

# Children's User Age Wave 3

Produced by: YouGov

Fieldwork: 15<sup>th</sup> August – 27<sup>th</sup> August 2024

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# Ofcom Foreword

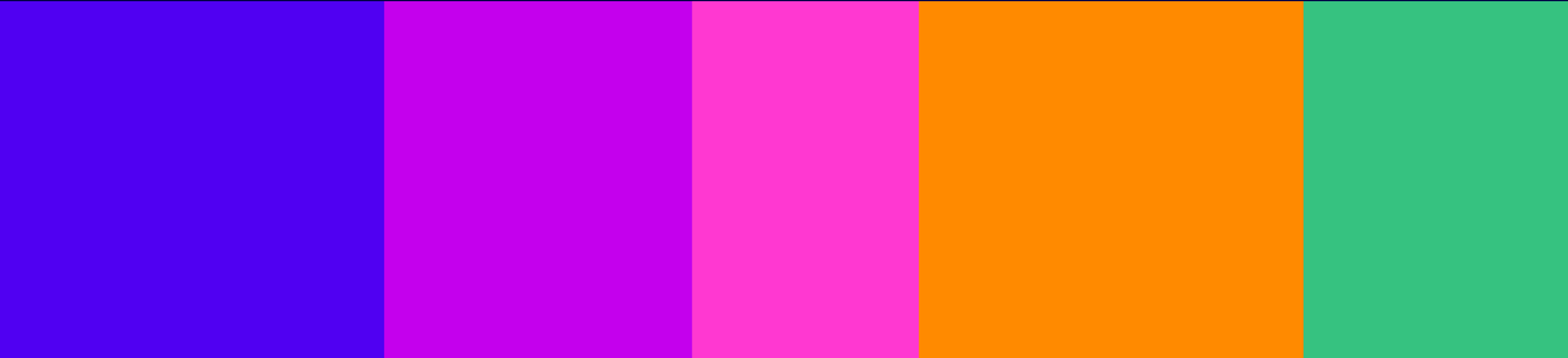
## Ofcom's responsibilities

In October 2023, the Government confirmed Ofcom as the regulator for online safety in the UK, under the Online Safety Act. As part of the Act, Ofcom will ensure online services regulated by the Act can identify, mitigate and manage risks to their users and that their services are safe by design, especially for children.

The data from this chart pack is one in a series of research studies and sources that has informed the robust evidence base used in our [Online Nation 2024 report](#).

This programme of research further develops our understanding of online harms and how we can help to promote a safer user experience. The findings should not be considered a reflection of any policy position that Ofcom may adopt.

# Background, methodology and research caveats



# Background

## Understanding children's user ages on various social media apps/sites

Ofcom's ethnographic research into the '[Risk factors that may lead children to harm online](#)' 2022 report found that one of the key risk factors was that children were bypassing age assurance measures in social media apps or sites. For example, by using a false date of birth to gain access to apps/sites and the content within, while under the minimum age requirement for that app/site.

To understand this further, and in the absence of robust information on this from online apps/sites themselves, Ofcom commissioned this research to provide a robust *estimation* of the *minimum* number of children with user ages that are older than their real age. In 2023, some questionnaire changes\* were made to account for users who may have adjusted the user age on their profile since setting it up. Without taking this change into account, our analysis may over-state the proportion of children with an older user age.

**It's important to note that the 2023 Wave 1, and the 2024 Wave 2 and Wave 3 data are not directly comparable to the 2022 Pilot study due to changes made to the user age calculation. However, Wave 1, Wave 2, and Wave 3 data are comparable and have been included throughout this chart pack.**

\*For further details on changes made to the questionnaire, please refer to the [technical report](#).

# Objectives

## Understanding children's user ages on various social media apps/sites

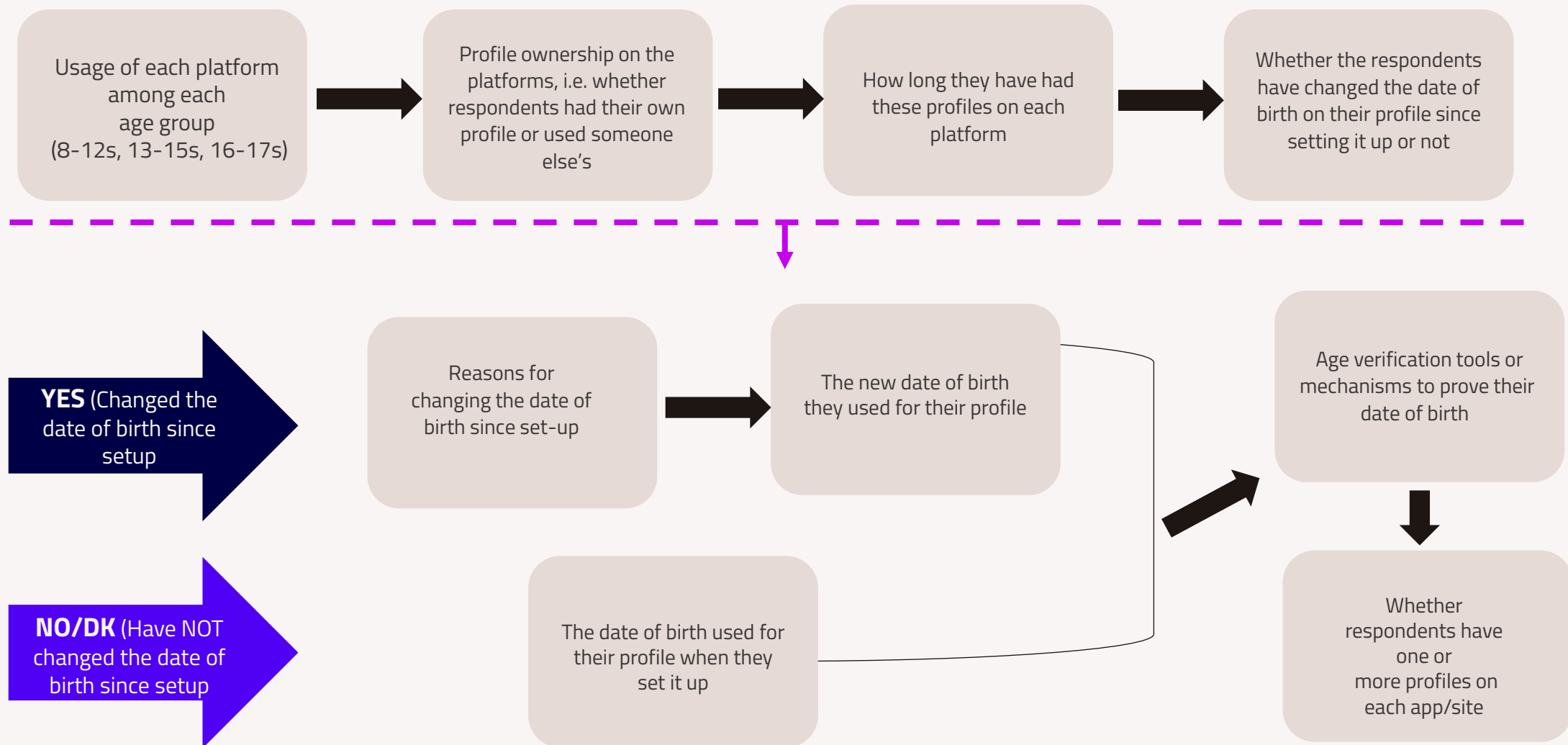
To understand the extent to which children are bypassing age assurance measures, Ofcom commissioned YouGov to conduct quantitative research to estimate the proportion of children that have online profiles with 'user ages' that make them appear to be older than they actually are. For all the apps/sites we ask about in the Children's User Age questionnaire, the user must be at least 13 years old when creating a profile (apart from Vimeo where they need to be at least 16). Online profiles with user ages of 16+ and 18+ are the point at which platforms grant access to certain features and functionalities which younger children are prevented from accessing. These can include the ability to use direct messaging when aged 16, and the ability to see adult content when aged 18. Therefore, the research focused on:

- Those aged between 8 to 12 with an online user age of at least 13;
  - Those aged 8-15 with an online user age of at least 16;
  - Those aged 8-17 with an online user age of at least 18.
- The research focused on ten platforms which were cited as the most used among children aged 8-17 in a range of Ofcom research\*, and therefore the most likely for them to have a profile on. In order for us to compare on a wave-on-wave basis we have kept the same list of platforms from Wave 1 to Wave 3.

\*Ofcom's Children's Media Literacy Tracker and the Online Experiences Tracker (W2) were examined to judge which platforms were used most amongst children. More information on these trackers can be found using the following links: <https://www.ofcom.org.uk/research-and-data/media-literacy-research/childrens> and <https://www.ofcom.org.uk/research-and-data/online-research/internet-users-experience-of-harm-online>

# Questionnaire flow

The research measured:



# Methodology

## Sample

- Sample based on quota of social media users aged 8-17.
- An additional boost was applied to ensure a minimum base size of 50 per platform per age group, sufficient for robust analysis. After boosts were applied our final sample consisted of 1,709 social media users aged 8-17.
- Boosts were applied to the 16-17-year-old age group to ensure a minimum of 50 Twitch and Pinterest profile owners within this demographic.
- Respondents used at least one of the following social media platforms YouTube (not including YouTube Kids), Snapchat, TikTok, Instagram, Facebook, Discord, Pinterest, Twitch, X/Twitter, Vimeo (or another platform they specify in the survey).

## Data collection

- Online survey interviews conducted amongst YouGov's online research panel which comprises of 3.3 million active respondents across UK.
- Respondents were recruited via parents. If there was more than one child aged 8-17 in a household, the child respondent was selected on a least-fill basis to ensure a spread across age/gender\*.
- Fieldwork was conducted by YouGov between 15<sup>th</sup> -27<sup>th</sup> August 2024 for Wave 3, 22<sup>nd</sup> January – 5<sup>th</sup> February 2024 for Wave 2, 17<sup>th</sup> August – 1<sup>st</sup> September 2023 for Wave 1 and 14<sup>th</sup> – 18<sup>th</sup> July 2022 for the pilot (pilot was conducted by Yonder).

## Data reporting

- Data was weighted to be representative of children 8-17, based on age within gender and region.
- Three age groups were chosen for reporting: 8-12s (i.e. under the minimum age requirement to use most social media sites/apps), 13-15s, and 16-17s.
- Significance testing applied at the 95% confidence level to identify differences between subgroups e.g. age groups in Wave 3. When data was compared across the Waves , 99% confidence intervals was applied.
- Where there is a base size below 50, figures have not been reported on.

\*Least-fill is a statistical design within the survey software that is used to ensure an even spread of demographics, by prioritising quotas with the largest difference between their target and current value



# Research caveats

## General Caveats

- Due to the complexity of calculating user ages, it should be noted this is an estimate of what we consider the minimum proportions of children with a profile that is older than their actual age.
- When reading these findings, please note that these were **self-reported answers** from child respondents. Therefore, results should be treated with caution and viewed as indicative because:
  - Children may have to admit that they were using these platforms underage, and some may not be willing to answer truthfully in a survey.
  - They may not be able to accurately recall certain information, e.g., the age they used when setting up their profile or how long they have had their profile.
- Due to low base sizes ( $n < 50$ ) of those with their own profile, we were unable to report on Vimeo for all age groups.
- When providing information about which apps/sites they use, respondents were able to select an 'Other' option. The base sizes were too low to report by sub-group on these other platforms (107 respondents overall), but they have been included in the user age calculation.
- We excluded a number of respondents based on their answers to a combination of questions – please see the [technical report](#) for more details.

# Research caveats

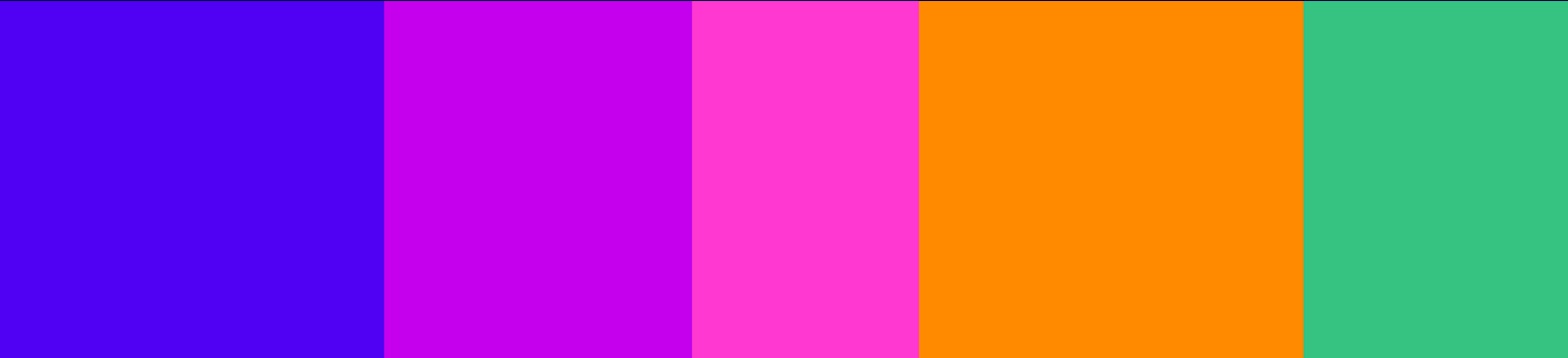
Wave 3 'user age' calculations caveats	Counts overall	% of all user age weighted sample impacted (base: 1476)
1) For respondents who indicated that their user age was younger than 13 years when they signed up or if their user age changed after the initial setup, we have assumed their user age to be 13, as per the minimum age limit on most social media platforms.*	N=47	3.2%
2) For those <u>who did not know</u> the age they used when they set up their profile, we took their current age minus years on site to estimate their joining age. <ul style="list-style-type: none"> <li>For example, if a respondent's real age was 14, and they have used a platform for 3 years, they must have joined the platform at the age of 11 but would have had to state they were at least 13 to join.</li> <li>Assuming they set their joining age to 13 and they have been on the platform for 3 years, their 'user age' will now be 16, although their real age is 14.</li> </ul>	N=292	20%
3) If a respondent has a different user age on several platforms, the profile with the <u>oldest user age</u> has been used for the calculation.**	N=384	26%
4) A few cases of younger children aged 8 or 9 claimed to have had a personal profile for more than five years. This suggested either their profile was set up by their parents or, due to being very young, they were unable to evaluate time accurately. We still calculated their user age based on the information they provided. <ul style="list-style-type: none"> <li>Assuming they set their joining age to 13 and they have been on the platform for 5+ years, their 'user age' will now be 18+.</li> </ul>	N=13	1%

\*For this calculation, we have assumed the respondent did not recall their date of birth accurately, as the minimum age requirements on the platforms explored in this study require profiles to include a date of birth making the respondent at least 13. If a child tried to make a profile using a date of birth which showed their age as under 13 the platform would reject the profile.

\*\* For example, a respondent has a user age of 13 on Site A, and a user age of 17 on Site B – we have used the user age for Site B as this is the one with the higher likelihood of seeing or receiving age-inappropriate content or contact.

# Summary of findings

The full data set (data tables in Excel and data file in SPSS) can be found [here](#).



# Key findings

## 1: Online user ages (slides 16-29)

**This user age research estimates that just over a third (36%) of children aged 8-15 with their own social media profile on at least one app/site have a user age of at least 16.**

- This includes a third of 8-12-year-olds and a two-fifths of 13-15-year-olds.
- Although findings have remained consistent over the past year, a directional increase has been observed in the proportion of children with a user age of 16+, which will be monitored in the future.

**The research estimates that just over one in five (22%) children aged 8-17 with a social media profile on at least one app/site have a user age of at least 18.**

- This accounts for nearly a fifth of 8-12-year-olds, a quarter 13-15-year-olds and nearly three in ten 16-17-year-olds
- The findings have remained consistent over the last 12 months.

User age of at least 16+\*

36% of 8-15s

34% of 8-12s

40% of 13-15s

User age of at least 18+

22% of 8-17s

17% of 8-12s

26% of 13-15s

28% of 16-17s

27% of 13-17s

\*Where we report on user ages of 16+ this includes user ages that are 16-17 plus user ages of 18+

## 2: Platform usage\* and personal profiles (slides 31-40)

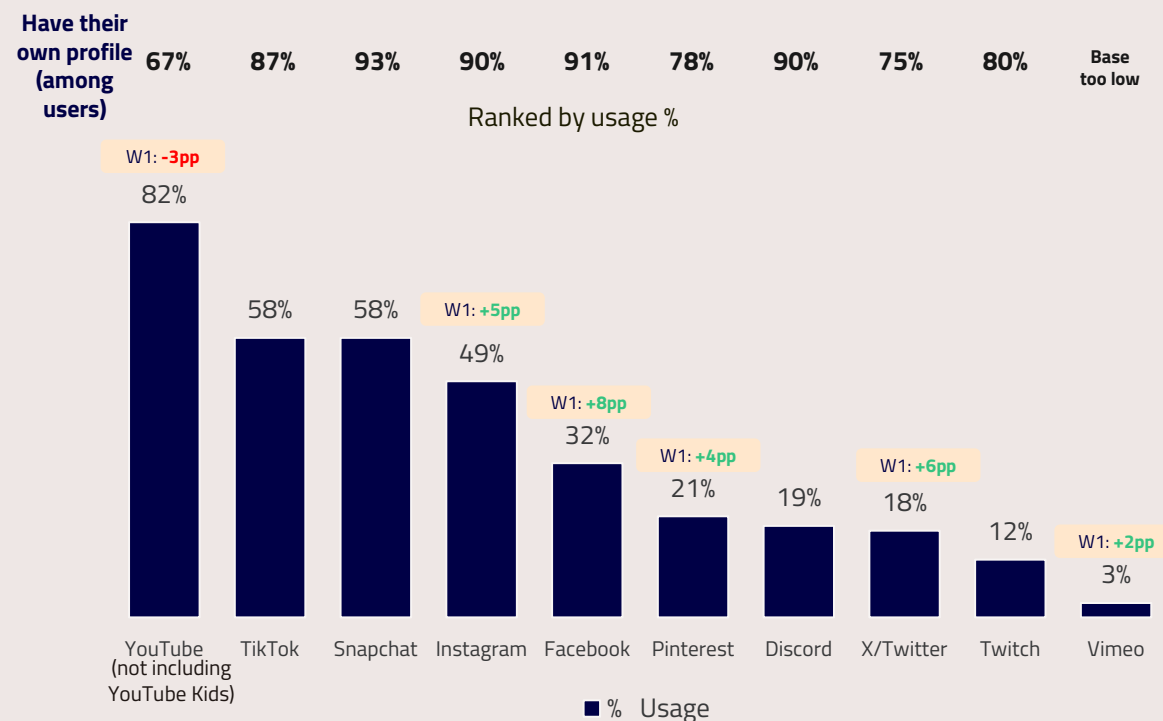
**Similar to previous iterations of the research, YouTube\*\* remained the most currently used platform among children aged 8-17, with around 82% using it across all age groups.** Usage of other apps varied by age and was more prevalent among those aged 13-17 than 8-12.

- Compared to Wave 1, there were a few significant differences over a 12-month period.
  - There were significant increases in usage of Facebook (24% to 32%), Instagram (44% to 49%), Pinterest (17% to 21%), X/Twitter (12% to 18%) and Vimeo (1% to 3%).
  - Growth in Instagram usage was driven by 8-12-year-olds (23% to 29%), with Pinterest seeing a rise among 16-17-year-olds (23% to 32%) and Facebook and X/Twitter being used by more 8-12-year-olds (Facebook: 15% to 23%, X/Twitter: 6% to 11%) and 13-15-year-olds (Facebook: 30% to 39%, X/Twitter: 14% to 22%) than before.

**The majority of children aged 8-17 reported using their own profile on social media platforms, consistent with previous iterations of the research.** A minority used someone else's profile, with this being more common among those aged 8-12.

- Generally, most children aged 8-17 with a social media profile were likely to have only one profile, with increases for Discord (6% to 12%) and YouTube (6% to 11%) from 6 months ago.
- There were some age differences as 8-12's were more likely to have more than one profile on Snapchat (10%) compared to all 8-17's (7%), 13-15's were more likely on Pinterest (12% vs. 7%) and 16-17's were more likely on Instagram (23% vs. 15%).

% Usage vs. having own profile by platform - 8-17-year-olds:



NB: Vimeo's base size is too small to report on the proportion of users with their own profile <50

Significant Difference Between W1 and W3 for Usage %

\*Results are broadly comparable, but readers should refer to our Media Literacy work as the key data source for usage of these apps/sites amongst children, please see the link here: <https://www.ofcom.org.uk/research-and-data/media-literacy-research/childrens>

\*\*For this survey we specified to respondents that when selecting YouTube, it did not mean YouTube Kids which is tailored for children up to the age of 12, therefore will have younger user ages allowed.

### 3: Changing their date of birth and age assurance (slides 42-55)

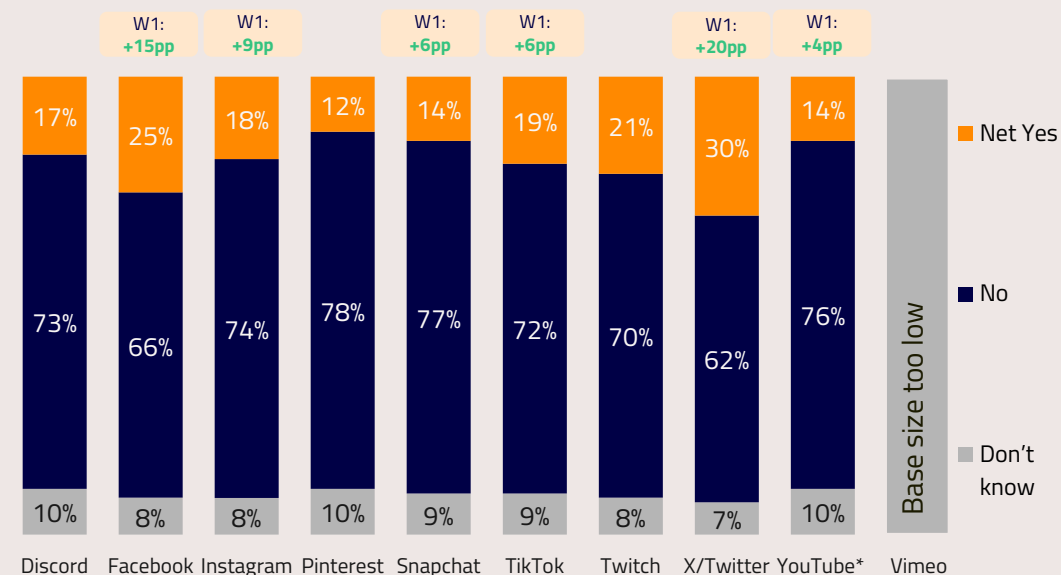
#### Consistent with data from last year, around a quarter of children aged 8-17 reported changing the date of birth on their social media profiles since creation\*

- Children aged 8-12 were more likely than the average to say they changed their date of birth whilst those aged 16-17 were less likely.
- This behavior was particularly more common among 8-12-year-olds, on TikTok (37%) and Facebook (36%).
- Despite most children keeping their date of birth unchanged, compared to a year ago there have been increases in those who have changed their date of birth since setting up the profile on Snapchat for 8-12s (21% to 28%) and 16-17s (11% to 19%) and TikTok for 13-15s (20% to 29%).

#### Around a fifth of children aged 8-17 reported that they were asked to prove their date of birth to the platform

- Compared to data from last year, there has been an increase in the proportion of children aged 8-17 who said they have been asked to prove their age for several platforms
- This was more common among 8-12-year-olds, increasingly so on Facebook (16% to 39%), Instagram (17% to 32%) and X/Twitter (23% to 54%, low base size) compared to a year ago. The research shows that despite the proportion asked to prove their date of birth, the 8-12s group are still using these platforms underage.
- This increase in requests has prompted more children to provide information themselves to prove their age. Since last year, notable jumps were seen on Instagram, Snapchat, TikTok and YouTube.\*\*

#### % Proportion of 8-17-year-olds asked for age verification on each platform:



\*Not including YouTube Kids

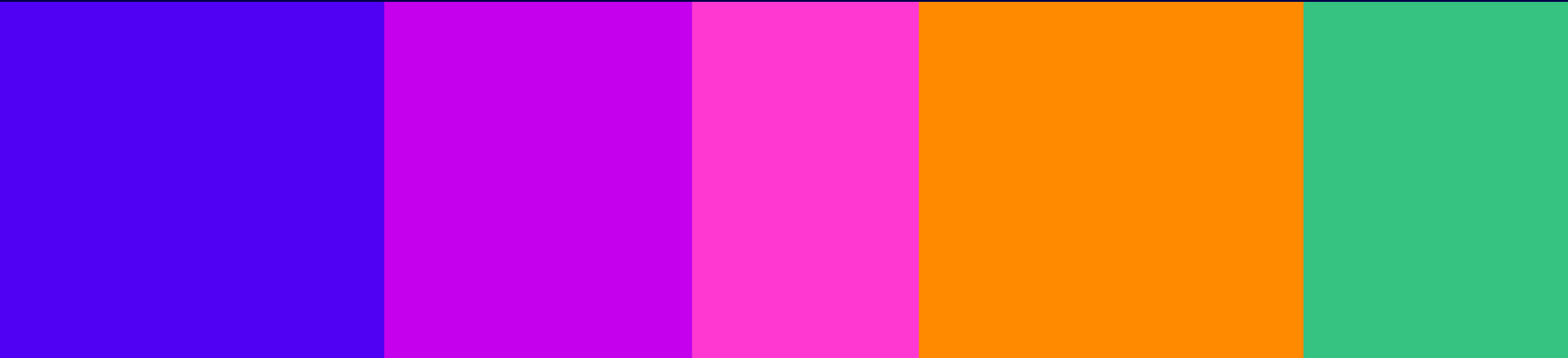
NB: Vimeo's base size is too small to report on n<50

Significant Difference Between W1 and W3 for Net Yes %

\* There are several possible events which respondents may be considering in response to this question: 1) If they have an older user age than their actual age and are receiving inappropriate content, they may have voluntarily changed to another age; 2) The platform has queried their user age, and the respondent has amended to another age; 3) Or the respondent is referring to when they set up their profile using their real age which was too young to access the service, was refused by the platform, and so amended it to be an older age (i.e. confusion over what the question was asking).

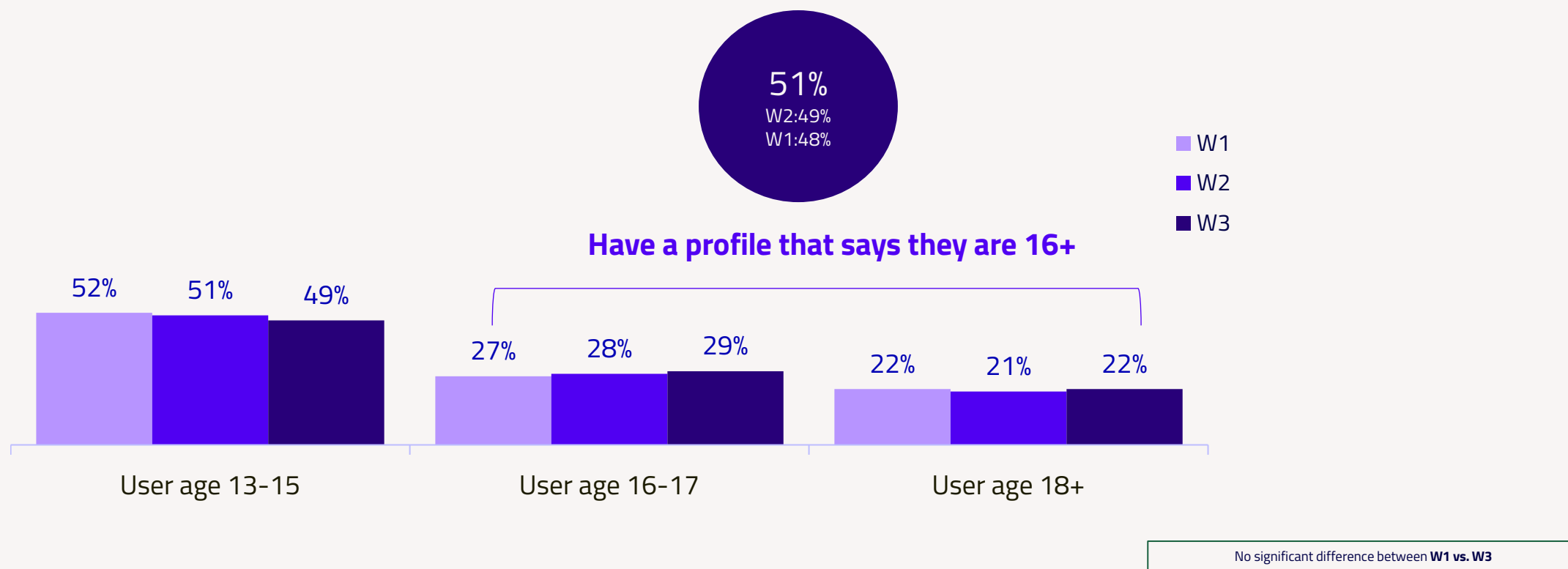
\*\* Please note: the question this data was drawn from consisted of low base sizes: at an overall level we are unable to report on Pinterest, Twitch and Vimeo. For the platforms we could report on, the base sizes were low for the following age groups: Facebook, Instagram, Snapchat, TikTok and YouTube for 8-12, and TikTok for 13-15.

**Online user ages: *among 8-17s overall***



Just over one in five children aged 8-17 have a social media profile with a user age of 18+, and around half have a user age of 16+. The number of children with a user age of 16+ has remained stable over the last year.

User age of **children 8-17** – total level (Wave 1 - Wave 3):



Source: Children's User Age Wave 1, Wave 2, Wave 3

Current user age based on Real Age, Q3, Q4, Q6, Q7, Q8, Q8a

Base: All respondents aged 8-17 where user age was calculated W1 (1540); W2 (1542); W3 (1476); please see Technical Report for more details



Over the last 12 months, there have been no changes in the proportion of children with a user age of 16+ or 18+ for any of the platforms listed below

User age of **children 8-17** – total level and by platform (Wave 1 - Wave 3):

Platforms (8-17's)	User age of 13-15			User age of 16-17			User age of 16+			User age of 18+		
	Wave 1	Wave 2	Wave 3	Wave 1	Wave 2	Wave 3	Wave 1	Wave 2	Wave 3	Wave 1	Wave 2	Wave 3
<b>Total</b>	<b>52%</b>	<b>51%</b>	<b>49%</b>	<b>27%</b>	<b>28%</b>	<b>29%</b>	<b>48%</b>	<b>49%</b>	<b>51%</b>	<b>22%</b>	<b>21%</b>	<b>22%</b>
Discord	52%	53%	50%	30%	33%	34%	48%	47%	50%	17%	15%	16%
Facebook	41%	47%	45%	43%	33%	34%	59%	53%	55%	17%	20%	21%
Instagram	41%	44%	39%	44%	40%	42%	59%	56%	61%	15%	16%	19%
Pinterest	51%	51%	46%	34%	39%	44%	49%	49%	54%	15%	10%	10%
Snapchat	52%	53%	50%	36%	34%	35%	48%	47%	50%	12%	13%	15%
TikTok	50%	51%	45%	33%	34%	37%	50%	49%	55%	17%	15%	18%
Twitch	49%	49%	48%	33%	36%	38%	51%	51%	52%	18%	16%	14%
X/Twitter	30%	41%	42%	46%	42%	37%	70%	59%	58%	23%	17%	21%
YouTube (not including YouTube Kids)	53%	50%	51%	26%	31%	30%	47%	50%	49%	20%	19%	19%
Vimeo*												

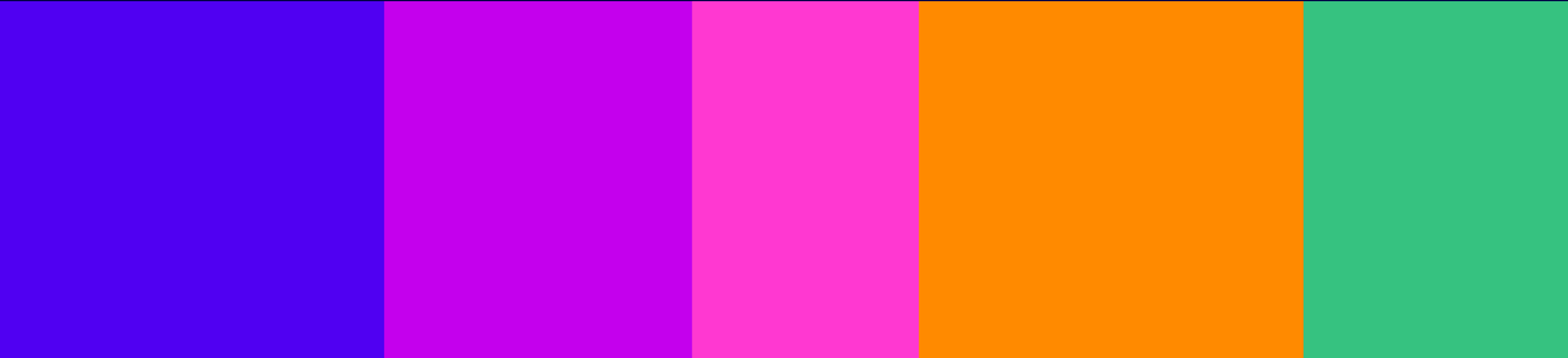
No significant difference between **W1 vs. W3**

Source: Children's User Age Wave 1, Wave 2, Wave 3

Current user age based on Real Age ,Q3, Q4, Q6, Q7, Q8, Q8a

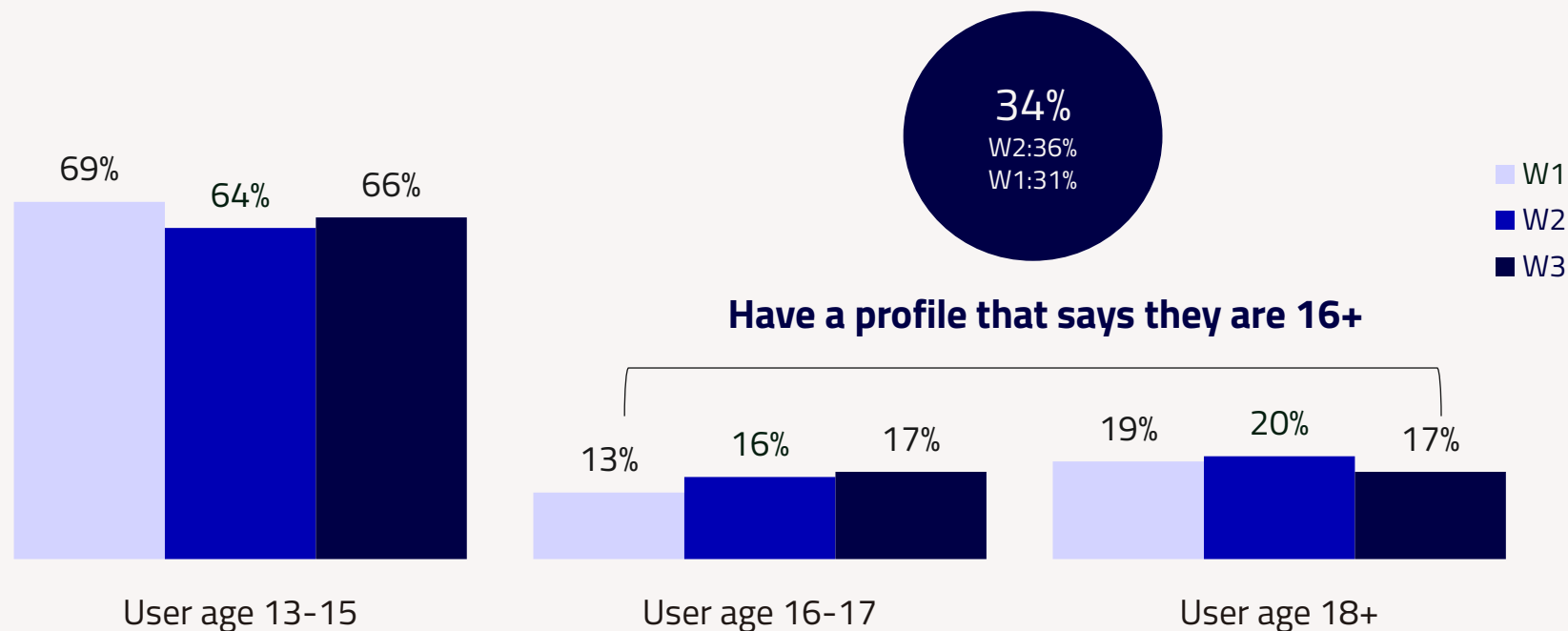
Base: All respondents Total where user age was calculated, please see Technical Report for more details. Total W1 (1540), W2 (1542), W3 (1476); Discord W1 (284), W2 (226), W3 (243); Facebook W1 (332), W2 (439), W3 (449); Instagram W1 (613), W2 (689), W3 (642); Pinterest W1 (203), W2 (197), W3 (234); Snapchat W1 (773), W2 (805), W3 (730); TikTok W1 (756), W2 (801), W3 (718); Twitch W1 (140), W2 (139), W3 (139); X/Twitter W1 (148), W2 (146), W3 (201); YouTube (not including YouTube Kids) W1 (853), W2 (787), W3 (780); \*Base size <50 – too low to report.

**Online user ages: *among 8-12s***



A third of children aged 8-12 with social media profiles have a user age of 16+ and nearly a fifth have a user age of 18+. This has remained broadly consistent over the last 12 months.

User age of **children 8-12** – total level (Wave 1 - Wave 3):



No significant difference between **W1 vs. W3**

Source: Children's User Age Wave 1, Wave 2, Wave 3

Current user age based on Real Age, Q3, Q4, Q6, Q7, Q8, Q8a

Base: All respondents aged 8-12 where user age was calculated, please see Technical Report for more details W1 (755); W2 (747); W3 (709)

Over the last 12 months, there have been no changes in the proportion of children aged 8-12 with a user age of 16+ or 18+ for any of the platforms listed below

User age of **children 8-12** – total level and by platform (Wave 1 - Wave 3):

Platforms (8-12's)	User age of 13-15			User age of 16-17			User age of 16+			User age of 18+		
	Wave 1	Wave 2	Wave 3	Wave 1	Wave 2	Wave 3	Wave 1	Wave 2	Wave 3	Wave 1	Wave 2	Wave 3
<b>Total</b>	<b>69%</b>	<b>64%</b>	<b>66%</b>	<b>13%</b>	<b>16%</b>	<b>17%</b>	<b>31%</b>	<b>36%</b>	<b>34%</b>	<b>19%</b>	<b>20%</b>	<b>17%</b>
Discord**	80%	73%	75%	7%	11%	10%	20%	27%	25%	13%	17%	16%
Facebook**	63%	63%	59%	10%	17%	19%	37%	37%	41%	26%	20%	22%
Instagram	68%	64%	63%	15%	19%	16%	32%	36%	37%	17%	17%	21%
Pinterest**	70%	72%	71%	10%	12%	20%	30%	28%	29%	20%	16%	9%
Snapchat	80%	77%	71%	8%	11%	15%	20%	23%	29%	12%	12%	14%
TikTok	70%	70%	62%	13%	14%	20%	30%	30%	38%	17%	16%	19%
Twitch*			72%			14%			28%			14%
X/Twitter*			64%			18%			36%			18%
YouTube (not including YouTube Kids)	69%	63%	70%	14%	17%	16%	31%	37%	30%	17%	20%	14%
Vimeo*												

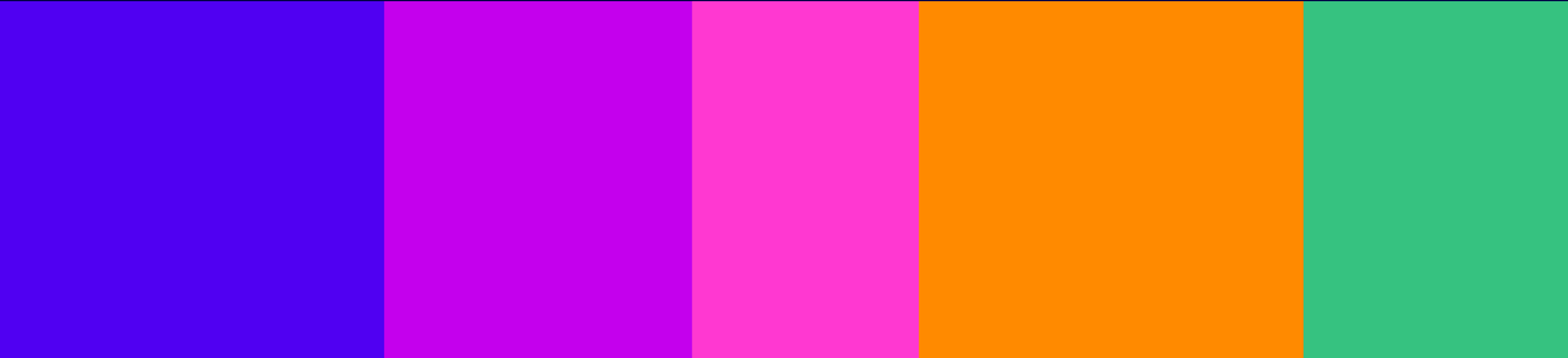
No significant difference between **W1 vs. W3**

Source: Children's User Age Wave 1, Wave 2, Wave 3

Current user age based on Real Age ,Q3, Q4, Q6, Q7, Q8, Q8a

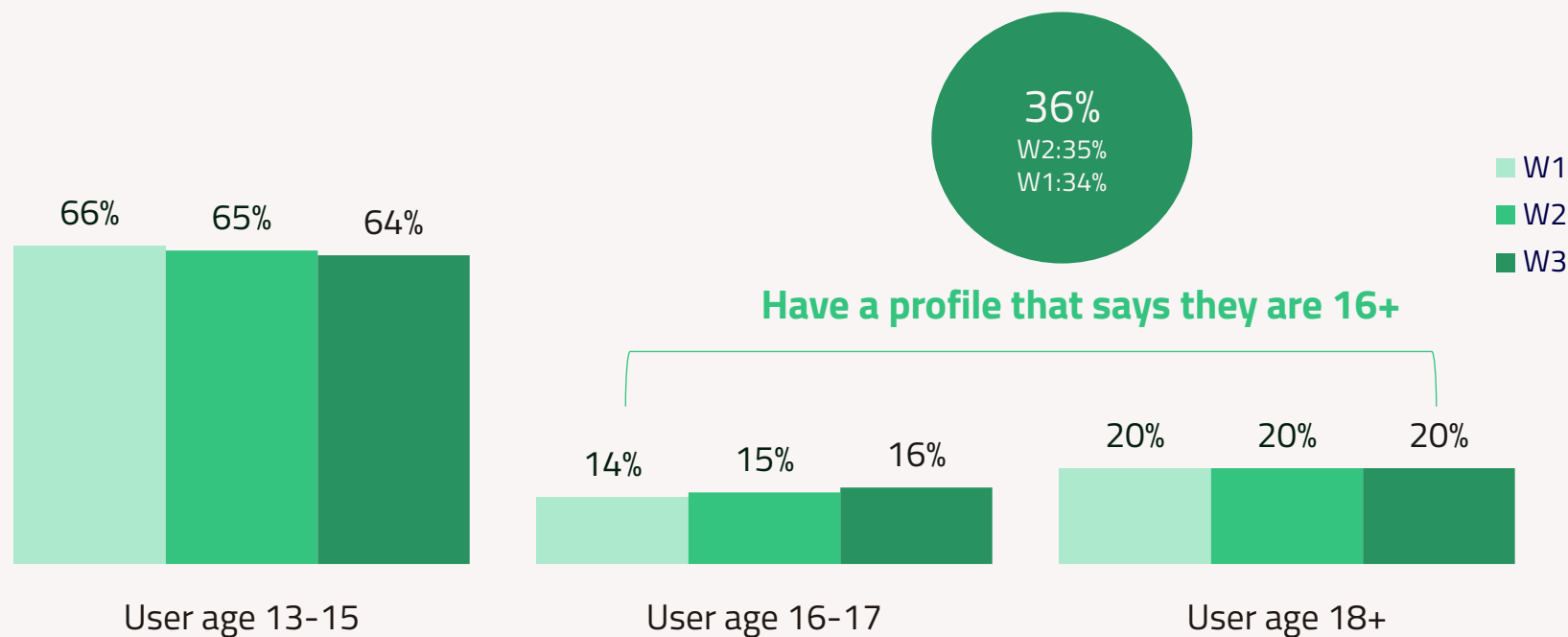
Base: All respondents aged 8-12 where user age was calculated, please see Technical Report for more details. W1 Total (755), W2 (747), W3 (709) ; Discord W1 (102), W2 (85\*\*), W3 (83\*\*) ; Facebook W1 (87\*\*), W2 (160), W3 (153) ; Instagram W1 (119), W2 (207), W3 (162) ; Pinterest W1 (60\*\*), W2 (61\*\*), W3 (55\*\*) ; Snapchat W1 (252), W2 (271), W3 (230) ; TikTok W1 (266), W2 (285), W3 (216) ; Twitch W1 (\*), W2 (\*), W3 (50\*\*) ; X/Twitter W1 (\*), W2 (\*), W3 (55\*\*) ; YouTube (not including YouTube Kids) W1 (412), W2 (373), W3 (362) ; -\*Base size <50 – too low to report, \*\*CAUTION - Low base size, figures are indicative only.

**Online user ages: *among 8-15s***



Over a third of children aged 8-15 with social media profiles have a user age of 16+, and a fifth have a user age of 18+. This trend has remained consistent over the last 12 months.

User age of **children 8-15** – total level (Wave 1 to Wave 3):



No significant difference between **W1 vs. W3**

Source: Children's User Age Wave 1, Wave 2, Wave 3

Current user age based on Real Age, Q3, Q4, Q6, Q7, Q8, Q8a

Base: All respondents aged where user age was calculated, please see Technical Report for more details W1 (1195); W2 (1190); W3 (1137)

Over the last 12 months, there have been no changes in the proportion of children aged 8-15 with a user age of 16+ or 18+ for any of the platforms listed below

User age of **children 8-15** – total level and by platform (Wave 1 - Wave 3):

Platforms (8-15's)	User age of 13-15			User age of 16-17			User age of 16+			User age of 18+		
	Wave 1	Wave 2	Wave 3	Wave 1	Wave 2	Wave 3	Wave 1	Wave 2	Wave 3	Wave 1	Wave 2	Wave 3
<b>Total</b>	<b>66%</b>	<b>65%</b>	<b>64%</b>	<b>14%</b>	<b>15%</b>	<b>16%</b>	<b>34%</b>	<b>35%</b>	<b>36%</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>
Discord	73%	71%	74%	10%	14%	9%	27%	29%	26%	17%	15%	17%
Facebook	69%	68%	66%	15%	14%	14%	31%	33%	34%	16%	18%	20%
Instagram	72%	70%	67%	13%	16%	13%	28%	30%	33%	15%	14%	20%
Pinterest	75%	75%	79%	9%	13%	10%	25%	25%	21%	16%	12%	11%
Snapchat	77%	76%	73%	11%	12%	13%	23%	24%	27%	12%	12%	14%
TikTok	71%	71%	67%	13%	14%	15%	29%	29%	33%	16%	15%	18%
Twitch**	71%	75%	72%	14%	11%	13%	29%	25%	28%	16%	14%	15%
X/Twitter**	61%	70%	68%	14%	13%	12%	39%	30%	32%	26%	17%	20%
YouTube (not including YouTube Kids)	69%	66%	68%	13%	15%	13%	31%	34%	32%	18%	19%	18%
Vimeo*												

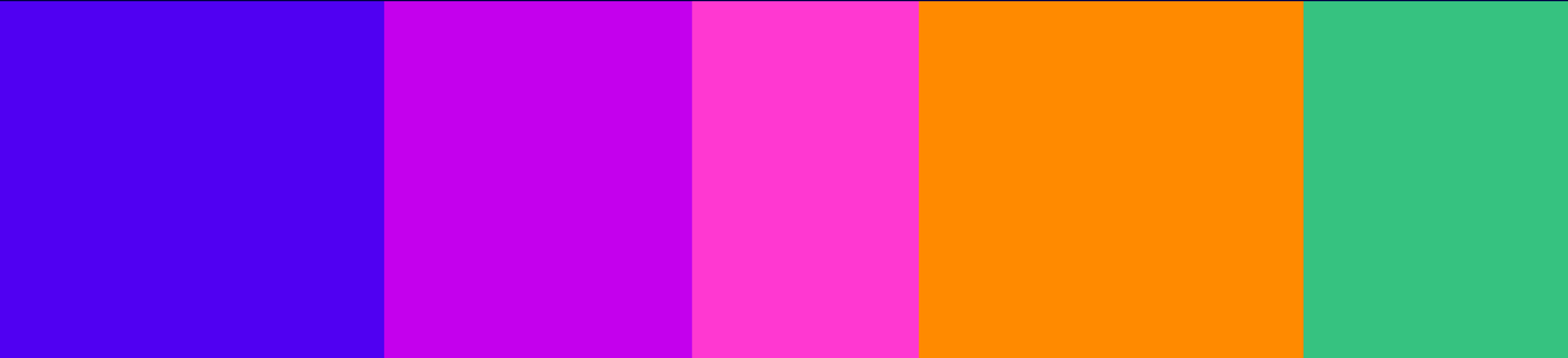
No significant difference between **W1 vs. W3**

Source: Children's User Age Wave 1, Wave 2, Wave 3

Current user age based on Real Age, Q3, Q4, Q6, Q7, Q8, Q8a

Base: All respondents aged 8-15 where user age was calculated, please see Technical Report for more details. Total W1 (1195), W2 (1190), W3 (1137); Discord W1 (203), W2 (166), W3 (164); Facebook W1 (195), W2 (300), W3 (303); Instagram W1 (346), W2 (429), W3 (379); Pinterest W1 (139), W2 (131), W3 (137); Snapchat W1 (516), W2 (551), W3 (502); TikTok W1 (537), W2 (563), W3 (487); Twitch W1 (96\*\*), W2 (90\*\*), W3 (93\*\*); X/Twitter (74\*\*), W2 (86\*\*), W3 (123); YouTube (not including YouTube Kids) W1 (654), W2 (587), W3 (585); -\*Base size <50 – too low to report, \*\*CAUTION - Low base size, figures are indicative only.

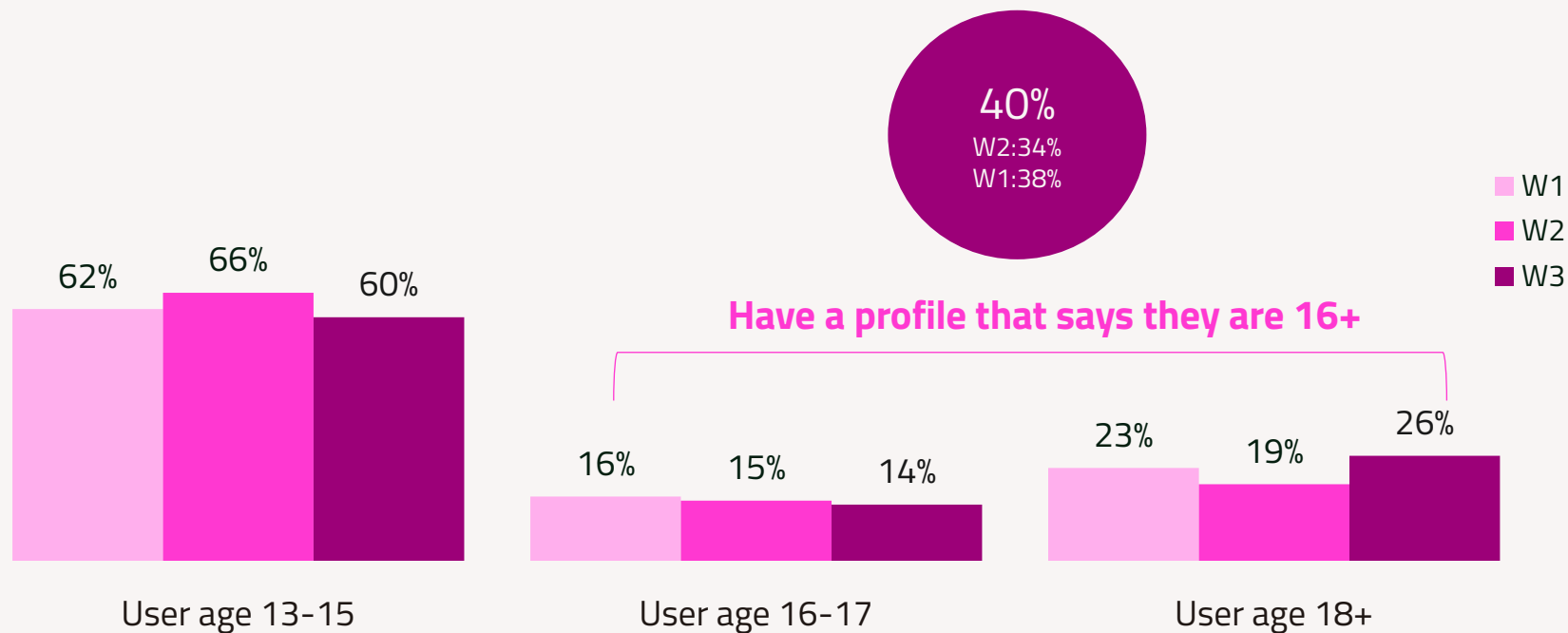
**Online user ages: *among 13-15s***





Two in five children aged 13-15 with social media profiles have a user age of at least 16+, which is broadly consistent with findings over the last year. This includes a quarter with a user age of 18+.

User age of **children 13-15** – total level (Wave 1 - Wave 3):



No significant difference between **W1 vs. W3**

Source: Children's User Age Wave 1, Wave 2, Wave 3

Current user age based on Real Age, Q3, Q4, Q6, Q7, Q8, Q8a

Base: All respondents aged 13-15 where user age was calculated, please see Technical Report for more details W1 (440); W2 (443); W3 (428)

Over the last 12 months, there have been no changes in the proportion of children aged 13-15 with a user age of 16+ or 18+ for any of the platforms listed below

User age of **children 13-15** – total level and by platform (Wave 1 - Wave 3):

Platforms (13-15's)	User age of 13-15			User age of 16-17			User age of 16+			User age of 18+		
	Wave 1	Wave 2	Wave 3	Wave 1	Wave 2	Wave 3	Wave 1	Wave 2	Wave 3	Wave 1	Wave 2	Wave 3
<b>Total</b>	<b>62%</b>	<b>66%</b>	<b>60%</b>	<b>16%</b>	<b>15%</b>	<b>14%</b>	<b>38%</b>	<b>34%</b>	<b>40%</b>	<b>23%</b>	<b>19%</b>	<b>26%</b>
Discord**	65%	69%	73%	13%	18%	9%	35%	31%	27%	22%	13%	19%
Facebook	74%	73%	74%	19%	11%	9%	26%	27%	26%	7%	16%	17%
Instagram	74%	76%	70%	12%	13%	12%	26%	24%	30%	15%	10%	19%
Pinterest**	78%	79%	84%	9%	14%	4%	22%	21%	16%	13%	7%	12%
Snapchat	74%	75%	75%	14%	13%	10%	26%	25%	25%	12%	13%	14%
TikTok	71%	72%	71%	14%	14%	12%	29%	28%	29%	15%	13%	17%
Twitch*	62%	79%		14%	7%		38%	21%		24%	14%	
X/Twitter*		76%	72%		10%	6%		24%	28%		14%	22%
YouTube (not including YouTube Kids)	70%	71%	66%	10%	12%	9%	30%	29%	34%	20%	18%	25%
Vimeo*												

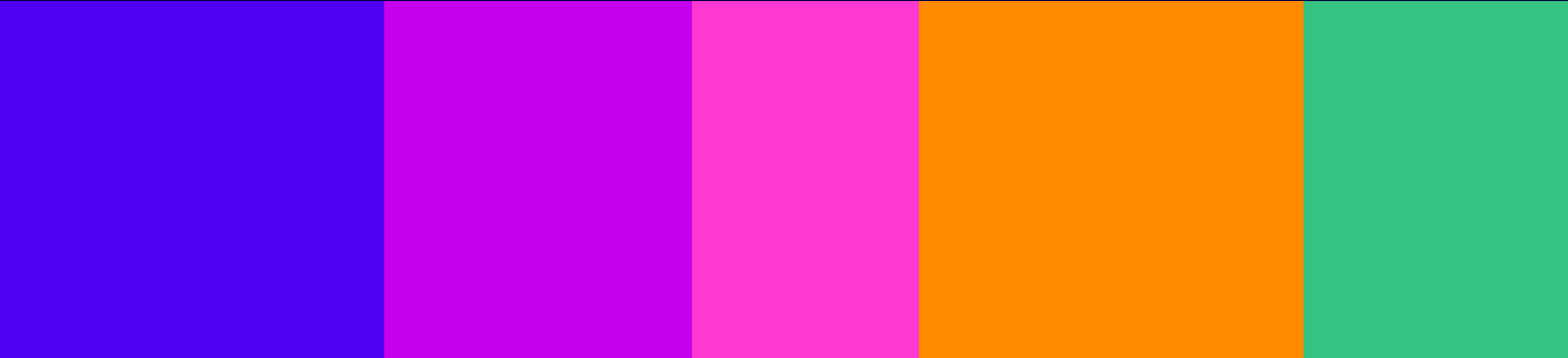
No significant difference between **W1 vs. W3**

Source: Children's User Age Wave 1, Wave 2, Wave 3

Current user age based on Real Age, Q3, Q4, Q6, Q7, Q8, Q8a

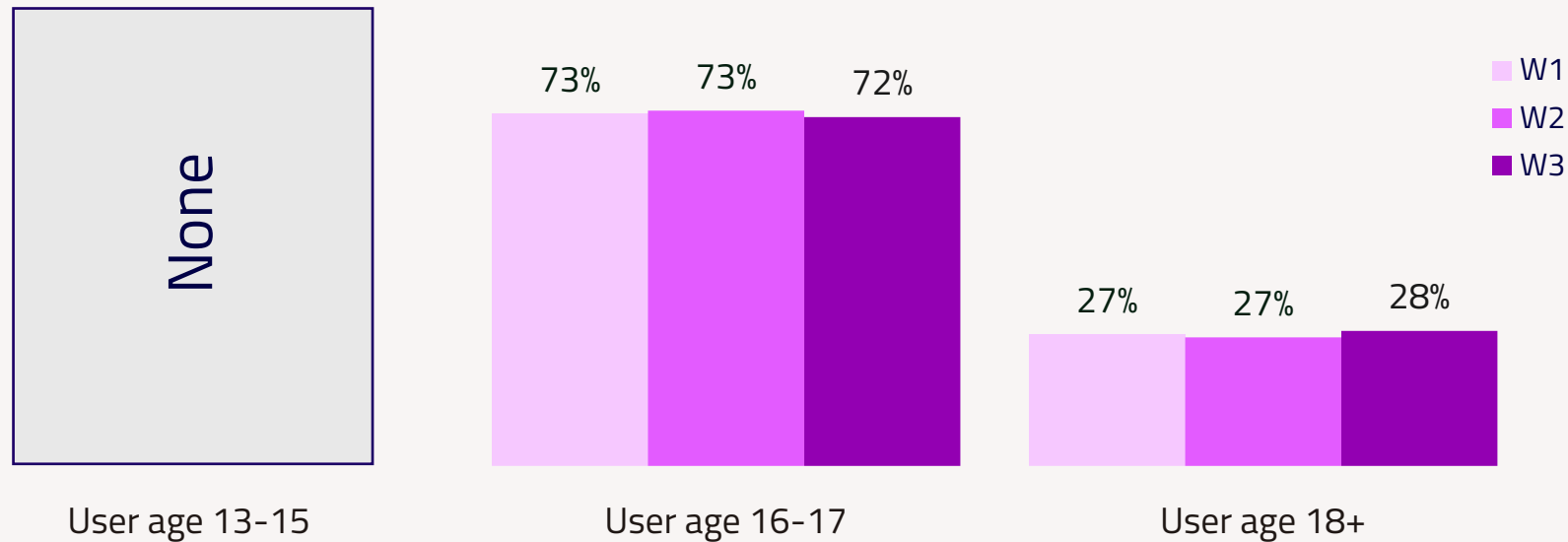
Base: All respondents aged 13-15 where user age was calculated, please see Technical Report for more details. Total W1 (440), W2 (443), W3 (428); Discord W1 (101), W2 (81\*\*), W3 (81\*\*); Facebook W1 (108), W2 (140), W3 (150); Instagram W1 (227), W2 (222), W3 (217); Pinterest W1 (79\*\*), W2 (70\*\*), W3 (82\*\*); Snapchat W1 (264), W2 (280), W3 (272); TikTok W1 (271), W2 (278), W3 (271); Twitch W1 (50\*\*), W2 (53\*\*), W3 (\*); X/Twitter W1(\*), W2 (50\*\*), W3(68\*\*); YouTube (not including YouTube Kids) W1 (242), W2 (214), W3 (223); \*Base size <50 – too low to report, \*\*CAUTION - Low base size, figures are indicative only. Please also note that while the W2 base for X/Twitter was reportable (n>50), the W1 base was below 50 and hence not included.

**Online user ages: *among 16-17s***



Over a quarter of 16-17-year-olds with social media profiles have a user age at least 18+, a trend that has remained consistent over the last year.

User age of **children 16-17** – total level (Wave 1 - Wave 3):



No significant difference between **W1 vs. W3**

Source: Children's User Age Wave 1, Wave 2, Wave 3

Current user age based on Real Age, Q3, Q4, Q6, Q7, Q8, Q8a

Base: All respondents aged 16-17 where user age was calculated, please see Technical Report for more details W1 (345); W2 (352); W3 (339)

For 16-17-year-olds with a social media profile, the proportion with a user age of 16+ or 18+ has remained consistent over the last year.

User age of **children 16-17** – total level and by platform (Wave 1 - Wave 3):

Platforms (16-17's)	User age of 16-17			User age of 18+		
	Wave 1	Wave 2	Wave 3	Wave 1	Wave 2	Wave 3
<b>Total</b>	<b>73%</b>	<b>73%</b>	<b>72%</b>	<b>27%</b>	<b>27%</b>	<b>28%</b>
Discord**	83%	85%	85%	17%	15%	15%
Facebook	82%	75%	76%	18%	25%	24%
Instagram	84%	82%	83%	16%	18%	17%
Pinterest**	87%	92%	91%	13%	8%	9%
Snapchat	87%	86%	84%	13%	14%	16%
TikTok	81%	86%	83%	19%	14%	17%
Twitch*						
X/Twitter**	80%	85%	77%	20%	15%	23%
YouTube (not including YouTube Kids)	72%	79%	80%	28%	21%	20%
Vimeo*						

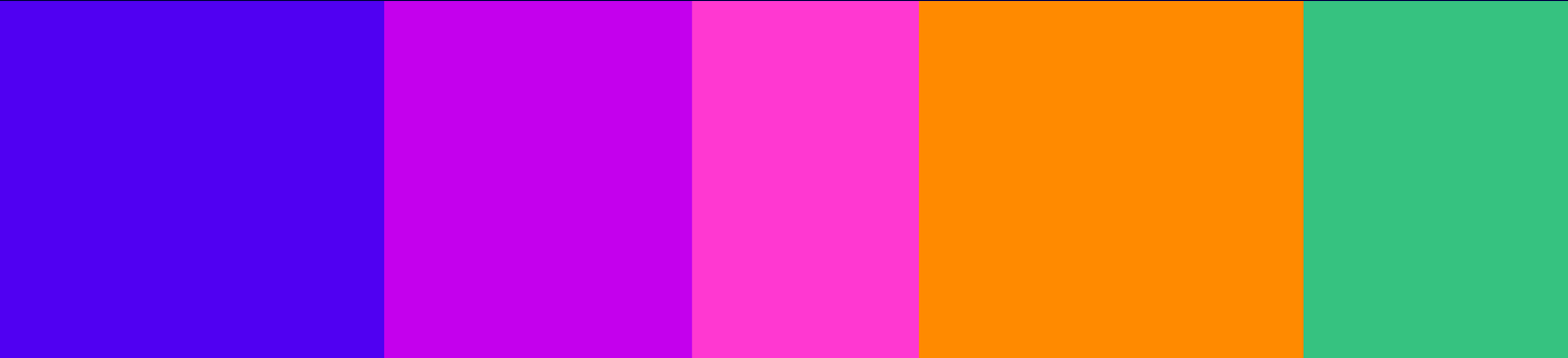
No significant difference between **W1 vs. W3**

Source: Children's User Age Wave 1, Wave 2, Wave 3

Current user age based on Real Age, Q3, Q4, Q6, Q7, Q8, Q8a

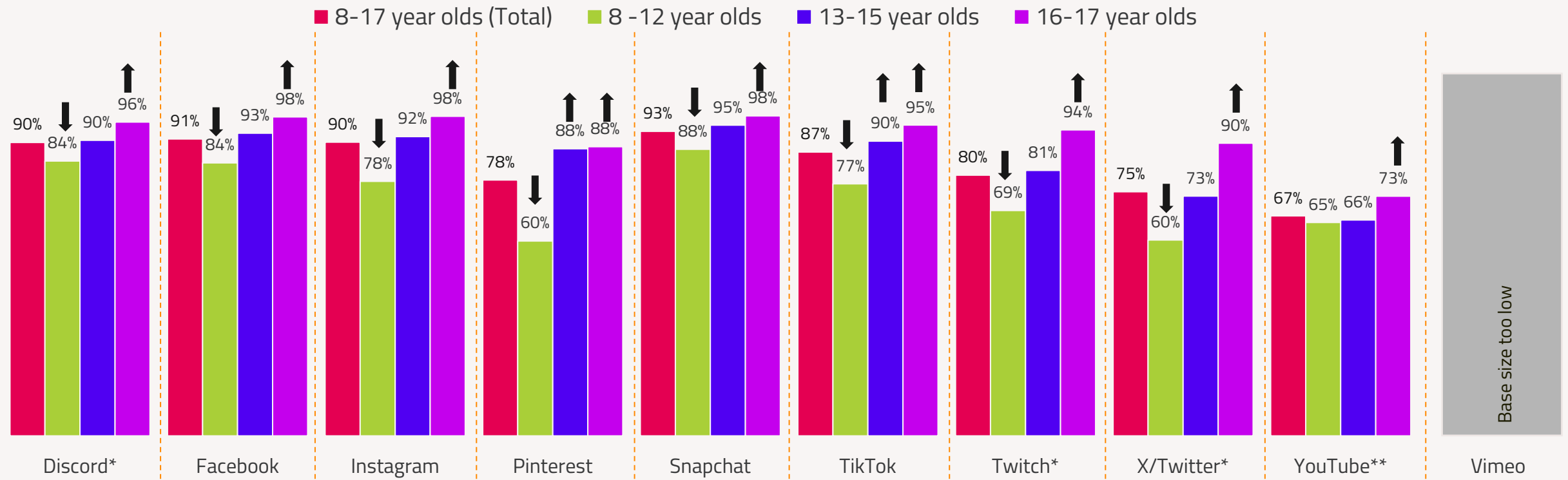
Base: All respondents aged 16-17 where user age was calculated, please see Technical Report for more details. Total W1 (345), W2 (352), W3 (339); Discord W1 (81\*\*), W2 (60\*\*), W3 (79\*\*); Facebook W1 (137), W2 (139), W3 (146); Instagram W1 (267), W2 (260), W3 (263); Pinterest W1 (64\*\*), W2 (66\*\*), W3 (97\*\*); Snapchat W1 (257), W2 (254), W3 (228); TikTok W1 (219), W2 (238), W3 (231); X/Twitter W1 (74\*\*), W2 (60\*\*), W3 (78\*\*); YouTube (not including YouTube Kids W1 (199), W2 (200), W3 (195); -\*Base size <50 – too low to report, \*\*CAUTION - Low base size, figures are indicative only.

# App/site usage and profile ownership



The majority of social media users in each age group have their own profile on one of the platforms, with the likelihood of having a profile generally increasing with age. This pattern has remained consistent over the last year.

Proportion of **children 8-17** who use each platform that have their own profile – by age group of child (Wave 3):



Trend: No significant difference between **W1 vs. W3**

**\*\*Not including YouTube Kids**

↑ ↓ Significantly higher/lower than W3 8-17s at 95% confidence

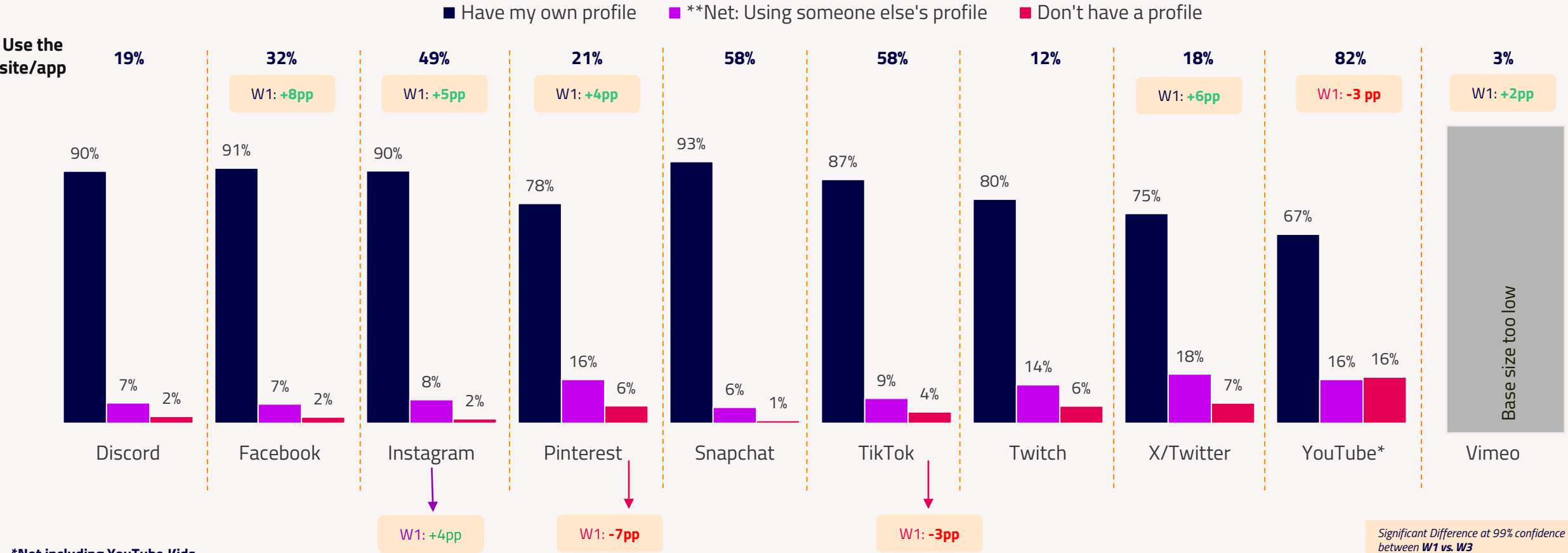
Source: Children's User Age Wave 3

Q2. Do you have your own profile on these or do you use a profile that belongs to someone else?

Base: All respondents uses at least one site/app : Discord W3 Total (334); 8-12 (120); 13-15 (115); 16-17 (99\*); Facebook W3 Total (550); 8-12 (195); 13-15 (189); 16-17 (166); Instagram W3 Total (837); 8-12 (240); 13-15 (284); 16-17 (313); Pinterest W3 Total (357); 8-12 (121); 13-15 (115); 16-17 (121); Snapchat W3 Total (986); 8-12 (357); 13-15 (344); 16-17 (285); TikTok W3 Total (1001); 8-12 (359); 13-15 (356); 16-17 (286); Twitch W3 Total (213); 8-12 (87\*); 13-15 (64\*); 16-17 (62\*); X/Twitter W3 Total (305); 8-12 (95\*); 13-15 (105); 16-17 (105); YouTube (not including YouTube Kids) W3 Total (1396); 8-12 (690); 13-15 (392); 16-17 (314); \*CAUTION - Low base size, figures are indicative only.

Most children aged 8-17 who use social media report having their own profile, while a minority use someone else's. When compared to a year ago there are several platforms now used by more 8-17s i.e. Facebook, Instagram, Pinterest, X/Twitter and Vimeo

Proportion of **8-17-year-olds** who use each platform and types of profiles they have on these platforms (Wave 3):



\*Not including YouTube Kids

Significant Difference at 99% confidence between W1 vs. W3

Source: Children's User Age Wave 3

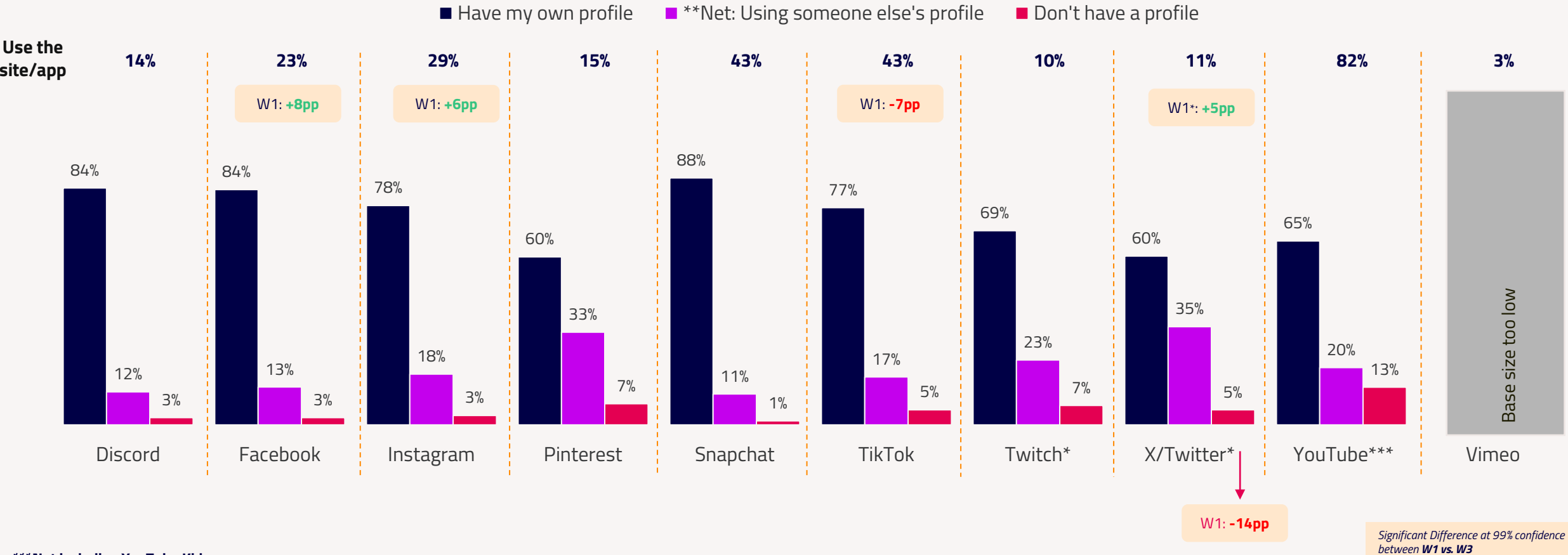
Q1. Which of the following apps and sites do you use? Base: W1 8-17 (1806); W3 8-17 (1709)

Q2. Do you have your own profile on these or do you use a profile that belongs to someone else? Base: All respondents who use at least one site/app: Discord W1 (362), W3(334); Facebook W1(437), W3(550); Instagram W1 (809), W3(837); Pinterest W1(317), W3(357); Snapchat W1(1023), W3(986); TikTok W1(1096), W3(1001); Twitch W1(218), W3(213); X/Twitter W1(220), W3(305); YouTube (not including YouTube Kids) W1(1542), W3(1396);\*\*Net: Using someone else's profile includes parents/carers or someone else's profile. 'Don't know' is not included hence does not add to 100% for some platforms.



Consistent with data over the last 12 months, most 8-12-year-olds who use social media reported having their own profiles.

Proportion of **8-12-year-olds** who use each platform and types of profiles they have on these platforms (Wave 3):



\*\*\*Not including YouTube Kids

Significant Difference at 99% confidence between W1 vs. W3

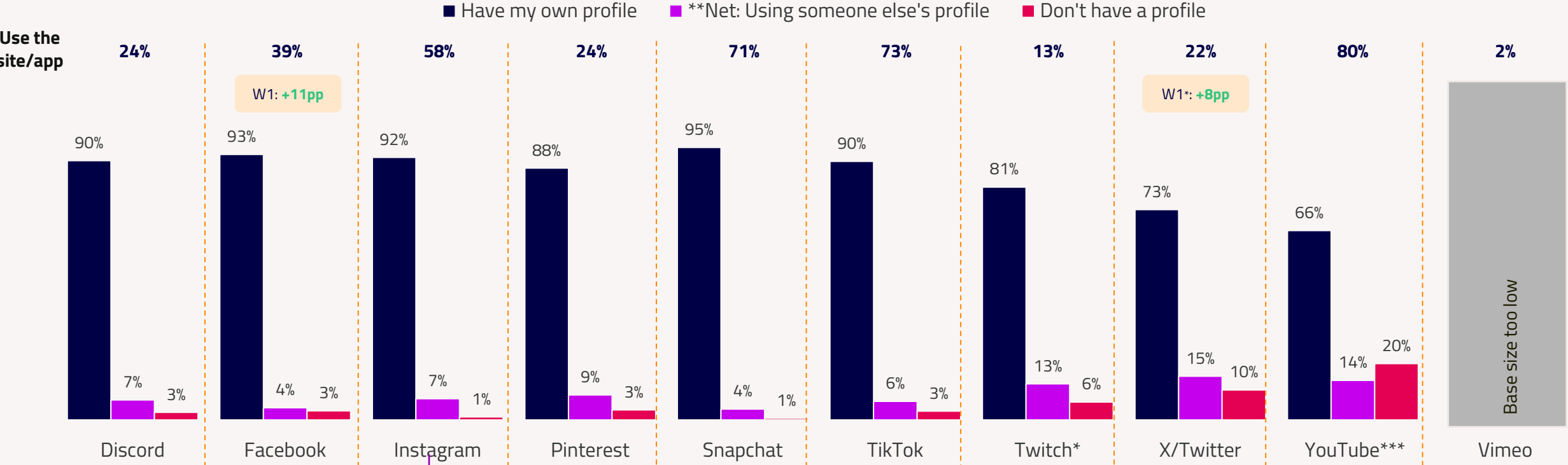
Source: Children's User Age Wave 3

Q1. Which of the following apps and sites do you use? Base: All respondents W1 8-17 (1806); W3 8-17 (1709) ; W1 8-12 (915); W3 8-12 (840)

Q2. Do you have your own profile on these or do you use a profile that belongs to someone else? Base: All respondents uses at least one site/app: Discord W1 8-12 (144), W3 8-12 (120); Facebook W1 8-12 (137); W3 8-12 (195); Instagram W1 8-12 (207), W3 8-12 (240); Pinterest W1 8-12 (123), W3 8-12 (121); Snapchat W1 8-12 (381), W3 8-12 (357); TikTok W1 8-12 (454), W3 8-12 (359); Twitch W1 8-12 (85\*), W3 8-12 (87\*); X/Twitter W1 8-12 (57\*), W3 8-12 (95\*); YouTube (not including YouTube Kids W1 8-12 (790), W3 8-12 (690)); \*CAUTION - Low base size, figures are indicative only. \*\*Net: Using someone else's profile includes parents/carers or someone else's profile. 'Don't know' is not included hence does not add to 100% for some platforms.

The majority of children aged 13-15 who use social media have their own profiles. Profile ownership has generally remained stable over the last year for this age group.

Proportion of **13-15-year-olds** who use each platform and types of profiles they have on these platforms (Wave 3):



\*\*\*Not including YouTube Kids

Significant Difference at 99% confidence between W1 vs. W3

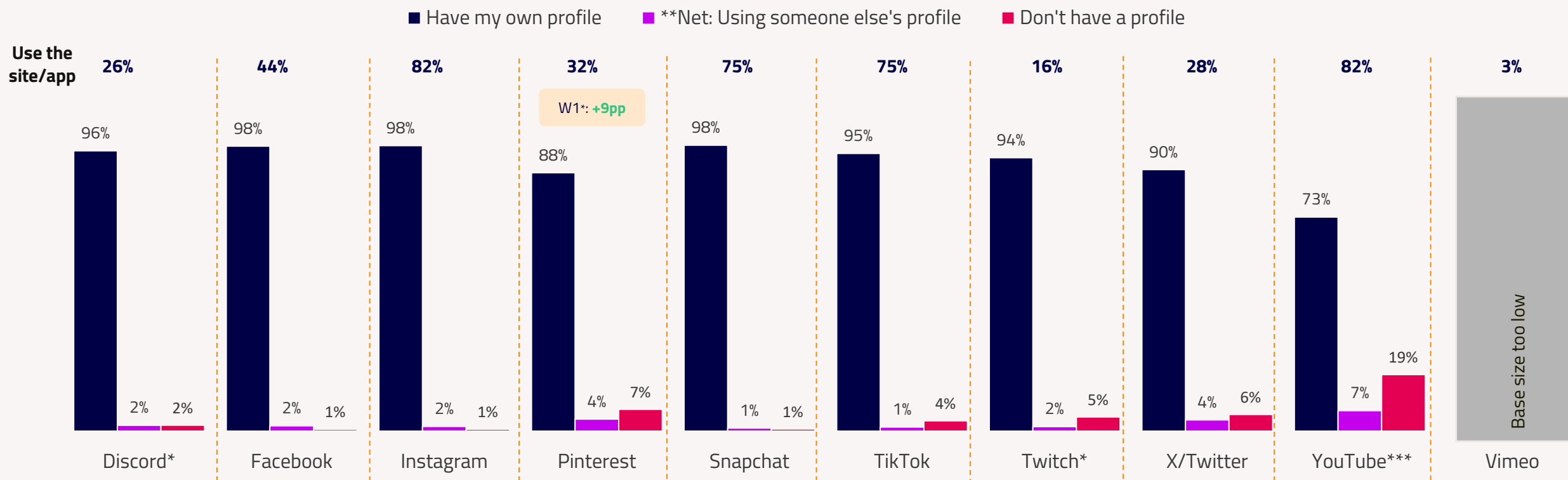
Source: Children's User Age Wave 3

Q1. Which of the following apps and sites do you use? Base: All respondents W1 8-17 (1806); W3 8-17 (1709); W1 13-15 (503); W3 13-15 (487);

Q2. Do you have your own profile on these or do you use a profile that belongs to someone else? Base: All respondents uses at least one site/app: Discord W1 13-15 (126), W3 13-15 (115); Facebook W1 13-15 (142), W3 13-15 (189); Instagram W1 13-15 (288), W3 13-15 (284); Pinterest W1 13-15 (104), W3 13-15 (115); Snapchat W1 13-15 (339), W3 13-15 (344); TikTok W1 13-15 (360), W3 13-15 (356); Twitch W1 13-15 (71\*), W3 13-15 (64\*); X/Twitter W1 13-15 (71\*), W3 13-15 (105); YouTube (not including YouTube Kids W1 13-15 (422), W3 13-15 (392); \*CAUTION - Low base size, figures are indicative only. \*\*Net: Using someone else's profile includes parents/carers or someone else's profile. 'Don't know' is not included hence does not add to 100% for some platforms.

Consistent with data over the last year, 16-17-year-olds who use social media are more likely than the rest of the participants to have their own profile, with profile ownership in this group being nearly universal across most platforms.

Proportion of **16–17-year-olds** who use each platform and types of profiles they have on these platforms (Wave 3):



\*\*\*Not including YouTube Kids

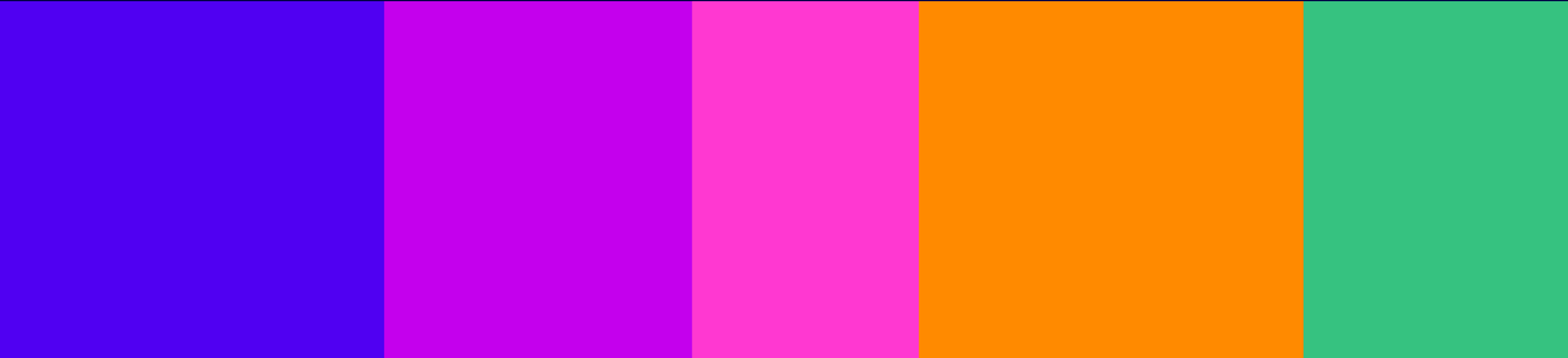
Significant Difference at 99% confidence between W1 vs. W3

Source: Children's User Age Wave 3

Q1. Which of the following apps and sites do you use? Base: All respondents W1 8-17 (1806); W3 8-17 (1709); W1 16-17 (388); W3 16-17 (382)

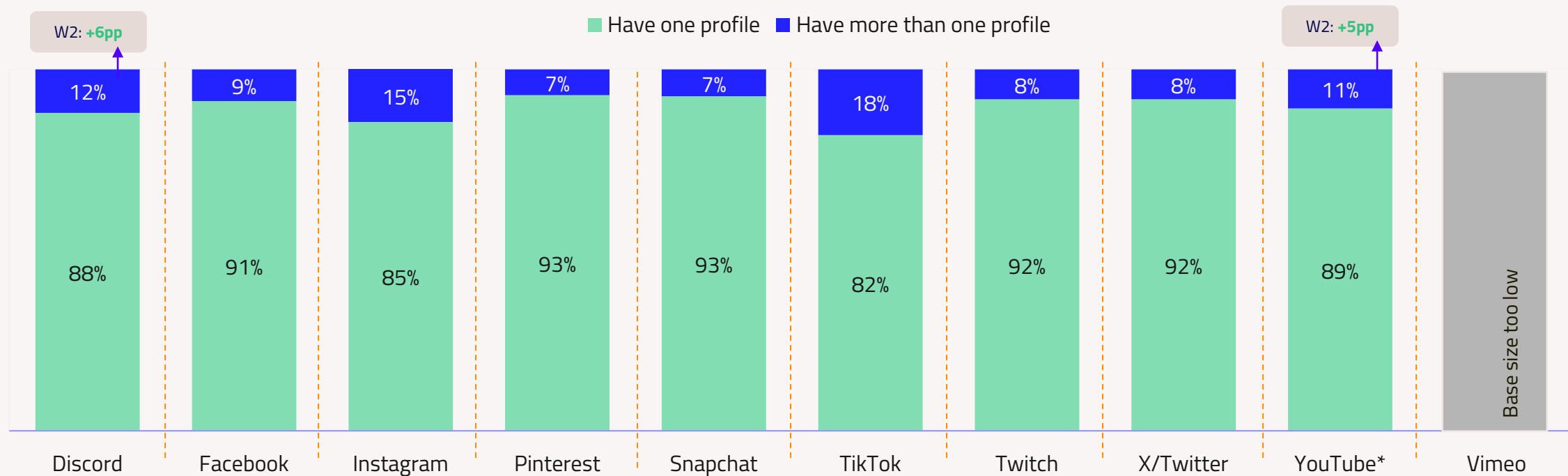
Q2. Do you have your own profile on these or do you use a profile that belongs to someone else? Base: All respondents uses at least one site/app: Discord W1 16-17 (92\*), W3 16-17 (99\*); Facebook W1 16-17 (158), W3 16-17 (166); Instagram W1 16-17 (314), W3 16-17 (313); Pinterest W1 16-17 (90\*), W3 16-17 (121); Snapchat W1 16-17 (303), W3 16-17 (285); TikTok W1 16-17 (282), W3 16-17 (286); Twitch W1 16-17 (62\*), W3 16-17 (62\*); X/Twitter W1 16-17 (92\*), W3 16-17 (105); YouTube (not including YouTube Kids W1 16-17 (330), W3 16-17 (314)); \*CAUTION - Low base size, figures are indicative only. \*\*Net: Using someone else's profile includes parents/carers or someone else's profile. 'Don't know' is not included hence does not add to 100% for some platforms.

**Having multiple profile on app/sites**



Stable with findings from the last year, 18% of TikTok users and 15% of Instagram users had more than one profile. Compared to 6 months ago, there have been increases in children with more than one profile on Discord and YouTube\*

% **8-17-year-olds** with one or more social media profiles on these platforms (Wave 3):



Significant Difference at 99% confidence between W2 vs. W3 for **have more than one profile**

**\*Not including YouTube Kids**

NB: The question was first included in the survey in Wave 2

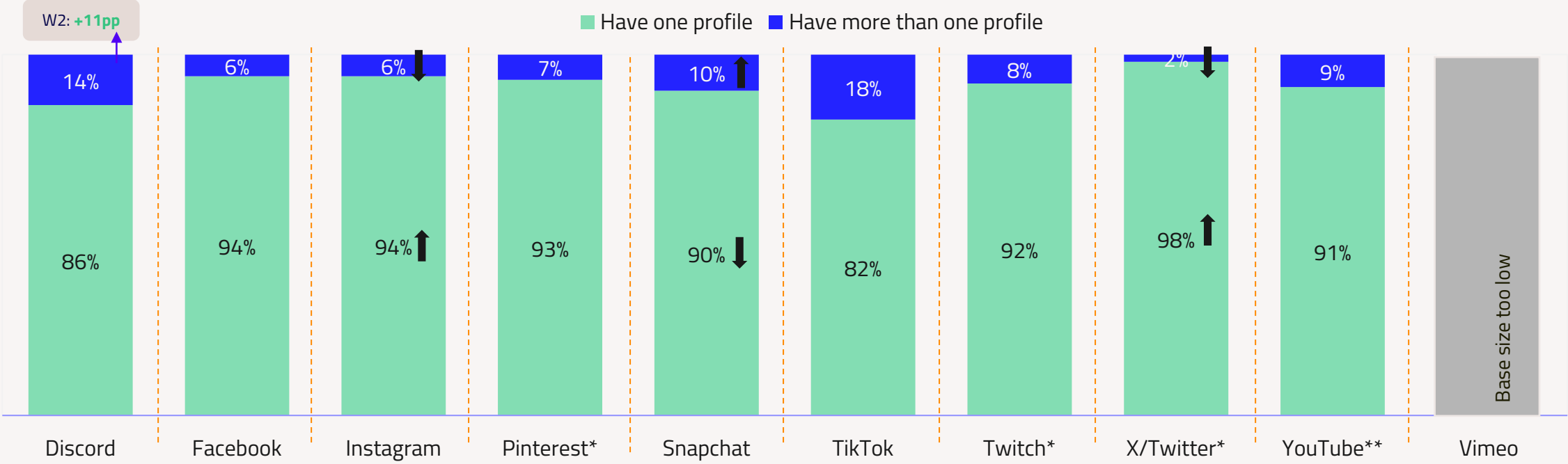
Source: Children's User Age Wave 3

Q2a. Do you personally have more than one profile on any of these sites/apps? Here we are talking about your own profile, not your parents, friends, or somebody else's.

Base: All respondents who have their own profile: Discord W2 (274), W3 (300); Facebook W2 (487), W3 (500); Instagram W2 (822), W3 (753); Pinterest W2 (239), W3 (280); Snapchat W2 (1003), W3 (919); TikTok W2 (992), W3 (870); Twitch W2 (168), W3 (170); X/Twitter W2 (173), W3 (228); YouTube (not including YouTube Kids) W2 (960), W3 (940)

For 8-12-year-olds with a profile, TikTok was the platform this age group were most likely to have multiple profiles on. This age group were more likely to have more than one profile on Snapchat compared to all participants aged 8-17.

% **8-12-year-olds** with one or more social media profiles on these platforms (Wave 3):



Significant Difference at 99% confidence between W2 vs. W3 for **have more than one profile**

Significantly higher/lower than W3 8-17s at 95% confidence

\*\*Not including YouTube Kids

NB: The question was first included in the survey in Wave 2

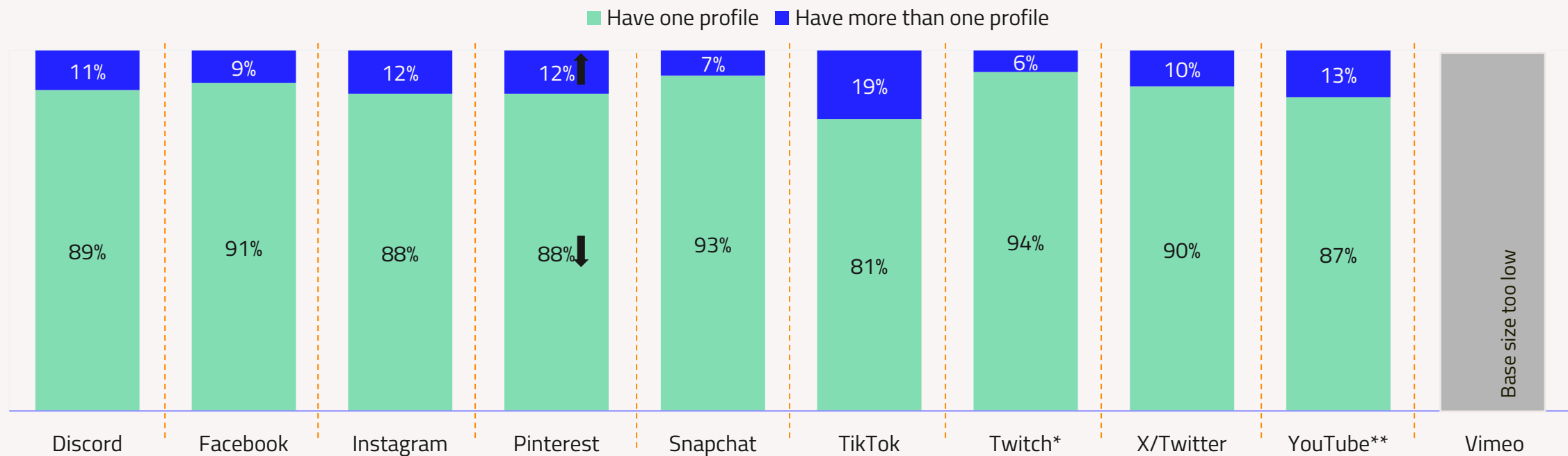
Source: Children's User Age Wave 3

Q2a. Do you personally have more than one profile on any of these sites/apps? Here we are talking about your own profile, not your parents, friends, or somebody else's.

Base: All respondents who have their own profile: Discord W2 8-12 (103), W3 Total (300), 8-12 (101); Facebook W2 8-12 (171), W3 Total (500), 8-12 (163); Instagram W2 8-12 (247), W3 Total (753), 8-12 (187); Pinterest W2 8-12 (74\*), W3 Total (280), 8-12 (72\*); Snapchat W2 8-12 (361), W3 Total (919), 8-12 (313); ; TikTok W2 8-12 (367), W3 Total (870), 8-12 (277); Twitch W2 8-12 (51\*), W3 Total (170), 8-12 (60\*); X/Twitter W2 8-12 (\*\*), W3 Total (228), 8-12 (57\*); YouTube (not including YouTube Kids) W2 8-12 (468), W3 Total (940), 8-12 (451) \*CAUTION - Low base size, figures are indicative only. -\*\*\*Base size <50 - too low to report

Most children aged 13-15 with a social media profile typically have only one, but they are more likely to have multiple profiles on Pinterest compared to 8-17-year-olds.

**%13-15-year-olds** with one or more social media profiles on these platforms (Wave 3):



*No significant shift between W2 vs. W3 for have more than one profile*

**\*\*Not including YouTube Kids**

↑ ↓ Significantly higher/lower than W3 8-17s at 95% confidence

NB: The question was first included in the survey in Wave 2

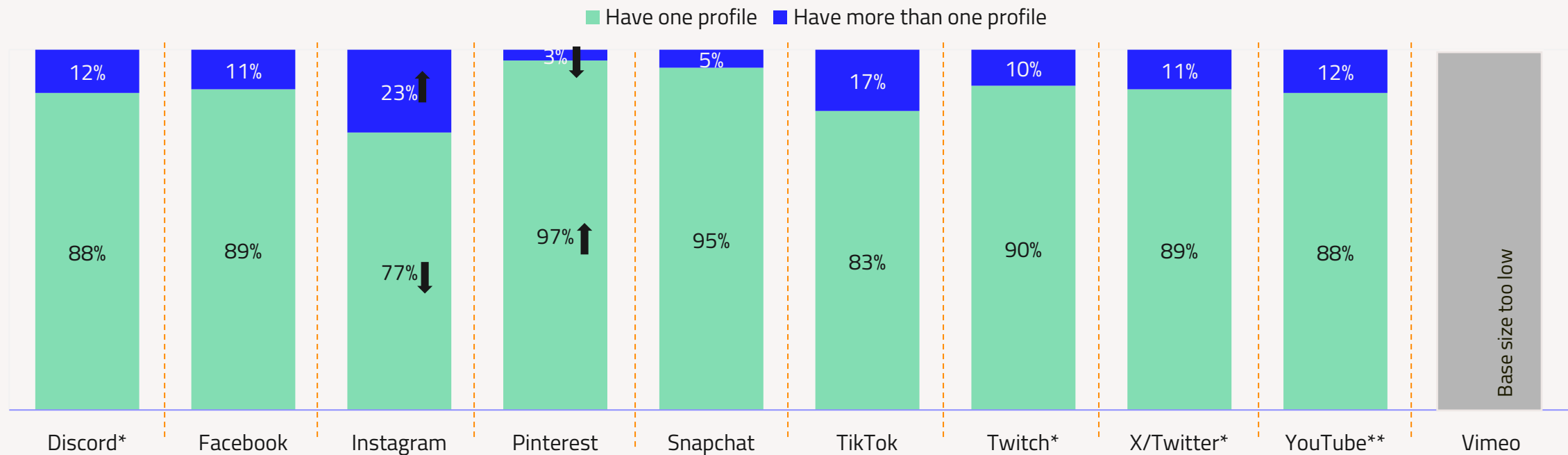
Source: Children's User Age Wave 3

Q2a. Do you personally have more than one profile on any of these sites/apps? Here we are talking about your own profile, not your parents, friends, or somebody else's.

Base: All respondents who have their own profile: Discord W2 13-15 (102), W3 Total (300), 13-15 (104); Facebook W2 13-15 (158), W3 Total (500), 13-15 (175); Instagram W2 13-15 (266), W3 Total (753), 13-15 (260); Pinterest W2 13-15 (87\*), W3 Total (280), 13-15 (101); Snapchat W2 13-15 (346), W3 Total (919), 13-15 (327); TikTok W2 13-15 (345), W3 Total (870), 13-15 (321); Twitch W2 13-15 (64\*), W3 Total (170), 13-15 (52\*); X/Twitter W2 13-15 (64\*), W3 Total (228), 13-15 (77\*); YouTube (not including YouTube Kids) W2 13-15 (256), W3 Total (940), 13-15 (259) \*CAUTION - Low base size, figures are indicative only.

16-17-year-olds were most likely to have more than one profile on Instagram and TikTok. In comparison to the total (8-17s), 16-17's were more likely to have multiple profiles on Instagram.

% **16-17-year-olds** with one or more social media profiles on these platforms (Wave 3):



No significant shift between W2 vs. W3 for have more than one profile

\*\*Not including YouTube Kids

↑↓ Significantly higher/lower than W3 8-17s at 95% confidence

NB: The question was first included in the survey in Wave 2

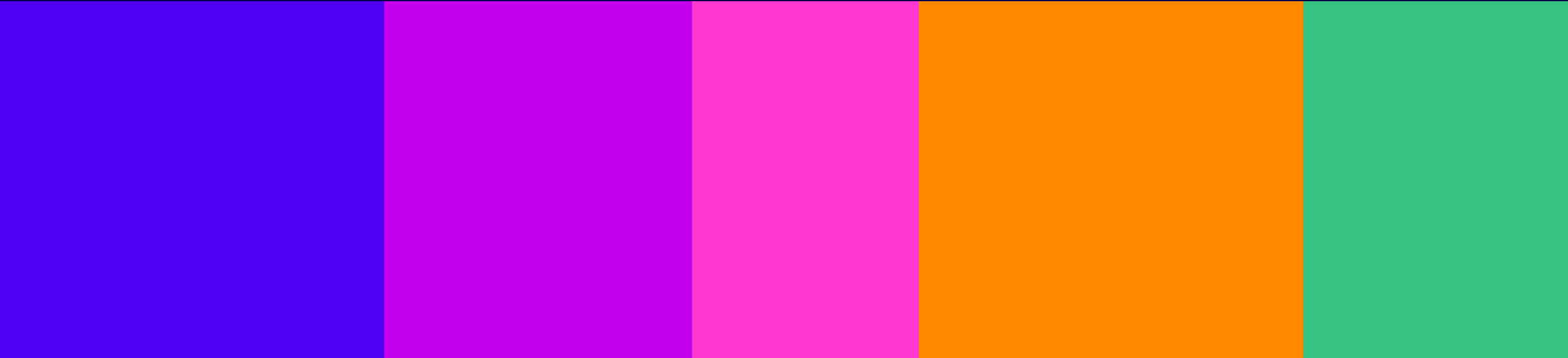
Source: Children's User Age Wave 3

Q2a. Do you personally have more than one profile on any of these sites/apps? Here we are talking about your own profile, not your parents, friends, or somebody else's.

Base: All respondents who have their own profile: Discord W2 16-17 (69\*), W3 Total (300), 16-17 (95\*); Facebook W2 16-17 (158), W3 Total (500), 16-17 (162); Instagram W2 16-17 (309), W3 Total (753), 16-17 (306); Pinterest W2 16-17 (78\*), W3 Total (280), 16-17 (107); Snapchat W2 16-17 (296), W3 Total (919), 16-17 (279); TikTok W2 16-17 (280), W3 Total (870), 16-17 (167); Twitch W2 16-17 (53\*), W3 Total (170), 16-17 (58\*); X/Twitter W2 16-17 (69\*), W3 Total (228), 8-12 (94\*); YouTube (not including YouTube Kids) W2 16-17 (236), W3 Total (940), 16-17 (230). \*CAUTION - Low base size, figures are indicative only.

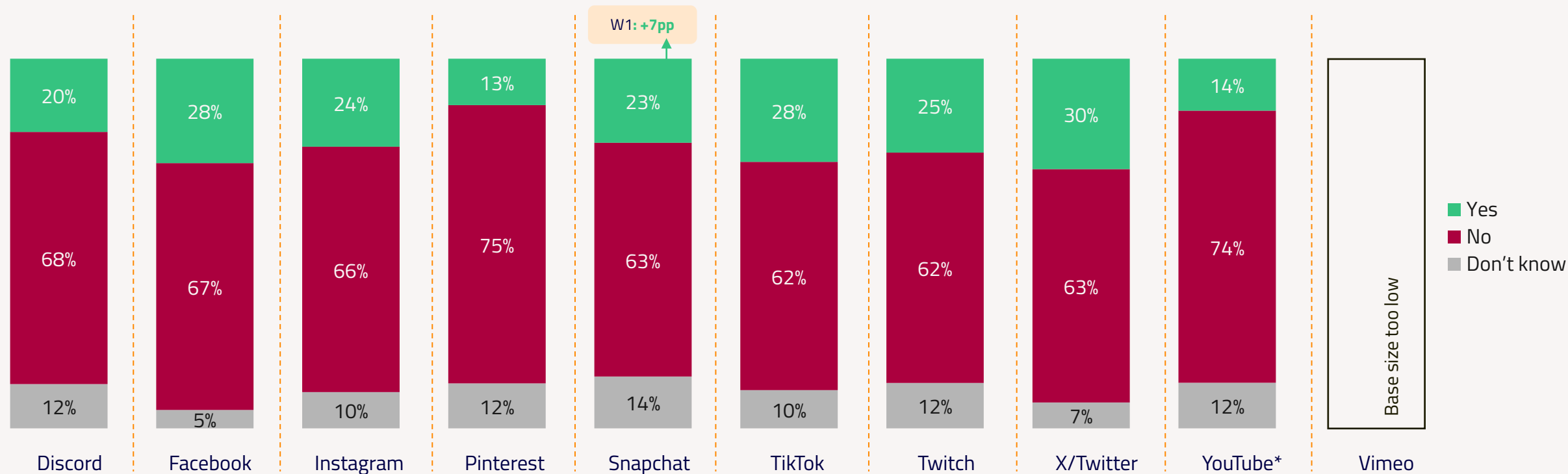


# Changing the date of birth after setting up a profile



Around a fifth of 8-17-year-olds with a social media profile said they had changed their date of birth since setting up their profile. There was an increase in those who have changed their date of birth on Snapchat since a year ago.

**% 8-17-year-olds** who changed date of birth since set up - breakdown by platform (Wave 3):



Significant Difference at 99% confidence between **W1 vs. W3** for **Yes%**

**\*Not including YouTube Kids**

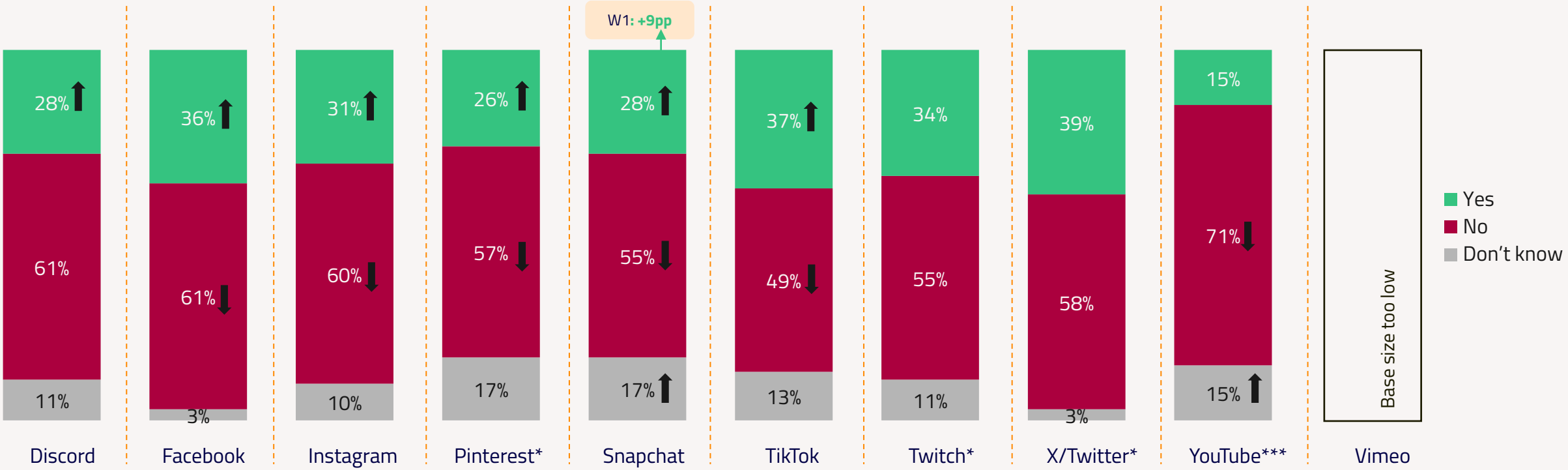
Source: Children's User Age Wave 3

Q4. Have you ever changed your date of birth on your profile since setting it up?

Base: All respondents who have their own profile: Discord W1 (341), W3 (300); Facebook W1 (390), W3 (500); Instagram W1 (746), W3 (753); Pinterest W1 (244), W3 (280); Snapchat W1 (966), W3 (919); TikTok W1 (939), W3 (870); Twitch W1 (176), W3 (170); X/Twitter W1 (172), W3 (228); YouTube (not including YouTube Kids) W1 (1033), W3 (940); Some bars do not add up to 100% due to rounding.

8-12-year-olds with a social media profile are more likely than average (8-17s) to report changing their date of birth across most platforms. The proportion changing on Snapchat has increased since a year ago.

% 8-12-year-olds who changed date of birth since set up - breakdown by platform (Wave 3):



Significant Difference at 99% confidence between W1 vs. W3 for Yes%

↑ ↓ Significantly higher/lower than W3 8-17s at 95% confidence

\*\*\*Not including YouTube Kids

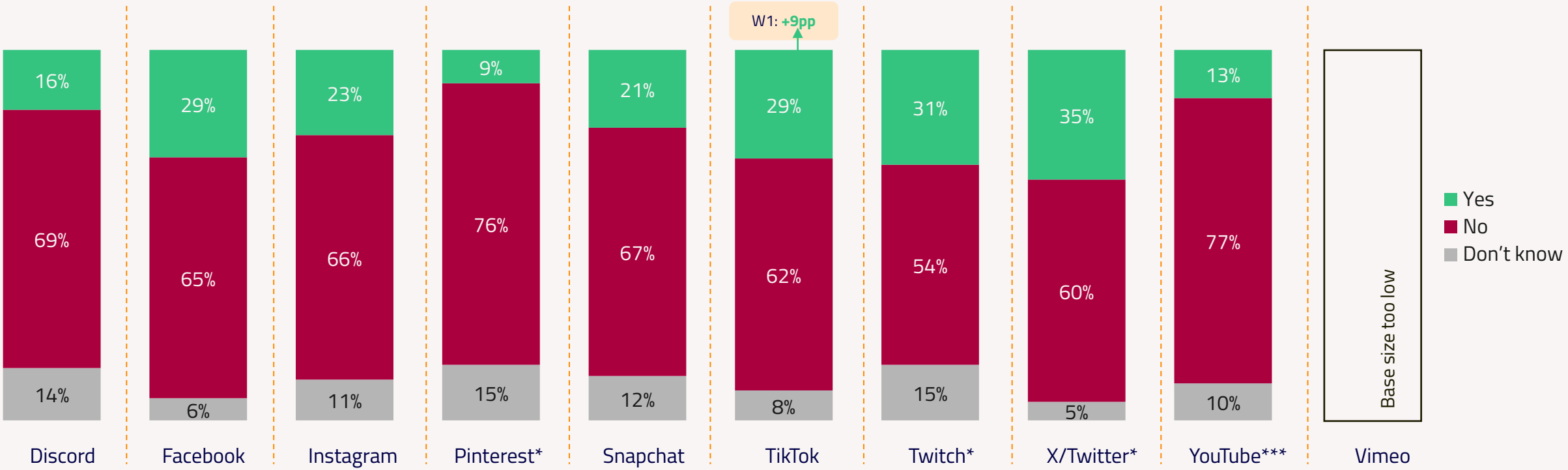
Source: Children's User Age Wave 3

Q4. Have you ever changed your date of birth on your profile since setting it up?

Base: All respondents who have their own profile: Discord W1 8-12 (130), W3 Total (300) 8-12 (101); Facebook W1 8-12 (108), W3 Total (500); 8-12 (163); Instagram W1 8-12 (161), W3 Total (753); 8-12 (187); Pinterest W1 8-12 (72\*), W3 Total (280); 8-12 (72\*); Snapchat W1 8-12 (340), W3 Total (919); 8-12 (313); TikTok W1 8-12 (351), W3 Total (870); 8-12 (277); Twitch W1 8-12 (59), W3 Total (170); 8-12 (60\*); X/Twitter W1 8-12 (\*\*), W3 Total (228); 8-12 (57\*); YouTube (not including YouTube Kids) W1 8-12 (511), W3 Total (940); 8-12 (451); \*CAUTION - Low base size, figures are indicative only. Some bars do not add up to 100% due to rounding. -\*\*Base size <50 - too low to report

There was an increase in proportion of 13-15s who have changed their date of birth on TikTok compared to a year ago.

% **13-15-year-olds** who changed date of birth since set up - breakdown by platform (Wave 3):



Significant Difference at 99% confidence between W1 vs. W3 for Yes%

\*\*\*Not including YouTube Kids

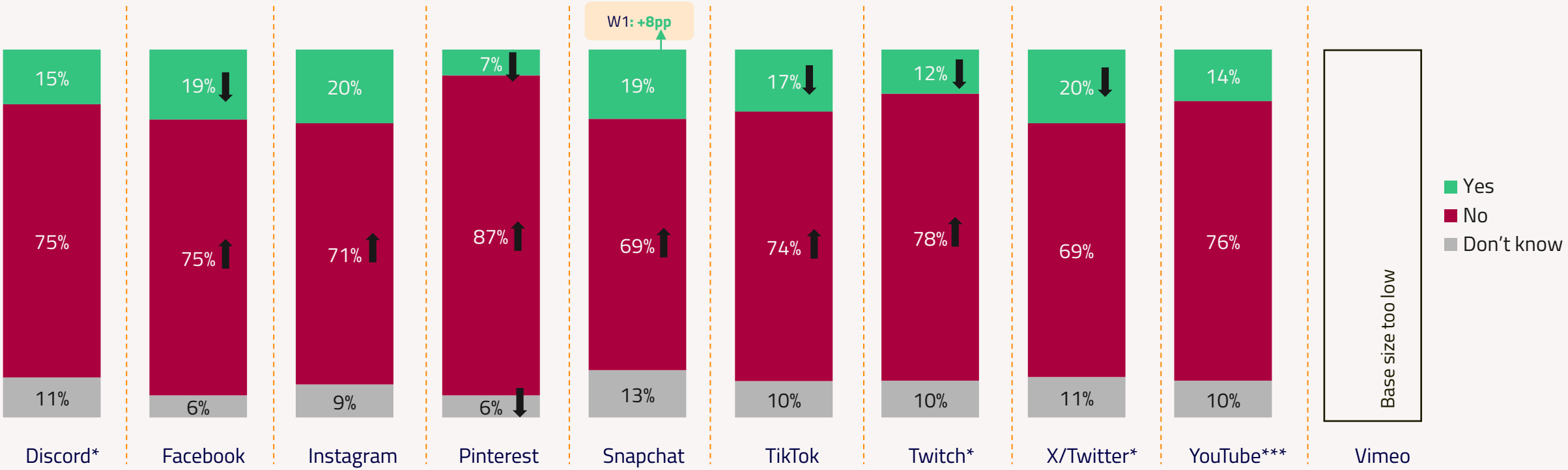
Source: Children's User Age Wave 3

Q4. Have you ever changed your date of birth on your profile since setting it up?

Base: All respondents who have their own profile: Discord W1 13-15 (120); W3 Total (300); 13-15 (104); Facebook W1 13-15 (128); W3 Total (500); 13-15 (175); Instagram W1 13-15 (276); W3 Total (753); 13-15 (260); Pinterest W1 13-15 (94); W3 Total (280); 13-15 (101); Snapchat W1 13-15 (328); W3 Total (919); 13-15 (327); TikTok W1 13-15 (329), W3 Total (870); W3 13-15 (321) Twitch, W1 13-15 (60\*); W3 Total (170); 13-15 (52\*); X/Twitter W1 13-15 (55); W3 Total (228); 13-15 (77\*); YouTube (not including YouTube Kids) W1 13-15 (285); W3 Total (940); 13-15 (259);. \*CAUTION - Low base size, figures are indicative only. Some bars do not add up to 100% due to rounding.

16-17-year-olds with a social media profile are less likely than average (8-17s) to report changing their date of birth across a few of the platforms listed. There was an increase in the proportion who changed their date of birth on Snapchat compared to a year ago.

% **16-17-year-olds** who changed date of birth since set up - breakdown by platform (Wave 3):



Significant Difference at 99% confidence between W1 vs. W3 for Yes%

\*\*\*Not including YouTube Kids

↑ ↓ Significantly higher/lower than W3 8-17s at 95% confidence

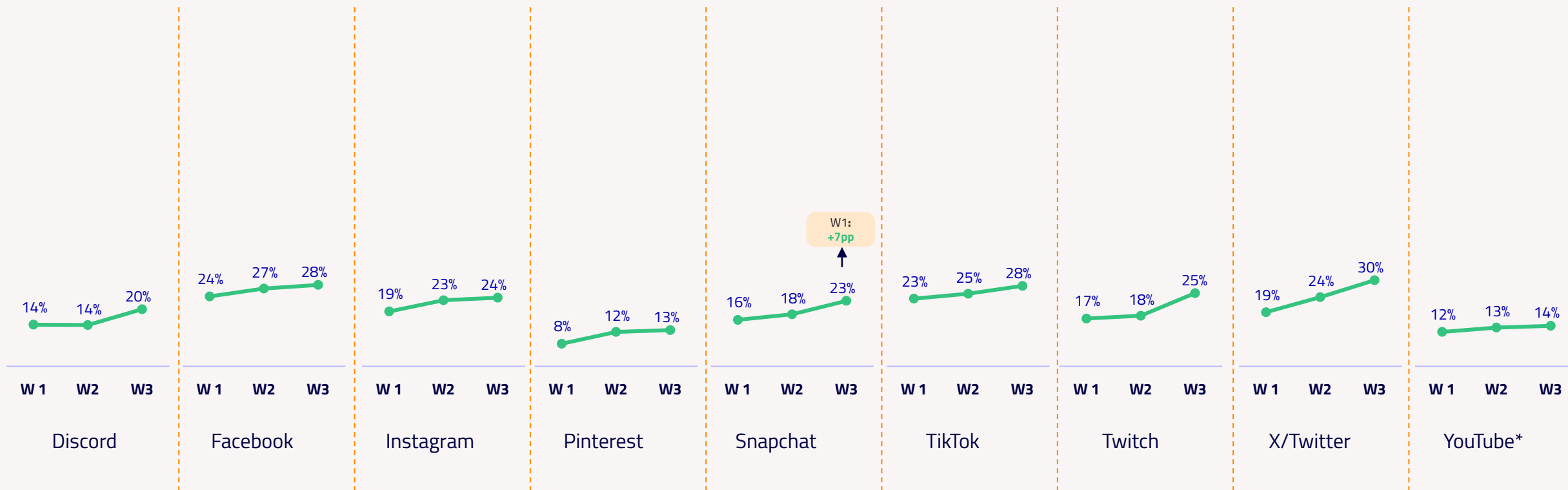
Source: Children's User Age Wave 3

Q4. Have you ever changed your date of birth on your profile since setting it up?

Base: All respondents who have their own profile: Discord W1 16-17 (91); W3 Total (300); 16-17 (95\*); Facebook W1 16-17 (154); W3 Total (500); 16-17 (162); Instagram W1 16-17 (309); W3 Total (753); 16-17 (306); Pinterest W1 16-17 (78\*); W3 Total (280); 16-17 (107); Snapchat W1 16-17 (298); W3 Total (919); 16-17 (279); TikTok W1 16-17 (259); W3 Total (870); 16-17 (272); Twitch W1 16-17 (57\*); W3 Total (170); 13-15 (58\*); X/Twitter W1 16-17 (86\*); W3 Total (228); 16-17 (94\*); YouTube (not including YouTube Kids) W1 16-17 (237); W3 Total (940); 16-17 (230); \*CAUTION - Low base size, figures are indicative only. Some bars do not add up to 100% due to rounding.

The proportion of 8-17-year-olds with a social media profile reporting that they have changed their date of birth since setting it up has remained steady for most platforms apart from Snapchat where it has increased since W1.

**% Yes - 8-17-year-olds** who changed date of birth since set up - breakdown by platform (Wave 3):



Significant Difference at 99% confidence between **W1 vs. W3**

**\*Not including YouTube Kids**

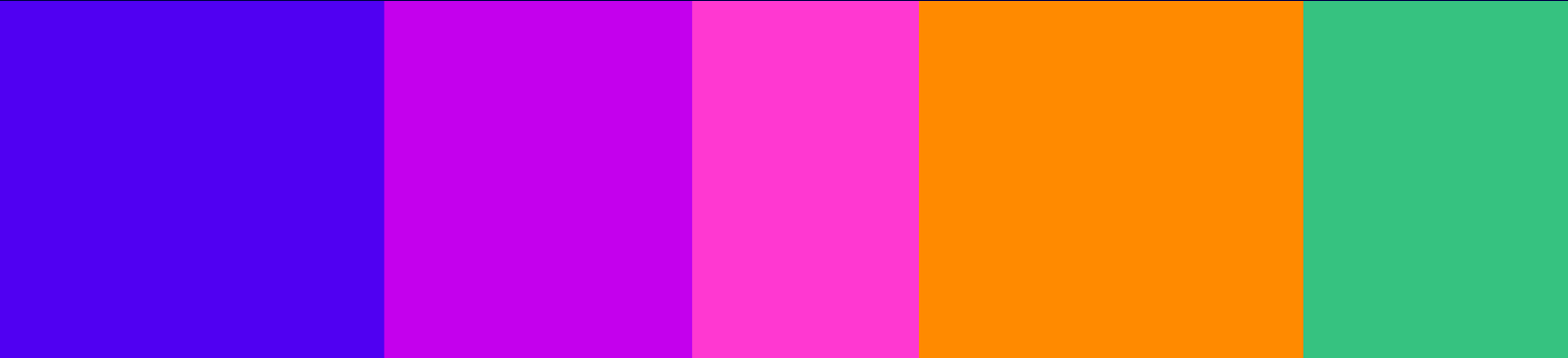
**N.B: The Vimeo base is too small to show a wave-on-wave trend (n<50)**

Source: Children's User Age Wave 3

Q4. Have you ever changed your date of birth on your profile since setting it up?

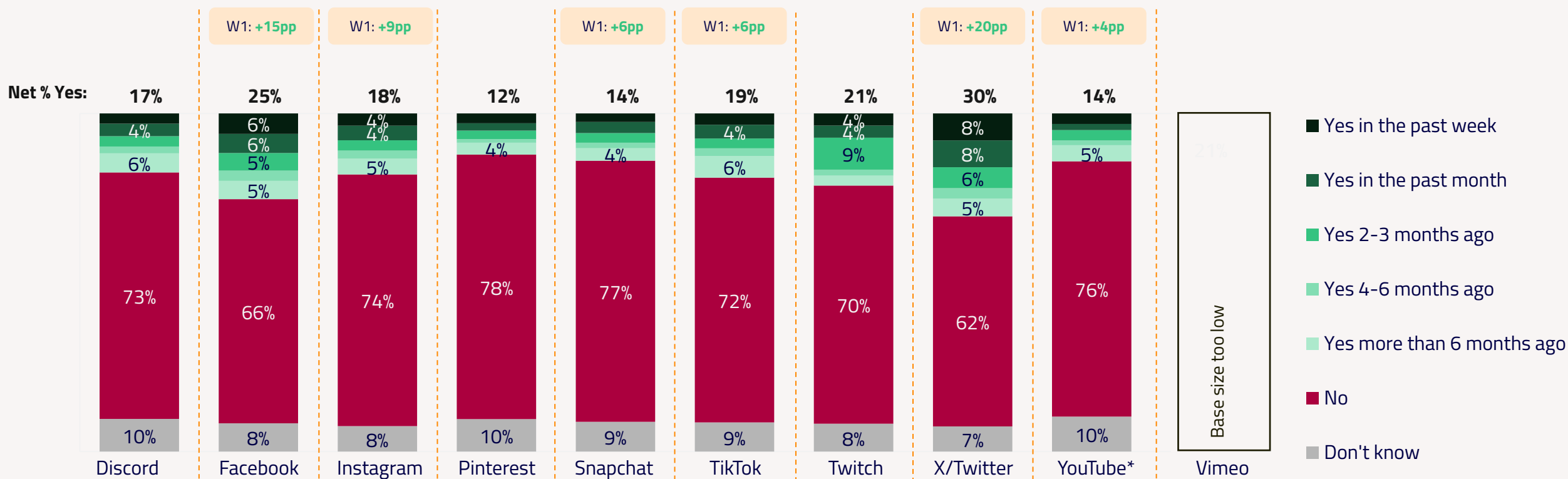
Base: All respondents who have their own profile: Discord W1 (341), W2 (274), W3 (300); Facebook W1 (390), W2 (487), W3 (500); Instagram W1(746), W2 (822), W3 (753); Pinterest W1(244), W2 (239), W3 (280); Snapchat W1 (966), W2 (1003), W3 (919); TikTok W1 (939), W2 (992), W3 (870); Twitch W1 (176), W2 (168), W3 (170); X/Twitter W1(172), W2 (173), W3 (228); YouTube (not including YouTube Kids) W1 (1033), W2 (960), W3 (940).

**Asked to prove date of birth**



There has been an increase in the proportion of 8-17s who have been asked to verify their date of birth on various platforms in the last year.

% **8-17-year-olds** who were asked to prove date of birth – by platform (Wave 3):



Significant Difference at 99% confidence between W1 vs. W3 for Net Yes%

\*Not including YouTube Kids

Source: Children's User Age Wave 3

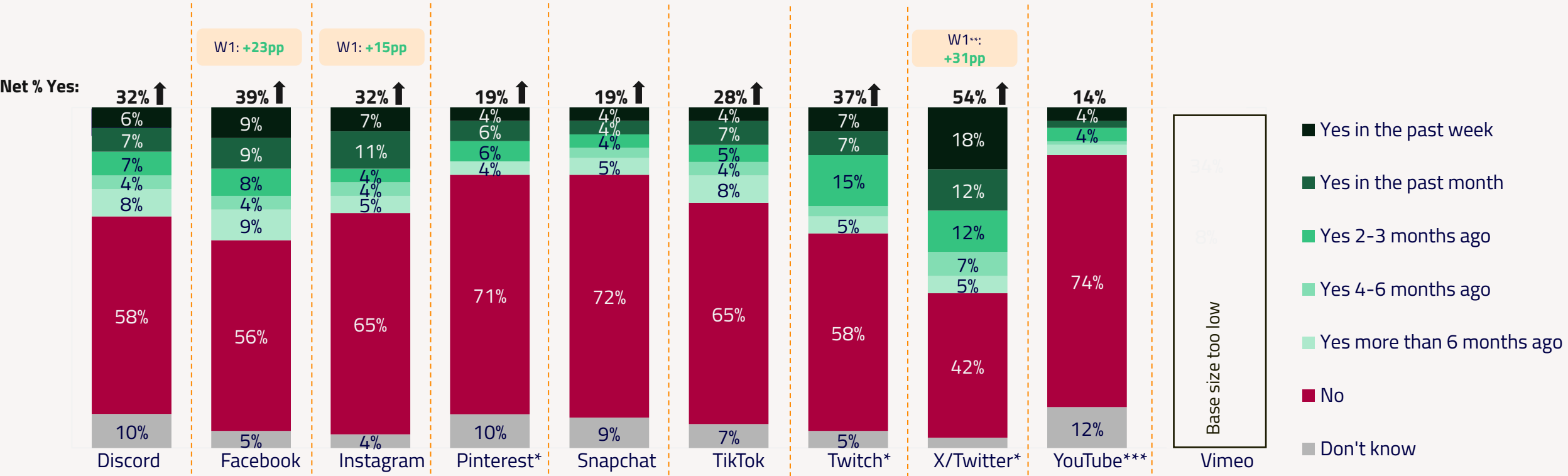
Q9a. Have you ever been asked to prove your date of birth?

Base: All respondents who have their own profile: Discord W1 (341), W3 (300); Facebook W1 (390), W3 (500); Instagram W1 (746), W3 (753); Pinterest W1 (244), W3 (280); Snapchat W1 (966), W3 (919); TikTok W1 (939), W3 (870); Twitch W1 (176), W3 (170); X/Twitter W1 (172), W3 (228); YouTube (not including YouTube Kids) W1 (1033), W3 (940); Some bars do not add up to 100% due to rounding and any %'s less than 4% on the chart have been hidden on this slide.



Across most platforms 8-12-year-olds were more likely than the average (8-17s) to say they had been asked to prove their date of birth. Compared to a year ago an increasing proportion of Facebook, Instagram and X/Twitter users aged 8-12 say that they have been asked to prove their date of birth.

% **8-12-year-olds** who were asked to prove date of birth – by platform (Wave 3):



Significant Difference at 99% confidence between W1 vs. W3 for Net Yes%

↑↓ Significantly higher/lower than W3 8-17s at 95% confidence for Net Yes%

\*\*\*Not including YouTube Kids

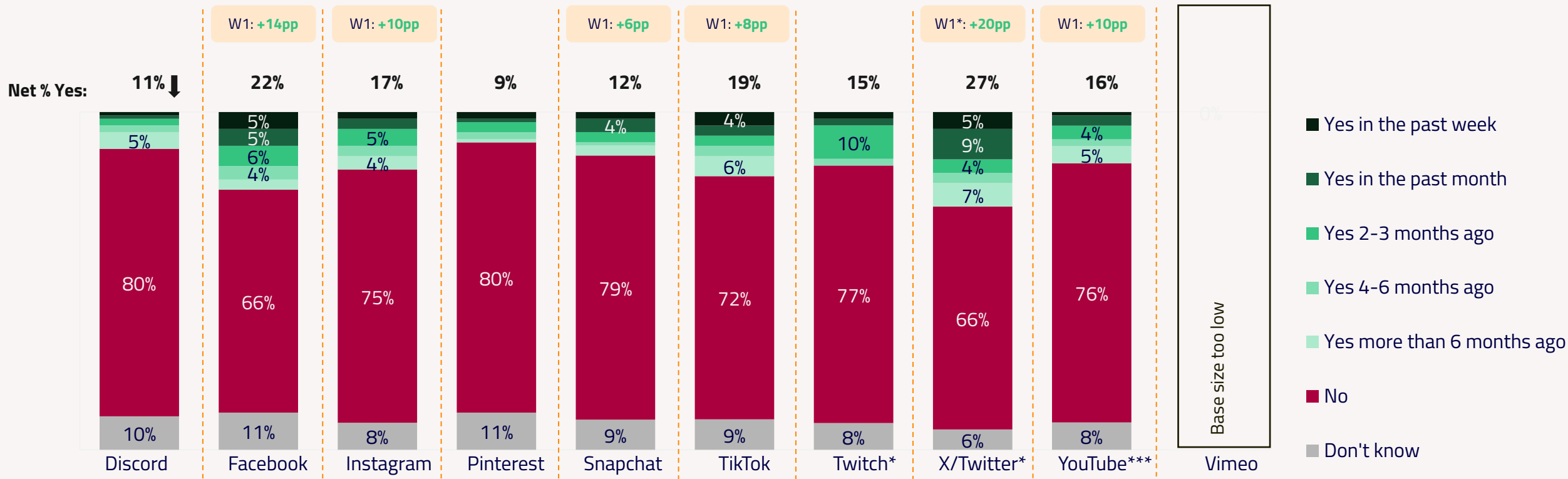
Source: Children's User Age Wave 3

Q9a. Have you ever been asked to prove your date of birth?

Base: All respondents who have their own profile: Discord W1 8-12 (130), W3 Total (300); 8-12 (101); Facebook W1 8-12(108), W3 Total (500) ; 8-12 (163); Instagram W1 8-12(161) , W3 Total (753); 8-12 (187); Pinterest W1 8-12 (72\*), W3 Total (280); 8-12 (72\*); Snapchat W1 8-12 (340), W3 Total (919); 8-12 (313); TikTok W1 8-12 (351), W3 Total (870) ; 8-12 (277); Twitch W1 8-12 (59\*), W3 Total (170) ; W3 8-12 (60\*); X/Twitter W1 8-12 (\*\*), W3 Total (228); 8-12 (57\*); YouTube (not including YouTube Kids) W1 8-12 (511), W3 Total (940) W3 8-12 (451); \*CAUTION - Low base size, figures are indicative only. Some bars do not add up to 100% due to rounding and any %'s less than 4% on the chart have been hidden on this slide,\*\*Base size <50 – too low to report.

Amongst 13-15s, compared to a year ago, more children have said they have been asked to verify their age on Facebook, Instagram, Snapchat, TikTok, X/Twitter, and YouTube\*\*\*.

% **13-15-year-olds** who were asked to prove date of birth – by platform (Wave 3):



Significant Difference at 99% confidence between W1 vs. W3 for Net Yes%

\*\*\*Not including YouTube Kids

Source: Children's User Age Wave 3

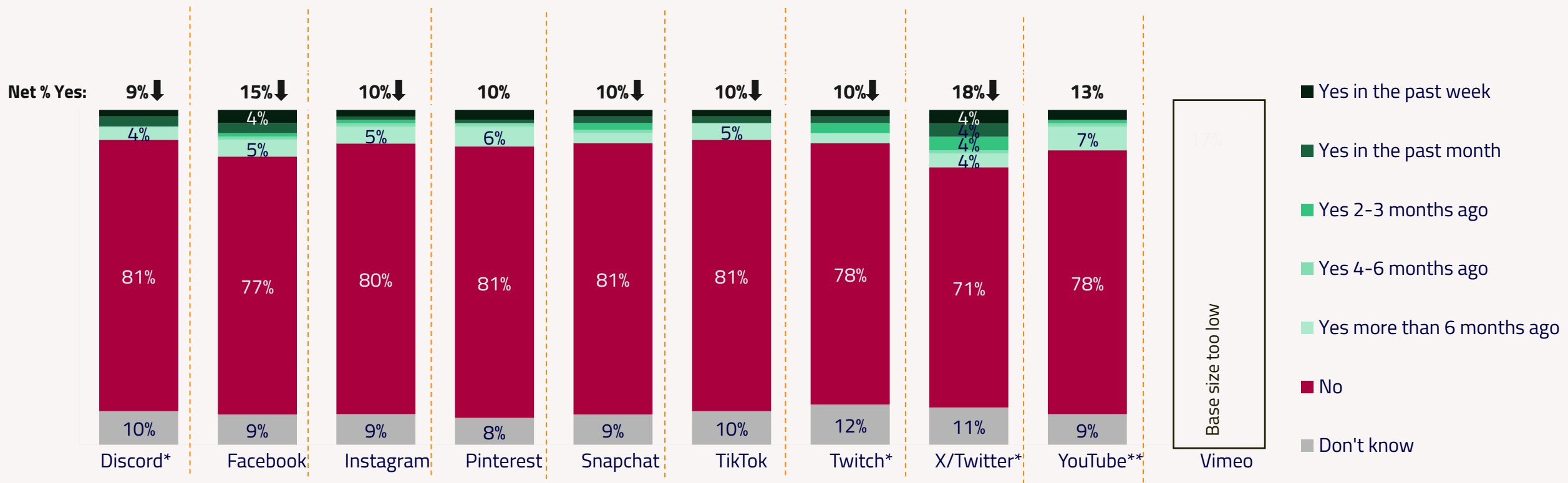
Q9a. Have you ever been asked to prove your date of birth?

↑↓ Significantly higher/lower than W3 8-17s at 95% confidence for Net Yes%

Base: All respondents who have their own profile: Discord W1 13-15 (120), W3 Total (300); 13-15 (104); Facebook W1 (128), W3 Total (500); 13-15 (175); Instagram W1 13-15 (276), W3 Total (753); 13-15 (260); Pinterest W1 Total 13-15 (94\*), W3 Total (280); 13-15 (101); Snapchat W1 13-15 (328), W3 Total (919); 13-15 (327); TikTok W1 13-15 (329), W3 Total (870); 13-15 (321) Twitch, 13-15 (60\*), W3 Total (170); 13-15 (52\*); X/Twitter W1 13-15 (55\*), W3 Total (228); 13-15 (77\*); YouTube (not including YouTube Kids) W1 13-15 (285), W3 Total (940); 13-15 (259); \*CAUTION - Low base size, figures are indicative only. Some bars do not add up to 100% due to rounding and any %'s less than 4% on the chart have been hidden on this slide.

Across most platforms 16-17-year-olds were less likely than the average (8-17s) to say they had been asked to prove their date of birth; this has remained stable over the last year.

% **16-17-year-olds** who were asked to prove date of birth – by platform (Wave 3):



Significant Difference at 99% confidence between W1 vs. W3 for Net Yes%

↑↓ Significantly higher/lower than W3 8-17s at 95% confidence for Net Yes%

\*\*\*Not including YouTube Kids

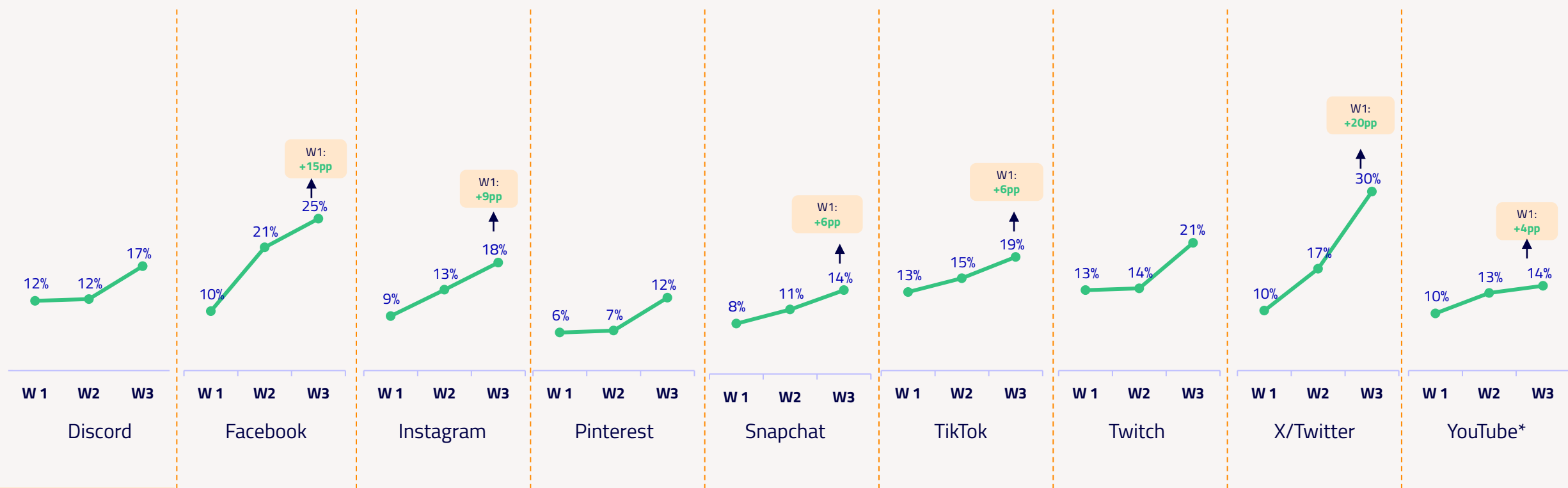
Source: Children's User Age Wave 3

Q9a. Have you ever been asked to prove your date of birth?

Base: All respondents who have their own profile: Discord W1 16-17 (91\*), W3 Total (300); 16-17 (95\*); Facebook W1 16-17(154), W3 Total (500); 16-17 (162); Instagram W1 16-17 (309), W3 Total (753); 16-17 (306); Pinterest W1 16-17 (78\*), W3 Total (280); 16-17 (107); Snapchat W1 16-17(298), W3 Total (919); 16-17 (279); TikTok W1 16-17(259), W3 Total (870); 16-17 (272); Twitch W1 16-17(57\*), W3 Total (170) 16-17 (58\*); X/Twitter W1 16-17(86), W3 Total (228); 16-17 (94\*); YouTube (not including YouTube Kids) W1 16-17(237), W3 Total (940); 16-17 (230); \*CAUTION - Low base size, figures are indicative only. Some bars do not add up to 100% due to rounding and any %'s less than 4% on the chart have been hidden on this slide.

In the last year there has been an increase in the proportion of 8-17s who have been asked to prove their date of birth on various platforms such as Facebook, Instagram, Snapchat, TikTok, X/Twitter and YouTube, largely driven by the younger age groups (8-12s and 13-15s).

**Net Yes % - 8-17-year-olds** were asked to prove date of birth - breakdown by platform (Wave 1-Wave 3):



Significant Difference at 99% confidence between **W1 vs. W3**

**\*Not including YouTube Kids**

**N.B: The Vimeo base is too small to show a wave-on-wave trend (n<50)**

Source: Children's User Age Wave 1, Wave 2, Wave 3

Q9a. Have you ever been asked to prove your date of birth?

Base: All respondents who have their own profile: Discord W1 (341), W2 (274), W3 (300); Facebook W1 (390), W2 (487), W3 (500); Instagram W1 (746), W2 (822), W3 (753); Pinterest W1 (244), W2 (239), W3 (280); Snapchat W1 (966), W2 (1003), W3 (919); TikTok W1 (939), W2 (992), W3 (870); Twitch W1 (176), W2 (168), W3 (170); X/Twitter W1 (172), W2 (173), W3 (228); YouTube (not including YouTube Kids) W1 (1033), W2 (960), W3 (940).

Compared to a year ago, there has been an increase in the proportion of children aged 8-17 who have submitted information themselves to prove their date of birth, particularly for Instagram, Snapchat, TikTok and YouTube\*\*\*\*

How **8-17-year-olds** proved their age date of birth – breakdown by platform (Wave 1 - Wave 3):

	Discord *		Facebook*		Instagram		Snapchat		TikTok		X/Twitter*		YouTube	
	W1	W3	W1	W3	W1	W3	W1	W3	W1	W3	W1	W3	W1	W3
My parents/guardian proved my date of birth for me		33%		29%	24%	24%	20%	26%	24%	24%		35%	24%	36%
I sent a photo of myself with my passport/other form of identification		8%		23%	12%	24%	4%	18% ↑	7%	16%		25%	6%	20% ↑
I started a new profile on the same platform		14%		12%	16%	10%	24%	8% ↓	17%	16%		12%	11%	7%
I sent a photo of myself and an adult holding a note with my date of birth		14%		21%	5%	17%	2%	12%	7%	12%		25%	2%	8%
I sent a photo of myself		6%		17%	11%	19%	9%	13%	5%	15% ↑		25%	1%	6%
Someone else proved my date of birth for me		17%		18%	6%	16%	13%	11%	12%	11%		13%	3%	7%
I sent my bank account information		13%		11%	-	7%	3%	8%	2%	9% ↑		13%	3%	8%
I didn't prove my date of birth		13%		8%	16%	12%	18%	19%	25%	16%		7%	35%	18% ↓
<b>Net: Someone else/parents proved the DOB***</b>		<b>44%</b>		<b>44%</b>	<b>30%</b>	<b>38%</b>	<b>33%</b>	<b>35%</b>	<b>35%</b>	<b>31%</b>		<b>43%</b>	<b>27%</b>	<b>41%</b>
<b>Net: Children proved the DOB****</b>		<b>35%</b>		<b>58%</b>	<b>20%</b>	<b>52%</b> ↑	<b>11%</b>	<b>38%</b> ↑	<b>19%</b>	<b>41%</b> ↑		<b>62%</b>	<b>10%</b>	<b>36%</b> ↑

NB. Please note: Pinterest, Twitch, and Vimeo's base size are too small to report on n<50

\*\*\*\*Not including YouTube Kids

Source: Children's User Age Wave 1, Wave 3

Q9b. Which of the following best describes what you did to prove your date of birth?

Base: All respondents who have their own profile and are being asked to prove their DOB: W1 Discord Total (\*\*), W3 Discord Total (52\*); W1 Facebook Total (\*\*), W3 Facebook Total (126); W1 Instagram Total (67\*), W3 Instagram Total (135); W1 Snapchat Total (80\*), W3 Snapchat Total(128); W1 TikTok Total (122), W3 TikTok Total (164); W1 X/Twitter Total (\*\*), W3 X/Twitter Total (69\*); W1 YouTube (not including YouTube Kids) Total (98\*), W3 YouTube (not including YouTube Kids) Total (133) \*CAUTION - Low base size, figures are indicative only, \*\*Base size <50 – too low to report. \*\*\*Net: Someone else/parents proved the DOB includes: My parents/guardian proved my date of birth for me, Someone else proved my date of birth for me. \*\*\*\*Net: Children proved the DOB includes: I sent a photo of myself, I sent a photo of myself and an adult holding a note with my date of birth, I sent a photo of myself with my passport/other form of identification, I sent my bank account information.

↑ ↓ Significantly higher/lower than W1 at 99% confidence

Compared to a year ago, there has been an increase in the proportion of children aged 8-12 who have submitted information themselves to prove their date of birth, particularly for TikTok and YouTube\*\*\*\*\*

How **8-12-year-olds** proved their age date of birth – breakdown by platform (Wave 1 - Wave 3):

	Facebook*		Instagram*		Snapchat*		TikTok*		YouTube*					
	W1	W3	W1	W3	W1	W3	W1	W3	W1	W3				
My parents/guardian proved my date of birth for me		33%		32%		33%		24%		30%		36%		45%
I sent a photo of myself with my passport/other form of identification		21%		24%		12%		2%		14% ↑		5%		13%
I started a new profile on the same platform		9%		7%		5%		21%		14%		11%		6%
I sent a photo of myself and an adult holding a note with my date of birth		22%		18%		10%		8%		10%		4%		14%
I sent a photo of myself		13%		20%		18%		5%		17%		2%		3%
Someone else proved my date of birth for me		24%		21%		13%		15%		17%		4%		8%
I sent my bank account information		12%		10%		5%		2%		13%		4%		9%
I didn't prove my date of birth		8%		7%		15%		21%		12%		22%		13%
<b>Net: Someone else/parents proved the DOB***</b>		<b>51%</b>		<b>51%</b>		<b>45%</b>		<b>39%</b>		<b>43%</b>		<b>40%</b>		<b>52%</b>
<b>Net: Children proved the DOB****</b>		<b>55%</b>		<b>56%</b>		<b>33%</b>		<b>14%</b>		<b>38% ↑</b>		<b>11%</b>		<b>33% ↑</b>

NB. Please note: The base size for those asked to prove their age is too small to report on for the rest of the platforms for 8-12s, n<50

\*\*\*\*\*Not including YouTube Kids

Source: Children's User Age Wave 1, Wave 3

Q9b. Which of the following best describes what you did to prove your date of birth?

Base: All respondents who have their own profile and are being asked to prove their DOB Facebook W1 8-12(\*\*), W3 Total (126), 8-12 (63\*), Instagram W1 8-12 (\*\*), W3 Total (135); 8-12 (59\*); Snapchat W1 8-12 (\*\*), W3 Total (128); 8-12 (60\*); TikTok W1 8-12 (67\*), W3 Total (164); 8-12 (77\*); YouTube (not including YouTube Kids) W1 8-12 (55\*), W3 Total (133); 8-12 (64\*); \*CAUTION - Low base size, figures are indicative only, \*\*Base size <50 - too low to report. \*\*\*Net: Someone else/parents proved the DOB includes: My parents/guardian proved my date of birth for me, Someone else proved my date of birth for me. \*\*\*\*Net: Children proved the DOB includes: I sent a photo of myself, I sent a photo of myself and an adult holding a note with my date of birth, I sent a photo of myself with my passport/other form of identification, I sent my bank account information.

↑ ↓ Significantly higher/lower than W1 at 99% confidence

Over two-fifths of children aged 13-15 with a social media profile said they verified their age on TikTok themselves, while a fifth reported receiving help from someone else to prove their date of birth on the platform

How **13-15-year-olds** proved their age date of birth – breakdown by platform (Wave 1 - Wave 3):

	TikTok*	
	W1	W3
My parents/guardian proved my date of birth for me		18%
I sent a photo of myself with my passport/other form of identification		15%
I started a new profile on the same platform		21%
I sent a photo of myself and an adult holding a note with my date of birth		15%
I sent a photo of myself		15%
Someone else proved my date of birth for me		5%
I sent my bank account information		8%
I didn't prove my date of birth		18%
<b>Net: Someone else/parents proved the DOB***</b>		<b>21%</b>
<b>Net: Children proved the DOB****</b>		<b>44%</b>
	Base size too low	

**\*\* Please note:**

The base size for those asked to prove their age is too small to report on for the rest of the platforms for 13-15s and all platforms 16-17-year-olds.

Source: Children's User Age Wave 1, Wave 3

Q9b. Which of the following best describes what you did to prove your date of birth?

Base: All respondents who have their own profile and are being asked to prove their DOB: TikTok W1 13-15 (\*\*), W3 Total (164); 13-15 (61\*) \*CAUTION - Low base size, figures are indicative only, \*\*Base size <50 – too low to report. \*\*\*Net: Someone else/parents proved the DOB includes: My parents/guardian proved my date of birth for me, Someone else proved my date of birth for me. \*\*\*\*Net: Children proved the DOB includes: I sent a photo of myself, I sent a photo of myself and an adult holding a note with my date of birth, I sent a photo of myself with my passport/other form of identification, I sent my bank account information.