

STATISTICS ON SOCIAL MEDIA

Teens overwhelmingly choose SNAPCHAT at their main social media site



41%

SNAPCHAT



22%

INSTAGRAM



15%

FACEBOOK

SOCIAL MEDIA USE AMONGST TEENS HAS INCREASED DRAMATICALLY

% of teens with a smartphone in 2012



% of teens with a smartphone in 2018



% of teens that use social media multiple times a day in 2012



% of teens that use social media multiple times a day in 2018



THEY'RE BEING DISTRACTED FROM OTHER IMPORTANT THINGS AND THEIR FRIENDS



57%

of all teens agree that using social media often distracts them from doing homework



57%

of all teen social media users agree that it often distracts them when they should be paying attention to the people they are with, **compared to 44% in 2012**



29%

of all teen smartphone owners say they have been woken up by their phones during the night by a call text or notification

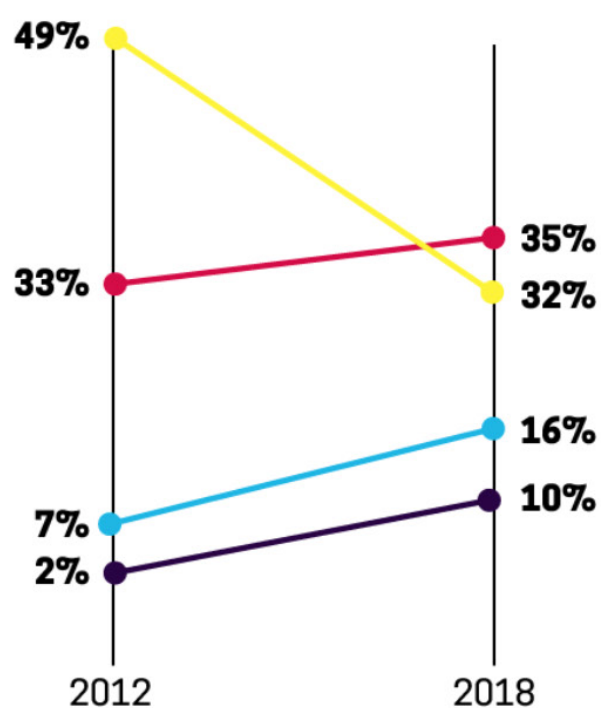


42%

of all teens agree that social media has taken time away from time they could have spend with friends in person, **compared to 34% in 2012**

TEENS DON'T VALUE FACE-TO-FACE COMMUNICATION WITH FRIENDS LIKE THEY USE TO

Teens favourite way of communicating 2012 vs 2018



WHAT HAPPENS ONLINE STAYS ONLINE

When asked teens say:

54%

of teens said that we parents knew what actually happens on social media, they would be a lot more worried



#LIVE CONNECTED, YET PROTECTED