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Teens' Experiences on TikTok, Instagram and Snapchat

Teens largely turn to TikTok, Instagram and Snapchat for fun and connection. But experiences around messaging, screen time and cyberbullying vary. And what teens say about how these sites impact their mental health

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About this research

This study is Pew Research Center's latest effort to explore the landscape of teens and technology today. It focuses on social media and how the views and experiences of teens vary across sites. This study focuses on three [widely used sites by teens](#): TikTok, Instagram and Snapchat. And it unpacks their parents' views, too.

Why did we do this?

The Center conducts research to inform the public, journalists and decision-makers. Tracking the [use of social media](#) and understanding the [experiences of teens and their parents today](#) have been key priorities for us over the years. This study brings those two areas together.

Teens are often at the forefront of technology use, and social media sites are no different: Our [December report](#) showed that most teens use social media. It's important to understand how social media play a role in teens' daily lives – as well as how their parents feel about it.

[Learn more about Pew Research Center.](#)

How did we do this?

We surveyed 1,458 U.S. teens and their parents online from Sept. 25 to Oct. 9, 2025. Our data collection partner Ipsos recruited the teens via their parents, who were part of its [KnowledgePanel](#).

Findings about **teens'** views and experiences represent the views of all U.S. teens ages 13 to 17 who live with their parents.

Findings about **parents'** views and experiences represent the views of all U.S. parents of teens ages 13 to 17.

For both teens and parents, the overall margin of error is plus or minus 3.3 percentage points. For the margin of errors of subgroups, refer to the methodology.

This research was reviewed and approved by an external institutional review board (IRB), Advarra. An IRB is an independent committee of experts that helps to protect the rights of research participants.

Here are the [questions used for this report](#), along with responses, and the [survey methodology](#).

Teens' Experiences on TikTok, Instagram and Snapchat

Teens largely turn to TikTok, Instagram and Snapchat for fun and connection. But experiences around messaging, screen time and cyberbullying vary. And what teens say about how these sites impact their mental health

Within the big universe that is social media, every site is its own unique world for teens.

For the first time, Pew Research Center went deeper into comparing teens' experiences on [three widely used platforms](#): TikTok, Instagram and Snapchat. And while similarities exist, *how* and *why* teens use these sites differ in many ways.

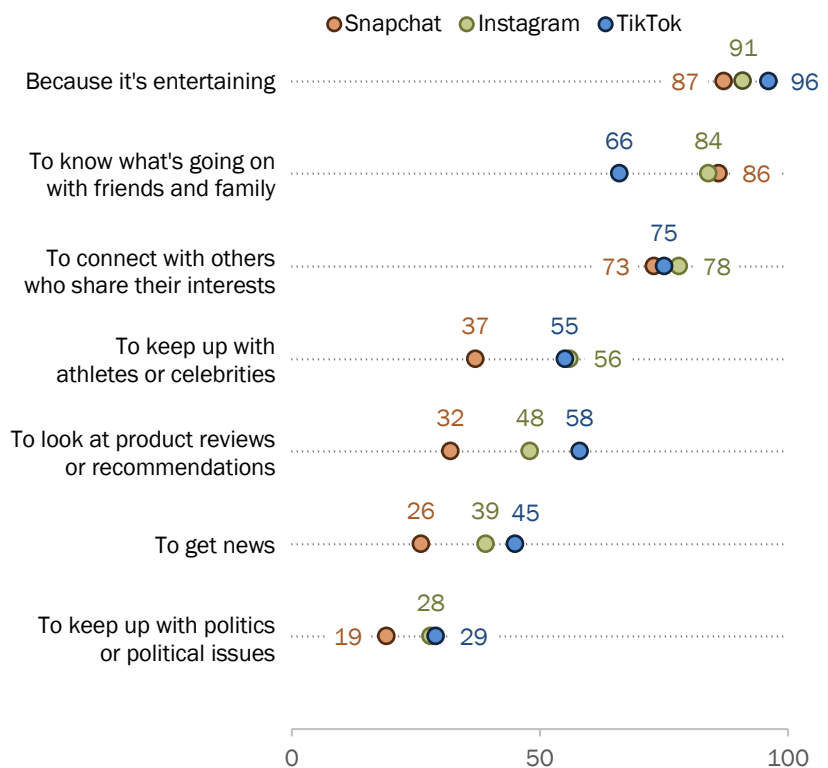
When we ask teens why they use these platforms, three reasons rise to the top.

Roughly nine-in-ten or more say entertainment is a reason they use TikTok, Instagram or Snapchat.

Entertainment is a particularly strong motivator for TikTok users. Roughly eight-in-ten of its users cite this as a *major reason* why they use the platform. Smaller shares –

Entertainment and connection are widely cited reasons teens give for using TikTok, Instagram and Snapchat, but TikTok stands out for product reviews

% of each platform's U.S. teen users who say a reason they use it is ...



Note: Teens refers to those ages 13 to 17. "Major/minor reason" responses are combined. Those who did not answer or said "Not a reason" are not shown.
Source: Survey conducted Sept. 25-Oct. 9, 2025.
"Teens' Experiences on TikTok, Instagram and Snapchat"

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though still majorities – say this for Instagram or Snapchat, according to the survey of 1,458 U.S. teens ages 13 to 17, conducted Sept. 25-Oct. 9, 2025.

Beyond entertainment, most also turn to these sites to **keep in touch with friends and family** and **connect with others who share their interests**. Snapchat users are the most likely to say keeping up with friends and family is a *major reason*, with roughly two-thirds saying this.

Teens also use TikTok and Instagram in a variety of other ways.

In fact, **roughly six-in-ten TikTok users say they go there for product reviews**. Fewer on Instagram and even smaller shares on Snapchat say the same.

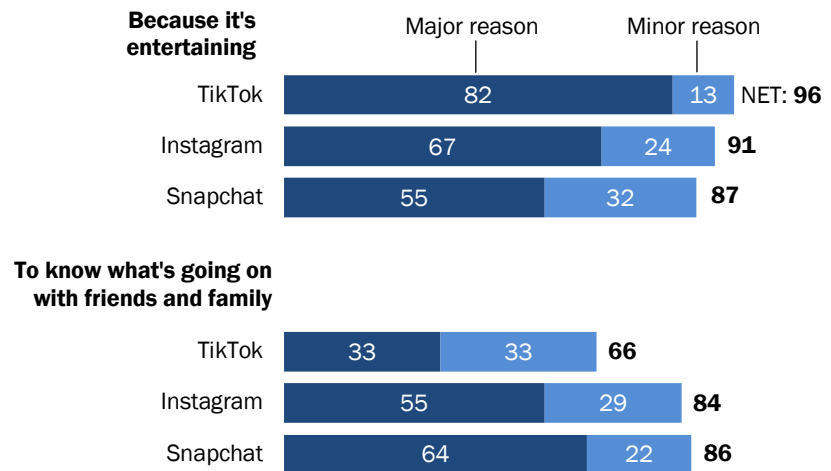
And **teens on TikTok and Instagram are there for news more than Snapchat**. About four-in-ten or more on TikTok and Instagram say it's a reason they use it. However, about a quarter of those on Snapchat say the same. Previous Center studies find that [adults are increasingly getting news on TikTok](#), especially young adults.

Keeping up with celebrities is more common on Instagram and TikTok than Snapchat. For instance, majorities of teens on Instagram and TikTok say they go there to keep up with athletes or celebrities. This falls to 37% among those on Snapchat.

Most teens are not going to social media for politics. Even so, **more teens on TikTok and Instagram than on Snapchat cite keeping up with politics or political issues as a reason for using these platforms**.

Teen TikTok users especially go there for entertainment, Snapchat more so for friends, family

% of each platform's U.S. teen users who say a *major/minor* reason they use it is ...



Note: Teens refers to those ages 13 to 17. Figures may not add up to NET value due to rounding. Those who did not answer or said "Not a reason" are not shown.

Source: Survey conducted Sept. 25-Oct. 9, 2025.

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Direct messaging and posting

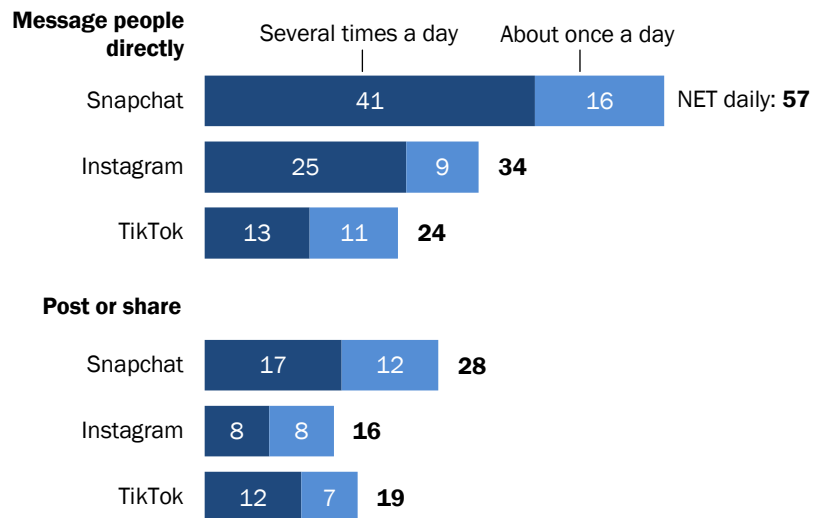
Along with understanding what motivates teens to use these sites, we also asked them how often they direct message or post. We found:

Teens on Snapchat message others and post there at higher rates: 57% say they message people daily on the app. This includes about four-in-ten who do so several times a day. Smaller shares of Instagram or TikTok users say this.

And **about three-in-ten teens on Snapchat report posting or sharing on the platform daily**, including 17% who do this multiple times a day. About two-in-ten or fewer report doing this on TikTok or Instagram every day.

Teen Snapchat users message and post more often than those on Instagram and TikTok

% of each platform's U.S. teen users who say that overall, they do the following on it ...



Note: Teens refers to those ages 13 to 17. Figures may not add up to NET value due to rounding. Those who did not answer or gave other responses are not shown.

Source: Survey conducted Sept. 25-Oct. 9, 2025.

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Screen time

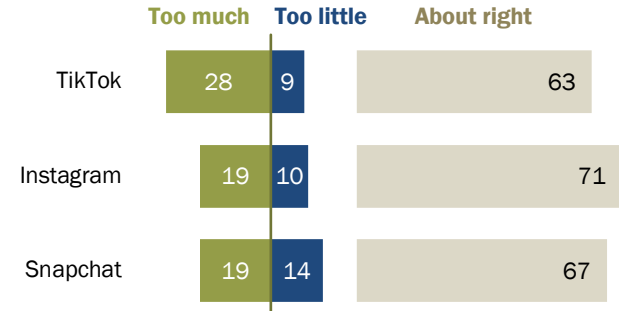
TikTok users are the most likely to say they spend too much time on the app.

About three-in-ten teen TikTok users say they spend too much time on it. Smaller shares on Instagram or Snapchat say the same.

Still, the most common response from teens – roughly six-in-ten or more – is that they spend the right amount of screen time on each.

Teen TikTok users are more likely than those on Instagram or Snapchat to say they're on it too much

% of each platform's U.S. teen users who say that overall, the amount of time they spend on it is ...



Note: Teens refers to those ages 13 to 17. Those who did not answer are not shown.

Source: Survey conducted Sept. 25-Oct. 9, 2025.

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Views of social media’s impact on teen life

How do teens think social media impact them? The answer depends on which part of their life *and* which platform we ask about.

Among teens, **TikTok users are more likely to report that it negatively impacts their sleep than those on Snapchat or Instagram.** Roughly four-in-ten say it hurts the amount of sleep they get, compared with about a quarter of those who say the same for Snapchat or Instagram.

And larger shares of TikTok users also say it hurts their productivity, compared with the other two platforms.

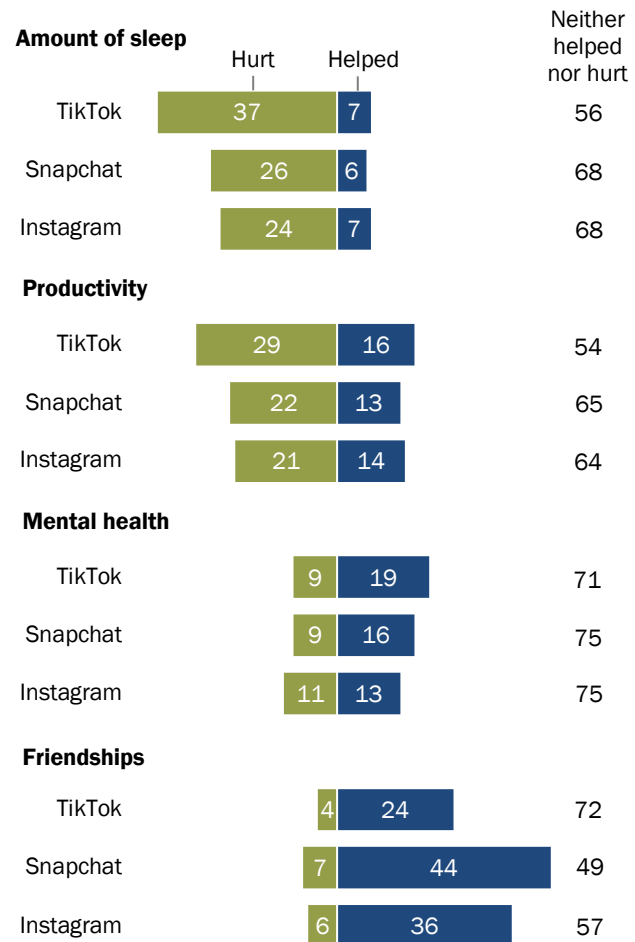
Snapchat stands out for teens saying it helps their friendships. Just under half (44%) report this – higher than the shares on Instagram or TikTok who say the same.

Overall, far fewer teens say these sites *hurt* their friendships. This lines up with previous findings about [teens’ views of social media as a whole](#).

Across all three platforms, most teen users say it neither hurts nor helps their mental health. Though teens on TikTok and Snapchat are slightly more likely to say the platform helps rather than hurts their mental health. For Instagram, statistically equal shares say it helps as say it hurts. [We asked parents how social media overall impacts their teen](#): About a quarter say they hurt their teen’s mental health, compared with 8% who say they help.

Teen TikTok users stand out for saying it hurts their sleep and productivity

% of each platform’s U.S. teen users who say that using it has hurt or helped their ...



Note: Teens refers to those ages 13 to 17. “Hurt a lot/a little” and “Helped a lot/a little” responses are combined. Those who did not answer are not shown.

Source: Survey conducted Sept. 25-Oct. 9, 2025.

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That said, **large shares report that these sites do not hurt or help them in these four ways.** This is the case across platforms. For friendships, about half to roughly three quarters of users of each site say it neither hurts nor helps.

Impact on self-esteem

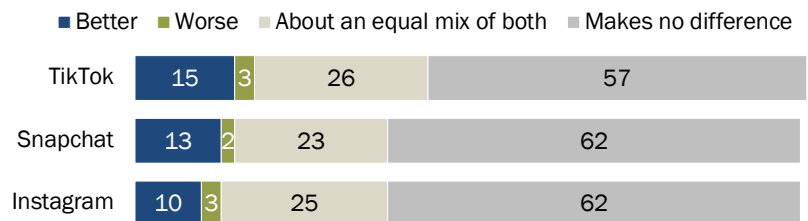
About six-in-ten teen TikTok, Instagram and Snapchat users say what they see on each makes no difference in how they feel about themselves. And about a quarter say it makes them feel about equally better and worse.

When teens say these platforms do make them feel better or worse, it leans more positive. For example, 15% of TikTok users say what they see there makes them feel better, while 3% say it makes them feel worse.

All told, teens tend to have a mostly positive experience on TikTok, Instagram and Snapchat. About seven-in-ten teens on each platform say this. Very few – just 3% on each – say it’s mostly negative. The rest say it’s about an equal mix of positive and negative.

Majorities of teens on Instagram, Snapchat and TikTok say the sites don’t impact their self-esteem

% of each platform’s U.S. teen users who say that what they see on it makes them feel ___ about themselves



Note: Teens refers to those ages 13 to 17. Those who did not answer are not shown.

Source: Survey conducted Sept. 25-Oct. 9, 2025.

“Teens’ Experiences on TikTok, Instagram and Snapchat”

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Harassment and bullying

When it comes to negative experiences, our survey finds that **roughly three-quarters of each site’s users see harassment and bullying on the platform as a problem for people their age.**

At the same time, a minority of teens have first-hand experience with cyberbullying on these sites. And Snapchat users report this at somewhat higher rates.

In fact, roughly three-in-ten of its users have experienced at least one of three types of harassment asked about: being **called an offensive name**, having a **rumor spread** about them or being **physically threatened**.

About a quarter of teens on Snapchat report being harassed there, higher than Instagram or TikTok

% of each platform’s U.S. teen users who say they have experienced the following on it

	Called an offensive name	Someone spread rumors about them	Physically threatened	Experienced at least one of the three
Snapchat	23	18	10	27
Instagram	16	12	7	19
TikTok	15	10	5	18

Note: Teens refers to those ages 13 to 17. Those who did not answer are not shown.

Source: Survey conducted Sept. 25-Oct. 9, 2025.

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These shares drop to about one-in-five for Instagram or TikTok.

Teens’ experiences on these platforms, at times, differ across demographics groups.

Go to [“How teens’ experience on TikTok, Instagram and Snapchat vary by race, ethnicity and gender”](#) to learn more about how habits and outlooks vary.

To learn how parents are navigating this, read [“What parents say about their teen’s uses of social media.”](#) It highlights a disconnect: 28% of teen TikTok users report spending too much time on the site, and that jumps to 44% when parents were asked about their teen’s use of the platform.

How teens' experiences on TikTok, Instagram and Snapchat vary by race, ethnicity and gender

For years, Pew Research Center has tracked how social media use and experiences [differ across demographic groups](#), including race, ethnicity and gender.

But for the first time, we dive deeper into three major platforms: TikTok, Instagram and Snapchat. We find that a teen's experience isn't just shaped by which platforms they use, but at times, by who they are.

Jump to the sections below for findings from the Center's survey of 1,458 U.S. teens ages 13 to 17, conducted Sept. 25-Oct. 9, 2025. We break down differences by [race and ethnicity](#) and [gender](#).

This is part of a broader research effort on teens' views and experiences of TikTok, Instagram and Snapchat, which you [can find here](#).

Racial and ethnic differences in how teens use and view these sites

Black teens are [more likely than White and Hispanic teens](#) to use TikTok.¹ And they also stand out for what motivates them to use the platform.

Black teens on TikTok are especially likely to turn to the platform for news.

Roughly six-in-ten Black teens on TikTok say they go there for news. For their Hispanic or White peers, the shares are lower.

Black teens who use TikTok also stand out in using the platform for **product recommendations**, keeping up with **athletes or celebrities**, and **connecting with others**.

Black teens do not stand out as often from both White and Hispanic teens on Snapchat and Instagram. But Black teens consistently stand out for getting news on all three platforms.

To see more detailed data on how the reasons for using these platforms differ by race and ethnicity, refer to [the appendix](#).

On TikTok, Black teens stand out for going there for news, product reviews, celebrities and connection

% of U.S. teen TikTok users who say a reason they use it is ...

	Black	Hispanic	White
Because it's entertaining	95	97	97
To connect with others who share their interests	87	74	72
To look at product reviews or recommendations	71	59	55
To keep up with athletes or celebrities	68	53	51
To know what's going on with friends and family	67	61	69
To get news	57	44	41
To keep up with politics or political issues	36	26	29

Note: Teens refers to those ages 13 to 17. "Major/minor reason" responses are combined. White and Black teens include those who report being only one race and are not Hispanic. Hispanic teens are of any race. Not all percentage differences shown are statistically significant. Those who did not give an answer or said "Not a reason" are not shown.

Source: Survey conducted Sept. 25-Oct. 9, 2025.

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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.

Direct messaging and posting

On TikTok, Black teens are more likely to post daily. Roughly three-in-ten Black TikTok users say they do so. Smaller shares of Hispanic and White users say the same.

Additionally, Black and Hispanic teens on TikTok are more likely to direct message daily than White teens.

White teens on Snapchat are more likely to message people every day. Two-thirds say they do so. This is higher than both Hispanic and Black users.

White Snapchat users are also more likely than Hispanic users to post daily. (Black teens don't statistically differ from either group.)

On TikTok, Black teens most commonly post; White teens on Snapchat stand out for messaging

*% of each platform's U.S. teen users who say they do the following on it **daily***

Message people directly	Black*	Hispanic	White
Snapchat	37	52	66
TikTok	34	29	18
Instagram	34	45	27

Post or share

Snapchat	24	21	35
TikTok	31	17	16
Instagram	26	17	11

* Black teen users of Snapchat had a relatively small sample size. There were 172 respondents in this group, with an effective sample size of 92, and a 95% confidence level margin of error of +/- 10.2 percentage points. This margin of error conservatively assumes a reported percentage of 50%.

Note: Teens refers to those ages 13 to 17. "Daily" includes those who responded "Several times a day" and "About once a day." White and Black teens include those who report being only one race and are not Hispanic. Hispanic teens are of any race. Not all percentage differences shown are statistically significant. Those who did not give an answer or who gave other responses are not shown.

Source: Survey conducted Sept. 25-Oct.9, 2025.

"Teens' Experiences on TikTok, Instagram and Snapchat"

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How teen boys and girls use and view these sites

Across TikTok, Instagram and Snapchat, teen boys and girls share many similar experiences and outlooks. But there are gender differences when it comes to their experiences with screen time and cyberbullying.

Screen time

Teen girls on TikTok are more likely than boys to say they spend too much time on it (33% vs. 23%). Still, both most commonly say that the amount of time they spend on the site is about right.

For Instagram and Snapchat, teen boys and girls are on par in their views of screen time.

Harassment and bullying

Majorities of both boys and girls see harassment and bullying as a problem on these three platforms. And both boys and girls do experience it themselves.

We asked teens whether they've ever been bullied in one of three ways: physically threatened, called an offensive name or had a rumor spread about them. Across the three platforms, similar shares of boys and girls say they've experienced at least one.

But one place where they differ is rumors. **Teen girls are more likely to say a rumor has been spread about them on Snapchat or TikTok.**

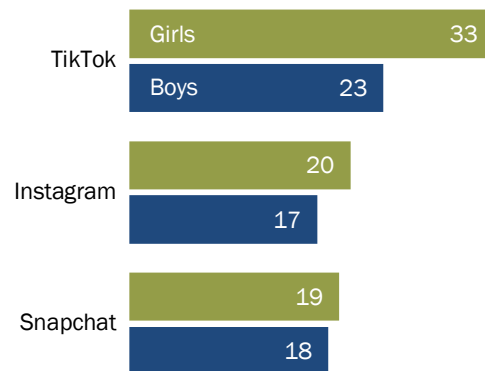
- 21% of teen girls on Snapchat vs. 14% of boys
- 12% of teen girls on TikTok vs. 7% of boys

Similar shares of both boys and girls say this has happened to them on Instagram.

[Previous Center research](#) shows that girls were more likely than boys to be the target of rumor spreading online.

More teen girls than boys say they spend too much time on TikTok

*% of each platform's U.S. teen users who say that overall, the amount of time they spend on it is **too much***



Note: Teens refers to those ages 13 to 17. Those who did not give an answer or who gave other responses are not shown. Source: Survey conducted Sept. 25-Oct. 9, 2025. "Teens' Experiences on TikTok, Instagram and Snapchat"

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What parents say about their teen’s uses of social media

Warnings about the [potential harms of social media for youth](#) are everywhere – some even [targeting specific apps](#).

To see if parents’ outlook shift by platform, we surveyed 1,458 U.S. parents of teens ages 13 to 17.

We asked parents about how they think social media generally impact their teen. And for the first time, we followed up with their views on three widely used platforms: TikTok, Instagram and Snapchat. Here are our key questions:

- **What is social media’s impact on your teen’s well-being?**
- **How much time does your teen spend on TikTok, Instagram and Snapchat?**
- **Are you OK with your teen using these three platforms?**
- **Do you ever talk with your teen about using social media?**

This is part of a larger study about teens and social media. For teens’ own experiences and views on these three platforms, [check out the main report](#).

Parents' views about social media's impact on their teen

In general, parents lean more negative than positive when it comes to social media's impact on their teen's lives.

Sleep and productivity:

Roughly four-in-ten parents say social media hurt the amount of sleep their teens get and their productivity. Relatively few think it helps in these areas.

Mental health: Parents are also more likely to think social media hurt rather than help their teen's mental health (24% vs. 8%).

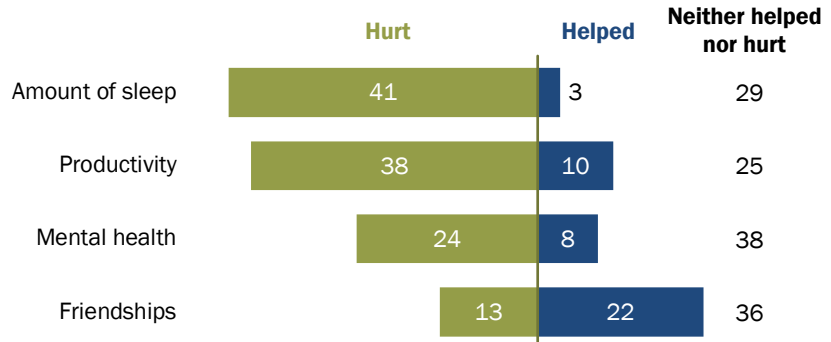
Friendships: By contrast, parents are more positive about the role these platforms play in teen friendship. About one-in-five say social media help their teen's friendships, compared with 13% who say it hurts.

Still, it's worth noting that about a quarter or more don't think they have much impact on their teen in these ways.

Related: [Teens, Social Media and Mental Health](#)

More parents say social media sites hurt rather than help their teen's sleep, productivity and mental health

% of U.S. parents of a teen who say social media have hurt or helped their teen's ...



Note: Teens refers to those ages 13 to 17. "Hurt a lot/a little" and "Helped a lot/a little" responses are combined. Those who did not answer, said "Not sure" or their teen does not use social media are not shown.

Source: Survey conducted Sept. 25-Oct. 9, 2025.

"Teens' Experiences on TikTok, Instagram and Snapchat"

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Parents weigh in on time spent on TikTok, Instagram and Snapchat

Do parents and teens see screen time the same way?

To find out, we asked parents about the amount of time their teens spend on TikTok, Instagram and Snapchat. And we asked teens about their *own* screen time.

Parents are more likely to label their teen’s screen time as “too much” than teens themselves.

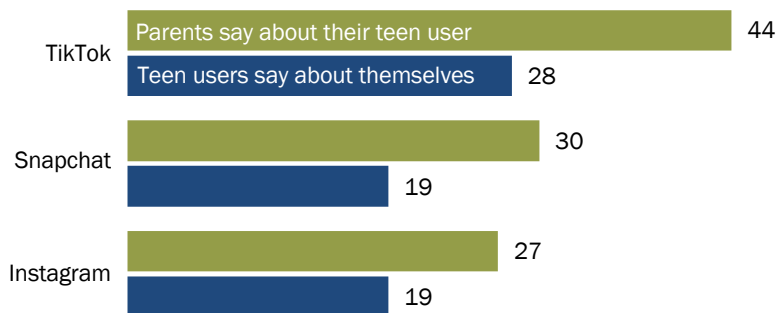
Among parents whose teen uses TikTok, 44% think their teen spends too much time on the app, compared with 28% of teens who say the same.

The share of parents who say the same of Snapchat and Instagram is lower. But the same pattern continues for both, with parents being more likely than teens to describe their teens’ use of these sites as excessive.

Few parents say the time their teen spends on any of the sites is too little. And about four-in-ten or more across each say the amount of screen time is about right.

Parents are more likely to say their teen spends too much time on social media sites than teens say about themselves

Among U.S. teens and parents who say they/their teen uses each platform, % who say they/their teen are on it *too much*



Note: Teens refers to those ages 13 to 17. Those who did not answer or who gave other responses are not shown. Refer to the questionnaire for full question wording.

Source: Survey conducted Sept. 25-Oct. 9, 2025.

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Parents' comfort with their teen using TikTok, Instagram and Snapchat

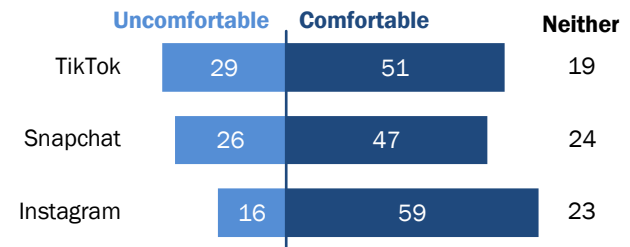
Additionally, we asked parents about their comfort level with their teen using these sites.

Parents are most comfortable with their teen using Instagram. About six-in-ten parents whose teen uses Instagram say so. Still, roughly half say the same of TikTok and Snapchat.

Additionally, among those whose teen uses TikTok, about three-in-ten say they're uncomfortable with their teen being on the site. And a similar share say this of Snapchat. This figure drops for Instagram (16%).

About 3 in 10 parents whose teen uses TikTok say they're uncomfortable with it, similar to Snapchat

Among parents who say their teen *uses* each platform, % who say they are ___ with their teen using each



Note: Teens refers to those ages 13 to 17. "Very/somewhat uncomfortable" and "Very/somewhat comfortable" responses are combined. Those who did not answer or said "Not sure" are not shown.

Source: Survey conducted Sept. 25-Oct. 9, 2025.

"Teens' Experiences on TikTok, Instagram and Snapchat"

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Parents whose teen doesn't use each platform are most uncomfortable with TikTok. Among parents who say their teen doesn't use each platform or doesn't know if they do:

- 73% say they'd be uncomfortable with their teen using TikTok.
- A smaller share says this of Snapchat, and fewer say the same of Instagram.

Parents whose teen doesn't use TikTok, Snapchat or Instagram would largely be uncomfortable if they did

Among parents who say their teen **does not use** each platform, % who say they would be ___ with their teen using each

	Uncomfortable	Comfortable	Neither
TikTok	73	8	16
Snapchat	65	10	17
Instagram	52	21	21

Note: Teens refers to those ages 13 to 17. "Very/somewhat uncomfortable" and "Very/somewhat comfortable" responses are combined. Those who did not answer or said "Not sure" are not shown. Parents who say their teen does not use each platform includes those who said they are unsure of whether their teen uses each platform.

Source: Survey conducted Sept. 25-Oct. 9, 2025.

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Discussing social media use with their teens

Social media are no longer the new technologies on the block. And parents [have long expressed concerns about how social media](#) may impact their teens.

In fact, most parents (85%) say they talk with their teen about using social media. Far fewer say they don't have these conversations.

And this is common practice for parents regardless of gender, race and ethnicity, or household income.

Vast majority of parents talk to their teen about social media use

% of U.S. parents of a teen who say ___ ever talk with their teen about using social media

Yes, they do	No, they do not
85	15

Note: Teens refers to those ages 13 to 17.

Source: Survey conducted Sept. 25-Oct. 9, 2025.

"Teens' Experiences on TikTok, Instagram and Snapchat"

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Parents' views by household income

In some ways, parents' views of their teen using social media differ by household income. **Higher-income parents are more likely to say their teen spends too much time on TikTok.** Among parents of a TikTok user, about half of parents living in households earning \$75,000 or more a year say their teen spends too much time on the app. This drops to 36% among those in households earning less than \$75,000 annually.

We see a similar pattern when it comes to parents' views about Snapchat. Those in the highest earning households are more likely to describe their teen's use of it as excessive.

There are no statistically significant differences by income for parents who say this of Instagram.

Go to: [What parents say about their teen's AI use](#) to read about how parents experiences also vary by household income.

Parents in high-income households more likely to say their teen TikTok and Snapchat user is on it too much

Among U.S. parents of a teen who say their teen uses each platform, % who say their teen is on it **too much**

	TikTok	Snapchat	Instagram
Total	44	30	27
<i>Household income</i>			
<\$30K	33	23	19
\$30K-\$74,999	37	23	26
\$75K+	47	33	27

Note: Teens refers to those ages 13 to 17. Those who did not answer or who gave other responses are not shown.

Source: Survey conducted Sept. 25-Oct. 9, 2025.

"Teens' Experiences on TikTok, Instagram and Snapchat"

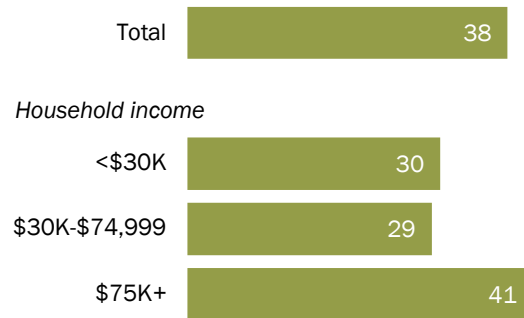
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There are also differences in how parents view its impact on their teen’s productivity. Parents in households earning \$75,000 or more annually are more likely than those earning less to say social media negatively impact their teen’s productivity (41% vs. 29%).

A similar pattern emerges when it comes to mental health and friendships. But there are no income differences for sleep.

Higher-income parents are more likely to say social media sites hurt their teen’s productivity

% of U.S. parents of a teen who say social media have hurt their teen’s productivity



Note: Teens refers to those ages 13 to 17. “Hurt a lot/a little” responses are combined. Those who did not answer or who gave other responses or said their teen does not use social media are not shown.

Source: Survey conducted Sept. 25-Oct. 9, 2025.

“Teens’ Experiences on TikTok, Instagram and Snapchat”

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Appendix: Detailed table

Reasons why teens use TikTok, Instagram, and Snapchat, by teen race and ethnicity

% of each platform's U.S. teen users who say that a reason they use the platform is ...

	TikTok			Instagram			Snapchat		
	Black	Hispanic	White	Black	Hispanic	White	Black*	Hispanic	White
Because it's entertaining	95	97	97	91	90	94	90	88	88
To know what's going on with friends and family	67	61	69	80	86	86	80	81	92
To connect with others who share their interests	87	74	72	81	78	78	71	70	77
To keep up with athletes or celebrities	68	53	51	63	56	56	50	38	33
To look at product reviews or recommendations	71	59	55	62	52	41	43	34	27
To get news	57	44	41	51	39	35	44	25	21
To keep up with politics or political issues	36	26	29	35	29	27	30	17	16

* Black teen users of Snapchat had a relatively small sample size. There were 172 respondents in this group, with an effective sample size of 92, and a 95% confidence level margin of error of +/- 10.2 percentage points. This margin of error conservatively assumes a reported percentage of 50%.

Note: Teens refers to those ages 13 to 17. "Major/minor reason" responses are combined. White and Black teens include those who report being only one race and are not Hispanic. Hispanic teens are of any race. Not all percentage differences shown are statistically significant. Those who did not give an answer or said "Not a reason" are not shown.

Source: Survey conducted Sept. 25-Oct. 9, 2025.

"Teens' Experiences on TikTok, Instagram and Snapchat"

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- S. Craig Watkins, Ph.D., Ernest A. Sharpe Centennial Professor, University of Texas at Austin

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The feedback shared for this project is solely that of the reviewers and does not express the views, policies or positions of their respective employers.

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 age 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 margin of sampling error for the full sample of 1,458 parents of 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 age 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.

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

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 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%.

Invitation and reminder dates

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

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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.

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 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.

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

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

adjusted on the same teen dimensions as parent dimensions with the exception of teen education, which was not used in the teen weighting.

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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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 tables show 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:

Teen sample sizes and margins of error, Teens Survey 2025

Group	Unweighted sample size	Plus or minus ...
Teens (ages 13 to 17)	1,458	3.3 percentage points
Teen TikTok users	996	4.0 percentage points
<i>White, non-Hispanic</i>	290	6.7 <i>percentage points</i>
<i>Black, non-Hispanic</i>	237	8.5 <i>percentage points</i>
<i>Hispanic</i>	371	7.0 <i>percentage points</i>
Teen Instagram users	908	4.2 percentage points
<i>White, non-Hispanic</i>	281	6.7 <i>percentage points</i>
<i>Black, non-Hispanic</i>	217	8.9 <i>percentage points</i>
<i>Hispanic</i>	319	7.6 <i>percentage points</i>
Teen Snapchat users	772	4.5 percentage points
<i>White, non-Hispanic</i>	273	6.9 <i>percentage points</i>
<i>Black, non-Hispanic</i>	172	10.2 <i>percentage points</i>
<i>Hispanic</i>	247	8.5 <i>percentage points</i>

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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Parent sample sizes and margins of error, Teens Survey 2025

Group	Unweighted sample size	Plus or minus ...
Parents of teens (ages 13 to 17)	1,458	3.3 percentage points
Parents who say their teen is a social media user	1,125	3.7 percentage points
Parents who say their teen uses TikTok	962	4.1 percentage points
Parents who say their teen uses Instagram	849	4.3 percentage points
Parents who say their teen uses Snapchat	741	4.6 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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Topline

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

**TOPLINE
N=1,458**

NOTE: ALL NUMBERS ARE PERCENTAGES UNLESS OTHERWISE NOTED. THE PERCENTAGES LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (*). ROWS/COLUMNS MAY NOT TOTAL 100% DUE TO ROUNDING.

PN = Programming note

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

**PTSNSUSE
ASK ALL:**

Does your teen ever use social media?

Sep 25-Oct 9, 2025

76	Yes, they use social media
20	No, they do not use social media
3	Not sure
*	No answer

PTSMEFFECT

**ASK IF PARENT SAYS TEEN IS A SOCIAL MEDIA USER (PTSNSUSE=1) [N=1,125]:
[PN: RANDOMIZE ITEMS; ROTATE RESPONSES 1-5 OR 5-1 FOR HALF, ANCHOR 6]**

Do you think your teen using social media has helped or hurt...

		<u>Helped a lot</u>	<u>Helped a little</u>	<u>Neither helped nor hurt</u>	<u>Hurt a little</u>	<u>Hurt a lot</u>	<u>Not sure</u>	<u>No answer</u>
a.	Their mental health Sep 25-Oct 9, 2025	3	8	50	26	5	7	*
b.	Their productivity Sep 25-Oct 9, 2025	3	10	32	37	13	5	*
c.	The amount of sleep they get Sep 25-Oct 9, 2025	2	3	38	40	15	3	*
d.	Their friendships Sep 25-Oct 9, 2025	7	22	48	14	4	5	*

**PTSMEFFECT
BASED ON ALL PARENTS:**

	<u>Helped a lot</u>	<u>Helped a little</u>	<u>Neither helped nor hurt</u>	<u>Hurt a little</u>	<u>Hurt a lot</u>	<u>Not sure</u>	<u>No answer to PTSMEFFECT</u>	<u>NET Parent says teen does not use social media or is unsure</u>	<u>No answer to PTSNSUSE</u>
a. Their mental health Sep 25-Oct 9, 2025	2	6	38	20	4	5	*	24	*
b. Their productivity Sep 25-Oct 9, 2025	3	7	25	28	10	3	*	24	*
c. The amount of sleep they get Sep 25-Oct 9, 2025	1	2	29	30	11	3	*	24	*
d. Their friendships Sep 25-Oct 9, 2025	5	17	36	10	3	4	*	24	*

**PSMTALK
ASK ALL:**

Do you ever talk with your teen about using social media?

Sep 25-Oct 9, 2025

85	Yes, I do
15	No, I don't
0	No answer

PTSNS1**ASK ALL:****[PN: RANDOMIZE ITEMS]**

Does your teen ever use any of the following apps or sites?

		Yes, they use this <u>app or site</u>	No, they do not use <u>this app or site</u>	<u>Not sure</u>	<u>No answer</u>
NO ITEM a					
b.	Instagram Sep 25-Oct 9, 2025	58	35	7	*
NO ITEM c					
d.	Snapchat Sep 25-Oct 9, 2025	51	40	8	*
NO ITEM e-g					
h.	TikTok Sep 25-Oct 9, 2025	63	32	5	*
NO ITEM i-m					

**DISPLAY IF PARENT SAYS TEEN USES/DOES NOT USE/IS NOT SURE IF USES INSTAGRAM (PTSNS1b=1,2,3) OR
 DISPLAY IF PARENT SAYS TEEN USES/DOES NOT USE/IS NOT SURE IF USES SNAPCHAT (PTSNS1d=1,2,3) OR
 DISPLAY IF PARENT SAYS TEEN USES/DOES NOT USE/IS NOT SURE IF USES TIKTOK (PTSNS1h=1,2,3):**

The next section asks about specific social media platforms. We start by focusing on one platform and then move on to other platforms.

PN: RANDOMIZE ORDER OF BLOCKS 1-3; MAINTAIN RANDOMIZATION ORDERS ACROSS BLOCKS (E.G. PTICOMF1 SHOULD BE RANDOMIZED IN THE SAME ORDER AS PTSCCOMF1 AND PTTTCOMF1)

{BEGIN BLOCK 1}

DISPLAY IF PARENT SAYS TEEN USES/DOES NOT USE/IS NOT SURE IF USES INSTAGRAM (PTSNS1b=1,2,3):

Now thinking about Instagram...

PTIGCOMF1

ASK IF PARENT SAYS TEEN USES INSTAGRAM (PTSNS1b=1) [N=849]:
[PN: ROTATE ORDER 1-5 OR 5-1, ANCHOR 6]

How comfortable are you with your teen using Instagram?

Sep 25-Oct 9, 2025

15	Very comfortable
44	Somewhat comfortable
23	Neither comfortable nor uncomfortable
14	Somewhat uncomfortable
3	Very uncomfortable
1	Not sure
0	No answer

PTIGCOMF2

ASK IF PARENT SAYS TEEN DOES NOT USE INSTAGRAM OR IF UNSURE (PTSNS1b=2,3) [N=608]:
[PN: ROTATE ORDER 1-5 OR 5-1 IN SAME ORDER AS PTIGCOMF1, ANCHOR 6]

How comfortable would you be with your teen using Instagram?

Sep 25-Oct 9, 2025

5	Very comfortable
17	Somewhat comfortable
21	Neither comfortable nor uncomfortable
28	Somewhat uncomfortable
24	Very uncomfortable
5	Not sure
*	No answer

PTIGTIME

ASK IF PARENT SAYS TEEN USES INSTAGRAM (PTSNS1b=1) [N=849]:
[PN: ROTATE RESPONSE OPTIONS 1-2 OR 2-1, ANCHOR 3 AND 4]

Overall, would you say the amount of time your teen spends on Instagram is...

Sep 25-Oct 9, 2025

27	Too much
5	Too little
56	About right
12	Not sure
*	No answer

{END BLOCK 1}

{BEGIN BLOCK 2}

DISPLAY IF PARENT SAYS TEEN USES/DOES NOT USE/IS NOT SURE IF USES SNAPCHAT (PTSNS1d=1,2,3):

Now thinking about Snapchat...

PTSCCOMF1

ASK IF PARENT SAYS TEEN USES SNAPCHAT (PTSNS1d=1) [N=741]:

[PN: ROTATE ORDER 1-5 OR 5-1 IN SAME ORDER AS PTIGCOMF1, ANCHOR 6]

How comfortable are you with your teen using Snapchat?

Sep 25-Oct 9, 2025

14	Very comfortable
33	Somewhat comfortable
24	Neither comfortable nor uncomfortable
21	Somewhat uncomfortable
5	Very uncomfortable
3	Not sure
0	No answer

PTSCCOMF2

ASK IF PARENT SAYS TEEN DOES NOT USE SNAPCHAT OR IF UNSURE (PTSNS1d=2,3) [N=714]:

[PN: ROTATE ORDER 1-5 OR 5-1 IN SAME ORDER AS PTIGCOMF1, ANCHOR 6]

How comfortable would you be with your teen using Snapchat?

Sep 25-Oct 9, 2025

3	Very comfortable
7	Somewhat comfortable
17	Neither comfortable nor uncomfortable
25	Somewhat uncomfortable
40	Very uncomfortable
7	Not sure
*	No answer

PTSCTIME

ASK IF PARENT SAYS TEEN USES SNAPCHAT (PTSNS1d=1) [N=741]:

[PN: ROTATE RESPONSE OPTIONS 1-2 OR 2-1 IN SAME ORDER AS PTIGTIME, ANCHOR 3 AND 4]

Overall, would you say the amount of time your teen spends on Snapchat is...

Sep 25-Oct 9, 2025

30	Too much
6	Too little
47	About right
17	Not sure
0	No answer

{END BLOCK 2}

{BEGIN BLOCK 3}

**DISPLAY IF PARENT SAYS TEEN USES/DOES NOT USE/IS NOT SURE IF USES TIKTOK
(PTSNS1h=1,2,3):**

Now thinking about TikTok...

PTTTCOMF1

**ASK IF PARENT SAYS TEEN USES TIKTOK (PTSNS1h=1) [N=962]:
[PN: ROTATE ORDER 1-5 OR 5-1 IN SAME ORDER AS PTIGCOMF1, ANCHOR 6]**

How comfortable are you with your teen using TikTok?

Sep 25-Oct 9, 2025

13	Very comfortable
38	Somewhat comfortable
19	Neither comfortable nor uncomfortable
21	Somewhat uncomfortable
8	Very uncomfortable
1	Not sure
0	No answer

PTTTCOMF2

**ASK IF PARENT SAYS TEEN DOES NOT USE TIKTOK OR IF UNSURE (PTSNS1h=2,3)[N=493]:
[PN: ROTATE ORDER 1-5 OR 5-1 IN SAME ORDER AS PTIGCOMF1, ANCHOR 6]**

How comfortable would you be with your teen using TikTok?

Sep 25-Oct 9, 2025

1	Very comfortable
7	Somewhat comfortable
16	Neither comfortable nor uncomfortable
27	Somewhat uncomfortable
47	Very uncomfortable
3	Not sure
0	No answer

PTTTTIME

**ASK IF PARENT SAYS TEEN USES TIKTOK (PTSNS1h=1) [N=962]:
[PN: ROTATE RESPONSE OPTIONS 1-2 OR 2-1 IN SAME ORDER AS PTIGTIME, ANCHOR 3 AND
4]**

Overall, would you say the amount of time your teen spends on TikTok is...

Sep 25-Oct 9, 2025

44	Too much
4	Too little
41	About right
12	Not sure
0	No answer

{END BLOCK 3}

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Teens & Technology (Teens Ages 13-17)
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**TOPLINE
N=1,458**

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PN = Programming note

	Sample size	Margin of error at 95% confidence level
U.S. teens ages 13-17	1,458	+/- 3.3 percentage points
<i>Teen TikTok users</i>	996	+/- 4.0 percentage points
<i>Teen Instagram users</i>	908	+/- 4.2 percentage points
<i>Teen Snapchat users</i>	772	+/- 4.5 percentage points

ADDITIONAL QUESTIONS HELD

DISPLAY IF TEEN USES MORE THAN ONE OF INSTAGRAM, SNAPCHAT, AND TIKTOK (TSNS1b,d,h=1 FOR MORE THAN ONE ITEM IN BATTERY):

The next section asks about specific social media platforms. We start by focusing on one platform and then move on to other platforms.

PROGRAMMING NOTE: RANDOMIZE ORDER OF BLOCKS 4-6; MAINTAIN RANDOMIZATION ORDERS ACROSS BLOCKS (E.G. TIGWHY SHOULD BE RANDOMIZED IN THE SAME ORDER AS TSCWHY AND TTTWHY)

{ASK BLOCK 4 IF INSTAGRAM USER (TSNS1b=1) [N=908]:

{BEGIN BLOCK 4}

DISPLAY IF INSTAGRAM USER (TSNS1b=1):

Now thinking about Instagram...

TIGEXP

ASK IF INSTAGRAM USER (TSNS1b=1) [N=908]:

[PN: ROTATE RESPONSE OPTIONS 1-2 OR 2-1, ANCHOR 3]

Overall, would you say that your experience on Instagram is...

Sep 25-Oct 9, 2025

68	Mostly positive
3	Mostly negative
30	About an equal mix of both
*	No answer

TIGWHY**ASK IF INSTAGRAM USER (TSNS1b=1) [N=908]:****[PN: RANDOMIZE ITEMS]**

How much is each of the following a reason you use Instagram?

		<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a.	To get news Sep 25-Oct 9, 2025	10	29	61	*
b.	To keep up with politics or political issues Sep 25-Oct 9, 2025	6	23	72	0
c.	To keep up with athletes or celebrities Sep 25-Oct 9, 2025	23	33	43	*
d.	To look at product reviews or recommendations Sep 25-Oct 9, 2025	16	33	52	0
e.	To know what's going on with your friends and family Sep 25-Oct 9, 2025	55	29	16	0
f.	To connect with others who share your interests Sep 25-Oct 9, 2025	40	38	22	*
g.	Because it's entertaining Sep 25-Oct 9, 2025	67	24	9	*

TIGSHARE**ASK IF INSTAGRAM USER (TSNS1b=1) [N=908]:****[PN: RANDOMIZE ITEMS; ROTATE RESPONSE OPTIONS 1-6 OR 6-1]**

Overall, how often do you do the following on Instagram?

		<u>Several times a day</u>	<u>About once a day</u>	<u>A few times a week</u>	<u>A few times a month</u>	<u>Rarely</u>	<u>Never</u>	<u>No answer</u>
a.	Post or share Sep 25-Oct 9, 2025	8	8	19	19	34	12	0
b.	Message people directly Sep 25-Oct 9, 2025	25	9	20	12	22	12	0

TIGTIME**ASK IF INSTAGRAM USER (TSNS1b=1) [N=908]:****[PN: ROTATE RESPONSE OPTIONS 1-2 OR 2-1, ANCHOR 3]**

Overall, would you say the amount of time you spend on Instagram is...

Sep 25-Oct 9, 2025

19	Too much
10	Too little
71	About right
0	No answer

TIGFEEL**ASK IF INSTAGRAM USER (TSNS1b=1) [N=908]:****[PN: ROTATE RESPONSE OPTIONS 1-2 OR 2-1, ANCHOR 3 AND 4]**

Does what you see on Instagram make you feel...

Sep 25-Oct 9, 2025

10	Better about yourself
3	Worse about yourself
25	About an equal mix of both
62	Makes no difference
*	No answer

TIGEFFECT**ASK IF INSTAGRAM USER (TSNS1b=1) [N=908]:****[PN: RANDOMIZE ITEMS; ROTATE RESPONSES 1-5 OR 5-1 FOR HALF]**

Do you think using Instagram has helped or hurt...

		Helped <u>a lot</u>	Helped a <u>little</u>	Neither helped <u>nor hurt</u>	Hurt a <u>little</u>	Hurt a <u>lot</u>	No <u>answer</u>
a.	Your mental health Sep 25-Oct 9, 2025	4	10	75	10	2	*
b.	How productive you are Sep 25-Oct 9, 2025	5	10	64	18	3	*
c.	How much sleep you get Sep 25-Oct 9, 2025	3	5	68	22	3	*
d.	Your friendships Sep 25-Oct 9, 2025	11	25	57	5	2	*

TIGPROB**ASK IF INSTAGRAM USER (TSNS1b=1) [N=908]:**

How much of a problem do you think online harassment and bullying are for people your age on Instagram?

Sep 25-Oct 9, 2025

29	Major problem
48	Minor problem
23	Not a problem
*	No answer

TIGOH**ASK IF INSTAGRAM USER (TSNS1b=1) [N=908]:**

[PN: RANDOMIZE ITEMS]

Have you ever experienced any of the following on Instagram?

		<u>Yes, this has happened to me</u>	<u>No, this has not happened to me</u>	<u>No answer</u>
a.	Being called an offensive name			
	Sep 25-Oct 9, 2025	16	84	*
b.	Being physically threatened			
	Sep 25-Oct 9, 2025	7	92	*
c.	Having someone spread rumors about you			
	Sep 25-Oct 9, 2025	12	88	*

{END BLOCK 4}

ASK BLOCK 5 IF SNAPCHAT USER (TSNS1d=1) [N=772]:

{BEGIN BLOCK 5}

DISPLAY IF SNAPCHAT USER (TSNS1d=1):

Now thinking about Snapchat...

TSCEXP**ASK IF SNAPCHAT USER (TSNS1d=1) [N=772]:**

[PN: ROTATE RESPONSE OPTIONS IN SAME ORDER AS TIGEXP, ANCHOR 3]

Overall, would you say that your experience on Snapchat is...

Sep 25-Oct 9, 2025

68	Mostly positive
3	Mostly negative
28	About an equal mix of both
*	No answer

TSCWHY**ASK IF SNAPCHAT USER (TSNS1d=1) [N=772]:****[PN: RANDOMIZE ITEMS IN SAME ORDER AS TIGWHY]**

How much is each of the following a reason you use Snapchat?

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a. To get news Sep 25-Oct 9, 2025	5	21	73	1
b. To keep up with politics or political issues Sep 25-Oct 9, 2025	4	15	81	1
c. To keep up with athletes or celebrities Sep 25-Oct 9, 2025	11	26	62	1
d. To look at product reviews or recommendations Sep 25-Oct 9, 2025	9	24	67	1
e. To know what's going on with your friends and family Sep 25-Oct 9, 2025	64	22	13	*
f. To connect with others who share your interests Sep 25-Oct 9, 2025	39	34	26	1
g. Because it's entertaining Sep 25-Oct 9, 2025	55	32	13	1

TSCSHARE**ASK IF SNAPCHAT USER (TSNS1d=1) [N=772]:****[PN: RANDOMIZE ITEMS; ROTATE RESPONSE OPTIONS IN SAME ORDER AS TIGSHARE]**

Overall, how often do you do the following on Snapchat?

	<u>Several times a day</u>	<u>About once a day</u>	<u>A few times a week</u>	<u>A few times a month</u>	<u>Rarely</u>	<u>Never</u>	<u>No answer</u>
a. Post or share Sep 25-Oct 9, 2025	17	12	19	13	25	14	*
b. Message people directly Sep 25-Oct 9, 2025	41	16	13	11	14	5	*

TSCTIME**ASK IF SNAPCHAT USER (TSNS1d=1) [N=772]:****[PN: ROTATE RESPONSE OPTIONS IN SAME ORDER AS TIGTIME, ANCHOR 3]**

Overall, would you say the amount of time you spend on Snapchat is...

Sep 25-Oct 9, 2025

19	Too much
14	Too little
67	About right
*	No answer

TSCFEEL**ASK IF SNAPCHAT USER (TSNS1d=1) [N=772]:****[PN: ROTATE RESPONSE OPTIONS IN SAME ORDER AS TIGFEEL, ANCHOR 3 AND 4]**

Does what you see on Snapchat make you feel...

Sep 25-Oct 9, 2025

13	Better about yourself
2	Worse about yourself
23	About an equal mix of both
62	Makes no difference
0	No answer

TSCEFFECT**ASK IF SNAPCHAT USER (TSNS1d=1) [N=772]:****[PN: RANDOMIZE ITEMS AND ROTATE RESPONSES IN SAME ORDER AS TIGEFFECT]**

Do you think using Snapchat has helped or hurt...

		Helped <u>a lot</u>	Helped a <u>little</u>	Neither helped <u>nor hurt</u>	Hurt a <u>little</u>	Hurt a <u>lot</u>	No <u>answer</u>
a.	Your mental health Sep 25-Oct 9, 2025	3	12	75	7	2	*
b.	How productive you are Sep 25-Oct 9, 2025	4	9	65	21	2	*
c.	How much sleep you get Sep 25-Oct 9, 2025	3	4	68	23	3	*
d.	Your friendships Sep 25-Oct 9, 2025	14	30	49	6	1	*

TSCPROB**ASK IF SNAPCHAT USER (TSNS1d=1) [N=772]:**

How much of a problem do you think online harassment and bullying are for people your age on Snapchat?

Sep 25-Oct 9, 2025

29	Major problem
46	Minor problem
25	Not a problem
*	No answer

TSCOH**ASK IF SNAPCHAT USER (TSNS1d=1)[N=772]:
[PN: RANDOMIZE ITEMS IN SAME ORDER AS TIGOH]**

Have you ever experienced any of the following on Snapchat?

		<u>Yes, this has happened to me</u>	<u>No, this has not happened to me</u>	<u>No answer</u>
a.	Being called an offensive name			
	Sep 25-Oct 9, 2025	23	76	1
b.	Being physically threatened			
	Sep 25-Oct 9, 2025	10	90	*
c.	Having someone spread rumors about you			
	Sep 25-Oct 9, 2025	18	81	1

{END BLOCK 5}

ASK BLOCK 6 IF TIKTOK USER (TSNS1h=1) [N=996]:

{BEGIN BLOCK 6}

DISPLAY IF TIKTOK USER (TSNS1h=1):

Now thinking about TikTok...

TTTEXP**ASK IF TIKTOK USER (TSNS1h=1) [N=996]:
[PN: ROTATE RESPONSE OPTIONS IN SAME ORDER AS TIGEXP, ANCHOR 3]**

Overall, would you say that your experience on TikTok is...

Sep 25-Oct 9, 2025

69	Mostly positive
3	Mostly negative
29	About an equal mix of both
0	No answer

TTTWHY**ASK IF TIKTOK USER (TSNS1h=1) [N=996]:****[PN: RANDOMIZE ITEMS IN SAME ORDER AS TIGWHY]**

How much is each of the following a reason you use TikTok?

		<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a.	To get news Sep 25-Oct 9, 2025	12	33	55	*
b.	To keep up with politics or political issues Sep 25-Oct 9, 2025	8	21	71	*
c.	To keep up with athletes or celebrities Sep 25-Oct 9, 2025	20	35	45	0
d.	To look at product reviews or recommendations Sep 25-Oct 9, 2025	24	34	42	*
e.	To know what's going on with your friends and family Sep 25-Oct 9, 2025	33	33	34	*
f.	To connect with others who share your interests Sep 25-Oct 9, 2025	39	35	25	0
g.	Because it's entertaining Sep 25-Oct 9, 2025	82	13	4	*

TTTSHARE**ASK IF TIKTOK USER (TSNS1h=1) [N=996]:****[PN: RANDOMIZE ITEMS AND RESPONSE OPTIONS IN SAME ORDER AS TIGSHARE]**

Overall, how often do you do the following on TikTok?

		<u>Several times a day</u>	<u>About once a day</u>	<u>A few times a week</u>	<u>A few times a month</u>	<u>Rarely</u>	<u>Never</u>	<u>No answer</u>
a.	Post or share Sep 25-Oct 9, 2025	12	7	15	16	28	21	*
b.	Message people directly Sep 25-Oct 9, 2025	13	11	15	7	33	21	*

TTTTIME**ASK IF TIKTOK USER (TSNS1h=1) [N=996]:****[PN: ROTATE RESPONSE OPTIONS IN SAME ORDER AS TIGTIME, ANCHOR 3]**

Overall, would you say the amount of time you spend on TikTok is...

Sep 25-Oct 9, 2025

28	Too much
9	Too little
63	About right
0	No answer

TTTFEEL**ASK IF TIKTOK USER (TSNS1h=1) [N=996]:****[PN: ROTATE RESPONSE OPTIONS 1-2 IN SAME ORDER AS TIGFEEL, ANCHOR 3 AND 4]**

Does what you see on TikTok make you feel...

Sep 25-Oct 9, 2025

15	Better about yourself
3	Worse about yourself
26	About an equal mix of both
57	Makes no difference
*	No answer

TTTEFFECT**ASK IF TIKTOK USER (TSNS1h=1) [N=996]:****[PN: RANDOMIZE ITEMS AND ROTATE RESPONSES IN SAME ORDER AS TIGEFFECT]**

Do you think using TikTok has helped or hurt...

		Helped <u>a lot</u>	Helped a <u>little</u>	Neither helped <u>nor hurt</u>	Hurt a <u>little</u>	Hurt a <u>lot</u>	No <u>answer</u>
a.	Your mental health Sep 25-Oct 9, 2025	5	15	71	8	1	*
b.	How productive you are Sep 25-Oct 9, 2025	5	12	54	24	5	*
c.	How much sleep you get Sep 25-Oct 9, 2025	3	4	56	31	6	0
d.	Your friendships Sep 25-Oct 9, 2025	7	16	72	3	1	*

TTTTPROB**ASK IF TIKTOK USER (TSNS1h=1) [N=996]:**

How much of a problem do you think online harassment and bullying are for people your age on TikTok?

Sep 25-Oct 9, 2025

27	Major problem
45	Minor problem
27	Not a problem
*	No answer

TTTOH**ASK IF TIKTOK USER (TSNS1h=1) [N=996]:**

[PN: RANDOMIZE ITEMS IN SAME ORDER AS TIGOH]

Have you ever experienced any of the following on TikTok?

		<u>Yes, this has happened to me</u>	<u>No, this has not happened to me</u>	<u>No answer</u>
a.	Being called an offensive name			
	Sep 25-Oct 9, 2025	15	85	*
b.	Being physically threatened			
	Sep 25-Oct 9, 2025	5	95	*
c.	Having someone spread rumors about you			
	Sep 25-Oct 9, 2025	10	90	*

{END BLOCK 6}