

McAfee Security Australia Pty Ltd

Level 20
201 Miller Street
North Sydney NSW 2060
www.mcafee.com



PRIVACY AWARENESS WEEK 2017

Trust & Transparency in Australian Family Households

McAfee & Life Education Research Data Sheet

To align with this year's Privacy Awareness Week, in March 2017 McAfee and Life Education carried out research around the theme of 'trust and transparency' to provide a gauge on the behaviours of both young Australians and parents when they are online.

Respondents needed to be a parent over 18 with children aged 8-17, who then participated in the study. This data sheet reflects the answers of 1,164 adults and kids surveyed.

Who in the household is the most tech savvy?

- One in four Aussie parents (25%) do not need any help with technology assistance around the home, but 39% of parents admit turning to their partner for help and 37% ask their children for assistance.

What trust exists across families in terms of sharing payment, login and personal data across mobile devices?

- Two out of three parents (66%) share their password with someone else.
 - More than half (51%) of parents share their password with their partner
 - More than a third (36%) of parents share their password with their children.
- Nearly two thirds (64%) of parents do not trust their children with their password.
- However, nearly a quarter (23%) of parents do not have restrictions in place to stop their children purchasing apps or making in-app purchases on their devices.
- Two out of five tweens and teens (40%) either 'do not' or 'sometimes' ask their parents for permission before downloading or purchasing apps.
- One in five Aussie parents (21%) have had their personal email account hacked which has resulted in friends and family members receiving emails that were not sent by them.

Online safety and privacy

- Conversation between parents and their children about online behaviour has slipped since 2015. 65% of parents discuss their child's online behaviour directly with them but this is down from 88% in 2015.
- Whilst more than half of tweens and teens (55%) learn about online safety from their parents, followed by school (32%), it seems there has been a relaxed approach to discussing online safety with kids. While the top three topics parents discuss with their children remain the same at cyberbullying (69%), privacy settings (59%) and identity theft (51%), this is down from 84%, 75% and 66% respectively in 2015.
- However, four in five (82%) of parents have attempted to find out what their child does online and one in three parents (36%) monitor their child's online behaviour by searching their child's devices.
- Two out of five (41%) of tweens and teens hide their online activity from their parents (an increase from 37% in 2015).
- While the most common action (23%) is to minimise their browser when an adult walks in, more tweens and teens are now deleting messages (18%) and clearing their browser history after use (21%) compared to 2015 (16% and 16% respectively).

Trust level assigned to websites and apps

- The top three things that help tweens and teens trust apps more include 'friends are using it' (83%), 'it's free' (45%) and 'how it looks' (44%). No surprise, terms and conditions were least relied on for tweens and teens (17%).
- Comparatively, the top three biggest factors that influence how much a parent trusts an app are reviews (77%); friends are using it (49%) and the terms and conditions (49%).
- When asked about the trustworthiness of websites and apps, parents said Government agencies (69%), corporate institutions (62%) and TV subscription services (54%) were the top three most trustworthy websites. On the other hand, unofficial app markets (44%), gaming or gambling websites (44%) and social media (34%) were the top three least trustworthy websites.

Social media

- This year, YouTube surpassed Facebook as the number one social site used amongst tweens and teens.
 - **For children aged 8-12**, YouTube (76%) was the most used social media platform, followed by Facebook (46%) and Snapchat (39%) – despite the legal age for all three being 13
 - **For children aged 13-17**, Facebook (77%) was the most used social media platform, followed by YouTube (57%) and Instagram (54%).
- 41% of parents follow their children on social media, which is far less than 66% in 2015.
- One in ten (12%) tweens and teens said they would meet, or have met someone, in person who they first met online (11% in 2015).

Key research points – 2015 / 2017 comparison:

Topic	2015 results	2017 results	Variation
Parent / Child conversation and trust			
Parent / Child cyber conversation	88%	65%	-23%
Parents monitoring / wishing to monitor child online	75%	82%	+7%
Children actively hiding online activity from parents	37%	41%	+4%
Methods of hiding online activity			
▪ Delete messages	16%	18%	+2.0%
▪ Clear browser history	16%	21%	+3.0%
▪ Minimise browser when an adult is present	15%	23%	+8.0%
▪ Use privacy settings	12%	11%	-1.0%
▪ Use a mobile device instead of a laptop/desktop	11%	14%	+3.0%
Top 5 social media sites			
1.	Facebook	YouTube	↑1
2.	YouTube	Facebook	↓1
3.	Instagram	Instagram (=3)	↔
4.	Skype	Snapchat (=3)	↑2
5.	Snapchat	Other	New
Online risks			
Willingness to meet people they first met online	11%	12%	+1.0%