National Sample

Toplines

May 16, 2023

Bellwether Research

Methodology

Bellwether Research conducted a representative survey of 2,041 adults (18+), online, May 7-11, 2023. The full sample was balanced to approximate a target sample of adults in the United States based on the Census (CPS 2020). The data was weighted by age, gender, race, educational attainment, Hispanic ethnicity and geographic Census region. Weights were applied using iterative proportional fitting (raking) to approximate marginal distributions. Data was weighted for respondents that provided responses to all demographic weighting variables.

Due to rounding and weighting, percentages may or may not equal 100%. For the list or demographic proportions, including unweighted and weighted samples, please refer to the end of this document.

The margin of sampling error for this poll is +/- 2.2%.

About Bellwether Research & Consulting

Bellwether Research is a national public opinion research firm based in Alexandria, VA. We are known for designing and deploying innovative research methodologies - including our Women's Advantage panel - to uncover the views of women voters. For more than two decades we have delivered public opinion insights that have been used to inform the strategies of campaigns, advocacy groups, foundations and not-for-profits.

Q1: How familiar, if at all, are you with the concept of digital privacy?

Answer Options	Percent
Very familiar	26%
Somewhat familiar	47%
Not very familiar	19%
Not at all familiar	8%
Marginals	
Total Familiar	73%
Total Not Familiar	27%

Q3: How important is it to you that technology companies protect your digital privacy?

Answer Options	Percent
Very important	76%
Somewhat important	16%
Not too important	3%
Not at all important	1%
Not sure	4%
Marginals	
Total Important	92%
Total Not Important	4%

Q4: How likely are you to stop using a company's products or services because you think the company is not respecting your digital privacy?

Answer Options	Percent
Very likely	53%
Somewhat likely	32%
Not too likely	7%
Not at all likely	3%
Not sure	5%
Marginals	
Total Likely	85%
Total Not Likely	10%

Q5: Do you agree or disagree with the following statement: Technology companies should be required to prioritize the safety of children, adolescents, and teens on their online platforms.

Answer Options	Percent
Strongly agree	74%
Somewhat agree	18%
Somewhat disagree	4%
Strongly disagree	1%
Not sure	3%
Marginals	
Total Agree	92%
Total Disagree	5%

Q6: Do you support or oppose technology companies adopting new policies and features to remove and report child sexual abuse material from their platforms?

Answer Options	Percent
Strongly support	82%
Somewhat support	10%
Somewhat oppose	3%
Strongly oppose	2%
Not sure	4%
Marginals	
Total Support	92%
Total Oppose	5%

Q7: How important is it to you that technology companies remove and report child sexual abuse material from their platforms?

Answer Options	Percent
Very important	85%
Somewhat important	9%
Not too important	2%
Not at all important	1%
Not sure	3%
Marginals	
Total Important	94%
Total Not Important	3%

Q8: How worried are you about the sharing and distribution of child sexual abuse images and videos online?

Answer Options	Percent
Very worried	62%
Somewhat worried	27%
Not too worried	6%
Not at all worried	2%
Not sure	3%
Marginals	
Total Worried	89%
Total Not Worried	8%

Q9: Grooming is when a adult engages in predatory behavior to prepare a child or young person for sexual abuse at a later time. How worried are you about children being groomed by adults and creating abusive images of themselves (also known as self-generated child sexual abuse images and videos)?

Answer Options	Percent
Very worried	66%
Somewhat worried	24%
Not too worried	5%
Not at all worried	2%
Not sure	3%
Marginals	
Total Worried	90%
Total Not Worried	7%

Q10: How likely are you to stop using a tech company's products if you learned they were not taking strong steps to combat child sexual abuse on their platforms?

Answer Options	Percent
Very likely	68%
Somewhat likely	22%
Not too likely	5%
Not at all likely	2%
Not sure	3%
Marginals	
Total Likely	90%
Total Not Likely	7%

Q11: If you had to choose, which of the following is more important to you personally:

Answer Options	Percent
Preventing people from sharing child sexual abuse material on technology platforms	72%
Protecting the digital privacy of people using technology platforms	20%
Not sure	8%

Q12: Do you think technology companies can identify, report, and remove child sexual abuse material on their platforms AND protect user privacy at the same time?

Answer Options	Percent
Yes	83%
No	17%

Q13: Would you support or oppose technology companies innovating new ways to both protect user privacy and detect child sexual abuse material at the same time?

Answer Options	Percent
Strongly support	76%
Somewhat support	15%
Somewhat oppose	3%
Strongly oppose	1%
Not sure	5%
Marginals	
Total Support	91%
Total Oppose	4%

Q14: If forced to choose, are you more likely to stop using a product if they:

Answer Options	Percent
Are not respecting your digital privacy	28%
Were not taking strong steps to combat child sexual abuse on their platforms	72%

Q15: Technology companies should be held to strict standards for combatting child sexual abuse material on their platforms and face penalties for not meeting them:Do you agree or disagree with the following statements:

Answer Options	Percent
Strongly agree	75%
Somewhat agree	16%
Somewhat disagree	4%
Strongly disagree	1%
Not sure	5%
Marginals	
Total Agree	91%
Total Disagree	5%

Q16: In order to protect them from becoming victims of sexual abuse, their online activity should not be encrypted in the same way an adults' is:Do you agree or disagree with the following statements:

Answer Options	Percent
Strongly agree	48%
Somewhat agree	23%
Somewhat disagree	7%
Strongly disagree	5%
Not sure	17%
Marginals	
Total Agree	71%
Total Disagree	12%

Q17: In real life, we do not allow adult strangers to interact with young children unsupervised in absolute privacy and we should not do that online either:Do you agree or disagree with the following statements:

Answer Options	Percent
Strongly agree	77%
Somewhat agree	15%
Somewhat disagree	3%
Strongly disagree	2%
Not sure	4%
Marginals	
Total Agree	92%
Total Disagree	5%

Q18: We all deserve privacy, including the children whose sexual abuse is featured in images and videos that are circulating online. Not blocking the sharing of their abuse content is a violation of their privacy:Do you agree or disagree with the following statements:

Answer Options	Percent
Strongly agree	67%
Somewhat agree	14%
Somewhat disagree	5%
Strongly disagree	7%
Not sure	7%
Marginals	
Total Agree	81%
Total Disagree	12%

Q19: The evidence of the rape of a toddler has no place on any part of the platforms I use every day:Do you agree or disagree with the following statements:

Answer Options	Percent
Strongly agree	76%
Somewhat agree	11%
Somewhat disagree	4%
Strongly disagree	3%
Not sure	6%
Marginals	
Total Agree	87%
Total Disagree	7%

Q20: Apple has a responsibility to identify, remove, and report child sexual abuse images and videos on all of their platforms:Do you agree or disagree with the following statements..

Answer Options	Percent
Strongly agree	76%
Somewhat agree	14%
Somewhat disagree	2%
Strongly disagree	1%
Not sure	6%
Marginals	
Total Agree	90%
Total Disagree	3%

Q21: I would have a more favorable view of Apple if I knew they were innovating to eliminate child sexual abuse across all of their platforms:Do you agree or disagree with the following statements..

Answer Options	Percent
Strongly agree	69%
Somewhat agree	20%
Somewhat disagree	3%
Strongly disagree	2%
Not sure	7%
Marginals	
Total Agree	89%
Total Disagree	5%

Q22: I want Apple to take action to better protect children from sexual abuse, even if it means giving up some of my own user privacy:Do you agree or disagree with the following statements..

Answer Options	Percent
Strongly agree	64%
Somewhat agree	22%
Somewhat disagree	6%
Strongly disagree	2%
Not sure	6%
Marginals	
Total Agree	86%
Total Disagree	8%

Q23: In 2021, Apple announced a plan to better protect children across their products and services. Did you see or hear anything about this announcement?

Answer Options	Percent
Yes	13%
No	72%
Not sure	15%

Q24: Part of Apple's 2021 announcement included a plan to better protect children across their products and services with a feature called "CSAM Detection," which enabled Apple to accurately identify and report iCloud users who store known child sexual abuse material in their iCloud Photos accounts. Do you support or oppose Apple taking this action?

Answer Options	Percent
Strongly support	73%
Somewhat support	17%
Somewhat oppose	3%
Strongly oppose	1%
Not sure	6%
Marginals	
Total Support	90%
Total Oppose	4%

Q25: Apple's CSAM detection plan called for flagging accounts with 30 or more images that match a known database of child sexual abuse imagery. Apple would not flag accounts that contain 1 or more but less than 30 known child sexual abuse images. Do you think Apple's policy of waiting for 30 or more images before flagging an account is:

Answer Options	Percent
Too weak	56%
About right	21%
Too strong	5%
Not sure	18%

Q26: Below you will see two arguments for and against Apple's new feature. Based on what you know, which of the following comes closest to your view, even if neither is exactly right:

Answer Options	Percent
Apple's CSAM Detection feature upholds the basic human dignity of the 4-year-old child whose rape was documented and saved in iCloud. It will bring justice to countless child victims whose sexual abuse was documented and illegally shared.	60%
Apple's CSAM Detection feature will be a backdoor that governments around the world will use as an excuse to expand surveillance and censorship. These changes are the first steps toward ending truly secure messaging for Apple's users.	16%
Not sure	24%

Q27: Based on what you know, which of the following comes closest to your view, even if neither is exactly right:

Answer Options	Percent
Apple's decision to implement this kind of iCloud image scanning threatens individual privacy.	14%
Apple's decision to implement this kind of iCloud image detection does not threaten individual privacy since it will use digital finger-printing technology to only find known images of child sexual abuse and will not allow the company to view individual photos.	65%
Not sure	21%

Q28: How familiar are you with the technologies used to detect child sexual abuse images and videos?

Answer Options	Percent
Very familiar	6%
Somewhat familiar	14%
Not very familiar	40%
Not at all familiar	39%
Marginals	
Total Familiar	20%
Total Not Familiar	79%

Q29: The core technology used by tech companies to detect child sexual abuse material is hashing and matching, which takes an image or video's digital fingerprint: or a "hash": and compares it to those of known child sexual abuse material. If two hashes match, the content is considered to be the same. Do you support or oppose tech companies detecting known child sexual abuse images and videos using hash matching technology?

Answer Options	Percent
Strongly support	50%
Somewhat support	29%
Somewhat oppose	4%
Strongly oppose	2%
Not sure	15%
Marginals	
Total Support	79%
Total Oppose	6%

Q30: In machine learning, a classifier is an algorithm that automatically sorts or categorizes data. Some technology companies train classifiers that can predict the likelihood that a file depicts child sexual abuse. Unlike hash matching, classifiers can detect new or previously unknown child sexual abuse material. Do you support or oppose tech companies detecting new child sexual abuse material classifiers?

Answer Options	Percent
Strongly support	49%
Somewhat support	30%
Somewhat oppose	5%
Strongly oppose	2%
Not sure	14%
Marginals	
Total Support	79%
Total Oppose	7%

Q31: Most users don't want companies randomly viewing their photos or accessing their data. Knowing more about how hash matching and classifiers work, do you support or oppose companies using these methods to detect child sexual abuse images and videos on the platforms you use?

Answer Options	Percent
Strongly support	45%
Somewhat support	31%
Somewhat oppose	7%
Strongly oppose	3%
Not sure	14%
Marginals	
Total Support	76%
Total Oppose	10%

Sample Proportions: Weighted and Unweighted Demographics of The Full Sample

Demo	Weighted	Unweighted
Age		
age: 18-24	11%	11%
age: 25-34	18%	20%
age: 35-44	16%	20%
age: 45-54	16%	13%
age: 55-64	17%	16%
age: 65+	22%	21%
Gender		
gender: man	48%	47%
gender: some other way	0%	1%
gender: woman	51%	53%
Race		
race: black	13%	12%
race: other	10%	7%
race: white	77%	81%
Education		
edu: bachelors+	34%	35%
edu: non-college	66%	65%
Census Region		
region: midwest	21%	24%
region: northeast	17%	16%
region: south	38%	40%
region: west	24%	20%
Hispanic Ethnicity		
hispanic: no	83%	84%
hispanic: yes	17%	16%
Party ID		
pidLean: Dem	40%	40%
pidLean: Ind/Unsure	20%	20%
pidLean: Rep	39%	40%