

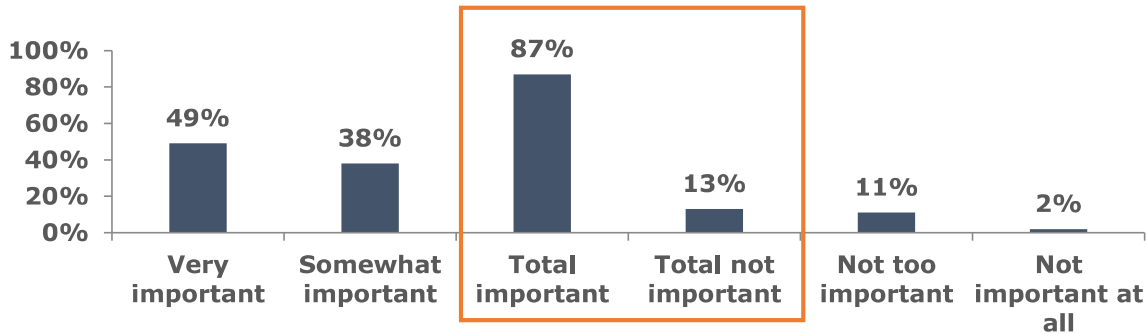
TO: Interested Parties
FROM: Hart Research/Hans Kaiser and Associates
RE: America Wants the Kids Online Safety Act (KOSA)

Voters see very serious problems with social media in its present form and are looking to the government to address the problem.

Results of our recent survey of USA voters show an overwhelming portion of the electorate (87%) believing that it is important for the President and Congress to take action to “address the harmful impact of social media on children and teens.” Furthermore, almost half of all voters (49%) say it is “very” important to address these harmful impacts. These results transcend partisanship, regional and gender divisions, even vote behavior. Fully 86% of Trump voters and 88% of Biden voters believe it is important to act.

“How important do you think it is for the President and Congress to take action on,...?”

Addressing the harmful impact of social media on children and teens”



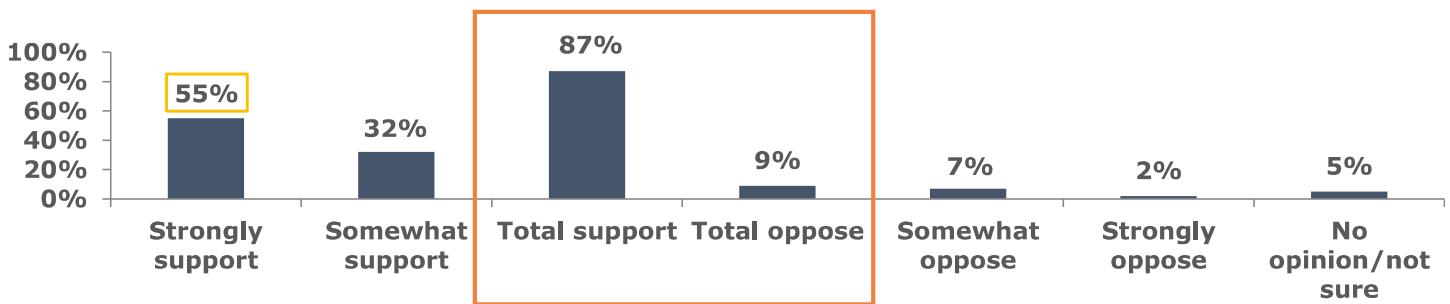
Voters’ attitudes on this point are rooted, in part, in deep concern about the state of youths’ mental health. Nearly all voters (94%) say that mental health challenges for children and teens are a serious problem today, including 55% who say it is a *very* serious problem. Among parents with kids under the age of 18, the “very” serious number increases to 66%.

Moreover, three in four voters place the blame on social media—73% of voters say that over the past 20 years social media has made youths’ mental health worse.

Huge majorities support passing laws to put safeguards in place.

Fully, 87% of voters nationwide supported passing laws to address the problem (55% strongly). Again, support transcends all demographics with almost universal support among all groups. Additionally, support among parents with kids under 18 at home is at 91%. Importantly, only 9% of all voters opposed this kind of action and even then, just 2% strongly opposed. It’s time to do something.

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



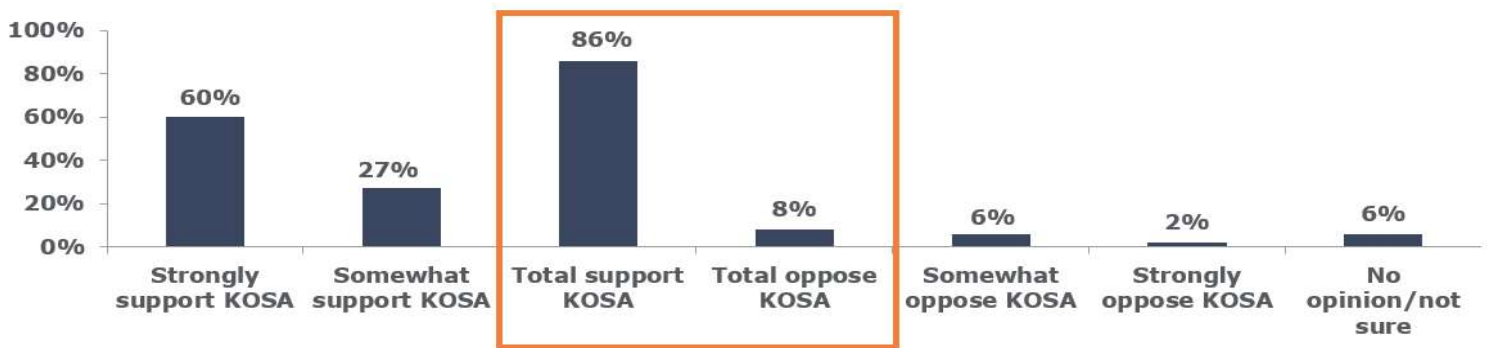
Support for KOSA is wide and deep.

We gave the respondents the description below and asked whether they would support or oppose the Act based on that description. Fully, 86% of all voters supported KOSA with 60% “strongly” supporting the Act. Only 8% say they would oppose it and just 2% said they would “strongly” oppose it.

“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.

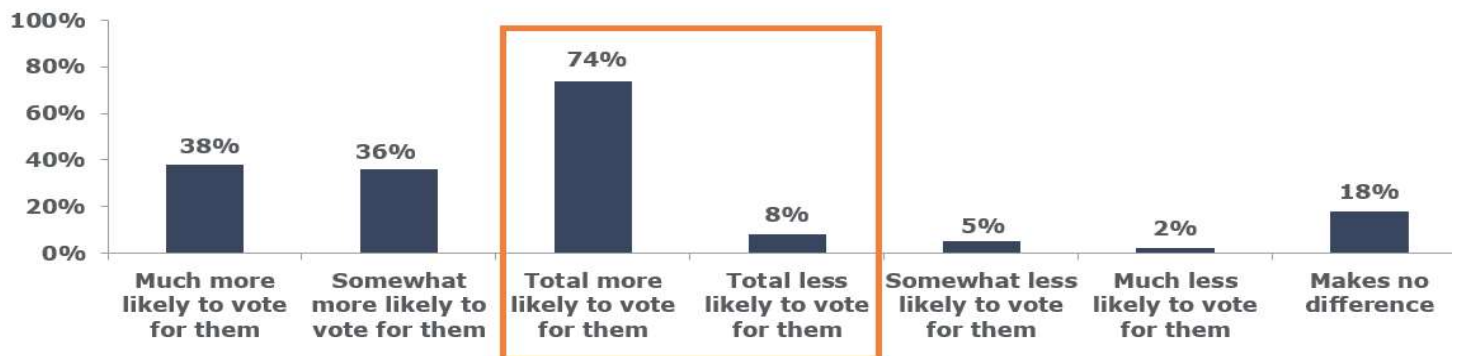
After reading this, do you support or oppose the Kids Online Protection Act, or KOSA?”



Voters say they would reward Senators for supporting KOSA.

We asked if respondents would be more likely or less likely to support their own U.S. Senator if they knew they supported KOSA. While not quite as high as the support for KOSA itself, we found 74% of respondents more likely to vote for their Senator if they supported KOSA. Perhaps even more illuminating, just 8% overall said they would be less likely to vote for their Senator with only 2% of all voters stating they were “much” less likely to do so. And, again, partisans have the same reaction—74% of Republicans, 81% of Democrats, and 66% of independents would be more likely to vote for their senator if he/she supported KOSA. Not a lot of downsides there.

“And thinking about your own U.S. Senators, 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.”

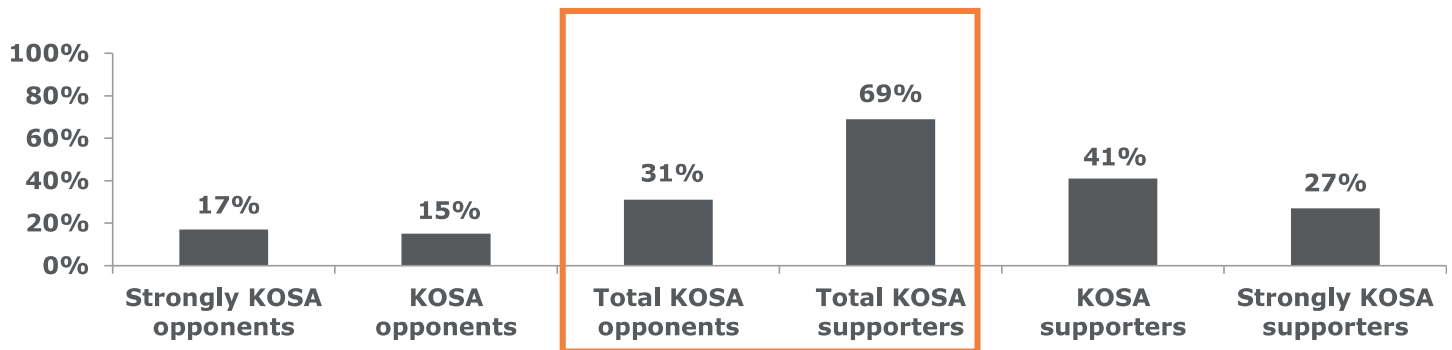


Voters believe KOSA will protect LGBTQ+ kids.

"KOSA opponents say the Kids Online Safety Act would cut LGBTQ+ kids off from important communities and resources that may not be available to young people in real life.

KOSA supporters respond that the Kids Online Safety Act will benefit LGBTQ+ kids, by offering important protections against cyberbullying and being targeted with harmful and hateful content while still providing them with access to important communities and resources.

Which one of these views comes closest to your own?"



On any number of issues related to the problem, concern is sky high and support for doing something transcends the various partisan positions that divide so much of America today. Americans want action and they will reward those who take it to protect America's kids.

Methodology

This survey was conducted October 28-30, 2023, by Hans Kaiser and Associates/Hart Research. A total of 1200 online interviews were conducted among a representative sample of likely 2024 general election voters nationwide. The credibility interval (sampling error) is plus or minus 3% for N=1200 and higher for subgroups, such as gender or an individual age category.