

## Ofcom

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ADULT USERS' ATTITUDES TO AGE VERIFICATION ON ADULT SITES SURVEY 2022

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SURVEY DATES: 22<sup>ND</sup> MARCH – 10<sup>TH</sup> APRIL

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METHODOLOGY: ONLINE RESEARCH PANEL OMNIBUS

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SURVEY LENGTH: 10 MINUTES

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SAMPLE: N=2000 18+

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## Introduction

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 purchase alcohol or tobacco, or to access gambling or pornography. You have the right to withdraw from this survey at any point should you wish to. Our focus is on your views on age verification rather than your personal lifestyle choices relating to alcohol or tobacco purchases, gambling or pornography. Your answers will be anonymised, please be assured that your confidentiality will be respected fully.

### ASK ALL

**AGE CHECK. Can you confirm you are aged 18 or above?**

- a. Yes, I am aged 18 or above
- b. No, I am aged 17 or below [Screen out]

### ASK ALL

**D1. How many people under the age of 18 live in your household?**

[WRITE IN]

### ASK ALL

**D1. How many people, including yourself, aged 18 and over live in your household?**

[WRITE IN]

## Section 1 – historic experience of age verification

### ASK ALL SINGLE CODE

1. Have you ever had to prove your age online, for example, to set up online banking or purchase age-restricted products (e.g. alcohol or tobacco)?
  - a. Yes
  - b. No [Skip to Q5]
  - c. Don't know [Skip to Q6]

### ASK IF CODE A AT Q1 SINGLE CODE

2. Thinking about your most recent occasion of having to prove your age online, what activity did you prove your age for?

### RANDOMISE STATEMENTS

- a. To receive an age-related discount e.g. a youth or pensioner discount, an age restricted railcard
- b. To purchase alcohol
- c. To purchase tobacco
- d. For online banking
- e. To access financial services, e.g. insurance, a credit account
- f. To apply for a job
- g. For online gambling
- h. For online dating
- i. To access content streaming services
- j. To access online pornography
- k. Other (please specify) **ANCHOR**
- l. Don't know **ANCHOR EXCLUSIVE**
- m. Prefer not to say **ANCHOR EXCLUSIVE**

### ASK IF CODE A AT Q1 MULTI CODE

3. You said you have had to prove your age online in the past, thinking about the most recent occasion you have had to do so, how did you prove your age online?  
Please select all that apply.

### RANDOMISE STATEMENTS WITHIN GROUPS [GROUP A TO D, GROUP E TO H] AND ROTATE GROUPS

- a. Using identity documents e.g. passport, driving licence, ID card, birth certificate or similar
- b. Using a credit card
- c. Using a phone number
- d. Using a photo or video of myself
- e. By providing my date of birth only **[DATA VALIDATION CHECK: Cannot select code f if code e is selected]**
- f. By providing my name, address and date of birth
- g. By providing online banking details
- h. By proving my age to my mobile network provider
- i. Other (please specify) **ANCHOR**
- j. Don't know **ANCHOR EXCLUSIVE**

### ASK IF CODE A AT Q1 SINGLE CODE PER ROW

4. Thinking about the most recent occasion of proving your age online, to what extent do you agree with the following statements?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
On this occasion, I didn't mind proving my age online					
On this occasion, I expected to have to prove my age online					
I think people should be required to prove their age for this activity in general					

### ASK IF Q1=B SINGLE CODE

5. Why have you never had to prove your age online?

- a. Because I have never been asked to prove my age online
- b. Because when asked to prove my age online, I choose not to
- c. Because when asked to prove my age online, I cannot/ I do not know how to/ it does not work
- d. Don't know/ Don't remember
- e. Other (Please specify) **ANCHOR**
- f. Prefer not to say **ANCHOR EXCLUSIVE**

### ASK ALL SINGLE CODE

6. In general, to what extent do you agree with the following statements?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I don't mind proving my age for certain online activities generally					
I expect to have to prove my age for certain online activities					
I think people should be required to prove their age for certain online activities					

## Section 2 – general attitudes

### ASK ALL SINGLE CODE PER ROW

7. In general, how likely are you to agree to prove your age online for the following activities?

**[sliding scale – very likely > very unlikely] RANDOMISE STATEMENTS, have a “I would not do this [Exclusive] for each code**

- a. To receive an age-related discount e.g. a youth or pensioner discount, an age restricted railcard
- b. To purchase alcohol
- c. To purchase tobacco
- d. For online banking
- e. To access financial services, e.g. insurance, a credit account
- f. To apply for a job
- g. For online gambling
- h. To access online pornography
- i. For online dating
- j. To access online streaming services

### ASK ALL SINGLE CODE PER ROW

8. In general, how likely are you to agree to use the following methods to prove your age online?

**[sliding scale – very likely > very unlikely] RANDOMISE STATEMENTS**

- a. Your date of birth
- b. A copy of your passport/ driving licence
- c. A photo or video of yourself
- d. Your credit card details
- e. Your phone number

### ASK ALL SINGLE CODE PER ROW

9. Would the following make you more or less likely to prove your age online?

**[sliding scale – very likely > very unlikely] RANDOMISE STATEMENTS**

- a. Information about how your personal data will be processed, shared and stored
- b. Assurance that your personal data will be deleted after the age check and not used for any other purpose
- c. Information about how the age check system works
- d. Information about why an age check is required
- e. Information about how accurately/ reliably the age check system can verify your age
- f. Being able to choose what method to use to prove your age
- g. Being taken to a different, independent website to prove your age
- h. Don't know

## Section 3 – age verification for pornographic content

### [SHOW INTRO AND C1 ON ONE PAGE]

The questions in the following section ask about online age checks in the context of pornographic content. Your answers are anonymised, please be assured that your confidentiality will be respected fully. Should you wish to, you have the right to withdraw and exit from this survey at any point in time. Your honest answers will help us greatly in understanding public attitudes towards online age verification in the UK.

If you do not feel comfortable answering questions about online age checks in the context of pornographic content, please select no in the question below to skip to the next section.

C1. Would you be happy to continue?

- Yes
- No (skip to next section) **[SKIP TO CLOSE]**

### ASK ALL MULTI CODE

10. Have you ever encountered or accessed pornographic content online?

Please select all that apply.

- Yes, on a free-to-access pornographic site
- Yes, on a subscription pornographic site (even if you did not pay to access content)
- Yes, on social media
- Yes, via a search engine
- Yes, on other online platforms/ services (please specify)
- None of the above **EXCLUSIVE**
- Prefer not to say **EXCLUSIVE**

### ASK ALL SINGLE CODE PER ROW

11. In general, do you think internet users should be required to prove they are aged 18 or over when attempting to access pornographic content online:

	Yes	No	Don't know	Prefer not to say
On <u>social media</u> ?				
On a <u>dedicated pornographic site</u> ?				
On a <u>search engine</u>				

### ASK ALL SINGLE CODE PER ROW

12. Would you mind being asked to prove your age:

	Yes, I would mind	No, I wouldn't mind	Prefer not to say/not applicable
To access pornographic content on <u>social media</u>			

To access pornographic content on a <b>dedicated pornographic site</b>			
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**ASK ALL USERS AT Q10, APART FROM THOSE WHO CODE F 'NONE OF THE ABOVE' / G 'PREFER NOT TO SAY'**

**MULTI CODE**

13. If you were to access a **subscription** pornographic site to pay for its content or services, which of the following payment methods would you use to prove your age?

Please select all that apply.

- a. Debit card
- b. Credit card
- c. Payment via mobile phone billing
- d. Payment service e.g. PayPal, Apple Pay, Google Pay or similar
- e. Other (please specify)
- f. Prefer not to say/ Don't know **EXCLUSIVE**

**ASK ALL NON- USERS, THOSE WHO CODE F 'NONE OF THE ABOVE' AT Q10 / G PREFER NOT TO SAY**

**MULTI CODE**

14. If you were to access a **subscription** pornographic site to pay for its content or services, which of the following payment methods would you consider using to prove your age? We understand that you may not have experienced this personally, so please base your answers on what you think you might do.

Please select all that apply.

- a. Debit card
- b. Credit card
- c. Payment via mobile phone billing
- d. Payment service e.g. PayPal, Apple Pay, Google Pay or similar
- e. Other (please specify)
- f. Prefer not to say/ Don't know **EXCLUSIVE**

**ASK ALL USERS AT Q10 APART FROM THOSE WHO CODE F 'NONE OF THE ABOVE' / G PREFER NOT TO SAY**

**SINGLE CODE PER ROW**

15. How would you feel about being asked to provide each of the following to prove your age to access pornographic content online?

	Very comfortable	Comfortable	Neutral	Uncomfortable	Very uncomfortable	Prefer not to say
Date of birth						
Photo of passport or driving licence						
Photo or video of yourself						
Phone number						
Credit card details, when						

<b>not paying</b> for content						
Credit card details, when <b>paying</b> for content						

**ASK ALL NON- USERS, THOSE WHO CODE F 'NONE OF THE ABOVE' / G PREFER NOT TO SAY AT Q10**

**SINGLE CODE PER ROW**

16. How would you feel about being asked to provide each of the following to prove your age to access pornographic content online? We understand that you may not have experienced this personally, so please base your answers on what you think you might do.

	Very comfortable	Comfortable	Neutral	Uncomfortable	Very uncomfortable	Prefer not to say
Date of birth						
Photo of passport or driving licence						
Photo or video of yourself						
Phone number						
Credit card details, when <b>not paying</b> for content						
Credit card details, when <b>paying</b> for content						

**ASK ALL USERS AT Q10 APART FROM THOSE WHO CODE F 'NONE OF THE ABOVE' / G PREFER NOT TO SAY**

**MULTI CODE**

17. What, if any, concerns do you have about having to prove your age in order to access pornographic content online?  
Please select all that apply.

**RANDOMISE**

- a. I'm not concerned about having to prove my age online **EXCLUSIVE, FIX**
- b. I don't own the required ID
- c. I don't think the age check is accurate and/ or reliable
- d. I'm worried my data will not be protected
- e. I think children can easily get around the age check
- f. I don't want to share my personal information online
- g. Other (please specify) **ANCHOR**

- h. Prefer not to say **ANCHOR EXCLUSIVE**

**ASK ALL NON-USERS AT Q10 = F 'NONE OF THE ABOVE' / G PREFER NOT TO SAY  
MULTI CODE**

18. What, if any, concerns would you have about having to prove your age in order to access pornographic content online? We understand that you may not have experienced this personally, so please base your answers on what you think you might be concerned about. Please select all that apply.

**RANDOMISE**

- a. I wouldn't be concerned about having to prove my age online **EXCLUSIVE, FIX**
- b. I don't own the required ID
- c. I don't think the age check is accurate and/ or reliable
- d. I'm worried my data will not be protected
- e. I think children can easily get round the age check
- f. I don't want to share my personal information online
- g. Other (please specify) **ANCHOR**
- h. Prefer not to say **ANCHOR EXCLUSIVE**

**ASK ALL  
SINGLE CODE PER ROW**

19. Imagine you were asked to complete an age check to prove you were over 18 before accessing a pornographic site online. You are informed that the site uses an age checking service provided by an independent company, and that none of the information you provide will be shared with the pornographic site or retained by the independent age checking company. All the pornographic site will know is that you are aged over 18.

How would you feel about being asked to provide each of the following to prove you were over 18?

	Very comfortable	Comfortable	Neutral	Uncomfortable	Very uncomfortable	Prefer not to say
Date of birth						
Photo of passport or driving licence						
Photo or video of yourself						
Phone number						
Credit card details, where <b>not paying</b> for content						
Credit card details, where <b>paying</b> for content						



## Recontact question

As a follow-up to this survey, we are looking to carry out some further research to understand the reasons for your responses in more detail and to help us to understand further any concerns about using age verification online. Our focus is on the public's views on age verification, rather than your personal lifestyle choices relating to alcohol or tobacco purchases, gambling or pornography. If you agree, we might ask you to take part in follow-up activities such as individual interviews. The nature of these activities will be determined after the results of this survey have been reviewed. When we can provide you with more details, we will give you another opportunity to decide if you still want to take part. For now, we are trying to gauge interest in participating in follow-up research based upon your answers to this survey.

To be eligible, we will need your permission to use your responses from this survey so that we can identify you as the right person for the follow-up tasks or activities later this year. You will only be contacted by Yonder about these future opportunities to participate in the follow-up tasks or activities. We will not pass your contact information to anyone else.

If you agree to take part and are selected to take part, then you would be paid up to **£60**. Please note, this will be paid into your bank however this will NOT be via your YonderLive account. You will need to provide your bank details to Yonder who will then make the payment to you.

Would you be interested to take part in future follow-up research as a result of your participation in this survey? (Note: we are currently establishing interest in the tasks or activities from those who take part in the survey. Once we have reviewed the findings of this survey, we will contact you with further information on what will be involved to check that you are still happy to participate).

1. Yes I am interested
2. No I am not interested

[If yes @ Adult Qual Recruitment]

Great thank you – we will be in touch with further information and details if you are selected.

Please provide your name and mobile number for someone in the team to reach you on:

[ENTER NAME] [ENTER MOBILE NUMBER]

If no @ at Adult Qual Recruitment – take to END SCREEN

## CLOSE

This is the end of the survey. Thank you so much for taking time to answer the questions and provide comments, we greatly appreciate it. If this survey has raised any topics of concern and you would like to seek further support, below are some organisations that can offer help and advice:

### **Keeping yourself safe online**

UK Council for Internet Safety, <https://www.gov.uk/government/organisations/uk-council-for-internet-safety>

Stop Online Abuse, <https://www.stoponlineabuse.org.uk/>

### **Support and advice**

Samaritans, <https://www.samaritans.org/>

Citizens Advice, <https://www.citizensadvice.org.uk/>

Mind, <https://www.mind.org.uk/information-support/helplines/>