

BACKGROUND:

- ❑ Survey of ~550 US teens, 13-18 years old with comparisons to our 18+ year-old gen pop data.

FINDINGS:

❑ **Video Calls**

- ❑ Teen engagement with video calls is roughly on par with 18+ year-olds. Teens were more likely to call out doing more video calls for educational purposes than normal, while 18+ year-olds were more likely to call out doing more business video calls than normal.
- ❑ Both groups expect to continue participating in video calls over the next 1-6 months at a similar frequency. Expectations around frequency start to drop off a bit 7-12 months from now and then again more than one year from now.
- ❑ Zoom is clearly the most popular platform among respondents. We would note, though, that FaceTime is a closer second among teens than it is among 18+ year-olds.
- ❑ Video calls via platforms other than FaceTime are more likely to stick with 18+ year-olds than teens after Covid concerns ease.

❑ **Streaming**

- ❑ Nearly 50% of young teens say they have an account with Spotify. Spotify has a much larger market share lead with younger teens than the platform does with 18+ year-olds.
- ❑ Netflix is important to younger teens. Beyond Netflix, YouTube and YouTube TV are important to younger teens and Cable TV is relatively less important.

❑ **Smartphones**

- ❑ Apple has a larger share lead among younger teens who have a smartphone than among 18+ year-olds.



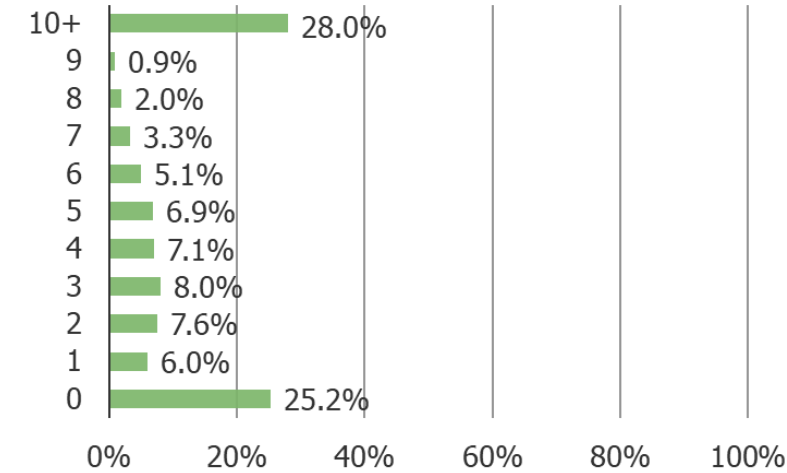
Video Calls



How many video calls have you participated in during the past month?

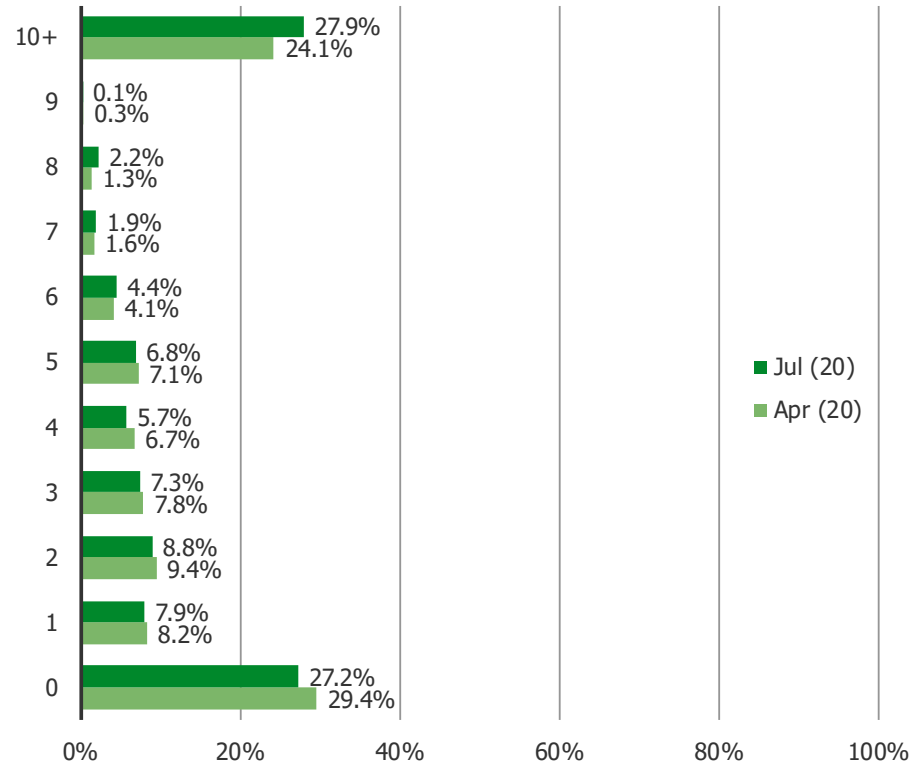
Posed to all respondents (teens 13-18)

Teens (13-18): From September Survey



N = 550

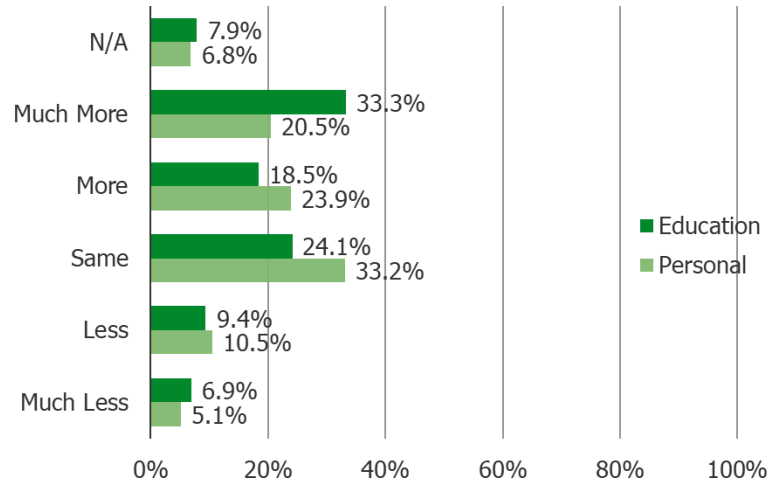
18+ Year-Olds: From July Survey



Are you currently using video calls more or less often than normal?

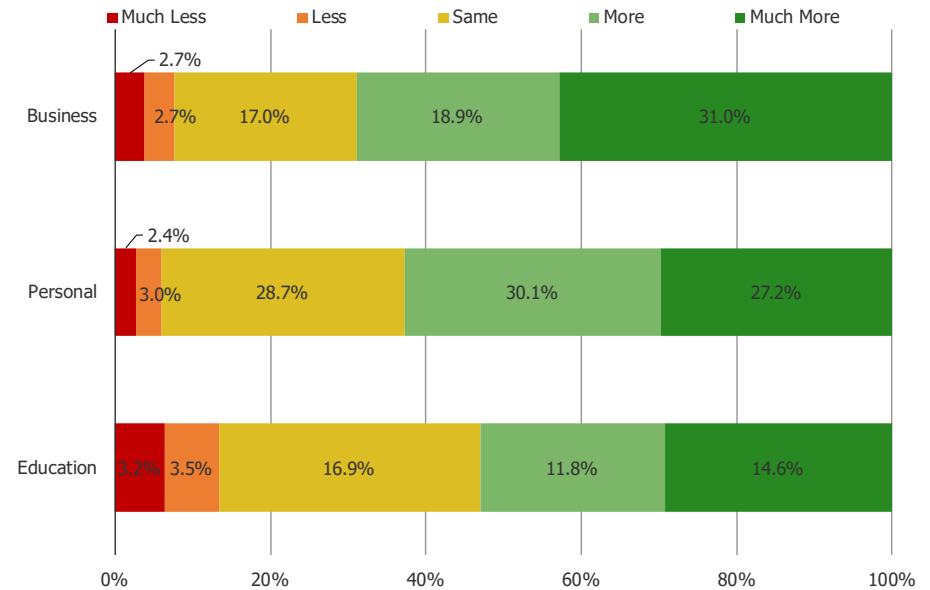
Posed to respondents who have participated in video calls in the past month.

Teens (13-18): From September Survey



N = 550

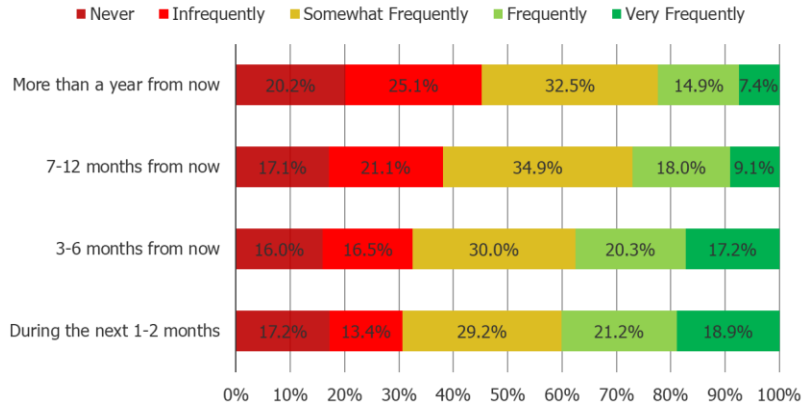
18+ Year-Olds: From July Survey



Looking forward, how often do you expect to participate in video calls during the following time periods?

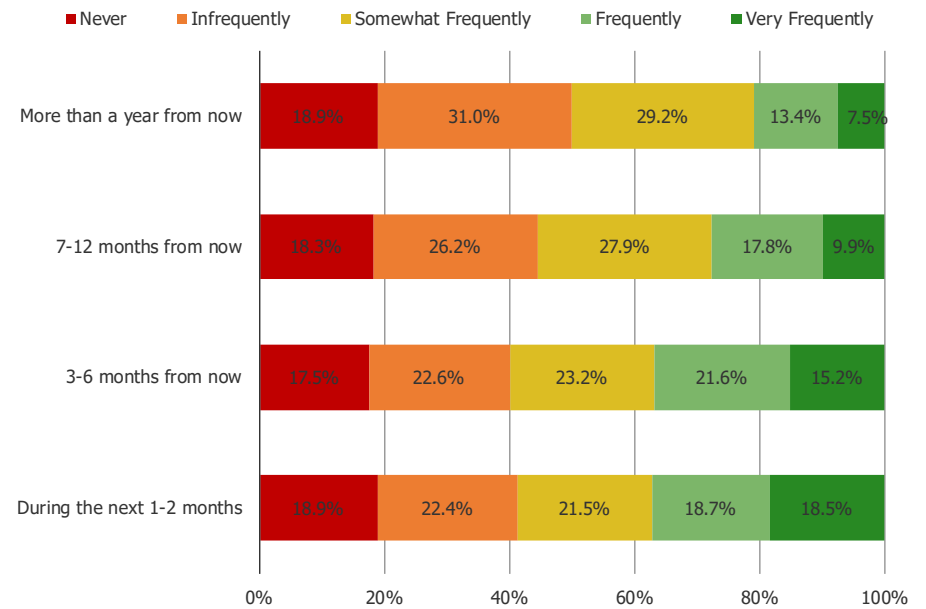
Posed to all respondents

Teens (13-18): From September Survey



N = 550

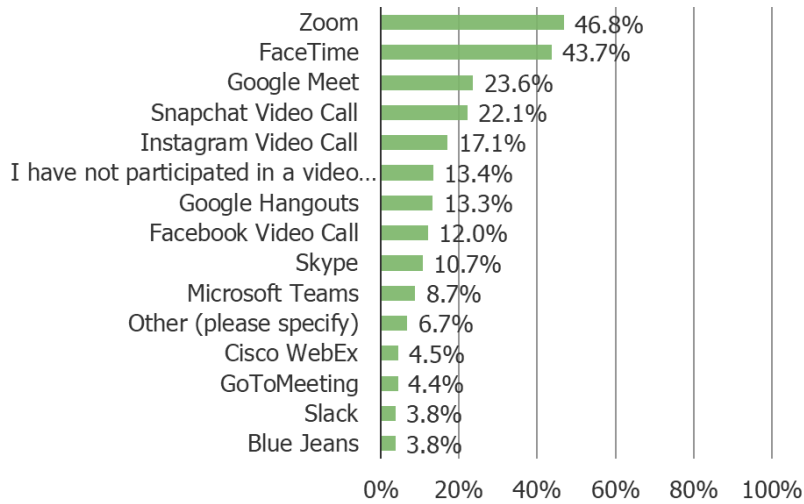
18+ Year-Olds: From July Survey



Have you used any of the following to participate in a video call in the past month? (Select ALL that apply)

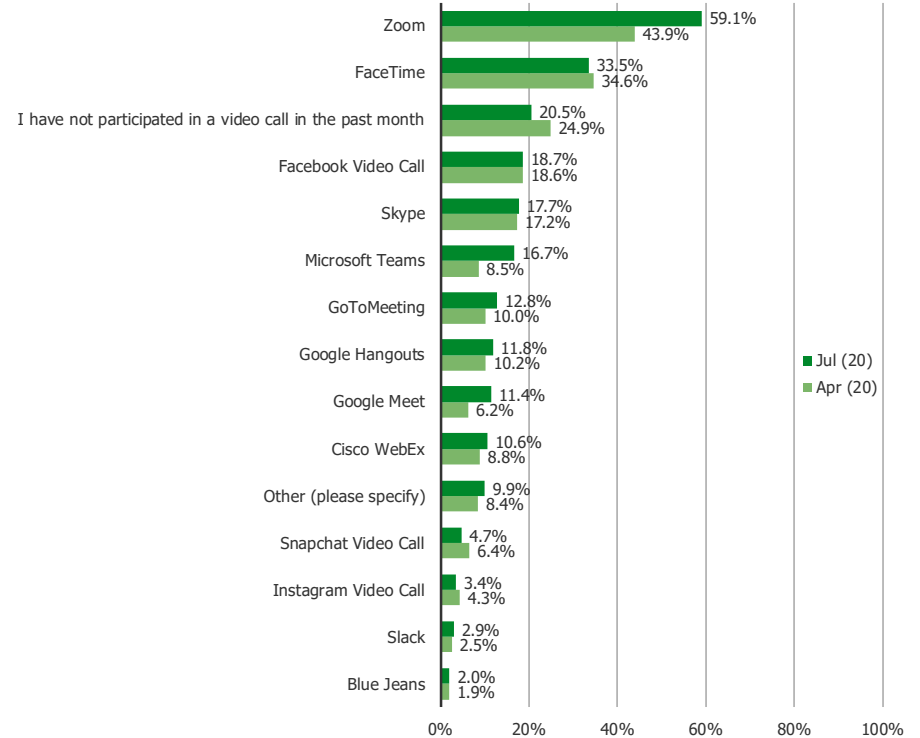
Posed to all respondents

Teens (13-18): From September Survey



N = 550

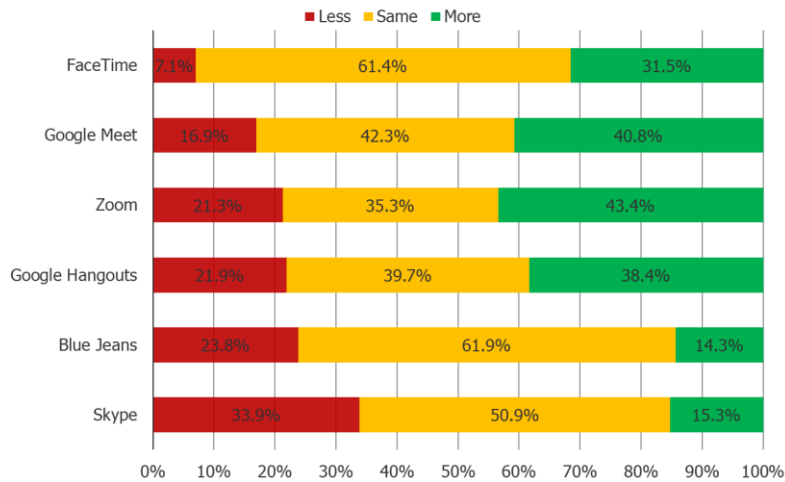
18+ Year-Olds: From July Survey



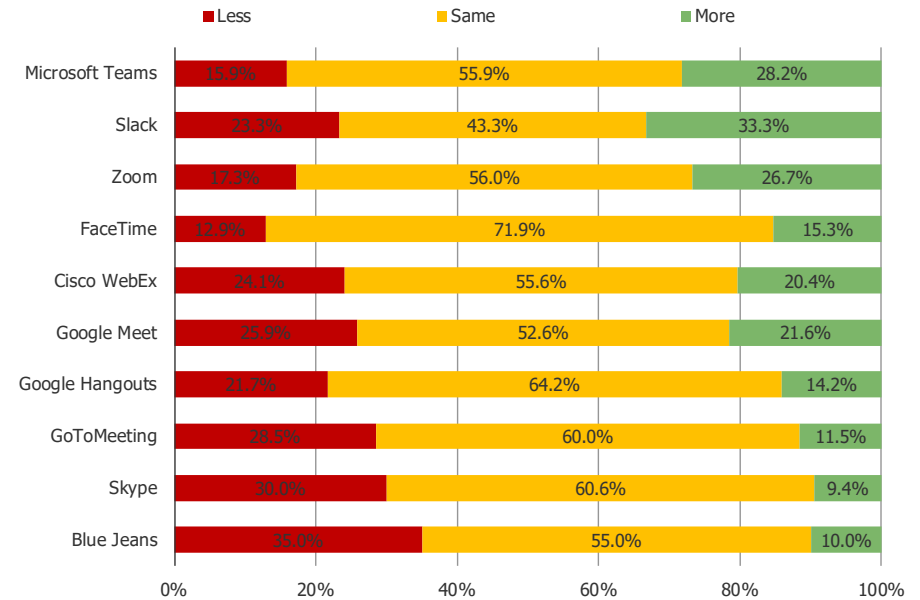
Do you expect to use this service more or less for video calls in the next 3-6 months?

Posed to respondents who have participated in video calls on the following platforms in the past month.

Teens (13-18): From September Survey



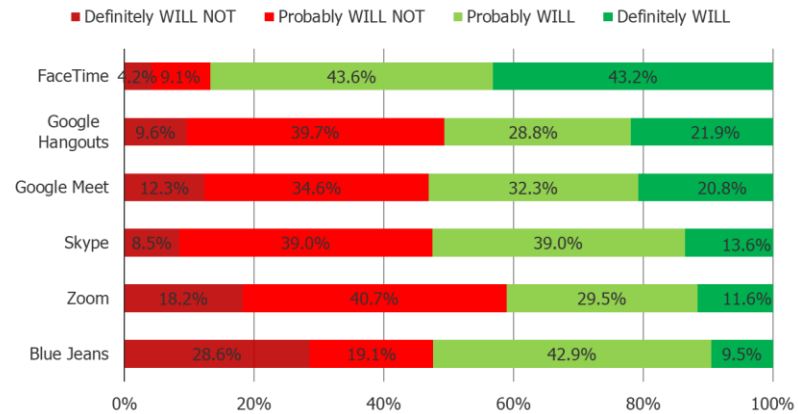
18+ Year-Olds: From July Survey



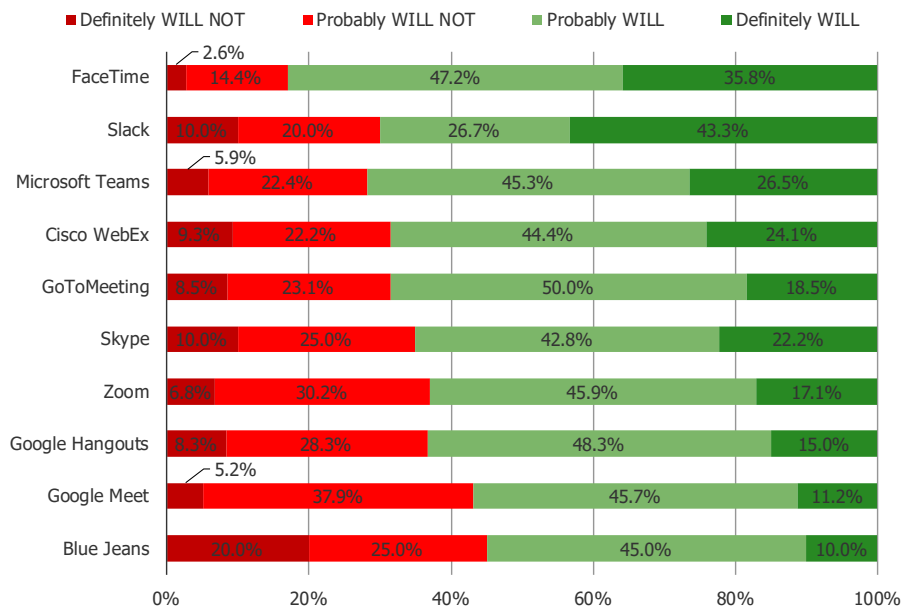
Will you continue using this service for video calls after coronavirus concerns and social distancing measures are relaxed?

Posed to respondents who have participated in video calls on the following platforms in the past month.

Teens (13-18): From September Survey



18+ Year-Olds: From July Survey



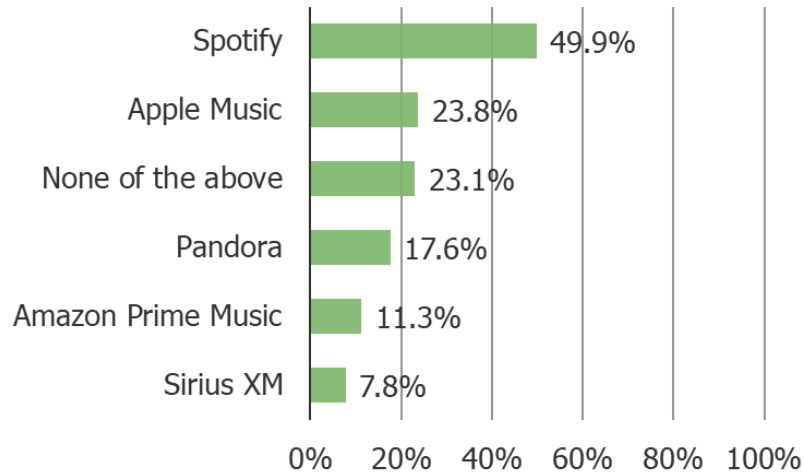
Streaming Music



Do you currently have an account with any of the following? (Select ALL that apply)

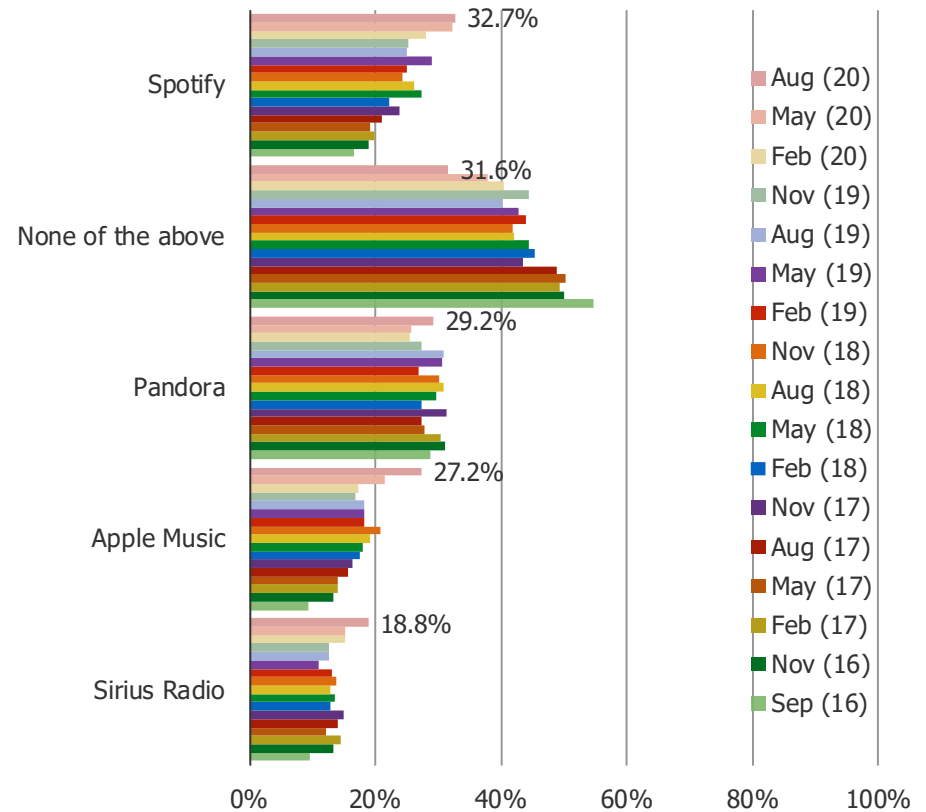
Posed to all respondents

Teens (13-18): From September Survey



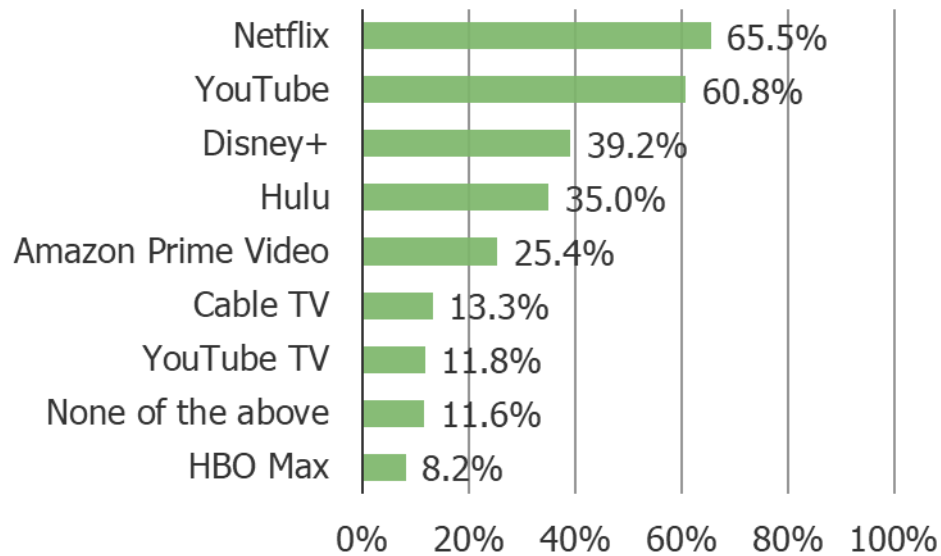
N = 550

18+ Year-Olds: From July Survey



Do you use any of the following to watch videos/TV shows, or movies? (Select ALL that apply)

Posed to all respondents (teens 13-18)



N = 550



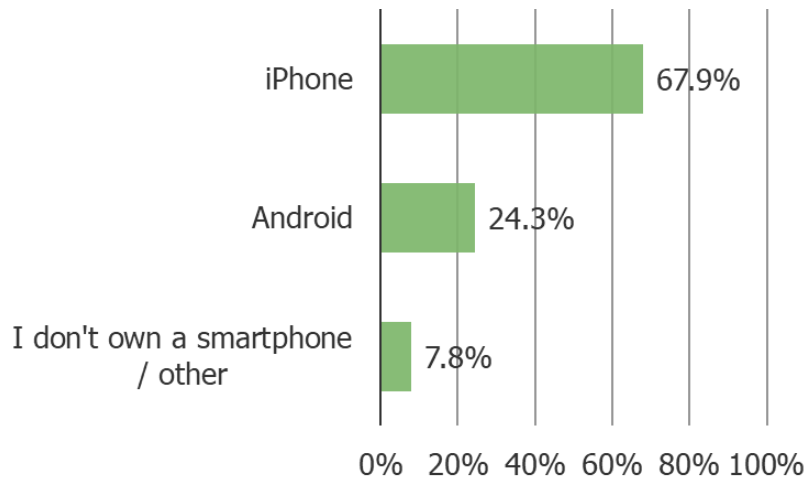
Smartphones



Do you own a smartphone?

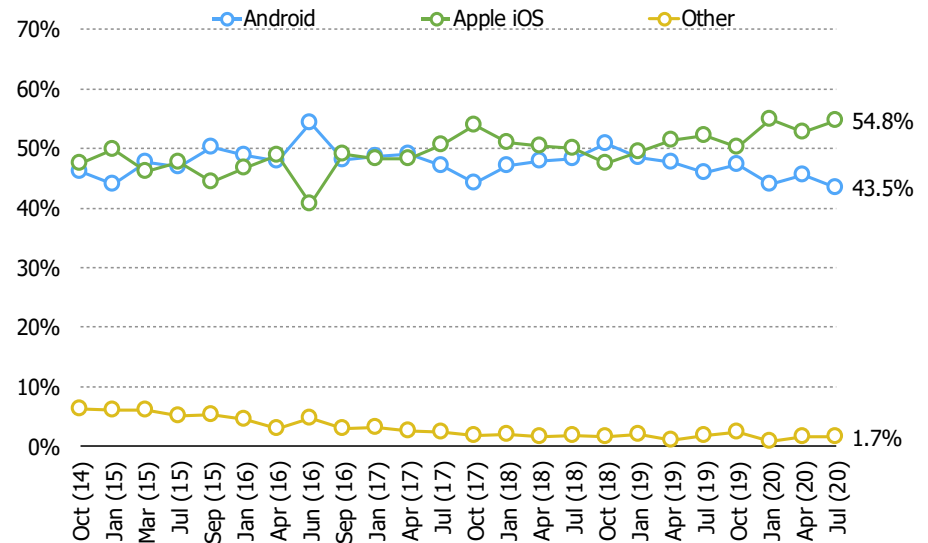
Posed to all respondents

Teens (13-18): From September Survey



*All teens

18+ Year-Olds: From July Survey



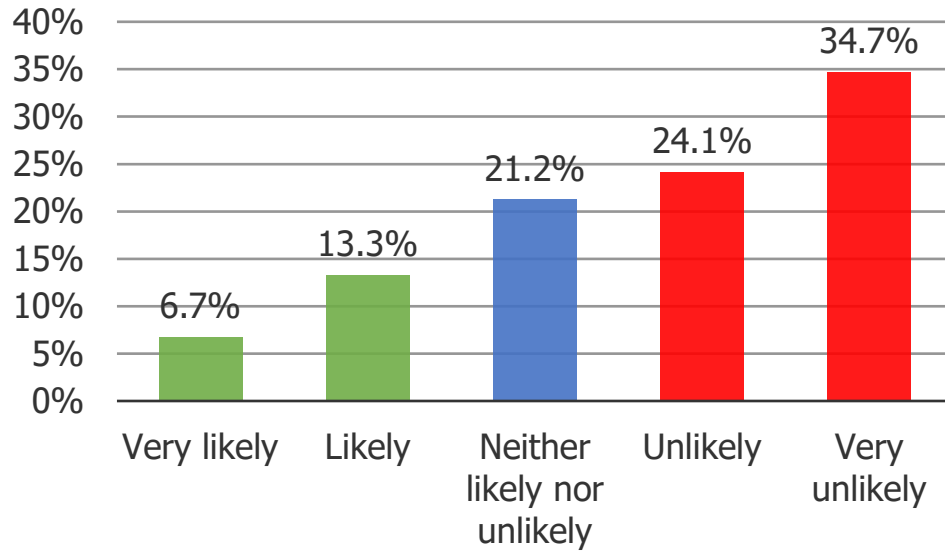
18+ Year-Old Smartphone Owners



How likely are you to get one of the iPhone 12 models after it is released this Fall?

Posed to all respondents (teens 13-18)

Teens (13-18): From September Survey



N = 550

18+ Year-Olds: From July Survey

