

HUNGARIAN TEENS ON THE NET 2025

Made by:  BeSocial



Online Survey

Since 2019, BeSocial has been conducting a comprehensive survey every two years **examining Hungarian teens' online habits** – *this is the fourth survey.*

Survey period: April 2025

Respondent age range: 14 – 25

Sample size: 1,550 participants



General internet usage and online information consumption



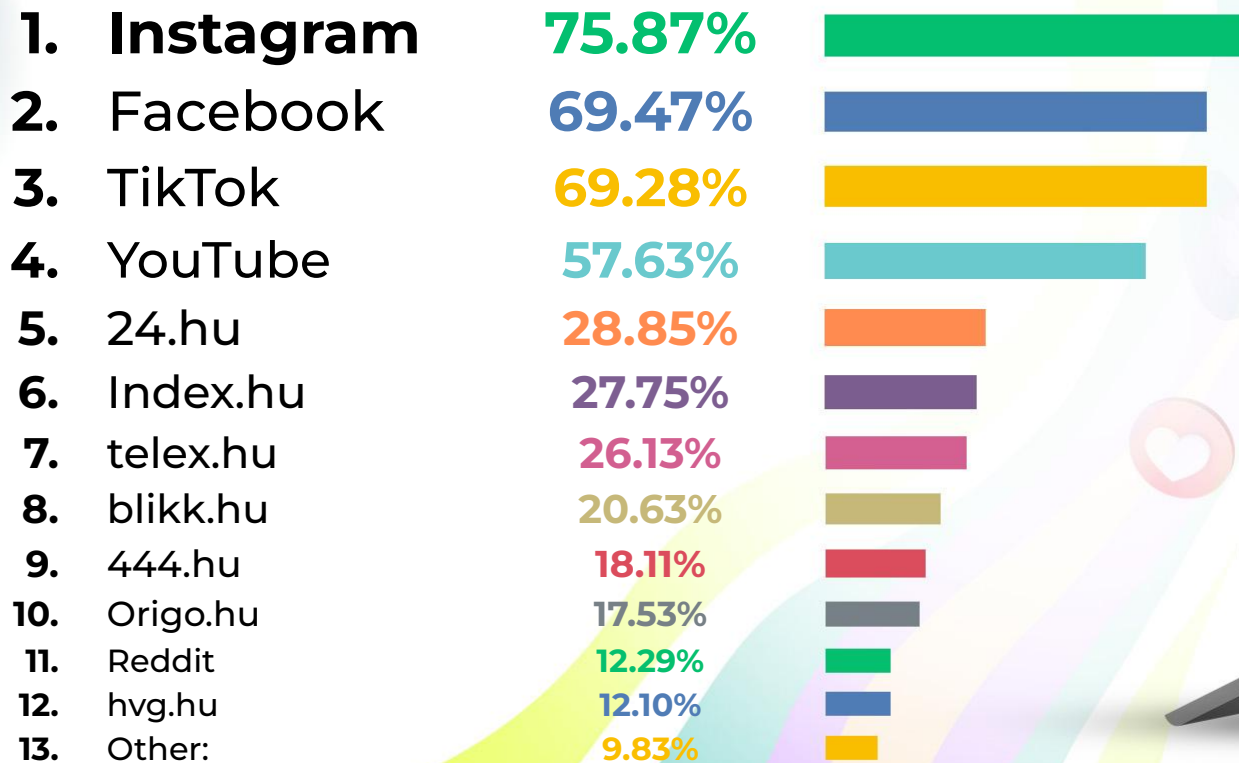
Do you use your mobile phone in the following situations?

(Multiple answers allowed)



What channels do you use to stay informed about the world?

(Multiple answers allowed)



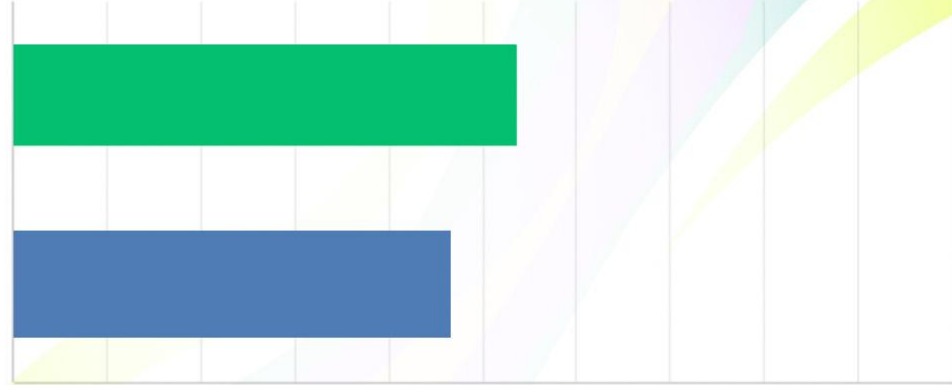
Do you listen to podcasts?

Yes

53.74%

No

46.26%



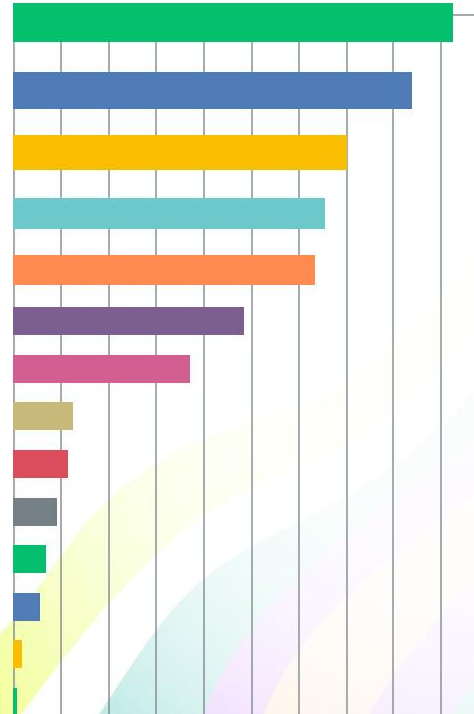
Teens and social media



Which platforms do you use daily?

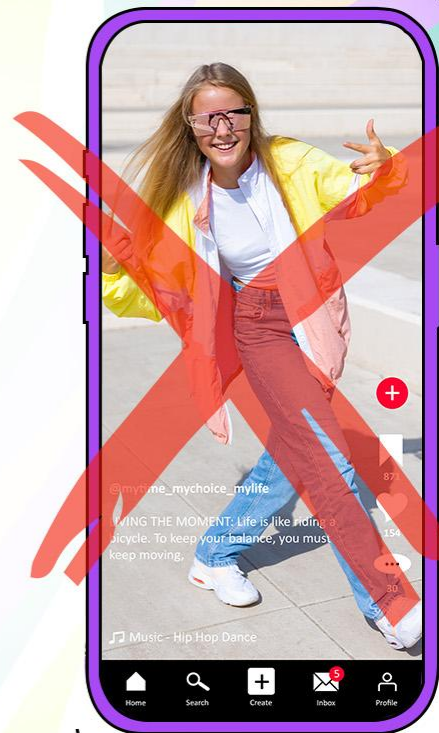
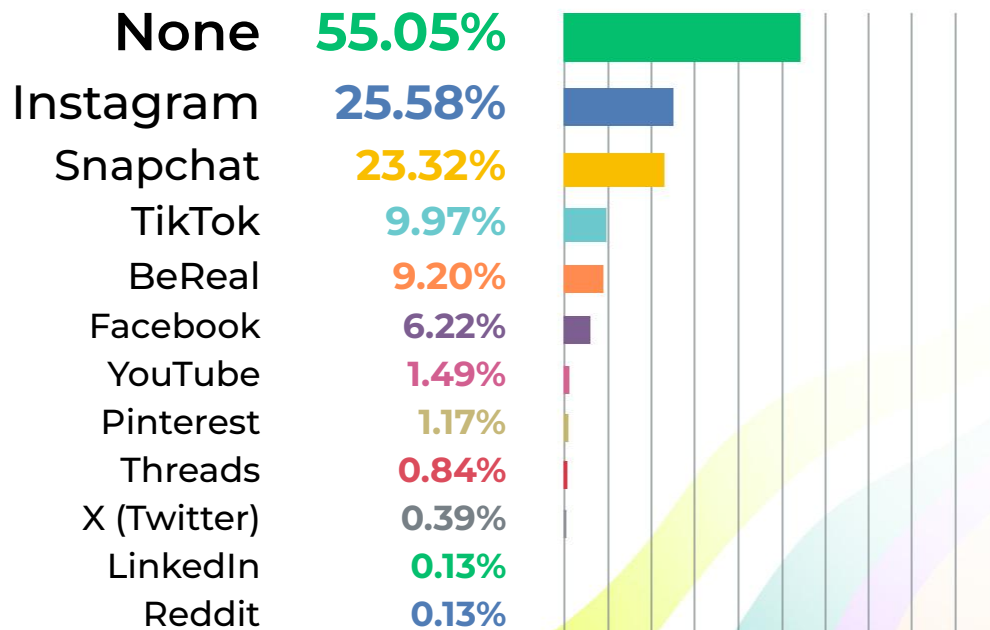
(Multiple answers allowed)

1. **Messenger** 92.90%
2. **Instagram** 84.26%
3. **TikTok** 70.52%
4. **Facebook** 66.19%
5. **YouTube** 63.81%
6. Snapchat 48.84%
7. Pinterest 37.81%
8. BeReal 12.65%
9. Discord 11.61%
10. Threads 8.90%
11. Reddit 7.03%
12. X (Twitter) 5.55%
13. LinkedIn 2.19%
14. None 0.19%



Which platforms do you post to almost every day?

(Multiple answers allowed)



Daily usage

vs. Regular posting

For boys, Discord ranked 6th in daily use, and **68%** of them said they don't regularly post on any platform.

1.	Messenger	92.90%	1.	None	55.05%
2.	Instagram	84.26%	2.	Instagram	25.58%
3.	TikTok	70.52%	3.	Snapchat	23.32%
4.	Facebook	66.19%	4.	TikTok	9.97%
5.	YouTube	63.81%	5.	BeReal	9.20%
6.	Snapchat	48.84%	6.	Facebook	6.22%

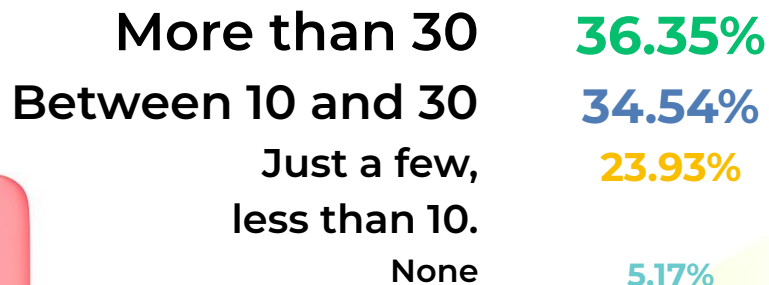
If you could only use one social media platform, which one would it be?

1.	Instagram	40.06%
2.	Messenger	21.16%
3.	TikTok	17.55%
4.	Youtube	8.97%
5.	Facebook	3.81%
6.	Pinterest	2.39%
7.	Discord	1.81%
8.	Snapchat	1.10%
9.	None	0.84%
10.	Reddit	0.77%

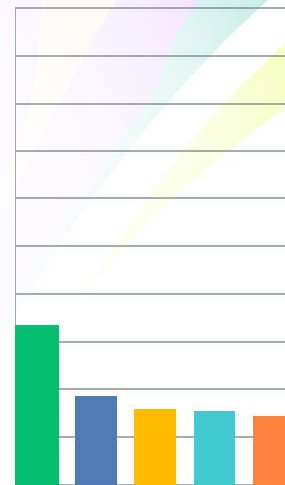
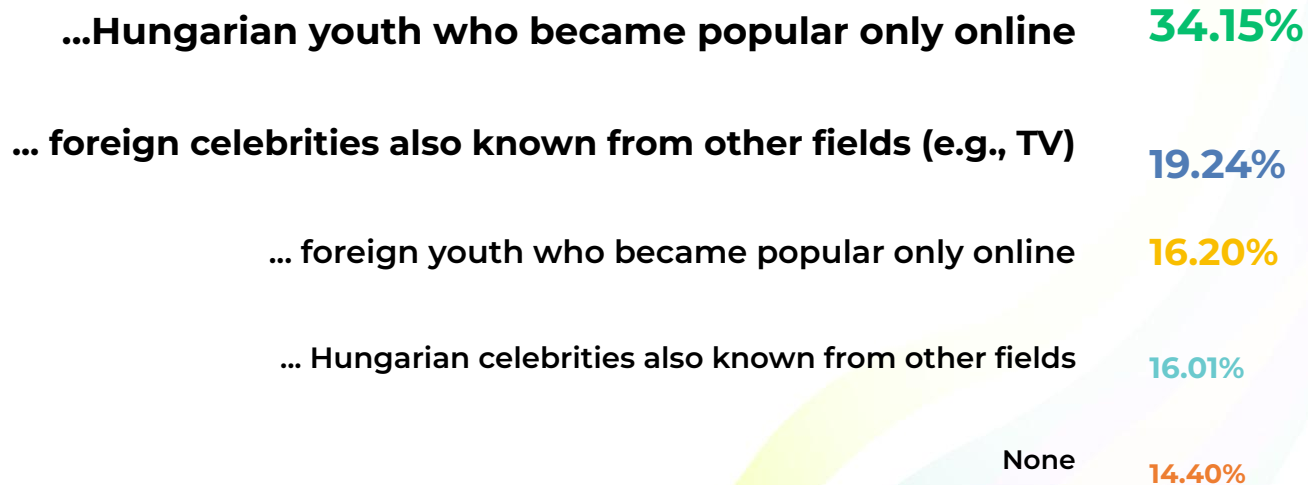
Teens and influencers



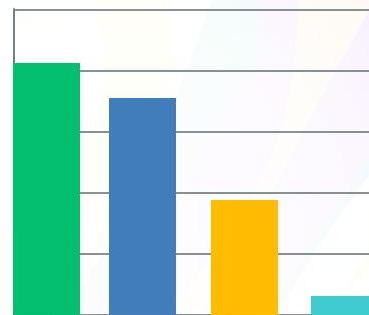
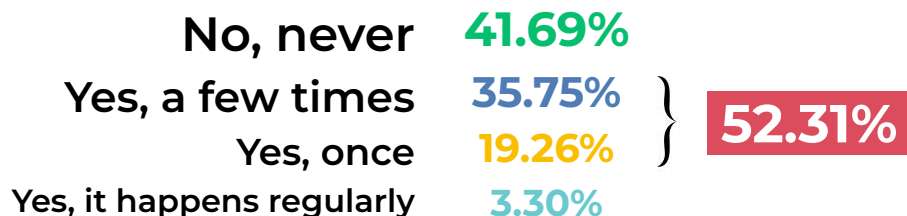
How many influencers / celebrities do you follow on Instagram / TikTok / Facebook / YouTube?



The influencers you follow are typically...

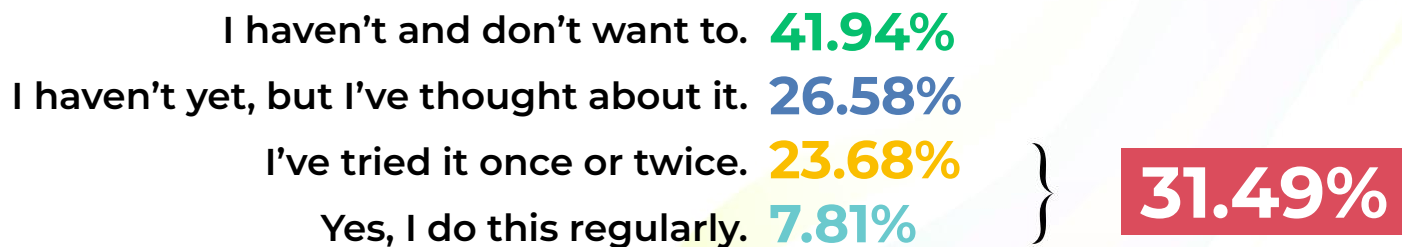


Have you ever tried or bought something because an influencer recommended it?

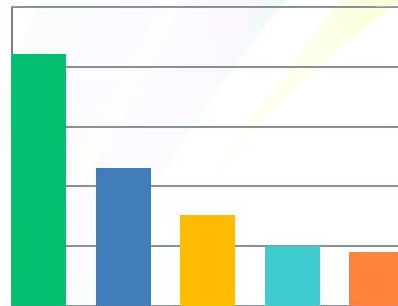
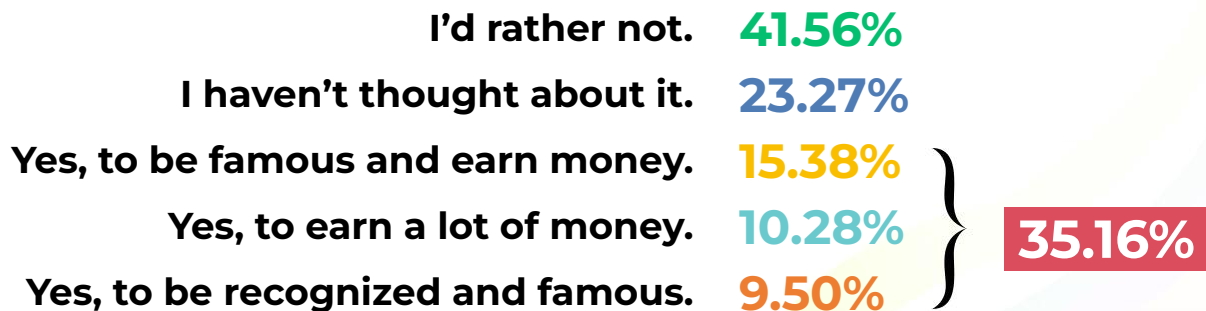


In the 2023 survey, only 45.8% said they had bought something due to influencer recommendation.

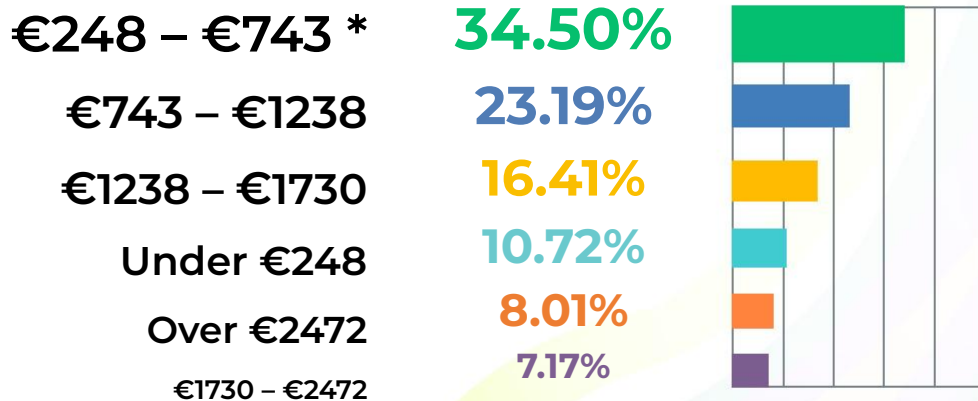
Have you ever tried creating content on any platform with the aim of reaching beyond your friend circle, delivering a message, or creating value?



Would you like to be famous online, like influencers or YouTubers, TikTokers?

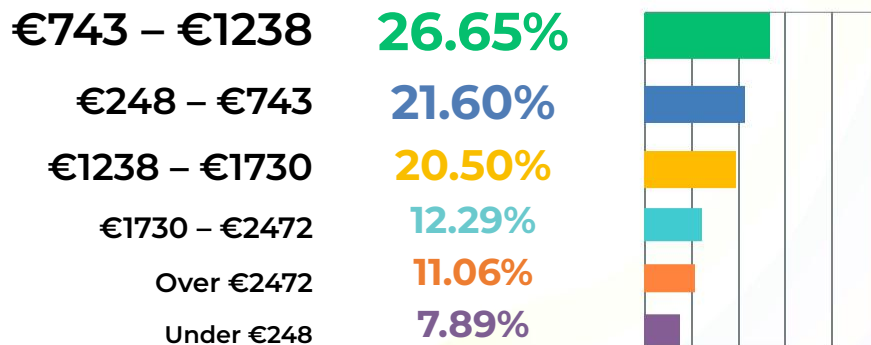


How much do you think a YouTube content creator/ influencer with at least 100,000 subscribers and multiple weekly uploads can earn per month?



* Even those motivated by financial gain underestimated earning potential.

How much do you think an influencer with at least 100,000 followers on Instagram and/or TikTok who posts sponsored content regularly can earn per month?



Teens estimate higher income for Instagram/TikTok influencers than for YouTubers.

Teens and online safety




Which of the following statements are true for you?

(Multiple answers allowed)

I've provided false personal information on social media.	49.03%
I've enabled two-factor authentication on my accounts.	46.96%
My profiles are public.	40.43%
I have multiple accounts on some platforms, not all with my real name.	38.62%
I have a secret profile only a few people know about, not even family.	36.22%
I change my passwords once or twice a year.	19.99%
My social media account has been hacked before.	13.45%
If someone starts following me, I'm just happy and don't check who they are.	12.48%
None of the above.	10.16%

Among 14–18-year-olds, it's even more common to have multiple profiles (**46.02%**) and secret accounts (**45.66%**).

Have you ever felt harassed on social media?



Yes, but only a few times.	37.36%
Yes, it has happened multiple times.	11.83%
No, never.	50.81%

49.19%

37.36%

11.83%

50.81%

STOP

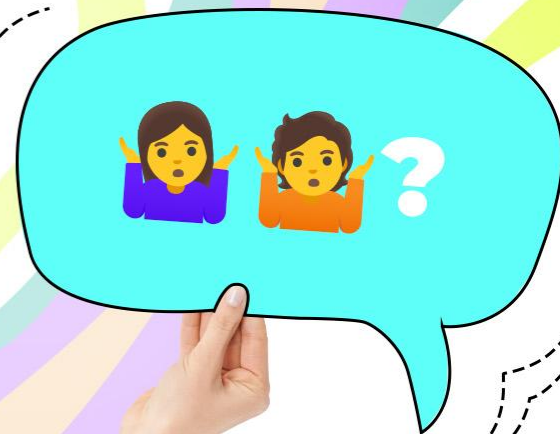
BULLYING

Have you received messages (on Messenger, Instagram, etc.) from people you don't actually know?

Messages from companies/advertisers don't count.

Yes, but rarely.	50.06%
Yes, frequently.	34.24%
Never	15.70%

84.4%



Has anyone ever asked you for erotic photos via chat?

	50.71%
Yes, but I didn't send any.	41.90%
Yes, and I sent some.	8.81%
No, this hasn't happened to me or my friends.	21.24%
No, but I've heard stories about it.	28.04%

Requests for erotic photos are common even under 18:
47.38% have been asked, 7 out of 10 sent something.



Have you received erotic photos in chat?



Yes, multiple times.	30.59%
Yes, once.	21.39%
Not me, but I know someone who has.	23.53%
No, never.	24.50%

51.98%

Impact of the virtual world on self-image



Which of the following statements describe you?

(Multiple answers allowed)

I take lots of photos but rarely post them.	68.97%
When I post a photo of myself, I like checking reactions.	58.24%
I send selfies in chats.	51.81%
I take selfies several times a week.	31.37%
I get inspired by others' or influencers' posts / photos and decide I want that too.	30.97%
I use filters/apps to edit my photos.	23.53%
I use filters/editors for selfies.	19.77%
I post selfies on social platforms.	12.40%
I regularly delete posted photos.	12.06%

Are there things you are more comfortable writing in chat than saying in person?

Yes, some things are easier to write.	43.26%
Yes, many things.	31.02%
No, I could say anything I write.	25.71%

74.28%

Have you ever done a digital detox, intentionally staying off social media and putting your phone aside?

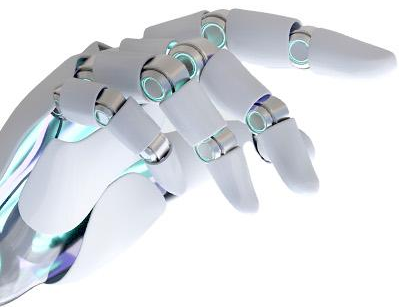
Yes, I tried it once.	31.95%
Yes, I do it regularly.	18.54%
No, and I don't plan to	20.29%
No, but I've thought about doing it.	29.23%

50.49%

Nearly **80%** of teens feel the need to take a break from online activity.

Teens and artificial intelligence





Which AI tools have you used more than five times?

One in six teens has never used an AI tool.



1.	ChatGPT	81.60%
2.	None	15.17%
3.	Google Gemini	13.94%
4.	DeepL	10.14%
5.	Microsoft Copilot	9.49%

Boys are more experimental with AI:

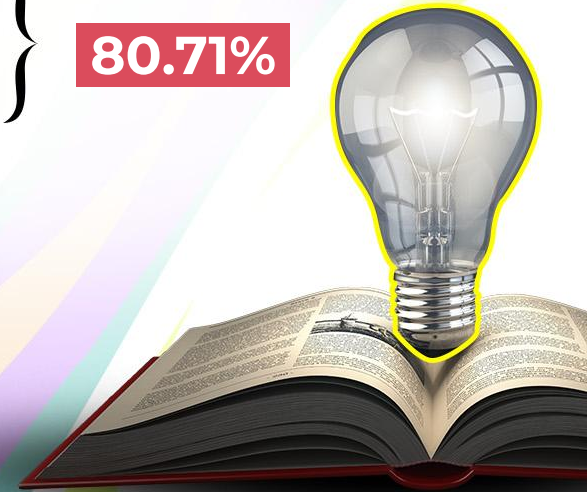
Google Gemini - 25,38%
Microsoft Copilot - 19,23%
DeepL - 17,31%
Suno AI - 16,15%
Dall-E - 10,38%

Have you ever used ChatGPT (or another AI tool) to help with schoolwork or homework?

Yes, often.	47.96%
Yes, once or twice.	32.75%
No, and I don't plan to.	14.37%
Not yet, but I'd like to try.	4.92%

80.71%

8 out of 10 teens have used AI to do homework.



Have your career plans changed because you realized AI can take over many tasks?

Yes, but the job I want can't be replaced by AI.	24.03%
No, I haven't thought about this.	22.67%
Yes, I'm questioning if my chosen profession will still exist.	20.79%
No need to worry, AI won't take our jobs.	11.46%
I don't even know what I want to be yet.	10.62%
None of the above.	10.43%

One in five teens has questioned their career plans due to AI;
one in ten believes AI won't take away jobs.

