

Empowering Parents Voters Support App Store Accountability

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Voters Prefer Parental Control Tools Over Government Bans

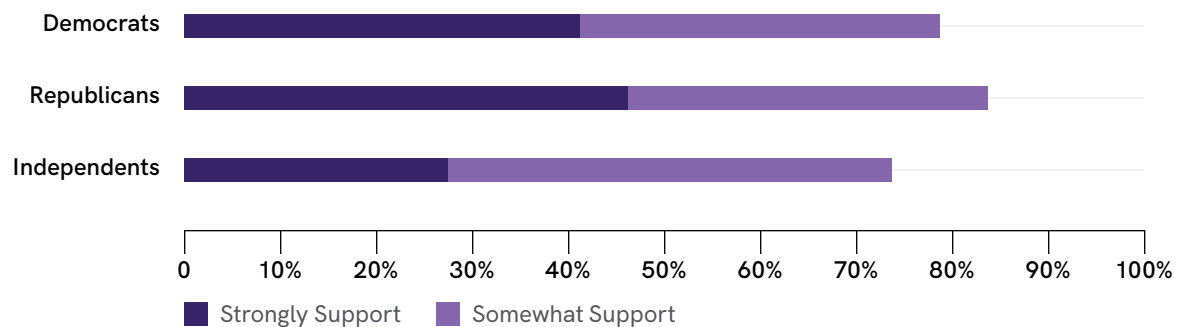
Voters unequivocally believe that parents, not the government, should be the primary arbiters of their children's online experiences. Consequently, there is strong support for the App Store Accountability Act, which creates a streamlined mechanism for age verification and parental consent. Voters prefer this centralized approach over invasive ID checks or heavy-handed government bans.

METHODOLOGY

Online sample of 1,247 likely voters fielded over web panels on December 13, 2025, and weighted by gender, race, education, 2024 vote choice, and birth year. Respondents were also weighted by whether they passed attention checks. The margin of error is +/- 4.9%.



Bipartisan Support for App Store Accountability Act



Key Findings

Parents Should Lead

An overwhelming 87% of voters believe parents should be in charge of determining what content minors engage with online. This sentiment is shared across the board: 93% of Republicans and 85% of Independents agree.

Strong Support for the App Store Accountability Act

Voters want tools that empower parents. 79% of all voters support the App Store Accountability Act, including 83% of Republicans and 74% of Independents.



Preference for Centralized Verification

Voters prefer a streamlined solution. 71% prefer verifying age once through an App Store (like Apple or Google) rather than uploading sensitive ID documents to every individual website (13%).

Opposition to Government Bans

When asked about bans on social media for minors, voters prefer a private-sector approach. 65% prefer companies designing kid-friendly versions of apps with parental controls, compared to just 20% who favor government bans on access.

Federal Standards Preferred

A majority of voters (53%) prefer one federal set of standards for online safety rather than a patchwork of state regulations (30%).



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