

Be Internet Awesome.

Online Safety & Parents

January 2019



Kids' Internet Access

Where does your child access the Internet?



98% Home



68% Mobile Phone

Kids' online experiences

39.1% Seen inappropriate content online.



23.8% Overshared information on social media.



15.6% Scammed by an email or by a bad link online.



13.8% Cyberbullying.



13.6% Account hacked.



55%

Of kids have their own smartphone or tablet.



10 YEARS OLD

Average age parents buy a connected device for their child.

Both parents and teachers agree that kids need strong digital skills to be successful

90%

Agree that kids should have strong digital literacy skills to be successful.

95%

Agree that online safety and digital citizenship should be taught to all children.



8 YEARS OLD

Recommended age to begin learning about online safety and digital citizenship.



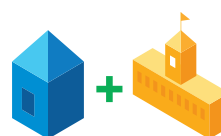
30%

Believe **teachers** should be doing more to keep students safe online.



70%

Parents would find online safety workshops useful.



83%

Think kids should learn about online safety at home AND in school.



30%

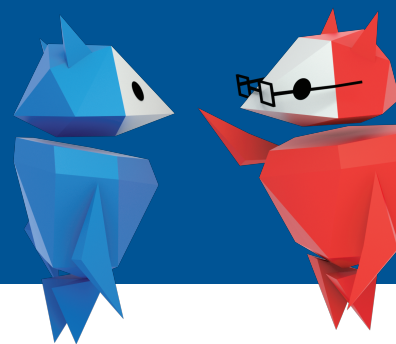
Are confident they know enough about online safety to speak about it.

Top Online Safety Issue At Home: Privacy & Security



Most important online issues for their kids

1. Privacy & Security.
2. Inappropriate Content.
3. Information Sharing.
4. Cyberbullying.
5. Understanding Real/Fake.
6. Healthy Digital Habits.



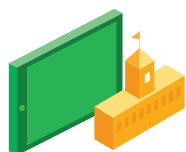
6 out of 10 teachers feel they have resources to teach online safety to their students, while less than half feel as equipped to help parents on this topic.

62%

"I have great resources for educating my students about online safety and digital citizenship."

48%

"I have great resources for informing parents about online safety and digital citizenship."



69%

Think digital citizenship and online safety should be a part of their core curriculum.



83%

Say they need more resources to feel equipped to teach online safety.

Both parents and teachers agree that kids need strong digital skills to be successful

92%

Agree that kids should have strong digital literacy skills to be successful.

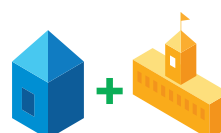
96%

Agree that online safety and digital citizenship should be taught to all children.



7 YEARS OLD

Recommended age to begin learning about online safety and digital citizenship.



93%

Think kids should learn about online safety at home AND in school.



90%

Believe **Parents** should be doing more to keep students safe online.



80%

Parents would find online safety workshops useful.



17%

Are confident they know enough about online safety to speak about it.

Top Online Safety Issue At School: Cyber-bullying



Top online issues for kids in the classroom

1. Cyberbullying.
2. Privacy & Security.
3. Inappropriate Content.
4. Information Sharing.
5. Healthy Digital Habits.
6. Understanding Real/Fake.