



MEMORANDUM

TO: INTERESTED PARTIES
FROM: GLEN BOLGER/TORIE BOLGER, NMB RESEARCH
RE: KEY FINDINGS - SOUTH DAKOTA STATEWIDE SURVEY
DATE: OCTOBER 1, 2024

On behalf of Concerned Women for America of South Dakota, NMB Research conducted a statewide survey among parents and likely voters in South Dakota to understand their views on legislation that would require parental approval at the app store in order for teens under 16 to be able to download apps onto their phones or devices

Methodology

NMB Research conducted 500 interviews statewide among likely voters in South Dakota with 14% of interviews completed via landline, 38% of interviews conducted via cell phone, and 48% of interviews conducted via text to web. The survey was completed September 23-25, 2024, and has a margin of error of +4.38% in 95 out of 100 cases.

Key Findings

- 1) There is overwhelming support among South Dakota parents for requiring app stores to obtain parental approval for teens under 16 years old to download apps.***

A significant 85% of South Dakota parents support requiring app stores to obtain parental approval for teens under 16 years old to download apps.

Support for this approach crosses party lines: 86% of Republicans and Independents and 76% of Democrats support requiring app stores to obtain parental approval for teens under 16 years old to download apps.

Notably, 83% of all voters also support requiring app stores to obtain parental approval for teens under 16 to download apps as well.

- 2) South Dakota parents resoundingly agree on where parental approval online should occur.***

More than three-fourths of South Dakota parents (78%) prefer to provide approval for their teen to download an app in one place before it's been downloaded, such as an app store, rather than providing approval within each individual app after it's already been downloaded.



This support remains strong among all voters – including non-parents – with 75% of voters preferring to provide parental approval for teens to download an app in one place before it's been downloaded, such as the app store, rather than providing approval within each individual app after it's already been downloaded.

3) *South Dakota parents overwhelmingly trust app stores more than individual apps to protect their family's personal information.*

Finally, 79% of South Dakota parents say they trust app stores to most securely handle the personal data needed to verify parental approval.

The Bottom Line

Parents and voters in South Dakota overwhelmingly support requiring app stores to obtain parental approval before teens under 16 years old are able to download apps.