FabrizioWard

Memorandum

To: Digital Childhood Alliance
From: Tony Fabrizio, Bob Ward & John Ward
Date: May 1, 2025
Re: Parental Consent for Minor App Downloads

In our recently completed survey of voters nationwide, which included an oversample of voters who are parents/guardians of children under 18, there is wide, strong and bipartisan support for requiring app stores to obtain parental approval before children under 18 download apps. Parents are even more intensely supportive of the idea than voters overall. And overwhelming majorities believe a person should be 18 before entering into contracts, with parents needing to agree to an app's Terms of Service on a minor's device.

Strong, bipartisan support for requiring app stores to obtain parental approval to download apps

More than four-in-five voters overall (82%) support requiring app stores to obtain parental approval for minors to download apps. Among parents and Trump voters, that share is even higher at 88%, with more than two-thirds *strongly* supporting this requirement. Democrats (80%) and Independents (79%) are also broadly supportive of this requirement.

Do you support or oppose requiring app stores to obtain parental approval for minors to download apps?

	Overall	Parents	Trump Voters	Republicans	Independents	Democrats
Total Support	**82**	**88**	**88**	**86**	**79**	**80**
Total Oppose	**11**	**7**	**8**	**10**	**11**	**13**
Strongly Support	55	69	67	68	49	48
Somewhat Support	27	19	21	18	30	33
Somewhat Oppose	7	4	4	4	8	9
Strongly Oppose	4	3	4	6	3	5
Not Sure	7	5	4	4	10	6

Voters say it would be easier to provide approval through app stores versus individual apps

A clear majority of voters (63%) say it would be easier for parents to provide approval via an app store when their child requests to download an app. By contrast, less than one-quarter of voters (22%) say it would be easier to provide approval separately in each app. Parents themselves say it would be easier to provide approval in one place vs. in each individual app by a 68% - 21% margin. This preference is also consistent across partisan lines.

In your opinion, which of the following would be an easier way for parents to provide approval for their child to use an app?

	Overall	Parents	Trump Voters	Republicans	Independents	Democrats
Providing approval in one place, such as an app store, when their child requests to download the app	63	68	63	62	64	63
Providing approval separately in each app after it has already been downloaded	22	21	25	24	21	22
Not Sure	15	11	12	14	15	15

Legislators who support requiring app store parental approval to download apps stand to benefit

By a better than 8:1 margin, voters say they would be more, rather than less, likely to vote for a legislator who favors requiring app stores to obtain parental approval for minors to download apps. Parents and Trump voters are more positively inclined to vote for such a legislator than voters overall.

Would you be more likely or less likely to vote for a legislator who favors requiring app stores to obtain parental approval for minors to download apps, or would it make no difference?

	Overall	Parents	Trump Voters	Republicans	Independents	Democrats
More Likely	42	49	52	52	37	37
Less Likely	5	6	4	3	6	6
Makes No Difference	43	33	37	38	46	47
Not Sure	9	12	8	6	12	10

Overwhelming agreement that people should be 18 to enter into contracts, with large majorities saying parents should be required to give consent for app terms of service (TOS)

When asked about the age at which people should be able to enter contracts, about nine-in-ten voters (89%) say 18 years old, rather than 16 or 13. A similarly large share of voters (83%) say parents should be required to give consent before children under 18 can agree to an app's terms of service.

Now, turning to another topic, if you had to choose, at which of the following ages do you think people should be able to enter into and sign contracts?

	Overall	Parents	Trump Voters	Republicans	Independents	Democrats
18 years old	89	88	92	92	88	87
16 years old	6	6	4	5	6	7
13 years old	1	1	-	1	1	1
Not Sure	4	5	3	3	6	5

When users download an app, they typically need to agree to the app's terms of service, which describe the rules, policies, and conditions for accessing and using the app. Do you think parents should be required to give consent before children under 18 can agree to an app's terms of service?

	Overall	Parents	Trump Voters	Republicans	Independents	Democrats
Yes	83	85	90	89	80	80
No	9	5	6	6	11	11
Not Sure	7	9	5	5	9	9

Voters want an independent organization to assign age ratings to apps

There is strong backing for an independent organization to assign age ratings to apps – similar to the ones used for movies and video games. Among parents in particular, more than three-in-four are supportive of this idea.

Do you think there should be an independent organization that helps assign age ratings to apps – similar to the ones for movies and video games?

	Overall	Parents	Trump Voters	Republicans	Independents	Democrats
Yes	73	76	68	69	72	78
No	16	12	19	17	17	12
Not Sure	11	12	13	13	11	10

Methodology

Fabrizio Ward, on behalf of the Digital Childhood Alliance, surveyed 1,000 registered voters nationwide, with an oversample of 500 registered voters who are parents or guardians of children under 18 who live in their household. The surveys were conducted April 21-25, 2025 via a mixed mode of interviewing, including 25% of interviews conducted by a live interviewer calling landline phones, 35% conducted by a live interviewer calling cell phones, and 40% of the interviews conducted online via text-to-web. The sample was sourced from the voter list. The margin of error for national registered voters is ±3.1% at the 95% confidence level. The margin of error for parents is ±4.38%. The national registered voter sample was weighted by gender, age, race/ethnicity, education, and recalled 2024 vote to match registered voter targets based on voter file data, Census data, and 2024 election results. The parents sample was weighted by gender, age, race/ethnicity, education, and recalled 2024 vote to match targets from parents sampled in the core, Census data, and AP Votecast data. Percentages reported above may not add up to 100% in all cases, due to rounding.