

**DITCH
THE LABEL**

THE ANNUAL BULLYING SURVEY 2019.

**THE ANNUAL BENCHMARK OF BULLYING
IN THE UNITED KINGDOM.**

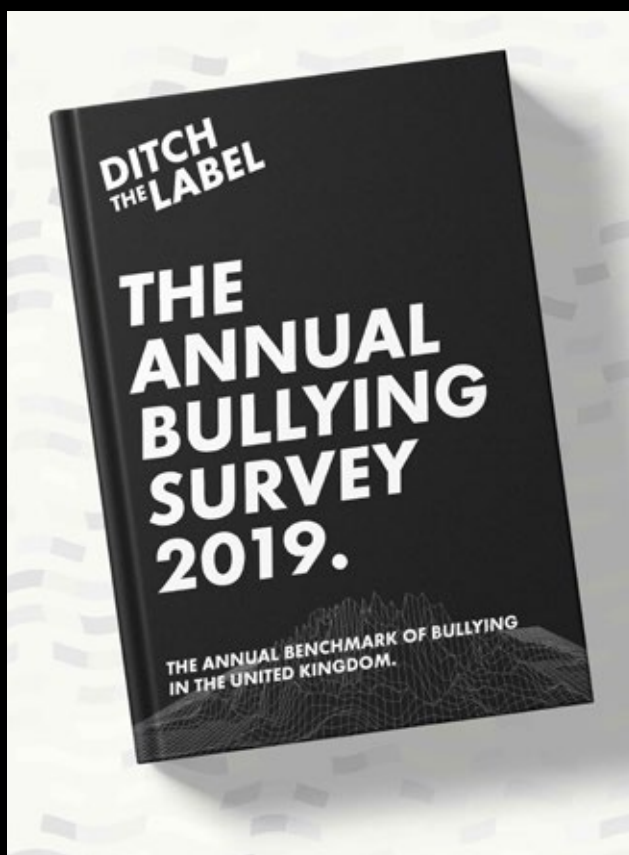


Visit DitchtheLabel.org for the largest anti-bullying support hub in the world.

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DITCH THE LABEL

WELCOME TO DITCH THE LABEL

LEADING THE WAY WHEN IT COMES TO TACKLING BULLYING.

It is estimated that every 3 minutes, at least one young person benefits from our anti-bullying support. We are one of the largest anti-bullying charities in the world helping thousands of people, aged 12-25 each week to overcome bullying and the impact it has on their health, self-esteem, studies and social lives.

We work primarily online through our pioneering website and in partnership with online games and social networks. Innovation is at the core of all that we do and we believe that we can, and will beat bullying.

Within the past year, approximately 1.5 million young people in the United Kingdom experienced bullying, with half

of them never telling anybody through fear, embarrassment or a lack of faith in support systems.

Through our work with schools, colleges and online communities, we conduct world-leading research on an ongoing basis to help us better understand the dynamics of bullying so that we can tackle it with interventions that work.

Bullying is a societal issue and we advocate that everybody has a role to play in reducing the effect and prominence of bullying. This is why we work hard through partnerships with celebrities, brands and the media to shift societal attitudes and to generate awareness of the issues affecting young people.

Our focus is not only on those who experience bullying, but also on those

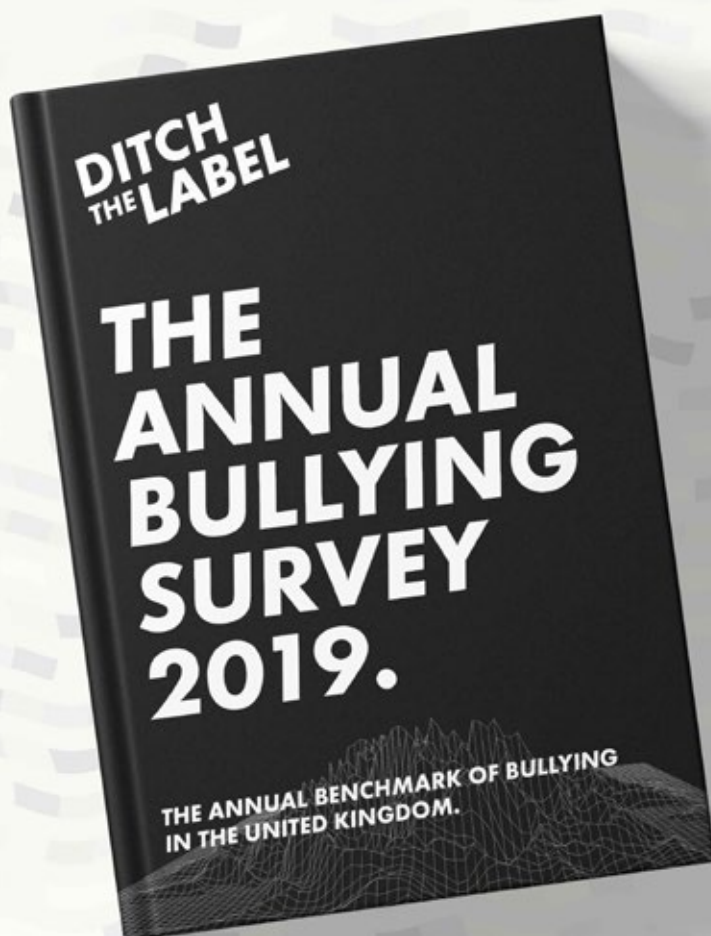
who are doing the bullying. Bullying is a learnt behaviour and we won't stop until it's over.

Please help us take a stand against bullying.

We are entirely reliant on voluntary donations to fund our vital anti-bullying work. It is only thanks to our generous supporters and partners that we are able to reach thousands of young people each month. We are extremely grateful but there is still so much more we need to do to achieve a world that is fair, equal and free from all types of bullying. Please consider making a donation to support our work at www.ditchthelabel.org/donate.

For support, resources and ways to get involved, visit DitchtheLabel.org. For free

ABOUT THIS RESEARCH



WELCOME TO THE ANNUAL BULLYING SURVEY 2019: THE LARGEST BENCHMARK OF BULLYING BEHAVIOURS IN THE UNITED KINGDOM.

This year, we are celebrating our seventh annual edition of this crucial body of evidence; documenting the true extent and nature of bullying behaviours from the real and often unheard voices of the young people who experience it.

Our research continues to influence policy and innovation within the anti-bullying sector; whilst empowering educators and various other stakeholders to make more informed decisions in the prevention of bullying.

We continue to utilise this vital research in our own work; powering the development of innovative new support interventions, ultimately aiding our mission to combat bullying.

As always, 50% of the report benchmarks bullying behaviours, with the remainder of the survey this year exploring the climate and rates of prejudice-based attitudes, with an emphasis on racism, sexism, homophobia, disablism and transphobia. It is our hope that this new body of research will influence more preventative work, both internally and across the sector.

Additional insights gathered from this study will be published at a later date, in a report focusing on technology and empathy.

In addition to The Annual Bullying Survey, we also produce a range of other related reports, all of which are freely available at DitchtheLabel.org.

A special thank you

We would like to thank everyone who has helped produce The Annual Bullying Survey 2019.

- **Lord Rumi Verjee and the Rumi Foundation**
- **Dr. Liam Hackett**, Founder and CEO of Ditch the Label
- **Sue Jones**, Deputy CEO of Ditch the Label
- **Professor Sheri Bauman**, Ditch the Label research analyst and trustee
- **Rachel Smith**, Content and design at Ditch the Label
- **Holly Everett**, Head of Education at Ditch the Label
- **Bullet PR**
- **Plus all of the schools and colleges who participated.**



EXECUTIVE SUMMARY

Dr. Liam Hackett, Chief Executive Officer

Since our first edition in 2013, The Annual Bullying Survey has become our flagship piece of research; conducted annually to evaluate the climate and rate of bullying in schools and colleges from across the United Kingdom. Now published in November, during Anti-Bullying Week this growing body of evidence is of pertinent importance to policy makers, industry, educators and activists from across the globe; helping to shape and inform policy, programming and stimulate innovation.

My vision for Ditch the Label has always been to use innovation and science as a means of prevention. In order to do this, we need to understand the complex web of circumstances, psychology and environments surrounding bullying behaviour and work with perpetrators in holistic ways to empower them out of the situations that encourage their damaging behaviours. The theme for this year's report was prejudice. By using established academic scales, we were able to measure the rates of varying pejorative attitudes, including but not limited to: racism, sexism, ableism, homophobia and transphobia. Using these scales, we have been able to uncover the true climate of prejudice, whilst delving deeper to evaluate the influence that demographic profiling has on the perpetration of certain belief patterns. Our research overwhelmingly finds that in the majority of cases, male respondents were more likely to exhibit negative attitudes excluding appearance-based, which were largely propagated by females.

This gendered differentiation feeds into an existing and growing body of Ditch the Label work surrounding gender stereotypes and our focus on helping young people to challenge the rigid societal ideals of what it means to be a man, or woman. It is our mission to empower young people with the tools and knowledge that they need to thrive as their

true authentic selves in a world that can often feel pressured, isolating and scary.

Within the past 12 months, our research finds that 1-in-5 have been victimised to bullying, with the majority citing attitudes towards their appearance as the number one motive. The impacts are varied, but often devastating, with almost 1-in-2 of those who are victimised feeling depressed, 1-in-3 having suicidal thoughts and 12% developing an eating disorder.

As societal conversations surrounding mental health grow and become increasingly visible, we ask if it really is possible to prevent issues such as depression, anxiety and self-harm, and we believe that the answer is in many cases, yes. Validated by the fact that 69% of those who experienced bullying agreed that it had negatively impacted their mental health.

This year, we launched Ditch the Label Education; a new suite of free educational resources for teachers, designed specifically to tackle the root issues to bullying, but also there to support educators in helping young people overcome some of the issues that affect them the most; from bullying and gender stereotypes to digital literacy and unconscious bias. These resources are now freely available at www.DTLED.org, with new modules launching in 2020.

It is my hope that the findings from this year's report will spread far and wide and positively influence the discourse of bullying prevention.

THE RUMI FOUNDATION

HONORARY PREFACE

Lord Rumi Verjee, the Rumi Foundation

We are now more connected than ever by technology but are we losing our empathy for the person behind the screen? Are we failing to remember that our words have an impact in an online environment? An impact that is often amplified if someone is experiencing abuse offline too.

This year's edition of The Annual Bullying Survey is focused on the theme of technology and empathy in addition to prejudice. The Rumi Foundation is proud to once again



Lord Verjee is the founder of the Rumi Foundation, which was set up to serve as the vehicle for the Verjee family's charitable interests. He is the Chairman of WE UK and co-hosts their annual signature event, WE Day UK, alongside Holly Branson.

support The Annual Bullying Survey which is now in its seventh year.

Ditch the Label continues to study the root causes of bullying behaviour in all its forms and vitally, to hear directly from young people the issues they face in order to develop empowering and effective programmes of education and support.

This ever expanding knowledge goes on to help everyone affected by bullying and abuse; whether they are victimised to bullying, a bystander or are perpetrating bullying behaviours. This innovative approach continues to

lead the way in providing real solutions and seeks to address existing and emerging issues in our society head on.

Bullying and abuse, whether online or offline, has a very real impact on people's lives with the effects often reaching far into adulthood. If we can intervene and tackle abusive behaviours at their root we have the opportunity to reduce the damaging impacts upon the lives and wellbeing across society.

The Rumi Foundation has set out to provide a space to reflect about why trends such as bullying still exist globally. We support a range of initiatives with the broad aim of nurturing innovation, sparking new ideas and sharing knowledge, with a reach that stretches from the UK to communities around the world.

I am passionate about building a society that adopts and promotes the values of compassion, inclusion and acceptance, and backing initiatives such as the Annual Bullying Survey is a great way for us to do this. I am proud that The Foundation continues to support the work of Ditch the Label; their groundbreaking research has become a vital resource for policy makers, charities, educators and everyone involved in actively making the world a better place.

The Rumi Foundation stands alongside Ditch the Label in striving towards a future which embraces and values our differences and encourages empathy in our interactions globally, both online and off.

Research gives us the hard facts and relays individuals' experiences but we must seize the opportunity to continue these conversations and challenge discrimination wherever we see it.

The Annual Bullying Survey is conducted annually in partnership with secondary schools and colleges across the United Kingdom.

The survey was available for student participation online between 1st November 2018 and 28th February 2019. Students were each allocated time during registration and PSHE periods to complete the compulsory survey.

A total of 7,347 young people completed the survey. The data was cleansed to remove incomplete and low quality responses, leaving us with a sample of 2,347.

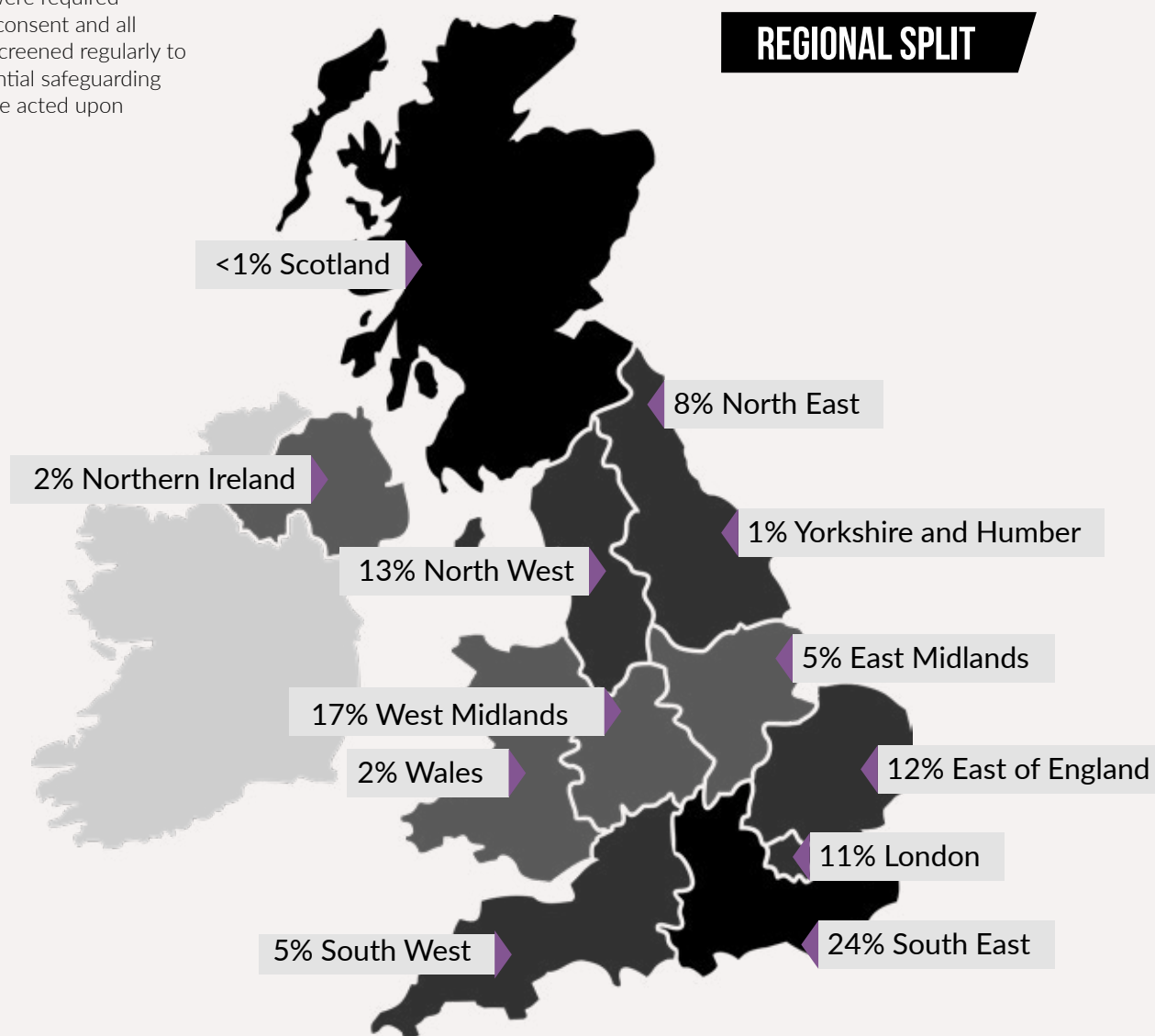
The data was cleaned and analysed using SPSS, enabling us to identify hidden relationships within the data.

All respondents were required to have parental consent and all responses were screened regularly to identify any potential safeguarding issues, which were acted upon promptly.

**7,347 people aged
12-20 participated
in the survey.**

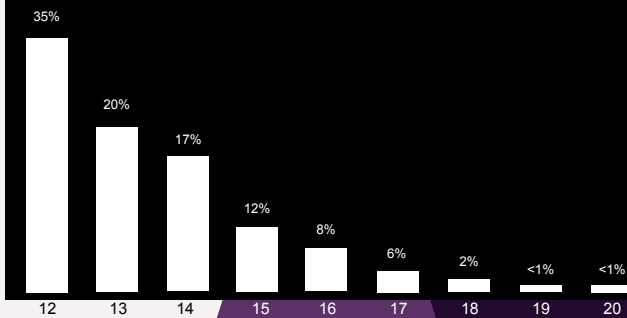
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REGIONAL SPLIT



OUR SAMPLE

HOW OLD ARE YOU?



DO YOU HAVE A DISABILITY?

- 6% have a learning disability
- 4% have Autism/Asperger's
- 2% have a physical disability
- 5% prefer not to say

ARE YOU RELIGIOUS?

- 25% Yes
- 14% Haven't decided yet
- 61% No

WHAT IS YOUR GENDER?

- 52% Female
- 46% Male
- 1% Transgender
- 1% Non-binary
- <1% Other

HOW WOULD YOU DESCRIBE YOUR RELIGION?

- 16% Christian
- 4% Muslim
- 1% Hindu
- 1% Sikh
- <1% Buddhist
- <1% Jewish
- <1% Pagan
- 1% Other

WHAT IS YOUR ETHNICITY?

- <1% Arab
- <1% Chinese
- 1% African
- <1% Bangladeshi
- 1% Caribbean
- 1% Black Other
- 2% Irish
- 1% Gypsy/Irish Traveller
- 1% Other Mixed race
- 2% Pakistani
- 3% Indian
- 76% White British
- 1% White and Black Caribbean
- <1% White and Black African
- 1% White and Asian
- 4% Any Other White Background
- 3% Other
- 1% Prefer not to say

WHAT IS YOUR SEXUALITY?

- 81% Straight
- 6% Bisexual
 - 1% Gay
- 3% Curious / unsure
 - 1% Lesbian
 - 1% Asexual
- 5% Prefer not to say
 - 2% Other

PART 1

BULLYING EXPERIENCES

**The experiences of young people
who have been victimised to bullying
behaviour within the past 12-months.**

In the past 12-months and based on your own definition, what have been your experiences of bullying?

In previous editions of the survey, students were asked about their experiences of bullying in general and not within a timeframe of 12-months. This causes data variation but also makes our insights more relevant and time-sensitive. In advance to this question, respondents were asked to define what bullying meant to them.



ANNE LONGFIELD, THE CHILDREN'S COMMISSIONER FOR ENGLAND

It is worrying that one in five children are experiencing some form of bullying. The impact bullying has on children can be enormous, affecting a child's confidence, self-esteem and their mental health.

Ditch the Label's survey shows how bullying is blighting the lives of hundreds of thousands of children.

More needs to be done at home and in schools to help those who are the victims of bullying and also, crucially, to prevent children from bullying in the first place. Children who are experiencing bullying need to know that they can approach their parents, teachers or Ditch the Label

to talk about what they are experiencing.

We also know that much of the bullying that takes place is happening online, and I want to see the social media companies do more to make sure that under-13s are not using their platforms and to tackle problems quickly when they do occur online.

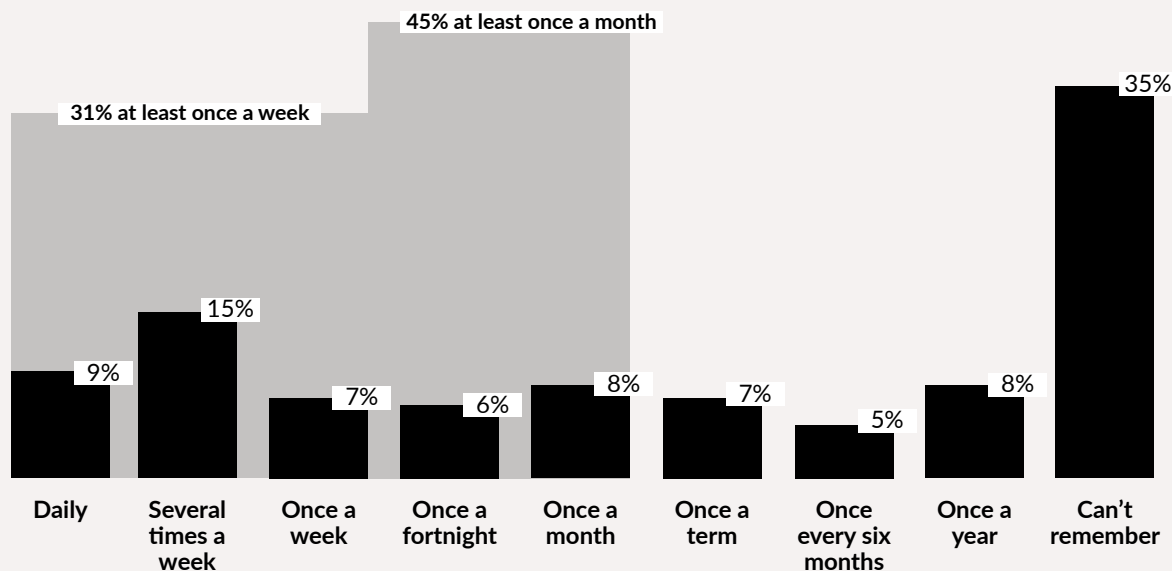
There should be simple and speedy ways of reporting and taking down bullying content. It is also really important that children are taught how to be responsible online. Digital citizenship classes are an effective way of teaching children the impact of their behaviour online and helps children to build the resilience they need, and should be a part of every child's education.

BEING BULLIED

FREQUENCY

From those who have been bullied within the past 12-months:

How frequently were you bullied?



"It sometimes got serious, and I would say to myself 'if I see it happen again, I'll confront the bullies' but I never had the guts to do so because they'd be the same people that would tease me about it."
FEMALE, 16, EAST MIDLANDS

"I go to school and get bullied. Go home and online and still get bullied. I can't ever escape it."
MALE, 14, NORTH WEST

24%
**ARE WORRIED ABOUT
GETTING ABUSE
ONLINE**

GENNY TURAY, HEAD OF SUPPORT AT DITCH THE LABEL

It could be argued that we've never been more connected, but young people have increasingly never felt so isolated. The internet poses a new, unique set of challenges for people growing up in the digital age, with

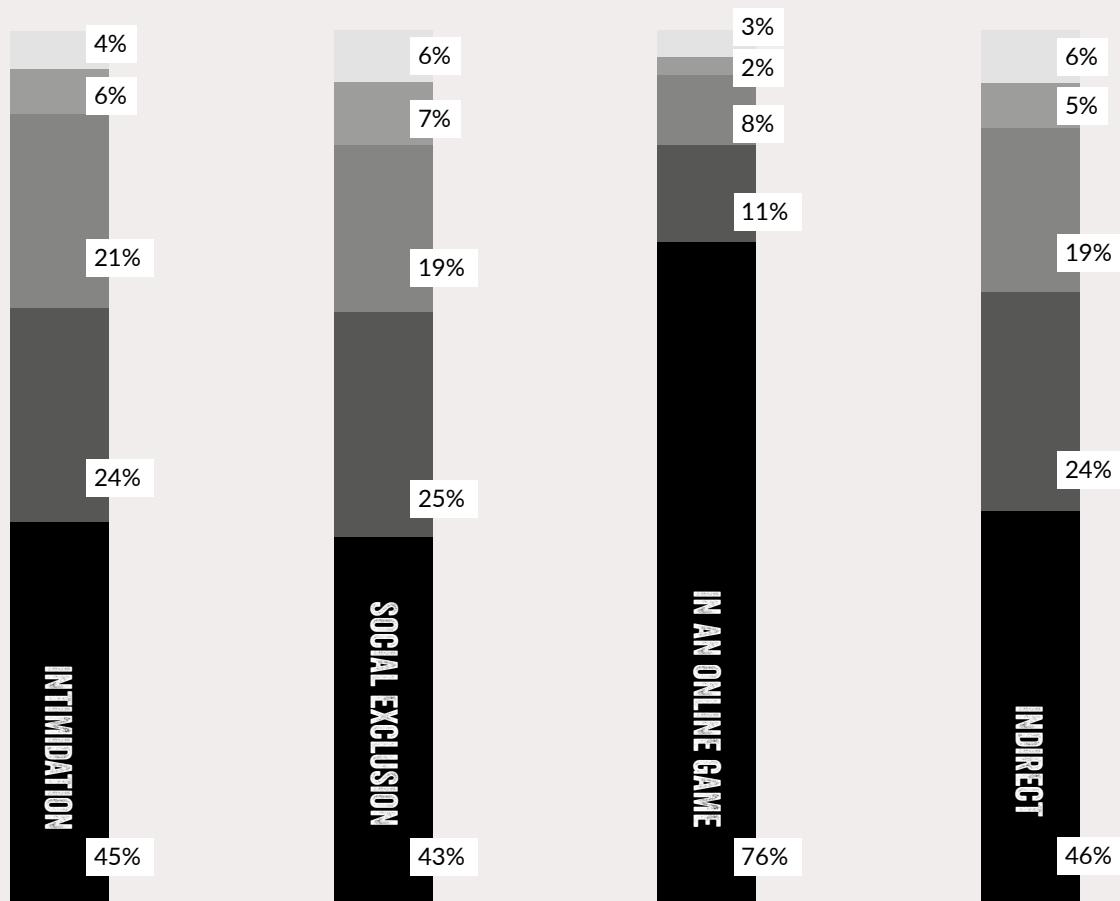
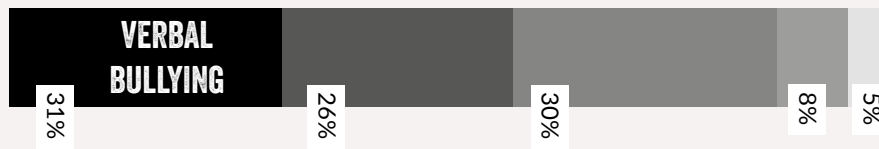
cyberbullying being one of them. The fact that 1-4 young people now have anticipatory anxiety about being abused online highlights just how real the issue is.

The internet, anonymous and dehumanising in nature has become a perfect storm for abuse. We're here to support young people through their digital journeys; lifting them when they feel low and guiding them through the daily obstacles and challenges they experience both on, and offline.

Help and support is available at DitchtheLabel.org.

What kind of bullying did you experience?

Never Rarely Sometimes Often Constantly



BEING BULLIED

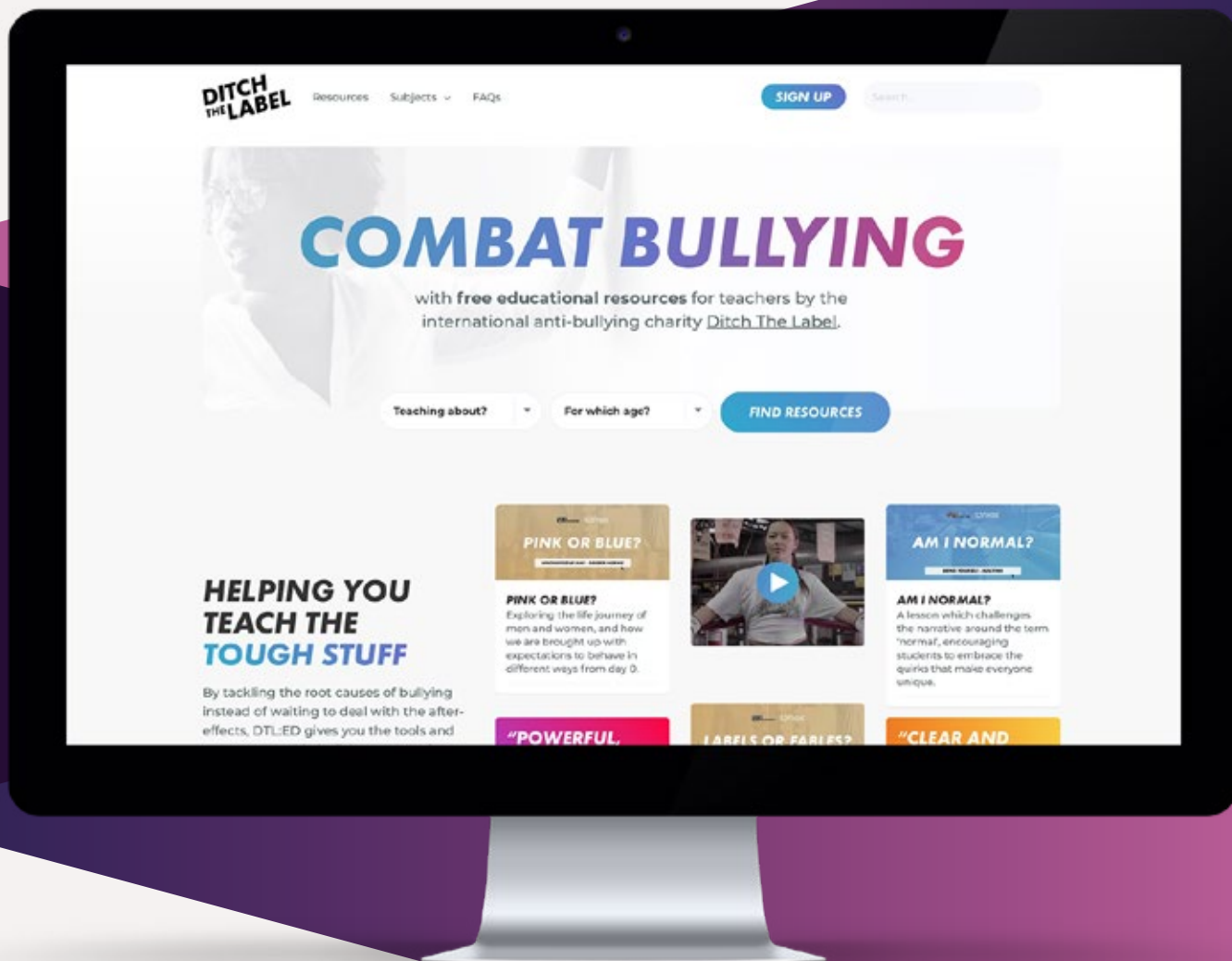
PERCEIVED MOTIVE

From those who have been bullied within the past 12-months:

Why do you think you were bullied?



FREE RESOURCES FOR TEACHERS



INTRODUCING DITCH THE LABEL EDUCATION

We've used 8 years of research, evidence and anecdotes to develop Ditch the Label Education (DTL:ED): a new suite of free educational resources. The focus of our resources is to tackle the root causes which result in bullying behaviour.

By tackling the root causes of bullying instead of waiting to deal with the after-effects, DTL:ED gives you the tools and support to tackle bullying and the issues which surround it.

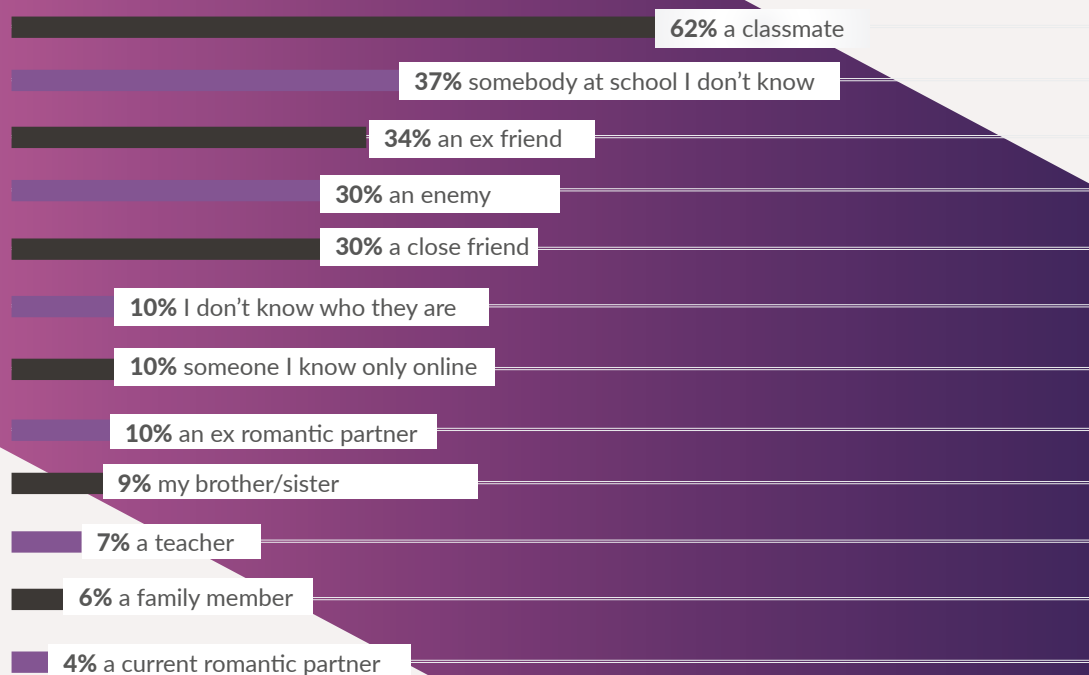
Download resources for free at www.DTLED.org.

BEING BULLIED

PERPETRATORS

From those who have been bullied within the past 12-months:

Who bullied you?



"Pretty sure my teacher is homophobic. Whenever anyone in class makes comments, they just laugh and do nothing about it."
MALE, 15, SCOTLAND

"I'm in a friendship group and fell out with 1 of the girls who has now basically turned everyone against me and constantly spreads rumours. There's a hidden WhatsApp group about me too."
FEMALE, 14, NORTH EAST

"For a while I would bully one of my best friends just for a joke, and still to this day can do some stuff but very rarely, I am not proud of what I have done and I never will be."
MALE, 13, SOUTH EAST



"It was probably the worst thing I've had to experience especially as it was one of my closest friends that turned on me. It happened for about 18 months just before GCSEs started and for my last few months at school I pretty much spent all of my time in my support teachers office as I couldn't face seeing them."

FEMALE, 15, LONDON

"For three years I was targeted by an individual and it didn't stop after I reported it. It affected my mental state and I eventually broke down. I was also bullied by people at football training who spread rumours about me and mocked me behind my back."

MALE, 12, SOUTH WEST

"I would be constantly bullied because I enjoy my dancing, such as people assuming I'm gay because I like it."

MALE, 14, SOUTH EAST

"I'm not sure why I was bullied. Maybe I was an easy target because I was quiet, and I always preferred to talk to teachers instead of kids. Primary school was bad, especially because the teachers never actually do anything. Secondary school was much better for me, but I know that a lot of physical fights took place. College is fine, nobody starts fights with me and everybody is polite and mature."

FEMALE, 17, EAST MIDLANDS

"I have bullied people but I always regret it. Everyone else around me at school does so I feel really pressured into saying things and agreeing to things I don't want to."

FEMALE, 13, SOUTH EAST

BEING BULLIED

IMPACT

From those who have been bullied within the past 12-months:

How did it impact you?

45%

FELT DEPRESSED

41%

FELT ANXIOUS

33%

HAD SUICIDAL
THOUGHTS

26%

SELF-HARMED

20%

TRUANTED FROM
SCHOOL/COLLEGE

13%

DEVELOPED ANTI-
SOCIAL BEHAVIOUR

12%

DEVELOPED AN
EATING DISORDER

11%

ATTEMPTED SUICIDE

9%

RAN AWAY FROM
HOME

6%

ABUSED DRUGS
AND/OR ALCOHOL

4%

ENGAGED IN RISKY
SEXUAL BEHAVIOUR

REBECCA BARRIE, PSYCHOTHERAPIST

It's interesting that such a high percentage of people don't report the psychological or emotional impact that bullying can have.

It may be that while we don't have an immediate emotional reaction to the bullying, psychologically it is impacting by leaving a mark that changes how we behave.

For example if we are continually told that we are stupid or ugly or don't belong, we may, in the moment, keep our heads down and not feel an emotion, while simultaneously believing what is being said about us. If we believe what the people bullying have told us about ourselves we can end up making unhealthy decisions.

"Everyone thinks I'm worthless, I am pretty useless so I will isolate myself. I will never find friends."

Bullying, like any trauma, will always have an impact, it's just that we don't always understand how or where the impact maybe manifest.

BEING BULLIED

IMPACT

What
impact
did being
bullied
have on
your **mental
health?**

34% MODERATE TO EXTREME IMPACT

20% EXTREME IMPACT

14% SIGNIFICANT IMPACT

21% MODERATE IMPACT

14% MARGINAL IMPACT

31% NO IMPACT

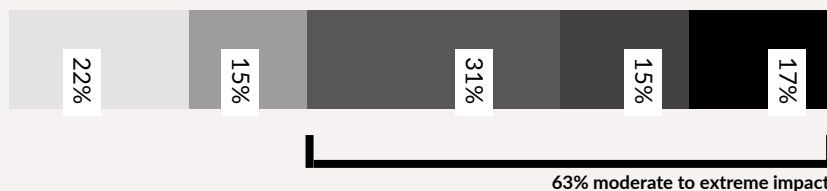
BEING BULLIED

IMPACT

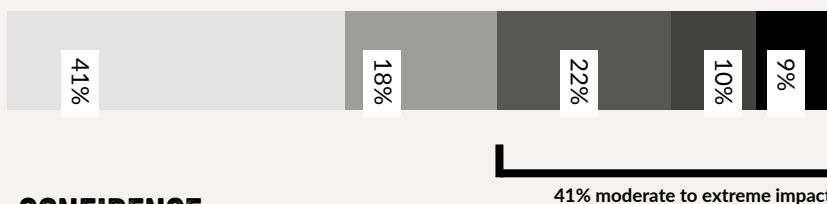
From those who have been bullied within the past 12-months:

How did it impact you?

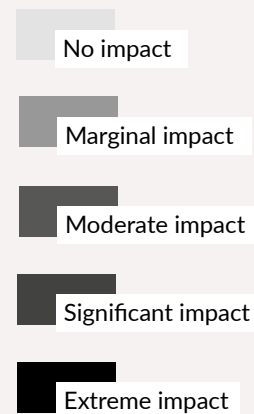
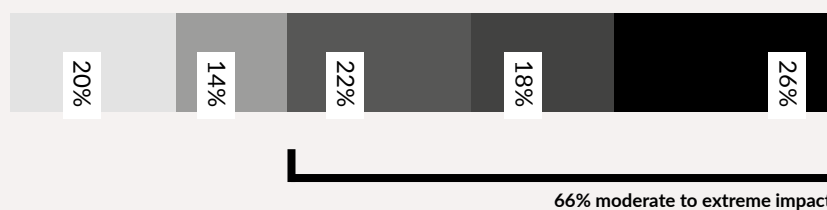
OPTIMISM AND POSITIVITY



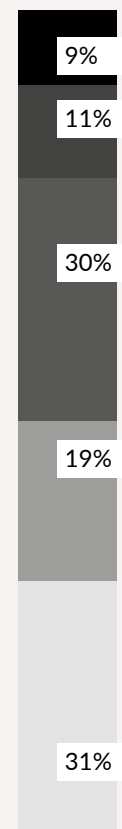
AMBITIONS



CONFIDENCE



50% moderate to extreme impact



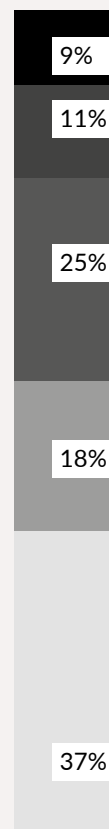
STUDIES

49% moderate to extreme impact



SOCIAL LIFE

45% moderate to extreme impact



HOME LIFE

79% moderate to extreme impact



SELF ESTEEM

BEING BULLIED

REPORTING IT

72% REPORTED IT

-and-

28% NEVER TOLD ANYBODY

of those who reported...

**92% TOLD A
TEACHER**

62% were satisfied with the support

of those who reported...

**92% TOLD A
FAMILY MEMBER**

93% were satisfied with the support

of those who reported...

**79% TOLD A
FRIEND**

81% were satisfied with the support

of those who reported...

**39% TOLD A
COUNSELLOR**

68% were satisfied with the support

of those who reported...

**29% TOLD A HEALTH
PROFESSIONAL**

67% were satisfied with the support

of those who reported...

**24% TOLD
THE POLICE**

74% were satisfied with the support

of those who reported...

**16% CALLED A
HELPLINE**

57% were satisfied with the support

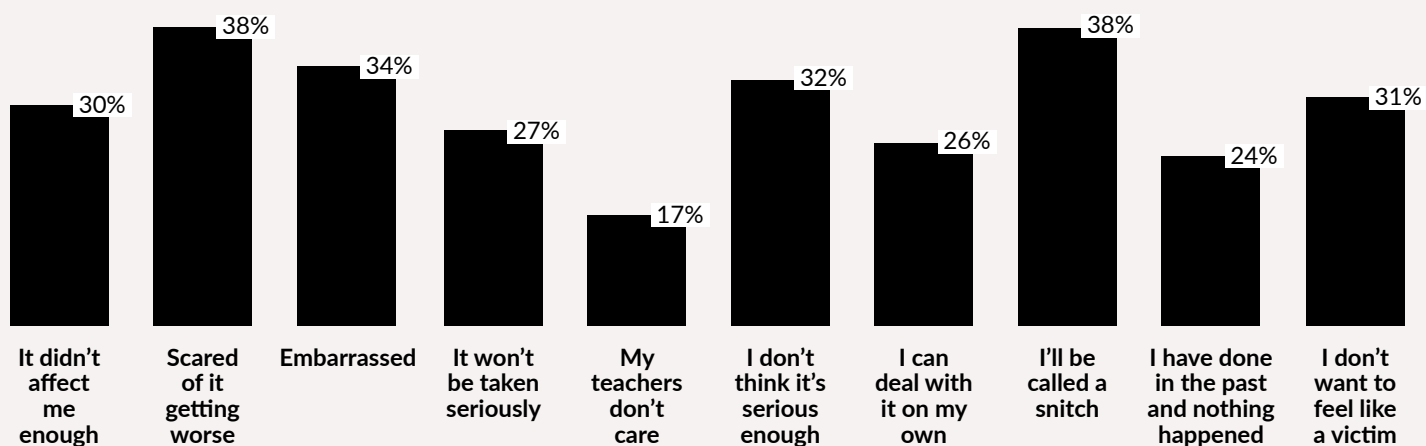
of those who reported...

**34% TURNED TO
THE INTERNET**

59% were satisfied with the support

From those who didn't report the bullying:

Why didn't you tell anybody?



**Do your
parents or
guardians
know
about your
experiences
of being
bullied?**

**YES, THEY KNOW
ABOUT ALL OF IT
61%**

**THEY KNOW
ABOUT SOME OF IT
31%**

**THEY DON'T
KNOW ABOUT
ANY OF IT
8%**



MARTHA EVANS, DIRECTOR OF ANTI-BULLYING ALLIANCE

Children who experience bullying are at higher risk of experiencing a range of mental health issues and leaving school with fewer qualifications. The impact of bullying can last well into adulthood. We know the impact is more severe amongst young people who experience it over a long period. That is why it is so important that young people no longer keep it to themselves.

Positive parent-child relationships are important for all areas of children's development but also in relation to bullying, both online and offline. By having an open and warm relationships with children they may be more open

when they are either worried about bullying, being bullied or bullying others.

We need to ensure that measures to address bullying do not solely rely on changing the behaviour of bullied children. Responses like 'if only you didn't act this way' or 'maybe don't go to that playground' are unhelpful and send a message that it's their fault. We need to instead be challenging bullying behaviour and ensuring that young people are able to express themselves in a safe environment.

**Find out more at
www.anti-bullyingalliance.org.uk**

PART 2

PRIDE & PREJUDICE

**Measuring the climate of pejorative
attitudes across the United Kingdom**

MAPPING THE CLIMATE AND RATE OF PREJUDICE - *HOW WE DID IT.*

**Professor Sheri Bauman, Ph.D., University of Arizona and
Ditch the Label Trustee**

Bias-based bullying and cyberbullying are significant problems in many countries. Research has shown that the impact on the mental health of targets of these behaviors can be severe. One study* found that US teens who were harassed online based on their race/ethnicity or sexual orientation were almost eight times as likely to report a suicide attempt than youth who were not harassed. Study participants who were cyberbullied

physically attractive. The items were selected from existing scales that have been found to be valid and reliable in previous research.

Most people want to present themselves as basically good people on surveys, even when they are anonymous. This is called social desirability – we tend to answer in ways that we know is acceptable. Asking someone if they are homophobic, for example, is not likely to get “yes” from someone who is homophobic. Asking questions that are less direct, and asking multiple questions, is more likely to detect biases.

Overall, participants who took the survey tended to agree with statements that reflected unbiased attitudes. On a scale that measures agreement with statements that expressed bias towards persons with disabilities, the average score was between “strongly disagree” and “disagree.” That means that on average, people had an unbiased attitude towards persons with disabilities. The item with the strongest level of agreement was, “People with physical disabilities are just as intelligent as people without physical disabilities.”

For attitudes towards LGBT+ persons, the average score was between “disagree” and “in the middle,” suggesting that overall, participants did not express bias or negative attitudes towards LGBT+ persons in their responses.

An item with an average score between “in the middle” and “agree” was “Unattractive people need to make more effort with their appearance,” reflecting the attitude that physical attractiveness is highly

”

ONE STUDY FOUND THAT US
TEENS WHO WERE HARASSED
ONLINE BASED ON THEIR RACE/
ETHNICITY OR SEXUAL ORIENTA-
TION WERE ALMOST EIGHT TIMES
AS LIKELY TO REPORT A SUICIDE
ATTEMPT THAN YOUTH WHO
WERE NOT HARASSED.

unrelated to bias were nearly four times as likely to have made a suicide attempt than not-harassed teens. Other mental health problems were also most prevalent among those who experienced bias-based cyber-harassment.

The Annual Bullying Survey 2019 investigated the underlying biased attitudes and beliefs of participants. Items for the survey were chosen to assess bias or prejudice towards LGBT+ persons, BAME, and people with disabilities, along with items to detect rigid views of gender roles, and bias towards people who are

*Cyber and Bias-based Harassment: Associations With Academic, Substance Use, and Mental Health Problems (2012)

valued by teens. Attitudes towards non-traditional gender identities were revealed in the average response to the item, "People are either men or women" which was very close to "in the middle." This may reflect increased awareness of transgender and non-binary identities and suggest that young people are beginning to think more expansively about gender. More people now state their preferred pronouns when introducing themselves, for example.

To learn more about bias-based bullying, participants were asked what they believed were the reasons they were bullied.

On the survey, each reason was a separate item and participants chose "yes" or "no." Appearance is the most common reason teens thought they were bullied (58% said "yes"), 10% thought they were bullied because of their sexuality, (and 24% thought they were bullied because others perceived them to be LGB when they were not) and 5% believed they were targeted because of their gender identity. About 13% of those with disabilities considered that to be the reason for victimization, while almost 9% attributed their victimization to race, 8% to religion, and around 9% to culture.

It is interesting that only 35% of the 524 respondents who had been bullied were targeted based on only one characteristic – the rest endorsed two or more categories. For example, 20% of the sample selected both "appearance" and "the clothes I wear" as reasons for being bullied. These two are closely related, and it demonstrates that how one looks is the most common reason for being victimized.

It is notable that 9% of the those who said they were victims of bullying believed they were targeted because of their race. Of those, only 3.2% were white, but 46% black, 33% of mixed, 45% Southeast Asian, and 60% of Chinese or other Asian, were targeted. Racial minorities are clearly at higher risk for being bullied than their White peers.

Although only 2% of participants identified as other than male or female, 5% of the victimized participants were targeted because of their gender identity. Just under 7% of participants identified as bisexual, gay, lesbian, or asexual, but 10% of bullied youth believed they were targeted because of their sexuality. This confirms the research that has consistently found that LGBT+ youth are more likely to be targeted than their straight age-mates.

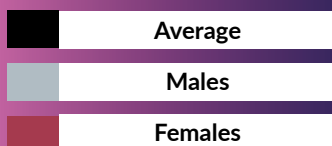
These data are important because they give how which groups of young people are most vulnerable to bias-based bullying. Teens are reluctant to acknowledge negative attitudes towards stigmatized groups, but bias-based harassment and bullying still happens. They seem to understand that biased and prejudicial attitudes are not socially acceptable, but not all act in accordance with what they say on the survey.

Treating everyone with kindness, dignity, and respect should be the norm, and standing up for those who are bullied should be everyone's responsibility.

PRIDE & PREJUDICE

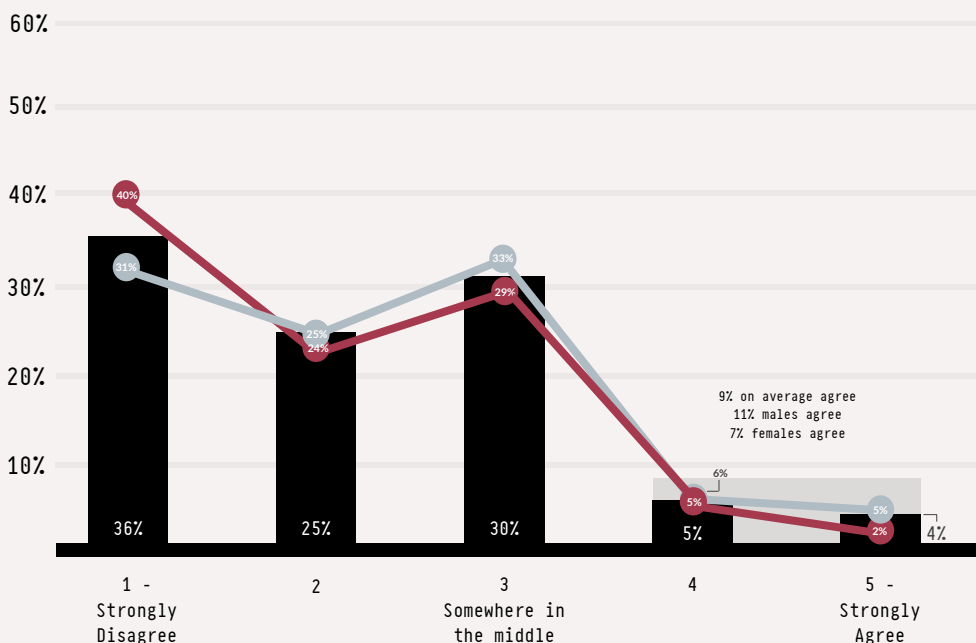
HOMOPHOBIA

KEY

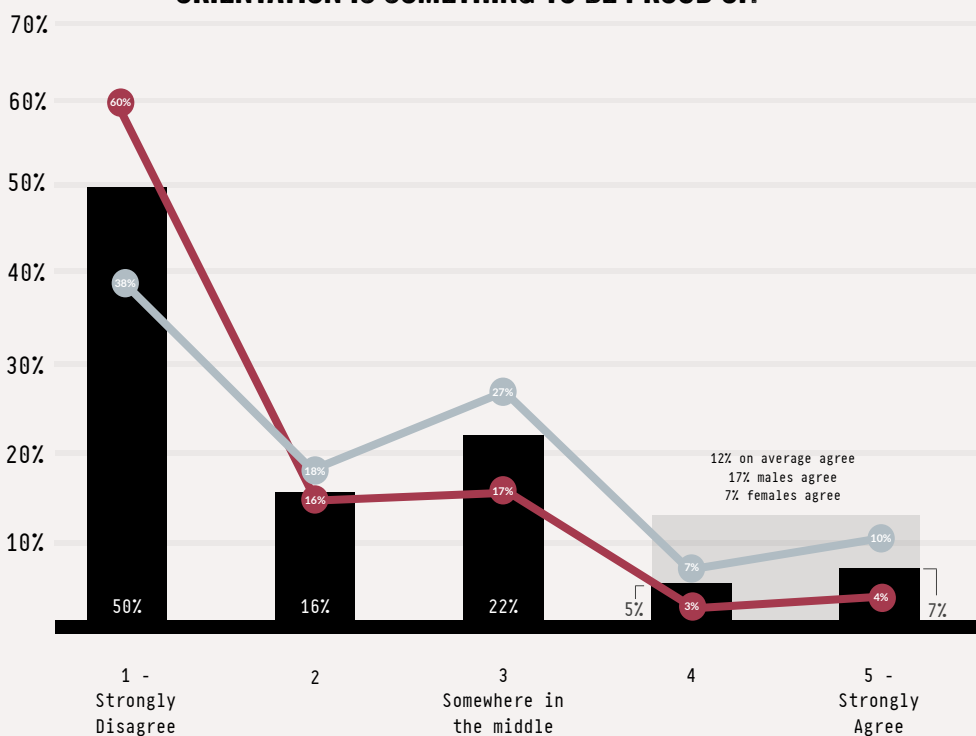


NB: the sample size from trans and non-binary respondents was too small to include in this analysis.

“MANY LGB+ PEOPLE USE THEIR SEXUALITY TO OBTAIN SPECIAL TREATMENT OR PRIVILEGES.”



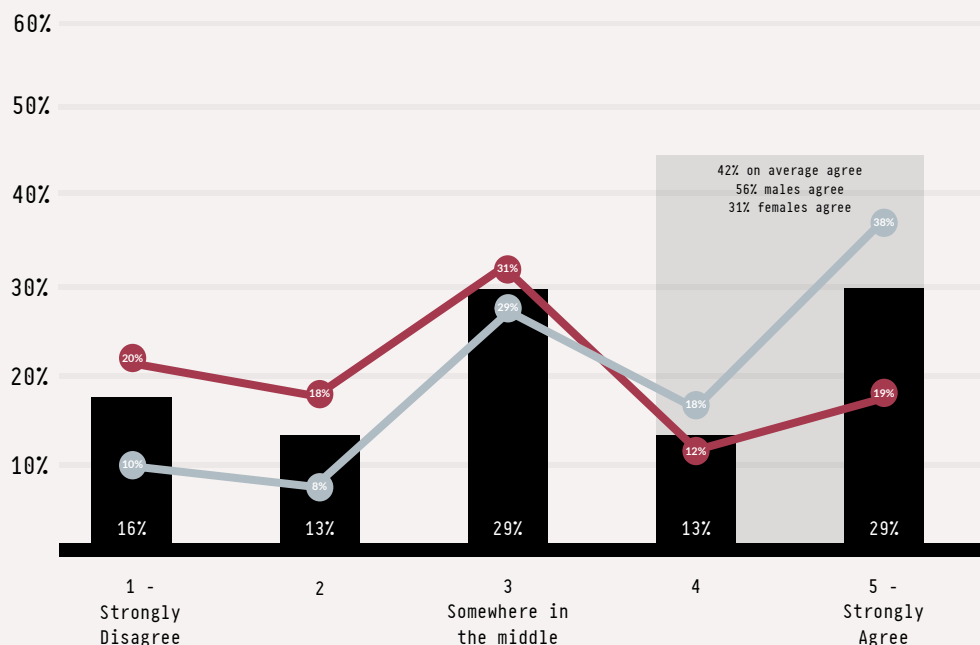
“CELEBRATIONS LIKE ‘GAY PRIDE’ ARE RIDICULOUS BECAUSE THEY ASSUME THAT AN INDIVIDUAL’S SEXUAL ORIENTATION IS SOMETHING TO BE PROUD OF.”



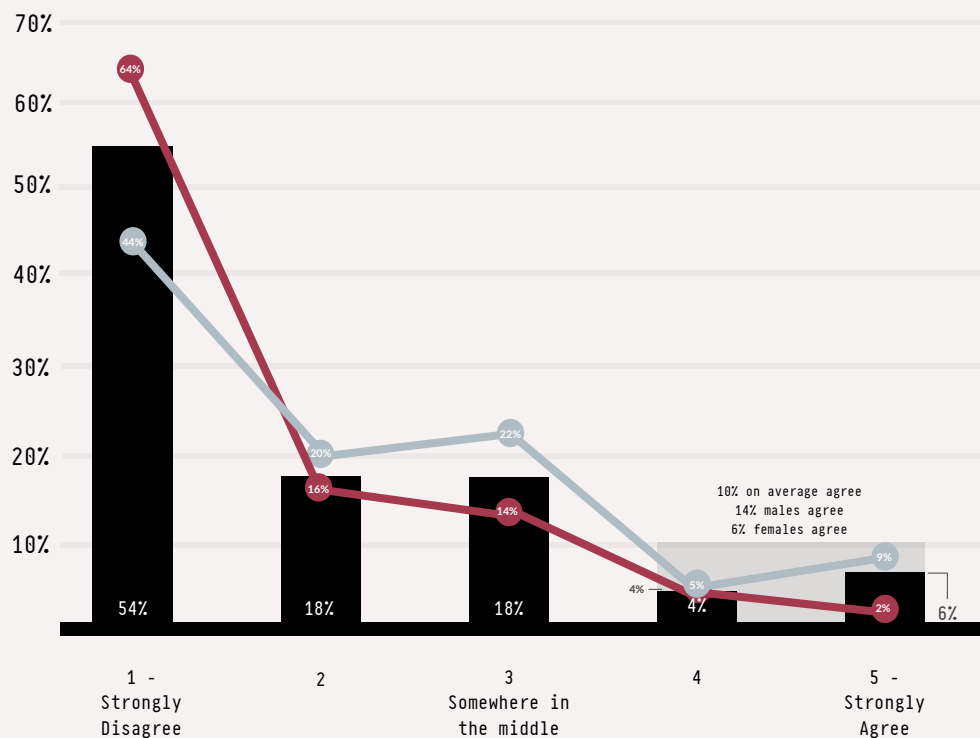
PRIDE & PREJUDICE

TRANSPHOBIA

“ PEOPLE ARE EITHER MEN OR WOMEN.



“ SEX CHANGE OPERATIONS SHOULD BE BANNED.



SUSIE GREEN, CEO OF MERMAIDS

The report from Ditch the Label highlights the very real damage that bullying does to self-esteem and self-confidence, factors that add to poor mental health, anxiety, distress and depression. At Mermaids we see the daily struggle faced by transgender, gender nonconforming and/or non-binary children and young people.

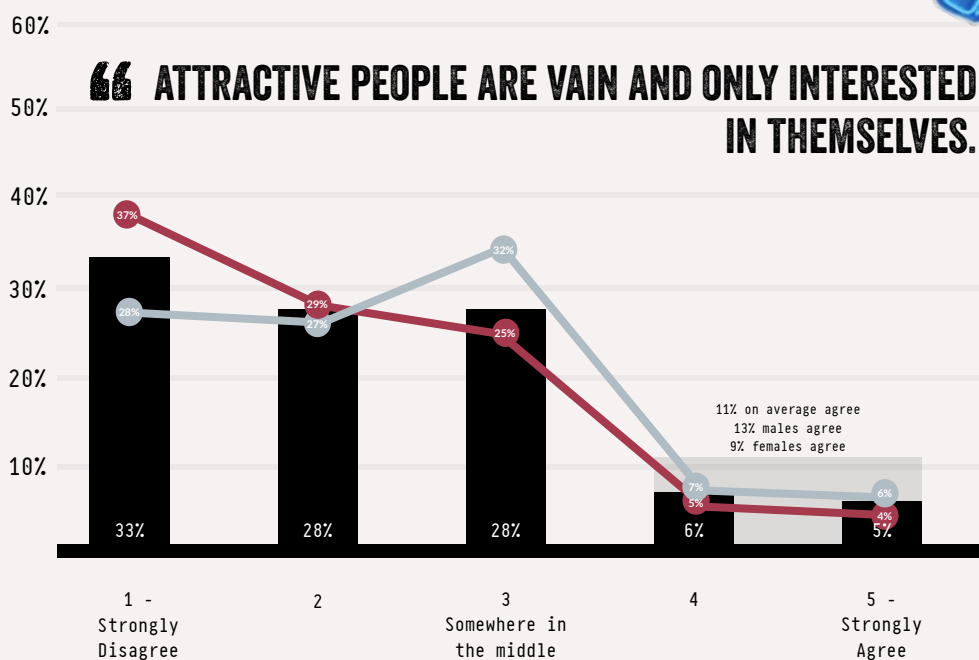
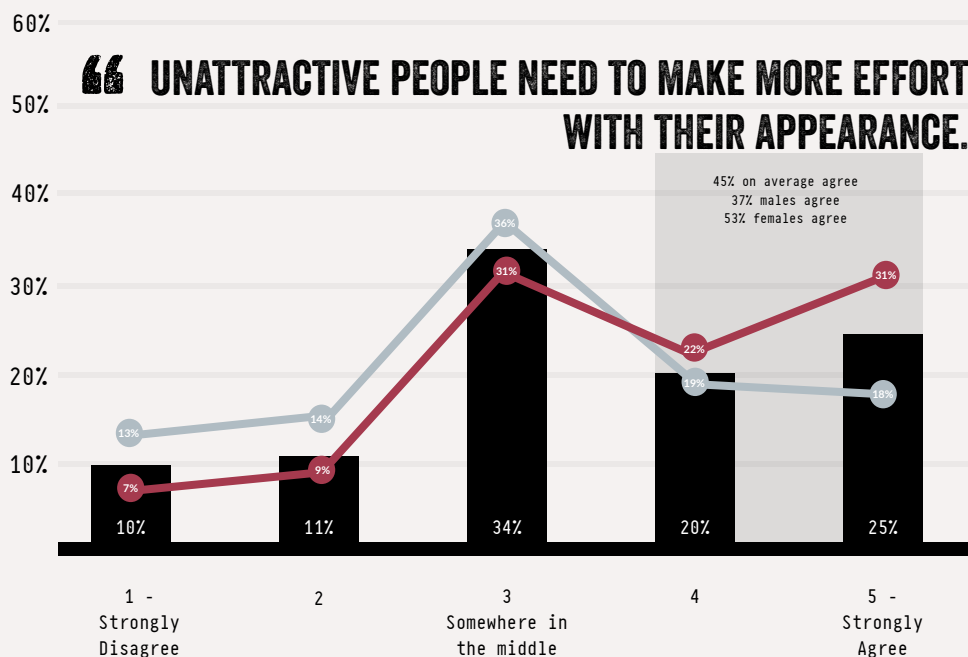
We see the struggles young people face when they discuss their fears of telling others who they really are, and when they do disclose, how the acceptance or rejection they face is pivotal to how they function, with trans kids experiencing much higher rates of self-harm and suicidal ideation than their peers when faced with elevated levels of bullying, as shown in this report.

Inclusive teaching and education is desperately needed, along with zero tolerance for any kind of victimisation. A supportive environment for every child is imperative.

No child can be expected to thrive and fulfil their potential whilst they live in fear. Working with Ditch the Label, Mermaids is committed to elevating our young people's voices, highlighting injustice, and pushing for social change.

PRIDE & PREJUDICE

LOOKISM (APPEARANCE-BASED PREJUDICE)



PROFESSOR HEATHER WIDDOWS, UNIVERSITY OF BIRMINGHAM AND FOUNDER OF #EVERYDAYLOOKISM

We are all vulnerable to appearance bullying no matter how we look.

People are bullied for being too fat, too thin, wearing too much makeup, not enough makeup, being too short, too tall, too dark or too fair. Anything can be turned into a body flaw.

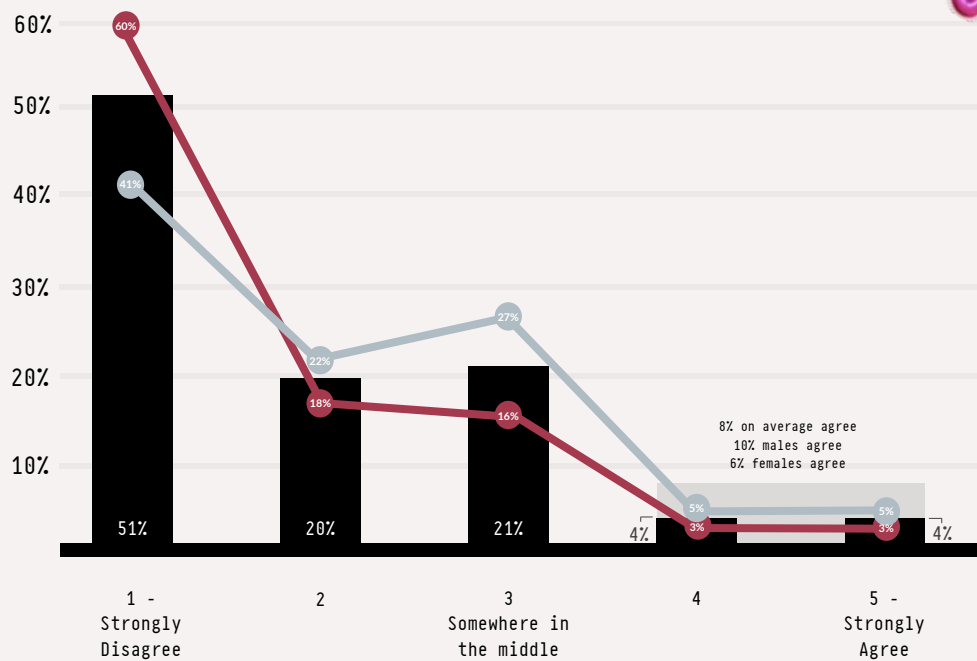
In a visual and virtual culture comments about appearance are about who we are. They are not trivial or 'a bit of fun' they hurt and they hurt deeply. Body shaming is people shaming.

We need to take this form of bullying very seriously or the epidemic of body image anxiety spiral out of control. Lookism is discrimination, and in world where appearance increasingly matters, a particularly devastating form of discrimination. Appearance bullying is one of the most prevalent forms of bullying and one we should call a halt to.





**“ I WOULD PREFER TO BE FRIENDS WITH
SOMEBODY ATTRACTIVE OVER SOMEBODY
WHO IS UNATTRACTIVE.”**



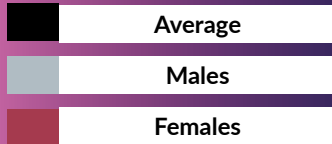
SUPPORT IS AVAILABLE

With a dedicated online support community, a team of trained mentors and over 1,000 support guides - the Ditch the Label website is the ultimate support resource for anybody impacted by bullying.

Visit DitchtheLabel.org

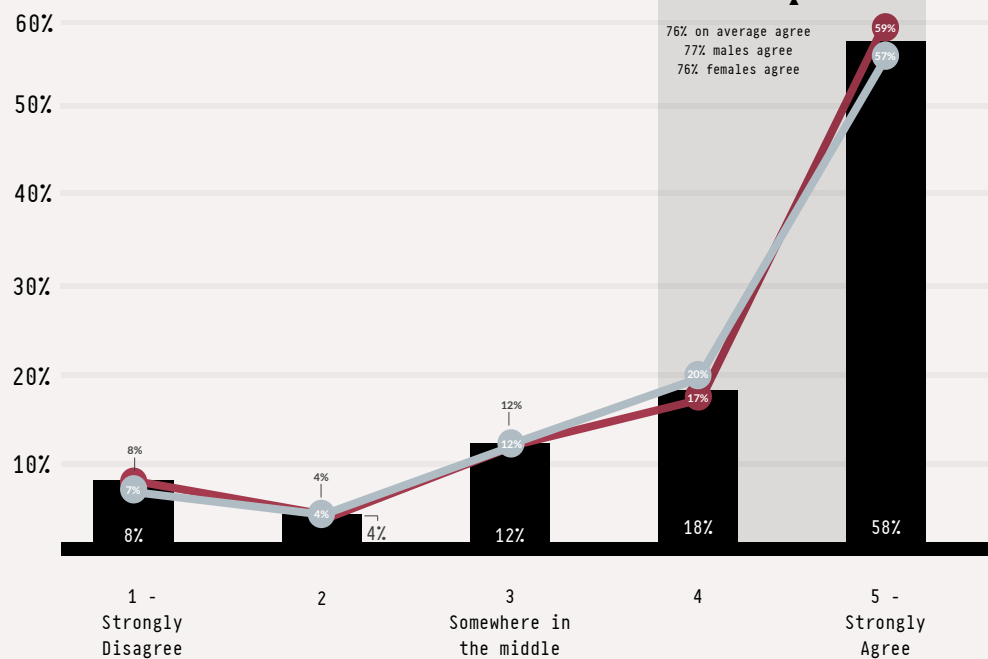


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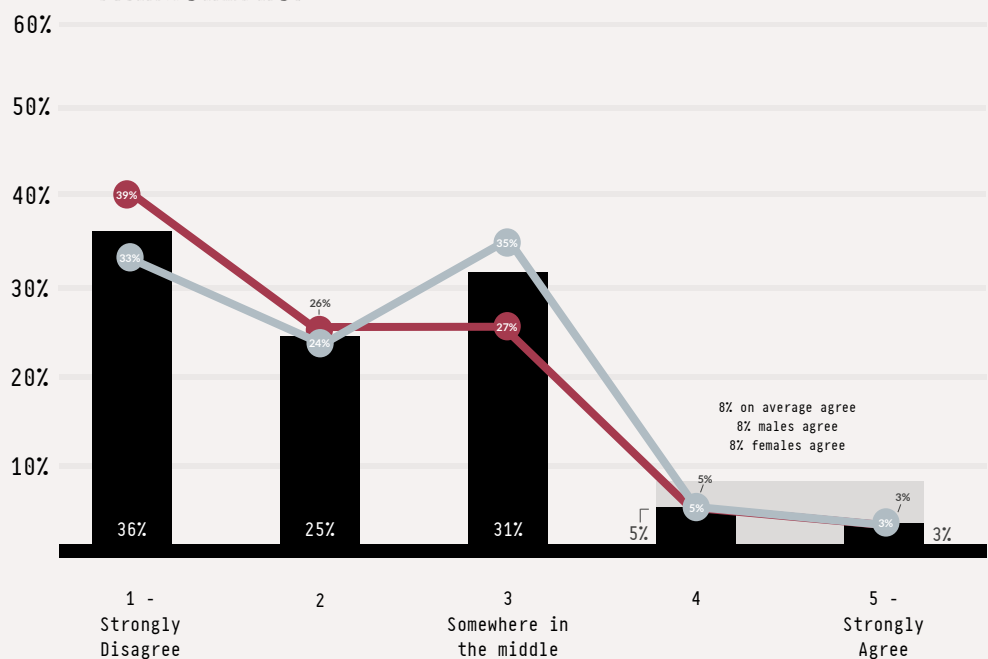


NB: the sample size from trans and non-binary respondents was too small to include in this analysis.

“ PEOPLE WITH PHYSICAL DISABILITIES ARE JUST AS INTELLIGENT AS PEOPLE WITHOUT PHYSICAL DISABILITIES.



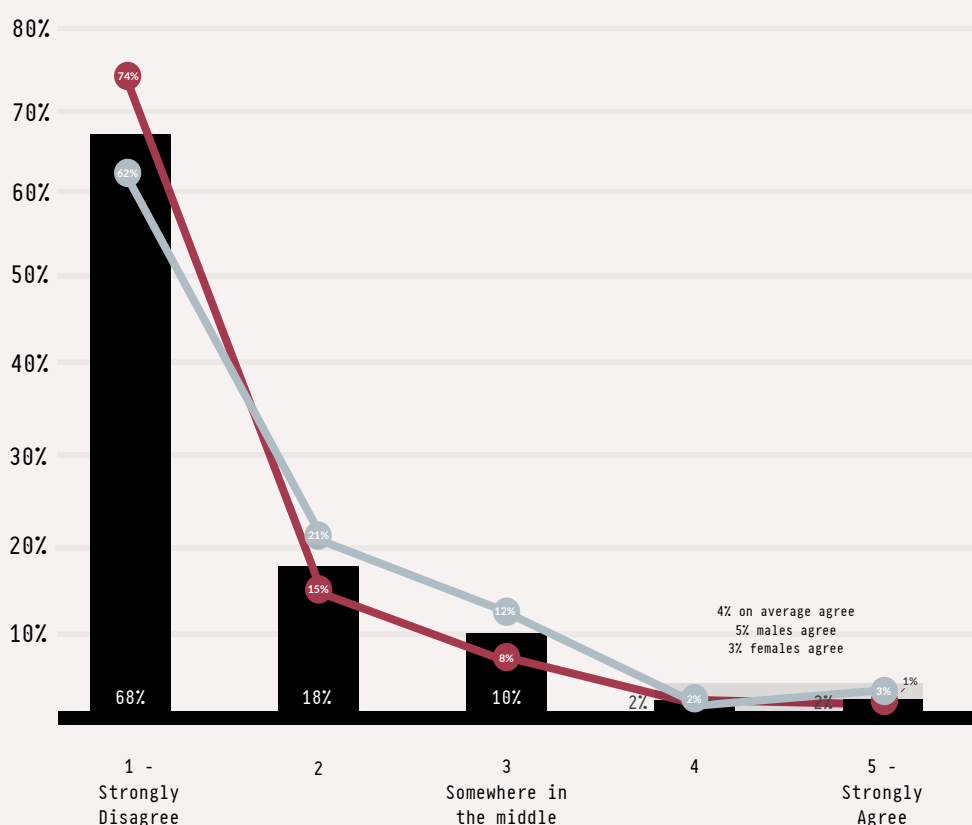
“ PEOPLE WITH DISABILITIES FEEL SORRY FOR THEMSELVES.



PRIDE & PREJUDICE

ABLEISM

“ I WOULD FEEL AWKWARD AROUND SOMEBODY IN A WHEELCHAIR.



SAM RENKE, DISABILITY CAMPAIGNER

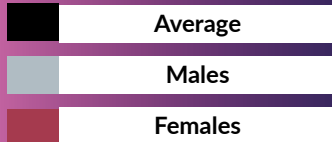
These statistics are concerning and are consistent with the experiences of disabled people and the misconceptions that people have about ability and hidden disabilities.

There is also an issue of internalised ableism within the disabled community. The way to break the cycle is through greater societal integration and seeing disabled people in positions of authority and influence across all walks of society and modern life.

It is well established that education and exposure to disabled people does reduce misconceptions, prejudice and feelings of awkwardness.

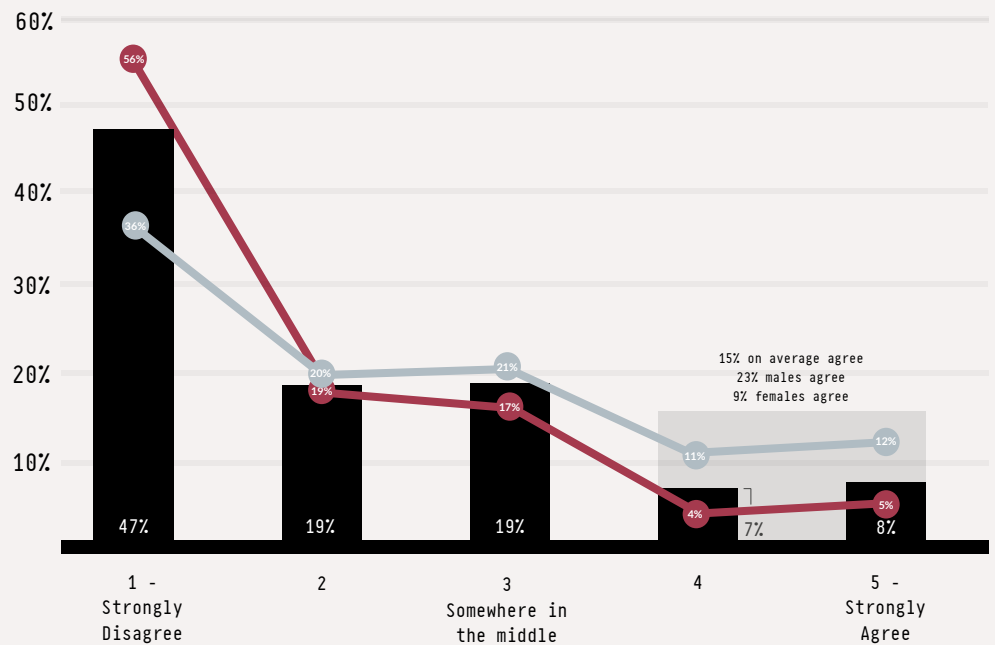
There is also a need for greater work within the disabled community to build resilience, self-esteem and confidence to repair some of the impacts of bullying and prejudice.

KEY

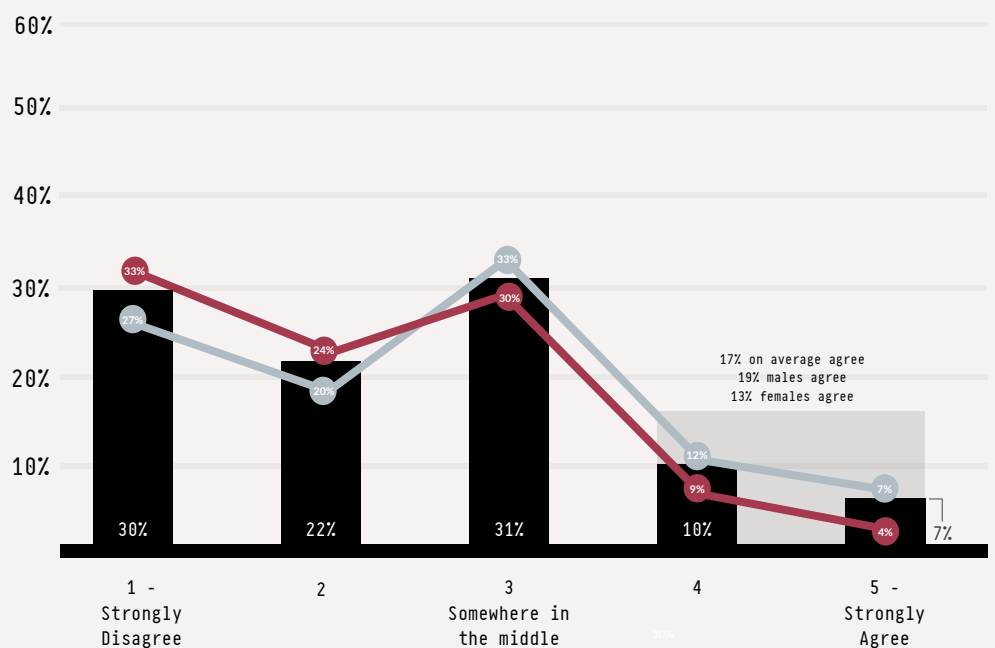


NB: the sample size from trans and non-binary respondents was too small to include in this analysis.

“ ONE OF THE WORST THINGS THAT CAN HAPPEN TO SOMEBODY WOULD BE FOR THEM TO BECOME OVERWEIGHT.



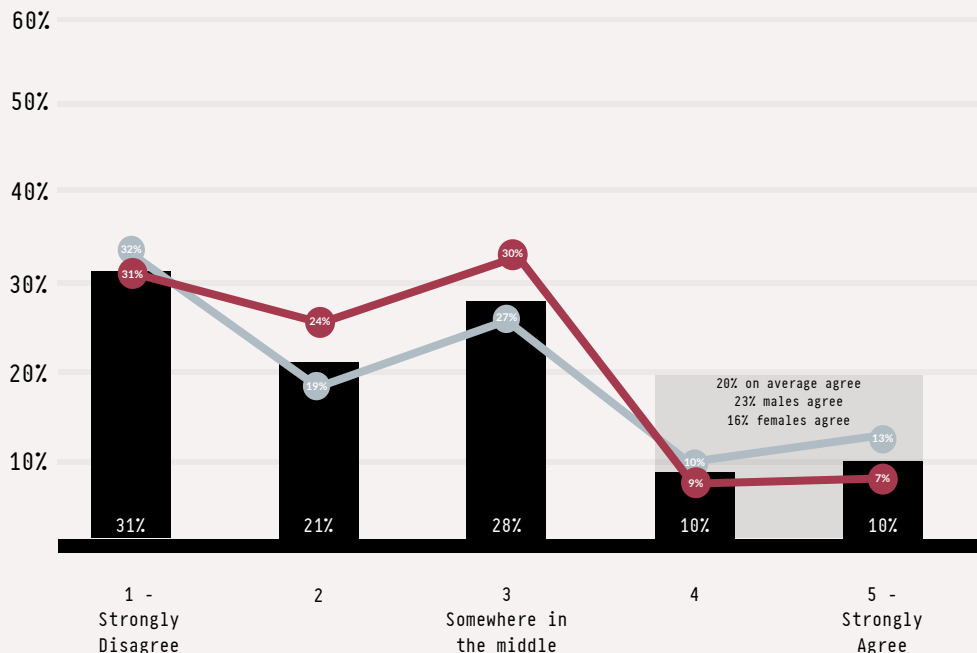
“ OVERWEIGHT PEOPLE ARE NOT AS HAPPY AS PEOPLE WHO AREN'T OVERWEIGHT.



PRIDE & PREJUDICE

RACISM / XENOPHOBIA

“ IF PEOPLE MOVE HERE FROM ANOTHER COUNTRY THEY SHOULD HAVE TO ADAPT TO OUR WAY OF LIFE AND CULTURE.

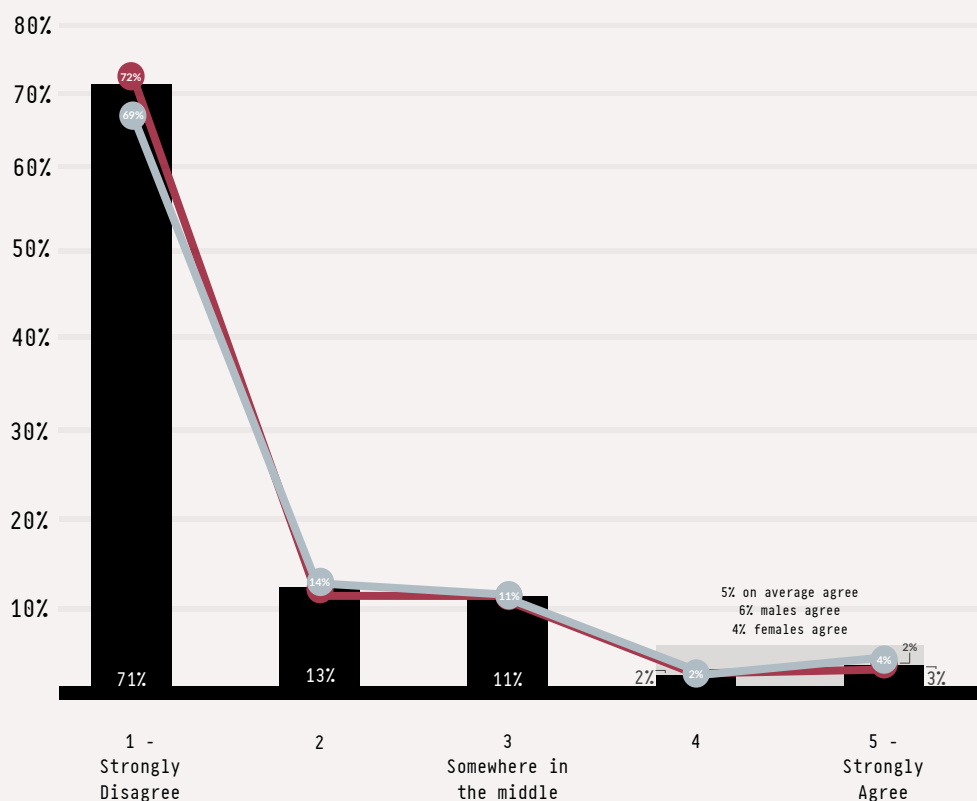


KEY

	Average
	Males
	Females

NB: the sample size from trans and non-binary respondents was too small to include in this analysis.

“ PEOPLE WHO WEREN'T BORN IN THE UK HAVE NO RIGHT TO BE HERE.



JARAH KOOMSON, DITCH THE LABEL TRUSTEE

These statistics reflect a concerning undercurrent of a minority's intolerance in the United Kingdom, partly influenced by the political climate and the rise of online hate speech and propagation of fake news.

On a reassuring note the statistics illustrate a number of individuals that embrace and invite difference.

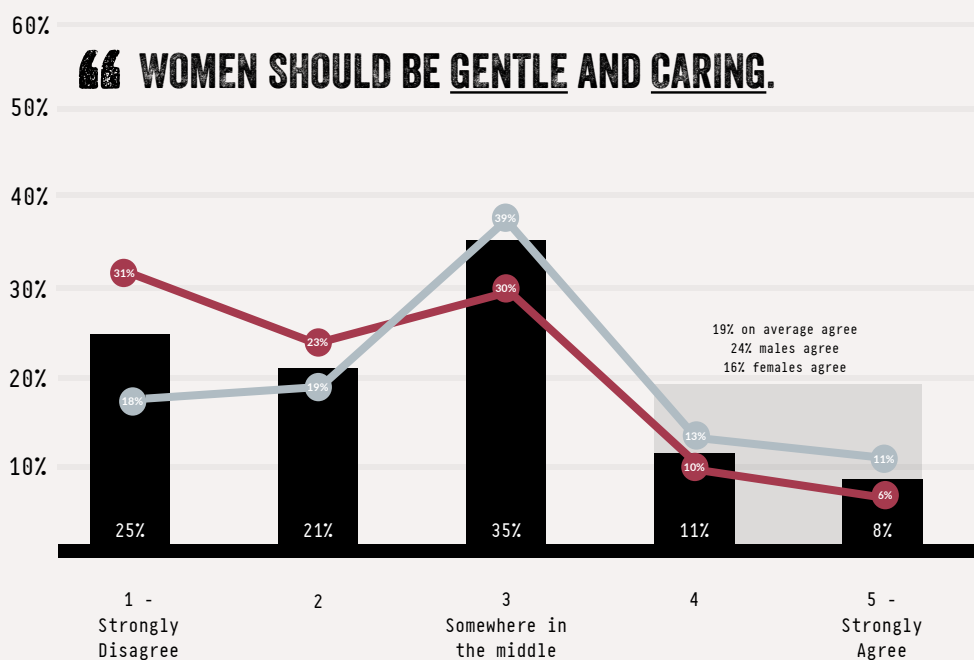
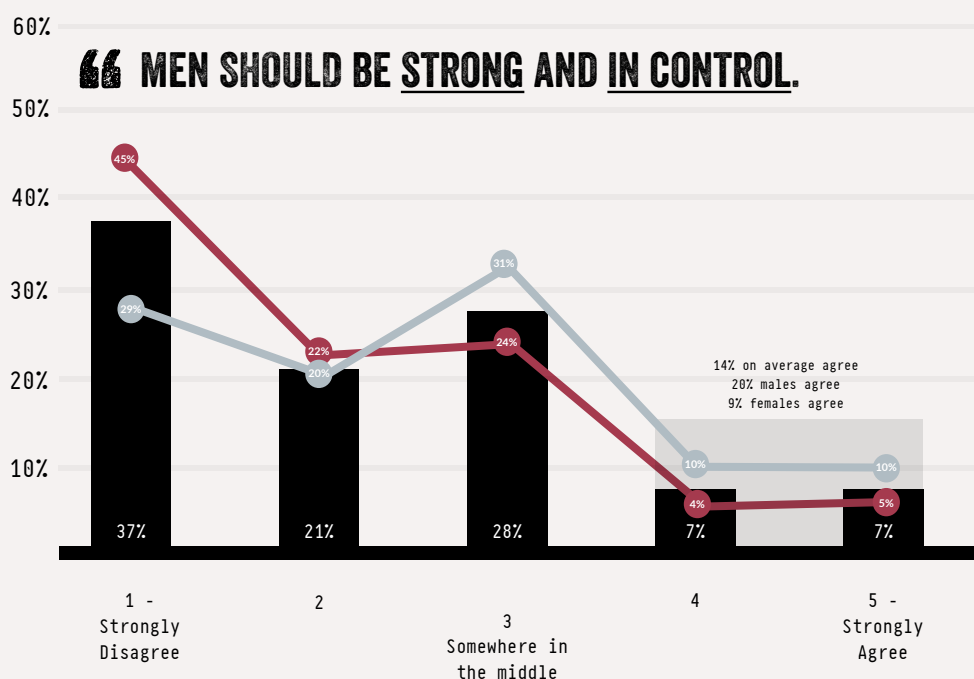
It is my belief that part of the antidote to these belief patterns is to talk more about the richness that can be achieved when individuals and cultures are celebrated and embraced.

When we embrace different ways of living, it helps our communities, country and world thrive and prosper.

Every citizen, regardless of cultural background or skin colour should be given the opportunity to thrive and live a happy and healthy life, free from abuse and toxicity.

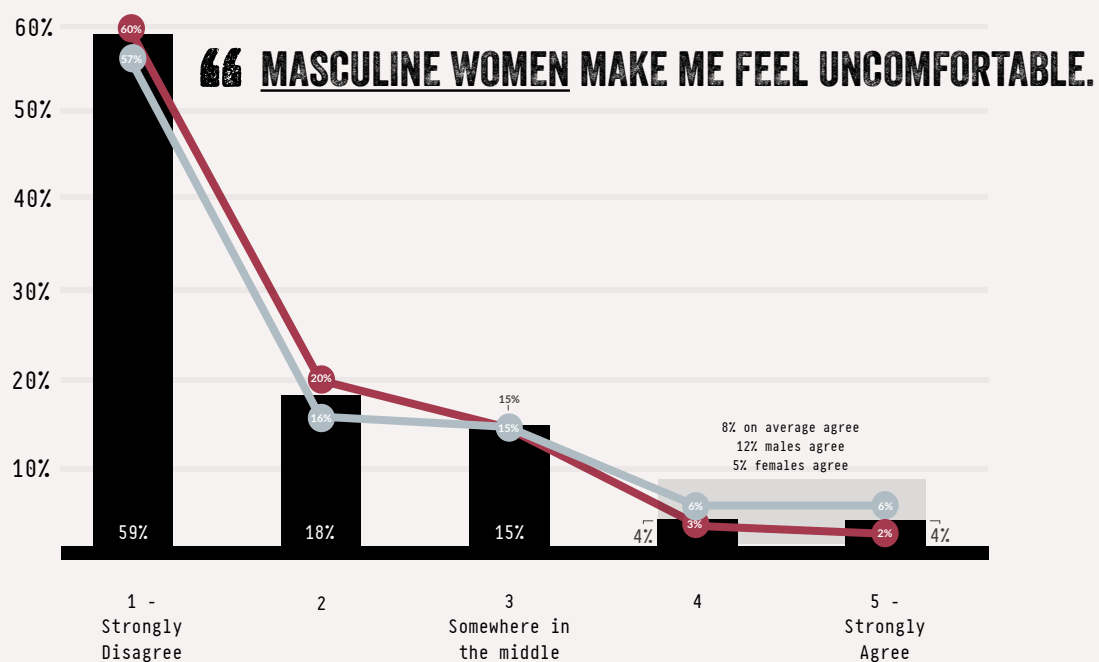
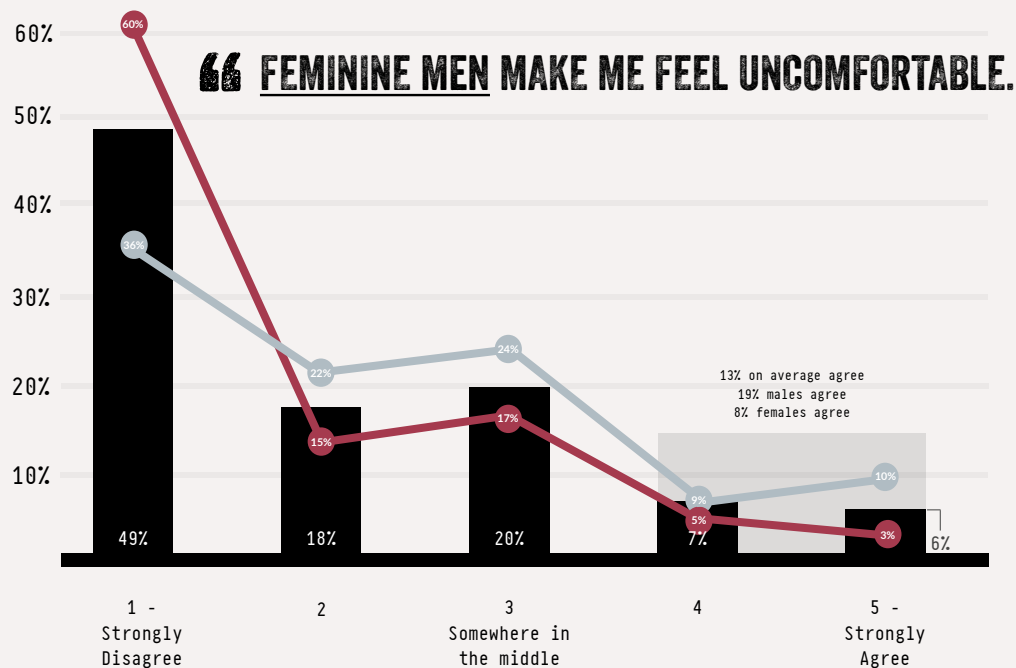
PRIDE & PREJUDICE

GENDER STEREOTYPES



**FREE RESOURCES
FOR TEACHERS**
DOWNLOAD NOW AT DTLED.ORG





LIAM HACKETT, CEO DITCH THE LABEL

We live in a patriarchal and sexist society that holds masculinity on a pedestal and detests femininity.

13% agree that feminine men make them feel uncomfortable, with 8% agreeing that masculine women trigger the same response. Whilst the variation may appear small, it feeds into a wider societal narrative that holds masculinity on a pedestal and treats femininity as second-class. We

already know that gender stereotypes can and do have harmful impacts on young people; going on to influence everything from their mental health and relationships to future career prospects and body image.

At Ditch the Label, we are passionate about challenging these harmful narratives and equipping young people with the knowledge and tools that they need to defy societal pressures and be whoever it is they want to be in the world.

WANT MORE?

HEAR FROM OUR EXPERTS

**Get support, download free resources,
get involved and learn from our other
papers.**

Visit DitchtheLabel.org

**DITCH
THE LABEL**