

# CYBER BULLY PRE-TEEN

*Prepared for:*

Fight Crime: Invest In Kids

*July 6, 2006*

DETAILED TABULATIONS OF CARAVAN

CYBER BULLY – PRE-TEEN

*Prepared for:*

Fight Crime: Invest In Kids

*July 6, 2006*

STUDY #  
715272

*Prepared by:*

OPINION RESEARCH CORPORATION

*Princeton, New Jersey*

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## INTRODUCTION

This report presents the findings of a telephone survey conducted among a national sample of 503 PRE-TEENS comprising 252 males and 251 females 6 to 11 years of age, living in private households in the continental United States.

Interviewing for this PRE-TEEN CARAVAN® Survey was completed during the period July 6–9, 2006. All data collection efforts took place at Opinion Research Corporation's Central Telephone Facilities. The core of our telephone center is the interviewers. All Opinion Research Corporation's interviewers complete an intensive training and test period. Additionally, they attend follow-up training classes that cover advanced screening techniques, in-depth probing and the art of refusal avoidance. Interviewers are continuously supervised, monitored and reviewed in order to maintain the highest quality interviewing standards.

All PRE-TEEN CARAVAN interviews are conducted using Opinion Research Corporation's computer assisted telephone interviewing (CATI) system. The system is state-of-the-art and offers several distinct advantages such as: full-screen control which allows multi-question screens, fully-programmable help and objection screens to aid interviewing, an extremely flexible telephone number management system and powerful data checking facilities. CATI ensures that interviews are conducted in the most efficient manner and allows interviewers easy response recording. This interviewing method also allows for the most accurate form of data entry by guiding the interviewer through the programmed question flow and by providing on-screen interviewer instructions.

The source of the sample for the PRE-TEEN CARAVAN is one or both of the following:

- Sample developed using prior adult CARAVAN studies as a screening device to locate homes with PRE-TEENS. The most advanced probability sampling techniques are employed in the selection of households for CARAVAN (adult) telephone interviewing. Opinion Research Corporation utilizes an unrestricted random sampling procedure that controls the amount of serial bias found in systematic sampling to generate its random-digit-dial sample. The sample is fully replicated and stratified by region. Only one adult interview is conducted per household. All sample numbers selected are subject to up to four attempts to complete an interview.
  
- PRE-TEEN sample lists obtained from the GENESYS household database from MSG, Inc. This database is initially comprised from the White Page Directories and then augmented using various informational sources. Moreover, the database is enhanced to include geographic and demographic information about all households. The needed geo-demographic information are obtained from the Bureau of the Census and by trading information between compilers/sources. It is from this information that the age of family members are obtained and only those households recorded as having children in the ages 6-11 are selected for interviewing. On a monthly basis the entire list is compared to and corrected by the National Change of Address (NCOA) file in order to maintain the continuing accuracy of the active records on this household database. Other maintenance procedures include the compilation of new directories, aging of respondents, and remodeling of record information based on new Census data.

Completed interviews are weighted by four variables: age, sex, geographic region, and race, to ensure reliable and accurate representation of the total population, 6 - 11 years of age. The raw data are weighted by a custom designed program which automatically develops a weighting factor for each respondent. Each respondent is assigned a single weight derived from the relationship between the actual proportion of the population with its specific combination of age, sex, geographic characteristics and race and the proportion in our PRE-TEEN CARAVAN sample that week. Tabular results show both weighted and unweighted bases.

The use of replicable sampling, standardized interviewing procedures and representative weighting provides that all PRE-TEEN CARAVAN studies are parallel to one another. Thus, PRE-TEEN CARAVAN usage is appropriate both for point-in-time analysis as well as tracking and trend comparisons.

Included in the Technical Information which follows are tables of sampling tolerances of survey results, and a copy of the question series as it appeared in the survey questionnaire.

As required by the Code of Standards of the Council of American Survey Research Organizations, we will maintain the anonymity of our respondents. No information will be released that in any way will reveal the identity of a respondent. Our authorization is required for any publication of the research findings or their implications.

Opinion Research Corporation's PRE-TEEN CARAVAN is a syndicated, shared-cost data collection vehicle. Opinion Research Corporation has exercised its best efforts in the preparation of this information. In any event, Opinion Research Corporation assumes no responsibility for any use which is made of this information or any decisions based upon it.

## **CARAVAN (Adult) Telephone Sampling Methodology**

Opinion Research Corporation's national probability telephone sample is an efficient form of random-digit-dialing. The sample is designed to be a simple random sample of telephone households. Unlike published directories, Opinion Research Corporation's national probability telephone sample includes both unlisted numbers and numbers issued after publication of the directories. The following procedure was used to create the sample:

- o Opinion Research Corporation has an annual license for GENESYS, a custom RDD sample generation system developed by Marketing Systems Groups.
- o The methodology for generating random digit dialing (RDD) telephone samples in the GENESYS system provides for a single stage, EPSEM (Equal Probability of Selection Method) sample of residential telephone numbers. It is updated twice a year.
- o When a national probability sample is needed, a random selection is made from approximately 40,000 exchanges in two million working banks.
- o Each telephone number is transferred to a separate call record. The record shows the computer-generated telephone number to be called, as well as the county, state, MSA (if applicable), band and time zone into which the telephone number falls. Our computerized interviewing system (CATI) uses this information to keep track of regional quotas. The CATI interviewing program also keeps track of the disposition categories for each call attempt.

## Reliability Of Survey Percentages

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

The table below shows the possible sample variation that applies to percentage results reported from Opinion Research Corporation's PRE-TEEN CARAVAN sample. The chances are 95 in 100 that a PRE-TEEN CARAVAN survey result does not vary, plus or minus, by more than the indicated number of percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

Size of Sample on Which Survey Results Are Based	Approximate Sampling Tolerances Applicable to Percentages At or Near These Levels				
	<u>10% or 90%</u>	<u>20% or 80%</u>	<u>30% or 70%</u>	<u>40% or 60%</u>	<u>50%</u>
500 interviews	3%	4%	4%	4%	4%
250 interviews	4%	5%	6%	6%	6%
100 interviews	6%	8%	9%	10%	10%

### Sampling Tolerances When Comparing Two Samples

Tolerances are also involved in the comparison of results from independent parts of any one Opinion Research Corporation's PRE-TEEN CARAVAN sample and in the comparison of results between two independent PRE-TEEN CARAVAN samples. A difference, in other words, must be of at least a certain number of percentage points to be considered statistically significant. The table below is a guide to the sampling tolerances in percentage points applicable to such comparisons, based on a 95% confidence level.

Size of Samples Compared	Differences Required for Significance At or Near These Percentage Levels				
	<u>10% or 90%</u>	<u>20% or 80%</u>	<u>30% or 70%</u>	<u>40% or 60%</u>	<u>50%</u>
500 and 500	4%	5%	6%	6%	6%
500 and 250	5%	6%	7%	7%	8%
500 and 100	6%	9%	10%	11%	11%
250 and 250	6%	7%	9%	9%	10%
250 and 100	7%	9%	11%	11%	12%
100 and 100	8%	11%	13%	14%	14%

## INTRODUCTION TO DETAILED TABULATIONS

### **How To Read The Tables**

The following pages present the detailed tabulations of survey results. The data are percentaged vertically and, therefore, should be read from top-to-bottom. The total number of interviews both weighted and unweighted, appears at the top of each column. Percentages are calculated on the weighted bases. Percentages may not add to 100% due to weighting factors or multiple responses. Where an asterisk (\*) appears, it signifies any value of less than one-half percent.

### **Definition Of Classification Terms**

The following definitions are provided for some of the standard demographics by which the results are tabulated. Other demographics are self-explanatory.

#### **Metro Size**

Metro --            In Center City of Metropolitan Area  
                          Outside Center City, Inside Center City County  
                          Inside Suburban County of Metropolitan Area  
                          In Metropolitan Area with No Center City

Non-Metro --        In Non-Metropolitan Area

## Geographic Region

The continental states are contained in four geographic regions as follows:

### North East

New England: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut

Middle Atlantic: New York, New Jersey, Pennsylvania

### North Central

East North Central: Ohio, Indiana, Illinois, Michigan, Wisconsin

West North Central: Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas

### South

South Atlantic: Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida

East South Central: Kentucky, Tennessee, Alabama, Mississippi

West South Central: Arkansas, Louisiana, Oklahoma, Texas

### West

Mountain: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada

Pacific: Washington, Oregon, California

## Significance Testing

When results from sub-groups of a CARAVAN sample appear in the detailed tabulations, an indicator of statistically significant differences is added to the tables run on our standard demographic banners. The test is performed on percentages as well as mean values. Each sub-sample is assigned a letter. When the percentage of one sub-sample is significantly different from the percentage of another sub-sample, the letter representing one of the two samples appears next to the percentage (or mean) of the other sample.

For instance the percentage of males answering yes to a particular question may be compared to the percentage of females answering yes to the same question. In the example on the next page, the male sample is assigned the letter B, and the female sample is assigned the letter C. Here, respondents were asked whether a certain business practice is acceptable. 67% of women said that it was -- a proportion significantly greater than the 57% of males who believe that the practice is acceptable. To indicate that women are significantly more likely to find the practice acceptable than are men, the letter B -- the letter assigned to the male sub-sample -- appears next to the "67%" in the female column. Similarly, the 37% of men that find the practice unacceptable is significantly greater than the 29% of women who do so and, therefore, the letter C -- the letter assigned to the female sub-sample -- appears next to the "37%" in the male column.

## Significance Testing (continued)

Acceptability of [practice]

	Total <b>(A)</b>	Sex	
		Male <b>(B)</b>	Fe- male <b>(C)</b>
Unweighted Total	977	488	489
Weighted Total	967	464	503
Acceptable	611 63%	274 59%	337 67% <b>B</b>
Not Acceptable	319 33%	171 37% <b>C</b>	148 29%
Don't Know	37 4%	18 4%	19 4%

Significance testing is done to the 95% confidence level. The columns compared are listed at the bottom of each table.

A number of factors need to be considered when determining which type of t-test should be applied, such as whether the samples being compared overlap, whether they are means or percentages, etc. Opinion Research Corporation's software has the capability to perform the appropriate test.

Note that any statistical test becomes less reliable when the sample sizes are small. Even though the test mathematically can be performed on samples as low as thirty, sixty respondents is the reasonable lower bound on the size of the sample.

DETAILED TABULATIONS

ORC STUDY #715272 CARAVAN JULY 6, 2006  
 CYBER BULLY - PRETEEN

Question D1A

On a typical day, how much time do you spend using each of the following? Would you say less than an hour, more than an hour, or no time at all?

A. On a computer using the Internet or communicating with others

	Total Preteen (A)	Age		Male		Female		Region						Race				
		6-8 (B)	9-11 (C)	Total (D)	6-8 (E)	9-11 (F)	Total (G)	6-8 (H)	9-11 (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White Only (Non- Hisp) (P)	Black Only (Non- Hisp) (Q)	His- panic (Any Race) (R)
Unweighted Total	503	190	313	252	91	161	251	99	152	88	113	183	119	360	143	358	46	46
Weighted Total	500	244	256	256	121*	135	244	123*	121	88*	113*	181	118*	367	133	275	68*	94*
Any (Net)	345 69%	147 60%	199 78%B	175 68%	73 61%	101 75%E	170 70%	73 59%	97 81%H	61 69%	76 67%	125 69%	83 71%	268 73%O	77 58%	192 70%	51 74%	70 74%
Less than an hour	219 44%	104 43%	115 45%	112 44%	52 43%	60 44%	107 44%	52 42%	56 46%	37 42%	53 47%	69 38%	60 51%L	167 46%	52 39%	126 46%	25 36%	46 49%
More than an hour	126 25%	43 17%	83 32%B	62 24%	21 18%	41 30%E	63 26%	21 17%	42 35%H	24 27%	23 20%	56 31%	23 19%	101 27%	25 19%	66 24%	26 38%P	24 25%
No time at all	150 30%	95 39%C	55 22%	80 31%	46 38%F	33 25%	70 29%	48 39%I	22 18%	27 31%	35 31%	54 30%	34 29%	95 26%	55 42%N	78 29%	18 26%	25 26%
Don't know	3 1%	2 1%	1 *	2 1%	1 1%	1 *	1 *	1 1%	0 0	0 0	1 1%	1 *	1 1%	3 1%	0 0	3 1%	0 0	0 0
Refused	2 *	1 *	1 *	0 0	0 0	0 0	2 1%	1 1%	1 1%	0 0	1 1%	2 1%	0 0	2 *	1 *	2 1%	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/G - E/F - H/I - J/K/L/M - N/O - P/Q/R  
 Overlap formulae used. \* small base

ORC STUDY #715272 CARAVAN JULY 6, 2006  
 CYBER BULLY - PRETEEN

Question D1B

On a typical day, how much time do you spend using each of the following? Would you say less than an hour, more than an hour, or no time at all?

B. On a cell phone

	Total Preteen (A)	Age		Male		Female		Region						Race				
		6-8 (B)	9-11 (C)	6-8 (D)	9-11 (E)	6-8 (F)	9-11 (G)	6-8 (H)	9-11 (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White Only (Non- Hisp) (P)	Black Only (Non- Hisp) (Q)	His- panic (Any Race) (R)
Unweighted Total	503	190	313	252	91	161	251	99	152	88	113	183	119	360	143	358	46	46
Weighted Total	500	244	256	256	121*	135	244	123*	121	88*	113*	181	118*	367	133	275	68*	94*
Any (Net)	133 27%	58 24%	76 30%	64 25%	23 19%	41 31%	69 28%	35 28%	35 29%	34 39%LM	30 27%	41 22%	29 24%	105 29%	28 21%	75 27%R	30 44%PR	12 12%
Less than an hour	114 23%	52 21%	63 25%	57 22%	21 17%	36 27%	58 24%	31 25%	27 22%	30 34%LM	27 24%	34 19%	23 20%	90 24%	25 19%	67 24%	18 27%	12 12%
More than an hour	19 4%	6 2%	13 5%	7 3%	2 2%	5 4%	12 5%	4 3%	8 7%	4 5%	3 3%	7 4%	5 5%	16 4%	4 3%	8 3%	11 17%PR	0 0
No time at all	356 71%	181 74%	176 69%	188 74%	96 79%	92 68%	168 69%	85 69%	84 69%	52 59%	81 72%	137 75%J	87 73%	256 70%	100 76%	193 70%	38 56%	81 86%PQ
Don't know	9 2%	5 2%	4 2%	4 1%	2 2%	2 1%	5 2%	3 2%	2 2%	2 2%	2 1%	3 2%	3 2%	5 1%	4 3%	7 2%	0 0	2 2%
Refused	1 *	1 *	0 0	0 0	0 0	0 0	1 *	1 1%	0 0	0 0	0 0	1 1%	0 0	1 *	0 0	1 *	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/G - E/F - H/I - J/K/L/M - N/O - P/Q/R  
 Overlap formulae used. \* small base

ORC STUDY #715272 CARAVAN JULY 6, 2006  
CYBER BULLY - PRETEEN

Question D2

In the past year, how many times have any mean, threatening or embarrassing things been said about you or to you through email, instant messages, websites such as MySpace, Friendster, etc., chat rooms or text messages?

	Total Preteen (A)	Age		Male		Female		Region						Race				
		6-8 (B)	9-11 (C)	Total (D)	6-8 (E)	9-11 (F)	Total (G)	6-8 (H)	9-11 (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White Only (Non- Hisp) (P)	Black Only (Non- Hisp) (Q)	His- panic (Any Race) (R)
Unweighted Total	503	190	313	252	91	161	251	99	152	88	113	183	119	360	143	358	46	46
Weighted Total	500	244	256	256	121*	135	244	123*	121	88*	113*	181	118*	367	133	275	68*	94*
Ever (Net)	85 17%	32 13%	53 21%B	38 15%	13 11%	26 19%	47 19%	19 16%	27 23%	19 22%	19 17%	31 17%	16 14%	67 18%	18 14%	43 16%	12 18%	17 18%
One or two times	44 9%	17 7%	27 11%	16 6%	5 4%	11 8%	28 11%	12 10%	16 13%	11 13%	7 6%	18 10%	8 7%	32 9%	12 9%	23 8%	8 12%	6 6%
Three or more (Subnet)	41 8%	15 6%	26 10%	22 9%	8 6%	15 11%	19 8%	7 6%	11 9%	8 9%	12 10%	13 7%	8 7%	35 10%	6 5%	20 7%	4 6%	12 12%
Three to five times	20 4%	8 3%	12 5%	12 5%	5 4%	7 5%	8 3%	3 2%	5 4%	3 4%	5 5%	6 3%	5 4%	20 5%O	0 0	11 4%	1 2%	6 6%
More than five times	21 4%	8 3%	14 5%	11 4%	3 3%	8 6%	10 4%	4 4%	6 5%	5 5%	7 6%	6 4%	3 3%	15 4%	6 5%	10 4%	3 4%	6 6%
Never	394 79%	193 79%	201 79%	203 79%	95 78%	108 80%	191 78%	98 80%	93 77%	66 75%	91 81%	143 79%	94 80%	282 77%	112 84%	222 81%	52 76%	74 79%
Don't know	18 4%	17 7%C	1 *	13 5%	11 9%F	1 1%	6 2%	6 5%I	0 0	3 3%	3 2%	8 4%	5 5%	17 5%	2 1%	7 3%	4 6%	3 3%
Refused	3 1%	2 1%	1 *	2 1%	2 2%	0 0	1 *	0 0	1 *	0 0	0 0	1 *	2 2%	2 1%	1 *	3 1%	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/G - E/F - H/I - J/K/L/M - N/O - P/Q/R  
Overlap formulae used. \* small base

ORC STUDY #715272 CARAVAN JULY 6, 2006  
 CYBER BULLY - PRETEEN

Question D3

During these times, were the things being said about you or to you have anything to do with... - Aided

Base = Any mean messages were said to/about self in the past year

	Total Preteen (A)	Age		Male		Female		Region						Race				
		6-8 (B)	9-11 (C)	Total (D)	6-8 (E)	9-11 (F)	Total (G)	6-8 (H)	9-11 (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White Only (Non- Hisp) (P)	Black Only (Non- Hisp) (Q)	His- panic (Any Race) (R)
Unweighted Total	87	27	60	38	11	27	49	16	33	19	19	31	18	67	20	57	9	9
Weighted Total	85*	32**	53*	38*	13**	26**	47*	19**	27**	19**	19**	31**	16**	67*	18**	43*	12**	17**
Your appearance, such as clothes, hair, height or weight	32 37%	13 39%	19 36%	9 24%	4 29%	6 22%	22 48%D	9 47%	13 49%	4 21%	7 37%	14 45%	7 41%	26 38%	6 33%	12 27%	7 54%	12 72%
Your school grades	23 27%	9 26%	14 27%	11 28%	3 24%	8 30%	12 26%	5 28%	7 24%	7 34%	3 14%	12 38%	2 13%	17 25%	6 33%	8 19%	4 34%	3 18%
Your dating life or your interest in a girl or boy or someone who likes you	20 24%	3 9%	17 33%	11 28%	2 16%	9 34%	10 21%	1 5%	9 31%	3 18%	4 19%	7 21%	7 41%	18 26%	3 14%	10 23%	5 45%	3 19%
Calling you gay or lesbian	19 23%	8 25%	11 22%	6 16%	3 23%	3 12%	13 29%	5 26%	8 31%	3 18%	7 40%	6 20%	2 14%	15 22%	5 25%	12 28%	4 32%	2 9%
Your race or ethnicity	11 13%	4 14%	7 13%	4 10%	0 0	4 14%	8 17%	4 23%	3 12%	2 11%	2 9%	7 22%	1 6%	8 13%	3 16%	4 9%	0 0	6 32%
Your religion	8 10%	5 16%	3 6%	5 14%	2 17%	3 13%	3 6%	3 16%	0 0	3 16%	1 5%	2 7%	2 13%	6 10%	2 11%	6 13%	0 0	2 9%
Something else	12 14%	2 6%	10 19%	6 14%	1 8%	5 18%	7 14%	1 5%	6 21%	3 14%	5 26%	3 10%	2 10%	10 15%	2 13%	8 19%	1 11%	2 9%
Don't know	10 12%	5 15%	5 10%	4 11%	2 16%	2 8%	6 13%	3 15%	3 12%	4 23%	1 5%	2 6%	3 18%	9 13%	2 9%	7 17%	1 11%	0 0
Refused	2 3%	1 3%	1 2%	1 2%	0 0	1 3%	2 3%	1 5%	1 2%	0 0	0 0	1 3%	1 8%	2 2%	1 4%	2 5%	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/G - E/F - H/I - J/K/L/M - N/O - P/Q/R  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

ORC STUDY #715272 CARAVAN JULY 6, 2006  
 CYBER BULLY - PRETEEN

Question D4

Of the following, what form did the mean, threatening or embarrassing messages take? Was it.. - Aided

Base = Any mean messages were said to/about self in the past year

	Total Preteen (A)	Age		Male		Female		Region						Race				
		6-8 (B)	9-11 (C)	Total (D)	6-8 (E)	9-11 (F)	Total (G)	6-8 (H)	9-11 (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White Only (Non- Hisp) (P)	Black Only (Non- Hisp) (Q)	His- panic (Any Race) (R)
Unweighted Total	87	27	60	38	11	27	49	16	33	19	19	31	18	67	20	57	9	9
Weighted Total	85*	32**	53*	38*	13**	26**	47*	19**	27**	19**	19**	31**	16**	67*	18**	43*	12**	17**
An email	20 23%	10 32%	9 18%	10 26%	6 45%	4 16%	10 21%	4 23%	5 19%	3 16%	5 24%	3 10%	9 53%	14 22%	5 28%	9 21%	3 23%	7 39%
Comments on a website	16 19%	10 31%	6 11%	8 20%	6 44%	2 8%	8 18%	4 23%	4 14%	3 14%	5 28%	5 15%	3 21%	11 16%	5 28%	7 17%	3 23%	5 29%
In a chat room	15 18%	6 20%	9 17%	7 18%	1 8%	6 24%	8 18%	5 28%	3 10%	2 9%	4 23%	7 24%	2 12%	12 18%	4 20%	7 16%	0 0	6 32%
An instant message	10 12%	3 9%	7 13%	3 9%	0 0	3 13%	7 14%	3 15%	4 14%	3 14%	4 24%	2 6%	1 6%	8 12%	2 12%	7 17%	3 23%	0 0
An embarrassing photo of you without your approval emailed around or posted on a website	9 11%	5 17%	4 7%	4 11%	1 8%	3 12%	5 11%	4 23%	1 2%	1 7%	1 5%	5 15%	2 13%	6 8%	3 19%	4 8%	1 12%	4 23%
A text message	6 7%	0 0	6 12%	4 10%	0 0	4 14%	3 6%	0 0	3 10%	3 18%	1 3%	2 7%	0 0	6 9%	0 0	2 4%	3 23%	2 9%
Any other form	16 18%	4 12%	12 22%	8 21%	3 24%	5 19%	8 17%	1 5%	7 25%	2 10%	3 15%	8 26%	3 18%	12 18%	3 19%	11 26%	3 21%	0 0
Don't know	24 28%	11 35%	13 25%	10 27%	2 16%	8 33%	14 29%	9 47%	5 17%	7 38%	3 17%	10 32%	4 22%	18 27%	6 35%	10 23%	3 23%	6 34%
Refused	4 4%	2 6%	2 3%	1 3%	1 8%	0 0	2 5%	1 5%	2 6%	1 6%	1 5%	2 5%	0 0	4 5%	0 0	2 5%	0 0	2 9%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/G - E/F - H/I - J/K/L/M - N/O - P/Q/R  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

ORC STUDY #715272 CARAVAN JULY 6, 2006  
 CYBER BULLY - PRETEEN

Question D5

Where have you gotten these messages? Have you gotten them at... - Aided

Base = Any mean messages were said to/about self in the past year

	Total Preteen (A)	Age		Male			Female			Region					Race			
		6-8 (B)	9-11 (C)	Total (D)	6-8 (E)	9-11 (F)	Total (G)	6-8 (H)	9-11 (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White Only (Non- Hisp) (P)	Black Only (Non- Hisp) (Q)	His- panic (Any Race) (R)
Unweighted Total	87	27	60	38	11	27	49	16	33	19	19	31	18	67	20	57	9	9
Weighted Total	85*	32**	53*	38*	13**	26**	47*	19**	27**	19**	19**	31**	16**	67*	18**	43*	12**	17**
School	39 45%	15 47%	23 44%	17 44%	5 40%	12 46%	22 46%	10 53%	12 42%	10 51%	7 39%	14 46%	7 45%	30 45%	9 47%	21 48%	4 32%	6 33%
Home	37 44%	11 35%	26 49%	22 56%	6 45%	16 62%	16 34%	6 29%	10 37%	10 51%	12 66%	8 26%	7 45%	34 50%	4 21%	15 36%	5 45%	12 68%
A friend's house	29 34%	9 28%	20 38%	10 26%	0 0	10 40%	19 40%	9 46%	10 36%	5 24%	8 41%	12 39%	5 28%	22 33%	7 39%	11 26%	5 44%	8 48%
Somewhere else	5 6%	0 0	5 9%	2 6%	0 0	2 8%	3 6%	0 0	3 10%	2 11%	0 0	0 0	3 16%	5 7%	0 0	1 2%	4 34%	0 0
Don't know	12 14%	7 22%	5 9%	5 14%	3 24%	2 9%	7 14%	4 20%	3 10%	4 21%	2 11%	5 17%	1 4%	10 15%	2 11%	8 18%	1 11%	2 9%
Refused	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/G - E/F - H/I - J/K/L/M - N/O - P/Q/R  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

ORC STUDY #715272 CARAVAN JULY 6, 2006  
 CYBER BULLY - PRETEEN

Question D6

Did you know who sent the message?

Base = Any mean messages were said to/about self in the past year

	Total Preteen (A)	Age		Male			Female			Region					Race			
		6-8 (B)	9-11 (C)	Total (D)	6-8 (E)	9-11 (F)	Total (G)	6-8 (H)	9-11 (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White Only (Non- Hisp) (P)	Black Only (Non- Hisp) (Q)	His- panic (Any Race) (R)
Unweighted Total	87	27	60	38	11	27	49	16	33	19	19	31	18	67	20	57	9	9
Weighted Total	85*	32**	53*	38*	13**	26**	47*	19**	27**	19**	19**	31**	16**	67*	18**	43*	12**	17**
Yes	37 44%	11 33%	27 51%	17 44%	4 32%	13 50%	21 44%	7 34%	14 51%	9 45%	8 43%	12 40%	8 51%	30 45%	7 39%	18 42%	8 67%	8 44%
No	39 45%	17 51%	22 42%	20 52%	8 61%	12 47%	19 40%	9 45%	10 37%	6 29%	9 46%	18 58%	7 41%	29 43%	10 53%	18 43%	3 22%	10 56%
Don't know	8 9%	4 13%	4 7%	2 4%	1 8%	1 3%	6 13%	3 16%	3 12%	4 21%	2 11%	1 2%	1 8%	6 10%	2 9%	6 13%	1 11%	0 0
Refused	1 1%	1 3%	0 0	0 0	0 0	0 0	1 2%	1 5%	0 0	1 5%	0 0	0 0	0 0	1 2%	0 0	1 2%	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/G - E/F - H/I - J/K/L/M - N/O - P/Q/R  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

ORC STUDY #715272 CARAVAN JULY 6, 2006  
CYBER BULLY - PRETEEN

Question D7

Have you told any of the following people about the mean, threatening or hurtful messages you have received online? Have you told... - Aided

Base = Any mean messages were said to/about self in the past year

	Total Preteen (A)	Age		Male		Female		Region						Race				
		6-8 (B)	9-11 (C)	Total (D)	6-8 (E)	9-11 (F)	Total (G)	6-8 (H)	9-11 (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White Only (Non- Hisp) (P)	Black Only (Non- Hisp) (Q)	His- panic (Any Race) (R)
Unweighted Total	87	27	60	38	11	27	49	16	33	19	19	31	18	67	20	57	9	9
Weighted Total	85*	32**	53*	38*	13**	26**	47*	19**	27**	19**	19**	31**	16**	67*	18**	43*	12**	17**
Anyone (Net)	61 72%	19 58%	43 80%	30 79%	9 71%	21 83%	31 66%	9 49%	21 78%	14 71%	15 81%	20 66%	12 74%	46 69%	15 82%	35 83%	8 67%	10 60%
Your parents	43 51%	16 48%	28 52%	23 60%	8 64%	15 58%	20 43%	7 38%	13 47%	9 48%	10 51%	15 50%	9 56%	31 46%	12 68%	28 65%	4 35%	7 42%
A friend	37 44%	11 35%	26 49%	14 36%	4 31%	10 39%	23 50%	7 38%	16 58%	9 46%	10 55%	12 39%	6 39%	31 46%	7 36%	19 43%	8 67%	6 32%
A brother or sister	27 31%	6 20%	20 38%	8 22%	0 0	8 33%	18 39%	6 33%	12 43%	6 31%	6 30%	10 33%	5 28%	20 30%	7 37%	13 30%	3 23%	9 51%
A teacher	23 27%	9 29%	14 26%	11 28%	4 31%	7 26%	12 26%	5 28%	7 25%	4 20%	6 31%	10 33%	3 20%	17 26%	6 31%	12 27%	1 12%	6 33%
Another adult	9 11%	1 3%	8 15%	4 10%	0 0	4 15%	5 12%	1 5%	4 16%	4 20%	1 3%	3 10%	2 10%	9 14%	0 0	5 12%	3 23%	0 0
No one	14 16%	7 22%	7 13%	7 17%	4 29%	3 11%	7 16%	3 18%	4 15%	1 7%	3 14%	6 18%	4 26%	11 17%	2 13%	4 9%	3 23%	3 15%
Don't know	8 10%	6 17%	3 5%	2 4%	0 0	2 6%	7 14%	6 28%	1 5%	3 14%	1 5%	5 16%	0 0	7 11%	1 5%	2 4%	1 10%	4 25%
Refused	2 2%	1 3%	1 1%	0 0	0 0	0 0	2 4%	1 5%	1 2%	2 9%	0 0	0 0	0 0	2 3%	0 0	2 4%	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/G - E/F - H/I - J/K/L/M - N/O - P/Q/R  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

ORC STUDY #715272 CARAVAN JULY 6, 2006  
CYBER BULLY - PRETEEN

Question D8

For each of the following, please tell me if it has ever happened to you.

	Total Preteen (A)	Age		Male		Female		Region					Race					
		6-8 (B)	9-11 (C)	Total (D)	6-8 (E)	9-11 (F)	Total (G)	6-8 (H)	9-11 (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White Only (Non- Hisp) (P)	Black Only (Non- Hisp) (Q)	His- panic (Any Race) (R)
Unweighted Total	503	190	313	252	91	161	251	99	152	88	113	183	119	360	143	358	46	46
Weighted Total	500	244	256	256	121*	135	244	123*	121	88*	113*	181	118*	367	133	275	68*	94*
Any (Net)	46 9%	18 7%	28 11%	21 8%	10 9%	11 8%	25 10%	7 6%	17 14%	10 11%	9 8%	20 11%	7 6%	34 9%	12 9%	17 6%	10 15%P	14 15%
You have ever been threatened with physical harm online or through other messages	22 4%	11 5%	11 4%	10 4%	5 4%	5 4%	13 5%	6 5%	6 5%	2 2%	4 4%	13 7%	3 3%	17 5%	5 4%	8 3%	4 6%	8 9%
Someone has ever pretended to be you online in a way that was harmful or embarrassing to you	17 3%	10 4%	6 2%	7 3%	5 4%	2 1%	10 4%	5 4%	5 4%	6 7%M	3 3%	6 3%	1 1%	10 3%	6 5%	8 3%	0 0	7 7%
You have ever sent or posted any mean, threatening or hurtful messages about someone else online or through other messages	16 3%	4 2%	11 4%	6 2%	1 1%	5 4%	10 4%	3 3%	6 5%	4 4%	4 3%	6 3%	2 2%	9 3%	6 5%	3 1%	7 10%P	4 4%
You have ever not gone to school in the past year because something has been said or posted about you or to you online	8 2%	5 2%	2 1%	2 1%	1 1%	1 1%	6 2%	4 4%	1 1%	2 2%	1 1%	3 2%	2 1%	4 1%	3 3%	3 1%	0 0	2 3%
None of these	440 88%	219 90%	222 87%	227 89%	106 88%	121 89%	213 87%	112 91%	101 84%	76 86%	101 89%	155 85%	109 92%	323 88%	118 89%	254 92%QR	56 82%	76 81%
Don't know	13 3%	7 3%	6 2%	8 3%	4 3%	4 3%	5 2%	3 2%	2 2%	3 3%	3 2%	6 3%	2 1%	10 3%	3 2%	4 1%	2 3%	4 5%
Refused	1 *	1 *	0 0	0 0	0 0	0 0	1 *	1 1%	0 0	0 0	0 0	1 1%	0 0	1 *	0 0	1 *	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/G - E/F - H/I - J/K/L/M - N/O - P/Q/R  
Overlap formulae used. \* small base

ORC STUDY #715272 CARAVAN JULY 6, 2006  
CYBER BULLY - PRETEEN

Question D9

Please tell me if any of the following applies to you or not.

	Total Preteen (A)	Age		Male		Female		Region						Race				
		6-8 (B)	9-11 (C)	6-8 (D)	9-11 (E)	6-8 (F)	9-11 (G)	6-8 (H)	9-11 (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White Only (Non- Hisp) (P)	Black Only (Non- Hisp) (Q)	His- panic (Any Race) (R)
Unweighted Total	503	190	313	252	91	161	251	99	152	88	113	183	119	360	143	358	46	46
Weighted Total	500	244	256	256	121*	135	244	123*	121	88*	113*	181	118*	367	133	275	68*	94*
Any (Net)	369 74%	168 69%	201 78%B	199 78%	92 76%	107 79%	170 70%	76 62%	94 78%H	64 73%	87 78%	128 70%	90 76%	272 74%	96 73%	211 77%	49 72%	67 71%
Your school has clear rules against bullying, regular class meetings on bullying, adults who stop bullying and where students do report bullying	338 68%	152 62%	185 72%B	179 70%	83 68%	97 71%	159 65%	70 57%	89 74%H	62 70%	84 75%L	110 61%	81 69%	245 67%	93 70%	199 72%R	46 68%	53 56%
As you head back to school later this year, you are worried you will be bullied either online or in some other way	87 17%	42 17%	45 17%	51 20%	24 20%	27 20%	36 15%	19 15%	17 14%	13 15%	14 12%	44 24%KM	16 14%	71 19%	16 12%	40 14%	18 26%	21 22%
None of these	112 22%	65 26%	47 19%	49 19%	25 20%	24 18%	63 26%	40 32%I	23 19%	22 25%	20 17%	45 25%	26 22%	79 22%	33 25%	54 20%	14 21%	25 27%
Don't know	18 4%	10 4%	8 3%	8 3%	3 3%	5 3%	10 4%	7 6%	3 3%	2 2%	5 5%	8 5%	2 2%	15 4%	3 3%	10 4%	5 7%	2 3%
Refused	1 *	1 *	0 0	1 *	1 1%	0 0	0 0	0 0	0 0	0 0	0 0	1 1%	0 0	1 *	0 0	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/G - E/F - H/I - J/K/L/M - N/O - P/Q/R  
Overlap formulae used. \* small base

## QUESTIONNAIRE

On another subject...

D1 On a typical day, how much time do you spend using each of the following? Would you say less than an hour, more than an hour, or no time at all? [READ AND ROTATE ITEMS]

- 01 Less than an hour
- 02 More than an hour
- 03 No time at all
- 98 DON'T KNOW
- 99 REFUSED

- A. On a computer using the Internet or communicating with others
- B. On a cell phone

D2 In the past year, how many times have any mean, threatening or embarrassing things been said about you or to you through email, instant messages, websites such as MySpace, Friendster, etc., chat rooms or text messages? [READ LIST. RECORD ONE ANSWER]

- 01 One or two times
- 02 Three to five times
- 03 More than five times
- 04 Or, never
- 98 DON'T KNOW
- 99 REFUSED

IF MEAN MESSAGES SAID, D2 (01-03), CONTINUE. ALL OTHERS SKIP TO D8
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D3 During these times, were the things being said about you or to you have anything to do with . . .  
[READ AND ROTATE LIST. RECORD AS MANY AS APPLY. WAIT FOR YES OR NO FOR EACH]

- 01 Your appearance, such as clothes, hair, height or weight
- 02 Your religion
- 03 Your race or ethnicity
- 04 OMITTED
- 05 Your dating life or your interest in a girl or boy or someone who likes you
- 06 Your school grades
- 07 Calling you gay or lesbian
- 195 Something else [SPECIFY]
- 198 DON'T KNOW
- 199 REFUSED

D4 Of the following, what form did the mean, threatening or embarrassing messages take? Was it . . . [READ AND ROTATE LIST. RECORD AS MANY AS APPLY. WAIT FOR YES OR NO FOR EACH]

- 01 An email
- 02 An instant message
- 03 An embarrassing photo of you without your approval emailed around or posted on a website
- 04 Comments on a website
- 05 A text message
- 06 In a chat room
- 195 Any other form [SPECIFY]
- 198 DON'T KNOW
- 199 REFUSED

D5 Where have you gotten these messages? Have you gotten them at . . . [READ AND ROTATE LIST. RECORD AS MANY AS APPLY. WAIT FOR YES OR NO FOR EACH]

- 01 Home
- 02 School
- 03 A friend's house
- 195 Somewhere else [SPECIFY]
- 198 DON'T KNOW
- 199 REFUSED

D6 Did you know who sent the message?

- 01 YES
- 02 NO
- 98 DON'T KNOW
- 99 REFUSED

D7 Have you told any of the following people about the mean, threatening or hurtful messages you have received online? Have you told . . . [READ AND ROTATE LIST. RECORD AS MANY AS APPLY. WAIT FOR YES OR NO FOR EACH]

- 01 Your parents
- 02 A teacher
- 03 A brother or sister
- 04 A friend
- 195 Another adult [SPECIFY]
- 197 NO ONE
- 198 DON'T KNOW
- 199 REFUSED

D8 For each of the following, please tell me if it has ever happened to you. [READ AND ROTATE LIST. RECORD AS MANY AS APPLY. WAIT FOR YES OR NO FOR EACH]

- 01 You have ever sent or posted any mean, threatening or hurtful messages about someone else online or through other messages
- 02 You have ever been threatened with physical harm online or through other messages
- 03 Someone has ever pretended to be you online in a way that was harmful or embarrassing to you
- 04 You have ever not gone to school in the past year because something has been said or posted about you or to you online
- 97 NONE OF THESE
- 98 DON'T KNOW
- 99 REFUSED

D9 Please tell me if any of the following applies to you or not. [READ AND ROTATE LIST. RECORD AS MANY AS APPLY. WAIT FOR YES OR NO FOR EACH]

- 01 Your school has clear rules against bullying, regular class meetings on bullying, adults who stop bullying and where students do report bullying
- 02 As you head back to school later this year, you are worried you will be bullied either online or in some other way
- 97 NONE OF THESE
- 98 DON'T KNOW
- 99 REFUSED