

Teens and Privacy Management Survey 2012

Final Revised Topline

5/9/2013

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]
Margin of error is plus or minus 4.5 percentage points for results based on total teens [n=802]
Margin of error is plus or minus 4.6 percentage points for results based on total teens [n=781]
Margin of error is plus or minus 4.6 percentage points for results based on teen internet users [n=778]
Margin of error is plus or minus 5.1 percentage points for results based on teen SNS or Twitter users [n=632]
Margin of error is plus or minus 5.3 percentage points for results based on teens with a Facebook account [n=588]
Margin of error is plus or minus 9.4 percentage points for results based on teens with a Twitter account [n=180]

K2 As I read the following list of items, please tell me if you happen to have each one, or not. Do you have...[INSERT ITEMS IN ORDER]?

	YES	NO	DON'T KNOW	REFUSED
a. A cell phone... or an Android, iPhone or other device that is also a cell phone ¹				
Current Teens	78	22	0	0
July 2011	77	23	0	0
September 2009	75	25	0	0
February 2008	71	29	0	--
November 2007	71	29	0	--
November 2006	63	37	0	--
November 2004	45	55	0	--
b. A tablet computer like an iPad, Samsung Galaxy, Motorola Xoom, or Kindle Fire				
Current Teens	23	77	0	0

K2a_1 Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone, such as an iPhone or Android, or are you not sure?²

Based on teen cell phone owners

	CURRENT TEENS		JULY 2011
%	47	Yes, smartphone	30
	49	No, not a smartphone	56
	4	Not sure/Don’t know	14
	0	Refused	0
	[n=637]		[n=642]

¹ Prior to 2009, trend wording was “A cell phone”. Item wording in September 2009 and July 2011 was: “A cell phone... or a Blackberry, iPhone or other device that is also a cell phone”

² July 2011 wording was: “Is that a smartphone or not... or are you not sure?”

K16 Have you ever downloaded a software application or “app” to your cell phone or tablet computer, or have you never done this?

Based on teens who have a cell phone or tablet [N=668]

	<u>CURRENT TEENS</u>	
%	71	Yes, have done this
	29	No, have never done this
	*	Phone/Tablet can NOT download apps (VOL.)
	*	Don't know
	0	Refused

K17 Have you ever [INSERT ITEMS; RANDOMIZE]?

Based on teens who download apps to their cell phone or tablet [N=489]

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW</u>	<u>REFUSED</u>
a. Decided to not install a cell phone or tablet app because you found out you would have to share personal information in order to use it	51	49	1	*
b. Uninstalled an app on your cell phone or tablet because you found out it was collecting personal information that you didn't want to share	26	73	*	0
c. Turned off the location tracking feature on your cell phone or in an app because you were worried about other people or companies being able to access that information	46	52	1	*