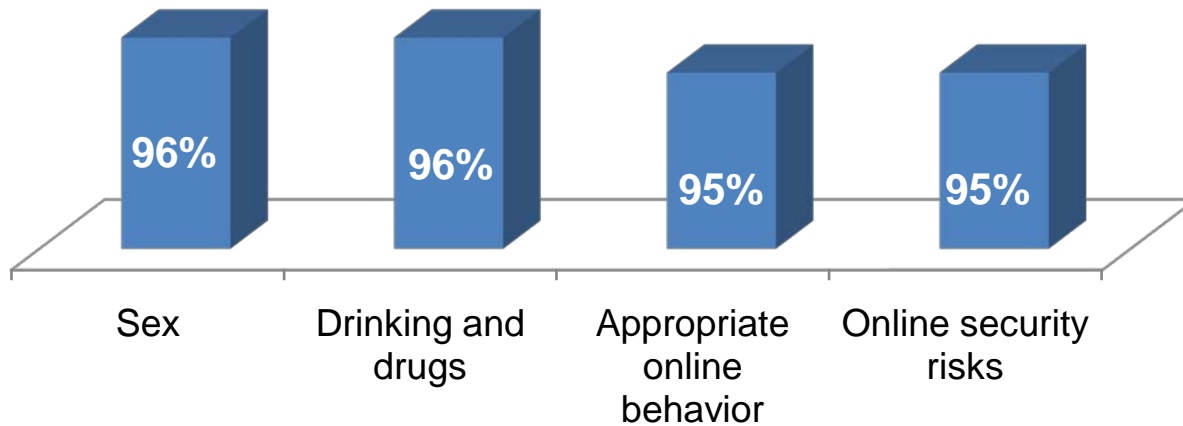


“THE INTERNET TALK”

“How important do you feel the following conversations (sex, drinking and drugs, appropriate online behavior and online security risks) are to have with your child/children?”

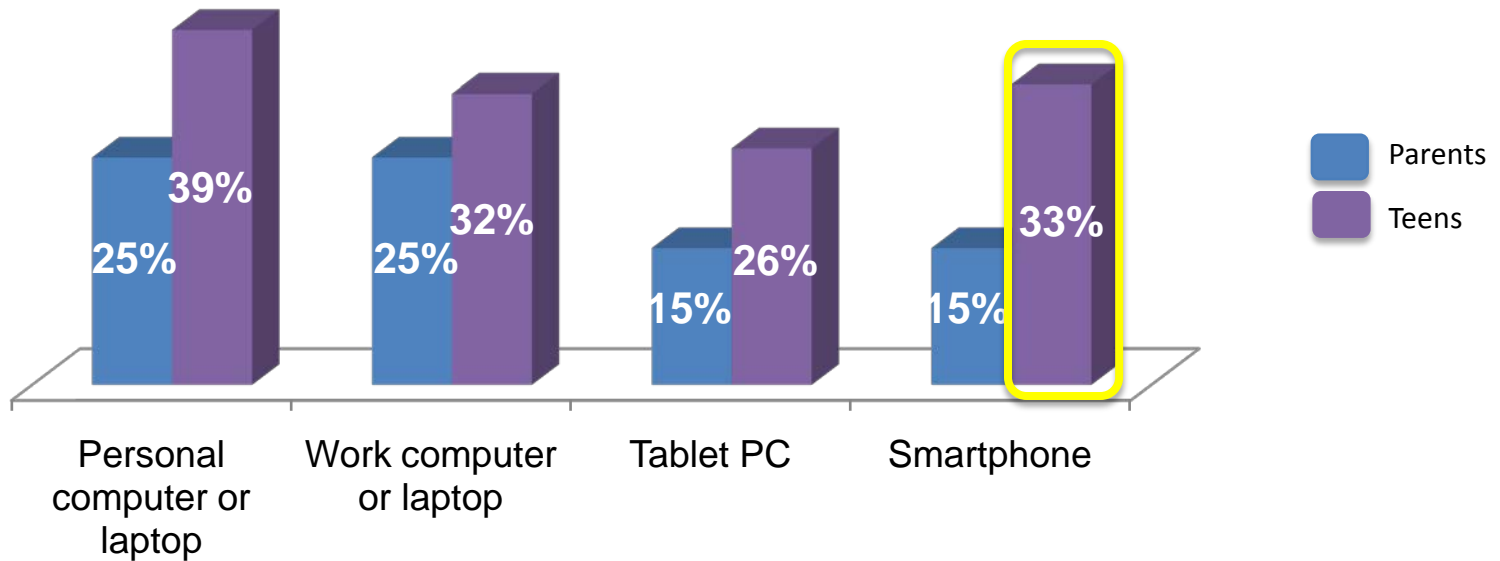
To parents, having the ‘The Internet Talk’ with their child is ranked just as important as talking about sex, drugs and alcohol.



Although 95 percent of parents find it important to have the talk, only about 65 percent actually have had one about either online security risks or appropriate online behavior.

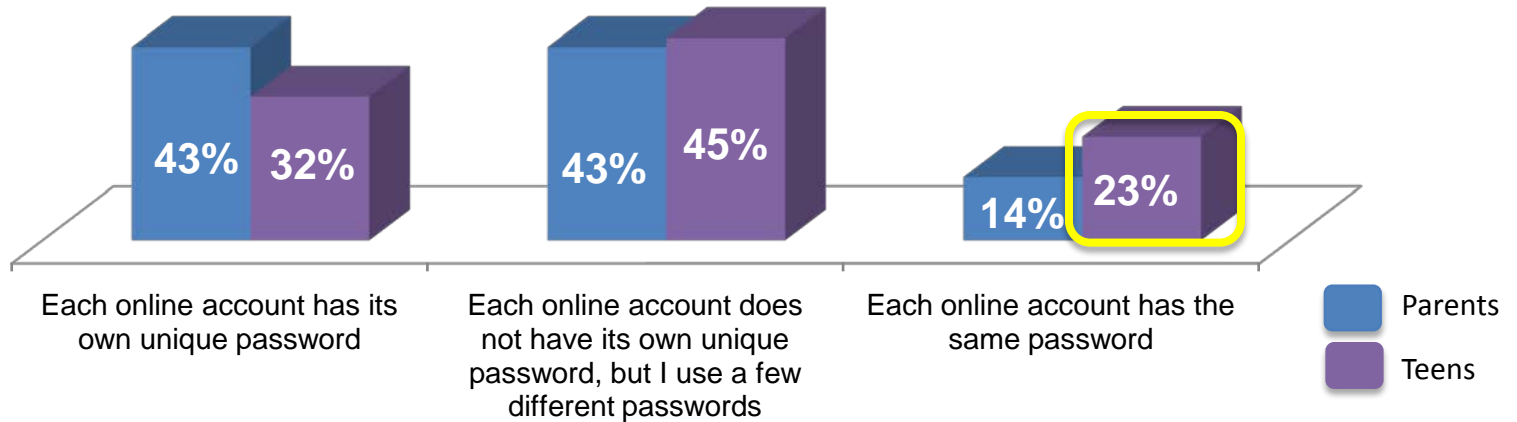
TEENS FEEL PERSONAL DATA IS SAFER ONLINE THAN DO PARENTS

Across many devices, teens believe their personal data is safer than parents do. For smartphones in particular, twice as many teens as parents believe their data is safe.

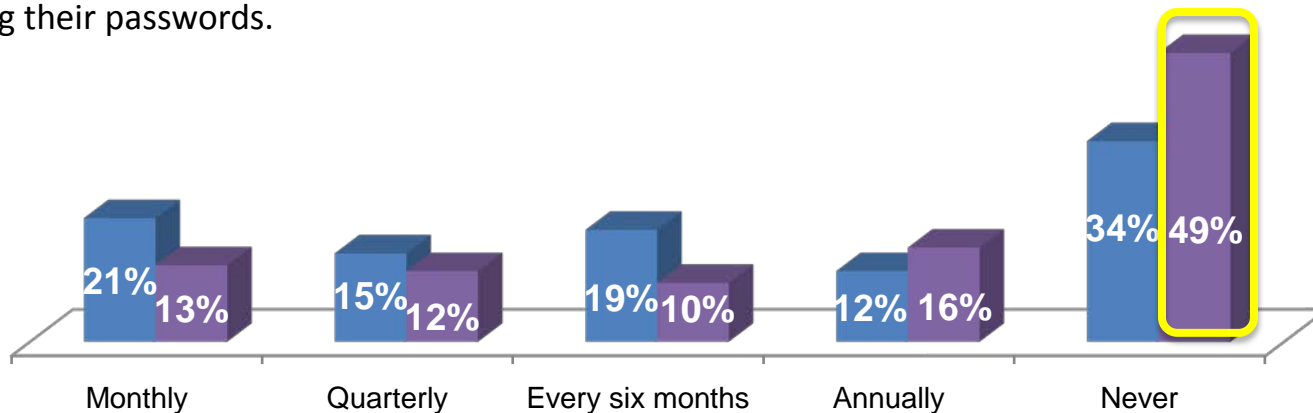


PASSWORDS

Teens are much more likely to use the same password for every online account than are parents.



When asked, "how frequently do you change your password?" nearly half of teens surveyed reported never changing their passwords.

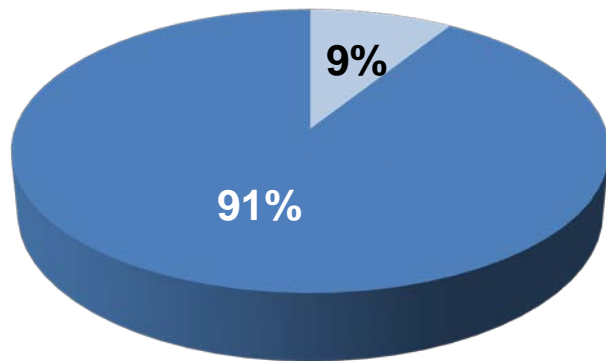


REGRET POSTING SOMETHING ONLINE?

Roughly two-thirds of parents and teens believe they are in full control of what they post online. Only about one-third believe that *what goes online, stays online*.

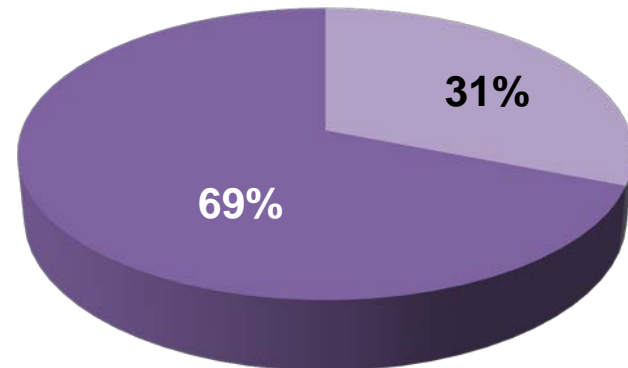
When asked, “have you ever posted something online that you later regretted?” 31 percent of surveyed teens reported that they had posted something online that they later regretted.

Parents



■ Yes ■ No

Teens

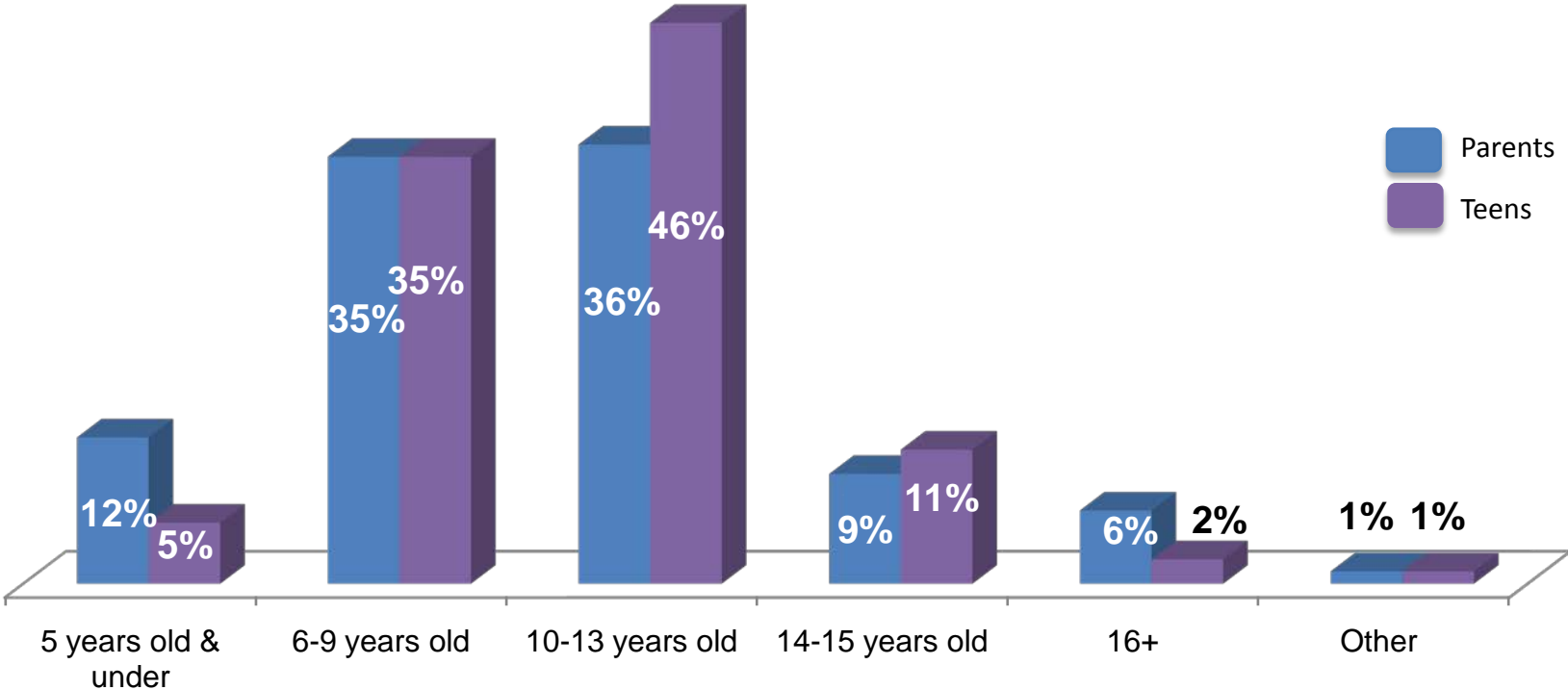


■ Yes ■ No

BELIEFS VARY ON APPROPRIATE AGE TO START USING THE INTERNET

Thirty-six percent of parents believe the appropriate age for a child to start accessing the Internet is between the ages of 10-13. Thirty-five percent believe the appropriate age is between 6-9, and 12 percent of parents think 5 years old and under is the appropriate age to start using the Internet.

More than twice as many parents than teens believe children 5 years old and under should start using the Internet.

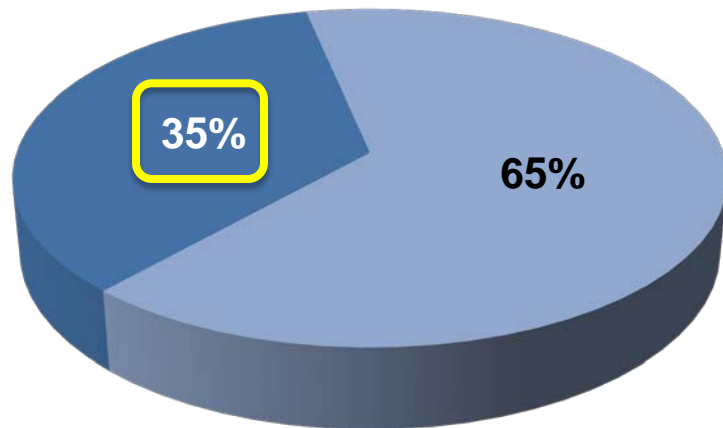


SURVEY CONDUCTED BY AN INDEPENDENT RESEARCH FIRM, PENN SCHOEN BERLAND ON BEHALF OF COMCAST IN 2011. NATIONWIDE 1,610 INDIVIDUALS WERE SURVEYED.

PARENTS ARE NOT AWARE OF WHAT THEIR CHILDREN ARE DOWNLOADING

Sixty-eight percent of teens surveyed say that they have downloaded a program or piece of software without their parent's permission. However, only 35 percent of parents believe this to be the case.

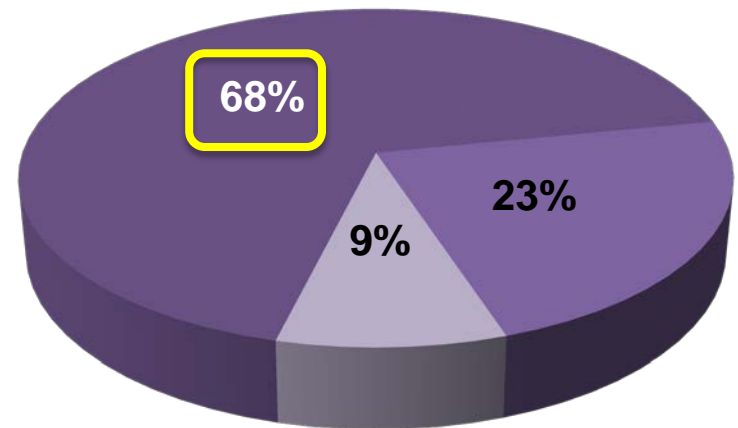
To the best of your knowledge, have your children ever downloaded a program or a piece of software without your permission?



■ Yes ■ No

Parents

Have you ever downloaded a program or a piece of software without your parent's permission?



■ Yes ■ No ■ Not sure

Teens