



Survey on Children and Online Privacy *Summary of Methods and Findings*

A new survey of more than 2,000 adults finds overwhelming support for the basic principles of the Children’s Online Privacy Protection Act (COPPA), as well as for proposed updates to the COPPA rules designed to address a range of new marketing and data collection practices that have emerged in the 12 years since the law first took effect.

Princeton Survey Research Associates International (PSRAI) conducted telephone interviews with a nationally representative sample of 2,002 adults living in the continental United States as part of its Omnibus survey over two weeks. For its November 2012 Omnibus Week 2, PSRAI obtained telephone interviews with a nationally representative sample of 1,000 adults living in the continental United States. Telephone interviews were conducted by landline (600) and cell phone (400, including 191 without a landline phone). Interviews were done in English by Princeton Data Source from November 8 to 11, 2012. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is ± 3.7 percentage points. For its November 2012 Omnibus Week 3, telephone interviews were conducted by landline (601) and cell phone (401, including 189 without a landline phone). Interviews were done in English by Princeton Data Source from November 15 to 18, 2012. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is ± 3.8 percentage points.

Detailed results and tables:

Q1. “Here are some statements about the use of information about children in today’s world. For each one, please tell me if you agree or disagree.” (Statements A-F below were inserted randomly. After respondents said “agree” or “disagree” they were asked whether they feel that way “strongly” or “somewhat”.)

A. “It is wrong for advertisers to collect and keep information about where a child goes online and what that child does online.”

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don’t Know/ No Answer
All Adults	45%	13%	12%	27%	3%
Parents	52%	11%	10%	24%	2%

B. “It is okay for a website to ask children for personal information about their friends.”

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don’t Know/ No Answer
All Adults	3%	3%	8%	86%	1%
Parents	2%	2%	5%	91%	<1%

C. “It is okay for advertisers to track and keep a record of a child’s behavior online if they give the child free content.”

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don’t Know/ No Answer
All Adults	5%	6%	16%	70%	3%
Parents	5%	3%	15%	75%	3%

D. “As long as advertisers don’t know a child’s name and address, it is okay for them to collect and use information about the child’s activities online.”

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don’t Know/ No Answer
All Adults	4%	14%	13%	67%	2%
Parents	3%	17%	10%	69%	1%

E. “It is okay for advertisers to collect information about a child’s location from that child’s mobile phone.”

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don’t Know/ No Answer
All Adults	4%	4%	9%	82%	2%
Parents	6%	3%	7%	84%	<1%

F. “Before advertisers put tracking software on a child’s computer, advertisers should receive the parent’s permission.”

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don’t Know/ No Answer
All Adults	82%	9%	2%	5%	2%
Parents	89%	5%	2%	4%	<1%

Q2. “There is a federal law that says that online sites and companies need to ask parents’ permission before they collect personal information from children under age 13. Do you think the law is a good idea or a bad idea?”

	Good Idea	Bad Idea	Don’t Know/ No Answer
All Adults	90%	7%	2%
Parents	93%	6%	1%