



Cyberbullying Pulse Survey

Key Findings

Canadian children express less concern about cyberbullying—and so do their parents.

- While children and parents worldwide expressed more concern about cyberbullying this year compared to last, Canadian children and parents expressed far less concern—among the lowest levels of concern in the world.
- For Canadian children, 44% said they felt more worried today compared to 59% of children worldwide—a 15% gap. Similarly, 59% of Canadian parents felt more worried while 72% of parents worldwide said they felt the same—a 13% gap.

Lower concerns don't match Canadian realities as cyberbullying rates remain high.

- Canadian children said that they've experienced cyberbullying at rates that are comparable with other children around the world. Looking across social media, websites, texts, group chats, and online gaming, 63% of children worldwide said they experienced cyberbullying in some form—compared to 60% of Canadian children.
- The top three forms of cyberbullying reported by Canadian children revolve around their appearance (34%), clothing (22%), and friends (19%).

“Canadian children experience cyberbullying largely on par with global rates—yet their parents act on it less often than other parents, and Canadian children are the least likely to seek help when it happens to them.”

—Gagan Singh, Chief Product Officer, McAfee

Canadian parents act less on cyberbullying than other parents worldwide.

- Canadian parents reported that they are among the least likely parents to take an active hand in protecting their children from cyberbullying. Just 78% of Canadian parents said they actively protect their children from cyberbullying, compared to 85% of parents worldwide. Only parents in Japan, at 55%, said they were less likely to act.
- This lower rate of support extends to several specific actions, including:
 - Device monitoring at 55% versus 60% worldwide.
 - Speaking with school officials at 30% versus 38% worldwide.
 - Therapy at 13% versus 17% worldwide.
 - Changing schools at 7% versus 11% worldwide.
- Only the reported use of dialogue to support their children fell in line with the international average at 60%.

Canadian children: among the least likely to hide cyberbullying and to seek help.

- Worldwide, 25% of children said that they have hidden cyberbullying from their parents, yet in Canada this figure drops to 20%. Along with children in the U.K. (19%), France (19%), and Japan (9%), Canadian children said that they're among the least likely to hide cyberbullying from their parents.
- Canadian children are far less likely to seek help in the face of cyberbullying than other children. Globally, 32% of children said they have sought help at some point compared to 21% of Canadian children—the lowest figure reported with the exception of Japan at 8%.

Canadian children keep cyberbullying to themselves in other ways as well

- Canadian children seek help less often than their peers, yet they also said that they are less likely to talk about cyberbullying with their friends. Only 50% of Canadian children said that they've talked to their friends about cyberbullying, versus the global average of 62%.
- Canadian children report among the lowest figures of all children. Only Japanese children reported speaking with friends at a lower rate, coming in at 47%.

Survey methodology

- In July 2022 McAfee, LLC conducted a survey to more deeply understand the experiences connected families have had with cyberbullying—as individuals and as a family. This entailed a global survey of parents and children, with children answering alongside their parents.
- Parents and their children of ages 10 to 18 were surveyed together, with parents answering first and then bringing their children in to consent and answer.
- These findings represent connected families not collections of individuals.
- The research was conducted between June 15–July 5, 2022 by MSI-ACI via an online questionnaire to 11,687 parents and their children from 10 countries.



For the full global study, providing insights across all ten nations surveyed, download your copy of “Cyberbullying in Plain Sight” here:

