Teens and Privacy Management Survey 2012   EXCERPT   11/7/2012

Data for July 26–September 30, 2012

Princeton Survey Research Associates International for
the Pew Research Center's Internet & American Life Project

Sample: n= 802 parents of 12-17 year olds and 802 teens ages 12-17
Interviewing dates: 07.26.2012 – 09.30.2012

Margin of error is plus or minus 4.5 percentage points for results based on total parents [n=802]

PARENT INTERVIEW

Q1 Do you ever use a social networking site like Facebook or Twitter?[1]

	CURRENT PARENTS		JULY 2011[i]
%	66	Yes	58
	33	No	28
	*	Do not use the internet (VOL.)	13
	0	Don't know	*
	0	Refused	*

Q2 Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?

	CURRENT PARENTS	
%	23	Most people can be trusted
	72	You can't be too careful
	4	It depends (VOL.)
	1	Don't know
	*	Refused

Q3 Does your [AGE]-year old [INSERT: (boy) / (girl)] use the internet, either on a computer or a cell phone?[2]

	CURRENT PARENTS		JULY 2011	NOV 2007[ii]	NOV 2006[iii]	NOV 2004[iv]
%	96	Yes	93	85	80	80
	4	No	6	15	20	20
	0	Don't know	1	1	1	*
	0	Refused	*	--	--	--

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[1] July 2011 question wording was slightly different: "Do you ever use an online social networking website like LinkedIn or Facebook?" Trend was asked of parent internet users [N=717]. Trend results shown here are based on Total parents.
[2] November 2007 and earlier, trend question wording was: "Does this child ever use the Internet or go online to send and receive email?"

Q4   Does this child use a social networking site like Facebook or Twitter?[3]

Based on parents of teen internet users

	CURRENT PARENTS		JULY 2011	NOV 2006
%	78	Yes	75	49
	20	No	22	45
	2	Don't know	3	6
	0	Refused	*	0
	[n=781]		[n=759]	[n=790]

Q5   Still thinking about your child's use of technology... Have you ever [INSERT ITEM; RANDOMIZE]?

	YES	NO	DON'T KNOW	REFUSED
Items A thru C: Based on parents of teen internet users				
a. Read a privacy policy for a website or social network site your child was using				
Current Parents [N=781]	44	55	1	*
b. Searched for your child's name online to see what information is available about them				
Current Parents	42	57	*	0
c. Used parental controls or other means of blocking, filtering or monitoring your child's online activities				
Current Parents	50	50	0	0
July 2011 [N=759]	54	45	1	0

Q5 continued...

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[3] July 2011 question wording was: "Does this child use an online social network like Facebook or MySpace?" November 2006 question wording was: "Do you happen to know if your child has a personal profile posted anywhere on the internet, like on a social networking site like MySpace or Facebook?"

Q5 continued...

	YES	NO	DON'T KNOW	REFUSED
Items D & E: Based on parents of teen SNS users				
d. Helped your child set up privacy settings for a social network site				
Current Parents [N=595]	39	60	*	0
e. Talked with your child because you were concerned about something posted to their profile or account				
Current Parents	59	41	*	*
Item F: Based on parent SNS users whose teen also uses SNS				
f. Commented or responded directly to something posted on your child's social network profile or account				
Current Parents [N=415]	50	50	0	0

Q6 In addition to the ways the internet and cell phones are useful for teens like yours, some parents have concerns about technology. For each of the following, please tell me how concerned, if at all, you are about these issues. (First,) what about... [INSERT ITEM; RANDOMIZE]?

[READ FOR FIRST ITEM, THEN AS NECESSARY: Are you very, somewhat, not too or not at all concerned?]

Based on parents of teen internet users [N=781]

	VERY	SOME-WHAT	NOT TOO	NOT AT ALL	(VOL.) DOESN'T APPLY	DON'T KNOW	REFUSED
a. How your child manages their reputation online	49	20	16	15	n/a	*	*
b. How much information advertisers can learn about your child's online behavior	46	35	12	7	n/a	*	*
c. How your child interacts online with people they do not know	53	19	10	9	8	*	*
d. How your child's online activity might affect their future academic or employment opportunities	44	26	18	11	n/a	1	1

[i] July 2011 trends based on the "Parents and Teens Digital Citizenship Survey," conducted April 19 – July 14, 2011 [n=799 parents of 12-17 year-olds, n=770 internet teens and 29 offline teens].

[ii] Nov 2007 trends based on the "Parents and Teens Survey on Writing," conducted September 19-November 16, 2007 [n=700 parents of 12-17 year-olds, n=664 internet teens and 36 offline teens].

[iii] Nov 2006 trends based on the "Parents and Teens 2006 Survey," conducted October 23-November 19, 2006 [n=935 parents of 12-17 year-olds, n=886 internet teens and 49 offline teens].

[iv] Nov 2004 trends based on the "Parents and Teens 2004 Survey," conducted October 26-November 28, 2004 [n=1,100 parents of 12-17 year-olds, n=971 online 12-17 year-olds and 129 12-17 year-olds who do not use the internet].