



Accountable Tech Frequency Questionnaire

May 28-June 3, 2021
1000 Parents of School Aged Children

Q.5¹ The following questions are for statistical purposes only. Are you the parent or guardian of any children 18 years of age or younger?

	Total
Yes, living at home	98
Yes, not living at home	2
No.....	-
Not sure	-
(ref:KIDS)	

Q.6 How many children do you have under 18?

	Total
None.....	-
One.....	43
Two	38
Three.....	12
Four.....	5
Five or more.....	2
Combined Gender of Children	Total
Any sons	75
Any daughters	69
Only sons.....	31
Only daughter	25
Sons and daughters.....	44
(ref:NUMKIDS)	

¹ Accountable Tech and GQR conducted a 20-minute online survey among 1,000 parents of school aged children nationwide from May 28th to June 3rd, 2021. Respondents were contacted from a panel sample of nationwide registered voters. Because the sample is based on those who initially self-selected for participation in the panel rather than a probability sample, no estimates of sampling error can be calculated.

Q.7 Now below, please enter the number of children you have for each gender. For example, if you only have one son, you can put 1 next to male children and 0 next to female children and non-binary children.

	0	1	2	3	4	5	6 or more	Total Kids
7 Male children.....	25	54	16	4	1	0	1	75
8 Female children	31	51	13	3	1	1	0	69
9 Non-binary children..... (ref:KIDGEND)	98	1	0	.	-	0	0	2

Q.10 what grade will your children be entering this fall? Please select all that may apply if you have more than one child.

	Total
Too young to be in school	9
Pre-school 3 or 4	8
Kindergarten	10
1st grade	14
2nd grade	13
3rd grade.....	12
4th grade.....	14
5th grade.....	8
6th grade.....	12
7th grade.....	14
8th grade.....	13
9th grade.....	14
10th grade.....	12
11th grade.....	10
12th grade.....	11
Not sure	-
K-4	45
5-8	41
High School (ref:GRADE)	41

Q.11 Are you registered to vote?

	Total
Yes.....	91
No.....	8
Not sure	1
(ref:SCREEN1)	

Q.12 How often do you use any of the following social media platforms? If you do not use that social media platform, please indicate so.

	Multi per Day	Once a Day	Few Times Week	Few Times Month	Less than Month	Do Not Use	Not Sure	Daily or more	Weekly or more	Total Yes
12 Facebook	52	18	9	5	3	13	0	70	79	86
13 Youtube	40	17	20	8	6	10	0	56	77	90
14 Instagram	28	12	13	8	7	33	0	39	53	67
15 Twitter	17	11	11	8	6	49	0	27	38	51
16 TikTok	17	10	10	5	5	52	0	27	37	48
17 Snapchat.....	15	10	11	8	6	51	0	24	35	49
18 Whatsapp	14	7	7	5	7	59	0	21	28	40
19 Pinterest.....	9	10	15	16	12	38	0	19	34	62
20 Reddit	8	8	14	8	9	54	0	16	30	46
21 LinkedIn	6	7	12	12	11	51	0	14	25	48
22 Twitch..... (ref:SOCMEDIA)	5	5	9	6	4	71	0	10	19	29

Q.23 Now thinking about your child or your children. How often do your children use any of the following social media platforms, whether it is their own account or a parent or other adult's account? If they do not use that social media platform, please indicate so.

	Multi per Day	Once a Day	Few Times Week	Few Times Month	Less than Month	Do Not Use	Not Sure	Daily or more	Weekly or more	Total Yes
23 YouTube	47	14	17	6	3	10	3	62	79	87
24 Facebook	27	11	8	6	2	42	4	38	46	54
25 TikTok	23	10	10	5	3	43	6	33	43	51
26 Instagram	21	10	11	7	3	43	5	32	43	52
27 Snapchat.....	17	10	10	6	3	47	6	27	38	47
[500 Respondents]										
28 (SPLIT A) Roblox.....	12	8	13	12	3	46	7	20	33	47
29 Twitter	9	7	9	5	3	60	7	16	25	33
30 Reddit	5	5	8	5	3	64	10	10	19	27
31 Whatsapp	9	6	8	3	4	61	10	14	22	29
32 Twitch.....	7	6	9	4	3	63	9	13	21	28
[500 Respondents]										
33 (SPLIT B) Discord..... (ref:SOCMKID)	8	3	6	5	2	63	13	11	17	23

[704 Respondents]

Q.34 (IF PUNCHES 3-10 in GRADE) Thinking about your younger children, do they have their own social media accounts or do they use a parent or another adult's account?

	Total
Child has their own account.....	43
Child uses an adult's account	50
Child uses an older sibling's account.....	6
Not sure	1
Total Other account.....	56
(ref:OWNYNGR)	

[498 Respondents]

Q.35 (IF PUNCHES 11-15 in GRADE) Thinking about your teenage children, do they have their own social media accounts or do they use a parent or another adult's account?

	Total
Child has their own account.....	81
Child uses an adult's account	15
Child uses an older sibling's account.....	3
Not sure	1
 Total Other account.....	 18
(ref:OWNTEEN)	

Q.36 Now thinking about children's social media use, for you personally, what age do you think it's appropriate for children to start using their own social media accounts?

	Total
1	2
2	2
3	1
4	0
5	1
6	2
7	1
8	2
9	1
10	7
11	2
12	13
13	15
14	13
15	14
16	13
17	2
18	6
Over 18.....	1
(No answer).....	-
 Under 10.....	 12
10 - 12.....	22
13	15
14 - 15.....	27
16 or older	22
(ref:SMKIDAGE)	

Q.37 Below is a list of activities your child or children could do on social media platforms. Please indicate what activities your child has done on social media and you may select all that apply.

	Total
Playing video games	65
Viewing educational content	59
Messaging friends on social media	59
Watching video game streamers or content about video games.....	57
Watching unboxing videos or other children playing with toys.....	42
Viewing fashion content.....	30
Watching makeup videos	28
Viewing content of people's meals or people eating	25
Responding to a stranger's message on social media	9
Not sure	0
(ref:SOCMACT)	

Q.38 Since the pandemic started over a year ago, has your child been spending more time or less time on social media?

	Total
Much more time	22
Somewhat more time	31
The same amount of time as before	40
Somewhat less time	3
Much less time	3
Not sure	-
Total More time	54
Total Less time	6
More - Less	48
(ref:PNDSMCHG)	

[500 Respondents]

Q.39 (SPLIT A) Regardless of your views on social media, could you please write some positive effects of social media on your children?

	Total
SOCIAL	46
Socializing with family	11
Socializing with other children	25
Finding people.....	8
Long distance socializing	9
Safe and social.....	5
Social skills.....	7
Other - social	1
EDUCATION	27
Educational videos or sites	8
Learning new skills	8
Creativity	3
General education.....	8
Other - education	1
BEHAVIOR	21
Keeps them curious.....	13
An outlet for children	2
Grows confidence	2
Something to do.....	4
GENERAL POSITIVE	4
OTHER	4
DON'T KNOW	2
NOTHING POSITIVE/NONE/REFUSED	12
(ref:SMPOSOE)	

[500 Respondents]

Q.40 (SPLIT B) Regardless of your views on social media, could you please write some negative effects of social media on your children?

	Total
Addicted to the phone	23
Predators.....	13
Bullying.....	13
Poor social skills	12
Not physically active.....	11
Adult content	10
False information	7
Competition	5
Eye strain.....	4
Poor mental health	4
Body shaming.....	3
Poor behavior.....	3
Bad moods	3
Bad language.....	2
Consumerism	1
Violent content	1
General negative.....	4
Other.....	3
Don't Know.....	1
Nothing Negative/None/Refused	10
(ref:SMNEGOE)	

Q.41 Have you noticed any of these changes in behavior with your children recently that you blame at least partially on their use of social media?

	Yes	No	Not Sure
41 Refusing to get off devices or trying to sneak extra screen time.....	44	56	0
42 Being distracted or trouble staying focused.....	40	60	-
43 Eating more	24	76	.
44 More reserved and withdrawn.....	24	76	1
45 Increased anxiety.....	24	76	1
46 Making more mean and hurtful comments.....	23	77	-
47 Acting more physically aggressive	20	80	-
48 Eating less.....	18	82	0
49 Acting more sexually mature.....	17	83	0

(ref:SMKIDBEH)

Q.50 Do you feel you have control over your child's use of social media?

	Total
Yes, a lot of control	49
Yes, some control.....	36
No, not much control.....	13
No, no control at all.....	2
Not sure	-
Total No	15

(ref:CNTRLSM)

Q.51 Do you monitor or supervise your children's social media accounts

	Total
Yes, constantly	51
Yes, sometimes	33
Yes, rarely.....	10
Never.....	6
Not sure	-
 Constantly/Sometimes	 84
Total Yes	94
(ref:KSMMONIT)	

Q.52 Are you concerned about how much time your children spend on social media?

	Total
Extremely concerned	21
Very concerned	18
Somewhat concerned	28
A little concerned	17
Not concerned at all.....	16
Not sure	-
 Extremely/Very	 39
Total concerned	84
(ref:TMCNCN)	

Q.53 Do you limit the amount of time your child or children can spend on social media platforms?

	Total
Yes.....	66
No.....	17
I try, but not always successfully	17
Not sure	-
 Yes/Try.....	 83
(ref:LIMITSM)	

Q.54 On any given day, how long does your child spend on social media platforms a day, both supervised and unsupervised?

	Total
Less than an hour	22
One or two hours	42
Three or four hours	26
Five or six hours	6
Seven or eight hours	1
More than eight hours a day	3
Not sure	-
Up to 2 hours	64
3 to 6 hours.....	32
7 or more hours	4
(ref:SMTIME)	

Q.55 Do you have any other restrictions or limitations placed on devices your child or children use that prevents them from using social media platforms?

	Total
Yes.....	57
No.....	43
Not sure	0
(ref:RSTCTSM)	

Q.56 Now for something different, Below are pairs of statements about children on social media. Please indicate which statement comes closest to your own view, even if neither is exactly right.

	1st Stmt Much	1st Stmt Smwt	2nd Stmt Smwt	2nd Stmt Much	Both	Nei-ther	DK/ Ref	Total 1st Stmt	Total 2nd Stmt	1st - 2nd
56 Social media giants should build better products for children -OR- Social media giants should stay away from the children's marketplace altogether.....	23	30	22	25	-	0	-	53	47	5

[500 Respondents]

57 (SPLIT D) If YouTube is building apps specifically designed for young children, it's most likely to create a better and safer experience for kids -OR- If YouTube is building apps specifically designed for young children, it's most likely to get them hooked on YouTube products early.....	22	28	28	21	-	-	-	51	49	2
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58 Social media is safer for my child's well-being than other dangerous products like Juul e-cigarettes -OR- Social media is just as dangerous for my child's well-being as products like Juul e-cigarettes.....	19	29	27	24	0	.	-	48	52	-3
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[500 Respondents]

59 (SPLIT C) If Facebook and Instagram are building apps specifically designed for young children, it's most likely to create a better and safer experience for kids

-OR-

If Facebook and Instagram are building apps specifically designed for young children, it's most likely to get them hooked on Facebook

products early. 18 26 26 30 - - - **43 57 -13**

60 During the pandemic, I felt grateful for social media keeping my child entertained, even if there may be risks

-OR-

I felt concerned about my child's use of social media, even if it kept them

entertained..... 11 29 31 29 0 - - **40 60 -20**

[500 Respondents]

61 (SPLIT D) I trust YouTube to prioritize my child's safety over corporate profits

-OR-

I think YouTube cares more about corporate profits than about my child's safety.....

12 24 29 35 0 0 - **36 63 -27**

[500 Respondents]

62 (SPLIT C) I trust Facebook to prioritize my child's safety over corporate profits

-OR-

I think Facebook cares more about corporate profits than about my child's safety.....

9 17 25 49 - 0 - **26 74 -48**

(ref:SMPARBAT)

Q.63 Below is a list of policies that have been proposed to better protect children and teens online. Please indicate if you support or oppose each policy.

	Strng Supp	Smwt Supp	Smwt Opp	Strng Opp	DK/ Ref	Total Supp	Total Opp	Supp - Opp
63 Prohibiting companies from collecting teenagers' personal data without their consent.....	68	21	8	3	-	89	11	78
64 Prohibiting platforms from pushing kids to make in-app purchases	66	23	8	3	-	89	11	79
65 Banning platforms from collecting personal information about kids' bodies, like face scans, fingerprints, and DNA	65	24	8	4	-	89	11	78
66 Banning the practice of tracking and targeting kids and teens with ads based on their behavioral profiles	61	28	8	4	-	88	12	76
[500 Respondents]								
67 (SPLIT D) Banning autoplay for videos that haven't been vetted by human reviewers for appropriateness	59	28	10	3	-	87	13	74
[500 Respondents]								
68 (SPLIT C) Removing all advertisements and sponsorships in children's content	54	33	11	3	-	87	13	73
[500 Respondents]								
69 (SPLIT D) Banning badges that reward kids and teens for increasing their time spent on a platform.....	53	32	9	6	-	84	16	69
[500 Respondents]								
70 (SPLIT C) Limiting push alerts and notifications designed to increase kids' and teens' engagement.....	53	35	8	5	-	87	13	74
[500 Respondents]								
71 (SPLIT C) Requiring that autoplay be turned off by default on platforms with video content aimed at kids	51	35	12	2	1	86	14	72

	Strng Supp	Smwt Supp	Smwt Opp	Strng Opp	DK/ Ref	Total Supp	Total Opp	Supp - Opp
72 Requiring that automated recommendation for accounts, groups, or pages be turned off by default	50	36	10	5	0	86	14	71
73 Eliminating public "like" counts on kids' and teens' posts	49	34	13	4	0	83	17	66
[500 Respondents]								
74 (SPLIT D) Influencers creating sponsored posts aimed at children	30	33	22	15	0	63	37	27
(ref:YTKPOLBT)								

Q.75 Now below is a list of issues that might concern a parent or guardian whose child uses or has access to social media. For each one, please indicate how concerning each of the following issues are to you?

	Extr Conc	Very Conc	Smwt Conc	Not Very Conc	Not at All Conc	Not Sure	Extr/ Very Conc	Total Conc
75 Meeting child predators or pedophiles online	61	21	11	6	2	-	82	92
76 Receiving unwanted inappropriate pictures and videos	57	22	15	4	2	-	79	94
[500 Respondents]								
77 (SPLIT B) Posting inappropriate pictures of others	55	19	15	8	3	-	74	89
78 Cyberbullying from strangers	53	24	16	5	2	-	77	93
[500 Respondents]								
79 (SPLIT A) Sharing inappropriate pictures of themselves with others	50	26	15	6	4	-	76	91
80 Exposure to violent content	48	28	16	6	2	-	75	91
81 Exposure to hate speech	47	26	18	6	3	-	73	91
82 Cyberbullying from friends	46	23	20	8	3	-	70	89
83 Cyberbullying others	46	21	17	10	5	0	67	84

	Extr Conc	Very Conc	Smwt Conc	Not Very Conc	Not at All Conc	Not Sure	Extr/ Very Conc	Total Conc
84 Exposure to activities you do not approve of.....	45	31	17	5	2	-	75	92
85 Exposure to radical content like terrorism	45	27	18	7	3	-	72	90
86 Mental health like anxiety or depression	45	25	21	7	3	-	69	90
87 The use of facial recognition software	44	26	20	9	2	-	69	89
88 Exposure to disordered eating and body image issues	42	25	21	9	4	-	67	88
89 Spending too much time online	40	30	21	7	2	-	70	91
(ref:SMISSBAT)								

Q.90 Now please read the list below and of the following please pick two issues that concern you most as a parent or guardian about your child or children on social media?

	Total
Meeting child predators or pedophiles online	38
Exposure to sexual content	28
Receiving unwanted inappropriate pictures and videos	17
Cyberbullying from friends.....	14
Cyberbullying from strangers.....	13
[500 Respondents]	
(SPLIT A) Sharing inappropriate pictures of themselves with others	13
Mental health like anxiety or depression	12
Spending too much time online	12
Exposure to violent content	11
[500 Respondents]	
(SPLIT B) Posting inappropriate pictures of others.....	9
The use of facial recognition software	8
Exposure to activities you do not approve of.....	8
Exposure to hate speech.....	7
Exposure to radical content like terrorism	7
Cyberbullying others	6
Exposure to disordered eating and body image issues	4
Other.....	1
All of these	1
None of these.....	0
Not sure	-
(ref:SMISSUES)	

Q.91 How much do you blame Big Tech companies like Facebook (which owns Instagram and WhatsApp) and Google (which owns YouTube) for issues affecting children on social media?

	Total
Completely blame	25
Somewhat blame	54
A little blame	16
Not blame at all.....	5
Not sure	-
 Completely/Somewhat	 79
Total Blame	95
(ref:SMBLAMKD)	

Q.92 Do you trust Big Tech companies like Facebook (which owns Instagram and WhatsApp) and Google (which owns YouTube) to enforce the necessary policies to protect children on their platforms?

	Total
Strongly trust.....	10
Somewhat trust.....	34
Somewhat do not trust	31
Strongly do not trust	26
Not sure	-
Total Trust.....	43
Total Do not trust.....	57
Trust-Do not trust.....	-13
(ref:SMTRUST)	

Q.93 Do you think Big Tech companies like Facebook (which owns Instagram and WhatsApp) and Google (which owns YouTube) have done enough to protect children or do you think they need to do more?

	Total
Done enough, strongly.....	5
Done enough, somewhat.....	14
Need to do more, somewhat	41
Need to do more, strongly	40
Not sure	-
Total Done enough.....	19
Total Need to do more	81
Done enough-Need to do more	-62
(ref:SMPRKID)	

Q.94 As you may know, the last time the federal government passed laws to protect children's privacy online was over two decades ago. Do you support or oppose updating those protections?

	Total
Strongly support.....	61
Somewhat support.....	32
Somewhat oppose	5
Strongly oppose	2
Not sure	-
Total Support	93
Total Oppose.....	7
Support - Oppose	86
(ref:FDSOCMED)	

Q.95 Do you think government is doing enough to protect kids and teens online?

	Total
Yes, strongly	9
Yes, somewhat	24
No, somewhat	33
No, strongly	35
Not sure	0
Total Yes	32
Total No	67
Yes-No	-35
(ref:FDPROT)	

Q.96 As you may know, Facebook conducted internal research on social media's harmful effects on children's mental health, but have refused to publicize the findings. Do you think Facebook should publicize the research on social media's harmful effects on children's mental health?

	Total
Yes, strongly	59
Yes, somewhat	31
No, somewhat	6
No, strongly	3
Not sure	0
Total Yes	90
Total No	9
Yes-No	81
(ref:FBRSRCH)	

Q.97 As you may have heard, sometimes parents have had bad experiences involving their children's usage of social media. We are interested in learning more about those experiences. Would you mind sharing in as much detail as possible if you have experienced or heard of a friend or family member having had a bad experience of their child using social media. If at all possible, please include information about the platform used, the type of content, and the type of interaction. Please feel free to write as much as you want.

<i>See PDF</i>	Total
(ref:SMHORR)	

Q.98 Finally, the following questions are for statistical purposes only.

What is the last year of schooling that you have completed?

	Total
1 - 11th grade.....	2
High School graduate	19
Non-college post H.S.	2
Some college	32
College graduate	25
Post-graduate school	19
(Not Sure).....	-
(ref:EDUC)	

Q.99 Are you the parent or guardian of a child who attends public school?

	Total
Yes.....	90
No.....	10
Not sure	-
(ref:PUBSCHL)	

Q.100 Are you the parent or guardian of a child who attends private or parochial school?

	Total
Yes.....	21
No.....	79
Not sure	-
Combined School Type	Total
Any public.....	90
Any private	21
Only public	74
Only private.....	6
Both.....	15
(ref:PRIVSCHL)	

Q.101 What is your current marital status?

	Total
Married	69
Living with partner	9
Single.....	13
Separated/Divorced	6
Widowed	3
(Not Sure).....	-
(ref:MARITAL)	

Q.102 What is your race?

	Total
White	57
African American or Black	11
Hispanic or Latino.....	21
Asian or Pacific Islander	8
American Indian or Native American	1
Other	1
Prefer not to say.....	0
(ref:RACE)	

Q.103 As you may know, there was an election for President, Governor, U.S. Senate, U.S. Congress, and state and local offices in November 2020. Many people weren't able to vote as some had to work or were otherwise unable to. How about you? Were you able to vote or for some reason were you unable to vote in the November election?

	Total
Voted.....	86
Did not vote	14
Can't remember/Don't know	-
(ref:VOTE20)	

Q.104 Generally speaking, do you think of yourself as a(n):

	Total
Strong Democrat	25
Weak Democrat	13
Independent-lean Democrat.....	8
Independent.....	15
Independent-lean Republican	8
Weak Republican	11
Strong Republican	20
(Not Sure).....	-
(ref:PTYID1)	

[860 Respondents]

Q.105 (ONLY IF THEY VOTED IN VOTE20) Now thinking again about the November general election for President, which candidate did you vote for? Your responses to the poll are completely anonymous.

	Total
Democrat Joe Biden	52
Republican Donald Trump.....	45
Libertarian Jo Jorgenson	2
Another candidate	1
Not sure	-
 Biden - Trump	 7
(ref:RECALL20)	

Q.106 When it comes to your vote for (CANDIDATE IN RECALL20), did you strongly support him or did you have mixed feelings about supporting him?

	Total
Strongly supported Biden.....	31
Not strongly supported Biden	13
Not strongly supported Trump.....	14
Strongly supported Trump	25
Libertarian Jo Jorgenson	2
Another candidate	1
Not sure	-
(ref:PRZ20SUP)	

Q.107 In general, how would you describe your own political viewpoint?

	Total
Very liberal	9
Liberal	16
Moderate	41
Conservative.....	22
Very conservative.....	12
Not sure	-
 Total Liberal	 25
Moderate.....	41
Total Conservative.....	34
(ref:IDEO5)	

Q.108 Thinking about religion, which one of these best describes yourself?

	Total
Evangelical Christian	23
Non-evangelical Protestant.....	19
Observant Catholic.....	11
Non-observant Catholic	9
Jewish.....	1
Muslim	1
No religious affiliation	29
Other.....	5
Prefer not to say.....	2
(ref:RELIG4)	

Q.109 For statistical purposes only, which of these categories best describes your total household income last year, that is in 2020?

	Total
Less than \$10,000	3
\$10,000 to \$19,999	5
\$20,000 to \$29,999	8
\$30,000 to \$49,999	13
\$50,000 to \$74,999.....	16
\$75,000 to \$99,999.....	16
\$100,000 to \$149,999.....	21
\$150,000 to \$199,999.....	9
\$200,000 or more	6
Prefer not to say.....	2
Under \$50K.....	29
\$50K or more	69
(ref:INCOME)	

Q.3 What is your gender?

	Total
Male	45
Female.....	55
Non-binary	0
(ref:GENDER)	

Q.4 In what year were you born?

	Total
18 - 24	4
25 - 29	10
30 - 34	16
35 - 39	22
40 - 44	19
45 - 49	11
50 - 54	6
55 - 59	6
60 - 64	3
65 and over	4
(No answer).....	0
(ref:AGE)	