



Microsoft: “For Safety’s Sake” Research Findings

Microsoft’s Parental Control research, entitled “For Safety’s Sake,” was conducted by Pure Profile Research, and included quantitative research. All interviews were conducted in February 2010, and sourced from an on-line research panel. The survey polled 1,000 Australian parents with children 18 and under living at home and accessing the internet (in the home). All interviews were conducted in February 2010.

Q) Where is the computer mostly located in your house that your child/children use?

- 32.67: In a private part of the house such as a bedroom or office
- 58.34%: In a more public part of the house such as the living room or kitchen
- 8.99%: It gets moved around depending on who is using it

Q) How confident are you that you know what your child/children are doing when they are on the internet?

- 49.45%: Completely confident
- 44.56%: Somewhat confident
- 5.59%: Not that confident
- 0.40%: Not at all confident

Q) What do you believe is the most dangerous thing that can happen to your child/children when they are on the internet?

- 9.69%: Bullying
- 46.15%: Predators
- 5.79%: Identity theft
- 13.19%: Computer viruses
- 22.58%: Exposure to pornography
- 0.70%: Exposure to gambling
- 1.90%: Start getting spam

Q) Have you ever caught your child looking at something unsavory on the internet?

- 19.98%: Yes
- 80.02%: No

Q) Have you ever caught your child handing over personal details on the internet?

- 11.99%: Yes
- 88.01%: No

Q) Have you ever caught your child chatting to someone that you don’t know on the internet?

- 25.87%: Yes
- 74.13%: No

Q) Have you ever caught your child downloading software from the internet without your consent?

- 34.57%: Yes

- 65.43%: No

Q) Do you know all your child's online friends?

- 38.56%: All
- 41.06%: Some
- 9.39%: Not Many
- 10.99%: None

Q) Where are you worried most about what your child's/ children's exposure to online dangers?

- 26.57%: Home
- 9.89%: School
- 52.75%: Friends House
- 10.79%: Internet café/ gaming centers

Q) Which of the following activities do your child/children do when they are on the internet?

Visit Chat rooms:

- 20.75%: Yes
- 72.03%: No
- 7.19%: Don't know

Instant Messaging:

- 54.65%: Yes
- 41.86%: No
- 3.50%: Don't know

Talk to people that you don't know

- 27.47%: Yes
- 63.04%: No
- 9.49%: Don't know

Provide personal information when online

- 9.99%: Yes
- 76.92%: No
- 13.09%: Don't know

Upload and post pictures of themselves online

- 31.37%: Yes
- 64.34%: No
- 4.03%: Don't know

Download software, music, movies, games etc

- 60.24%: Yes
- 34.66%: No
- 4.10%: Don't know

Q) Do you take precautions by running any parental control software on your computer?

- 34.67%: Yes
- 62.44%: No
- 3.20%: Don't know

Q) Have you ever discussed online safety with your child/children?

- 81.52%: Yes
- 17.48%: No
- 1.00%: Don't know

Q) Are you concerned with the safety of your child/children when they are using the internet?

- 63.64%: Yes
- 36.36%: No

Q) Can your child/children bypass security programs and walls on the internet?

- 10.19%: Yes
- 73.23%: No
- 16.58%: Don't know

Q) Do you have software on your computer that can monitor where your child/children go online and with whom they interact?

- 33.47%: Yes
- 64.84%: No
- 9.69%: Don't know

Q) Does your child/children use the computer unsupervised at home?

- 61.64%: Yes
- 37.16%: No
- 1.30%: Don't know

Q) Do you know if your computer has any parental control software on it?

- 62.44%: Yes
- 25.07%: No
- 12.49%: Don't know

Q) Have you ever looked into what types of parental control software are available?

- 50.45%: Yes
- 47.45%: No
- 2.10%: Don't know

Q) Do you know what parental control software is?

- 83.02%: Yes
- 13.29%: No
- 3.70%: Don't know