



**EMBARGOED
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Research Findings

January 2007

Tech Abuse in Teen Relationships Study

Prepared for:

**Fifth & Pacific Companies, Inc.
(formerly Liz Claiborne Inc.)**

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- > **Background & Objectives**
- > **Methodology**
- > **Research Findings**
 - > Summary in brief
 - > Seriousness of tech abuse in dating relationships
 - > Incidence various tech behaviors in dating relationships
 - > How much teens tell parents about tech behavior in dating relationships
 - > Parents' awareness of tech behavior in dating relationships
 - > Parents' control of tech behavior in dating relationships
- > **Appendix: Demographic Sample Profile**

Identify and quantify teen dating behaviors that involve the use of technology

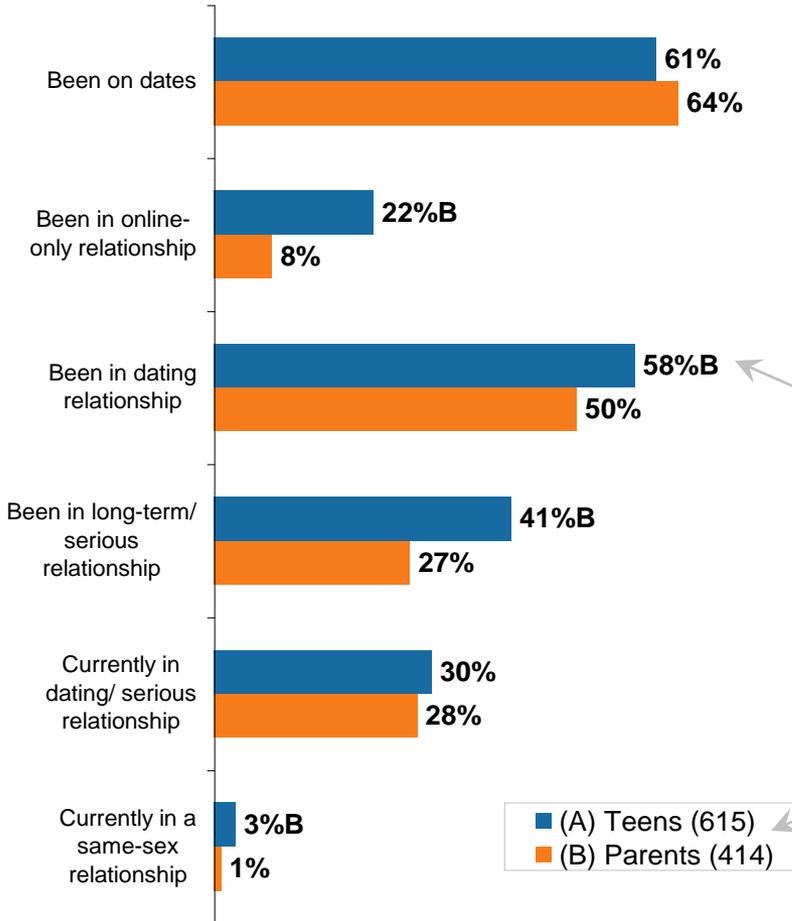
- > In April 2005 and March 2006, Fifth & Pacific Companies, Inc. (formerly Liz Claiborne Inc.) commissioned TRU to field quantitative research that determined the levels of sexual, physical, and verbal abuse among American teenagers.
- > In December 2006, Fifth & Pacific Companies, Inc. (formerly Liz Claiborne Inc.) commissioned TRU to field additional research that would quantify teen dating behaviors that involve the use of technology (cellphones and computers).
 - > Teens 13 to 18—and parents with teens in that age range (independently sampled groups)—were surveyed.
- > Specific research objectives were to:
 - > Understand youth perceptions of the seriousness of various behaviors that involve technology in dating relationships.
 - > Learn the rate at which teens use cellphones (voice calls and texting) and computers (email, IMing, networking sites, blogs, etc.) in dating relationships.
 - > Determine whether this technology is being used by teens to abuse and/or control partners in dating relationships.
 - > Measure parent awareness of teen dating behaviors (and potential abuse) involving technology.

Sample, field period

- > TRU conducted a national 15-minute online survey among 1,029 respondents:
 - > 615 among 13- to 18-year-olds and
 - > 414 among parents with teens in that age range.
 - The margin of error (at the 95% confidence level) is \pm four percentage points for teens in total (n=615) and \pm five percentage points for parents (n=414).
- > For questions answered by teens who have been in a relationship (n=382), the margin of error is \pm five percentage points – for parents of teens who have been in a relationship (n=213), it is \pm seven points.
- > Interviews were conducted from December 15-22, 2006.
- > Detail about respondents' demographic make-up is available in Appendix starting on page 25.

Interpreting the data: reading the charts

TEENS' RELATIONSHIP EXPERIENCE



> **Titles and Bullets**

- > Each chart is labeled with a descriptive title and has bulleted analysis (like this) to its right.

> **Survey Responses**

- > A few different response scales were used throughout this survey.
 - Responses typically appear down the left side of each graph.
 - Yes responses were charted for questions that used yes/no scales (see sample graph at left) and indicate the percentage of teens who have experienced or engaged in the described relationship behavior.
 - *Top-two-box scores* refer to the percent who gave one of the two highest, most positive responses are noted where applicable.

> **Significance Testing**

- > Upper-case letters next to a number indicate that the value is “significantly” greater (at the 95% confidence level) than the segment the letter represents.
 - In this case, we can see that more teens reported having been in a dating relationship (58%) than parents said so of their child (50%).
- > Lower-case letters indicate values that are “directionally” greater—that is, significant at the 90% confidence level.

> **Base Sizes**

- > The number of respondents who answered a question—the “base size”—is in each chart’s legend (in parentheses) or separately noted.

Each chart’s survey-question is highlighted at the bottom of the page. A second question number refers to the question asked in the parent version of the survey (asked of their teen child).

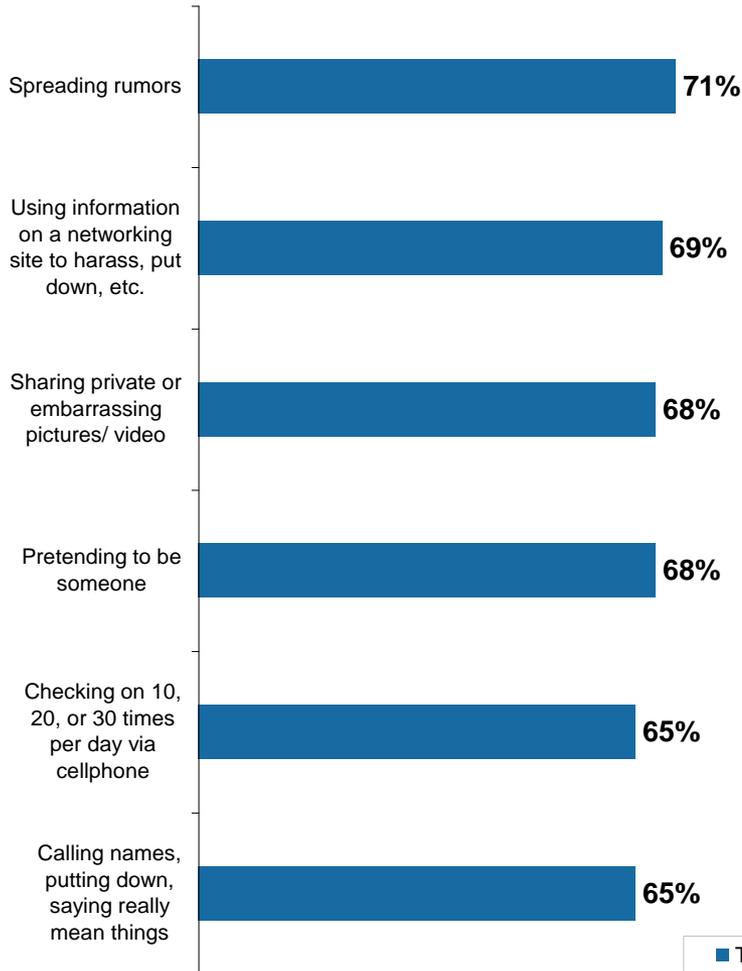
Summary in brief

This research provides the first clear evidence that technology has made teen dating abuse more pervasive and hidden.

- > Teens believe that dating abuse via technology is a serious problem across a broad array of everyday tech activities - emailing, texting, IMing, phoning, and community networking.
- > Alarming numbers of teens in dating relationships are being controlled, abused and threatened using simple tech devices:
 - > Teens claim that this is happening to them
 - > And they confess that they are doing it to others
- > Notably, teens are typically not telling their parents about this tech abuse in their dating relationships.
- > The result is that a disturbing **knowledge gap** has opened between the frequency of abusive tech behavior parents are aware of and what is really going on in teens' lives.
- > Given this gap, it is perhaps not surprising that parents are not doing very much to intercede in their teens' lives with regard to tech use and abuse in dating relationships.
- > This leaves many teens in a highly vulnerable position, without a primary source of personal support and guidance.

Teens report emphatically that dating abuse using technology is a serious problem

SERIOUS PROBLEM IN TEEN DATING RELATIONSHIPS



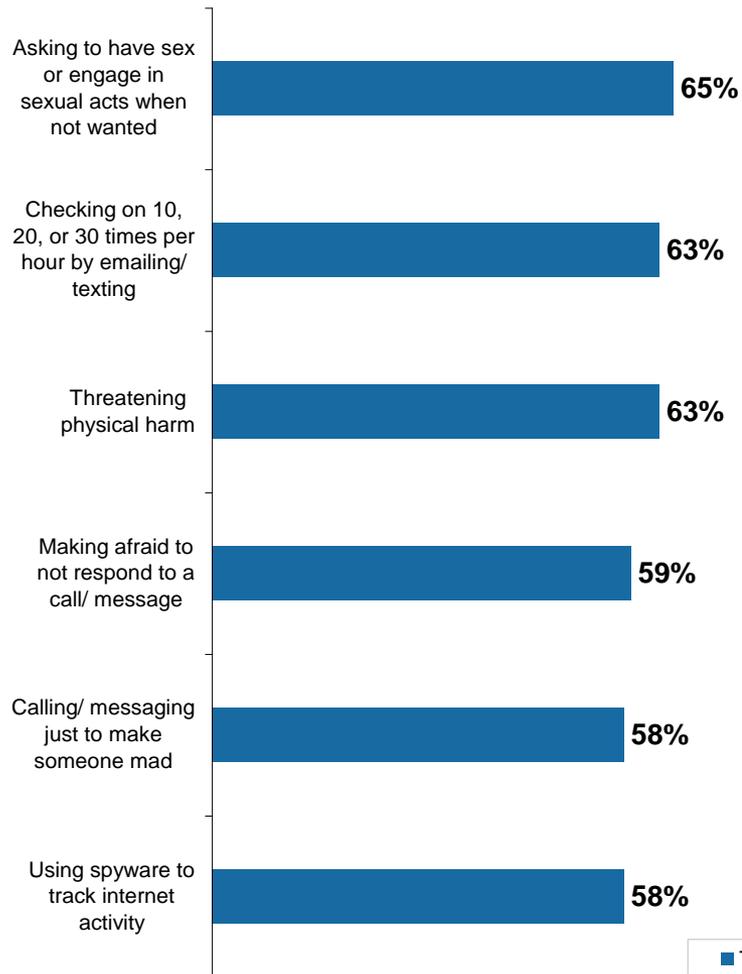
Some eye-catching concerns...

- > 71% of all teens regard boyfriends and girlfriends spreading rumors about a dating partner to be a serious problem.
- > 68% of teens regard boyfriends and girlfriends sharing private or embarrassing videos or photos of a dating partner to be serious problem.
- > 65% say being called names or put down through the use of a cellphone or computer is a serious issue.

Q.16: Thinking about **people your age who are in a relationship**, how serious of a problem would you say each of the following issues is? [Top 2 Box Reported: “Extremely” or “Very Serious”]

Some potential tech behaviors actually appear to inspire fear in many teens

SERIOUS PROBLEM IN TEEN DATING RELATIONSHIPS

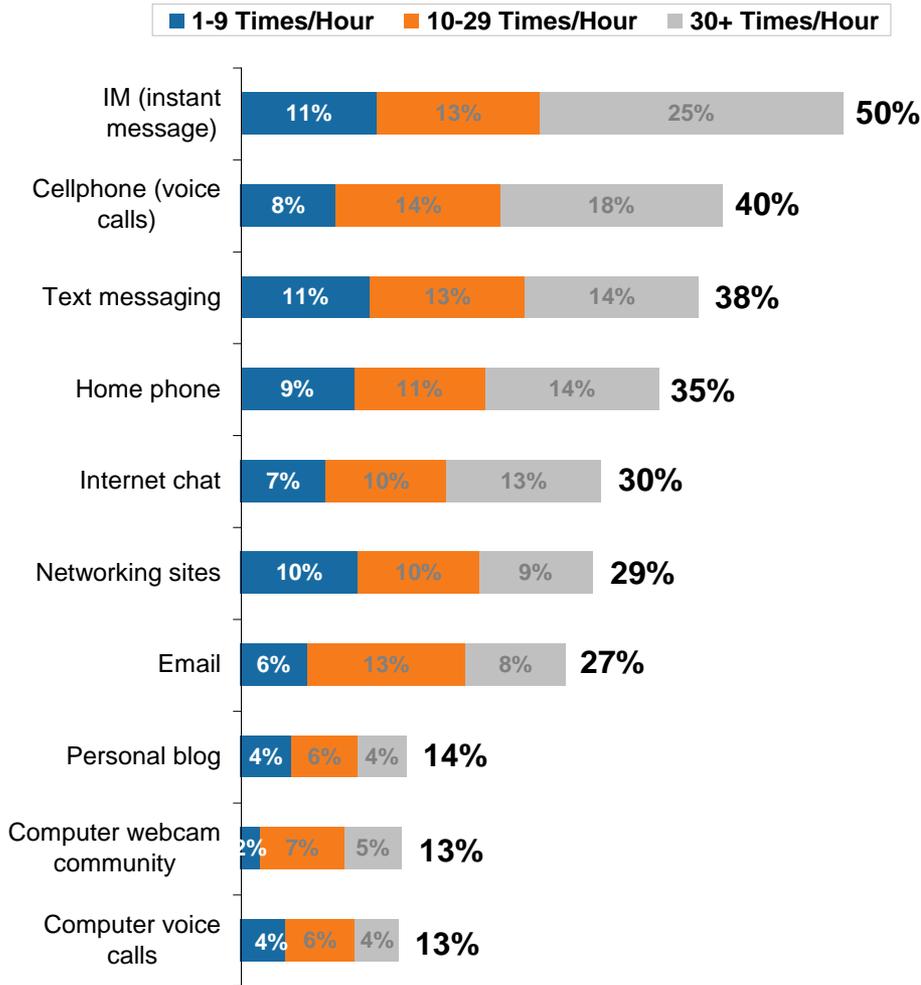


- > Almost two-thirds of teens (63%) judge threatening physical harm using common tech devices to be serious.
- > 59% say it is very serious when someone is made to feel afraid not to answer calls and return messages from a boyfriend or girlfriend.

Q.16: Thinking about **people your age who are in a relationship**, how serious of a problem would you say each of the following issues is? [Top 2 Box Reported: "Extremely" or "Very Serious"]

Teens who are dating contact each other at an almost unimaginable frequency

FREQUENCY OF CONTACT IN RELATIONSHIP

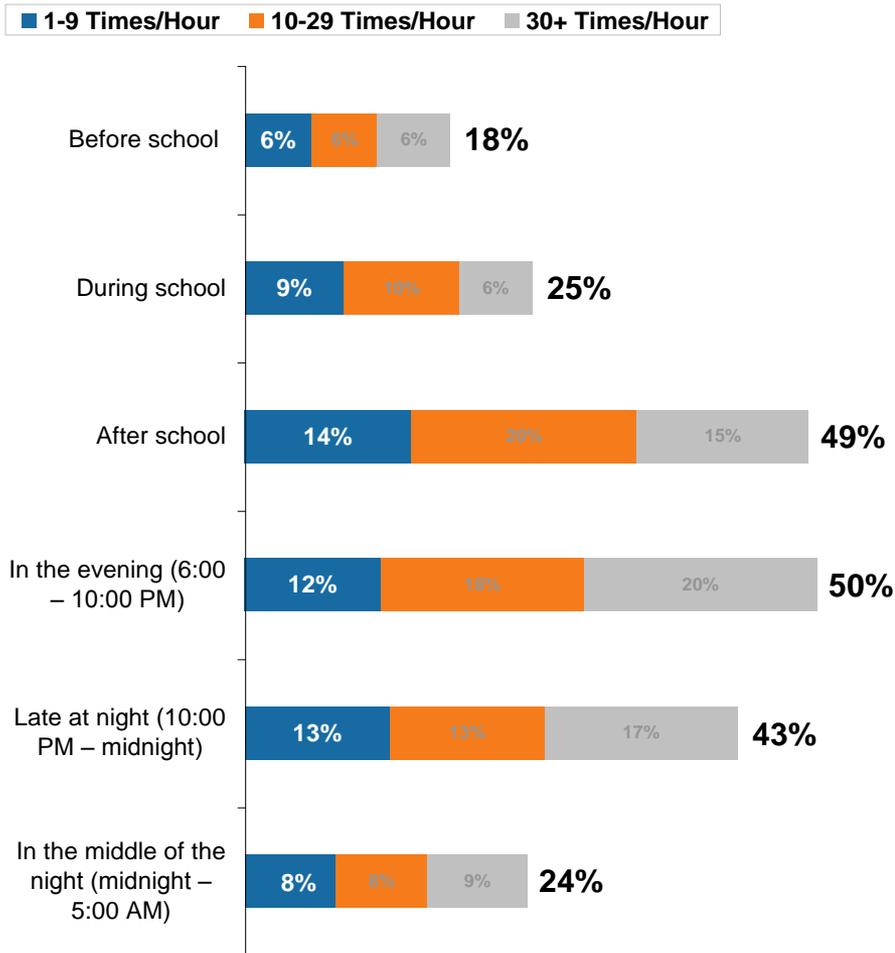


- > Half of teens who have been in a relationship (50%) say they used instant messaging to communicate with their partner one or more times per hour – one-quarter (25%) said they contacted each other 30 times an hour or more!
- > One in four teens (27%) report they have been text “checked” by their partners 10 or more times per hour.
 - > One in ten teens (9%) report being text “checked” by their partners more than 50 times an hour.
- > One in five teens (21%) claim they have received email from their partners ten or more times an hour.

Question 10: Thinking about any of your dating relationships – current or past – how often would you say you have used each of the following to communicate with each other (measured as each message sent or received)? [N=382 teens and 213 parents]

And dating teens are calling and texting each other at all times of the day and night

WHEN CONTACTED IN RELATIONSHIP

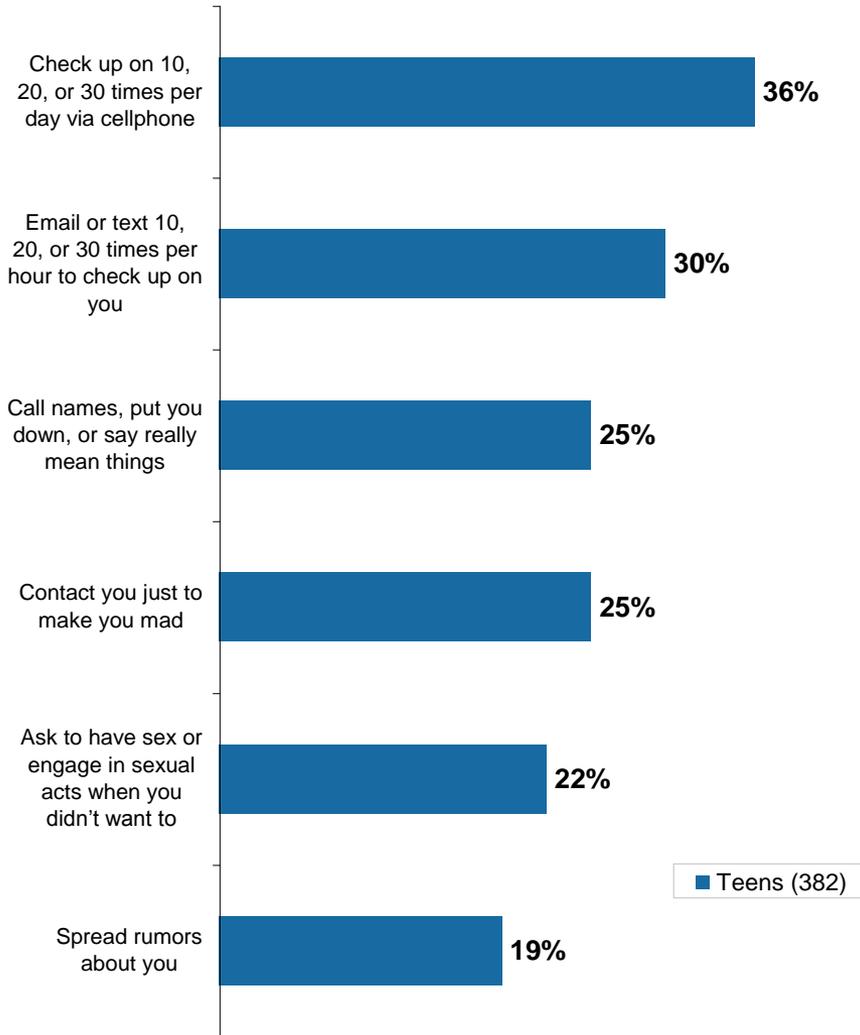


- > From midnight to 5:00 AM: Nearly one in four teens in a relationship (24%) communicated with their partner via cellphone or texting hourly between midnight and 5:00 AM.
 - > One in six (17%) admit to having communicated with their partner via cellphone or texting 10 or more times per hour between midnight and 5:00 AM.
- > From 10 pm to midnight: Nearly one in three teens in a relationship (30%) say they've communicated with their partner via cellphone or texting 10 to 30 times or more hourly.

Question 11: In that relationship, how often would you say your boyfriend/girlfriend contacted you by cellphone, email, texting, etc. (measured as each message sent or received)? [N=382 teens and 213 parents]

Cellphones and internet heighten the extent and insidiousness of teen dating abuse

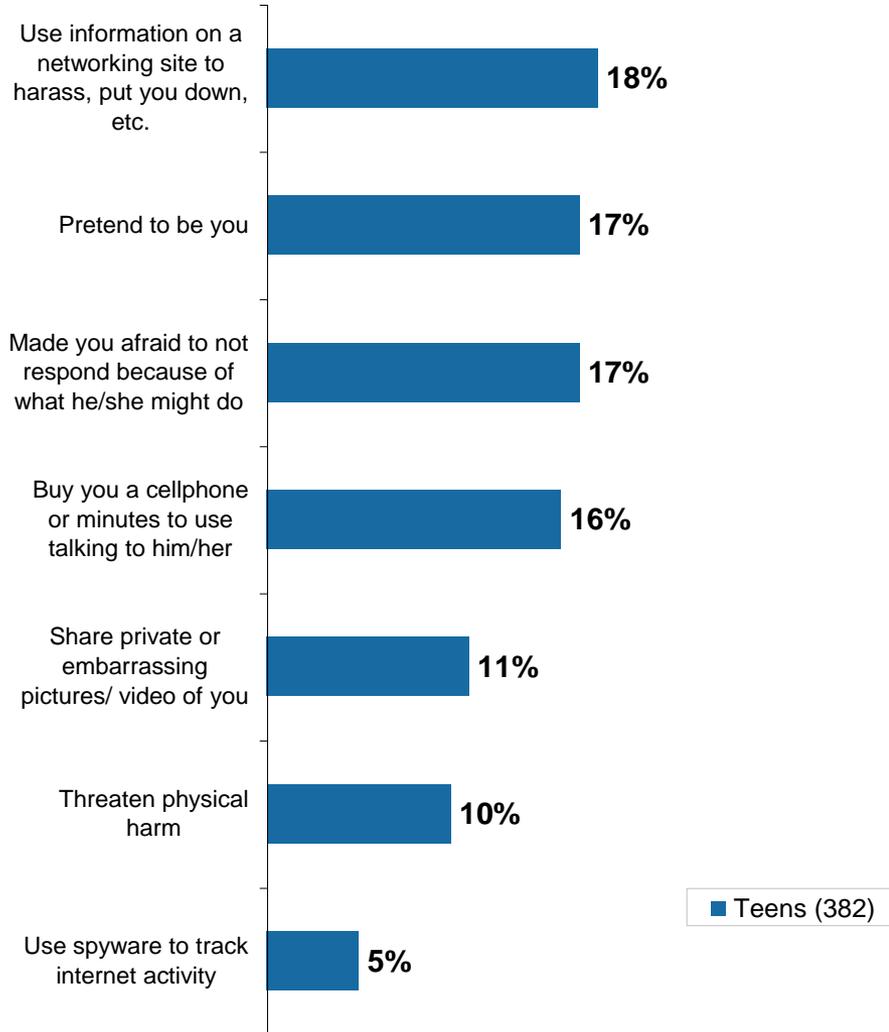
EVER HAD A BOYFRIEND/GIRLFRIEND...



- > One in three teens who have been in a relationship (30%) say they've been text messaged 10, 20, or 30 times an hour by a partner finding out where they are, what they're doing, or who they're with.
- > One in ten teens in a relationship (11%) report being text "checked" by their partners 30 times an hour.
- > One in four teens in a relationship (25%) say they have been called names, harassed, or put down by their partner through cellphones & texting.
- > One in five teens in a relationship (22%) have been asked by cellphone or the internet to engage in sexual activity when they did not want to.
- > Nearly one in five teens in a relationship (19%) say that their partner has used a cellphone or the internet to spread rumors about them.

Many have feared not staying connected; others have been threatened physically

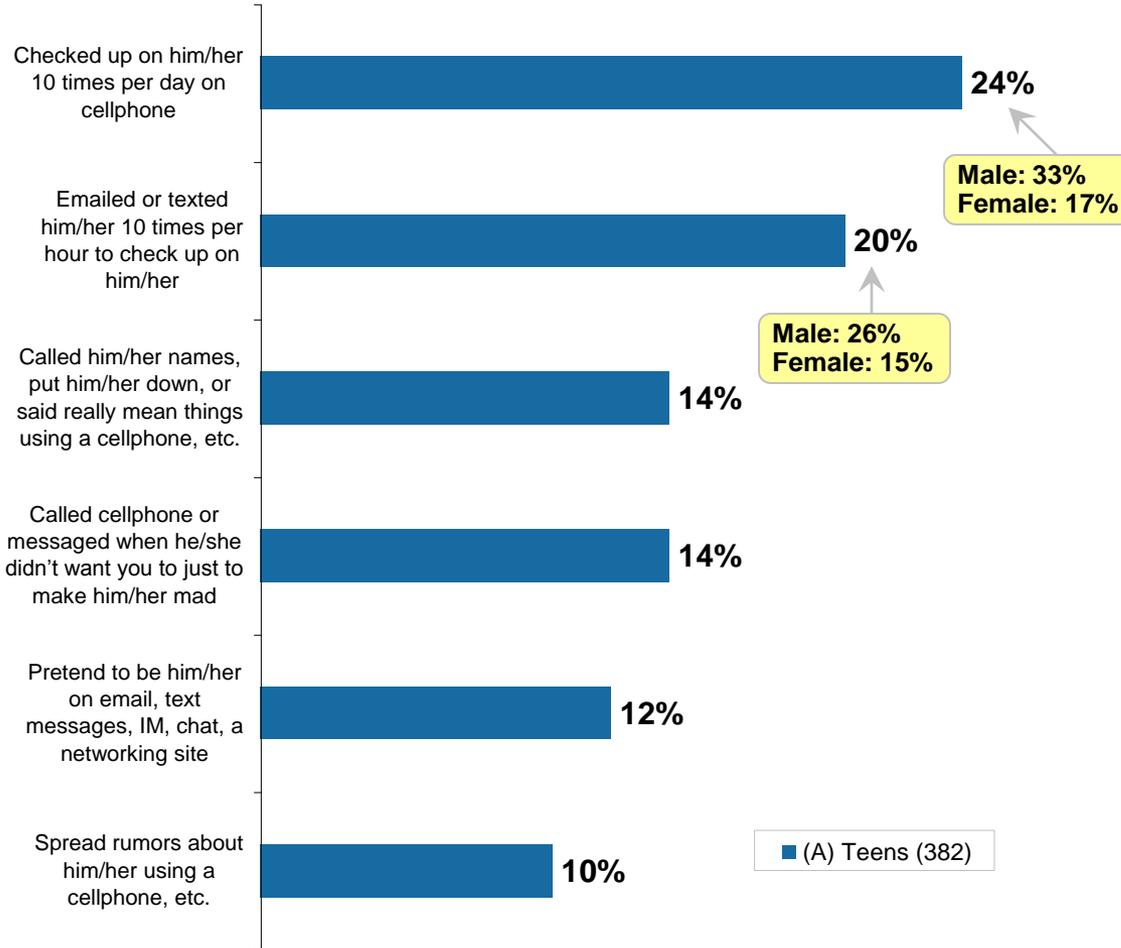
EVER HAD A BOYFRIEND/GIRLFRIEND...



- > Nearly one in five (18%) say their partner used a networking site to harass or put them down.
- > More than one in ten (11%) report that a partner has shared private or embarrassing pictures/videos of them.
- > 17% say their partner has made them afraid not to respond to a cellphone call, email, IM or text message because of what he/she might do.
- > An alarming one in ten (10%) claim they have been threatened physically via email, IM, text, chat, etc.
- > Importantly, 16% claim their partner has actually bought a cellphone or minutes for them.

A surprising number of teens confess to being perpetrators themselves

DONE TO A BOYFRIEND/GIRLFRIEND

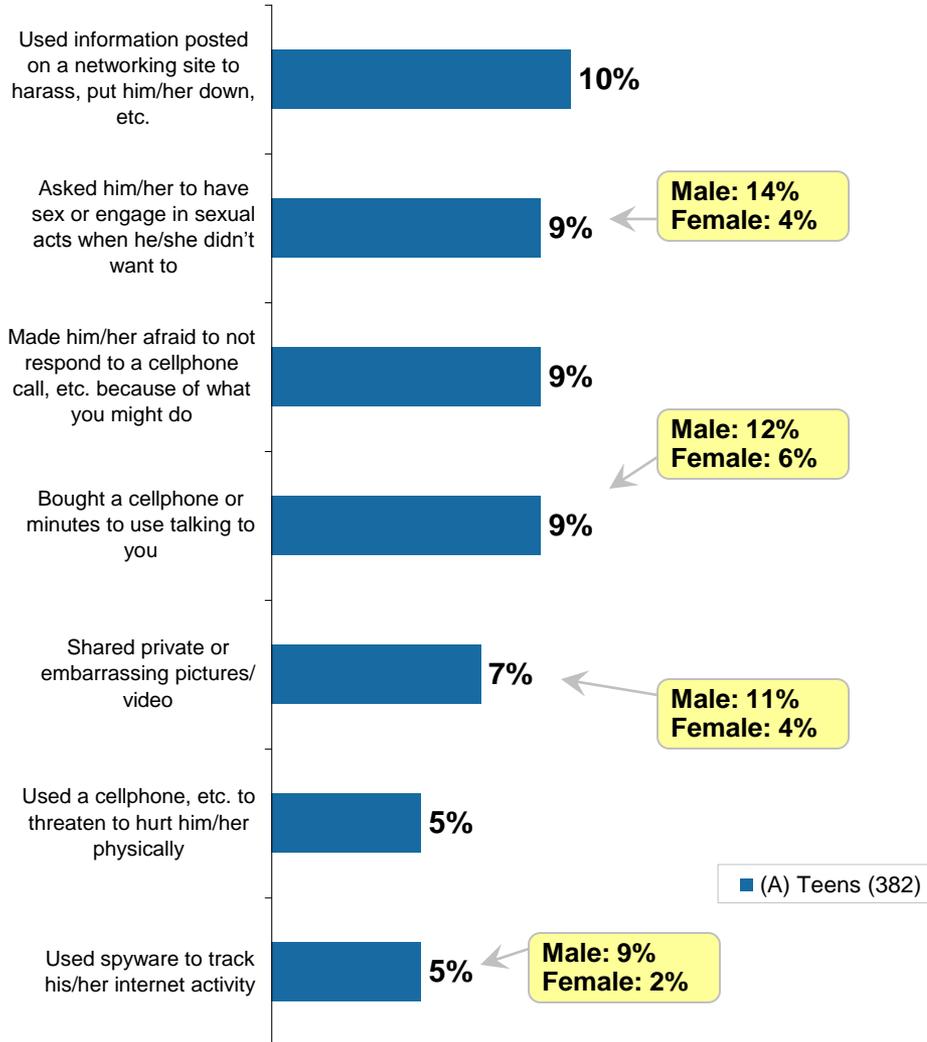


> Among teens who have been in a relationship:

- > Nearly one-fourth of all teens (24%) – and one-third of guys (33%) – report they have used a cellphone to check on a partner 10 or more times per day.
- > One in five (20%) – and even more guys (26%) than girls – admit to have emailed or text messaged their partner 10, 20, or 30 times an hour to find out where they were, who they were with, and what they were doing.
- > 14% have said really mean things or put down their boy/girlfriend.
- > One in ten (10%) also admit to spreading rumors about their partners via cellphone or computer.

Some admit to the more serious offenses

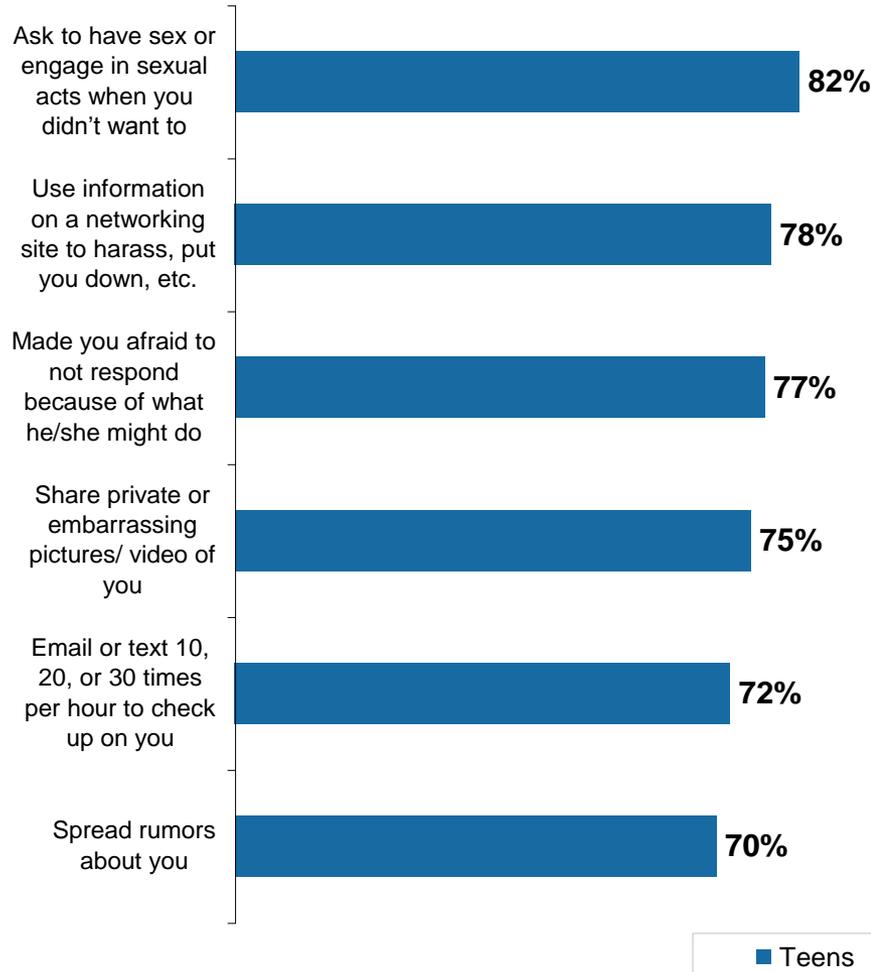
DONE TO A BOYFRIEND/GIRLFRIEND



- > One in ten teens who have been in a relationship have used information on a networking site against their partners – to embarrass, harass, put them down.
- > Nearly the same number (9%) have done each of the following:
 - > Requested sexual activity from a partner when it was not wanted.
 - > Intimidated a partner by making him/her afraid to ignore calls/messages.
- > 5% actually confess to have threatened their partner with physical harm.
- > As might be expected, more guys than girls confess that they are engaging in controlling behaviors.

Perhaps not surprisingly, most teens are not reporting this behavior to their parents

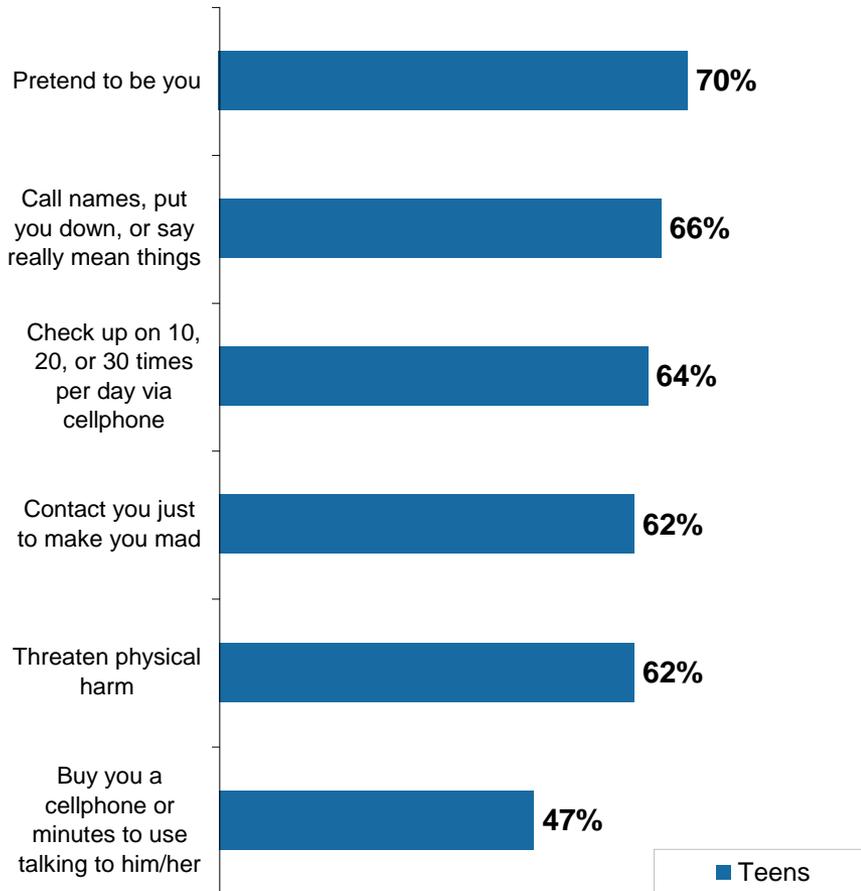
DID NOT TELL PARENTS



- > More than eight in ten (82%) did not tell their parents they'd been asked to engage in sexual activity.
- > 78% of teens harassed and embarrassed by their partners on networking sites didn't tell.
- > 72% of teens who reported they've been checked on 10 times per hour by email or text messaging report that they didn't tell their parents.

Most teens not telling parents (cont'd)

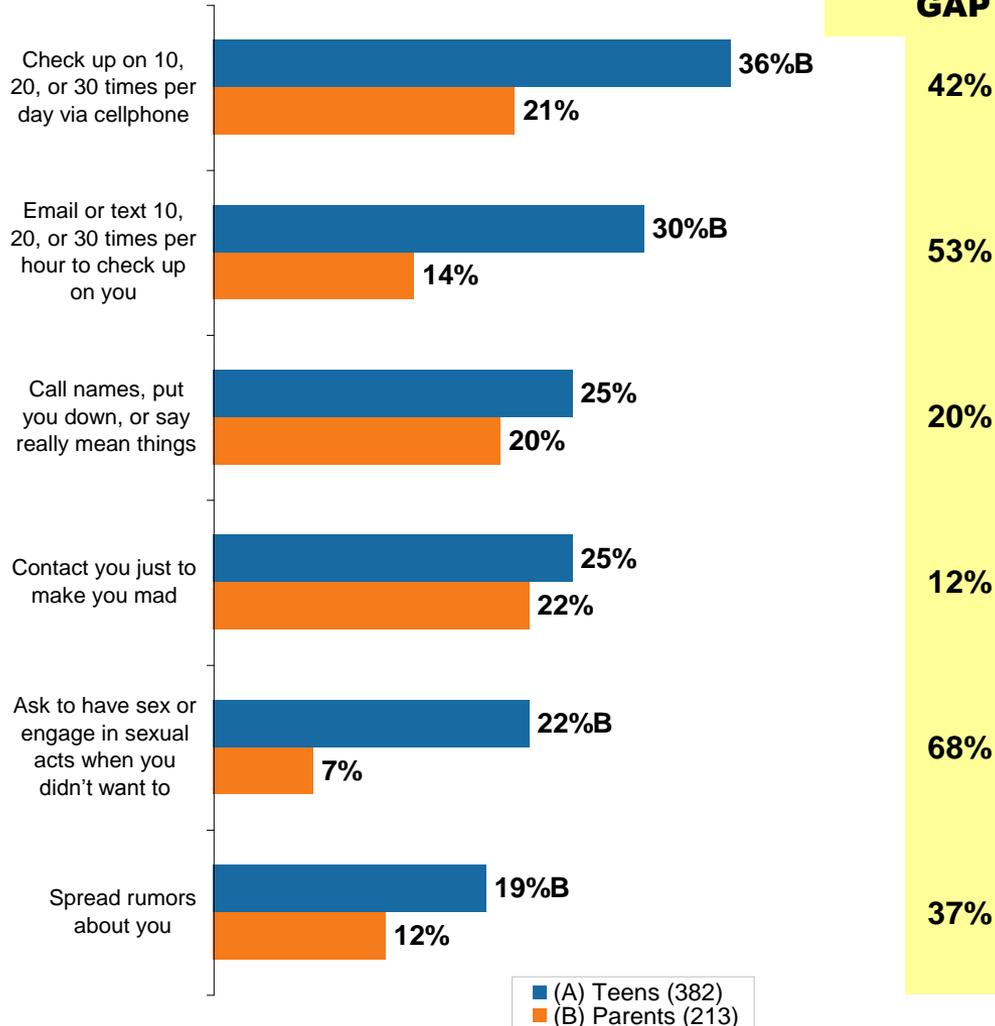
DID NOT TELL PARENTS



- > Almost two-thirds all teens who appear to be under continual surveillance by the partners (64%) – checking where they are, who they are with and what they are doing 10, 20, and 30 times a day by texting and cellphone – did not tell their parents.
- > 66% of teens embarrassed and intimidated by their partners on cellphones or the internet did not tell their parents of the abuse.

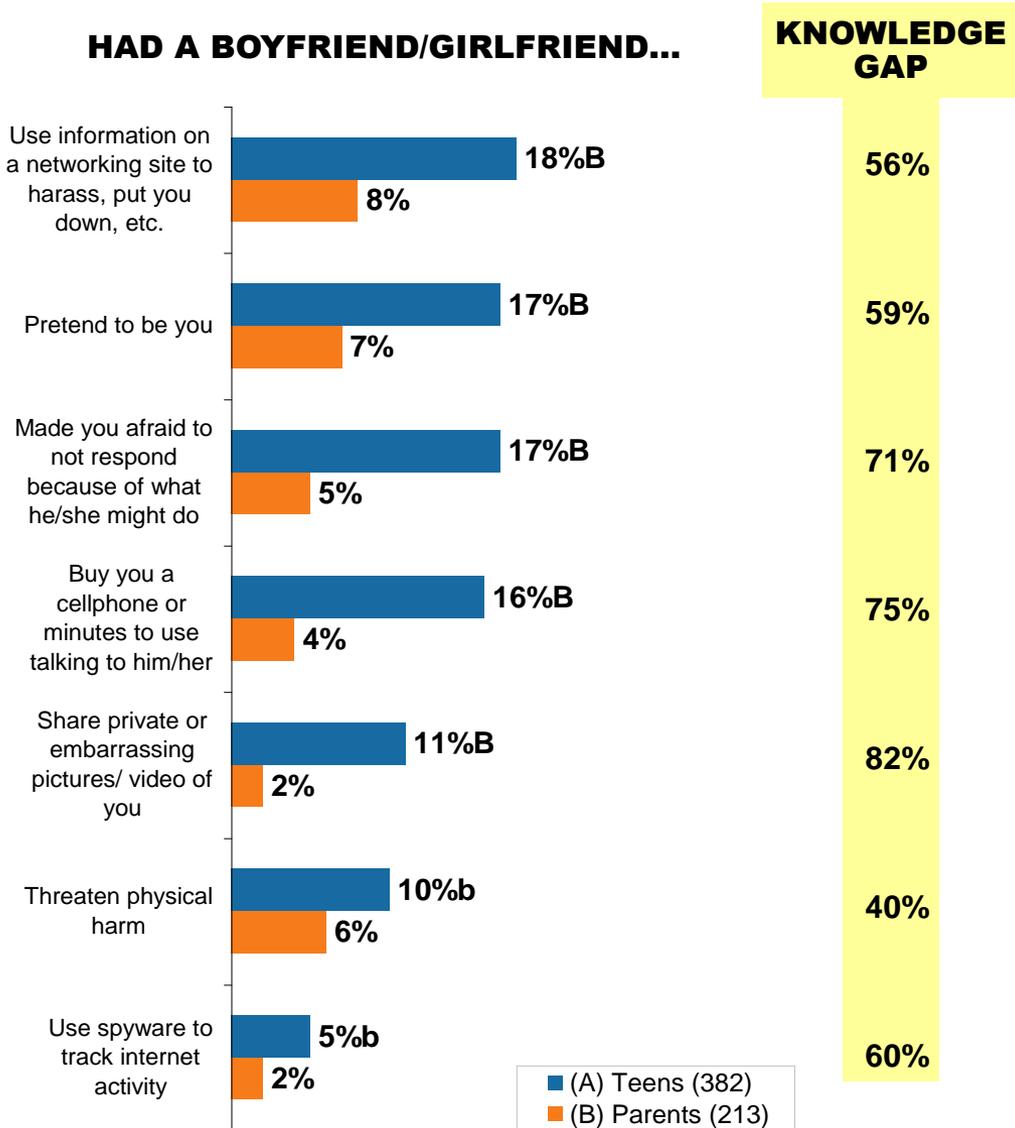
The result: parents are in the dark about what really happens to their teens...

HAD A BOYFRIEND/GIRLFRIEND...



- > A dramatic parent “knowledge gap” is evident when comparing teen and parent reporting:
 - > Dramatically fewer parents of relationship-teens (than teens who were self-reporting) identified their child as being part of various dating experiences and behaviors.
 - > This “Knowledge Gap” is the difference between teen- and parent-reporting divided by the “actual” percent – that reported by teens.

The “Knowledge Gap” (cont’d)

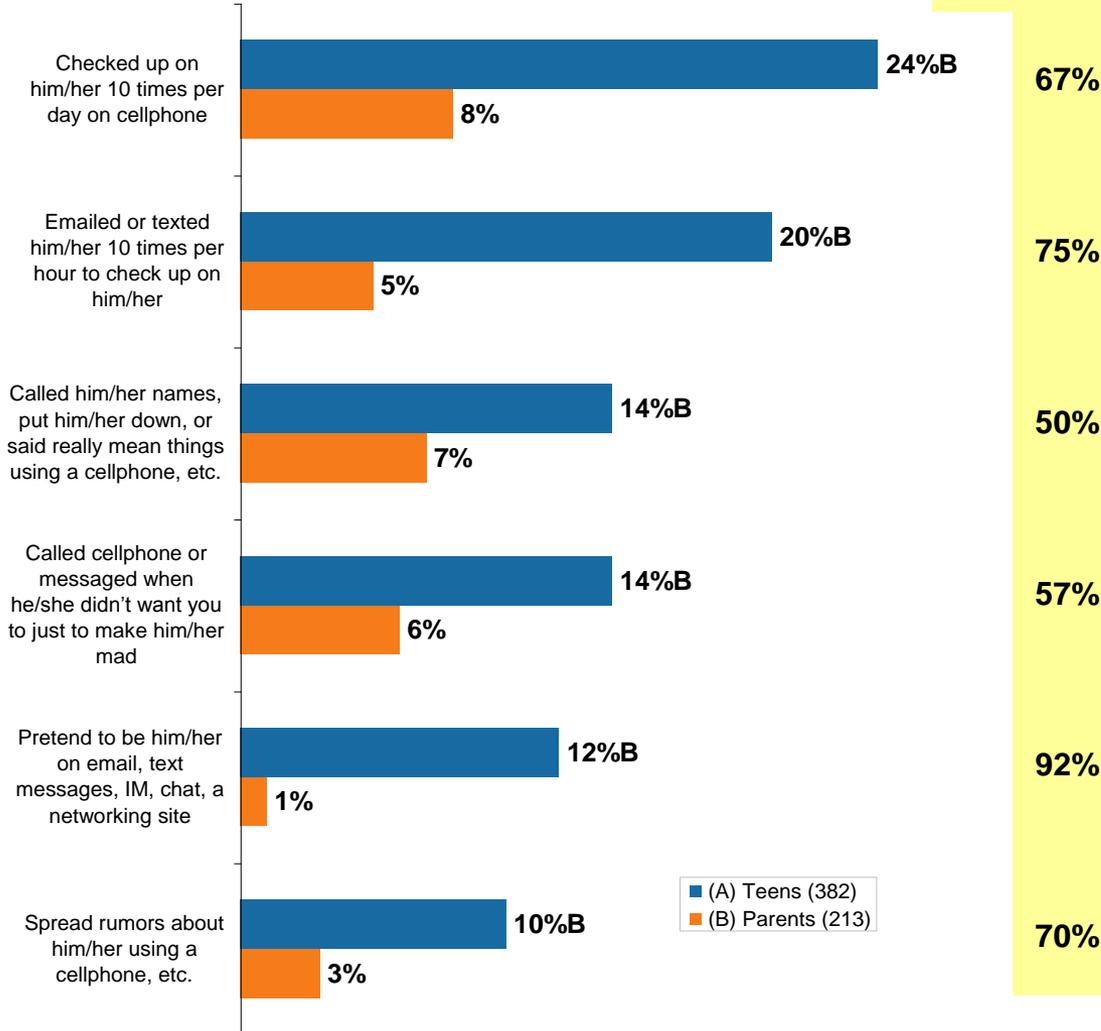


- > One in ten teens who have been in a relationship (10%) have had private pictures or video shared by a dating partner.
- > Almost no parents (2%) parents reported that their teenager experienced this form of embarrassment, creating an 80% “knowledge gap.”

Parents are also unaware about what their teens are doing to others using technology

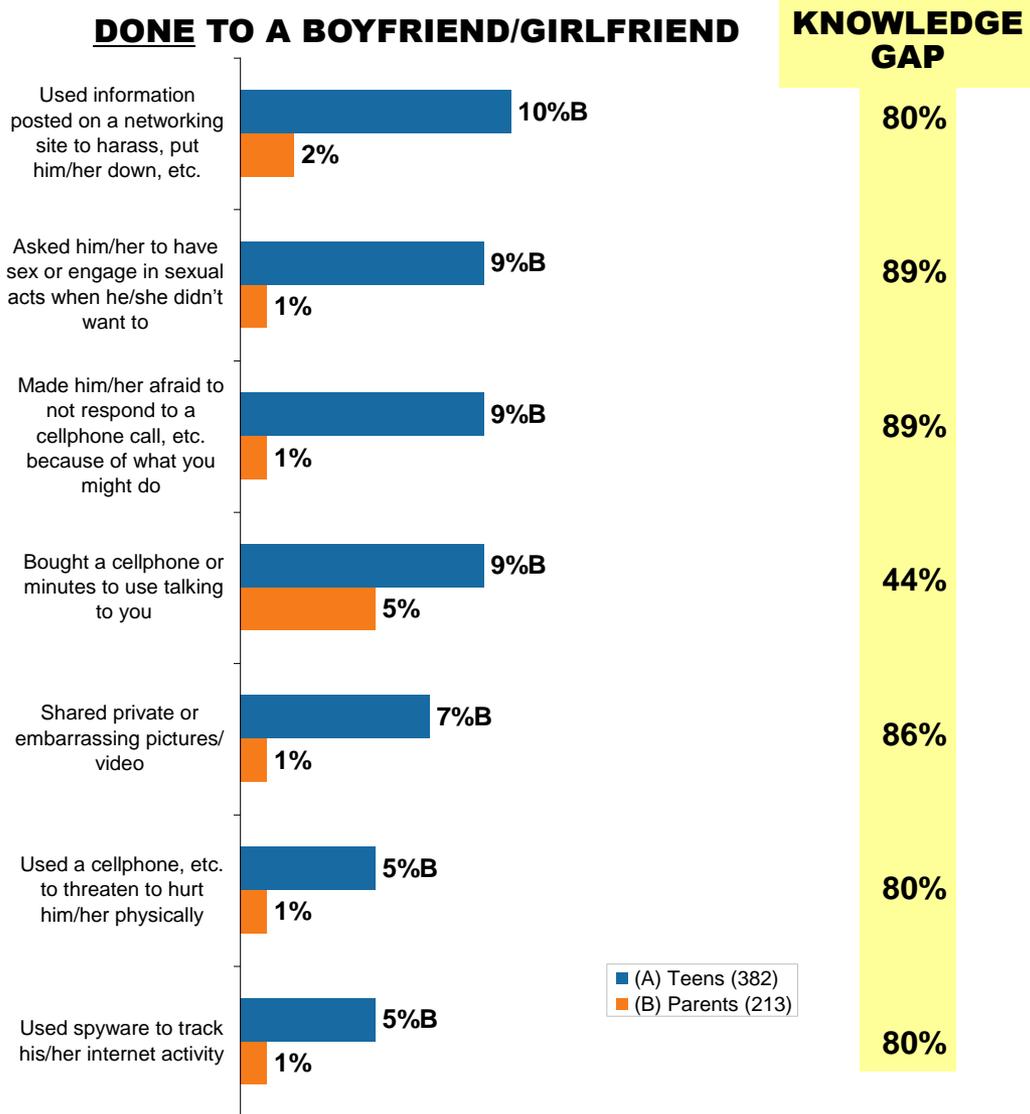
DONE TO A BOYFRIEND/GIRLFRIEND

KNOWLEDGE GAP



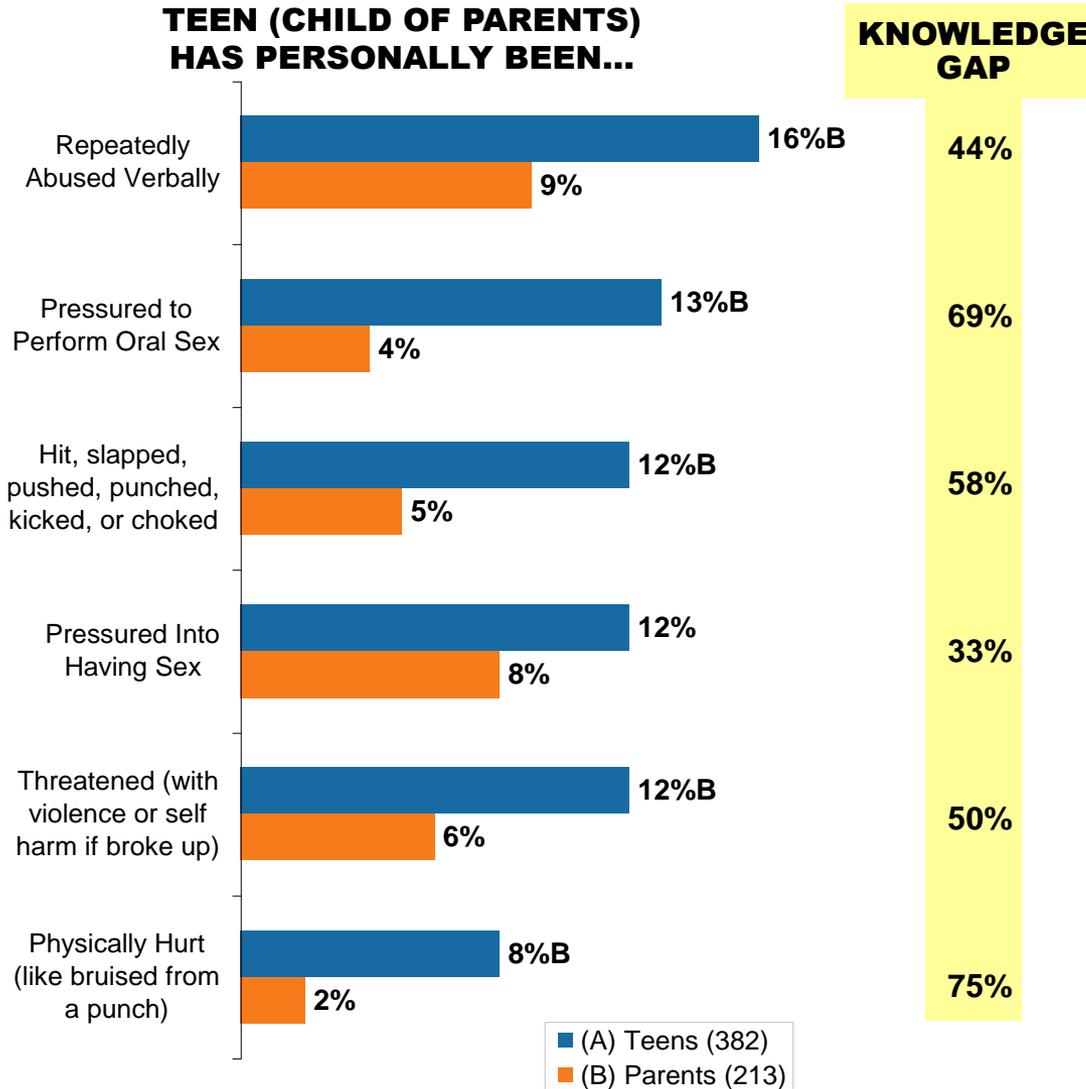
- > Only 5% of parents say their child emailed or text messaged a partner 10, 20, or 30 times an hour to find out where they were, who they were with, and what they were doing.
- > Half as many parents as teens (7% vs. 14%) confess that their child said really mean things or put down their partner.
- > Only 1% of parents (vs. 12% reported by teens) say their son or daughter impersonated a partner using information on a networking site.
- > Only 3% of parents admit their child spread rumors about a partner via cellphone or computer (vs. 10% of teens).

Parents unaware of their own teens' abuse



- > Just 2% of parents say their child used information on one of these sites against a partner (vs. 10% self-reported by teens).
- > Only 1% of parents say their teen asked a partner to engage in sex using technology, versus 9% of teens who claim to have done so.

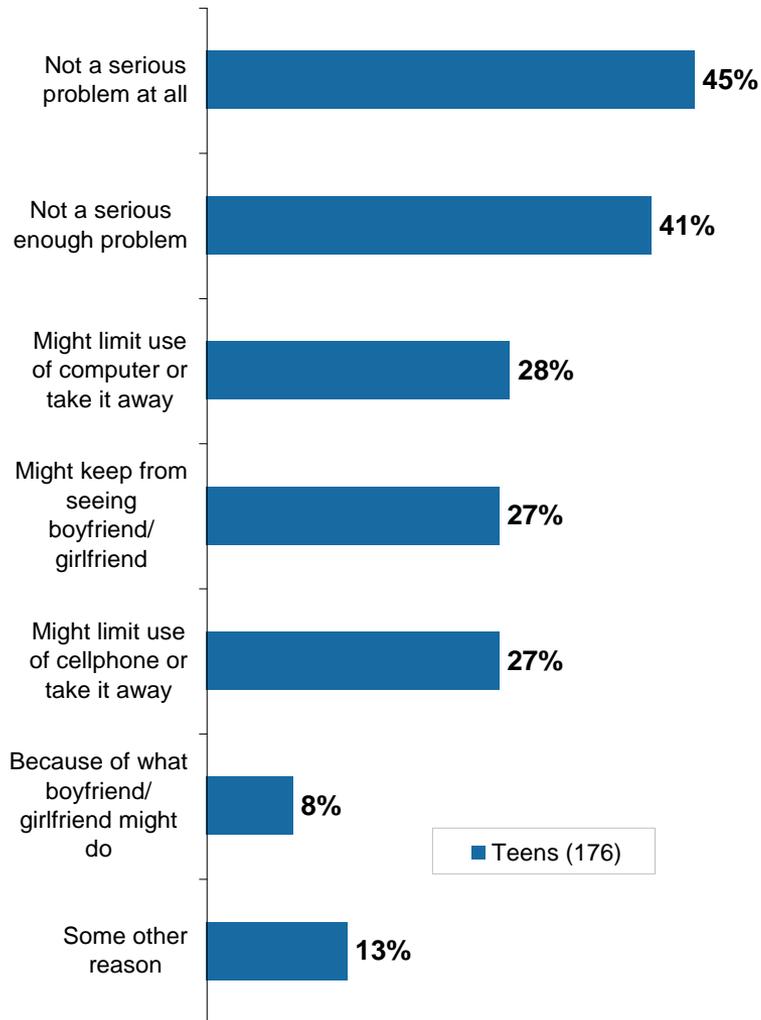
“Knowledge Gap” aligns with traditional abuse



> “Knowledge Gaps” seen relating to tech experience and behaviors align with gaps reported for more traditional forms of dating abuse.

Reasons for not telling parents

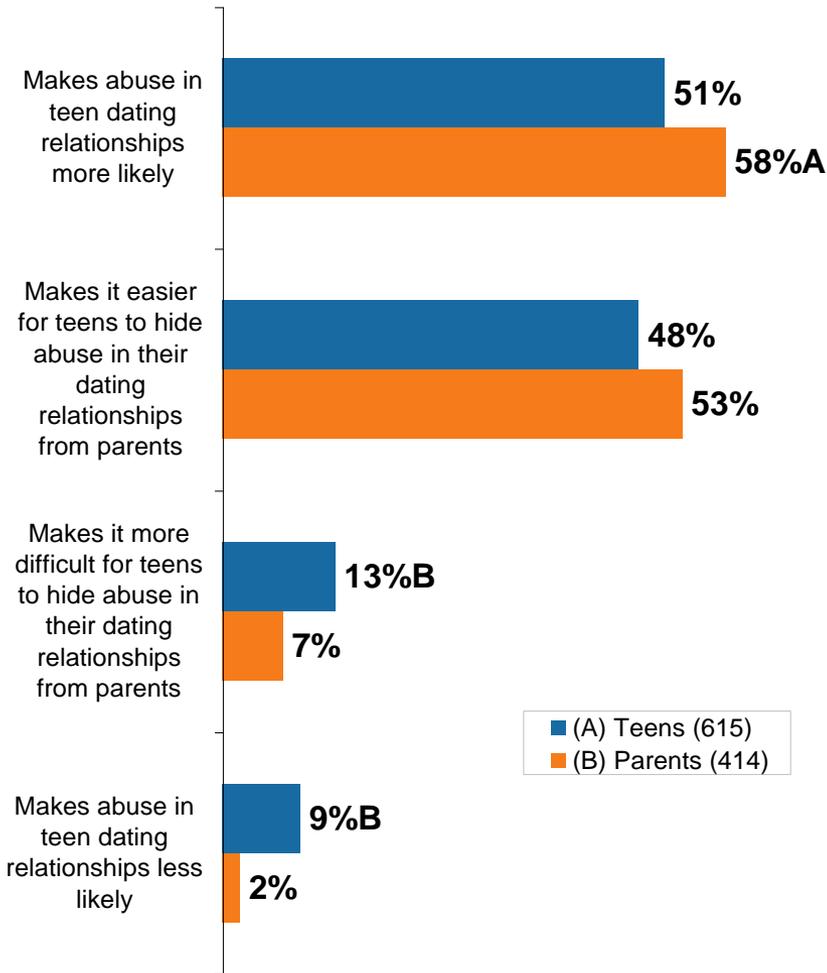
REASONS FOR NOT TELLING PARENTS



- > When asked why they don't tell parents, teens often minimize the seriousness of various behaviors. This may reflect their fear of parental consequences as well as their own inability to interpret various behaviors as abusive.
- > Reasons for not telling parents:
 - > 68% believe the behaviors were not serious enough to justify telling.
 - 45% deemed the behaviors “not serious at all” and nearly as many (41%) said the actions weren't “serious enough”
 - > 28% say they fear their parents may limit or take away use of their computer; nearly as many (27%) worry about the loss of cellphone privileges.
 - > 27% say because their parents might prevent them from seeing their partner.

Parents actually agree with teens that tech makes abuse more prevalent and hidden

NEW TECHNOLOGY...

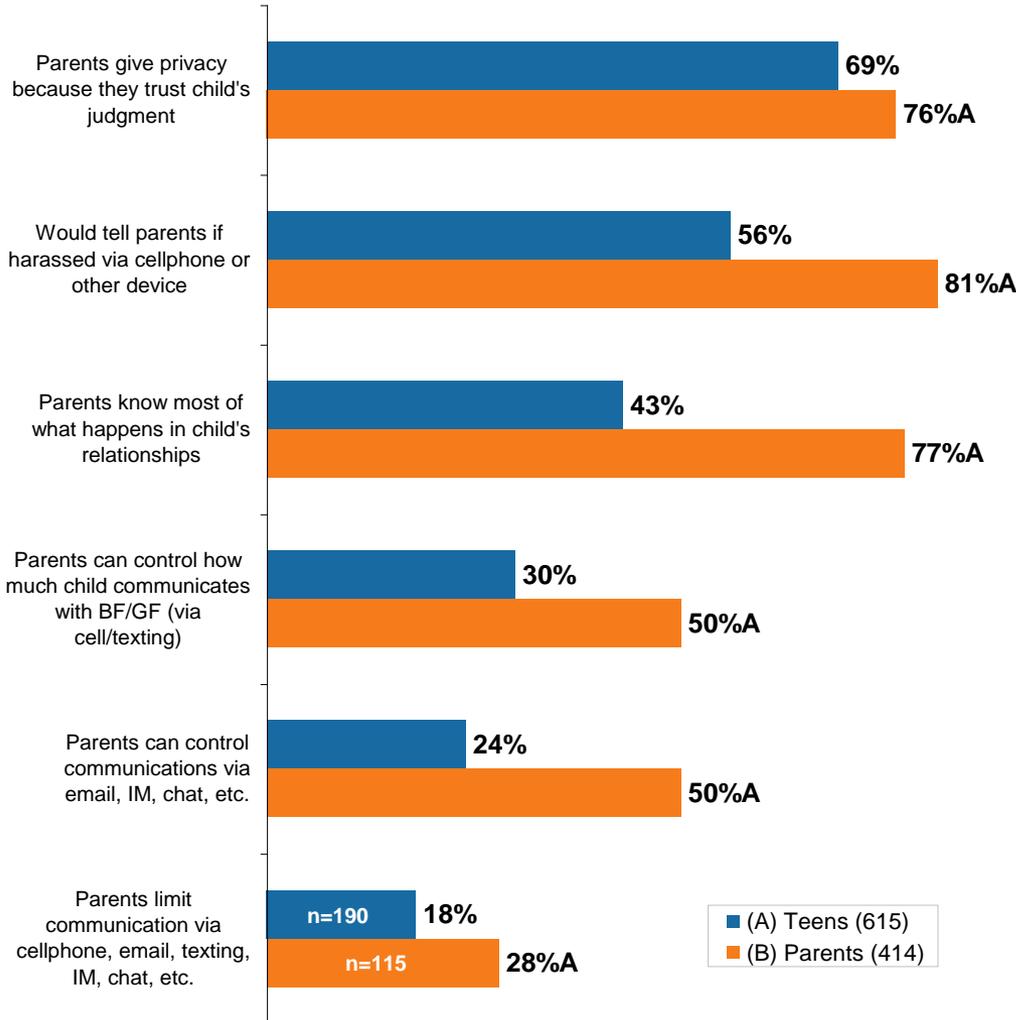


- > A majority of both teens (51%) and parents (58%) believe computers and cellphones make abuse in teen dating relationships more likely to occur.
- > Both teens and parents also believe that computers and cellphones make abuse easier to conceal from parents (48% and 53%, respectively).

Question 21/25: Which of the following, if any, do you think are true of the new technology available using cellphones and computers (emailing, instant messaging (IM), text messaging, and networking sites like MySpace, Facebook, etc.)?

Parents believe they can control teen communications – but most are not

AGREE WITH STATEMENT

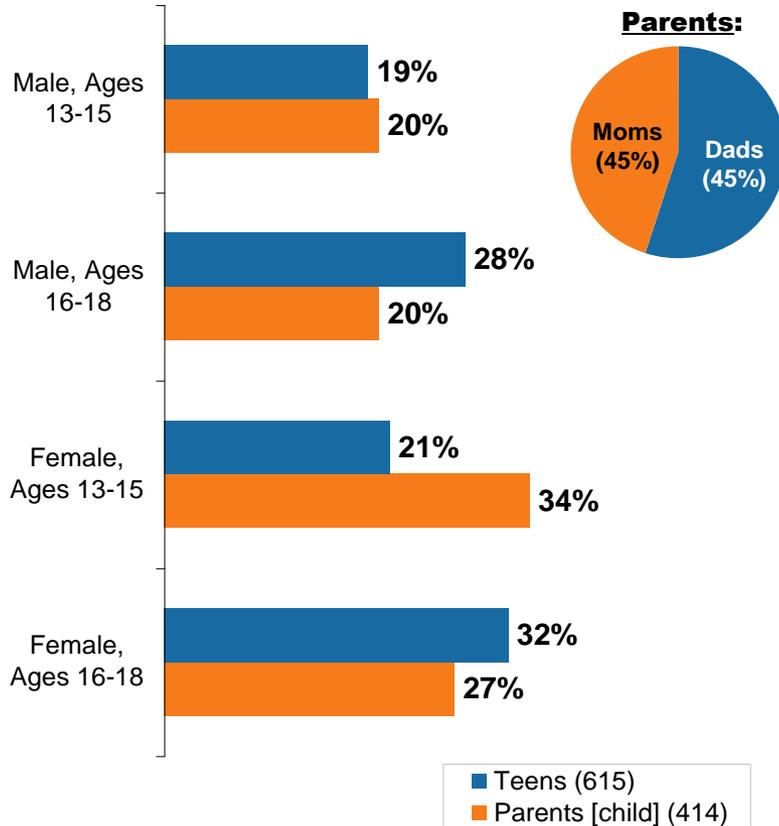


- > Parents think they know their teens: 77% say they know most of what goes on in their child's dating relationships.
- > And a vast majority (81%) think their teens would actually tell them if they were being harassed by cellphone or other device.
- > Half of parents (50%) said they can control how much their child communicates with a dating partner using technology devices.
- > But many parents are not exercising control and limits: About one in four parents of teens (28%) say they limit their teenager's use of technology for communicating with a dating partner.
 - > Less than one in five teens (18%) say their parents actually limit their use of tech devices for communicating with a partner.

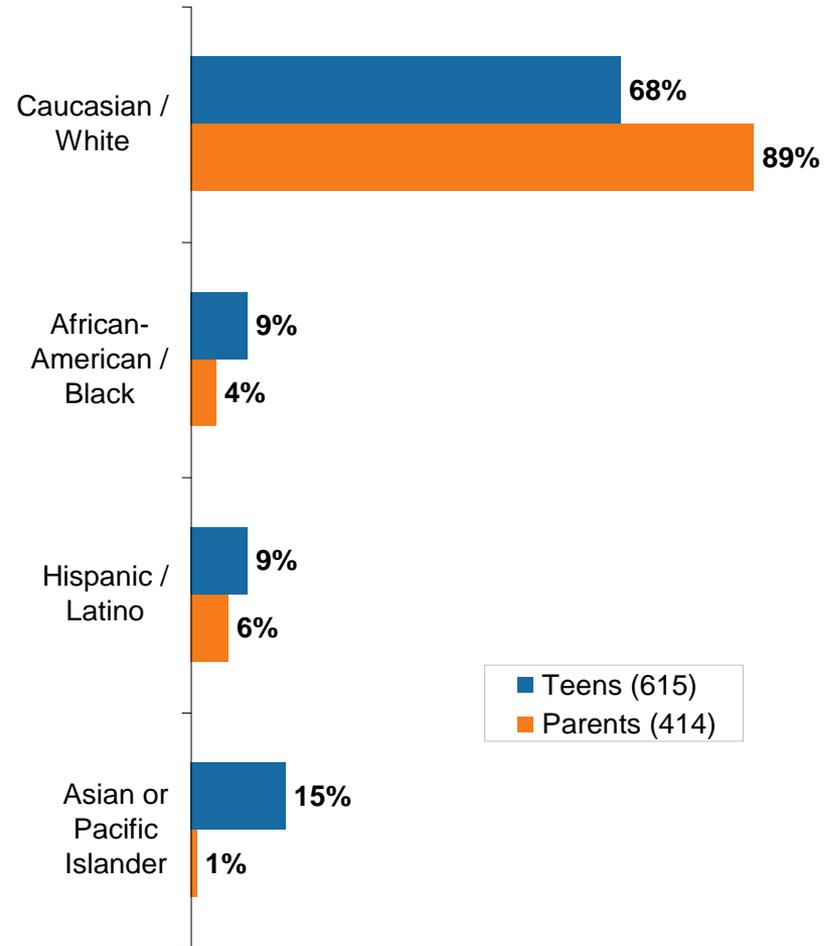
Question 12/15: How much do you agree or disagree with each of the following statements? [Top 2 Box Reported: "Strongly" or "Somewhat Agree"]

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- **Appendix: Demographic Sample Profile**

AGE/GENDER [Teenager]



ETHNICITY

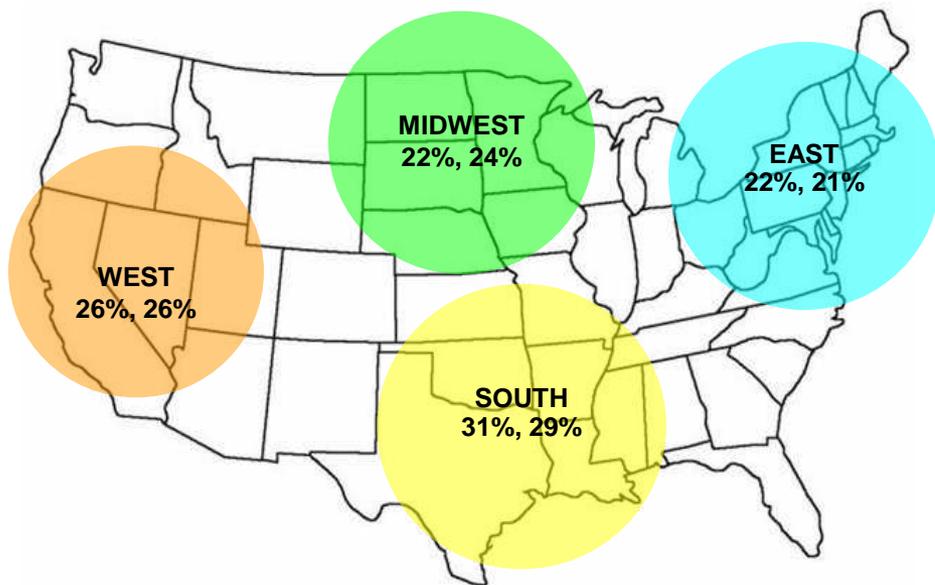


Q1.: Are you...? **Q2.:** What is your age?

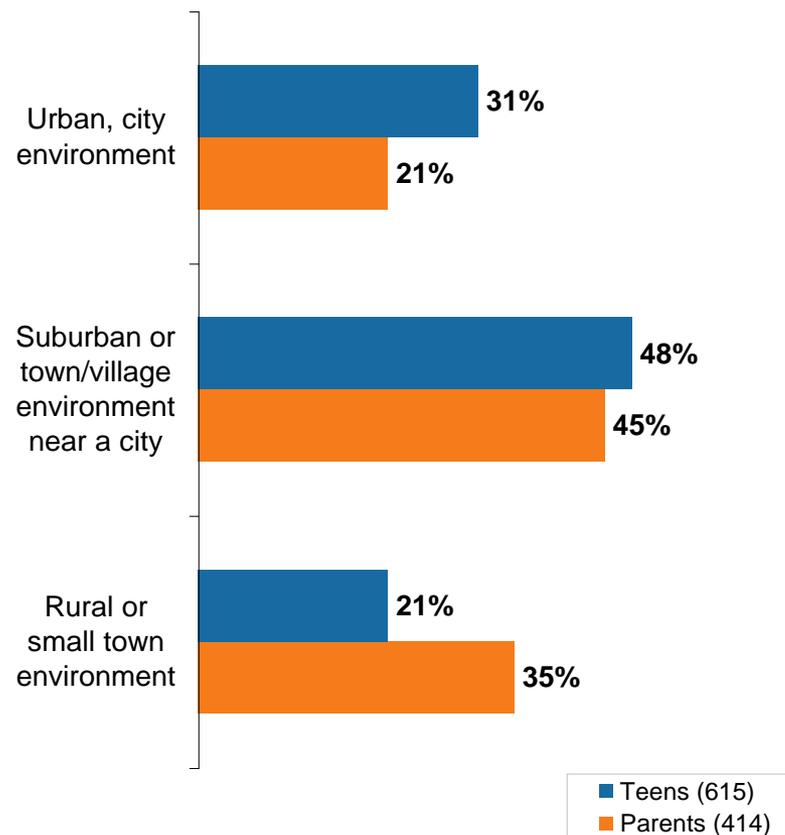
26 Q25/29.: Are you...?

GEOGRAPHIC REGION

(Teen %, Parent %)



COMMUNITY TYPE



Q22/26.: What state do you live in?

Q24/28.: Which of the following best describes where you live?

Questions, Comments?

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