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Project Liberty Institute Future of the Internet Survey

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: November 8-11, 2024
Number of interviews: 1,024

Margin of error: +/- 3.2 percentage points at the 95% confidence level for all respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable

Annotated Questionnaire:

BRS1_1. How much control do you think you have over the personal information that social media and other online companies (search engines, shopping sites, etc.) collect about you? Social media companies

	Total (N=1,024)	Republican (N=314)	Democrat (N=326)	Independent (N=294)
A great deal of control	9%	10%	8%	8%
Some control	21%	24%	26%	17%
Very little control	45%	48%	46%	44%
No control	22%	18%	19%	28%
Skipped	2%	-	1%	2%

BRS1_2. How much control do you think you have over the personal information that social media and other online companies (search engines, shopping sites, etc.) collect about you? Online companies generally (search engines, stores, etc.)

	Total (N=1,024)	Republican (N=314)	Democrat (N=326)	Independent (N=294)
A great deal of control	7%	9%	6%	6%
Some control	21%	19%	27%	19%
Very little control	48%	54%	49%	48%
No control	22%	18%	18%	26%
Skipped	2%	-	1%	1%

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BRS2. Which of the following statements comes closest to your own view, even if neither is exactly right?

	Total (N=1,024)	Republican (N=314)	Democrat (N=326)	Independent (N=294)
AI will make it easier for me to control how my personal information is collected, shared and used by companies	12%	12%	11%	11%
AI will increase the risk that my personal information will be collected, shared and used by companies without my knowing	85%	87%	87%	86%
Skipped	4%	1%	2%	3%

BRS3. Would you support or oppose a national privacy law that sets common standards for what social media and other online companies do with all the personal information their products and services collect?

	Total (N=1,024)	Republican (N=314)	Democrat (N=326)	Independent (N=294)
Strongly support	60%	55%	67%	60%
Somewhat support	30%	39%	25%	30%
Somewhat oppose	5%	3%	6%	5%
Strongly oppose	2%	1%	1%	3%
Skipped	3%	1%	0%	3%
Support (Net)	90%	95%	92%	89%
Oppose (Net)	8%	5%	8%	8%

BRS4. Thinking about social media in particular, do you agree or disagree that social media companies should be required to make it easy for people to keep their network of family, friends and followers if they decide to switch to a different social media app/platform?

	Total (N=1,024)	Republican (N=314)	Democrat (N=326)	Independent (N=294)
Strongly agree	24%	26%	23%	22%
Somewhat agree	47%	48%	49%	46%
Somewhat disagree	18%	17%	20%	18%
Strongly disagree	7%	6%	7%	7%
Skipped	4%	2%	1%	6%
Agree (Net)	70%	75%	72%	69%
Disagree (Net)	26%	24%	27%	25%

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BRS5. How much influence do you feel individual users, like yourself, have on the decisions that social media companies make about the kinds of speech and behavior permitted on their apps/platforms?

	Total (N=1,024)	Republican (N=314)	Democrat (N=326)	Independent (N=294)
A great deal of influence	5%	4%	6%	3%
Some influence	20%	21%	20%	18%
Very little influence	42%	48%	41%	41%
No influence	31%	26%	31%	35%
Skipped	3%	0%	1%	3%

BRS6_1. Would you support or oppose government rules that require social media and other online companies to: Allow people to delete their personal information

	Total (N=1,024)	Republican (N=314)	Democrat (N=326)	Independent (N=294)
Strongly support	75%	75%	78%	77%
Somewhat support	16%	16%	16%	15%
Somewhat oppose	4%	5%	4%	2%
Strongly oppose	2%	2%	1%	2%
Skipped	3%	1%	1%	3%
Support (Net)	91%	92%	94%	92%
Oppose (Net)	6%	8%	5%	4%

BRS6_2. Would you support or oppose government rules that require social media and other online companies to: Allow people to opt out of being targeted with ads

	Total (N=1,024)	Republican (N=314)	Democrat (N=326)	Independent (N=294)
Strongly support	72%	73%	76%	73%
Somewhat support	18%	19%	17%	18%
Somewhat oppose	4%	5%	4%	4%
Strongly oppose	2%	2%	2%	3%
Skipped	3%	2%	1%	3%
Support (Net)	90%	92%	93%	91%
Oppose (Net)	6%	7%	6%	6%

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BRS6_3. Would you support or oppose government rules that require social media and other online companies to: Explain how algorithms target people with content and advertising

	Total (N=1,024)	Republican (N=314)	Democrat (N=326)	Independent (N=294)
Strongly support	56%	53%	61%	56%
Somewhat support	30%	36%	28%	30%
Somewhat oppose	7%	8%	8%	7%
Strongly oppose	3%	2%	2%	4%
Skipped	4%	1%	1%	3%
Support (Net)	86%	89%	89%	86%
Oppose (Net)	11%	10%	9%	11%

BRS6_4. Would you support or oppose government rules that require social media and other online companies to: Set the default privacy settings for children to the highest levels possible

	Total (N=1,024)	Republican (N=314)	Democrat (N=326)	Independent (N=294)
Strongly support	72%	75%	76%	70%
Somewhat support	18%	18%	17%	22%
Somewhat oppose	3%	5%	5%	2%
Strongly oppose	2%	1%	2%	4%
Skipped	3%	1%	1%	3%
Support (Net)	91%	93%	93%	92%
Oppose (Net)	6%	6%	6%	5%

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About the Study

This Ipsos poll was conducted November 8-11, 2024, on behalf of the Project Liberty Institute using the KnowledgePanel®. This poll is based on a representative sample of 1,024 U.S. residents, age 18 or older.

The study was conducted in English. The data were weighted to adjust for gender by age, race and ethnicity, census region, metropolitan status, education, household income, and political party affiliation. Political party affiliation benchmarks are from the 2024 NPORS annual survey. The demographic benchmarks came from the 2024 March supplement of the U.S. Census Bureau's Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor degree, Master's degree or above)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under $25,000, $25,000-$49,999, $50,000-$74,999, $75,000-$99,999, $100,000-$149,999, $150,000+)
- Political Party Identification (Democrat, Lean Democrat, Republican, Lean Republican, Independent/Something else)

The margin of sampling error is plus or minus 3.2 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of error takes into account the design effect, which was 1.12 for all adults. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

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About Ipsos

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Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD).ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP