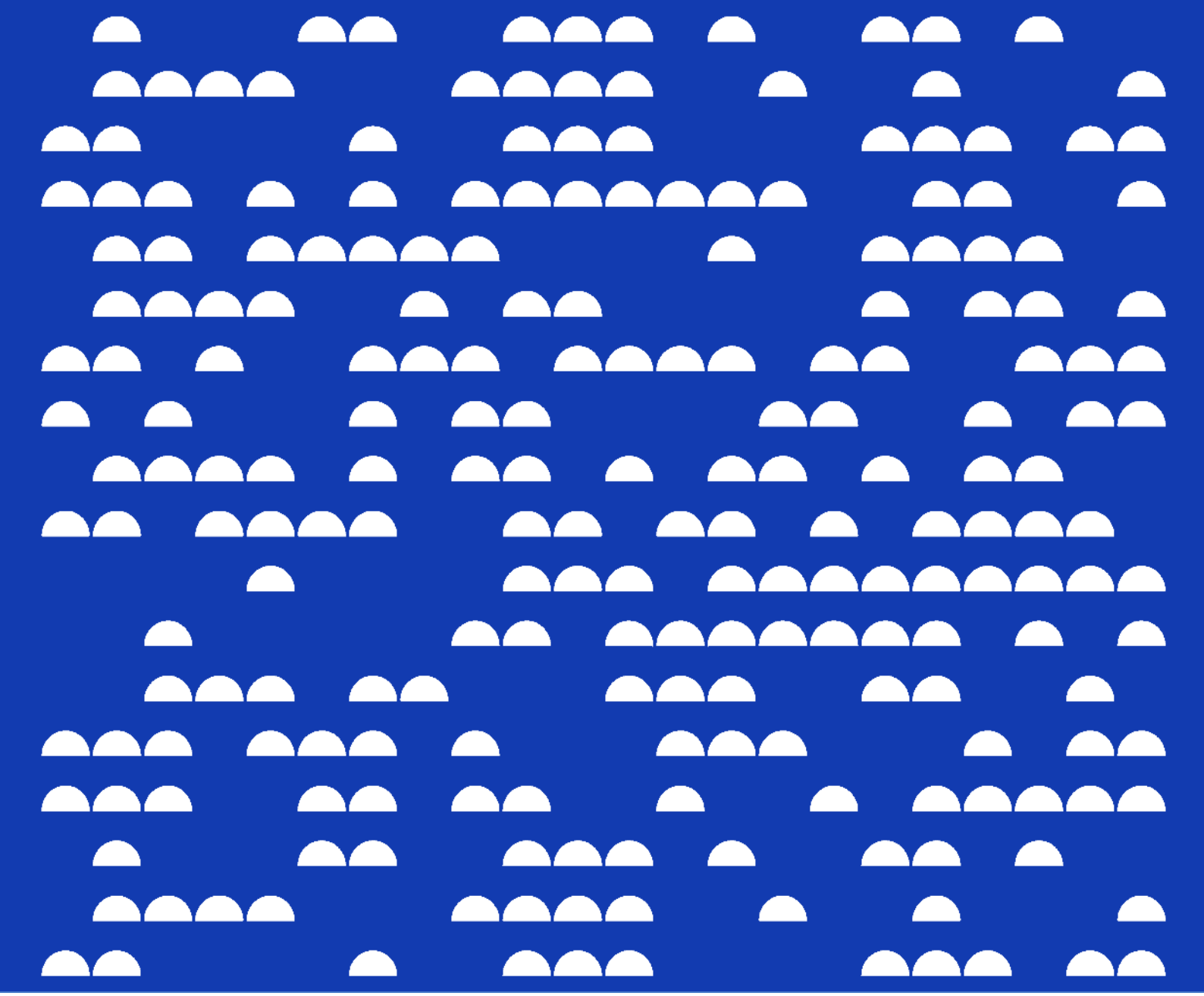

Age Assurance Consumer Research

Analytical Report

December 2024

Social Research Centre

Australian Government
Department of Infrastructure, Transport, Regional Development, Communications and the Arts

Acknowledgements

We acknowledge the Wurundjeri People who are the Traditional Custodians of the lands on which our company is located, and the Traditional Custodians of country throughout Australia, where we conduct our business. We pay our respects to Elders, past, present and emerging. The Social Research Centre is committed to honouring First Nations peoples' unique cultural and spiritual relationships to the land, waters and seas and their rich contribution to society.

Project sponsor:

The project is funded by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts

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List of abbreviations and terms

Term	Definition
Adults	Respondents to the survey aged 18 and over who use the internet
Adult Content and Age Restricted Online Services	Can include online pornography and violence, alcohol and gambling, or services that may pose harm to children, including social media
Adult Industry	Refers to businesses and content made specifically for adults, often involving themes or materials that are not appropriate for young people. This can include movies, websites, or products that feature sexual content, nudity, or topics meant for mature audiences
Age Estimation	Employs technologies like facial recognition and artificial intelligence to predict a user's age based on various data points, such as physical characteristics or online behavioural patterns. While age estimation can offer a more seamless and user-friendly experience, its accuracy levels can vary, and it may inadvertently infringe on privacy if not managed properly
Age gating	When a website asks you to enter your date of birth, or asks whether you are 18 years old or above
Age Inference	The use of information that implies that an individual is over or under a certain age or within an age range, such as a marriage certificate or credit card, to check how old an individual is.
Age verification	The use of official documents or data sources, such as government-issued IDs, including a driver's licence or passport, to confirm a user's age. This method provides high reliability as it uses legally recognised confirmation of age, however it often raises prominent privacy concerns and can be cumbersome for users
Children	When referring to 'children' in general throughout this report, it refers to respondents to the children's survey who are aged 8-17 as a whole, unless a particular age group has been specified
DITRDCA	Department of Infrastructure, Transport, Regional Development, Communications and the Arts
Identity verification	The use of official documents or data sources, such as government-issued IDs, including a driver's licence or passport, to confirm a user's identity. This is sometimes referred to as '100 points of ID'
Respondents	Respondents to the survey aged 18 and over who use the internet
SRC	The Social Research Centre
The Agency	Department of Infrastructure, Transport, Regional Development, Communications and the Arts
The Consumer Survey	The Age Assurance Consumer Research Survey 2024
The Consumer Research	The combined project including all the quantitative and qualitative elements

Executive summary

Background and objectives

The Age Assurance Consumer Research (the Consumer Research) represents a comprehensive examination of Australians' attitudes, concerns, and willingness to engage with online age assurance methods. Conducted by the Social Research Centre on behalf of the Department of Infrastructure, Transport, Regional Development, Communications and the Arts (the Agency), this research involved 3,140 adults and 807 children aged 8-17 years. The timing is significant as Australia implements the Online Safety Amendment (Social Media Minimum Age) Act 2024, which requires certain social media platforms to take reasonable steps to prevent children under 16 from having accounts.

The research aims to establish the willingness of Australians to use age assurance methods to access online services where pornography is likely to be encountered, and other services that may pose harm to children, including sites with violent content, gambling, alcohol and social media. The data collected will inform a trial of age assurance methods, and the Agency's policy advice to Government. The trial acquits one of the key recommendations provided to the Government in the eSafety Commissioner's Roadmap for Age Verification[1] and aims to examine the effectiveness of different age assurance technologies in relation to a range of criteria including accuracy, privacy and security.

The primary objectives of the Consumer Research are to examine the level of support, concern, willingness to use and importance of various factors related to different age assurance methods, such as self-reporting (age gating), confirmation by another person, biometric information, or behavioural / online usage signals.

The data presented in this report supports the primary research objectives, by:

- establishing the willingness of Australians to use age assurance technologies
- informing a trial of age assurance methods, and the Agency's policy advice to government
- ensuring a robust evidence base for the development of age assurance models that will be deliverable and acceptable to Australian users, and
- informing the work of the eSafety Commissioner including through the development of industry codes, guidelines and standards – to reduce children's exposure to age-inappropriate material.

Key Findings

Typical online behaviours and activities

Analysis of typical online behaviours revealed near-universal internet engagement among Australians, with 88.54% using the internet daily for non-work purposes, though usage patterns varied consistently by age, location, and socioeconomic factors. While mainstream platforms recorded high usage rates (90.90% for online shopping, 88.28% for messaging apps, 86.40% for social media), there were marked demographic differences in usage patterns, particularly in high-risk platforms such as dating apps and adult content sites. Children demonstrated substantial online engagement, with 83.64% using free video streaming services and significant social media use, though their activities and concerns differed from adults' perceptions.

The research identified critical gaps in online safety awareness and protection mechanisms, with only 45.88% of parents using age-based filtering or parental controls, despite 45.87% of children reporting exposure to age-inappropriate content. Digital identity adoption showed promise for age assurance integration, with 67.78% of adults using government digital ID systems, though take-up varied consistently by age and socioeconomic status. These findings suggested the need for flexible, multi-faceted age assurance approaches that could accommodate diverse usage patterns while providing enhanced protection for

[1] https://www.esafety.gov.au/sites/default/files/2023-08/Roadmap-for-age-verification_2.pdf

vulnerable users, particularly in high-risk platforms and social media environments where children and adults showed divergent views on appropriate access ages.

Awareness of age assurance methods

Awareness of age assurance methods remained limited, with only 19.97% of adults and 32.06% of children demonstrating unprompted awareness. Traditional verification methods like ID cards showed the highest recognition (84.11%), while newer technologies such as biometric checks (40.52%) and age estimation systems (17.68%) saw substantially lower awareness levels. These variations in awareness and understanding suggested the need for simplified, standardised terminology and comprehensive public education initiatives.

The research identified a strong relationship between understanding and engagement with age verification systems, particularly among children, where 73.92% of those who would use a website that checks for age understood why websites check for age. Age-based differences were particularly notable, with older teens (13-17) showing consistently higher awareness across most verification methods compared to younger children (8-12). These findings, combined with the fact that only 59.06% of children understood why websites check age, highlighted the critical need for age-appropriate education and communication strategies to support successful implementation of age assurance methods.

Support for age assurance methods

The research identified mixed feelings of support for the implementation of age assurance methods. While around nine in ten adults expressed support to some extent for using age assurance methods, only 55.84% were very supportive. Responsibility for online safety was viewed as multi-layered, with individuals (68.77% for adult users, 61.46% for parents) and content providers (58.37% for the adult industry) seen as primarily responsible. Notable demographic variations existed, with women showing consistently higher support (61.96%) than men (50.00%), and support increasing with age from 46.84% among those aged 18-24 to 71.22% for those 75 and older. Children's views on responsibility showed an interesting shift from institutional to personal accountability as they aged, though parental responsibility remained consistently high across age groups.

Support was also consistently higher for those who had at least partial trust in online platforms to securely store personal information, had used age-based filtering/parental controls to protect their child online or were aware that their child had watched or seen content online that was meant for or rated for someone older.

While most respondents (75.84% of adults) believed these methods were at least somewhat effective, willingness to use them varied consistently by platform type and demographic factors. Higher acceptance was seen for adult-oriented services (47.91% for dating apps) compared to general services (28.83% for online shopping), with women consistently showing greater willingness to use these methods across all platform types. The research showed minimal negative impact on intended usage, with 80.29% of adults indicating age assurance methods would either not affect or positively influence their likelihood to use websites. However, a consistent minority of 10-20% showed higher levels of resistance across various measures of support, engagement, and usage intentions, suggesting the need for targeted communication strategies for these groups. This said, the significant cohort of Australians who were more ‘lukewarm’ in their support should not be ignored.

Age assurance methods in practice

Analysis of age assurance methods in practice revealed significant trust and security concerns, with only 4.43% of adults fully trusting online platforms to store personal information securely, and 52.44% having experienced data breaches. Children showed higher trust levels but remained cautious, with 81.75% worried about information security. While there was strong willingness to engage with government ID systems (87.51% somewhat / very willing), acceptance of other verification methods varied considerably, with

traditional ID verification (67.33%) preferred over newer technologies like biometric scanning (37.72%) or behavioural tracking (16.38%).

Security and privacy emerged as the dominant concerns (77.00% and 76.84% respectively very concerned), particularly among women and families with children. These concerns were amplified by past experiences with data breaches, which disproportionately affected digitally engaged groups such as employed adults (64.30%) and families with children under 15 (65.57%). The overwhelming support for public education (90.27% of adults and 95.24% of children) suggested a critical need for awareness initiatives to accompany any implementation of age assurance methods, with particular attention to vulnerable groups and those with higher digital engagement.

Consolidated framework for age assurance implementation

The Consumer Research identified several areas for consideration in the trial and implementation of age assurance methods:

Core implementation 'pillars'

- Security and trust
    - Establish robust privacy-by-design principles in all technical solutions
    - Prioritise robust data protection, especially for vulnerable groups
    - Focus on trusted verification methods (particularly government systems)
    - Implement complementary security measures such as:
        - Primary verification (e.g. government ID)
        - Secondary verification (e.g. biometric or behavioural checks)
        - Ongoing monitoring for suspicious activity
    - Address low platform trust
- Access and equity
    - Design inclusive systems that account for varying digital literacy levels and don't exacerbate digital divides
    - Provide alternative verification methods
- Platform-specific approach
    - Implement graduated requirements based on risk level
    - Balance protection with user experience

Supporting framework to the implementation

- Education and awareness
    - Develop targeted platform usage, purpose and demographic-specific programs
    - Address knowledge gaps between adults and children
    - Implement broad public awareness campaigns
- Responsibility distribution
    - Establish clear multi-stakeholder framework
    - Define roles for individuals, parents, and industry
    - Create platform-specific guidelines
    - Support parental oversight mechanisms

Technical implementation

- Verification methods
    - Integrate with existing government ID systems
    - Offer multiple verification options
    - Focus on familiar verification methods
    - Provide accessible technical support resources for different user groups
- Security protocols
    - Establish clear privacy guidelines
    - Implement robust data protection
    - Establish clear incident response procedures for privacy and security breaches
    - Prioritise family account security

This research provides a robust evidence base for implementing age assurance methods that balance protection with usability without exacerbating digital divides. The findings suggest that success will depend on addressing both technical and human factors, with particular attention to privacy, security, and user education. The high level of (partial or full) support for age assurance methods, combined with clear concerns about implementation, indicates the need for a careful, considered approach that prioritises user trust and safety while maintaining practical usability. A clear monitoring and evaluation mechanism to assess effectiveness should be incorporated.

With the Bill receiving bipartisan support and a minimum 12-month implementation period, this research is crucial in establishing age assurance models that are effective in protecting young users and acceptable to the broader Australian community, while addressing key concerns around privacy, enforcement, and potential circumvention.

1. Overview of approach

1.1. Background and research objectives

1.1.1 Background

This report summarises the Age Assurance Consumer Survey (the Consumer Survey) and accompanying qualitative research conducted by the Social Research Centre (collectively referred to as the Consumer Research). The Consumer Research was conducted on behalf of the Department of Infrastructure, Transport, Regional Development, Communications, and the Arts (the Agency).

The research aimed to establish the willingness of Australians to use age assurance methods to access online services where pornography is likely to be encountered, and other services that may pose harm to children, including sites with violent content, gambling, alcohol and social media. The data collected will inform a trial of age assurance methods, and the Agency's policy advice to Government. This trial is a result of one of the key recommendations provided to the Government by the eSafety Commissioner's (eSafety) Roadmap for Age Verification[2] and aims to examine the effectiveness of different age assurance approaches technologies in relation to a range of criteria including accuracy, privacy and security.

1.1.2 Objectives

The primary objectives of the Consumer Research were to examine the level of support, concern, willingness to use and importance of various factors related to different age assurance methods, such as self-reporting (age gating), biometric information, or behavioural / online usage signals.

The data presented in this report have supported the primary research objective, by:

- establishing the willingness of Australians to use age assurance technologies
- informing a trial of age assurance technologies, and the Agency's policy advice to Government
- informing the work of eSafety including through the development of industry codes and/or standards – to reduce children's exposure to age-inappropriate material, and
- ensuring a robust evidence base for the development of models that will be deliverable and acceptable to Australian users.

1.2. Overview of approach and methodology

1.2.1 Methodology

Sample design

The primary in-scope population for the Consumer Survey was defined as Australians aged 8 years and older, to collect data that was nationally representative of the Australian community, including:

- adults aged 18 years and older
- parents or guardians of children / young people aged 8-17 years
- children / young people aged 8-17 years, and
- First Nations Australians.

[2] https://www.esafety.gov.au/sites/default/files/2023-08/Roadmap-for-age-verification_2.pdf

Data collection

The Social Research Centre's Life in Australia™ probability-based online panel was the primary data collection methodology to provide the Agency with high-quality and defendable population estimates for Australians aged 18 years and older and non-probability estimates for children aged 8-17 years via their parents. The Social Research Centre partnered with an opt-in / non-probability online panel, i-Link Research Solutions (i-Link), to source a non-probability sample boost of adults, parents of children aged 8 to 17 and children aged 8 to 17. Data from Life in Australia™ and i-Link were blended during the data processing stage using statistical weighting techniques to minimise the bias associated with non-probability samples.

The Consumer Survey was administered on the second October wave (Wave 108) of Life in Australia™ (15 to 28 October 2024). Data collection for the non-probability boost sample overlapped with the Life in Australia™ component from 21 to 29 October. Members of Life in Australia™ were invited to participate in the survey to achieve a final sample of 2,100 Australian adults aged 18 years and above and children. The i-Link non-probability online panel was used to provide a boost for more detailed analysis of 1,847 parents and children. Key specifications were as follows:

- A total of n=2,100 completed surveys via Life in Australia™, comprised of:
    - 1,819 adults
    - 281 children / young people aged 8-17 (via parents completing proxy survey)
- A total of n=1,847 completed boost surveys via the i-Link non-probability panel, comprised of:
    - 1,321 adults
    - 526 children / young people aged 8-17 (via parents completing proxy survey)

Following the survey data collection, an online community was undertaken with 300 participants who consented to future research as part of completing the Consumer Survey. The online community was administered across three days with daily areas of enquiry and objectives to better understand the following:

- Day 1: perceptions of online harm by age and technology/media type and child agency
- Day 2: efficacy of regulation and division of responsibility for harm minimisation (Government, parents, educators, online providers)
- Day 3: perceptions of age assurance technologies and implications for privacy, convenience, and online freedoms

Respondents were recruited by age and parental status (young people 18-25 years, parents of children up to 16 years and other adults aged 25+) (n=100 in each group).

Weighting

A weight was calculated for each respondent to the survey, to account for differences between the demographic profile of respondents and that of the general Australian community. These weights should be used in any analyses undertaken of the dataset to ensure that the survey results approximately represent the population. Respondents were aligned with the population on a broad range of socio-demographic characteristics – age, gender, education, household structure, language spoken at home, and state of residence. The population distributions for these characteristics were obtained from the 2021 Census (ABS, 2021).

1.2.2 Questionnaire development and administration

Conceptual development

The questionnaire was developed and finalised in collaboration with the Agency and provided as a MS Word document for approval. The main phases in the questionnaire design included the following:

- Workshop with key Agency staff to clearly understand and map strategic organisational data needs.
- Review and consideration of established questions from similar or related studies.
- Development of new items to completely meet the objectives of the research where suitable items could not be identified from existing instruments.

The final structure of the survey including individual modules focussed on the following five key areas:

1. Awareness of age assurance methods
2. Support for age assurance methods
3. Design and functionality preferences
4. Concerns and risks
5. Trust and security

Cognitive testing

Several items from the questionnaire underwent cognitive testing prior to the survey being finalised to ensure questions and response options performed as intended. Ten cognitive interviews were conducted with adults via videoconference. These interviews examined the extent to which respondents understood the questions being asked and were able to provide sensible and accurate answers using the response frames available. Recommendations from the cognitive testing were summarised in a short report, and changes to the questionnaire were implemented as appropriate based on this feedback.

1.3. Reading and interpreting results

1.3.1 Chart labelling

For ease of reading, responses for values less than 5% have generally been omitted on charts.

1.3.2 Rounding of numbers

Results are shown rounded to two decimal places. Due to rounding, some results in charts or tables may not add to 100%.

1.3.3 Statistical testing and confidence intervals

Data were analysed using Q Research Software (Q), including statistical testing. Statistical testing was undertaken to establish whether the responses from one subgroup were reliably different (not due to chance) to other subgroups. Where differences across subgroups are mentioned in the report commentary (for example, 'higher than', or 'lower than'), unless otherwise noted, it implies that a difference at a 95% confidence level has been established. This means that when a difference is described as 'different' one can be 95% confident that the difference is real and not due to random sampling variation.

1.4. Response profile

Table 1 Demographic characteristics by survey completion source (unweighted)

Characteristic	Life in Australia™ (n)	Non-probability (i-Link) panel (n)	Total (n)	Total (%)
Total adults	**1819**	**1321**	**3140**	**100**
State/territory				
NSW	595	413	1008	32
VIC	484	346	830	26

Characteristic	Life in Australia™ (n)	Non-probability (i-Link) panel (n)	Total (n)	Total (%)
QLD	325	234	559	18
SA	131	102	233	7
WA	175	147	322	10
TAS	45	42	87	3
NT	14	12	26	1
ACT	50	25	75	2
Region				
Capital city	1241	826	2067	66
Rest of state	578	432	1010	32
Age				
18-24	182	81	263	8
25-34	256	220	476	15
35-44	432	375	807	26
45-54	326	307	633	20
55-64	251	158	409	13
65-74	250	147	397	13
75 or more years	122	33	155	5
Gender				
Male	903	644	1547	49
Female	916	674	1590	51
Non-binary	0	3	3	0
A different term	0	0	0	0
Speak a language other than English at home				
Yes	328	175	503	16
No	1487	1144	2631	84
Aboriginal and/or Torres Strait Islander				
Yes	54	82	136	4
No	1765	1239	3004	96
Household structure				
Person living alone	276	150	426	14
Couple living alone	508	197	705	22
Couple with non-dependent child or children	120	61	181	6
Couple with dependent child or children	527	624	1151	37
Couple with dependent and non-dependent child or children	89	64	153	5
Single parent with non-dependent child or children	38	25	63	2
Single parent with dependent child of children	75	102	177	6
Single parent with dependent and non-dependent child or children	18	13	31	1
Non-related adults sharing house / apartment / flat	86	55	141	4

Characteristic	Life in Australia™ (n)	Non-probability (i-Link) panel (n)	Total (n)	Total (%)
Other	77	30	107	3
Highest educational qualification				
Postgraduate Degree Level	398	168	566	18
Graduate Diploma and Graduate Certificate Level	169	66	235	7
Bachelor Degree Level	568	405	973	31
Advanced Diploma and Diploma Level	159	155	314	10
Certificate III & IV Level	245	207	452	14
Certificate I & II Level	1	28	29	1
Secondary Education - Year 12	168	174	342	11
Secondary Education - Years 10 and 11	67	77	144	5
Secondary Education - Years 9 and below	18	34	52	2
Unable to establish	26	0	26	1
Other (please specify)	0	5	5	0
Employment status				
Self-employed	142	85	227	7
Employed (full time or part time)	952	816	1768	56
Employed casually	82	56	138	4
Unemployed	46	49	95	3
Engaged in home duties	36	68	104	3
Student	109	43	152	5
Pensioner	138	102	240	8
Self-funded retiree	211	54	265	8
Unable to work (e.g., due to a disability)	47	34	81	3
A carer (e.g., for a family member or friend)	26	9	35	1
Something else (please specify)	20	5	25	1
Children (via parents)				
8-12 years	138	302	440	55
13-17 years	142	225	367	45

Base: All adult, parents/guardian and children respondents (n=3,947).
Source: P_STATE Which state or territory do you currently live in?
P_AGE_GROUP Which age group would you fall into?
P_GENDER Which of the following best describes your current gender identity?
P_LOTE Do you speak a language other than English at home?
P_ATSI Are you of Aboriginal and/or Torres Strait Islander origin?
S1 How would you describe the household you live in?
P_HIGHEST_QUALIFICATION What is the level of the highest educational qualification you have completed, if any?
P_EMP1 Of the following categories, which best describes your current job situation?

1.5. Ethics approval

The methodology and all materials for the survey were reviewed and received approval from the Bellberry Limited human research ethics committee. The approval number is 2024-08-1149.

1.6. Accreditation and standards

All aspects of this research were undertaken in accordance with ISO 20252:2019 Market, Opinion and Social Research Standard, The Research Society (formerly AMSRS) Code of Professional Behaviour, the Australian Privacy Principles and the Privacy (Market and Social Research) Code 2021.

The Social Research Centre is an accredited Company Partner of The Research Society with all senior staff as full members and several senior staff QPMR accredited. The Social Research Centre is also a member of the Australian Data and Insights Association (ADIA formerly known as AMSRO) and bound by the Market and Social Research Privacy Principles/Code.

2. Introduction

The Consumer Research represents a significant initiative to understand Australians' attitudes, concerns, and willingness to engage with online age assurance methods. This research is particularly timely given the passing of the Online Safety Amendment (Social Media Minimum Age) Act 2024[3], which requires certain social media platforms to take reasonable steps to prevent children under 16 years of age from having an account. The research comes at a time when protecting children from inappropriate online content while respecting user privacy has become increasingly important – driven, in part at least, by the widespread use of online platforms and services by children[4].

Age assurance methods represent 'new territory' in online safety, offering potential solutions to verify users' ages and restrict access to age-inappropriate content. eSafety's Roadmap for Age Verification (2023)[5] and the Government's response to the Roadmap[6] highlighted the need for robust age assurance methods, particularly in protecting children from online pornography and other harmful content. This aligns with broader government initiatives, including the Agency's comprehensive approach to online safety regulation through the *Online Safety Act 2021* and other initiatives.

Recent high-profile incidents have intensified public discussion around children's access to social media and inappropriate content online. eSafety's ongoing work in developing industry codes and standards, combined with the Agency's Age Assurance Technology Trial[7], demonstrates Australia's commitment to finding effective, privacy-conscious solutions to this complex challenge. The Consumer Research contributes to this body of work by examining public attitudes toward age assurance methods and their practical implementation.

The study combined quantitative and qualitative research methodologies, gathering data from a nationally representative sample of 3,140 adult Australians and 807 children aged 8-17 years. Using both the Social Research Centre's Life in Australia™ probability-based panel and supplementary non-probability sampling, the research has provided robust insights into how different demographic groups perceive and interact with age assurance methods. The primary objectives of this research were to examine the level of support, concern, willingness to use, and the importance of various factors related to different age assurance methods.

Analysis examined awareness of age assurance methods, support for their implementation, preferences for different approaches, and concerns about privacy and security. The research particularly focused on online services where adult content and age-restricted materials were likely to be encountered, including social media platforms, gaming sites, and adult content or orientated websites.

The findings presented in this report can inform the Age Assurance Technology Trial and implementation of the new legislation, particularly the development of "reasonable steps" guidelines by eSafety. With the Bill receiving bipartisan support and a minimum 12-month implementation period, this research is crucial in establishing age assurance models that are effective in protecting young users and acceptable to the broader Australian community, while addressing key concerns around privacy, enforcement, and potential circumvention.

[3] https://www.aph.gov.au/Parliamentary_Business/Bills_Legislation/Bills_Search_Results/Result?bId=r7284
[4] https://www.esafety.gov.au/sites/default/files/2024-07/Age-Assurance-Issues-Paper-July2024_0.pdf?v=1719792000021
[5] https://www.esafety.gov.au/sites/default/files/2023-08/Roadmap-for-age-verification_2.pdf
[6] https://www.infrastructure.gov.au/sites/default/files/documents/government-response-to-the-roadmap-for-age-verification-august2023.pdf
[7] https://www.infrastructure.gov.au/department/media/publications/tender-awarded-age-assurance-trial

3. Typical online behaviours and activities

This chapter explores various online behaviours and activities that the Australian general community has engaged in over the last 12 months. It provides a detailed discussion of internet usage patterns, online safety concerns, and digital literacy among different demographics. The analysis investigates online activities, particularly concerning children aged 8-17, including issues such as exposure to age-inappropriate content, experiences of online harm like cyberbullying, and the actions taken by parents in response to such incidents. Additionally, it explores parental guidelines for children's use of technology and appropriate ages for accessing various social media platforms. Finally, it assesses respondents' familiarity with eSafety and the *Online Safety Act 2021*, to understand their knowledge of regulatory and legislative frameworks related to age assurance.

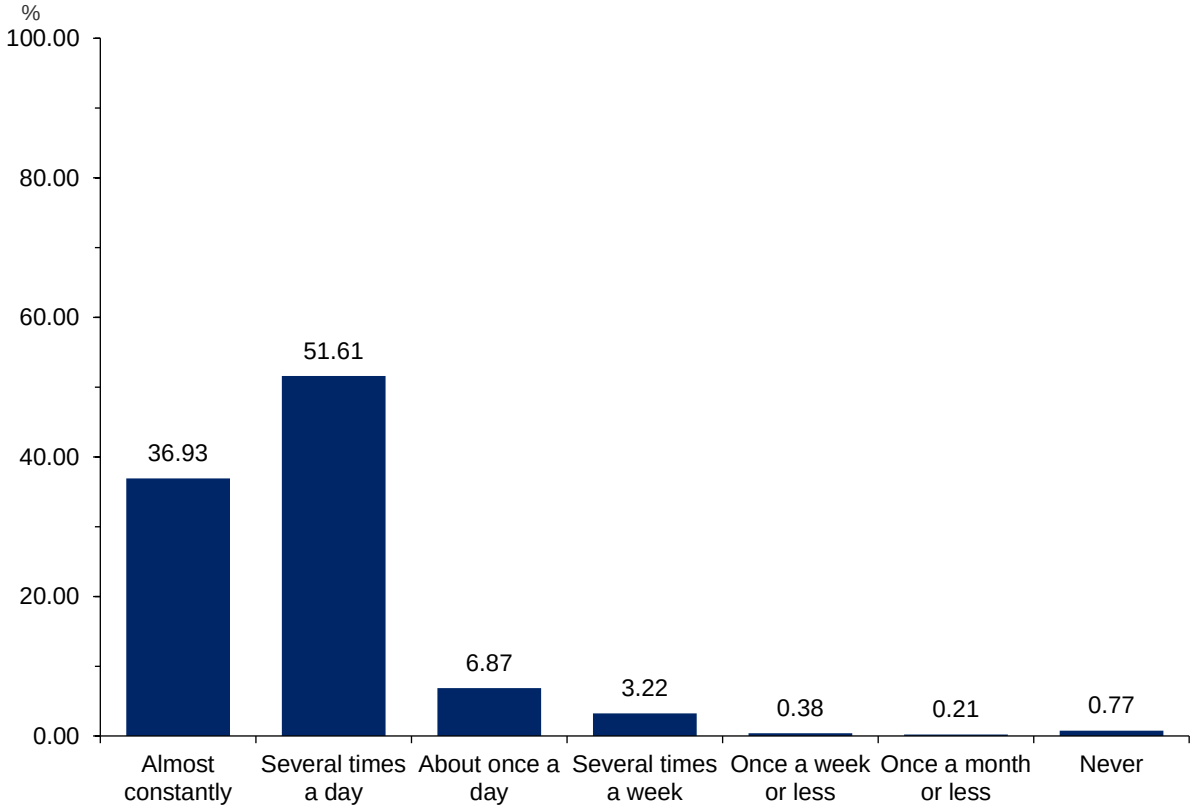
3.1. Key insights

Analysis of typical online behaviours revealed near-universal internet engagement among Australians, with 88.54% using the internet daily for non-work purposes, though usage patterns varied consistently by demographic factors. While mainstream platforms showed high adoption rates (90.90% for online shopping, 88.28% for messaging apps, 86.40% for social media), there were marked differences in high-risk platform usage and significant gaps in online safety measures, with only 45.88% of parents using age-based filtering despite 45.87% of children reporting exposure to age-inappropriate content. Digital identity adoption showed promise for age assurance integration, with 67.78% of adults using government digital ID systems, though take-up varied considerably by age and socioeconomic status. These findings, combined with divergent views between children and adults on appropriate social media access ages, suggested the need for flexible, multi-faceted age assurance approaches that could accommodate diverse usage patterns while providing enhanced protection for vulnerable users.

Implementation aspect	Current state	Recommendations
Digital access	• Existing digital divides • Varying access patterns	• Design systems that don't exacerbate existing digital divides • Include multi-method age assurance
Platform considerations	• Risk-level variations • Demographic differences • Youth engagement issues	• Higher-risk platforms (dating, adult content) require more robust verification • Develop platform-specific guidelines
Support systems	• Varied oversight mechanisms • Parent-child gaps	• Targeted education initiatives • Enhanced support for the vulnerable
Technical requirements	• Different capability levels	• Integrate with existing digital ID systems and maintain alternatives • Ensure solutions work across varying internet access patterns and capabilities

The majority (88.54%) of adults surveyed reported using the internet several times a day (51.61%) or almost constantly (36.93%) for non-work related purposes (refer Figure 1). Much smaller proportions indicated that they used the internet about once a day (6.87%) or several times a week (3.22%). These findings highlighted how internet usage is nearly universal; however, analysis also showed that the frequency and pattern of use varied considerably based on age, household composition, location, and socioeconomic factors.

Figure 1 Frequency of internet use for non-work-related purposes (%)



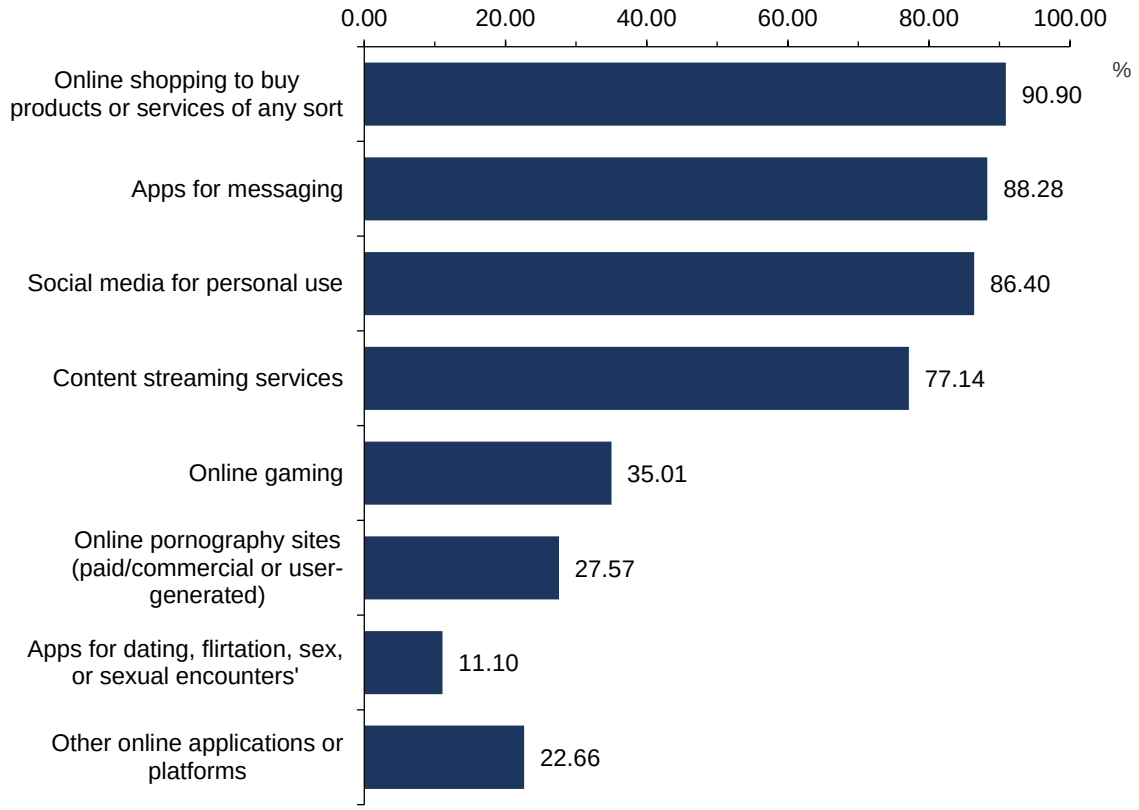
Base: All adults (n=3,140).
Source: A1 Thinking about the last 12 months, how often have you used the internet for non-work-related purposes?

Internet usage for non-work-related purposes was consistently higher amongst adults who:

- were aged 18-24 and "almost constant" users at 64.16% compared to all older age groups, and that usage dropped to 37.23% for those aged 35-44
    - This pattern was reversed for "several times a day" usage, where those aged 45-54 (59.27%) and 55-64 (62.48%) consistently outpaced adults aged 18-24 (31.08%).
    - Those aged 75 years and older showed the highest "about once a day" usage at 20.13% which was consistently higher than those aged 18-24 (2.22%), suggesting a more structured approach to internet use.
- live in one-parent families with children under 15 (45.60%) compared to couples without children (33.28%)
- reside in capital cities (39.51%) compared to regional areas (32.07%)
- were in paid employment (41.43%) compared to unemployed individuals (32.13%)
- held a Postgraduate Degree (42.13%) or Bachelor's Degree (41.04%), compared to those with TAFE / Trade qualifications (33.72%).

As part of understanding technology use, adult respondents were shown a list of different online platforms and asked which they have used in the last 12 months (refer Figure 2). Online shopping to buy products or services (90.90%), apps for messaging (88.28%) and social media for personal use (86.40%) were the most frequently reported platforms used. Content streaming services were also widely used (77.14%). In contrast, a smaller proportion of adults reported using online gaming (35.01%), online pornography sites (27.57%) and apps for dating, flirtation, sex, or sexual encounters (11.10%).

Figure 2 Technology used in the last 12 months (%)



Base: All adults (n=3,140).
Source: A2 And still thinking about the last 12 months, which of the following have you used?
Note: Don't know and Refused responses not shown on chart (18.11%)

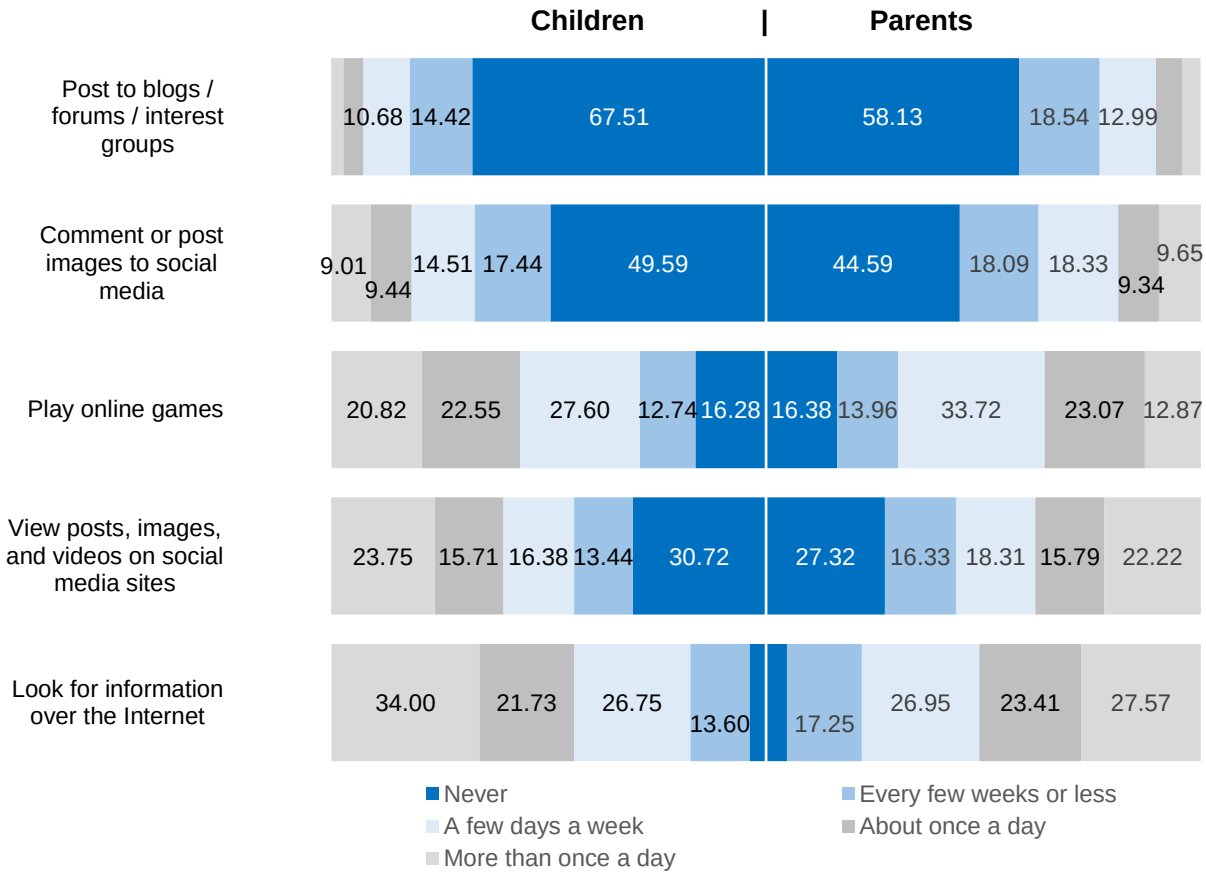
Usage of various online platforms showed clear differences demographic groups, as follows:

- Age emerged as a crucial factor especially in terms of social media and dating apps.
    - **Social media** usage was consistently higher amongst those aged 18-24 (95.72%) compared to older age groups and dropping to 59.84% for those 75 years and older.
    - This pattern was even more pronounced in **dating apps**, where usage dropped dramatically from 25.31% for those aged 18-24 to just 1.72% amongst those aged 75 years and older.
- Gender differences were particularly striking for certain online platforms.
    - Women, as compared to men, showed consistently higher **social media** (89.95% vs 83.02%) and **messaging app** (91.96% vs 84.71%) usage.
    - Conversely, men demonstrated markedly higher engagement with **online pornography** than women (40.80% vs 13.87%) and **online gaming** (39.49% vs 30.38%).
- Household composition influenced usage patterns also.
    - Couples or single parents with dependent child / children showed higher **social media** engagement (91.03% and 94.055 respectively) compared to couples without children (82.20%) or with non-dependent children (82.64%).
- Geographic location played a notable role in platform usage.
    - Capital cities showed consistently higher engagement **across most platforms**, particularly in dating apps (12.41% vs 7.89% in regional areas).
- **Content streaming services** showed highest usage amongst those aged 25-34 (87.16%) and dropped consistently for those aged over 65 years (58.35%). Education level also related strongly with streaming usage and peaked among Postgraduate Degree holders (85.82%).

As part of better understanding internet use, parents of children aged 8-17 were asked how frequently their child undertook different activities on the internet (refer Figure 3). For the most frequent activities, parents reported their children using the internet daily or more than once a day to look for information (23.41% and 27.57% respectively), view posts, images, and videos on social media sites (15.79% and 22.22% respectively), and play online games (23.07% and 12.87% respectively).

There was also considerable alignment between parent perceptions of their children's activities online, and how the children, themselves, reported spending time online. For the most frequent activities, children reported using the internet daily or more than once a day to look for information (21.73% and 34.00% respectively), view posts, images, and videos on social media sites (15.71% and 23.75% respectively), and play online games (22.55% and 20.82% respectively).

Figure 3 Child's internet usage (child and parent) (%)



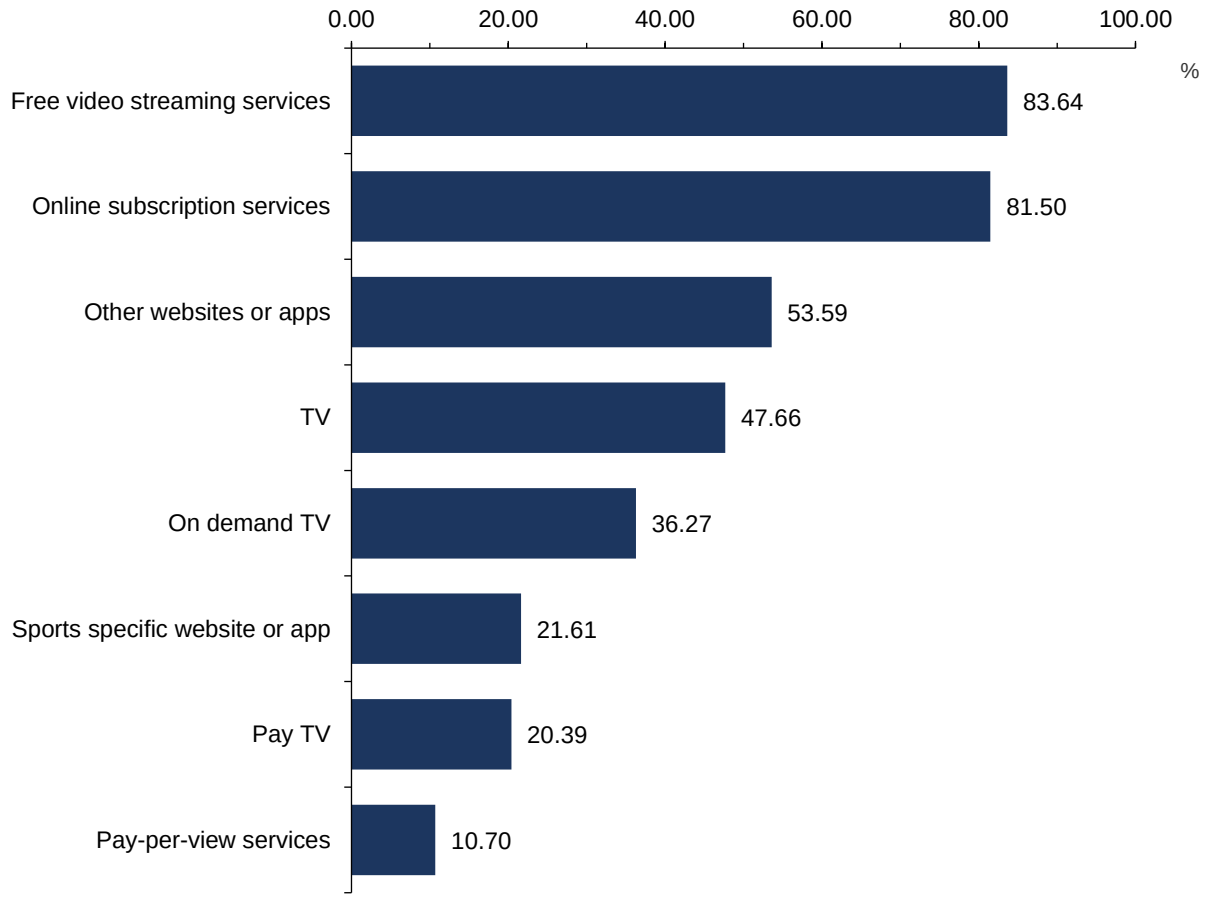
Base: Parents of children 8-17 (n=1,141) and children aged 8-17 years (n=807)
Source: KA17 Now, just some questions about your child's use of the internet.
Source: G2_C Now, just some questions about your use of the internet. How often do you…?
Note: Don't know and Refused responses not shown on chart (1.04%)

3.2. Consumption of online content

When children were asked about the types of content that they had watched in the last 7 days (refer Figure 4), more than four in five (83.64%) reported having viewed free **video streaming services**. This was closely followed by 81.50% who had watched **online subscription services**, while 53.59% had watched **other websites or apps.**

Just under half of the children surveyed reported having watched TV in the last 7 days (47.66%), but a smaller proportion (36.27%) had accessed on-demand TV. Less commonly viewed were sports-specific websites or apps (21.61%), pay TV (20.39%), and pay-per-view services (10.70%).

Figure 4 Type of content watched in the last 7 days (children) (%)



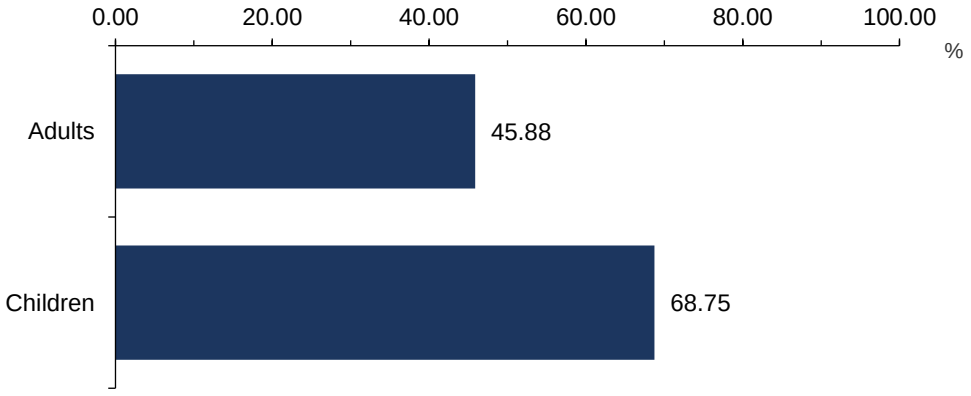
Base: Children aged 8-17 years (n=807).
Source: KB1_C In the past 7 days, what kinds of things did you watch at home or elsewhere on any device?
Note: Don't know and Refused responses not shown on chart (0.89%)

There were few meaningful patterns or consistent differences based on child demographic characteristics.

Parents of children aged 8-17 were asked if they had ever used age-based filtering or parental controls (Figure 5), while children were asked if their parents had set parental controls or helped set rules for what they could see online.

Less than half (45.88%) of the parents surveyed had used age-based filtering or parental controls to protect their children online. By comparison, 68.75% of children reported that their parents had set parental controls or helped them with setting rules for what they could see online.

Figure 5 Experienced or used age-based filtering or parental controls (% yes)



Base: Parents of children 8-17 (n=1,141) and children aged 8-17 years (n=807).
Source: D3 Have you ever used age-based filtering or parental controls to protect your child online?
D3_C Do your parents set parental controls or help you with setting rules for what you can see online?
Note: Don't know and Refused responses not shown on chart (1.88%)

A consistently greater proportion of adults reported using age-based filtering or parental controls who:

- were women (51.04%) compared to men (39.75%).
- aged 25-34 (55.85%) and 35-44 (53.35%) compared to those aged 65-74 (18.27%).

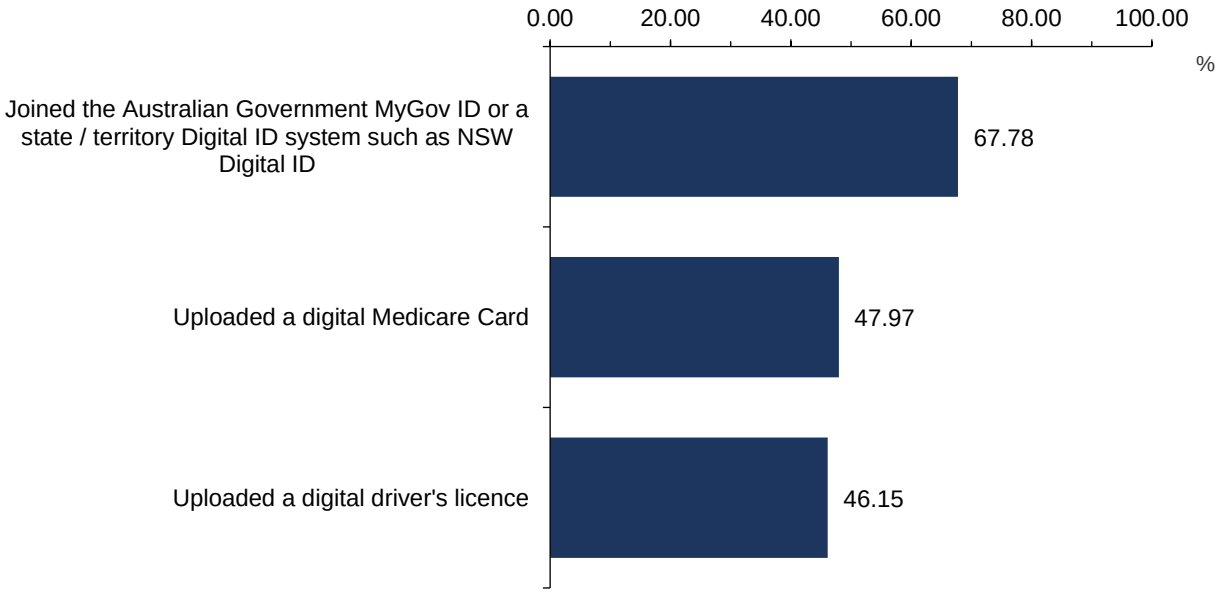
3.3. Experiences of using online identity verification systems

Once internet usage and experiences with digital platforms was established, all adults were prompted with a list and asked if they had used any of the online identification verification activities (refer Figure 6).

Around two thirds (67.78%) of adults confirmed that they had joined the Australian Government MyGov ID or a state / territory Digital ID system such as NSW Digital ID. Smaller proportions of adults reported that they had uploaded a digital Medicare Card (47.97%), or a digital driver's licence (46.15%).

These findings suggested that digital government services achieved broad but modest levels of adoption, however, analysis also showed consistent variations based on age, geography, household composition, and socioeconomic factors. When asked separately in the survey, however, if they had personally used an age assurance method online, only a quarter (24.08%) of adults confirmed that they had – suggestive of the prompted effect of asking this question in terms of various identification verification activities.

Figure 6 Online identification verification activities (%)



Base: All adults (n=3,140).
Source: A3 Have you ever done any of the following?
Note: Don't know and Refused responses not shown on chart (0.57%)

Adoption of digital government services and documentation showed clear differences across demographic groups, as follows:

- Age emerged as a crucial factor in digital service adoption, particularly for **Medicare Cards** and **Driver's Licenses**.
    - Those aged 25-34 showed the highest **Medicare Card** adoption at 59.67%, consistently higher than older age groups, and dropped to 23.29% for those aged 75 years and older.

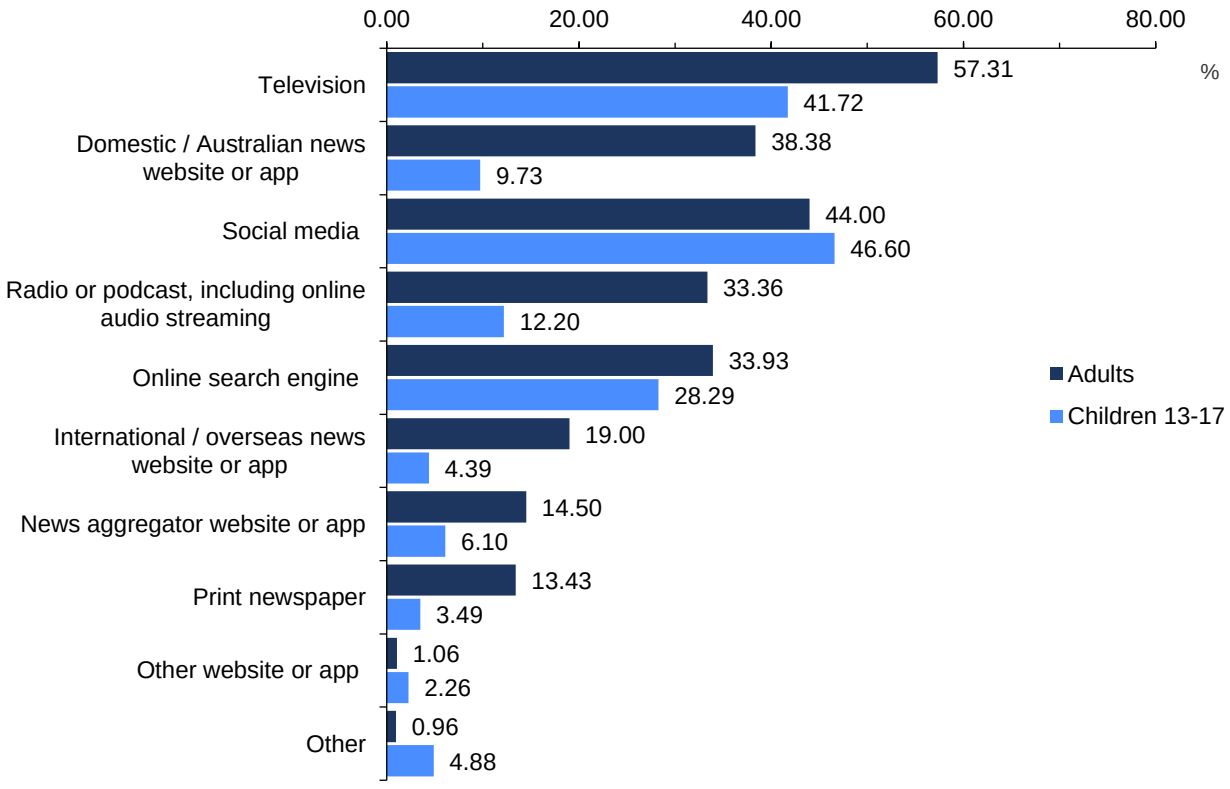
- Similarly, **Driver's License** digitisation showed higher adoption among younger groups (57.61% for those aged 25-34) compared to older demographics (26.43% for those aged 75 years and older).

- Gender differences appeared modest but consistent in certain areas.
  - Women showed consistently higher adoption of **digital Medicare Cards** (50.81%) compared to men (45.24%).
- Household composition revealed notable differences.
  - Families with dependent (57.68%) or dependent and non-dependent (64.97%) children showed consistently higher adoption of **digital Medicare Cards** compared to couples (38.87%) or individuals (38.56%) living alone
  - This pattern extended to **Driver's Licenses**, where families with children (58.25%) consistently outpaced couples without children (39.56%).
- Employment status related also to digital adoption.
  - Those in paid employment showed consistently higher adoption rates (52.39% for Medicare Card, 52.53% for Driver's License) compared to those not currently working (49.66% and 42.99%)

3.4. Accessing news

Adults and children aged 13-17 used a range of sources to access most of their news and / or current affairs. That said, adults reported a preference for television (57.31%) while a greater proportion of children aged 13-17 nominated social media (46.60%) (refer Figure 7). Usage of social media, was reported by similar proportions of adults and children (44.00% and 46.60% respectively).

Figure 7 How respondents generally access news and/or current affairs (%)



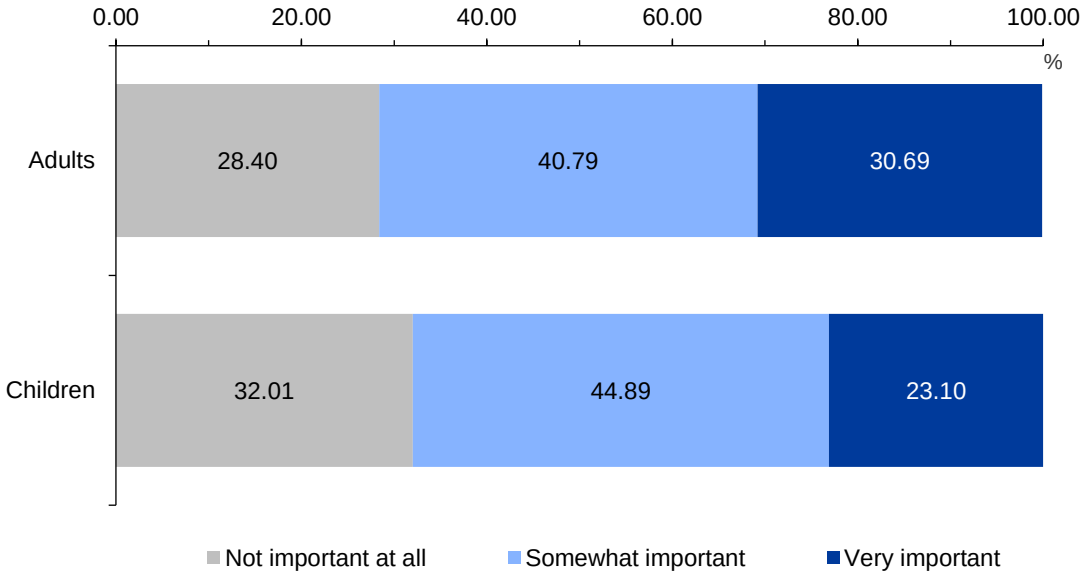
Base: All adults (n=3,140) and children aged 13-17 years (n=367).
Source: D2A In general, how do you currently access most of your news and/ or current affairs?
D2A_C In general, how do you currently access most of your news and/ or current affairs?

Note: Don't know and Refused responses not shown on chart (2.47%)

As shown in Figure 8, having access to news on social media was important to all respondents with more than seven in ten adults confirming it was somewhat important (40.79%) or very important (30.69%) to them. A slightly smaller proportion of children (67.99%) felt this way. While most respondents did rate engaging with news on social media as being important to some extent, around a third of adults (28.40%) and children (32.01%) did not feel this news channel was important at all.

Analysis also highlighted those perceptions of importance varied by adult age and gender.

Figure 8 Importance of having access to news on social media (%)

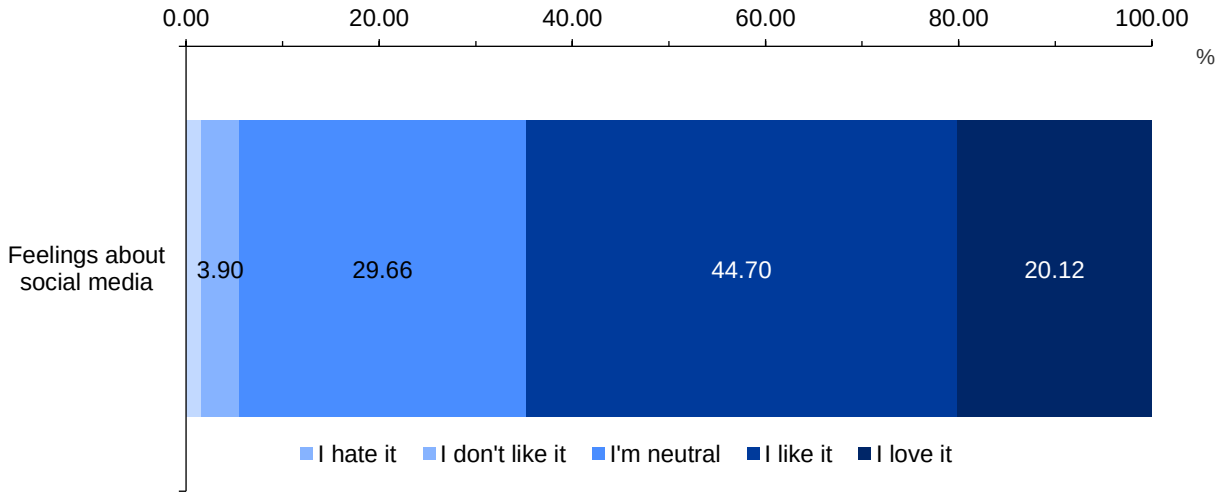


Base: All adults (n=3,140) and children aged 13-17 years (n=367).
Source: D14. How important is it to you to have access to news on social media?
D14_C How important is it to you to have access to news on social media?
Note: Don't know and Refused responses not shown on chart (0.11%)

A consistently greater proportion of adults aged 18-24 (43.72%) rated having access to news on social media as being very important compared to all older age groups. Men were consistently more likely to rate it "not important at all" (32.77%) compared to women (23.93%). There were few meaningful patterns or consistent variations based on child demographic characteristics – this indicated that the perception of access to news on social media as being somewhat or very important was broadly shared by all children.

Most children held positive feelings towards social media, with 44.70% stating they liked it and 20.12% expressing that they loved it (refer Figure 9). More than one quarter (29.66%) reported feeling neutral, while 3.90% didn't like it.

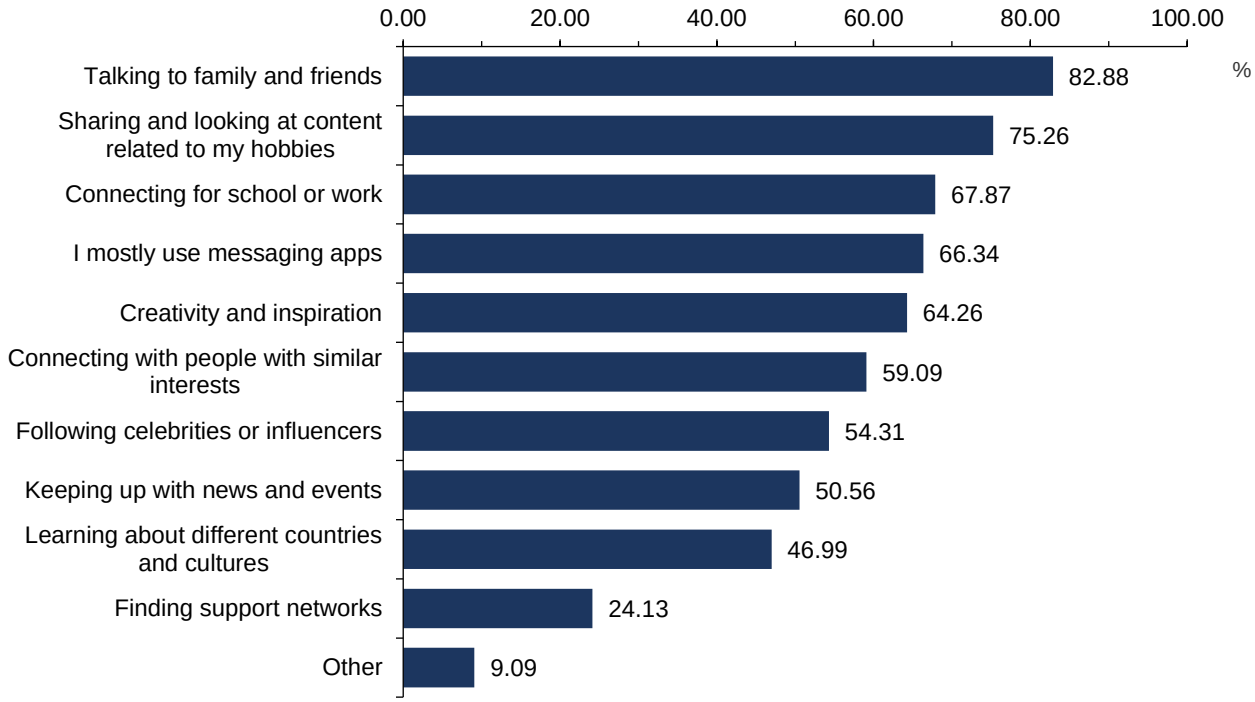
Figure 9 Feelings towards social media (children) (%)



Base: Children aged 13-17 years (n=367).
Source: D15_C Which of the following best describes your feelings about social media…?

When asked about their reasons for using social media (refer Figure 10), children most frequently cited talking to family and friends, with 82.88% of children aged 13-17 having indicated this. This was followed by sharing and looking at content related to hobbies (75.26%) and connecting for school or work (67.87%). Additionally, 66.34% reported mostly using messaging apps, while 64.26% identified creativity and inspiration as key reasons.

Figure 10 Reasons for using social media (children) (%)

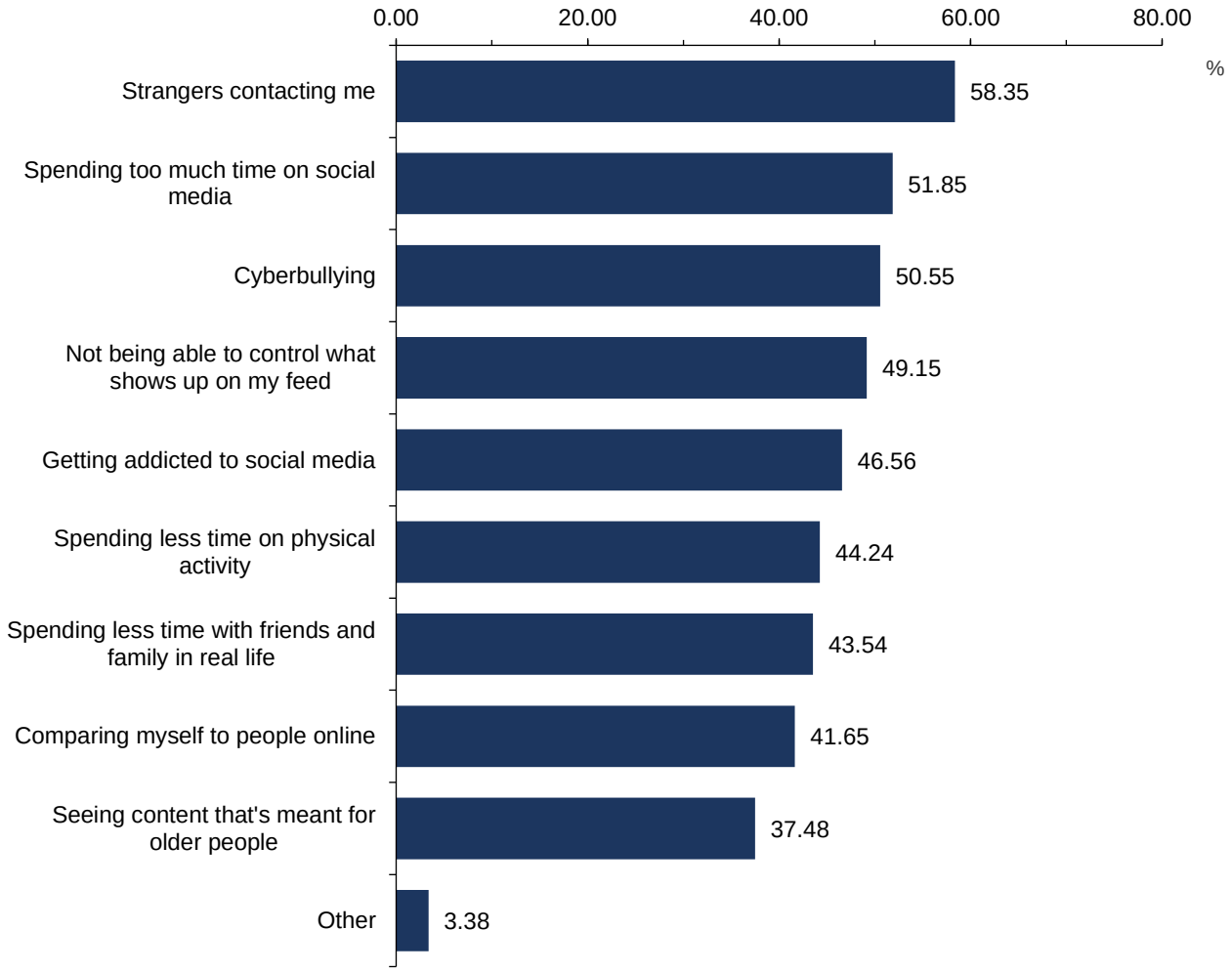


Base: Children aged 13-17 years (n=367).
Source: D16_C Which, if any, of the following do you use social media for?
Note: Don't know and Refused responses not shown on chart (10.78%)

Despite high levels of engagement with social media, children still had some concerns. Most commonly, children were worried about strangers contacting them (58.35%), spending too much time on social media (51.85%), and experiences of cyberbullying (50.55%) (refer Figure 11).

Almost half of the children surveyed expressed concerns about not being able to control what shows up on their feed (49.15%) or were worried about getting addicted to social media (46.56%). Additionally, 41.65% mentioned comparing themselves to people online. Lastly, 37.48% of respondents were concerned about encountering content intended for older audiences.

Figure 11 Concerns when using social media (children) (%)



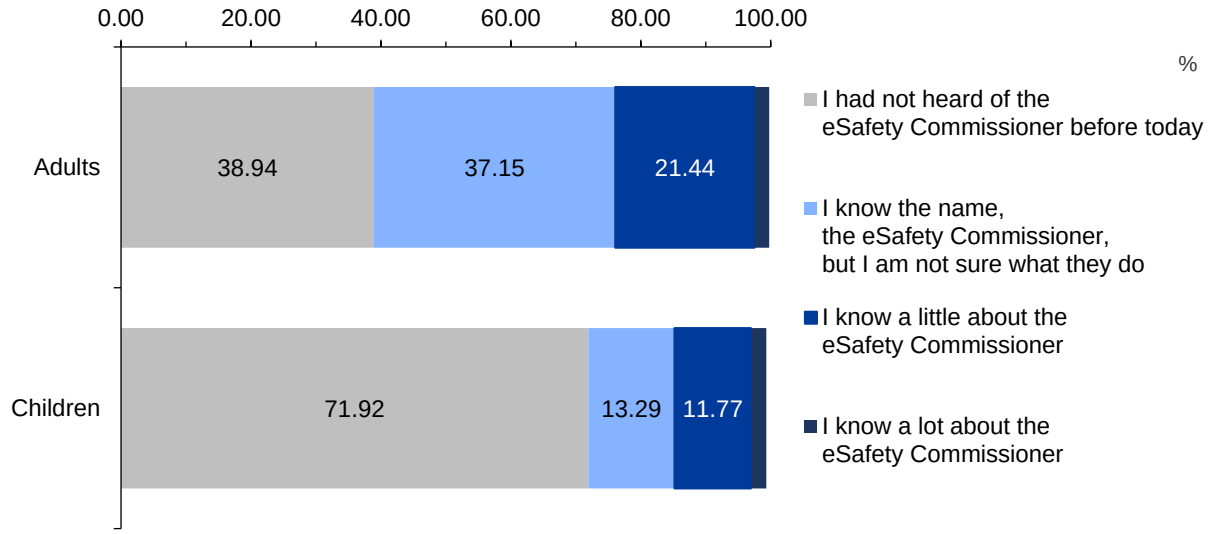
Base: Children aged 13-17 years (n=367).
Source: D17_C Which, if any, of the following do you worry about when using social media?
Note: Don't know and Refused responses not shown on chart (5.29%)

3.5. Awareness of options for support and exposure to potentially harmful content

Familiarity with resources and options for support, such as eSafety and the *Online Safety Act 2021*, provided context to discussion about experiences among parents and children with potentially harmful online content.

Knowledge of the eSafety Commissioner was mixed among adults, with 21.44% who said they knew a little, while 37.15% knew them by name only and 38.94% had not heard of them before the survey (refer Figure 12). By comparison, seven in ten children (71.92%) had not heard of eSafety at all, 13.29% knew them by name only and 11.77% knew a little about them. Low overall adult and child awareness of eSafety (i.e. those who responded ‘had not heard of them’) suggested the need for broader public education.

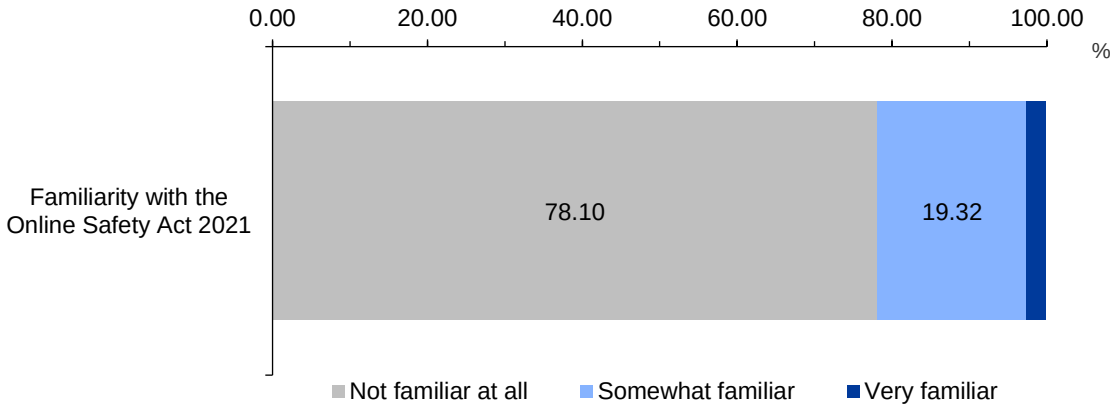
Figure 12 Knowledge of the eSafety Commissioner (%)



Base: All adults (n=3,140) and children aged 8-17 years (n=807).
Source: G5A How much do you know about the eSafety Commissioner?
G5A_C How much do you know about the eSafety Commissioner?
Note: Don't know and Refused responses not shown on chart (0.90%)

As an extension to enquiry related to knowledge of the eSafety Commissioner, all adults were asked about their familiarity with the *Online Safety Act 2021* (Figure 13). Almost eight in ten adults (78.10%) stated that they were not at all familiar with the Act while a comparatively smaller portion (19.32%) indicated that they had some familiarity.

Figure 13 Familiar with the Online Safety Act 2021 (%)



Base: All adults (n=3,140).
Source: B6 To what extent are you familiar or not familiar with the Online Safety Act 2021?
Note: Don't know and Refused responses not shown on chart (0.12%)

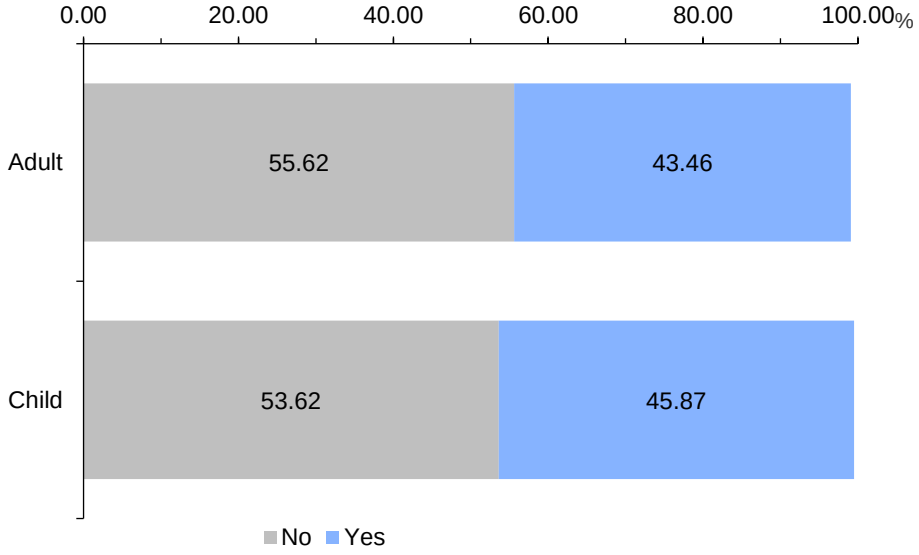
The lack of general awareness, however, was not evenly distributed across the population. A complete lack of familiarity (i.e. those reporting not at all aware) was consistently greater for adults who:

- were older and peaked at 93.45% for those aged 75 years plus. The findings showed a clear age progression with unfamiliarity increasing steadily from 69.47% (35-44) to 85.23% (65-74)
- resided in regional areas (82.23%) compared to metropolitan residents (76.55%)
- were unemployed (85.77%) compared to employed (67.26%)
- held a Year 12 or below education (81.74%) compared to those with Postgraduate (74.99%) or Bachelor (73.28%) Degree

Analysis revealed substantial alignment between parent and child reports of exposure to age-inappropriate online content. When asked about encounters with content meant for older audiences, 43.46% of parents reported that their children (aged 8-17) had been exposed to such content, which closely matched children's self-reported exposure rate of 45.87% (refer Figure 14).

The close alignment between parent and child reporting added credibility and suggested relatively open communication between parents and children in terms of online experiences. Consistent differences existed, however, based on location, and socioeconomic factors. In particular, the data indicated vulnerability among regional families.

Figure 14 Child has seen content rated for someone older (%)



Base: Parents of children 8-17 (n=1,141) and children aged 8-17 years (n=807).
Source: G1 Has your child ever watched or seen any content online that was meant for or rated for someone older than they were?
G1_C Have you ever <seen anything / watched or seen any content> online that was meant for or rated for someone older than you were?
Note: Don't know and Refused responses not shown on chart (1.45%)

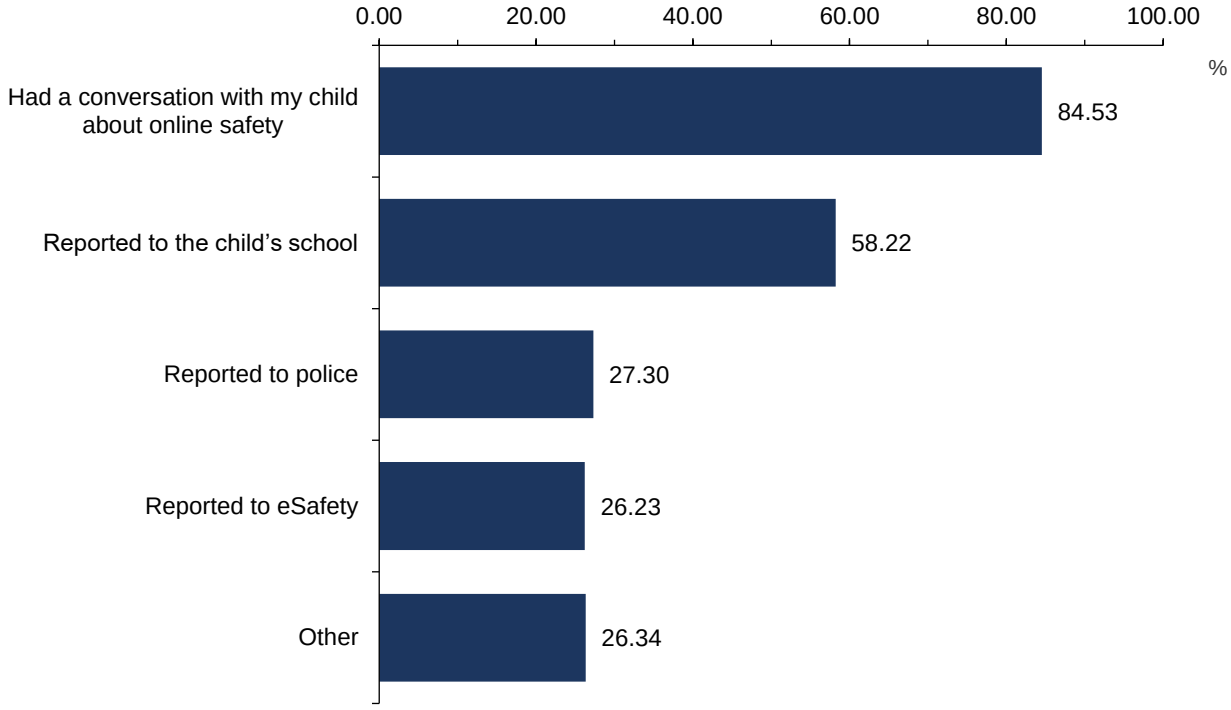
Looking specifically at parents, reports indicated that their child had been exposed to inappropriate online content was consistently higher among:

- women (47.14%) compared to men (39.16%)
- those who resided in regional areas (58.08%) compared to capital cities (39.96%)

Separate to exposure to content meant for someone older, more than one in ten (11.61%) parents reported that their child had experienced harm online such as cyberbullying, image-based abuse, or extortion, while 87.96% had not.

For those parents who reported that their child had experienced harm online, 84.53% had a conversation with their child about online safety in response, while 58.22% reported it to the child's school. Mentions of parents reporting to the police or eSafety were much lower (27.30% and 26.23% respectively).

Figure 15 Action taken by parent with child who experienced harm online (parents) (% yes)

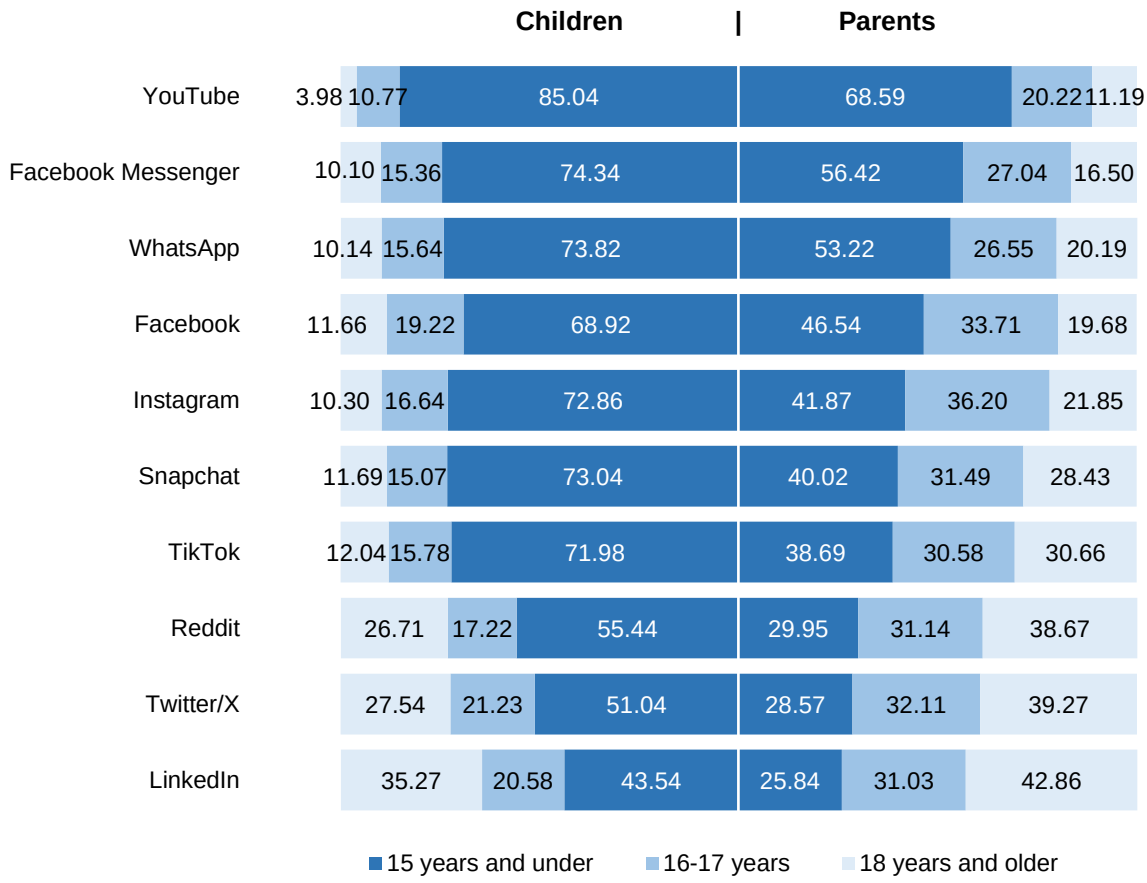


Base: Parents who have a child 8-17 who have experienced harm online (n=116).
Source: G3 What action did you take?
Note: Don't know and Refused responses not shown on chart (4.35%)

The research was also interested in what this meant for perceptions of the appropriate age that children should have been to access various social media platforms and compared responses from children and parents.

Figure 16 highlighted generational differences in attitudes towards social media readiness, with children leaning towards earlier access and parents emphasising caution. That said, there was broad agreement that YouTube was suitable for younger users, with 85.04% of children and 68.59% of parents indicating it was appropriate for those aged 15 years and under. In contrast, TikTok, Snapchat, Instagram, Facebook and Facebook Messenger were considered suitable for slightly older age groups. A greater proportion of children, however, viewed them as appropriate for younger users (than parents). On average, 64.52% of children thought it is appropriate for people under 16 years to have had access to these social media platforms, compared to 44.71% of parents.

Figure 16 Appropriate age for children to access to social media platforms (child and parent) (%)



Base: Parents of children 8-17 (n=1,141) and children aged 13-17 years (n=367).
Source: G4 What age do you think is appropriate for children to have access to the following social media platforms?
G4_C What age do you think is appropriate for children to have access to the following social media platforms?
Note: Don't know and Refused responses not shown on chart (1.63%)

4. Awareness of age assurance methods

This chapter presents key areas related to the awareness and understanding of age assurance methods among the Australian general community. The analysis looks at the depth of knowledge among those who are aware, examining understanding of various age assurance methods, such as age verification, age estimation, age inference, age gating, and identity verification, by analysing their ability to match these methods to their description.

4.1. Key insights

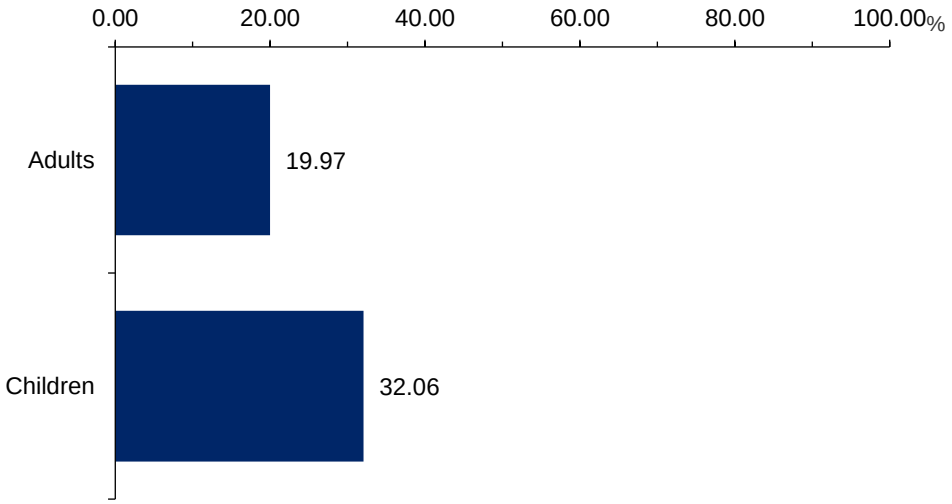
Analysis of age assurance awareness revealed a significant knowledge gap, with children (32.06%) showing higher unprompted awareness than adults (19.97%). While prompted awareness increased for both groups (to 38.40% and 39.88% respectively), high incorrect response rates (40-50%) across all methods suggested the need for simplified, standardised terminology and or awareness raising / education efforts. Traditional methods like ID verification showed the highest recognition (84.11%), while newer technologies saw lower awareness levels. Understanding related strongly with willingness to engage with age verification systems, particularly among children, where 73.92% of those who would use a website that checked for age understood why websites checked for age. These findings suggested the need for both simplified, standardised terminology and comprehensive education initiatives to support successful implementation of age assurance methods.

Implementation aspect	Current state	Recommendations
Awareness levels	• Lower awareness among adults than children • Significant age and education-based disparities in understanding	• Develop clear, accessible explanations for all demographic groups • Implement broad public awareness campaigns
Communication strategy	• Need for simplified terminology • Age-appropriate needs	• Create age-specific educational materials • Clear, accessible explanations
Verification methods	• Varying familiarity levels • Multiple user needs	• Focus on familiar methods • Multiple verification options
Process design	• Need for standardisation • Clarity requirements	• Clear purpose explanation • Standardised terminology

4.2. Unprompted and prompted awareness

A key finding was that awareness of methods that can be used to help check a person's age online was higher among children aged 8-17 (32.06%) than adults (19.97%) (refer Figure 17). Age and education were found to be the most important determinants of awareness among adults.

Figure 17 Heard of age assurance methods – unprompted (% yes)



Base: All adults (n=3,140) and children aged 8-17 years (n=807).
Source: B1 Before today, have you ever heard of any methods that help check a person's age online?
B1_C Have you ever heard about ways websites check how old you are?
Note: Don't know and Refused responses not shown on chart (3.76%)

Awareness of online age verification methods was consistently higher among adults who:

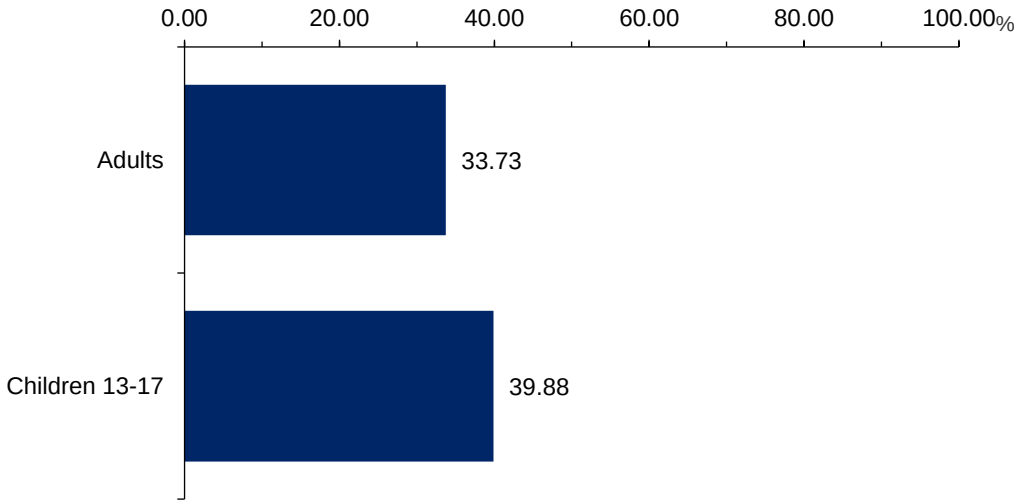
- were aged 18-24 (30.80%) compared to older age groups, and this dropped 11.27% for those aged 65-74 years
- were in paid employment (22.42%) than unemployed (18.17%)
- held a Postgraduate (24.31%) or Bachelor Degree (25.22%) than TAFE / Trade qualifications (19.06%) and Year 12 or below (16.46%)

Those surveyed were then prompted with the following description of age assurance and asked if, based on this description, they had heard of any methods that help check a person's age online (refer Figure 18).

> *"For the purposes of this survey, age assurance methods help websites check your age to make sure you're allowed to use their services. These methods can look at your ID, ask questions, or use things like your face or a computer to estimate your age, or check with your bank or phone company to confirm your age."*

A version rephrased with age-appropriate wording was provided to children respondents aged 8-17 years (refer base notes at Figure 18). Awareness levels increased when prompted using this additional information, with 33.73% of adults and 39.88% of children confirming that they had heard of these methods. Further analysis found that age, education level, and household composition were the primary determinants of awareness, with employment status playing a secondary role.

Figure 18 Heard of age assurance methods – prompted (% yes)



Base: All adults (n=3,140) and children aged 13-17 years (n=367).

Source: B3 For the purposes of this survey, age assurance methods help websites check your age to make sure you're allowed to use their services. These methods can look at your ID, ask questions, or use things like your face or a computer to estimate your age, or check with your bank or phone company to confirm your age. Based on this description, have you ever heard of any methods that help check a person's age online?
B3_C Age assurance methods are tools that help websites check your age to make sure you're allowed to use their services. These tools can look at your ID, ask questions, or use things like your face or a computer to estimate your age, or check with your bank or phone company to confirm your age. Based on this description, have you ever heard of any methods that help check a person's age online?

Note: Don't know and Refused responses not shown on chart (0.35%)

Several reliable differences (not due to chance) in prompted awareness of age assurance methods across demographic groups were found for adults as follows.

- Age demonstrated the strongest consistent differences:
  - Young adults (18-24) showed consistently greater awareness (50.53%) compared to all other age groups
  - There was a clear declining pattern as respondents got older:
    - 25-34 years (44.66%) consistently higher than 45+ age groups
    - 35-44 years (38.79%) consistently higher than 55+ age groups
    - Dropped dramatically to 14.04% for those aged 75 years and older
- Education level revealed consistent differences:
  - Postgraduate Degree holders showed consistently higher understanding (41.70%) compared to those with:
    - TAFE / Trade qualifications (31.38%)
    - Year 12 or below (29.43%)

ONLINE COMMUNITY SPOTLIGHT: Awareness and perceptions of age assurance

Overall awareness

Young people, parents, and general population adults were asked to describe their perceived awareness of online age assurance based on their own experiences. Across all three groups, many identified date of birth declarations as an example of age assurance when accessing age restricted websites for alcohol or gambling. The adult groups tended to have lower general awareness about age assurance compared to young people, some noting that they had only taken notice due to the recent media attention on the social media ban for under 16 years. Many were unsure how age assurance operated in online contexts, drawing on experiences in banking and identity verification, with some also mentioning that the terminology was unfamiliar.

Perceived importance

Online age assurance was perceived to be of great importance across all participants, commonly seen as part of a societal obligation to protect children and their development through regulation of age-appropriate content and harm minimisation: '*online age assurance might be an important and trustworthy way of improving online safety'* (Parent).

Participants were asked to review an article about the introduction of age assurance technology to bar children from online pornography in Australia. All three groups were alarmed by the statistics presented in the article on the high percentage of children exposed to online pornography, especially in pre-teen years. Participants commented on a wide range of possible harms that children could be exposed to online including exposure to violence, grooming, bullying, harassment, disinformation, discrimination, and scams. Many linked these harms to unmoderated social media content and children having less maturity to make informed decisions.

Participants expressed a need to improve content moderation on social media and limit possible exposure to harmful, violent or mature content with considered impacts on mental health and development for minors.

Concerns about age assurance methods

There was collective concern across participants about data security and privacy, particularly in relation to online identity verification measures. Participants expressed trepidation to provide personal data online, citing recent data breaches in major banks and telecommunication companies in Australia. Participants were also concerned about the effectiveness of restricting young people's access. Young people and Parents commented that current online age assurance measures seem to be easy to bypass, expressing concern that minors can still access age-restricted content or bad actors can find ways to circumvent systems meant for younger audiences.

Usefulness of age assurance

Across all three groups, it was almost unanimous that age assurance is a worthwhile project even if it is not completely effective. In contrast, some participants commented that '*prohibition never works'* and that the implementation of such a system would be expensive and would be better spent on education on online safety. Many participants were interested to see how technologies would be implemented and monitored in an effective manner, while upholding people's rights, privacy and data security.

4.3. Knowledge of various age assurance methods

There are many methods that can be used to check a person's age online and some of these were well-known and familiar to Australians while others were not. The research sought to measure the general community's understanding of different methods by asking respondents to match various age assurance approaches to their best description (refer Table 2).

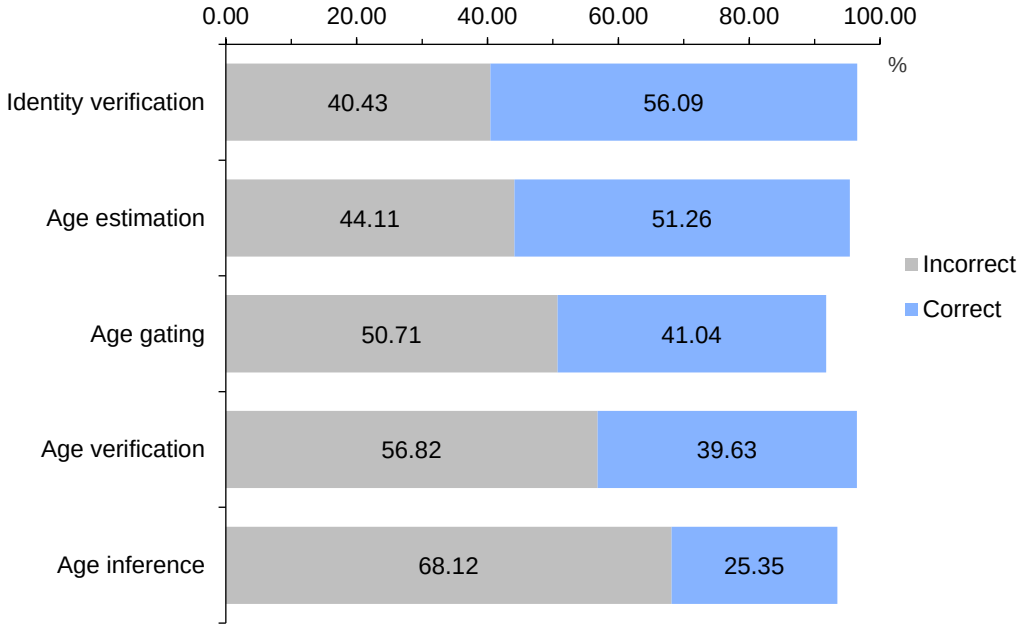
The presentation of the age assurance methods and descriptions were randomised in the survey, and respondents were asked to *"please match each of the following age assurance methods to their best description."*

Table 2 Age assurance methods and descriptions (correct concordance)

Method	Description
Age verification	When a website asks you to show an ID document like your passport or driver's licence to prove how old you are.
Age estimation	When a website uses a technology to guess how old you are based on things like your face or behaviour.
Age inference	When a website asks you to provide information that you must be a certain age to possess, such as a marriage certificate or credit card, to check how old you are. ~~(*)~~
Age gating	When a website asks you to enter your date of birth, or asks whether you are 18 years old or above.
Identity verification	When a website asks for proof of who you are, like showing your ID, to confirm your identity. We sometimes refer to this as '100 points of ID'.

More than half of the adults surveyed correctly matched identity verification (56.09%) and age estimation (51.26%) with their corresponding descriptors (refer Figure 19). Fewer respondents correctly matched age gating (41.04%) and age verification (39.63%). The least correctly identified age assurance method was age inference (25.35%).

Figure 19 Understanding of age assurance methods (%)



Base: All adults (n=3,140).
Source: B4 There are many methods that can be used to check a person's age online – we will refer to this as 'age assurance' and 'age assurance methods'. Some of these are well-known and familiar to Australians and some are not. Please match each of the following age assurance methods to their best description.
Note: Don't know and Refused responses not shown on chart (3.54%)

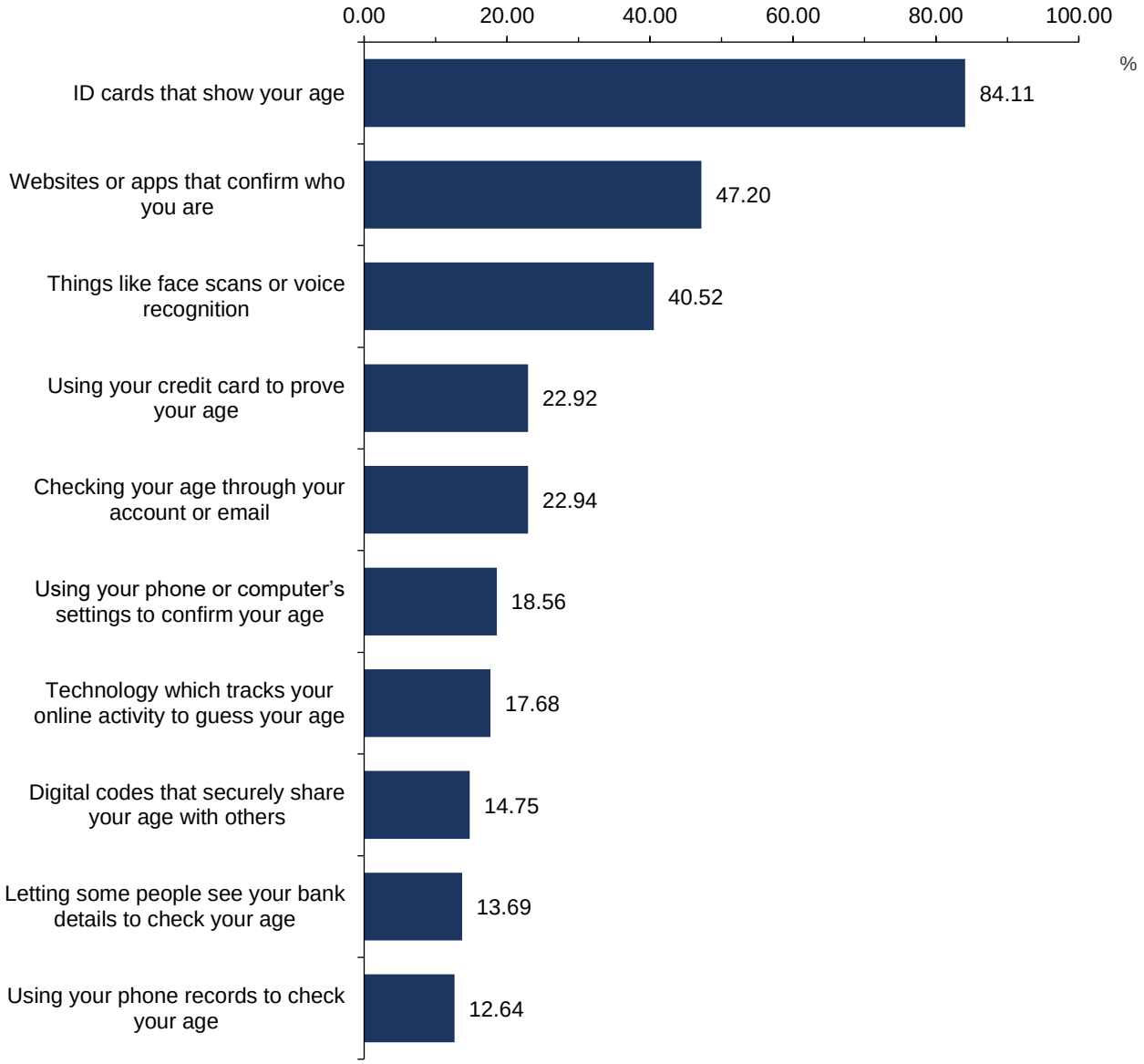
All adults were then shown a list of age assurance methods and asked if they had heard of these before the survey. The findings highlighted the breadth of familiarity and awareness of specific age assurance methods (refer Figure 20). Analysis by subgroups also found a variety of differences, and that age and education level accounted for the greatest differences in awareness across most age assurance methods.

The majority (84.11%) of adults were aware of ID cards that showed age, such as passports or driver's licenses. Websites or apps that confirmed identity, known as online identity services, were recognised by 47.20% of respondents. Biometric checks, which included methods like face scans or voice recognition, were known to 40.52% of adults.

Less commonly known methods included using credit cards to prove age (22.92%), account or email checks (22.94%), and device or account settings to confirm age (18.56%). The least recognised methods were

technology that guessed your age-based on online activity (17.68%), digital codes that shared your age with others (14.75%), banking information (13.69%), and phone records to check age (12.64%).

Figure 20 Awareness of certain age assurance methods (%)

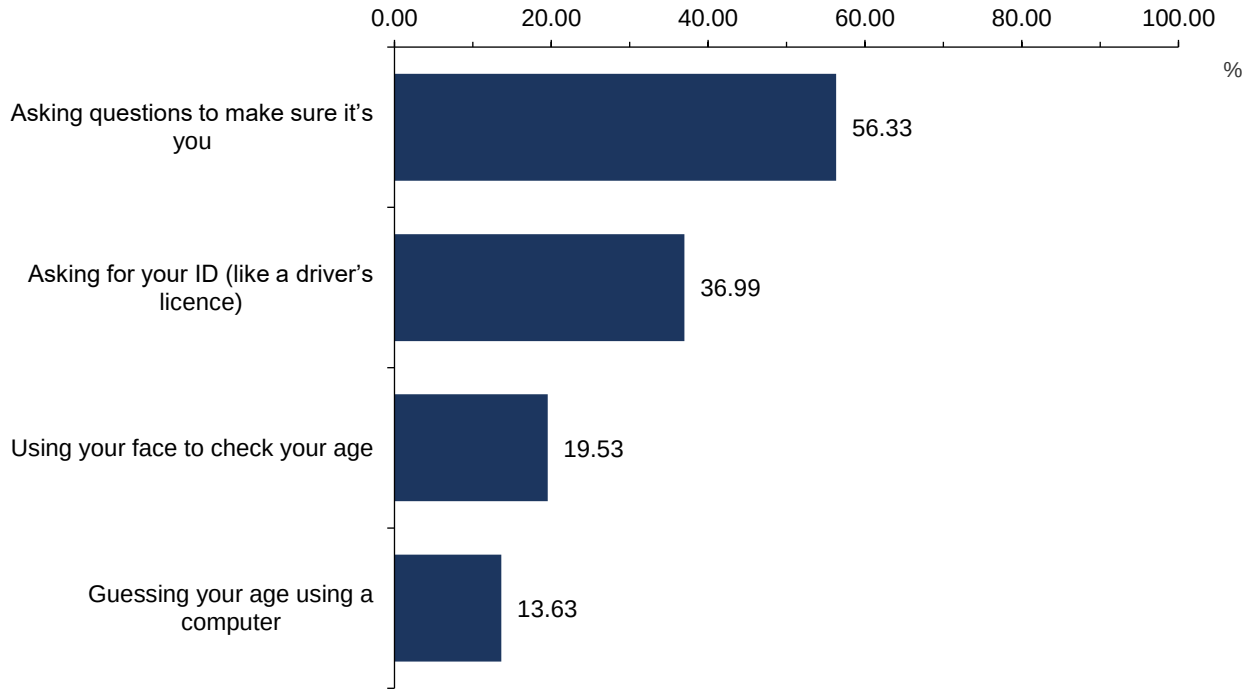


Base: All adults (n=3,140).
Source: B5 Which of the following, if any, methods used for age assurance have you heard of before today?
Note: Don't know and Refused responses not shown on chart (2.34%)

All children aged 8-17 were also asked about their awareness of certain age assurance methods (Figure 21). A shortened list of methods and with age-appropriate wording was used in the survey.

More than half (56.33%) of the children surveyed were aware of the age assurance method that asked questions to verify identity. More than one third (36.99%) knew about the use of ID cards, such as driver's licenses, to check age. Fewer children were aware of the use of their face to check age (19.53%) and guessing their age using a computer (13.63%).

Figure 21 Awareness of certain age assurance methods (children) (%)



Base: Children aged 8-17 years (n=807).
Source: B5_C Do you know any of these ways websites check your age?
Note: Don't know and Refused responses not shown on chart (1.06%)

Analysis by sub-groups found few consistent differences apart from age (refer Table 3).

Table 3 Awareness of certain age assurance methods by age (children) (%)

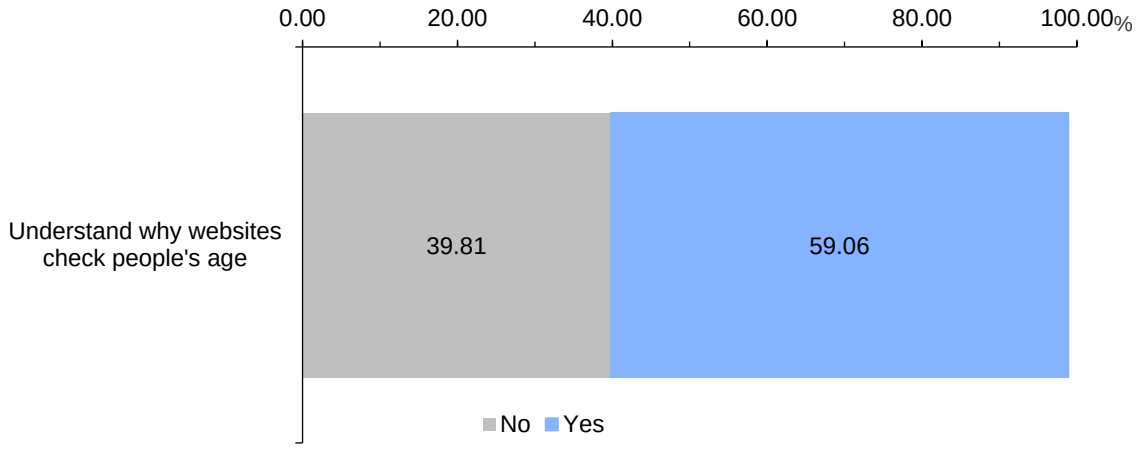
Method	Ages 8-12	Ages 13-17	Change with age	Key finding
Asking questions to make sure it's you	45.34%	67.84%*	↑ Increases	Highest awareness across both age groups
Asking for your ID	24.82%	49.73%*	↑ Increases	Largest age gap in awareness
Using your face to check your age	15.09%	24.19%*	↑ Increases	Moderate age difference
Guessing your age using a computer	11.41%	15.96%	→ Stable	Smallest age gap, lowest overall awareness and non-consistent

*Statistical tests show a systematic difference that is unlikely to be due to chance

[Note: Arrows indicate direction of change with age]

Figure 22 showed that over half of children aged 8-17 (59.06%) knew why websites checked people's age, while 39.81% did not know.

Figure 22 Knowledge of why websites check people's age (children) (%)



Base: Children aged 8-17 years (n=807).
Source: B6_C Do you know why websites check how old people are?
Note: Don't know and Refused responses not shown on chart (1.13%)

A consistently greater proportion of children aged 8-17 who reported having seen something online that was meant for or rated for someone older (68.35%) stated that they knew why websites checked how old people were (compared to 50.90% who hadn't seen age-inappropriate material).

ONLINE COMMUNITY SPOTLIGHT: Experiences of online age assurance

When participants were asked about their most recent experience with online age assurance, the most common response was having to enter their date of birth. This was identified for a range of online services, including gaming websites and apps and when creating a social media account. A number of participants reported having to click through prompts to confirm they were aged 18 or older for services such as gambling websites, Reddit forums, and websites for venues selling alcohol (i.e. a distillery).

Several participants indicated having to supply documentation online to set up accounts for services such as car insurance, mobile phone plans, and betting apps, or for government services such as working with children checks. This most often required them to provide drivers licence details.

Perceived legitimacy and trustworthiness

After describing their most recent experience with online age assurance, participants were asked: 'When you were asked to verify your age online – did this seem legitimate? What made it seem trustworthy?' Participants generally appear to have interpreted this question in one of two ways: either relating to the site or organisation requesting the age assurance or relating to the age assurance method itself. This had implications for how they responded, which are evidenced below.

For providing their date of birth or confirming their age as 18 or older, participants were generally comfortable to do so. However, many identified that it is easy to provide false answers and thus the methods themselves do not appear legitimate or satisfactory. Participants suggested that being required to confirm their age seemed like 'a passing obligation without any real substance or effort' (Group 2) or 'a question just asked because it's part of the website/company standard of practice, not because they are actually trying to stop underage people from accessing' (Group 1). This sentiment was shared by participants across the three cohorts.

Participants from all three cohorts also identified an increased sense of legitimacy or trust when providing documentation to government services or well-known organisations. Some suggested the importance of 'doing their research' before providing personal information to companies online when registering and paying for services or products.

5. Support for age assurance methods

This chapter covers key areas related to the support for age assurance methods among the general community. It evaluates the extent to which various groups perceive responsibility for ensuring access to adult content and age-restricted online services complies with age-related guidelines. The analysis includes examining the perceived effectiveness of age assurance methods in keeping children and young people safe online. Discussion also considers respondents' willingness to use age assurance technologies to access various online services, such as social media, dating apps, online pornography sites, online shopping, content streaming services, online gaming, and messaging apps. Finally, it assesses how the use of these methods impacts respondents' engagement with and likelihood to use such websites.

5.1. Key insights

Analysis of support for age assurance methods revealed mixed backing. While around nine in ten adults expressed support for age assurance to some extent, only 55.84% were very supportive of using age assurance methods. Responsibility for online safety was viewed as multi-layered, with individuals (68.77% for adult users, 61.46% for parents) and content providers (58.37% for adult industry) seen as primarily responsible. While most respondents (75.84% of adults) believed these methods were at least somewhat effective, willingness to use them varied by platform type, with higher acceptance for adult-oriented services (47.91% for dating apps) than general services (28.83% for online shopping). Importantly, however, the research showed minimal negative impact on intended usage, with 80.29% of adults indicating age assurance methods (presumably if acceptable to users) would either not affect or positively influence their likelihood to use websites, suggesting broad acceptability of these measures across most demographic groups. Implementation should focus on building a collaborative framework that leverages existing support while addressing specific concerns of resistant groups and varying platform requirements and perceptions of risk.

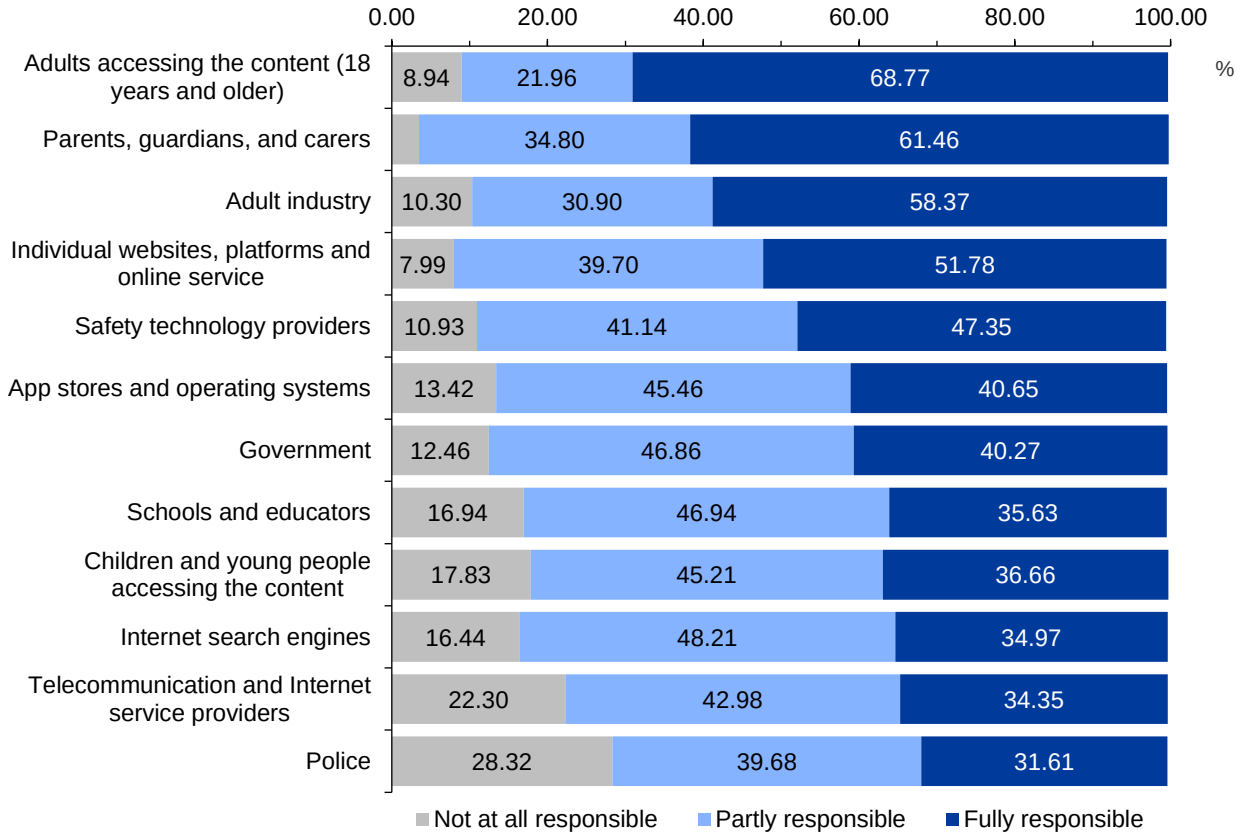
Implementation aspect	Current state	Recommendations
Responsibility framework	• Strong emphasis on individual and parental responsibility • Industry accountability viewed as critical	• Develop graduated responsibility framework based on platform-specific approaches • Shared responsibility model
Demographic considerations	• Consistent gender differences in support levels • Age-related progression in support	• Address specific concerns of resistant groups • Emphasise shared responsibility model • Highlight positive impact on user experience
Platform strategy	• High-risk platform acceptance • 10-20% resistant minority	• Risk-based prioritisation • Service-specific approaches
Support structure	• Need for clear framework • Varied engagement levels	• Create strong industry guidelines • Develop resources for parents and guardians • Create educational materials for children

5.2. Perceptions of responsibility

All adults were asked to identify who they thought should be responsible for ensuring access to adult content (i.e. pornography / violence) complied with age-related guidelines (Figure 23).

Many respondents believed the responsibility rest with individuals, including the adults accessing the content (68.77%) and parents, guardians, and carers (61.46%). This was followed by the industry and operators who curated and distributed adult content, with 58.37% believing the adult industry should be fully responsible and 51.78% attributing full responsibility to individual websites, platforms, and online services. Government ranked sixth on this list in terms of responsibility (i.e. partly or fully responsible)

Figure 23 Responsibility for ensuring access to adult content complies with age related guidelines (% yes)

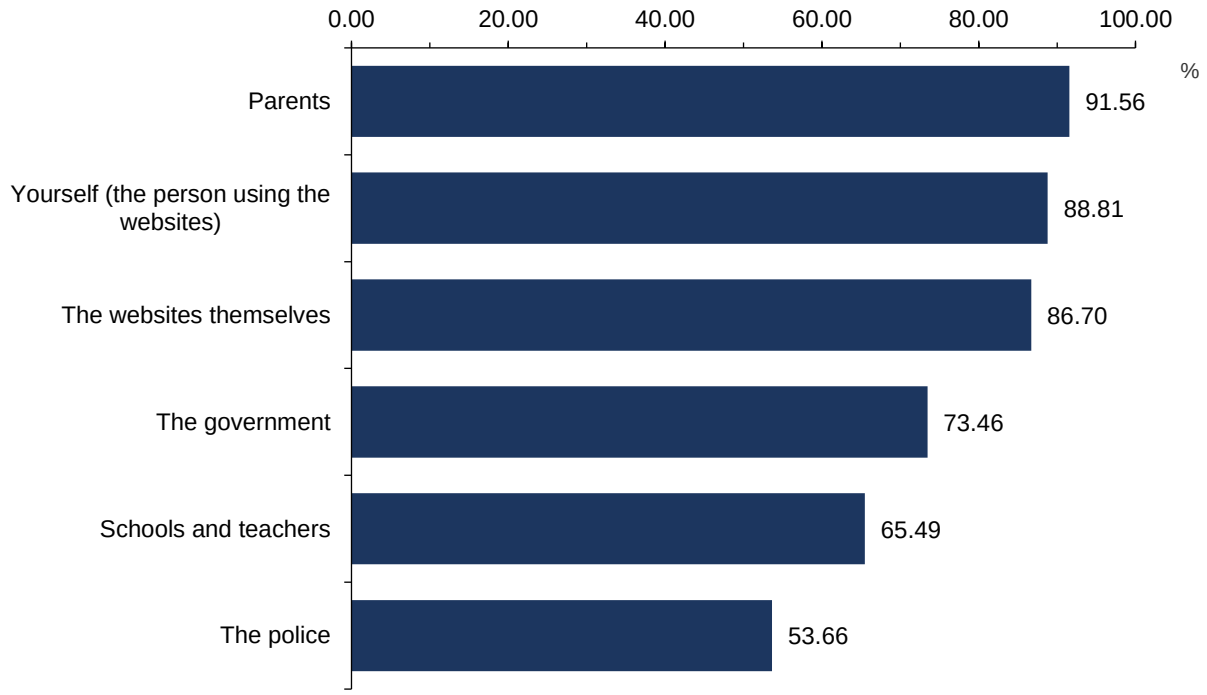


Base: All adults (n=3,140).
Source: C1 To what extent are each of the following groups responsible or not responsible for ensuring access to adult content (i.e. pornography / violence) complies with age related guidelines?
Note: Don't know and Refused responses not shown on chart (4.87%)

Findings indicated that while there was some consensus across demographic groups about who was responsible, variations still existed and appeared most pronounced across age and gender lines. Those who were most likely to view the government as responsible for ensuring access to adult content complied with age related guidelines tended to be female, older, lived in regional areas or were parents of children under 15 years.

Children aged 8-17 years had a similar view to adults, with the majority (91.56%) of children stating that they believed parents should be responsible (Figure 24). Significant proportions thought that they themselves or the websites were responsible for restricting this content (88.81% and 86.70% respectively). Other entities such as the government (73.46%), schools and teachers (65.49%), and the police (53.66%) were also mentioned, but to a lesser extent.

Figure 24 Responsibility for ensuring children can't see content made for someone older (children) (% yes)



Base: Children aged 8-17 years (n=807).
Source: C1_C Who should be responsible for making sure children can't see content made for someone older?
Note: Don't know and Refused responses not shown on chart (0.79%)

Table 4 presents findings by age of child in terms of each responsible party.

Table 4 Views on online safety responsibility: age comparison (children) (%)

Responsible party	Ages 8-12	Ages 13-17	Change with age	Key finding
Personal/Self	85.68%	92.09%*	↑ Increases	Older teens take more personal responsibility
Parents	93.29%	89.75%	→ Stable	Consistently high across ages
Websites	85.36%	88.09%	→ Stable	Consistently high across ages
Government	77.11%	69.65%	↓ Decreases	Younger children more likely to look to government
Schools / Teachers	71.13%	59.58%*	↓ Decreases	Consistent drop in institutional responsibility
Police	61.36%	45.60%*	↓ Decreases	Largest decrease in institutional authority

*Statistical tests show a systematic difference that is unlikely to be due to chance

[Note: Arrows indicate direction of change with age]

ONLINE COMMUNITY SPOTLIGHT: Perceptions of responsibility for online safety

Perceptions of responsibility

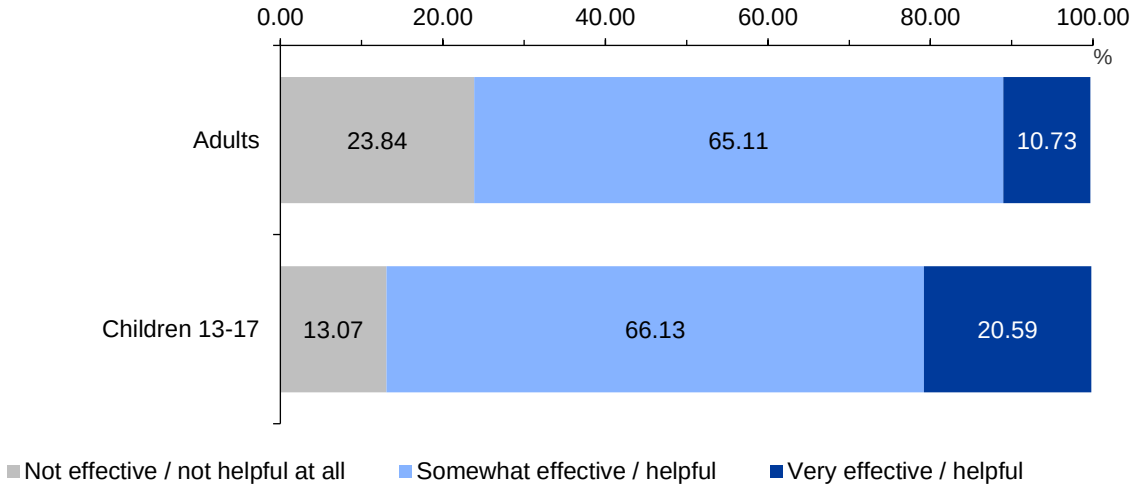
Participants were asked to rank and discuss different societal actors based on their perceived level of responsibility for ensuring the online safety of children and young people, including parents/carers, educational institutions, the e-Safety Commissioner, the Australian Government, social media platforms, search engines, and App stores. Overall, views were mixed, however, 'parents/carers' were commonly perceived as predominantly responsible across participants, as they were '*best placed'* to protect and inform their own children in online safety and able to supervise and manage access to devices. Participants also tended to rank educational institutions and Government entities more highly in terms of their responsible in ensuring online safety. Adult participants also tended to rank social media and search engines as having a higher degree of responsibility than young participants did.

When asked to provide further responsibility, many participants elaborated that the main responsibility resided with parents and carers to ensure online safety as learning starts early in the home. Participants described that '*education would be key'* and parents were responsible for creating a dialogue about the possible dangers and to '*lay the foundations of moral awareness'* around online conduct. One Parent commented that this is the same expectation as teaching your child about road safety and 'stranger danger'.

5.3. Perceptions of effectiveness, support and willingness to use

Around two thirds (65.11%) of adults believed that age assurance methods were somewhat effective in keeping children and young people safe online, while 10.73% viewed them as very effective and 23.84% thought they were not effective at all (Figure 25). Similarly, 66.13% of children aged 13-17 believed that age assurance methods were somewhat effective, but 20.59% considered them to be very effective and 13.07% thought they were not effective at all. Results also showed that a consistently greater proportion of adults who had their personal information exposed in a data breach perceived age assurance methods to be ineffective (27.43%) compared to those who had not had their information exposed (19.96%). This suggested a general lack of faith in the efficacy of technology to keep users safe online.

Figure 25 Effectiveness of age assurance methods (%)



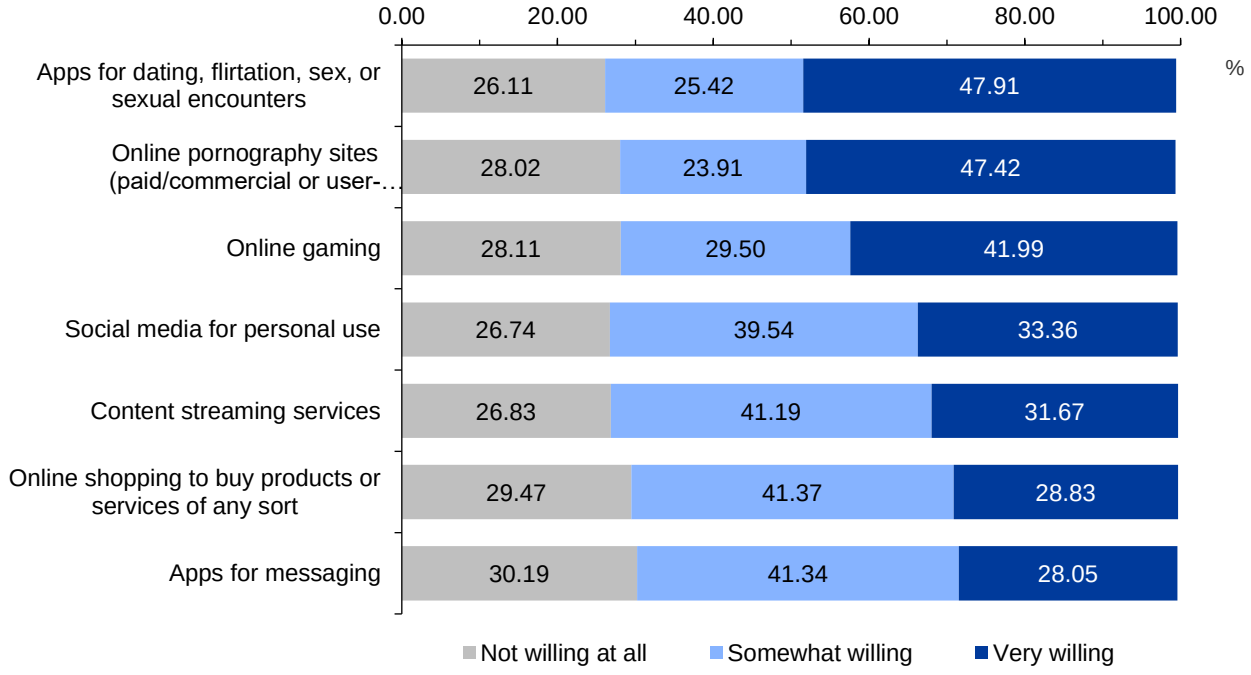
Base: All adults (n=3,140) and children aged 13-17 years (n=367).
Source: C2 To what extent do you believe age assurance methods are, or will be, effective or not effective in keeping children and young people safe online?

C2_C To what extent do you think age assurance methods are helpful or not helpful in keeping children and young people safe online?

Note: Don't know and Refused responses not shown on chart (0.52%)

As shown in Figure 26, levels of willingness among adults to use age assurance methods for a range of online services were mixed, depending on the type of website / online service. Higher levels of willingness were tied to online services that contained adult content, with respondents being very willing to use age assurance methods for apps related to dating, flirtation, sex, or sexual encounters (47.91%), online pornography sites (47.42%) and online gaming (41.99%). Fewer respondents were very willing to use age assurance methods for personal use of social media (33.36%), content streaming services (31.67%), online shopping (28.83%) and messaging apps (28.05%).

Figure 26 Willingness to use age assurance methods for certain services (%)



Base: All adults (n=3,140).

Source: C3 To what extent are you willing or not willing to use age assurance methods online to access the following services?

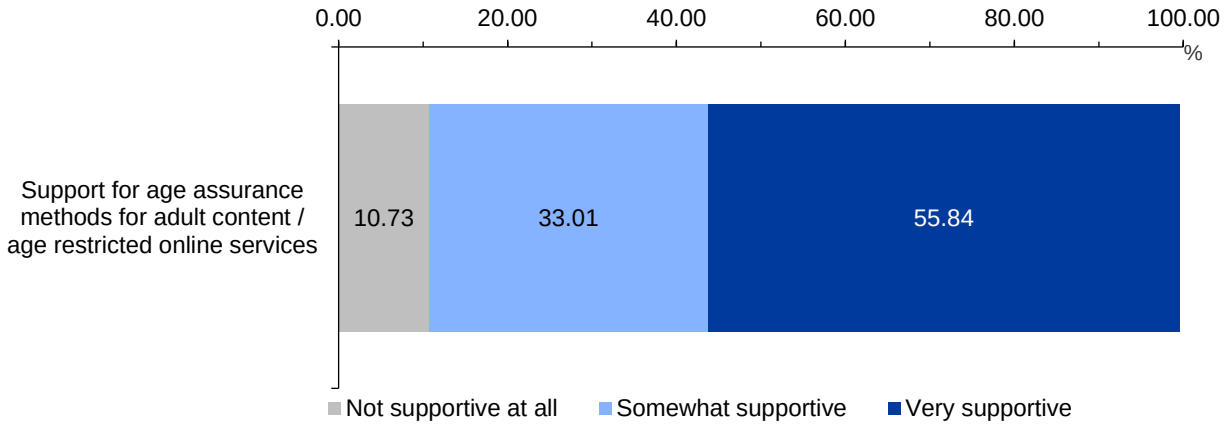
Note: Don't know and Refused responses not shown on chart (3.04%).

Analysis by subgroups highlighted complex patterns in how different demographic groups approached age assurance methods across various online services, with notable differences in levels of willingness.

- Gender emerged as a consistent differentiating factor across all levels of willingness.
    - Women demonstrated consistently higher levels of being "very willing" to use age assurance methods across most services, particularly for social media (36.67% compared to 30.20% for men) and dating apps (51.91% compared to 44.10%).
    - This gender gap persists even in traditionally male-dominated areas such as online gaming and pornography sites, suggesting a broader female preference for enhanced online safety measures.

Just over half (55.84%) of all adults were very supportive of using age assurance methods for accessing online services where adult content and age-restricted services were likely to be encountered (refer Figure 27). An additional three in ten adults (33.01%) were somewhat supportive, and 10.73% of respondents were not supportive at all. So, while nine in ten adults were **at least somewhat supportive** of using age assurance methods to access online services where 'adult content and age restricted online services' was likely to be encountered, it can also be said that almost half of all adults were **not fully supportive** of this proposal.

Figure 27 Support for age assurance methods (%)



Base: All adults (n=3,140).
Source: C4 To what extent are you supportive or not supportive of using age assurance methods to access online services where 'adult content and age restricted online services' is likely to be encountered?
Note: Don't know and Refused responses not shown on chart (0.42%)

Several demographic factors showed clear differences in terms of attitudes.

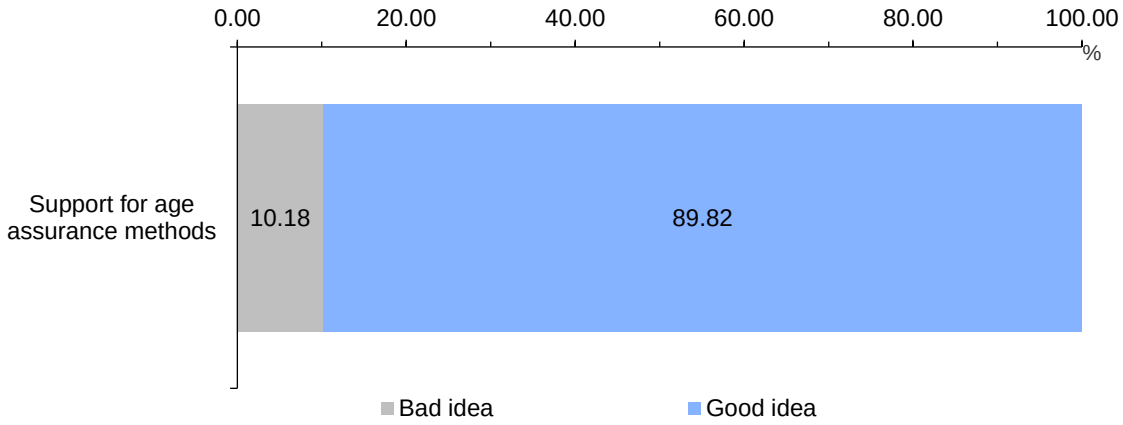
- Gender emerged as one of the most striking differentiating factors, with women demonstrating markedly higher levels of strong support (i.e. those to say very supportive) (61.96%) compared to their male counterparts (50.00%).
- Age demonstrated a progressive pattern, with support steadily increasing across age groups.
    - Younger adults showed the lowest levels of strong support, with those aged 18-24 and 25-34 reporting 46.84% and 45.92% respectively.
    - This increased among middle-aged adults, with those aged 45-54 showing markedly higher support at 62.47%. The trend continued upward, reaching its peak among those 75 and older at 71.22%. This clear age progression suggested that life experience or generational perspectives may consistently influence attitudes toward online safety measures.

Ratings of strong support for age assurance was also consistently higher for adults who:

- had personally used an age assurance method online (62.04%) compared to those who had not (53.43%)
- had partial (60.21%) or full trust (59.48%) in online platforms to securely store personal information compared to those who had no trust at all (51.17%)
- were parents and had used age-based filtering / parental controls to protect their child online (64.69%) compared to those who had not (46.14)
- as parents were aware that their child had watched or seen content online that was meant for or rated for someone older (62.32%) compared to those who had not (48.99%).

Support for age assurance among children aged 13-17 was overwhelmingly positive, with the majority (89.82%) of children believing that it was a good idea for websites to check people's age before they can use them (refer Figure 28). The remaining one in ten (10.18%) thought it was a bad idea and mirrored adult perceptions, noting the options for response were simplified for children (i.e. yes and no).

Figure 28 Support for age assurance methods (children) (%)

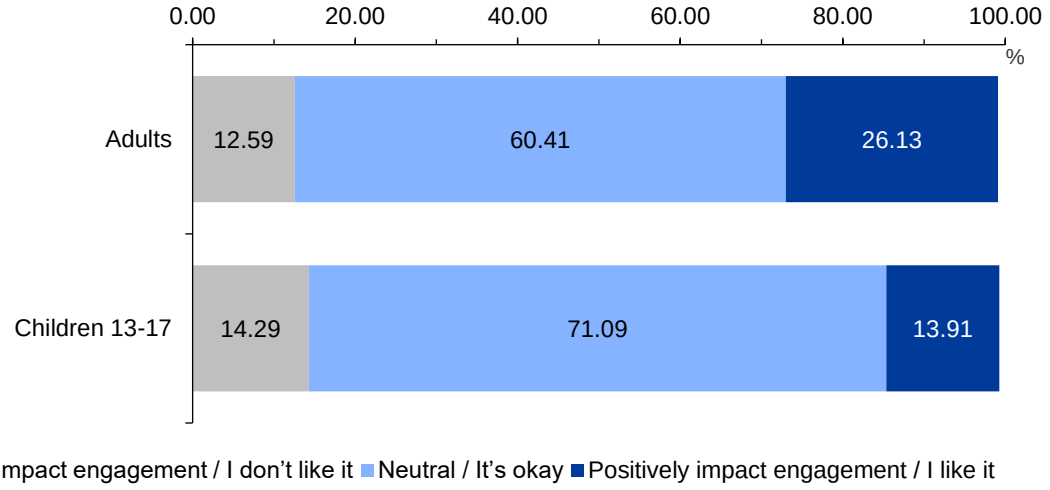


Base: Children aged 13-17 years (n=367).
Source: C4_C Do you think it's a good idea or a bad idea for websites to check people's age before they can use them?

5.4. Impact on engagement with websites

As shown in Figure 29, almost nine in ten adults said that use of age assurance methods (on websites where 'adult content and age restricted online services' was likely to be encountered) would actually positively impact their engagement (26.31%) or have a neutral impact only (60.41%). Similarly, close to three quarters (71.09%) of children felt okay about websites checking their age and 13.19% said that they would like it.

Figure 29 Impact of age assurance methods on engagement with websites (children and adults) (%)



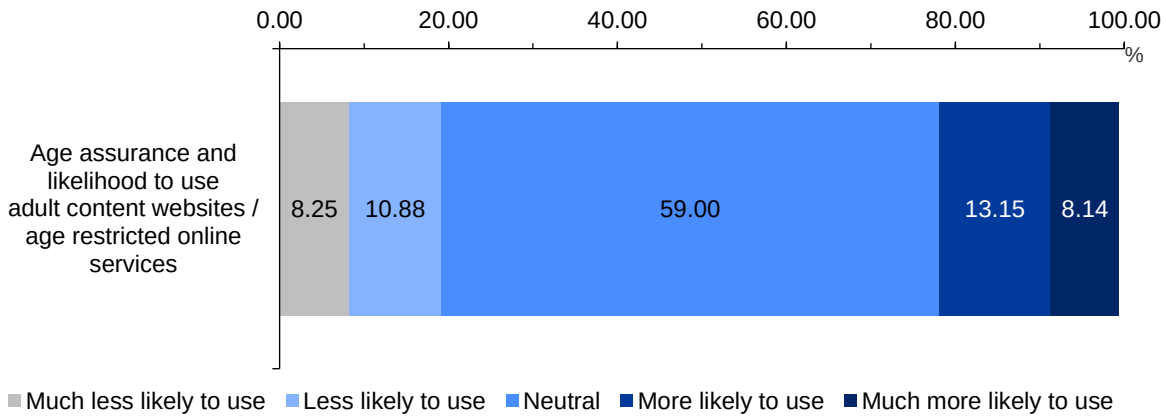
Base: All adults (n=3,140) and children aged 8-17 years (n=807).
Source: C5 To what extent would the use of age assurance methods on websites where 'adult content and age restricted online services' is likely to be encountered positively or negatively affect your engagement with those websites?
C5_C How do you feel about using websites that check your age? ('I don't like it', 'it's okay' and 'I like it')
Note: Don't know and Refused responses not shown on chart (1.39%)

Although there were no consistent differences among demographic groups for those who rated the impact as neutral, analysis showed that men (16.06%) were consistently more likely than women (8.98%) to have expected these methods to negatively affect their engagement. Younger adults (18-24) also showed the highest anticipated negative impact (19.41%), while those aged 45-54 reported the highest positive impact (31.63%). These differences suggested men and younger people might have been more concerned about potential barriers to access or privacy implications and should have been considered as part of communications and campaign messaging.

It was reasonable then to assume that people's intentions to use websites (with 'adult content and age restricted online services') where age assurance methods were deployed would not impact the likelihood of using those websites. Figure 30 showed that eight in ten adults (80.29%) felt that the use of age assurance methods would not impact them (59.00% reporting a neutral response) or that they would actually be much more likely (8.14%) or more likely (13.15%) to use those websites. By comparison, 19.13% indicated they would be less likely to use these websites if age assurance methods were used.

Together these results showed a narrowing of intentions from support for age assurance methods (88.85%) to engagement with websites that used these methods (86.72%) to the actual likelihood to use those websites (80.29%). This indicated from a policy perspective that there was a cohort of about 10% to 20% of the general community who were negatively predisposed to age assurance methods to the extent that it impacted them.

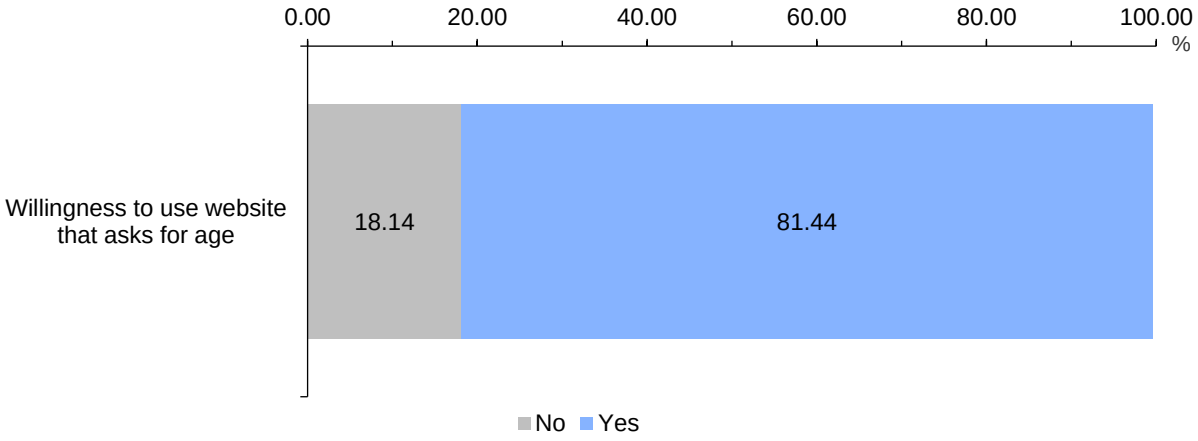
Figure 30 Extent age assurance methods on websites with 'adult content and age restricted online services' impact the likelihood to use those websites (%)



Base: All adults (n=3,140).
Source: C6 To what extent would the use of age assurance methods on websites with 'adult content and age restricted online services' impact your likelihood to use those websites?
Note: Don't know and Refused responses not shown on chart (0.58%)

Similarly, the majority (81.44%) of children also indicated they would use such a website, while 18.14% stated they would not use a website that asks for their age before they can go on it (refer Figure 31).

Figure 31 Would use a website that asks for their age (children) (%)



Base: Children aged 13-17 years (n=367).
Source: C6_C Would you use a website that asks for your age before you can go on it?
Note: Don't know and Refused responses not shown on chart (0.42%)

6. Age assurance methods in practice

This chapter investigates key areas related to trust and security in online platforms. Analysis evaluates the extent to which the general community trusts online platforms to securely store their personal information and adults and children's experiences with cyber incidents in which their personal information is exposed. Discussion looks at respondents' comfort and willingness to provide their personal information to various entities for age assurance purposes, including websites, independent companies, approved third parties, and government ID systems. Commentary also discusses the factors respondents believe are most important for the government to consider when implementing age assurance methods. This includes accuracy, privacy, usability, security, government oversight, freedom from bias, cross-platform usability, reliability, and human rights protections. Finally, the chapter captures overall concerns about privacy and security when using age assurance technologies and emphasises the perceived need for more public education on these technologies and online safety.

6.1. Key insights

Analysis of age assurance methods in practice revealed consistent trust and security concerns, with only 4.43% of adults fully trusting online platforms to store personal information securely, and 52.44% having experienced data breaches. While there was strong willingness to engage with government ID systems (87.51% somewhat/very willing), acceptance of other verification methods varied considerably. Security and privacy emerged as the dominant concerns (77.00% and 76.84% respectively very concerned), particularly among women and families with children. The overwhelming support for public education (90.27% of adults and 95.24% of children) suggested a critical need for awareness initiatives to accompany any implementation of age assurance methods. These findings suggested implementation should prioritise security and privacy while building trust through education and transparency.

Implementation aspect	Current state	Recommendations
Trust and security	• Very low platform trust • High incidence of previous data breaches • Significant vulnerability among children	• Robust data protection • Multi-layered security • Clear privacy guidelines
Systems	• Government systems preferred • Traditional methods favoured	• Ensure family account protection • Develop vulnerable group focus
Education	• Comprehensive need identified • Privacy/security concerns	• Develop targeted public education campaigns • Clear security guidelines • Build trust through transparency

6.2. Trust and security in the online space

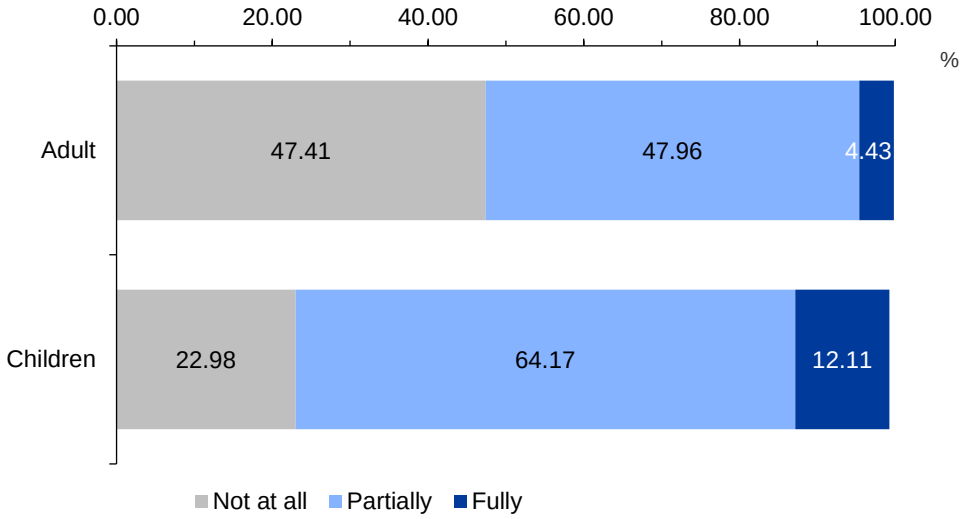
Analysis revealed a clear lack of trust in how Australians viewed online platforms' ability to securely store personal information, as almost half (47.41%) said that they had no trust at all in online platforms to do this, while a similar proportion have partial trust only (47.96%) (Figure 32). Less than one in twenty adults, (4.43%) stated that they had full trust. There were no clear consistent differences by demographic groups to note, however, a complete lack of trust was consistently higher for adults who:

- reported having had personal information exposed due to a data breach (56.20%) compared to those who had not (37.71%)
- as a parent were aware that their child had watched or seen content online that was meant for or rated for someone older (42.78%) compared to those who had not (32.92%)

- had not personally used an age assurance method online (49.93%) compared to those who had (40.53%).

Children were found to be more trusting as 64.17% reported partial trust and that 12.11% fully trusted online platforms to securely store their personal information. That said, as children got older (from 8-12 to 13-17 years) a greater proportion said that they do not trust (online platforms to securely store their information) at all (19.76% v 26.34% respectively). Regardless, partial or full trust among those aged 8-17 was 25 percentage points greater than adults and reinforced that children can be particularly vulnerable in terms of online security due to higher levels of trust. Nonetheless, 81.75% of children were still worried to some extent that websites might not keep their information safe when checking their age

Figure 32 Extent of trust for online platforms to securely store personal information (%)

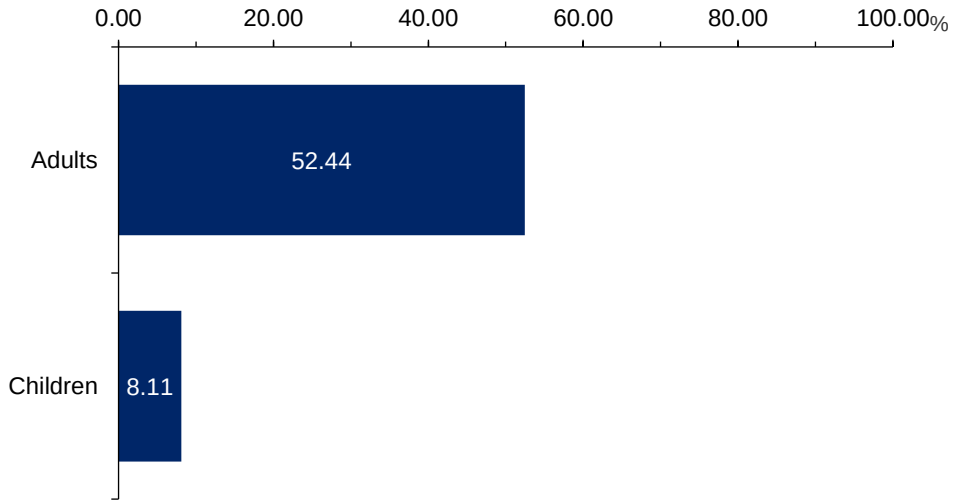


Base: All adults (n=3,140) and children aged 8-17 years (n=807).
Source: F1 To what extent do you trust online platforms to securely store your personal information?
F1_C How much do you trust websites to keep your information safe when they ask for it?
Note: Don't know and Refused responses not shown on chart (0.94%) The children's question adapted the response scale to 'not at all', 'a little' and 'a lot'.

The almost equal divide between partial and complete distrust among adults, coupled with very low levels of full trust, suggested that online platforms faced significant challenges in building trust across all demographic groups. Given these low levels of trust among adults and children, we explored if respondents had ever had their personal information exposed due to a data breach (Figure 33), or for children, "if their information had ever been lost or stolen online". While technically these experiences are referred to in professional settings as 'cyber incidents', the questionnaire applied more commonly used phrasing for comprehension.

More than half (52.44%) of the adults surveyed had experienced a data breach, while almost one in ten (8.11%) children had their information lost or stolen online.

Figure 33 Had personal information exposed due to a data breach (% yes)



Base: All adults (n=3,140) and children aged 8-17 years (n=807).
Source: F2 Have you ever had your personal information exposed due to a data breach?
F2_C Has any of your information ever been lost or stolen online?
Note: Don't know and Refused responses not shown on chart (1.09%)

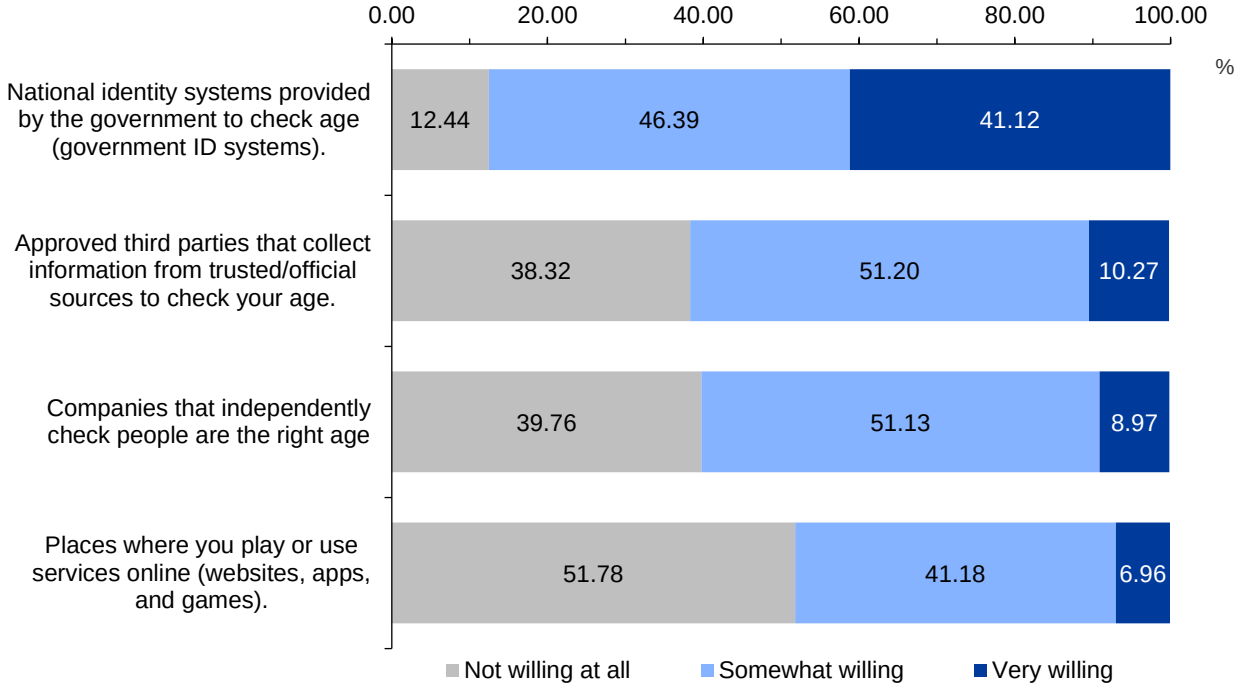
Looking specifically at adults who had their personal information exposed due to a data breach, this was consistently higher among:

- those aged 35-44 years (59.01%) compared to older age groups, particularly those aged 65-74 (44.85%)
- those who held a Postgraduate Degree (62.73%) compared to those with lower educational attainment, particularly those with only up to Year 12 education (42.87%).

The scepticism of online platforms to keep information safe coupled with negative experiences of data exposure has a natural downstream impact on adults' willingness to provide personal information to organisations for age assurance purposes. That said, willingness to engage to some extent with national identity systems provided by the government to check age was high with 46.39% somewhat willing and 41.12% to state that they were very willing (refer Figure 34) to provide their personal information. Consistently lower levels of willingness, however, were recorded for:

- approved third parties that collect information from trusted/official sources to check age (51.20% somewhat willing and 10.27% very willing)
- companies that independently check people are the right age (51.13% somewhat willing and 8.97% very willing)
- places where you play or use services online, like website, apps and games (41.18% somewhat willing and 6.96% very willing).

Figure 34 Willingness to provide personal information to certain organisations (%)



Base: All adults (n=3,140).
Source: F3 To what extent are you willing or not willing to provide your personal information to the following organisations for age assurance purposes?
Note: Don't know and Refused responses not shown on chart (0.47%)

6.3. Functionality preferences for age assurance methods

The ubiquity of technology allows for a wide range of personal data to be used for age assurance. It is natural to expect the general community will have varying levels of comfort with sharing different forms of personal information. Figure 35 showed that more than two thirds (67.33%) of respondents reported that they were comfortable sharing ID cards that showed their age, while digital codes that securely shared age with others were also relatively well-accepted, with 50.48% of adults to state that they felt comfortable.

However, fewer adults were comfortable with sharing personal data like face scans or voice recognition (37.72%), checking age through account or email (32.09%), and using phone or computer settings to confirm age (27.30%). The least comfortable methods included using credit cards to prove age (16.28%), using phone records to check age (17.08%), technology which tracks online activity to guess age (16.38%), and letting some people see bank details to check age (7.94%).

ONLINE COMMUNITY SPOTLIGHT: Introducing age assurance technology

Exploring age assurance technologies - the AgeAware app

The qualitative research explored participants' perceptions about different possible technologies. Participants were asked to review an article about a new technology, the AgeAware App, being adopted in Europe. The technology issues approved anonymised tokens to verified uses which are used to access aged-restricted content. Tokens are issued by a third-party provider, with a potential capped pricing scheme for users. Overall, sentiment was positive towards this technology however, there were some concerns related to data security risks, pricing, and effectiveness. The activity revealed the following participant perspectives:

- While participants mostly felt the technology could be an effective approach, many felt they did not have adequate knowledge or information to judge the level of security of age assurance technologies. This was particularly apparent amongst younger participants and those will lower technological confidence.
- Parents and Adults were concerned about technologies being circumvented by young people and bad actors (e.g. by creating a fake account or simply using the device of someone who had already been verified). Participants noted the possibility for people (including children) to access and use other people's token illegitimately.
- Participants felt that potential data breaches were the greatest risk for the technology.
- Some participants expressed concern that the technology could be used to track and share user data and online behaviours.
- Participants were disconcerted by the possibility that age assurance technologies may carry a cost to users and websites.

Perceptions of other technologies

Participants were also asked to rank three other age assurance technologies according to how comfortable they would be with using them. These included activity profiling; confirmation tokens; biometric information.

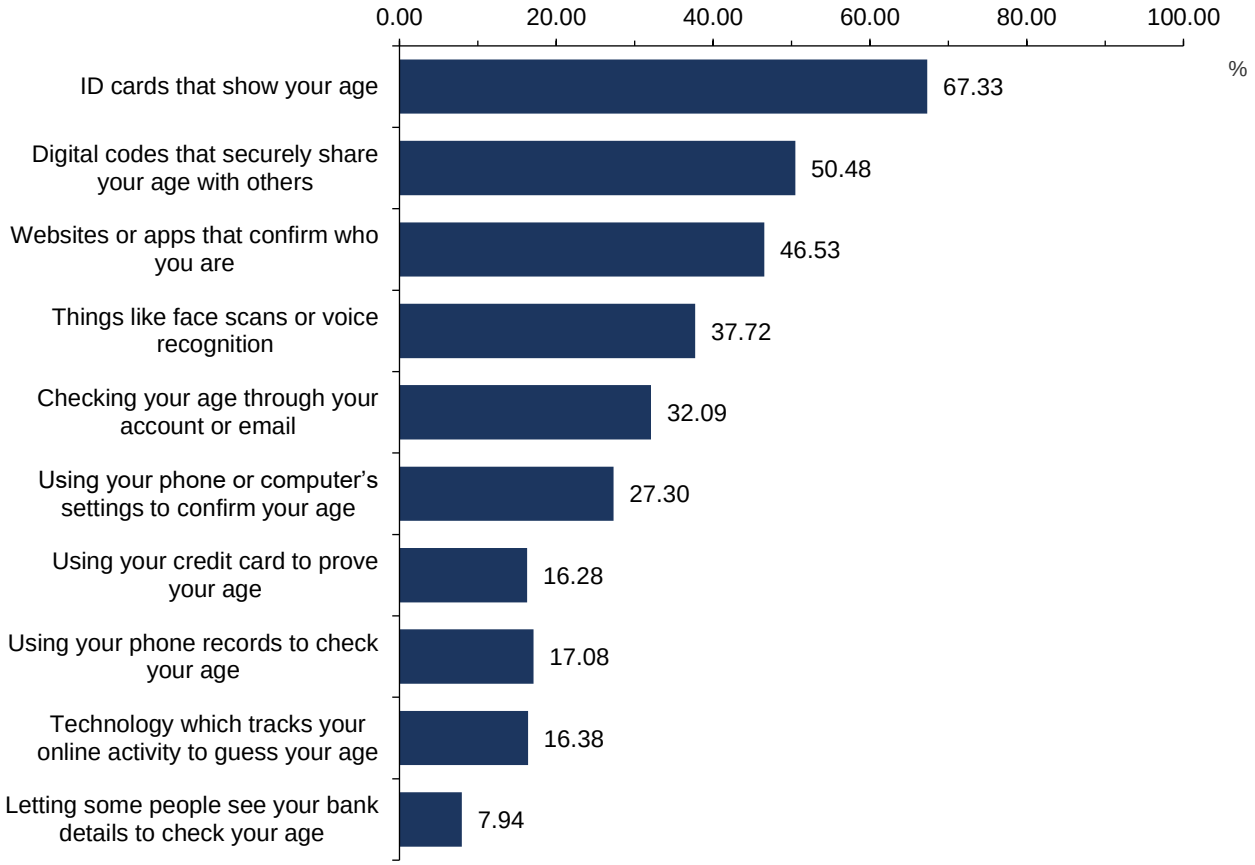
Across all three cohorts, confirmation tokens were consistently rated as the technology with which participants would be most comfortable. Participants were typically least comfortable with activity profiling, and limited comfort with biometric approaches. Young people were often least comfortable with biometric approaches.

Concerns regarding activity profiling for age assurance included:

- A lack of robustness and accuracy in assessing age.
- The risk of 'building an identity picture' by tracking an individual's online actions.
- The perception that this inherently constitutes a breach of personal privacy.

Additional concerns with biometric approaches related to the perception that data breaches would result in the release of more diverse and more sensitive types of personal information (e.g. compared to ID documents).

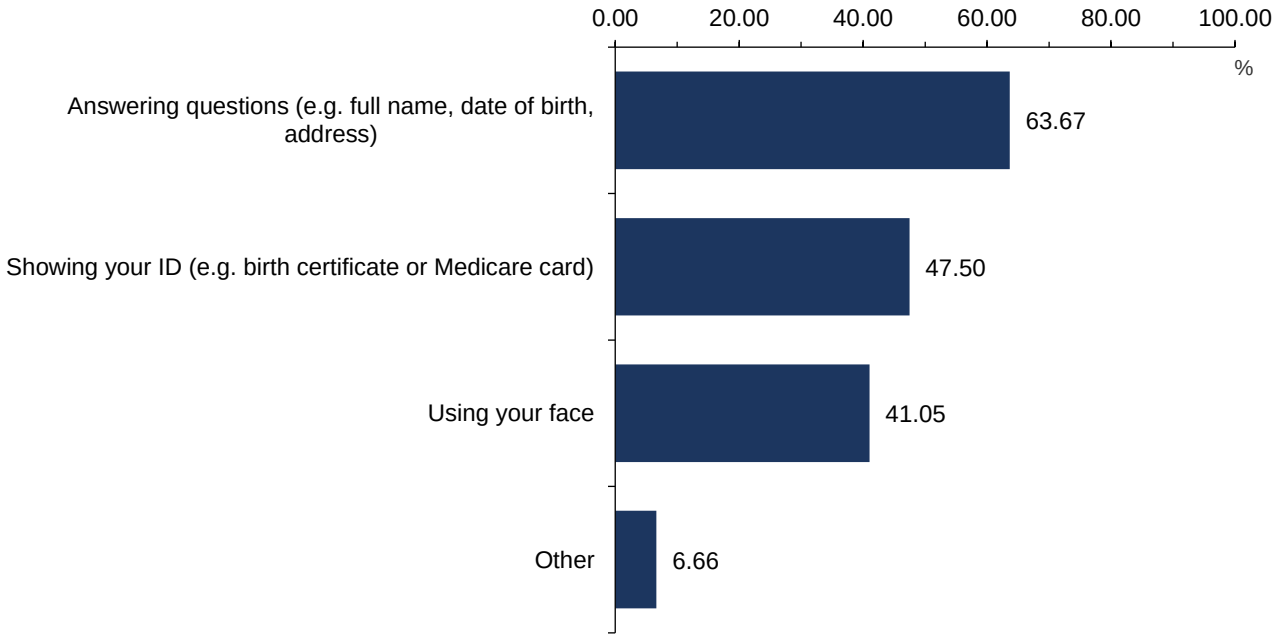
Figure 35 Comfort with sharing different types of personal data to check age online (% yes)



Base: All adults (n=3,140).
Source: D5 What type of personal data would you feel comfortable sharing to check your age online?
Note: Don't know and Refused responses not shown on chart (3.78%)

Children aged 13-17 years were also asked what kind of information they would be okay with sharing to show how old they are online (Figure 36). Answering questions related to full name, date of birth and address was accepted as a form of information to show their age among 63.67% children aged 13-17 years. A smaller proportion of children were okay with showing their ID (47.50%) and using their face (41.05%).

Figure 36 Kind of information comfortable with sharing to prove age (children) (% yes)



Base: Children aged 13-17 years (n=367).
Source: D5_C What kind of information would you be okay sharing to show how old you are online?
Note: Don't know and Refused responses not shown on chart (14.58%)

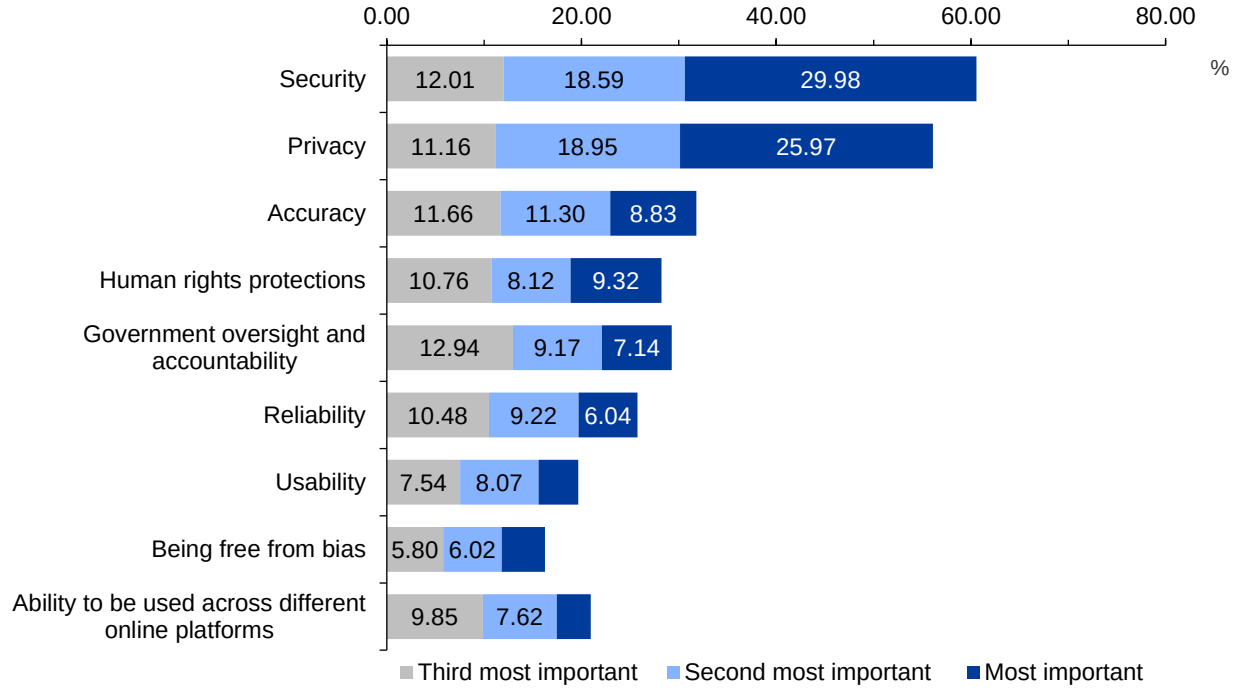
6.4. Policy priorities and real-world concerns about age assurance

We asked respondents two key questions about age assurance: what they thought were the most important factors for government to consider when developing these systems, and what concerned them when using age assurance methods. These two questions allowed for a comparison of the ideal scenario (what government should consider) and reality (what currently concerns people) as part of helping us understand how to design age verification methods that work better for everyone.

As shown Figure 37, security (29.98%) and privacy (25.97%) were clearly the two most important factors, accounting for more than half (55.95%) of the ratings, for government to consider when implementing age assurance methods. Much lower importance scores were attributed to the remaining factors.

Age emerged as a particularly strong factor, with older adults (55-64 years) showing consistently higher security concerns (35.85%) compared to younger age groups, particularly those aged 25-34 (25.14%). Privacy considerations (25.97% overall) showed no consistent differences across demographic groups highlighting its common importance to the public.

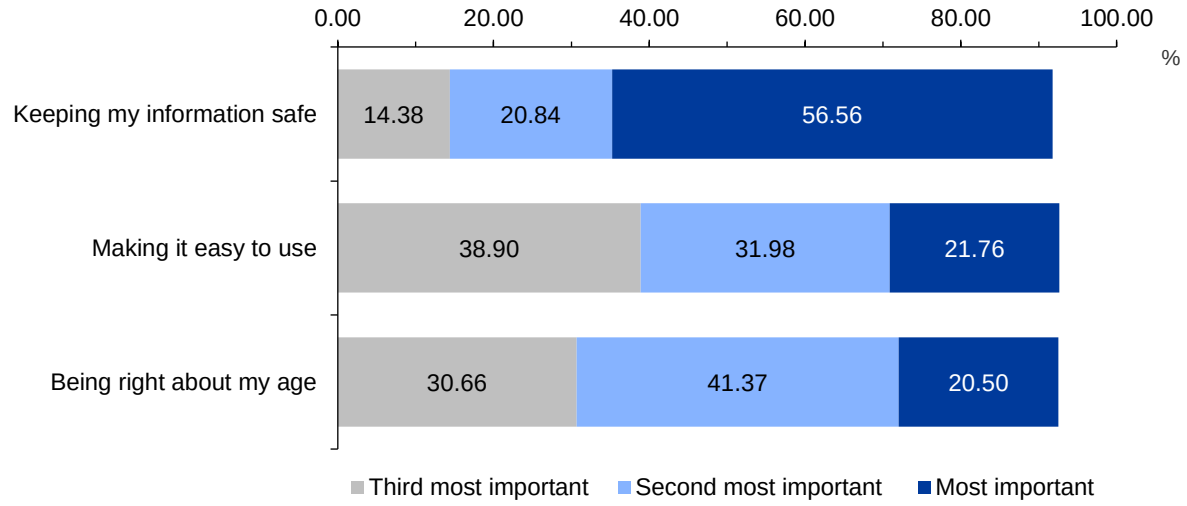
Figure 37 Most important factors for government to consider when implementing age assurance methods (%)



Base: All adults (n=3,140).
Source: D6 Which of the following factors do you believe are the three most important for the government to consider when implementing age assurance methods? Please rank the following in order of importance from (1) most important to (2) second most important (3) least third most important.
Note: Don't know and Refused responses not shown on chart (11.49%)

Children aged 8-17 were also asked a similar question (refer Figure 38). Supporting adult ratings for the importance of security, 56.56% of children stated that it was most important to 'keep their information safe'. Smaller proportions of children believed making it easy to use (21.76%) and being right about my age (20.50%) were most important when using age checks.

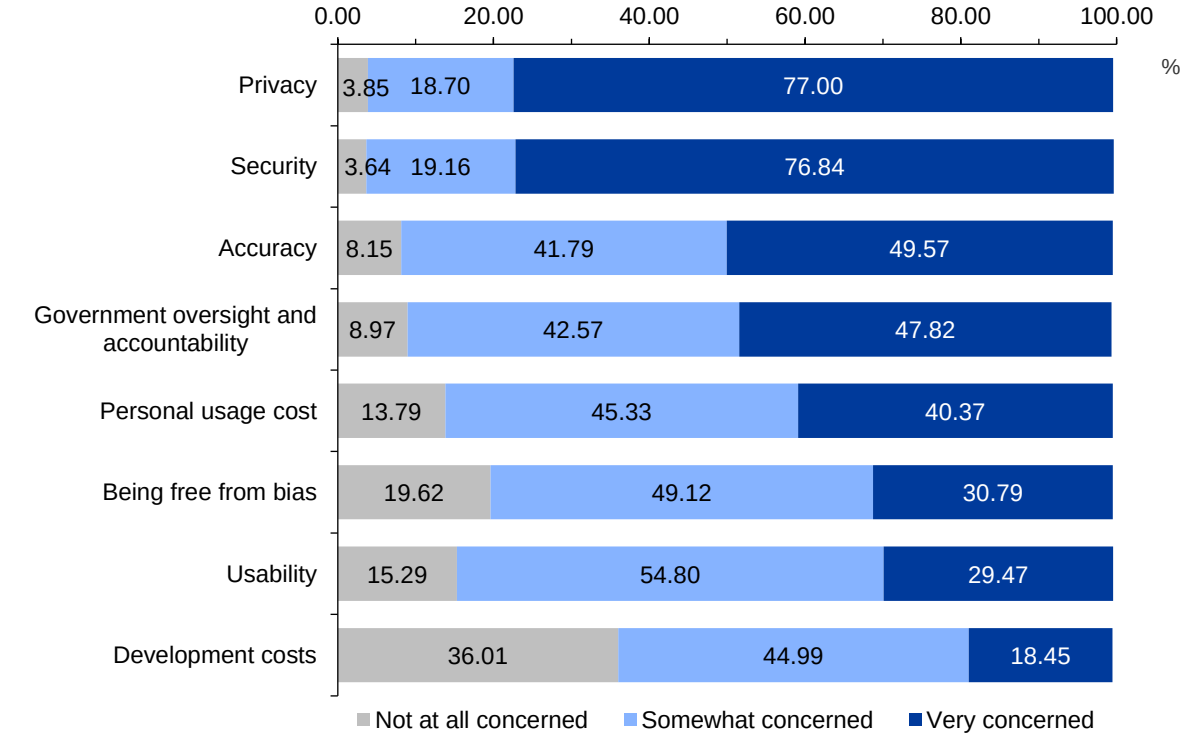
Figure 38 Most important factors when using age checks (children) (%)



Base: Children aged 8-17 years (n=807).
Source: D6_C What do you think is most important when using age checks? Please rank the following in order of importance from (1) most important to (3) least important.
Note: Don't know and Refused responses not shown on chart (23.05%)

As flagged at the beginning of this section, the research also sought to understand concerns in the real world and all adults were asked about their level of concern regarding different matters when using age assurance methods. More than three quarters of adults were very concerned about privacy (77.00%) and security (76.84%) (Figure 39). These responses mirrored the two most important factors identified by adults for governments to consider when implementing age assurance methods (Figure 37). Close to half were very concerned about accuracy (49.57%) and government oversight and accountability (47.82%). Fewer adults were very concerned when it came to being free from bias (30.79%), usability (29.47%) and development costs (18.45%).

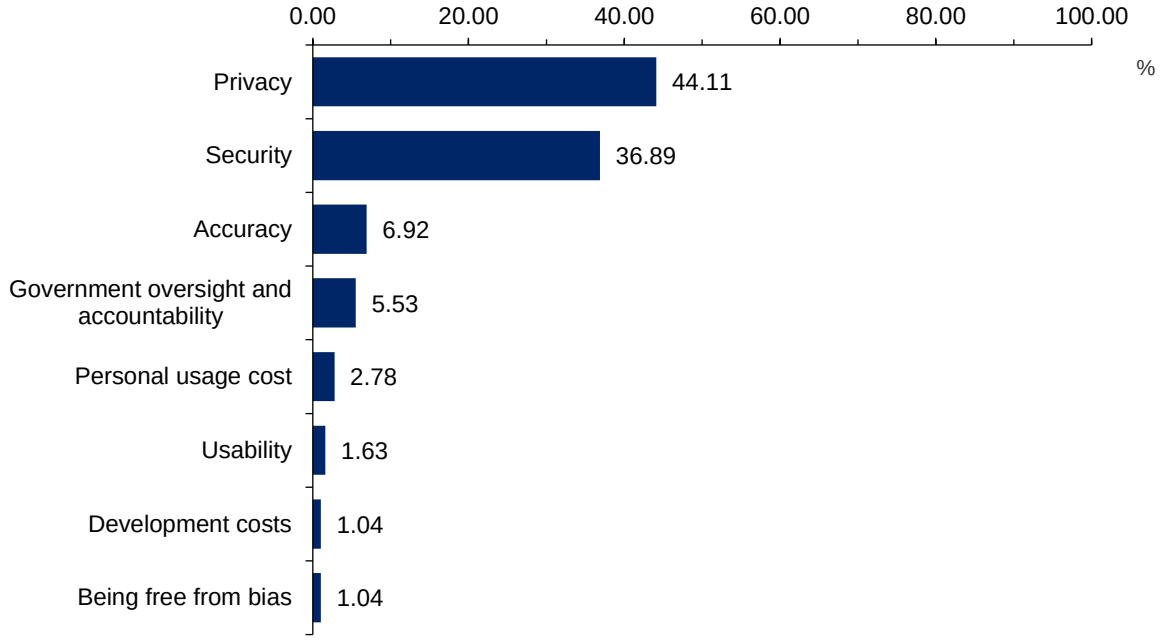
Figure 39 Level of concern about different matters when using age assurance methods (%)



Base: All adults (n=3,140).
Source: E1 How would you describe your level of concern about the following matters when using age assurance methods?
Note: Don't know and Refused responses not shown on chart (3.90%)

Adults who indicated that they had multiple areas of concern were asked to identify the most concerning matter when using age assurance methods. Figure 40 clearly shows that privacy (44.11%) and security (36.89%) were the most concerning matters identified by these respondents with multiple concerns. Much smaller proportions were concerned about accuracy (6.92%), government oversight and accountability (5.53%), personal usage cost (2.78%), usability (1.63%), development costs (1.04%), and being free from bias (1.04%).

Figure 40 Most concerning matter for respondents who selected multiple areas of concern (%)



Base: Adults who selected 'very concerned' for more than one option or did not select 'very concerned' but selected more than one 'somewhat concerned' for question E1 (n=2,889).
Source: E2 Which of the following are you MOST concerned about?
Note: Don't know and Refused responses not shown on chart (0.05%)

ONLINE COMMUNITY SPOTLIGHT: Introducing age assurance methods

Adopting age assurance measures in the Australian context

Participants were almost unanimous in the view that age assurance would be important for the Australian context in order to regulate access to pornography and social media to reduce harm to children and young people (e.g. social and psychological developmental effects from exposure to inappropriate content for children and teenagers). Adult participants also tended to express the need to keep young people safe from grooming and other predatory behaviour.

Younger participants were more circumspect about the importance of age assurance overall, suggesting that accessing online pornography may not be so detrimental, and that age assurance would be an imposition on those wanting to access this content. Some participants expressed opposition to the recent social media ban for under those under 16 years in Australia.

Participants were asked to rank a range of age assurance methods according to how comfortable they would be with using them, revealing the following tendencies:

- Participants most often selected 'Declaration of date of birth' as the method they would be most comfortable with, followed by 'Parental consent for their child to use a service'. This was high across young people, parents and other adults.
- 'User ID' also ranked highly across the three groups, with young people.
- Participants tended to be less comfortable with providing identification documents or credit card details than they were with proactive methods, facial estimation technology, or consenting to AI estimation.
- Providing credit card details was consistently ranked as the method participants felt the least comfortable with.
- There was discomfort with having to supply a photo or video, particularly amongst young people.

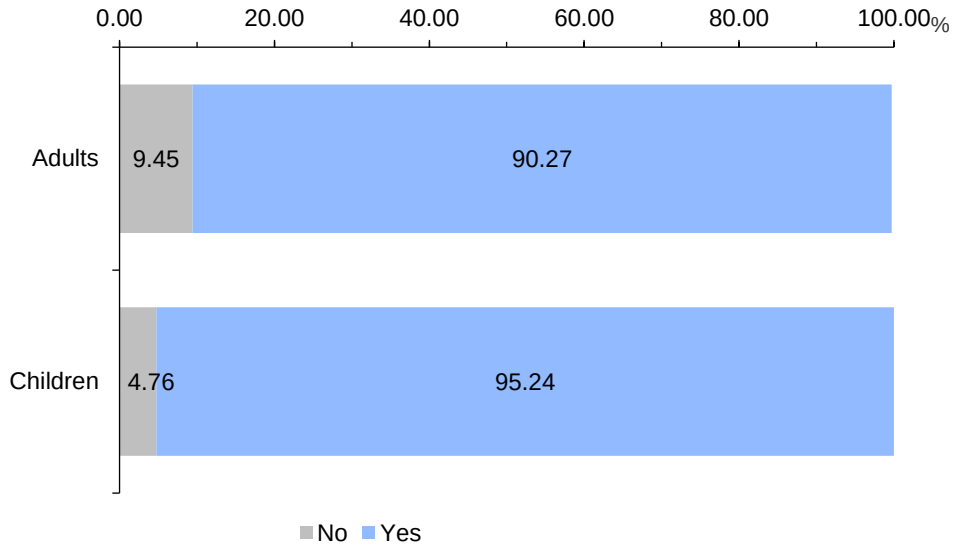
The most common concerns expressed by participants related again to privacy and data security with concerns about databases being hacked, resulting in theft and misuse of personal information. Young people and Parents also indicated concern about third-party use of data to track activity and target advertising. There was a concern with the Australian Government's ability to effectively manage and ensure data security for Australians.

6.5. Perceptions on the need for education and safety

The pervasiveness of technology, potential for exposure to age-inappropriate or harmful online content and widespread use of the internet and social media, clearly suggested the value of ongoing education to keep people, particularly children, safe.

The general adult community were found to support the need for public education with the vast majority (90.27%) of respondents agreeing that more education is needed about age assurance methods and online safety (refer Figure 41). Children also shared this view with 95.24% to say that they believed people should learn more about being safe online.

Figure 41 Respondents who believe more education is needed about age assurance methods and online safety (%)



Base: All adults (n=3,140) and children aged 8-17 years (n=807).
Source: E3 Do you think more public education is needed about age assurance methods and online safety?
E3_C Do you think people should learn more about being safe online?
Note: Don't know and Refused responses not shown on chart (0.29%)

Appendix 1: Questionnaires

Adult's questionnaire

INTRODUCTION – ALL ADULTS

(TIMESTAMP: MAIN INTRODUCTION)

*(PROGRAMMER: i-Link and Life in Australia™)
*(PROGRAMMER: ALL ADULTS)

Welcome to our survey!

The Department of Infrastructure, Transport, Regional Development, Communications and the Arts (the Department) has contracted the Social Research Centre, to undertake this survey on its behalf. The results will be used to establish the willingness of Australians to use age assurance methods to access online services where pornography is likely to be encountered, and other services that may pose harm to children/young people, such as sites with violent content, alcohol, gambling and social media.

This survey should take you approximately 15 minutes to complete. It may take some people longer depending on their responses. Participation is completely voluntary, and you can stop the survey at any time and withdraw your responses will the survey is live. There will be no consequences for not completing the survey. If you believe that answering questions about your experience using the internet will cause you harm or distress it may not be appropriate for you to complete the survey. **If you don't wish to answer any question, you can just click 'Next' to move to the next question.**

Throughout the survey, some words are underlined and provided with a definition for their meaning. Please hover over the word to view the definition.

PROG: SHOW FOR LINA ONLY (HIDE FOR I-LINK)
Each adult who completes the survey will be provided with a $10 GiftPay incentive as a thank you. Each child who completes the children's section of the survey will be provided with a $10 GiftPay incentive as a thank you, to be sent to the parent's registered email address that the original survey link was sent to. Please note that there is a quota in place for the number of children's surveys completed. Once the quota is reached no more children's surveys will be conducted, and therefore the incentive provided for completion will be $10 and the additional $10 incentive will not apply.

The Social Research Centre acts in compliance with the National Privacy Principles. Your answers will be strictly confidential and no information collected in the survey will be used to identify you. The Department will not have access to your individual answers. Your answers will be combined with the information from other people completing the survey for analysis and reporting by the Department and the Social Research Centre.

PROG: SHOW FOR LINA ONLY (HIDE FOR I-LINK)
If you have any questions about this survey or your participation in the survey, please contact the Social Research Centre at LifeInAus@srcentre.com.au or call us on 1800 023 040.
*IF i-Link PANEL: If you have any questions about this survey or your participation in the survey, please contact i-Link at support@thei-Link.com.

The survey has been reviewed and approved by the Bellberry Ethics Committee (Ethics Number: 2024-08-1149)

The Ethics Approval process requires you to be provided with a Participant Information Sheet. In order to continue with the survey you need to first access this statement by clicking <here>.

PROGRAMMER:
IF LIFE IN AUSTRALIA, LINK FOR PARTICIPANT INFORMATION SHEET IS: INSERT LINK

IF NON-PROBABILITY PANEL, LINK FOR PARTICIPANT INFORMATION SHEET IS: INSERT LINK

For the 'next' button to appear, please click on the link in the above sentence to read the Participant Information Sheet before continuing. The Participant Information Sheet will open in a new window.

Once you have read the Participant Information Sheet, you will need to navigate back to this window to start the survey.

PROGRAMMER: SURVEY CANNOT CONTINUE UNTIL THE RESPONDENT HAS CLICKED ON THE LINK TO ACCESS THE PARTICIPANT INFORMATION SHEET AND RETURNED TO THE QUESTIONNAIRE.

CONSENT. To protect your privacy, before starting we need to check that you understand what is involved and agree to participate.

Please read each of the following statements carefully. If you agree with all of the statements, select "yes" in the box below. If you disagree with any of the statements, select "no" in the box below.

- I have read and understood the information in the Participant Information Sheet.
- I understand I am being asked to provide consent to participate in this research project.
- I understand the purposes of the research.
- I provide my consent for the information collected about me to be used for the purpose of this research study only.
- I understand that I am free to withdraw my responses at any time while the survey is live.
- I understand that I can download a copy of the Participant Information Sheet from <INSERT LINK >.
- I am aged 18 years or older.

1. Yes
2. No (TERM 6)

SUPPORT CONTACTS

*(PROGRAMMER: AND Life in Australia™)

SUPPORT. If you experience any distress during or after participating in the survey, you can access support by contacting:

Beyond Blue
www.beyondblue.org.au
1300 22 4636

Headspace
headspace.org.au
1800 650 890

1800RESPECT
www.1800respect.org.au
1800 737 732

Kids Helpline
www.kidshelpline.com.au
1800 551 800

13YARN
www.13yarn.org.au
13 92 76

SECTION S: NON-PROBABILITY SAMPLE PROFILING

*(i-Link ONLY – NOT Life in Australia™)
STATE Which state or territory do you live in?

1. NSW
2. VIC
3. QLD
4. SA
5. WA
6. TAS
7. NT
8. ACT

99. Prefer not to say [GO TO TERM1]

*(i-Link ONLY – NOT Life in Australia™)
POSTCODEWhat is your current residential postcode?

Please enter the postcode for the state or territory you live in into the box below, then click on that postcode when it appears just below the box.

1. <RANGE ALL VALID POSTCODES BASED ON STATE]

98. Not sure [GO TO CAPNEW]
99. Prefer not to say [GO TO CAPNEW]

COMPUTE REGION FROM POSTCODE

1. Capital City
2. Rest of State

COMPUTE GEOGRAPHY FROM POSTCODE

1. Greater Sydney
2. Rest of NSW
3. Greater Melbourne
4. Rest of Vic
5. Greater Brisbane
6. Rest of Qld
7. Greater Adelaide
8. Rest of SA
9. Greater Perth
10. Rest of WA
11. Greater Hobart
12. Rest of Tas
13. Greater Darwin
14. Rest of NT
15. Australian Capital Territory

*(POSTCODE=98 OR 99, NOT SURE OR REF POSTCODE)
CAPNEW. Do you live in a…

1. Capital City
2. Rest of State

98. Not sure [GO TO TERM1]
99. Prefer not to say [GO TO TERM1]

COMPUTE SEIFA FROM POSTCODE

1. Quintile 1 - Most disadvantage
2. Quintile 2
3. Quintile 3
4. Quintile 4
5. Quintile 5 - Least disadvantage

*(i-Link ONLY – NOT Life in Australia™)
AGE How old were you last birthday?

1. <RANGE 15-110> [IF UNDER 18 – GO TO TERM4]

99. Prefer not to say

*(AGE=99, DK / REF AGE) [AUTO-FILL FROM AGE]
AGE_GROUP Ok, would you mind selecting your age group?

97. Under 18 [GO TO TERM4]
1. 18-24 years
2. 25-34 years
3. 35-44 years
4. 45-54 years
5. 55-64 years
6. 65-74 years
7. 75 or more years

99. Prefer not to say [GO TO TERM1]

*(i-Link ONLY – NOT Life in Australia™)
GENDER How do you describe your gender?

Gender refers to current gender, which may be different to sex recorded at birth and may be different to what is indicated on legal documents.

1 Man or male
2 Woman or female
3 Non-binary
4. A different term (please describe)

99. Prefer not to say [GO TO TERM1]

*(i-Link ONLY – NOT Life in Australia™)
p_atsi. Are you of Aboriginal or Torres Strait Islander origin?

1. Yes – Aboriginal
2. Yes – Torres Strait Islander
3. Yes – both
4. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

SECTION S: SCREENING FOR PARENTS

*(ALL)
NO_OF_ADULTS

So we can ask you the right questions today, the first set of questions are about your household.

Including yourself, how many people aged 18 years and over live in your household?

[PROGRAMMER NOTE: ALLOW RESPONSES 1-20. DISPLAY 'That seems like an unlikely response. Please check and re-enter.' IF ANSWER IS GREATER THAN 10]

1. <RANGE 1 TO 20, WHOLE NUMBERS>

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

(ALL)
S1 How would you describe the household you live in?

Please select one response only.

(READ OUT)

(SINGLE)

1. Person living alone
2. Couple living alone
3. Couple with non-dependent child or children
4. Couple with dependent child or children
5. Couple with dependent and non-dependent child or children
6. Single parent with non-dependent child or children
7. Single parent with dependent child or children
8. Single parent with dependent and non-dependent child or children
9. Non-related adults sharing house / apartment / flat
10. Other (please specify)

99. (Refused) / Prefer not to say

*(S1=3-8, HAVE CHILDREN)
S2 Which age/s are the child/children in your household?

Please type in an age for each child.

(PLEASE PROVIDE AN AGE FOR EACH CHILD)

1. Child 1: _____ years old (RANGE 0-99)
2. Child 2: _____ years old (RANGE 0-99)
3. Child 3. _____ years old (RANGE 0-99)
4. Child 4. _____ years old (RANGE 0-99)
5. Child 5. _____ years old (RANGE 0-99)
6. Child 6. _____ years old (RANGE 0-99)
7. Child 7. _____ years old (RANGE 0-99)
8. Child 8. _____ years old (RANGE 0-99)
9. Child 9. _____ years old (RANGE 0-99)
10. Child 10. _____ years old (RANGE 0-99)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(S2=98 OR 99, DON'T KNOW OR REFUSED AGE OF CHILD)
S2A Which of the following age ranges does the child(ren) in your household fit into?

(MULTIPLE)

1. 0-7 years old
2. 8-12 years old
3. 13-17 years old
4. 18 years or older
98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*[PROGRAMMER: IF CODE 98 OR 99 (DON'T KNOW OR REFUSED) AT S2A, SKIP TO START OF ADULT SECTION (A1)]]

PROGRAMMER, PLEASE CREATE CHILDREN TAGS:
'CHILDREN 0-7': IF S2 1-10 = 0-7 OR S2A=1
'CHILDREN 8-12': IF S2 1-10 = 8-12 OR S2A=2
'CHILDREN 13-17': IF S2 1-10 = 13-17 OR S2A=3

*(S2 ANY CODES 1-10 = 8-17 OR S2A = 2-3, HAVE CHILDREN AGED 8 TO 17 YEARS)
S3 Are you a parent, guardian, or carer of any of the children aged 8 to 17 years in your household?

Please select one response only.

(SINGLE)
1. Yes
2. No

99. (Refused) / Prefer not to say

*(ADD VARIABLE 'PARENT 8-17'. CODE AS '1' IF S3=1)

*(ADD VARIABLE 'CHILD' TO CAPTURE AGE OF CHILD FROM TAGS CREATED AT S2/S2A (OF AGES 8-17). IF MORE THAN ONE CODE SELECTED AT S2, LEAST FILL TO SELECT ONE)

*(NEVER SELECT CODE 18 AND ABOVE FROM S2)

*(PROGRAMMER: i-LinkAND Life in Australia™)
*(PARENT 8-17, S3=1)

INTRO:
Thank you, the survey is interested in the opinion of parents about their children's use of technology and providing age safeguards for their use from adult or age restricted content, so we would like to hear your views about your <insert age from S2> child. PROGRAMMER NOTE: IF LIFE IN AUSTRALIA™ AND IF PARENT OR CHILDREN QUOTA FULL, DO NOT SHOW THE TEXT IN BRACKETS <> <We will also ask you for permission to have your child complete a short survey.>

*(PROGRAMMER: i-Link AND Life in Australia™)
*(PARENT 8-17) BUT DO NOT ASK IF PARENT OR CHILDREN QUOTA FULL

S4 We would like to ask you about your children's screen viewing habits and your <SELECTED AGE AT S2> child's opinion regarding age safeguards for their access to adult or age restricted content. Would you also be willing for this child to complete a short survey? It should take them about 5 minutes and be about their screen viewing habits. We will confirm this with you when you finish your survey.

If you have more than one <insert age from S2A> child, please think about the child who will have the next birthday. If you have children born on the same day (e.g. twins), please choose the youngest.

1. Yes, I would be willing for my child to complete a short survey (GO TO A1)
2. Not sure, I will tell you after my survey is finished (GO TO A1)
3. No, I don't want my child to do a survey (GO TO A1)
98. (Don't know) / Not sure (GO TO A1)
99. (Refused) / Prefer not to say (GO TO A1)

Module A: Screening and coverage of geography

*(ALL)
Please note that this question is about the last 12 months to the end of September 2024.
A1 Thinking about the last 12 months, how often have you used the internet for non-work-related purposes?
Please select one response only.

(SINGLE)

1. Almost constantly
2. Several times a day
3. About once a day
4. Several times a week
5. Once a week or less
6. Once a month or less
7. Never

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(ALL)
A2 And still thinking about the last 12 months, which of the following have you used?

(READ OUT ONE BY ONE)
(SINGLE, RANDOMISE)

a) Social media for personal use
b) Apps for dating, flirtation, sex, or sexual encounters
c) Online pornography sites (paid/commercial or user-generated)
d) Online shopping to buy products or services of any sort
e) Content streaming services
f) Online gaming
g) Apps for messaging
h) Other online applications or platforms

1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(A2, H=1 HAS USED OTHER ONLINE APPLICATIONS OR PLATFORMS)
A2_OE Please specify which other online applications or platforms you have used in the last 12 months.

1. Response given (SPECIFY: FULL VERBATIM)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(ALL)
A3 Have you ever done any of the following?

(READ OUT ONE BY ONE)

(STATEMENTS, RANDOMISE)

(SINGLE)

1. Joined the Australian Government MyGov ID or a state / territory Digital ID system such as NSW Digital ID
2. Uploaded a digital Medicare Card
3. Uploaded a digital driver's licence

(RESPONSE FRAME)
1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

Module B Awareness of Age Assurance Methods

*(ALL) *(Unprompted Awareness)*
B1 Before today, have you ever heard of any methods that help check a person's age online?
Please select one response only.

(SINGLE)

1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(B1=1, HEARD OF METHODS THAT HELP VERIFY A PERSON'S AGE ONLINE)
B2 Please describe what you know.

1. Response given (SPECIFY: FULL VERBATIM)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(ALL) (*Prompted Awareness)*
B3 For the purposes of this survey, age assurance methods help websites check your age to make sure you're allowed to use their services. These methods can look at your ID, ask questions, or use things like your face or a computer to estimate your age, or check with your bank or phone company to confirm your age.

Based on this description, have you ever heard of any methods that help check a person's age online?
Please select one response only.

(SINGLE)

1. Yes
2. No

98. (Don't know) / Not sure

99. (Refused) / Prefer not to say

*(ALL) (*Knowledge of differences in methods)*

B4 There are many methods that can be used to check a person's age online – we will refer to this as 'age assurance' and 'age assurance methods'. Some of these are well-known and familiar to Australians and some are not.

*(PROGRAMMER NOTE: INCLUDE DEFINITION FOR AGE ASSURANCE AS HOVER OVER: "Age assurance methods help websites check your age to make sure you're allowed to use their services. These methods can look at your ID, ask questions, or use things like your face or a computer to estimate your age, or check with your bank or phone company to confirm your age.")

Please match each of the following age assurance methods to their best description.

(STATEMENTS, RANDOMISE STATEMENTS AND RESPONSE OPTIONS/DEFINITIONS)

a) Age verification
b) Age estimation
c) Age inference
d) Age gating
e) Identity verification

1. When a website asks you to show an ID document like your passport or driver's licence to prove how old you are.
2. When a website uses a technology to guess how old you are based on things like your face or behaviour.
3. When a website asks you to provide information that you must be a certain age to possess, such as a marriage certificate or credit card, to check how old you are.
4. When a website asks you to enter your date of birth, or asks whether you are 18 years old or above.
5. When a website asks for proof of who you are, like showing your ID, to confirm your identity. We sometimes refer to this as '100 points of ID'.

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(ALL) (A*wareness of various methods*):

B5 Which of the following, if any, methods used for age assurance have you heard of before today?

(READ OUT ONE BY ONE)
(SINGLE, RANDOMISE)

*(PROGRAMMER NOTE: MAKE BRACKETTED TEXT HOVER OVER)

a) ID cards that show your age (like passports or driver's licences).
b) Websites or apps that confirm who you are (online identity services).
c) Using your phone records to check your age (information from phone companies).
d) Using your credit card to prove your age (credit cards).
e) Letting some people see your bank details to check your age (banking information).
f) Things like face scans or voice recognition (biometric checks).
g) Checking your age through your account or email (account or email checks).
h) Technology which tracks your online activity to guess your age (AI guessing based on your online activity).
i) Digital codes that securely share your age with others (barcodes and two factor authentication).
j) Using your phone or computer's settings to confirm your age (checks by your device or account).

1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(ALL) (*Awareness of various methods*):
B6 To what extent are you familiar or not familiar with the *Online Safety Act 2021*?
Please select one response only.

(SINGLE)

1. Very familiar
2. Somewhat familiar
3. Not familiar at all

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

Module C Support for Age Assurance Methods

The following questions are about using age assurance methods to access online services where 'adult content and age restricted online services' are likely to be encountered.

For the purposes of this survey, 'adult content and age restricted online services' can include online pornography and violence, alcohol and gambling, or services that may pose harm to children, including social media.

*(PROGRAMMER NOTE: INCLUDE DEFINITION FOR AGE ASSURANCE AS HOVER OVER: "Age assurance methods help websites check your age to make sure you're allowed to use their services. These methods can look at your ID, ask questions, or use things like your face or a computer to estimate your age, or check with your bank or phone company to confirm your age.")

*(ALL) (*Various entities being responsible)*
C1 To what extent are each of the following groups responsible or not responsible for ensuring access to **adult content (i.e. pornography / violence)** complies with age related guidelines?

*(PROGRAMMER NOTE: INCLUDE DEFINITION FOR 'ADULT CONTENT AND AGE RESTRICTED ONLINE SERVICES' AS HOVER OVER: "'Adult content and age restricted online services' can include online pornography and violence, alcohol and gambling, or services that may pose harm to children, including social media.")

*(PROGRAMMER NOTE: MAKE BRACKETTED TEXT for 'ADULT INDUSTRY' and 'SAFETY TECHNOLOGY PROVIDERS' HOVER OVER)

(STATEMENTS)
(SINGLE, RANDOMISE)

a) Children and young people themselves accessing the content (under 18 years)
b) Adults accessing the content (18 years and older)
c) Parents, guardians, and carers
d) Individual websites, platforms and online service providers
e) Internet search engines
f) Telecommunication providers and Internet service providers
g) Adult industry (Refers to businesses and content made specifically for adults, often involving themes or materials that are not appropriate for young people. This can include movies, websites, or products that feature sexual content, nudity, or topics meant for mature audiences.)
h) Safety technology providers (Companies that create tools and software to help keep people safe online, such as Norton Antivirus.)
i) Government
j) Schools and educators
k) Police
l) App stores and operating systems

(RESPONSE FRAME)
1. Fully responsible
2. Partly responsible

3. Not at all responsible

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(ALL) (*Perceived effectiveness of age assurance methods)*
C2 To what extent do you believe age assurance methods are, or will be, effective or not effective in keeping children and young people safe online?

*(PROGRAMMER NOTE: INCLUDE DEFINITION FOR AGE ASSURANCE AS HOVER OVER: "Age assurance methods help websites check your age to make sure you're allowed to use their services. These methods can look at your ID, ask questions, or use things like your face or a computer to estimate your age, or check with your bank or phone company to confirm your age.")

Please select one response only.

(SINGLE)

1. Very effective
2. Somewhat effective
3. Not effective at all

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(ALL) (*Willingness to use age assurance methods)*
C3 To what extent are you willing or not willing to use age assurance methods online to access the following services?

*(PROGRAMMER NOTE: INCLUDE DEFINITION FOR AGE ASSURANCE AS HOVER OVER: "Age assurance methods help websites check your age to make sure you're allowed to use their services. These methods can look at your ID, ask questions, or use things like your face or a computer to estimate your age, or check with your bank or phone company to confirm your age.")

(STATEMENTS)
(SINGLE, RANDOMISE)

a) Social media for personal use
b) Apps for dating, flirtation, sex, or sexual encounters
c) Online pornography sites (paid/commercial or user-generated)
d) Online shopping to buy products or services of any sort
e) Content streaming services
f) Online gaming
g) Apps for messaging

(SINGLE)

1. Very willing
2. Somewhat willing
3. Not willing at all

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(ALL) (*Support for use as part of access to different websites for goods and services)*
C4 To what extent are you supportive or not supportive of using age assurance methods to access online services where 'adult content and age restricted online services' is likely to be encountered?

*(PROGRAMMER NOTE: INCLUDE DEFINITION FOR 'AGE ASSURANCE' AS HOVER OVER: "Age assurance methods help websites check your age to make sure you're allowed to use their services. These methods can look at your ID, ask questions, or use things like your face or a computer to estimate your age, or check with your bank or phone company to confirm your age.")

*(PROGRAMMER NOTE: INCLUDE DEFINITION FOR 'ADULT CONTENT AND AGE RESTRICTED ONLINE SERVICES' AS HOVER OVER: "'Adult content and age restricted online services' can include online pornography and violence, alcohol and gambling, or services that may pose harm to children, including social media.")

Please select one response only.

(SINGLE)

1. Very supportive
2. Somewhat supportive
3. Not supportive at all

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(ALL) (*Engagement)*

C5 To what extent would the use of age assurance methods on websites where 'adult content and age restricted online services' is likely to be encountered positively or negatively affect your engagement with those websites?

*(PROGRAMMER NOTE: INCLUDE DEFINITION FOR AGE ASSURANCE AS HOVER OVER: "Age assurance methods help websites check your age to make sure you're allowed to use their services. These methods can look at your ID, ask questions, or use things like your face or a computer to estimate your age, or check with your bank or phone company to confirm your age.")

*(PROGRAMMER NOTE: INCLUDE DEFINITION FOR 'ADULT CONTENT AND AGE RESTRICTED ONLINE SERVICES' AS HOVER OVER: "'Adult content and age restricted online services' can include online pornography and violence, alcohol and gambling, or services that may pose harm to children, including social media.")

Please select one response only.

(SINGLE)

1. Positively impact my engagement
2. Neutral
3. Negatively impact my engagement

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(ALL) (*Impact on use)*

C6 To what extent would the use of age assurance methods on websites with 'adult content and age restricted online services' impact your likelihood to use those websites?

*(PROGRAMMER NOTE: INCLUDE DEFINITION FOR AGE ASSURANCE AS HOVER OVER: "Age assurance methods help websites check your age to make sure you're allowed to use their services. These methods can look at your ID, ask questions, or use things like your face or a computer to estimate your age, or check with your bank or phone company to confirm your age.")

*(PROGRAMMER NOTE: INCLUDE DEFINITION FOR 'ADULT CONTENT AND AGE RESTRICTED ONLINE SERVICES' AS HOVER OVER: "'Adult content and age restricted online services' can include online pornography and violence, alcohol and gambling, or services that may pose harm to children, including social media.")

Please select one response only.

(SINGLE)

1. Much more likely to use
2. More likely to use
3. Neutral

4. Less likely to use
5. Much less likely to use

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(ALL) *(OVERALL REACTIONS)*
C8 What is your overall reaction to the use of age assurance methods to access online services where 'adult content and age restricted online services' is likely to be encountered?

*(PROGRAMMER NOTE: INCLUDE DEFINITION FOR AGE ASSURANCE AS HOVER OVER: "Age assurance methods help websites check your age to make sure you're allowed to use their services. These methods can look at your ID, ask questions, or use things like your face or a computer to estimate your age, or check with your bank or phone company to confirm your age.")

*(PROGRAMMER NOTE: INCLUDE DEFINITION FOR 'ADULT CONTENT AND AGE RESTRICTED ONLINE SERVICES' AS HOVER OVER: "'Adult content and age restricted online services' can include online pornography and violence, alcohol and gambling, or services that may pose harm to children, including social media.")

1. Response given (SPECIFY: FULL VERBATIM)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

Module D Design and Functionality Preferences

*(ALL) *(Personal experiences)*
D1 Have you personally used an age assurance method online?

*(PROGRAMMER NOTE: INCLUDE DEFINITION FOR AGE ASSURANCE AS HOVER OVER: "Age assurance methods help websites check your age to make sure you're allowed to use their services. These methods can look at your ID, ask questions, or use things like your face or a computer to estimate your age, or check with your bank or phone company to confirm your age.")

(RESPONSE FRAME)
1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(D1=1, USED AN AGE ASSURANCE PROCESS) *(Personal experiences)*
D2 Please describe your experience.

1. Response given (SPECIFY: FULL VERBATIM)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(S2 ANY CODES 1-10 = 8-17 OR S2A = 2-3, HAVE CHILDREN AGED 8 TO 17 YEARS)
(Parent experiences)
D3 Have you ever used age-based filtering or parental controls to protect your child online?

(RESPONSE FRAME)
1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(D3=1, USED AN AGE ASSURANCE PROCESS) *(Parent experiences)*

D4 Please describe your experience.

1. Response given (SPECIFY: FULL VERBATIM)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(ALL) *(Data privacy preferences/comfort in terms of providing personal data)*
D5 What type of personal data would you feel comfortable sharing to check your age online?

(READ OUT ONE BY ONE)

*(PROGRAMMER NOTE: MAKE BRACKETTED TEXT HOVER OVER)

(STATEMENTS, RANDOMISE)

a) ID cards that show your age (like passports or driver's licences).
b) Websites or apps that confirm who you are (online identity services).
c) Using your phone records to check your age (information from phone companies).
d) Using your credit card to prove your age (credit cards).
e) Letting some people see your bank details to check your age (banking information).
f) Things like face scans or voice recognition (biometric checks).
g) Checking your age through your account or email (account or email checks).
h) Technology which tracks your online activity to guess your age (AI guessing based on your online activity).
i) Digital codes that securely share your age with others (bar codes and two factor authentication).
j) Using your phone or computer's settings to confirm your age (checks by your device or account).

(RESPONSE FRAME)
1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(ALL) *(Government considerations/perceptions of factors most important for government to consider)*
D6 Which of the following factors do you believe are the **three** most important for the government to consider when implementing age assurance methods? Please rank the following in order of importance from (1) most important (2) second most important (3) third most important.

*(PROGRAMMER NOTE: INCLUDE DEFINITION FOR AGE ASSURANCE AS HOVER OVER: "Age assurance methods help websites check your age to make sure you're allowed to use their services. These methods can look at your ID, ask questions, or use things like your face or a computer to estimate your age, or check with your bank or phone company to confirm your age.")

(STATEMENTS, RANDOMISE)

*(PROGRAMMER NOTE: MAKE BRACKETTED TEXT HOVER OVER)

1. Accuracy (The ability of the methods to correctly assure a person's age without making mistakes or false assessments.)
2. Privacy (The protection of personal information collected by the methods, ensuring that data is not misused or accessed without permission)
3. Usability (How easy and straightforward the methods are for people to use, including how quickly and efficiently they work)
4. Security (The safeguards in place to protect the system from hacking, fraud, or unauthorised access, ensuring that the methods are safe and reliable)
5. Government oversight and accountability (The role of the government in monitoring the methods to ensure they operate properly, meet regulations, and address any concerns through regular assessments or audits)
6. Being free from bias (How well age assurance methods avoid discrimination based on characteristics like race, ethnicity, and gender.)
7. Ability to be used across different online platforms
8. Reliability (how consistently the methods can produce the same result)

9. Human rights protections (i.e. accessibility for all users, including people with disability)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

Module E Concerns and Risks

*(ALL) (*Privacy and security concerns*)
E1. How would you describe your level of concern about the following matters when using age assurance methods?

(STATEMENTS, RANDOMISE)

*(PROGRAMMER NOTE: MAKE BRACKETTED TEXT HOVER OVER)
a) Accuracy (The ability of the methods to correctly assure a person's age without making mistakes or false assessments.)
b) Personal usage cost (The amount of money or resources that a person has to spend to use a service or system).
c) Development costs (The financial expense involved in implementing and maintaining the methods, including both setup and ongoing operational costs)
d) Privacy (The protection of personal information collected by the methods, ensuring that data is not misused or accessed without permission).
e) Usability (How easy and straightforward the methods are for people to use, including how quickly and efficiently they work)
f) Security (The safeguards in place to protect the system from hacking, fraud, or unauthorised access, ensuring that the methods are safe and reliable).
g) Government oversight and accountability (The role of the government in monitoring the methods to ensure they operate properly, meet regulations, and address any concerns through regular assessments or audits).
h) Being free from bias (How well age assurance methods avoid discrimination based on characteristics like race, ethnicity, and gender).

(RESPONSE FRAME)
1. Very concerned
2. Somewhat concerned
3. Not at all concerned

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(E1a-h=1 OR 2, CONCERNED ABOUT SOME)
E2. Which of the following are you MOST concerned about?
((*PROGRAMMER NOTE< DISPLAY E1 =1 OR 2 (RESPONSE FRAME)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(ALL) *(Public education)*
E3 Do you think more public education is needed about age assurance methods and online safety?

(RESPONSE FRAME)
1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

Module F Trust and Security

*(ALL) *(Trust in online platforms)*
F1 To what extent do you trust online platforms to securely store your personal information?

(RESPONSE FRAME)
1. Fully
2. Partially
3. Not at all

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(ALL) *(Experience with data breaches)*
F2 Have you ever had your personal information exposed due to a data breach?

(RESPONSE FRAME)
1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

(*ALL) (*Comfort providing personal information to difference entities)*
F3 To what extent are you willing or not willing to provide your personal information to the following organisations for age assurance purposes?

*(PROGRAMMER NOTE: MAKE BRACKETTED TEXT for 'COMPANIES THAT INDEPENDENTLY CHECK PEOPLE ARE THE RIGHT AGE' HOVER OVER)

(SINGLE RESPONSE)
(STATEMENTS, RANDOMISE)

a) Places where you play or use services online (websites, apps, and games).
b) Companies that independently check people are the right age. (For example, 'Yoti' is a digital identity platform that allows users to verify their age through facial recognition or government ID.)
c) Approved third parties that collect information from trusted/official sources to check your age.
d) National identity systems provided by the government to check age (government ID systems).

(RESPONSE FRAME)
1. Very willing
2. Somewhat willing
3. Not willing at all

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

Module G Online activities

*(PARENTS OF CHILDREN 8-17)
G1 Has your child ever watched or seen any content online that was meant for or rated for someone older than they were?

(RESPONSE FRAME)

1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(PARENTS OF CHILDREN 8-17)

G2 Has your child ever experienced harm online, such as cyberbullying, image-based abuse or extortion?

(RESPONSE FRAME)
1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(G2=1, PARENTS OF CHILDREN 8-17 AND CHILD EXPERIENCED HARM ONLINE)
G3 What action did you take?

(SINGLE RESPONSE)
(STATEMENTS, RANDOMISE)

a) Reported to eSafety
b) Reported to the child's school
c) Reported to police
d) Had a conversation with my child about online safety
e) Other *(PROGRAMMER NOTE: FIXED POSITION)*

(RESPONSE FRAME)

1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(G3, 5=1 TOOK OTHER ACTION)
G3_OE Please specify what other action you took.

1. Response given (SPECIFY: FULL VERBATIM)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(PARENTS OF CHILDREN 8-17)
G4 What age do you think is appropriate for children to have access to the following social media platforms?

(SINGLE RESPONSE)
(STATEMENTS, RANDOMISE)

a) Facebook
b) Instagram
c) TikTok
d) YouTube
e) WhatsApp
f) Twitter/X
g) Snapchat
h) LinkedIn
i) Reddit

(RESPONSE FRAME)

1. Younger than 8 years
2. 8 to 12 years
3. 13 years
4. 14 years

5. 15 years
6. 16 years
7. 17 years
8. 18 years and older

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(PARENTS OF CHILDREN 8-17)
G5 What household rules or guidelines do you have for your children and their use of technology?

1. Response given (SPECIFY: FULL VERBATIM)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(PARENTS OF CHILDREN 8-17) *(DITRDCA* TVCS or MCCS *Use of the internet)*
KA17 Now, just some questions about your child's use of the internet.

How often do they…?

a) Look for information over the Internet
b) Comment or post images to social media (Facebook, TikTok, Instagram, Twitter, etc.)
c) Post to blogs / forums / interest groups
d) View posts, images, and videos on social media sites
e) Play online games

(READ OUT)

[CODE FRAME ORDER BASED ON 'S_ORDER' VARIABLE]
1. More than once a day
2. About once a day
3. Three to five days a week
4. One to two days a week
5. Every few weeks
6. Once a month
7. Less than once a month
8. Never

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(ALL) (*DITRDCA OSIS Awareness of eSafety Commissioner)*

- G5A. How much do you know about the eSafety Commissioner?

1. I know a lot about the eSafety Commissioner
2. I know a little about the eSafety Commissioner
3. I know the name, the eSafety Commissioner, but I am not sure what they do
4. I had not heard of the eSafety Commissioner before today

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(ALL) *(DITRDCA MCCS Consumed any news)*
D2A In **general**, how do you currently access most of your news and/ or current affairs?

Please select all that apply.

(READ OUT ONE BY ONE) (DO NOT READ HEADERS)

(MULTIPLE)

1. Television
2. Print newspaper
3. Radio or podcast, including online audio streaming
4. Online
5. Domestic / Australian news website or app (e.g. news.com.au, ABC news, The Age, Sydney Morning Herald)
6. International / overseas news website or app (e.g. BBC.com, CNN.com)
7. News aggregator website or app (e.g. Apple News, Google News Showcase, Feedly) [ONLINE HOVER OVER: A news aggregator website or app combines online news content in one location for easy viewing.]
8. Online search engine (e.g. Google News)
9. Social media (e.g. Facebook, Instagram, Twitter)
10. Other website or app (Please specify)

96 Other (Please specify)

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

*(ALL) *(DITRDCA MCCS access news and current affairs via social media)*
D14 How important is it to you to have access to news on social media?

(READ OUT)

(RESPONSE FRAME) (SINGLE) (DISPLAY ORDER BASED ON S_ORDER VARIABLE)

1. Very important
2. Somewhat important
3. Not important at all

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

Module H Open-ended feedback

(*ALL) (*Open-ended feedback)*
H1 Please share any additional thoughts or experiences you have regarding age assurance and protecting children and young people online.

1. Response given (SPECIFY: FULL VERBATIM)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

PARENTAL CLOSE

Future research opt-in

*(Life in Australia™ NOT i-Link)
F1B. Thank you for participating in this survey – the information you have provided has been extremely valuable. In the future, further research projects related to this topic may arise. They could be conducted online or over the phone. We would contact you using your email address for Life in Australia™.

Would you be happy to be considered for this?
(RESPONSE FRAME)

1. Yes
2. No
98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(PROGRAMMER: i-Link AND Life in Australia™)

*(DO NOT HAVE CHILDREN AGED 0-17 OR REFUSED SURVEY FOR CHILDREN OR LIFE IN AUSTRALIA AND ONLY HAVE CHILD/CHILDREN IN 16-17 AGE RANGE.) (S3=2/99 AND S4=3/99)

QC4. Thank you for your responses so far, there are just a couple of questions about yourself to finish up. Thank you very much for helping us with the survey.
If you would like more information about the survey, you can call The Social Research Centre on 1800 023 040 or email at LifeInAus@srcentre.com.au

(CONTINUE TO SECTION Z – DEMOGRAPHICS)

*(PROGRAMMER: i-Link AND Life in Australia™)

*(S4=1 AND CHILDREN TAG= 8-12 OR 13-17, PARENT WILLING TO LET THEIR CHILD BE INTERVIEWED AND SELECT CHILD'S AGE IS NOT 0-7)

QP42. You previously indicated that you would be willing to have your <selected child's age at S2> year old child also complete a short survey about their experiences with screen content. It should take them about five minutes to complete.

*PROGRAMMING NOTE:
SHOW FOR LINA ONLY: There will also be an additional incentive for this short survey of a $10 GiftPay voucher as a thank you. (This would be in addition to the incentive received for the main survey and will be delivered separately after the close of the survey).

*PROGRAMMING NOTE:
SHOW FOR I-LINK PANEL ONLY: There will also be an additional incentive for this short survey of 500 points as a thank you. (This would be in addition to the 700 points received for the main survey and will be delivered separately after the close of survey).

Do we have your permission for your child to answer a short survey? The survey starts after you answer one more question. You can watch them complete the survey if you like.

1. Yes
2. No
98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(PROGRAMMER: i-Link AND Life in Australia™)

*(S4=2 AND CHILDREN TAG= 8-12 OR 13-17, NOT SURE IF WILLING TO LET THEIR CHILD BE INTERVIEWED AND SELECT CHILD'S AGE IS NOT 0-7)

QP42a. You previously indicated that you would say if you would be willing to have your <selected child's age at S2> year old child also complete a short survey about their screen viewing habits after you had completed your questionnaire. The survey would be questions designed for children of their age that asks them about their screen viewing habits. It should take them about five minutes to complete.

*PROGRAMMING NOTE:
SHOW FOR LINA ONLY: There will also be an additional incentive for this short survey of a $10 GiftPay voucher as a thank you. (This would be in addition to the incentive received for the main survey and will be delivered separately after the close of survey).

*PROGRAMMING NOTE:

SHOW FOR I-LINK PANEL ONLY: There will also be an additional incentive for this short survey of 500 points as a thank you. (This would be in addition to the 700 points received for the main survey and will be delivered separately after the close of survey).

Do we have your permission for your child to answer a short survey? The survey starts after you answer a few more questions. You can watch them complete the survey if you like.

1. Yes
2. No
98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(PROGRAMMER: i-Link AND Life in Australia™)

*(QP42= 2-99 OR QP42a =2-99, NOT WILLING FOR CHILD TO PARTICIPATE OR NOT WILLING TO ANSWER ON BEHALF OF CHILD)

QP42b. That's OK, thank you for the information you have given in your survey.
(CONTINUE TO SECTION Z – DEMOGRAPHICS)

*(PROGRAMMER: i-Link AND Life in Australia™)
*(QP42=1 OR QP42A=1, WILLING FOR CHILD TO PARTICIPATE)

CP44a. Thank you. What was your child's sex recorded at birth? We will ask about gender next.

1. Male
2. Female
3. Another term (please specify)
98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(PROGRAMMER: i-Link AND Life in Australia™)
*(QP42=1 OR QP42A=1, WILLING FOR CHILD TO PARTICIPATE)

QP44b. <How does your child describe their gender? / What is your child's gender?>

PROGRAMMER NOTE: IF SELECTED CHILD'S AGE IS 8-12 OR 13-17, SHOW "How does your child describe their gender?".

IF NECESSARY: Gender refers to current gender, which may be different to sex recorded at birth and may be different to what is indicated on legal documents.

(PROBE TO FRAME)

1. Boy or male
2. Girl or female
3. Non-binary
4. (SHOW FOR CHILD TAGS: 8-12, 13-17) My child uses a different term (please specify)
98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(PROGRAMMER: i-Link AND Life in Australia™)
*(QP42=1 OR QP42A=1, WILLING FOR CHILD TO PARTICIPATE)

QP44c. In which country was your child born?

PLEASE CODE TO ABS/CENSUS FRAME

1. Australia
2. England
3. New Zealand
4. China
5. India
6. Philippines

7. Other (please specify)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(PROGRAMMER: i-Link AND Life in Australia™)

*(QP42=1 OR QP42A=1, WILLING FOR CHILD TO PARTICIPATE)

QP43. Please click next to move to the children's survey, if your child is available to complete it now. **Please now pass the survey to your child.** They will be instructed to pass the survey back to you again when they have finished.

Children's (ages 8-12 and ages 13-17) questionnaire

(TIMESTAMP: CHILDREN 8-12 YEARS START)
(TIMESTAMP: CHILDREN 13-17 YEARS START)

*(CHILDREN AGED 8-12)
*(CHILDREN AGED 13-17)
PROG: DO NOT ASK IF CHILDREN AGED 8-12 OR 13-17 QUOTA FULL

INTROKD

Hello,

One of your parents or carers recently helped us with a survey about their views on how children and young adults watch online content and keeping them safe online.

We are also interested in getting the opinion of young people in your age group and they said we could ask you to do a survey.

This survey is about protecting children and young people online and it should take you about five minutes to do the survey. It may take some people longer. All your answers are private but if there is something in your answers that tells us that you are not safe then we may need to talk to another person about it. You can stop anytime you want to or just say prefer not to say if you do not want to answer some of the questions.

You can take a break from the survey if you want to – just close your browser. When you want to come back to the survey, come back to this same link and you will go back to where you left the survey. You are also free to stop at any time with no requirement to complete the remainder of the questions. You do not have to do the survey if you do not want to. But it is really important that we get answers from young people like you as well as adults, so we would love to hear from you.

The survey is being conducted by the Social Research Centre, a social research company, for the Australian Government (the Department of Infrastructure, Transport, Regional Development, Communications and the Arts).

It would be best if you tried to answer all the questions by yourself, but your parents can watch or help you if you want.

If you don't wish to answer any question, you can just click 'Next' to move to the next question.

Throughout the survey, some words are underlined and provided with a definition for their meaning. Please hover over the word to view the definition.

*IF LINA: If you have any questions about the survey, you can ask your parents, or you can ring us on 1800 023 040 or send us an email at LifeInAus@srcentre.com.au
*IF i-Link: If you have any questions about the survey, you can ask your parents, or you can send us an email at support@thei-Link.com.

If something in the survey worries or upsets you while you are doing it, or afterwards, please talk to your parents or a trusted adult or you can talk to someone privately by calling or contacting:

eSafety Commissioner (https://www.esafety.gov.au/about-us/counselling-support-services)

1800RESPECT (www.1800respect.org.au, 1800 737 732)

Kids Helpline (www.kidshelpline.com.au, 1800 551 800)

Headspace (headspace.org.au, 1800 650 890)

Beyond Blue (www.beyondblue.org.au, 1300 22 4636)

Or

13YARN (www.13yarn.org.au, 13 92 76).

Some information about the survey to read before you start is **here** <LINK TO PARTICIPANT INFORMATION SHEET HERE>

PROGRAMMER:
IF LIFE IN AUSTRALIA, LINK FOR PARTICIPANT INFORMATION SHEET IS:
<INSERT LINK>

*(CHILDREN AGED 8-12)
<INSERT LINK>

*(CHILDREN AGED 13-17)
<INSERT LINK>

IF NON-PROBABILITY PANEL, LINK FOR PARTICIPANT INFORMATION SHEET IS:
<INSERT LINK>

*(CHILDREN AGED 8-12)
<INSERT LINK>

*(CHILDREN AGED 13-17)
<INSERT LINK>

For the 'next' button to appear, please click on the link in the above sentence to read the Participant Information Sheet before continuing. The Participant Information Sheet will open in a new window. Once you have read the Participant Information Sheet, you will need to navigate back to this window to start the survey.

PROGRAMMER: SURVEY CANNOT CONTINUE UNTIL THE CHILD HAS ACCESSED THE PARTICIPANT INFORMATION SHEET AND RETURNED TO THE QUESTIONNAIRE

*(CHILDREN AGED 8-12 AND CHILDREN AGED 13-17)
KD0_C Do you want to complete this survey?

1. Yes, I will do the survey (CONTINUE)
2. No, I don't want to do the survey

IF CODE 2 (WON'T DO THE SURVEY) AT KD0, SAY
"That's OK. Thank you anyway. Please now pass the survey back to your parent or guardian who was taking the survey."

PROGRAMMER: CONTINUE TO SECTION Z DEMOGRAPHICS

*(CHILDREN AGED 8-12 AND CHILDREN AGED 13-17)
KB1_C In the **past 7 days**, what kinds of things did you watch at home or elsewhere on any device?

(READ OUT ONE BY ONE)

(SINGLE, RANDOMISE)

a) TV (e.g. Channels Seven, Nine, or 10, ABC or SBS**)**
b) Pay TV (e.g. Foxtel, Fetch TV)
c) On demand TV (e.g. 9Now, 10 play, or 7plus or ABC iview, SBS On Demand, ABC News, or ABC Kids)
d) Free video streaming services (e.g. YouTube, YouTube Kids, Twitch, or Tubi)
e) Online subscription services (e.g. Netflix, Amazon Prime Video, Binge, YouTube Premium or Disney+)
f) Pay-per-view services (e.g. Google Play)

g) Sports specific website or app (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo Sports, Stan Sport)
h) Other websites or apps (e.g. Facebook, TikTok, Instagram) (PROGRAMMER NOTE: FIXED POSITION)

1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

Module B Awareness of Age Assurance Methods

*(CHILDREN AGED 8-12 AND CHILDREN AGED 13-17) *(Unprompted Awareness)*
B1_C Have you ever heard about ways websites check how old you are?

Please select one response only.

(SINGLE)

1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(B1_C =1, HEARD OF METHODS THAT HELP VERIFY A PERSONS AGE ONLINE)
B2_C Please tell us what you know.

1. Response given (SPECIFY: FULL VERBATIM)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(CHILDREN AGED 13-17) (*Prompted Awareness)*
B3_C Age assurance methods are tools that help websites check your age to make sure you're allowed to use their services. These tools can look at your ID, ask questions, or use things like your face or a computer to estimate your age, or check with your bank or phone company to confirm your age.

Based on this description, have you ever heard of any methods that help check a person's age online?

Please select one response only.

(SINGLE)

1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(CHILDREN AGED 8-12 AND CHILDREN AGED 13-17) (A*wareness of various methods*):

B5_C Do you know any of these ways websites check your age?

(READ OUT ONE BY ONE)

(SINGLE, RANDOMISE)

a) Asking for your ID (like a driver's licence)
b) Using your face to check your age
c) Asking questions to make sure it's you
d) Guessing your age using a computer

1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(CHILDREN AGED 8-12 AND CHILDREN AGED 13-17) (A*wareness of various methods*):

B6_C Do you know why websites check how old people are?

Please select one response only.

(SINGLE)

1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(B6_C =1, KNOW WHY WEBSITES CHECK AGE)
B7_C Please tell us what you know.

1. Response given (SPECIFY: FULL VERBATIM)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

Module C Support for Age Assurance Methods

*(CHILDREN AGED 8-12 AND CHILDREN AGED 13-17)) (*Various entities being responsible)*
C1_C Which of the following should make sure websites check people's ages?

(READ OUT ONE BY ONE)

(SINGLE, RANDOMISE)

a) The people using the websites
b) The government
c) The police
d) Websites
e) Schools and teachers
f) Parents

(SINGLE)

1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(CHILDREN AGED 13-17) (*Perceived effectiveness of age assurance methods)*
C2_C To what extent do you think age assurance methods are helpful or not helpful in keeping children and young people safe online?
Please select one response only.

(SINGLE)

1. Very helpful
2. Somewhat helpful
3. Not helpful at all

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(CHILDREN AGED 13-17)
C4_C Do you think it's a good idea or a bad idea for websites to check people's age before they can use them?
Please select one response only.

(SINGLE)

1. Good idea
2. Bad idea

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(CHILDREN AGED 8-12 AND CHILDREN AGED 13-17) (*Engagement)*
C5_C How do you feel about using websites that check your age?
Please select one response only.

(SINGLE)

1. I like it
2. It's okay
3. I don't like it

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(CHILDREN AGED 13-17) (*Impact on use)*
C6_C Would you use a website that asks for your age before you can go on it?
Please select one response only.

(SINGLE)

1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(CHILDREN AGED 13-17) *(OVERALL REACTIONS)*
C8_C What is your overall reaction to use of age assurance methods to access online services where adult content is likely to be encountered.

*(PROGRAMMER NOTE: INCLUDE DEFINITION FOR 'ADULT CONTENT' AS HOVER OVER: "'Adult content and age restricted online services' can include online pornography and violence, alcohol and gambling, or services that may pose harm to children, including social media.")

1. Response given (SPECIFY: FULL VERBATIM)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

Module D Design and Functionality Preferences

*(CHILDREN AGED 8-12 AND CHILDREN AGED 13-17) *(Personal experiences)*
D1_C Have you ever had to prove how old you are online?
Please select one response only.

(SINGLE)

1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(D1_C =1, USED AN AGE ASSURANCE PROCESS) *(Personal experiences)*
D2_C What did you think about it?

1. Response given (SPECIFY: FULL VERBATIM)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(CHILDREN AGED 8-12 AND CHILDREN AGED 13-17)) *(Parent experiences)*
D3_C Do your parents set parental controls or help you with setting rules for what you can see online?

(RESPONSE FRAME)
1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(D3_C =1, USED AN AGE ASSURANCE PROCESS) *(Parent experiences)*
D4_C What do they do?

1. Response given (SPECIFY: FULL VERBATIM)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(CHILDREN AGED 13-17) *(Data privacy preferences/comfort in terms of providing personal data)*
D5_C What kind of information would you be okay sharing to show how old you are online?

(STATEMENTS, RANDOMISE) (SINGLE)

a) Showing your ID (e.g. birth certificate or Medicare card)
b) Using your face
c) Answering questions (e.g. full name, date of birth, address)
d) Other *(PROGRAMMER NOTE: FIXED POSITION)

(RESPONSE FRAME)
1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(D5_C, D=1 OK WITH OTHER INFORMATION SHARING)
D5_C_OE Please specify what other kind of information you would be okay sharing to show how old you are online.

1. Response given (SPECIFY: FULL VERBATIM)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(CHILDREN AGED 8-12 AND CHILDREN AGED 13-17) *(Government considerations/perceptions of factors most important for government to consider)*

D6_C What do you think is most important when using age checks? Please rank the following in order of importance from (1) most important to (3) least important.

(STATEMENTS, RANDOMISE)

a) Being right about my age
b) Keeping my information safe
c) Making it easy to use

Module E Concerns and Risks

*(CHILDREN AGED 8-12 AND CHILDREN AGED 13-17) (*Privacy and security concerns*)

E1_C How much would you worry or not worry that websites might not keep your information safe when checking your age?
Please select one response only.

(SINGLE)

1. Worry a lot
2. Worry a little
3. Not worry at all

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(CHILDREN AGED 8-12 AND CHILDREN AGED 13-17) *(Public education)*

E3_C Do you think people should learn more about being safe online?

(RESPONSE FRAME)
1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

Module F Trust and Security

*(CHILDREN AGED 8-12 AND CHILDREN AGED 13-17) *(Trust in online platforms)*

F1_C How much do you trust websites to keep your information safe when they ask for it?

(RESPONSE FRAME)
1. A lot
2. A little
3. Not at all

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(CHILDREN AGED 8-12 AND CHILDREN AGED 13-17) *(Experience with data breaches)*

F2_C Has any of your information ever been lost or stolen online?

(RESPONSE FRAME)
1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

Module G Online activities

*(CHILDREN AGED 8-12 AND CHILDREN AGED 13-17) (*Seen material for someone older)*

G1_C Have you ever <seen anything / watched or seen any content> online that was meant for or rated for someone older than you were?

*PROGRAMMER NOTE: IF CHILDREN TAG= 8-12 (CHILDREN AGED 8-12) USE 'seen anything', ELSE USE 'watched or seen any content'

(RESPONSE FRAME)

1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(CHILDREN AGED 8-12 AND CHILDREN AGED 13-17) (*DITRDCA TVCS or MCCS Use of the internet)*

G2_C Now, just some questions about your use of the internet.

How often do you…?

a) Look for information over the Internet
b) Comment or post images to social media (Facebook, TikTok, Instagram, Twitter, etc.)
c) Post to blogs / forums / interest groups
d) View posts, images, and videos on social media sites
e) Play online games

(READ OUT)

[CODE FRAME ORDER BASED ON 'S_ORDER' VARIABLE]

1. More than once a day
2. About once a day
3. Three to five days a week
4. One to two days a week
5. Every few weeks
6. Once a month
7. Less than once a month
8. Never

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(CHILDREN AGED 13-17)

G4_C What age do you think is appropriate for children to have access to the following social media platforms?

(SINGLE RESPONSE)
(STATEMENTS, RANDOMISE)

a) Facebook
b) Instagram
c) TikTok
d) YouTube
e) WhatsApp
f) Twitter/X
g) Snapchat
h) LinkedIn
i) Reddit

(RESPONSE FRAME)

1. Younger than 8 years
2. 8 to 12 years
3. 13 years

4. 14 years
5. 15 years
6. 16years
7. 17 years
8. 18 years and older

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(CHILDREN AGED 8-12 AND CHILDREN AGED 13-17) (*DITRDCA OSIS Awareness of eSafety Commissioner)*

- G5A_C How much do you know about the eSafety Commissioner?

1. I know a lot about the eSafety Commissioner
2. I know a little about the eSafety Commissioner
3. I know the name, the eSafety Commissioner, but I am not sure what they do
4. I had not heard of the eSafety Commissioner before today
98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(CHILDREN AGED 13-17) (*DITRDCA MCCS Consumed any news*)
D2A_C In **general**, how do you currently access most of your news and/ or current affairs?

Please select all that apply.

(READ OUT ONE BY ONE) (DO NOT READ HEADERS)

(MULTIPLE)

1. Television
2. Print newspaper
3. Radio or podcast, including online audio streaming
4. Online
5. Domestic / Australian news website or app (e.g. news.com.au, ABC news, The Age, Sydney Morning Herald)
6. International / overseas news website or app (e.g. BBC.com, CNN.com)
7. News aggregator website or app (e.g. Apple News, Google News Showcase, Feedly) [ONLINE HOVER OVER: A news aggregator website or app combines online news content in one location for easy viewing.]
8. Online search engine (e.g. Google News)
9. Social media (e.g. Facebook, Instagram, Twitter)
10. Other website or app (Please specify)
11. Other (Please specify)

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

*(CHILDREN AGED 13-17) (*DITRDCA MCCS access news and current affairs via social media*)
D14_C How important is it to you to have access to news on social media?

(READ OUT)

(RESPONSE FRAME) (SINGLE) (DISPLAY ORDER BASED ON S_ORDER VARIABLE)

1. Very important

2. Somewhat important
3. Not important at all

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(CHILDREN AGED 13-17)
D15_C Which of the following best describes your feelings about social media…?

1. I love it
2. I like it
3. I'm neutral
4. I don't like it
5. I hate it

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(CHILDREN AGED 13-17)
D16_C Which, if any, of the following do you use social media for?
(STATEMENTS RANDOMISE)

a) Talking to family and friends
b) Keeping up with news and events
c) Following celebrities or influencers
d) Connecting for school or work
e) Sharing and looking at content related to my hobbies
f) Learning about different countries and cultures
g) I mostly use messaging apps
h) Finding support networks
i) Connecting with people with similar interests
j) Creativity and inspiration

(RESPONSE FRAME)

1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(CHILDREN AGED 13-17)
D17_C Which, if any, of the following do you worry about when using social media?
(STATEMENTS RANDOMISE)

a) Seeing content that's meant for older people
b) Not being able to control what shows up on my feed
c) Cyberbullying
d) Strangers contacting me
e) Spending too much time on social media
f) Getting addicted to social media
g) Comparing myself to people online
h) Spending less time on physical activity
i) Spending less time with friends and family in real life

(RESPONSE FRAME)

1. Yes
2. No

98. (Don't know) / Not sure

99. (Refused) / Prefer not to say

Module H Open-ended feedback

*(CHILDREN AGED 8-12 AND CHILDREN AGED 13-17) (*Open-ended feedback)*
H1_C Please tell us anything else you think about websites checking the age of people using them.

1. Response given (SPECIFY: FULL VERBATIM)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

Thank you, please now pass the survey back to your parent or guardian who was taking the survey.
(PROG: GO TO Z1 – ADULT DEMOGRAPHICS)

SECTION Z: DEMOGRAPHICS (ADULTS)

*(ASK i-Link AND Life in Australia™)

INTRO: Just some questions about yourself to finish off.

Z1 Now, just some questions about your use of the internet.

How often do you…?

a) Look for information over the Internet
b) Comment or post images to social media (Facebook, TikTok, Instagram, Twitter, etc.)
c) Post to blogs / interest groups
d) View posts, images, and videos on social media sites

(READ OUT)

[CODE FRAME ORDER BASED ON 'S_ORDER' VARIABLE]
1. More than once a day
2. About once a day
3. Three to five days a week
4. One to two days a week
5. Every few weeks
6. Once a month
7. Less than once a month
8. Never

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(ASK i-Link ONLY – **NOT** Life in Australia™)
Z3 In which country were you born?

PLEASE CODE TO ABS/CENSUS FRAME

1. Australia
2. England
3. New Zealand
4. China
5. India
6. Philippines
7. Other (please specify)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(ALL)
P_LOTE Do you speak a language other than English at home?

1. Yes
2. No

99. (Don't know) / Not sure
98. (Refused) / Prefer not to say

*(P_LOTE =1, SPEAK LOTE)
P_LANG What is the main other language you speak at home?

PLEASE CODE TO ABS/CENSUS FRAME

1. Mandarin
2. Arabic
3. Cantonese
4. Vietnamese
5. Italian
6. Greek
7. Other (please specify)

99. (Don't know) / Not sure
98. (Refused) / Prefer not to say

*(i-Link ONLY – **NOT** Life in Australia™)
Z4 What is the level of the highest qualification you have completed?

1. Postgraduate Degree Level (incl. master degree, doctoral degree, other postgraduate degree)
2. Graduate Diploma and/or Graduate Certificate Level
3. Bachelor Degree Level
4. Advanced Diploma and/or Diploma Level
5. Certificate III and/or IV Level
6. Year 12 level
7. Year 11 or below
8. Certificate I and/or II Level
9. Year 9 and below
96. Other (please specify)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(ALL. ASK i-Link AND Life in Australia™))
BENTYPE Do you currently receive any of the following government pensions, benefits or allowances?

(READ OUT)
(MULTIPLE RESPONSE)

1. Age pension
2. Jobseeker Payment
3. Disability Support Pension
4. Carer Allowance
7. Carer Payment

5. Veteran's pension
6. Other pension
97. None of the above *(EXCLUSIVE)

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

*(ALL. ASK i-Link AND Life in Australia™))
EMP1 Which of the following best describes your main activity?

(READ OUT)
1. Self-employed
2. Employed (full time or part time)
3. Employed casually
4. Unemployed
5. Engaged in home duties
6. Student
7. Pensioner
8. Self-funded retiree
9. Unable to work (e.g., due to a disability)
10. A carer (e.g., for a family member or friend)
11. Something else (please specify)

96. (Don't know) / Not sure *(EXCLUSIVE)
97. (Refused) / Prefer not to say *(EXCLUSIVE)

*(ALL. ASK i-Link AND Life in Australia™))
p_hh_income. Before tax or other deductions, what is the **total annual household income** from all sources for you and your family or others living with you? Please include any pensions and allowances, and income from interest or dividends. If you live in a share house, please provide your own personal individual income.

(SINGLE RESPONSE)

15. Negative income
1. Nil
14. Less than $7,800 per year ($1 - $149 per week)
2. $7,800 to $15,599 per year ($150 - $299 per week)
3. $15,600 to $20,799 per year ($300 - $399 per week)
4. $20,800 to $25,999 per year ($400 - $499 per week)
5. $26,000 - $33,799 per year ($500 - $649 per week)
6. $33,800 to $41,599 per year ($650 - $799 per week)
7. $41,600 to $51,999 per year ($800 - $999 per week)
8. $52,000 to $64,999 per year ($1,000 - $1,249 per week)
9. $65,000 to $77,999 per year ($1,250 - $1,499 per week)
10. $78,000 to $90,999 per year ($1,500 - $1,749 per week)
11. $91,000 to $103,999 per year ($1,750 - $1,999 per week)
12. $104,000 to $155,999 per year ($2,000 - $2,999 per week)
13. $156,000 or more per year ($3,000 or more per week)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

CLOSING - LinA

*(Life in Australia™ - NOT i-Link)
(PROG: PLEASE USE STANDARD LINA CLOSE PAGE).

CLOSING - NON-PROBABILITY i-Link ONLY

*(i-Link ONLY – NOT Life in Australia™)

CLOSE That was the final question. Thanks for helping with this important research. This research was conducted by the Social Research Centre on behalf of the Department of Infrastructure, Transport, Regional Development, Communications and the Arts.

This research study has been carried out in compliance with the Privacy Act and the Australian Privacy Principles, and the information you have provided will only be used for research purposes.

Please click 'Next' to be re-directed to the rewards page.

QUOTA FULL- NON-PROBABILITY i-Link ONLY

Thank you for your participation, unfortunately we have spoken to enough people in your group. Please click 'Next' to be re-directed to the rewards page.

TERMINATES – NON-PROBABILITY i-Link ONLY

TERM1 Unfortunately, we need this information to continue. Thanks for your time. Please click 'Next' to be re-directed to the rewards page. (DETAILEDCALLOUTCOME=Refused screeners)

TERM3 Unfortunately, for this study, we need to speak to parents or guardians of children under the age of 18. Thanks for your time. Please click 'Next' to be re-directed to the rewards page. (DETAILEDCALLOUTCOME=Not a parent of child 17 or under)

TERM4 Unfortunately, for this study, we need to speak to people over the age of 18. Thanks for your time. Please click 'Next' to be re-directed to the rewards page. (DETAILEDCALLOUTCOME=Under 18)

TERM6 Thanks for being prepared to help out, but for this survey we are looking for people who agree with all the statements relating to participation in this study. Thanks anyway.

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Social Research Centre

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