

# Children's User Age Wave 4

Produced by: YouGov

Fieldwork: 20<sup>th</sup> January - 3<sup>rd</sup> February 2025

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# Ofcom Foreword

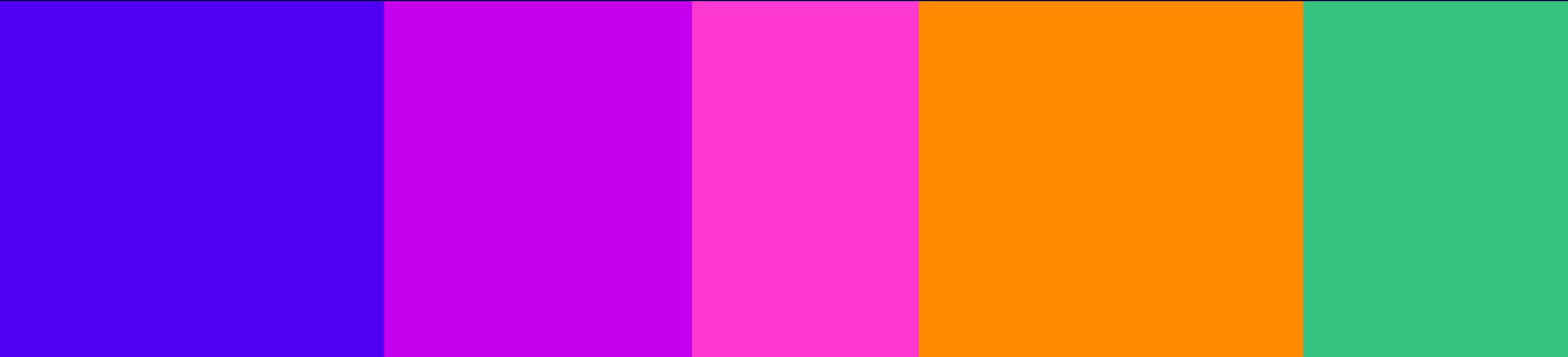
## Ofcom's responsibilities

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

The data from this chart pack is one in a series of research studies and sources that has informed the robust evidence base used in our Statement: Protecting children from harms online.

This programme of research further develops our understanding of online harms and how we can help reinforce the safety of children online. 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 online services(e.g., social media)

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 online services (e.g., social media apps or sites). For example, by using a false date of birth to gain access to apps/sites and the content within, while under the minimum age requirement for that app/site.

To understand this further, and in the absence of robust information on this from online apps/sites themselves, Ofcom commissioned this research to provide a robust *estimation* of the *minimum* number of children with user ages that are older than their real age.

In Wave 1 (August- September 2023), some questionnaire changes were made to the Pilot survey to account for users who may have changed their profile age since initial setup. These adjustments aimed to provide a more accurate estimate of children with older user ages. Between Wave 1 and Wave 2 (January - February 2024), further refinements were introduced to improve the accuracy of profile duration estimates and reintroduce tracking of multiple profiles, which had originally appeared in the Pilot. Additionally, the "less than one year" category for profile length was split into "0-5 months" and "6-11 months" to address underestimation issues identified in Wave 1. The third wave of the study was conducted in August 2024, using the same methodology and survey structure as Wave 2, with no modifications. In Wave 4 (January - February 2025), two new questions were added to explore children's experiences with age verification and how their online profiles were set up. These additions enhanced the understanding of children's broader digital behaviors but did not impact the core user age calculation.

**It's important to note that the 2023 Wave 1, the 2024 Wave 2 and Wave 3, and the 2025 Wave 4 data are not directly comparable to the 2022 Pilot study due to changes made to the user age calculation. However, data from Wave 1, Wave 2, Wave 3, and Wave 4 are generally comparable and have been included throughout this chart pack - with the exception of Q9b.\*\***

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

\*\* In Wave 4, a change was made to Q9b: response option 7 ("I didn't prove my date of birth") was no longer treated as exclusive, whereas it was exclusive in previous waves. This change may affect comparability for this specific question. Caution should be taken when interpreting Wave 4 Q9b data alongside earlier waves.

# Objectives

## Understanding children's user ages on various on online services (e.g., social media)

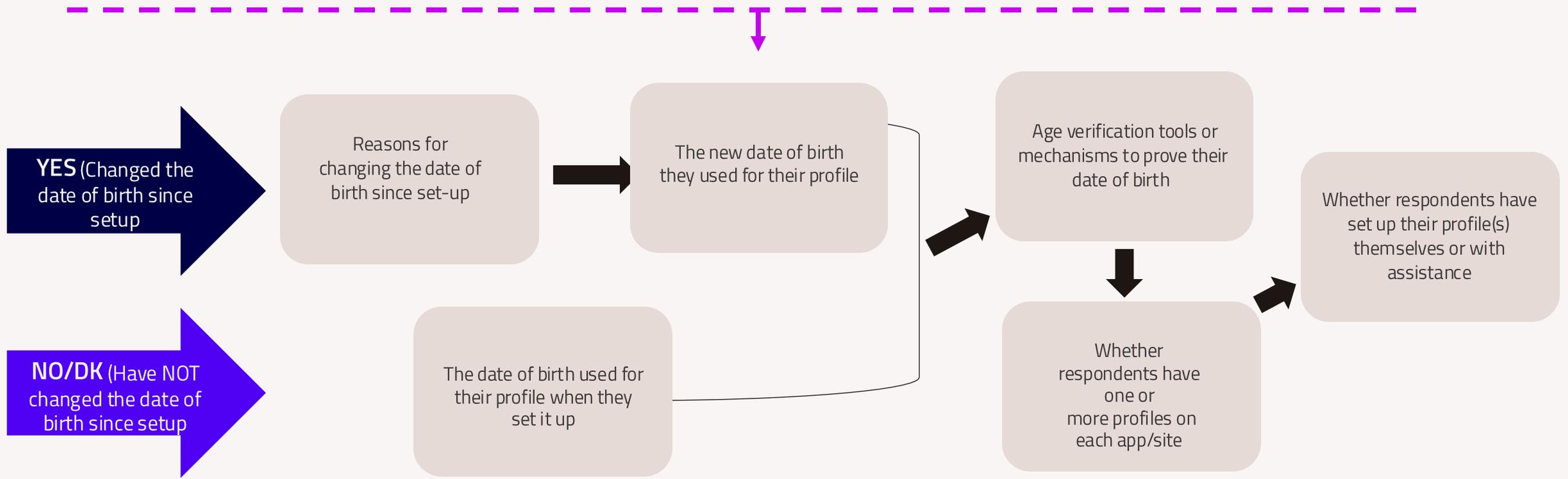
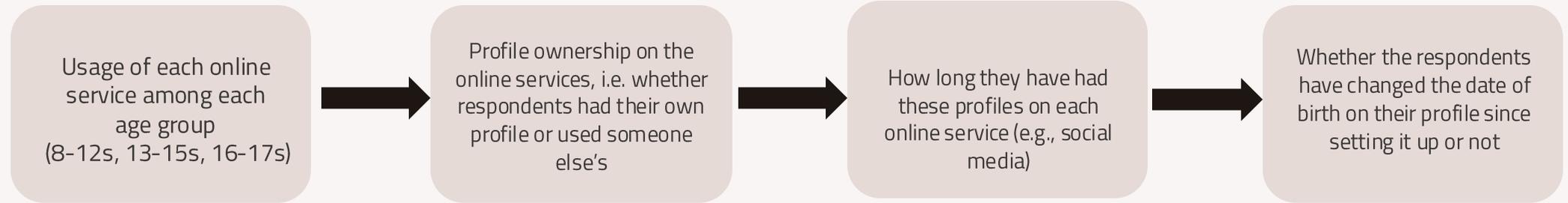
To understand the extent to which children are bypassing age assurance measures, Ofcom commissioned YouGov to conduct quantitative research to estimate the proportion of children that have online profiles with 'user ages' that make them appear to be older than they actually are. For all the apps/sites 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 online services (e.g., social media) 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 online services (e.g., social media) which were cited as the most used among children aged 8-17 in a range of Ofcom research\*, and therefore the most likely for them to have a profile on. In order for us to compare on a wave-on-wave basis we have kept the same list of online services from Wave 1 to Wave 4.

\*Ofcom's Children's Media Literacy Tracker and the Online Experiences Tracker (W2) were examined to judge which online services 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 online services users (e.g., social media) aged 8-17.
- An additional boost was applied to ensure a minimum base size of 50 per online service per age group, sufficient for robust analysis. After boosts were applied our final sample consisted of 1,793 social media users aged 8-17.
- Boosts were applied across all age groups to ensure a minimum of 50 Twitch profile owners, with an additional boost for 16-17-year-olds to ensure at least 50 profile owners for Pinterest within this demographic.
- Respondents used at least one of the following online services YouTube (not including YouTube Kids), Snapchat, TikTok, Instagram, Facebook, Discord, Pinterest, Twitch, X/Twitter, Vimeo (or another online service they specify in the survey).

## Data collection

- Online survey interviews conducted amongst YouGov's online research panel which comprises of 3.3 million active respondents across UK.
- Respondents were recruited via parents. If there was more than one child aged 8-17 in a household, the child respondent was selected on a least-fill basis to ensure a spread across age/gender\*.
- Fieldwork was conducted by YouGov between 20th January – 3rd February 2025 for Wave 4, 15th -27th August 2024 for Wave 3, 22nd January – 5th February 2024 for Wave 2, 17th August – 1st September 2023 for Wave 1 and 14th – 18th July 2022 for the pilot (pilot was conducted by Yonder).

## Data reporting

- Data was weighted to be representative of children 8-17, based on age within gender and region.
- Three age groups were chosen for reporting: 8-12s (i.e. under the minimum age requirement to use most social media sites/apps), 13-15s, and 16-17s.
- Significance testing applied at the 95% confidence level to identify differences between subgroups e.g. age groups in Wave 4. When data was compared across the Waves, 99% confidence intervals was applied.
- Where there is a base size below 50, figures have not been reported on.

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



**Data Comparison Note:** This report compares findings from **Wave 2, conducted in January/February 2024**, with **Wave 4, conducted in January/February 2025**. This methodology allows for a consistent year-on-year comparison, providing insights into how key metrics have evolved over the past 12 months, in alignment with the previous report. Additionally, wave-on-wave comparisons are highlighted in the executive summary to illustrate overall trends.

# Research caveats

## General Caveats

- Due to the complexity of calculating user ages, it should be noted this is an estimate of what we consider the minimum proportions of children with a profile that is older than their actual age.
- When reading these findings, please note that these were **self-reported answers** from child respondents. Therefore, results should be treated with caution and viewed as indicative because:
  - Children may have to admit that they were using these online services underage, and some may not be willing to answer truthfully in a survey.
  - They may not be able to accurately recall certain information, e.g., the age they used when setting up their profile or how long they have had their profile.
- Due to low base sizes ( $n < 50$ ) of those with their own profile, we were unable to report on Vimeo for all age groups.
- When providing information about which apps/sites they use, respondents were able to select an 'Other' option. The base sizes were too low to report by sub-group on these other online services (77 respondents overall), but they have been included in the user age calculation.
- We excluded a number of respondents based on their answers to a combination of questions – please see the [technical report](#) for more details.

# Research caveats

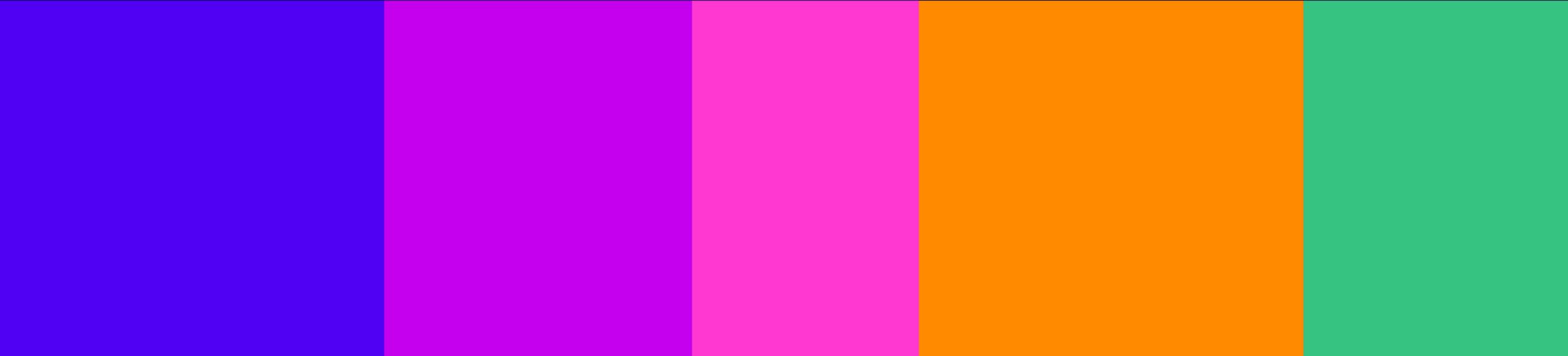
Wave 4 'user age' calculations caveats	Counts overall	% of all user age weighted sample impacted (base: 1544)
1) For respondents who indicated that their user age was younger than 13 years when they signed up or if their user age changed after the initial setup, we have assumed their user age to be 13, as per the minimum age limit on most online services.*	N=66	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"> <li>For example, if a respondent's real age was 14, and they have used an online service for 3 years, they must have joined the online service at the age of 11 but would have had to state they were at least 13 to join.</li> <li>Assuming they set their joining age to 13 and they have been on the online service for 3 years, their 'user age' will now be 16, although their real age is 14.</li> </ul>	N=415	27%
3) If a respondent has a different user age on several online services, the profile with <u>the oldest user age</u> has been used for the calculation.**	N=388	25%
4) A few cases of younger children aged 8 or 9 claimed to have had a personal profile for more than five years. This suggested either their profile was set up by their parents or, due to being very young, they were unable to evaluate time accurately. We still calculated their user age based on the information they provided. <ul style="list-style-type: none"> <li>Assuming they set their joining age to 13 and they have been on the online service for 5+ years, their 'user age' will now be 18+.</li> </ul>	N=11	1%

\*For this calculation, we have assumed the respondent did not recall their date of birth accurately, as the minimum age requirements on the online services 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 online service would reject the profile.

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

# Summary of findings

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



# Key findings

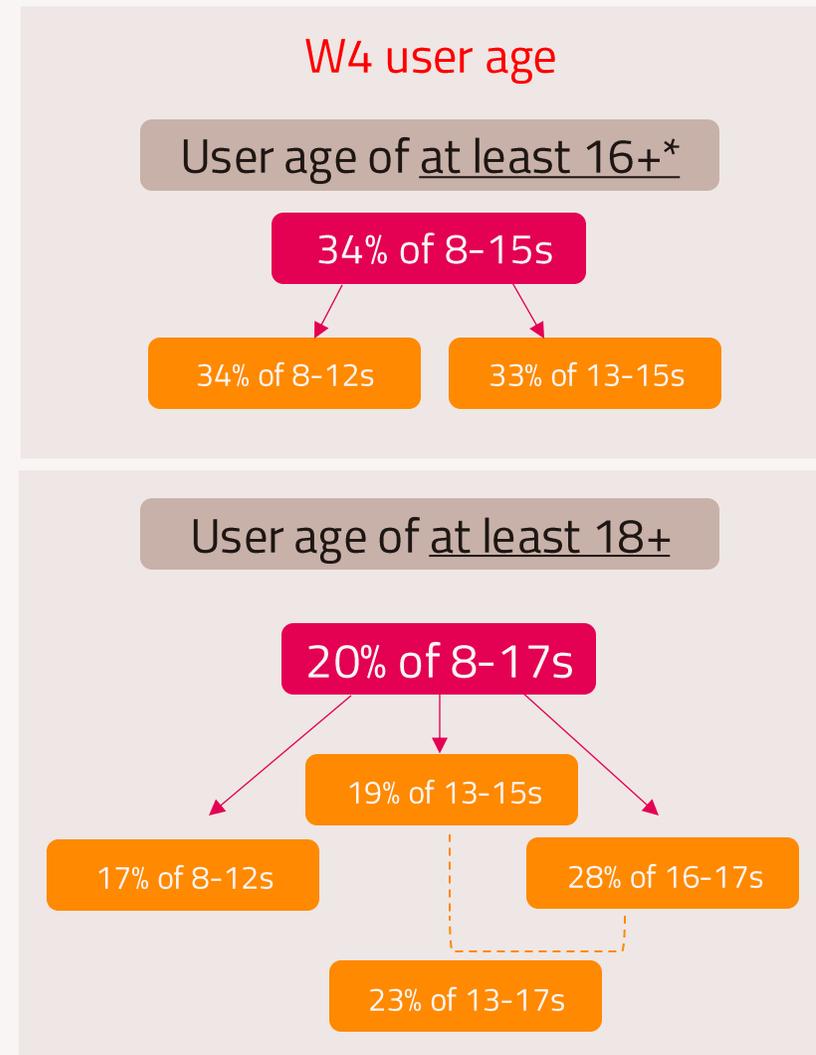
## 1. Online user ages (slides 16–28)

This user age research estimates that just over a third (34%) of children aged 8–15 who have their own profile on an online service (e.g., social media) report a user age of at least 16.

- This includes a third of 8–12-year-olds and of 13–15-year-olds.
- The findings have remained consistent across waves and align with the results observed since tracking began in Aug 2023(W1).

The research also estimates that one in five (20%) children aged 8–17 with their own profile on an online service (e.g., social media) have a user age of at least 18.

- This accounts for nearly a fifth of 8–12-year-olds and 13–15-year-olds and nearly three in ten 16–17-year-olds
- These proportions have remained stable since we began tracking in Aug 2023 (W1).



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

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

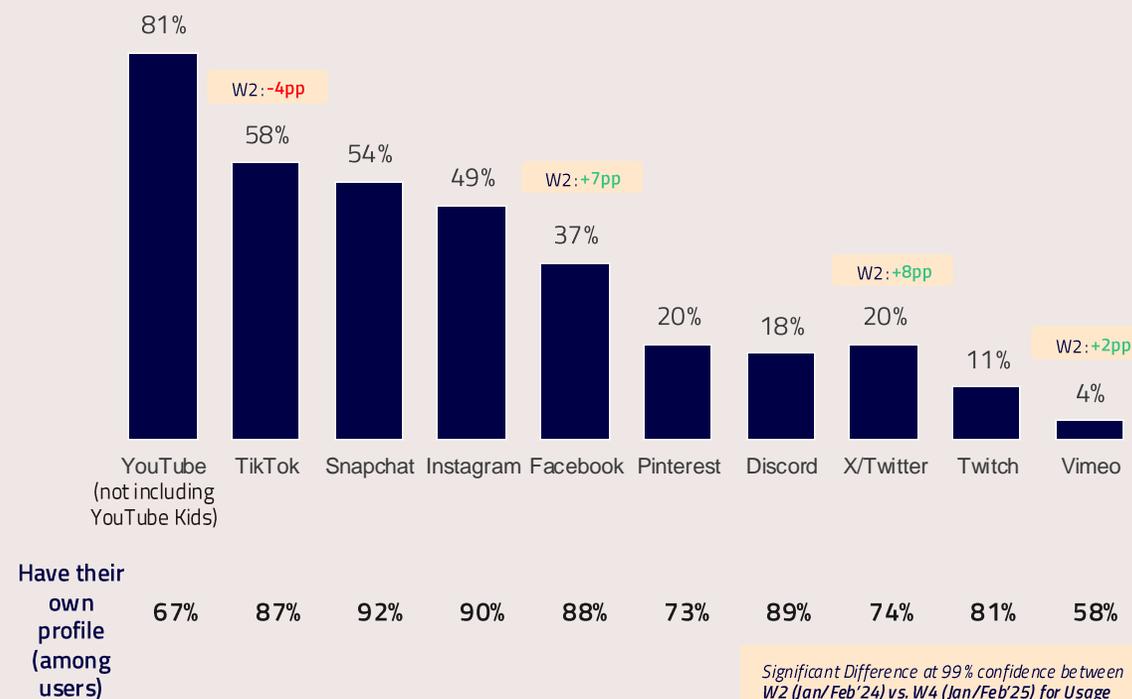
YouTube remained the most popular online service (e.g. social media) among children aged 8-17 as of Jan/Feb 2025 (W4), with around 81% using it across all age groups. While it has consistently been the top service since tracking began in Aug 2023 (W1), usage has declined - down 4 percentage points since the first wave. As seen in previous waves, usage of other online services continues to vary by age and is more common among 13-17s than 8-12s.

- Since tracking began in Aug 2023 (W1), Facebook usage has steadily increased, rising by 13 percentage points to reach 37% in Jan/Feb 2025 (W4). X/Twitter followed a similar upward trend, with overall usage increasing from 12% to 20%. While growth was seen across all age groups, the most notable increases were among users aged 8-15.
- TikTok usage declined from 62% in Jan/Feb 2024 (W2) to 58% in Jan/Feb 2025 (W4). This drop was mainly driven by reduced usage among 13-15s, where usage fell from 75% to 68%. However, overall usage of TikTok has remained stable over the last six months since Aug 2024 (W3).

Consistent with the beginning of the tracker in Aug 2023 (W1), the majority of children aged 8-17 reported using their own profile on most online services, with usage ranging from 58% to 92% depending on the service. A minority of children aged 8-17, ranging from 6% to 30% across the services, reported using someone else's profile, a trend more common among 8-12s.

- Most children with a profile on an online service reported having only one. Over the past six months, from Aug 2024 (W3) to Jan/Feb 2025 (W4), the number of children with multiple profiles declined noticeably across several service. The largest drop was on Discord (from 12% to 5%), followed by YouTube\* (from 11% to 6%) and TikTok (from 18% to 13%). Despite these declines, figures have returned to levels last seen 12 months ago, in Jan/Feb 2024 (W2).
- On Instagram, the proportion of children with multiple profiles decreased from 15% in Jan/Feb 2024 (W2) to 11% in Jan/Feb 2025 (W4), a significant change over the past 12 months. However, it remained stable at 15% in the last six months (since Aug 2024 - W3), with no statistically significant difference between the last two waves.

% Usage vs. having own profile by online services – 8-17-year-olds  
(Ranked by usage %)



**Note:** Wave 1: Aug 2023; Wave 2: Jan/Feb 2024; Wave 3: Aug 2024; Wave 4: Jan/Feb 2025

\*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.nfom.org.uk/research-and-data/media-literacy-research/childrens>

### 3: Changing their date of birth and age assurance (slides 42-63)

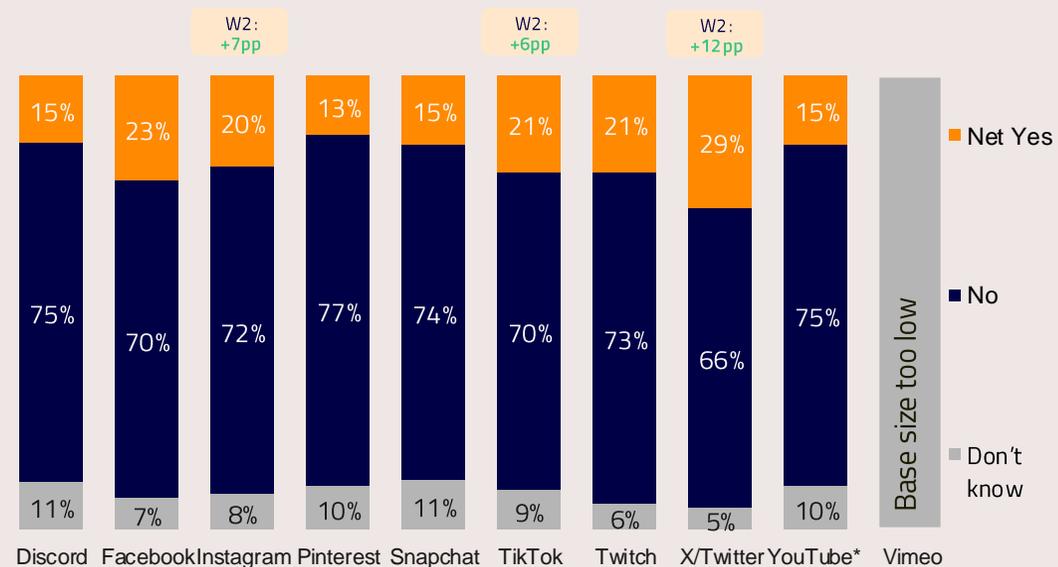
Since tracking began in Aug 2023 (W1), the proportion of children aged 8-17 who report changing the date of birth on their online service profiles (e.g. social media) since creating them\* has remained stable. Most say they haven't made changes, though a minority - between 14% and 26%, depending on the online service - have done so.

- This proportion has remained broadly consistent across age groups, although children aged 8-12 were more likely than average to report making changes to their date of birth on Snapchat (25% vs. 21%).
- Since the beginning of tracking (Aug 2023 - W1), the proportion of children reporting that they changed the date of birth on their Snapchat profile increased by 5 percentage points, reaching 21% in Jan/Feb 2025 (W4). On Pinterest, this figure rose by 7 percentage points over the same period, reaching 15%.

As of Jan/Feb 2025 (W4), most children aged 8-17 said they had not been asked to verify their date of birth on online services, though 13% to 29% reported being asked, depending on the online service.

- Between Aug 2023 (W1) and Jan/Feb 2025 (W4), reported age verification increased across several online services. X/Twitter saw the largest rise, up 19 percentage points to 29%, followed by Facebook (up 13 points to 23%) and Instagram (up 11 points to 20%). Snapchat and TikTok each rose by 8 points, reaching 15% and 21% respectively, while YouTube increased by 5 points to 15%.
- This rise in verification requests has led to more children verifying their age themselves.\*\*\* Since tracking began in Aug 2023 (W1), the proportion of children doing so has increased significantly across multiple online services. The largest increases were seen on YouTube (up 35 points to 45%), Snapchat (up 33 points to 44%), TikTok (up 27 points to 46%), and Instagram (up 30 points to 50%). On Facebook, the biggest increase occurred between Jan/Feb 2024 (W2) and Aug 2024 (W3), rising from 40% to 58%, before settling at 54% in Jan/Feb 2025 (W4).

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



\*Not including YouTube Kids

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

Significant Difference at 99% confidence between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25) for Net Yes

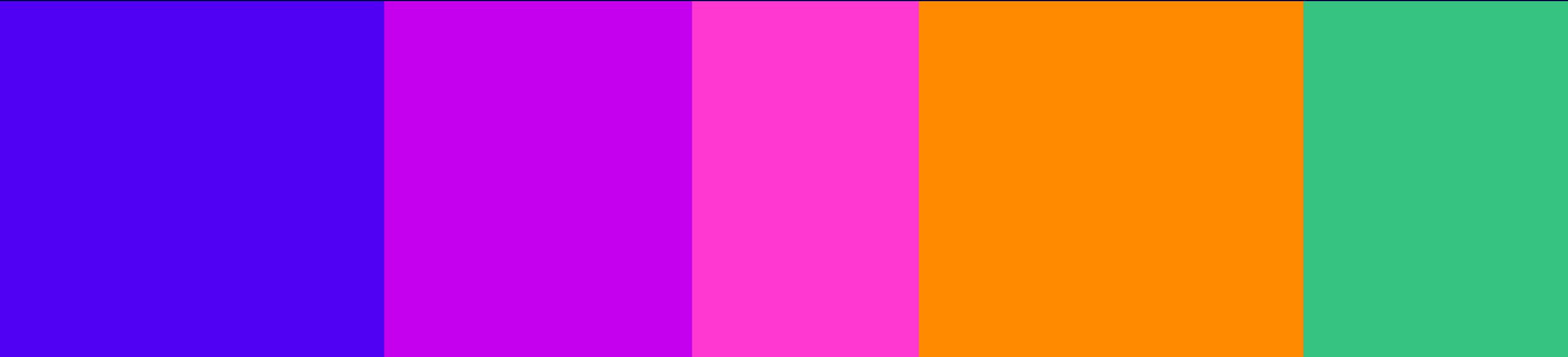
Note: Wave 1: Aug 2023 (W1); Wave 2: Jan/Feb 2024; Wave 3: Aug 2024; Wave 4: Jan/Feb 2025

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

\*\* Please note: The data was drawn from a question with low base sizes. At an overall level for the total 8-17s sample, we are unable to report on Discord, Pinterest, Twitch, and Vimeo.

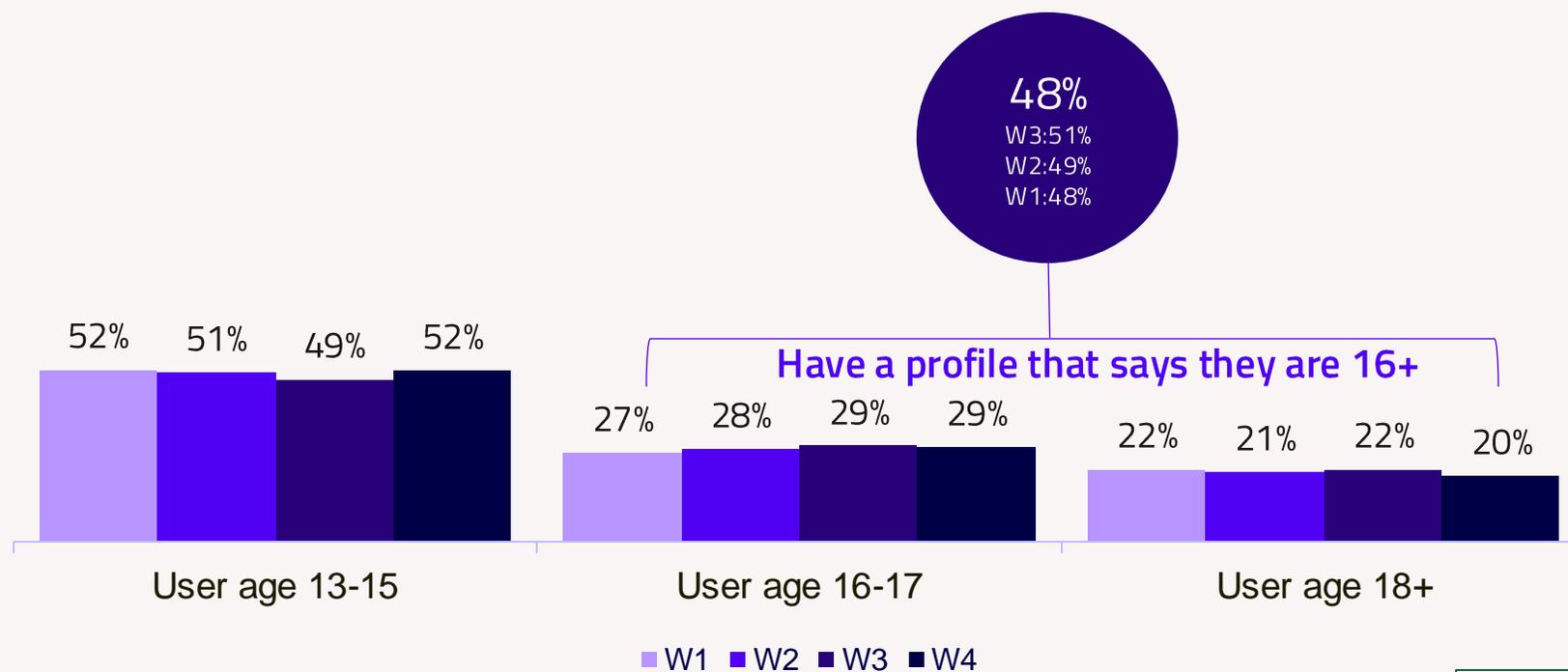
\*\*\* In Wave 4, a change was made to Q9b: response option 7 ("I didn't prove my date of birth") was no longer treated as exclusive, whereas it was exclusive in previous waves. This may affect comparability, so caution is advised when interpreting Wave 4 data for this question.

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



One in five children aged 8-17 with a profile on an online service (e.g. social media) have a user age of 18+, and around half have a user age of 16+. Compared to Jan/Feb 2024 (W2), the proportion with a user age of 16+ has remained stable in Jan/Feb 2025 (W4).

User age of **children 8-17** – total level (Wave 1 - Wave 4):



No significant difference between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25)

Source: Children's User Age Wave 1, Wave 2, Wave 3, Wave 4

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

Base: All respondents aged 8-17 where user age was calculated W1 (1540); W2 (1542); W3 (1476); W4 (1544) please see Technical Report for more details

Compared to Jan/Feb 2024 (W2), there have been no changes in the proportion of children with a user age of 16+ or 18+ in Jan/Feb 2025 (W4) for any of the online services listed below.

User age of **children 8-17** – total level and by online service (Wave 1 - Wave 4):

online services (8-17's)	User age of 13-15				User age of 16-17				User age of 16+				User age of 18+			
	Wave 1	Wave 2	Wave 3	Wave 4	Wave 1	Wave 2	Wave 3	Wave 4	Wave 1	Wave 2	Wave 3	Wave 4	Wave 1	Wave 2	Wave 3	Wave 4
<b>Total</b>	<b>52%</b>	<b>51%</b>	<b>49%</b>	<b>52%</b>	<b>27%</b>	<b>28%</b>	<b>29%</b>	<b>29%</b>	<b>48%</b>	<b>49%</b>	<b>51%</b>	<b>48%</b>	<b>22%</b>	<b>21%</b>	<b>22%</b>	<b>20%</b>
Discord	52%	53%	50%	45%	30%	33%	34%	36%	48%	47%	50%	55%	17%	15%	16%	19%
Facebook	41%	47%	45%	53%	43%	33%	34%	30%	59%	53%	55%	47%	17%	20%	21%	17%
Instagram	41%	44%	39%	49%	44%	40%	42%	33%	59%	56%	61%	51%	15%	16%	19%	18%
Pinterest	51%	51%	46%	56%	34%	39%	44%	29%	49%	49%	54%	44%	15%	10%	10%	15%
Snapchat	52%	53%	50%	54%	36%	34%	35%	32%	48%	47%	50%	46%	12%	13%	15%	15%
TikTok	50%	51%	45%	53%	33%	34%	37%	33%	50%	49%	55%	47%	17%	15%	18%	14%
Twitch	49%	49%	48%	44%	33%	36%	38%	38%	51%	51%	52%	56%	18%	16%	14%	19%
X/Twitter	30%	41%	42%	49%	46%	42%	37%	32%	70%	59%	58%	51%	23%	17%	21%	19%
YouTube (not including YouTube Kids)	53%	50%	51%	54%	26%	31%	30%	29%	47%	50%	49%	46%	20%	19%	19%	17%
Vimeo*																

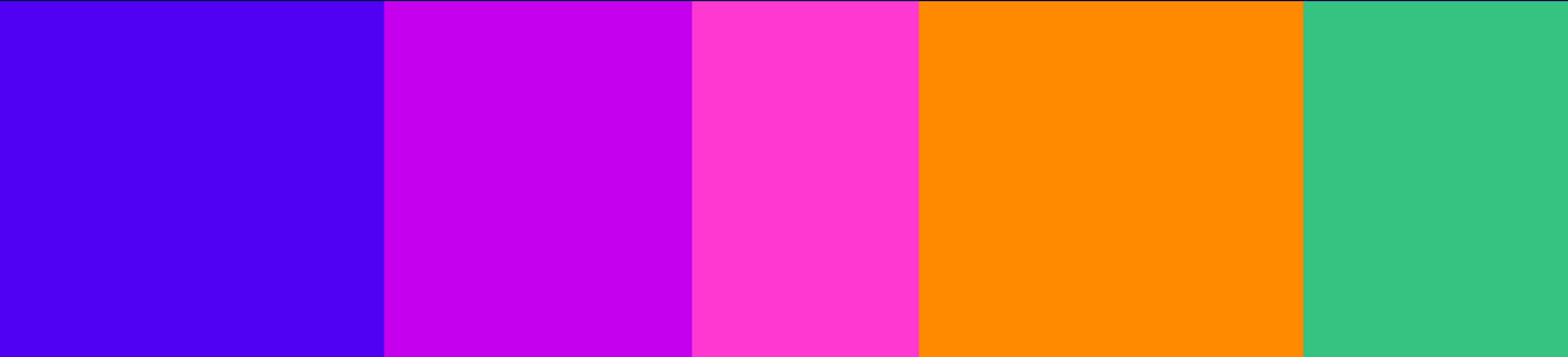
No significant difference between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25)

Source: Children's User Age Wave 1, Wave 2, Wave 3, Wave 4

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

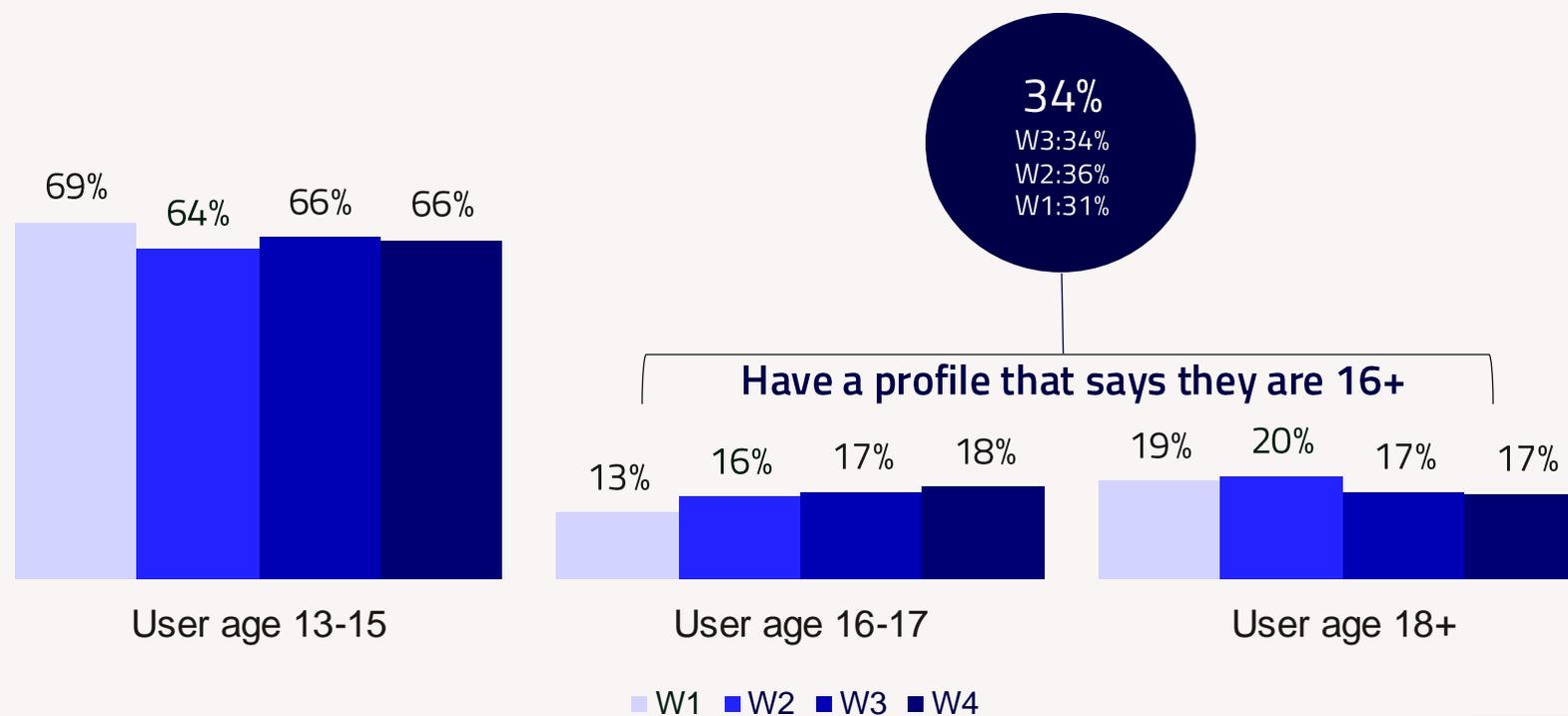
Base: All respondents Total where user age was calculated, please see Technical Report for more details. Total W1 (1540), W2 (1542), W3 (1476), W4(1544); Discord W1 (284), W2 (226), W3 (243), W4(234); Facebook W1 (332), W2 (439), W3 (449), W4(516); Instagram W1 (613), W2 (689), W3 (642), W4(672); Pinterest W1 (203), W2 (197), W3 (234), W4(217); Snapchat W1 (773), W2 (805), W3 (730), W4(748); TikTok W1 (756), W2 (801), W3 (718), W4(753); Twitch W1 (140), W2 (139), W3 (139), W4(128); X/Twitter W1 (148), W2 (146), W3 (201), W4(233); YouTube (not including YouTube Kids) W1 (853), W2 (787), W3 (780), W4(833); \*Base size <50 – too low to report.

Online user ages: *among 8-12s*



A third of children aged 8-12 with a profile on an online service (e.g. social media) have a user age of 16+ and nearly a fifth have a user age of 18+. This has remained consistent compared to Jan/Feb 2024 (W2).

User age of **children 8-12** – total level (Wave 1 - Wave 4):



No significant difference between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25)

Source: Children's User Age Wave 1, Wave 2, Wave 3, Wave 4

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

Base: All respondents aged 8-12 where user age was calculated, please see Technical Report for more details W1 (755); W2 (747); W3 (709); W4 (755)

Compared to Jan/Feb 2024 (W2), there have been no changes in the proportion of children aged 8-12 with a user age of 16+ or 18+ in Jan/Feb 2025 (W4) for any of the online services listed below.

User age of **children 8-12** – total level and by online service (Wave 1 - Wave 4):

online services (8-12's)	User age of 13-15				User age of 16-17				User age of 16+				User age of 18+			
	Wave 1	Wave 2	Wave 3	Wave 4	Wave 1	Wave 2	Wave 3	Wave 4	Wave 1	Wave 2	Wave 3	Wave 4	Wave 1	Wave 2	Wave 3	Wave 4
<b>Total</b>	<b>69%</b>	<b>64%</b>	<b>66%</b>	<b>66%</b>	<b>13%</b>	<b>16%</b>	<b>17%</b>	<b>18%</b>	<b>31%</b>	<b>36%</b>	<b>34%</b>	<b>34%</b>	<b>19%</b>	<b>20%</b>	<b>17%</b>	<b>17%</b>
Discord**	80%	73%	75%	60%	7%	11%	10%	16%	20%	27%	25%	40%	13%	17%	16%	24%
Facebook**	63%	63%	59%	63%	10%	17%	19%	14%	37%	37%	41%	37%	26%	20%	22%	22%
Instagram	68%	64%	63%	69%	15%	19%	16%	13%	32%	36%	37%	31%	17%	17%	21%	18%
Pinterest**	70%	72%	71%	75%	10%	12%	20%	19%	30%	28%	29%	25%	20%	16%	9%	6%
Snapchat	80%	77%	71%	76%	8%	11%	15%	12%	20%	23%	29%	24%	12%	12%	14%	11%
TikTok	70%	70%	62%	74%	13%	14%	20%	13%	30%	30%	38%	26%	17%	16%	19%	12%
Twitch*			72%				14%				28%				14%	
X/Twitter*			64%	67%			18%	19%			36%	33%			18%	14%
YouTube (not including YouTube Kids)	69%	63%	70%	69%	14%	17%	16%	17%	31%	37%	30%	31%	17%	20%	14%	14%
Vimeo*																

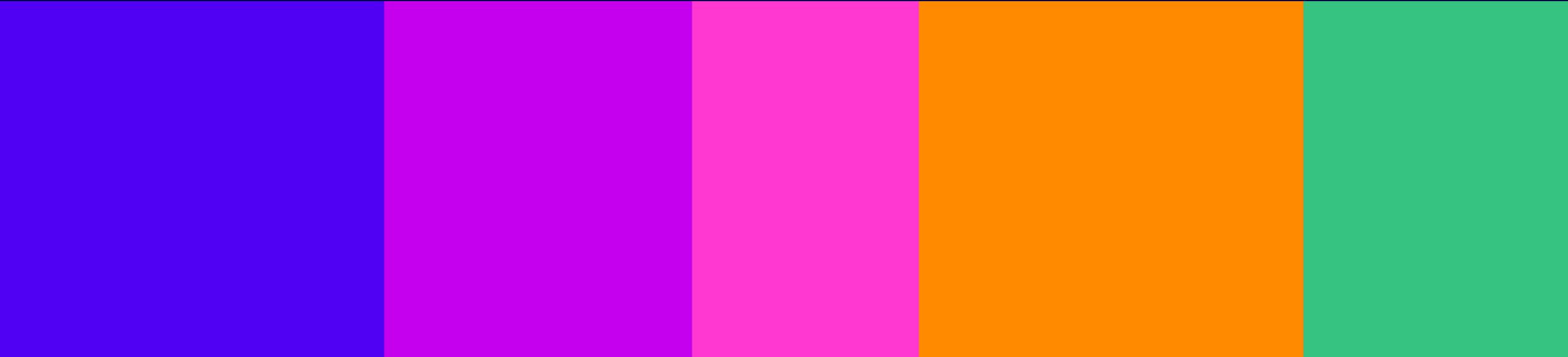
No significant difference between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25)

Source: Children's User Age Wave 1, Wave 2, Wave 3, Wave 4

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

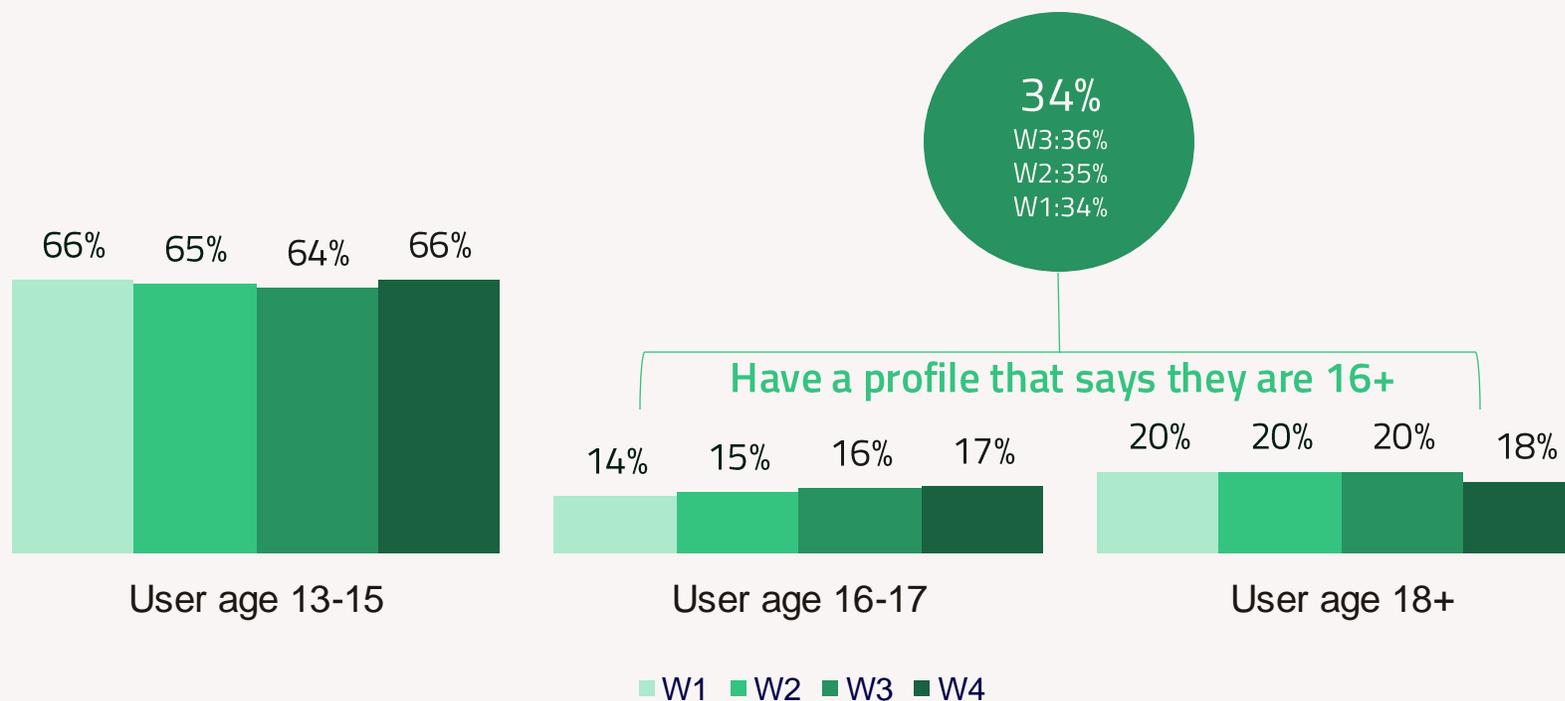
Base: All respondents aged 8-12 where user age was calculated, please see Technical Report for more details. W1 Total (755), W2 (747), W3 (709), W4 (755); Discord W1 (102), W2 (85\*\*), W3 (83\*\*), W4 (75\*\*); Facebook W1 (87\*\*), W2 (160), W3 (153), W4 (197); Instagram W1 (119), W2 (207), W3 (162), W4 (209); Pinterest W1 (60\*\*), W2 (61\*\*), W3 (55\*\*), W4 (63\*\*); Snapchat W1 (252), W2 (271), W3 (230), W4 (249); TikTok W1 (266), W2 (285), W3 (216), W4 (258); Twitch W1 (\*), W2 (\*), W3 (50\*\*), W4 (\*); X/Twitter W1 (\*), W2 (\*), W3 (55\*\*), W4 (70\*); YouTube (not including YouTube Kids) W1 (412), W2 (373), W3 (362), W4 (399); - \*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 profile on an online service (e.g., social media) have a user age of 16 or older, and around a fifth have a user age of 18 or older. This trend has remained consistent with Jan/Feb 2024 (W2).

User age of **children 8-15** – total level (Wave 1 - Wave 4):



No significant difference between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25)

Source: Children's User Age Wave 1, Wave 2, Wave 3, Wave 4

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

Base: All respondents aged where user age was calculated, please see Technical Report for more details W1 (1195); W2 (1190); W3 (1137); W4 (1208)

Compared to Jan/Feb 2024 (W2), there have been no changes in the proportion of children aged 8-15 with a user age of 16+ or 18+ in Jan/Feb 2025 (W4) for any of the online services listed below.

User age of **children 8-15** – total level and by online service (Wave 1 - Wave 4):

online services (8-15's)	User age of 13-15				User age of 16-17				User age of 16+				User age of 18+			
	Wave 1	Wave 2	Wave 3	Wave 4	Wave 1	Wave 2	Wave 3	Wave 4	Wave 1	Wave 2	Wave 3	Wave 4	Wave 1	Wave 2	Wave 3	Wave 4
<b>Total</b>	<b>66%</b>	<b>65%</b>	<b>64%</b>	<b>66%</b>	<b>14%</b>	<b>15%</b>	<b>16%</b>	<b>17%</b>	<b>34%</b>	<b>35%</b>	<b>36%</b>	<b>34%</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>	<b>18%</b>
Discord	73%	71%	74%	66%	10%	14%	9%	13%	27%	29%	26%	34%	17%	15%	17%	21%
Facebook	69%	68%	66%	71%	15%	14%	14%	12%	31%	33%	34%	29%	16%	18%	20%	17%
Instagram	72%	70%	67%	71%	13%	16%	13%	12%	28%	30%	33%	29%	15%	14%	20%	17%
Pinterest	75%	75%	79%	77%	9%	13%	10%	11%	25%	25%	21%	23%	16%	12%	11%	12%
Snapchat	77%	76%	73%	76%	11%	12%	13%	11%	23%	24%	27%	24%	12%	12%	14%	13%
TikTok	71%	71%	67%	75%	13%	14%	15%	13%	29%	29%	33%	25%	16%	15%	18%	13%
Twitch**	71%	75%	72%	69%	14%	11%	13%	11%	29%	25%	28%	31%	16%	14%	15%	20%
X/Twitter**	61%	70%	68%	71%	14%	13%	12%	11%	39%	30%	32%	29%	26%	17%	20%	18%
YouTube (not including YouTube Kids)	69%	66%	68%	71%	13%	15%	13%	15%	31%	34%	32%	29%	18%	19%	18%	14%
Vimeo*																

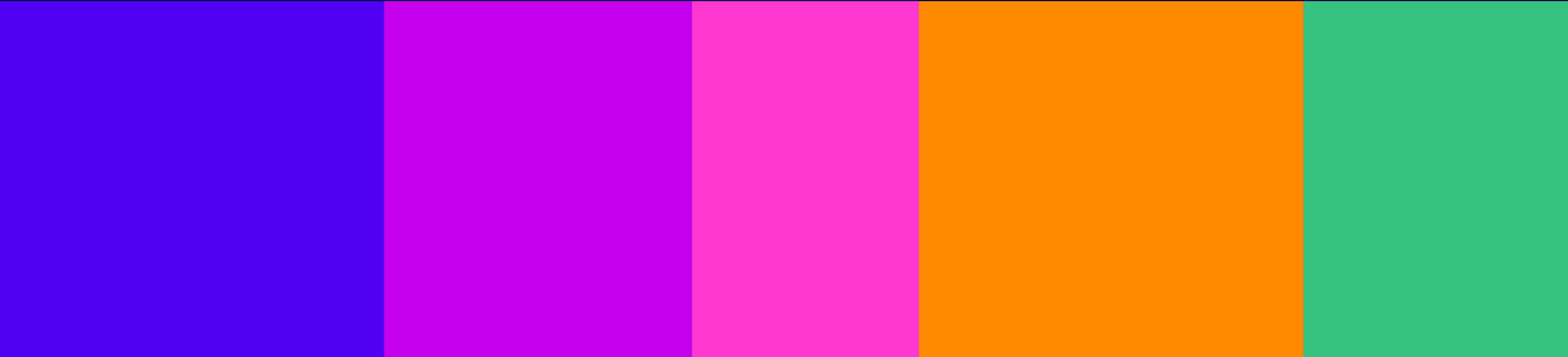
No significant difference between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25)

Source: Children's User Age Wave 1, Wave 2, Wave 3, Wave 4

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

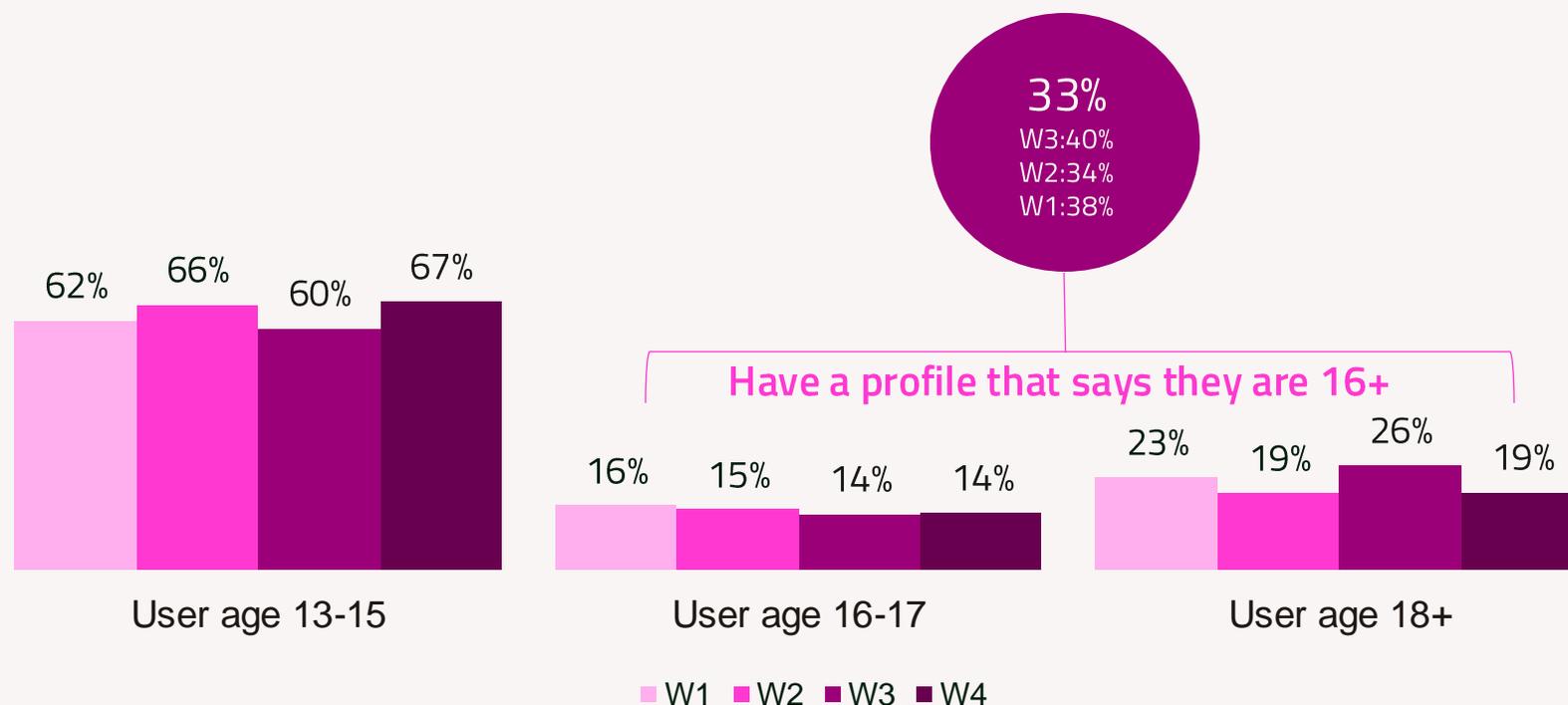
Base: All respondents aged 8-15 where user age was calculated, please see Technical Report for more details. Total W1 (1195), W2 (1190), W3 (1137), W4 (1208); Discord W1 (203), W2 (166), W3 (164), W4 (160); Facebook W1 (195), W2 (300), W3 (303), W4 (384); Instagram W1 (346), W2 (429), W3 (379), W4 (462); Pinterest W1 (139), W2 (131), W3 (137), W4 (159); Snapchat W1 (516), W2 (551), W3 (502), W4 (529); TikTok W1 (537), W2 (563), W3 (487), W4 (530); Twitch W1 (96\*\*), W2 (90\*\*), W3 (93\*\*), W4 (81\*\*); X/Twitter W1 (74\*\*), W2 (86\*\*), W3 (123), W4 (160); YouTube (not including YouTube Kids) W1 (654), W2 (587), W3 (585), W4 (638); -\*Base size <50 – too low to report, \*\*CAUTION - Low base size, figures are indicative only.,

Online user ages: *among 13-15s*



A third of children aged 13-15 with a profile on an online service (e.g., social media) have a user age of at least 16+, which is broadly consistent with findings from Jan/Feb 2024 (W2). This includes a fifth with a user age of 18+.

User age of **children 13-15** – total level (Wave 1 - Wave 4):



No significant difference between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25)

Source: Children's User Age Wave 1, Wave 2, Wave 3, Wave 4

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

Base: All respondents aged 13-15 where user age was calculated, please see Technical Report for more details W1 (440); W2 (443); W3 (428); W4 (453)

Compared to Jan/Feb 2024 (W2), there have been no changes in the proportion of children aged 13-15 with a user age of 16+ or 18+ in Jan/Feb 2025 (W4) for any of the online services listed below.

User age of **children 13-15** – total level and by online service (Wave 1 - Wave 4):

online services (13-15's)	User age of 13-15				User age of 16-17				User age of 16+				User age of 18+			
	Wave 1	Wave 2	Wave 3	Wave 4	Wave 1	Wave 2	Wave 3	Wave 4	Wave 1	Wave 2	Wave 3	Wave 4	Wave 1	Wave 2	Wave 3	Wave 4
<b>Total</b>	<b>62%</b>	<b>66%</b>	<b>60%</b>	<b>67%</b>	<b>16%</b>	<b>15%</b>	<b>14%</b>	<b>14%</b>	<b>38%</b>	<b>34%</b>	<b>40%</b>	<b>33%</b>	<b>23%</b>	<b>19%</b>	<b>26%</b>	<b>19%</b>
Discord**	65%	69%	73%	72%	13%	18%	9%	11%	35%	31%	27%	28%	22%	13%	19%	18%
Facebook	74%	73%	74%	79%	19%	11%	9%	10%	26%	27%	26%	21%	7%	16%	17%	11%
Instagram	74%	76%	70%	73%	12%	13%	12%	10%	26%	24%	30%	27%	15%	10%	19%	17%
Pinterest**	78%	79%	84%	78%	9%	14%	4%	6%	22%	21%	16%	22%	13%	7%	12%	16%
Snapchat	74%	75%	75%	76%	14%	13%	10%	10%	26%	25%	25%	24%	12%	13%	14%	15%
TikTok	71%	72%	71%	75%	14%	14%	12%	12%	29%	28%	29%	25%	15%	13%	17%	13%
Twitch*	62%	79%			14%	7%			38%	21%			24%	14%		
X/Twitter*		76%	72%	74%		10%	6%	4%		24%	28%	26%		14%	22%	21%
YouTube (not including YouTube Kids)	70%	71%	66%	74%	10%	12%	9%	11%	30%	29%	34%	26%	20%	18%	25%	15%
Vimeo*																

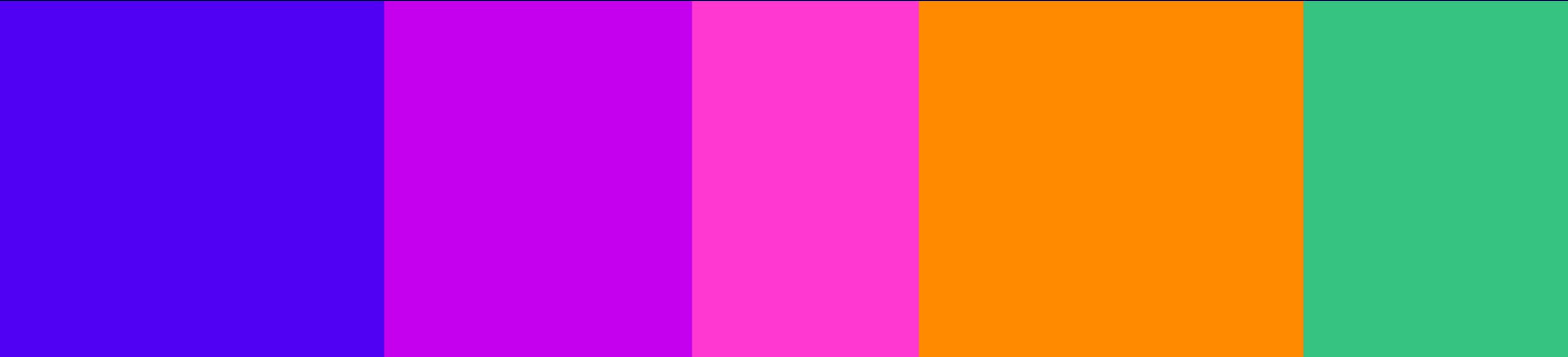
No significant difference between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25)

Source: Children's User Age Wave 1, Wave 2, Wave 3, Wave 4

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

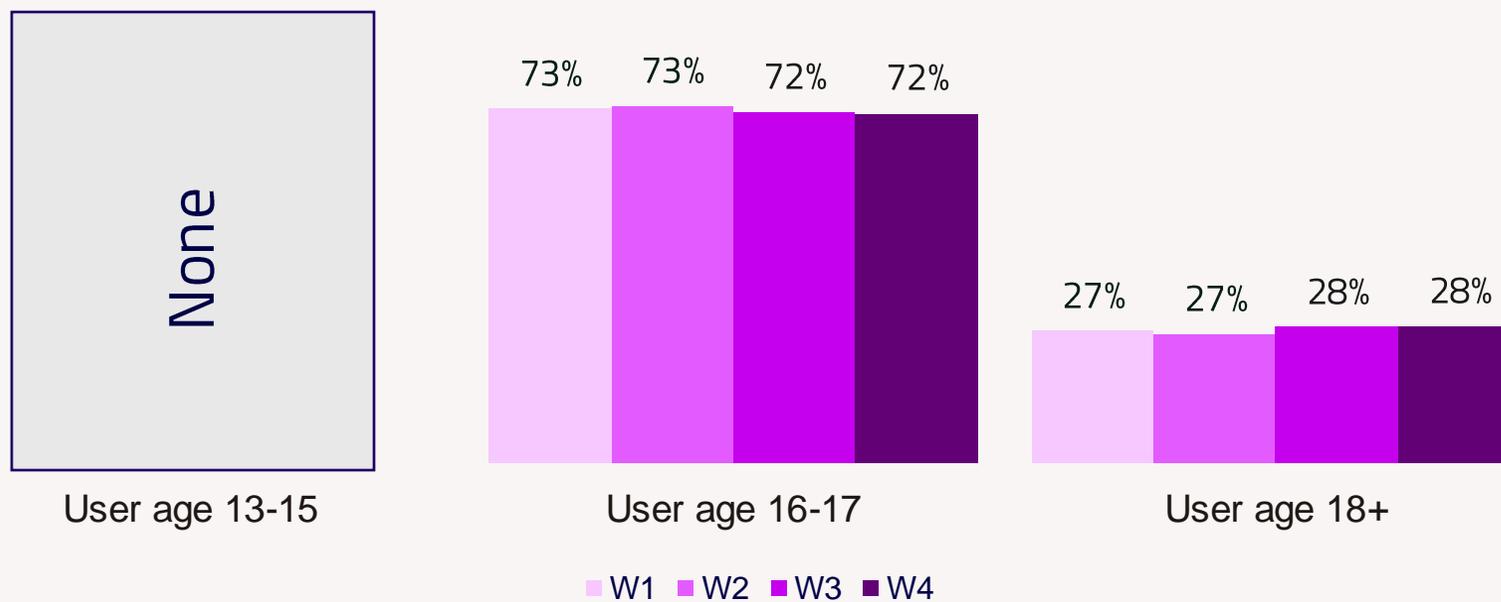
Base: All respondents aged 13-15 where user age was calculated, please see Technical Report for more details. Total W1 (440), W2 (443), W3 (428), W4 (453); Discord W1 (101), W2 (81\*\*), W3 (81\*\*), W4 (85\*); Facebook W1 (108), W2 (140), W3 (150), W4 (187); Instagram W1 (227), W2 (222), W3 (217), W4 (253); Pinterest W1 (79\*\*), W2 (70\*\*), W3 (82\*\*), W4 (96\*\*); Snapchat W1 (264), W2 (280), W3 (272), W4 (280); TikTok W1 (271), W2 (278), W3 (271), W4 (272); Twitch W1 (50\*\*), W2 (53\*\*), W3 (\*), W4 (\*); X/Twitter W1 (\*), W2 (50\*\*), W3 (68\*\*), W4 (90\*\*); YouTube (not including YouTube Kids) W1 (242), W2 (214), W3 (223), W4 (239); \*Base size <50 – too low to report, \*\*CAUTION – Low base size, figures are indicative only. Please also note that while the W2 base for X/Twitter was reportable (n>50), the W1 base was below 50 and hence not included.

Online user ages: *among 16-17s*



Over a quarter of 16-17-year-olds with a profile on an online service (e.g., social media) have a user age at least 18+, a trend that has remained consistent with Jan/Feb 2024 (W2).

User age of **children 16-17** – total level (Wave 1 - Wave 4):



No significant difference between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25)

Source: Children's User Age Wave 1, Wave 2, Wave 3, Wave 4

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

Base: All respondents aged 16-17 where user age was calculated, please see Technical Report for more details W1 (345); W2 (352); W3 (339), W4 (336)

For 16-17-year-olds with a profile on an online service (e.g., social media), the proportion with a user age of 16+ or 18+ has remained consistent compared with Jan/Feb 2024 (W2).

User age of **children 16-17** – total level and by online service (Wave 1 - Wave 4):

online services (16-17's)	User age of 16-17				User age of 18+			
	Wave 1	Wave 2	Wave 3	Wave 4	Wave 1	Wave 2	Wave 3	Wave 4
<b>Total</b>	<b>73%</b>	<b>73%</b>	<b>72%</b>	<b>72%</b>	<b>27%</b>	<b>27%</b>	<b>28%</b>	<b>28%</b>
Discord**	83%	85%	85%	84%	17%	15%	15%	16%
Facebook	82%	75%	76%	82%	18%	25%	24%	18%
Instagram	84%	82%	83%	81%	16%	18%	17%	19%
Pinterest**	87%	92%	91%	76%	13%	8%	9%	24%
Snapchat	87%	86%	84%	81%	13%	14%	16%	19%
TikTok	81%	86%	83%	83%	19%	14%	17%	17%
Twitch*								
X/Twitter**	80%	85%	77%	78%	20%	15%	23%	22%
YouTube (not including YouTube Kids)	72%	79%	80%	76%	28%	21%	20%	24%
Vimeo*								

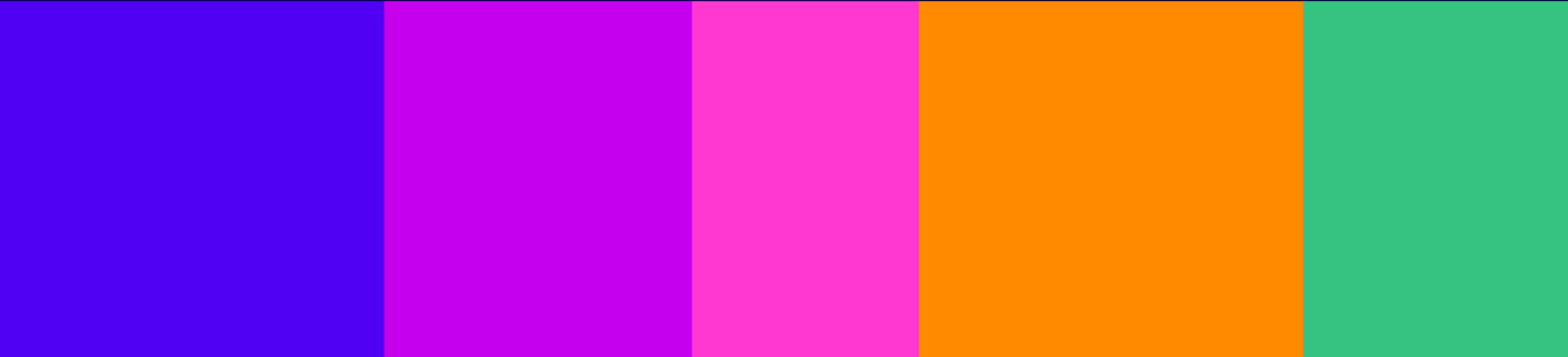
No significant difference between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25)

Source: Children's User Age Wave 1, Wave 2, Wave 3, Wave 4

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

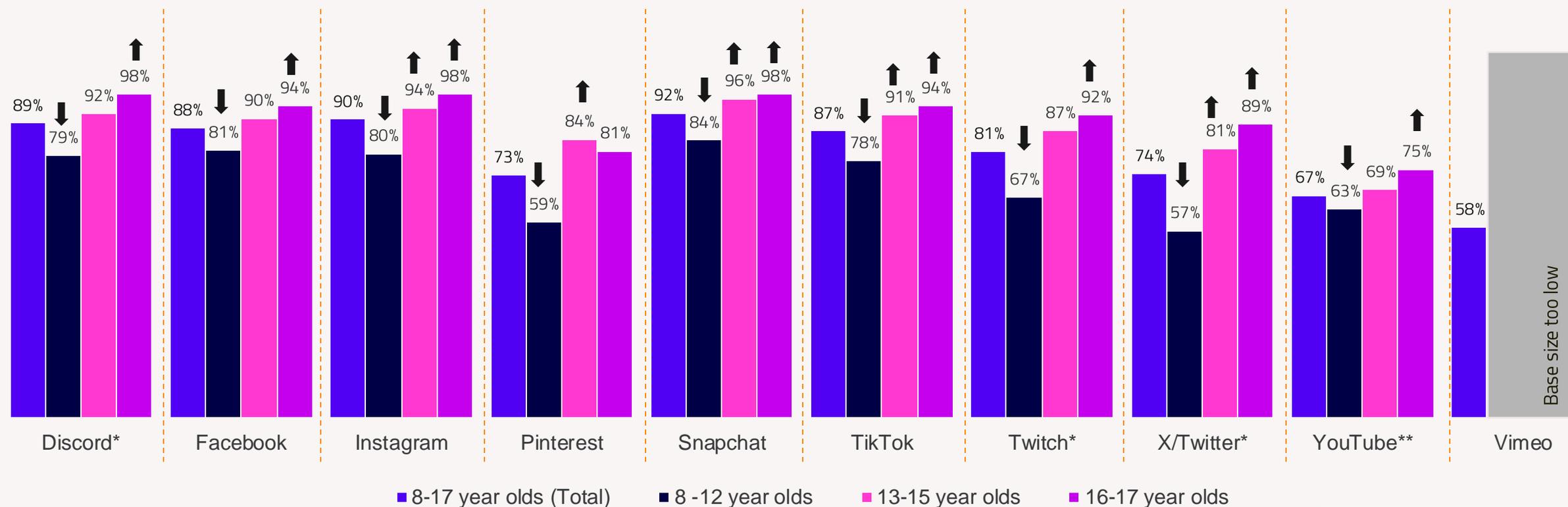
Base: All respondents aged 16-17 where user age was calculated, please see Technical Report for more details. Total W1 (345), W2 (352), W3 (339), W4 (336); Discord W1 (80\*\*), W2 (57\*\*), W3 (79\*\*), W4 (74\*\*); Facebook W1 (134), W2 (131), W3 (145), W4 (132); Instagram W1 (262), W2 (246), W3 (261), W4 (210); Pinterest W1 (62\*\*), W2 (62\*\*), W3 (97\*\*), W4 (58\*\*); Snapchat W1 (252), W2 (241), W3 (227), W4 (219); TikTok W1 (215), W2 (225), W3 (230), W4 (223); X/Twitter W1 (73\*\*), W2 (57\*\*), W3 (78\*\*), W4 (73\*\*); YouTube (not including YouTube Kids) W1 (195), W2 (190), W3 (194), W4 (195); -\*Base size <50 – too low to report, \*\*CAUTION - Low base size, figures are indicative only.

# App/site usage and profile ownership



The majority of online service users (e.g., social media) in each age group have their own profile on at least one online service, with the likelihood of having a profile generally increasing with age. This pattern has remained consistent with Jan/Feb 2024 (W2).

Proportion of **children 8-17** who use each online service that have their own profile – by age group of child (Wave 4):



\*CAUTION - Low base size, figures are indicative only

\*\*Not including YouTube Kids

No significant shift between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25)

Source: Children's User Age Wave 4

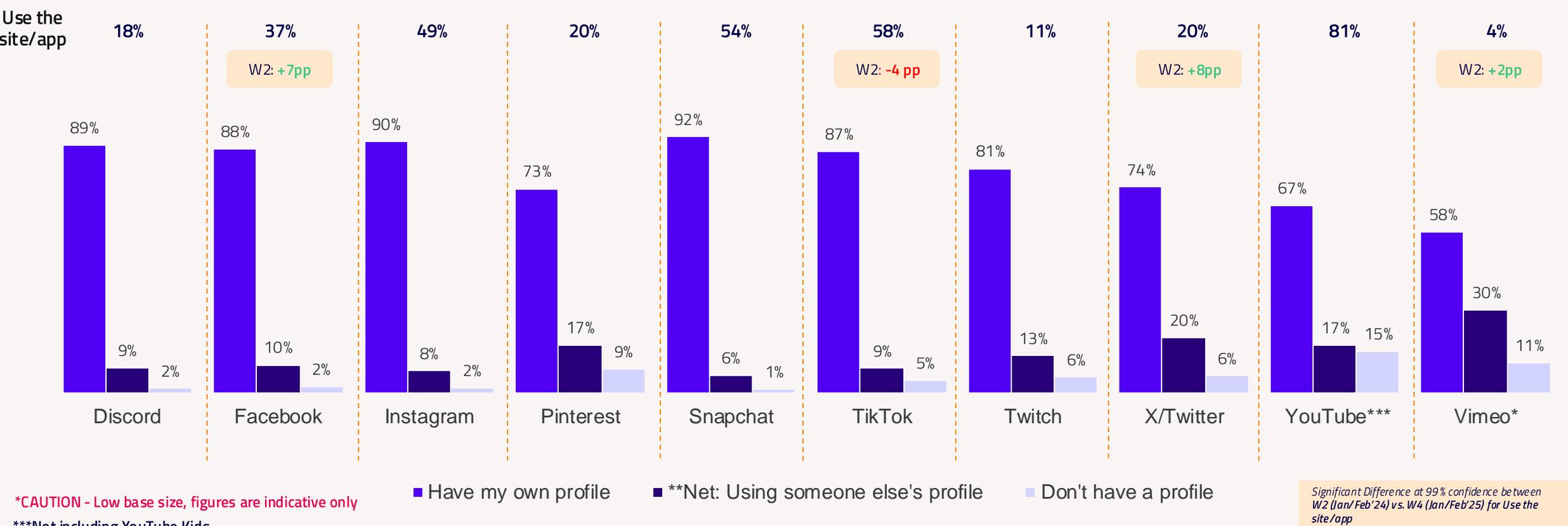
↑ ↓ Significantly higher/lower than W4 8-17s at 95% confidence

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 W4 Total (319); 8-12 (116); 13-15 (110); 16-17 (93\*); Facebook W4 Total (673); 8-12 (271); 13-15 (229); 16-17 (173); Instagram W4 Total (887); 8-12 (302); 13-15 (313); 16-17 (271); Pinterest W4 Total (354); 8-12 (140); 13-15 (126); 16-17 (88\*); Snapchat W4 Total (973); 8-12 (369); 13-15 (337); 16-17 (267); TikTok W4 Total (1039); 8-12 (412); 13-15 (348); 16-17 (279); Twitch W4 Total (195); 8-12 (75\*); 13-15 (61\*); 16-17 (59\*); Vimeo W4 Total (66\*); X/Twitter W4 Total (357); 8-12 (136); 13-15 (124); 16-17 (97\*); YouTube(not including YouTube Kids) W4 Total (1452); 8-12 (744); 13-15 (402); 16-17 (306); \*CAUTION - Low base size, figures are indicative only.

Compared to Jan/Feb 2024 (W2), usage of Facebook, X/Twitter, and Vimeo has increased among 8-17-year-olds, while TikTok usage has declined. Most 8-17s who use online services have their own profile, with only a minority using someone else's.

Proportion of 8-17-year-olds who use each online service and types of profiles they have on these online services (Wave 4):



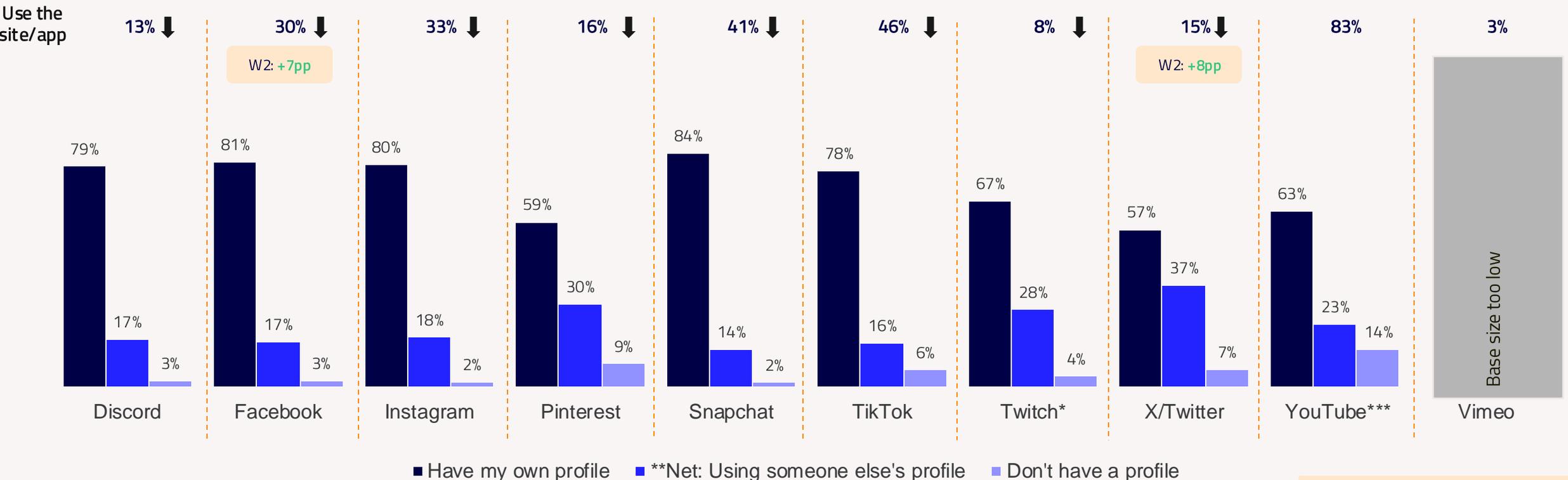
Source: Children's User Age Wave 4

Q1. Which of the following apps and sites do you use? Base: W2 8-17 (1808); W4 8-17 (1793)

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 W2 Total (301), W4 Total (319); Facebook W2 Total (550), W4 Total (673); Instagram W2 Total (892), W4 Total (887); Pinterest W2 Total (334), W4 Total (354); Snapchat W4 Total (973); TikTok W2 Total (1133), W4 Total (1039); Twitch W2 Total (202), W4 Total (195); Vimeo W2 Total (\*\*\*\*) W4 Total (66\*); X/Twitter W2 Total (219), W4 Total (357); YouTube (not including YouTube Kids) W2 Total (1461), W4 Total (1452); \*CAUTION - Low base size, figures are indicative only. \*\*Net: Using someone else's profile includes parents/carers or someone else's profile. \*\*\*\*Base size <50 - too low to report. 'Don't know' is not included hence does not add to 100% for some online services.

Compared to Jan/Feb 2024 (W2), a greater proportion of 8-12-year-olds now use Facebook and X/Twitter. Most 8-12s who use online services report having their own profiles.

Proportion of 8-12-year-olds who use each online service and types of profiles they have on these online services (Wave 4):



\*CAUTION - Low base size, figures are indicative only  
 \*\*\*Not including YouTube Kids

Significant Difference at 99% confidence between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25) for Use the site/app

Source: Children's User Age Wave 4

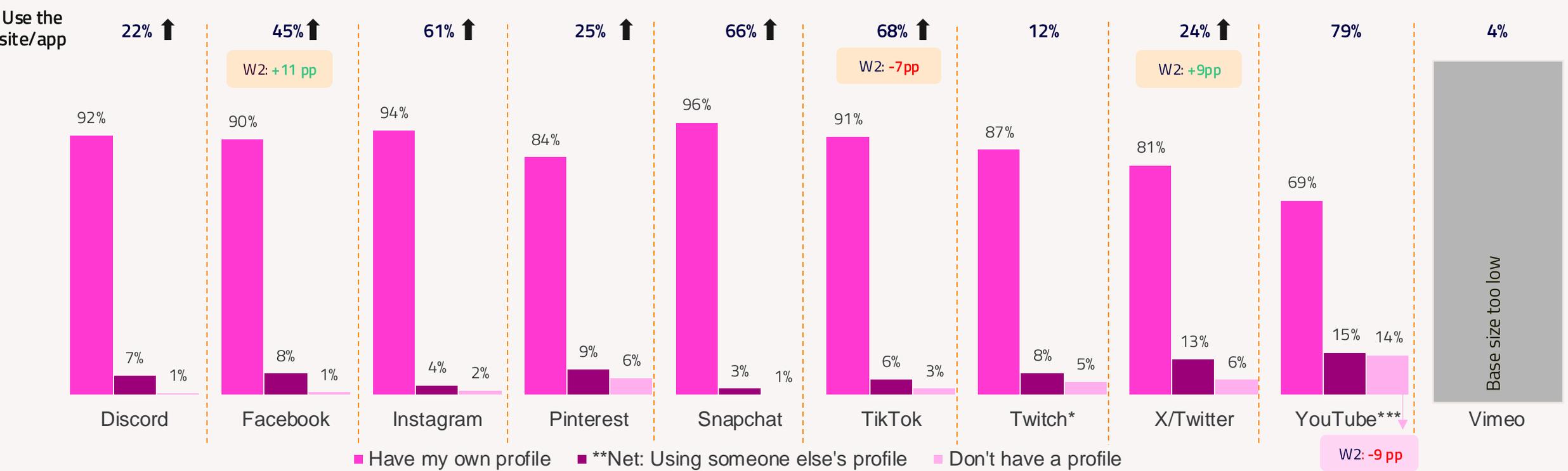
↑ ↓ Significantly higher/lower than W4 8-12s at 95% confidence

Q1. Which of the following apps and sites do you use? Base: All respondents W2 8-17 (1808); W4 8-17 (1793); W2 8-12 (908); W4 8-12 (898)

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 W2 8-12 (119), W4 8-12 (116); Facebook W2 8-12 (212); W4 8-12 (271); Instagram W2 8-12 (288), W4 8-12 (302); Pinterest W2 8-12 (129), W4 8-12 (140); Snapchat W2 8-12 (405), W4 8-12 (369); TikTok W2 8-12 (452), W4 8-12 (412); Twitch W2 8-12 (71\*), W4 8-12 (75\*); X/Twitter W2 8-12 (65\*), W4 8-12 (136); YouTube (not including YouTube Kids) W2 8-12 (746), W4 8-12 (744); \*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 online services.

Among 13 -15-year-olds, usage of Facebook and X/Twitter has increased compared to Jan/Feb 2024 (W2), while TikTok usage has declined. Most children in this age group who use online services report having their own profiles.

Proportion of 13–15-year-olds who use each online service and types of profiles they have on these online services (Wave 4):



\*CAUTION - Low base size, figures are indicative only

\*\*\*Not including YouTube Kids

Significant Difference at 99% confidence between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25) for Use the site/app

Source: Children's User Age Wave 4

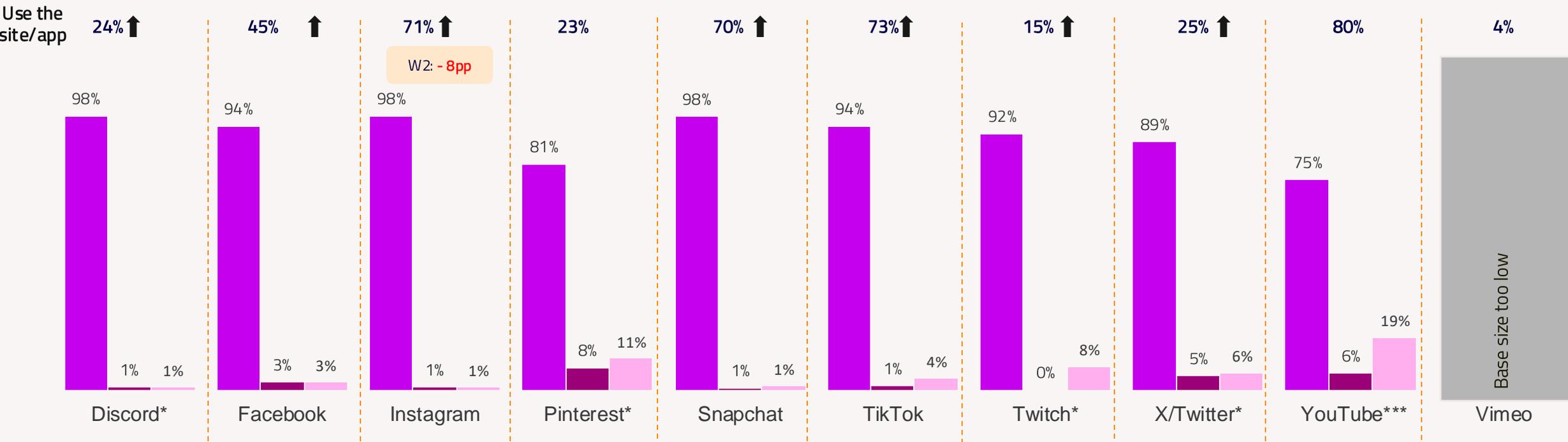
↑ ↓ Significantly higher/lower than W4 8-17s at 95% confidence

Q1. Which of the following apps and sites do you use? Base: All respondents W2 8-17 (1808); W4 8-17 (1793); W2 13-15 (505); W4 13-15 (512);

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 W2 13-15 (107), W4 13-15 (110); Facebook W2 13-15 (173), W4 13-15 (229); Instagram W2 13-15 (290), W4 13-15 (313); Pinterest W2 13-15 (110), W4 13-15 (126); Snapchat W2 13-15 (363), W4 13-15 (337); TikTok W2 13-15 (380), W4 13-15 (348); Twitch W2 13-15 (70\*), W4 13-15 (61\*); X/Twitter W2 13-15 (76\*), W4 13-15 (124); YouTube (not including YouTube Kids W2 13-15 (397), W4 13-15 (402)); \*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 online services.

Consistent with Jan/Feb 2024 (W2) data, 16-17-year-olds are more likely than the average across age groups to use online services, with most having their own profile across nearly all services.

Proportion of 16-17-year-olds who use each online service and types of profiles they have on these online services (Wave 4):



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

\*CAUTION - Low base size, figures are indicative only

\*\*\*Not including YouTube Kids

Significant Difference at 99% confidence between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25) for Use the site/app

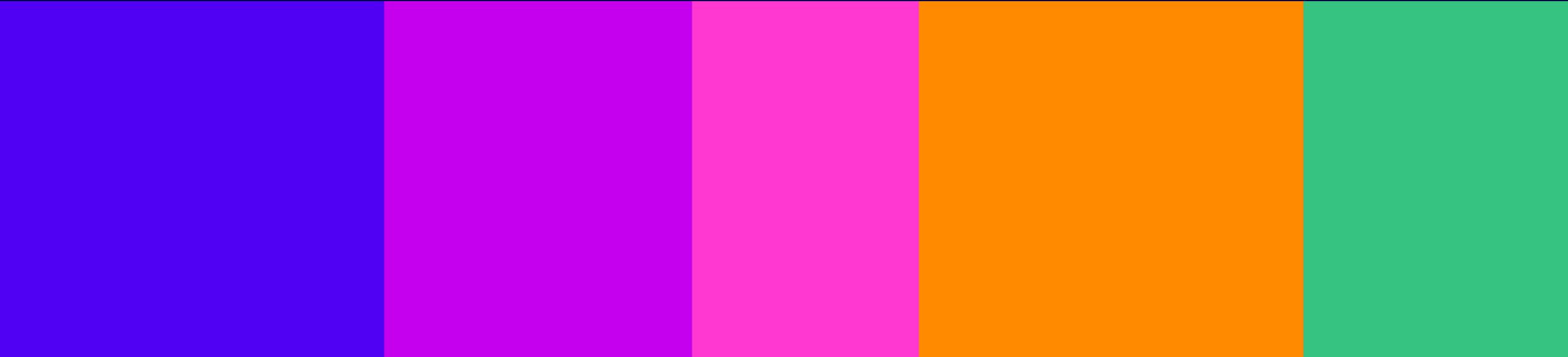
↑ ↓ Significantly higher/lower than W4 8-17s at 95% confidence

Source: Children's User Age Wave 4

Q1. Which of the following apps and sites do you use? Base: All respondents W2 8-17 (1808); W4 8-17 (1793); W2 16-17 (395); W4 16-17 (383)

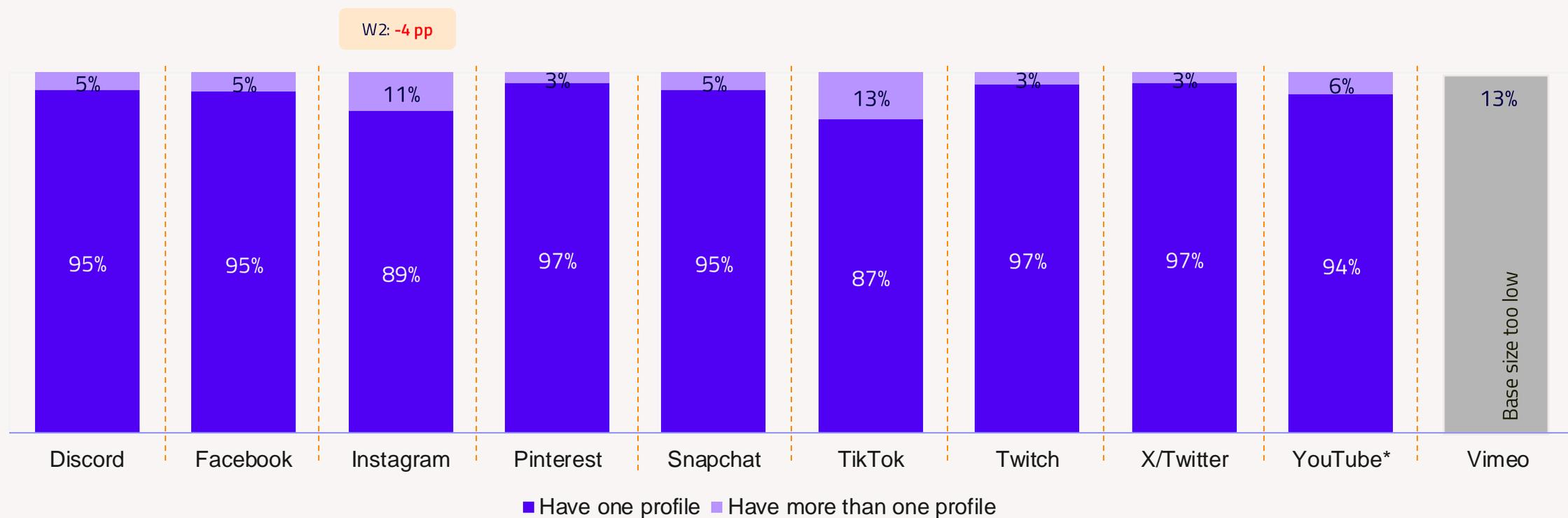
Q2. Do you have your own profile on these or do you use a profile that belongs to someone else? Base: All respondents uses at least one site/app : Discord W2 16-17 (75\*), W4 16-17 (93\*); Facebook W2 16-17 (165), W4 16-17 (173); Instagram W2 16-17 (314), W4 16-17 (272); Pinterest W2 16-17 (95\*), W4 16-17 (88\*); Snapchat W2 16-17 (297), W4 16-17 (267); TikTok W2 16-17 (301), W4 16-17 (279); Twitch W2 16-17 (61\*), W4 16-17 (59\*); X/Twitter W2 16-17 (78\*), W4 16-17 (97\*); YouTube (not including YouTube Kids) W2 16-17 (318), W4 16-17 (306); \*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 online services.

Having multiple profile on app/sites



Consistent with Jan/Feb 2024 (W2) findings, just over one in ten TikTok users aged 8-17 have multiple profiles. However, the share of children aged 8-17 with more than one Instagram profile dropped by 4 percentage points.

% 8-17-year-olds with one or more profiles on these online services (Wave 4):



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

\*Not including YouTube Kids

*Significant Difference at 99% confidence between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25) for have more than one profile*

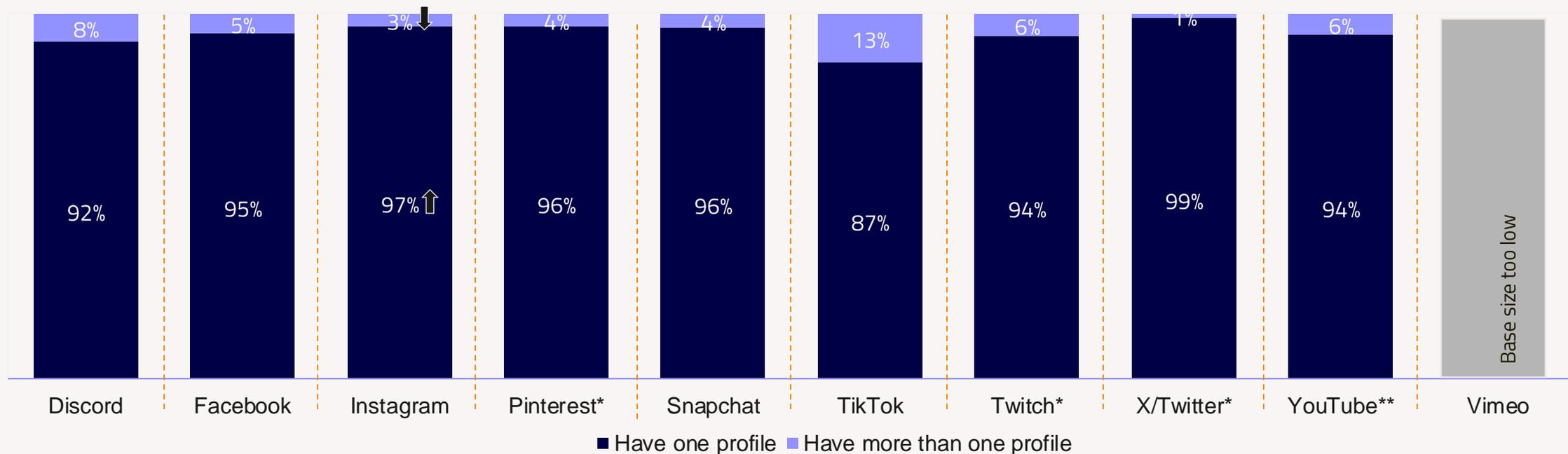
Source: Children's User Age Wave 4

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

Base: All respondents who have their own profile: Discord W2 (274), W4 (284); Facebook W2 (487), W4 (589); Instagram W2 (822), W4 (800); Pinterest W2 (239), W4 (260); Snapchat W2 (1003), W4 (895); TikTok W2 (992), W4 (901); Twitch W2 (168), W4 (157); X/Twitter W2 (173), W4 (264); YouTube (not including YouTube Kids) W2 (960), W4 (978)

Among 8-12-year-olds with a profile on an online service, TikTok is the service where they are most likely to have multiple profiles. Compared to the average (8-17s), they are less likely to have more than one profile on Instagram.

% 8-12-year-olds with one or more profiles on these online services (Wave 4):



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

**\*CAUTION - Low base size, figures are indicative only**

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

*No significant shift between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25) for have more than one profile*

Source: Children's User Age Wave 4

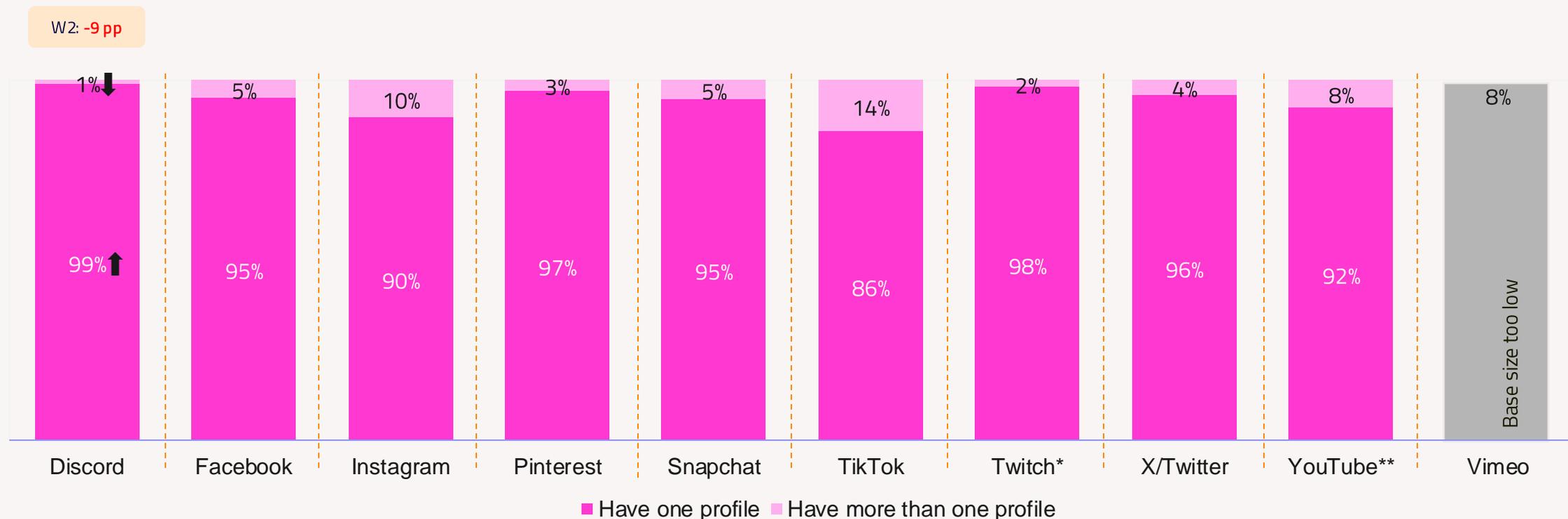
Q2a. Do you personally have more than one profile on any of these sites/apps? Here we are talking about your own profile, not your parents, friends, or somebody else's.

↑ ↓ Significantly higher/lower than W4 8-17s at 95% confidence

Base: All respondents who have their own profile: Discord W2 8-12 (103), W4 Total (284), 8-12 (92\*); Facebook W2 8-12 (171), W4 Total (589), 8-12 (219); Instagram W2 8-12 (247), W4 Total (800), 8-12 (241); Pinterest W2 8-12 (74\*), W4 Total (260), 8-12 (83\*); Snapchat W2 8-12 (361), W4 Total (895), 8-12 (309); ; TikTok W2 8-12 (367), W4 Total (901), 8-12 (320); Twitch W2 8-12 (51\*), W4 Total (157), 8-12 (50\*); X/Twitter W2 8-12 (\*\*\*) , W4 Total (264), 8-12 (77\*); YouTube (not including YouTube Kids) W2 8-12 (468), W4 Total (978), 8-12 (471). \*CAUTION - Low base size, figures are indicative only. -\*\*\*Base size <50 - too low to report.

Most children aged 13-15 with a profile on an online service typically have just one. Compared with Jan/Feb 2024 (W2), the proportion with multiple profiles on Discord has dropped significantly by 9 percentage points.

%13-15-year-olds with one or more profiles on these online services (Wave 4):



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

**\*CAUTION - Low base size, figures are indicative only**

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

Significant Difference at 99% confidence between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25) for *have more than one profile*

Source: Children's User Age Wave 4

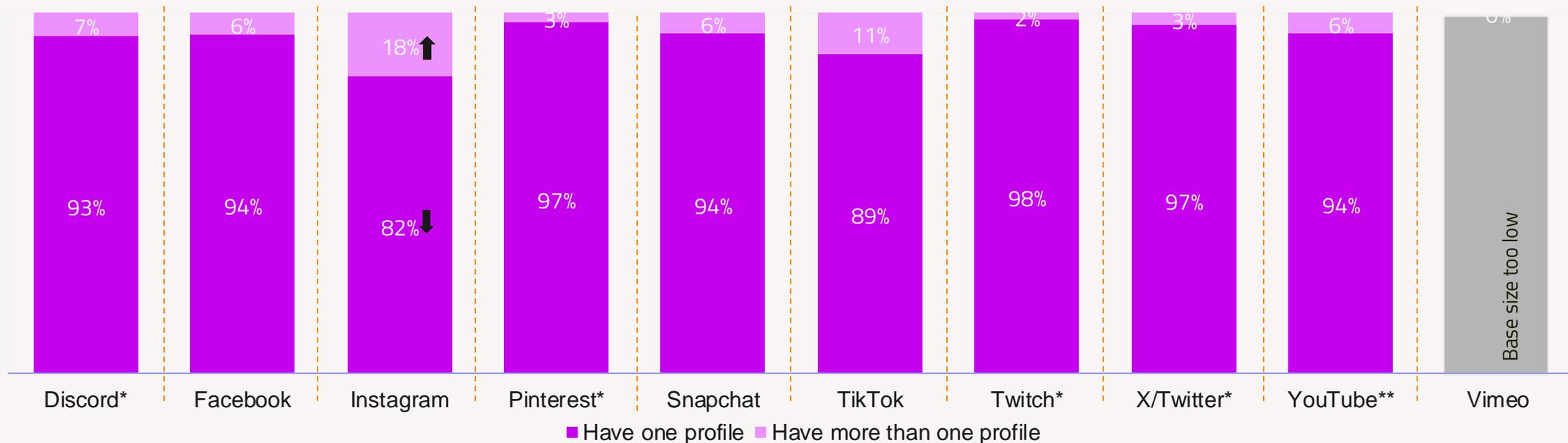
↑ ↓ Significantly higher/lower than W4 8-17s at 95% confidence

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

Base: All respondents who have their own profile: Discord W2 13-15 (102), W4 Total (284), 13-15 (101); Facebook W2 13-15 (158), W4 Total (589), 13-15 (207); Instagram W2 13-15 (266), W4 Total (800), 13-15 (293); Pinterest W2 13-15 (87\*), W4 Total (260), 13-15 (106); Snapchat W2 13-15 (346), W4 Total (895), 13-15 (318); TikTok W2 13-15 (345), W4 Total (901), 13-15 (318); Twitch W2 13-15 (64\*), W4 Total (157), 13-15 (53\*); X/Twitter W2 13-15 (64\*), W4 Total (264), 13-15 (101); YouTube (not including YouTube Kids) W2 13-15 (256), W4 Total (978), 13-15 (277) \*CAUTION - Low base size, figures are indicative only.

16-17-year-olds are the most likely to have multiple profiles across all online services. They are also more likely to have multiple profiles on Instagram compared to the average across age groups.

% 16-17-year-olds with one or more profiles on these online services (Wave 4):



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

**\*CAUTION - Low base size, figures are indicative only**

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

*No significant shift between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25) for have more than one profile*

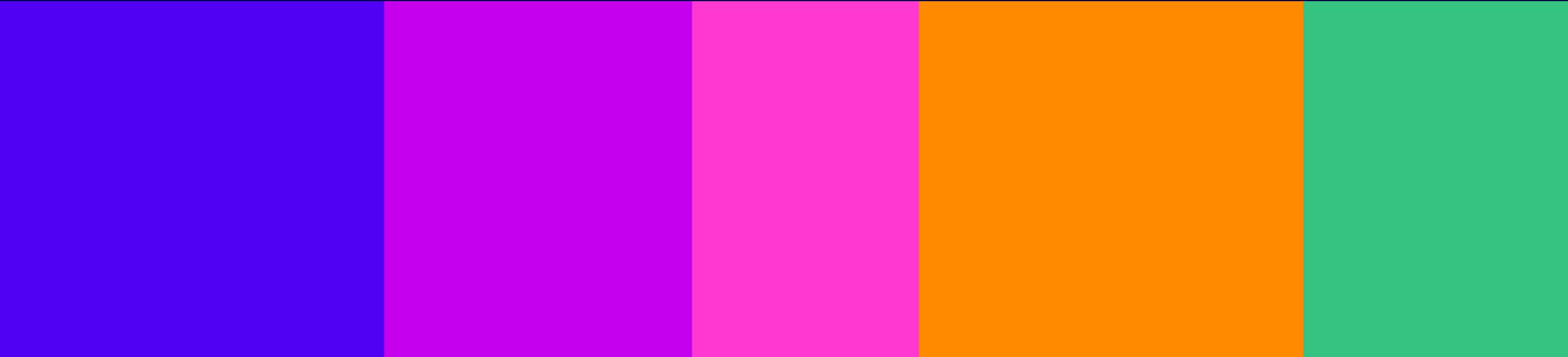
Source: Children's User Age Wave 4

↑ ↓ Significantly higher/lower than W4 8-17s at 95% confidence

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

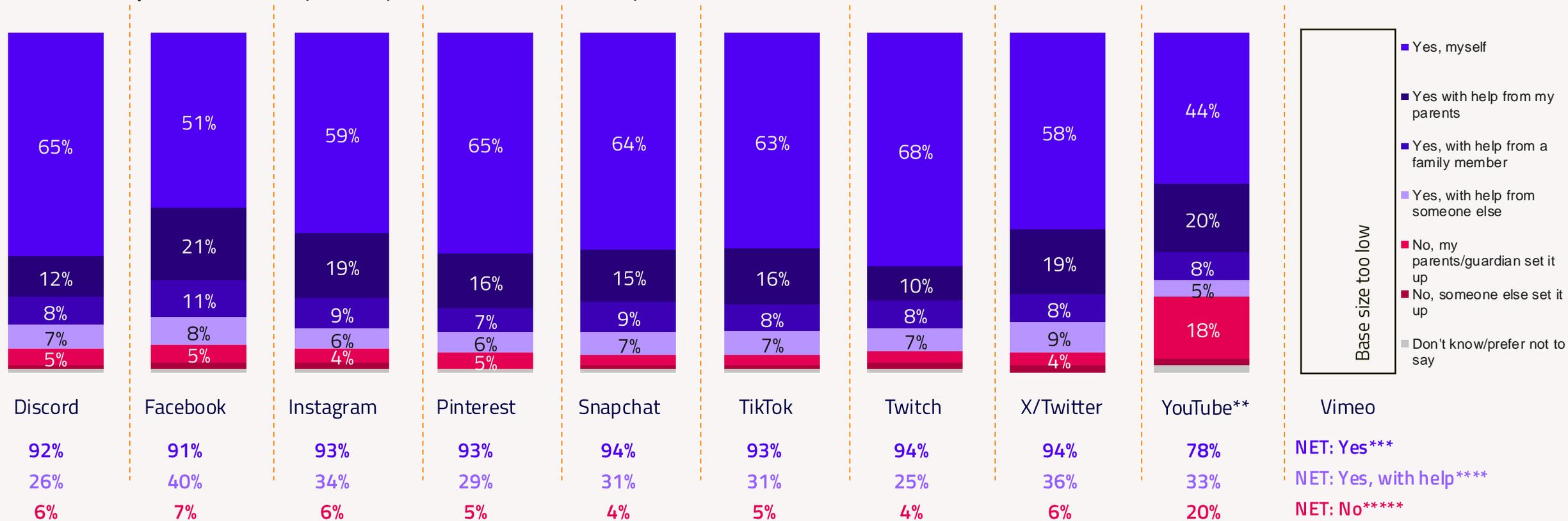
Base: All respondents who have their own profile: Discord W2 16-17 (69\*), W4 Total (274), 16-17 (91\*); Facebook W2 16-17 (158), W4 Total (487), 16-17 (163); Instagram W2 16-17 (309), W4 Total (800), 16-17 (266); Pinterest W2 16-17 (78\*), W4 Total (284), 16-17 (91\*); Snapchat W2 16-17 (296), W4 Total (895), 16-17 (261); TikTok W2 16-17 (280), W4 Total (901), 16-17 (263); Twitch W2 16-17 (53\*), W4 Total (157), 16-17 (54\*); X/Twitter W2 16-17 (69\*), W4 Total (264), 8-12 (86\*); YouTube (not including YouTube Kids) W2 16-17 (236), W4 Total (978), 16-17 (230). \*CAUTION - Low base size, figures are indicative only.

# Profile set up



The majority of children aged 8-17 with an online service (e.g., social media) profile say they set it up themselves, while around one-third say they received help.

How % 8-17-year-olds set up their profile - breakdown by online service (Wave 4):



\*\*Not including YouTube Kids

NB: The question was first included in the survey in Wave 4

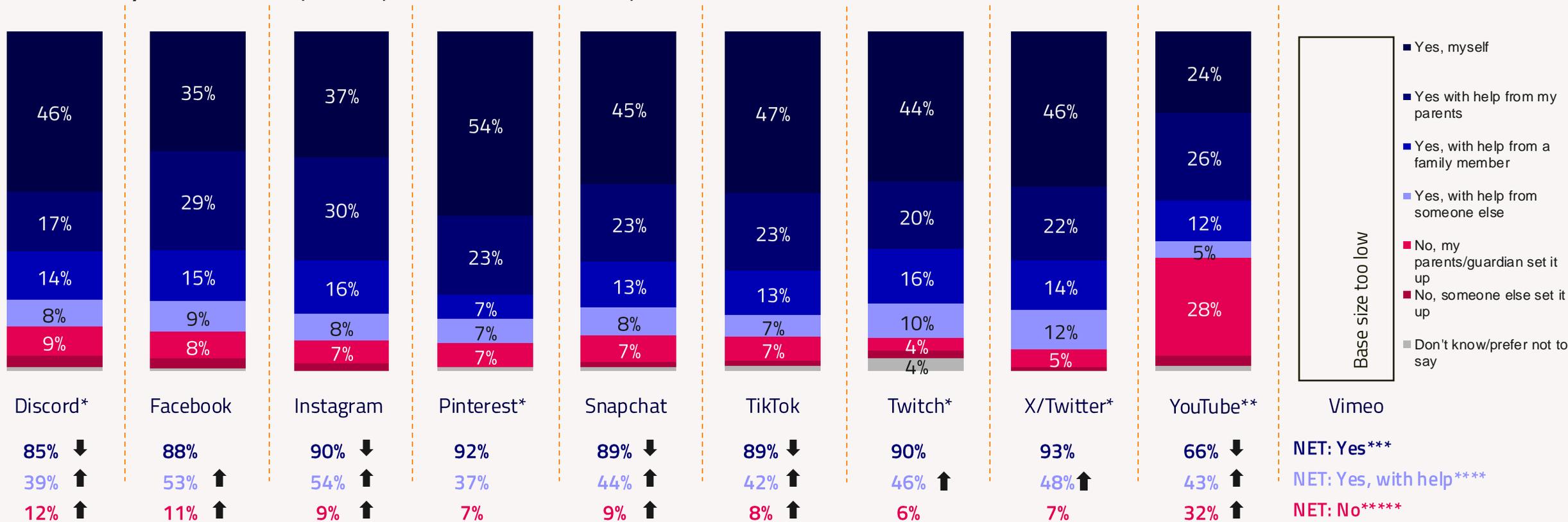
Source: Children's User Age Wave 4

Q2b\_Did you set up your profile yourself? If you have more than one profile, answer for the one you use the most

Base: All respondents who have their own profile: Discord W4 (284); Facebook W4 (589); Instagram W4 (800); Pinterest W4 (260)Snapchat W4 (895); TikTok W4 (901); Twitch W4 (157); X/Twitter W4 (264); YouTube (not including YouTube Kids) W4 (978). 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. \*\*\*Net: Yes: Yes, I set it up myself, Yes, but with some help from my parents, Yes, but with some help from another family member, Yes, but I had some help from someone else I know. \*\*\*\* Net: Yes, with help: Yes, but with some help from my parents, , Yes, but I had some help from someone else I know; \*\*\*\*\*Net No: No, my parents/guardian set it up for me, No, someone else set it up for me.

Compared to the average (8-17s), 8-12-year-olds with an online service profile are more likely to report that someone else set it up for them, across all services except Pinterest.

How % 8-12-year-olds set up their profile - breakdown by online service (Wave 4):



\*CAUTION - Low base size, figures are indicative only

\*\*Not including YouTube Kids

NB: The question was first included in the survey in Wave 4

Source: Children's User Age Wave 4

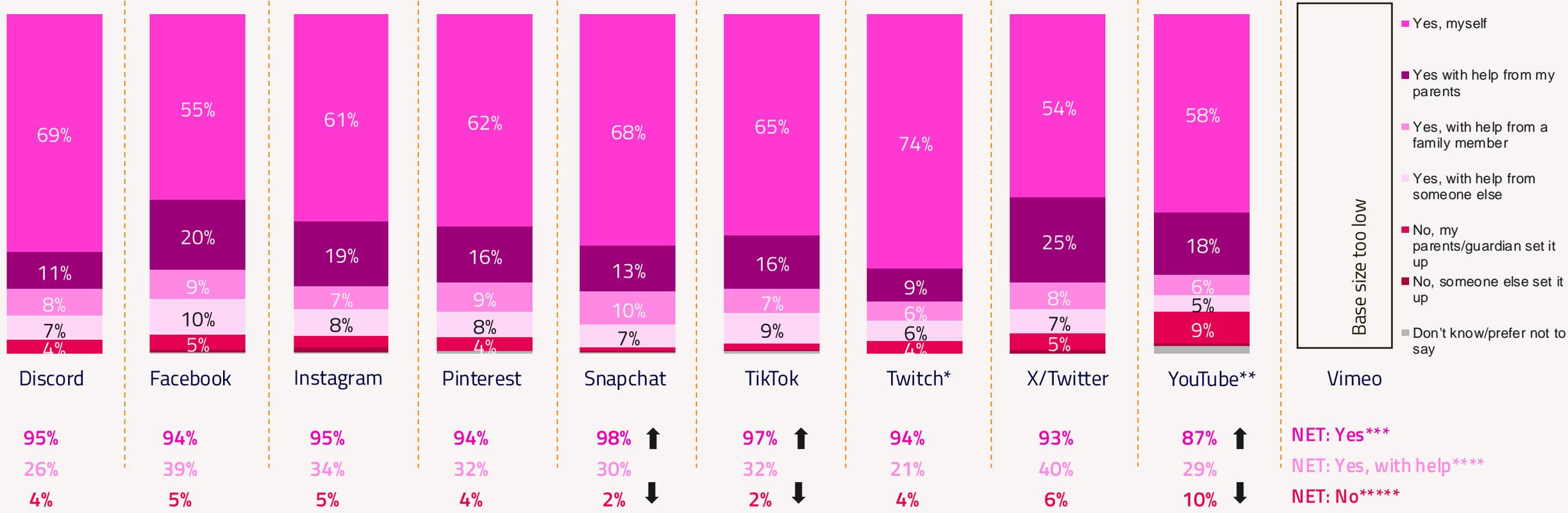
Q2b\_ Did you set up your profile yourself? If you have more than one profile, answer for the one you use the most

↑↓ Significantly higher/lower than 8-17s at 95% confidence for Net No/Yes/with help

Base: All respondents who have their own profile: Discord W4 Total (284), 8-12 (92); Facebook W4 Total (589), 8-12 (219); Instagram W4 Total (800), 8-12 (241); Pinterest W4 Total (260), 8-12 (83); Snapchat W4 Total (895), 8-12 (309); TikTok W4 Total (901), 8-12 (50\*); Twitch W4 Total (157), 8-12 (50\*); X/Twitter W4 Total (264), 8-12 (77\*); YouTube (not including YouTube Kids) W4 Total (978), 8-12 (471); \*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. \*\*\*Net: Yes: Yes, I set it up myself, Yes, but with some help from my parents, Yes, but with some help from another family member, Yes, but I had some help from someone else I know.\*\*\*\* Net: Yes, with help, Yes, but with some help from my parents, Yes, but I had some help from someone else I know;\*\*\*\*\*Net No: No, my parents/guardian set it up for me, No, someone else

# Around 9 in 10 children aged 13-15 with an online service profile say they set it up themselves or with help from others (e.g., parents, family, or someone else) across most online services.

How % 13-15-year-olds set up their profile - breakdown by online service (Wave 4):



\*CAUTION - Low base size, figures are indicative only

\*\*Not including YouTube Kids

NB: The question was first included in the survey in Wave 4

Source: Children's User Age Wave 4

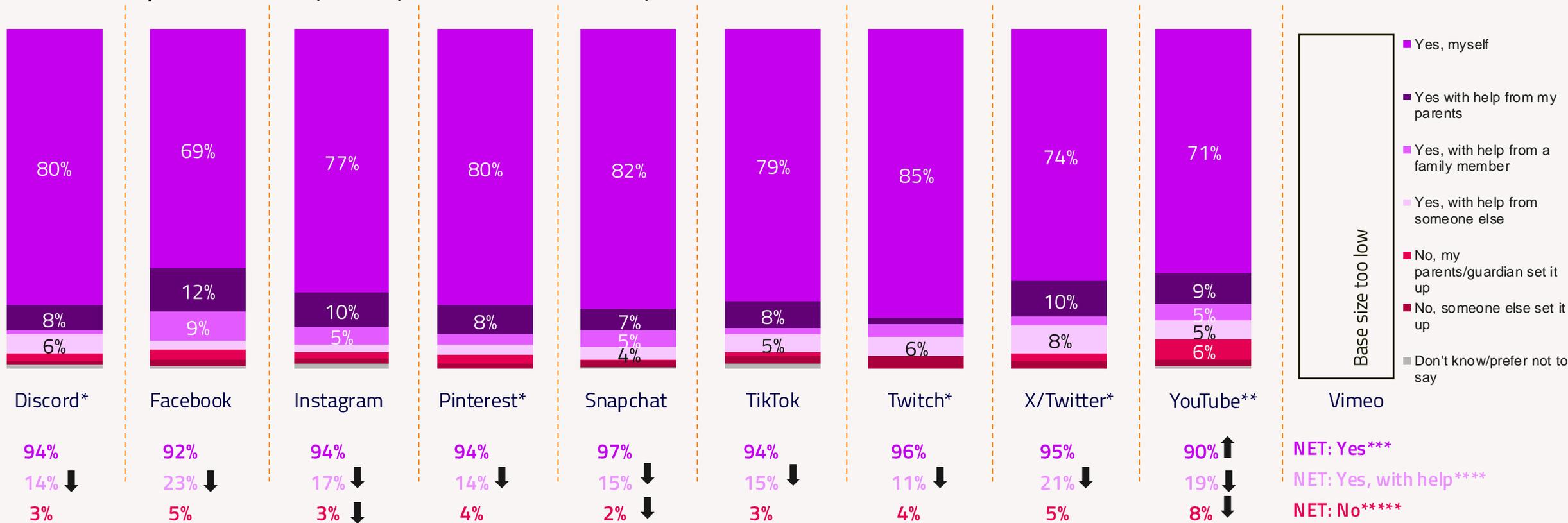
Q2b\_Did you set up your profile yourself? If you have more than one profile, answer for the one you use the most

↑↓ Significantly higher/lower than 8-17s at 95% confidence for Net No/Yes/with help

Base: All respondents who have their own profile: Discord W4 Total (284), 13-15 (101); Facebook W4 Total (589), 13-15 (207); Instagram W4 Total (800), 13-15 (293); Pinterest W4 Total (260), 13-15 (106); Snapchat W4 Total (895), 13-15 (318); TikTok W4 Total (901), 13-15 (318); Twitch W4 Total (157), 13-15 (53); X/Twitter W4 Total (264), 13-15 (101); YouTube (not including YouTube Kids) W4 Total (978), 13-15 (277); \*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. \*\*\*Net: Yes: Yes, I set it up myself, Yes, but with some help from my parents, Yes, but with some help from another family member, Yes, but I had some help from someone else I know. \*\*\*\* Net: Yeswith help; Yes, but with some help from my parents, Yes, but I had some help from someone else I know; \*\*\*\*\*Net No: No, my parents/guardian set it up for me, No, someone else set it up for me.

Children aged 16-17 with an online service profile are less likely than the average (8-17s) to have had help from a parent, family member, or someone else when setting it up. Most say they set up their profiles by themselves across all online services.

How % 16-17-year-olds set up their profile - breakdown by online service (Wave 4):



\*CAUTION - Low base size, figures are indicative only

\*\*Not including YouTube Kids

NB: The question was first included in the survey in Wave 4

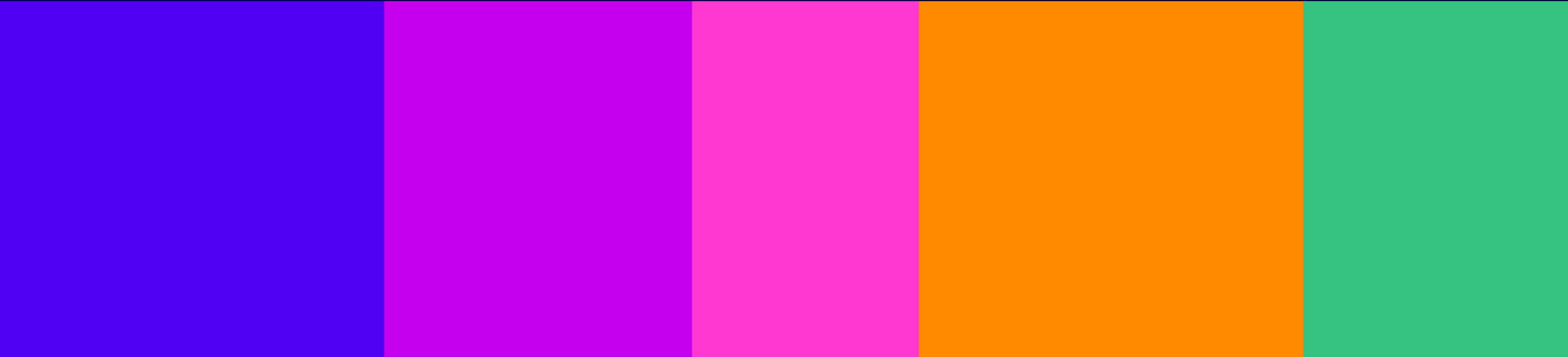
Source: Children's User Age Wave 4

Q2b\_Did you set up your profile yourself? If you have more than one profile, answer for the one you use the most

↑↓ Significantly higher/lower than 8-17s at 95% confidence for Net No/Yes/with help

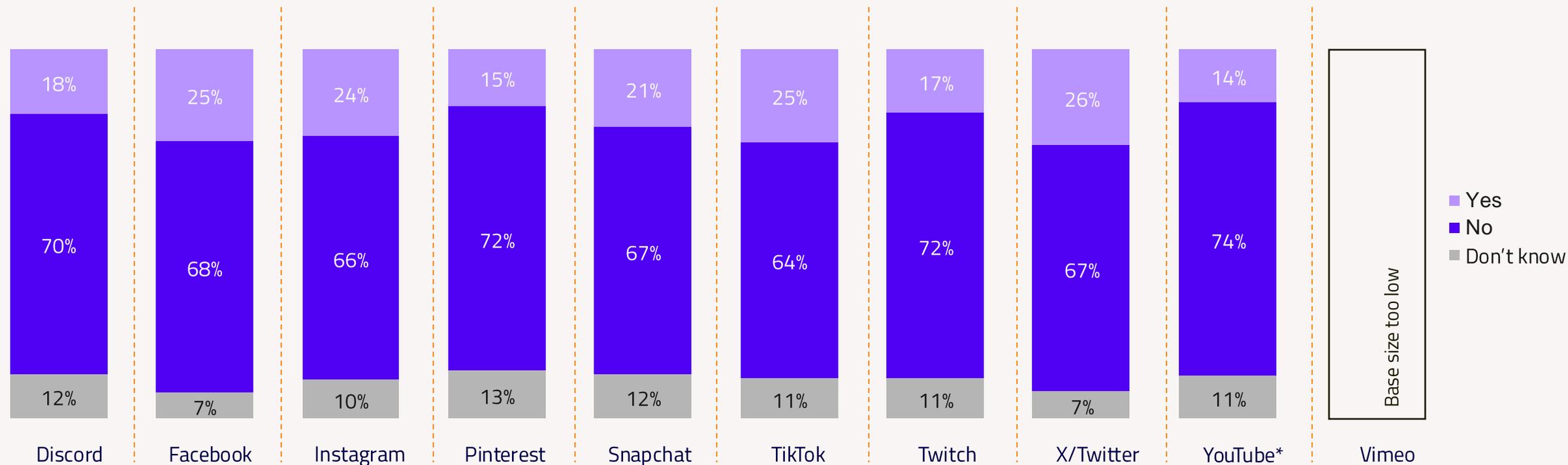
Base: All respondents who have their own profile :Discord W4 Total (274), 16-17 (91\*); Facebook W4 Total (487), 16-17 (163); Instagram W4 Total (800), 16-17 (266); Pinterest W4 Total (284), 16-17 (91); Snapchat W4 Total (895), 16-17 (261); TikTok W4 Total (901), 16-17 (263); Twitch W4 Total (157), 16-17 (54\*); X/Twitter W4 Total (264), 8-12 (86\*); YouTube (not including YouTube Kids) W4 Total (978), 16-17 (230). \*CAUTION - Low base size, figures are indicative only. Some bars do not add up to 100% due to rounding and any %'s less than 4% on the chart have been hidden on this slide. \*\*\*Net: Yes: Yes, I set it up myself, Yes, but with some help from my parents, Yes, but with some help from another family member, Yes, but I had some help from someone else I know. \*\*\*\*Net: Yeswith help; Yes, but with some help from my parents, , Yes, but I had some help from someone else I know; \*\*\*\*\*Net No: No, my parents/guardian set it up for me, No, someone else set it up for me.

# Changing the date of birth after setting up a profile



Most 8-17s with a profile on an online service (e.g., social media) say they have kept their date of birth the same since setting it up, consistent with findings from Jan/Feb 2024 (W2).

% 8-17-year-olds who changed date of birth since set up - breakdown by online service (Wave 4):



*No significant shift between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25) for Yes*

\*Not including YouTube Kids

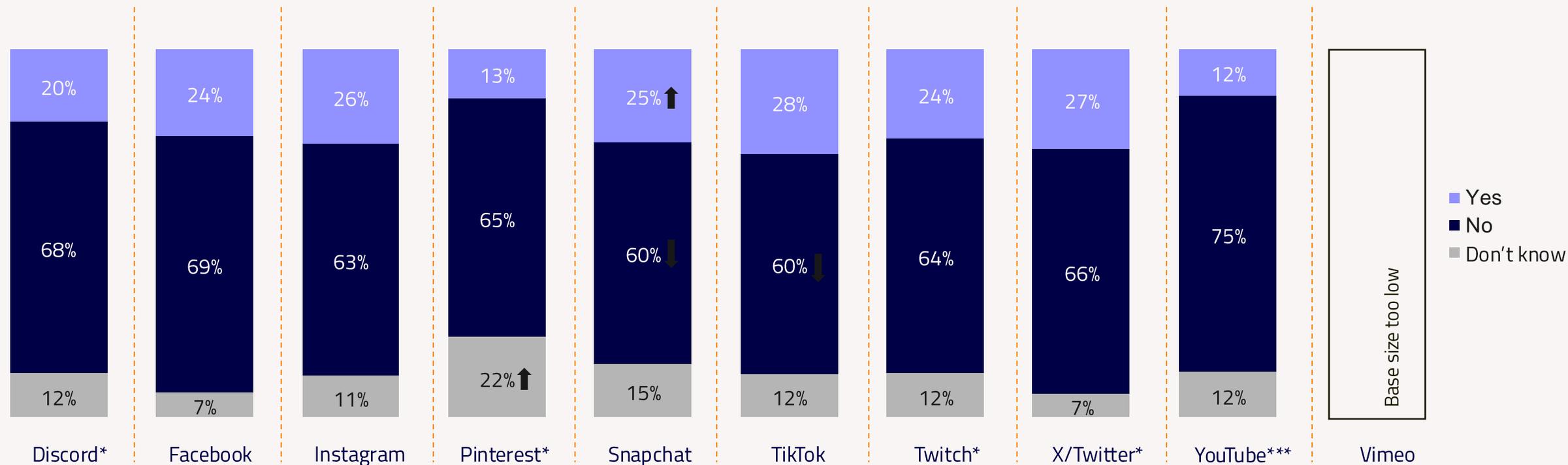
Source: Children's User Age Wave 4

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 W2 (274), W4 (284); Facebook W2 (487), W4 (589); Instagram W2 (822), W4 (800); Pinterest W2 (239), W4 (260); Snapchat W2 (1003), W4 (895); TikTok W2 (992), W4 (901); Twitch W2 (168), W4 (157); X/Twitter W2 (173), W4 (264); YouTube (not including YouTube Kids) W2 (960), W4 (978); Some bars do not add up to 100% due to rounding

On Snapchat, 8-12-year-olds are more likely to have changed their date of birth compared to the average. However, across online services, the majority have kept their date of birth the same since creating their profile.

% 8-12-year-olds who changed date of birth since set up - breakdown by online service (Wave 4):



\*CAUTION - Low base size, figures are indicative only

\*\*\*Not including YouTube Kids

Source: Children's User Age Wave 4

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

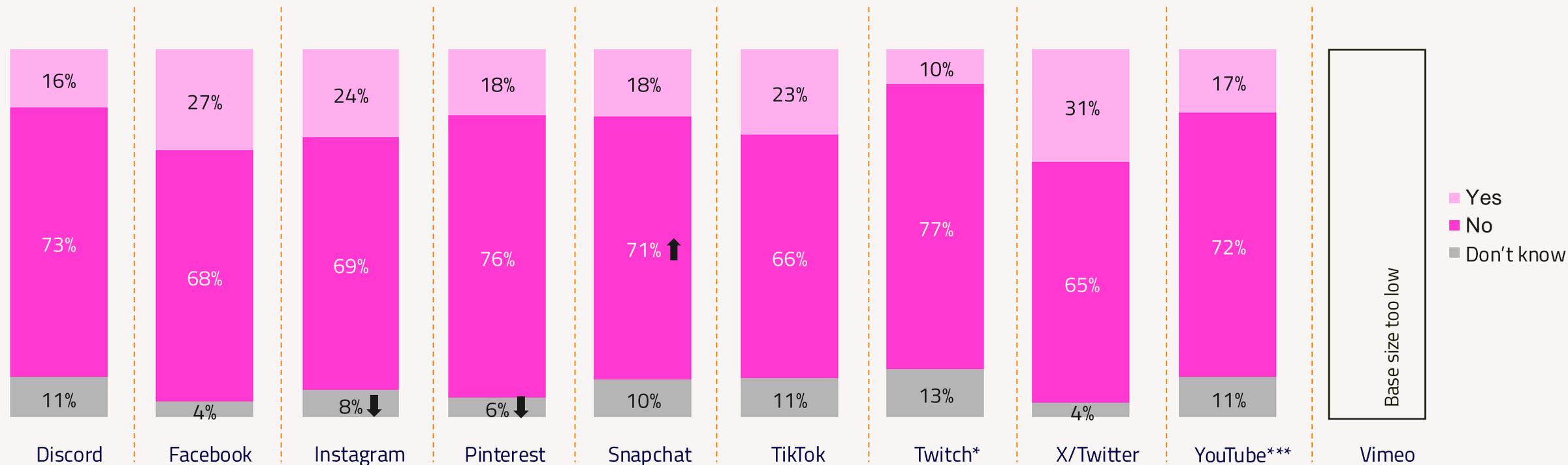
Base: All respondents who have their own profile: Discord W2 8-12 (103), W4 Total (284) 8-12 (92\*); Facebook W2 8-12 (171), W4 Total (589); 8-12 (219); Instagram W2 8-12 (247), W4 Total (800); 8-12 (241); Pinterest W2 8-12 (74\*), W4 Total (260); 8-12 (83\*); Snapchat W2 8-12 (361), W4 Total (895); 8-12 (309); TikTok W2 8-12 (367), W4 Total (901); 8-12 (320); Twitch W2 8-12 (51\*), W4 Total (157); 8-12 (50\*); X/Twitter W2 8-12 (\*\*), W4 Total (264); 8-12 (77\*); YouTube (not including YouTube Kids) W2 8-12 (468), W4 Total (978); 8-12 (471); \*CAUTION - Low base size, figures are indicative only. -\*\*Base size <50 - too low to report. Some bars do not add up to 100% due to rounding.

No significant shift between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25) for Yes

↑ ↓ Significantly higher/lower than W4 8-17s at 95% confidence

The majority of 13-15s with a profile on an online service haven't changed their date of birth since setup, which is consistent with Jan/Feb 2024's (W2) data.

% 13-15-year-olds who changed date of birth since set up - breakdown by online service (Wave 4):



\*CAUTION - Low base size, figures are indicative only

\*\*\*Not including YouTube Kids

No significant shift between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25) for Yes

Source: Children's User Age Wave 4

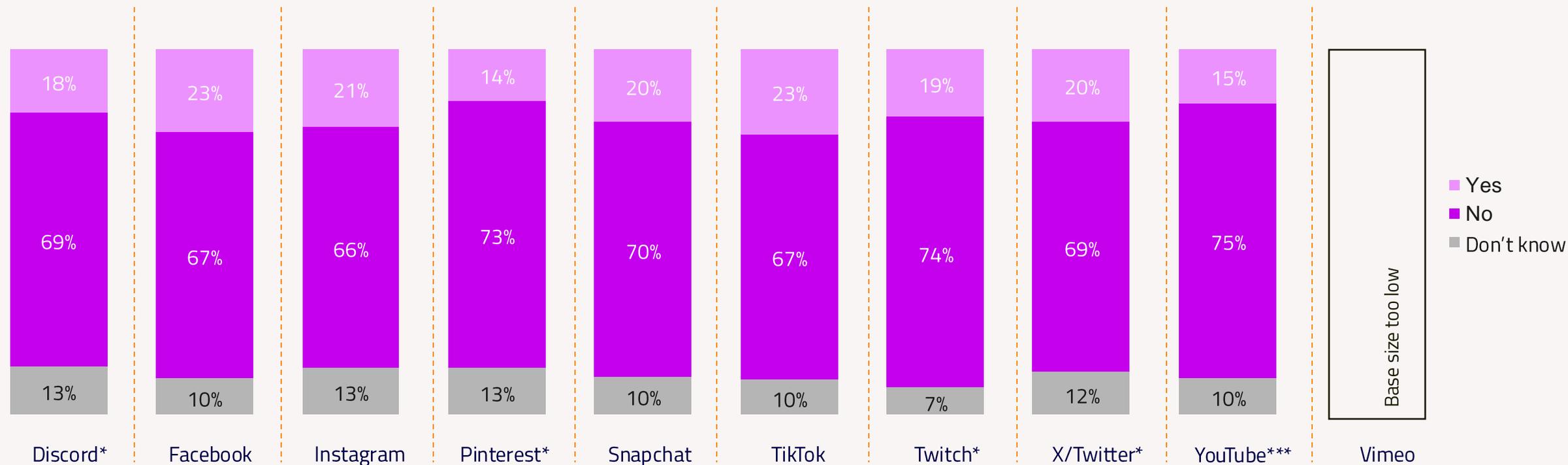
↑ ↓ Significantly higher/lower than W4 8-17s at 95% confidence

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 W2 13-15 (102); W4 Total (284); 13-15 (101); Facebook W2 13-15 (158); W4 Total (589); 13-15 (207); Instagram W2 13-15 (266); W4 Total (800); 13-15 (293); Pinterest W2 13-15 (87\*); W4 Total (260); 13-15 (106); Snapchat W2 13-15 (346); W4 Total (895); 13-15 (325); TikTok W2 13-15 (345); W4 Total (901); W4 13-15 (318) Twitch, W2 13-15 (64\*); W4 Total (157); 13-15 (53\*); X/Twitter W2 13-15 (64\*); W4 Total (264); 13-15 (101); YouTube (not including YouTube Kids) W2 13-15 (256); W4 Total (978); 13-15 (277); \*CAUTION - Low base size, figures are indicative only. Some bars do not add up to 100% due to rounding. -\*\*Base size <50 - too low to report

Around seven in ten 16-17s with a profile on an online service have kept their date of birth the same since setting it up on most apps/sites, consistent with Jan/Feb 2024 (W2) findings.

% 16-17-year-olds who changed date of birth since set up - breakdown by online service (Wave 4):



\*CAUTION - Low base size, figures are indicative only

\*\*\*Not including YouTube Kids

Source: Children's User Age Wave 4

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

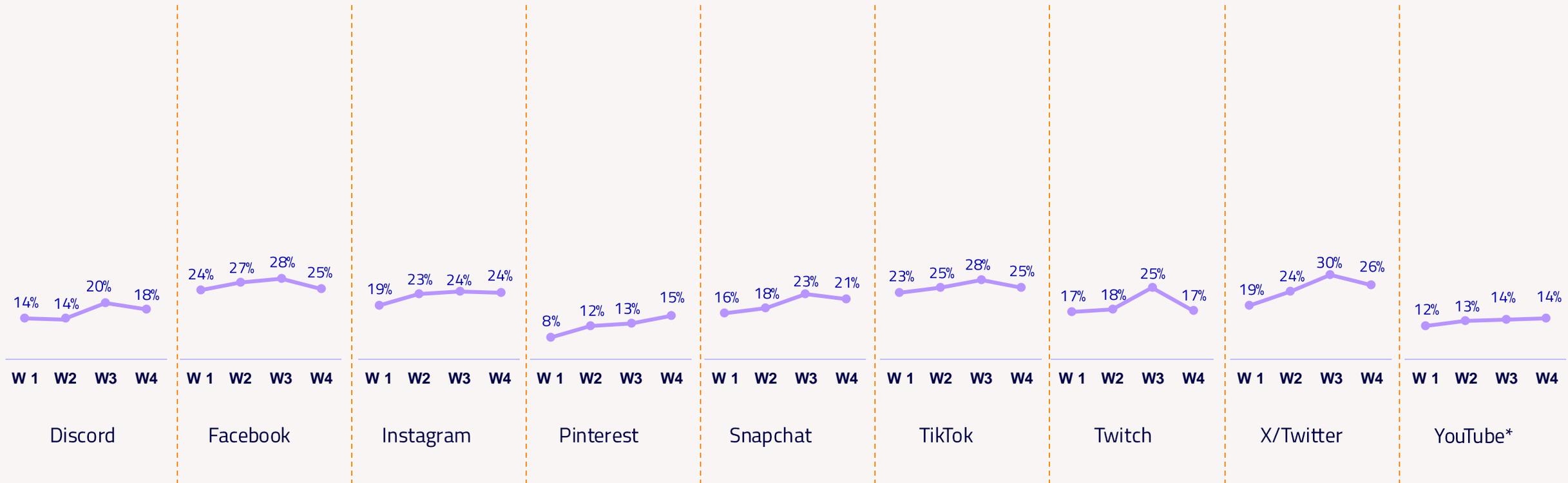
Base: All respondents who have their own profile: Discord W2 16-17 (69\*); W4 Total (284); 16-17 (91\*); Facebook W2 16-17 (158); W4 Total (589); 16-17 (163); Instagram W2 16-17 (309); W4 Total (800); 16-17 (266); Pinterest W2 16-17 (78\*); W4 Total (260); 16-17 (71\*); Snapchat W2 16-17 (296); W4 Total (895); 16-17 (261); TikTok W2 16-17 (280); W4 Total (901); 16-17 (263); Twitch W2 16-17 (53\*); W4 Total (157); 13-15 (54\*); X/Twitter W2 16-17 (69\*); W4 Total (264); 16-17 (86\*); YouTube (not including YouTube Kids) W2 16-17 (236); W4 Total (978); 16-17 (230); \*CAUTION - Low base size, figures are indicative only. Some bars do not add up to 100% due to rounding. -\*\*Base size <50 - too low to report

No significant shift between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25) for Yes

↑ ↓ Significantly higher/lower than W4 8-17s at 95% confidence

The proportion of 8-17s who changed their date of birth on online services has remained stable since Jan/Feb 2024 (W2), but shifts were seen in the past six months (Aug 2024 - W3) on online services like Facebook, Instagram, Snapchat, TikTok, X/Twitter, and YouTube.

**% Yes - 8-17-year-olds** who changed date of birth since set up - breakdown by online service (Wave 1 - Wave 4):



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

\*Not including YouTube Kids

*No significant shift between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25) for Yes*

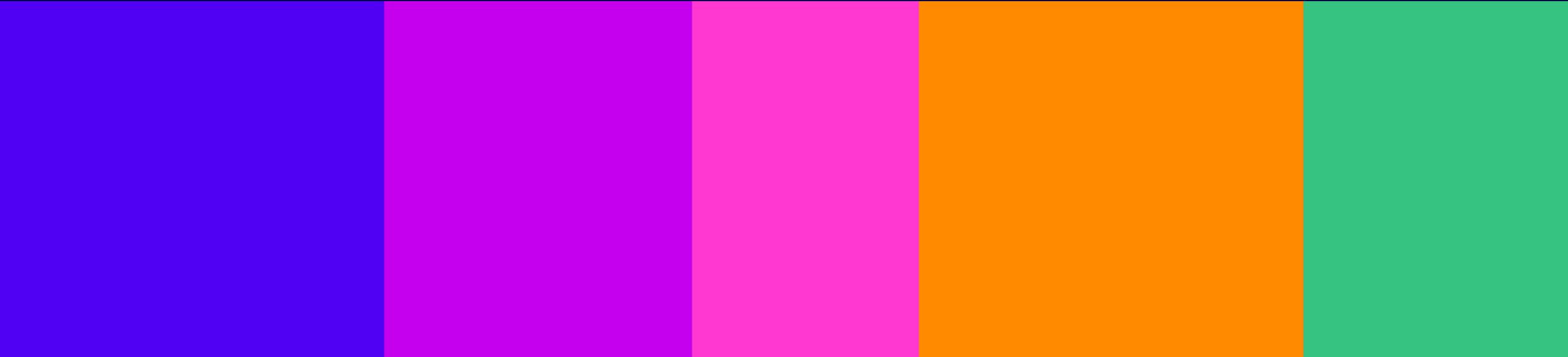
Source: Children's User Age Wave 4

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

**Note: Wave 1:** Aug 2023; **Wave 2:** Jan/Feb 2024; **Wave 3:** Aug 2024; **Wave 4:** Jan/Feb 2025

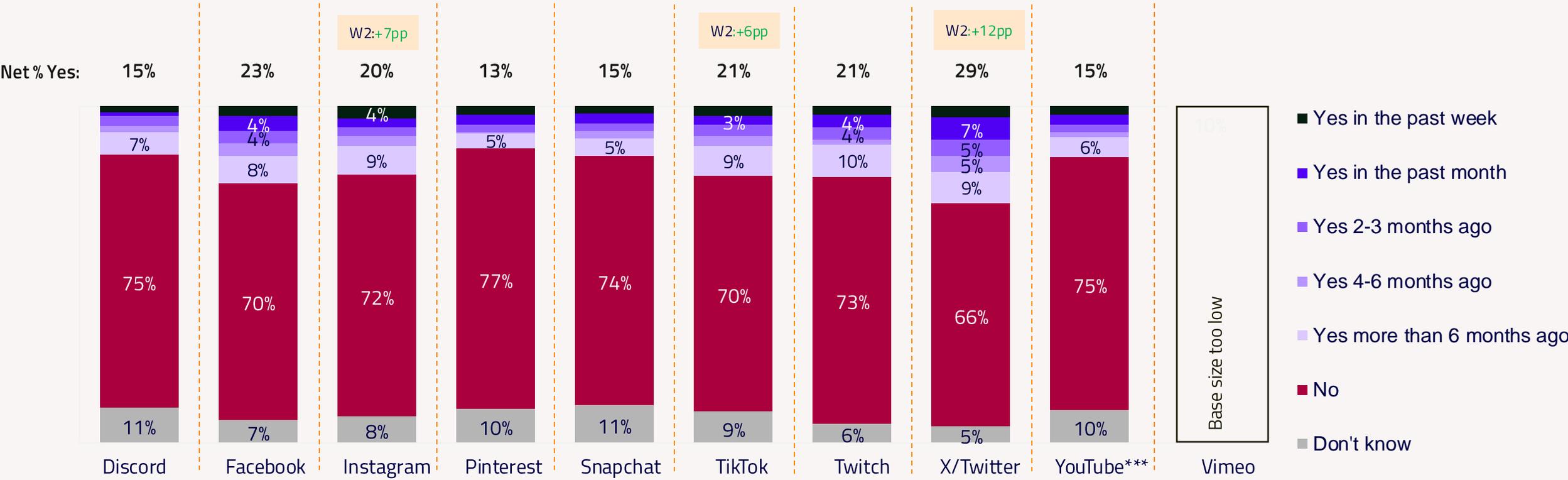
Base: All respondents who have their own profile: Discord W1 (341), W2 (274), W3 (300), W4 (284); Facebook W1 (390), W2 (487), W3 (500), W4 (589); Instagram W1(746), W2 (822), W3 (753), W4 (800); Pinterest W1(244), W2 (239), W3 (280), W4 (260); Snapchat W1 (966), W2 (1003), W3 (919), W4 (895); TikTok W1 (939), W2 (992), W3 (870), W4 (901); Twitch W1 (176), W2 (168), W3 (170), W4 (157); X/Twitter W1(172), W2 (173), W3 (228), W4(264); YouTube (not including YouTube Kids) W1 (1033), W2 (960), W3 (940), W4 (978)

**Asked to prove date of birth**



The proportion of 8-17s with a profile on an online service (e.g., social media) who have been asked to verify their date of birth has increased on Instagram, TikTok, and X/Twitter compared to Jan/Feb 2024 (W2).

% 8-17-year-olds who were asked to prove date of birth – by online service (Wave 4):



\*CAUTION - Low base size, figures are indicative only

\*\*\*Not including YouTube Kids

Significant Difference at 99% confidence between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25) for Net % Yes

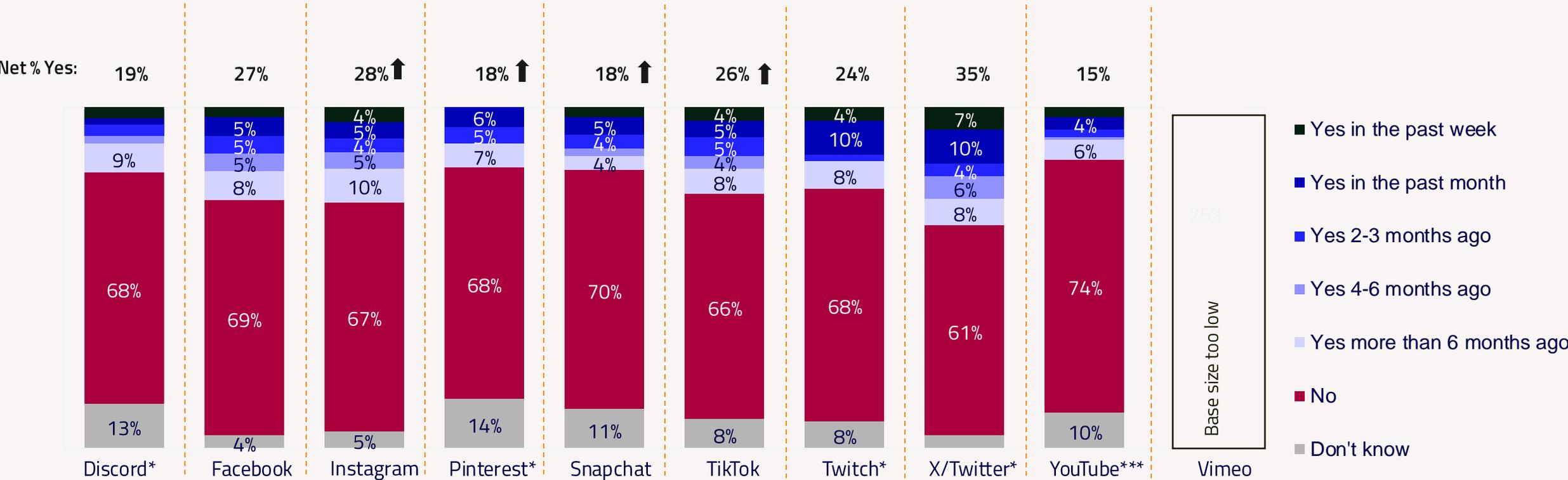
Source: Children's User Age Wave 4

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

Base: All respondents who have their own profile: Discord W2 (274), W4 (284); Facebook W2 (487), W4 (589); Instagram W2 (822), W4 (800); Pinterest W2 (239), W4 (260); Snapchat W2 (1003), W4 (895); TikTok W2 (992), W4 (901); Twitch W2 (168), W4 (157); X/Twitter W2 (173), W4 (264); YouTube(not including YouTube Kids) W2 (960), W4 (978); Some bars do not add up to 100% due to rounding and any %'s less than 4% on the chart have been hidden on this slide.

Across most online services, 8-12-year-olds remain more likely than the average (8-17s) to say they've been asked to prove their date of birth on Instagram, Pinterest, Snapchat and TikTok, consistent with Jan/Feb 2024 (W2) findings.

% 8-12-year-olds who were asked to prove date of birth – by online service (Wave 4):



\*CAUTION - Low base size, figures are indicative only

\*\*\*Not including YouTube Kids

Source: Children's User Age Wave 4

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

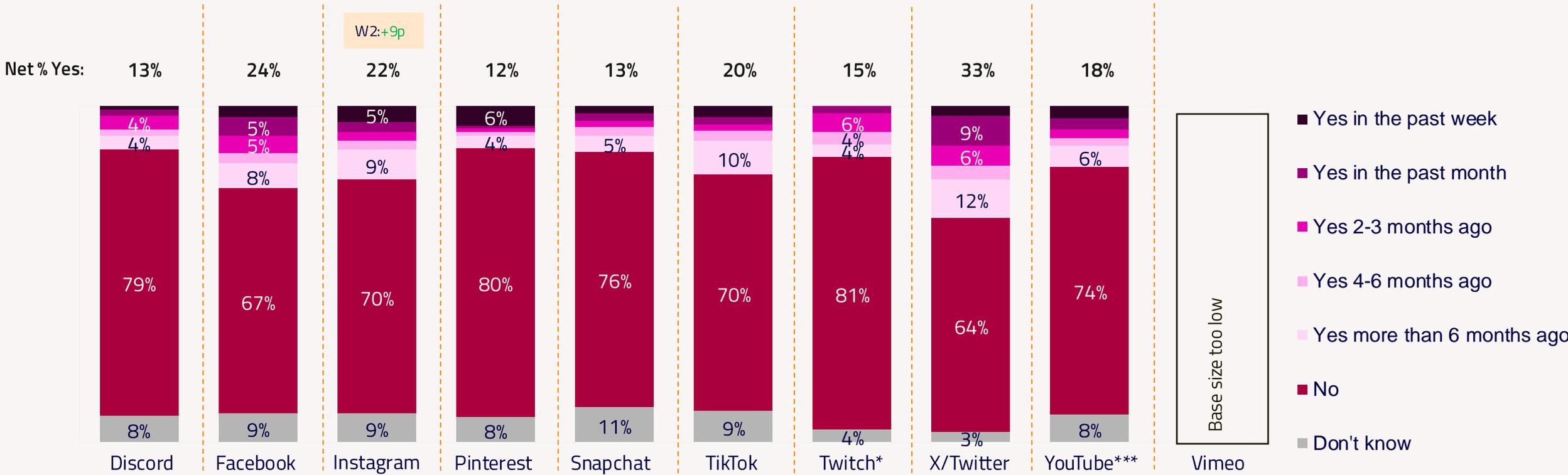
Base: All respondents who have their own profile: Discord W2 8-12 (103), W4 Total (284) 8-12 (92\*); Facebook W2 8-12 (171), W4 Total (589); 8-12 (219); Instagram W2 8-12 (247), W4 Total (800); 8-12 (241); Pinterest W2 8-12 (74\*), W4 Total (260); 8-12 (83\*); Snapchat W2 8-12 (361), W4 Total (895); 8-12 (309); TikTok W2 8-12 (367), W4 Total (901); 8-12 (320); Twitch W2 8-12 (51\*), W4 Total (157); 8-12 (50\*); X/Twitter W2 8-12 (\*\*), W4 Total (264); 8-12 (77\*); YouTube (not including YouTube Kids) W2 8-12 (468), W4 Total (978); 8-12 (471); \*CAUTION - Low base size, figures are indicative only. Some bars do not add up to 100% due to rounding.

Significant Difference at 99% confidence between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25) for Net % Yes

↑ ↓ Significantly higher/lower than W4 8-17s at 95% confidence

Among 13-15s with an online service profile, more children now say they've been asked to verify their age on Instagram compared to Jan/Feb 2024 (W2). However, trends for other online services have remained unchanged since then.

% 13-15-year-olds who were asked to prove date of birth – by online service (Wave 4):



\*CAUTION - Low base size, figures are indicative only

\*\*\*Not including YouTube Kids

Significant Difference at 99% confidence between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25) for Net % Yes

Source: Children's User Age Wave 4

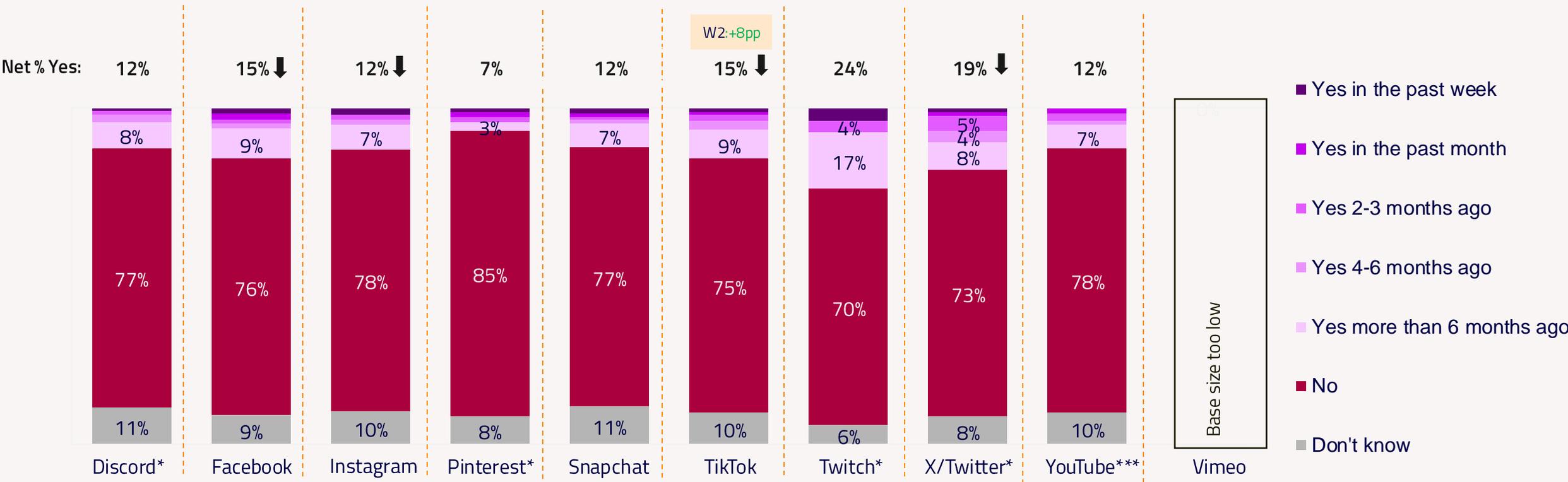
↑ ↓ Significantly higher/lower than W4 8-17s at 95% confidence

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

Base: All respondents who have their own profile: Discord W2 13-15 (102), W4 Total (284); 13-15 (101); Facebook W2 (158), W4 Total (589); 13-15 (207); Instagram W2 13-15 (266), W4 Total (800); 13-15 (293); Pinterest W2 Total 13-15 (87\*), W4 Total (260); 13-15 (106); Snapchat W2 13-15 (346), W4 Total (895); 13-15 (325); TikTok W2 13-15 (345), W4 Total (901); 13-15 (318) Twitch, 13-15 (64\*), W4 Total (157); 13-15 (53\*); X/Twitter W2 13-15 (64\*), W4 Total (264); 13-15 (101\*); YouTube (not including YouTube Kids) W2 13-15 (256), W4 Total (978); 13-15 (277);. \*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.-

Since Jan/Feb 2024 (W2), more 16-17-year-olds with an online service profile say they have been asked to prove their date of birth on TikTok.

% 16-17-year-olds who were asked to prove date of birth – by online service (Wave 4):



\*CAUTION - Low base size, figures are indicative only

\*\*\*Not including YouTube Kids

Source: Children's User Age Wave 4

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

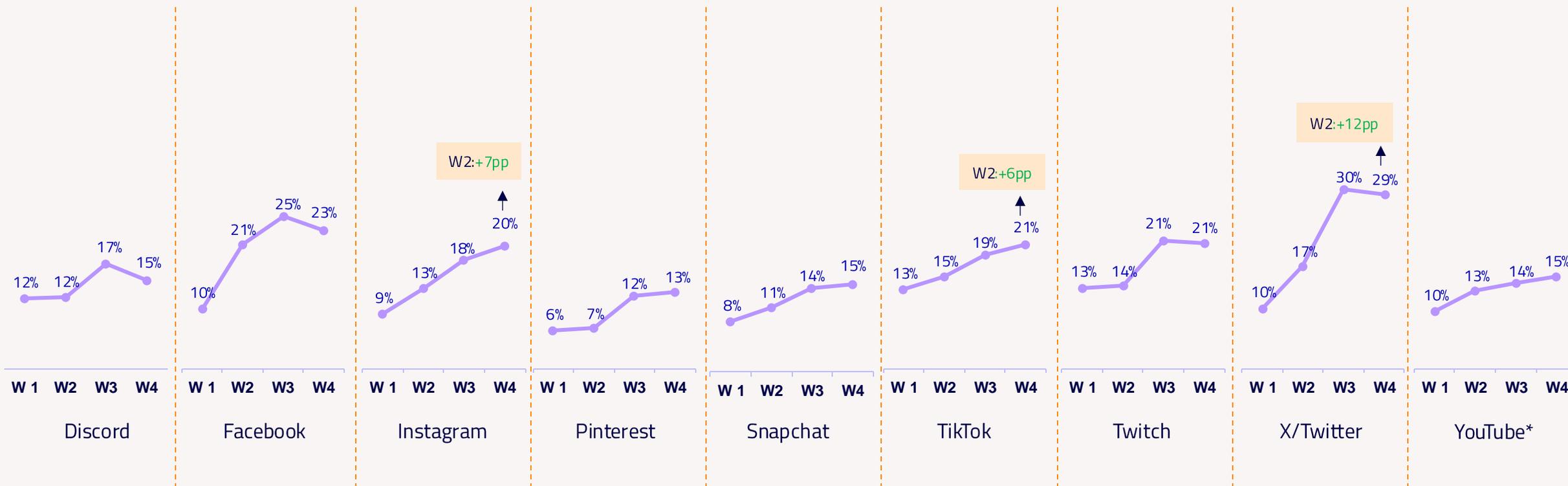
Base: All respondents who have their own profile: Discord W2 16-17 (69\*), W4 Total (284); 16-17 (91\*); Facebook W2 16-17 (158), W4 Total (589); 16-17 (163); Instagram W2 16-17 (309), W4 Total (800); 16-17 (266); Pinterest W2 16-17 (78\*), W4 Total (260); 16-17 (71\*); Snapchat W2 16-17 (296), W4 Total (895); 16-17 (261); TikTok W2 16-17 (280), W4 Total (901); 16-17 (263); Twitch W2 16-17 (53\*), W4 Total (157) 16-17 (54\*); X/Twitter W2 16-17 (69), W4 Total (264); 16-17 (86\*); YouTube (not including YouTube Kids) W2 16-17 (236), W4 Total (978); 16-17 (230); \*CAUTION - Low base size, figures are indicative only. Some bars do not add up to 100% due to rounding and any %'s less than 4% on the chart have been hidden on this slide.

Significant Difference at 99% confidence between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25) for Net % Yes

↑ ↓ Significantly higher/lower than W4 8-17s at 95% confidence

Compared to Jan/Feb 2024 (W2), there has been an increase in the proportion of 8-17s who have been asked to prove their date of birth on online services with a significant increase seen on Instagram, TikTok and X/Twitter.

**Net Yes % - 8-17-year-olds** were asked to prove date of birth - breakdown by online service (Wave 1 - Wave 4):



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

\*Not including YouTube Kids

Source: Children's User Age Wave 1, Wave 2, Wave 3, Wave 4

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

Base: All respondents who have their own profile: Discord W1 (341), W2 (274), W3 (300), W4 (284); Facebook W1 (390), W2 (487), W3 (500), W4 (589); Instagram W1 (746), W2 (822), W3 (753), W4 (800); Pinterest W1 (244), W2 (239), W3 (280), W4 (260); Snapchat W1 (966), W2 (1003), W3 (919), W4 (895); TikTok W1 (939), W2 (992), W3 (870), W4 (901); Twitch W1 (176), W2 (168), W3 (170), W4 (157); X/Twitter W1 (172), W2 (173), W3 (228), W4 (264); YouTube (not including YouTube Kids) W1 (1033), W2 (960), W3 (940), W4 (978).

Significant Difference at 99% confidence between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25) for Net % Yes

**Note: Wave 1:** Aug 2023; **Wave 2:** Jan/Feb 2024; **Wave 3:** Aug 2024; **Wave 4:** Jan/Feb 2025

Compared to Jan/Feb 2024 (W2) more children aged 8-17 with a profile have verified their date of birth on YouTube, while verification methods on other listed online services have remained unchanged.

How **8-17-year-olds** proved their age date of birth – breakdown by online service (Wave 2 vs. Wave 4):

	Facebook		Instagram		Snapchat		TikTok		X/Twitter		YouTube****	
	W2*	W4	W2	W4	W2	W4	W2	W4	W2	W4*	W2	W4
My parents/guardian proved my date of birth for me	31%	26%	29%	27%	28%	27%	22%	24%	Low base	18%	29%	27%
I sent a photo of myself with my passport/other form of identification	20%	25%	19%	22%	11%	17%	13%	21%		32%	14%	22%
I started a new profile on the same online service	12%	12%	9%	10%	10%	11%	21%	14%		16%	9%	10%
I sent a photo of myself and an adult holding a note with my date of birth	11%	17%	16%	16%	10%	14%	13%	17%		18%	7%	16%
I sent a photo of myself	17%	20%	14%	17%	15%	14%	10%	12%		25%	9%	16%
Someone else proved my date of birth for me	16%	14%	8%	12%	9%	11%	9%	10%		13%	8%	11%
I sent my bank account information	7%	9%	8%	7%	7%	10%	8%	10%		3%	6%	9%
I didn't prove my date of birth	8%	8%	13%	10%	18%	15%	17%	13%		8%	21%	16%
<b>Net: Someone else/parents proved the DOB***</b>	<b>45%</b>	<b>37%</b>	<b>35%</b>	<b>36%</b>	<b>35%</b>	<b>36%</b>	<b>29%</b>	<b>34%</b>		<b>28%</b>	<b>36%</b>	<b>34%</b>
<b>Net: Children proved the DOB****</b>	<b>40%</b>	<b>54%</b>	<b>41%</b>	<b>50%</b>	<b>30%</b>	<b>44%</b>	<b>32%</b>	<b>46%</b>		<b>62%</b>	<b>29%</b>	<b>45%</b> ↑

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

*\*CAUTION - Low base size, figures are indicative only*

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

↑ ↓ Significantly higher/lower than **W2 (Jan/Feb/24)** at 99% confidence

Source: Children's User AgeWave 2, Wave 4

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

**Note:** In Wave 4, a change was made to Q9b: response option 7 ("I didn't prove my date of birth") was no longer treated as exclusive, whereas it was exclusive in previous waves. This change may affect comparability for this specific question. Caution should be taken when interpreting Wave 4 Q9b data alongside earlier waves

Base: All respondents who have their own profile and are being asked to prove their DOB: Facebook W2 (99\*), W4 (136); Instagram W2 (110), W4 (165); Snapchat W2 (107), W4 (132); TikTok W2 (151), W4 (187); X/Twitter W2 (\*\*), W4 (77\*); YouTube (not including YouTube Kids) W2 (125), W4 (151); \*CAUTION - Low base size, figures are indicative only. Some bars do not add up to 100% due to rounding. -\*\*Base size <50 - too low to report 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

The way children aged 8-12 with a profile on an online service verify their date of birth has remained unchanged compared with Jan/Feb 2024 (W2), with around 3 to 4 in 10 doing so with help from someone else, including a parent.

How **8-12-year-olds** proved their age date of birth – breakdown by online service (Wave 2 vs. Wave 4):

	Facebook		Instagram		Snapchat		TikTok		YouTube****	
	W2	W4*	W2	W4*	W2	W4	W2	W4	W2	W4
My parents/guardian proved my date of birth for me		27%		26%	26%	35%	23%	29%	37%↑	37%
I sent a photo of myself with my passport/other form of identification		30%		24%	13%	16%	11%	18%	17%	19%
I started a new profile on the same online service		12%		6%	13%	12%	28%	15%	6%	5%
I sent a photo of myself and an adult holding a note with my date of birth		18%		18%	15%	21%	13%	19%	6%	18%
I sent a photo of myself		15%		15%	18%	14%	12%	12%	11%	14%
Someone else proved my date of birth for me		18%		15%	16%	9%	10%	15%	9%	10%
I sent my bank account information		17%↑		12%	8%	16%	9%	13%	8%	12%
I didn't prove my date of birth		9%		10%	16%	12%	17%	9%	18%	13%
<b>Net: Someone else/parents proved the DOB ***</b>		<b>42%</b>		<b>38%</b>	<b>38%</b>	<b>42%</b>	<b>29%</b>	<b>43%</b> ↑	<b>45%</b>	<b>42%</b>
<b>Net: Children proved the DOB****</b>		<b>56%</b>		<b>50%</b>	<b>34%</b>	<b>47%</b>	<b>32%</b>	<b>45%</b>	<b>32%</b>	<b>42%</b>

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

**\*CAUTION - Low base size, figures are indicative only**

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

*No significant shift between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25)*

↑↓ Significantly higher/lower than W4 8-12s at 95% confidence

Source: Children's User Age Wave 2, Wave 4

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

**Note:** In Wave 4, a change was made to Q9b response option 7 ("I didn't prove my date of birth") was no longer treated as exclusive, whereas it was exclusive in previous waves. This change may affect comparability for this specific question. Caution should be taken when interpreting Wave 4 Q9b data alongside earlier waves

Base: All respondents who have their own profile and are being asked to prove their DOB: Facebook W2 8-12 (\*\*), W4 8-12 (60\*); Instagram W2 8-12 (\*\*), W4 8-12 (68\*); Snapchat W2 8-12 (52\*), W4 8-12 (57\*); TikTok W2 8-12 (78\*), W4 8-12 (82\*); YouTube (not including YouTube Kids) W2 8-12 (64\*), W4 8-12 (73\*); \*CAUTION - Low base size, figures are indicative only. Some bars do not add up to 100% due to rounding. \*\*\*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.

The way children aged 13-15 with a profile on an online service verify their age has also remained stable since Jan/Feb 2024 (W2), with over half proving their age themselves, particularly on YouTube.

How **13-15-year-olds** proved their age date of birth – breakdown by online service (Wave 2 vs. Wave 4):

	Facebook		Instagram		TikTok		YouTube****	
	W2	W4*	W2	W4*	W2*	W4*	W2	W4*
My parents/guardian proved my date of birth for me		24%		28%	25%	17%		14%↓
I sent a photo of myself with my passport/other form of identification		27%		20%	13%	23%		30%
I started a new profile on the same online service		16%		12%	10%	14%		20%↑
I sent a photo of myself and an adult holding a note with my date of birth		17%		19%	17%	23%		18%
I sent a photo of myself		18%		22%	9%	9%		24%
Someone else proved my date of birth for me		14%		9%	12%	8%		16%
I sent my bank account information		2%↓		5%	11%	9%		6%
I didn't prove my date of birth		4%		11%	11%	16%		16%
<b>Net: Someone else/parents proved the DOB***</b>		<b>36%</b>		<b>35%</b>	<b>35%</b>	<b>25%</b>		<b>26%</b>
<b>Net: Children proved the DOB****</b>		<b>56%</b>		<b>54%</b>	<b>36%</b>	<b>52%</b>		<b>58%↑</b>

**\*\* Please note:**  
The base size for those asked to prove their age is too small to report on for the rest of the online services for 13-15s and all online services 16-17-year-olds.

*No significant shift between W2 (Jan/Feb'24) vs. W4 (Jan/Feb'25)*

↑↓ Significantly higher/lower than W4 B-17s at 95% confidence

\*CAUTION - Low base size, figures are indicative only

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

Source: Children's User Age Wave 2, Wave 4

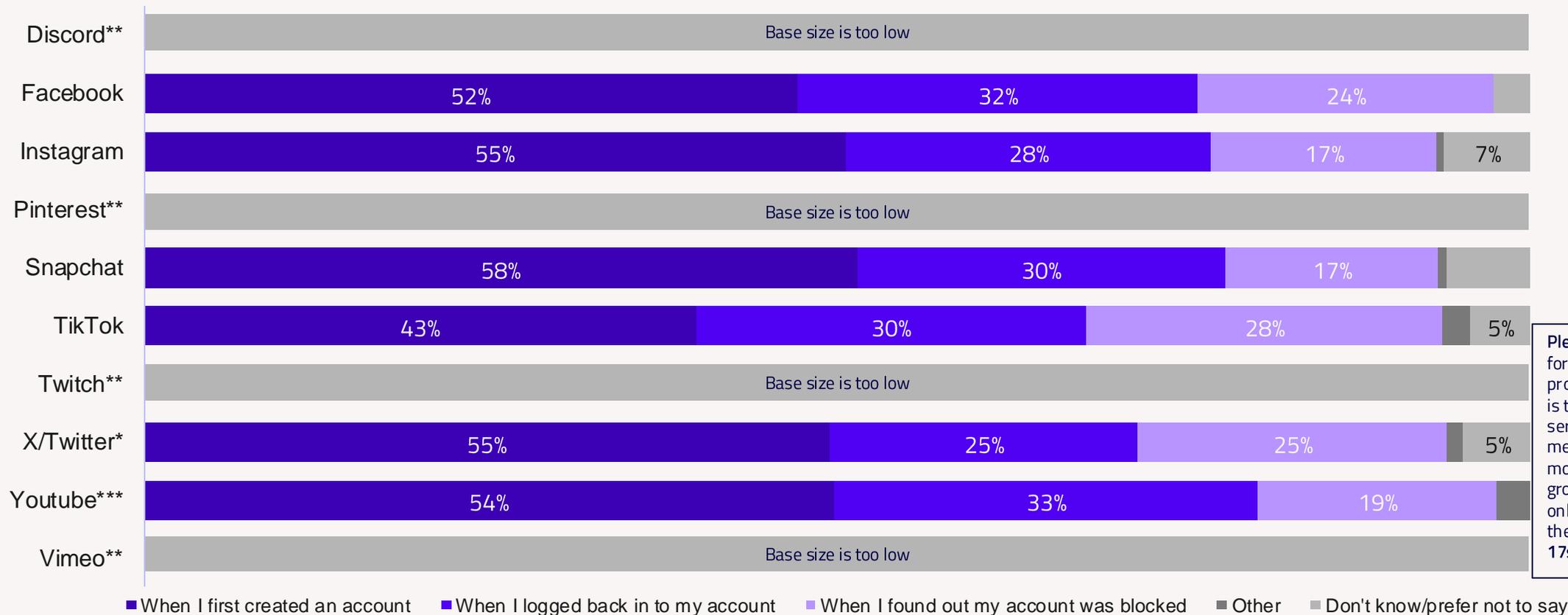
Q9b. Which of the following best describes what you did to prove your date of birth?

**Note:** In Wave 4, a change was made to Q9b response option 7 ("I didn't prove my date of birth") was no longer treated as exclusive, whereas it was exclusive in previous waves. This change may affect comparability for this specific question. Caution should be taken when interpreting Wave 4 Q9b data alongside earlier waves

Base: All respondents who have their own profile and are being asked to prove their DOB: Facebook W2 13-15 (\*\*), W4 13-15 (51\*); Instagram W2 13-15 (\*\*), W4 13-15 (64\*); TikTok W2 13-15 (52\*), W4 13-15 (65\*); YouTube (not including YouTube Kids) W2 13-15 (\*\*), W4 13-15 (50\*). \*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.

On most online services, around half of children aged 8-17 with a profile were asked to verify their date of birth when first creating their account.

When % 8-17-year-olds were asked to prove date of birth – by online service (Wave 4):



**Please note:** The base size for respondents asked to provide their date of birth is too low across all online services to create meaningful charts for most services and age groups. Therefore, we are only showing this data at the overall level for the 8 - 17s group.

\*CAUTION - Low base size, figures are indicative only

\*\*\*Not including YouTube Kids

NB: The question was first included in the survey in Wave 4

Source: Children's User Age Wave 4

Q9a2. Which best describes when you were asked to prove your date of birth?

Base: All respondents who were asked to prove their date of birth: Instagram W4 (165); Facebook W4 (135); Snapchat W4 (132); TikTok W4 (187); X/Twitter W4 (77\*); YouTube (not including YouTube Kids) W4 (151). -\*CAUTION - Low base size, figures are indicative only. \*\*Base size <50 - too low to report; . 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.