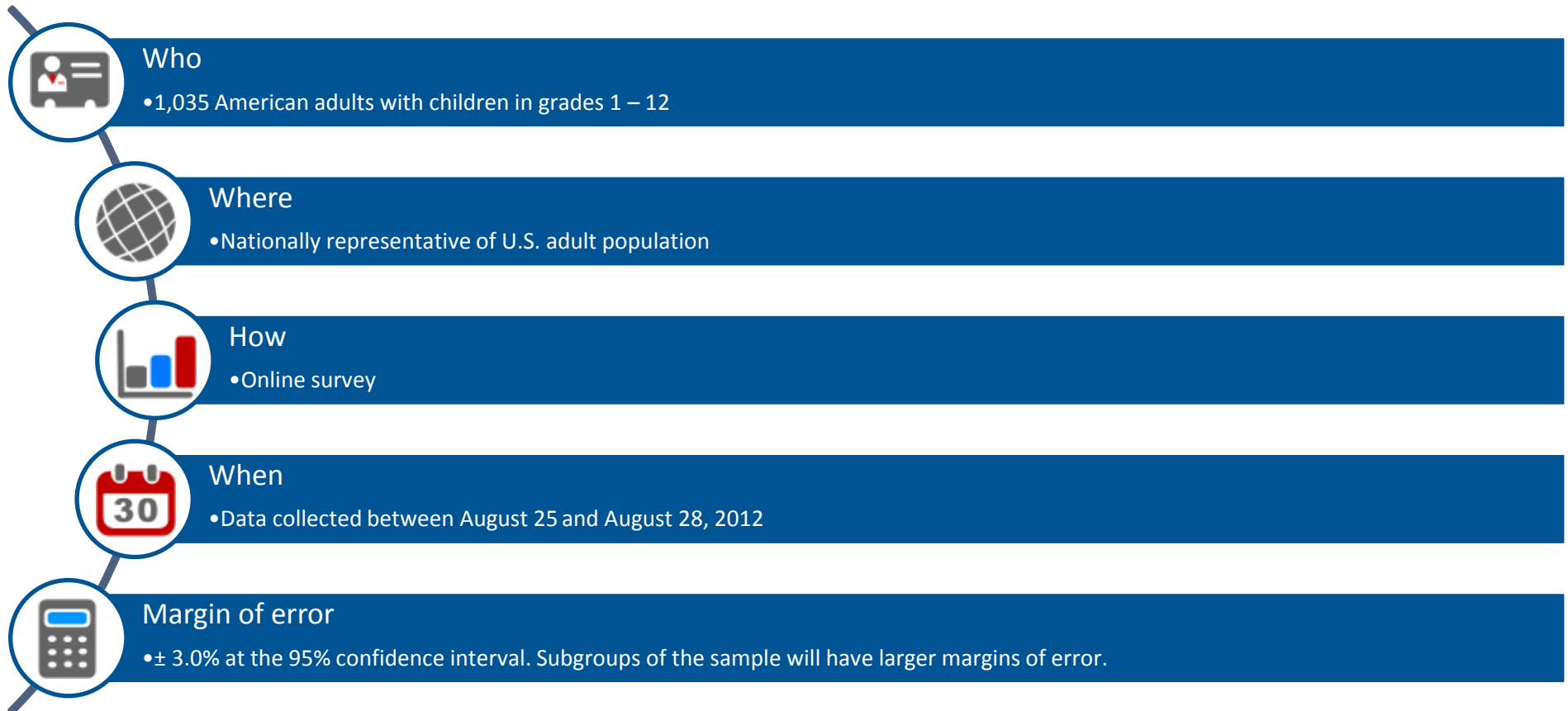


# SafeGov 2012 National Data Privacy in Schools Survey



# Survey Methodology

- SafeGov commissioned Brunswick Insight to conduct a nationally representative online survey of U.S. parents.
- The survey was about online data privacy in their children's schools.



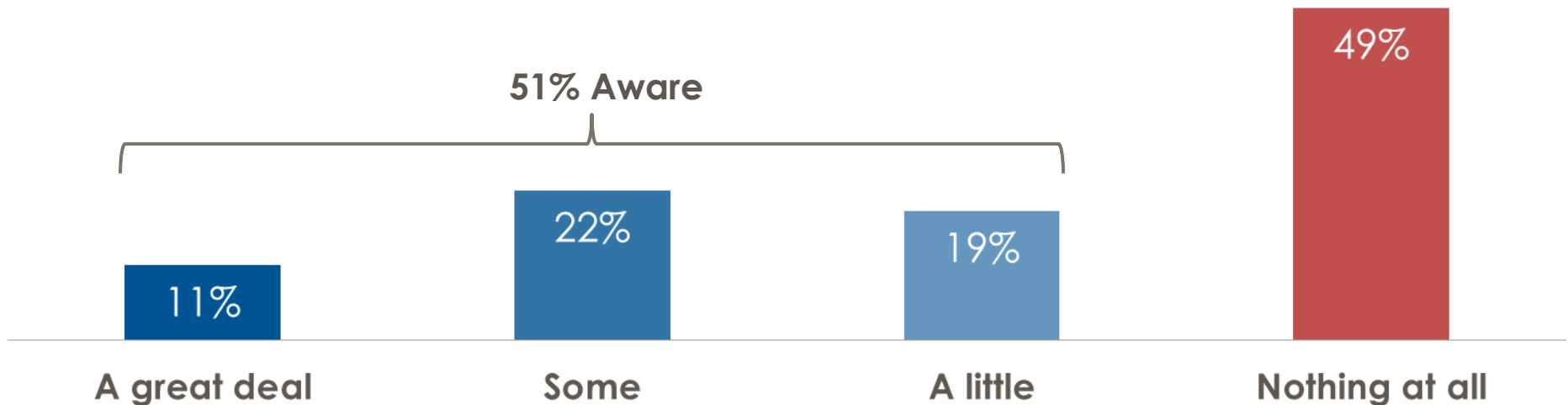
## Executive Summary

- Awareness of online tracking in schools is low among parents – 49% say they have heard “nothing at all” and only 11% say they have heard “a great deal”.
- Unaided concern about the issue is high – 93% say they are concerned, with 54% saying they are “very concerned”.
- Concern remains high (95%) after reading information about the issue, with the number who say they are “very concerned” increasing 12 percentage points (66%).
- Highest levels of disapproval are for statements about the tracking and targeting practices of companies.
- More than four in five (84%) parents report they would be likely to take action against online tracking in schools, including 50% who say they would be “very likely” to take action.
- Parents are most likely to agree with the two statements that call for direct bans on online tracking and targeting.
- Overall, levels of concern about online tracking (95%) is the same as other issues facing children today.

## Low Awareness of Online Tracking

- Nearly half (49%) of parents say they have heard “nothing at all” about the online tracking of students.
- Of those who report awareness, few (11%) say they have heard “a great deal”.

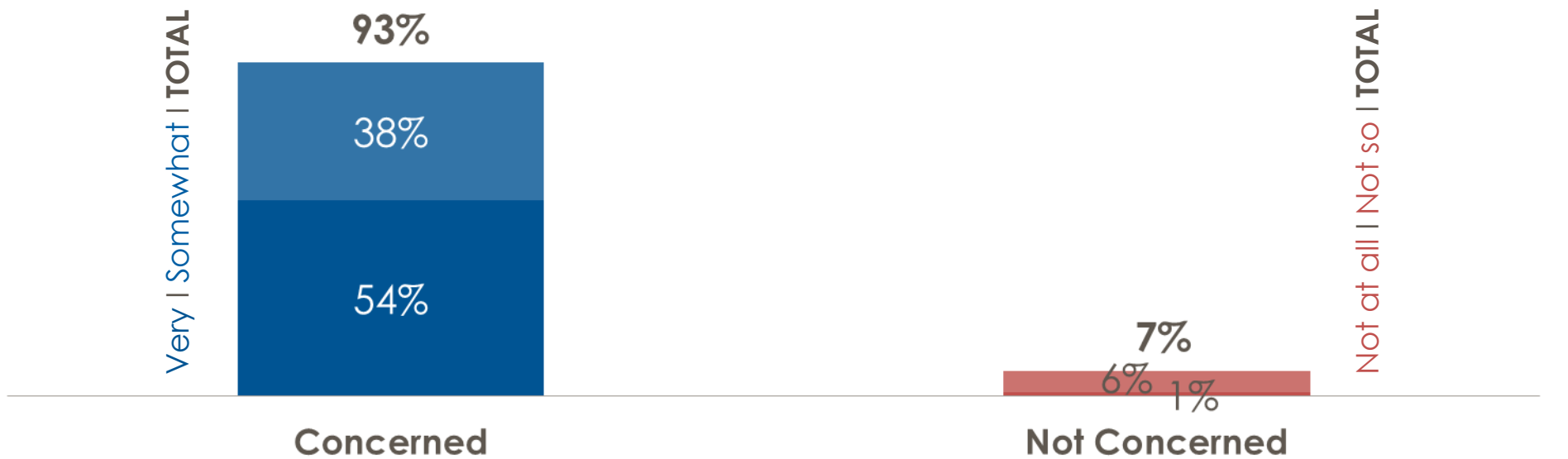
*How much have you seen, read, or heard about online advertising companies tracking the email and Internet usage habits of children while at school?*



## Unaided Concern is High; Most are “Very Concerned”

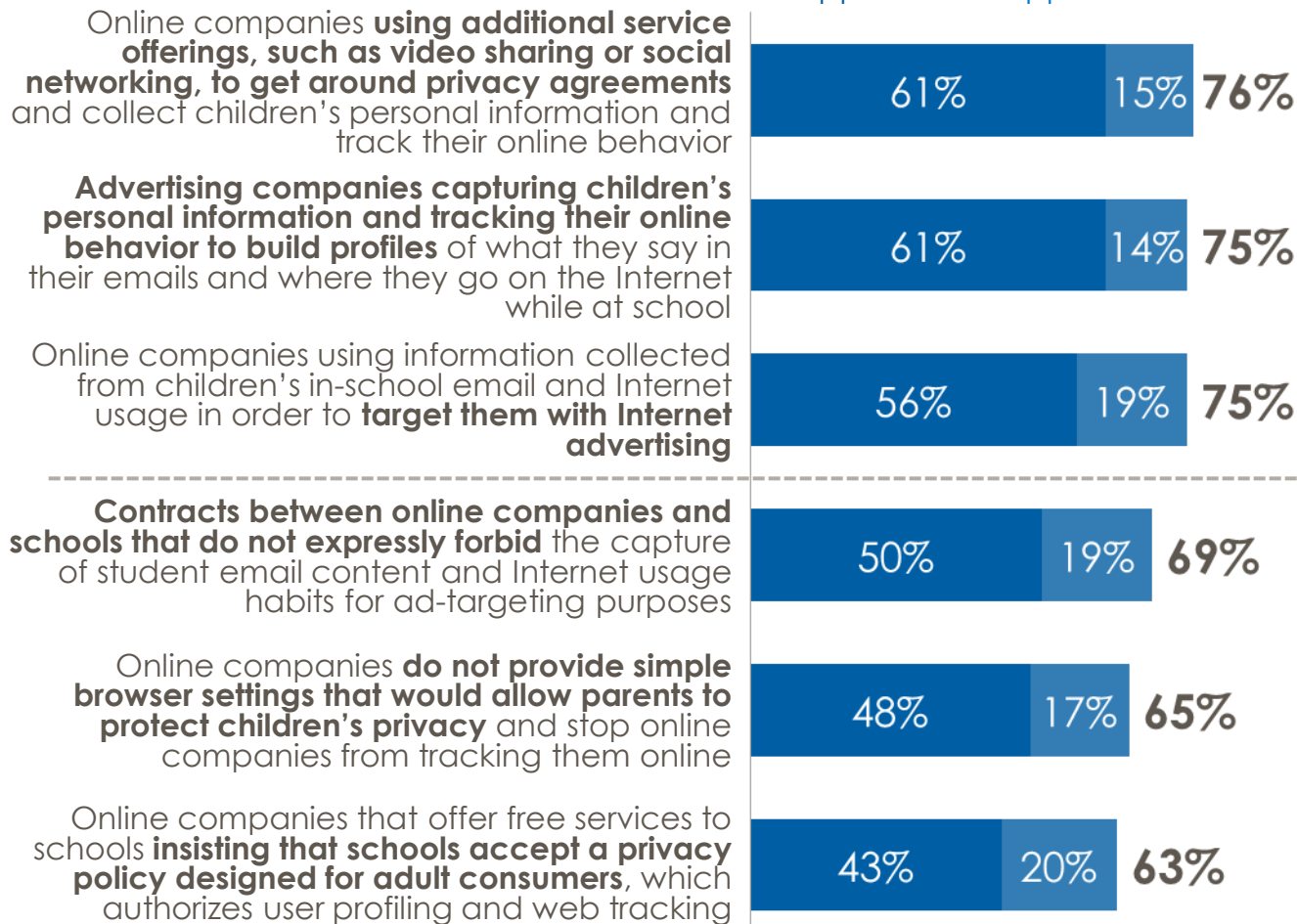
- More than nine in 10 (93%) parents express concern about the online tracking of their child, including a majority (54%) who say they are “very concerned”.
- Parents who report hearing “a great deal” about this issue were significantly more likely to say they are “very concerned” (71%) compared to those who had heard less.

*How concerned you would be if online advertising companies were tracking the email and Internet usage habits of your child while at school?*



# Majority Disapprove of All Statements; More Disapproval for Statements Focused on Tracking and Targeting Practices

Strongly Disapprove | Somewhat Disapprove | TOTAL DISAPPROVE

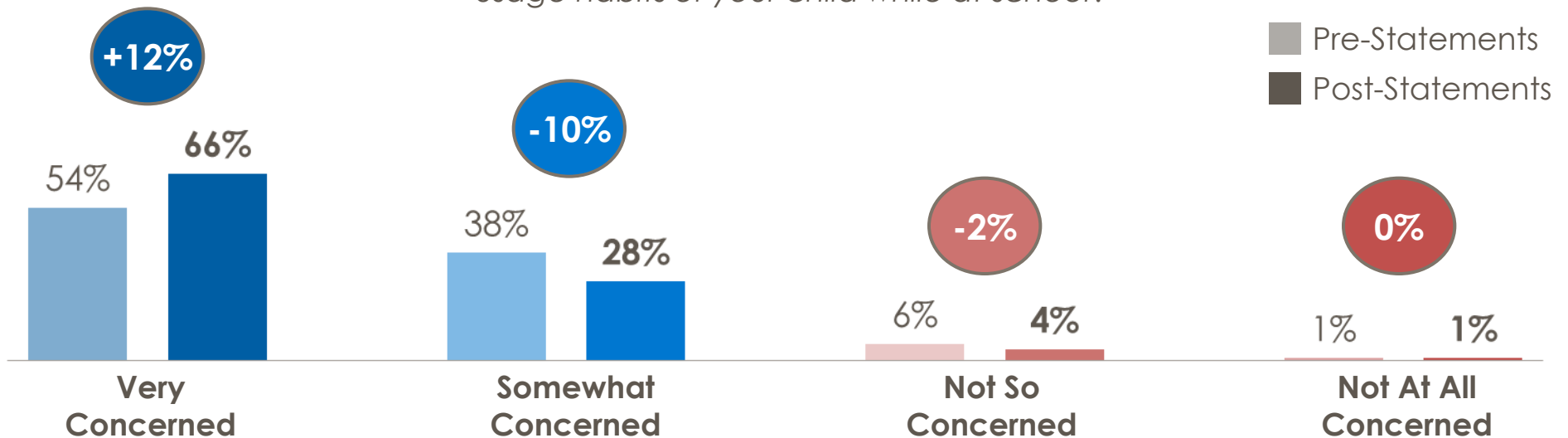


- The majority of parents disapprove of all statements.
- Highest levels of disapproval is for statements about the tracking and targeting practices of companies, compared to other statements about contracts, privacy policies and browser settings.
- Parents with little or no awareness of the issue are significantly more likely to disapprove of all messages.

# Concern is More Intense after Reading Statements About the Issue

- Overall, concern (95%) remains high after reading statements about the issue.
- However, the number of parents saying they are “very concerned” (66%) increases by 12 percentage points after receiving more information about the issue.
- Parents who became more concerned after messaging are more likely to have heard “nothing at all” about the issue and disapprove of all messages.

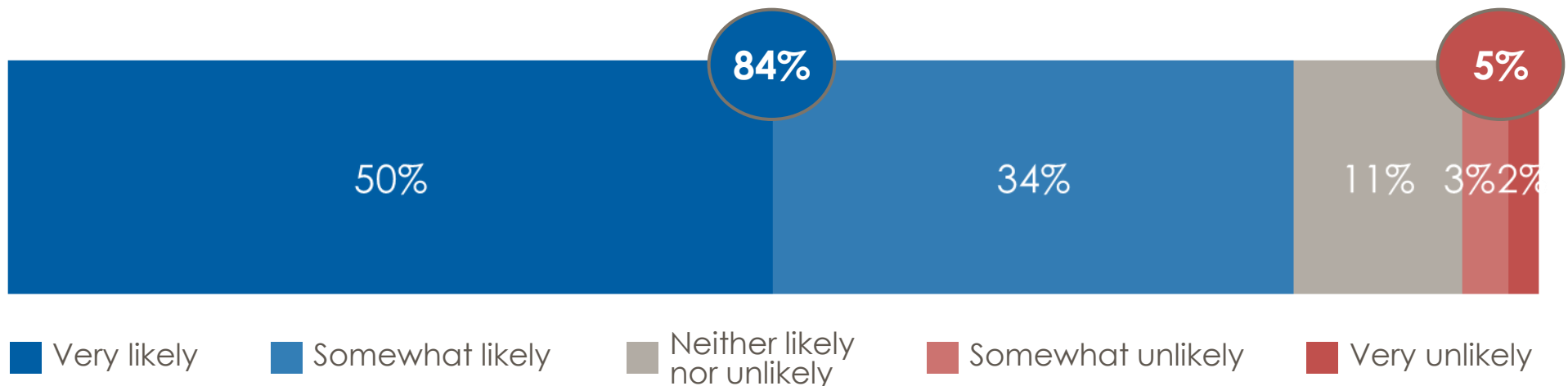
*How concerned you would be if online advertising companies were tracking the email and Internet usage habits of your child while at school?*



## High Levels of Likely Activism Reported by Parents

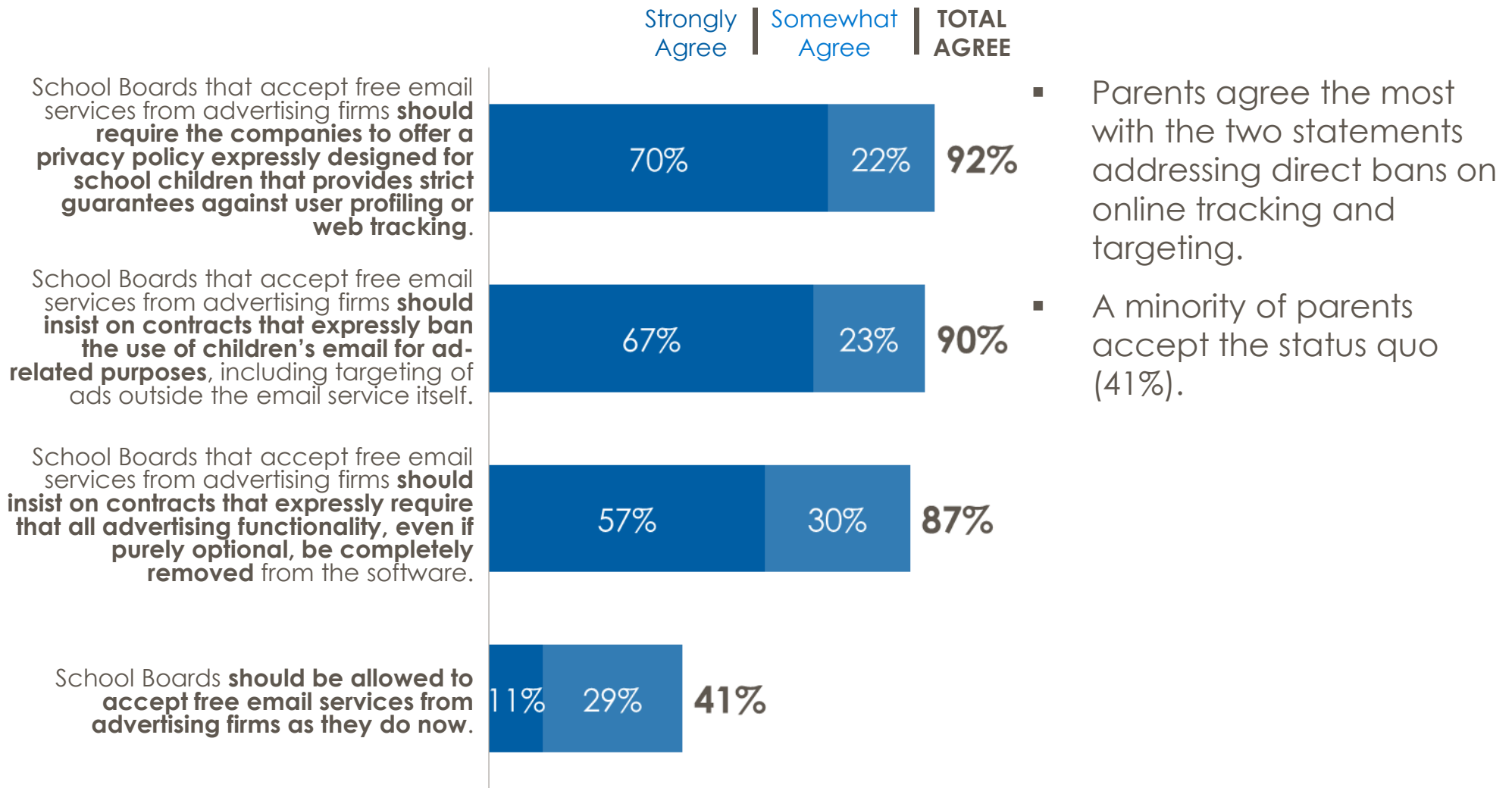
- More than four in five (84%) parents report they would be likely to take action against online tracking in schools. Moreover, 50% say they would be “very likely” to take action.
- Parents who had heard “a great deal” about this issue before receiving more information in the survey say they are “very likely” to take action (62%) significantly more than those who heard less.

*How likely you would be to take action if online advertising companies were tracking the email and Internet usage habits of your child while at school?*





# Majority of Parents Believe that Companies and Schools Should Directly Ban Online Tracking



# Overall Concern is the Same as Other Issues Facing Children

