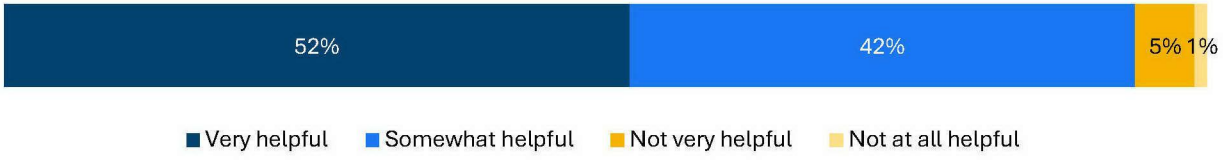
Ipsos Observer, on behalf of Meta, conducted a survey of Americans who are parents of teenage children aged 13 to 17 to gather their opinions about Instagram's new Teen Accounts. The following memo summarizes key findings from this research.

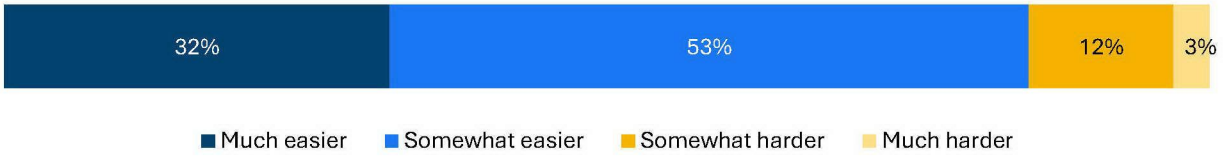
Nearly all US parents of teens surveyed (94%) perceive Instagram Teen Accounts as helpful for parents.

Helpfulness of Instagram Teen Accounts for Parents



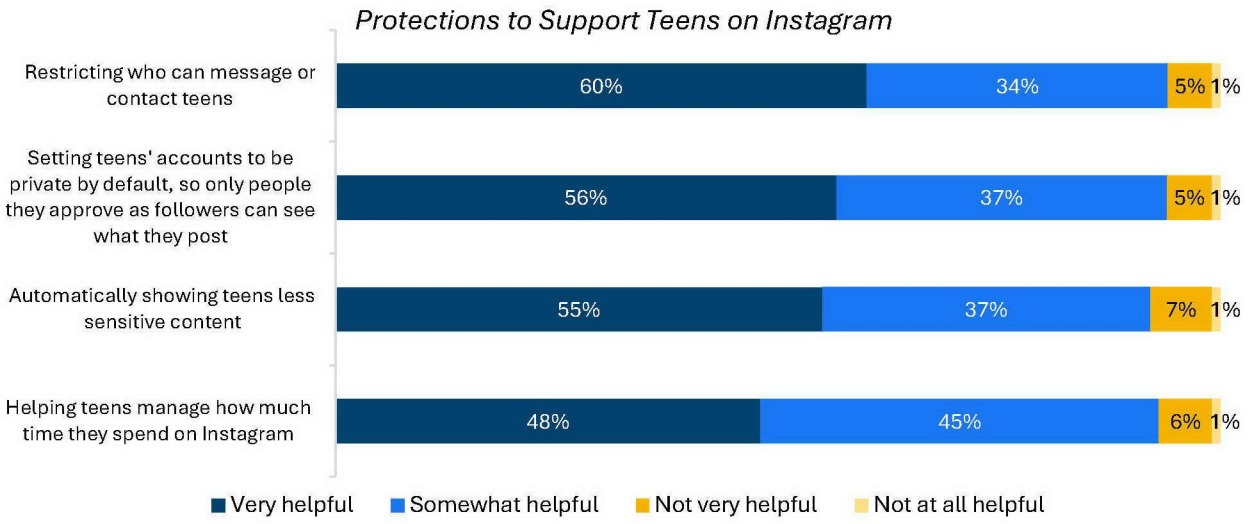
Over eight-in-ten parents (85%) believe Instagram Teen Accounts would make it easier for them to help their teens have positive experiences on the platform.

Ease of Providing Positive Experience for Teens



Finally, parents overwhelmingly perceive the default protections provided by Teen Accounts as beneficial in supporting their teens.

- When asked about four sets of default protections provided by Teen Accounts, more than nine-in-ten parents surveyed say these features would be somewhat or very helpful in supporting their teen on Instagram.
- These protections include:
    - **Restricting who can message or contact teens** (94% somewhat/very helpful).
    - **Setting teens' accounts to be private by default**, so only people they approve as followers can see what they post (94% somewhat/very helpful).
    - **Automatically showing teens less sensitive content** (92% somewhat/very helpful).
    - **Helping teens manage how much time they spend on Instagram** by providing daily time limit reminders and muting notifications at night (93% somewhat/very helpful).



Methodology:

This 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. Respondents were recruited online from a nationally representative general population sample, weighted based on gender, age, region, and household income to represent the latest U.S. Census (2023 American Community Survey) estimates for American parents aged 26-64 with a teenage child. 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.

Total results are calculated at a decimal level and in some cases may appear to differ from individual items due to rounding.

Additional information about the questionnaire and methodology may be found here.