

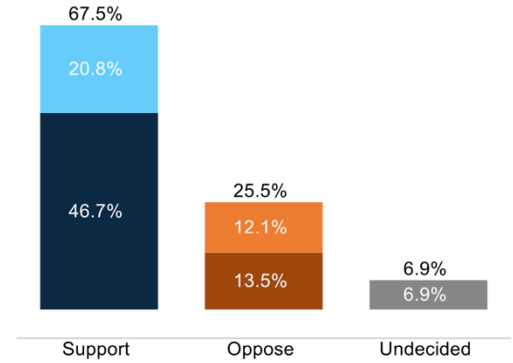


# Voters & Parents Support HB1 to Protect Kids from Social Media

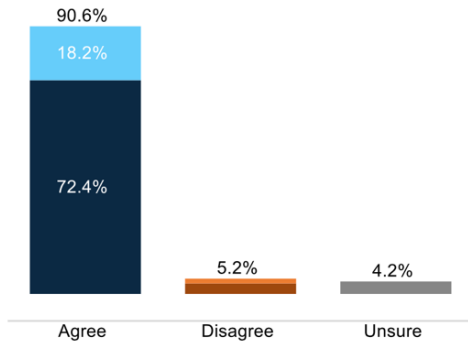
**DATE:** Monday, February 19, 2024  
**TO:** Interested Parties  
**FROM:** Brent Buchanan, President & Founder, Cygnal  
**RE:** Florida Right Direction Survey of n800 Likely General Election Voters in Florida

## HB 1 is strongly supported by Florida voters, especially parents

- HB 1 is **supported across the partisan spectrum** by Republicans (79%), Independents (64%), and Democrats (57%).
- Voters have **intense feelings supporting** the issue – almost half (47%) strongly support HB 1.
- **Parents are overwhelmingly supportive** of HB 1 (69% support, inc. 51% strong support) as are an eye-popping super-majority of women 55+ (73%) and men 55+ (71%).



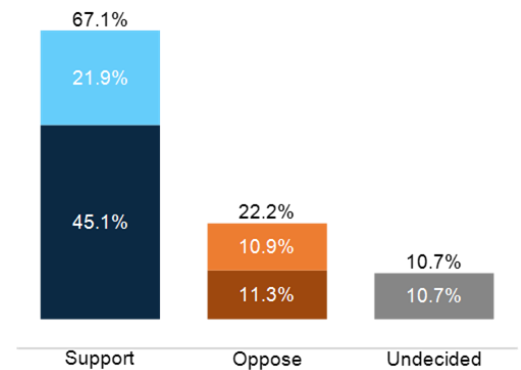
## Almost all voters agree kids are spending too much time on social media.



- Voters overwhelmingly believe **kids are on social media too much** (91%), more so than adults (82%).
- 90% of **parents** agree that kids spend too much time on social media, including 78% of parents who strongly agree.
- This is a **problem that Republicans, Democrats, and unaffiliated voters can all agree on.**

## After hearing messaging on both sides of the issue, parents continue to strongly support HB 1, and opposition drops overall.

- The negative messages have almost **no impact** on Republicans - 77% of Republicans support HB 1 after messaging (55% *strongly* support).
- **Parents don't budge at all** – 69% continue to support HB 1 (52% *strongly* support).
- Democrats **increase their support** two points, and Independents remain at the same **high level of support.**





### Messages tested...

**Protects Kids:** *This bill protects kids from the harmful impacts of social media by requiring social media platforms verify age for account creation while establishing privacy protections by an unaffiliated, non-governmental third party.*

**Bipartisan:** *This bill was passed with bipartisan support in the Florida House of Representatives with 106 representatives voting “yes” and only 13 voting “no”.*

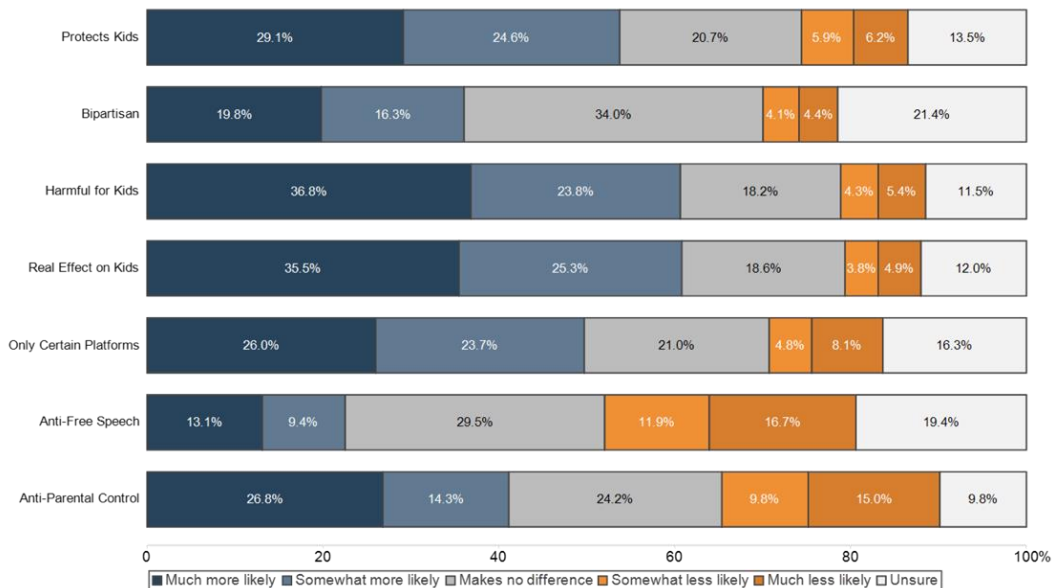
**Harmful for Kids:** *Kids face daily threats to their mental health which even the most involved parents struggle to confront. Social media platforms knowingly use deceptive and addictive designs that have caused unprecedented damage to our children's mental health. This bill is a bold step to rescue our children from the crippling effects of social media on their sense of self-worth and purpose.*

**Real Effect on Kids:** *A recent survey of high school girls proves the devastating effects of social media. 57% said they experienced persistent feelings of sadness or hopelessness, 41% experienced poor mental health, and 30% seriously contemplated suicide. This bill will protect children and start to undo the damage done by social media.*

**Only Certain Platforms:** *This bill would not affect all social media platforms. It would only apply to social media platforms that 1) have addictive design features, like continuous scrolling, auto-play, and notifications designed to keep kids online excessively, 2) have personalized algorithms that track kids’ data, and 3) have 10% of users under 16 who spend 2 hours or more online daily. A platform must meet all three of those criteria to be affected by this bill.*

**Anti-Free Speech:** *This bill is unconstitutional and tramples on our First Amendment rights to free speech.*

**Anti-Parental Control:** *This bill is wrong, parents alone should be the ones to decide their children’s social media habits, not the government.*





***Thinking about the issue from an electoral standpoint, it's a clear winner when competing for the "middle moderate."***

- Segmentation analysis determined the electorate is divided into a GOP base that makes up 40%, a Democratic base that constitutes 43%, and the "middle moderates" at 17%.
- These "middle moderates" voters skew much more female (67%), younger (76% under the age of 55), and slightly less likely to vote or newer to voting (57% participated in 0, 1, or 2 of the last four 4 general elections).
- Why does this group matter? Because they are who swing elections in the state.
- **"Middle moderate" voters are 63% supportive of HB1.**

**Methodology:** Florida Right Direction commissioned this probabilistic survey, and it was conducted February 13 – 14, 2024, with 800 likely general election voters (MOE  $\pm 3.41\%$ ). Known registered voters were interviewed via live phones and text-to-web. This survey was based on the demographics of and weighted to a likely general election voter universe.

**Demographics:** R 41%, D 33%, I 26% – College 42%, No College 56% – White 59%, Hispanic 21%, Black 12% – Age 18-29 11%, 30-44 21%, 45-54 15%, 55-64 19%, 65+ 34% – Female 55%, Male 45%

