

Piper Sandler: Snapchat Is Teens' Favorite Social Platform

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Visual communication continues to drive teens' use of social media platforms, which bade well for Instagram, Snapchat and TikTok in the newest semiannual Taking Stock With Teens survey from Piper Sandler.

Those app were the top three in a survey of 5,200 teens in 41 states in terms of engagement (Instagram, Snapchat, TikTok) and teens' favorite apps (Snapchat, Instagram, TikTok).

Piper Sandler said this was the first time TikTok was listed as an option, adding that roughly 4% of respondents wrote it in as a favorite for the last survey, which was conducted in the fall of 2019.

Facebook showed a slight rebound after steadily declining since the first Taking Stock With Teens report in the fall of 2016. The world's largest social network posted slight gains in engagement (to 34% from 31% in the fall of 2019) and favorite social platform (4% from 3%).

Respondents told Piper Sandler they spent an average of 12 hours per week on social media.

Piper Sandler said teens' 10 favorite social platforms are:

1. Snapchat (36%)
2. Instagram (31%)
3. TikTok (13%)
4. Twitter (4%)
5. Facebook (4%)

6. Discord (2%)
7. Pinterest (1%)
8. Reddit (1%)
9. Other (1%)
10. LinkedIn (0%)

And their top 10 social platforms in terms of engagement (usage at least once per month) are:

1. Instagram (85%)
2. Snapchat (82%)
3. TikTok (62%)
4. Twitter (41%)
5. Facebook (34%)
6. Pinterest (27%)
7. Discord (14%)
8. Reddit (12%)
9. LinkedIn (4%)
10. Other (4%)

Piper Sandler

<https://www.adweek.com/digital/piper-sandler-snapchat-is-teens-favorite-social-platform/>