



SpectorSoft Back-to-School Survey Findings

August 2011

A survey of 550 users of mobile phone and Internet monitoring software reveals the top concerns voiced by consumers as it relates to their children's mobile device activity during the 2011 back-to-school season.

The SpectorSoft survey shows that sexting is the greatest concern reported by parents as the back-to-school season approaches, as well how children are still receiving inappropriate text messages and photos. It also shows that many parents will be looking at their children's mobile phone and/or bill more often when they return back to school.

Additionally, the survey reveals that parents want to know where their children are located via their mobile phone. Meanwhile, respondents reported that they are communicating frequently with their children about sexting.

Key Findings of the survey include:

- 1. Top Concerns** – Sexting (almost half of survey respondents /49%) and sending text messages (33%) top the list of concerns voiced by parents during the 2011 back-to-school season. Despite the fact that the vast majority (82%) reported that their children are using smartphone devices with advanced messaging capabilities such as email and instant messaging, parents reported texting as the top concern, followed by social networking (26%).
- 2. Sexting is happening** – About half (49%) of survey respondent's children have received an inappropriate text message or picture and (21%) reported that their child has been a victim of sexting.
- 3. Mobile phone details** – More than a third (34%) reported that they will look more at the mobile phone or bill details of their children when they return to school this Fall. Currently, (88%) of respondents look at the mobile phone or bill at least a few times a month to see if their child's calls and text messages meet their approval.
- 4. Geo-location** – Seventy percent of parents reported that their child's phone has geo-location capabilities. Meanwhile, 89% of respondents reported that they would like to know the location of the child's whereabouts through their mobile phone.
- 5. Education is taking place** – 84% of respondents reported that they speak to their children frequently about sexting, or when sexting topics are in the news.

The Complete Survey Questions and Results are included below:

1. How often do you look at the mobile phone or bill details of your child, or children, to see if their calling and texting meets your approval?

- Once a day: 28%
- Once a week: 21%
- A few times a month: 39%
- Never: 11%

2. How often do you expect to look at the mobile phone or bill details of your child, or children, when they return to school this year?

- Same: 53%
- More often: 34%
- Less often: 3%
- Not sure: 10%

3. Which of the following topics do you feel present the greatest threat as the “back to school” season approaches?

- Cyberbullying: 16%
- Sexting: 49%
- Online predators: 19%
- Other: 17%

5. How often do you speak to your child or children about sexting?

- Frequently: 44%
- When sexting topics are in the news: 40%
- Never: 16%

6. Has your child, or one of your children, ever been the victim of sexting?

- Yes: 21%
- No: 54%
- Unsure: 25%

7. Has your child or one of your children ever received an inappropriate text message or picture?

- Yes: 49%
- No: 19%
- If they have, I'm not aware of it: 32%

8. Does your child, or one of your children, have a smartphone? Note: A smartphone is one that can be used for email, Internet browsing, or other communications beyond just calls and texting.

- Yes: 82%
- No: 17%
- Unsure: 1%

9. If your child or one of your children has a smartphone, do you monitor or limit Internet browsing on that device?

- Yes: 52%
- No: 42%
- Unsure: 6%

10. Does your child's phone, or one of your children's phones, have geolocation capabilities?

- Yes: 70%
- No: 13%
- Unsure: 17%

11. Would you monitor the location of your child, or one of your children, via their mobile phone if you had the capability?

- Yes: 89%
- No: 4%
- Unsure: 6%

12. Which of the following mobile phone activities cause you the most concern as it applies to your child or children?

- Internet browsing: 17%
- Sending pictures or videos: 21%
- Sending texts: 33%
- Sending emails: 2%
- Social Networking (Facebook, for example): 26%

13. What is your age?

- 25-29: 3%
- 30-34: 7%
- 35-39: 12%
- 40-44: 24%
- 45-49: 26%
- 50-54: 21%
- 55+: 6%

14. What is your gender?

- Female: 44%
- Male: 56%