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POLLING IN 2023

HARRIS CHILDREN’S MENTAL HEALTH POLL, MAY 2023

Source: *Nationwide Children’s Hospital*, [May 2023](#)

HIGHLIGHTS

- 50% of parents of children under the age of 18 “feel their child(ren)’s mental health has suffered during the past 12 months because of social media use”
- Only 35% of respondents indicated that their children’s social media use has positively impacted their mental, a lower result than what the survey found in 2022 (43%)

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ISSUE ONE POLL, APRIL 2023

Source: *Issue One*, [April 2023](#)

- 78% of respondents said they hold social media platforms responsible for a range of childhood issues (including bullying as well as mental health issues like body image problems, eating disorders, depression, and anxiety), as well as threats to our democracy.
- 71% of respondents see social media’s impact on children as more negative than positive.
- 82% of respondents said they feel that more needs to be done to increase transparency, ensure online privacy, and protect children.
- 68% of respondents said that would support legislation to require social media platforms to make their products and algorithms available for independent review, including 72% of Republicans, 64% of Democrats, and 73% of nonpartisan independents
- 58% of respondents said they would be more likely to support their elected officials’ re-election if they supported laws to increase requirements on the way that social media platforms collect and use data, including 62% of Republicans, 57% of Democrats, and 61% of nonpartisan independents
- 66% of respondents said they would be more likely to support their elected officials’ re-election if they supported a law placing greater requirements on how technology companies allow children to use their online platforms, including 71% of Republicans, 64% of Democrats, and 65% of nonpartisan independents

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ACCOUNTABLE TECH / LOG OFF POLL OF AMERICAN TEENAGERS, MARCH 2023

Source: *Accountable Tech*, [March 2023](#)

HIGHLIGHTS

The survey, conducted by YouGov, polled 912 American teenagers. The poll found the following:

- 74% of teenagers polled found themselves scrolling for too long.
- 66% of teenagers polled said that they feel like they’re losing track of time as a result of social media.
 - Accountable Tech notes that the poll found that “with Black and Hispanic teenagers [are] being disproportionately affected”
- 53% of those surveyed bought products “they didn’t really want due to targeted ads.”
- When asked about how often they have “[gotten] ads for things you just talked about”, 52% said “almost all the time or often” and 34% said “sometimes”
- A 46% plurality said they lose sleep daily due to feeling ‘stuck’ on social media platforms, with 27% saying this occurs weekly or monthly

- A 43% plurality said they don't do as much homework as they wanted due to feeling 'stuck' on social media platforms every day, with 29% indicating this occurs weekly or monthly
- 59% of teenagers indicated they were pulled back into apps after logging off through daily push notifications every day.
- Only 8% of respondents said they had not been recommended to follow a stranger on social media; Only 12% said they had not been recommended to be followed by a stranger.

KNIGHT FOUNDATION SOCIAL MEDIA / CHILDREN POLL, FEBRUARY 2023

Source: *Knight Foundation*, [February 2023](#)

- 53% of respondents said that the federal government is most responsible for preventing tech companies from collecting personal data (as opposed to social media companies, their users, or state governments)
- 86% of respondents expressed concern about the impact of social media on the mental health of child users', with a 55% majority saying they very concerned (55%).
- 82% of respondents expressed concern about algorithms serving inappropriate online content to children
- 80% of respondents expressed concern about algorithms serving online advertisements that target children
- 51% of respondents agree that parents are the most responsible for keeping social media platforms from negatively impacting the mental health of children online
- The Knight Foundation found that “a plurality believe social media companies should be responsible for preventing algorithms serving inappropriate online content to children (42) and for online advertisements that target children (36%)”

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CENTER FOR GROWTH AND OPPORTUNITY, FEBRUARY 2023 POLL

Source: *Center for Growth and Opportunity*, [February 2023](#)

HIGHLIGHTS

- 58% of age 18-29 respondents, 71% of age 30-44 respondents, 84% of age 45-64 respondents, and 86% of age 61+ respondents agreed that social media companies should ensure children are not negatively impacted
 - As noted in the poll's release: “As respondents get older they are much more likely to think social media companies have an obligation to ensure that the health and safety of children is not negatively impacted by the use of their platforms.”

MORNING CONSULT POLL, JANUARY 2023

Source: *Morning Consult*, [January 2023](#)

HIGHLIGHTS

- When asked about the consequences of reining in the size of Big Tech companies, 34% of respondents said the safety of children online would improve, while only 18% said that the safety of children online would worsen.

POLLING IN 2022

COUNCIL FOR RESPONSIBLE SOCIAL MEDIA (CRSM) WASHINGTON STATE POLL, DECEMBER 2022

Source: *Council for Responsible Social Media (CRSM)*, [December 2022](#)

HIGHLIGHTS

- 88% of respondents said they support the Kids Online Safety Act (57% indicating they "strongly support"), including 92% of Democrats (61% "strongly support"), 86% of independents (53% "strongly support"), and 86% of Republicans (58% "strongly support")
 - 74% of respondents said that they would be more likely to support their member of Congress' reelection if they "supported a law requiring technology companies to create protections for children on their platforms", including 89% of Democrats, 64% of independents, and 80% of Republicans
 - 86% of respondents agreed that parents should have more insight into what their children are exposed to online
 - 82% of respondents agreed that lawmakers should require platforms to do more to protect children online, including 88% of Democrats, 76% of independents, and 82% of Republicans
 - 86% of respondents indicated they agreed with the notion that tech companies should be required to protect child users and be forbidden from "designing products that purposefully addict and harm children", including 96% of Democrats, 75% of independents, and 86% of Republicans
 - 86% of respondents indicated they agreed with the notion that "like the car, food, and pharmaceutical industries are required to have product safety features for children, the technology industry should too." This number includes 96% of Democrats, 77% of independents, and 81% of Republicans
 - 84% of respondents agreed that major technology companies such as Google, Facebook, and TikTok should do more to protect children online
 - 84% of respondents said they believe the internet is very or somewhat safe for children
 - 88% of respondents said they believe social media platforms are very or somewhat safe for children
 - 82% of respondents said they are very concerned about major tech companies sharing children's personal data to third parties, including sensitive information
 - 77% of respondents said they are very concerned about major tech companies making their products and platforms addictive for children
 - 75% of respondents said they are very concerned about major tech companies allowing interactions between children and unknown adults
 - 59% of respondents said they are very concerned about major tech companies failing to publicize "internal research on platforms' effects public, including impacts on children's mental health and negative behavior
- 74% of respondents said they are very concerned about major tech companies directing child users to harmful content, like suggesting accounts about anorexia, self harm, or suicide
- 55% of respondents said they are very concerned about major tech companies targeting advertisements to children based on tracking online activity

- 70% of respondents said they were very concerned about large technology companies' "tracking and collecting detailed information on children's online activity"
- 76% of respondents said they are very concerned about major tech companies "recommending the most "viral" content to children, even if the content is hateful, discriminatory, or false information"
- 56% of respondents say social media has a very or somewhat negative impact on a child's education
- 75% of respondents say social media has a very or somewhat negative impact on a child's mental health
- 59% of respondents say social media has a very or somewhat negative impact on a child's relationship with family
- 51% of respondents say social media has a very or somewhat negative impact on a child's relationship with friends and others
- 72% of respondents say social media has a very or somewhat negative impact on a child's physical health
- 61% of respondents say social media has a very or somewhat negative impact on a child's sexuality
- 51% of respondents say social media has a very or somewhat negative impact on a child's independence
- 62% of respondents indicated they were concerned about the effect of social media use on children's stress or anxiety
- 61% of respondents indicated they were concerned about the effect of social media use on children's sadness or depression
- 64% of respondents indicated they were concerned about the effect of social media use on children's low self esteem
- 64% of respondents indicated they were concerned about the effect of social media use on children's isolation or loneliness
- 75% of respondents indicated they were concerned about the effect of social media use on children's pressure to live up to unrealistic standards
- 71% of respondents indicated they were concerned about the effect of social media use on children's unhappiness with their body or appearance
- 54% of respondents indicated they were concerned about the effect of social media use on children's lack of sleep
- 68% of respondents indicated they were concerned about the effect of social media use on distracting children from schoolwork or other activities
- 80% of respondents indicated they were concerned about the effect of social media use on children's "addiction or unhealthy attachment to the screen or social media"
- 75% of respondents indicated they were concerned about the effect of social media use on children's exposure to bullying, harassment, or hate speech
- 71% of respondents indicated they were concerned about the effect of social media use on children's exposure to adults who may be predators
- 65% of respondents indicated they were concerned about the effect of social media use on exposing children to graphic imagery or pornography

MORNING CONSULT / POLITICO POLL, MARCH 2022

Source: *Morning Consult*, [March 2022](#)

HIGHLIGHTS

- 83% of respondents support requiring social media platforms to give parents controls to identify harms to their children caused by social media, with 58% indicating they 'strongly support' such a measure
- 81% of respondents support legislation to require "social media platforms to take actions to minimize their harm to minors", with 55% indicating they 'strongly support' such a measure
- 81% of respondents support requiring social media platforms to give parents the option to disable addictive product features
- 77% of respondents support requiring social media platforms to stop showing minors targeted advertising based on personal data they have collected, with 54% indicating they 'strongly support such a measure'
- 77% of respondents say they support "legislation requiring social media platforms to annually audit the risks they may pose to minors"
- 76% of respondents support requiring social media platforms to give minors options to delete their personal data
- 70% of respondents support requiring social media platforms to give minors options to delete their personal data

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HARRIS POLL, MARCH 2022

Source: *PRNewswire*, [March 2022](#)

HIGHLIGHTS

- 80% of parents polled indicated concern about their children's online privacy when apps, and 73% indicated they are specifically concerned about the tracking of their children's location data

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DATA FOR PROGRESS / ACCOUNTABLE TECH, CALIFORNIA POLL, FEBRUARY 2022

Source: *Data for Progress*, [February 2022](#)

HIGHLIGHTS

- 86 percent of respondents said they were very or somewhat concerned with "social media intentionally making their platforms more addictive for children", including 90% of Republicans, 82% of independents, and 86% of Democrats
- An absolute majority (59%) of respondents indicating they are "very concerned". This includes 61 percent of Republicans, 62 percent of independents, and 57 percent of Democrats said they were "very concerned"

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IPSOS TECHNOLOGY & SOCIETY POLL, FEBRUARY 2022

Source: *Ipsos Technology & Society Poll*, [February 2022](#)

HIGHLIGHTS

- 80% of respondents were concerned about disinformation, conspiracy theories, and fake news
- 79% of respondents were concerned with social media radicalizing users
- 72% of respondents want to make it harder for large companies to establish monopolies through acquisitions
- 72% of respondents want to make it harder for large companies to force smaller companies out of business by copying their products and giving them away for free
- 64% of respondents are in favor of breaking up large, monopolistic, technology companies

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PUBLIC POLICY POLLING, NEW YORK POLL, FEBRUARY 2022

Source: *Public Policy Polling*, [February 2022](#)

HIGHLIGHTS

- 77% of respondents said they were very concerned about social media deliberately making their platforms more addictive for children.
- 68% of respondents agreed that Facebook should make their research on social media's harmful effects on children's mental health public information

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DATA FOR PROGRESS, OH-15 POLL, JANUARY 2022

Source: *Data for Progress*, [January 2022](#)

HIGHLIGHTS

- 77% of respondents said they were very concerned social media intentionally making their platforms more addictive for children, including 79% of Republicans, 78% of independents, 73% of Democrats
- By a 61% to 28% margin, respondents agreed that Facebook should publicize their research on social media's harmful impact on children's mental health, with 67% of Democrats, 65% of independents, and 54% of Republicans indicating their support
- 69% of respondents said they "strongly support" the federal government "updating the laws that protect children's privacy online", including 67% of Republicans, 64% of independents, and 79% of Democrats

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DATA FOR PROGRESS, CA-19 POLL, JANUARY 2022

Source: *Data for Progress*, [January 2022](#)

HIGHLIGHTS

- 62% of respondents said they were very concerned social media intentionally making their platforms more addictive for children, including 68% of Republicans, 61% of independents, 60% of Democrats
- By a 66% to 22% margin, respondents agreed that Facebook should publicize their research on social media's harmful impact on children's mental health, with 74% of Democrats, 58% of independents, and 66% of Republicans indicating their support
- 64% of respondents said they "strongly support" the federal government "updating the laws that protect children's privacy online", including 58% of Republicans, 62% of independents, and 67% of Democrats

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POLLING IN 2021

DATA FOR PROGRESS, IOWA POLL, DECEMBER 2021

Source: *Data for Progress*, [December 2021](#)

HIGHLIGHTS

- 74% of respondents said they were very concerned social media intentionally making their platforms more addictive for children, including 79% of Republicans, 70% of independents, 70% of Democrats
- By a 73% to 21% margin, respondents agreed that Facebook should publicize their research on social media's harmful impact on children's mental health, with 83% of Democrats, 69% of independents, and 70% of Republicans indicating their support
- 66% of respondents said they "strongly support" the federal government "updating the laws that protect children's privacy online", including 66% of Republicans, 59% of independents, and 73% of Democrats

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DATA FOR PROGRESS, NOVEMBER 2021 POLL

Source: *Data for Progress*, [November 2021](#)

HIGHLIGHTS

- 67% of respondents said social media like Facebook should do more to regulate behavior that incited violence or endangered minors, including 77% of Democrats, 66% of independents, and 59% of Republicans
- 79% supported the government creating new rules and standards for social media companies to better protect children online, including 87% of Democrats, 74% of independents, and 73% of Republicans
- 80% of respondents supported the government investigating Facebook "as a result of allegations brought forward by a whistleblower", including 85% of Democrats, 77% of independents, and 76% of Republicans

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MORNING CONSULT, OCTOBER 2021 POLLING

Source: *Morning Consult* polling in October 2021 (link [one](#); link [two](#))

HIGHLIGHTS

- 77% of respondents indicated support for implementing stronger protections for children on social media platforms (included in link one)
- 68% said they favored "a law that would require Facebook to publicly disclose its internal research" regarding social medias impact (included in link one)
- 86% of parents polled indicated concern about social media's mental health impact on young users (included in link two)
- 63% of adults polled (including 58% of parents polled), indicated they oppose social media platforms aimed at children between 10 and 12. (included in link two]
- 58% of adults polled oppose Facebook's "Instagram Kids" initiative, with 52% indicating support for Facebook's decision to pause the project (included in link two)
- 57% of parents (and 53% of parents of children between 5 and 13) indicated their opposition (included in link two)

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FUTURE OF TECHNOLOGY COMMISSION, JULY 2021

Source: Future Of Technology Commission, [July 2021 \(note: link to survey is accessible through the Wayback Machine\)](#)

HIGHLIGHTS

91% of respondents agreed that legislators must "better understand technology and privacy issues and to better protect Americans, especially children", with 52% saying they "strongly agreed"

- 85% of respondents agreed that "special privacy protections for children" should be updated and expanded, with 53% of respondents saying they are in "strongly support"
- 83% of respondents agreed that special privacy protections for children should be updated and expanded and additionally extended to teenagers,
- 80% of respondents said social media platforms should be held accountable for "illegal and harmful content" such as the "manipulation of vulnerable users including children", as well as misinformation and harassment online.
- 85% of respondents support establishing and enforcing "protections for all users, especially children, from hate speech, harassment, cyberbullying, and violence and manipulation on online platforms"
- 78% of respondents support reforming Section 230 "hold social media platforms accountable for illegal and harmful content posted on their sites including misinformation, harassment, and manipulation of vulnerable users including children."
- 77% of respondents support allocating funding for research to "better understand the long-term health impacts of technology on children"
- 83% of respondents said they are concerned that "foreign adversaries are trying to harvest and use our children's data for their own benefit"

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DATA FOR PROGRESS, VOTERS WANT TO TAKE ON BIG TECH COMPANIES MEMO, JUNE 2021

Source: *Data for Progress, Voters Want To Take On Big Tech*, [June 2021](#)

HIGHLIGHTS

- 64% of respondents said they are very concerned about the exploitation of children's user data by online predators
- 54% of respondents said they are very concerned about children's exposure to violent and inappropriate imagery online
- 50% of respondents said they are very concerned about children becoming radicalized through online content, with 32% saying they are "somewhat concerned"
- 44% of respondents said they are very concerned about children becoming addicted to online platforms and services, with 32% saying they are "somewhat concerned"
- 62% of respondents said they are very concerned that Facebook has been cited as the largest source of child pornography reports
- 54% of respondents said they are very concerned about findings that Facebook has engaged in "friendly fraud", i.e. "tricking children into making in-app purchases" through their parents' credit card information
- 52% of respondents said they are very concerned that Instagram "has exhibited a high incidence of cyberbullying on its platform" via anonymous profiles, but has not intervened to stop this
- 86% of respondents said they support creating new standards for major tech companies like Google and Facebook to protect the physical and mental-well being on children online, with 55% saying they "strongly support" such efforts
 - This includes 87% of Democrats (54% "strongly support"), 84% of independent and third party voters (54% "strongly support"), and 85% of Republicans (57% "strongly support")
- 88% of respondents said they support new standards to stop child pornography and "other illicit materials on the internet", with 67% saying they strongly support such a measure
 - This includes 88% of Democrats (69% "strongly support"), 88% of independent and third party voters (62% "strongly support"), and 87% of Republicans (68% "strongly support")
- 74% of respondents said they were very convinced or somewhat convinced by the argument that "without intervention, children have been exposed to inappropriate content and predatory behavior" on tech platforms, and that we "must do something to address this".

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ACCOUNTABLE TECH FREQUENCY QUESTIONNAIRE, JUNE 2021

Source: *Accountable Tech frequency questionnaire*, [June 2021](#)

HIGHLIGHTS

The poll, conducted via a survey of 1,000 parents of school-age kids, found that:

- 79% of respondents somewhat or complete blame Big Tech companies like Facebook and Google for "issues affecting children on social media"
- 79% of respondents indicated they don't trust Big Tech companies like Facebook and Google "to enforce the necessary policies to protect children on their platforms"

- 81% of respondents indicated they believe Big Tech companies like Facebook and Instagram need to do more to protect children online
- 61% of respondents indicated they agree with updating federal protections for children's online privacy (93% total support)
- 67% of respondents believe the government isn't doing enough to protect children and teenagers online
- 59% of respondents said they strongly agree that Facebook should publicize the company's internal research into social media's harmful impact on children's mental health (90% total support)
- 67% of respondents indicated they were "extremely", "very", or "somewhat" concerned by the amount of time their children spend on social media
- 52% of respondents indicated they agreed more with the notion that social media is "just as dangerous for my child's wellbeing as products like Juul ecigarettes" than the notion to the contrary
- 57% of respondents indicated they agreed more with the notion that if "Facebook and Instagram are building apps specifically designed for young children, it's most likely to get them hooked on Facebook products early" than the notion to the contrary
- 60% indicated concern regarding their child's use of social media during the pandemic, "even if it kept them entertained"
- 63% of respondents indicated they agreed that "YouTube cares more about corporate profits than about my child's safety", with 36% indicating the opposite
- 74% of respondents indicated they agreed that "Facebook cares more about corporate profits than about my child's safety", with 26% indicating the opposite
- 68% of respondents said they "strongly support" prohibiting companies from collecting teenagers' personal data without their consent (89% total support)
- 66% of respondents said they "strongly support" prohibiting platforms from pushing kids to make in-app purchases (89% total support)
- 65% of respondents said they "strongly support" prohibiting platforms from "collecting personal information about kids' bodies, like face scans, fingerprints, and DNA"
- 65% of respondents said they "strongly support" banning tracking and targeting children and teenagers with advertisements based on their online behavioral profiles (88% total support)
- 59% of respondents said they "strongly support" autoplay for "videos that haven't been vetted by human reviewers for appropriateness" (87% total support) [Note: Survey option from 500 respondents]
- 51% of respondents said they "strongly support" mandating that autoplay features be turned off as a default setting on online platforms with child-focused videos" (86% total support) [Note: Survey option from 500 respondents]
- 59% of respondents said they "strongly support" banning badges that reward children and teenagers online for increasing their time spent on a particular platform (84% total support) [Note: Survey option from 500 respondents]
 - 53% of respondents said they "strongly support" limiting push notifications and alerts that serve to increase engagement teenagers and children (84% total support) [Note: Survey option from 500 respondents]
- The following 1,000-respondent survey questions regarding their child's use of social media received a majority of "extremely concerned" answers, indicated in parenthesis:
 - "Meeting child predators or pedophiles online" (61%; 92% total concerned)

- "Receiving unwanted inappropriate pictures and videos" (57%; 94% total concerned)
- "Cyberbullying from strangers" (53%; 93% total concerned)
- The following 5,000 -respondent survey questions regarding their child's use of social media received a majority of "extremely concerned" answers, indicated in parenthesis:
 - Posting inappropriate pictures of others (55%; 89% total concerned)
 - Sharing inappropriate pictures of themselves with others (50%; 91% total concerned)

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POLLING IN 2020

UNIVERSITY OF MICHIGAN PARENT SURVEY, DECEMBER 2020 POLL

Source: UPI, [December 2020](#)

HIGHLIGHTS

- 72% of parents surveyed indicated that they believed that overuse of social media during the COVID-19 pandemic was a health concern for their children, which made it the number one issue raised
- 62% of parents surveyed indicated that they believed cited bullying/cyber-bullying or online harassment was a health issue for their children

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PARENTSTOGETHER SURVEY, APRIL 2020 POLL

Source: ParentsTogether, [April 2020](#)

HIGHLIGHTS

- 93% of parents polled believe the Children's Online Privacy Protection Act should be expanded to protect the privacy of children between the ages of 13 to 17
- 85% of parents polled want Congress to take action to protect for children online, such as through legislation to stop sexual predators and proposals to limit deceptive advertising
- 85% of parents polled expressed concern about the amount of time their kids are spending online
- Only 14% of parents polled believe that Big Tech companies are doing enough to keep children safe online

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