



Children's User Age Wave 2

Produced by: YouGov

Fieldwork: 22nd January – 5th February 2024



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Ofcom Foreword

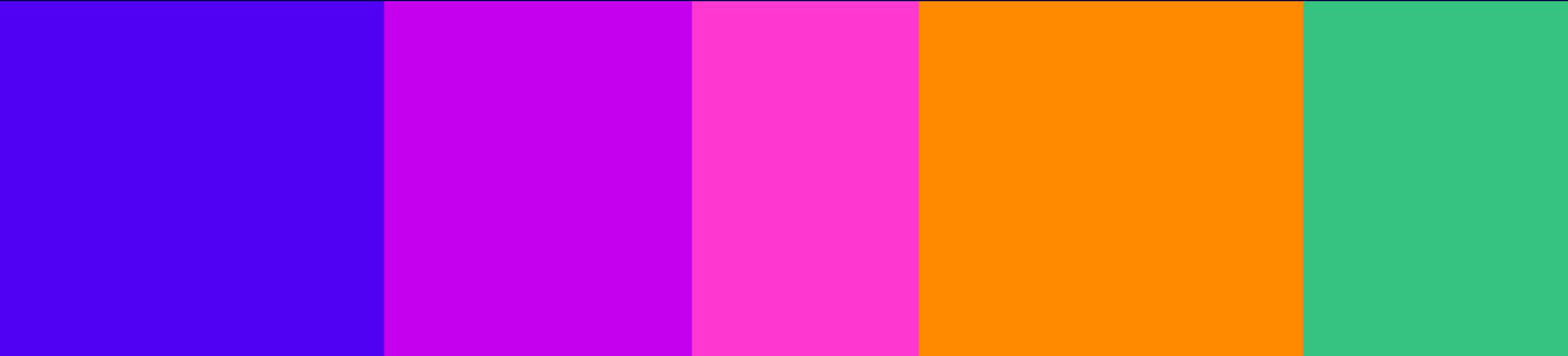
Ofcom's responsibilities

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

This report is one in a series of research studies into online safety that has informed the robust evidence base used in the [Consultation: protecting children from harm online](#). As part of that evidence base, we have brought together internal and external data, collected using different methods, from a variety of different sources.

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

Background, methodology and research caveats



Background

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

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

To understand this further, and in the absence of robust information on this from online apps/sites themselves, Ofcom commissioned 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 the 2023 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>

From 2024 onwards, the User Age research will be completed twice a year. As a result, a second wave of this study was completed in January-February 2024, with a further wave planned for July 2024.

With these changes in mind, it is important to note that the 2023 Wave 1 and 2024 Wave 2 data are not comparable to the Pilot study in 2022. Wave 1 and Wave 2 data are comparable and have been included throughout this chart pack.

*For further details on changes made to Wave 1 and Wave 2 of the 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 [2023 questionnaire](#)

Objectives

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

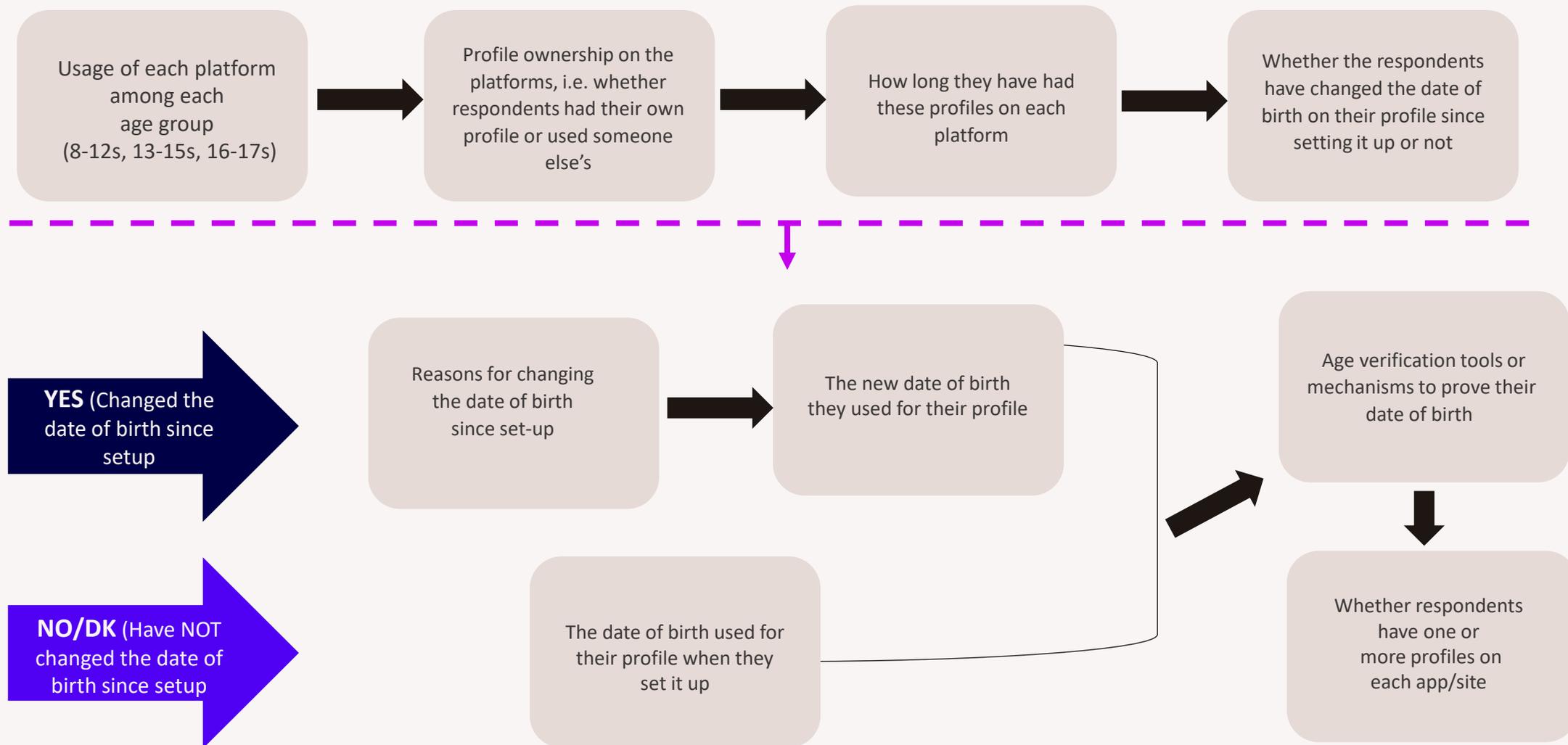
To understand the extent to which children are bypassing age assurance measures, Ofcom commissioned YouGov to conduct quantitative research to estimate the proportion of children that have online profiles with 'user ages' that make them appear to be older than they actually are. For all the apps/sites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

- Those aged between 8 to 12 with an online user age of at least 13;
 - Those aged 8-15 with an online user age of at least 16;
 - Those aged 8-17 with an online user age of at least 18.
-
- The research focused on ten platforms which were cited as the most used among children aged 8-17 in a range of Ofcom research*, and therefore the most likely for them to have a profile on.

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

Questionnaire flow

The research measured:



Methodology

Sample

- Sample based on quota of social media users aged 8-17.
- An additional boost was applied to ensure a minimum base size of 50 per platform per age group, sufficient for robust analysis. After boosts were applied our final sample consisted of 1,808 social media users aged 8-17.
- Boosts were applied to the following age groups: 16-17-year-olds for Twitch and 8-12-year-olds for X/Twitter and Twitch.
- Respondents used at least one of the following social media platforms YouTube (not including YouTube Kids), Snapchat, TikTok, Instagram, Facebook, Discord, Pinterest, Twitch, X/Twitter, Vimeo (or another platform they specify in the survey).

Data collection

- Online survey interviews conducted amongst YouGov's online research panel which comprises of 3.3 million active respondents across UK.
- Respondents were recruited via parents. If there was more than one child aged 8-17 in a household, the child respondent was selected on a least-fill basis to ensure a spread across age/gender*.
- Fieldwork was conducted by YouGov from 22nd January- 5th February 2024.

Data reporting

- Data was weighted to be representative of children 8-17, based on age within gender and region.
- Three age groups were chosen for reporting: 8-12s (i.e. under the minimum age requirement to use most social media sites/apps), 13-15s, and 16-17s.
- Significance testing applied at the 95% confidence level to identify differences between subgroups e.g. age groups in Wave 2. When data was compared across Wave 1 & Wave 2, 99% confidence intervals was applied.
- Where there is a base size below 50, figures have not been reported on.

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

Research caveats (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.
- When reading these findings, please note that these were **self-reported answers** from child respondents. Therefore, results should be treated with caution and viewed as indicative because:
 - Children may have to admit that they were using these platforms underage, and some may not be willing to answer truthfully in a survey.
 - They may not be able to accurately recall certain information, e.g., the age they used when setting up their profile or how long they have had their profile.
- Due to low base sizes ($n < 50$) of those with their own profile, we were unable to report on Vimeo for all age groups, 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 (97 respondents overall), but they have been included in the user age calculation.
- We excluded a number of respondents based on their answers to a combination of questions – please see the [technical report](#) for more details.

Research caveats (2)

General Caveats - Changes between Wave 1 (2023) and Wave 2 (2024)

For Wave 2, we made two changes to the survey which are:

- Added question Q2a which asks about multiple profiles back into the survey from the pilot so we can track this over time
- Q3 asks how long respondents have had their social media profiles, we separated the 'Less than one year' option into two separate codes: '0-5 months' and '6-11 months'.
 - The split was implemented to mitigate the risk of overestimating or underestimating the duration of time spent on the platform.
 - For respondents who stated that they had their profile for '0-5 months', we assigned the value/period they had a profile as '0'.
 - For respondents who stated that they had their profile for '6-11 months' or '1 year', we assigned the value/duration they had a profile as '1'.
 - In Wave 1, those coded 'less than a year' had been assigned by the time they had a profile as '0'. As a result, we underestimated the time users spent on the site.
- Overall, Wave 2 employed the same method to calculate the user ages of children, taking into consideration the same research limitations.

Research caveats

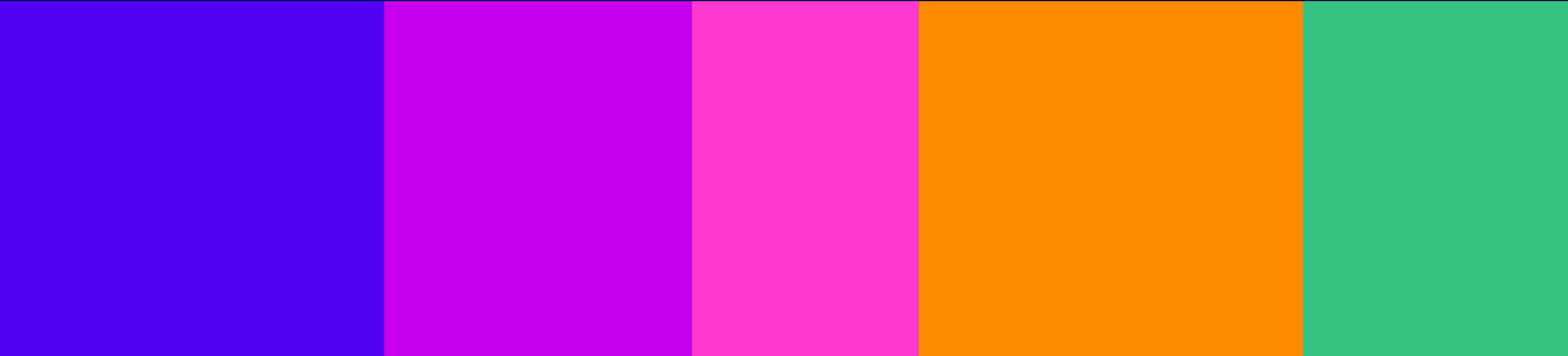
Wave 2 'user age' calculations caveats	Counts overall	% of all user age weighted sample impacted (base: 1542)
1) For those respondents who said their user age was <u>younger than 13 years</u> , for our calculations we have assumed their user age to actually be 13 when they signed up as per the minimum age limit on most social media platforms.*	N=22	1.4%
2) For those <u>who did not know</u> the age they used when they set up their profile, we took their current age minus years on site to estimate their joining age. <ul style="list-style-type: none"> 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. 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. 	N=361	23%
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.**	N=423	27%
4) A few cases of younger children aged 8 or 9 claimed to have had a personal profile for more than five years. This suggested either their profile was set up by their parents or, due to being very young, they were unable to evaluate time accurately. We still calculated their user age based on the information they provided. <ul style="list-style-type: none"> Assuming they set their joining age to 13 and they have been on the platform for 5+ years, their 'user age' will now be 18+. 	N=10	1%

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

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

Summary of findings

The full data set ([data tables in Excel and data file in SPSS](#))



Key findings

1: Online user ages (slides 17-30)

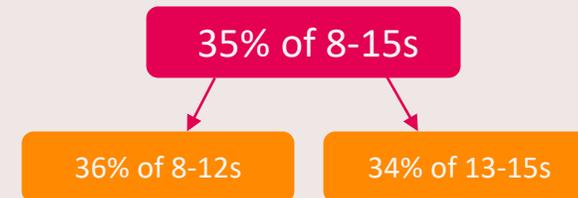
This user age research estimates that around a third (35%) of children aged 8-15, with their own social media profile on at least one app/site, have a user age of at least 16.

- This number includes over one in three 8-12-year-olds and 13-15-year-olds.
- The findings are consistent with Wave 1

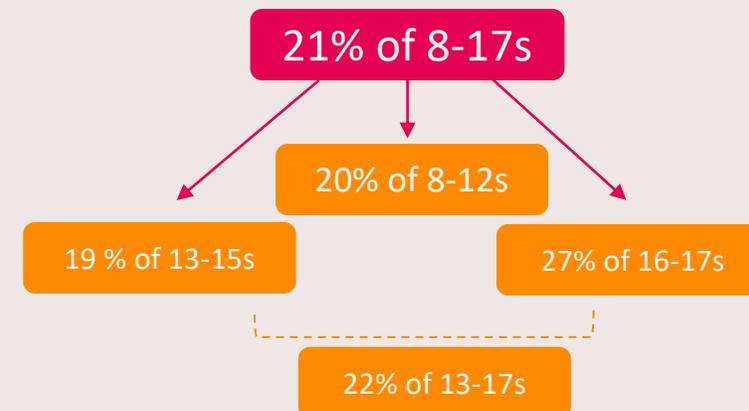
The research also estimates that just over one in five of those aged 8-17, with a social media profile on at least one app/site, have a user age of at least 18.

- This is made up of two in ten 8-12-year-olds and 13-15-year-olds, increasing to almost three in ten 16-17-year-olds.
- The findings here are also consistent with Wave 1

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+

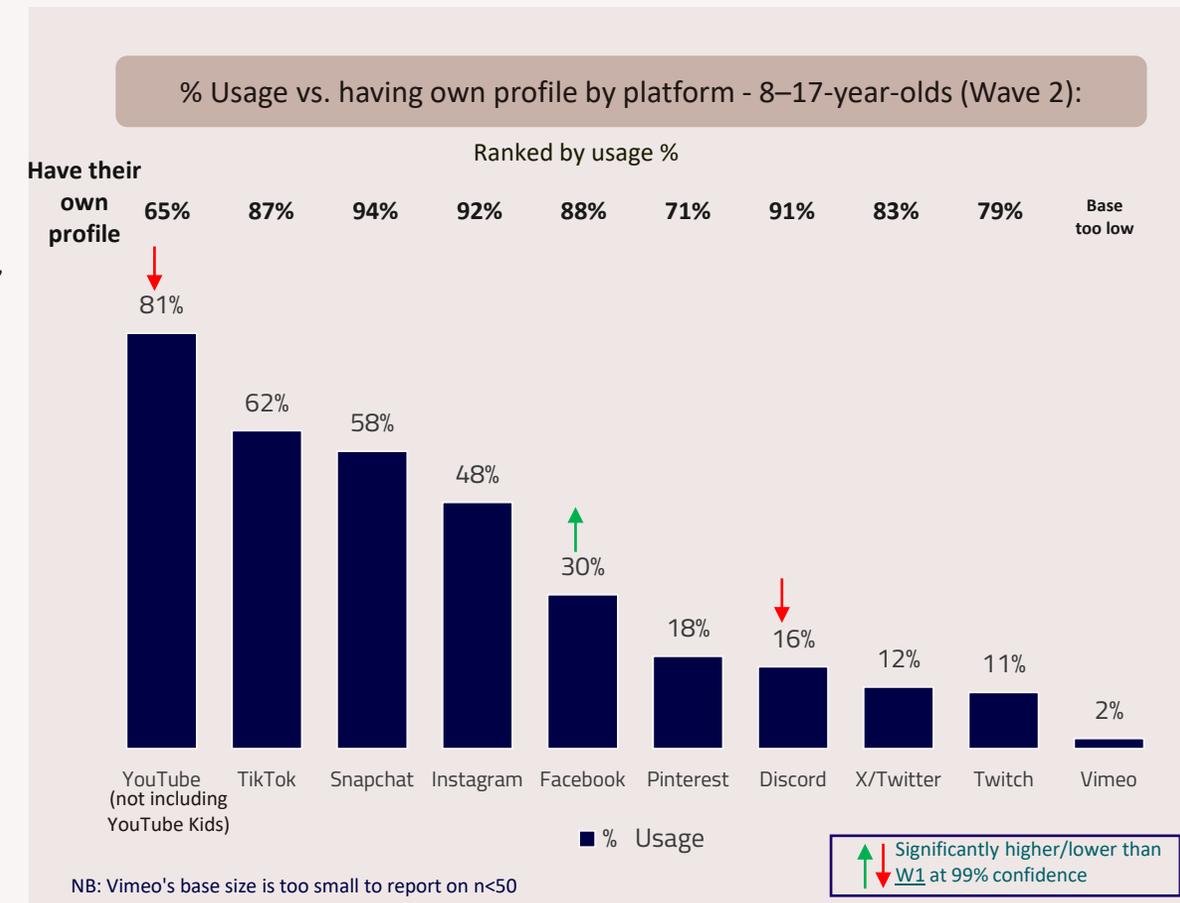
2: Platform usage and personal profiles (slides 31-41)

YouTube* was the app/site most likely to be used among children aged 8-17 (81%) for Wave 2, which was comparable across all age groups.** However usage has decreased compared to Wave 1.

- 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.
- Usage of Discord declined, while Facebook saw a rise in Wave 2 when compared to Wave 1, particularly among children aged 8-12 (15% vs 23%).
- In Wave 2, TikTok and Snapchat were the next apps/sites most likely to be used, with 62% and 58% of users using them, respectively. This was consistent with Wave 1. Like the previous wave, this increased to 75% and 72% for children aged 13-17, while it was up to half (50% and 45% respectively) for those aged 8-12.

The majority of children aged 8-17 said they use their own profile on these apps/sites, which was consistent with Wave 1. While only a minority used someone else's profile, which was true for all age groups but more so for those aged 8-12.

- Similarly to Wave 1, 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%, 86%, 86% respectively). 100% of children aged 16-17 who used Snapchat had their own profile.
- More than nine in ten children aged 8-17 who had a social media profile said they did not have more than one profile on each platform, apart from those using TikTok and Instagram (86% and 85% respectively). Children aged 13-15 were more likely than the whole sample to have multiple profiles on Discord, whilst children aged 16-17 were more likely to have multiple profiles on Instagram.



*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/childrens>

3: Changing their date of birth and age assurance (slides 42-54)

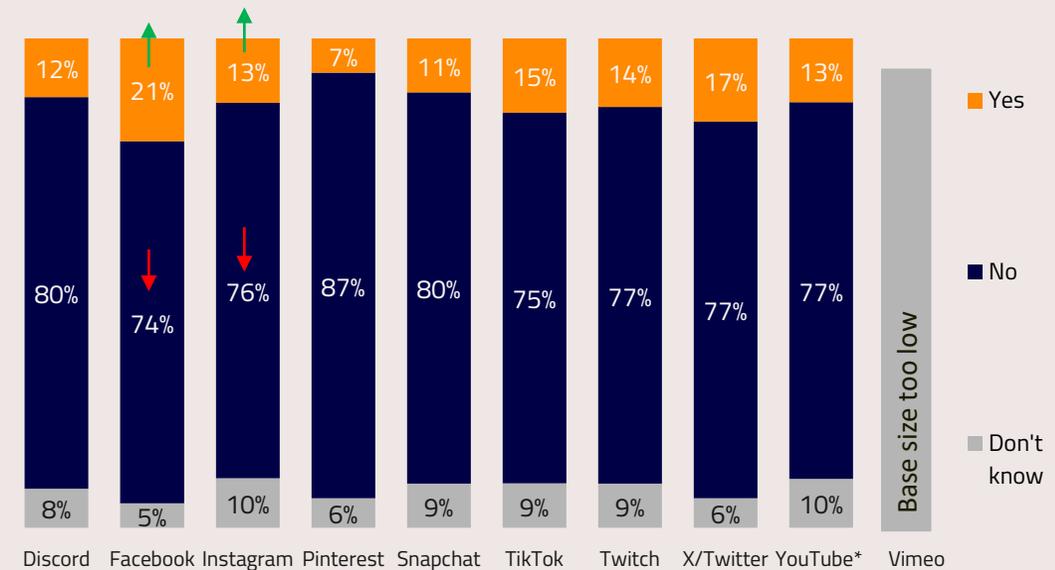
Similarly to Wave 1, a quarter of children aged 8-17 said they had changed the date of birth on their profile since it was first created.*

- Facebook (27%) and TikTok (25%), followed by X/Twitter (24%), and Instagram (23%), were the most commonly cited platforms. Which is consistent with Wave 1.
- Proportions doing this were again greater among 8-12s for Snapchat (22%), TikTok (32%), Instagram (29%) and Pinterest (19%)

Like Wave 1, four in five children aged 8-17 said they have never been asked to prove their age on any of the apps/sites, while a minority said they had been asked.

- Compared to Wave 1, there has been a noticeable rise in the proportion of 8-17s who have been requested to verify their date of birth on Instagram and Facebook.
- Across age groups, the proportion of children asked to prove their date of birth remained similar to Wave 1. However, compared to Wave 1, children aged 13-15 were more likely to say that they had been asked to verify their date of birth on Facebook (8% vs 21%) and YouTube (6% vs 14%).
- When asked how they proved their age, 29-45% of children 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 – increasingly likely for Snapchat, YouTube and Instagram compared to Wave 1.

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



*Not including YouTube Kids

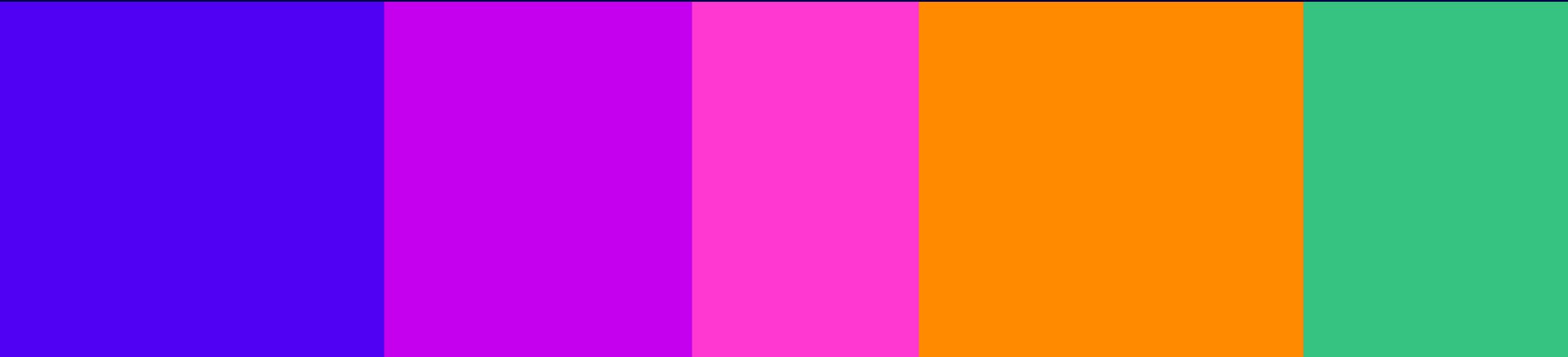
NB: Vimeo's base size is too small to report on n<50

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

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

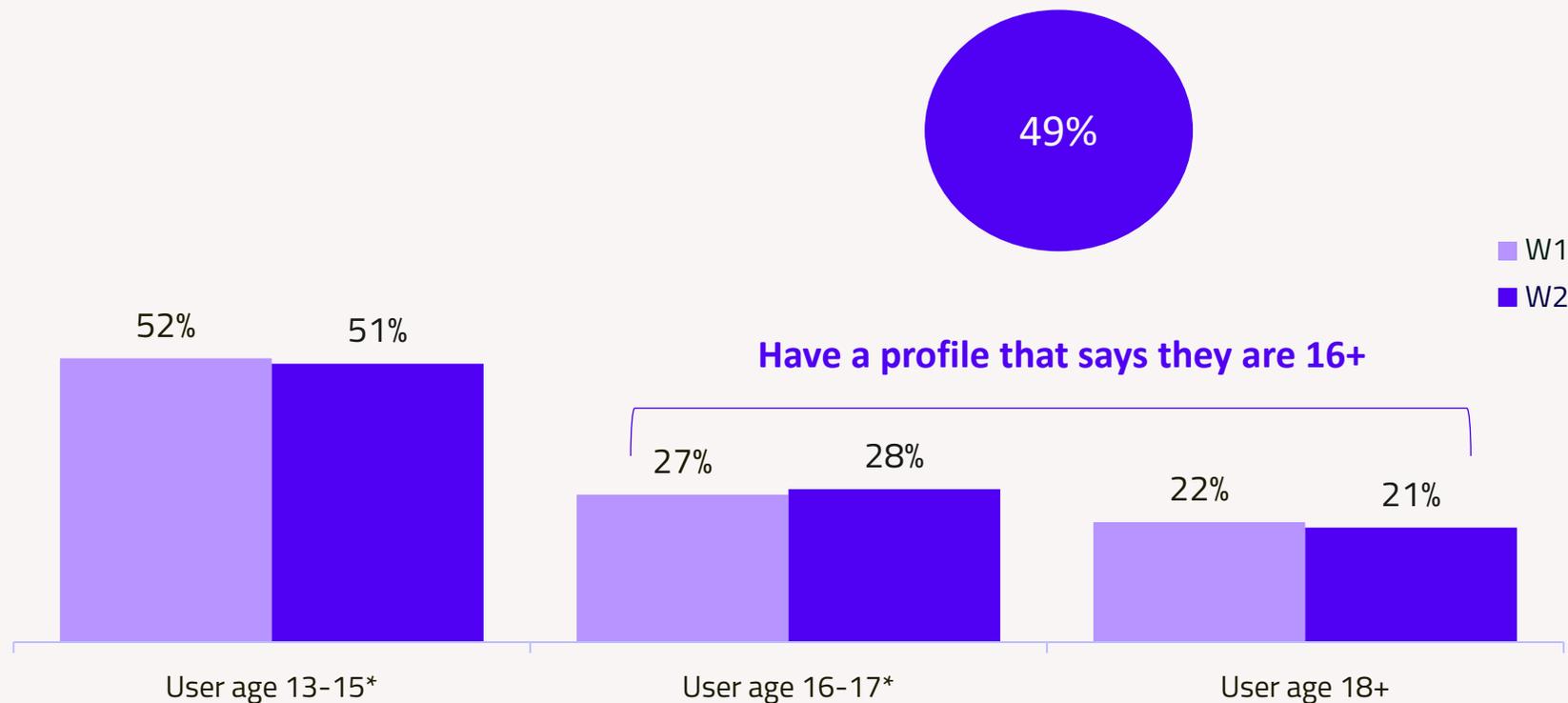
** Please note: the question this data was drawn from consisted of low base sizes: at an overall level we are unable to report on X/Twitter, Discord, Pinterest, Twitch and Vimeo. For the platforms we could report on, the base sizes were low for the following age groups: Snapchat and YouTube for 13-15 and 16-17, TikTok for 16-17's, Facebook 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+. This is consistent with findings from Wave 1.

User age of **children 8-17** – total level (Wave 1 vs Wave 2):



No significant shifts since W1

Source: Children's User Age Wave 1 & Wave 2

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

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

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+. This is consistent with findings from Wave 1

User age of **children 8-17** – total level and by platform (Wave 1 vs Wave 2):

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

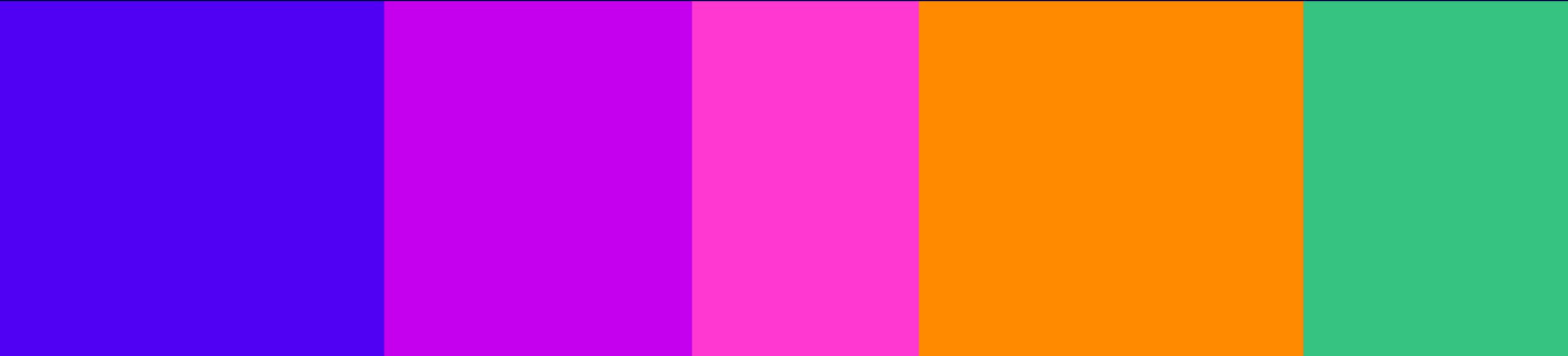
↑ ↓ Significantly higher/lower than W1 at 99% confidence

Source: Children's User Age Wave 1 & Wave 2

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

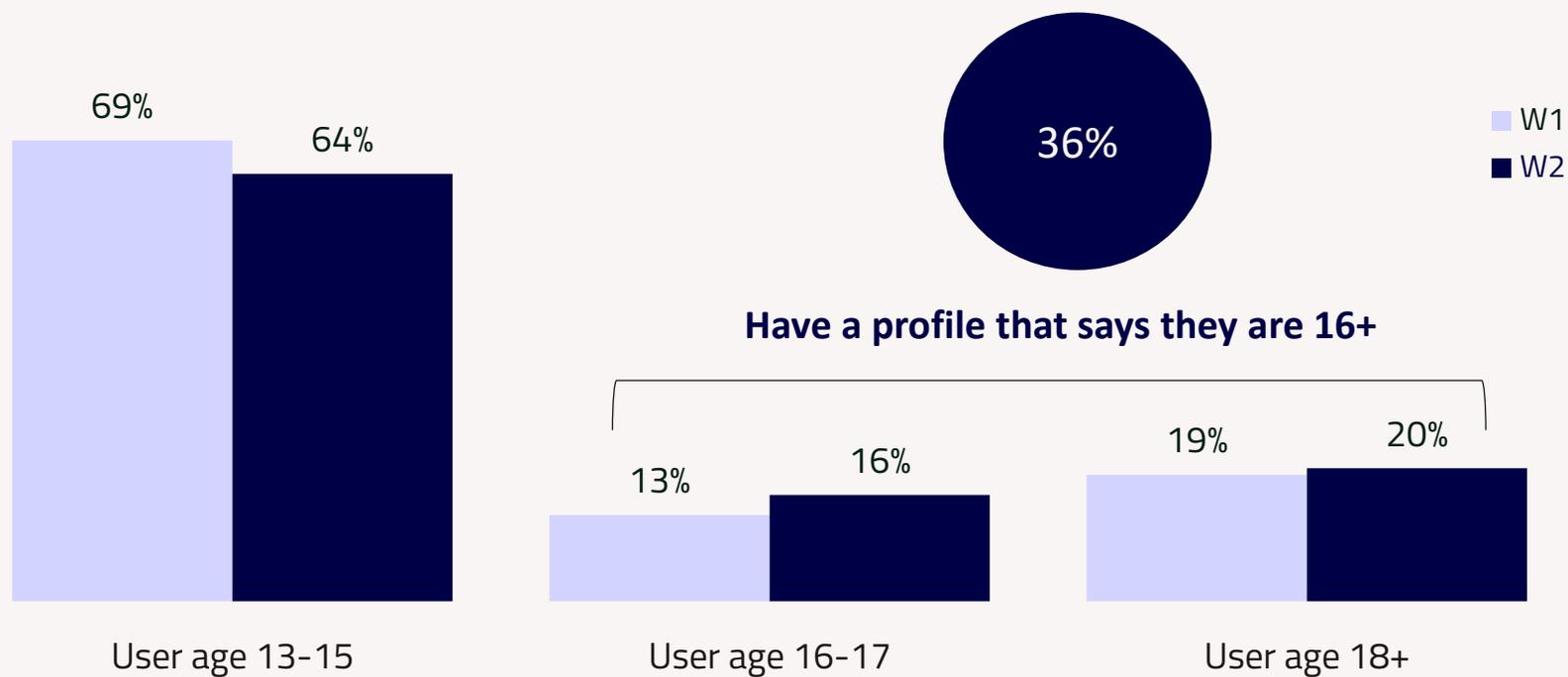
Base: All respondents aged 8-17 where user age was calculated, please see Technical Report for more details. W1 Total (1540); W2 Total (1542) , W1 Discord (284); W2 Discord (226); W1 Facebook (332); W2 Facebook (439), W1 Instagram (613); W2 Instagram (689), W1 Pinterest (203) ; W2 Pinterest (197) , W1 Snapchat (773); W2 Snapchat (805), W1 TikTok (756); W2 TikTok (801) , W1 Twitch (140) ;W2 Twitch (139), W1 X/Twitter (148) ;W2 X/Twitter (146), W1 YouTube (not including YouTube Kids) (853); W2 YouTube (not including YouTube Kids) (787) -*Base size <50 – too low to report

Online user ages: *among 8-12s*



Thirty six percent of children aged 8-12 with a social media profile, have one with a user age of at least 16+, this is consistent with Wave 1; a fifth have one with a user age of at least 18

User age of **children 8-12** – total level (Wave 1 vs Wave 2):



No significant shifts since W1

Source: Children's User Age Wave 1 & Wave 2

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

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

Thirty six percent of children aged 8-12 with a social media profile, have one with a user age of at least 16+, this is consistent with Wave 1; a fifth have one with a user age of at least 18

User age of **children 8-12** – total level and by platform (Wave 1 vs Wave 2):

Platforms (8-12's)	User age of 13-15		User age of 16-17		User age of 16+		User age of 18+	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
Total	69%	64%	13%	16%	31%	36%	19%	20%
Discord	80%	73%	7%	11%	20%	27%	13%	17%
Facebook	63%	63%	10%	17%	37%	37%	26%	20%
Instagram	68%	64%	15%	19%	32%	36%	17%	17%
Pinterest	70%	72%	10%	12%	30%	28%	20%	16%
Snapchat	80%	77%	8%	11%	20%	23%	12%	12%
TikTok	70%	70%	13%	14%	30%	30%	17%	16%
Twitch*								
X/Twitter*								
YouTube (not including YouTube Kids)	69%	63%	14%	17%	31%	37%	17%	20%
Vimeo*								

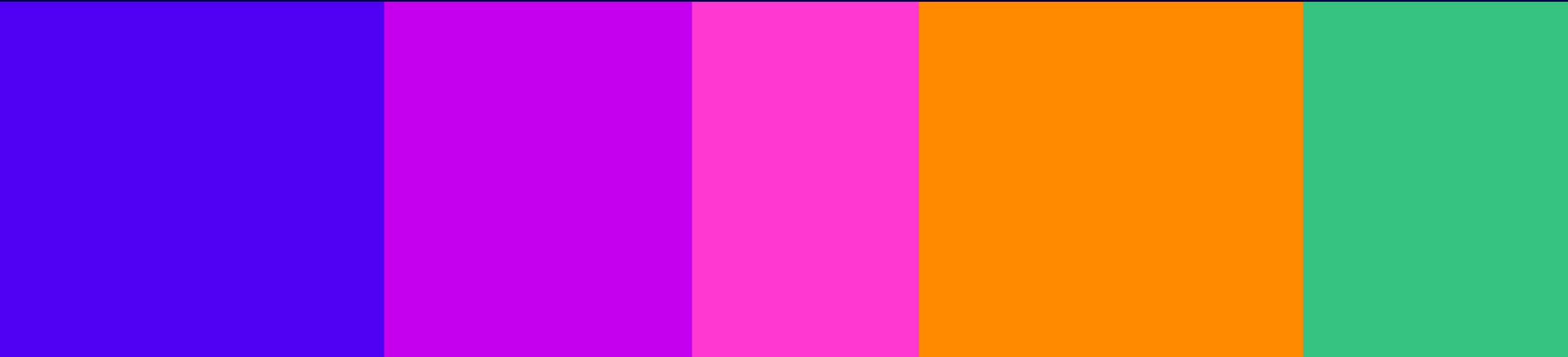
No significant shifts since W1

Source: Children's User Age Wave 1 & Wave 2

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

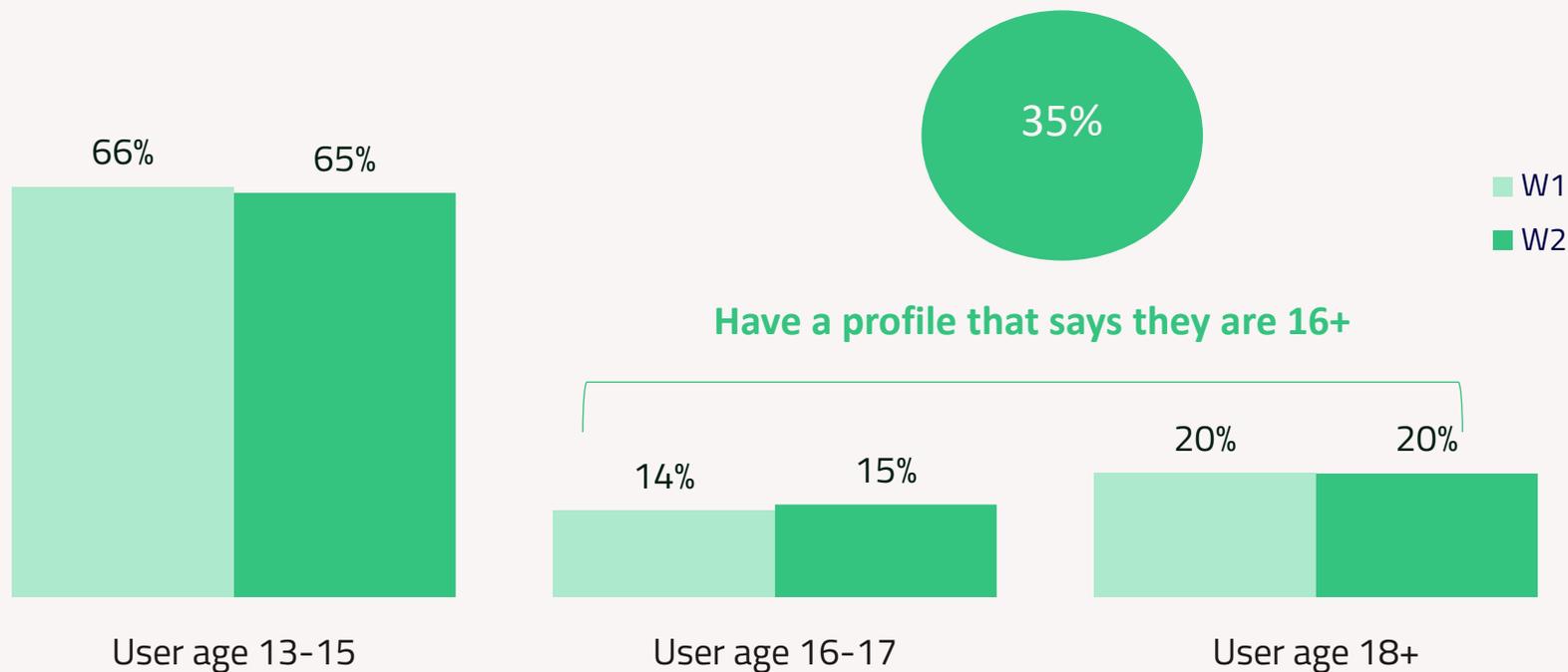
Base: All respondents aged 8-12 where user age was calculated, please see Technical Report for more details. W1 Total (755); W2 Total (747) , W1 Discord (102); W2 Discord (85**), W1 Facebook (87); W2 Facebook (160), W1 Instagram (119); W2 Instagram (207); W1 Pinterest (60**); W2 Pinterest (61**); W1 Snapchat (252); W2 Snapchat (271), W1 TikTok (266); W2 TikTok (285) ; W1 YouTube (not including YouTube Kids) (412); W2 YouTube (not including YouTube Kids) (373). -*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, this is consistent with the findings from Wave 1

User age of **children 8-15** – total level (Wave 1 vs Wave 2):



No significant shifts since W1

Source: Children's User Age Wave 1 & Wave 2

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

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

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, this is consistent with the findings from Wave 1

User age of **children 8-15** – total level and by platform (Wave 1 vs Wave 2):

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

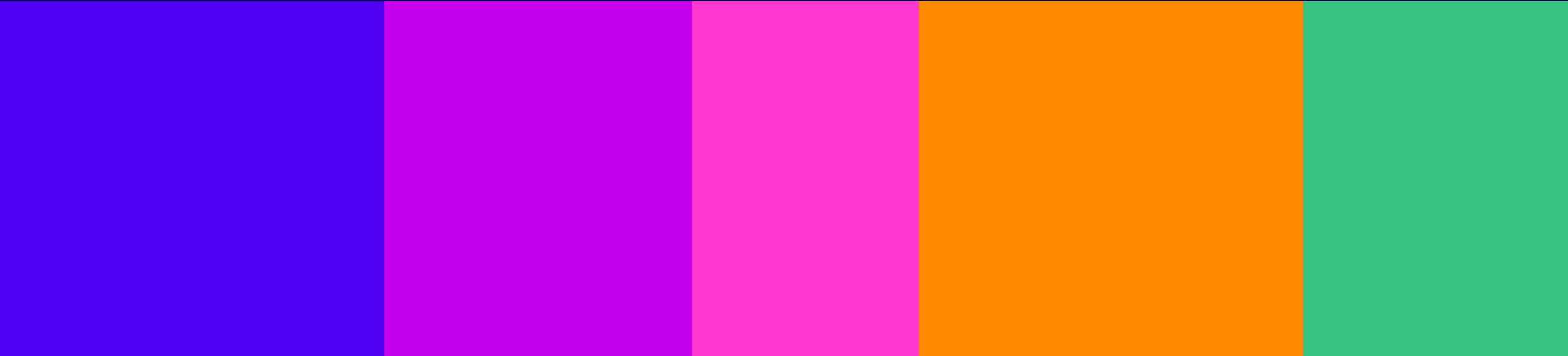
No significant shifts since W1

Source: Children's User Age Wave 1 & Wave 2

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

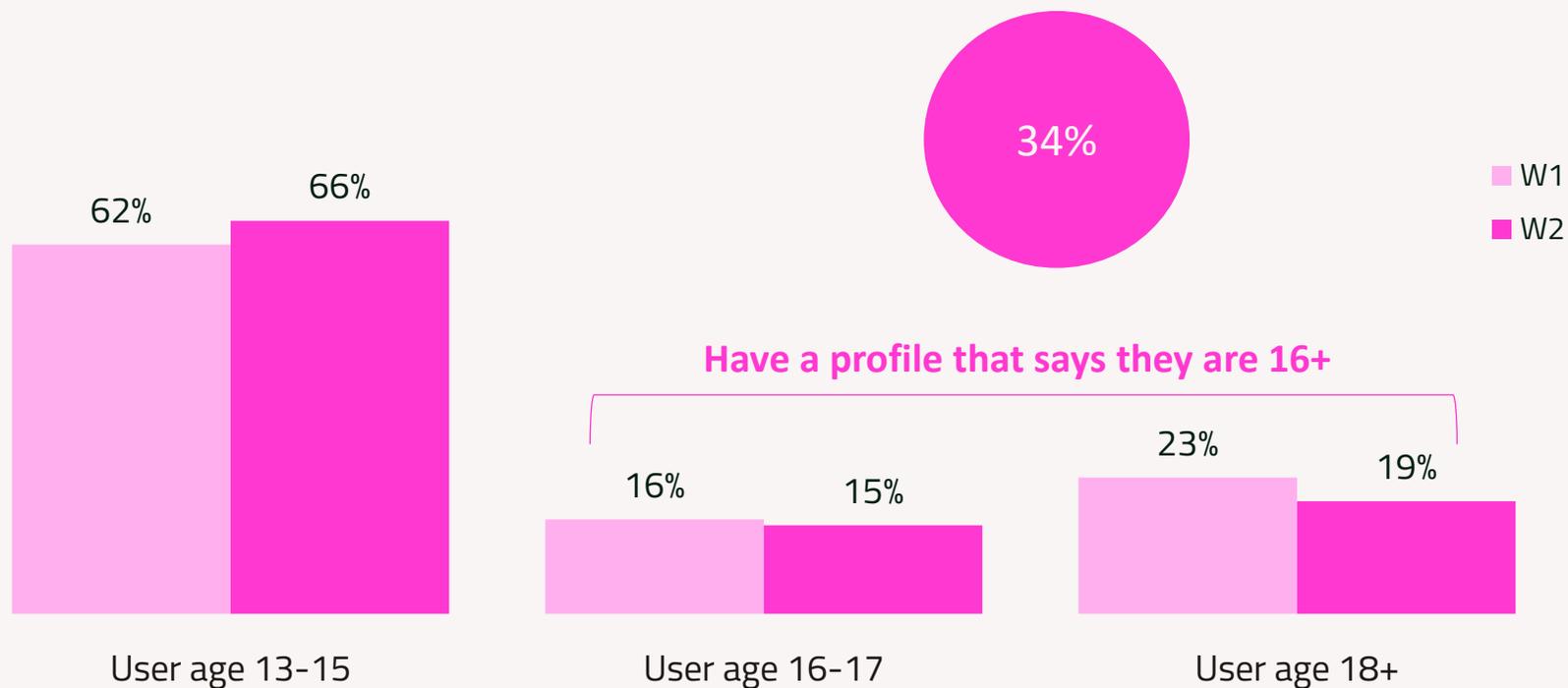
Base: All respondents aged 8-15 where user age was calculated, please see Technical Report for more details. W1 Total (1195); W2 Total (1190), W1 Discord (203); W2 Discord (166), W1 Facebook (195); W2 Facebook (300), W1 Instagram (346); W2 Instagram (429), W1 Pinterest (139); W2 Pinterest (131), W1 Snapchat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

Online user ages: *among 13-15s*



One in three children aged 13-15 with a social media profile, have one with a user age of at least 16+, this is broadly consistent with findings from Wave 1; one in five have a user age of at least 18+

User age of **children 13-15** – total level (Wave 1 vs Wave 2):



No significant shifts since W1

Source: Children's User Age Wave 1 & Wave 2

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

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

One in three children aged 13-15 with a social media profile, have one with a user age of at least 16+, this is broadly consistent with findings from Wave 1; one in five have a user age of at least 18+

User age of **children 13-15** – total level and by platform (Wave 1 vs Wave 2):

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

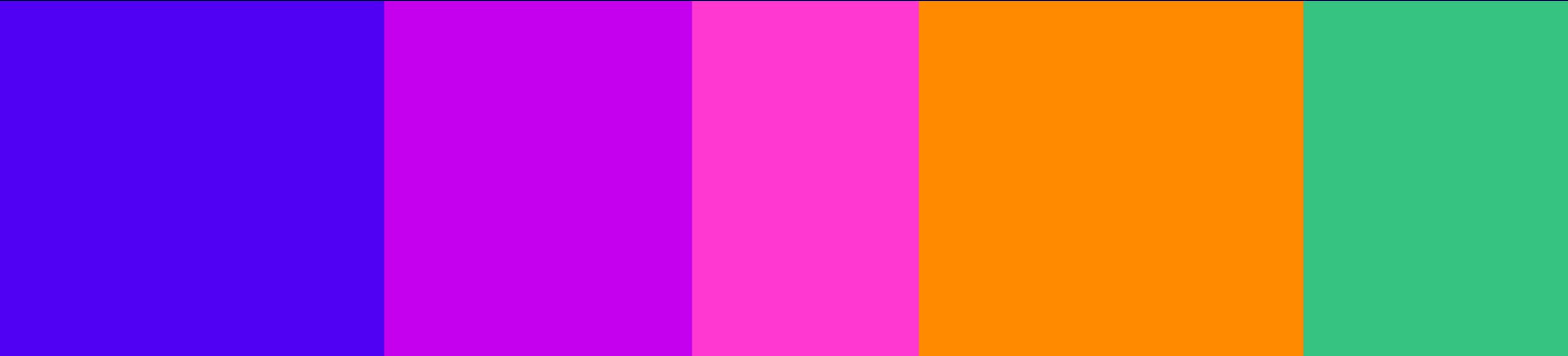
No significant shifts since W1

Source: Children's User Age Research Wave 1 & Wave 2

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

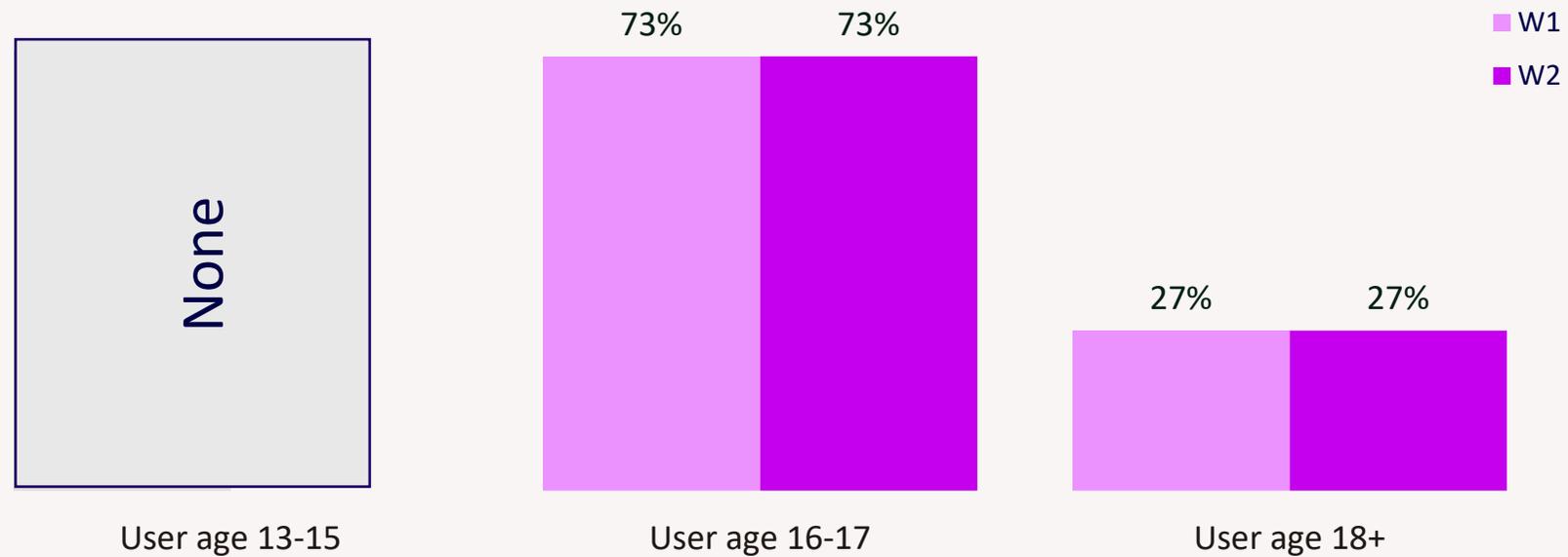
Base: All respondents aged 13-15 where user age was calculated, please see Technical Report for more details. W1 Total (440); W2 Total (443) , W1 Discord (101); W2 Discord (81**), W1 Facebook (108); W2Facebook (140), W1 Instagram (227); W2 Instagram (222), W1 Pinterest (79**); W2 Pinterest (70**), W1 Snapchat (264); W2 Snapchat (280), W1 TikTok (271); W2 TikTok (278), W1 Twitch (50**); W2 Twitch (53**) While the W2 base for X/Twitter was reportable (n>50), the W1 base was below 50 and hence not included.W2 X/Twitter (50**), W1 YouTube (not including YouTube Kids) (242); W2 YouTube (not including YouTube Kids) (214), -*Base size <50 – too low to report, **CAUTION - Low base size, figures are indicative only. Please also note that while the W2 base for X/Twitter was reportable (n>50), the W1 base was below 50 and hence not included.

Online user ages: *among 16-17s*



Almost three in ten 16-17-year-olds with a social media profile, have one with a user age of at least 18+, this remained consistent with Wave 1 findings

User age of **children 16-17** – total level (Wave 1 vs Wave 2):



No significant shifts since W1

Source: Children's User Age Wave 1 & Wave 2

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

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

Almost three in ten 16-17-year-olds with a social media profile, have one with a user age of at least 18+, this remained consistent with Wave 1 findings

User age of **children 16-17** – total level and by platform (Wave 1 vs Wave 2):

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

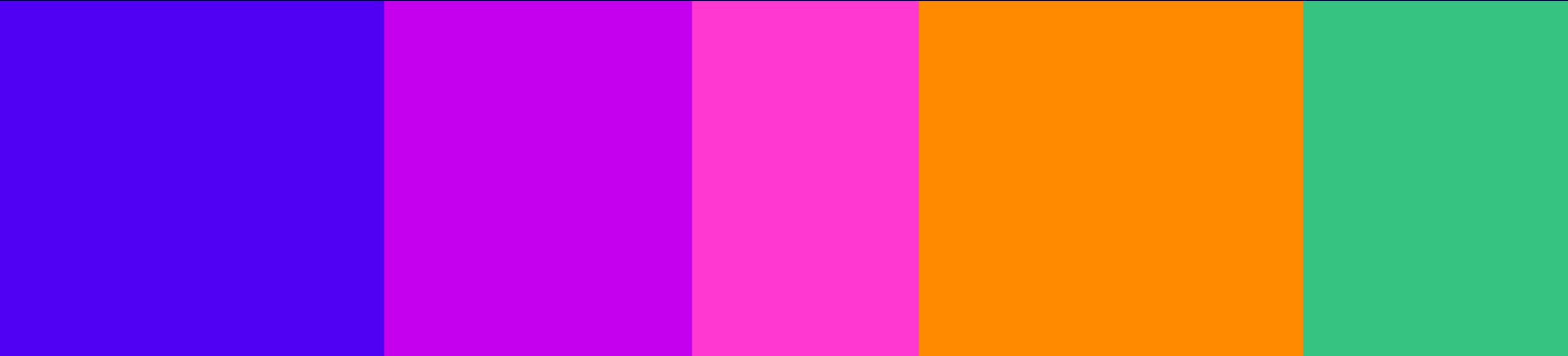
No significant shifts since W1

Source: Children's User Age Wave 1 & Wave 2

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

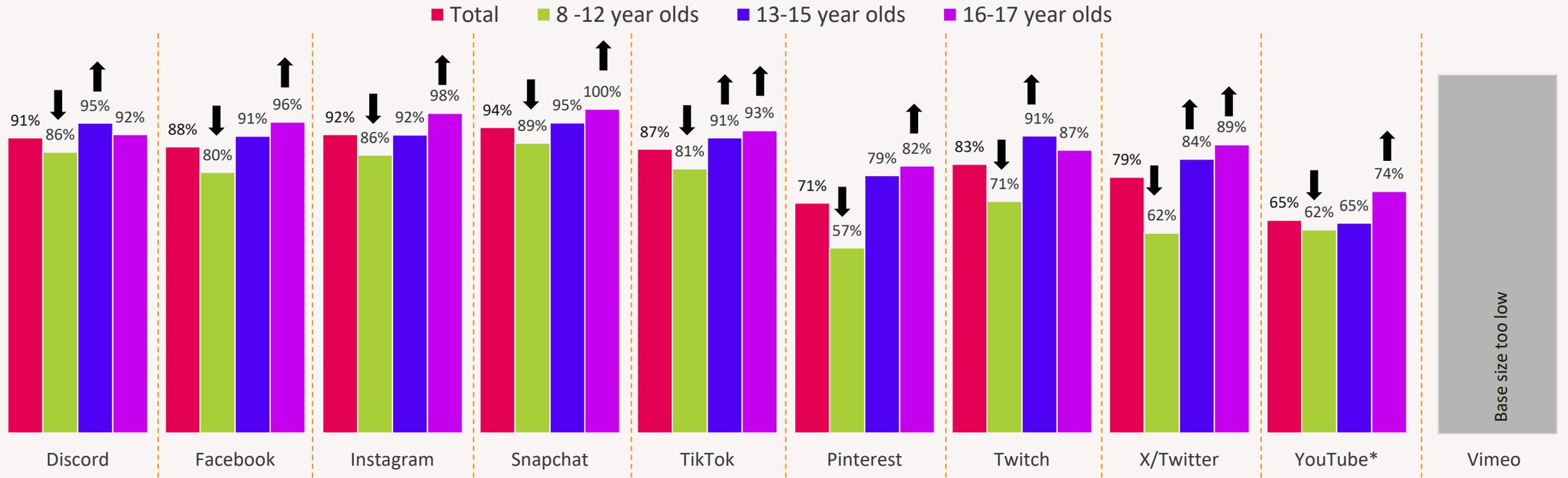
Base: All respondents aged 16-17 where user age was calculated, please see Technical Report for more details. W1 Total (345); W2 Total (352), W1 Discord (81**); W2 Discord (60**), W1 Facebook (137); W2 Facebook (139), W1 Instagram (267); W2 Instagram (260), W1 Pinterest (64**); W2 Pinterest (66**), W1 Snapchat (257); W2 Snapchat (254), W1 TikTok (219); W2 TikTok (238), W1 X/Twitter (74**); W2 X/Twitter (60**), W1 YouTube (not including YouTube Kids) (199); W2 YouTube (not including YouTube Kids) (200), -*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. This has remained consistent with Wave 1 findings.

Proportion of **children 8-17** who use each platform that have their own profile – by age group of child (Wave 2):



*Not including YouTube Kids

↑↓ Significantly higher/lower than W2 8-17s at 95% confidence
— No significant shifts since W1

Source: Children's User Age Wave 2

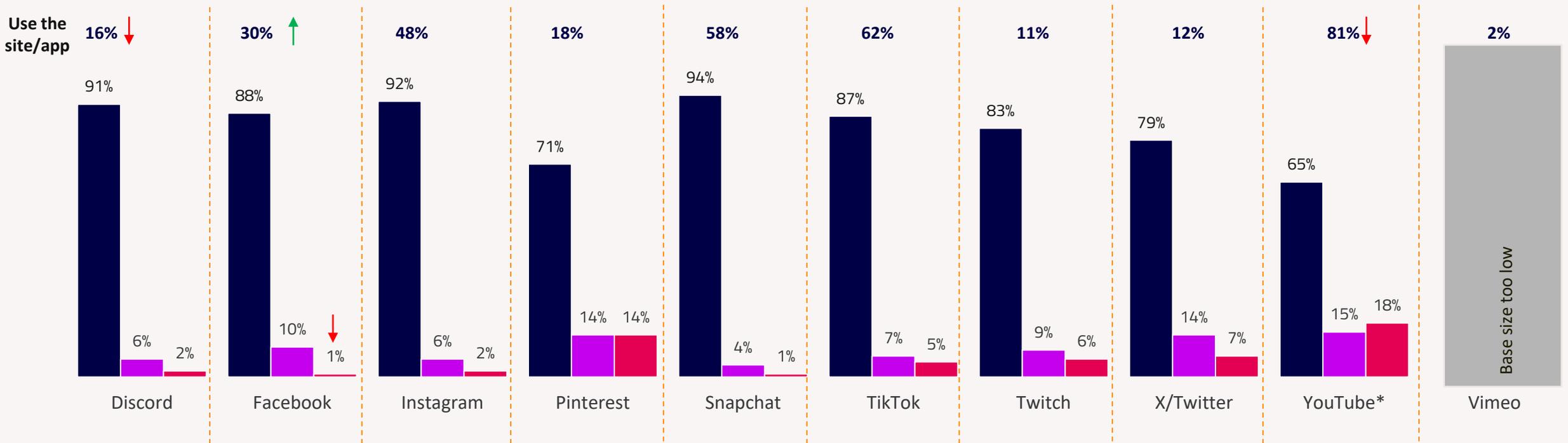
Q2. Do you have your own profile on these or do you use a profile that belongs to someone else?

Base: All respondents uses at least one site/app : Discord W1 Total (362); 8-12 (144); 13-15 (126); 16-17 (92*), W2 Total (301); 8-12 (119); 13-15 (107); 16-17 (75); Facebook W1Total (437); 8-12 (137); 13-15 (142); 16-17 (158), W2Total (550); 8-12 (212); 13-15 (173); 16-17 (165); Instagram W1 Total (809); 8-12 (207); 13-15 (288); 16-17 (314), W2 Total (892); 8-12 (288); 13-15 (290); 16-17 (314); Snapchat W1 Total (1023); W1 8-12 (381); 13-15 (339); 16-17 (303), W2 Total (1065); 8-12 (405); 13-15 (363); 16-17 (297); TikTok W1 Total (1096); 8-12(454); 13-15 (360); 16-17 (282), W2 Total (1133); 8-12 (452); 13-15 (380); 16-17 (301); Pinterest W1 Total (317); 8-12 (123); 13-15 (104); 16-17 (90*), W2 Total (334); 8-12 (129); 13-15 (110); 16-17 (95*); Twitch W1 Total (218); 8-12 (85*); 13-15 (71*); 16-17 (62*), W2 Total (202) 8-12 (71*); 13-15 (70*); 16-17 (61*); X/Twitter W1 Total (220); 8-12 (57*); 13-15 (71*); 16-17 (92*), W2 Total (219); 8-12 (65*); 13-15 (76*); 16-17 (78*); YouTube (not including YouTube Kids) W1Total (1542); 8-12 (790); 13-15 (422); 16-17 (330), W2 Total (1461); 8-12 (746); 13-15 (397); 16-17 (318); *CAUTION - Low base size, figures are indicative only.

Similarly to Wave 1, 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 platform and types of profiles they have on these platforms (Wave 2):

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



*Not including YouTube Kids

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

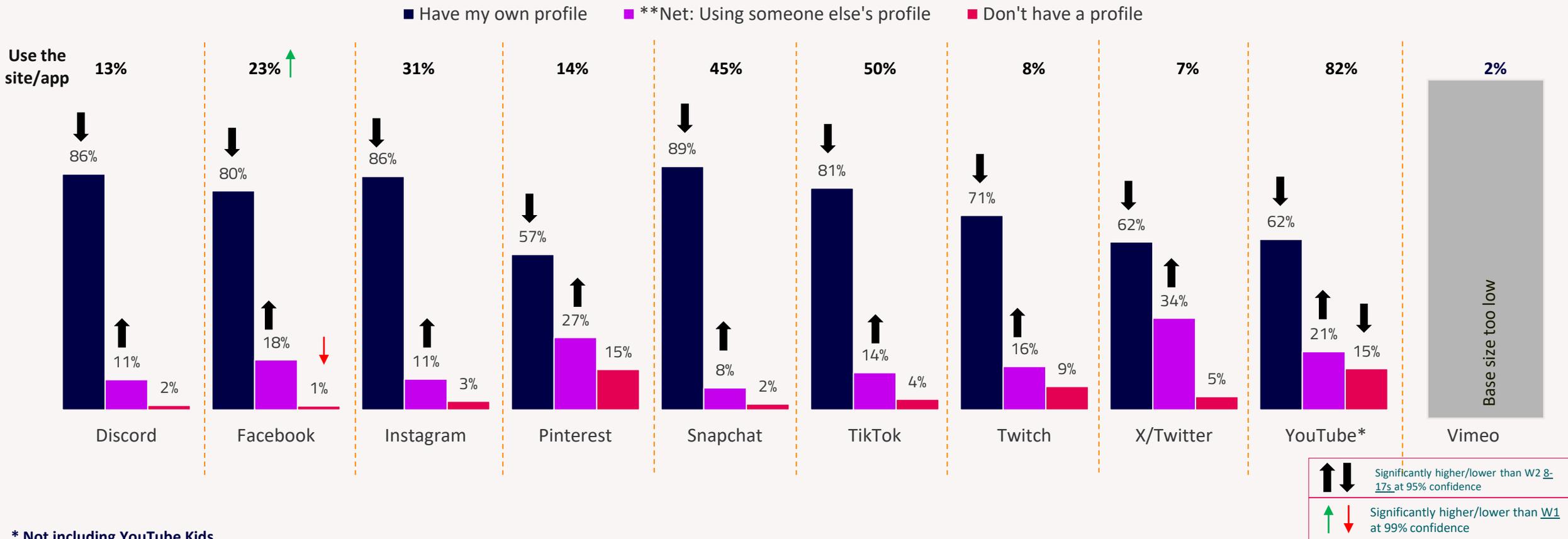
Source: Children's User Age Wave 2

Q1. Which of the following apps and sites do you use? Base: W1 8-17 (1806), W2 8-17 (1808);

Q2. Do you have your own profile on these or do you use a profile that belongs to someone else? Base: All respondents who use at least one site/app; ; Discord W1(362), W2(301); Facebook W1(437), W2(550); Instagram W1(809), W2(892); Pinterest W1(317), W2(334); Snapchat W1(1023), W2(1065); TikTok W1(1096), W2(1133); Twitch W1(218), W2(202); X/Twitter W1(220), W2(219); YouTube (not including YouTube Kids) W1(1542), W2(1461); -* CAUTION – Low base size, figures are indicative only. **Net: Using someone else's profile includes parents/carers or someone else's profile. 'Don't know' is not included hence does not add to 100% for some platforms.

The majority of 8-12s who use social media say they have their own profiles. 8-12's are also more likely to use someone else's profile compared to the average. This has broadly remained consistent with Wave 1.

Proportion of **8-12-year-olds** who use each platform and types of profiles they have on these platforms (Wave 2):



* Not including YouTube Kids

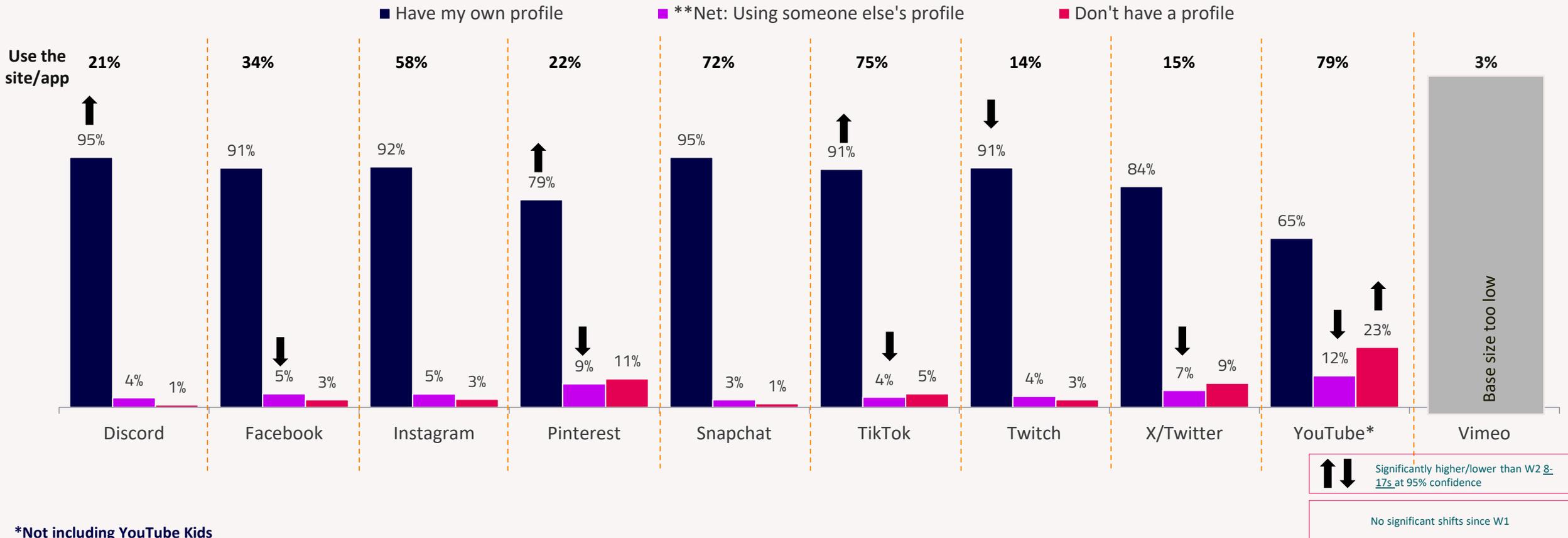
Source: Children's User Age Wave 2

Q1. Which of the following apps and sites do you use? Base: All respondents W1 8-17 (1806), W2 8-17 (1808); W1 8-12 (915), W2 8-12 (908)

Q2. Do you have your own profile on these or do you use a profile that belongs to someone else? Base: All respondents uses at least one site/app: Discord W1 Total (362); 8-12 (144); W2 Total (301); 8-12 (119); Facebook W1Total (437); 8-12 (137); W2Total (550); 8-12 (212); Instagram W1 Total (809); 8-12 (207), W2 Total (892); 8-12 (288); Pinterest W1 Total (317); 8-12 (123); W2 Total (334); 8-12 (129); Snapchat W1 Total (1023); W1 8-12 (381); W2 Total (1065); 8-12 (405); TikTok W1 Total (1096); 8-12(454); W2 Total (1133); 8-12 (452); Twitch W1 Total (218); 8-12(85*); W2 Total (202) 8-12 (71*); X/Twitter W1 Total (220); 8-12 (57*); W2 Total (219); 8-12 (65*); YouTube (not including YouTube Kids) W1Total (1542); 8-12 (790); W2 Total (1461); 8-12 (746); *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

The majority of children aged 13-15s who use social media have their own profiles; a small minority said they use someone else's. This has also remained consistent with Wave 1.

Proportion of **13–15-year-olds** who use each platform and types of profiles they have on these platforms (Wave 2):



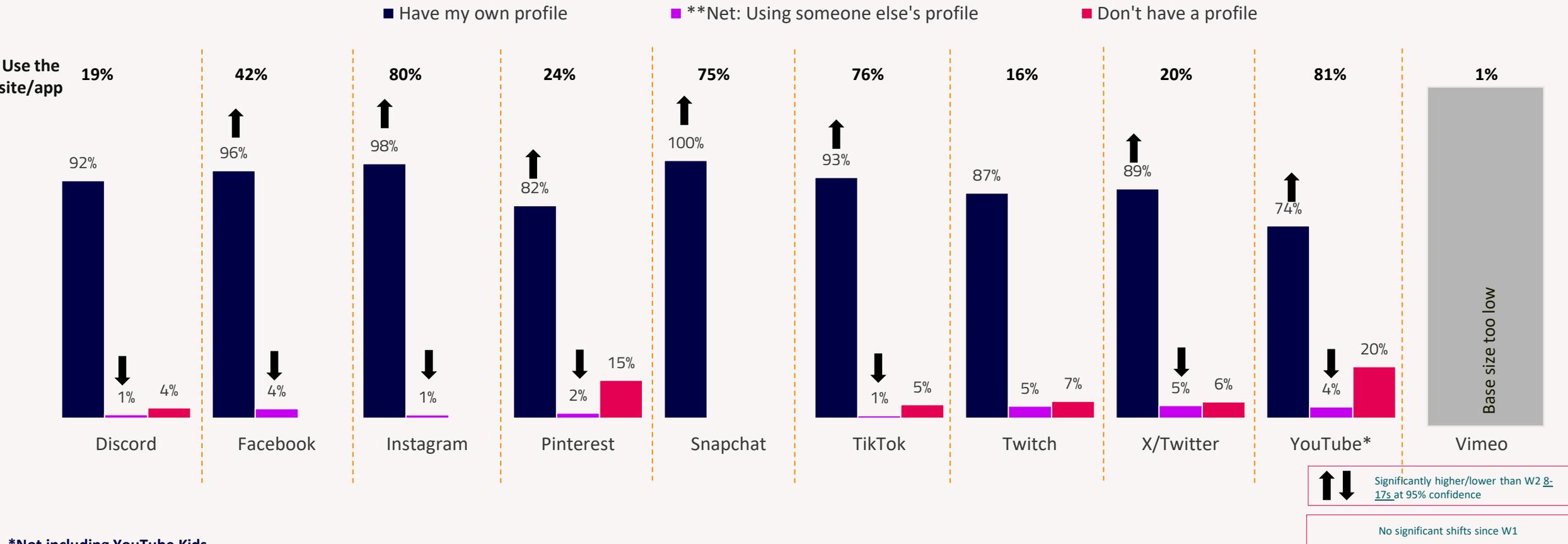
Source: Children's User Age Wave 2

Q1. Which of the following apps and sites do you use? Base: All respondents W1 8-17 (1806), W2 8-17 (1808); W1 13-15 (503), W2 13-15 (505)

Q2. Do you have your own profile on these, or do you use a profile that belongs to someone else? Base: All respondents uses at least one site/app: Discord W1 Total (362); 13-15 (126); W2 Total (301); 13-15 (107); Facebook W1Total (437); 13-15 (142); W2Total (550); 13-15 (173); Instagram W1 Total (809); 13-15 (288); W2 Total (892); 13-15 (290); Pinterest W1 Total (317); 13-15 (104), W2 Total (334); 13-15 (110); Snapchat W1 Total (1023); 13-15 (339); W2 Total (1065); 13-15 (363); TikTok W1 Total (1096); 13-15 (360); W2 Total (1133); 13-15 (380); Twitch W1 Total (218); 13-15 (71*); W2 Total (202); 13-15 (70*); X/Twitter W1 Total (220); 13-15 (71*); W2 Total (219); 13-15 (76*); YouTube (not including YouTube Kids) W1Total (1542); 13-15 (422); W2 Total (1461); 13-15 (397); *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

Similarly to Wave 1, 16-17s who use social media are more likely to have their own profile compared to the average, as profile ownership (among users) within this group is close to universal on most of the apps/sites.

Proportion of **16–17-year-olds** who use each platform and types of profiles they have on these platforms (Wave 2):



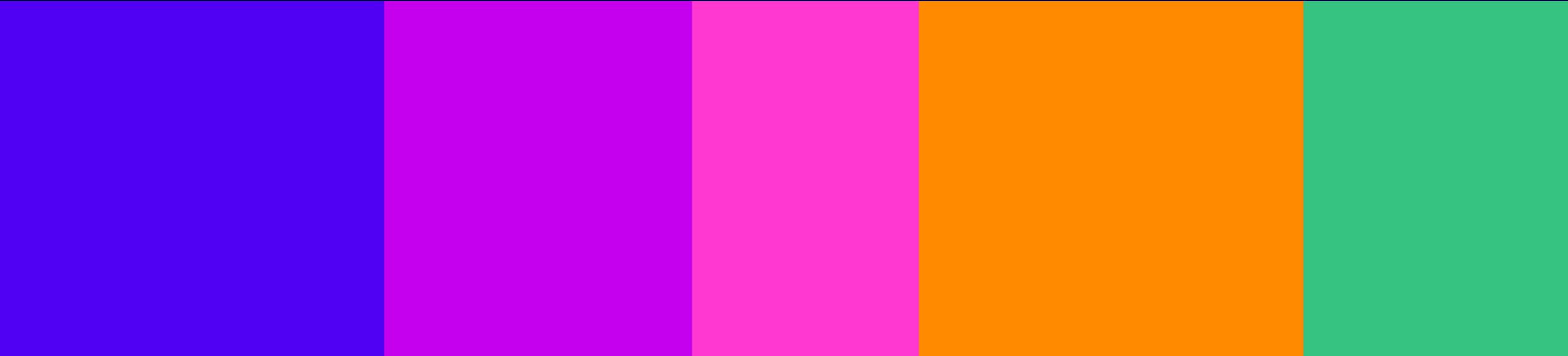
*Not including YouTube Kids

Source: Children's User Age Wave 2

Q1. Which of the following apps and sites do you use? Base: All respondents W1 16-17 (388), W2 16-17 (395)

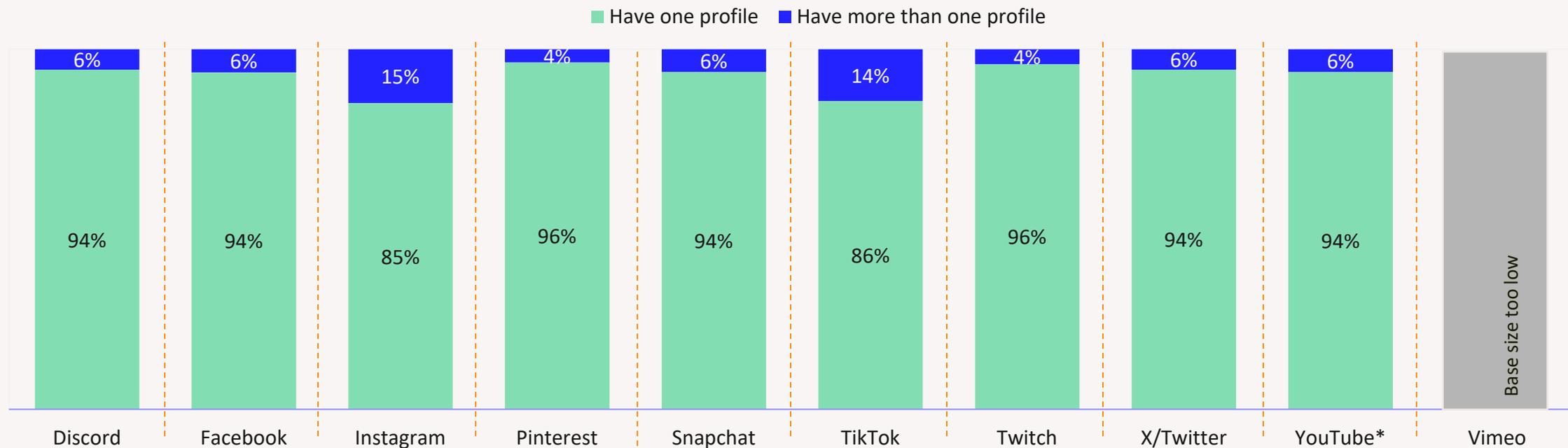
Q2. Do you have your own profile on these or do you use a profile that belongs to someone else? Base: All respondents uses at least one site/app : Discord W1 Total (362); 16-17 (92*), W2 Total (301); 16-17 (75); Facebook W1Total (437); 16-17 (158), W2Total (550); 16-17 (165); Instagram W1 Total (809); 16-17 (314), W2 Total (892); 16-17 (314); Pinterest W1 Total (317); 16-17 (90*), W2 Total (334); 16-17 (95*); Snapchat W1 Total (1023); 16-17 (303), W2 Total (1065); 16-17 (297); TikTok W1 Total (1096); 16-17 (282), W2 Total (1133); 16-17 (301); Twitch W1 Total (218); 16-17 (62*), W2 Total (202) ; 16-17 (61*); X/Twitter W1 Total (220); 16-17 (92*), W2 Total (219); 16-17 (78); YouTube (not including YouTube Kids) W1Total (1542); 16-17 (330), W2 Total (1461); 16-17 (318); *CAUTION - Low base size, figures are indicative only. **Net: Using someone else's profile includes parents/carers or someone else's profile. 'Don't know' is not included hence does not add to 100% for some platforms.

Having multiple profile on app/sites



Most children aged 8-17 with a social media profile are likely to have only one profile. A small proportion of respondents have multiple profiles, particularly for Instagram and TikTok

If **8-17-year-olds** have one or more social media profiles on these platforms (Wave 2):



*Not including YouTube Kids

The question was added to survey in W2

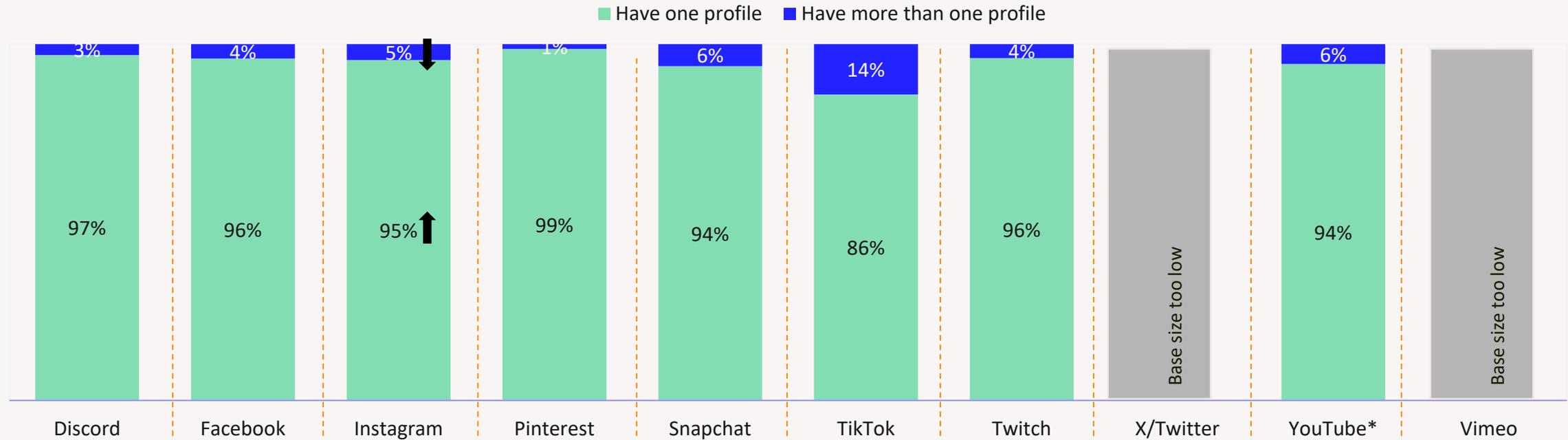
Source: Children's User Age Wave 2

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

Base: All respondents who have their own profile: Discord (274); Facebook (487); Instagram (822); Pinterest (239); Snapchat (1003); TikTok (992); Twitch (168); X/Twitter (173); YouTube (not including YouTube Kids) (960)

Most children aged 8-12 with a social media profile are likely to have only one profile. A small proportion of respondents have multiple profiles, particularly for TikTok. Less so on Instagram when comparing to children 8-17 with their own profile

If **8-12-year-olds** have one or more social media profiles on these platforms (Wave 2):



↑↓ Significantly higher/lower than W2 8-17s at 95% confidence

The question was added to survey in W2

*Not including YouTube Kids

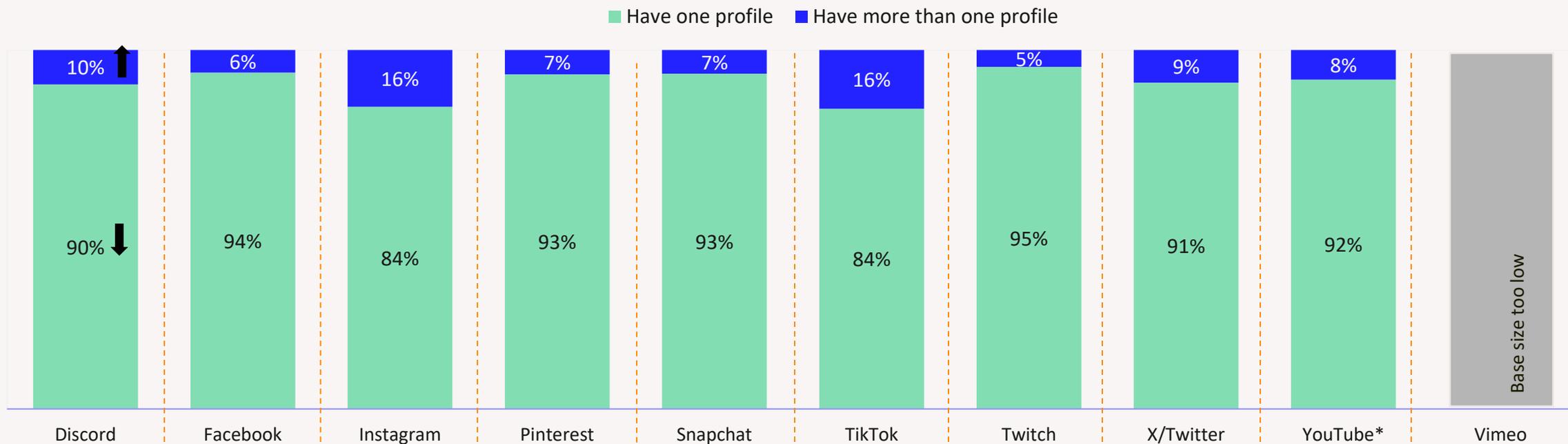
Source: Children's User Age Wave 2

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

Base: All respondents who have their own profile: Discord Total (274), 8-12 (103); Facebook Total (487); 8-12 (171); Instagram Total (822); 8-12 (247); Pinterest Total (239), 8-12 (74*); Snapchat Total (1003), 8-12 (361); TikTok Total (367), 8-12 (51*); Twitch Total (168), 8-12 (51*); YouTube (not including YouTube Kids) Total (960); 8-12 (468)

Most children aged 13-15 with a social media profile are likely to have only one profile. For this age group in particular, they were more likely to have multiple profiles on Discord, when compared to children 8-17 with their own profile

If **13-15-year-olds** have one or more social media profiles on these platforms (Wave 2):



↑↓ Significantly higher/lower than W2 8-17s at 95% confidence

The question was added to survey in W2

***Not including YouTube Kids**

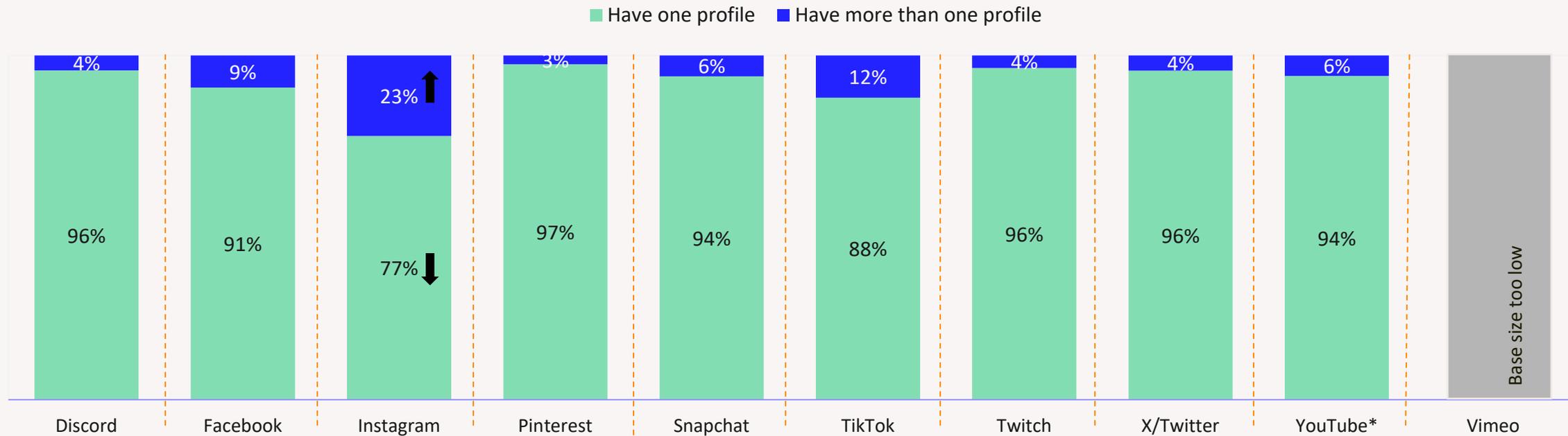
Source: Children's User Age Wave 2

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

Base: Wave 2 All respondents who have their own profile: Discord Total(274), 13-15 (102); Facebook Total (487), 13-15 (158); Instagram Total (822), 13-15 (266); Pinterest Total (239), 13-15(87*); Snapchat Total (1003), 13-15 (346); TikTok Total (992); 13-15 (345); Twitch Total (168), 13-15(64*); X/Twitter Total (173), 13-15 (64*), YouTube (not including YouTube Kids) Total(960), 13-15 (256)

Most children aged 16-17 with a social media profile are likely to have only one profile. A small proportion of respondents have multiple profiles, particularly for Instagram compared to children 8-17 with their own profile

If **16-17-year-olds** have one or more social media profiles on these platforms (Wave 2) :



↑↓ Significantly higher/lower than W2 8-17s at 95% confidence

The question was added to survey in W2

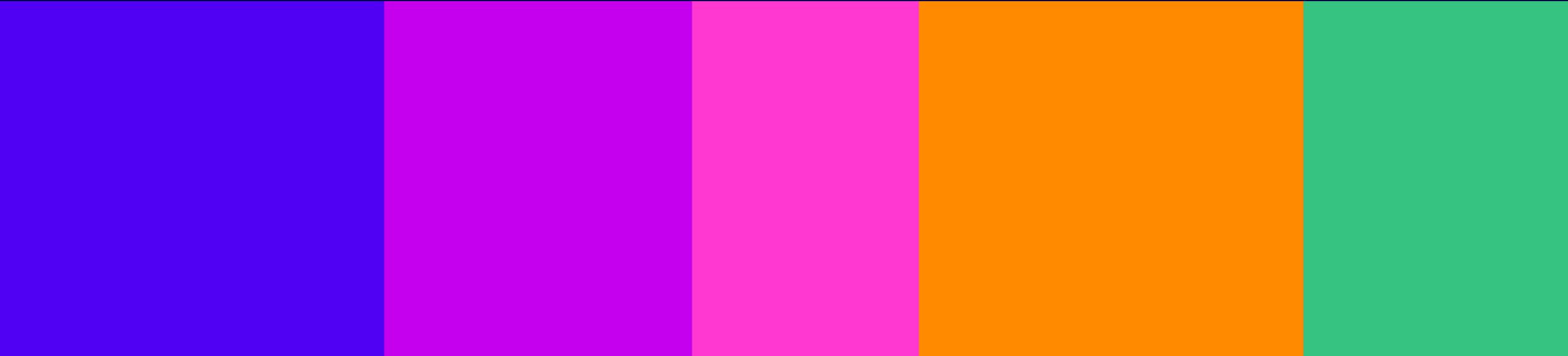
*Not including YouTube Kids

Source: Children's User Age Wave 2

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

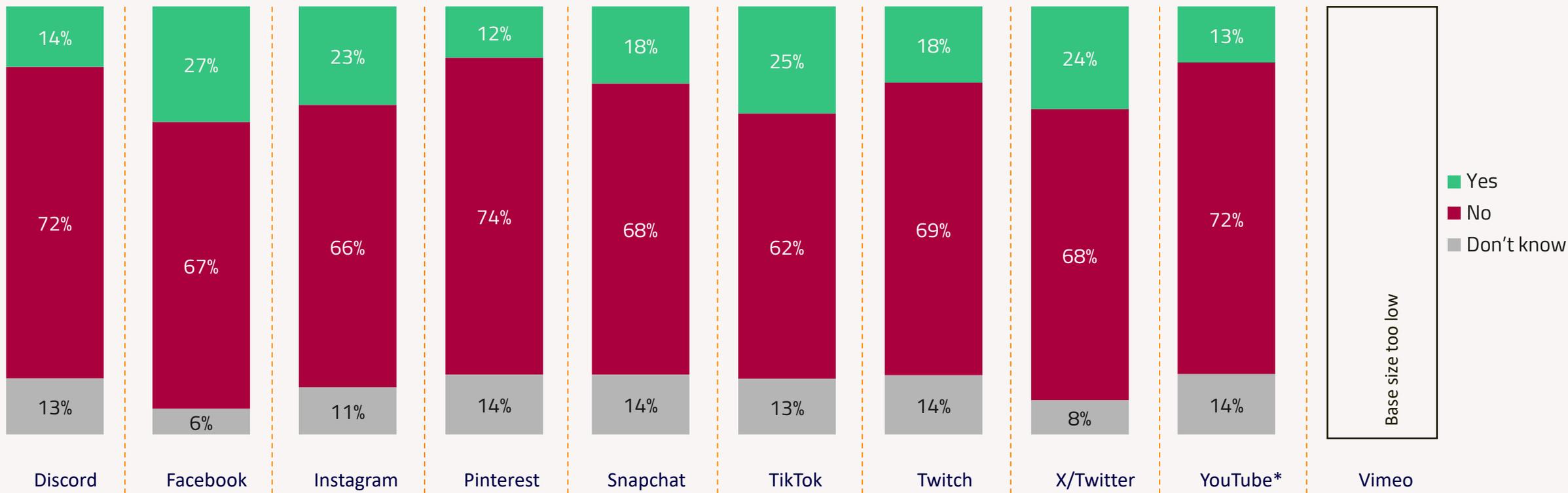
Base: Wave 2 All respondents who have their own profile: Discord Total (274), 16-17 (69*); Facebook Total (487), 16-17 (158); Instagram Total (822), 16-17 (309); Pinterest Total (239), 16-17 (78*); Snapchat Total (1003), 16-17 (296); TikTok Total (992), 16-17 (280); Twitch Total (168), 16-17 (53*); X/Twitter Total (173), 16-17 (69*); YouTube (not including YouTube Kids) Total (960), 16-17 (236)

Changing the date of birth after setting up a profile



Most 8-17s with a social media profile said they had kept their date of birth the same since setting it up, this is consistent with findings from Wave 1

If **8-17-year-olds** changed date of birth since set up - breakdown by platform (Wave 2):



*Not including YouTube Kids

No significant shifts since W1

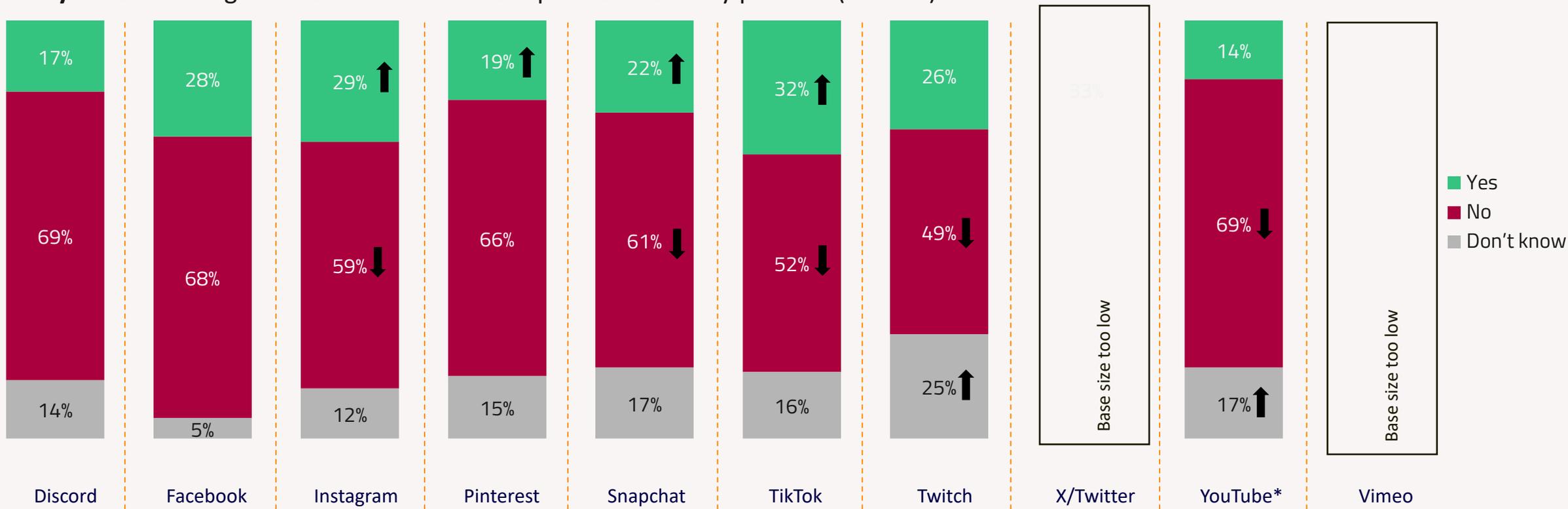
Source: Children's User Age Wave 2

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

Base: All respondents who have their own profile: Discord W1 (341) , W2 (274); Facebook W1 (390) , W2 (487); Instagram W1 (746) , W2 (822); Pinterest W1 (244) , W2 (239); Snapchat W1 (966) , W2 (1003); TikTok W1 (939) , W2 (992); Twitch W1 (176) , W2 (168); X/Twitter W1 (172) , W2 (173); YouTube (not including YouTube Kids) W1 (1033), W2 (960);. Some bars do not add up to 100% due to rounding.

The majority of 8–12-year-olds who have a social media profile haven't changed their date of birth since creating it, though they were more likely to do so than the average on Instagram, Pinterest, Snapchat and TikTok

If 8-12-year-olds changed date of birth since set up - breakdown by platform(Wave 2):



*Not including YouTube Kids

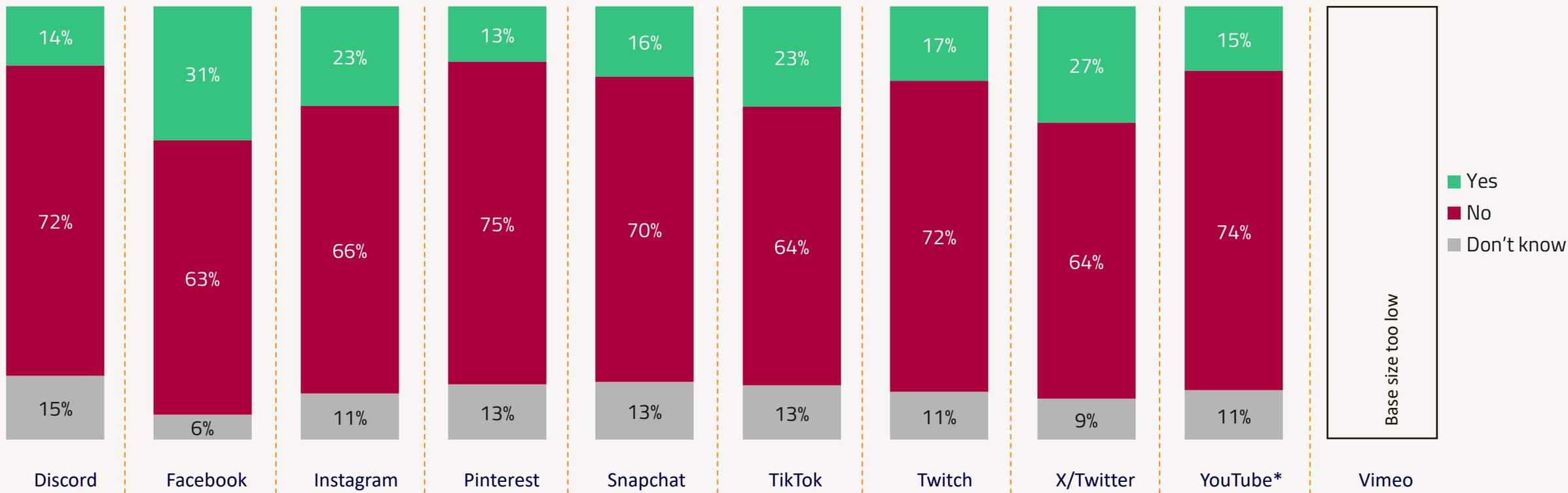
Source: Children’s User Age Wave 2

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

Base: All respondents who have their own profile: Discord W1 Total (341); 8-12 (130) , W2 Total (274); 8-12 (103); Facebook W1 Total (390);8-12 (108) , W2 Total (487); 8-12 (171); Instagram W1 Total (746); 8-12 (161) , W2 Total (822); 8-12 (247) ; Pinterest W1 Total (244); 8-12 (72*) , W2 Total (239); 8-12 (74*); Snapchat W1 Total (966); 8-12 (340) , W2 Total (1003); 8-12 (361); TikTok W1 Total (939); 8-12(351) , W2 Total (992); 8-12 (367); Twitch W1 Total (176) 8-12 (59*) , W2 Total (168); 8-12 (51*) ; YouTube (not including YouTube Kids) W1 Total (1033); 8-12 (511), W2 Total (960); 8-12 (468); *CAUTION - Low base size, figures are indicative only. Some bars do not add up to 100% due to rounding.

Most 13-15s with a social media profile said they had kept their date of birth the same since setting it up, this is consistent with findings from Wave 1

If **13-15-year-olds** changed date of birth since set up - breakdown by platform (Wave 2):



Base size too low

No significant difference compared to than W2 8-17s

No significant shifts since W1

***Not including YouTube Kids**

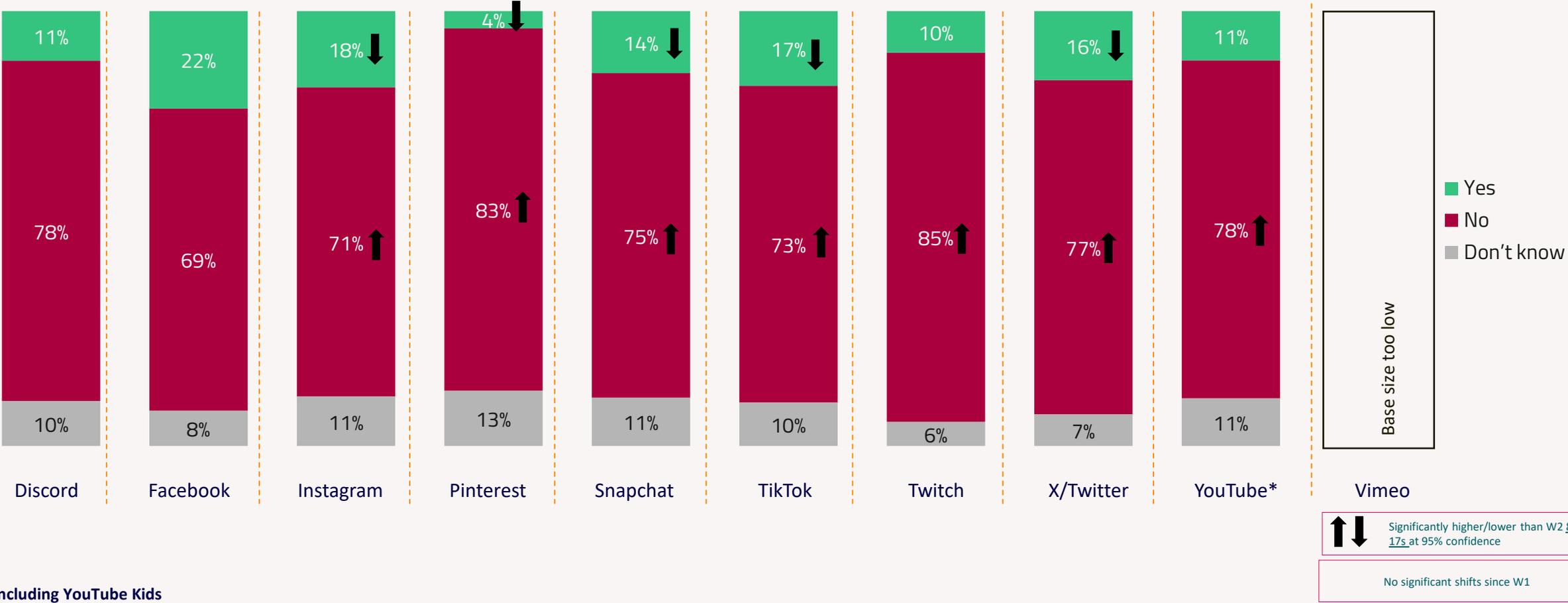
Source: Children's User Age Wave 2

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

Base: All respondents who have their own profile: Discord W1 Total (341); 13-15 (120), W2 Total (274); 13-15 (102); Facebook W1 Total (390); 13-15 (128), W2 Total (487); 13-15 (158); Instagram W1 Total (746); 13-15 (276), W2 Total (822); 13-15 (266); Pinterest W1 Total (244); 13-15 (87); Snapchat W1 Total (966); 13-15 (328), W2 Total (1003); 13-15 (346); TikTok W1 Total (939); 13-15 (329), W2 Total (992); 13-15 (345); Twitch W1 Total (176) 13-15 (60*), W2 Total (168); 13-15 (64); X/Twitter W1 Total (172); 13-15 (55*), W2 Total (173); 13-15 (64); YouTube (not including YouTube Kids) W1 Total (1033); 13-15 (285), W2 Total (960); 13-15 (256); *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, this is consistent with our findings from Wave 1

If **16-17-year-olds** changed date of birth since set up - breakdown by platform (Wave 2):



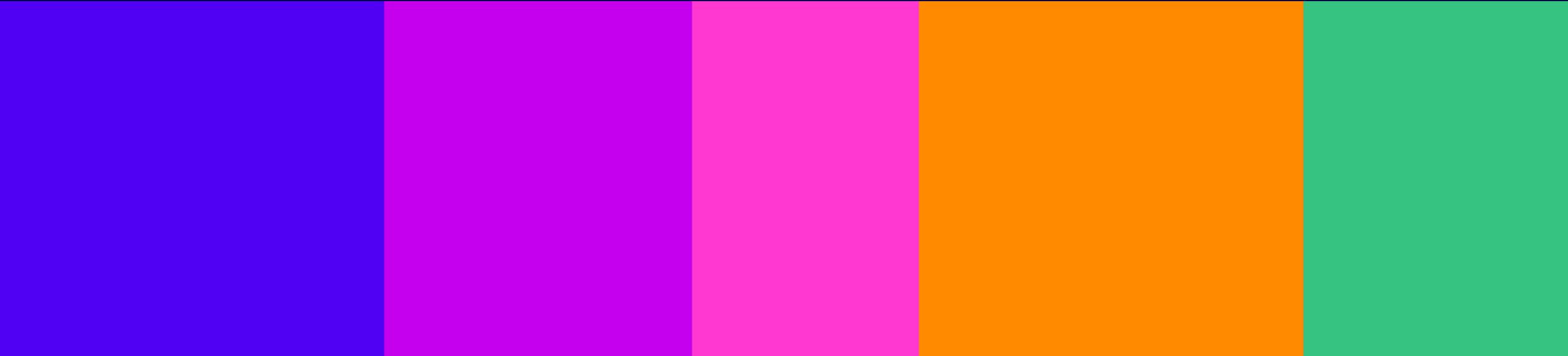
*Not including YouTube Kids

Source: Children's User Age Wave 2

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

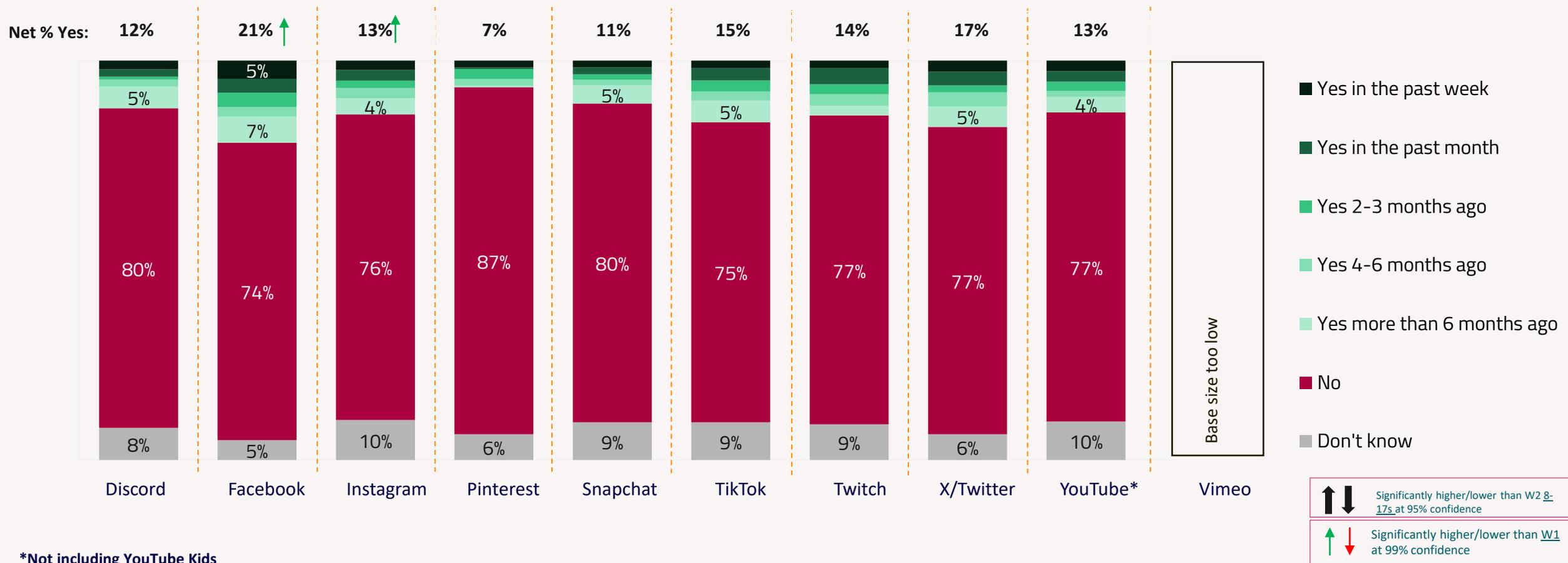
Base: All respondents who have their own profile: Discord W1 Total (341); 16-17 (91*), W2 Total (274); 16-17 (69*); Facebook W1 Total (390); 16-17 (154), W2 Total (487); 16-17 (158); Instagram W1 Total (746); 16-17 (309), W2 Total (822); 16-17 (309); Pinterest W1 Total (244); 16-17 (78*), W2 Total (239); 16-17 (78*); Snapchat W1 Total (966); 16-17 (298), W2 Total (1003); 16-17 (296); TikTok W1 Total (939); 16-17 (259), W2 Total (992); 16-17 (280); Twitch W1 Total (176) 16-17 (57*), W2 Total (168); 16-17 (53*); X/Twitter W1 Total (172); 16-17 (86*), W2 Total (173); 16-17 (69*); YouTube (not including YouTube Kids) W1 Total (1033); 16-17 (237). W2 Total (960); 16-17 (236); *CAUTION - Low base size, figures are indicative only. Some bars do not add up to 100% due to rounding.

Proving date of birth



Children with an Instagram and/or Facebook profile were more likely to say they were asked to verify their age than in the previous wave, but most 8-17s continued to say they had never been asked to do so

If **8-17-year-olds** were asked to prove date of birth – by platform (Wave 2):



*Not including YouTube Kids

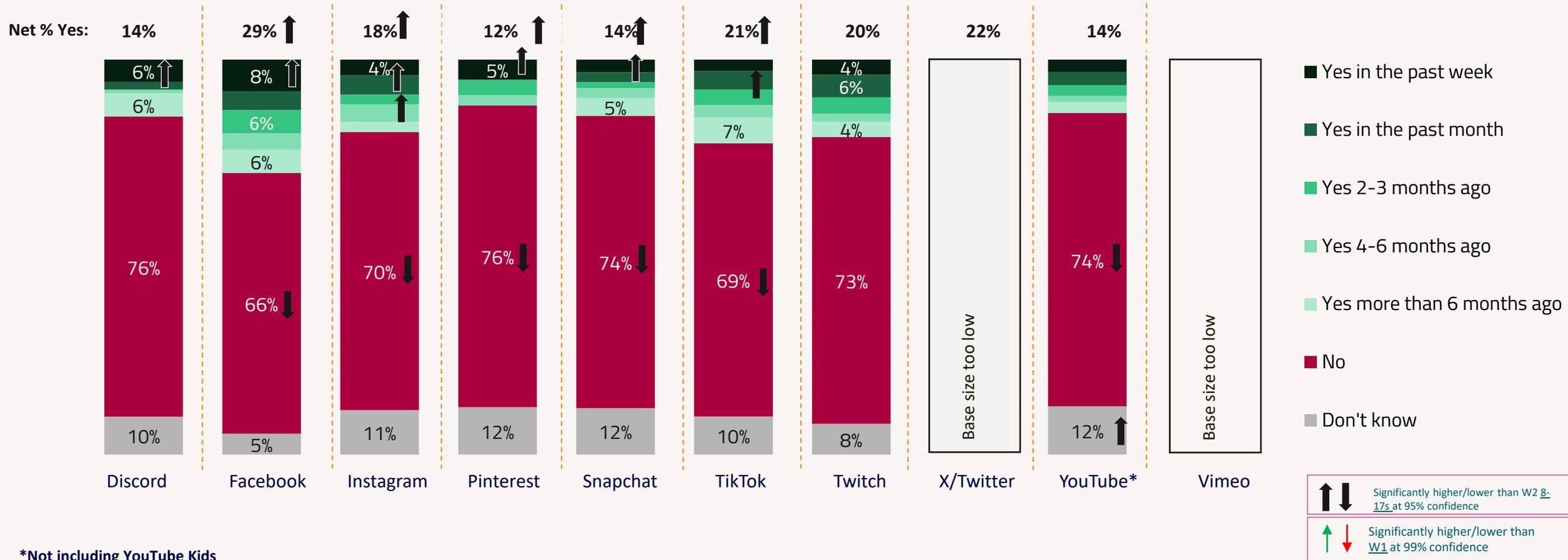
Source: Children's User Age Wave 2

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

Base: All respondents who have their own profile: Discord W1 (341) , W2 (274); Facebook W1 (390) , W2 (487); Instagram W1 (746) , W2 (822); Pinterest W1 (244) , W2 (239); Snapchat W1 (966) , W2 (1003); TikTok W1 (939) , W2 (992); Twitch W1 (176) , W2 (168); X/Twitter W1 (172) , W2 (173); YouTube (not including YouTube Kids) W1 (1033), W2 (960). Some bars do not add up to 100% due to rounding and any %'s less than 4% on the chart have been hidden on this slide.

8-12s were more likely than 8-17s to have been asked to prove their date of birth across all platforms asked, except YouTube (not counting YouTube Kids), which is consistent with our findings from Wave 1

If **8-12-year-olds** were asked to prove date of birth – by platform (Wave 2):



*Not including YouTube Kids

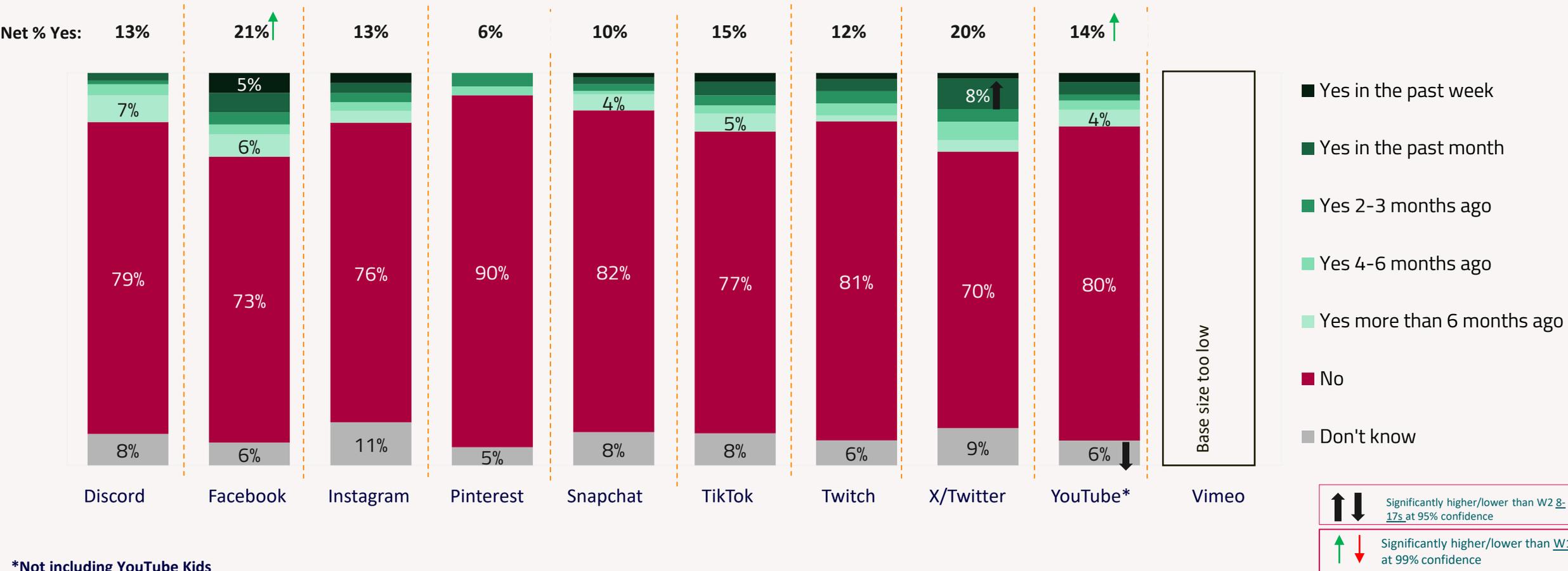
Source: Children's User Age Wave 2

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

Base: All respondents who have their own profile: Discord W1 Total (341); 8-12 (130) , W2 Total (274); 8-12 (103); Facebook W1 Total (390);8-12 (108) , W2 Total (487); 8-12 (171); Instagram W1 Total (746); 8-12 (161) , W2 Total (822); 8-12 (247) ; Pinterest W1 Total (244); 8-12 (72*) , W2 Total (239); 8-12 (74*); Snapchat W1 Total (966); 8-12 (340) , W2 Total (1003); 8-12 (361); TikTok W1 Total (939); 8-12 (367); Twitch W1 Total (176) 8-12 (59*) , W2 Total (168); 8-12 (51*) ; YouTube (not including YouTube Kids) W1 Total (1033); 8-12 (511), W2 Total (960); 8-12 (468); *CAUTION - Low base size, figures are indicative only. Some bars do not add up to 100% due to rounding and any %'s less than 4% on the chart have been hidden on this slide.

Among 13-15s with a social media profile, a higher percentage of children were likely to say Facebook and YouTube had asked for them to prove their date of birth compared to Wave 1

If **13-15-year-olds** were asked to prove date of birth- by platform (Wave 2):



*Not including YouTube Kids

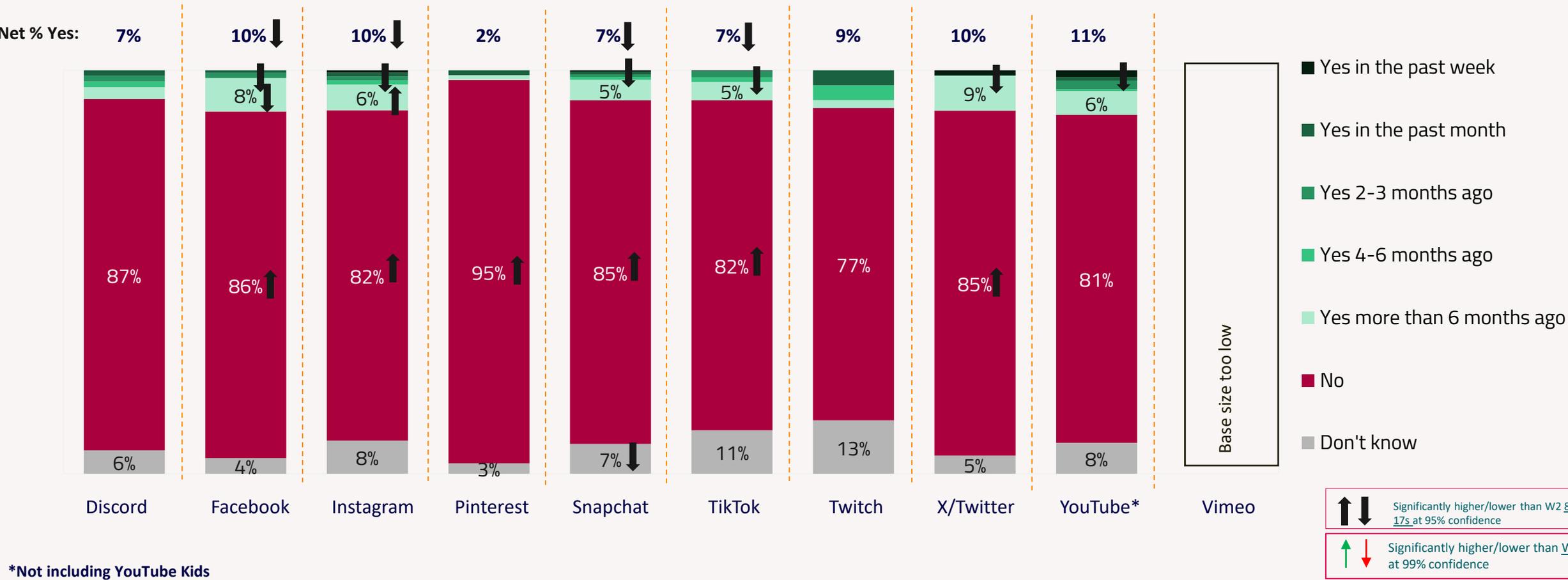
Source: Children's User Age Wave 2

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

Base: All respondents who have their own profile: Discord W1 Total (341); 13-15 (120), W2 Total (274); 13-15 (102); Facebook W1 Total (390); 13-15 (128), W2 Total (487); 13-15 (158); Instagram W1 Total (746); 13-15 (276), W2 Total (822); 13-15 (266); Pinterest W1 Total (244); 13-15 (87); Snapchat W1 Total (966); 13-15 (328), W2 Total (1003); 13-15 (346); TikTok W1 Total (939); 13-15 (329), W2 Total (992); 13-15 (345); Twitch W1 Total (176) 13-15 (60*), W2 Total (168); 13-15 (64); X/Twitter W1 Total (172); 13-15 (55*), W2 Total (173); 13-15 (64); YouTube (not including YouTube Kids) W1 Total (1033); 13-15 (285), W2 Total (960); 13-15 (256); *CAUTION - Low base size, figures are indicative only. Some bars do not add up to 100% due to rounding, and any %'s less than 4% on the chart have been hidden on this slide.

Over eight 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. This is broadly consistent with Wave 1

If 16-17-year-olds were asked to prove date of birth by platform(Wave 2):



*Not including YouTube Kids

Source: Children's User Age Wave 2

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

Base: All respondents who have their own profile: Discord W1 Total (341);16-17 (91*) , W2 Total (274); 16-17 (69*); Facebook W1 Total (390); 16-17 (154) , W2 Total (487); 16-17 (158); Instagram W1 Total (746); 16-17 (309) , W2 Total (822); 16-17 (309); Pinterest W1 Total (244); 16-17 (78*) , W2 Total (239); 16-17 (78*); Snapchat W1 Total (966); 16-17 (298) , W2 Total (1003); 16-17 (296); TikTok W1 Total (939); 16-17 (259) , W2 Total (992); 16-17 (280); Twitch W1 Total (176) 16-17 (57*) , W2 Total (168); 16-17 (53*); X/Twitter W1 Total (172); 16-17 (86*) , W2 Total (173); 16-17 (69*); YouTube (not including YouTube Kids) W1 Total (1033); 16-17 (237) , W2 Total (960); 16-17 (236); *CAUTION - Low base size, figures are indicative only. Some bars do not add up to 100% due to rounding and any %'s less than 4% on the chart have been hidden on this

Compared to Wave 1, there was a notable increase in the proportion of 8-17s who said they proved their date of birth on their social media profile

How **8-17-year-olds** proved their age date of birth – breakdown by platform (Wave 1 vs Wave 2):

	Facebook		Instagram		Snapchat		TikTok		YouTube*	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
My parents/guardian proved my date of birth for me		31%	24%	29%	20%	28%	24%	22%	24%	29%
I sent a photo of myself with my passport/other form of identification		20%	12%	19%	4%	11%	7%	13%	6%	14%
I started a new profile on the same platform		12%	16%	9%	24%	10% ↓	17%	21%	11%	9%
I sent a photo of myself and an adult holding a note with my date of birth		11%	5%	16%	2%	10%	7%	13%	2%	7%
I sent a photo of myself		17%	11%	14%	9%	15%	5%	10%	1%	9%
Someone else proved my date of birth for me		16%	6%	8%	13%	9%	12%	9%	3%	8%
I sent my bank account information		7%	-	8%	3%	7%	2%	8%	3%	6%
I didn't prove my date of birth		8%	16%	13%	18%	18%	25%	17%	35%	21%
Net: Someone else/parents proved the DOB		45%	30%	35%	33%	35%	35%	29%	27%	36%
Net: Children proved the DOB		40%	20%	41% ↑	11%	30% ↑	19%	32%	10%	29% ↑

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

Base size too low

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

* Not including YouTube Kids

Source: Children's User Age Wave 1 & Wave 2

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

Base: All respondents who have their own profile and are being asked to prove their DOB: W1 Facebook Total (**), W2 Facebook Total (99*); W1 Instagram Total (67*), W2 Instagram Total (110); W1 Snapchat Total(80*), W2 Snapchat Total(107); W1 TikTok Total (122), W2 TikTok Total (151); W1 YouTube (not including YouTube Kids) Total (98*), W2 YouTube (not including YouTube Kids) Total (125) *CAUTION - Low base size, figures are indicative only, **Base size <50 – too low to report. ***Net: Someone else/parents proved the DOB includes: My parents/guardian proved my date of birth for me. Someone else proved my date of birth for me. ****Net: Children proved the DOB includes: I sent a photo of myself. I sent a photo of myself and an adult holding a note with my date of birth. I sent a photo of myself with my passport/other form of

Compared to Wave 1, there was a notable increase in the proportion of 8-12s who said they proved their date of birth on their social media profile for Snapchat and YouTube

How **8-12-year-olds** proved their age date of birth – breakdown by platform (Wave 1 vs Wave 2):

	Snapchat		TikTok		YouTube*	
	Wave 1	Wave 2	Wave 1	Wave 2	Wave 1	Wave 2
My parents/guardian proved my date of birth for me		26%	24%	23%	36%	37%
I sent a photo of myself with my passport/other form of identification		13%	2%	11%	5%	17%
I started a new profile on the same platform		13%	21%	28%	11%	6%
I sent a photo of myself and an adult holding a note with my date of birth		15%	8%	13%	4%	6%
I sent a photo of myself		18%	5%	12%	2%	11%
Someone else proved my date of birth for me		16%	15%	10%	4%	9%
I sent my bank account information		8%	2%	9%	4%	8%
I didn't prove my date of birth		16%	21%	17%	22%	18%
Net: Someone else/parents proved the DOB		38%	39%	29%	40%	45%
Net: Children proved the DOB		34% ↑	14%	32%	11%	32% ↑

**** 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

* Not including YouTube Kids

Source: Children's User Age Wave 1 & Wave 2

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

Base: All respondents who have their own profile and are being asked to prove their DOB: Snapchat W1 Total (80*); 8-12 (**), W2 Total (107); 8-12 (52*), TikTok W1 Total (122); 8-12 (67*), W2 Total (151); 8-12 (78*), YouTube (not including YouTube Kids) W1 Total (98*); 8-12 (55*), W2 Total (125); 8-12 (64*) *CAUTION - Low base size, figures are indicative only, **Base size <50 – too low to report. ***Net: Someone else/parents proved the DOB includes: My parents/guardian proved my date of birth for me, Someone else proved my date of birth for me. ****Net: Children proved the DOB includes: I sent a photo of myself, I sent a photo of myself and an adult holding a note with my date of birth, I sent a photo of myself with my passport/other form of identification, I sent my bank account information

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

More than a third of children aged 13-15 who have their own social media profile, said they received help from someone else to verify their age on TikTok

How **13-15-year-olds** proved their age date of birth – breakdown by platform (Wave 1 vs Wave 2):

	TikTok	
	Wave 1	Wave 2
My parents/guardian proved my date of birth for me		25%
I sent a photo of myself with my passport/other form of identification		13%
I started a new profile on the same platform		10% ↓
I sent a photo of myself and an adult holding a note with my date of birth		17%
I sent a photo of myself		9%
Someone else proved my date of birth for me		12%
I sent my bank account information		11%
I didn't prove my date of birth		11%
Net: Someone else/parents proved the DOB		35%
Net: Children proved the DOB		36%

Base size too low

** Please note:

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



Significantly higher/lower than W2 & 17s at 95% confidence

No significant shifts since W1

Source: Children's User Age Wave 1 & Wave 2

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

Base: All respondents who have their own profile and are being asked to prove their DOB: TikTok W1 Total (122); 13-15 (**), W2 Total (151); 13-15 (52*); *CAUTION - Low base size, figures are indicative only, **Base size <50 – too low to report. ***Net: Someone else/parents proved the DOB includes: My parents/guardian proved my date of birth for me, Someone else proved my date of birth for me. ****Net: Children proved the DOB includes: I sent a photo of myself, I sent a photo of myself and an adult holding a note with my date of birth, I sent a photo of myself with my passport/other form of identification, I sent my bank account information, I didn't prove my date of birth.