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REPORT | DECEMBER 11, 2023

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Teens, Social Media and Technology 2023

YouTube, TikTok, Snapchat and Instagram remain the most widely used online platforms among U.S. teens

BY [MONICA ANDERSON](#), [MICHELLE FAVERIO](#) AND [JEFFREY GOTTFRIED](#)

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(Xavier Lorenzo/Getty Images)

How we did this +

Despite negative headlines and growing concerns about social media’s impact on youth, teens continue to use these platforms at high rates – with some describing their social media use as “almost constant,” according to a new Pew Research Center survey of U.S. teens.

The survey – conducted Sept. 26-Oct. 23, 2023, among 1,453 13- to 17-year-olds – covered social media, internet use and device ownership among teens.

Here’s a look at the key findings related to online platforms:

REPORT MATERIALS

- Report PDF
- Topline

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Teens, Social Media and Technology 2023

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YouTube continues to dominate. Roughly nine-in-ten teens say they use YouTube, making it the most widely used platform measured in our survey.

TikTok, Snapchat and Instagram remain popular among teens:

Majorities of teens ages 13 to 17 say they use TikTok (63%), Snapchat (60%) and Instagram (59%). For older teens ages 15 to 17, these shares are about seven-in-ten.

Teens are less likely to be using Facebook and Twitter (recently renamed X) than they were a decade ago:

Facebook once dominated the social media landscape among America's youth, but the share of teens who use the site has dropped from 71% in 2014-2015 to 33% today. Twitter, which was renamed X in July 2023, has also seen its teen user base shrink during the past decade – albeit at a less steep decline than Facebook.

Teens' site and app usage has changed little in the past year. The share of teens using these platforms has remained relatively stable since spring 2022, when the Center last surveyed on these topics. For example, the percentage of teens who use TikTok is statistically unchanged since last year.

And for the first time, we asked teens about using BeReal: 13% report using this app.

Related:

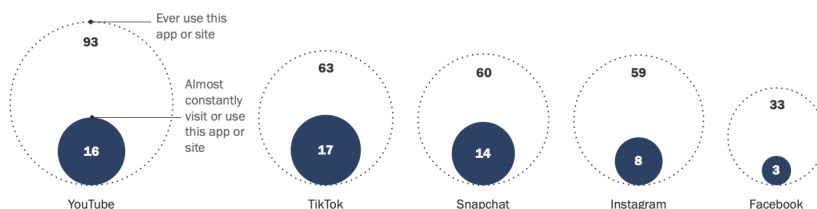
- [Teens and adults weigh in on social media policies aimed at youth](#)
- [Where teens and adults stand on banning TikTok](#)

How often do teens visit online platforms?

In addition to asking teens about the types of platforms they use, we also asked them how often they use five specific platforms: YouTube, TikTok, Snapchat, Instagram and Facebook.

Nearly 1 in 5 teens say they're on YouTube, TikTok 'almost constantly'

% of U.S. teens ages 13 to 17 who say they ...



Note: Those who did not give an answer or gave other responses are not shown.

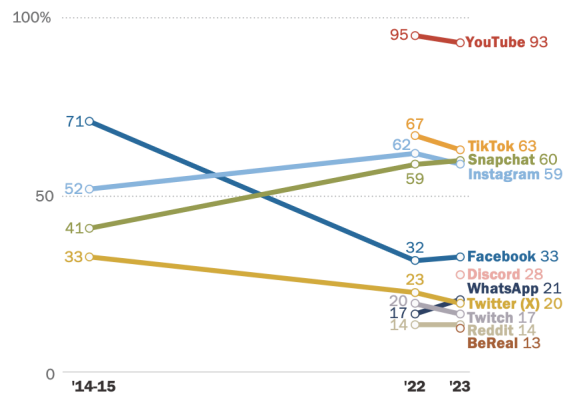
Source: Survey of U.S. teens conducted Sept. 26-Oct. 23, 2023.

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YouTube continues to be top platform among teens, followed by TikTok, Snapchat and Instagram

% of U.S. teens ages 13 to 17 who say they ever use the following apps or sites



Note: Those who did not give an answer are not shown.

Source: Survey of U.S. teens conducted Sept. 26-Oct. 23, 2023.

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YouTube, the most widely used platform measured in the survey, is also frequently visited by its users. About seven-in-ten teens say they visit the video-sharing platform daily, including 16% who report being on the site almost constantly.

At the same time, 58% of teens are daily users of TikTok. This includes 17% who describe their TikTok use as almost constant.

About half of teens use Snapchat and Instagram daily. A somewhat larger share reports using Snapchat almost constantly compared with Instagram (14% vs. 8%).

Far fewer teens say they use Facebook on a daily basis (19%), with only 3% saying they are on the site almost constantly.

Taken together, a third of teens use at least one of these five sites almost constantly – [which is similar to what we found last year](#).

By gender

Teen girls are more likely than boys to say they almost constantly use TikTok (22% vs. 12%) and Snapchat (17% vs. 12%).

But there are little to no differences in the shares of boys and girls who report almost constantly using YouTube, Instagram and Facebook.

By race and ethnicity

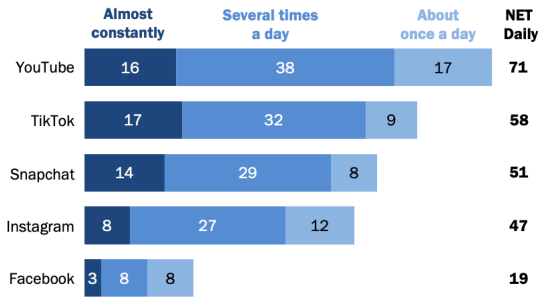
We also see differences by race and ethnicity in how much time teens report spending on these platforms.

Larger shares of Black and Hispanic teens report being on YouTube, Instagram and TikTok almost constantly, compared with a smaller share of White teens who say the same.¹

Hispanic teens stand out in TikTok and Snapchat use. For instance, 32% of Hispanic teens say they are on TikTok almost constantly, compared with 20% of Black teens and 10% of White teens.

A majority of teens visit YouTube, TikTok daily

% of U.S. teens ages 13 to 17 who say they visit or use the following apps or sites ...

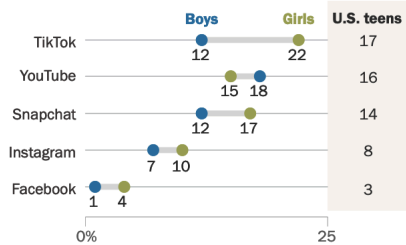


Note: Those who did not give an answer or gave other responses are not shown.
Source: Survey conducted Sept. 26-Oct. 23, 2023.
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Teen girls far more likely than boys to say they use TikTok almost constantly

% of U.S. teens ages 13 to 17 who say they visit or use the following apps or sites almost constantly

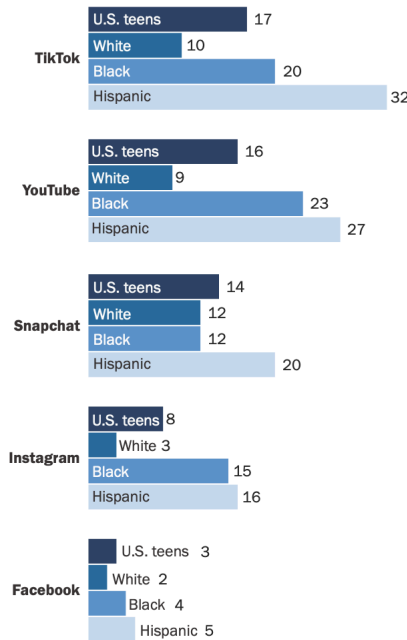


Note: Those who did not give an answer or gave other responses are not shown.
Source: Survey of U.S. teens conducted Sept. 26-Oct. 23, 2023.
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About 1 in 3 Hispanic teens say they're almost constantly on TikTok

% of U.S. teens ages 13 to 17 who say they visit or use the following apps or sites *almost constantly*



Note: White and Black teens include those who report being only one race and are not Hispanic. Hispanic teens are of any race. Those who did not give an answer or gave other responses are not shown.
Source: Survey of U.S. teens conducted Sept. 26-Oct. 23, 2023.
"Teens, Social Media and Technology 2023"

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How use of online platforms differs across demographic groups

While some sites are commonly used among all teens, there are some differences by gender, race and ethnicity, age, and household income.

Teen girls more likely than boys to use several sites, including Instagram, Snapchat

% of U.S. teens ages 13 to 17 who say they ever use the following apps or sites

	YouTube	TikTok	Snapchat	Instagram	Facebook	WhatsApp	Twitter (X)	Reddit	BeReal
U.S. teens	93	63	60	59	33	21	20	14	13
Boys	96	59	56	53	29	21	21	18	8
Girls	91	68	65	66	36	21	19	10	19
White	92	57	62	56	34	14	18	13	16
Black	94	80	66	69	37	20	28	16	10
Hispanic	96	70	59	62	31	28	19	13	7
Ages 13-14	94	58	49	45	24	20	12	10	13
15-17	92	67	67	68	38	21	25	16	13
Urban	91	67	59	65	35	28	21	14	7
Suburban	94	62	58	58	28	22	22	16	15
Rural	94	62	64	55	40	12	16	10	14
Household income									
<\$30,000	93	71	65	60	45	20	19	14	7
\$30K-\$74,999	93	66	58	59	41	25	22	14	9
\$75,000+	93	61	60	59	27	19	19	14	16

Note: Not all numerical differences between groups shown are statistically significant. White and Black teens include those who report being only one race and are not Hispanic. Hispanic teens are of any race. Those who did not give an answer are not shown.
Source: Survey of U.S. teens conducted Sept. 26-Oct. 23, 2023.
"Teens, Social Media and Technology 2023"

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By gender

Teen girls are more likely than teen boys to say they use Instagram (66% vs. 53%). BeReal, TikTok, Snapchat and Facebook also are more commonly used by teen girls.

On the other hand, teen boys are more likely than teen girls to use Discord (34% vs. 22%) and Twitch (22% vs. 11%). Similarly, a larger share of boys than girls use Reddit and YouTube.

By race and ethnicity

Eight-in-ten Black teens report using TikTok, compared with 70% of Hispanic teens and 57% of White teens. Racial and ethnic gaps are also present in use of Twitter: Black teens are more likely than Hispanic or White teens to be Twitter users.

When it comes to WhatsApp, Hispanic teens are more likely than Black or White teens to say they use the messaging platform.

BeReal is the only platform asked about that White teens are more likely to use than Black or Hispanic teens.

By age

Older teens are more likely than younger teens to use many of the platforms asked about, including Instagram, Snapchat, Facebook, Twitter, TikTok and Reddit. For example, while 68% of teens ages 15 to 17 say they use Instagram, this share drops to 45% among teens ages 13 and 14.

By household income

While fewer teens overall are using Facebook, [our surveys consistently show that usage remains higher among teens in lower-income households](#). For example, 45% of teens in households earning less than \$30,000 a year say they use Facebook, compared with 27% of those whose annual household income is \$75,000 or more.

Income gaps are also present in TikTok use: Larger shares of teens in lower-income households are users compared with those in the highest-income households (71% vs. 61%).

In comparison, BeReal is more commonly used among teens in households earning \$75,000 or more a year. Some 16% of teens in this category say they use this app, compared with about one-in-ten whose annual household income falls below \$75,000.

How much time are teens spending online?

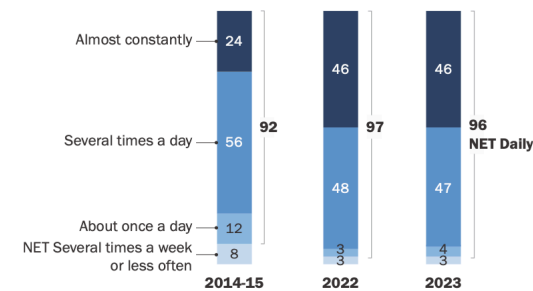
In addition to asking teens about their social media use, we also examined the amount of time they report spending online.

Nearly half of teens say they use the internet “almost constantly.” This is on par with what we found last year, but roughly double the 24% who said this in the 2014-2015 survey.

Overall, more than nine-in-ten say they use the

The share of teens who say they are online ‘almost constantly’ has roughly doubled since 2014-2015

% of U.S. teens ages 13 to 17 who say they use the internet ...



Note: Figures may not add up to NET values due to rounding. Those who did not give an answer are not shown.
Source: Survey of U.S. teens conducted Sept. 26-Oct. 23, 2023.
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internet at least daily.

By race and ethnicity

As was true in [previous Center surveys](#), the amount of time teens report spending online varies by race and ethnicity.

While 55% of Hispanic and 54% of Black teens report being on the internet almost constantly, the share drops to 38% among White teens.

By age

Older teens ages 15 to 17 are somewhat more likely than younger teens to be near-constant internet users (50% vs. 40%).

Device usage: Smartphones, computers, gaming consoles and tablets

Today’s teens have several ways to go online, connect with others and find information.

Our survey finds that most teens have or have access to a smartphone (95%), a desktop or laptop computer (90%), or a gaming console (83%). A smaller share – though still a 65% majority – say the same for tablets.

By household income

Smartphone ownership is nearly universal among teens of different genders, ages, races and ethnicities, and economic backgrounds. But having access to a home computer remains less common for those in lower-income households.

Roughly seven-in-ten teens living in households earning less than \$30,000 a year (72%) say they have access to a home computer. That share rises among those whose annual household income is \$30,000 to \$74,999 (87%) or \$75,000 and above (94%).

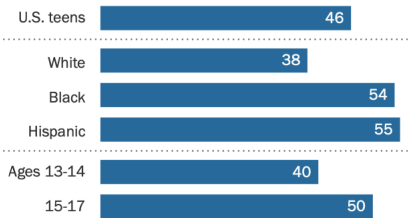
Tablet ownership is also less common among teens in lower-income households: 57% say they have access to a tablet at home, compared with 67% of those living in the highest-income households.

By gender

Most teen boys and girls report having access to a game console at home, but more boys say this than girls (91% vs. 75%).

Black, Hispanic teens more likely than White teens to say they are online almost constantly

% of U.S. teens ages 13 to 17 who say they use the internet *almost constantly*

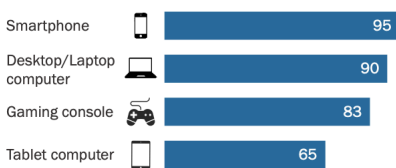


Note: White and Black teens include those who report being only one race and are not Hispanic. Hispanic teens are of any race. Those who did not give an answer or gave other responses are not shown.
Source: Survey of U.S. teens conducted Sept. 26-Oct. 23, 2023. "Teens, Social Media and Technology 2023"

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Nearly all teens in the U.S. have access to a smartphone

% of U.S. teens ages 13 to 17 who say they have access to the following devices at home



Note: Those who did not give an answer are not shown.
Source: Survey of U.S. teens conducted Sept. 26-Oct. 23, 2023. "Teens, Social Media and Technology 2023"


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Next: Acknowledgments

1. There were not enough Asian teens in the sample to be broken out into a separate analysis. As always, their responses are incorporated into the general population figures throughout the report. ↩

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