

P153397 Internal – Youth & Technology

**Q101: Which of the following social media platforms do you currently use (i.e., with your own personal account)? Please select all that apply.**

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
<b>Total</b>	N=1003	N=374	N=379	N=225	N=126	N=557	N=320
<b>Total (Unweighted)</b>	N=1001	N=362	N=389	N=231	N=128	N=578	N=295
<b>YouTube</b>	86%	85%	86%	88%	86%	87%	84%
<b>Instagram</b>	82%	74%	87% B	88% B	88% f	80%	84%
<b>TikTok</b>	70%	59%	76% B	81% B	76%	69%	69%
<b>Snapchat</b>	62%	60%	63%	66%	64%	60%	65%
<b>Facebook</b>	60%	54%	63% b	67% B	70% F	58%	60%
<b>X, formerly Twitter</b>	46%	38%	49% B	57% B	62% FG	44%	44%
<b>Pinterest</b>	38%	29%	41% B	48% B	44%	36%	39%
<b>Reddit</b>	37%	33%	43% B	38%	42%	35%	39%
<b>Twitch</b>	25%	23%	24%	28%	36% fG	25%	19%
<b>LinkedIn</b>	22%	25%	23%	18%	29% f	20%	24%
<b>Other platform(s)</b>	6%	5%	8%	6%	9%	7%	5%

**Table Base:** USES SOCIAL MEDIA

**Q103: On average, how many hours each day do you spend on social media platforms (e.g., scrolling, posting)? If you are not sure, please provide your best estimate. If you spend less than one hour on social media each day, please enter 1.**

	Current Social Media Use (hours/day)				Engagement on Social Media		
	Total A	Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%
<b>NET: Below average usage (3 hours or less)</b>	38%	100% CD	0%	0%	26%	40% E	41% E
<b>NET: Average usage (4-6 hours)</b>	39%	0%	100% BD	0%	33%	39%	41%
<b>NET: Above average usage (7+ hours)</b>	23%	0%	0%	100% BC	41% FG	21%	19%
<b>1 hour or less</b>	6%	16% CD	0%	0%	6%	7%	5%
<b>2 hours</b>	17%	45% CD	0%	0%	13%	18%	18%
<b>3 hours</b>	15%	39% CD	0%	0%	7%	15% e	18% E
<b>4 hours</b>	15%	0%	39% BD	0%	10%	16%	16%
<b>5 hours</b>	14%	0%	37% BD	0%	14%	14%	14%
<b>6 hours</b>	9%	0%	24% BD	0%	8%	9%	11%
<b>7 hours</b>	4%	0%	0%	16% BC	3%	4%	3%

continued...

**Q103: On average, how many hours each day do you spend on social media platforms (e.g., scrolling, posting)? If you are not sure, please provide your best estimate. If you spend less than one hour on social media each day, please enter 1.**

		Current Social Media Use (hours/day)			Engagement on Social Media		
	Total A	Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
<b>8 hours</b>	7%	0%	0%	29% BC	10%	6%	6%
<b>9 hours</b>	2%	0%	0%	7% BC	5% Fg	1%	1%
<b>10 hours or more</b>	11%	0%	0%	48% BC	24% FG	9%	9%
<b>Prefer not to say</b>	3%	0%	0%	0%	0%	3%	2%

**Table Base:** USES SOCIAL MEDIA

**Q104: On average, how many hours each day do you use each of the following specific social media platforms (e.g., scrolling, posting)? If you are not sure, please provide your best estimate. If you spend less than one hour on the listed social media platform each day, please enter 1.**

**Facebook**

	Current Social Media Use (hours/day)				Engagement on Social Media		
	Total A	Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%
<b>1 hour or less</b>	77%	94% CD	76% D	57%	73%	78%	77%
<b>2 hours</b>	15%	5%	15% B	26% BC	17%	15%	13%
<b>3 hours</b>	3%	0%	6% B	4% b	5%	2%	5%
<b>4 hours</b>	1%	0%	0%	2% b	1%	1%	0%
<b>5 hours</b>	3%	0%	1%	9% BC	4%	3%	2%
<b>6 hours</b>	1%	0%	2%	0%	0%	0%	2%
<b>7 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>8 hours</b>	0%	0%	0%	1%	0%	0%	0%
<b>9 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>10 hours or more</b>	0%	0%	0%	1%	0%	0%	0%

**Table Base: USES THIS SOCIAL MEDIA PLATFORM (TOTAL TIME CONFIRMED)**

**Q104: On average, how many hours each day do you use each of the following specific social media platforms (e.g., scrolling, posting)? If you are not sure, please provide your best estimate. If you spend less than one hour on the listed social media platform each day, please enter 1.**

**Instagram**

	Current Social Media Use (hours/day)				Engagement on Social Media		
	Total A	Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%
<b>1 hour or less</b>	68%	89% CD	64% D	44%	62%	68%	70%
<b>2 hours</b>	19%	9%	24% B	22% B	21%	20%	15%
<b>3 hours</b>	7%	2%	7% B	15% BC	9%	7%	8%
<b>4 hours</b>	2%	0%	4% B	2% B	2%	1%	3%
<b>5 hours</b>	2%	0%	0%	7% BC	5% F	1%	2%
<b>6 hours</b>	0%	0%	0%	1%	0%	0%	0%
<b>7 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>8 hours</b>	1%	0%	0%	5% BC	0%	2%	1%
<b>9 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>10 hours or more</b>	0%	0%	0%	2% bC	0%	0%	1%

**Table Base:** USES THIS SOCIAL MEDIA PLATFORM (TOTAL TIME CONFIRMED)

**Q104: On average, how many hours each day do you use each of the following specific social media platforms (e.g., scrolling, posting)? If you are not sure, please provide your best estimate. If you spend less than one hour on the listed social media platform each day, please enter 1.**

**X, formerly Twitter**

	Current Social Media Use (hours/day)				Engagement on Social Media		
	Total A	Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%
<b>1 hour or less</b>	83%	96% CD	84% D	69%	73%	86% E	85% e
<b>2 hours</b>	11%	4%	11% B	18% B	20% fG	10%	7%
<b>3 hours</b>	3%	0%	1%	7% BC	4%	2%	3%
<b>4 hours</b>	2%	0%	4% b	2%	2%	2%	3%
<b>5 hours</b>	1%	0%	0%	3% bc	1%	0%	2%
<b>6 hours</b>	0%	0%	0%	0%	1%	0%	0%
<b>7 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>8 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>9 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>10 hours or more</b>	0%	0%	0%	0%	0%	0%	0%

**Table Base: USES THIS SOCIAL MEDIA PLATFORM (TOTAL TIME CONFIRMED)**

**Q104: On average, how many hours each day do you use each of the following specific social media platforms (e.g., scrolling, posting)? If you are not sure, please provide your best estimate. If you spend less than one hour on the listed social media platform each day, please enter 1.**

**Snapchat**

	Current Social Media Use (hours/day)				Engagement on Social Media		
	Total A	Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%
<b>1 hour or less</b>	81%	94% CD	80% D	64%	80%	82%	81%
<b>2 hours</b>	11%	5%	13% B	17% B	12%	12%	10%
<b>3 hours</b>	3%	1%	3% b	7% B	5%	3%	3%
<b>4 hours</b>	1%	0%	2% b	1%	1%	0%	2% f
<b>5 hours</b>	1%	0%	1%	5% BC	0%	2%	2%
<b>6 hours</b>	1%	0%	0%	2% bc	0%	0%	1%
<b>7 hours</b>	1%	0%	0%	3% bC	0%	0%	1%
<b>8 hours</b>	0%	0%	0%	2% c	2%	0%	0%
<b>9 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>10 hours or more</b>	0%	0%	0%	0%	0%	0%	0%

**Table Base:** USES THIS SOCIAL MEDIA PLATFORM (TOTAL TIME CONFIRMED)



**Q104: On average, how many hours each day do you use each of the following specific social media platforms (e.g., scrolling, posting)? If you are not sure, please provide your best estimate. If you spend less than one hour on the listed social media platform each day, please enter 1.**

**TikTok**

	Current Social Media Use (hours/day)				Engagement on Social Media		
	Total A	Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%
<b>1 hour or less</b>	56%	79% CD	52% D	32%	63% G	61% G	43%
<b>2 hours</b>	21%	18%	24%	21%	21%	18%	26% f
<b>3 hours</b>	12%	3%	15% B	18% B	12%	10%	15%
<b>4 hours</b>	4%	0%	7% B	6% B	1%	5%	5%
<b>5 hours</b>	3%	0%	2% b	9% BC	0%	2%	6% ef
<b>6 hours</b>	0%	0%	0%	1%	0%	0%	0%
<b>7 hours</b>	1%	0%	0%	4% BC	0%	2%	1%
<b>8 hours</b>	1%	0%	0%	4% BC	1%	0%	2% f
<b>9 hours</b>	0%	0%	0%	1%	2% F	0%	0%
<b>10 hours or more</b>	1%	0%	0%	3% BC	0%	1%	1%

**Table Base:** USES THIS SOCIAL MEDIA PLATFORM (TOTAL TIME CONFIRMED)

**Q104: On average, how many hours each day do you use each of the following specific social media platforms (e.g., scrolling, posting)? If you are not sure, please provide your best estimate. If you spend less than one hour on the listed social media platform each day, please enter 1.**

**Pinterest**

	Current Social Media Use (hours/day)				Engagement on Social Media		
	Total A	Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%
<b>1 hour or less</b>	88%	94% D	90% D	78%	83%	89%	88%
<b>2 hours</b>	9%	5%	8%	16% B	8%	9%	10%
<b>3 hours</b>	1%	1%	2%	1%	6% FG	1%	0%
<b>4 hours</b>	1%	0%	0%	2%	0%	1%	0%
<b>5 hours</b>	1%	0%	1%	1%	0%	1%	1%
<b>6 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>7 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>8 hours</b>	0%	0%	0%	2%	3% F	0%	0%
<b>9 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>10 hours or more</b>	0%	0%	0%	0%	0%	0%	0%

**Table Base:** USES THIS SOCIAL MEDIA PLATFORM (TOTAL TIME CONFIRMED)

**Q104: On average, how many hours each day do you use each of the following specific social media platforms (e.g., scrolling, posting)? If you are not sure, please provide your best estimate. If you spend less than one hour on the listed social media platform each day, please enter 1.**

**LinkedIn**

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%
<b>1 hour or less</b>	93%	97% D	92%	85%	90%	93%	94%
<b>2 hours</b>	5%	3%	8%	4%	7%	3%	6%
<b>3 hours</b>	2%	0%	0%	11% BC	3%	3%	0%
<b>4 hours</b>	0%	0%	1%	1%	0%	1%	0%
<b>5 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>6 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>7 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>8 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>9 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>10 hours or more</b>	0%	0%	0%	0%	0%	0%	0%

**Table Base:** USES THIS SOCIAL MEDIA PLATFORM (TOTAL TIME CONFIRMED)

**Q104: On average, how many hours each day do you use each of the following specific social media platforms (e.g., scrolling, posting)? If you are not sure, please provide your best estimate. If you spend less than one hour on the listed social media platform each day, please enter 1.**

**Twitch**

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%
<b>1 hour or less</b>	86%	95% D	90% D	68%	78%	89%	86%
<b>2 hours</b>	9%	3%	5%	23% BC	14%	6%	10%
<b>3 hours</b>	3%	2%	4%	2%	4%	3%	2%
<b>4 hours</b>	1%	0%	0%	3%	0%	1%	1%
<b>5 hours</b>	0%	0%	1%	0%	0%	1%	0%
<b>6 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>7 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>8 hours</b>	0%	0%	0%	2%	0%	0%	2%
<b>9 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>10 hours or more</b>	1%	0%	0%	3%	4% f	0%	0%

**Table Base:** USES THIS SOCIAL MEDIA PLATFORM (TOTAL TIME CONFIRMED)

**Q104: On average, how many hours each day do you use each of the following specific social media platforms (e.g., scrolling, posting)? If you are not sure, please provide your best estimate. If you spend less than one hour on the listed social media platform each day, please enter 1.**

**Reddit**

	Current Social Media Use (hours/day)				Engagement on Social Media		
	Total A	Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%
<b>1 hour or less</b>	92%	98% cD	91%	85%	89%	92%	93%
<b>2 hours</b>	6%	2%	7%	12% B	9%	7%	4%
<b>3 hours</b>	1%	0%	2%	1%	2%	1%	1%
<b>4 hours</b>	0%	0%	0%	1%	0%	0%	0%
<b>5 hours</b>	0%	0%	0%	2%	0%	0%	1%
<b>6 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>7 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>8 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>9 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>10 hours or more</b>	0%	0%	0%	0%	0%	0%	0%

**Table Base:** USES THIS SOCIAL MEDIA PLATFORM (TOTAL TIME CONFIRMED)

**Q104: On average, how many hours each day do you use each of the following specific social media platforms (e.g., scrolling, posting)? If you are not sure, please provide your best estimate. If you spend less than one hour on the listed social media platform each day, please enter 1.**

**YouTube**

	Current Social Media Use (hours/day)				Engagement on Social Media		
	Total A	Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%
<b>1 hour or less</b>	57%	75% CD	56% D	29%	50%	54%	64% EF
<b>2 hours</b>	24%	22%	22%	30% bc	28%	24%	22%
<b>3 hours</b>	9%	3%	12% B	13% B	12% g	10% g	5%
<b>4 hours</b>	5%	0%	8% B	8% B	7%	4%	4%
<b>5 hours</b>	2%	0%	2% b	5% B	1%	2%	1%
<b>6 hours</b>	1%	0%	1%	4% Bc	0%	1%	1%
<b>7 hours</b>	1%	0%	0%	4% BC	0%	1%	1%
<b>8 hours</b>	0%	0%	0%	1%	0%	0%	0%
<b>9 hours</b>	0%	0%	0%	1%	0%	0%	0%
<b>10 hours or more</b>	1%	0%	0%	5% BC	2%	2%	0%

**Table Base:** USES THIS SOCIAL MEDIA PLATFORM (TOTAL TIME CONFIRMED)

**Q104: On average, how many hours each day do you use each of the following specific social media platforms (e.g., scrolling, posting)? If you are not sure, please provide your best estimate. If you spend less than one hour on the listed social media platform each day, please enter 1.**

**Other platform(s)**

	Current Social Media Use (hours/day)				Engagement on Social Media		
	Total A	Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%
<b>1 hour or less</b>	79%	98% C	66%	85%	96%	70%	86%
<b>2 hours</b>	5%	0%	7%	8%	4%	8%	0%
<b>3 hours</b>	9%	2%	17%	0%	0%	9%	14%
<b>4 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>5 hours</b>	5%	0%	10%	0%	0%	9%	0%
<b>6 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>7 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>8 hours</b>	0%	0%	0%	2%	0%	1%	0%
<b>9 hours</b>	0%	0%	0%	0%	0%	0%	0%
<b>10 hours or more</b>	1%	0%	0%	5%	0%	2%	0%

**Table Base:** USES THIS SOCIAL MEDIA PLATFORM (TOTAL TIME CONFIRMED)