

stay connected. stay safe.

Families today are more mobile than ever. AT&T set out to understand which mobile safety issues are top of mind for parents and kids, and how families navigate them.

Kids are running into real issues ...

Over 1 in 5 kids

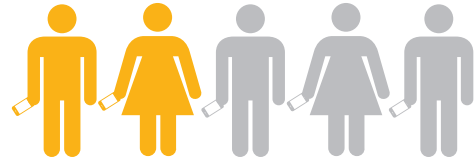
have received a bullying text message from a peer.



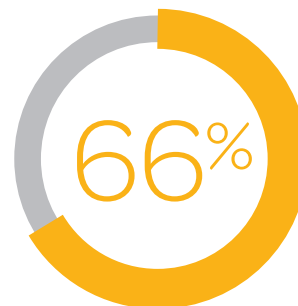
69% of kids have answered a call from an unknown number.



Parents can take a stand...



2 out of 5 kids with a mobile phone say their parents have not talked to them about mobile safety.



Only **66%** of kids say they have rules on their phone usage.

90% of kids say it's okay for parents to set rules on their phone usage.



AT&T offers resources, tips and tools to help start the conversation about mobile safety, and empower parents to stay connected with their kids, and help them stay safe. Learn more at att.com/familysafety.

*Study was conducted by GfK Roper in April 2012 and involved mobile phone and landline interviews with 500 children between the ages of 8-17 with mobile phones, and 1,000 randomly selected parents of 8-17 year olds with mobile phones.

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