



*a initiative from*



**Media contact:**  
**Marc Labelle**  
General Manager,  
Corporate Communications  
Telephone : 514 380-4458  
Cellular : 514 512-4458

## Fact sheet

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### Highlights of Léger Marketing survey -- April 2007

#### Did you know?

- 87% of parents and 80% of kids are aware that some online activities can put children at risk.
- Teens have experienced dangerous situations, such as being asked for personal information, sending a stranger a photo, or agreeing to meet online acquaintances in real life, more often than their parents realize.

#### Internet use

- Teens spend an average of 13.3 hours per week at the home computer. 44% spend 11 hours or more at the computer. The number of hours increases with age. Boys are the biggest computer users.
- Parents are generally well informed about the nature and frequency of their teens' Internet use (instant messaging, chat, email).
- Parents underestimate their teens' webcam use.
  - 8% of parents think their teens have used a webcam when communicating with strangers; 27% of teens say they have done so.
  - The highest webcam use with strangers was among teens aged 16-17 (40%) and those with no clear rules on Internet use in the home (44%).
- Teens report extensive use of sites with pornographic or nude images. Parents seem to be well aware of their teens' visits to pornographic sites.

## Concerns about Internet safety

- Widespread concern about teens' Internet use in the home:
  - One quarter (25%) of parents are very concerned about their teens' Internet use.
  - Out of a list of Internet dangers, parents chose visiting pornographic sites as their top concern (34%), followed by meeting undesirable people (15%) and meeting sexual predators (9%).
- Clear awareness of Internet dangers among both parents and teens:
  - 87% of parents and 80% of teens believe there are online activities that could endanger teenagers.

## Use of controls

- Only 29% of parents use parental control software; 80% of teens say they do not know how to deactivate parental control software.
- The most common control methods used by parents are:
  - Placing the computer in a common room (78%);
  - Discussing Internet use with their teenage children (77%);
  - Checking the browser history file (77%) and chat logs (61%); however, the majority of teens (55%) say they know how to clear the browser history.

## Rules for Internet use

- 79% of parents have rules for their teenage children's use of the Internet in the home. The most common rules are not providing personal information online (99%) and not visiting certain types of sites (96%).
- The most frequently banned sites are:
  - Sites with pornographic or nude images (91%);
  - Chat sites for adults (85%);
  - Dating sites (71%);
  - Chat sites on which webcams are used (49%);
  - Film and music download sites (28%).
- Only 52% of parents say they regularly discuss the rules for Internet use in the home with their teenage children. Differences in perception were found when respondents were asked about discussions of specific rules. For example, 78% of parents say they have discussed not providing personal information online with their kids, but only 59% of teens can recall such discussions.

## High-risk behaviour

- More teens have been asked for personal information than parents think (34% versus 20%). The same applies to exposure to conversations of a sexual nature (31% versus 15%).
  - A significant proportion of teenagers say they have sent photos to people they met online:
    - 24% of all teens
    - 27% of teens aged 16-17
    - 26% of teens using computers equipped with a webcam
    - 27% of teens with no rules about Internet use at home.
  - 8% of teens said they had met a stranger after conversing with him or her on the Internet and 39% of these said they had done it more than once. (26% refused to answer the question.) In most cases, they met other teens of their own age; however, there were cases in which a teen met a man aged over 18.
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## Methodology

- Léger Marketing conducted a Web survey across Québec with a sample of:
  - 606 adults with Internet access at home; all were parents of teens aged 12 to 17 who use the Internet at home (for more than one hour per week, and at least once during the preceding week);
  - 439 teens aged 12 to 17 who use the Internet at home (for more than one hour per week, and at least once during the preceding week).
- The margin of error is  $\pm 4.0\%$  with a sample of 606 respondents and  $\pm 4.7\%$  with a sample of 439 respondents, 19 times out of 20.
- The questionnaire was available in French and English. It took an average 12 minutes to complete for the parents and 9 minutes for the teens. To facilitate comparison and interpretation of the differences in teen behaviour and parents' perceptions, most of the questions put to the two groups were identical.
- The survey was conducted between March 30 and April 10, 2007. The results for both target groups were weighted by sociodemographic categories (age, sex, language and region) in order to be representative of the general population.