



MEMORANDUM

To: Interested Parties
From: Coalition to Empower our Future
Re: More Than Four-In-Five Parents Nationwide Support Youth Online Safety Plan Between Meta and States, Say Other Major Social Platforms Should Follow
Date: September 2026

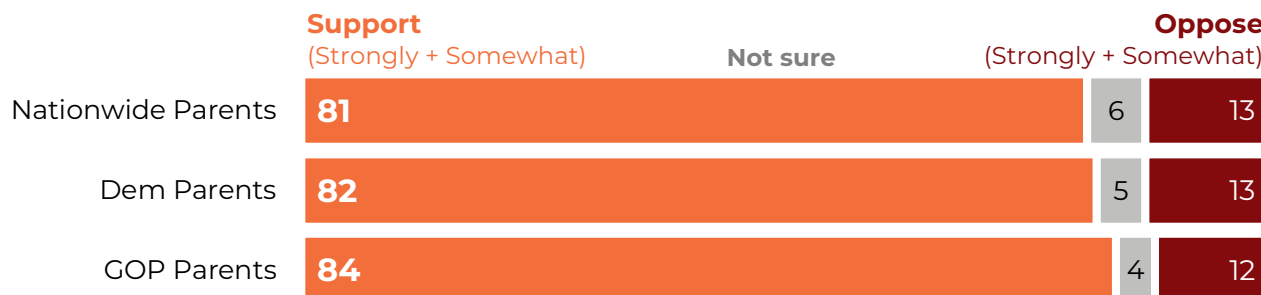
Overview

The Coalition to Empower our Future partnered with Mercury Analytics to conduct an online survey among 1,000 parents nationwide. This research took place between August 28 and August 31, 2026.

This research finds that parents across the country strongly support the plan between attorneys general of states across the country and Meta to keep young people safe online. Parents say that the new online safety measures in the plan will improve youth mental health, and they strongly believe other social media platforms should implement similar plans to ensure that youth online safety is universal. As an alternative, they also support elected officials and state legislatures backing these measures.

Key Research Insights

More than four-in-five parents nationwide – on both sides of the aisle – support the plan across 47 states and Meta to implement stronger online safety measures for young people. They strongly believe specific components of the agreement – for example, expanded parental controls on digital content; daily screen time limits; expanded age verification measures; and notification blocks during school hours – will have a positive impact on youth mental health and wellbeing.



Question for Chart on Page 1:

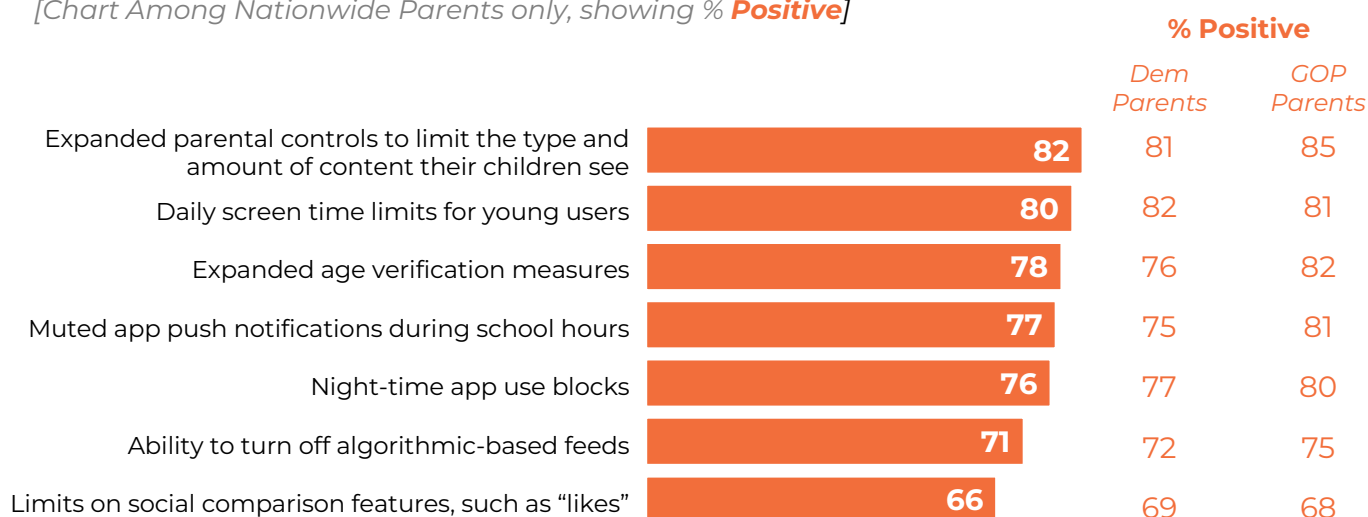
As you may or may not know, in recent days, the attorneys general of 47 states have reached an agreement with Meta that strengthens online safety for young people who are on Meta's platforms, such as Facebook and Instagram. These policies and protections include, but are not limited to:

- Daily screen time limits for young users (under age 18)
- Night-time app blocks between 12:00am and 6:00am
- Muted push notifications during school hours
- Revamped age verification checks and expanded parental controls.

Based on what you know, do you support or oppose this plan?

Q: Below are some specific components of the agreement. Please indicate whether you believe each will have a positive or negative impact on youth mental health and wellbeing.

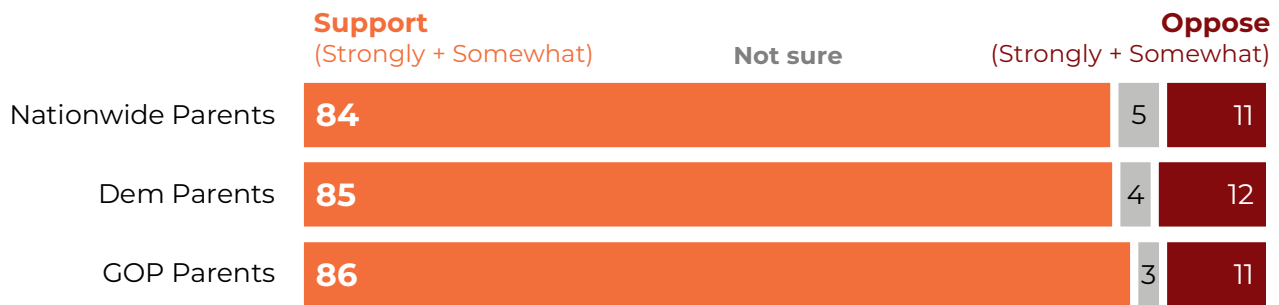
[Chart Among Nationwide Parents only, showing % **Positive**]



Five-in-six parents support other social media companies implementing these online safety measures for young people. Parents strongly support platforms such as TikTok, YouTube, and Snapchat taking the same steps to ensure young people can use their platforms safely and responsibly.

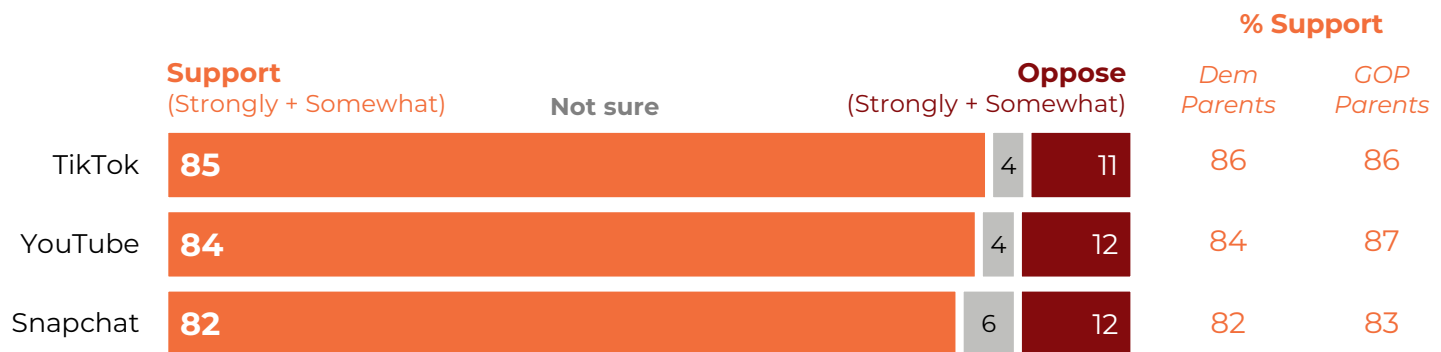
Parents say other social media companies taking this step is critical to ensure that youth online safety is universal, not platform dependent. They recognize that online safety measures need to account for young people moving quickly between social apps, and they want the same guardrails in place no matter the platform.

Q: Thinking more about this agreement, do you support or oppose other social media companies putting these same online safety measures in place on their platforms?



Q: Please indicate if you support or oppose each company implementing the same online safety measures that Meta is putting on its platforms.

[Chart Among Nationwide Parents only]



In Their Own Words: Why Parents Believe Other Social Media Companies Should Put These Online Safety Measures in Place:

*"Kids are on all kinds of platforms, not just Facebook and Instagram, **so limiting protection to just one company doesn't really solve the problem.** My son will be old enough to use social media in a few years and **I'd want the same safeguards in place no matter which app he's on.**"*

– Parent, Male, Republican

*"I would say because teens move between multiple platforms so **protection on only one app can simply push them to another.** It would **make expectations clearer for parents** and reduce the incentive for platforms to maximize teen engagement."*

– Parent, Female, Democrat

*"If [these measures] are not on all platforms, **what's stopping kids from moving to the platforms without safeguards?** It defeats the intended purpose of the whole thing."*

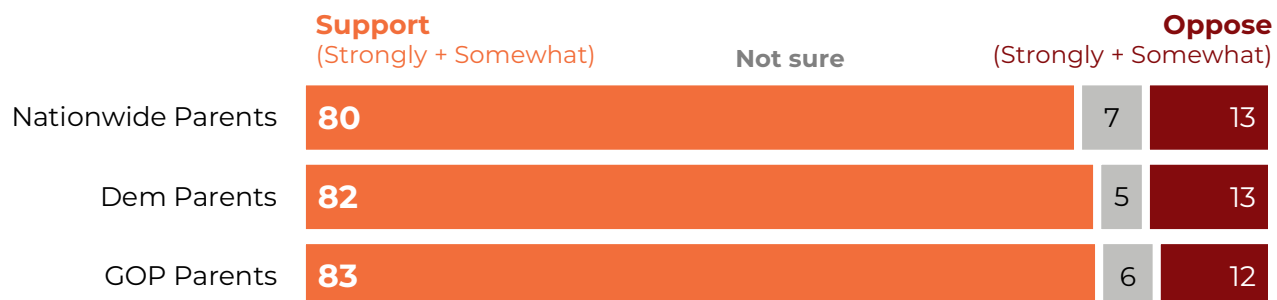
– Parent, Male, Republican

*"I believe consistent safety measures across social media platforms would better protect users from scams, harassment, misinformation, and harmful content. It would also make online spaces safer for young people and **ensure that safety does not depend on which platform someone uses.**"*

– Parent, Male, Democrat

Four-in-five parents nationwide support their state legislature signing these online safety measures into law, and two-in-three would be likelier to vote for elected officials who support these measures. Only six percent of parents nationwide would be less likely to back elected officials who support this plan. Legislatures should feel confident in adopting plans with similar measures, and candidates and elected officials across the political spectrum should consider the plan to be an asset.

Q: If your state legislative body were considering signing into law the same online safety measures that the states and Meta have agreed on, would you support or oppose that?



Q: If an elected official representing your state or district were to advance these online safety measures, would you be more or less likely to vote for them in future elections?

