

**Full Questionnaire:**

INTRO SCREEN. Now, we're interested in your thoughts about teens and social media. When we refer to "teens," we mean children between the ages of 13 and 17. For the remainder of the survey, please think about your [AGE]-year-old teen.

For today, we'll ask you about one app in particular: Instagram.

1. Before today, had you heard of Instagram?

Yes	100%
No	0%
Not Sure	0%

2. To the best of your knowledge, does your teen use Instagram?

Yes	76%
No	22%
Not Sure	2%

3. Have you previously seen or heard anything about Instagram Teen Accounts?

Yes, quite a bit	23%	67%
Yes, some	44%	
No	29%	33%
Not Sure	4%	

SUMMARY SCREEN. Please read the brief summary of Instagram Teen Accounts below.

Instagram Teen Accounts are a new experience for teens, guided by parents. Teen Accounts have built-in protections that limit who can contact teens and the content they see, and help ensure teens' time is well-spent.

These protections include default private accounts, restrictions on who can message or interact with teens, restrictions on sensitive content, time limit reminders, and a "sleep mode" that mutes notifications overnight. These default settings are turned on automatically for teens under 18, and teens under 16 need a parent's permission to change any of the settings to be less strict.

4. If you had to choose, do you think Instagram Teen Accounts would make it easier or harder for you to help your teen have positive experiences on Instagram?

Much easier	32%	85%
Somewhat easier	53%	
Somewhat harder	12%	15%
Much harder	3%	

5. Instagram Teen Accounts automatically place teens into additional protections, which teens under 16 can't change to be less strict without a parent's permission.

As a parent, how helpful do you think the following protections would be in supporting your teen on Instagram?

- a. Helping teens manage how much time they spend on Instagram, by providing daily time limit reminders and muting notifications at night

Very helpful	48%	93%
Somewhat helpful	45%	
Not very helpful	6%	7%
Not at all helpful	1%	

- b. Restricting who can message or contact teens

Very helpful	60%	94%
Somewhat helpful	34%	
Not very helpful	5%	6%
Not at all helpful	1%	

- c. Setting teens' accounts to be private by default, so only people they approve as followers can see what they post

Very helpful	56%	94%
Somewhat helpful	37%	
Not very helpful	5%	6%
Not at all helpful	1%	

- d. Automatically showing teens less sensitive content

Very helpful	55%	92%
Somewhat helpful	37%	
Not very helpful	7%	8%
Not at all helpful	1%	

6. How helpful do you think Instagram Teen Accounts are for parents?

Very helpful	52%	94%
Somewhat helpful	42%	
Not very helpful	5%	6%
Not at all helpful	1%	

**Methodology:**

This Meta/Ipsos survey was conducted between February 28 and March 7, 2025, among an online sample of 2,005 American adults aged 26 to 64 years old who are parents of at least one teenage child aged 13 to 17 and indicated being aware of Instagram. All interviews were conducted online in English.

The sample was randomly drawn from Ipsos' online panel, partner online panel sources, and "river" sampling and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2023 American Community Survey (ACS) estimates for American parents aged 26-64 with a teenage child. The sample drawn for this study reflects fixed sample targets on age and gender, and post-hoc weights were constructed based on the population characteristics for age, gender, region, and household income.

Statistical margins of error are not applicable to online non-probability surveys. Instead, the precision of Ipsos online polls is measured using a credibility interval. In this case, the survey has a credibility interval of plus or minus 2.5 percentage points for all respondents. All sample surveys and polls may be subject to other sources of error, including but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to rounding.