YouGov surveyed respondents in India nationwide. Sampling was done based on the national representation of India. Fieldwork was conducted across 5 days from 31 December 2020 to 4 January 2021. Final sample size: n = 1,016.

YouGov research looked into India’s usage of parental control and the perception of where the responsibility lies when it comes to managing one’s online experience.

1. **What drives parents to use parental controls?**

   - Control access to sexual content: 45%
   - Control access to bad language: 40%
   - Control access to violence online: 39%
   - Concern about my child’s privacy: 37%
   - Concern about predators or bullying: 35%
   - My child spends too much time online: 35%
   - Negative affect on my child’s health: 34%
   - My child encountered inappropriate content: 32%
   - Noticed change in my child’s behaviour: 29%
   - Use screen time as a reward for good behaviour: 26%
   - Feeling my child was unsafe: 24%
   - My child’s/ my privacy: 20%
   - My child was overusing technology: 19%

2. **How are parental controls used today?**

   - Almost 3 in 4 Indians use at least one type of parental control: 74%
   - PINs/passwords to restrict profiles: 45%
   - Timers or schedules: 37%
   - Filters for content: 30%

3. **In what areas are parental control tools needed?**

   - Indians think parental control is needed more at an internet service provider level and/or at a device level: 57%

   Generally, most Indians feel that parents or caregivers have the most responsibility in managing children’s experiences online.
   - Almost 3 in 5 Indians think that parents or caregivers are highly responsible for managing children’s online experience.
   - Schools/educators (52%), and app/service providing the content are the subsequent people Indians deem as highly responsible for managing children’s online experience.

4. **What can be done today to meet the needs of parents in providing solutions?**

   - Almost 3 in 5 (59%) Indians felt schools are highly responsible for online safety training.
   - Almost 3 in 5 (58%) Indians felt the government are highly responsible for funding more awareness-raising campaigns.
   - More than half of India felt industry companies are highly responsible for simplifying guidance on using their parental control tools.
   - More than half of India felt platform safety centres are highly responsible for the ease of navigating and explaining settings.
YouGov research looked into Philippines’ usage of parental control and the perception of where the responsibility lies when it comes to managing one’s online experience.

1. **What drives parents to use parental controls?**

   - Control access to violence online: 47%
   - My child spent too much time online: 41%
   - Control access to sexual content: 40%
   - Negative effect on my child’s health: 40%
   - Control access to bad language: 38%
   - My child exhibited inappropriate content: 38%
   - Noticeable change in my child’s behavior: 37%
   - Concern about predators or bullying: 35%
   - Concern about my child’s privacy: 32%
   - My child was using technology: 32%
   - Feeling my child: I was unsafe: 24%
   - Use screen time as a reward for good behavior: 22%
   - My child started failing behind in school: 18%

2. **How are parental controls used today?**

   - Almost 4 in 5 Filipinos use at least one type of parental control: 79%
   - 53% PINs/passwords to restrict profiles
   - 37% Timers or schedules
   - 46% Filters for content

3. **In what areas are parental control tools needed?**

   - Filipinos think parental control is needed more at a device level: 72%

   Generally, most Filipinos feel parents or caregivers have the most responsibility in managing children's online experience.
   - 2 in 3 (68%) Filipinos think that parents or caregivers are highly responsible for managing children's online experience.
   - Schools/educators (58%), and app/service providing the content (48%) are the subsequent people Filipinos deem as highly responsible for managing children's online experience.

4. **What can be done today to meet the needs of parents in providing solutions?**

   - Almost 3 in 5 (67%) Filipinos felt industry companies are highly responsible for simplifying guidance on using their parental control tools.
   - Almost 3 in 5 (66%) Filipinos felt the government are highly responsible for funding more awareness-raising campaigns.
   - 68% Filipinos felt platform safety centres are highly responsible for the ease of navigating and explaining settings.
   - 71% Filipinos felt schools are highly responsible for online safety training.
YouGov surveyed respondents in Indonesia nationwide. Sampling was done based on the national representation of Indonesia. Fieldwork was conducted across 5 days from 31 December 2020 to 4 January 2021. Final sample size: n = 2,113.

YouGov research looked into Indonesia’s usage of parental control and the perception of where the responsibility lies when it comes to managing one’s online experience.

1. **What drives parents to use parental controls?**

   - **Control access to sexual content**: 62%
   - **My child encountered inappropriate content**: 57%
   - **Control access to violence online**: 53%
   - **Concern about predators or bullying**: 52%
   - **Control access to bad language**: 50%
   - **My child spent too much time online**: 50%
   - **Negative affect on my child’s physical health**: 44%
   - **Concern about my child’s privacy**: 42%
   - **Noticed change in my child’s behaviour**: 31%
   - **My child started falling behind in school**: 23%
   - **My child was overusing technology**: 22%
   - **Feeling my child/I were unsafe**: 21%
   - **Use screentime as a reward for good behaviour**: 17%

2. **How are parental controls used today?**

   - **Almost 9 in 10 Indonesians use at least one type of parental control**: 90%
   - **Filters for content**: 62%
   - **PINs/passwords to restrict profiles**: 54%
   - **Timers or schedules**: 51%

3. **In what areas are parental control tools needed?**

   - **Indonesians think parental control is needed more at a device level**: 66%
   - Generally, most Indonesians feel that parents or caregivers have the most responsibility in managing childrens’ experiences online.
   - Followed by that, Indonesians feel that schools/educators, children themselves and Government regulators are responsible.

4. **What can be done today to meet the needs of parents in providing solutions?**

   - **Platform safety centres are highly responsible for the ease of navigating and explaining settings**: 52%
   - **Government are highly responsible for funding more awareness-raising campaigns**: 51%
   - **Industry companies are highly responsible for simplifying guidance on using their parental control tools**: 51%
   - **Schools are highly responsible for online safety training**: 55%
YouGov surveyed respondents in Thailand nationwide. Sampling was done based on the national representation of Thailand. Fieldwork was conducted across 5 days from 31 December 2020 to 4 January 2021. Final sample size: n= 2,088

YouGov research looked into Thailand’s usage of parental control and the perception of where the responsibility lies when it comes to managing one’s online experience.

1. What drives parents to use parental controls?
   - Control access to sexual content: 64%
   - Control access to violence online: 60%
   - Concern about predators or bullying: 57%
   - My child I spend too much time online: 54%
   - Concern about my child’s/my privacy: 51%
   - My child was encountering inappropriate content: 50%
   - My child was experiencing technology: 49%
   - Notice change in my child’s behavior: 46%
   - Negative effect on my child’s my health: 41%
   - Feeling my child I were unsafe: 39%
   - My child started falling behind in school: 36%
   - Use computer as a reward for good behavior: 28%
   - More than half of Thailand felt the government are highly responsible for funding more awareness-raising campaigns: 27%

2. How are parental controls used today?
   - PINs/passwords to restrict profiles: 44%
   - Filters for content: 42%
   - Timers or schedules: 36%
   - Almost 4 in 5 Thais use at least one type of parental control: 78%

3. In what areas are parental control tools needed?
   - Thais think parental control is needed more at a device level: 62%
   - Generally, most Thais feel everyone has a responsibility in managing children’s online experience.
     - Almost 3 in 5 (57%) Thais think that parents or caregivers are highly responsible for managing children’s online experience.
     - Schools/educators (44%), and app/service providing the content (39%) are the subsequent people Thais deem as highly responsible for managing children's online experience.

4. What can be done today to meet the needs of parents in providing solutions?
   - Almost 3 in 5 (55%) Thais felt schools are highly responsible for online safety training.
   - More than half (54%) of Thailand felt platform safety centres are highly responsible for the ease of navigating and explaining settings.
   - More than half of Thailand felt the government are highly responsible for funding more awareness-raising campaigns.
   - Half of Thailand felt industry companies are highly responsible for simplifying guidance on using their parental control tools.