

Bellwether Research

Bellwether Research conducted a representative survey of 2,041 adults 18+ (*margin of error* \pm 2.2%), 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.

Of the full national sample, 1,319 were Apple customers (*margin of error* \pm 2.7%), including 922 who reported having iPhones and 717 “privacy-motivated” users which means they highly value digital privacy and say they are “very likely” to stop using a company’s products or services if they think the company is not respecting their digital privacy.

- We found that Americans overwhelmingly support (92%) technology companies adopting new policies and features to remove and report child sexual abuse material from their platforms and similarly believe (91%) that technology companies should be held to strict standards for combatting child sexual abuse material on their platforms and facing penalties for not meeting them.
- Nine-in-ten Americans (and 92% of Apple consumers) agree that Apple has a responsibility to identify, remove, and report child sexual abuse images and videos on all of their platforms.
- Apple product users – especially those who are motivated by digital privacy – are even more likely than others to prioritize taking strong action against child sexual abuse materials online.
 - Those who have Apple products (n=1,319) are more worried (64% *very* worried) than those who don’t (n=722, 58% *very* worried) about the sharing and distribution of CSAM online. The most privacy-motivated Apple users’ are significantly more worried (75% *very* worried) than other Apple users (51% *very* worried) and generally don’t see a conflict between protecting their digital privacy and removing CSAM.

Key findings among Apple users:

- Customers of Apple prioritize both digital privacy *and* requiring technology companies to protect children, adolescents, and teens on their online platforms.

83% think that technology companies can identify, report, and remove child sexual abuse material on their platforms and protect user privacy at the same time.
- The most privacy-motivated Apple users are even more likely (87% *strongly* agree) than other Apple users (62% *strongly* agree) to agree that technology companies should be required to prioritize the safety of young people on their platforms.
- Apple customers overwhelmingly say it is very important that technology companies remove and report CSAM from their platform: 93% of privacy-motivated Apple users say it is “very important” compared to 76% of other Apple users.
- More than eight-in-ten (82%) privacy-motivated Apple users *strongly* agree that “Apple has a responsibility to identify, remove and report child sexual abuse images and videos

on all of their platforms.” An additional 12% *somewhat* agree which is even higher than other Apple users, 71% of whom *strongly* agree and 19% of whom *somewhat* agree.

- When given a choice of which is more important to them personally:

73% of Apple users say, “preventing people from sharing child sexual abuse materials on technology platforms.”

vs.

20% of Apple users say, “Protecting the digital privacy of people using technology platforms.”

- More than eight-in-ten (82%) of privacy-motivated Apple users say they are “*very likely*” to stop using a tech company’s products if they learned they were not taking strong steps to combat child sexual abuse on their platforms.
- However, 80% of privacy-motivated Apple users *strongly* agree and 15% *somewhat* agree that they would have a more favorable view of Apple if they knew they were innovating to eliminate child sexual abuse on their platforms. That is significantly higher than other Apple users, 62% of whom *strongly* agree and 24% *somewhat* agree.
- Over 90% of privacy-motivated Apple users (and 85% of other Apple users) agree that “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.” And two-thirds of all Apple say they *strongly* agree with this.