



Research Findings

March 2007

Cox Communications
Teen Internet Safety
Survey, Wave II – in
Partnership with the
National Center for
Missing & Exploited
Children[®] (NCMEC) and
John Walsh

(Fielded Among Young People Aged 13-17)

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Cox Teen Internet Safety Study Wave II

- > Cox Communications is committed to youth and education and, through its Take Charge program (www.cox.com/TakeCharge), wants to empower families to make smart choices in the use of TV, the Internet and other mass media in the home.
- > In 2006, Cox partnered with the National Center for Missing & Exploited Children[®] (NCMEC) and TV host and children's advocate John Walsh to better understand teen online behavior, Internet safety, and the role parents play in their children's use of online media. They commissioned TRU to conduct a national survey among 1,000 U.S. teenagers ages 13-17. In early 2007, Cox—again working in partnership with NCMEC and Walsh—commissioned TRU to conduct another teen survey with many of the same questions, revealing some compelling year-over-year trends in Internet use.
- > Ultimately, Cox seeks to incorporate this research to help craft thought-provoking messages and provide useful resources to encourage Internet safety and parental involvement.

Assessing Behaviors and Attitudes

- > Specific objectives of this new 2007 wave (as in 2006) were again to:
 - > Measure online teens' tendency to exhibit potentially risky behavior via the Internet as well as other forms of virtual communication (e.g. text, email, and IM messaging, etc.).
 - > Gauge youth perceptions about the safety or potential risk associated with online activities such as maintaining an Internet profile and posting personal photos.
 - > Assess current levels of parental involvement and parental knowledge about what teens do on the Internet or other virtual environments.

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Sample Composition

- > Sample composition
 - > Youth ages 13-17 (n=1,070) with online access
- > Sample distribution (unweighted totals):

	Age 13-15	Age 16-17
INTERVIEWS		
Boys	324	209
Girls	327	210
Total	1,070	

- > Sample Weighting
 - > The number of teens interviewed for this survey is sufficiently large to be projected to all U.S. teenagers. Data are weighted based on key demographic variables—in this case, age and gender—to reflect the national population of young people 13-17.
- > Interviews were conducted online in February and March, 2007 among a geographically representative sample.

- > In the pages that follow, the primary focus is on differences and similarities in perceptions and behaviors with respect to Internet/virtual communication safety between:
 - > Teens 13-15 and Teens 16-17
 - > Boys and Girls
- > However, because online experience/behaviors/attitudes and parental involvement are so intrinsically related among young people, respondents were further segmented and analyzed. Significant differences are noted where applicable for the following groups:
 - > Teens who have received personal online messages from someone they don't know.
 - > Teens who have a public profile on a social networking site.
 - > Teens whose parents have discussed potential dangers of sharing personal information online with them.

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Teens' creation of online profiles continues to grow

- > A strong majority (71%) of 13-17s have established an online profile, up from 61% in 2006.
- > Nearly half (47%) have an Internet profile that is public and viewable by anyone.
 - > 38% of younger teens (13-15) have a public profile.
 - > 60% of older teens (16-17) have a public profile.

Teens readily post personal information and photos of themselves online

- > Nearly two-thirds of teens (64%) post photos or videos of themselves online.
- > Half or more teens post information online about the city where they live (58%) and the name of their school (49%).
- > Nearly one in 10 teens (8%) have posted their cell phone number.

Many teens are unconcerned about Internet safety or about others using their personal information

- > A majority (58%) said they do not think posting personal information and photos on public networking sites is unsafe.
- > Fully 47% said they are not worried about other people using their personal online information in ways they don't want them to (down from 57% in '06).
- > Half (49%) reported they are unconcerned that posting personal information online might negatively affect their future.

Despite exposure, teens are showing some signs of making better choices while they are online

- > Even with the surge in young people putting themselves “out there” with public profiles, many teens are making safer decisions when it comes to people they talk to online.
- > When teens receive messages from someone they don't know:
 - > 60% said they usually *only* respond to ask who the person is (down from 72% in '06).
 - > 57% said they usually ignore these messages (up from 47%).
 - > 31% said they usually reply and chat (down from 40%).

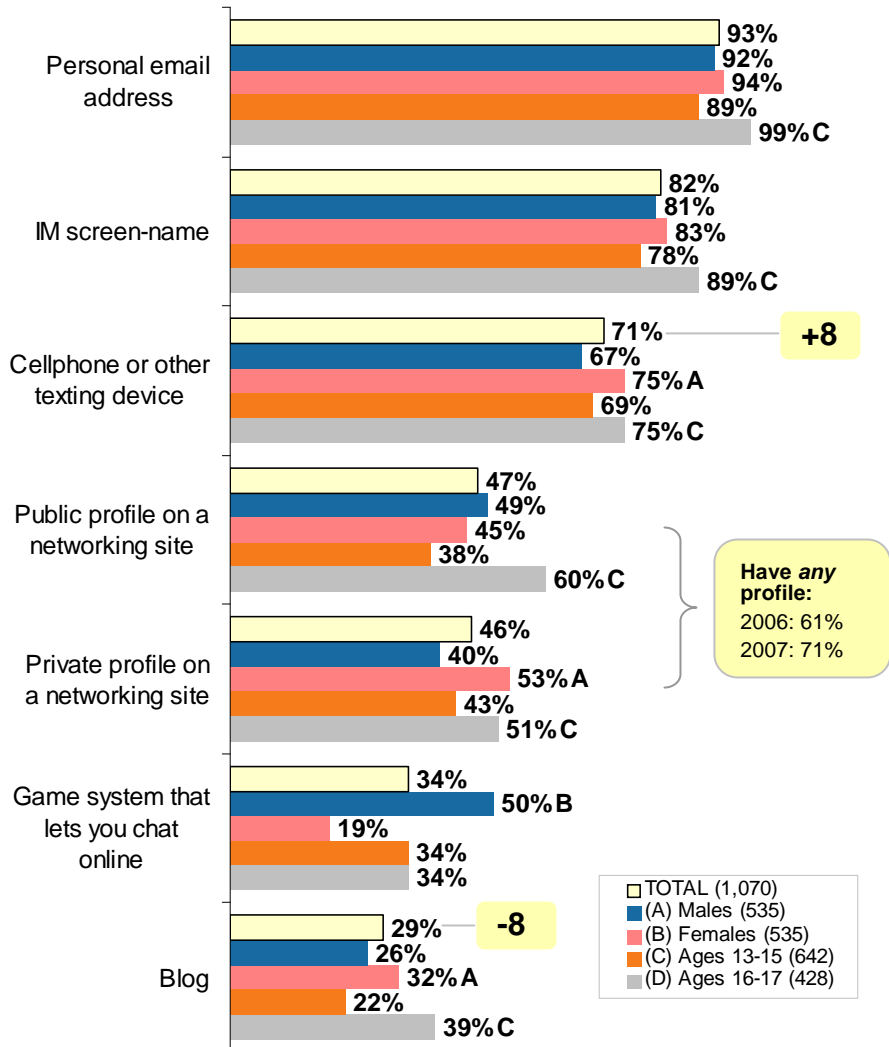
Parents talking to teens continues to help reduce exposure to potential online risks

- > Parental awareness about teens' online activities has risen significantly since '06.
 - > Only about one-fourth of teens (25%) said their parents know “little” or “nothing” about what they do online (down from 33%).
 - > Fully 41% said their parents have talked to them “a lot” about Internet safety (up from 36%).
- > Family discussions have been positive for teens—more of those who said their parents have talked to them “a lot” reported:
 - > Greater concerns about online safety and sharing of personal information and photos.
 - > More limited sharing of information/pictures via the Internet.
 - > Lower incidence of public online profiles.
 - > Lower incidence of talking to or meeting with people they only know from online.

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More teens, especially 16-17s, creating online profiles and volunteering personal information

TEENS' ONLINE ACTIVITIES & PRESENCE



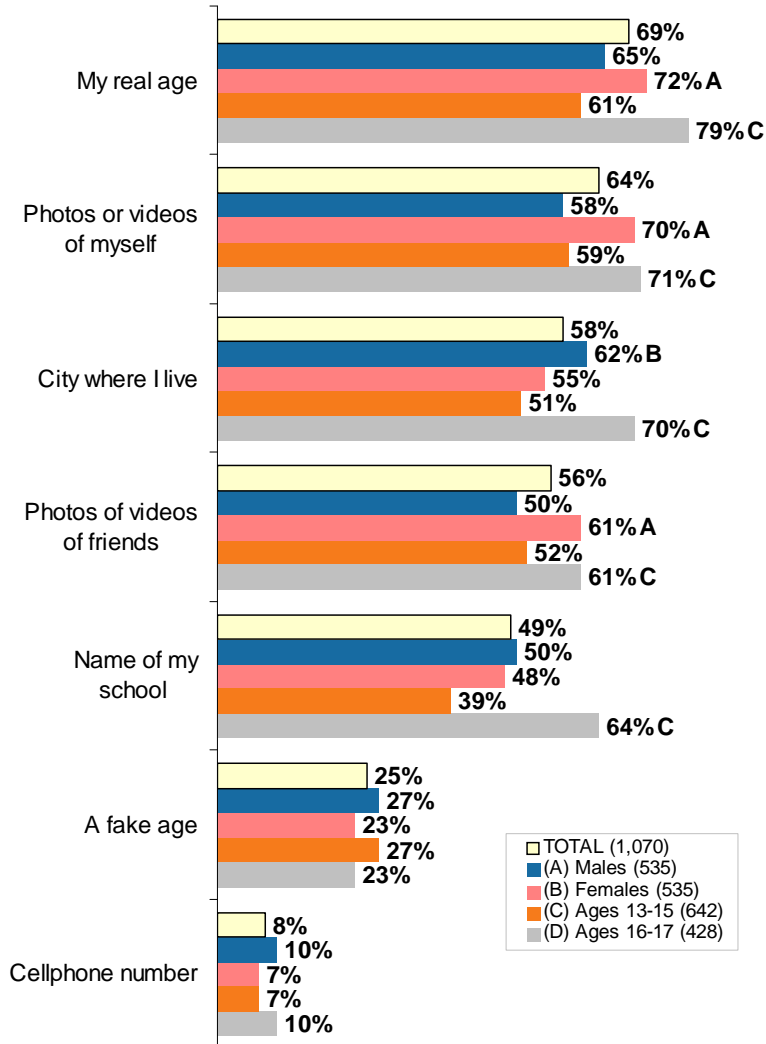
- > The big story is the rise in the number of teens with profiles on social networking sites such as MySpace, Friendster, etc.
 - > 71% report having a profile—up 10 points from a year ago.
 - > Blogging has dropped eight points, likely supplanted by teens posting comments and personal information on their own and each others' profile pages.
- > Personal email and IM screen-names remain commonplace for teens.
- > Cell phone penetration among 13-17s has increased significantly since 2006, up to 71% from 63%.

Note: Base sizes for charted segments are noted (in parentheses) in chart's legend. Letters are used to represent segments for statistical testing; a capital letter signifies a value "significantly" higher at the 95% confidence level (lowercase at 90%). Significant changes vs. 2006 shown in yellow.

Q.3: Which of the following do you have?

Half or more teens post detailed information about themselves online

WHAT DO TEENS POST ONLINE?



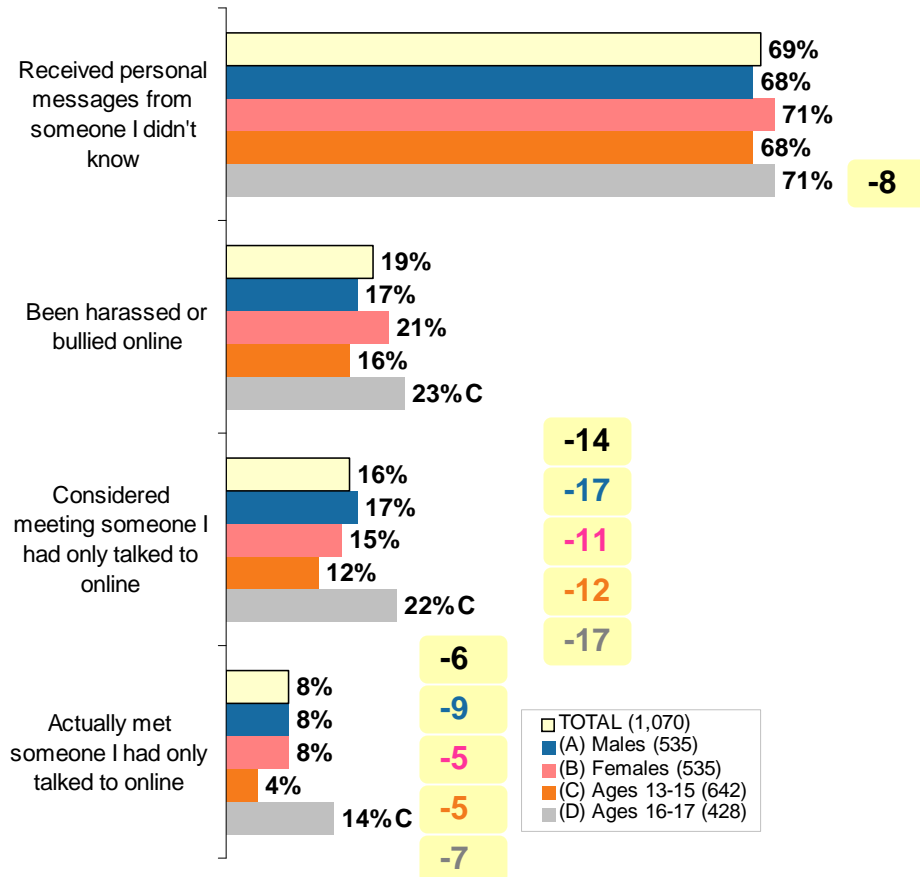
- > An alarming percentage of teens reported they post information online about the city where they live (58%) and the name of their school (49%).
 - > Percentages were significantly higher among older teens (70% and 64%, respectively).
- > Nearly two-thirds (64%) post photos or videos of themselves.
 - > Girls and older teens, in particular, said they have uploaded personal pictures to the Internet.
- > One-fourth of teens reported posting a fake age online.
- > Nearly one in 10 teens (8%) have posted their cell phone number.

Note: Base sizes for charted segments are noted (in parentheses) in chart's legend. Letters are used to represent segments for statistical testing; a capital letter signifies a value "significantly" higher at the 95% confidence level (lowercase at 90%). Significant changes vs. 2006 shown in yellow.

Q.4: What type of information do you post online?

However, teens growing more cautious about meeting people they only know from online

TEENS' EXPERIENCE WITH POTENTIAL ONLINE THREATS



- > It remains routine for young people to receive personal messages online from someone they don't know (69%).
- > Nearly one out of five teens (19%) report they've been harassed or bullied online.
- > However, more teens in 2007 are keeping their keyboards between themselves and those they don't know.
 - > 16% said they've considered meeting someone they've only talked to online (down from 30% in '06).
 - > 8% have actually met someone they only knew online (down from 14% in '06).

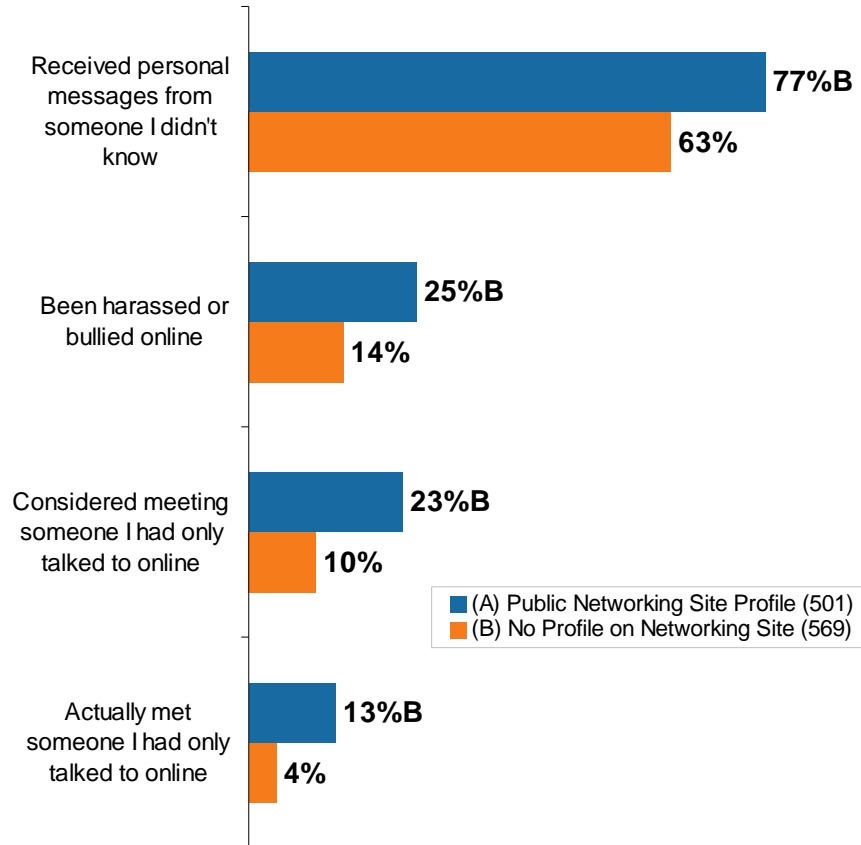
Note: Base sizes for charted segments are noted (in parentheses) in chart's legend. Letters are used to represent segments for statistical testing; a capital letter signifies a value "significantly" higher at the 95% confidence level (lowercase at 90%). Significant changes vs. 2006 shown in yellow.

- Q.5: Have you ever received personal messages (email, IM, chat, or text messages—not "junk mail" like spam or email blasts) from someone you don't know?
- Q.7: Have you ever considered meeting with someone whom you had only talked to online?
- Q.8: Have you ever actually met with someone whom you had only talked to online?
- Q.15: Have you ever been harassed or bullied online or in real life?

Teens with public online profiles face greater exposure to Internet risks

TEENS' EXPERIENCE WITH POTENTIAL ONLINE RISKS

(Teens with a public online profile vs. teens without a profile)



- > Compared to teens without profiles on social networking sites, more 13-17s who have public profiles on sites such as MySpace, Friendster, and Xanga have:
 - > Received personal messages from someone they don't know.
 - > Been harassed or bullied online.
 - > Considered meeting people they've only talked to online.
 - > Actually met someone they've only talked to via the Internet.

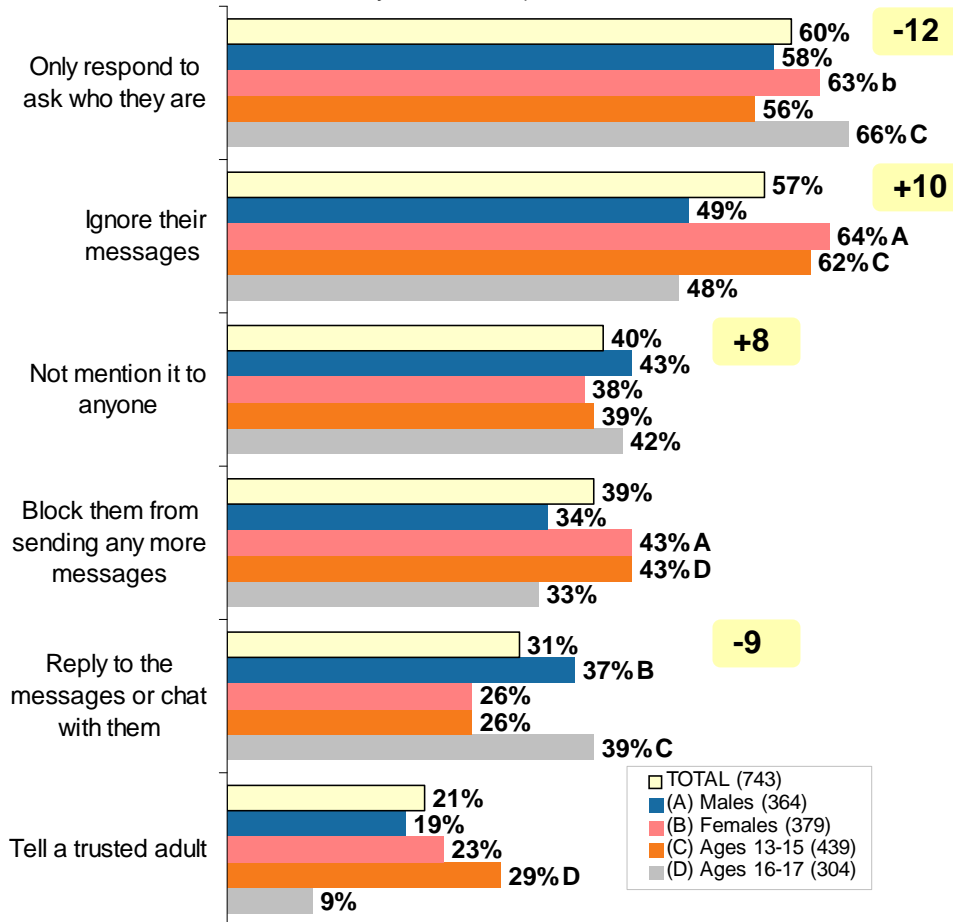
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 Q.8: Have you ever actually met with someone whom you had only talked to online?
 Q.15: Have you ever been harassed or bullied online or in real life?

But, teens learning better to ignore online messages from senders they don't know

TALKING ONLINE TO SOMEONE YOU DON'T KNOW

(Among teens who have received messages from someone they don't know)



> Though teens may not tell adults or others when they receive online messages from someone they don't know, more of them said they usually opt to ignore these messages, compared to 2006.

> Only respond to ask who the person is: down to 60% from 72%.

> Ignore messages: up to 57% from 47%.

> Reply and chat: down to 31% from 40%.

> More girls and younger teens—who also tend to be the most victimized online—remain cautious about talking to someone they don't know, either by ignoring them, blocking them, or telling adults.

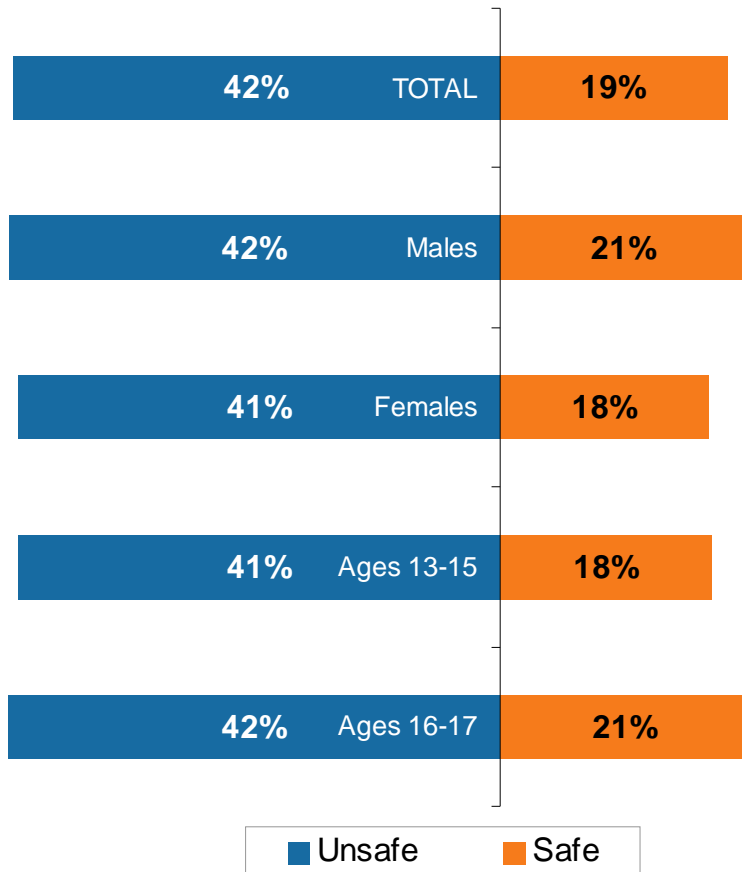
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One out of five 13-17s report that posting personal information and photos online is *safe*

HOW SAFE DO TEENS THINK IT IS TO POST PERSONAL INFORMATION ONLINE?

(Very/Somewhat Unsafe vs. Somewhat/Very Safe)



> Though concerned about talking to people they don't know on the Internet, teens appear to be less worried when it comes to posting information about themselves online.

- > About 21% said that it is *safe* to post personal information, including photos, online.
- > Only 28% of teens with a public profile said posting information was *unsafe*; yet 53% of those without a profile said posting information was *unsafe*.

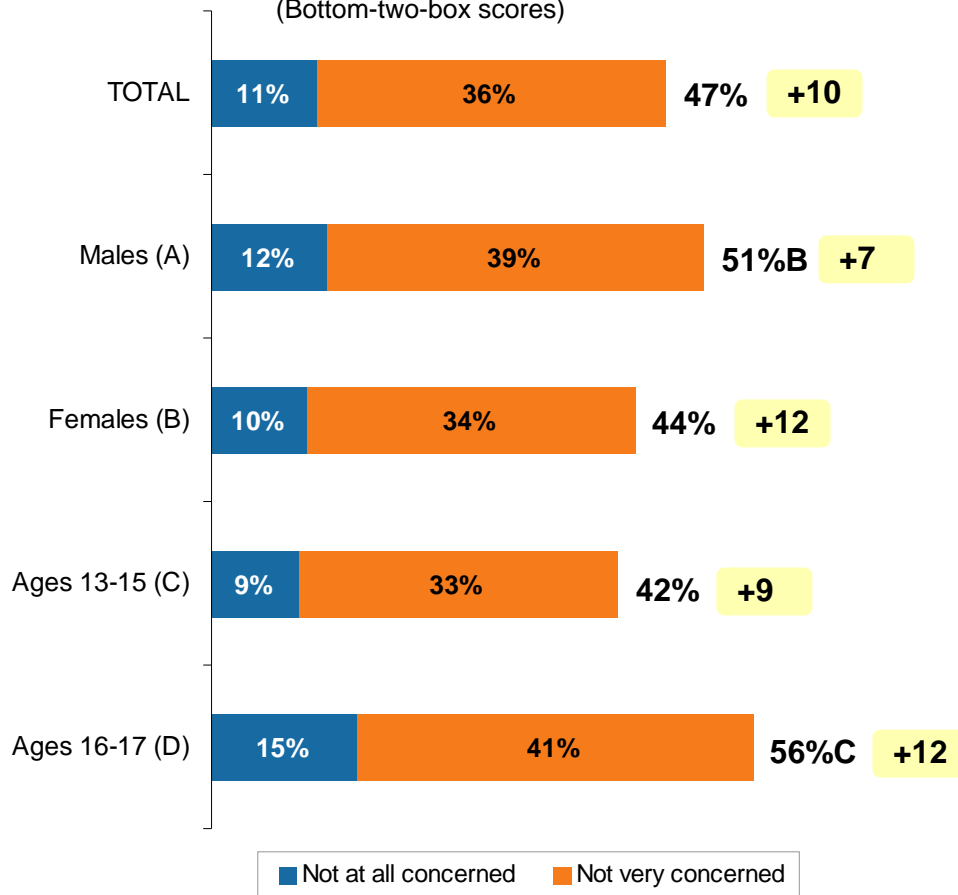
Note: Significant changes vs. 2006 shown in yellow.

Q.9: How safe or unsafe do you think it is for someone to have their personal information or photos on a public blog or networking site (like MySpace, Friendster, Xanga, etc.)?

Teens' concerns about others using their personal information down 10 points from '06

HOW CONCERNED ARE TEENS THAT OTHERS WILL USED THEIR PERSONAL INFORMATION?

(Bottom-two-box scores)



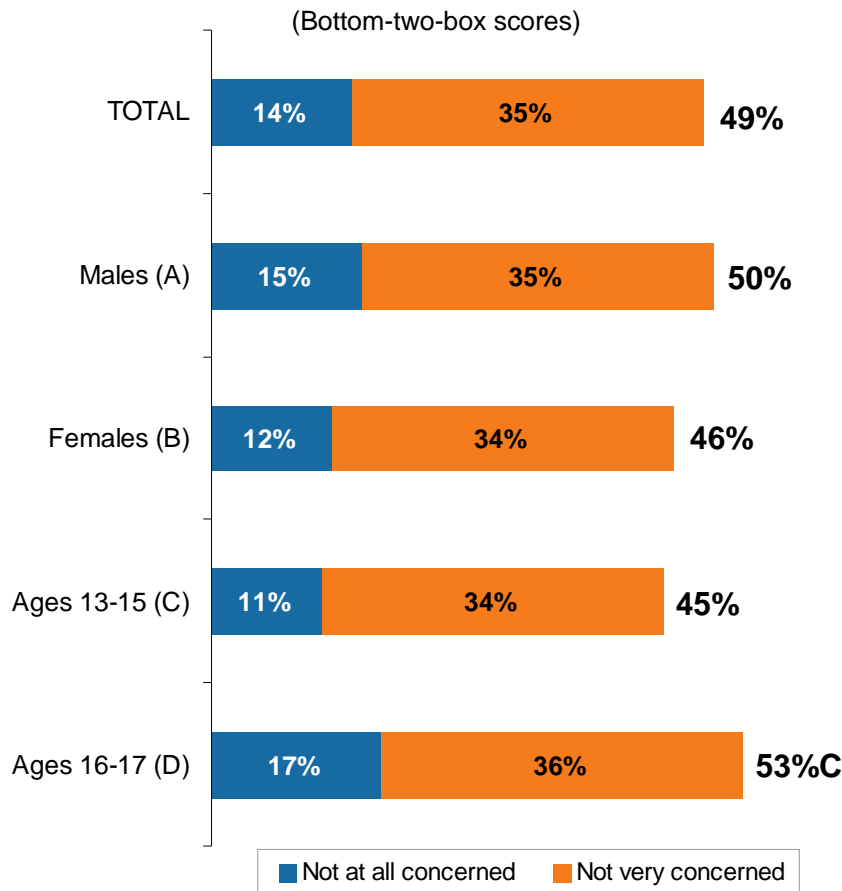
- > Nearly half of teens (47%) said they are not concerned about other people using personal information posted online in ways they don't want them to (down from 57% in '06).
- > Though more younger respondents and girls reported some degree of concern, the *unconcerned* among these groups rose nine to 12 points in the past year.

Note: Letters are used to represent segments for statistical testing; a capital letter signifies a value "significantly" higher at the 95% confidence level (lowercase at 90%). Significant changes vs. 2006 shown in yellow.

Q.13: How concerned are you that someone will use personal information that you posted online (including photos or videos) in a way you don't want them to?

Half of teens reportedly unfazed by the prospect that posting information online might negatively affect their future

HOW CONCERNED ARE TEENS THAT POSTING INFORMATION ONLINE MIGHT NEGATIVELY AFFECT THEIR FUTURE?



- > Fully 49% of teens said they were unconcerned that posting personal information online might impact their future in undesired ways.
- > Fewer than one out of four (22%) said they were “very” or “extremely concerned.”
 - > More girls than boys reported concerns (26% vs. 19%).
 - > More 13-15s than 16-17s reported concerns (25% vs. 19%).

Note: Letters are used to represent segments for statistical testing; a capital letter signifies a value “significantly” higher at the 95% confidence level (lowercase at 90%). New question, not asked in 2006.

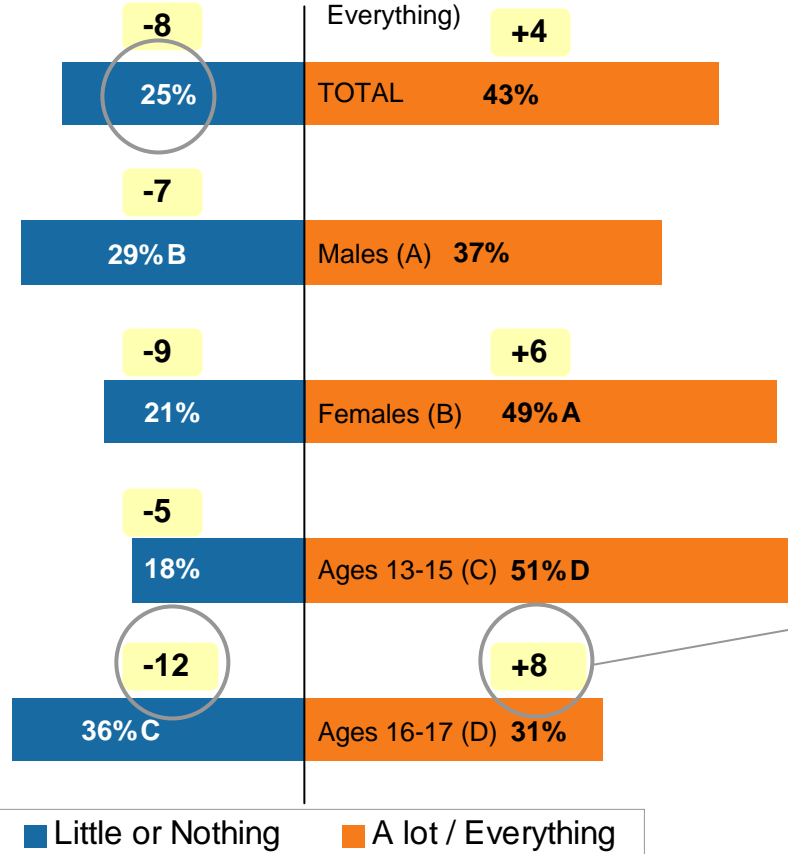
Q.14: How concerned are you that posting your personal information (including photos or videos) online could have a negative effect on your future?

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Family awareness about teens' online activities significantly up from '06

HOW MUCH DO TEENS' PARENTS KNOW ABOUT WHAT THEY DO ONLINE?

(Parents Know Very Little or Nothing vs. Parents Know A Lot or Everything)



> Despite their increasingly nonchalant attitudes about posting information online, more teens overall said their parents know “a lot” or “everything” about what they do on the Internet.

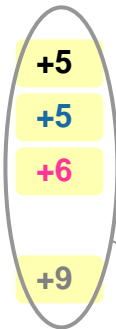
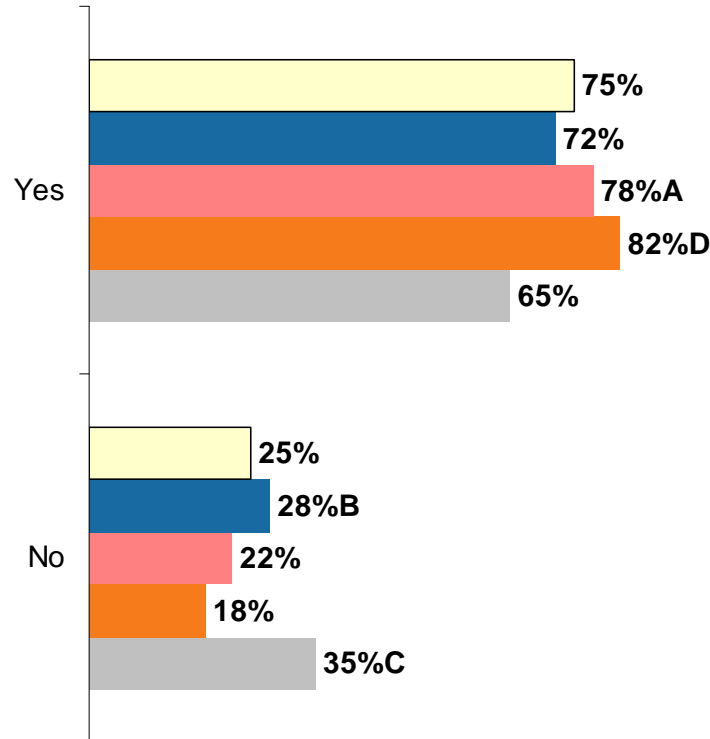
> Only about one-fourth reported their parents know “little” or “nothing” about what they do online (down from 33% last year).

> Again, more younger teens and girls said their parents are aware of their Internet activities—though 16-17s reported significant increases in parental awareness since '06.

Note: Significant changes vs. 2006 shown in yellow.

More teens report their parents are talking to them about dangers of sharing personal information on the Internet

HAVE PARENTS TALKED TO TEENS RECENTLY ABOUT SHARING INFORMATION ONLINE?



- > Three out of four teens (75%) said that their parents have discussed potential dangers of posting personal information online with them in the past year.
- > Girls and young teens, in particular, report that their parents have talked to them, however, discussions are up significantly this year among boys and older teens as well.

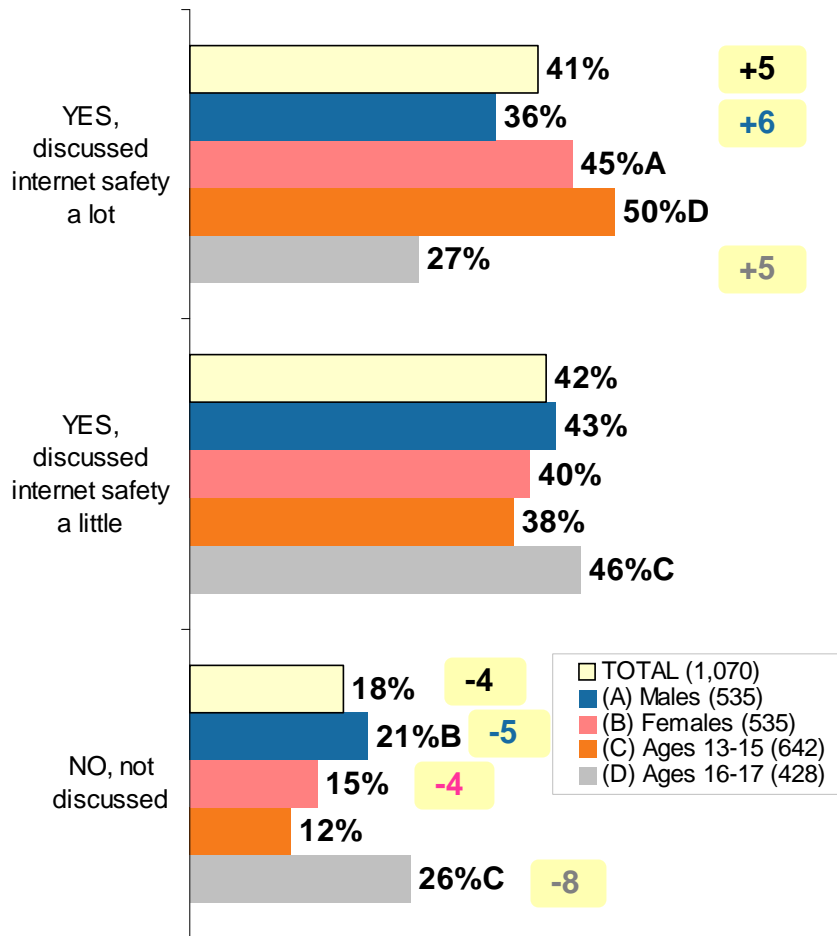
□ TOTAL (1,070)
 ■ (A) Males (535)
 ■ (B) Females (535)
 ■ (C) Ages 13-15 (642)
 ■ (D) Ages 16-17 (428)

Note: Base sizes for charted segments are noted (in parentheses) in chart's legend. Letters are used to represent segments for statistical testing; a capital letter signifies a value "significantly" higher at the 95% confidence level (lowercase at 90%). Significant changes vs. 2006 shown in yellow.

Q.12: In just the past year, have your parents or guardians talked to you about the potential dangers of sharing personal information with people on the Internet?

More teens report parents talking to them "a lot" about safety

HOW MUCH HAVE PARENTS TALKED TO TEENS?

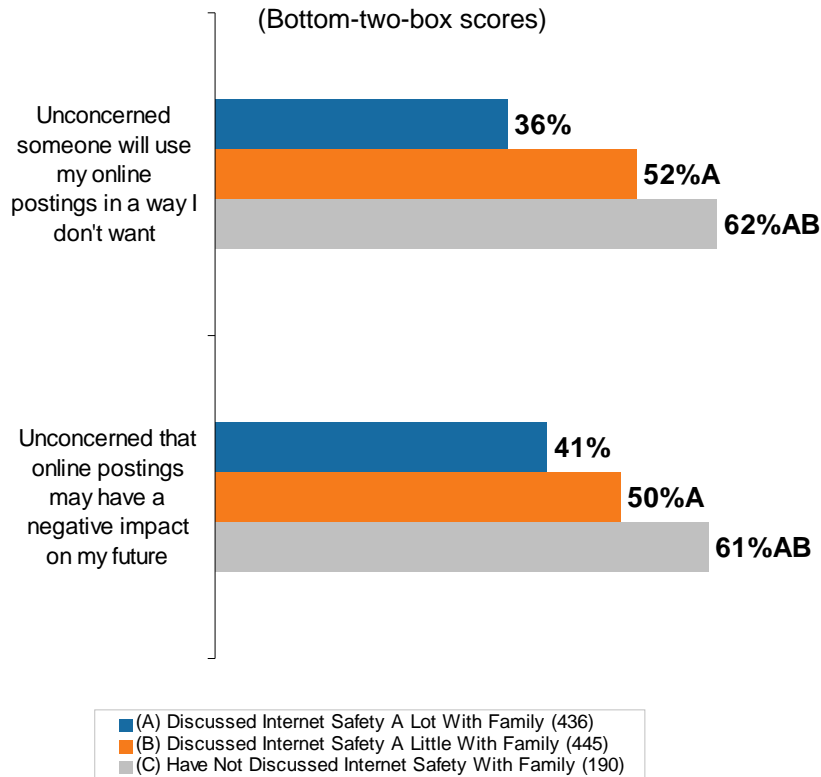


> Though one out of five teens (18%) said their parents have never talked to them about Internet safety, 41% report that their parents have talked to them "a lot" (up from 36% in '06).

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Limited parental involvement fosters less cautious attitudes among teens

HOW CONCERNED ARE TEENS ABOUT POSTING PERSONAL INFORMATION ONLINE?



> Nearly two-thirds of 13-17s who have not discussed Internet safety with family members said they were unconcerned about posting information online and unworried about potential negative effects posting may have on their future.

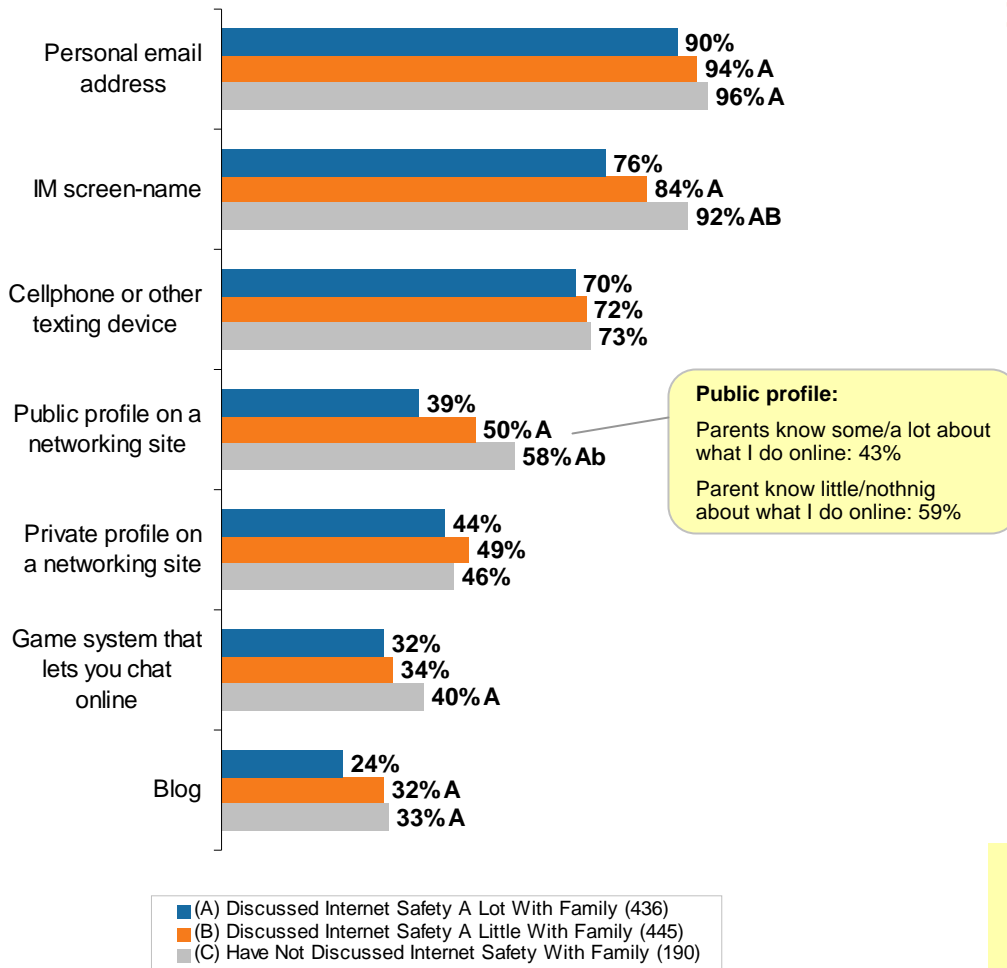
> More teens whose parents have talked to them “a lot” about Internet safety said they were “very” or “extremely concerned” about others using their information in ways they don’t want (32% vs. 13% whose parents had not talked to them) or about potential negative effects on their future (34% vs. 16% whose parents had not talked to them). [not charted]

Note: Letters are used to represent segments for statistical testing; a capital letter signifies a value “significantly” higher at the 95% confidence level (lowercase at 90%).

- Q.13: How concerned are you that someone will use personal information that you posted online (including photos or videos) in a way you don't want them to?
- Q.14: How concerned are you that posting your personal information (including photos or videos) online could have a negative effect on your future?

Family conversations continue to help reduce teens' exposure to potential online risks

TEENS' ONLINE ACTIVITIES & PRESENCE

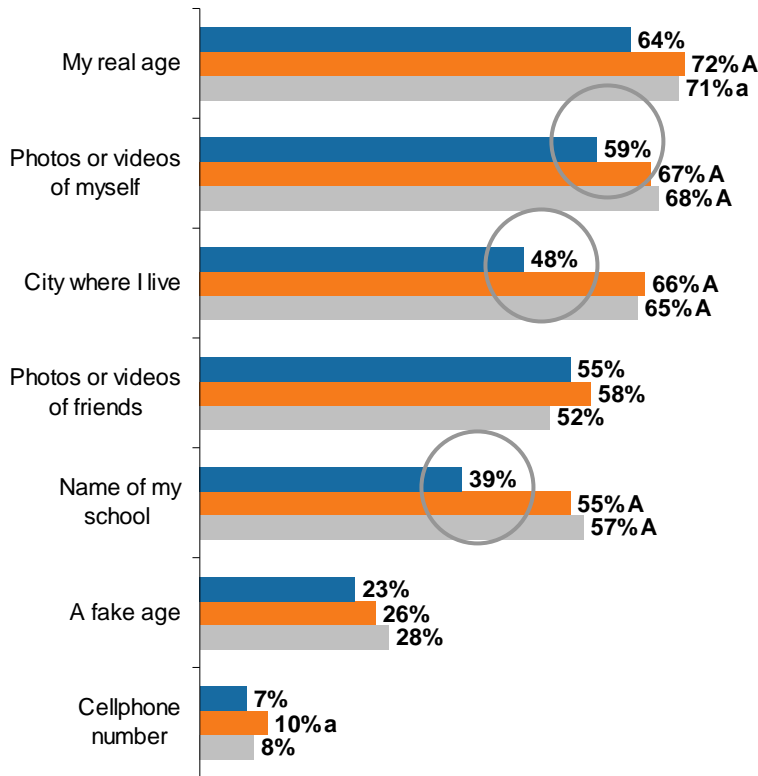


- > Among teens whose parents have talked to them a lot about online safety, only about 39% reported that they have a public profile on a social networking site.
- > 58% of 13-17s whose parents have not spoken with them said they have a public profile.

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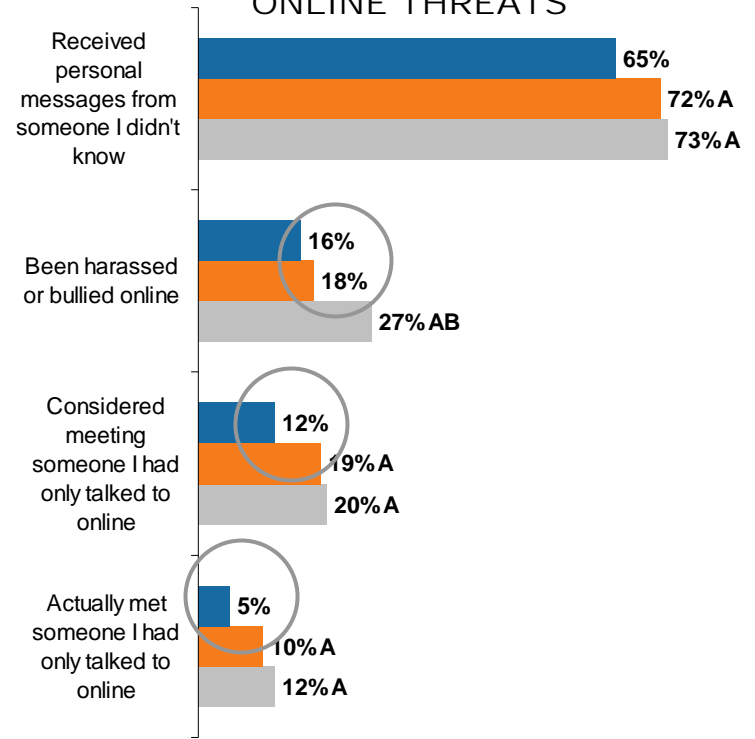
Fewer teens whose parents have talked to them about online safety post personal information or consider meeting people they only know from the Internet

WHAT DO TEENS POST ONLINE?



■ (A) Discussed Internet Safety A Lot With Family (436)
 ■ (B) Discussed Internet Safety A Little With Family (445)
 ■ (C) Have Not Discussed Internet Safety With Family (190)

TEENS' EXPERIENCE WITH POTENTIAL ONLINE THREATS



■ (A) Discussed Internet Safety A Lot With Family (436)
 ■ (B) Discussed Internet Safety A Little With Family (445)
 ■ (C) Have Not Discussed Internet Safety With Family (190)

Q. 4: What do teens post online?

Q. 5: Have you ever received personal messages (email, IM, chat, or text messages—not “junk mail” like spam or email blasts) from someone you don't know?

Q. 7: Have you ever considered meeting with someone whom you had only talked to online?

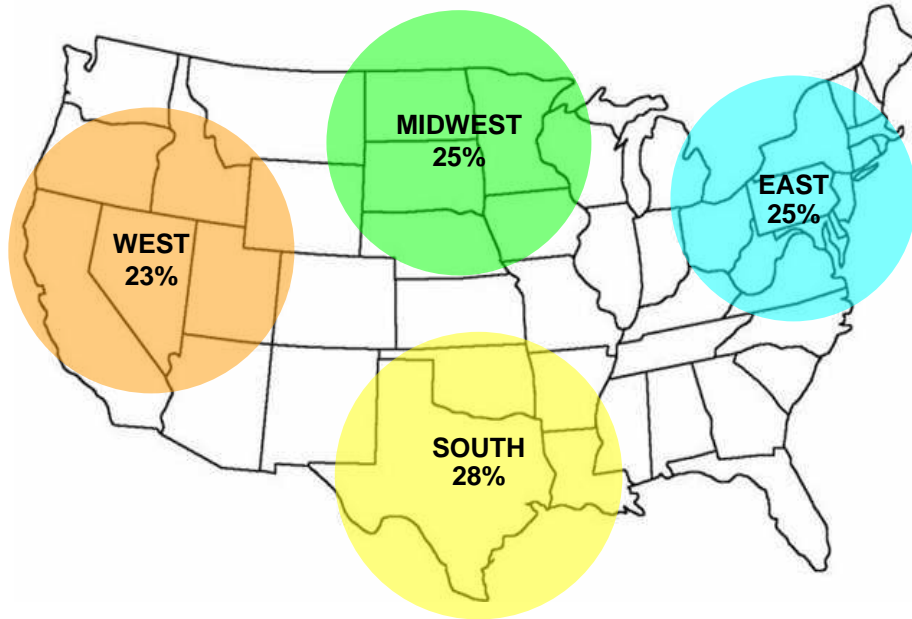
Q. 8: Have you ever actually met with someone whom you had only talked to online?

Q. 15: Have you ever been harassed or bullied online or in real life?

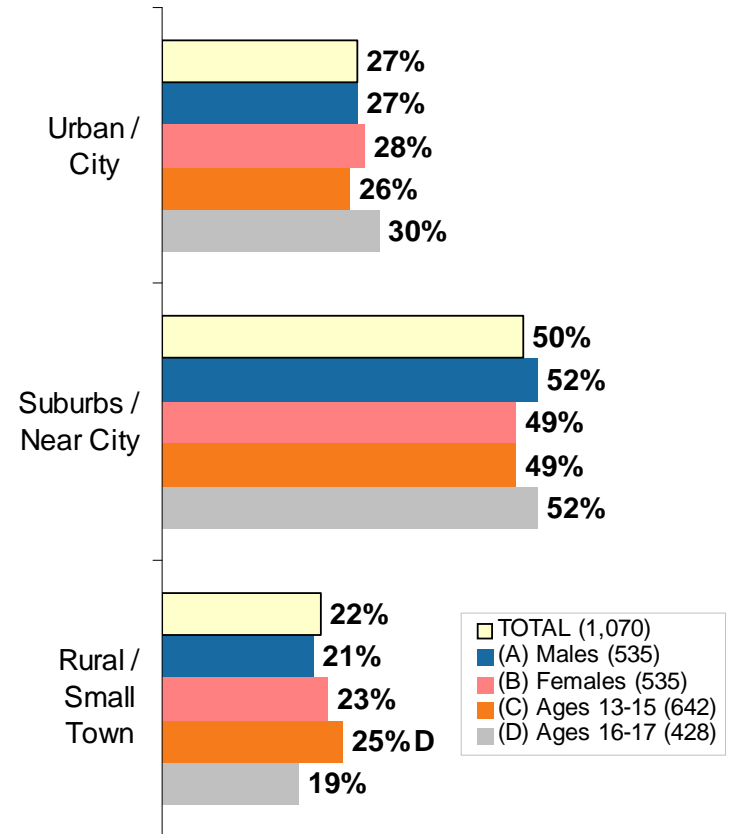
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GEOGRAPHIC REGION



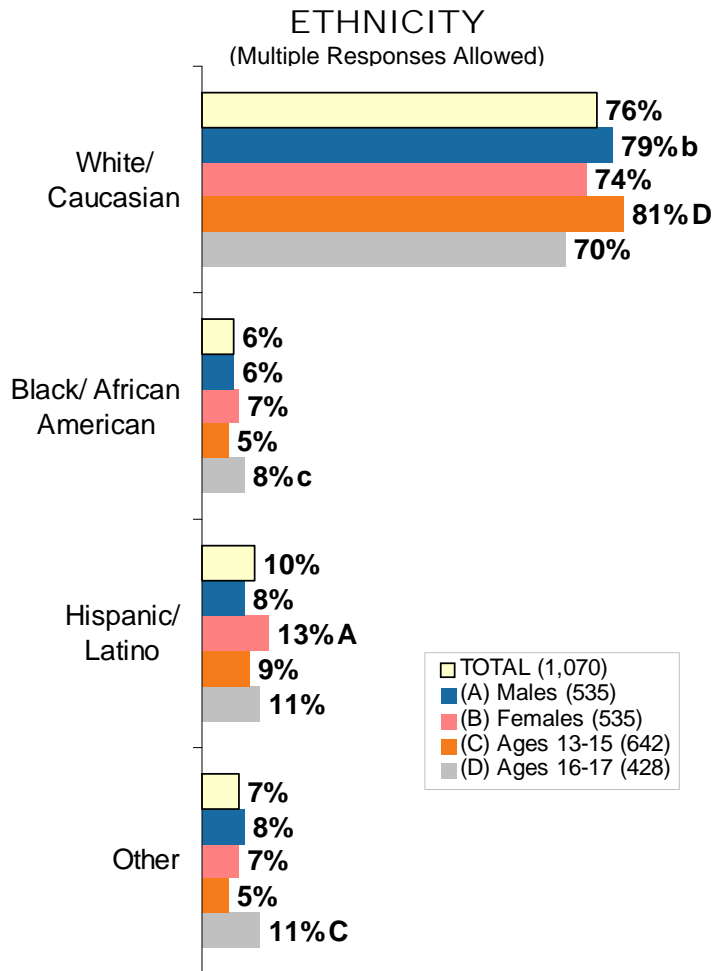
COMMUNITY TYPE



Note: Base sizes for charted segments are noted (in parentheses) in chart's legend.

Q16.: What state do you live in?

Q18.: Which of the following best describes where you live?



Note: Base sizes for charted segments are noted (in parentheses) in chart's legend.

Q.19: Which of the following best describes your family?