



VSP Tracker Wave 4 Chart pack

Produced by YouGov

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Ofcom Foreword

Ofcom's responsibilities

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

In addition to supporting Ofcom's duties in relation to VSPs, our tracking of VSPs supports Ofcom's preparation for implementing the Online Safety Act which came into effect in October 2023, with Ofcom's role being to make sure online services, like sites and apps, meet their duties to protect their users. As part of these preparations, we are building a robust evidence base, bringing together internal and external data, collected using different methods, from a variety of different sources.

In this context, this programme of research further develops our understanding of users' experiences of using VSPs and safety measures and tools available on these VSPs. The findings should not be considered a reflection of any policy position that Ofcom may adopt within our role as the online safety regulator.

Background, Scope and Objectives

Understanding video-sharing platforms (VSPs)

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

This study focuses on the following VSPs: **YouTube, Instagram, TikTok, Facebook, Snapchat, Twitch, Vimeo, Fruitlab, BitChute** and **OnlyFans**. **It is important to note that only some of these currently fall within the scope of the VSP regime. For example, YouTube, Facebook and Instagram are currently not regulated as notified VSPs by Ofcom. In line with the Online Safety Act receiving Royal Assent, these platforms may fall within scope of the Online Safety regime.**

The VSPs included in the list above were the main focus of the questionnaire across the two waves being reported here, as they were assessed to be the most popular VSPs at the time. We also collected some data on **Recast, Xpanded.com, Fanzworld, PocketStars, Admire.me, Brand New Tube, Thomas Cook, Sponsor Hub, GatorJax, Lemon8, MintStars**. The scope of the research is broader than the measures and harms defined in the VSP Regime, but will still provide context to our understanding of users' experiences on online platforms. The research covers:

1. Usage of VSPs
2. Experience of potentially harmful content on VSPs, including likelihood to come across this content in the future and how protected users feel when using these sites/apps
3. Awareness and recall of safety measures, including reasons for lack of awareness amongst those who are not aware of these measures
4. Usage of safety measures such as reporting/flagging mechanisms
5. Attitudes towards responsibility and protective action on VSPs, including the implementation of safety measures and how long a VSP should take to resolve any breaches of its rules
6. Extent to which VSP users are aware of what is and is not allowed to be posted on various VSPs and where to find that information, as well as the consequences of someone posting something that was not allowed
7. Parental views on safety measures available on VSPs for their child

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

Methodology

Sample

- A total of 1,242 interviews were conducted in Wave 4; 1,376 for Wave 3. Sample was nationally representative of internet users aged **13-84**, with quotas set on gender, age, socio-economic group and region.
- An additional boost was applied to ensure minimum base size of 100 per VSP, sufficient for robust analysis.
- Boosts applied to the following VSPs in Wave 4: BitChute, Fruitlab, Recast, Xpanded.com, Fanzworld, PocketStars, AdmireMe, *Brand New Tube, Sponsor Hub, GatorJax, Lemon8 and MintStars.
- The list of VSPs has changed slightly since Wave 3**.
- Some VSPs were only shown to respondents aged 18+ only***

Data collection

- Online survey interviews conducted amongst YouGov's online research panel which comprises 2.5 million active participants across UK.
- Fieldwork for Wave 4 was conducted between 9th June – 20th June 2023. Wave 3 was conducted between 5th January – 25th January 2023.

Data reporting

- Data weighted to be representative of those who go online in the UK based on age, gender, region, social grade.
- Weighting for VSP usage based on the fallout from the nationally representative sample to get a nationally representative view of VSP users (plus boosts).
- Significance testing applied at the 95% confidence level to identify differences between subgroups in Wave 4. When data compared across Wave 3 & Wave 4, 99% sig testing is applied.

*Brand New Tube have recently changed their name to 'OneVSP' – this is not reflected throughout the chart pack as respondents answered based on the name 'Brand New Tube' during fieldwork in June 2023.

**Wave 3 included Freyja, but this was removed in Wave 4. New to this wave included: Lemon8 and MintStars.

***This included BitChute, OnlyFans, Brand New Tube, Xpanded.com, Fanzworld, PocketStars and AdmireMe for Wave 3 and 4. In Wave 3 Freyja and in Wave 4 MintStars was also shown to 18+ respondents.

Key findings

1

Just over a third (35%) of VSP users report that they have encountered potentially harmful content in the last three months.*

- TikTok users were most likely to report exposure to potentially harmful content (38%).
- Users of Fruitlab and TikTok were most likely to think they would come across potentially harmful content when using the platforms in the next 3 months (62% and 59% respectively).
- TikTok users are most likely to report feeling 'not protected' from harmful content (20%), whilst users of OnlyFans are most likely to report feeling 'very protected' (39%).

2

Users who claimed to have been exposed to potentially harmful content on a VSP in the past were more likely to recall (prompted list) seeing safety measures and tools (73%) compared to the sample overall (53%).

- Unprompted awareness of safety measures was also higher amongst those who claimed that they had been exposed to potentially harmful content (62%) compared to those that claimed they were not exposed (38%).
- Under half (45%) of VSP users claimed using flagging and reporting mechanisms, increasing to 61% amongst those claiming to have prior exposure to potentially harmful content.

3

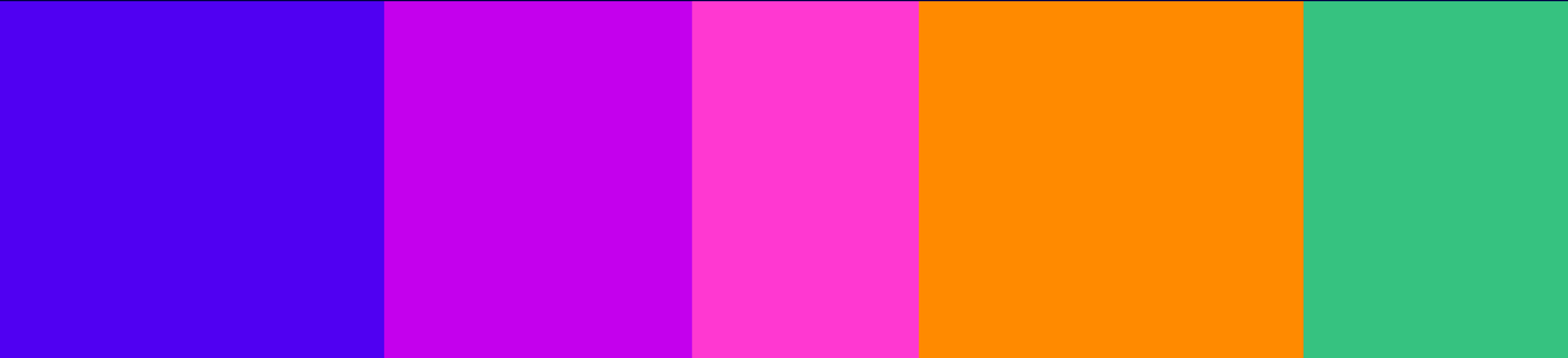
Websites/apps continue to be seen as more responsible than users themselves for protecting internet users from harmful content, though levels have decreased vs Wave 3 (41% vs 47%).

- Users of the largest VSPs are less likely to feel protected, but more likely to be aware of specific safety measures available (when prompted)
- Although parents believe there is a shared responsibility for sites/apps and themselves to protect their children from potentially harmful content, the majority agree that stricter rules and regulations are needed (68%). Over half (54%) of parents agree that flagging/reporting mechanisms should be made easier for children to use/ access.

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

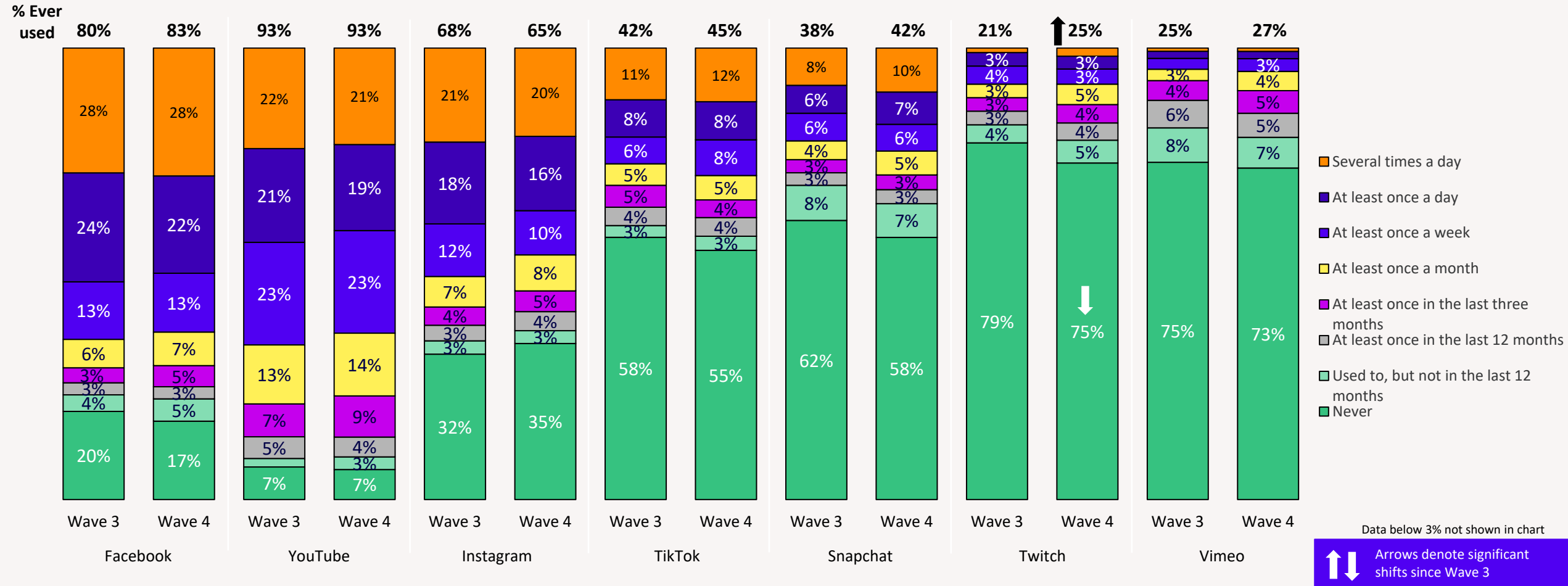
Section 1

Usage of VSPs



YouTube and Facebook remain the most used VSPs. Usage has remained relatively stable since last wave, with the exception of Twitch, which saw an increase in usage overall

Use of VSPs by frequency (Wave 3 vs Wave 4) – pt. 1



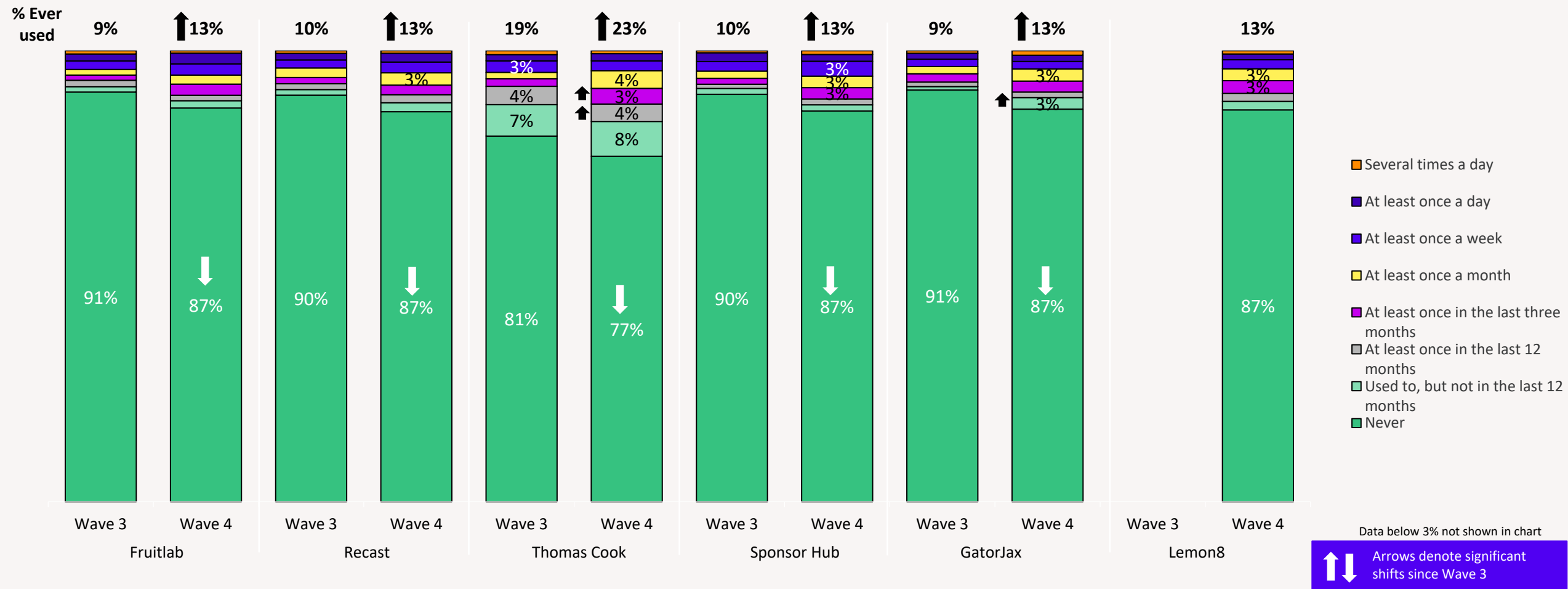
Source: VSP tracker Wave 3 & Wave 4

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

Base: All respondents: W3 n=1,376; W4 n=1,242

Usage overall across most of the VSPs listed below has increased compared to Wave 3, with the biggest increases amongst Fruitlab, Thomas Cook and GatorJax

Use of VSPs by frequency (Wave 3 vs Wave 4) – pt. 2



Source: VSP tracker Wave 3 & Wave 4

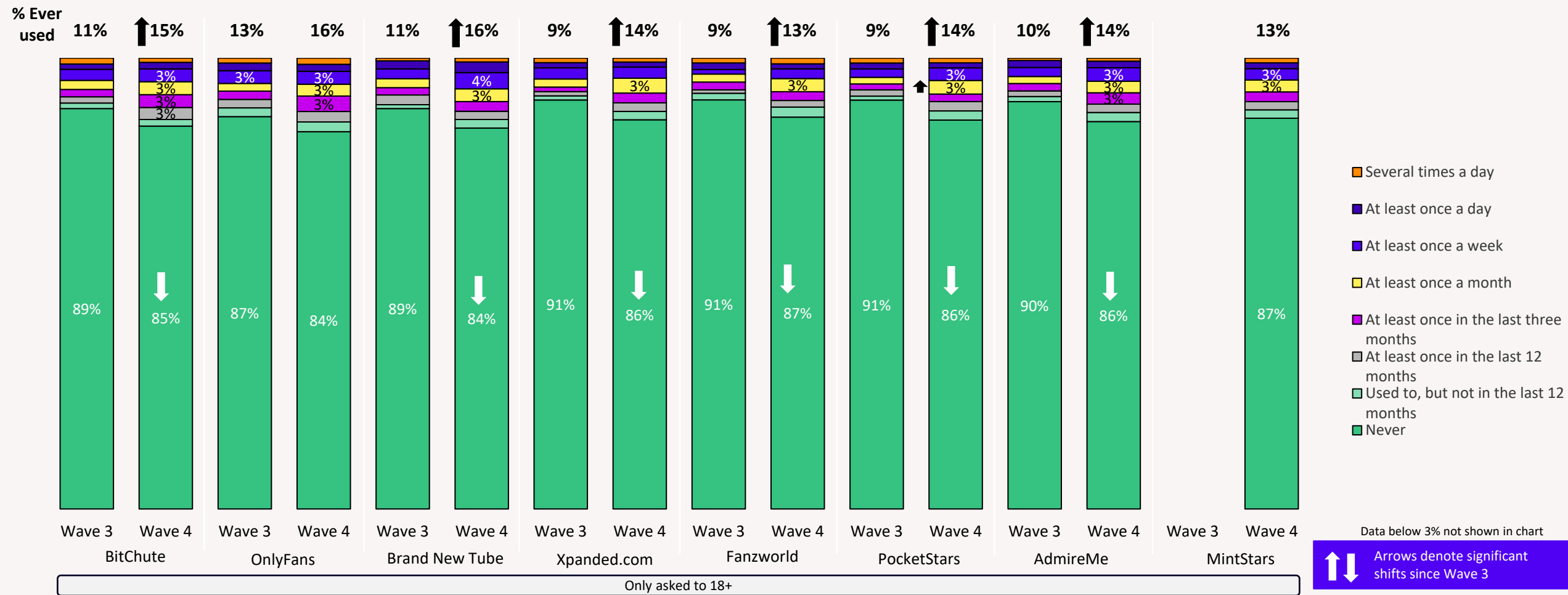
Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents: W3 n=1,376; W4 n=1,242

N.B. Lemon8 added to the survey in Wave 4

Usage of VSPs only shown to respondents aged 18+ has increased since Wave 3, with biggest increases seen across Brand New Tube, Xpanded.com and PocketStars

Use of VSPs by frequency (Wave 3 vs Wave 4) – pt. 3 – VSPs shown to respondents aged 18+



Source: VSP tracker Wave 3 & Wave 4

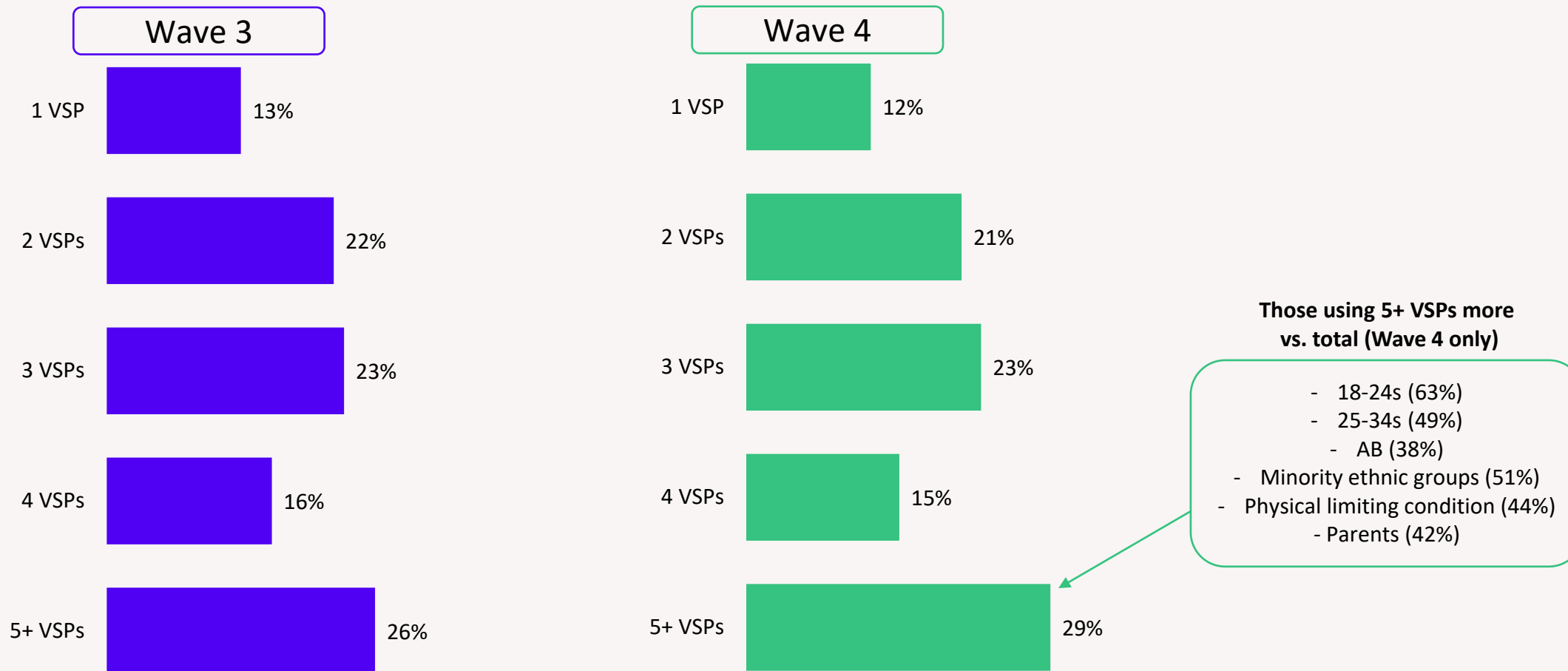
Q1. How frequently do you use or visit any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)? This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps using any device.

Base: All respondents aged 18+: W3 n=1,295; W4 n=1,170

N.B. MintStars added to survey in Wave 4

Number of VSPs used in last 3 months has remained stable since Wave 3. 18-34, minority ethnic groups, those from an AB social grade, those with physical limiting conditions, and parents are more likely to be using 5+ VSPs vs total

Number of VSPs used in the last 3 months



No significant shifts since Wave 3

*low base size under <100

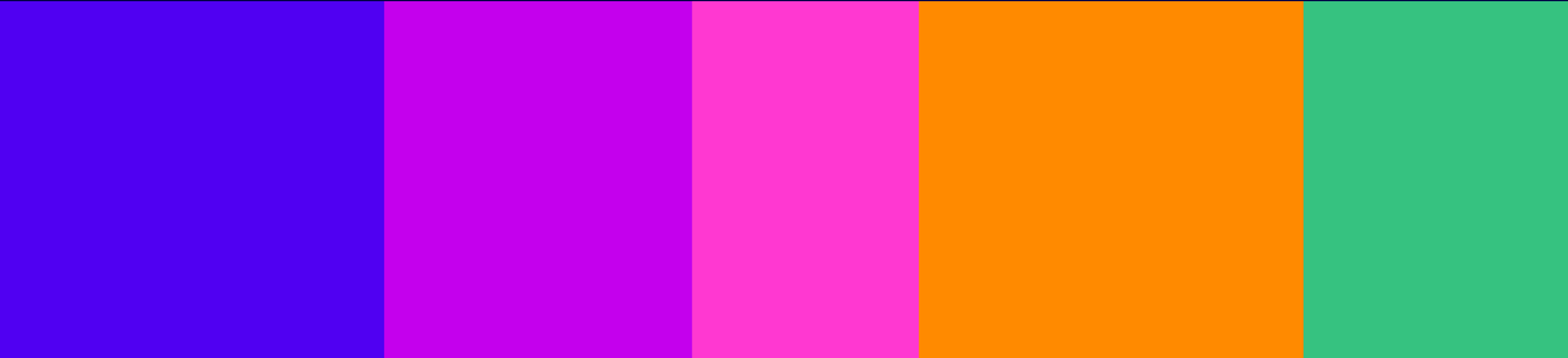
Source: VSP tracker Wave 3 & Wave 4

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

Base: All respondents who used sites/ apps in the past 3 months: W3 n=1,322, W4 n= 1,189. 18-24s n=149, 25-34s n=222, AB n=380, Minority ethnic groups n=155, Physical conditions n=286, Parents n=390

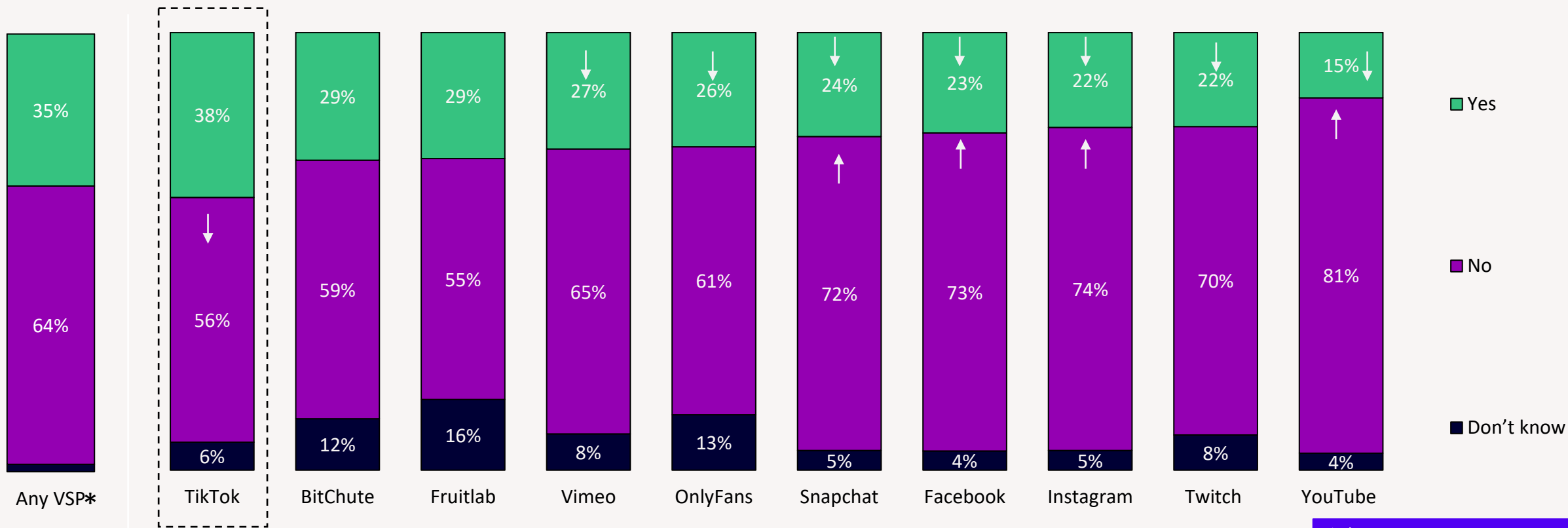
Section 2

Experience of potentially harmful content on VSPs



In the last 3 months, just over a third of VSP users say they have come across potentially harmful content; TikTok users are most likely to claim this

Exposure to potentially harmful content



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

↑ ↓ Significantly higher than Any VSP at 95% confidence

No significant shifts since Wave 3

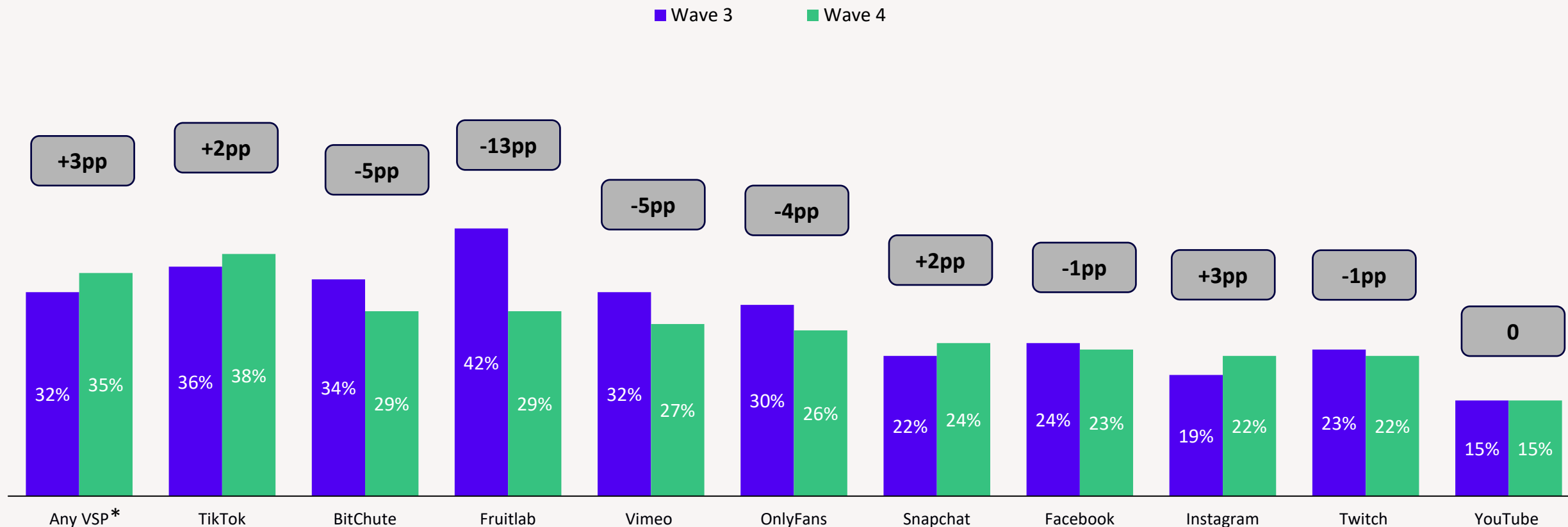
Source: VSP tracker Wave 4

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

Base: All who used sites/app in the past 3 months W3 n=1,321, W4 n=1,188; YouTube W3 n=1,186, W4 n= 1,070; Instagram W3 n=850, W4 n= 725; TikTok: W3 n=487, W4 n= 465; Facebook: W3 n=1,022, W4 n= 933; Snapchat: W3 n=385, W4 n= 388; Twitch: W3 n=188, W4 n= 205; BitChute: W3 n=111, W4 n= 128; OnlyFans: W3 n=119, W4 n= 138; Vimeo: W3 n=160, W4 n= 179; Fruitlab: W3 n=90, W4 n= 123

Claimed exposure to potentially harmful content has remained relatively stable, with no significant shifts seen vs. wave 3.

Exposure to potentially harmful content: (Wave 3 vs Wave 4) – Respondents saying ‘yes’



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

pp = percentage point(s)

No significant shifts since Wave 3

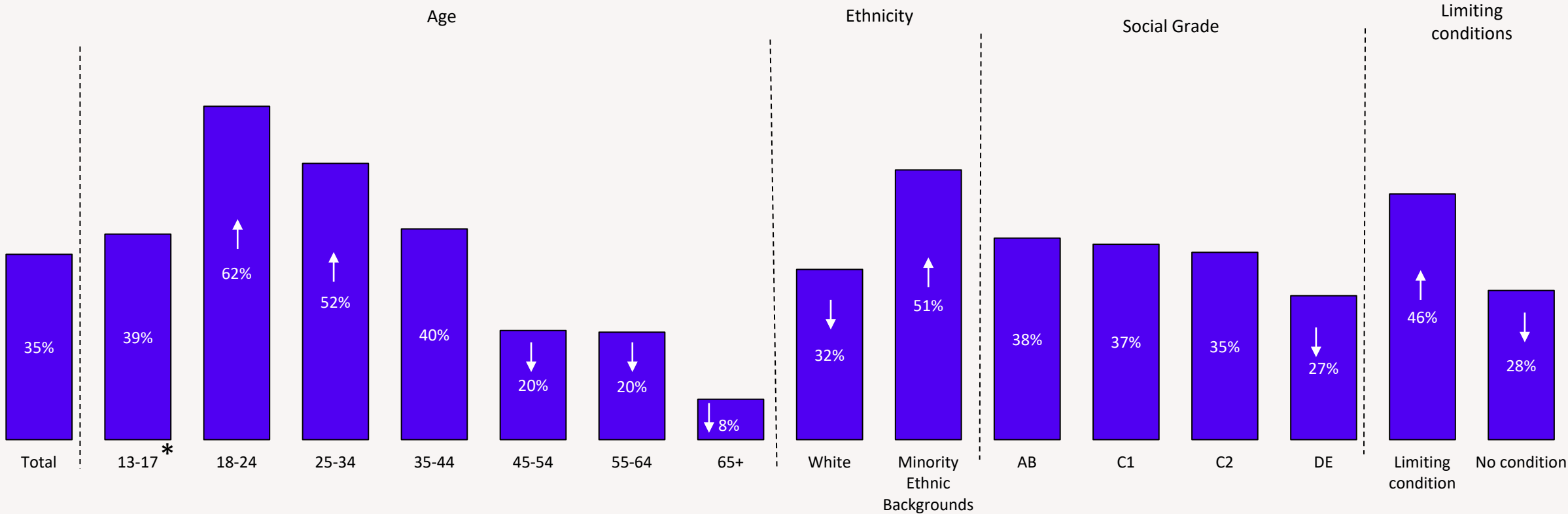
Source: VSP tracker Wave 3 & Wave 4

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

Base: All who used sites/app in the past 3 months W3 n=1,321, W4 n=1,188; YouTube W3 n=1,186, W4 n=1,070; Instagram W3 n=850, W4 n=725; TikTok: W3 n=487, W4 n=465; Facebook: W3 n=1,022, W4 n=933; Snapchat: W3 n=385, W4 n=388; Twitch: W3 n=188, W4 n=205; BitChute: W3 n=111, W4 n=128; OnlyFans: W3 n=119, W4 n=138; Vimeo: W3 n=160, W4 n=179; Fruitlab: W3 n=90, W4 n=123

Users aged 18-34, minority ethnic individuals, and those with limiting conditions are more likely to have encountered potentially harmful content on VSPs vs. average

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



↑ ↓ Significantly higher than total at 95% confidence

No significant shifts since Wave 3

*low base size under <100

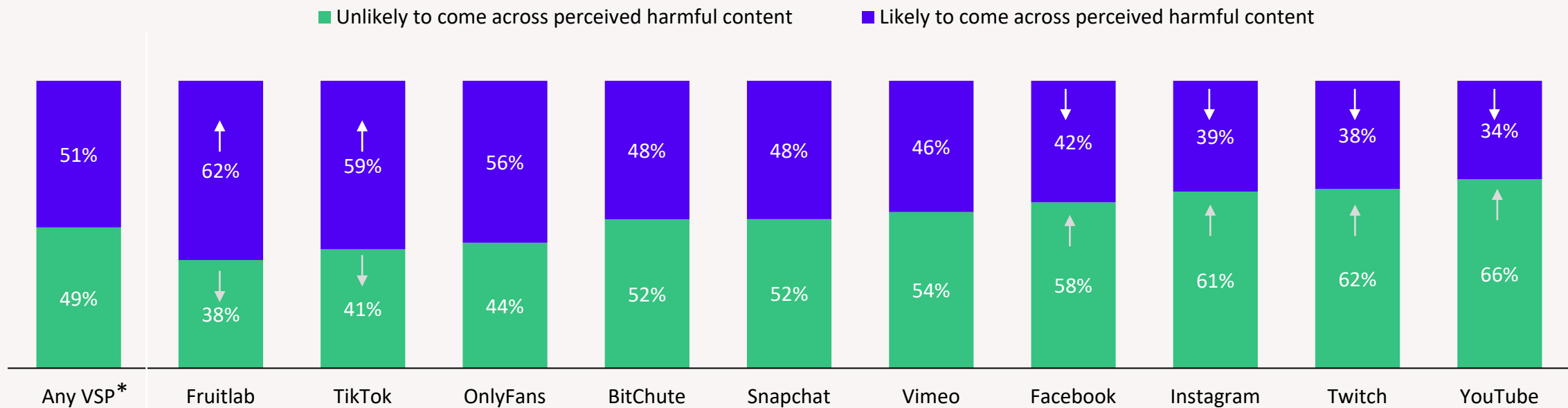
Source: VSP tracker Wave 4

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

Base: All who claimed had experienced harms on VSP in last 3 months: W3 n=1,321, Q4 n=1188; W3 13-17 n=81, W4 13-17 n=71; W3 18-24 n=150, W4 18-24 n=149; W3 25-34 n=260, W4 25-34 n=222; W3 35-44 n=240, W4 35-44 n=224; W3 45-54 n=246, W4 45-54 n=220; W3 55-64 n=170, W4 55-64 n=140; W3 65+ n=174, W4 65+ n=162; W3 White n=1138, W4 White n=979; W3 Minority Ethnic Background n=131, W4 Minority Ethnic Background n=155; W3 AB n=445, W4 AB n=379; W3 C1 n=353, W4 C1 n=342; W3 C2 n=245, W3 C2 n=220; W3 DE n=278, W4 DE n=247; W3 Have a limiting condition n=499, W4 Have a limiting condition n=426; W3 No condition n=738, W4 No condition n=685

Fruitlab users are the most likely to think they'll come across potentially harmful content on the platform in the future, followed closely by those on TikTok

Likelihood to encounter potentially harmful content in the next 3 months



↑ ↓ Significantly higher than any VSP at 95% confidence

No significant shifts since Wave 3

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

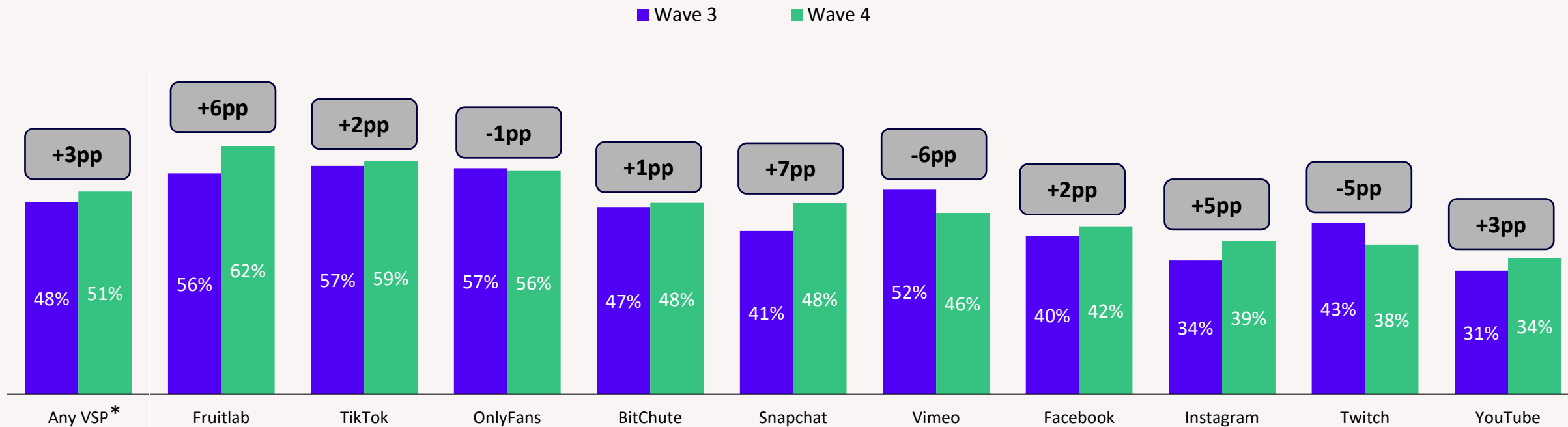
Source: VSP tracker Wave 4

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

Base: All who used sites/app the past 3 months: W3 n=1,321, W4 n=1,188; YouTube: W3 n=1,186, W4 n=1,070; Instagram: W3 n=850, W4 n=725; TikTok: W3 n=487, W4 n=465; Facebook: W3 n=1,022, W4 n=933; Snapchat: W3 n=385, W4 n=388; Twitch: W3 n=188, W4 n=205; BitChute: W3 n=111, W4 n=128; OnlyFans: W3 n=119, W4 n=138; Vimeo: W3 n=160, W4 n=179; Fruitlab: W3 n=90, W4 n=123

There were no significant differences between waves on future likelihood to encounter potentially harmful content across platforms

Likelihood to encounter potentially harmful content in the next 3 months (Wave 3 vs Wave 4): NET: Likely



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

pp = percentage point(s)

No significant shifts since Wave 3

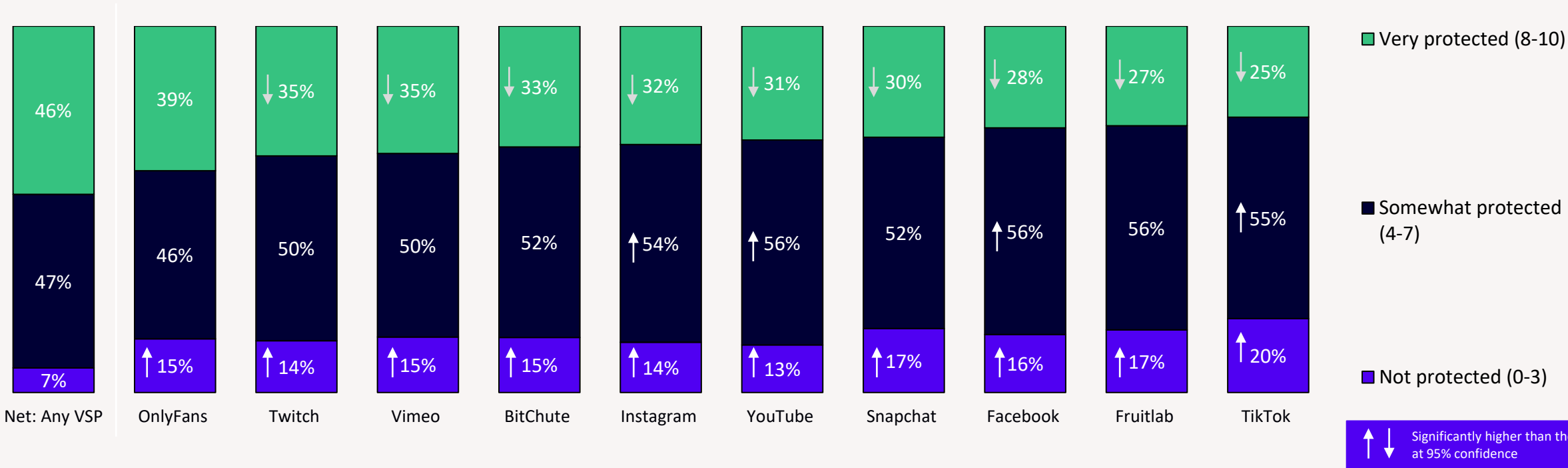
Source: VSP tracker Wave 3 & Wave 4

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

Base: All who used sites/app the past 3 months W3 n=1,321, W4 n=1,188; YouTube: W3 n=1,186, W4 n=1,070; Instagram: W3 n=850, W4 n=725; TikTok: W3 n=487, W4 n=465; Facebook: W3 n=1,022, W4 n=933; Snapchat: W3 n=385, W4 n=388; Twitch: W3 n=188, W4 n=205; BitChute: W3 n=111, W4 n=128; OnlyFans: W3 n=119, W4 n=138; Vimeo: W3 n=160, W4 n=179; Fruitlab: W3 n=90, W4 n=123

Comparatively, users of TikTok, Snapchat and Fruitlab are more likely to feel that they are “not protected” from potentially harmful content

How protected users feel by VSPs



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

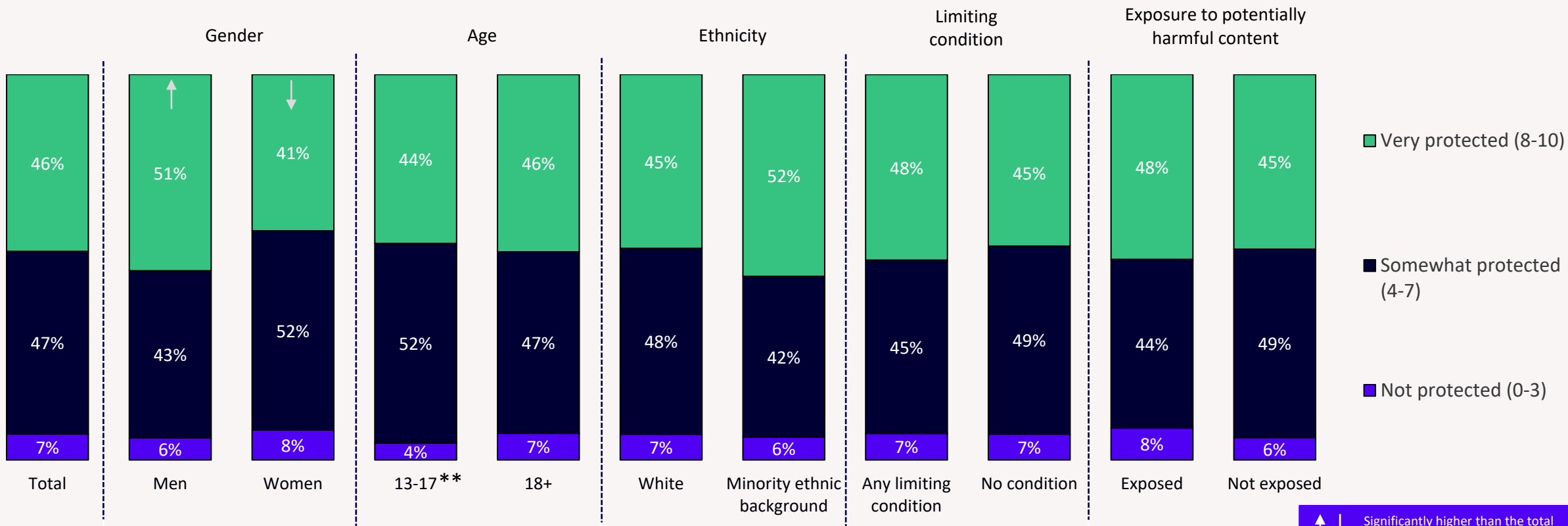
Source: VSP tracker Wave 4

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

Base: All who used sites/app the past 3 months W3 n=1,321, W4 n =1,188; YouTube: W3 n=1186, W4 n =1,070; Instagram: W3 n=850, W4 n =725; TikTok: W3 n=487, W4 n =465; Facebook: W3 n=1,022, W4 n =933; Snapchat: W3 n=385, W4 n =388; Twitch: W3 n=188, W4 n =205; BitChute: W3 n=111, W4 n =128; OnlyFans: W3 n=119, W4 n =138; Vimeo: W3 n=160, W4 n =179; Fruitlab: W3 n=90, W4 n =123

Women are significantly less likely than men to feel 'very protected' from violent, abusive or inappropriate videos when using VSPs

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



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

**low base size under <100

↑ ↓ Significantly higher than the total at 95% confidence

No significant shifts since Wave 3

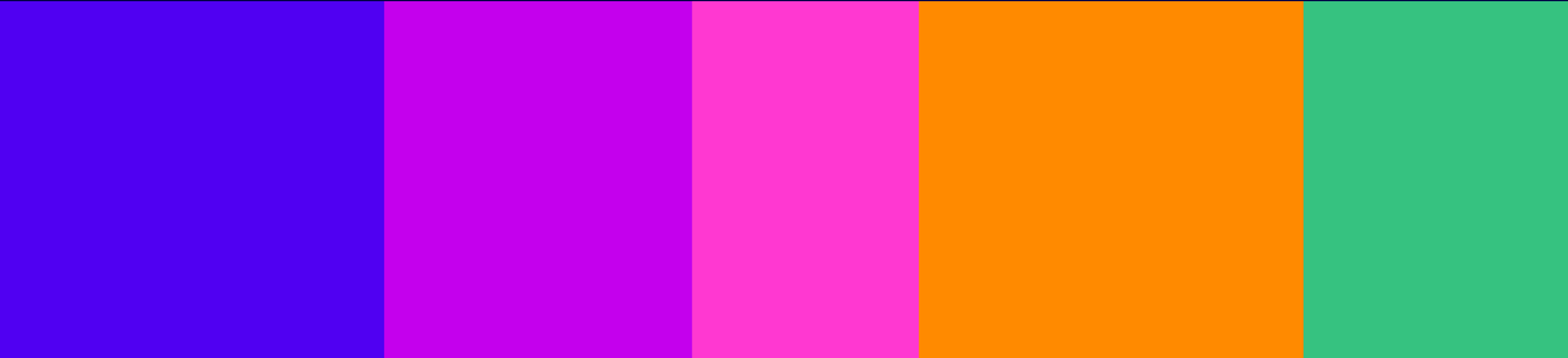
Source: VSP tracker Wave 4

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

Base: All who used sites/app the past 3 months W3 n=1,321, W4 n=1,188; W3 Men n=658, W4 Men n=601; W3 Women n=659, W4 Women n=587; W3 13-17 n=81, W4 13-17 n=71; W3 18+ n=1,240, W4 18+ n=1,117; W3 White n=1138, W4 White n=979; W3 Minority Ethnic Background n=131, W4 Minority Ethnic Background n=155; W3 Have a limiting condition n=499, W4 Have a limiting condition n=426; W3 No condition n=738, W4 No condition n=685; W3 Exposed n=422, W4 Exposed n=409; W3 Not exposed n=882, W4 Not exposed n=759

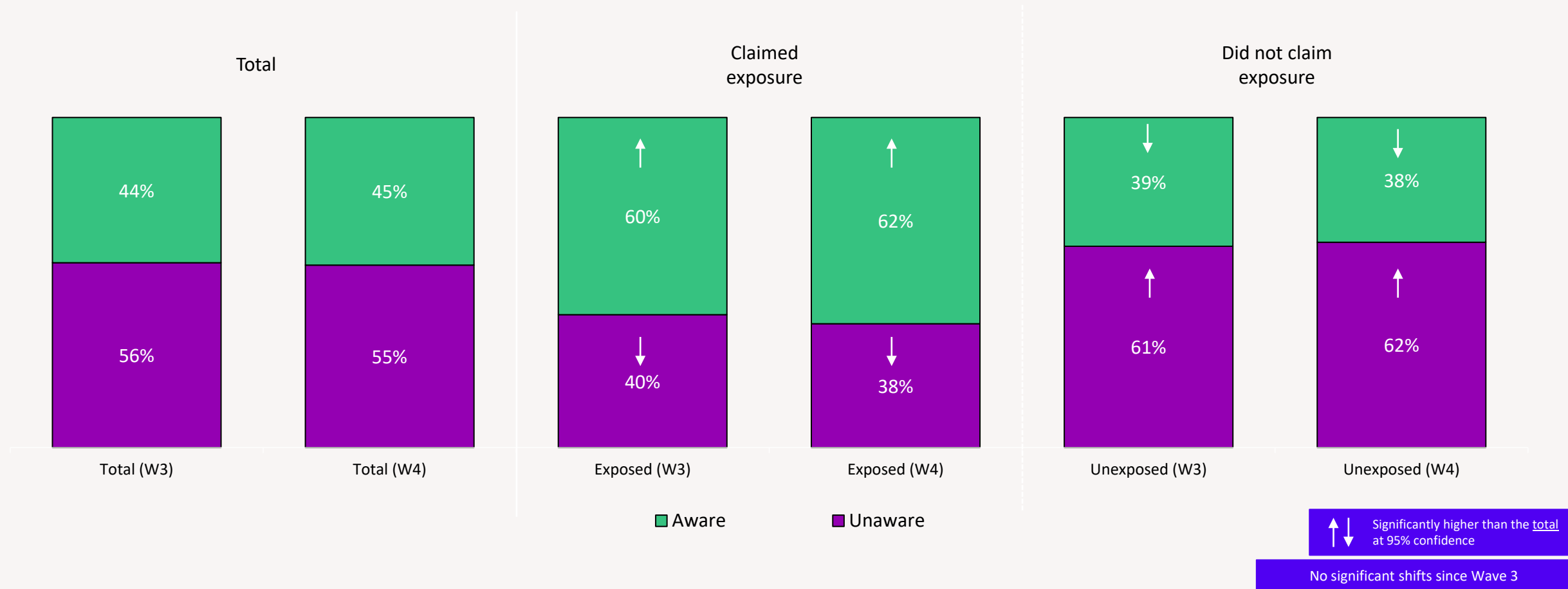
Section 3

Awareness and recall of safety measures



Awareness of safety measures on VSPs remains higher amongst those claiming to have been exposed to potentially harmful content in the past

General awareness of safety measures (unprompted) by exposed vs unexposed users: (Wave 3 vs Wave 4)



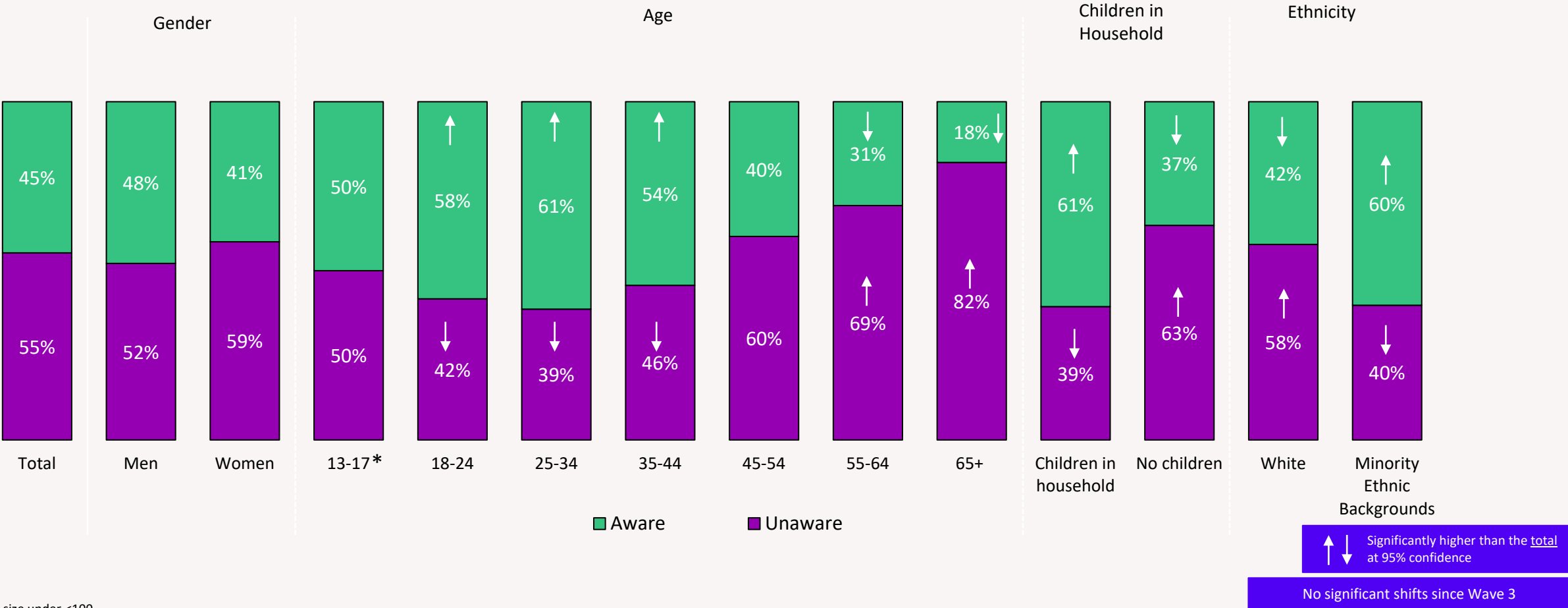
Source: VSP tracker Wave 3 & Wave 4

Q6. How much, if at all, are you aware of rules or safety measures put in place by the sites or apps we've been talking about to protect users from offensive, violent or inappropriate videos or behaviour?

Base: All respondents W3 n=1,376, W4 n=1,242; Claimed previous exposure W3 n=422, W4 n=409; Claimed no exposure W3 n=882, W4 n=759

Under half of users are aware of safety measures on VSPs, increasing to 6 in 10 amongst 25-34s, respondents with children in the household, and minority ethnic groups

Awareness of safety measures (unprompted) by users of specific VSPs – by demographics



*low base size under <100

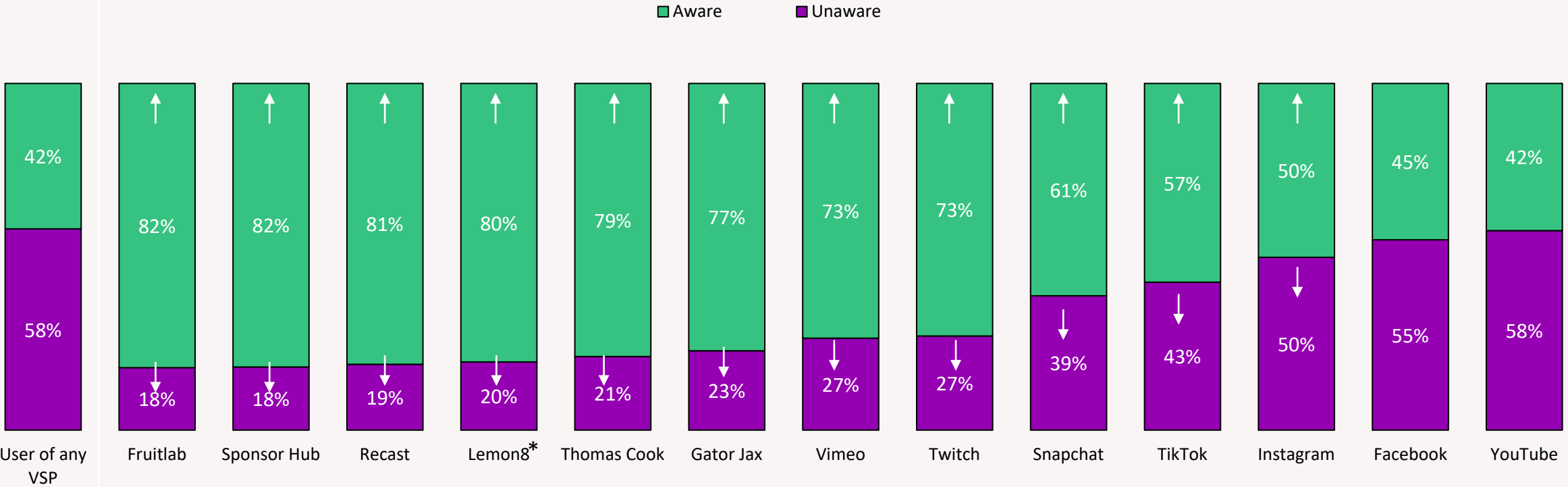
Source: VSP tracker Wave 4

Q6. How much, if at all, are you aware of rules or safety measures put in place by the sites or apps we've been talking about to protect users from violent, abusive or inappropriate videos?

Base: All respondents W3 n=1,376, W4 n=1,242; Male W3 n=685, W4 n=626, Female W3 n=687, W4 n=616; 13-17 W3=81, W4 n=72; 18-24 W3 n=154, W4 n=151; 25-34 W3 n=262, W4 n=222; 35-44 W3 n=245, W4 n=226; 45-54 W3 n=251, W4 n=226; 55-64 W3 n=177, W4 n=151; 65+ W3 n=206, W4 n=194; Children in household W3 n=379, W4 n=392; No children W3 n=891, W4 n=749; White W3 n=1,185, W4 n=1,027; Minority Ethnic Groups W3 n=134, W4 n=157

Over half of Facebook and YouTube users claim to be unaware safety measures on these platforms

Awareness of safety measures (unprompted) by users of specific VSPs



↑ ↓ Significantly higher / lower than any VSP at 95% confidence

No significant shifts since Wave 3

*Lemon8 was added to the survey in Wave 4, therefore is not sig tested against Wave 3

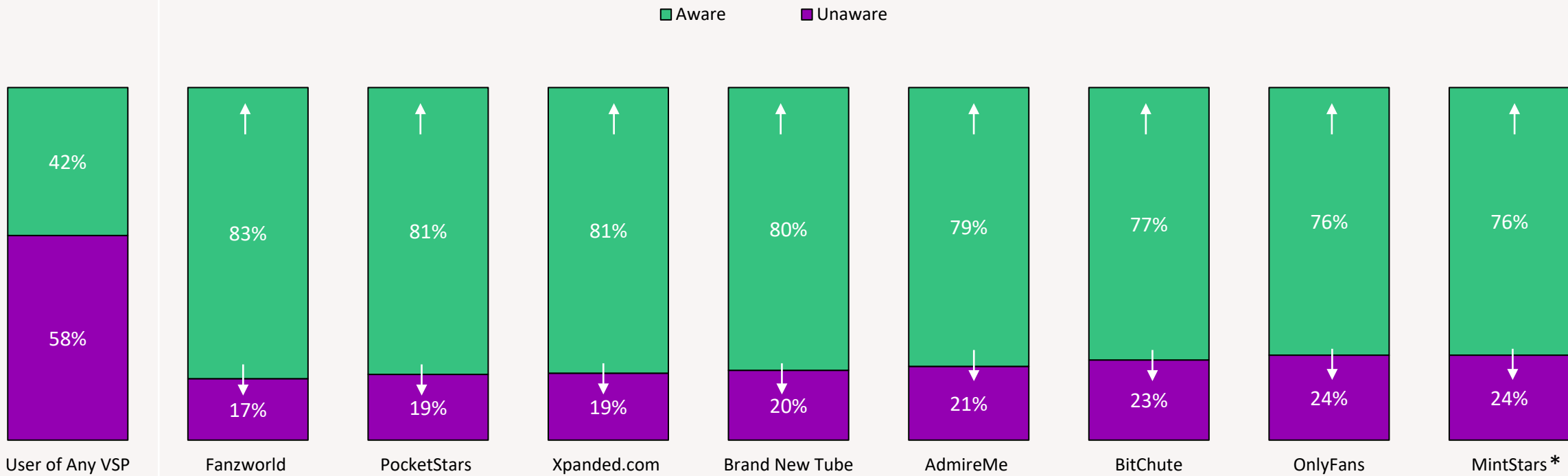
Source: VSP tracker Wave 4

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos? N.B. Question is asked about VSPs used in the last 3 months collectively, not individually.

Base: All who used sites/app the past 3 months W3 n=1,322, W4 n=1,189; YouTube W3 n=1,186, W4 n=1,070; Instagram W3 n=850, W4 n=725; TikTok: W3 n=487, W4 n=465; Facebook: W3 n=1,022, W4 n=933; Snapchat: W3 n=385, W4 n=388; Twitch: W3 n=188, W4 n=205; Vimeo: W3 n=160, W4 n=179; Fruitlab: W3 n=90, W4 n=123; Recast: W3 n=100, W4 n=122; Thomas Cook W3 n=109, W4 n=147; Sponsor Hub W3 n=102, W4 n=133; GatorJax W3 n=95, W4 n=113; Lemon8 W4 n=118

Awareness of safety measures is generally higher for VSPs shown to respondents aged 18+.

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



↑ ↓ Significantly higher / lower than any VSP at 95% confidence

No significant shifts since Wave 3

*MintStars was added to the survey in Wave 4, therefore is not sig tested against Wave 3

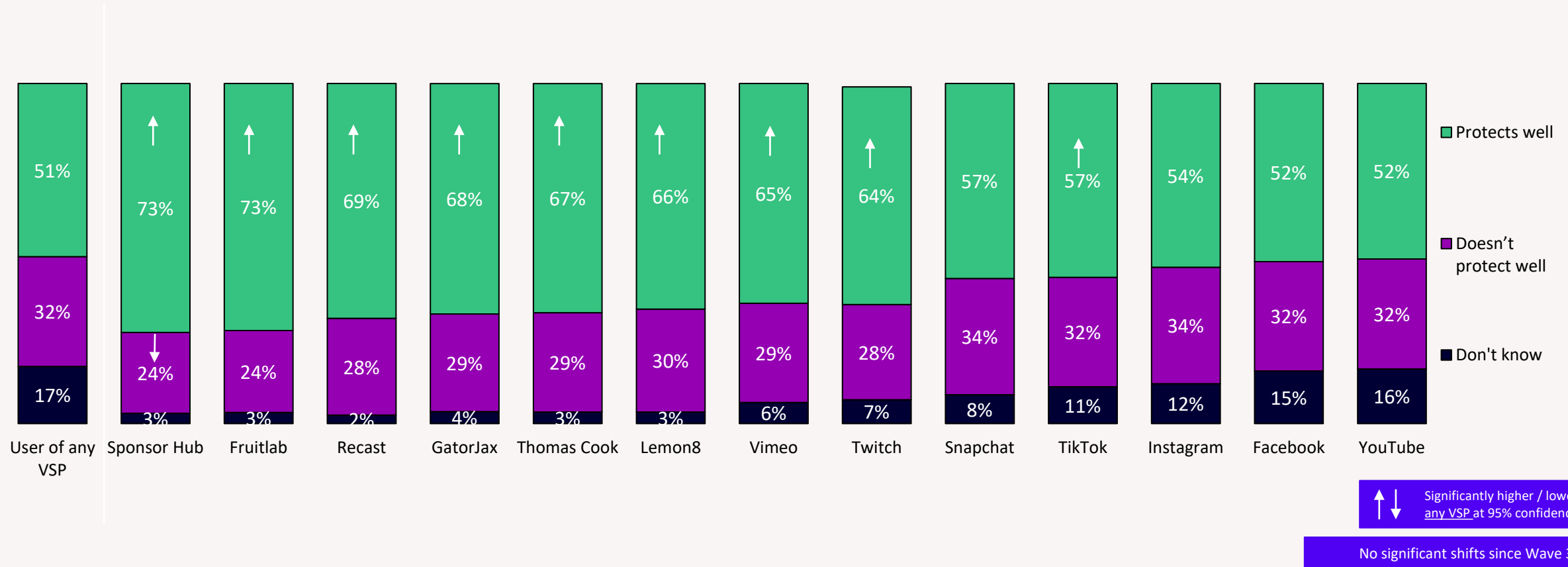
Source: VSP tracker Wave 4

Q6b. Thinking about the websites you have used in the last 3 months, how much, if at all, are you aware of rules or safety measures put in place on them to protect users from violent, abusive or inappropriate videos? N.B. Question is asked about VSPs used in the last 3 months collectively, not individually.

Base: All who used sites/app the past 3 months W3 n=1,322, W4 n=1,189; BitChute: W3 n=111, W4 n=128; OnlyFans: W3 n=119, W4 n=138; Brand New Tube W3 n=106, W4 n=138; Xpanded.com W3 n=96, W4 n=116; Fanzworld W3 n=91, W4 n=110, PocketStars W3 n=91, W4 n=113; Admire.Me W3 n=94, W4 n=120; MintStars W4 n= 113

Only half of users of popular VSPs like Facebook, YouTube and Instagram feel protected from harmful content on these platforms

How well sites protect users from harmful content by users of specific VSPs



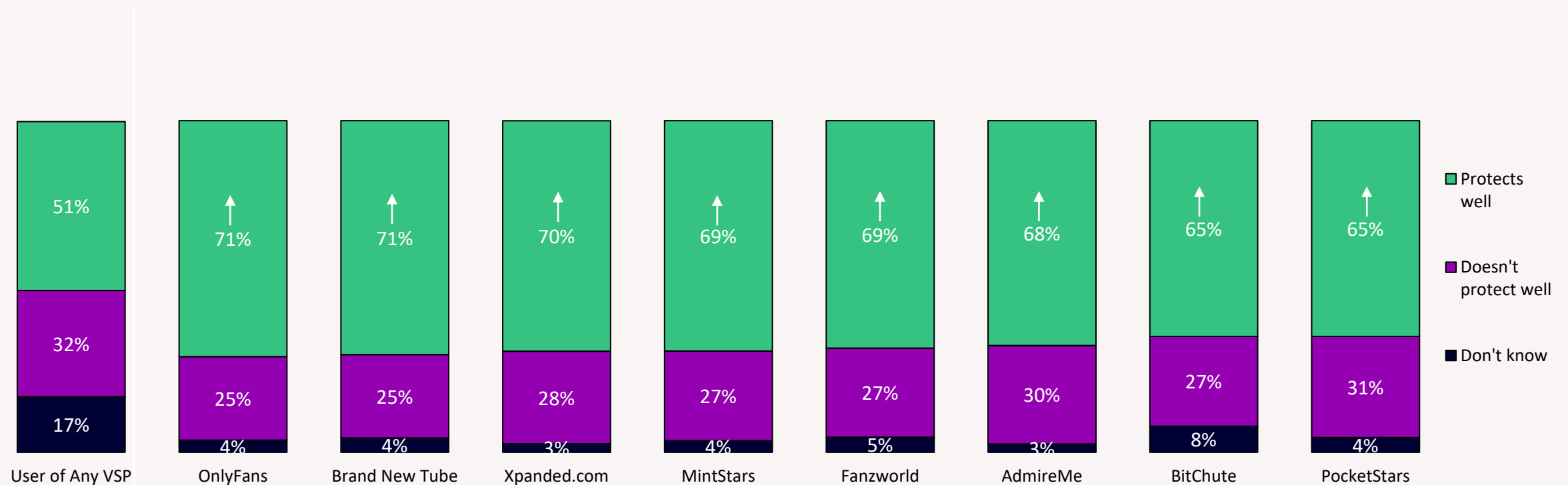
Source: VSP tracker Wave 4

Q6c. And based on your experience in the last 3 months, how well do you feel these sites protect users from violent, abusive or inappropriate videos using these rules or safety measures? N.B. Question is asked about VSPs used in the last 3 months collectively, not individually.

Base: All who used sites/app the past 3 months W3 n=1,322, W4 n=1,189; YouTube W3 n=1,186, W4 n=1,070; Instagram W3 n=850, W4 n=725; TikTok: W3 n=487, W4 n=465; Facebook: W3 n=1,022, W4 n=933; Snapchat: W3 n=385, W4 n=388; Twitch: W3 n=188, W4 n=205; Vimeo: W3 n=160, W4 n=179; Fruitlab: W3 n=90, W4 n=123; Recast: W3 n=100, W4 n=122; Thomas Cook W3 n=109, W4 n=147; Sponsor Hub W3 n=102, W4 n=133; GatorJax W3 n=95, W4 n=113; Lemon8 W4 n=118

Around 7 in 10 users of VSPs shown to respondents aged 18+ feel well protected from harmful content on these sites/apps

How well sites protect users from harmful content by users of specific VSPs – VSPs shown to respondents aged 18+



↑ ↓ Significantly higher / lower than any VSP at 95% confidence

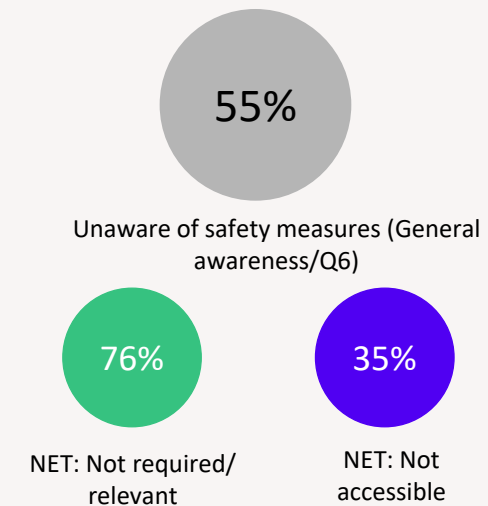
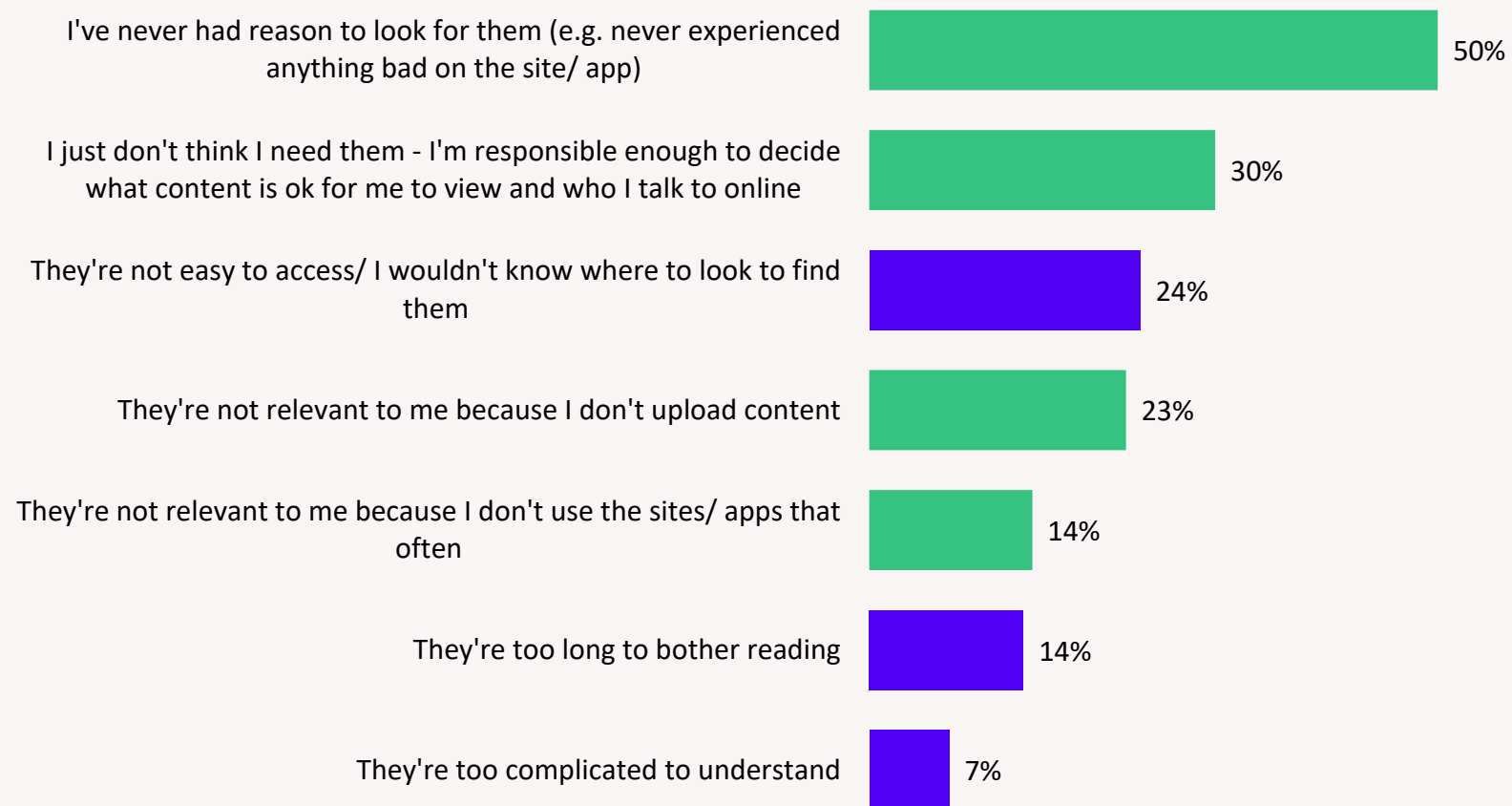
Source: VSP tracker Wave 4

Q6c. And based on your experience in the last 3 months, how well do you feel these sites protect users from violent, abusive or inappropriate videos using these rules or safety measures? N.B. Question is asked about VSPs used in the last 3 months collectively, not individually.

Base: All who used sites/app the past 3 months W3 n=1,322, W4 n=1,189; BitChute: W3 n=111, W4 n=128; OnlyFans: W3 n=119, W4 n=138; Brand New Tube W3 n=106, W4 n=138; Xpanded.com W3 n=96, W4 n=116; Fanzworld W3 n=91, W4 n=110, PocketStars W3 n=91, W4 n=113; Admire.Me W3 n=94, W4 n=120; MintStars W4 n= 113

Among those unaware of safety measures, half stated it was because they had never needed to look for them. A third felt they were not accessible

Reasons for lack of safety measure awareness:



No significant shifts since Wave 3

Source: VSP tracker Wave 4

Q6. How much, if at all, are you aware of rules or safety measures put in place by the sites or apps we've been talking about to protect users from offensive, violent or inappropriate videos or behaviour?

Base: All respondents W3 n=1,376, W4 n=1,242

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

Base: All who are not aware of rules or safety measures put in place by the sites or apps: Total W3 n=770, Total W4 n=687

Reporting buttons and systems are the first unprompted top-of-mind safety measure, with age verification / restrictions the next most recalled safety tool

Awareness of safety measures: open answers (unprompted)

Top 3 responses

1. Reporting buttons/ function/ system

"They have a reporting system for any inappropriate videos"

12%

2. Age verification/ restrictions/ 18+

"Check on your age and insisting you log in which includes DOB info to view certain content"

11%

3. Community guidelines/ standards/ not being able to post anything that does not meet community guidelines/ standards/ terms and conditions/ terms of service

"Not allowed to upload content that's deemed against their rules"

7% ↑



Arrows denote significant shifts since Wave 3

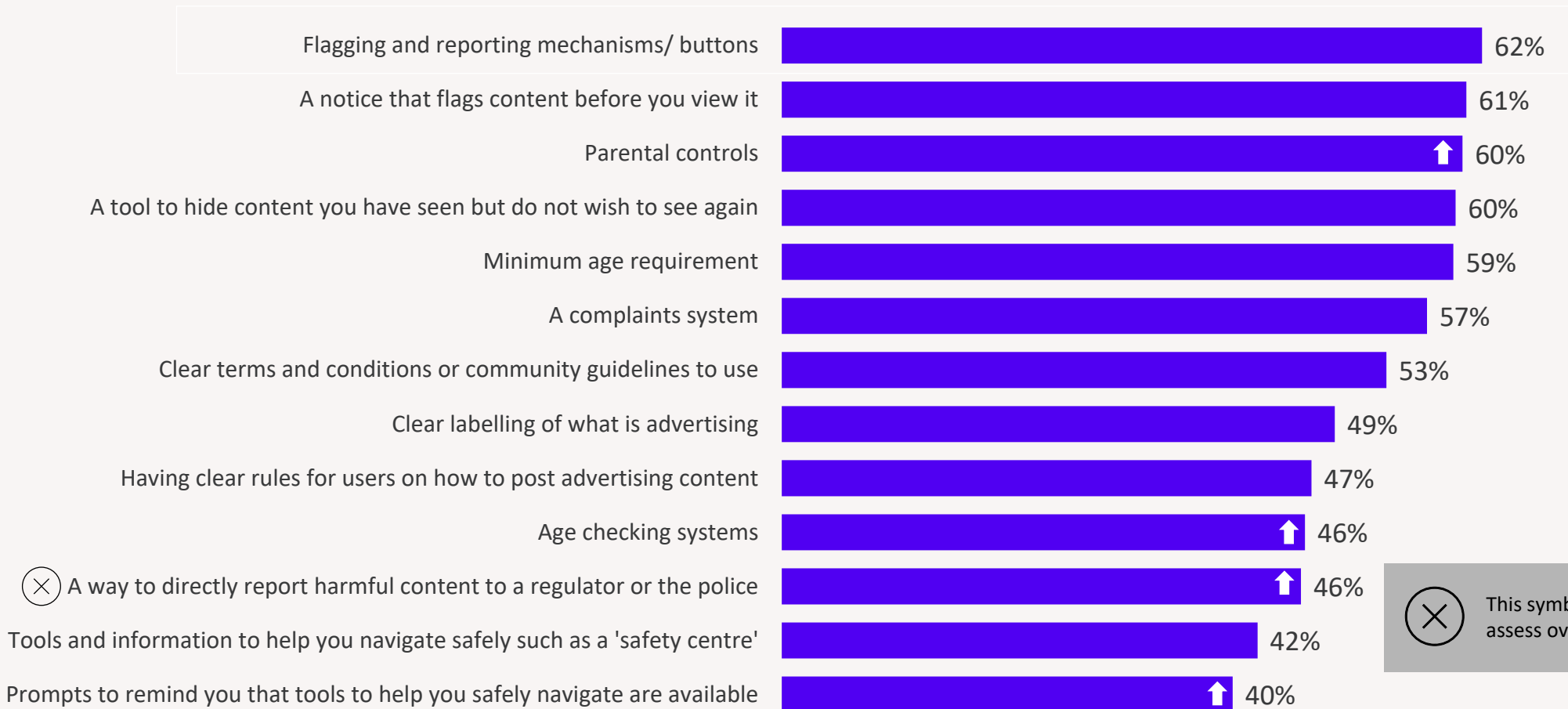
Source: VSP tracker Wave 4

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

Base: All respondents aware of safety measures on sites/apps W3= 606, W4 n=555

Almost 9 in 10 VSP users believe there to be at least one safety measure in place. Overall, there has been a rise in awareness of parental controls, age checking systems and prompts to remind you how to safely navigate the site/app

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



88%

Believe there is at least one measure

12%

Do not believe any of these safety measures are in place



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



Arrows denote significant shifts since Wave 3

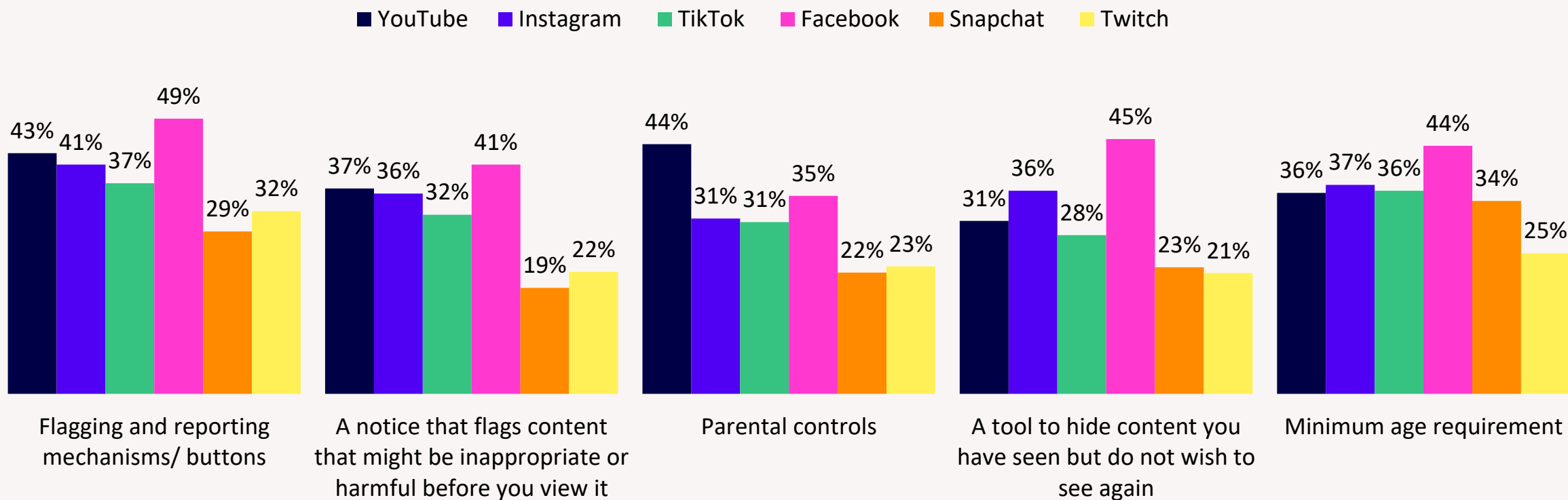
Source: VSP tracker Wave 4

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

Base: All who have used at least one of the listed sites/app in the past 3 months: W3 n=1,322, W4 n=1,189

Overall, there are no significant changes wave on wave in awareness of rules or safety measures amongst the 6 VSPs below. YouTube more associated with parental controls while Facebook scores comparatively well across all measures

Safety measures (prompted) users perceive to be in place : pt.1 (top 5)



No significant shifts since Wave 3

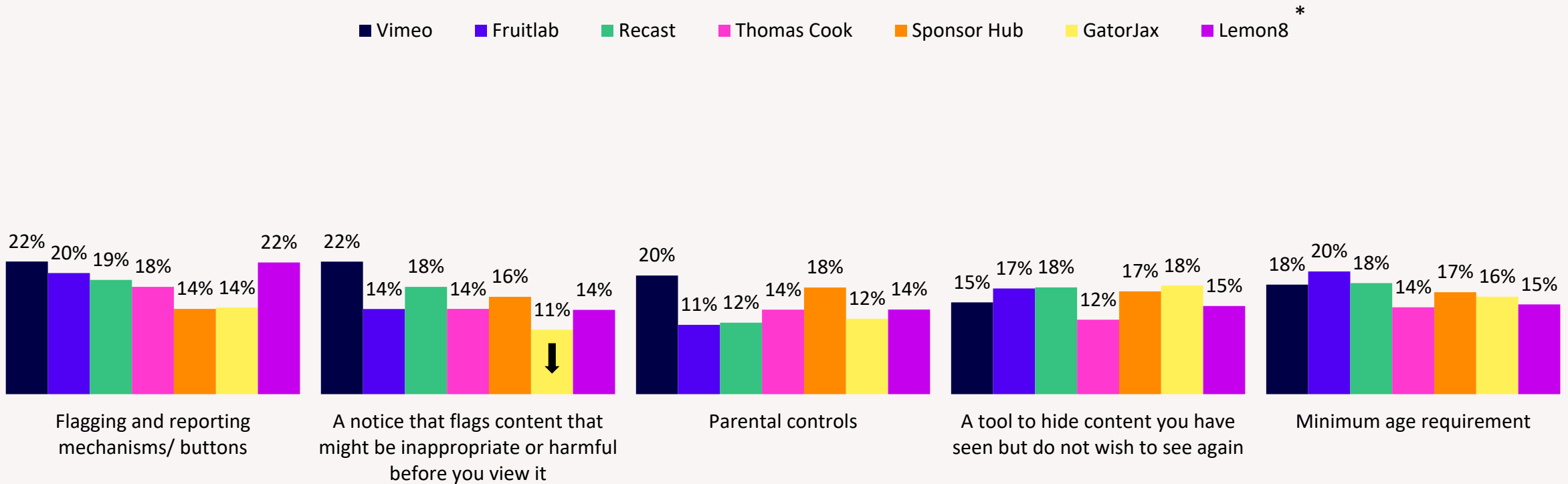
Source: VSP tracker Wave 4

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

Base: All who have used at least one of the listed sites/app in the past 3 months: W3 YouTube: n=1,186, W4 YouTube: n=1,070; W3 Instagram: n=850, W4 Instagram: n=725; W3 TikTok: n=487, W4 TikTok: n=465; W3 Facebook: n=1,022, W4 Facebook: n=933; W3 Snapchat: n=385, W4 Snapchat: n=388; W3 Twitch: n=188, W4 Twitch: n=205

Overall, there are no significant changes since Wave 3 except for GatorJax having a significant decrease in those who think there is a notice that flags content that might be harmful before you view it

Safety measures (prompted) users perceive to be in place : pt.2 (top 5)



Arrows denote significant shifts since Wave 3

*Lemon8 was added to the survey in Wave 4, therefore is not sig tested against Wave 3

Source: VSP tracker Wave 4

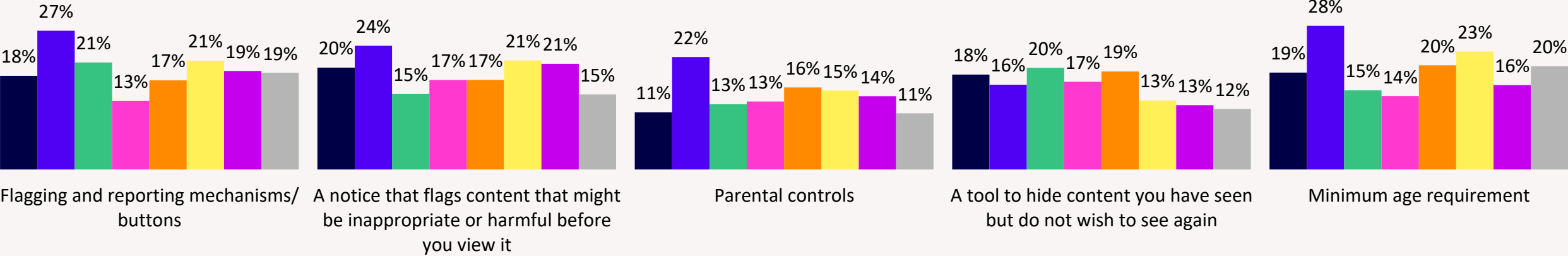
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All who have used at least one of the listed sites/app in the past 3 months W3 n=1,376, W4 n=1,189; Vimeo: W3 n=160, W4 n=179; Fruitlab : W3 n=90, W4 n=123; Recast : W3 n=100, W4 n=122; Thomas Cook : W3 n=109, W4 n=147; Sponsor Hub : W3 n=102, W4 n=133 ; GatorJax: W3 n=95, W4 n=113 ; Lemon8 : W4 n=118

There are no significant changes wave on wave, with OnlyFans users generally more aware of safety measures tested

Safety measures (prompted) users perceive to be in place : pt.3 (top 5) – VSPs shown to respondents aged 18+

■ BitChute ■ OnlyFans ■ Brand New Tube ■ MintStars* ■ Xpanded.com ■ Fanzworld ■ PocketStars ■ Admire.Me



No significant shifts since Wave 3

*MintStars was added to the survey in Wave 4, therefore is not sig tested against Wave 3

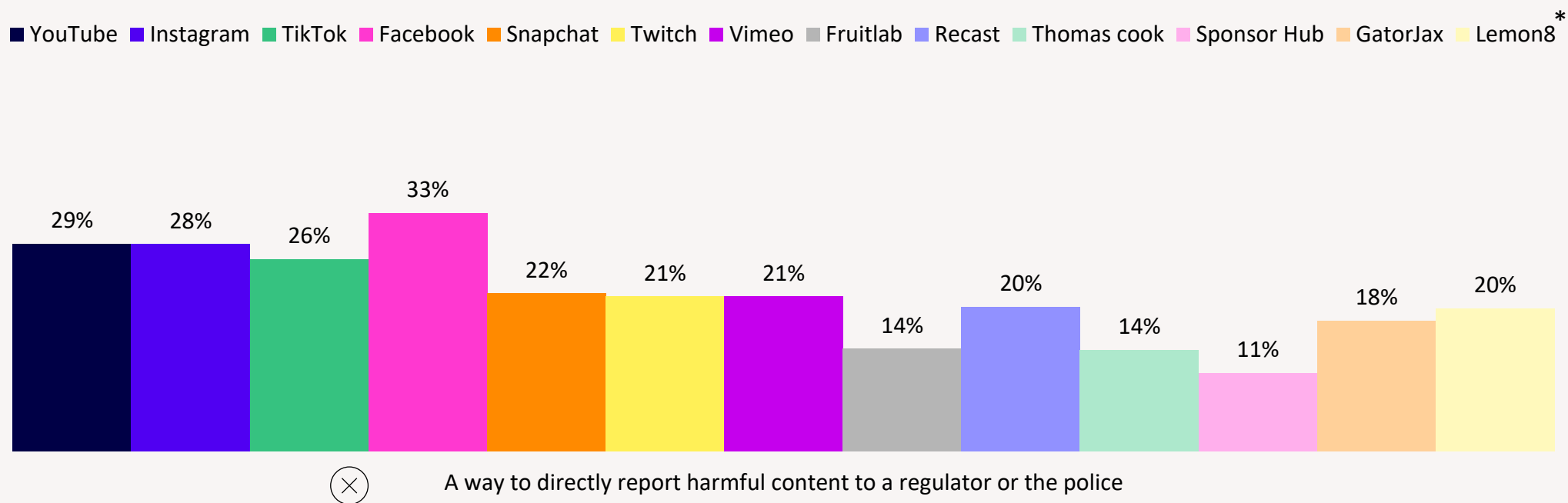
Source: VSP tracker Wave 4

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

Base: All who have used at least one of the listed sites/app in the past 3 months W3 n=1,376, W4 n=1,189; BitChute : W3 n=111, W4 n=128; OnlyFans : W3 n=119, W4 n=138; Brand New Tube : W3 n=106, W4 n=138; Xpanded.com : W3 n=96, W4 n=116; Fanzworld : W3 n=91, W4 n=110; PocketStars : W3 n=91, W4 n=113 ; Admire.Me : W3 n=94, W4 n=120 ; MintStars : W4 n=113

Users of Facebook are most likely to think the 'dummy' measure of reporting harmful content to a regulator or police is an existing safety measure on the site

Dummy measures (prompted) users perceive to be in place on each VSP



No significant shifts since Wave 3

*Lemon8 was added to the survey in Wave 4, therefore is not sig tested against Wave 3

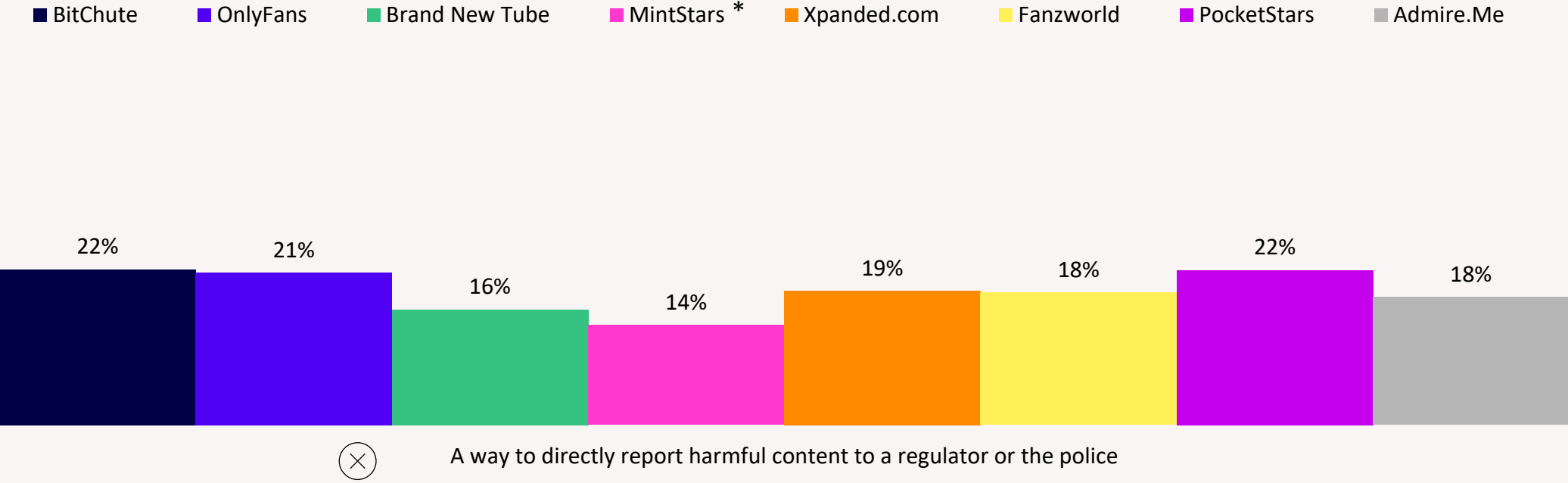
Source: VSP tracker Wave 4

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

Base: All who have used at least one of the listed sites/app in the past 3 months: W3 YouTube: n=1,186, W4 YouTube: n=1,070; W3 Instagram: n=850, W4 Instagram: n=725; W3 TikTok: n=487, W4 TikTok: n=465; W3 Facebook: n=1,022, W4 Facebook: n=933; W3 Snapchat: n=385, W4 Snapchat: n=388; W3 Twitch: n=188, W4 Twitch: n=205; Vimeo: W3 n=160, W4 n=179; Fruitlab : W3 n=90, W4 n=123; Recast : W3 n=100, W4 n=122; Thomas Cook : W3 n=109, W4 n=147; Sponsor Hub : W3 n=102, W4 n=133 ; GatorJax : W3 n=95, W4 n=113 ; Lemon8 : W4 n=118

Amongst VSPs shown to respondents aged 18+, users of PocketStars and BitChute are most likely to think the ‘dummy’ measure of reporting harmful content to a regulator or police is an existing safety measure on the sites

Dummy measures (prompted) users perceive to be in place on each VSP – VSPs shown to respondents aged 18+



No significant shifts since Wave 3

*MintStars was added to the survey in Wave 4, therefore is not sig tested against Wave 3

Source: VSP tracker Wave 4

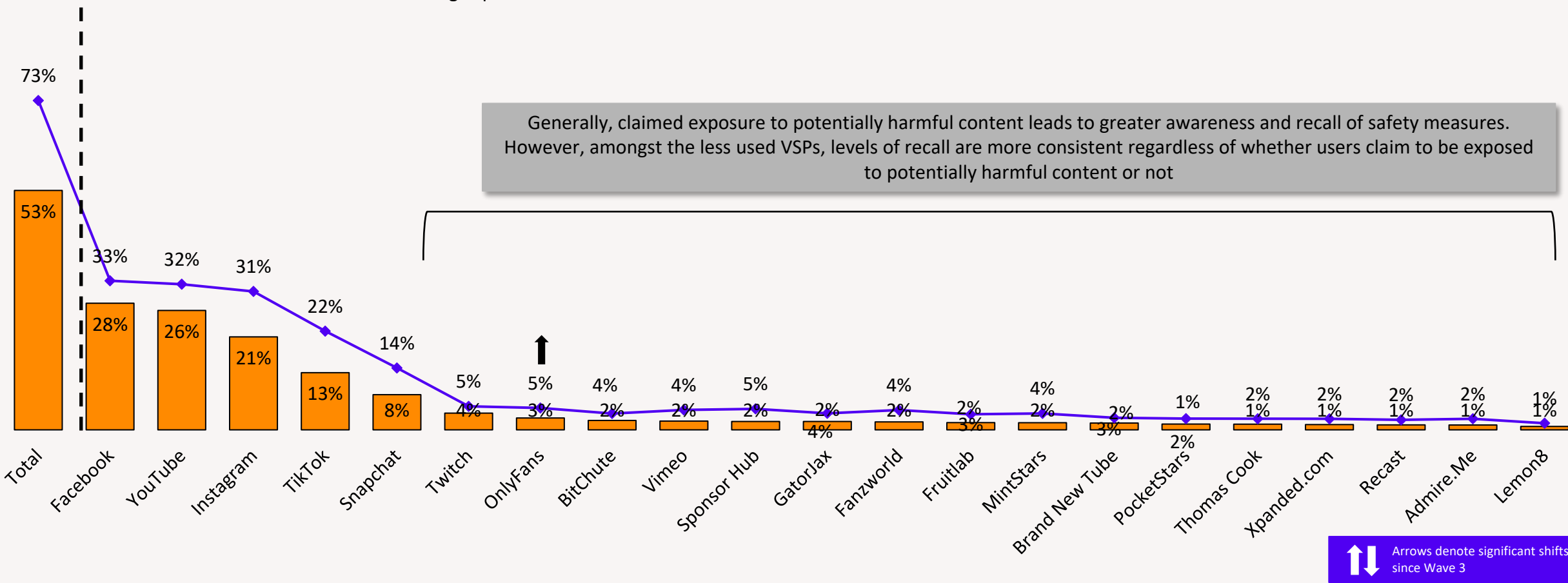
Q10. Which of the following rules or safety measures do you think these sites and apps have in place?

Base: All who have used at least one of the listed sites/app in the past 3 months: W3 BitChute n=119, W4 BitChute n=128; W3 OnlyFans: n=119, W4 OnlyFans: n=138; W3 Brand New Tube n=106, W4 Brand New Tube n=138; W4 MintStars : n=113, W3 Xpanded.com n=96, W4 Xpanded.com; n=116; W3 Fanzworld: n=91, W4 Fanzworld: n=110; W3 PocketStars n=91, W4 PocketStars: n=113; W3 AdmireMe: n=94, W4 Admire.Me n=120

Recall of safety measures is higher amongst users who have been exposed to potentially harmful content in the past. Safety measure recall has increased amongst users of OnlyFans compared to last wave

Recall of safety measures (prompted) seen in the last 3 months

Recall Recall among exposed



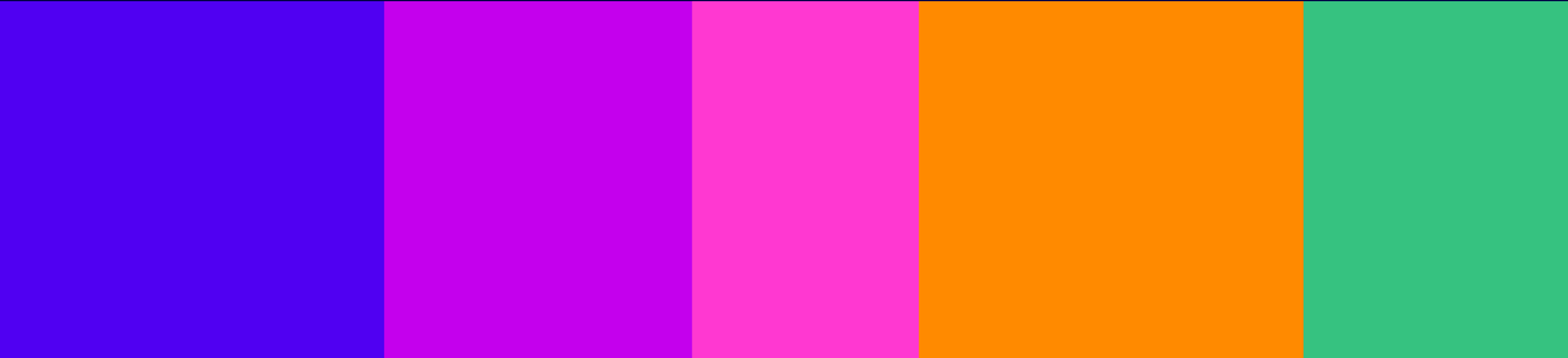
Source: VSP tracker Wave 4

Q9. Please think about any rules or safety measures you may have come across when using these sites or apps in the last 3 months. This may include terms and conditions when signing up, rules which appear when uploading a piece of content, parental control settings or a 'report' button. For which of the following sites/ apps, if any, can you recall seeing such rules or safety measures?

Base: All who used sites/app the past 3 months W4 n= 1,189; W3 n= 1,322; Claimed previous exposure W4 n=409, W3 n=422

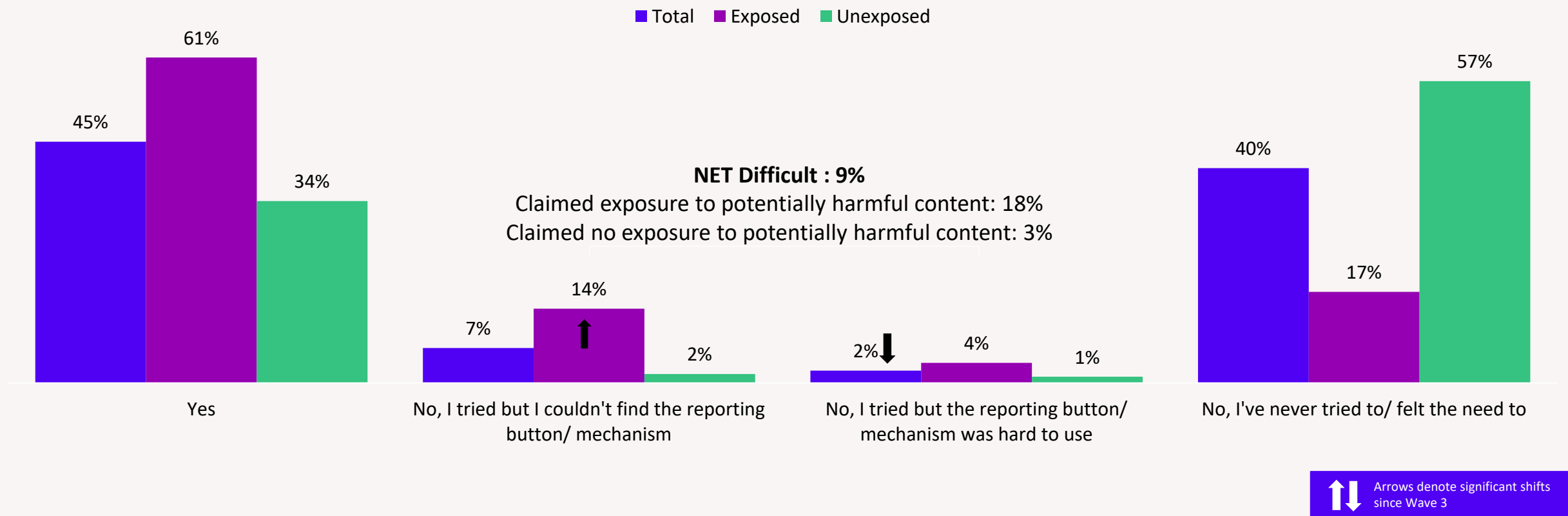
Section 4

Usage of safety measures



Amongst those with claimed previous exposure, there was a significant increase in those saying they found it difficult to find the reporting button/mechanism

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



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

Source: VSP tracker Wave 4

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

Base: All who are aware that some sites and apps have buttons or reporting mechanisms: W3 Total= 836, W4 Total=736; W3 Claimed previous exposure n=309, W4 Claimed previous exposure n=292, W3 Claimed no exposure n=519, W4 Claimed no exposure, n=434

When compared to the total average from Wave 4, use of reporting mechanisms was higher across all VSPs apart from YouTube, Fruitlab and BitChute

Use of reporting mechanisms by regular users of the platforms below

	Total	YouTube	Instagram	TikTok	Facebook	Snapchat	Twitch	Vimeo	Fruitlab*	BitChute*	OnlyFans
Yes	45%	46%	↑ 54%	↑ 51%	↑ 48%	↑ 52%	↑ 53%	↑ 53%	54%	49%	↑ 54%
No, I tried but I couldn't find the reporting button/mechanism	7%	6%	8%	↑ 11%	7%	↑ 13%	↑ 16%	↑ 21%	↑ 27%	↑ 26%	↑ 20%
No, I tried but the reporting button/mechanism was hard to use	2%	↓ 2%	3%	3%	2%	↑ 4%	↑ 5%	↑ 5%	↑ 6%	↑ 7%	↑ 5%
No, I've never tried to/ felt the need to	40%	40%	↓ 29%	↓ 30%	↓ 38%	↓ 26%	↓ 23%	↓ 18%	↓ 10%	↓ 14%	↓ 15%
Can't remember	6%	6%	6%	5%	5%	4%	4%	4%	2%	4%	5%

↑ ↓ Significantly higher than the total at 95% confidence

No significant shifts since Wave 3

*low base size under <100

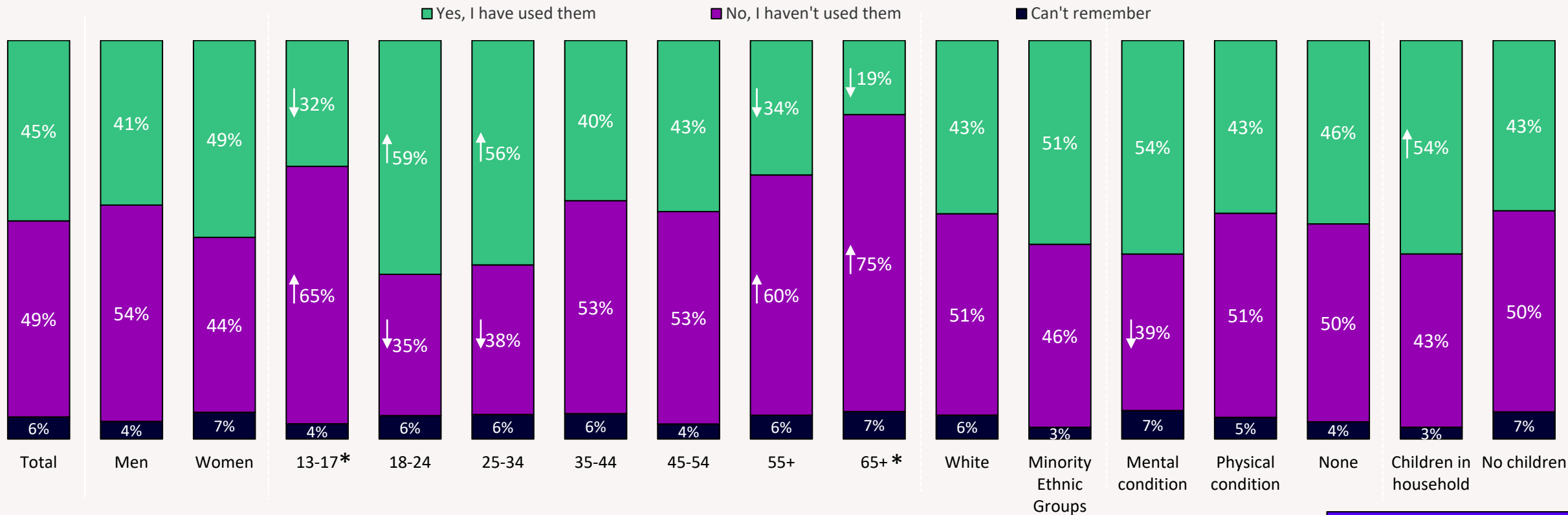
Source: VSP tracker Wave 4

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

Base: All who are aware that some sites and apps have buttons or reporting mechanisms: Total, n=736; Regular users of the following VSP's (used in last 3 months), YouTube W3 n=772, W4 n=683, Instagram W3 n=605, W4 n=489, TikTok W3 n=349, W4 n=332, Facebook W3 n=677, W4 n=590, Snapchat W3 n=283, W4 n=274, Twitch W3 n=152, W4 n=160, Vimeo W3 n=128, W4 n=141, Fruitlab W3 n=78, W4 n=96, BitChute W3 n=88, W4 n=92, OnlyFans W3 n=95, W4 n=112

18-34s, and those with children in their household, were more likely to use reporting mechanisms; whilst those aged 13-17 and 55+ were less likely to use them, compared to the average

Use of reporting mechanisms by demographics



↑ ↓ Significantly higher / lower than total at 95% confidence

No significant shifts since Wave 3

*low base size under <100

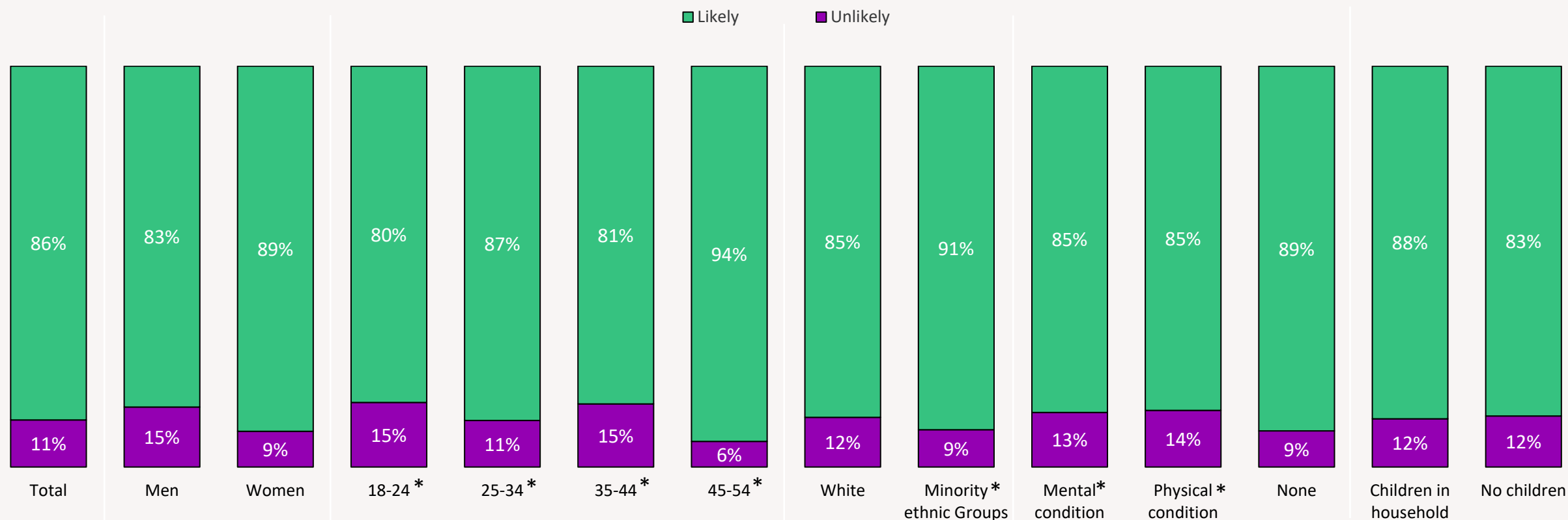
Source: VSP tracker Wave 4

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

Base: All who are aware that some sites and apps have buttons or reporting mechanisms: Total W3 n=836, W4 n=736; Male W3 n=416, W4 n= 370; Female W3 n=417, W4 n=366; 13-17 W3 = base size too low, W4 n=50; 18-24 W3 n=115, W4 n=102; 25-34 W3 n=192, W4 n=164; 35-44 W3n=167, W4 n=151; 45-54 W3 n=160, W4 n=138; 55+ W3 n=156, W4 n=131; 65+ W3 base size too low, W4 n=58 White W3 n=715, W4 n=594; Minority Ethnic Groups W3 n=90, W4 n=106; Mental condition W3 n=166, W4 n=112, Physical condition W3 n=221, W4 n=166, No condition W3 n=446, W4 n=426; Children in household W3 n=254, W4 n=260, No children W3 n=521, W4 n=413.

Amongst those who had previously used reporting mechanisms, the vast majority said they would likely use them again in the future

Likelihood of using reporting buttons /mechanisms again



No significant differences vs total

No significant shifts since Wave 3

*low base size under <100

N.B Base sizes are too small to be charted for 13-17, 55+ ,65+, n <50

Source: VSP tracker Wave 4

Q11e. Based on your experience of using reporting buttons/ mechanisms, would you be likely to use these tools again if you came across content which was concerning to you?

Base: All who have used reporting/ flagging button: Total W3 n=385, W4 n=333, Male W3 n=187, W4 n= 154, Female W3 n=196, W4 n=179, 18-24 W3 n=65, W4 n=60, 25-34 W3 n=106, W4 n=93, 35-44 W3 n=83, W4 n=61, 45-54 W3 n=70, W4 n=60, White W3 n=331, W4 n=258, Minority ethnic Group W3 n= base size too low, W4 n=54, Mental condition W3 n=101, W4 n=60, Physical condition W3 n=101, W4 n=73, None W3 n=180, W4 n=195, Children in household W3 n=125, W4 n=138, No children W3 n=246, W4 n=177.

Ease of use and ease of finding are the top reasons why users would use reporting buttons/mechanisms again

Reasons to use reporting buttons/ mechanism again



No significant shifts since Wave 3

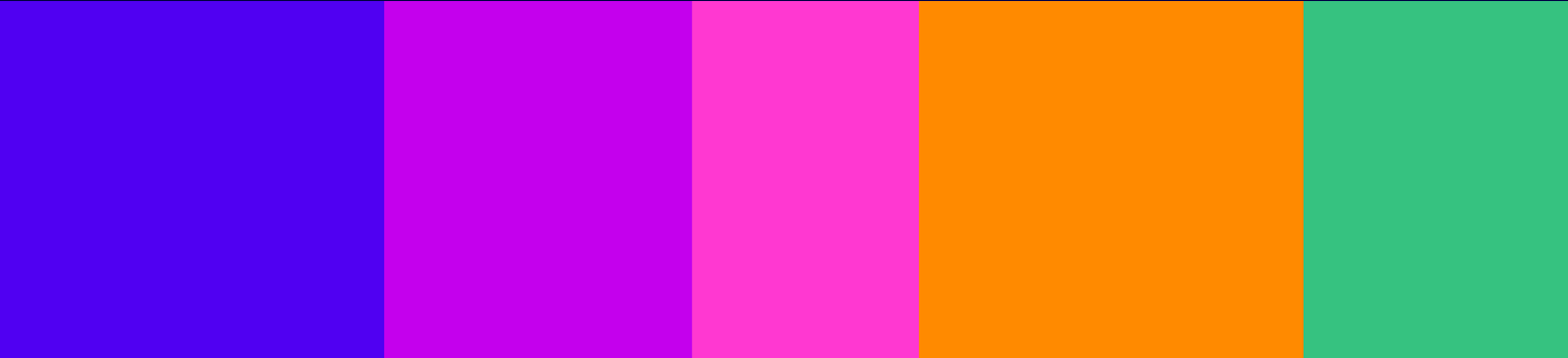
Source: VSP tracker Wave 4

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

Base: All who would use reporting/flagging button again: Total W3, n=337 Total W4, n=287

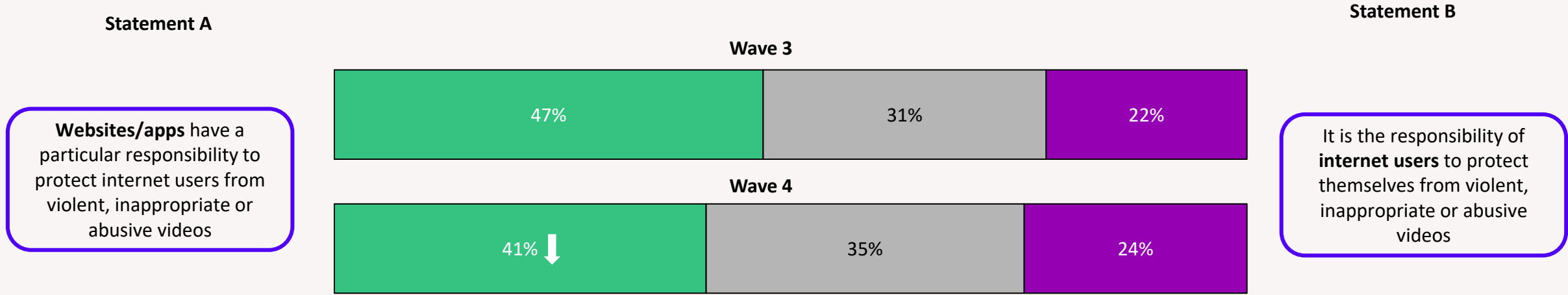
Section 5

Attitudes towards protection and responsibility



Compared to last wave there is a decline in agreement that VSPs are responsible for protecting users from harmful content

Views on safety measures (Wave 3 vs Wave 4):



■ Agree with the statement on the left (0-3) ■ Neither agree nor disagree with either statement (4-7) ■ Agree with the statement on the right (8-10)

Agreement with statement A (W4), demographic differences

Female (46%) vs Male (35%)
 White (43%) vs Minority ethnic (28%)
 Mental health conditions (52%) vs Physical conditions (30%)

Agreement with statement B (W4), demographic differences

Male (28%) vs Female (20%)
 Minority ethnic (38%) vs White (21%)
 Physical conditions (36%) vs Mental health conditions (14%)

↑ ↓ Arrows denote significant shifts since Wave 3

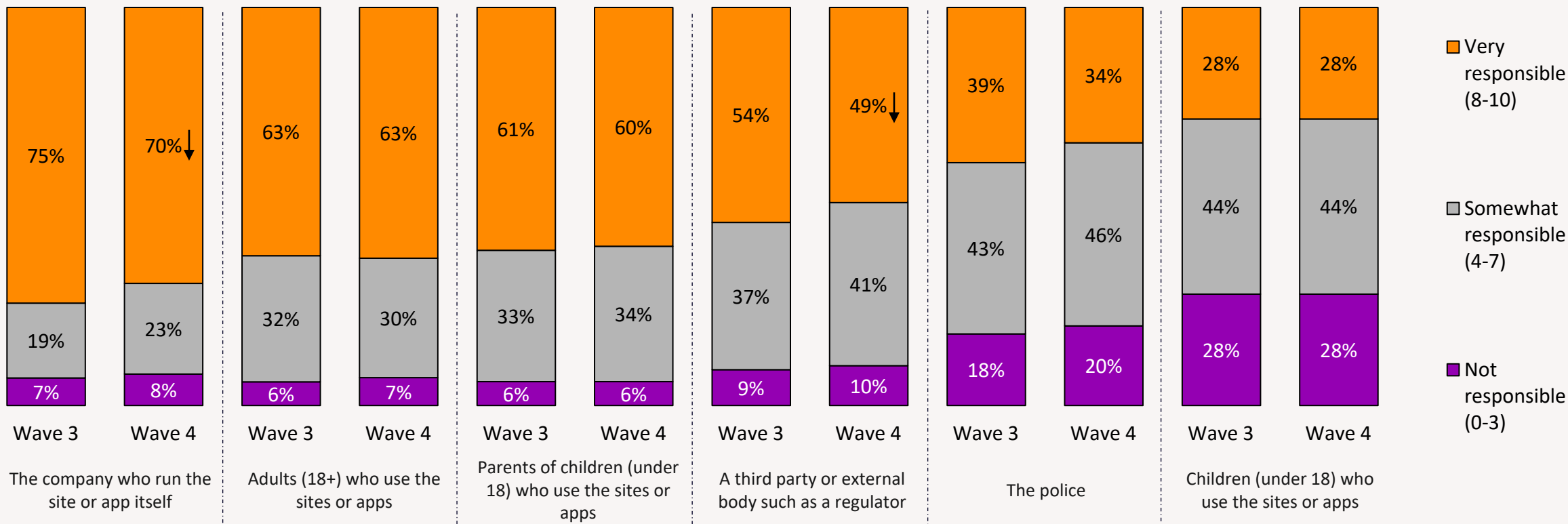
Source: VSP tracker Wave 3 & Wave 4

Q12c. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All who used sites/app the past 3 months W3 n=1,321 W4 n= 1,188. Male n=601; Female n=587; White n=979; Minority ethnic n=155; Mental health conditions n=148; Physical conditions n=286

Compared to last wave, there is a decline in those claiming that the company who run the site/app, as well as third-party bodies (such as a regulator), are very responsible for protecting users

Responsibility of protection on VSPs:



↑ ↓ White arrows denote significant shifts since Wave 3

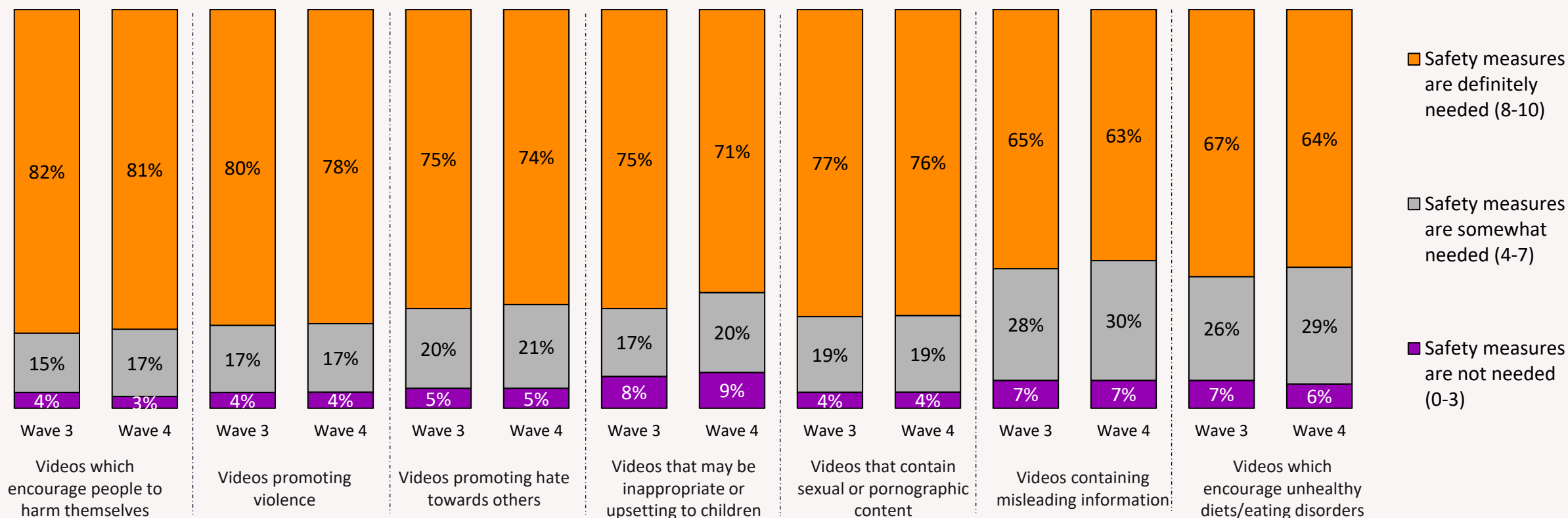
Source: VSP tracker Wave 3 & Wave 4

Q5. How much responsibility do you feel each of the following should take when it comes to protecting users from violent, abusive or inappropriate videos on the sites and apps we've been thinking about? Please use a scale of 0 to 10 where 0 mean no responsibility and 10 means full responsibility.

Base: All respondents W3 n= 1,376 W4 n= 1,242

Agreement on the need for safety measures has remained high across all content types with no significant shifts seen since Wave 3

Perceived need for safety measures for the following types of content:



No significant shifts since Wave 3

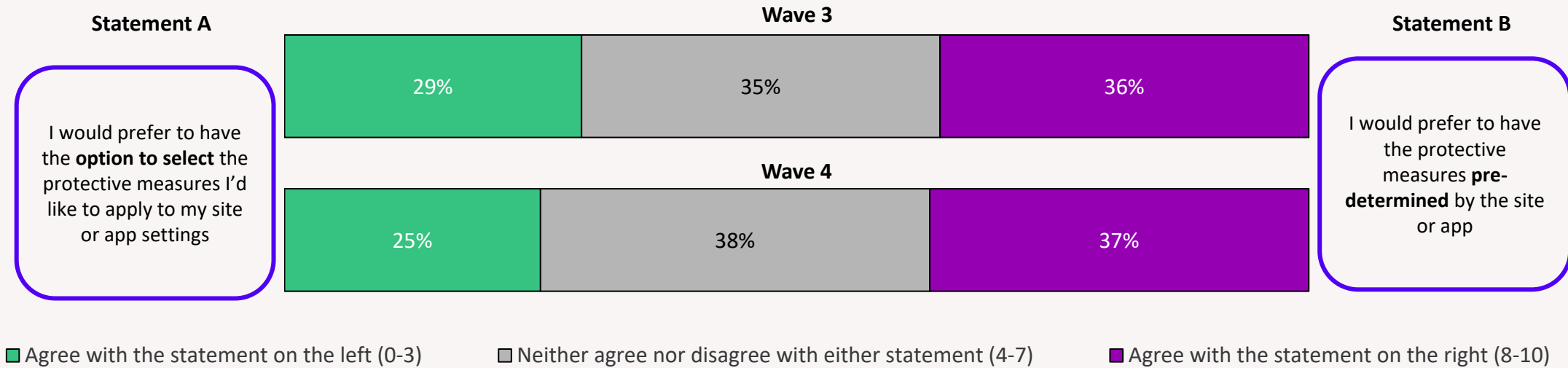
Source: VSP tracker Wave 3 & Wave 4

Q13. On a scale of 0-10, where 0 means the sites and apps should have no rules or safety measures in place and 10 means they should definitely have rules and safety measures in place, to what extent do you think there should or should not be rules and safety measures for the following types of content on sites and apps such as ...?

Base: All who used sites/app the past 3 months W3 n=1321, W4 n=1188

At the total level, views on the default settings of protective measures are fairly evenly split, though there are some significant differences amongst different demographic groups

Views on the application of safety measures (Wave 3 vs Wave 4):



Agreement with statement A (W4), demographic differences

Male (32%) vs Female (18%)
 White (27%) vs Minority ethnic groups (13%)
 Mental health conditions (33%) vs Physical conditions (20%)
 Non-parents (28%) vs Parents (20%)

Agreement with statement B (W4), demographic differences

Female (40%) vs Male (33%)
 Minority ethnic groups (44%) vs White (35%)
 Physical conditions (45%) vs Mental health conditions (29%)
 Parents (43%) vs Non-parents (34%)

No significant shifts since Wave 3

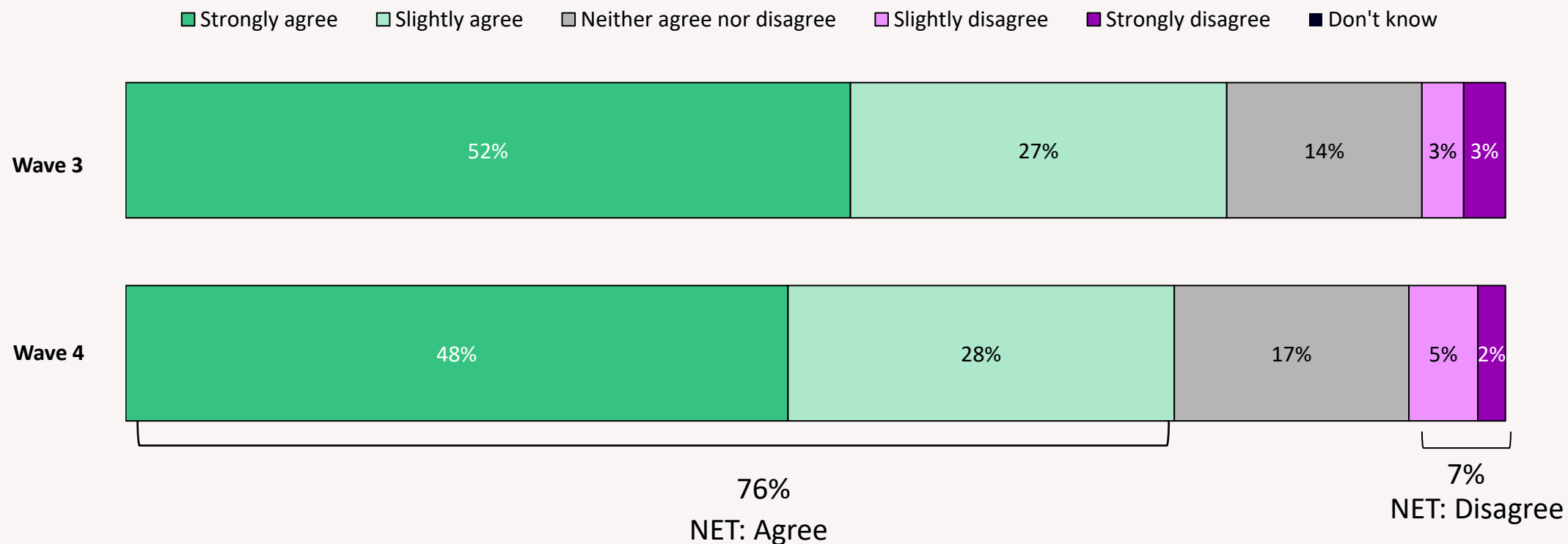
Source: VSP tracker Wave 3 & Wave 4

Q14. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right, and 5 means you don't agree with either of the statements.

Base: All who used sites/app the past 3 months W3 n=1,321 W4 n=1,188.

A clear majority continue to believe that sites/apps should take protective action towards content that is deemed inappropriate

Extent to which users agree/disagree that protective action should be taken by sites (Wave 3 vs Wave 4):



No significant shifts since Wave 3

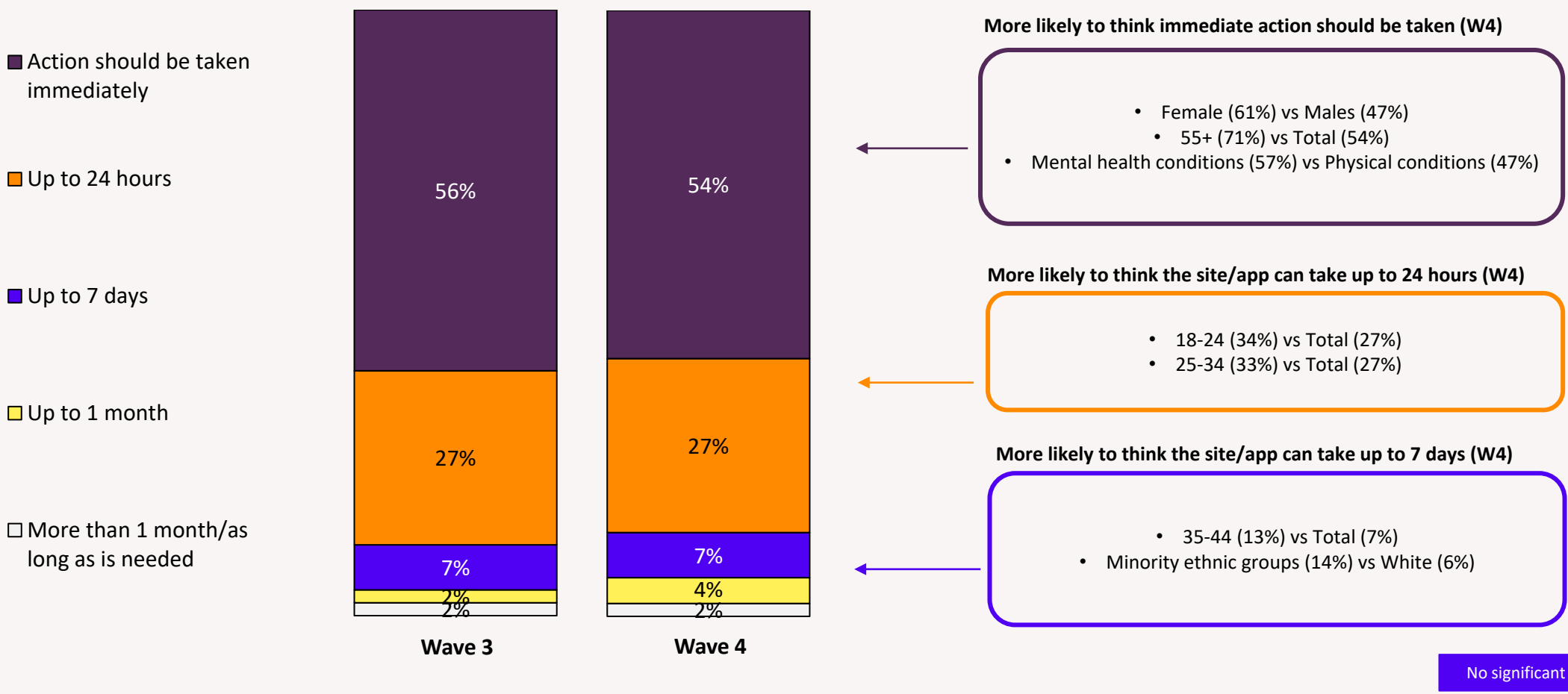
Source: VSP tracker Wave 3 & Wave 4

Q15. Imagine a user posted a video to a site or app that the site or app feels is breaking their rules on appropriate content. As a result, the post is either removed, hidden or made harder to find. To what extent do you agree or disagree the site/ app should have taken any action at all?

Base: All respondents W3 n= 1,376; W4 n= 1,242

More than half agree that apps/sites should take action immediately when solving a breach of safety measures, with no notable changes vs Wave 3

How long a site/app should take to solve a breach of its safety measures (Wave 3 vs Wave 4):



No significant shifts since Wave 3

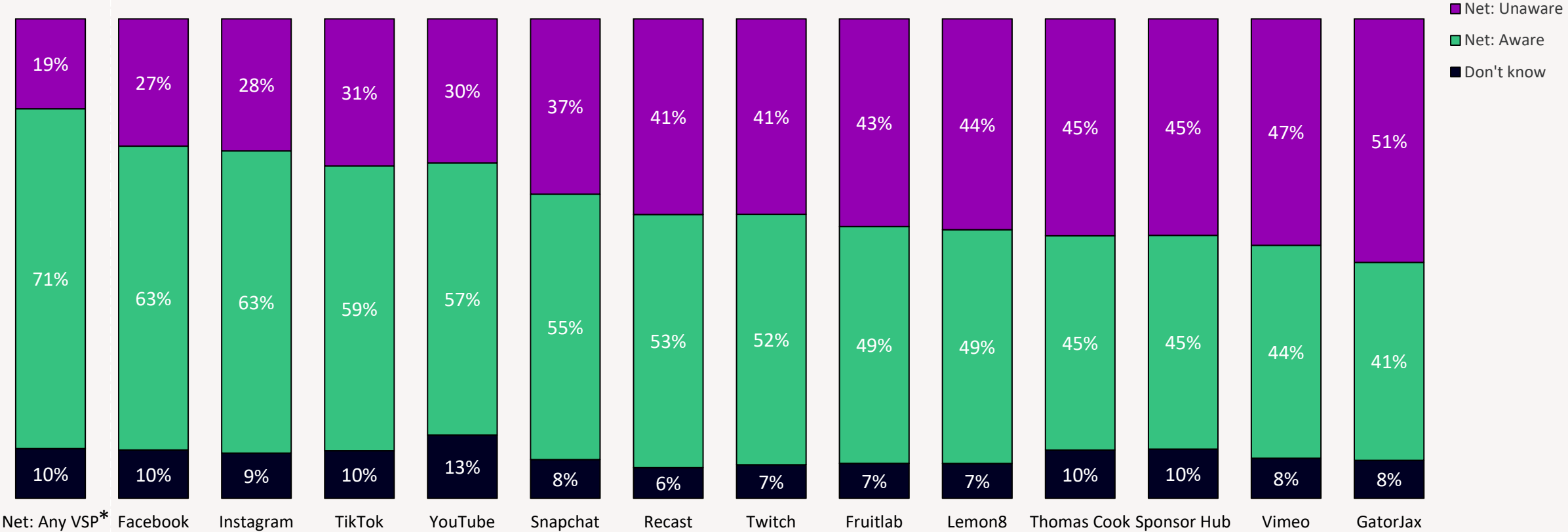
Source: VSP tracker Wave 3 & Wave 4

Q16. If a site or app finds or is notified of violent, abusive or inappropriate videos that break its rules or safety measures, how long do you think the site or app should take to solve the issue?

Base: All respondents W3 n= 1,376; W4 n= 1,242;

Instagram and Facebook users have the highest claimed awareness of what they are allowed to post on the platforms, whilst GatorJax users report the lowest levels of awareness

Awareness of what allowed and what not allowed to post



* If a respondent says they are aware of what they are and are not allowed to post on any VSP, they are classified as 'aware' under 'Any VSP'

No significant shifts since Wave 3

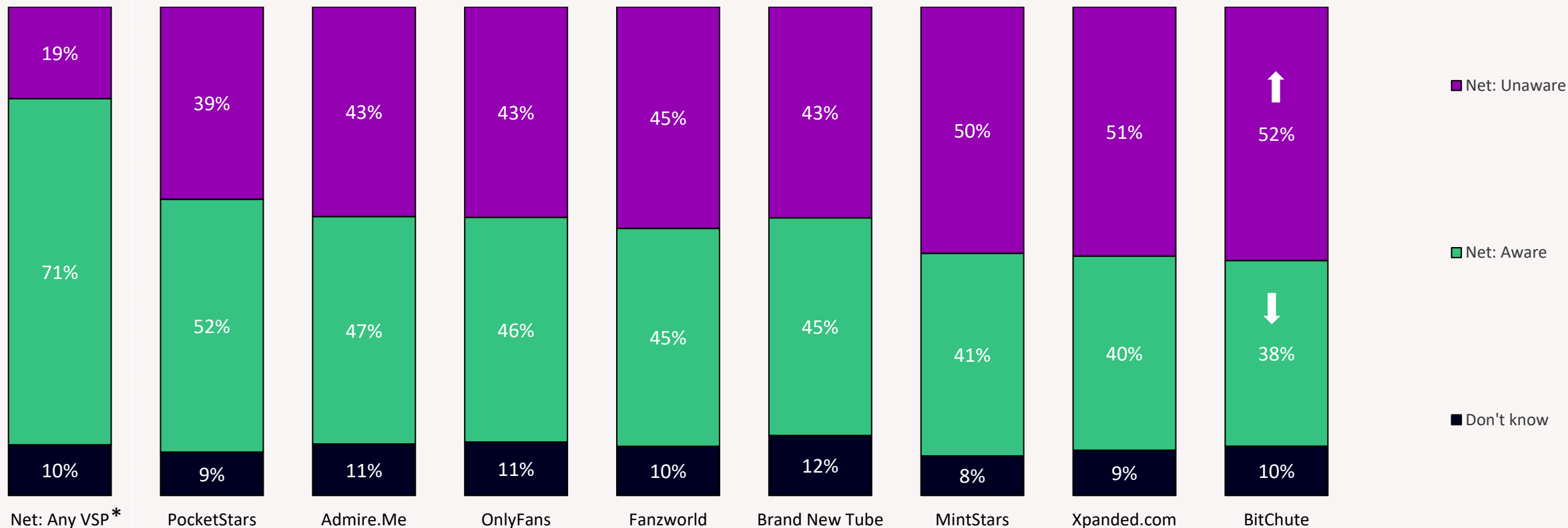
Source: VSP tracker Wave 4

Q20. To what extent are you aware of what you're allowed to post and what you're not allowed to post on these sites/apps?

Base: All who used sites/app the past 3 months W3 n=1,322, W4 n=1,189; YouTube W3 n=1,186, W4 n=1,070; Instagram W3 n=850, W4 n=725; TikTok: W3 n=487, W4 n=465; Facebook: W3 n=1,022, W4 n=933; Snapchat: W3 n=385, W4 n=388; Twitch: W3 n=188, W4 n=205; Vimeo: W3 n=160, W4 n=179; Fruitlab: W3 n=90, W4 n=123; Recast: W3 n=100, W4 n=122; Thomas Cook W3 n=109, W4 n=147; Sponsor Hub W3 n=102, W4 n=133; GatorJax W3 n=95, W4 n=113; Lemon8 W4 n=118

Amongst VSPs shown to respondents aged 18+, PocketStars users have the highest awareness of what they are allowed to post. Over half of BitChute and Xpanded.com users say they are unaware of what they are allowed to post

Awareness of what allowed and what not allowed to post – VSPs shown to respondents aged 18+



* If a respondent says they are aware of what they are and are not allowed to post on any VSP, they are classified as 'aware' under 'Any VSP'

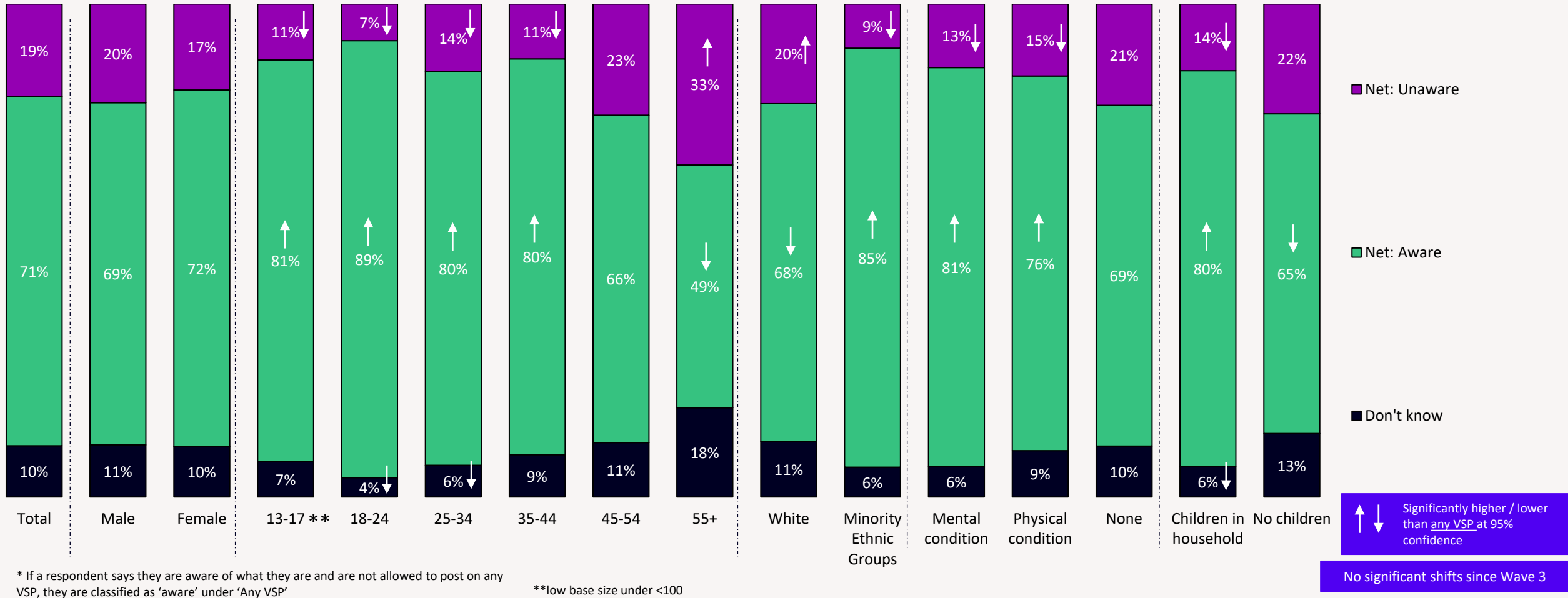
Source: VSP tracker Wave 4

Q20. To what extent are you aware of what you're allowed to post and what you're not allowed to post on these sites/apps?

Base: All who used sites/app the past 3 months W3 n=1,322, W4 n=1,189; BitChute: W3 n=111, W4 n=128; OnlyFans: W3 n=119, W4 n=138; Brand New Tube W3 n=106, W4 n=138; Xpanded.com W3 n=96, W4 n=116; Fanzworld W3 n=91, W4 n=110, PocketStars W3 n=91, W4 n=113; Admire.Me W3 n=94, W4 n=120; MintStars W4 n= 113

Minority ethnic groups, those with mental and physical limiting conditions, parents, and those aged 13-44 claim to have higher awareness of what content is allowed on VSPs

Awareness of what allowed and what not allowed to post – Any VSP*



* If a respondent says they are aware of what they are and are not allowed to post on any VSP, they are classified as 'aware' under 'Any VSP'

**low base size under <100

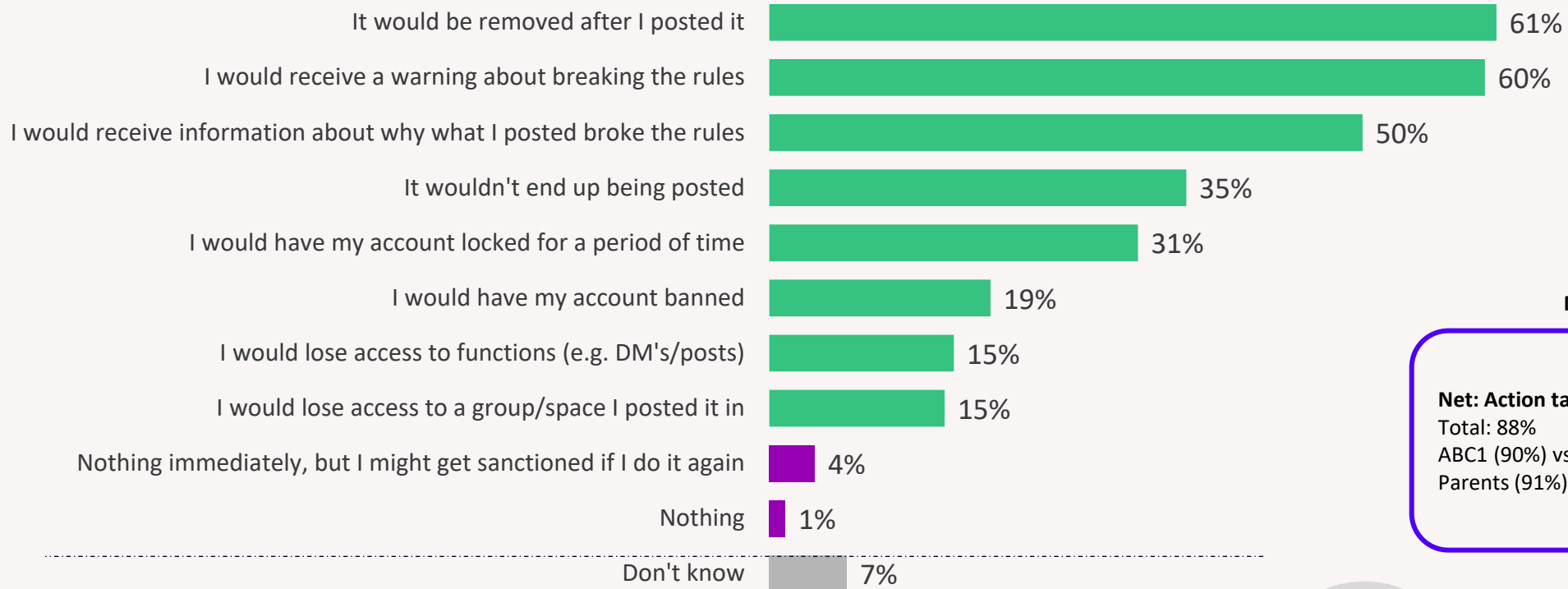
Source: VSP tracker Wave 4

Q20. To what extent are you aware of what you're allowed to post and what you're not allowed to post on these sites/apps?

Base: All who used sites/app the past 3 months any VSP W3 n=1,322, W4=1,189; Male W3 n=659, W4=602; Female W3 n=659, W4=587; 13-17 W3 n=81, W4 n=71; 18-24 W3 n=150, W4=149; 25-34 W3 n=260, W4=222; 35-44 W3 n=241, W4 n=225; 45-54 W3 n=246, W4 n=220; 55+ W3 n=344, W4 n=302; White W3 n=1139, W4 n=980; Minority Ethnic Groups W3 n=131, W4=155; Mental condition W3 n=220, W4 n=148; Physical condition W3 n=339, W4 n=286; None W3 n=739, W4=686; Children in household W3 n=373, W4=390; No children W3 n=846, W4 n=701

Around 3 in 5 VSP users expect that content would be removed or they would receive a warning about breaking rules if they posted something they were not allowed to

Actions expected to happen if posting something not allowed to



More likely to think action would be taken

Net: Action taken

Total: 88%

ABC1 (90%) vs C2DE (86%)

Parents (91%) vs Non-parents (87%)

5%

Believe no
action would
be taken

No significant shifts since Wave 3

Source: VSP tracker Wave 4

Q21. What actions would you expect to happen if you posted something you're not allowed to?

Base: All respondents W3 n= 1,376, W4 n= 1,242, ABC1 W3 n=827, W4 n= 749, C2DE W3 n=549, W4 n= 493, Children in household W3 n=379, W4 n= 392, No children W3 n=891, W4 n= 749

YouTube and Facebook users are more likely to think that they would receive a warning about breaking the rules compared to average. Instagram users are more likely to think their post would be removed vs. average

Actions expected to happen if posting something not allowed to – Regular users of VSP differences

	Total	YouTube	Instagram	TikTok	Facebook	Snapchat	Twitch	Vimeo	Fruitlab	BitChute	OnlyFans
It would be removed after I posted it	61%	63%	64% ↑	58%	63%	55% ↓	48% ↓	45% ↓	37% ↓	37% ↓	42% ↓
I would receive a warning about breaking the rules	60%	63% ↑	63%	58%	62% ↑	58%	56%	48% ↓	44% ↓	46% ↓	45% ↓
I would receive information about why what I posted broke the rules	50%	52%	53%	46%	52%	45% ↓	42% ↓	42% ↓	42%	45%	41% ↓
It wouldn't end up being posted	35%	35%	35%	33%	36%	30% ↓	23% ↓	24% ↓	19% ↓	19% ↓	25% ↓
I would have my account locked for a period of time	31%	32%	35% ↑	32%	33%	32%	29%	23% ↓	27%	22% ↓	29%
I would have my account banned	19%	19%	21% ↑	21%	18%	23% ↑	22%	19%	23%	18%	22%
I would lose access to functions (e.g. DM's/posts)	15%	17%	19% ↑	18% ↑	16%	18%	19%	17%	16%	17%	22% ↑
I would lose access to a group/space I posted it in	15%	16%	15%	13%	16%	17%	12%	12%	11%	13%	11%
Nothing immediately, but I might get sanctioned if I do it again	4%	4%	4%	4%	3%	2%	1% ↓	2%	-	1%	2%
Nothing	1%	1%	1%	2%	1%	1%	3%	2%	2%	2%	2%
Don't know	7%	6%	3% ↓↓	4% ↓	5% ↓	5%	2% ↓	4%	2% ↓	4%	3%

↑↓ White arrows denote significant shifts since Wave 3

↑↓ Significantly higher than the total at 95% confidence

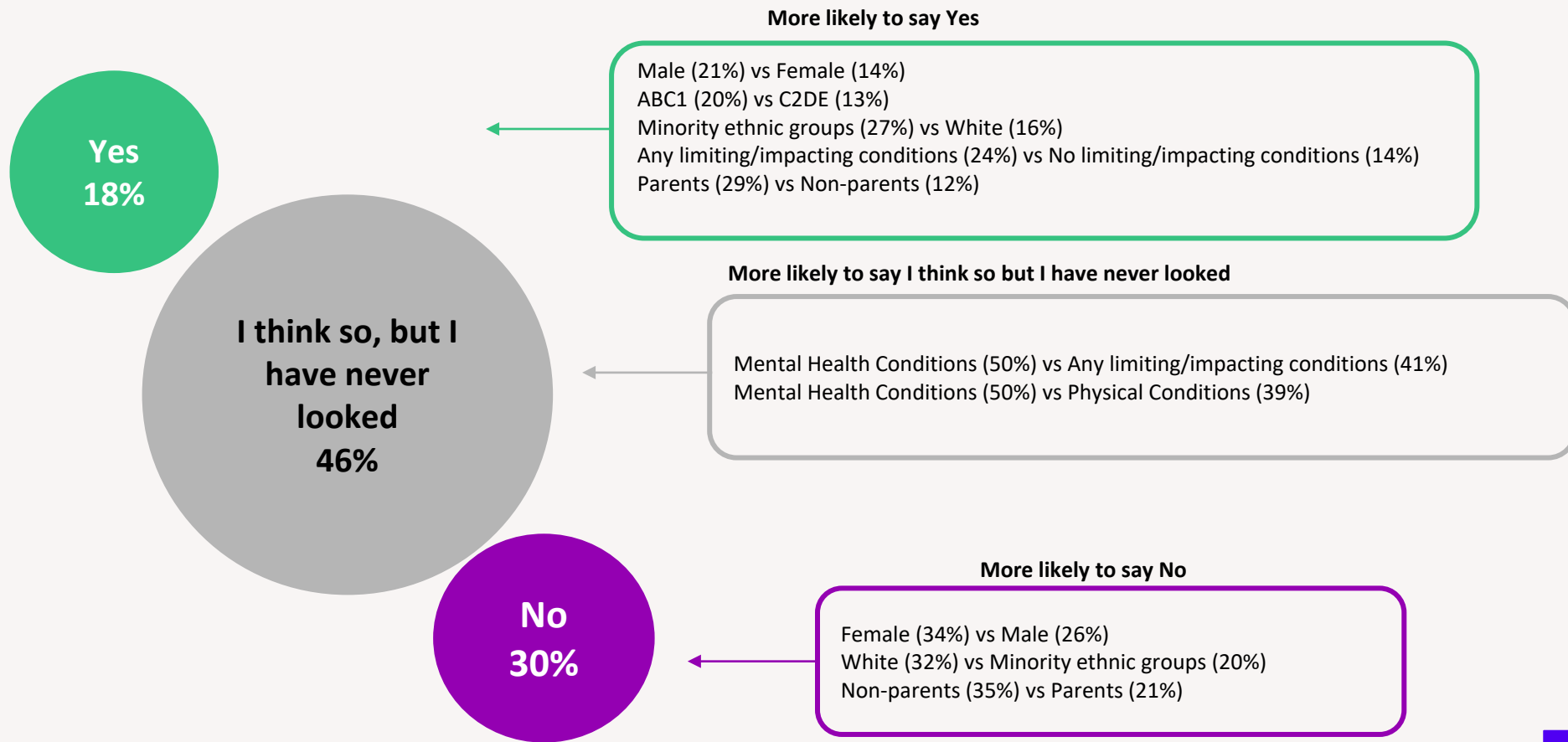
Source: VSP tracker Wave 4

Q21. What actions would you expect to happen if you posted something you're not allowed to?

Base: All who used sites/app the past 3 months W3 n=1,321, W4 n=1,188; YouTube: W3 n=1,186, W4 n=1,070; Instagram: W3 n=850, W4 n=725; TikTok: W3 n=487, W4 n=465; Facebook: W3 n=1,022, W4 n=933; Snapchat: W3 n=385, W4 n=388; Twitch: W3 n=188, W4 n=205; BitChute: W3 n=111, W4 n=128; OnlyFans: W3 n=119, W4 n=138; Vimeo: W3 n=160, W4 n=179; Fruitlab: W3 n=90, W4 n=123

18% agree that they would know where to find information about what you can and can't post on VSPs; parents claim to be the best informed

Where to find information about what is allowed to post



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

No significant shifts since Wave 3

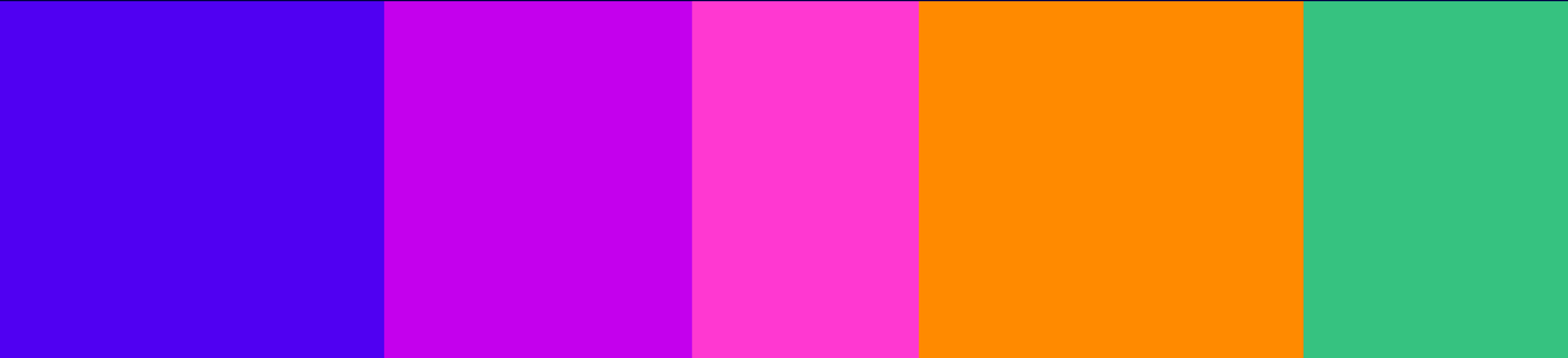
Source: VSP tracker Wave 4

Q22. Do you know where to find information about what you are/are not allowed to post on these sites/apps?

Base: All respondents W3 n=1376, W4 n= 1242; Male W3 n=685, W4 n=626; Female W3 n=687, W4 n=616; White W3 n=1185, W4 n=1027; Minority Ethnic Groups W3 n=134, W4 n=157; Any condition W3 n=517, W4 n=443; No condition W3 n=768, W4 n=717; Mental condition W3 n=223, W4 n=151; Physical condition W3 n=355, W4 n=299; ABC1 W3 n=827, W4 n=749; C2DE W3 n=549, W4=493; Children in household W3 n=379, W4=392; No children W3 n=891, W4 n=749

Section 6

Attitudes towards protection and responsibility amongst parents / guardians



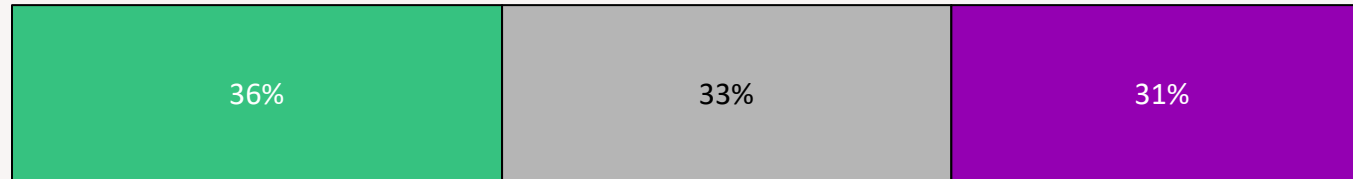
Among parent/guardians, equal numbers feel that websites/apps are responsible for protecting its users as do those stating it's the responsibility of users themselves. The same is true when referring to protection of children and parental responsibility.

Parent / guardian views on responsibility for protecting users:

Statement A

Websites and apps have a particular responsibility to protect internet users from violent, inappropriate or abusive videos

Answering when thinking about internet users broadly



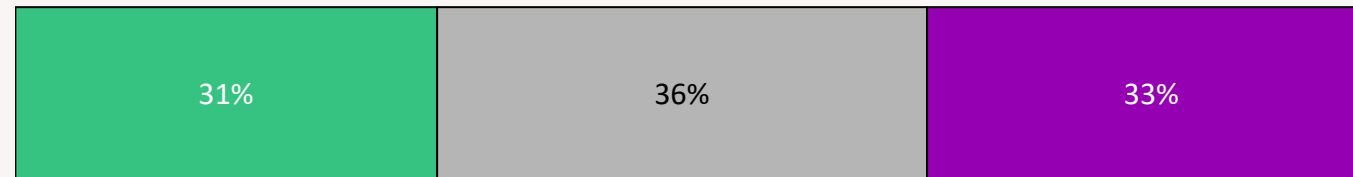
Statement B

It is the responsibility of **internet users** to protect themselves from violent, inappropriate or abusive videos

Statement A

Websites and apps have a particular responsibility to protect children from violent, inappropriate or abusive videos

Answering when thinking about their children



Statement B

It is the responsibility of **parents/carers** to protect children from violent, inappropriate or abusive videos

■ Agree with the statement on the left (0-3)
 ■ Neither agree nor disagree with either statement (4-7)
 ■ Agree with the statement on the right (8-10)

No significant shifts since Wave 3

Source: VSP tracker Wave 4

Q12c. On a scale of 0-10, please indicate where your own view lies when it comes to rules or safety measures on these sites or apps. Parents and guardians who have used sites/app 1-10 at Q1 in the past 3 months W3 n= 372, W4 n=389

QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps. Base: Parents and guardians who have used sites/app in the past 3 months W3 n= 372, W4 n=389

The majority of parents and guardians are more likely to think that stricter rules/regulations are needed on VSPs to protect children and that flagging and reporting mechanisms should be made easier to use/access

Parent / guardian views on safety measures amongst those responsible for children in their household:

Statement A

I think the existing rules and regulations are **enough to protect children online**

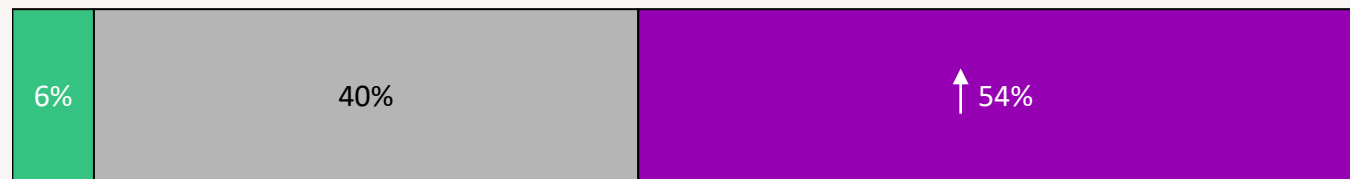


Statement B

I think **stricter** rules and regulations are needed to **protect children online**

Statement A

Flagging and reporting mechanisms on websites or apps are **easy** for children to use/access



Statement B

Flagging and reporting mechanisms on websites or apps should **be made easier** for children to use/access

■ Agree with the statement on the left (0-3)
 ■ Neither agree nor disagree with either statement (4-7)
 ■ Agree with the statement on the right (8-10)

No significant shifts since Wave 3

↑ Significantly higher than statement A at 95% confidence
↓ Significantly lower than statement A at 95% confidence

Source: VSP tracker Wave 4

QP1. We would like you to answer the next question specifically with your role as a parent or guardian in mind. On a scale of 0-10, please indicate where your view lies when it comes to rules or safety measures for your children on these sites or apps.

Base: Parents and guardians of children W3 n= 372, W4 n= 389