

Alberta Government

Analysis of Findings

**OmniAlberta
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MEMBER/MEMBRE **GALLUP**
INTERNATIONAL ASSOCIATION

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1. Background and Introduction

Leger Marketing Alberta conducted the January 2006 OmniAlberta survey with 369 Alberta heads or joint-heads of households with children under the age of 18 living in their household between January 26 and February 12, 2006.

Leger was commissioned to include six questions on behalf of the Alberta Government as part of the January 2006 OmniAlberta survey.

The survey instrument, including all questions and demographics, is included in Appendix A. Computer tables showing all responses to these questions are included in Appendix B.

2. Methodology

2.1 Data collection

The OmniAlberta survey was conducted with 900 Albertans. Only respondents with children under the age of 18 living in their household were included in the research. In total, 369 telephone interviews were conducted with these respondents.

2.2 Analysis

To evaluate differences or similarities in responses between different subsets of the population, the results for each question have been cross-tabulated by the following variables in the computer tables:

- ✓ Region;
- ✓ Gender;
- ✓ Age of respondent;
- ✓ Household size;
- ✓ Children in household;
- ✓ Education level;
- ✓ Employment status; and
- ✓ Household income.

2.3 Statistical reliability

For a given sample size, it is possible to set what are called confidence bounds or limits around an observed percentage and assert that such limits are correct 95 percent of the time (for example). These confidence limits are valuable indicators of the reliability of observed results. When interpreting data, confidence limits should always be kept in mind because these limits can vary dramatically depending on the sample size. A table of these confidence limits is located in Appendix C. Such tables do not provide any indication of whether an observed percentage is meaningful, as that depends upon the context and the interpretation that is made.

Results for a sample size of 369 are accurate to within ± 5.1 percentage points, 19 times out of 20.

To evaluate differences or similarities in responses between different subsets of the population, the results have been cross-tabulated in the computer tables by various subsets of the population.

The calculation of the statistical reliability of the subsets is based on the size of the smallest sample. The statistical reliability of a sample size of 112 (Region) is accurate to within ± 9.3 percentage points, 19 times out of 20.

2.4 Rating scale

Throughout the questionnaire, a five-point scale was used for respondents to rate their opinions. The rating scale used in the study is:

- **Risk:** one means *no risk at all* and five means *extremely high risk*.

For the purpose of analysis and discussion, the numerical ratings were consolidated, where appropriate, into three groups:

Rating on the 1 to 5 scale	Interpretative Level
4,5	These respondents perceive higher levels of risk.
3	These respondents perceive medium levels of risk.
1, 2	These respondents perceive lower levels of risk.

3. Analysis of Findings

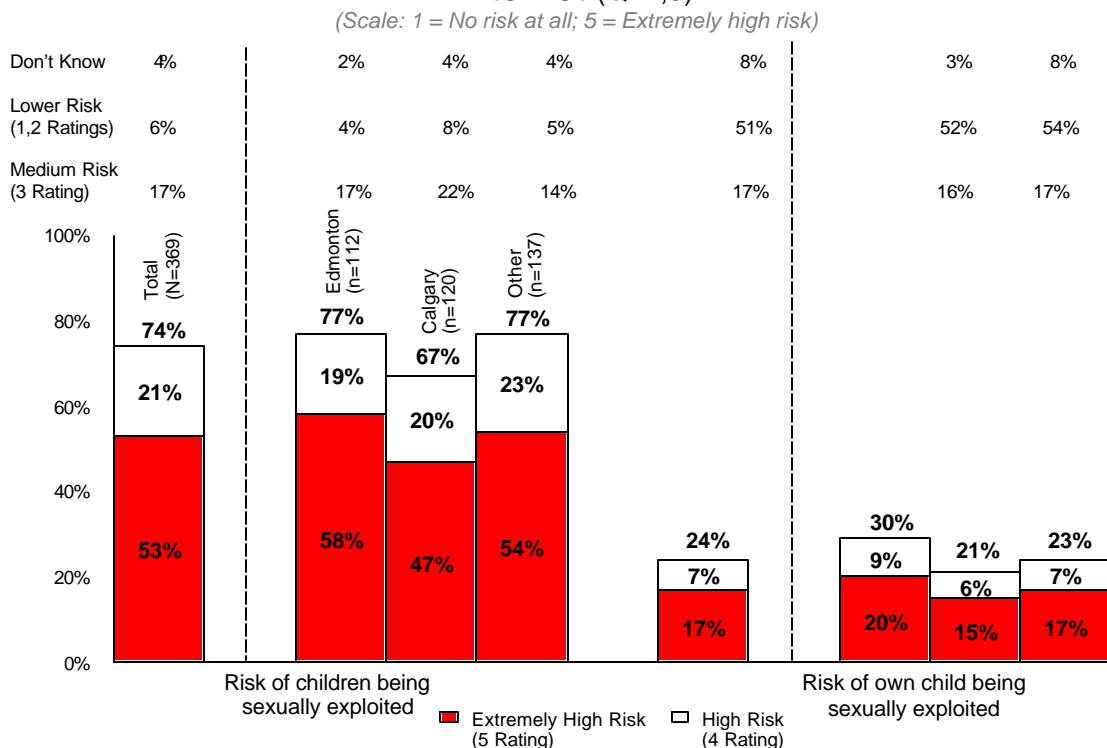
3.1 Perceived Risk of Children Being Sexually Exploited on the Internet (Fig.1)

The majority (74%) of respondents perceive that children in Alberta face high to extremely high (4,5 ratings) levels of risk of sexual exploitation when using the Internet, including 53% who indicate the risk is extremely high (5-rating) and 21% who perceive the risk to be high (4-rating). Seventeen percent (17%) provide medium risk ratings (3-rating) and 6% perceive there to be lower levels of risk of sexual exploitation (1,2 ratings).

Despite widespread acknowledgement that children are at risk for sexual exploitation when using the Internet, respondents do not demonstrate the same level of concern about their own children being sexually exploited.

Over half (51%) of respondents indicate their children face lower levels of risk (1,2 ratings) for sexual exploitation on the Internet. Substantially lower proportions of respondents (24%) perceive that their children face high to extremely high risks (4,5 ratings) of sexual exploitation when using the Internet, including 17% who indicate their children face an extremely high risk (5-rating) and 7% who perceive the risk to be high (4-rating). Seventeen percent (17%) of respondents indicate that their children face medium levels of risk (3-rating).

Fig.1: Perceived Risk of Children Being Sexually Exploited on the Internet (Q. 2,3)



Regional Differences

A **higher proportion** of respondents in **Edmonton CMA (77%) and other cities / rural areas (77%)** indicate that children in Alberta face a **high to extremely high risk (4,5 ratings)** of sexual exploitation when using the Internet than respondents from Calgary CMA (67%).

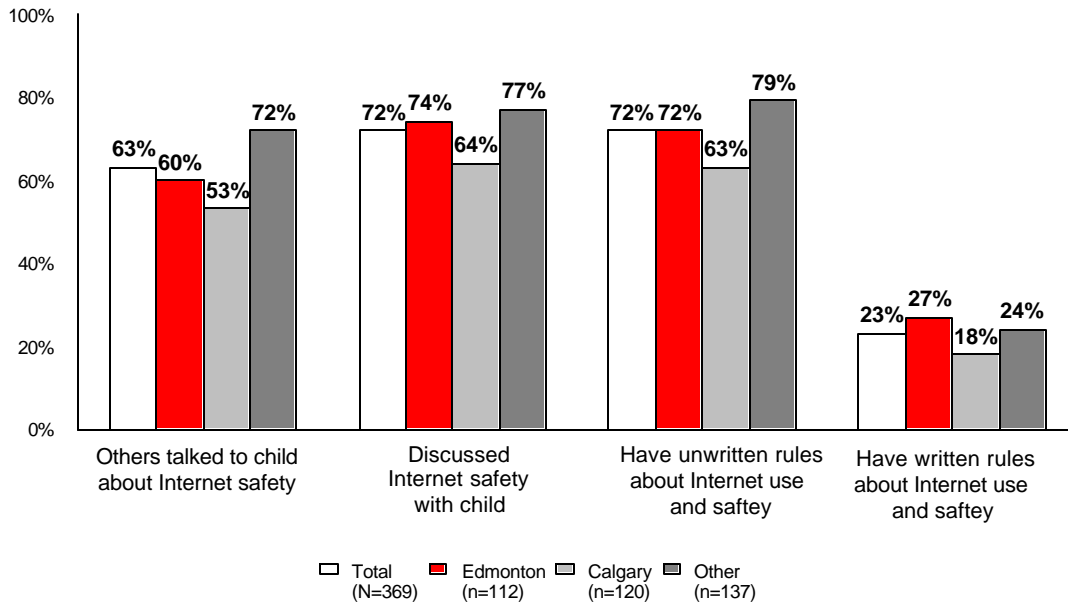
3.2 Internet Safety Measures (Fig. 2)

Respondents were asked a series of questions about Internet safety education received by their children, and the rules in place to govern Internet use by their children.

Sixty-three percent (63%) of respondents know that others have talked to their children about Internet safety and 72% of respondents have personally had discussions about Internet safety with their children.

The majority (72%) of respondents have formal, but unwritten rules about Internet use and safety. Twenty-three percent (23%) of respondents have clear written rules about Internet use and safety.

Fig.2: Internet Safety Measures (Q. 4)



Regional Differences

A **higher proportion** of respondents from **other cities / rural areas** (72%) know that others have talked to their children about Internet safety than respondents from Edmonton CMA (60%) and Calgary CMA (53%).

Respondents from **other cities / rural areas** (77%) and **Edmonton CMA** (74%), **more frequently** than respondents from Calgary CMA (64%), have personally had discussions about Internet safety.

Higher proportions of respondents from **other cities and rural areas** (79%) than Calgary CMA (63%) have formal, but unwritten, rules about Internet use and safety. Statistically similar to the other regions of Alberta, 72% of respondents from Edmonton CMA have formal, but unwritten rules about Internet use and safety, statistically similar to the other regions of Alberta.

3.3 Anticipated Actions Following Child's Exposure to Sexual Exploitation on the Internet (Table 1)

Approximately half (49%) of respondents indicate they would contact the police if their child was exposed to some form of sexual exploitation on the Internet.

Other actions respondents indicate they would take include:

- Delete it / Block it (20%);
- Educate / Talk to the child (19%);
- Tell the person to stop (10%);
- Take Internet privileges away (5%);
- Contact the school (4%);
- Monitor the Internet / Establish rules for use (3%);
- Report it to www.cybertip.ca (2%);
- Do nothing (2%);
- Try to find the source of exploitation (2%);
- Avoid the website (2%);
- Punish the child (2%);
- Cancel Internet service (2%); and
- Contact the government (2%).

Ten percent (10%) of respondents indicate they do not know what they would do. All other responses are each mentioned by 1% or fewer of respondents.

Table 1: Anticipated Actions Following Child's Exposure to Sexual Exploitation on the Internet (Q.5)

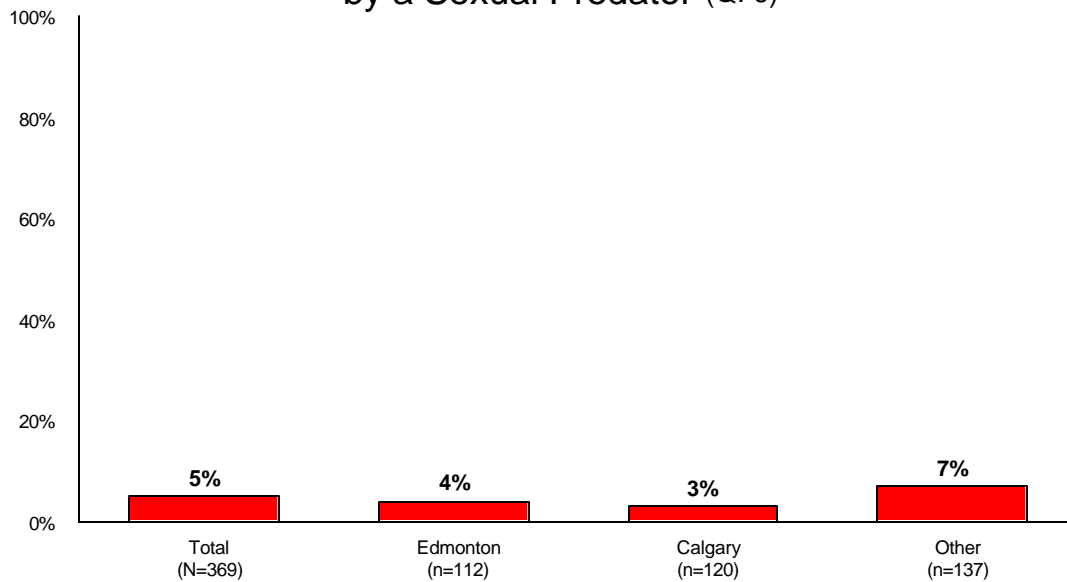
- Multiple Mentions -

<i>All Respondents</i>	Total (N=369)	Edmonton (n=112)	Calgary (n=120)	Other (n=137)
Contact the police	49%	54%	45%	48%
Delete it / block it	20%	18%	17%	23%
Educate children / Talk to child	19%	20%	20%	18%
Tell the person to stop	10%	11%	7%	12%
Take Internet privileges away	5%	5%	6%	4%
Contact the school	4%	4%	5%	4%
Monitor Internet / Establish rules for use	3%	2%	4%	2%
Report it to www.cybertip.ca	2%	3%	2%	2%
Do nothing	2%	4%	2%	1%
Try to find source of the exploitation	2%	2%	1%	3%
Avoid the website	2%	2%	2%	2%
Punish the child	2%	2%	1%	2%
Cancel Internet service	2%	2%	1%	2%
Contact the government	2%	3%	-	2%
Tell children to be more careful	1%	-	1%	2%
Report it (general)	1%	2%	1%	1%
Other mentions	4%	4%	2%	5%
Don't know	10%	6%	14%	10%
No answer	1%	3%	-	-

3.4 Incidence of Children Being Contacted by a Sexual Predator (Fig. 3)

Five percent (5%) of respondents indicate that one of their children has been contacted by a sexual predator, or come into contact with some other form of sexual exploitation over the Internet.

Fig.3: Incidence of a Child Being Contacted by a Sexual Predator (Q. 6)



3.5 Locations Children Access the Internet (Fig. 4)

Seven-in-ten or more children have access to the Internet on a regular basis at home (75%) or at a school / library (71%). Half (52%) of children regularly have access to the Internet at a friend's house.

Fig.4: Locations of Children's Access to Internet(Q. 1)

