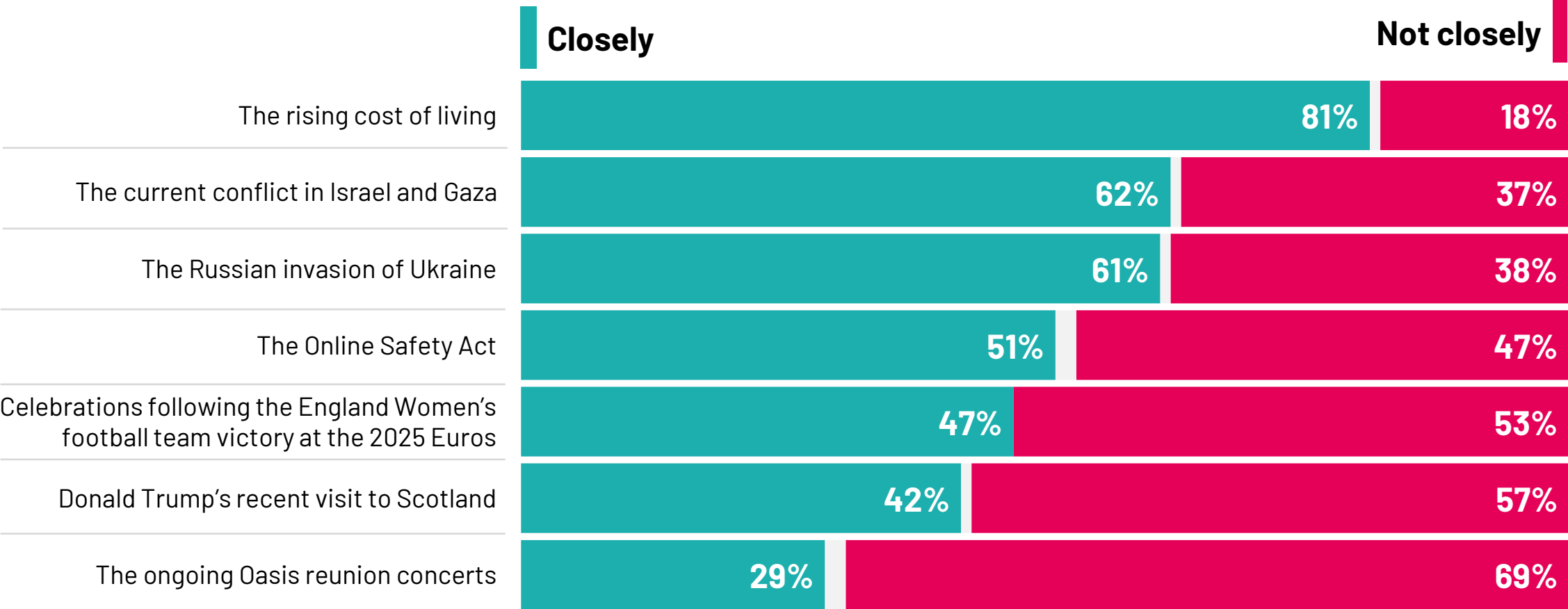


Ipsos Online Safety Act

August 2025

Half of Britons have followed stories about the Online Safety Act closely

How closely, if at all, have you been following stories about...?



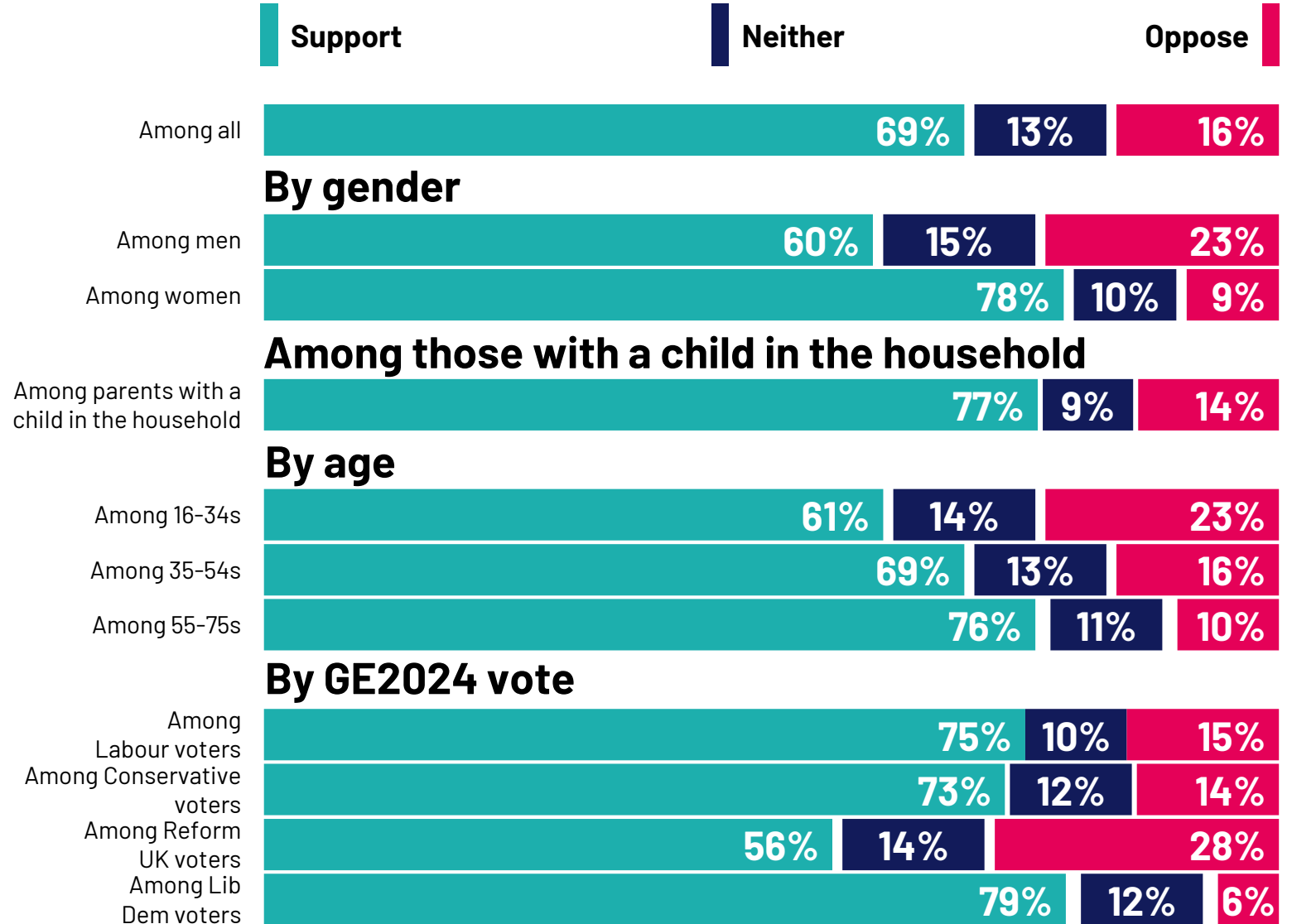
Base: 2,196 Online British adults aged 16-75, 1-5 August 2025

Seven in ten support age verification checks to access platforms hosting harmful content

To what extent do you support or oppose the introduction of age verification checks to access platforms that may host content related to suicide, self-harm, eating disorders and pornography?

Base: 2,196 Online British adults aged 18+, including (715) 16-34-year-olds, (793) 35-54s, (688) 55-75s, (748) 2024 Labour voters, (312) 2024 Conservative voters, (231) 2024 Reform UK voters, (172) 2024 Liberal Democrat voters, (1067) men, (1108) women, and (747) with at least one child in the household, 1-5 August 2025

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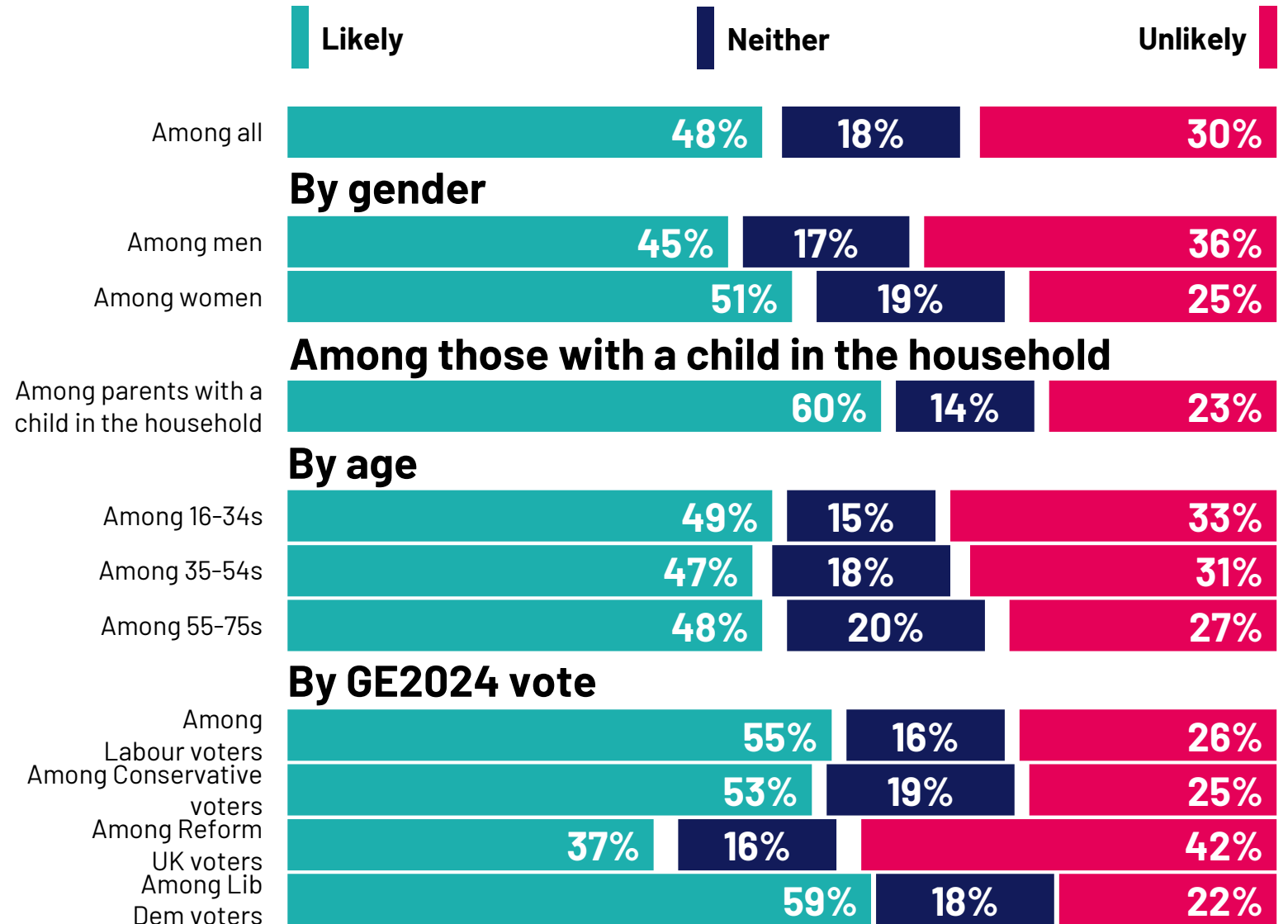


Half of Britons say they would be likely to submit proof of age to access a platform or website

How likely or unlikely would you be to submit proof of age to access a platform or website?

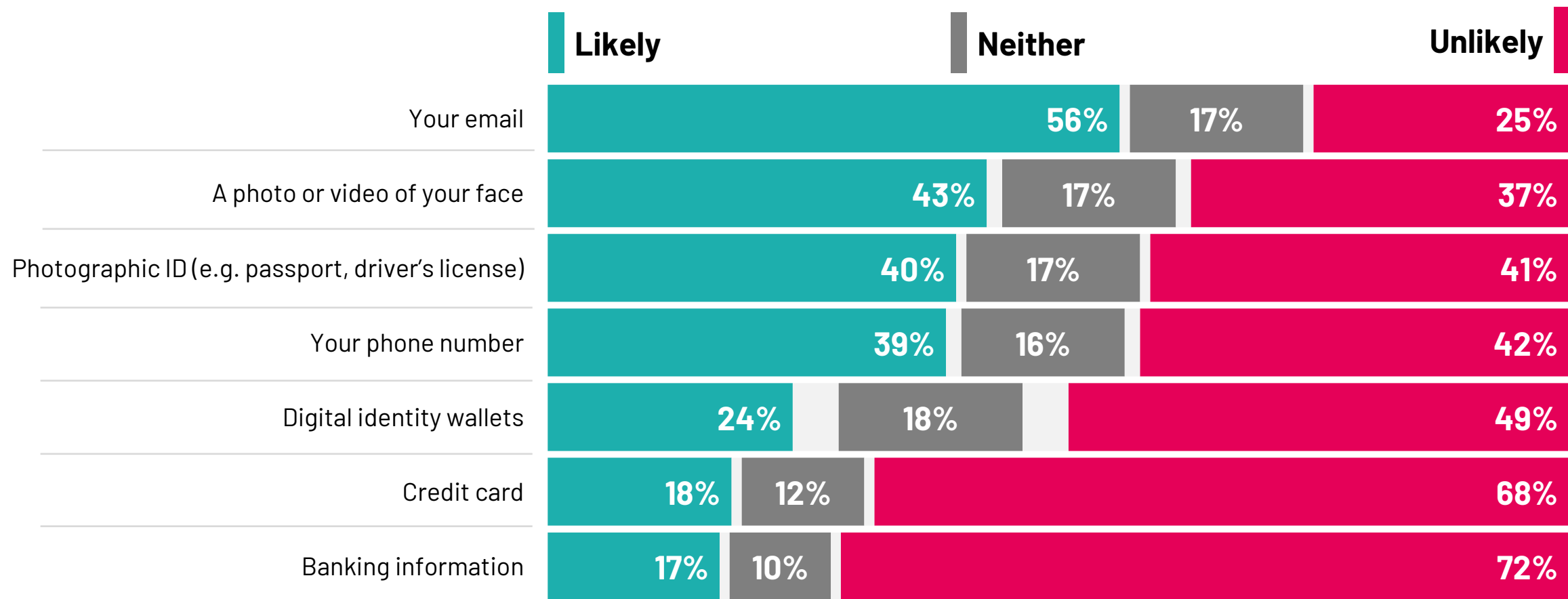
Base: 2,196 Online British adults aged 18+, including (715) 16-34-year-olds, (793) 35-54s, (688) 55-75s, (748) 2024 Labour voters, (312) 2024 Conservative voters, (231) 2024 Reform UK voters, (172) 2024 Liberal Democrat voters, (1067) men, (1108) women, and (747) with at least one child in the household, 1-5 August 2025

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Over half would likely submit their email as proof of age, but few would submit financial information like banking information or credit cards

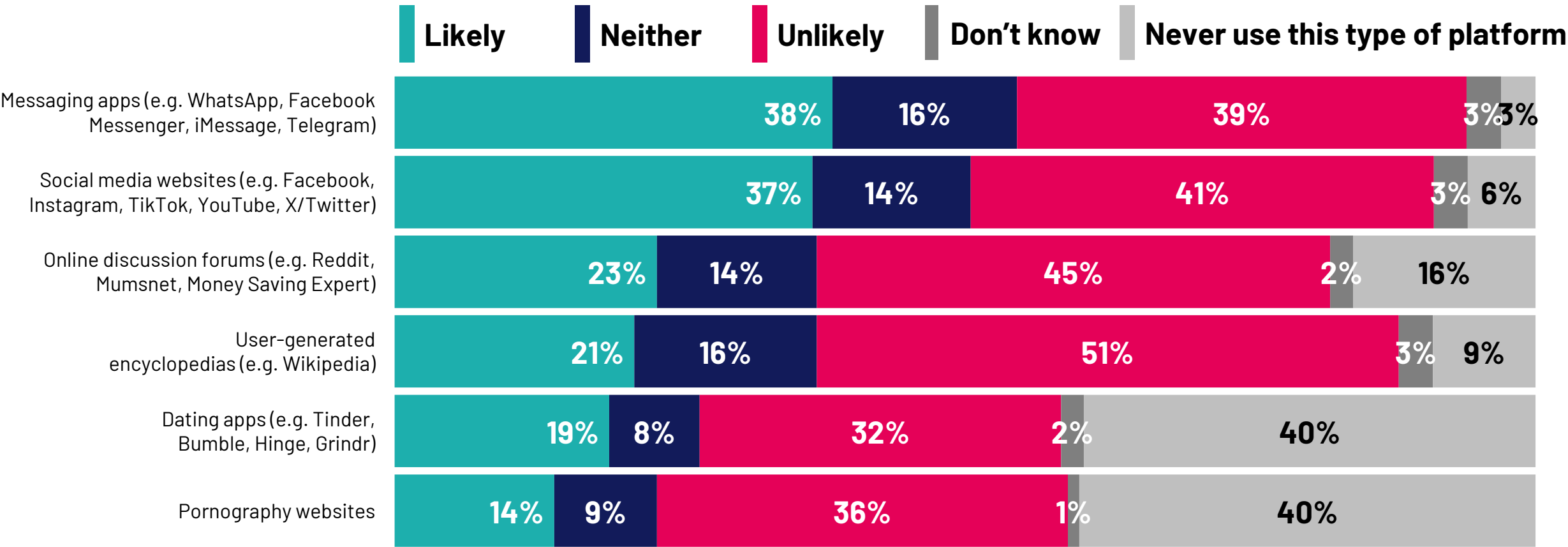
How likely or unlikely would you be to use the following as proof of age to access a platform or website?



Base: 2,196 Online British adults aged 16-75, 1-5 August 2025

Over a third say they would likely submit proof of age to access messaging apps and social media

How likely or unlikely would you be to submit any proof of age (e.g. a photo/ video, photographic ID, using banking information, digital ID wallets etc) in order to access...



Base: 2,196 Online British adults aged 16-75, 1-5 August 2025

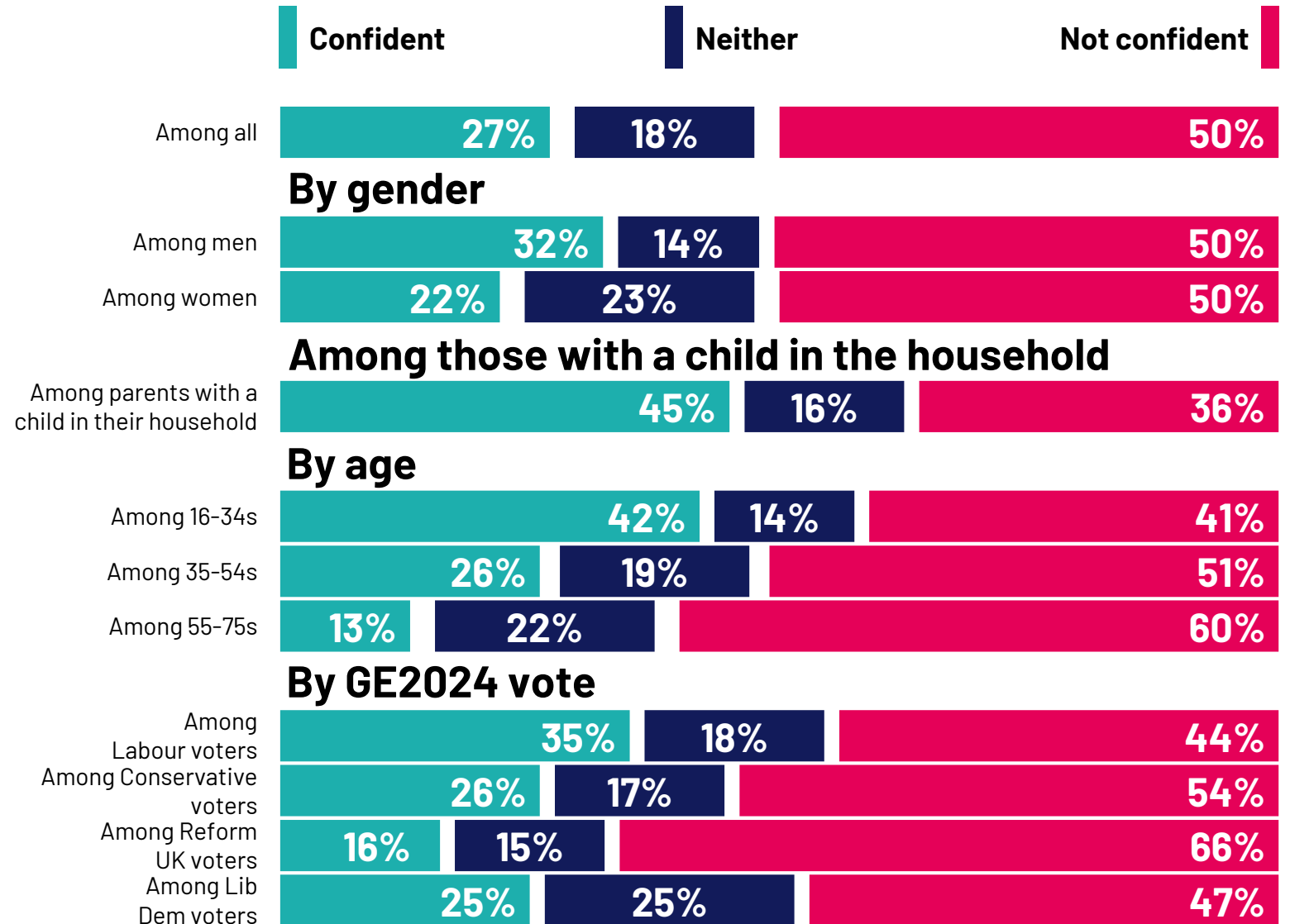


Half of Britons are not confident that the Online Safety Act will prevent children and people under 18 from seeing illegal and harmful material online, including over a third of parents

And how confident, if at all, are you that the Online Safety Act will prevent children and people under 18 from seeing illegal and harmful material online?

Base: 2,196 Online British adults aged 18+, including (715) 16-34-year-olds, (793) 35-54s, (688) 55-75s, (748) 2024 Labour voters, (312) 2024 Conservative voters, (231) 2024 Reform UK voters, (172) 2024 Liberal Democrat voters, (1067) men, (1108) women, and (747) with at least one child in the household, 1-5 August 2025

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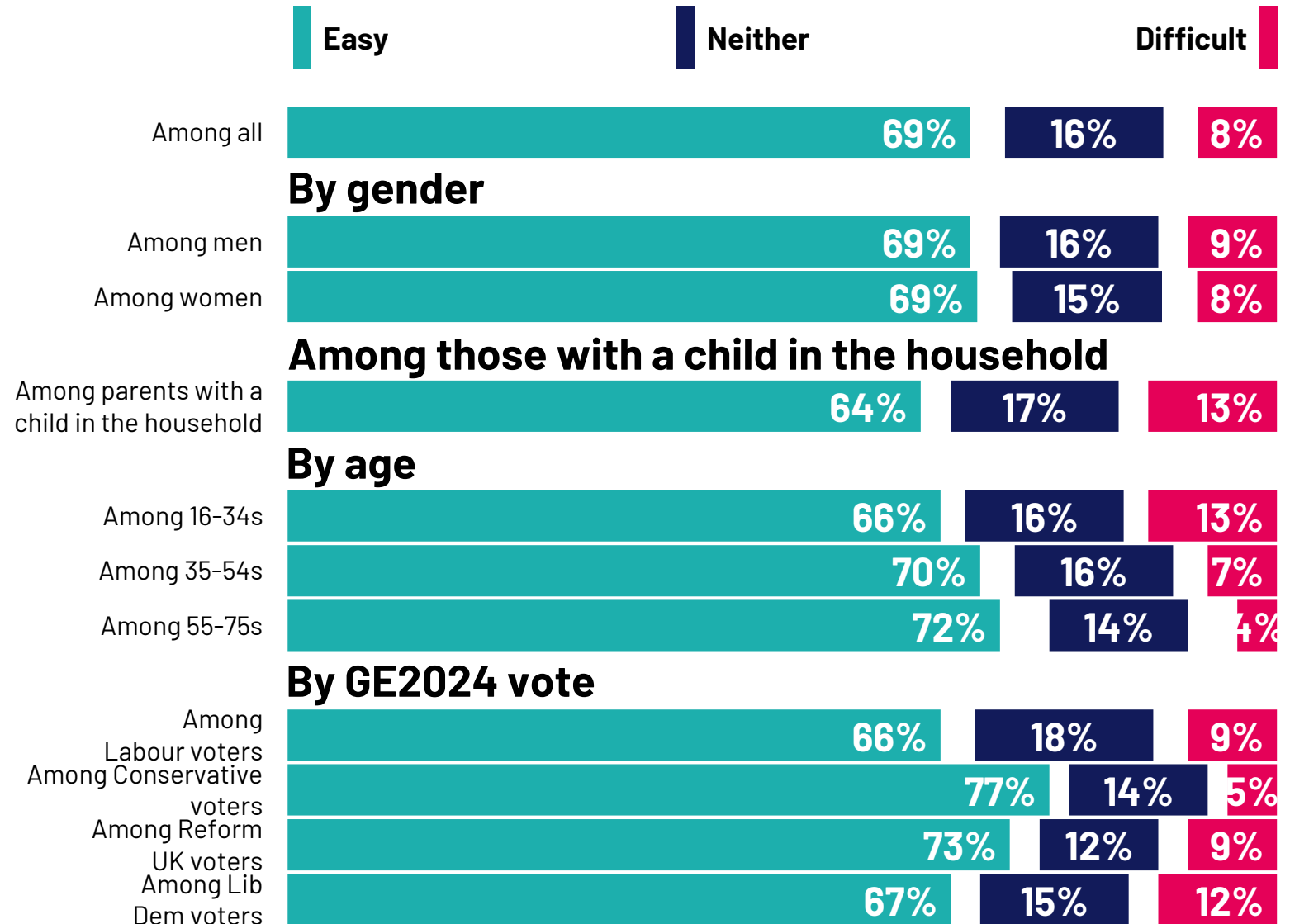


Almost seven in ten Britons think it will be easy for children and young people to get around safeguarding procedures put in place following the Online Safety Act

How easy or difficult do you think it is that children and under 18 will be able to find ways to get around the safeguarding procedures put in place following the Online Safety Act?

Base: 2,196 Online British adults aged 18+, including (715) 16-34-year-olds, (793) 35-54s, (688) 55-75s, (748) 2024 Labour voters, (312) 2024 Conservative voters, (231) 2024 Reform UK voters, (172) 2024 Liberal Democrat voters, (1067) men, (1108) women, and (747) with at least one child in the household, 1-5 August 2025

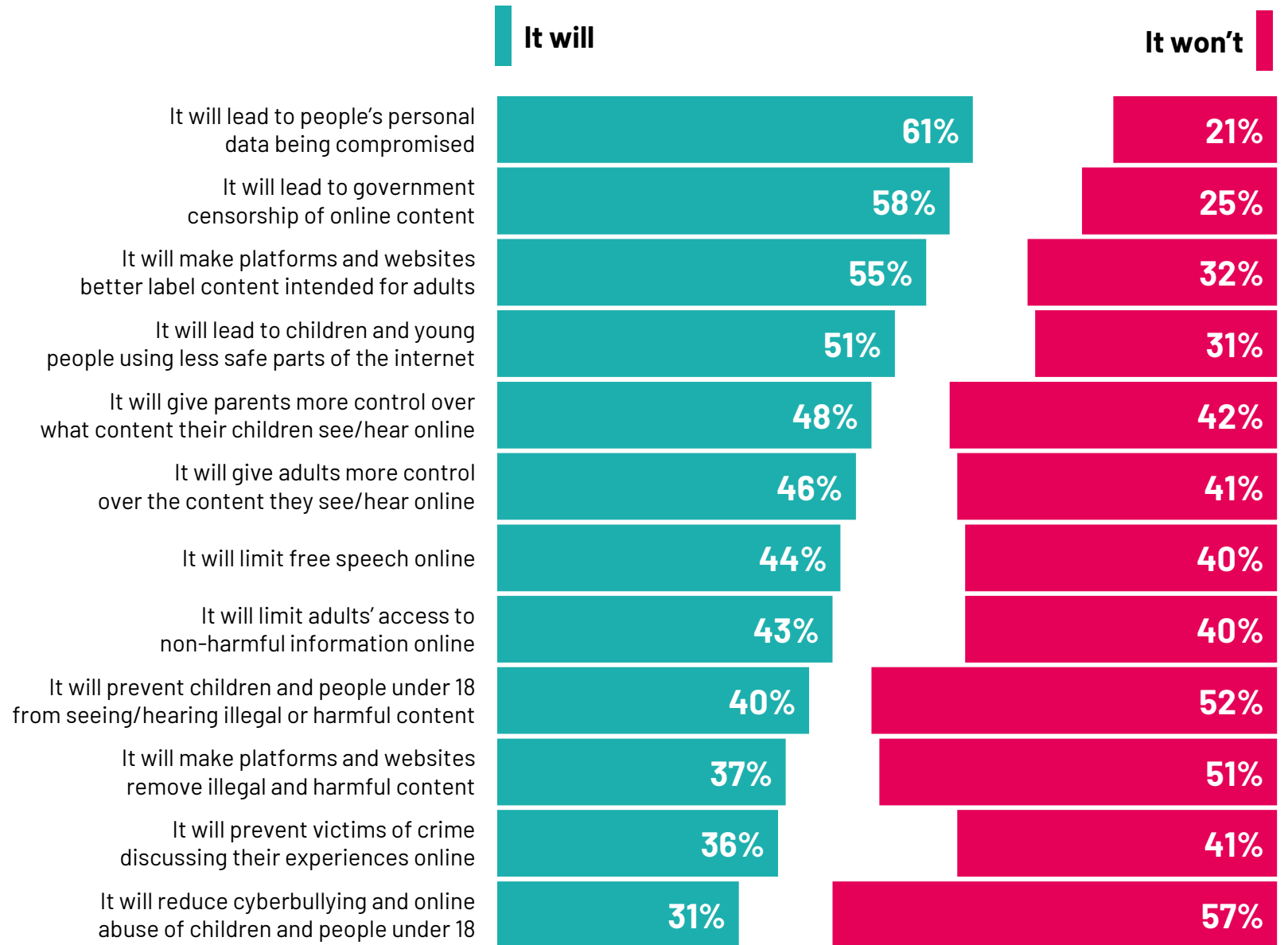
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Britons are most likely to think that the Online Safety act will lead to people's personal data being compromised and government censorship of online content.

To what extent, if at all, do you think that the Online Safety Act will do each of the following?

Base: 2,196 Online British adults aged 16-75, 1-5 August 2025



Just under one in four Britons use a VPN when browsing the internet for personal use, and a similar number say they have or considered using one following the announcement of the Online Safety Act

Do you use a VPN when browsing the internet for personal use? A VPN or Virtual Private Network masks your IP address and location when browsing the internet.



And following the announcement of the Online Safety Act, have you downloaded or purchased a VPN?



Base: 2,196 Online British adults aged 16-75, 1-5 August 2025





August 2025 Online Safety Act

For more information

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