

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

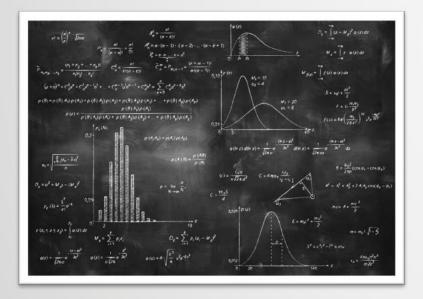
| Congress | Registrat | ion | 2022 | | 2021 | 1 | 2020 |) | 2019 |) |
|---|---|--|--|--|---|--|---|--|--|---|
| District 1 | 539,540 | 12.4% | 284,718 | 11.3% | 166,994 | 10.7% | 402,100 | 12.2% | 181,814 | 11.5% |
| District 2 | 567,141 | 13.0% | 357,243 | 14.2% | 228,701 | 14.7% | 443,136 | 13.5% | 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 | 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 | Registrat | ion | 2022 | | 2021 | | 2020 |) | 2019 |) |
| Age Group | | | | | | | | | | |
| 18-34 | 1,282,539 | 29.4% | 495,111 | 19.7% | 214,380 | 13.8% | 872,423 | 26.6% | 223,497 | 14.1% |
| Age Group 18-34 35-44 45-54 | | 29.4% 18.6% | | 19.7% 16.6% | | 13.8% 14.4% | | | | 14.1% 13.5% |
| 18-34 35-44 45-54 | 1,282,539 811,751 | 29.4% 18.6% 14.9% | 495,111 419,122 408,955 | 19.7% 16.6% 16.2% | 214,380 224,716 | 13.8% | 872,423 565,220 523,354 | 26.6% 17.2% 15.9% | 223,497 213,221 248,785 | 14.1% 13.5% 15.7% |
| 18-34 35-44 45-54 55-64 | 1,282,539 811,751 651,487 640,401 | 29.4% 18.6% 14.9% 14.7% | 495,111 419,122 408,955 462,301 | 19.7% 16.6% 16.2% 18.4% | 214,380 224,716 241,398 | 13.8% 14.4% 15.5% | 872,423 565,220 | 26.6% 17.2% 15.9% 17.4% | 223,497 213,221 | 14.1% 13.5% 15.7% 22.1% |
| 18-34 35-44 45-54 | 1,282,539 811,751 651,487 | 29.4% 18.6% 14.9% | 495,111 419,122 408,955 | 19.7% 16.6% 16.2% | 214,380 224,716 241,398 317,119 | 13.8% 14.4% 15.5% 20.4% | 872,423 565,220 523,354 569,709 | 26.6% 17.2% 15.9% | 223,497 213,221 248,785 350,255 | 14.1% 13.5% 15.7% |
| 18-34 35-44 45-54 55-64 65+ Total | 1,282,539 811,751 651,487 640,401 974,239 | 29.4% 18.6% 14.9% 14.7% 22.3% | 495,111 419,122 408,955 462,301 732,228 | 19.7% 16.6% 16.2% 18.4% 29.1% | 214,380 224,716 241,398 317,119 560,400 | 13.8% 14.4% 15.5% 20.4% 36.0% | 872,423 565,220 523,354 569,709 752,753 | 26.6% 17.2% 15.9% 17.4% 22.9% | 223,497 213,221 248,785 350,255 546,985 | 14.1% 13.5% 15.7% 22.1% 34.6% |
| 18-34 35-44 45-54 55-64 65+ | 1,282,539 811,751 651,487 640,401 974,239 4,360,417 | 29.4% 18.6% 14.9% 14.7% 22.3% | 495,111 419,122 408,955 462,301 732,228 2,517,717 | 19.7% 16.6% 16.2% 18.4% 29.1% | 214,380 224,716 241,398 317,119 560,400 1,558,013 | 13.8% 14.4% 15.5% 20.4% 36.0% | 872,423 565,220 523,354 569,709 752,753 3,283,459 | 26.6% 17.2% 15.9% 17.4% 22.9% | 223,497 213,221 248,785 350,255 546,985 1,582,743 201 9 | 14.1% 13.5% 15.7% 22.1% 34.6% |
| 18-34 35-44 45-54 55-64 65+ Total Party | 1,282,539 811,751 651,487 640,401 974,239 4,360,417 Registrat 2,022,173 | 29.4% 18.6% 14.9% 14.7% 22.3% | 495,111 419,122 408,955 462,301 732,228 2,517,717 2022 | 19.7% 16.6% 16.2% 18.4% 29.1% | 214,380 224,716 241,398 317,119 560,400 1,558,013 202 1 | 13.8% 14.4% 15.5% 20.4% 36.0% | 872,423 565,220 523,354 569,709 752,753 3,283,459 2020 | 26.6% 17.2% 15.9% 17.4% 22.9% | 223,497 213,221 248,785 350,255 546,985 1,582,743 | 14.1% 13.5% 15.7% 22.1% 34.6% |
| 18-34 35-44 45-54 55-64 65+ Total Party Unaffiliated Democrat | 1,282,539 811,751 651,487 640,401 974,239 4,360,417 Registrat 2,022,173 1,194,981 | 29.4% 18.6% 14.9% 22.3% ion 46.4% 27.4% | 495,111 419,122 408,955 462,301 732,228 2,517,717 2022 1,017,709 761,772 | 19.7% 16.6% 16.2% 18.4% 29.1% 40.4% 30.3% | 214,380 224,716 241,398 317,119 560,400 1,558,013 202 566,548 490,571 | 13.8% 14.4% 15.5% 20.4% 36.0% 36.4% 31.5% | 872,423 565,220 523,354 569,709 752,753 3,283,459 2020 1,278,947 1,017,590 | 26.6% 17.2% 15.9% 17.4% 22.9% 39.0% 31.0% | 223,497 213,221 248,785 350,255 546,985 1,582,743 2019 512,350 512,350 | 14.1% 13.5% 15.7% 22.1% 34.6% 32.4% 32.4% |
| 18-34 35-44 45-54 55-64 65+ Total Party Unaffiliated Democrat Republican | 1,282,539 811,751 651,487 640,401 974,239 4,360,417 Registrat 2,022,173 1,194,981 1,058,825 | 29.4% 18.6% 14.9% 22.3% ion 46.4% 27.4% 24.3% | 495,111 419,122 408,955 462,301 732,228 2,517,717 2022 1,017,709 761,772 705,537 | 19.7% 16.6% 16.2% 18.4% 29.1% 40.4% 30.3% 28.0% | 214,380 224,716 241,398 317,119 560,400 1,558,013 202 566,548 490,571 485,091 | 13.8% 14.4% 15.5% 20.4% 36.0% 36.4% 31.5% 31.1% | 872,423 565,220 523,354 569,709 752,753 3,283,459 2020 1,278,947 1,017,590 936,440 | 26.6% 17.2% 15.9% 22.9% 22.9% 39.0% 31.0% 28.5% | 223,497 213,221 248,785 350,255 546,985 1,582,743 2019 512,350 512,350 539,563 | 14.1% 13.5% 15.7% 22.1% 34.6% 34.6% 32.4% 32.4% 34.1% |
| 18-34 35-44 45-54 55-64 65+ Total Party Unaffiliated | 1,282,539 811,751 651,487 640,401 974,239 4,360,417 Registrat 2,022,173 1,194,981 | 29.4% 18.6% 14.9% 22.3% ion 46.4% 27.4% | 495,111 419,122 408,955 462,301 732,228 2,517,717 2022 1,017,709 761,772 | 19.7% 16.6% 16.2% 18.4% 29.1% 40.4% 30.3% | 214,380 224,716 241,398 317,119 560,400 1,558,013 202 566,548 490,571 | 13.8% 14.4% 15.5% 20.4% 36.0% 36.4% 31.5% | 872,423 565,220 523,354 569,709 752,753 3,283,459 2020 1,278,947 1,017,590 | 26.6% 17.2% 15.9% 17.4% 22.9% 39.0% 31.0% | 223,497 213,221 248,785 350,255 546,985 1,582,743 2019 512,350 512,350 | 14.1% 13.5% 15.7% 22.1% 34.6% |

Magellan Strategies Colorado Voter Registration and Past Election Turnout Report



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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:

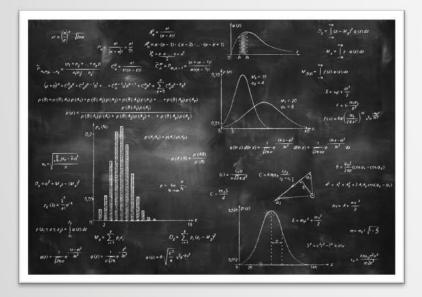
Social media companies having a positive, neutral, or negative impact on the mental health of Colorado youths.

Social media companies doing too little, just the right amount, or too much to protect youths 18 or younger from harm.

Strategies



Survey Goals & Objectives



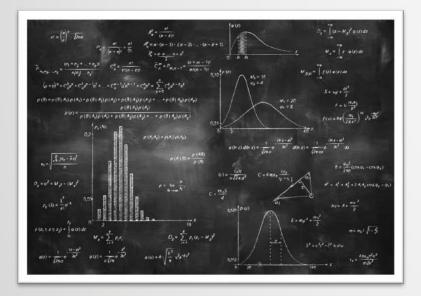
Measuring the amount of trust Coloradans have in social media companies to make necessary changes to protect youth from the negative effects of their platform or having the State of Colorado step in with new regulations.

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.







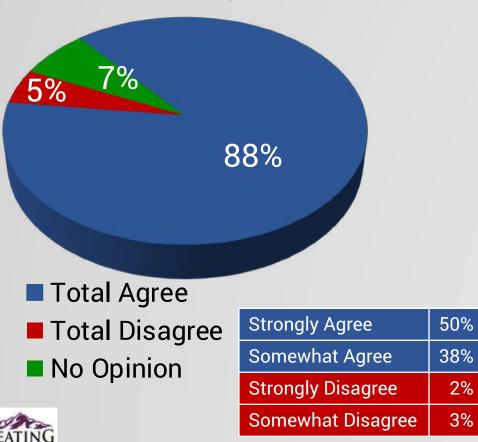
Opinions on Social Media Companies & Youth Mental Health





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.



| Women | | 92% | <mark>3%</mark> 5% |
|-----------------|-------------|----------------|---------------------|
| Men | | 84% | 8% 8% |
| 10.44 | | 010/ | |
| 18-44 | | 91% | 4% 5% |
| 45-64 | | 87% | 7% 6% |
| 65+ | | 80% | 8% 12% |
| Unaffiliated | | 88% | <mark>5%</mark> 7% |
| Democrat | | 89% | <mark>5% 6%</mark> |
| Republican | | 86% | 7% 7% |
| | | | |
| Parent | _ | 95% | 3%2% |
| Non-Parent | | 87% | <mark>5%</mark> 8% |
| Own | - | 87% | 6% 7% |
| Rent | - | 90% | 4% 6% |
| nent | | 50% | 4 70 070 |
| White | | 87% | 6% 7% |
| Hispanic | | 91% | <mark>4%</mark> 5% |
| | | | |
| Less \$40K | - | 85% | <mark>9%</mark> 6% |
| \$41K to \$74K | _ | 90% | <mark>3%</mark> 7% |
| \$75K to \$149K | | 88% | <mark>4%</mark> 8% |
| More \$150K | | 87% | 7% 6% |
| | Total Agree | Total Disagree | No Opinion |
| | | | |

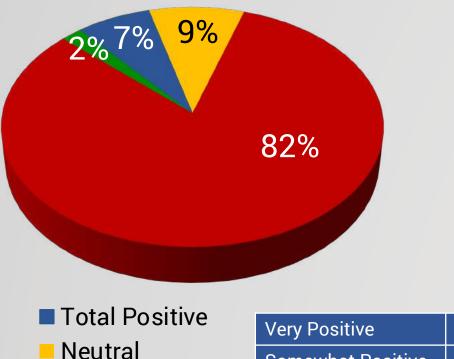
Healthier Colorado 2023 Opinion Survey 12/11/23 - 12/18/23, 912 +/-3.24% MoE



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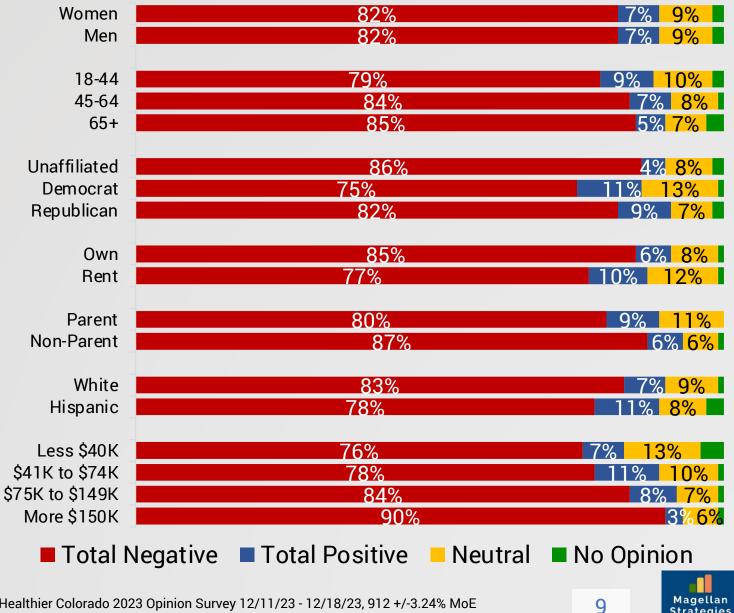
8-of-10 think social media has hurt the mental health of youth in Colorado

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



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| I otal Positive | Very Positive | 3% |
|-----------------|-------------------|-----|
| Neutral | Somewhat Positive | 4% |
| Total Negative | Very Negative | 49% |
| No Opinion | Somewhat Negative | 33% |
| - | | |

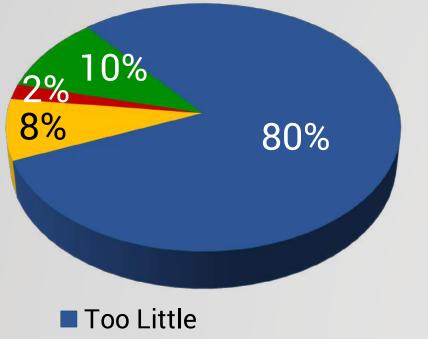




Coloradans believe social media companies are doing too little to protect youth

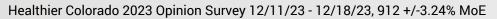
Les \$41K

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?



Just the Right Amount Too Much No Opinion

| , Women | 80% | <mark>6%</mark> 12% |
|----------------|------------------------------|----------------------|
| Men | 80% | 10% 7% |
| | | |
| 18-44 | 76% | 10% 10% |
| 45-64 | 83% | <mark>6%</mark> 10% |
| 65+ | 86% | <mark>5%</mark> 8% |
| | | |
| Unaffiliated | 81% | 5% 12% |
| Democrat | 79% | 13% 5% |
| Republican | 80% | 8% 10% |
| | | |
| Own | 82% | <mark>6% 9%</mark> |
| Rent | 75% | 12% 12% |
| Devent | 000% | |
| Parent | 82% | 7% 8% |
| Non-Parent | 80% | <mark>6% 12</mark> % |
| White | 80% | 7% |
| | | |
| Hispanic | 80% | 10% 7% |
| Less \$40K | 74% | 7% 17% |
| \$41K to \$74K | 75% | |
| \$75K to | | 6% 6% |
| More \$150K | 84% | 7% 8% |
| | | |
| 🔳 Too L | _ittle Right Amount Too Much | No Opinion |



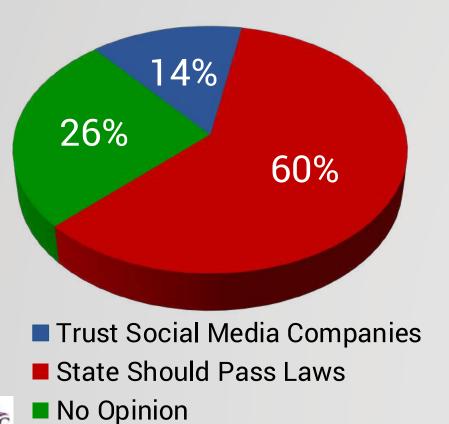
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Strategies

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

\$41 \$75K

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?



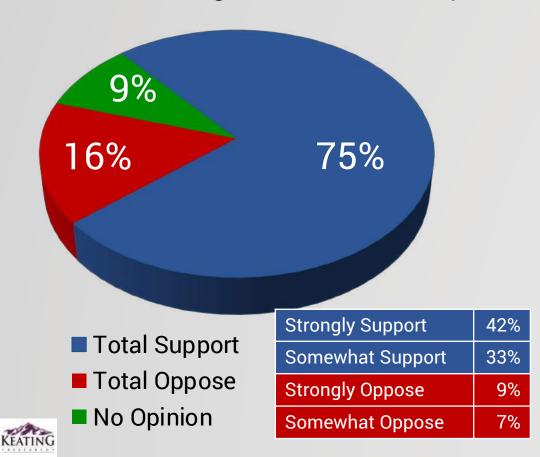
| Women | 60% | 13% | 27% |
|----------------|-----|-----|--------|
| Men | 60% | 16% | 24% |
| | | | |
| 18-44 | 57% | 20% | 23% |
| 45-64 | 60% | 10% | 30% |
| 65+ | 66% | 7% | 27% |
| | | | |
| Unaffiliated | 59% | 13% | 28% |
| Democrat | 67% | | 5% 17% |
| Republican | 52% | 17% | 31% |
| | | | |
| Own | 61% | 12% | 27% |
| Rent | 60% | 20% | 20% |
| | | | |
| Parent | 58% | 20% | 22% |
| Non-Parent | 61% | 13% | 26% |
| | | | |
| White | 60% | 13% | 27% |
| Hispanic | 55% | 22% | 23% |
| | | | |
| Less \$40K | 58% | 14% | 28% |
| \$41K to \$74K | 56% | 20% | 24% |
| 75K to \$149K | 60% | 11% | 29% |
| More \$150K | 65% | 12% | 23% |

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?



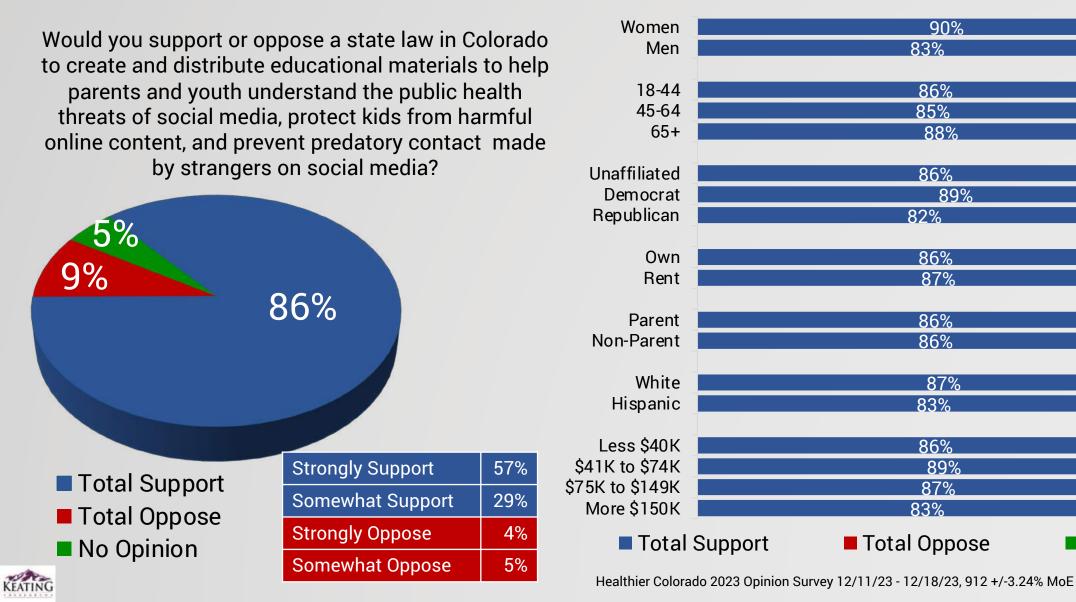
| Women | | 78% | 11% 11% |
|-----------------|---------|--------------|------------|
| Men | | 73% | 20% 7% |
| | | | |
| 18-44 | | 74% | 17% 9% |
| 45-64 | | 71% | 19% 10% |
| 65+ | | 83% | 11% 6% |
| Unaffiliated | | 74% | 16% 10% |
| Democrat | | 81% | 12% 7% |
| Republican | | 72% | 21% 7% |
| • | | | |
| Own | | 77% | 15% 8% |
| Rent | | 75% | 16% 9% |
| | | | |
| Parent | | 76% | 15% 9% |
| Non-Parent | | 75% | |
| | | | |
| White | | 75% | 16% 9% |
| Hispanic | | 76% | <u> </u> |
| . – | | | |
| Less \$40K | | 77% | 10% 13% |
| \$41K to \$74K | | 73% | 19% 8% |
| \$75K to \$149K | | 77% | 14% 9% |
| More \$150K | | 74% | 20% 6% |
| Total | Support | Total Oppose | No Opinion |

Healthier Colorado 2023 Opinion Survey 12/11/23 - 12/18/23, 912 +/-3.24% MoE



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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



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5% 5%

9% 5%

10% 5%

7% 5%

8% 6%

3%

9%

6% 5%

9% 4%

9% 5%

9% 5%

8% 5%

% 6%

7%

8% 3%

No Opinion

13

8%

3%

5%

5%

5%

2%

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.







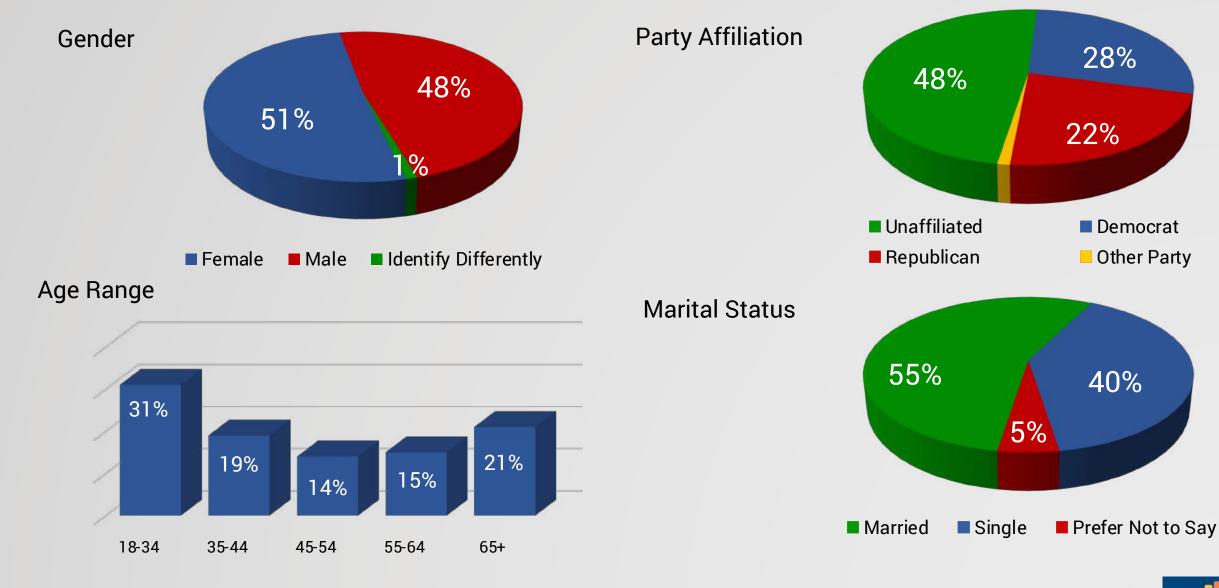


Survey Demographics





Survey Demographics

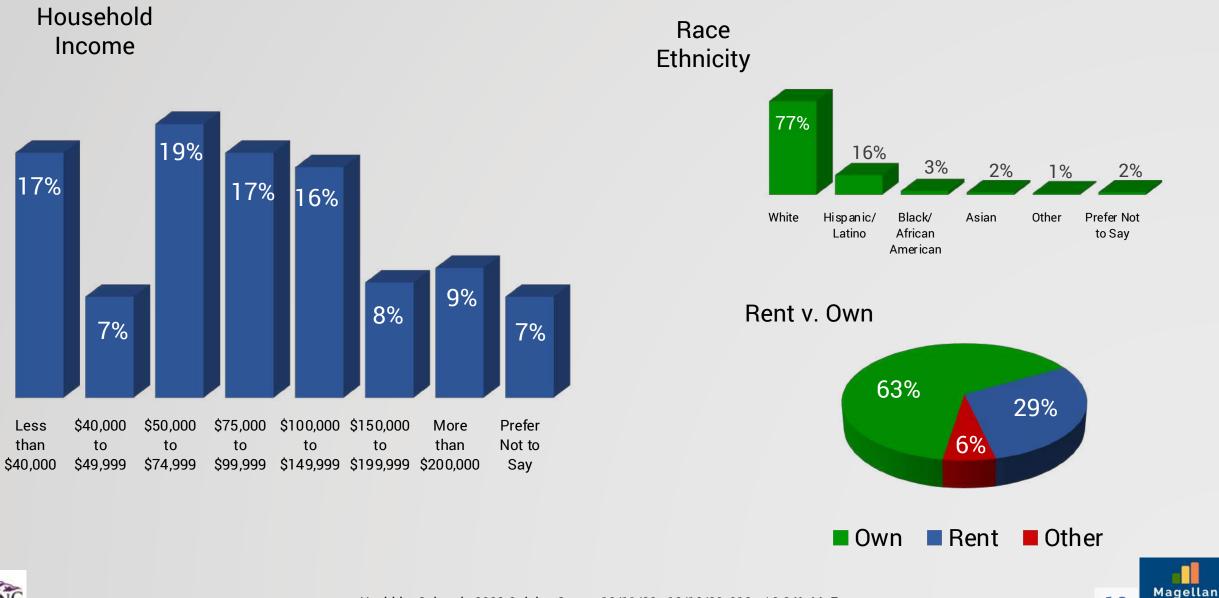




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Survey Demographics



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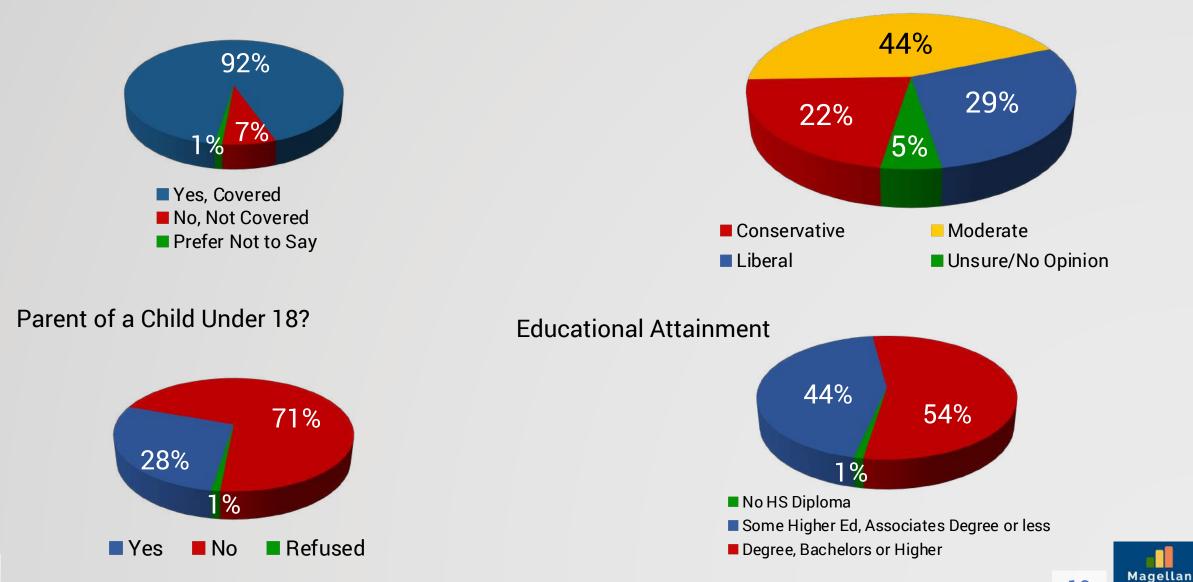
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Strategies

Survey Demographics

Political Beliefs

Covered by Health Insurance





Healthier Colorado 2023 Opinion Survey 12/11/23 - 12/18/23, 912 +/-3.24% MoE

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