



SMART CHOICES FOR YOUR COX DIGITAL HOME

Cox Communications Study

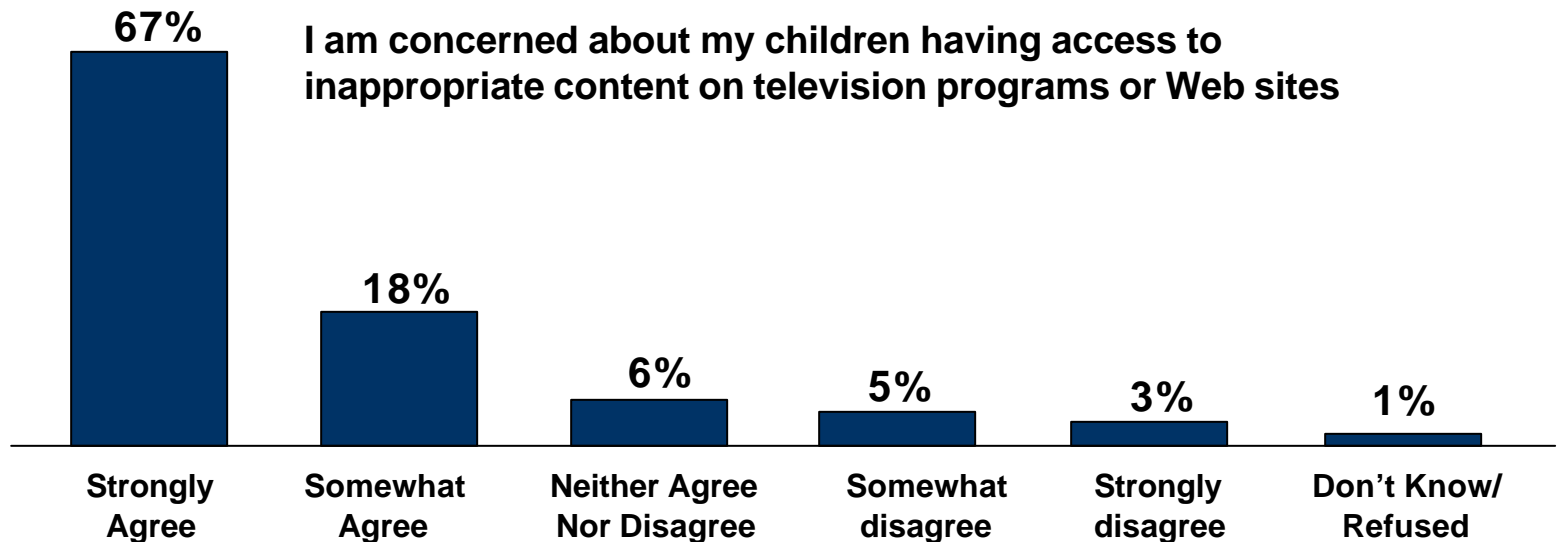


Your Friend in the Digital Age.



Parents Tremendously Concerned About Children's Access

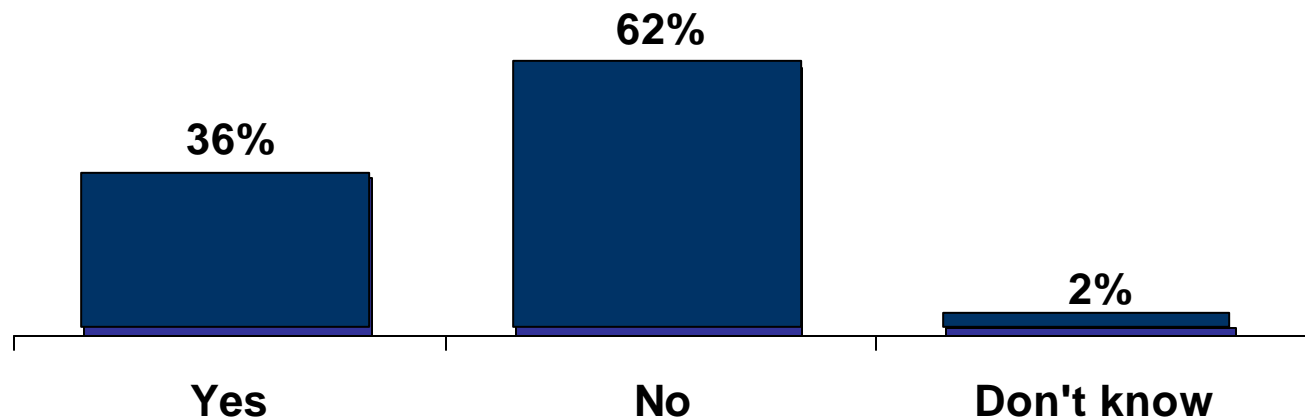
- 85% of respondents are strongly or somewhat concerned about their children gaining access to inappropriate television or online content.
 - Parents with more than four children are more likely to report that they are very concerned (77% “strongly agree”) than parents with one (64%) or two (67%) children.



Super Bowl Halftime Show Caused Some Increased Concern

- More than a third of parents say that they have become more concerned about their family viewing inappropriate content after the Janet Jackson incident.

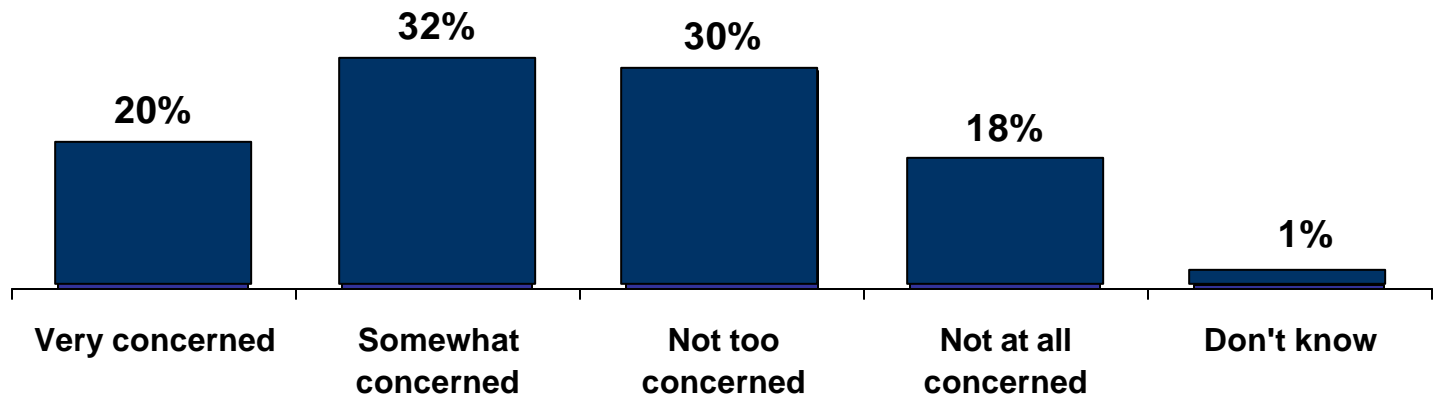
Have become more concerned about their family viewing inappropriate content on television since the Super Bowl halftime show



War Images Also Cause Concern

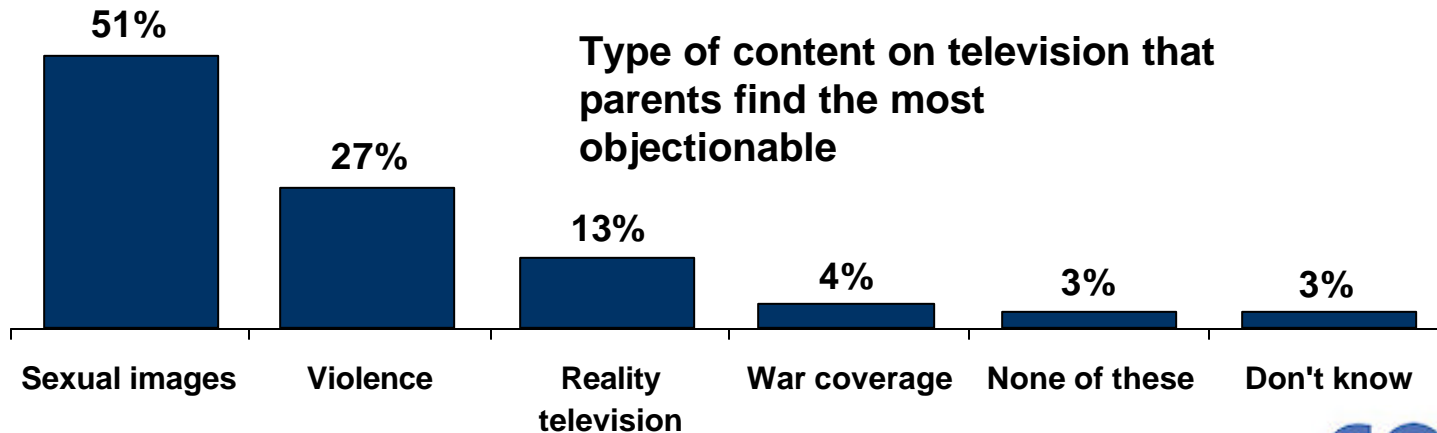
- More than half of parents say they are at least “somewhat concerned” about their children seeing images from the war in Iraq.
 - Parents who say they have been more concerned with their children viewing inappropriate content after the Super Bowl are more likely to be concerned than parents less fazed by the Super Bowl incident (69% very/somewhat concerned vs. 41%)

Concern about child's exposure to images from the war in Iraq



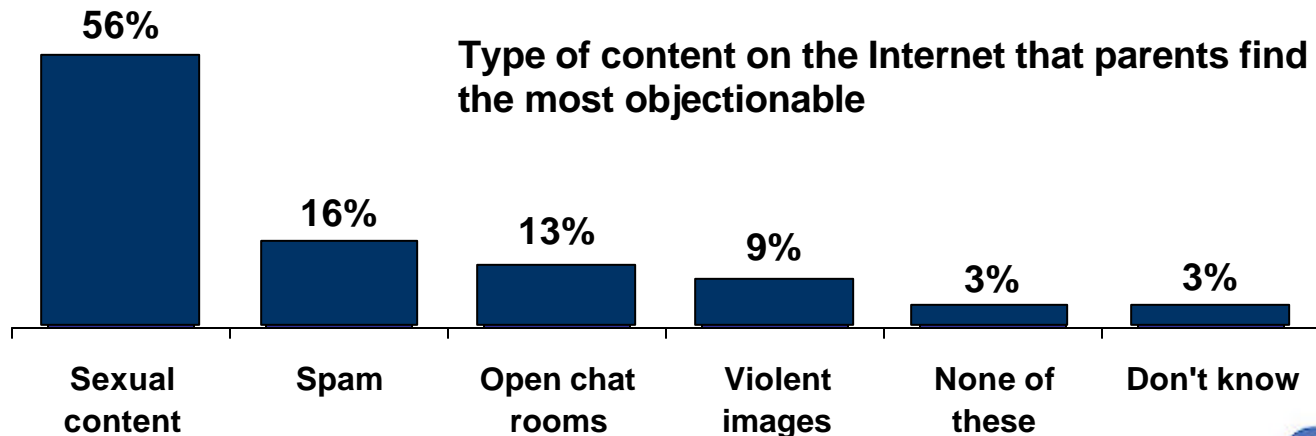
Sexual Content Is Most Objectionable On Television...

- A majority of parents say sexual content is the most objectionable content on television.
 - Parents with more than 4 kids and parents more concerned since the Super Bowl incident are more likely to agree with sexual content as the most objectionable content.
 - Parents with children under 6 are more bothered by violence on television than parents with older children. Parents with children between 6 and 17 find sexual content the most objectionable.



... And Online

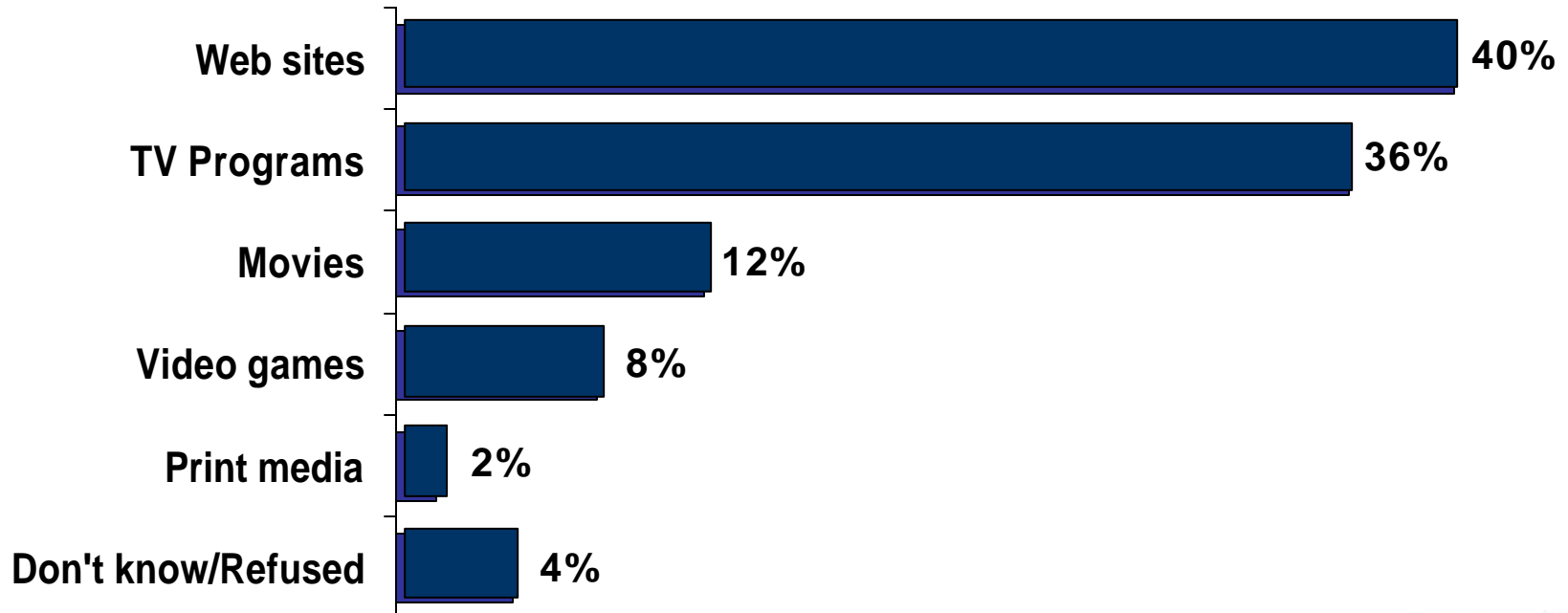
- Nearly six in ten parents find sexual content the most objectionable content online.
 - Parents of older children and parents who were not more concerned after the Super Bowl incident are more likely to say that they find open chat rooms most objectionable. In addition, those not as bothered by the Super Bowl incident are more to say spam is the most objectionable.
 - Subscribers to *both* cable *and* satellite services are more likely to say that open chat rooms are the most objectionable, while subscribers to cable *or* satellite are more likely to report that spam is the most objectionable.



Online Content Causes the Greatest Worries

- Four in 10 parents named Web sites their number-one concern when it comes to inappropriate content.

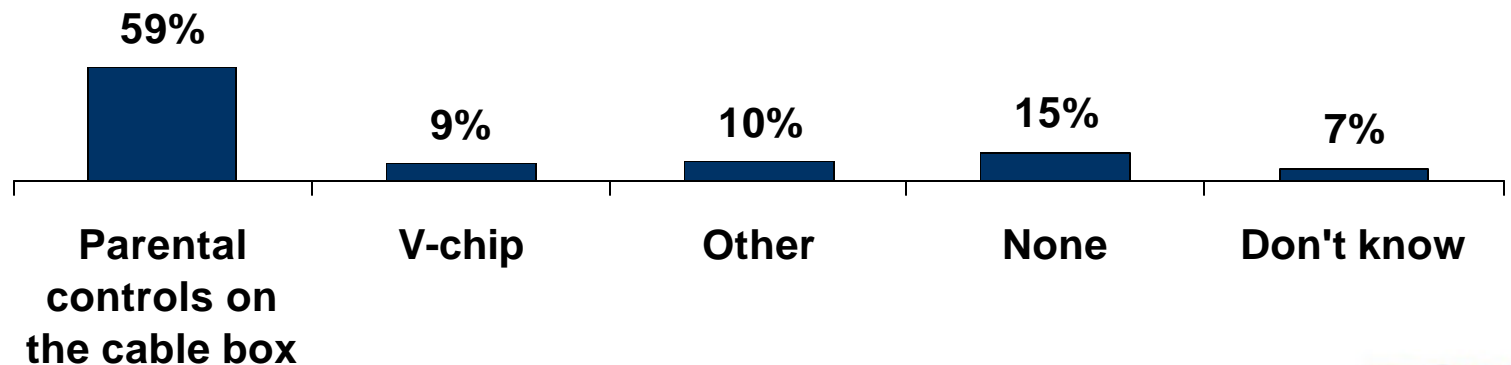
Most concerned about when it comes to child's/children's viewing of inappropriate content



Parental Controls Are Most Valuable

- Almost 60% of parents say parental controls on cable boxes are the most valuable monitoring tool.
 - Parents who have become more concerned since the Super Bowl are more likely to find parental controls valuable. Parents not more concerned are more likely to say “other” or no tools are most valuable.

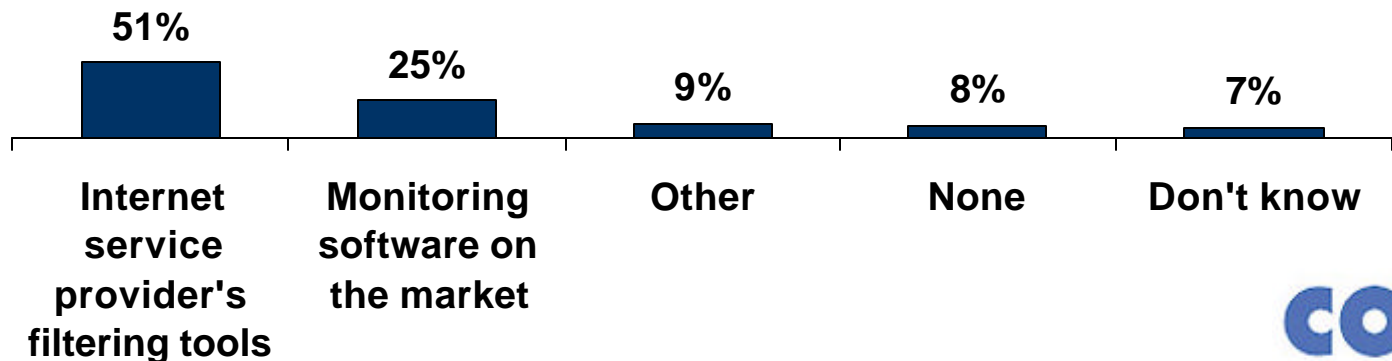
Monitoring tools most valuable to parents' households for TV viewing



ISP's Filtering Tools Are Most Valuable

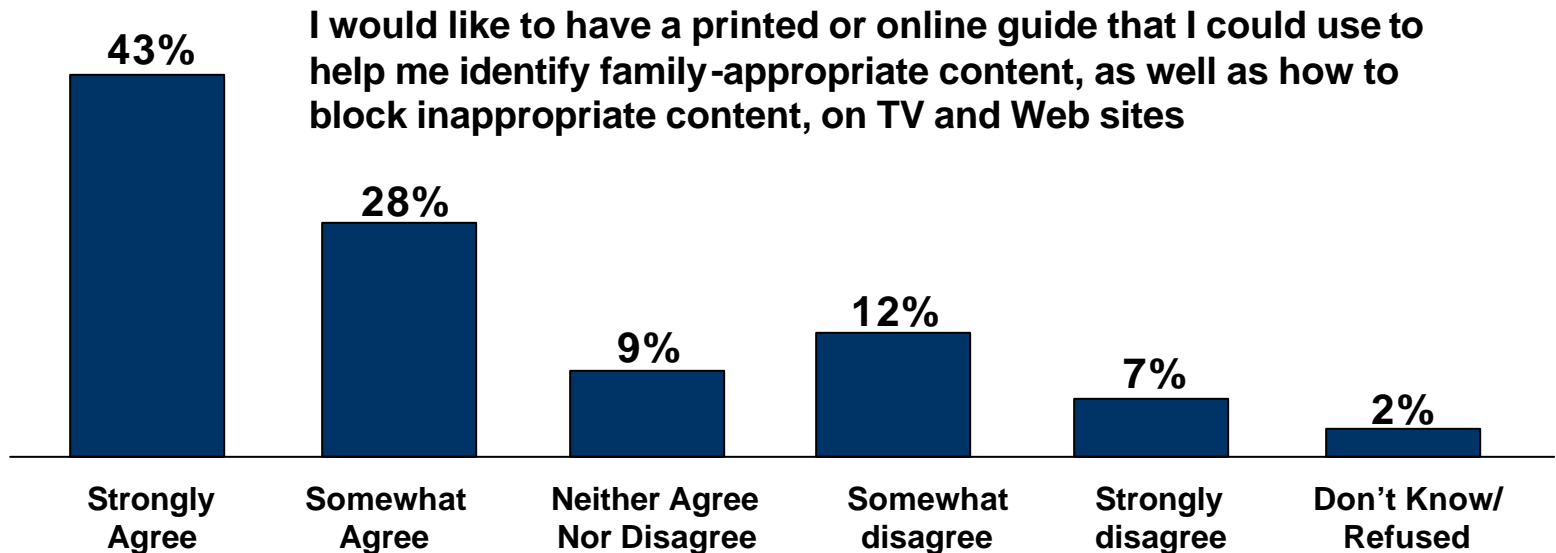
- Roughly half of parents say that the filtering tools that come from their Internet service provider (ISP) is the most valuable for monitoring.
 - Users of satellite are more likely to feel this way than cable users or users of both satellite and cable. The latter groups are more likely to rely on monitoring software available on the market.
 - Parents more concerned after the Super Bowl incident are more likely to say that their ISP's tools are the most valuable, while those not as concerned are more likely to say no tools are the most valuable.

Monitoring tools most valuable to parents' households for Internet use



Most Parents Want More Help Identifying And Blocking Content

- Nearly 7 in 10 respondents would like a printed or online guide that would help them identify content and show them how to block such content.
 - Somewhat of an exception to this are parents with just one child – 11% “strongly disagree”, compared to 4% of all others – and those who don’t monitor access at all – 14% “strongly disagree,” vs. 7% “very closely” and 5% “not as closely” monitor.



Methodology

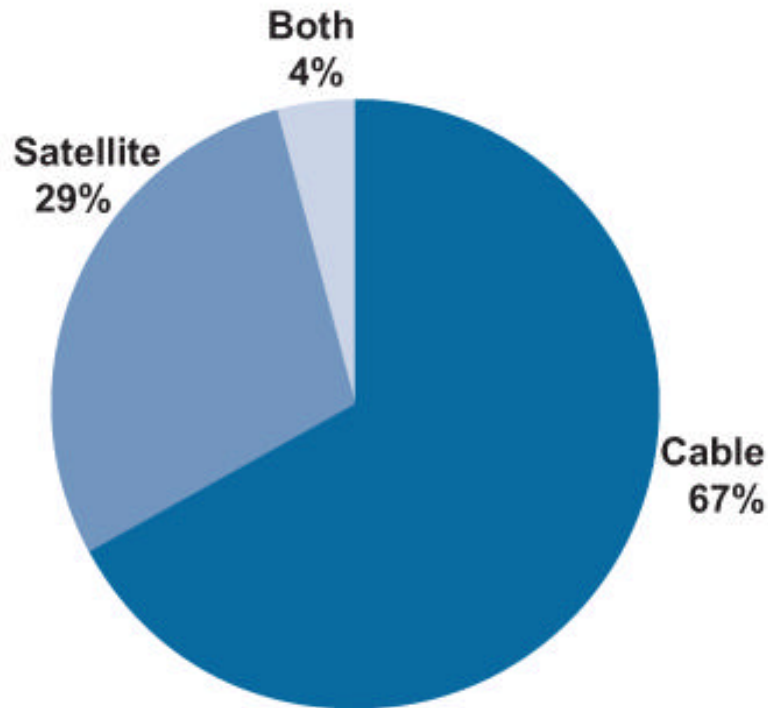
- Two separate telephone surveys were conducted among a total of 1,452 adults age 18+ nationwide. Data was collected over three survey periods:
 - May 12-16, 2004
 - May 28-31, 2004
 - June 4-7, 2004
- Respondents met all three of the following qualifications:
 - Parents
 - Subscribers to cable or satellite, or both
 - Access the Internet at home
- Research was conducted by ORC International and Braun Research on behalf of Cox Communications



Cable Is More Prevalent than Satellite

- Nearly 7 in 10 households subscribe to cable.

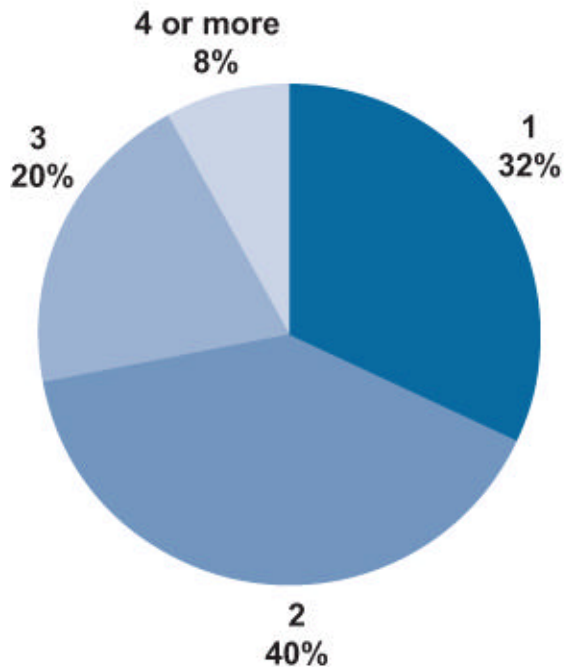
Household subscriptions to cable or satellite services, or both



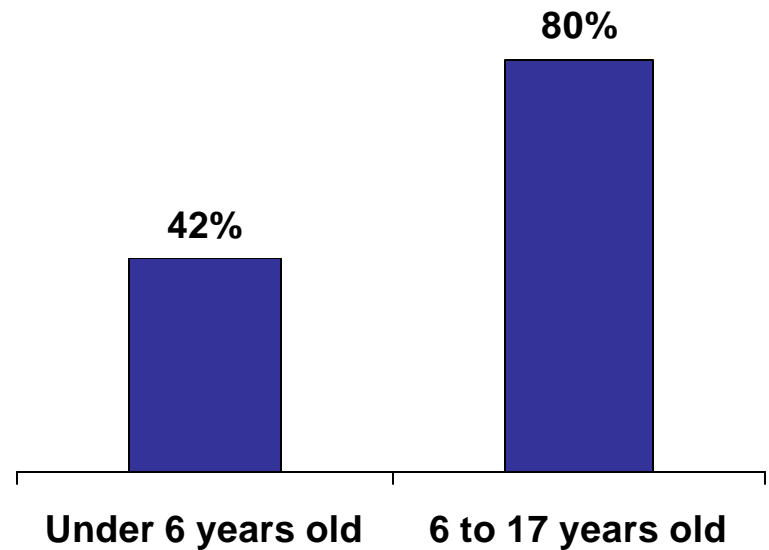
About The Respondents' Children

- Most respondents have two children, and many of their children are of school age.

Number of children under 18



Ages of children under 18

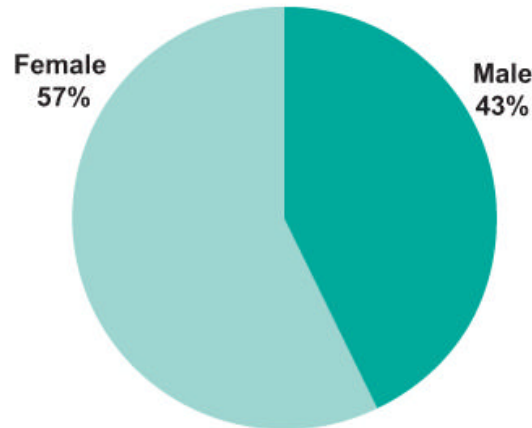


* 502 respondents

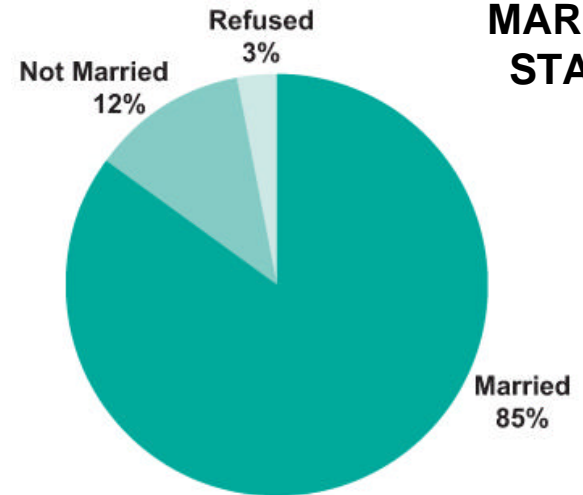


Sample Demographics

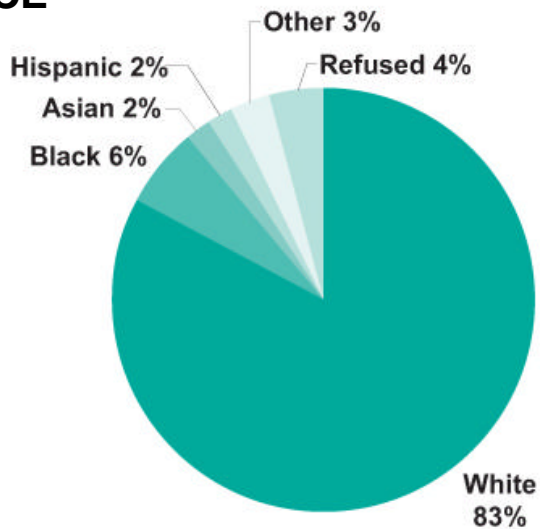
GENDER



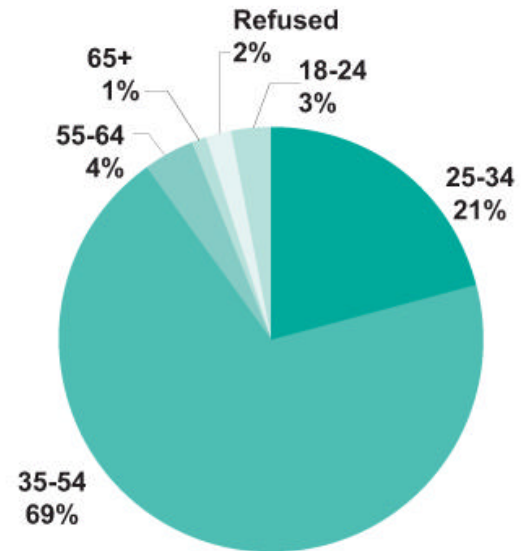
MARITAL STATUS



RACE

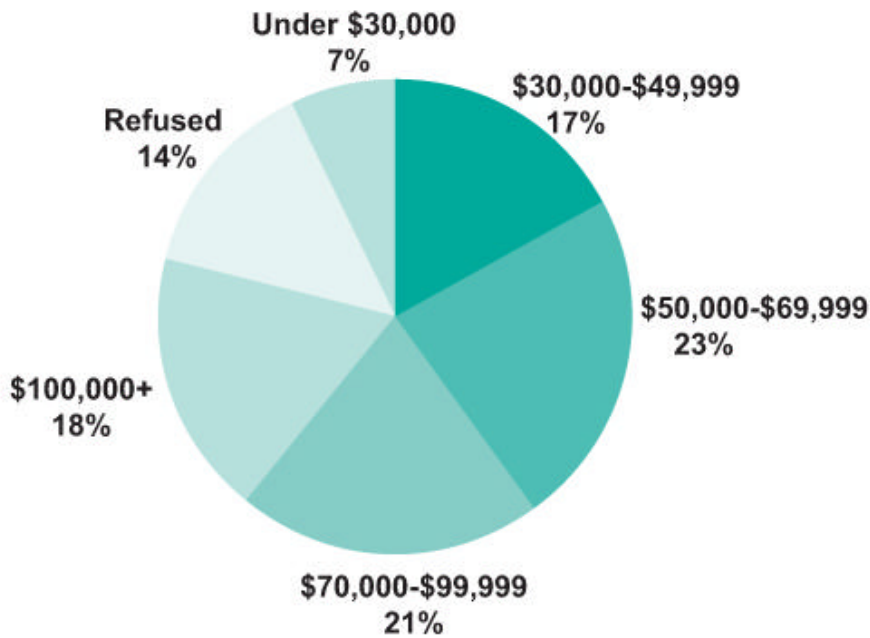


AGE



Sample Demographics

INCOME



EDUCATION

