

The 100 Children Report:

Children's exposure to age-restricted ads online

Report 1

November 2022



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Executive Summary

Responses to our survey of 1,000 11-17-year-olds indicate:

- 93% of 11-17-year-olds have a personal account with at least one of the major social media platforms – 86% of 11-12-year-olds say they have their own account on at least one platform (platforms have a minimum age requirement of 13 years).
- 94% of 11-17-year-olds who access social media platforms do so via personal devices only they use – suggesting the browsing behaviours captured on devices, potentially for marketing purposes, would, in the main, be representative of children.
- 75% of all social media accounts held by 11-17-year-olds were set up by the child – with a further 17% set up by the child's parent or guardian.
- Responses to questions about the age details* provided at registration suggest:
 - 48% of all social media accounts held by 11-17-year-olds are registered with the child's real date of birth
 - At least 11% of all accounts were set-up with a false date of birth suggesting the child was 13-17 (i.e., older than their actual age but younger than 18)
 - **At least 11% falsely suggested the child was over the age of 18**
 - And, 28% gave no specific details, suggesting they didn't register any age details, don't know or preferred not to say.



Executive Summary

Our monitoring sweep of 97 11-17-year-olds captured ads served to their personal devices across websites and on four social media platforms (in alphabetical order: Facebook, Instagram, Twitter and YouTube).

- We captured a total of 11,424 ad impressions*.
- 435 ad impressions for alcohol, gambling and other age-restricted ads from 91 advertisers were served to 46 children – accounting for 3.8% of all impressions.
- Of the 435 impressions for age-restricted ads:
 - 86 ad impressions were served by 44 **alcohol** advertisers to 19 children
 - 6 ad impressions related to **cosmetic interventions or weight loss** were served by 4 advertisers to 6 children
 - 269 **gambling** ad impressions were served by 24 advertisers to 41 children
 - 74 **HFSS*** ad impressions were served by 21 advertisers to 21 children.

*Ad impressions provide a measure of the number of times an ad is served

**HFSS restrictions apply to under-16s only. Therefore, data for HFSS impressions only refer to those served to 11-15-year-olds panellists.



Executive Summary

- Of particular concern, 73 impressions* for age-restricted ads from 30 advertisers were served to 10 children with a self-reported registered age (henceforth 'registered age') as under-18 (or under-16 in the case of HFSS ads**) on social media platforms or through sites likely to attract an audience where more than 25% **are under-18**. Of the 73 impressions:
 - 31 ad impressions were served by 16 alcohol advertisers to 5 children
 - 37 gambling ad impressions were served by 10 advertisers to 9 children
 - 5 HFSS ad impressions were served by 5 advertisers to 4 children.
- 261 impressions for age-restricted ads from 65 advertisers were served to 25 children who reported being registered as over-18 (or over-16 in the case of HFSS ads) on social media platforms or on sites likely to attract an audience where more than 75% are adults. Of the 261 impressions:
 - 50 ad impressions were served by 31 alcohol advertisers to 12 children
 - 5 ad impressions related to cosmetic interventions or weight loss were served by 3 advertisers to 5 children
 - 171 gambling ad impressions were served by 18 advertisers to 24 children
 - 35 HFSS ad impressions were served by 14 advertisers to 10 children.
- 101 impressions for age-restricted ads were served to 21 children who gave no details about their registered age on social media or who originally reported having no account with a platform.

*Ad impressions provide a measure of the number of times an ad is served

**HFSS restrictions apply to under-16s only. Therefore, data for HFSS impressions only refer to those served to 11-15-year-olds panellists.



Executive Summary

Children incorrectly registered on social media as 18 or older* are more exposed to age-restricted ads than those registered as 17 or younger:

- Our panel of 97 children reported having their own profile on a total of 208 social media accounts across the four monitored platforms.
- At least 45% of these social media accounts are registered with a date of birth that signifies the child is – correctly - 17 or younger (of child age) and at least 17% are registered with a date of birth that signifies the child is – incorrectly - 18 or older (of adult age).
- Of the accounts correctly registered with a child's age, a tenth (10%) received an age-restricted ad and the child account holders were exposed to 29% of the overall age-restricted ad impressions**.
- Of the accounts incorrectly registered with an adult's age, almost a third (29%) received an age-restricted ad and the child account holders were exposed to 47% of the overall age-restricted ad impressions, almost two-thirds more than those registered with a child's age (29%) .



Background

The Advertising Standards Authority (ASA) is the UK's independent regulator of advertising across all media. We have administered The UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (written and maintained by the Committee of Advertising Practice) for 60 years and The UK Code of Broadcast Advertising (written and maintained by the Broadcast Committee of Advertising Practice) for 18 years. We are responsible for ensuring that advertising is legal, decent, honest and truthful.

The Advertising Codes establish rules to prevent ads from misleading, harming or seriously offending their audience. They include rules to protect people who are vulnerable, including children (those aged 15 and under) and young people (those aged 16 and 17)*. Code rules on scheduling and media placement limit age-restricted ads to audiences predominantly (≥75%) composed of adults, ensuring children and young people's exposure to age-restricted ads is appropriately limited.

For the purposes of this report, 'age-restricted' ads include those for: alcohol; gambling; foods high in fat, salt or sugar (HFSS); and cosmetic intervention/weight loss products and services.

*11-17-year-olds are collectively referred to as 'children' throughout this report



Background

- The ASA's [More Impact Online](#) five-year strategy commits it to proactively police online environments to ensure that, among other things, age-restricted ads are not directed at children through the selection of media or context in which they appear, in breach of Code rules.
- Over the past three years we have demonstrated our innovative approach to online regulation through key projects, including: [Protecting Children Online](#); [Protecting Children in Mixed-age Online Media](#); and [Alcohol Ads in Social Media](#).
- These projects have been pivotal in driving our proactive work to protect children online by identifying age-restricted ads that, because of the media in which they were placed and/or the audience interests selected to inform their targeting, are *likely to have been seen* by children, in some cases disproportionately so. The next step for us was to explore children's real-world exposure to age-restricted ads and to provide a child's eye view of the ads they *actually* see online.
- In 2013, we published our report, [Children and Advertising on Social Media Websites](#), which used image-capturing software to monitor the ads served to 24, 11-15-year-olds, when using social media in a controlled, café-like environment. We found that ten of the 24 children had falsely registered their age on social media platforms with the effect that their age was indicated as being 18 or older. During the monitored period, each of those children received at least one age-restricted ad to their personal social media accounts. None of the children who had registered with their correct date of birth (identifying them as a child) received an age-restricted ad to their accounts.

Building on the findings of all our previous studies, we sought to update our understanding of children's real-life exposure to age-restricted ads online.



Objectives & methodology

- The key objectives of this study were to:
 - Identify the types of online ads being served to 11-17-year-olds in logged-in social media environments and across other online environments, with a particular focus on age-restricted ads.
 - Determine the exposure of children aged 11-17 to age-restricted ads, relative to other ads, and to draw out where age-restricted ad exposure may occur, in part or otherwise, as a result of the child being falsely registered as, or incorrectly inferred to be, 18 or over.
- Our assessment of age restricted ads primarily focused on those for: alcohol; gambling; foods high in fat, salt or sugar (HFSS); and cosmetic intervention/weight loss products and services.
- The study consisted of*:
 - A UK-wide online survey with a nationally representative sample of 1,000 11-17-year-olds
 - A monitoring phase, using metering software downloaded to the mobile devices of, and capturing ads served to, a panel of 97 11-17-year-olds across the UK
 - An optional follow-up survey with the panellists, with 64 completing the survey.
- Independent research agency, Kantar, was commissioned to conduct this research on behalf of the ASA.

This is the first of two publications reporting on the findings of this study and focuses on the key metrics emerging from the research. The second publication will follow, primarily reporting on enforcement activity undertaken by the ASA on the back of findings from this study - we intend to publish this in the first quarter of 2023.

*Please refer to [Kantar's Technical Report](#) for full details of the methodologies used in this study.



Key contextual insights

- The findings of our survey of 1,000 11-17-year-olds



Objectives & methodology

- With a key objective to look at children's exposure to age-restricted ads in logged-in social media environments - particularly where exposure may occur as a result of a child being falsely registered as, or incorrectly inferred to be, 18 or over - the first stage in our study was to undertake an exploratory phase to gather contextual insights on children's social media use.
- We conducted a UK-wide survey among a nationally representative sample of 1,000 11-17-year-olds, using Kantar's online Kids' Omnibus. The fieldwork took place between 20-25 January 2022.
- The key objectives of the survey were to collate information on:
 - Social media accounts held by children
 - Devices used by children to access these accounts
 - Account registration, including: details of when the account was set up; who created the account; and the date of birth given at registration.

Notes:

- Responses to the survey, including to questions about when accounts were set up and date of birth details given at registration, are self-reported and based on the child's memory/knowledge. We did not ask children to check their individual profiles and did not request any verification as part of the survey.
- Data from the survey is reported on two bases:
 - Number of children – reporting on the base of 1,000 children provides a useful summary of key trends among children in the UK.
 - Number of social media accounts – looking at the number of social media accounts can be more insightful, as children often have more than one account and the circumstances surrounding set-up can be different for each.
- Survey results from different sources may not be directly comparable due to a number of factors, including: differences in question wording; differing methodologies; fieldwork periods; and differing samples. However, in Annex 2, we highlight directional similarities between our study and research undertaken by Ofcom (specifically: [Children and Parents: Media use and attitudes report 2022](#) and [Children's Online User Ages](#))



Key findings: Social media accounts

- Children were asked about seven major social media platforms popular with children (in alphabetical order): Facebook, Instagram, Snapchat, TikTok, Twitch, Twitter and YouTube.
- Our survey found 93% of 11-17-year-olds say they have their own account with at least one of these platforms.
 - TikTok, Instagram and YouTube are the most popular platforms with around three-fifths of children having an account on each.
 - Around half of all children have their own profile on Facebook and Snapchat.
 - A quarter of 11-17s have a Twitter profile.
- We also found that 55% of children say they use at least one of the major platforms without an account, the most popular being YouTube (39%).
 - This is unsurprising to us as YouTube appears to offer, relative to the other platforms, greater accessibility for users without an account.
 - Having an account allows the user to upload their own content as well as 'subscribe' to channels, comment on content and 'like'/'dislike' videos.
 - Access to other platforms tends to be relatively more limited without a profile.
- Extrapolation of information on account ownership shows that TikTok, Instagram and YouTube each account for around a fifth of all social media accounts held by 11-17-year-olds.
- Trends in account ownership vary by age and gender – and to a lesser extent by region.



Key findings: Social media accounts

Trends by age

- Almost all 13-15s (96%) and 16-17-year-olds (98%) say they have their own social media account with at least one of the seven platforms.
- While the minimum age requirement for registering with these platforms is 13 years (originally reflecting US data protection laws), the survey found that 86% of 11-12-year-olds say they have their own account with at least one of them - meaning they are almost certainly registered with a false date of birth indicating they are older than their actual age.
- In terms of account ownership, TikTok is the most popular platform for 11-12-year-olds (63%); Instagram is the platform of choice for most 13-15-year-olds (67%); and Facebook the most popular for 16-17-year-olds (70%).
- Children aged 11-17 have, on average, 3.3 social media accounts, ranging from 2.6 for 11-12-year-olds and 3.5 for 16-17-year-olds.

Trends by gender

- While overall account ownership is the same across gender, with equal numbers (93%) of boys and girls saying they have their own account with at least one platform, there are clear differences in their preferred platforms.
 - YouTube (64%), Twitter (29%) and Twitch (20%) are particularly popular among boys, while TikTok (66%), Instagram (62%) and Snapchat (58%) are significantly more popular among girls.



Key findings: Social media accounts

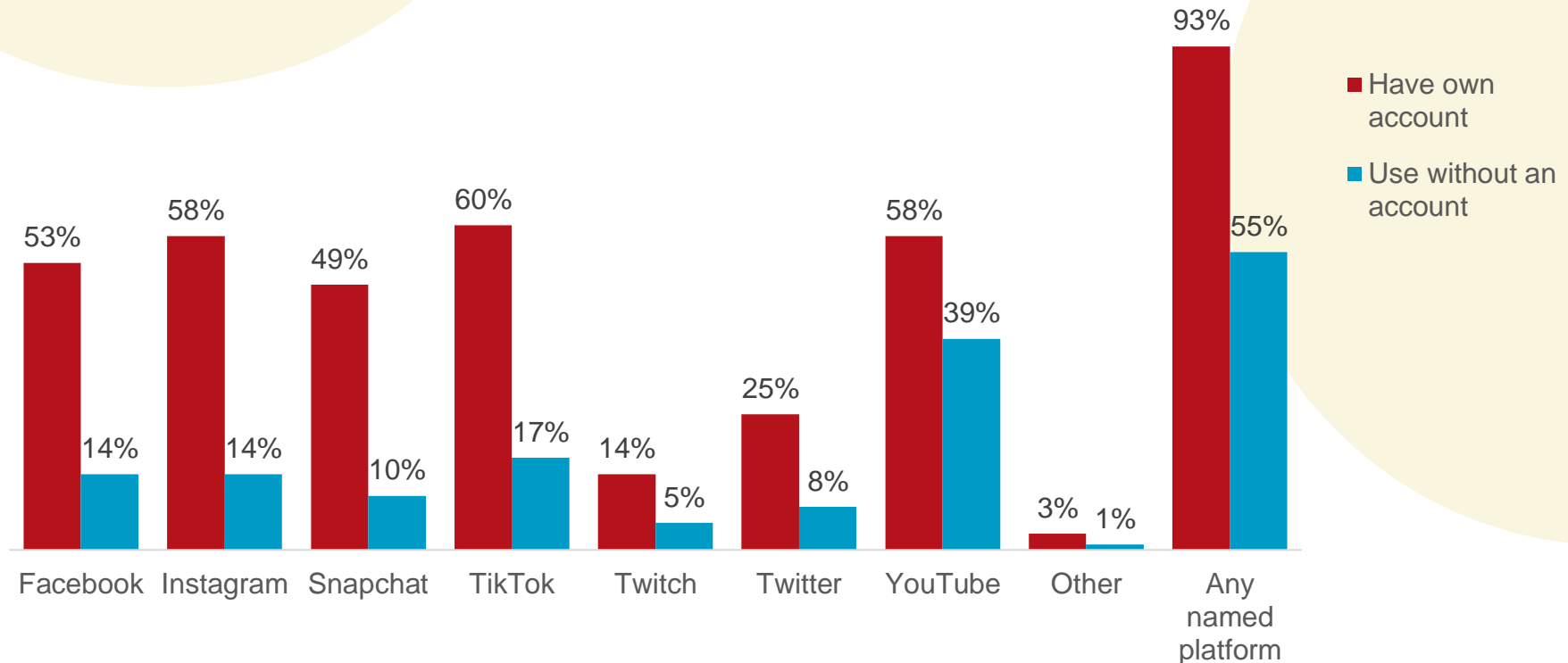
Trends by region

- For the purposes of our analysis we have grouped regions of the UK as follows:
 - South: London, South East and South West
 - Central: East Midlands, West Midlands, East of England and Wales
 - North: North East, North West, Yorkshire & Humberside, Scotland and Northern Ireland.
- While 53% of all 11-17s say they have a Facebook account – this rises to 66% of 11-17-year-olds in the North, compared with 41% in the South.
- TikTok is marginally more popular in the South (62%) compared with the UK average (60%) and the North (57%).



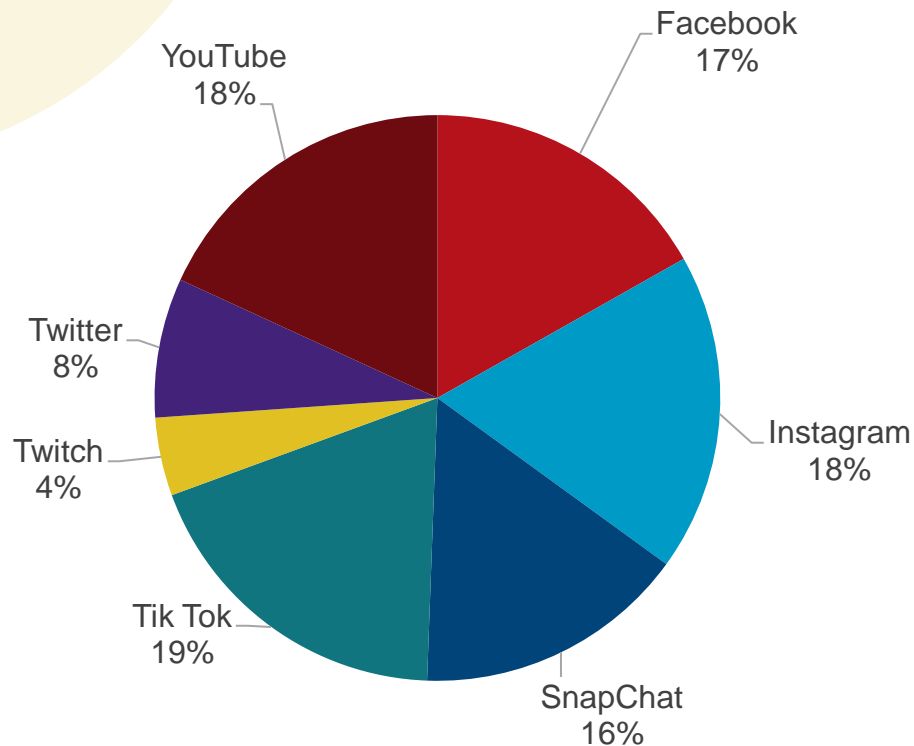
93% of all 11-17-year-olds say they have a personal account with at least one of the major social media platforms – and 55% use one or more platforms without an account

Which of the following social media platforms do you have **your own** account with/use **without** an account?



TikTok, Instagram and YouTube each account for around a fifth of all social media accounts held by 11-17-year-olds

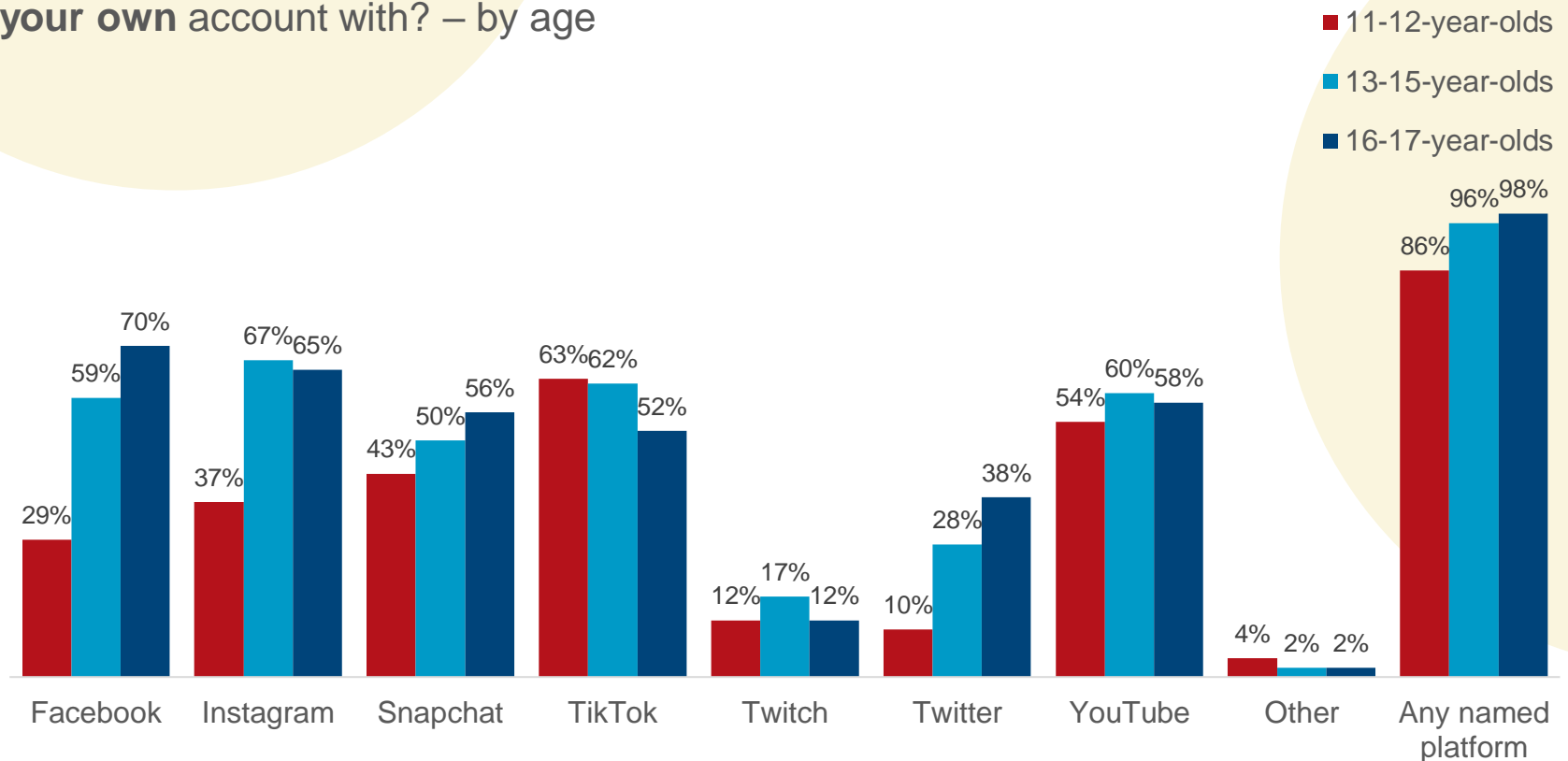
Which of the following social media platforms do you have **your own** account with?



Account ownership varies significantly by age

Over 60% of 11-12-year-olds say they have their own TikTok account, while Instagram is the most popular choice for 13-15s (67%) and 70% of 16-17s have their own Facebook account. Over half of all age groups say they have accounts on YouTube and TikTok.

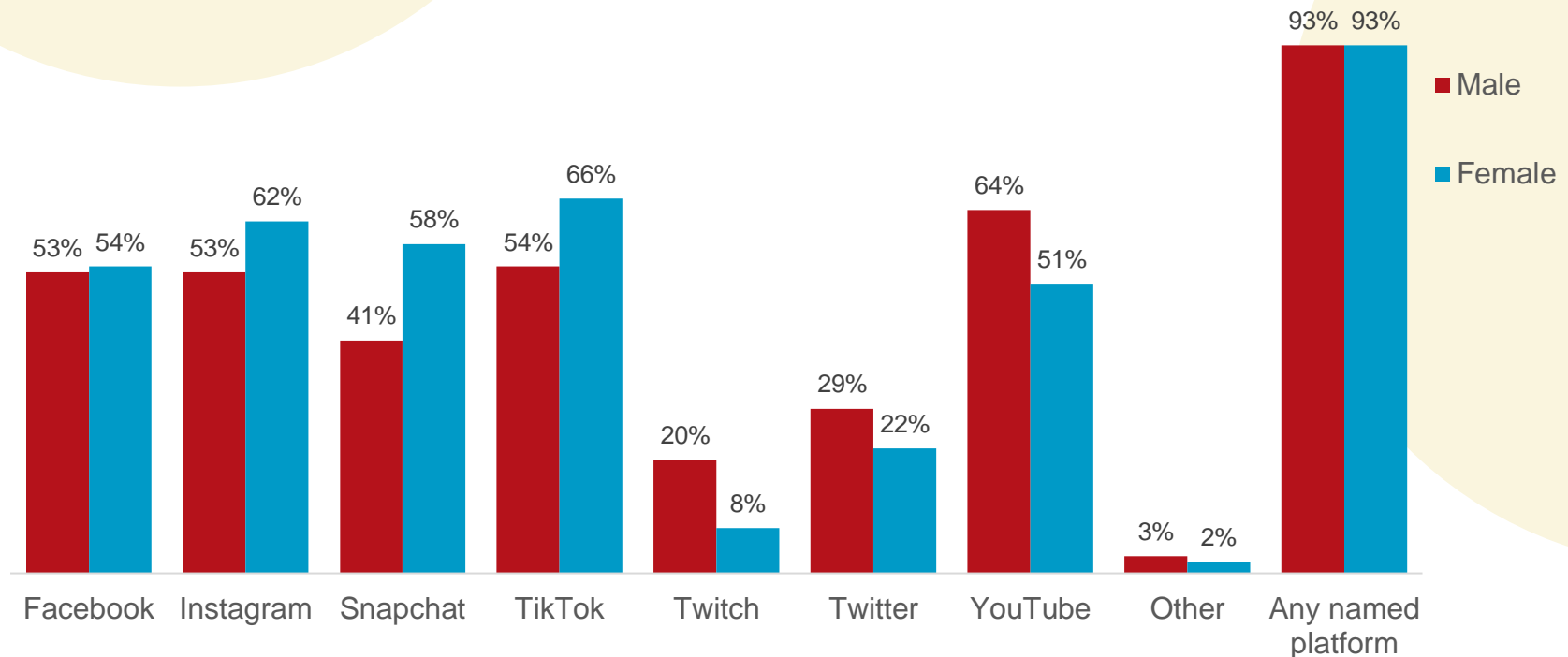
Which of the following social media platforms do you have **your own** account with? – by age



And account ownership varies significantly by gender

YouTube, Twitter and Twitch are significantly more popular among male respondents while TikTok, Instagram and Snapchat are biased towards female users

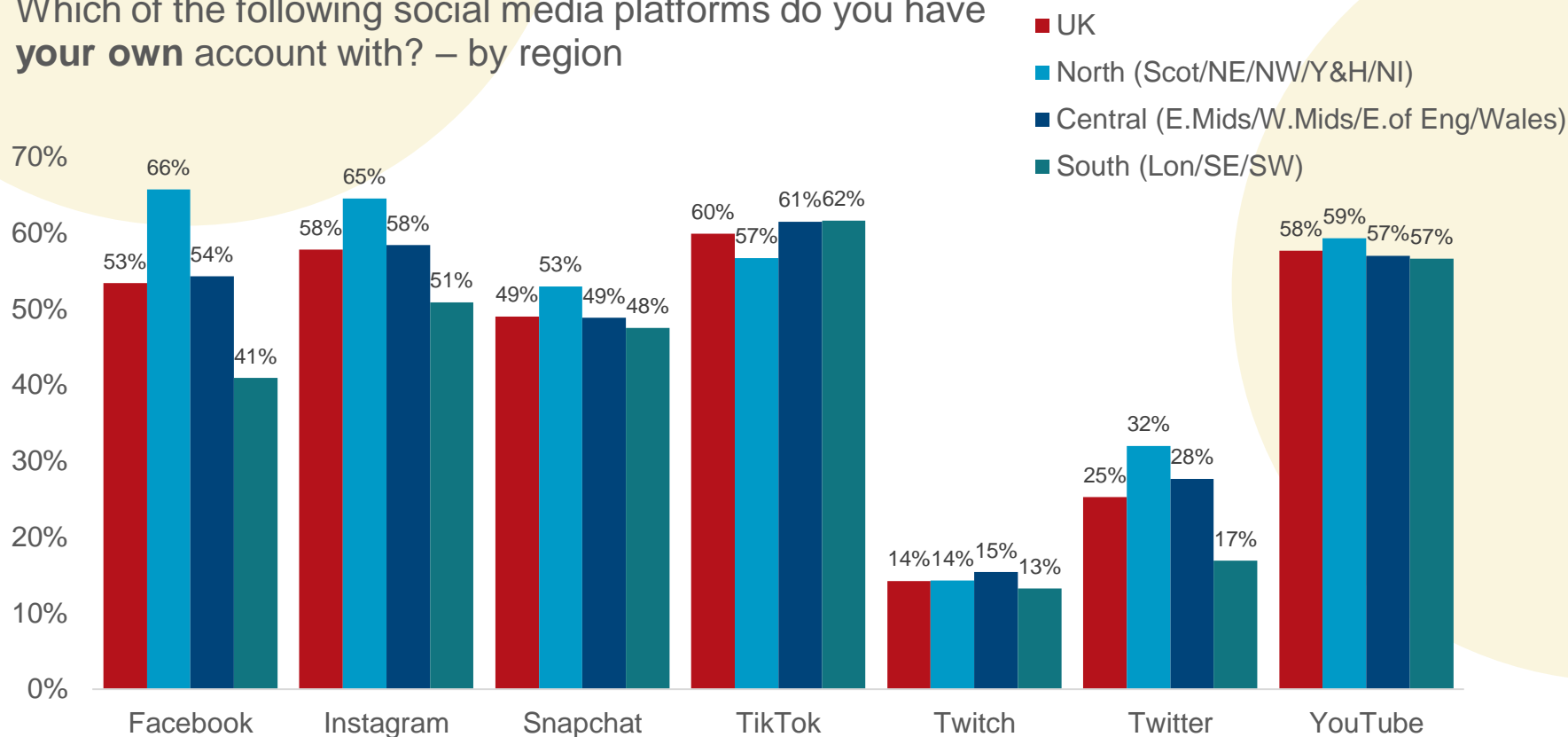
Which of the following social media platforms do you have **your own** account with? – by gender



There are stark regional variations in account ownership across some platforms

66% of 11-17-year-olds in the North say they have a Facebook account, compared with 41% in the South. TikTok is marginally more popular amongst children in the South

Which of the following social media platforms do you have **your own** account with? – by region



Key findings: Accessing social media accounts

- The majority of children (94%) say they access social media platforms via personal devices only they use.
 - This was an important area to explore in understanding the role of data inferred about the user of a device, such as their browsing interests, and how it may be used to target online ads to, or away, from children.
 - The high level of personal device ownership and use (as distinct from shared use, for example, with a parent) suggests that the browsing behaviours captured on devices used by children would, in the main, be representative of 11-17-year-olds.
- Children of all ages tend to access social media platforms via their own mobile phones (79%).
 - Ofcom's* 2021 figures on total mobile phone ownership show a marked increase in ownership between 10 and 11 years of age (from 62% to 91%) and a less significant, but notable, increase between 12 and 13 years of age (from 92% to 98%). This may help explain the significantly higher levels of personal tablet use among 11-12-year-olds (17%) compared with older children (9% for 13-15s, 10% for 16-17s).
- While there is a skew towards the ownership/use of Apple's iOS-based devices such as an iPhone or iPad, particularly among older children (62% of 16-17-year-olds), around two-fifths (42%) of 11-17-year-olds access social media platforms via an Android-based device**.

Source: Kantar/ASA – The 100 Children Report: Online Survey

*Ofcom: Children and Parents: Media use and attitudes report 2022 (p.12)

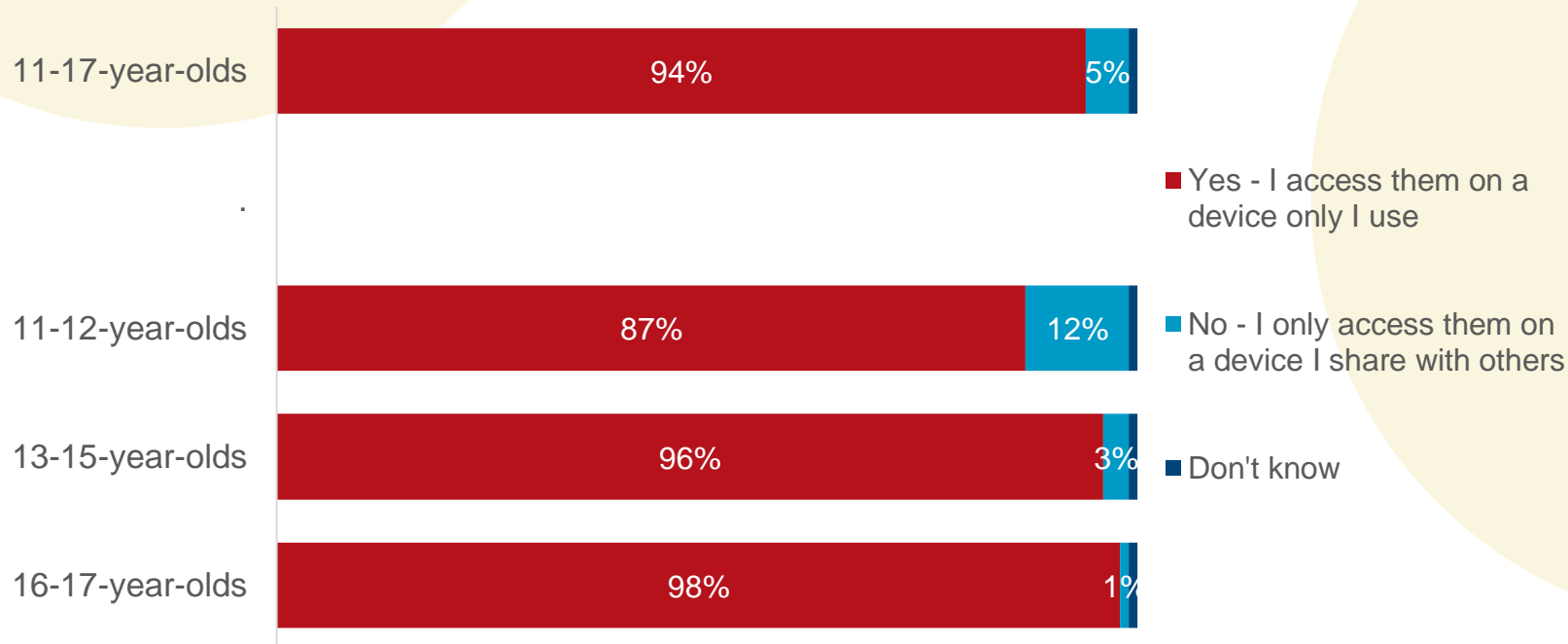
https://www.ofcom.org.uk/data/assets/pdf_file/0024/234609/childrens-media-use-and-attitudes-report-2022.pdf

**Our monitoring phase is based on a sample of children with Android devices.



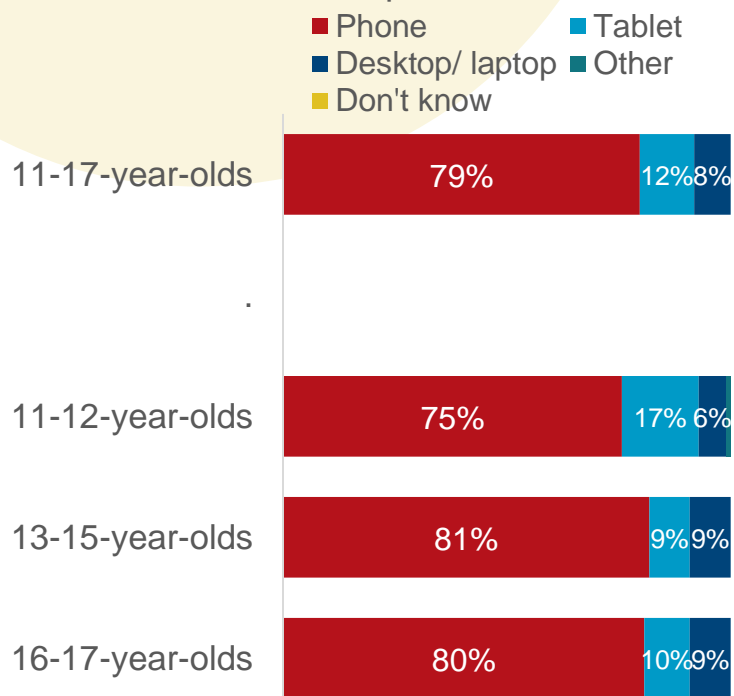
Almost all children who access social media platforms say they do so on personal devices only they use

Do you have your own personal device/devices that only you use to access these social media platforms?



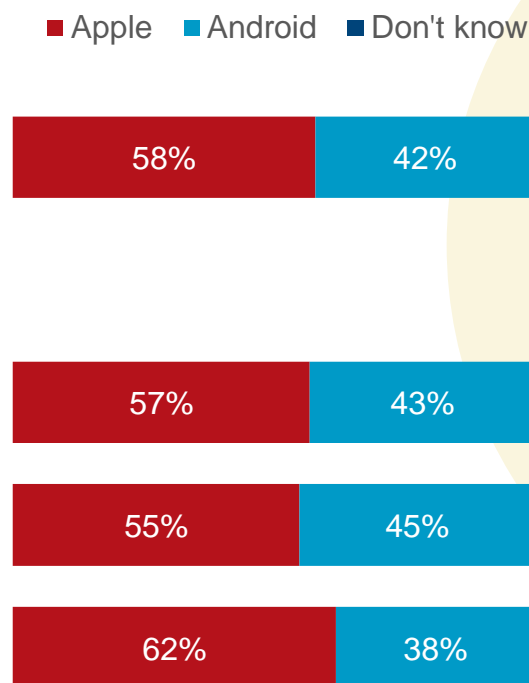
The majority of children use their own phones to access these platforms – and two-fifths of phone/tablet users do this via an Android device

Which type of device do you use most often to access these social media platforms?



Base: Children aged 11-17 years old who access social media platforms (with or without an account) on devices only they use (918)

What type of device is it?



Base: Children aged 11-17 years old who access social media platforms (with or without an account) on a phone/tablet only they use (837)



Key findings: Account registration

- Children with social media profiles on each of the seven platforms were asked about who originally set-up each account they held*.
- The survey indicated that the majority of accounts were set-up by the child, followed by the child's parent or guardian.
 - By extrapolating information on account ownership, we find that three-quarters (75%) of all social media accounts held by 11-17-year-olds were set up by the child and almost a fifth (17%) were set up by a parent/guardian. The remaining 8% of accounts were set-up by the child's older sibling or jointly with the parent/sibling.
- The likelihood of children setting up their own account increases with age, while the role of the parent setting up the account decreases.
 - Responses suggest almost nine out of ten (89%) accounts held by 16-17-year-olds were set up by the child – while just over half (56%) of accounts held by 11-12-year-olds were created by the child.
 - Parents are significantly more likely to have been responsible for setting up an account for the youngest age group, creating almost a third (31%) of the accounts held by 11-12-year-olds, compared with less than a tenth (7%) of accounts held by the oldest age group.
 - With the exception of Facebook, around a third of accounts held by 11-12-year-olds, on the most popular platforms, were set up by a parent/guardian - almost half of the Facebook accounts held by 11-12-year-olds were set up by a parent/guardian.

Source: Kantar/ASA – The 100 Children Report: Online Survey

*Responses to the survey, including to questions about when accounts were set up and date of birth details given at registration, are self-reported and based on the child's memory/knowledge. We did not ask children to check their individual profiles and did not request any verification as part of the survey.



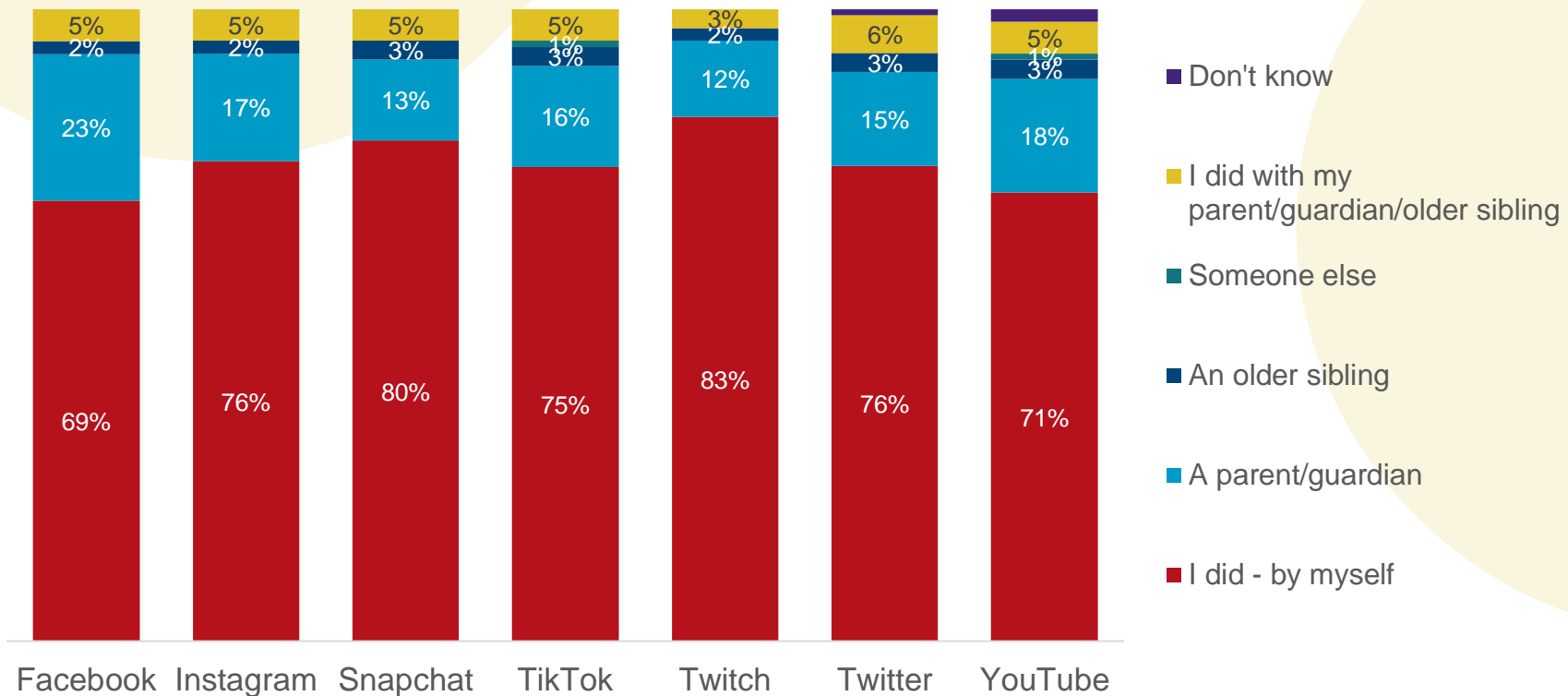
Key findings: Account registration

- We asked children when each of their social media profiles were created*. Children were asked to select the school year they were in when their account was created as it was felt children would be able to associate more easily with, for example, the school they were attending and friendship groups, rather than trying to remember their exact age.
- Extrapolating information by platform, to look at all social media accounts held by 11-17-year-olds, shows that while the largest share of accounts was created when children were in Years 8 (Year 8 is made up of children aged 12 and 13) or later (44%), around a third (32%) were created when they were in Years 1-7 (aged under-13 years) – and a significant proportion answered, ‘don’t know’ (24%).
 - Two-thirds (67%) of accounts held by 11-12-year-olds were created in Years 1-7, with a much smaller proportion created in Year 8.
 - Significantly lower proportions of accounts held by 13-17-year-olds were set up in Years 1-7 - and were more likely to have been set up in Years 8 or later. However, this age group is also more likely than the youngest group to say they ‘don’t know’ when their account was set up, possibly owing in part to the greater time lapsed since account registration.



The majority of children aged 11-17 say they set up their own social media accounts

Who set up your account on...?



Source: Kantar/ASA – The 100 Children Report: Online Survey

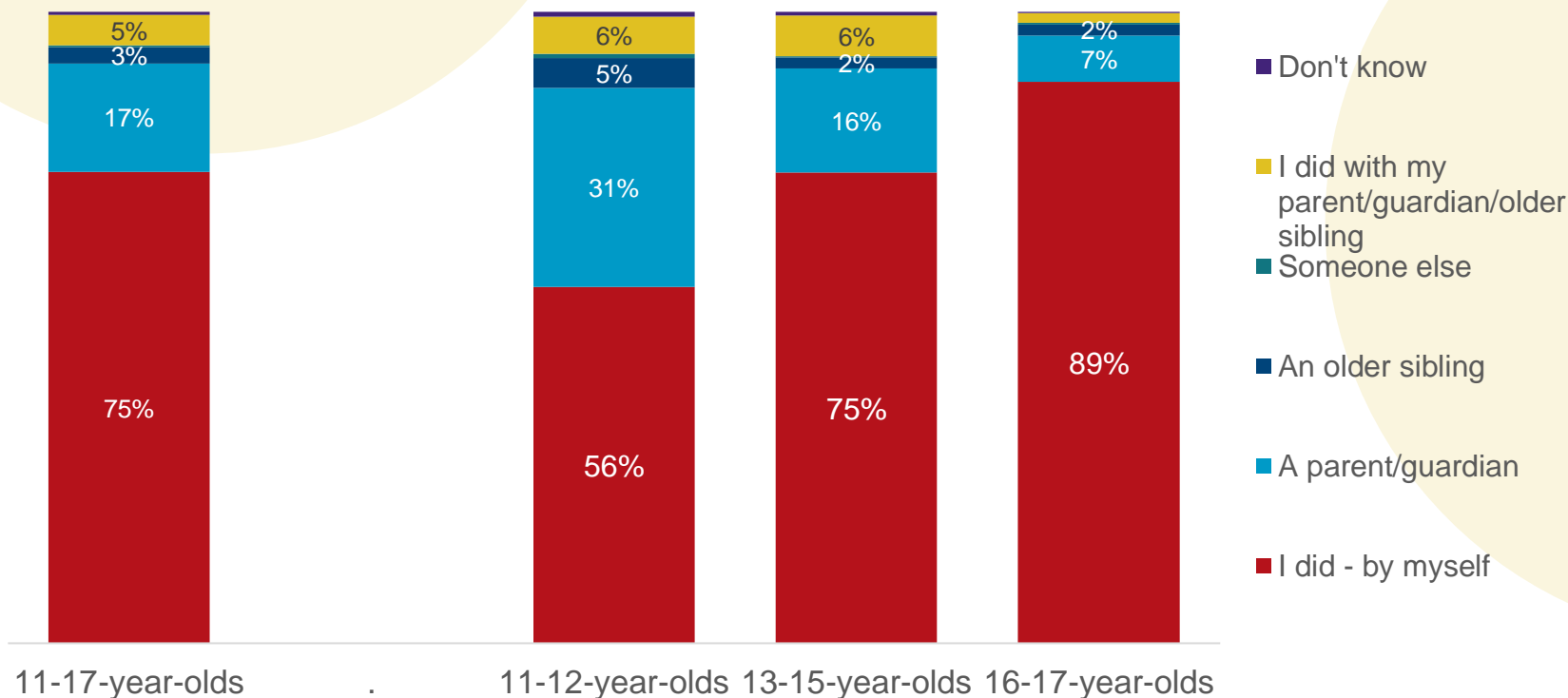
Base: Children aged 11-17 with an account on the platform (Facebook 534, Instagram 577, Snapchat 495, TikTok 598, Twitch 142, Twitter 253, YouTube 576)



Three-quarters of all social media accounts held by 11-17-year-olds were set up by the child

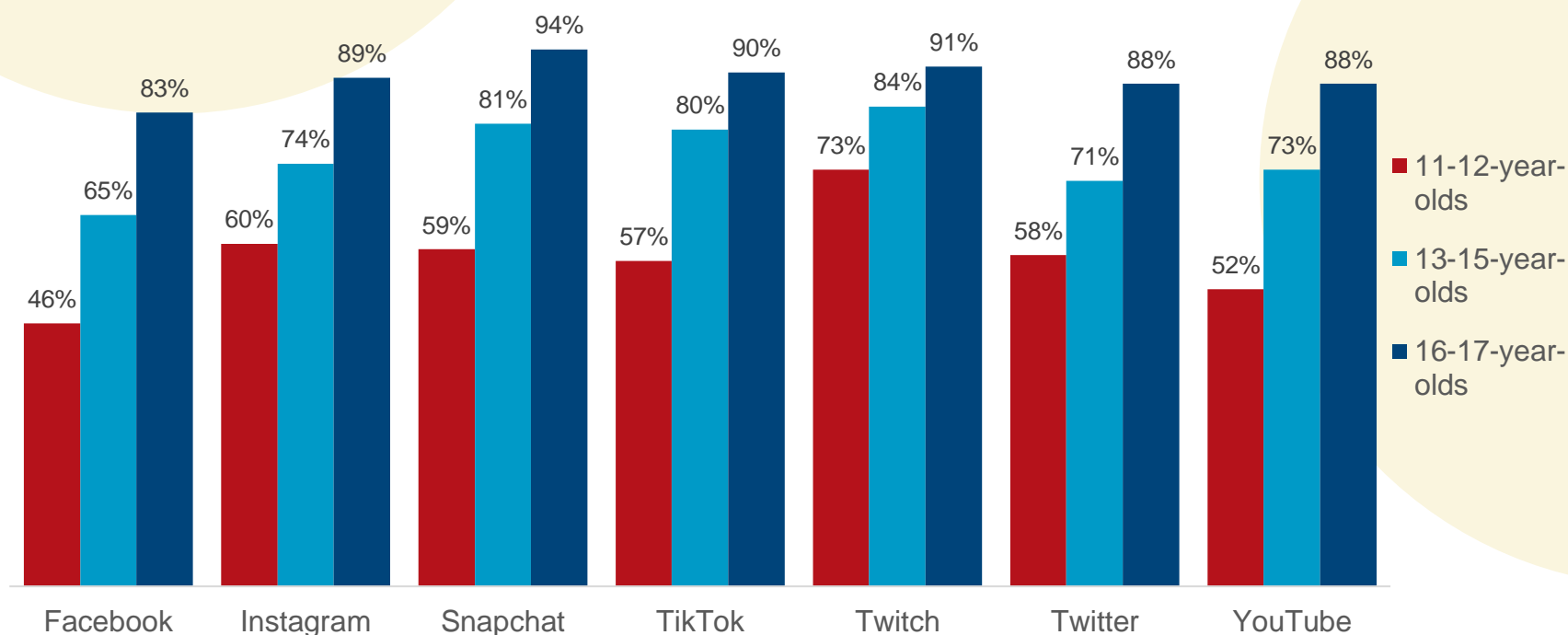
The likelihood of children setting up their own accounts increases with age while the likelihood of parents doing so decreases with age. Almost a third of accounts held by 11-12-year-olds were set up by their parents

Who set up your account on...?



While the likelihood of children setting up their own accounts increases with age, a significant proportion of 11-12s are also doing so unsupervised

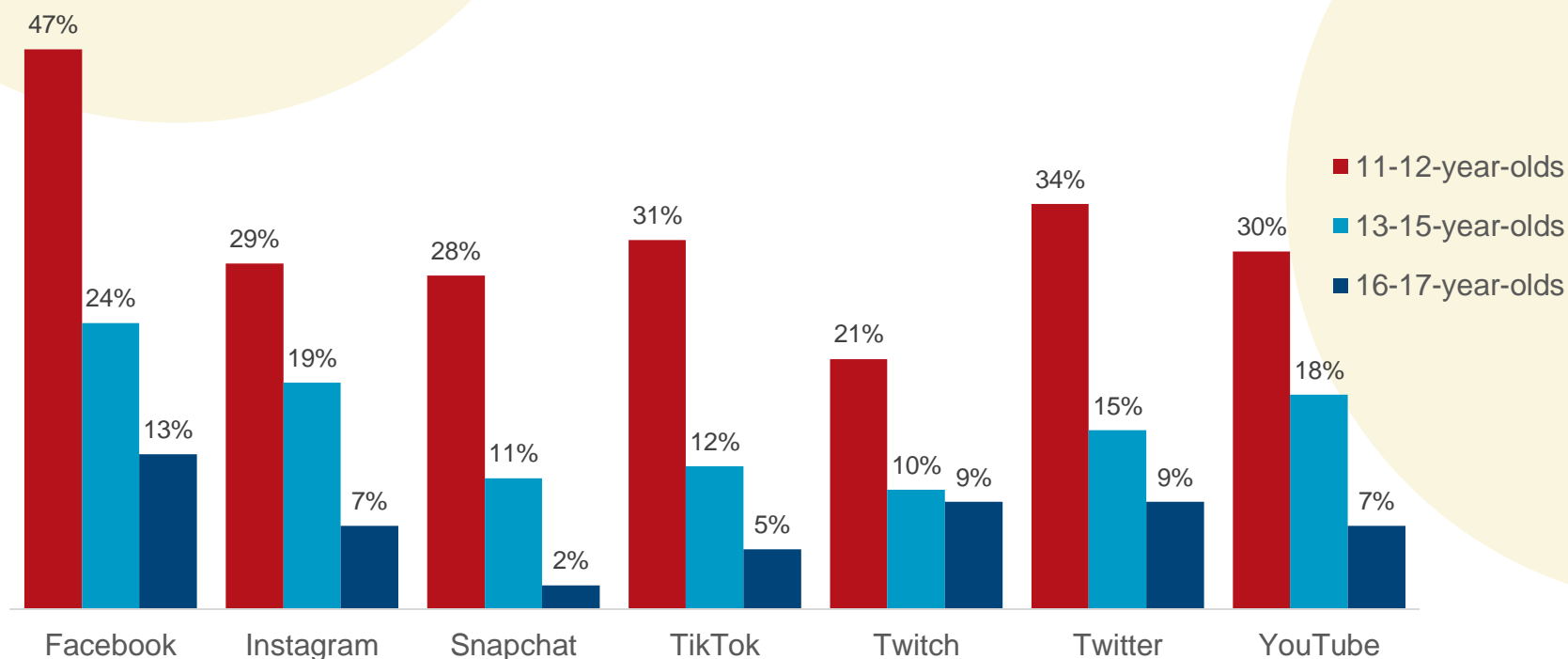
Who set up your account on...? - 'I did – by myself'



With the exception of Facebook, around a third of accounts held by 11-12-year-olds, on the most popular platforms, were set up by a parent/guardian

Almost half of the Facebook accounts held by 11-12-year-olds were set up by a parent/guardian

Who set up your account on...? - 'A parent/guardian'



So, why does the likelihood of children setting up their own social media account increase with age while the likelihood of a parent/guardian doing so decrease?

To show greater independence, older children may be less likely to suggest/admit their parents were involved in the process.

Today's 13-17-year-olds may have created social media accounts later than today's 11-12-year-olds and were more likely to do so themselves.

The parent or guardian's own awareness, knowledge and acceptance of social media may play a role.

- If parental awareness, knowledge or acceptance has previously been low, children (now aged 13 or over) may have been more likely to set up accounts themselves, with or without parental knowledge.
- On the other hand, parents of today's 11-12-year-olds may be more aware of social media platforms, possibly having their own accounts. As a result, they may be more relaxed about their children having access, or possibly under more pressure to allow access to social media and are, therefore, more likely to facilitate the process.

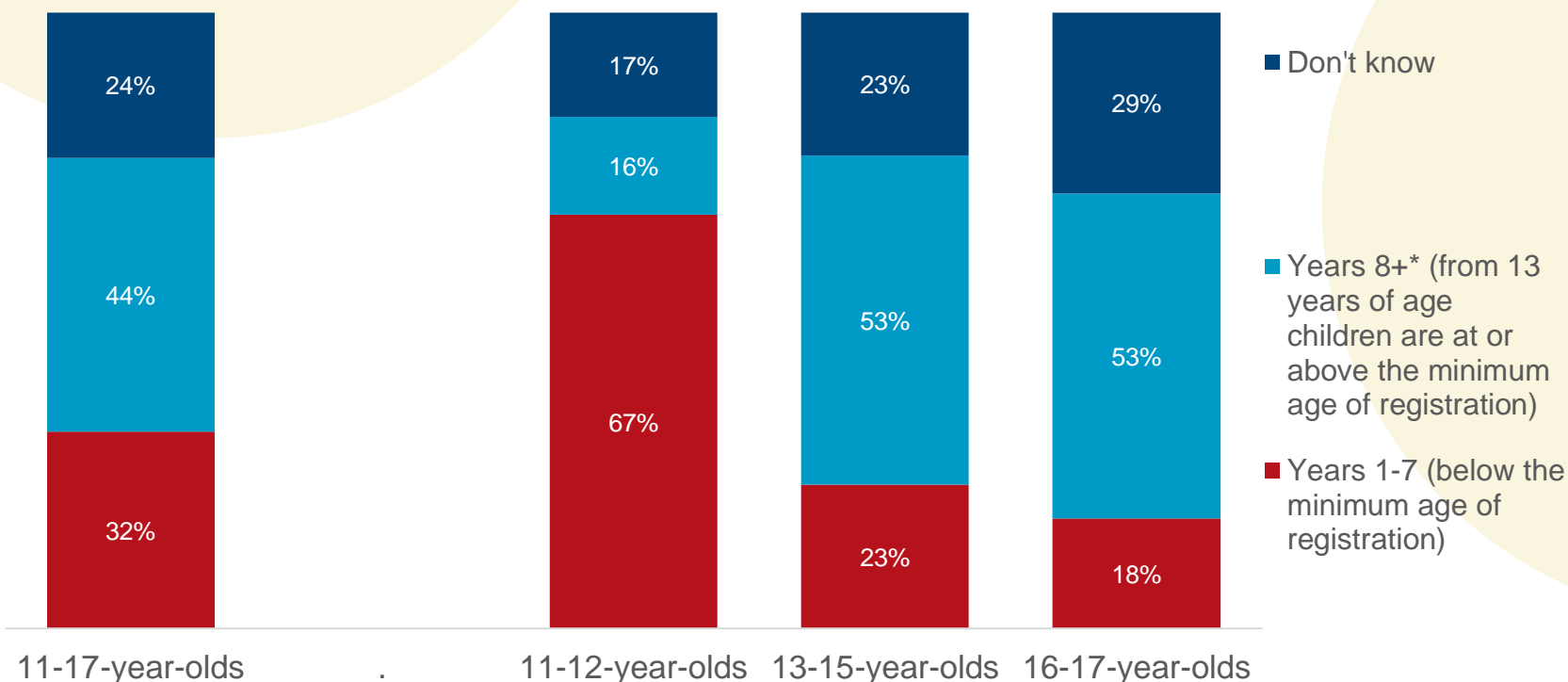
Looking at *when* social media accounts were created may help explain why the likelihood of children setting up their own account increases with age while the likelihood of a parent/guardian doing so decreases...



While the largest share of accounts were created when children were in Year 8 (ages 12 and 13) or later, around a third were created when they were under-13, in Years 1-7

Two-thirds of accounts held by 11-12-year-olds were created in Years 1-7, compared with less than a quarter of accounts held by 13-17s – although older children are more likely to answer 'don't know'

Which year were you in at school/college when your account was created?



Source: Kantar/ASA – The 100 Children Report: Online Survey

Base: Total number of social media accounts held by children aged 11-17 (all platforms combined = 3,175)

*Year 8 students can be 12 or 13 years old



Taken together, these findings give further weight to the suggestion that children are setting up accounts at a younger age, and the process for 11-12-year-olds is more likely to be facilitated by parents

Ofcom's* findings on awareness of the minimum age requirements for social media use provide further context to this pattern:

- Overall, 81% of parents of 3-17-year-olds said they were aware of a minimum age requirement for having a social media profile – although only 42% could give the correct age, equating to 34% of all parents of 3-17-year-olds knowing the correct minimum age of 13.
- Knowledge of this age requirement was lower among children aged 8-17, with 28% knowing the correct age.
- Ofcom's research goes further to show that 44% of parents of 11-12-year-olds said they would let their child have a social media profile before they reached the minimum age.



Key findings: Registered date of birth

- Our survey asked children about the date of birth details given at the point of setting up each platform profile*.
 - Their responses suggest that almost a half (48%) of all social media accounts held by 11-17-year-olds are registered with the child's real date of birth and almost a quarter (24%) are not.
 - For the remaining accounts (28%), the child reported they did not enter a date of birth; didn't know; or preferred not to give an answer. There are a number of potential reasons for this, including, for example: genuinely being unable to recall the details; the account was set up by someone else and so they do not know the answer; or they are worried about giving a misleading answer.
- Older children are more likely to say they used their real date of birth – this appears to be in line with the finding that the majority of accounts held by older children were set up in Years 8 or above, when - at age 13 - a child can legitimately register on social media platforms.
- Interestingly, 11-12-year-olds claim around a third (35%) of their social media accounts, with the seven named platforms - all of which have a minimum age requirement of 13 years - use their real date of birth, when we understand this cannot be the case.
- For those accounts where respondents say they did not register their real date of birth, we asked what age the given date of birth suggested they were at set-up.
 - Of all the accounts held by 11-17-year-olds with an incorrect date of birth, responses suggest that 43% record the child as being 13-17 years old (i.e., older than their actual age but younger than 18)
 - **Responses suggest a further 47% of those accounts record the child as being 18 years or older.**
 - **Accounts held by 16-17-year-olds are more likely to suggest the account holder was aged 18 or over (62%).**

Source: Kantar/ASA – The 100 Children Report: Online Survey

*Responses to the survey, including to questions about when accounts were set up and date of birth details given at registration, are self-reported and based on the child's memory/knowledge. We did not ask children to check their individual profiles and did not request any verification as part of the survey.



Key findings: Registered date of birth

- Combining responses to the previous two questions suggests that of all the accounts held by 11-17-year-olds*:
 - 48% were created with the child's real date of birth;
 - At least** 11% of all accounts were set-up with a false date of birth suggesting the child was 13-17 (i.e., older than their actual age but younger than 18);
 - **At least* 11% falsely suggested the child was over the age of 18;**
 - And, 28% gave no specific details, suggesting they didn't register any age details, don't know or preferred not to say.
- We asked children aged 13 or over who said they did not use their real date of birth when creating their account, whether they had since updated their account details with their real date of birth. The results suggest that details for around a quarter (23%) of those accounts have been updated to reflect their real age, while the vast majority (64%) of accounts have not.
- By assuming all accounts held by 11-12-year-olds have been set up with an incorrect date of birth (signifying the user as being older than they are) and accounting for 13-17-year-olds who say they later adjusted their age, the data suggests at least 37% of all accounts held by 11-17-year-olds have an incorrect date of birth.

Source: Kantar/ASA – The 100 Children Report: Online Survey

*Responses to the survey, including to questions about when accounts were set up and date of birth details given at registration, are self-reported and based on the child's memory/knowledge. We did not ask children to check their individual profiles and did not request any verification as part of the survey.

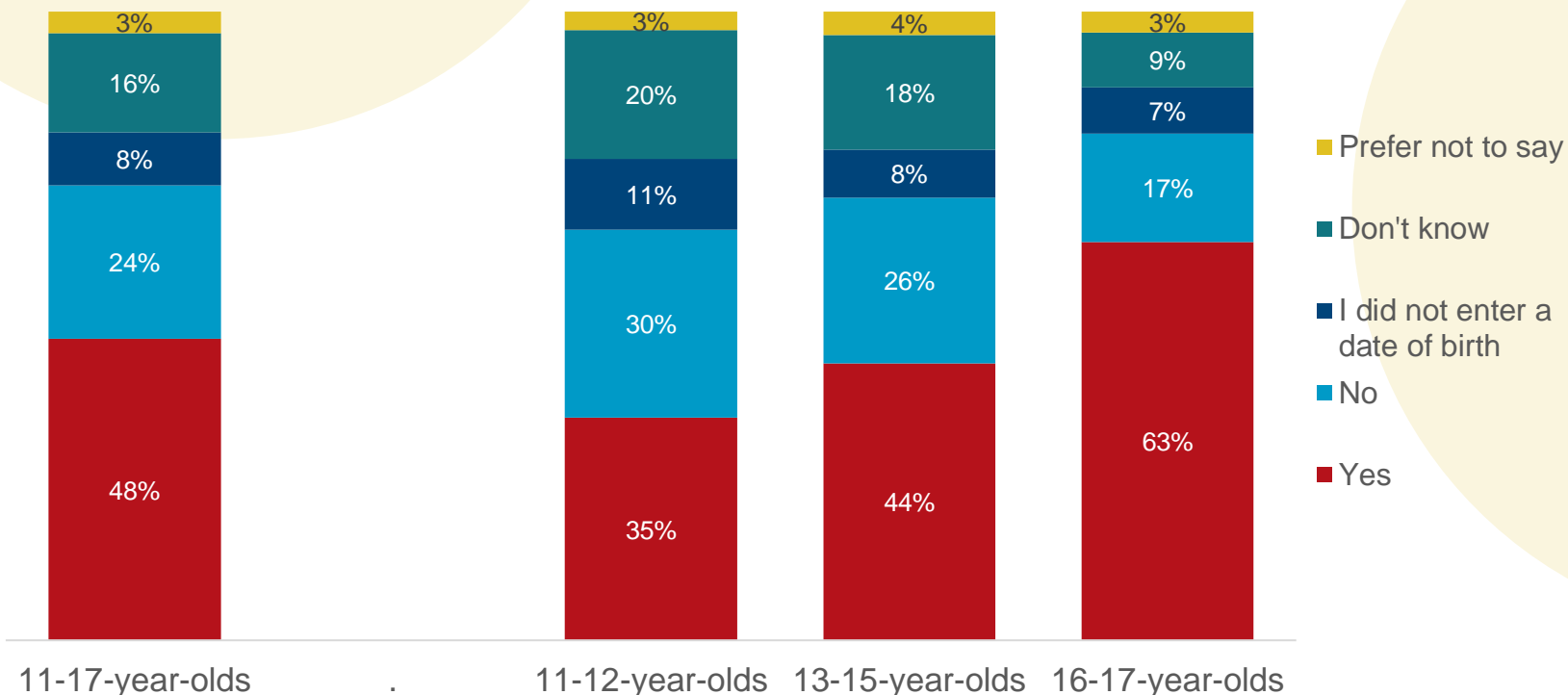
**It is important to note figures are likely to be higher as we only know about the implied age details of 30% of the accounts held by 11-12-year-olds that children admit to providing the incorrect age for. However, it is likely that all accounts set-up by 11-12-year-olds would have used an incorrect date of birth.



Based on responses, around a half of all social media accounts held by 11-17s, have been set up using the child's real date of birth – a quarter use a different date of birth

Interestingly, 11-12-year-olds claim around a third (35%) of their social media accounts use their real date of birth, when we understand this cannot be the case

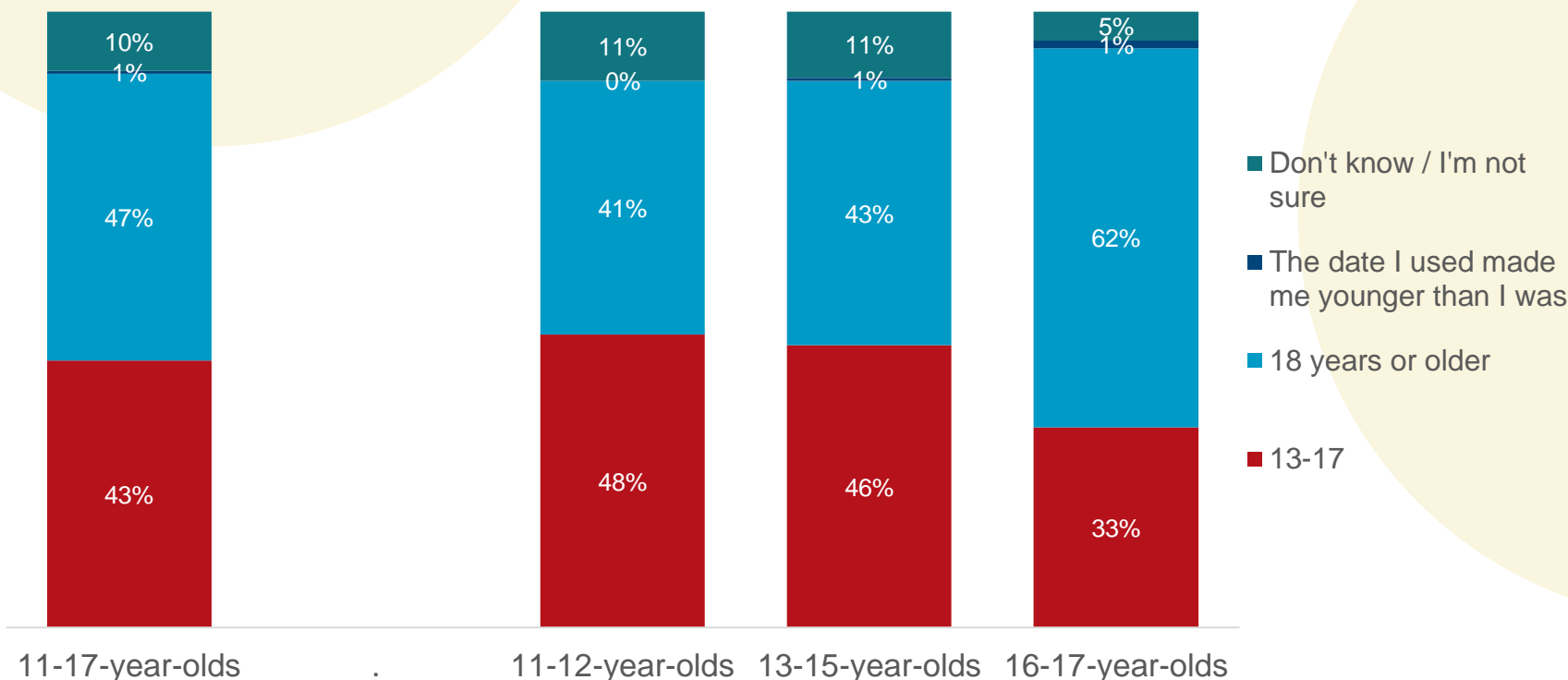
Did you use your real date of birth when setting up your account on...?



Based on responses, of all accounts registered with an incorrect date of birth, a similar proportion of children are registered as 13-17, as are registered as 18 or over

Accounts held by 16-17-year-olds are more likely to suggest the account holder was aged 18 or over

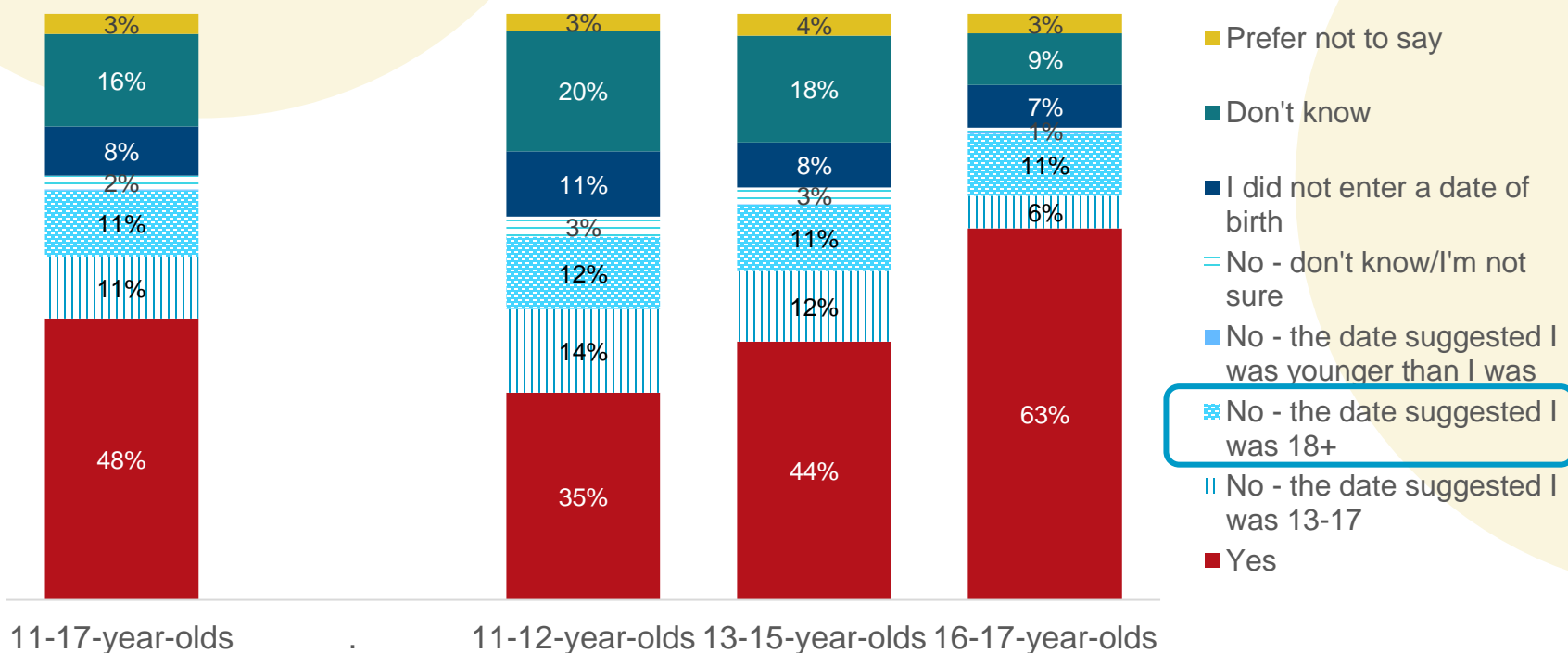
If you did not enter your real date of birth on...did the date you used suggest you were...?



Combining the data suggests, of all social media accounts held by 11-17-year-olds, *at least** 11% are registered with a date of birth that incorrectly suggests the user is an adult (18+)

Did you use your real date of birth when setting up your account on...?

If you did not enter your real date of birth on...did the date suggest you were...?



Source: Kantar/ASA – The 100 Children Report: Online Survey

Base: Total number of social media accounts held by children aged 11-17 (all platforms combined = 3,175)

*It is important to note figures are likely to be higher as we only know about the implied age details of 30% of the accounts held by 11-12-year-olds that children admit to providing the incorrect age for. However, it is likely that all accounts set-up by 11-12-year-olds would have used an incorrect date of birth.



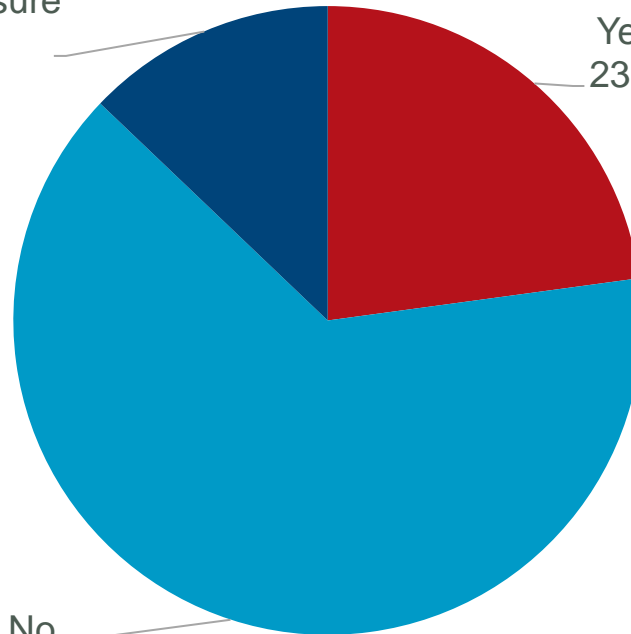
Date of birth details for around a quarter of those accounts held by children aged 13+ have, subsequent to registration, been updated with the real date of birth, while the vast majority of accounts have not

You said you did not use your real date of birth when you set up your account on...Have you since updated your account with your real date of birth?
– Children 13-17

Don't know/I'm not sure
13%

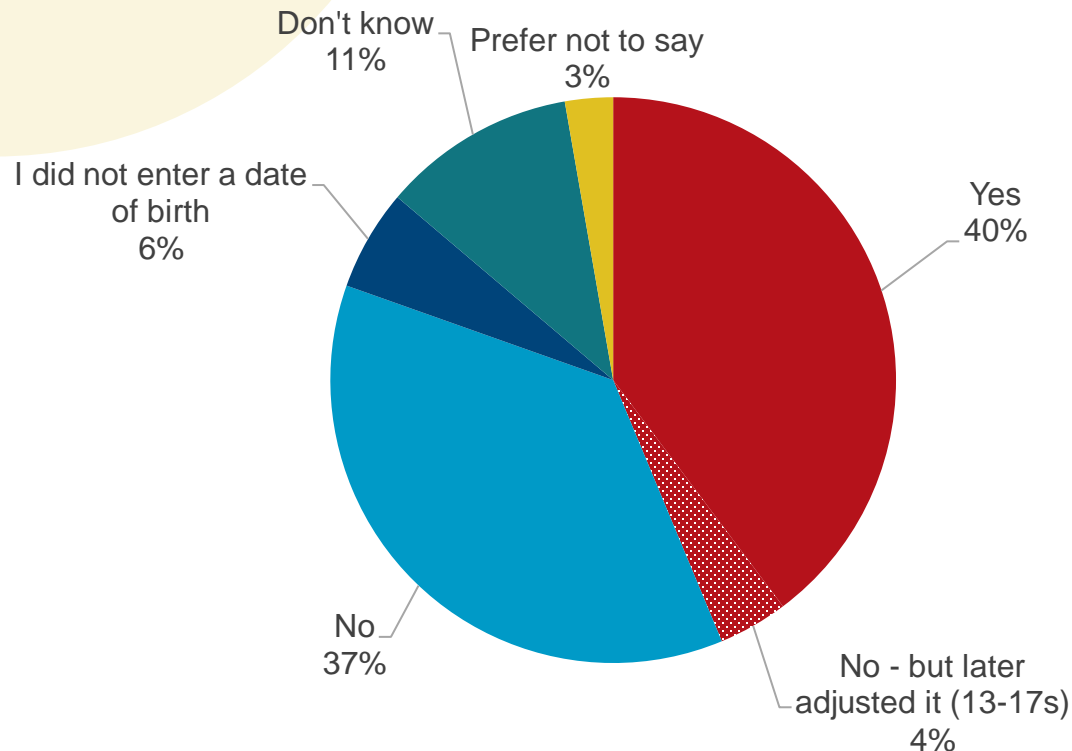
Yes
23%

No
64%



Assuming all accounts held by 11-12-year-olds have been set up with the incorrect date of birth and accounting for those who say they later adjusted their age, at least 37% of all accounts held by 11-17s have an incorrect registered age

Did you use your real date of birth when setting up your account on...?



Source: Kantar/ASA – The 100 Children Report: Online Survey

Base: Total number of social media accounts held by children aged 11-17 (all platforms combined = 3,175)

Assumptions: 1. All social media accounts held by 11-12-year-olds, for named platforms, were set up with the incorrect date of birth

2. 13-17-year-olds who say they later adjusted their age have done so.



The monitoring phase

- based on our panel of 97 11-17-year-olds



Objectives & methodology

- The key objectives of the monitoring phase were to:
 - Identify the types of online ads being served to 11-17-year-olds in logged-in social media environments and across other online environments, with a particular focus on age-restricted ads
 - Determine the relative exposure of children aged 11-17 to age-restricted ads, and to draw out where ad exposure may occur, in part or otherwise, as a result of the child being falsely registered as, or incorrectly inferred to be, 18 or over.
- This phase* consisted of a panel of 97 children aged 11-17, with representation across the UK nations and English regions. Each child's personal device was monitored for seven consecutive days**, covering weekdays and weekends, with fieldwork taking place between 11 March and 19 April 2022.
- Each child on the panel met the following criteria***:
 - Aged 11-17, and
 - Have use of their own personal Android smartphone or tablet, and
 - Use social media at least once a week, and
 - Have at least one social media account on Facebook, Instagram, Twitter or YouTube - the platforms we were able to monitor using the metering software.
- Panellists were required to download the KantarScope app to their personal device, which enabled the monitoring of their online activities, including sites visited online, the time spent on websites and in apps, and importantly, the ads served to them.

*Please refer to [Kantar's Technical Report](#) for full details of the methodologies used in this study.

**The devices of 11 panellists were monitored for less than seven days.

***As the data collection capabilities of the metering software used to conduct the monitoring varies across operating systems, with the most complete coverage of social media platforms being on Android, we monitored Android-based smart phones or tablets only. The metering software used enabled monitoring of ads served in Facebook, Instagram, Twitter and YouTube. At the point of conducting the research it did not allow capture of ads served in Snapchat, TikTok or Twitch.



Important considerations

Kantar's Technical Report and the FAQs found in Annex 1 provide further details on the monitoring methodology used.

Panel size

- We set out to monitor the personal devices of 100 children aged 11-17. As set out in Kantar's Technical Report, we successfully monitored the devices of 104 children for a period of seven consecutive days or more.
- However, following detailed quality assurance checks, 18 participants were excluded on the basis that their online browsing behaviour clearly inferred they were adults.
- These participants were replaced with 11 respondents whose browsing behaviour was consistent with the 11-17 age group, but who had the app installed for fewer than 7 days.
- As a result, our final sample consisted of 97 children – 86 were monitored for 7 days or more and 11 were monitored for fewer than 7 days. Across the panel we captured a total of 645 days of activity.

Snapshot of behaviour

- Importantly, the findings of our monitoring sweep, based on our panel of 97 children, provide a snapshot of children's behaviour at a point in time.
- As the profile data indicates, the sample is not nationally representative. From the outset, we were fully aware of the constraints in establishing a representative panel, particularly given the level of commitment required from participants, including: completing the recruitment screener; downloading the app; and allowing the app to be active for at least seven consecutive days.
- Our main objective was to achieve, within the logistical constraints of the project, a good spread of participants across age groups, gender and regionality.
- **Therefore, results of the panel's account ownership, device usage or ad exposure should not be interpreted as representative of all children across the UK. However, where insights from our monitoring sample reflect those of our online survey (conducted with a robust sample of 1,000 11-17-year-olds), we can be more assured by those findings.**



Important considerations

Kantar's Technical Report and the FAQs found in Annex 1 provide further details on the monitoring methodology used.

Panel criteria

- Participation on the panel required each child to have use of their own personal Android smartphone or tablet. As the data collection capabilities of the metering software used to conduct the monitoring varies across operating systems, with the most complete coverage of social media platforms being on Android, we monitored Android-based smart phones or tablets only. As our survey of 1,000 children found, 42% of 11-17-year-olds who access social media platforms, do so using an Android-based device.
- We also required panellists to have at least one social media account on Facebook, Instagram, Twitter or YouTube - the platforms we were able to monitor using the metering software. At the point of conducting the research, the available metering software, did not allow capture of ads served in Snapchat, TikTok or Twitch.

Age verification

- As part of the recruitment process, we asked panellists to provide details of the date of birth registered with each of the social media platforms (in alphabetical order: Facebook, Instagram, Twitter and YouTube) they have their own accounts with.
- As set out in the Technical Report, respondents were taken through a step-by-step process to locate this information.
- It is important to note that, due to data privacy concerns, we did not seek to record any photographic evidence of profile pages to be able to corroborate the information provided by the panellist. Data is self-reported, and we entrusted participants to provide truthful and accurate information.



Important considerations

Ad exposure

- Exposure to online ads over the course of respective monitoring periods was recorded on the devices of 85 out of the 97 children.
- Twelve devices did not return any ad data. While general device usage was being recorded over the monitoring period (confirming the child was active on their device), the lack of ad exposure is likely to be due to minimal device usage or the fact that panellists did not use any of the monitored apps during that period.
- This is not entirely unusual, and we would expect differing levels of device use across any population group – either as a result of specific reasons (illness, school priorities, etc.) or the fact that some are lighter users than others.
- Across the 97 devices, 17,445 ad-related records were logged. Of these:
 - 3,142 records were excluded as being duplicates
 - 2,879 records were logged outside of the core seven-day periods for each child
 - A total of 11,424 impressions* were reported within the seven-day period for each child – the analysis presented here is based on this set of data.

Reporting bases

- Panel data is reported on two bases:
 - Number of children
 - Number of social media accounts – looking at the number of social media accounts can be more insightful, as children often have more than one account and the circumstances surrounding set-up can be different for each.

*Ad impressions provide a measure of the number of times an ad is served



The monitoring phase

- The sample**



Key findings: The sample

Note: The following analysis summarises the demographics of our 97 panellists and should not be interpreted as representative of all children.

- Account ownership among the panel (97 children), across the seven main platforms, was generally similar to the results of our online survey (1,000 children).
 - Similarly, account ownership among the monitoring panel (97 children), across the four monitored platforms*, was in line with the results of our online survey (1,000 children).
 - There was a slight over-representation of YouTube account holders and an under-representation of Snapchat & TikTok account holders on the monitoring panel (97 children), when compared with the results of our online survey (1,000 children).
- Just over a quarter of the accounts held by the monitoring panel record the child's age as older than their actual age.



Demographic profile of our panel of 97 children

Demographics

Gender:

36 Female
61 Male

Socio-economic group:

65 ABC1
32 C2DE

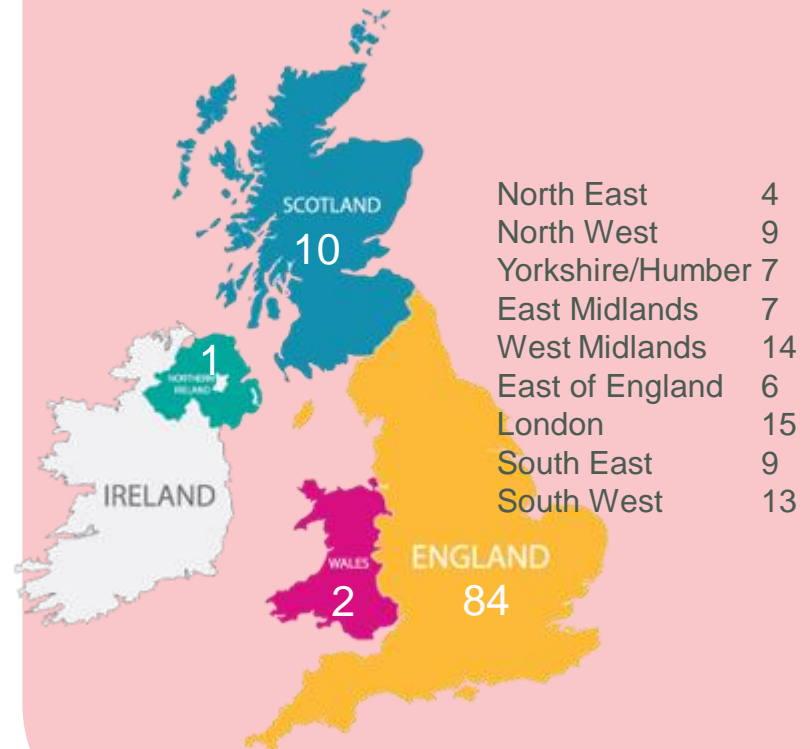
Age range:

38 11-12-year-olds
38 13-15-year-olds
21 16-17 year-olds

Device tracked:

92 Mobile phone
5 Tablet

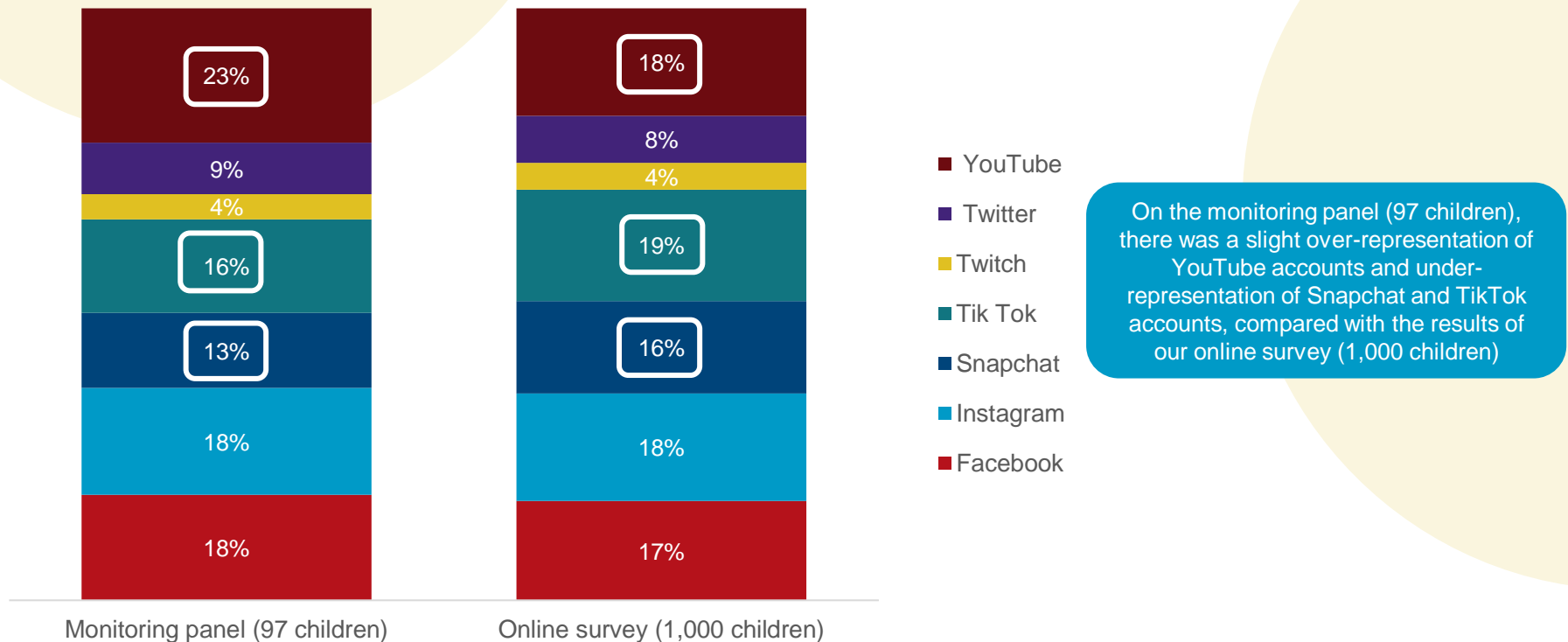
Regionality



Account ownership among the panel (97 children), across the seven main platforms, was generally similar to the results of our survey (1,000 children)

Which of the following social media platforms do you have **your own** account with?

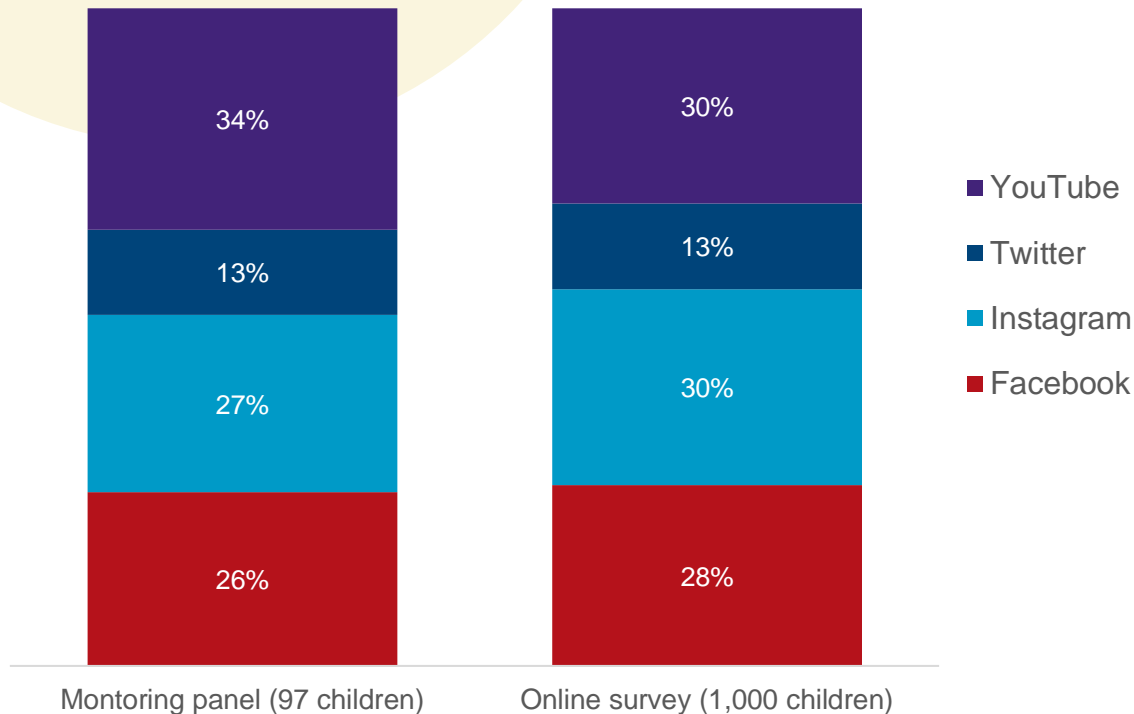
Base: Total number of social media accounts held



Similarly, account ownership among the monitoring panel (97 children), across the four monitored platforms*, was similar to our survey (1,000 children)

Which of the following social media platforms do you have **your own** account with?

Base: Total number of social media accounts held (monitored platforms*)



Source: Kantar/ASA – The 100 Children Report: Monitoring Phase/Online Survey

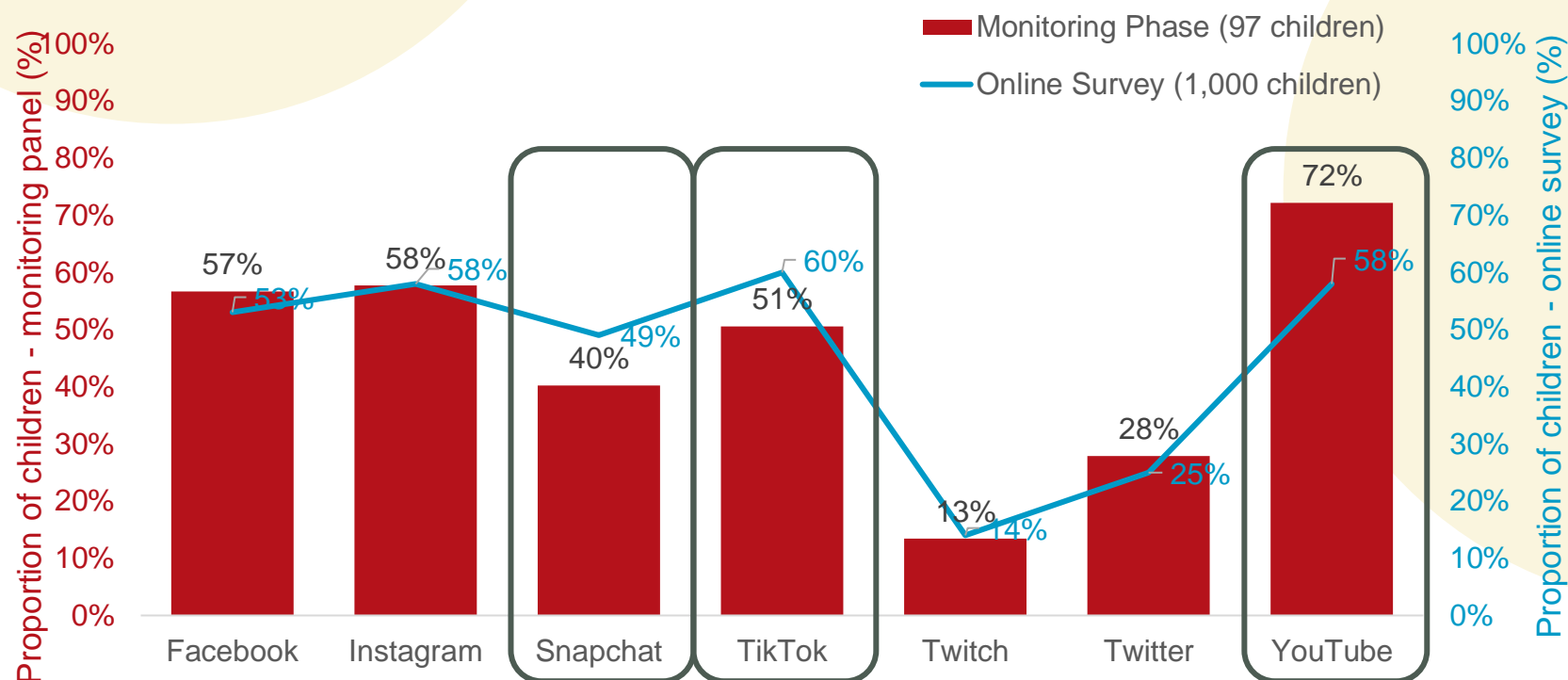
Base: Total number of social media accounts (on monitored platforms) held by children aged 11-17 – Monitoring phase = 208, Online Survey = 1,940

*Monitored platforms: Facebook, Instagram, Twitter and YouTube



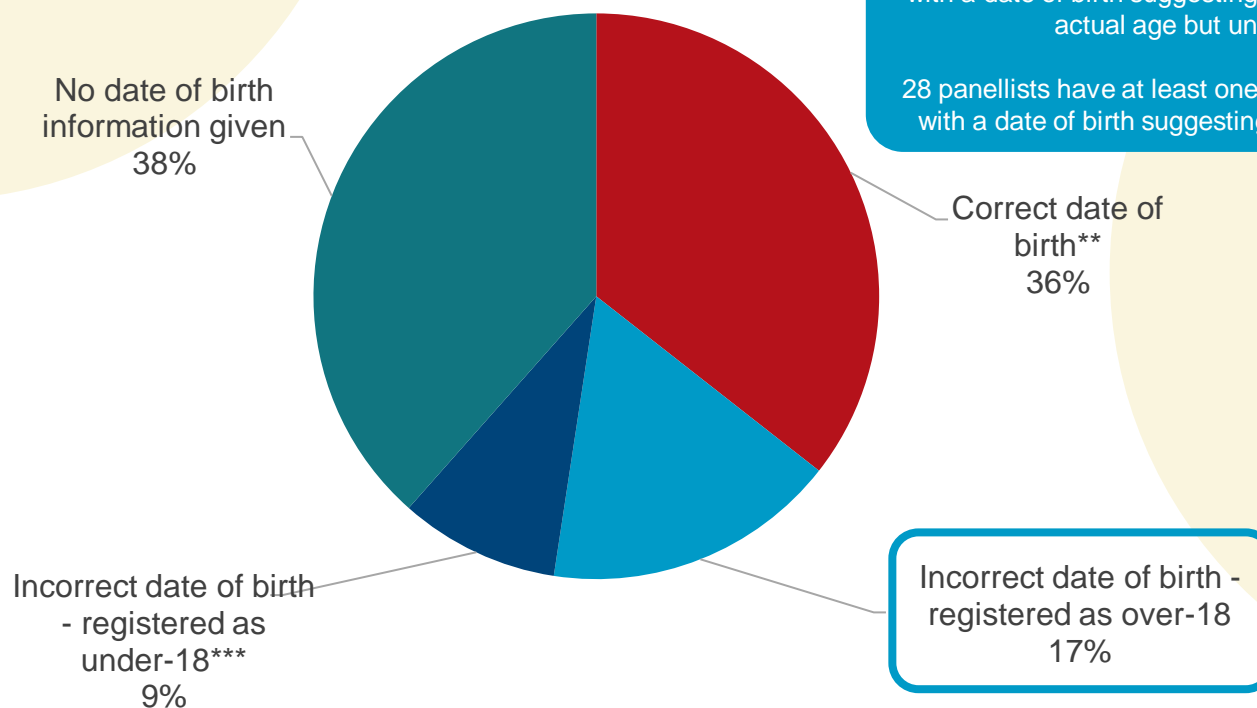
There was an over-representation of YouTube account holders and an under-representation of Snapchat & TikTok account holders on the monitoring panel (97 children) compared with our survey (1,000 children)

Which of the following social media platforms do you have **your own** account with?



Just over a quarter of the accounts held by the 97 panellists record the child's age as older than their actual age

Registered date of birth on the monitored platforms*



Source: Kantar/ASA – The 100 Children Report: Monitoring Phase

Base: Total number of social media accounts held by children aged 11-17 on the monitoring panel (four platforms combined = 208)

*Monitored platforms: Facebook, Instagram, Twitter and YouTube

**Some responses suggested children were registered with a date of birth slightly at variance to their precise date of birth (likely a result of input error), but not so it materially affects their registered age

***Children are registered with a date of birth that makes them older than their actual age but under-18



The monitoring phase

- **Insights into children's online behaviours**



Key findings: Online behaviours

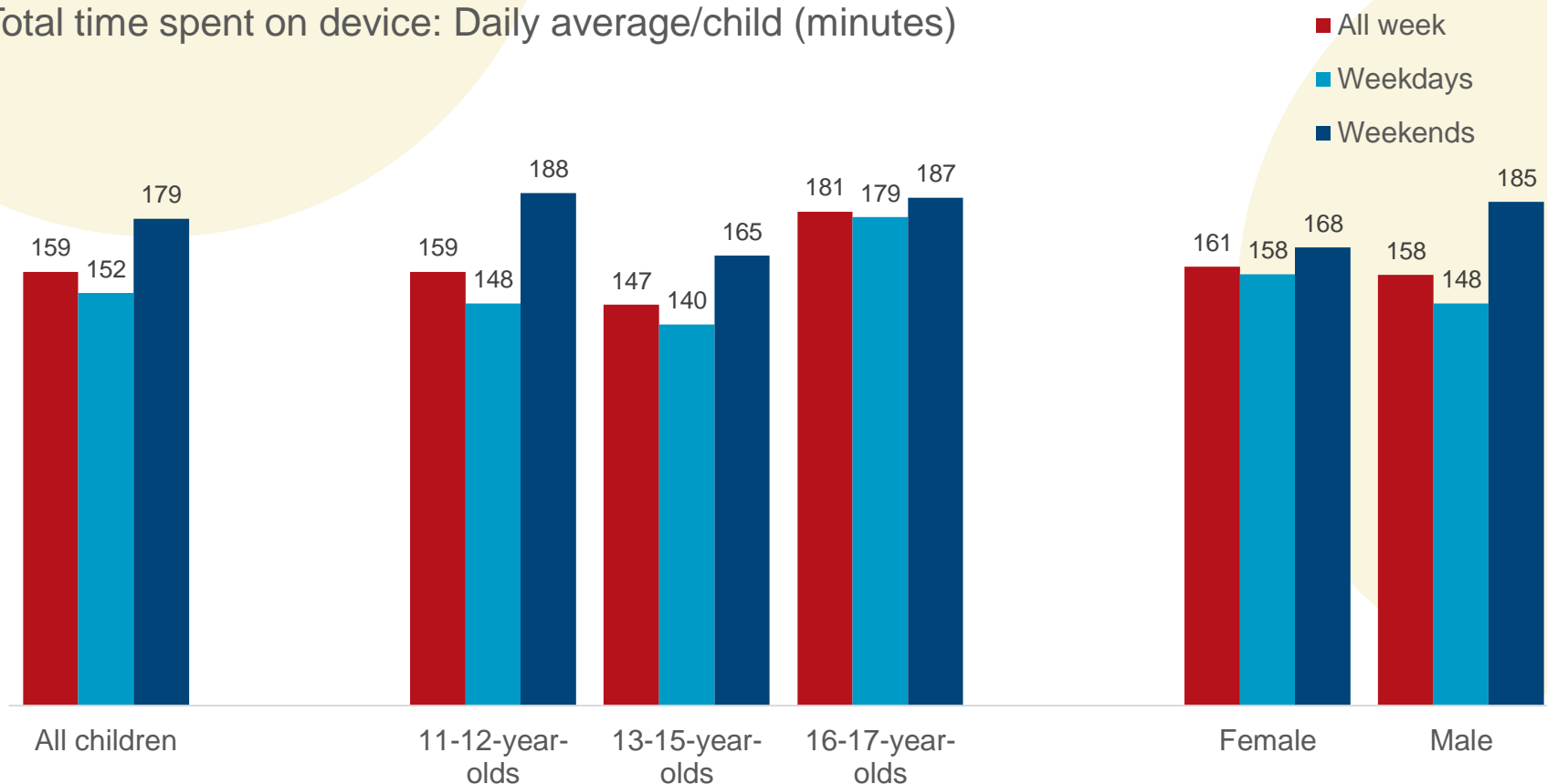
Note: The following analysis is based on a snapshot of the activities of our panel of 97 children over seven days of monitoring and should not be interpreted as representative of all children.

- Children on our monitoring panel spent, on average, 2 hours and 39 minutes on their devices each day - with half this time (81 minutes) spent on Social Networks and Video apps.
- Of the 81 minutes spent, on average, on Social Networks and Video apps each day, YouTube and TikTok accounted for 55 minutes of activity.
 - YouTube and TikTok accounted for 73% of children's time on the seven main platforms.
- On average, children on the panel spent an additional 23 minutes/day on the main platforms during weekends compared with weekdays.
- As expected, weekday platform usage peaked after school hours – YouTube was particularly popular on weekend mornings.



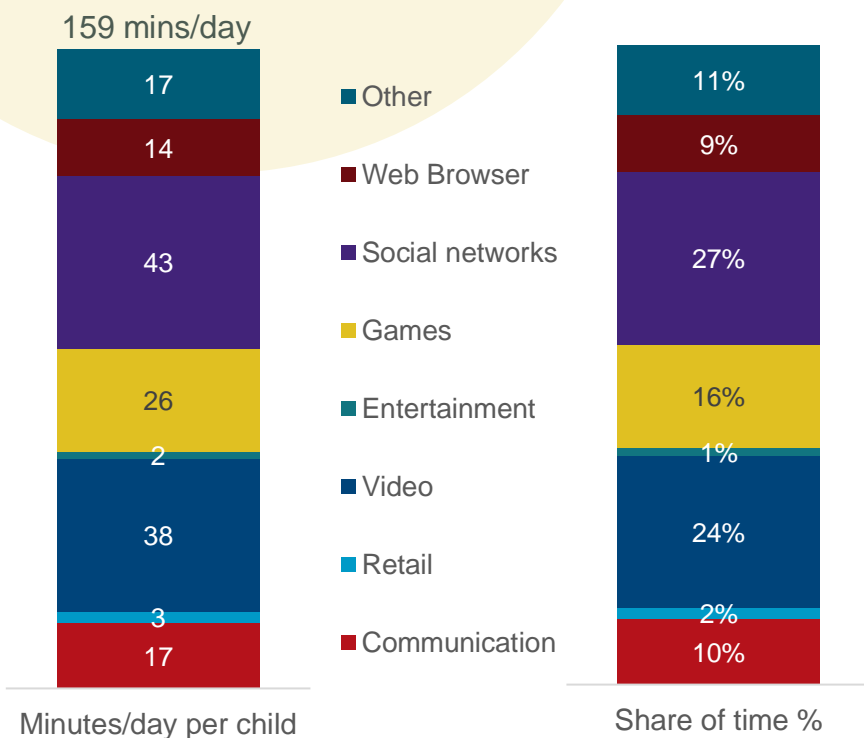
Children on our monitoring panel spent, on average, 2 hours and 39 minutes on their devices each day...

Total time spent on device: Daily average/child (minutes)



...with half of this time spent on Social Networks and Video apps

Total time spent on device by activity: Daily average/child

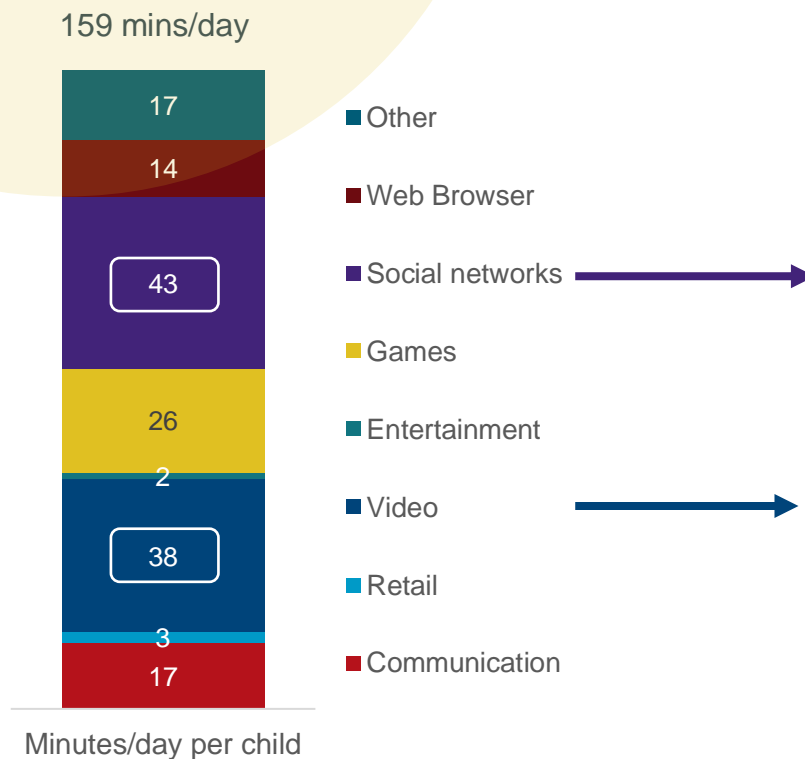


Category	Sub-categories
Other	Misc.
Web Browser	Web Browser
Social networks	Social networks
Games	Games
Entertainment	Entertainment
Video	Video streamer
	Video / photo editor or viewer
	Video player
Retail	Retailer - online
	Retailer - bricks and mortar
	Shopper product info app
Communication	Instant Messaging
	Email
	VOIP
	SMS & MMS
	Voice
	Contacts/Address book



Of the 81 minutes spent, on average, on Social Networks and Video apps each day, YouTube and TikTok accounted for 55 minutes of activity

Total time spent on device by activity: Daily average/child



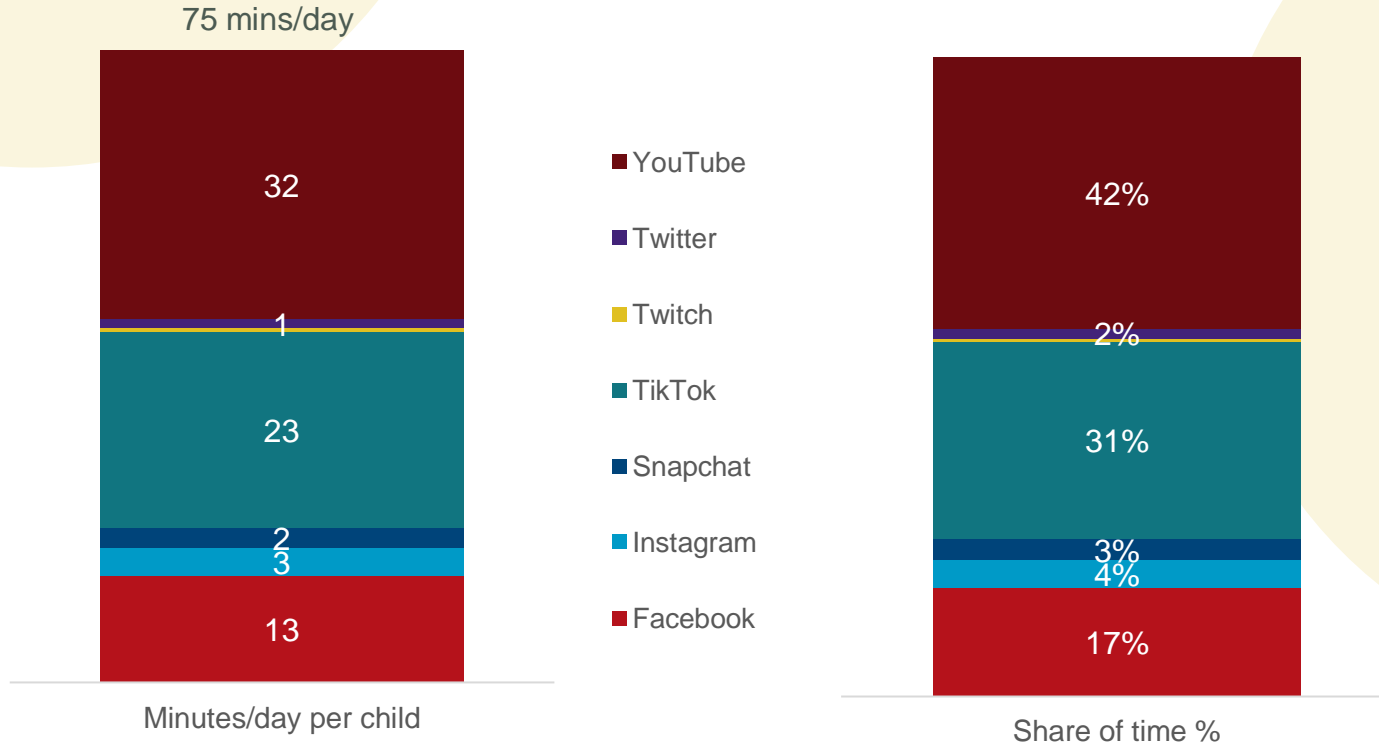
Social Networks	Minutes	Share
TikTok	23	54%
Facebook	13	29%
Instagram	3	8%
Snapchat	2	6%
Twitter	1	3%
Other	0	1%

Video	Minutes	Share
YouTube	32	83%
YouTube (Vanced)	2	4%
Amazon Video	1	2%
Netflix	1	2%
Android Photo Gallery	1	2%
Other	2	6%



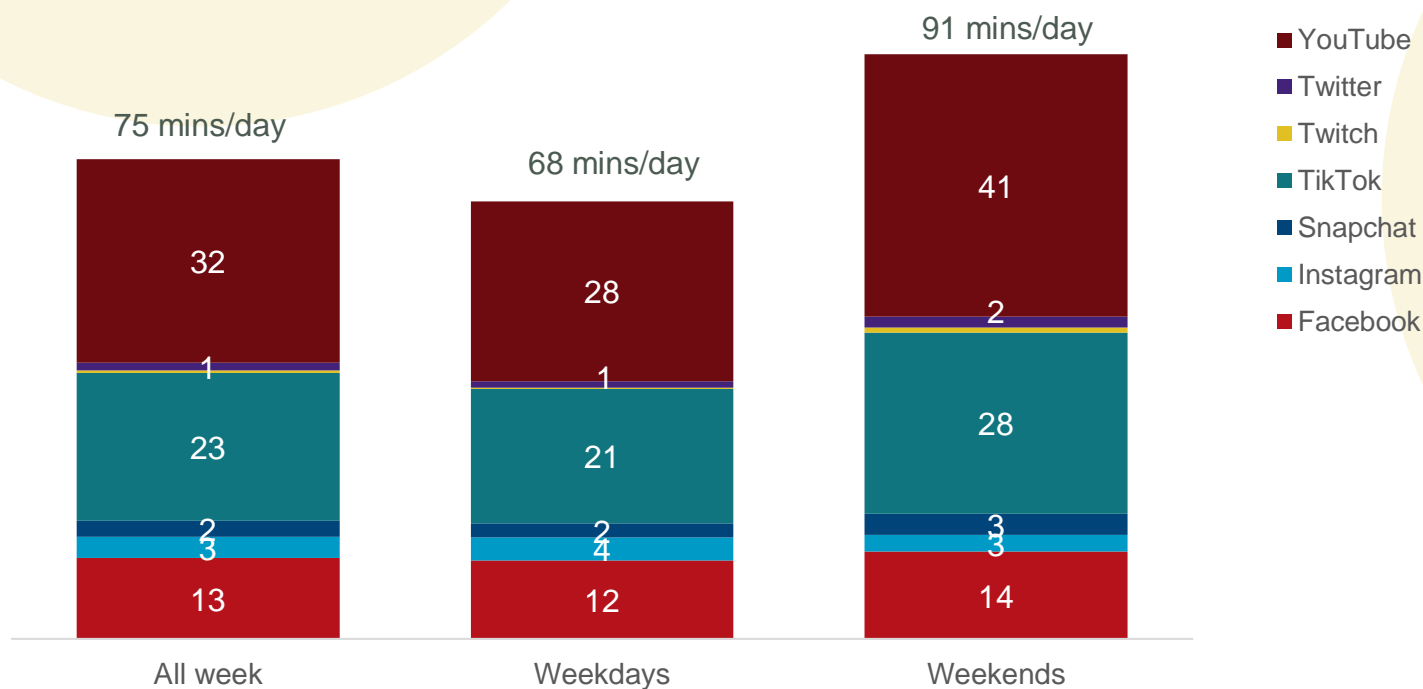
YouTube and TikTok accounted for 73% of children's time on the seven main platforms

Total time spent on main platforms: Daily average/child



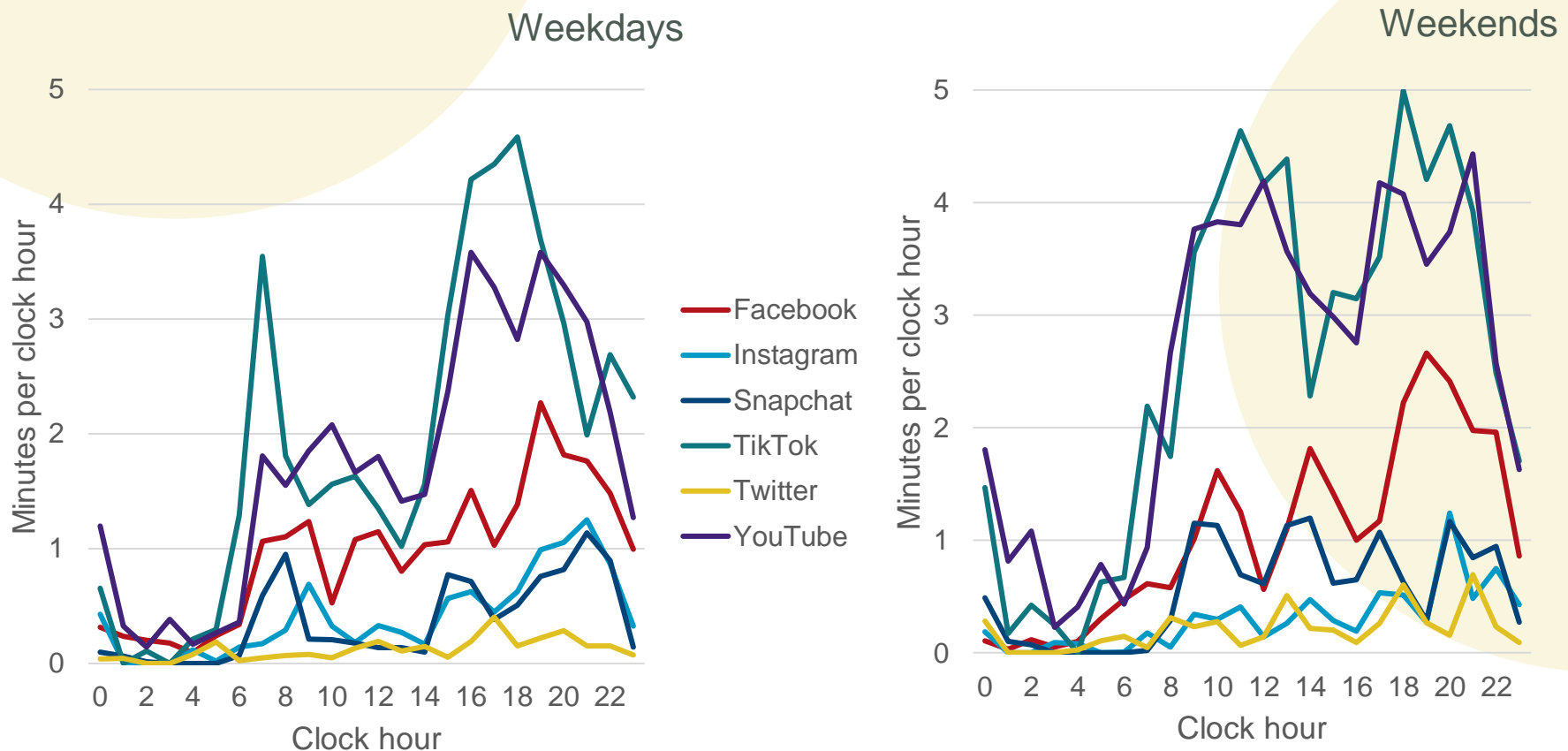
On average, children on the panel spent an additional 23 minutes/day on the main platforms during weekends compared with weekdays

Total time spent on main platforms: Daily average/child (minutes)



As expected, weekday platform usage peaked after school hours – YouTube was particularly popular on weekend mornings

Total time spent on main platforms: Daily average/user (minutes)



Source: Kantar/ASA – The 100 Children Report: Monitoring Phase

Base: Children aged 11-17 using the platform over the monitoring period (YouTube 65, Facebook 52, Instagram 35, Twitter 32, TikTok 44, Snapchat 23 (base for Twitch too small))



The monitoring phase

- **Children's exposure to age-restricted ads online**



Key findings: Children's exposure to age-restricted ads

Note: The following analysis summarises ad exposure data for our 97 panellists and should not be interpreted as representative of all children.

- Our monitoring sweep recorded a total of 11,424 ad impressions* - the number of times ads were served to the personal devices of our 97 panellists.
- A total of 435 impressions for age-restricted ads were served by 91 advertisers to 46 children on the panel, accounting for 3.8% of all ad impressions served.
- **Of particular concern, 73 impressions (0.6% of all impressions) for age-restricted ads were served to 10 children registered as under-18 (or under-16 in the case of HFSS ads**) on the corresponding social media platform or on non-logged in sites likely to attract an audience where more than 25% are under-18**
 - The majority of these impressions were for gambling (37 impressions relating to 10 advertisers) and alcohol (31 impressions relating to 16 advertisers) products
 - Facebook (35 impressions) and YouTube (35 impressions) accounted for most of these impressions.
- 261 impressions for age-restricted ads were served by 65 advertisers to 25 children registered as over-18 (or over-16 in the case of HFSS ads) on social media platforms or on non-logged in sites likely to attract an audience where more than 75% are adults
 - 171 impressions were for gambling products
 - The majority of impressions were served across websites likely to attract an audience where more than 75% are adults (143 impressions) and on Facebook (89 impressions).
- The remaining 101 impressions were served to children where we do not have any data related to the registered age on social media platforms (62 impressions to 13 children) or where the child did not report having an account with the platform (39 impressions to 9 children).

Source: Kantar/ASA – The 100 Children Report: Monitoring Phase

*Ad impressions provide a measure of the number of times an ad is served

**HFSS restrictions apply to under-16s only. Therefore, data for HFSS impressions only refer to those served to 11-15-year-olds panellists.



Key findings: Children's exposure to age-restricted ads

- 86 **alcohol** ad impressions* were served by 44 advertisers to 19 children
 - **31 impressions were served by 16 advertisers to 5 children registered on social media platforms as under-18**
 - 50 impressions were served by 31 advertisers to 12 children registered as over-18 on social media platforms or on non-logged in sites likely to attract an audience where more than 75% are adult.
- A total of 6 ad impressions related to **cosmetic interventions or weight loss** were served by 4 advertisers to 6 children
 - 5 impressions were served by 3 advertisers to 5 children registered on social media platforms as over-18 or on non-logged in sites likely to attract an audience where more than 75% are adult.
- 269 **gambling** ad impressions were served by 24 advertisers to 41 children
 - **37 impressions were served by 10 advertisers to 9 children registered as under-18 on social media platforms or on sites likely to attract an audience where more than 25% are under-18**
 - 171 were served by 18 advertisers to 24 children registered as over-18 on a social media platform or on non-logged in sites likely to attract an audience where more than 75% are adult.
- A total of 74 **HFSS**** ad impressions were served by 21 advertisers to 21 children
 - **5 impressions were served by 5 advertisers to 4 children registered as under-16 on a social media platform**
 - 35 were served by 14 advertisers to 10 children registered as over-16 on a social media platform or on non-logged in sites likely to attract an audience where more than 75% are adult.

Source: Kantar/ASA – The 100 Children Report: Monitoring Phase

*Ad impressions provide a measure of the number of times an ad is served

**HFSS restrictions apply to under-16s only. Therefore, data for HFSS impressions only refer to those served to 11-15-year-olds panellists.



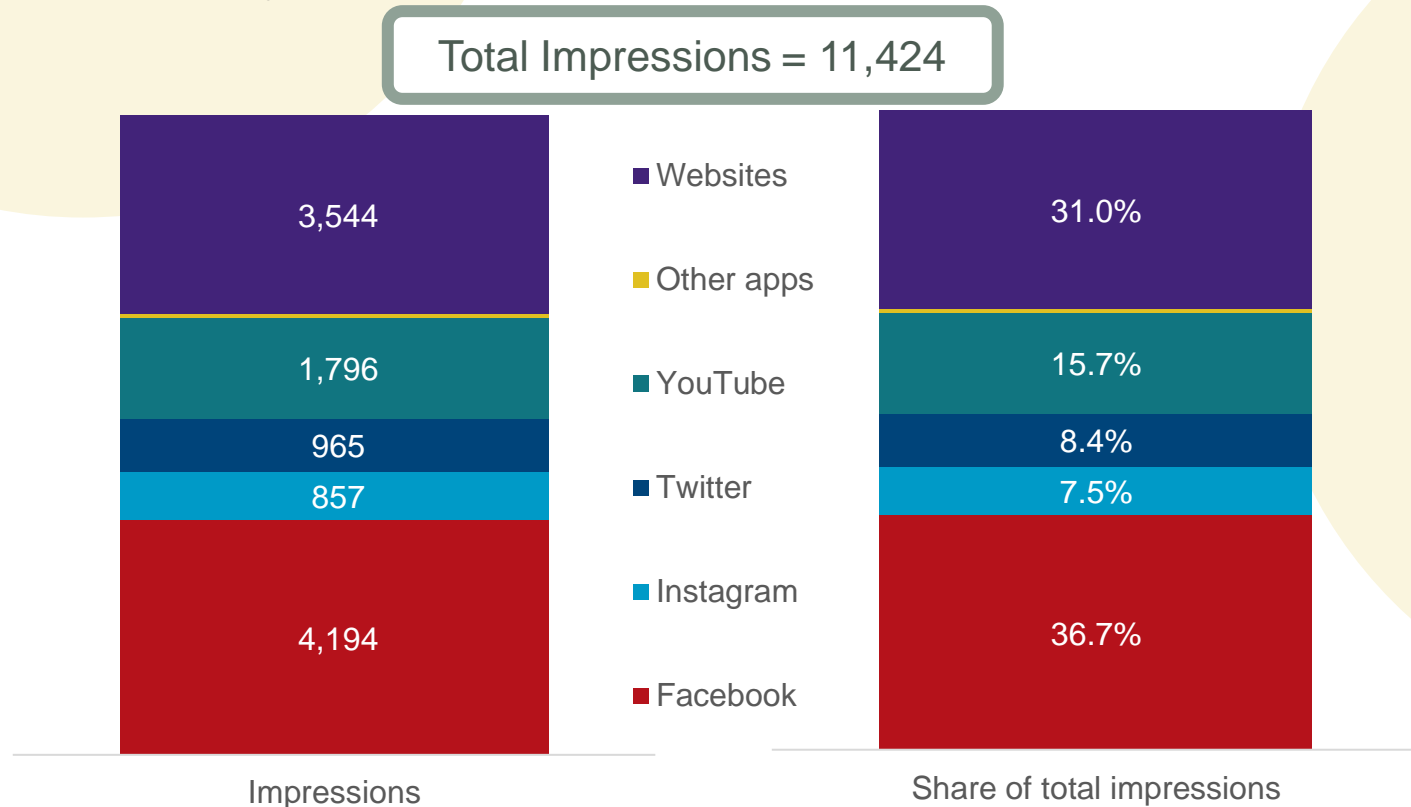
Key findings: Children's exposure to age-restricted ads

- Children incorrectly registered on social media as 18 or older* are more exposed to age-restricted ads than those registered as 17 or younger:
 - Our panel of 97 children reported having their own profile on a total of 208 social media accounts across the four monitored platforms.
 - At least 45% of these social media accounts are registered with a date of birth that signifies the child is – correctly - 17 or younger (of child age) and at least 17% are registered with a date of birth that signifies the child is – incorrectly - 18 or older (of adult age).
 - Of the accounts correctly registered with a child's age, a tenth (10%) received an age-restricted ad and the child account holders were exposed to 29% of the overall age-restricted ad impressions**.
 - Of the accounts incorrectly registered with an adult's age, almost a third (29%) received an age-restricted ad and the child account holders were exposed to 47% of the overall age-restricted ad impressions, almost two-thirds more (29%) than those registered with a child's age.



Our monitoring sweep recorded a total of 11,424 impressions served to the children on our panel – the majority were served on Facebook and a variety of different websites

Total impressions by platform



A total of 435 impressions for age-restricted ads - 3.8% of all ad impressions - were served to 46 children on the panel

Age-restricted ad impressions: by product category & platform

Total impressions = 435
46 children, 91 advertisers

By category	Ad impressions (% of all impressions*)
Alcohol	86 (0.8%)
Cosmetic Intervention/ Weight Loss	6 (0.1%)
E-cigarettes	0 (0.0%)
Gambling	269 (2.4%)
HFSS**	74 (0.6%)
Total age-restricted	435 (3.8%)

By platform	Ad impressions (% of all impressions*)
Facebook	161 (1.4%)
Instagram	3 (0.0%)
Twitter	46 (0.4%)
YouTube	81 (0.7%)
Websites/other apps	144 (1.3%)
Total age-restricted	435 (3.8%)

Social media
impressions = 291
35 children

Source: Kantar/ASA – The 100 Children Report: Monitoring Phase

*All ad impressions = 11,424

**HFSS restrictions apply to under-16s only. Therefore, data for HFSS impressions only refer to those served to 11-15-year-olds panellists.



Of particular concern, 73 impressions for age-restricted ads were served to 10 children registered as under-18* on social media platforms or on sites likely to attract an audience where more than 25% are under-18

Age-restricted ad impressions served to children registered as under-18* on social media platforms or sites likely to attract an audience where more than 25% are under-18

Total impressions = 73
10 children, 30 advertisers

By category	Ad impressions (% of all impressions**)
Alcohol	31 (0.3%)
Cosmetic Intervention/ Weight Loss	0 (0.0%)
E-cigarettes	0 (0.0%)
Gambling	37 (0.3%)
HFSS***	5 (0.0%)
Total age-restricted	73 (0.6%)

By platform	Ad impressions (% of all impressions**)
Facebook	35 (0.3%)
Instagram	2 (0.0%)
Twitter	0 (0.0%)
YouTube	35 (0.3%)
Websites/other apps	1 (0.0%)
Total age-restricted	73 (0.6%)

Social media
impressions = 72
9 children

Source: Kantar/ASA – The 100 Children Report: Monitoring Phase

*Under-18 for Alcohol, Cosmetic Intervention/Weight Loss, E-cigarettes and Gambling/Under-16 for HFSS

**All ad impressions = 11,424

***HFSS restrictions apply to under-16s only. Therefore, data for HFSS impressions only refer to those served to 11-15-year-olds panellists.



261 impressions for age-restricted ads were served to 25 children registered as over-18* on social media platforms or on sites likely to attract an audience where more than 75% are adult

Age-restricted ad impressions served to children registered as over-18* on social media platforms or sites likely to attract an audience predominantly (75%+) composed of adults

Total impressions = 261
25 children, 65 advertisers

By category	Ad impressions (% of all impressions**)
Alcohol	50 (0.4%)
Cosmetic Intervention/ Weight Loss	5 (0.0%)
E-cigarettes	0 (0.0%)
Gambling	171 (1.5%)
HFSS***	35 (0.3%)
Total age-restricted	261 (2.3%)

By platform	Ad impressions (% of all impressions**)
Facebook	89 (0.8%)
Instagram	0 (0.0%)
Twitter	27 (0.2%)
YouTube	2 (0.0%)
Websites/other apps	143 (1.3%)
Total age-restricted	261 (2.3%)

Social media
impressions = 118
8 children

Source: Kantar/ASA – The 100 Children Report: Monitoring Phase

*Over-18 for Alcohol, Cosmetic Intervention/Weight Loss, E-cigarettes and Gambling/Over-16 for HFSS

**All ad impressions = 11,424

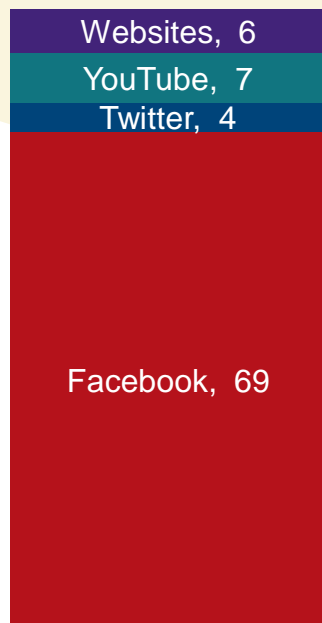
***HFSS restrictions apply to under-16s only. Therefore, data for HFSS impressions only refer to those served to 11-15-year-olds panellists.



Of the 86 alcohol ad impressions served to 19 children, 31 were served to 5 children registered on a social media platform as under-18 – and 50 were served to 12 children registered on a social media platform as over-18 or on sites likely to attract an audience where more than 75% are adult

Alcohol impressions by platform

Total impressions = 86
19 children, 44 advertisers



	Registered under-18 (social media)/ Likely to attract audience where more than 25% are under- 18 (sites/other apps)	Registered over-18 (social media)/ Likely to attract audience predominantly (75%+) adults (sites/other apps)	No age data (social media)	No account (social media)
Websites		6 impressions (5 children)		
YouTube	2 impressions (2 children)	2 impressions (1 child)	3 impressions (1 child)	
Twitter		4 impressions (2 children)		
Facebook	29 impressions (3 children)	38 impressions (5 children)		2 impressions (2 children)
Total	31 impressions 5 children, 16 advertisers	50 impressions 12 children, 31 advertisers	3 impressions 1 child	2 impressions 2 children

Alcohol impressions by platform

Source: Kantar/ASA – The 100 Children Report: Monitoring Phase

Registered under-18 = Panellist is registered as 17 or under on the corresponding platform

Registered over-18 = Panellist registered as 18 or over on the corresponding platform

No age data = Panellist suggests they have an account but did not provide registered age data

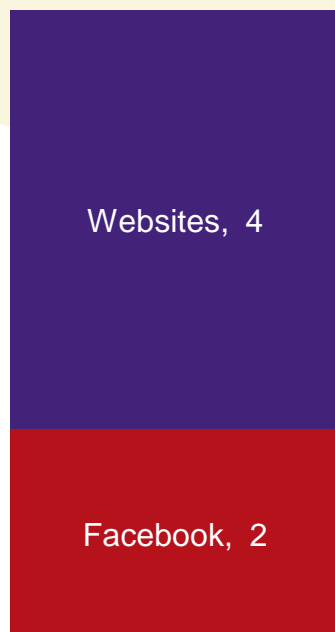
No account = Panellist did not report having an account on platform



Six ad impressions related to cosmetic interventions or weight loss were served to 6 children on the panel, of which 5 were served to children registered as over-18 on a social media platform or on sites likely to attract an audience where more than 75% are adult

Cosmetic Interventions/ Weight Loss impressions by platform

Total impressions = 6
6 children, 4 advertisers



	Registered under-18 (social media)/ Likely to attract audience where more than 25% are under- 18 (sites/other apps)	Registered over-18 (social media)/ Likely to attract audience predominantly (75%+) adults (sites/other apps)	No age data (social media)	No account (social media)
Websites		4 impressions (4 children)		
Facebook		1 impression (1 child)		1 impression (1 child)
Total		5 impressions 5 children, 3 advertisers		1 impression 1 child

Cosmetic Intervention/Weight Loss impressions by platform

Source: Kantar/ASA – The 100 Children Report: Monitoring Phase

Registered under-18 = Panellist is registered as 17 or under on the corresponding platform

Registered over-18 = Panellist registered as 18 or over on the corresponding platform

No age data = Panellist suggests they have an account but did not provide registered age data

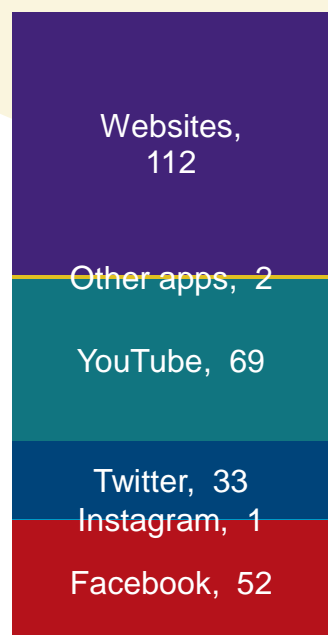
No account = Panellist did not report having an account on platform



Of the 269 gambling ad impressions served to 41 children, 37 were served to 9 children registered as under-18 on a social media platform or on sites likely to attract an audience where more than 25% are under-18 – 171 were served to 24 children registered as over-18 on a social media platform or on sites likely to attract an audience where more than 75% are adult

Gambling impressions by platform

Total impressions = 269
41 children, 24 advertisers



	Registered under-18 (social media)/ Likely to attract audience where more than 25% are under-18 (sites/other apps)	Registered over-18 (social media)/ Likely to attract audience predominantly (75%+) adults (sites/other apps)	No age data (social media)	No account (social media)
Websites	1 impression (1 child)	111 impressions (20 children)		
Other app		2 impressions (1 child)		
YouTube	31 impressions (5 children)		30 impressions (6 children)	8 impressions (3 children)
Twitter		18 impressions (3 children)	13 impressions (4 children)	2 impressions (2 children)
Instagram	1 impression (1 child*)			
Facebook	4 impressions (2 children)	40 impressions (4 children)	7 impressions (3 children)	1 impression (1 child)
Total	37 impressions 9 children, 10 advertisers	171 impressions 24 children, 18 advertisers	50 impressions 11 child	11 impressions 6 children

Gambling impressions by platform

Source: Kantar/ASA – The 100 Children Report: Monitoring Phase *Child registered as over-18 on Facebook

Registered under-18 = Panellist is registered as 17 or under on the corresponding platform

Registered over-18 = Panellist registered as 18 or over on the corresponding platform

No age data = Panellist suggests they have an account but did not provide registered age data

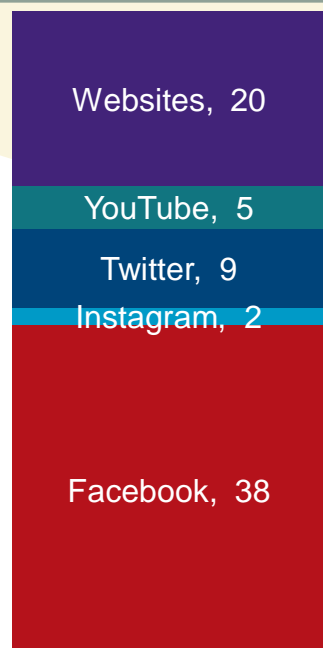
No account = Panellist did not report having an account on platform



A total of 74 HFSS ad impressions were served to 21 children - 5 impressions were served to 4 children registered as under-16 on a social media platform and 35 were served to 10 children registered as over-16 on a social media platform or on sites likely to attract an audience where more than 75% are adult

HFSS impressions by platform

Total impressions = 74*
21 children, 21 advertisers



	Registered under-16 (social media)/ Likely to attract audience where more than 25% are under- 18 (sites/other apps)	Registered over-16 (social media)/ Likely to attract audience predominantly (75%+) adults (sites/other apps)	No age data (social media)	No account (social media)
Websites		20 impressions (6 children)		
YouTube	2 impressions (2 children)		1 impression (1 child)	2 impressions (1 child)
Twitter		5 impressions (2 children)		4 impressions (3 children)
Instagram	1 impression (1 child)			1 impression (1 child)
Facebook	2 impressions (1 child)	10 impressions (4 children)	8 impressions (3 children)	18 impressions (1 child)
Total	5 impressions 4 children, 5 advertisers	35 impressions 10 children, 14 advertisers	9 impressions 4 children	25 impressions 5 children

HFSS impressions by platform

Source: Kantar/ASA – The 100 Children Report: Monitoring Phase

*HFSS restrictions apply to under-16s only. Therefore, data for HFSS impressions only refer to those served to 11-15-year-olds panellists.

Registered under-16 = Panellist is and is registered as 15 or under on the corresponding platform

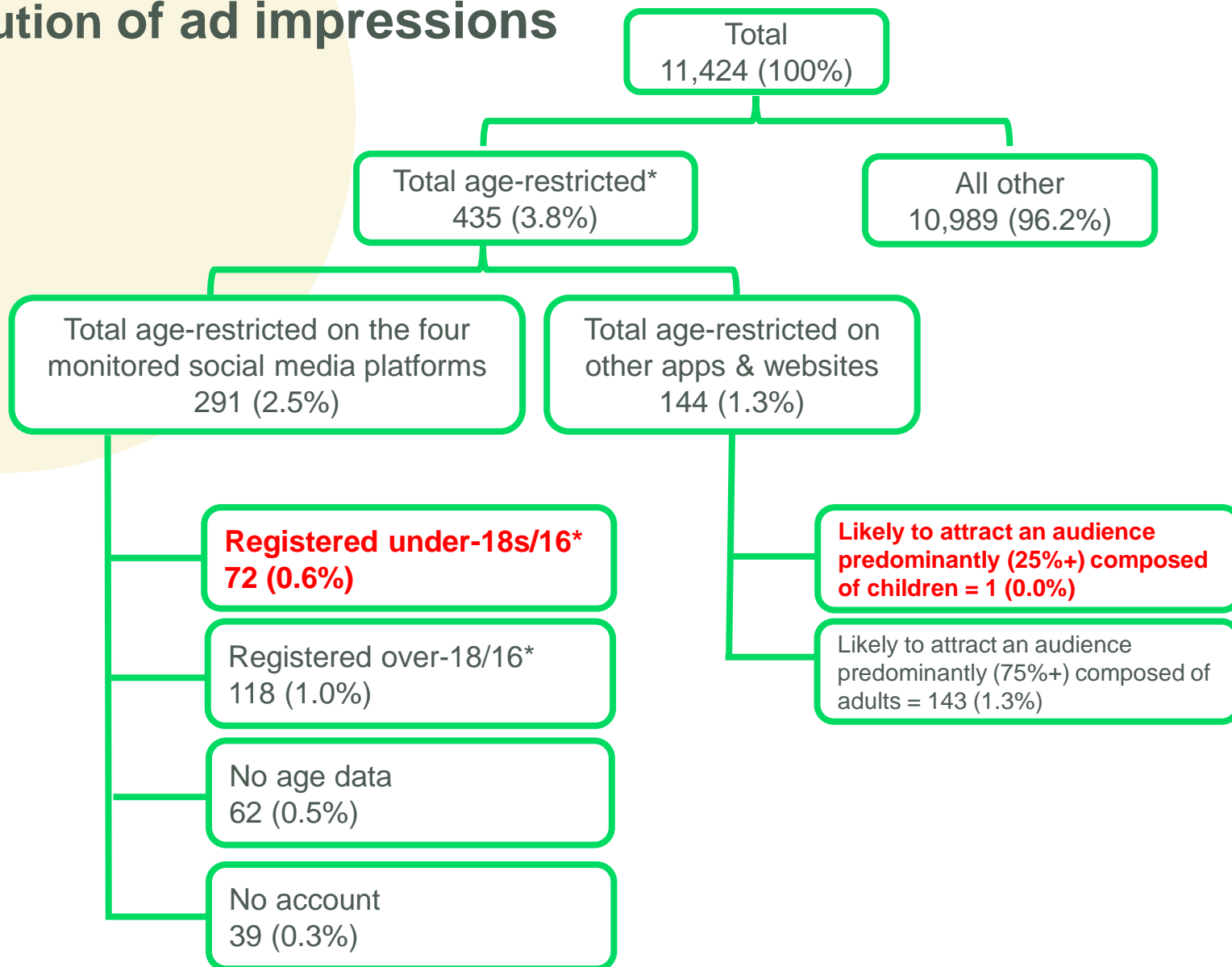
Registered over-16 = Panellist registered as 16 or over on the corresponding platform

No age data = Panellist suggests they have an account but did not provide registered age data

No account = Panellist did not report having an account on platform

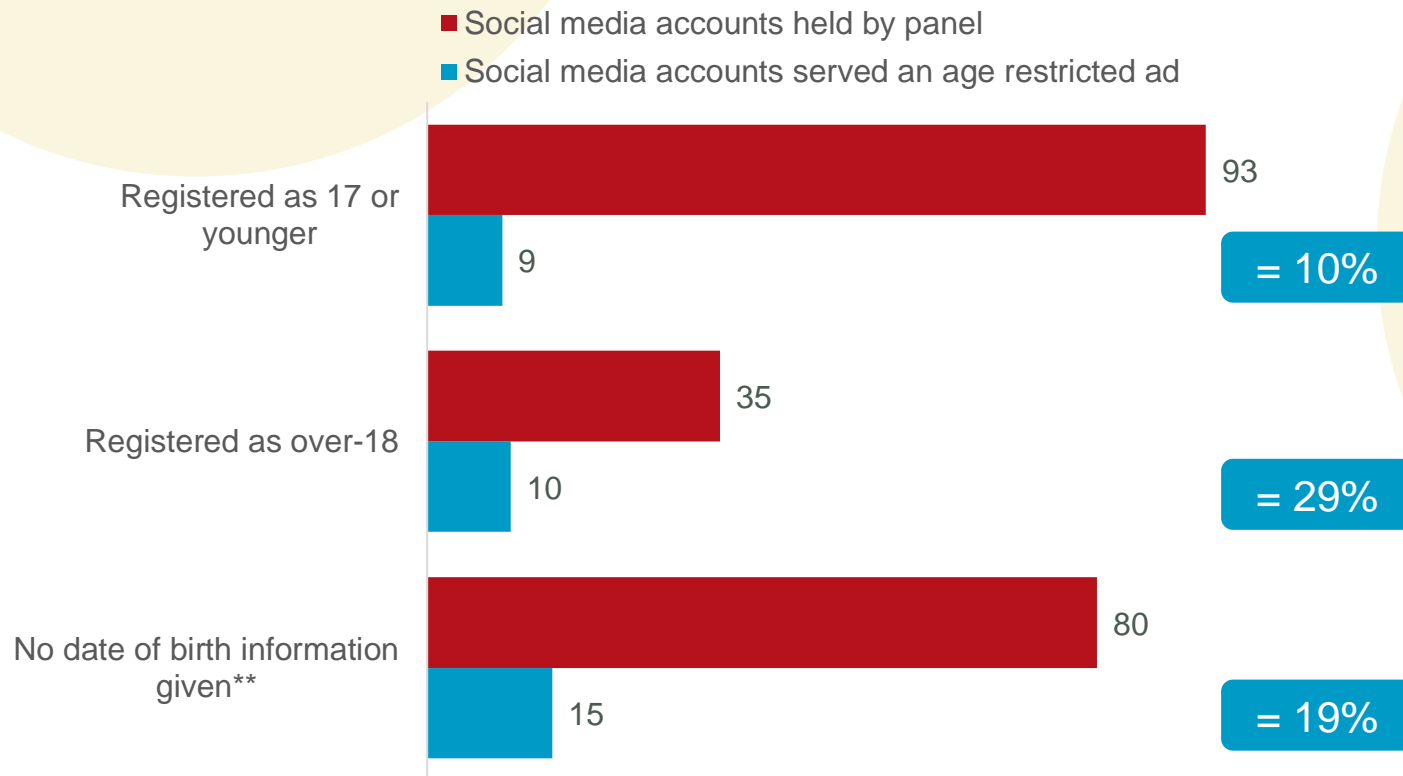


Distribution of ad impressions



29% of all social media accounts registered as over-18 were in receipt of an age-restricted ad, compared to 10% of those registered as 17 or younger

Delivery of age-restricted impressions by registered age on social media accounts*



Source: Kantar/ASA – The 100 Children Report: Monitoring Phase

Base: Total number of social media accounts held by children aged 11-17 on the monitoring panel = 208

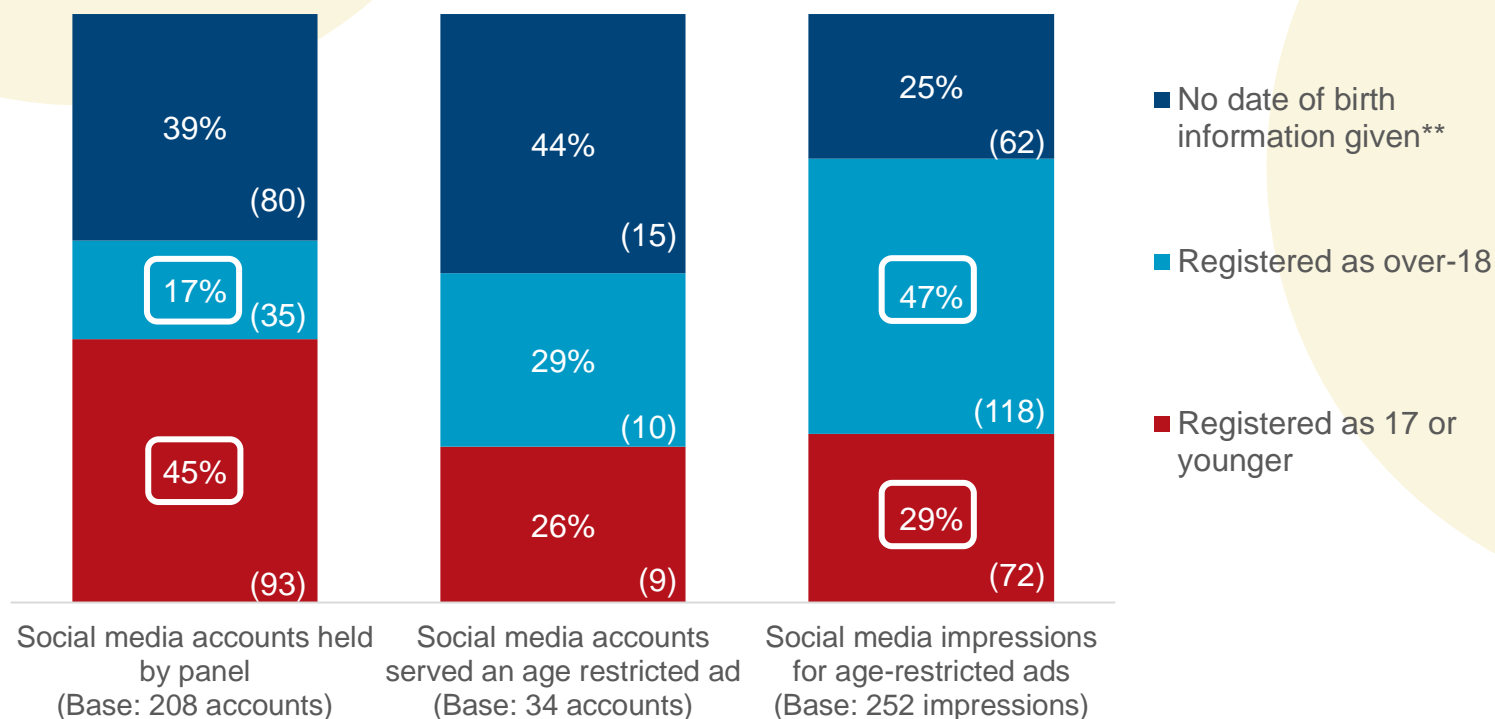
*Data excludes instances of age-restricted ads served to children who have not reported having an account on the corresponding platform.

**No date of birth information given = Panellist suggests they have an account but did not provide registered age data



The 17% of social media accounts registered as over-18 were exposed to almost half of the age-restricted ads – almost two-thirds more than those registered with a child's age

Delivery of age-restricted impressions by registered age on social media accounts*



Source: Kantar/ASA – The 100 Children Report: Monitoring Phase (number of accounts or impressions shown in brackets)

*Data excludes instances of age-restricted ads served to children who have not reported having an account on the corresponding platform.

**No date of birth information given = Panellist suggests they have an account but did not provide registered age data



Follow-up survey

- Panellist experiences**



Objectives & methodology

- Children completing the monitoring phase were invited to participate in an optional, follow-up survey at the end of the exercise.
- The purpose of this phase was to ask participants about their experience of taking part in the study and their attitudes to online advertising, more generally. Understanding these experiences supports our commitment to continual improvement and will support future, related monitoring activities.
- A total of 64 children completed the online survey.



64 of the 97 children who participated in the study, completed the optional follow up survey – the profile across both samples is similar, with coverage across all nations/regions

Full Panel (97 children)			Follow-up survey (64 children)		
Gender	Male	61 (63%)	Male	40 (63%)	
	Female	36 (37%)	Female	24 (38%)	
Age	11-12	38 (39%)	11-12	26 (41%)	
	13-15	38 (39%)	13-15	25 (39%)	
	16-17	21 (21%)	16-17	13 (20%)	
Region	North East	4 (4%)	North East	4 (6%)	
	North West	9 (9%)	North West	6 (9%)	
	Yorkshire and The Humber	7 (7%)	Yorkshire and The Humber	5 (8%)	
	East Midlands	7 (7%)	East Midlands	5 (8%)	
	West Midlands	14 (14%)	West Midlands	10 (16%)	
	East of England	6 (6%)	East of England	4 (6%)	
	London	15 (15%)	London	10 (16%)	
	South East	9 (9%)	South East	5 (8%)	
	South West	13 (13%)	South West	7 (11%)	
	Wales	2 (2%)	Wales	2 (3%)	
	Scotland	10 (10%)	Scotland	5 (8%)	
	Northern Ireland	1 (1%)	Northern Ireland	1 (2%)	



Overall, children enjoyed taking part in the study – and feedback suggests that once the app was installed, the majority forgot it was there



"I have found it a great opportunity to help other children by taking part in this study"
M, 11-12

“Didn’t really notice it was there except for the logo”
F, 13-15

"It has been really easy. I haven't thought about that much really"
F, 16-17

"I actually forgot i was doing it so i had no problem"
F, 13-15

"It has been great fun"
M, 16-17

“I’ve really enjoyed it”
F, 11-12

***“Once the app was installed, I forgot about it
M, 16-17***



App installation and behaviours

- When asked about the process of downloading and installing the app, of the 64 respondents who took part in the follow-up survey:
 - 44 said that they found the process easy
 - 12 respondents said it was OK
 - Five said it was difficult
 - (Three respondents answered don't know/no opinion).
- When asked whether they'd been conscious of the app being installed on their phone through the monitoring process:
 - 27 said they had been aware
 - 22 said they'd noticed it initially, but soon forgot
 - 15 said they were unaware of the app being installed.
- The majority of respondents (54) said having the app installed did not change their behaviour. Of the six who felt their behaviour did change, they mentioned the app impacted their device performance or that they used their device less because they were aware the app was on it.

"I was seeing a persistent notification on my phone status bar saying the app is running at background"

"It slowed stuff down and made stuff glitch"

"I just didn't use my phone much this week with school and with the app on it"

Source: Kantar/ASA – The 100 Children Report: Follow-up survey

Q. How easy did you find the process of downloading and installing the app?

Q. Throughout the week, were you conscious that the app was installed on your device?

Q. Did having the app installed make you behave differently on your device? Please can you tell us how and why it made you behave differently?



Awareness of ads

- 43 respondents said that being part of the survey did not make them more aware of ads – 18 said it did make them more aware.
- In general, the children suggested they do not usually pay a lot of attention to the ads they see, either online or on social media.

	Attention paid to ads seen online	Attention paid to ads seen on social media
Little attention	19	20
Some attention	31	28
Lots of attention	14	13



Ad recall

- While the majority of respondents could not recall a memorable ad during the survey period, there were several themes mentioned such as holidays, video games, sport, movies and Easter.

"Holiday and, think for Jet2. Just got me in the mood for a holiday"
M, 16-17

"I don't exactly remember - there is a specific game ad keeps appearing (Roblox - Song breaker awards) but it was appearing before the study as well"
M, 11-12

"Football ad for BT Sports"
M, 13-15

"Sonic the hedgehog 2"
M, 11-12

"The Morrison Ramadhan ad"
M, 13-15

"An advert for expedia with Ewan Macgregor"
M, 11-12

"tui holiday"
M, 13-15

"Easter football camp"
M, 13-15

"Lego starwars ps game"
M, 13-15

"An Easter day ad from Marks & Spencer selling really quality Easter eggs for just £5 each"
M, 13-15

- Of those who completed the follow up survey, seven said that they saw an ad that they didn't like.

"Schwarzkopf because it is annoying"
M, 11-12

"The fact I had the ads in the first place because they are seriously annoying when I'm playing games"
F, 13-15

"A dog poos and they show the poo bag saying that you should buy those poo bags"
F, 11-12

"It was about animals that were dumped by roadsides. we have just got a new puppy and we adopted him and it made me think of him before we got him"
F, 13-15

"It was always appearing"
M, 13-15

"Boring"
M, 13-15

Source: Kantar/ASA – The 100 Children Report: Follow-up survey

Q. Can you describe the most memorable ad that you saw last week?

Q. Did you see any ads that you didn't like? Can you describe what you didn't like about the ad/ads that you saw?



Annex 1: Monitoring phase FAQs

Please refer to [Kantar's Technical Report](#) for full details of the methodologies used in this study.



Q. Why did you choose to focus your study on 11-17-year-olds?

- The UK Code of Non-broadcast Advertising and Direct and Promotional Marketing includes rules that protect under-18s who, because of their age, credulity, lack of experience etc. have vulnerabilities that may be exploited by the irresponsible targeting or creative content of advertising. It is therefore important that we monitor whether and, if so, to what extent this age group is exposed, inappropriately or otherwise, to age-restricted ads.
- Ofcom research* shows a marked increase in mobile phone ownership between 10 and 11 years of age (latest figures show an increase from 62% to 91%) as children make the transition from primary to secondary school.
- Therefore, we considered it appropriate to focus on children aged 11 or over, who are likely to have their own devices; a cohort of children and young people who are old enough to understand their role in the study.
- It also meant we included children below the age of 13, the minimum age requirement for most social media platforms, who may be registered on social media accounts with an incorrect date of birth.



Q. Why did your panel consist of children with devices only they use to access their social media accounts?

- We monitored the smart phone or tablet used only by the child to access the internet and their own social media accounts.
- This ensured the ads served to panellists during the monitoring period would be based on *their* true behaviours prior to and during the fieldwork, delivering a representative picture of ads they are exposed to in a typical week.
- This was an important consideration in being able to understand the role of data inferred about the user of a device, such as their browsing interests, and how it may be used to target online ads to, or away, from children.



Q. Why did your panel only include those with an Android device?

- As the data collection capabilities of the metering software used to conduct the monitoring varies across operating systems, with the most complete coverage of social media platforms being on Android, we monitored Android-based smart phones or tablets exclusively.
- At this time, and to the best of our knowledge, alternative methods of capturing ad data on Apple's iOS-based devices have the potential to disrupt user experience which is likely to be frustrating for panellists and impact the intended passive nature of the monitoring phase.
- As our survey of 1,000 children found, 42% of 11-17-year-olds who access social media platforms, do so using an Android-based device.



Q. Why didn't you monitor all social media platforms?

- Using the Kantar Scope metering tool, we were able to monitor visits to websites accessed via a web browser.
- The software also enabled monitoring of ads served in Facebook, Instagram, Twitter and YouTube apps – all children on the panel were required to have their own profile on at least one of these platforms. The minimum age requirement for creating a profile on the four monitored platforms is 13 years.
- At the time of conducting the study, it was not possible to capture ads served in TikTok, Snapchat or Twitch using the available metering tool.
- As reported by our survey of 1,000 children, TikTok is one of the most popular social media platforms among children. However, their UK advertising policies proactively prohibit all ads for alcohol, gambling products, and a range of cosmetic intervention product/services, suggesting its exclusion is unlikely to have a significant impact on the core objective looking at children's exposure to age-restricted ads.
- While ad exposure cannot be reported for all platforms, the usage metrics collected as part of the monitoring phase cover apps such as TikTok and Snapchat, providing useful insights, for example, on how long children spend on these platforms.



Q. How did you recruit the panel?

- Children were recruited to take part in the monitoring phase via Kantar's UK consumer survey panel, Profiles, and Kantar's Public Voice panel.
- Participants were recruited through their parents, who are members of these panels, ensuring full details of the project were explained and all necessary parental permissions were in place.
- Parents were invited to complete the recruitment screener and, where necessary criteria were met, qualifying children were also asked to complete a set of questions.
- As well as obtaining important demographic information and details of social media accounts held, crucial information on the date of birth registered with each of these accounts was captured (see next slide). This meant we were able to look at the ads served to children in the context of their registered age.



Q. How did you collect registered date of birth details?

- Using step-by step instructions on where to locate date of birth details on each platform (with accompanying graphics), we asked panellists taking part in our monitoring phase to provide details registered with each of the social media platforms they have their own accounts with.
- Kantar's Technical Report sets out in detail how this information was collected at the recruitment stage.
- It is important to note that, due to data privacy concerns, we did not seek to record any photographic evidence of profile pages to be able to corroborate the information provided by the panellist.
- Data is self-reported and we were reliant on participants providing truthful and accurate information.



Q. What software did you use to monitor devices?

- Participants successfully completing the recruitment screener were then invited to download the KantarScope app to the selected child's Android device. The metering app combines proprietary techniques developed by Kantar, to monitor ads served on sites, and the software created by technology company, RealityMine (<https://www.realitymine.com/>), to monitor ads served in social media.
- This app enabled monitoring of the child's online activities, including sites visited online, time spent on websites and in apps, and importantly, the ads served to them.



Q. Why did you use this software-based methodology?

- As set out in our [Measuring Exposure: a research perspective](#) article, while we can use industry-standard data to measure children's exposure to ads on TV, when it comes to our online regulation, there is no comparative, industry-standard data for children's exposure to ads.
 - In the absence of robust, industry-standard online audience data, we have focused instead on using technology to proactively identify age-restricted ads that, in breach of the advertising rules, are placed in children's media online and served to children's social media accounts.
- The automated, passive, nature of the monitoring technology used, along with using the child's own device, was a crucial element of the study for several reasons:
 - An alternative, diary-based approach would be heavily reliant on the child's recall, and recording, of ads they had seen.
 - Using the software on children's own devices meant the ads served during the monitoring period would be based on the child's true behaviours prior to, and during, the fieldwork.
 - Compared with a short, lab-style experiment, the child's regular behaviours are unlikely to have changed over the seven-day monitoring period, helping to provide insights based on real-life situations.
 - The automated nature of the methodology meant we were able to capture large volumes of data, over the course of seven days.



Q. Why is the report called 'The 100 Children Report' but the results are based on 97 children?

- We set out to monitor the personal devices of 100 children aged 11-17. As explained in Kantar's Technical Report, we successfully monitored the devices of 104 children for a period of seven consecutive days or more (up to 10 days).
- Kantar's detailed quality checks flagged behaviours, that on balance, were considered likely to be of that of an adult than a child. These checks identified 18 individuals who we were not comfortable including in our sample of 100 children and were therefore excluded.
- These participants were replaced with 11 respondents who did not show browsing behaviours more associated with an adult user , but who had the app installed for fewer than 7 days.
- As a result, our final sample consisted of 97 children – 86 were monitored for 7 days or more and 11 were monitored for fewer than 7 days. Across the panel we captured a total of 645 days of activity.



Q. Why do you say your panel (97 children) is not *nationally representative*?

- The findings of our monitoring sweep, based on our panel of 97 children, provide a snapshot of children's behaviour at a point in time. As the profile data indicates, the sample is not nationally representative.
- We were fully aware at the outset of constraints in establishing a nationally representative sample of 100 children. This was going to be particularly difficult to achieve given the level of commitment required from participants, including: completing the recruitment screener; downloading the app; and allowing the app to be active for at least seven consecutive days.
- It is, therefore, unsurprising that not all qualifying participants from the recruitment stage went on to install the app, and occasionally we saw participants dropping off, part-way through the minimum seven-day monitoring period.
- Our main objective was to achieve, within the logistical constraints of the project, a good spread of participants across age groups, gender and regionality.
- Therefore, the results on device usage or ad exposure should not be interpreted as representative of all children across the UK.



Q. What data did you collect?

- It is important to note that not all data recorded by Kantar was supplied to the ASA - only anonymised data, relevant to the ads served to the panel or aggregated statistics were reported by Kantar.
- All the ads captured during the monitoring period were processed and classified to report the following:
 - Anonymised demographics of the child receiving the ad, including gender, actual age, registered age (on relevant social media platforms), region and socio-economic grade.
 - Device type
 - Date on which the ad was served
 - Time at which the ad was served
 - Platform or site on which the ad was served
 - Ad details including advertiser/brand name, ad text/description/metadata and product category details derived from e-Context (where available)
 - Creative details including promotion type and links to the ad creative (where available).
- The data was assessed by the ASA to determine whether any ads were in breach of the Advertising Code.
- In addition to the ad data collected, Kantar provided valuable insights into children's online usage. This included aggregated statistics such as the time spent online, most visited sites/apps and usage by time of day.



Q. Did you capture all types of ads?

- As set out in the technical report, we were able to capture all forms of video ads (pre, mid, or post-roll) on YouTube; sponsored/promoted ad formats on Facebook and Twitter; and sponsored ad formats on Instagram.
- At the time of conducting the study, using the available metering tool, we were unable to capture the following formats:
 - Ads in the form of Instagram Stories
 - Ads in the form of social influencer posts.



Q. What assessment of the ads did you undertake?

- The ASA manually assessed the ad data captured over the monitoring sweep.
- This involved a team of ASA category experts reviewing the results for any age-restricted ads for alcohol, gambling, HFSS, e-cigarettes, weight-loss and cosmetic intervention products.
- For many ads we were able to assess the ad creative as supplied by Kantar. Where images for the captured ads were unavailable, we matched the captured descriptions of the ads with ad campaigns listed on various ad sourcing tools, including: the Facebook Ad library; Nielsen's media monitoring tool, Portfolio; and by conducting Twitter searches.
- Where images were not available and we were unable to locate the ad campaign through the use of these tools, we reviewed the ad text description data that was captured to determine whether there was sufficient information to classify it as an ad for an age-restricted product.
- While it was relatively straightforward to determine whether a targeting breach had occurred for the majority of age-restricted products, for HFSS products a further stage of assessment was required.
 - For these results the team was required to establish whether the products featured in the ad would qualify as high in fat, salt or sugar. To do this, we followed the Department of Health (DoH) Nutrient Profiling Model (NPM) which compares energy, saturated fat, total sugar and sodium against fruit, vegetables and nut content, fibre and protein found in food and drink to determine whether or not the product is classified as HFSS.



Annex 2: Comparison of survey results

- Survey results from different sources may not be directly comparable due to a number of factors, including: differences in question wording; differing methodologies; fieldwork periods; and differing samples.
- In this annex we compare the results of our online survey (1,000 children) with those of Ofcom's Children and Parents: Media use and attitudes report 2022 (https://www.ofcom.org.uk/data/assets/pdf_file/0024/234609/childrens-media-use-and-attitudes-report-2022.pdf) and Children's Online User Ages report (<https://www.ofcom.org.uk/news-centre/2022/a-third-of-children-have-false-social-media-age-of-18>), highlighting directional similarities between the two studies.



Comparison of survey results

Finding	ASA : The 100 Children Report: Online Survey	Ofcom: Children and Parents: Media use and attitudes report 2022
Fieldwork dates	January 2022	July-August & September-October 2021
Sample size	1,000 11-17s	c. 3,300 8-17s
Children's use of tablets decreases with age while their use of mobile phone increases	Type of device you use most often to access these social media platforms <ul style="list-style-type: none"> • 11-12: Phone 75%, Tablet 17%, Desktop/laptop 6% • 13-15: Phone 81%, Tablet 9%, Desktop/laptop 9% • 16-17: : Phone 80%, Tablet 10%, Desktop/laptop 9% 	Device used to go online (see p. 6*) <ul style="list-style-type: none"> • 8-11: Phone 71%, Tablet 79%, Laptop 55% • 12-15: Phone 94%, Tablet 54%, Laptop 63% • 16-17: Phone 98%, Tablet 50%, Laptop 63%
Social media account ownership increases with age	Social media platforms you have your own profile with (any) <ul style="list-style-type: none"> • 11-12: 86% • 13-15: 96% • 16-17: 98% 	Have their own social media profile (see p. 6*) <ul style="list-style-type: none"> • 8-11: 60% • 12-15: 89% • 16-17: 94% • (Also see p. 18*: 11=72%, 12=80%, 13=92%, 14=92%, 15=93%, 16=95%, 17=94%)
The likelihood of children setting up their own social media accounts increases with age while the likelihood of parents doing so decreases with age	Who set up your account on... (all social media accounts) <p>11-12: Myself (child) 56%, Parent/guardian 31%</p> <p>13-15: Myself (child) 75%, Parent/guardian 16%</p> <p>16-17: Myself (child) 89%, Parent/guardian 7%</p>	Who set up profile (see Table 29**) <p>8-11: Child 33%, with help/someone else 64%</p> <p>12-15: Child 52%, with help/someone else 45%</p>

*Ofcom: Children and Parents: Media use and attitudes report 2022

https://www.ofcom.org.uk/_data/assets/pdf_file/0024/234609/childrens-media-use-and-attitudes-report-2022.pdf

** Ofcom: Children and Parents: Media use and attitudes report 2022 – Data tables

https://www.ofcom.org.uk/_data/assets/pdf_file/0027/232677/childrens-media-literacy-survey-2021-online-behaviours-and-attitudes-combined-wave-1-and-2-data-tables.pdf



Comparison of survey results

Finding	ASA : The 100 Children Report: Online Survey	Ofcom: Children's Online Use Ages
Fieldwork dates	January 2022	July 2022
Sample size	1,000 11-17s	1,000 8-17s
The likelihood of children setting up their own social media accounts increases with age while the likelihood of parents doing so decreases with age	<p>Who set up your account on...(all social media accounts)</p> <p>11-12: Myself (child) 56%, Parent/guardian 31%, With help 6%</p> <p>13-15: Myself (child) 75%, Parent/guardian 16%, With help 6%</p> <p>16-17: Myself (child) 89%, Parent/guardian 7%, With help 2%</p>	<p>Did you set this profile up yourself (see slides 26- 29*)</p> <p>8-12: 'Myself' ranges from 26%-51%; 'parent/guardian set it up ' ranges from 9%-27%; 'with some help from parent/guardian' ranges from 30%-43%</p> <p>13-15: 'Myself' ranges from 51%-77%; 'parent/guardian set it up' ranges from 3%-13%; 'with some help from parent/guardian' ranges from 19%-34%</p> <p>16-17: 'Myself' ranges from 76%-90%; 'parent/guardian set it up' ranges from 0-4%; 'with some help from parent/guardian' ranges from 8%-22%</p>
Older children are more likely to say they used their real date of birth when setting up their account(s). Some 11-12-year-olds claim to have used their actual age.	<p>Did you use your real date of birth when setting up your account on...(all social media accounts) - Yes</p> <p>11-12: 35%</p> <p>13-15: 44%</p> <p>16-17: 63%</p>	<p>What date of birth was used when the profile was set up? - <i>Actual date of birth</i> (see slides 31-34):</p> <p>8-12: Ranges from 22%-50%</p> <p>13-15: Ranges from 48%-69%</p> <p>16-17: Ranges from 55%-61%</p>



