



On behalf of Meta, Ipsos conducted a nationally representative survey of U.S. parents who are aware of Instagram and have teens ages 13 to 17 to gather their opinions on Instagram's proposed content settings for Teen Accounts. The following is a summary of the key findings from this research:

**Nine in ten parents of teens surveyed say that new content setting updates to Teen Accounts, guided by PG-13 movie ratings, would make it easier for them to understand what content their teens are likely to see on the platform.**

- Forty-one percent of parents of teens say that the new content setting updates to Teen Accounts would make it *much easier* for them, and nearly half say it would be *somewhat easier* to understand what teens may see on Instagram.<sup>1</sup>



**Nearly all U.S. parents of teens surveyed (96%) say they appreciate having the option to choose the more restrictive 'Limited Content' setting for their teen, even if they do not intend to use it.**

- Most parents of teens (71%) say they would appreciate having the option a *lot*, and one quarter (25%) say they would appreciate it *a little*.



<sup>1</sup> **Note:** Total results are calculated at the decimal level and in some cases may appear to differ from individual items due to rounding.



**Similarly, almost all U.S. parents of teens (96%) believe that the more restrictive ‘Limited Content’ setting would be helpful for those who want their teens to have more content restrictions on Instagram.**

- Sixty-two percent of parents of teens say the new ‘Limited Content’ setting will be very helpful, and 34% report that they would be somewhat helpful.



**Overall, there is nearly universal consensus among parents of teens surveyed (95%) that these new Instagram Teen Account content settings will be helpful for parents.**

- Sixty percent of parents of teens say these new settings will be very helpful, and 35% report that they would be somewhat helpful.



**Methodology:**

This poll was conducted by Ipsos for Meta between September 23-26, 2025, online in the United States in English, among a sample of 1,000 parents of teens aged 13-17 who are aware of Instagram. Respondents were screened from a general population sample of parents of teens aged 13-17. All parents of teens respondents were weighted to the March 2025 Census Current Population Survey for parents of teens to age by gender, region and educational attainment before being screened for Instagram awareness. To ensure a representative sample universe of parents of teens was achieved, the following breakdowns were used:

- Age by gender (Males 18-44, 45-49, and 50 or older and Females 18-44, 45-49, and 50 or older)
- Region (Northeast, Midwest, South, West)
- Educational attainment (No college degree, College degree or higher)

Results from the survey of parents of teens who are aware of Instagram have a credibility interval of plus or minus 3.5 percentage points. Total results are calculated at the decimal level and in some cases may appear to differ from individual items due to rounding.

Please see the annotated questionnaire beginning on the next page for the full results and question text.



## Full Questionnaire

**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\_PIPE]-year-old teen.

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

1. Before today, had you heard of Instagram?

	Parents of teens aged 13-17 n=1,000
Yes	100%
No	0%
Not sure	0%

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

	Parents of teens aged 13-17 n=1,000
Yes	75%
No	22%
Not sure	3%

**Please read the brief summary of Instagram Teen Accounts below.**

*Teen Accounts are Instagram accounts for teens 13-17 that are automatically set to more protective teen safety settings and are 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 recommendations, 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.*



3. Before today, had you previously seen or heard anything about Instagram Teen Accounts?

	Parents of teens aged 13-17 n=1,000
Yes, quite a bit	25%
Yes, some	45%
No	27%
Not sure	3%

*Next we'd like to describe some changes that are coming to Instagram Teen Accounts.*

***Please read the brief summary of how Instagram Teen Account experiences will be updated below.***

*Instagram is updating Teen Accounts so that **content that teens see is guided by PG-13 movie ratings**. This means teens shouldn't see anything on Instagram they wouldn't see in a PG-13 movie, by default. **All teens age 13-17 will be automatically defaulted to this '13+' experience on Instagram.***

*Instagram will now also offer a new, **even more restrictive setting called 'Limited Content'**, which will filter even more content from the teen experience than the 13+ default.*

*Teens age 13-17 will be placed in the 13+ setting automatically. Parents can choose to change the setting for their teen to the more restrictive 'Limited Content' or the less restrictive '18+' setting if they wish.*

*These content settings will apply across Instagram. **Teens under 18 won't be able to switch to the 18+ setting without a parent's permission.***

4. If you had to choose, do you think these new Instagram Teen Account content settings for teens would make it **easier** or **harder** for you to understand the type of content your teen will see on Instagram?

	Parents of teens aged 13-17 n=1,000	
Much easier	41%	90%
Somewhat easier	49%	
Somewhat harder	7%	10%
Much harder	3%	

5. As mentioned, Instagram will offer a new, more restrictive content setting for teens called 'Limited Content' that will filter even more content than the 13+ default, for parents who want that option. As a parent, how likely do you think you would be to choose the more restrictive 'Limited Content' setting for your teen's Instagram account?

	Parents of teens aged 13-17 n=1,000	
Very likely	42%	80%
Somewhat likely	37%	
Not very likely	16%	20%
Not at all likely	5%	

6. As a parent, how much do you appreciate having the option to choose the more restrictive 'Limited Content' setting for your teen, even if you don't intend to use it?

	Parents of teens aged 13-17 n=1,000	
I appreciate it a lot	71%	96%
I appreciate it a little	25%	
I do not appreciate it very much	3%	4%
I do not appreciate it at all	1%	

7. As a parent, how helpful do you think the more restrictive 'Limited Content' setting would be for parents who want their teens to have more restrictions on the kinds of content they see on Instagram?

	Parents of teens aged 13-17 n=1,000	
Very helpful	62%	96%
Somewhat helpful	34%	
Not very helpful	3%	4%
Not at all helpful	1%	

8. Overall, how helpful do you think these new Instagram Teen Account content settings for teens will be for parents?

	Parents of teens aged 13-17 n=1,000	
Very helpful	60%	95%
Somewhat helpful	35%	
Not very helpful	4%	5%
Not at all helpful	1%	