

From April 15 to 23, 2022, Data for Progress conducted a survey of 951 likely voters in California using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, geography, and voting history. Respondents were grouped by region based on self-identified county. The survey included an oversample of the Bay Area region. The survey was conducted in English. The margin of error is ±3 percentage points.

NB: subgroups with a n-size less than 50 (<50) are not shown on these cross-tabs. We choose not to display N<50 subgroups because the sample is too small to have statistical significance. We did, however, take samples of these subgroups for representational and weighting purposes to accurately reflect the electorate makeup. Some values may not add up to 100 due to rounding.

N=951 unless otherwise specified.

[1] Which of the following effects of social media use on children are concerning to you? Select all that apply.

— Stress or anxiety

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	Asian	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Greater Sacramento	Northern CA	Southern CA	Parent	Not a parent
Selected	53	51	51	60	61	45	54	53	43	58	48	58	57	57	58	51	50	54
Not selected	47	49	49	40	39	55	46	47	57	42	52	42	43	43	42	49	50	46
Weighted N	951	486	219	246	505	446	387	564	104	536	277	106	89	69	120	553	191	755

[2] Which of the following effects of social media use on children are concerning to you? Select all that apply.

— Sadness or depression

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	Asian	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Greater Sacramento	Northern CA	Southern CA	Parent	Not a parent
Selected	53	50	54	57	57	47	54	52	35	57	53	59	54	49	59	51	54	52
Not selected	47	50	46	43	43	53	46	48	65	43	47	41	46	51	41	49	46	48
Weighted N	951	486	219	246	505	446	387	564	104	536	277	106	89	69	120	553	191	755

[3] Which of the following effects of social media use on children are concerning to you? Select all that apply.

— Low self-esteem

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	Asian	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Greater Sacramento	Northern CA	Southern CA	Parent	Not a parent
Selected	55	54	57	55	62	47	56	54	40	60	53	64	53	55	63	52	51	56
Not selected	45	46	43	45	38	53	44	46	60	40	47	36	47	45	37	48	49	44
Weighted N	951	486	219	246	505	446	387	564	104	536	277	106	89	69	120	553	191	755

[4] Which of the following effects of social media use on children are concerning to you? Select all that apply.

— Isolation or loneliness

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	Asian	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Greater Sacramento	Northern CA	Southern CA	Parent	Not a parent
Selected	52	49	53	55	59	44	46	56	44	56	50	56	38	51	59	52	46	53
Not selected	48	51	47	45	41	56	54	44	56	44	50	44	62	49	41	48	54	47
Weighted N	951	486	219	246	505	446	387	564	104	536	277	106	89	69	120	553	191	755

[5] Which of the following effects of social media use on children are concerning to you? Select all that apply.

— Pressure to live up to unrealistic standards

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	Asian	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Greater Sacramento	Northern CA	Southern CA	Parent	Not a parent
Selected	62	63	63	59	71	52	57	66	49	67	61	65	63	57	70	61	56	64
Not selected	38	37	37	41	29	48	43	34	51	33	39	35	37	43	30	39	44	36
Weighted N	951	486	219	246	505	446	387	564	104	536	277	106	89	69	120	553	191	755

[6] Which of the following effects of social media use on children are concerning to you? Select all that apply.

— Unhappiness with their body or appearance

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	Asian	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Greater Sacramento	Northern CA	Southern CA	Parent	Not a parent
Selected	62	61	69	59	71	53	62	63	49	69	58	78	54	51	70	60	60	63
Not selected	38	39	31	41	29	47	38	37	51	31	42	22	46	49	30	40	40	37
Weighted N	951	486	219	246	505	446	387	564	104	536	277	106	89	69	120	553	191	755

[7] Which of the following effects of social media use on children are concerning to you? Select all that apply.

— Lack of sleep

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	Asian	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Greater Sacramento	Northern CA	Southern CA	Parent	Not a parent
Selected	46	45	49	46	50	41	46	46	42	46	46	53	51	42	56	42	47	46
Not selected	54	55	51	54	50	59	54	54	58	54	54	47	49	58	44	58	53	54
Weighted N	951	486	219	246	505	446	387	564	104	536	277	106	89	69	120	553	191	755

[8] Which of the following effects of social media use on children are concerning to you? Select all that apply.

— Distracting from schoolwork or other activities

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	Asian	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Greater Sacramento	Northern CA	Southern CA	Parent	Not a parent
Selected	61	59	65	61	65	56	54	66	66	62	56	65	61	44	71	60	58	62
Not selected	39	41	35	39	35	44	46	34	34	38	44	35	39	56	29	40	42	38
Weighted N	951	486	219	246	505	446	387	564	104	536	277	106	89	69	120	553	191	755

[9] Which of the following effects of social media use on children are concerning to you? Select all that apply.

— Addiction or unhealthy attachment to the screen or social media

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	Asian	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Greater Sacramento	Northern CA	Southern CA	Parent	Not a parent
Selected	68	66	68	69	71	63	62	71	65	68	70	69	71	62	68	67	61	69
Not selected	32	34	32	31	29	37	38	29	35	32	30	31	29	38	32	33	39	31
Weighted N	951	486	219	246	505	446	387	564	104	536	277	106	89	69	120	553	191	755

[10] Which of the following effects of social media use on children are concerning to you? Select all that apply.

— Exposure to bullying, harassment, or hate speech

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	Asian	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Greater Sacramento	Northern CA	Southern CA	Parent	Not a parent
Selected	70	71	75	65	76	64	71	70	64	73	72	75	69	54	77	70	65	71
Not selected	30	29	25	35	24	36	29	30	36	27	28	25	31	46	23	30	35	29
Weighted N	951	486	219	246	505	446	387	564	104	536	277	106	89	69	120	553	191	755

[11] Which of the following effects of social media use on children are concerning to you? Select all that apply.

— Exposure to adults that may be predators

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	Asian	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Greater Sacramento	Northern CA	Southern CA	Parent	Not a parent
Selected	68	67	72	66	75	59	62	71	58	72	66	71	62	63	74	68	60	70
Not selected	32	33	28	34	25	41	38	29	42	28	34	29	38	37	26	32	40	30
Weighted N	951	486	219	246	505	446	387	564	104	536	277	106	89	69	120	553	191	755

[12] Which of the following effects of social media use on children are concerning to you? Select all that apply.

— Exposure to graphic imagery or pornography

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	Asian	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Greater Sacramento	Northern CA	Southern CA	Parent	Not a parent
Selected	60	58	58	64	67	52	56	62	51	61	63	61	62	56	59	60	53	62
Not selected	40	42	42	36	33	48	44	38	49	39	37	39	38	44	41	40	47	38
Weighted N	951	486	219	246	505	446	387	564	104	536	277	106	89	69	120	553	191	755

[13] Which of the following effects of social media use on children are concerning to you? Select all that apply.

— I am not concerned by effects of social media on children

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	Asian	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Greater Sacramento	Northern CA	Southern CA	Parent	Not a parent
Selected	3	2	3	4	1	5	4	2	3	2	2	1	3	5	1	3	4	2
Not selected	97	98	97	96	99	95	96	98	97	98	98	99	97	95	99	97	96	98
Weighted N	951	486	219	246	505	446	387	564	104	536	277	106	89	69	120	553	191	755

[14] Do you think large technology companies (such as Google, Facebook, and TikTok) need to do more or less to protect children online, or are they already doing enough?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	Asian	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Greater Sacramento	Northern CA	Southern CA	Parent	Not a parent
Technology companies need to do more to protect children online	82	85	77	82	84	80	75	87	81	85	78	79	82	80	87	82	85	81
Technology companies are already doing enough	10	9	13	11	7	14	15	7	11	8	16	15	11	3	9	11	9	11
Technology companies need to do less to protect children online	2	1	3	3	1	3	4	1	2	2	3	2	0	3	2	2	2	2
Don't know	5	5	7	5	7	3	6	5	6	5	4	4	6	14	2	5	4	6
Weighted N	951	486	219	246	505	446	387	564	104	536	277	106	89	69	120	553	191	755

[15] Below are some practices used by large technology corporations in their online products designed for children. For each, say to what extent you are concerned or not concerned.

— Tracking and collecting detailed information on children's online activity

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	Asian	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Greater Sacramento	Northern CA	Southern CA	Parent	Not a parent
Very concerned	61	60	58	68	68	53	56	65	52	65	55	59	67	57	72	59	68	59
Somewhat concerned	26	28	23	26	22	31	26	26	33	25	29	24	13	39	19	29	20	28
Only a little concerned	9	10	13	4	7	11	12	8	11	7	12	14	17	2	7	9	6	10
Not at all concerned	3	2	7	3	3	4	6	1	3	2	4	3	3	2	2	3	5	3
Weighted N	951	486	219	246	505	446	387	564	104	536	277	106	89	69	120	553	191	755

[16] Below are some practices used by large technology corporations in their online products designed for children. For each, say to what extent you are concerned or not concerned.

— Sharing children's personal data to third parties, including sensitive information

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	Asian	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Greater Sacramento	Northern CA	Southern CA	Parent	Not a parent
Very concerned	76	77	72	79	82	70	68	82	69	79	75	77	74	75	79	76	77	76
Somewhat concerned	16	18	15	13	13	19	21	13	18	15	16	15	21	23	12	16	13	17
Only a little concerned	6	4	7	7	4	8	8	4	11	4	6	8	4	0	6	6	8	5
Not at all concerned	2	1	6	1	1	3	3	2	2	2	2	0	2	2	2	2	3	2
Weighted N	951	486	219	246	505	446	387	564	104	536	277	106	89	69	120	553	191	755

[17] Below are some practices used by large technology corporations in their online products designed for children. For each, say to what extent you are concerned or not concerned.

— Targeting advertisements based on tracking online activity

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	Asian	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Greater Sacramento	Northern CA	Southern CA	Parent	Not a parent
Very concerned	45	45	39	51	51	39	44	46	39	45	46	49	37	43	54	44	48	44
Somewhat concerned	36	37	42	31	33	40	31	40	38	38	34	34	36	47	35	37	36	37
Only a little concerned	11	12	7	13	10	12	12	10	15	13	5	15	17	6	9	11	10	11
Not at all concerned	7	6	12	5	6	8	12	4	7	4	14	3	10	3	3	8	6	8
Weighted N	951	486	219	246	505	446	387	564	104	536	277	106	89	69	120	553	191	755

[18] Below are some practices used by large technology corporations in their online products designed for children. For each, say to what extent you are concerned or not concerned.

— Recommending the most "viral" content to children, even if the content is hateful, discriminatory, or false information

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	Asian	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Greater Sacramento	Northern CA	Southern CA	Parent	Not a parent
Very concerned	64	63	59	69	71	55	55	70	63	69	56	62	59	60	75	62	62	64
Somewhat concerned	26	28	27	22	22	31	29	24	26	22	31	32	25	21	17	28	27	26
Only a little concerned	7	7	5	8	4	10	11	4	11	7	5	4	6	6	7	8	7	7
Not at all concerned	4	2	10	1	3	5	6	2	0	2	8	1	10	13	1	2	4	4
Weighted N	951	486	219	246	505	446	387	564	104	536	277	106	89	69	120	553	191	755

[19] Below are some practices used by large technology corporations in their online products designed for children. For each, say to what extent you are concerned or not concerned.

— Directing users to harmful content, like suggesting accounts about anorexia, self harm, or suicide

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	Asian	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Greater Sacramento	Northern CA	Southern CA	Parent	Not a parent
Very concerned	66	65	62	70	73	58	62	68	66	69	62	69	67	60	70	65	63	66
Somewhat concerned	24	26	25	20	21	29	26	24	24	23	27	19	26	37	21	24	28	24
Only a little concerned	8	8	6	9	5	10	9	7	7	7	9	11	5	1	7	9	5	9
Not at all concerned	2	1	7	1	1	3	3	1	3	1	2	2	2	2	2	2	4	2
Weighted N	951	486	219	246	505	446	387	564	104	536	277	106	89	69	120	553	191	755

[20] Below are some practices used by large technology corporations in their online products designed for children. For each, say to what extent you are concerned or not concerned.

— Making their products and platforms addictive for children

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	Asian	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Greater Sacramento	Northern CA	Southern CA	Parent	Not a parent
Very concerned	62	61	52	70	69	53	57	65	56	65	56	67	61	69	72	57	60	62
Somewhat concerned	29	31	32	22	23	35	31	27	33	26	33	23	30	23	18	33	26	30
Only a little concerned	8	7	9	7	7	9	9	7	10	7	8	8	7	5	9	7	11	7
Not at all concerned	2	1	6	1	1	4	3	1	0	2	3	2	2	3	1	2	3	2
Weighted N	951	486	219	246	505	446	387	564	104	536	277	106	89	69	120	553	191	755

[21] Below are some practices used by large technology corporations in their online products designed for children. For each, say to what extent you are concerned or not concerned.

— Not making internal research on platforms' effects public, including impacts on children's mental health and negative behavior

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	Asian	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Greater Sacramento	Northern CA	Southern CA	Parent	Not a parent
Very concerned	46	48	39	50	53	39	41	50	41	49	46	57	46	43	54	43	44	47
Somewhat concerned	39	41	42	35	36	44	42	38	47	36	42	29	34	39	37	44	45	38
Only a little concerned	9	10	11	8	7	13	10	9	10	11	6	12	9	6	6	10	9	10
Not at all concerned	5	2	9	7	5	5	8	3	2	4	6	3	11	12	4	3	2	5
Weighted N	951	486	219	246	505	446	387	564	104	536	277	106	89	69	120	553	191	755

[22] Below are some practices used by large technology corporations in their online products designed for children. For each, say to what extent you are concerned or not concerned.

— Allowing interactions between children and unknown adults

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	Asian	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Greater Sacramento	Northern CA	Southern CA	Parent	Not a parent
Very concerned	75	74	74	78	82	67	70	78	60	79	73	70	85	71	75	75	70	76
Somewhat concerned	18	21	17	15	15	23	19	18	33	15	20	23	12	27	18	18	21	18
Only a little concerned	4	4	2	5	2	6	5	3	6	4	3	5	2	1	3	5	5	4
Not at all concerned	3	1	7	2	1	4	5	1	1	1	4	2	2	1	4	2	4	2
Weighted N	951	486	219	246	505	446	387	564	104	536	277	106	89	69	120	553	191	755

[23] When thinking about children's safety on the **internet in general**, which of the following statements comes closest to your view, even if neither is exactly right?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	Asian	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Greater Sacramento	Northern CA	Southern CA	Parent	Not a parent
The internet is very safe for children	1	0	1	1	0	1	1	1	1	1	0	0	2	0	2	1	1	1
The internet is somewhat safe for children	14	16	10	12	11	17	13	14	20	15	11	16	12	11	13	14	15	13
The internet is somewhat unsafe for children	50	55	50	43	48	54	52	50	51	48	57	38	47	53	47	54	49	51
The internet is very unsafe for children	33	27	37	42	39	26	32	34	23	33	33	43	36	34	38	30	32	34
Don't know	2	2	2	1	2	1	2	2	4	2	0	2	2	3	1	2	2	2
Weighted N	951	486	219	246	505	446	387	564	104	536	277	106	89	69	120	553	191	755

[24] When thinking about children's safety on **social media**, which of the following statements comes closest to your view, even if neither is exactly right?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	Asian	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Greater Sacramento	Northern CA	Southern CA	Parent	Not a parent
Social media platforms are very safe for children	3	5	2	2	2	4	5	2	6	2	5	4	1	1	3	4	3	3
Social media platforms are somewhat safe for children	24	25	21	23	21	27	27	22	27	25	22	24	28	21	28	22	24	24
Social media platforms are somewhat unsafe for children	34	35	37	29	33	35	30	36	33	34	33	24	29	31	38	36	33	34
Social media platforms are very unsafe for children	37	33	37	45	41	33	36	38	27	37	39	46	39	45	31	36	37	38
Don't know	2	2	3	1	3	1	2	2	6	2	1	2	2	1	0	2	3	2
Weighted N	951	486	219	246	505	446	387	564	104	536	277	106	89	69	120	553	191	755

[25] Some lawmakers in California are considering requirements for technology companies to design or redesign online platforms to better protect kids.

Which of the following statements comes closest to your view, even if none are completely right?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	Asian	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Greater Sacramento	Northern CA	Southern CA	Parent	Not a parent
Lawmakers need to require platforms to do more to protect children online	82	86	77	80	86	78	77	86	71	84	84	81	84	84	87	81	83	82
Lawmakers are already doing enough to protect children online	10	10	11	8	7	13	13	8	13	9	12	10	9	2	8	11	7	11
Lawmakers need to impose less restrictions on platforms	3	1	5	7	2	4	5	2	4	2	4	3	1	9	1	3	5	3
Don't know	5	3	7	5	5	5	5	5	12	6	0	6	5	6	3	5	5	5
Weighted N	951	486	219	246	505	446	387	564	104	536	277	106	89	69	120	553	191	755

[26] When thinking about product safety requirements for children on online platforms, which of the following comes closest to your view, even if neither is completely right? (N=469)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	White	Latino/a	Bay Area - Silicon Valley	Northern CA	Southern CA	Parent	Not a parent
Mandatory protections are necessary by law. Technology companies should face consequences if their platforms are designed to be addictive to children or promote harmful content to children.	84	89	82	77	88	81	76	90	86	81	86	83	85	84	84
Mandatory protections are unnecessary government regulations. This burdensome intervention in the private sector will stunt growth of these companies. When profits are lost, innovation is also hurt.	11	5	15	18	5	16	18	6	9	14	8	13	11	13	10
Don't know	5	6	4	5	7	3	6	4	4	5	6	5	4	3	6
Weighted N	469	237	110	122	238	231	190	279	264	147	53	68	269	102	362

[27] When thinking about product safety requirements for children on online platforms, which of the following comes closest to your view, even if neither is completely right? (N=482)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Northern CA	Southern CA	Parent	Not a parent
Mandatory protections are necessary by law. Just like the car, food, and pharmaceutical industries are required to have product safety features for children, the technology industry should too.	84	87	77	83	86	82	78	88	85	86	84	86	74	87	77	86
Mandatory protections are unnecessary government regulations. This burdensome intervention in the private sector will stunt growth of these companies. When profits are lost, innovation is also hurt.	10	7	14	12	6	14	16	5	8	10	11	8	12	8	15	8
Don't know	6	6	9	4	8	4	6	7	7	4	5	6	13	5	8	6
Weighted N	482	249	109	124	267	215	197	285	271	129	53	58	52	285	89	392

[28] A bipartisan bill in California named the California Age-Appropriate Design Code Act would require technology companies to:

- Identify child users and turn on the highest privacy settings for children by default
- Limit their collection of children's data
- Protect children's data they already have securely
- End practices that push children to stay on a product, spend money, or access inappropriate content
- Provide clear language for terms of services that are suited to the age of the children
- Consider the best interests of children when designing any product

Do you support or oppose the California Age-Appropriate Design Code Act?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	Asian	White	Latino/a	Bay Area - Silicon Valley	Central Valley	Greater Sacramento	Northern CA	Southern CA	Parent	Not a parent
Strongly support	55	63	41	51	60	48	49	59	38	55	62	63	47	42	51	57	51	56
Somewhat support	35	31	42	37	32	38	37	34	53	34	28	30	40	48	29	35	34	35
Somewhat oppose	3	2	7	4	2	5	5	2	4	3	5	1	0	5	6	4	7	3
Strongly oppose	2	1	4	4	1	4	4	2	5	2	2	2	4	2	2	3	4	2
Don't know	4	3	6	5	5	4	5	4	0	5	3	4	9	4	11	2	4	4
SUPPORT (TOTAL)	90	94	83	88	92	86	86	93	91	89	90	93	87	90	80	92	85	91
OPPOSE (TOTAL)	5	3	11	8	3	9	9	4	9	5	7	3	4	7	8	7	11	5
SUPPORT (NET)	+85	+91	+72	+80	+89	+77	+77	+89	+82	+84	+83	+90	+83	+83	+72	+85	+74	+86
Weighted N	951	486	219	246	505	446	387	564	104	536	277	106	89	69	120	553	191	755