
MARKET FACTS!

MARKET FACT #196

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93%

of Teenagers aged 13 to 17 years old say they use Youtube. Tik Tok, Snapchat and Instagram are far behind.

DATE: January 12, 2024

COMMENT: In a recent survey done by the Pew Research Center, which looked at 1.4K teenagers, concluded that 93% of them use Youtube. As The Hustle point out: “TikTok had 63% of teens using the app, followed by Snapchat at 60% and Instagram at 59%. Altogether, a third of teens reported using at least one of five sites (YouTube, Tiktok, Snapchat, Instagram, and Facebook) almost constantly” – SOURCE: The Hustle. The “new TV” has definitely penetrated our lives with Youtube reaching 2.7 BILLION MONTHLY active users.

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