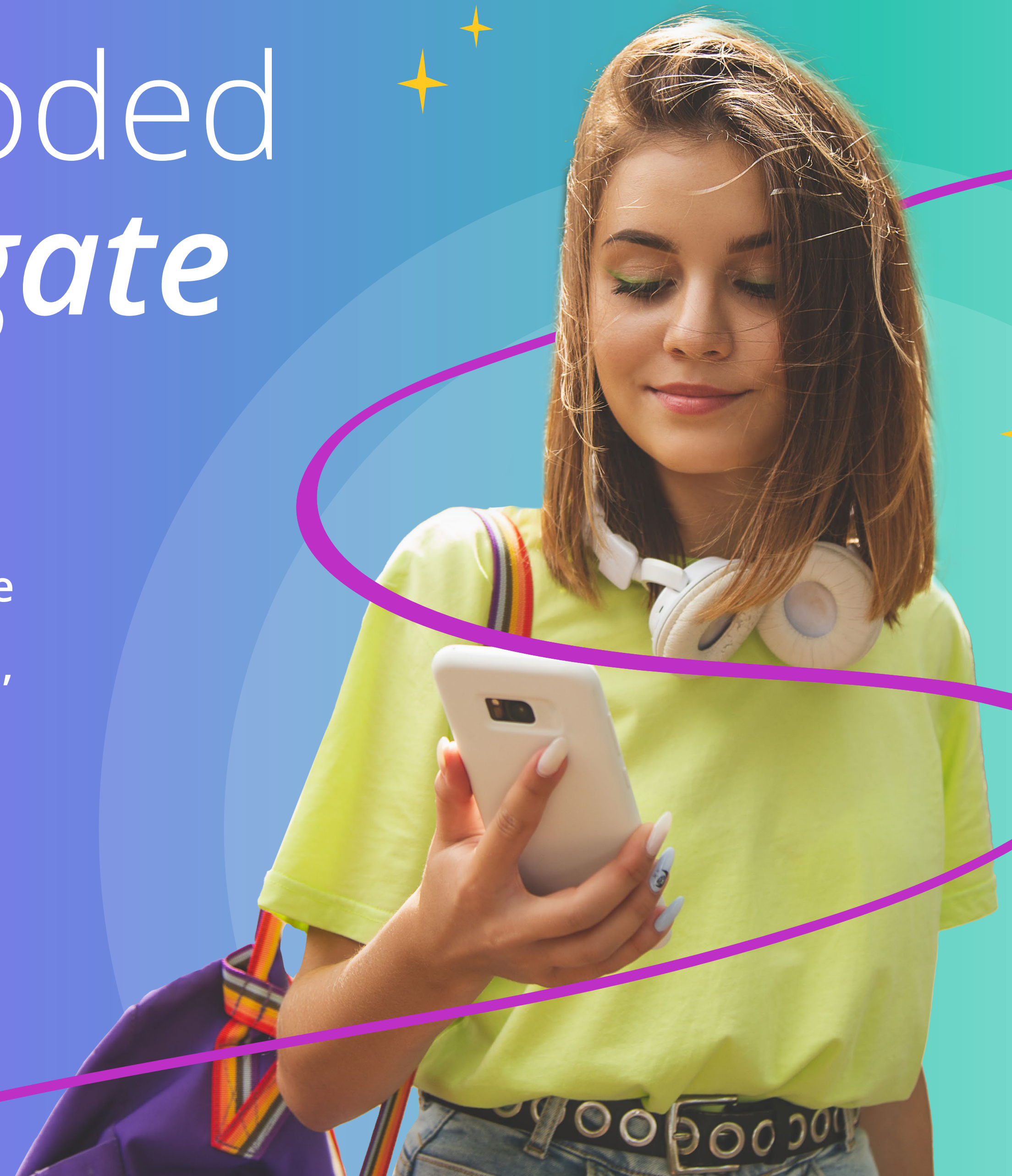


Digital Lives Decoded *How Teens Navigate Online Spaces*

Teens reveal their true feelings about social media, the sources of information they trust, their thoughts on AI, and how digital life affects their mental health



Executive Summary

For teens, there's no line between digital and real life—it's all one experience. It's where they build friendships and figure out who they are. It's also how they stay in the loop, whether they're catching up on news or trends. Scrolling isn't just a habit. Yes, sometimes it's passive, but often it's intentional, an active way to connect, learn, or be entertained. Each social platform plays a role, from strengthening relationships to mapping out their next steps. And as new technologies like AI emerge, teens are both curious and cautious—excited by the possibilities but mindful of the risks.

Two surveys, each with over 2,000 American teens, reveals what they're really doing online—who they trust, what they create vs. consume, and how it all impacts their mental health. The findings challenge assumptions—this generation is more intentional about their digital lives than most adults think.

*Teens don't 'go online'—
they live there. Unlike
older generations, they
don't see digital life as a
break from reality but as
a seamless extension of it.*

Executive Summary Continued →

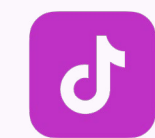

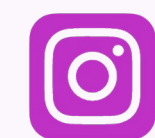


Big Picture Insights

Teens spend a lot of time online—but social media plays different roles. While 80% of teens spend at least half their free time online, only 27% consider social media “very” or “extremely” important. Many see it as a tool that enables what matters to them, rather than something important in and of itself.

INSIGHT IN ACTION: Recognize that online life /S real life.

Teens don’t separate digital from reality. Successful engagement means treating digital interactions with the same weight as real-world experiences.

Platform use is strategic, not random. Teens don’t passively engage with social media; they curate their experiences. Each platform serves a distinct function:

-  **TikTok*** – Quick entertainment, viral trends
-  **YouTube** – Deep learning, tutorials, music discovery
-  **Instagram** – Socializing, content discovery, celebrity updates
-  **Snapchat** – Private conversations with close friends
-  **Gaming platforms** – A social hub, especially for male teens

TikTok is the most loved platform, but YouTube sees the highest daily use (71% vs. 63%)—likely because it supports both entertainment and education.

INSIGHT IN ACTION: Tailor content for each platform. Teens don’t engage randomly; they layer platform use into a personalized experience.

Teens prioritize personal voices over institutional content. When it comes to information, teens are discerning consumers who trust friends, family, and influencers over traditional institutions. They value expertise and lived experience more than follower counts.

INSIGHT IN ACTION: Authenticity beats polish. Teens trust expertise over hype. They prioritize credibility and real voices over highly produced content. Transparency and trustworthiness matter.

Teens share more than they post. Ninety-seven percent of teens use social media daily. Of those, 71% share others’ content and 64% create original posts. Sharing is quick and effortless; posting is intentional—often a reflection of identity and personal interests.

INSIGHT IN ACTION: Make content easy to share. Teens are more likely to reshare content that sparks emotion, taps into trends, or feels personally relevant to their identity and interests.

Social media’s emotional impact is mixed. Teens recognize both the benefits and risks of social media. While many feel entertained, inspired, and connected when using social media, others report stress, anxiety, or FOMO [Fear Of Missing Out]. Female and LGBTQ+ teens report more negative feelings than males. Black teens report lower anxiety, while Asian American teens are the least likely to feel entertained or happy while using social media.

INSIGHT IN ACTION: Recognize social media’s complex role in mental health. Creating supportive digital environments and promoting healthier online habits will resonate more than relentless engagement.

Teens are both curious and cautious about AI. Despite being digital natives, teens have mixed feelings about AI. Many are curious, but 40% believe it will negatively impact their generation, and 84% express concerns about job loss and the intentional spread of misinformation. Thirty-eight percent expect AI to be part of their future jobs, but few are actively preparing for it.

INSIGHT IN ACTION: Address AI uncertainty head-on. Teens are skeptical about AI, particularly its impact on jobs and creativity. Demystify AI by highlighting ethical use cases, and position it as a tool for empowerment, not just automation.

Executive Summary Continued →

Important Data Points by Chapter

CHAPTER 1

- 80% of teens spend at least half their free time online, yet only 27% consider social media “very” or “extremely” important.
- Nonbinary (85%), LGBTQ+ (85%), and Hispanic (83%) teens spend the most time online.

CHAPTER 2

- TikTok is the favorite platform, but YouTube sees the most daily use (71% vs. 63%).
- Females over-index on time spent on TikTok (+14%), Instagram (+13%), and Pinterest (+29%), while males spend more time on YouTube (+9%), Discord (+9%), and Reddit (+8%).

CHAPTER 3

- 95% of news-following teens get their news online.
- When evaluating sources of information (news or otherwise), only 18% trust accounts with large followings, while 38% prefer content from experts.
- Surprisingly, 38% still watch television news.

CHAPTER 4

- 97% of teens use social media daily. 71% share others’ content, and 64% create their own.
- 17% are already making money from social media, with another 50% interested in doing so.

CHAPTER 5

- 36% of teens “agree” or “strongly agree” that social media has a positive effect on their mental health. 27% “disagree” or “strongly disagree,” and 37% are neutral.
- Females and LGBTQ+ teens report feeling more stressed when spending time on social media (34% and 40%) than their male (28%) and non-LGBTQ+ (29%) peers.
- 44% are concerned about online privacy, but 28% feel neutral.

CHAPTER 6

- 41% have used ChatGPT, but over 60% have never used some of the other Generative AI tools, such as Midjourney and Copilot.
- 84% express concerns about AI, particularly job loss (44%), the accidental spread of incorrect information (43%), and the intentional spread of misinformation (40%).
- 40% believe AI will negatively impact their generation.

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Survey Data in Detail

Our Methodology

This report draws from two proprietary online surveys conducted among U.S. teens to deliver robust, representative, and actionable insights on their digital behaviors. Each study’s final sample is nationally representative by gender, age, race/ethnicity, and geographic region, aligned with the latest U.S. Census benchmarks.

Surveys were conducted in March and April of 2024, with a total sample size of 4,007 across studies:

- *Survey 1: March/April 2024 | Sample: N=2,003*
- *Survey 2: March/April 2024 | Sample: N=2,004*

TeenVoice’s expertise ensures survey questions are optimized for clarity, engagement, and accuracy, yielding high-confidence insights into teen behaviors and mindsets. Data is reviewed for quality and weighted as necessary to maintain national representativeness. This report synthesizes findings across multiple studies to provide deep, trend-backed intelligence for executives and brand strategists, education professionals and thought leaders, product and program developers, and other professionals who want to be informed with the very latest understanding of youth audiences and the adults of tomorrow.

Introduction

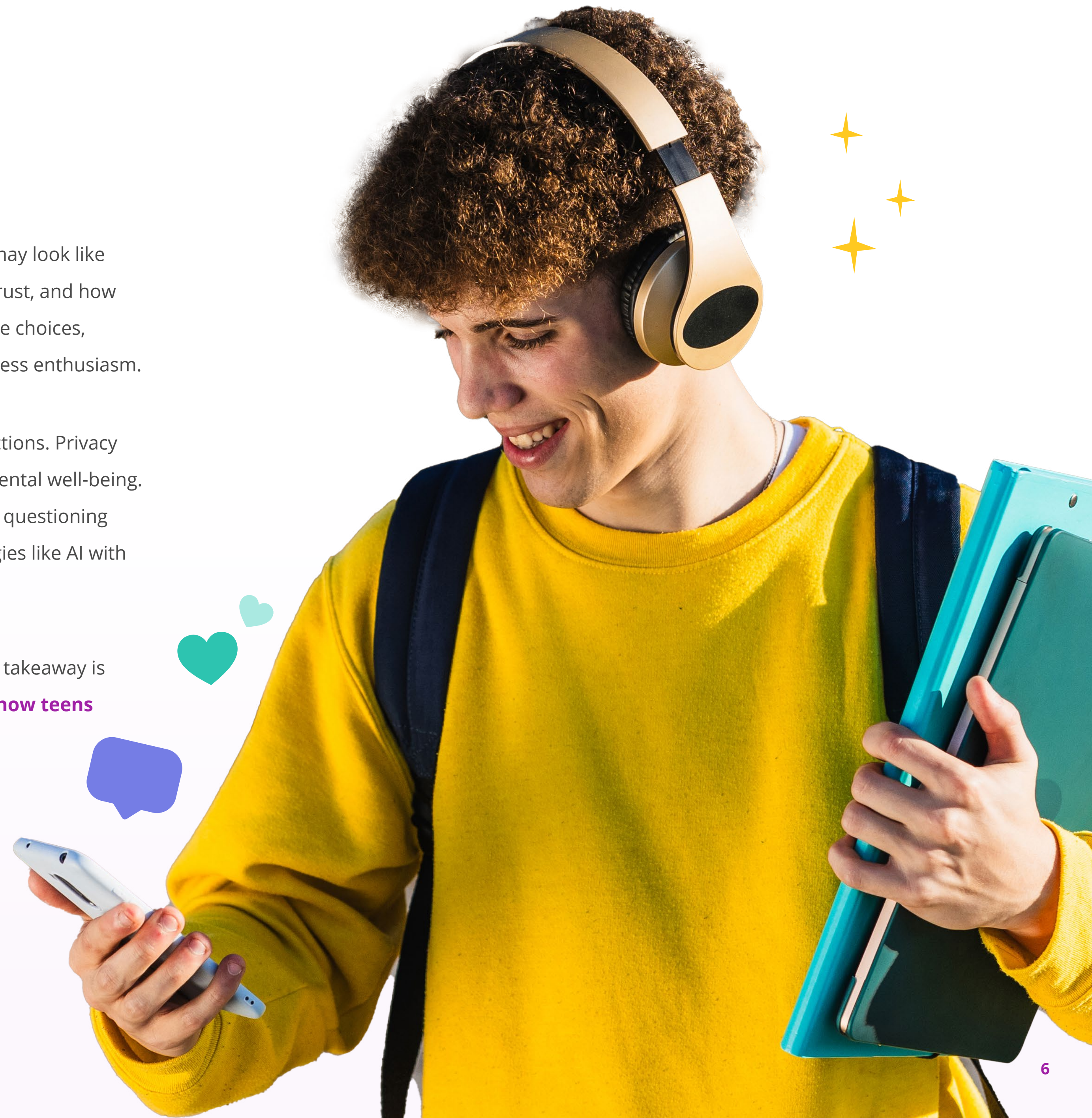
Today's teens aren't just living online—they're running the place.

They're shaping trends, curating their digital identities, and redefining self-expression. What may look like mindless scrolling is actually a series of strategic choices about what to engage with, who to trust, and how to present themselves. Based on a survey of 2,000+ American teens, this report digs into those choices, revealing a generation that approaches digital spaces with strategic restraint rather than endless enthusiasm.

The timing of these insights couldn't be more critical. AI is beginning to reshape online interactions. Privacy concerns are mounting. And parents and health experts are debating social media's role in mental well-being. But teens? They're responding to these changes with a mix of curiosity and caution. Many are questioning what they see online, thinking about their digital boundaries, and approaching new technologies like AI with measured skepticism.

For brands, educators, policymakers, and anyone looking to connect with this generation, the takeaway is clear: **success isn't just about being present in digital spaces—it's about understanding how teens actually use them.**

Through six in-depth chapters, this report unpacks the platforms they frequent, the content they value, and the decisions that shape their digital lives.



Digital Engagement Across Demographics

How teens spend their time online and what social media really means to them

Nearly all teens are online every day—but does that mean they're deeply invested in social media? Not exactly. While digital spaces are a near-constant presence, their significance varies. Many teens see social media as functional, not fundamental—a tool to connect, create, and curate rather than something valuable in and of itself.

But digital habits aren't universal. Age, gender, and identity shape how teens engage with online spaces. Some rely on digital interactions as a key social connector, while others are beginning to pull away. **The way they interact—and how much they truly value these platforms—is far more nuanced than a simple measure of screen time.**

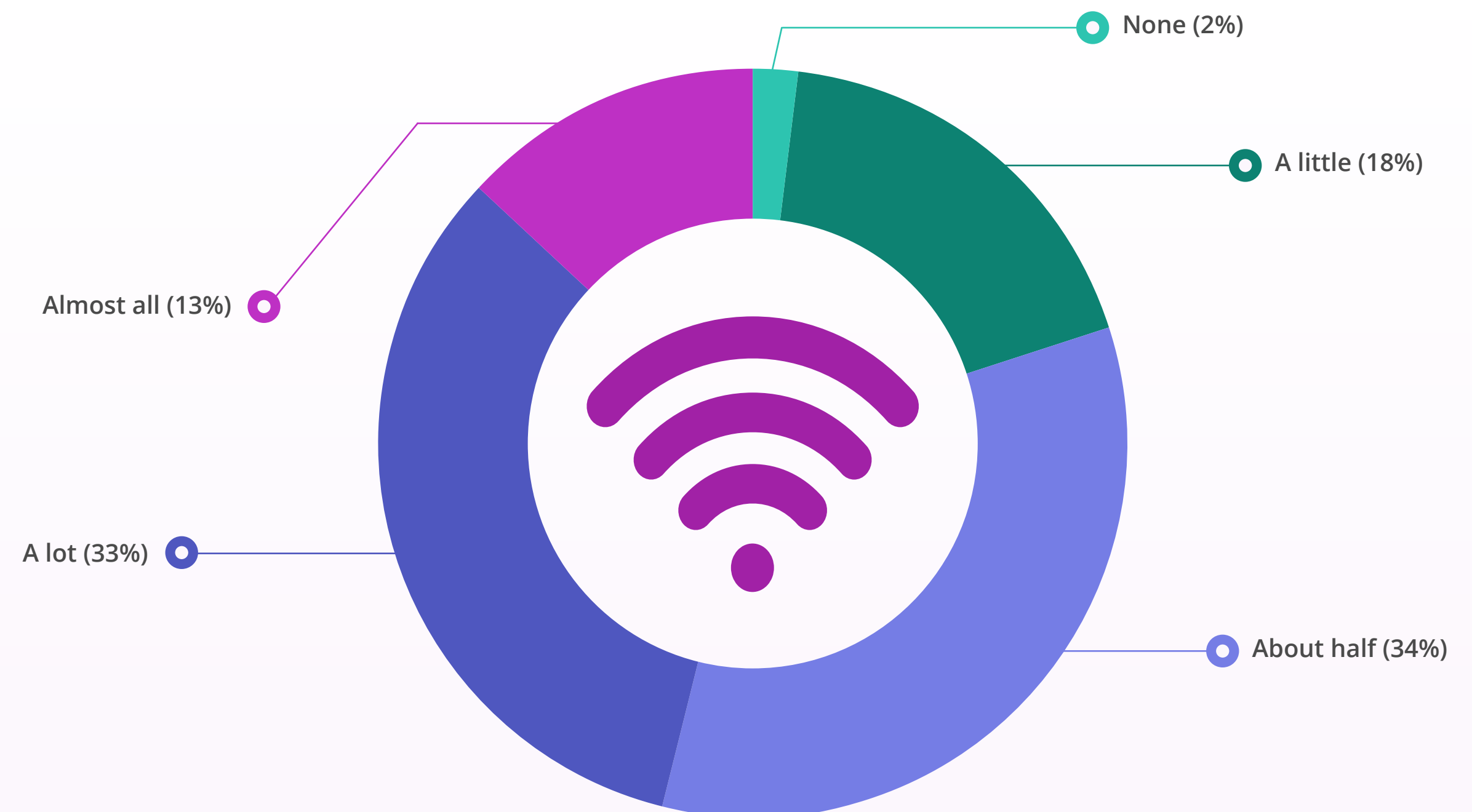
This chapter unpacks who's online the most, how different groups engage, and why social media's place in their lives isn't what you might expect.

High Engagement, Low Importance

The numbers tell a seemingly contradictory story: 97% of teens are online daily, and **80% spend at least half their free time in digital spaces. Yet only 27% consider social media “very” or “extremely” important in their lives.** This gap between usage and value suggests that, for many, social media is something deeply integrated into their lives rather than a distraction from it.

While high online engagement is a universal trend, it isn't one-size-fits-all. It varies by gender, race, and age.

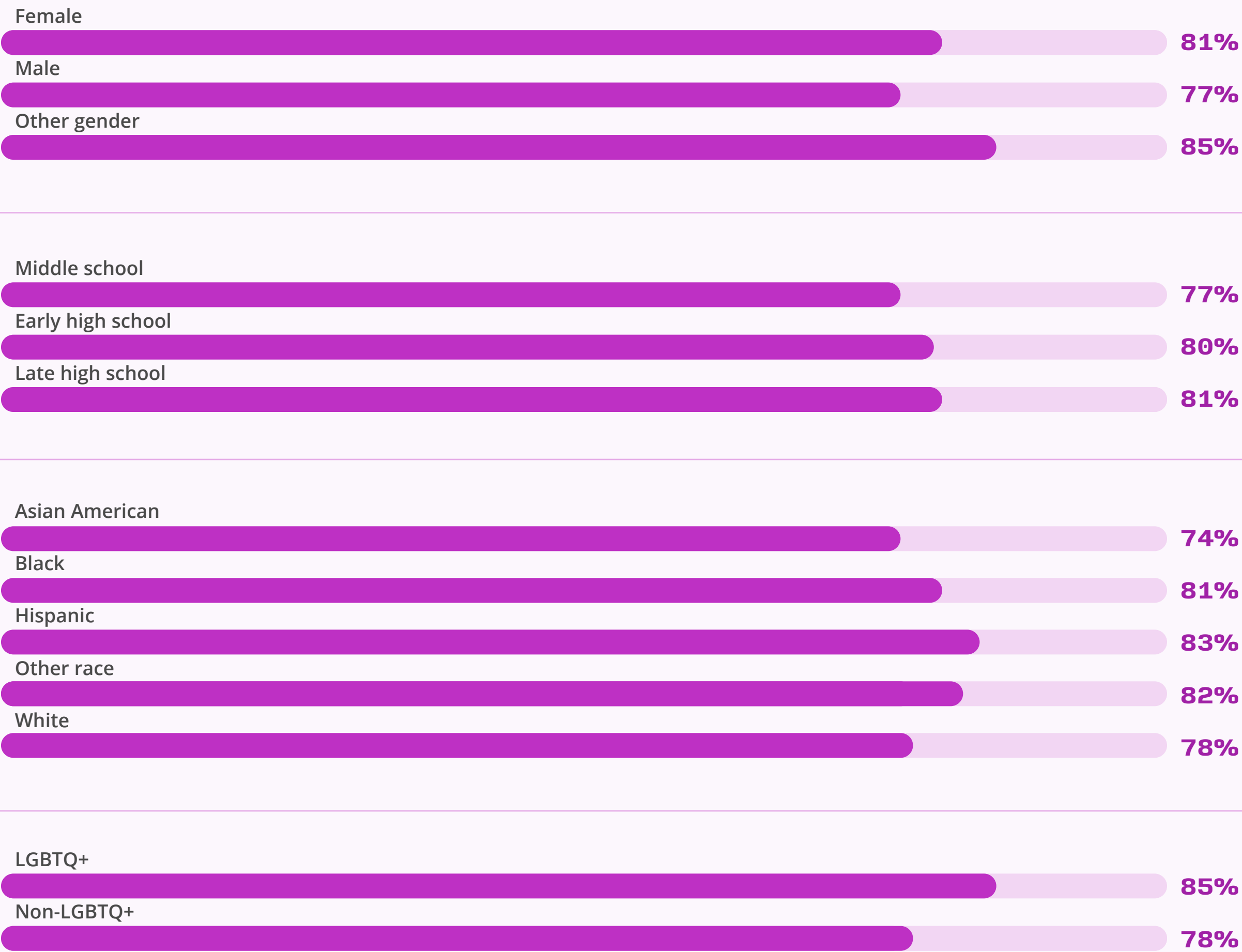
Free Time Spent Online Daily



Demographic Differences in Time Spent Online

- Gender:** Nonbinary teens report the highest levels of online engagement, with 85% spending over half their free time online. They are followed by female and then male teens.
- Grade Level*:** High school students spend more time online than middle schoolers, likely due to increased access to digital tools and greater autonomy.
- Race/Ethnicity:** While differences among racial and ethnic groups exist, they are not significant. Hispanic teens report the highest engagement (83%), followed closely by those who selected “other” (82%) and Black teens (81%). White (78%) and Asian American teens (74%) report the lowest levels of engagement.
- Identity:** LGBTQ+ teens report the same high level of engagement as those who identify as nonbinary. Eighty-five percent spend over half their free time online, compared to 78% of their non-LGBTQ+ peers. This trend may reflect the opportunities digital spaces provide for self-expression and connection, particularly for those who may struggle to find like-minded peers in traditional settings.

Demographic Breakdown of Who Spends At Least Half Their Free Time Online



Demographic Differences in Value Placed on Social Media

Teens’ feelings about the importance of social media vary across demographics, with some surprising patterns emerging:

- Gender:** While females spend more time online, they are less likely than males to find social media “very” or “extremely” important (25% vs. 29%).
- Race/Ethnicity:** White teens are more likely to value social media highly (30%) compared to their peers.
- Grade Level:** Early high school students (9th/10th grade) are the most likely to find social media “very” or “extremely” important (31%), followed by middle schoolers. Late high school students (11th/12th grade) are the least likely of any group to place high importance on social media (23%).

Teens Who Think Social Media Is “Very” or “Extremely” Important



Chapter Insights



High online engagement doesn't always mean teens put a high value on social media. Many teens see social media as a tool that enables them to do what's important to them, rather than something important in and of itself.



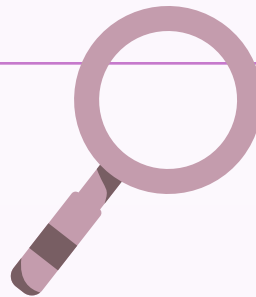
Nonbinary and LGBTQ+ teens are among the most engaged online. Digital spaces are critical for connection and expression among these groups.



Digital engagement varies across race and ethnicity. Hispanic teens report the highest engagement, with "other" and Black teens also showing elevated levels, underscoring the need for diverse representation.



Older teens spend more time online. Digital access and autonomy influence engagement patterns, with high schoolers spending more time online than middle schoolers.



Platform Choices

How teens select platforms and balance quick entertainment with deeper engagement

Today’s teens navigate a vast and ever-evolving social media landscape, making intentional choices about which platforms best fit their needs. From quick bursts of entertainment to deep dives into their interests, teens use different platforms in different ways.

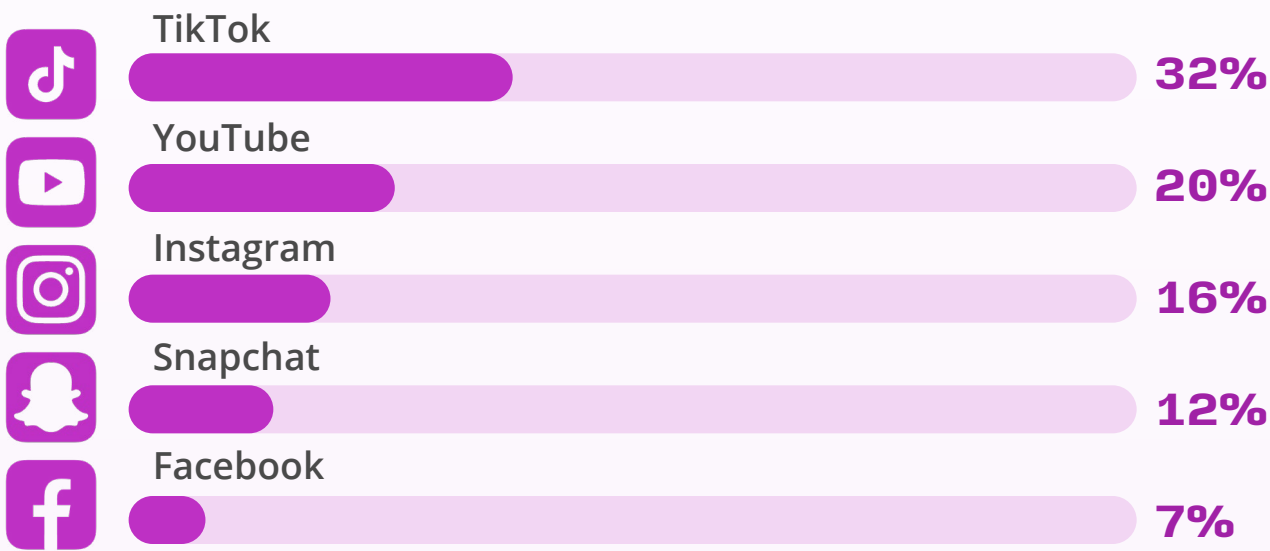
This chapter explores how teens select and engage with social media, highlighting the differences between their favorite platforms and those they visit daily. It also examines demographic patterns—such as gender, age, and region—in platform preferences, shedding light on how these choices evolve over time.

Teens’ Favorite Platforms

Teens’ top platforms showcase their preference for visual-first communication. **Platforms like TikTok,* YouTube, and Instagram dominate**, offering a unique mix of entertainment, education, and social connection.

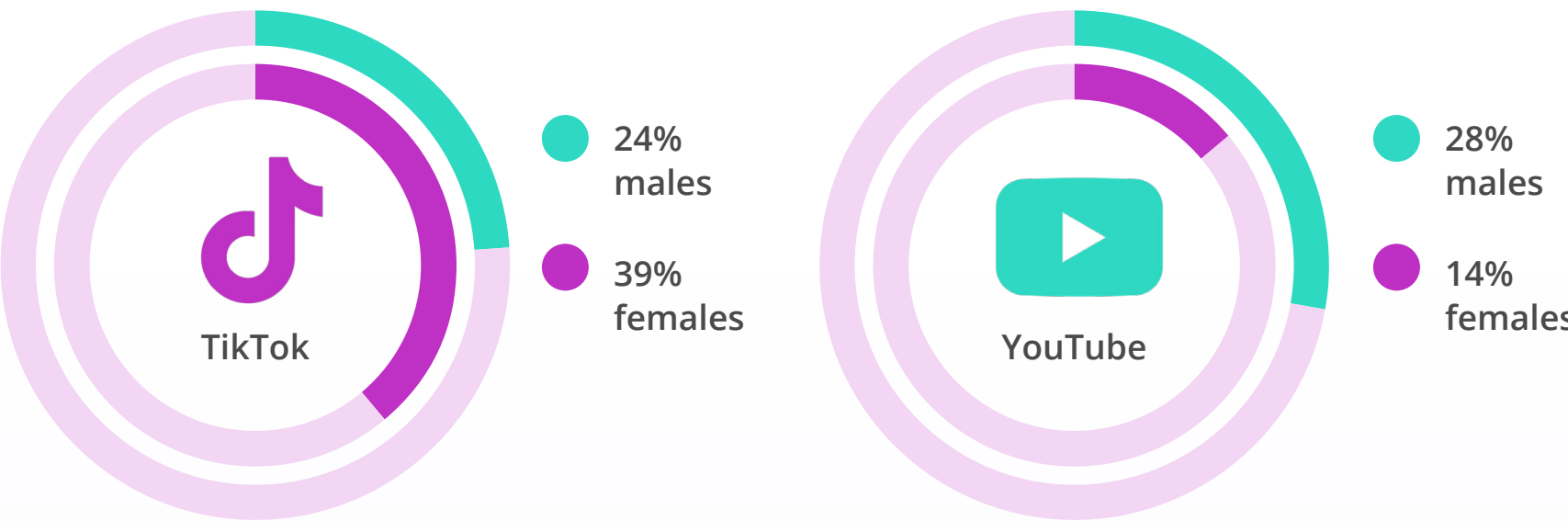
TikTok is the most loved platform, with its highly personalized algorithm serving up a never-ending scroll of snackable videos. YouTube, number 2, is a trusted space for longer content, where teens explore tutorials, music, and take deep dives into topics they care about. In third place is Instagram, offering a blend of curation and connection through photos, Stories, and direct messaging.

The fourth and fifth most popular sites, Snapchat and Facebook, offer access to videos and images, but they are often used for person-to-person communication.



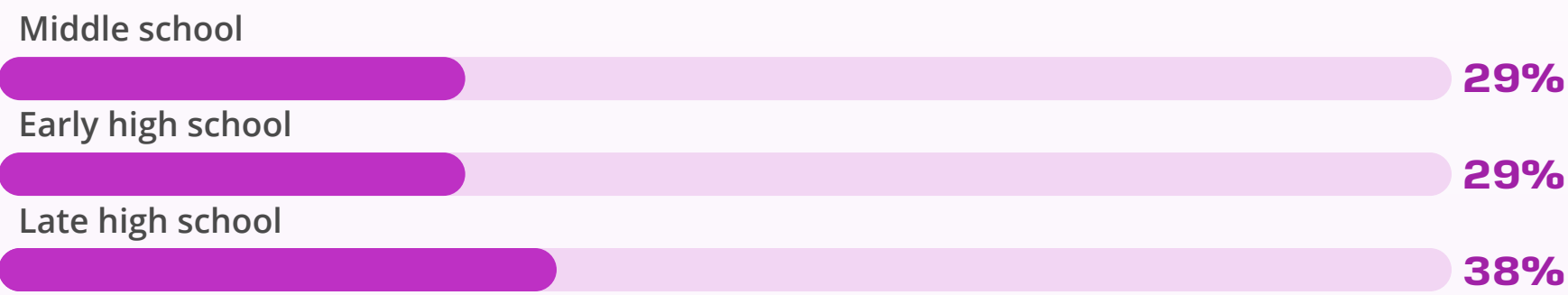
Demographic Differences in Favorite Platforms

Gender: Females are more likely to say TikTok is their favorite platform, while males are twice as likely to prefer YouTube. Among the slightly less popular platforms, females are more likely than males to prefer Pinterest, while males are more likely to prefer Facebook. Both males and females prefer Instagram and Snapchat at similar rates.



Grade Level/Age: While teens say that TikTok is their favorite platform overall, older teens are the most likely to use it. Instagram is also more popular with high school students than middle schoolers. By contrast, interest in YouTube and Snapchat declines as teens get older.

Percent of Teens Who Favor TikTok by Grade Level



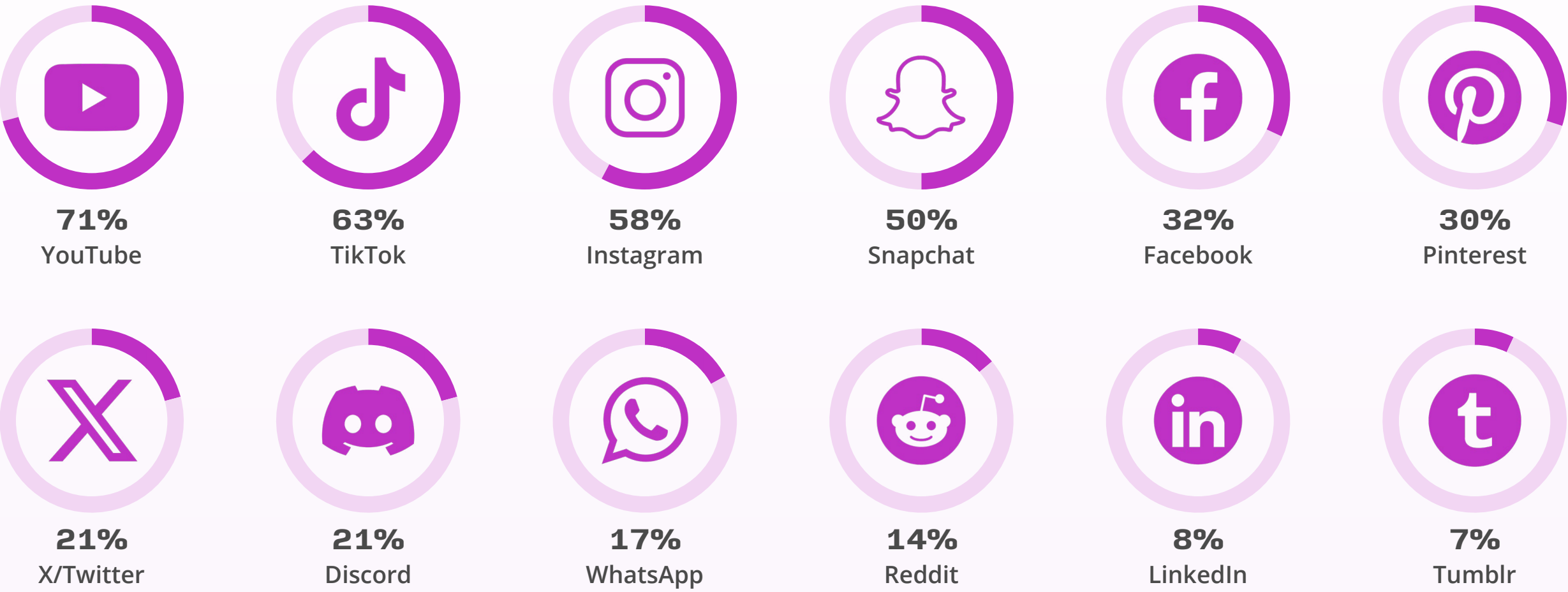
* A January 2025 ban of TikTok was temporarily paused, and as of publication, a resolution has yet to be reached.

Platforms Used Daily

It’s important to distinguish between favorite platforms and those visited daily. For instance, while TikTok is their top pick, more teens spend time on YouTube daily, likely because the content demands it and they use it for schoolwork. “I use TikTok when I don’t want to get super involved in something,” says a 15-year-old male from Oregon. “YouTube is the opposite. I like to watch long-form videos that focus more on my interests.”

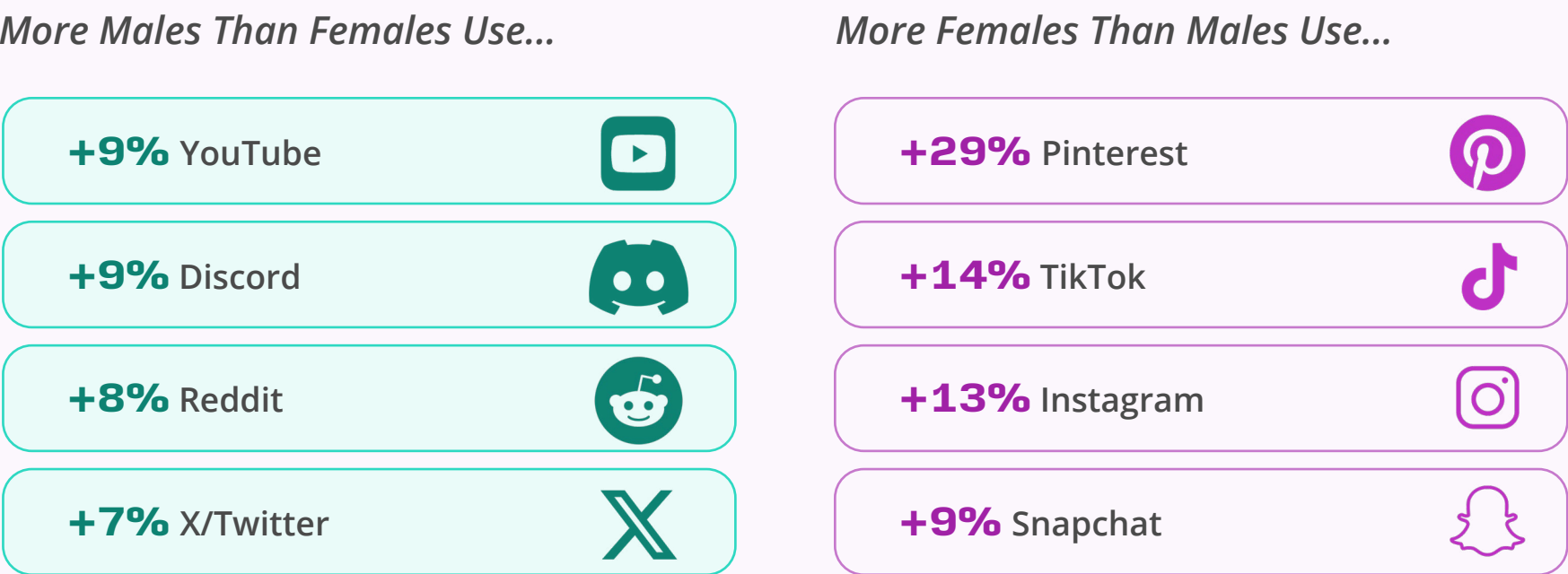
While **teens primarily engage daily with YouTube (71%), TikTok (63%), and Instagram (58%),** they also use several other platforms for specific purposes.

- **Facebook:** Facebook, which is more popular with adults, is used daily by 32% of teens, likely to get updates from their school or clubs, participate in groups, or for easy person-to-person communication.
- **Pinterest:** It attracts a predominantly female audience, focusing on visual content curation rather than social interaction. Users share and organize images, videos, and tutorials around lifestyle interests.

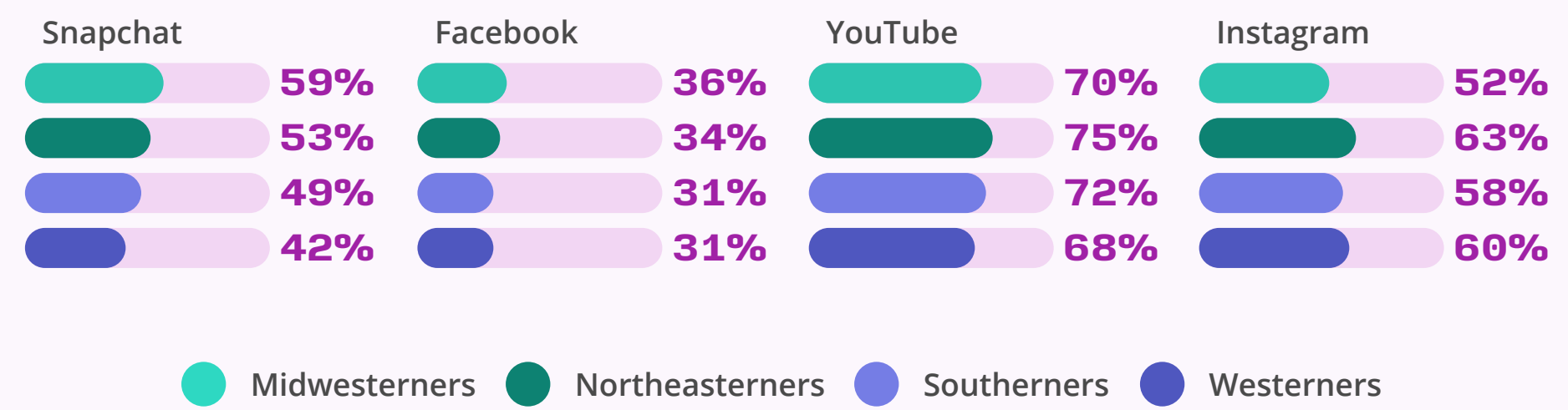


Demographic Differences in Daily Social Media Use

- **Gender:** Females and males have distinct daily social media habits. More males use YouTube, Discord, Reddit, X (formerly Twitter), and LinkedIn daily. In contrast, Pinterest, TikTok, Instagram, and Snapchat are more popular among females.



- **Region:** Teens’ daily social media use varies slightly across the U.S. Snapchat and Facebook are a bit more popular in the Midwest, while YouTube and Instagram see greater use in the Northeast. Teens in the West use the most popular platforms, YouTube and TikTok, less than their peers in other regions. Meanwhile, teens in the South show a slightly stronger preference for TikTok.



Chapter Insights



Teens use multiple platforms for different needs. Social media isn't one-size-fits-all—teens switch between platforms depending what they are doing.



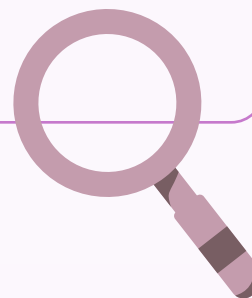
Favorite platforms and those used daily aren't necessarily one and the same. While TikTok is widely loved, YouTube sees the most daily engagement.



Gender influences daily platform choices. Males favor YouTube, Discord, and Reddit, while females are more engaged on TikTok, Instagram, and Snapchat.



Regional differences shape social media habits. Snapchat and Facebook see higher daily engagement in the Midwest, while YouTube and Instagram are more popular in the Northeast.



Content Discovery and Trust

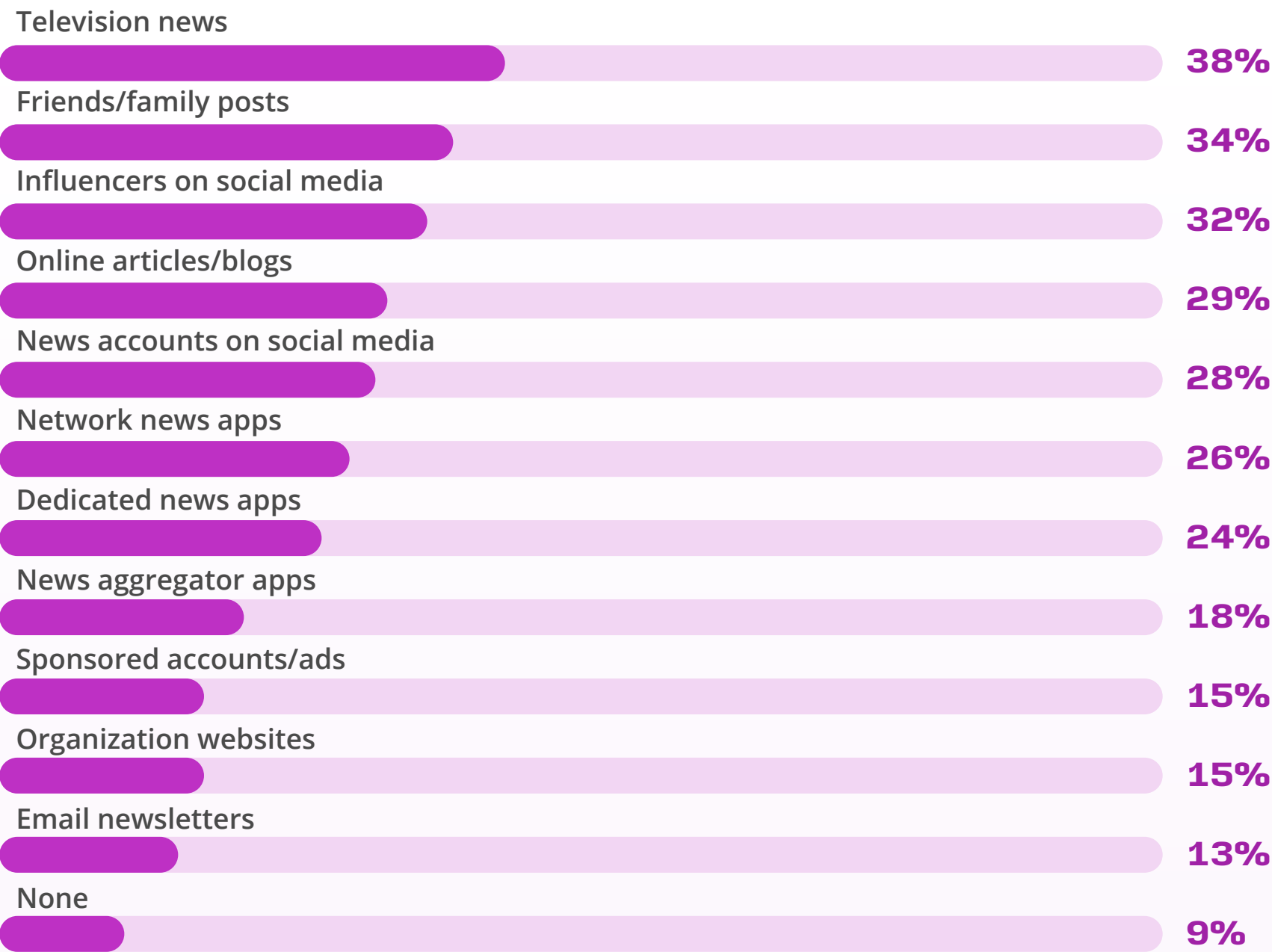
How teens find and evaluate content—from entertainment to news—and who influences their choices

Today’s teens move seamlessly between platforms, encountering everything from viral trends to breaking news. While they have a vast universe of content to choose from, they’re selective. The sources they trust aren’t always traditional, and it’s likely that, since they can get information about anything on social media, their definition of “news” goes beyond headlines to include updates on their interests, from gaming to fashion.

This chapter explores where teens go for content, how they judge credibility, and the evolving role of influencers, entertainment, and digital platforms in shaping their worldviews.

Preferred Sources for News

Traditional media hasn’t vanished entirely—**four in ten teens still watch television news. However, only 5% use TV as their only source, with the vast majority (95%) turning to online platforms for updates.** In the digital space, individual voices often carry more influence than institutions. About 34% of teens get news updates from family or friends’ online posts, while 32% turn to influencers, underscoring their **preference for relatable, trusted messengers over traditional news outlets.**



5% of teens use TV as their **only** source of news



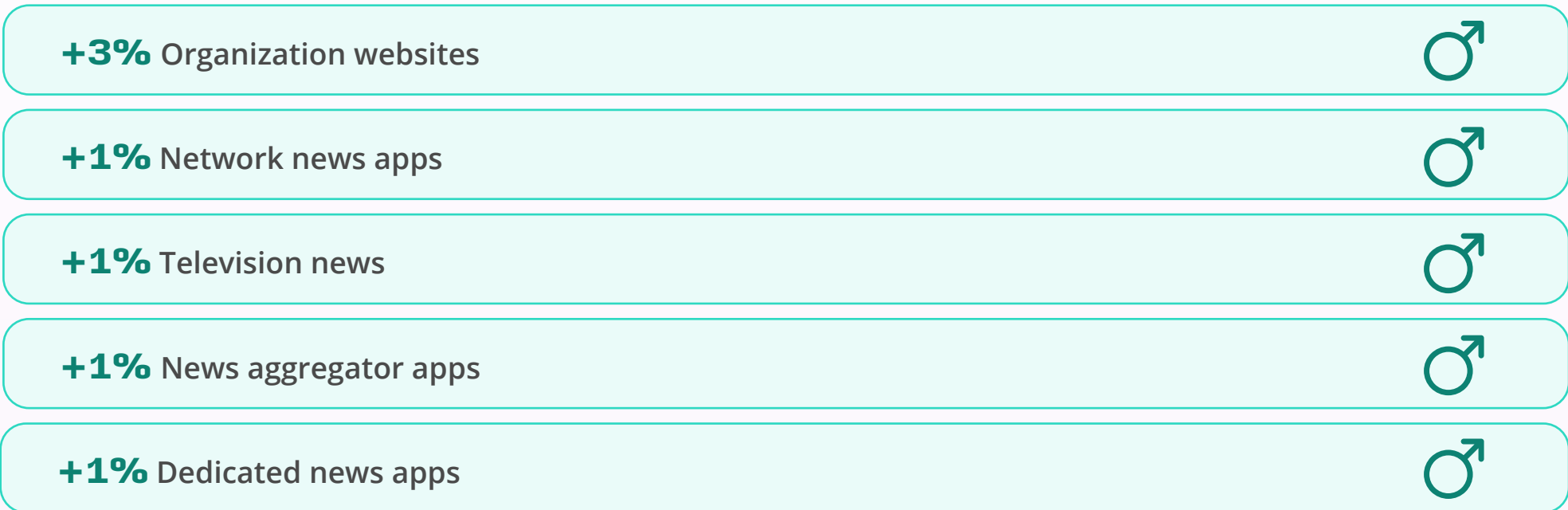
Demographic Differences in Preferred Sources of News

- Gender:** Female teens gravitate toward social-media-based sources like posts from friends/family, influencers, and bloggers, while males prefer apps and websites from news sources such as ABC, CNN, and FOX News, as well aggregators such as Apple News and Google News. This difference may reflect a greater desire among females for interaction and relatability in their news consumption.

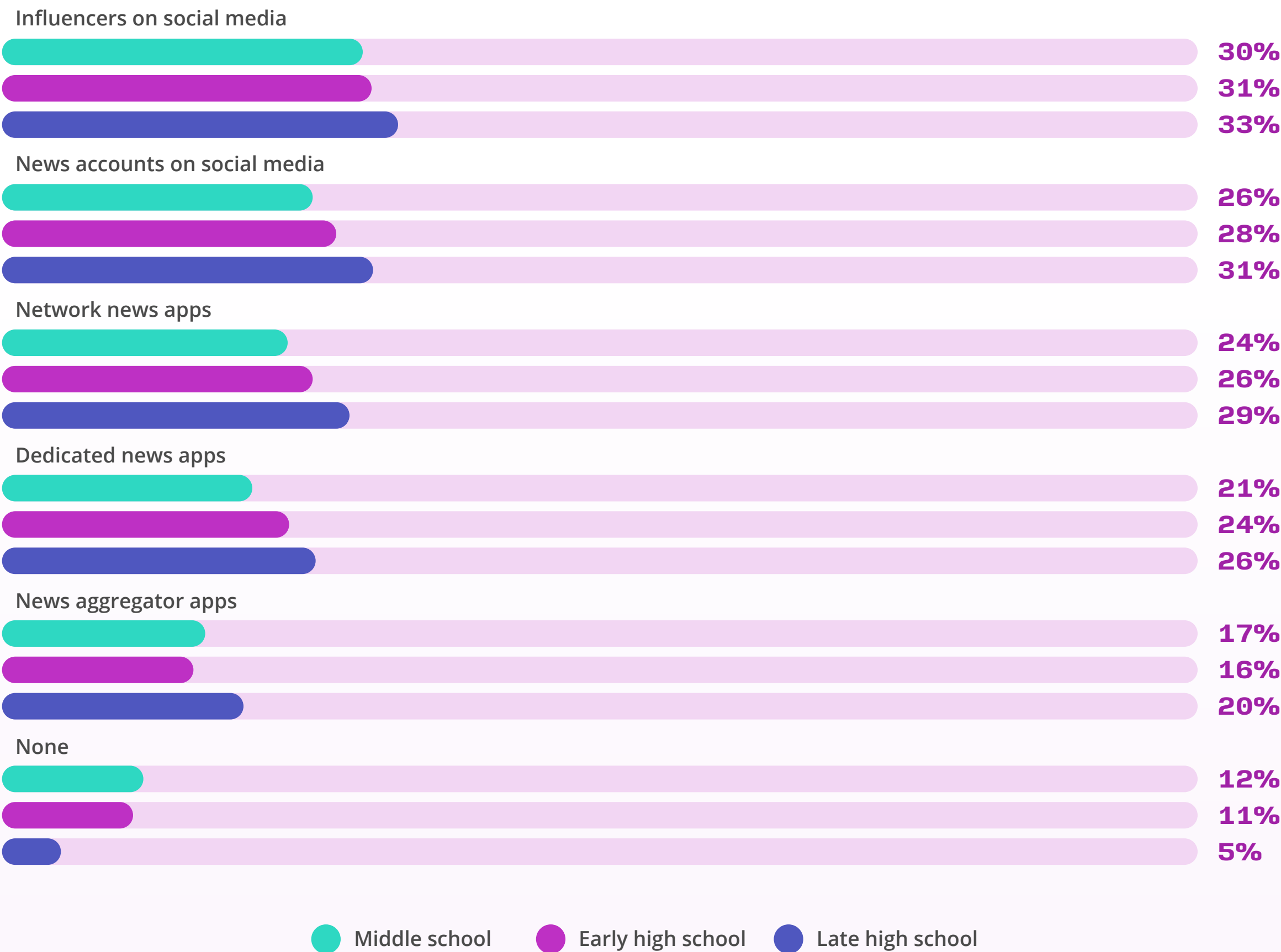
More Females Than Males Get Their News From...



More Males Than Females Get Their News From...



- Geographic Area:** Rural teens are less likely to rely on news accounts on social media, while suburban teens are especially likely to rely on online articles and blogs.
- Grade Level/Age:** Older teens are more likely to use dedicated news apps, news aggregators, and institutional sources. Middle schoolers, who use fewer sources overall, lean on influencers and family posts.



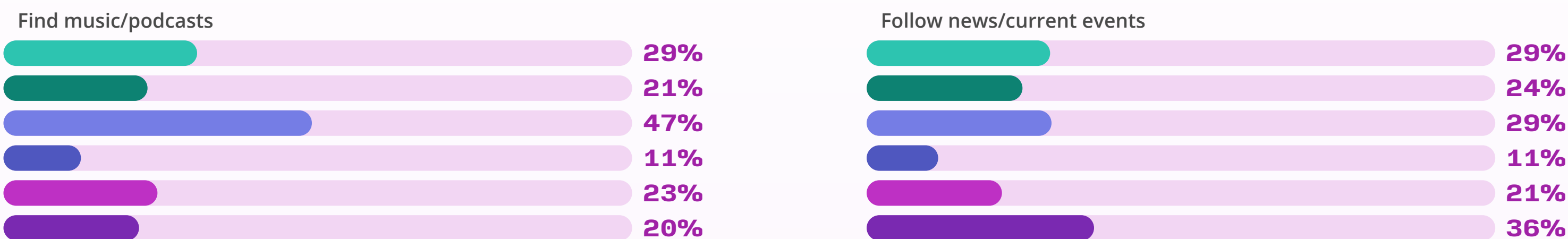
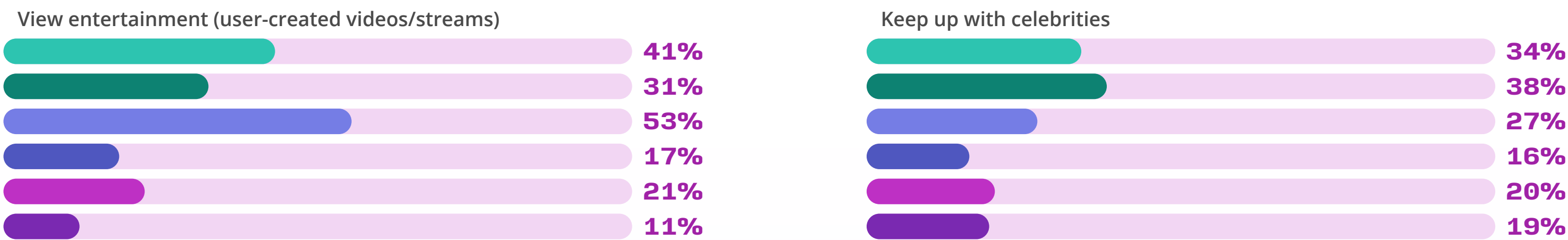
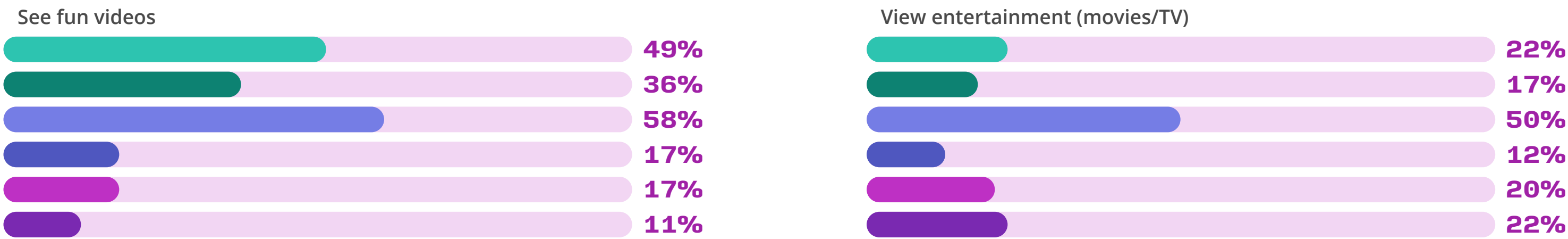
Where Teens Go for Information

Since entertainment, influencers, and news all coexist on the same platforms, the lines between information and entertainment often blur, shaping how teens engage with and interpret current events.

Entertainment remains a cornerstone of teens’ digital lives, guiding their platform choices and engagement patterns. Most turn to **YouTube for movies and TV; TikTok for fun videos; and Instagram for keeping up with celebrities.**

Music and podcasts also play a significant role in teens’ online habits. YouTube is the primary source for discovering and enjoying music, with just under half of teens relying on it.

When it comes to staying informed, teens pull information from multiple sources rather than relying on just one. Online search (36%) is their top method for keeping up with current events, followed closely by social platforms like TikTok (29%) and YouTube (29%), with Instagram (24%) not far behind.



How Teens Evaluate Sources of Information

Teens don't rely on flashy metrics like blue checkmarks or follower counts when evaluating sources of information, be they news or entertainment. Instead, they look for experts or those with real experience. Teens also prefer sources that have received positive reviews, comments, and/or recommendations from people they know in real life.

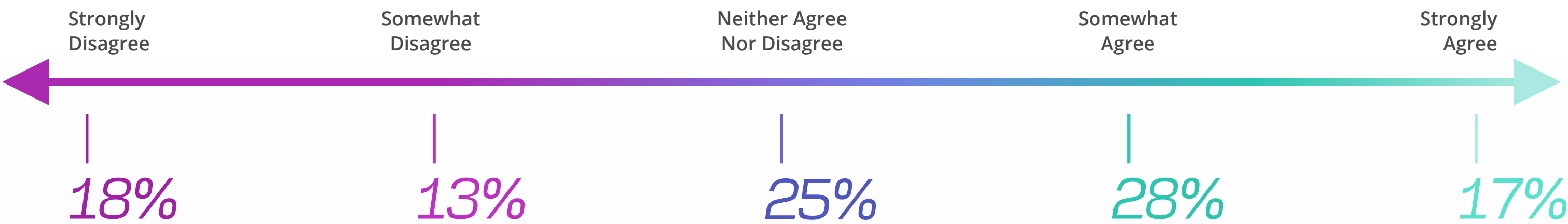


The Influence of Creators

Influencers play a significant role in shaping teens' choices. Forty-five percent of teens report buying, trying, or visiting something based on an influencer's recommendation. Micro-influencers stand out for their relatability and authenticity, resonating deeply with teens seeking trusted voices. This highlights the value of aligning with influencers who authentically represent a brand's values.

Agree or Disagree:

"I have bought something, tried something, or visited a place because of an influencer."



48% of urban teens have been influenced, compared to 39% in rural areas, indicating they are more open to influencers

20% of middle schoolers strongly agree they've been swayed by an influencer, compared to 15% of late high schoolers, showing younger teens are more impressionable

Chapter Insights



Teens consume news and entertainment on the same platforms. Their definition of news is broad, including current events as well as updates on their interests.



Different demographics consume news differently. Females rely more on social media for news, while males prefer news apps. Older teens use aggregators more, and rural teens rely less on social platforms for updates.



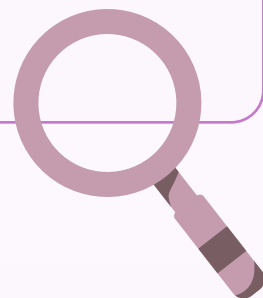
Personal connection matters more than institutional credibility. Teens trust influencers, family, and peers over traditional media outlets.



Expertise matters more than follower count. Teens evaluate content sources based on real knowledge and experience rather than blue checkmarks or high engagement numbers.



Influencers play a major role in decision-making. Nearly half of teens have bought, tried, or visited something based on an influencer's recommendation.



Chapter Four

Digital Identity and Expression

How teens craft their online presence through original content, curated sharing, and social connection

For teens, social media is more than a place to scroll—it's a space to express themselves, connect with others, and shape their digital identities. While not every teen actively posts or shares, those who do see it as part of a larger personal narrative. Some use social media as a creative outlet, while others focus on keeping up with friends. And for a growing number, it's also a stepping stone to entrepreneurship.

This chapter explores how teens navigate self-expression online, from what they choose to share (or not share) to how digital identity is as much about curating content as it is about creating it.

Defining Terms

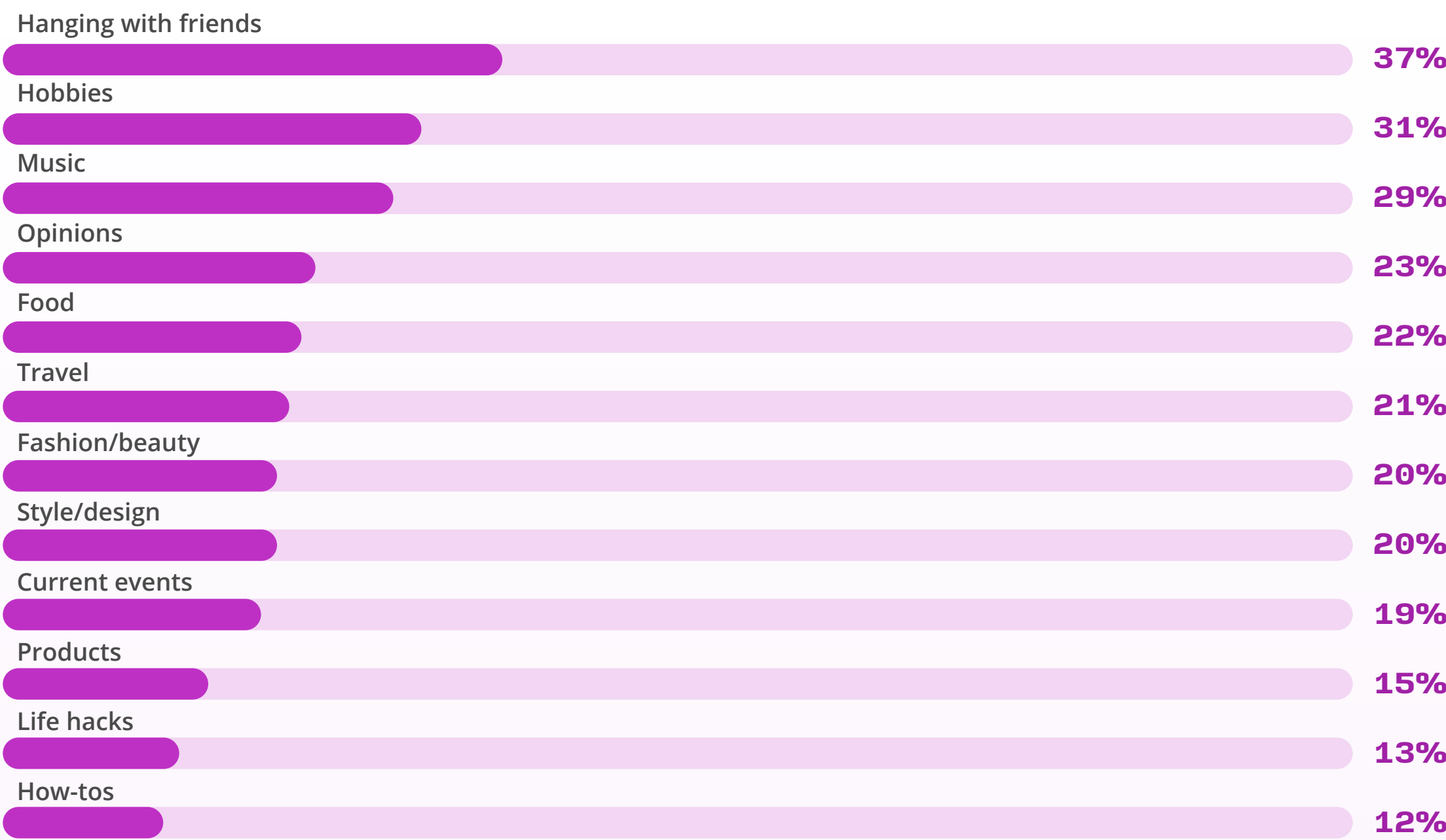
The terms “post” and “share” are often used interchangeably, but in this report, they have distinct meanings:

- **Post** – Original content created and published by the user.
- **Share** – Content created by someone else but republished or distributed by the user.
- **Publish** – The act of posting or sharing any content on social media.

The Art of Posting

When teens post original content on social media, it’s often an intentional act of self-expression. The most popular topics—friends, hobbies, and music—reveal how social media serves as an extension of their real-world lives. **These posts are more than snapshots; they’re carefully curated digital self-portraits reflecting who teens are and who they aspire to be.** “I personally don’t like posting, but my friends like posting whenever they have fun, hang out with friends, go on vacation, or do well in a sport,” says a 14-year-old female from Colorado.

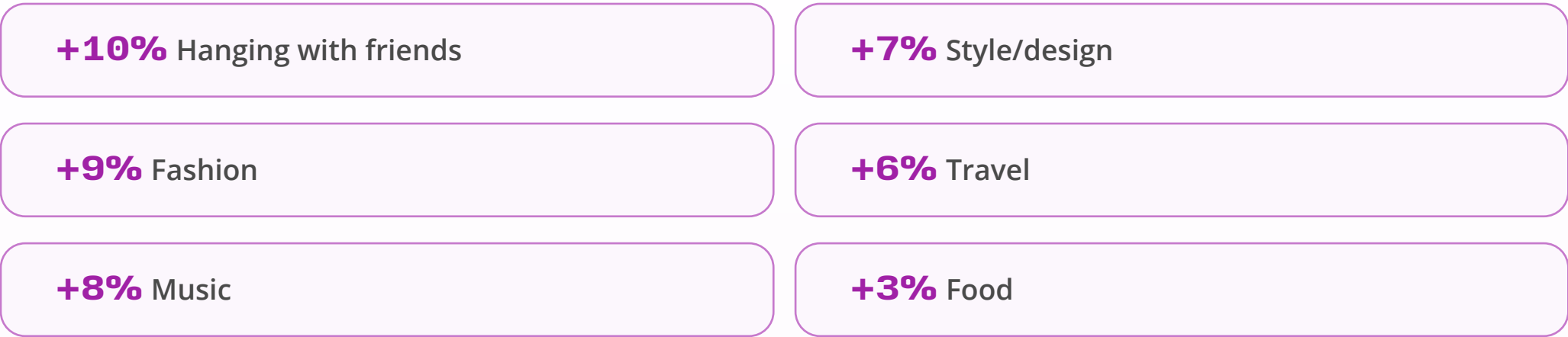
Topics Teens Post About



Demographic Differences in Posting Habits

- Grade Level:** Middle schoolers post more about life hacks, while older teens have an expanded repertoire, which includes music, travel, and personal opinions. This evolution reflects how social media use matures alongside teens’ developing interests and identities.
- Gender:** Females are more likely to post about friends, fashion, and music, while males lean toward hobbies, products, and how-to videos.

Topics Females Are More Likely to Post About



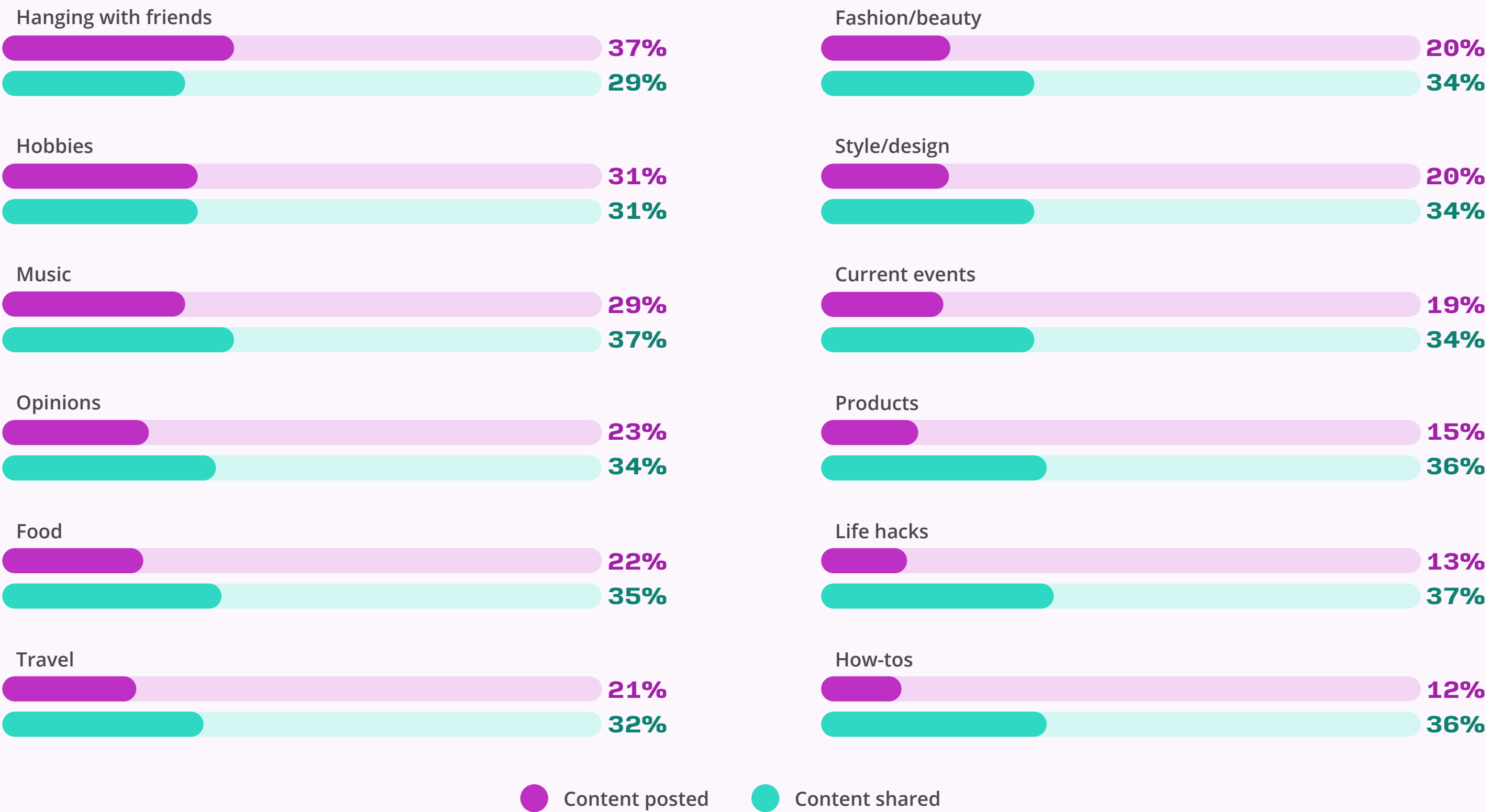
“I personally don’t like posting, but my friends like posting whenever they have fun, hang out with friends, go on vacation, or do well in a sport.”

– 14-year-old female from Colorado

Sharing as Curation

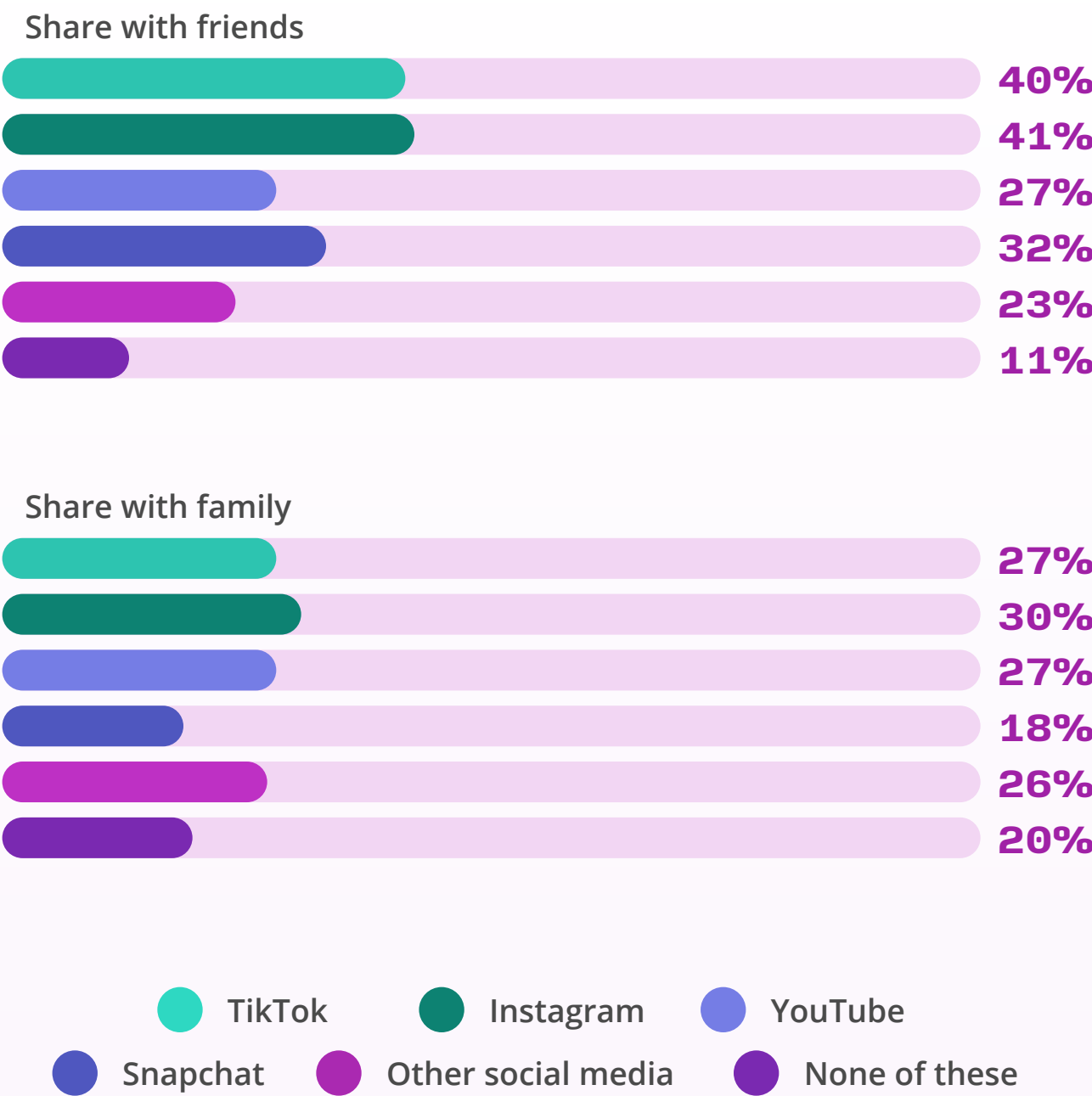
While 64% of teens create their own content, 71% share content from others. Unlike posting—where certain topics dominate—sharing spans a wide range of subjects, with no single topic standing out significantly. Even the most shared content, music (37%), and the least shared, hanging out with friends (29%), differ by only a small margin, highlighting the broad and varied nature of what teens choose to share.

Topics Posted vs. Shared



Teens are more likely to share social media posts with friends than with family, except on YouTube, where sharing is equally common (27%). Instagram (41%) and TikTok (40%) are the top platforms for sharing with friends, followed by Snapchat (32%). When it comes to family, sharing drops across most platforms, with Instagram (30%) and TikTok (27%) being the most used. Notably, 20% of teens say they don't share posts with family at all—nearly double the 11% who don't share with friends.

Where Teens Share With Friends and Family



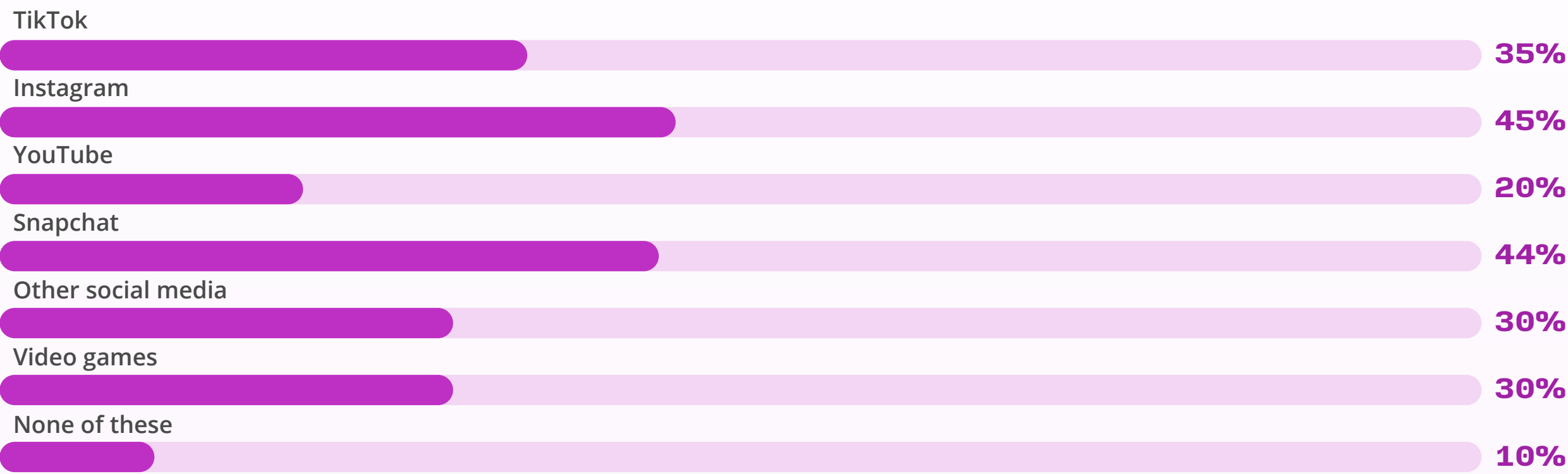
Demographic Differences in Sharing Habits

As is the case with posting content, females are significantly more active than males in sharing nearly all categories, from fashion and beauty to opinions and travel. Both males and females enjoy sharing posts about music and hanging out with friends, but females are up to 15% more likely to share on almost every other subject.

Socialization in Digital Spaces

For teens, social media is as much about connection as it is about content. Platforms like Snapchat and Instagram are particularly popular for facilitating one-on-one or small-group interactions. Snapchat’s emphasis on ephemeral messaging fosters a sense of privacy and intimacy, while Instagram allows for both personal connection and public self-expression. Interestingly, **30% of teens say they communicate and connect with friends via video games** most likely using collaborative game-play features like voice chat or text messaging.

Where Teens Go to Socialize Online



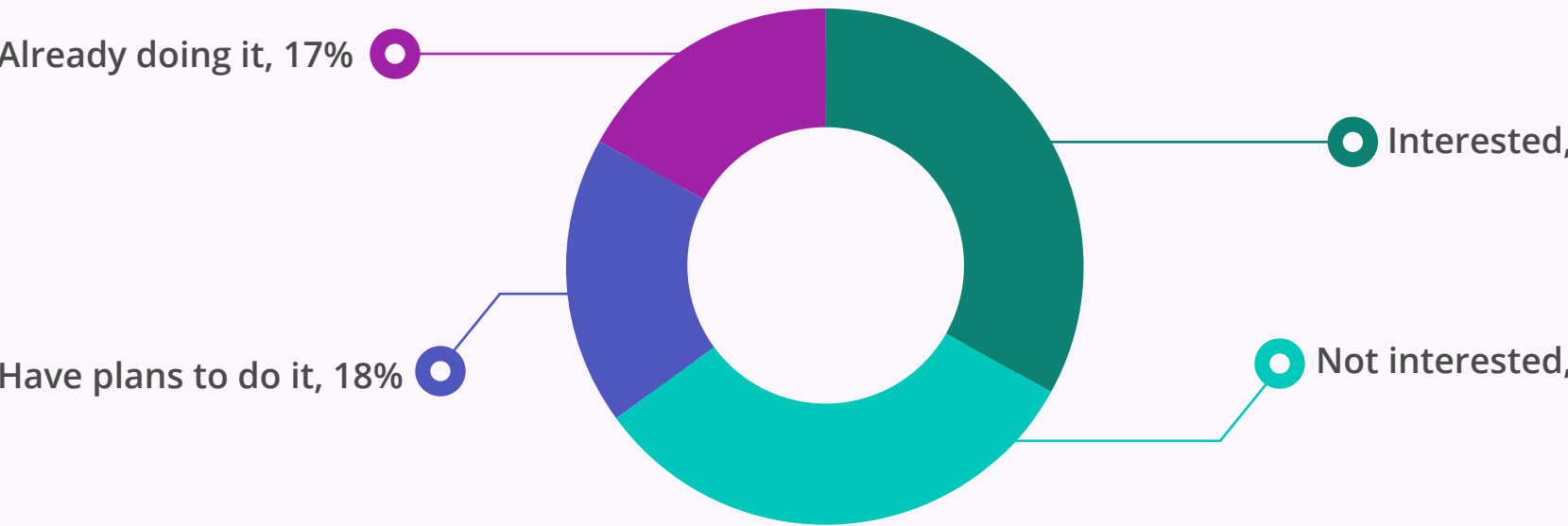
Interest in Content Monetization

For some teens, social media is more than a space for connection and expression; it’s a launching pad for entrepreneurship. **Seventeen percent of teens report already monetizing their social media content, while another 50% express interest in or have plans to do so.**

This entrepreneurial spirit reflects a broader trend of teens viewing social media as a pathway to financial independence and professional growth. “I think it’s smart for teenagers to monetize content on social media as they could potentially make a lot of money to support their education or other expenses,” says a 16-year-old male from California.

However, it also raises questions about how the pressures of monetization might alter teens’ relationships with social media. “I think monetizing would be hard because then your social media account becomes less for fun and more for the likes and shares,” says a 14-year-old female from Colorado.

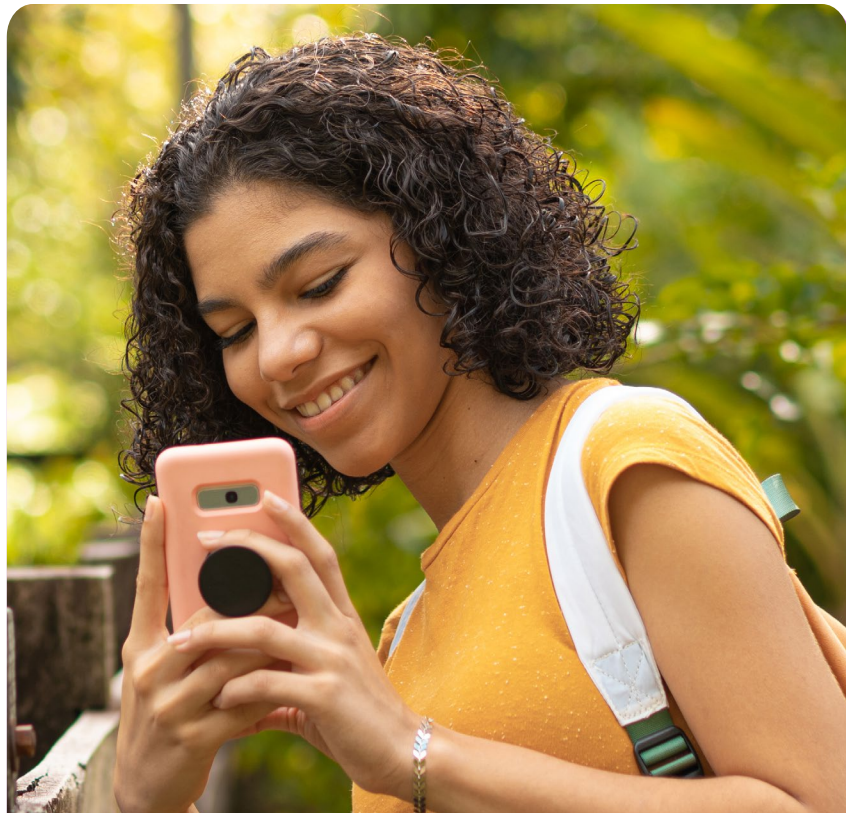
Teens’ Plans For Monetizing Content



Chapter Insights



Teens are shaping trends as creators and curators. They aren't just consuming content—they're actively contributing to digital culture by creating and sharing on a broad range of topics, from music to life hacks.



Posting and sharing serve different purposes. Posting is a form of self-expression, while sharing is more casual and varied.



Gender and age influence content habits. Females share and post more content than males, and older teens expand their interests as they mature.



Social media is as much about connection as it is about content. Platforms like Snapchat, Instagram, and even video games serve as key tools for friendship and socialization.



For many teens, social media is an opportunity. Seventeen percent are already monetizing their content, while another 50% are interested in doing so, seeing it as a pathway to financial independence and career growth.

Digital Wellbeing: Mental Health and Privacy

How teens experience social media’s emotional impact and navigate online privacy concerns

Social media plays a complicated role in teens’ lives. It connects them to friends, fuels creativity, and provides a space for self-expression—but it can also introduce stress, comparison, and concerns about mental health and privacy.

This chapter explores how teens navigate the emotional ups and downs of social media, their evolving views on privacy, and what it means to feel safe online.

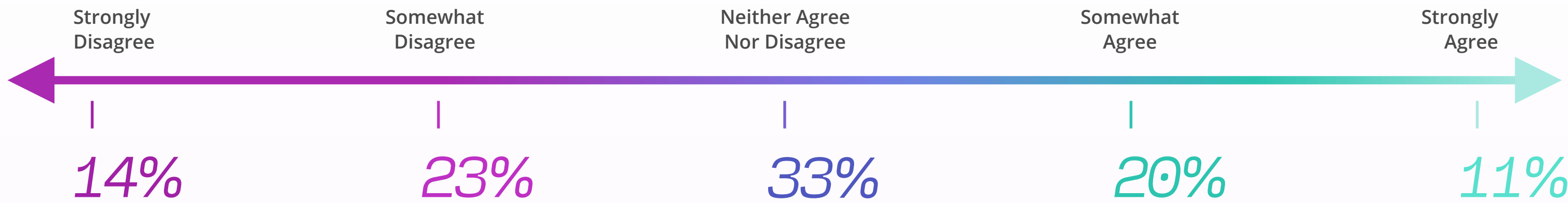
Perceived Impact of Social Media on Mental Health

When it comes to social media’s effect on mental health, teens are far from unanimous. Some see it as a source of inspiration, connection, and even emotional support. Others believe it fuels anxiety, stress, and unrealistic comparisons. And then there are those who remain undecided, acknowledging both the good and the bad.

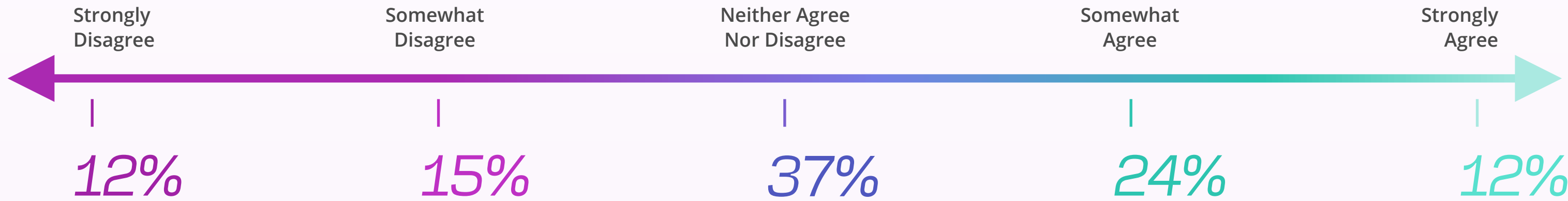
In fact, the data shows an almost even split among the three groups. **Roughly a third of teens believe social media has a negative impact on mental health, while about the same percentage see it as a positive force in their lives.** The remaining third stay neutral, recognizing the platform’s role in their daily lives but unsure whether its influence is truly harmful or beneficial. Says a 16-year-old male from California: “It’s beneficial for teens because it’s a good tool for inspiration, but when people get hooked on validation, it gets really unhealthy.”

Agree or Disagree:

“Social media impacts **most teenagers’** mental health in a positive way.”



“Social media impacts **my** mental health in a positive way.”



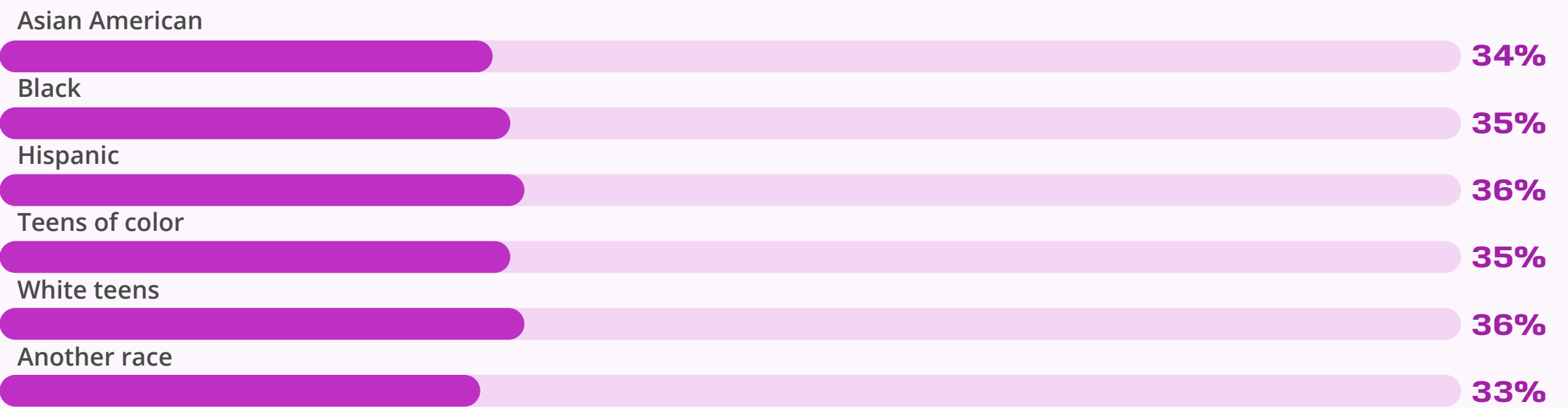
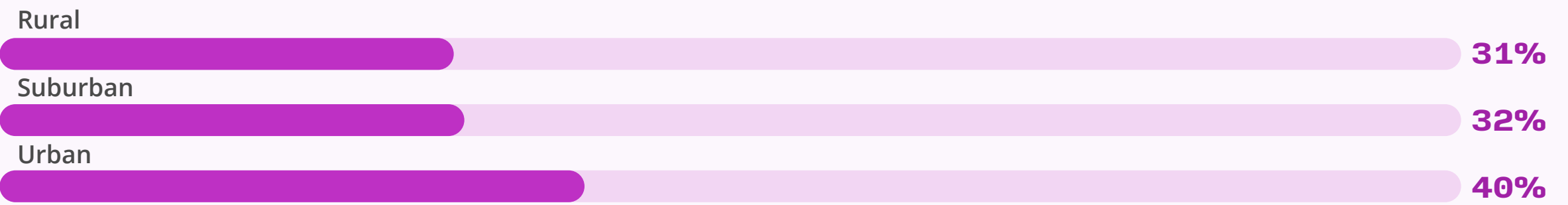
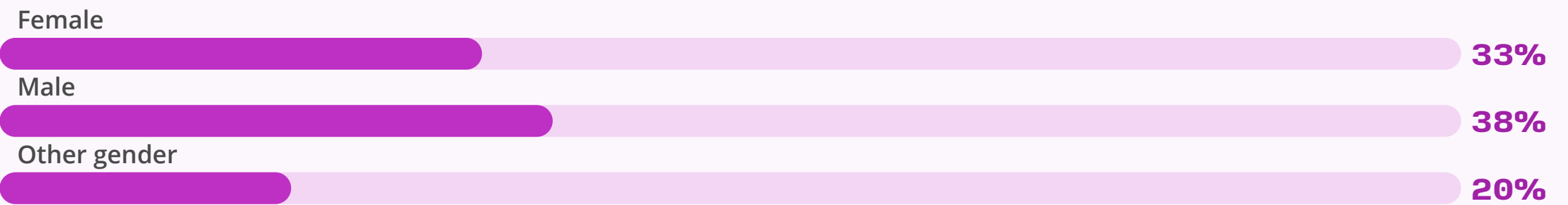
Demographic Differences in Perceived Impact of Mental Health

Gender: Female teens are significantly more likely to report that social media negatively affects their mental health. By contrast, male teens tend to report more neutral or even positive effects. The most vulnerable group, however, are nonbinary teens, only 20% feel social media has a positive effect on their mental health.

Geographic Area: Urban teens are the most likely to believe social media positively affects their mental health, with 40% reporting beneficial effects—higher than their suburban (32%) and rural (31%) peers. Likewise, urban teens are more likely to see social media as positively impacting their generation overall. This could be tied to social media’s role in urban culture, where it’s often a key tool for social connection, activism, and self-expression.

Race/Ethnicity: Surprisingly, racial and ethnic differences in social media’s perceived impact on mental health are minimal. Asian American, Black, Hispanic, and white teens report nearly identical perspectives on whether social media is helping or hurting them. However, when looking at emotional responses in real time (see next section), some differences emerge.

Teens Who Agree That Social Media Has a Positive Impact on Their Mental Health

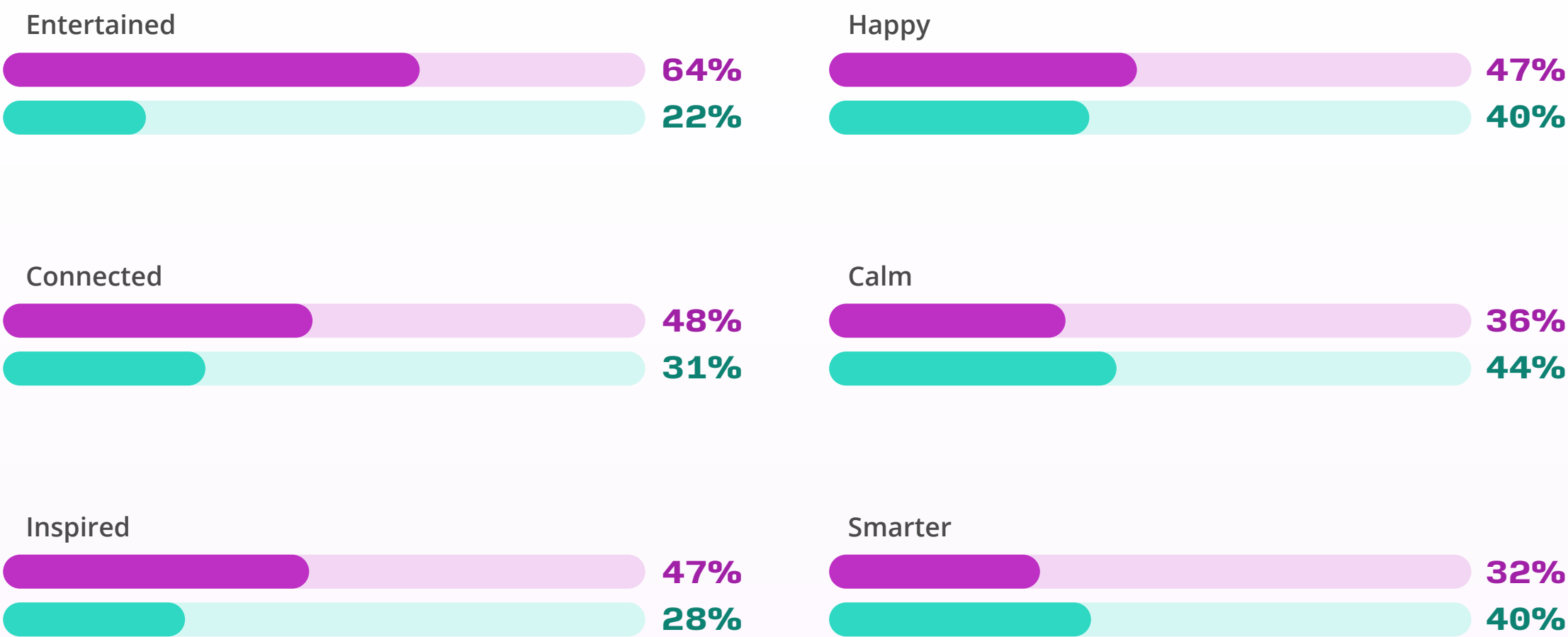


Emotional Impact of Spending Time On or Away from Social Media

Beyond how they *perceive* social media’s impact, teens experience a full spectrum of emotions in real time when they’re scrolling or taking a break.

For many, the effect is positive. **After spending time on social media, 64% feel entertained, 48% feel connected, and 47% feel inspired or happy.** These numbers suggest that, at its best, social media provides a sense of belonging and stimulation. It helps teens keep up with friends, discover new ideas, and find communities that share their interests.

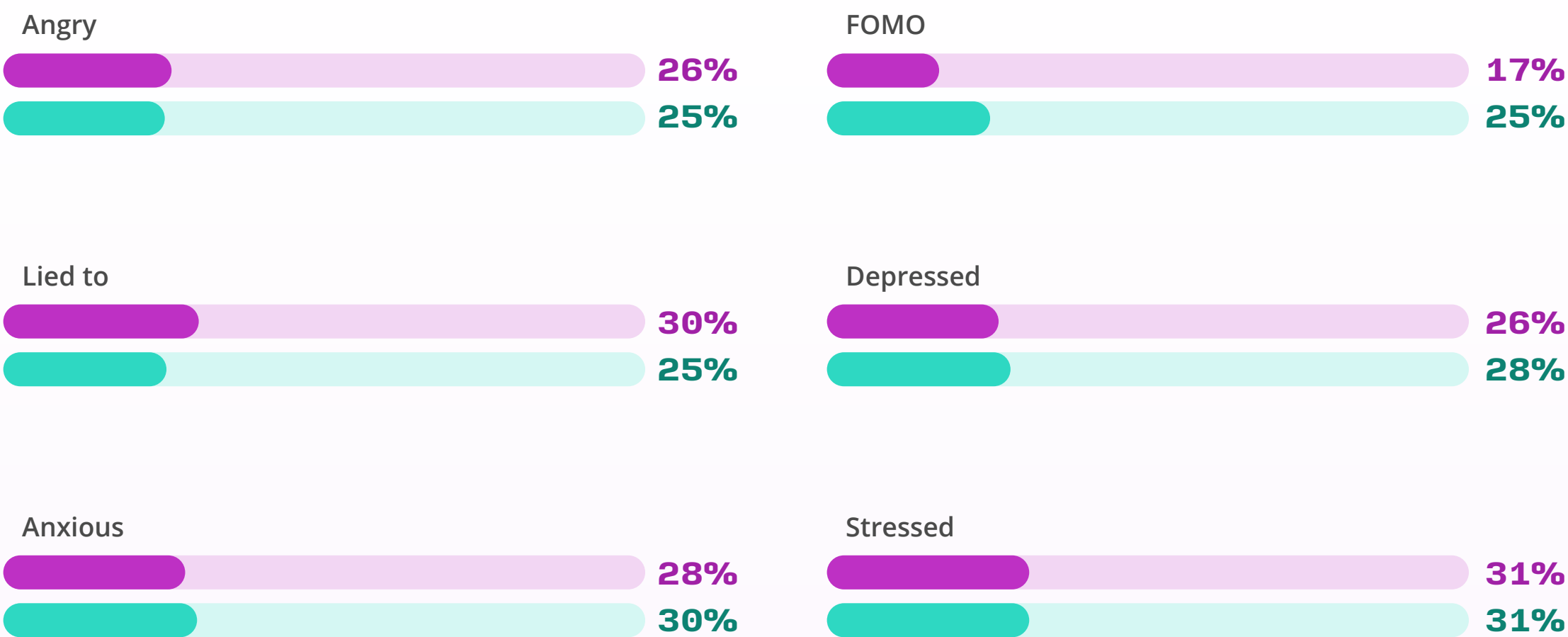
Positive Emotions



But that’s only one side of the story. The same platforms also cultivate stress, pressure, and self-doubt. **Just over a third report feeling stressed after scrolling, and more than a quarter experience anxiety, anger, or sadness.**

A 16-year-old nonbinary person from Washington says, “Teenagers benefit from using social media in the sense that it connects them with their friends. They can share happy moments...and see moments their friends shared as well. This is also the bad part of social media, as most teenagers will develop FOMO [Fear Of Missing Out].”

Negative Emotions



↳ Online or offline, stress doesn’t log out

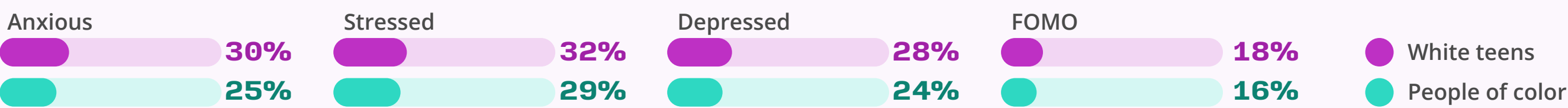
● Feelings after a lot of time on social media ● Feelings after time away from social media

Demographic Differences in Emotional Impact

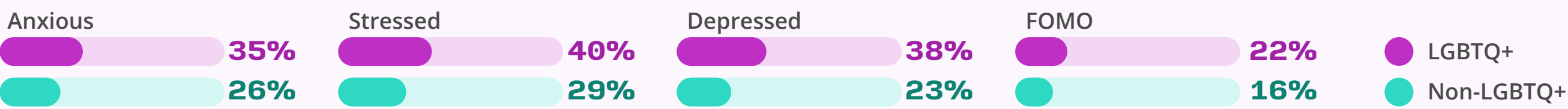
Gender: Female teens are more likely than males to report feeling anxious, stressed, or depressed after spending time on social media.



Race/Ethnicity: Black teens are less likely than their peers to report feeling anxious after social media use, while Asian American teens are the least likely to feel entertained, happy, or smarter.



Identity: LGBTQ+ teens are significantly more likely to experience stress, anxiety, depression, and FOMO compared to their non-LGBTQ+ peers.



TL;DR

While social media connects teens to happiness and inspiration, it also ties them to stress and anxiety—and for many, even stepping away brings little relief.

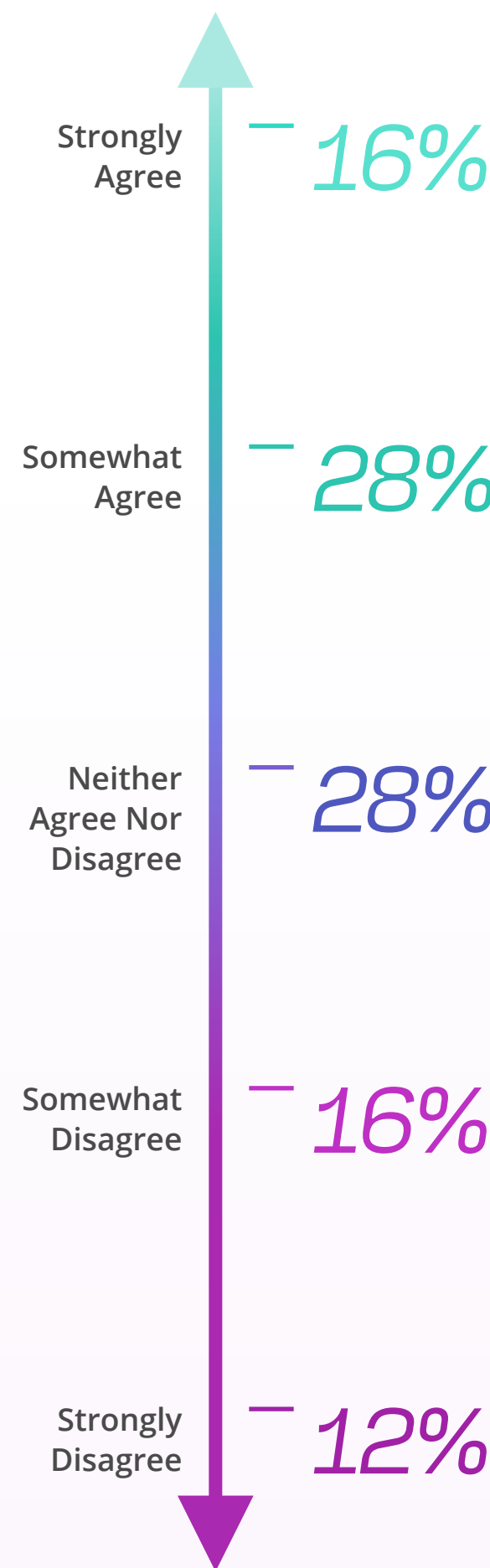
Privacy Concerns

Just as social media affects teens’ mental health, their experiences online are also shaped by concerns about privacy. Adolescents display a wide range of attitudes toward digital privacy. Forty-four percent express concern, and the rest are evenly divided between being unconcerned and neutral (both at 28%). This split reflects varying awareness of online risks such as identity theft, predatory behavior, and unauthorized use.

The transparency of digital platforms significantly influences teens’ willingness to share information. **Clear privacy policies from social media companies tend to increase adolescents’ confidence in sharing personal data.** One 16-year-old male from Hawaii captured this sentiment, “I feel comfortable giving information when the companies’ privacy policy says they won’t share my personal information. I don’t feel comfortable if the site seems shady.”

Agree or Disagree:

“I am concerned about my privacy on social media.”



Chapter Insights



Teens have mixed feelings about social media’s mental health impact.

A third see social media as harmful to mental health, a third as beneficial, and the rest remain neutral.



Social media’s emotional impact varies by demographic.

Female and LGBTQ+ teens report higher levels of stress and anxiety, while Black teens report lower levels of anxiety.



Urban teens report more positive mental health effects from social media.

Teens in cities are more likely to see social media as beneficial, while suburban and rural teens are less convinced.



Privacy concerns vary widely among teens.

While 44% worry about digital privacy, others remain neutral or unconcerned, reflecting different levels of awareness.



Transparency builds trust.

Teens are more comfortable sharing personal data when platforms clearly communicate how their information is protected.

Chapter Six

AI and Future Readiness

How teens understand, use, and view artificial intelligence in education, career planning, and daily life

Just because teens are digital natives doesn't mean they're fully on board with AI. While they're curious about its possibilities, they're also wary of its risks—from misinformation to job automation to the erosion of human creativity.

Most teens have limited direct experience with AI tools, and when they do use them, it's often for practical reasons—like schoolwork—rather than for creative exploration. At the same time, AI is reshaping the job market, and while some teens see it as a career advantage, many are still unsure how to prepare for an AI-driven future.

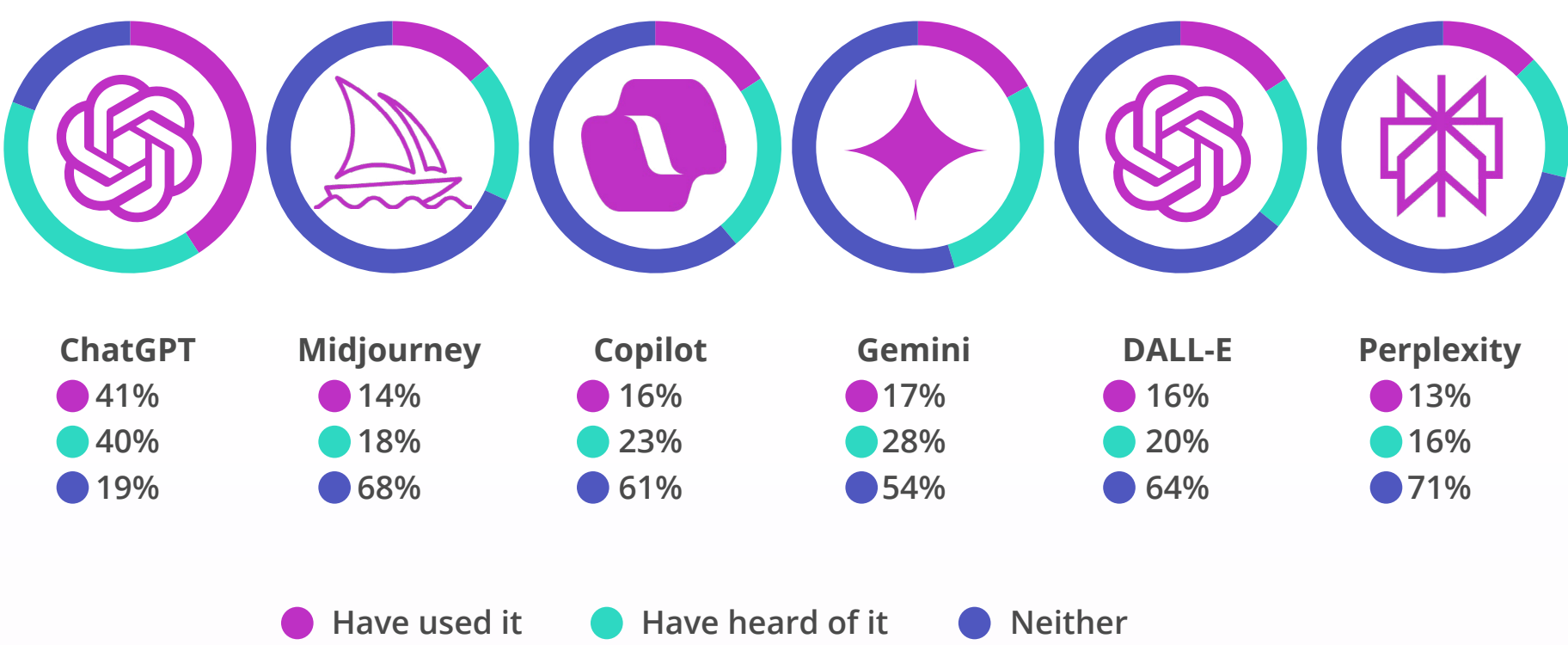
This chapter explores teens' evolving relationship with AI, their biggest concerns, and what they need to feel ready for the future.

What Is Generative AI?

Generative AI is a technology that creates new content—like text, images, and videos—based on what it learns from existing examples. Think of ChatGPT writing essays or DALL-E turning text descriptions into artwork. Unlike older AI that analyzes data, these new tools can actually create original content that looks and feels human-made.

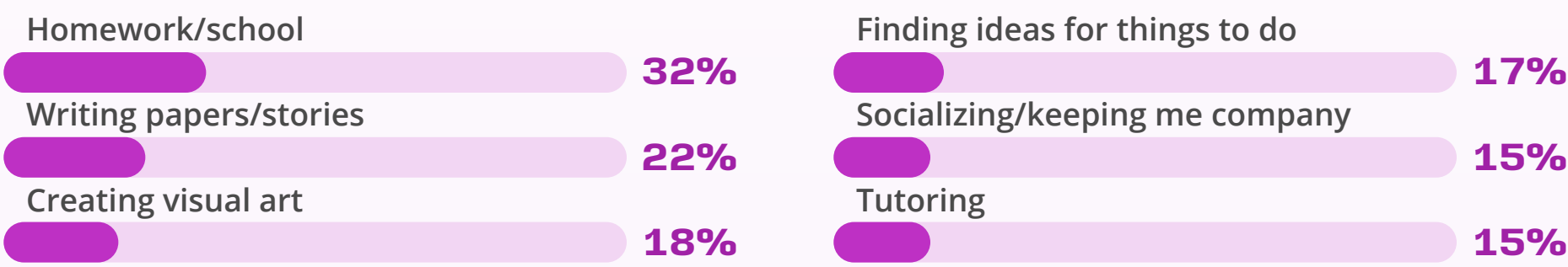
Current Exposure to AI

Despite the growing presence of AI in daily life, most teens report limited direct exposure. ChatGPT is the only widely recognized AI tool, with 41% of teens having used it. Other platforms like MidJourney, Copilot, and Google’s Gemini remain unfamiliar to more than half of surveyed teens.



When teens do engage with AI, it’s primarily for academic purposes, such as completing homework assignments. Creative uses, like generating art or brainstorming, remain less common.

Top 6 Ways Teens Use Generative AI

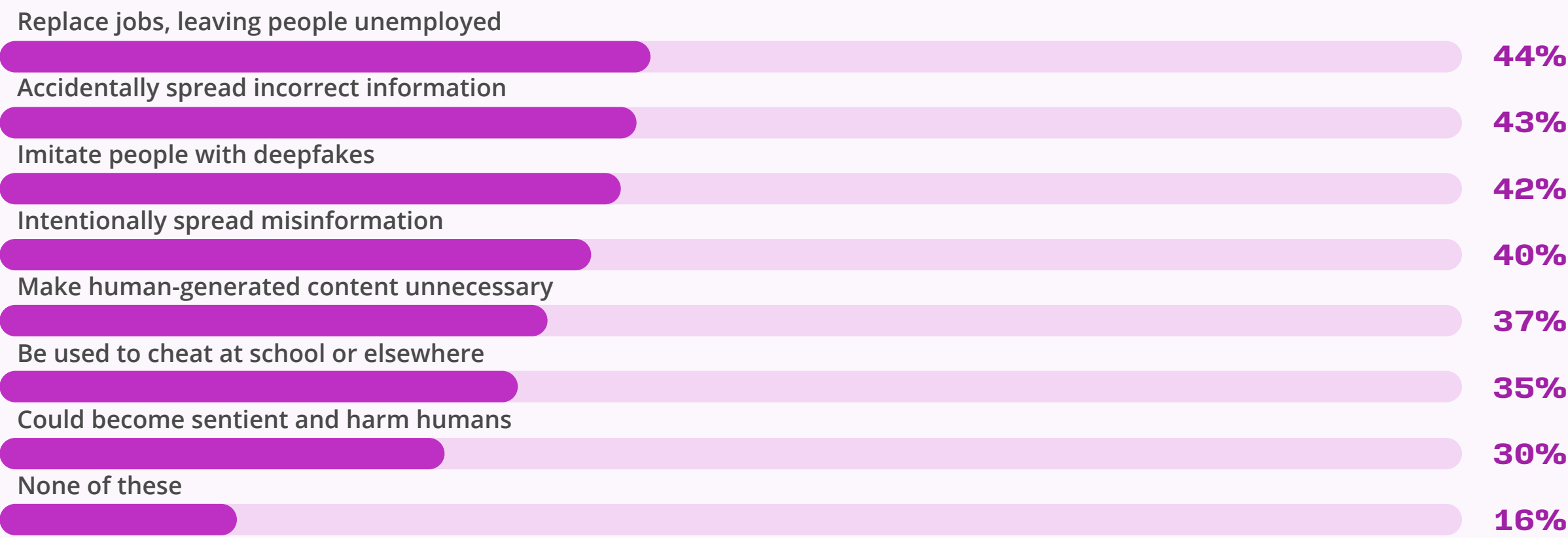


Concerns and Hesitations

While digital natives might be expected to embrace AI enthusiastically, **84% of teens report being worried about at least one AI-related issue.** Teens’ concerns reflect a mix of practical and speculative anxieties.

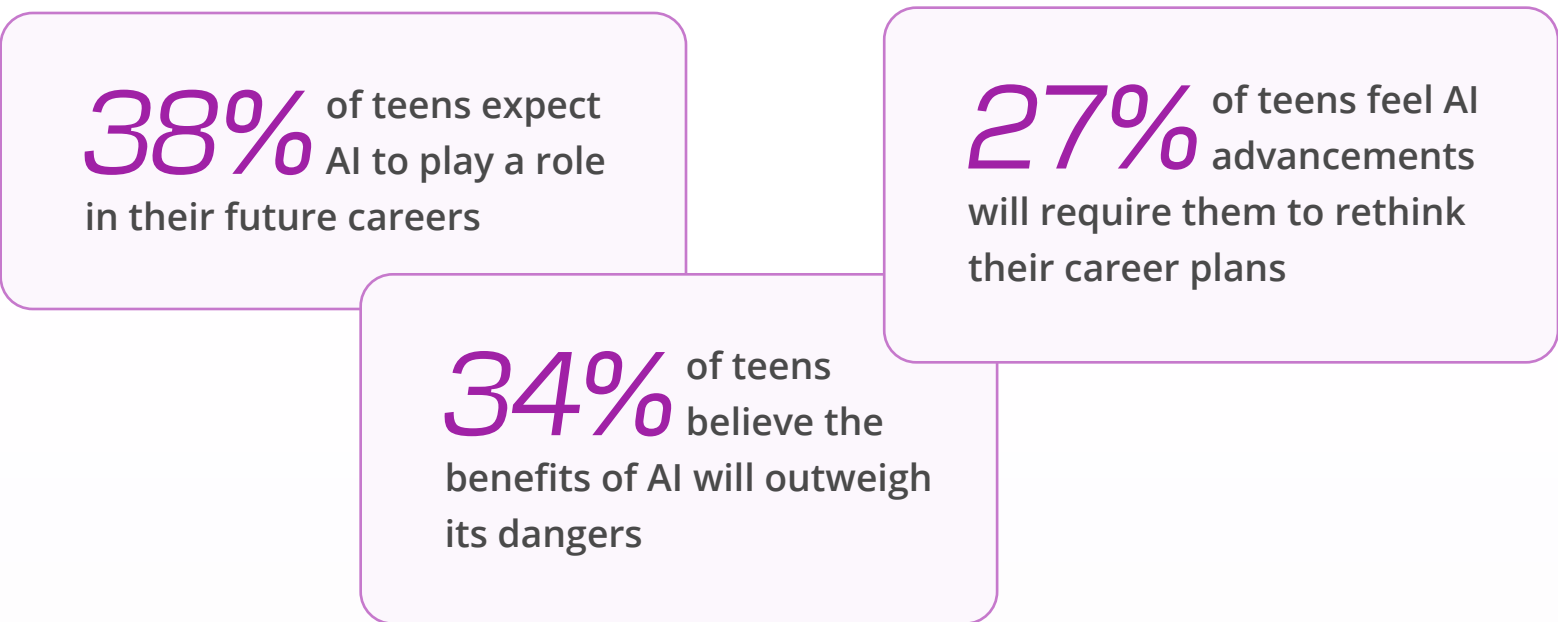
Many worry about the misuse of AI for cheating, misinformation, or creating deepfakes. Others voice concerns about AI replacing human creativity and critical thinking. For some, the idea of sentient AI—while still the stuff of science fiction—fuels deeper fears about losing control over technology.

Teens are particularly concerned about AI replacing jobs and accidentally spreading incorrect information, and many are likely to have directly experienced or witnessed AI being used for academic cheating. “I’ve seen people use it to cheat on essays,” says a 17-year-old female from Iowa. “My concern is that this is going to become a more widespread issue and that human-generated content is no longer going to be necessary.”



Preparing for an AI-Influenced Future

Teens are evenly divided about AI’s future impact. While opinions are split when asked about whether the benefits outweigh the drawbacks, a deeper investigation reveals more skepticism. **Forty percent of teens believe the overall impact of generative AI on their age group will be negative, while only 24% disagree.**



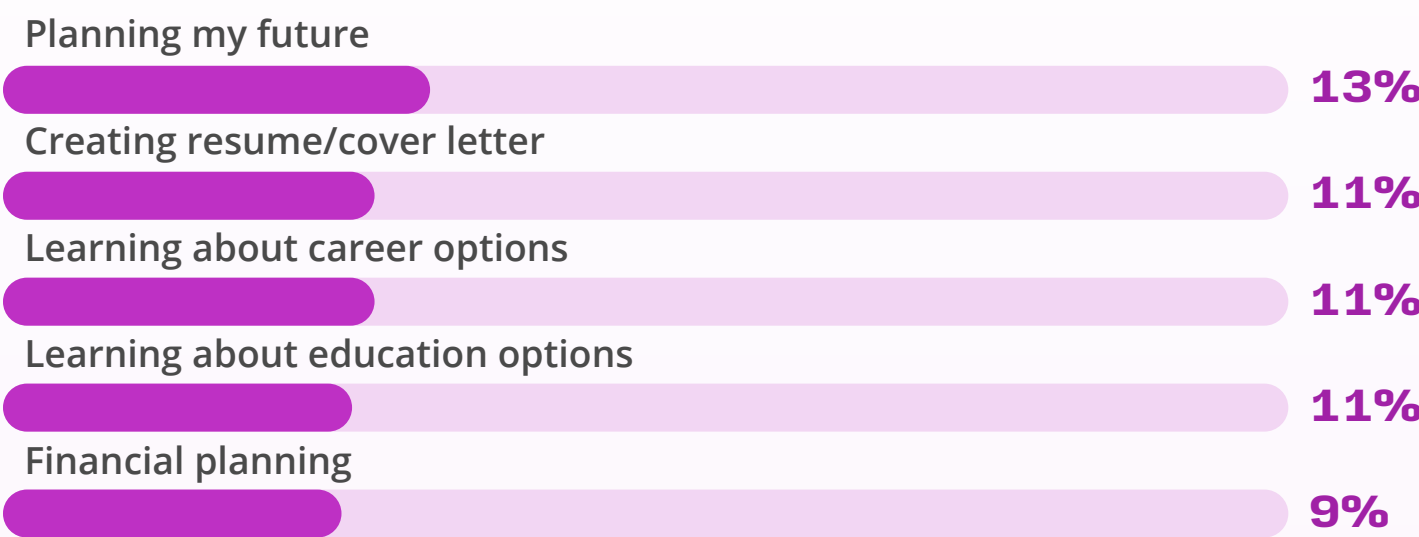
“AI definitely makes me wonder if maybe we’ll rely on it a little too much. Humans may lose their touch, their ability to think critically about problems and how to solve them.”

— 18-year-old female, from Colorado

AI’s potential to reshape the job market is not lost on teens. While 38% expect AI to be part of their future jobs, only 27% are actively rethinking their career plans due to AI’s emergence. “GenAI will be used in a lot of design and data analysis jobs,” says a 17-year-old male from California. “It can completely take over some jobs in those areas. Its presence has made me search for careers that are safe from AI takeover.”

Interestingly, **few teens currently use AI tools to explore career options, such as researching professional pathways or resume writing.** This gap highlights an opportunity for organizations to guide teens in leveraging AI for career development.

How Generative AI Is Being Used to Prepare for Tomorrow



The Computer Science Connection

Teenagers’ wariness of AI raises questions about their attitudes toward computers and technology more broadly. More and more teens have access to computer science courses, whether at school or online, and 91% of teens have taken a computer science course. Across all demographics, middle schoolers are more positive about computer science than high schoolers.

Somewhat surprisingly, **teens are still experiencing the traditional male/female divide in STEM (Science, Technology, Engineering, and Mathematics):** females are less likely to enjoy their computer science courses when they take them. This suggests that there are opportunities for increasing female engagement in computer science at the middle and high school levels.

Chapter Insights



Teens are divided on AI's long-term impact. While some see AI as useful, 40% believe it will negatively affect their generation.



Many teens see AI reshaping careers but aren't sure how to prepare. While 38% expect AI to be part of their future jobs, few are adjusting their career plans.



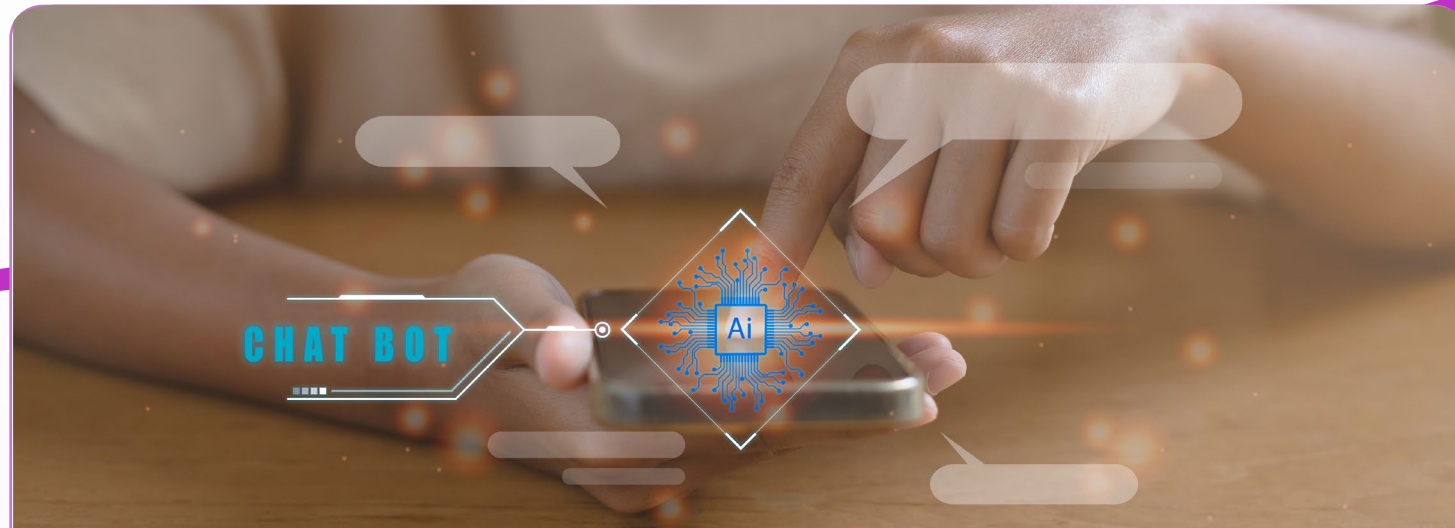
Teens aren't using AI for career exploration. Despite AI's potential, most teens don't use it for job searching, resume writing, or skill-building.



A gender gap exists in AI and STEM education. Female teens are less engaged in computer science and AI, highlighting the need for more inclusive learning opportunities.



Creativity and human connection remain priorities. Many teens worry that AI could replace human creativity and critical thinking, reinforcing their desire for human-led innovation.



Ethical concerns about AI are top of mind. Teens worry about misinformation, job displacement, and ethical issues, underscoring the need for digital literacy.

Chapter Insights at a Glance

Chapter 1: Digital Engagement Across Demographics

High online engagement doesn't always mean teens put a high value on social media. Many teens see social media as a tool that enables them to do what's important to them, rather than something important in and of itself.

Nonbinary and LGBTQ+ teens are among the most engaged online. Digital spaces are critical for connection and expression among these groups.

Digital engagement varies across race and ethnicity. Hispanic teens report the highest engagement, with “other” and Black teens also showing elevated levels, underscoring the need for diverse representation.

Older teens spend more time online. Digital access and autonomy influence engagement patterns, with high schoolers spending more time online than middle schoolers.

Chapter 2: Platform Choices

Teens use multiple platforms for different needs. Social media isn't one-size-fits-all—teens switch between platforms depending on what they are doing.

Favorite platforms and those used daily aren't necessarily one and the same. While TikTok is widely loved, YouTube sees the most daily engagement.

Gender influences daily platform choices. Males favor YouTube, Discord, and Reddit, while females are more engaged on TikTok, Instagram, and Snapchat.

Regional differences shape social media habits. Snapchat and Facebook see higher daily engagement in the Midwest, while YouTube and Instagram are more popular in the Northeast.

Chapter 3: Content Discovery and Trust

Teens consume news and entertainment on the same platforms. Their definition of news is broad, including current events as well as updates on their interests.

Different demographics consume news differently. Females rely more on social media for news, while males prefer news apps. Older teens use aggregators more, and rural teens rely less on social platforms for updates.

Personal connection matters more than institutional credibility. Teens trust influencers, family, and peers over traditional media outlets.

Expertise matters more than follower count. Teens evaluate content sources based on real knowledge and experience rather than blue checkmarks or high engagement numbers.

Influencers play a major role in decision-making. Nearly half of teens have bought, tried, or visited something based on an influencer's recommendation.

Chapter 4: Digital Identity and Expression

Teens are shaping trends as creators and curators. They aren't just consuming content—they're actively contributing to digital culture by creating and sharing on a broad range of topics, from music to life hacks.

Posting and sharing serve different purposes. Posting is a form of self-expression, while sharing is more casual and varied.

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Ethical concerns about AI are top of mind. Teens worry about misinformation, job displacement, and ethical issues, underscoring the need for digital literacy.

Survey Data in Detail

Chapter 1: Table A - On a typical day, how much of your free time do you spend online (on your phone, computer, tablet, etc.)?

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,004	636	674	694	2,004	1,046	918	40	2,004	390	1,484	130	2,004	436	818	750	2,004	1,124	308	272	100	200
None	2%	2%	2%	2%	2%	1%	3%	3%	2%	1%	2%	9%	2%	3%	2%	1%	2%	2%	3%	2%	2%	3%
A little	18%	21%	18%	16%	18%	17%	20%	13%	18%	15%	20%	11%	18%	24%	17%	17%	18%	20%	17%	15%	24%	16%
About half	34%	37%	30%	35%	34%	33%	35%	25%	34%	31%	35%	29%	34%	34%	34%	34%	34%	33%	32%	43%	28%	32%
A lot	33%	28%	37%	34%	33%	33%	32%	50%	33%	39%	32%	28%	33%	27%	33%	36%	33%	34%	32%	27%	36%	31%
Almost all	13%	12%	13%	13%	13%	15%	10%	10%	13%	15%	11%	22%	13%	13%	14%	11%	13%	11%	16%	14%	10%	19%
Mean	3.35	3.28	3.40	3.38	3.35	3.43	3.26	3.53	3.35	3.53	3.30	3.44	3.35	3.23	3.39	3.39	3.35	3.32	3.43	3.35	3.28	3.48
Table 1A: At least half of free time online	79%	77%	80%	81%	79%	81%	77%	85%	79%	85%	78%	80%	79%	74%	81%	81%	79%	78%	81%	83%	74%	82%

Chapter 1: Table B - How important is social media in your life?

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,004	636	674	694	2,004	1,046	918	40	2,004	390	1,484	130	2,004	436	818	750	2,004	1,124	308	272	100	200
Not at all important	15%	17%	13%	14%	15%	13%	17%	10%	15%	11%	15%	20%	15%	18%	13%	15%	15%	14%	17%	14%	13%	16%
Slightly important	25%	22%	25%	28%	25%	26%	24%	28%	25%	26%	25%	23%	25%	29%	23%	24%	25%	25%	28%	24%	23%	26%
Moderately important	33%	32%	32%	35%	33%	35%	30%	33%	33%	37%	32%	38%	33%	30%	32%	36%	33%	31%	34%	37%	33%	36%
Very important	19%	17%	22%	18%	19%	18%	19%	28%	19%	18%	20%	15%	19%	15%	21%	19%	19%	20%	16%	18%	23%	17%
Extremely important	8%	11%	8%	5%	8%	7%	10%	3%	8%	8%	9%	4%	8%	8%	10%	6%	8%	10%	6%	7%	8%	6%
Top 2 Box	27%	28%	31%	23%	27%	25%	29%	30%	27%	26%	28%	19%	27%	24%	31%	25%	27%	30%	21%	25%	31%	23%
Mean	2.81	2.81	2.88	2.73	2.81	2.79	2.82	2.85	2.81	2.85	2.81	2.60	2.81	2.67	2.91	2.77	2.81	2.86	2.66	2.81	2.90	2.71

Chapter 2: Table C - Which social media platform is your favorite?

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	1,724	507	583	634	1,724	923	767	34	1,724	353	1,269	102	1,724	360	724	640	1,724	959	269	236	90	170
Discord	3%	3%	4%	2%	3%	1%	5%	0%	3%	3%	3%	2%	3%	2%	2%	4%	3%	3%	0%	2%	7%	4%
Facebook	7%	10%	7%	5%	7%	6%	9%	0%	7%	4%	8%	3%	7%	8%	9%	5%	7%	10%	6%	3%	2%	2%
Instagram	16%	14%	17%	17%	16%	16%	16%	15%	16%	15%	16%	21%	16%	12%	19%	16%	16%	12%	19%	28%	20%	16%
LinkedIn	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	2%	0%	0%	1%	0%	0%	0%	1%	1%	0%	1%
Pinterest	4%	4%	4%	5%	4%	7%	1%	15%	4%	9%	3%	6%	4%	3%	3%	6%	4%	3%	6%	5%	4%	8%
Reddit	1%	0%	1%	2%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%
Snapchat	12%	14%	13%	10%	12%	13%	11%	6%	12%	10%	13%	11%	12%	22%	10%	9%	12%	16%	3%	6%	6%	15%
TikTok	32%	29%	29%	38%	32%	39%	24%	32%	32%	35%	31%	37%	32%	29%	34%	32%	32%	28%	39%	39%	31%	34%
Tumblr	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	0%	0%	2%
WhatsApp	1%	1%	1%	2%	1%	1%	2%	3%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	3%	0%	1%
X (formerly Twitter)	2%	2%	2%	2%	2%	1%	3%	6%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	3%	2%	1%
YouTube	20%	24%	20%	17%	20%	14%	28%	24%	20%	18%	21%	14%	20%	20%	18%	23%	20%	23%	19%	10%	27%	16%
I don't use anything like this every day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
I never use anything like this	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Chapter 2: Table D - What platforms do you use at least daily? Please select all that apply.

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,004	636	674	694	2,004	1,046	918	40	2,004	390	1,484	130	2,004	436	818	750	2,004	1,124	308	272	100	200
Discord	21%	20%	22%	20%	21%	16%	25%	33%	21%	29%	19%	18%	21%	19%	19%	23%	21%	21%	16%	19%	41%	20%
Facebook	32%	33%	33%	31%	32%	30%	36%	15%	32%	25%	35%	22%	32%	34%	36%	27%	32%	39%	27%	25%	22%	18%
Instagram	58%	46%	58%	69%	58%	64%	51%	53%	58%	61%	58%	48%	58%	50%	63%	57%	58%	52%	68%	71%	56%	61%
LinkedIn	8%	8%	8%	7%	8%	5%	10%	3%	8%	6%	8%	5%	8%	4%	11%	6%	8%	8%	6%	7%	10%	5%
Pinteres	30%	26%	29%	36%	30%	44%	15%	43%	30%	45%	26%	36%	30%	26%	32%	32%	30%	26%	39%	36%	31%	35%
Reddit	14%	13%	13%	15%	14%	10%	18%	10%	14%	16%	14%	7%	14%	13%	14%	14%	14%	15%	12%	12%	16%	10%
Snapchat	50%	45%	52%	53%	50%	55%	46%	40%	50%	52%	50%	52%	50%	56%	50%	48%	50%	54%	44%	45%	48%	51%
TikTok	63%	56%	64%	69%	63%	70%	56%	53%	63%	67%	63%	56%	63%	61%	67%	60%	63%	59%	72%	68%	66%	65%
Tumblr	7%	6%	9%	7%	7%	7%	7%	8%	7%	13%	5%	10%	7%	7%	7%	7%	7%	7%	6%	7%	8%	7%
WhatsApp	17%	17%	17%	16%	17%	15%	19%	10%	17%	14%	18%	11%	17%	12%	23%	13%	17%	15%	19%	26%	20%	10%
X (forme	21%	16%	22%	25%	21%	18%	25%	18%	21%	23%	21%	18%	21%	14%	26%	20%	21%	20%	27%	23%	19%	18%
YouTube	71%	75%	69%	70%	71%	67%	76%	70%	71%	71%	72%	59%	71%	68%	72%	73%	71%	72%	70%	69%	80%	67%
I don't use anything like this every day	2%	2%	3%	1%	2%	2%	2%	3%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	0%	3%
I never use anything like this	1%	3%	1%	1%	1%	1%	2%	3%	1%	1%	1%	5%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%

Chapter 3: Table E - Where do you like to go to follow news/current events?

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,003	628	678	697	2,003	1,003	960	40	2,003	374	1,528	101	2,003	394	841	768	2,003	1,084	308	312	103	196
TikTok	29%	27%	28%	31%	29%	36%	22%	18%	29%	32%	28%	28%	29%	30%	29%	27%	29%	25%	31%	40%	20%	32%
Instagram	24%	19%	24%	29%	24%	27%	21%	18%	24%	21%	25%	19%	24%	22%	28%	21%	24%	21%	34%	25%	20%	24%
YouTube	29%	31%	28%	29%	29%	24%	35%	25%	29%	25%	31%	28%	29%	27%	30%	30%	29%	28%	32%	29%	31%	32%
Snapchat	11%	12%	12%	11%	11%	11%	12%	5%	11%	9%	12%	11%	11%	10%	14%	9%	11%	12%	14%	8%	10%	9%
Other social media (Facebook, Discord, X, etc.)	21%	21%	20%	22%	21%	18%	24%	20%	21%	22%	21%	21%	21%	23%	21%	20%	21%	24%	21%	16%	18%	17%
Video games	8%	7%	8%	10%	8%	8%	9%	5%	8%	9%	8%	9%	8%	7%	11%	7%	8%	8%	14%	5%	11%	7%
Generative AI (ChatGPT, etc.)	6%	7%	5%	7%	6%	6%	7%	8%	6%	5%	7%	8%	6%	6%	8%	5%	6%	7%	8%	4%	5%	5%
Online search	36%	35%	35%	38%	36%	36%	35%	45%	36%	43%	34%	29%	36%	31%	33%	41%	36%	37%	33%	33%	44%	34%
None of these	16%	19%	18%	12%	16%	18%	15%	18%	16%	16%	15%	29%	16%	20%	13%	18%	16%	17%	15%	14%	16%	17%

Chapter 3: Table F - Where do you find out about news and current events? Choose all that apply.

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,003	628	678	697	2,003	1,003	960	40	2,003	374	1,528	101	2,003	394	841	768	2,003	1,084	308	312	103	196
Friends and family's online posts	34%	34%	35%	33%	34%	36%	32%	25%	34%	35%	34%	27%	34%	33%	35%	34%	34%	36%	34%	31%	30%	29%
Online articles and blogs	29%	28%	29%	30%	29%	30%	28%	30%	29%	35%	28%	31%	29%	29%	26%	32%	29%	30%	25%	25%	32%	33%
Organization websites	15%	15%	14%	16%	15%	13%	16%	25%	15%	20%	14%	8%	15%	15%	15%	15%	15%	16%	15%	13%	11%	12%
News accounts I follow on social media	28%	26%	28%	31%	28%	29%	27%	38%	28%	35%	27%	26%	28%	24%	29%	29%	28%	29%	26%	29%	26%	26%
Influencer accounts I follow on social media	32%	30%	31%	33%	32%	34%	28%	43%	32%	37%	31%	28%	32%	29%	33%	32%	32%	31%	33%	36%	29%	29%
Sponsored accounts/ads	15%	17%	14%	15%	15%	16%	14%	28%	15%	17%	14%	24%	15%	16%	16%	14%	15%	15%	16%	13%	11%	19%
Email newsletters	13%	13%	13%	14%	13%	14%	13%	15%	13%	16%	13%	10%	13%	12%	15%	12%	13%	14%	16%	13%	8%	11%
Television news	38%	35%	39%	39%	38%	37%	38%	33%	38%	38%	38%	35%	38%	35%	39%	37%	38%	38%	41%	37%	28%	34%
Dedicated news app or website (e.g., CNN, NYT, FOX News, MSN-BC)	24%	21%	24%	26%	24%	23%	24%	30%	24%	29%	23%	20%	24%	24%	25%	23%	24%	25%	25%	17%	27%	23%
Network news app or website (e.g., ABC News, CBS News)	26%	24%	26%	29%	26%	26%	27%	30%	26%	26%	27%	23%	26%	25%	27%	26%	26%	27%	25%	25%	30%	27%
News aggregator (e.g., Apple News, Google News)	18%	17%	16%	20%	18%	17%	18%	28%	18%	19%	18%	12%	18%	15%	20%	16%	18%	19%	19%	14%	16%	18%
Something else	2%	3%	1%	2%	2%	3%	2%	0%	2%	4%	2%	1%	2%	4%	2%	2%	2%	2%	1%	2%	4%	3%
I don't learn about news and current events on digital platforms	9%	12%	11%	5%	9%	11%	8%	10%	9%	10%	9%	20%	9%	10%	9%	9%	9%	10%	9%	11%	6%	9%
I never use anything like this	1%	3%	1%	1%	1%	1%	2%	3%	1%	1%	1%	5%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%

Chapter 3: Table G - What makes you value the information you find online? Please select all that apply.

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,003	628	678	697	2,003	1,003	960	40	2,003	374	1,528	101	2,003	394	841	768	2,003	1,084	308	312	103	196
The content comes from a source that is an expert in the topic (e.g., a medical professional talking about safe sun practices)	38%	35%	37%	42%	38%	40%	36%	58%	38%	50%	36%	33%	38%	38%	37%	40%	38%	39%	39%	34%	35%	43%
The content comes from a source with experience with the topic (e.g., an influencer talking about how to gain followers)	33%	30%	31%	37%	33%	33%	31%	45%	33%	39%	31%	32%	33%	31%	32%	35%	33%	34%	29%	29%	34%	37%
The content comes from a promoted post	12%	12%	12%	13%	12%	12%	12%	15%	12%	11%	13%	13%	12%	15%	13%	11%	12%	13%	14%	12%	12%	10%
The content comes from an account with lots of followers	18%	19%	16%	19%	18%	16%	20%	8%	18%	14%	19%	14%	18%	18%	18%	17%	18%	19%	20%	13%	16%	15%
The content comes from a verified account	25%	25%	24%	25%	25%	23%	27%	23%	25%	24%	25%	24%	25%	28%	23%	25%	25%	28%	18%	20%	28%	27%
The content comes from a source who works in the relevant field	30%	26%	31%	33%	30%	29%	30%	45%	30%	40%	28%	21%	30%	29%	28%	33%	30%	33%	27%	20%	32%	35%
The content comes from an organization rather than an individual	17%	15%	18%	18%	17%	16%	17%	25%	17%	17%	17%	16%	17%	14%	17%	18%	17%	18%	15%	15%	18%	16%
The content comes from an individual rather than an organization	19%	16%	19%	21%	19%	18%	19%	23%	19%	24%	17%	21%	19%	16%	18%	21%	19%	20%	17%	14%	19%	21%
The content has comments/reviews that attest to its efficacy or correctness	31%	32%	30%	30%	31%	32%	29%	35%	31%	34%	30%	28%	31%	29%	30%	33%	31%	32%	27%	30%	31%	30%
The content demonstrates success in doing something (e.g., demonstrates a successful tutorial)	33%	31%	31%	35%	33%	33%	32%	53%	33%	40%	31%	27%	33%	31%	30%	36%	33%	33%	31%	28%	32%	39%
The content was recommended to me by someone I trust in life	29%	28%	31%	28%	29%	30%	28%	30%	29%	30%	29%	17%	29%	27%	28%	31%	29%	31%	26%	26%	33%	25%
Something else	0%	0%	0%	0%	0%	0%	1%	0%	0%	2%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%
None of these	10%	14%	11%	6%	10%	12%	8%	3%	10%	9%	10%	19%	10%	11%	10%	9%	10%	8%	9%	13%	12%	14%

Chapter 3: Table H - How much do you agree or disagree with the following statements?

I have bought something, tried something, or visited a place because of an influencer.

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,004	636	674	694	2,004	1,046	918	40	2,004	390	1,484	130	2,004	436	818	750	2,004	1,124	308	272	100	200
Strongly disagree	18%	17%	19%	16%	18%	17%	18%	23%	18%	19%	17%	22%	18%	19%	16%	18%	18%	16%	18%	21%	25%	19%
Somewhat disagree	13%	11%	13%	14%	13%	13%	13%	13%	13%	15%	12%	12%	13%	13%	12%	14%	13%	13%	13%	13%	14%	12%
Neither agree nor disagree	25%	25%	24%	26%	25%	25%	24%	28%	25%	20%	26%	32%	25%	29%	24%	24%	25%	23%	30%	25%	33%	27%
Somewhat agree	28%	27%	28%	29%	28%	27%	28%	30%	28%	29%	28%	22%	28%	22%	30%	29%	28%	30%	24%	27%	18%	26%
Strongly agree	17%	20%	16%	15%	17%	18%	16%	8%	17%	16%	17%	13%	17%	17%	19%	14%	17%	19%	15%	14%	10%	17%
Top 2 Box	45%	47%	44%	44%	45%	45%	45%	38%	45%	45%	45%	35%	45%	39%	48%	44%	45%	49%	39%	41%	28%	43%
Mean	3.13	3.20	3.08	3.12	3.13	3.15	3.12	2.88	3.13	3.08	3.17	2.92	3.13	3.06	3.23	3.08	3.13	3.23	3.05	3.00	2.74	3.10

Chapter 3: Table I - Where do you like to see fun videos?

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,003	628	678	697	2,003	1,003	960	40	2,003	374	1,528	101	2,003	394	841	768	2,003	1,084	308	312	103	196
TikTok	49%	42%	50%	53%	49%	58%	38%	50%	49%	53%	47%	48%	49%	45%	50%	49%	49%	45%	56%	57%	38%	49%
Instagram	36%	27%	39%	42%	36%	39%	33%	43%	36%	37%	37%	32%	36%	30%	41%	34%	36%	32%	47%	42%	37%	38%
YouTube	58%	59%	58%	59%	58%	55%	61%	68%	58%	64%	57%	55%	58%	54%	60%	59%	58%	59%	57%	54%	65%	62%
Snapchat	17%	15%	16%	20%	17%	17%	17%	10%	17%	16%	17%	21%	17%	20%	18%	14%	17%	16%	23%	13%	18%	16%
Other social media (Facebook, Discord, X, etc.)	17%	18%	16%	16%	17%	14%	19%	20%	17%	19%	16%	17%	17%	15%	18%	15%	17%	19%	16%	13%	14%	12%
Video games	10%	11%	9%	11%	10%	8%	13%	13%	10%	11%	10%	13%	10%	11%	11%	9%	10%	10%	15%	9%	8%	9%
Generative AI (ChatGPT, etc.)	7%	6%	6%	7%	7%	6%	7%	15%	7%	6%	7%	5%	7%	7%	8%	4%	7%	7%	8%	4%	6%	4%
Online search	11%	12%	11%	9%	11%	10%	12%	8%	11%	14%	10%	14%	11%	9%	12%	10%	11%	10%	12%	8%	11%	15%
None of these	5%	7%	5%	3%	5%	6%	4%	8%	5%	5%	5%	12%	5%	7%	4%	5%	5%	5%	4%	6%	4%	9%

Chapter 3: Table J - Where do you like to go to keep up with celebrities?

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,003	628	678	697	2,003	1,003	960	40	2,003	374	1,528	101	2,003	394	841	768	2,003	1,084	308	312	103	196
TikTok	34%	34%	31%	37%	34%	42%	26%	23%	34%	35%	34%	38%	34%	33%	38%	31%	34%	28%	46%	45%	30%	33%
Instagram	38%	31%	37%	45%	38%	45%	32%	30%	38%	37%	39%	31%	38%	33%	44%	35%	38%	34%	51%	42%	47%	31%
YouTube	27%	31%	26%	26%	27%	28%	28%	18%	27%	24%	28%	26%	27%	26%	28%	27%	27%	25%	36%	27%	35%	24%
Snapchat	16%	15%	16%	17%	16%	17%	16%	5%	16%	15%	17%	13%	16%	15%	17%	15%	16%	17%	19%	12%	15%	15%
Other social media (Facebook, Discord, X, etc.)	20%	20%	19%	20%	20%	18%	21%	15%	20%	20%	19%	22%	20%	20%	22%	17%	20%	20%	23%	18%	16%	16%
Video games	7%	9%	6%	7%	7%	5%	9%	10%	7%	8%	7%	6%	7%	8%	8%	6%	7%	8%	10%	4%	8%	5%
Generative AI (ChatGPT, etc.)	6%	5%	6%	7%	6%	5%	6%	13%	6%	6%	6%	7%	6%	6%	8%	4%	6%	6%	7%	4%	5%	4%
Online search	19%	21%	18%	17%	19%	19%	18%	30%	19%	22%	18%	19%	19%	20%	16%	20%	19%	20%	16%	17%	20%	15%
None of these	21%	21%	24%	18%	21%	19%	23%	35%	21%	25%	20%	25%	21%	22%	18%	24%	21%	23%	14%	18%	17%	30%

Chapter 3: Table K - Where do you like to follow news/current events?

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,003	628	678	697	2,003	1,003	960	40	2,003	374	1,528	101	2,003	394	841	768	2,003	1,084	308	312	103	196
TikTok	29%	27%	28%	31%	29%	36%	22%	18%	29%	32%	28%	28%	29%	30%	29%	27%	29%	25%	31%	40%	20%	32%
Instagram	24%	19%	24%	29%	24%	27%	21%	18%	24%	21%	25%	19%	24%	22%	28%	21%	24%	21%	34%	25%	20%	24%
YouTube	29%	31%	28%	29%	29%	24%	35%	25%	29%	25%	31%	28%	29%	27%	30%	30%	29%	28%	32%	29%	31%	32%
Snapchat	11%	12%	12%	11%	11%	11%	12%	5%	11%	9%	12%	11%	11%	10%	14%	9%	11%	12%	14%	8%	10%	9%
Other social media (Facebook, Discord, X, etc.)	21%	21%	20%	22%	21%	18%	24%	20%	21%	22%	21%	21%	21%	23%	21%	20%	21%	24%	21%	16%	18%	17%
Video games	8%	7%	8%	10%	8%	8%	9%	5%	8%	9%	8%	9%	8%	7%	11%	7%	8%	8%	14%	5%	11%	7%
Generative AI (ChatGPT, etc.)	6%	7%	5%	7%	6%	6%	7%	8%	6%	5%	7%	8%	6%	6%	8%	5%	6%	7%	8%	4%	5%	5%
Online search	36%	35%	35%	38%	36%	36%	35%	45%	36%	43%	34%	29%	36%	31%	33%	41%	36%	37%	33%	33%	44%	34%
None of these	16%	19%	18%	12%	16%	18%	15%	18%	16%	16%	15%	29%	16%	20%	13%	18%	16%	17%	15%	14%	16%	17%

Chapter 3: Table L - Where do you like to go to view entertainment like movies and TV?

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,003	628	678	697	2,003	1,003	960	40	2,003	374	1,528	101	2,003	394	841	768	2,003	1,084	308	312	103	196
TikTok	22%	22%	21%	23%	22%	27%	16%	15%	22%	23%	21%	22%	22%	21%	24%	19%	22%	18%	30%	27%	22%	21%
Instagram	17%	16%	16%	20%	17%	18%	17%	13%	17%	14%	19%	6%	17%	13%	22%	14%	17%	15%	26%	17%	21%	14%
YouTube	50%	52%	49%	49%	50%	49%	50%	43%	50%	52%	49%	50%	50%	47%	50%	50%	50%	48%	52%	49%	64%	47%
Snapchat	12%	13%	11%	12%	12%	11%	13%	15%	12%	10%	13%	8%	12%	11%	14%	10%	12%	13%	15%	9%	10%	9%
Other social media (Facebook, Discord, X, etc.)	20%	21%	22%	19%	20%	18%	23%	28%	20%	23%	20%	22%	20%	19%	23%	18%	20%	21%	19%	22%	21%	14%
Video games	10%	11%	10%	10%	10%	7%	12%	15%	10%	9%	10%	6%	10%	10%	11%	8%	10%	10%	13%	9%	9%	8%
Generative AI (ChatGPT, etc.)	5%	5%	5%	7%	5%	4%	7%	13%	5%	4%	6%	2%	5%	6%	7%	4%	5%	5%	8%	6%	1%	3%
Online search	22%	22%	22%	23%	22%	20%	24%	33%	22%	25%	22%	19%	22%	22%	20%	25%	22%	23%	22%	21%	25%	18%
None of these	17%	16%	19%	17%	17%	22%	13%	23%	17%	17%	17%	25%	17%	18%	15%	20%	17%	18%	14%	16%	9%	24%

Chapter 3: Table M - Where do you like to view entertainment like user-created videos and streams?

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,003	628	678	697	2,003	1,003	960	40	2,003	374	1,528	101	2,003	394	841	768	2,003	1,084	308	312	103	196
TikTok	41%	36%	41%	46%	41%	49%	33%	43%	41%	45%	40%	48%	41%	38%	43%	40%	41%	38%	50%	45%	32%	45%
Instagram	31%	23%	31%	37%	31%	33%	28%	33%	31%	31%	31%	29%	31%	27%	35%	28%	31%	27%	39%	34%	35%	29%
YouTube	53%	54%	52%	54%	53%	52%	54%	55%	53%	59%	52%	52%	53%	49%	53%	56%	53%	53%	55%	49%	64%	54%
Snapchat	17%	16%	16%	18%	17%	16%	17%	10%	17%	15%	17%	18%	17%	16%	18%	15%	17%	18%	20%	12%	13%	15%
Other social media (Facebook, Discord, X, etc.)	21%	22%	21%	21%	21%	19%	24%	25%	21%	22%	21%	20%	21%	22%	24%	18%	21%	23%	21%	17%	22%	17%
Video games	11%	13%	11%	10%	11%	9%	13%	13%	11%	8%	12%	14%	11%	12%	11%	10%	11%	11%	13%	9%	8%	11%
Generative AI (ChatGPT, etc.)	6%	6%	6%	6%	6%	4%	9%	8%	6%	6%	6%	5%	6%	7%	7%	5%	6%	7%	8%	4%	5%	5%
Online search	11%	11%	12%	11%	11%	10%	13%	15%	11%	13%	11%	13%	11%	14%	11%	11%	11%	12%	13%	8%	16%	11%
None of these	9%	9%	10%	7%	9%	10%	7%	15%	9%	9%	8%	13%	9%	11%	8%	8%	9%	9%	6%	10%	6%	11%

Chapter 3: Table N - Where do you like to go to find music and podcasts?

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,003	628	678	697	2,003	1,003	960	40	2,003	374	1,528	101	2,003	394	841	768	2,003	1,084	308	312	103	196
TikTok	29%	24%	28%	33%	29%	36%	21%	30%	29%	33%	28%	32%	29%	25%	32%	27%	29%	23%	41%	39%	22%	30%
Instagram	21%	18%	19%	24%	21%	22%	19%	15%	21%	22%	20%	17%	21%	17%	26%	16%	21%	18%	33%	23%	17%	15%
YouTube	47%	48%	47%	47%	47%	47%	49%	30%	47%	45%	48%	40%	47%	49%	51%	43%	47%	48%	50%	46%	52%	40%
Snapchat	11%	13%	10%	12%	11%	11%	12%	3%	11%	11%	12%	11%	11%	14%	13%	9%	11%	12%	17%	6%	8%	9%
Other social media (Facebook, Discord, X, etc.)	23%	23%	24%	22%	23%	22%	23%	38%	23%	28%	22%	22%	23%	22%	25%	21%	23%	24%	20%	25%	22%	16%
Video games	9%	9%	8%	9%	9%	7%	11%	13%	9%	7%	9%	11%	9%	9%	9%	8%	9%	8%	12%	8%	9%	8%
Generative AI (ChatGPT, etc.)	6%	5%	6%	7%	6%	6%	6%	8%	6%	6%	6%	4%	6%	6%	7%	5%	6%	6%	8%	4%	6%	4%
Online search	20%	20%	21%	19%	20%	18%	22%	25%	20%	20%	20%	20%	20%	22%	18%	21%	20%	21%	19%	18%	23%	16%
None of these	15%	16%	16%	13%	15%	17%	13%	15%	15%	16%	14%	17%	15%	15%	12%	18%	15%	15%	10%	14%	16%	22%

Chapter 4: Table O - What kind of content – if any – do you post or create on social media?

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,004	636	674	694	2,004	1,046	918	40	2,004	390	1,484	130	2,004	436	818	750	2,004	1,124	308	272	100	200
Activities/hobbies	31%	30%	32%	31%	31%	30%	32%	35%	31%	31%	31%	26%	31%	29%	31%	32%	31%	32%	32%	27%	32%	30%
Hanging out with people/friends	37%	33%	35%	43%	37%	42%	32%	40%	37%	39%	37%	32%	37%	35%	39%	37%	37%	37%	38%	36%	33%	41%
Food	22%	22%	19%	25%	22%	23%	20%	20%	22%	25%	22%	17%	22%	20%	26%	18%	22%	20%	29%	23%	21%	24%
Products	15%	15%	15%	16%	15%	15%	16%	3%	15%	16%	15%	11%	15%	14%	19%	12%	15%	14%	18%	18%	18%	15%
Fashion/beauty	20%	18%	18%	24%	20%	24%	15%	28%	20%	22%	20%	17%	20%	15%	25%	17%	20%	17%	26%	23%	23%	24%
Music	29%	25%	29%	31%	29%	32%	24%	43%	29%	32%	28%	28%	29%	29%	31%	25%	29%	26%	34%	32%	25%	31%
Opinions	23%	22%	23%	24%	23%	23%	23%	28%	23%	27%	22%	18%	23%	22%	25%	21%	23%	23%	27%	19%	20%	21%
Life hacks	13%	16%	11%	12%	13%	13%	13%	10%	13%	12%	13%	12%	13%	14%	14%	10%	13%	12%	14%	14%	13%	15%
Current events	19%	21%	18%	20%	19%	21%	18%	30%	19%	21%	19%	18%	19%	19%	22%	17%	19%	19%	23%	18%	15%	24%
Travel	21%	20%	19%	24%	21%	24%	18%	18%	21%	23%	20%	22%	21%	17%	25%	19%	21%	19%	24%	24%	22%	21%
Style (design, decorating, etc.)	20%	19%	19%	22%	20%	23%	16%	28%	20%	24%	19%	19%	20%	19%	24%	15%	20%	16%	32%	21%	13%	24%
How-tos	12%	13%	12%	11%	12%	12%	13%	10%	12%	11%	13%	13%	12%	13%	15%	9%	12%	12%	16%	9%	8%	14%
I don't post on social media at all	36%	39%	37%	31%	36%	33%	39%	23%	36%	33%	36%	45%	36%	38%	30%	40%	36%	37%	30%	36%	36%	35%

Chapter 4: Table P - What kinds of content – if any – do others create that you share on your social media?

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,004	636	674	694	2,004	1,046	918	40	2,004	390	1,484	130	2,004	436	818	750	2,004	1,124	308	272	100	200
Activities/hobbies	31%	28%	30%	36%	31%	35%	27%	40%	31%	37%	30%	32%	31%	33%	32%	31%	31%	31%	33%	32%	29%	32%
Hanging out with people/friends	29%	28%	28%	29%	29%	30%	27%	35%	29%	31%	27%	39%	29%	29%	29%	27%	29%	30%	29%	26%	27%	25%
Food	35%	32%	36%	37%	35%	39%	30%	38%	35%	38%	34%	36%	35%	38%	35%	33%	35%	34%	35%	35%	34%	38%
Products	36%	35%	33%	40%	36%	42%	30%	30%	36%	39%	35%	40%	36%	37%	37%	34%	36%	37%	36%	38%	30%	34%
Fashion/beauty	34%	33%	32%	36%	34%	40%	26%	33%	34%	40%	31%	41%	34%	37%	33%	33%	34%	34%	37%	31%	24%	35%
Music	37%	35%	38%	39%	37%	40%	34%	40%	37%	44%	36%	39%	37%	40%	37%	37%	37%	39%	37%	35%	29%	35%
Opinions	34%	32%	33%	38%	34%	39%	29%	35%	34%	40%	33%	38%	34%	34%	34%	35%	34%	35%	38%	32%	24%	34%
Life hacks	37%	35%	36%	39%	37%	41%	31%	38%	37%	39%	36%	38%	37%	37%	37%	36%	37%	36%	40%	37%	34%	35%
Current events	34%	32%	34%	36%	34%	38%	29%	35%	34%	41%	32%	35%	34%	33%	36%	33%	34%	34%	37%	33%	26%	33%
Travel	32%	31%	33%	32%	32%	35%	28%	38%	32%	35%	31%	36%	32%	34%	32%	30%	32%	31%	35%	32%	28%	31%
Style (design, decorating, etc.)	34%	33%	32%	36%	34%	39%	28%	33%	34%	41%	32%	35%	34%	33%	34%	34%	34%	34%	33%	34%	34%	31%
How-tos	36%	34%	36%	37%	36%	41%	30%	28%	36%	40%	35%	35%	36%	39%	35%	34%	36%	35%	36%	41%	25%	37%
I don't post on social media at all	29%	33%	29%	25%	29%	26%	33%	23%	29%	23%	31%	29%	29%	30%	26%	32%	29%	29%	27%	27%	29%	33%

Chapter 4: Table Q - Where do you like to go to share with friends?

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,003	628	678	697	2,003	1,003	960	40	2,003	374	1,528	101	2,003	394	841	768	2,003	1,084	308	312	103	196
TikTok	40%	36%	39%	45%	40%	49%	32%	38%	40%	48%	38%	44%	40%	39%	41%	40%	40%	36%	53%	44%	36%	43%
Instagram	41%	31%	42%	49%	41%	46%	36%	38%	41%	43%	40%	43%	41%	36%	45%	39%	41%	35%	54%	47%	48%	42%
YouTube	27%	32%	26%	24%	27%	23%	32%	28%	27%	25%	28%	27%	27%	24%	30%	26%	27%	28%	33%	21%	29%	24%
Snapchat	32%	31%	30%	36%	32%	36%	30%	18%	32%	32%	32%	37%	32%	34%	32%	32%	32%	36%	32%	25%	27%	30%
Other social media (Facebook, Discord, X, etc.)	23%	25%	23%	22%	23%	20%	27%	25%	23%	26%	23%	24%	23%	24%	25%	21%	23%	26%	20%	18%	30%	16%
Video games	15%	18%	12%	16%	15%	11%	20%	18%	15%	14%	16%	15%	15%	15%	17%	14%	15%	16%	17%	13%	13%	12%
Generative AI (ChatGPT, etc.)	6%	5%	5%	6%	6%	4%	7%	5%	6%	5%	6%	6%	6%	5%	6%	5%	6%	6%	8%	5%	3%	4%
Online search	9%	11%	9%	6%	9%	9%	9%	8%	9%	9%	9%	6%	9%	9%	9%	8%	9%	10%	7%	9%	7%	6%
None of these	11%	13%	13%	7%	11%	13%	9%	18%	11%	12%	10%	13%	11%	14%	8%	12%	11%	11%	8%	10%	8%	15%

Chapter 4: Table R - Where do you like to go to share with family?

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,003	628	678	697	2,003	1,003	960	40	2,003	374	1,528	101	2,003	394	841	768	2,003	1,084	308	312	103	196
TikTok	27%	24%	28%	29%	27%	32%	22%	30%	27%	28%	27%	30%	27%	28%	30%	23%	27%	23%	41%	34%	17%	24%
Instagram	30%	24%	32%	35%	30%	33%	28%	35%	30%	31%	30%	25%	30%	26%	34%	29%	30%	26%	43%	33%	32%	27%
YouTube	27%	30%	27%	23%	27%	24%	30%	20%	27%	25%	27%	27%	27%	25%	28%	26%	27%	27%	32%	20%	32%	23%
Snapchat	18%	19%	17%	18%	18%	18%	19%	8%	18%	17%	19%	17%	18%	21%	21%	14%	18%	20%	20%	14%	13%	12%
Other social media (Facebook, Discord, X, etc.)	26%	26%	25%	27%	26%	26%	27%	18%	26%	25%	26%	30%	26%	28%	27%	24%	26%	29%	22%	24%	25%	21%
Video games	11%	12%	11%	10%	11%	8%	14%	8%	11%	12%	10%	14%	11%	11%	11%	10%	11%	10%	17%	10%	7%	8%
Generative AI (ChatGPT, etc.)	6%	6%	5%	6%	6%	5%	7%	5%	6%	6%	6%	5%	6%	6%	8%	4%	6%	7%	6%	6%	2%	4%
Online search	10%	12%	10%	9%	10%	10%	11%	10%	10%	11%	10%	11%	10%	10%	11%	10%	10%	11%	10%	9%	12%	6%
None of these	20%	21%	21%	17%	20%	22%	17%	25%	20%	22%	19%	24%	20%	20%	16%	23%	20%	20%	15%	20%	17%	28%

Chapter 4: Table S - Where do you like to go to connect with friends?

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,003	628	678	697	2,003	1,003	960	40	2,003	374	1,528	101	2,003	394	841	768	2,003	1,084	308	312	103	196
TikTok	40%	36%	39%	45%	40%	49%	32%	38%	40%	48%	38%	44%	40%	39%	41%	40%	40%	36%	53%	44%	36%	43%
Instagram	41%	31%	42%	49%	41%	46%	36%	38%	41%	43%	40%	43%	41%	36%	45%	39%	41%	35%	54%	47%	48%	42%
YouTube	27%	32%	26%	24%	27%	23%	32%	28%	27%	25%	28%	27%	27%	24%	30%	26%	27%	28%	33%	21%	29%	24%
Snapchat	32%	31%	30%	36%	32%	36%	30%	18%	32%	32%	32%	37%	32%	34%	32%	32%	32%	36%	32%	25%	27%	30%
Other social media (Facebook, Discord, X, etc.)	23%	25%	23%	22%	23%	20%	27%	25%	23%	26%	23%	24%	23%	24%	25%	21%	23%	26%	20%	18%	30%	16%
Video games	15%	18%	12%	16%	15%	11%	20%	18%	15%	14%	16%	15%	15%	15%	17%	14%	15%	16%	17%	13%	13%	12%
Generative AI (ChatGPT, etc.)	6%	5%	5%	6%	6%	4%	7%	5%	6%	5%	6%	6%	6%	5%	6%	5%	6%	6%	8%	5%	3%	4%
Online search	9%	11%	9%	6%	9%	9%	9%	8%	9%	9%	9%	6%	9%	9%	9%	8%	9%	10%	7%	9%	7%	6%
None of these	11%	13%	13%	7%	11%	13%	9%	18%	11%	12%	10%	13%	11%	14%	8%	12%	11%	11%	8%	10%	8%	15%

Chapter 4: Table T - Do you have any plans to monetize your content on social media?

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	1,976	618	670	688	1,976	1,034	903	39	1,976	387	1,466	123	1,976	431	807	738	1,976	1,105	305	270	99	197
Yes, I already have or am	17%	20%	14%	18%	17%	17%	18%	28%	17%	19%	17%	18%	17%	17%	23%	12%	17%	17%	20%	16%	14%	19%
Yes, I have something lined up for the future	18%	18%	18%	19%	18%	17%	19%	13%	18%	20%	18%	18%	18%	19%	20%	15%	18%	15%	20%	23%	18%	26%
Not yet, but I want to	32%	31%	34%	30%	32%	33%	30%	41%	32%	29%	32%	34%	32%	30%	32%	32%	32%	31%	31%	36%	38%	27%
No, and I don't want to	33%	31%	34%	33%	33%	33%	33%	18%	33%	32%	33%	30%	33%	34%	25%	40%	33%	37%	29%	26%	29%	27%

Chapter 5: Table U - How much do you agree or disagree with the following statements?

Social media impacts most teenagers’ mental health in a positive way

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,004	636	674	694	2,004	1,046	918	40	2,004	390	1,484	130	2,004	436	818	750	2,004	1,124	308	272	100	200
Strongly disagree	14%	15%	14%	14%	14%	14%	13%	20%	14%	14%	13%	22%	14%	13%	13%	15%	14%	14%	14%	13%	12%	18%
Somewhat disagree	23%	19%	24%	24%	23%	23%	22%	20%	23%	25%	23%	14%	23%	23%	18%	27%	23%	25%	20%	19%	19%	21%
Neither agree nor disagree	33%	33%	31%	34%	33%	33%	31%	43%	33%	33%	32%	39%	33%	37%	28%	35%	33%	32%	32%	33%	40%	33%
Somewhat agree	20%	20%	21%	20%	20%	19%	22%	8%	20%	19%	20%	21%	20%	17%	26%	15%	20%	21%	20%	22%	15%	16%
Strongly agree	11%	14%	11%	9%	11%	10%	12%	10%	11%	9%	12%	5%	11%	11%	14%	8%	11%	9%	13%	13%	14%	13%
Top 2 Box	31%	33%	31%	29%	31%	29%	34%	18%	31%	28%	32%	25%	31%	28%	40%	23%	31%	30%	33%	35%	29%	29%
Mean	2.92	2.98	2.91	2.87	2.92	2.88	2.97	2.68	2.92	2.83	2.96	2.73	2.92	2.90	3.10	2.73	2.92	2.88	2.99	3.02	3.00	2.85

Chapter 5: Table V - How much do you agree or disagree with the following statements?

Social media impacts my mental health in a positive way

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,004	636	674	694	2,004	1,046	918	40	2,004	390	1,484	130	2,004	436	818	750	2,004	1,124	308	272	100	200
Strongly disagree	12%	14%	12%	10%	12%	13%	11%	15%	12%	14%	11%	16%	12%	13%	12%	11%	12%	12%	11%	13%	10%	14%
Somewhat disagree	15%	14%	16%	17%	15%	16%	15%	18%	15%	18%	15%	12%	15%	17%	14%	16%	15%	14%	18%	18%	19%	17%
Neither agree nor disagree	37%	35%	38%	39%	37%	38%	36%	48%	37%	35%	37%	44%	37%	39%	33%	41%	37%	39%	36%	33%	37%	37%
Somewhat agree	24%	25%	22%	24%	24%	23%	25%	13%	24%	21%	25%	20%	24%	21%	26%	23%	24%	24%	23%	23%	25%	23%
Strongly agree	12%	13%	12%	10%	12%	10%	14%	8%	12%	12%	12%	8%	12%	10%	15%	9%	12%	12%	12%	13%	9%	11%
Top 2 Box	35%	38%	34%	34%	35%	33%	38%	20%	35%	33%	37%	28%	35%	31%	40%	32%	35%	36%	35%	36%	34%	33%
Mean	3.08	3.09	3.06	3.07	3.08	3.02	3.16	2.80	3.08	2.99	3.11	2.93	3.08	2.98	3.16	3.03	3.08	3.10	3.08	3.04	3.04	3.00

Chapter 5: Table W - How much do you agree or disagree with the following statements?

I am concerned about my privacy on social media

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,004	636	674	694	2,004	1,046	918	40	2,004	390	1,484	130	2,004	436	818	750	2,004	1,124	308	272	100	200
Strongly disagree	12%	15%	11%	9%	12%	12%	12%	8%	12%	13%	11%	16%	12%	11%	11%	13%	12%	11%	10%	16%	10%	14%
Somewhat disagree	16%	15%	17%	16%	16%	16%	16%	15%	16%	15%	17%	15%	16%	16%	15%	17%	16%	15%	16%	15%	19%	20%
Neither agree nor disagree	28%	26%	28%	30%	28%	31%	25%	33%	28%	29%	28%	32%	28%	34%	28%	25%	28%	28%	33%	25%	29%	27%
Somewhat agree	28%	26%	27%	30%	28%	26%	30%	25%	28%	24%	29%	25%	28%	26%	27%	29%	28%	29%	25%	29%	25%	24%
Strongly agree	16%	17%	17%	15%	16%	15%	17%	20%	16%	19%	16%	12%	16%	14%	19%	15%	16%	17%	16%	15%	17%	16%
Top 2 Box	44%	43%	45%	44%	44%	41%	47%	45%	44%	43%	45%	36%	44%	39%	46%	45%	44%	46%	41%	44%	42%	40%
Mean	3.21	3.15	3.24	3.23	3.21	3.17	3.25	3.35	3.21	3.20	3.23	3.00	3.21	3.15	3.27	3.17	3.21	3.26	3.20	3.11	3.20	3.09

Chapter 5: Table X - How does spending a lot of time on social media make you feel?

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,004	636	674	694	2,004	1,046	918	40	2,004	390	1,484	130	2,004	436	818	750	2,004	1,124	308	272	100	200
FOMO	17%	14%	18%	21%	17%	18%	16%	33%	17%	22%	16%	25%	17%	14%	16%	21%	17%	18%	16%	15%	15%	21%
Lied to	30%	27%	32%	29%	30%	30%	28%	30%	30%	33%	29%	30%	30%	28%	31%	29%	30%	30%	29%	25%	31%	34%
Depressed	26%	25%	25%	28%	26%	27%	24%	50%	26%	38%	23%	24%	26%	25%	26%	26%	26%	28%	20%	25%	21%	29%
Anxious	28%	26%	30%	28%	28%	30%	26%	35%	28%	35%	26%	28%	28%	30%	26%	29%	28%	30%	19%	24%	35%	32%
Stressed	31%	28%	31%	34%	31%	34%	28%	40%	31%	40%	29%	32%	31%	34%	30%	31%	31%	32%	26%	28%	32%	35%
Angry	26%	25%	25%	29%	26%	27%	25%	45%	26%	34%	24%	27%	26%	27%	26%	27%	26%	27%	25%	22%	31%	32%
Entertained	64%	62%	68%	64%	64%	64%	65%	68%	64%	66%	64%	60%	64%	65%	60%	68%	64%	68%	68%	54%	48%	64%
Happy	47%	49%	46%	45%	47%	47%	47%	33%	47%	42%	48%	42%	47%	49%	47%	44%	47%	46%	50%	50%	36%	42%
Calm	36%	38%	35%	35%	36%	36%	35%	33%	36%	35%	36%	32%	36%	33%	39%	35%	36%	35%	39%	37%	35%	37%
Inspired	47%	47%	50%	44%	47%	49%	44%	58%	47%	49%	46%	52%	47%	44%	47%	49%	47%	48%	45%	47%	42%	48%
Connected	48%	48%	50%	48%	48%	50%	47%	55%	48%	50%	48%	47%	48%	48%	45%	52%	48%	50%	53%	40%	41%	47%
Smarter	32%	33%	32%	30%	32%	31%	33%	35%	32%	31%	31%	38%	32%	33%	35%	27%	32%	32%	32%	35%	19%	28%

Chapter 5: Table Y - What about spending time away from social media?

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,004	636	674	694	2,004	1,046	918	40	2,004	390	1,484	130	2,004	436	818	750	2,004	1,124	308	272	100	200
FOMO	25%	24%	25%	25%	25%	26%	23%	23%	25%	27%	24%	24%	25%	25%	25%	24%	25%	25%	27%	23%	23%	23%
Lied to	25%	25%	25%	25%	25%	26%	23%	33%	25%	26%	24%	31%	25%	24%	28%	23%	25%	22%	28%	31%	30%	29%
Depressed	28%	26%	29%	28%	28%	29%	27%	28%	28%	31%	27%	28%	28%	27%	29%	27%	28%	27%	25%	29%	27%	35%
Anxious	30%	31%	28%	32%	30%	32%	28%	25%	30%	35%	29%	32%	30%	32%	31%	28%	30%	30%	29%	32%	23%	33%
Stressed	31%	31%	30%	32%	31%	33%	30%	13%	31%	34%	30%	32%	31%	33%	31%	30%	31%	32%	32%	29%	21%	33%
Angry	25%	27%	25%	24%	25%	27%	24%	13%	25%	23%	25%	35%	25%	25%	28%	22%	25%	24%	26%	27%	26%	29%
Entertained	22%	23%	20%	24%	22%	23%	22%	25%	22%	22%	23%	22%	22%	20%	24%	21%	22%	22%	21%	25%	25%	23%
Happy	40%	38%	41%	41%	40%	41%	39%	43%	40%	43%	39%	47%	40%	40%	38%	42%	40%	42%	33%	38%	43%	43%
Calm	44%	40%	46%	45%	44%	45%	42%	53%	44%	41%	44%	46%	44%	46%	41%	45%	44%	45%	38%	40%	47%	48%
Inspired	28%	28%	27%	30%	28%	29%	28%	30%	28%	31%	28%	24%	28%	30%	28%	27%	28%	29%	29%	25%	31%	28%
Connected	31%	31%	30%	32%	31%	31%	31%	20%	31%	32%	30%	36%	31%	28%	33%	31%	31%	31%	29%	35%	27%	32%
Smarter	40%	39%	38%	41%	40%	40%	39%	33%	40%	41%	39%	40%	40%	38%	39%	42%	40%	40%	36%	40%	40%	41%

Chapter 6: Table Z - Which generative AI tools have you heard of? Which have you used? Select all that apply. [ChatGPT]

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,004	636	674	694	2,004	1,046	918	40	2,004	390	1,484	130	2,004	436	818	750	2,004	1,124	308	272	100	200
Heard of	40%	38%	40%	42%	40%	43%	36%	55%	40%	39%	40%	46%	40%	39%	40%	41%	40%	39%	42%	45%	32%	44%
Used	41%	38%	41%	43%	41%	36%	46%	35%	41%	44%	40%	31%	41%	35%	41%	43%	41%	41%	37%	37%	50%	42%
Neither	19%	23%	20%	15%	19%	20%	19%	10%	19%	16%	20%	23%	19%	26%	19%	16%	19%	20%	21%	18%	18%	15%

Chapter 6: Table AA - Which generative AI tools have you heard of? Which have you used? Select all that apply. [Google Gemini (formerly Bard)]

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,004	636	674	694	2,004	1,046	918	40	2,004	390	1,484	130	2,004	436	818	750	2,004	1,124	308	272	100	200
Heard of	28%	30%	30%	25%	28%	24%	33%	23%	28%	25%	29%	30%	28%	23%	32%	27%	28%	30%	26%	24%	25%	28%
Used	17%	16%	16%	19%	17%	15%	21%	5%	17%	18%	17%	18%	17%	14%	20%	16%	17%	15%	20%	22%	17%	18%
Neither	54%	54%	53%	56%	54%	61%	46%	73%	54%	57%	54%	52%	54%	62%	48%	57%	54%	55%	54%	54%	58%	54%

Chapter 6: Table BB - Which generative AI tools have you heard of? Which have you used? Select all that apply. [Perplexity]

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,004	636	674	694	2,004	1,046	918	40	2,004	390	1,484	130	2,004	436	818	750	2,004	1,124	308	272	100	200
Heard of	16%	19%	15%	13%	16%	12%	20%	10%	16%	16%	15%	21%	16%	11%	21%	13%	16%	16%	14%	18%	19%	15%
Used	13%	12%	12%	15%	13%	12%	14%	10%	13%	15%	12%	18%	13%	14%	16%	9%	13%	11%	19%	13%	14%	15%
Neither	71%	70%	72%	72%	71%	76%	66%	80%	71%	69%	73%	62%	71%	75%	63%	78%	71%	73%	68%	69%	67%	71%

Chapter 6: Table CC - Which generative AI tools have you heard of? Which have you used? Select all that apply. [DALL-E]

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,004	636	674	694	2,004	1,046	918	40	2,004	390	1,484	130	2,004	436	818	750	2,004	1,124	308	272	100	200
Heard of	20%	20%	21%	19%	20%	14%	26%	33%	20%	20%	20%	22%	20%	13%	23%	21%	20%	22%	17%	17%	23%	20%
Used	16%	14%	15%	17%	16%	13%	18%	5%	16%	18%	15%	20%	16%	15%	17%	14%	16%	15%	14%	18%	17%	15%
Neither	64%	65%	64%	64%	64%	73%	55%	63%	64%	62%	66%	58%	64%	72%	60%	65%	64%	63%	69%	65%	60%	66%

Chapter 6: Table DD - Which generative AI tools have you heard of? Which have you used? Select all that apply. [Midjourney]

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,004	636	674	694	2,004	1,046	918	40	2,004	390	1,484	130	2,004	436	818	750	2,004	1,124	308	272	100	200
Heard of	18%	19%	18%	17%	18%	14%	22%	23%	18%	21%	17%	24%	18%	12%	22%	17%	18%	18%	17%	18%	17%	17%
Used	14%	11%	14%	16%	14%	13%	15%	15%	14%	14%	13%	17%	14%	13%	17%	11%	14%	11%	16%	18%	19%	15%
Neither	68%	70%	68%	67%	68%	73%	64%	63%	68%	65%	70%	59%	68%	75%	62%	72%	68%	70%	67%	63%	64%	69%

Chapter 6: Table EE - Which generative AI tools have you heard of? Which have you used? Select all that apply. [Copilot]

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,004	636	674	694	2,004	1,046	918	40	2,004	390	1,484	130	2,004	436	818	750	2,004	1,124	308	272	100	200
Heard of	23%	25%	23%	22%	23%	19%	29%	28%	23%	22%	24%	24%	23%	18%	26%	24%	23%	24%	22%	24%	21%	23%
Used	16%	15%	16%	16%	16%	14%	18%	10%	16%	16%	15%	21%	16%	15%	19%	12%	16%	15%	17%	15%	15%	16%
Neither	61%	60%	61%	63%	61%	68%	54%	63%	61%	62%	61%	55%	61%	67%	55%	64%	61%	61%	61%	61%	64%	61%

Chapter 6: Table FF - What have you used generative AI tools to do? Select all that apply.

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,004	636	674	694	2,004	1,046	918	40	2,004	390	1,484	130	2,004	436	818	750	2,004	1,124	308	272	100	200
Tutoring	15%	12%	18%	15%	15%	16%	15%	5%	15%	15%	16%	10%	15%	13%	17%	15%	15%	14%	16%	15%	22%	19%
Homework/schoolwork	32%	29%	34%	33%	32%	35%	28%	40%	32%	38%	31%	25%	32%	30%	32%	34%	32%	29%	35%	38%	38%	38%
Write papers/stories	22%	20%	21%	23%	22%	23%	20%	28%	22%	24%	21%	18%	22%	22%	21%	23%	22%	21%	17%	22%	26%	28%
Create a resume	11%	9%	12%	11%	11%	11%	11%	10%	11%	11%	11%	11%	11%	10%	12%	10%	11%	11%	10%	12%	16%	9%
Plan my future	13%	14%	13%	11%	13%	12%	14%	3%	13%	12%	13%	15%	13%	11%	15%	12%	13%	12%	13%	16%	15%	13%
Learn about careers	11%	11%	10%	12%	11%	10%	13%	3%	11%	11%	11%	12%	11%	12%	12%	10%	11%	12%	10%	7%	14%	12%
Learn about education paths	11%	11%	11%	11%	11%	12%	10%	13%	11%	14%	10%	15%	11%	12%	11%	10%	11%	10%	13%	10%	16%	11%
Financial planning	9%	8%	10%	9%	9%	8%	11%	3%	9%	9%	9%	6%	9%	7%	11%	8%	9%	9%	8%	10%	12%	9%
Planning travel	9%	9%	9%	9%	9%	9%	10%	5%	9%	10%	9%	11%	9%	8%	11%	7%	9%	9%	10%	10%	9%	7%
Finding ideas for things to do	17%	16%	18%	18%	17%	17%	17%	20%	17%	22%	16%	12%	17%	16%	18%	17%	17%	17%	14%	15%	27%	18%
Learning new hobbies	13%	15%	11%	12%	13%	12%	14%	5%	13%	15%	12%	9%	13%	12%	14%	11%	13%	13%	12%	13%	19%	10%
Getting better at hobbies	12%	14%	12%	11%	12%	11%	14%	13%	12%	14%	13%	6%	12%	12%	15%	10%	12%	13%	11%	11%	14%	11%
Learn/create recipes	11%	12%	11%	11%	11%	11%	13%	5%	11%	13%	11%	9%	11%	9%	12%	12%	11%	11%	13%	10%	18%	10%
Creating music	12%	13%	12%	11%	12%	12%	13%	13%	12%	15%	12%	12%	12%	10%	14%	11%	12%	12%	12%	14%	15%	13%
Creating visual art	18%	19%	18%	17%	18%	18%	18%	23%	18%	23%	17%	18%	18%	16%	17%	20%	18%	20%	14%	15%	20%	18%
Personal style advice	10%	10%	10%	10%	10%	11%	10%	0%	10%	14%	10%	5%	10%	8%	13%	9%	10%	10%	10%	8%	12%	13%
Relationship advice	12%	11%	12%	11%	12%	12%	11%	15%	12%	14%	11%	8%	12%	11%	13%	11%	12%	11%	8%	14%	12%	18%
Socialize/keep me company	15%	15%	15%	15%	15%	15%	15%	18%	15%	23%	13%	13%	15%	16%	15%	14%	15%	15%	13%	14%	12%	20%
Health advice	12%	11%	12%	12%	12%	13%	11%	0%	12%	15%	11%	11%	12%	11%	14%	10%	12%	11%	11%	13%	20%	11%
Sports coaching	8%	11%	7%	8%	8%	6%	11%	3%	8%	8%	8%	10%	8%	7%	9%	8%	8%	8%	6%	10%	10%	8%
Something else	3%	3%	3%	2%	3%	2%	3%	10%	3%	3%	2%	5%	3%	2%	2%	3%	3%	3%	3%	0%	3%	3%
None of these	25%	28%	24%	22%	25%	25%	25%	15%	25%	20%	26%	28%	25%	26%	22%	26%	25%	28%	21%	20%	16%	23%

Chapter 6: Table GG - Which of these, if any, are you worried about with generative AI? Select all that apply.

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,004	636	674	694	2,004	1,046	918	40	2,004	390	1,484	130	2,004	436	818	750	2,004	1,124	308	272	100	200
Could imitate people with deep fakes	42%	36%	42%	47%	42%	42%	41%	63%	42%	52%	40%	32%	42%	39%	36%	50%	42%	44%	34%	41%	43%	42%
Could intentionally spread mis-information	40%	35%	45%	39%	40%	39%	40%	45%	40%	45%	39%	29%	40%	38%	37%	44%	40%	41%	36%	34%	50%	43%
Could replace jobs, leaving people unemployed	44%	41%	45%	47%	44%	46%	42%	70%	44%	51%	44%	31%	44%	44%	40%	50%	44%	46%	39%	43%	43%	48%
Could make human-generated content unnecessary	37%	35%	35%	40%	37%	37%	36%	48%	37%	47%	35%	25%	37%	36%	35%	39%	37%	38%	33%	36%	36%	35%
Could accidentally spread incorrect information	43%	39%	44%	44%	43%	43%	42%	50%	43%	50%	41%	38%	43%	41%	39%	48%	43%	45%	37%	39%	48%	41%
Could be used to cheat at school or elsewhere	35%	34%	36%	35%	35%	34%	36%	28%	35%	35%	35%	35%	35%	33%	31%	41%	35%	39%	26%	30%	36%	31%
Could become sentient and harm humans	30%	27%	32%	30%	30%	31%	28%	30%	30%	35%	29%	19%	30%	27%	29%	33%	30%	30%	30%	27%	35%	34%
Something else	1%	0%	1%	1%	1%	1%	1%	3%	1%	2%	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%
None of these	16%	20%	17%	12%	16%	17%	15%	8%	16%	11%	17%	29%	16%	19%	17%	13%	16%	16%	18%	15%	16%	19%

Chapter 6: Table HH - How much do you agree with the following statements about generative AI?

I believe the benefits outweigh the dangers

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,004	636	674	694	2,004	1,046	918	40	2,004	390	1,484	130	2,004	436	818	750	2,004	1,124	308	272	100	200
Strongly disagree	13%	13%	12%	14%	13%	14%	12%	23%	13%	15%	12%	13%	13%	14%	14%	11%	13%	11%	16%	14%	14%	17%
Somewhat disagree	17%	14%	17%	19%	17%	19%	15%	18%	17%	20%	16%	20%	17%	18%	16%	18%	17%	17%	19%	14%	11%	19%
Neither agree nor disagree	36%	35%	37%	37%	36%	39%	33%	33%	36%	35%	36%	42%	36%	38%	33%	39%	36%	37%	37%	35%	30%	39%
Somewhat agree	23%	23%	23%	22%	23%	20%	26%	18%	23%	22%	24%	16%	23%	22%	23%	23%	23%	22%	19%	28%	32%	22%
Strongly agree	11%	14%	11%	7%	11%	8%	14%	10%	11%	8%	12%	9%	11%	8%	13%	10%	11%	13%	9%	8%	13%	5%
Top 2 Box	34%	38%	34%	29%	34%	28%	40%	28%	34%	30%	35%	25%	34%	29%	37%	32%	34%	35%	28%	36%	45%	26%
Mean	3.01	3.11	3.05	2.89	3.01	2.90	3.16	2.75	3.01	2.87	3.06	2.88	3.01	2.90	3.06	3.02	3.01	3.08	2.86	3.01	3.19	2.79

Chapter 6: Table II - How much do you agree with the following statements about generative AI?

Using AI will be part of my future job(s)

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,004	636	674	694	2,004	1,046	918	40	2,004	390	1,484	130	2,004	436	818	750	2,004	1,124	308	272	100	200
Strongly disagree	15%	14%	14%	16%	15%	17%	11%	23%	15%	17%	14%	18%	15%	14%	16%	13%	15%	12%	19%	19%	10%	17%
Somewhat disagree	14%	11%	14%	16%	14%	15%	12%	10%	14%	15%	13%	15%	14%	14%	14%	13%	14%	12%	17%	15%	15%	18%
Neither agree nor disagree	34%	36%	32%	34%	34%	34%	34%	30%	34%	31%	34%	40%	34%	41%	30%	34%	34%	34%	34%	32%	35%	36%
Somewhat agree	25%	24%	27%	25%	25%	22%	29%	28%	25%	26%	26%	18%	25%	23%	24%	28%	25%	27%	21%	23%	30%	26%
Strongly agree	12%	15%	13%	9%	12%	10%	15%	10%	12%	11%	13%	9%	12%	8%	16%	11%	12%	15%	9%	10%	10%	4%
Top 2 Box	38%	39%	40%	34%	38%	33%	44%	38%	38%	36%	39%	27%	38%	31%	40%	39%	38%	42%	30%	33%	40%	30%
Mean	3.07	3.15	3.12	2.96	3.07	2.92	3.25	2.93	3.07	2.97	3.12	2.85	3.07	2.97	3.09	3.11	3.07	3.21	2.85	2.89	3.15	2.83

Chapter 6: Table JJ - How much do you agree with the following statements about generative AI?

I have to rethink my career plan due to the potential impact AI

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,004	636	674	694	2,004	1,046	918	40	2,004	390	1,484	130	2,004	436	818	750	2,004	1,124	308	272	100	200
Strongly disagree	20%	23%	17%	21%	20%	22%	18%	18%	20%	21%	21%	18%	20%	21%	19%	22%	20%	19%	22%	21%	21%	23%
Somewhat disagree	17%	14%	18%	20%	17%	16%	19%	20%	17%	16%	18%	17%	17%	19%	15%	19%	17%	17%	19%	15%	16%	21%
Neither agree nor disagree	35%	38%	34%	34%	35%	37%	34%	23%	35%	35%	35%	42%	35%	37%	35%	34%	35%	36%	37%	35%	23%	32%
Somewhat agree	18%	17%	21%	15%	18%	16%	19%	23%	18%	17%	18%	15%	18%	17%	19%	17%	18%	18%	12%	19%	28%	16%
Strongly agree	9%	9%	10%	9%	9%	9%	9%	18%	9%	12%	9%	8%	9%	7%	12%	8%	9%	9%	9%	10%	12%	9%
Top 2 Box	27%	26%	31%	24%	27%	25%	29%	40%	27%	29%	27%	24%	27%	23%	31%	24%	27%	27%	21%	29%	40%	24%
Mean	2.78	2.75	2.88	2.71	2.78	2.72	2.83	3.03	2.78	2.84	2.76	2.80	2.78	2.70	2.91	2.69	2.78	2.81	2.66	2.83	2.94	2.66

Chapter 6: Table KK - How much do you agree with the following statements about generative AI?

The overall impact will be negative on teens like me in the future

	Grade Level				Gender				LGBTQ+				Location				Ethnicity					
	Total	MS	EHS	LHS	Total	Female	Male	Another Gender	Total	Yes	No	Prefer not to say	Total	Rural (in the country)	Urban (in a city)	Suburban (outside of a city)	Total	White	Black	Hispanic	Asian	All others
Sample Size	2,004	636	674	694	2,004	1,046	918	40	2,004	390	1,484	130	2,004	436	818	750	2,004	1,124	308	272	100	200
Strongly disagree	10%	11%	11%	8%	10%	10%	10%	8%	10%	7%	10%	16%	10%	9%	11%	9%	10%	9%	11%	12%	8%	12%
Somewhat disagree	14%	14%	14%	14%	14%	12%	16%	13%	14%	13%	15%	7%	14%	16%	13%	14%	14%	14%	15%	12%	16%	14%
Neither agree nor disagree	37%	36%	37%	36%	37%	39%	35%	35%	37%	36%	36%	43%	37%	40%	35%	36%	37%	35%	38%	41%	36%	36%
Somewhat agree	25%	26%	23%	28%	25%	27%	24%	25%	25%	27%	26%	19%	25%	23%	25%	28%	25%	27%	21%	24%	28%	24%
Strongly agree	14%	13%	15%	14%	14%	13%	14%	20%	14%	18%	13%	15%	14%	11%	16%	13%	14%	15%	15%	11%	12%	14%
Top 2 Box	40%	39%	38%	41%	40%	40%	39%	45%	40%	44%	39%	34%	40%	34%	41%	41%	40%	42%	36%	35%	40%	38%
Mean	3.20	3.16	3.18	3.25	3.20	3.23	3.16	3.38	3.20	3.35	3.17	3.09	3.20	3.11	3.21	3.24	3.20	3.24	3.15	3.11	3.20	3.14

About TeenVoice

TeenVoice is an innovative market research and insights solution that makes understanding teens easier than ever.

We Understand Teens

For the past 8 years, we've conducted research with teens to design free, award-winning digital products exclusively for them. And it's paid off—millions of teens engage with our platforms annually

We Can Fill Any Sample

We do it differently—no static lists or panels. Our on-demand recruitment means we can fill any sample and with our easy-to-use survey builder, you'll get fast, quality insights from real teens.

Experience Drives Our Expertise

Our researchers and PhDs have a combined 40+ years working with the 13-19-year-old market and have developed a deep understanding of what teens want, need, and believe.

We Deliver Quality, Trusted Results

We utilize a sophisticated, multi-step user authentication and quality control process to ensure you're getting responses from real teens and data you can be confident in.

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