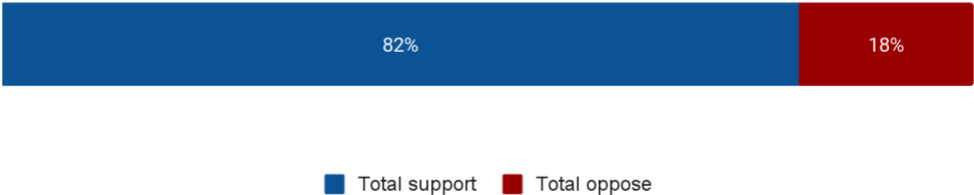


Ipsos Public Affairs Australia, on behalf of Meta, conducted a survey of Australians who are parents of children under the age of 18 to investigate their opinions about app and social media use by minors. The memo summarizes the key findings from that research.

The vast majority of Australian parents support a law requiring parental approval for app downloads by children under age 16

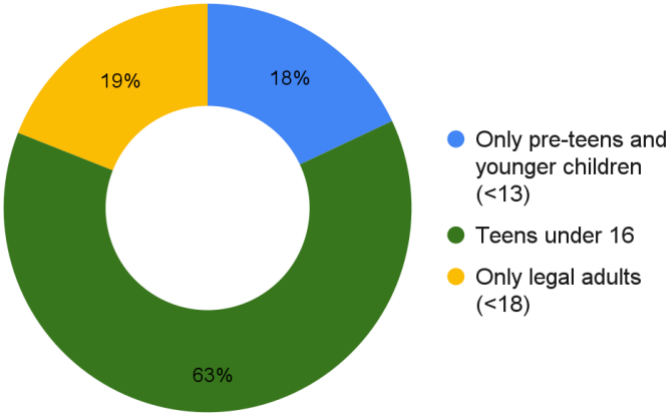
- Four in five Australian parents (82%) support “a law requiring parental approval for children under 16 to download apps.”

Support / Opposition of Law Requiring Parental Approval for App Downloads



- A clear majority of Australian parents (63%) say that age 16 is the age at which children should be allowed to download apps without obtaining parental approval. Fewer Australian parents believe the appropriate age is 13 years old (18%) or 18 years old (19%).

Preferred Age of Approval for App Downloads



Parents believe app stores are easier and more secure places than apps for giving parental approval.

- Parents overwhelmingly say providing approval in one place such as an app store (70%) would be easier than providing approvals in each application individually (30%).
- Similarly, three quarters of parents (75%) say they trust the app stores more to handle the personal data needed to verify parental approval over the individual apps (25%).

Preference for Location of Parental Approval



■ Approval in one place, such as an app store ■ Approval separately in each app

More Trusted to Handle Personal Information Necessary for Parental Approval



■ App stores ■ Apps

Two-thirds of parents believe they should decide if social media is right for their kids

- By a two to one margin (67%), Australian parents say that “parents should be able to choose if their teen under the age of 16 is able to use social media apps” over outright bans of social media for minors under 16 (33%).

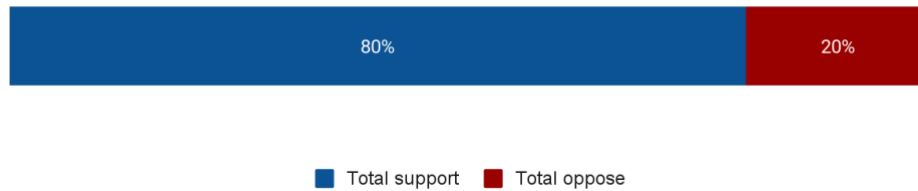
Views on Social Media App Usage For Minors Under 16



■ Parents should be able to choose ■ Ban on under 16 social media usage

- Four in five Australian parents (80%) support the creation of special accounts for teenagers with additional protections such as “restricted settings by default and parental controls.”

Support / Opposition for Special Youth Social Media Accounts



Methodology:

This poll was conducted from 27-30 September 2024, among a sample of 1,024 Australian adults who are the parent of at least one child under 18. The interviews were conducted online and the data were weighted to approximate a target sample of Australian parents with children under 18 based on Australian Bureau of Statistics benchmarks for age, gender, state, and household type. Results from the full survey have a credibility interval of plus or minus 3.2 percentage points.

Total results are calculated at the decimal level and in some cases may appear to differ from individual items due to rounding.

A long methodology disclosure statement is available here: <https://www.ipsos.com/en-au/polling-methodology-disclosure-statements>

Full Questionnaire:

INFO SCREEN: In the following question, “apps” are applications that can be downloaded on devices like phones and tablets.

1. How much would you support or oppose a law requiring parental approval for children under 16 to download apps?

Strongly support	45%	82%
Somewhat support	36%	
Somewhat oppose	13%	18%
Strongly oppose	5%	

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

Providing approval in one place, such as an app store, when the child requests to download the app	70%
Providing approval separately in each app after it has already been downloaded	30%

3. Which of the following do you most trust to securely handle the personal data needed to verify parental approval (e.g. identification cards, credit cards)?

App stores	75%
Apps	25%

4. Which of the following is closest to your opinion?

All teens should be able to download apps without their parents' approval. Only pre-teens and younger children (under 13) should be required to get their parents' approval before downloading new apps.	18%
Teens under 16 should be required to get their parents' approval before downloading new apps.	63%
Only legal adults should be able to download apps without parental approval - anyone under 18 should be required to get their parents' approval before downloading any apps.	19%

5. Which of the following comes closest to your view on social media usage in Australia?

No one under the age of 16 should be allowed to use social media apps	33%
Parents should be able to choose if their teen under the age of 16 is able to use social media apps	67%

6. Do you support or oppose social media companies creating special accounts for teenagers that have additional protections, such as restricted settings by default and parental controls?

Strongly support	38%	80%
Somewhat support	43%	
Somewhat oppose	14%	20%
Strongly oppose	6%	