



ONLINE SAFETY/ACROSS GENERATIONS: HOW CHILDREN AND SENIORS USE THE INTERNET

*Key findings from surveys among seniors and parents of online children,
conducted September 2018*

Research conducted by:



Sponsored by:



FINDINGS AMONG SENIORS

Methodology

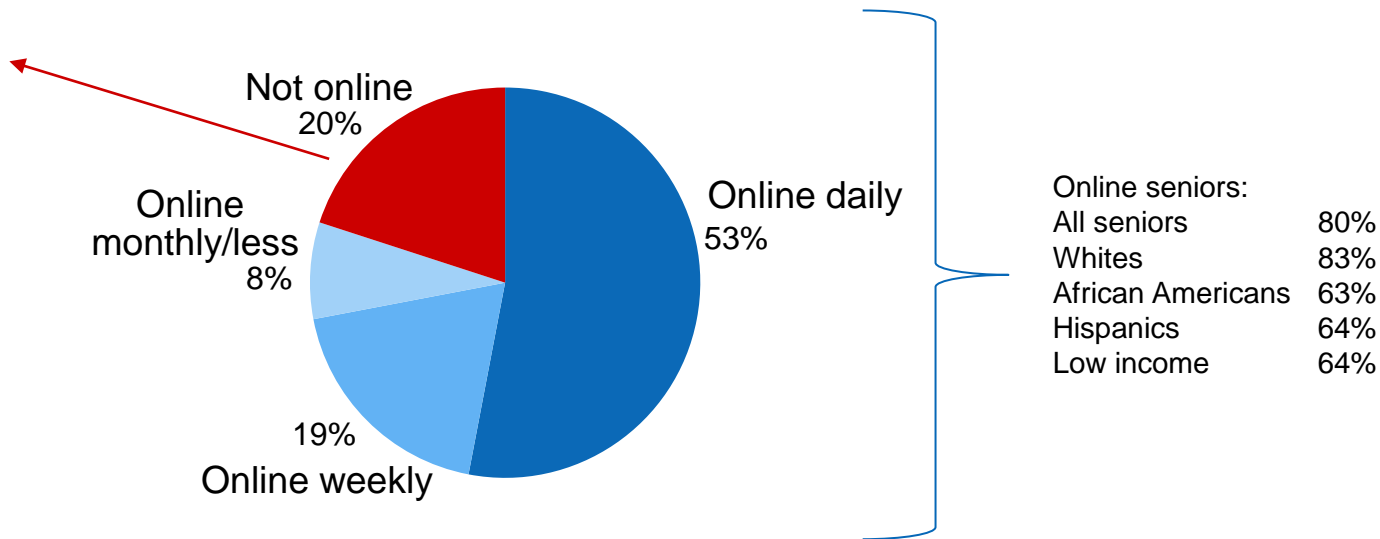
- 701 telephone interviews among Americans age 62 and older
- Total includes oversamples among:
 - African-American seniors (total of 151)
 - Hispanic seniors (total of 144)
 - Low-income seniors (total of 322)
- Interviewing conducted September 24 to 30, 2018
- Margins of error = ± 3.7 percentage points for the full sample, ± 4.3 for online seniors, ± 7.2 for seniors not online

Differences Between Online and Offline Seniors

*How often do you go online and use the Internet, whether using a computer, smartphone, tablet or other mobile device?**

Compared to others, seniors not online are:

- Older
- More racially/ethnically diverse
- Less educated
- Lower income



* Additional information in question: "This includes doing things like sending or receiving e-mail, visiting websites, making video calls using Skype or Facetime, using apps on a smartphone, or using social media like Facebook, LinkedIn, or Twitter."

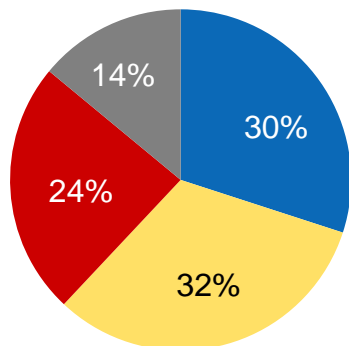
Differing views about the role of the Internet today

When it comes to the role of technology and the Internet in society today, I think:

■ Positives outweigh the negatives ■ Positives and negatives are about equal ■ Negatives outweigh the positives ■ Not sure

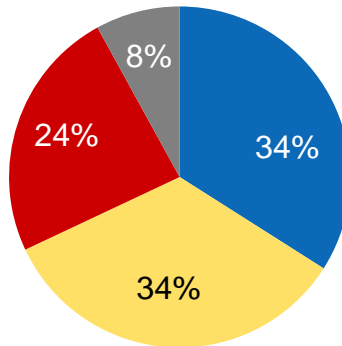
All seniors

+6 positive



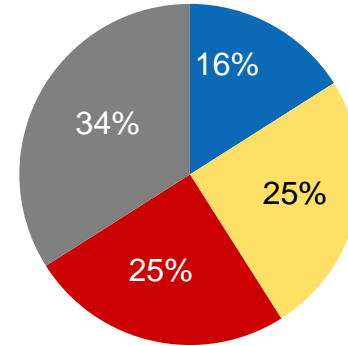
Online seniors

+10 positive



Seniors not online

-9 positive



Online seniors use many avenues for Internet access; income is not much of a factor.

I use this device to go online:

(among online seniors)



Desktop or
laptop computer

82%

**Low-income
online seniors**

80%



Smartphone, iPhone,
Android phone

76%

70%



Tablet, iPad, Kindle Fire,
Samsung tablet

60%

57%



Voice-controlled, Internet
connected speaker (Google
Home, Amazon Alexa)

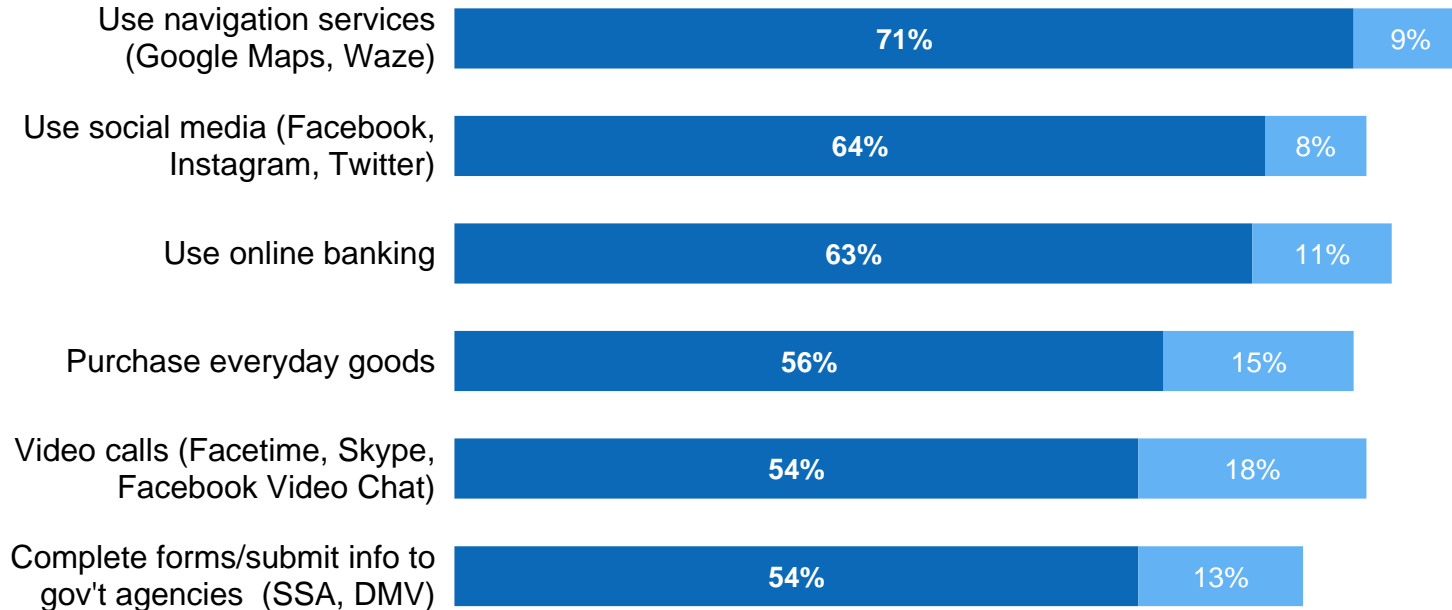
21%

26%

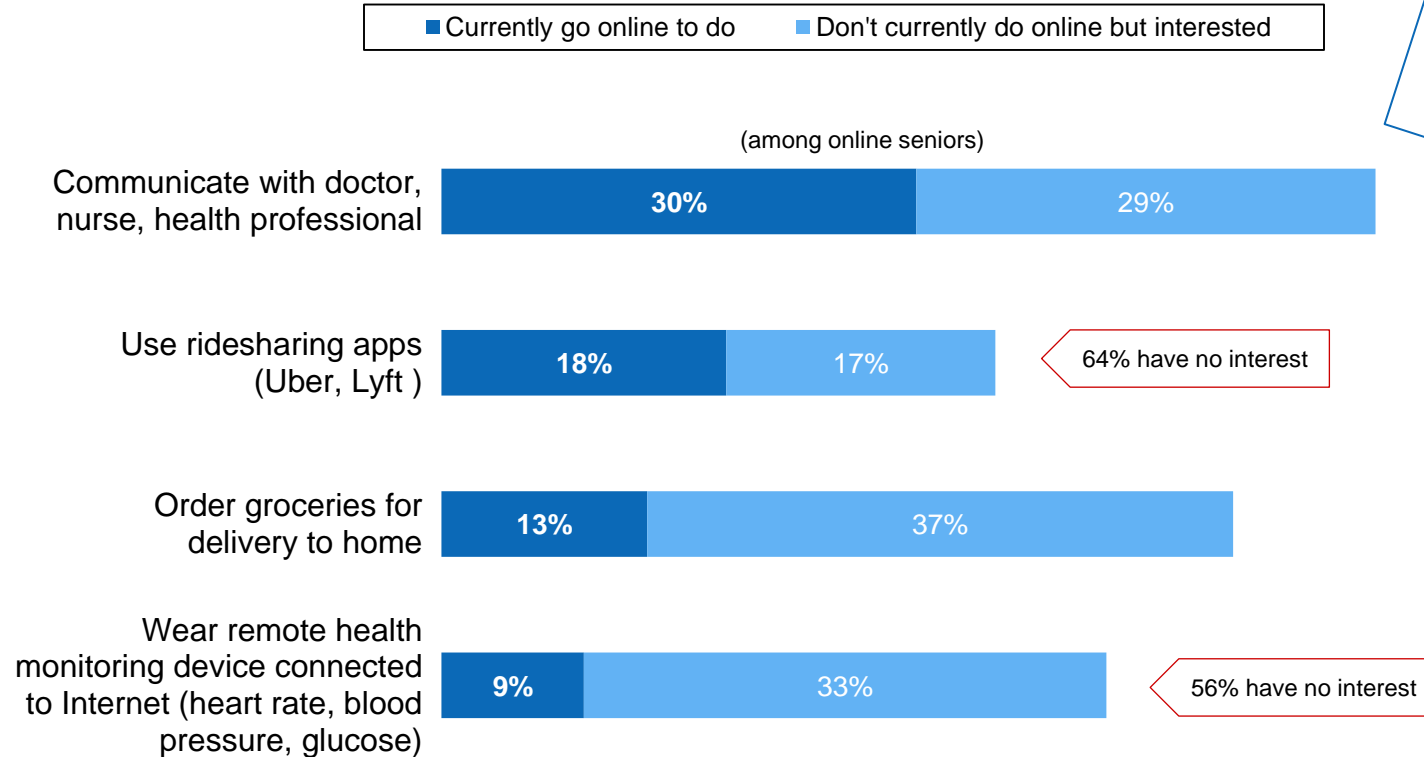
Online seniors take advantage of much of what the Internet has to offer.

■ Currently go online to do ■ Don't currently do online but interested

(among online seniors)



Seniors who are online express appreciable interest in using the Internet for health applications and grocery delivery.

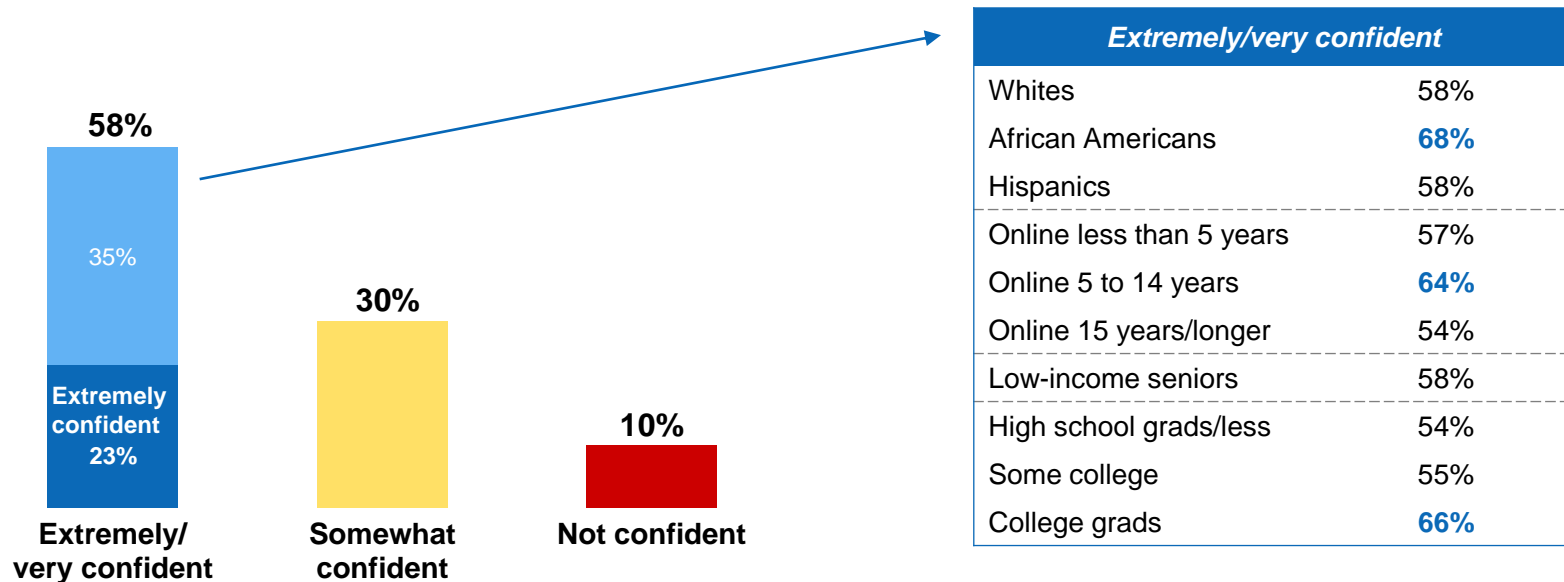


Interest in most applications is higher among Hispanics than among white or African-American seniors.

Online seniors are moderately confident in the security of their online lives.

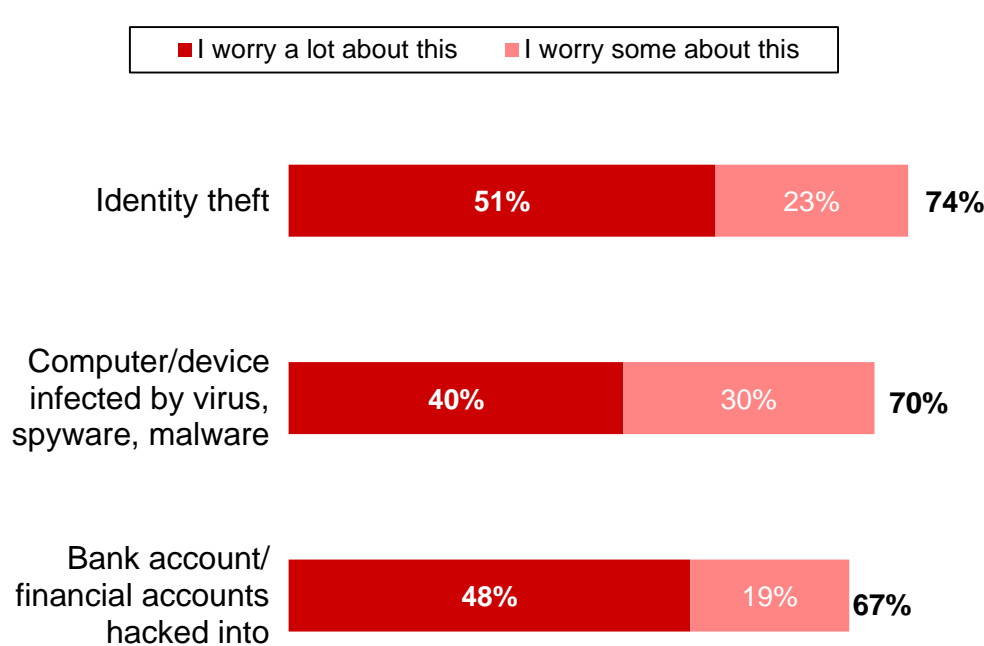
How confident are you that you are taking the appropriate steps to keep your personal information, private data, and finances safe and secure when you are using the Internet and doing things online?

(among online seniors)



ID theft and hacking top seniors' list of concerns.

(among online seniors)



VIGILANCE: Seniors who express high confidence in their online safety steps are as concerned as low confidence seniors about each item.

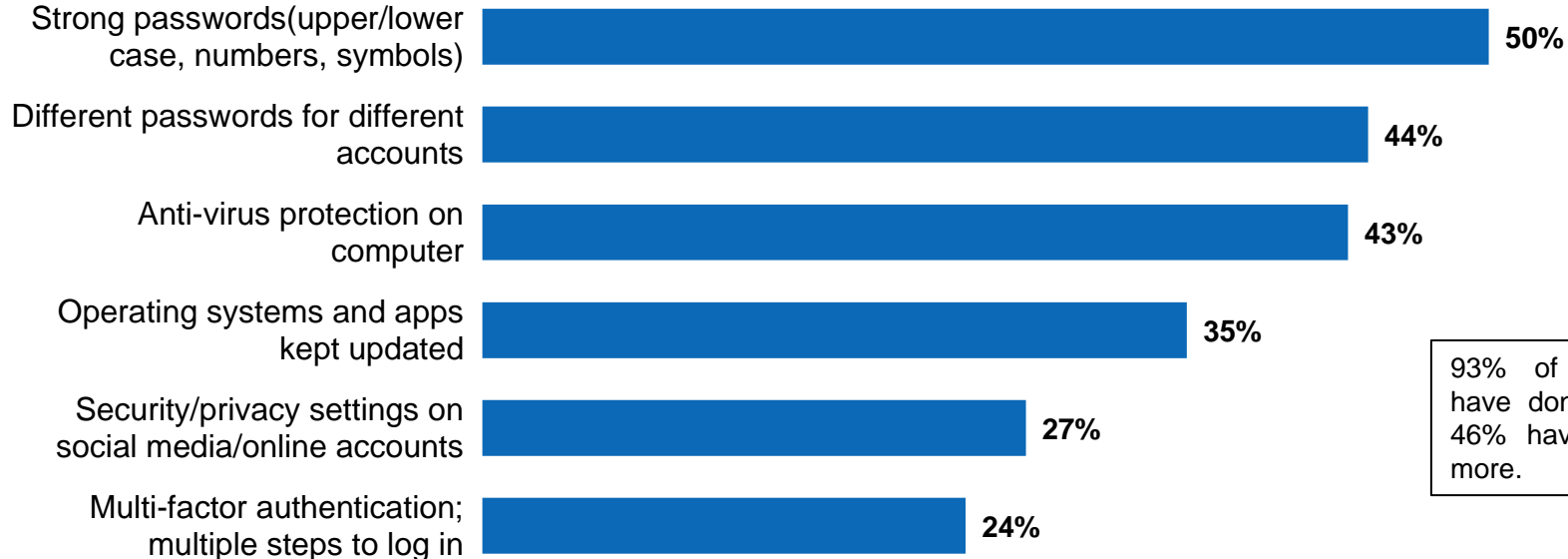
vs.

EXPERIENCE: Seniors who have been online for 15 years or longer express less concern (an average of 15 points lower) about each item than do seniors who have less online experience.

Most seniors take steps to protect their personal information online.

Which of these things have you done that people can do to keep their personal information, private data, and finances safe and secure when using the Internet and doing things online?

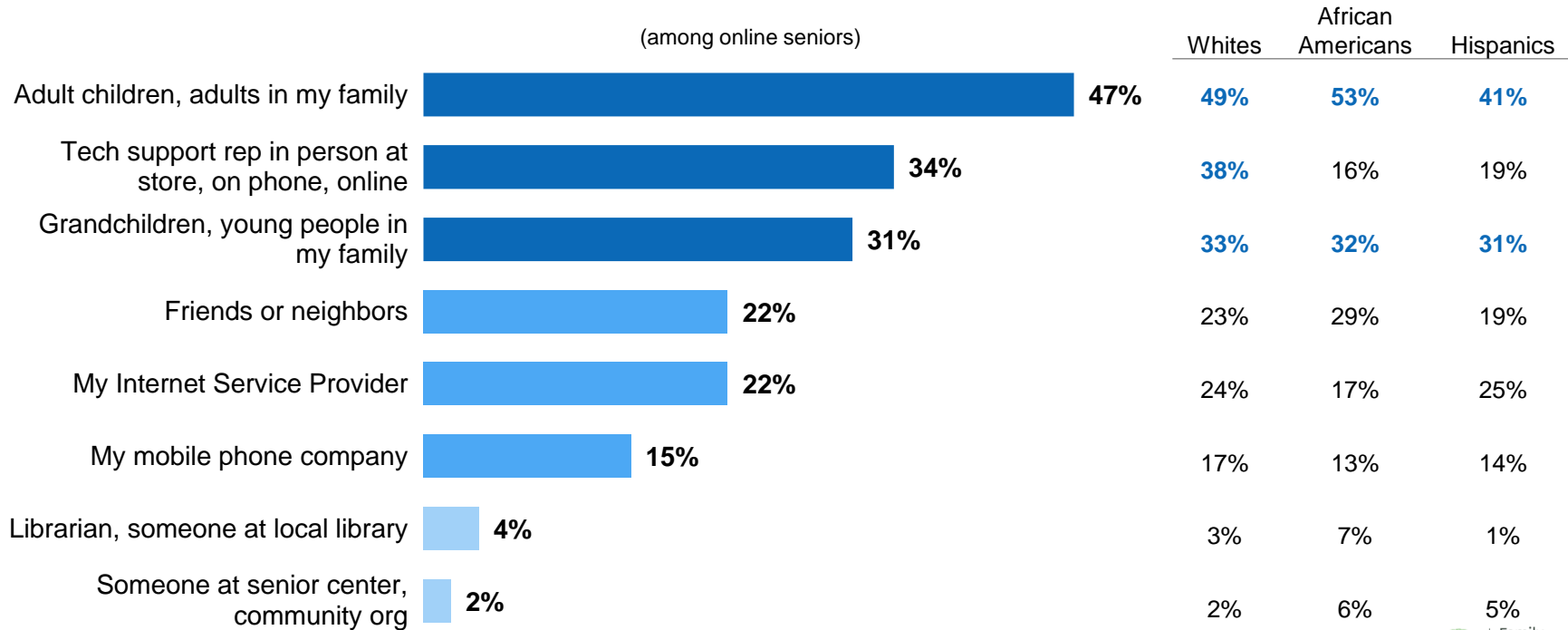
(among online seniors)



93% of online seniors have done at least one, 46% have done two or more.

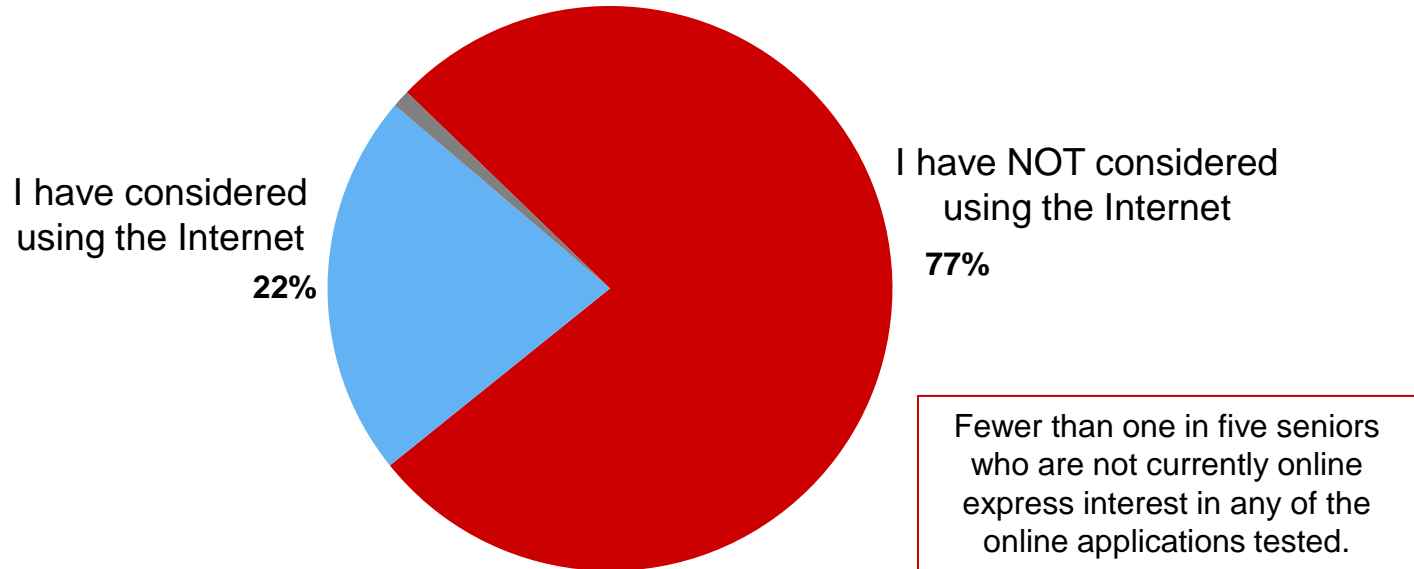
Online seniors prioritize family when seeking help with technology or the Internet.

I have turned to these people for assistance in using electronic devices to go online and using the Internet:



Most seniors who are *not* online have little interest in being so.

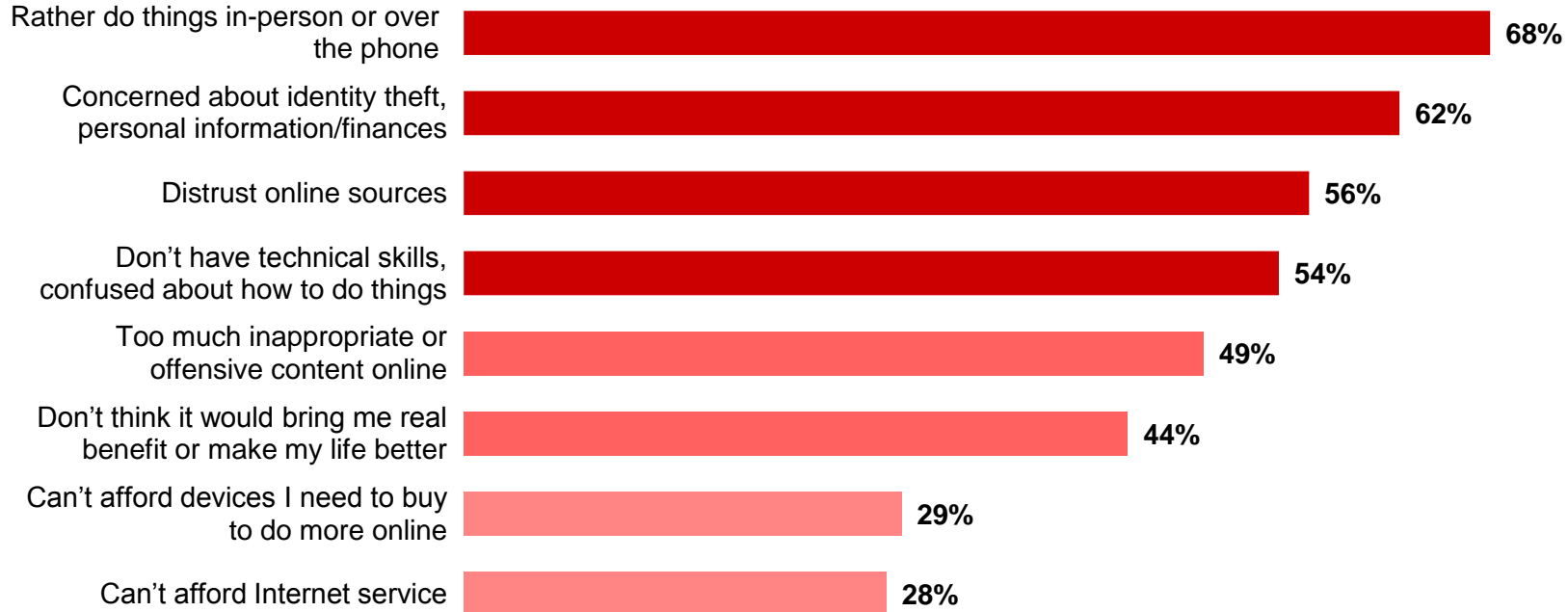
(among seniors not online)



Why not online? It's more about privacy concerns and lack of interest than cost.

This is a MAJOR reason why I do not use the Internet:

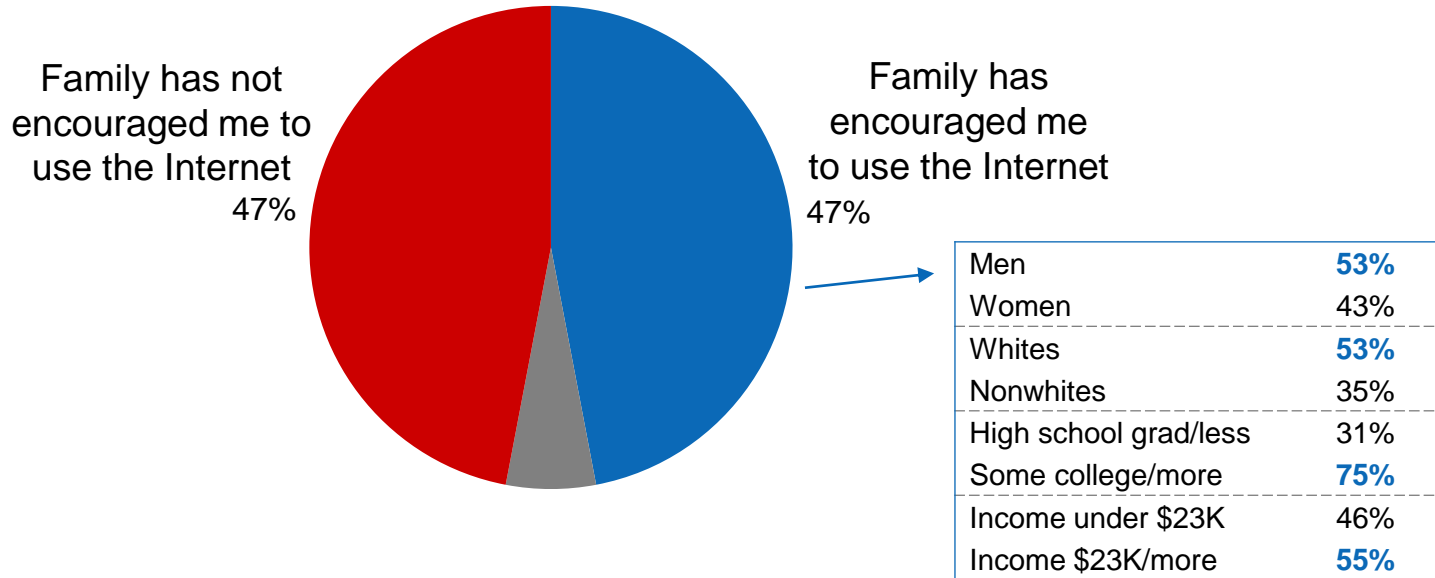
(among seniors not online)



Encouragement to get online varies substantially by socioeconomic status.

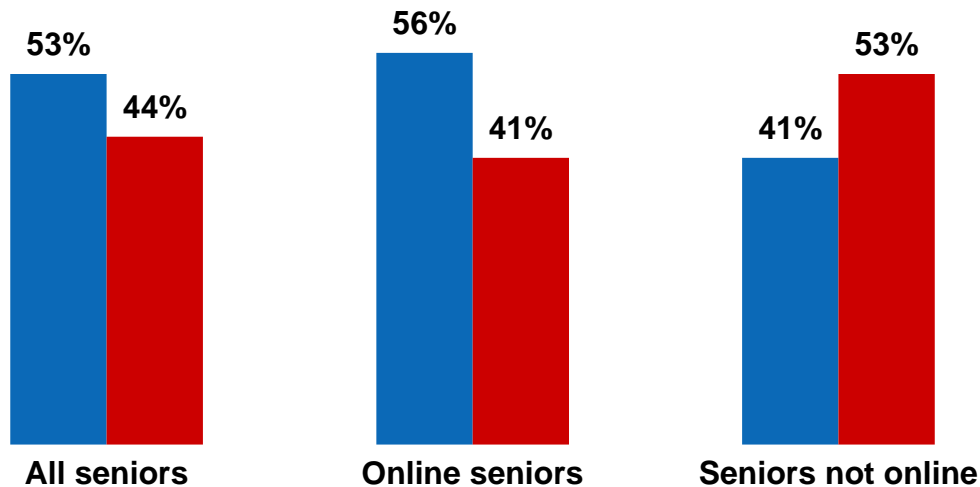
Have your children, grandchildren, or other younger family members encouraged you to use the Internet?

(among seniors not online)



Online or not, many seniors have discussed online safety with young people.

Have you talked to any young people under age 18 – your grandchildren, your children, or any other young people – about the importance of THEM being safe online?



■ I have talked to young people under age 18 about online safety

■ I have NOT talked to young people about online safety

Have talked to young people:

Whites	53%
African Americans	57%
Hispanics	47%

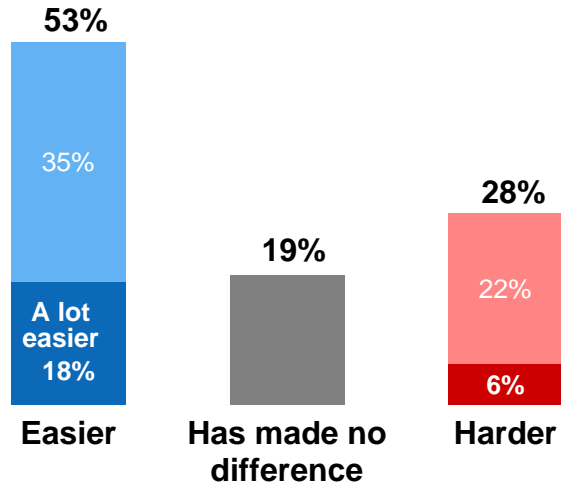
FINDINGS AMONG PARENTS

Methodology

- 673 online interviews among parents whose children age 2 to 17 are online
- Total includes oversamples among:
 - African-American parents (total of 151)
 - Hispanic parents (total of 149)
 - Low-income parents (total of 244)
- Interviewing conducted September 18 to 26, 2018
- Credibility interval = ± 3.8 percentage points for the full sample, higher among subgroups

Parents generally find technology makes parenting easier.

In general, technology and the Internet has made my job as a parent:



Ways that technology and the Internet has made my job as a parent:

Ways technology/Internet has made my job easier

Help with homework	14%
Keeps kids entertained	11%
Access to information	11%
Educational	10%
Keeps child busy, occupied	9%

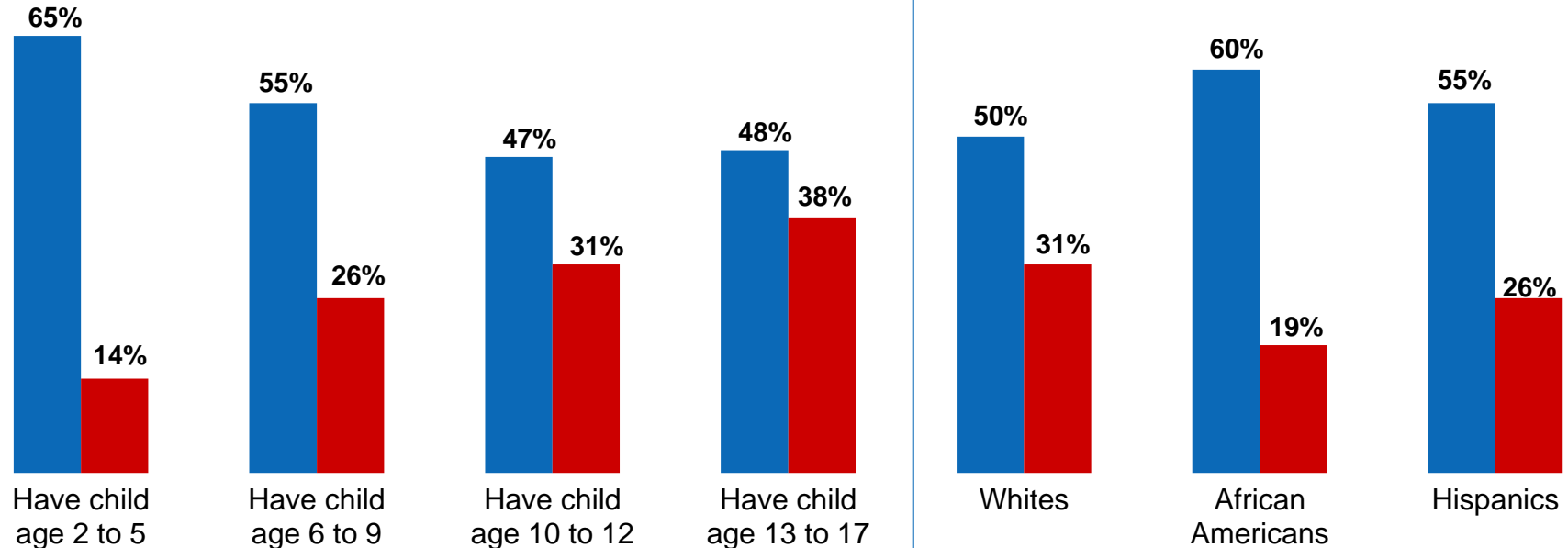
Ways technology/Internet has made my job harder

Have to monitor content	11%
Child always wants to play online	11%
Inappropriate/mature content	10%
Child won't do anything else	6%
Addictive	6%

Though feelings on this change as children get older.

■ Technology/Internet has made my job as a parent EASIER

■ Technology/Internet has made my job HARDER



Parents see many positive effects of technology use, but a couple of clear negatives.

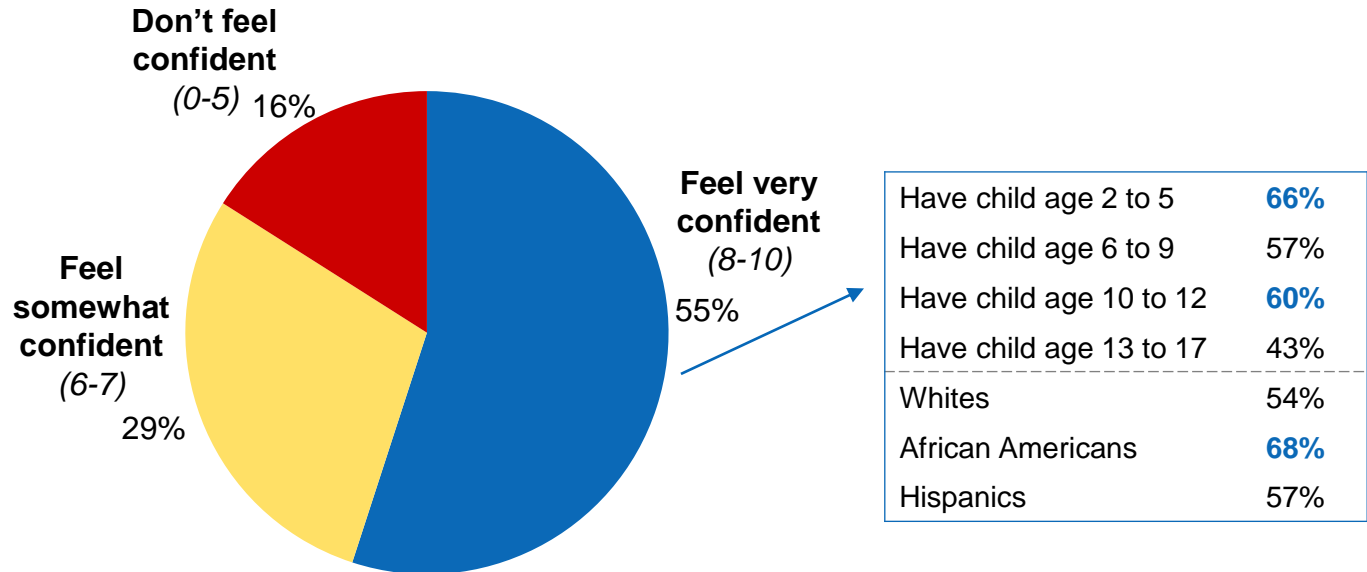
*Net impact of technology and being online on aspects of my child's life**



*Has had more positive effect minus more negative effect

Parents' confidence in managing tech use diminishes when kids become teens.

On a scale from 0 to 10, how confident you feel in your ability to keep track of and manage your child's use of technology, including electronic devices and being online?



Content trumps time management as a concern for parents.

Which one of these are you generally more worried about in use of technology and the Internet?



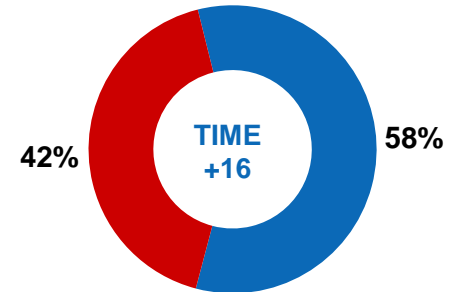
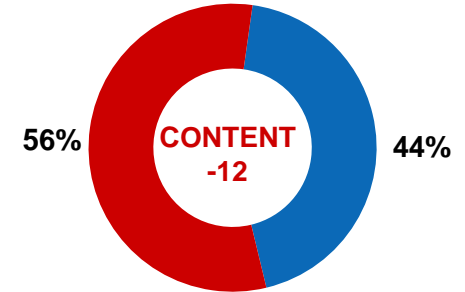
Content and things my child sees and hears when online and using technology



Amount of time my child spends online and using technology

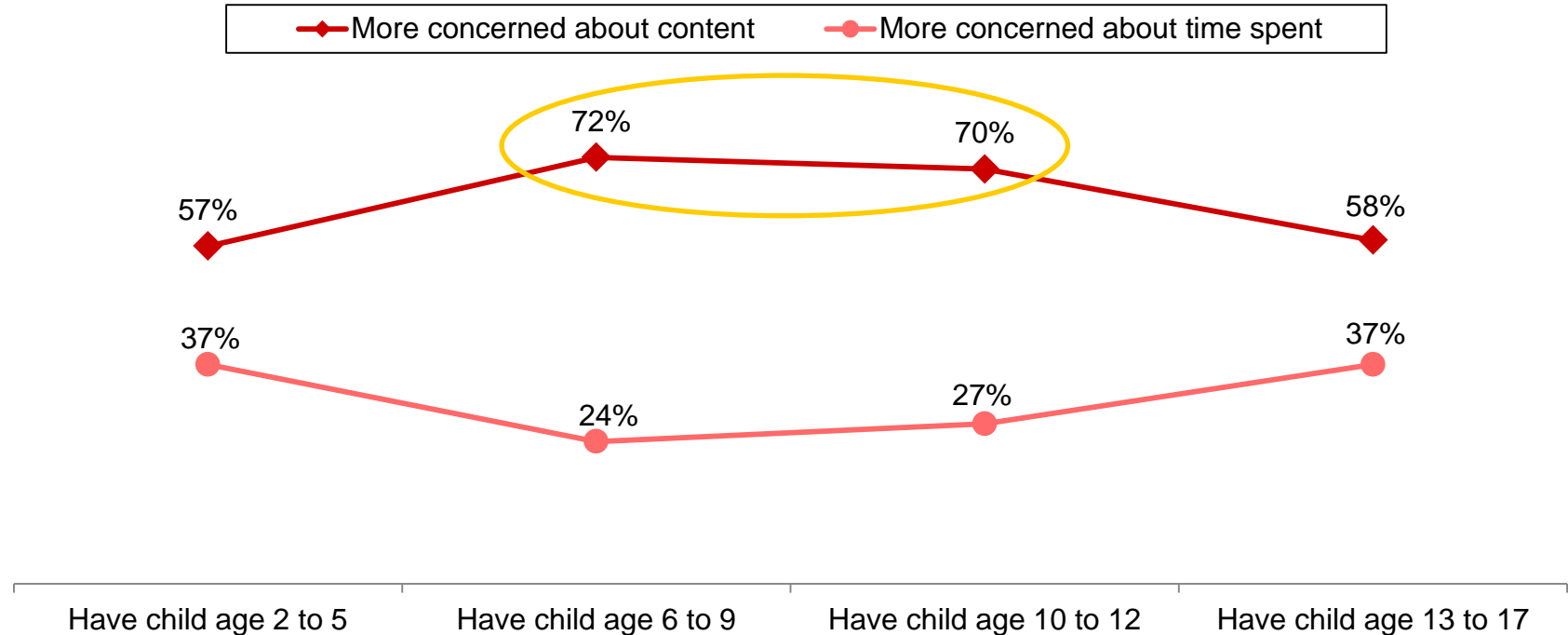


- Satisfied with control I have in this area
- Wish I had more control in this area

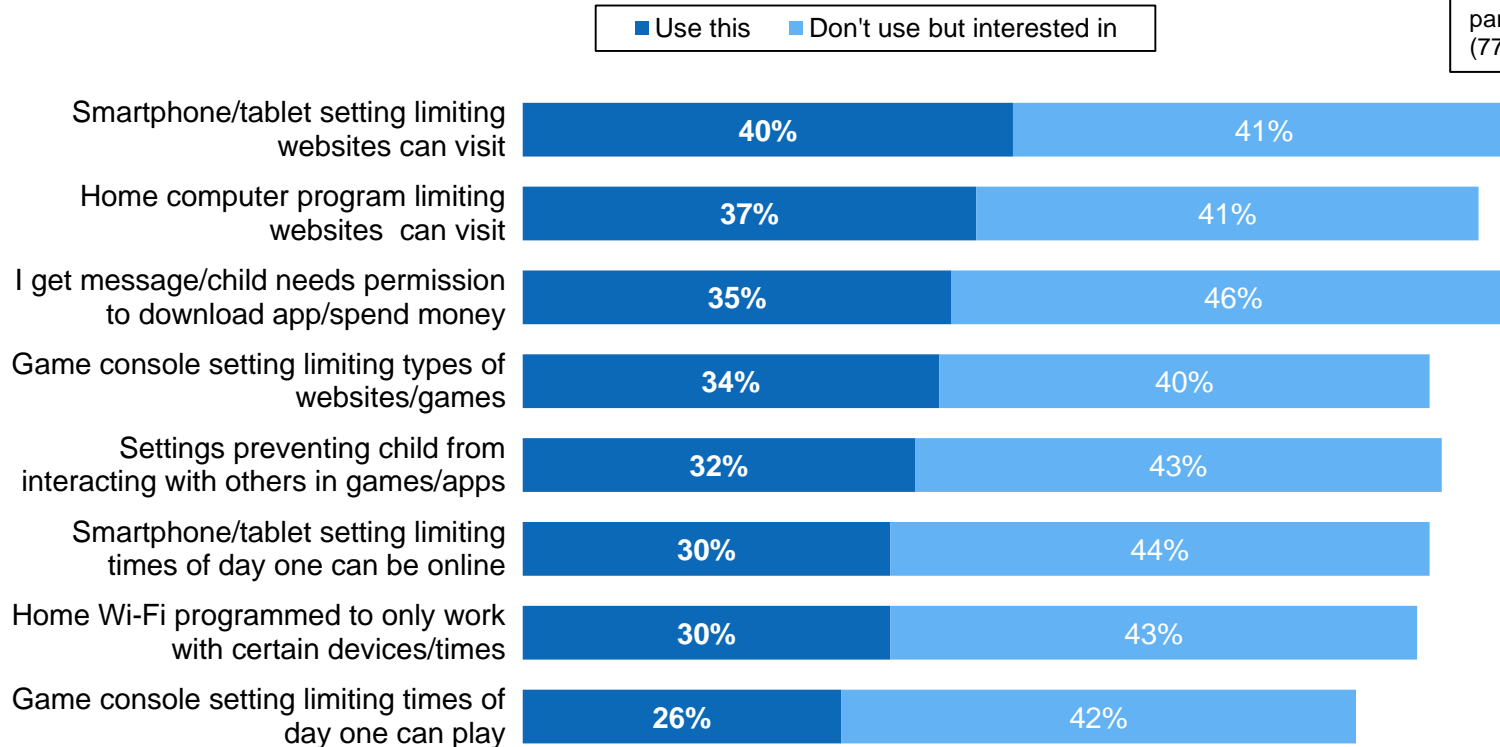


Content concerns spike when kids are age 6 to 12.

Which one of these are you generally more worried about in use of technology and the Internet?



Use of parental controls varies, but interest is high.



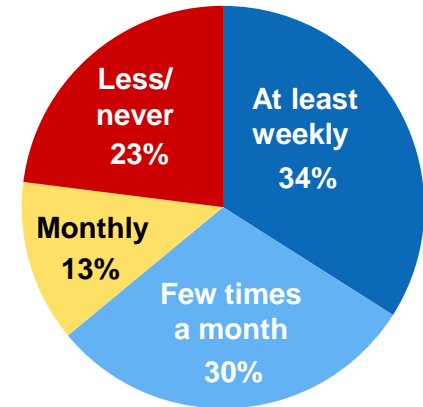
63% of parents use at least one of these controls, higher among Hispanics (70%) and parents of 6- to 9-year-olds (77%).

Most parents approach educating their children about online safety as an ongoing process.

- My child fully understands/appreciates this
- My child does not fully understand/appreciate



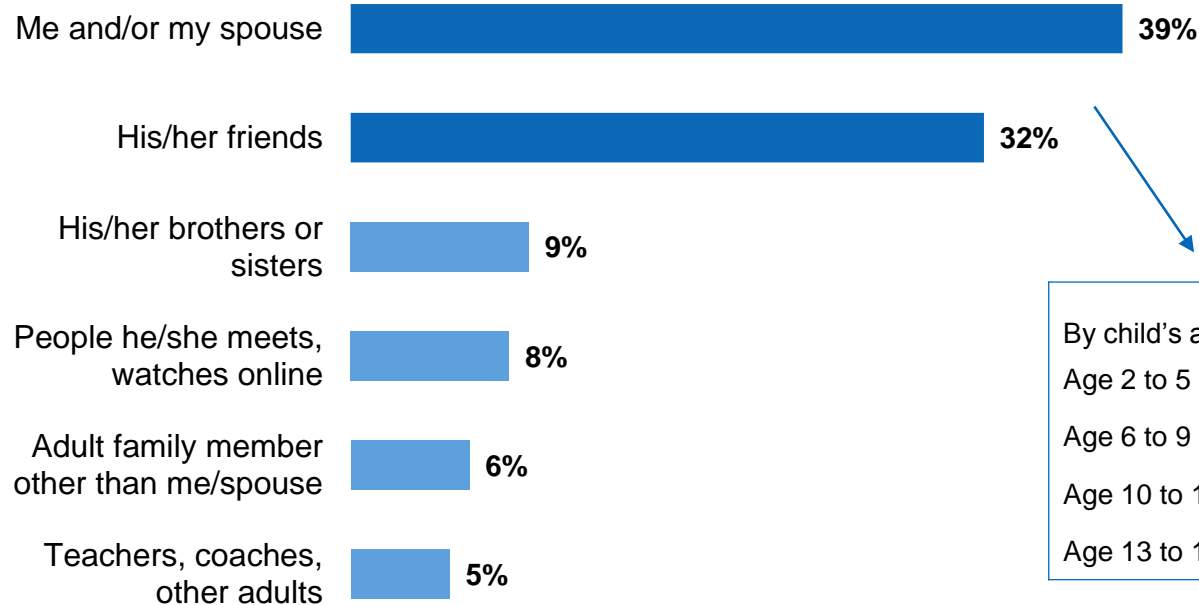
How often do you have discussions with your child about being safe online and protecting personal information?



64% at least a few times a month

Parents say the dynamic of technology influences shifts as children age.

Which one or two of these sources are the biggest influences on your child in how he/she uses technology?



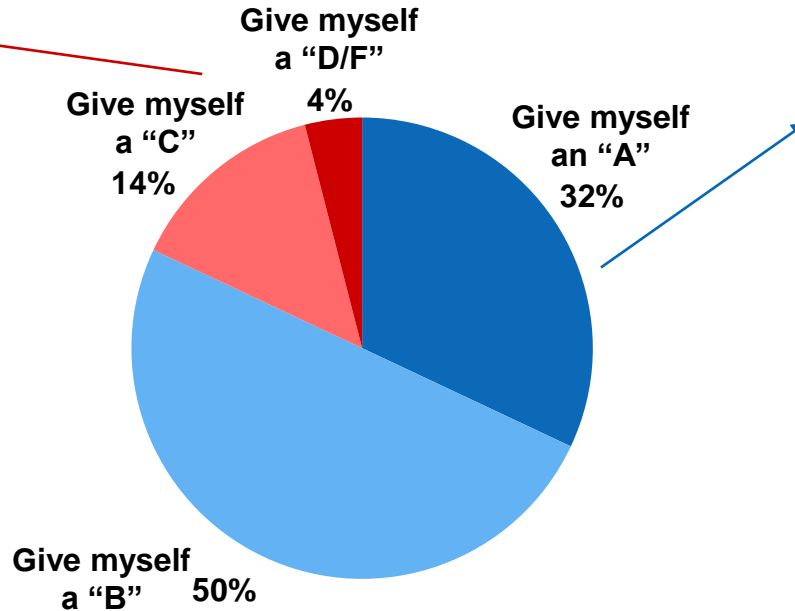
By child's age:	Parents influence	Friends influence	Net parents influence
Age 2 to 5	54%	11%	+43
Age 6 to 9	38%	34%	+4
Age 10 to 12	35%	37%	-2
Age 13 to 17	31%	41%	-10

Parents rate themselves as modeling good—if not perfect—technology behavior for their children.

What grade would you give yourself for the job you are doing in setting a good example and being a good role model in showing your child the kind of behavior you expect when using technology and being online?

How I Could Be Better Role Model (parents giving themselves “C/D/F”)

Spend less time online	24%
Use my phone less	17%
Spend more time interacting with child	10%
Be more strict, set more rules	9%
Monitor child’s online activity more	5%

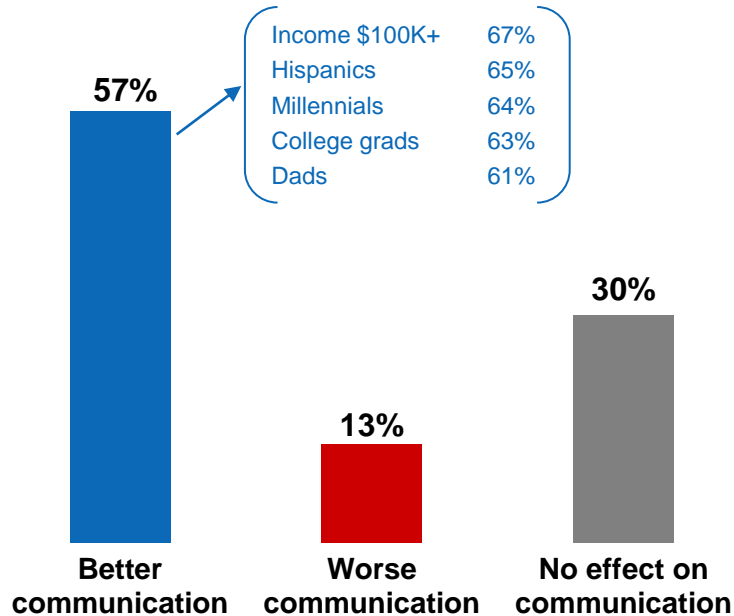


Top of the Class (give myself an “A”)

African Americans	51%
Parents of 10- to 12-year-olds	42%
College grads	37%

Technology can bring families together.

Effect of technology on communication among my family members--including extended family outside our household:



How often do you and your child use technology together (go to websites, play video games, do educational activities, look at social media posts)?

