



**HEALTHIER™
COLORADO**

Healthier Colorado Social Media Voter Opinion Survey

December 11th to 18th, 2023



Methodology



Hello Colorado voters. We invite you to participate in an important survey regarding public policy issues impacting our state. We want to know your opinion, so please make your voice heard. The survey will take just 10 minutes to complete, and your answers will be strictly confidential. Let's get started.

Magellan Strategies and Keating Research are pleased to present the results of an online survey of 912 Colorado registered voters. The interviews were conducted from December 11th to 18th, 2023.

The overall survey responses have a margin of error of +/- 3.24% at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample.

The survey data were weighted to be representative of Colorado's voter registration demographics.

Colorado Voter Registration & Past Election Turnout Demographics

Magellan Strategies Colorado Voter Registration and Past Election Turnout Report

Congress		Registration		2022		2021		2020		2019	
District 1	539,540	12.4%	284,718	11.3%	166,994	10.7%	402,100	12.2%	181,814	11.5%	
District 2	567,141	13.0%	357,243	14.2%	228,701	14.7%	443,136	13.5%	256,437	16.2%	
District 3	566,431	13.0%	332,651	13.2%	212,676	13.7%	414,471	12.6%	205,340	13.0%	
District 4	575,870	13.2%	359,940	14.3%	235,596	15.1%	435,671	13.3%	219,741	13.9%	
District 5	540,086	12.4%	286,072	11.4%	169,560	10.9%	379,527	11.6%	193,294	12.2%	
District 6	511,918	11.7%	283,639	11.3%	175,475	11.3%	426,390	13.0%	189,927	12.0%	
District 7	577,968	13.3%	367,399	14.6%	232,450	14.9%	436,096	13.3%	186,530	11.8%	
District 8	481,463	11.0%	246,055	9.8%	136,561	8.8%	346,068	10.5%	149,660	9.5%	
Total	4,360,417		2,517,717		1,558,013		3,283,459		1,582,743		

Sex		Registration		2022		2021		2020		2019	
Female	2,206,031	50.6%	1,303,748	51.8%	804,985	52.0%	1,679,090	51.9%	816,927	52.0%	
Male	2,154,386	49.4%	1,213,969	48.2%	744,082	48.0%	1,553,523	48.1%	753,632	48.0%	
Total	4,360,417		2,517,717		1,549,067		3,232,613		1,570,559		

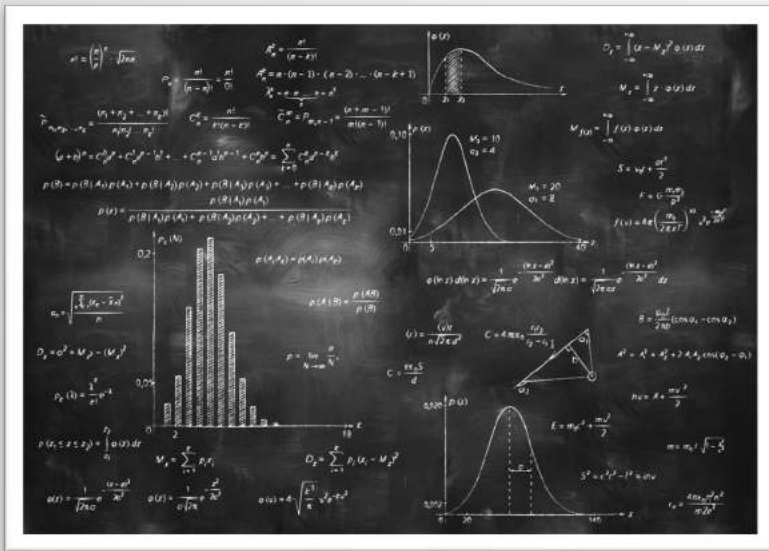
Age Group		Registration		2022		2021		2020		2019	
18-34	1,282,539	29.4%	495,111	19.7%	214,380	13.8%	872,423	26.6%	223,497	14.1%	
35-44	811,751	18.6%	419,122	16.6%	224,716	14.4%	565,220	17.2%	213,221	13.5%	
45-54	651,487	14.9%	408,955	16.2%	241,398	15.5%	523,354	15.9%	248,785	15.7%	
55-64	640,401	14.7%	462,301	18.4%	317,119	20.4%	569,709	17.4%	350,255	22.1%	
65+	974,239	22.3%	732,228	29.1%	560,400	36.0%	752,753	22.9%	546,985	34.6%	
Total	4,360,417		2,517,717		1,558,013		3,283,459		1,582,743		

Party		Registration		2022		2021		2020		2019	
Unaffiliated	2,022,173	46.4%	1,017,709	40.4%	566,548	36.4%	1,278,947	39.0%	512,350	32.4%	
Democrat	1,194,981	27.4%	761,772	30.3%	490,571	31.5%	1,017,590	31.0%	512,350	32.4%	
Republican	1,058,825	24.3%	705,537	28.0%	485,091	31.1%	936,440	28.5%	539,563	34.1%	
Libertarian	49,511	1.1%	21,429	0.9%	10,923	0.7%	34,130	1.0%	12,587	0.8%	
Other	34,927	0.8%	11,270	0.4%	4,880	0.3%	16,352	0.5%	5,893	0.4%	
Total	4,360,417		2,517,717		1,558,013		3,283,459		1,582,743		

Survey Goals & Objectives

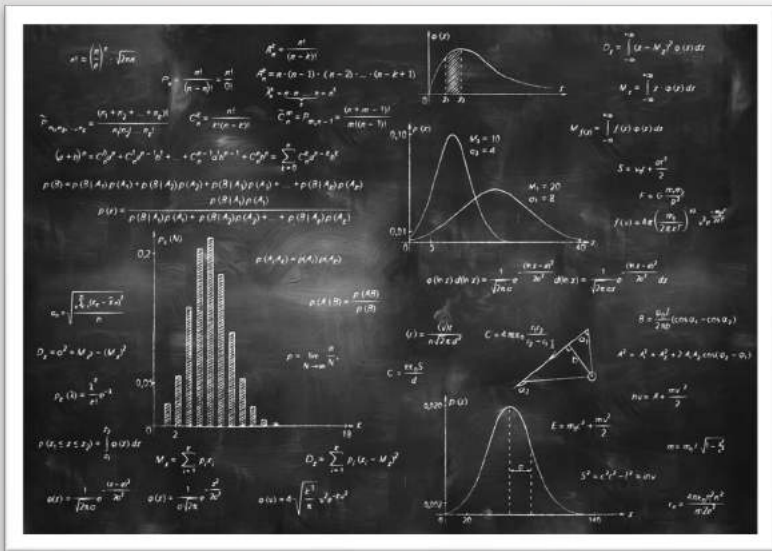
The primary goal of this survey was to measure opinions on social media companies protecting youth from the harmful effects of their platforms. In addition, the survey measured voter support for potential state regulation of social media companies. In addition, the survey measured opinions of:

- Social media companies having a positive, neutral, or negative impact on the mental health of Colorado youths.
- Social media companies doing too little, just the right amount, or too much to protect youths 18 or younger from harm.



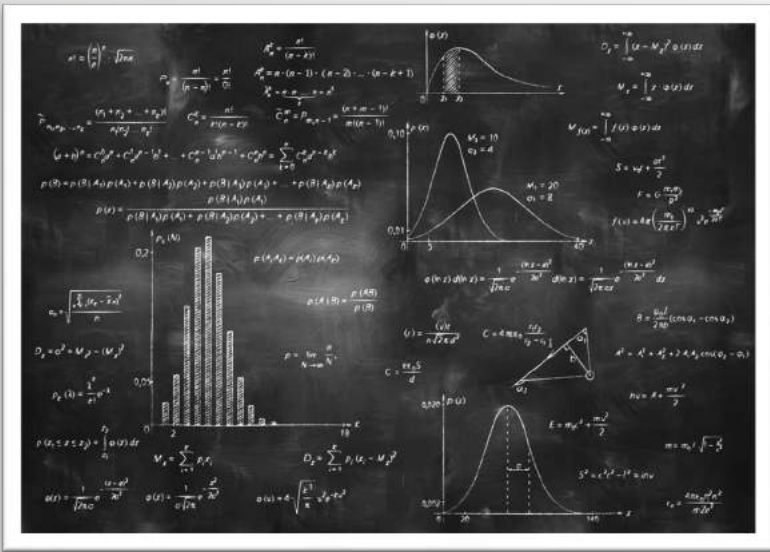
Survey Goals & Objectives

- Measuring the amount of trust Coloradans have in social media companies to make necessary changes to protect youth from the negative effects of their platform or having the State of Colorado step in with new regulations.
- Measuring voter support and opposition levels for legislation that would place requirements on social media companies to prevent the negative mental health effects caused by their platforms.



Survey Goals & Objectives

- Measure voter opinion of new legislation to create and distribute educational materials to help parents and youth understand the public health threats of social media, protect kids from harmful online content, and prevent predatory contact made by strangers on social media.
- In addition, the survey included information questions related to social media legislative proposals, measuring their impact on public opinion.

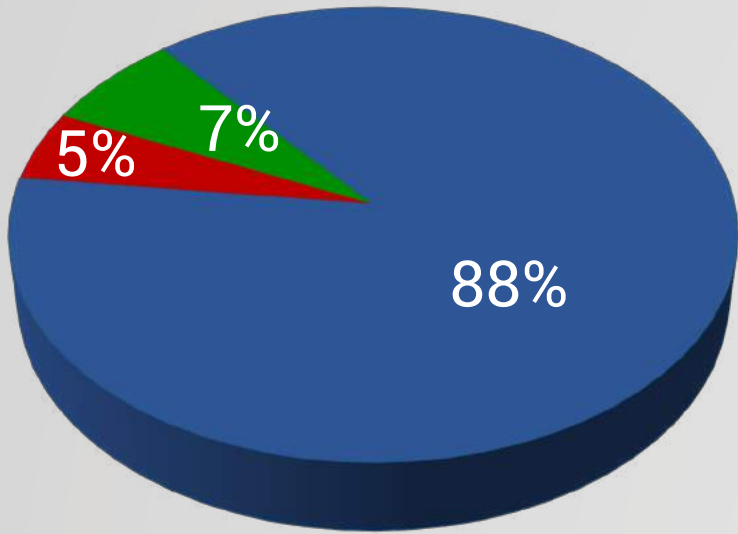




Opinions on Social Media Companies & Youth Mental Health

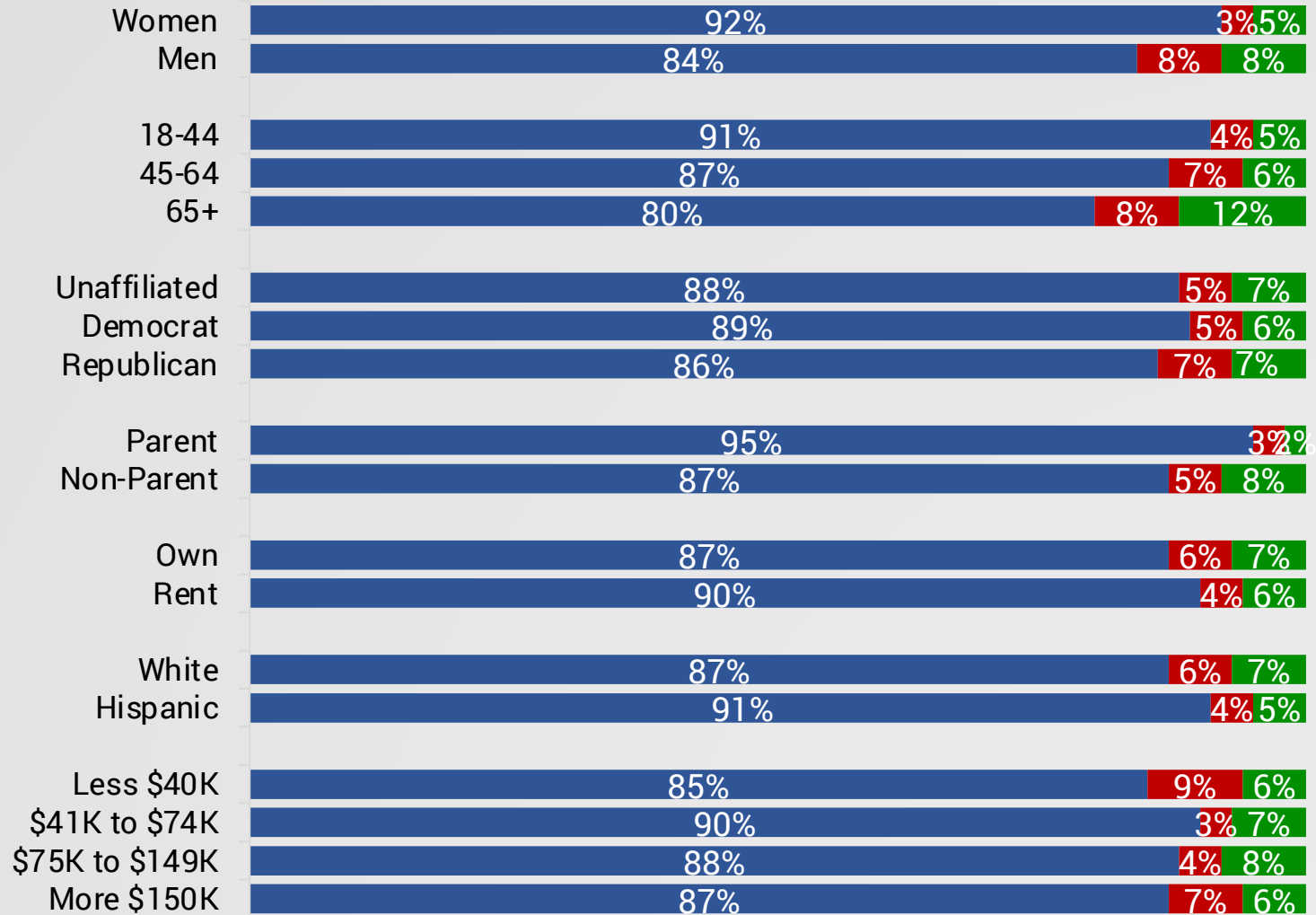
Voters overwhelmingly agree that there is a growing mental health crisis affecting children and youth in Colorado.

Do you agree or disagree with the following statement? *There is a growing mental health crisis facing children and youth in Colorado.*



■ Total Agree
 ■ Total Disagree
 ■ No Opinion

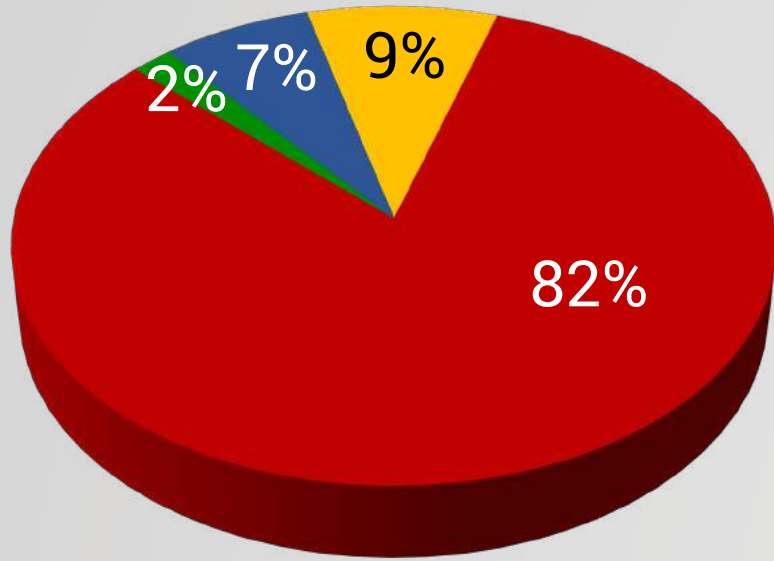
Strongly Agree	50%
Somewhat Agree	38%
Strongly Disagree	2%
Somewhat Disagree	3%



■ Total Agree ■ Total Disagree ■ No Opinion

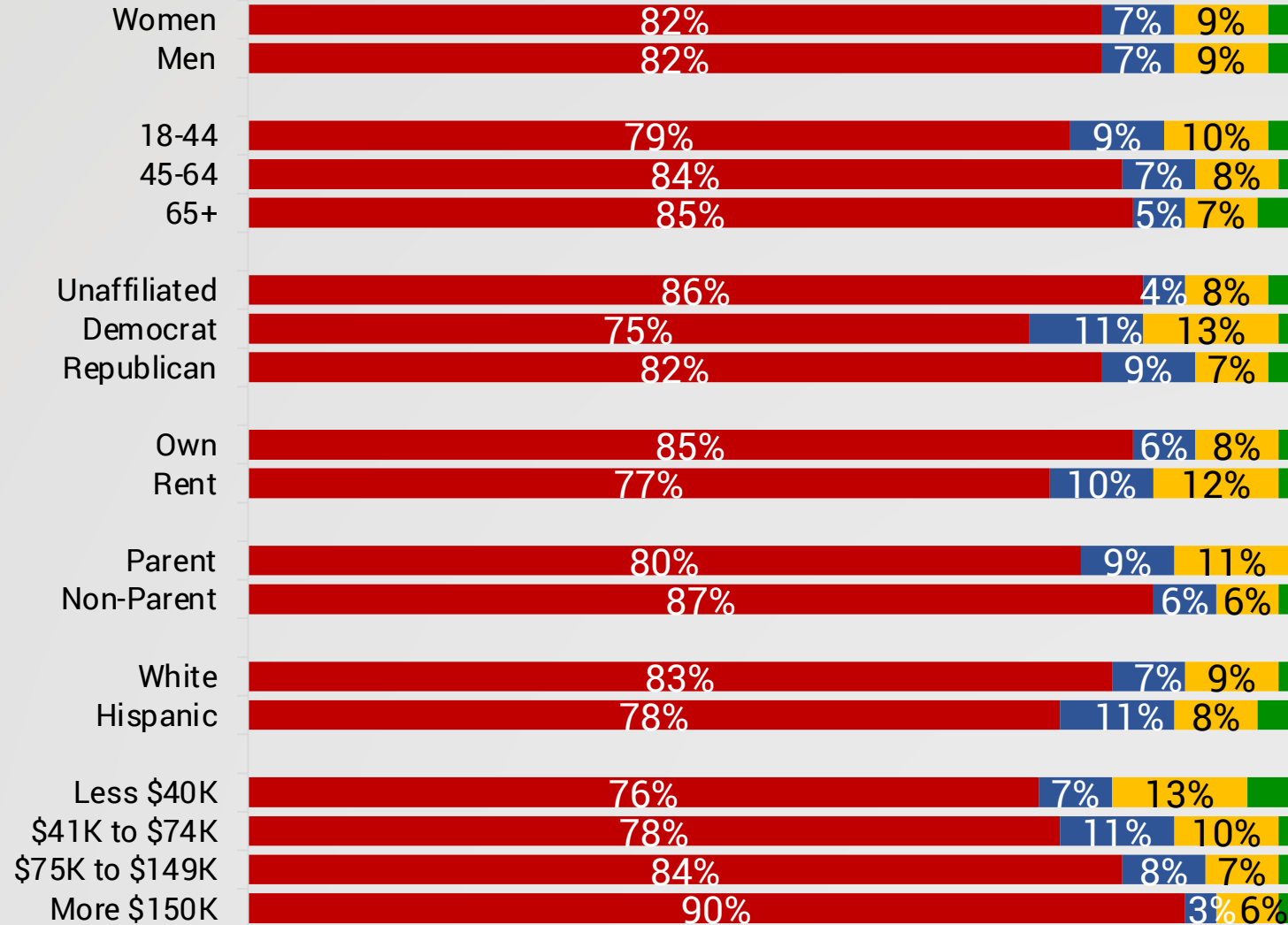
8-of-10 think social media has hurt the mental health of youth in Colorado

Do you believe that social media has had a positive, neutral, or negative impact on the mental health of youth in Colorado?



- Total Positive
- Neutral
- Total Negative
- No Opinion

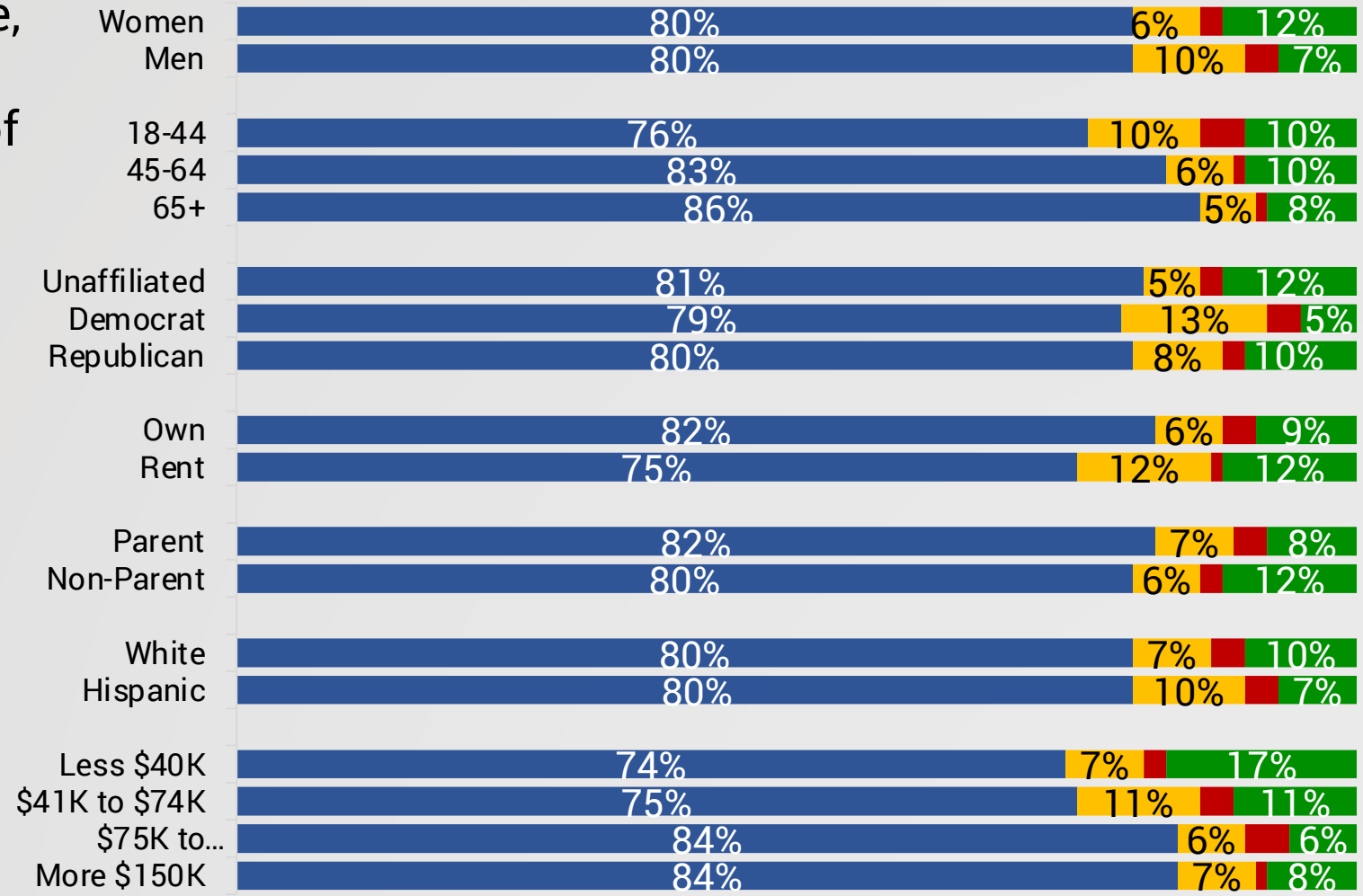
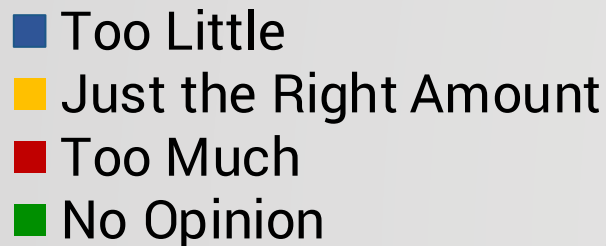
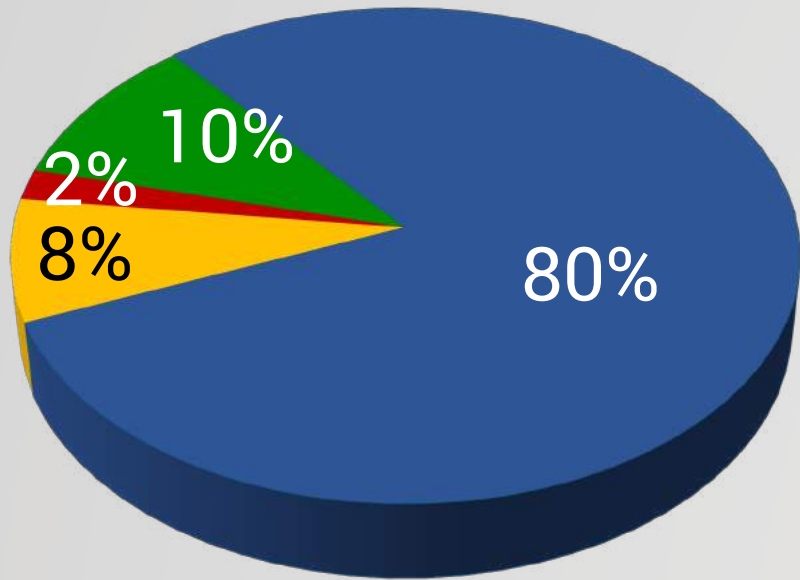
Very Positive	3%
Somewhat Positive	4%
Very Negative	49%
Somewhat Negative	33%



■ Total Negative ■ Total Positive ■ Neutral ■ No Opinion

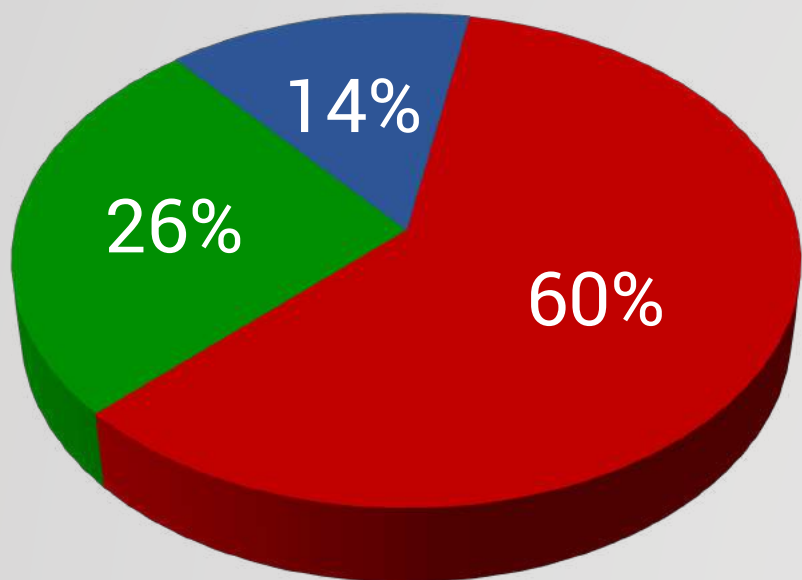
Coloradans believe social media companies are doing too little to protect youth

Do social media companies do too little, just the right amount, or too much to protect users who are under 18 years of age from harm?

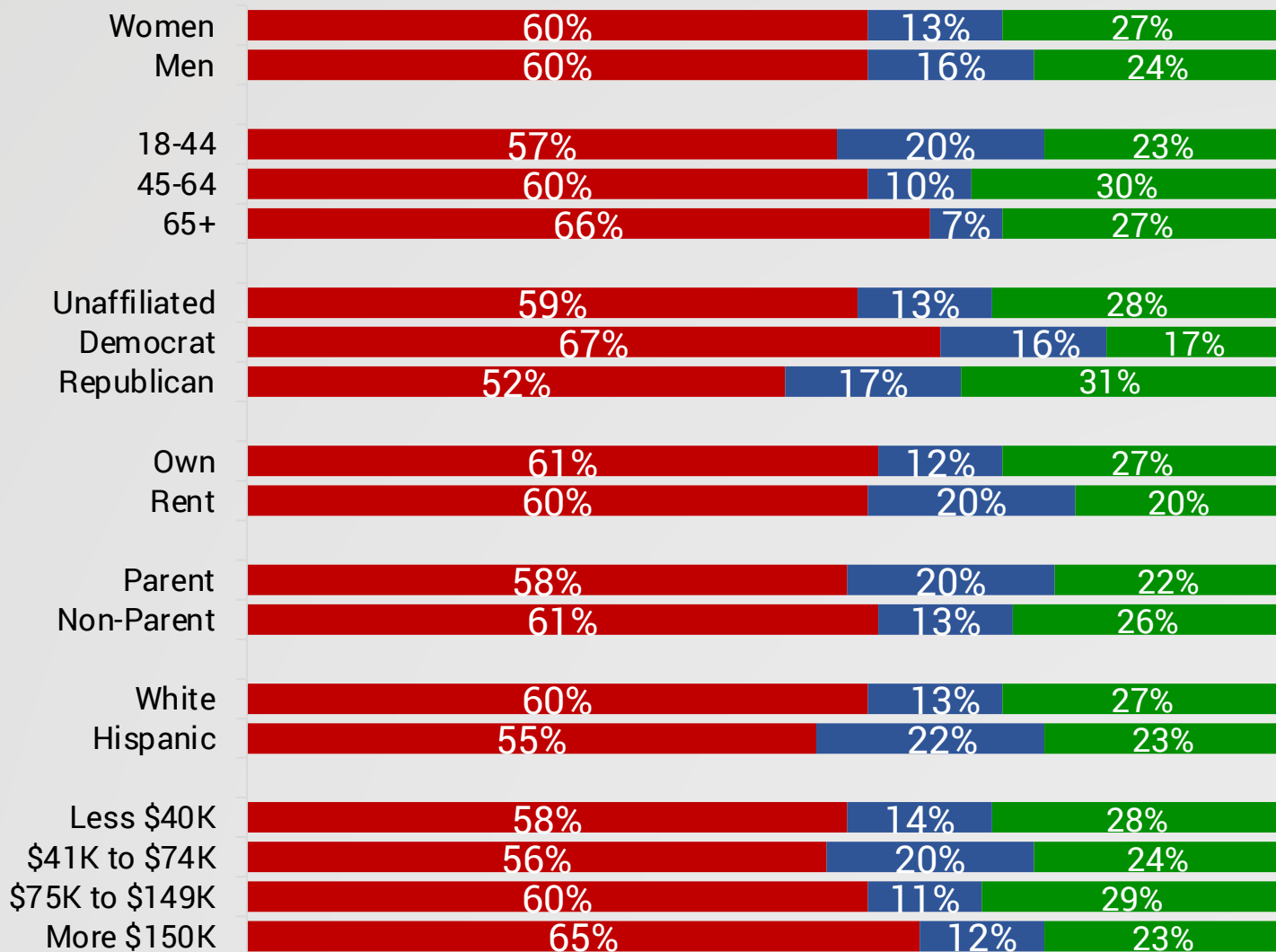


Voters don't trust social media companies to protect youth on their own

Do you trust social media companies to make the necessary changes to protect youth from the negative effects of their platforms, or should the State of Colorado step in and pass laws to regulate social media companies?



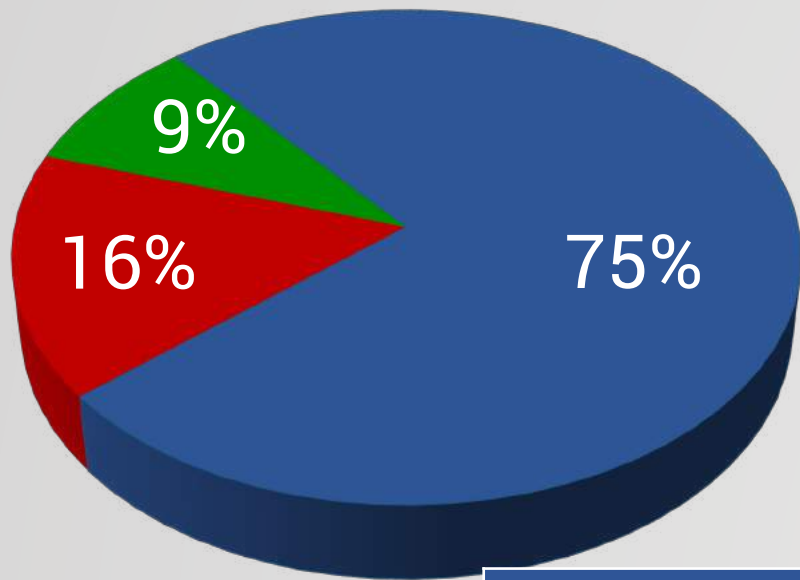
■ Trust Social Media Companies
■ State Should Pass Laws
■ No Opinion



■ State Should Pass Laws ■ Trust Social Media Companies ■ No Opinion

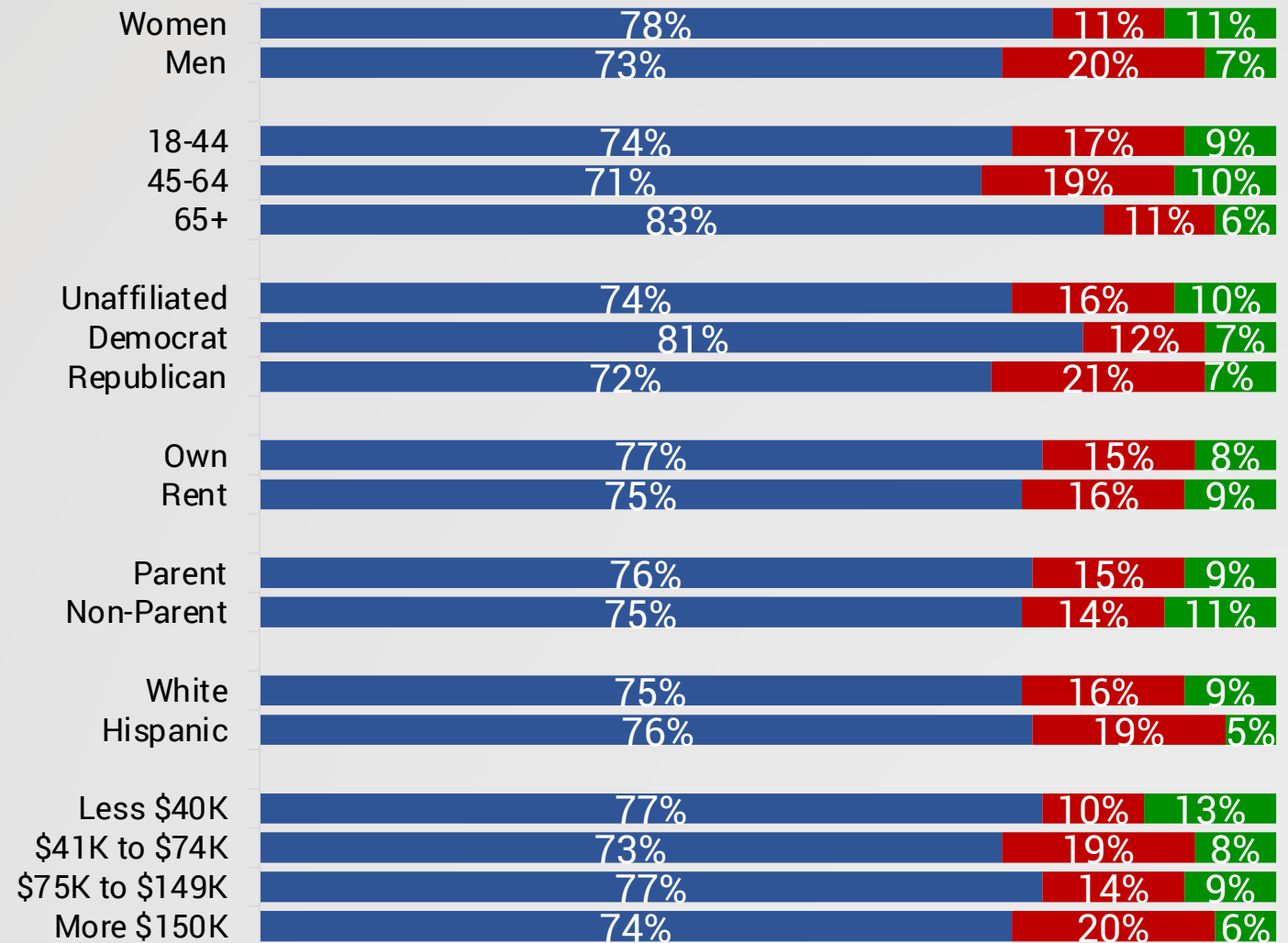
3/4 of voters support a law to regulate social media companies to prevent adverse mental health effects

Would you support or oppose a state law in Colorado that would place requirements on social media companies to prevent the negative mental health effects caused by platforms like Facebook, Instagram, TikTok, and Snapchat?



■ Total Support
■ Total Oppose
■ No Opinion

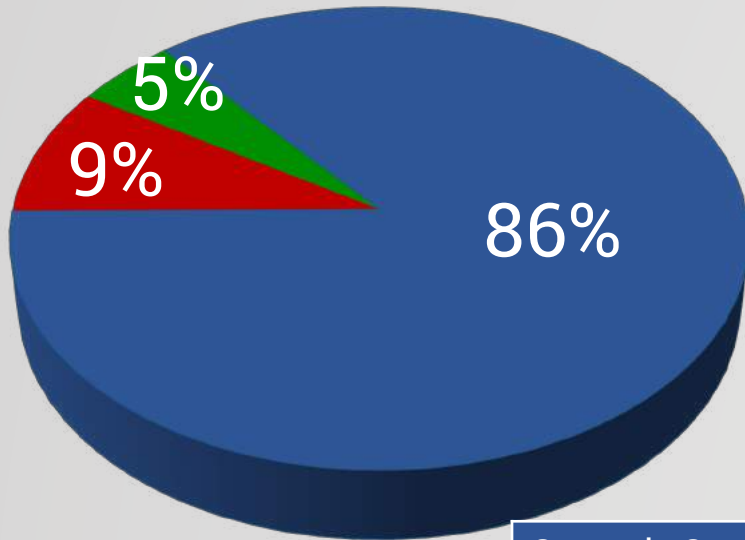
Strongly Support	42%
Somewhat Support	33%
Strongly Oppose	9%
Somewhat Oppose	7%



■ Total Support
 ■ Total Oppose
 ■ No Opinion

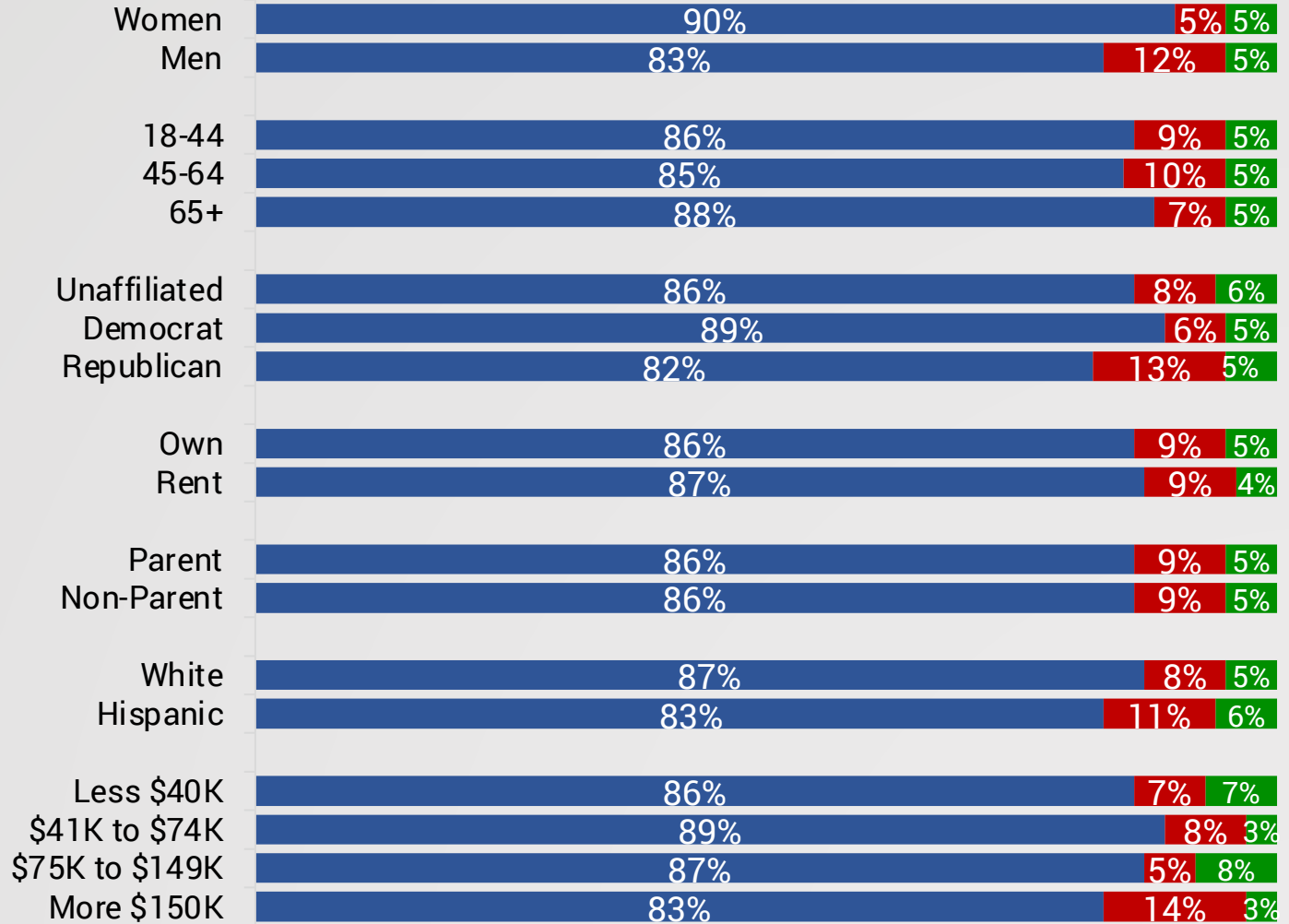
Voters overwhelmingly support a state law to educate parents and youth about social media's public health threats, protect kids from harmful online content, and prevent predatory contact made by strangers on social media

Would you support or oppose a state law in Colorado to create and distribute educational materials to help parents and youth understand the public health threats of social media, protect kids from harmful online content, and prevent predatory contact made by strangers on social media?



- Total Support
- Total Oppose
- No Opinion

Strongly Support	57%
Somewhat Support	29%
Strongly Oppose	4%
Somewhat Oppose	5%



■ Total Support ■ Total Oppose ■ No Opinion

Key Findings & Conclusions



- Voters overwhelmingly agree, 88%, that there is a growing mental health crisis affecting children and youth in Colorado.
- 8 out of 10 respondents, 82%, think social media has hurt the mental health of youth in Colorado, and 80% say social media companies are doing too little to protect youth.
- Only 14% of respondents trust social media companies to protect youth on their own, and 60% support state regulation of the industry.

Key Findings & Conclusions



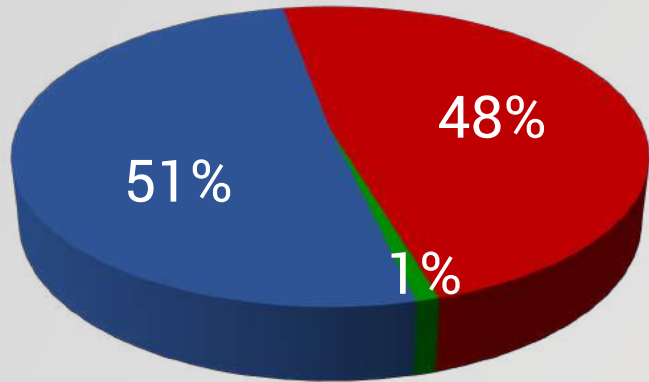
- 75% would support a state law placing requirements on social media companies to prevent the negative health effects caused by their platforms.
- 86% support a law to create and distribute educational materials to educate and inform parents and youth of public health threats, harmful content, and predatory contact made by strangers.



Survey Demographics

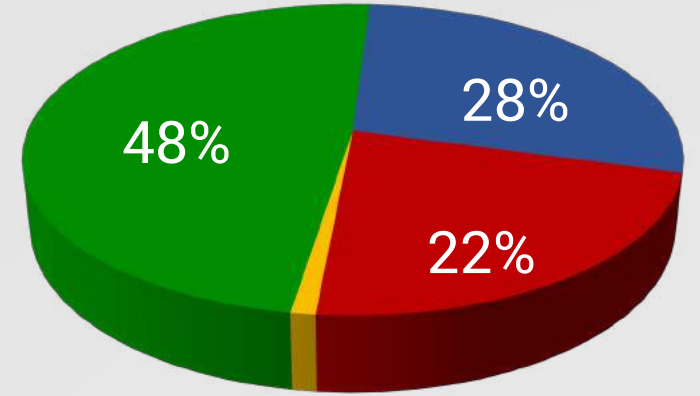
Survey Demographics

Gender



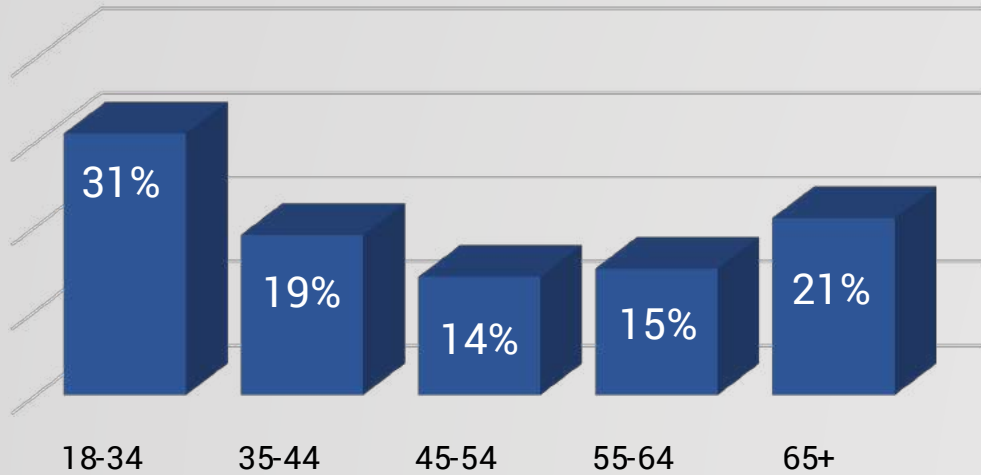
■ Female ■ Male ■ Identify Differently

Party Affiliation

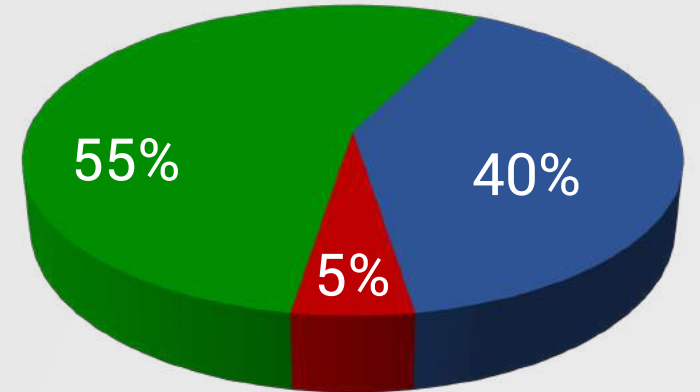


■ Unaffiliated ■ Democrat
■ Republican ■ Other Party

Age Range



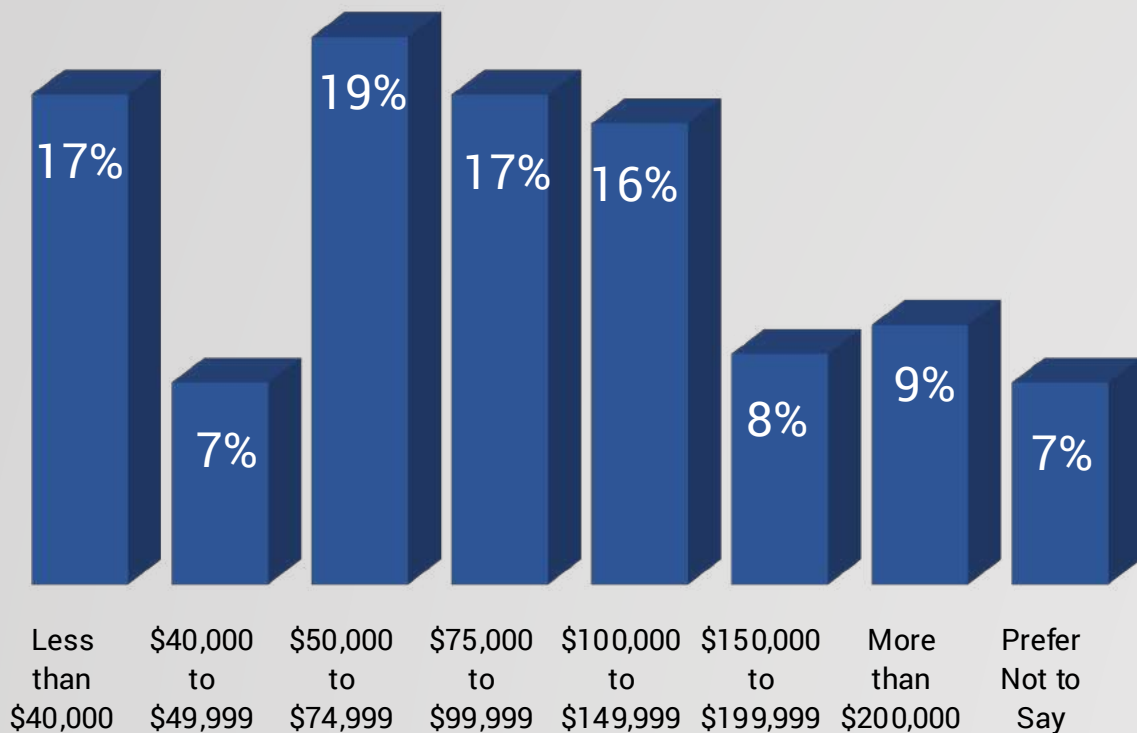
Marital Status



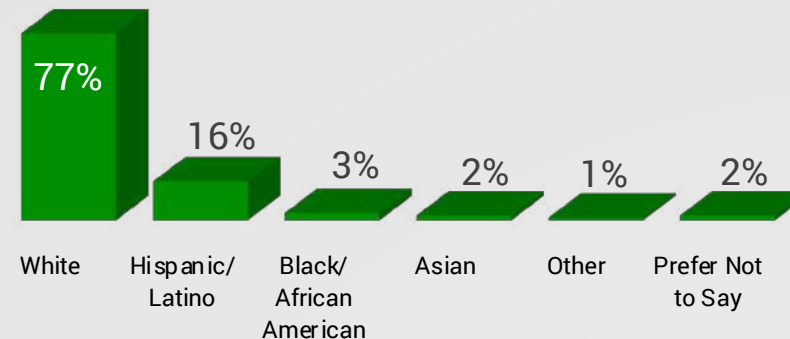
■ Married ■ Single ■ Prefer Not to Say

Survey Demographics

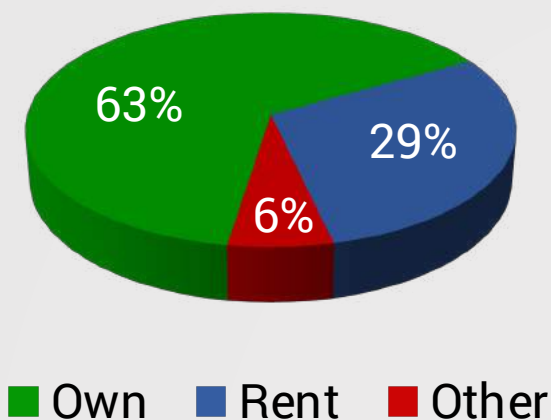
Household Income



Race Ethnicity



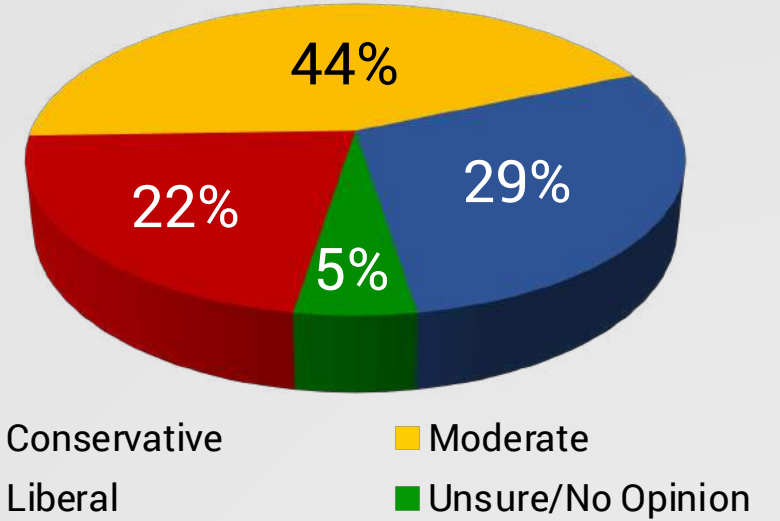
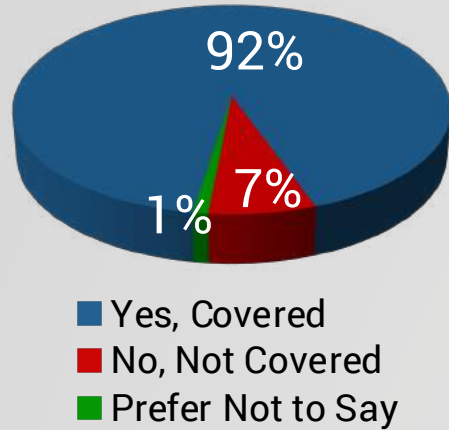
Rent v. Own



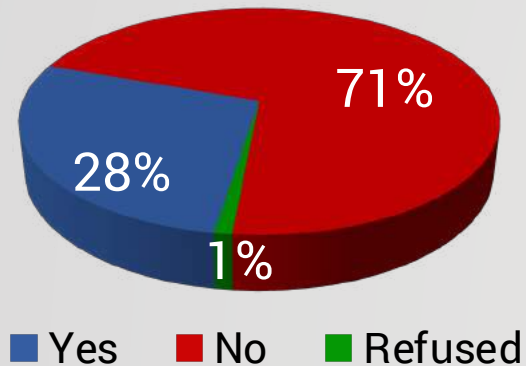
Survey Demographics

Political Beliefs

Covered by Health Insurance



Parent of a Child Under 18?



Educational Attainment

