



**Date:** August 24, 2010

**To:** Common Sense Media

**From:** Zogby International

**RE: Results from poll of Teens**

**Methodology**

Zogby International was commissioned by Common Sense Media to conduct an online survey of 401 teenagers aged 15-18 from 8/18/10-8/20/10. A sampling of one of Zogby International's partner panels was invited to participate. Slight weights were added to age, race, and gender to more accurately reflect the population. The margin of error is +/-5.0 percentage points. Margins of error are higher in sub-groups. The MOE calculation is for sampling error only.

**Narrative Summary**

*1. Do you feel that your personal information is secure and private online?*

Yes	44%
No	27
Not sure	29

A majority of teens say they do not feel their personal information is secure and private online or they are not sure if it is, while 44% say they think such information is secure.

*2. Are online companies prohibited from collecting personal information from children under the age of 13 without a parent's permission?*

Yes	59%
No	8
Not sure	34

Most teens polled (59%) say that online companies are prohibited from collecting personal information from children under the age of 13 without a parent's permission, but a third (34%) say they are not sure if companies are prohibited from such actions or not.

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

Always	8%	<b>Typically does</b>	<b>45%</b>
Sometimes	37		
Rarely	37	<b>Typically does not</b>	<b>54</b>
Never	17		
Not sure	1		

More than half of teens (54%) say they either rarely or never read the terms or conditions of service that appear on web sites or other online services, while 45% say they always or sometimes do so.

*4. Would you take more time to read terms and conditions for web sites or other online services if they were shorter and written in a clear language?*

Yes	85%
No	6
Not sure	9

A vast majority (85%) say they would take more time to read the terms and conditions for web sites and other online services if they were shorter and written in a clear language.

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

Yes	88%
No	3
Not sure	10

A vast majority of teens (88%) say that they believe that some search engines collect and use their browsing habits to sell advertising tied to their interest, while just 3% say they do not. One in ten (10%) say they are not sure if search engines collect information to sell advertising.

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

Yes	79%
No	8
Not sure	14

Most teens surveyed (79%) say they believe that some social networking sites collect and use their personal information to sell advertising tied to their interests, but one in seven (14%) say they are not sure. Eight percent of teens say they do not believe that social networking sites collect and use information to sell advertising.

*7. Do you believe that social network based games, like Farmville or Mafia Wars, can use your personal information to target ads at you?*

Yes	68%
No	9
Not sure	23

More than two thirds (68%) of teens say they believe that social network based games, like Farmville or Mafia Wars, can use their personal information to target ads at them, while nearly a quarter (23%) say they are not sure. Nine percent say they do not believe social network based games can use your personal information to target ads.

*8. Should online search engines and social networking services be required to get your permission before they use your personal information to market products to you?*

Yes	85%
No	6
Not sure	8

A vast majority of teens (85%) say that online search engines and social networking services should be required to get permission before using personal information to market products to them, while 6% say they do not think so and 8% are not sure.

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

Yes	14%
No	81
Not sure	5

A strong majority of teens (81%) say they do not think search engines and online social networking sites should be able to share their physical location with other companies before being provided with specific authorization. One in seven (14%) say they think search engines and social networking sites should be allowed to do so and 5% say they are not sure.

*10. Have you ever been the target of cyber bullying?*

Yes	11%
No	83
Not sure	6

One in nine (11%) of teens polled say they have been the target of cyber bullying, while the majority (83%) say they have not.

*11. Do you think your friends share too much about themselves online?*

Yes	79%
No	11
Not sure	10

Most teens (79%) say they think their friends share too much about themselves online, while one in nine (11%) say they do not. One in ten (10%) say they are not sure if their friends share too much about themselves online or not.

*12. Do you fear that sharing too much personal information online could keep you from getting a job or getting into the school of your choice in the future?*

Yes	58%
No	21
Not sure	22

A majority of teens (58%) say they fear that sharing too much personal information on line could keep them from getting a job or getting into the school of their choice in the future, while about one in five (21%) say they do not have that fear. Twenty-two percent of respondents say they are not sure sharing too much could have such an effect.

*13. Do you feel like you have control over who sees your personal information like photographs and videos online?*

Yes	45%
No	38
Not sure	17

A plurality (45%) say they feel like they have control over who sees their personal information, like photographs and videos online, while more than a third (38%) say they do not. Seventeen percent say they are not sure if they have control over who sees their personal information online.

*14. Do you do anything proactively (like changing privacy settings) to protect your privacy online?*

Yes	70%
No	23
Not sure	7

A majority (70%) of teens say they proactively protect their privacy online, while about a quarter (23%) does not.

*15. 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?*

Yes	92%
No	4
Not sure	4

Nearly all teens say that people should be able to request the deletion of all their personal information by an online search engine, social network or marketing company after a specific time period. Just 4% disagree with such an idea.

*16. Do you think your friends or adults are a better source of advice for staying safe online?*

Friends	14%
Adults	75
Not sure	11

Three quarters of teens (75%) say they think adults are a better source of advice for staying safe online; while one in seven (14%) say they think their friends are better sources. One in nine (11%) say they are not sure which is a better source.

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