



## What has changed?

**The number of homes with broadband access is increasing.**

- One out of every two teens who use the Internet lives in a home with a broadband connection (*Pew Internet, July 2005*)

**Teens and kids are spending more time online.**

- **Kids ages 2-11** spend an average **9 hours and 24 minutes online** per month; 41% increase from 2003 (*Nielsen/Netratings, Oct. 2006*)
- **Fifteen- to eighteen-year-olds average nearly 6.5 hours** a day watching TV, playing video games, and surfing the Net—**“media multi-tasking”** (*Kaiser Family Foundation Survey, March 2005*)
- **51% of teenage** Internet users say they go **online on a daily basis.** (*Pew Internet, July 2005*)

## What are kids doing online?

**Social networking, video/music downloads and chat are big for teens.**

- **Nine out of the top 10 teen sites** either offered content or tools for **social networking** site profiles, or were social networking sites themselves. (*Nielsen/Netratings, Oct. 2006*)
- **75% of online teens** — or about two-thirds of all teenagers — **use instant messaging (IM)** (*Pew Internet, July 2005*)
- Computer use for **social networking activities** has soared nearly threefold since 2000, to an **average 1 hour and 22 minutes a day** (*Kaiser Family Foundation Survey, March 2005*)
- **Nearly half of online teens post** something on Websites like **Facebook or MySpace...** (*CBS News, June 2006*)

## What are the dangers and threats associated with today’s Internet?

**Online social networking, chat and video/music downloads create a new level of threats.**

- **Top online consumer concerns:** 1) **predatory behavior** by strangers, and 2) **exposure to pornography** (*Webroot Parental Control Software Research, 2006*)
- More than **90% of kids** who meet an online predator in person **end up being abused** (*Wolak, 2004*)
- **76% of online sexual exploitation victims** are **found via social networking** applications (chats, blogs, discussion boards) (*Wolak, 2004*)
- **One in five** U.S. teens say they have **received an unwanted sexual solicitation** via the Web. (*Crimes Against Children Research Center*)

## How are online predators able to track down personal information about their victims?

**Sharing personal information can be dangerous.**

- **75% of children are willing to share personal information online** about themselves and their family in exchange for goods and services. (*eMarketer*)
- **81% of parents** of online teens say that **teens aren’t careful** enough when giving out information about themselves online (*Pew Internet, March 2005*)

## What options do parents have to deal with online issues?

Currently there are a number of resources for parents, including books, Websites and parental control software to help parents be engaged with their children’s online activities. Check out **Webroot’s Child Safe** parental control software. It is easy to use, blocks inappropriate content, provides great reporting and monitoring options as well as a scheduling option. For more information visit [www.webroot.com](http://www.webroot.com).