Teens, Social Media and AI Chatbots 2025

Roughly 1 in 5 U.S. teens say they are on TikTok and YouTube almost constantly. At the same time, 64% of teens say they use chatbots, including about 3 in 10 who do so daily

BY *Michelle Faverio and Olivia Sidoti*

About Pew Research Center

Pew Research Center is a nonpartisan, nonadvocacy fact tank that informs the public about the issues, attitudes and trends shaping the world. It does not take policy positions. The Center conducts public opinion polling, demographic research, computational social science research and other data-driven research. It studies politics and policy; news habits and media; the internet and technology; religion; race and ethnicity; international affairs; social, demographic and economic trends; science; research methodology and data science; and immigration and migration. Pew Research Center is a subsidiary of The Pew Charitable Trusts, its primary funder.

How we did this

Pew Research Center conducted this study to better understand teens' use of social media, the internet and artificial intelligence (AI) chatbots.

The Center conducted an online survey of 1,458 U.S. teens from Sept. 25 to Oct. 9, 2025, through Ipsos. Ipsos recruited the teens via their parents, who were part of its KnowledgePanel. The KnowledgePanel is a probability-based web panel recruited primarily through national, random sampling of residential addresses. The survey was weighted to be representative of U.S. teens ages 13 to 17 who live with their parents by age, gender, race and ethnicity, household income, and other categories.

Here are the questions used for this report, along with responses, and the survey methodology.

This research was reviewed and approved by an external institutional review board (IRB), Advarra, an independent committee of experts specializing in helping to protect the rights of research participants.

Teens, Social Media and AI Chatbots 2025

Roughly 1 in 5 U.S. teens say they are on TikTok and YouTube almost constantly. At the same time, 64% of teens say they use chatbots, including about 3 in 10 who do so daily

Even as teens express <u>mixed feelings about social media's impact</u>, these sites remain a key part of their lives, with some using them "almost constantly."

Now, AI chatbots, like ChatGPT and Character.ai, are getting teens' attention. Roughly two-thirds report using chatbots, including about three-in-ten who do so daily, according to a new Pew Research Center survey of 1,458 U.S. teens ages 13 to 17.

Which online platforms teens use

Young people turn to a variety of platforms, but **YouTube stands out for being used by nearly all teens.** Roughly nine-in-ten report ever using it.
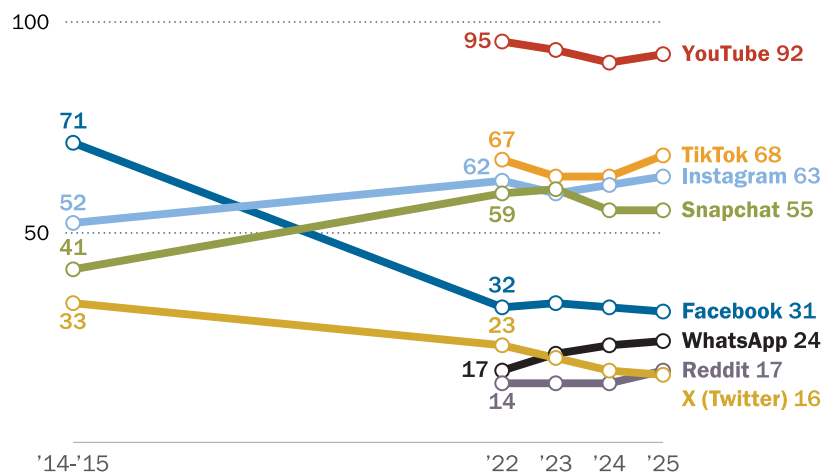
Teens widely use three other platforms:

▪ About six-in-ten or more say they use **TikTok** and **Instagram.**

▪ A somewhat smaller share say they go on **Snapchat** (55%).

Fewer use **Facebook** (31%) and **WhatsApp** (24%). And no more than about one-in-five say the same of **Reddit** or **X** (formerly Twitter).

A majority of teens continue to use YouTube, TikTok, Instagram and Snapchat

% of U.S. teens ages 13 to 17 who say they ever use the following apps or sites

YouTube 95 → 92
TikTok 67 → 68
Instagram 62 → 63
Snapchat 41, 59 → 55
Facebook 71 → 32 → 31
WhatsApp 23 → 24
Reddit 17 → 17
X (Twitter) 33, 14 → 16

'14-'15 … '22 '23 '24 '25

Note: Those who did not give an answer are not shown.
Source: Survey of U.S. teens conducted Sept. 25-Oct. 9, 2025.
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Changes over time

Today's online landscape for teens is marked by both stability and new trends.

WhatsApp is one platform that stands out for its growth in recent years. Today, roughly a quarter of teens say they use WhatsApp, up from 17% in 2022.

X and Facebook have declined in use over the past decade. Today, 16% of teens use X, down from 23% in 2022 and 33% in 2014-15. And Facebook, once the go-to platform for teens, is used today by about three-in-ten teens. This is far lower than the 71% in 2014-15, though on par with 2022.

The shares of teens who use other sites or apps, like YouTube, TikTok and Instagram, have stayed relatively stable in recent years.
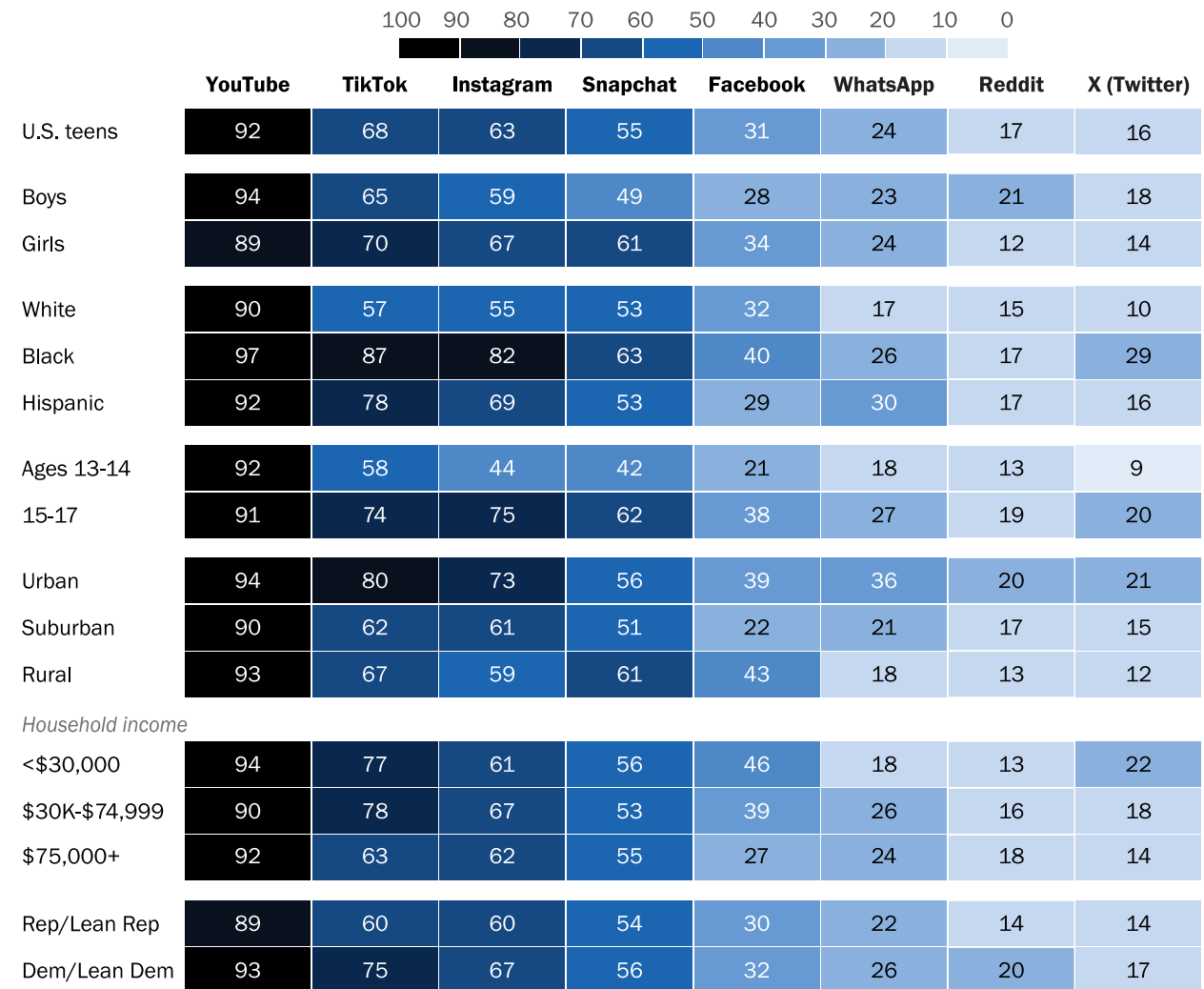
Jump to read about teens' online experiences:

Online platform use by demographic groups

Teen use of specific online platforms varies across demographic groups – including when it comes to gender, race and ethnicity, age and household income.

Teen use of some online platforms varies by age, race and ethnicity, and gender

% of U.S. teens ages 13 to 17 who say they ever use the following apps or sites

	YouTube	TikTok	Instagram	Snapchat	Facebook	WhatsApp	Reddit	X (Twitter)
U.S. teens	92	68	63	55	31	24	17	16
Boys	94	65	59	49	28	23	21	18
Girls	89	70	67	61	34	24	12	14
White	90	57	55	53	32	17	15	10
Black	97	87	82	63	40	26	17	29
Hispanic	92	78	69	53	29	30	17	16
Ages 13-14	92	58	44	42	21	18	13	9
15-17	91	74	75	62	38	27	19	20
Urban	94	80	73	56	39	36	20	21
Suburban	90	62	61	51	22	21	17	15
Rural	93	67	59	61	43	18	13	12
Household income								
<$30,000	94	77	61	56	46	18	13	22
$30K-$74,999	90	78	67	53	39	26	16	18
$75,000+	92	63	62	55	27	24	18	14
Rep/Lean Rep	89	60	60	54	30	22	14	14
Dem/Lean Dem	93	75	67	56	32	26	20	17

Note: Not all numerical differences between groups shown are statistically significant. White and Black teens include those who report being only one race and are not Hispanic. Hispanic teens are of any race. Those who did not give an answer are not shown.
Source: Survey of U.S. teens conducted Sept. 25-Oct. 9, 2025.
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By gender

Teen girls are more likely to use Snapchat and Instagram. For example, 61% of girls say they use Snapchat, compared with 49% of boys.

Meanwhile, boys are more likely to use Reddit (21% vs. 12%) and YouTube (94% vs. 89%).

By race and ethnicity

There are differences in use by race and ethnicity across all the platforms asked about except Reddit. Black teens are more likely than their White or Hispanic peers to use Instagram, TikTok, X, Snapchat and YouTube. For example, 82% of Black teens say they use Instagram. This drops to 69% among Hispanic teens and is even lower for White teens (55%). And Black teens are more likely than Hispanic teens to use Facebook.[1]

WhatsApp is used by a larger share of Hispanic and Black teens than White teens.

By age

Older teens stand out from younger teens in using nearly every platform we ask about. For instance, three-quarters of 15- to 17-year-olds say they use Instagram, compared with 44% of 13- to 14-year-olds.

YouTube is the only site measured that older and younger teens are equally likely to use.

By household income

Teens in households with lower and middle incomes are more commonly using TikTok and Facebook, a largely similar pattern to previous years.

For instance, 46% of teens living in households earning less than $30,000 a year say they use Facebook. Similarly, 39% of those in households with incomes between $30,000 and $74,999 say the same. However, this drops to 27% among teens in households earning $75,000 or more.

By party

In a pattern seen in previous Center surveys, a larger share of teens who identify as Democrats than Republicans say they use TikTok, Instagram, Reddit and YouTube.

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[1] There were not enough Asian teens in the sample to be broken out into a separate analysis. As always, their responses are incorporated into the general population figures throughout the report.

For example, there is a large partisan gap for TikTok: 75% of Democratic and Democratic-leaning teens say they use TikTok, compared with 60% of Republicans and Republican leaners.

Frequency of online platform use

YouTube is not only widely used, but it's also the platform the most teens visit on a daily basis. Roughly three-quarters of teens say they use it every day.

Somewhat smaller shares report going on two other platforms daily: TikTok (61%) and Instagram (55%).

Just under half say they visit Snapchat every day (46%), while far fewer say the same of Facebook (20%).

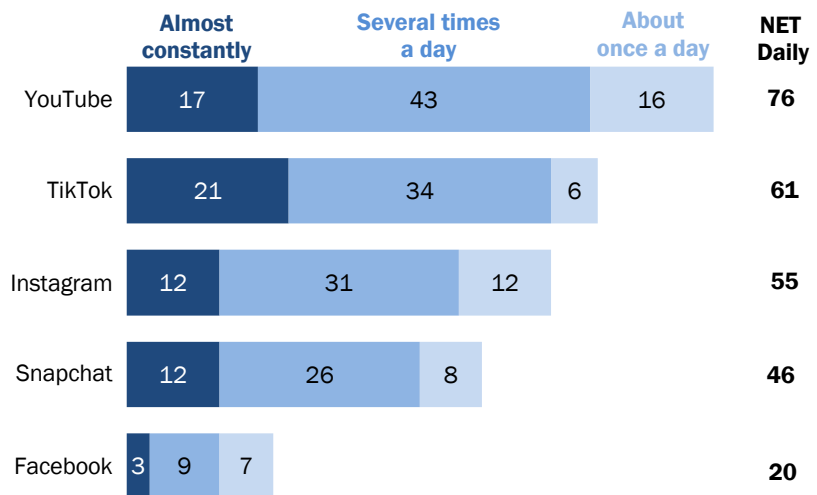Overall, teen daily use of these platforms remains relatively stable from past years.

Social media is not only a daily feature in the lives of teens, **some report using these platforms "almost constantly."** About one-in-five teens say this of TikTok and YouTube.

Most teens visit YouTube and TikTok daily, including about 1 in 5 who say they do almost constantly

% of U.S. teens ages 13 to 17 who say they visit or use the following apps or sites …

	Almost constantly	Several times a day	About once a day	NET Daily
YouTube	17	43	16	**76**
TikTok	21	34	6	**61**
Instagram	12	31	12	**55**
Snapchat	12	26	8	**46**
Facebook	3	9	7	**20**

Note: Figures may not add up to NET values due to rounding. Those who did not give an answer or gave other responses are not shown.
Source: Survey of U.S. teens conducted Sept. 25-Oct. 9, 2025.
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Fewer describe their use of Instagram and Snapchat as almost constant (12% for each). And just 3% say this of Facebook.

Across these five platforms, **36% of teens use at least one of these sites almost constantly.**

Changes over time

The share of teens who say they are on TikTok almost constantly ticked up slightly to 21% this year, from 16% in 2022. The shares who report using YouTube, Instagram, Snapchat and Facebook almost constantly have changed little since 2022.
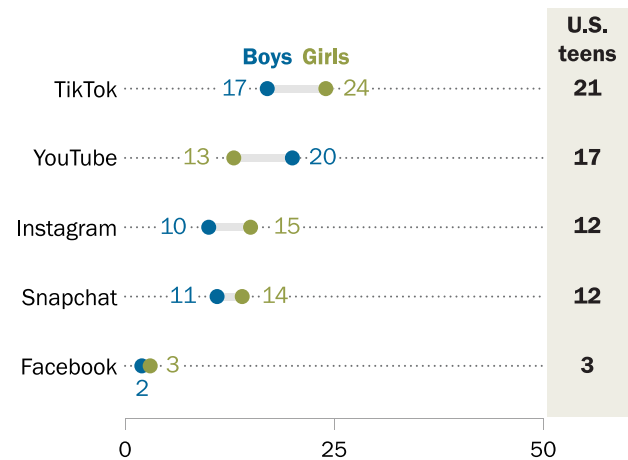
By gender

There are some gender differences in frequency of using these sites or apps.

Slightly larger shares of teen girls than boys report being on TikTok and Instagram almost constantly. Teen boys are more likely than girls to visit YouTube this often (20% vs. 13%).

Similar rates of girls and boys say they use Snapchat and Facebook almost constantly.

Teen girls are slightly more likely than boys to use TikTok, Instagram almost constantly; reverse is true for YouTube

*% of U.S. teens ages 13 to 17 who say they visit or use each of the following apps or sites **almost constantly***

	Boys	Girls	U.S. teens
TikTok	17	24	21
YouTube	13	20	17
Instagram	10	15	12
Snapchat	11	14	12
Facebook	2	3	3

Note: Those who did not give an answer or gave other responses are not shown.
Source: Survey of U.S. teens conducted Sept. 25-Oct. 9, 2025.
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By race and ethnicity

Black and Hispanic teens are particularly likely to report being on TikTok, YouTube and Instagram almost constantly.

For example, 35% of Black teens say they're on YouTube almost constantly, compared with 23% among Hispanic teens. Both groups are much more likely than White teens (8%) to say this.

There are only small or no racial or ethnic differences in visiting Snapchat or Facebook almost constantly.

Black and Hispanic teens are far more likely than White teens to say they use TikTok, YouTube and Instagram almost constantly

*% of U.S. teens ages 13 to 17 who say they visit or use each of the following apps or sites **almost constantly***
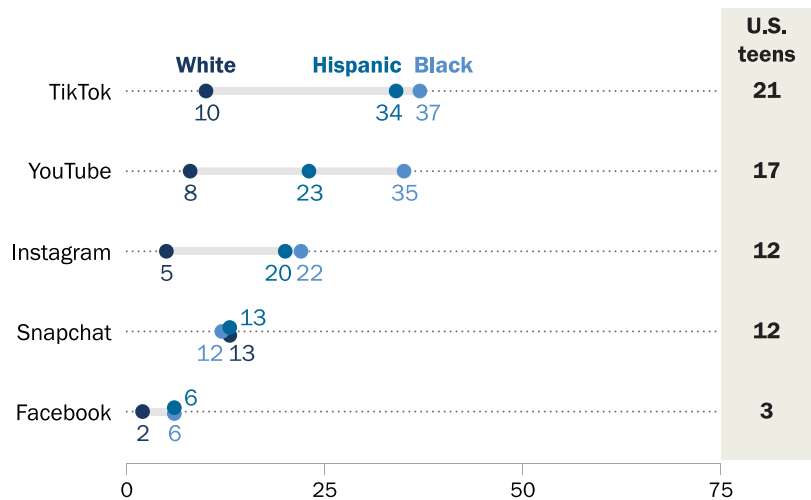
Note: White and Black teens include those who report being only one race and are not Hispanic. Hispanic teens are of any race. Those who did not give an answer or gave other responses are not shown.
Source: Survey of U.S. teens conducted Sept. 25-Oct. 9, 2025.
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Use of AI chatbots

AI chatbots have become more common in daily life, from education to entertainment. For the first time, we asked teens about their overall use of chatbots, how often they use them and which ones they turn to.
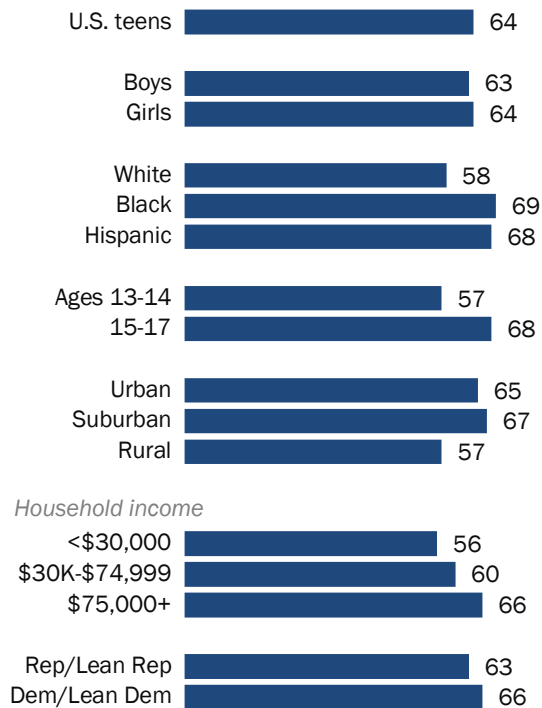
A majority of teens say they use chatbots. Roughly two-thirds of teens (64%) say they ever use an AI chatbot. Fewer (36%) do not use this tool.

While many teens use chatbots, there are some differences across demographic groups:

- **Race and ethnicity:** Roughly seven-in-ten Black and Hispanic teens say they use chatbots, higher than among White teens (58%).

- **Age:** 68% of teens ages 15 to 17 use chatbots, compared with 57% among teens 13 to 14 years old.

- **Household income:** Teens living in households earning $75,000 or more are more likely than those in households with incomes of less than $30,000 to use chatbots (66% vs. 56%). Those living in households earning $30,000 to $74,999 do not differ from either group.

A majority of teens use chatbots, but this varies by race and ethnicity, age, and income

% of U.S. teens ages 13 to 17 who say they ever use an artificial intelligence (AI) chatbot like ChatGPT, Copilot or Character.ai

U.S. teens	64
Boys	63
Girls	64
White	58
Black	69
Hispanic	68
Ages 13-14	57
15-17	68
Urban	65
Suburban	67
Rural	57
Household income	
<$30,000	56
$30K-$74,999	60
$75,000+	66
Rep/Lean Rep	63
Dem/Lean Dem	66

Note: White and Black teens include those who report being only one race and are not Hispanic. Hispanic teens are of any race. Those who did not give an answer are not shown.
Source: Survey of U.S. teens conducted Sept. 25-Oct. 9, 2025.
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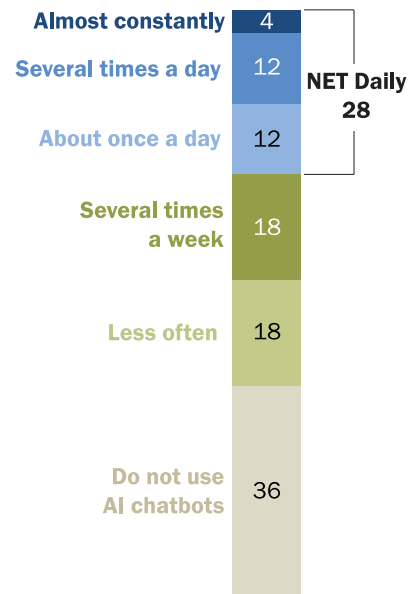
Frequency of chatbot use

About three-in-ten teens say they use AI chatbots every day, including 16% who do so several times a day or almost constantly.

Daily use of chatbots differs somewhat by race and ethnicity as well as age:

- **Race and ethnicity:** About a third of Black (35%) and Hispanic teens (33%) report using AI chatbots daily. A smaller share of White teens (22%) say the same.

- **Age:** 31% of teens ages 15 to 17 say they use chatbots on a daily basis, compared with about a quarter of those ages 13 to 14 (24%).

About 3 in 10 teens say they use AI chatbots daily

% of U.S. teens ages 13 to 17 who say they use an artificial intelligence (AI) chatbot like ChatGPT, Copilot or Character.ai …

Almost constantly	4
Several times a day	12
About once a day	12
Several times a week	18
Less often	18
Do not use AI chatbots	36

NET Daily 28

Note: "Do not use AI chatbots" refers to those who say they do not use AI chatbots or have heard nothing about them. Those who did not give an answer are not shown.
Source: Survey conducted Sept. 25-Oct. 9, 2025.
"Teens, Social Media and AI Chatbots 2025"

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Which chatbots do teens use?

In addition to understanding their overall use, we also asked teens about their use of six specific chatbots.

ChatGPT (59%) is by far the most widely used chatbot and the only one we measured that a majority of teens use.

This is more than twice the rate of the next most commonly used chatbots: **Gemini** (23%) and **Meta AI** (20%).

Fewer say they use **Copilot, Character.ai** and **Claude.**

ChatGPT by far tops the list as the most widely used AI chatbot among teens

% of U.S. teens ages 13 to 17 who say they ever use the following artificial intelligence (AI) chatbots

Chatbot	%
ChatGPT	59
Gemini	23
Meta AI	20
Copilot	14
Character.ai	9
Claude	3
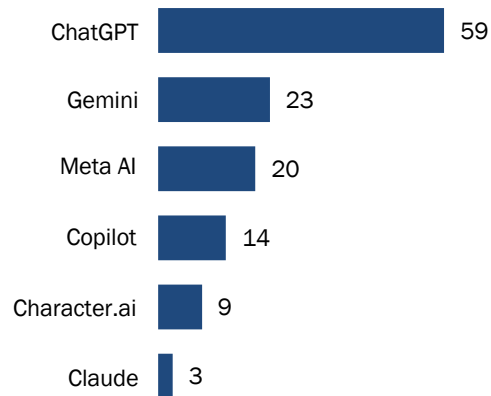
Note: Those who did not give an answer are not shown.
Source: Survey of U.S. teens conducted Sept. 25-Oct. 9, 2025.
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By race and ethnicity

Black and Hispanic teens are more likely than their White peers to say they use Gemini and Meta AI.

Black and White teens differ modestly in their use of ChatGPT and Character.ai.

There are no sig‌nificant differences in use for Copilot or Claude.

By age

Teens ages 15 to 17 are more likely than those 13 to 15 to report using ChatGPT and Meta AI.

By household income

Black and Hispanic teens stand out from White teens as users on some AI chatbots

% of U.S. teens ages 13 to 17 who say they ever use the following artificial intelligence (AI) chatbots

Note: White and Black teens include those who report being only one race and are not Hispanic. Hispanic teens are of any race. Those who did not give an answer are not shown.
Source: Survey of U.S. teens conducted Sept. 25-Oct. 9, 2025.
"Teens, Social Media and AI Chatbots 2025"

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ChatGPT use is more common among teens in higher-income households. About six-in-ten teens living in households earning $75,000 or more (62%) say they use it. That compares with 52% of teens living in households earning less than $75,000.

Meanwhile, lower- and middle-income teens are more likely to use Character.ai. Some 14% of teens in households with incomes of less than $75,000 report using it. This is double the rate among teens in households with incomes of $75,000 or more (7%).

Go to the appendix for a full breakdown of AI chatbot use by demographic groups.
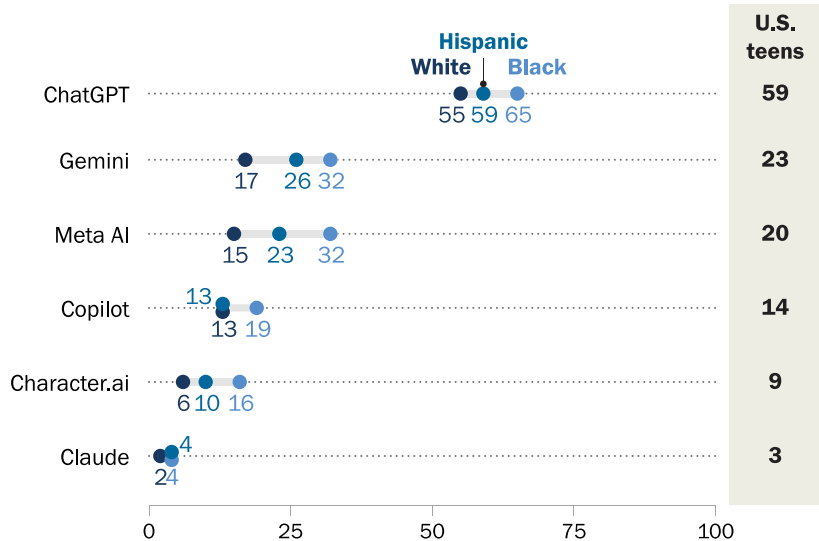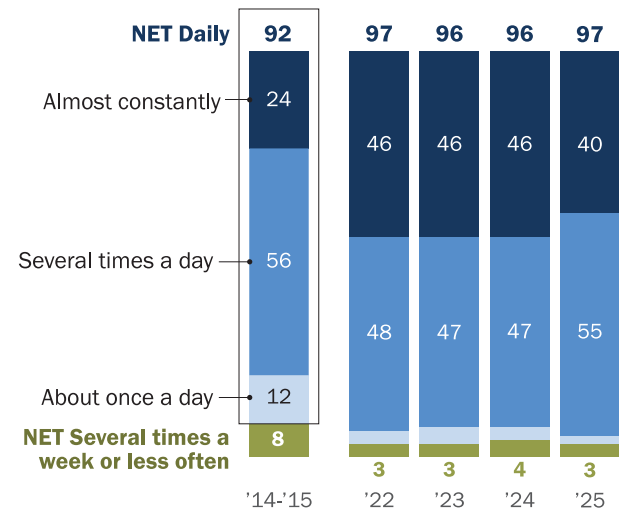
Teens' internet use

The survey also explores how often teens use the internet.

Nearly all U.S. teens (97%) say they use the internet daily, including **four-in-ten who say they are almost constantly online.**

The share of teens who say they're online almost constantly is much higher today than a decade ago, though it's a slight dip from last year.

4 in 10 teens say they're online 'almost constantly,' up from 24% a decade ago

% of U.S. teens ages 13 to 17 who say they use the internet …

	'14-'15	'22	'23	'24	'25
NET Daily	92	97	96	96	97
Almost constantly	24	46	46	46	40
Several times a day	56	48	47	47	55
About once a day	12				
NET Several times a week or less often	8	3	3	4	3

Note: Figures may not add up to NET values due to rounding. Those who did not give an answer are not shown.
Source: Survey of U.S. teens conducted Sept. 25-Oct. 9, 2025.
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By race and ethnicity

Black (55%) and Hispanic teens (52%) are about twice as likely as White teens (27%) to say they're online almost constantly.

By age

Being online almost constantly is more common for older teens. While 43% of 15- to 17-year-olds report being online almost constantly, 34% of 13- and 14-year-olds report this.
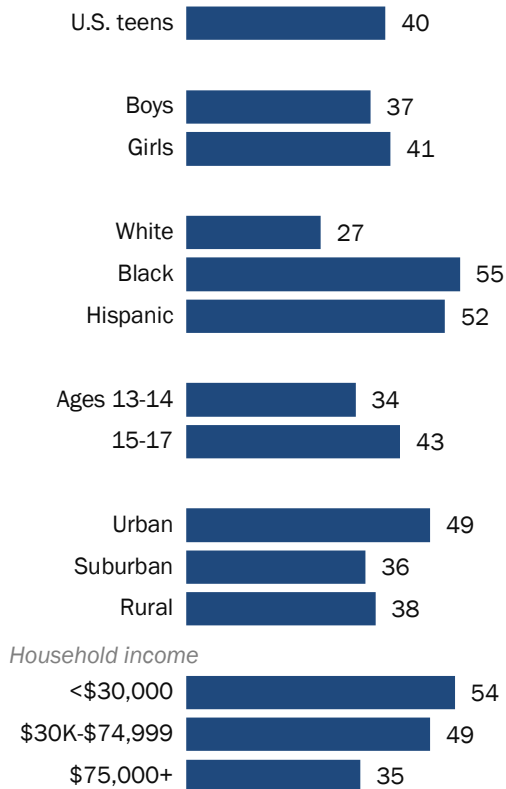
By household income

Teens living in households that earn less than $75,000 annually are more likely than those in households earning $75,000 or more to say they use the internet almost constantly.

There are no significant differences in internet use by gender.

Black and Hispanic teens are far more likely than White teens to say they're online almost constantly

*% of U.S. teens ages 13 to 17 who say they use the internet **almost constantly***

U.S. teens	40
Boys	37
Girls	41
White	27
Black	55
Hispanic	52
Ages 13-14	34
15-17	43
Urban	49
Suburban	36
Rural	38
Household income	
<$30,000	54
$30K-$74,999	49
$75,000+	35

Note: White and Black teens include those who report being only one race and are not Hispanic. Hispanic teens are of any race. Those who did not give an answer or gave other responses are not shown.
Source: Survey of U.S. teens conducted Sept. 25-Oct. 9, 2025. "Teens, Social Media and AI Chatbots 2025"

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Appendix: Detailed table

Teen use of AI chatbots, by demographic group

% of U.S. teens ages 13 to 17 who say they ever use the following artificial intelligence (AI) chatbots

	ChatGPT	Gemini	Meta AI	Copilot	Character.ai	Claude
U.S. teens	59	23	20	14	9	3
Boys	59	24	21	15	8	4
Girls	58	22	19	14	10	2
White	55	17	15	13	6	2
Black	65	32	32	19	16	4
Hispanic	59	26	23	13	10	4
Ages 13-14	51	20	17	12	7	2
15-17	64	24	22	16	10	3
Urban	59	27	27	16	12	4
Suburban	61	23	16	15	8	3
Rural	53	18	22	12	8	2
Household income						
<$30,000	48	19	23	13	15	2
$30K-$74,999	53	25	25	13	13	5
$75,000+	62	23	18	15	7	2
Rep/Lean Rep	58	20	20	16	8	2
Dem/Lean Dem	60	26	21	14	11	4

Note: Not all numerical differences between groups shown are statistically significant. White and Black teens include those who report being only one race and are not Hispanic. Hispanic teens are of any race. Those who did not give an answer are not shown.
Source: Survey of U.S. teens conducted Sept. 25-Oct. 9, 2025.
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Acknowledgments

Methodology

The analysis in this report is based on a self-administered web survey conducted from Sept. 25 to Oct. 9, 2025, among a sample of 1,458 dyads, with each dyad (or pair) comprised of one U.S. teen ages 13 to 17 and one parent per teen. The margin of sampling error for the full sample of 1,458 teens is plus or minus 3.3 percentage points. The survey was conducted by Ipsos Public Affairs in English and Spanish using KnowledgePanel, its nationally representative online research panel.

The research plan for this project was submitted to an external institutional review board (IRB), Advarra, which is an independent committee of experts that specializes in helping to protect the rights of research participants. The IRB thoroughly vetted this research before data collection began. Due to the risks associated with surveying minors, this research underwent a full board review and received approval (Approval ID Pro00089395).

KnowledgePanel members are recruited through probability sampling methods and include both those with internet access and those who did not have internet access at the time of their recruitment. KnowledgePanel provides internet access for those who do not have it and, if needed, a device to access the internet when they join the panel. KnowledgePanel's recruitment process was originally based exclusively on a national random-digit-dialing (RDD) sampling methodology. In 2009, Ipsos migrated to an address-based sampling (ABS) recruitment methodology via the U.S. Postal Service's Computerized Delivery Sequence File. The Computerized Delivery Sequence File has been estimated to cover as much as 98% of the population, although some studies suggest that the coverage could be in the low 90% range.[2]

Panelists were sampled to participate in this survey if they indicated on an earlier profile survey that they were the parent of a teen ages 13 to 17. A random sample of 3,516 panel members were invited to participate in the study. Respondents were rescreened and considered eligible for the survey if they reconfirmed that they were the parent of at least one child age 13 to 17. Eligible parents were then asked a series of questions about their teen in addition to requesting permission to contact the teen to complete an additional questionnaire. In households with more than one eligible teen, parents were asked to think about one randomly selected teen, and that teen was instructed to complete the teen portion of the survey. A survey was considered complete if both the parent and selected teen completed their portions of the questionnaire.

Of the sampled panelists, 2,331 responded to the invitation and 2,067 were deemed eligible. Among the eligible households, 1,458 completed the parent portion of the survey and had their selected teen complete the teen portion of the survey, yielding an eligibility rate of 89% and a final

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[2] AAPOR Task force on Address-based Sampling. 2016. "AAPOR Report: Address-based Sampling."

stage completion rate of 71%.[3] This yielded a study-level response rate (AAPOR RR1) of 45%. The cumulative response rate accounting for nonresponse to the recruitment surveys and attrition is 1.2%.

Upon completion, qualified respondents received a cash-equivalent incentive worth $10 for completing the survey. To encourage response from non-Hispanic Black panelists, the incentive was $40.

All panelists received email invitations, and any nonresponders received reminders, shown in the table. The field period was closed on Oct. 9, 2025.

Invitation and reminder dates

Invitation	Sept. 25, 2025
First reminder	Sept. 27, 2025
Second reminder	Oct. 1, 2025
Third reminder *(only sent to Hispanic nonresponders)*	Oct. 4, 2025

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Weighting

The analysis in this report was performed using separate weights for parents and teens. The parent weight was created in a multistep process that begins with a base design weight for the parent, which is computed to reflect their probability of selection for recruitment into the KnowledgePanel. These selection probabilities were then adjusted to account for the probability of selection for

Weighting dimensions

Variable	Benchmark source
Age x Gender	2025 March Supplement of the Current Population Survey (CPS)
Race/Ethnicity	
Census Region	
Metropolitan Status	
Education (parents only)	
Household Income	
Household Income x Race/Ethnicity	
Total Household Size	
Language proficiency	2023 American Community Survey (ACS)

Note: Estimates from the ACS are based on noninstitutionalized adults.

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this survey which included oversamples of Black and Hispanic parents. Next, an iterative technique was used to align the parent design weights to population benchmarks for parents of teens ages 13 to 17 on the dimensions identified in the accompanying table, to account for any differential nonresponse that may have occurred.

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[3] The 1,458 qualified interviews exclude three cases that were dropped for having skipped one-third or more of the survey questions.

To create the teen weight, an adjustment factor was applied to the final parent weight to reflect the selection of one teen per household. Finally, the teen weights were further raked to match the demographic distribution for teens ages 13 to 17 who live with parents. The teen weights were adjusted on the same teen dimensions as parent dimensions with the exception of teen education, which was not used in the teen weighting.

Sampling errors and tests of statistical significance take into account the effect of weighting.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Sample sizes and margins of error, Teens Survey 2025

Group	Unweighted sample size	Weighted %	Plus or minus ...
Teens (ages 13 to 17)	1,458		3.3 percentage points
Boys	764		4.5 percentage points
Girls	673		4.8 percentage points
White, non-Hispanic	536		4.9 percentage points
Black, non-Hispanic	279		7.8 percentage points
Hispanic	492		6.1 percentage points
Ages 13 to 14	612		5.1 percentage points
15 to 17	846		4.2 percentage points
Urban	413		6.5 percentage points
Suburban	675		4.6 percentage points
Rural	366		6.6 percentage points
Household income			
<$30,000	300		7.9 percentage points
$30K-$74,999	431		5.9 percentage points
$75,000+	727		4.2 percentage points
Rep/Lean Rep	552	43	5.1 percentage points
Dem/Lean Dem	779	49	4.5 percentage points

Note: This survey includes oversamples of non-Hispanic Black and Hispanic respondents. Unweighted sample sizes do not account for the sample design or weighting and do not describe a group's contribution to weighted estimates. Refer to the Weighting section for details.

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Sample sizes and sampling errors for subgroups are available upon request.

Dispositions and response rates

Final dispositions, Teens Survey 2025

	AAPOR code	TOTAL N
Completed interview	1.1	1,458
Eligible panelist, but broke off before completing survey	2.10	606
Teen broke off		45
Teen never started survey		112
Parent did not provide consent to contact teen		449
Survey completed after close of the field period	2.27	0
Eligible, but other non-interview	2.30	0
Completed interview but was removed for data quality	2.90	3
Screener not completed	3.20	1,185
Screened out	4.10	264
Total panelists sampled for the survey		**3,516**
Completed interviews	I	1,458
Partial interviews	P	0
Refusals	R	606
Non-contact	NC	0
Other	O	3
Unknown household	UH	0
Unknown other	UO	1,185
Not eligible	NE	264
Total		**3,516**
Screener completion rate: SCR COMP = (I+R+O+NE)/Full Sample		66%
Est. eligibility rate among unscreened: e = (I+P+R+NC+O)/(I+P+R+NC+O+NE)		89%
Main interview completion rate: COMP 1 = I/(I+P+R+O)		71%
AAPOR Overall Survey Completion Rate 1 = I / (I+P+R+NC+O+UH+UO)		45%
AAPOR Overall Survey Completion Rate 3 = I / (I+P+R+NC+O+[e*(UH+UO)])		**47%**

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Cumulative response rate, Teens Survey 2025

Study-specific average panel recruitment rate	8%
% of those agreeing to join who were active panelists at start of Teen Survey 2025	33%
Completion rate to Teen Survey 2025	45%
Cumulative response rate	**1.2%**

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2025 PEW RESEARCH CENTER'S TEENS SURVEY
Teens & Technology (Teens Ages 13-17)
September 25-October 9, 2025

TOPLINE
N=1,458

NOTE: All numbers are percentages unless otherwise noted. Percentages less than 0.5% are replaced by an asterisk (*). Rows/columns may not total 100% due to rounding.

PN = Programming note

	Sample size	Margin of error at 95% confidence level
U.S. teens ages 13-17	1,458	+/- 3.3 percentage points

INTREQ
ASK ALL:

About how often do you use the internet, either on a computer or a cellphone?[4]

Sep 25-Oct 9, 2025		Sep 18-Oct 10, 2024	Sep 26-Oct 23, 2023	Apr 14-May 4, 2022	Sep 25-Oct 9, 2014 & Feb 10-Mar 16, 2015
40	Almost constantly	46	46	46	24
55	Several times a day	47	47	48	56
2	About once a day	3	4	3	12
2	Several times a week	2	2	1	5
1	Less often	2	1	2	3
*	No answer	0	1	0	0

TSNS1
ASK ALL:
[PN: RANDOMIZE ITEMS]

Do you ever use any of the following apps or sites?

		Yes, I use this app or site	No, I do not use this app or site	No answer
a.	X (formerly Twitter)[5]			
	Sep 25-Oct 9, 2025	16	83	1
	Sep 18-Oct 10, 2024	17	82	1
	Sep 26-Oct 23, 2023	20	79	1
	Apr 14-May 4, 2022	23	77	*
	Sep 25-Oct 9, 2014 & Feb 10-Mar 16, 2015	33	66	*
b.	Instagram			
	Sep 25-Oct 9, 2025	63	37	*
	Sep 18-Oct 10, 2024	61	39	*
	Sep 26-Oct 23, 2023	59	41	*

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[4] September-October 2014/February-March 2015 wording was "Overall, how often do you use the internet?" (K2) with response options of "Almost constantly," "Several times a day," "About once a day," "Several times a week," "Once a week" and "Less often." The options "Once a week" (1%) and "Less often" (2%) have been combined and presented together under "Less often" in this table.

[5] Item wording in September-October 2023 was "Twitter (recently renamed to "X")." For April-May 2022 and September-October 2014/February-March 2015, it was "Twitter."

Apr 14-May 4, 2022	62	38	*
Sep 25-Oct 9, 2014 & Feb 10-Mar 16, 2015	52	48	*

c.   Facebook

Sep 25-Oct 9, 2025	31	68	1
Sep 18-Oct 10, 2024	32	67	1
Sep 26-Oct 23, 2023	33	67	1
Apr 14-May 4, 2022	32	67	*
Sep 25-Oct 9, 2014 & Feb 10-Mar 16, 2015	71	29	*

d.   Snapchat

Sep 25-Oct 9, 2025	55	45	*
Sep 18-Oct 10, 2024	55	44	1
Sep 26-Oct 23, 2023	60	39	1
Apr 14-May 4, 2022	59	41	*
Sep 25-Oct 9, 2014 & Feb 10-Mar 16, 2015	41	59	*

e.   YouTube

Sep 25-Oct 9, 2025	92	8	*
Sep 18-Oct 10, 2024	90	10	*
Sep 26-Oct 23, 2023	93	6	*
Apr 14-May 4, 2022	95	5	*

NO ITEM f.

g.   Reddit

Sep 25-Oct 9, 2025	17	83	1
Sep 18-Oct 10, 2024	14	85	1
Sep 26-Oct 23, 2023	14	85	1
Apr 14-May 4, 2022	14	85	1

h.   TikTok

Sep 25-Oct 9, 2025	68	32	*
Sep 18-Oct 10, 2024	63	36	1
Sep 26-Oct 23, 2023	63	36	1
Apr 14-May 4, 2022	67	33	*

NO ITEM i.

j.   WhatsApp

Sep 25-Oct 9, 2025	24	76	*
Sep 18-Oct 10, 2024	23	76	1
Sep 26-Oct 23, 2023	21	79	1
Apr 14-May 4, 2022	17	82	*

NO ITEMS k-m

TSNS2
ASK IF USES INSTAGRAM, FACEBOOK, SNAPCHAT, YOUTUBE OR TIKTOK (TSNS1b-e,h=1):
[PN: SHOW IN SAME ORDER AS TSNS1]

Thinking about the sites or apps you use, about how often do you visit or use…

		Almost constantly	Several times a day	About once a day	Several times a week	Less often	No answer
NO ITEM a							
b.	**ASK IF INSTAGRAM USER (TSNS1b=1) [N=908]:** Instagram						
	Sep 25-Oct 9, 2025	19	49	19	8	6	0
	Sep 18-Oct 10, 2024	19	47	17	11	6	*
	Sep 26-Oct 23, 2023	14	46	20	11	8	*
	Apr 14-May 4, 2022	16	44	20	12	8	*
c.	**ASK IF FACEBOOK USER (TSNS1c=1) [N=460]:** Facebook						
	Sep 25-Oct 9,2025	10	29	23	18	20	0
	Sep 18-Oct 10, 2024	9	30	24	18	19	1
	Sep 26-Oct 23, 2023	9	25	25	18	22	1
	Apr 14-May 4, 2022	7	26	24	18	24	1
d.	**ASK IF SNAPCHAT USER (TSNS1d=1) [N=772]:** Snapchat						
	Sep 25-Oct 9, 2025	23	49	14	7	8	0
	Sep 18-Oct 10, 2024	23	49	14	8	6	*
	Sep 26-Oct 23, 2023	24	48	13	8	6	*
	Apr 14-May 4, 2022	25	49	11	6	8	*
e.	**ASK IF YOUTUBE USER (TSNS1e=1) [N=1,349]:** YouTube						
	Sep 25-Oct 9, 2025	18	47	17	12	5	*
	Sep 18-Oct 10, 2024	17	44	20	13	6	*
	Sep 26-Oct 23, 2023	17	40	18	15	9	*
	Apr 14-May 4, 2022	20	43	18	13	6	0
NO ITEMS f-g							
h.	**ASK IF TIKTOK USER (TSNS1h=1) [N=996]:** TikTok						
	Sep 25-Oct 9,2025	31	51	10	6	3	*
	Sep 18-Oct 10, 2024	25	55	11	6	4	*
	Sep 26-Oct 23, 2023	27	51	14	6	3	*
	Apr 14-May 4, 2022	25	48	14	8	5	*

NO ITEMS i-m

TSNS2
BASED ON ALL TEENS:

		Almost constantly	Several times a day	About once a day	Several times a week	Less often	No answer to TSNS1	Does not use platform	No answer to TSNS2
NO ITEM a									
b.	Instagram								
	Sep 25-Oct 9, 2025	12	31	12	5	3	*	37	0
	Sep 18-Oct 10, 2024	12	28	10	7	4	*	39	*
	Sep 26-Oct 23, 2023	8	27	12	7	5	*	41	*
	Apr 14-May 4, 2022	10	27	12	7	5	*	38	*
c.	Facebook								
	Sep 25-Oct 9, 2025	3	9	7	6	6	1	68	0
	Sep 18-Oct 10, 2024	3	10	8	6	6	1	67	*
	Sep 26-Oct 23, 2023	3	8	8	6	7	1	67	*
	Apr 14-May 4, 2022	2	8	8	6	8	*	67	*
d.	Snapchat								
	Sep 25-Oct 9, 2025	12	26	8	4	4	*	45	0
	Sep 18-Oct 10, 2024	13	27	8	5	3	1	44	*
	Sep 26-Oct 23, 2023	14	29	8	5	4	1	39	*
	Apr 14-May 4, 2022	15	29	7	3	5	*	41	*
e.	YouTube								
	Sep 25-Oct 9, 2025	17	43	16	11	5	*	8	*
	Sep 18-Oct 10, 2024	15	39	18	11	6	*	10	*
	Sep 26-Oct 23, 2023	16	38	17	14	8	*	6	*
	Apr 14-May 4, 2022	19	41	17	12	6	*	5	0
NO ITEMS f-g									
h.	TikTok								
	Sep 25-Oct 9, 2025	21	34	6	4	2	*	32	*
	Sep 18-Oct 10, 2024	16	34	7	4	2	1	36	*
	Sep 26-Oct 23, 2023	17	32	9	4	2	1	36	*
	Apr 14-May 4, 2022	16	32	9	5	4	*	33	*

NO ITEMS i-m

ADDITIONAL QUESTIONS HELD

TCHATUSE
ASK IF HEARD ABOUT AI CHATBOTS (TCHATAWARE=1,2) [N=1,380]:[6]

Do you ever use an artificial intelligence (AI) chatbot like ChatGPT, Copilot or Character.ai?

<u>Sep 25-Oct 9, 2025</u>
67	Yes, I do
33	No, I do not
*	No answer

TCHATUSE
BASED ON ALL TEENS:

<u>Sep 25-Oct 9, 2025</u>
64	Yes, I do
31	No, I do not
*	No answer to TCHATUSE
5	Has not heard about AI chatbots
*	No answer to TCHATAWARE

TCHATFREQ
ASK IF EVER USES AN AI CHATBOT (TCHATUSE=1) [N=894]:

About how often do you use an artificial intelligence (AI) chatbot like ChatGPT, Copilot or Character.ai?

<u>Sep 25-Oct 9, 2025</u>
6	Almost constantly
19	Several times a day
19	About once a day
27	Several times a week
28	Less often
0	No answer

TCHATFREQ
BASED ON ALL TEENS:

<u>Sep 25-Oct 9, 2025</u>
4	Almost constantly
12	Several times a day
12	About once a day
18	Several times a week
18	Less often
0	No answer to TCHATFREQ
36	NET Has not heard of/Does not use AI chatbots
*	NET No answer to TCHATAWARE/TCHATUSE

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[6] Respondents received TCHATUSE if they previously answered "A lot" or "A little" to the question "How much have you heard about artificial intelligence (AI) chatbots like ChatGPT, Copilot or Character.ai?"

ADDITIONAL QUESTIONS HELD

TCHATSPEC
ASK IF EVER USES AN AI CHATBOT (TCHATUSE=1) [N=894]:
[PN: RANDOMIZE ITEMS]

Which of the following artificial intelligence (AI) chatbots do you ever use?

		Yes, I use this	No, I do not use this	No answer
a.	ChatGPT			
	Sep 25-Oct 9, 2025	92	8	*
b.	Claude			
	Sep 25-Oct 9, 2025	5	94	1
c.	Gemini			
	Sep 25-Oct 9, 2025	36	64	1
d.	Copilot			
	Sep 25-Oct 9, 2025	23	76	1
e.	Meta AI			
	Sep 25-Oct 9, 2025	31	68	1
f.	Character.ai			
	Sep 25-Oct 9, 2025	14	84	1

TCHATSPEC
BASED ON ALL TEENS:

		Yes, I use this	No, I do not use this	No answer to TCHATSPEC	NET Has not heard of/ Does not use AI chatbots	NET No answer to TCHATAWARE/ TCHATUSE
a.	ChatGPT					
	Sep 25-Oct 9, 2025	59	5	*	36	*
b.	Claude					
	Sep 25-Oct 9, 2025	3	60	1	36	*
c.	Gemini					
	Sep 25-Oct 9, 2025	23	41	*	36	*
d.	Copilot					
	Sep 25-Oct 9, 2025	14	49	1	36	*
e.	Meta AI					
	Sep 25-Oct 9, 2025	20	44	*	36	*
f.	Character.ai					
	Sep 25-Oct 9, 2025	9	54	1	36	*

ADDITIONAL QUESTIONS HELD

TPARTY   In politics today, do you consider yourself a:
ASK IF INDEP/SOMETHING ELSE (TPARTY=3 or 4) OR MISSING:
TPARTYLN   As of today do you lean more to…

Republican	Democrat	Independent	Something else	No answer	Lean Rep	Lean Dem
23	24	30	21	2	20	25