



David Binder Research

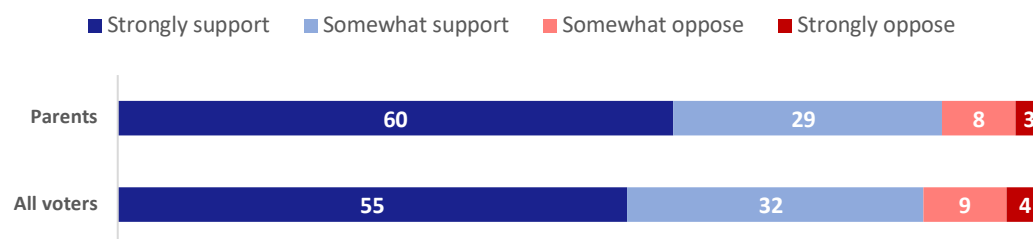
California Voter Survey Conducted May 12th – 15th, 2025

A California statewide survey was conducted on behalf of First 5 California from May 12th to May 15th by David Binder Research of 1,150 likely November 2026 voters, which includes an oversample of 350 parents of children under 18.

⇒ **The survey shows extremely strong support among parents, and all voters in California, for requiring app stores to obtain parental approval for teens to download apps.**

- 89% of parents and 87% of all voters support requiring app stores to obtain parental approval.
- 60% of parents and 55% of all voters *strongly support* requiring app stores to obtain parental approval.

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



⇒ **Support for app stores to obtain parental approval for app downloads remains high across parent subgroups – including by party, gender, and geographic location.**

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

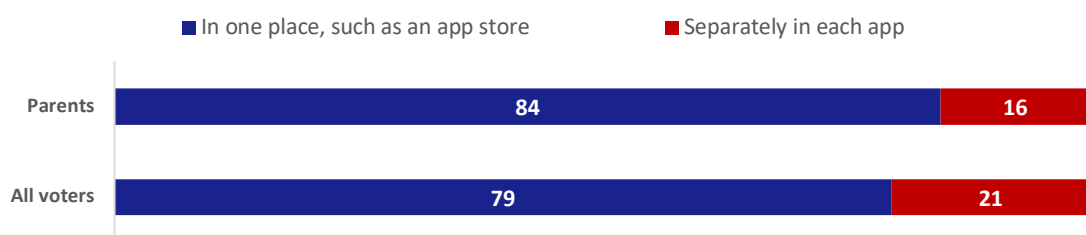
	Support	Oppose
All Parents	89%	11%
Democrat	87	13
Republican	93	7
No Party Preference	89	11
Women	90	10
Men	87	13
Bay Area	80	20
Southern California	91	9
Sacramento/Valley	94	6



⇒ **Parents, and all voters in California, strongly prefer an approach where parents can provide approval in one place, such as an app store, as opposed to separately in each app.**

- 84% of parents and 79% of all voters say it would be easier for parents to provide approval in one place, such as an app store.
- Only 16% of parents and 21% of all voters say it would be easier to provide approval separately in each app after it has already been downloaded.

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



- Parents from across the political spectrum strongly prefer approving apps in one place as opposed to within each individual app, including 86% of Democratic parents, 85% of Republican parents, and 77% of independent parents.

Methodology

David Binder Research, on behalf of First 5 California, conducted 1,150 interviews with California voters between May 12th and May 15th. The survey used mixed modes of telephone, text-to-web, and emails. Respondents were 800 likely November 2026 California voters, plus an oversample of 350 parents of children under the age of 18. The survey is representative of the California electorate by gender, race, ethnicity, partisan affiliation, and other factors. The survey was conducted in English and Spanish. The margin of the sampling error is $\pm 2.9\%$ for the full sample and $\pm 4.1\%$ for parents at the 95% confidence level.