Key results: Adult

Age Assurance Consumer Survey

Research overview – adult and child sample

- National study: **3,140 adults** and **807 children** (aged 8-17)
- Methodology: Mixed methods using probability-based panel and supplementary sampling and qualitative research
- Timing: October-November 2024
- Purpose: the trial of age assurance technologies and provide a baseline for future evaluation of legislation

Digital engagement

Internet usage

- Daily internet use: **88.54%**
- Online shopping: **90.90%**
- Messaging apps: **88.28%**
- Social media: **86.40%**

Platform usage by demographics

- Age variations: 18-24 (**64.16%** “almost constant”) vs 75+ (20.53%)
- Location: Capital cities (**39.51%**) vs regional (**32.07%**)
- Education: Higher engagement among tertiary educated (**42.13%**)

Education and awareness

Parental oversight (adult perspective)

- Use of parental controls: **45.88%**
- Awareness of child exposure: 43.46%
- Active monitoring: **61.46%**

Education and awareness

- Support for more education: **90.27%**
- Online Safety Act awareness: **21.79%**
- eSafety Commissioner awareness: **23.67%**

Trust, safety and security

Trust levels

- Full trust in platforms: **4.43%**
- Partial trust: **47.96%**
- No trust: **47.41%**

Security concerns

- Experienced data breaches: **52.44%**
- Privacy concerns: **77.00%**
- Security concerns: **76.84%**
- Accuracy concerns: **49.57%**
- Government oversight: **47.82%**

Age assurance attitudes

Support and understanding

- Overall support for age assurance: **88.85%** (Very supportive: **55.84%**, Somewhat supportive: **33.01%**)
- Willing to use: **80.29%** (neutral or positive impact)

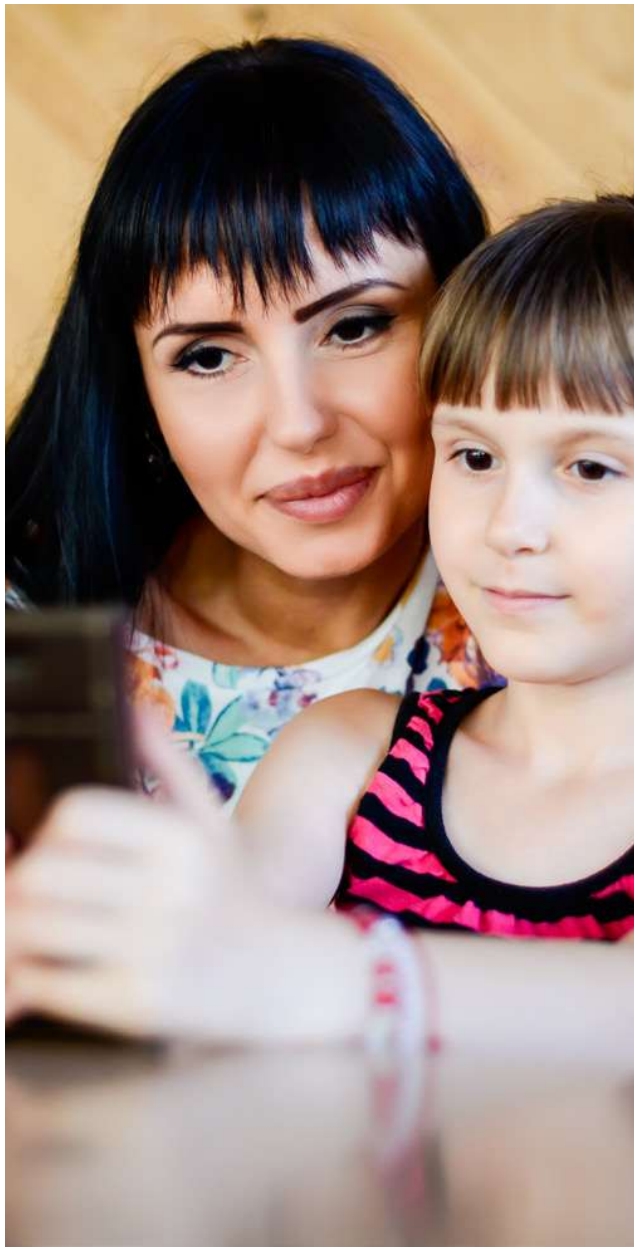
Implementation considerations

Primary concerns

- Privacy: **77.00%** very concerned
- Security: **76.84%** very concerned
- Accuracy: **49.57%** very concerned
- Government oversight: **47.82%** very concerned

Platform preferences

- Government ID systems: **87.51%** willing
- Traditional verification methods: **67.33%** comfortable
- Biometric methods: **37.72%** comfortable



Key results: Children

Age Assurance Consumer Survey

Research overview – adult and child sample

- Sample size: **807 children** aged 8-17
- Coverage: National representation
- Methodology: Parent proxy responses for children 8-12 and self-complete for children 13-17

Digital engagement

Content consumption

- Free video streaming: **83.64%**
- Online subscription services: **81.50%**
- Social media/other apps: **53.59%**
- Traditional TV: **47.66%**

Social media engagement

- Talking to family/friends: **82.88%**
- Content sharing/hobbies: **75.26%**
- School/work connection: **67.87%**
- Messaging apps: **66.34%**

Education and awareness

Knowledge levels

- Age assurance awareness: **32.06%**
- eSafety Commissioner awareness: **14.13%**
- Support for online safety education: **95.24%**

Parental oversight (child perspective)

- Parental controls experienced: **68.75%**

Trust, safety and security

Trust levels

- Full trust: **12.11%**
- Partial trust: **64.17%**
- No trust: **22.98%**
- Information compromised: **8.11%**

Safety concerns

- Been exposed to inappropriate content: **45.87%**
- Stranger contact: **58.35%**
- What shows up on their feeds: **49.15%**
- Cyberbullying: **50.55%**
- Age-inappropriate content: **37.48%**

Age assurance attitudes

Support and understanding

- Support for age assurance: **89.82%**
- Understand purpose: **59.06%**
- Don't understand: **39.81%**
- Willing to use: **81.44%**

Adults and Children ...

Age assurance support

Overall support

- Adult support: **88.85%**
- Child support: **89.82%**
- Resistant minority: **10-20%**

Overall recommendations

Technical implementation

- Multi-layered verification approach
- Integration with existing government ID systems
- Enhanced security for vulnerable groups
- Clear privacy protocols

Policy framework

- Platform-specific requirements
- Clear responsibility guidelines
- Monitoring mechanisms
- Education requirements

Support structure

- Comprehensive education program
- Technical support resources
- Targeted awareness campaigns
- Clear incident response procedures