



VSP Tracker Wave 5 and 6 Chart pack

Produced by YouGov

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Ofcom Foreword

Ofcom's responsibilities

Since the 1st of November 2020, Ofcom has had duties to regulate UK-established Video Sharing Platforms (VSPs). Providers must have in place appropriate measures to protect the general public from videos containing certain types of criminal content (e.g. terrorism-related material) and videos containing material likely to incite violence or hatred.

In addition to supporting Ofcom's duties in relation to VSPs, our tracking of VSPs supports Ofcom's preparation for implementing the Online Safety Act which came into effect in October 2023, with Ofcom's role being to make sure online services, like sites and apps, identify, mitigate and manage risks to their users.

In January 2024, we published our [VSP Strategy Refresh report](#) which highlights 6 areas of focus: 1) there are clear user policies in place that are easy to find and understand, 2) terrorist videos or videos that incite hatred and/or violence are taken down quickly, 3) child abusers are prevented from sharing and/or watching child sexual abuse videos, 4) children are prevented from finding and viewing pornographic videos on adult platforms, 5) children are protected from finding and viewing other age-inappropriate videos, and 6) all users can access easy-to-use and effective tools to report content or submit complaints. The overall goal across these areas are for services to ensure their users are protected from harmful content.

This programme of research further develops our understanding of users' experiences of using VSPs and the safety measures and tools available on these VSPs, thereby addressing some of the priority areas listed above. The findings are self-reported by research participants and should not be considered a reflection of any policy position that Ofcom may adopt within our role as the online safety regulator.

Background, Scope and Objectives

Understanding video-sharing platforms (VSPs)

The core objective of this quantitative study is to understand and track VSP users' awareness, perceptions and claimed experiences of the safety measures and tools available on VSPs, within the broader context of their usage of VSPs.

This piece of quantitative research specifically focused on awareness and usage of safety features on the following 22 VSPs: **YouTube, Instagram, TikTok, Facebook, Snapchat, Twitch, Vimeo, Fruitlab, Bitchute***, **OnlyFans, Recast, Xpanded.com, Fanzworld, Admire.me, Onevsp (formerly Brand New Tube), Thomas Cook, Sponsor Hub, GatorJax****, **MintStars, Fansify, SoSpoilt, Sesire.**

The research covers:

1. Usage of VSPs
2. Experience of potentially harmful content on those VSPs, including likelihood to come across this content in the future, how protected users feel when using these sites/apps and reasons why users feel protected when using these sites/apps;
3. Awareness and recall of safety measures, including reasons for lack of awareness amongst those who are not aware of these measures;
4. Usage of safety measures such as reporting/flagging mechanisms and whether users would use them again (or not);
5. Parental attitudes towards protection from harmful content and accessibility of reporting measures for children on VSPs;
6. Awareness and usage of VSP complaints systems and whether users would use these again (or not);
7. Awareness of, and experiences with VSP terms and conditions (T&Cs)

The information included in this report represents the views of the sample interviewed rather than Ofcom's own views.

*BitChute is no longer a notified VSP; however, they were on Ofcom's notified list during the fieldwork period for this wave and have therefore been included in this chart pack.

**GatorJax have now changed their name to bluebear.club but as this name change took place after fieldwork was completed, we have referred to them as GatorJax throughout this chart pack.

Methodology

Sample

- A total of 1,155 interviews were conducted in Wave 6 (vs. 1,271 for Wave 5). The sample was nationally representative of internet users aged **13-84**, with quotas set on gender, age, socio-economic group and region.
- An additional boost was applied to ensure minimum base size of 100 per VSP, sufficient for robust analysis.
- Boosts applied to the following VSPs in Wave 6: BitChute, OnlyFans, Fruitlab, Recast, Xpanded.com, Fanzworld, AdmireMe, Onevsp (formerly Brand New Tube), Sponsor Hub, GatorJax, MintStars, Fansify, SoSpoilt, Sesire.
- The list of VSPs has changed since Wave 5**.
- Some VSPs were only shown to respondents aged 18+ only***

Data collection

- Online survey interviews conducted amongst YouGov's online research panel which comprises 2.5 million active participants across UK.
- Fieldwork for Wave 6 was conducted between 6th August – 15th August 2024. Wave 5 was conducted between 16th February – 25th February 2024.

Data reporting

- Data weighted to be representative of those who go online in the UK based on age, gender, region, social grade.
- Weighting for VSP usage based on the fallout from the nationally representative sample to get a nationally representative view of VSP users (plus boosts).
- Significance testing applied at the 95% confidence level to identify differences between subgroups in Wave 6.
- Significance testing applied at the 99% confidence level to identify differences vs. Wave 5

**Removed from Wave 6: Lemon8, PocketStars & RevealMe.

***This included BitChute, OnlyFans, Onevsp, MintStars, Xpanded.com, Fanzworld, AdmireMe, Fansify, SoSpoilt, Sesire for Wave 6.

Key findings (1)

1

There has been an increase in the proportion of VSP users who claim to have been exposed to potentially harmful content* compared to last wave (from 33% to 41%)

- An increase in the proportion of users who claimed they were exposed to potentially harmful content were seen on the following VSPs: TikTok, Thomas Cook, Facebook, Instagram, Snapchat, YouTube, OnlyFans, BitChute and OneVSP
- The proportion of VSP users who believe they are likely to encounter potentially harmful content in the next 3 months has also increased this wave (from 50% to 57%), as has the proportion of parents who feel children are unprotected from potentially harmful content (from 20% to 31%), both of which may be connected to the increase in claimed exposure

2

Half of VSP users claimed to be aware (unprompted) of safety measures on VSPs this wave, an increase vs. last wave (46%)

- When prompted with a list of safety measures, 'flagging and reporting mechanisms/ buttons' were the safety measure that users were most commonly aware of (60%)

**The relevant survey question reads: 'In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?' – please note this could include actual and perceived harmful content as this is based on respondents' answers to our survey*

Key findings (2)

3

Amongst those aware of flagging and reporting mechanisms on VSPs (from a prompted list of safety measures), use of these has increased to 51% (vs. 42% for Wave 5)

- The proportion of VSP users who said they have used flagging and reporting mechanisms has increased for several VSPs compared to last wave including YouTube, Instagram, Facebook, Twitch, Vimeo, Recast, OnlyFans, OneVSP, MintStars and Sesire
- Similarly to Wave 5, 89% of those who have used a flagging or reporting mechanism said they would be likely to use it again. The most common reasons for this were that they are easy to find (61%) and easy to use (50%)
- However, just under half (47%) of parents think that reporting and flagging mechanisms should be made easier for children to use or access

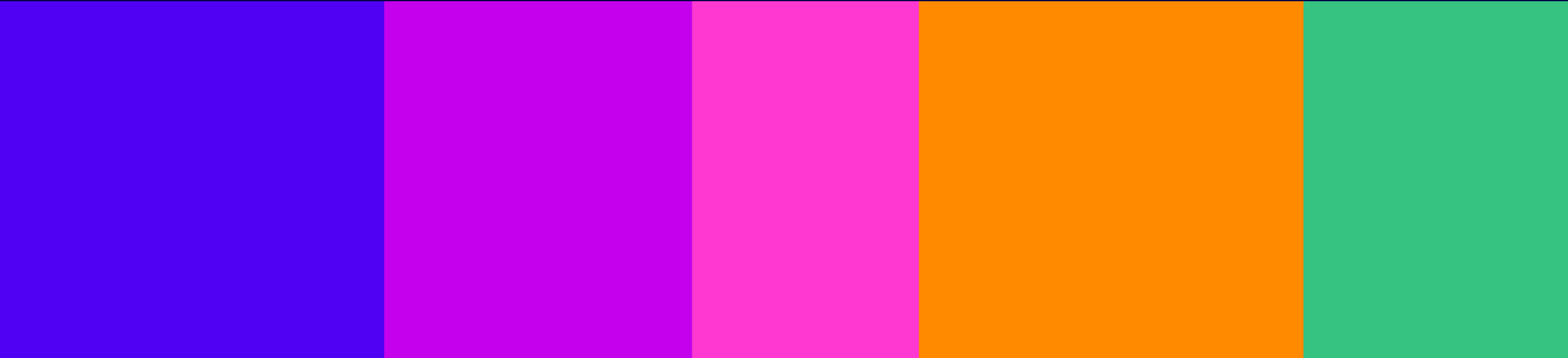
4

There has been an increase in the proportion of users who said they accessed T&Cs when signing up to VSPs compared to last wave (39% vs 43%)

- There was an increase for users of Snapchat, TikTok, Instagram, Facebook, YouTube, Mintstars and Fanzworld who said they had accessed T&Cs compared to Wave 5
- As in Wave 5, the majority of VSP users said they understood the T&Cs (65%) and the most common reasons for accessing and reading these was to help them decide whether they were comfortable signing up to the VSP (55%) or to understand what data will be collected by the VSP (54%) and how it will be used or shared (53%)

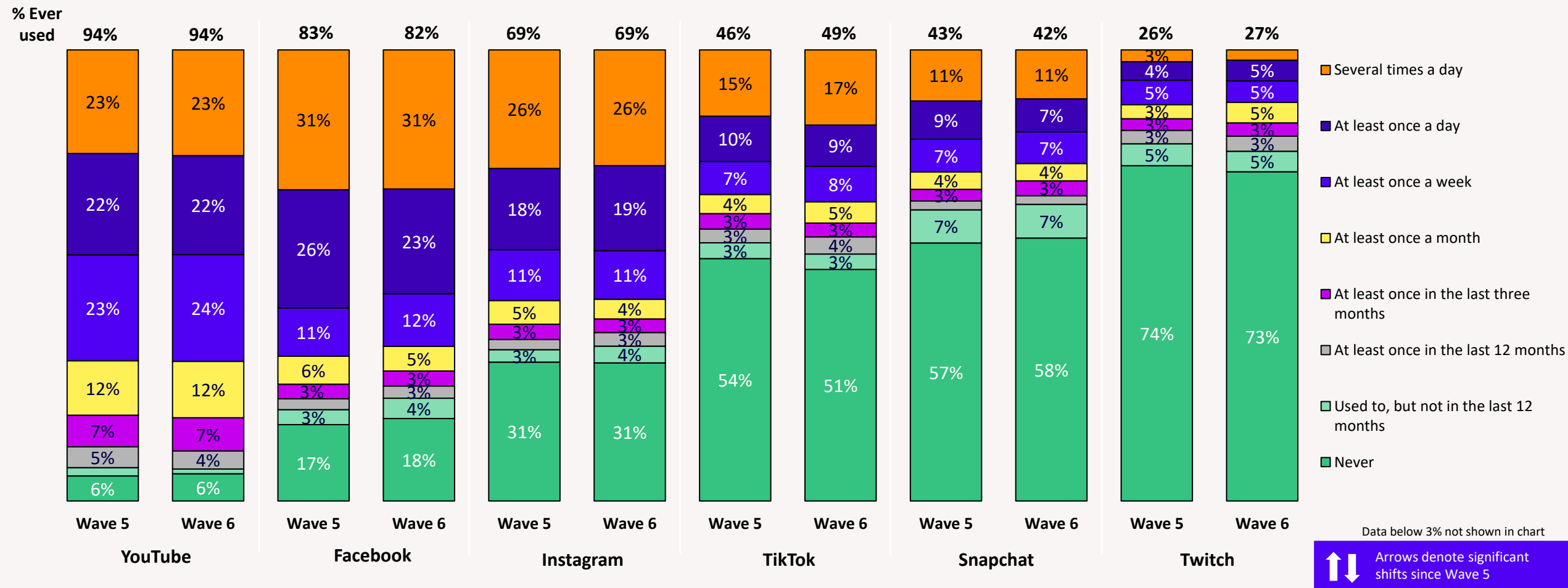
Section 1

Usage of VSPs



Similar to Wave 5, YouTube ranked top as the most commonly used VSP, followed by Facebook and Instagram

Use of VSPs by frequency (Wave 5 vs Wave 6) – pt. 1



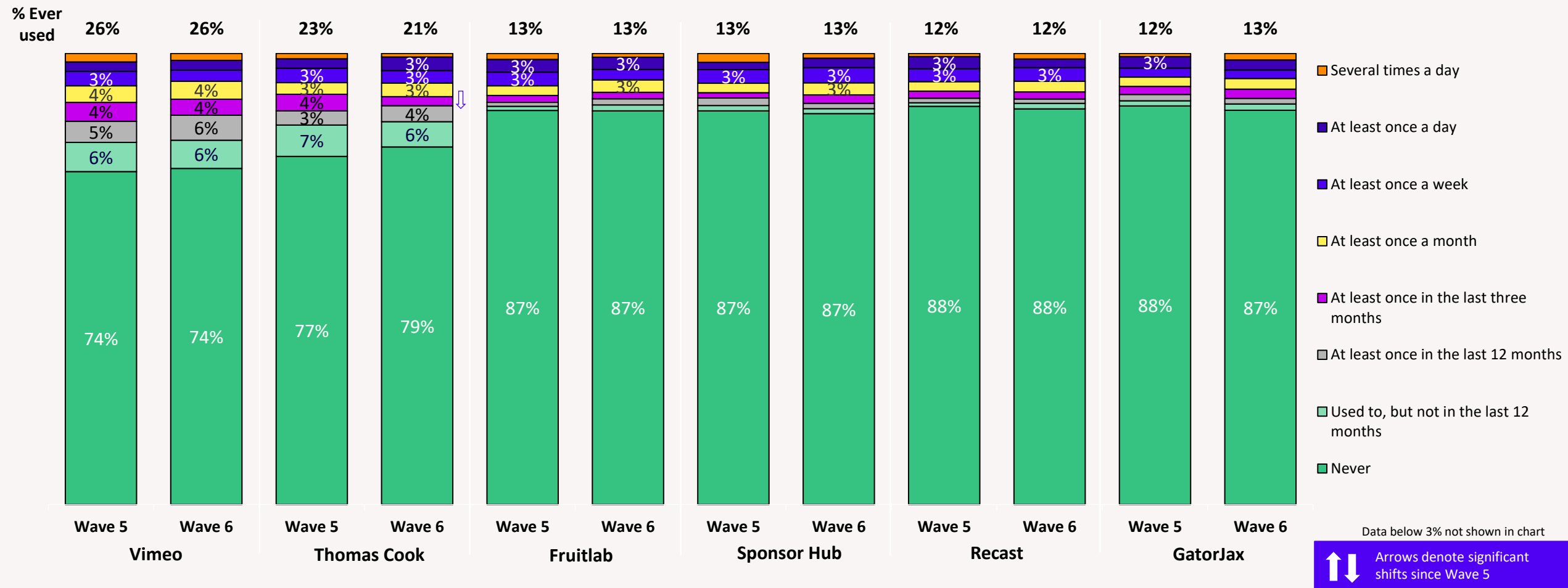
Source: VSP tracker Wave 5 & 6

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents: W5 n=1,271; W6 n=1,155

Vimeo and Thomas Cook remain as the most used VSPs amongst the less-visited VSPs listed on this slide

Use of VSPs by frequency (Wave 5 vs Wave 6) – pt. 2



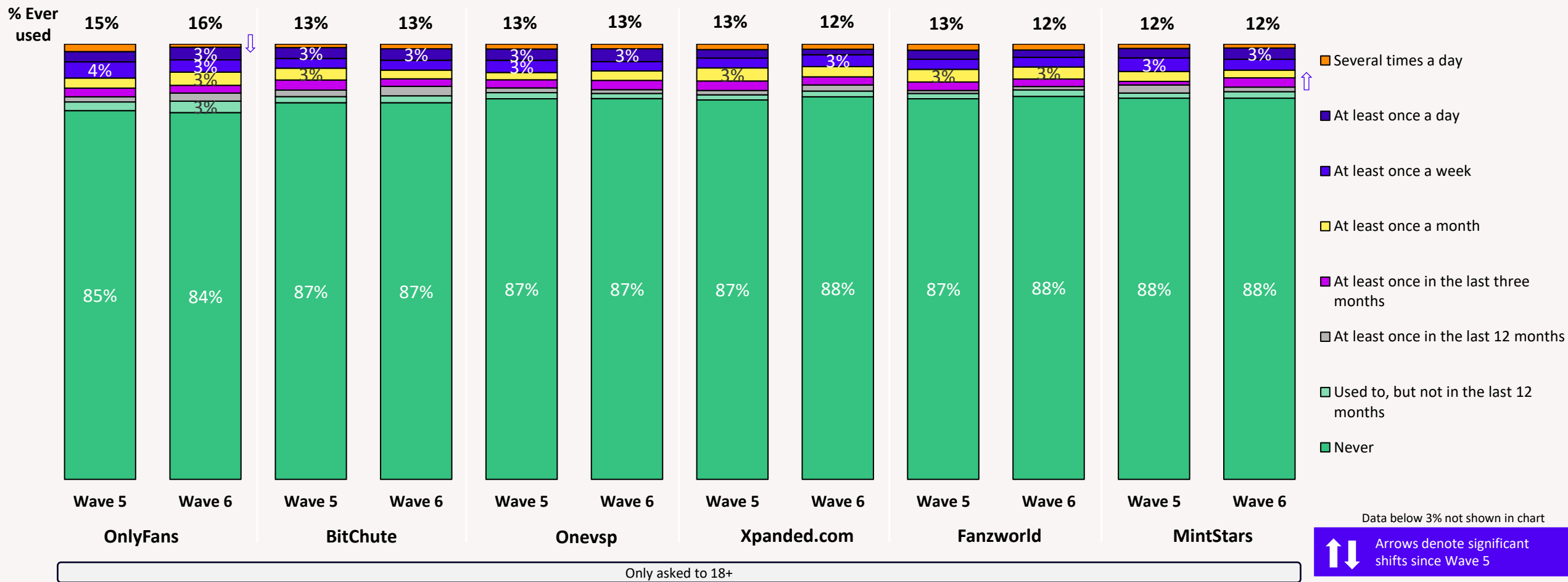
Source: VSP tracker Wave 5 & 6

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents: W5 n=1,271; W6 n=1,155

Usage of 18+ VSPs remains largely stable vs. Wave 5. In line with the previous wave, OnlyFans is the 18+ VSP with the greatest usage, but does see a reduction in the proportion who use it several times a day (2% in Wave 5 vs. 1% in Wave 6)

Use of VSPs by frequency (Wave 5 vs Wave 6) – pt. 3 – VSPs shown to respondents aged 18+



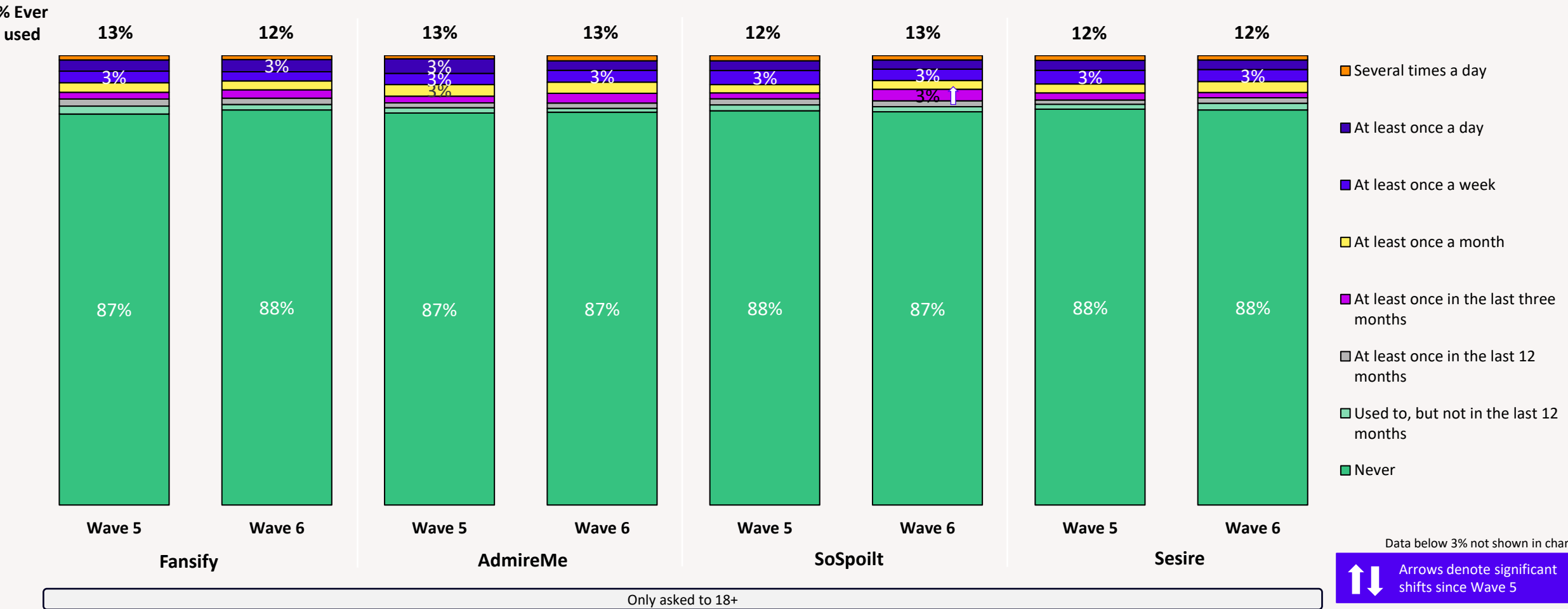
Source: VSP tracker Wave 5 & 6

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents aged 18+: W5 n=1,200; W6 n=1,087

Over one in ten respondents aged 18+ said they had used the new VSPs which were added in Wave 5 of the tracker

Use of VSPs by frequency (Wave 5 vs Wave 6) – pt. 4 – VSPs shown to respondents aged 18+



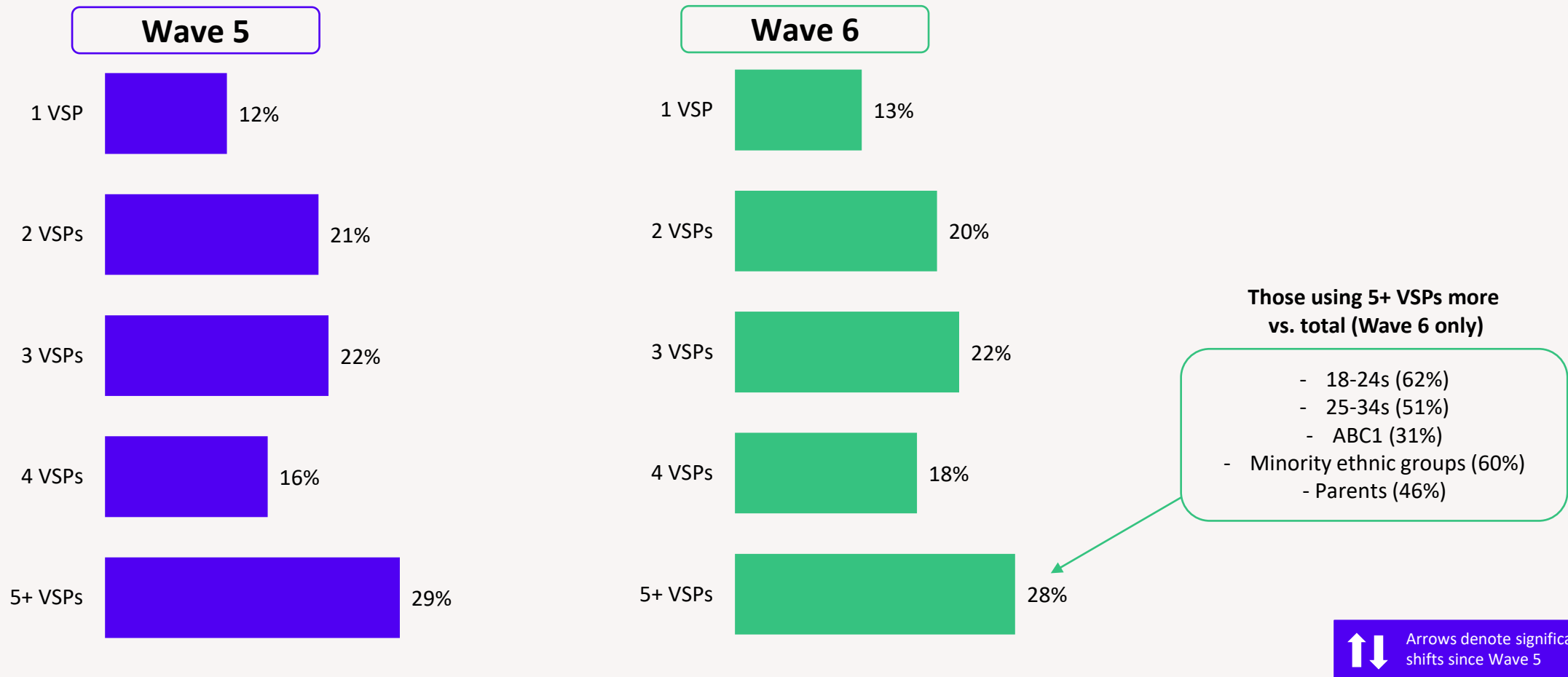
Source: VSP tracker Wave 5 & 6

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents aged 18+: W5 n=1,200; W6 n=1,087

Almost three in ten respondents said they used 5+ VSPs in the last three months. Those aged 18-34, minority ethnic groups, those from ABC1 social grades and parents are more likely to be using 5+ VSPs vs. average

Number of VSPs used in the last 3 months



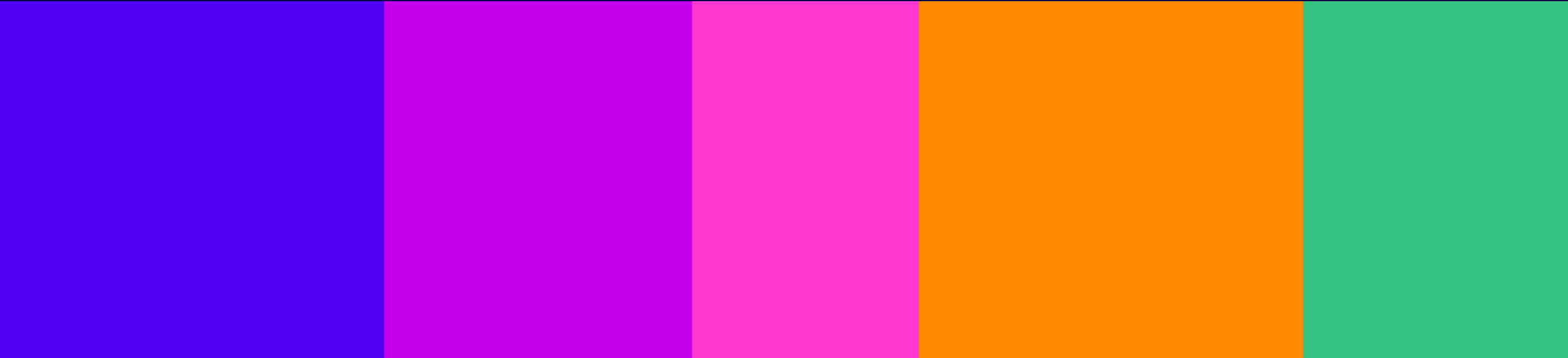
Source: VSP tracker Wave 5 & 6

Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents who used sites/ apps in the past 3 months: W5 n= 1,230, W6 n= 1,114, 18-24 n= 130, 25-34 n=246, ABC1 n=700, minority ethnic groups n=146, parents n=310

Section 2

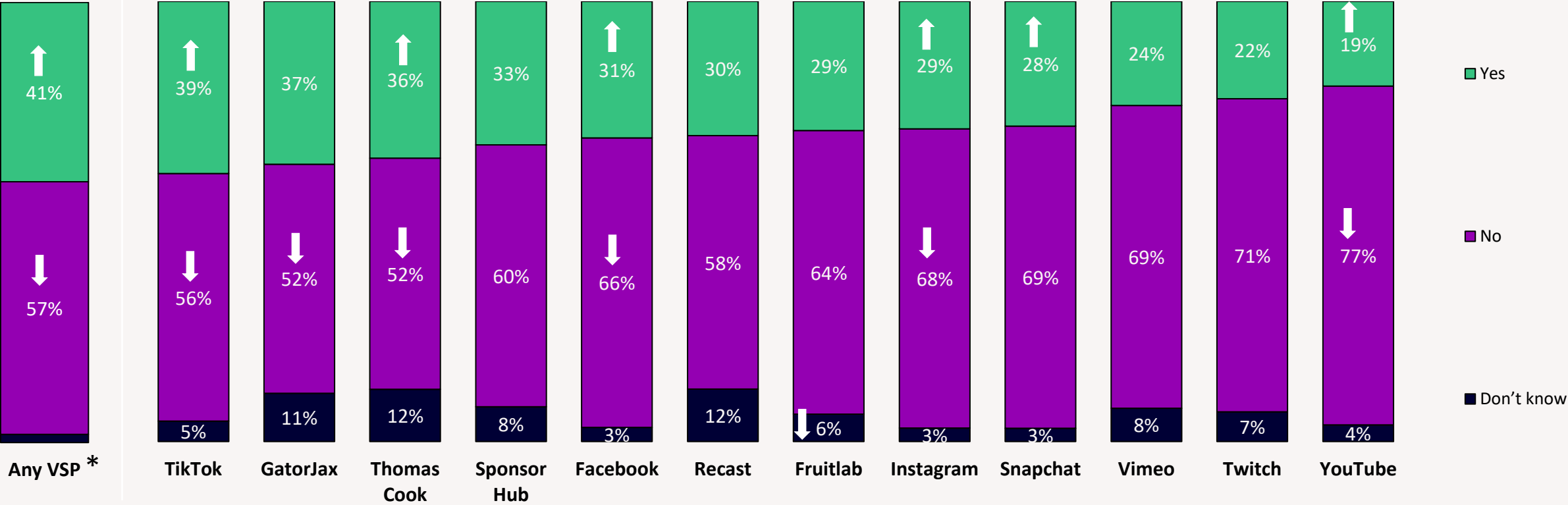
Experience of and expectations around potentially harmful content on VSPs



Two in five said they had been exposed to potentially harmful content in the last three months on any VSP, an increase compared to Wave 5

Exposure to potentially harmful content – pt. 1

In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?



* If a respondent says they have come across potentially harmful content on any VSP, they are classified as 'yes' under 'Any VSP'

↑ ↓ Arrows denote significant shifts since Wave 5

Source: VSP tracker Wave 6

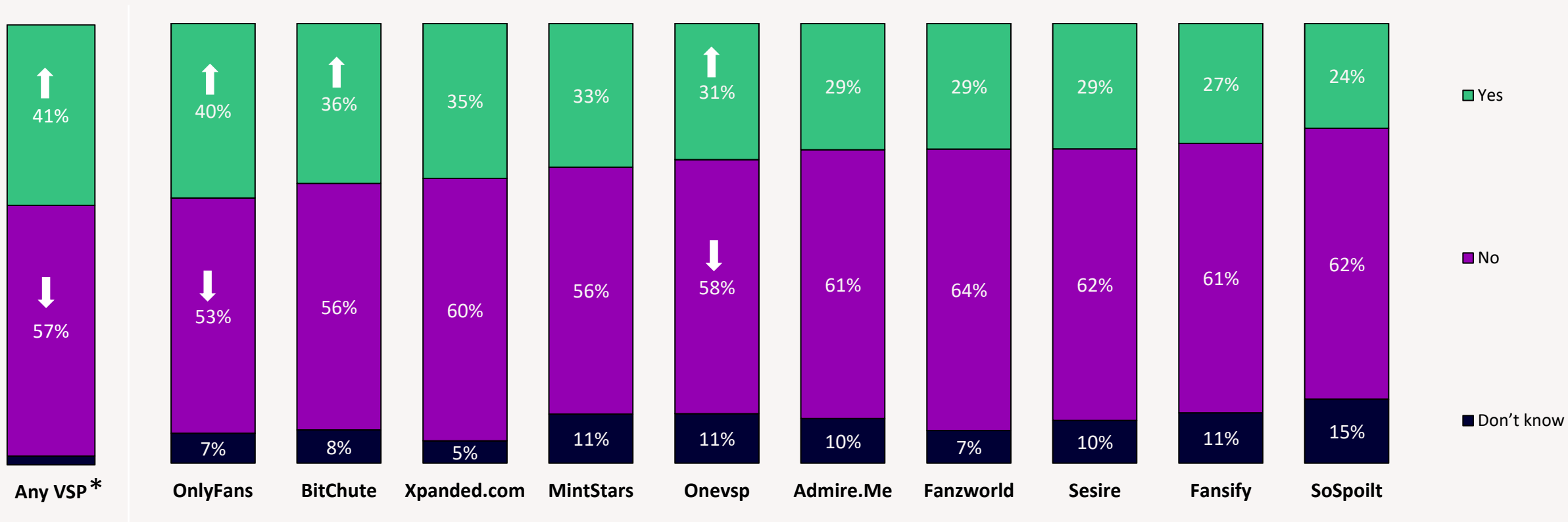
Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All who used sites/app in the past 3 months Any VSP W5 n=1,230, W6 n=1,114; TikTok W5 n=502, W6 n=477; GatorJax: W5 n=116, W6 n=115; Thomas Cook W5 n=162, W6 n=134; Sponsor Hub W5 n=126, W6 n=127; Facebook W5 n=984, W6 n= 858; Recast: W5 n=127, W6 n=116; Fruitlab W5 n=138, W6 n=116; Instagram W5 n= 811, W6 n=723; Snapchat W5 n=422, W6 n=372; Vimeo: W5 n=191, W6 n=157; Twitch W5 n=226, W6 n=218; YouTube: W5 n=1,116 W6 n=1,024

Amongst VSPs that were shown to respondents aged 18+, OnlyFans and BitChute users were most likely to have encountered potentially harmful content on the site/app, seeing an increase vs. Wave 5

Exposure to potentially harmful content - VSPs shown to respondents aged 18+ - pt. 2

In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?



* If a respondent says they have come across potentially harmful content on any VSP, they are classified as 'yes' under 'Any VSP'

↑ ↓ Arrows denote significant shifts since Wave 5

Source: VSP tracker Wave 6

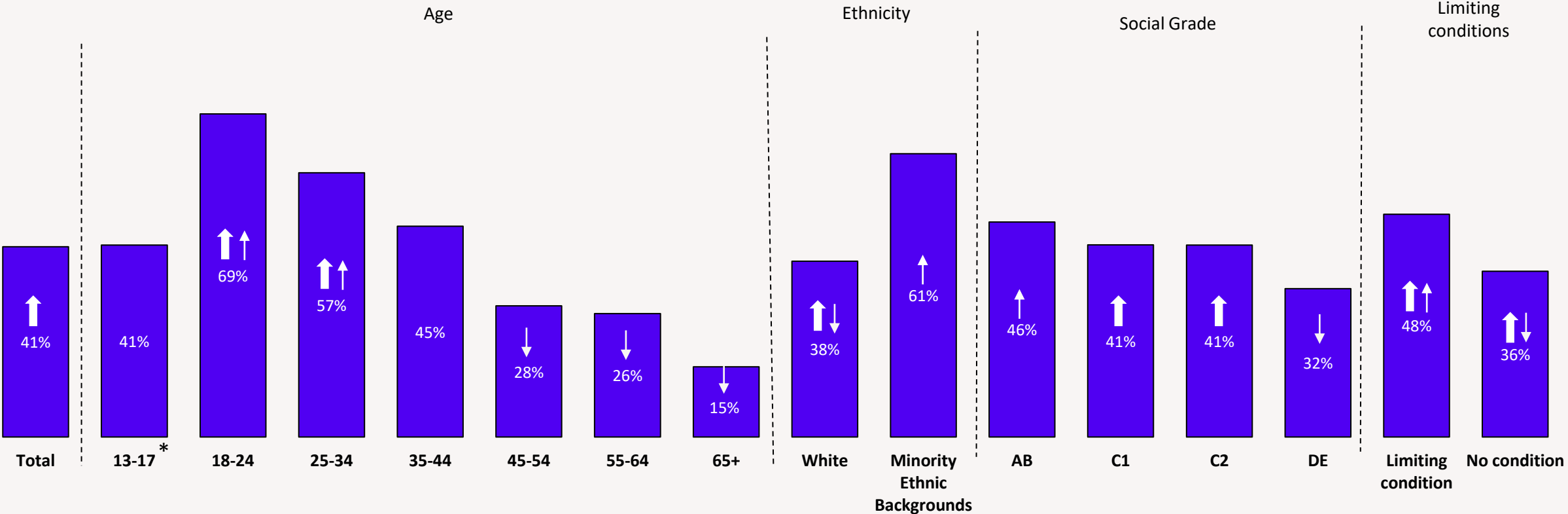
Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All who used sites/app in the past 3 months Any VSP W5 n=1,230, W6 n=1,114; OnlyFans W5 n=146, W6 n=122; BitChute W5 n=127, W6 n=105; Xpanded.com W5 n=128, W6 n=102; MintStars W5 n=113, W6 n=107; Onevsp W5 n=121, W6 n=114; Admire.Me W5 n=127, W6 n=115; Fanzworld W5 n=128, W6 n=106; Sesire W5 n=119, W6 n=102; Fansify W5 n=116, W6 n=103; SoSpoilt W5 n=116, W6 n=109

Users aged 18-34, minority ethnic individuals, those from AB social grade and those with limiting conditions were more likely to have encountered potentially harmful content in the last three months compared to the average

Exposure to potentially harmful content: Any VSP – Respondents saying ‘yes’

In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?



Arrows denote significant shifts since Wave 5
 Significantly higher/lower than any VSP at 95% confidence

*low base size under <100

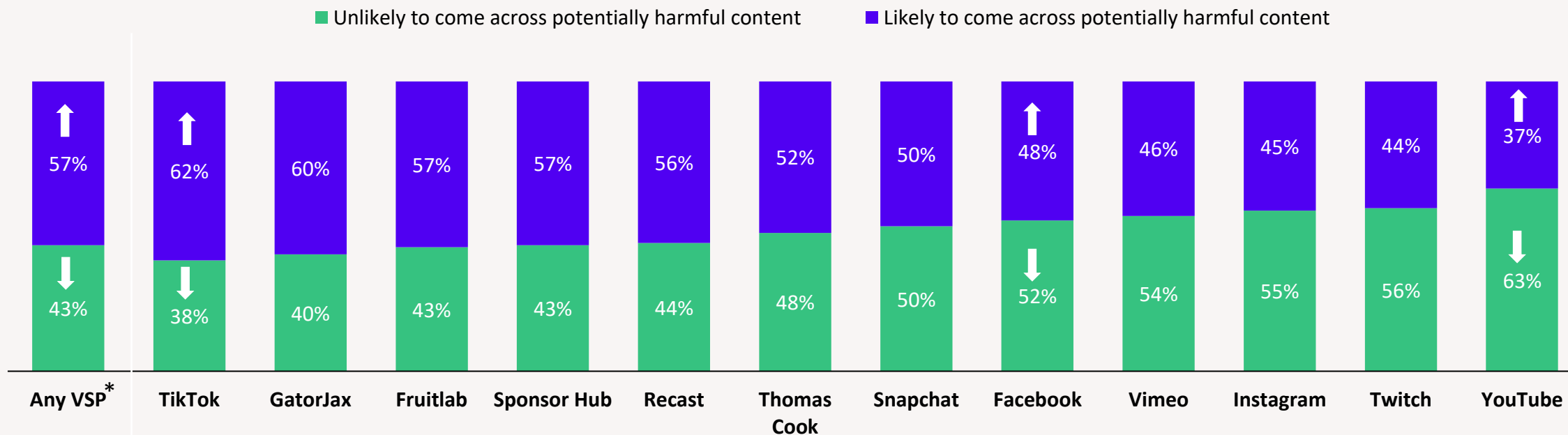
Source: VSP tracker Wave 6

Q3a. In the last 3 months, have you come across any violent, abusive or inappropriate videos when using these sites or apps?

Base: All who claimed had experienced harms on VSPs in last 3 months: Total W5 n=1,230, W6 n=1,114; 13-17 W5 n=71, W6 n=67; 18-24 W5 n=153, W6 n=130; 25-34 W5 n=260, W6 n=246; 35-44 W5 n=218, W6 n=192; 45-54 W5 n=200, W6 n=179; 55-64 W5 n=148, W6 n=133; 65+ W5 n=180, W6 n=167; White W5 n=1,006, W6 n=888; Minority Ethnic Background W5 n=163, W6 n=146; AB W5 n=388, W6 n=373; C1 W5 n=347, W6 n=327; C2 W5 n=254, W6 n=204; DE W5 n=241, W6 n=210; Have a limiting condition W5 n=399, W6 n=413; No condition W5 n=748, W6 n=638

In Wave 6, a greater proportion of TikTok, Facebook and YouTube users think they are likely to come across potentially harmful content in the next three months vs. Wave 5

Perceived likelihood to encounter potentially harmful content in the next 3 months – pt. 1



↑ ↓ Arrows denote significant shifts since Wave 5

* If a respondent says they are likely to come across potentially harmful content on any VSP, they are classified as 'likely' under 'Any VSP'

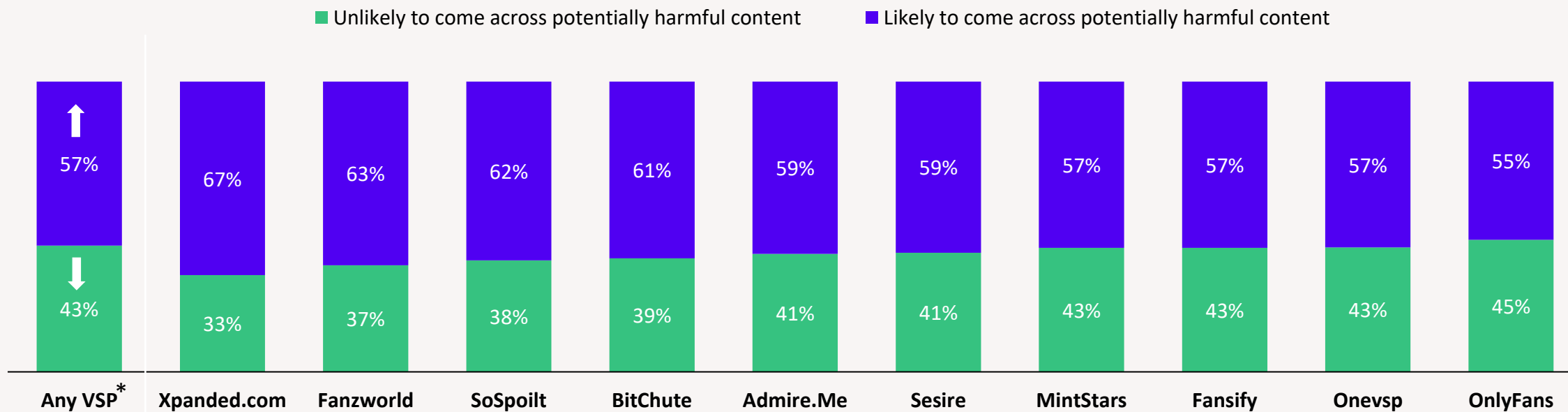
Source: VSP tracker Wave 6

Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

Base: All who used sites/app in the past 3 months Any VSP W5 n=1,230, W6 n=1,114; TikTok W5 n=502, W6 n=477; GatorJax W5 n=116, W6 n=115; Fruitlab W5 n=138, W6 n=116; Sponsor Hub W5 n=126, W6 n=127; Recast W5 n=127, W6 n=116; Thomas Cook W5 n=162, W6 n=134; Snapchat W5 n=422, W6 n=372; Facebook W5 n=984, W6 n=858; Vimeo W5 n=191, W6 n=157; Instagram W5 n=811, W6 n=723; Twitch W5 n=226, W6 n=218; YouTube W5 n=1,116, W6 n=1,024

Compared to Wave 5, for VSPs shown to respondents aged 18+, there were no changes in the proportion who said it would be likely for them to come across potentially harmful content

Perceived likelihood to encounter potentially harmful content in the next 3 months – VSPs shown to respondents aged 18+ – pt.2



↑↓ Arrows denote significant shifts since Wave 5

* If a respondent says they are likely to come across potentially harmful content on any VSP, they are classified as 'likely' under 'Any VSP'

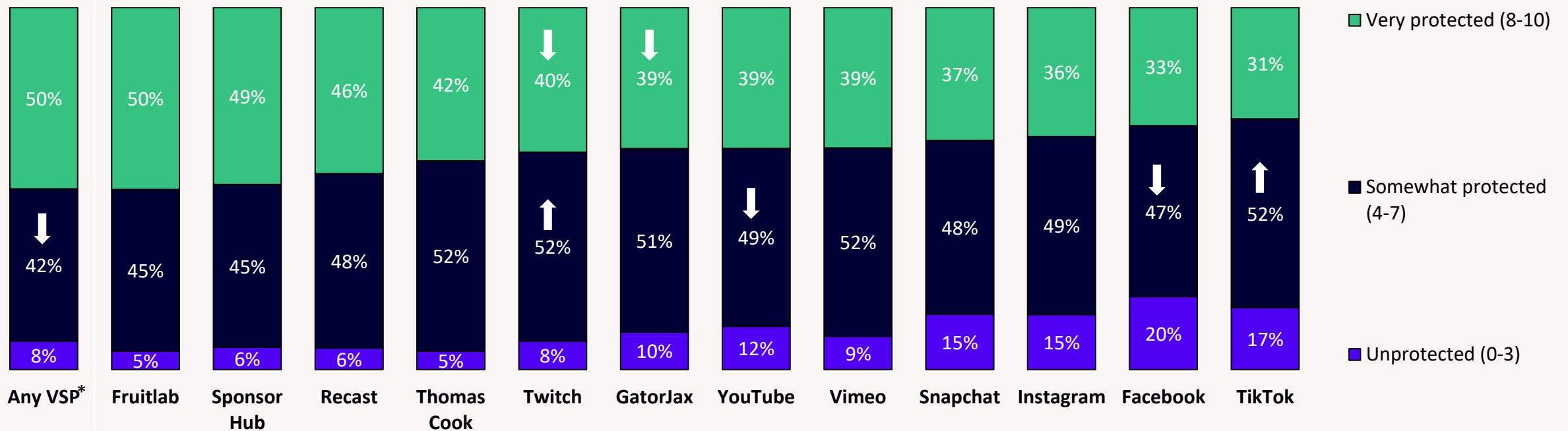
Source: VSP tracker Wave 6

Q3b. How likely or unlikely do you think you are to come across violent, abusive or inappropriate videos when using these sites or apps in the next 3 months?

Base: All who used sites/app in the past 3 months Any VSP W5 n=1,230, W6 n=1,114; Xpanded.com W5 n=128, W6 n=102; Fanzworld W5 n=128, W6 n=106; SoSpoilt W5 n=116, W6 n=109; BitChute W5 n=127, W6 n=105; Admire.Me W5 n=127, W6 n=115; Sesire W5 n=119, W6 n=102; MintStars W5 n=113, W6 n=107; Fansify W5 n=116, W6 n=103; Onewsp W5 n=121, W6 n=114; OnlyFans W5 n=146, W6 n=122

One in five Facebook users said they feel 'unprotected' from potentially harmful content when using the site/app, resulting in the highest proportion of 0-3 (unprotected) scores across all VSPs

How protected users feel by VSPs – pt. 1



* Respondents are assigned to 'Net: Any VSP' according to the highest answer code they select for the VSPs they answer about

↑↓ Arrows denote significant shifts since Wave 5

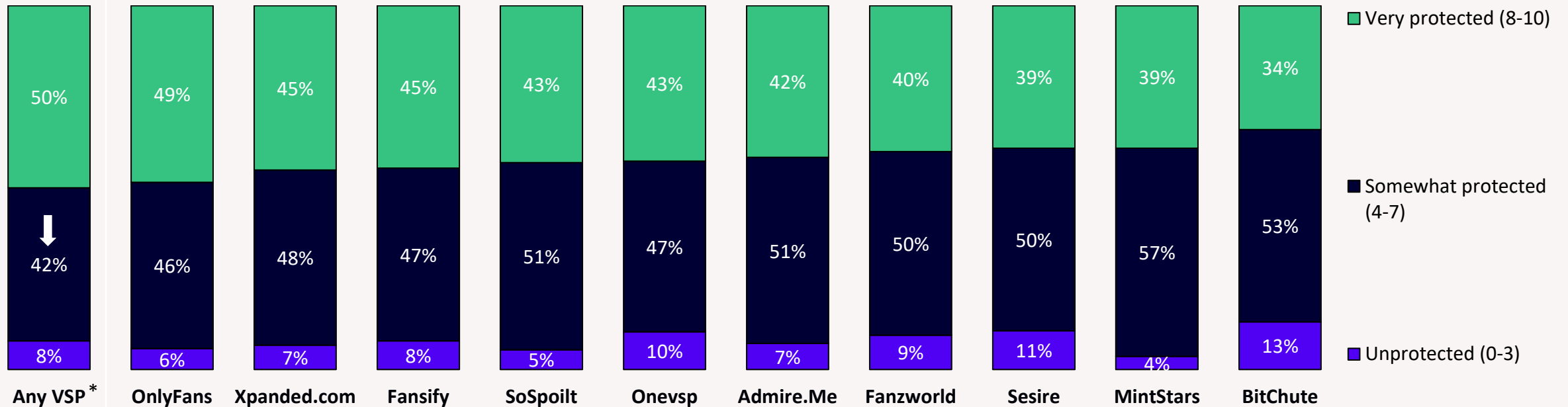
Source: VSP tracker Wave 6

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All who used sites/app in the past 3 months Any VSP W5 n=1,230, W6 n=1,114; Fruitlab W5 n=138, W6 n=116; Sponsor Hub W5 n=126, W6 n=127; Recast W5 n=127, W6 n=116; Thomas Cook W5 n=162, W6 n=134; Twitch W5 n=226, W6 n=218; GatorJax W5 n=116, W6 n=115; YouTube W5 n=1,116, W6 n=1,024; Vimeo W5 n=191, W6 n=157; Snapchat W5 n=422, W6 n=372; Instagram W5 n=811, W6 n=723; Facebook W5 n=984, W6 n=858; TikTok W5 n=502, W6 n=477

BitChute users were most likely to feel 'unprotected' amongst 18+ VSP users, with only just over a third saying that they feel 'very protected' when using the site/app

How protected users feel by VSPs – VSPs shown to respondents aged 18+ – pt. 2



* Respondents are assigned to 'Net: Any VSP' according to the highest answer code they select for the VSPs they answer about

↑↓ Arrows denote significant shifts since Wave 5

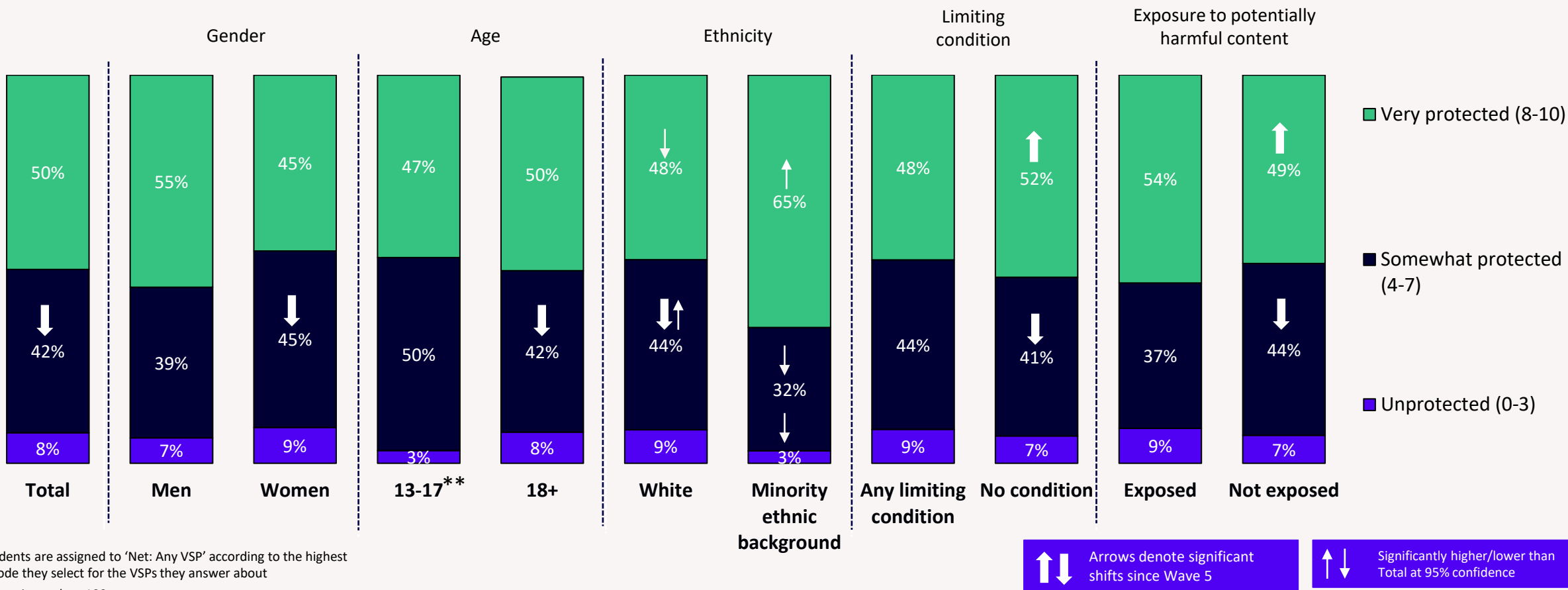
Source: VSP tracker Wave 6

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All who used sites/app in the past 3 months Any VSP W5 n=1,230, W6 n=1,114; OnlyFans W5 n=146, W6 n=122; Xpanded.com W5 n=128, W6 n=102; Fansify W5 n=116, W6 n=103; SoSpoilt W5 n=116, W6 n=109; Onevsp W5 n=121, W6 n=114; Admire.Me W5 n=127, W6 n=115; Fanzworld W5 n=128, W6 n=106; Sesire W5 n=119, W6 n=102; MintStars W5 n=113, W6 n=107; BitChute W5 n=127, W6 n=105

The proportion of VSP users that felt 'unprotected' from potentially harmful content, which remains consistent vs. Wave 5

How protected users feel by VSPs, by demographics: Any VSP*



* Respondents are assigned to 'Net: Any VSP' according to the highest answer code they select for the VSPs they answer about

**low base size under <100

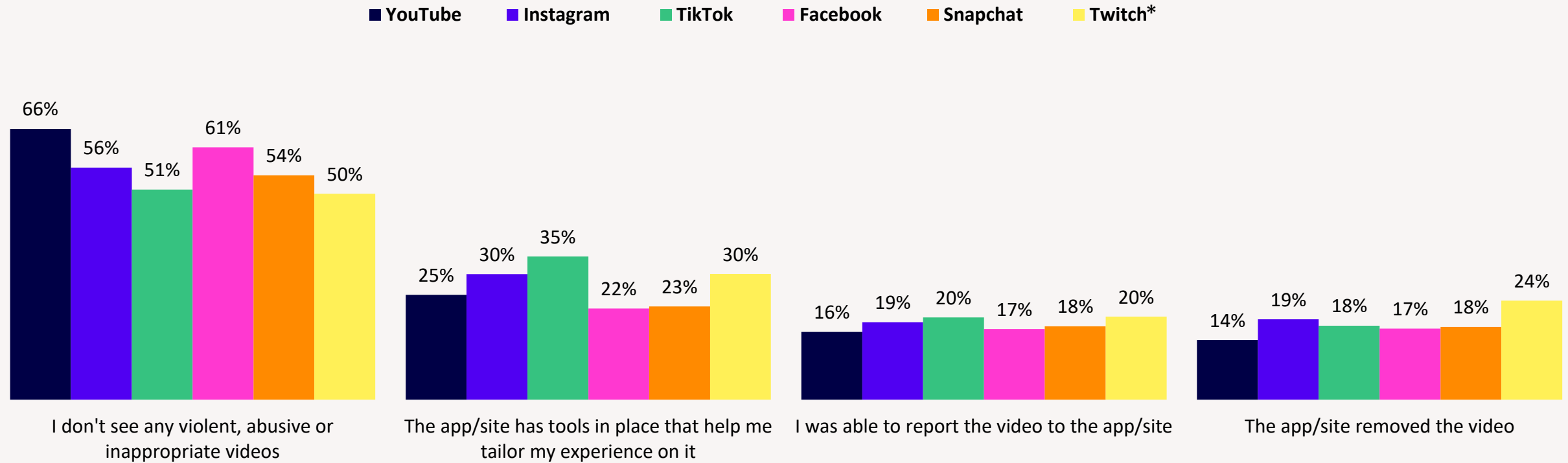
Source: VSP tracker Wave 6

Q4. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel from violent, abusive or inappropriate videos when using these sites or apps?

Base: All who used sites/app the past 3 months Total W5 n=1,230, W6 n=1,114; Men W5 n=645, W6 n=571; Women W5 n=585, W6 n=543; 13-17 W5 n=71, W6 n=67; 18+ W5 n=1,159, W6 n=1,047; White W5 n=1006, W6 n=888; Minority Ethnic Background W5 n=163, W6 n=146; Have a limiting condition W5 n=399, W6 n=413; No condition W5 n=748, W6 n=638; Exposed W5 n=407, W6 n=453; Not exposed W5 n=804, W6 n=641

Of those who said they feel protected when using VSPs, most said the reason for feeling protected is due to not seeing any violent, abusive or inappropriate videos

Reasons for feeling protected when using VSPs – pt. 1



New question for wave 6

*low base size under <100
18+ VSPs (excluding OnlyFans) not shown due to low base size

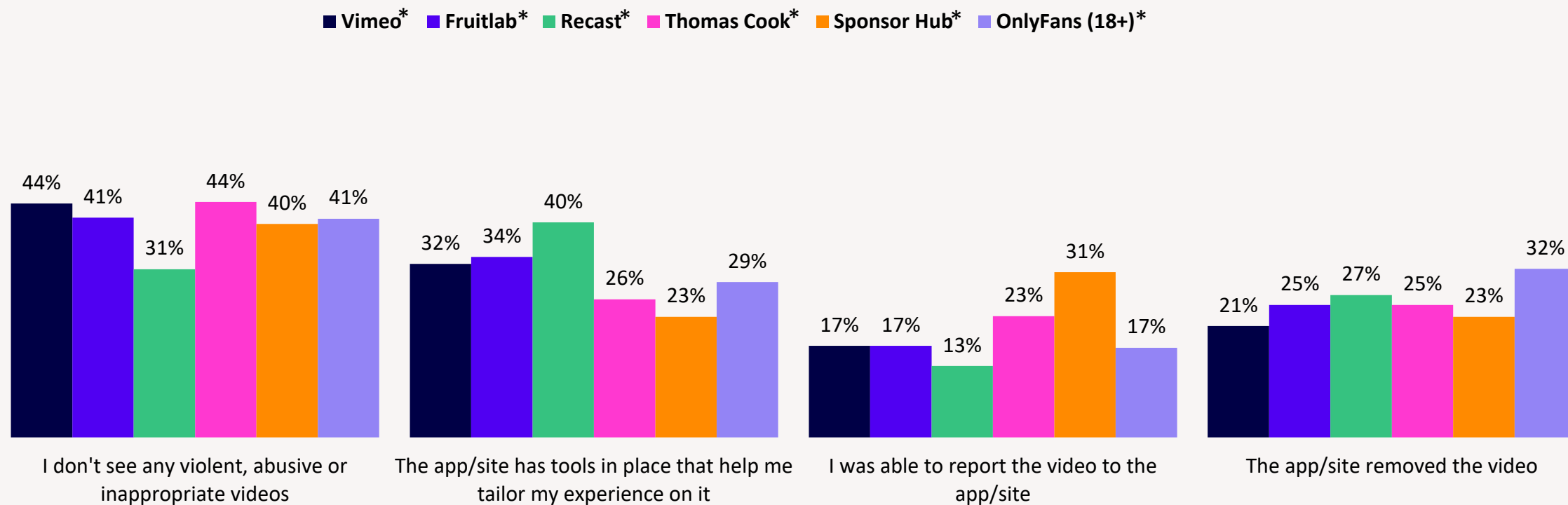
Source: VSP tracker Wave 6

Q4b. You said you felt protected from violent, abusive or inappropriate videos when using these sites or apps, why did you feel protected?

Base: All who have used the listed sites/app in the past 3 months: YouTube n=400; Instagram n=257; TikTok n=147; Facebook n=280; Snapchat n=136; Twitch n=87

Of those who said they feel protected when using VSPs, amongst lesser used VSPs, most said the reasons for feeling protected are due to not seeing any violent, abusive or inappropriate videos and being able to tailor their experience

Reasons for feeling protected when using VSPs – pt. 2



*low base size under <100

N.B Base sizes are too small to be charted for Gatorjax n <50
18+ VSPs (excluding OnlyFans) not shown due to low base size

Source: VSP tracker Wave 6

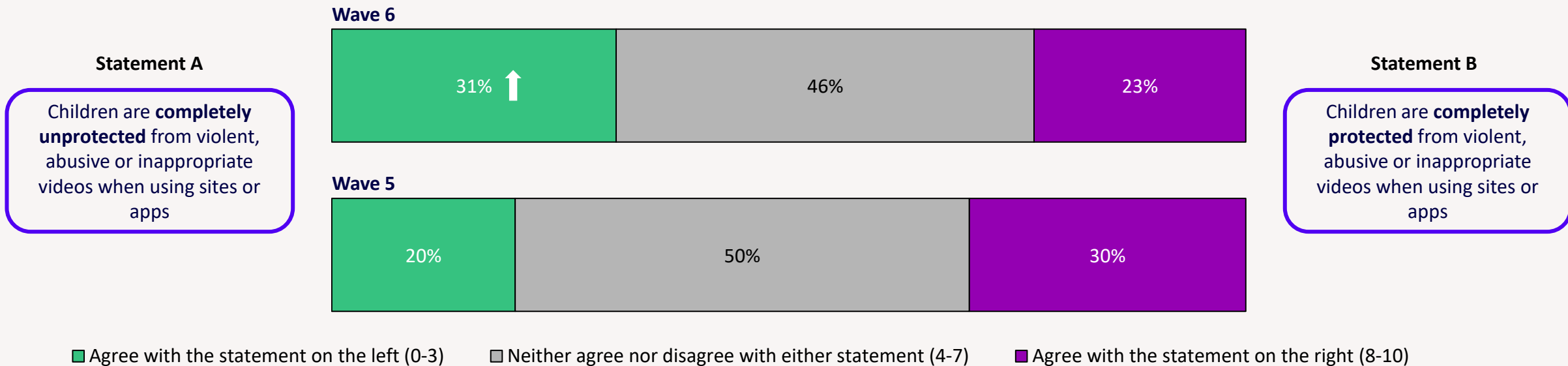
Q4b. You said you felt protected from violent, abusive or inappropriate videos when using these sites or apps, why did you feel protected?

Base: All who have used the listed sites/app in the past 3 months: Vimeo n=61; Fruitlab n=58; Recast n=53; Thomas Cook n=57; Sponsor Hub n=62; OnlyFans (18+ only) n=60

New question for wave 6

Of those parents who used VSPs suitable for under 18s in the past three months, and were aware of parental controls, more think children are unprotected from potentially harmful content in Wave 6 vs. Wave 5

Parental views on protection from violent, abusive or inappropriate videos for children on sites/apps



Agreement with statement B (W6), demographic differences

Social grade ABC1 (29%) vs Social grade C2DE* (10%)

↑↓ Arrows denote significant shifts since Wave 5

*low base size under <100

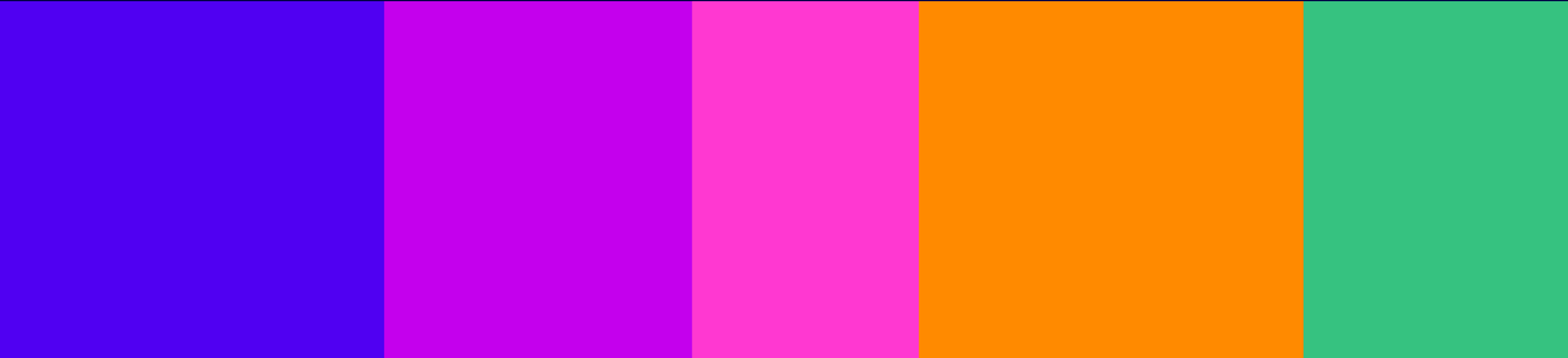
Source: VSP tracker Wave 6

Q25. On a scale from 0-10, where 0 means completely unprotected and 10 means completely protected, how protected or unprotected do you feel children are from violent, abusive or inappropriate videos when using sites or apps like the ones we've been talking about? (please only consider sites or apps suitable for under 18s)

Base: Parents who used VSPs suitable for under 18s in the past 3 months and are aware of parental controls on one or more VSP Total W5 n= 204, W6 n= 175, ABC1 n=123, C2DE n=52

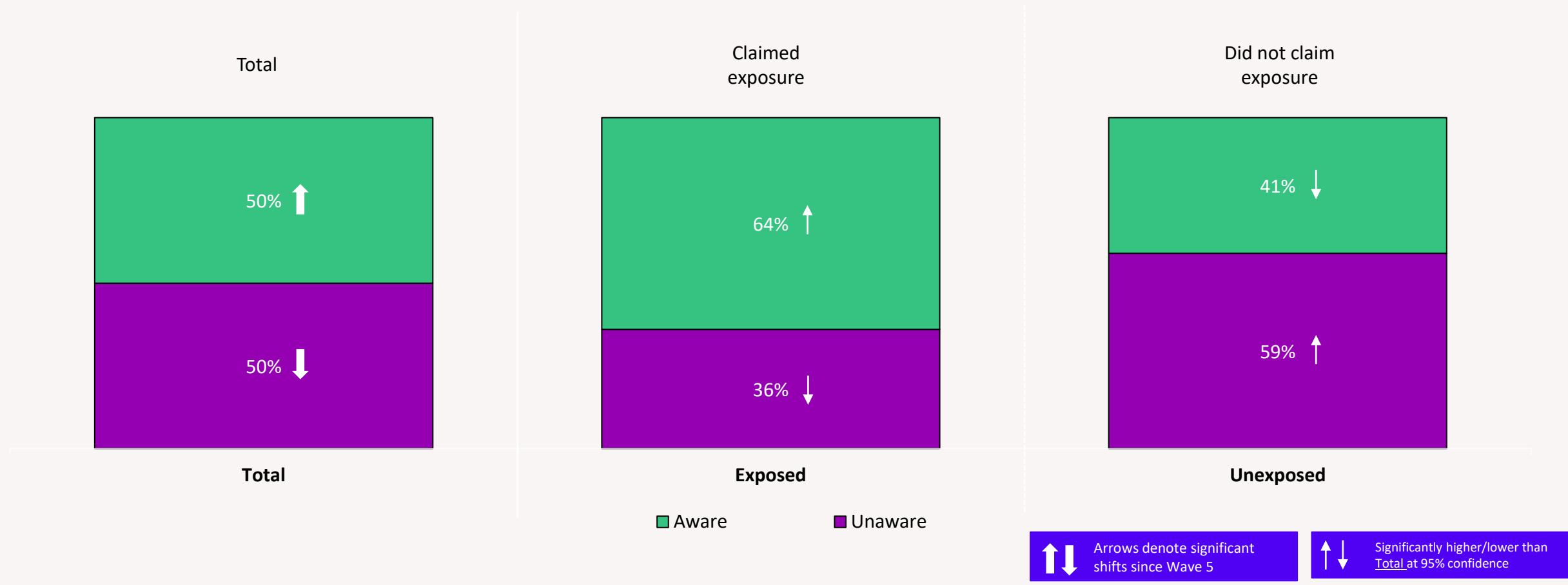
Section 3

Awareness and recall of safety measures



Awareness of safety measures on VSPs was higher amongst VSP users in Wave 6 vs. Wave 5, with half claiming to be aware of safety measures this wave. Awareness increases amongst those who claimed exposure to potentially harmful content

General awareness of safety measures (unprompted) by exposed vs unexposed users



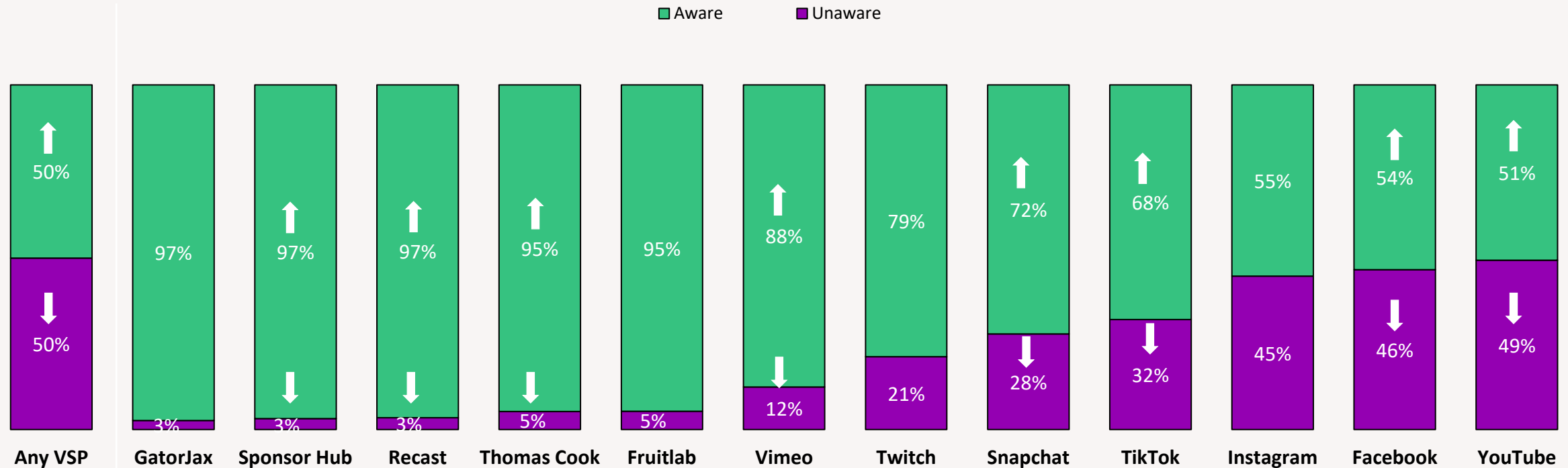
Source: VSP tracker Wave 6

Q6b. Thinking about the sites or apps you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All respondents Total W5 n=1,230, W6 n=1,114; Claimed previous exposure W5 n=407, W6 n=453; Claimed no exposure W5 n=804, W6 n=641

Overall, there was an increase in the proportion of users who said they are aware of safety measures on a VSP compared to the previous wave

Awareness of safety measures (unprompted) by users of specific VSPs – pt. 1



↑ ↓ Arrows denote significant shifts since Wave 5

N.B. This question was asked regarding VSPs used in general rather than for each specific platform

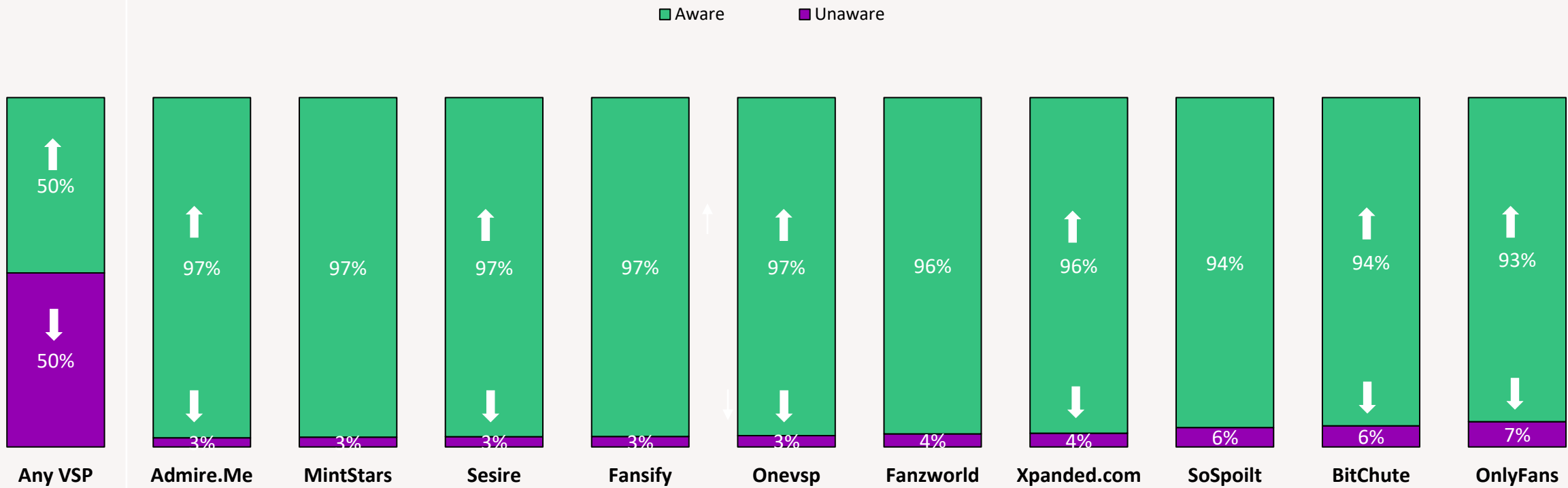
Source: VSP tracker Wave 6

Q6b. Thinking about the sites or apps you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos

Base: All who used sites/app in the past 3 months Any VSP W5 n=1,230, W6 n=1,114; GatorJax W5 n=116, W6 n=115; Sponsor Hub W5 n=126, W6 n=127; Recast W5 n=127, W6 n=116; Thomas Cook W5 n=162, W6 n=134; Fruitlab W5 n=138, W6 n=116; Vimeo W5 n=191, W6 n=157; Twitch W5 n=226, W6 n=218; Snapchat W5 n=422, W6 n=372; TikTok W5 n=502, W6 n=477; Instagram W5 n=811, W6 n=723; Facebook W5 n=984, W6 n=858; YouTube W5 n=1,116, W6 n=1,024

There was also an increase in the proportion of users who said they are aware of safety measures compared to last wave for several of the VSPs shown to respondents aged 18+

Awareness of safety measures (unprompted) by users of specific VSPs – VSPs shown to respondents aged 18+ – pt. 2



↑↓ Arrows denote significant shifts since Wave 5

N.B. This question was asked regarding VSPs used in general rather than for each specific platform

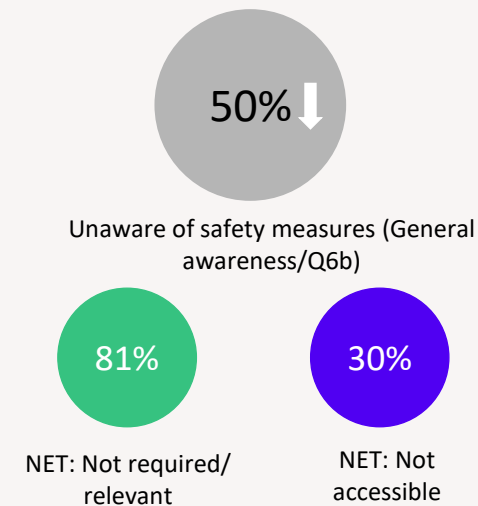
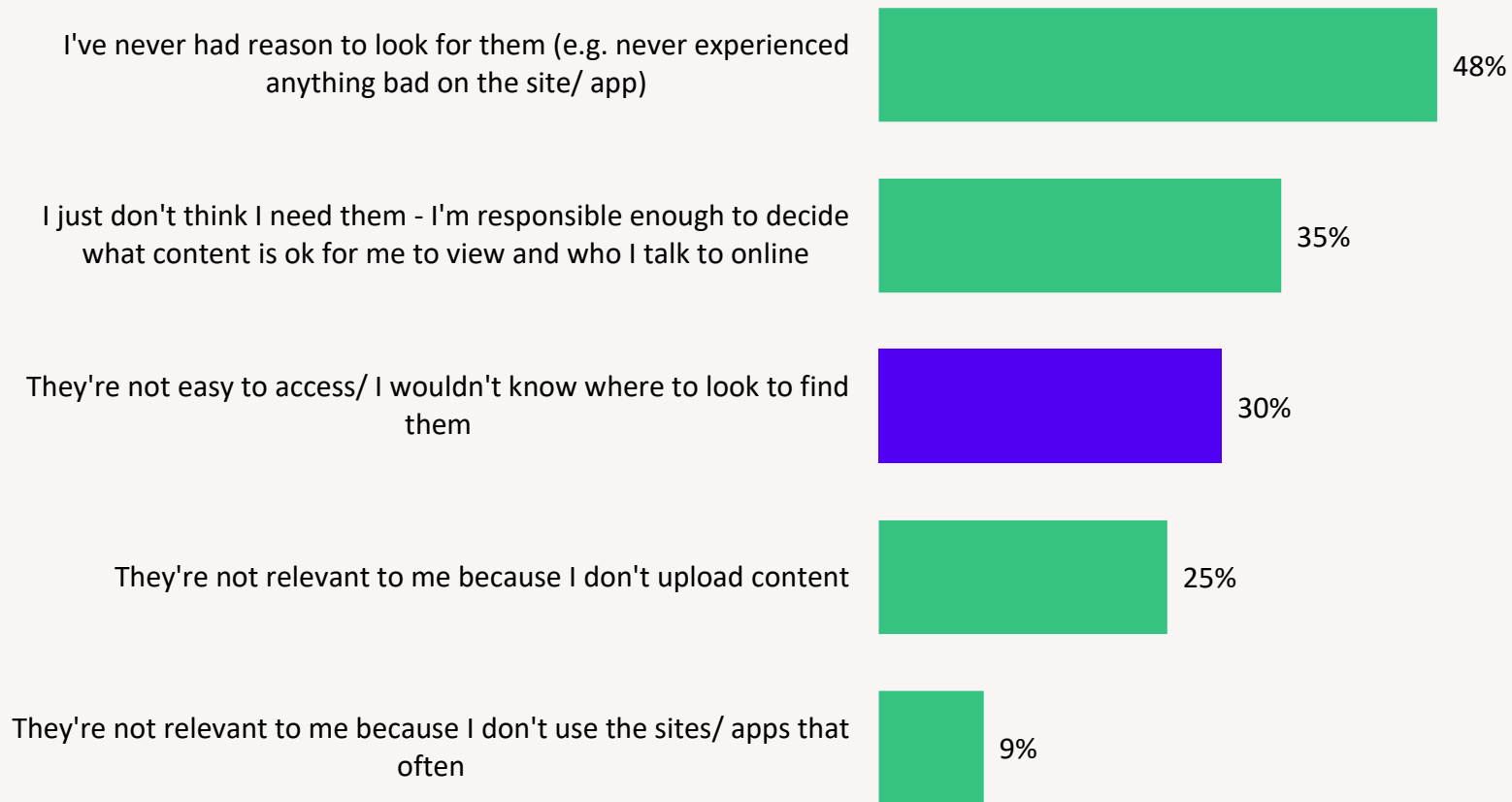
Source: VSP tracker Wave 6

Q6b. Thinking about the sites or apps you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos

Base: All who used sites/app in the past 3 months Any VSP W5 n=1,230, W6 n=1,114; Admire.Me W5 n=127, W6 n=115; MintStars W5 n=113, W6 n=107; Sesire W5 n=119, W6 n=102; Fansify W5 n=116, W6 n=103; Onevsp W5 n=121, W6 n=114; Fanzworld W5 n=128, W6 n=106; Xpanded.com W5 n=128, W6 n=102; SoSpoilt W5 n=116, W6 n=109; BitChute W5 n=127, W6 n=105; OnlyFans W5 n=146, W6 n=122

The most common reason for some users to be unaware of safety measures included not having a reason to look for them or not needing them, consistent with the previous wave

Reasons for lack of safety measure awareness:



↑ ↓ Arrows denote significant shifts since Wave 5

Source: VSP tracker Wave 6

Q8. You said you are not very or not at all aware of rules or safety measures put in place by the sites or apps we've been talking about. Why do you think that is?

Q6b. Thinking about the sites or apps you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos?

Base: All who are not aware of rules or safety measures put in place by the sites or apps: Total W5 n=664, W6 n=556; Total W5 n=1,230, W6 n=1,114

When those aware of safety measures were asked to cite rules or measures, they thought existed on the VSPs they used, content moderation was most mentioned, followed by reporting buttons/ functions and reporting content

Awareness of safety measures: open answers (unprompted)

Top 3 responses

1. Content moderation

"They had moderators checking for inappropriate content"

20% ↑

2. Reporting buttons/ function/ system (general)

"Report feature, block feature, demonitisation, dislike button"

16% ↑

3. Reporting content

"I can report/complain about any inappropriate video I see"

12%

↑↓ Arrows denote significant shifts since Wave 5

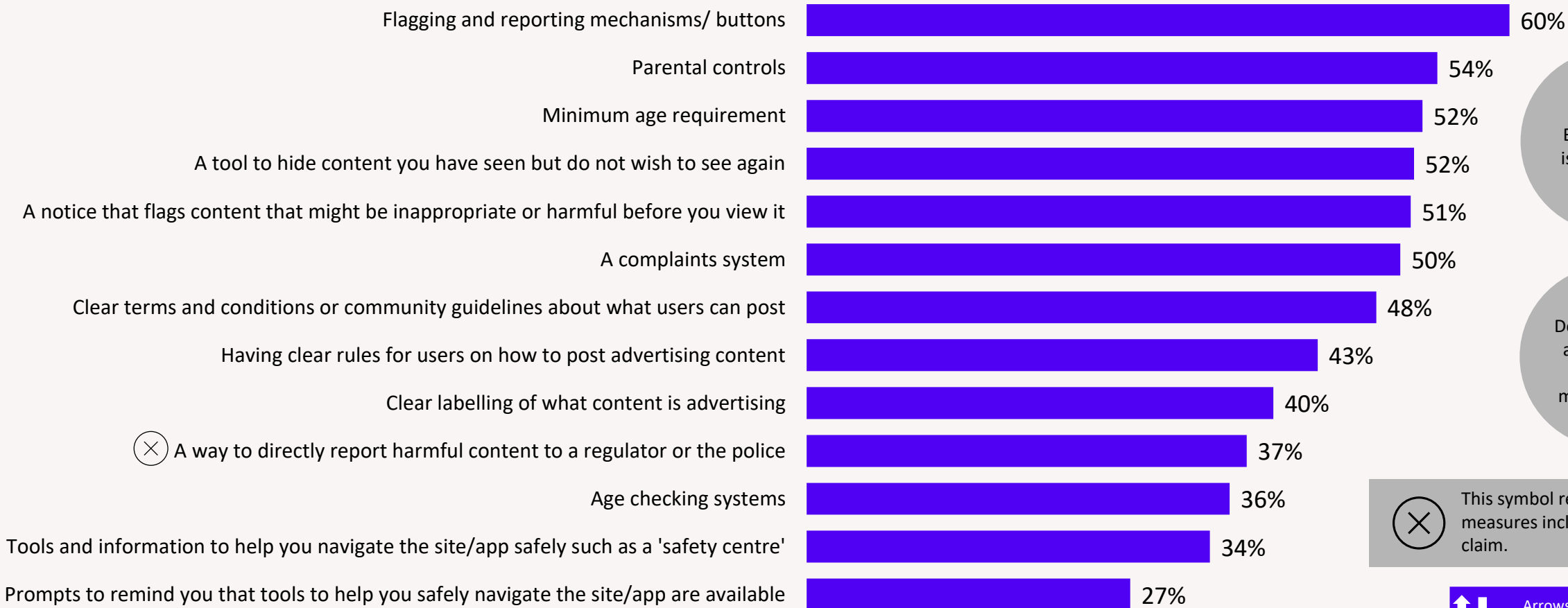
Source: VSP tracker Wave 6

Q7. What sort of rules or safety measures are you aware of these sites or apps having in place? Please provide as much detail as you can recall.

Base: All respondents aware of safety measures on sites/apps Total W5 n=566, W6 n=558

When prompted, over nine in ten VSP users believed there to be at least one safety measure in place. Flagging and reporting mechanisms were the most cited, with three in five selecting this

Safety measures (prompted) users perceive to be in place on any VSP:



92%
Believe there is at least one measure

8%
Do not believe any of these safety measures are in place

⊗ This symbol represents dummy measures included to assess over-claim.

↑↓ Arrows denote significant shifts since Wave 5

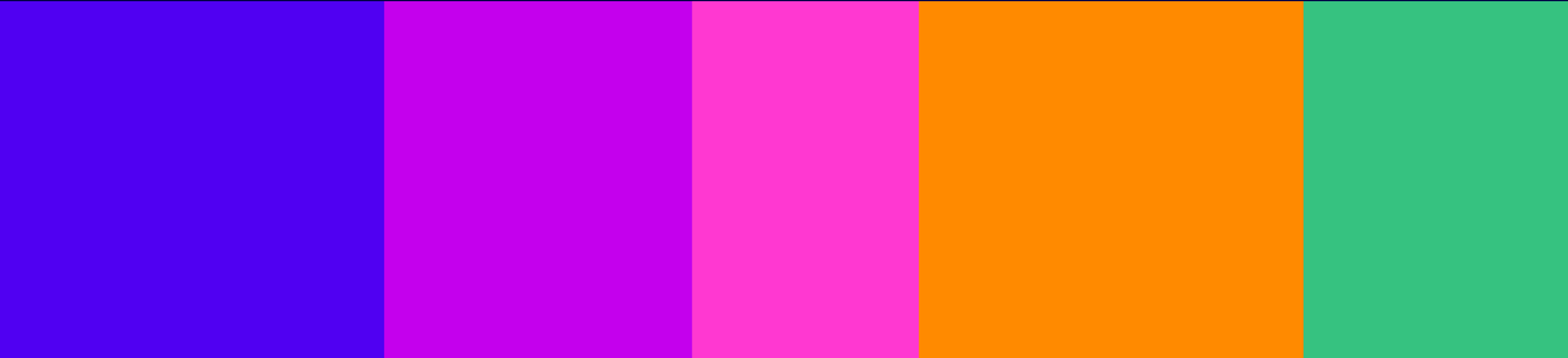
Source: VSP tracker Wave 6

Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All who have used at least one of the listed sites/app in the past 3 months: Total W5 n=1,230, W6 n=1,114

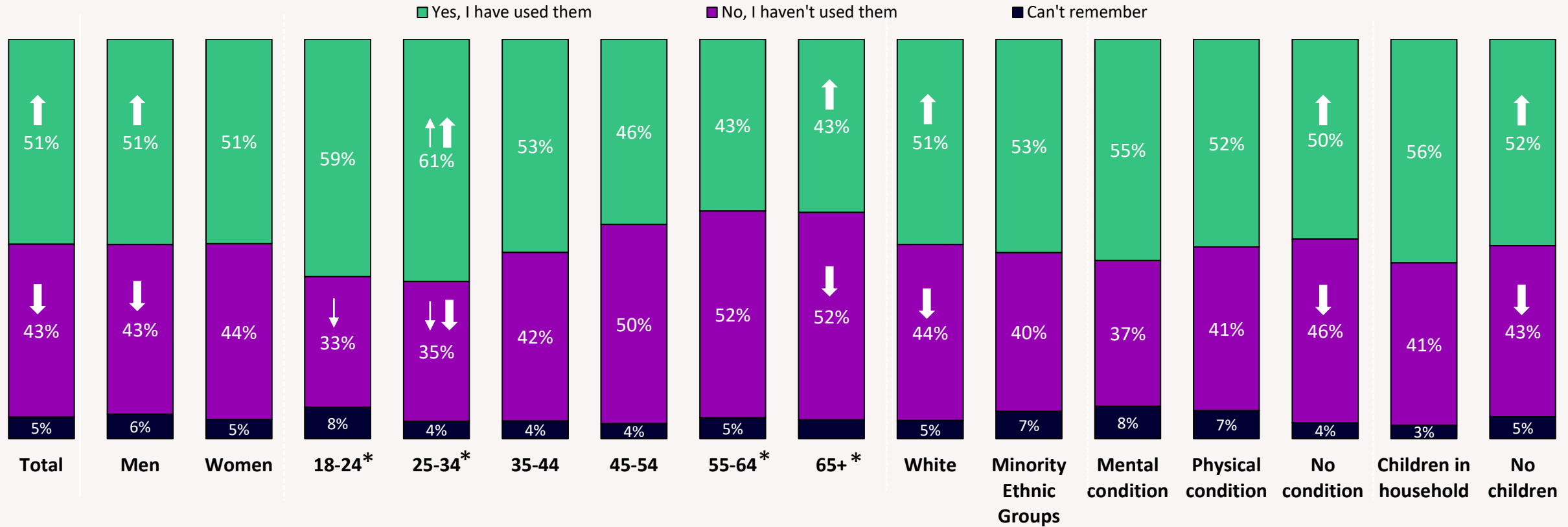
Section 4

Usage of safety measures



25-34s were more likely to have used reporting mechanisms compared to the average, with this group also experiencing an increase in usage compared to Wave 5

Use of reporting mechanisms by demographics



*low base size under <100

N.B Base sizes are too small to be charted for 13-17 n <50

↑↓ Arrows denote significant shifts since Wave 5
 ↑↓ Significantly higher/lower than Total at 95% confidence

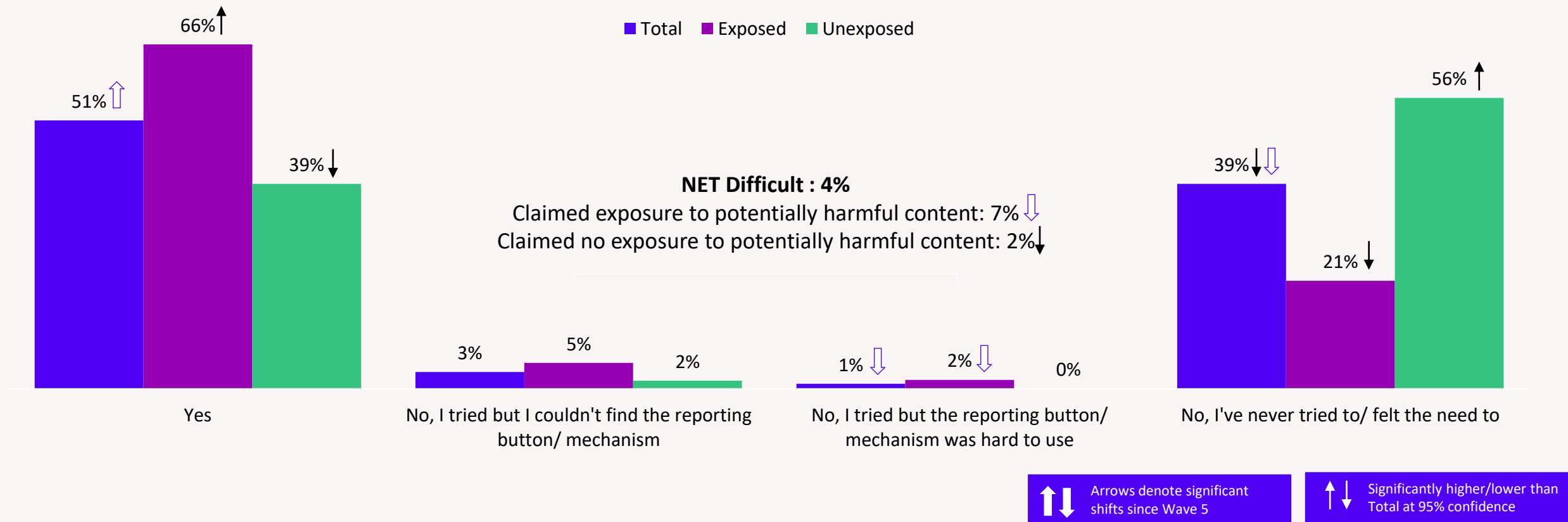
Source: VSP tracker Wave 6

Q11. You mentioned that you are aware some sites and apps have buttons or reporting mechanisms that allow users to flag or report content that is concerning to them. Have you ever used these buttons and/or mechanisms to flag content?

Base: All who are aware that some sites and apps have buttons or reporting mechanisms: Total W5 n=704, W6 n=662; Male W5 n=371, W6 n=322; Female W5 n=333, W6 n=340; 18-24 W5 n=100, W6 n=95; 25-34 W5 n=186, W6 n=173; 35-44 W5 n=146, W6 n=138, 45-54 W5 n=110, W6 n=103, 55-64 W5 n=69, W6 n=62; 65+ W5 n=57, W6 n=52, White W5 n=571, W6 n=515; Minority Ethnic Groups W5 n=101, W6 n=103; Mental condition W5 n=116, W6 n=125; Physical condition W5 n=139, W6 n=149; No condition W5 n=433, W6 n=380; Children in household W5 n=240, W6 n=205; No children W5 n=420, W6 n=412

More VSP users claimed to have used reporting measures on sites/apps in the past in Wave 6 vs. Wave 5, whilst fewer found reporting mechanisms difficult to use

Use of reporting mechanisms: Users who have experienced potentially harmful content vs. users who have not



N.B. - Figures may not add up to 100% as 'can't remember' has not been reported

Source: VSP tracker Wave 6

Q11. You mentioned that you are aware some sites and apps have buttons or reporting mechanisms that allow users to flag or report content that is concerning to them. Have you ever used these buttons and/or mechanisms to flag content?

Base: All who are aware that some sites and apps have buttons or reporting mechanisms: Total W5 n=704, W6 n=662; Claimed previous exposure W5 n=243, W6 n=305; Claimed no exposure W5 n=450, W6 n=348

Overall VSP users were more likely to use reporting mechanisms in Wave 6 vs. the previous wave. Users of YouTube, Instagram, Facebook, Twitch, Vimeo and Recast were more likely to have used reporting mechanisms vs. Wave 5

Use of reporting mechanisms by regular users of the platforms below – pt. 1

	Total	YouTube	Instagram	TikTok	Facebook	Snapchat	Twitch	Vimeo	Fruitlab*	Recast*	Thomas Cook*	Sponsor Hub*	GatorJax*
Yes	51%↑	52%↑	57%↑	53%	54%↑	52%	59%↑	61%↑	59%	64%↑	55%	59%	61%
No, I tried but I couldn't find the reporting button/ mechanism	3%	3%	3%	5%	3%	6%	8%	11%	15%	13%	14%	14%	14%
No, I tried but the reporting button/ mechanism was hard to use	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	2%	2%	3%
No, I've never tried to/ felt the need to	39%	38%	34%	34%	37%	33%	26%	19%	19%	14%	21%	18%	15%
Can't remember	5%	5%	5%	7%	5%	8%	6%	9%	5%	7%	8%	7%	8%

↑↓ Arrows denote significant shifts since Wave 5 for 'Yes'

*low base size under <100 N.B. This question was asked regarding VSPs used in general rather than for each specific platform

Source: VSP tracker Wave 6

Q11. You mentioned that you are aware some sites and apps have buttons or reporting mechanisms that allow users to flag or report content that is concerning to them. Have you ever used these buttons and/or mechanisms to flag content?

Base: All who are aware that some sites and apps have buttons or reporting mechanisms: Total W5 n=704, W6 n=662; Regular users of the following VSP's (used in last 3 months): YouTube W5 n=666, W6 n=633; Instagram W5 n=526, W6 n=479; TikTok W5 n=324, W6 n=323; Facebook W5 n=576, W6 n=533; Snapchat W5 n=273, W6 n=250; Twitch W5 n=164, W6 n=155; Vimeo W5 n=140, W6 n=105; Fruitlab W5 n=102, W6 n=79; Recast W5 n=97, W6 n=77; Thomas Cook W5 n=113, W6 n=91; Sponsor Hub W5 n=97, W6 n=86; Gator Jax W5 n=90, W6 n=74

Amongst VSPs shown to respondents aged 18+, users of OnlyFans, Onevsp, MintStars and Sesire were more likely to have used reporting mechanisms compared to Wave 5

Use of reporting mechanisms by regular users of the platforms below - VSPs shown to respondents aged 18+ – pt. 2

	Total	BitChute*	OnlyFans*	Onevsp*	MintStars*	Xpanded.com*	Fanzworld*	Admire.Me*	Fansify*	SoSpoilt*	Sesire*
Yes	51%↑	56%	63%↑	65%↑	62%↑	60%	61%	57%	57%	57%	62%↑
No, I tried but I couldn't find the reporting button/ mechanism	3%	18%	10%	17%	18%	19%	14%	18%	15%	20%	17%
No, I tried but the reporting button/ mechanism was hard to use	1%	3%	1%	3%	1%	1%	3%	1%	3%	3%	3%
No, I've never tried to/ felt the need to	39%	17%	20%	11%	12%	15%	13%	16%	17%	17%	12%
Can't remember	5%	6%	6%	4%	7%	4%	9%	7%	8%	4%	6%

↑↓ Arrows denote significant shifts since Wave 5 for 'Yes'

*low base size under <100 N.B. This question was asked regarding VSPs used in general rather than for each specific platform

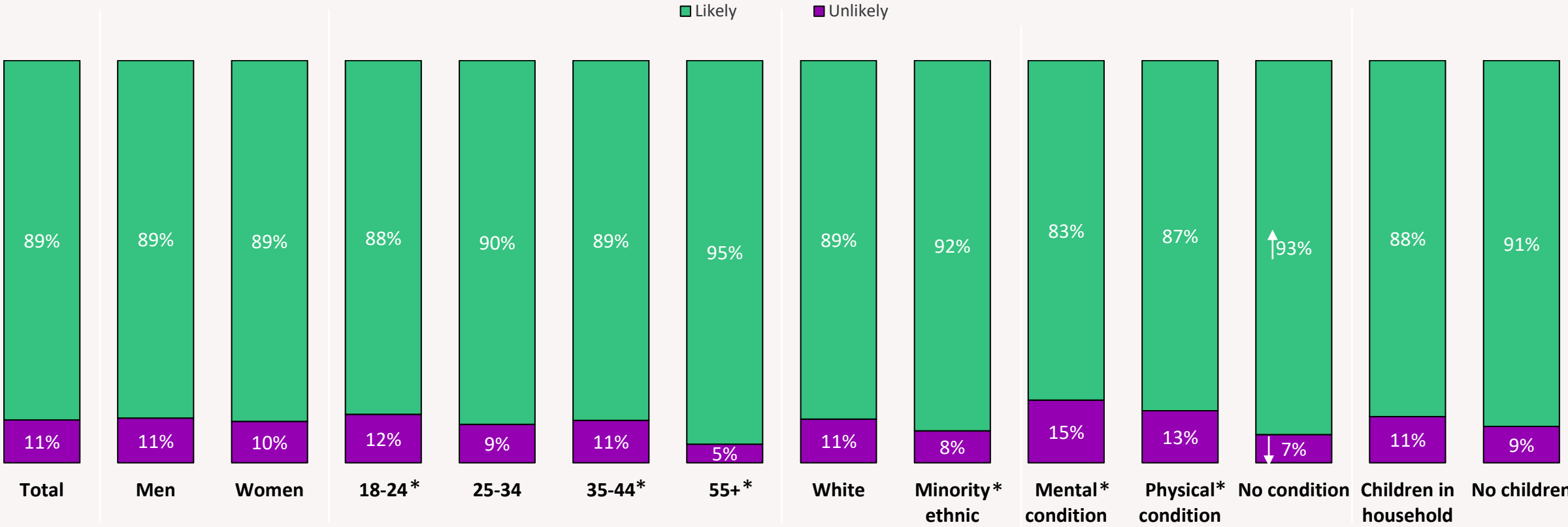
Source: VSP tracker Wave 6

Q11. You mentioned that you are aware some sites and apps have buttons or reporting mechanisms that allow users to flag or report content that is concerning to them. Have you ever used these buttons and/or mechanisms to flag content?

Base: All who are aware that some sites and apps have buttons or reporting mechanisms: Total W5 n=704, W6 n=662; Regular users of the following VSP's (used in last 3 months): BitChute W5 n=94, W6 n=69; OnlyFans W5 n=110, W6 n=85; Onevsp W5 n=87, W6 n=77; MintStars W5 n=83, W6 n=73; Xpanded.com W5 n=90, W6 n=68; Fanzworld W5 n=93, W6 n=74; AdmireMe W5 n=95, W6 n=82; Fansify W5 n=87, W6 n=72; SoSpoilt W5 n=83, W6 n=72; Sesire W5 n=86, W6 n=66

Amongst those who had previously used reporting mechanisms, almost nine in ten said they would likely use them again in the future, consistent with the previous wave

Likelihood of using reporting buttons /mechanisms again



*low base size under <100
 N.B Base sizes are too small to be charted for 13-17, 45-54, ,65+ n <50

↑↓ Arrows denote significant shifts since Wave 5
 ↑↓ Significantly higher/lower than Total at 95% confidence

Source: VSP tracker Wave 6
 Q11e. Based on your experience of using reporting buttons/ mechanisms, would you be likely to use these tools again if you came across content which was concerning to you?
 Base: All who have used reporting/ flagging button: Total W5 n=296, W6 n=342; Male W5 n=145, W6 n=167; Female W5 n=151, W6 n=175; 18-24 W5 n=50, W6 n=57; 25-34 W5 n=84, W6 n=104; 35-44 W5 n=73, W6 n=75; 55+ W5 n<50, W6 n=50; White W5 n=236, W6 n=267; Minority ethnic background W5 n<50, W6 n=55; Mental condition W5 n=73, W6 n=70; Physical condition W5 n=75, W6 n=78; No condition W5 n=156, W6 n=191; Children in household W5 n=116, W6 n=115; No children W5 n=171, W6 n=215

Three in five of those who used reporting mechanisms said they were easy to use, making it the top reason why users said they would use reporting mechanisms again in future. This is consistent with Wave 5.

Reasons to use reporting buttons/ mechanism again



↑ ↓ Arrows denote significant shifts since Wave 5

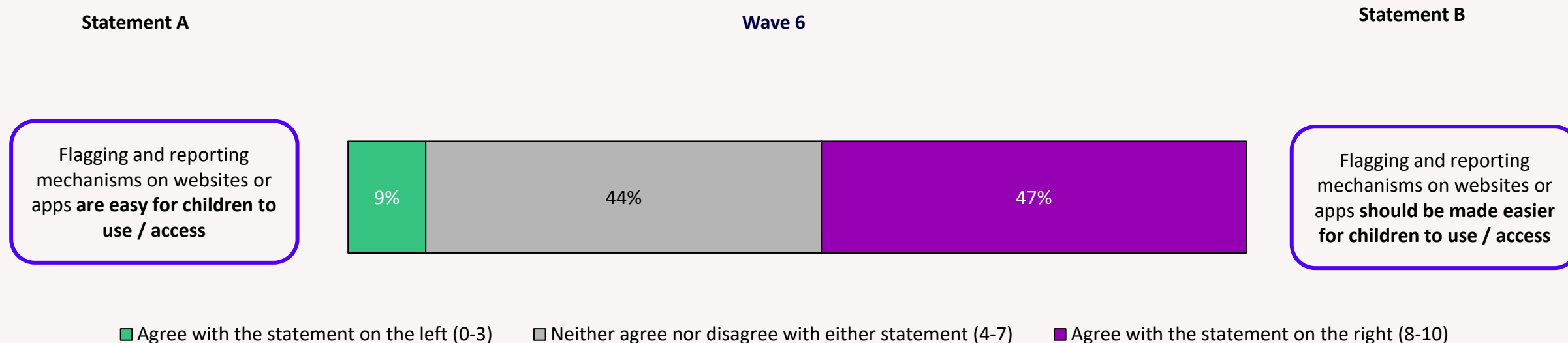
Source: VSP tracker Wave 6

Q11c. You said you would be likely to use these tools again, why is that?

Base: All who would use reporting/flagging button again Total W5 n=259, W6 n=305

Almost half of parents who used VSPs suitable for under 18s in the past three months and were aware of flagging and reporting mechanisms/ buttons feel that reporting mechanisms should be made easier for children to use/access

Parental views on the ease of use of flagging and reporting mechanisms for children on sites/apps



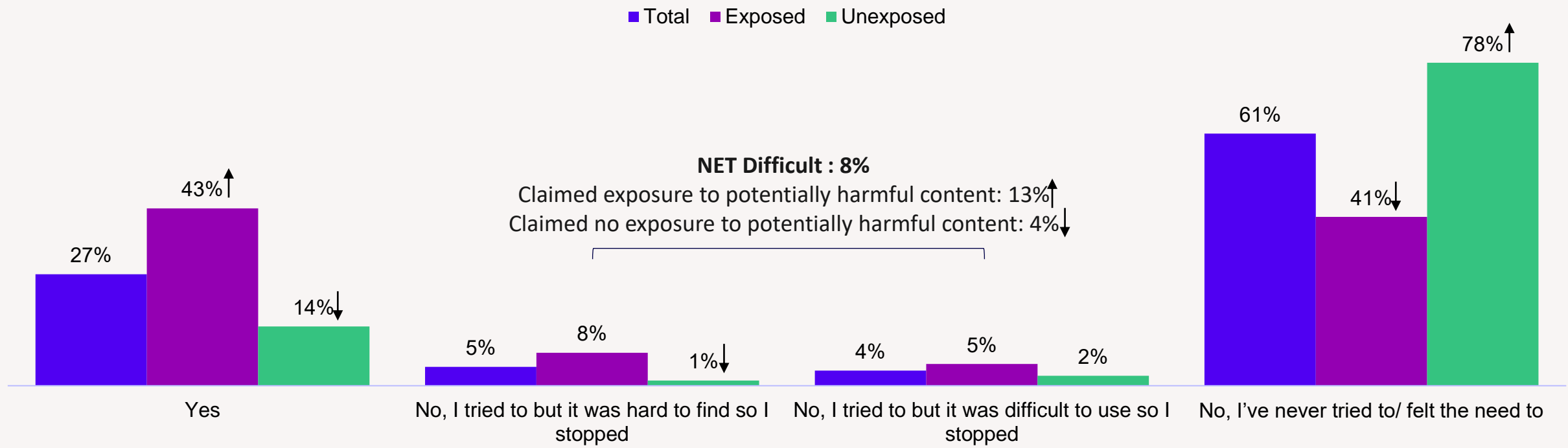
Source: VSP tracker Wave 6

Q11f. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for children on sites or apps like the ones we've been talking about (please only consider sites or apps suitable for under 18s): 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: Parents who used VSPs suitable for under 18s in the past 3 months and are aware of flagging and reporting mechanisms/ buttons on one or more VSP: Total W5 n=231, W6 n=196

Overall, just over a quarter of VSP users claimed to have used complaint systems in the past. This increases to over two in five amongst those who have previously been exposed to potentially harmful content

Use of complaints system: Users who have experienced potentially harmful content vs. users who have not



↑↓ Arrows denote significant shifts since Wave 5
 ↑↓ Significantly higher/lower than Total at 95% confidence

N.B. - Figures may not add up to 100% as 'Don't know' has not been reported

Source: VSP tracker Wave 6

Q23. You mentioned that you are aware some sites and apps have a complaints system that allows users to complain about a site's decision, this may be about content that they have reported, or where their account has been temporarily suspended, for example. Have you ever used this system?

Base: All who are aware that some sites and apps have complaints systems Total W5 n=644, W6 n=564; Claimed previous exposure W5 n=223, W6 n=251; Claimed no exposure W5 n=415, W6 n=307

Overall, more than a quarter of VSP users had used a complaints system, a similar proportion to Wave 5

Use of complaints system by regular users of the platforms below – pt. 1

	Total	YouTube	Instagram	TikTok	Facebook	Snapchat	Twitch	Vimeo*	Fruitlab*	Recast*	Thomas Cook*	Sponsor Hub*	GatorJax*
Yes	27%	28%	32%	37%	30%	42%	46%	54%	60%	67%	59%	61%	61%
No, I tried to but it was hard to find so I stopped	5%	5%	6%	7%	5%	8%	10%	8%	12%	13%	13%	16%	19%
No, I tried to but it was difficult to use so I stopped	4%	4%	4%	4%	4%	3%	2%	4%	6%	4%	4%	4%	4%
No, I've never tried to/ felt the need to	61%	60%	54%	49%	57%	42%	39%	27%	17%	11%	18%	12%	10%
Don't know	4%	5%	5%	3%	5%	4%	3%	6%	6%	4%	6%	7%	6%

↑↓ Arrows denote significant shifts since Wave 5 for 'Yes'

*low base size under <100 N.B. This question was asked regarding VSPs used in general rather than for each specific platform

Source: VSP tracker Wave 6

Q23. You mentioned that you are aware some sites and apps have a complaints system that allows users to complain about a site's decision, this may be about content that they have reported, or where their account has been temporarily suspended, for example. Have you ever used this system?

Base: All who are aware that some sites and apps have a complaints system Total W5 n=644, W6 n=564; YouTube W5 n=597, W6 n=533; Instagram W5 n=445, W6 n=395; TikTok W5 n=284, W6 n=264; Facebook W5 n=526, W6 n=458; Snapchat W5 n=244, W6 n=206; Twitch W5 n=150, W6 n=141; Vimeo W5 n=131, W6 n=98; Fruitlab W5 n=98, W6 n=71; Recast W5 n=88, W6 n=70; Thomas Cook W5 n=105, W6 n=82; Sponsor Hub W5 n=89, W6 n=78; GatorJax W5 n=82, W6 n=68

Amongst 18+ VSP users, there was an increase in usage of complaints systems across those who use Onevsp, MintStars, Xpanded.com and Sesire compared to last wave

Use of complaints system by regular users of the platforms below - VSPs shown to respondents aged 18+ – pt. 2

	Total	BitChute*	OnlyFans*	Onevsp*	MintStars*	Xpanded.com*	Fanz world*	Admire Me*	Fansify*	SoSpoilt*	Sesire*
Yes	27%	64%	58%	63%↑	68%↑	62%↑	61%	63%	64%	61%	65%↑
No, I tried to but it was hard to find so I stopped	5%	15%	11%	15%	13%	18%	18%	12%	17%	15%	17%
No, I tried to but it was difficult to use so I stopped	4%	3%	1%	6%	6%	5%	3%	6%	5%	4%	5%
No, I've never tried to/ felt the need to	61%	15%	24%	11%	10%	8%	12%	12%	13%	13%	10%
Don't know	4%	4%	6%	6%	3%	7%	6%	7%	2%	6%	4%

↑↓ Arrows denote significant shifts since Wave 5 for 'Yes'

*low base size under <100 N.B. This question was asked regarding VSPs used in general rather than for each specific platform

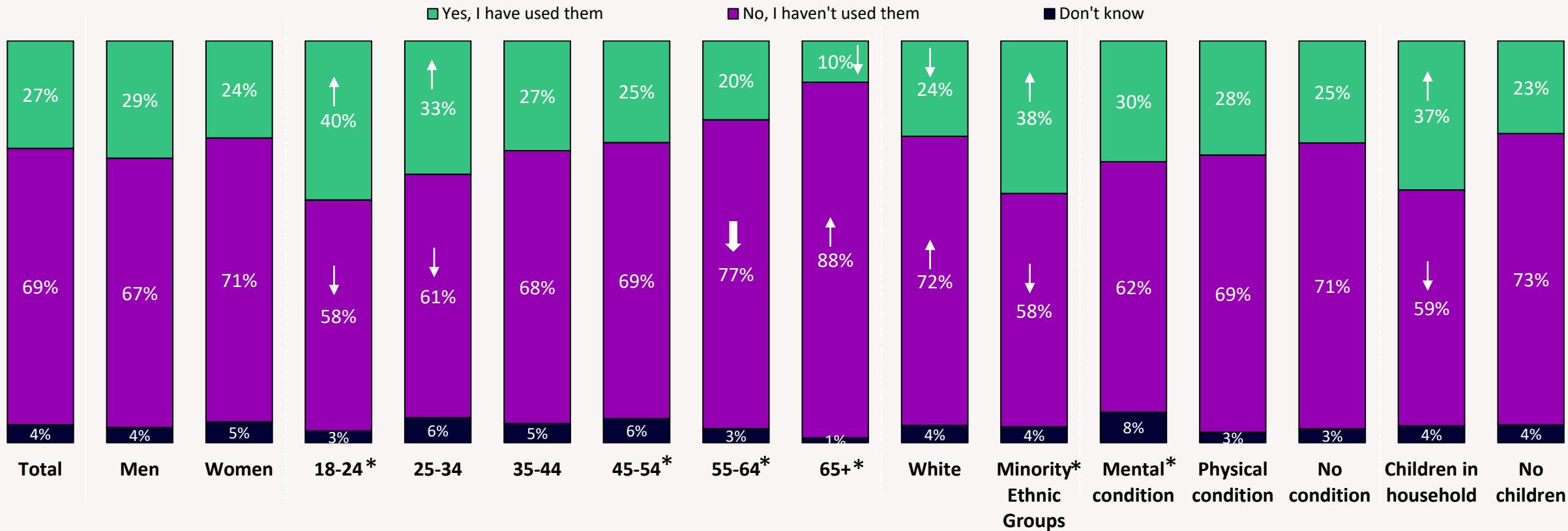
Source: VSP tracker Wave 6

Q23. You mentioned that you are aware some sites and apps have a complaints system that allows users to complain about a site's decision, this may be about content that they have reported, or where their account has been temporarily suspended, for example. Have you ever used this system?

Base: All who are aware that some sites and apps have a complaints system Total W5 n=644, W6 n=564; BitChute W5 n=91, W6 n=61; OnlyFans W5 n=102, W6 n=74; Onevsp W5 n=83, W6 n=72; MintStars W5 n=79, W6 n=68; Xpanded.com W5 n=92, W6 n=60; Fanzworld W5 n=88, W6 n=66; Admire.Me W5 n=90, W6 n=72; Fansify W5 n=84, W6 n=66; SoSpoilt W5 n=79, W6 n=67; Sesire W5 n=82, W6 n=59

Users aged 18-34, those from minority ethnic groups and those with children in the household were more likely to have used complaints systems compared to the total

Use of complaints system by demographics



*low base size under <100

N.B Base sizes are too small to be charted for 13-17 n <50

Source: VSP tracker Wave 6

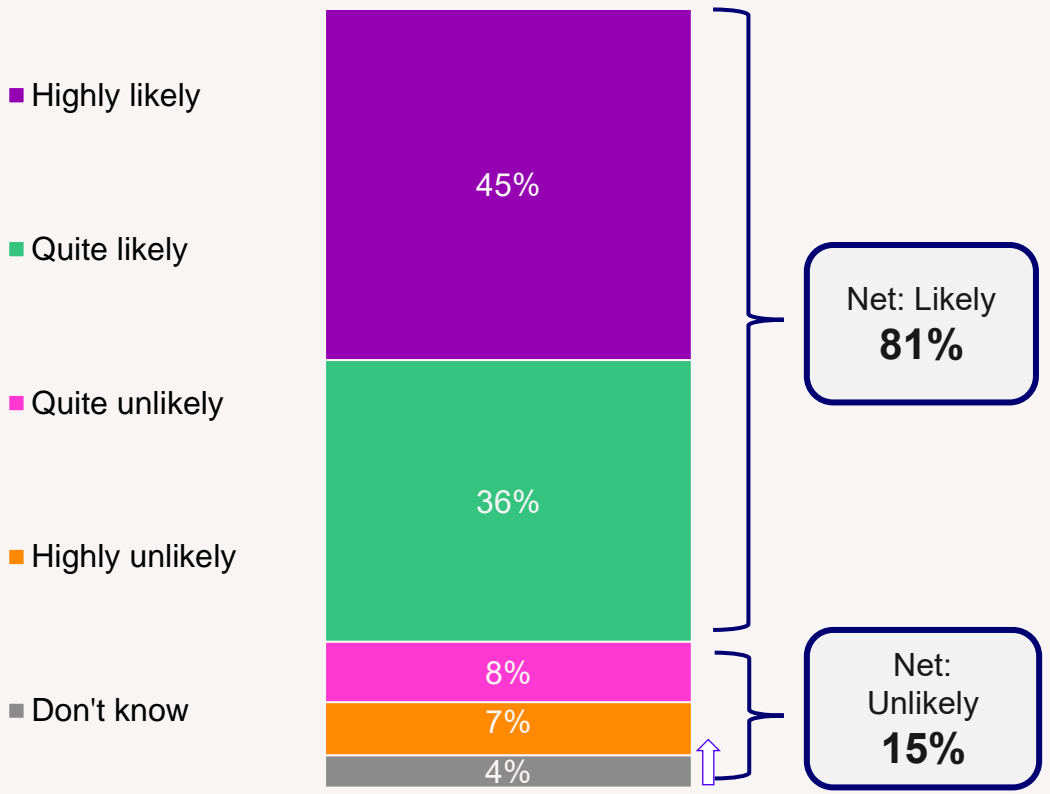
Q23. You mentioned that you are aware some sites and apps have a complaints system that allows users to complain about a site's decision, this may be about content that they have reported, or where their account has been temporarily suspended, for example. Have you ever used this system?

Base: All aware of a complaints system on one or more VSPs used in the past 3 months: Total W5 n=644, W6 n=564; Male W5 n=351, W6 n=290; Female W5 n=293, W6 n=274; 18-24 W5 n=81, W6 n=78; 25-34 W5 n=164, W6 n=143; 35-44 W5 n=116, W6 n=101; 45-54 W5 n=102, W6 n=85; 55-64 W5 n=63, W6 n=62; 65+ W5 n=79, W6 n=68; White W5 n=518, W6 n=444; Minority ethnic groups W5 n=88, W6 n=81; Mental condition W5 n=100, W6 n=96; Physical condition W5 n=137, W6 n=130; No condition W5 n=400, W6 n=339; Children in household W5 n=208, W6 n=158; No children W5 n=388, W6 n=374

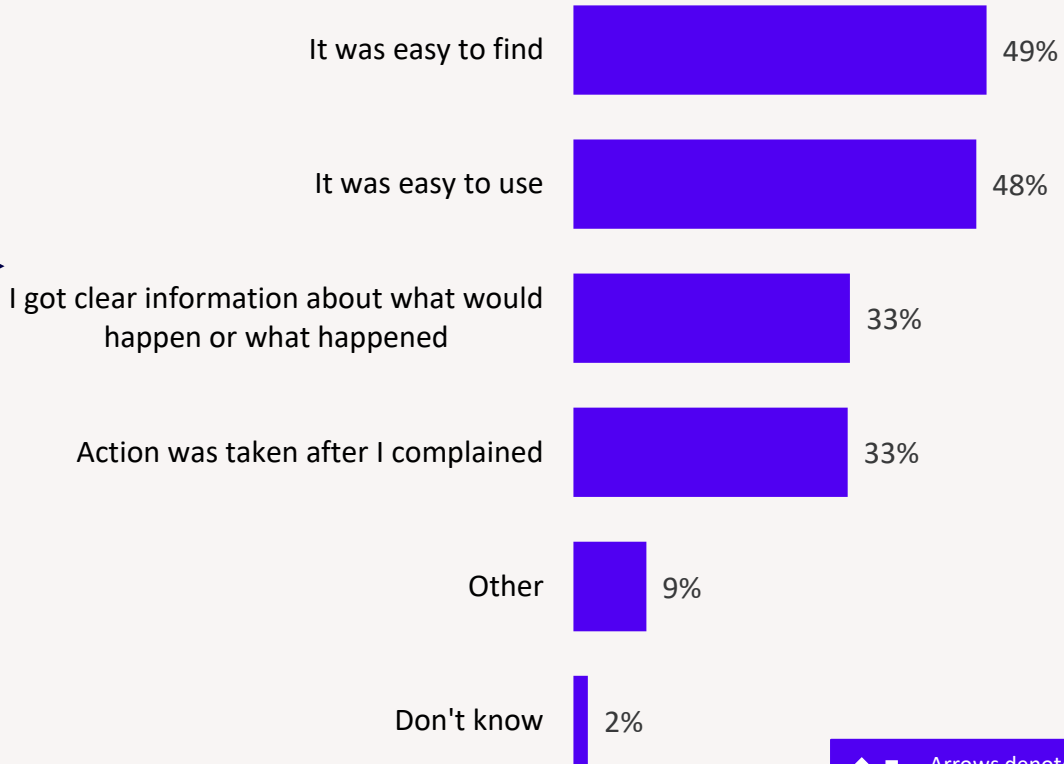
↑ ↓ Arrows denote significant shifts since Wave 5
 ↑ ↓ Significantly higher/lower than Total at 95% confidence

Over four in five of those who had previously used complaints systems on VSPs said they would be likely to use them again in future. Ease of finding and use are the top drivers for why users said they would use complaints systems again

Likelihood to use complaints system again



Reasons for being likely to use complaints systems on sites/apps again



↑↓ Arrows denote significant shifts since Wave 5

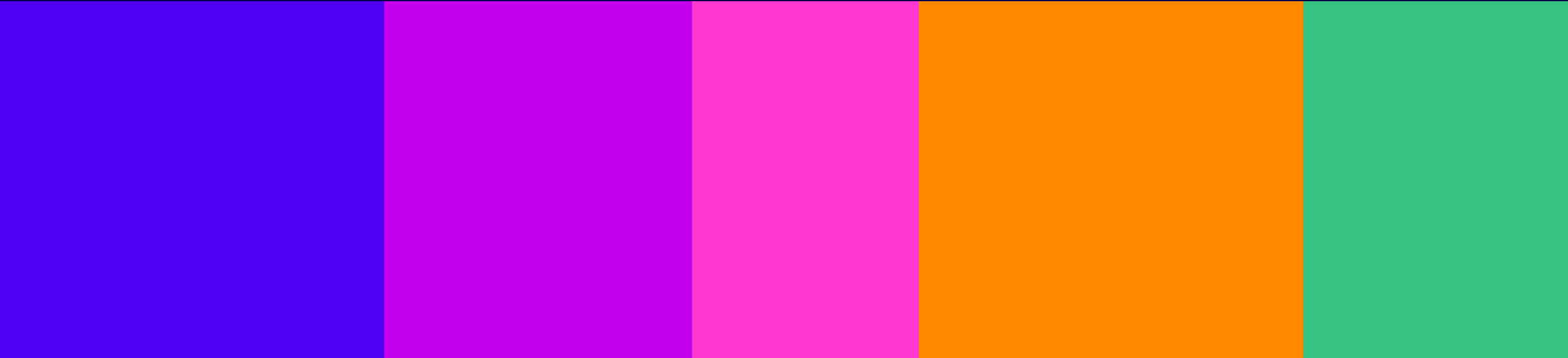
Source: VSP tracker Wave 6

Q23a. Based on your experience of using the complaints system, would you be likely to use it again if you came across content which was concerning to you?
 Q23b. You said you would be likely to use this complaints system again, why is that?

Base: Those who have ever used complaints system on sites or apps Total W5 n=161, W6 n=150; Those who would be likely to use complaints system again Total W5 n=134, W6 n=122

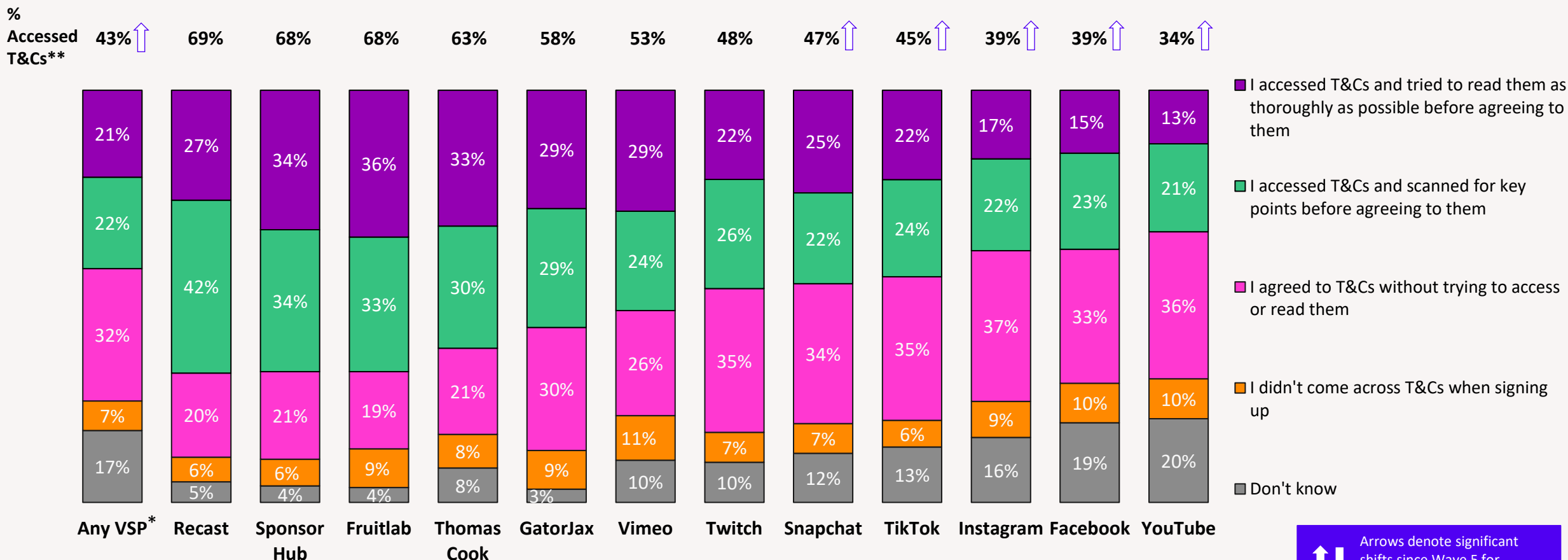
Section 5

Accessing T&Cs when signing up to sites or apps



There was an increase in the proportion of users accessing T&Cs on any VSP in Wave 6 vs. Wave 5. Snapchat, TikTok, Instagram, Facebook and YouTube saw increases compared to Wave 5.

Whether T&Cs were accessed or/and read when signing up to specific VSPs – pt. 1



* Respondents are assigned to 'Net: Any VSP' according to the greatest engagement with T&Cs they select for the VSPs they answer about

Source: VSP tracker Wave 6

Q24a. When you signed up to the sites or apps you use below, which of the following applied?

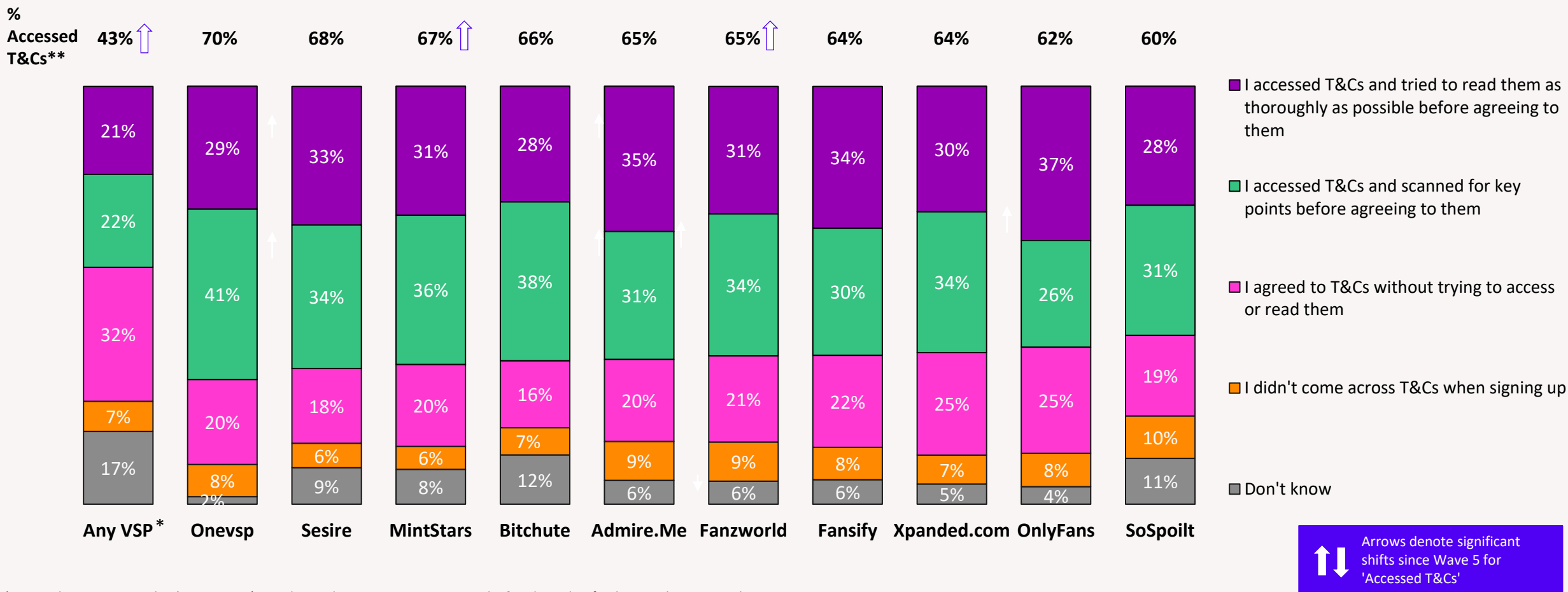
Base: all who have used VSP in the last three months Any VSP W5 n=1,230, W6 n=1,114; Recast W5 n=127, W6 n=116; Sponsor Hub W5 n=126, W6 n=127; Fruitlab W5 n=138, W6 n=116; Thomas Cook W5 n=162, W6 n=134; GatorJax W5 n=116, W6 n=115; Vimeo W5 n=191, W6 n=157; Twitch W5 n=226, W6 n=218; Snapchat W5 n=422, W6 n=372; TikTok W5 n=502, W6 n=477; Instagram W5 n=811, W6 n=723; Facebook W5 n=984, W6 n=858; YouTube W5 n=1,116, W6 n=1,024

**Some %s may not add up to the '% accessed T&Cs' due to rounding

↑ ↓ Arrows denote significant shifts since Wave 5 for 'Accessed T&Cs'

Among VSPs shown to respondents aged 18+, MintStars and Fanzworld users were more likely to access T&Cs in Wave 6 vs. Wave 5

Whether T&Cs were accessed or/and read when signing up to specific VSPs – VSPs shown to respondents aged 18+ – pt. 2



* Respondents are assigned to 'Net: Any VSP' according to the greatest engagement with T&Cs they select for the VSPs they answer about

Source: VSP tracker Wave 6

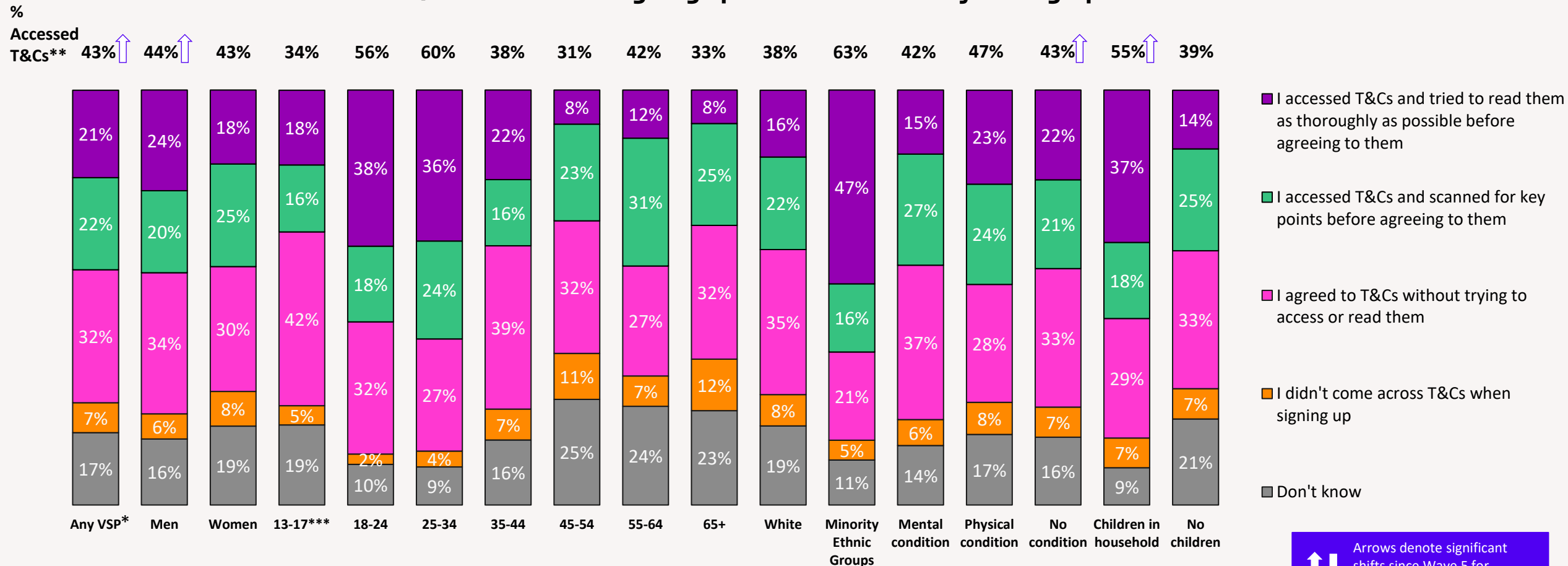
Q24a. When you signed up to the sites or apps you use below, which of the following applied?

Base: all who have used VSP in the last three months Any VSP W5 n=1,230, W6 n=1,114; Onevsp W5 n=121, W6 n=114; Sesire W5 n=119, W6 n=102; MintStars W5 n=113, W6 n=107; BitChute W5 n=127, W6 n=105; Admire.Me W5 n=127, W6 n=115; Fanzworld W5 n=128, W6 n=106; Fansify W5 n=116, W6 n=103; Xpanded.com W5 n=128, W6 n=102; OnlyFans W5 n=146, W6 n=122; SoSpoilt W5 n=116, W6 n=109

**Some %s may not add up to the '% accessed T&Cs' due to rounding

Men were more likely to access T&Cs in Wave 6 vs. Wave 5 as were those with children in the household and those with no limiting conditions

Whether T&Cs were accessed or/and read when signing up to VSPs overall – by demographics



***low base size under <100

* Respondents are assigned to 'Net: Any VSP' according to the greatest engagement with T&Cs they select for the VSPs they answer about

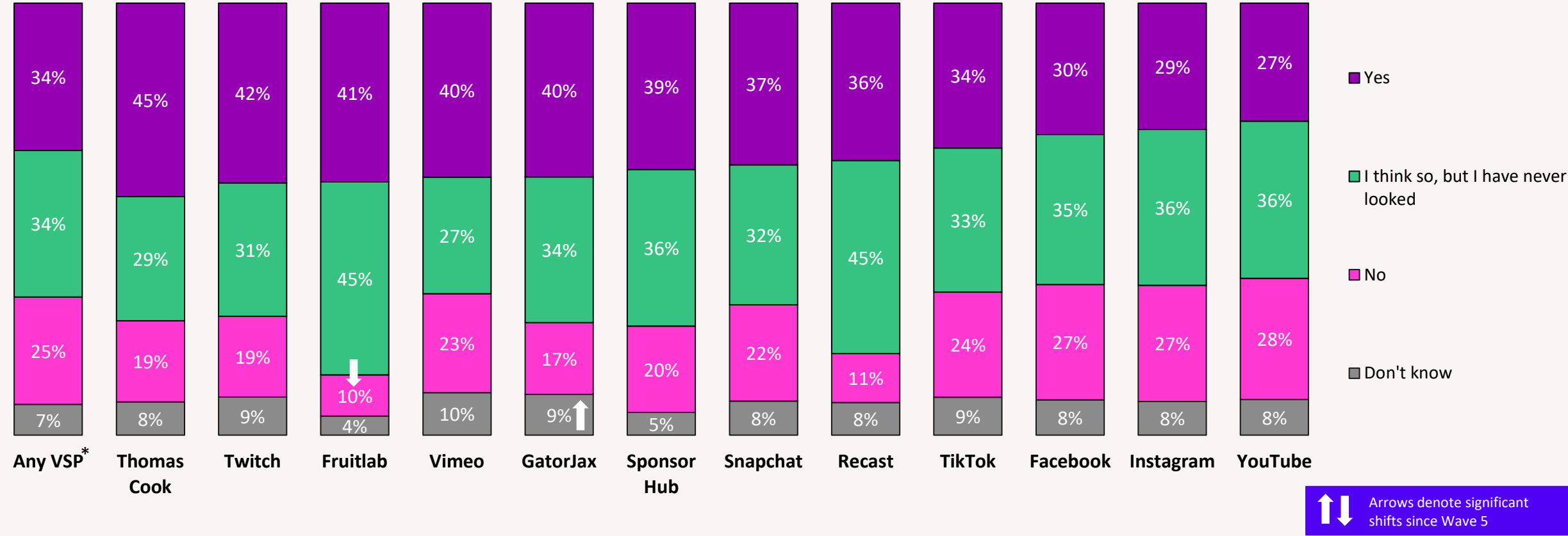
Source: VSP tracker Wave 6

Q24a. When you signed up to the sites or apps you use below, which of the following applied?

Base: all who have used VSP in the last three months Any VSP W5 n=1,230, W6 n=1,114; Male W5 n=645, W6 n=571; Female W5 n=585, W6 n=543; 13-17 W5 n=71, W6 n=67; 18-24 W5 n=153, W6 n=130; 25-34 W5 n=260, W6 n=246; 35-44 W5 n=218, W6 n=192; 45-54 W5 n=200, W6 n=179; 55-64 W5 n=148, W6 n=133; 65+ W5 n=180, W6 n=167; White W5 n=1,006, W6 n=888; Minority Ethnic Groups W5 n=163, W6 n=146; Mental condition W5 n=175, W6 n=186; Physical condition W5 n=269, W6 n=269; No condition W5 n=748, W6 n=638; Children in household W5 n=376, W6 n=310; No children W5 n=761, W6 n=720 **Some %s may not add up to the '% accessed T&Cs' due to rounding

A quarter of users said that they do not know where to find T&Cs on sites/apps which was consistent with the proportion of users who said the same in Wave 5

Aware of where to find the T&Cs on sites/apps – pt. 1



* Respondents are assigned to 'Net: Any VSP' according to most 'positive' response selected for the VSPs they answer about

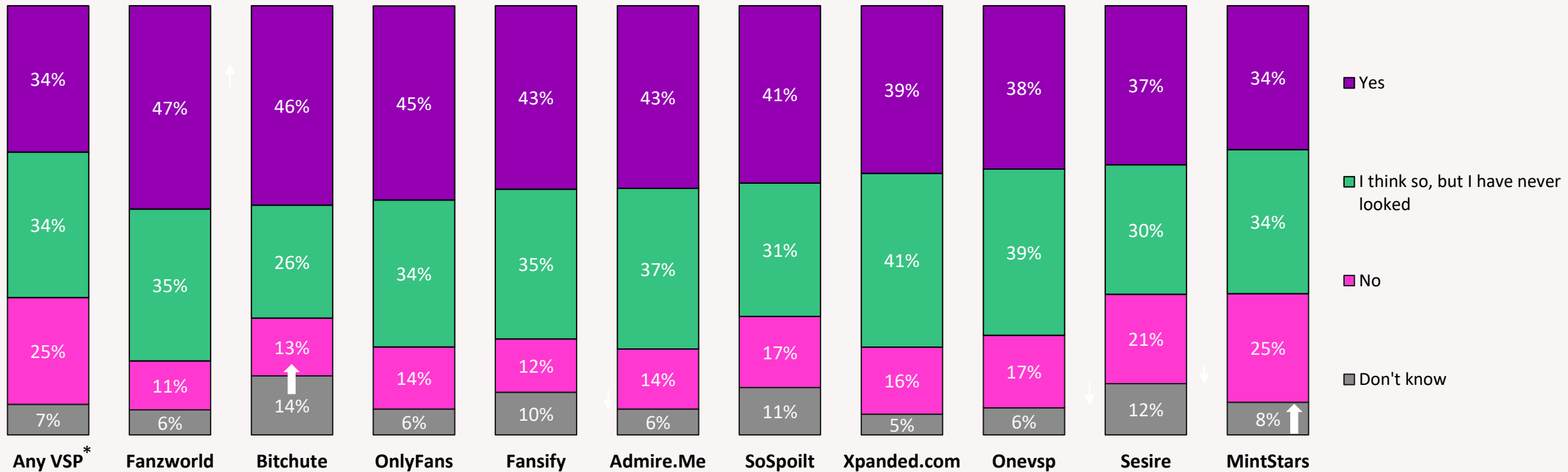
Source: VSP tracker Wave 6

Q24c. Do you know where to find the T&Cs on these sites or apps?

Base: all who have used VSP in the last three months Any VSP W5 n=1,230, W6 n=1,114; Thomas Cook W5 n=162, W6 n=134; Twitch W5 n=226, W6 n=218; Fruitlab W5 n=138, W6 n=116; Vimeo W5 n=191, W6 n=157; GatorJax W5 n=116, W6 n=115; Sponsor Hub W5 n=126, W6 n=127; Snapchat W5 n=422, W6 n=372; Recast W5 n=127, W6 n=116; TikTok W5 n=502, W6 n=477; Facebook W5 n=984, W6 n=858; Instagram W5 n=811, W6 n=723; YouTube W5 n=1,116, W6 n=1,024

There were also very few differences compared to last wave for VSPs shown to respondents aged 18+

Aware of where to find the T&Cs on sites/apps - VSPs shown to respondents aged 18+ - pt. 2



↑↓ Arrows denote significant shifts since Wave 5

* Respondents are assigned to 'Net: Any VSP' according to most 'positive' response selected for the VSPs they answer about

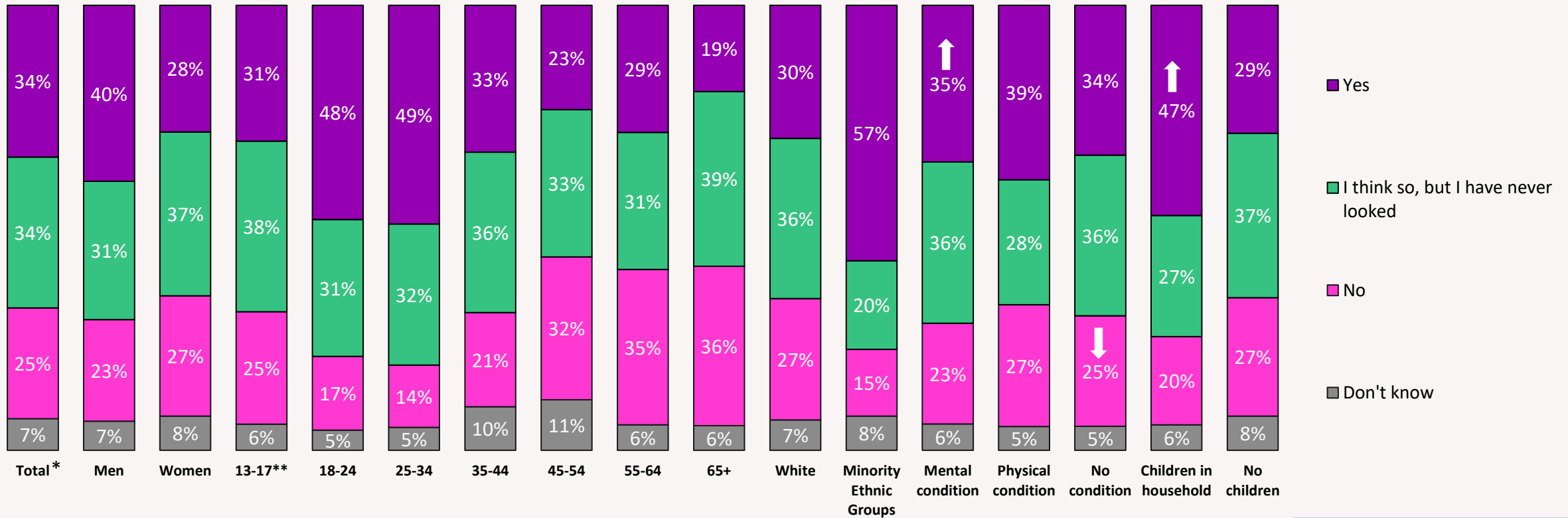
Source: VSP tracker Wave 6

Q24c. Do you know where to find the T&Cs on these sites or apps?

Base: all who have used VSP in the last three months Any VSP W5 n=1,230, W6 n=1,114; Fanzworld W5 n=128, W6 n=106; BitChute W5 n=127, W6 n=105; OnlyFans W5 n=146, W6 n=122; Fansify W5 n=116, W6 n=103; Admire.Me W5 n=127, W6 n=115; SoSploit W5 n=116, W6 n=109; Xpanded.com W5 n=128, W6 n=102; Onevsp W5 n=121, W6 n=114; Sesire W5 n=119, W6 n=102; MintStars W5 n=113, W6 n=107

Those with a mental health condition and those with children in the household are more likely to know where to find the T&Cs on VSPs in Wave 6 vs. Wave 5

Aware of where to find the T&Cs on sites/apps overall – by demographics



↑ ↓ Arrows denote significant shifts since Wave 5

**low base size under <100

* Respondents are assigned to 'Net: Any VSP' (or 'total') according to most 'positive' response selected for the VSPs they answer about

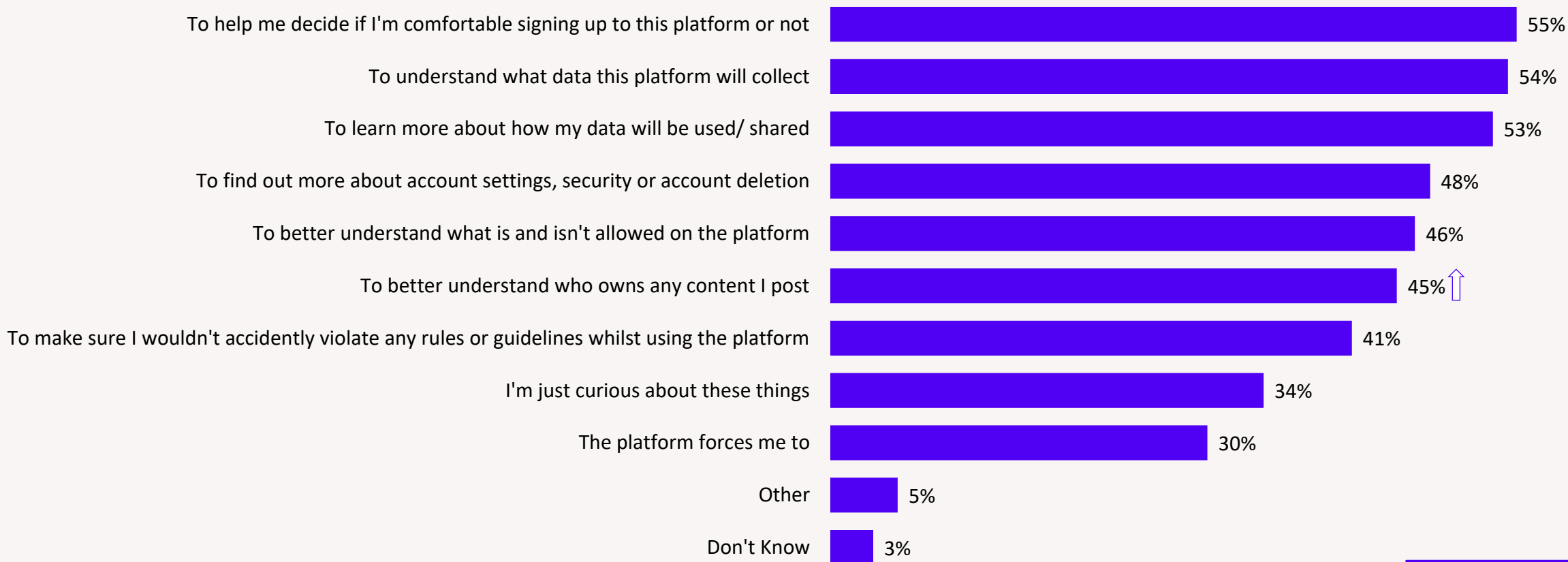
Source: VSP tracker Wave 6

Q24c. Do you know where to find the T&Cs on these sites or apps?

Base: all who have used VSP in the last three months Total W5 n=1,230, W6 n=1,114; Male W5 n=645, W6 n=571; Female W5 n=585, W6 n=543; 13-17 W5 n=71, W6 n=67; 18-24 W5 n=153, W6 n=130; 25-34 W5 n=260, W6 n=246; 35-44 W5 n=218, W6 n=192; 45-54 W5 n=200, W6 n=179; 55-64 W5 n=148, W6 n=133; 65+ W5 n=180, W6 n=167; White W5 n=1,006, W6 n=888; Minority Ethnic Groups W5 n=163, W6 n=146; Mental condition W5 n=175, W6 n=186; Physical condition W5 n=269, W6 n=269; No condition W5 n=748, W6 n=638; Children in household W5 n=376, W6 n=310; No children W5 n=761, W6 n=720

The most common reasons for accessing T&Cs were to help users decide if they are comfortable signing up to platforms as well as to understand what data the platform will collect and how it will be used

Reasons for accessing and reading T&Cs when signing up to sites/apps - overall



↑ ↓ Arrows denote significant shifts since Wave 5

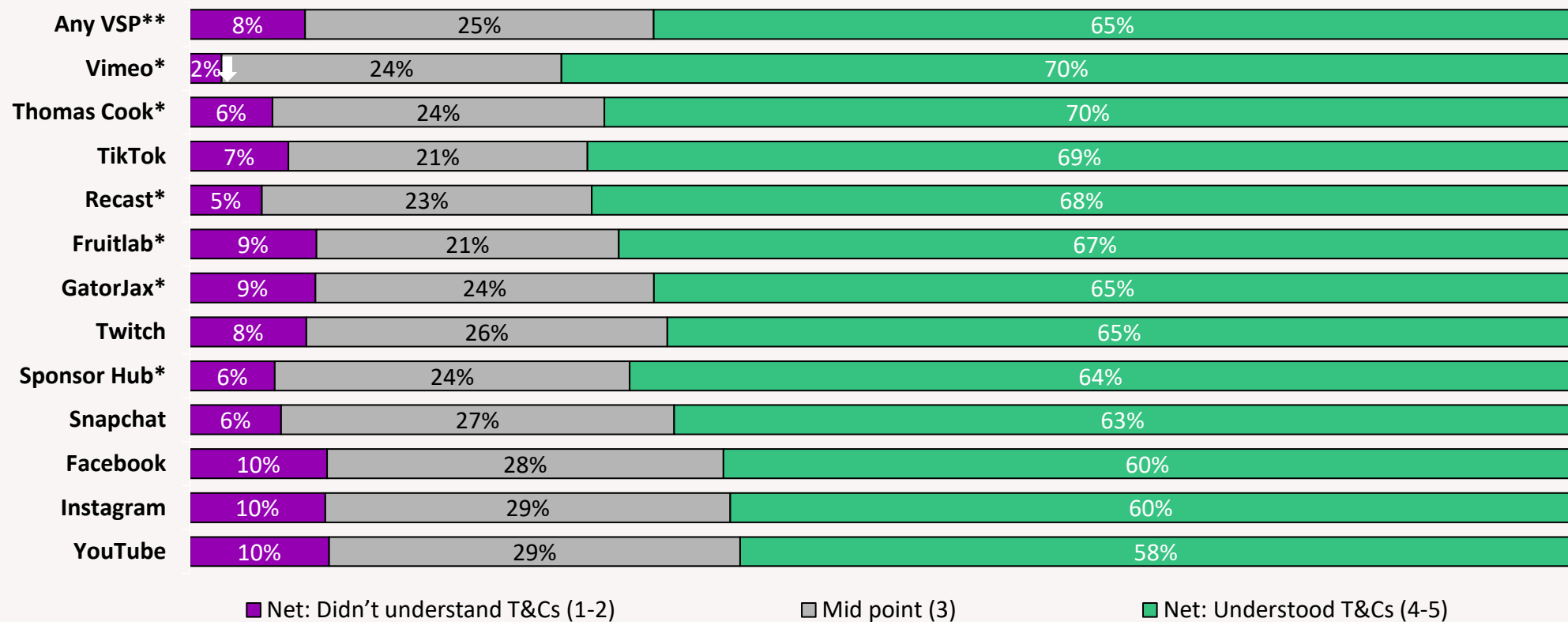
Source: VSP tracker Wave 6

Q24b. When you signed up to the following sites or apps, why did you access and read the T&Cs?

Base: all who have accessed and read T&Cs when signing up to sites/ apps Total W5 n=479, W6 n=481

Just under two thirds of users said they understood T&Cs on sites/apps, this is consistent with Wave 5


Understanding of T&Cs on sites/apps – pt. 1



*low base size under <100

**N.B. Respondents are assigned to 'Net: Any VSP' according to the highest answer code they select for the VSPs they answer about

N.B. - Figures may not add up to 100% as 'Don't know' has not been reported


 Arrows denote significant shifts since Wave 5

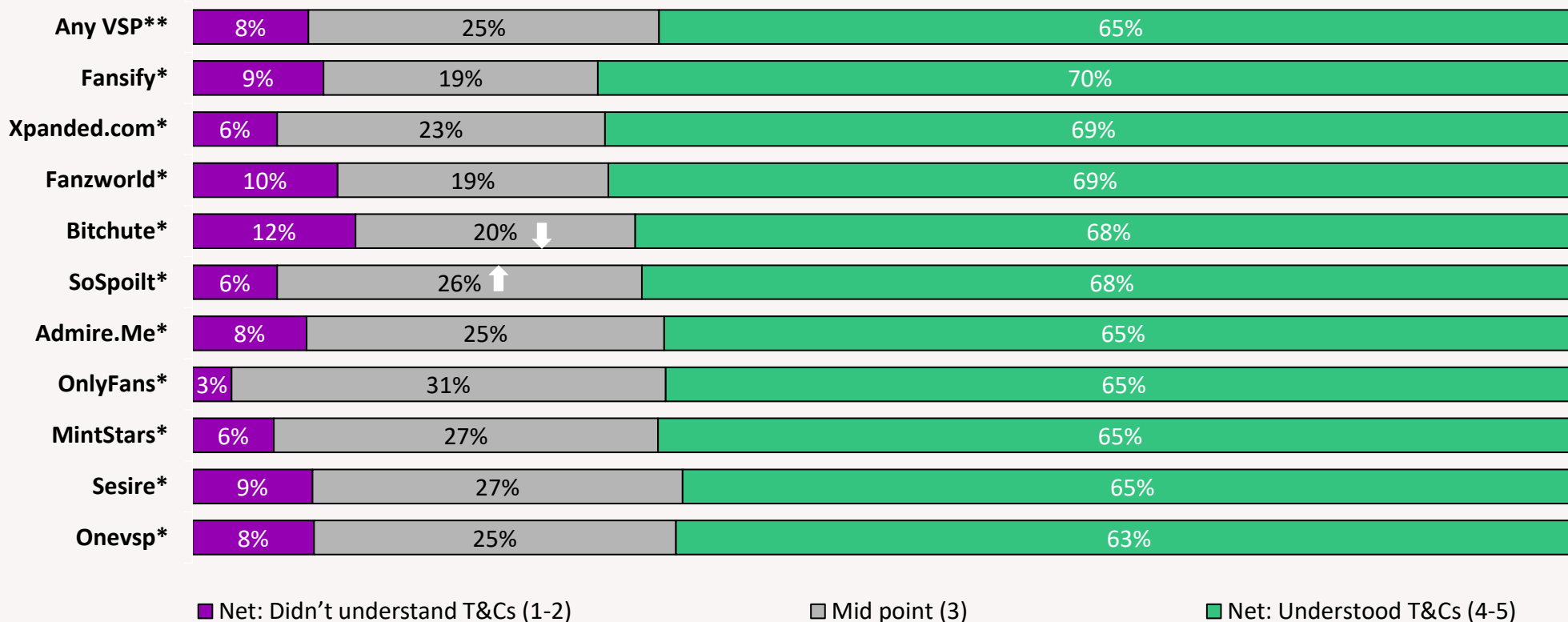
Source: VSP tracker Wave 6

Q24d. You said you read the T&Cs when you signed up to the following platforms. On a scale of 1-5 where 1 is 'didn't understand at all' and 5 is 'fully understood', when you read the T&Cs, to what extent did you find you were able to understand them?

Base: All who accessed and read T&C's when signing up to these sites/ apps Any VSP W5 n=479, W6 n=481; Vimeo W5 n=95, W6 n=84, Thomas Cook W5 n=90, W6 n=84, TikTok W5 n=182, W6 n=215, Recast W5 n=74, W6 n=79, Fruitlab W5 n=78, W6 n=79, GatorJax W5 n=62, W6 n=66, Twitch W5 n=99, W6 n=106, Sponsor Hub W5 n=77, W6 n=87, Snapchat W5 n=166, W6 n=176, Facebook W5 n=332, W6 n=332, Instagram W5 n=268, W6 n=279, YouTube W5 n=331, W6 n=350

Similarly for users of VSPs shown to respondents aged 18+, around two thirds said they understood the T&Cs which was also consistent with our data from Wave 5

Understanding of T&Cs on sites/apps – VSPs shown to respondents aged 18+ – pt. 2



*low base size under <100

**N.B. Respondents are assigned to 'Net: Any VSP' according to the highest answer code they select for the VSPs they answer about

N.B. - Figures may not add up to 100% as 'Don't know' has not been reported

↑ ↓ Arrows denote significant shifts since Wave 5

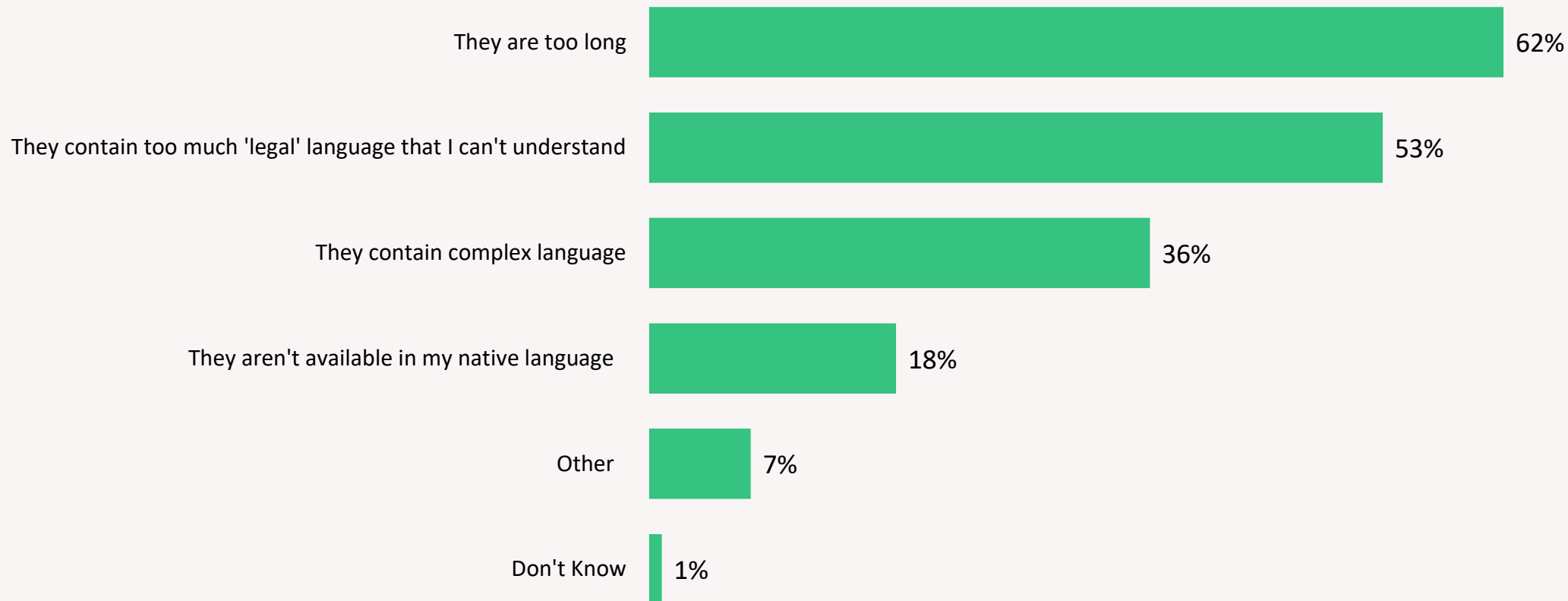
Source: VSP tracker Wave 6

Q24d. You said you read the T&Cs when you signed up to the following platforms. On a scale of 1-5 where 1 is 'didn't understand at all' and 5 is 'fully understood', when you read the T&Cs, to what extent did you find you were able to understand them?

Base: All who accessed and read T&C's when signing up to these sites/ apps Amu VSP W5 n=479, W6 n=481; Fansify W5 n=67, W6 n=66, Xpanded.com W5 n=73, W6 n=65, Fanzworld W5 n=64, W6 n=68, BitChute W5 n=69, W6 n=69, SoSpoilt W5 n=66, W6 n=65, Admire.Me W5 n=71, W6 n=75, OnlyFans W5 n=76, W6 n=76, MintStars W5 n=60, W6 n=71, Sesire W5 n=68, W6 n=69, Onevsp W5 n=74, W6 n=80

Over three in five users said they did not understand T&Cs on platforms due to them being too long, whilst just over half claimed they did not understand them because they contain too much legal language that is difficult to understand

Reasons for not understanding T&Cs on sites/apps



↑↓ Arrows denote significant shifts since Wave 5

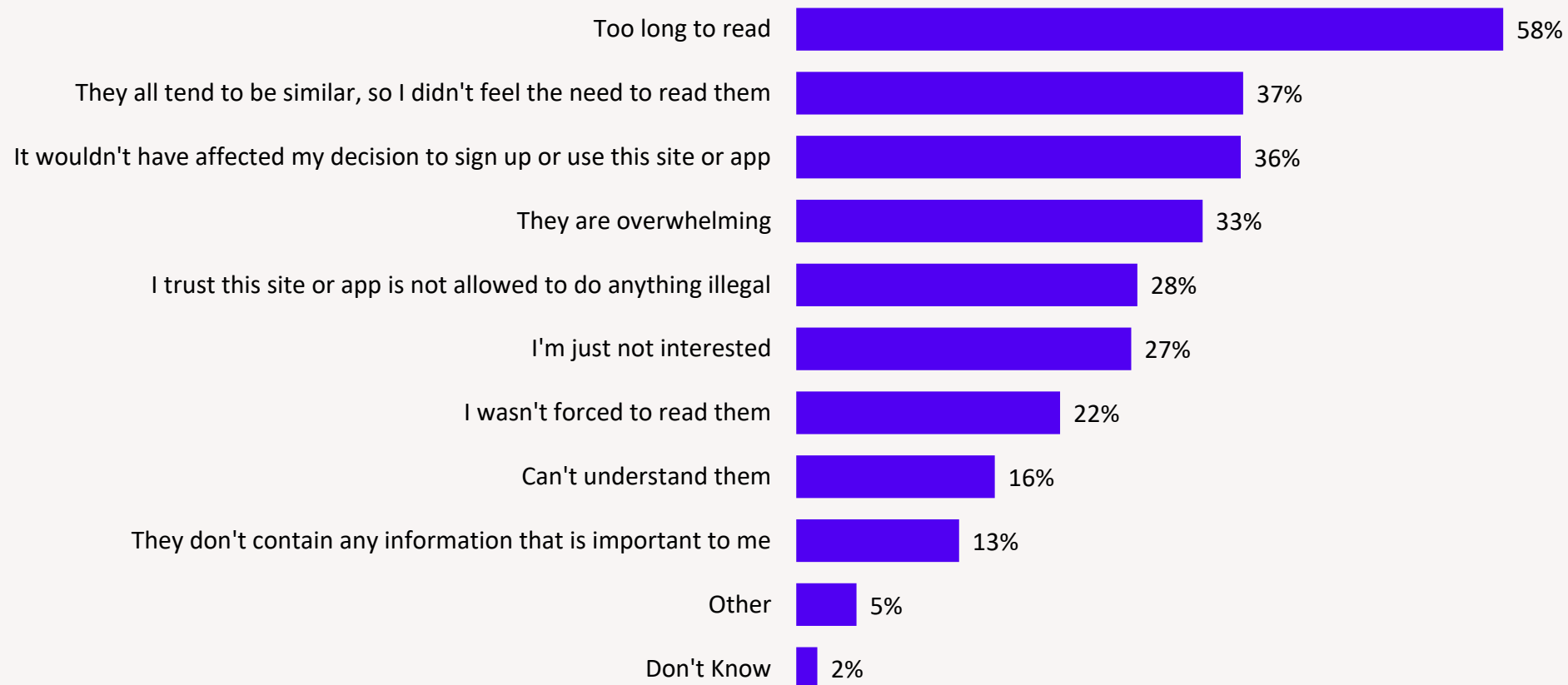
Source: VSP tracker Wave 6

Q24e. You said you didn't understand the T&Cs for the following sites or apps, why is that?

Base: Those who didn't understand T&Cs on sites/ apps Total W5 n=109, W6 n=110

T&Cs being too long to read is the main reason why users said they did not read them before signing up to platforms, consistent with the previous wave

Reasons for accepting T&Cs without accessing and reading when signing up to sites/apps



↑ ↓ Arrows denote significant shifts since Wave 5

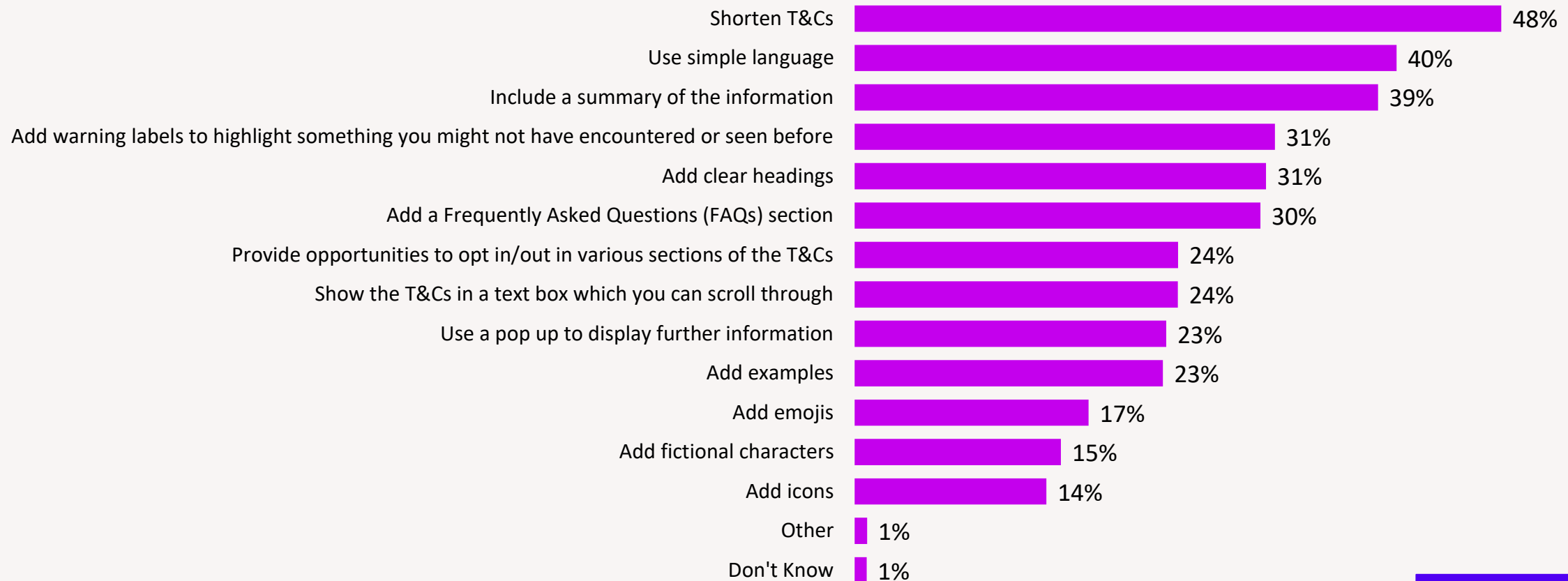
Source: VSP tracker Wave 6

Q24g. You said you accepted the T&Cs without reading them when signing up to the following platforms. Why is that? Please select all that apply.?

Base: all who accepted T&Cs without accessing and reading when signing up to sites/ apps Total W5 n=609, W6 n=530

Similar to Wave 5, shortening the length of T&Cs, using simple language and including a summary of information were the top suggested improvements for T&Cs amongst those who said they did not understand them this wave

Suggested improvements for T&Cs on sites/apps amongst those who did not understand T&Cs



↑ ↓ Arrows denote significant shifts since Wave 5

Source: VSP tracker Wave 6

Q24f. Which of the following improvements would you like to see applied to T&Cs on the following sites or apps? Please select all that apply

Base: Those who didn't understand T&Cs on sites/ apps Total W5 n=109, W6 n=110