

Results from Count on Mothers' June 2023 Survey on the "Protecting Kids on Social Media Act"

Count on Mothers **provides legislators with comprehensive first-hand data to help them make more informed decisions.** Each policy that we examine is selected based on what surveyed mothers have indicated they want to address, reflecting the priorities of mothers from across the country and political spectrum. We survey mothers because they are the largest group charged with the well-being of children. Every mother is welcome to contribute to our efforts. We do this work because we believe that mothers' first-hand experiences and knowledge are critical sources of information that need to be an essential part of the federal policy-making process, particularly on bills that affect kids and families. This report focuses on information Count on Mothers collected on a bill of interest to mothers. In June 2023, 318 Moms completed the survey and shared their views on the "Protecting Kids on Social Media Act."

Methodology

Design

The design is a quantitative, cross-sectional design.

Instrument

Survey questions are constructed based on main tenets of the "Protecting Kids on Social Media Act" as well as questions to assess mothers' political ideology and state of residence that describe the sample.

Sampling Procedure

Count on Mothers employs both purposive and snowball sampling strategies. Concerted efforts were made to advertise and distribute the survey to as many mothers as possible via Instagram and Google advertisements as well via joining and announcing the survey on a wide array of mothers' Instagram groups – across political affiliation. Additionally, mothers who receive and/or complete the survey were encouraged to distribute the survey to mothers they believe will be interested in completing the survey.

Sample

318 Mothers completed the survey and reflected a range of political ideologies from very conservative to very liberal. Mothers resided in 44 of 50 states.

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Findings

9 in 10 Moms surveyed believed that

- There should be a minimum age of 13 for children to use social media apps.
- There should be required parental consent for children 13 through 17 years old to use social media apps.
- The "Protecting Kids on Social Media Act" should become law.

8 in 10 Moms surveyed believed that

- Social media companies should not be allowed to create an algorithm using children's personal data to send the children marketing content based on this personal data.
- The "Protecting Kids on Social Media Act" will have a positive impact on the health and safety of my family.

At least 8 in 10 Moms - across a range of political ideologies

- Supported components of the Protecting Kids on Social Media Act.

Bill Component Questions

93% of Moms believe there should be a minimum age of 13 for children to use social media apps.

Belief	# of Moms Responding	Percent of Sample
Strongly Agree	253	80.0%
Agree	41	12.9%

Uncertain	14	4.4%
Disagree	10	3.1%
Strongly Disagree	0	0%
	318	100.0%

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91% of Moms believe that there should be required parental consent for children 13 through 17 years old to use social media apps.

Belief	# of Moms Responding	Percent of Sample
Strongly Agree	233	73.3%
Agree	56	17.6%
Uncertain	18	5.7%
Disagree	11	3.5%
Strongly Disagree	0	0%
	318	100%

87% of Moms believe social media companies should not be allowed to create an algorithm using children's personal data to send the children marketing content based on this personal data.

Belief	# of Moms Responding	Percent of Sample
Strongly Agree	245	77.0%
Agree	33	10.4%
Unsure	20	6.3%
Disagree	4	1.3%
Strongly Disagree	16	5%
	318	100.0%

83% of Moms believe the "Protecting Kids on Social Media Act" will have a positive impact on the health and safety of my family.

Belief	# of Moms Responding	Percent of Sample
Strongly Agree	198	62.3%
Agree	67	21.1%
Unsure	48	15.1%
Disagree	5	1.6%
Strongly Disagree	0	0%
	318	100.0%

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96% of Moms believe the "Protecting Kids on Social Media Act" should become law.

Belief	# of Moms Responding	Percent of Sample
Yes	293	96.4%
No	11	3.6%
	304	100.0%

Political Ideology Question

36% of Moms identify as Liberal while 30% of Moms identify as Moderate and 12% of Moms identify as Conservative.

Count on Mothers is committed to representing Moms of all political ideologies on issues so that Congress can be informed. We look to national data to see how comparable the range of political ideology is in our sample.

While no national data was found on mothers' political ideologies, the closest data reflects women's political ideologies. According to the Gallup Poll (2021), 32% of women identified as Conservative, 37% of women identified as Moderate, and 29% of women identified as Liberal.

Count on Mothers will continue to recruit Moms to complete our surveys in order for our sample to closely mirror national trends.

	# of Moms Responding	Percent of Sample
Very Liberal	46	14.6%
Liberal	114	36.1%
Moderate	95	30.1%
Conservative	37	11.7%
Very Conservative	17	5.4%
Other	7	2.2%
	316	100.0%

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Percent of Sample's Political Ideology by
"Protecting Kids on Social Media Act" Bill Components

	<u>Very Liberal</u>	<u>Liberal</u>	<u>Moderate</u>	<u>Conservative</u>	<u>Very Conservative</u>
Bill Component					
Required minimum age of 13	43 91%	102 86%	91 95%	36 95%	17 100%
Required parental consent for children 13 through 17	40 85%	108 91%	86 90%	36 95%	17 100%
Banning algorithm to collect children's data	39 83%	104 88%	86 85%	36 95%	16 94%

Overall, Moms –across political ideologies - supported the main components of “Protecting Kids

on Social Media Act.” Specifically, regardless of political ideology, a strong majority of Moms supported a minimum age of 13 to engage in social media, parental consent for those 13-17 age youth interacting with social media, and the prevention of companies using an algorithm to track children’s data.

State of Residence Question

Moms reside in 44 states. The states that have the most representation are California (76), New York (27), Florida (15), Virginia (13), and Connecticut (12).

One additional state is represented compared to last month’s survey.

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Future Legislative Focus

These two additional top legislative issues should be the focus of future Count on Mothers’ surveys.

- Education
- Gun Control