

# Reaching Teens

## Teens access information about the environment from:

- Teachers/schools (53%)
- Parents/guardians (46%)
- TV documentaries (44%)
- Social media (42%)
- Weather forecasters (41%)



## Their most trusted sources for environmental information are:

- Teachers (91%)
- Parents (87%)
- Documentaries (86%)
- Park, zoo, or nature center (85%)
- Weather forecasters (85%)

**75%** of teens view themselves as someone their friends come to for advice. Nearly half (47%) report people share information they post online.

More than **9 in 10** teens use the web several times a day.

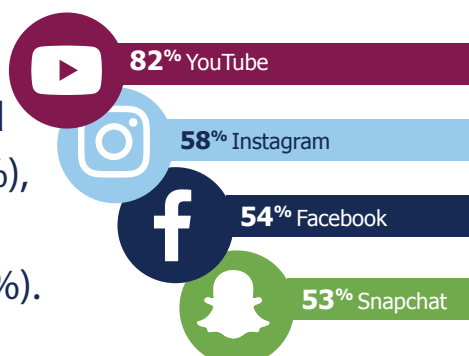


## Most teens have access to at least one device or platform:

- 90% own a computer
- 77% own a smartphone
- Older teens text more often than younger teens

## YouTube is the most prevalent social media platform used by teens

with 82% saying they access it regularly, followed by Instagram (58%), Facebook (54%), and Snapchat (53%).



Animal abuse and LGBTQ issues are the largest social concerns among teens, **but environmental issues are worrisome to many.**



Social media is the main way teens support a cause. **64%** report liking, posting, following, or sharing information about the causes they are most passionate about.