

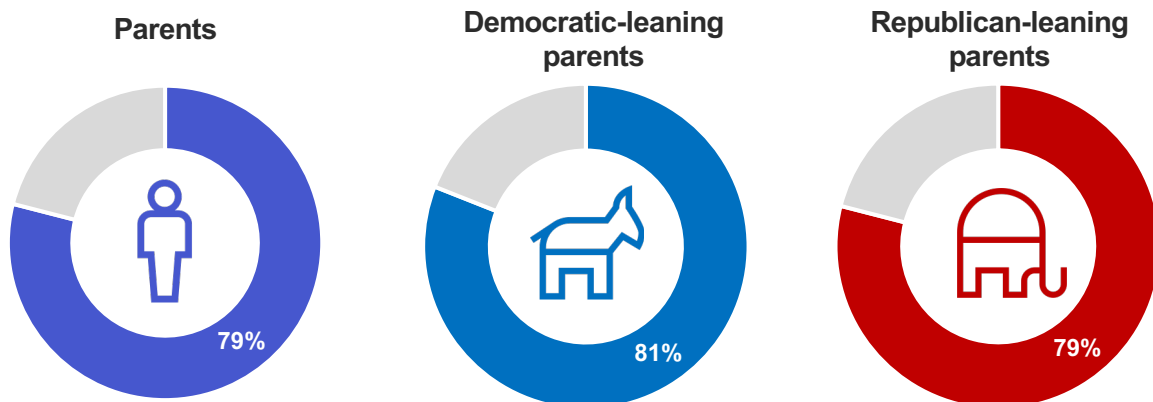


On behalf of Meta, Morning Consult conducted a nationwide survey of U.S. parents who have at least one child under 18 (henceforth referred to as “parents”) to understand their views on a potential law requiring parental approval for children under 16 to download apps, and to determine what mode (app stores or apps) is easier and more secure for parents to give their approval. The key findings from the survey are as follows:

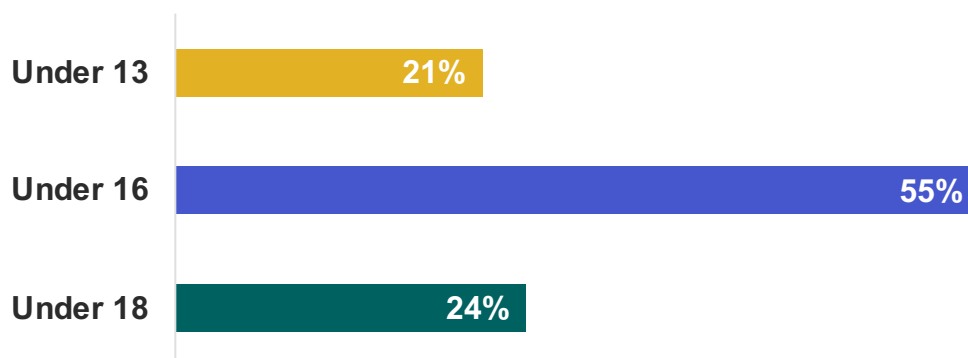
Key Findings

There is an Overwhelming Bipartisan Consensus Among Parents (Almost 80%) in Favor of a Law Requiring Parental Approval for U16 App Downloads

- Four-in-five (79%) parents support legislation that would require parental approval for children under 16 to download apps. There is bipartisan support for this legislation:
 - Democratic-leaning parents: 81% support | Republican-leaning parents: 79% support



- The majority of parents support under 16 as the appropriate age for getting parental consent. When presented with different options for who can download apps without parental approval (teens 13 and over, 16 and over, or 18 and over), a majority (55%) of parents support requiring parental approval for app downloads by teens under 16 (rather than under 13 or under 18)
 - Democratic-leaning parents: 54% Under 16 policy | Republican-leaning parents: 56% Under 16 policy





More than 75% of Parents Favor App Stores Over Apps as Easier and More Secure Places to Approve App Downloads

- When asked the easiest way for parents to provide approval for their child to use an app, three-in-four (76%) parents indicate that approval in one place, such as an app store, would be the easier approach, while only one-in-four (24%) parents indicate that approval separately in each app after it has been downloaded would be easier. Preference for approval in one place, like an app store, remains true among across the political spectrum:
 - Democratic-leaning parents: 76% in one place | Republican-leaning parents: 77% in one place

In one place (such as an app store) | Separately in each app



- Three-in-four (76%) parents trust app stores over individual apps to securely handle the personal data needed to verify parental approval, compared to only 24% of parents who trust the apps themselves. Both Democratic-leaning and Republican-leaning parents trust app stores more than apps to securely handle the personal data needed to verify parental approval.
 - Democratic-leaning parents: 77% app store | Republican-leaning parents: 75% app store

App Stores | Apps

