



Ipsos, on behalf of Meta, conducted a survey of New Zealand adults who are the parent/guardian of at least one child under 18 (referred to below as “parents”) between 15-21 January 2026 to understand their views on minors’ access to online apps, including social media. The following memo summarizes key findings from this research:

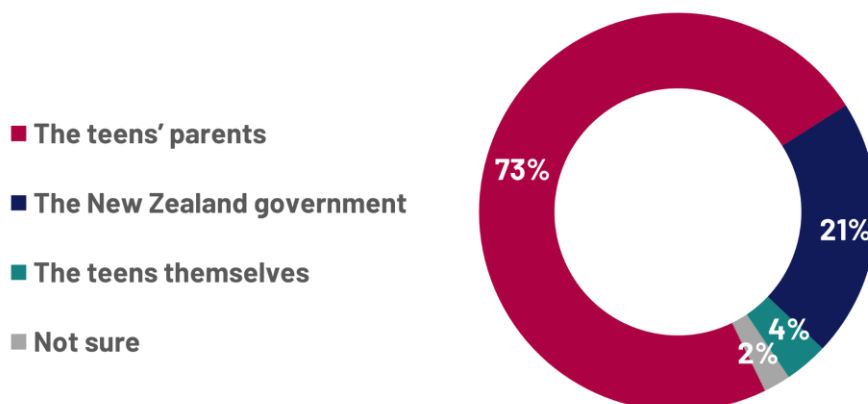
Most New Zealand parents believe they should be the ones to decide if teens under 16 are allowed to use social media, rather than the government.

- A majority of New Zealand parents surveyed (57%) say they would prefer parents “be able to choose whether their teens under the age of 16 are allowed to have social media accounts,” as opposed to a ban on social media for those under 16 (43%).



- Parents should be able to choose whether their teens under the age of 16 are allowed to have social media accounts
- No one under 16 should be allowed to have social media accounts

- When asked who should be most responsible for deciding whether teens under 16 can have social media accounts, nearly three-quarters of those surveyed (73%) say parents should be most responsible, whereas approximately one-in-five (21%) say the New Zealand government, and 4% say the teens themselves.

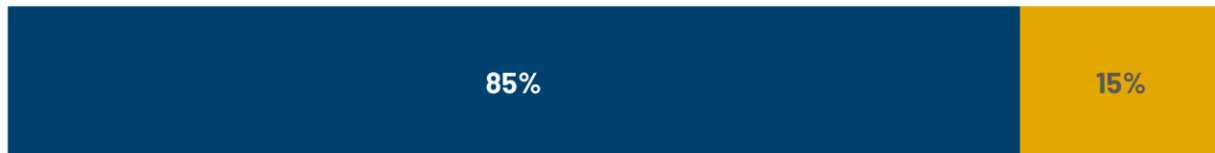


- The teens' parents
- The New Zealand government
- The teens themselves
- Not sure



New Zealand parents broadly support requiring parental approval for children under 16 to download apps—and say it would be easier and more secure to provide this approval via app stores vs. individual apps.

- 85% of parents surveyed say they would support a law requiring parental approval for children under 16 to download apps.



■ Total support

■ Total oppose

- Three-quarters of parents (76%) believe it would be easier to provide this approval in one place—such as an app store—rather than separately in each app after it has already been downloaded (24%).



■ Approval in one place, such as an app store

■ Approval separately in each app after it has been downloaded

- In addition, nearly seven-in-ten parents (69%) say they trust app stores more than individual apps (31%) to securely handle the personal data needed to verify parental approval.



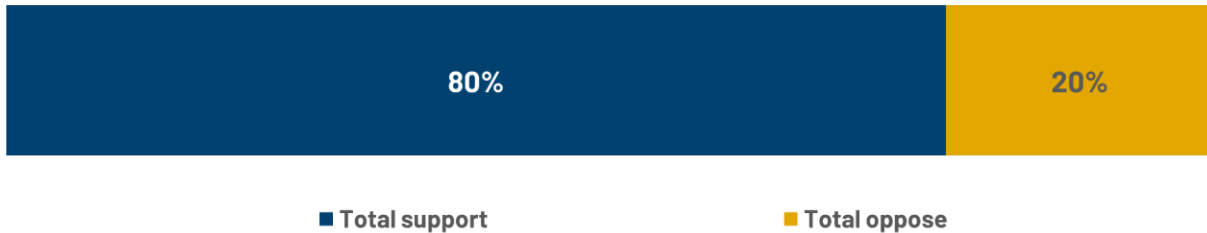
■ App stores

■ Individual apps



Parents in New Zealand are supportive of social media companies creating special accounts for teenagers with additional protections.

- Four-in-five New Zealand parents surveyed (80%) say they would support social media companies creating special accounts for teenagers that have additional protections, such as restricted settings by default and parental controls.



Methodology:

This poll was conducted online between 15-21 January 2026 among a sample of 832 parents of children under 18 years old in New Zealand. Parent respondents were screened from a general population sample of 2,498 New Zealand adults. All general population respondents were weighted to the New Zealand Census (Stats NZ) by age, gender, region, ethnicity, and education. Results among parents have a credibility interval of plus or minus 3.9 percentage points.

Total results are calculated at the decimal level and in some cases may appear to differ from individual items due to rounding. Please see the questionnaire on the following page for the full results and question text.



Questionnaire

In the following questions, “**apps**” are applications that can be downloaded on devices like smartphones and tablets for purposes such as messaging, gaming, video streaming, social media, and transportation.

Apps are generally downloaded from “**app stores**” (like the Apple iOS App Store or Google Play Store).

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

Strongly support	53%	85%
Somewhat support	33%	
Somewhat oppose	10%	15%
Strongly oppose	4%	

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 their child requests to download the app	76%
Providing approval separately in each app after it has already been downloaded	24%

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

App stores	69%
Individual apps	31%



Now, we're interested specifically in your views about teens and social media. In the following questions, when we refer to "teens," we mean children between the ages of 13 and 17.

4. Which of the following comes closest to your view, even if neither is exactly right?

No one under the age of 16 should be allowed to have social media accounts.	43%
Parents should be able to choose whether their teens under the age of 16 are allowed to have social media accounts.	57%

5. If you had to choose, who do you think should be **most** responsible for deciding whether teens under 16 can have social media accounts?

The New Zealand government	21%
The teens' parents	73%
The teens themselves	4%
Not sure	2%

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	42%	
Somewhat oppose	11%	20%
Strongly oppose	9%	