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First 5 California Poll on Youth Online Safety: California Parents Overwhelmingly Support App Store Parental Approval Requirements

SACRAMENTO, CA – May 27, 2025 — First 5 California released a poll showing overwhelming support among California parents for requiring app stores to obtain parental approval before children and teens can download apps, including social media platforms.

The statewide survey of 1,150 likely November 2026 voters, including an oversample of 350 parents of children under 18, reveals broad agreement across all demographics with 89% of parents favoring app store parental approval requirements. 84% of parents say it would be easier to provide approval in one place such as an app store, while only 16% say it would be easier separately through each app.

Parents from across the political spectrum strongly prefer approving apps in one place, including 86% of Democratic parents, 85% of Republican parents, and 77% of independent parents, with support remaining consistently high across geographic regions (80% Bay Area, 91% Southern California, 94% Sacramento/Valley).

California Assemblymember Buffy Wicks (D-Oakland) and co-sponsor Senator Tom Umberg (D-Santa Ana) recently introduced Assembly Bill 1043 – [The Digital Age Assurance Act](#), which would require app stores to implement a parental approval step when children and teens download apps through the app store. “California’s children are growing up in an online world with no guardrails, leaving them vulnerable to cyberbullying, sextortion, mental health struggles and more. This is simply unacceptable,” said Assemblymember Wicks in a recent [press release](#).

“Physiological, psychological, and socioemotional effects are urgent threats to the healthy development of California’s youngest children,” said Jackie Thu-Huong Wong, Executive Director of First 5 California. “Children can be exposed to those threats online through platforms without guardrails. At First 5 California, we are committed to raising awareness among parents and caregivers about the threats their children face and ensuring they have the tools and knowledge to foster safe, stable, and nurturing environments where children can heal, grow, and thrive.”

The concept of app store parental approval would centralize the process in one place, allowing parents to approve or deny app downloads with a simple notification system. This approach is widely favored by parents because it would streamline oversight without requiring teens to share personal information across multiple platforms.

The survey was conducted on behalf of First 5 California by David Binder Research between May 12-15, 2025, in both English and Spanish. David Binder Research is a widely respected polling and research firm with extensive California experience.

About First 5 California

First 5 California was established in 1998 when voters passed Proposition 10, which taxes tobacco products to fund services for children ages 0 to 5 and their families. First 5 California programs and resources are designed to educate and support teachers, parents, and caregivers in the critical role they play during a child's first five years--to help California kids receive the best possible start in life and thrive. For more information, please visit www.ccfc.ca.gov.