

GFI SOFTWARE 2011 PARENT-TEEN INTERNET SAFETY REPORT – TOPLINE DATA

TOPLINE DATA – PARENTS AND THEIR TEENS

Parents' questionnaire begins on p.2; teens' survey begins on p.10

METHODOLOGY SUMMARY

This survey is a probability sample – designed to be nationally representative - of 535 pairs of teens ages 13-17 and their parents in households with Internet access.¹ Survey sponsored by GFI Software, Inc.² Data collection and tabulation by Knowledge Networks of Palo Alto, Calif. Survey design and production by Mike Mokrzycki.

Web-based survey instrument fielded from March 22 to April 5, 2011; average completion time for each respondent was 8 minutes. Respondents were assured their answers would remain confidential, and parents, who gave consent for their teen to participate, were asked to give the teen privacy while completing the survey. Results of the survey were weighted by age, race/ethnicity, gender and other variables to account for unequal probabilities of selection into this sample.

Margin of sampling error: +/- 5.2 percentage points for teens, +/- 5.0 percentage points for parents, at the 95% confidence level. Surveys are subject to other error, including from question wording and order and from survey non-response.

See detailed methodology statement for additional information.

QUESTIONNAIRE NOTES

In the parents survey section, "(TEENAGER)" refers to the parent's sole teenager or, if the parent has multiple teens, the one randomly selected for the sample. In the teen survey, questions were worded to reflect two parents or a single parent depending on the teen's response to a screening question.

Where the identical question was asked both of parents and their teens, results for both are shown side-by-side. Where parents were asked to about teens' behaviors and teens were asked a similar question about their own behaviors, results for both are shown for comparison, with the distinctions noted. All questions for the parent and teen surveys are shown below in the order in which they were asked.

Several questions were asked of parents depending on their employment status. Knowledge Networks had this data about respondents to this study from previous interviews.

No more than 1% of respondents refused to answer any individual item. Thus refusals are not shown in the results below. In some cases they may be part of the reason why percentages don't sum to 100; rounding is another explanation.

* = <0.5%

¹ When Knowledge Networks recruits members to its KnowledgePanel[®] of survey respondents, the company supplies Internet access to households that don't have it – about one in five. Because of the subject matter of this study, the sample excluded households that have Internet access only because Knowledge Networks supplied it to them, as such people may differ in usage of and attitudes about the Internet from those who obtained Internet access on their own.

² GFI Inc. makes security-related software. Its sponsorship was not divulged at the start of the survey so as not to potentially bias responses. Separately from the survey, respondents could ask their KnowledgePanel representative who sponsored the survey and GFI's sponsorship would be disclosed.

PARENTS SURVEY (N=535 UNLESS NOTED OTHERWISE)

P1. Generally speaking, would you say: (ROTATE RESPONSE OPTIONS) (Teens were asked identical question)

	PARENTS	TEENS
Most people can be trusted	37%	37%
You can't be too careful in dealing with people	62	62

P2. Does (TEENAGER) have a cell phone?

	PARENT'S REPORT OF TEEN CELL STATUS	TEEN'S REPORT OF OWN CELL STATUS
Yes	80%	79%
No	20	20

[IF TEENAGER HAS CELL PHONE, ASK: (N=426)]

P3. Which comes closest to describing how frequently (TEENAGER) uses text messaging on (his/her) cell phone? (For comparison: TEENS with cell phones were asked to estimate their own frequency of using text messaging)

	PARENT'S ESTIM. OF TEEN'S USE	TEEN'S OWN ESTIMATE
(He/She) sends/receives texts most days, and many times a day	66%	65%
(He/She) sends/receives texts most days, but usually no more than a few times a day	15	17
(He/She) sends/receives texts at least a few times a week but not usually on a daily basis	6	7
(He/She) sends/receives texts infrequently	7	5
(He/She) never sends/receives texts	6	6

P4. Which of the following does (TEENAGER) use at least regularly to go online - that is, for Internet access? You need to check yes or no for each item:

	YES, (TEENAGER) uses this to go online	NO, (TEENAGER) does not use this to go online	I don't know
a. A desktop computer at home	73	27	*
b. A desktop computer at school	54	26	21
c. A desktop computer somewhere else	18	62	20
d. A laptop computer at home	62	37	2
e. A laptop computer at school	12	61	27
f. A laptop computer somewhere else	10	67	23
g. An iPad or other "tablet" computer	5	84	11

[IF TEENAGER HAS CELL PHONE (P2.=YES), SHOW H. AND I.: (N=426)]

	YES	NO	I don't know
h. A "smart phone" like an iPhone, Droid or Blackberry	24	69	7
i. Some other kind of cell phone with web access	20	71	8
j. Some other device(s)	19	63	17

[IF P4.= "SOME OTHER DEVICE," ASK: (N=102)]

P4-OTHER. You told us (TEENAGER) uses "some other device(s)" at least occasionally to go online. Please describe the device(s). (OPEN END)

- 64% named iPod, iPod Touch or variations (like "iTouch")
- 34% named variations of PlayStation, Nintendo, xBox and/or Wii
- 3% named cell phones
- 7% named other types of devices

(Respondents could note multiple types of devices, so percentages exceed 100.)

[IF P4.= "COMPUTER DESKTOP AT HOME" OR "LAPTOP COMPUTER AT HOME," ASK: (N=526)]

P5. Thinking about the computer (TEENAGER) uses MOST OFTEN at HOME... Is (TEENAGER) the only person who uses that computer, or does (he/she) share it with other people in your household? (Teens were asked the same about the computer they use most often at home)

	PARENTS	TEENS
(He/she) is the only person who uses that computer	27	26
(He/she) shares that computer with other people in the household	73	74

[IF PARENT IS "WORKING AS A PAID EMPLOYEE," ASK: (N=331)]

P6. Does your company supply you with a laptop or other work computer that you use at home?

	PARENTS
Yes	23
No	77

[IF PARENT IS "WORKING - SELF-EMPLOYED," ASK: (N=65 - WARNING, SMALL SAMPLE SIZE)]

P7. Do you have a computer that you purchased for work purposes?

	PARENTS
Yes	58
No	42

[IF PARENT HAS A WORK COMPUTER, ASK: (N=111)]

P8. Do you ever let (TEENAGER) use your work computer?

	PARENTS
Yes	37
No	63

[IF PARENT HAS A WORK COMPUTER (N=111)]

P9. How often do you use your work computer for personal business?

	PARENTS
Often	25
Sometimes	33
Seldom	32
Never	11

[IF PARENT IS "WORKING AS A PAID EMPLOYEE" AND HAS A WORK COMPUTER (N=74)]

P10. How often do you install software on your work computer that was not approved by your company?

Results omitted because subgroup size too small for statistical reliability

	PARENTS
Often	
Sometimes	
Seldom	
Never	

[IF PARENT WORKS (N=396)]

P11. How often do you connect a personal computing device that you own to a corporate network?

	PARENTS
Often	5
Sometimes	9
Seldom	7
Never	78

[IF PARENT EVER CONNECTS PERSONAL DEVICE TO CORPORATE NETWORK (P11=OFTEN, SOMETIMES, SELDOM) (N=90 - WARNING, SMALL SAMPLE SIZE)]

P12. Are you required to take any security measures for your personal computing device that you own before you connect it to a corporate network?

	PARENTS
Yes	58
No	42

P13. Do you ever use a small portable device such as a thumb drive or flash drive to transfer data from one computer to another?

	PARENTS	TEENS
Yes	60	57
No	40	43

P14. Do you ever use software that enables you to connect to or control another person's computer to fix problems or to share files or desktops?

	PARENTS	TEENS
Yes	15	7
No	85	93

P15. About how long have you been using the Internet?

	PARENTS
I started using the Internet within the past five years	12
I've been using the Internet for more than five years but less than 10 years	19
I've been using the Internet for more than 10 years but less than 15 years	34
I've been using the Internet for more than 15 years	35

P16. How would you describe how frequently **(TEENAGER)** uses the Internet? Would you say **(TEENAGER)** is: *(Teens were asked to describe their own Internet use, using the same response scale)*

	PARENTS DESCRIP. OF TEEN'S USE	TEEN'S OWN DESCRIPTION
A heavy user of the Internet	29	28
A moderate user of the Internet	51	54
A light user of the Internet	20	19

P17. Overall, how confident are you that you can keep things like computer viruses, spyware and other potentially dangerous programs off of computers when you want to? *(Teens were asked identical question)*

	PARENTS	TEENS
Very confident	21	25
Somewhat confident	55	52
Not too confident	20	18
Not at all confident	4	4

P18. Do you happen to have virus protection on the computer(s) you own in your home?

	PARENTS
Yes	89
No	7
I don't know	4

[IF PARENT HAS ANTI-VIRUS SOFTWARE (N=485)]

P19. As you may know, anti-virus programs use something called a "virus definition file," which allows the program to identify and protect against viruses and other potentially dangerous software. How often do you update the virus definition file for your anti-virus program?

	PARENTS
Daily	28
Weekly	27
Less often than weekly	19
I don't know	24

P20. Have you ever discussed Internet safety with **(TEENAGER)**? *(Teens were asked if their parents ever discussed Internet safety with them)*

	PARENTS	TEENS
Yes	94	84
No	6	10
I don't know	n/a	6

P21. Does **(TEENAGER)**'s school teach safe Internet practices? *(Teens were asked same question about their school)*

	PARENTS	TEENS
Yes	65	76
No	2	15
I don't know	33	9

P22. Does **(TEENAGER)**'s school monitor Internet use by students?

	PARENTS
Yes	73
No	1
I don't know	26

P23. Have you established rules in your household about **(TEENAGER)**'s use of the Internet? *(Teens were asked if their parents have established these rules)*

	PARENTS	TEENS
Yes	88	82
No	12	19

[IF PARENTS HAVE ESTABLISHED INTERNET USAGE RULES (N=474)]

P24. How strictly would you say you enforce rules about **(TEENAGER)**'s use of the Internet? *(Teens were asked how strictly their parents enforce these rules)*

	PARENTS	TEENS
Very strictly	35	33
Somewhat strictly	52	45
Not too strictly	11	20
Not at all strictly	1	2

P25. Thinking about any computers you use at home ... Do you use monitoring software **or a filter that keeps (TEENAGER) from going to some types of Internet sites?** *(Teens were asked if their parents use such software)*

	PARENTS	TEENS
Yes	36	24
No	64	44
I don't know	n/a	32

P26. After **(TEENAGER)** goes online at home, do you ever check to see what web sites (he/she) went to? *(Teens were asked if their parents check)*

	PARENTS	TEENS
Yes	64	24
No	35	28
I don't know	n/a	49

P27. Now we're going to ask you about some things **(TEENAGER)** may do online. As a reminder, your answers are strictly confidential and won't be shared with anyone.

To the best of your knowledge, how often does **(TEENAGER)** do each of the following? You need to check an answer to each item. **[RANDOMIZE FIRST FOUR ITEMS; ALWAYS LIST ADULT WEB SITE ITEM LAST]**

	Often	Some- times	Seldom	Never	I don't know
a. Play online games	26	37	23	13	*
b. Download files to a computer in your home such as music, video or picture files or computer games	16	46	19	18	1
c. Use your credit card to buy something online, including to set up an iTunes gift card	1	16	19	63	*
d. Install any software on a computer in your home, including software (he/she) downloaded from the Internet	3	19	33	42	3
e. Visit a web site intended only for adults	*	3	12	71	13

P28. To the best of your knowledge, do you think **(TEENAGER)** has ever done either of the following? You need to answer yes or no for each item. (ROTATE RESPONSE OPTIONS)

	Yes	No	I don't know
a. Bullied anyone using your computer or by text-messaging from a cell phone	2	90	8
b. Been bullied by anyone online or by text message from a cell phone	8	82	10

P29. Have you ever had a virus or other potentially dangerous program affect a computer you were using at home?

	PARENTS	TEENS
Yes	65	47
No	35	53

[IF PARENT HAS HAD A COMPUTER VIRUS, ASK: (N=343)]

P30. Have you had viruses or other potentially dangerous programs affect a computer you were using at home only once or more than once? *(Teens were asked the same question; N=247)*

	PARENTS	TEENS
Only once	45	48
More than once	55	52

[IF PARENT HAS HAD A COMPUTER VIRUS, ASK: (N=343)]

P31. When you've had a virus or other potentially dangerous program affect a computer you were using at home, generally, how serious a problem has it caused? *(Teens were asked the same question; N=247)*

	PARENTS	TEENS
Very serious	18	22
Somewhat serious	44	37
Not too serious	33	36
Not at all serious	4	5

On a slightly different topic ...

P32. Do you have a Facebook profile?

	PARENTS	TEENS
Yes	63	76
No	37	24

P33. Does **(TEENAGER)** have a Facebook profile?

	PARENTS
Yes	73
No	27

[IF PARENT AND TEEN HAVE FACEBOOK PROFILES, ASK: (N=284)]

P34. Are you a Facebook "friend" of **(TEENAGER)**? *(Teens were asked if they were Facebook "friends" with at least one parent; N=353)*

	PARENTS	TEENS
Yes	87	87
No	13	12

[IF PARENT DOES NOT HAVE A FACEBOOK PROFILE OR HAS ONE BUT IS NOT A FACEBOOK "FRIEND" OF (TEENAGER), ASK: (N=151)]

P35. How closely do you monitor what **(TEENAGER)** does on Facebook? *(Teens not Facebook "friends" with a parent were asked how closely their parents monitor what they do on Facebook; N=94)*

	PARENTS	TEENS
Very closely	11	2
Somewhat closely	32	18
Not too closely	37	41
Not closely at all	19	32

P36. Which of these statements comes closer to your view:

	PARENTS	TEENS
Most teens do things online that they wouldn't want their parents to know about	73	74
Most teens don't do things online that they'd want to hide from their parents	27	25

***** END PARENTS SURVEY *****

TEENS SURVEY (N=535 UNLESS NOTED OTHERWISE)

T1. Generally speaking, would you say: (ROTATE RESPONSE OPTIONS) (Parents were asked identical question)

	TEENS	PARENTS
Most people can be trusted	37%	37%
You can't be too careful in dealing with people	62	62

T2. Do you have a cell phone?

	TEEN'S REPORT OF OWN CELL STATUS	PARENT'S REPORT OF TEEN'S CELL STATUS
Yes	79%	80%
No	20	20
Ref	1	*

[IF TEEN HAS CELL PHONE, ASK: (N=422)]

T3. Which comes closest to describing how frequently you use text messaging on your cell phone?

	TEEN'S OWN USE OF TEXTS	PARENT'S ESTIM. OF TEEN'S USE
I send/receive texts most days, and many times a day	65%	66%
I send/receive texts most days, but usually no more than a few times a day	17	15
I send/receive texts at least a few times a week but not usually on a daily basis	7	6
I send/receive texts infrequently	5	7
I never send/receive texts	6	6

T4. Which of the following do you use at least regularly to go online - that is, for Internet access? You need to check yes or no for each item:

	YES, I use this to go online	NO, I do not use this to go online
a. A desktop computer at home	71	30
b. A desktop computer at school	67	33
c. A desktop computer somewhere else	28	72
d. A laptop computer at home	64	36
e. A laptop computer at school	23	76
f. A laptop computer somewhere else	18	82
g. An iPad or other "tablet" computer	8	92

[IF TEENAGER HAS CELL PHONE (P2.=YES), SHOW H. AND I.: (N=422)]

h. A "smart phone" like an iPhone, Droid or Blackberry	29	71
i. Some other kind of cell phone with web access	22	78
j. Some other device(s)	24	75

[IF P4.= "SOME OTHER DEVICE," ASK (N=127)]

T4-OTHER. You told us you use "some other device(s)" at least occasionally to go online. Please describe the device(s). (OPEN END)

- 51% named iPod, iPod Touch or variations (like "iTouch")
- 44% named variations of PlayStation, Nintendo, xBox and/or Wii
- 22% named cell phones
- 4% named other devices

(Respondents could note multiple types of devices, so percentages exceed 100.)

[IF P4.= "COMPUTER DESKTOP AT HOME" AND/OR "LAPTOP COMPUTER AT HOME," ASK: (N=525)]

T5. Thinking about the computer you use MOST OFTEN at HOME... Are you the only person who uses that computer, or do you share it with other people in your household? *(Parents were asked whether the teenager shares the computer or not)*

	TEENS	PARENTS
I am the only person who uses that computer	26	27
I share that computer with other people in the household	74	73

T6. Do you ever use a small portable device such as a thumb drive or flash drive to transfer data from one computer to another?

	TEENS	PARENTS
Yes	57	60
No	43	40

T7. Do you ever use software that enables you to connect to or control another person's computer to fix problems or to share files or desktops?

	TEENS	PARENTS
Yes	7	15
No	93	85

T8. At about what age did you start using the Internet?

	TEENS
8 or younger	31
9 or 10	32
11 or 12	28
13 or older	9

T9. How would you describe how frequently you use the Internet? Would you say you are: *(Parents were asked to estimate their teen's Internet use, using the same response scale)*

	TEEN'S OWN DESCRIPTION	PARENTS DESCRIP. OF TEEN'S USE
A heavy user of the Internet	28	29
A moderate user of the Internet	54	51
A light user of the Internet	19	20

T10. Overall, how confident are you that you can keep things like computer viruses, spyware and other potentially dangerous programs off of computers when you want to? *(Parents were asked identical question)*

	TEENS	PARENTS
Very confident	25	21
Somewhat confident	52	55
Not too confident	18	20
Not at all confident	4	4

T11. Does your school teach safe Internet practices? *(Parents were asked same question about the teenager's school)*

	TEENS	PARENTS
Yes	76	65
No	15	2
I don't know	9	33

T12. (Have your parents/Has your parent) ever discussed Internet safety with you? *(Parents were asked if they've ever discussed Internet safety with the teen)*

	TEENS	PARENTS
Yes	84	94
No	10	6
I don't know	6	n/a

T13. (Have your parents/Has your parent) established rules about your use of the Internet? *(Parents were asked if they have established these rules)*

	TEENS	PARENTS
Yes	82	88
No	19	12

[IF PARENTS HAVE ESTABLISHED INTERNET USAGE RULES, ASK: (N=435)]

T14. How strictly would you say your (parent/parents) enforce rules about your use of the internet? *(Parents were asked how strictly they enforce these rules)*

	TEENS	PARENTS
Very strictly	33	35
Somewhat strictly	45	52
Not too strictly	20	11
Not at all strictly	2	1

T15. Thinking about any computers you use at home ... (Does your parent/Do your parents) use monitoring software or a filter that keeps you from going to some types of Internet sites? *(Parents were asked if they use such software)*

	TEENS	PARENTS
Yes	24	36
No	44	64
I don't know	32	n/a

T16. After you go online at home, (does your parent/do your parents) ever check to see what web sites you went to? (Parents were asked if they check)

	TEENS	PARENTS
Yes	24	64
No	28	35
I don't know	49	n/a

T17. Now we're going to ask you about some things you may do online. As a reminder, your answers are strictly confidential and won't be shared with anyone, including your (parent/parents).

How often do you do each of the following? You need to check an answer for each item.

	Often	Sometimes	Seldom	Never
[RANDOMIZE A-G, ALWAYS KEEP H LAST]				
a. Play online games	29	40	18	13
b. Download files to your computer, such as music, video or picture files or computer game	26	43	16	15
c. Use a parent's credit card to buy something online, including to set up an iTunes gift card	3	12	15	70
d. Install any software on a computer in your home, including software you downloaded from the Internet	5	23	28	44
e. Share an online password with someone	*	7	17	76
f. Create an account that your parents didn't know about on an online service	1	14	19	65
g. Clear the history in your web browser to prevent someone from seeing what sites you visited	5	18	19	57
h. Visit a web site intended only for adults	2	7	16	76

T18. Have you ever done each of the following? You need to answer yes or no for each item.

	Yes	No
[ROTATE A AND B]		
a. Said something to someone via the Internet or text message that you wouldn't have said to his or her face	31	69
b. Been contacted online by someone with no connection to you or any of your friends	29	71
[ROTATE C AND D]		
c. Bullied anyone using your computer or by text-messaging from a cell phone	4	96
d. Been bullied by anyone online or by text message from a cell phone	11	89

[IF TEENAGER EVER PLAYS ONLINE GAMES (T17.A. = OFTEN, SOMETIMES OR SELDOM), ASK: (N=468)]

T19. You told us you have played online games. Did any of those games involve betting with real money?

	TEENS
Yes	1%
No	99

[IF TEENAGER EVER VISITED AN ADULT WEBSITE (T17.H. = OFTEN, SOMETIMES OR SELDOM), ASK: (N=140)]

T20. Have you ever lied about your age to gain access to an adult web site?

	TEENS
Yes	53%
No	47

[IF TEENAGER HAS BEEN CONTACTED ONLINE BY SOMEONE WITH NO CONNECTION TO THEM, ASK: (N=160)]

T21. You told us you've been contacted online by someone with no connection to you or any of your friends. Has this happened to you only once or more than once?

	TEENS
Only once	38%
More than once	62

[IF TEENAGER HAS BEEN CONTACTED ONLINE BY SOMEONE WITH NO CONNECTION TO THEM, ASK: (N=160)]

T22. When you've been contacted online by someone with no connection to you or any of your friends, have you ever responded?

	TEENS
Yes	23%
No	76

T23. Have you ever had a virus or other potentially dangerous program affect a computer you were using at home?

	TEENS	PARENTS
Yes	47	65
No	53	35

[IF TEEN HAS HAD A COMPUTER VIRUS, ASK: (N=246)]

T24. Have you had viruses or other potentially dangerous programs affect a computer you were using at home only once or more than once? (Parents were asked the same question; N=344)

	TEENS	PARENTS
Only once	48	45
More than once	52	55

[IF TEEN HAS HAD A COMPUTER VIRUS, ASK: (N=246)]

T25. When you've had a virus or other potentially dangerous program affect a computer you were using at home, generally, how serious a problem has it caused? (Parents were asked the same question; N=343)

	TEENS	PARENTS
Very serious	22	18
Somewhat serious	37	44
Not too serious	36	33
Not at all serious	5	4

T26. On a slightly different topic ...

Do you have a Facebook profile?

	TEENS	PARENTS
Yes	76	63
No	24	37

T27. Does (your parent / at least one of your parents) have a Facebook profile?

	TEENS
Yes	79
No	21

[IF PARENT AND TEEN HAVE FACEBOOK PROFILES, ASK: (N=353)]

T28. Is (your parent/at least one of your parents) a "friend" of yours on Facebook? (Parents were asked if they were Facebook "friends" with the surveyed teen; N=284)

	TEENS	PARENTS
Yes	87	87
No	12	13

[IF PARENTS DON'T HAVE FACEBOOK PROFILES OR DO BUT ARE NOT FACEBOOK "FRIENDS" WITH THE TEEN, ASK: (N=94 - WARNING, SMALL SAMPLE SIZE)]

T29. How closely (does your parent/do your parents) monitor what you do on Facebook? (Parents not Facebook "friends" with the teen were asked how closely their parents monitor what they do on Facebook; N=151)

	TEENS	PARENTS
Very closely	2	11
Somewhat closely	18	32
Not too closely	41	37
Not closely at all	32	19

T30. Which of these statements comes closer to your view:

	TEENS	PARENTS
Most teens do things online that they wouldn't want their parents to know about	74	73
Most teens don't do things online that they'd want to hide from their parents	25	27

[IF PARENTS DON'T HAVE FACEBOOK PROFILES OR DO BUT ARE NOT FACEBOOK "FRIENDS" WITH THE TEEN, ASK: (N=94 - WARNING, SMALL SAMPLE SIZE)]

T31. What about you - do you ever post things on Facebook that you wouldn't want your (parent/parents) to see?

	TEENS
Yes	33
No	67

[IF TEEN HAS A FACEBOOK PROFILE, ASK: (N=404)]

T32. How well do you understand how to control privacy settings in Facebook?

	TEENS
I have a good idea how to do it	83
I'm not really sure how to do it	17

[IF TEEN HAS A FACEBOOK PROFILE, ASK: (N=404)]

T33. What kind of viewing access do you allow to your status, photos and posts on your Facebook profile?

	TEENS
Friends only	71
Friends of friends	13
Everyone	8
Customized access	8

*** END TEEN SURVEY ***