

Privacy Matters: Parents and Teens Share Attitudes and Opinions

Methodology: This SurveyMonkey online poll was conducted May 5-22, 2018 among a national sample of 19,063 adults, including 3,222 parents with children between 13 and 17 years old and 985 teenagers age 13 to 17. Respondents for this survey were selected from the nearly 3 million people who take surveys on the SurveyMonkey platform each day. The modeled error estimate for this survey is plus or minus 2.5 percentage points among parents of teenagers, and 3.5 percentage points among teens. Data have been weighted for age, race, sex, education, and geography using the Census Bureau's American Community Survey to reflect the demographic composition of the United States age 18 and over.

Which of the following social networking sites have you used in the last year? (SELECT ALL THAT APPLY)

| | Parents of Teens | Teens |
|-------------------|------------------|-------|
| Facebook | 78% | 37% |
| Instagram | 41% | 74% |
| Twitter | 29% | 36% |
| Snapchat | 27% | 73% |
| None of the above | 14% | 13% |
| No answer | 1% | 1% |

Do you agree or disagree with the following statement: In general, social networking sites and apps do a good job explaining what they will do with my data. (AMONG SOCIAL MEDIA USERS)

| | Parents of Teens | Teens |
|---------------------------|------------------|-------|
| Strongly agree | 9% | 8% |
| Somewhat agree | 16% | 28% |
| Neither agree or disagree | 21% | 30% |
| Somewhat disagree | 22% | 21% |
| Strongly disagree | 32% | 13% |
| No answer | 0% | 0% |

How important is it for social networking sites to clearly label what information is collected about you and how it is used? (AMONG SOCIAL MEDIA USERS)

| | Parents of Teens | Teens |
|----------------------|------------------|-------|
| Extremely important | 58% | 41% |
| Very important | 26% | 29% |
| Moderately important | 10% | 21% |
| Slightly important | 3% | 6% |
| Not at all important | 2% | 2% |
| No answer | 1% | 0% |

How important is it for social networking sites to ask for your permission before sharing or selling your personal information? (AMONG SOCIAL MEDIA USERS)

| | Parents of Teens | Teens |
|----------------------|------------------|-------|
| Extremely important | 77% | 69% |
| Very important | 15% | 15% |
| Moderately important | 6% | 9% |
| Slightly important | 1% | 4% |
| Not at all important | 1% | 2% |
| No answer | 0% | 1% |

How worried are you that social networking sites use your data to allow advertisers to target you with ads? (AMONG SOCIAL MEDIA USERS)

| | Parents of Teens | Teens |
|--------------------|------------------|-------|
| Extremely worried | 35% | 14% |
| Very worried | 22% | 17% |
| Moderately worried | 26% | 37% |
| Slightly worried | 8% | 17% |
| Not at all worried | 9% | 15% |
| No answer | 0% | 1% |

Have you ever changed your privacy settings on a social networking site to limit what you share with others? (AMONG SOCIAL MEDIA USERS)

| | Parents of Teens | Teens |
|-----------|------------------|-------|
| Yes | 86% | 79% |
| No | 14% | 20% |
| No answer | 0% | 1% |

What are your reasons for not adjusting your privacy settings? (AMONG SOCIAL MEDIA USERS WHO HAVEN'T CHANGED THEIR PRIVACY SETTINGS)

| | Parents of Teens | Teens |
|--|------------------|-------|
| Too difficult to find | 14% | 10% |
| Hard to understand what the settings do | 7% | 8% |
| I am comfortable with my privacy settings the way they are | 28% | 24% |
| Other (please specify) | 48% | 56% |
| No answer | 3% | 2% |

How often do you read the "terms of service" on social networking sites, which detail about what personal data social networks and apps collect? (AMONG SOCIAL MEDIA USERS)

| | Parents of Teens | Teens |
|------------------------|------------------|-------|
| Every time | 18% | 5% |
| Almost every time | 18% | 12% |
| Occasionally/Sometimes | 33% | 25% |
| Almost never | 20% | 22% |
| Never | 10% | 35% |

What are your reasons for not reading the terms of service? (AMONG SOCIAL MEDIA USERS WHO "ALMOST NEVER" OR "NEVER" READ THE TERMS OF SERVICE)

| | Parents of Teens | Teens |
|---|------------------|-------|
| Hard to understand | 14% | 7% |
| Too long | 8% | 6% |
| Not interested in what they have to say | 66% | 65% |
| Other (please specify) | 12% | 21% |
| No answer | 0% | 0% |

Do you agree or disagree with the following statement: I will give details about myself to a website or app to be able to get something that I want. (AMONG SOCIAL MEDIA USERS)

| | Parents of Teens | Teens |
|---------------------------|------------------|-------|
| Strongly agree | 8% | 8% |
| Somewhat agree | 30% | 31% |
| Neither agree or disagree | 25% | 32% |
| Somewhat disagree | 18% | 17% |
| Strongly disagree | 19% | 10% |
| No answer | 0% | 1% |

How concerned are you that there are fake accounts and "bots" on social media platforms that are used to try to sell you things or influence you? (AMONG SOCIAL MEDIA USERS)

| | Parents of Teens | Teens |
|----------------------|------------------|-------|
| Extremely concerned | 40% | 18% |
| Very concerned | 25% | 20% |
| Moderately concerned | 20% | 34% |
| Slightly concerned | 7% | 14% |
| Not at all concerned | 6% | 13% |
| No answer | 1% | 1% |

Do any of your teenage children between 13 to 17 years old use a social networking site?

| | Parents of Teens |
|-----------|------------------|
| Yes | 78% |
| No | 21% |
| No answer | 1% |

Do you believe that social networking companies should be allowed to collect teenagers' personal data for any of the following reasons? (SELECT ALL THAT APPLY)

| | Parents of Teens |
|--------------------------------|------------------|
| To deliver better-targeted ads | 8% |
| To allow for parental controls | 45% |
| None of the above | 49% |
| No answer | 1% |

Have you ever spoken to your teenager about how they can protect their privacy online?

| | Parents of Teens |
|-----------|------------------|
| Yes | 88% |
| No | 10% |
| No answer | 1% |

How much have you heard about the recent controversy regarding Facebook and Cambridge Analytica?

| | Parent of Teens | Teens |
|----------------|-----------------|-------|
| A lot | 38% | 38% |
| A little | 36% | 36% |
| Nothing at all | 24% | 24% |
| No answer | 2% | 2% |

Has this controversy caused you to be more cautious using social media, more cautious using just Facebook, or has it not affected your social media use?

| | Parents of Teens | Teens |
|--|------------------|-------|
| More cautious about all social media | 63% | 38% |
| More cautious about Facebook, but not other social media | 12% | 26% |
| No effect | 23% | 35% |
| No answer | 1% | 1% |

Gender

| | Parents of Teens | Teens |
|--------|------------------|-------|
| Male | 46% | 50% |
| Female | 54% | 50% |

Race/Ethnicity

| | Parents of Teens | Teens |
|----------|------------------|-------|
| White | 54% | 55% |
| Black | 17% | 14% |
| Hispanic | 19% | 22% |
| Asian | 3% | 4% |
| Other | 7% | 5% |

What is the last grade of school you completed?

| | Parents of Teens |
|------------------------------|------------------|
| Did not complete high school | 4% |
| High school or G.E.D. | 27% |
| Associate's degree | 10% |
| Some college | 22% |
| College graduate | 27% |
| Post graduate degree | 10% |