

**TO:** Interested Parties  
**FROM:** Plymouth Union Public Research  
**SUBJECT:** Americans Hold Social Media Apps Accountable  
**DATE:** April 15, 2026

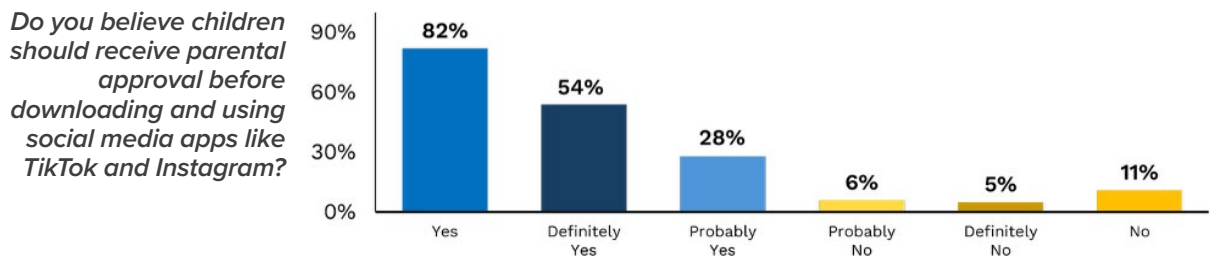
## INTRODUCTION

As the Internet has become ubiquitous in the lives of American families, from doctors’ offices to classrooms to evening entertainment in the home, data from a recent national survey shows that parents are eager to take responsibility for keeping their kids safe online, while they also, overwhelmingly, expect social media applications to act as responsible partners. They hold web apps responsible for determining a minor’s age and support federal legislation which codifies this requirement into law.

## A PARENT-LED EFFORT

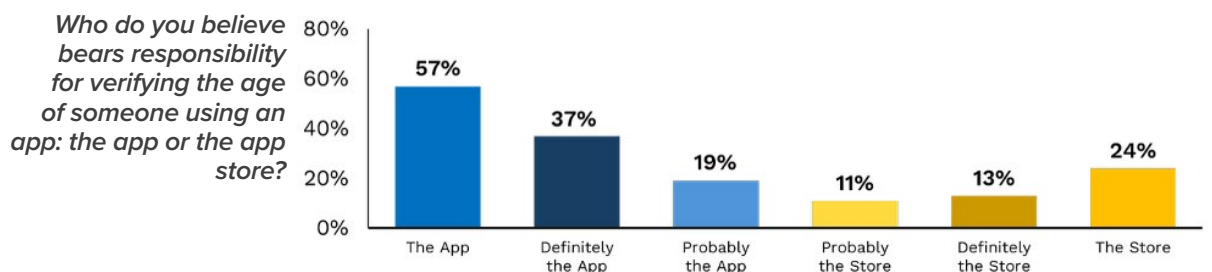
When asked whether parents or technology companies are most responsible for keeping children away from social media apps in a recent nationwide survey, **60%** acknowledge that parents should take the lead, as opposed to technology companies (**32%**).

As fits with this approach, the same survey finds that **82%** of Americans believe children under the age of 18 should receive parental approval before downloading and using social media apps.



## PARENTS AGREE: SOCIAL MEDIA APPS ARE THE BACKSTOP

When considering the question of how that parental approval is executed, the majority of Americans (**57%**) believe the apps themselves bear responsibility for verifying the age of their users. This is more than double the percentage of people who think the onus of verifying minors’ ages falls on the app stores (**24%**).





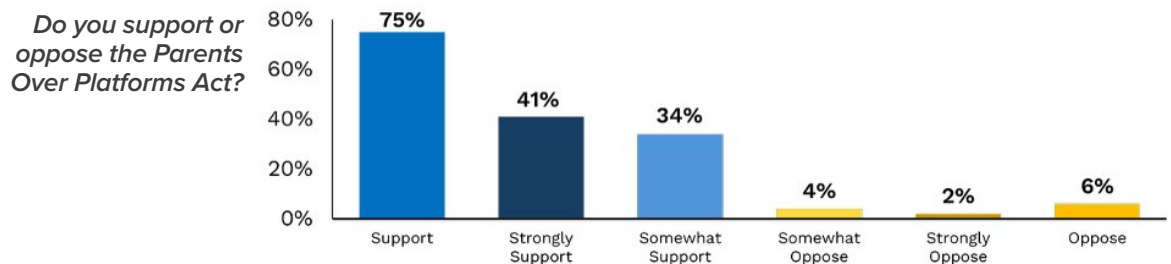
This gap between the app and the store holds true across all genders and ideologies:

- among Men: **57% the App** | **26% the Store**
- among Women: **56% the App** | **23% the Store**
- among Republicans: **55% the App** | **27% the Store**
- among Democrats: **58% the App** | **23% the Store**
- among Independents: **57% the App** | **20% the Store**

## THE LEGISLATIVE SOLUTION: PARENTS OVER PLATFORMS ACT

Putting the onus on social media apps to regulate access to their content has overwhelming support among the survey sample. The respondents were equally receptive to proposed laws that put that responsibility into practice.

After being informed that a bill in Congress called the Parents Over Platforms Act would make individual apps responsible for verifying the age of users while giving parents control over the content their children see on their screens, **75%** of Americans voiced their support for it. Opposition remains below double digits with the exception of one demographic: 18-29 year olds.



## METHODOLOGY

This survey was conducted on behalf of Plymouth Union Public Research among N=1,000 likely Republican primary voters in states with verified party registration and primary vote history on file. State-level quotas were set proportional to population to ensure representativeness across regions. Interviews were conducted October 6-10, 2025, using a mixed-mode approach of landline, cell, and SMS-to-web responses. The margin for error on the full sample is +/-3.1% at the 95% confidence level.