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Parents Defending Education Benchmark Survey

n=822 Parents

MoE= +/- 3.5%

August 23-29, 2022

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Environment

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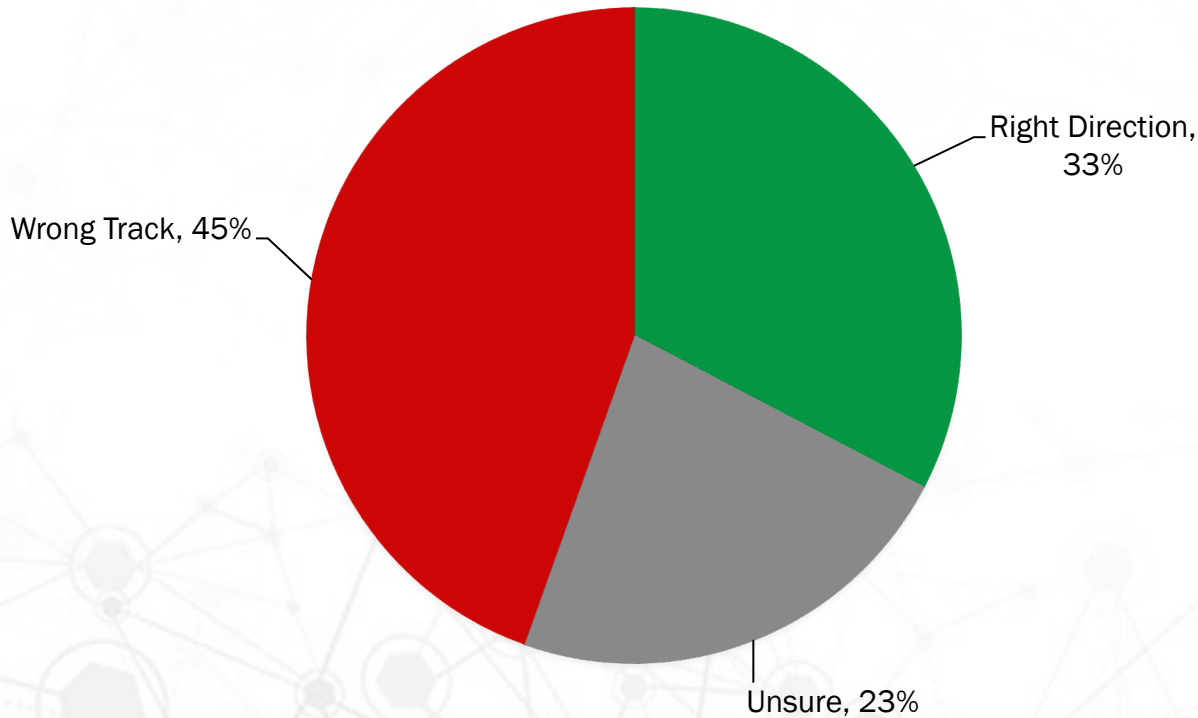
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A plurality of parents (45%) believe public schools are heading on the wrong track, including 60% of Republicans.

5. Thinking about the direction your local public schools are heading, do you believe things are going in the right direction or would you say things have pretty seriously gotten off on the wrong track?

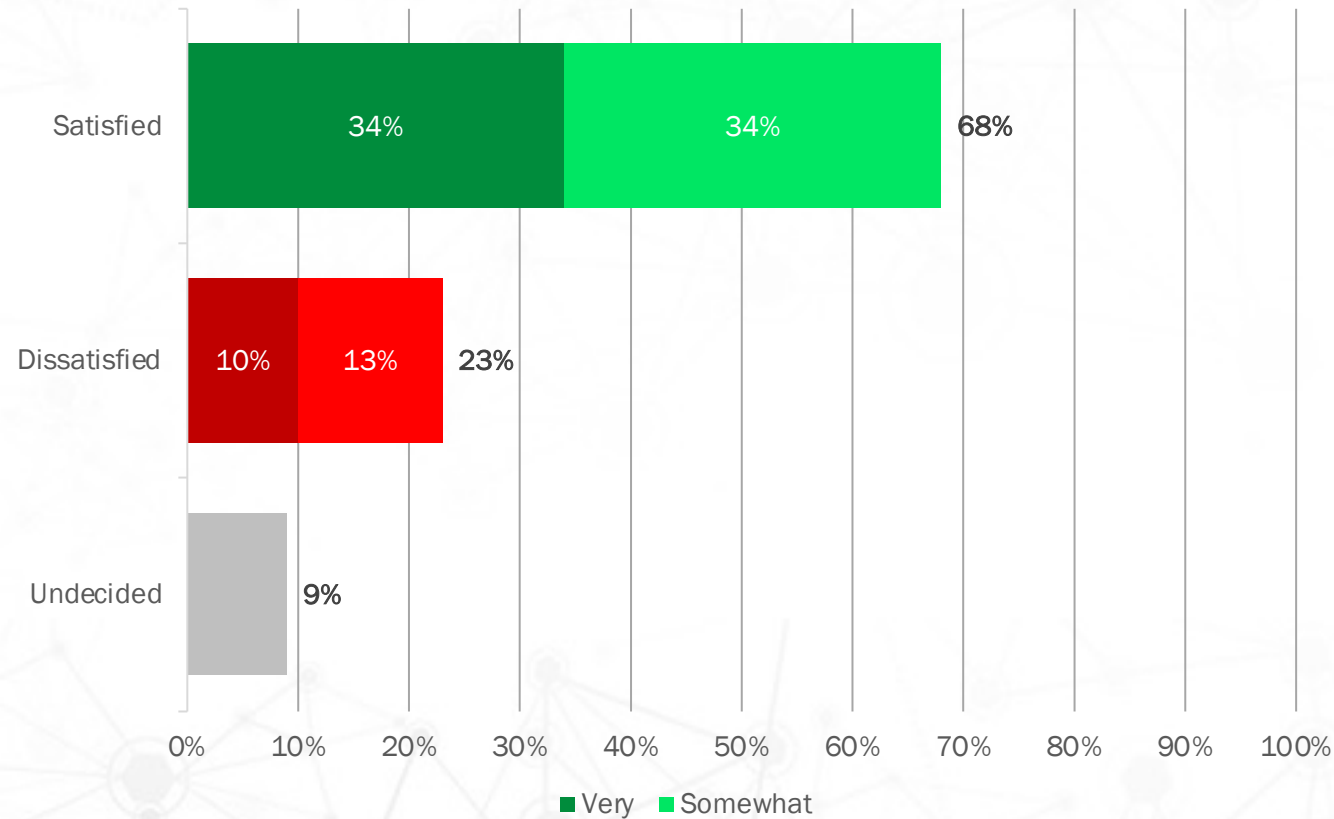
Grinnell/ Selzer Poll n=1,002 Adults March 2022	
Right Direction	24%
Wrong Track	64%
Unsure	12%



	Size	Right Direction	Wrong Track	Unsure
Republican	29%	22%	60%	18%
Independent	28%	33%	45%	22%
Democrat	29%	45%	32%	23%
Men	47%	35%	47%	19%
Women	53%	31%	43%	26%
18-34	16%	24%	49%	28%
35-44	35%	42%	39%	19%
45+	32%	31%	47%	22%
White	60%	34%	45%	21%
Hispanic	13%	14%	54%	32%
Black	10%	49%	28%	23%
HS or Less	11%	25%	53%	22%
Some College	38%	30%	47%	23%
Bachelors	31%	34%	44%	23%
Postgraduate	19%	40%	37%	24%
Has Kid in Elementary School	54%	36%	42%	22%
Has Kid in Middle School	35%	32%	45%	24%
Has Kid in High School	41%	30%	51%	19%
2020 Vote- Trump	35%	20%	64%	16%
2020 Vote- Biden	41%	47%	27%	25%
Northeast	15%	23%	55%	22%
Midwest	24%	43%	37%	20%
South	35%	28%	48%	25%
West	26%	35%	42%	23%
Urban	42%	33%	46%	21%
Suburban	33%	34%	45%	21%
Rural	25%	29%	42%	29%

A majority of parents (68%) are satisfied with their child's education, including 74% of Democrats and 74% of parents with a postgraduate degree.

6. Are you satisfied or dissatisfied with your child's education at their current school?

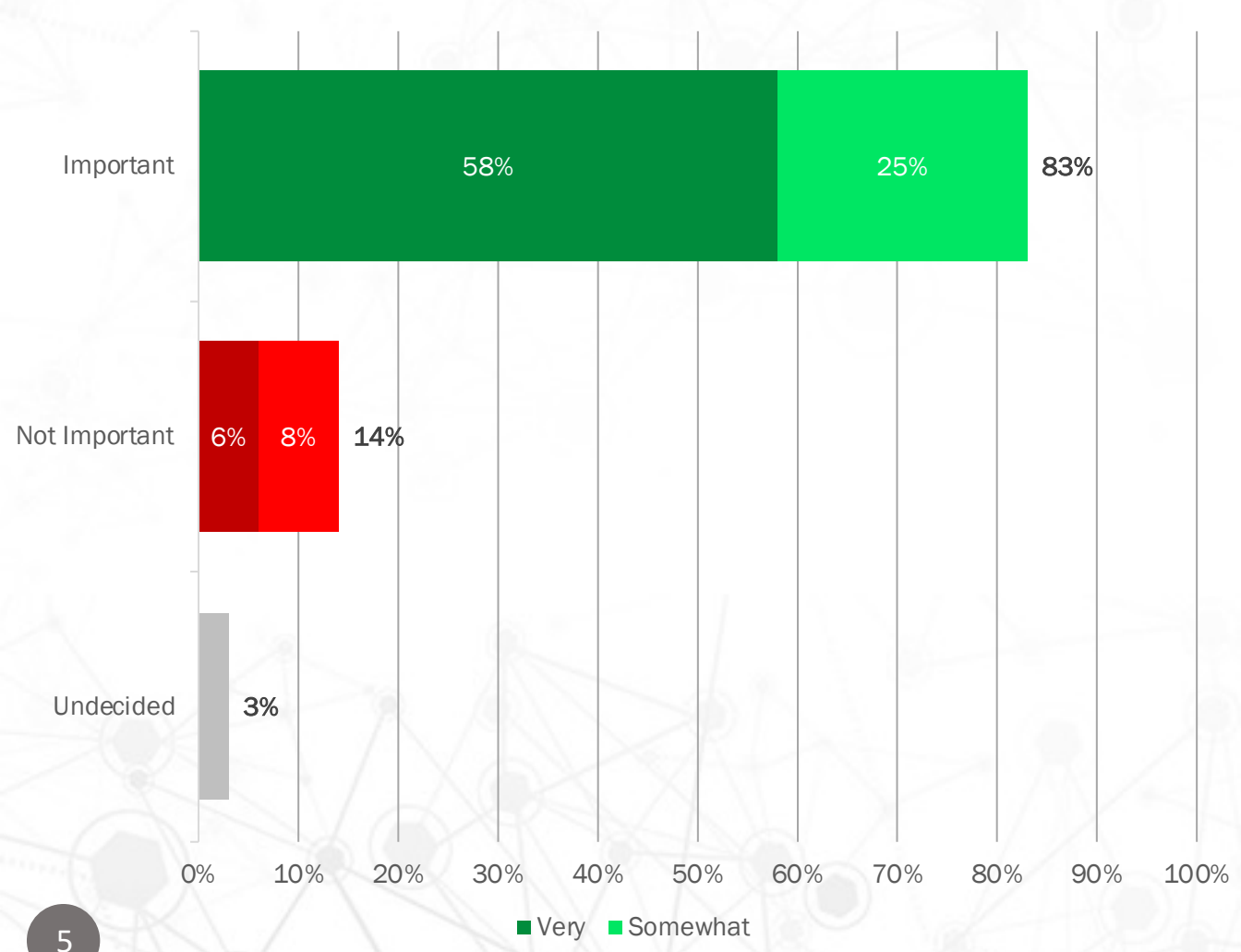


Gallup Poll n=224 Parents August 2021	
Satisfied	73%
Dissatisfied	26%

	Size	Satisfied	Dissatisfied	Undecided
Republican	29%	65%	27%	8%
Independent	28%	69%	22%	9%
Democrat	29%	74%	16%	10%
Men	47%	68%	24%	8%
Women	53%	68%	23%	9%
18-34	16%	65%	19%	16%
35-44	35%	76%	19%	5%
45+	32%	64%	29%	7%
White	60%	71%	21%	9%
Hispanic	13%	62%	28%	10%
Black	10%	78%	12%	9%
HS or Less	11%	61%	27%	12%
Some College	38%	66%	24%	10%
Bachelors	31%	71%	22%	7%
Postgraduate	19%	74%	19%	7%
Has Kid in Elementary School	54%	72%	22%	6%
Has Kid in Middle School	35%	68%	26%	6%
Has Kid in High School	41%	67%	28%	5%
2020 Vote- Trump	35%	61%	30%	8%
2020 Vote- Biden	41%	78%	14%	8%
Northeast	15%	61%	34%	5%
Midwest	24%	73%	21%	6%
South	35%	68%	20%	13%
West	26%	69%	24%	7%
Urban	42%	66%	23%	11%
Suburban	33%	69%	23%	8%
Rural	25%	71%	24%	5%

Over four-fifths of parents (83%) believe it is important that the school has a curriculum that adheres to their family values. This receives bipartisan support from 95% of Republicans and 71% of Democrats.

7. When considering a school for your child, how important is it to you that the school has a curriculum that adheres to your family values and beliefs? Would you say it is very important, somewhat important, not that important, or not important at all?



	Size	Important	Not Important
Republican	29%	95%	4%
Independent	28%	81%	15%
Democrat	29%	71%	26%
Men	47%	84%	13%
Women	53%	83%	15%
18-34	16%	86%	9%
35-44	35%	81%	17%
45+	32%	83%	15%
White	60%	80%	18%
Hispanic	13%	83%	12%
Black	10%	92%	8%
HS or Less	11%	86%	8%
Some College	38%	88%	10%
Bachelors	31%	81%	15%
Postgraduate	19%	73%	25%
Has Kid in Elementary School	54%	86%	11%
Has Kid in Middle School	35%	87%	12%
Has Kid in High School	41%	82%	15%
2020 Vote- Trump	35%	98%	2%
2020 Vote- Biden	41%	72%	24%
Northeast	15%	82%	17%
Midwest	24%	86%	12%
South	35%	80%	16%
West	26%	85%	12%
Urban	42%	82%	16%
Suburban	33%	82%	14%
Rural	25%	86%	10%

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School Surveys

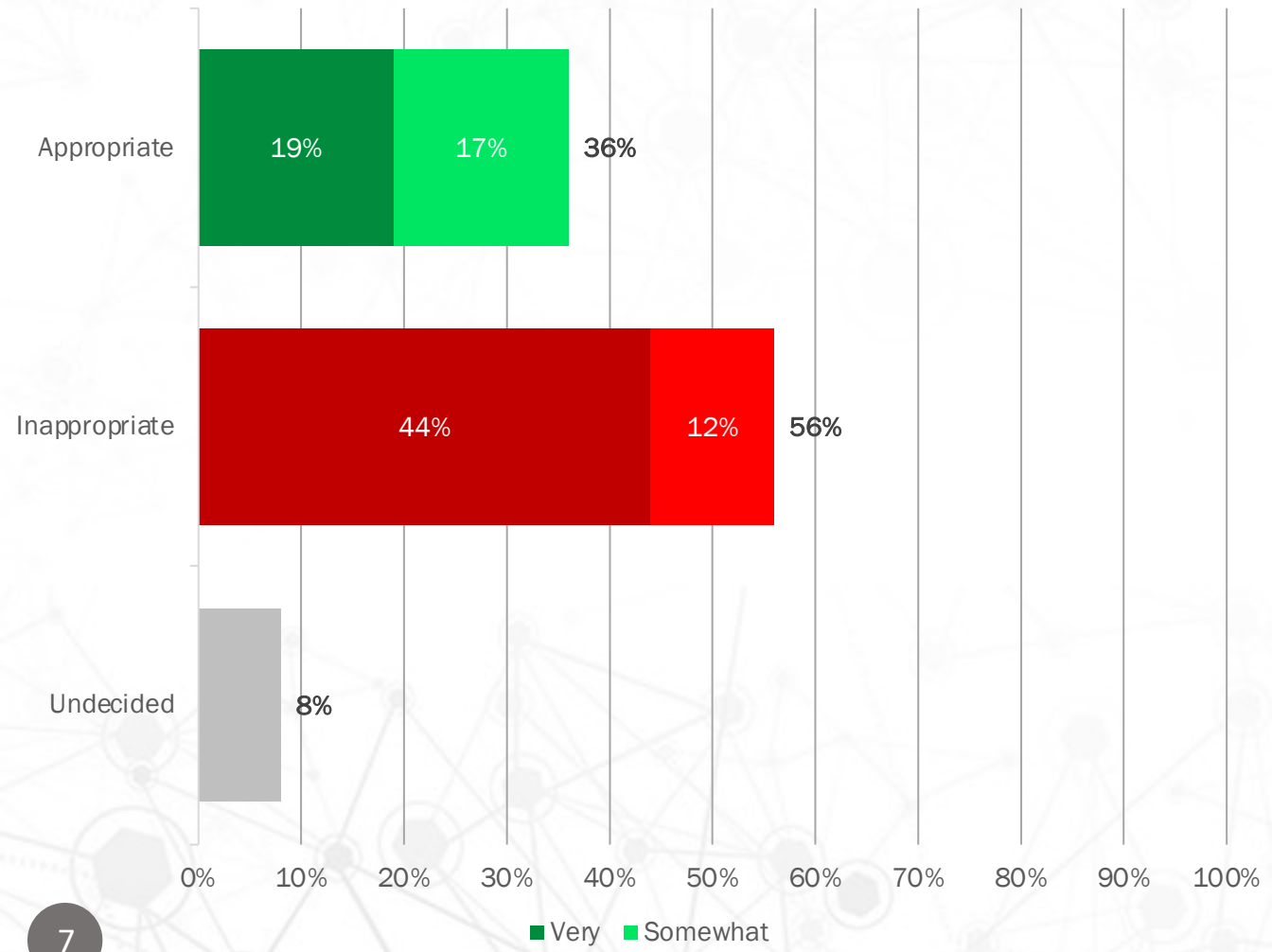
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A majority of parents (56%) believe it is inappropriate for schools to administer these surveys to students. While a plurality of Black parents believe it is appropriate.

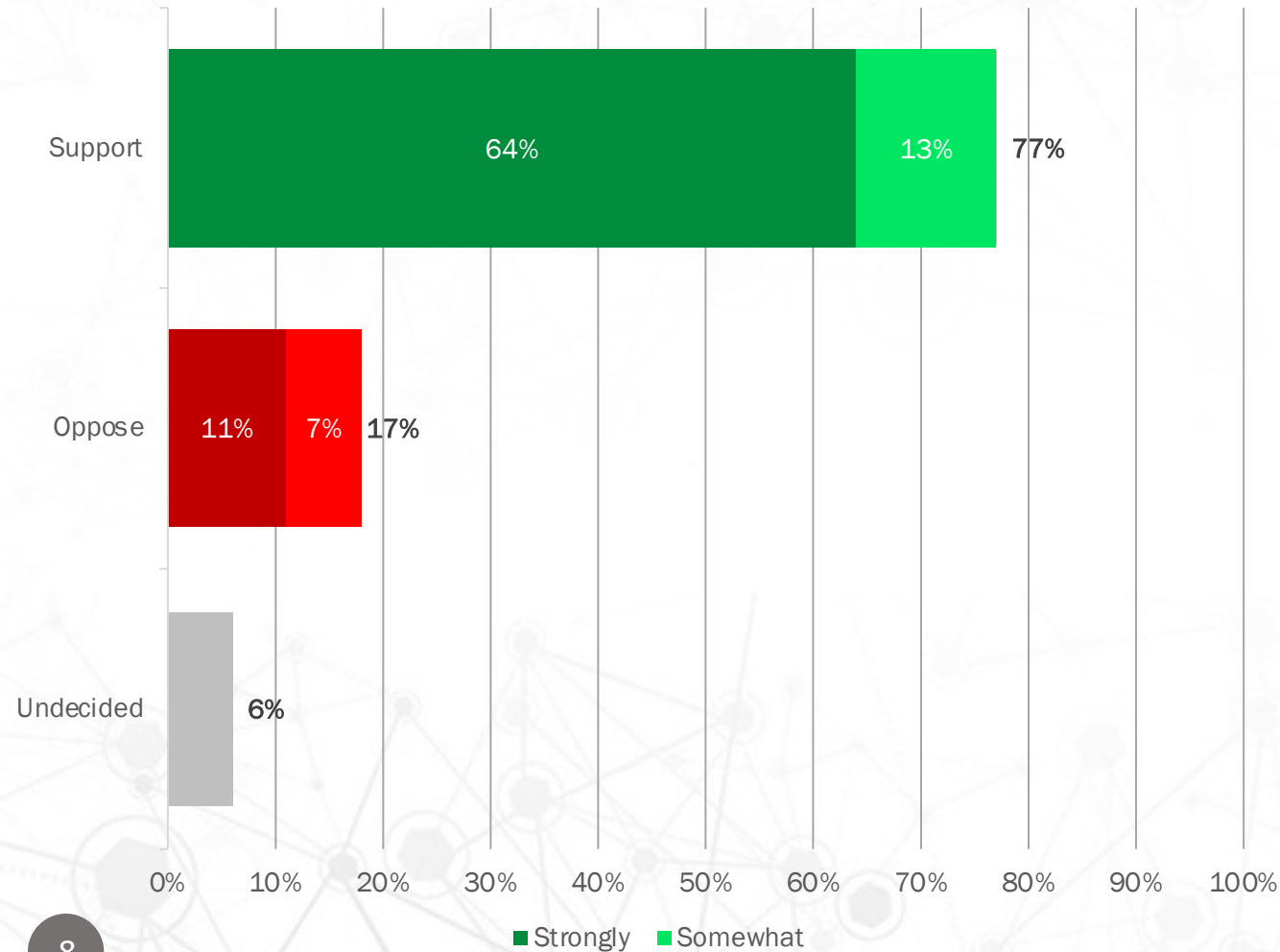
8. Would you say it is appropriate or for schools to administer surveys to students on topics such as gender identity, sexual orientation, personal drug use, drug and alcohol use in the home, sexual activity, and racial issues?



	Size	Appropriate	Inappropriate	Undecided
Republican	29%	15%	83%	2%
Independent	28%	31%	63%	6%
Democrat	29%	59%	26%	15%
Men	47%	35%	60%	5%
Women	53%	37%	52%	11%
18-34	16%	36%	58%	6%
35-44	35%	41%	52%	7%
45+	32%	33%	58%	9%
White	60%	35%	59%	6%
Hispanic	13%	37%	56%	7%
Black	10%	49%	32%	20%
HS or Less	11%	39%	56%	5%
Some College	38%	27%	64%	9%
Bachelors	31%	37%	55%	9%
Postgraduate	19%	52%	42%	6%
Has Kid in Elementary School	54%	33%	59%	8%
Has Kid in Middle School	35%	30%	60%	10%
Has Kid in High School	41%	34%	56%	10%
2020 Vote- Trump	35%	9%	87%	4%
2020 Vote- Biden	41%	59%	29%	12%
Northeast	15%	34%	58%	8%
Midwest	24%	38%	50%	12%
South	35%	32%	61%	7%
West	26%	39%	55%	6%
Urban	42%	39%	55%	6%
Suburban	33%	33%	55%	12%
Rural	25%	34%	60%	6%

Over three-fourths of parents (77%) support requiring schools to obtain permission from parents to administer these surveys. Furthermore, 77% of parents with a kid in high school support requiring permission.

9. If schools administer surveys to students that are not directly related to educational material, like gender identity, sexual orientation, personal drug use, drug and alcohol use in the home, sexual activity, and racial issues, do you support or oppose requiring schools to obtain permission from parents before administering these surveys to students?



	Size	Support	Oppose	Undecided
Republican	29%	88%	8%	4%
Independent	28%	78%	17%	5%
Democrat	29%	68%	26%	6%
Men	47%	78%	17%	5%
Women	53%	75%	17%	8%
18-34	16%	82%	17%	1%
35-44	35%	79%	14%	7%
45+	32%	74%	19%	6%
White	60%	74%	21%	4%
Hispanic	13%	84%	9%	7%
Black	10%	79%	10%	11%
HS or Less	11%	84%	10%	6%
Some College	38%	83%	13%	4%
Bachelors	31%	73%	21%	6%
Postgraduate	19%	67%	25%	9%
Has Kid in Elementary School	54%	78%	17%	5%
Has Kid in Middle School	35%	80%	14%	6%
Has Kid in High School	41%	77%	16%	7%
2020 Vote- Trump	35%	90%	8%	2%
2020 Vote- Biden	41%	67%	25%	8%
Northeast	15%	70%	22%	8%
Midwest	24%	77%	16%	7%
South	35%	79%	16%	5%
West	26%	77%	18%	6%
Urban	42%	79%	16%	5%
Suburban	33%	75%	17%	8%
Rural	25%	75%	20%	5%

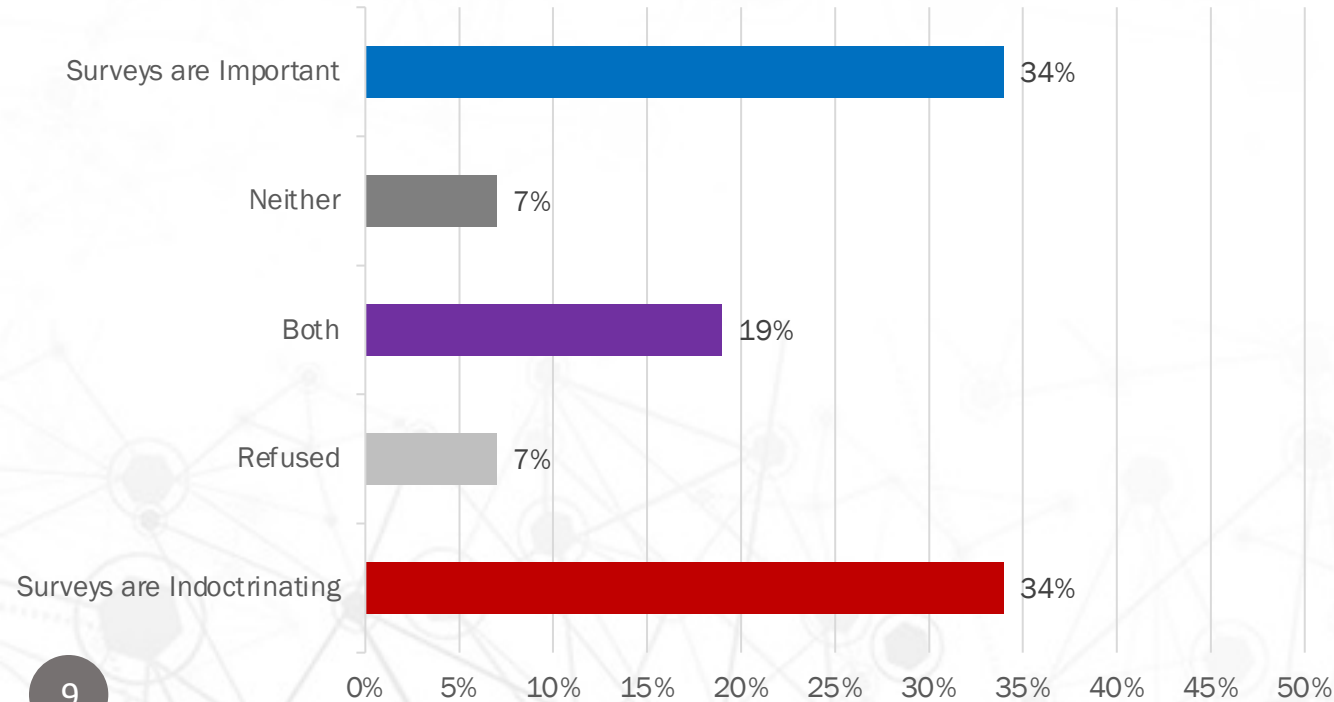
Parents are evenly split on their opinion of whether these surveys are important or indoctrinating (34% to 34%), while 19% agree with both views.

10. Regarding surveys to students that are not directly related to educational material, like home life, physical/mental health, and gender identity, what comes closer to your view

(Some/Other) people say that these surveys are important because they alert teachers to issues in the home and in students' lives and allow them to provide resources to ensure students' mental and physical health.

...while...

(Some/Other) people say that these surveys are designed to push an agenda, overstepping school bounds and enabling schools and activists to indoctrinate or otherwise shape children in ways counter to their parents' wishes.



	Size	Important	Both	Indoctrination
Republican	29%	12%	19%	58%
Independent	28%	33%	14%	41%
Democrat	29%	58%	21%	9%
Men	47%	28%	16%	42%
Women	53%	38%	22%	26%
18-34	16%	29%	18%	46%
35-44	35%	35%	21%	28%
45+	32%	38%	18%	34%
White	60%	37%	16%	34%
Hispanic	13%	21%	26%	44%
Black	10%	46%	21%	16%
HS or Less	11%	32%	11%	38%
Some College	38%	26%	20%	44%
Bachelors	31%	34%	24%	26%
Postgraduate	19%	51%	15%	22%
Has Kid in Elementary School	54%	31%	20%	35%
Has Kid in Middle School	35%	32%	18%	37%
Has Kid in High School	41%	31%	19%	36%
2020 Vote- Trump	35%	11%	13%	66%
2020 Vote- Biden	41%	59%	18%	8%
Northeast	15%	33%	23%	27%
Midwest	24%	41%	14%	36%
South	35%	29%	21%	37%
West	26%	32%	20%	31%
Urban	42%	32%	18%	34%
Suburban	33%	37%	17%	34%
Rural	25%	32%	24%	33%

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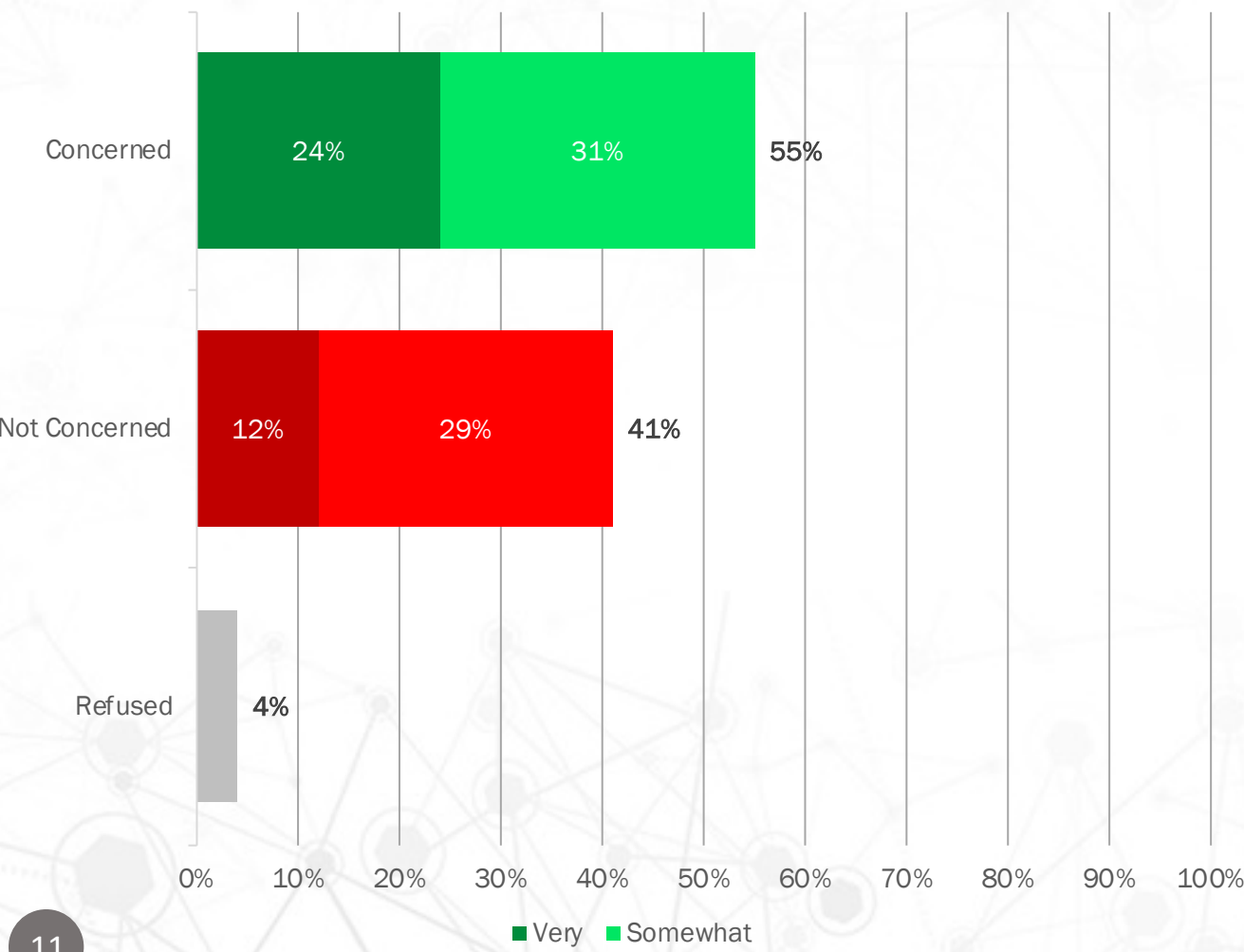
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Student Data and Privacy

A majority of parents (55%) are concerned about the data security of schools. A majority of parents with a postgraduate education (55%) and Democrats (54%) are not concerned.

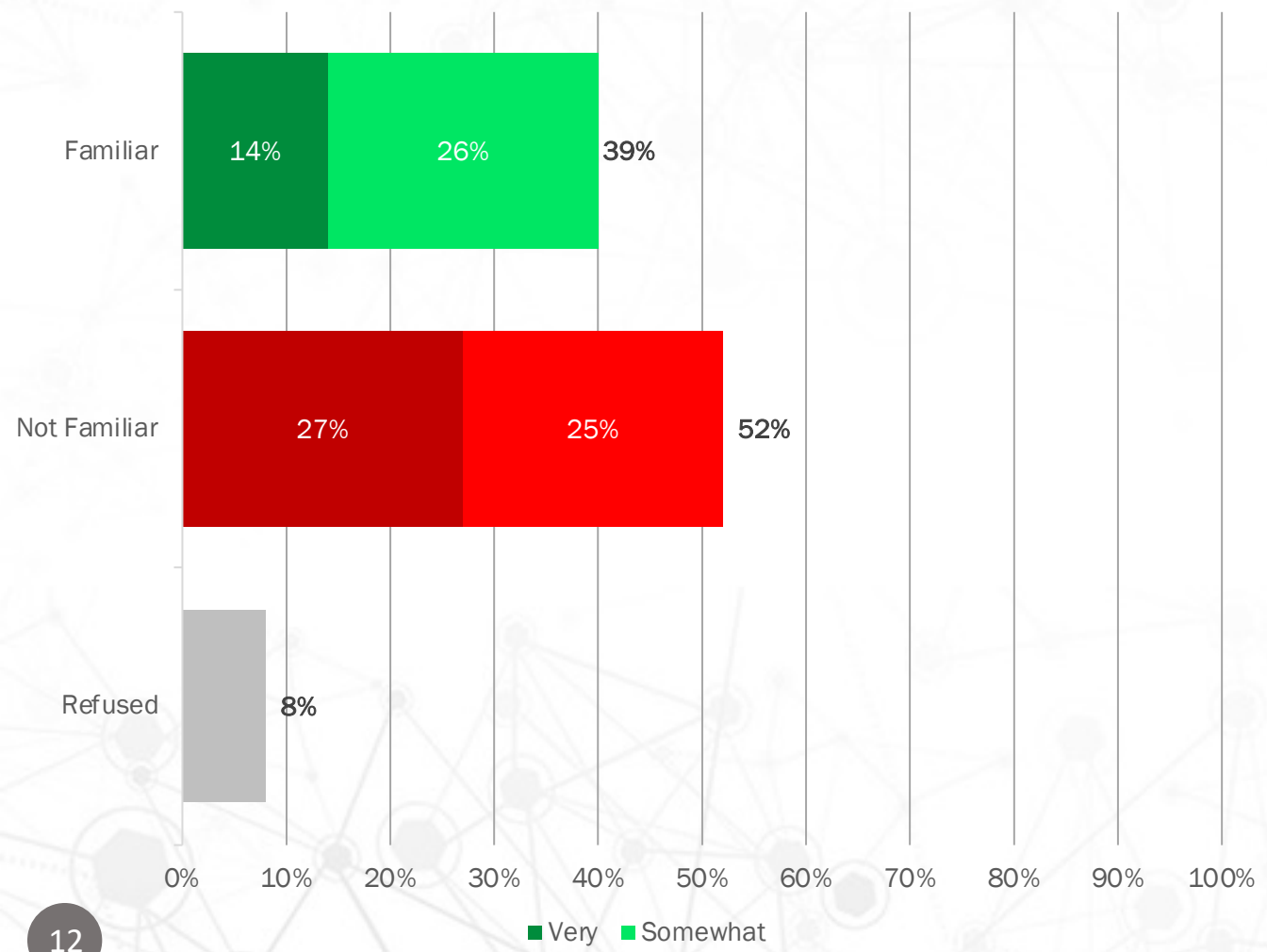
11. Schools collect and store student information like grades, test scores, address, contact information, and race, religious, and ethnicity data. How concerned are you about the data security of schools obtaining, storing, and communicating this information about children?



	Size	Concerned	Not Concerned
Republican	29%	59%	36%
Independent	28%	63%	35%
Democrat	29%	44%	54%
Men	47%	55%	40%
Women	53%	55%	42%
18-34	16%	57%	41%
35-44	35%	49%	45%
45+	32%	59%	38%
White	60%	51%	45%
Hispanic	13%	55%	41%
Black	10%	59%	34%
HS or Less	11%	60%	30%
Some College	38%	63%	36%
Bachelors	31%	51%	43%
Postgraduate	19%	42%	55%
Has Kid in Elementary School	54%	53%	43%
Has Kid in Middle School	35%	55%	42%
Has Kid in High School	41%	56%	39%
2020 Vote- Trump	35%	61%	35%
2020 Vote- Biden	41%	45%	51%
Northeast	15%	55%	43%
Midwest	24%	50%	47%
South	35%	59%	39%
West	26%	54%	37%
Urban	42%	52%	43%
Suburban	33%	57%	39%
Rural	25%	58%	40%

A majority of parents (52%) are not familiar with FERPA, including 61% of parents 18-34 and 70% of Hispanic parents.

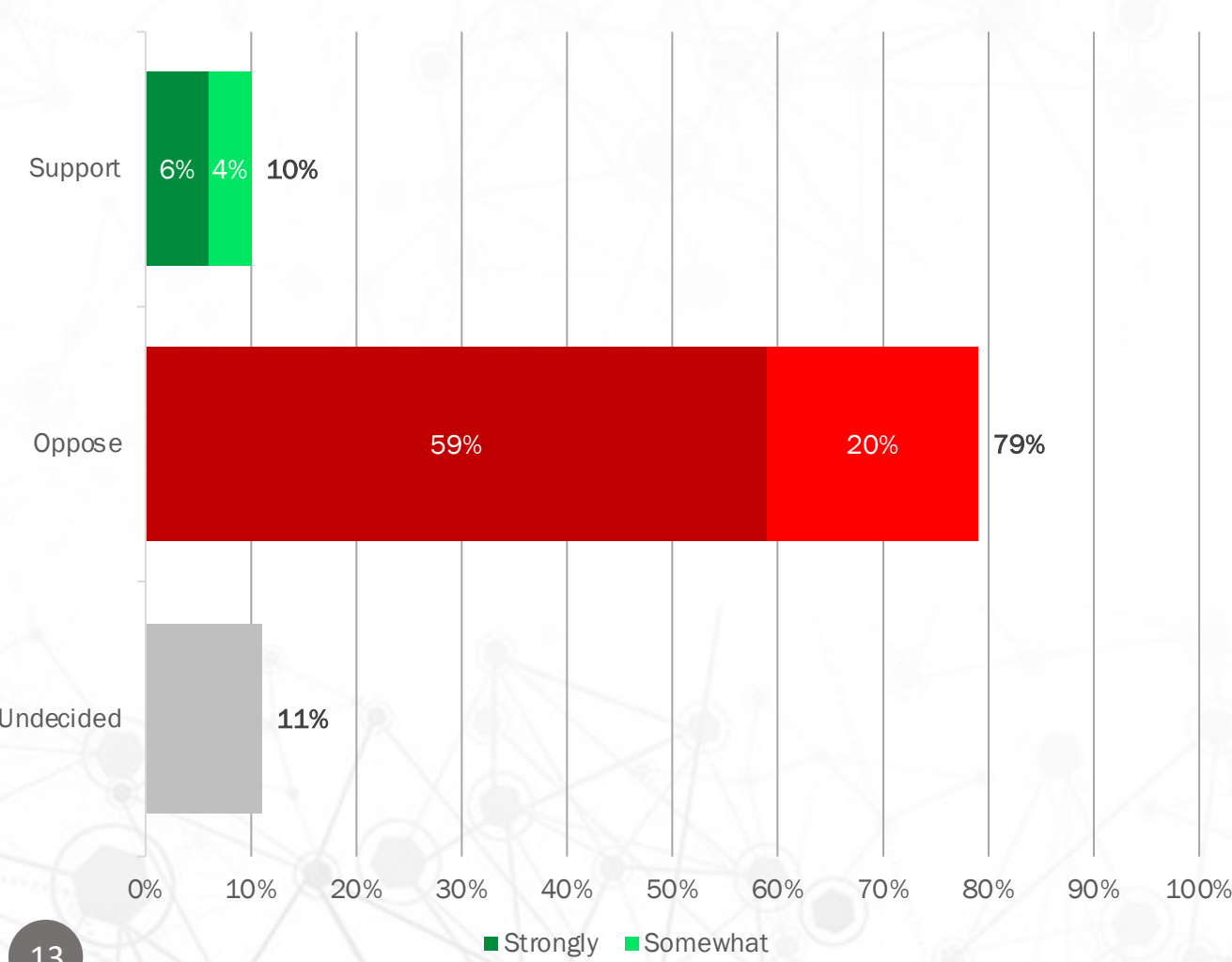
12. Would you say you are very familiar, somewhat familiar, not that familiar, or not familiar at all with the Family Education Rights and Privacy Act, or FERPA?



	Size	Familiar	Not Familiar	Refused
Republican	29%	36%	55%	9%
Independent	28%	40%	51%	8%
Democrat	29%	43%	53%	4%
Men	47%	38%	53%	10%
Women	53%	41%	52%	7%
18-34	16%	29%	61%	10%
35-44	35%	43%	47%	10%
45+	32%	40%	55%	6%
White	60%	41%	50%	8%
Hispanic	13%	17%	70%	13%
Black	10%	57%	43%	0%
HS or Less	11%	47%	48%	5%
Some College	38%	32%	57%	11%
Bachelors	31%	38%	55%	7%
Postgraduate	19%	52%	42%	6%
Has Kid in Elementary School	54%	38%	54%	9%
Has Kid in Middle School	35%	40%	51%	9%
Has Kid in High School	41%	43%	51%	6%
2020 Vote- Trump	35%	35%	56%	9%
2020 Vote- Biden	41%	44%	52%	4%
Northeast	15%	36%	59%	5%
Midwest	24%	40%	54%	6%
South	35%	41%	51%	8%
West	26%	38%	49%	13%
Urban	42%	43%	50%	7%
Suburban	33%	39%	53%	8%
Rural	25%	34%	55%	10%

Nearly four-fifths of parents (79%) oppose allowing third-parties to receive student data without permission from parents.

13. Do you support or oppose allowing third-parties that work with schools to receive student data without permission from parents?



	Size	Support	Oppose	Undecided
Republican	29%	5%	88%	7%
Independent	28%	8%	86%	7%
Democrat	29%	15%	68%	17%
Men	47%	9%	81%	11%
Women	53%	10%	78%	11%
18-34	16%	4%	89%	7%
35-44	35%	10%	74%	16%
45+	32%	13%	81%	7%
White	60%	10%	78%	12%
Hispanic	13%	5%	83%	12%
Black	10%	21%	67%	12%
HS or Less	11%	5%	74%	20%
Some College	38%	5%	88%	7%
Bachelors	31%	9%	81%	11%
Postgraduate	19%	23%	62%	15%
Has Kid in Elementary School	54%	8%	80%	12%
Has Kid in Middle School	35%	10%	79%	10%
Has Kid in High School	41%	11%	81%	8%
2020 Vote- Trump	35%	5%	91%	4%
2020 Vote- Biden	41%	14%	72%	14%
Northeast	15%	9%	76%	15%
Midwest	24%	10%	80%	10%
South	35%	9%	81%	10%
West	26%	10%	78%	12%
Urban	42%	8%	79%	12%
Suburban	33%	12%	77%	11%
Rural	25%	9%	83%	8%

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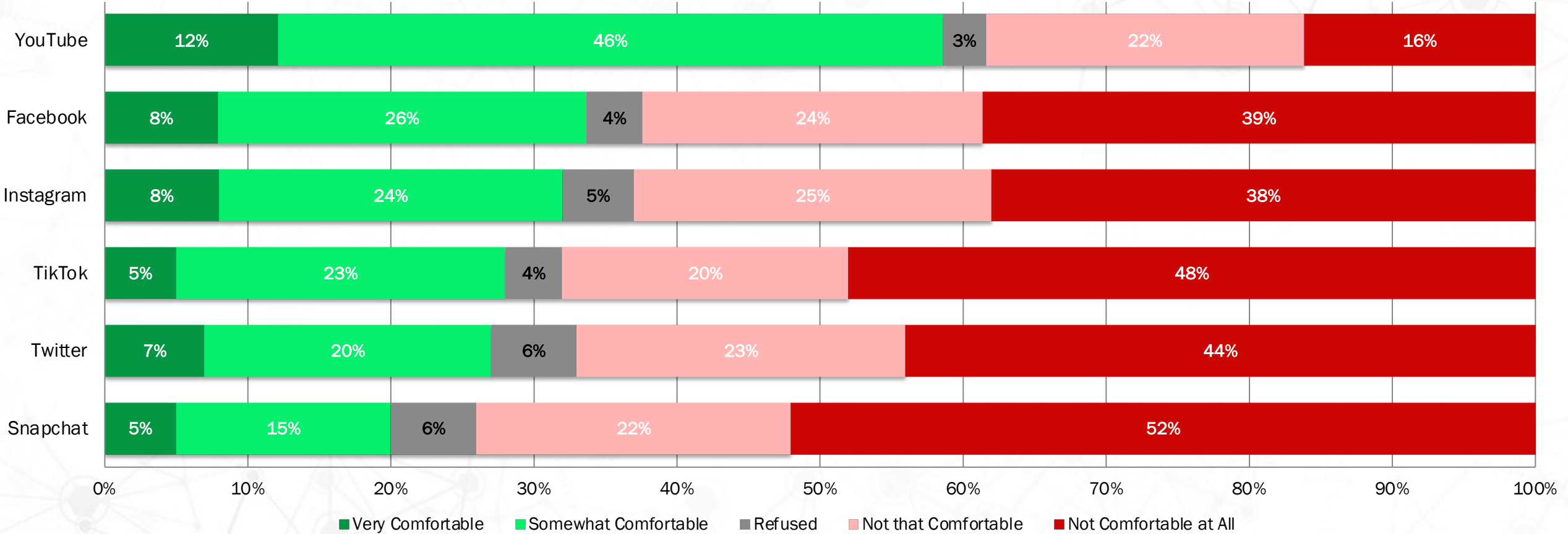
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Social Media

Parents fell most comfortable with letting their kids use YouTube without adult supervision.

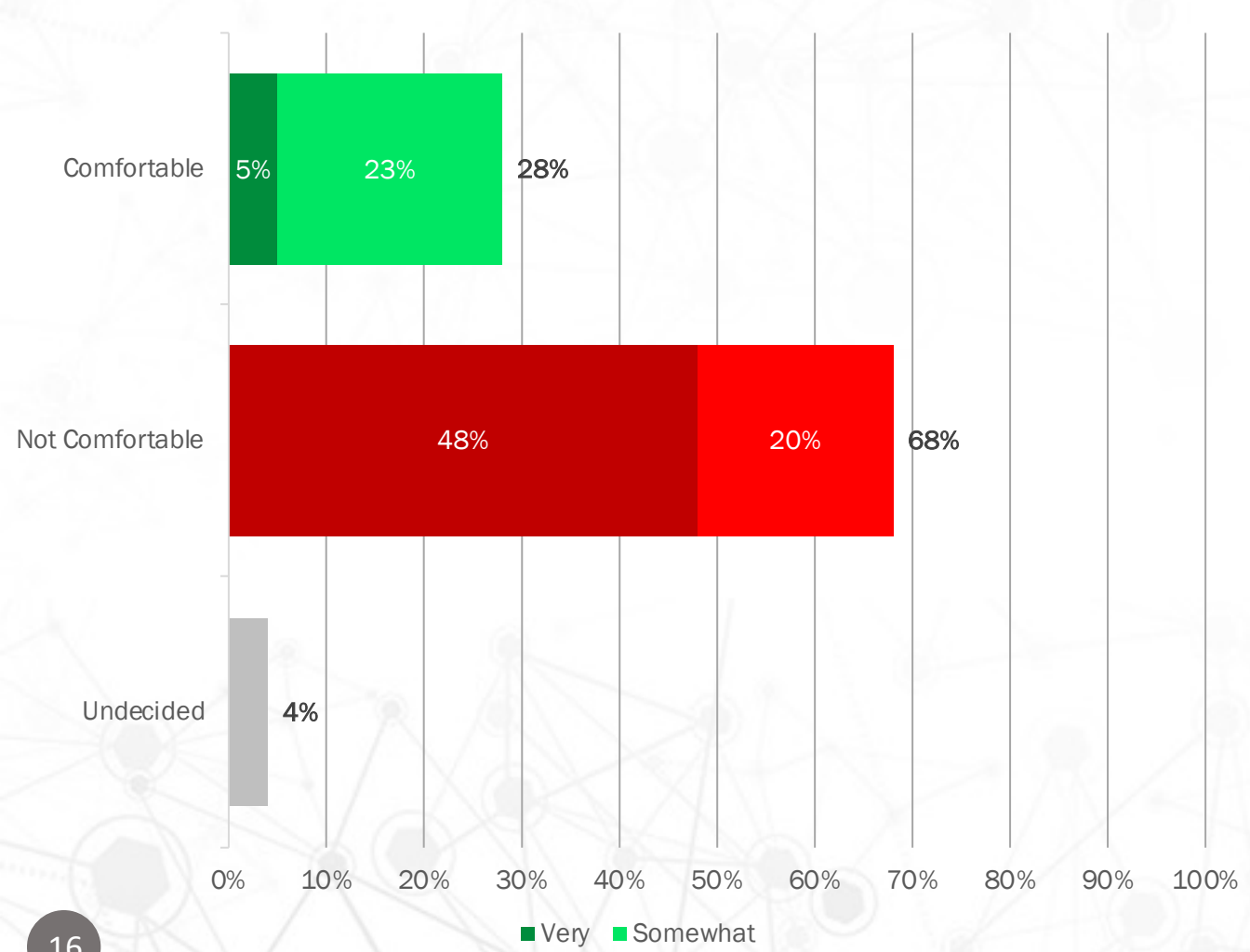
Social Media Platforms



	YouTube	Facebook	Instagram	TikTok	Twitter	Snapchat
Comfortable	59%	34%	32%	32%	28%	21%
Not Comfortable	38%	63%	63%	68%	66%	74%

Over two-thirds of parents (68%) are not comfortable allowing their kid to use TikTok without adult supervision, including 73% of parents 18-34.

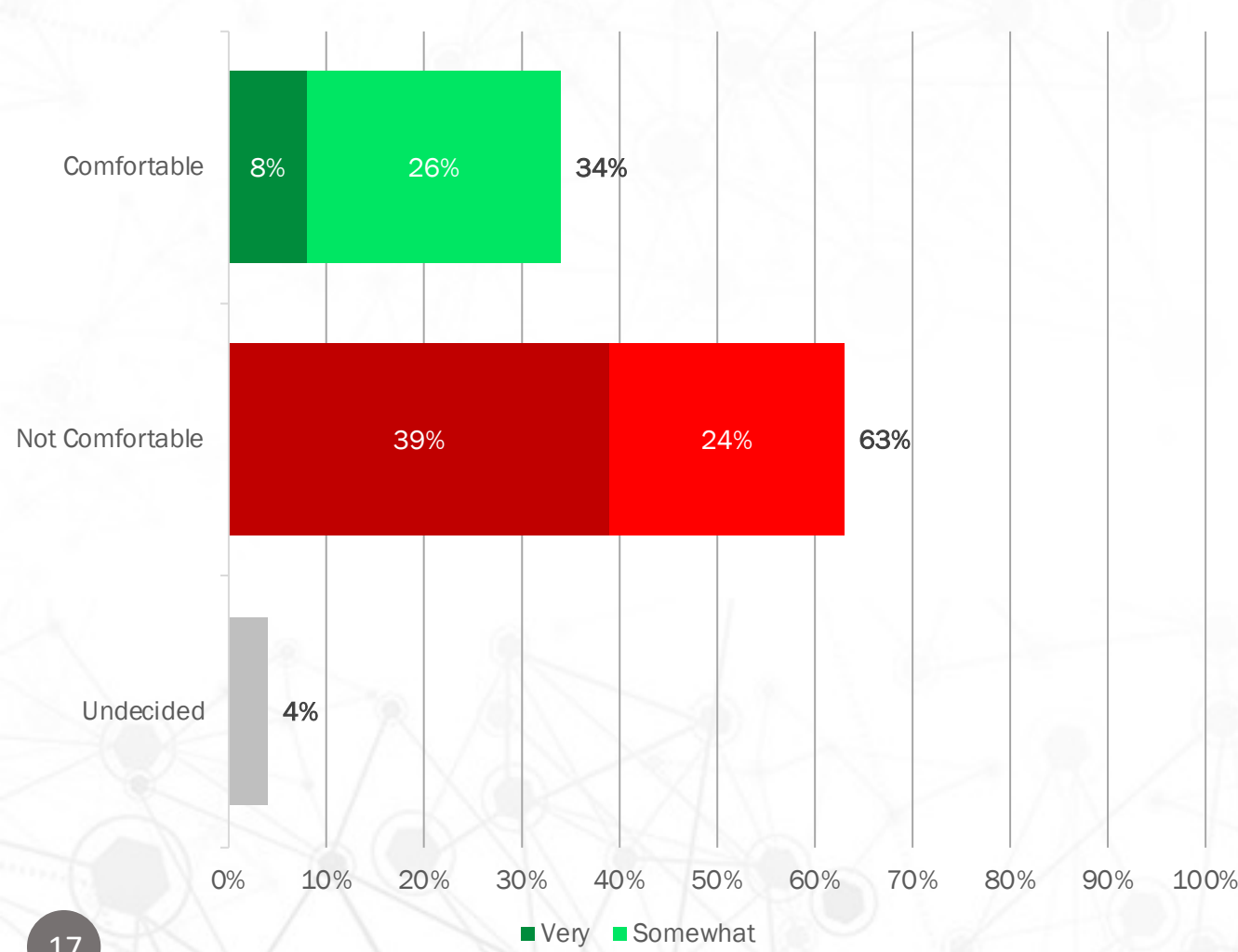
14. TikTok



	Size	Comfortable	Not Comfortable
Republican	29%	24%	71%
Independent	28%	27%	72%
Democrat	29%	31%	63%
Men	47%	26%	70%
Women	53%	30%	66%
18-34	16%	25%	73%
35-44	35%	26%	69%
45+	32%	34%	62%
White	60%	23%	73%
Hispanic	13%	37%	58%
Black	10%	46%	50%
HS or Less	11%	32%	63%
Some College	38%	32%	67%
Bachelors	31%	23%	71%
Postgraduate	19%	29%	64%
Has Kid in Elementary School	54%	22%	76%
Has Kid in Middle School	35%	31%	66%
Has Kid in High School	41%	40%	56%
2020 Vote- Trump	35%	23%	74%
2020 Vote- Biden	41%	31%	64%
Northeast	15%	38%	57%
Midwest	24%	29%	68%
South	35%	27%	70%
West	26%	25%	69%
Urban	42%	28%	66%
Suburban	33%	28%	68%
Rural	25%	29%	68%

A majority of parents (63%) are not comfortable with their kids using Facebook unsupervised.
 Half of parents with a kid in high school are comfortable with Facebook.

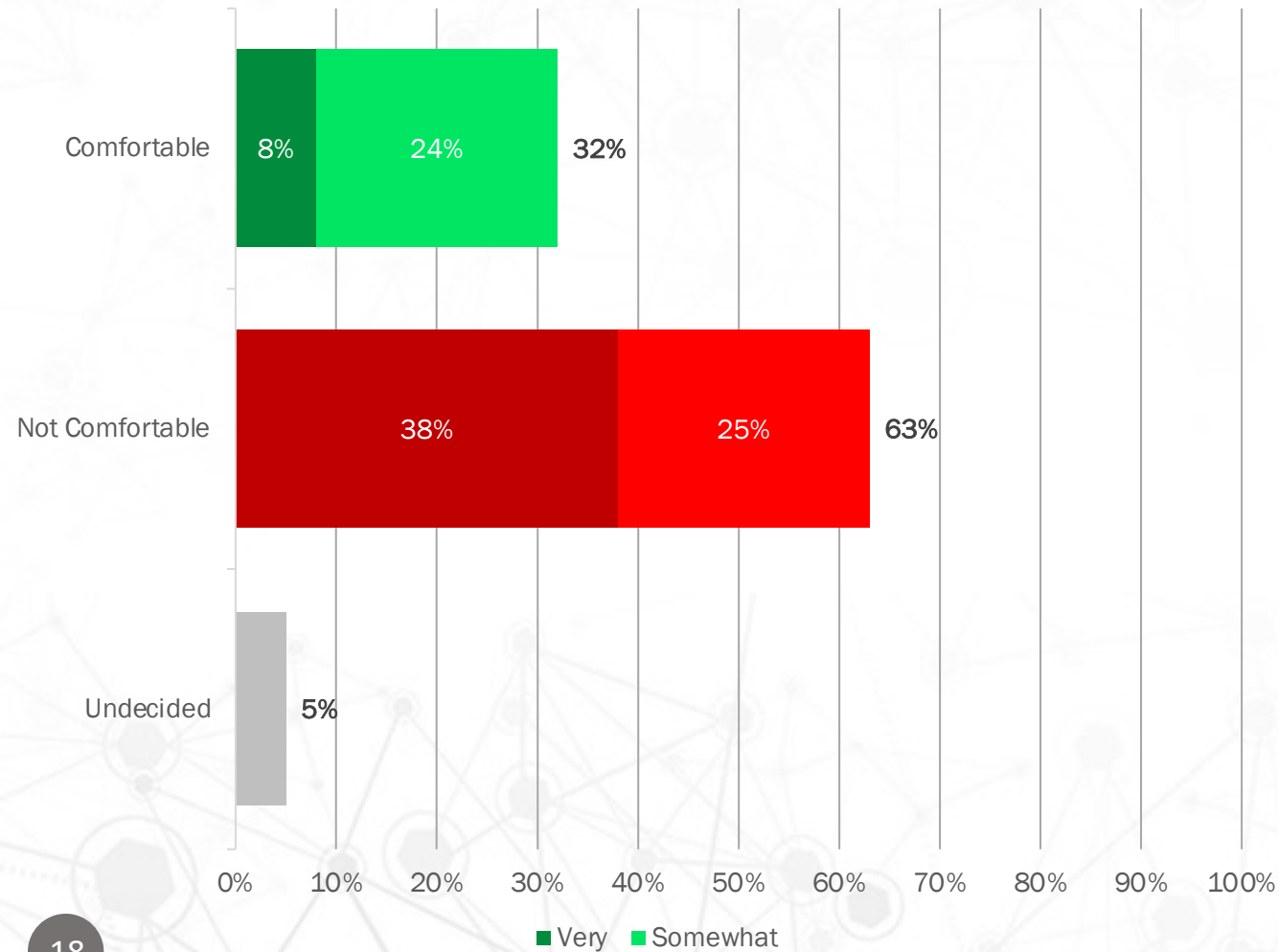
15. Facebook



	Size	Comfortable	Not Comfortable
Republican	29%	31%	63%
Independent	28%	34%	65%
Democrat	29%	35%	63%
Men	47%	32%	64%
Women	53%	35%	62%
18-34	16%	30%	67%
35-44	35%	32%	65%
45+	32%	40%	56%
White	60%	32%	64%
Hispanic	13%	33%	61%
Black	10%	46%	54%
HS or Less	11%	45%	52%
Some College	38%	35%	63%
Bachelors	31%	30%	65%
Postgraduate	19%	32%	63%
Has Kid in Elementary School	54%	24%	74%
Has Kid in Middle School	35%	33%	64%
Has Kid in High School	41%	50%	45%
2020 Vote- Trump	35%	28%	68%
2020 Vote- Biden	41%	36%	63%
Northeast	15%	34%	63%
Midwest	24%	33%	65%
South	35%	36%	61%
West	26%	32%	61%
Urban	42%	34%	63%
Suburban	33%	36%	60%
Rural	25%	31%	66%

A majority of parents (63%) are not comfortable with their kids using Instagram unsupervised, including 75% of parents 18-34 and 74% of parents with a kid in elementary school.

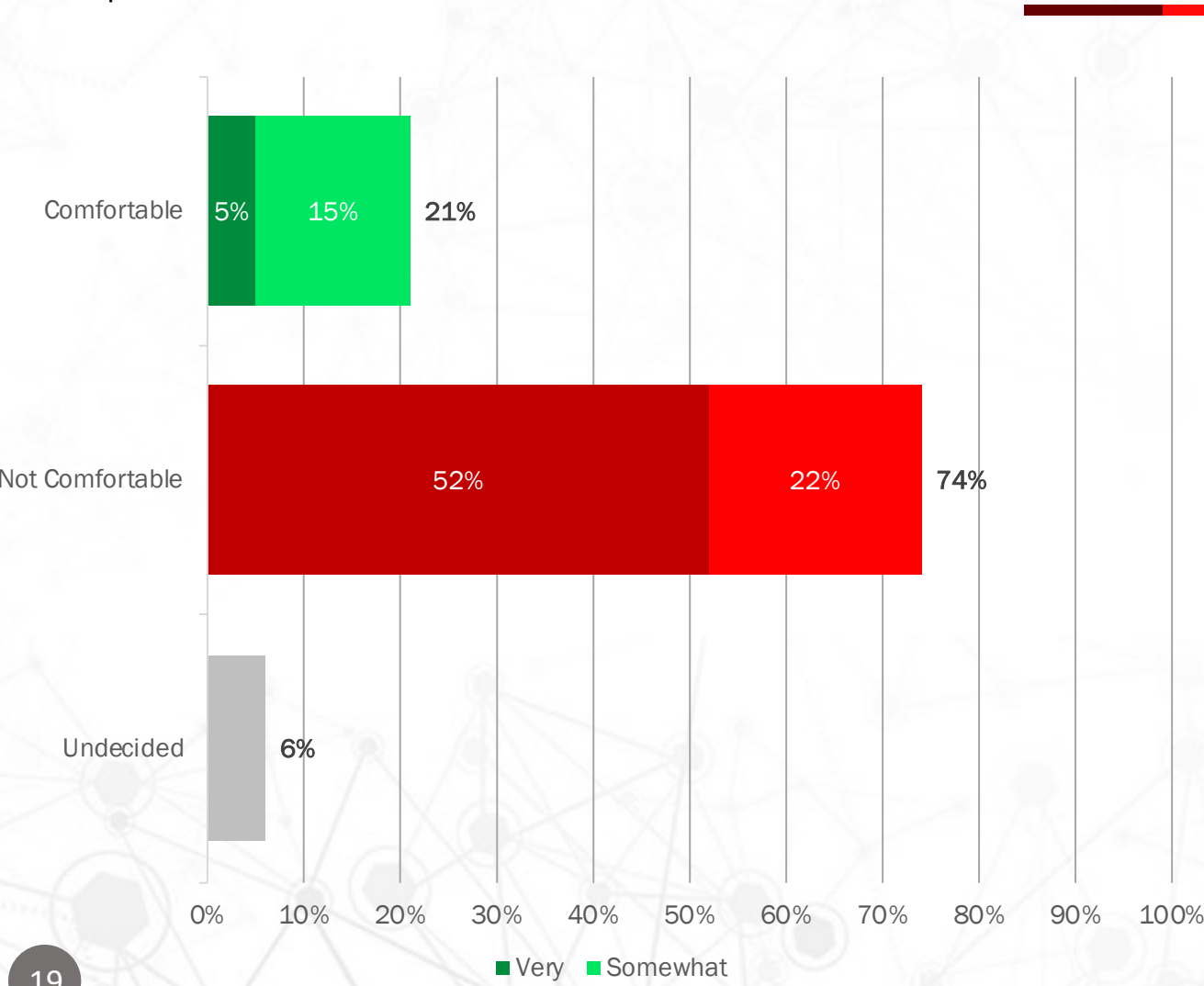
16. Instagram



	Size	Comfortable	Not Comfortable
Republican	29%	28%	66%
Independent	28%	31%	63%
Democrat	29%	33%	63%
Men	47%	31%	64%
Women	53%	33%	62%
18-34	16%	23%	75%
35-44	35%	30%	66%
45+	32%	40%	54%
White	60%	34%	62%
Hispanic	13%	26%	67%
Black	10%	35%	64%
HS or Less	11%	43%	51%
Some College	38%	29%	69%
Bachelors	31%	31%	62%
Postgraduate	19%	35%	59%
Has Kid in Elementary School	54%	23%	74%
Has Kid in Middle School	35%	32%	65%
Has Kid in High School	41%	48%	46%
2020 Vote- Trump	35%	25%	70%
2020 Vote- Biden	41%	37%	59%
Northeast	15%	34%	63%
Midwest	24%	26%	69%
South	35%	36%	61%
West	26%	32%	60%
Urban	42%	36%	59%
Suburban	33%	33%	61%
Rural	25%	25%	72%

Nearly three-fourths of parents are not comfortable with kids using Snapchat unsupervised. Out of all the social media platforms, parents are least comfortable with Snapchat.

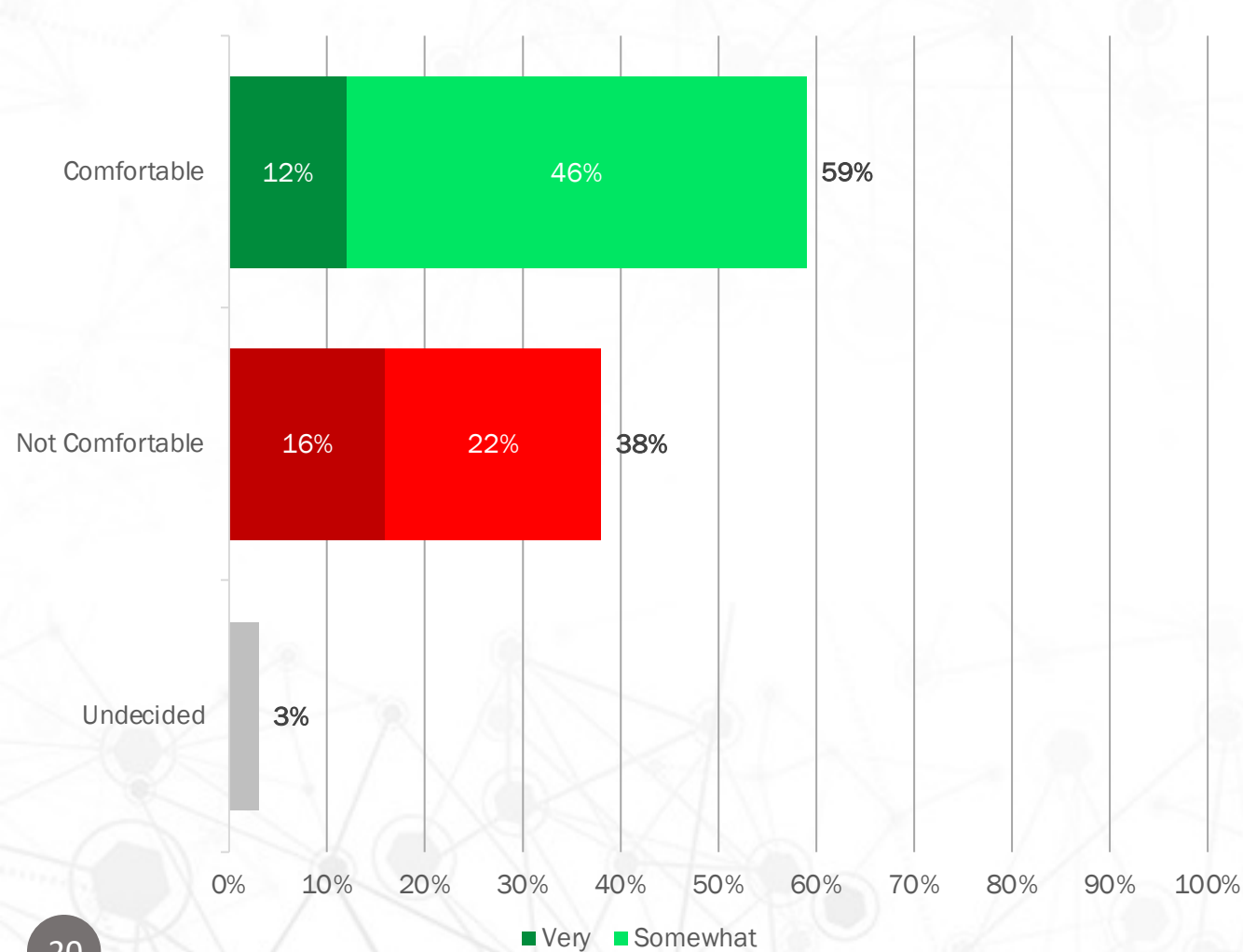
17. Snapchat



	Size	Comfortable	Not Comfortable
Republican	29%	20%	76%
Independent	28%	19%	76%
Democrat	29%	21%	70%
Men	47%	18%	75%
Women	53%	22%	72%
18-34	16%	14%	84%
35-44	35%	20%	75%
45+	32%	24%	68%
White	60%	22%	75%
Hispanic	13%	17%	75%
Black	10%	18%	73%
HS or Less	11%	26%	71%
Some College	38%	22%	73%
Bachelors	31%	16%	78%
Postgraduate	19%	23%	69%
Has Kid in Elementary School	54%	13%	83%
Has Kid in Middle School	35%	20%	77%
Has Kid in High School	41%	33%	61%
2020 Vote- Trump	35%	17%	79%
2020 Vote- Biden	41%	20%	72%
Northeast	15%	29%	67%
Midwest	24%	21%	75%
South	35%	17%	77%
West	26%	19%	72%
Urban	42%	20%	74%
Suburban	33%	20%	75%
Rural	25%	22%	71%

A majority of parents (59%) are comfortable with kids using YouTube unsupervised. This majority is consistent across all demographic groups.

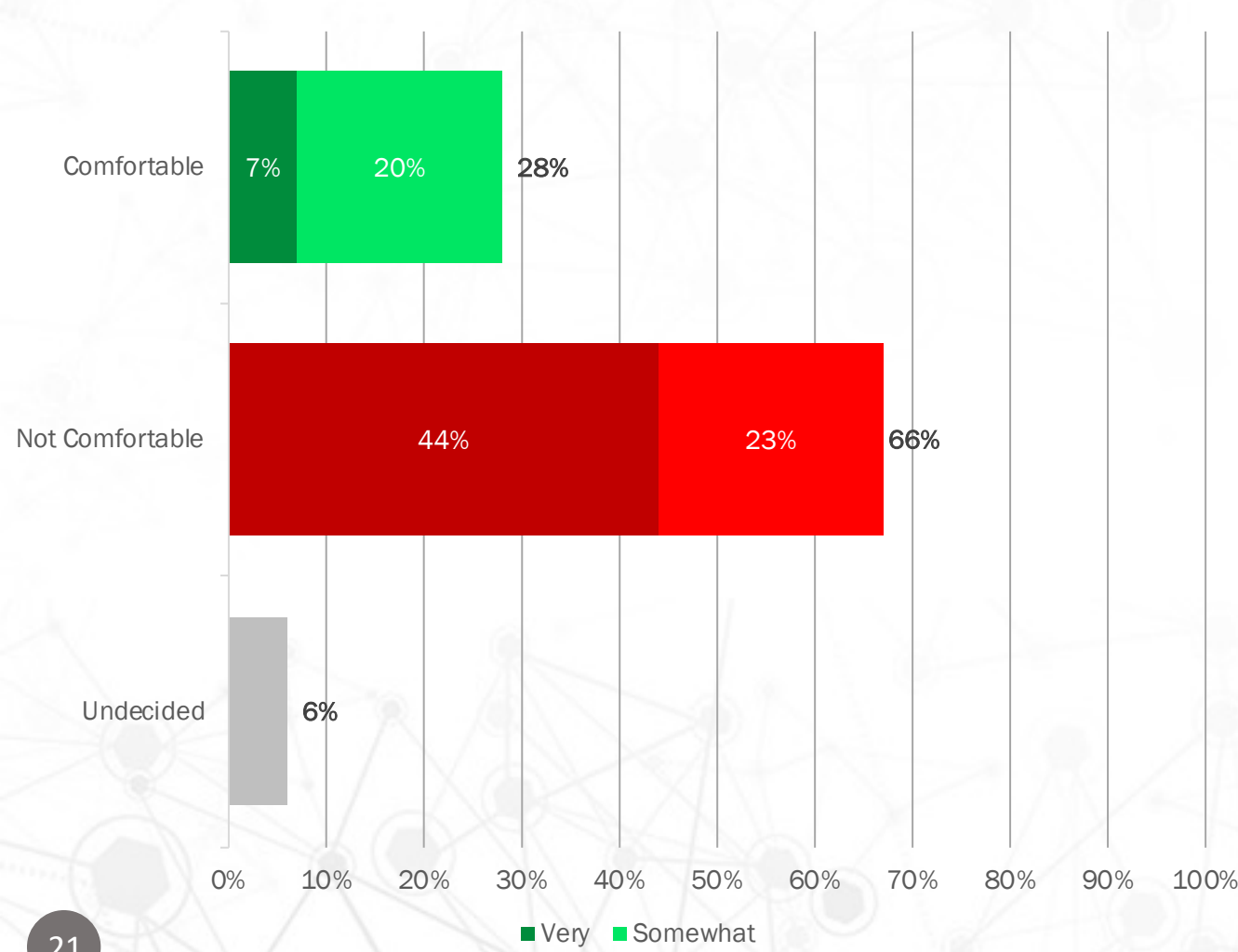
18. YouTube



	Size	Comfortable	Not Comfortable
Republican	29%	58%	38%
Independent	28%	58%	37%
Democrat	29%	61%	37%
Men	47%	61%	35%
Women	53%	57%	40%
18-34	16%	54%	41%
35-44	35%	57%	40%
45+	32%	64%	32%
White	60%	59%	37%
Hispanic	13%	54%	42%
Black	10%	61%	36%
HS or Less	11%	59%	34%
Some College	38%	63%	35%
Bachelors	31%	53%	44%
Postgraduate	19%	60%	36%
Has Kid in Elementary School	54%	51%	46%
Has Kid in Middle School	35%	64%	34%
Has Kid in High School	41%	65%	31%
2020 Vote- Trump	35%	55%	42%
2020 Vote- Biden	41%	63%	35%
Northeast	15%	65%	31%
Midwest	24%	61%	37%
South	35%	60%	38%
West	26%	52%	42%
Urban	42%	60%	37%
Suburban	33%	58%	39%
Rural	25%	58%	37%

Two-thirds of parents are not comfortable with their kids using Twitter unsupervised, including 75% of parents 18-34.

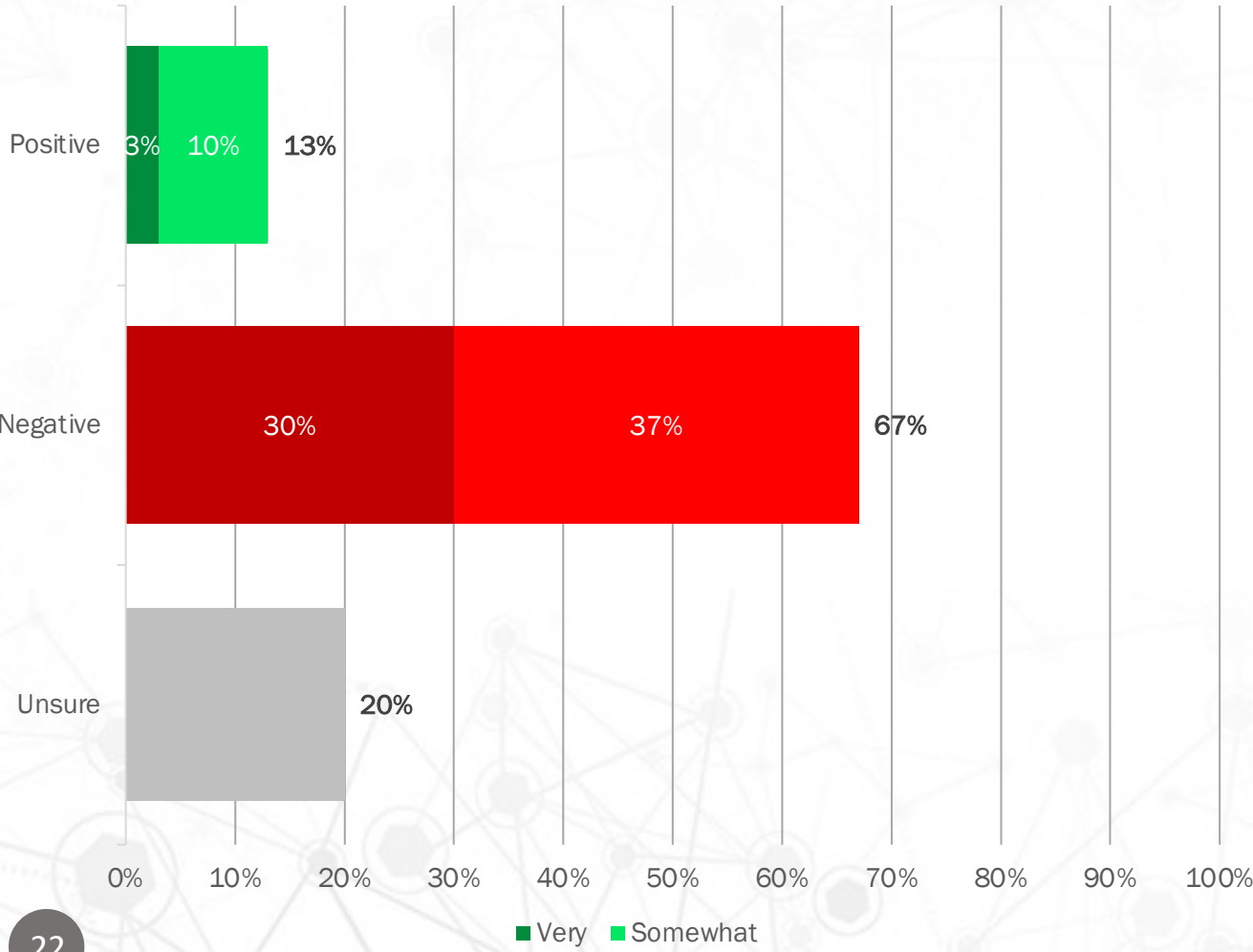
19. Twitter



	Size	Comfortable	Not Comfortable
Republican	29%	25%	65%
Independent	28%	25%	70%
Democrat	29%	33%	63%
Men	47%	28%	65%
Women	53%	27%	67%
18-34	16%	23%	75%
35-44	35%	26%	70%
45+	32%	34%	55%
White	60%	25%	68%
Hispanic	13%	31%	60%
Black	10%	39%	57%
HS or Less	11%	25%	71%
Some College	38%	28%	66%
Bachelors	31%	26%	67%
Postgraduate	19%	31%	62%
Has Kid in Elementary School	54%	22%	75%
Has Kid in Middle School	35%	30%	65%
Has Kid in High School	41%	39%	51%
2020 Vote- Trump	35%	20%	72%
2020 Vote- Biden	41%	34%	63%
Northeast	15%	24%	68%
Midwest	24%	23%	72%
South	35%	31%	64%
West	26%	29%	63%
Urban	42%	30%	62%
Suburban	33%	26%	67%
Rural	25%	24%	72%

Two-thirds of parents believe social media has a negative impact on their child, including 81% of parents who voted for Trump in 2020.

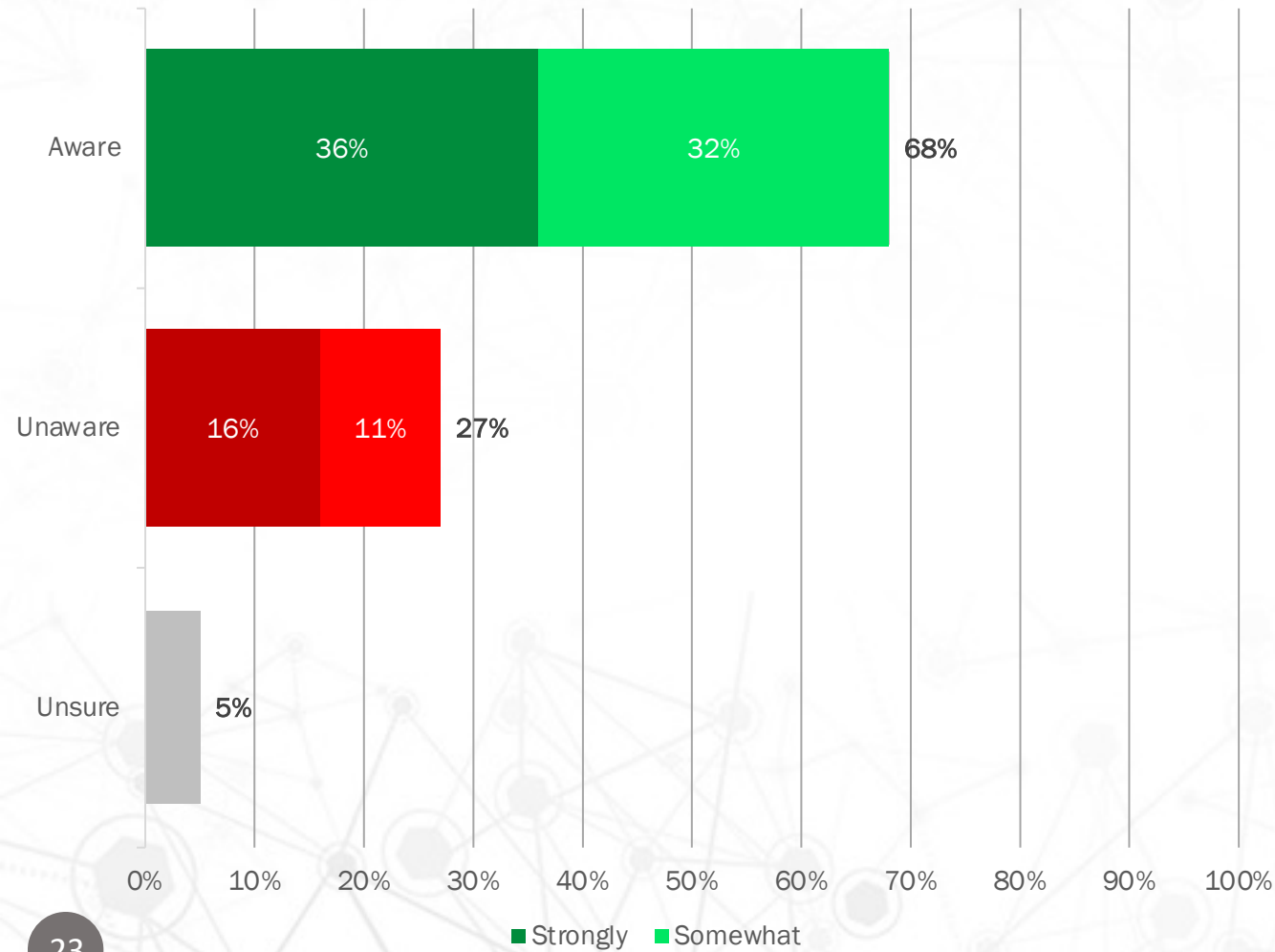
21. Do you think social media has a positive or negative impact on your child?



	Size	Positive	Negative	Unsure
Republican	29%	9%	75%	16%
Independent	28%	12%	74%	14%
Democrat	29%	17%	55%	28%
Men	47%	11%	73%	16%
Women	53%	15%	62%	23%
18-34	16%	15%	58%	27%
35-44	35%	11%	69%	20%
45+	32%	14%	71%	15%
White	60%	12%	69%	20%
Hispanic	13%	17%	73%	10%
Black	10%	20%	57%	23%
HS or Less	11%	22%	59%	20%
Some College	38%	12%	70%	18%
Bachelors	31%	12%	67%	21%
Postgraduate	19%	13%	67%	20%
Has Kid in Elementary School	54%	12%	66%	21%
Has Kid in Middle School	35%	9%	67%	24%
Has Kid in High School	41%	15%	71%	14%
2020 Vote- Trump	35%	6%	81%	13%
2020 Vote- Biden	41%	17%	56%	27%
Northeast	15%	17%	66%	17%
Midwest	24%	15%	62%	24%
South	35%	11%	73%	16%
West	26%	12%	66%	22%
Urban	42%	13%	68%	19%
Suburban	33%	14%	67%	19%
Rural	25%	12%	67%	21%

Over two-thirds of parents are aware of the Chinese Government's access to user data through TikTok. 80% of men are aware, while only 58% of women are aware.

22. Were you aware or unaware of the Chinese Government's access to user data through TikTok?



	Size	Aware	Unaware
Republican	29%	68%	28%
Independent	28%	74%	23%
Democrat	29%	68%	27%
Men	47%	80%	17%
Women	53%	58%	36%
18-34	16%	64%	30%
35-44	35%	69%	26%
45+	32%	68%	28%
White	60%	71%	24%
Hispanic	13%	69%	28%
Black	10%	52%	43%
HS or Less	11%	57%	37%
Some College	38%	63%	29%
Bachelors	31%	73%	25%
Postgraduate	19%	76%	20%
Has Kid in Elementary School	54%	66%	30%
Has Kid in Middle School	35%	65%	29%
Has Kid in High School	41%	68%	26%
2020 Vote- Trump	35%	69%	27%
2020 Vote- Biden	41%	70%	24%
Northeast	15%	69%	26%
Midwest	24%	68%	27%
South	35%	69%	27%
West	26%	65%	28%
Urban	42%	65%	29%
Suburban	33%	71%	25%
Rural	25%	69%	27%

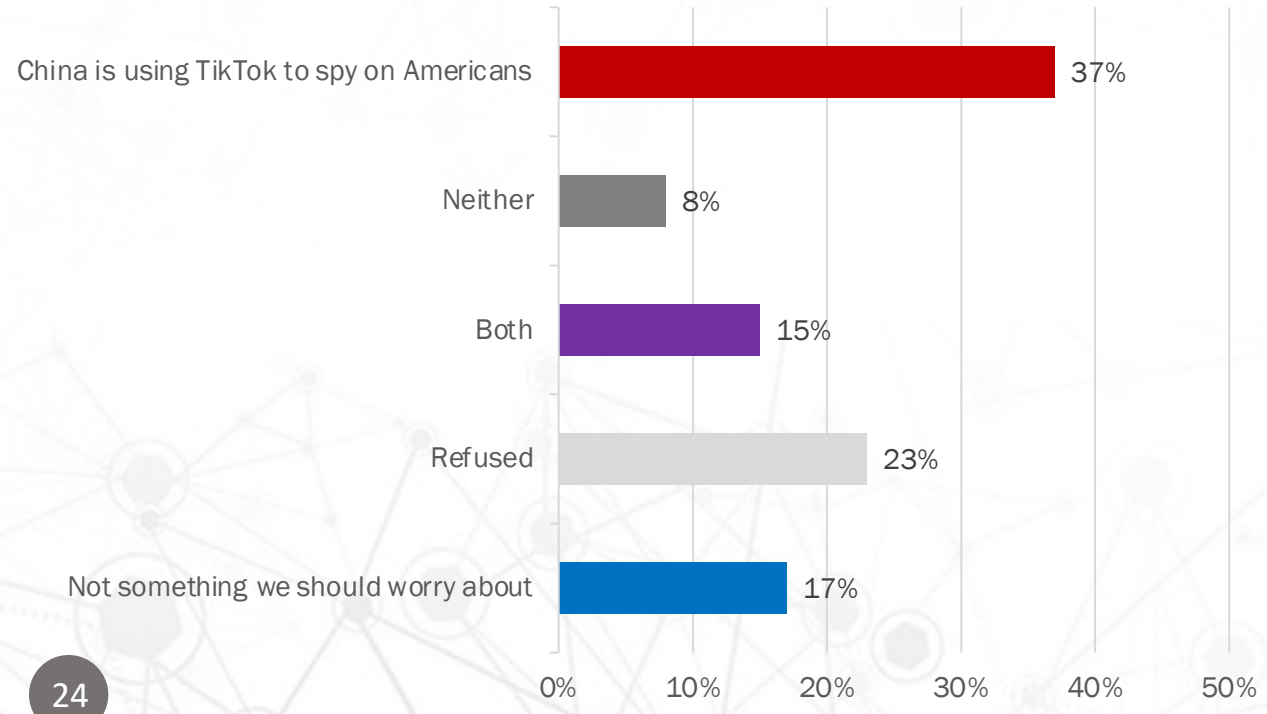
A plurality of parents (37%) agree with the view that China is using TikTok to spy on Americans. A majority of Republican parents (57%) and 42% of Independents agree.

23. I am going to read you two points of view about China's access to American's data through TikTok, and please tell me which one you agree with more

(Some/Other) people say that China is using TikTok to spy on or manipulate Americans, especially kids, and the U.S. Government should step in and ban TikTok because it is a threat to national security...

...while...

(Some/Other) people say that while China may be able to access American's data through TikTok, they are not collecting any information that puts Americans at risk and it is not something we should worry about...



	Size	China is Spying	Both	Shouldn't Worry	Refused
Republican	29%	57%	16%	7%	14%
Independent	28%	42%	11%	17%	16%
Democrat	29%	15%	19%	29%	29%
Men	47%	48%	12%	18%	15%
Women	53%	27%	18%	17%	30%
18-34	16%	33%	8%	33%	27%
35-44	35%	32%	16%	18%	23%
45+	32%	42%	15%	13%	20%
White	60%	40%	14%	19%	19%
Hispanic	13%	39%	17%	12%	27%
Black	10%	11%	21%	22%	39%
HS or Less	11%	45%	9%	21%	20%
Some College	38%	41%	16%	15%	24%
Bachelors	31%	33%	16%	20%	21%
Postgraduate	19%	32%	15%	17%	23%
Has Kid in Elementary School	54%	37%	14%	17%	23%
Has Kid in Middle School	35%	36%	18%	13%	25%
Has Kid in High School	41%	41%	15%	16%	22%
2020 Vote- Trump	35%	60%	13%	6%	16%
2020 Vote- Biden	41%	19%	14%	28%	27%
Northeast	15%	35%	13%	23%	23%
Midwest	24%	37%	13%	20%	21%
South	35%	40%	16%	16%	20%
West	26%	34%	16%	12%	27%
Urban	42%	37%	17%	15%	23%
Suburban	33%	38%	14%	20%	22%
Rural	25%	36%	12%	17%	23%

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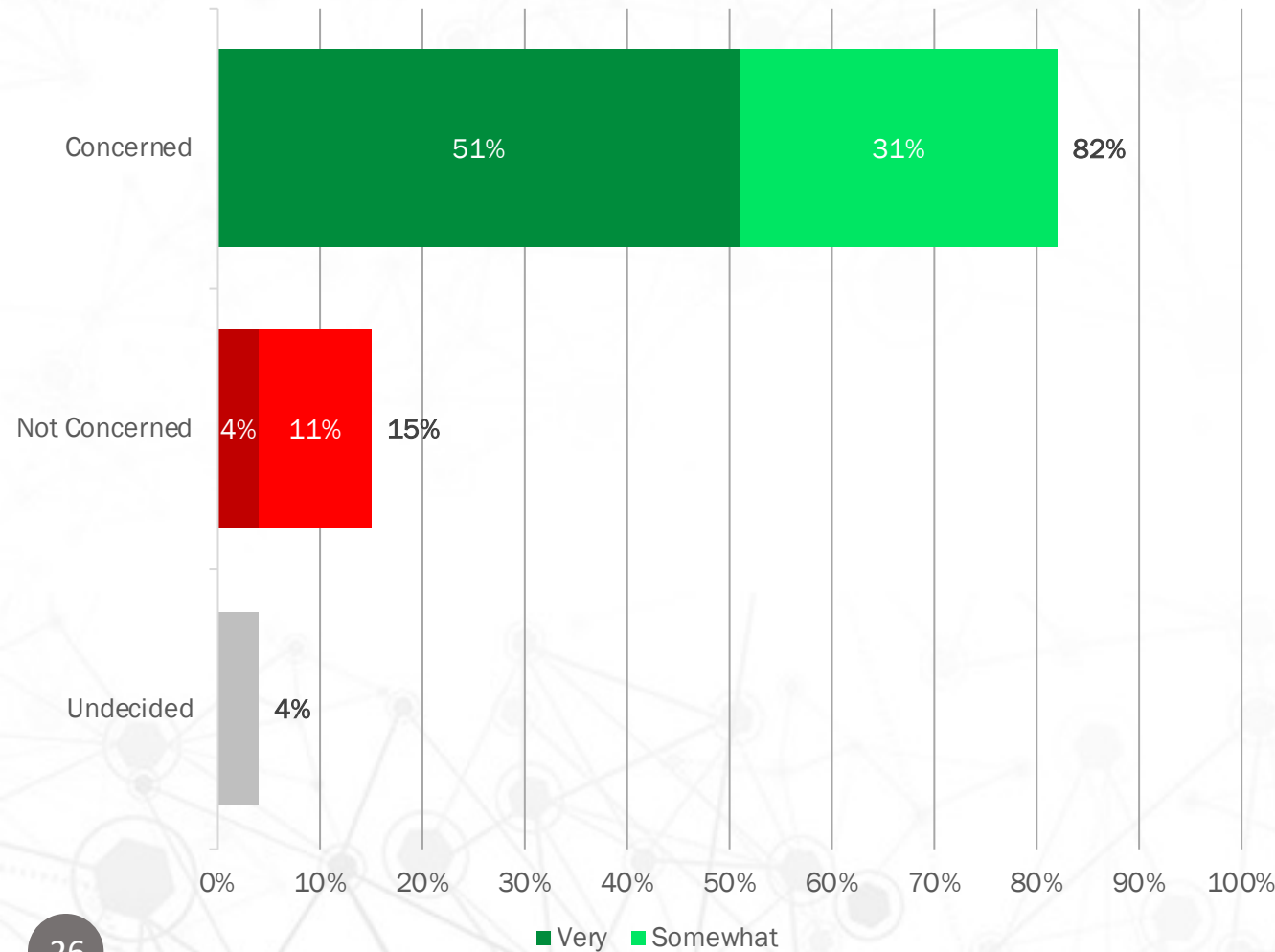
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Big Tech Influence

Over four-fifths of parents (82%) are concerned with the influence Big Tech companies have on their child's life, including 90% of parents who voted for Trump.

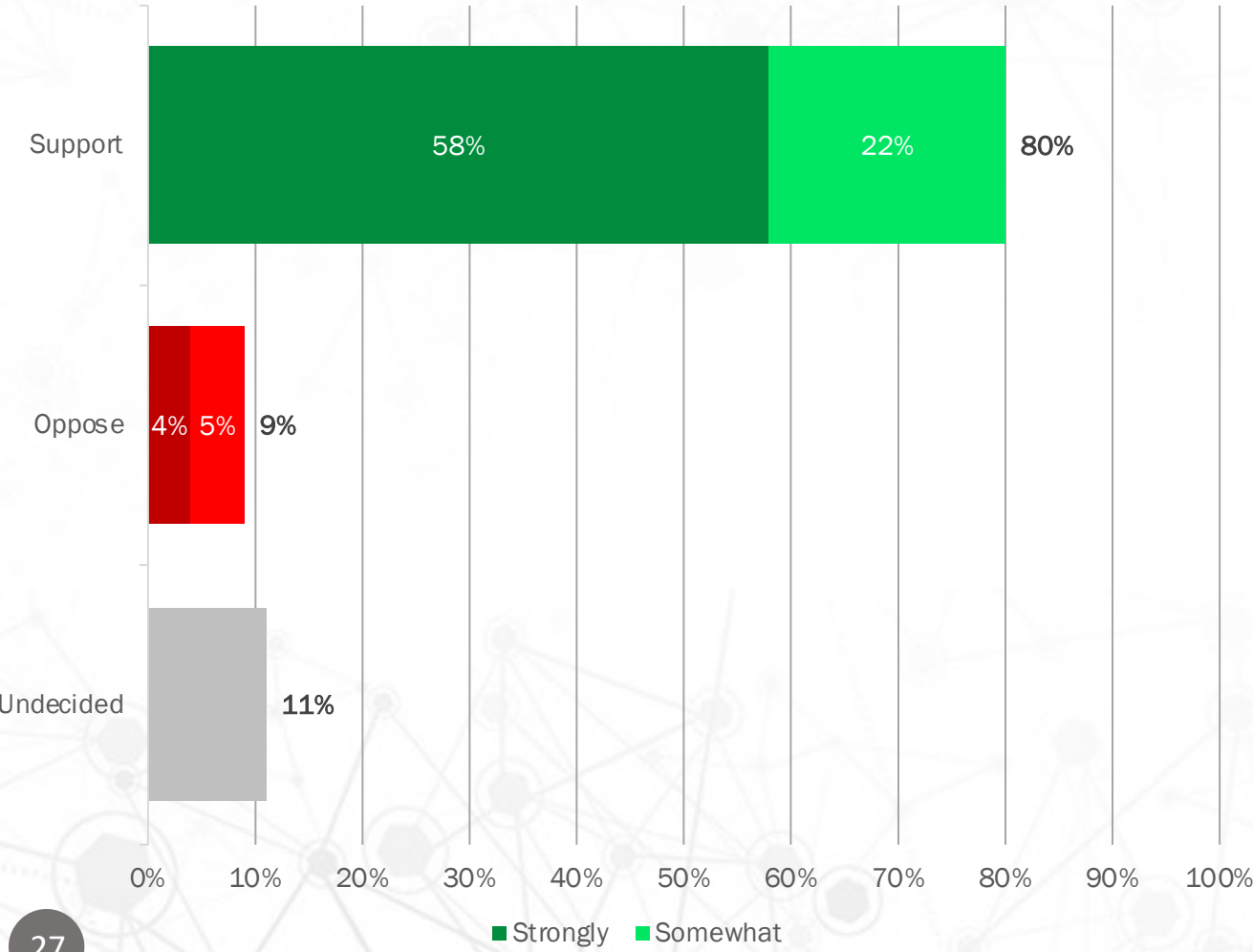
20. Would you say you are very concerned, somewhat concerned, not that concerned, or not concerned at all with the influence that Big Tech companies, like Facebook, Google, and Apple, have in your child's life?



	Size	Concerned	Not Concerned
Republican	29%	89%	8%
Independent	28%	84%	15%
Democrat	29%	74%	20%
Men	47%	83%	14%
Women	53%	80%	15%
18-34	16%	83%	14%
35-44	35%	77%	18%
45+	32%	86%	13%
White	60%	83%	14%
Hispanic	13%	87%	8%
Black	10%	61%	36%
HS or Less	11%	73%	24%
Some College	38%	86%	11%
Bachelors	31%	82%	14%
Postgraduate	19%	76%	20%
Has Kid in Elementary School	54%	79%	16%
Has Kid in Middle School	35%	82%	13%
Has Kid in High School	41%	81%	15%
2020 Vote- Trump	35%	90%	7%
2020 Vote- Biden	41%	74%	21%
Northeast	15%	85%	13%
Midwest	24%	78%	19%
South	35%	87%	11%
West	26%	76%	17%
Urban	42%	81%	16%
Suburban	33%	77%	17%
Rural	25%	89%	9%

Four-fifths of parents support Congress passing a law requiring companies to report how their business practices can negatively impact children, including 85% of Republicans and 80% of Independents.

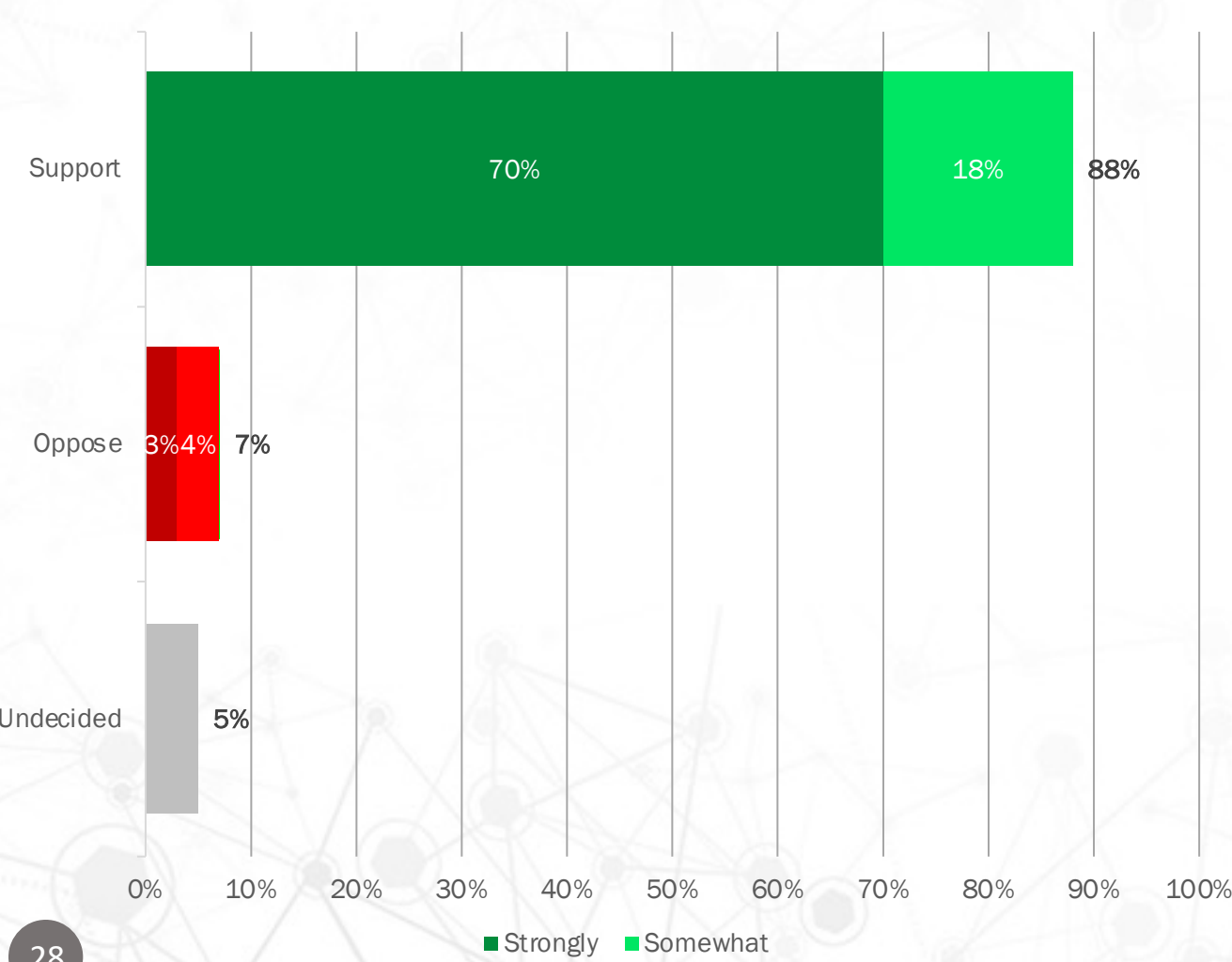
25. Do you support or oppose Congress passing a law requiring Big Tech companies to report how their business practices can negatively impact children?



	Size	Support	Oppose	Refused
Republican	29%	85%	5%	10%
Independent	28%	80%	9%	11%
Democrat	29%	75%	14%	11%
Men	47%	79%	12%	9%
Women	53%	81%	6%	13%
18-34	16%	73%	15%	12%
35-44	35%	84%	5%	11%
45+	32%	79%	11%	10%
White	60%	81%	8%	11%
Hispanic	13%	74%	12%	14%
Black	10%	75%	18%	7%
HS or Less	11%	80%	11%	9%
Some College	38%	79%	11%	11%
Bachelors	31%	83%	6%	11%
Postgraduate	19%	80%	10%	10%
Has Kid in Elementary School	54%	81%	10%	10%
Has Kid in Middle School	35%	79%	9%	12%
Has Kid in High School	41%	81%	8%	11%
2020 Vote- Trump	35%	84%	5%	11%
2020 Vote- Biden	41%	79%	11%	10%
Northeast	15%	85%	8%	7%
Midwest	24%	75%	9%	17%
South	35%	79%	11%	10%
West	26%	84%	7%	9%
Urban	42%	85%	5%	10%
Suburban	33%	77%	11%	13%
Rural	25%	76%	14%	10%

Nearly all parents (88%) support Congress passing a law requiring companies to include parental controls on their platforms.

26. Do you support or oppose Congress passing a law requiring Big Tech companies to include parental controls on all their platforms?



	Size	Support	Oppose
Republican	29%	92%	5%
Independent	28%	86%	7%
Democrat	29%	87%	8%
Men	47%	86%	9%
Women	53%	89%	5%
18-34	16%	82%	10%
35-44	35%	91%	3%
45+	32%	86%	11%
White	60%	88%	7%
Hispanic	13%	80%	11%
Black	10%	91%	8%
HS or Less	11%	84%	10%
Some College	38%	88%	7%
Bachelors	31%	91%	5%
Postgraduate	19%	87%	9%
Has Kid in Elementary School	54%	90%	6%
Has Kid in Middle School	35%	90%	4%
Has Kid in High School	41%	87%	8%
2020 Vote- Trump	35%	92%	4%
2020 Vote- Biden	41%	87%	8%
Northeast	15%	87%	6%
Midwest	24%	91%	3%
South	35%	85%	12%
West	26%	89%	5%
Urban	42%	92%	4%
Suburban	33%	89%	6%
Rural	25%	80%	13%

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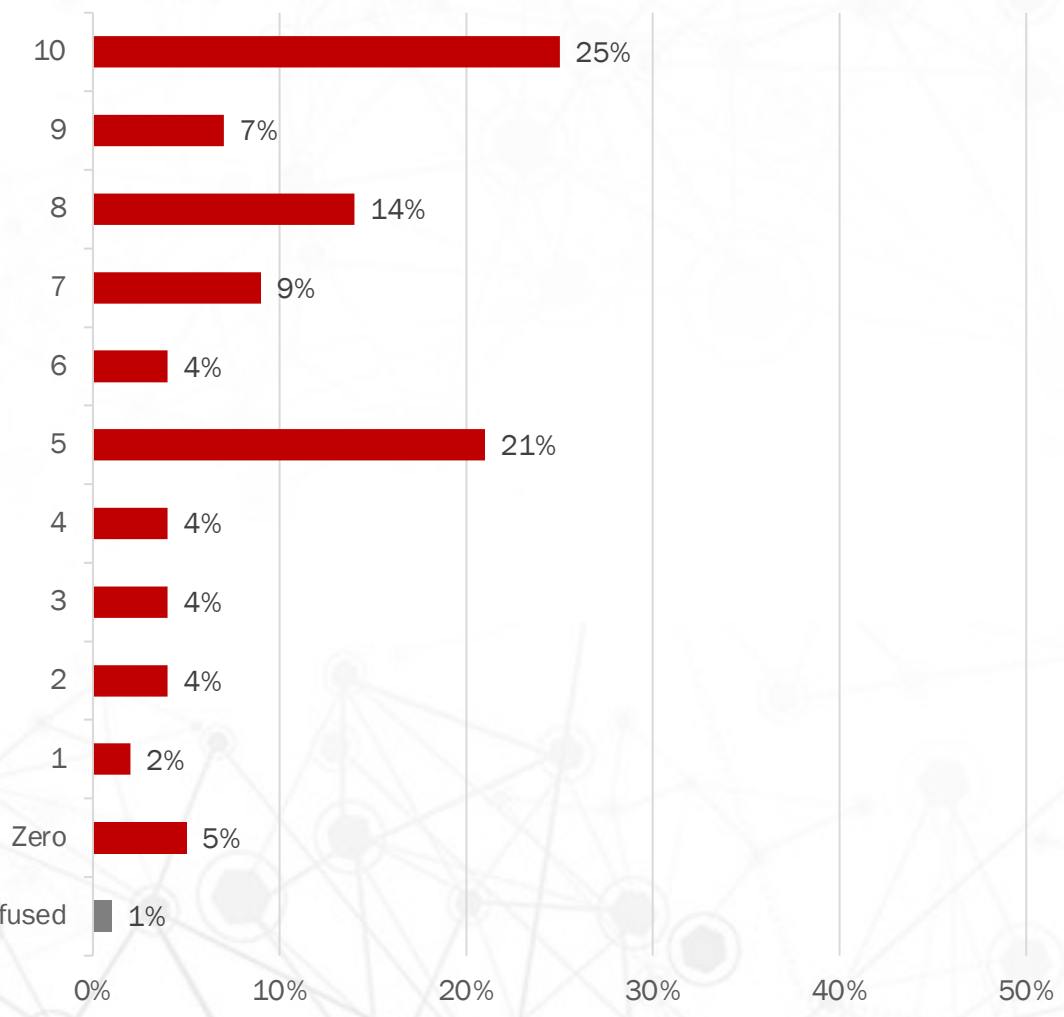
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Other Concerns

Nearly a third of parents (32%) are very worried (9-10) that their child or someone they know will experience cyber bullying, including 37% of Hispanics and 35% of parents with a kid in elementary school.

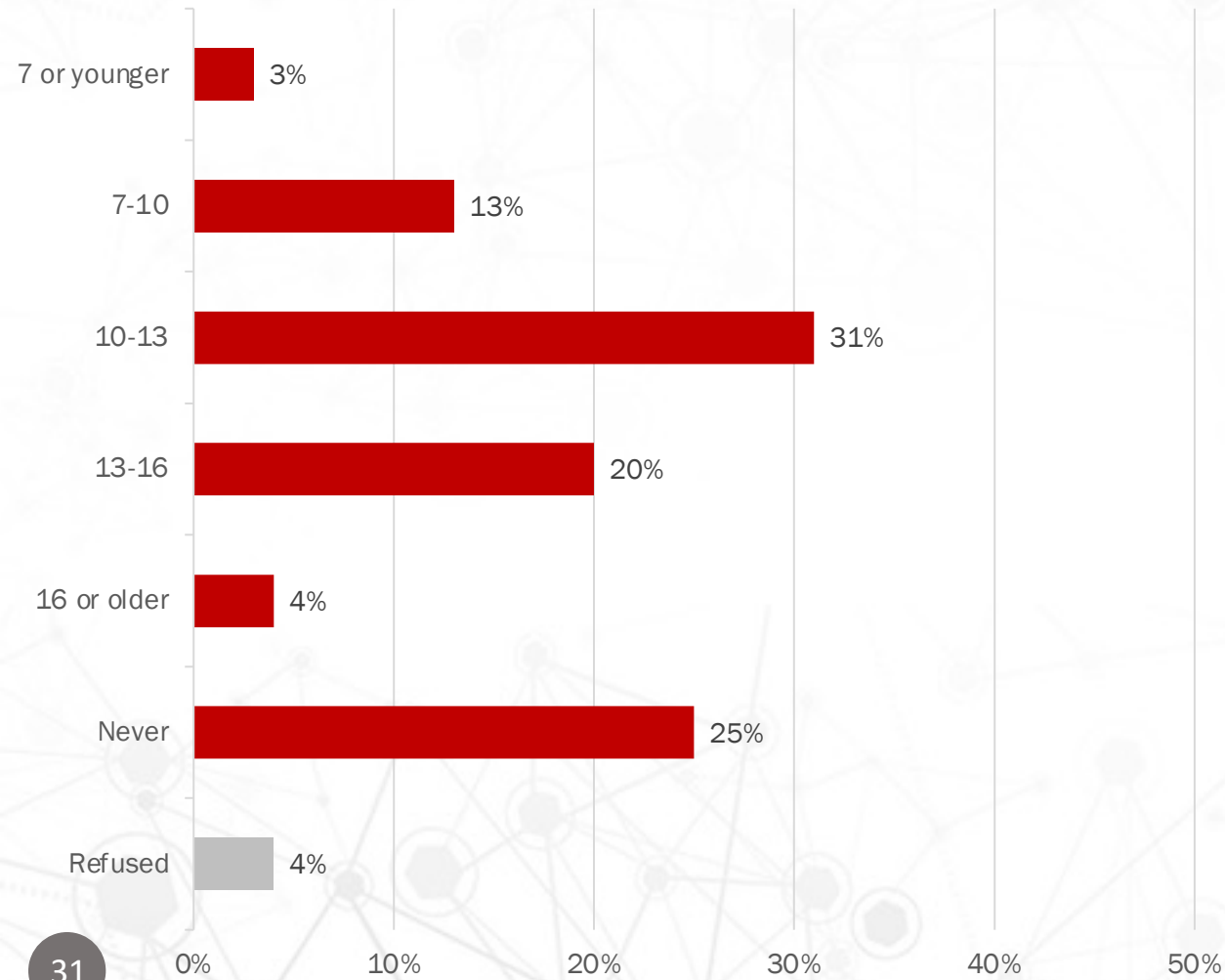
24. Please rate how worried you are that your child or someone they know will experience cyber bullying on a scale from zero to ten. Zero meaning you are not worried, five meaning you are somewhat worried and ten meaning you are very worried about cyber bullying.



	Size	9-10	6-8	3-5	0-2
Republican	29%	33%	25%	29%	10%
Independent	28%	28%	31%	30%	11%
Democrat	29%	34%	28%	25%	12%
Men	47%	26%	26%	32%	14%
Women	53%	37%	27%	26%	9%
18-34	16%	35%	24%	23%	17%
35-44	35%	32%	26%	31%	9%
45+	32%	33%	29%	26%	11%
White	60%	30%	30%	28%	11%
Hispanic	13%	37%	21%	30%	10%
Black	10%	29%	21%	28%	23%
HS or Less	11%	30%	16%	31%	21%
Some College	38%	35%	28%	28%	9%
Bachelors	31%	31%	26%	30%	12%
Postgraduate	19%	28%	32%	28%	10%
Has Kid in Elementary School	54%	35%	25%	27%	12%
Has Kid in Middle School	35%	33%	29%	29%	8%
Has Kid in High School	41%	28%	24%	34%	12%
2020 Vote- Trump	35%	33%	22%	30%	12%
2020 Vote- Biden	41%	32%	32%	23%	12%
Northeast	15%	28%	30%	30%	10%
Midwest	24%	31%	33%	22%	13%
South	35%	35%	22%	30%	12%
West	26%	32%	25%	33%	10%
Urban	42%	33%	27%	29%	10%
Suburban	33%	30%	25%	29%	14%
Rural	25%	33%	28%	28%	10%

A plurality of parents (31%) bought their child their first smartphone between ages 10-13.

27. At what age did you first buy your child a smartphone?



	Size	7-10	10-13	13-16	Never
Republican	29%	16%	31%	20%	22%
Independent	28%	8%	38%	22%	20%
Democrat	29%	13%	30%	14%	30%
Men	47%	11%	34%	18%	26%
Women	53%	15%	29%	22%	24%
18-34	16%	16%	15%	5%	46%
35-44	35%	14%	32%	17%	26%
45+	32%	12%	39%	27%	14%
White	60%	10%	36%	19%	22%
Hispanic	13%	9%	17%	20%	45%
Black	10%	33%	28%	10%	24%
HS or Less	11%	20%	41%	16%	22%
Some College	38%	16%	29%	18%	26%
Bachelors	31%	8%	32%	23%	24%
Postgraduate	19%	10%	31%	22%	25%
Has Kid in Elementary School	54%	16%	22%	14%	34%
Has Kid in Middle School	35%	15%	43%	23%	12%
Has Kid in High School	41%	13%	41%	34%	5%
2020 Vote- Trump	35%	14%	28%	23%	25%
2020 Vote- Biden	41%	14%	32%	15%	27%
Northeast	15%	11%	35%	18%	24%
Midwest	24%	12%	29%	20%	32%
South	35%	16%	32%	18%	24%
West	26%	11%	31%	25%	18%
Urban	42%	14%	33%	20%	23%
Suburban	33%	14%	31%	20%	23%
Rural	25%	10%	28%	19%	30%

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Research Design

WPA Intelligence conducted a study of parents nationwide.

WPAi selected a random sample of registered voters from the national voter file using Registration Based sampling (RBS) who were then screened down to parents. The sample for this survey was stratified based on geography, age, gender, partisanship, and ethnicity. This methodology allows us to avoid post-survey “weighting” which can reduce the reliability of survey results.

Respondents were contacted by phone via a live telephone operator to landlines (n=153) and cell phones (n=218), as well as by SMS (n=451) linking to an online survey, August 23-29, 2022. The study has a sample size of n=822 parents and a MoE= +/- 3.4% in 95 out of 100 cases.



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