
THE TARRANCE GROUP

MEMORANDUM

TO: Ohio Women Lead Right
FROM: The Tarrance Group
DATE: April 11, 2025
RE: Summary Findings From A Survey Of Ohio Voters Who Are Parents

The Tarrance Group is pleased to present Ohio Women Lead Right with the key findings from a survey of N=700 registered voters who are parents of children under age 18 at home. The survey was conducted March 27-31, 2025, and the margin of error for a sample of this size is +/- 3.7%.

EXECUTIVE SUMMARY

There is broad bipartisan support among Ohio's parents for a law requiring app stores to obtain parental approval for children to download apps.

Fully eighty percent (80%) of parent voters support a law requiring app stores to obtain parental approval for children to download apps. There is considerable intensity behind this position, with 50% saying they strongly support such a law.

This support reaches across both parties with Republicans at 85% support and Democratic voters at 77% support.

Requiring App Stores To Obtain Parental Approval

“Thinking about the issue of children downloading apps to their phones or mobile devices: Would you support or oppose a law requiring app stores to obtain parental approval for children to download apps?”

SUPPORT	80%
<i>Strongly support</i>	50%
OPPOSE	18%

In a follow up question, 72% of parents say it would be easier to provide approval in one place such as an app store, while only 22% say it would be easier separately through each app.

Ohio's parents are largely speaking with one voice on this issue, and want to be given the authority to approve downloads for their children through app stores.

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