Only 4 in 10 parents feel confident enough to talk to their family about online safety. Over 50% of parents have never received online safety training.

Average age parents believe kids should learn about online safety: 9.4 years old

73% of parents have spent less than 4 hours a year talking to their kids about online safety. ~20 minutes a month

Where kids are accessing the Internet:
- Smartphone: 78%
- Computer/Laptop: 77%
- Tablet: 64%

Average age kids started asking for their own device: 8.7 years old

Average age parents are buying devices for their kids: 9.5 years old

Biggest challenge to ensuring child has a healthy digital lifestyle: Content I don't approve of or don't want them watching/using: 28%

Top online safety concerns among parents for their kids:
1. Inappropriate content
2. Communicating Responsibly
3. Cyberbullying
4. Security
5. Phishing/Scams

Top online safety concerns among parents for themselves:
1. Security
2. Inappropriate content
3. Phishing/Scams
4. Communicating Responsibly
5. Cyberbullying

Methodology: The family online safety survey among parents and educators was fielded by Critical Mix, Inc. and funded by Google. Online survey was fielded in December 2019 through January 2020 in the United States. Sample Size: n=2,000 Parents with children under the age of 18 and n=1,000 Educators. Margin of error is +/- 2.2% for parents and +/- 3.2% for teachers.
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