



The Associated Press-NORC
Center for Public Affairs Research

Instagram and Snapchat are Most Popular Social Networks for Teens; Black Teens are Most Active on Social Media, Messaging Apps

Conducted by The Associated Press-NORC Center for Public Affairs Research

*Interviews: 12/7-31/2016
790 teens age 13-17*

Margin of error: 4.6 percentage points at the 95% confidence level among all adults

NOTE: All results show percentages among all respondents, unless otherwise labeled.

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Note: Some numbers in the topline findings below do not match frequencies reported in the final report write-up. Some analysis in the report write-up is stated out of all teens, while the topline findings below report frequencies based on only those who were asked the question directly.

Q1. Do you access the internet on a cell phone, tablet or other mobile device, at least occasionally?

	AP-NORC 12/7-31/2016
Yes	97
No, I don't use the internet on a mobile device	2
No, you don't go online at all	1
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*

N=790

Q2. Do you, personally, have or have access to each of the following items, or not?

AP-NORC 12/7-31/2016	Yes	No	DK	SKIP/ REFUSED
A smartphone	89	11	-	*
A laptop computer	80	18	-	2
A tablet computer like an iPad or a Samsung Galaxy Tab	68	29	-	4
A desktop computer	54	42	-	4
A cell phone that is not a smart phone	19	72	-	9

N=790

Asked if Q1=1 or 2 OR if uses a smartphone or cell phone in Q2...

Q3. Do you do any of the following online or on your cell phone?

AP-NORC 12/7-31/2016	Yes	No	DK/ Unsure	SKIP/ REFUSED
Use regular text messaging directly on your phone, not on an app	91	9	*	*
Use a social media site	88	12	*	-
Video chat with friends or family	76	24	*	*
Use an app that automatically deletes the messages you send like Snapchat or BurnNote	64	35	1	*
Live stream video from your phone or computer (on sites like YouNow, Periscope or Facebook)	44	55	1	-
Use messaging apps like Kik, Line or WhatsApp	40	58	1	1
Read or comment on a discussion site (such as reddit)	27	71	2	*
Meet new people online through a chat site	18	80	1	*
Visit anonymous sharing or question apps like Whisper, YikYak, or Afterschool	14	82	4	1

N=787

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Asked if Q1=1 or 2 OR if uses a social media site in Q3...

Q4. How often do you use the following, if at all?

[ITEMS RANDOMIZED]

AP-NORC 12/7-31/2016	Almost constantly	Several times a day	Once a day	At least once a week	Less often	Never	Don't know	SKIP/REF
YouTube	28	34	16	15	4	3	-	*
Snapchat	26	31	7	6	6	25	-	*
Instagram	22	30	9	8	8	24	-	*
Facebook	11	20	8	13	14	34	-	*
Twitter	7	12	6	6	16	52	-	1
Steam	4	5	3	7	12	70	*	*
Tumblr	3	4	2	5	14	71	-	1
Twitch	1	1	3	5	12	76	*	*
LinkedIn	*	1	1	3	6	89	1	*

N=786

If uses messaging apps...

Q5. How often do you use the following?

[ITEMS RANDOMIZED]

AP-NORC 12/7-31/2016	Almost constantly	Several times a day	Once a day	At least once a week	Less often	Never	Don't know	SKIP/REF
Regular text messaging or iMessage	38	47	7	3	3	2	-	*
Kik	15	16	8	9	17	34	-	1
Skype or FaceTime	14	16	11	21	24	14	-	1
Facebook Messenger	13	17	10	13	14	31	-	1
WhatsApp	7	8	6	8	22	48	-	1
GroupMe	4	5	1	6	10	74	*	1
Line	3	5	1	4	7	80	-	1
Viber	2	1	1	3	10	82	-	1

N=332

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Some questions held for future release.

AGE

	AP-NORC 12/7-31/2016
13	21
14	19
15	18
16	20
17	22

N= 790

GENDER

	AP-NORC 12/7-31/2016
Male	51
Female	49
Other	*

N= 790

TEEN RACE/ETHNICITY¹

	AP-NORC 12/7-31/2016
White	54
Black or African American	15
Hispanic	23
Other	8

N= 790

¹ Teens' race/ethnicity was derived from a combination of their own answer to a question about their race and the AmeriSpeak® profile variable of their parent. Race was imputed for the teen based on their parent if the teen did not answer the question about their race (n=8).

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PARENT HOUSEHOLD INCOME

	AP-NORC 12/7-31/2016
Under \$10,000	5
\$10,000 to under \$20,000	5
\$20,000 to under \$30,000	10
\$30,000 to under \$40,000	9
\$40,000 to under \$50,000	7
\$50,000 to under \$75,000	16
\$75,000 to under \$100,000	14
\$100,000 to under \$150,000	19
\$150,000 or more	16
<i>N=</i>	<i>790</i>

PARENT² EDUCATION

	AP-NORC 12/7-31/2016
Less than a high school diploma	7
High school graduate or equivalent	22
Some college	22
College graduate or above	49
<i>N=</i>	

PARENT RACE/ETHNICITY

	AP-NORC 12/7-31/2016
White	58
Black or African American	14
Hispanic	23
Other	5
<i>N=</i>	<i>790</i>

² Parent education and parent race/ethnicity were asked of parents and only apply to the parent who was sampled as an AmeriSpeak® Panelist. Income was asked of parents as well, but applies to the entire household.

AP-NORC Center for Public Affairs Research Poll

Study Methodology

This survey was conducted by The Associated Press-NORC Center for Public Affairs Research and with funding from NORC at the University of Chicago. Data were collected using AmeriSpeak, NORC's probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted between December 7 and 31, 2016, with teenagers age 13 to 17 representing the 50 states and the District of Columbia. Adult panel members were randomly drawn from AmeriSpeak, and after confirming that there were children of the appropriate age in the household, permission was sought from a parent or guardian to survey their teenager. If a given panelist had multiple teens at home, one teen was randomly selected to participate. Completed interviews were conducted with 790 teenagers, 739 via the web and 51 via telephone. Interviews were conducted in both English and Spanish, depending on respondent preference.

The final stage completion rate is 31.5 percent, the weighted household panel response rate is 34.3 percent, and the weighted household panel retention rate is 95 percent, for a cumulative response rate of 10.3 percent. The overall margin of sampling error is +/- 4.6 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any non-coverage or under- and oversampling resulting from the study specific sample design. Poststratification variables at the adult level included age, sex, education, race/ethnicity, housing tenure, telephone status, and Census division. This produced a weight for each teen that was then adjusted so as to be calibrated to the external controls totals for age, sex, race/ethnicity, Census division, and household income for the U.S. population of teenagers age 13 to 17. Weighting variables were obtained from the 2016 Current Population Survey. The weighted data were used for all analyses.

A full report is available on The AP-NORC Center website: www.apnorc.org.

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- NORC at the University of Chicago is one of the oldest and most respected, independent research institutions in the world.

The two organizations have established the AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals.

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