

WORKPLACE **BULLYING** INSTITUTE™

2014 WBI U.S. WORKPLACE BULLYING SURVEY

National Prevalence & U.S. Workforce Affected

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NATIONAL PREVALENCE

27% of Americans have suffered abusive conduct at work; another 21% have witnessed it; 72% are aware that workplace bullying happens

Workplace bullying is repeated mistreatment and a form of “abusive conduct.” For the first time, we used the definition of workplace bullying that matches perfectly the definition codified in the Healthy Workplace Bill. Thus, we asked Americans to consider only the most serious forms of bullying. Eye rolling may be part of bullying, but it alone is not sufficient. Nonverbal cues coupled with verbal abuse and the tactics of exclusion are delivered by perpetrators repeatedly in order to intentionally harm targeted individuals. The closest analogy to workplace bullying is domestic violence. Bullying is a non-physical form of workplace violence.

Throughout this report, the exact wording of Survey items begin with *Question:* . The respondents’ answer choices are the phrases without italics in all Tables. Subtotals comprised of sets of response categories are *italicized*.

Question: At work, what has been your personal experience with the following types of repeated mistreatment: abusive conduct that is threatening, intimidating, humiliating, work sabotage or verbal abuse?

Table 1

Types of Experiences with Abusive Conduct	Proportion	Percentage
I am experiencing it now or have experienced it in the last year	.0714	7%
I have experienced it before, but not in the last year	.1969	20%
<i>Total with Direct Experience</i>	.2683	27%
I have seen it happen to others	.1071	11%
I know that it has happened to others	.1017	10%
<i>Total of those who Witnessed it</i>	.2088	21%
I’ve been a perpetrator myself	.0054	.5%
I have not experienced or witnessed it: I do believe it happens in workplaces	.1916	19%
I have not experienced or witnessed it: I believe that non-harmful routine interactions are what others consider “mistreatment”	.0411	4%
<i>Public Awareness of bullying in the workplace</i>	.7150	72%
I have no personal experience of knowledge of, or an opinion about, workplace mistreatment	.2846	28%
<i>Have never been bullied</i>	.5173	52%

Over one-quarter of adult Americans (27%) said they directly experienced abusive conduct at work – currently (7%) or at sometime in their work life but not in the last year (20%).

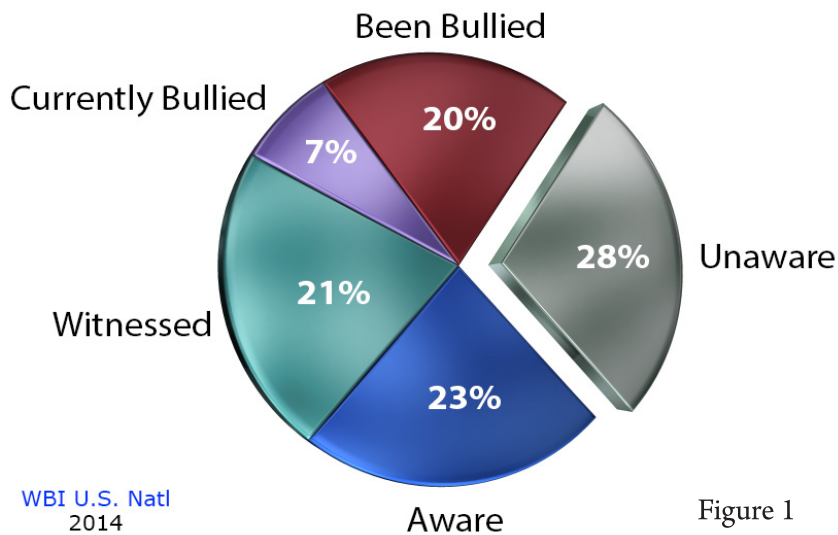


Figure 1

In our 2014 Survey, we split the “witnessed” category into those who had seen the bullying of others and those who knew that others were bullied. Both groups would have experienced the bullying vicariously. Recent research of those who vicariously experienced bullying found that the severity of emotional injuries were similar in severity to injuries suffered by bullied individuals.

The most important change in response options in 2014 was to split the formerly single “I have not experienced or witnessed it” answer into three alternatives. Respondents were asked to declare if they were aware that

bullying happens despite not having personal experiences with it. This subgroup (19%) we call the “Aware & Believers.” They are not in denial. The “Aware & Disbelievers” subgroup (4%) would be those in denial. The third subgroup is comprised of individuals who know nothing, see nothing and are completely unaware of misconduct occurring in their workplace, approximately 28% of all Americans.

The partitioning of the “I have not experienced or witnessed it” group also allows us to refute the axiom that one must have first-hand knowledge of bullying to recognize its existence. In fact, the 52% of the adult American population that claims to have no experience is split into those who are aware (23%) and those who profess to know nothing (28%).

The percentage of adult Americans aware that abusive conduct/workplace bullying happens at work is the sum of those with direct and vicarious experience plus those with no experience but who believe it happens and those who choose to rationalize abusive conduct as “routine.”

The sum of the “aware” groups is 72%. That means 72% of the adult American public is familiar with workplace bullying -- ranging from a painfully intimate immersion to a superficial recognition of the term without knowing many details.

At the Workplace Bullying Institute, we take some credit for this new high level of public awareness. Our work began in 1997 with the steadfast commitment to raising public awareness and the myriad of activities and programs developed since has expanded to drive that awareness.



U.S. WORKFORCE AFFECTED

37 million US workers report being subjected to “abusive conduct”
65.6 million are affected (those abused + those who witness it)

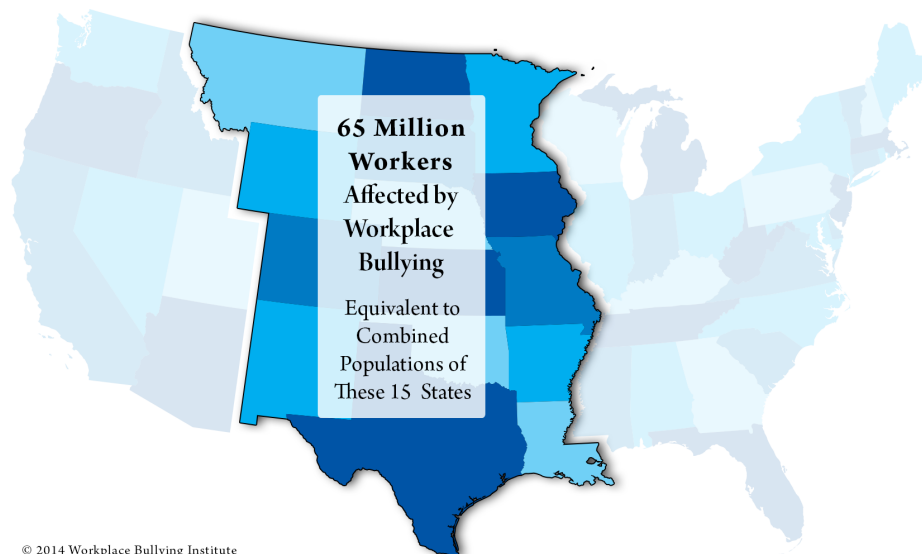
The survey was conducted at a time when the U.S. non-farm laborforce was approximately 137,499,000. By applying the prevalence proportions (Table 1), we are able to estimate the equivalent number of working Americans that correspond to each bullying experience category.

Table 2

Experiences	Labor Force Equivalent
I am experiencing it now or have experienced it in the last year	9,817,429
I have experienced it before, but not in the last year	27,073,553
<i>Total with Direct Experience</i>	36,890,982
I have seen it happen to others	15,038,462
I know that it has happened to others	13,671,329
<i>Total of those who Witnessed it</i>	28,709,791
<i>Total of Workers AFFECTED (Direct + Witnessed) by Bullying</i>	65.6 million
I’ve been a perpetrator myself	74,249
I have not experienced or witnessed it: I do believe it happens in workplaces	26,344,808
I have not experienced or witnessed it: I believe that non-harmful routine interactions are what others consider “mistreatment”	5,651,209
<i>Public Awareness of bullying in the workplace</i>	98,339,284
I have no personal experience of knowledge of, or an opinion about, workplace mistreatment	39,132,215
<i>Have Never Been Bullied</i>	71,128,232

The number of U.S. workers who are affected by bullying – summing over those with direct bullying and witnessing experiences – is 65.6 million, the combined population of 15 states from the central northern tier to the Gulf of Mexico.

Figure 2



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ZOGBY ANALYTICS SURVEY METHODOLOGY

The Workplace Bullying Institute commissioned Zogby Analytics to conduct an online survey of 1,000 adults in the US. All interviews were completed January 27 and 28, 2014. Using trusted interactive partner resources, thousands of adults were invited to participate in this interactive survey. Each invitation is password coded and secure so that one respondent can only access the survey one time.

Using information based on census data, voter registration figures, CIA fact books and exit polls, Zogby uses complex weighting techniques to best represent the demographics of the population being surveyed. Weighted variables may include age, race, gender, region, party, education, and religion.

Based on a confidence interval of 95%, the margin of error for 1,000 is +/- 3.2 percentage points. This means that all other things being equal, the identical survey repeated will have results within the margin of error 95 times out of 100. Subsets of the data have a larger margin of error than the whole data set. Additional factors can create error, such as question wording and question order.

One of the conventions used in Zogby surveys is to allow respondents a response option of “Not Sure.” WBI chose to eliminate the “Not Sure” responses from the sample in all questions. Below are the sample characteristics.

Table 18

Sample Characteristics	Frequency	Valid Percent*
Sample size	1,000	100
<i>Region</i>		
East	220	22
South	260	26
Central/Great Lakes	300	30
West	220	22
<i>Age</i>		
18-29	220	22
30-49	360	36
50-64	250	25
65+	170	17
<i>Race</i>		
White	680	68
Hispanic	130	13
African American	120	12
Asian/Pacific	41	4.1
Other/mixed	29	2.9
<i>Religion</i>		
Catholic	260	26
Protestant	530	53
Jewish	30	3
Other/None (religion)	180	18
<i>Respondent Gender</i>		
Male	485	48.5
Female	515	51.5
<i>Employment Status</i>		
Working	532	53.6
Unemployed – Looking for work	63	6.3