

New Mexico Survey Results

Q1 Generally speaking, do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of social media platforms like Instagram, Facebook, TikTok, Snapchat, and YouTube?

<i>Very favorable</i>	5%
<i>Somewhat favorable</i>	23%
<i>Somewhat unfavorable</i>	33%
<i>Very unfavorable</i>	34%
<i>Not sure</i>	5%

Q2 Social media platforms like Instagram, Facebook, TikTok, Snapchat, and YouTube have been shown to be harmful to children and teens: 1 in 3 of the top apps for kids in Google Play, for instance, have banner ads, including ads for adult content, and 75% of the top social media platforms use AI to recommend children's profiles to strangers. Would you support or oppose legislation requiring that social media platforms provide tools and safeguards so that children and parents who use these platforms can protect themselves online?

<i>Support</i>	82%
<i>Oppose</i>	9%
<i>Not sure</i>	9%

Q3 New Mexico's governor has put addressing the safety of children and teens online on her list of legislative priorities for the 2024 session. How important is it to you that our government take action to address the impact of Big Tech on young people: very important, somewhat important, or not important?

<i>Very important</i>	59%
<i>Somewhat important</i>	26%
<i>Not important</i>	10%
<i>Not sure</i>	5%

Q4 If your New Mexico state representative prioritized legislation to require technology companies to ensure their products are safe, would that make you more likely or less likely to vote for them, or would it not make a difference?

<i>More likely</i>	52%
<i>Less likely</i>	10%
<i>It wouldn't make a difference</i>	30%
<i>Not sure</i>	8%

Q5 How much responsibility do you think social media companies bear to protect kids online: a lot, some, just a little, or none at all?

<i>A lot</i>	49%
<i>Some</i>	26%
<i>Just a little</i>	9%
<i>None at all</i>	12%
<i>Not sure</i>	5%

Q6 In the 2020 election for President, did you vote for Republican Donald Trump, Democrat Joe Biden, someone else, or did you not vote in the election?

<i>Donald Trump</i>	42%
<i>Joe Biden</i>	52%
<i>Someone else / Did not vote</i>	6%

Q7 If you are a woman, press 1. If a man, press 2. If you are gender non-binary, press 3.

<i>Woman</i>	52%
<i>Man</i>	46%
<i>Non-binary</i>	1%

Q8 If you are a Democrat, press 1. If a Republican, press 2. If an independent, press 3.

<i>Democrat</i>	44%
<i>Republican</i>	32%
<i>Independent</i>	24%



Q9 If you are Hispanic or Latino, press 1. If white, press 2. If other, press 3.

<i>Hispanic or Latino</i>	38%
<i>White</i>	55%
<i>Other</i>	7%

Q10 If you are 18-45 years old, press 1. If 46-65, press 2. If older than 65, press 3.

<i>18 to 45</i>	38%
<i>46 to 65</i>	42%
<i>Older than 65</i>	20%

Q11 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?

<i>High school graduate or less</i>	25%
<i>Some college but did not finish</i>	22%
<i>2-year college degree</i>	11%
<i>4-year college degree</i>	24%
<i>Post-graduate degree</i>	18%

Q12 Which of the following best describes where you live: northern New Mexico, the east side, the Rio Grande corridor, or the southern border?

<i>Northern New Mexico</i>	29%
<i>The east side</i>	15%
<i>The Rio Grande corridor</i>	43%
<i>The southern border</i>	13%

Q13 Are you the parent of a child under age 18?

<i>Yes</i>	23%
<i>No</i>	77%

Q14 Mode

<i>Landline</i>	48%
<i>Text</i>	52%



	Base	2020 Vote		
		Donald Trump	Joe Biden	Someone else / Did not vote
Social Media Platforms Favorability				
Very favorable	5%	5%	6%	-
Somewhat favorable	23%	19%	26%	22%
Somewhat unfavorable	33%	24%	39%	48%
Very unfavorable	34%	48%	23%	23%
Not sure	5%	3%	6%	7%

	Base	2020 Vote		
		Donald Trump	Joe Biden	Someone else / Did not vote
Legislation Requiring Social Media Platforms to Provide Tools to Protect Users Support / Oppose				
Support	82%	78%	87%	62%
Oppose	9%	13%	5%	14%
Not sure	9%	8%	8%	24%

	Base	2020 Vote		
		Donald Trump	Joe Biden	Someone else / Did not vote
Government Taking Action to Address Impact of Big Tech				
Level of Importance				
Very important	59%	53%	66%	35%
Somewhat important	26%	26%	24%	37%
Not important	10%	14%	7%	12%
Not sure	5%	7%	2%	16%

	Base	2020 Vote		
		Donald Trump	Joe Biden	Someone else / Did not vote
NM State Rep. Prioritized Legislation to Require Tech Companies to Ensure Safe Products				
More / Less Likely to Vote For Them				
More likely	52%	36%	66%	34%
Less likely	10%	14%	7%	9%
It wouldn't make a difference	30%	41%	21%	46%
Not sure	8%	10%	6%	11%

	Base	2020 Vote		
		Donald Trump	Joe Biden	Someone else / Did not vote
Amount of Responsibility Social Media Companies Bear to Protect Kids Online				
A lot	49%	40%	57%	31%
Some	26%	26%	26%	25%
Just a little	9%	11%	7%	17%
None at all	12%	16%	8%	8%
Not sure	5%	6%	2%	20%

	Base	Gender		
		Woman	Man	Non-binary
Social Media Platforms Favorability				
Very favorable	5%	7%	3%	-
Somewhat favorable	23%	26%	21%	6%
Somewhat unfavorable	33%	37%	29%	33%
Very unfavorable	34%	23%	45%	54%
Not sure	5%	7%	2%	7%

	Base	Gender		
		Woman	Man	Non-binary
Legislation Requiring Social Media Platforms to Provide Tools to Protect Users Support / Oppose				
Support	82%	83%	79%	88%
Oppose	9%	8%	10%	-
Not sure	9%	8%	10%	12%

	Base	Gender		
		Woman	Man	Non-binary
Government Taking Action to Address Impact of Big Tech Level of Importance				
Very important	59%	61%	57%	40%
Somewhat important	26%	26%	25%	33%
Not important	10%	7%	14%	3%
Not sure	5%	6%	3%	24%

	Base	Gender		
		Woman	Man	Non-binary
NM State Rep. Prioritized Legislation to Require Tech Companies to Ensure Safe Products More / Less Likely to Vote For Them				
More likely	52%	61%	41%	49%
Less likely	10%	7%	12%	12%
It wouldn't make a difference	30%	23%	39%	24%
Not sure	8%	8%	8%	15%

	Base	Gender		
		Woman	Man	Non-binary
Amount of Responsibility Social Media Companies Bear to Protect Kids Online				
A lot	49%	54%	42%	83%
Some	26%	22%	30%	16%
Just a little	9%	9%	11%	-
None at all	12%	10%	13%	1%
Not sure	5%	5%	4%	-

	Base	Party		
		Democrat	Republican	Independent
Social Media Platforms Favorability				
Very favorable	5%	6%	6%	2%
Somewhat favorable	23%	26%	19%	22%
Somewhat unfavorable	33%	38%	29%	31%
Very unfavorable	34%	23%	42%	43%
Not sure	5%	7%	4%	2%

	Base	Party		
		Democrat	Republican	Independent
Legislation Requiring Social Media Platforms to Provide Tools to Protect Users Support / Oppose				
Support	82%	83%	79%	83%
Oppose	9%	7%	12%	9%
Not sure	9%	10%	10%	7%

	Base	Party		
		Democrat	Republican	Independent
Government Taking Action to Address Impact of Big Tech Level of Importance				
Very important	59%	66%	51%	57%
Somewhat important	26%	24%	31%	21%
Not important	10%	8%	12%	14%
Not sure	5%	2%	6%	8%

	Base	Party		
		Democrat	Republican	Independent
NM State Rep. Prioritized Legislation to Require Tech Companies to Ensure Safe Products More / Less Likely to Vote For Them				
More likely	52%	65%	42%	40%
Less likely	10%	9%	9%	14%
It wouldn't make a difference	30%	20%	39%	39%
Not sure	8%	6%	11%	7%

	Base	Party		
		Democrat	Republican	Independent
Amount of Responsibility Social Media Companies Bear to Protect Kids Online				
A lot	49%	57%	41%	42%
Some	26%	24%	27%	28%
Just a little	9%	6%	12%	12%
None at all	12%	8%	14%	15%
Not sure	5%	5%	6%	3%

	Base	Race		
		Hispanic or Latino	White	Other
Social Media Platforms Favorability				
Very favorable	5%	7%	4%	4%
Somewhat favorable	23%	25%	22%	21%
Somewhat unfavorable	33%	37%	31%	33%
Very unfavorable	34%	26%	39%	35%
Not sure	5%	5%	5%	7%

	Base	Race		
		Hispanic or Latino	White	Other
Legislation Requiring Social Media Platforms to Provide Tools to Protect Users Support / Oppose				
Support	82%	78%	86%	72%
Oppose	9%	12%	7%	11%
Not sure	9%	10%	8%	17%

	Base	Race		
		Hispanic or Latino	White	Other
Government Taking Action to Address Impact of Big Tech				
Level of Importance				
Very important	59%	64%	56%	58%
Somewhat important	26%	19%	31%	25%
Not important	10%	12%	9%	9%
Not sure	5%	5%	5%	7%

	Base	Race		
		Hispanic or Latino	White	Other
NM State Rep. Prioritized Legislation to Require Tech Companies to Ensure Safe Products				
More / Less Likely to Vote For Them				
More likely	52%	54%	49%	57%
Less likely	10%	10%	9%	15%
It wouldn't make a difference	30%	27%	35%	18%
Not sure	8%	8%	8%	10%

	Base	Race		
		Hispanic or Latino	White	Other
Amount of Responsibility Social Media Companies Bear to Protect Kids Online				
A lot	49%	45%	49%	62%
Some	26%	23%	29%	21%
Just a little	9%	9%	9%	11%
None at all	12%	15%	10%	5%
Not sure	5%	8%	3%	-

	Base	Age		
		18 to 45	46 to 65	Older than 65
Social Media Platforms Favorability				
Very favorable	5%	5%	6%	3%
Somewhat favorable	23%	26%	22%	19%
Somewhat unfavorable	33%	25%	40%	34%
Very unfavorable	34%	39%	28%	37%
Not sure	5%	5%	4%	7%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Legislation Requiring Social Media Platforms to Provide Tools to Protect Users Support / Oppose				
Support	82%	82%	80%	85%
Oppose	9%	11%	9%	7%
Not sure	9%	8%	11%	8%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Government Taking Action to Address Impact of Big Tech Level of Importance				
Very important	59%	58%	56%	68%
Somewhat important	26%	25%	27%	23%
Not important	10%	12%	11%	5%
Not sure	5%	5%	5%	4%

	Base	Age		
		18 to 45	46 to 65	Older than 65
NM State Rep. Prioritized Legislation to Require Tech Companies to Ensure Safe Products More / Less Likely to Vote For Them				
More likely	52%	45%	50%	68%
Less likely	10%	10%	11%	8%
It wouldn't make a difference	30%	40%	28%	18%
Not sure	8%	5%	12%	7%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Amount of Responsibility Social Media Companies Bear to Protect Kids Online				
A lot	49%	39%	50%	64%
Some	26%	31%	25%	17%
Just a little	9%	12%	8%	7%
None at all	12%	12%	13%	8%
Not sure	5%	6%	4%	4%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Social Media Platforms Favorability						
Very favorable	5%	4%	10%	9%	1%	5%
Somewhat favorable	23%	26%	19%	16%	28%	23%
Somewhat unfavorable	33%	36%	31%	41%	25%	38%
Very unfavorable	34%	27%	39%	33%	38%	32%
Not sure	5%	8%	2%	1%	7%	3%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Legislation Requiring Social Media Platforms to Provide Tools to Protect Users Support / Oppose						
Support	82%	81%	80%	74%	83%	87%
Oppose	9%	8%	7%	18%	10%	7%
Not sure	9%	12%	13%	7%	7%	6%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Government Taking Action to Address Impact of Big Tech						
Level of Importance						
Very important	59%	68%	63%	56%	55%	50%
Somewhat important	26%	22%	25%	22%	24%	35%
Not important	10%	6%	9%	17%	14%	10%
Not sure	5%	4%	3%	5%	7%	5%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
NM State Rep. Prioritized Legislation to Require Tech Companies to Ensure Safe Products						
More / Less Likely to Vote For Them						
More likely	52%	55%	50%	51%	49%	53%
Less likely	10%	9%	8%	17%	11%	8%
It wouldn't make a difference	30%	27%	35%	27%	33%	28%
Not sure	8%	9%	7%	5%	7%	10%

	Base	Education				
		High school graduate or less	Some college but did not finish	2-year college degree	4-year college degree	Post-graduate degree
Amount of Responsibility Social Media Companies Bear to Protect Kids Online						
A lot	49%	42%	47%	50%	52%	54%
Some	26%	26%	25%	19%	26%	30%
Just a little	9%	6%	7%	20%	12%	7%
None at all	12%	14%	17%	10%	10%	5%
Not sure	5%	11%	5%	0%	-	4%

	Base	Location			
		Northern New Mexico	The east side	The Rio Grande corridor	The southern border
Social Media Platforms Favorability					
Very favorable	5%	6%	8%	4%	5%
Somewhat favorable	23%	19%	21%	23%	35%
Somewhat unfavorable	33%	29%	40%	34%	32%
Very unfavorable	34%	42%	24%	36%	21%
Not sure	5%	5%	8%	3%	7%

	Base	Location			
		Northern New Mexico	The east side	The Rio Grande corridor	The southern border
Legislation Requiring Social Media Platforms to Provide Tools to Protect Users Support / Oppose					
Support	82%	83%	84%	83%	74%
Oppose	9%	12%	10%	6%	11%
Not sure	9%	6%	7%	11%	14%

	Base	Location			
		Northern New Mexico	The east side	The Rio Grande corridor	The southern border
Government Taking Action to Address Impact of Big Tech Level of Importance					
Very important	59%	57%	71%	61%	41%
Somewhat important	26%	26%	23%	23%	38%
Not important	10%	12%	3%	11%	12%
Not sure	5%	5%	2%	5%	9%

	Base	Location			
		Northern New Mexico	The east side	The Rio Grande corridor	The southern border
NM State Rep. Prioritized Legislation to Require Tech Companies to Ensure Safe Products More / Less Likely to Vote For Them					
More likely	52%	51%	61%	51%	42%
Less likely	10%	10%	6%	9%	15%
It wouldn't make a difference	30%	31%	28%	28%	38%
Not sure	8%	7%	5%	11%	5%

	Base	Location			
		Northern New Mexico	The east side	The Rio Grande corridor	The southern border
Amount of Responsibility Social Media Companies Bear to Protect Kids Online					
A lot	49%	50%	48%	48%	47%
Some	26%	20%	29%	31%	19%
Just a little	9%	15%	6%	7%	8%
None at all	12%	13%	8%	10%	17%
Not sure	5%	2%	7%	4%	9%

	Base	Parent of Child Under 18 Yes / No	
		Yes	No
Social Media Platforms Favorability			
Very favorable	5%	5%	5%
Somewhat favorable	23%	21%	24%
Somewhat unfavorable	33%	30%	34%
Very unfavorable	34%	42%	31%
Not sure	5%	2%	6%

	Base	Parent of Child Under 18 Yes / No	
		Yes	No
Legislation Requiring Social Media Platforms to Provide Tools to Protect Users Support / Oppose			
Support	82%	81%	82%
Oppose	9%	9%	9%
Not sure	9%	11%	9%

	Base	Parent of Child Under 18 Yes / No	
		Yes	No
Government Taking Action to Address Impact of Big Tech			
Level of Importance			
Very important	59%	53%	61%
Somewhat important	26%	26%	26%
Not important	10%	15%	9%
Not sure	5%	6%	5%

	Base	Parent of Child Under 18 Yes / No	
		Yes	No
NM State Rep. Prioritized Legislation to Require Tech Companies to Ensure Safe Products			
More / Less Likely to Vote For Them			
More likely	52%	53%	51%
Less likely	10%	10%	10%
It wouldn't make a difference	30%	31%	30%
Not sure	8%	6%	9%

	Base	Parent of Child Under 18 Yes / No	
		Yes	No
Amount of Responsibility Social Media Companies Bear to Protect Kids Online			
A lot	49%	45%	50%
Some	26%	29%	25%
Just a little	9%	7%	10%
None at all	12%	15%	11%
Not sure	5%	4%	5%

	Base	Mode	
		Landline	Text
Social Media Platforms Favorability			
Very favorable	5%	6%	4%
Somewhat favorable	23%	18%	28%
Somewhat unfavorable	33%	33%	33%
Very unfavorable	34%	36%	32%
Not sure	5%	7%	3%

	Base	Mode	
		Landline	Text
Legislation Requiring Social Media Platforms to Provide Tools to Protect Users Support / Oppose			
Support	82%	82%	82%
Oppose	9%	12%	6%
Not sure	9%	6%	12%

	Base	Mode	
		Landline	Text
Government Taking Action to Address Impact of Big Tech Level of Importance			
Very important	59%	65%	54%
Somewhat important	26%	22%	29%
Not important	10%	10%	11%
Not sure	5%	3%	6%

	Base	Mode	
		Landline	Text
NM State Rep. Prioritized Legislation to Require Tech Companies to Ensure Safe Products More / Less Likely to Vote For Them			
More likely	52%	57%	46%
Less likely	10%	13%	7%
It wouldn't make a difference	30%	26%	34%
Not sure	8%	4%	12%

	Base	Mode	
		Landline	Text
Amount of Responsibility Social Media Companies Bear to Protect Kids Online			
A lot	49%	57%	41%
Some	26%	26%	26%
Just a little	9%	8%	10%
None at all	12%	7%	16%
Not sure	5%	2%	7%