

SMMA Compliance Pulse Survey



Acknowledgement of Country

eSafety acknowledges all First Nations people for their continuing care of everything Country encompasses — land, waters and community.

We pay our respects to First Nations people, and to Elders past and present.



Methodology

- Between 19 January and 2 February 2026, eSafety conducted a short, 5-minute online survey of parents and caregivers of children aged 8 to 15 years.
- A total of 898 parents and caregivers completed the survey, and the sample was demographically representative by child age, gender, and location.

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

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%

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.


Age-restricted social media platform	Number of parents who reported that their child had an account pre-implementation (<i>n</i>)^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%

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


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%

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.

Reason for still 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%



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-level.

- 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.
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Experiences of account loss and retention by platform



Facebook | Reasons for account retention

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%

Instagram | Reasons for account loss

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%

Instagram | Reasons for account retention

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%

Snapchat | Reasons for account loss

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%

Snapchat | Reasons for account retention

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%

TikTok | Reasons for account loss

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%

TikTok | Reasons for account retention

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%

YouTube | Reasons for account loss

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%

YouTube | Reasons for account retention

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%



Thank you

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