

Children's Online User Ages 2023 Quantitative Research Study

Produced by: YouGov

Fieldwork: 17 August – 1 September 2023

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Ofcom Foreword

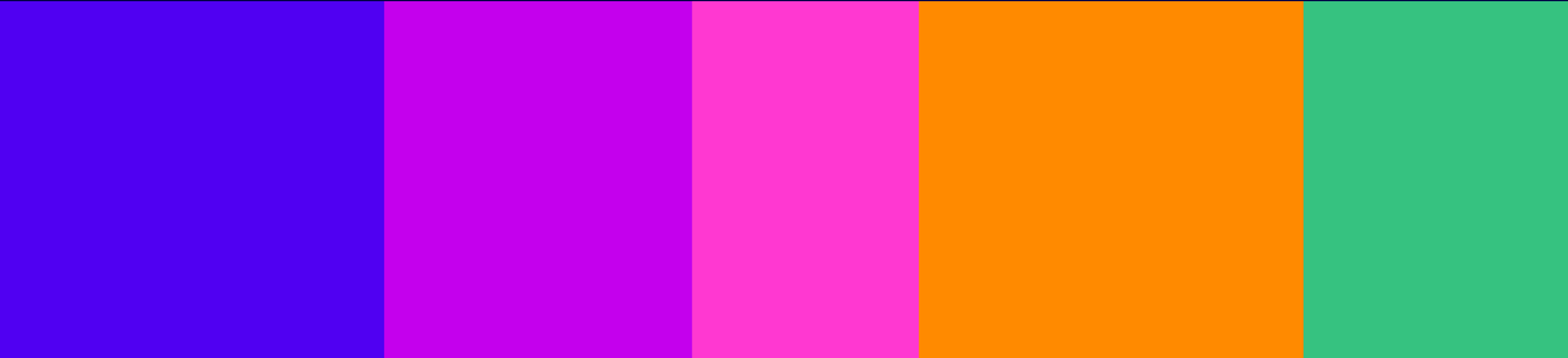
Ofcom's responsibilities

In December 2020, the Government confirmed its intention to nominate Ofcom as the regulator for online safety in the UK, under the Online Safety Act. This came into effect in October 2023, with Ofcom's role being to make sure online services, like sites and apps, meet their duties to protect their users.

This report on children's user ages online is one in a series of research studies into online safety that will inform our preparations for implementing the new online safety law. As part of these preparations, we are building a robust evidence base, bringing together internal and external data, collected using different methods, from a variety of different sources.

In this context, 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 within our role as the online safety regulator.

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 a [pilot quantitative study in 2022](#) to measure the proportion of children doing this. Due to the complexity of the data analysis, this research provided a robust *estimation* of the *minimum* number of children with user ages that are older than their real age.

In 2023, Ofcom sought to conduct this research again but with various improvements to the study including, accounting for users who may have proactively or reactively adjusted their user age on their profile since setting it up.* Apps/sites have published guidance on how users can appeal if their accounts are flagged as underage, which drove the decision to include these questions in this year's questionnaire**. This enables the analysis to take account of change to the original date of birth. Without this question, our analysis may over-state the proportion of children with an older user age. For example, TikTok have the following information available on their website: <https://support.tiktok.com/en/safety-hc/account-and-user-safety/underage-appeals-on-tiktok>

With these changes in mind, it is important to note that the 2023 data is not comparable to the 2022 study and should be considered in its own right.

Ofcom's intent is to continue to monitor children's user ages via this research.

*For further details on changes made to the 2023 study, please see the 'Research caveats' slide

**Q9a 'Have you ever been asked to prove your date of birth?', Q9b 'Which of the following best describes what you did to prove your date of birth?', Q9c 'When asked what best describes what you did when proving your date of birth on your [App/site] profile, you said "Other". What was this other thing you did to prove your date of birth?' in the questionnaire

Objectives

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

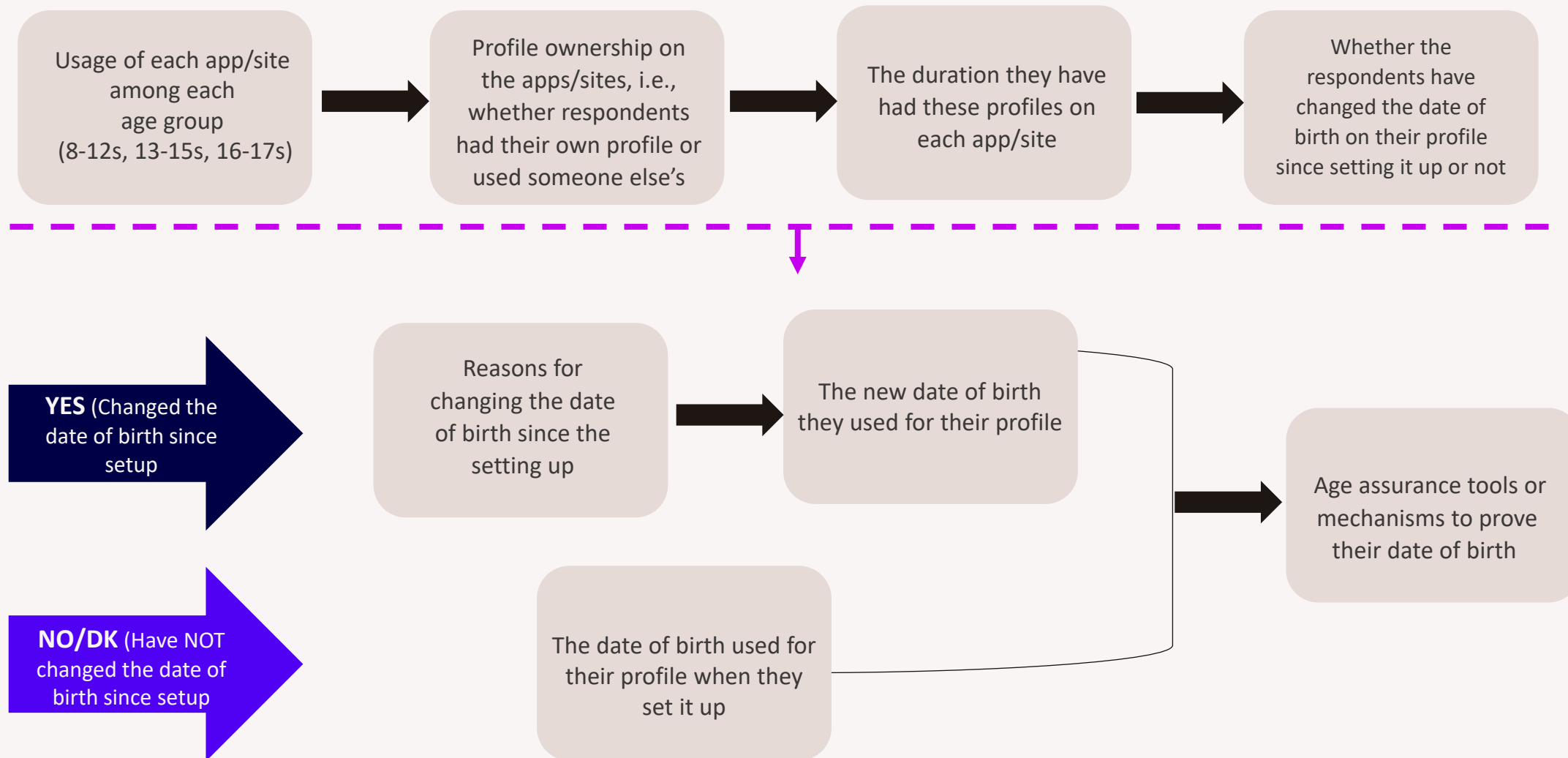
To understand the extent to which children are bypassing age assurance measures, Ofcom commissioned YouGov to conduct quantitative research to estimate the proportion of children that have online profiles with 'user ages' that make them appear to be older than they actually are. For all the apps/sites we ask about in our 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.

*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/publications> 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. Boosts were applied to the following age groups: 16-17-year-olds for Twitch and 8-12-year-olds for Twitter. After boosts were applied our final sample consisted of 1,806 social media users aged 8-17.
- 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 2.5 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 from 17th August – 1st September 2023.

Data reporting

- Data was weighted to be representative of children 8-17, based on age within gender.
- 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 was applied at the 95% confidence level to identify differences between subgroups e.g., age groups
- 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 (1)

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
- All findings should be interpreted noting that these were **self-reported estimates** 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, or for X/Twitter for 8–12-year-olds.
 - 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 (120 respondents overall), but they have been included in the user age calculation.
 - We excluded respondents who answered with 'Don't know', 'Don't remember' or 'Prefer not to say' to a combination of questions – please see the [technical report for more details](#)

Research caveats (2)

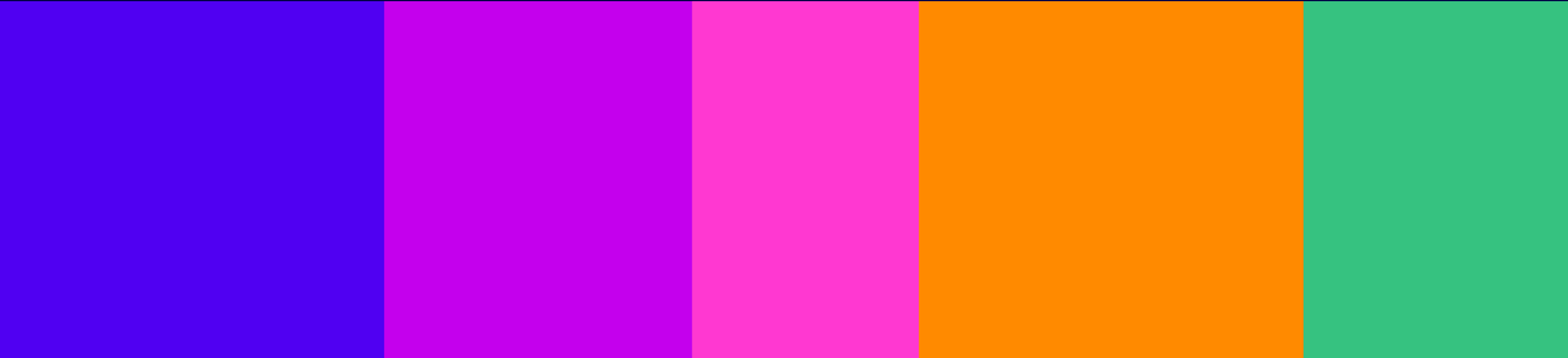
General Caveats

- This research is a follow-on study from the 2022 pilot of the same name (i.e., Children's Online User Ages). However, significant changes have been made to the 2023 survey taking into account learnings from the 2022 survey to achieve clear and more robust findings. Therefore, it is imperative to note that **no comparisons should be made** to the 2022 pilot data. The changes to the 2023 survey include:
 - Collection of demographics: the 2022 survey did not use all demographics collected for analysis; therefore, we reduced the types collected for 2023 (i.e., education, income, benefits, ethnicity and urbanity were not collected in 2023)
 - Age calculation: the 2022 survey asked for the child's age in years rather than their date of birth (e.g., age 12). This will on average underestimate age by half a year (e.g., assumes someone is 12 up until they are 13 – even when they may be aged 12 and 364 days). Therefore, there is a small risk that the calculated user age won't be completely accurate; so, for 2023 we asked for exact date of birth for more precise calculations.
 - Additional questions on profile date of birth: the 2023 survey included additional questions asking if respondents have changed their date of birth on their profile since setting it up. This was not needed for user age calculation but is additional insight as to whether either children and/or services are attempting to change user ages. Further insight was sought into whether respondents have been asked to prove their age/date of birth on their profile, and what method was used to do so.
 - Platforms asked about: the 2022 survey asked about the six most used platforms according to our media literacy research (see slide 6 for a link to the research); for 2023 we expanded this list based on usage from a broader range of Ofcom research, therefore adding Discord, Pinterest, Twitch and Vimeo to the 2023 list.
 - Clarification of YouTube use: the 2022 survey included 'YouTube' which younger respondents may have included in their response but instead were thinking of 'YouTube Kids' (which is tailored for younger viewers); therefore, the 2023 survey made it clearer to respondents by stating 'YouTube (not including YouTube Kids)'.
 - Inclusion of all platforms in responses: the 2022 survey centered analysis and user age calculations on respondents' top three platforms; for 2023 we included all platforms in the full analysis.
 - Removed 'multiple profiles': the 2022 survey asked if respondents had multiple profiles, however the base sizes were too low to report on, therefore the 2023 survey did not include this question.
 - In the 2023 questionnaire we do not ask about multiple profiles and children are free to select which profile (if they have more than one) to answer about

Detail of analytical approach 2023 'user age' calculations caveats	Counts overall	% of all user age weighted sample impacted (base: 1548)	Notes
<p>1) For those respondents who said their user age was <u>younger than 13 years</u>, for our calculations we have assumed their user age to actually be 13 when they signed up, as per the minimum age limit on most social media platforms.</p>	N=36	2.4%	<p>For this calculation, we have assumed 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.</p> <p>It is possible for a child to enter a date of birth which made them older than 13 but with the information provided we have assumed a minimum of 13 in these instances i.e. a conservative approach to this analysis</p>
<p>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.</p>	N=254	16%	<p>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.</p> <p>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.</p>
<p>3) If a respondent has a different user age on several platforms, the profile with <u>the oldest user age</u> has been used for the calculation.</p>	N=408	26%	<p>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 the analysis intends this is the one with the higher likelihood of seeing or receiving age-inappropriate content or contact.</p>
<p>4) For those respondents who said they had their profile <u>for less than a year</u>, we have allocated the time they have had a profile as '0'.</p>	N=593	38%	<p>We would expect this approach to underestimate the amount of time on the platform. Around half of this sample were 8-12s and includes those who have set up new profiles on platforms.</p>
<p>5) A few cases of <u>younger children</u> aged 8 or 9 said they have had a personal profile for more than five years. This suggested either their profile was set up by their parents, due to being very young, or they were unable to evaluate time accurately.</p> <p>We calculated their user age based on the information they provided.</p>	N=13	1%	<p>Assuming these participants set their joining age to 13 and they have been on the platform for 5+ years, their 'user age' will now be 18+.</p>

Summary of findings

The full data set (data tables in Excel and data file in SPSS) can be found on our [website](#)



Key findings

1: Online user ages (slides 16-29)

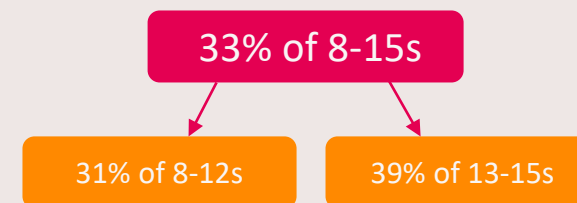
This user age research estimates that a third of children aged 8-15, with their own social media profile on at least one app/site, have a user age of at least 16.

- This number includes three in ten 8-12-year-olds, and four in ten 13-15-year-olds.

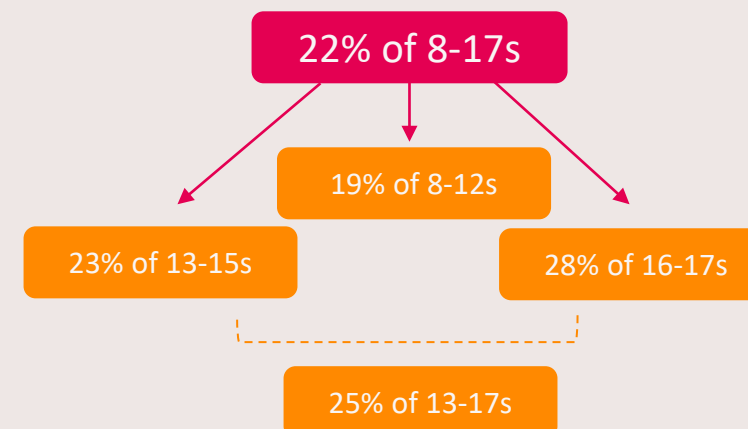
The research also estimates that just over one in five of those aged 8-17, with a social media profile on at least one app/site, have a user age of at least 18.

- This is made up of around two in ten 8-12-year-olds and 13-15-year-olds, increasing to almost three in ten 16-17-year-olds.

User age of at least 16+*



User age of at least 18+



*Where we report on user ages of 16+ this includes user ages that are 16-17, plus user ages of 18+. This analysis is based on the oldest user age of the platforms that respondents have a profile on.

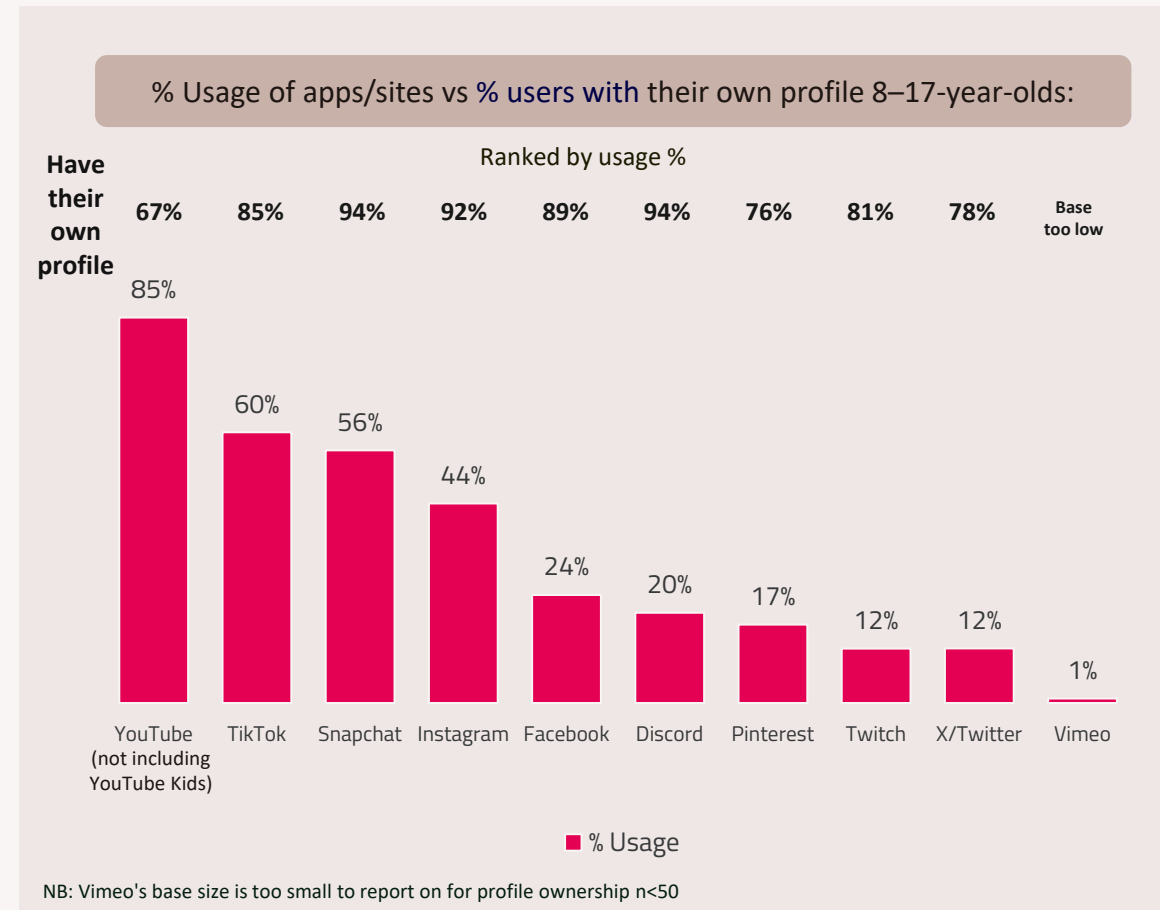
2: Platform usage and personal profiles (slides 30–35)

YouTube* was the app/site most likely to be used by children aged 8-17 (85%), with usage comparable across all age groups.** However, it was not the app/site that children were most likely to have their own profile on (see chart).

- Usage of the other apps/sites varied by age, however in each case was more likely among those aged 13-17, than those aged 8-12.
- TikTok and Snapchat were the next apps/sites most likely to be used, by more than half of all respondents (60% and 56% respectively). This increased to 71% and 67% respectively for those aged 13-17, while it was up to half (50% and 46% respectively) of those aged 8-12.

The majority of children aged 8-17 who said they use these apps/sites had their own profile. A minority used someone else's profile - more likely among those aged 8-12. However, the majority of this age group (like the others) were still more likely to have their own profile, than not.

- More than nine in ten children who use each of Snapchat, Discord and Instagram had their own profile on these platforms. This increased to almost all of those aged 13-17; but was also the case for a majority of 8-12s (89%, 90%, 78% respectively).
- YouTube was the only app/site where usage exceeded the proportion of respondents with their own profile. This may partly be due to the fact users are able to watch YouTube videos without needing an account.
- YouTube was also the app/site most likely to have respondents say they used someone else's profile (13%); followed by Pinterest (11%) and X/Twitter (10%). All were driven by those aged 8-12.



*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.

** 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/publications>

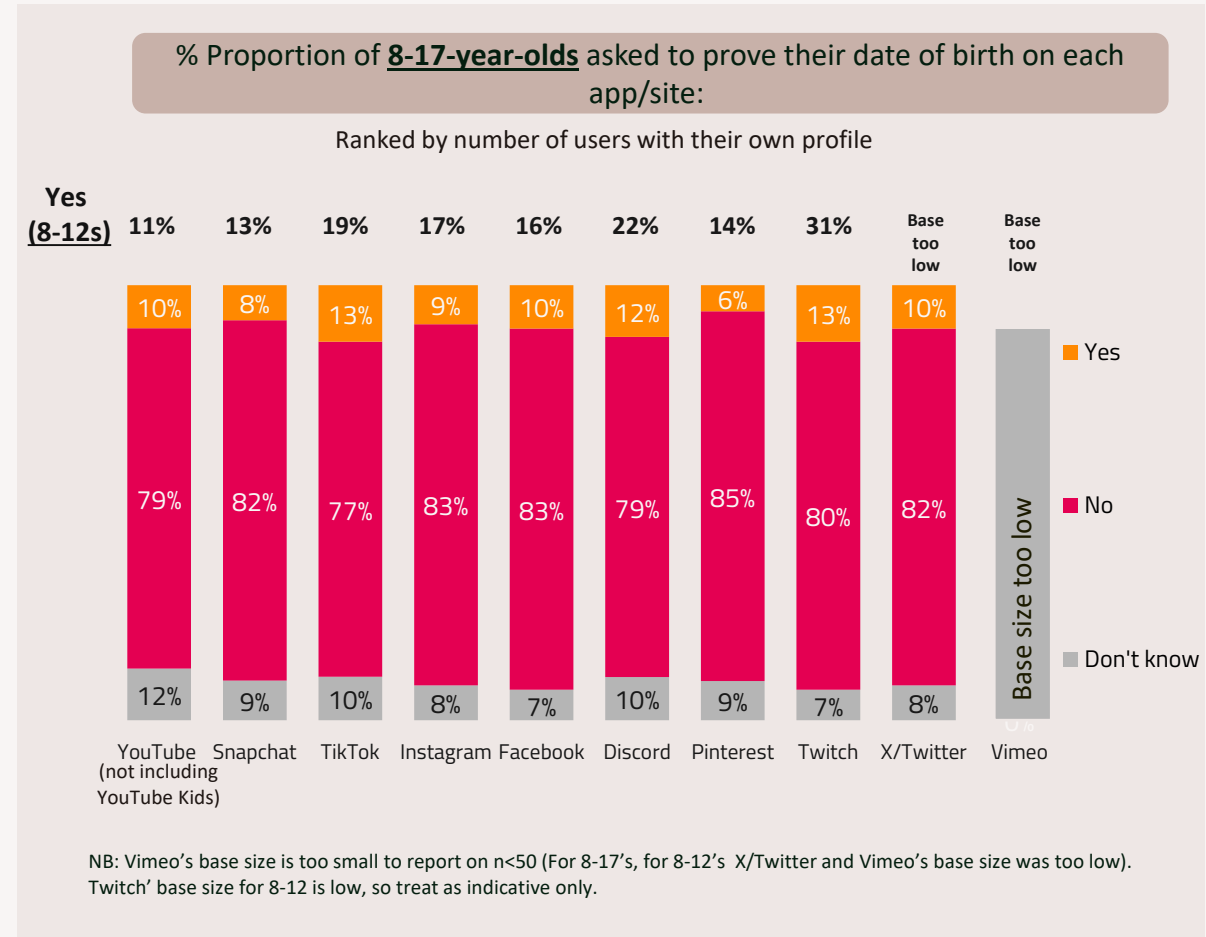
3: Changing their date of birth and age assurance (slides 36-47)

Up to a quarter of children aged 8-17 said they had **changed their date of birth on their profile** since initially setting it up.*

- This was most likely to be cited for Facebook (24%) and TikTok (23%), followed by Instagram and X/Twitter (both 19%).
- Proportions doing this were higher among 8-12s for both TikTok and Instagram.

Among all respondents aged 8-17, around eight in ten said they have **never been asked to prove their age** on any of the apps/sites, while a minority said they had been asked.

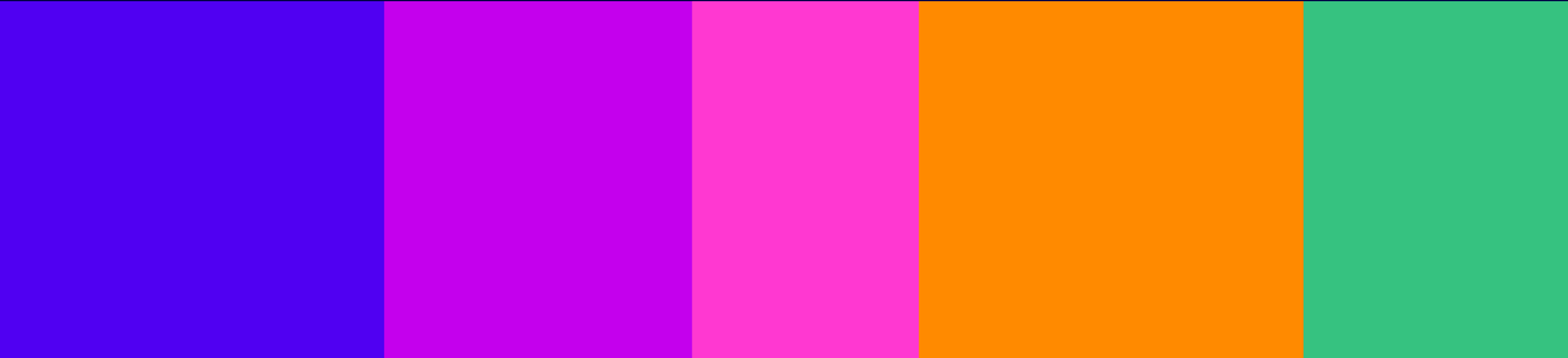
- Between 6-13% of 8-17s said they had been asked to prove their age on any of the apps/sites, this proportion was particularly driven by the 8-12 age group.
- When asked how they proved their age, around a third of all respondents aged 8-17 said their parents/guardians/or someone else had done this for them.**
- Up to a fifth said they had proved it themselves, via photo, ID, or bank information – most likely for TikTok and Instagram.



*There are several possible events which respondents may be considering in response to this question e.g.: 1) They may have voluntarily changed the original date of birth (to an older or younger age); 2) The platform has queried their user age, and the respondent has amended to a different age; 3) Or the respondent was referring to when they set up their profile perhaps initially entering a user age that was too young to access the service, was refused by the platform, and so amended it to be an older age.

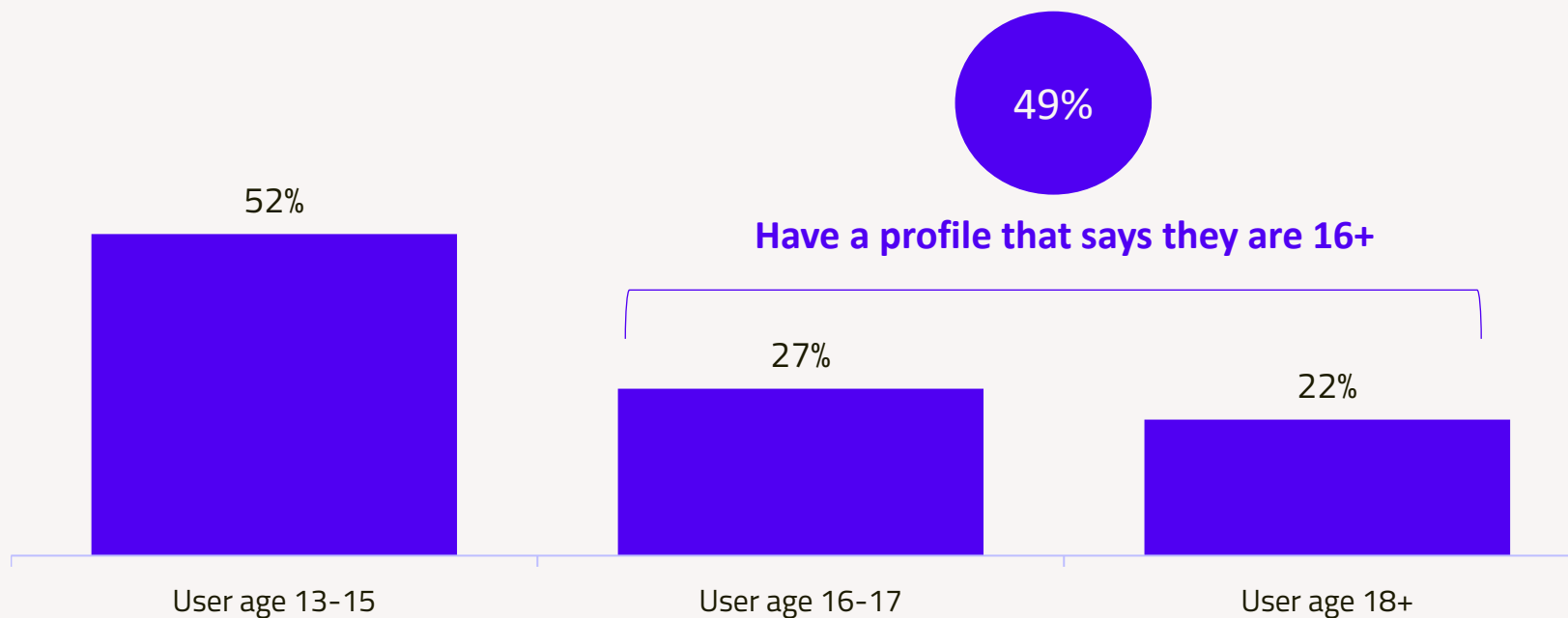
** Please note: the question this data was drawn from consisted of low base sizes driven by the low proportions who said they had changed their date of birth: at an overall level we are unable to report on Facebook, X/Twitter, Discord, Pinterest, Twitch and Vimeo. For the platforms we could report on, the base sizes were low for the following age groups: YouTube and TikTok 13-15 and 16-17's, Snapchat and Instagram all age groups individually (collectively we had sufficient sample to report).

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



Just over one in five children aged 8-17 with a social media profile, have one with a user age of at least 18+. Half have a social media profile with a user age of 16+

User age of **children 8-17** – total level:

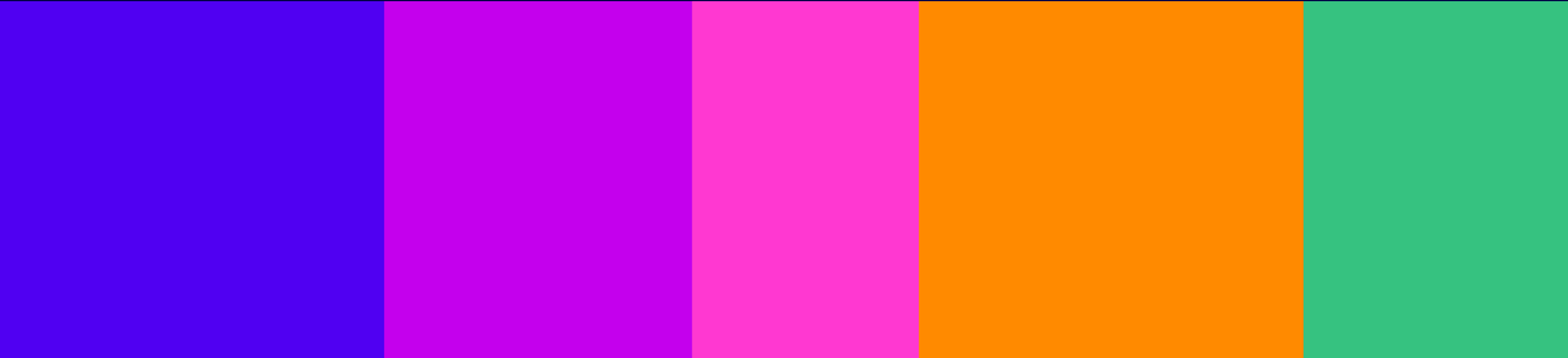


Source: Children's User Age Research 2023

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

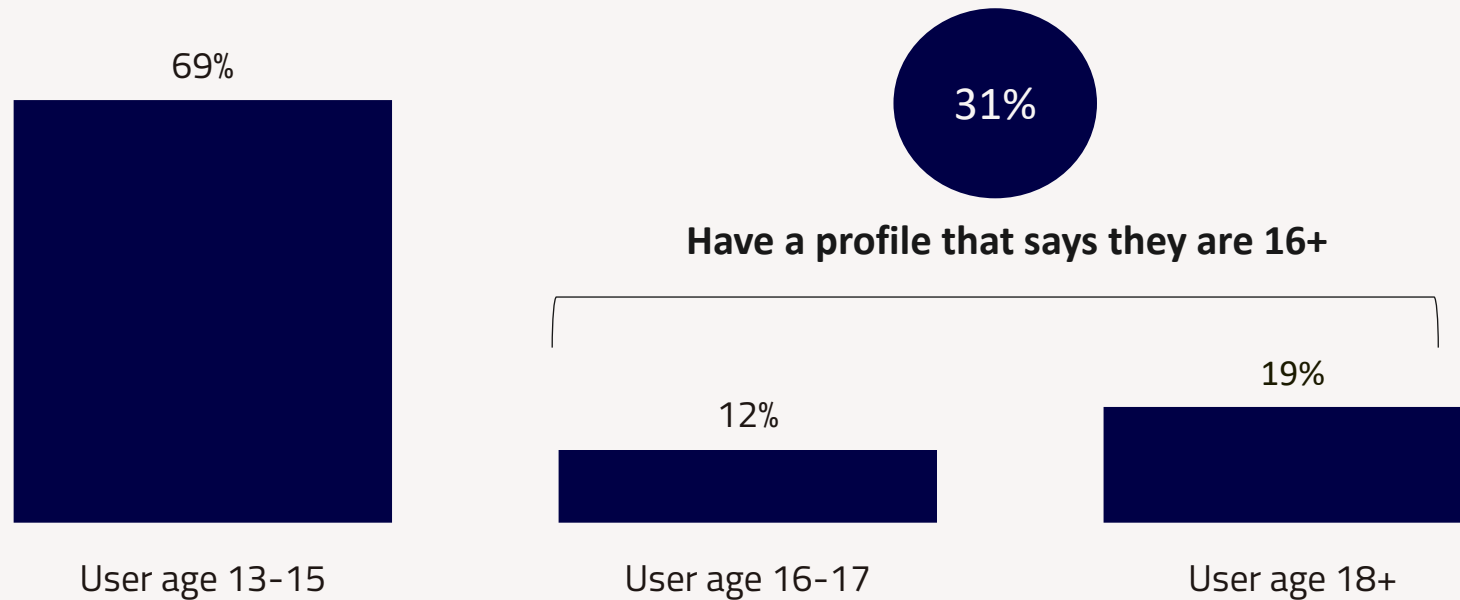
Base: All respondents aged 8-17 where user age was calculated, please see Technical Report for more details (1548)

Online user ages: *among 8-12s*



Three in ten children aged 8-12 with a social media profile, have one with a user age of at least 16+; nearly a fifth have one with a user age of at least 18

User age of **children 8-12** – total level:



Source: Children's User Age Research 2023

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 (755)

Three in ten children aged 8-12 with a social media profile have one with a user age of at least 16+; nearly a fifth have one with a user age of at least 18

User age of **children 8-12** – total level and by app/site:

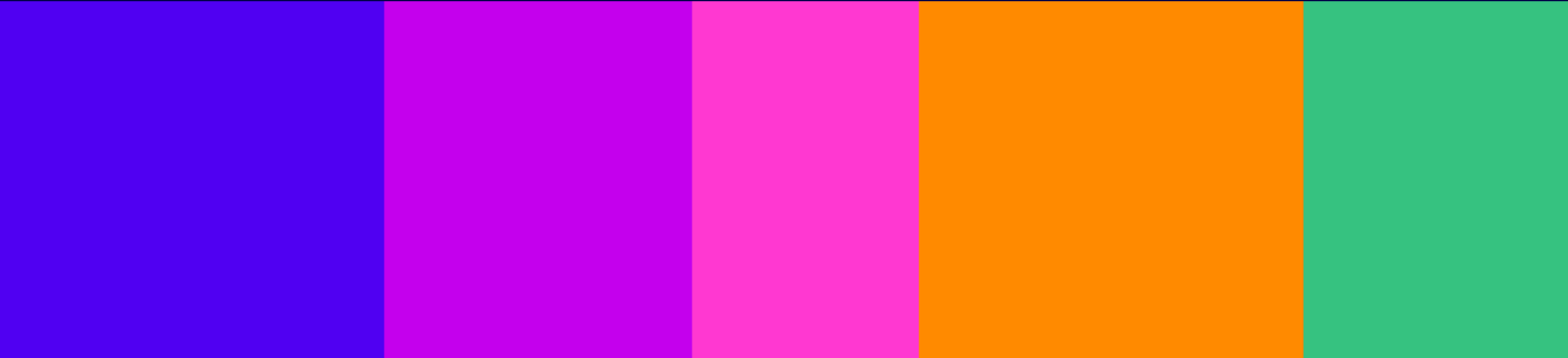
Apps/sites (8-12's)	User age of 13-15	User age of 16-17	User age of 16+	User age of 18+
Total	69%	12%	31%	19%
YouTube (not including YouTube Kids)	69%	14%	31%	17%
Snapchat	81%	8%	20%	12%
TikTok	71%	12%	29%	17%
Instagram	70%	13%	30%	17%
Facebook	63%	10%	36%	26%
Discord	80%	7%	20%	13%
Pinterest	70%	10%	30%	20%
Twitch*				
X/Twitter*				
Vimeo*				

Source: Children's User Age Research 2023

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

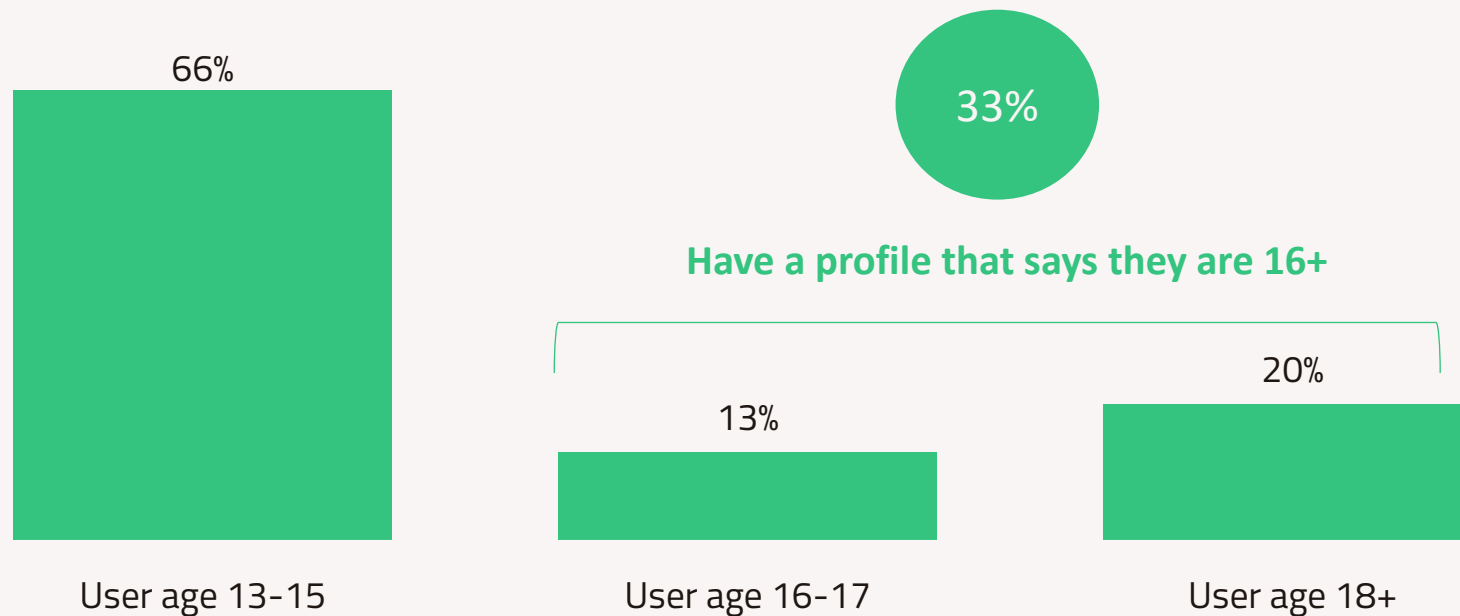
Base: All respondents aged 8-12 where user age was calculated, please see Technical Report for more details. Total, (755), YouTube (not including YouTube Kids) (412), Snapchat (252), TikTok (266), Instagram (119), Facebook (87**), Discord (102), Pinterest (60**) - *Base size <50 – too low to report, **CAUTION - Low base size, figures are indicative only.

Online user ages: *among 8-15s*



A third of children aged 8-15 with a social media profile, have one with a user age of at least 16+; a fifth have one with a user age of at least 18

User age of **children 8-15** – total level:



Source: Children's User Age Research 2023

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 (1195)

A third of children aged 8-15 with a social media profile, have one with a user age of at least 16+; a fifth have one with a user age of at least 18

User age of **children 8-15** – total level and by app/site:

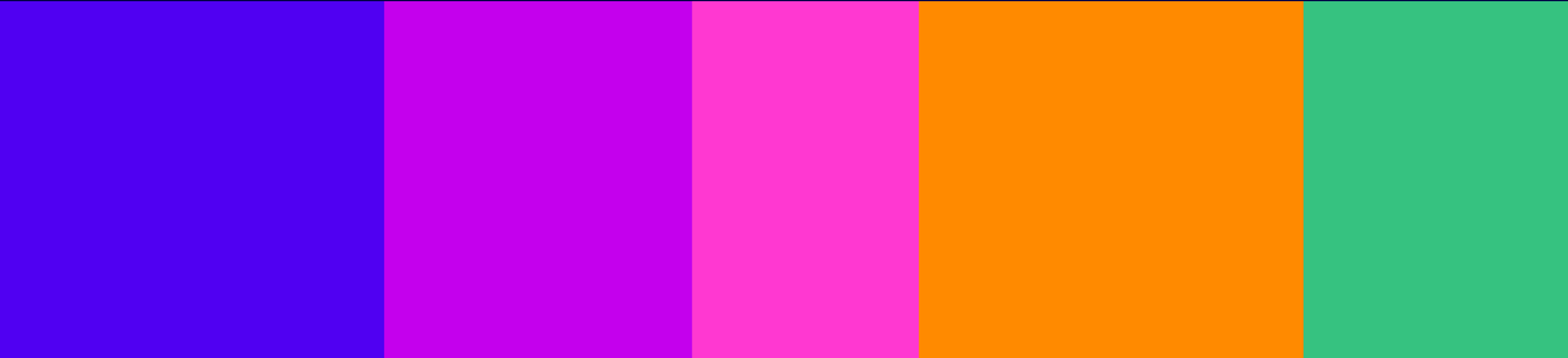
Apps/sites (8-15's)	User age of 13-15	User age of 16-17	User age of 16+	User age of 18+
Total	66%	13%	33%	20%
YouTube (not including YouTube Kids)	69%	13%	31%	18%
Snapchat	77%	11%	23%	12%
TikTok	71%	13%	29%	16%
Instagram	72%	12%	27%	15%
Facebook	69%	15%	31%	16%
Discord	73%	10%	27%	17%
Pinterest	75%	9%	25%	16%
Twitch	71%	14%	30%	16%
X/Twitter	63%	11%	37%	26%
Vimeo*				

Source: Children's User Age Research 2023

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

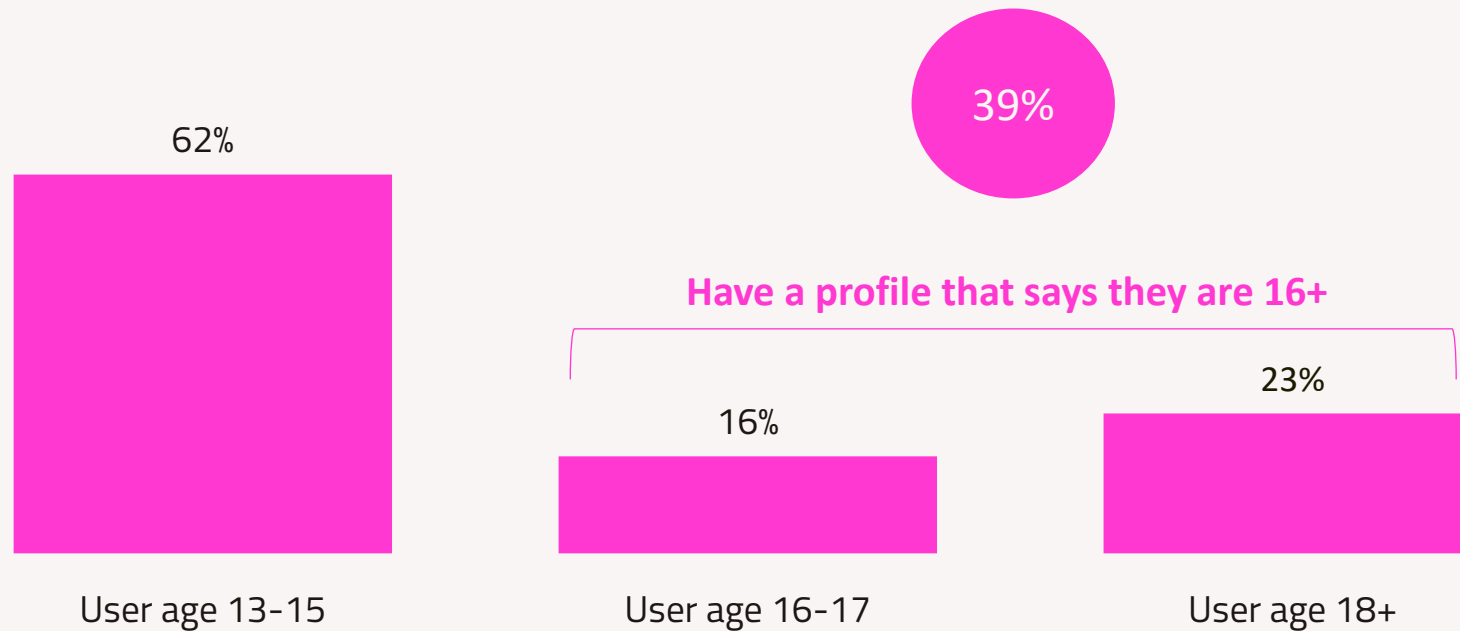
Base: All respondents aged 8-15 where user age was calculated, please see Technical Report for more details. Total, (1195), YouTube (not including YouTube Kids) (654), Snapchat (516), TikTok (537), Instagram (346), Facebook (195), Discord (203), Pinterest (139), Twitch (96), X/Twitter (74**) - *Base size <50 – too low to report, **CAUTION - Low base size, figures are indicative only.

Online user ages: *among 13-15s*



Almost two in five children aged 13-15 with a social media profile, have one with a user age of at least 16+; over one in five have a user age of at least 18+

User age of **children 13-15** – total level:



Source: Children's User Age Research 2023

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 (440)

Almost two in five children aged 13-15 with a social media profile, have one with a user age of at least 16+; over one in five have a user age of at least 18+

User age of **children 13-15** – total level and by app/site:

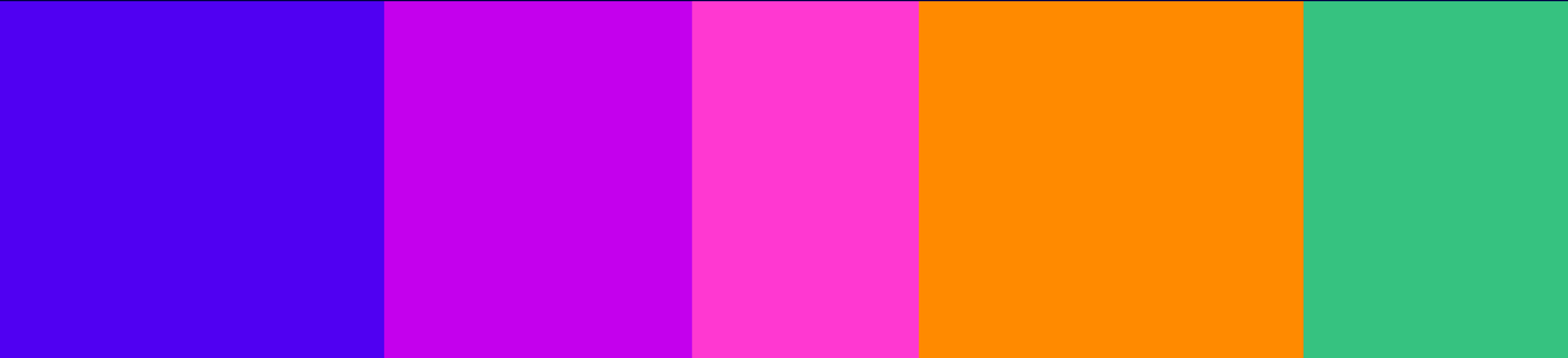
App/sites (13-15's)	User age of 13-15	User age of 16-17	User age of 16+	User age of 18+
Total	62%	16%	39%	23%
YouTube (not including YouTube Kids)	70%	10%	30%	20%
Snapchat	74%	14%	26%	12%
TikTok	71%	14%	29%	15%
Instagram	74%	12%	27%	15%
Facebook	74%	19%	26%	7%
Discord	65%	13%	35%	22%
Pinterest	78%	9%	22%	13%
Twitch	62%	14%	38%	24%
X/Twitter*				
Vimeo*				

Source: Children's User Age Research 2023

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

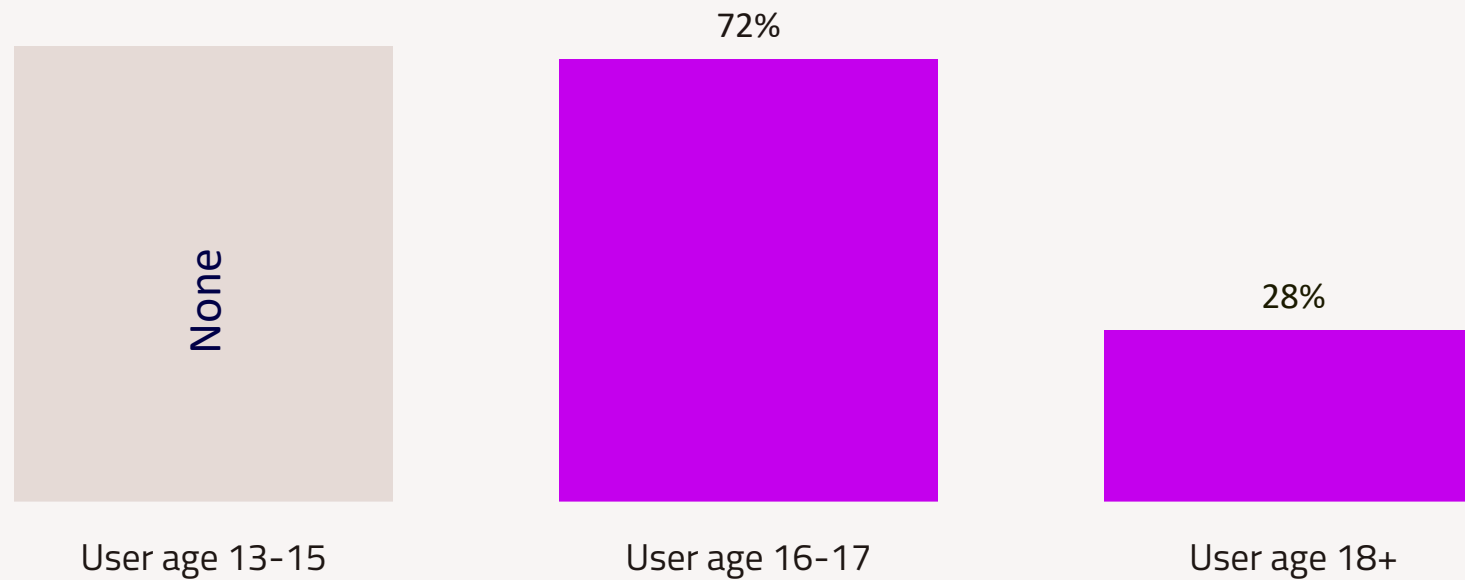
Base: All respondents aged 13-15 where user age was calculated, please see Technical Report for more details. Total, (440), YouTube (not including YouTube Kids) (242), Snapchat (264), TikTok (271), Instagram (227), Facebook (108), Discord (101), Pinterest (79**), Twitch (50**) - *Base size <50 – too low to report, **CAUTION - Low base size, figures are indicative only.

Online user ages: *among 16-17s*



Almost three in ten 16-17-year-olds with a social media profile, have one with a user age of at least 18+

User age of **children 16-17** – total level:



Source: Children's User Age Research 2023

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 (353)

Almost three in ten 16-17-year-olds with a social media profile, have one with a user age of at least 18+

User age of **children 16-17** – total level and by app/site:

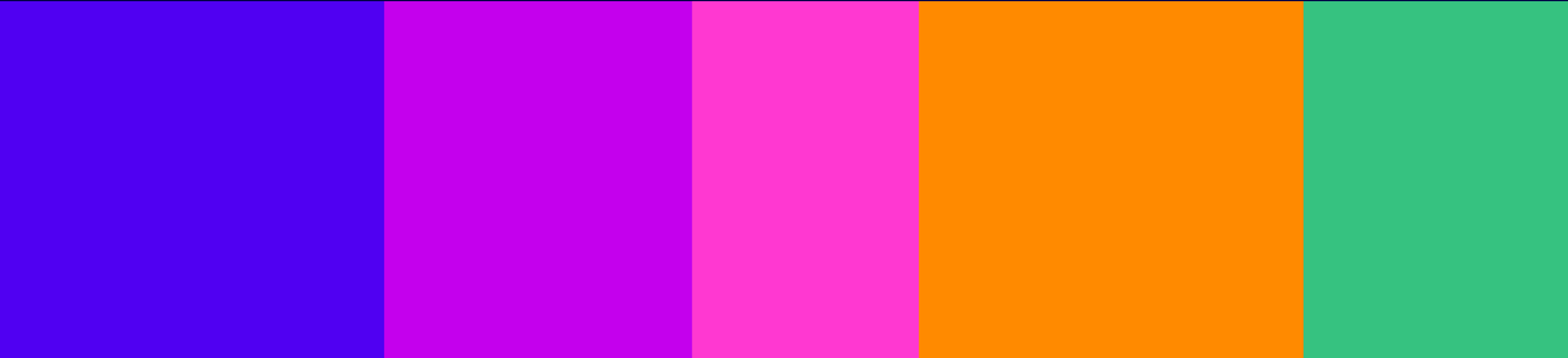
Apps/sites (16-17's)	User age of 16-17	User age of 18+
Total	72%	28%
YouTube (not including YouTube Kids)	72%	28%
Snapchat	88%	12%
TikTok	81%	19%
Instagram	84%	16%
Facebook	82%	17%
Discord	81%	17%
Pinterest	86%	12%
Twitch*		
X/Twitter	80%	20%
Vimeo*		

Source: Children's User Age Research 2023

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

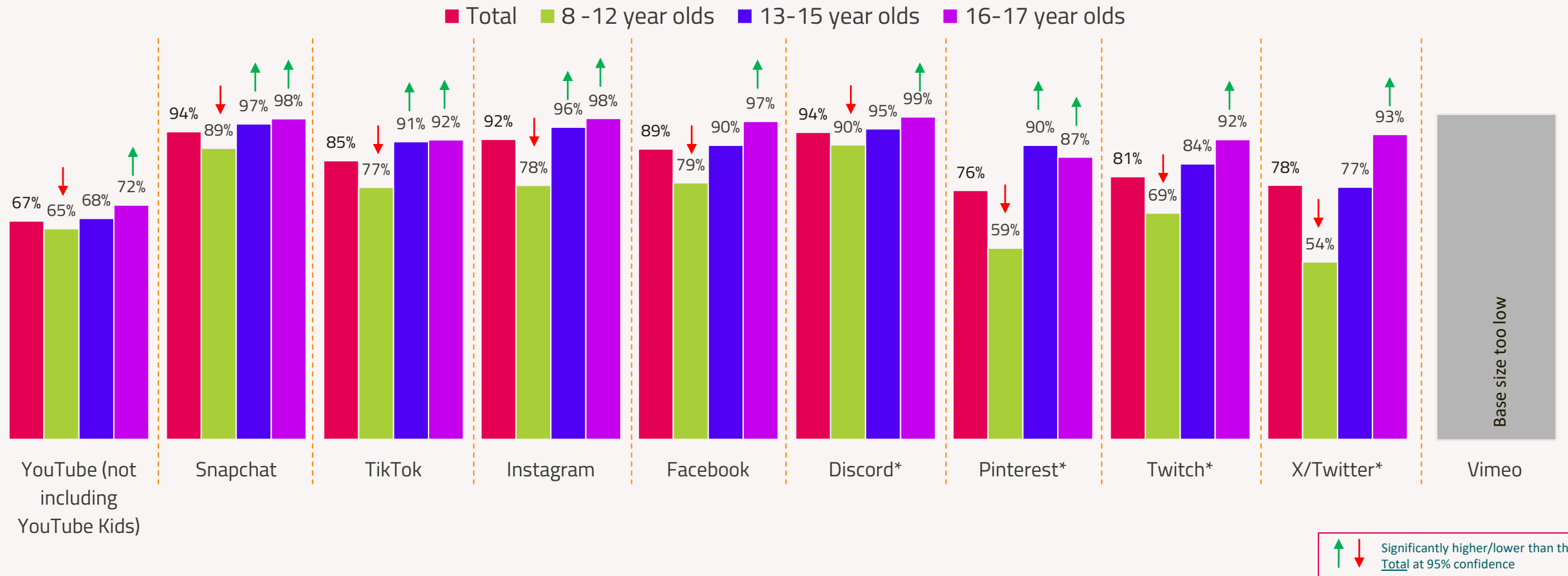
Base: All respondents aged 16-17 where user age was calculated, please see Technical Report for more details. Total, (353), YouTube (not including YouTube Kids) (199), Snapchat (258), TikTok (222), Instagram (268), Facebook (138), Discord (83**), Pinterest (66**), X/Twitter (74**) - *Base size <50 – too low to report, **CAUTION - Low base size, figures are indicative only.

App/site usage and profile ownership



Most social media users within each age group have their own profile on one of the apps/sites, with likelihood generally increasing by age

Proportion of **children 8-17** who use each app/site and have their own profile – by age group of child:



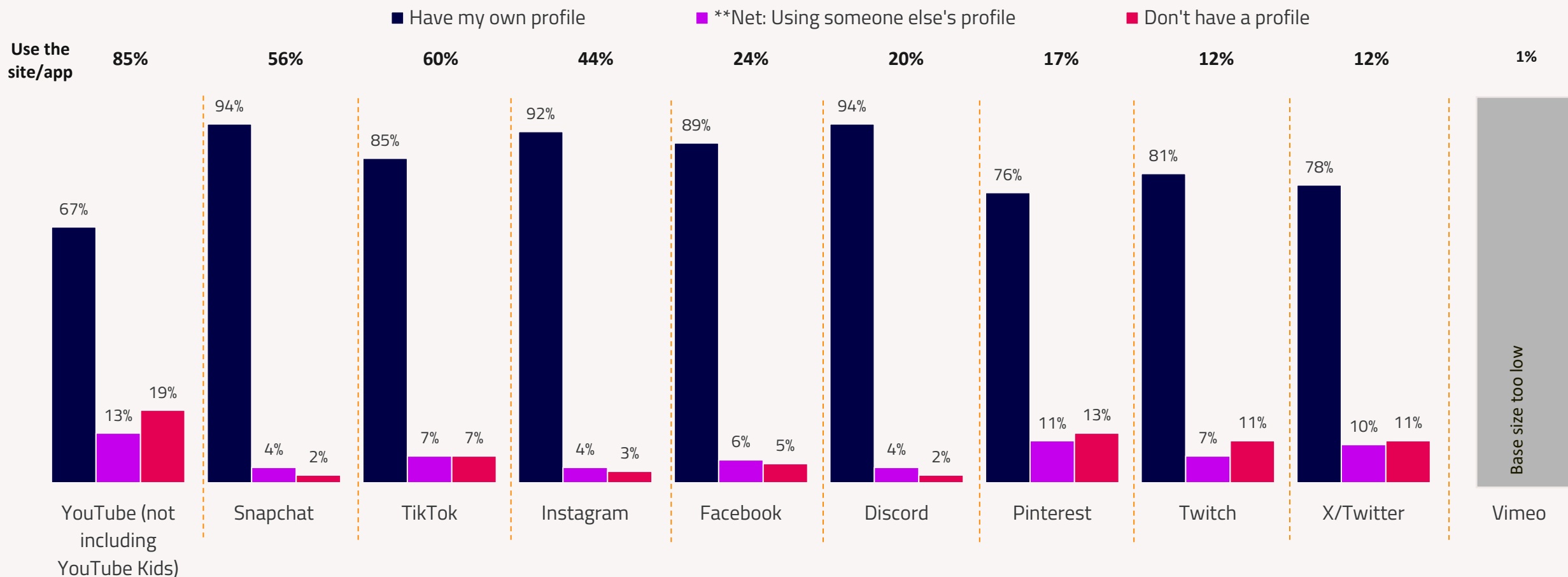
Source: Children's User Age Research 2023

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

Base: All respondents uses : YouTube (not including YouTube Kids) total (1542); 8-12 (790); 13-15 (422); 16-17 (330) ; Snapchat total (1023); 8-12 (381); 13-15 (339); 16-17 (303); TikTok total (1096); 8-12(454); 13-15 (360); 16-17 (282); Instagram total (809); 8-12 (207); 13-15 (288); 16-17 (314); Facebook total (437); 8-12 (137); 13-15 (142); 16-17 (158); Discord total (362); 8-12 (144); 13-15 (126); 16-17 (92*); Pinterest total (317); 8-12 (123); 13-15 (104); 16-17 (90*); Twitch total (218); 8-12 (85*); 13-15 (71*); 16-17 (62*); X/Twitter total (220); 8-12 (57*); 13-15 (71*); 16-17 (92*); *CAUTION - Low base size, figures are indicative only

The majority of children aged 8-17 who use social media say they have their own profile; a minority use someone else's

Proportion of 8–17-year-olds who use each app/site and types of profiles users have on these apps/sites:



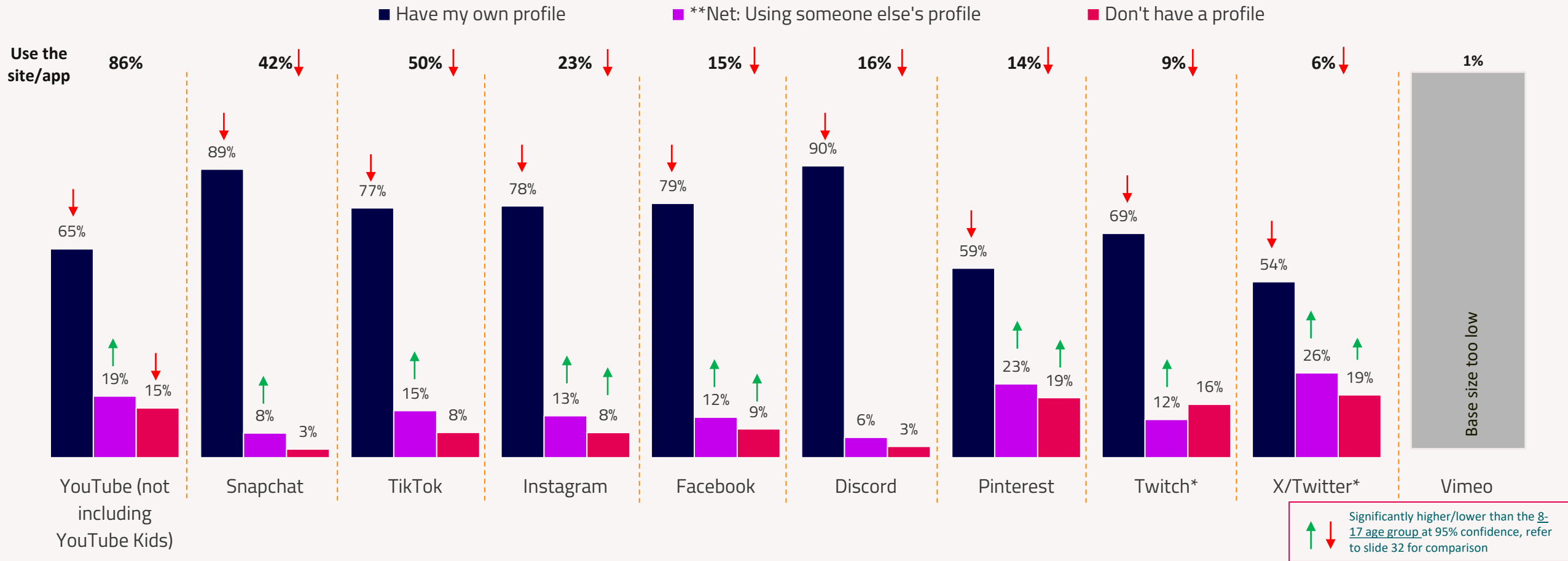
Source: Children's User Age Research 2023

Q1. Which of the following apps and sites do you use? Base: All respondents (1806).

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 site/app: YouTube (not including YouTube Kids) (1542); Snapchat (1023); TikTok (1096) Instagram (809); Facebook (437); Discord (362); Pinterest (317); Twitch (218), X/Twitter (220). **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 8-12s who use social media say they have their own profiles, particularly on Snapchat and Discord

Proportion of 8–12-year-olds who use each app/site and types of profiles users have on these apps/sites:



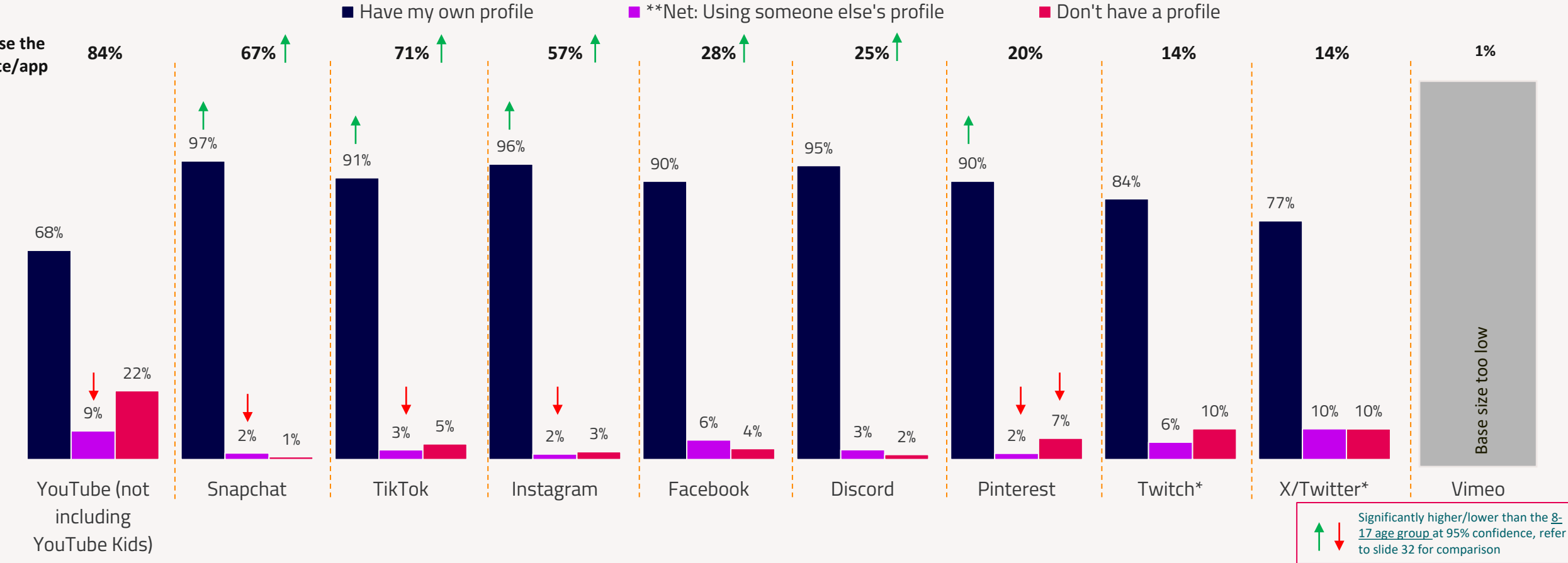
Source: Children’s User Age Research 2023

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

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: YouTube (not including YouTube Kids) Total (1542); 8-12 (790); Snapchat Total (1023); 8-12 (381); TikTok (1096); 8-12(454); Instagram Total (809); 8-12 (207); Facebook Total (437);8-12 (137); Discord Total (362); 8-12 (144); Pinterest Total (317); 8-12 (123); Twitch Total (218) 8-12 (85*); X/Twitter Total (220); 8-12 (57*) * CAUTION – Low base size, figures are indicative only. **Net: Using someone else’s profile. ‘Don’t know’ is not included hence does not add to 100% for some platforms.

The majority of children aged 13-15s who use social media have their own profiles; a small minority said they use someone else's

Proportion of 13–15-year-olds who use each app/site and types of profiles users have on these apps/sites:



Source: Children's User Age Research 2023

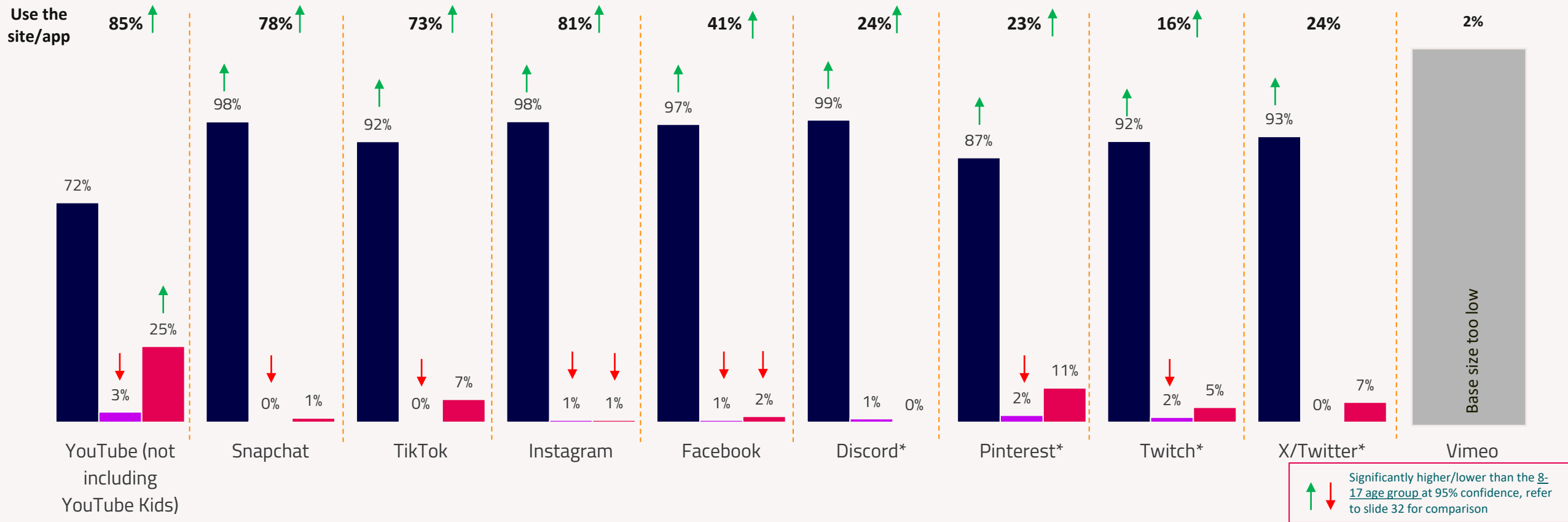
Q1. Which of the following apps and sites do you use? Base: All respondents (1806); 13-15 (503)

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 :YouTube (not including YouTube Kids) Total (1542); 13-15 (422); Snapchat Total (1023); 13-15 (339); TikTok Total (1096); 13-15 (360); Instagram Total (809); 13-15 (288); Facebook Total (437); Facebook 13-15 (142); Discord Total (362); 13-15 (126); Pinterest Total (317); 13-15 (104); Twitch Total (218) 13-15 (71*); X/Twitter Total (220); 13-15 (71*) * 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.

16-17s who use social media are more likely to have their own profile compared to the average, as profile ownership within this group is close to universal on most of the apps/sites

Proportion of **16–17-year-olds** who use each app/site and **types of profiles users have** on these apps/sites:

■ Have my own profile ■ **Net: Using someone else's profile ■ Don't have a profile

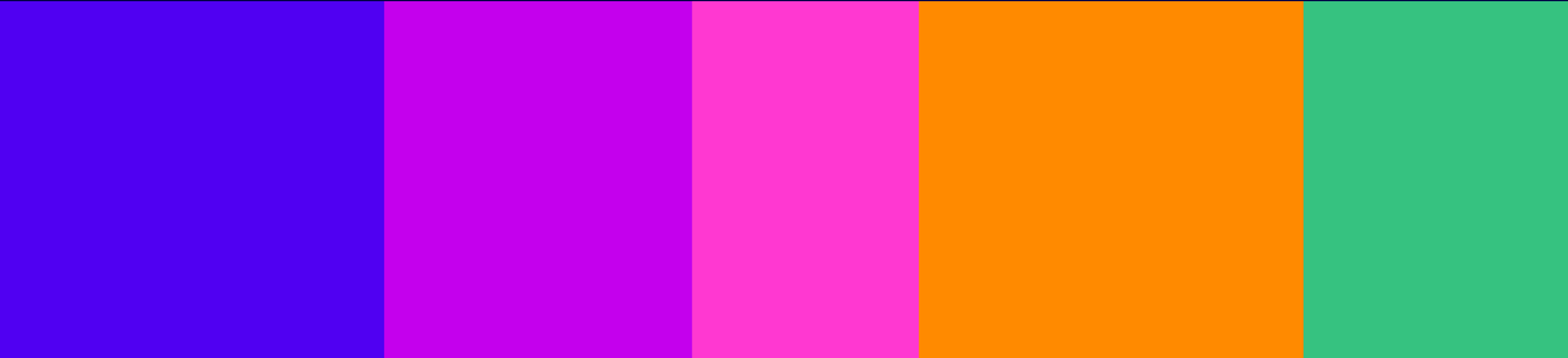


Source: Children’s User Age Research 2023

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

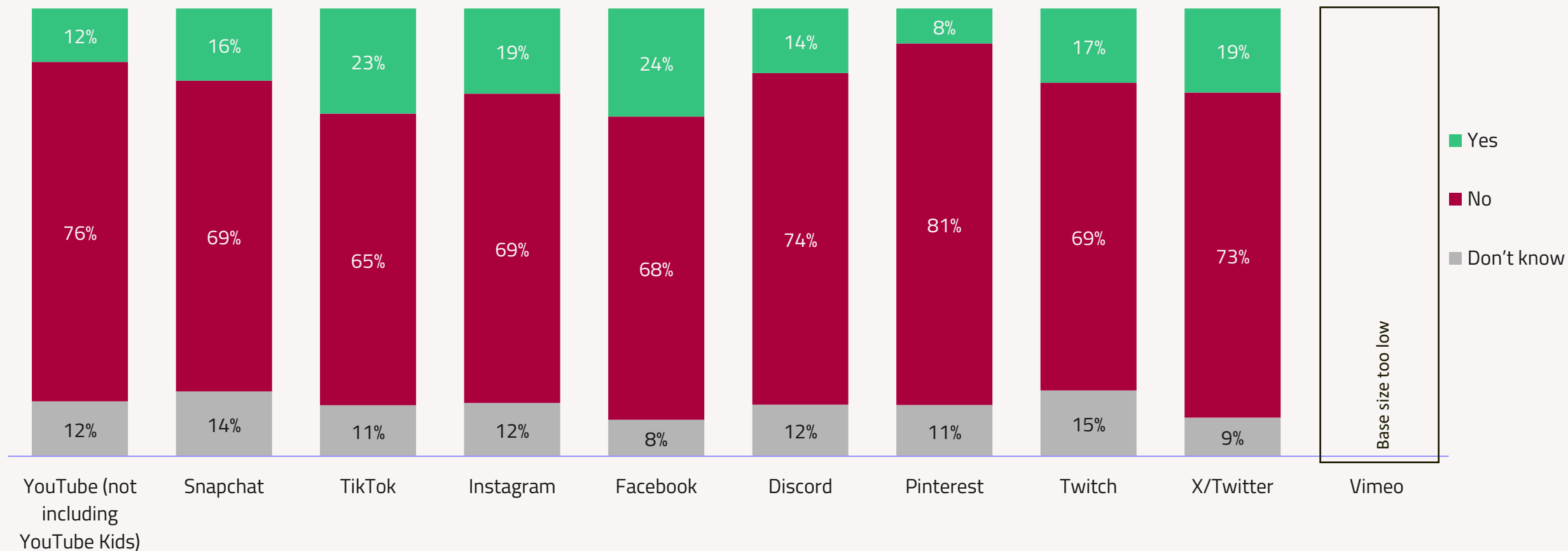
Q2. Do you have your own profile on these or do you use a profile that belongs to someone else? Base: All respondents uses at least one site/app : YouTube (not including YouTube Kids) Total (1542); 16-17 (330); Snapchat Total (1023); 16-17 (303); TikTok Total (1096) 16-17 (282); Instagram Total (809); 16-17 (314); Facebook Total (437); 16-17 (158); Discord Total (362);16-17 (92*); Pinterest Total (317); 16-17 (90*); Twitch Total (218) 16-17 (62*); X/Twitter Total (220); 16-17 (92*) * 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.

Changing the date of birth after setting up a profile



Most 8-17s with a social media profile said they have kept their date of birth the same since setting it up. Among those who changed it, it was most likely to be on Facebook or TikTok

If 8- to 17-year-olds changed date of birth since set up - breakdown by app/site:



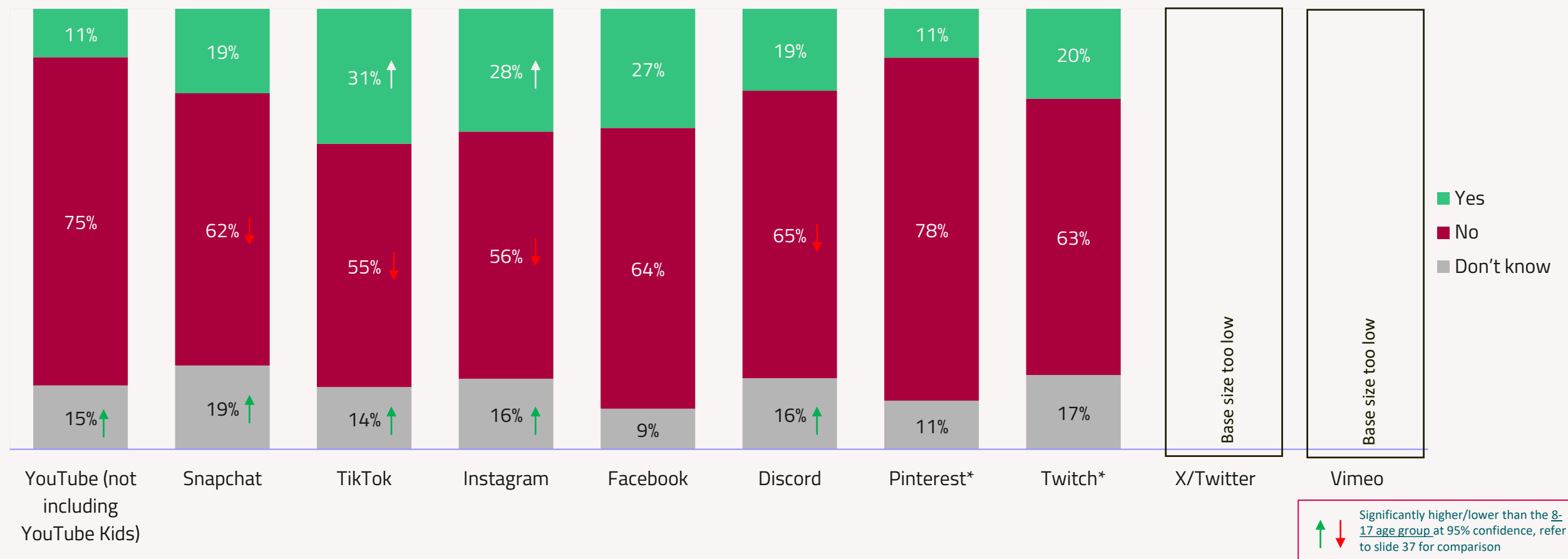
Source: Children's User Age Research 2023

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

Base: All respondents who have their own profile: YouTube (not including YouTube Kids) (1033); Snapchat (966); TikTok (939); Instagram (746); Facebook (390); Discord (341); Pinterest (244); Twitch (176); X/Twitter (172). Some bars do not add up to 100% due to rounding.

Although 8-12s with a social media profile were less likely to change the date of birth compared to the average for the majority of apps/sites, they were more likely to have done so on TikTok and Instagram

If 8- to 12-year-olds changed date of birth since set up - breakdown by app/site:



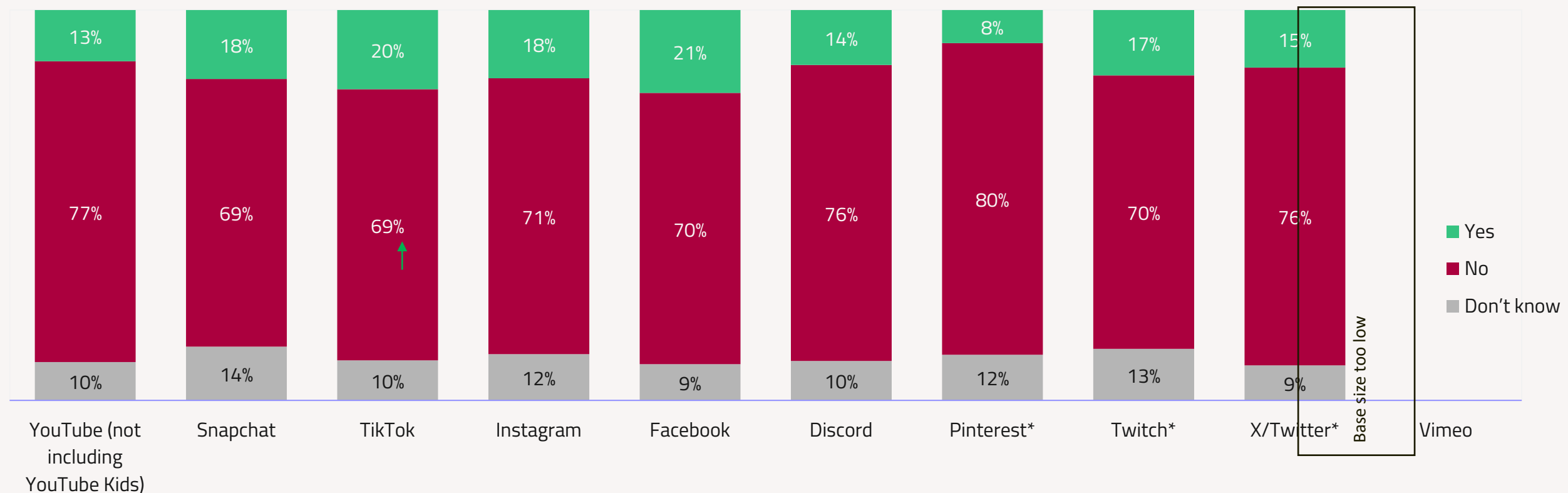
Source: Children's User Age Research 2023

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

Base: All respondents who have their own profile: YouTube (not including YouTube Kids) Total (1033); 8-12 (511); Snapchat Total (966); 8-12 (340); TikTok (939); 8-12(351); Instagram Total (746); 8-12 (161); Facebook Total (390);8-12 (108); Discord Total (341); 8-12 (130); Pinterest Total (244); 8-12 (72*); Twitch Total (176) 8-12 (59*) *CAUTION - Low base size, figures are indicative only. Some bars do not add up to 100% due to rounding.

The majority of 13-15s with a social media profile said they had kept their date of birth the same after joining each app/site

If 13- to 15-year-olds changed date of birth since set up - breakdown by app/site:



↑ ↓ Significantly higher/lower than the 8-17 age group at 95% confidence, refer to slide 37 for comparison

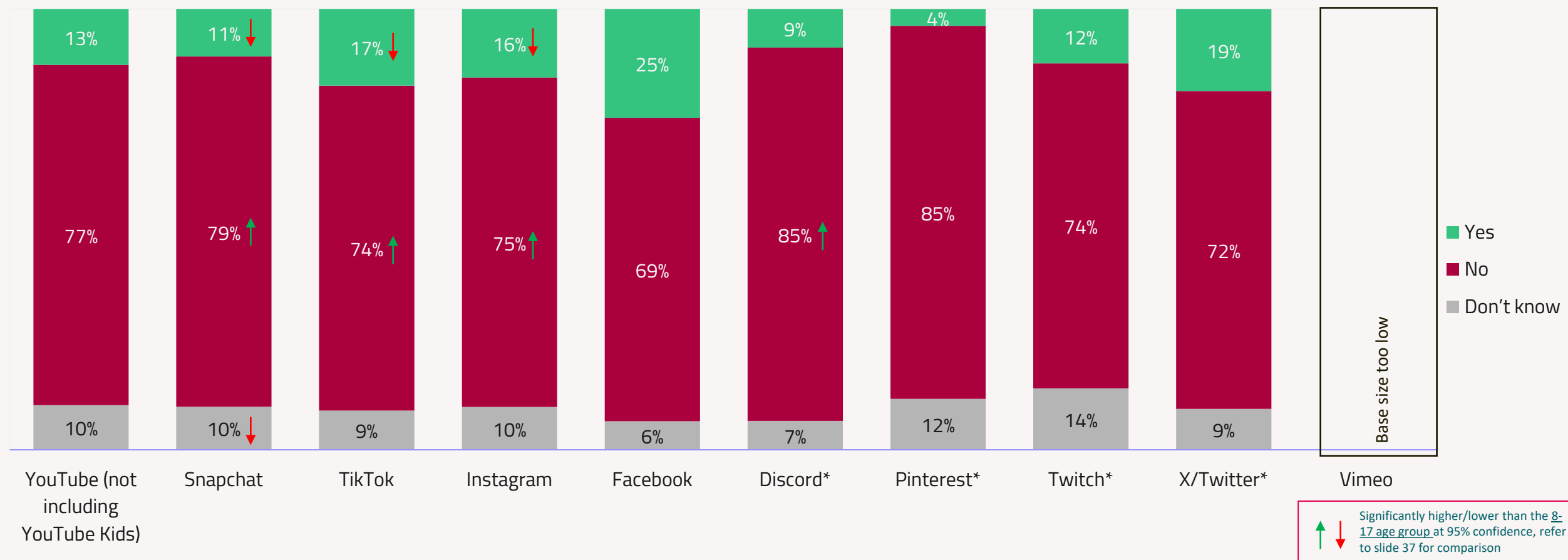
Source: Children's User Age Research 2023

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

Base: All respondents who have their own profile: YouTube (not including YouTube Kids) Total (1033); 13-15 (285); Snapchat Total (966); 13-15 (328); TikTok Total (939); 13-15 (329); Instagram Total (746); 13-15 (276); Facebook Total (390); Facebook 13-15 (128); Discord Total (341); Discord 13-15 (120); Pinterest Total (244); 13-15 (94*); Twitch Total (176) 13-15 (60*); X/Twitter Total (172); 13-15 (55*) *CAUTION - Low base size, figures are indicative only. Some bars do not add up to 100% due to rounding.

Around three in four 16-17s with a social media profile have kept their date of birth the same since set up on most apps/sites

If 16- to 17-year-olds changed date of birth since set up - breakdown by app/site:

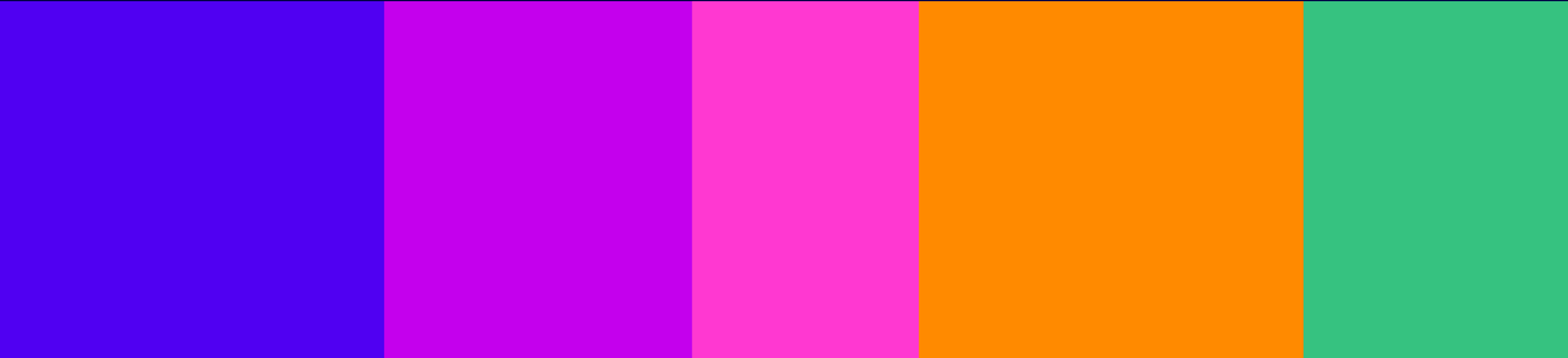


Source: Children's User Age Research 2023

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

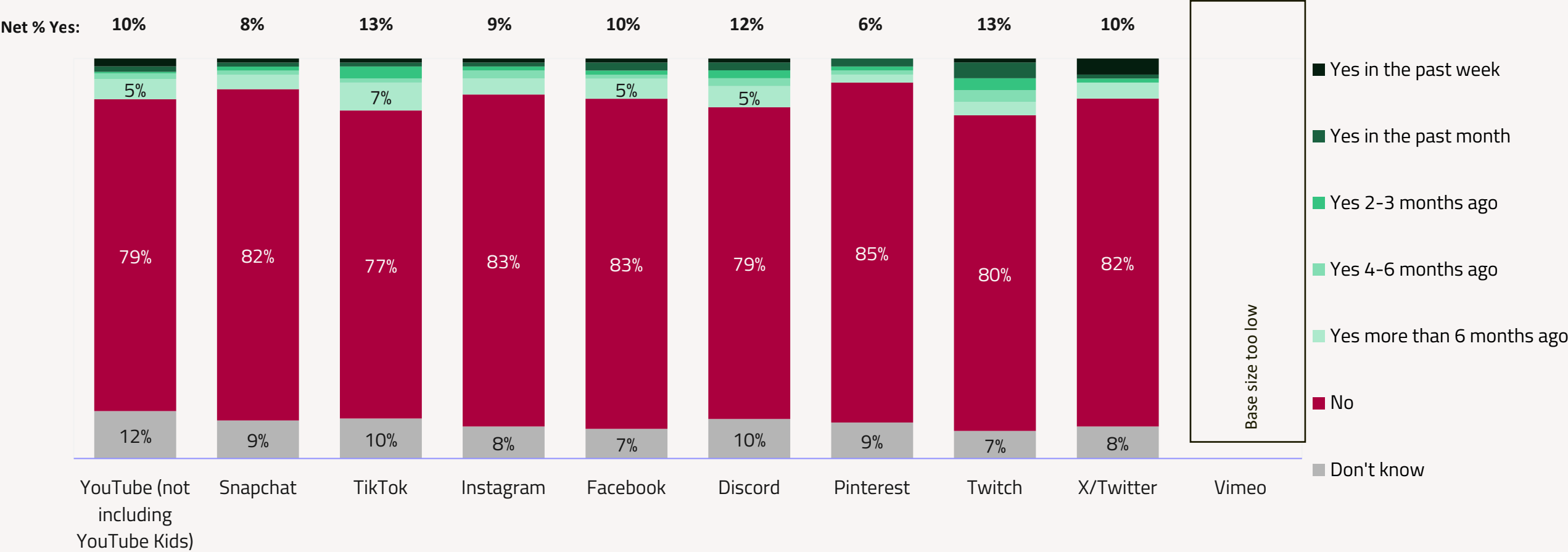
Base: All respondents who have their own profile: YouTube (not including YouTube Kids) Total (1033); 16-17 (237); Snapchat Total (966); 16-17 (298); TikTok Total (939); 16-17 (259); Instagram Total (746); 16-17 (309); Facebook Total (390); 16-17 (154); Discord Total (341); 16-17 (91*); Pinterest Total (244); 16-17 (78*); Twitch Total (176) 16-17 (57*); X/Twitter Total (172); 16-17 (86*) *CAUTION - Low base size, figures are indicative only. Some bars do not add up to 100% due to rounding.

Proving date of birth



The majority of children with a social media profile said they had never been requested to prove their age on any of the apps/sites; a minority said they were asked to prove their date of birth

If 8- to 17-year-olds were asked to prove date of birth – by app/site:



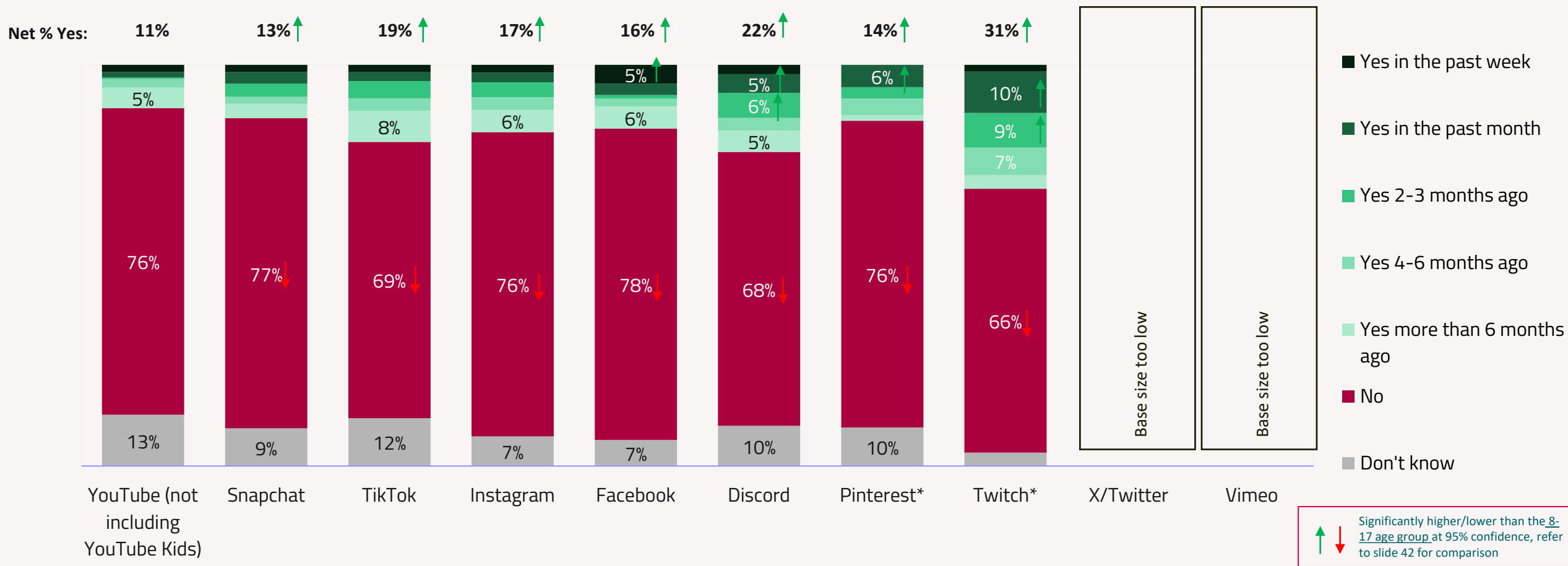
Source: Children’s User Age Research 2023

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

Base: All respondents who have their own profile: YouTube (not including YouTube Kids) (1033); Snapchat (966); TikTok (939); Instagram (746); Facebook (390); Discord (341); Pinterest (244); Twitch (176); X/Twitter (172). Some bars do not add up to 100% due to rounding and any %’s less than 5% on the chart have been hidden on this slide.

8-12's were more likely than 8-17's to have been asked to prove their date of birth across all platforms listed below apart from YouTube (not including YouTube Kids)

If 8- to 12-year-olds were asked to prove date of birth – by app/site:



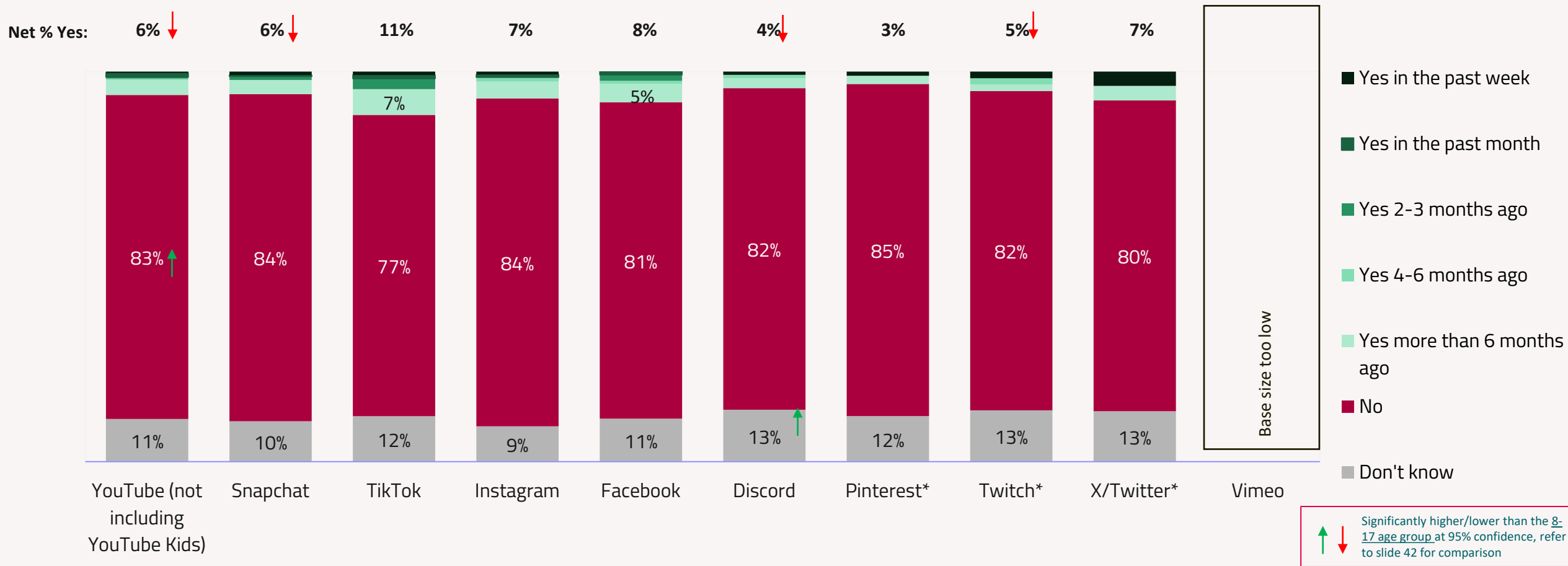
Source: Children's User Age Research 2023

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

Base: All respondents who have their own profile: Base: All respondents who have their own profile: YouTube (not including YouTube Kids) Total (1033); 8-12 (511); Snapchat Total (966); 8-12 (340); TikTok Total (939); 8-12(351); Instagram Total (746); 8-12 (161); Facebook Total (390);8-12 (108); Discord Total (341); 8-12 (130); Pinterest Total (244); 8-12 (72*); Twitch Total (176) 8-12 (59*) *CAUTION - Low base size, figures are indicative only. Some bars do not add up to 100% due to rounding and any %'s less than 5% on the chart have been hidden on this slide.

Among 13-15s with a social media profile, a higher percentage of children were likely to say TikTok had asked for them to prove their date of birth compared to other apps/sites

If 13- to 15-year-olds were asked to prove date of birth - by app/site:



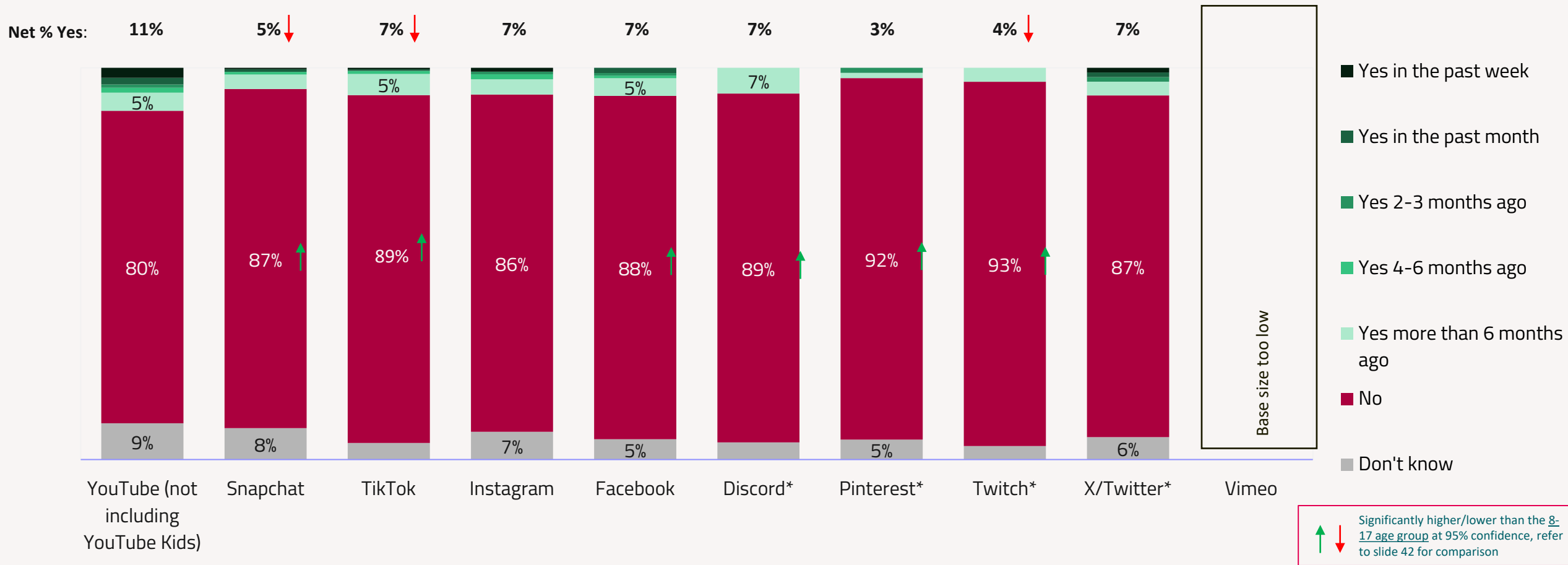
Source: Children's User Age Research 2023

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

Base: Weighted: All respondents who have their own profile :YouTube (not including YouTube Kids) Total (1033); 13-15 (285); Snapchat Total (966); 13-15 (328); TikTok Total (939); 13-15 (329); Instagram Total (746); 13-15 (276); Facebook Total (390); Facebook 13-15 (128); Discord Total (341); Discord 13-15 (120); Pinterest Total (244); 13-15 (94*); Twitch Total (176) 13-15 (60*); X/Twitter Total (172); 13-15 (55*) *CAUTION - Low base size, figures are indicative only. Some bars do not add up to 100% due to rounding and any %'s less than 5% on the chart have been hidden on this slide.

Nearly nine in ten 16-17-year-olds with a social media profile have never been asked to prove their date of birth on most apps/sites; age assurance was the lowest of all the age groups

If 16- to 17-year-olds were asked to prove date of birth - by app/site:



Source: Children's User Age Research 2023

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

Base: All respondents who have their own profile : YouTube (not including YouTube Kids) Total (1033); 16-17 (237); Snapchat Total (966); 16-17 (298); TikTok Total (939); 16-17 (259); Instagram Total (746); 16-17 (309); Facebook Total (390); 16-17 (154); Discord Total (341); 16-17 (91*); Pinterest Total (244); 16-17 (78*); Twitch Total (176) 16-17 (57*); X/Twitter Total (172); 16-17 (86*) *CAUTION - Low base size, figures are indicative only. Some bars do not add up to 100% due to rounding and any %'s less than 5% on the chart have been hidden on this slide.

Amongst 8-17s with a social media profile that were asked to prove their date of birth, around a third of them said they got help from someone else

How 8- to 17-year-olds proved their date of birth – breakdown by platform:

	YouTube (not including YouTube Kids)*	Snapchat*	Instagram*	TikTok
My parents/guardian proved my date of birth for me	24%	20%	24%	24%
I sent a photo of myself with my passport/other form of identification	6%	4%	12%	7%
I started a new profile on the same platform	11%	24%	16%	17%
I sent a photo of myself and an adult holding a note with my date of birth	2%	2%	5%	7%
I sent a photo of myself	1%	9%	11%	5%
Someone else proved my date of birth for me	3%	13%	6%	12%
I sent my bank account information	3%	3%	-	2%
I didn't prove my date of birth	35%	18%	16%	25%
Net: Someone else/parents proved the DOB	27%	33%	30%	35%
Net: Children proved the DOB	10%	11%	20%	19%

NB: X/Twitter, Discord, Pinterest, Twitch, and Vimeo's base size are too small to report on n<50

Source: Children's User Age Research 2023

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

Base: Weighted: All respondents who have their own profile and have been asked to prove their date of birth: YouTube (not including YouTube Kids) Total (98*); Snapchat Total (80*); TikTok Total (122); Instagram Total (67*); *CAUTION - Low base size, figures are indicative only

Two-fifths of children aged 8-12 with a social media profile said they received help from someone else to prove their date of birth on both TikTok and YouTube

How **8- to 12-year-olds** proved their age date of birth – breakdown by platform:

	YouTube (not including YouTube Kids)*	TikTok
My parents/guardian proved my date of birth for me	36% ↑	24%
I sent a photo of myself with my passport/other form of identification	5%	2% ↓
I started a new profile on the same platform	11%	21%
I sent a photo of myself and an adult holding a note with my date of birth	4%	8%
I sent a photo of myself	2%	5%
Someone else proved my date of birth for me	4%	15%
I sent my bank account information	4%	2%
I didn't prove my date of birth	22% ↓	21%
Net: Someone else/parents proved the DOB	40%	39%
Net: Children proved the DOB	11% ↑	14%

** 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 and all platforms for 13-15 and 16-17-year-olds.

↑ ↓ Significantly higher/lower than the 8-17 age group at 95% confidence, refer to slide 46 for comparison

Source: Children's User Age Research 2023

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

Base: All respondents who have their own profile and are being asked to prove their DOB: YouTube (not including YouTube Kids) Total (98*); 8-12 (55*); TikTok Total (122); 8-12 (67*) *CAUTION - Low base size, figures are indicative only