

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?

	Teens
Friends	88%
Family members	10%
Businesses/Brands	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%