



Key Research Statistics from Teen/Mom Internet Safety Survey

Moms' fears about their teens online safety

- More than two in five worry about their teen's safety when he/she is online even at home, whether unsupervised in their bedrooms (43%) or in open area such as the living room (48%)
- 75% worry about teens being online unsupervised somewhere other than home, compared with 73% worrying about their teens when they are at a party or gathering with friends
- 22% are more worried concerned about what their child is doing online than what they are doing when they are out of the house

How concerned are moms compared to drinking and driving, experiment with drugs, unprotected sex, and meeting and interacting with strangers

- 66% worry just as much or more about their teen's online safety (e.g., from cyberbullying or solicitation by online sexual predators) kids' being cyberbullied as they do about them experimenting with drugs
- 63% worry just as much or more about their teen's online safety (e.g., from cyberbullying or solicitation by online sexual predators)kids' being cyberbullied as they do about drinking and driving
- 77% worry just as much or more about their teen's online safety as they do about their teens meeting and interacting with strangers
- 69% worry just as much or more about their teen's online safety (e.g., from cyberbullying or solicitation by online sexual predators) as they do about their kids having unprotected sex

Moms' biggest fears for the safety of their teens online

- 61% ranked sharing personal information online as their number one worry followed by infecting the home PC with a virus (58%), being solicited by an online predator (51%), being approached by people they don't know in the real world (49%) and being a victim of cyberbullying (e.g. receiving message, image or

videos intended to hurt or embarrass someone) and then downloading x-rated or “adult” content (e.g. pornography)

Impact of media coverage on parents’ fears

- 70% are now more concerned about their teen’s online safety because of the recent media coverage about crimes such as cyberbullying and solicitation by online sexual predators

Moms’ fears for teen boys versus teen girls

- 82% of moms with teen boys are extremely, very, or somewhat concerned about their online safety (e.g., from cyberbullying or solicitation by online sexual predators)
- 46% are just as worried about their teenage son’s online safety as his offline safety
- 90% of moms with teen girls are extremely, very, or somewhat concerned about their online safety (e.g., from cyberbullying or solicitation by online sexual predators)
- 59% are just as worried about their teenage daughter’s online safety as her offline safety

Confidence to keep their teens safe online

- 97% are somewhat, very, or extremely confident that they know how to keep their teens safe online

What moms rely on for information to keep their kids safe online

- Top sources are
 - 43% - their own children
 - 43% - their spouse or significant other
 - 42% - TV
 - 42% - Internet news sites such as Yahoo! and MSN

What moms think their kids do online

- 88% know that their teens typically use the Internet for communicating with friends/family and people they don’t know in the offline world via emails, social networks, and instant messaging tools

Ways moms keep track of their kids online

- 71% have a verbal agreement with their child – that is, a discussion of what is and isn’t allowed online
- 69% regularly ask their teen what he/she does online
- 62% per cent said they regularly check their child’s browser history
- 47% know the passwords to their teens’ accounts
- 32% make their teenager show me their complete profile on social networking sites

- 26% of moms said they have joined and “friended” their child on a social networking site
- 12 % use tracking software to monitor what their kids do online

Moms’ general attitudes

- 56% feel the government is not doing enough to keep children safe online
- 92% trust that their child is honest with them about their online behavior
- 47% admitted they don’t always know what their kids are up to online
- 47% said ensuring their teens safety online can be overwhelming
- 20% say they don’t know where to find the information they need to keep their child safe online
- 95% believe in today’s world it is as important to be “cyber savvy” as it is to be “street smart”

Teens online behavior

General teen attitudes to online safety

- 93% agree that they know how to be safe online and three in five (61%) strongly agree
- 72% do not tell their parents or guardians about what they do online unless asked
- 86% agree that, in today’s world, it is just as important to be “cyber savvy” as it is to be “street smart” and more than two in five (43%) strongly agree
- 87% say that their parents trust them to do what’s right when they’re online
- 72% typically use the Internet to download or view media, including music, videos, and adult content
- 46% say that they would not necessarily know if they were bullied or harassed online
- 22% say they would not know what to do if they were harassed or bullied online

Where teens access the Web

- 91% of teens who access the Internet somewhere other than at home do so at school (86%) or at the library (42%)

How teens would react if they found out their parents were monitoring what they do online

- 43% say they would change their online behavior if they knew that their parents were watching

- 39% believe that their online activity is private from everyone, including their parents
- 38% would feel offended if they found out their mother was spying on them
- 25% said they would feel shocked and hurt if they found out their mother was spying on them.

Dangers teens are exposing themselves to

- 64% have themselves or their friends have experienced having their password stolen, received threatening messages or have had rumors spread about them online
- 29% have been stalked or approached by a stranger or someone they don't know
- 22% have been cyberpranked and 24% have had private or embarrassing information made public without their permission
- 55 % of teens have given out personal information to someone they don't know including personal photos and physical descriptions of themselves (twice as many girls than boys)
- 33 % of teen girls have given out a photograph or a physical description of themselves to someone they don't know
- 29% of teens have posted mean hurtful information, embarrassing pictures, spread rumors or cyberpranked someone
- 39% download illegal music content
- 15% have viewed x-rated content
- 22% have accidentally downloaded a virus to infect their home PC
- 10% have used the Internet to cheat for school

How teens hide what they do online from their parents

- 67% say they know how to hide what they do online from their parents or guardians
- 47 % hit the minimize button on the PC screen at the sound of a parental step
- 40 % clearing the browser history when they have finished
- 18% have created a private email address or separate social networking site profile (7%)
- 10% have unlocked the parental controls or disable the filtering controls their parents had enabled