

TABLE 2.1 Most Popular Messaging and Social Media Apps Among Teens¹

COMMUNICATION PLATFORM	PERCENTAGE OF TEENS WHO USE THE PLATFORM
Snapchat	72
Facebook	68
Instagram	66
Twitter	36
Kik Messenger	29
Pinterest	27
Tumblr	24
Google Plus	21
WhatsApp	10
LinkedIn	9
Tinder	4

Note: ¹As of February 2016.

Source: U.S. teens: Most popular social media apps 2016. Statista. Retrieved November 7, 2016, from www.statista.com/statistics/199242/social-media-and-networking-sites-used-by-us-teenagers/