



# TABLE OF CONTENTS

EXECUTIVE SUMMARY	3
AWARENESS AND USAGE	6
IMPACT ON HEALTH AND WELLBEING	11
SOCIAL MEDIA EXPERIENCES	20
SEXTING	31
SEEKING SUPPORT	34
SAMPLE PROFILE	39
Notes to the report	46

# EXECUTIVE SUMMARY

## AWARENESS AND USAGE

Facebook, YouTube and Instagram are the social media platforms with the highest levels of awareness. This trend continues when looking at the social media platforms young people have ever or currently use, with Facebook, Instagram and YouTube being in the top three for each. Although, there are some differences in order amongst different age groups (13-15 years, 16-18 years and 19-24 years). The differences between platforms ever used and current use drops quite dramatically for Twitter (24% decline from ever used to currently used), Snapchat (12% drop) and Facebook (11% drop).

The number of platforms young people have ever used reaches a plateau at 19 years of age whereas those currently used plateaus at 16 years.

## IMPACT ON HEALTH AND WELLBEING

Young people have experienced both positive and negative impacts on their health and wellbeing from social media. Similar to the UK study, YouTube is perceived as having a positive impact on young people's health and wellbeing with Instagram and Snapchat having the least positive impact.

Facebook and Twitter had the largest positive impact on young people's community building. Whereas young people felt Instagram, Snapchat and YouTube positively impacted on their self-expression.

All social media platforms asked about have negatively impacted on young people's experiences of bullying, depression and sleep.

# EXECUTIVE SUMMARY

## SOCIAL MEDIA EXPERIENCES

When asked about social media recommendations, three-quarters of young people agree with the idea of having safe social media use taught in schools as part of the curriculum. However, only a third agreed there should be a social media cap introduced.

Seven in ten agree that it's hard to tell when influencers are giving you their honest opinion, or are being paid to say or do something. This is emphasized by less than a quarter agreeing that they trust what influencers say about the things they promote.

Generally, few people regularly experience things online that make them concerned about theirs or someone else's safety online. A quarter of young people have regularly read or seen something that made them worry about the safety of someone else and less than one in five regularly experience situations online that make them feel uncomfortable or unsafe.

Two in five regularly connect with a person or group that make them feel really positive about themselves. Young people currently using TikTok are more likely to have experienced this.

A third of young people regularly worry about the amount of time they spend on social media. This is felt even more so by those who have ever used TikTok or Pinterest, those aged 19-24 years and females.

A similar 28% have regularly seen posts online that make them feel negatively about their body image, social situation or background. Those who have ever used Tinder, Twitter or Pinterest are more likely to experience this regularly.

# EXECUTIVE SUMMARY

## SEXTING

One in ten regularly send people sexually explicit content on social media and a further 16% regularly have people sending them sexually explicit content on social media.

Two-thirds of those who agreed to answer questions on sexting agree that usually, they would prefer not to engage in sending sexts to others.

Although half agree that no one they've sexted would share their sexts without their permission, two in five are worried someone will share their sexts without their permission.

## SEEKING SUPPORT

One in five have sought support from someone for issues or concerns they might have had about something they've experienced on social media. Those who have ever used Pinterest or currently use TikTok were more likely to have sought support.

Two-thirds of young people indicated that they would trust a close friend to help them if they experienced something on social media that they felt they needed help with. Half of them would trust their parents and just over a third would trust their sibling(s).



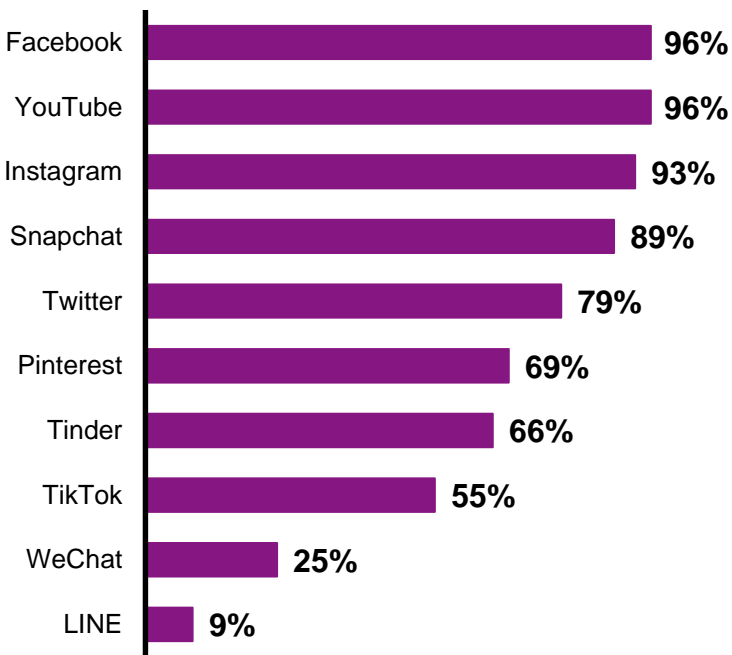
# PLATFORM AWARENESS

Overall, Facebook and YouTube have the highest levels of awareness among the social media platforms included in our research.

The level of awareness for some platforms differ by age. Those aged 13-15 are less likely to be aware of Facebook (91%), Instagram (87%), Snapchat (80%), Pinterest (52%), TikTok (38%) and Tinder (40%).

Those aged 16-18 are more likely to be aware of Snapchat (94%) and TikTok (61%) while those aged 19-24 are more likely to be aware of Pinterest (75%) and Tinder (77%).

There are very few differences by gender and ethnicity. Females (77%) are more likely to be aware of Pinterest compared to Males (62%). Asians are more likely to be aware of WeChat (59%) and LINE (29%).



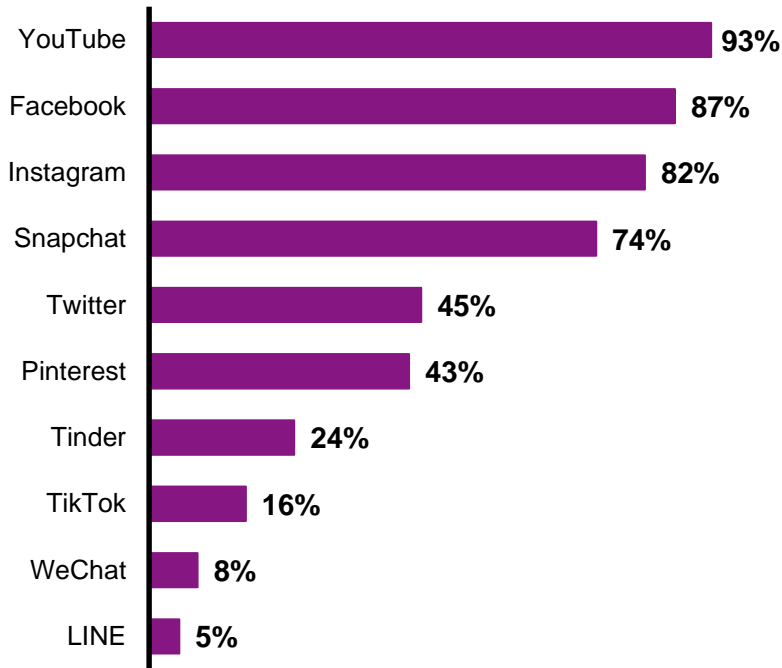
# PLATFORMS USAGE – EVER USED

Just over 9 in 10 have used YouTube while 87% have used Facebook. On average, young people have used 4.8 social media platforms.

YouTube, Facebook and Instagram are the top three platforms used by each age group however the order of popularity is different among each of them.

13-15 years	16-18 years	19-24 years
YouTube (89%)	YouTube (94%)	Facebook (95%)
Instagram (76%)	Facebook (91%)	YouTube (94%)
Facebook (69%)	Instagram (87%)	Instagram (83%)

Females are more likely to have used more platforms (5 platforms on average) compared to males (4 platforms).





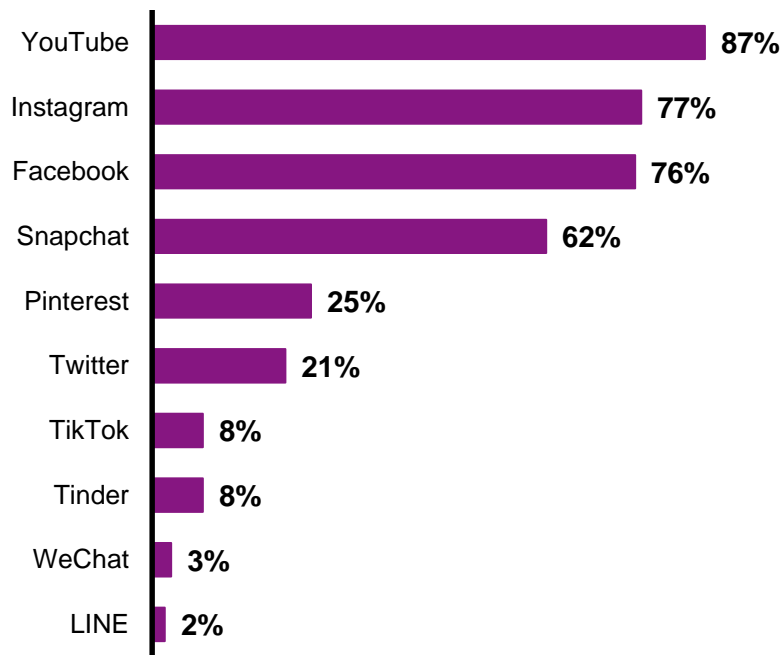
# PLATFORMS USAGE – CURRENTLY USE

YouTube currently is the most commonly used platform, followed by Instagram and Facebook. On average, young people **currently** use 3.7 social media platforms.

The top three platforms remain unchanged from those that were ever used.

13-15 years	16-18 years	19-24 years
YouTube (77%)	YouTube (92%)	YouTube (90%)
Instagram (70%)	Facebook (82%)	Facebook (83%)
Facebook (54%)	Instagram (81%)	Instagram (79%)

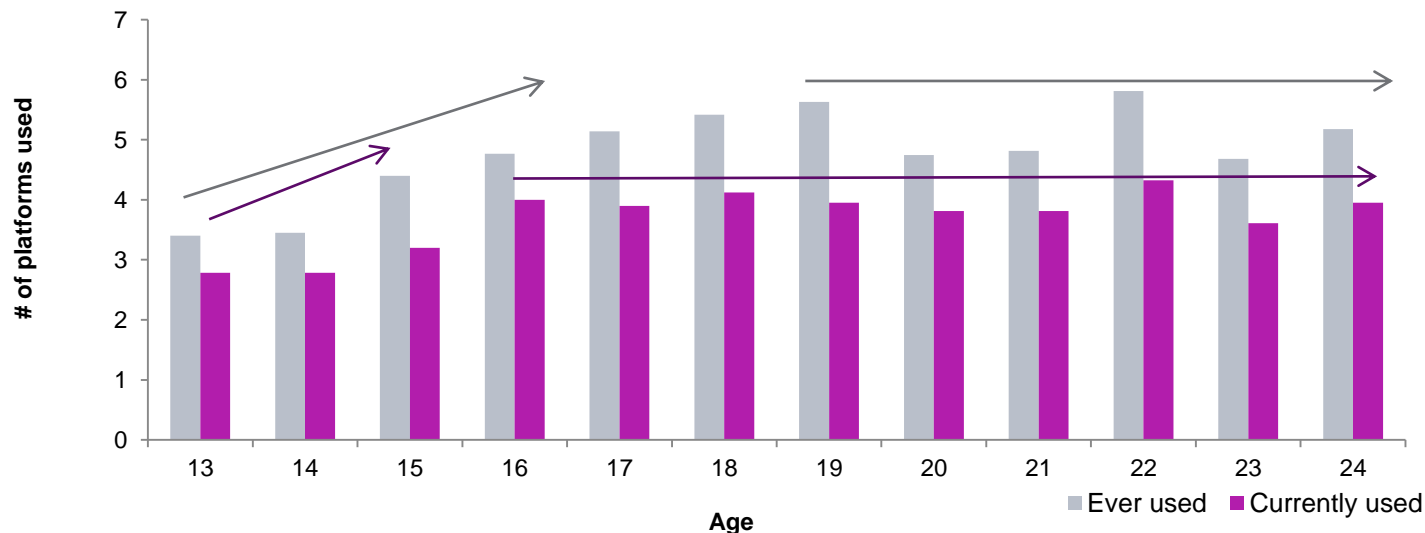
Females are more likely than males to use Instagram (82% vs. 71%), Pinterest (43% vs. 7%) while males are more likely than females to use YouTube (91% vs. 83%).



# PLATFORM USAGE BY AGE

The number of platforms currently used drops off at all ages in comparison to those ever used. The largest drop-offs between the top five social media platforms are Twitter (24% difference between ever used and currently used), Snapchat (12% difference) and Facebook (11%) difference.

The number of social media platforms **ever used** plateaus at aged 19, whereas the number of social media platforms **currently used** stops increasing at age 16.



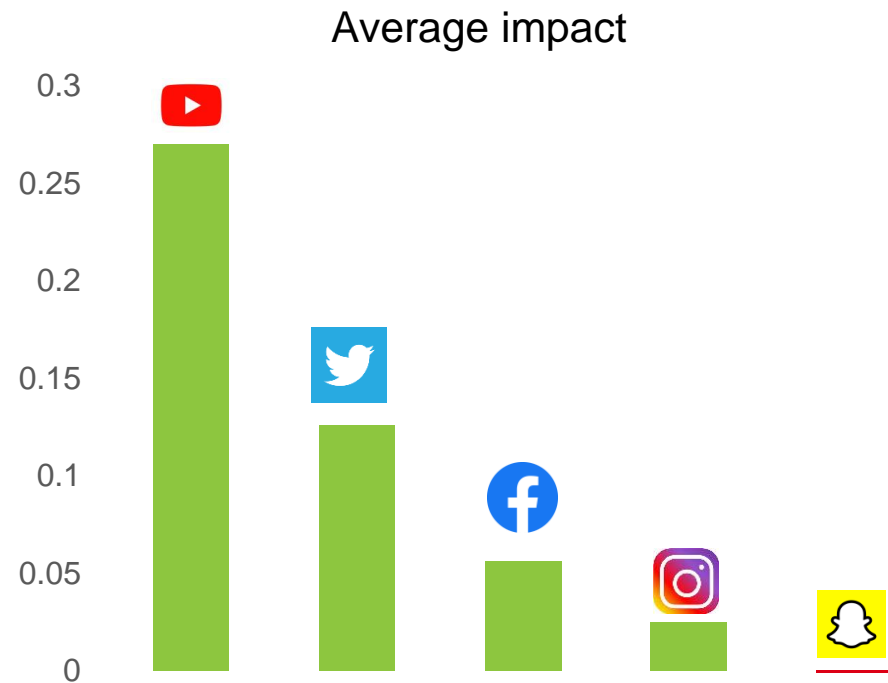
Base: All respondents excluding none of these (n=504-508)

Q7. Which of these have you ever used?

Q8. Which of these do you currently use?



# IMPACT OF SOCIAL MEDIA PLATFORMS ON HEALTH AND WELLBEING



Based on an average score from the 14 health and wellbeing related statements, each social media platform was given a ranking of most positive to least positive impact. YouTube is the social media platform that has the most positive impact on health and wellbeing with Snapchat being ranked the lowest – its mean score indicates that overall it has a neutral to slightly negative perceived impact on health and wellbeing.

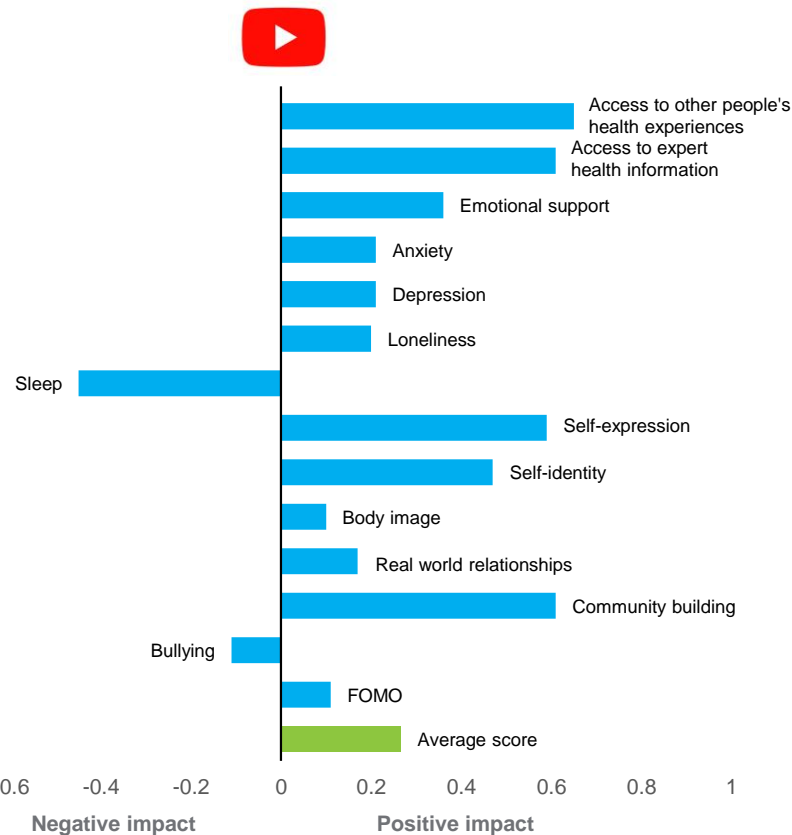
Our findings are similar to the UK study which found that YouTube was the most positive social media platform while Instagram and Snapchat were the most negative.

# IMPACT OF YOUTUBE

YouTube is perceived to have the most positive impact on young people's health and wellbeing across all the social media platforms. Those who use it feel YouTube impacts most positively on their access to other people's health experiences and most negatively on their sleep (quality and amount of sleep).

Compared with 13-15 year olds those aged 19-24 feel YouTube has a more positive impact on their access to other people's health experiences (0.76 cf. 0.47 13-15 years), access to expert health information (0.74 cf. 0.37) and community building (0.65 cf. 0.41). Those 16-18 years are more likely than 13-15 year olds to have a positive impact from YouTube on their self expression (0.68 cf. 0.42), self identity (0.61 cf. 0.33) and community building (0.72 cf. 0.41).

Compared with the total, females feel YouTube has a more negative impact on their anxiety (0.11 cf. 0.21), bullying (-0.18 cf. -0.11) and FOMO (0 cf. 0.11), but a more positive impact on their access to other people's health experiences (0.74 cf. 0.65) and self identity (0.56 cf. 0.47).



Base: Respondents who have ever used YouTube (n=469)

Q13. To what extent do you think **YouTube** has either a positive or negative impact for you on the following?

# IMPACT OF TWITTER

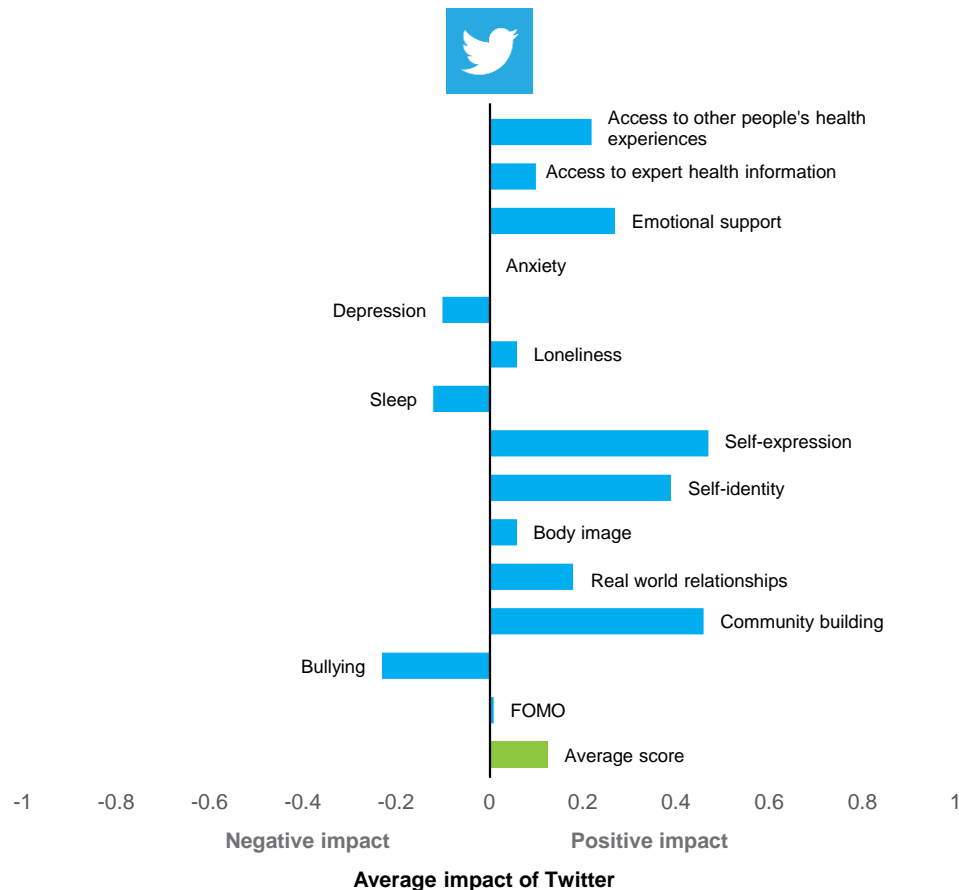
Young people tend to rate most of the statements as being positively or neutrally impacted by Twitter, with the exception of bullying, sleep and depression.

The statements that people perceive Twitter to impact most positively are community building (feeling part of a community of likeminded people) and self-expression (the expression of your feelings, thoughts and ideas).

The most negative impact being on bullying (threatening or abusive behaviour towards you).

Compared with the total results, females perceive Twitter to positively impact their emotional support (0.4 cf. 0.27 total), depression (0.03 cf. -0.1), loneliness (0.15 cf. 0.06), self expression (0.63 cf. 0.47) and self identity (0.5 cf. 0.39).

Those aged 16-24 years are significantly more likely to believe Twitter positively impacts upon their community building (0.53 cf. 0.46)



# IMPACT OF FACEBOOK

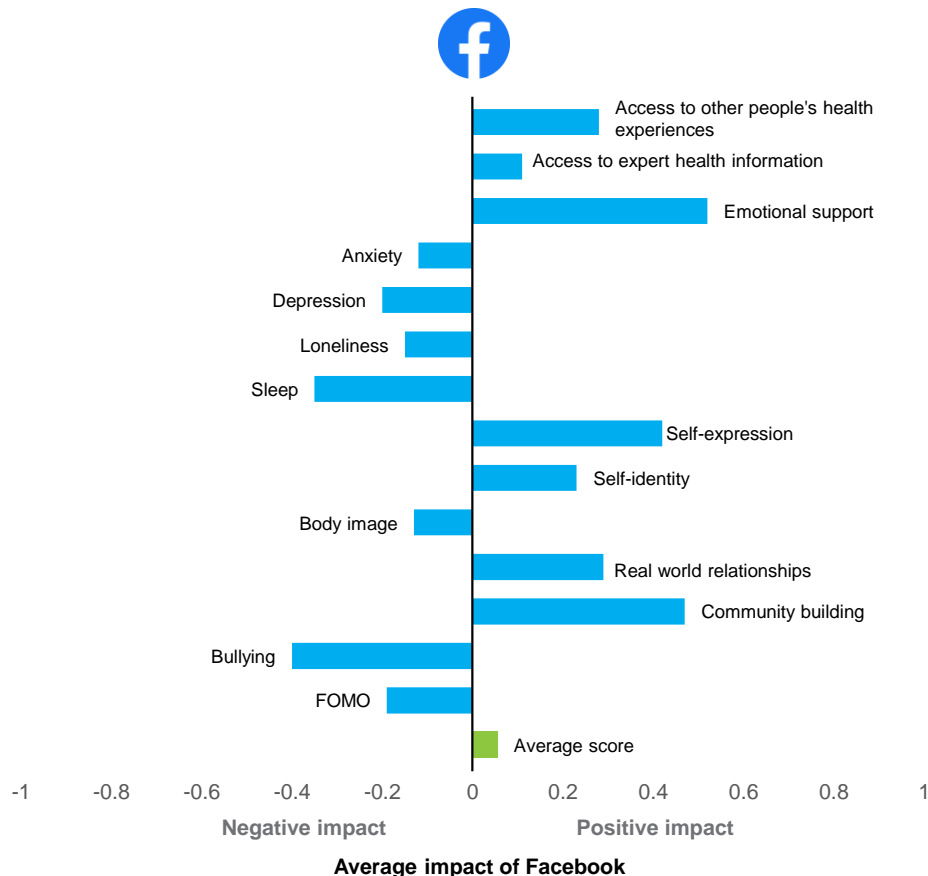
The impact of Facebook on young people's health and wellbeing is perceived to be slightly positive among those who have ever used it.

They indicate that this social media platform has the most positive impact on emotional support (empathy and compassion from family and friends).

The largest negative impact that Facebook has is on bullying (threatening or abusive behaviour towards you), a score that is the lowest across all the social media platforms.

Those who currently use Facebook are more positively impacted by Facebook's ability to provide emotional support (0.59 cf. 0.52).

Compared with the total, females are more positively impacted by Facebook for emotional support (0.71 cf. 0.52 total), real world relationships (0.51 cf. 0.29), community building (0.61 cf. 0.47). Females are more likely to believe Facebook negatively impacts on FOMO (fear of missing out) (-0.27 cf. -0.19) and sleep (-0.44 cf. -0.35).



# IMPACT OF INSTAGRAM

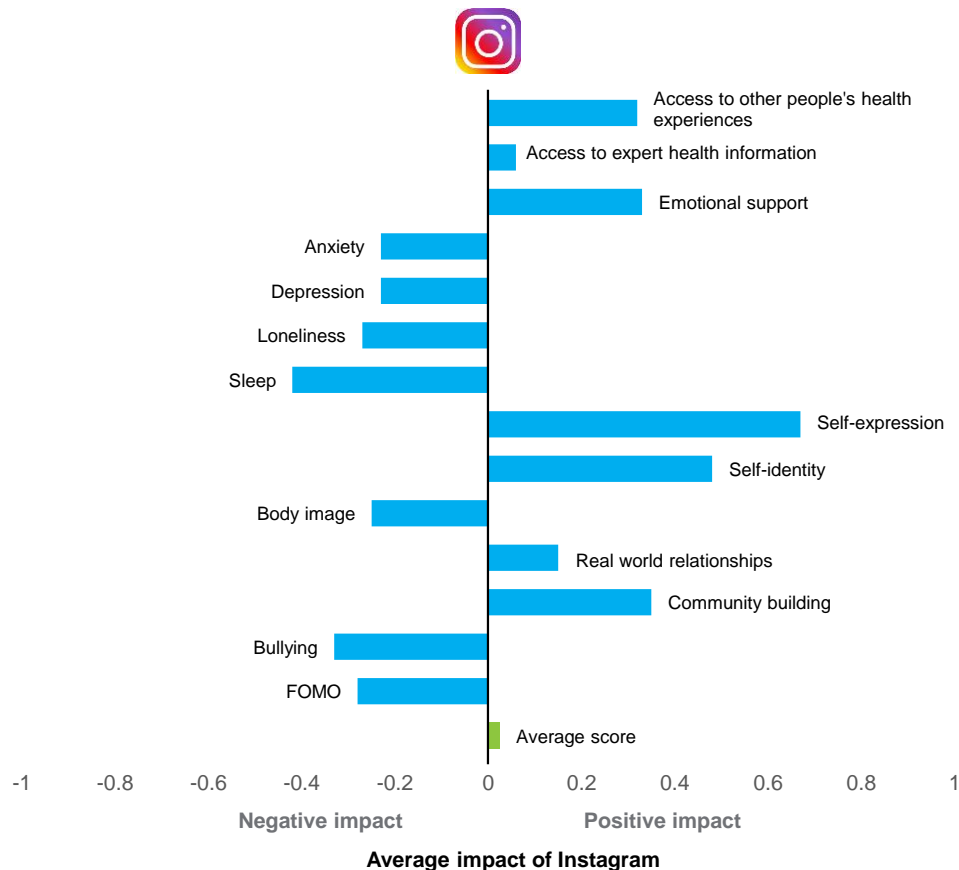
Overall, Instagram has a fairly neutral impact on young people's health and wellbeing.

Instagram has the most positive impact on young people's self expression (the expression of your feelings, thoughts and ideas) – a result that is highest across all social media platforms.

People felt that Instagram had the most negative impact on their sleep (quality and amount of sleep).

Those over 16 are more likely to believe Instagram negatively impacts upon depression (-0.31 cf. -0.23 total) and body image (-0.34 cf. -0.25). Whereas those aged 13-15 years tend to have a more neutral view, having significantly higher scores on loneliness (0 cf. -0.27 total), depression (0.03 cf. -0.23), body image (0.04 cf. -0.25)

Females are more likely than males to think Instagram positively impacts on their self expression (0.78 cf. 0.53 males) and self identity (0.59 cf. 0.33 males).



Base: Respondents who have ever used Instagram (n=425)

Q10. To what extent do you think **Instagram** has either a positive or negative impact for you on the following?



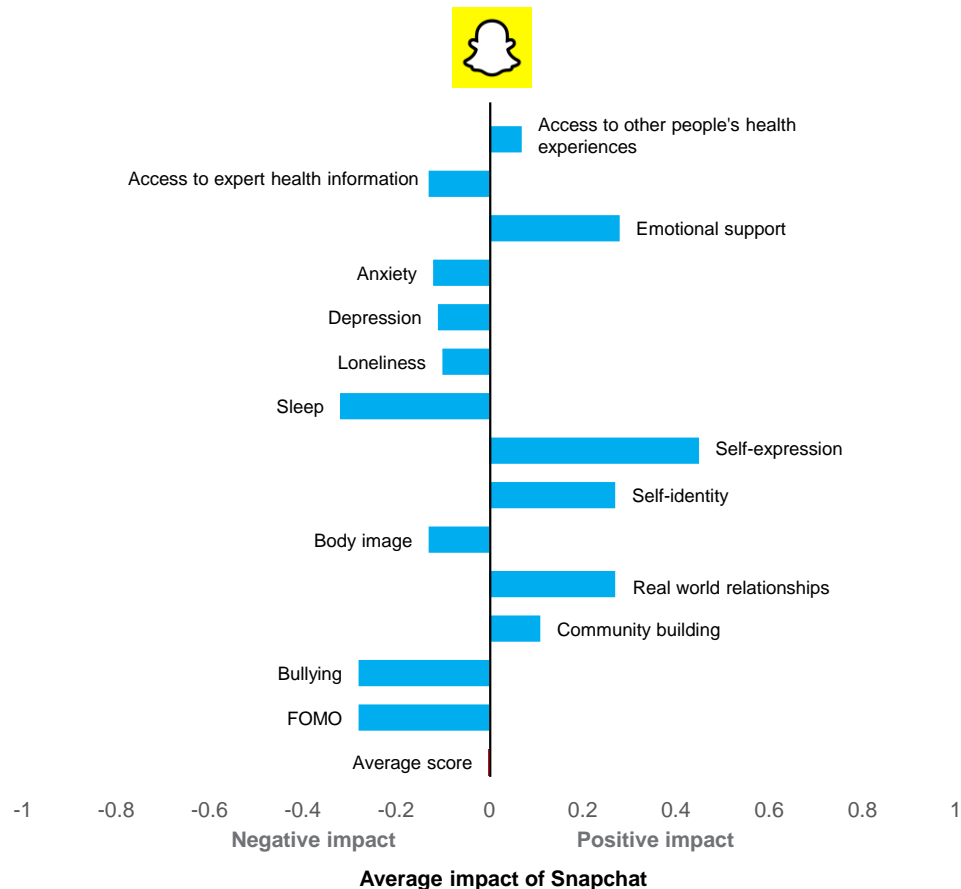
# IMPACT OF SNAPCHAT

Across the platforms Snapchat has the least positive impact on young people's health and wellbeing with the mean score being slightly on the side of negative.

Young people felt that their self-expression was most positively impacted by Snapchat, where as sleep, bullying and FOMO were the most negatively impacted. Interestingly, people felt their access to expert health information was negatively impacted by Snapchat, an attribute that was positively impacted in all other social media platforms.

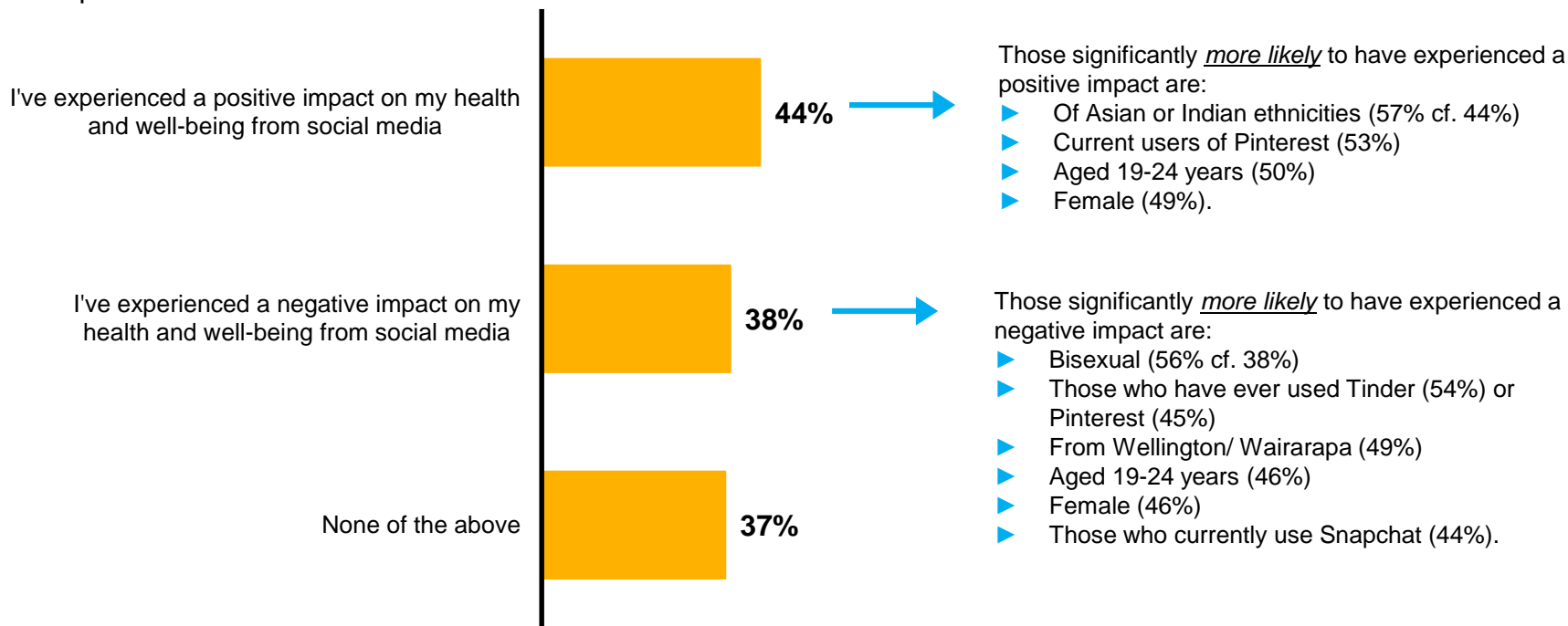
Compared with the total mean scores, females felt Snapchat impacted more negatively on their loneliness (-0.17 cf. -0.1 total), and FOMO (fear of missing out) (-0.39 cf. -0.28). However, Snapchat also had a more positive impact on their real world relationships (0.38 cf. 0.27), community building (0.2 cf. 0.11) and emotional support (0.42 cf. 0.28).

Compared with 13-15 year olds, those aged 16-24 felt Snapchat had a more negative impact on their anxiety (-0.18 cf. 0.13 13-15 years), body image (-0.2 cf. 0.12) and FOMO (-0.36 cf. 0.04).



# IMPACT ON HEALTH AND WELLBEING

More than two in five (44%) have experienced a positive impact on their health and wellbeing from social media. Slightly fewer (38%) have experienced a negative impact on their health and wellbeing and just over a third had not experienced either.



Base: All respondents (n=509)

Q15. Has social media ever had a positive or negative impact on your health and well-being?

*"I have made some amazing friends through social media, it has helped me develop my style through other people. It has allowed me to sometimes express myself in ways I wouldn't be able to in real life."*

**Female, 20 years**

*"Ability to express myself and grow as an individual. Gain self confidence within my abilities. Sharing and expanding my talents through the use of technology. A sense of belonging to a wider community."*

**Male, 13 years**

*"I can connect with friends and people from all over the world dealing with the same things as me. I can talk and share things at any time."*

**Female, 15 years**

*"As a travel blogger I have a community around me on social media and I personally got into Yoga after following Yogagirl and some of my travel blogging friends. There is a lot of people talking about yoga online so I thought I would try it and I love it - especially for my mental health."*

**Female, 24 years**

## HOW SOCIAL MEDIA HAS POSITIVELY IMPACTED HEALTH AND WELLBEING

*"Had depression and [social media] somewhat helped to take my mind off things. Can reconnect with people who I lost some contact with."*

**Female, 21 years**

*"I have had a new way to find out about what is going on and been able to talk to my friends when they are away. I don't share personal stuff for what should be obvious reasons so I have not experienced anything negative."*

**Male, 20 years**

*"It has made it easier to plan stuff with friends and when I meet new people, I can give them access to something for them to remember me by."*

**Male, 16 years**

*"Well I'm on private so it's mostly my friends and I can let them know if I'm feeling down or if I'm feeling happy and they can help me out which has a positive impact on me."*

**Female, 16 years**

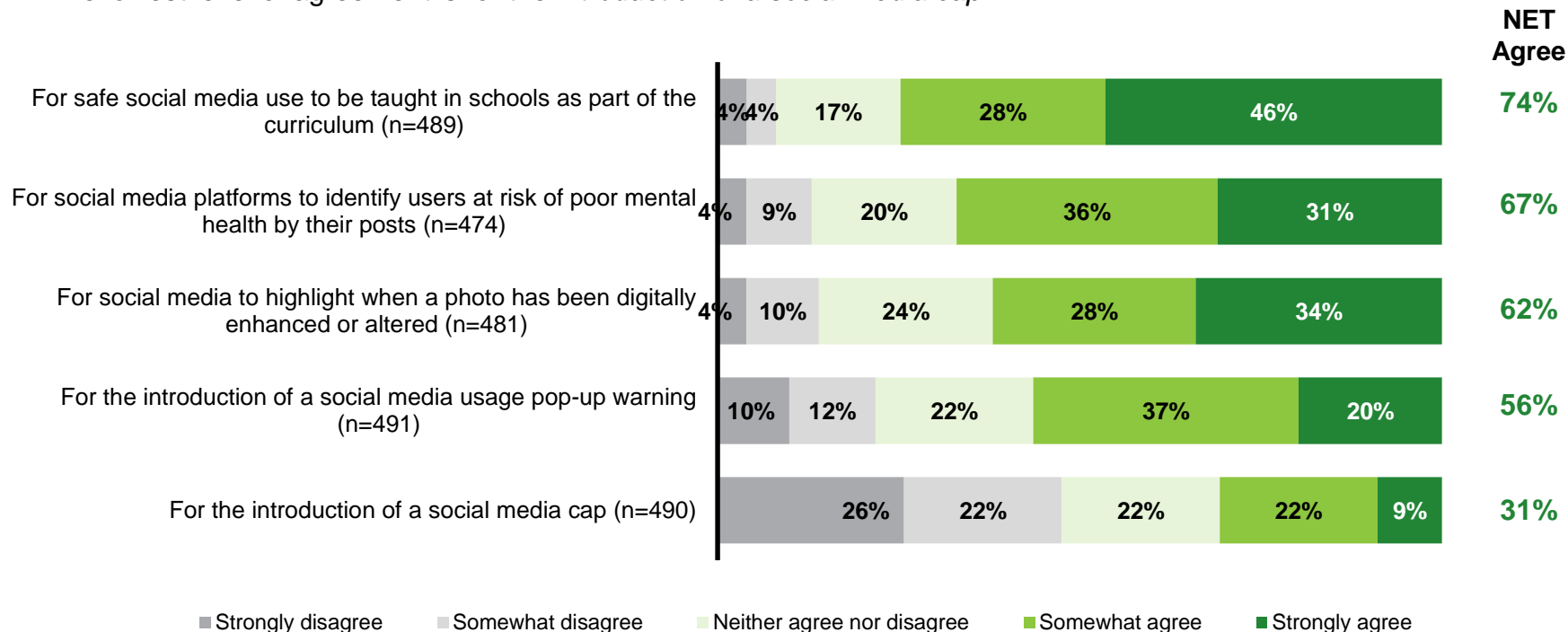
*"It's good to keep up with my friends and also meeting new people. Even if they don't give you a positive impact, you can just block them."*

**Male, 13 years**



# IDEAS FOR FUTURE SOCIAL MEDIA USE

Three-quarters of young people agree that *safe social media use should be taught in schools as part of the curriculum*.  
The lowest level of agreement is for the *introduction of a social media cap*.



# IDEAS FOR FUTURE SOCIAL MEDIA USE



**74% agree**

Safe social media use should be taught in schools as part of the curriculum

Those significantly more likely to agree are:

- ▶ From Auckland/ Rodney (82% cf. 74% total)
- ▶ Of Christian faith (82%)
- ▶ Those who use Pinterest currently (81%) or ever (79%)
- ▶ Female (79%)
- ▶ Heterosexual (78%).



**67% agree**

Social media platforms should identify users with poor mental health

Those significantly more likely to agree are:

- ▶ Heterosexual (71% cf. 67% total)

Those who identify as NZ Māori are significantly less likely to agree with this statement (50% cf. 67%).



**62% agree**

Social media should highlight when a photo has been digitally enhanced or edited

Those significantly more likely to agree are:

- ▶ Heterosexual (66% cf. 62% total)
- ▶ Those who identify as European (65%)

Those who have ever used TikTok or currently use Snapchat are significantly less likely to agree with this statement (48% and 58% respectively).

# IDEAS FOR FUTURE SOCIAL MEDIA USE



**56% agree**

With the introduction of a social media usage pop-up warning

Those significantly *more likely* to agree are:

- ▶ Those who have ever sought help for issues experienced on social media (69% cf. 56% total)
- ▶ Female (62%)
- ▶ Heterosexual (60%).



**31% agree**

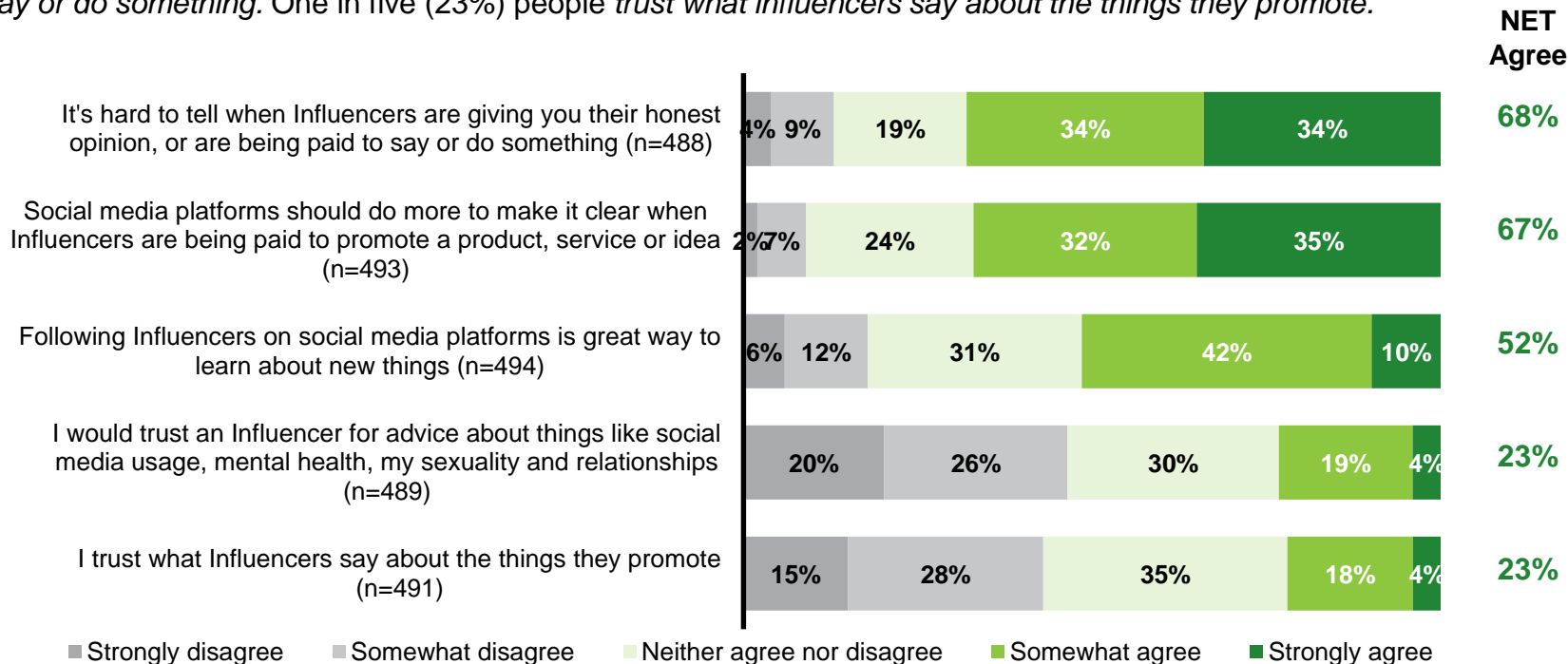
With the introduction of a social media cap

Those significantly *more likely* to agree are:

- ▶ Those who currently (48% cf. 31% total) or have ever (46%) used TikTok
- ▶ From Auckland/ Rodney (44%)
- ▶ Those who have ever sought help for issues experienced on social media (42%)
- ▶ Of Christian faith (39%)
- ▶ Aged 16-18 years (38%).

# SOCIAL MEDIA INFLUENCERS

Seven in ten (68%) agree that *it's hard to tell when influencers are giving you their honest opinion, or are being paid to say or do something*. One in five (23%) people *trust what influencers say about the things they promote*.



Base: All respondents excluding Don't know

Q17. Social media platforms after feature **influencers** – people that are sometimes paid or given products to promote different things. For the following list of statements, please tell us how much you agree or disagree with each of them.



# SOCIAL MEDIA INFLUENCERS



**68% agree**

It's hard to tell when influencers are giving you their honest opinion

Those significantly more likely to agree are:

- ▶ From Auckland/ Rodney (75% cf. 68% total)
- ▶ Female (74%)

Those significantly less likely to agree are:

- ▶ Male (62% cf. 68%).



**67% agree**

Social media platforms should do more to make it clear when influencers are being paid

Those significantly more likely to agree are:

- ▶ From Wellington/ Wairarapa (79% cf. 67% total)
- ▶ Female (75%)

Those significantly less likely to agree are:

- ▶ Those who have ever used Tinder (57%)
- ▶ Male (59%).



**52% agree**

Following influencers on social media is a great way to learn about new things

Those significantly more likely to agree are:

- ▶ Those who use Pinterest currently (59% cf. 52% total) or have ever used it (57%)
- ▶ Those who have ever used Twitter (58%)
- ▶ Female (56%).

Base: All respondents excluding Don't know

Q17. Social media platforms after feature **influencers** – people that are sometimes paid or given products to promote different things. For the following list of statements, please tell us how much you agree or disagree with each of them.

# SOCIAL MEDIA INFLUENCERS



**23% agree**

They'd trust an influencer for advice about things like social media usage and mental health

Those significantly more likely to agree are:

- ▶ Those who have ever sought help for issues experienced on social media (40% cf. 23% total).



**23% agree**

They trust what influencers say about the things they promote

Those significantly more likely to agree are:

- ▶ Those who have ever sought help for issues experienced on social media (31% cf. 23% total)

Those significantly less likely to agree are:

- ▶ Aged 24 years (12% cf. 23%).

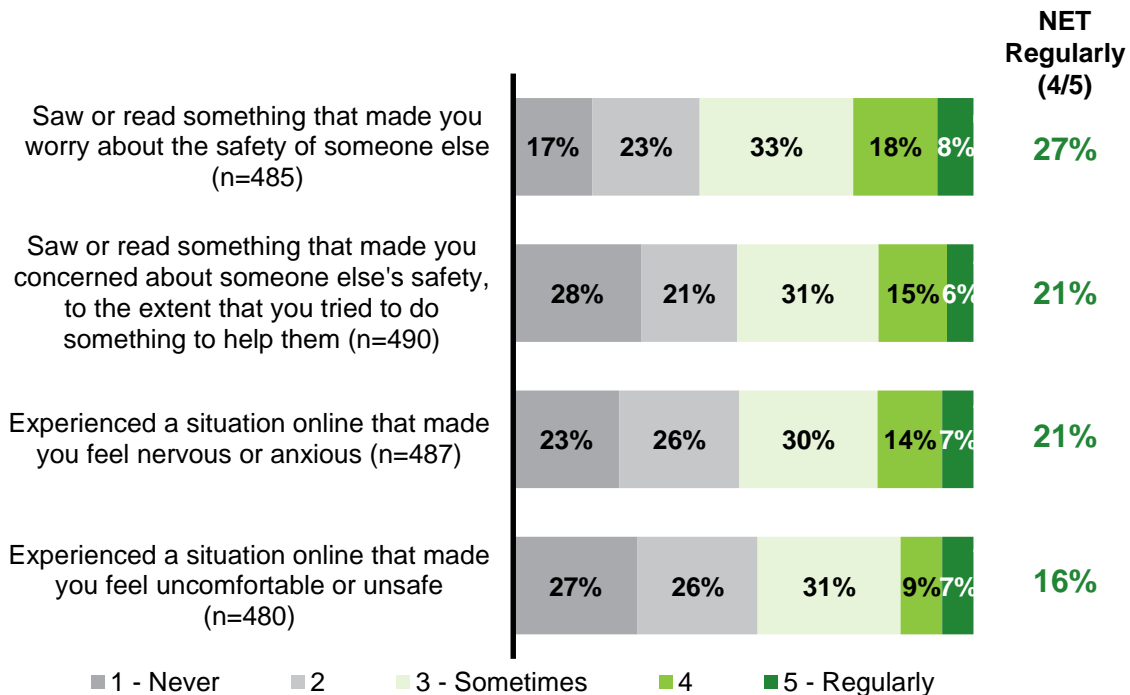
Base: All respondents excluding Don't know

Q17. Social media platforms after feature **influencers** – people that are sometimes paid or given products to promote different things. For the following list of statements, please tell us how much you agree or disagree with each of them.

# ONLINE SAFETY

A quarter (27%) of young people have regularly seen or read something that made them worry about the safety of someone else. Those who currently use TikTok (43%) or are aged 16-24 years (30%) are more likely to regularly experience this.

One in five have *saw or read something that made them concerned about someone else's safety to the extent that they tried to do something to help them*. Those who have ever sought help for an issue they'd experienced on social media were more likely to try and help others (41% cf. 21% total), as well as those who currently use TikTok (35%) or have ever used Tinder (30%). Those aged 13-15 years were less likely to have regularly experienced situations where they've had to offer help (14% cf. 21%).



Base: All respondents excluding Don't know

Q18. How often have you ever experienced the following while using a social media platform?

*"Got in touch with them more personally. Tried to meet in person when possible."*

**Female, 24 years**

*"Reported to the social media my concern. That's all you can do really."*

**Female, 18 years**

*"I have reached out to people who know them better to personally make sure that they are okay, is it is easier geographically for them to contact them."*

**Female, 22 years**

*"Talked and offered advice and different support networks."*

**Male, 15 years**

*"Talked them through issues referred them to other online services like Youthline and advised them where to get help in their life and how to ask for help."*

**Gender diverse, 22 years**

## TYPES OF HELP PEOPLE HAVE GIVEN

*"Be someone for them to confide in and use my own experiences to guide them through it."*

**Male, 22 years**

*"Joined a group that provided support to teens having suicidal thoughts but my mum made me stop as she felt it was too much responsibility and that only trained people should do that. At first I was angry and felt guilty for not being there for others, but eventually felt she was right as it was making it hard to sleep or function when dealing with the depression and needs of so many strangers online. Better to support myself and my actual friends than have so much of my emotional life taken up with very needy young people, I got too caught up in negative thoughts for a while, feeling bad for everyone who was going through bad stuff. I was 13 when I was helping, just a bit too young. Would be better at managing my response now at 16. But now I try to help friends at school and be involved in community instead of online community."*

**Male, 16 years**

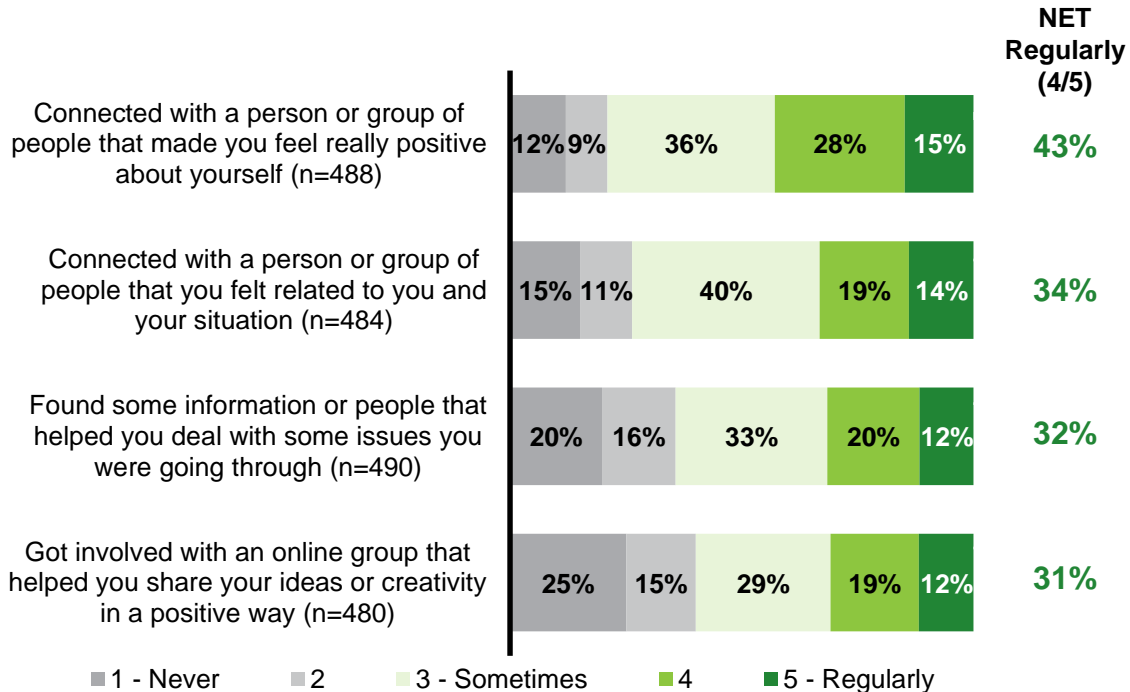
*"Showed a post to my mum and asked her advice."*

**Female, 16 years**

# ONLINE COMMUNITY

Two in five (43%) young people have regularly connected with a person or a group of people that made them feel positive about themselves. Those who currently use TikTok (63%) or have ever used Twitter (50%) or Pinterest (49%) are significantly more likely to have regularly experienced this.

A quarter (25%) of young people have never got involved with an online group that helped you share your ideas or creativity in a positive way. Those more likely to have never experienced this are 13 years old (41%) or have never sought help for issues experienced on social media (29%).



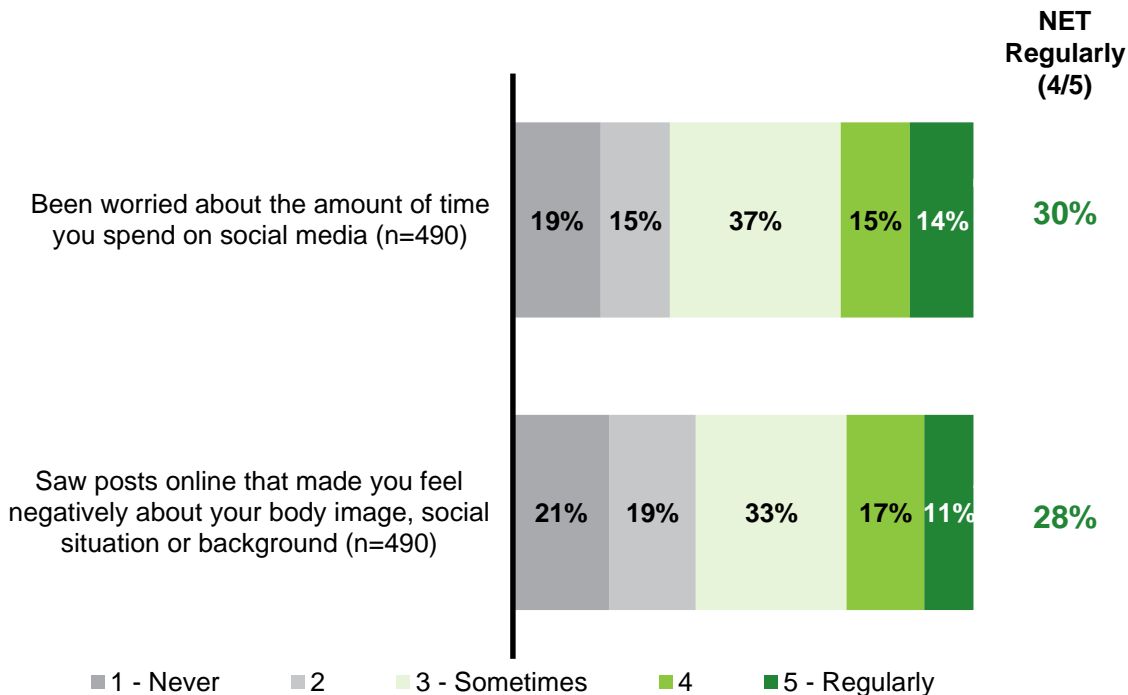
Base: All respondents excluding Don't know

Q18. How often have you ever experienced the following while using a social media platform?

# ONLINE CONCERNS

Almost a third (30%) have regularly been worried about the amount of time they spend on social media. Those who have ever used TikTok (40% cf. 30%) or Pinterest (36%) are significantly more likely to be concerned about the amount of time they spend on social media. Those aged 19-24 (36%) and females (35%) are also more likely to have regular concerns.

A similar amount (28%) have regularly seen posts online that make them feel negatively about their body image, social situation or background. Those who are bisexual (45%), have a disability (45%), are aged 19-24 (38%) or are female (35%) are more likely to regularly experience this. Those who have ever used Tinder (44%), Twitter (36%) or Pinterest (34%) along with those who currently use Pinterest (38%) or Facebook (32%) also experience this more regularly.

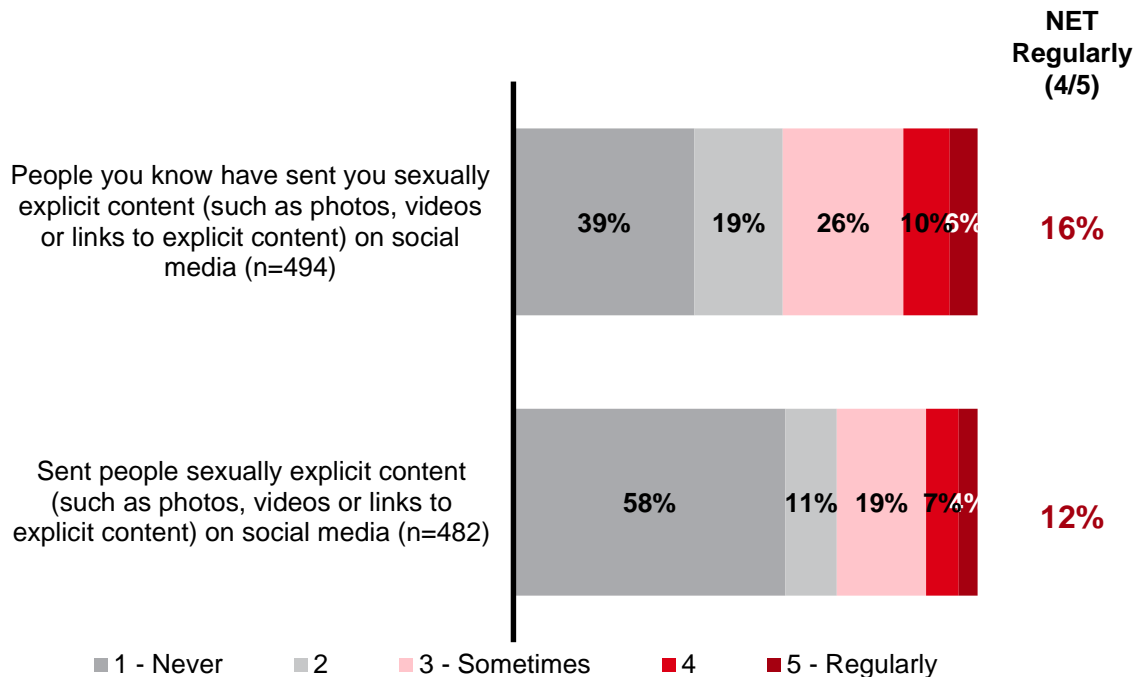




# SEXUAL CONTENT

16% of young people have regularly had people they know sending them *sexually explicit content on social media*. People aged 23 years (33%) or those who have ever sought help after experiencing an issue on social media (24%) are more likely to have had people send them sexually explicit content on a regular basis. Those who have ever used Tinder (26%), Twitter (22%) or Pinterest (21%) and/or currently use Pinterest (22%) and Snapchat (21%) are also significantly more likely to regularly experience this.

One in ten (12%) have *sent people sexually explicit content on social media*. Those more likely to regularly do so have a disability (30% cf. 12%), are bisexual (25%) or are from Wellington/Wairarapa (20%). Those who currently use Twitter (23%) or Snapchat (15%) are also more likely to regularly send sexual content on social media.





# OPINIONS ON SEXTING

Of the 58% who agreed to answer questions on sexting, two-thirds (65%) agree that they usually prefer not to engage in sending texts to others.

Half (51%) of young people agree that no *one they have sent sexts to would share them without their permission.*

However, two in five (43%) are worried that *someone will share their sexts without their permission.* Those of Christian faith are more likely to agree with this statement (60% cf. 43%).

A third of young people agree that *sexting is a good way for them to be sexual without physical sexual contact (35%)* and *usually sexting makes them feel attractive (33%).*

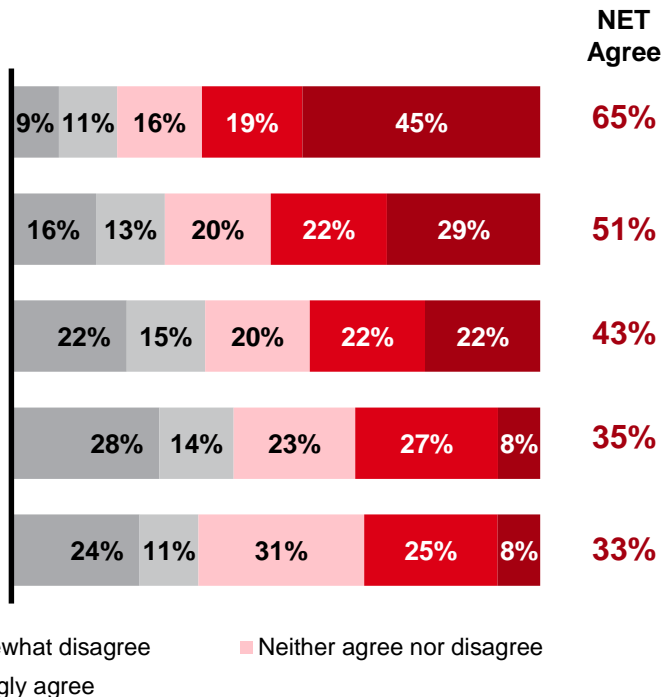
Usually, I would prefer not to engage in sending texts to others (n=258)

No one I have sexted would forward or share my sexts without my permission (n=178)

I am worried that someone will forward or share my sexts without my permission (n=191)

Usually, sexting is a good way for me to be sexual without physical sexual contact (n=234)

Usually, sexting makes me feel attractive (n=223)



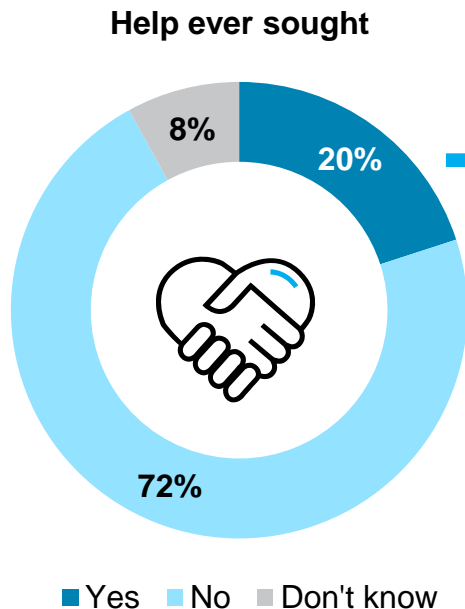
Base: Respondents who agreed to answer questions relating to sexting, excluding Don't know

Q20a. Please tell us how strongly you agree or disagree with the following statements. Please note, 'sexting' includes sending or receiving sexually explicit messages, photos, and images.



# HELP SOUGHT FOR SOCIAL MEDIA ISSUES

One in five (20%) have ever sought help from anyone for issues or concerns they might have had about something they've experienced on social media.



Those significantly *more likely* to have sought help are:

- ▶ Those who currently use (33% cf. 20%) or have ever used (29%) TikTok
- ▶ Aged 16-18 years (29%)
- ▶ Of Christian faith (28%)
- ▶ Those who have ever used Pinterest (24%)
- ▶ Female (23%).

*"Social media and the real world are big places. You shouldn't let yourself be upset or defined by one incident and you should move on because there are absolutely other people out there who will appreciate and support you."*

**Female, 22 years**

*"They should talk to their family about this problem. Parents will always help their children with this."*

**Male, 21 years**

*"If it's something that upsets you, get off the internet even if it's just for 30 minutes or so, take a short walk or even catch up with friends/ talk with family members. If you're concerned for someone else, send them a quick short message asking if they're ok and try not to let it preoccupy your thoughts."*

**Female, 19 years**

*"Don't let other words to impact you don't let these things to control you. Listen to yourself rather than those quotes."*

**Male, 24 years**

## ADVICE FOR NEGATIVE SOCIAL MEDIA EXPERIENCES

*"I would tell them to ignore them. And just take a break to relax, or if those who are hurting their feelings or cyber bullying, to tell their parents."*

**Male, 20 years**

*"Speak with someone you trust, maybe a parent."*

**Female, 15 years**

*"To remember that what they see on social media is essentially a highlights reel of somebody else's life. In a world where comparison is such a huge thing - especially with younger teens - it is important to remember that the photos and videos they're seeing of their peers or even celebrities is almost always a highlight reel of that persons life! That person that seems so perfect is just as imperfect as everybody else - nobody's perfect..."*

**Female, 17 years**

*"To just ignore it. Social media has silly people using it."*

**Female, 14 years**

*"To ignore it, social media distorts things and can bring out the worst in people."*

**Female, 19 years**

*"Do not believe everything you see online, so many people aren't real and are only doing it for the fame and only wanting to get famous. You look beautiful the way you look and you don't need to look like every other person online."*

**Female, 20 years**

*"Take all the negative comments with a pinch of salt. Only be Facebook friends with people who you actually know and care about."*

**Female, 24 years**

*"Be careful and not use social media too young, also don't make your accounts public."*

**Female, 15 years**

*"To only follow those you really like and make you feel comfortable and safe and to speak up if it makes you feel uncomfortable or unsafe."*

**Female, 14 years**

*"Stay away from people you don't know, stick with friends and family."*

**Male, 13 years**

*"Don't take it so seriously and there are more important things to worry about."*

**Male, 23 years**

## ADVICE FOR YOUNGER SELF TO ENSURE A POSITIVE SOCIAL MEDIA EXPERIENCE

*"To treat people how you want to be treated and don't do anything stupid online because it will always be out there on the internet forever."*

**Male, 14 years**

*"Not spend too much time on social media because it can make you addicted and forget other things that are more worthy to spend time on."*

**Female, 16 years**

*"Ignore negative content, scroll past if you don't like something rather than comment on it or take it to heart."*

**Male, 15 years**

*"Simply put, to not use it as much. I used to spend more time worrying about what I was posting and what other people were posting on social media than being on the apps themselves. I feel as if I would want to let myself know that I should be confident in who I am as a person and not be caught up in what society thinks I should be etc."*

**Female, 17 years**

*"Follow positive things, follow friends, don't worry about celebs. Anything can look good on social media."*

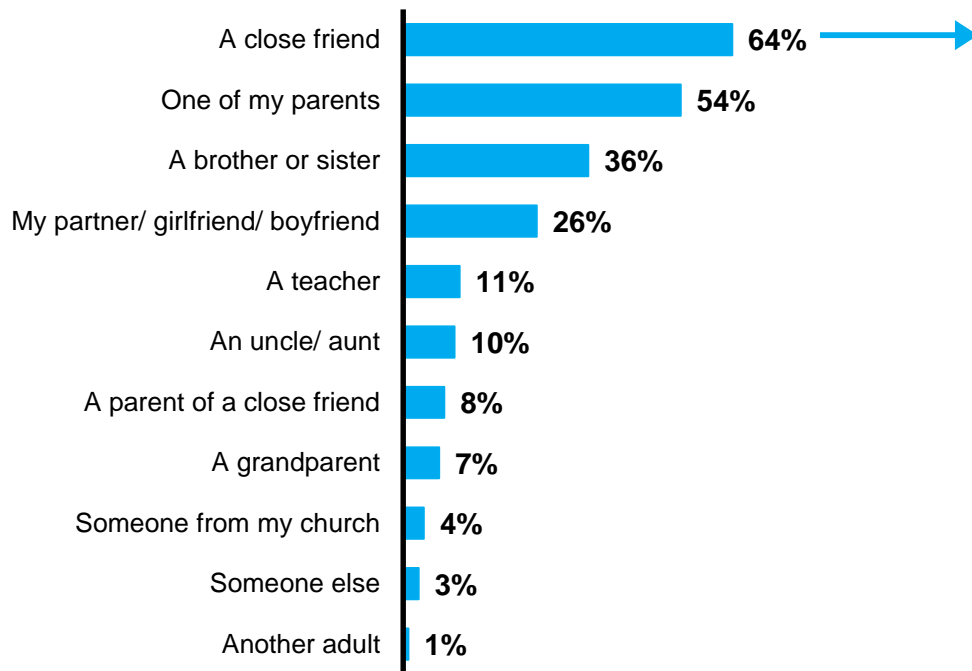
**Female, 21 years**

Base: All respondents

Q23. What advice would you give to your younger self (or a friend or family member) about what they can do to make sure they have a positive experience when on social networking sites?

# SUPPORT PEOPLE

Almost two-thirds (64%) of young people would trust a close friend to help them if they experienced something on social media that they felt they needed help to deal with. This is followed by trusting their parents (54%) and their siblings (36%).



Those significantly ***more likely*** to trust a close friend to help are:

- ▶ Those who have ever used WeChat (81% cf. 64%)
- ▶ From Wellington/ Wairarapa (77%)
- ▶ Those who have ever (75%) or currently use (73%) Pinterest
- ▶ Those who currently (74%) or have ever (72%) used Snapchat
- ▶ Those aged 16-18 years (72%)
- ▶ Female (70%)
- ▶ Those who currently (70%) or have ever (68%) used Facebook
- ▶ Those who have ever used Twitter (70%)
- ▶ Those who currently (69%) or have ever (68%) used Instagram.

Base: All respondents (n=509)

Q24. Which of the following people (if any), would you most trust to be able to help you if you ever experienced something on a social media platform that you felt you needed to get help to deal with?



# AGE

Age	Unweighted (n=509)	Weighted (n=509)
13 years	8%	8%
14 years	6%	8%
15 years	7%	8%
16 years	15%	8%
17 years	14%	9%
18 years	9%	8%
19 years	7%	8%
20 years	5%	8%
21 years	6%	9%
22 years	6%	8%
23 years	8%	8%
24 years	10%	8%

Base: All respondents (n=509)

Q3. How old are?



# GENDER

Gender	Unweighted (n=509)	Weighted (n=509)
Male	41%	51%
Female	58%	48%
Gender diverse	<1%	0%
Prefer not to say	1%	1%

Base: All respondents (n=509)

Q4. Are you...?

# REGION OF RESIDENCE

Region	Unweighted (n=509)	Weighted (n=509)
Whangarei/ Northland	2%	2%
Auckland/ Rodney	33%	33%
Hamilton/ Waikato	8%	9%
Tauranga/ Bay of Plenty	3%	3%
Rotorua/ Taupo	3%	2%
Gisborne	1%	1%
Napier/ Hastings/ Hawke's Bay	3%	3%
New Plymouth/ Taranaki	3%	2%
Whanganui/ Palmerston North/ Manawatu	4%	4%
Wellington/ Wairarapa	15%	14%
Nelson/ Tasman/ Marlborough	2%	4%
West Coast	1%	1%
Christchurch/ Canterbury	14%	14%
Dunedin/ Otago	6%	5%
Invercargill/ Southland	2%	2%
Live outside New Zealand	0%	0%

Base: All respondents (n=509)

Q5. Which region of New Zealand do you live in?

# ETHNICITY

<b>Ethnicity</b>	<b>Unweighted (n=509)</b>	<b>Weighted (n=509)</b>
<b>New Zealand European</b>	71%	71%
<b>Other European</b>	6%	6%
<b>New Zealand Māori</b>	16%	16%
<b>Cook Island Māori</b>	1%	1%
<b>Samoan</b>	2%	2%
<b>Niuean</b>	<1%	0%
<b>Tongan</b>	2%	1%
<b>Other Pacific Islander</b>	1%	1%
<b>Chinese</b>	7%	6%
<b>Indian</b>	4%	5%
<b>Other Asian</b>	4%	4%
<b>Other</b>	3%	3%

Base: All respondents (n=509)  
Q25. Which ethnic group do you belong to?

# SEXUALITY

Sexual orientation	Unweighted (n=509)	Weighted (n=509)
Heterosexual	66%	67%
Gay/ Lesbian	2%	1%
Queer	1%	1%
Bisexual	8%	7%
Pansexual	<1%	0%
Asexual	2%	2%
Other	4%	3%
Not sure	5%	5%
Prefer not to say	12%	13%

# RELIGION & DISABILITY

Religion	Unweighted (n=509)	Weighted (n=509)
Christian	26%	24%
Buddhist	1%	1%
Hindu	3%	2%
Muslim	1%	1%
Jewish	-	-
Other	3%	4%
No religion	60%	63%
Prefer not to say	6%	6%

Disability	Unweighted (n=509)	Weighted (n=509)
Yes	8%	9%
No	89%	88%
Prefer not to say	3%	3%

Base: All respondents (n=509)

Q27. What is your religion?

Q28. Do you consider yourself to have a disability?

# NOTES TO THE REPORT

These results are based on feedback from 509 people who completed an online questionnaire from an external panel (n=446) and social media adverts on Facebook, Instagram and Snapchat (n=63).

The data used in this report is weighted based on gender and age of the General New Zealand population and the margin of error on the data (sample size n=509) is +/- 4.4%.

Statistically significant differences in this report are significant at the 95% confidence level. That is, we are 95% confident results are not just normal expected variances that result from talking to a different sample within the same population (note: the smaller the sample size, the higher the expected variance between samples and less likely that there will be statistically significant differences).

Fieldwork for this study ran from the 18<sup>th</sup> to 29<sup>th</sup> of July 2019.

