



Under the new age restrictions:

Early insights from Australian parents

March 2026

eSafety research program

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About this report

This report provides early insights into children’s experiences of Australia’s social media age restrictions, from the perspective of their parents and carers.

The age restrictions require certain social media providers to take reasonable steps to prevent Australians under 16 from having accounts on their platforms, to comply with the Social Media Minimum Age obligation under Part 4A of the Online Safety Act 2021 (Cth), which took effect on 10 December 2025.

To help the Australian public and online industry prepare for the new requirements, in November 2025 eSafety assessed several popular platforms and came to the view that a number met the conditions of an age-restricted social media platform under the legislation. These were Facebook, Instagram, Kick, Reddit, Snapchat, Threads, TikTok, Twitch, X and YouTube¹.

This report describes account ownership across those social media platforms before and after implementation of the age restrictions, and experiences of account deactivation, retention, and circumvention.

It should be noted that this survey represents one data point among a range of monitoring activities. eSafety also gathers insights on people’s experience of platform compliance through other channels, including feedback from parents, children and other community members via our public submissions form, as well as through ongoing stakeholder engagement and public reporting.

¹This list reflects eSafety’s views as at 21 November 2025. Inclusion in the list does not mean that each service agrees with eSafety’s views. Since November 2025, additional services have notified eSafety of their view that they are age-restricted. For more information, visit: [Which social media platforms are age-restricted? | eSafety Commissioner](#)

Methodology

Between 19 January and 2 February 2026, eSafety conducted a short, 5-minute online survey of parents and carers of children aged 8 to 15 years. A total of 898 parents and carers completed the survey, and the sample was demographically representative by child age, gender and location. Participants were recruited from a probability-based online panel, Life in Australia™, owned and managed by the Social Research Centre.

The survey collected information from parents and carers about their children’s account ownership on ten age-restricted social media platforms prior to 10 December 2025, as well as the platforms their child held accounts for following the implementation of the new age restrictions. Parents and carers whose children continued to hold accounts on any age-restricted platform were asked to indicate the reasons for this. Those whose children no longer had an account were asked to identify the reason the account was closed or deactivated.

Participants were assured that reporting their child’s continued use of an age-restricted social media account would not result in any penalties for either themselves or their child².

Notes for readers

- eSafety acknowledges that families and carers are diverse and come in many forms. For simplicity and consistency throughout this report, the term ‘parents’ is used to refer collectively to parents, guardians and primary carers of children aged 8 to 15.
- Similarly, while there are varying definitions for children and young people, for simplicity and consistency throughout the report we use the term ‘children’ to refer collectively to young people aged 8 to 15.
- The term ‘deactivated’ is used in this report as a consistent, catch-all term across platforms, reflecting the language used in the survey when asking parents why their child no longer had accounts on age-restricted platforms. However, we recognise that the social media age restrictions require providers of platforms to remove accounts belonging to age-restricted users and that platforms take different approaches to managing underage accounts (for example, some restrict the ability of accounts to access age-restricted social media platforms rather than removing or deactivating accounts which can be used to log into a range of non-age-restricted services).

²Children and parents are not subject to legal obligations under the age restrictions, only the providers of age-restricted social media platforms have obligations.

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- The term ‘age verification’ was used in the survey for simplicity for participants, so it is retained throughout this report. However, ‘age assurance’ more accurately describes the broader range of processes that platforms may use to estimate or confirm age, including methods that extend beyond verification which relies on identity documents (ID).
 - Findings based on sample sizes smaller than 40 were not analysed or reported. This means platform-specific insights are limited to the top five platforms that parents reported their children had accounts on: Facebook, Instagram, Snapchat, TikTok, and YouTube.
 - The survey questions and corresponding sample sizes are provided at the bottom of each table, along with any explanatory notes to support interpretation.
 - Percentages presented in tables may not total 100% due to rounding or because respondents could select multiple response options.

Limitations

The findings presented in this report should be interpreted in light of several important limitations:

- All results are based on parents’ self-reports and may not fully reflect children’s actual experiences. For example, a parent may have believed their child deactivated an account when it remained active, or they may have been unaware that their child’s account had been deactivated or that their child had an account in the first place.
- The research relies on cross-sectional self-reported data. As such, the findings reflect parents’ perceptions at a single point in time, rather than objective observations or independent assessments.
- Although the survey was anonymous, self-report data remain vulnerable to social desirability bias. Participants may have provided responses they perceived as socially acceptable rather than accurate. For example, a parent may report that their child no longer has their own social media account because they feel uncomfortable disclosing that the child still has one following the implementation of the social media age restrictions.

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- The study did not collect information on whether the age children declared to platforms at account creation reflected their actual age. This is an important consideration when interpreting the findings, as declaring an older age means that platforms have to take additional steps to determine that the account may be held by an age-restricted user. These steps (which could include, for example, age inference models or underage user reports flagging an account, and the account-holder being asked to undergo an age check) may take some time to occur. This may explain why a number of parents indicated their child had not yet been asked to do an age check.
 - Finally, participants were given an opportunity at the end of the survey to clarify or expand on any of their previous responses in an open-ended text field. In a very small number of cases (n = 6), we recoded responses to quantitative responses based on information provided in this final open-ended question.

Insights summary

This section provides a high-level summary of the key insights. More detailed analysis and platform-specific insights are provided in the subsequent sections of the report.

There was a reduction in the proportion of children having accounts on ten age-restricted platforms following the implementation of the social media age restrictions

- Almost half (49.7%) of surveyed parents reported that their child had their own account on at least one age-restricted social media platform prior to the restrictions coming into effect. This proportion decreased to 31.3% following implementation.
- Patterns of reduced account ownership were observed across ten age-restricted social media platforms.

Despite overall reductions in account ownership, a substantial proportion of children under 16 retained accounts on age-restricted platforms³

- Of parents who reported their child had an account on each platform prior to the restrictions, around seven in ten parents reported that their child still had an account on Facebook (63.6%), Instagram (69.1%), Snapchat (69.4%), and TikTok (69.3%). Around three in ten reported that their child no longer had an account. One in two parents (48.5%) reported that their child still had an account on YouTube following the age restrictions coming into effect.

Platform-led deactivation was the main reason children no longer had accounts on age-restricted social media platforms

- Parents whose child no longer had an account on any age-restricted platform were asked to indicate why.
- Across platforms, the most common reason was platform-led deactivation (selected by 43.6% of parents whose child no longer had at least one social media account), followed by children deactivating their own accounts (36.3%), and parents or carers closing their child's account (26.6%).

³Platform-level findings are only reported for the top five platforms used by children (that is, Facebook, Instagram, Snapchat, TikTok, and YouTube), as too few surveyed parents reported that their child had accounts on the remaining platforms to support reliable findings.

The most common reason children still had their social media accounts was that they had not yet been asked by the platform to verify their age

- Parents who reported that their child had retained an account were asked to indicate why.
- Across platforms, the most common reason was that the platform had not yet asked the child to verify their age (selected by 66.8% of parents whose child still had any age-restricted social media account).

While consistent trends were observed across platforms, important differences in experiences of account deactivation and retention are evident and should be examined at the platform-level⁴

- The most common reasons for account loss and retention were consistent across platforms; however, the proportions associated with each reason varied, underscoring the importance of examining platform-level results in more detail.
- The variations observed across platforms likely reflect the differences in their approaches to age assurance.

⁴Platform-level findings are only reported for the top five platforms used by children.

Key insights

Account ownership pre- and post- implementation

There was a reduction in the proportion of children having accounts on age-restricted platforms following the implementation of the social media age restrictions

Almost half (49.7%) of surveyed parents reported that their child had their own account on at least one age-restricted social media platform prior to the social media age restrictions coming into effect⁵. This proportion decreased to 31.3% following the implementation of the new restrictions.

As shown in Table 1, patterns of reduced account ownership were observed across ten age-restricted social media platforms, including Facebook (13.8% to 8.8%), Instagram (20.2% to 13.9%), Snapchat (27.3% to 18.9%), TikTok (24.1% to 16.7%), and YouTube (36.5% to 17.7%).

Table 1: The proportion of parents who reported that their child aged 8 to 15 years had their own social media account pre- and post-implementation of the social media age restrictions, by platform.

Age-restricted social media platform	% holding account(s) pre-implementation ^a	% holding account(s) post-implementation ^b
Facebook	13.8%	8.8%
Instagram	20.2%	13.9%
Kick	0.9%	0.2%
Reddit	2.5%	1.4%
Snapchat	27.3%	18.9%
Threads	1.4%	0.8%
TikTok	24.1%	16.7%
Twitch	2.6%	1.6%
X (Twitter)	1.8%	1.2%
YouTube	36.5%	17.7%
Any age-restricted social media platform	49.7%	31.3%

^a **Source Q:** Thinking back to before the social media age restrictions came into effect (on 10 December 2025), did your child have their own account on the following social media platforms (i.e. an account in their own name)?

^b **Source Q:** Does your child currently have their own account on the following social media platforms (that means an account in their own name)?

Base: Total sample (n = 898).

⁵This figure is broadly consistent with eSafety's Children and Social Media Survey, conducted in September 2024 with a demographically representative sample of Australian children aged 8 to 15. This study found that 43.8% of respondents reported having at least one social media account between January and September 2024 on services that eSafety has assessed as age-restricted social media platforms: Facebook; Instagram; Reddit; Snapchat; Threads; TikTok; Twitch; X and YouTube. Noting, the survey did not include Kick.

Parents most frequently reported that their children had accounts on Facebook, Instagram, Snapchat, TikTok and YouTube. Platform-level findings are therefore only reported for these five platforms, as too few surveyed parents reported that their child had accounts on the remaining platforms to support reliable findings.



Despite overall reductions in account ownership for children under 16 years, a substantial proportion of parents reported that their child had retained an account on age-restricted platforms

Of parents who reported their child had an account on each platform prior to the restrictions, around seven in ten parents reported that their child had retained their account on Facebook (63.6%), Instagram (69.1%), Snapchat (69.4%), and TikTok (69.3%). While around three in ten parents reported that their child no longer had an account (see Table 2).

Despite YouTube having the lowest retention across platforms, around one in two parents (48.5%) reported that their child still had an account following the age restrictions coming into effect.

Table 2: The proportion of parents who reported that their child aged 8 to 15 years no longer has an account on an age-restricted social media platform versus the proportion who have retained their account, by platform.

Age-restricted social media platform	Number of parents who reported that their child had an account pre-implementation (n) ^a	% of parents who reported that their child no longer had their account(s) ^b	% of parents who reported that their child had retained their account(s) ^b
Facebook	112	33.5%	63.6%
Instagram	161	29.7%	69.1%
Snapchat	219	29.3%	69.4%
TikTok	193	28.6%	69.3%
YouTube	305	51.2%	48.5%

^a **Source Q:** Thinking back to before the social media age restrictions came into effect (on 10 December 2025), did your child have their own account on the following social media platforms (i.e. an account in their own name)?

^b **Source Q:** Does your child who currently have their own account on the following social media platforms (that means an account in their own name)?

Bases: Parents of 8- to 15-year-olds who reported that their child held accounts on each platform pre-implementation (see column a for n).

Notes: Platforms with a small number of reported accounts were excluded from the analysis. This included Kick (n = 8), Reddit (n = 20), Threads (n = 11), Twitch (n = 21), and X (n = 15). Percentages may not total 100% because the response options 'Not sure' and 'Prefer not to say' were excluded.

Experiences of account loss

Platform-led deactivation was the main reason for children no longer having accounts on age-restricted social media

Parents who reported that their child no longer had an account on at least one age-restricted social media platform were asked to indicate the reason (see Table 3 for findings aggregated across platforms).

Across platforms, the most common reason was platform-led deactivation (43.6%), followed by children deactivating their own accounts (36.3%), and parents or carers deactivating their child's account (26.6%). Only a very small proportion (1.9%) reported that loss of access to their account followed a report to the platform by a parent or carer.

Table 3: Aggregate reasons for child no longer holding an account across age-restricted social media platforms.

Reason for no longer holding an account	% selected
The platform deactivated their account	43.6%
My child deactivated their account	36.3%
I (or their other parent) deactivated their account	26.6%
I (or another caregiver) reported my child's account to the platform, and the platform deactivated their account	1.9%

Source Q: You said that your child doesn't have their own account on <<PLATFORM>> anymore. Which of the options below describes why?

Base: Parents of 8- to 15-year-olds who reported their child previously held an account but doesn't have at least one of those accounts post-implementation (n = 237).

Experiences of account retention

The most common reason children retained their social media accounts was that they had not yet been asked by the platform to verify their age

Parents who reported that their child had retained an account on any age-restricted social media platform were asked to indicate the reason (see Table 4 for findings aggregated across platforms).

Among parents who reported that their child had retained an account, the most common reason was that the platform had not yet asked the child to verify their age (66.8%). Other commonly selected reasons were that the platform's age verification process recorded the child's age incorrectly (23.7%) and that the child was able to bypass the restriction using other methods, such as using make-up tricks or an ID that was not theirs (23.3%).

Although not as common, around one in ten parents (10.3%) said that their child still had an account on the age-restricted platforms because their child had found a way to open a new account after deactivation.

Less common reasons for retaining accounts included receiving help from a parent or carer to bypass the restriction (7.6%), using a VPN⁶ (6.7%), successfully appealing a platform-led deactivation (2.3%) and the platform choosing not to deactivate the account after it was reported (1.2%).

⁶A Virtual Private Network (VPN) is a security tool that creates an encrypted 'tunnel' for internet traffic, hiding a user's IP address and physical location from websites and third parties. Age-restricted social media platforms are expected to use techniques such as checking location-based signals to help prevent circumvention.

Table 4: Aggregate reasons for child still holding an account across age-restricted social media platforms.

Reason for no longer holding an account	% selected
The platform has not yet asked my child to verify their age	66.8%
The platform's age verification got my child's age wrong	23.7%
My child was able to get around the platform's age restriction by using another method (for example by using make-up tricks or an ID that is not theirs)	23.3%
The platform deactivated my child's account, but my child has found a way to open a new account	10.3%
I (or another caregiver) helped my child get around the platform's age restriction (for example provided ID or face scan)	7.6%
My child was able to get around the platform's age restriction by using a VPN	6.7%
The platform deactivated my child's account, but my child appealed the deactivation, and the platform reactivated their account	2.3%
I (or another caregiver) reported my child's account to the platform, but the platform didn't deactivate their account	1.2%

Source Q: You said that your child still has their own account on <<PLATFORM>>. Which of the options below describes why/what happened? (MR)

Base: Parents of 8- to 15-year-olds who reported their child previously held an account and still has at least one of those accounts post-implementation (n = 255).

Note: Sum of percentages may exceed 100% because participants were able to select more than one response option.

Experiences of account loss and retention by platform

In this section we present parent-reported findings on children’s experiences of account deactivation and retention by platform, specifically for Facebook, Instagram, Snapchat, TikTok, and YouTube⁷.

Across those five platforms, the most common reason reported for why children aged 8 to 15 no longer held accounts was platform-led deactivation. Conversely, the main reason reported for why children retained an account was that the platform had not yet asked them to verify their age. This pattern was consistent across platforms; however, the proportions associated with each reason varied, underscoring the importance of examining platform-level results in more detail.

Facebook

Among the parents surveyed, 13.8% reported that their child had their own Facebook account prior to the implementation of the social media age restrictions. Following the implementation of the restrictions, this proportion decreased to 8.8%.

Of the parents whose child had a Facebook account before the age restrictions were introduced, 33.5% reported that their child no longer had an account after the restrictions came into effect. Unfortunately, the sub-sample of those parents who said their child no longer had an account on Facebook was too small to meaningfully explore the reasons for this.

Among parents who reported that their child had a Facebook account prior to the introduction of the social media age restrictions, 63.6% indicated that their child had retained their account after the restrictions came into effect.

As shown in Table 5, of those parents who reported that their child had retained their Facebook account, the most common reason was that their child had not yet been asked by Facebook to verify their age, reported by more than half (55.1%) of parents. The second most common reason was that Facebook’s age verification got their child’s age wrong (18.8%), followed by their child getting around the Facebook’s age restriction by using a circumvention method (17.7%).

Less commonly reported reasons for why their child still had an account on Facebook were that they or another parent had helped their child bypass Facebook’s age restriction (6.8%), their child had used a VPN (4.6%), and their child had found a way to open a new account after Facebook had deactivated their account (2.9%). No parents indicated that Facebook chose not to deactivate their child’s account after it was reported or that their child had successfully appealed a Facebook-led deactivation.

⁷As noted earlier, these platforms were the most commonly reported by parents and the only ones with sufficient sample sizes for reliable analysis.

Table 5: Parent reported reasons why their child still has an account on Facebook.

Reason for still holding a Facebook account	% selected
Facebook has not yet asked my child to verify their age	55.1%
Facebook’s age verification got my child’s age wrong	18.8%
My child was able to get around Facebook’s age restriction by using another method (for example by using make-up tricks or an ID that is not theirs)	17.7%
I (or another caregiver) helped my child get around Facebook’s age restriction (for example provided ID or face scan)	6.8%
My child was able to get around Facebook’s age restriction by using a VPN	4.6%
Facebook deactivated my child’s account, but my child has found a way to open a new Facebook account	2.9%
Facebook deactivated my child’s account, but my child appealed the deactivation and Facebook reactivated their account	0%
I (or another caregiver) reported my child’s account to Facebook, but Facebook didn’t deactivate their account	0%
Not sure	2.9%
Prefer not to say	0%

Source Q: You said that your child still has their own account on Facebook. Which of the options below describes why/what happened? (MR)

Base: Parents of 8- to 15-year-olds who reported that their child still has a Facebook account (n = 70).

Note: Sum of percentages may exceed 100% because participants were able to select more than one response option.

Instagram

Among the parents surveyed, one in five (20.2%) reported that their child had their own Instagram account prior to the implementation of the social media age restrictions. Following the implementation of the restrictions, this proportion decreased to 13.9%.

Of those parents whose child had an Instagram account before the age restrictions were introduced, 29.7% reported that their child no longer had an account after the restrictions came into effect.

As shown in Table 6, of those parents who said their child no longer had an Instagram account, more than half (55.6%) said this was because Instagram had deactivated their account. One-quarter (25.6%) said their child had deactivated their own accounts, and 17.2% said they or another parent had closed their child's Instagram account. No parents indicated that they had reported the account to Instagram, which then resulted in deactivation.

Table 6: Parent reported reasons why their child no longer has an account on Instagram.

Reason for no longer holding an Instagram account	% selected
Instagram deactivated their account	55.6%
My child deactivated their Instagram account	25.6%
I (or their other parent) deactivated their Instagram account	17.2%
I (or another caregiver) reported my child's account to Instagram and Instagram deactivated their account	0%
Not sure	0%
Prefer not to say	1.6%

Source Q: You said that your child doesn't have their own account on Instagram anymore. Which of the options below describes why?

Base: Parents of 8- to 15-year-olds who reported that their child no longer has an Instagram account ($n = 49$).

Of the parents who reported that their child had an Instagram account prior to the social media age restrictions, 69.1% indicated that their child had retained their account after the age restrictions came into effect.

As shown in Table 7, of those parents who reported that their child had retained their Instagram account, the most common reason was that their child had not yet been asked by Instagram to verify their age, reported by 53.3% of parents. The second most common reason was that Instagram's age verification got their child's age wrong (22.5%), followed by their child getting around the Instagram's age restriction by using a circumvention method (20.1%).

Reasons less frequently reported by parents for why their child had retained their account included their child had found a way to open a new account after Instagram had deactivated their account (7.9%), their child had used a VPN to get around the restriction (6.6%), or that they or another parent had helped their child bypass the age restriction (5.4%). Very few parents indicated that Instagram chose not to deactivate their child's account after it was reported (1.8%), and no parents reported that their child had successfully appealed an Instagram-led deactivation.

Table 7: Parent reported reasons why their child still has an account on Instagram.

Reason for still holding an Instagram account	% selected
Instagram has not yet asked my child to verify their age	53.3%
Instagram's age verification got my child's age wrong	22.5%
My child was able to get around Instagram's age restriction by using another method (for example by using make-up tricks or an ID that is not theirs)	20.1%
Instagram deactivated my child's account, but my child has found a way to open a new Instagram account	7.9%
My child was able to get around Instagram's age restriction by using a VPN	6.6%
I (or another caregiver) helped my child get around Instagram's age restriction (for example provided ID or face scan)	5.4%
I (or another caregiver) reported my child's account to Instagram, but Instagram didn't deactivate their account	1.8%
Instagram deactivated my child's account, but my child appealed the deactivation and Instagram reactivated their account	0%
Not sure	1%
Prefer not to say	0%

Source Q: You said that your child still has their own account on Instagram. Which of the options below describes why/what happened? (MR)

Base: Parents of 8- to 15-year-olds who reported that their child still has an Instagram account ($n = 110$).

Note: Sum of percentages may exceed 100% because participants were able to select more than one response option.

Snapchat

Just over one-quarter (27.3%) of surveyed parents reported that their child had their own Snapchat account before implementation; this proportion decreased to 18.9% after the age restrictions took effect.

Among parents whose child previously had a Snapchat account, 29.3% reported that their child no longer had an account following implementation.

As shown in Table 8, of those parents who said their child no longer had a Snapchat account, half (50.2%) said this was because Snapchat had deactivated their account. The second most common reason was that their child had deactivated their own accounts (30.8%), followed by the parent closing their child's Snapchat account (16.3%). A very small proportion (1.0%) reported that their child no longer had an account because they had reported the account to Snapchat, which then resulted in deactivation.

Table 8: Parent reported reasons why their child no longer has an account on Snapchat.

Reason for no longer holding a Snapchat account	% selected
Snapchat deactivated their account	50.2%
My child deactivated their Snapchat account	30.8%
I (or their other parent) deactivated their Snapchat account	16.3%
I (or another caregiver) reported my child's account to Snapchat and Snapchat deactivated their account	1.0%
Not sure	1.8%
Prefer not to say	0%

Source Q: You said that your child doesn't have their own account on Snapchat anymore. Which of the options below describes why?

Base: Parents of 8- to 15-year-olds who reported that their child no longer has a Snapchat account ($n = 65$).

Of the parents who reported that their child had a Snapchat account before the social media age restrictions were introduced, 69.4% indicated that their child had retained their account after the age restrictions took effect.

As shown in Table 9, the most common reason for why their child had retained their Snapchat account was that their child had not yet been asked by Snapchat to verify their age, reported by 53.7% of parents. This was followed by their child being able to get around Snapchat's age restriction by using a circumvention method (22.9%) and that Snapchat's age verification got their child's age wrong (16.5%).

Reasons less frequently reported for why their child had retained their Snapchat account included their child had found a way to open a new account after Snapchat had deactivated their account (5.9%), they or another parent had helped their child bypass the age restriction (5.4%), and that their child used a VPN to get around the restriction (2.8%). Very few parents reported that their child successfully appealed a Snapchat-led deactivation (0.7%), and no parent said that Snapchat chose not to deactivate their child's account after it was reported.

Table 9: Parent reported reasons why their child still has an account on Snapchat.

Reason for still holding a Snapchat account	% selected
Snapchat has not yet asked my child to verify their age	53.7%
My child was able to get around Snapchat's age restriction by using another method (for example by using make-up tricks or an ID that is not theirs)	22.9%
Snapchat's age verification got my child's age wrong	16.5%
Snapchat deactivated my child's account, but my child has found a way to open a new Snapchat account	5.9%
I (or another caregiver) helped my child get around Snapchat's age restriction (for example provided ID or face scan)	5.4%
My child was able to get around Snapchat's age restriction by using a VPN	2.8%
Snapchat deactivated my child's account, but my child appealed the deactivation and Snapchat reactivated their account	0.7%
I (or another caregiver) reported my child's account to Snapchat, but Snapchat didn't deactivate their account	0%
Not sure	1.9%
Prefer not to say	0%

Source Q: You said that your child still has their own account on Snapchat. Which of the options below describes why/what happened? (MR)

Base: Parents of 8- to 15-year-olds who reported that their child still has a Snapchat account ($n = 151$).

Note: Sum of percentages may exceed 100% because participants were able to select more than one response option.

TikTok

Of the parents surveyed, around one-quarter (24.1%) reported that their child had their own TikTok account prior to the implementation of the social media age restrictions. Following the implementation of the restrictions, this proportion decreased to 16.7%.

Of those parents whose child had a TikTok account before the age restrictions were introduced, 28.6% reported that their child no longer had an account after the restrictions came into effect.

As shown in Table 10, of those parents who said their child no longer had a TikTok account, 44.7% said this was because TikTok had deactivated their account. The second most common reason for no longer holding an account was that their child had deactivated their own accounts (31.8%), followed by the parent or carer closing their child's TikTok account themselves (20.3%). Few parents (3.2%) reported that their child no longer had an account because they had reported the account to TikTok, which then resulted in deactivation.

Table 10: Parent reported reasons why their child no longer has an account on TikTok.

Reason for no longer holding a TikTok account	% selected
TikTok deactivated their account	44.7%
My child deactivated their TikTok account	31.8%
I (or their other parent) deactivated their TikTok account	20.3%
I (or another caregiver) reported my child's account to TikTok and TikTok deactivated their account	3.2%
Not sure	0%
Prefer not to say	0%

Source Q: You said that your child doesn't have their own account on TikTok anymore. Which of the options below describes why?

Base: Parents of 8- to 15-year-olds who reported that their child no longer has a TikTok account ($n = 57$).

Of the parents who reported that their child had a TikTok account prior to the social media age restrictions, 69.3% indicated that their child had retained their account following the implementation of the restrictions.

As shown in Table 11, among parents who reported that their child had retained their TikTok account, the most common reason was that their child had not yet been asked by TikTok to verify their age, reported by 55.1% of parents. This was followed by their child getting around TikTok's age restriction by using a circumvention method (20.6%) and that TikTok's age verification got their child's age wrong (15.3%).

Less common reasons for why their child still had a TikTok account included that they had found a way to open a new account after TikTok had deactivated their account (7.6%), their child had used a VPN to get around the restriction (3.9%), or that they or another parent had helped their child bypass the age restriction (3.7%). Very few parents reported that their child had successfully appealed a TikTok-led deactivation (0.6%), and no parents indicated that TikTok chose not to deactivate their child's account after it was reported.

Table 11: Parent reported reasons why their child still has an account on TikTok.

Reason for still holding a TikTok account	% selected
TikTok has not yet asked my child to verify their age	55.1%
My child was able to get around TikTok's age restriction by using another method (for example by using make-up tricks or an ID that is not theirs)	20.6%
TikTok's age verification got my child's age wrong	15.3%
TikTok deactivated my child's account, but my child has found a way to open a new TikTok account	7.6%
My child was able to get around TikTok's age restriction by using a VPN	3.9%
I (or another caregiver) helped my child get around TikTok's age restriction (for example provided ID or face scan)	3.7%
TikTok deactivated my child's account, but my child appealed the deactivation and TikTok reactivated their account	0.6%
I (or another caregiver) reported my child's account to TikTok, but TikTok didn't deactivate their account	0%
Not sure	0.8%
Prefer not to say	0%

Source Q: You said that your child still has their own account on TikTok. Which of the options below describes why/what happened? (MR)

Base: Parents of 8- to 15-year-olds who reported that their child still has a TikTok account ($n = 132$).

Note: Sum of percentages may exceed 100% because participants were able to select more than one response option.

YouTube

Just over one-third (36.5%) of surveyed parents reported that their child had their own account for YouTube before implementation; this proportion decreased to 17.7% after the restrictions took effect.

eSafety notes that accounts on YouTube are Google accounts which are used to access a range of Google services, not limited to YouTube. While the survey questions use the language of YouTube accounts and ‘deactivations’, Google accounts belonging to children under 16 were not ‘deactivated’ but rather children under 16 were prevented from being able to sign into YouTube using their account.

Among parents whose child previously had an account for YouTube, 51.2% reported that their child no longer had an account following implementation.

As shown in Table 12, the most common reason cited was YouTube-led deactivation (36.4%), followed by parents or carers closing the child’s account (32.0%), and children deactivating their own accounts (26.8%). A very small proportion (1.2%) reported that account deactivation followed a report to YouTube by a parent or carers.

Table 12: Parent reported reasons why their child no longer has an account for YouTube.

Reason for no longer holding a YouTube account	% selected
YouTube deactivated their account	36.4%
I (or their other parent) deactivated their YouTube account	32.0%
My child deactivated their YouTube account	26.8%
I (or another caregiver) reported my child’s account to YouTube and YouTube deactivated their account	1.2%
Not sure	1.9%
Prefer not to say	1.0%

Source Q: You said that your child doesn’t have their own account on YouTube anymore. Which of the options below describes why?

Base: Parents of 8- to 15-year-olds who reported that their child no longer has a YouTube account (*n* = 159).

Of the parents whose child had an account for YouTube prior to the social media age restrictions, 48.5% reported that their child had retained their account following the introduction of the restrictions.

As shown in Table 13, the most common reason for account retention was that YouTube had not yet asked the child to verify their age (65.7%). The second most common reason was that their child was able to get around YouTube’s age restrictions by using a circumvention method (such as make-up tricks, using an ID that is not theirs), selected by 15.7% of parents. Approximately one in ten parents (9.9%) reported that YouTube’s age verification got their child’s age wrong.

Less commonly reported reasons for why their child still had an account for YouTube included parents helping their child bypass the age restriction (6.9%), children using a VPN (5.8%), or that their child had found a way to open a new account after YouTube had deactivated their account (5.8%). Few parents reported that their child successfully appealed a YouTube-led deactivation (2.8%), or that YouTube choose not to deactivate their child’s account after it was reported (0.7%).

Table 13: Parent reported reasons why their child still has an account for YouTube.

Reason for still holding a YouTube account	% selected
YouTube has not yet asked my child to verify their age	65.7%
My child was able to get around YouTube’s age restriction by using another method (for example by using make-up tricks or an ID that is not theirs)	15.7%
YouTube’s age verification got my child’s age wrong	9.9%
I (or another caregiver) helped my child get around YouTube’s age restriction (for example provided ID or face scan)	6.9%
YouTube deactivated my child’s account, but my child has found a way to open a new YouTube account	5.8%
My child was able to get around YouTube’s age restriction by using a VPN	5.8%
YouTube deactivated my child’s account, but my child appealed the deactivation and YouTube reactivated their account	2.8%
I (or another caregiver) reported my child’s account to YouTube, but YouTube didn’t deactivate their account	0.7%
Not sure	1.4%
Prefer not to say	0.8%

Source Q: You said that your child still has their own account on YouTube. Which of the options below describes why/what happened? (MR)

Base: Parents of 8- to 15-year-olds who reported that their child still has a YouTube account (*n* = 145).

Note: Sum of percentages may exceed 100% because participants were able to select more than one response option.

Conclusion

This report provides a snapshot of parents' reports of children's experiences during the first six weeks following the introduction of the social media age restrictions. The findings indicate an overall decrease in the proportion of children aged 8 to 15 holding accounts on ten age-restricted social media platforms, although many continued to retain accounts. Across platforms, platform-led deactivation was the most frequently reported reason children no longer had accounts, while the most common reason for account retention was that the platform had not yet asked the child to confirm their age. Other reasons for ongoing account use – such as inaccurate age assessments during platform age check processes or children bypassing restrictions using circumvention methods – were also reported and varied across platforms.

eSafety will continue to monitor the implementation and impacts of the social media age restrictions through its comprehensive evaluation and compliance monitoring. Further information is available on [eSafety's website](#).



