

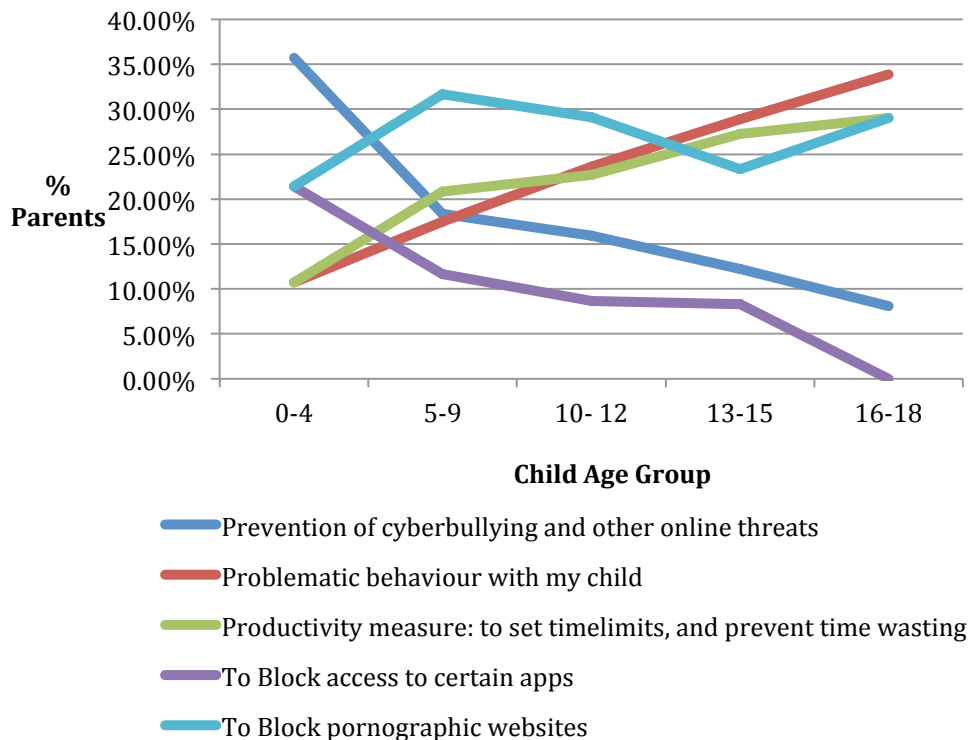


Qustodio asks Parents why they install Parental Control Software

Cyberbullying turns out not to be the major influencing factor among parents of teens

BARCELONA, SPAIN, August 26, 2014 – From April to July 2014, Qustodio Parental Control software company conducted survey their user base with the hope of understanding what were the principal reasons that parents installed their software. The results were surprising given that an issue that has been given major coverage in the news, prevention of cyberbullying, was not at the top of the list of reasons parents of teenage children install the software.

Top Reasons Parents install Qustodio Parental Control



Source: Qustodio Parental Control user base study: April-July 2014

The graph above was taken from a survey of Qustodio's user base from April to July 2014. It indicates key reasons why parents decided to install parental



controls software on their kids' devices.

Results Summary:

- Prevention of online threats and cyberbullying was the number one reason stated for installation of parental controls for parents of children between 0 and 4 years old
- The principal parental concern was to block pornography for children in both the age groups 5-9 years and 10-12.
- Once children reach the 10-12 years old range blocking pornography is still the number one reason for installing parental controls, but ensuring child productivity comes in a close second.
- From ages 13-15 things change significantly. The number one concern for parents was problematic behavior followed by productivity issues.
- And finally for parents of teens in the 16-18 age group, the principal issue parents face is monitoring and protecting against problematic behavior. Blocking pornography and productivity measures come in a very close second.

Conclusions:

One of the most surprising results of the study is that cyberbullying fears are not a primary concern of parents in the teen age groups. Parents of teenagers seem to be more worried about the habits of their own children rather than external threats. From ages 13-18 we see a steady rise in parental preoccupation with student productivity, and these issues are directly correlated with perceived problematic behavior in their teens.

On the other hand, fears of cyberbullying and online threats are a primary concern for parents of children in the youngest age groups. Their responses to the survey may be interpreted in that parents are worried about external threats rather than their child's individual habits or behavior. At this age parents fear that their young child's use of the computer will somehow expose them to a virus or predators, or both.

Similarly, controlling access to apps is something that parents deem as important



in the early childhood years (0-4), but it becomes less and less important to parents as children get older.

Inasmuch as pornography, the issue that peaks twice in our user survey: once in the 5-9 age group and again in the 16-18 year old group. In the 5-9 age group we interpret the results as relating to parents' needs to prevent children from viewing pornographic material either through curiosity or by accident. In the 16-18 age we expect that the issue relates more to controlling problematic behavior among teens.

Note: The survey was carried out among nearly 900 active Qustodio Parental Control users, largely located in the U.S. between April and July 2014.

About Qustodio:

Qustodio, founded in 2012, develops online productivity and security solutions for consumers, educational institutions and businesses. The company is well-known for its flagship consumer product, Qustodio Parental Control, that helps hundreds of thousands of families worldwide ensure safe and responsible use of connected devices. Qustodio is headquartered in Barcelona, Spain and can be found online: www.Qustodio.com, via Twitter: @Qustodio and on Facebook: Qustodio.

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