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To: Interested Parties

Subject: New Mexico Voters Overwhelmingly Support Legislation to Protect Children on Social Media Platforms

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A new Public Policy Polling survey finds that 85% of New Mexico voters believe it is important for the government to address the impact of Big Tech on young people, with 59% saying it is very important. An overwhelming 82% of respondents support legislation requiring social media platforms to provide tools and safeguards so that children and teens are better protected online, while just 9% are opposed.

The poll also shows that New Mexico state representatives who prioritize passing legislation requiring tech companies to ensure their products are safe will be rewarded at the ballot box, with a majority (52%) of voters more likely to vote for them and only 10% less likely to vote for them.

Other key findings from the survey include:

- Parents of a child under the age of 18 are 11 points more likely than non-parents to have a **very** unfavorable opinion of social media platforms (42% versus 31%).
- 71% of New Mexicans living in the east side of the state believe it is **very** important for the government to address Big Tech's impact on young people, which is 12 points higher than the statewide average of 59%.
- Independents have the worst opinion of social media platforms (74% unfavorable, with 43% very unfavorable), followed by Republicans (71% unfavorable, with 42% very unfavorable) and then Democrats (61% unfavorable, 23% very unfavorable).
- Lopsided majorities of New Mexican voters believe it is important for the government to act to address the impact of Big Tech on young people: 82% of Republicans and 90% of Democrats, and 78% of Independents.
- A majority (57%) of Democrats and near-majorities of Republicans (41%) and independents (42%) think these companies bear "a lot" of responsibility to protect kids online.

Public Policy Polling surveyed 709 New Mexico voters from January 19-20, 2024. The margin of error is +/- 3.7%. 52% of interviews for the survey were conducted by text message and 48% by telephone.

