

# Who Needs Parental Controls?

## Awareness, Attitudes, Use Of Parental Controls

Key findings from telephone survey of  
parents of children who access the Internet,  
conducted for



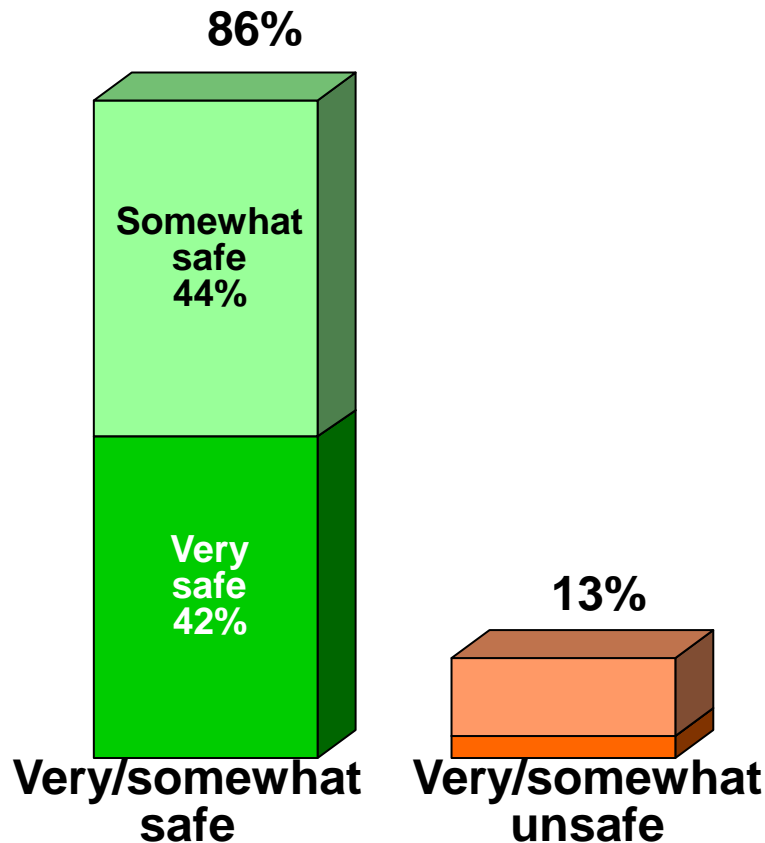
Family  
Online Safety  
**Institute**

# Methodology

- ◆ Nationwide telephone survey among 702 parents of children ages eight to 17 who access the Internet
- ◆ Interviewing conducted July 8 – 16, 2011
- ◆ Margin of error =  $\pm 3.7$  percentage points

# Most parents feel their children are at least somewhat safe when they are online.

*How safe do you feel your child is when he or she is online?*

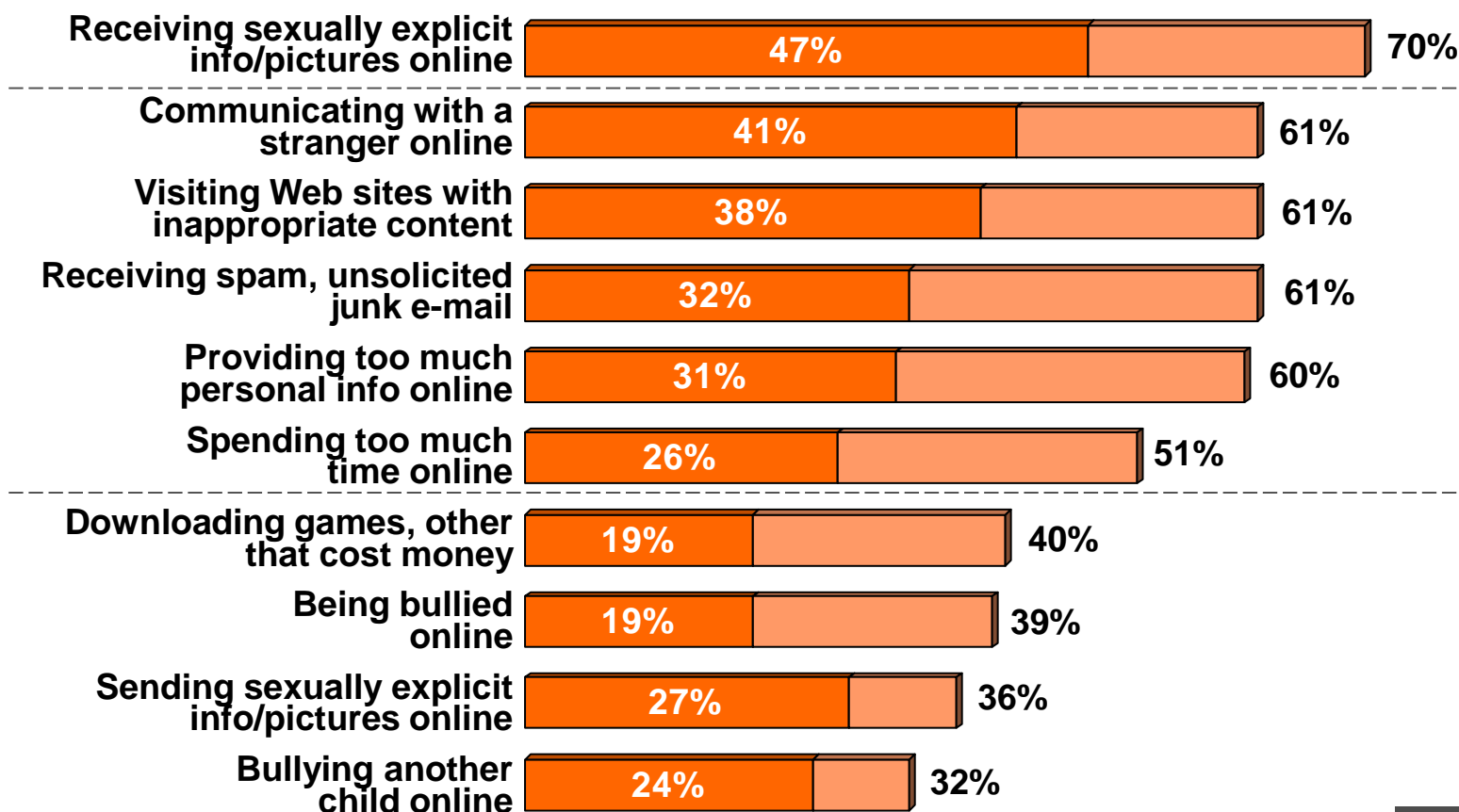


But parents are less confident the older the child and the more time they spend online.

	Very safe
Child age 8 to 10	52%
Child age 11 to 13	41%
Child age 14 to 17	38%
Boys under age 14	45%
Girls under age 14	48%
Boys age 14 to 17	40%
Girls age 14 to 17	35%
Time child spends online:	
1 to 4 hours/week	53%
5 to 9 hours/week	45%
10/more hours/week	33%

# Nonetheless, parents express concern about various online activities.

Very concerned about this happening to/by my child online    Somewhat concerned about this happening



# While the computer is the most ubiquitous means that children use to go online, half access the Internet using other technologies.

- ◆ 96% of parents say their children access the Internet using a computer, laptop, or netbook.
- ◆ 49% of parents say their children *only* use a computer.
- ◆ 51% of parents say their children access the Internet using something in addition to a computer:
  - 30% use gaming console
  - 27% use a handheld device
  - 21% use a smartphone
  - 7% use a tablet computer
- ◆ 48% of parents say their children use two or more technologies to access the Internet; 24% say their children use three or more.
- ◆ 4% of parents say their child **ONLY** uses a source other than a computer to access the Internet.

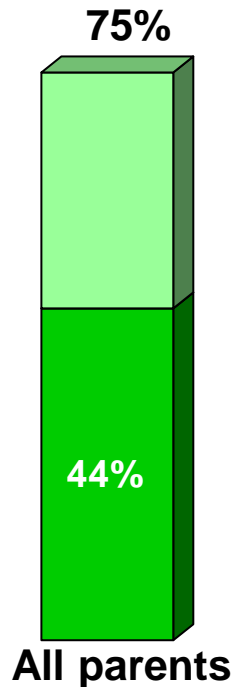


# Parents feel least knowledgeable about protecting children's safety/privacy on smartphones.

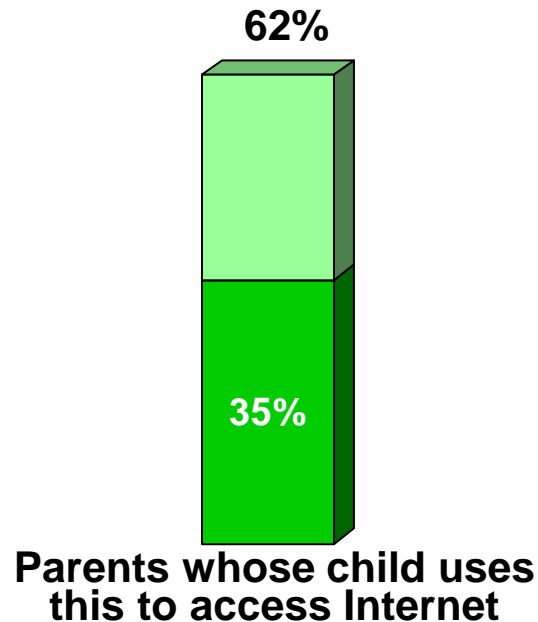
■ Feel very knowledgeable about protecting my children's personal safety and privacy online when they are using this device

■ Feel fairly knowledgeable

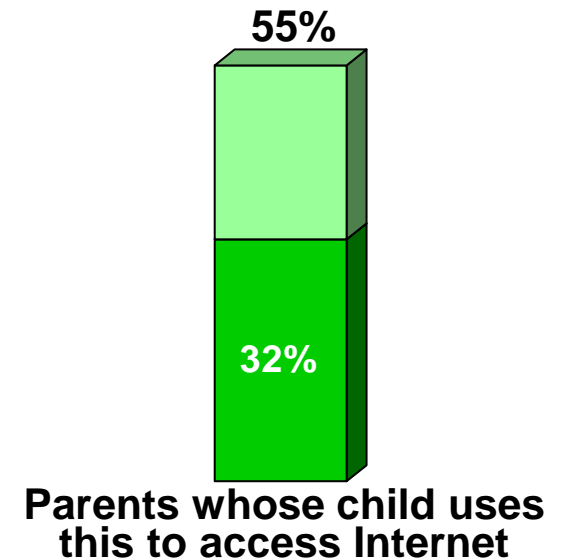
**Computer**



**Gaming Console**

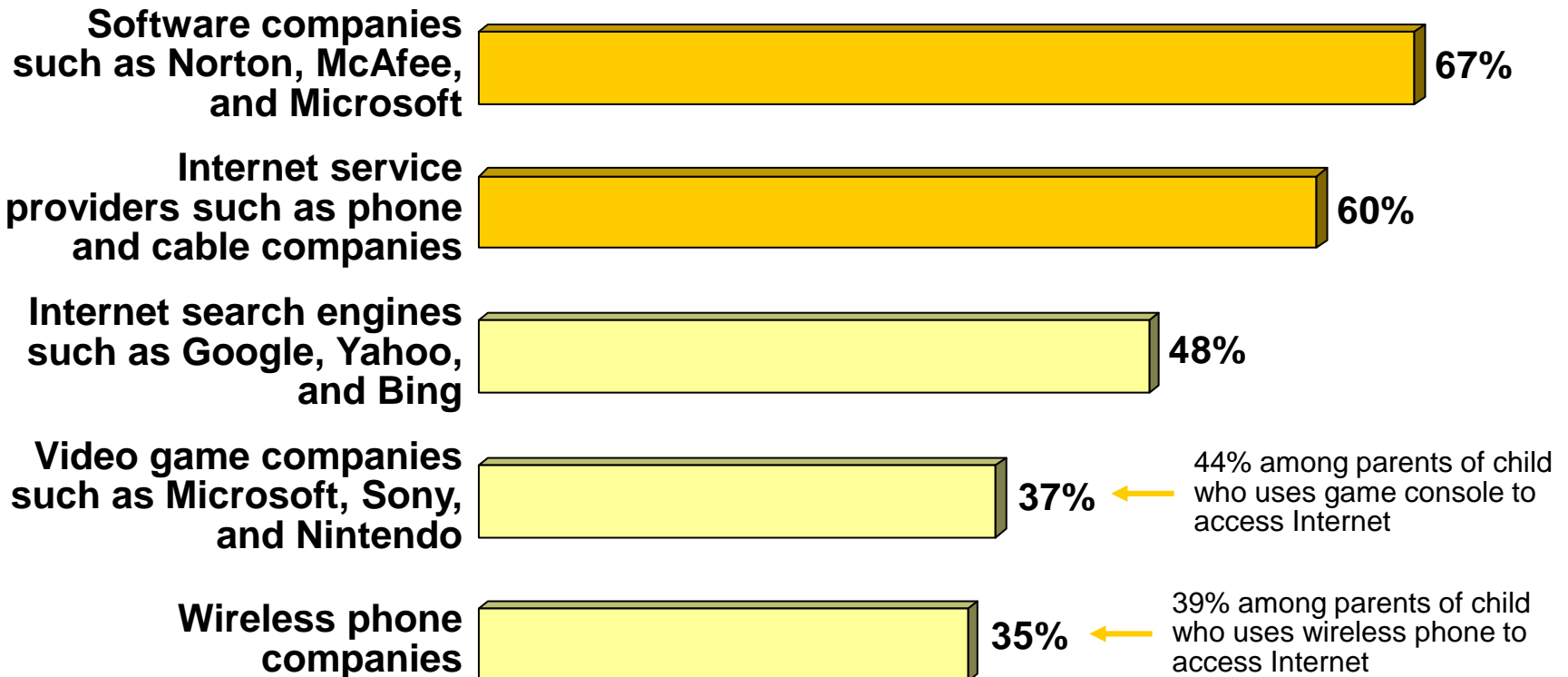


**Smartphone/Handheld**



# Some types of Internet parental controls are more widely known than others.

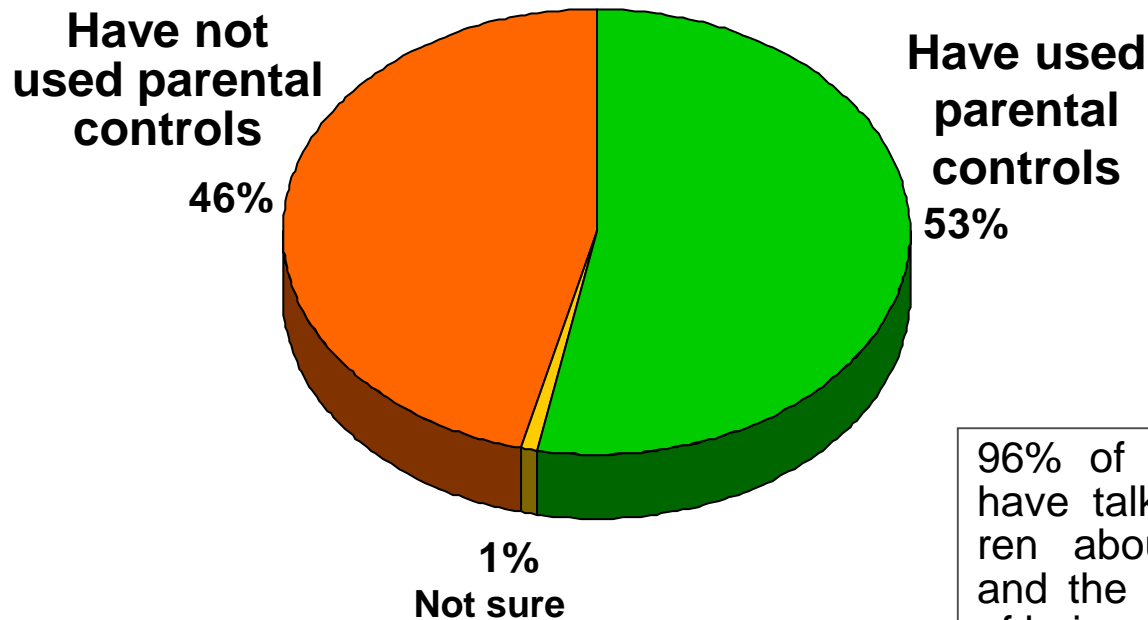
*% aware that this type of company offers tools or programs to assist parents in limiting or monitoring children's Internet usage*



87% report awareness that at least one of these provides parental controls.

# Just over half of parents say they have used parental controls for Internet use.

*Have you ever used a tool or program from a software company, Internet service provider, wireless company, search engine, or video game company to assist you in limiting or monitoring your child's Internet usage?*

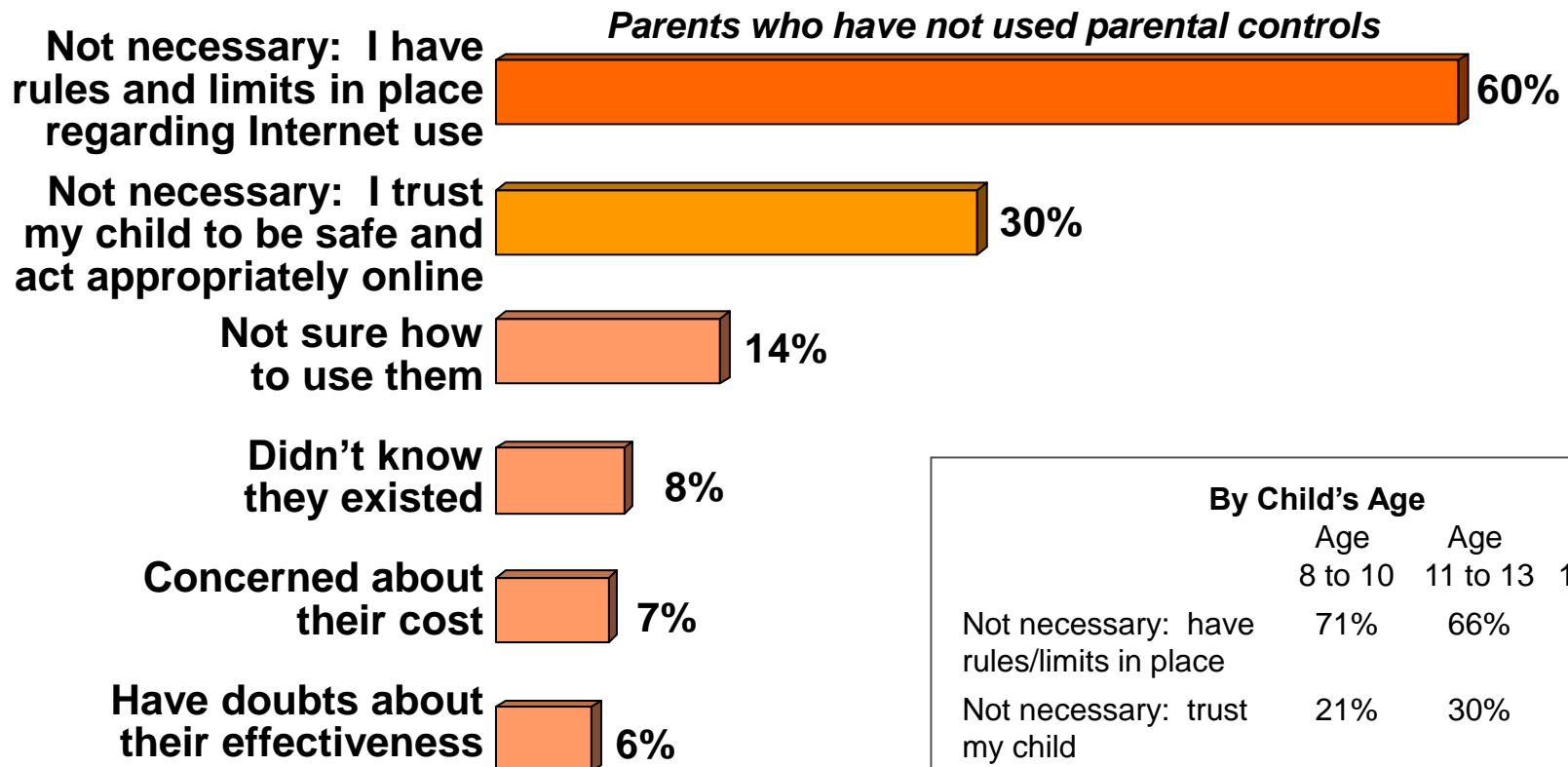


96% of parents say they have talked to their children about their behavior and the risks and benefits of being online.



# Parents who have not used parental controls believe they are not necessary.

*Which of these statements best describe why you have not used a parental control tool or program to assist you in limiting or monitoring your child's Internet usage?*



	By Child's Age		
	Age 8 to 10	Age 11 to 13	Age 14 to 17
Not necessary: have rules/limits in place	71%	66%	50%
Not necessary: trust my child	21%	30%	35%

# Parents' Reported Setting Of Rules And Limits

*% who say they have done this to limit or monitor their children's Internet usage\**

**93% say they have set rules or limits in at least one of the following ways**

- 79% Set rules requiring your child to only use the computer in a common area of the house** *(among the 96% of parents whose children use a computer to access the Internet)*
- 75% Set rules or limits for the amount of time your child can spend online in a given day or week**
- 74% Set rules or limits for the times during the day when your child can be online**
- 59% Set time limits or rules for your child's use of his or her cell phone** *(among the 53% of parents whose child owns a cell phone or smartphone)*
- 10% Had your child sign a family online safety contract that outlines parents' expectations and rules, discusses how the child will conduct him/herself online**

\* Each activity asked only of parents whose child uses applicable technology

# Parents' Reported Usage Of Parental Controls

*% who say they have done this to limit or monitor their children's Internet usage\**

**65% say they have used at least one of the following parental controls**

- 47%**    **Used parental controls in the operating system of your computer to limit access to programs and Web sites or when and how long children can use the computer** *(among the 96% of parents whose children use a computer to access the Internet)*
- 40%**    **Put limits on online search capabilities using programs, such as Google Safe Search, which filters out potentially harmful material**
- 33%**    **Used parental controls offered by your ISP to limit access to programs and Web sites or when and how long children can use the computer**  
*(among the 96% of parents whose children use a computer to access the Internet)*
- 33%**    **Set up parental controls that are built into your child's videogame console**  
*(among the 30% of parents whose child uses a gaming console to access the Internet)*
- 25%**    **Set up parental controls on the smartphone your child uses**  
*(among the 21% of parents whose child uses a smartphone to access the Internet)*
- 16%**    **Downloaded a parental control app available from an app store, such as iTunes** *(among the 21% of parents whose child uses a smartphone to access the Internet)*

\* Each activity asked only of parents whose child uses applicable technology

# Parents' Reported Blocking Of Child's Access

*% who say they have done this to limit or monitor their children's Internet usage\**

**61% say they have blocked child's Internet use in at least one of the following ways**

**54% Set up a code lock and password on the computer that your child uses** *(among the 96% of parents whose children use a computer to access the Internet)*

**44% Restrict the ability to download applications and games to your child's phone or wireless device** *(among the 48% of parents whose child uses a smartphone, handheld device, or gaming device to access the Internet)*

\* Each activity asked only of parents whose child uses applicable technology

# Parents' Reported Active Monitoring Of Child's Usage

*% who say they have done this to limit or monitor their children's Internet usage\**

**58% say they have monitored child's usage in at least one of the following ways**

**83%    Logged on to your child's Facebook account to view (his/her) page or friended your child on Facebook**

*(among the 52% of parents whose child has a Facebook account)*

**79%    Reviewed your child's browsing history--that is, the Web sites they visit online**

**70%    Looked on your child's phone to review sent and received text messages**

*(among the 53% of parents whose child owns a cell phone or smartphone)*

**14%    Used your child's cell phone GPS to check on (his/her) whereabouts**

*(among the 14% of parents whose child has their own smartphone)*

\* Each activity asked only of parents whose child uses applicable technology