



**Date:** August 24, 2010

**To:** Common Sense Media

**From:** Zogby International  
www.zogby.com

**RE: Results from interactive survey of adults, including a subset of parents with children age 18 and under.**

**Methodology**

Zogby International was commissioned by Common Sense Media to conduct an online survey of 2,100 adults from 8/13/10 to 8/16/10. A sampling of Zogby International's online panel, which is representative of the adult population of the U.S., was invited to participate. Slight weights were added to region, party, age, race, gender and education to more accurately reflect the population. The margin of error is +/- 2.2 percentage points. Margins of error are higher in sub-groups. The MOE calculation is for sampling error only.

**Narrative Summary**

*1. How concerned are you with children sharing too much information about themselves on the Internet?*

	Concerned			Unconcerned			NS
	Very	Somewhat	Total	Somewhat	Not at all	Total	
Adults	46	36	<b>82</b>	10	7	<b>16</b>	1
Parents	53	39	<b>92</b>	6	3	<b>8</b>	--

Vast majorities of adults and parents are concerned with children sharing too much information about themselves on the Internet, with parents (92%) being the most likely to say they are concerned. Adults (7%) are more than twice as likely as parents (3%) to say they are not at all concerned with children sharing too much information on the Internet.

2. *Of the following, which do you feel is the main reason you are concerned about children revealing personal information online?*

	Adults	Parents
Sexual predators	71	72
Difficulty securing a job or college placement	11	10
Bullying	4	2
Product marketing	4	4
None of these	1	3
Other	6	8
Not sure	3	1

Of those who say they are concerned, a strong majority of adults and parents say sexual predators are the main reason why, followed by the difficulty in securing a job or college placement. Responses are similar among both adults and parents.

3. *Do you agree or disagree that your personal information is secure and private online?*

	Adults	Parents
Disagree	66	67
Agree	14	14
Not sure	20	19

About two-thirds of both parents (67%) and adults (66%) disagree that their personal information is secure and private online. One in seven (14%) adults and parents agree their personal information is secure and private, while 20% of adults and 19% of parents say they are not sure.

4. *Are you more or less concerned about your online privacy than you were five years ago?*

	Concern						NS
	Much more	Smwhat More	Total	Smwhat Less	Much less	Total	
Adults	36	47	<b>83</b>	12	1	<b>13</b>	4
Parents	33	53	<b>85</b>	10	1	<b>11</b>	4

A strong majority of both adults (83%) and parents (85%) say they are more concerned about their online privacy than they were five years ago, while 13% of adults say they are less concerned and 11% of parents say the same.

*5. Are online companies prohibited from collecting or using personal information from children under the age of thirteen without a parent's permission?*

	<b>Adults</b>	<b>Parents</b>
Yes	28	31
No	19	16
Not sure	53	53

Half of all adults and parents polled (53% each) say they are not sure if online companies are prohibited from collecting or using personal information from children under the age of thirteen without a parent's permission, but more in each case think they are prohibited.

*6. How often do you read the terms or conditions of service that appear on Web sites and other online services?*

	<b>Adults</b>	<b>Parents</b>
Always	11	13
Sometimes	39	38
<b>Total</b>	<b>50</b>	<b>51</b>
Rarely	37	37
Never	12	12
<b>Total</b>	<b>49</b>	<b>49</b>
Not sure	1	<1

Both adults and parents are split about how often they read the terms or conditions of service that appear on Web sites and other online services. Responses of parents and adults are nearly identical.

*7. Would you take more time to read terms and conditions for Web sites if they were shorter and written in clear language?*

	<b>Adults</b>	<b>Parents</b>
Yes	93	91
No	4	5
Not sure	4	4

Nearly all adults and parents say they would take more time to read terms and conditions for Web sites if they were shorter and written in a clear language. Just 4% of adults and 5% of parents say they would not.

*8. Have you ever agreed to let an online site collect your child's personal information so that your child could use the web site or service?*

	<b>Adults</b>	<b>Parents</b>
No	51	83
Yes	3	6
Not sure	5	11
NA/I don't have children	42	<1

A strong majority of parents (83%) say they have not agreed to let an online site collect their child's personal information so that the child could use a Web site or service. One in nine parents (11%) say they are not sure if they have done so, and 6% say they have.

*9. Do you believe that some search engines collect and use your browsing habits to sell advertising tied to your interests?*

	<b>Adults</b>	<b>Parents</b>
Yes	95	95
No	2	<1
Not sure	3	5

Nearly everyone polled say they believe that some search engines collect and use their browsing habits to sell advertising tied to their interests. Just 2% of adults and less than 1% of parents say they do not believe so.

*10. Do you believe that some social networking sites collect and use your personal information to sell advertising tied to your interests?*

	Adults	Parents
Yes	94	95
No	2	1
Not sure	4	4

Nearly everyone polled say they believe that some social networking sites collect and use their personal information to sell advertising tied to their interests.

*11. Do you think that games on social networking sites access your personal information to sell targeted advertising?*

	Adults	Parents
Yes	81	86
No	6	2
Not sure	14	13

A strong majority of parents and adults say they think that games on social networking sites access their personal information to sell targeting advertising. Adults (6%) are three times more likely than parents (2%) to say they do not think social networking sites collect personal information to sell targeted ads.

*12. Do you believe that companies are prohibited from selling personal information about their users to other companies?*

	Adults	Parents
Yes	12	13
No	76	74
Not sure	12	13

Most respondents say they believe that companies are not prohibited from selling personal information about their users to other companies, while 12% of adults and 13% of parents say they think they are prohibited from such actions.

*13. Should search engines and online social networking sites be able to share your physical location with other companies before you provide specific authorization?*

	Adults	Parents
Yes	5	7
No	90	91
Not sure	5	3

The vast majority of respondents say that search engines and online social networking sites should not be able to share their physical location with other companies before they have given specific authorization.

*14. Some social networks and search engines that offer online services for free say they can only do so by selling advertising tailored to user habits and interests. Do you believe this is true?*

	Adults	Parents
Yes	42	42
No	43	42
Not sure	15	16

Respondents are split when it comes to social networks and search engines saying they can only offer free services by selling advertising tailored to user habits and interests.

*15. Would you prefer to pay for services currently provided for free on search engines and social networking sites in lieu of having information about you sold to advertisers?*

	Adults	Parents
Yes	24	24
No	45	51
Not sure	31	24

Half of parents (51%) and a plurality of adults (45%) say they would rather not pay for services currently provided for free on search engines and social networking sites in lieu of having information about them sold to advertisers. A quarter of adults and parents (24% each) say they would rather pay for such services than have their info sold, and 31% of adults and 24% of parents say they are not sure.

16. How would you rate the job that online social networks are doing to protect children's online privacy?

	Positive			Negative			NS
	Excellent	Good	Total	Fair	Poor	Total	
Adults	<1	5	<b>5</b>	26	45	<b>71</b>	24
Parents	--	6	<b>6</b>	31	44	<b>75</b>	19

Three quarters of parents (75%) and 71% of adults say they would rate the job social networks are doing to protect children's online privacy as negative, with 45% of adults and 44% of parents saying their job is poor. Just 5% of adults and 6% of parents rate the job online social networks are doing positively.

17. How would you rate the job that search engines are doing to protect children's online privacy?

	Positive			Negative			NS
	Excellent	Good	Total	Fair	Poor	Total	
Adults	1	4	<b>5</b>	25	43	<b>68</b>	27
Parents	--	7	<b>7</b>	28	42	<b>71</b>	22

Strong majorities of adults (68%) and parents (71%) say they would rate the job search engines are doing to protect children's online privacy as negative, with 43% of adults and 42% of parents saying they would rate the job as poor.

18. Should schools play a role in educating students about protecting their privacy online?

	Adults	Parents
Yes	73	70
No	20	22
Not sure	8	8

Most adults (73%) and parents (70%) say they think schools should play a role in educating students about protecting their privacy online, while 20% of adults and 22% of parents do not think so.

*19. Do you think Congress should update laws that relate to online privacy and security for children and teens?*

	Adults	Parents
Yes	62	61
No	20	23
Not sure	19	16

A majority of both adults and parents say they think Congress should update laws that relate to online privacy and security for children and teens. Twenty percent of adults and 23% of parents say they do not think Congress should update laws relating to online privacy and security for children and teens.

*20. Companies are currently prohibited from collecting personal information for children younger than 13 years old. Would you feel most comfortable if that age was...*

	Adults	Parents
Kept the same	19	14
Raised to under 14 years old	<1	--
Raised to under 15 years old	1	--
Raised to under 16 years old	6	3
Raised to under 17 years old	3	5
Raised to under 18 years old	54	67
Other	8	7
Not sure	10	5

Three quarters of parents (67%) and more than half of adults (54%) say they would feel most comfortable if the age companies are prohibited from collecting personal information was raised to under 18 years old. Adults (19%) are slightly more likely than parents (14%) to say the age prohibition should be kept the same. Adults are also twice as likely as parents (10% vs. 5%) to say they are not sure.



21. *Would you support or oppose a law that required online search engines and social networking services to get your permission before they use your personal information to market products to you?*

	Support			Oppose			NS
	Strongly	Somewhat	Total	Somewhat	Strongly	Total	
Adults	64	21	<b>85</b>	5	3	<b>9</b>	6
Parents	64	25	<b>88</b>	3	5	<b>8</b>	4

A vast majority of Adults (85%) and parents (88%) say they would support a law that required online search engines and social networking services to get your permission before they use personal information to market products to you, while 9% of adults and 8% of parents say they would oppose such a measure. Nearly two-thirds of adults and parents (64% each) say they would strongly support such a law.

22. *On a scale of 1 to 5, with 1 being very confident and 5 being not at all confident, please rate your level of confidence in search engines keeping your private information safe and secure?*

	Confident			Not Confident				NS
	1 Very	2	Total	3	4	5 Not at all	Total	
Adults	2	5	<b>7</b>	27	25	37	<b>62</b>	5
Parents	3	5	<b>8</b>	22	27	40	<b>68</b>	2

A majority of adults (62%) and parents (68%) say they are not at all confident in search engines keeping their private information safe and secure. A plurality among both groups (37% of adults and 40% parents) say they are not at all confident.

23. *On a scale of 1 to 5, with 1 being very confident and 5 being not at all confident, please rate your level of confidence in social networking sites keeping your private information safe and secure?*

	Confident			Not Confident				NS
	1 Very	2	Total	3	4	5 Not at all	Total	
Adults	1	4	<b>5</b>	20	25	45	<b>70</b>	6
Parents	1	5	<b>5</b>	20	27	44	<b>71</b>	5

Once again, a majority of both adults (70%) and parents (71%) say they are not confident in social networking sites keeping their private information safe and secure, with 44% of adults and 44% of parents saying they are not at all confident.

*24. Should people be able to request the deletion of all their personal information held by an online search engine, social network or marketing company after a specific time period?*

	<b>Adults</b>	<b>Parents</b>
Yes	94	94
No	2	3
Not sure	4	3

Nearly all parents and adults say they should be able to request the deletion of all their personal information held by an online search engine, social network or marketing company after a specific time period.

*25. Is online privacy mostly the responsibility of individuals or the company and service providers they interact with online?*

	<b>Adults</b>	<b>Parents</b>
Both	66	69
Personal responsibility	22	19
Online company's responsibility	8	8
Other	<1	--
Not sure	4	4

Most adults (66%) and parents (69%) say that online privacy is mostly the responsibility of both individuals and the company and service providers they interact with online. Adults (22%) are slightly more likely than parents (19%) to say it is a personal responsibility.

**RESULTS UNDER EMBARGO UNTIL 12:01 AM EST FRIDAY, OCT. 8, 2010**