



# SURVEY DATA: CHILDREN'S DIGITAL PRIVACY AND SAFETY

→ **Trusted Future** surveyed 3,200 respondents and obtained 992 responses from parents with at least one child aged 17 and under living in their home. The survey assessed the views of these parents of school aged children on technology usage habits, views on digital safety, security, and privacy, and their technology policy priorities for Congress.

**1.** How often do you use technologies that are connected to the internet?

|                         |     |
|-------------------------|-----|
| Several times per day   | 80% |
| At least once per day   | 12% |
| Several times per week  | 6%  |
| At least once per week  | 1%  |
| Less than once per week | 1%  |

**2.** Are there any children in your household that use technologies that are connected to the internet or have online access?

|     |     |
|-----|-----|
| Yes | 91% |
| No  | 9%  |

**3. How important are technologies that are connected to the internet to you and your family?**

|                      |     |
|----------------------|-----|
| Very important       | 62% |
| Fairly important     | 30% |
| Not that important   | 7%  |
| Not at all important | 1%  |
| Don't know/Not sure  | 1%  |

**4. To what extent do technologies that are connected to the internet help your family take advantage of learning and education tools?**

|                         |     |
|-------------------------|-----|
| Helps to a great extent | 51% |
| Helps to some extent    | 33% |
| Helps little, if at all | 10% |
| Does not help           | 3%  |
| Don't know/Not sure     | 3%  |

**5. To what extent do technologies that are connected to the internet help your family to work remotely?**

|                         |     |
|-------------------------|-----|
| Helps to a great extent | 52% |
| Helps to some extent    | 20% |
| Helps little, if at all | 11% |
| Does not help           | 8%  |
| Don't know/Not sure     | 9%  |

**6. To what extent do technologies that are connected to the internet help your family communicate with friends and loved ones?**

|                         |     |
|-------------------------|-----|
| Helps to a great extent | 60% |
| Helps to some extent    | 28% |
| Helps little, if at all | 8%  |
| Does not help           | 2%  |
| Don't know/Not sure     | 2%  |

- 7.** Technology offers many possibilities for future generations. How likely do you think it is that technology will be used by future generations to continue learning beyond formal education?

|                     |     |
|---------------------|-----|
| Very likely         | 53% |
| Somewhat likely     | 33% |
| Not that likely     | 7%  |
| Not at all likely   | 2%  |
| Don't know/Not sure | 4%  |

- 8.** Technology offers many possibilities for future generations. How likely do you think it is that technology will be used by future generations to gain access to good paying jobs in industries of the future?

|                     |     |
|---------------------|-----|
| Very likely         | 47% |
| Somewhat likely     | 34% |
| Not that likely     | 10% |
| Not at all likely   | 3%  |
| Don't know/Not sure | 6%  |

- 9.** To what extent do you agree or disagree with the statement: If we want every child, regardless of income or geography to be able to take advantage of good paying technology jobs in the future, it's essential that every school offers classes that enable students to learn to code.

|                            |     |
|----------------------------|-----|
| Strongly Agree             | 44% |
| Somewhat Agree             | 32% |
| Neither agree nor disagree | 19% |
| Somewhat Disagree          | 4%  |
| Strongly Disagree          | 1%  |

- 10.** To what extent do you agree or disagree with the statement: Given that half of economic growth since World War II is attributable to innovation, it's critical that America invests more to advance new technologies and our innovative capacity so that today's children will be able to benefit from good-paying jobs in high-tech industries of the future.

|                            |     |
|----------------------------|-----|
| Strongly Agree             | 47% |
| Somewhat Agree             | 31% |
| Neither agree nor disagree | 17% |
| Somewhat Disagree          | 3%  |
| Strongly Disagree          | 1%  |

- 11.** To what extent do you agree or disagree with the statement: Today, every student now needs access to high speed broadband and a learning device so they have equal access the online universe of knowledge, and are able obtain the education they need to get ahead in life.

|                            |     |
|----------------------------|-----|
| Strongly Agree             | 53% |
| Somewhat Agree             | 30% |
| Neither agree nor disagree | 14% |
| Somewhat Disagree          | 3%  |
| Strongly Disagree          | 2%  |

- 12.** Continuing to think about future generations, do you think technology is likely to make their lives...

|   |     |
|---|-----|
| A lot easier than the lives of their parents              | 37% |
| Somewhat easier than the lives of their parents           | 36% |
| Neither easier nor harder than the lives of their parents | 22% |
| Somewhat harder than the lives of their parents           | 4%  |
| A lot harder than the lives of their parents              | 2%  |

- 13.** How concerned, if at all, are you about protecting your and your family's digital privacy?

|                      |     |
|----------------------|-----|
| Very concerned       | 41% |
| Fairly concerned     | 36% |
| Not that concerned   | 16% |
| Not at all concerned | 5%  |
| Don't know/Not sure  | 3%  |

- 14.** To what extent does your or your families' personal data being collected and/or used by third parties without your consent concern you?

|                      |     |
|----------------------|-----|
| Strongly concerns me | 44% |
| Concerns me          | 29% |
| Concerns me a little | 19% |
| Does not concern me  | 5%  |
| Don't know/Not sure  | 3%  |

**15. With regards to your children’s data, how much importance would you place on keeping their location secure?**

|                      |     |
|----------------------|-----|
| Very important       | 69% |
| Fairly important     | 19% |
| Not that important   | 6%  |
| Not at all important | 3%  |
| Don't know/Not sure  | 3%  |

**16. With regards to your children’s data, how much importance would you place on keeping their age secure?**

|                      |     |
|----------------------|-----|
| Very important       | 54% |
| Fairly important     | 31% |
| Not that important   | 10% |
| Not at all important | 2%  |
| Don't know/Not sure  | 3%  |

**17. With regards to your children’s data, how much importance would you place on keeping their school records secure?**

|                      |     |
|----------------------|-----|
| Very important       | 58% |
| Fairly important     | 27% |
| Not that important   | 9%  |
| Not at all important | 2%  |
| Don't know/Not sure  | 3%  |

**18. With regards to your children’s data, how much importance would you place on keeping their browsing history secure?**

|                      |     |
|----------------------|-----|
| Very important       | 51% |
| Fairly important     | 33% |
| Not that important   | 11% |
| Not at all important | 3%  |
| Don't know/Not sure  | 3%  |

**19.** With regards to your children’s data, how much importance would you place on keeping their health data secure?

|                      |     |
|----------------------|-----|
| Very important       | 60% |
| Fairly important     | 27% |
| Not that important   | 8%  |
| Not at all important | 2%  |
| Don't know/Not sure  | 3%  |

**20.** With regards to your children’s data, how much importance would you place on keeping their identity secure?

|                      |     |
|----------------------|-----|
| Very important       | 70% |
| Fairly important     | 20% |
| Not that important   | 7%  |
| Not at all important | 2%  |
| Don't know/Not sure  | 3%  |

**21.** If Congress ensured that internet connected devices targeted toward children meet robust cyber security standards

|                                  |     |
|----------------------------------|-----|
| 5 - Would help to a great extent | 38% |
| 4                                | 32% |
| 3 - Mid                          | 23% |
| 2                                | 6%  |
| 1 - Would not help at all        | 1%  |

**22.** How important do you think it is to have apps reviewed by experts for safety, security, and privacy before they are made available for download on devices?

|                      |     |
|----------------------|-----|
| Extremely important  | 50% |
| Important            | 41% |
| Not that important   | 7%  |
| Not at all important | 2%  |

- 23.** Please use the slider below to indicate the extent to which you would be in favor of technological tools that allow parents the ability to keep track of how much time kids spend using different apps.

|                         |     |
|-------------------------|-----|
| 5 - Very in favor       | 37% |
| 4                       | 32% |
| 3 - Mid                 | 24% |
| 2                       | 5%  |
| 1 - Not at all in favor | 2%  |

- 24.** Please use the slider below to indicate the extent to which you would be in favor of technological tools that allow parents the ability to set a specific time, like bedtime, when apps and notifications are blocked.

|                         |     |
|-------------------------|-----|
| 5 - Very in favor       | 37% |
| 4                       | 32% |
| 3 - Mid                 | 24% |
| 2                       | 5%  |
| 1 - Not at all in favor | 2%  |

- 25.** Please use the slider below to indicate the extent to which you would be in favor of a carefully curated kids app store that is age appropriate.

|                         |     |
|-------------------------|-----|
| 5 - Very in favor       | 36% |
| 4                       | 34% |
| 3 - Mid                 | 23% |
| 2                       | 5%  |
| 1 - Not at all in favor | 2%  |

- 26.** Please use the slider below to indicate the extent to which you would be in favor of technological tools that allow parents the ability to restrict children's app download.

|                         |     |
|-------------------------|-----|
| 5 - Very in favor       | 46% |
| 4                       | 28% |
| 3 - Mid                 | 21% |
| 2                       | 4%  |
| 1 - Not at all in favor | 1%  |

**27.** Please use the slider below to indicate the extent to which you would be in favor of technological tools that allow parents the ability to limit the targeting and tracking of children’s online behavior.

|                         |     |
|-------------------------|-----|
| 5 - Very in favor       | 49% |
| 4                       | 29% |
| 3 - Mid                 | 17% |
| 2                       | 4%  |
| 1 - Not at all in favor | 1%  |

**28.** Please use the slider below to indicate the extent to which you would be in favor of technological tools that allow parents the ability to block mature content.

|                         |     |
|-------------------------|-----|
| 5 - Very in favor       | 57% |
| 4                       | 23% |
| 3 - Mid                 | 16% |
| 2                       | 3%  |
| 1 - Not at all in favor | 1%  |

**29.** Please use the slider below to indicate the extent to which you would be in favor of technological tools that allow parents the ability to restrict children’s in-app purchases.

|                         |     |
|-------------------------|-----|
| 5 - Very in favor       | 50% |
| 4                       | 28% |
| 3 - Mid                 | 17% |
| 2                       | 3%  |
| 1 - Not at all in favor | 1%  |

**30.** Please use the slider below to indicate the extent to which you would be in favor of technological tools that allow parents the ability to understand information on what data apps are collecting.

|                         |     |
|-------------------------|-----|
| 5 - Very in favor       | 45% |
| 4                       | 33% |
| 3 - Mid                 | 18% |
| 2                       | 3%  |
| 1 - Not at all in favor | 1%  |



**31. To what extent do you support congressional attempts to limit cyber threats like malware and ransomware?**

|                     |     |
|---------------------|-----|
| Strongly support    | 52% |
| Somewhat support    | 31% |
| Somewhat oppose     | 8%  |
| Strongly opposed    | 2%  |
| Don't know/Not sure | 7%  |

**32. To what extent do you agree or disagree that parents should be empowered with technological tools that allow them to play an active role in protecting their children's privacy?**

|                            |     |
|----------------------------|-----|
| Strongly Agree             | 59% |
| Somewhat agree             | 29% |
| Neither agree nor disagree | 10% |
| Somewhat disagree          | 1%  |
| Strongly Disagree          | 0%  |

**33. Would you be concerned if device makers were required to allow apps to be available to download onto your children's devices that had not been reviewed by experts for safety, security, and privacy?**

|                     |     |
|---------------------|-----|
| Yes                 | 75% |
| No                  | 14% |
| Don't know/Not sure | 12% |

**34. How important do you think discussions about online privacy, safety and security with children are?**

|                      | Parents of 0-17 year olds | Parents with children of 0-11 only | Parents with children of 12-17 only |
|----------------------|---------------------------|------------------------------------|-------------------------------------|
| Very important       | 58%                       | 56%                                | 64%                                 |
| Fairly important     | 28%                       | 29%                                | 26%                                 |
| Not that important   | 8%                        | 8%                                 | 5%                                  |
| Not at all important | 2%                        | 3%                                 | 1%                                  |
| Don't know/Not sure  | 4%                        | 4%                                 | 3%                                  |

**35.** Are you currently having discussions about online privacy, safety and security with your child/children?

|                     | Parents of 0-17 year olds | Parents with children of 0-11 only | Parents with children of 12-17 only |
|---------------------|---------------------------|------------------------------------|-------------------------------------|
| Yes                 | 71%                       | 69%                                | 79%                                 |
| No                  | 22%                       | 24%                                | 17%                                 |
| Don't know/Not sure | 6%                        | 7%                                 | 5%                                  |

**36.** For young children, in the same way we teach them to look twice before crossing the street, do you think it is now as important to teach them to think twice before clicking an untrusted link?

|                     | Parents of 0-17 year olds | Parents with children of 0-11 only | Parents with children of 12-17 only |
|---------------------|---------------------------|------------------------------------|-------------------------------------|
| Yes                 | 84%                       | 82%                                | 88%                                 |
| No                  | 10%                       | 12%                                | 8%                                  |
| Don't know/Not sure | 6%                        | 6%                                 | 4%                                  |

**37.** For teens, is a "tech talk" now as important as the "sex talk" for keeping them safe?

|                     | Parents of 0-17 year olds | Parents with children of 0-11 only | Parents with children of 12-17 only |
|---------------------|---------------------------|------------------------------------|-------------------------------------|
| Yes                 | 75%                       | 74%                                | 79%                                 |
| No                  | 14%                       | 15%                                | 11%                                 |
| Don't know/Not sure | 11%                       | 11%                                | 10%                                 |

**38.** If you could choose only one priority for this Congress on technology policy legislation, which of the following would it be:

|  |     |
|--|-----|
| Additional Children's Privacy Protections                  | 37% |
| Comprehensive National Privacy Framework                   | 26% |
| Investments in Innovation, Jobs, and Emerging Technologies | 24% |
| Antitrust legislation                                      | 3%  |
| None of these  | 10% |

- 39.** Some of the nation's top security experts have called on Congress to conduct a comprehensive review of the security implications of new tech regulation legislation. Would you have more trust in legislation that has undergone such a review, including on legislation that could impact children's privacy, safety, and security?

|                     |     |
|---------------------|-----|
| Yes                 | 67% |
| No                  | 14% |
| Don't know/Not sure | 20% |

- 40.** Using the slider below, could you indicate to what extent it would help if mobile device makers built in security by design to help thwart mobile malware from ever getting installed on devices.

|                                  |     |
|----------------------------------|-----|
| 5 - Would help to a great extent | 42% |
| 4                                | 32% |
| 3 - Mid                          | 22% |
| 2                                | 3%  |
| 1 - Would not help at all        | 1%  |

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