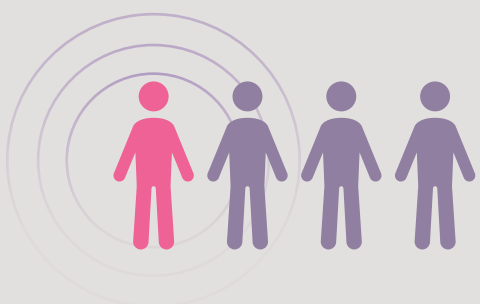




2017 Truth About Abuse Survey*

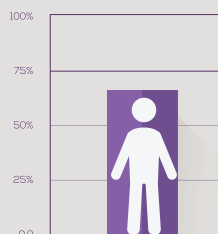
Digital dating abuse – *the new epidemic*

More than 1 in 4



young people report that they have personally experienced digital dating abuse. This includes:

- Going through their phone (46%)
- Texting, calling or emailing excessively to “check-in” (33%)
- Sending them unwanted lewd text or emails (18%)
- Posting embarrassing or negative content about them on social media (14%)



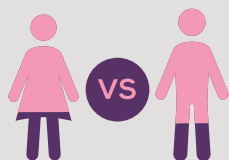
69%

of young people who are in or have been in a relationship report experiencing abuse.



39%

of young people report knowing someone who has experienced digital abuse.



30%

of girls compare with 24% of boys reporting they have experienced digital dating abuse.



75%

of young people believe social media is a tool for abusers rather than a resource for victims.

* Survey conducted by Wakefield Research



2017 Truth About Abuse Survey*

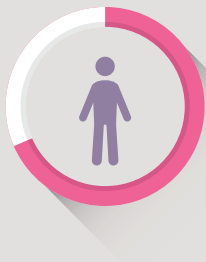
Social Media vs. Real Life



Nearly 3 in 5

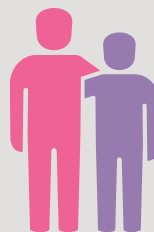
young people have exaggerated how happy or healthy their relationship is on social media.

- Young people who experienced digital dating abuse (79%) in relationships are even more likely to exaggerate how happy or healthy their relationship is on social media.



69%

of young people believe that teens are more likely to tolerate abusive behavior online than in person.



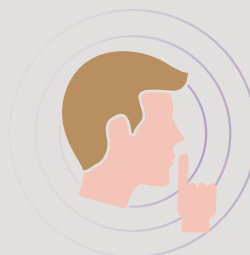
63%

are significantly more likely than Gen Zers (50%) to exaggerate the health of a relationship on social media.



76%

of college-age students have been victims of digital dating abuse, compared to 61% of high schoolers.



60%

of young people report that they would NOT tell a parent or guardian if they were experiencing digital dating abuse, highlighting the importance of resources for teens.

* Survey conducted by Wakefield Research

More education needed to help teens stand up to abuse



89%

of young people are confident they know what a healthy relationship looks like.

- And yet, 68% who think they know what a healthy relationship looks like have actually experienced digital dating abuse.



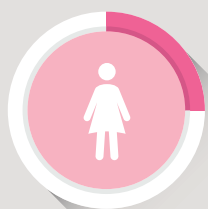
42%

of young people learn about healthy relationships from entertainment and news media.



95%

young people say they would intervene if they had a friend experiencing digital dating abuse.



Nearly 1 in 4

young people believe that talking to the abuser is an effective way to intervene.



82%

of young people said they would need more information to talk to their friends about abuse.



While young people may want to help, they often hesitate. The top reasons include:

- They would be concerned they were overreacting (37%)
- They wouldn't know what to say (29%)
- They would be scared of hurting their friendship (28%)
- They wouldn't want to hurt their feelings or embarrass them (27%)

* Survey conducted by Wakefield Research