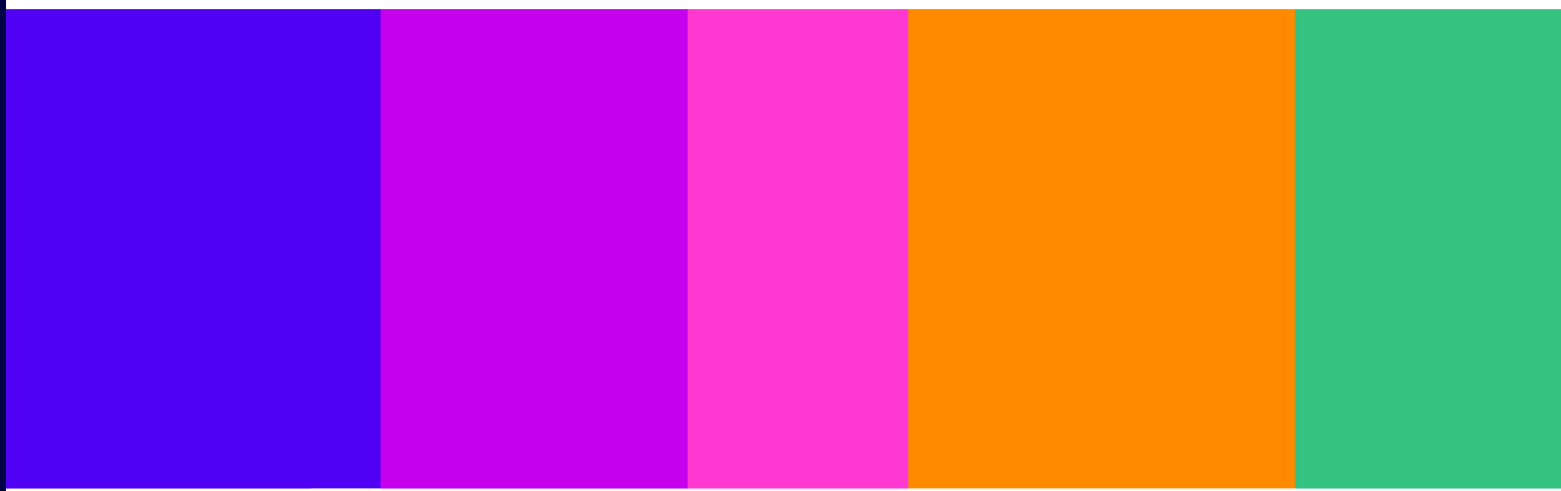


Survey: Proving Age to Access Online Pornography – Wave 1

Technical Report

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Introduction

Preface

The Proving Age to Access Online Pornography survey was undertaken by YouGov on behalf of Ofcom. This report refers to wave 1 with fieldwork completed in September 2025.

The research seeks to understand how people access online pornographic content, including their use of VPNs, search engines, private browsing, and clearing browsing history, as well as their past experiences with age checks.

It explores the age assurance methods users have encountered or used, their comfort and trust in these approaches, and the practical, privacy-related, or usability barriers that prevent them from completing verification.

The study also examines why some users avoid or stop accessing pornographic content, including concerns about data protection, wellbeing, or scepticism about age verification accuracy and accessibility.

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.

All research was carried out online, with respondents recruited from YouGov's online panel, containing around 3,324,122¹ panellists from all over the UK.

For this study, a total of 5,580 interviews were conducted. Fieldwork was conducted between 5th - 23rd September 2025.

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.

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.

¹ The numbers are as of October 2025.

Sampling

YouGov interviewed a sample of 5,580 UK respondents aged 16+ who self-reported to have previously accessed pornographic content online. 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 5th - 23rd September 2025.

The sample quota was based on the demographic profile across age and gender of general X-rated adult website/app visitors aged 15+ in June 2025, as reported by Ipsos Iris. There were some discrepancies between the quota percentages and the obtained percentages in certain age groups, but these were not deemed large enough to require weighting. The achieved sample was considered acceptable as it aligns with previous research in similar areas, and the number of respondents per age group exceeded the expected minimum of 120.

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. Those who had self-reported to have previously accessed pornographic content online were accepted to take part. Respondents were asked a slightly different set of questions depending on their plan to access the same type of content in the future using the following question 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**
- **No [SCREEN OUT]**
- **Don't know [SCREEN OUT]**
- **Prefer not to say [SCREEN OUT]**

Respondents who do not intend to access pornographic content online in the future were included in the sample with a cap. This approach allowed us to maximise the relevance and depth of insights, as many of the survey questions were specifically targeted at individuals who plan to engage with such content going forward, but we also wanted to cover reasons for not planning on accessing such content again in the future in case changes in proving age played a role. The following table shows the breakdown of this after all screen outs and data cleaning:

	% (Unweighted)	Counts (Unweighted)
Yes, and I plan on accessing pornographic content online in the future	80%	4484
Yes, but I do not plan on accessing pornographic content online in the future	20%	1096

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 set on age and gender and were established to ensure the final sample included at least 120 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+. Due to the lower feasibility of reaching respondents aged 16-17, the final sample size for this group was below the target.

	Ipsos Iris Quotas	YouGov Quotas
Male	73%	73%
Female	27%	27%
16-17	6%	6%
18-24	13%	13%
25-34	27%	27%
35-44	22%	22%
45-54	15%	15%
55-64	11%	11%
65-74	4%	4%
75+	2%	2%

Fieldwork

All interviews were conducted online between 5th - 23rd September 2025.

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 QNEW_28 and QNEW_28Teen explored respondents' sentiment towards using methods to verify their age online. The question wording was adjusted based on age group: respondents aged 18 and over were asked to assess their comfort with different methods of proving age to access pornographic content online at QNEW_28. Meanwhile, respondents aged 16–17 were asked to assess their comfort with these methods in the context of accessing age-restricted services or content once they turn 18 at QNEW_28Teen.

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 saying I am over 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.

Demographic breakdown

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

Demographic group	Counts (Unweighted)	% (Unweighted)
Male	4069	73%
Female	1511	27%
16-17	124	2%
18-24	714	13%
25-34	1567	28%
35-44	1294	23%
45-54	883	16%
55-64	643	12%
65-74	235	4%
75+	120	2%

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/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	

QNEW_5	NET: Personal data concerns	1. I don't want to share my personal information online in any scenario
		2. I don't want to share my personal information when accessing websites with pornographic content
		5. I'm worried my personal information won't be protected if I prove my age
		8. I believe that age checks compromise my privacy or digital rights (e.g. anonymity, freedom of expression)
	NET: Barriers/friction concerns	6. I'm unsure how the age check process works
		7. I can't prove my age using the methods of age verification
		10. It's too much of a hassle
		12. I find the age check inaccessible and not designed with inclusivity in mind
	NET: Scepticism in the process	3. I don't trust the third-party companies that verify age on behalf of websites/apps
		4. I don't trust the websites with pornographic content to prove my age
		9. I don't think age checks are accurate or reliable
		11. I don't understand why I need to prove my age
QNEW_5a	NET: In the last week	1. Today
		2. Yesterday
		3. Within the past week
	NET: In the last month	1. Today
		2. Yesterday
		3. Within the past week
Q5	NET: Actively avoided AA	4. Within the past month
		2. Because when asked to prove my age, I choose not to
Q7	NET: Personal data concerns	1. Because I have ways to bypass having to prove my age
		4. I'm worried my personal information won't be protected if I prove my age
		5. I don't want to share my personal information online in any scenario
		6. I don't want to share my personal information when accessing websites with pornographic content
	NET: Barriers/friction concerns	13. I believe that age checks compromise my privacy or digital rights (e.g. anonymity, freedom of expression)
		1. It's too much of a hassle
		8. Because I can find the same content elsewhere that does not have an age check

		11. I'm unsure how the age check process works	
		12. I can't prove my age using the methods of age verification	
		14. I find the age check inaccessible and not designed with inclusivity in mind	
	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	
		9. I don't trust the third-party companies that verify age on behalf of websites/apps	
		10. I don't trust the websites with pornographic content 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	
		10. I don't want to share my personal information when accessing websites with pornographic content	
		16. I believe that age checks compromise my privacy or digital rights (e.g. anonymity, freedom of expression)	
	NET: Barriers/friction concerns	1. Because bypassing is less of a hassle than proving my age	
		13. I don't think age checks are accurate or reliable	
		14. I'm unsure how the age check process works	
		15. I can't prove my age using the methods of age verification	
		17. I don't understand why I need to prove my age	
		18. I find the age check inaccessible and not designed with inclusivity in mind	
	NET: Lack of trust in firms	11. I don't trust the third-party companies that verify age on behalf of websites/apps	
		12. I don't trust the websites with pornographic content to prove my age	
	Q11	NET: Self declaration	1. Entered my date of birth
			2. Ticked a box saying I was over 18
Net: Age Assurance		3. Provided credit card details	
		1. Entered my mobile number so my phone company could confirm I'm an adult	
		2. Uploaded a photo of my passport or ID and take a selfie, to check they match	
		9. Scanned my face to confirm I'm an adult	

		10. Used my digital identity
		11. Gave my email address so they could confirm I'm an adult (e.g. checking if my email address has been used for other 18+ online services, such as buying a house)
		12. Let my bank confirm I'm an adult (e.g. by checking the age registered on my bank account)
Q12	NET: Self declaration	1. Enter my date of birth
		2. Tick a box saying I was over 18
	NET: Age Assurance	3. Provide credit card details
		1. Enter my mobile number so my phone company could confirm I'm an adult
		2. Upload a photo of my passport or ID and take a selfie, to check they match
		9. Scan my face to confirm I'm an adult
	10. Use my digital identity	
QNEW_12	NET: In the last week	1. Today
		2. Yesterday
		3. Within the past week
	NET: In the last month	1. Today
		2. Yesterday
		3. Within the past week
		4. Within the past month
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. Entered my date of birth
		2. Ticked a box saying I was over 18
	NET: Age Assurance	3. Provided credit card details
		5. Entered my mobile number so my phone company could confirm I'm an adult
		6. Uploaded a photo of my passport or ID and take a selfie, to check they match
		9. Scanned my face to confirm I'm an adult
		10. Used my digital identity
		11. Gave my email address so they could confirm I'm an adult (e.g. checking if my email address has been used for other 18+ online services, such as buying a house)
		12. Let my bank confirm I'm an adult (e.g. by checking the age registered on my bank account)
	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)		

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
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
QNEW_28 & QNEW_28T een	NET: Comfortable (scores 8-10)	8
		9
		10 - Totally Comfortable
	NET: Neither (scores 4-7)	4
		5
		6
		7
	NET: Not comfortable (scores 1-3)	1 - Not at all comfortable
		2
		3

Questionnaire

'Proving Age to Access Online Pornography' Survey Questionnaire

** Question numbering and some answer codes are not sequential in this wave due to the use of a legacy survey script. This will be updated and standardised in any future wave, if commissioned.*

[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 making online services safer for the people who use them under the Online Safety Act in the UK. 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 not 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] – please note that any data that has already been anonymised cannot be removed as it would no longer be personally identifiable.

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've 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 the future
3. Yes, but I do not plan on accessing pornographic content online in the future
2. No [SCREEN OUT]
98. Don't know [SCREEN OUT]
99. Prefer not to say [SCREEN OUT]

[ASK ALL AGES IF Q3=3 (those who don't plan on accessing porn in the future)]

[MULTIPLE CODE]

[RANDOMISE]

QNEW_4. Why are you planning to not access pornographic content online in the future?

Please select all that apply.

1. I have access to similar content offline
2. I have concerns about proving my age
3. I no longer find it personally fulfilling
4. I want to improve my mental or emotional wellbeing
5. I've experienced negative effects in the past
6. My previous access was accidental
7. I'm no longer interested
97. Other (Please specify) [ANCHOR]
98. Don't know [ANCHOR, EXCLUSIVE]
99. Prefer not to say [ANCHOR, EXCLUSIVE]

[ASK ALL AGES IF QNEW_4=2 (those who don't plan on accessing porn in the future because they have concerns about proving age)]

[MULTIPLE CODE]

[RANDOMISE]

QNEW_5. What specific concern(s) do you have in proving your age to access pornographic content online?

Please select all that apply.

1. I don't want to share my personal information online in any scenario [CODE 1/2 TO BE RANDOMISED TOGETHER AS A GROUP]
2. I don't want to share my personal information when accessing websites with pornographic content [CODE 1/2 TO BE RANDOMISED TOGETHER AS A GROUP]
3. I don't trust the third-party companies that verify age on behalf of websites/apps [CODE 3/4 TO BE RANDOMISED TOGETHER AS A GROUP]
4. I don't trust the websites with pornographic content to prove my age [CODE 3/4 TO BE RANDOMISED TOGETHER AS A GROUP]
5. I'm worried my personal information won't be protected if I prove my age
6. I'm unsure how the age check process works
7. I can't prove my age using the methods of age verification
8. I believe that age checks compromise my privacy or digital rights (e.g. anonymity, freedom of expression)
9. I don't think age checks are accurate or reliable
10. It's too much of a hassle
11. I don't understand why I need to prove my age
12. I find the age check inaccessible and not designed with inclusivity in mind

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

[ASK ALL AGES IF Q3=3 (those who don't plan on accessing porn in the future)]
[SINGLE]

QNEW_5a. When did you last access or try to access pornographic content online?

- 1. Today
- 2. Yesterday
- 3. Within the past week
- 4. Within the past month
- 5. More than a month ago
- 98. Don't know
- 99. Prefer not to say

[ASK ALL IF Q3=1 (those who plan on accessing porn in the future)]
[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=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
3. I don't think age checks are accurate or reliable
4. I'm worried my personal information won't be protected if I prove my age
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 when accessing 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
9. I don't trust the third-party companies that verify age on behalf of websites/apps **[CODE 9/10 TO BE RANDOMISED TOGETHER AS A GROUP]**
10. I don't trust the websites with pornographic content to prove my age **[CODE 9/10 TO BE RANDOMISED TOGETHER AS A GROUP]**
11. I'm unsure how the age check process works
12. I can't prove my age using the methods of age verification
13. I believe that age checks compromise my privacy or digital rights (e.g. anonymity, freedom of expression)
14. I find the age check inaccessible and not designed with inclusivity in mind
97. Other (Please specify) **[ANCHOR]**
98. Don't know **[ANCHOR, EXCLUSIVE]**
99. Prefer not to say **[ANCHOR, EXCLUSIVE]**

[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
5. I'm worried my personal information won't be protected if I prove my age
6. I don't want to share my personal information online in any scenario **[CODE 6/10 TO BE RANDOMISED TOGETHER AS A GROUP]**
7. I keep my identity discreet in all my online activities
10. I don't want to share my personal information when accessing websites with pornographic content **[CODE 6/10 TO BE RANDOMISED TOGETHER AS A GROUP]**
11. I don't trust the third-party companies that verify age on behalf of websites/apps **[CODE 11/12 TO BE RANDOMISED TOGETHER AS A GROUP]**
12. I don't trust the websites with pornographic content to prove my age **[CODE 11/12 TO BE RANDOMISED TOGETHER AS A GROUP]**
13. I don't think age checks are accurate or reliable
14. I'm unsure how the age check process works
15. I can't prove my age using the methods of age verification
16. I believe that age checks compromise my privacy or digital rights (e.g. anonymity, freedom of expression)

- 17. I don't understand why I need to prove my age
- 18. I find the age check inaccessible and not designed with inclusivity in mind
- 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. Entered my date of birth
- 2. Ticked a box saying I was over 18
- 3. Provided credit card details
- 5. Entered my mobile number so my phone company could confirm I'm an adult
- 6. Uploaded a photo of my passport or ID and take a selfie, to check they match
- 9. Scanned my face to confirm I'm an adult
- 10. Used my digital identity
- 11. Gave my email address so they could confirm I'm an adult (e.g. checking if my email address has been used for other 18+ online services, such as buying a house)
- 12. Let my bank confirm I'm an adult (e.g. by checking the age registered on my bank account)
- 97. Other (please specify) **[ANCHOR]**
- 98. Don't know [ANCHOR, EXCLUSIVE]**
- 99. Prefer not to say [ANCHOR, EXCLUSIVE]**

[ASK ALL IF Q4=1 OR Q5=2,3 (those who have proved their age to access porn before, or were asked to prove their age but didn't complete the process)

[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 saying I was over 18
- 3. Provide credit card details
- 5. Enter my mobile number so my phone company could confirm I'm an adult
- 6. Upload a photo of my passport or ID and take a selfie, to check they match
- 9. Scan my face to confirm I'm an adult
- 10. Use my digital identity
- 11. Give my email address so they could confirm I'm an adult (e.g. checking if my email address has been used for other 18+ online services, such as buying a house)
- 12. Let my bank confirm I'm an adult (e.g. by checking the age registered on my bank account)
- 97. Other (please specify) **[ANCHOR]**
- 98. Don't know [ANCHOR, EXCLUSIVE]**
- 99. Prefer not to say [ANCHOR, EXCLUSIVE]**

[ASK ALL AGES IF Q12=1-12,97 (those who proved their age to access porn and recalled the age assurance methods offered on the last occasion)]

[SINGLE CODE]

QNEW_12. When was the last time you were asked to prove your age to access pornographic content?

1. Today
2. Yesterday
3. Within the past week
4. Within the past month
5. More than a month ago
98. Don't know
99. Prefer not to say

[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 the last occasion 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 saying I was over 18
3. Provided credit card details
5. Entered my mobile number so my phone company could confirm I'm an adult
6. Uploaded a photo of my passport or ID and take a selfie, to check they match
9. Scanned my face to confirm I'm an adult
10. Used my digital identity
11. Gave my email address so they could confirm I'm an adult (e.g. checking if my email address has been used for other 18+ online services, such as buying a house)
12. Let my bank confirm I'm an adult (e.g. by checking the age registered on my bank account)
97. Other (please specify) **[ANCHOR]**
98. Don't know **[ANCHOR, EXCLUSIVE]**
99. Prefer not to say **[ANCHOR, EXCLUSIVE]**

[ASK ALL IF Q3=1/3 (those who have accessed porn before regardless of whether they plan to access again in future or had proved their age or not)]

[MULTI CODE]

[RANDOMISE]

[SHOW IF Q3=1]

Q16. Thinking more generally now, what kinds of services do you use to access pornographic content online?

Please select all that apply.

[SHOW IF Q3=3]

Q16. Thinking about the period when you previously accessed pornographic content online, what kinds of services did you use to access this content?

Since you said you don't plan to access this content again, please answer this question thinking about the period when you previously did.

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 Q3=1/3 (those who have accessed porn before regardless of whether they plan to access again in future or had proved their age or not)]

[SHOW IF Q3=1]

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.

[SHOW IF Q3=3]

Q17. Thinking about the period when you previously accessed pornographic content online, overall, how frequently did you use a search engine site when accessing this content?

Please don't count instances when you used the search function on pornographic sites you had already landed on. We are referring to search engine sites that are specialised in searching for other websites.

Since you said you don't plan to access this content again, please answer this question thinking about the period when you previously did.

[SINGLE CODE]

1. Always
2. Sometimes

3. Rarely
4. Never
98. Don't know
99. Prefer not to say

[ASK ALL AGES IF Q3=1/3 (those who have accessed porn before regardless of whether they plan to access again in future or had proved their age or not)]

[SHOW IF Q3=1]

Q18. Overall, how frequently do you use a private browsing mode when accessing pornographic content online?

[SHOW IF Q3=3]

Q18. Thinking about the period when you previously accessed pornographic content online, overall, how frequently did you use a private browsing mode when accessing this content
Since you said you don't plan to access this content again, please answer this question thinking about the period when you previously did.

[SINGLE CODE]

1. I've 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 Q3=1/3 (those aged 18+ who have accessed porn before regardless of whether they plan to access again in future or had proved their age or not)]

[SHOW IF Q3 = 1]

Q19. Overall, how frequently do you use a Virtual Private Network (VPN) when accessing pornographic content online?

[SHOW IF Q3 = 3]

Q19. Thinking about the period when you previously accessed pornographic content online, overall, how frequently did you use a Virtual Private Network (VPN) when accessing this content?
Since you said you don't plan to access this content again, please answer this question thinking about the period when you previously did.

[SINGLE CODE]

1. I've 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 Q3=1/3 (those who have accessed porn before regardless of whether they plan to access again in future or had proved their age or not)]

[SHOW IF Q3 = 1]

Q20. Overall, how frequently do you clear your browsing history after accessing pornographic content online?

[SHOW IF Q3 = 3]

Q20. Thinking about the period when you previously accessed pornographic content online, overall, how frequently did you clear your browsing history after accessing this content?

Since you said you don't plan to access this content again, please answer this question thinking about the period when you previously did.

[SINGLE CODE]

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

[ASK ALL AGE 18+ (Q1A=3-9) ONLY]

QNEW_28. On a scale of 1 to 10, where 1 is "Not at all comfortable" and 10 is "Totally comfortable", how comfortable are you in using each of these methods to prove your age in order to access pornographic content online?

[COLUMN]

1. Not at all comfortable
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
98. Don't know
99. Prefer not to say

[RANDOMISE ROWS]

1. Enter my date of birth
2. Tick a box saying I was over 18
3. Upload a photo of my passport or ID and take a selfie, to check they match
4. Provide credit card details
5. Scan my face to confirm I'm an adult
6. Let my bank confirm I'm an adult (e.g. by checking the age registered on my bank account)
7. Enter my mobile number so my phone company could confirm I'm an adult
8. Give my email address so they could confirm I'm an adult (e.g. checking if my email address has been used for other 18+ online services, such as buying a house)

9. Use my digital identity

[ASK ALL AGE 16-17 (Q1A=2) ONLY]

QNEW_28Teen. On a scale of 1 to 10, where 1 is “Not at all comfortable” and 10 is “Totally comfortable”, how comfortable do you think you would be using each of the following methods to prove your age online, for example, to access age-restricted services or content when you turn 18?

[COLUMN]

1. Not at all comfortable

2.

3.

4.

5.

6.

7.

8.

9.

10.

98. Don't know

99. Prefer not to say

[RANDOMISE ROWS]

1. Enter my date of birth
2. Tick a box saying I was over 18
3. Upload a photo of my passport or ID and take a selfie, to check they match
4. Provide credit card details
5. Scan my face to confirm I'm an adult
6. Let my bank confirm I'm an adult (e.g. by checking the age registered on my bank account)
7. Enter my mobile number so my phone company could confirm I'm an adult
8. Give my email address so they could confirm I'm an adult (e.g. checking if my email address has been used for other 18+ online services, such as buying a house)
9. Use my digital identity

[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>