



R.E.A.L. TALK

PART
TWO

What parents and teens know they
should be talking about, but aren't.

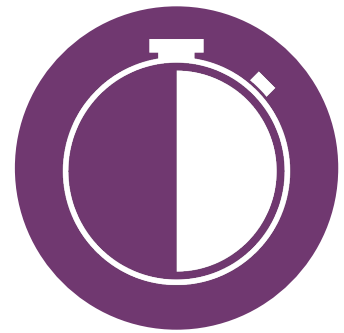
SHORTCOMINGS IN COMMUNICATION BETWEEN CAREGIVERS AND
TEENS ABOUT INTERNET SAFETY.

METHODOLOGY



Benenson Strategy Group conducted a nationwide study of:

- 603 online interviews with minors age 13-17.
- 800 online interviews with parents and caregivers of 9-17 year olds.
- *Note: we refer to this audience primarily as “caregivers” throughout the report.*



The survey was conducted from September 24th - October 7th, 2024.

- The margin of error for the minors audience is ± 4.0 at the 95% confidence level.
- The margin of error for the caregivers audience is ± 3.5 at the 95% confidence level.
- The margin of error for both audiences is higher among subgroups.

KEY FINDINGS

EXECUTIVE SUMMARY

There are some indications that more conversations around sexting and online safety are taking place between caregivers and minors in 2024 than was the case in 2023.

- Caregivers and minors are both marginally more likely to say they have had a conversation about sexting/sharing nudes or re-sharing nudes online.
- Caregivers are more likely to have had a conversation with their children about chatting with strangers online (79%, +6 since 2023) and pornography (52%, +7 since 2023).
- Teenagers are more likely to have had a conversation with their caregivers about chatting with strangers online (71%, +6 since 2023) and online grooming (56%, +5 since 2023).

While caregivers continue to outpace minors when it comes to thinking all these conversations are “very important” to have, there was an uptick among teens since 2023 on those that think it’s very important to talk to their parents about re-sharing nudes (70%, +6 from 2023) and sexting/ sharing nudes (68%, +3 from 2023).

Nonetheless, many caregivers and minors are not discussing these topics together, and attitudinal barriers are a key reason why.

- For caregivers who haven’t had a conversation about sexting/sharing nudes with their children is because they think they are too young, consistent with 2023.
- Encouragingly, minors who are familiar with the R.E.A.L. Friends Don’t campaign are more likely to be comfortable having difficult conversations on these topics with their parents than they were in 2023.

Most caregivers and most minors say they do not pay “a lot” of attention to awareness campaigns in general (35% of caregivers and 12% of minors), though more acknowledge paying some attention. In total, 81% of caregivers and 62% of minors pay at least some attention.

- For caregivers and minors alike, those that are familiar with the RFD campaign are far more likely to say they pay attention to awareness campaigns in general.
- And while both are most likely to want to hear about important topics like sexting and online grooming from online/social media ads, caregivers are also more likely to want to learn about it from the news and minors are more likely to want to hear about it from influencer-led online campaigns.
- Overall caregivers are more likely than minors to say it’s very important that they learn more about a range of issues from online grooming to sexting to pornography.

While girls, particularly younger teen girls, are more likely to report convos about sexting with their parents since 2023, there has been a small decline with older teen boys

MINORS: TOPICS OF CONVERSATION BY DEMOGRAPHIC

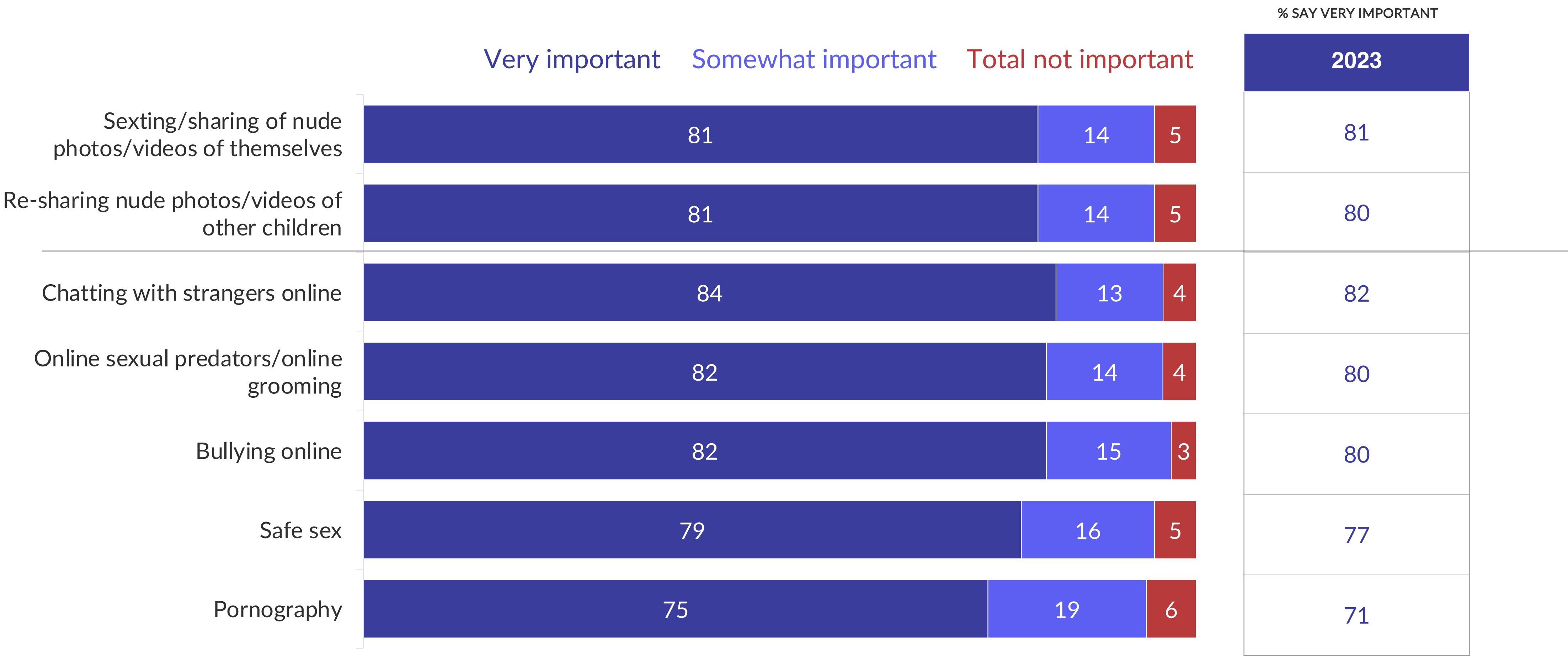
Which of the following topics have you had a conversation about with your parent(s)/caregiver(s)?

	Total		GIRLS				BOYS				GENDER/SEXUAL IDENTITY				RACE			
			13-14		15-17		13-14		15-17		LGBTQ+		Non-LGBTQ+		White		PoC	
	2023	2024	2023	2024*	2023	2024	2023*	2024	2023	2024	2023	2024*	2023	2024	2023	2024	2023	2024
Sexting/sharing of nude photos/videos of themselves	46	48	40	58	52	54	43	43	47	41	46	45	47	50	50	52	42	45
Re-sharing nude photos/videos of other children	39	41	38	45	38	43	40	43	38	34	33	42	42	41	40	42	37	40
Chatting with strangers online	65	71	63	85	65	76	70	64	61	62	56	71	68	72	69	74	60	68
Bullying online	60	62	67	69	62	64	63	61	50	57	57	59	61	64	66	67	54	57
Online sexual predators/online grooming	51	56	53	69	57	63	49	53	47	44	51	51	52	58	58	59	44	53
Safe sex	45	46	41	42	45	52	43	45	50	43	36	43	49	47	46	49	44	42
Pornography	42	45	34	41	39	42	40	56	51	42	33	36	45	47	45	43	38	47
Another topic related to online safety	1	3	1	7	2	2	-	1	2	1	1	2	1	3	1	2	1	3

In line with 2023, 4 in 5 caregivers say it’s “very important” to discuss sexting, re-sharing, and predators with their kids

CAREGIVERS: CONVERSATION TOPIC IMPORTANCE

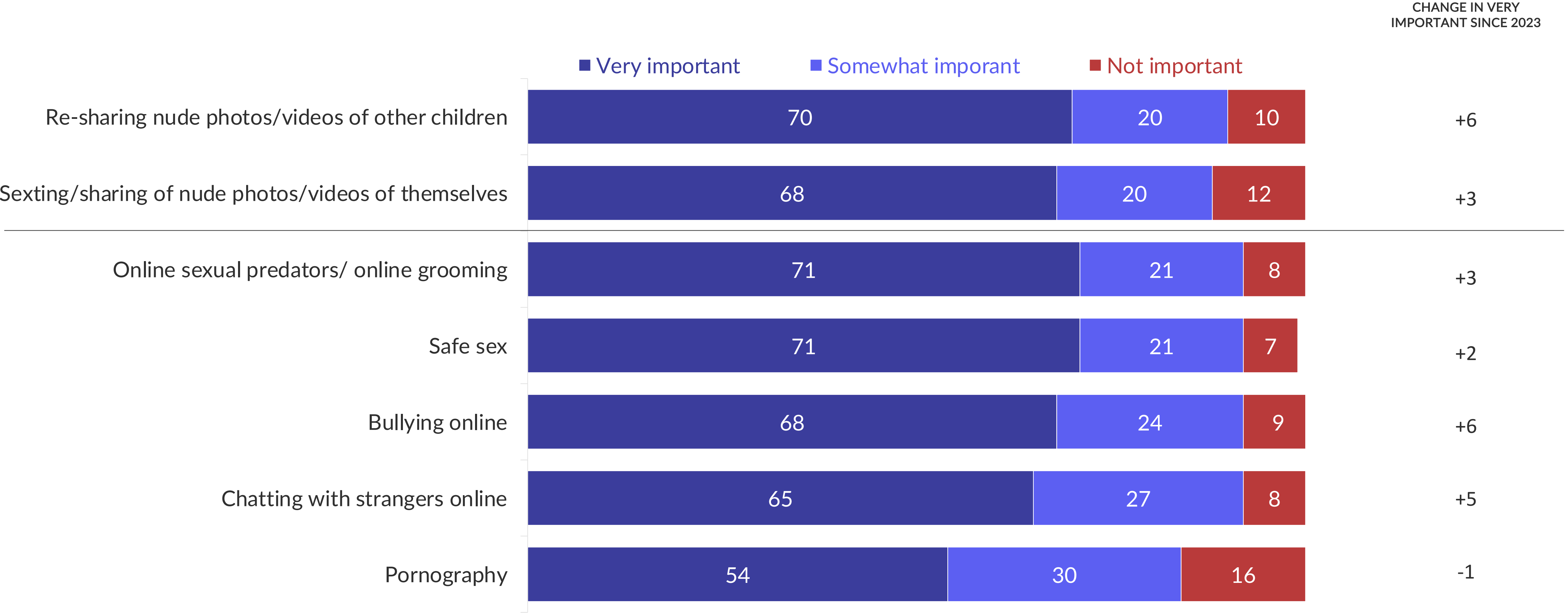
How important of a topic is this to discuss with your child?



Even if most minors aren't eager to discuss these topics with their caregivers, most still acknowledge they are important topics that should be discussed

MINORS: CONVERSATION TOPIC IMPORTANCE

How important of a topic is this to discuss with your parent(s)/caregiver(s)?

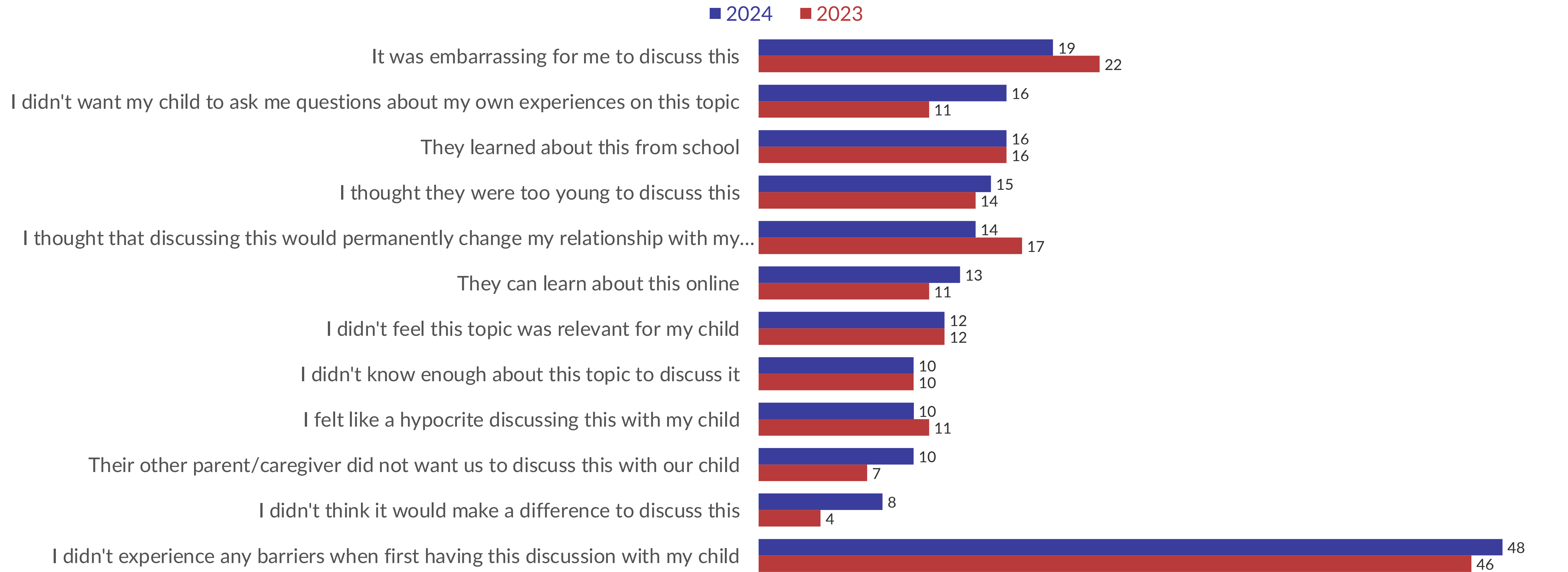


Among caregivers who have discussed sexting with their children, over half say they faced a barrier, with a plurality saying it was "embarrassment"

CAREGIVERS: Biggest Barrier to Having a Conversation About Sexting/Sharing Nudes

What was the biggest barrier to having this conversation in the first place?

Among caregivers that have discussed sexting/sharing nudes

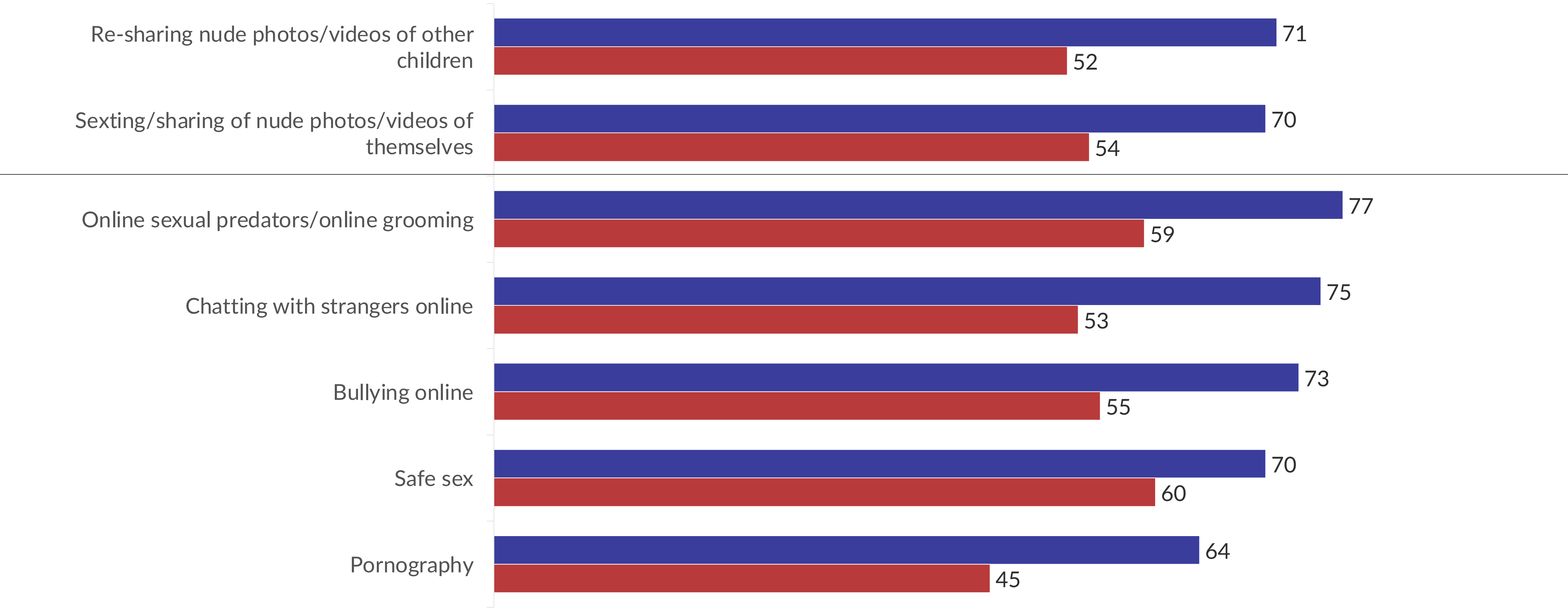


A majority of minors say it is very important to learn more about most of these topics, and more caregivers than minors say it is very important to learn more

CAREGIVERS & MINORS: Importance of Learning More About Topics

For each of the following issues, how important is it to you personally to become more aware or learn more about the issue?

% who said becoming more aware or learning more is “very important”





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