teens that are effective at teaching kindness, compassion and inclusivity (% Yes)



Final Thoughts

Final Thoughts



From both parents and teens, there is a clear message that there is work to do to help parents and teachers foster deeper conversations with teens – both those who are being bullied, and among all teens to help stop the issue before it starts.



There is a need for education about anti-bullying programs at school, and an opportunity to bolster the efficacy of such programs. It will be important to meet parents where they are – through programs in/involving schools.



Any programs or materials provided to parents, schools, or teens must be youth-tested and approved, to ensure kids are connecting with these programs.



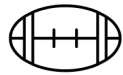
How can this program support teachers? We know a lot is asked of them right now, but this research shows they are critical messengers and part of a support system.

Appendix:

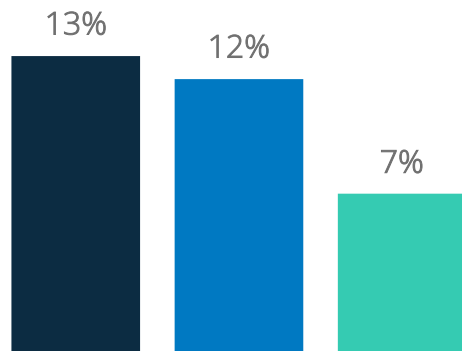
Sport-specific data and study demographics

For sports-related situations, the most common place teens think it happens is in the locker room

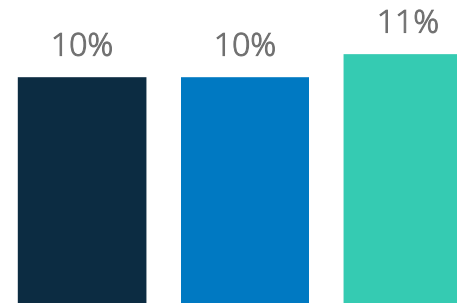
In the locker room at school



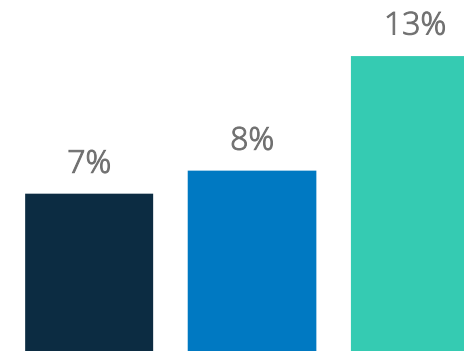
Hispanic teens (20%) more likely to think bullying happens in the **locker room** compared to White (10%) and Black (8%) teens



In gym/physical education class



On sports teams

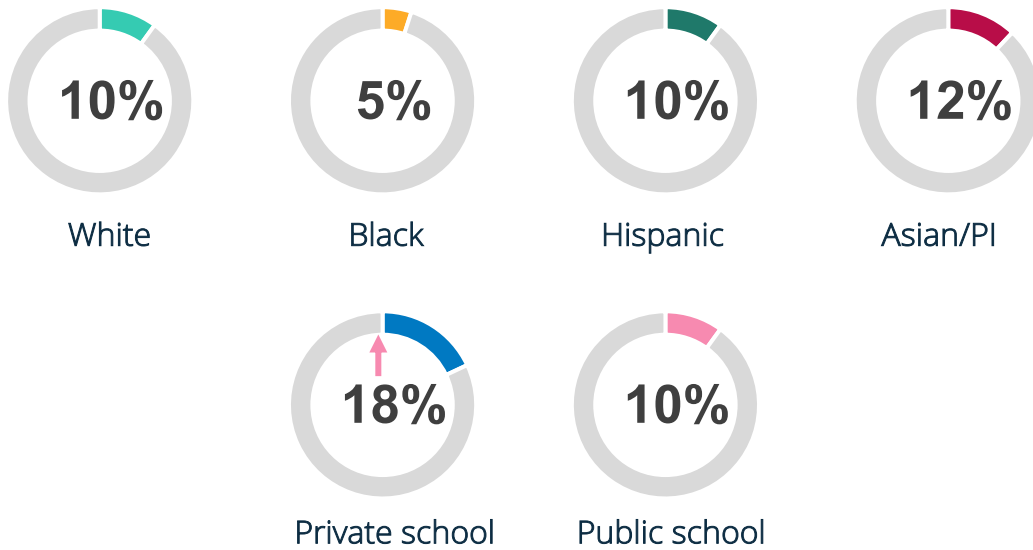


■ Total teens ■ Teens who have been bullied ■ Teens who are bullies/accused bullies

Only one-tenth of teens have been bullied while playing a sport; nearly two in three comfortable talking to a coach, but few are *very* comfortable

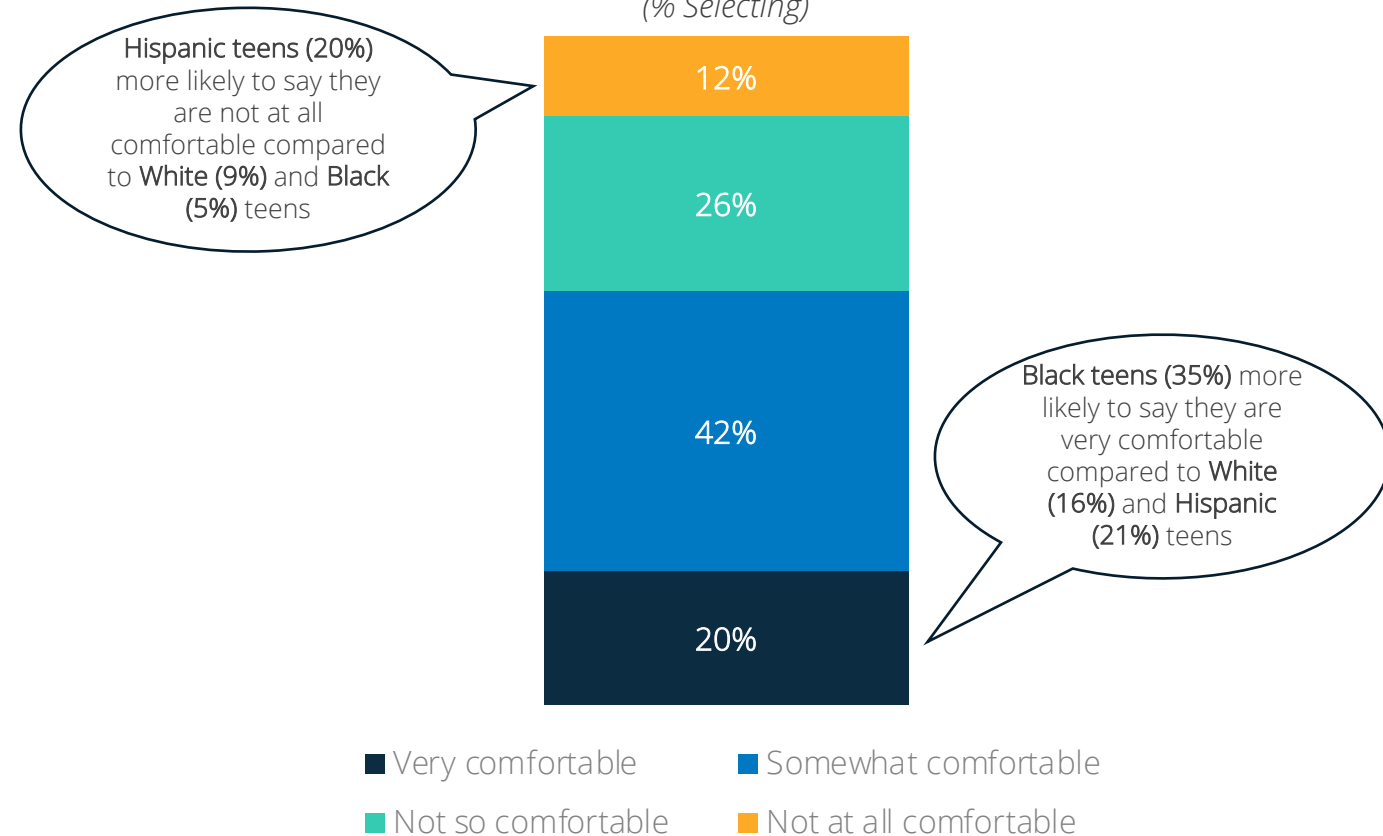
10%

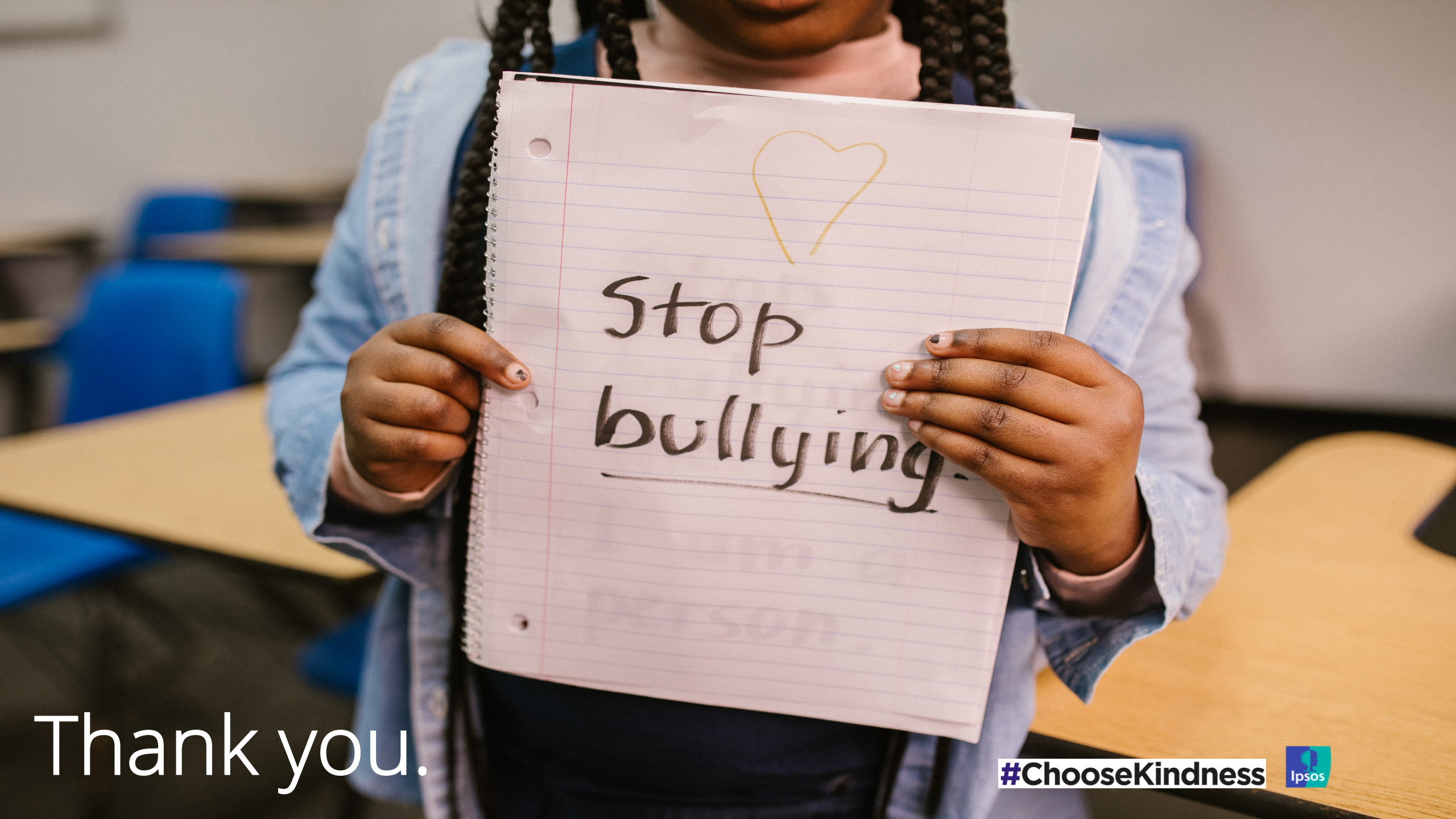
of total teens have been bullied while playing a sport in the past year



Comfort talking to another adult at school (such as a coach) if teen was bullied and needed help

(% Selecting)





Thank you.

#ChooseKindness

