Washington Voters’ Views on Kids and Online Safety
Summary

Common Sense Media, the American Psychological Association, and Issue One’s Council for Responsible Social Media commissioned a survey of Washington state voters on kids’ and teens’ online safety. The results show that Washington voters have strong concerns about the risks that social media platforms pose to children’s well-being and privacy.

A majority of Washington voters polled are concerned that social media use may harm the health and well-being of children and teens and could lead to the tracking of their personal information. Voters also believe that parents today do not have the tools they need to ensure that their children are safe online, and that tech companies need to do more to keep kids safe on their platforms.

Methodology

Public Policy Polling interviewed 596 registered voters in Washington from October 23-24. The margin of error for the survey is +/- 4.0%. 41% of the interviews were conducted via telephone and 59% were conducted via text message.
Washington Survey Results

Q1  Do you believe that parents today have the tools they need to ensure their children are safe online, or not?
    Yes........................................................................... 28%
    No ........................................................................... 54%
    Not sure .......................................................... 19%

Q2  How concerned are you that children or young people may be exposed to online content that promotes self-harm, eating disorders, violence or suicidal ideation: very concerned, somewhat concerned, not too concerned, or not concerned at all?
    Very concerned................................................. 48%
    Somewhat concerned ............................... 37%
    Not too concerned ................................. 9%
    Not concerned at all............................. 2%
    Not sure .......................................................... 4%

Q3  How concerned are you that social media usage may harm the health and well-being of children and teens: very concerned, somewhat concerned, not too concerned, or not concerned at all?
    Very concerned................................................. 55%
    Somewhat concerned ............................... 38%
    Not too concerned ................................. 4%
    Not concerned at all............................. 1%
    Not sure .......................................................... 1%

Q4  How concerned are you that a child or teen’s use of social media could lead to the tracking of their personal information: very concerned, somewhat concerned, not too concerned, or not concerned at all?
    Very concerned................................................. 61%
    Somewhat concerned ............................... 30%
    Not too concerned ................................. 8%
    Not concerned at all............................. 1%
    Not sure .......................................................... 1%

Q5  How concerned are you that a child or teen’s use of social media could lead to feelings of an addiction to the platforms: very concerned, somewhat concerned, not too concerned, or not concerned at all?
    Very concerned................................................. 55%
    Somewhat concerned ............................... 34%
    Not too concerned ................................. 5%
    Not concerned at all............................. 4%
    Not sure .......................................................... 2%

Q6  How concerned are you about the potential that a child or teen’s use of social media could enable the consumption of illegal products: very concerned, somewhat concerned, not too concerned, or not concerned at all?
    Very concerned................................................. 37%
    Somewhat concerned ............................... 32%
    Not too concerned ................................. 21%
    Not concerned at all............................. 7%
    Not sure .......................................................... 3%

Q7  How concerned are you that a child or teen’s use of social media could lead to feelings of an addiction to the platforms: very concerned, somewhat concerned, not too concerned, or not concerned at all?
    Very concerned................................................. 55%
    Somewhat concerned ............................... 34%
    Not too concerned ................................. 5%
    Not concerned at all............................. 4%
    Not sure .......................................................... 2%

Q8  How concerned are you that a child or teen’s use of social media could lead to the tracking of their personal information: very concerned, somewhat concerned, not too concerned, or not concerned at all?
    Very concerned................................................. 61%
    Somewhat concerned ............................... 30%
    Not too concerned ................................. 8%
    Not concerned at all............................. 1%
    Not sure .......................................................... 1%
Q9 If you are a woman, press 1. If a man, press 2. If you are gender non-binary, press 3.
   Woman........................................................... 52%
   Man............................................................... 46%
   Non-binary.................................................... 3%

Q10 If you are white, press 1. If Asian, press 2. If African-American, press 3. If other, press 4. If you consider yourself Hispanic or Latino, press 5.
   White ............................................................. 72%
   Asian............................................................. 8%
   African-American .......................................... 4%
   Other ................................................................ 7%
   Hispanic/Latino ............................................. 8%

Q11 If you are 18-29 years old, press 1. If 30-45, press 2. If 46-65, press 3. If older than 65, press 4.
   18 to 29.......................................................... 13%
   30 to 45........................................................ 27%
   46 to 65....................................................... 35%
   Older than 65 .............................................. 25%

Q12 What is the highest level of education you have received: high school graduate or less, some college but did not finish, 2-year college degree, 4-year college degree, or post-graduate degree?
   High school graduate or less ......................... 23%
   Some college but did not finish .................... 24%
   2-year college degree ................................. 14%
   4-year college degree ................................. 25%
   Post-graduate degree ................................. 13%

Q13 Are you a parent or guardian of a child under the age of 18, or not?
   Yes ................................................................ 23%
   No .................................................................. 77%

Q14 Mode
   Landline...................................................... 41%
   Text ................................................................ 59%
Our Mission

Common Sense is the nation's leading nonprofit organization dedicated to improving the lives of all kids and families by providing the trustworthy information, education, and independent voice they need to thrive in the 21st century.