



USA VOTER OPINIONS ON SOCIAL MEDIA, CHILD/TEEN MENTAL HEALTH AND THE KIDS ONLINE SAFETY ACT

AUGUST 2024



METHODOLOGY

Sample

1,200 online interviews among a nationwide representative sample of likely 2024 general election voters.

Method

Online interviews conducted August 20-22, 2024.

Credibility Interval

Plus or minus 3% for N=1,200. Higher for subgroups, such as gender or an individual age category.

HIGHLIGHTS

America wants action on internet safety ...

- 93% view child/teen mental health as a very/somewhat serious problem.
- 90% feel that addressing the harmful impact of social media on children/teens is important.
- 88% say the government should pass laws to put responsible safeguards in place.
- 86% support KOSA, with 54% supporting it strongly.

HIGHLIGHTS (2)

America wants action on internet safety ...

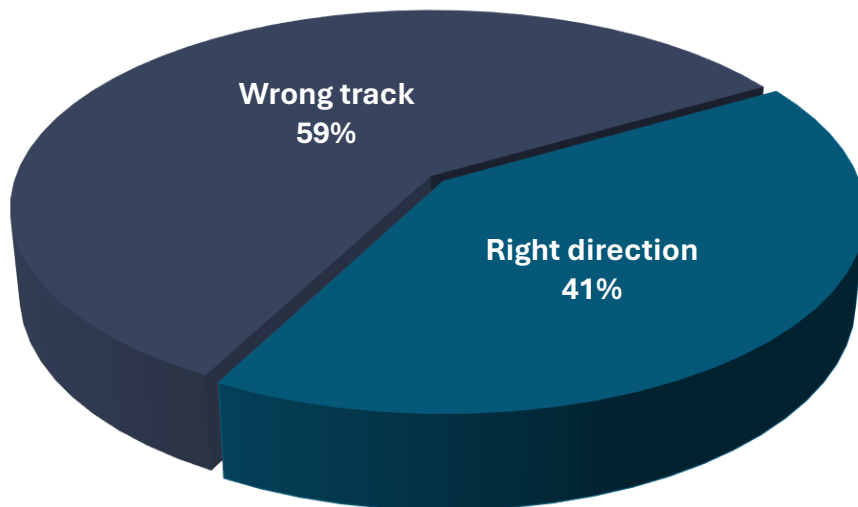
- 76% are more likely to vote for a U.S. Congressional Representative who supports KOSA.
- 75% feel Congress should do more to protect children/teen safety on social media.
- 67% think social media has made child/teen mental health worse today than 15 years ago.
- 59% believe the internet is not safe.

The background of the slide features a repeating pattern of white, five-pointed stars on a red and white background, reminiscent of the American flag. The stars are arranged in a grid-like pattern, with some stars appearing slightly larger or more prominent than others, creating a sense of depth and movement. The colors are muted, with a soft red and a light grey/white background.

POLITICAL ENVIRONMENT

VOTER MOOD: *PESSIMISTIC*

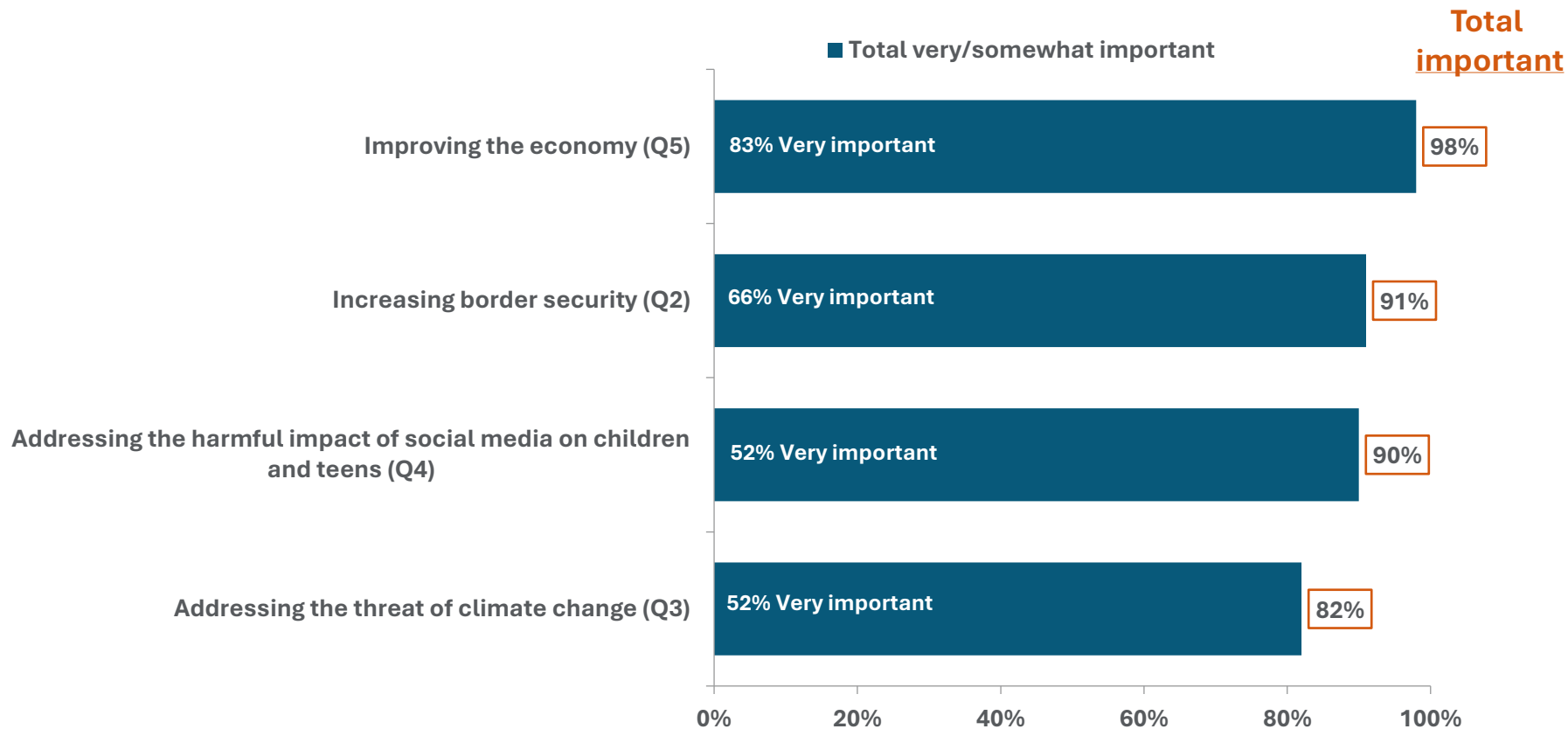
“In your opinion, would you say things in the United States are generally headed in the right direction, or would you say things in the country have pretty much gotten off on the wrong track?” (Q1)



	Right direction	Wrong track
<i>Party ID</i>		
Republicans	19%	81%
Democrats	68%	32%
Independents/others	30%	70%

MOST IMPORTANT ISSUES

“How important do you think it is for the President and Congress to take action on each of the following?”



IMPORTANCE OF ADDRESSING HARMFUL IMPACT OF SOCIAL MEDIA ON CHILDREN/TEENS: KEY SUBGROUPS

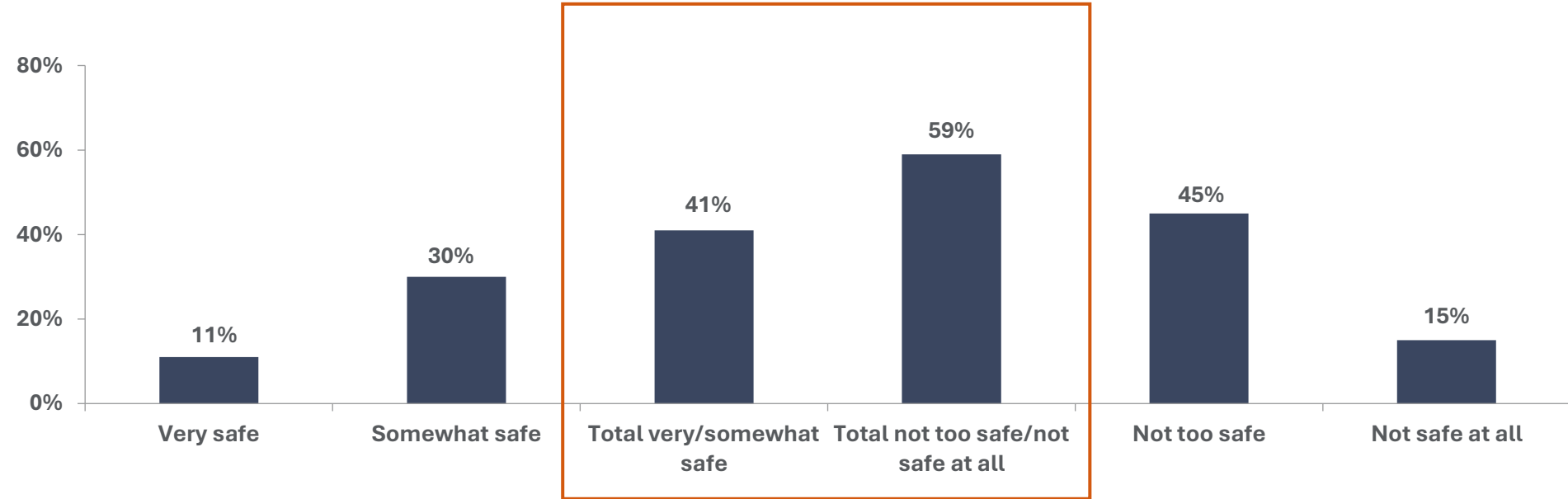
	Very important	Total important
All voters	52%	90%
Gender/age		
Men	49%	88%
Men 18-44	55%	91%
Men 45-64	43%	86%
Men 65+	48%	87%
Women	54%	92%
Women 18-44	53%	90%
Women 45-64	57%	92%
Women 65+	53%	94%
Party ID		
Republicans	51%	90%
Democrats	54%	91%
Independents/others	49%	89%
2020 vote for President		
Trump	53%	91%
Biden	52%	90%
Don't know/other	49%	86%
Kids in household		
No	48%	87%
Yes, under 18	59%	95%
How often do you vote		
Always vote	55%	91%
Almost always vote	46%	87%
Vote sometimes/rarely	46%	89%



CHILDREN AND TEEN ISSUES

CHILDREN AND TEEN SAFETY USING SOCIAL MEDIA

“How safe do you think children and teens are when they are using social media?” (Q6)



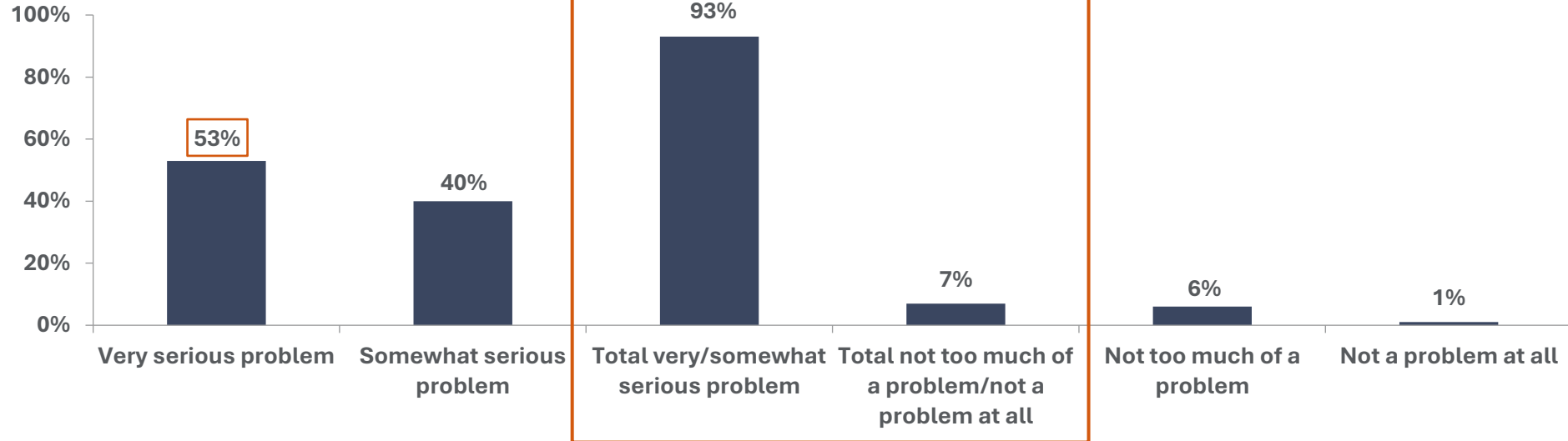
CHILDREN/TEEN SAFETY USING SOCIAL MEDIA: KEY SUBGROUPS

	Safe	Not safe	Net safe
All voters	41%	59%	-18%
Gender/age			
Men	49%	51%	-2%
Men 18-44	60%	40%	+20%
Men 45-64	50%	50%	--
Men 65+	29%	71%	-42%
Women	33%	67%	-34%
Women 18-44	42%	58%	-16%
Women 45-64	34%	66%	-32%
Women 65+	19%	81%	-62%
Party ID			
Republicans	35%	65%	-30%
Democrats	46%	54%	-8%
Independents/others	41%	59%	-18%
2020 vote for President			
Trump	36%	64%	-28%
Biden	45%	55%	-10%
Don't know/other	38%	62%	-24%
Kids in household			
No	33%	67%	-34%
Yes, under 18	49%	51%	-2%

CHILDREN AND TEEN MENTAL HEALTH

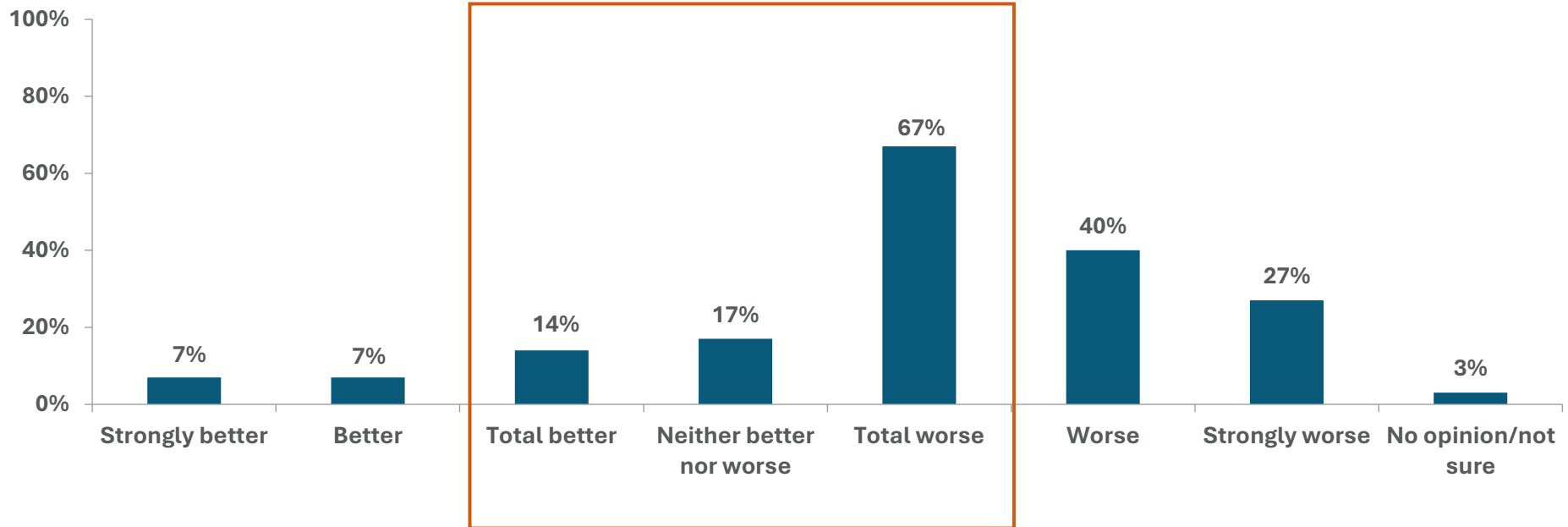
“How much of a problem would you say mental health challenges, including anxiety, depression, self-harm, and eating disorders, are for children and teens today?” (Q7)

There is near-universal agreement that children/teen mental health challenges are a serious problem.



SOCIAL MEDIA HAS MADE CHILDREN/TEEN MENTAL HEALTH WORSE

“And over the past 15 years, has social media made children and teens’ mental health better or worse?” (Q8)



SOCIAL MEDIA
HAS MADE
CHILDREN/TEEN
MENTAL HEALTH
WORSE:
KEY SUBGROUPS

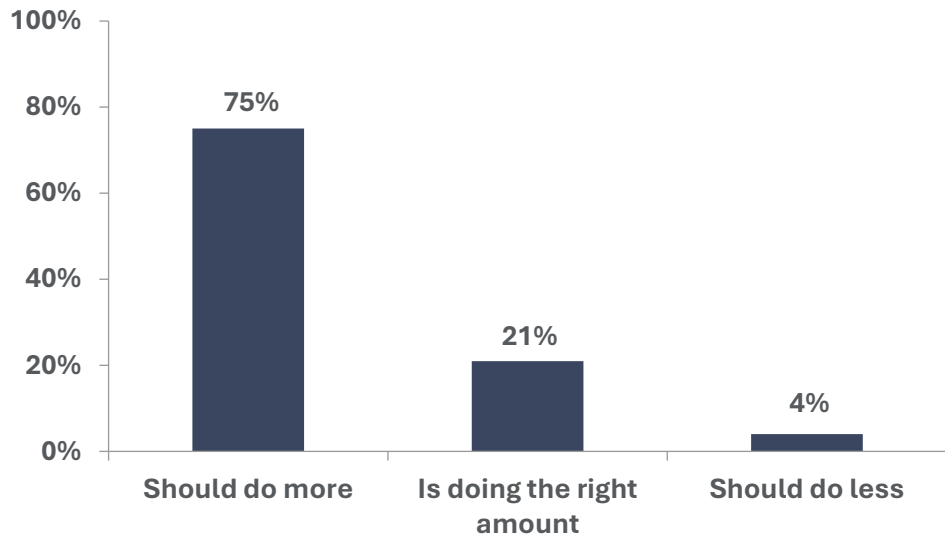
	Better	Neither	Worse
All voters	14%	17%	67%
Gender/age			
Men	19%	16%	62%
Men 18-44	34%	19%	46%
Men 45-64	10%	16%	70%
Men 65+	4%	11%	80%
Women	10%	17%	70%
Women 18-44	16%	20%	62%
Women 45-64	8%	19%	70%
Women 65+	3%	10%	83%
Party ID			
Republicans	12%	15%	70%
Democrats	19%	17%	62%
Independents/others	8%	19%	69%
2020 vote for President			
Trump	13%	12%	72%
Biden	16%	17%	64%
Don't know/other	10%	34%	54%
Kids in household			
No	7%	16%	74%
Yes, under 18	23%	16%	59%



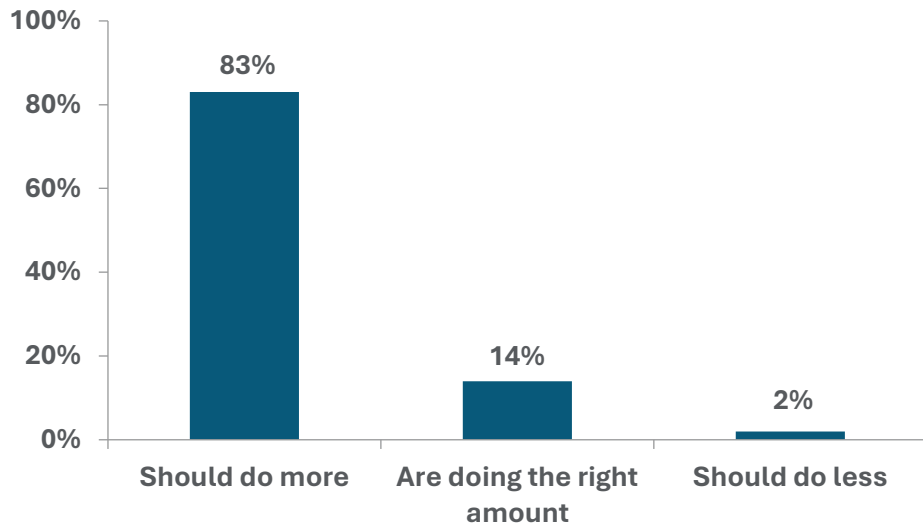
SAFEGUARDS FOR CHILDREN/TEENS

DO MORE TO PROTECT CHILDREN/TEEN SAFETY ON SOCIAL MEDIA ¹⁷

“When it comes to protecting the safety of children and teens on social media, do you think **Congress...**” (Q9)



“When it comes to protecting the safety of children and teens on social media, do you think **social media companies...**” (Q10)



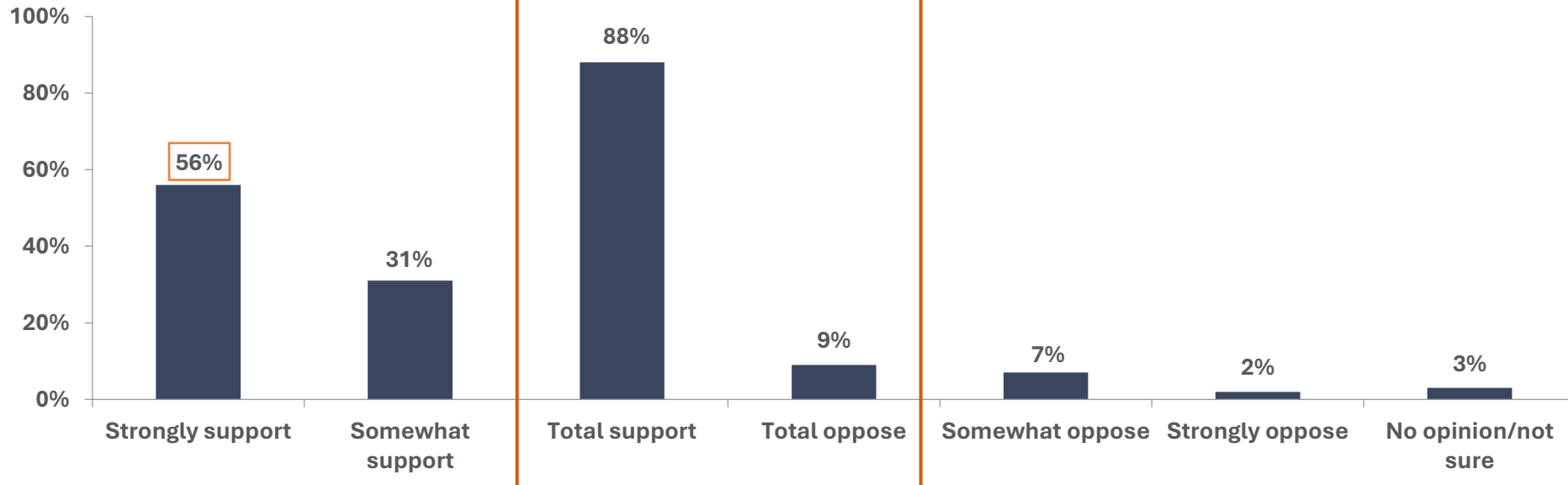
DO MORE TO PROTECT CHILDREN/TEENS SAFETY ON SOCIAL MEDIA: *KEY SUBGROUPS*

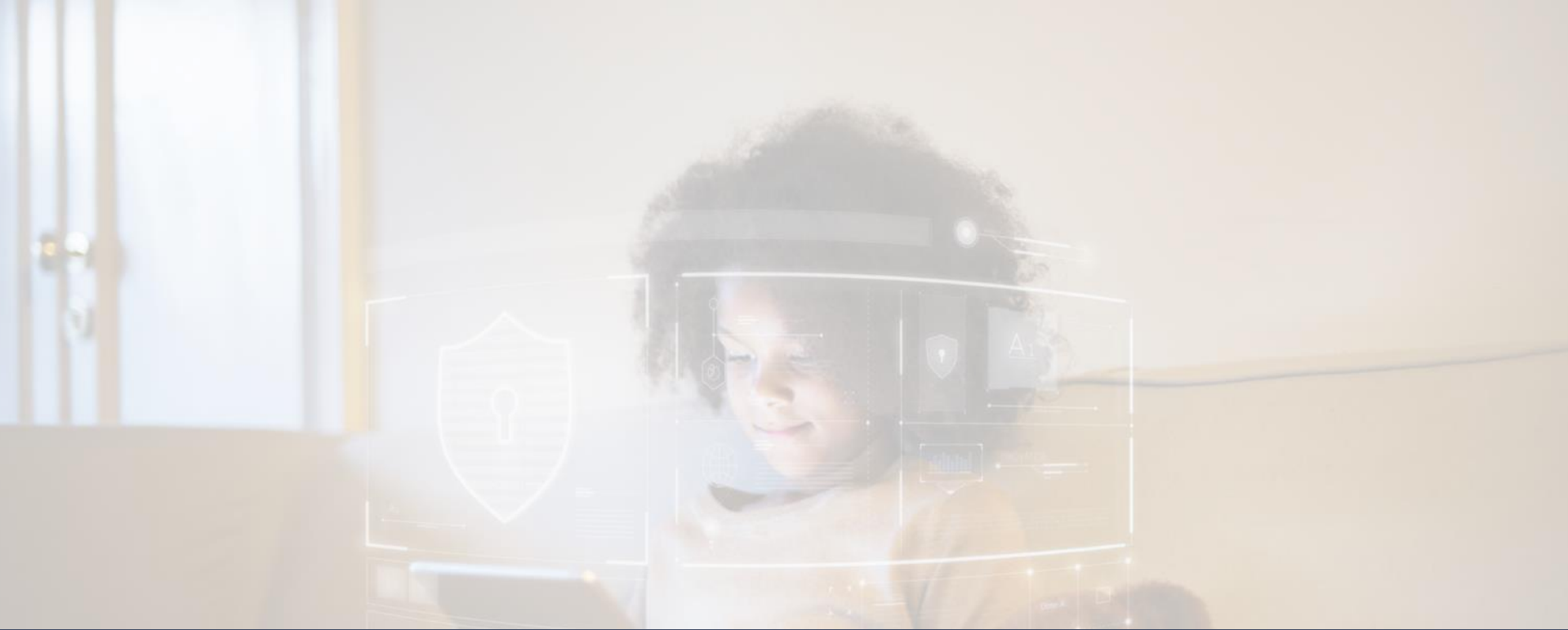
% Should do more	Congress (Q9)	Social media companies (Q10)
All voters	75%	83%
Gender/age		
Men	75%	83%
Men 18-44	72%	78%
Men 45-64	73%	85%
Men 65+	82%	90%
Women	75%	84%
Women 18-44	72%	80%
Women 45-64	75%	85%
Women 65+	81%	91%
Party ID		
Republicans	75%	82%
Democrats	77%	86%
Independents/others	71%	81%
2020 vote for President		
Trump	76%	83%
Biden	75%	86%
Don't know/other	69%	73%
Kids in household		
No	75%	86%
Yes, under 18	77%	84%

SUPPORT FOR PASSING LAWS TO PUT RESPONSIBLE SAFEGUARDS IN PLACE

“Do you support or oppose the government passing laws to put responsible safeguards in place to protect children and teens online?” (Q11)

There is near-universal support for passing laws for responsible safeguards, even among both Trump (87% support) and Biden voters (90% support).





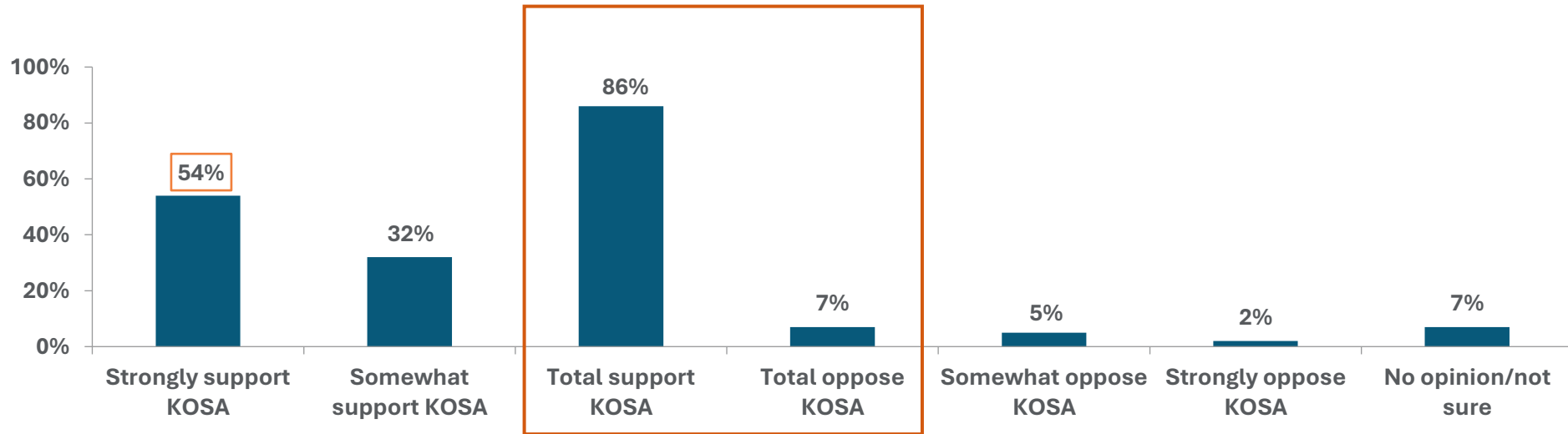
KOSA

VOTERS STRONGLY SUPPORT KOSA

“As you may know, the Kids Online Safety Act, or KOSA, would require social media platforms to protect minors from online harms, such as the promotion of eating disorders, suicide, substance abuse, and sexual exploitation. And it would impose penalties on companies whose design features expose children to these types of harmful content on their platforms.

This legislation would also provide children and parents with new safeguards and controls to protect themselves online, and a place to report harms to social media platforms.

After reading this, do you support or oppose the Kids Online Safety Act, or KOSA?” (Q12)

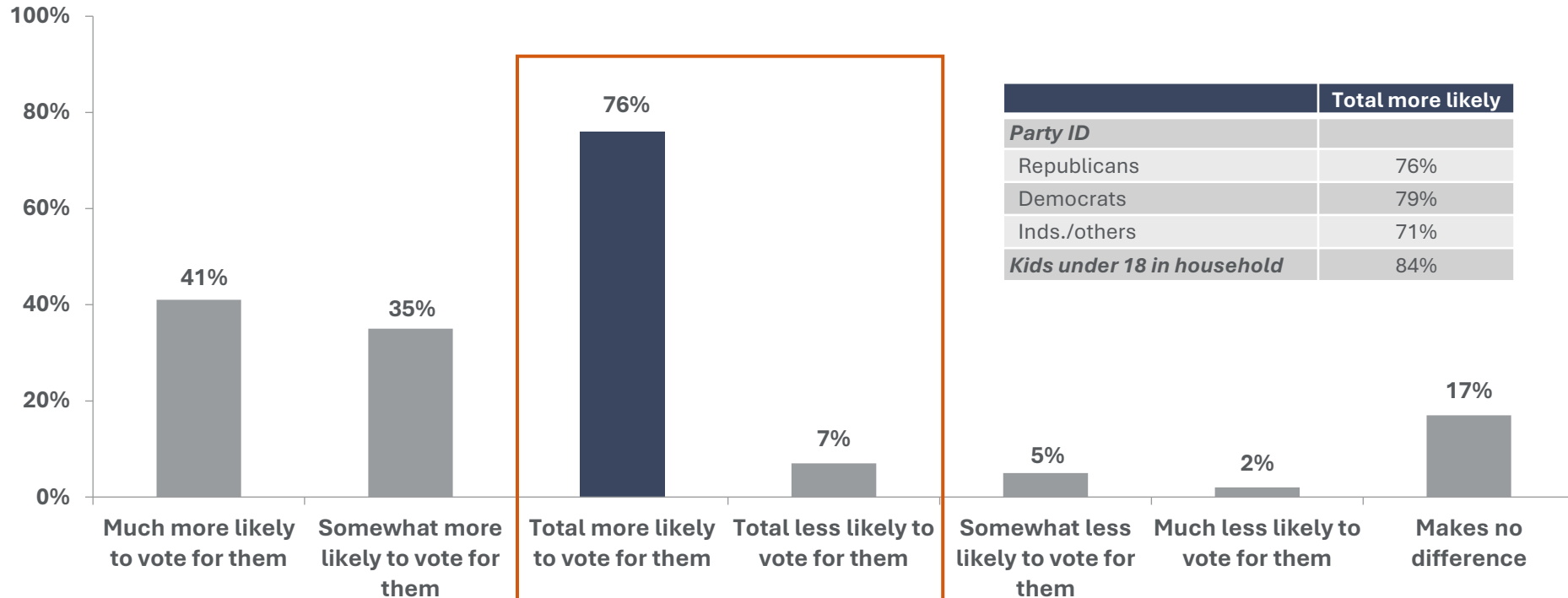


KOSA SUPPORT: KEY SUBGROUPS

	Support	Oppose	Net support
All voters	86%	7%	+79%
Gender/age			
Men	85%	8%	+77%
Men 18-44	84%	9%	+75%
Men 45-64	84%	8%	+76%
Men 65+	89%	6%	+83%
Women	87%	6%	+81%
Women 18-44	85%	7%	+78%
Women 45-64	87%	6%	+81%
Women 65+	90%	4%	+86%
Party ID			
Republicans	87%	8%	+79%
Democrats	88%	5%	+83%
Independents/others	82%	9%	+73%
2020 vote for President			
2020 Trump Voters	87%	7%	+80%
2020 Biden Voters	88%	5%	+83%
Don't know/other	70%	14%	+56%
Kids in household			
No	86%	8%	+78%
Yes, under 18	89%	5%	+84%

KOSA VOTING IMPACT

“And thinking about your own U.S. Representative to Congress, would you be more likely or less likely to vote for them if you knew they supported the Kids Online Safety Act, or KOSA? If it makes no difference to you, choose that option.” (Q13)

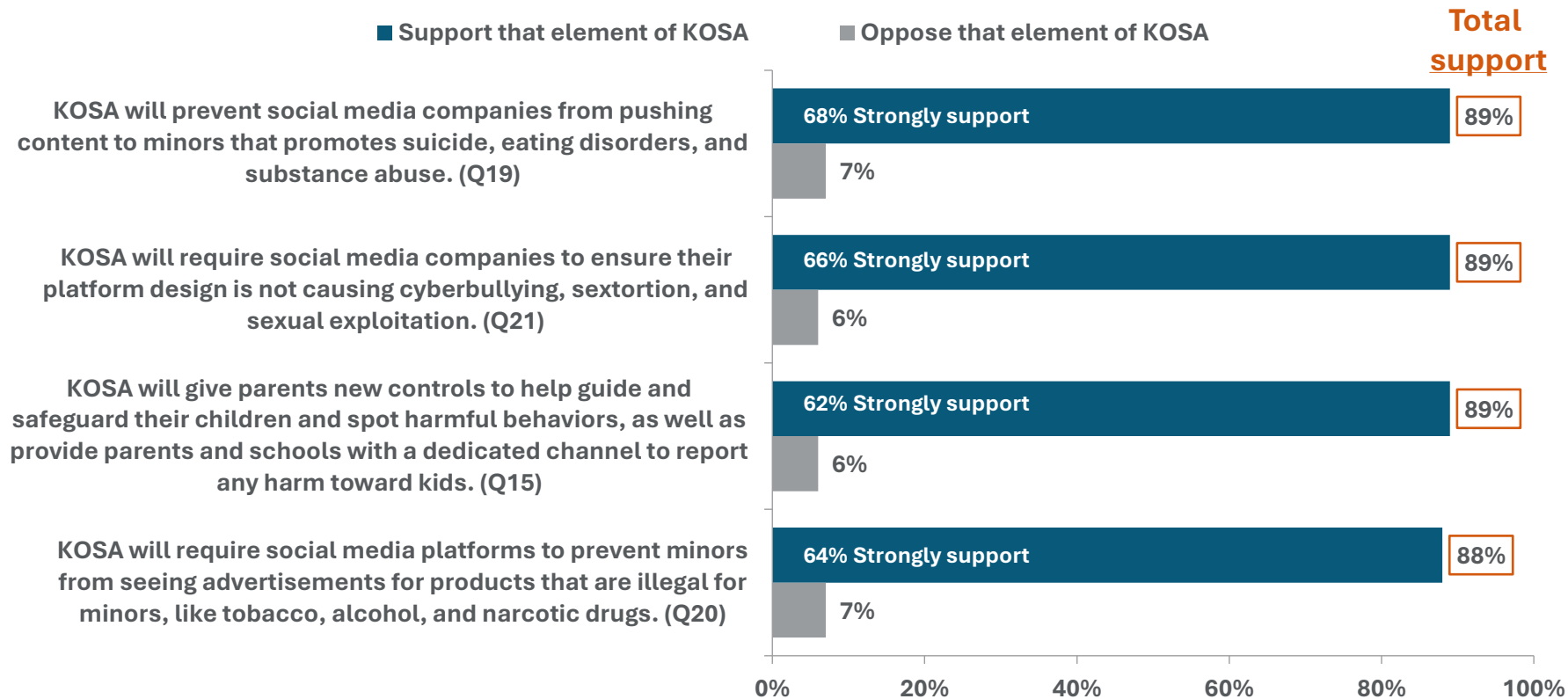




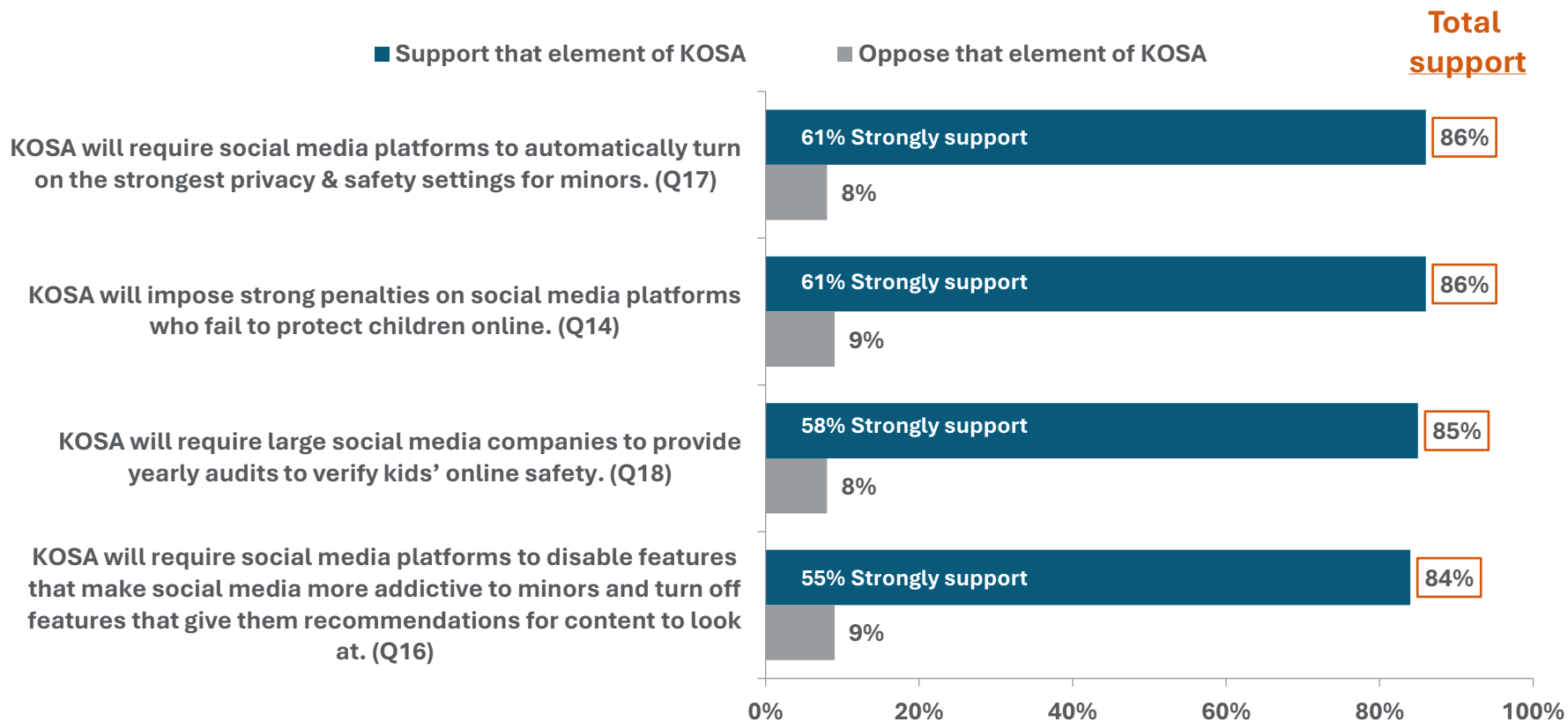
KOSA ELEMENTS

KOSA ELEMENTS

“Now here are some of the things the Kids Online Safety Act will do to protect children and teens on social media. After each statement, please indicate if you support or oppose that element of the Kids Online Protection Act, or KOSA.”



KOSA ELEMENTS (2)



KEY TAKEAWAYS



KEY TAKEAWAYS

There is widespread and deep bipartisan support for Congressional action to protect the safety of children online, with most voters (86%) supporting KOSA.

Voters believe it is important for the President and Congress to take action to address the impact of social media on children and teens because:

- Child/teen mental health is viewed as a universal problem today (93% very/somewhat serious problem).
- Most think that social media has made child/teen mental health worse (67% worse today than 15 years ago).

There is widespread support for government taking action.

- Large majorities believe the internet is not safe (59%) and Congress should do more to protect child/teen safety on social media (75%).
- Nearly nine-in-ten (88%) say the government should pass laws to put responsible safeguards in place.

KEY TAKEAWAYS (2)

Support for KOSA is widespread, deep, and spans party.

- Nearly nine-in-ten voters (86%) support KOSA, with 54% supporting it strongly. Fully 88% of Democrats, 87% of Republicans and 82% of Independent voters are supportive.
- Three-in-four (76%) are more likely to vote for a U.S. Congressional Representative who supports KOSA, with Republicans (76%) and Democrats (79%) closely aligned.
- All KOSA elements test extremely well, with anywhere from 84% to 89% of voters supporting each one.



HANS KAISER AND
ASSOCIATES