Survey:
Barriers to Proving Age on Adult Sites – 2024

Technical Report
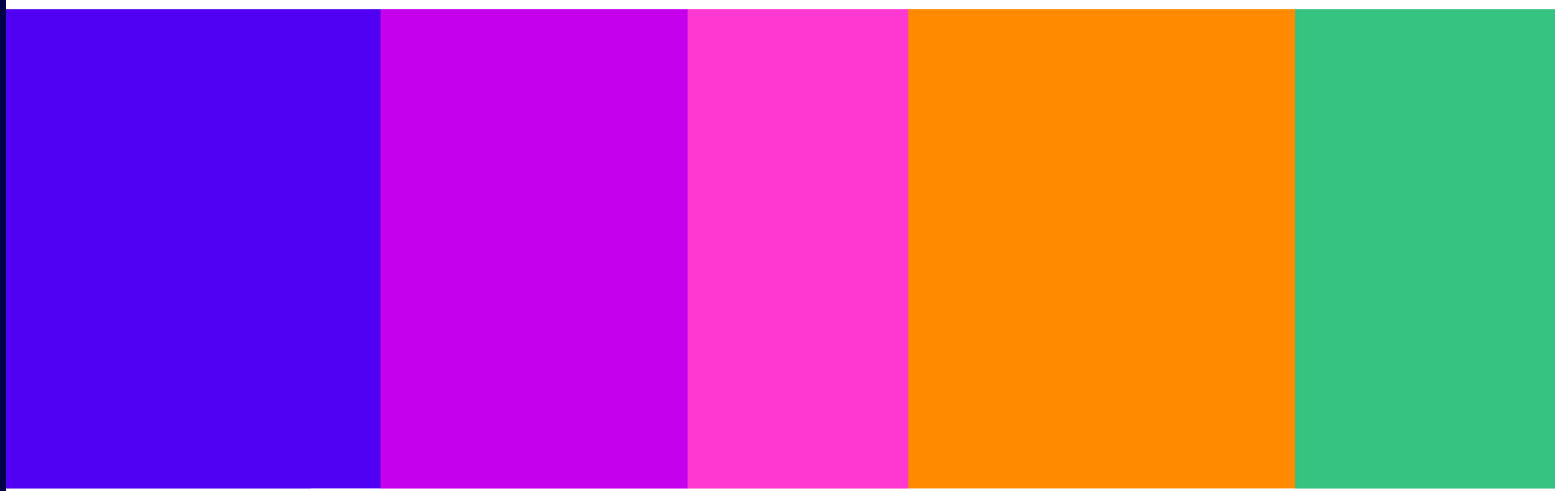
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Introduction

Preface

The Barriers to Proving Age on Adult Sites survey was undertaken by YouGov on behalf of Ofcom. This report refers to the project completed as Wave 2 in December 2024 with a new sample, as a follow-on from Wave 1 which took place in August/September 2023.

The core objective of this study was to understand and expand on knowledge in the following topic areas:

- How users access pornographic content online

- Users' experiences of 'proving' their age to access pornographic content online

- Reasons why some users have never proved their age to access pornographic content online

- Current sentiment on age verification and age estimation on pornographic websites or services as well as independent third-party companies

- Factors that influence the likelihood of completing an age check to access pornographic content online

Summary of approach

YouGov is a professional research and consulting organisation, focused on collecting high quality, in-depth data for market research and has extensive experience of youth, the television and radio broadcasting sectors as well as on-demand services policy research.

This research was conducted with a sample of respondents aged 16+ who self-reported to have previously accessed pornographic content online and plan on accessing again in the future.

All research was carried out online, with respondents recruited from YouGov's online panel, containing around 3,113,610[1] panellists from all over the UK.

For Wave 1 (2023) of the study, a total of 5,242 interviews were conducted. Fieldwork was conducted between 18th August – 14th September 2023. In Wave 2, a total of 5,543 interviews were conducted, with fieldwork taking place between 12th – 29th December 2024.

Significance testing and data redaction

Data tables were run using Quantipy. Significance testing (via t-tests) has been applied at 95% for the purposes of analysis within the individual waves, and at 99% between Wave 1 and Wave 2.

All base sizes below 10 have been redacted/removed from the data tables completely. Base sizes between 10-49 are marked with an * to indicate a low base.

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[1] The numbers are as of July 2024.

Sampling

In Wave 2, YouGov interviewed a sample of 5,543 UK respondents aged 16+ who self-reported to have previously accessed pornographic content online and plan on accessing again in future. The reason for selecting this sample is to understand actual users' attitudes towards proving their age on adult sites (as opposed to internet users in general).

Fieldwork was carried out between 12th – 29th December 2024.

The sample quota was based on the demographic profile of general X-rated adult website/app UK visitors aged 15+ in October 2024, as reported by Ipsos Iris. The data has not been weighted, as the sample naturally aligned with the demographic profile, particularly the skew towards men, as observed in the Ipsos Iris data.

Further details on the sample design and research methodology are outlined below.

Sample design

The sample of users was provided by YouGov's proprietary online panel. Only those who had accessed pornographic content previously and plan to do so in future was accepted to take part, using the following screener within the survey:

Q3. Now thinking about the different websites or services you have used in the past over the internet, have you ever tried to access pornographic content online?

- **Yes, and I plan on accessing pornographic content online in future**
- **Yes, but I do not plan on accessing pornographic content online in future [SCREEN OUT]**
- **No [SCREEN OUT]**
- **Don't know [SCREEN OUT]**
- **Prefer not to say [SCREEN OUT]'**

Further screen-outs were applied later in the survey:

Q4 (Age Verification): Respondents who could not confirm whether they had proven their age ("Don't know" or "Prefer not to say") were screened out to maintain data reliability.

Q5 (Reasons for Not Proving Age): Respondents who stated they had never attempted to access pornographic content online were screened out, as their responses were not relevant to the question.

The full question wording is available at the end of the report with the questionnaire.

Most demographic information (age, gender, social grade, ethnicity, household income, working status, region) was information declared and collected by YouGov from its panellists as part of the initial signing up process. This information is updated regularly by panellists (every 6 months).

YouGov carried out the following standard checks during and post-fieldwork:

- A manual check post-fieldwork to remove anyone who responded in an unreasonable or suspicious way.
- Open end checks to ensure respondents answered thoughtfully and were not spamming answers or bots.
- Ongoing panel quality monitoring and removal of respondents identified as straight-liners from the YouGov Panel.

Quotas

Interview quotas were established to ensure the final sample included approximately 150 responses per age group for analysis. The targeted age groups included were 16-17, 18-24, 25-34, 35-44, 45-54, 55-64, 65-74, and 75+. However, due to the lower feasibility of reaching participants aged 16-17, the final sample size for this group was 102 respondents.

Between Wave 1 (2023) and Wave 2 (2024), there were slight adjustments to the quotas, primarily aimed at increasing the proportion of male respondents. The table below outlines these changes:

Quotas	Wave 1 (2023)	Wave 2 (2024)
Male	73%	74%
Female	27%	26%
16-17	7%	6%
18-24	15%	13%
25-34	26%	27%
35-44	20%	21%
45-54	15%	16%
55-64	10%	11%
65-74	4%	4%
75+	3%	3%

The sample remains broadly comparable between Wave 1 (2023) and Wave 2 (2024), despite the slight adjustments to quotas. While the male sample size increased marginally from 73% to 74%, plus minor shifts in age group distributions, these changes do not significantly impact the overall comparability of the data. The adjustments were carefully managed to ensure that the integrity of longitudinal comparisons is maintained, allowing for robust analysis of trends over time.

Fieldwork

All interviews in Wave 2 were conducted online between 12th – 29th December 2024.

Due to the sensitive nature of the research topic (e.g. questions related to accessing pornographic content), respondents were forewarned and asked to give their consent to participate, in line with MRS guidelines. Questions (Q21-Q26) related to sentiment towards age verification and age estimation on pornographic websites/independent third parties that were asked as part of the research were suppressed for respondents under 18. Furthermore, a question relating to VPN usage to access pornographic content was amended for respondents aged 16-17, so that the survey did not inadvertently promote usage of VPN to access pornographic content to under-age respondents.

To test consumer understanding, we included self-declaration methods such as "enter my date of birth" and "tick a box or click a button which asks whether I am 18+" when respondents were asked what methods they used to prove their age to access pornographic content. However, Ofcom do not consider self-declaration as a form of age assurance therefore self-declaration would not be considered as a method for proving age under the Online Safety Act.

Definitions of **age verification** and **age estimation** shown to respondents in the research:

Age verification is determining whether someone is aged 18 or above by verifying their exact age. Examples of age verification methods include verifying someone's:
- Credit card details
- Online banking details
- Identity documents (e.g. passport, driving licence, ID card, birth certificate or similar)

It does not include age check methods such as ticking a box to confirm someone is 18+ or entering a date of birth.

Age estimation is determining whether someone is aged 18 or above by estimating their age or age range. Examples include someone uploading or scanning their face, or speaking with their voice to get an estimated age.

Demographic breakdown

The following table shows the demographic breakdown of the sample in Wave 2, after screen outs and data cleaning:

Demographic group	Counts (Unweighted)	%
Male	4125	74%
Female	1418	26%
16-17	117	2%
18-24	766	14%
25-34	1492	27%
35-44	1178	21%
45-54	932	17%
55-64	640	12%
65-74	240	4%
75+	178	3%

NET definitions featured in published tables

Certain subgroups within the sample were grouped together to aid analysis and are featured alongside this report in the published data tables. The definitions of these so-called NETs are in the table below.

Category	NET	Definition
Ethnicity	White	English/ Welsh/ Scottish/ Northern Irish/ British
		Irish
		Gypsy, Traveller or Irish Traveller
		Any other white background
	Minority ethnic groups	White and Black Caribbean
		White and Black African
		White and Asian
		Any other Mixed / Multiple ethnic background
		Indian
		Pakistani
		Bangladeshi
		Chinese
		Any other Asian background
		African
		Caribbean
		Any other Black / African / Caribbean background
		Arab
		Any other ethnic group
	Mixed/Multiple ethnic groups	White and Black Caribbean
		White and Black African
		White and Asian
		Any other Mixed / Multiple ethnic background
	Asian and British Asian	Indian
		Pakistani
		Bangladeshi
		Chinese
		Any other Asian background
	Black and Black British	African
		Caribbean
		Any other Black / African / Caribbean background
	Other ethnic group	Arab
		Any other ethnic group
Question Nets		
Q2	NET: Used VPN	2. Always
		3. Sometimes
		4. Rarely
	NET: Not used VPN/has never heard of VPN	1. I have never heard of a VPN
		5. Never

Q6	NET: Comply with age check	1. I would prove my age to access the content
		2. I would complete the age check in some way
	NET: Leave site at age check	3. I would leave the site or platform and not try to access pornographic content elsewhere
		4. I would leave the site or platform and try to access pornographic content elsewhere that does not have an age check
Q7	NET: Personal data concerns	4. I'm worried my data will not be protected
		5. I don't want to share my personal information online in any scenario
		6. I don't want to share my personal information on websites with pornographic content
	NET: Barriers/friction concerns	1. It's too much of a hassle
		2. I don't own the necessary document (e.g. passport, driving licence, credit card)
	NET: Scepticism in the process	3. I don't think the age check is accurate and/ or reliable
		7. I don't understand why I need to prove my age
Q9	NET: Personal data concerns	5. I'm worried my information will not be protected
		6. I don't want to share my personal information online
		7. I keep my identity discreet in all my online activities
	NET: Barriers/friction concerns	1. Because bypassing is less of a hassle than proving my age
		2. I don't own the necessary document (e.g. passport, driving licence, credit card)
		3. I don't have the necessary document to hand (e.g. passport, driving licence, credit card)
		4. I've previously had difficulties proving my age online when asked
		8. I don't like the method used to check my age
Q10	NET: Self declaration	1. Enter my date of birth
		2. Tick a box or click a button which asks whether I am 18+
	Net: Age verification *(including new codes added in Wave 2- code 10 and Code 11)*	3. Use my credit card*
		4. Use my online banking*
		5. Enter my mobile phone number for the purpose of proving my age*
		6. Use my identity document (e.g. passport, driving licence, ID card, birth certificate or similar)*
		10. Use my digital identity
		11. Enter my email address for the purpose of proving my age
	NET: Age estimation	7. Upload a photo of myself
		8. Upload a video of myself

		9. Scan my face (e.g. placing your face inside a box on the screen)
Q11	NET: Self declaration	1. Enter my date of birth
		2. Tick a box or click a button which asks whether I am 18+
	Net: Age verification *(including new codes added in Wave 2 - code 10 and code 11)*	3. Use my credit card*
		4. Use my online banking*
		5. Enter my mobile phone number for the purpose of proving my age*
		6. Use my identity document (e.g. passport, driving licence, ID card, birth certificate or similar)*
		10. Use my digital identity
		11. Enter my email address for the purpose of proving my age
	NET: Age estimation	7. Upload a photo of myself
		8. Upload a video of myself
		9. Scan my face (e.g. placing your face inside a box on the screen)
Q12	NET: Self declaration	1. Enter my date of birth
		2. Tick a box or click a button which asks whether I am 18+
	Net: Age verification *(including new codes added in Wave 2 - code 10 and code 11)*	3. Use my credit card*
		4. Use my online banking*
		5. Enter my mobile phone number for the purpose of proving my age*
		6. Use my identity document (e.g. passport, driving licence, ID card, birth certificate or similar)*
		10. Use my digital identity
		11. Enter my email address for the purpose of proving my age
	NET: Age estimation	7. Upload a photo of myself
		8. Upload a video of myself
		9. Scan my face (e.g. placing your face inside a box on the screen)
Q13	NET: Leave site at age check	2. I left the site or platform and did not try to access pornographic content elsewhere
		3. I left the site or platform and tried to access pornographic content elsewhere that did not have an age check
Q14	NET: Self declaration	1. Enter my date of birth
		2. Tick a box or click a button which asks whether I am 18+
	Net: Age verification *(including new codes added in Wave 2- code 10 and Code 11)*	10. Use my digital identity
		11. Enter my email address for the purpose of proving my age
	NET: Age estimation	7. Upload a photo of myself
		8. Upload a video of myself

		9. Scan my face (e.g. placing your face inside a box on the screen)
Q15	Personal device	1. A portable device (e.g. smartphone, tablet, laptop) which is used exclusively by me
		3. A fixed device (e.g. desktop computer, TV) which is used exclusively by me
	Shared device	2. A portable device (e.g. smartphone, tablet, laptop) which is shared with others
		4. A fixed device (e.g. desktop computer, TV) which is shared with others
	Portable device	1. A portable device (e.g. smartphone, tablet, laptop) which is used exclusively by me
		2. A portable device (e.g. smartphone, tablet, laptop) which is shared with others
	Fixed device	3. A fixed device (e.g. desktop computer, TV) which is used exclusively by me
		4. A fixed device (e.g. desktop computer, TV) which is shared with others
Q16	NET: Subscription sites	2. Subscription sites where I pay for content
		3. Subscription sites to watch free content
Q17	NET: Used search engine when accessing pornographic content online	1. Always
		2. Sometimes
		3. Rarely
Q18	NET: Used private browsing mode when accessing pornographic content online	2. Always
		3. Sometimes
		4. Rarely
	NET: Not used private browsing mode when accessing pornographic content online/has never heard of private browsing mode	1. I have never heard of private browsing
		5. Never
Q19	NET: Used VPN when accessing pornographic content online	2. Always
		3. Sometimes
		4. Rarely
	NET: Not used VPN when accessing pornographic content online/has never heard of VPN	1. I have never heard of a VPN
		5. Never
Q20	NET: Has cleared browsing history after accessing pornographic content online	2. Always
		3. Sometimes
		4. Rarely
	NET: Has never cleared browsing history after accessing pornographic content online/never heard of clearing browsing history	1. I have never heard of clearing browsing history
		5. Never
Q21	NET: Comfortable	1. Very comfortable

		2. Comfortable
	NET: Uncomfortable	4. Uncomfortable
		5. Very uncomfortable
Q22	NET: Confident	1. Very confident
		2. Confident
	NET: Not confident	4. Unconfident
		5. Very unconfident
Q23	NET: Trusting	1. Complete trust
		2. Some trust
	NET: Non-trusting	4. Little trust
		5. No trust
Q24	NET: Comfortable	1. Very comfortable
		2. Comfortable
	NET: Uncomfortable	4. Uncomfortable
		5. Very uncomfortable
Q25	NET: Confident	1. Very confident
		2. Confident
	NET: Not confident	4. Unconfident
		5. Very unconfident
Q26	NET: Trusting	1. Complete trust
		2. Some trust
	NET: Non-trusting	4. Little trust
		5. No trust
Q27	NET: Important (scores 8-10)	8-10 Very important
	NET: Neither (scores 4-7)	4-7
	NET: Not important (scores 1-3)	Not at all important 1-3

* Minor wording changes were made between waves without altering the fundamental meaning of code

Wave 2 Questionnaire

<u>'Barriers to Proving Age on Adult Sites' Survey Questionnaire</u>

* Minor wording changes were made between waves without altering the fundamental meaning of code

[Age check/Sample group assignment]

[ASK ALL]
[SINGLE]
Q1a. Firstly, please can you confirm how old you are?

1. Aged 15 or below [SCREEN OUT]
2. 16-17 [ASSIGNED TO GROUP 2 (AGES 16-17)]
3. 18-24 [ASSIGNED TO GROUP 1 (AGES 18+)]
4. 25-34 [ASSIGNED TO GROUP 1 (AGES 18+)]
5. 35-44 [ASSIGNED TO GROUP 1 (AGES 18+)]
6. 45-54 [ASSIGNED TO GROUP 1 (AGES 18+)]
7. 55-64 [ASSIGNED TO GROUP 1 (AGES 18+)]
8. 65-74 [ASSIGNED TO GROUP 1 (AGES 18+)]
9. 75+ [ASSIGNED TO GROUP 1 (AGES 18+)]

[Consent on data collection and processing]

[SHOW TO ALL]

Thank you for your interest in taking part in this research. YouGov is conducting this research jointly with Ofcom who is the regulator for the communications services and online video sharing platforms that we use and rely on each day. This survey is about how you go online, and your experiences and thoughts on having your age checked online.

The information we collect from this survey and other personal information you have already given us through your YouGov membership will help us better understand people's experiences online. We respect that you might want to keep some of your information private, so there is no obligation to answer all the questions and you can choose 'prefer not to say' if so. However, if you are happy to share your honest answers, we would really appreciate it as it would help us build a fuller understanding on the subject at hand.

YouGov will only share anonymous data with Ofcom unless we ask for your permission otherwise. This means that Ofcom will <u>not</u> be able to identify you from the anonymous information they receive. All your personal data will strictly be used for research and analysis purposes only.

You have the right to withdraw your consent to process the information you have provided during or after the research. You may exit the survey at any time and your data will not be included in the results shared with Ofcom. If you would like to withdraw your consent after completing the survey, please contact YouGov at [email address]

For more information, please find our privacy policy here: https://account.yougov.com/gb-en/account/privacy-policy

If you are happy to continue, please give your consent by clicking the button below to start the survey.

[START BUTTON TO PROCEED TO THE SURVEY]

[Key for internal reference]

SAMPLE GROUP 1: 18+

SAMPLE GROUP 2: 16-17s

ASK ALL: 18+ and 16-17s

[Consent on taking part in the research]

[ASK ALL]
[SINGLE CODE]
Today we would like to ask you some questions about how you go online, the types of websites and apps you visit, and how you prove your age online. Some questions may cover sensitive topics such as using the internet to access pornography. Our focus is on ways of accessing pornographic content online rather than people's personal choices relating to pornography, you will never be asked about the types of content you watch for example.

Remember that you have the right to withdraw from this survey at any point should you wish to.

Are you still happy to proceed with this research?

1. Yes – I have read the introduction above and am happy to proceed
2. No – I would like to leave [SCREEN OUT]

[ASK ALL AGES]
[SINGLE CODE]
Q1. To begin with, thinking about all your past experiences in using the internet, have you ever, if at all, been asked to prove you are aged 18 or over online (e.g. for setting up online banking, purchasing age-restricted products online or accessing age-restricted websites)?

1. Yes
2. No
98. Don't know [SCREEN OUT]
99. Prefer not to say [SCREEN OUT]

[ASK GROUP IF Q1a=2 (AGES 16-17)]
[SINGLE CODE]

Q2. When you go online, how frequently do you use a Virtual Private Network (VPN)?

1. I have never heard of a VPN
2. Always
3. Sometimes
4. Rarely
5. Never
98. Don't know
99. Prefer not to say

[ASK ALL]
[SINGLE CODE]
Q3. Now thinking about the different websites or services you have used in the past over the internet, have you ever tried to access pornographic content online?

1. Yes, and I plan on accessing pornographic content online in future
2. Yes, but I do <u>not</u> plan on accessing pornographic content online in future [SCREEN OUT]
3. No [SCREEN OUT]
98. Don't know [SCREEN OUT]
99. Prefer not to say [SCREEN OUT]

[ASK ALL]
[SINGLE CODE]
Q4. You said you have tried to access pornographic content online in the past, have you ever proven you are aged 18 or over to do this?

1. Yes
2. No
98. Don't know [SCREEN OUT]
99. Prefer not to say [SCREEN OUT]

[ASK IF Q4=2 (those who have never proved their age to access porn)]
[MULTIPLE CODE]
[RANDOMISE]
Q5. For what reason(s) have you never proven your age to access pornographic content online in the past?
Please select all that apply.

1. Because I was never asked to [DATA VALIDATION: CANNOT SELECT CODE 2/3 IF THIS IS SELECTED]
2. Because when asked to prove my age, I choose not to
3. Because when asked to prove my age, I cannot/ I don't know how to/ it doesn't work
4. Because I have ways to bypass having to prove my age

5. Because I have never tried to access pornographic content online [DATA VALIDATION: EXCLUSIVE; ANCHOR; SCREEN OUT]
97. Other (Please specify) [ANCHOR]
98. Don't know [ANCHOR, EXCLUSIVE]
99. Prefer not to say [ANCHOR, EXCLUSIVE]

[ASK ALL IF Q5=1 (those who have never proved their age to access porn because they were never asked to)]
[SINGLE CODE]
[RANDOMISE]
Q6. You said you were never asked to prove your age to access pornographic content online before. If you were asked to prove your age to access pornographic content one day, how would you respond?

1. I would prove my age to access the content [SHOWN TO 18+ ONLY]
2. I would complete the age check in some way [SHOWN TO 16-17s ONLY]
3. I would leave the site or platform and _not_ try to access pornographic content elsewhere [CODE 3/4 TO BE RANDOMISED TOGETHER AS A GROUP]
4. I would leave the site or platform and try to access pornographic content elsewhere that does not have an age check [CODE 3/4 TO BE RANDOMISED TOGETHER AS A GROUP]
5. I would access the site or platform in a different way
97. Other (Please specify) [ANCHOR]
98. Don't know [ANCHOR]
99. Prefer not to say [ANCHOR]

[ASK ALL IF Q5=2 (those who have never proved their age to access porn because they choose not to)]
[MULTIPLE CODE]
[RANDOMISE]
Q7. You said you choose not to when asked to prove your age to access pornographic content online, why is this?
Please select all that apply.

1. It's too much of a hassle
2. I don't own the necessary document (e.g. passport, driving licence, credit card)
3. I don't think the age check is accurate and/ or reliable
4. I'm worried my data will not be protected
5. I don't want to share my personal information online in any scenario [CODE 5/6 TO BE RANDOMISED TOGETHER AS A GROUP]
6. I don't want to share my personal information on websites with pornographic content [CODE 5/6 TO BE RANDOMISED TOGETHER AS A GROUP]
7. I don't understand why I need to prove my age
8. Because I can find the same content elsewhere that does not have an age check
97. Other (Please specify) [ANCHOR]

98. Don't know [ANCHOR, EXCLUSIVE]
99. Prefer not to say [ANCHOR, EXCLUSIVE]

[ASK ALL IF Q5=2/3 (those who have never proved their age to access porn because they choose not to OR are unable to)
[SINGLE CODE]
[RANDOMISE]
Q8. You said you have never proven your age to access pornographic content online because you choose not to or are unable to complete the age check. If you choose not to or are unable to complete the age check in the future again, what would you do?

1. I would leave the site or platform and _not_ try to access pornographic content elsewhere [CODE 1/2 TO BE RANDOMISED TOGETHER AS A GROUP]
2. I would leave the site or platform and try to access pornographic content elsewhere that does not have an age check [CODE 1/2 TO BE RANDOMISED TOGETHER AS A GROUP]
3. I would access the site or platform in a different way
97. Other (Please specify) [ANCHOR]
98. Don't know [ANCHOR]
99. Prefer not to say [ANCHOR]

[ASK ALL AGES IF Q5=4 (those who have never proved their age to access porn because they can bypass the age check)]
[MULTIPLE CODE]
[RANDOMISE]
Q9. You said you have never proven your age to access pornographic content online because you have ways to bypass proving your age, why do you do this?
Please select all that apply.

1. Because bypassing is less of a hassle than proving my age
2. I don't own the necessary document (e.g. passport, driving licence, credit card) [CODE 2/3 TO BE RANDOMISED TOGETHER AS A GROUP]
3. I don't have the necessary document to hand (e.g. passport, driving licence, credit card) [CODE 2/3 TO BE RANDOMISED TOGETHER AS A GROUP]
4. I've previously had difficulties proving my age online when asked
5. I'm worried my information will not be protected
6. I don't want to share my personal information online
7. I keep my identity discreet in all my online activities
8. I don't like the method used to check my age
9. Because people I know also do this
97. Other (Please specify) [ANCHOR]
98. Don't know [ANCHOR, EXCLUSIVE]
99. Prefer not to say [ANCHOR, EXCLUSIVE]

[ASK ALL IF Q4=1 (those who have proved their age to access porn before)]
[MULTIPLE CODE]
[RANDOMISE]

Q10. Which of these processes have you ever been offered to use to prove you are aged 18 or over to access pornographic content online?

Please select all that apply, even if you may not have used it.

1. Enter my date of birth
2. Tick a box or click a button which asks whether I am 18+
3. Use my credit card*
4. Use my online banking*
5. Enter my mobile phone number for the purpose of proving my age*
6. Use my identity document (e.g. passport, driving licence, ID card, birth certificate or similar)*
7. Upload a photo of myself
8. Upload a video of myself
9. Scan my face (e.g. placing your face inside a box on the screen)
10. Use my digital identity*
11. Enter my email address for the purpose of proving my age*
97. Other (please specify) [ANCHOR]
98. Don't know [ANCHOR, EXCLUSIVE]
99. Prefer not to say [ANCHOR, EXCLUSIVE]

[ASK ALL IF Q4=1 (those who have proved their age to access porn before)
[MULTIPLE CODE]
[RANDOMISE]

Q11. Which of these processes have you ever used to prove that you are aged 18 or over to access pornographic content online?

Please select all that apply.

1. Enter my date of birth
2. Tick a box or click a button which asks whether I am 18+
3. Use my credit card*
4. Use my online banking*
5. Enter my mobile phone number for the purpose of proving my age*
6. Use my identity document (e.g. passport, driving licence, ID card, birth certificate or similar)*
7. Upload a photo of myself
8. Upload a video of myself
9. Scan my face (e.g. placing your face inside a box on the screen)
11. Use my digital identity*
12. Enter my email address for the purpose of proving my age*
97. Other (please specify) [ANCHOR]
98. Don't know [ANCHOR, EXCLUSIVE]
99. Prefer not to say [ANCHOR, EXCLUSIVE]

[SINGLE CODE]
[RANDOMISE]

Q12. Thinking specifically about the last occasion when you were asked to prove your age to access pornographic content online, which of these processes were you offered to use to prove that you are aged 18 or over?

Please select all that apply, even if you did not use it.

1. Enter my date of birth
2. Tick a box or click a button which asks whether I am 18+
3. Use my credit card*
4. Use my online banking*
5. Enter my mobile phone number for the purpose of proving my age*
6. Use my identity document (e.g. passport, driving licence, ID card, birth certificate or similar)*
7. Upload a photo of myself
8. Upload a video of myself
9. Scan my face (e.g. placing your face inside a box on the screen)
10. Use my digital identity*
11. Enter my email address for the purpose of proving my age*
97. Other (please specify) [ANCHOR]
98. Don't know [ANCHOR, EXCLUSIVE]
99. Prefer not to say [ANCHOR, EXCLUSIVE]

[ASK ALL IF Q4=1 (those who have proved their age to access porn before)]
[SINGLE CODE]
[RANDOMISE]

Q13. On the last occasion when you were asked to prove your age to access pornographic content online, how did you respond?

1. I completed the age check
2. I left the site or platform and did _not_ try to access pornographic content elsewhere [CODE 2/3 TO BE RANDOMISED TOGETHER AS A GROUP]
3. I left the site or platform and tried to access pornographic content elsewhere that did not have an age check [CODE 2/3 TO BE RANDOMISED TOGETHER AS A GROUP]
4. I accessed the site or platform in a different way without proving my age
97. Other (please specify) [ANCHOR]
98. Don't know [ANCHOR, EXCLUSIVE]
99. Prefer not to say [ANCHOR, EXCLUSIVE]

[ASK ALL IF Q13=1 (those who completed an age check on the last occasion of accessing porn)
[SINGLE CODE]

[RANDOMISE]

Q14. You said you completed the age check on <u>the last occasion</u> when asked to prove you are aged 18 or over to access pornographic content online, which one of these methods did you use to prove your age?

1. Entered my date of birth
2. Ticked a box or click a button which asks whether I am 18+
3. Used my credit card*
4. Used my online banking*
5. Entered my mobile phone number for the purpose of proving my age*
6. Used my identity document (e.g. passport, driving licence, ID card, birth certificate or similar)*
7. Uploaded a photo of myself
8. Uploaded a video of myself
9. Scanned my face (e.g. placing your face inside a box on the screen)
10. Used my digital identity*
11. Entered my email address for the purpose of proving my age*
97. Other (please specify) [ANCHOR]
98. Don't know [ANCHOR, EXCLUSIVE]
99. Prefer not to say [ANCHOR, EXCLUSIVE]

Q14a [NEW QUESTION] [ASK 18+ (Q1A=3-9) AND IF Q14=1 (those who completed an age check on the last occasion of accessing porn by entering DOB); SINGLE CODE]

You said you completed the age check on <u>the last occasion</u> by entering your date of birth when asked to prove you are aged 18 or over to access pornographic content online, did you enter your real date of birth?

1. Yes
2. No
3. Don't know
4. Prefer not to say

[ASK ALL IF Q4=1/Q5=1/2/3/4/97/98 (those who have accessed porn before)
[SINGLE]
[RANDOMISE]

Q15. Overall, when you access pornographic content online, which one of these types of devices do you most frequently use?

1. A portable device (e.g. smartphone, tablet, laptop) which is used exclusively by me [CODE 1/2 TO BE RANDOMISED TOGETHER AS A GROUP]
2. A portable device (e.g. smartphone, tablet, laptop) which is shared with others [CODE 1/2 TO BE RANDOMISED TOGETHER AS A GROUP]
3. A fixed device (e.g. desktop computer, TV) which is used exclusively by me [CODE 3/4 TO BE RANDOMISED TOGETHER AS A GROUP]
4. A fixed device (e.g. desktop computer, TV) which is shared with others [CODE 3/4 TO BE RANDOMISED TOGETHER AS A GROUP]

97. Other (please specify) [ANCHOR]
98. Don't know [ANCHOR, EXCLUSIVE]
99. Prefer not to say [ANCHOR, EXCLUSIVE]

[ASK ALL IF Q4=1/ Q5=1/2/3/4/97/98 (those who have accessed porn before)
[MULTI CODE]
[RANDOMISE]
Q16. What kinds of services do you use to access pornographic content online?
Please select all that apply.

1. Free-to-access video-sharing sites
2. Subscription sites where I pay for content [CODE 2/3 TO BE RANDOMISED TOGETHER AS A GROUP]
3. Subscription sites to watch free content [CODE 2/3 TO BE RANDOMISED TOGETHER AS A GROUP]
4. Cam services where content includes live-streaming of sexual activities
5. Social media
97. Other (please specify) [ANCHOR]
98. Don't know [ANCHOR, EXCLUSIVE]
99. Prefer not to say [ANCHOR, EXCLUSIVE]

[ASK ALL IF Q4=1/ Q5=1/2/3/4/97/98 (those who have accessed porn before)
[SINGLE CODE]
Q17. Overall, how frequently do you use a search engine site when accessing pornographic content online?
Please don't count instances when you use the search function on pornographic sites you have already landed on. We are referring to search engine sites that are specialised in searching for other websites.

1. Always
2. Sometimes
3. Rarely
4. Never
98. Don't know
99. Prefer not to say

[ASK ALL AGES IF Q4=1/ Q5=1/2/3/4/97/98 (those who have accessed porn before)
[SINGLE CODE]
Q18. Overall, how frequently do you use a private browsing mode when accessing pornographic content online?

1. I have never heard of private browsing
2. Always
3. Sometimes
4. Rarely

5. Never
98. Don't know
99. Prefer not to say

[ASK 18+ (Q1A=3-9) AND IF Q4=1/Q5=1/2/3/4/97/98 (those who have accessed porn before)
[SINGLE CODE]
Q19. Overall, how frequently do you use a Virtual Private Network (VPN) when accessing pornographic content online?

1. I have never heard of a VPN
2. Always
3. Sometimes
4. Rarely
5. Never
98. Don't know
99. Prefer not to say

[ASK ALL IF Q4=1/Q5=1/2/3/4/97/98 (those who have accessed porn before)
[SINGLE]
Q20. Overall, how frequently do you clear browsing history after accessing pornographic content online?

1. I have never heard of clearing browsing history
2. Always
3. Sometimes
4. Rarely
5. Never
98. Don't know
99. Prefer not to say

[Explanation screen; SHOW TO ALL]

Age verification is determining whether someone is aged 18 or above by verifying their exact age. Examples of age verification methods include verifying someone's:

- Credit card details
- Online banking details
- Identity documents (e.g. passport, driving licence, ID card, birth certificate or similar)

It does not include age check methods such as ticking a box to confirm someone is 18+ or entering a date of birth.

[ASK 18+ (Q1A=3-9) AND IF Q4=1/Q5=1/2/3/4/97/98 (those who have accessed porn before)

[GRID]
[SINGLE]
Q21. How would you feel about completing age verification through each of these organisations when accessing pornographic content online?

Columns:

1. Very comfortable
2. Comfortable
3. Neutral
4. Uncomfortable
5. Very uncomfortable
98. Don't know
99. Prefer not to say

Rows:

Q21_1. The website or service itself
Q21_2. An independent third-party company

[ASK age18+ (Q1A=3-9) AND IF Q4=1/Q5=1/2/3/4/97/98 (those who have accessed porn before)
[GRID]
[SINGLE]
Q22. How confident do you feel about the accuracy of age verification through each of these organisations online?

Columns:

1. Very confident
2. Confident
3. Neutral
4. Unconfident
5. Very unconfident
98. Don't know
99. Prefer not to say

Rows:

Q22_1. The website or service itself
Q22_2. An independent third-party company

[ASK GROUP 1 AGE 18+ (Q1A=3-9) AND IF Q4=1/Q5=1/2/3/4/97/98 (those who have accessed porn before)
[GRID]
[SINGLE]
Q23. How much trust do you have in each of these organisations if you were to share personal information that can identify you to complete age verification when accessing pornographic content online?

COLUMNS:

1. Complete trust
2. Some trust
3. Neutral
4. Little trust
5. No trust
98. Don't know
99. Prefer not to say

Rows:

Q23_1. The website or service itself
Q23_2. An independent third-party company

[Explanation screen; SHOW TO ALL]

Age estimation is determining whether someone is aged 18 or above by estimating their age or age range. Examples include someone uploading or scanning their face, or speaking with their voice to get an estimated age.

[ASK GROUP 1 AGE 18+ (Q1A=3-9) AND IF Q4=1/Q5=1/2/3/4/97/98 (those who have accessed porn before)
[GRID]
[SINGLE]
Q24. How would you feel about using age estimation to prove your age through each of these organisations when accessing pornographic content online?

Columns:

1. Very comfortable
2. Comfortable
3. Neutral
4. Uncomfortable
5. Very uncomfortable
98. Don't know
99. Prefer not to say

Rows:

Q24_1. The website or service itself
Q24_2. An independent third-party company

[ASK GROUP 1 AGE 18+ (Q1A=3-9) AND IF Q4=1/Q5=1/2/3/4/97/98 (those who have accessed porn before)
[GRID]
[SINGLE]

Q25. How confident do you feel about the accuracy of age estimation through each of these organisations online?

Columns:

1. Very confident
2. Confident
3. Neutral
4. Unconfident
5. Very unconfident
98. Don't know
99. Prefer not to say

Rows:

Q25_1. The website or service itself
Q25_2. An independent third-party company

[ASK GROUP 1 AGE 18+ (Q1A=3-9) AND IF Q4=1/Q5=1/2/3/4/97/98 (those who have accessed porn before)
[GRID]
[SINGLE]
Q26. How much trust do you have in each of these organisations if you were to share personal information that can identify you to complete age estimation when accessing pornographic content online?

COLUMNS:

1. Complete trust
2. Some trust
3. Neutral
4. Little trust
5. No trust
98. Don't know
99. Prefer not to say

Rows:

Q26_1. The website or service itself
Q26_2. An independent third-party company

[ASK ALL]
[GRID]
[SINGLE]
[RANDOMISE ROWS]
Q27. On a scale of 1 to 10, where 1 is "Not at all important" and 10 is "Very important", how important is each of these factors in motivating you to complete age verification or age estimation if you were to access pornographic content online?

[COLUMN]

 1 - Not at all important

2.

3.

4.

5.

6.

7.

8.

9.

10 - Very important

98. Don't know.

99. Prefer not to say

Rows:

1. Understanding why it is required
2. Knowing upfront the steps to prove my age
3. Not having to navigate to another website or webpage to prove my age
4. Knowing I don't have to repeat proving my age every time after the first attempt on the same site or service
5. Being able to prove my age quickly
6. Owning the necessary documents
7. Not having to upload documents
8. Reassurance that my data is used for proving my age only and will not be stored for any other purpose or any longer than required
9. Clarity on where, and how securely, my data is stored
10. Reassurance that my browsing history will not be tracked
11. Knowing who to contact in case of issues or queries

[THANK YOU SCREEN]

Thank you for taking part in this survey. The research findings will help Ofcom to gain a better understanding of different users' experiences online.

If you would like to withdraw your consent after completing the survey, please contact YouGov at [email address]

Please note that once your data has been anonymised and shared with Ofcom, you will not be able to withdraw your data from the anonymous dataset.

You can find out more about our privacy policy here: https://account.yougov.com/gb-en/account/privacy-policy