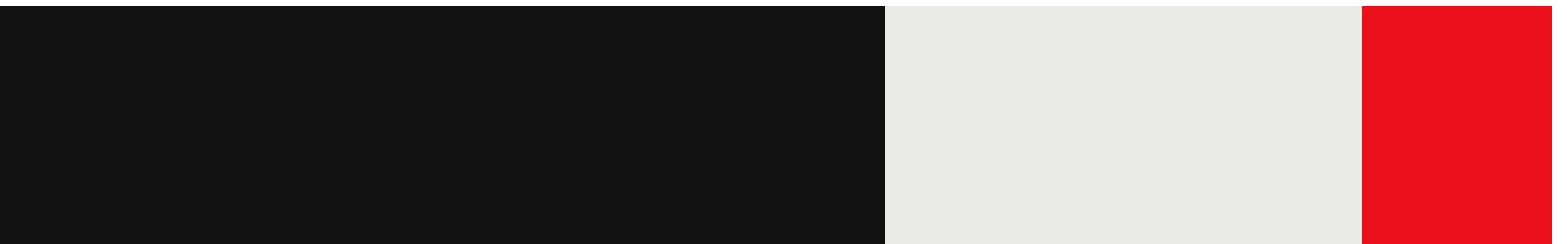




Teens don't trust Big Tech to protect them

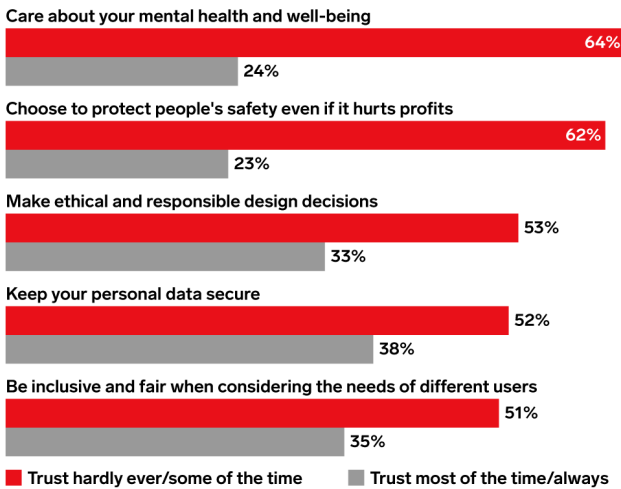
Article



Teens Report Low Levels of Trust in Tech Companies' Priorities

% of US teens, May 2024

Q: Overall, how much of the time do you think you can trust major technology companies (i.e., Google, Apple, Meta, TikTok, Microsoft, etc.) to _____?



Note: ages 13-18

Source: Common Sense, "Teens, Trust, and Technology in the Age of AI: Navigating Trust in Online Content" conducted by Ipsos, Jan 29, 2025

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Key stat: 64% of teens said major tech companies like [Google](#), Apple, and [Meta](#) don't care about their mental health or well-being, and 62% don't believe they will protect their safety at the expense of profit, according to a January 2025 Common Sense Media report.

Beyond the chart:

- On April 9, Former Meta policy executive Sarah Wynn-Williams told a US Senate subcommittee that the tech company actively targeted teens based on their emotional state.
- 23% of 13-24-year-olds spend their screen time gaming, followed by 21% who spend it with online video, according to a January 2025 HubResearch Report.

Use this chart: Marketers can use this chart to consider the perception of teens toward major tech companies when targeting them in campaigns, and think about connecting with them in spaces that prioritize their privacy.

Related EMARKETER reports:

- [US Teen Digital Habits 2025](#) (EMARKETER subscription required)

- **Youth and Social Media** (EMARKETER subscription required)

Methodology: Data is from the January 2025 Common Sense report titled "Teens, Trust, and Technology in the Age of AI: Navigating Trust in Online Content." 1,045 US parents or guardians of teens ages 13-18, as well as one teenage child from each of their households, were surveyed online during March-May 2024. The survey was conducted in English and Spanish.