2014 Teen Internet Safety Survey

Conducted by The Futures Company
Contents

• Background, Objectives, Methodology
• Major Findings
• Important Trends
• Next Steps
Background + Objectives
Cox’s commitment to Online Safety

• For more than 10 years, Cox has conducted research on youth habits online, helping parents understand how Internet use changes over time.

• This research was designed to develop a better understanding of teen behavior online, including:
  – Experiences with cyberbullying
  – Online behaviors and attitudes
  – Social media network usage and online gaming
  – Parental controls and monitoring of online behaviors
  – Types of risks teens may take, or encounter, online
Methodology
Cox Internet Safety Survey Sample

- Surveyed a total of 1,301 teens between 13-17 years old
- Interviews were distributed evenly by age and gender
- Increased focus to include more diversity in our survey, with 16% African-American and 10% Hispanic respondents.
- Interviews were conducted across 13 states, including Arizona, Arkansas, California, Connecticut, Georgia, Kansas, Louisiana, Nebraska, Nevada, Oklahoma, Rhode Island and Virginia
- Each interview was approximately 10 minutes in length
Contents

- Background, Objectives, Methodology
- **Major Findings**
- Important Trends
- Next Steps
Top Three Points in Survey Results:

1. More than half of teens have witnessed cyberbullying on social media.

2. Smartphones are quickly becoming the go-to device for online activity.

3. Nine in 10 teens say their parents have talked to them about online safety.
Contents

• Background, Objectives, Methodology
• Major Findings
• Important Trends
• Next Steps
Important Trends: Cyberbullying
2014 Cox Internet Safety Survey

Cyberbullying is still prevalent: 54% of teens surveyed have witnessed online bullying

- 39% on Facebook
- 29% on YouTube
- 22% on Twitter
- 22% on Instagram
Important Trends: Cyberbullying
2014 Cox Internet Safety Survey

- 24% of teens reported being bullied online (compared to 31% last year)

- 60% of teens who admit to being bullied online have told an adult (compared to 40% last year)
Important Trends: Cyberbullying
2014 Cox Internet Safety Survey

• Teens who report being bullied say they it was because of their:
  – 61% appearance
  – 25% academic achievement/intelligence
  – 17% race
  – 15% sexuality
  – 15% financial status
  – 11% religion
  – 20% other

• Of those who witness bullying, 35% report trying to help in some way.
Important Trends: Time spent online
2014 Cox Internet Safety Survey

Teens report spending several hours a day online via many devices:

- On average, teens spend 5 hours and 38 minutes online every day.
- Nearly half of that time is spent playing online games.
- Numbers vary slightly amongst different demographics.
  - Younger teens spend slightly less time at 5 hours and 15 minutes.
  - On average, male teenagers spend an hour more than female teens playing online games.
Important Trends: Devices
2014 Cox Internet Safety Survey

99% of teens access the Internet via a “Mobile” Device:

- 81% Smartphone (an increase of 10%)
- 84% Laptop
- 61% Tablet (an increase of 15%)
- 43% MP3 Player with Internet access
- 40% Handheld Gaming Device with Internet Access
- 32% E-Reader with Internet Access
Important Trends: Interacting Online
2014 Cox Internet Safety Survey

• 92% are social network users and share online:
  – Photos or videos (74%)
  – Age (47%)
  – Risky online comments or posts (24%)
  – Physical location (21%)
  – Cell phone number (15%)
  – Address (9%)

• Nearly 3 in 4 online gamers interact with other gamers online
  – Web chat (50%)
  – Voice chat (44%)
  – Web cam (20%)

• 18% have considered meeting with someone in person whom they first met online.
  – Of these, 58% have actually met up with someone in person.
Important Trends: Parent Monitoring
2014 Cox Internet Safety Survey

With the increase of teens using mobile devices and social media, we also see an increase in parent discussions about Internet Safety.

9 in 10 teens say their parents have talked to them about Internet safety.
Among those, 86% say the talk has occurred within the last year.

However, nearly half (49%) of teens claim their parents do nothing to monitor their devices.
More parents are working to protect their teens online, however:

- Nearly half of teens admit to taking action to hide their online behavior from parents
- 46% have cleared their search history and/or cookies on their browser
- 1 in 5 have used a private browsing feature so their parents can’t see the sites they’ve visited
- A few (8%) have disabled the software their parents installed on the internet device
Important Trends: Physical Safety at Home
2014 Cox Internet Safety Survey

- 40% are alone for more than 3 hours per week
- Only 43% say a security system is installed in their home
- Nearly half (46%) without a security system say they would feel safer at home with a security system
- 14% of teens report friends have invited someone over that they had only met online
Contents

- Background, Objectives, Methodology
- Major Findings
- Important Trends
- Next Steps
Dealing with Cyberbullying:

- Encourage parents and guardians to spend 15 minutes per day talking to their kids. (The KnowBullying App has conversation starters.)
- Teach healthy ways to deal with bullying, whether they are the victim or a witness.
- Encourage teens to take the anti-bullying pledge.

This pledge and other helpful tools are available at cox.com/takecharge
Next Steps
Keeping Teens Safer Online

- Learn about ALL the devices your children use to connect to the Internet, including smartphones and mobile devices.
- Use parental control software to reinforce house rules for Internet use.
- **Cox Security Suite and McAfee Family Protection:**
  - Free security software valued at $169 included with all CHSI packages
  - Keep up to 5 computers safe from spam, hackers, viruses, spyware
  - Keep your kids safe online with McAfee Family Protection. It's the easiest, most complete way to fight against inappropriate content, social network stalkers and other threats. Plus, you can set up automatic alerts to be sent to you when potential dangers arise. All for free!
  - Thwart online identity theft, remove viruses and reinforce your firewall
  - Downloading is easy, visit [www.cox.com/security](http://www.cox.com/security)
Questions, comments, suggestions?

Cox Communications:
Jessica Rossi
404-269-7391
Jessica.Rossi@cox.com