

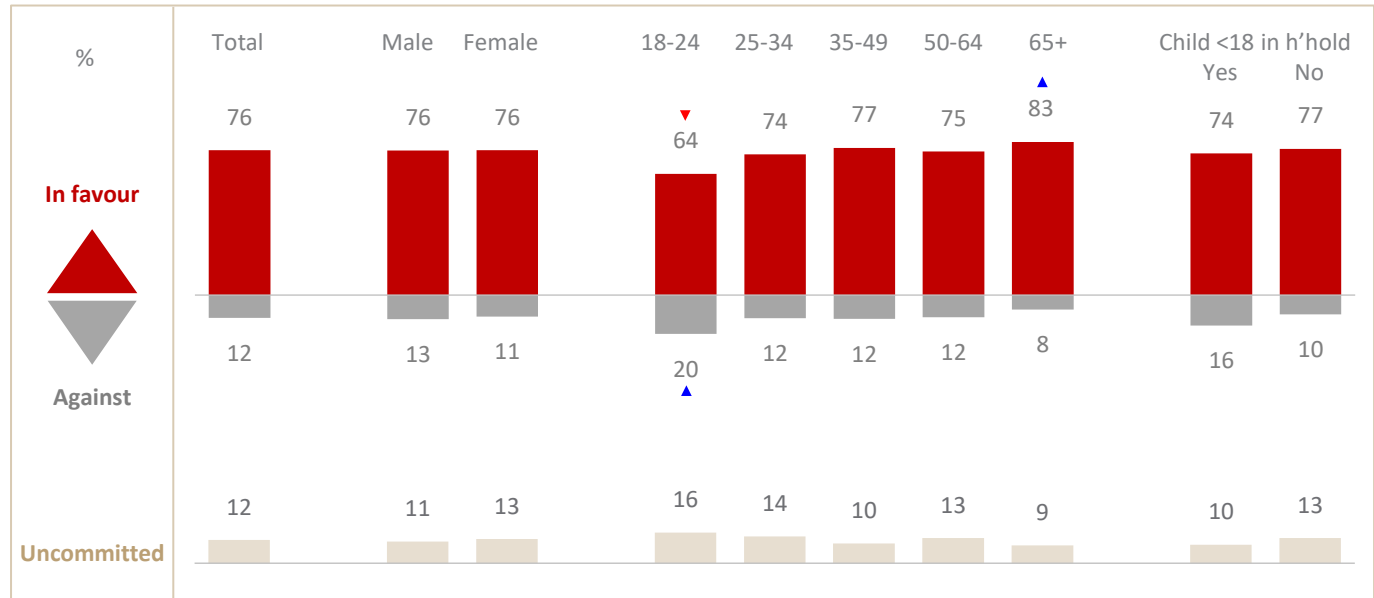
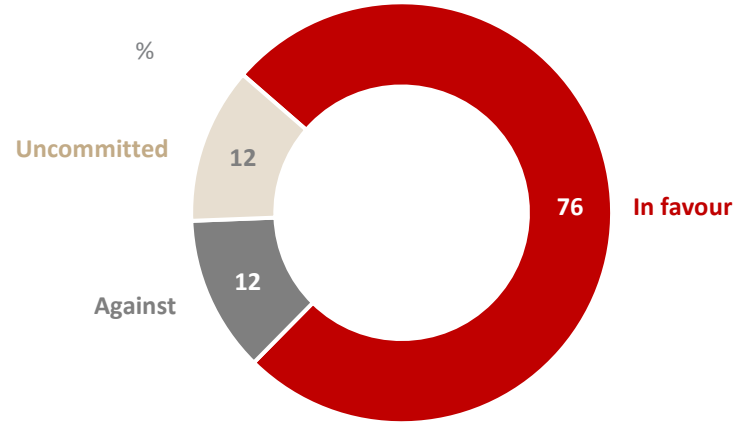
**Social Media:  
Majority support  
for minimum age of  
16**



# Support for minimum age of 16 for social media usage

Thinking now about usage of social media by **children**. Most, but not all social media platforms have a minimum age requirement of 13 years for young people to be able to register an account. It's been proposed that the minimum age for registering an account on **all** social media platforms should be **16 years**.

Are you in **favour** or **against** the minimum age for registering an account on **all** social media platforms being **16 years**.



▲ ▼ Significantly higher / lower than others

Base: Total (n= 1,229); Male (n= 615); Female (n= 614); 18-24 (n= 158); 25-34 (n= 221); 35-49 (n= 323); 50-64 (n= 315); 65+ (n= 212)  
Child<18 in h'hold (n= 414); No child in h'hold (n= 815)

- Three-quarters of Australian adults, 76%, are in favour of children being at least 16 years of age before they can register any social media account.
- There is majority support for the initiative among both males and females, and across all adult age groups, notwithstanding the majority being smaller among people aged 18 to 24, at 64%.
- Both adults from households where there are children under 18 in the home, and adults *without* children in the home, are equally supportive of the initiative.

**Methodology:** Conducted nationally online among 1,229 people aged 18+. Fieldwork was conducted over the period August 22-27, 2024. Results were post-weighted to reflect the population distribution for age, sex, area and education.