

## BACKGROUND:

- ❑ Survey of 551 teens (13-18 year-olds) balanced to census. Where applicable, the slides contain historical comparison to some survey questions that we asked of a similar audience in 2020.

## FINDINGS:

### ❑ ***Facebook (For FAMILY or FRIENDS?), Privacy, and Metaverse***

- ❑ There is a notable difference in what 13-18 year olds use Facebook for and what 18+ year-olds use Facebook for. Namely, that 18+ year-olds view it as a platform primarily for "FRIENDS" and secondarily for "FAMILY" and 13-18 year-olds view it as a platform for "FAMILY", with very few mentioning "FRIENDS."
- ❑ Teens are less likely to opt-out of activity tracking, especially Snapchat users.
- ❑ Teens describe the metaverse as "virtual reality" or a "virtual world." While some directly mentioned "Facebook", the share of teens filling in Facebook to describe what the metaverse is lower than the number of 18+ year-olds who use the word "Facebook" to describe what the metaverse is.

### ❑ ***What has changed since 2020***

- ❑ Teens self-report using social media frequently (feedback is a touch stronger relative to our survey in 2020). Despite overall increases in self-reported usage metrics, consumers have a net neutral view on whether social media is a good or bad thing and feedback softened a bit since 2020.
- ❑ Compared to our survey in 2020, an increased percentage of teens are using Facebook, Snapchat, Pinterest, and Twitter. On the flip side, the percentage of teens who use Facebook declined (the percentage who use Instagram declined by ~1%). Relative to 2020, an increased percentage of teens call TikTok their favorite social media app.
- ❑ Since our survey in 2020, teen Instagram awareness / engagement / sentiment toward Reels improved. Among Instagram users who have engaged with Reels and also use TikTok, sentiment favors TikTok and data is roughly in line with results in our 2020 survey.



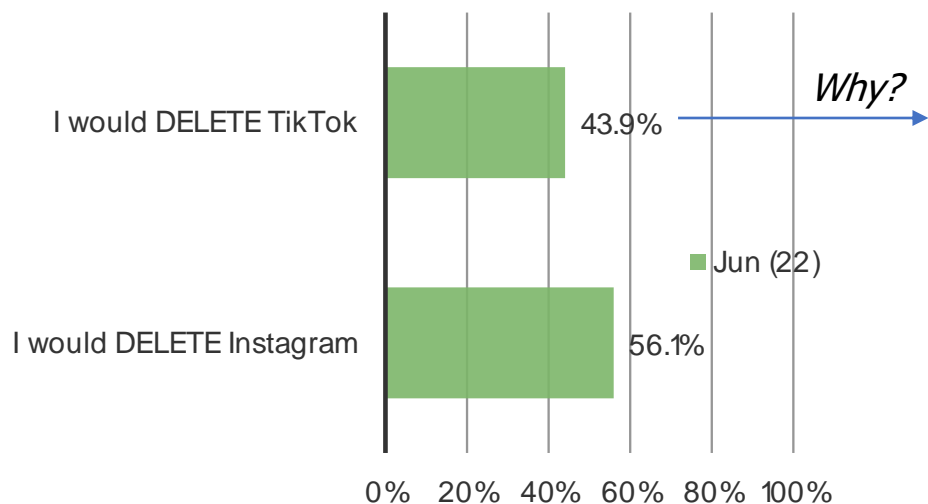
## **New Questions in June 2022 Wave**

---



## If you had to delete either Instagram or TikTok and never use it again, which would you delete?

Posed to all respondents (teens 13-18)



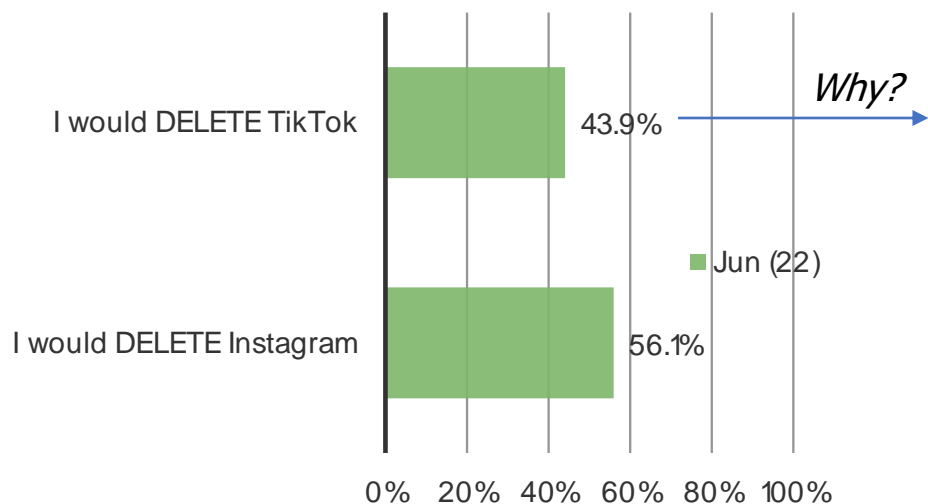
- I feel very connected with my friends and others on Instagram and can keep up with the latest on their lives. I can live without Tiktok even though it is very fun.
- TikTok is kinda boring
- I do more stuff on Instagram than TikTok
- Because you can do more with Instagram
- I use instagram way more and i mean instagram has reels
- I have more people I truly know on instagram and friends
- Instagram just has content from TikTok anyways
- Mainly because I spend more time on it everyday
- I use instagram to communicate with friends and etc. Tiktok is more of a time waster.
- It take a lot of room
- i dont get on it how i used to
- It's way too addicting
- I would delete tik tok because there are lots of other social medias that have that type of content
- Because i don't talk to nobody on tiktok
- I don't use it that much, and I think it is an addicting app that you don't want to get addicted too.
- Instagram is more useful
- I would delete tiktok because i have no social media follower base to profit off
- I'm not a big fan of TikTok
- TikTok is a terrible waste of time
- I would delete tiktok because Instagram is more professional and aesthetically pleasing.
- I don't really use tik tok
- I use it less
- I need Instagram for business purposes
- I choose to delete tot too because I have friends in my instagram rather than TikTok so I wouldn't be able to test anyone I know including some family
- Waste more of my time
- TikTok is a terrible app, for many reasons that I could state.
- Because I used insta to talk to my friends and family and that's more important than TikTok
- Because I use Instagram to communicate with friends and family.
- i use instagram more for communication and to get recognition in the world.
- Instagram is pretty much tik tok but better and has more
- Instagram is better
- I talk to people on insta
- because i use instagram way more

N = 551



## If you had to delete either Instagram or TikTok and never use it again, which would you delete?

Posed to all respondents (teens 13-18)



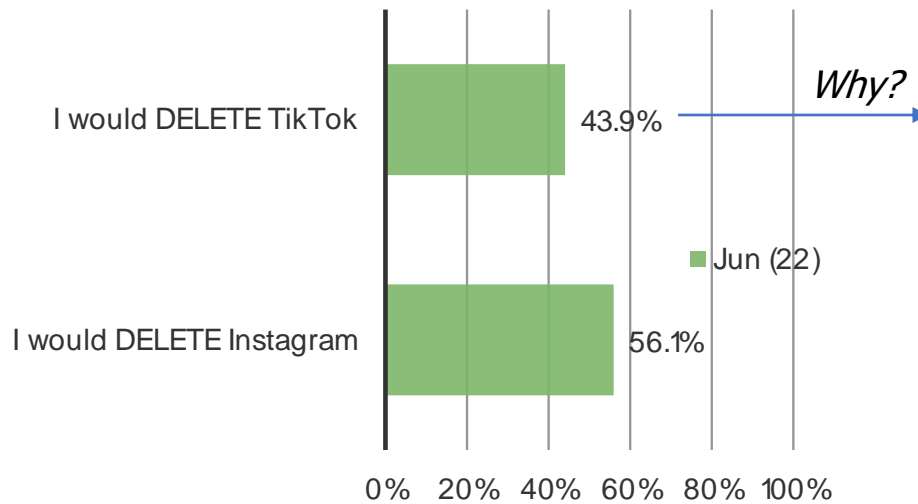
- Because i like Instagram more
- I use instagram way more and a lot of the stuff from tiktok is usually reposted on instagram
- I would actually considering deleting TikTok, the community is toxic and ruining this generation honestly.
- TikTok isn't as useful to me, I don't really need the app for most of what I use it for, and it seems to be worse privacy wise
- I spend too much time on Tik tok than I would like too. Also Instagram is a good way to network.
- I use Tik tok too much and need more time to do other things.
- i like instagram more
- Instagram has more for me than Tiktok
- Because she feel like Snapchat is more important
- Pictures
- more inappropriate
- Because I can still look at tiktoks on Instagram reels
- Because I use insta more
- You can do more stuff on instagram
- most tiktoks videos are posted on instagram
- Because instagram everyone uses and it has reels so if you still want that tik Tok experience
- Because BTS is more active on Instagram
- all my memories are posted to instagram
- I use Instagram to talk with other people deleting TikTok wouldn't affect me as much.
- Because my friends use Instagram to text me
- I will pick
- Deleting TiTok would help me be more productive in my everyday life because I think it is more addicting than instagram
- TikTok is kinda a distraction for me so I would delete it
- instagram is better for seeing what people are up to
- I love posting on Instagram and more of my friends use it.
- Idk
- I have a bigger instagram following
- i chosen to delete tik tok than instagram because i'm not on tik tok as much as i am on instagram so it wouldn't really bother me if i do delete tik tok
- I would delete tiktok because on how it's becoming more like Twitter
- I choose tik tok because I can always watch diffrent stuff
- It's less important
- Because I don't use tik tok as much

N = 551



# If you had to delete either Instagram or TikTok and never use it again, which would you delete?

Posed to all respondents (teens 13-18)



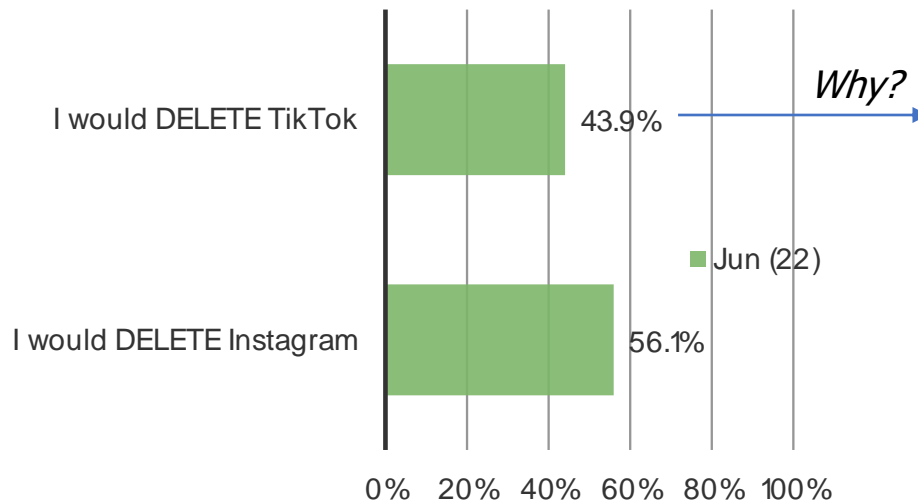
- Why?*
- Already unhealthy for my mental health
  - Because it's a little too influential in a bad way
  - Because you can still post videos and take photos on instagram
  - Idk
  - I am less established on TikTok
  - i dont use it as much
  - Because on Instagram my boys are on there
  - I'm okay I'm not getting dressed and dressed in the
  - Because
  - tik tok is jus for entertainment and instagram is for communication
  - Cause I be on it sometimes
  - You can do a lot on tiktok except watch others dance sing and etc
  - Because Instagram have more high quality things.
  - Instagram has clips of TikTok so it would be like I never even deleted it.
  - I chose to delete this app because i dont use it to connect with friends like I do in instagram
  - I use Instagram more often than I use TikTok, I also prefer Instagram over TikTok.
  - because tiktok causes drama
  - Because I have close friends on Instagram
  - I use it less
  - Because I love Instagram
  - I can talk to many ppl on Instagram
  - Because there are lots of TikTok's replicas
  - Because most of my friends and family are on the other app and that's how I communicate with them
  - I use TikTok alot but it's very addictive
  - I would because I spend an unhealthy amount of time on tik tok and it would be good to get a break
  - I spend too much time on tik tok and need to be more productive so without it my life would be better.
  - I don't trust TikTok that much
  - Instagram is way better than tik tok
  - I post on insta, not tiktok
  - Instagram lets me keep in touch with people while TikTok is merely for my entertainment because i wanted to.
  - It is based in China and is controversial.
  - I use Instagram all the time and it's how I talk to my best friend
  - I use it less
  - Because I use instagram to text my friends ona daily, although I use tiktok more entertainment wise I don't text people on there.

N = 551



## If you had to delete either Instagram or TikTok and never use it again, which would you delete?

Posed to all respondents (teens 13-18)



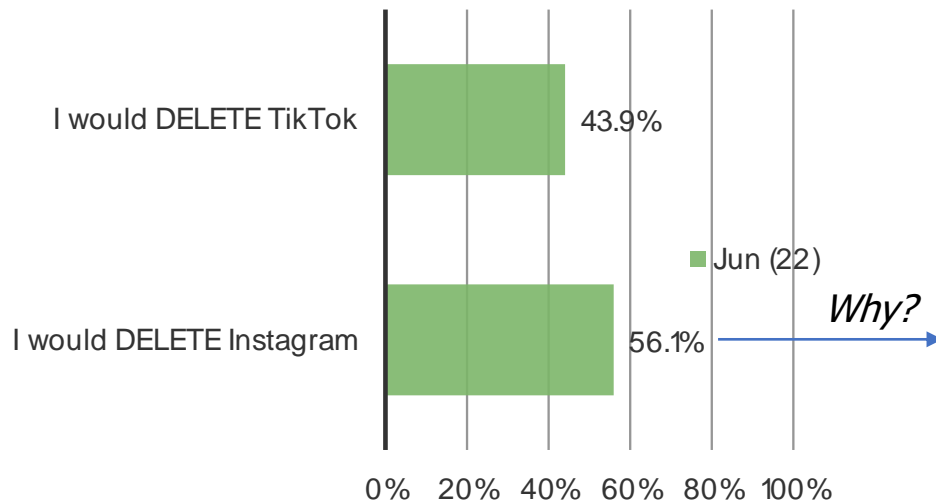
- Why?*
- I don't use it that much
  - I don't post on TikTok. More people that I personally know are on Instagram.
  - I feel like TikTok isn't more important than Instagram!
  - Instagram gives me a way to communicate with friends while TikTok does not. I love Instagram's UI compared to TikTok's horrendous one.
  - I feel that Instagram allows me to connect with my family and friends
  - I post more in Instagram and have more friends there
  - Because Instagram is world wide not that TikTok isn't
  - Idk
  - I don't use it as much
  - I like Instagram more
  - Instagram is more personal than TikTok is
  - You can control what goes on your Instagram feed, and TikTok tends to be a more mindless time consumer.
  - It's not as interactive with my friends.
  - there are videos on Instagram and in Instagram you can message people but on TikTok they have to follow you back in order to text
  - i would delete TikTok just because Instagram sort of has content like TikTok (Instagram reels)
  - I don't go on TikTok as much as I do on Instagram
  - Because Instagram has everything TikTok has and more
  - I use it less
  - I'd rather delete TikTok than Instagram because I can contact people I know and that I'm close to more than I could on TikTok
  - I don't use TikTok as much as Instagram
  - because i need to message my friends on Instagram
  - Because I don't really like TikTok
  - because i have all my friends on Instagram not TikTok
  - I would choose to delete TikTok because I would only be able to watch videos. On Instagram, I could do much more, including watching videos.
  - I use Instagram to contact some people I don't have contact with on other platforms.
  - Instagram allow me to communicate more easily
  - Instagram has more important information and TikTok is kind of a fill the time app
  - China
  - TikTok doesn't have the nicest community.

N = 551



# If you had to delete either Instagram or TikTok and never use it again, which would you delete?

Posed to all respondents (teens 13-18)



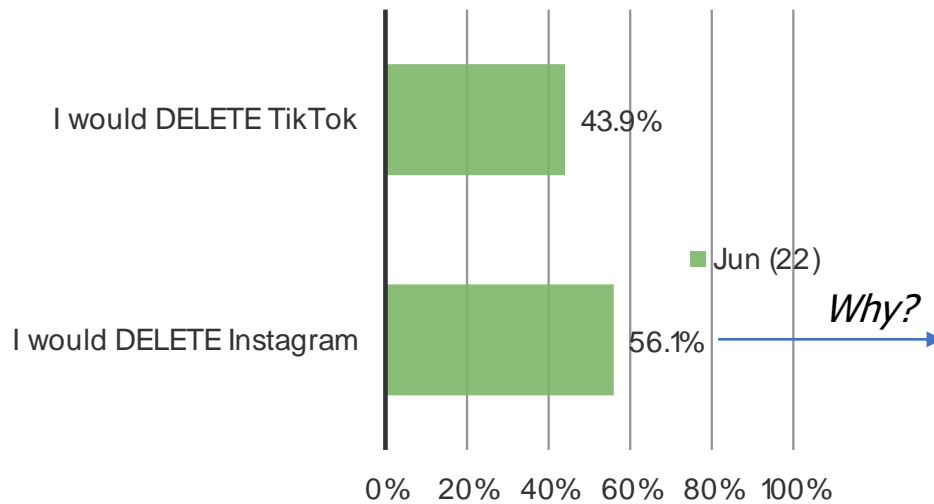
- I dont get that much enjoyment from it
- I like more of the content on tik and ok
- Tik tok addiction
- TikTok brings me more laughs and joy
- I don't really enjoy using the app.
- Instagram is not so professional
- I LOVE MY FANS ON TIKTOK I DINT HAVE THAT MUCH FOLLOWERS ON INSTAGRAM
- TikTok is more entertaining
- I am entertained by tiktok more.
- Because people be fake on Instagram/TikTok have funny stuff
- It is not as entertaining as the other one.
- I use tik tok more and it is more entertaining
- Cauae i use timtok more
- I use it the least
- Nope
- I have a literal tiktok addiction and I don't really heavily use instagram
- TikTok is more interesting
- I chose to delete instagram because I post more on tiktok and enjoy going on tiktok more
- Because Instagram is the one social media all I rarely use out of all the other ones I have
- Tiktok is funny
- i think tik tok is more interesting
- Because tiktok is just more entertaining
- I like TikTok more
- I use TikTok significantly longer
- I view more content on TikTok than I do on Instagram.
- Tik tok is more entertaining
- Tiktok is more interesting
- It's less fun
- Because I can hack your instagram so easily
- Because tiktok is more entertaining
- Tik tok is more entertaining
- Because I use TikTok too much
- I use TikTok everyday Instagram I barely ever use I just feel guilty of I deleted it because of the messages I have with people on there
- Because Instagram videos are not entertaining.
- I like tiktok way better
- I use TikTok more
- I use it the least
- Because TikTok is more fun
- Bc it's whatever
- Because it ain't nothing but drama on there

N = 551



# If you had to delete either Instagram or TikTok and never use it again, which would you delete?

Posed to all respondents (teens 13-18)



I like tiktok better  
 Because it can be dangerous  
 I use Tik Tok more frequently than Instagram  
 I can watch entertainment on tic tok  
 Because all the people I actually talk to I would send tiktoks anyways  
 I dont use it as much as tiktok  
 Because there are fun videos on tiktok and i can also comunicate through it  
 it has no purpose  
 Because on tik tok is the best app anyone could want.  
 Because Tiktok is funnier than instagram and my friends barely post on instagram.  
 I prefer tiktok because it gives better content for me  
 instagram to look photo  
 I use it less than TikTok.  
 Tik tok has more ways to entertain myself.  
 i chose instagram because i don't really use it now it's every once and a while  
 I only use Instagram to post photos of events and friends occasionally, not for frequent  
 entertainment like I do with TikTok.  
 Don't use it as much, provides less enjoyment  
 I don't use it as much  
 I barley be in it  
 I chose to delete Instagram because I don't really need to have it and tiktok is really  
 entertaining  
 Tiktok is too addicting  
 use tiktok more  
 Tik tok is more interesting  
 because i like watching everyone dance on tiktok.  
 becuase tiktok is more interesting,  
 Its not that important  
 Because I have alot of followers on TikTok  
 i like tik tok too much  
 Because of a toxic relationship  
 TikTok is life  
 TikTok is more funny and entertaining  
 I don't really use it  
 I spend way more time on tik tok.  
 I would delete instagram because I use TikTok more often  
 tiktok gives me so much info and helps so much and is way more interesting!  
 Because i can just reinstall it  
 Because I use TikTok more than Instagram.  
 i don't use it much  
 This was very tough but I have more followers on TikTok so,.

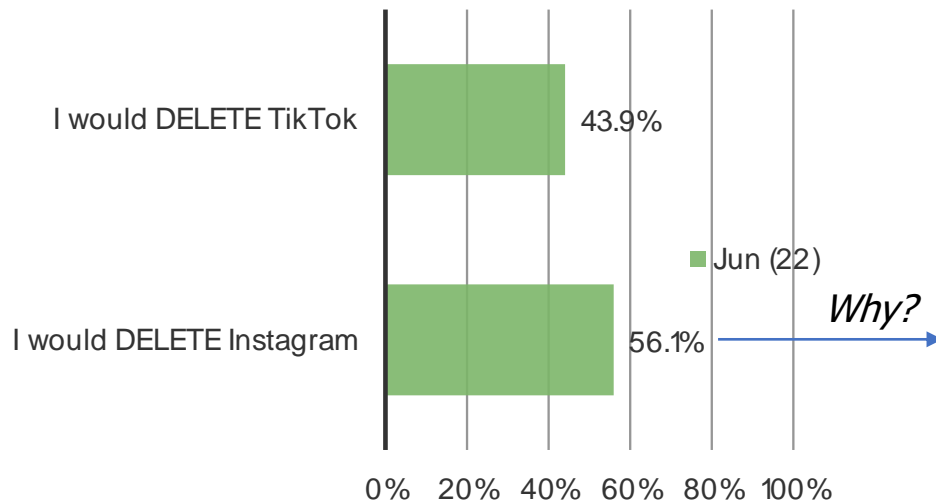
N = 551





# If you had to delete either Instagram or TikTok and never use it again, which would you delete?

Posed to all respondents (teens 13-18)



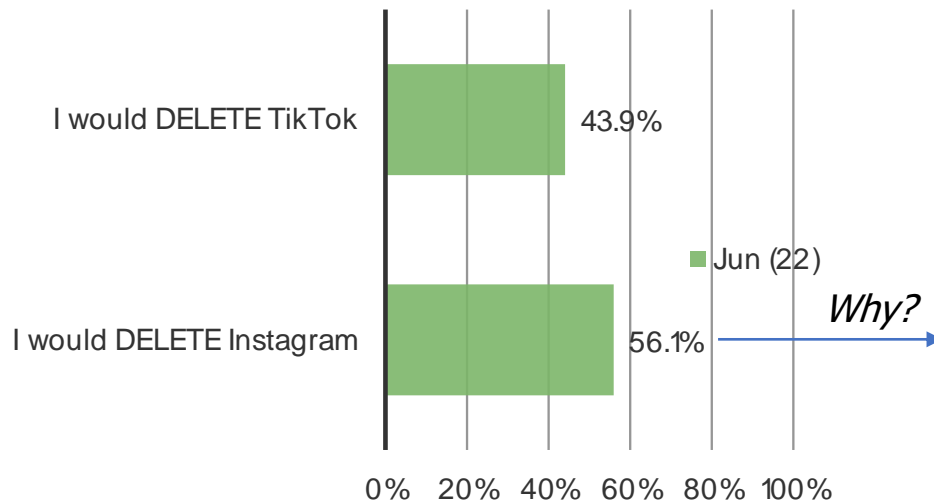
- Instagram is kind of boring
- don't trust it
- Bc I used tik tok more
- Tiktok is more entertaining than Instagram
- I had TikTok longer
- Tik tok is more entertaining
- cause tiktok is funny
- i use tiktok more than instagram
- Because tiktok is fun and it never gets boring, Instagram does
- I enjoy it less
- I don't know
- because i got hacked on instagram
- Instagram is really boring but there are a small amount of accounts that are useful
- Because I already lost my tiktok account and I can't get any of my old videos back:( and it was tiktoks fault
- I don't like it that kichc
- i barely use instagram it is also toxic
- Instagram has become boring woth nothing interesting
- Because I love tiktok
- tiktok gives me more entertainment
- i have very good memories from Tik Tok and I've had it for years
- Instagram because I already not use it as much as tiktok and tiktok I can connect more while Instagram I can only connect to those i follow
- I use tiktok more than instagram
- I use Instagram way less thank TikTok
- Because I use TikTok more for entertainment rather than insta
- I spend less time on instagram
- I don't use it as much
- I use tiktok whenever i'm bored, but I only use instagram to message people, but i can message them on other platforms
- I like watching tiktoks
- Because I like Tiktok more
- Because I like tik tok better
- because tiktok is fun
- because i don't be on instagram like that.
- TikTok is so diverese
- I prefer tik tok
- I use tiktok more
- I like TikTok way better because there is more to see
- Because I spend more time on tiktok

N = 551



# If you had to delete either Instagram or TikTok and never use it again, which would you delete?

Posed to all respondents (teens 13-18)



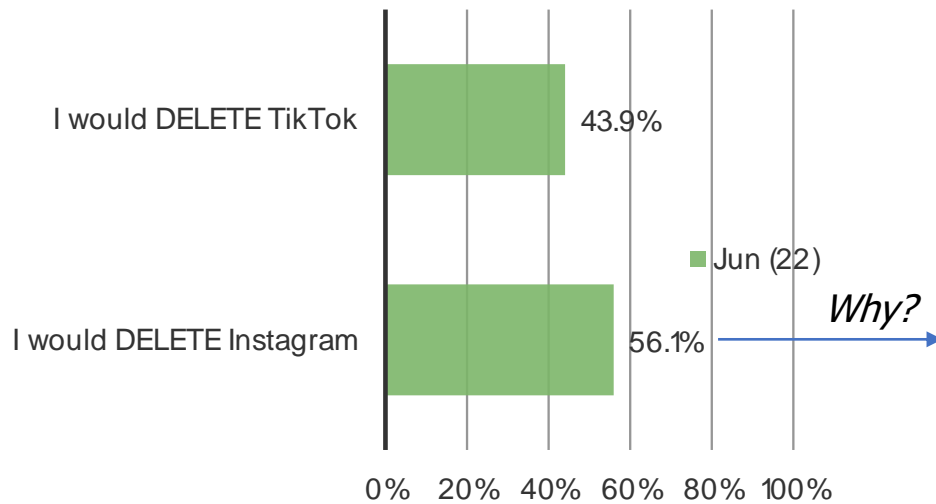
TikTok is more entertaining  
 Sometimes Instagram is boring  
 Instagram would never bring back the memories/videos that tiktok had.  
 I would delete instagram because I like tiktok more.  
 Because Instagram is always having problems going on with their app  
 TikTok has more entertaining content  
 because i use tiktok more and like it more  
 Because tiktok is more interesting and is very funny  
 It just has photos  
 Tiktok is more entertaining and funnier.  
 It can be just boring sometimes  
 I stay on tiktok forever  
 It's toxic  
 I'm on it less  
 i use tik tok too much to let it go  
 Tik tok is very fun!  
 I spend less time on it.  
 I use it the least  
 Because tiktok has more things then Instagram. I don't even use Instagram that much.  
 because instagram is stupid  
 Instagram because I don't use it that much and tiktok can stay because i like the videos  
 I chose to delete instagram over tik tok because i enjoy tik tok more.  
 If I had to I'd choose instagram just because I feel like its easier to express myself on  
 Tiktok than it is instagram  
 Because the money is on TikTok not instagram  
 Because I love watching tik  
 id delete it bc i don't use it as much  
 I use tik tok to much  
 i dont really use it  
 Because TikTok has more content that I enjoy  
 TikTok gives me more entertainment  
 I like tiktok more because it is more entertaining and also CrazyCae is on there  
 I'm on tiktok morw  
 I am more invested into TikTok then I am Instagram  
 I would delete insta bc honestly I don't use as much as tik tok and something it has more  
 than Insta and it more better insta is just like u know pic and stuff and the other is more  
 Cause it is more enjoyable  
 Because I use TikTok more frequently.  
 Bc tik tok is a better app  
 i like tiktok better  
 Because it don't

N = 551



## If you had to delete either Instagram or TikTok and never use it again, which would you delete?

*Posed to all respondents (teens 13-18)*



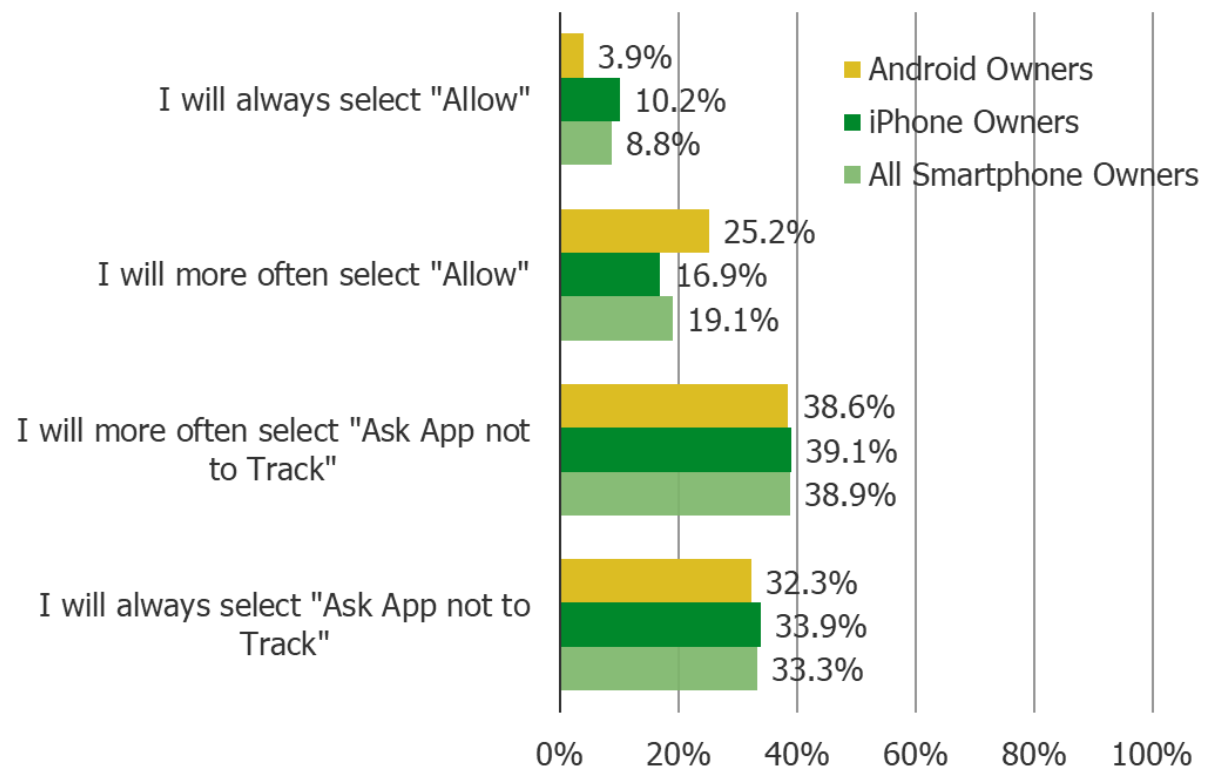
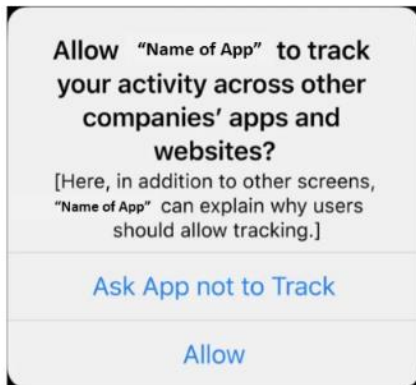
- It gets boring
- Because it's not even interesting anymore
- TikTok is more interesting
- People usually post photos on Twitter as well
- I would delete Instagram because it is becoming the same as Facebook and TikTok is a growing social media with much more content and opportunity.
- I would delete Instagram because TikTok entertained me
- Bc I don't use Instagram as much
- I barely get on the app
- Instagram is aimed towards a different audience and I fit the audience of tik tok more
- Because don't really go on Instagram like I do tiktok
- Because TikTok is funnier and has a better interface.
- Bc Instagram is stupid
- I love Tik Tok more it is more entertaining

*N = 551*



## Going forward, if you see this notification for apps you use, what will you choose?

Posed to teens with smartphones (N = 535)

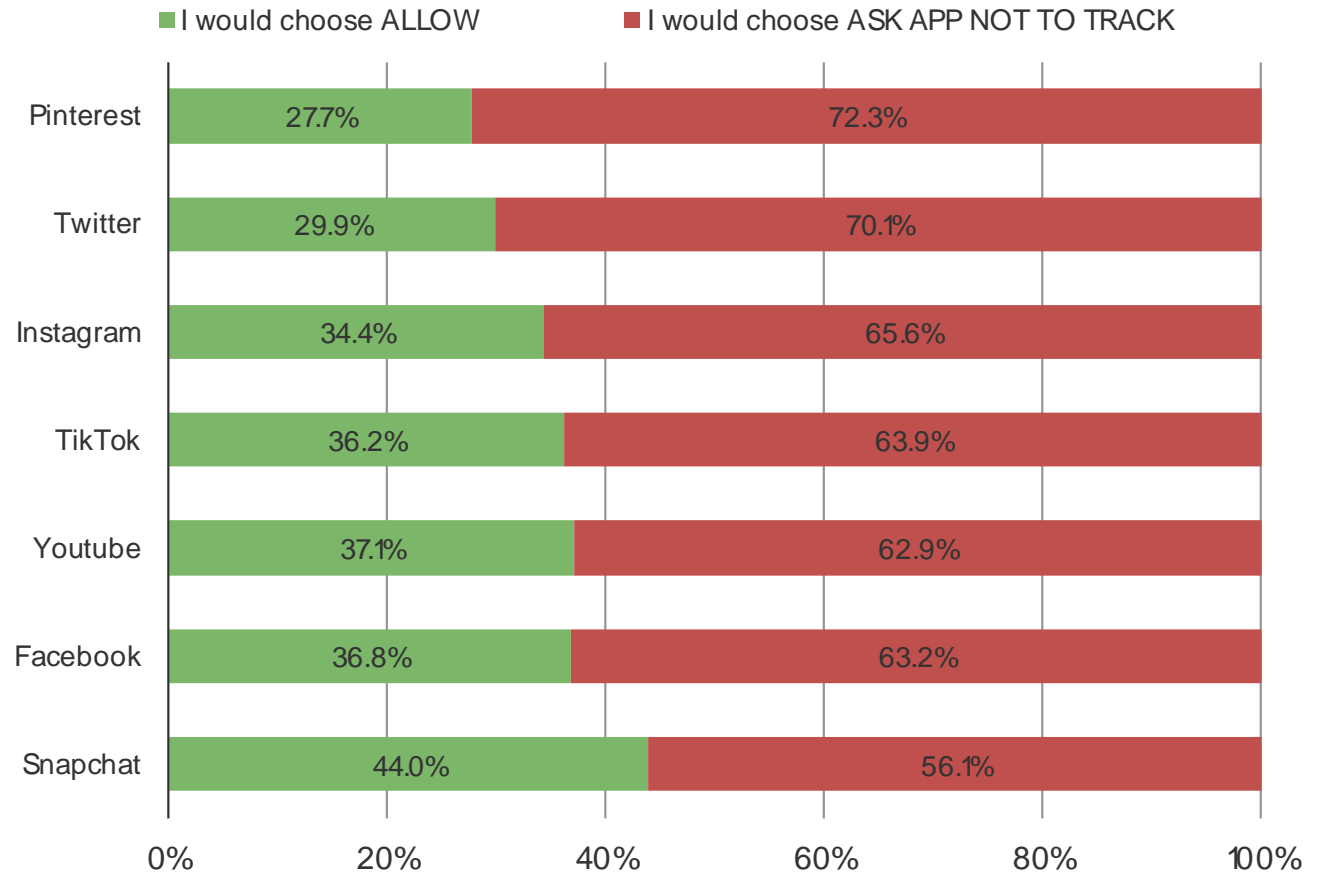
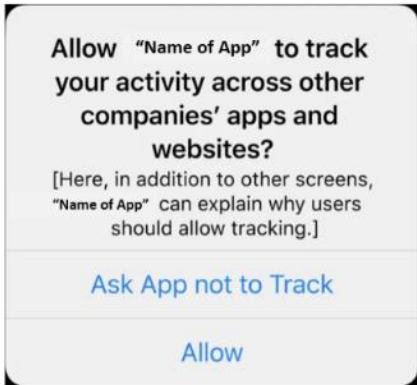


N = 535



# If you got the above pictured notification for the following today, what would you choose?

*Posed to teens with smartphones who use each of the following platforms:*

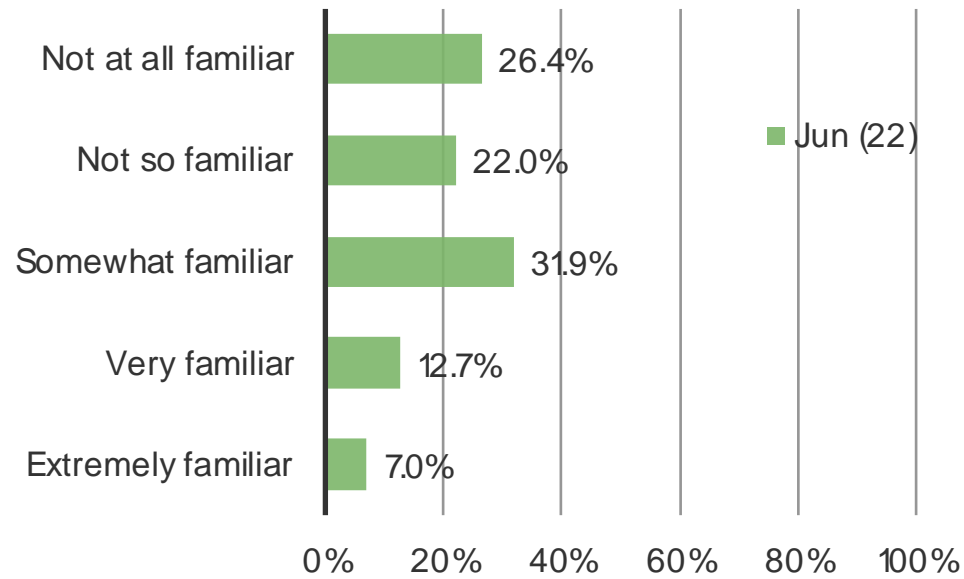


	N =
Facebook	215
Twitter	227
Snapchat	384
Instagram	426
Pinterest	244
TikTok	393
Youtube	451



### Are you familiar with what the metaverse is?

*Posed to all respondents (teens 13-18)*



*N = 551*



**If you had to briefly describe what the metaverse is to someone, what would you say?**  
*Posed to teens who are at least somewhat familiar with what the metaverse is.*

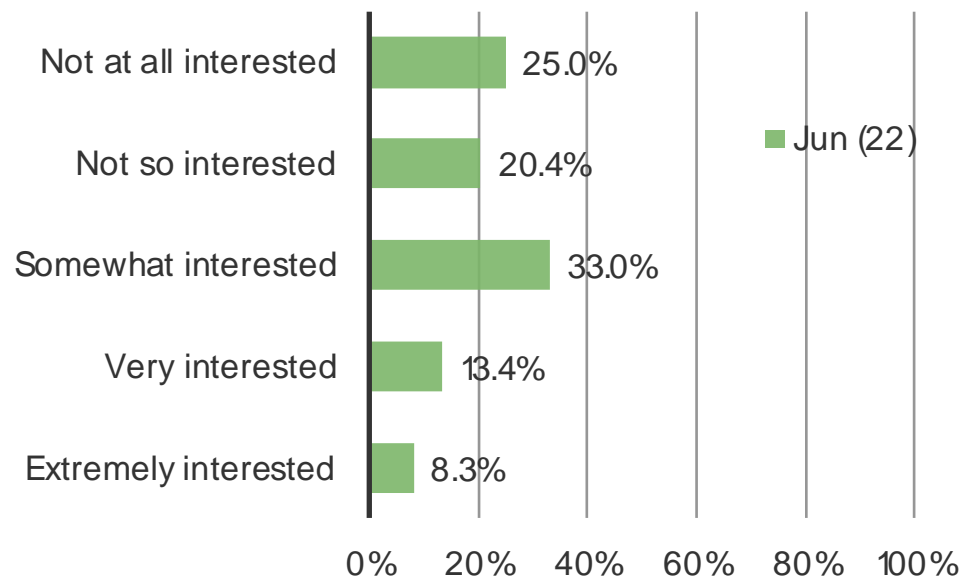


*N* = 285



**How much interest do you have in participating in the metaverse? Note - the metaverse is a virtual-reality space in which users can interact with a computer-generated environment and other users.**

*Posed to all respondents (teens 13-18)*



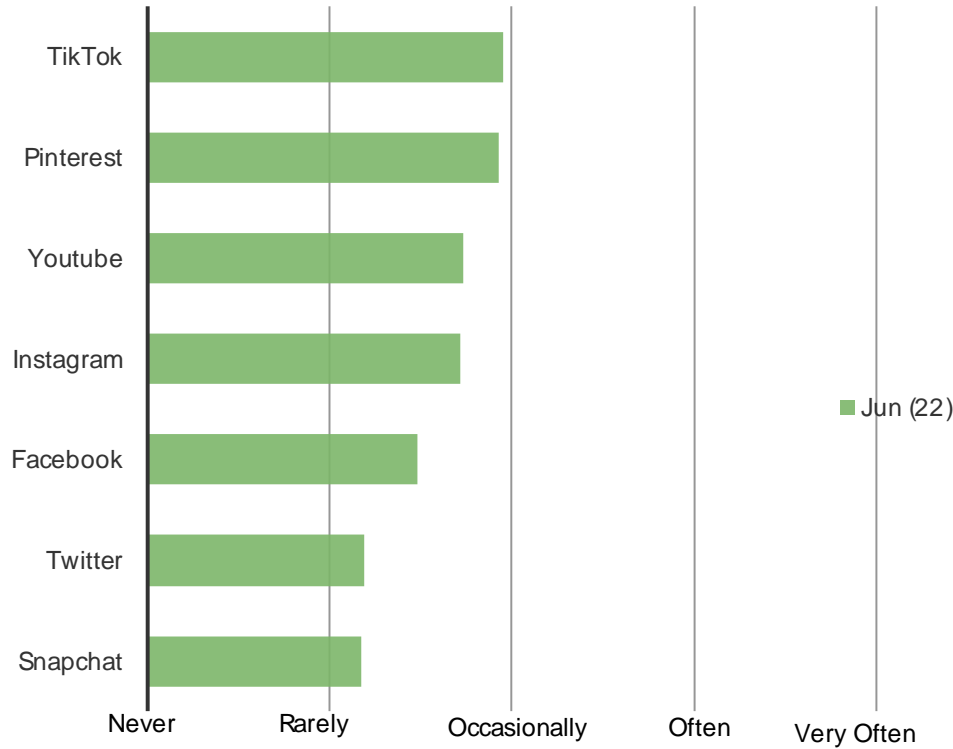
*N = 551*





### How often do you discover products to buy on the following?

*Posed to all respondents who use the below (teens 13-18)*

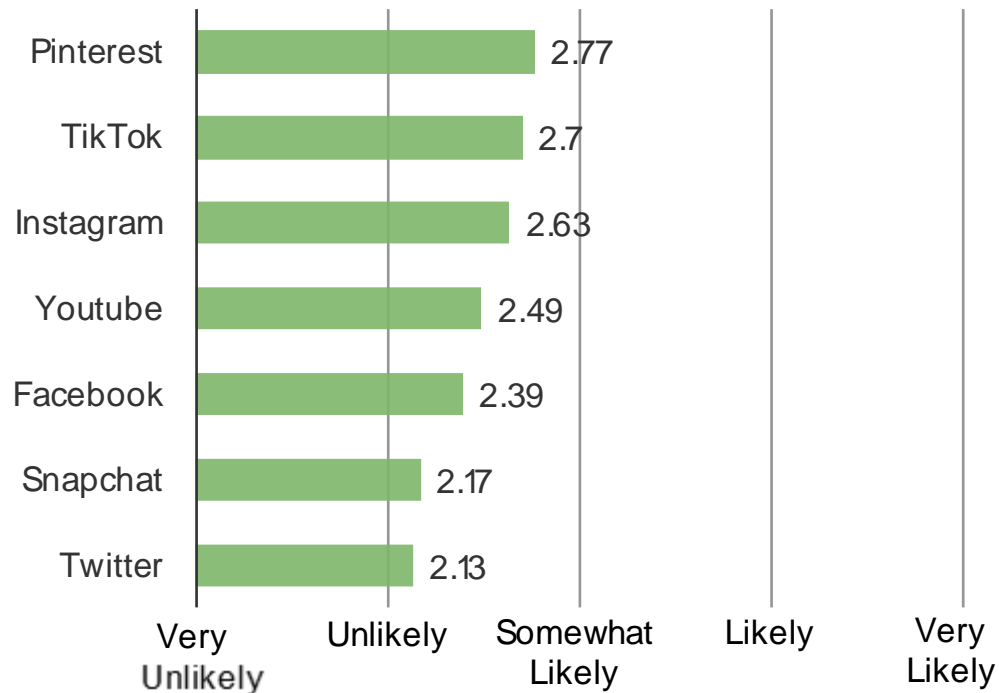


	N=
Facebook	219
Twitter	234
Snapchat	391
Instagram	433
Pinterest	252
TikTok	404
Youtube	459



**How likely would you be to buy products from companies or brands on social media platforms (ie, checking out while still on the social media platform, through the social media platform)?**

*Posed to all respondents who use the below (teens 13-18)*

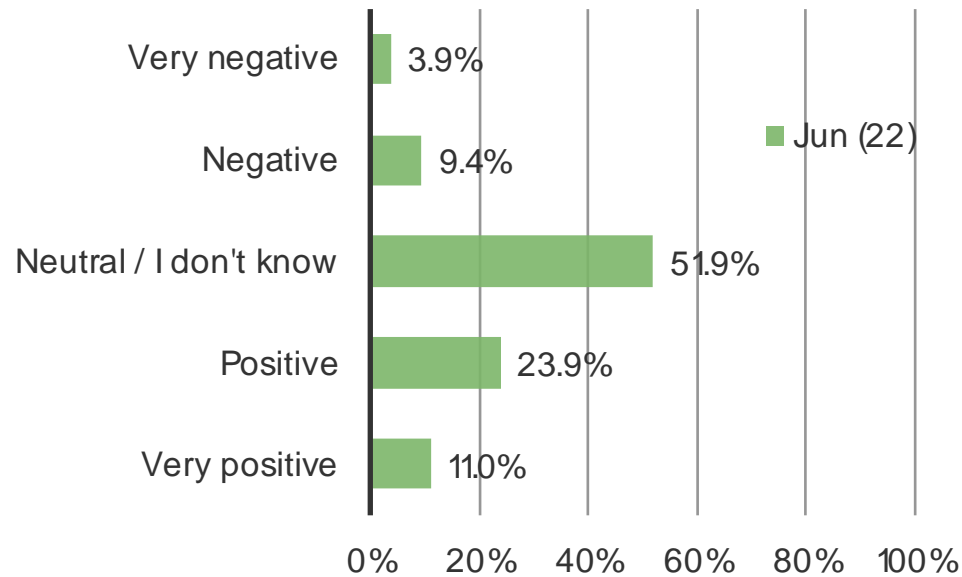


	N=
Facebook	219
Twitter	234
Snapchat	391
Instagram	433
Pinterest	252
TikTok	404
Youtube	459



**What is your opinion of being able to buy products through social media platforms (ie, not having to leave the platform to purchase an item that you come across while on the platform)?**

*Posed to all respondents (teens 13-18)*



*N = 551*



# What do you use this platform for?

Posed to all respondents who use the below (teens 13-18)

Facebook



Twitter



Snapchat



Instagram



Pinterest



TikTok



YouTube



	N=
Facebook	219
Twitter	234
Snapchat	391
Instagram	433
Pinterest	252
TikTok	404
Youtube	459



## COMPARISON FROM 18+ SURVEY

### What do you use this platform for?

Posed to social media users have used each of the following:

#### Facebook



#### Instagram



#### Youtube



#### TikTok



#### Twitter



#### Snapchat



#### Pinterest



	N =
Facebook	923
Instagram	680
TikTok	526
Snapchat	521
Twitter	587
Pinterest	642
Youtube	884





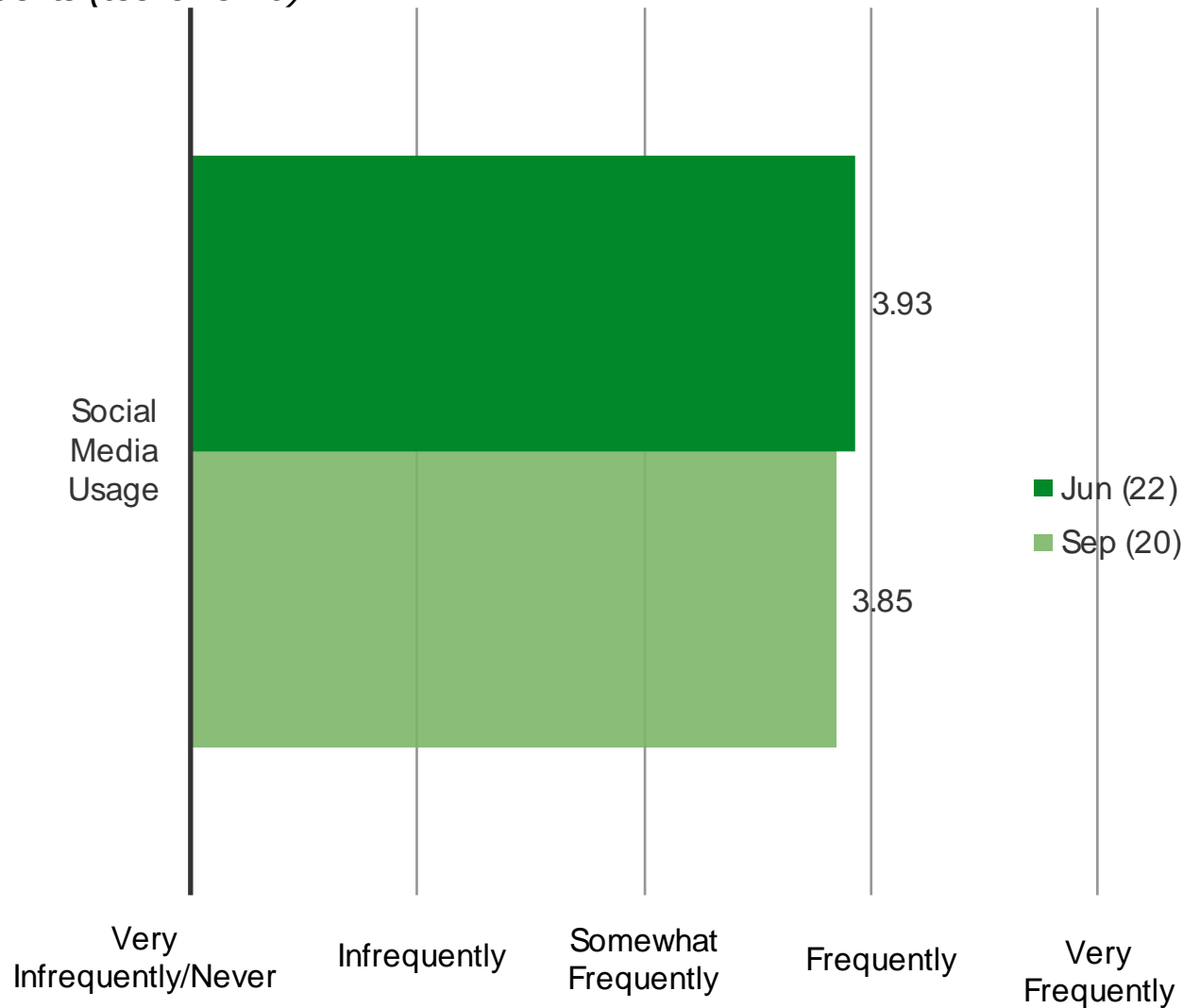
## Questions With History

---



### How frequently do you use social media websites/apps?

Posed to all respondents (teens 13-18)



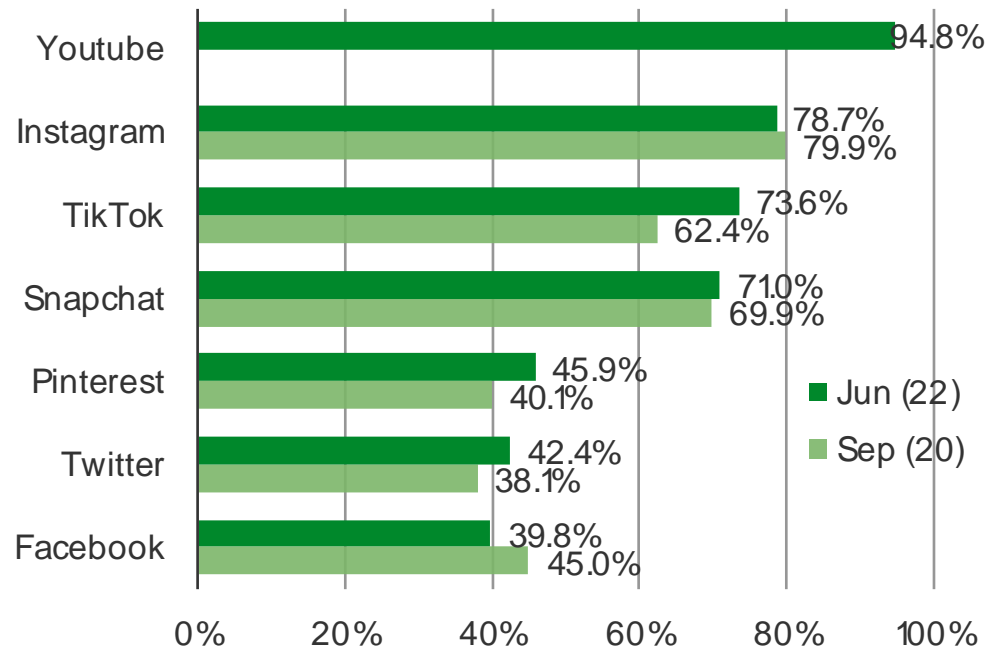
N = 551





**Do you currently use any of the following sites/apps? (Select ALL that apply)**

*Posed to all respondents (teens 13-18)*

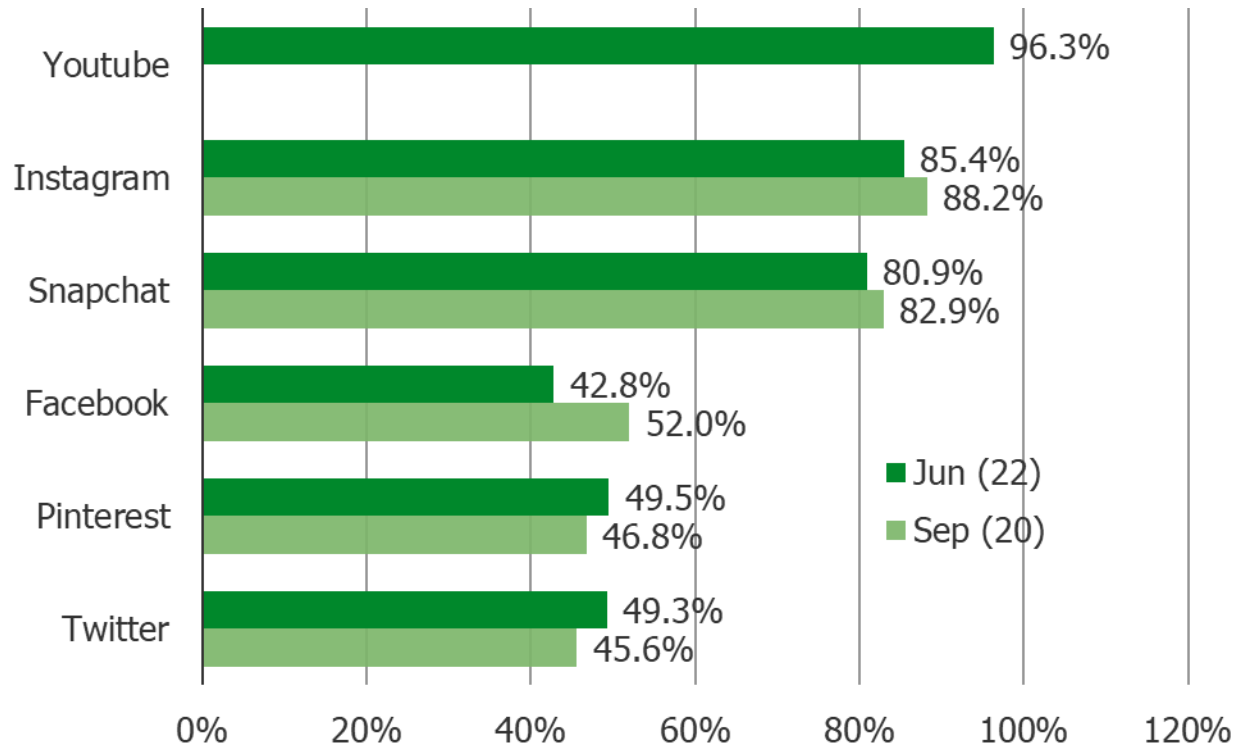


*N = 551*



**Platform Cross-Over: TikTok Users Also Use**

*Posed to teens, 13-18 (users of each platform).*

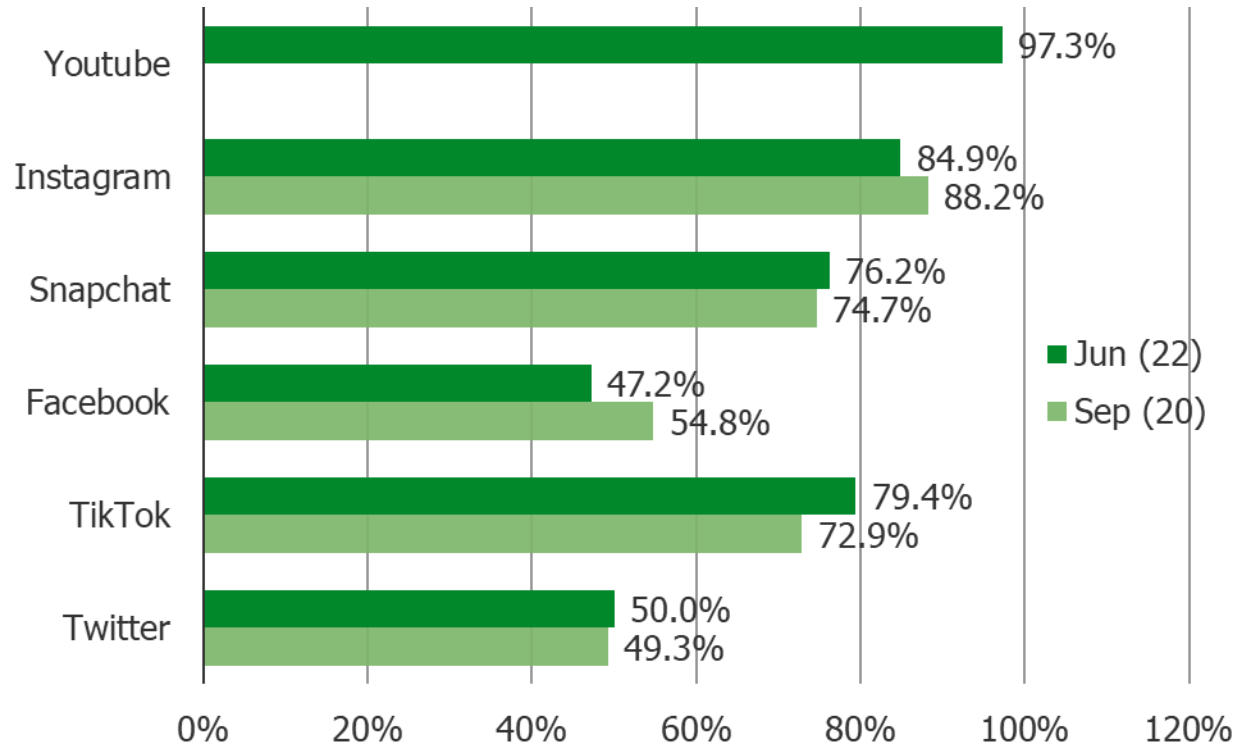


*N = 404 TikTok Users*



### Platform Cross-Over: Pinterest Users Also Use

*Posed to teens, 13-18 (users of each platform).*

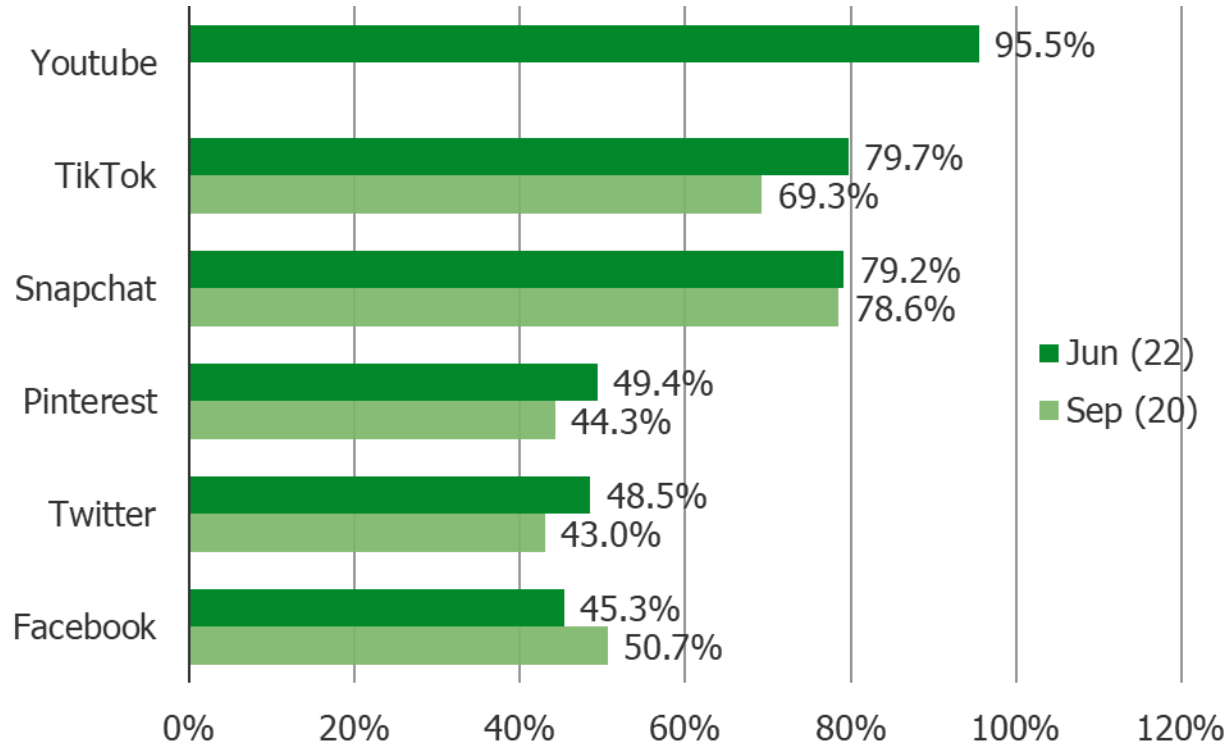


*N = 252 Pinterest Users*



**Platform Cross-Over: Instagram Users Also Use**

*Posed to teens, 13-18 (users of each platform).*

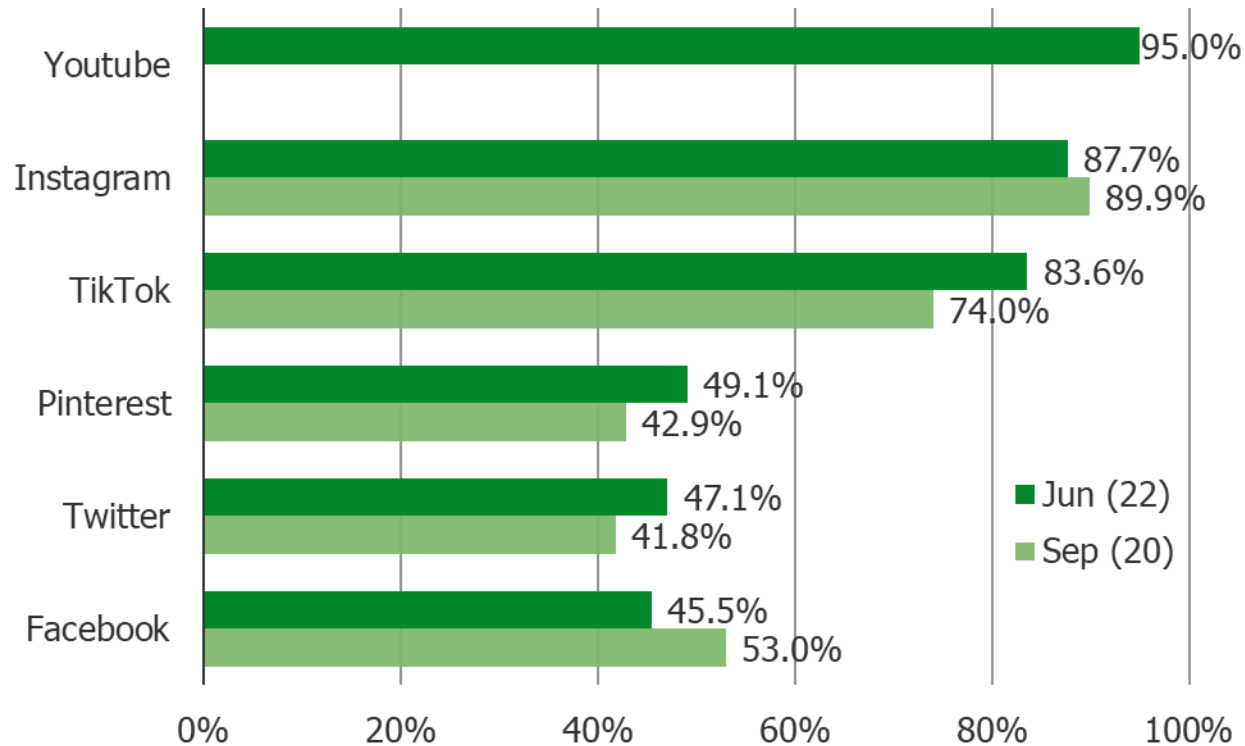


*N = 433 Instagram Users*



**Platform Cross-Over: Snapchat Users Also Use**

*Posed to teens, 13-18 (users of each platform).*

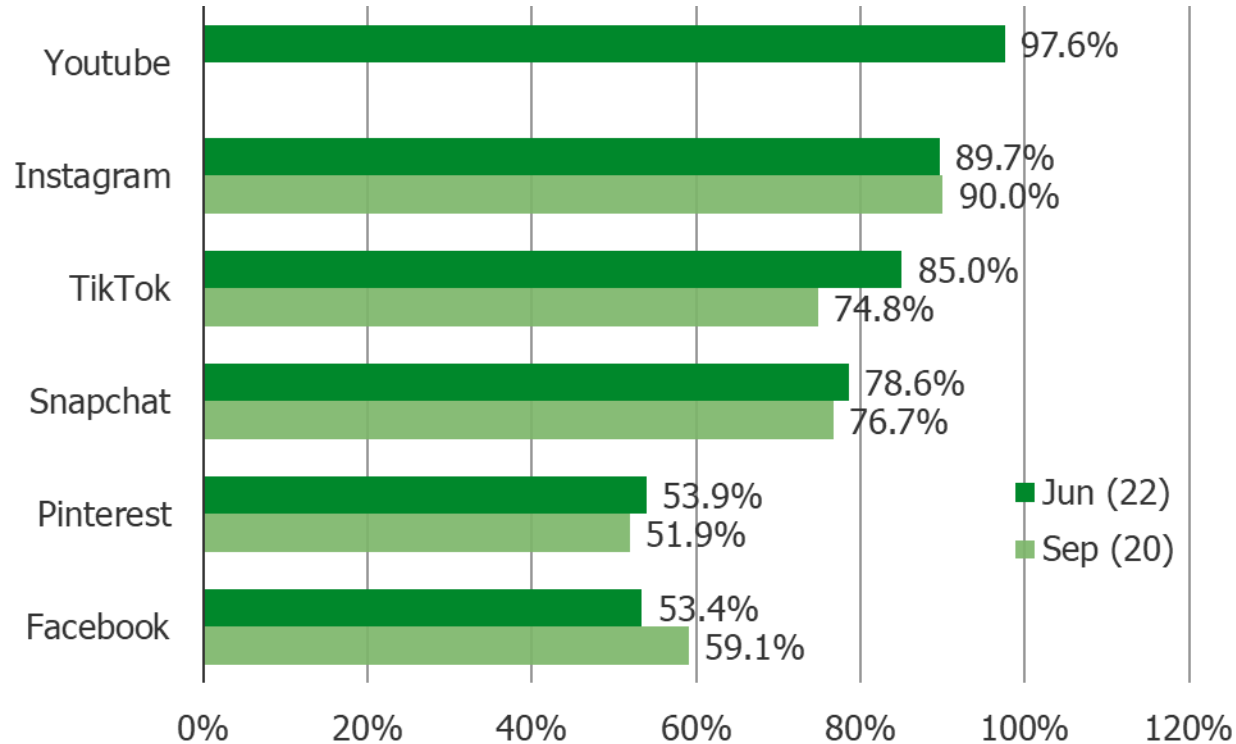


*N = 391 Snapchat Users*



**Platform Cross-Over: Twitter Users Also Use**

*Posed to teens, 13-18 (users of each platform).*

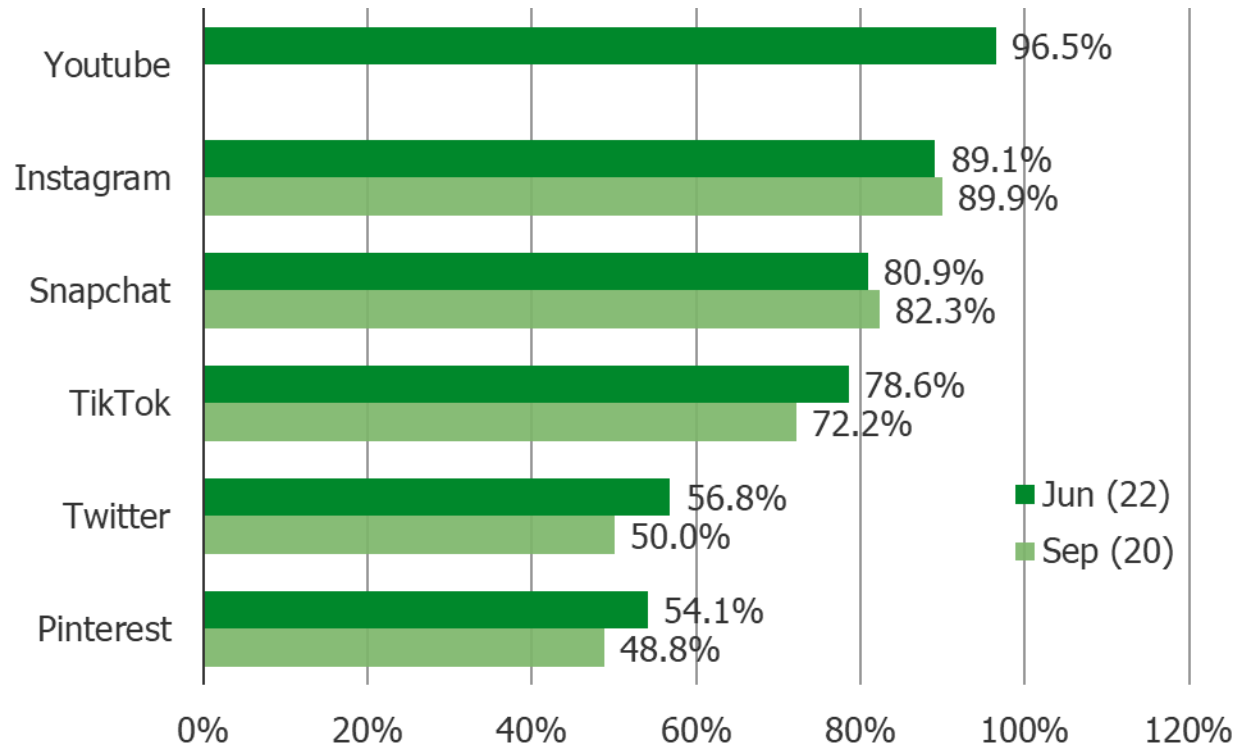


*N = 234 Twitter Users*



### Platform Cross-Over: Facebook Users Also Use

*Posed to teens, 13-18 (users of each platform).*

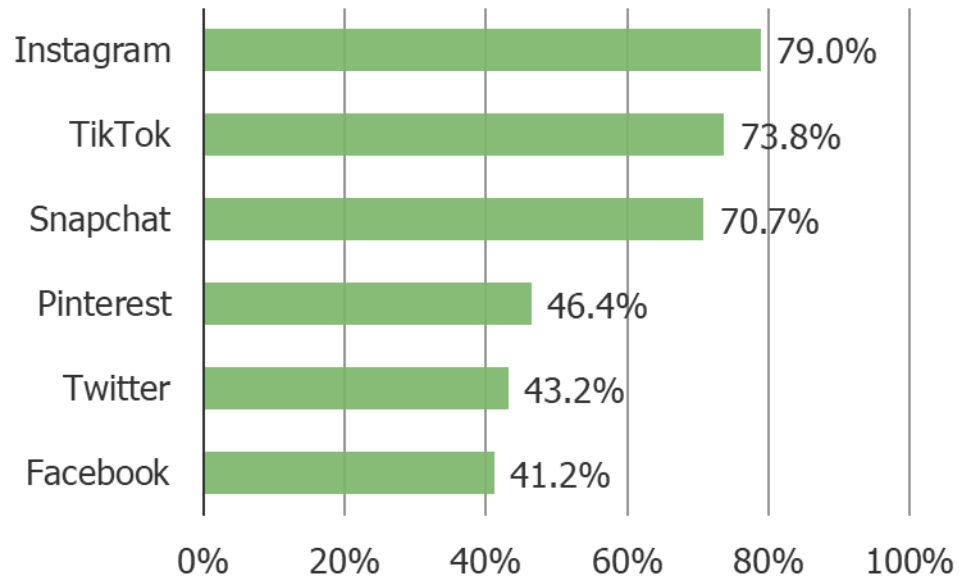


*N = 219 Facebook Users*



### Platform Cross-Over: YouTube Users Also Use

*Posed to teens, 13-18 (users of each platform).*



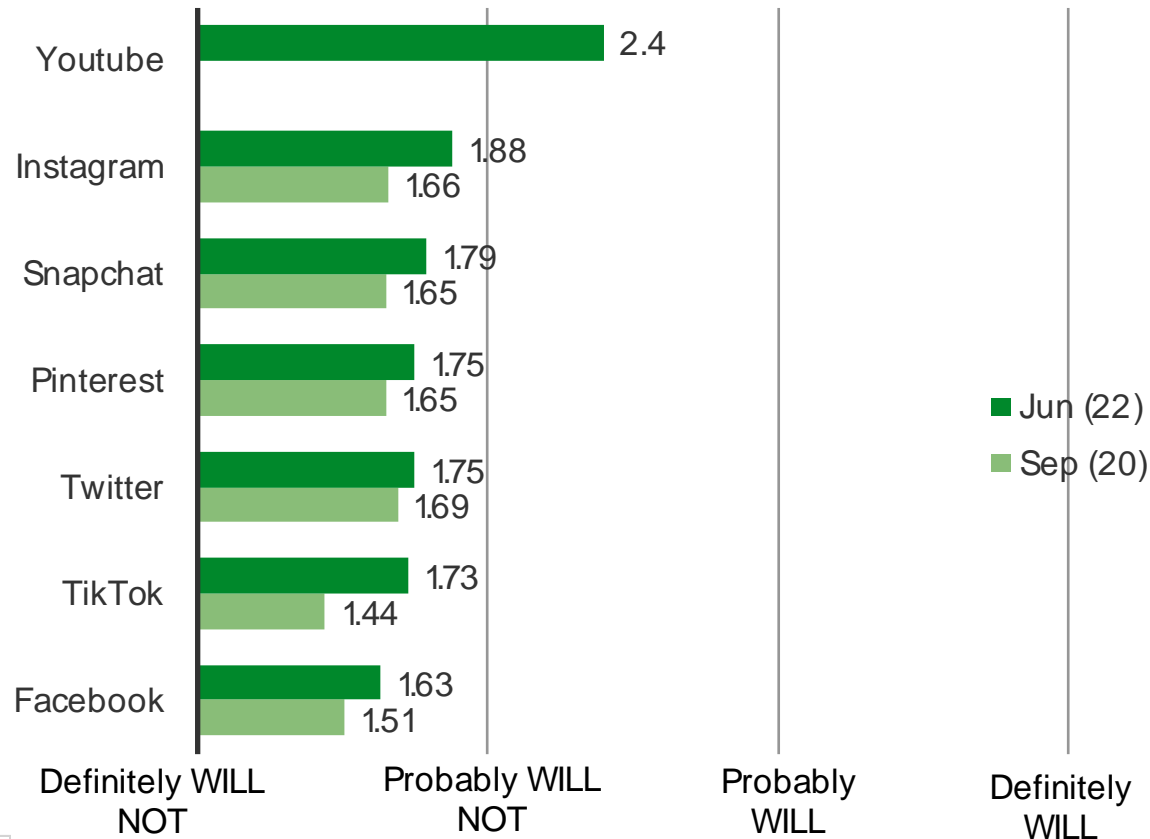
*N = 459 YouTube Users*





### How likely are you to start using the following in the next month?

Posed to teens, 13-18 (who do not currently use each platform).

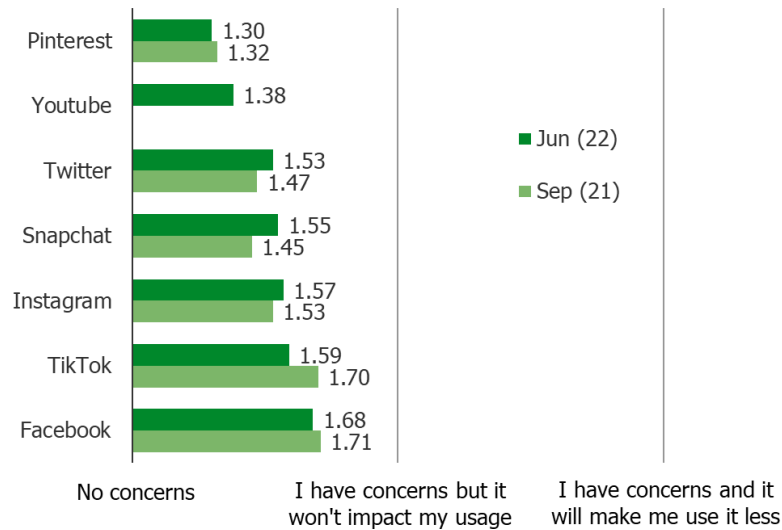


	N=
Facebook	330
Twitter	315
Snapchat	158
Instagram	116
Pinterest	297
TikTok	145
Youtube	25



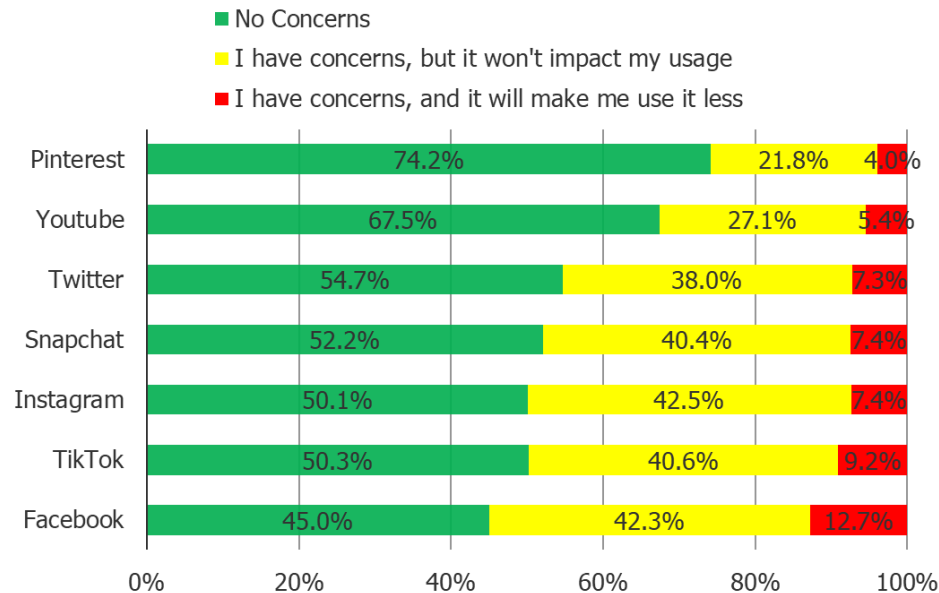
# Do you have any concerns about the privacy or security of your data on these social media platforms that you use?

Posed to teens, 13-18 (users of each platform).



## June 2022 Breakout

	N=
Facebook	549
Twitter	549
Snapchat	549
Instagram	549
Pinterest	549
TikTok	549
Youtube	484

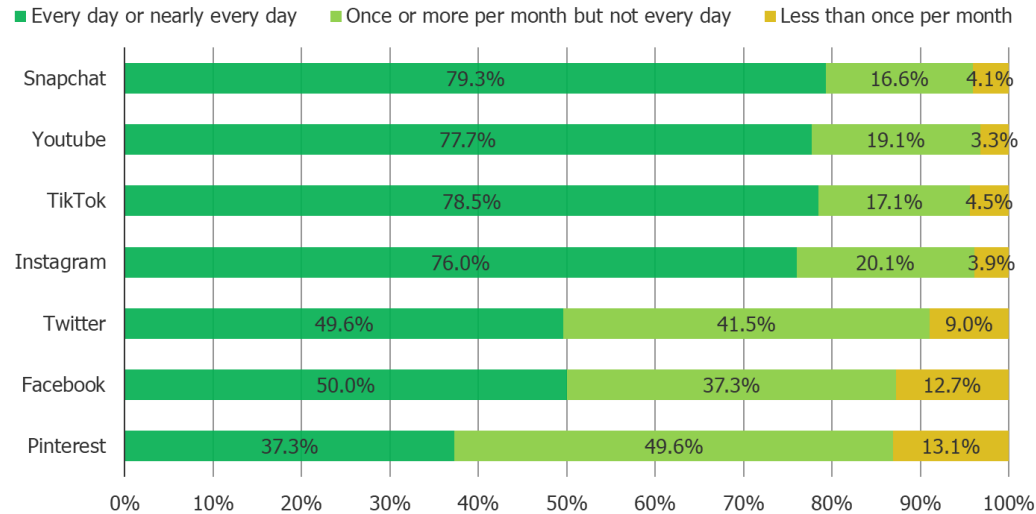


## How often do you visit each of the following?

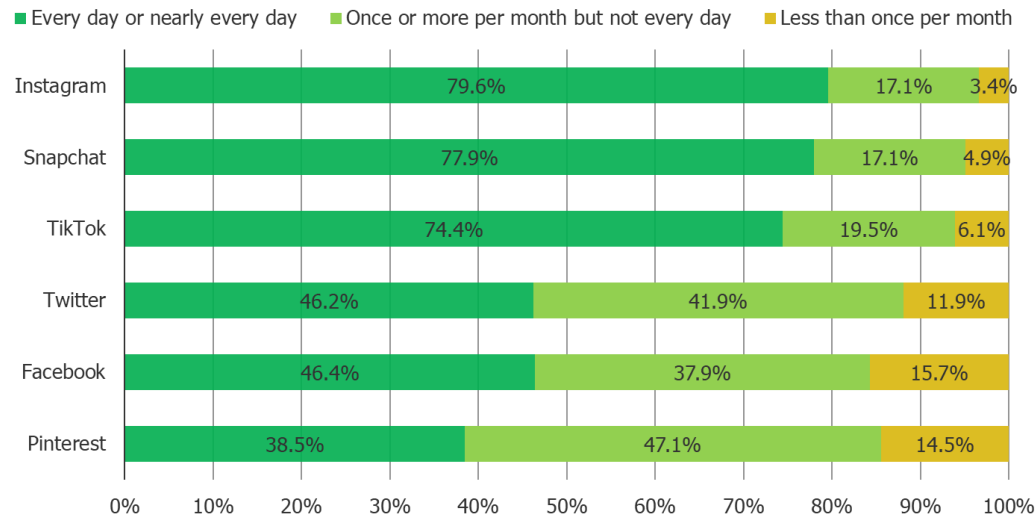
*Posed to teens, 13-18 (users of each platform).*

	N=
Facebook	219
Twitter	234
Snapchat	391
Instagram	433
Pinterest	252
TikTok	404
Youtube	459

June 2022

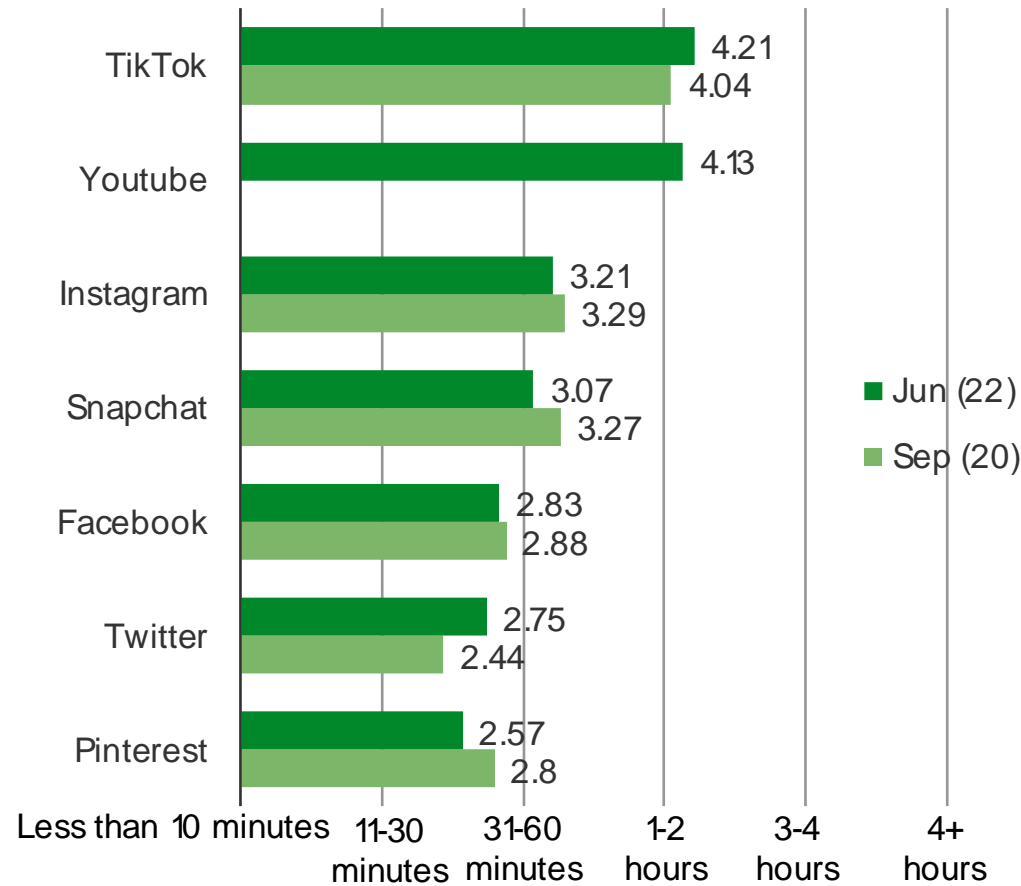


September 2021



### How many minutes per day would you estimate you spend on this app/site?

*Posed to teens, 13-18 (users of each platform).*

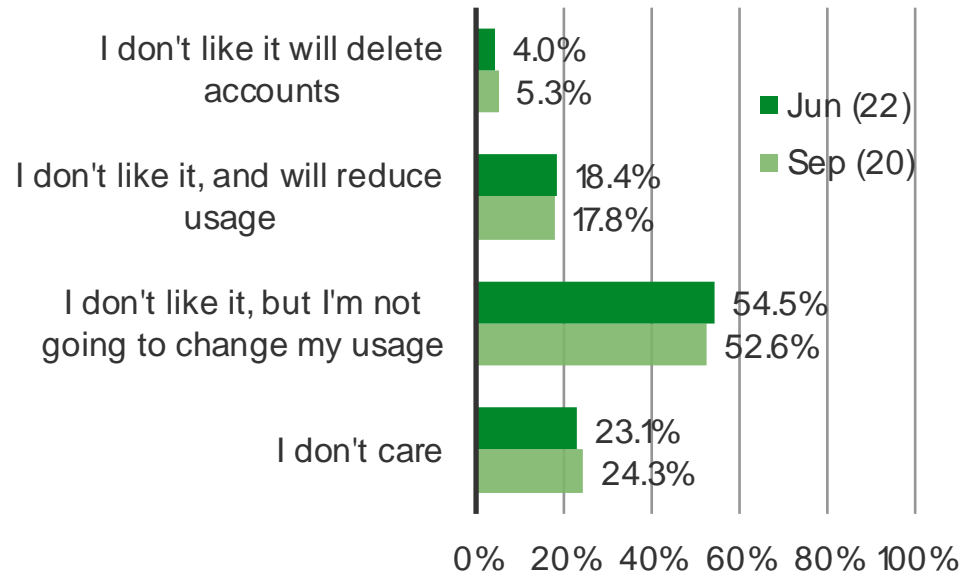


	N=
Facebook	110
Twitter	116
Snapchat	310
Instagram	329
Pinterest	94
TikTok	317
Youtube	350



### What is your opinion of social media sites collecting personal data when you use them?

Posed to all respondents (teens 13-18)

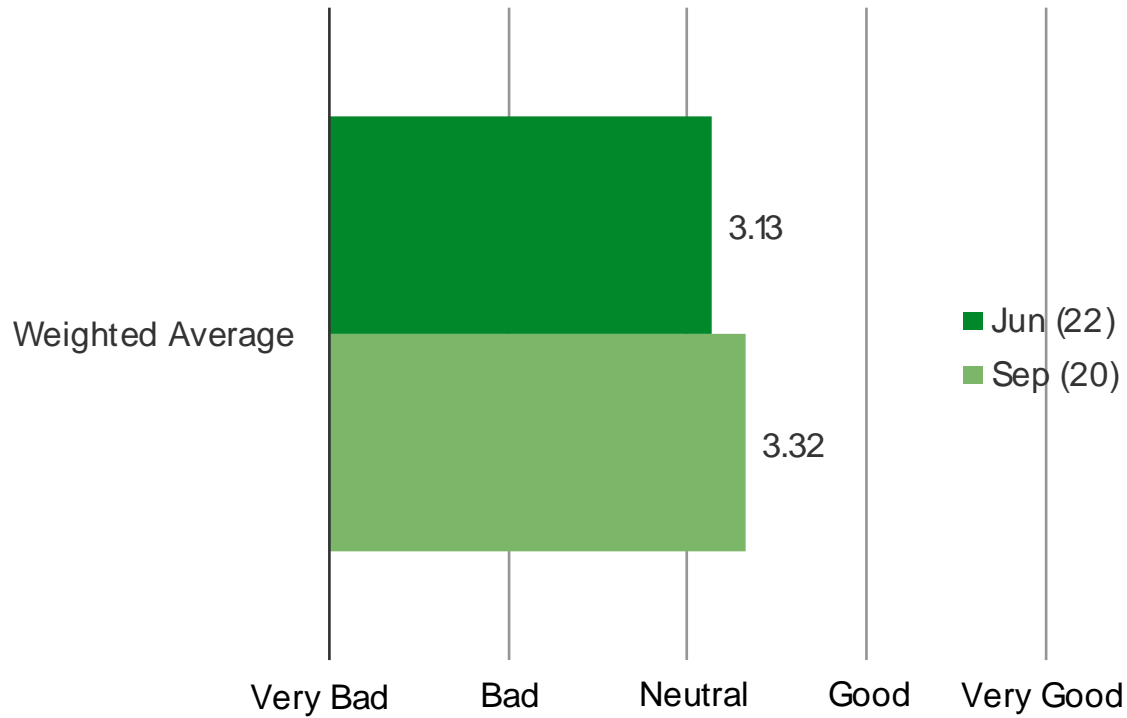


N = 551



### In your opinion, is social media in general a good thing or a bad thing?

*Posed to all respondents (teens 13-18)*



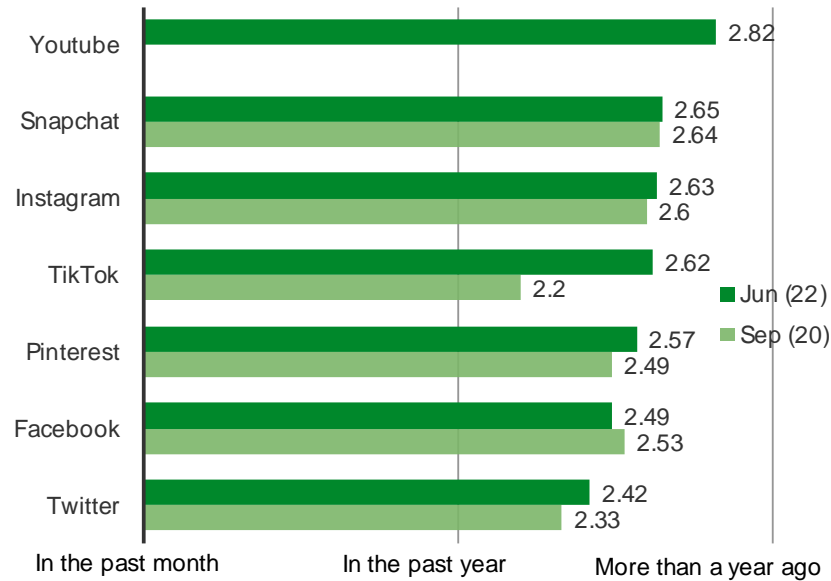
*N = 551*



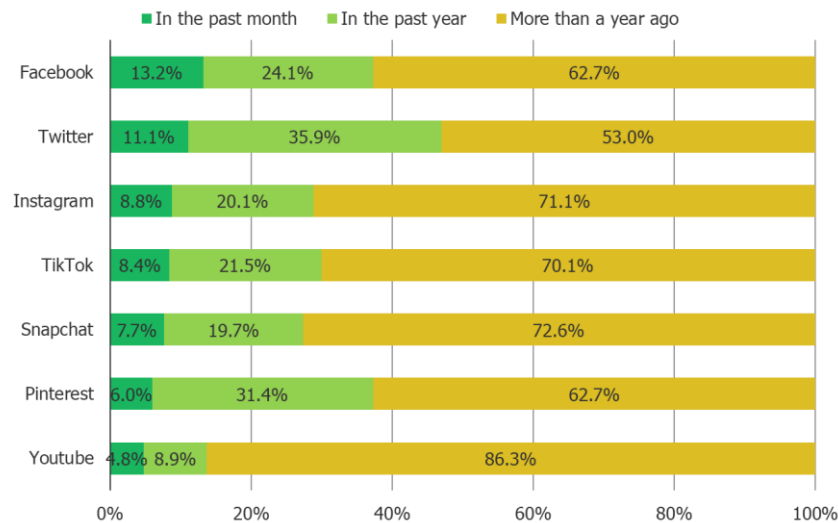
## When did you first start using this platform?

Posed to teens, 13-18 (users of each platform).

	N=
Facebook	219
Twitter	234
Snapchat	391
Instagram	433
Pinterest	252
TikTok	404
Youtube	459

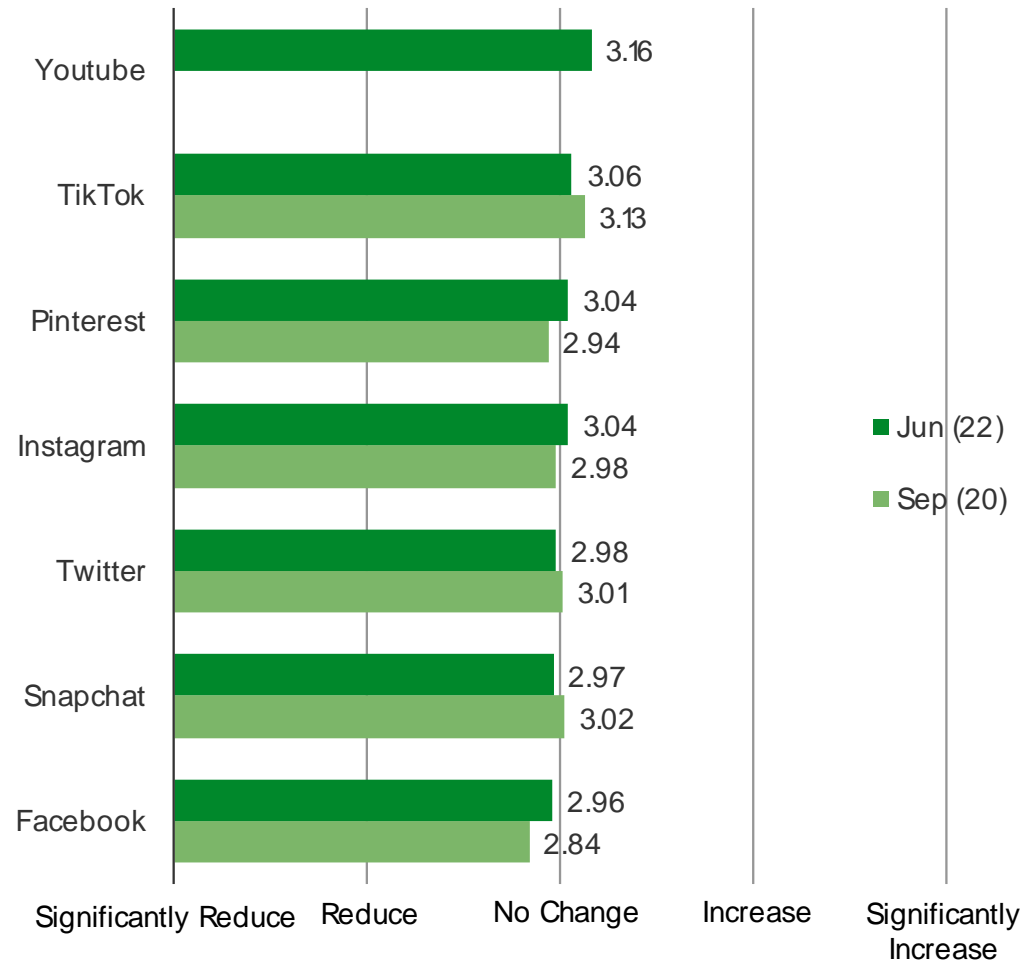


### June 2022 Breakdown



### Do you expect your usage of the following to change going forward from now?

*Posed to teens, 13-18 (users of each platform).*



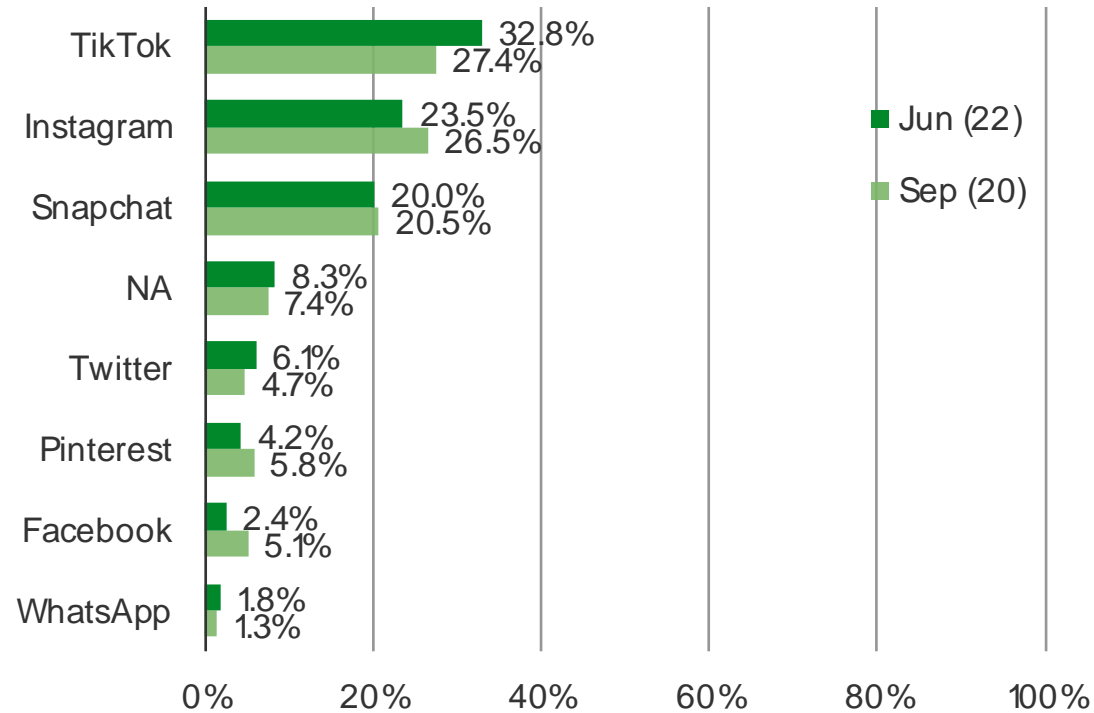
	N=
Facebook	219
Twitter	234
Snapchat	391
Instagram	433
Pinterest	252
TikTok	404
Youtube	459





### What is your favorite social media website/mobile app?

*Posed to all respondents (teens 13-18)*

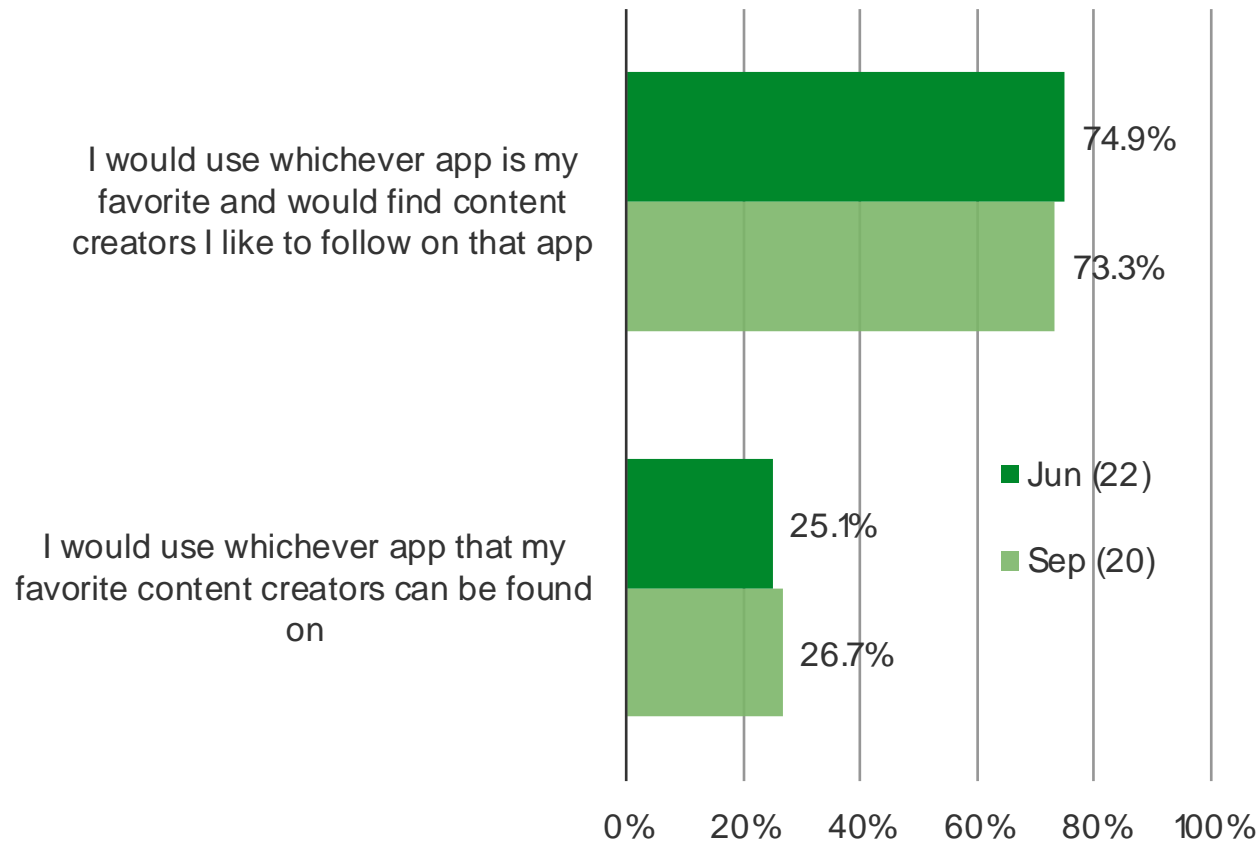


*N = 551*



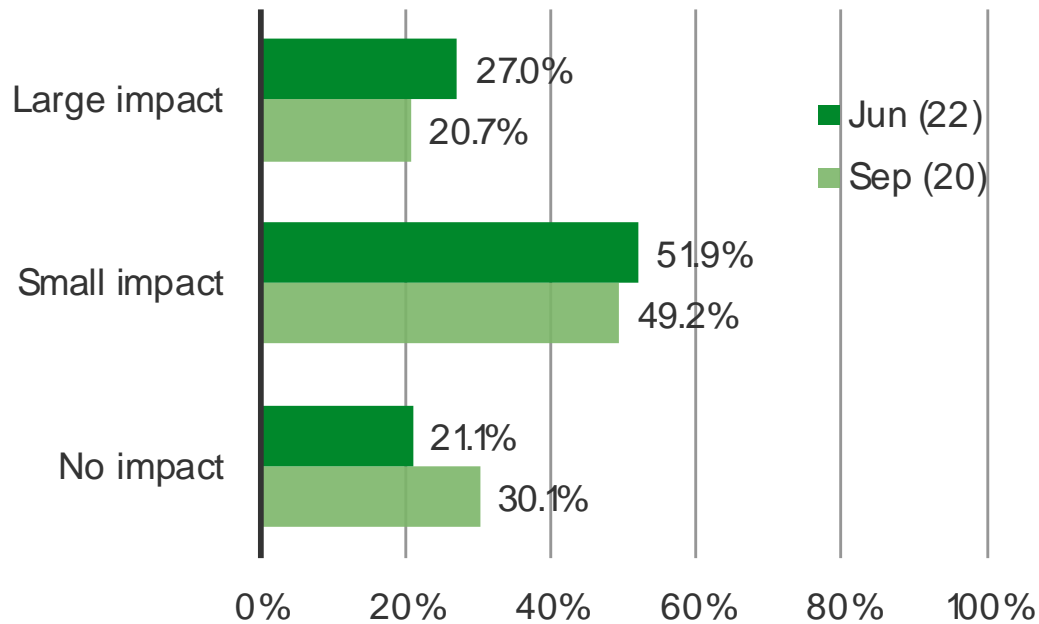
### When you think about social media apps, which do you agree with MORE:

*Posed to all respondents (teens 13-18)*



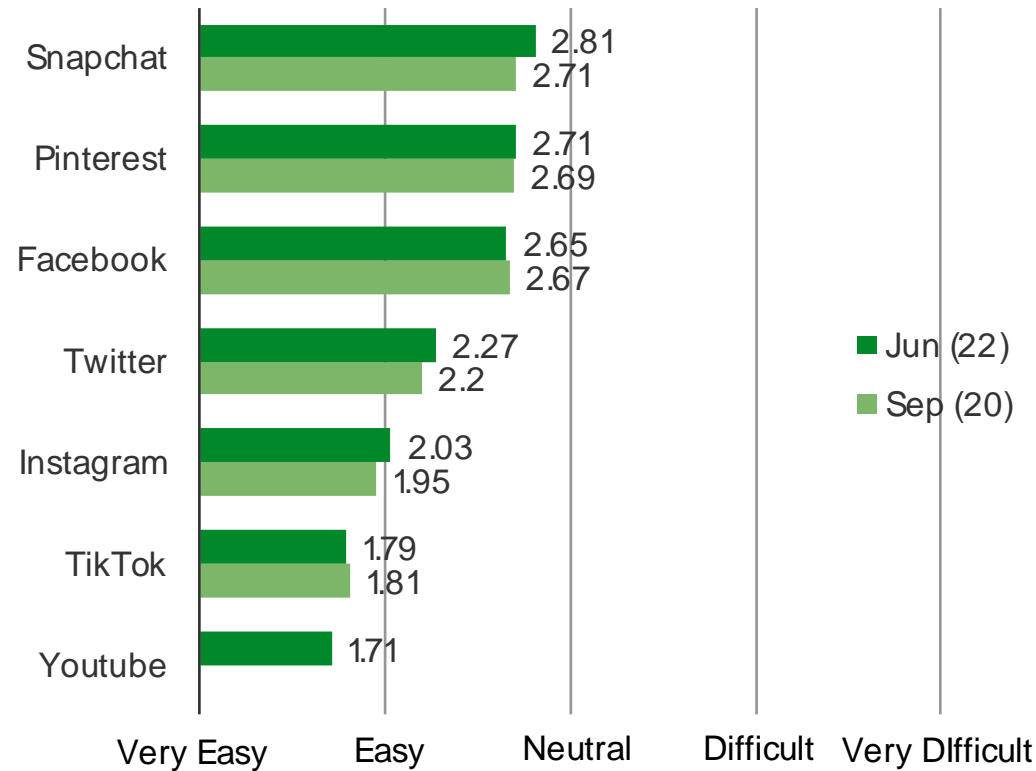
### How much of an impact do content creators have on which social media apps you use?

*Posed to all respondents (teens 13-18)*



## How easy is it for you to find content creators you like on the following apps/sites?

*Posed to teens, 13-18 (users of each platform).*



	N=
Facebook	219
Twitter	234
Snapchat	391
Instagram	433
Pinterest	252
TikTok	404
Youtube	459



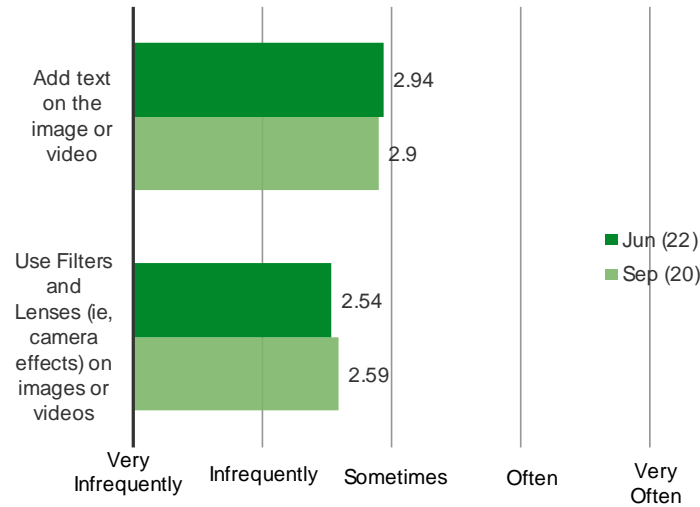
## Filters and Lenses | Snapchat vs. Instagram

---



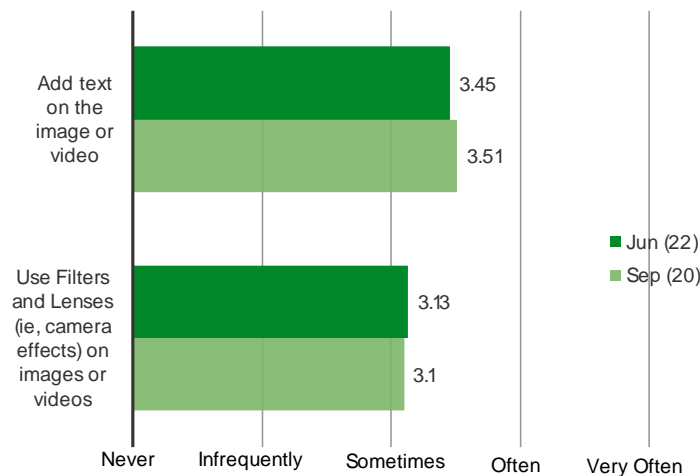
## When you post images/videos or send messages, how often do you...?

Posed to teens, 13-18 (Instagram Users, N = 453)



## When you post or send snaps, how often do you...?

Posed to teens, 13-18 (Snapchat Users, N = 407)



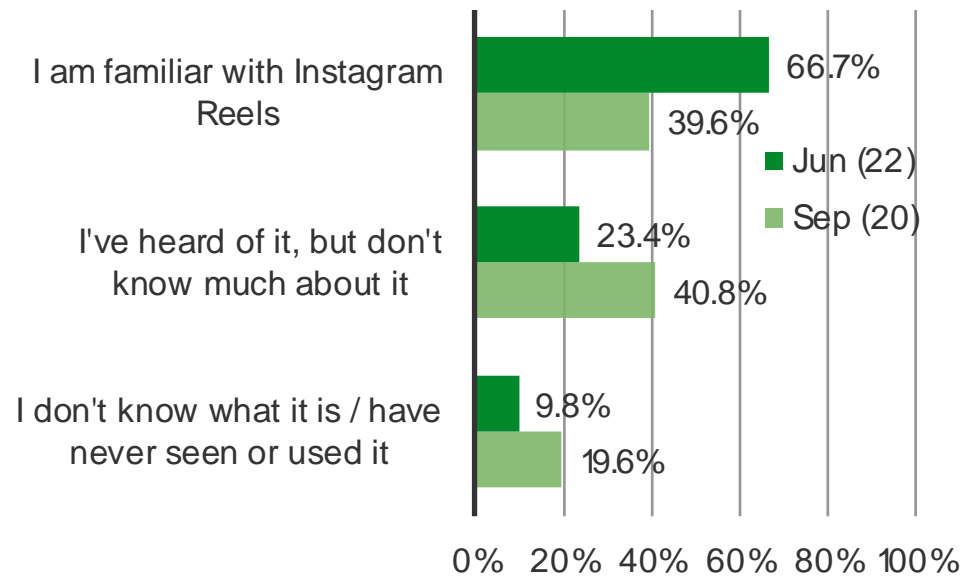
## Instagram Reels

---



## Are you familiar with Instagram Reels? (examples pictured above)

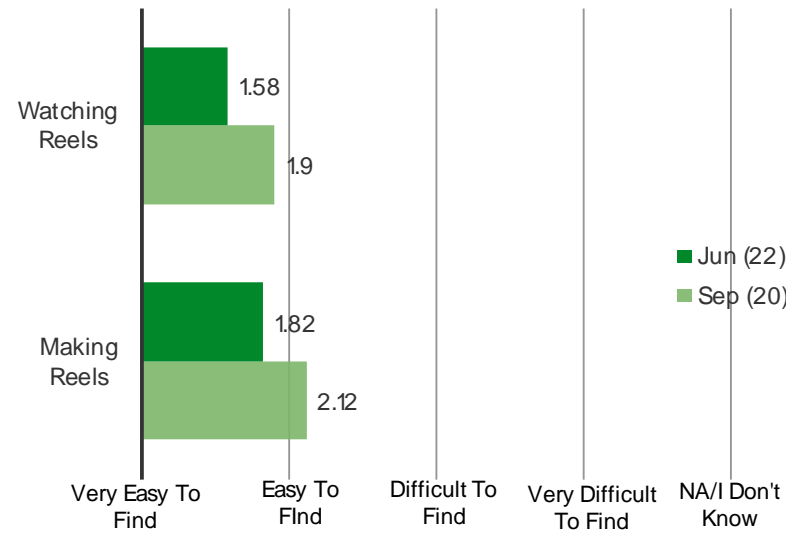
*Posed to teens 13-18 who use Instagram.*



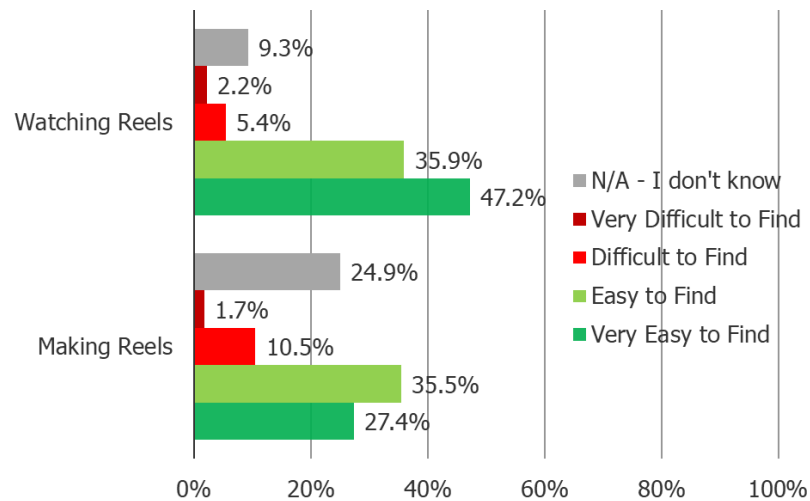


## In your opinion, how easy or difficult is it to access Reels within the Instagram app?

Posed to (teens 13-18) who are Instagram users and have heard of Reels (N = 409).

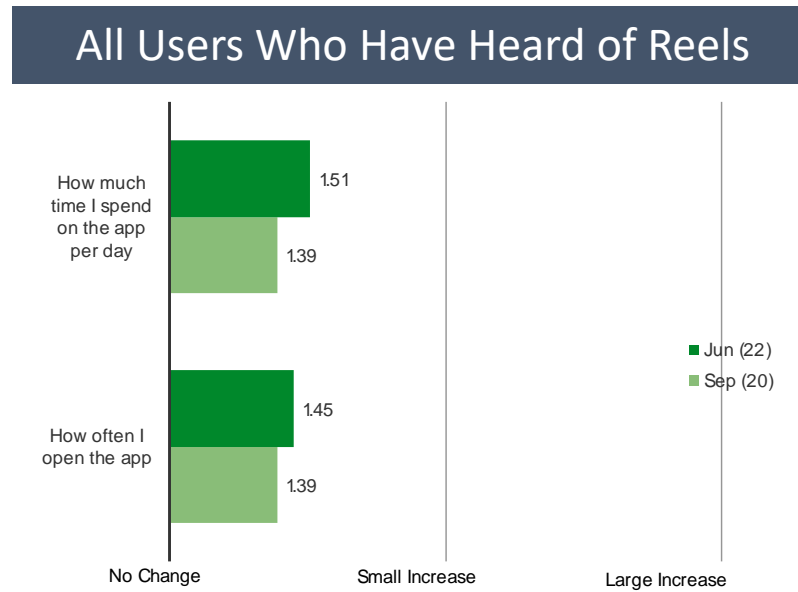


### June 2022 Breakout

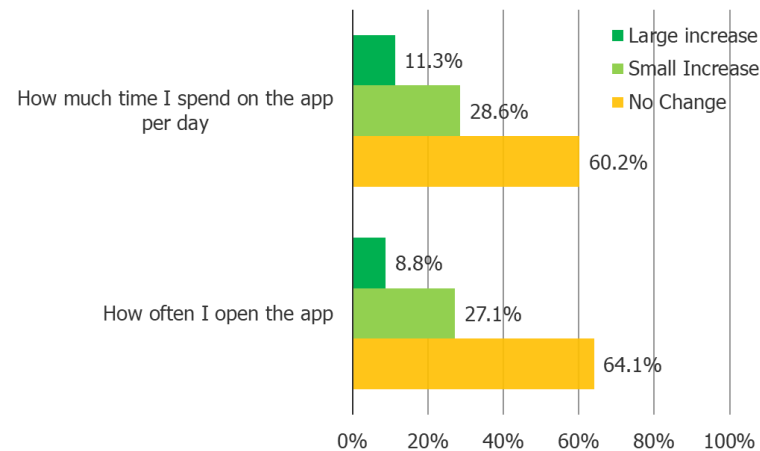


## Will Instagram Reels impact how much you use the Instagram app?

Posed to teens 13-18 who use Instagram and have heard of Reels (N = 409)

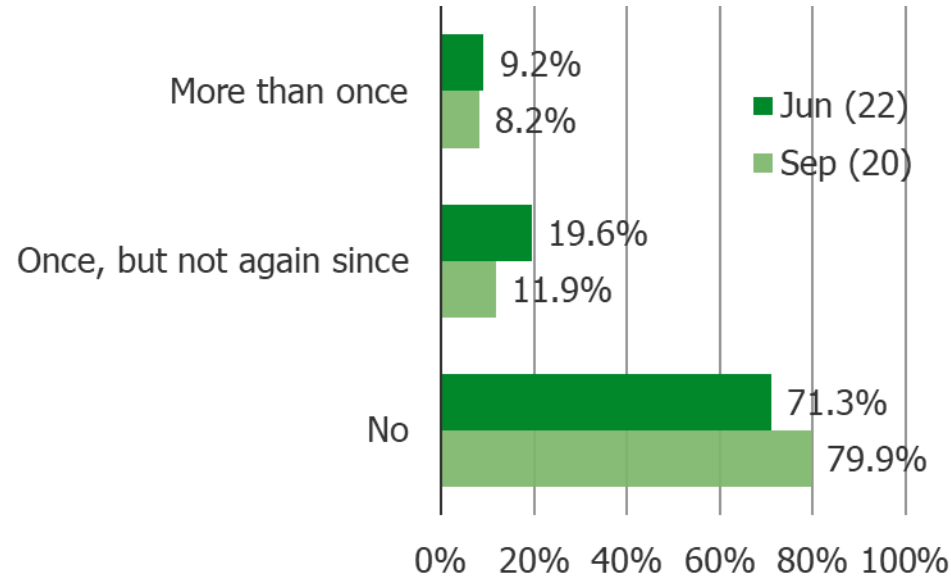


### June 2022 Breakout



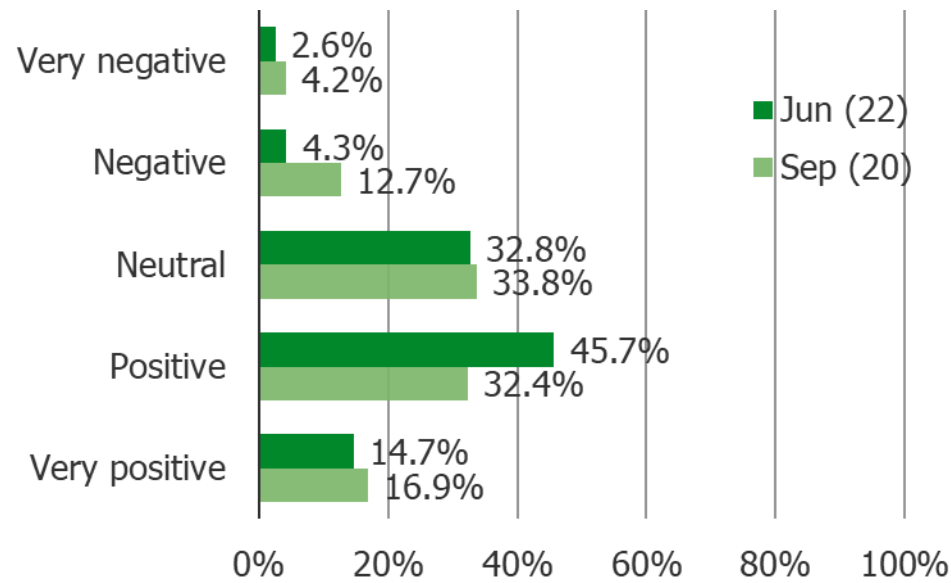
### Have you created any Instagram Reels yet?

Posed to teens 13-18 who use Instagram and have heard of Reels (N = 409).



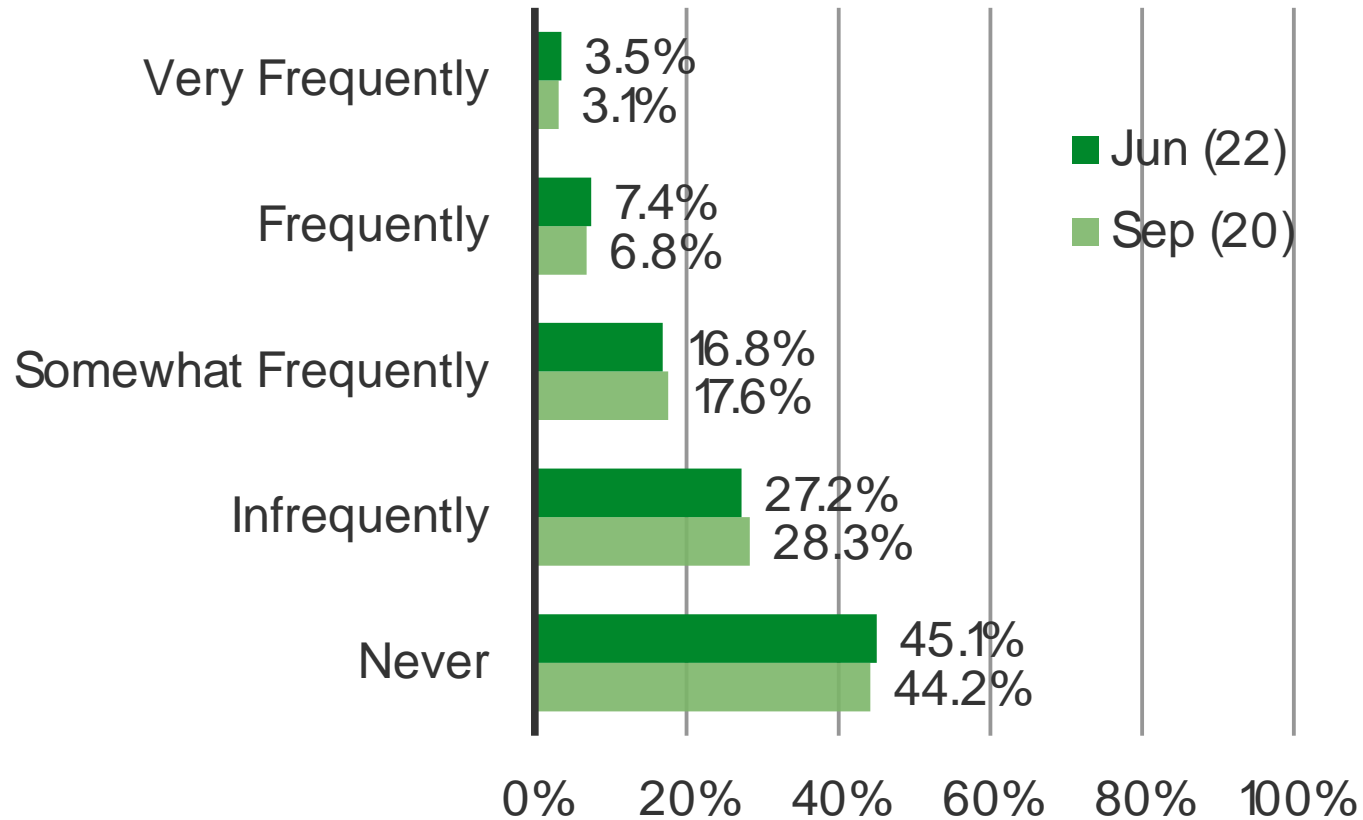
### What was your opinion of the experience making an Instagram Reel?

Posed to teens 13-18 who use Instagram and have made a Reel (N = 118).



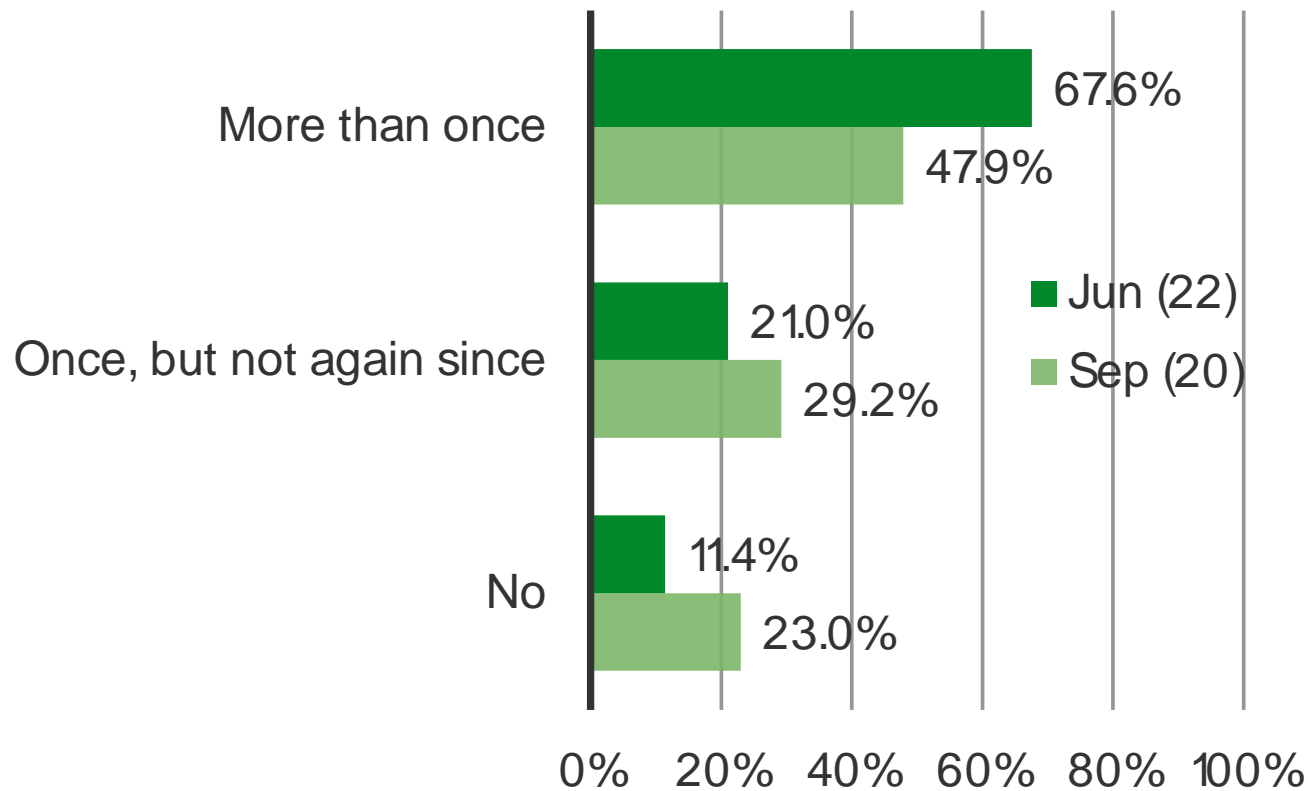
### How often do you expect to create Reels going forward?

Posed to teens 13-18 who use Instagram and have heard of Reels (N = 409).



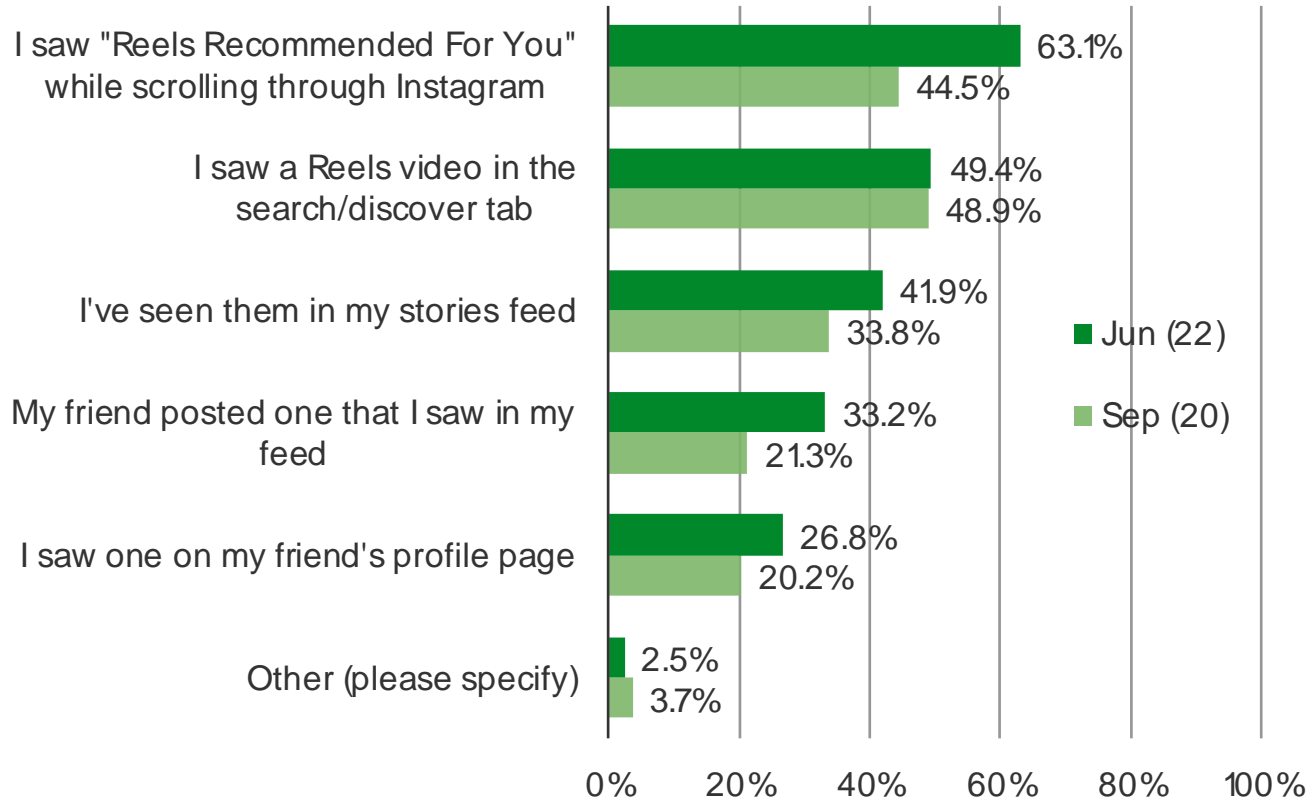
### Have you watched/seen any Instagram Reels videos yet?

Posed to teens 13-18 who use Instagram and have heard of Reels (N = 409).



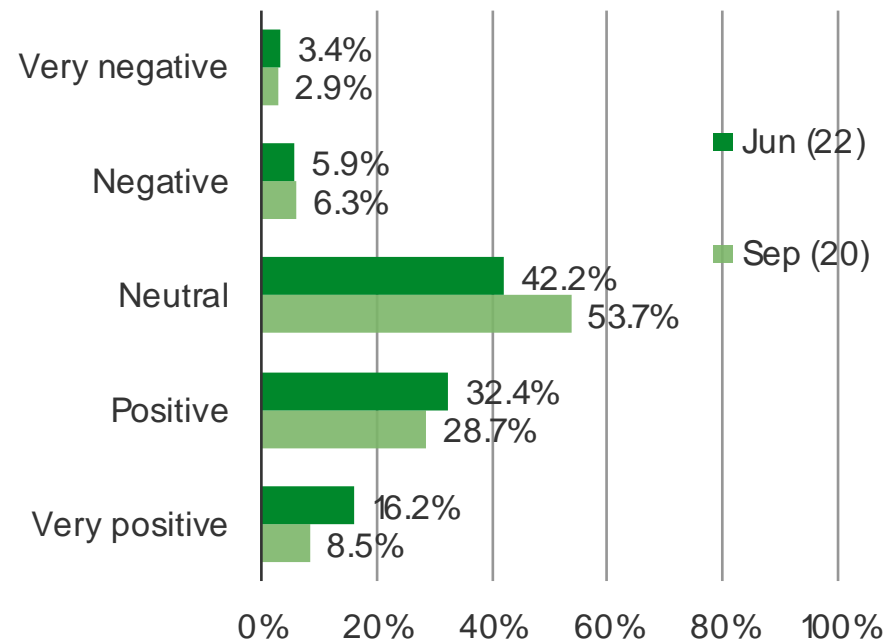
**Where have you seen Reels within the Instagram app? (select ALL that apply)**

*Posed to teens 13-18 who use Instagram and have watched one or more Reels (N = 362).*



### What is your opinion of the experience making Instagram Reels videos?

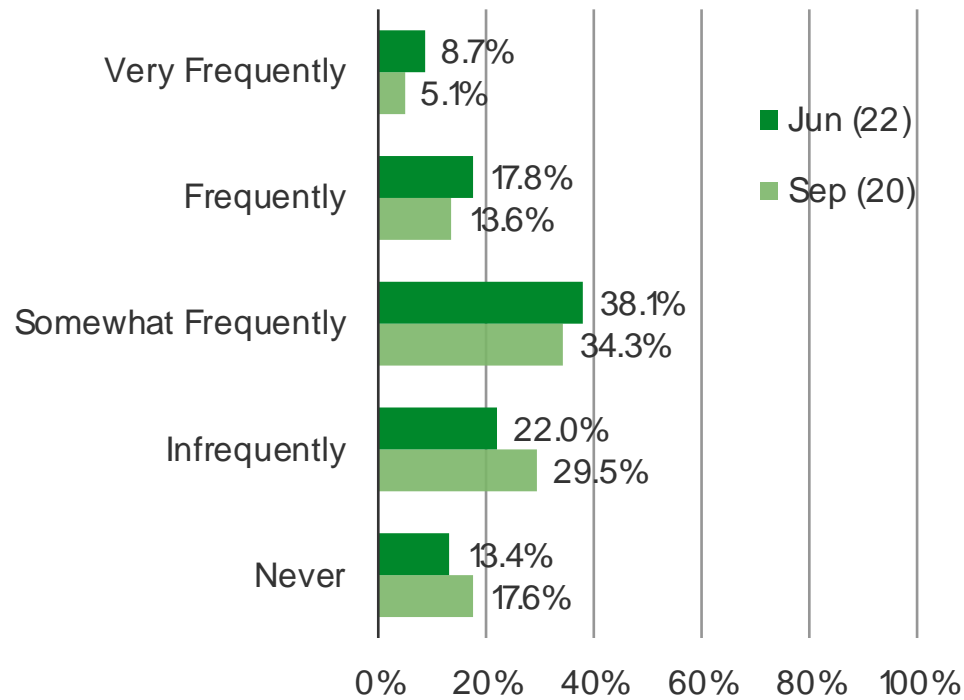
Posed to teens 13-18 who use Instagram and have watched one or more Reels (N = 362).





### How often do you expect to watch Reels going forward?

Posed to teens 13-18 who use Instagram and have heard of Reels (N = 362).

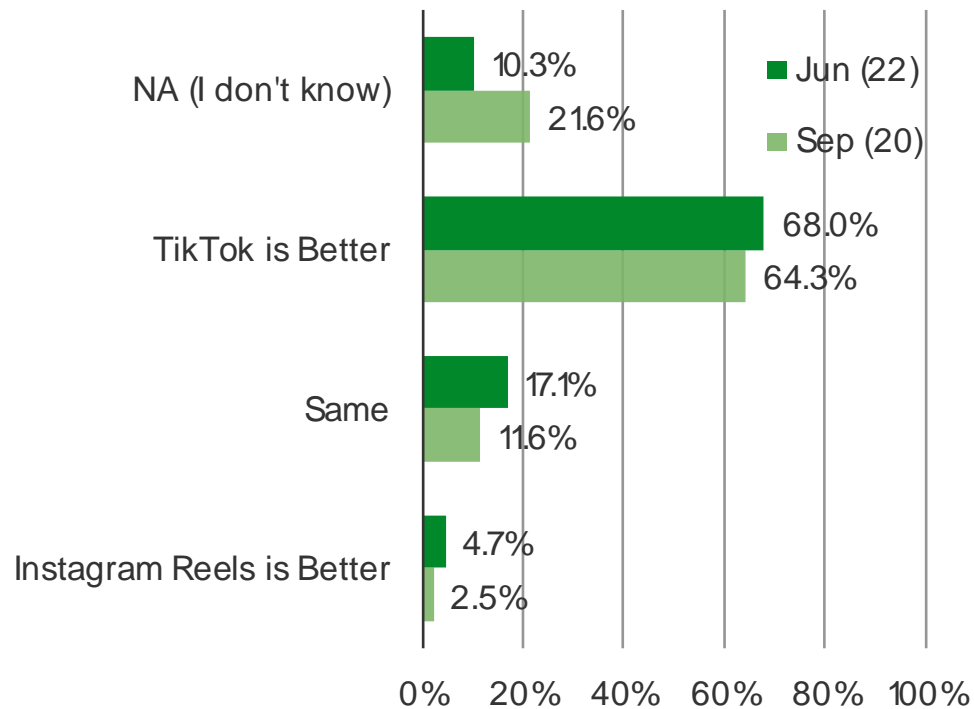


N = 272



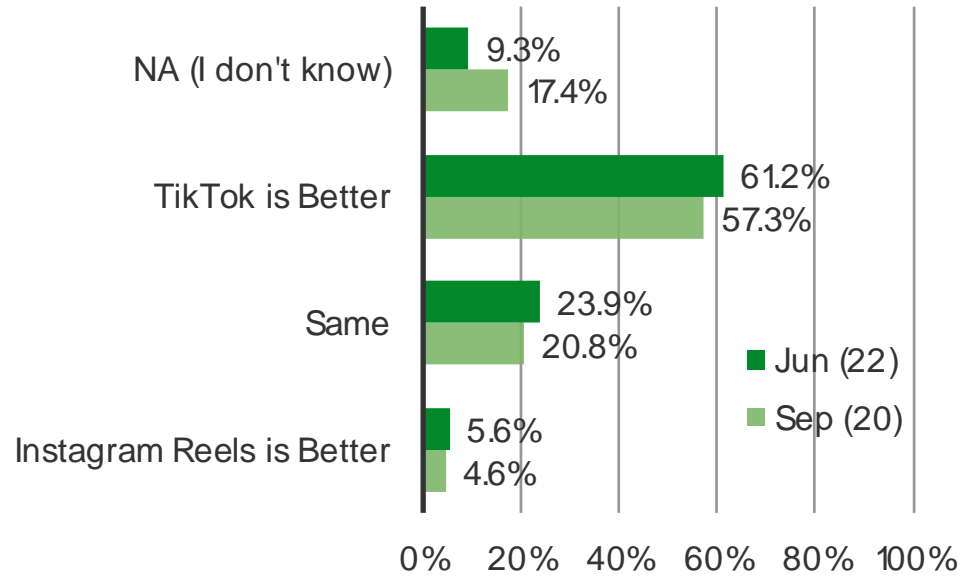
## How does the Instagram Reels video making experience compare to the video making experience in TikTok?

Posed to teens 13-18 who have made one or more Reels AND has a TikTok account (N = 325)



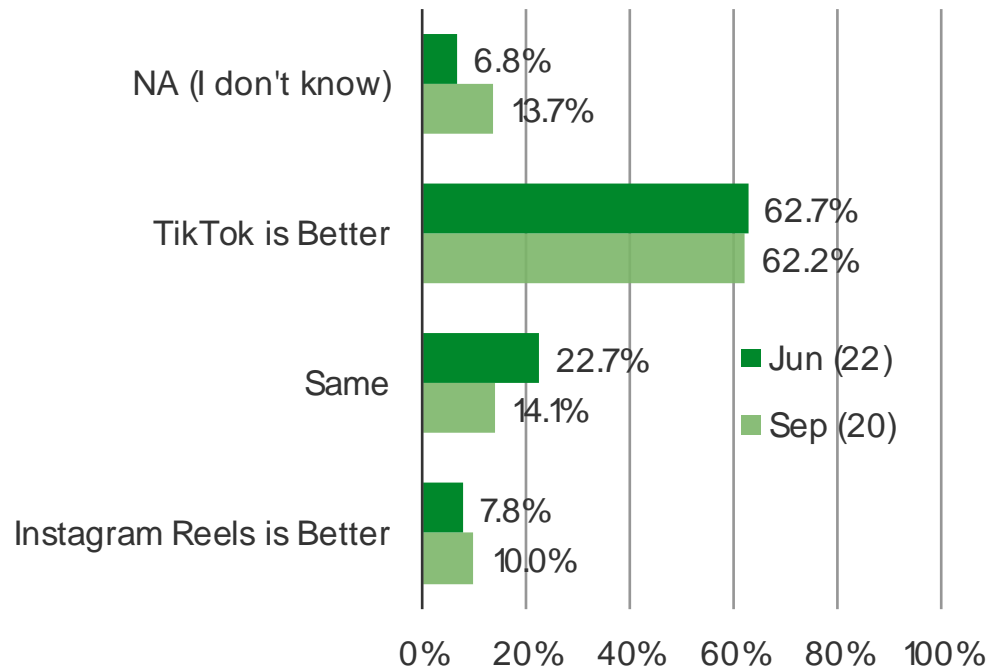
### When it comes to the quality of videos you watch, which is better?

Posed to teens 13-18 who have watched one or more Reels AND has a TikTok account (N = 325)



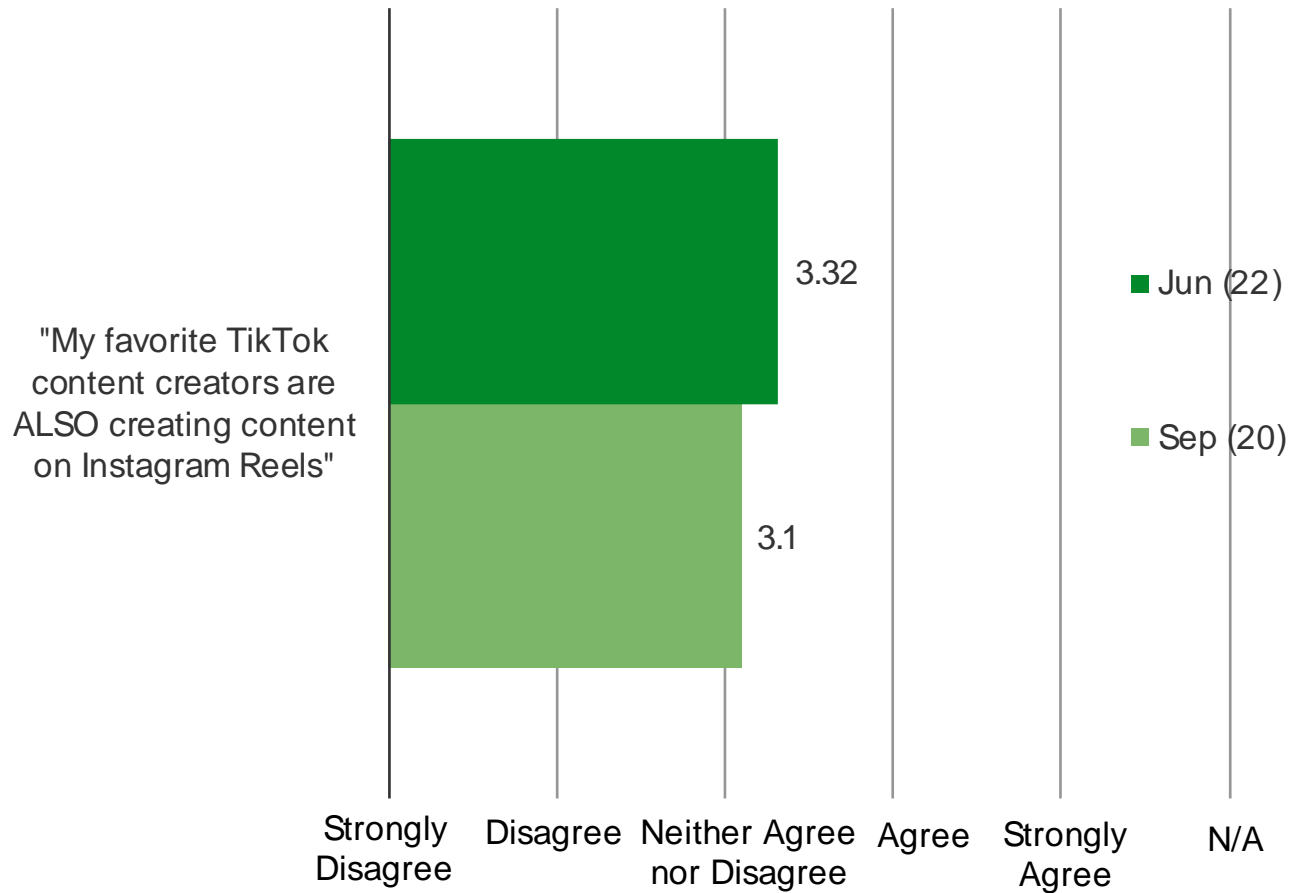
**As you scroll through the feed of videos the app recommends for you to watch, which is better at showing you videos you like?**

*Posed to teens 13-18 who have watched one or more Reels AND has a TikTok account (N = 325)*



**"My favorite TikTok content creators are ALSO creating content on Instagram Reels."**

*Posed to teens 13-18 who have watched one or more Reels AND has a TikTok account (N = 325)*



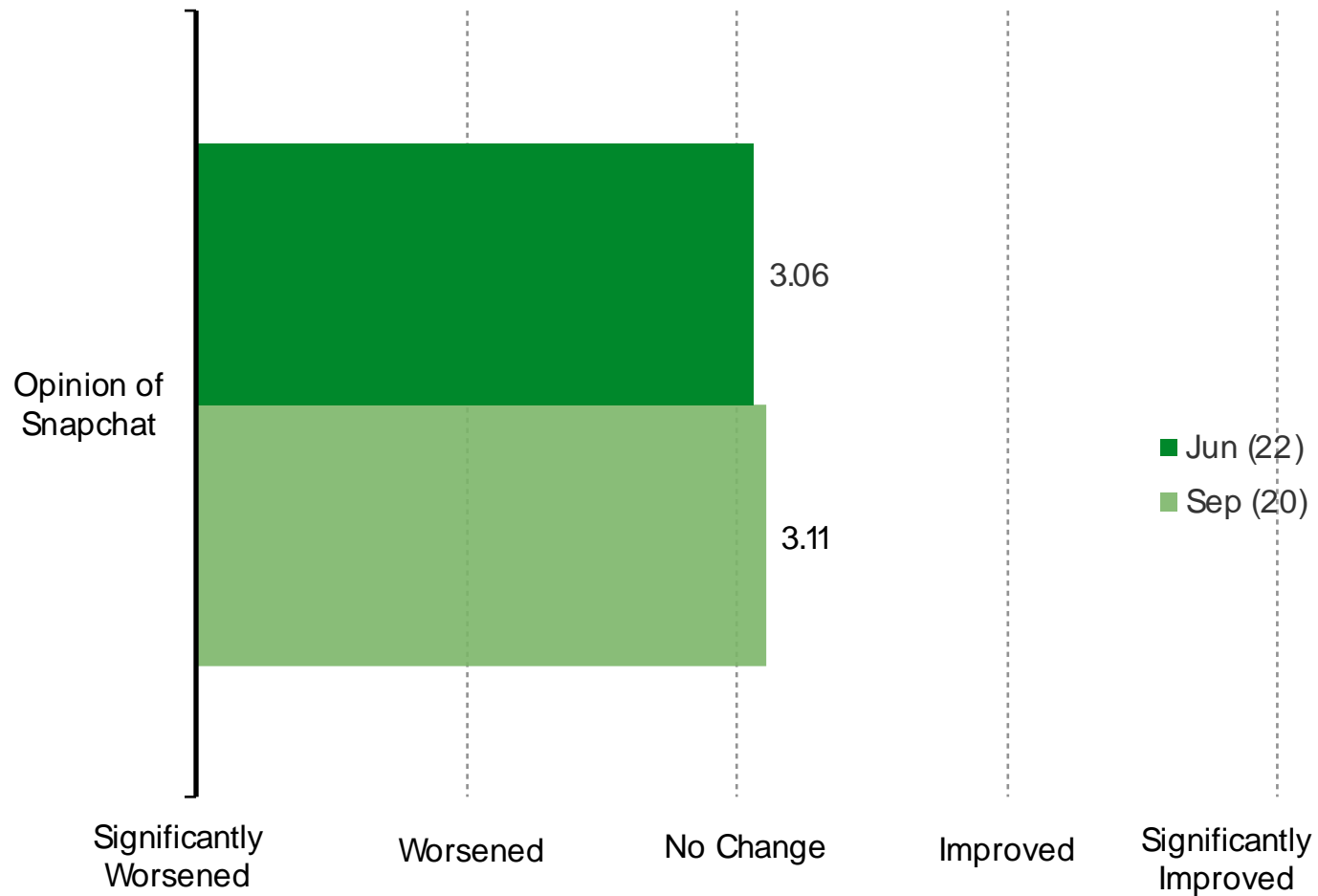
## **Snapchat | Usage Mix, Video Games, Instagram Competition, etc.**

---



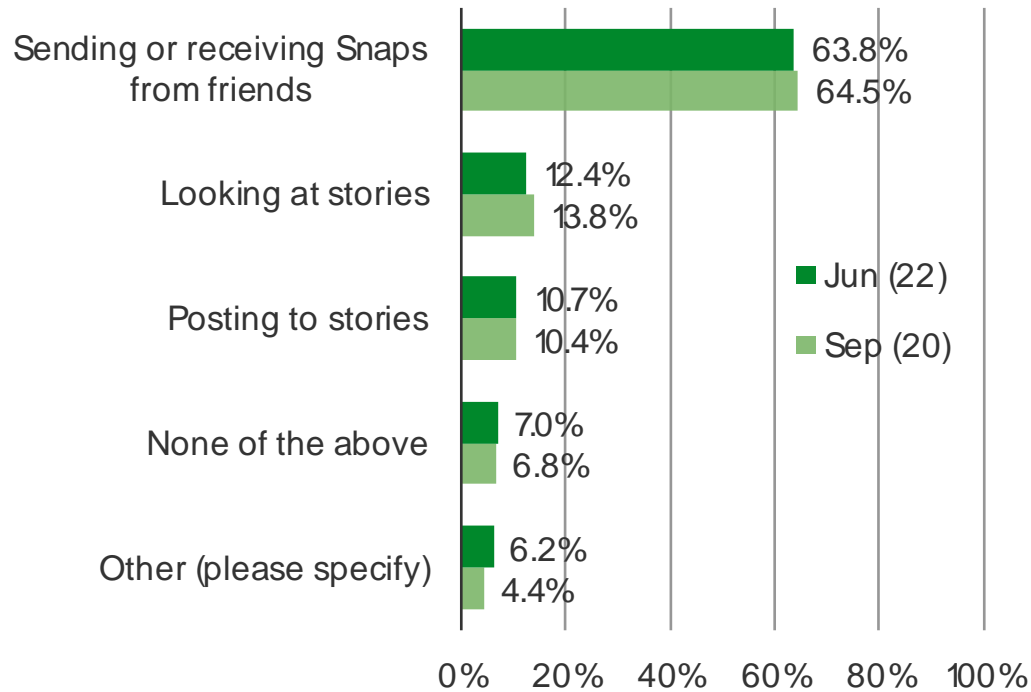
### Has your opinion of Snapchat changed at all in the past year?

Posed to teens 13-18 who use Snapchat (N = 407)



### I use Snapchat for... (select one)

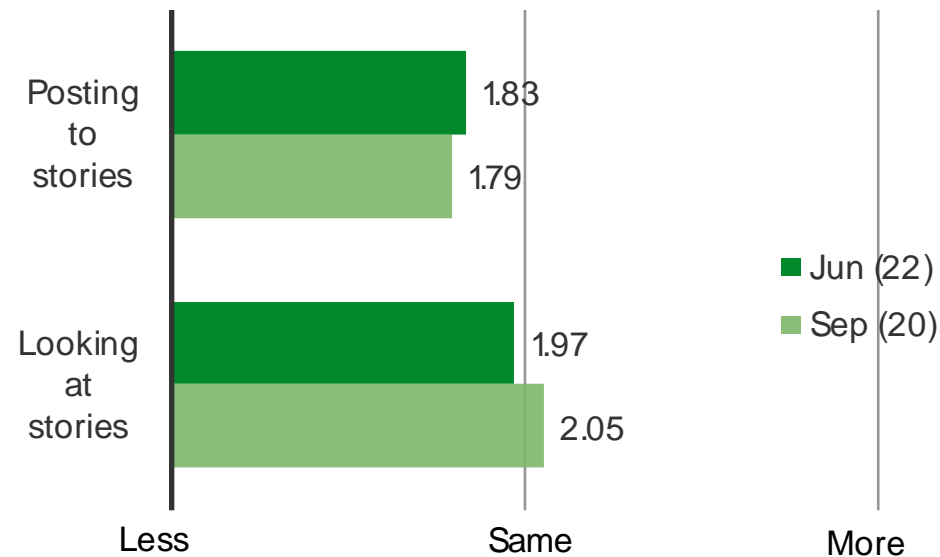
Posed to teens 13-18 who use Snapchat (N = 407)





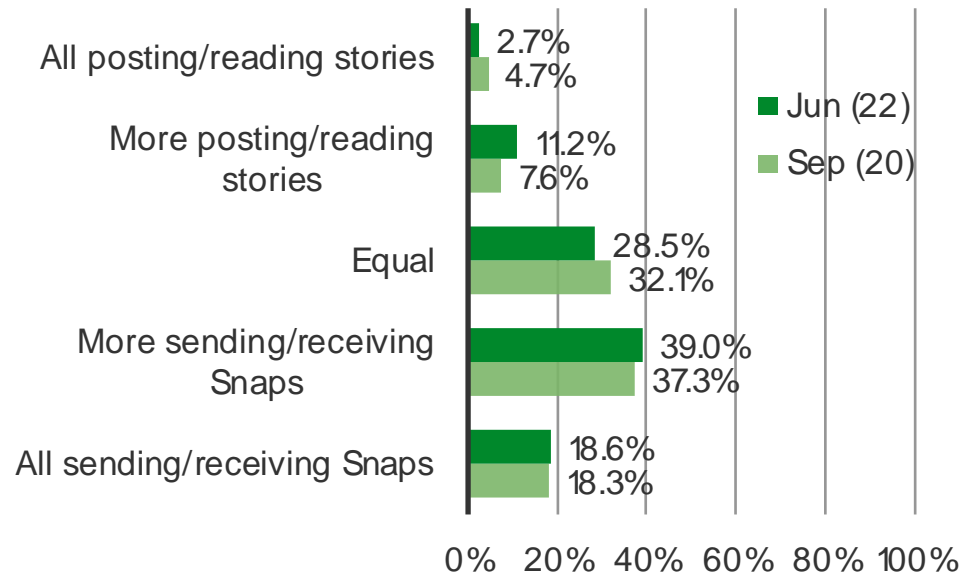
## Compared to when you first started using Snapchat, are you using the following more or less?

*Posed to teens 13-18 who use Snapchat (N = 407)*



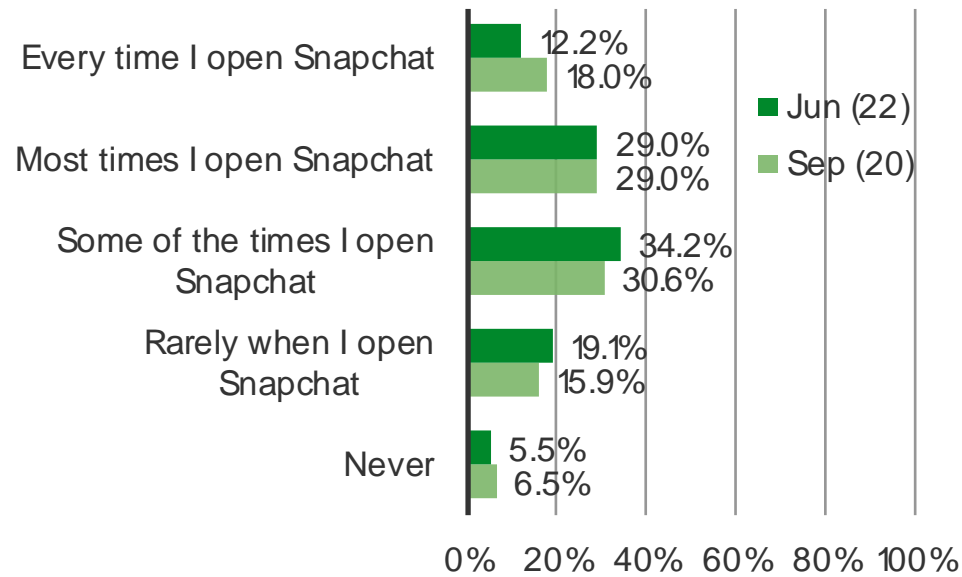
**Please estimate how you spend your time on Snapchat.**

*Posed to teens 13-18 who use Snapchat (N = 407)*



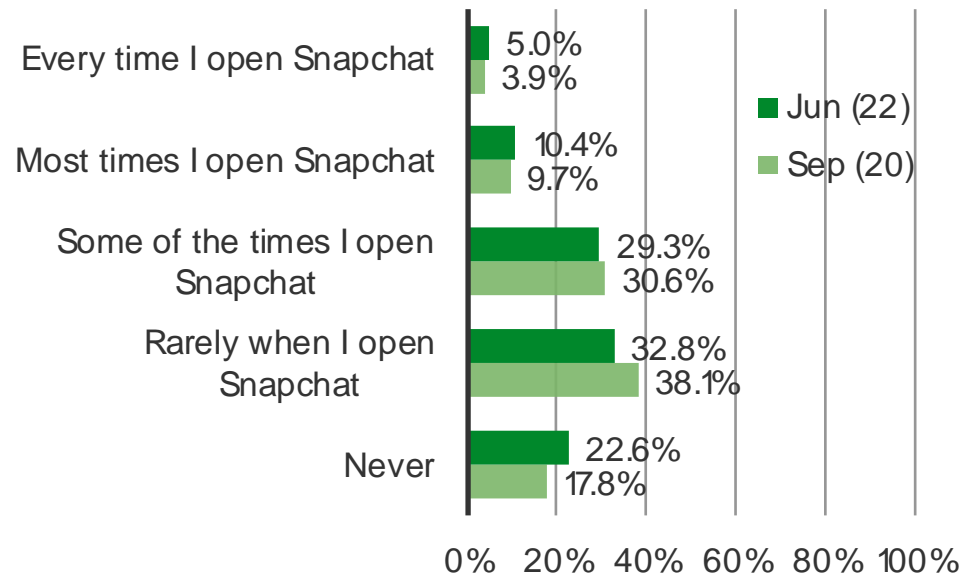
### I view Snapchat stories...

Posed to teens 13-18 who use Snapchat (N = 407)



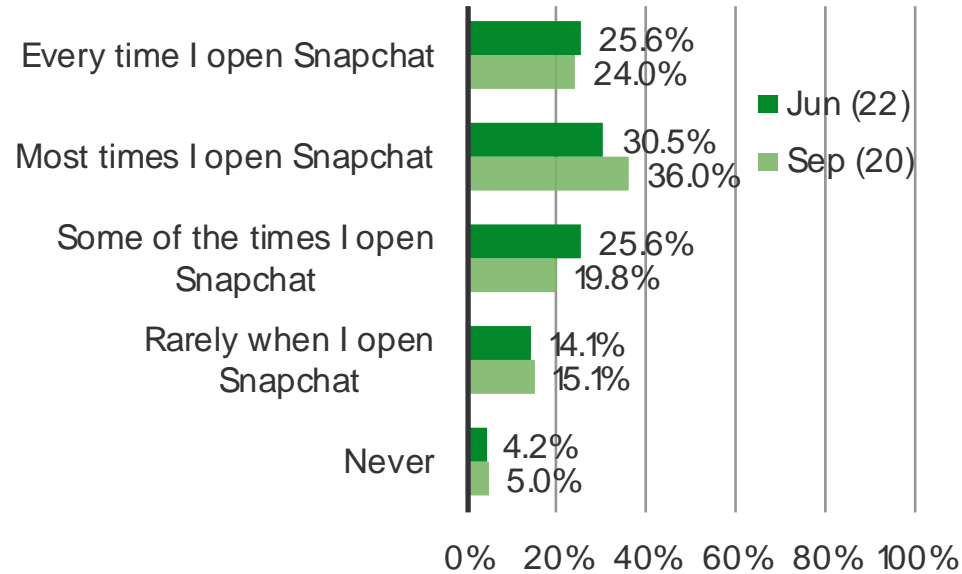
### I post to Snapchat stories...

Posed to teens 13-18 who use Snapchat (N = 407)



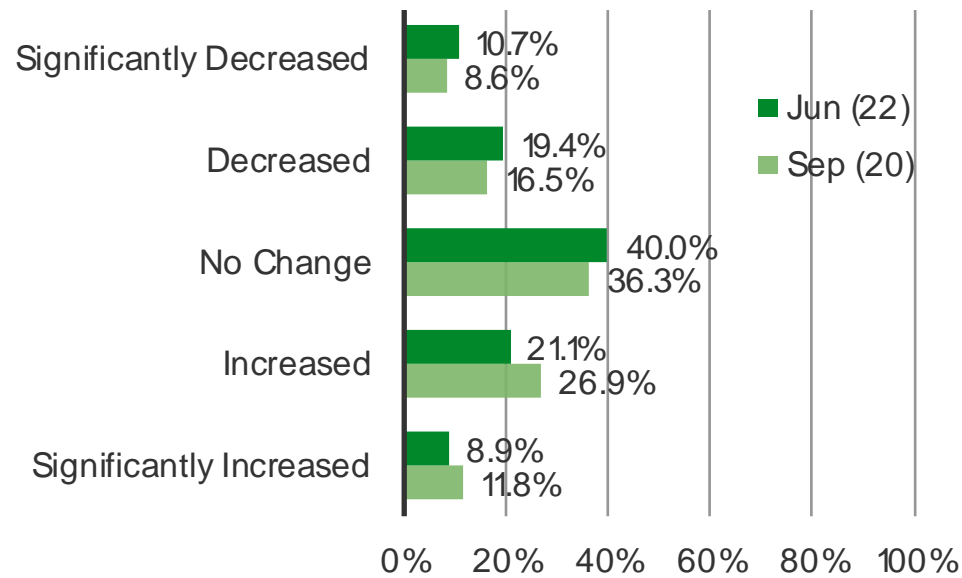
### I send/receive Snaps...

Posed to teens 13-18 who use Snapchat (N = 407)



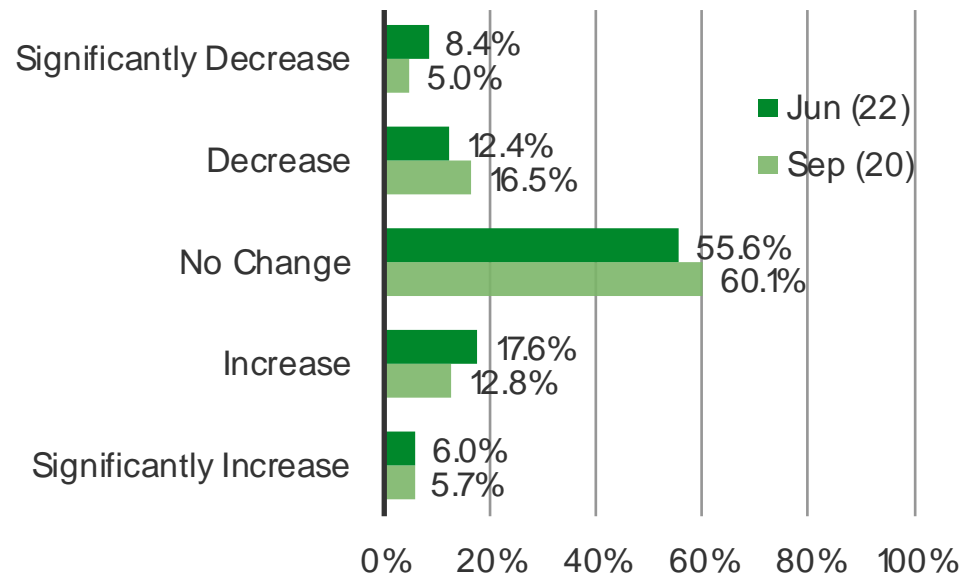
## Has the average time you currently spend on Snapchat per day increased or decreased compared to 6-12 months ago?

*Posed to teens 13-18 who use Snapchat (N = 407)*



**Do you expect the average time you spend per day on Snapchat to increase or decrease going forward?**

*Posed to teens 13-18 who use Snapchat (N = 407)*



## Are you watching more or less Discover content on Snapchat than you were 6-12 months ago?

Posed to teens 13-18 who use Snapchat (N = 407)

