

Bespoke Market Intelligence

Social Media Quant Cuts Update

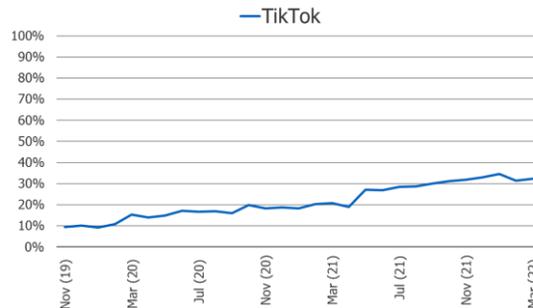
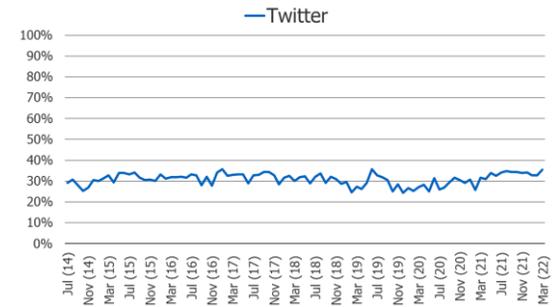
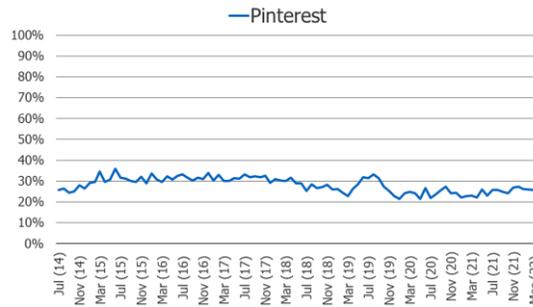
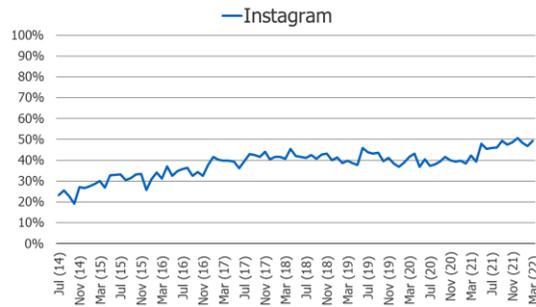
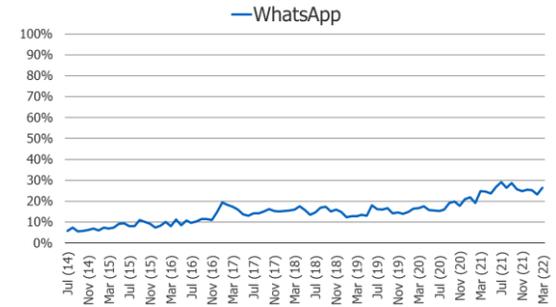
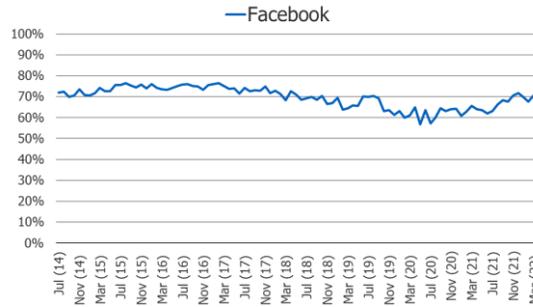
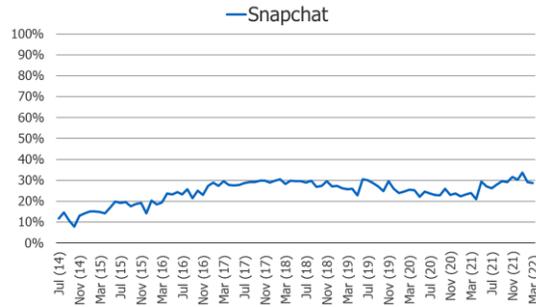
March 2022

Account Holders

Which of the following websites/apps do you have an account with?

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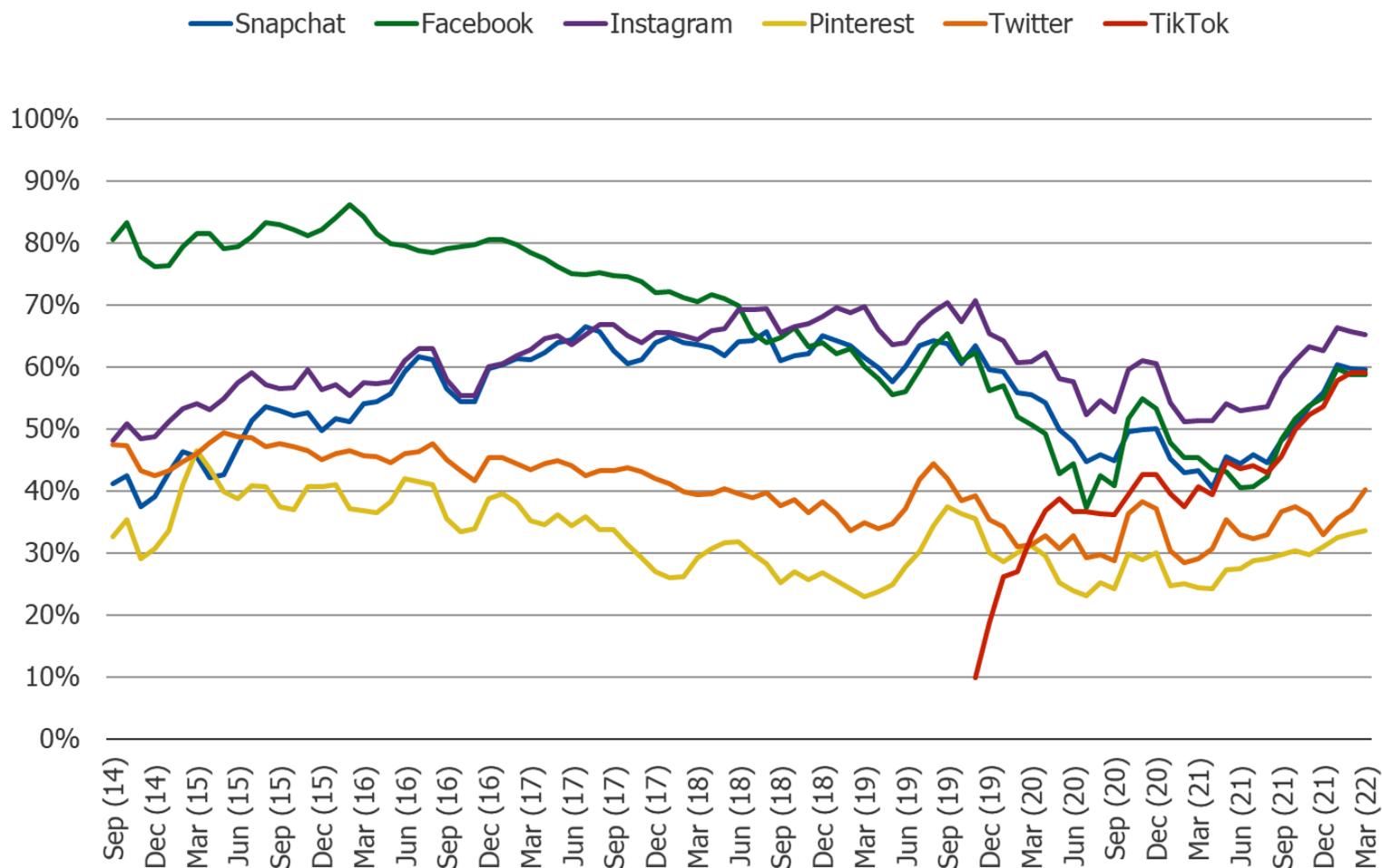
Posed to all respondents.



Which of the following websites/apps do you have an account with?

Posed to all respondents.

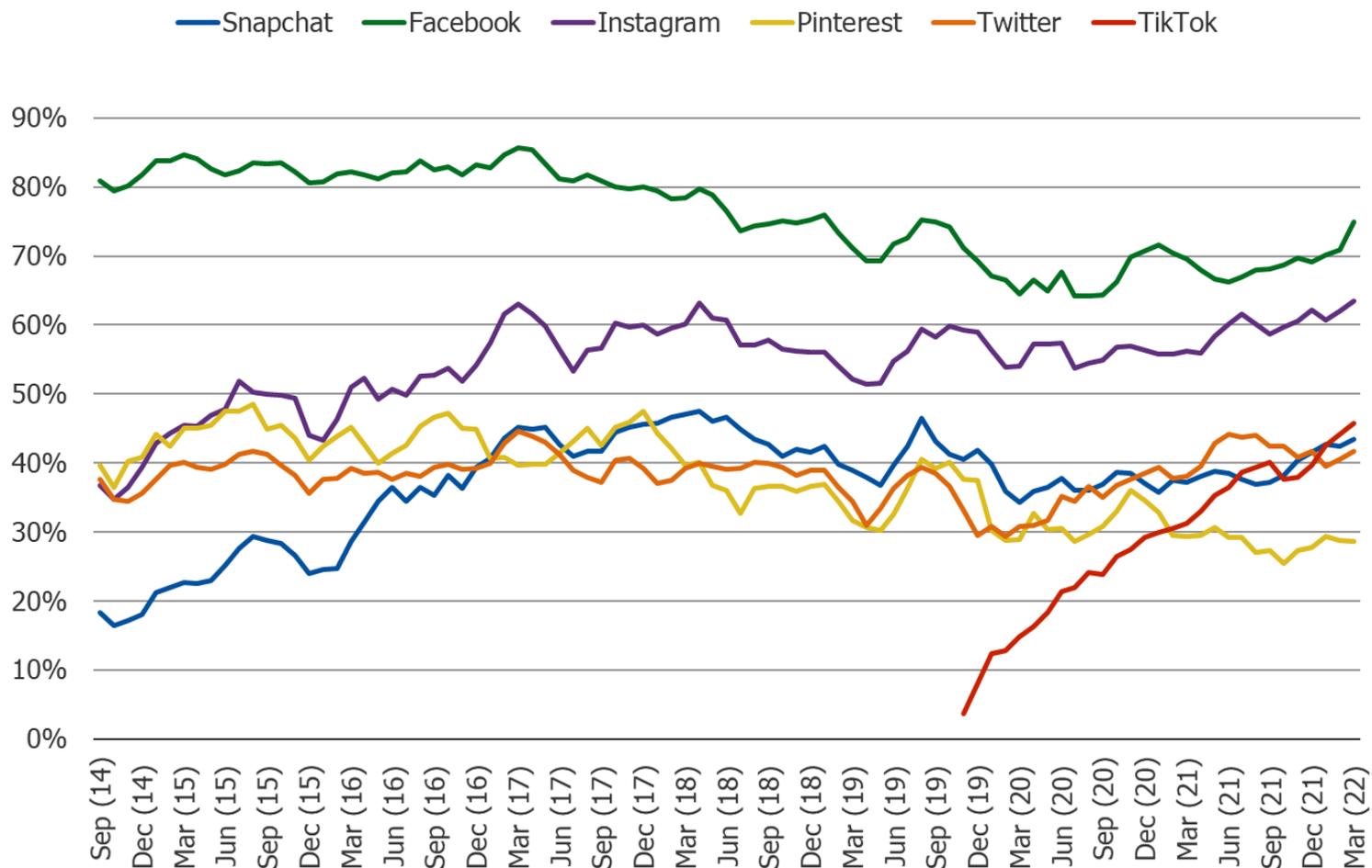
Focusing On 18-24 Year-Olds



Which of the following websites/apps do you have an account with?

Posed to all respondents.

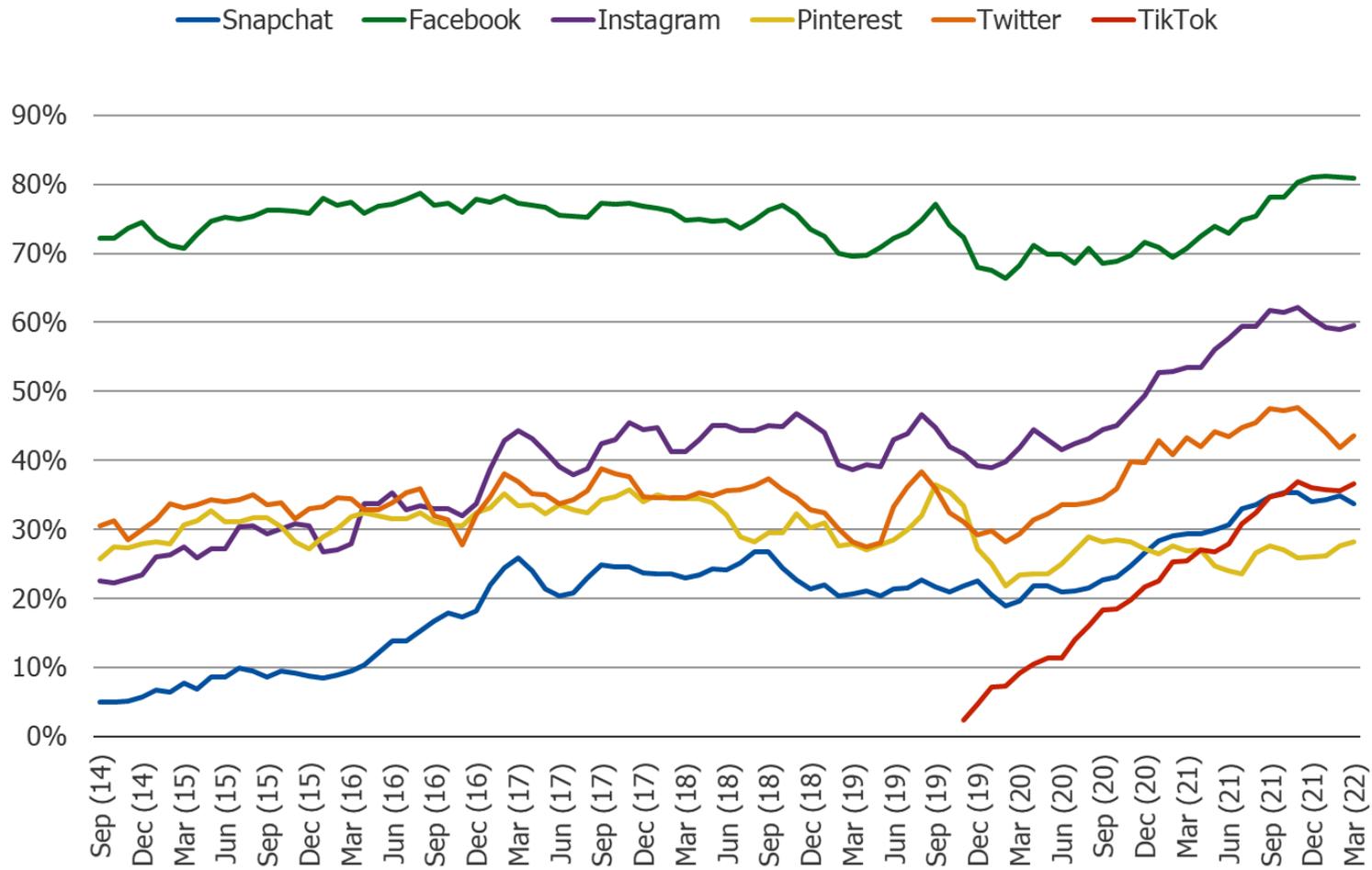
Focusing On 25-34 Year-Olds



Which of the following websites/apps do you have an account with?

Posed to all respondents.

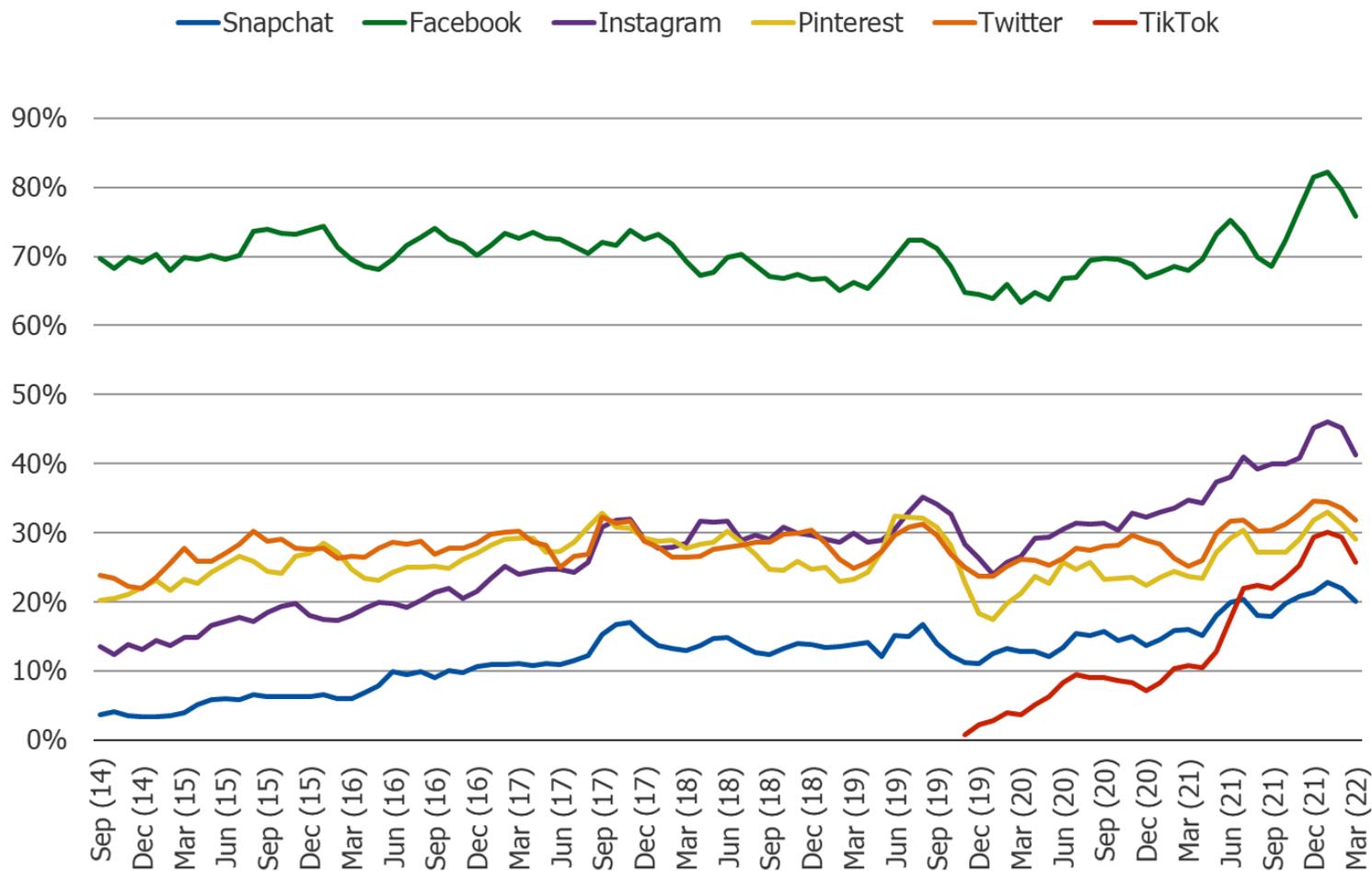
Focusing On 35-44 Year-Olds



Which of the following websites/apps do you have an account with?

Posed to all respondents.

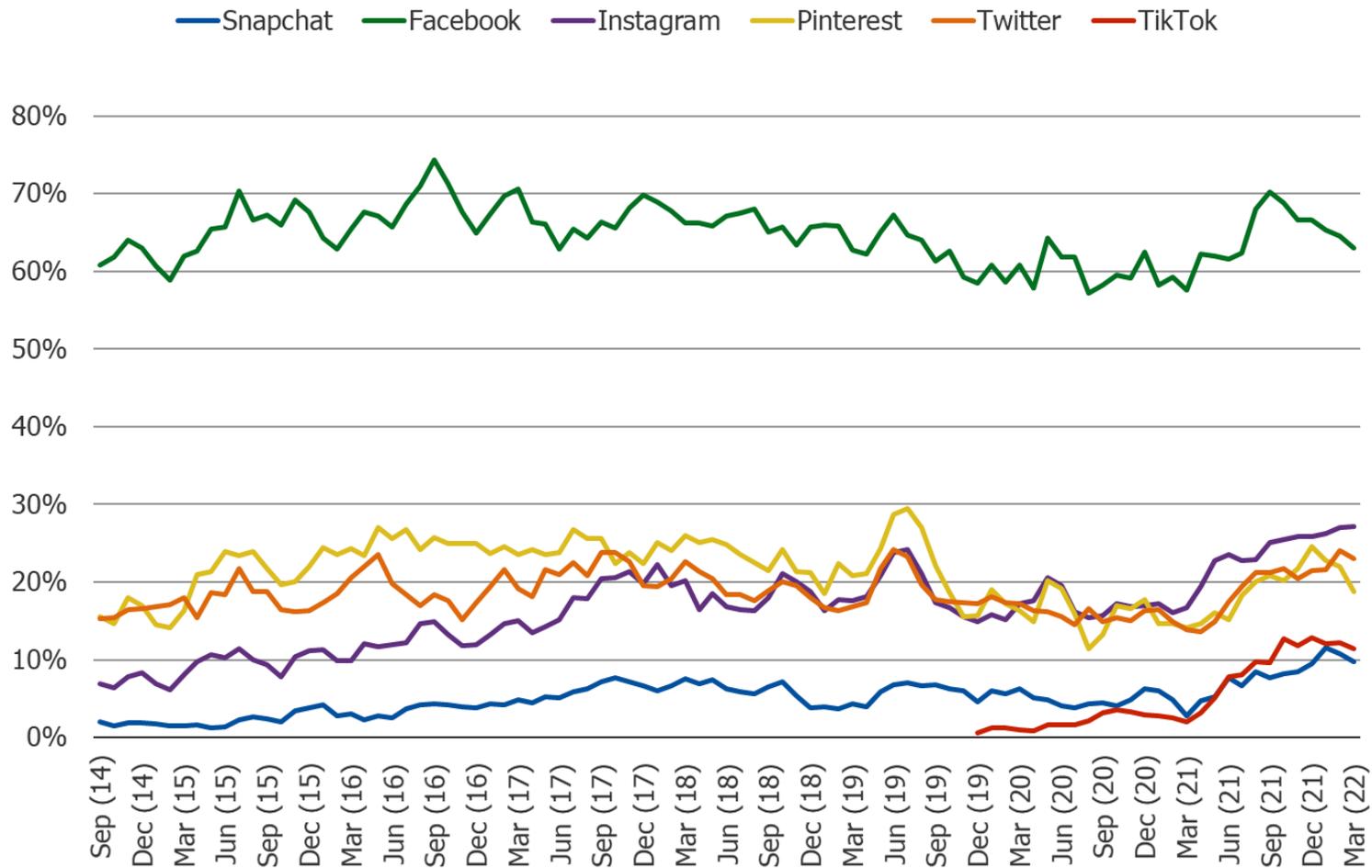
Focusing On 45-54 Year-Olds



Which of the following websites/apps do you have an account with?

Posed to all respondents.

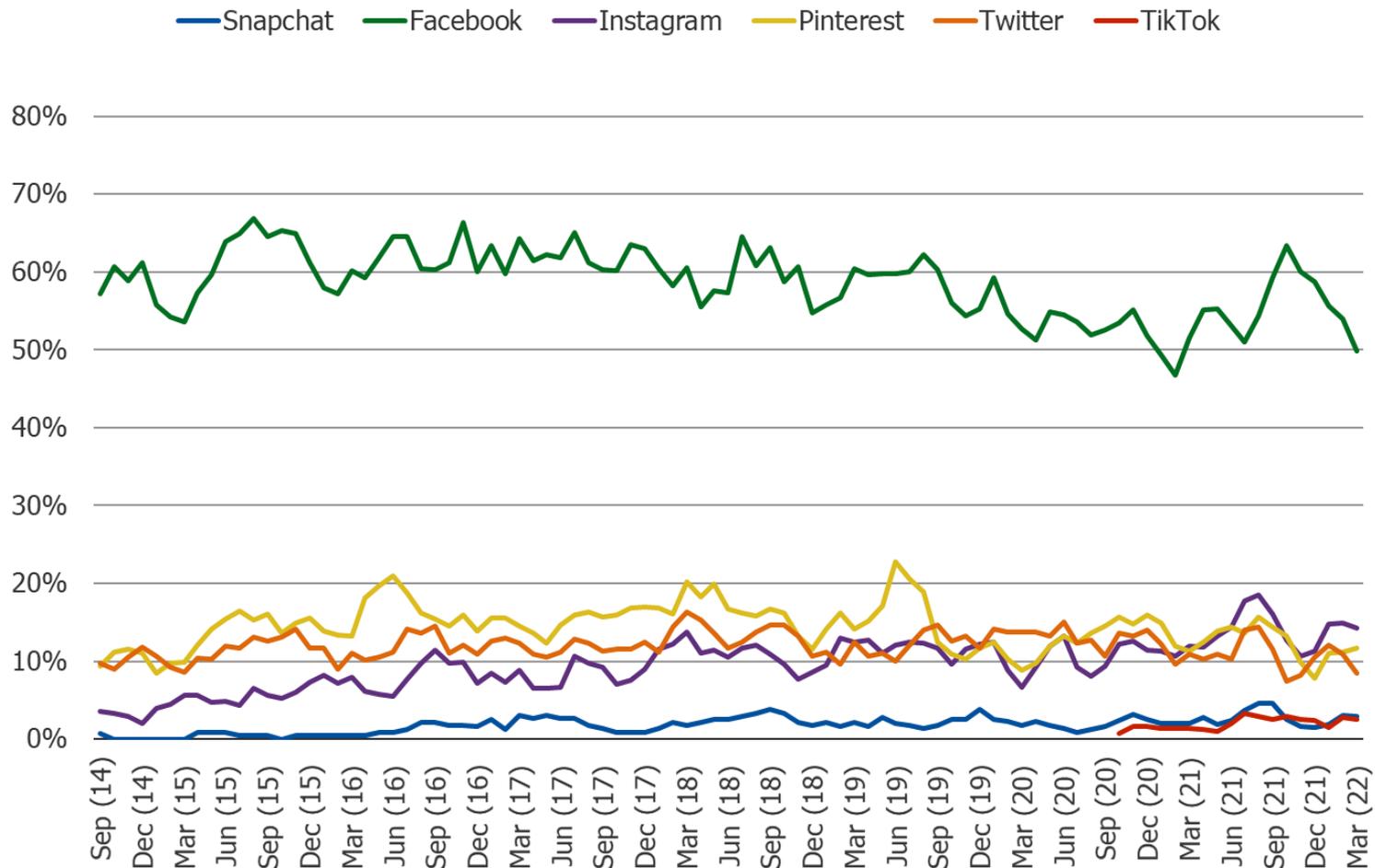
Focusing On 55-64 Year-Olds



Which of the following websites/apps do you have an account with?

Posed to all respondents.

Focusing On 65-74 Year-Olds



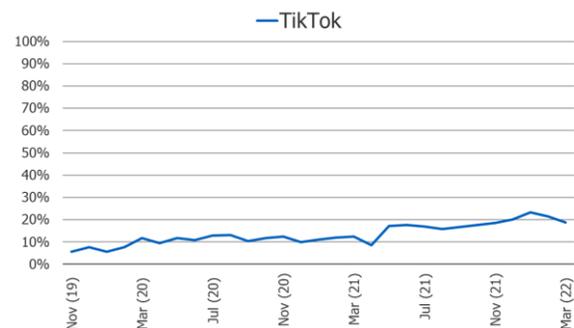
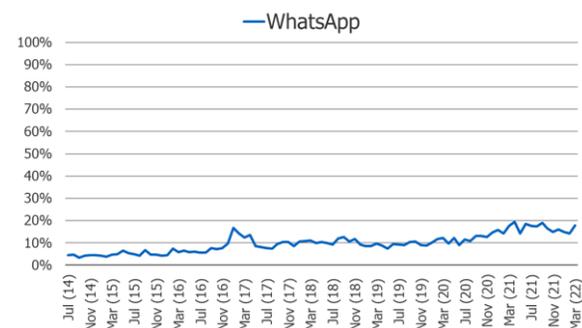
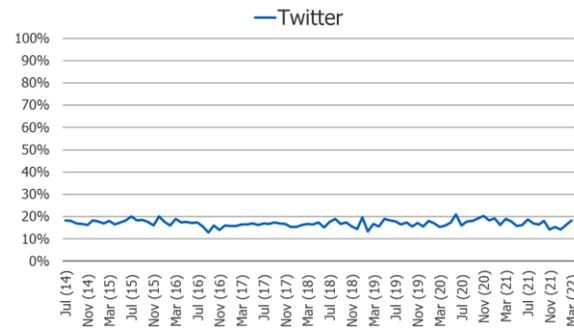
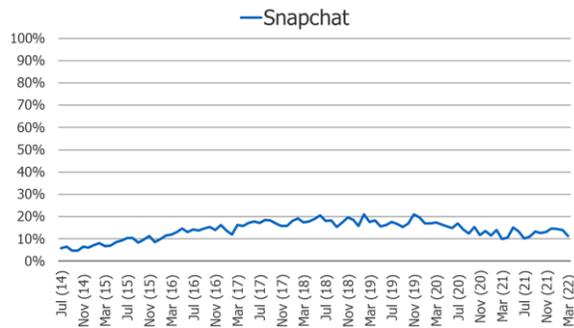
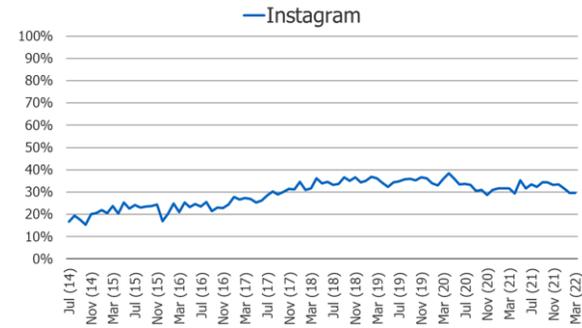
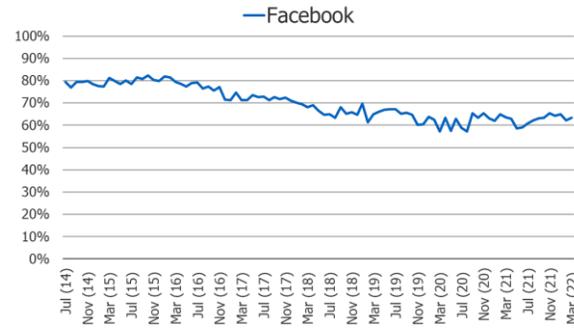
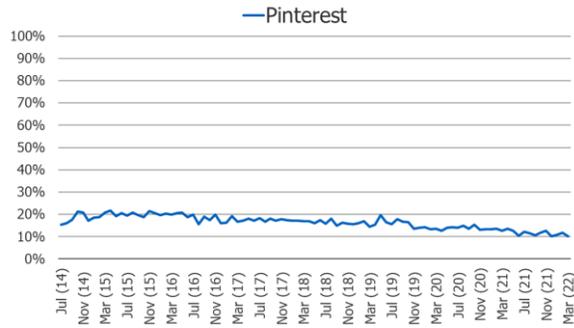
Visits Most Often

Of the following websites / apps, please select the two you use most often:

Social Media | Monthly Consumer Survey

Of the following websites / apps, please select the two you use most often:

Posed to social media users.

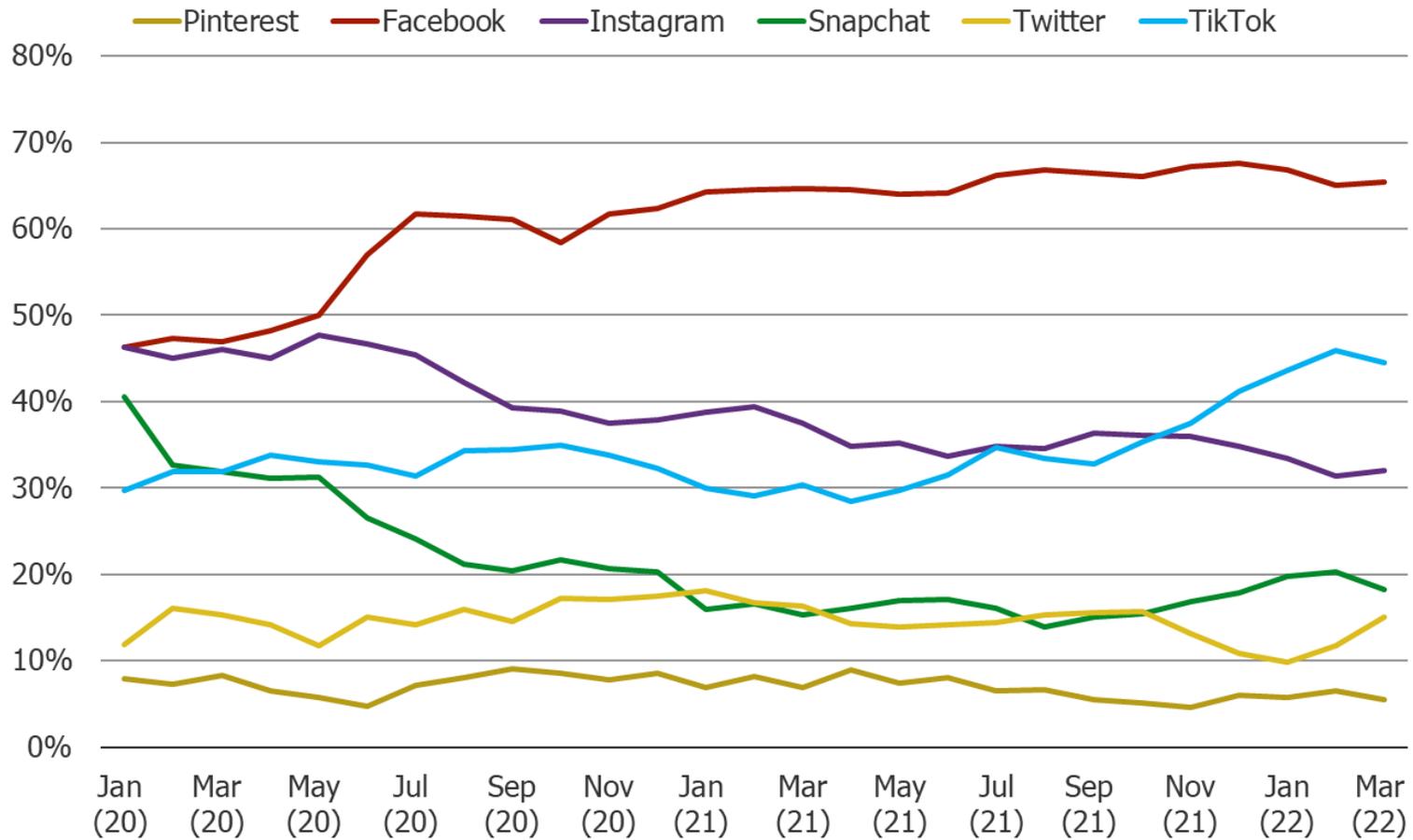


Social Media | Monthly Consumer Survey

Of the following websites / apps, please select the two you use most often:

Posed to social media users.

Focusing On Respondents Who Have Account With Facebook AND TikTok

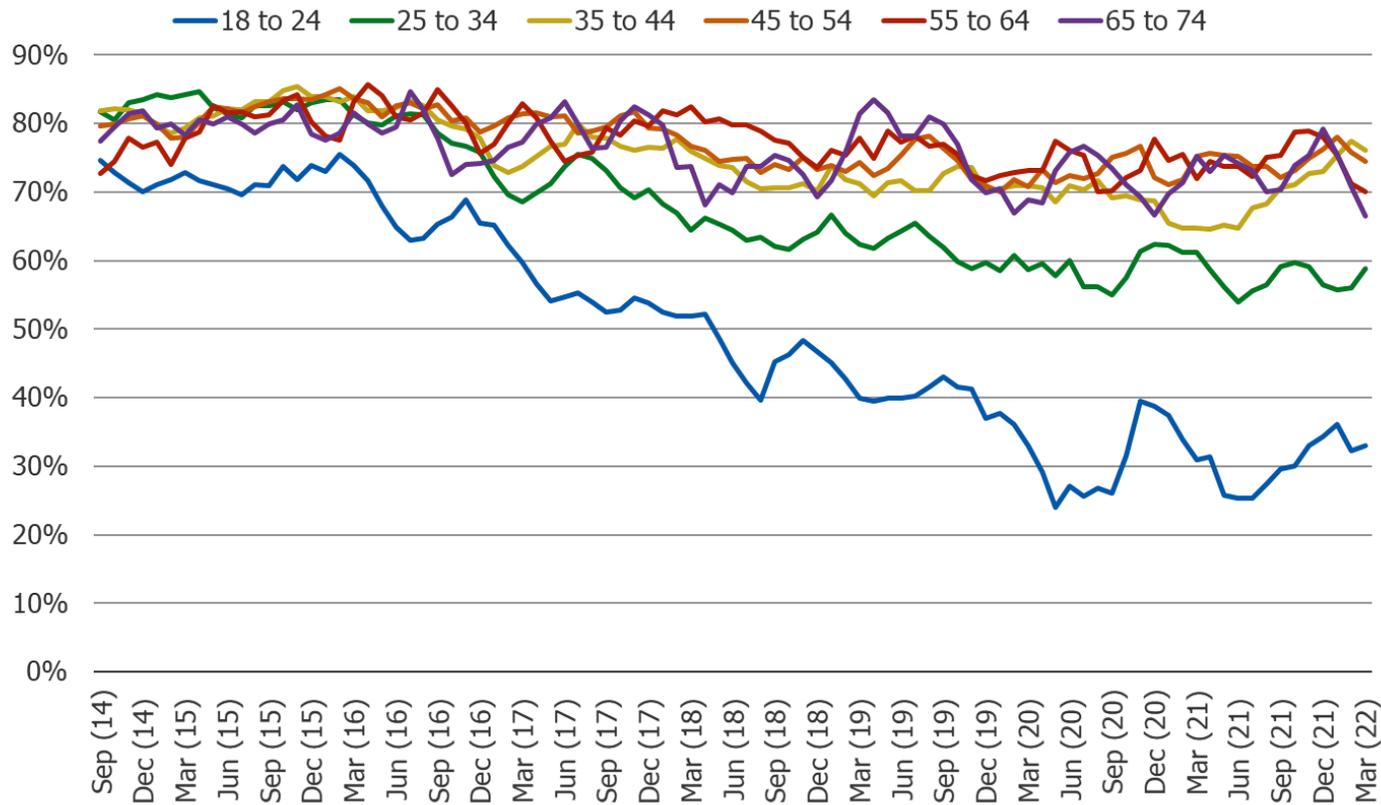


Social Media | Monthly Consumer Survey

Of the following websites / apps, please select the two you use most often:

Posed to social media users.

Age Cuts: % Who Selected Facebook



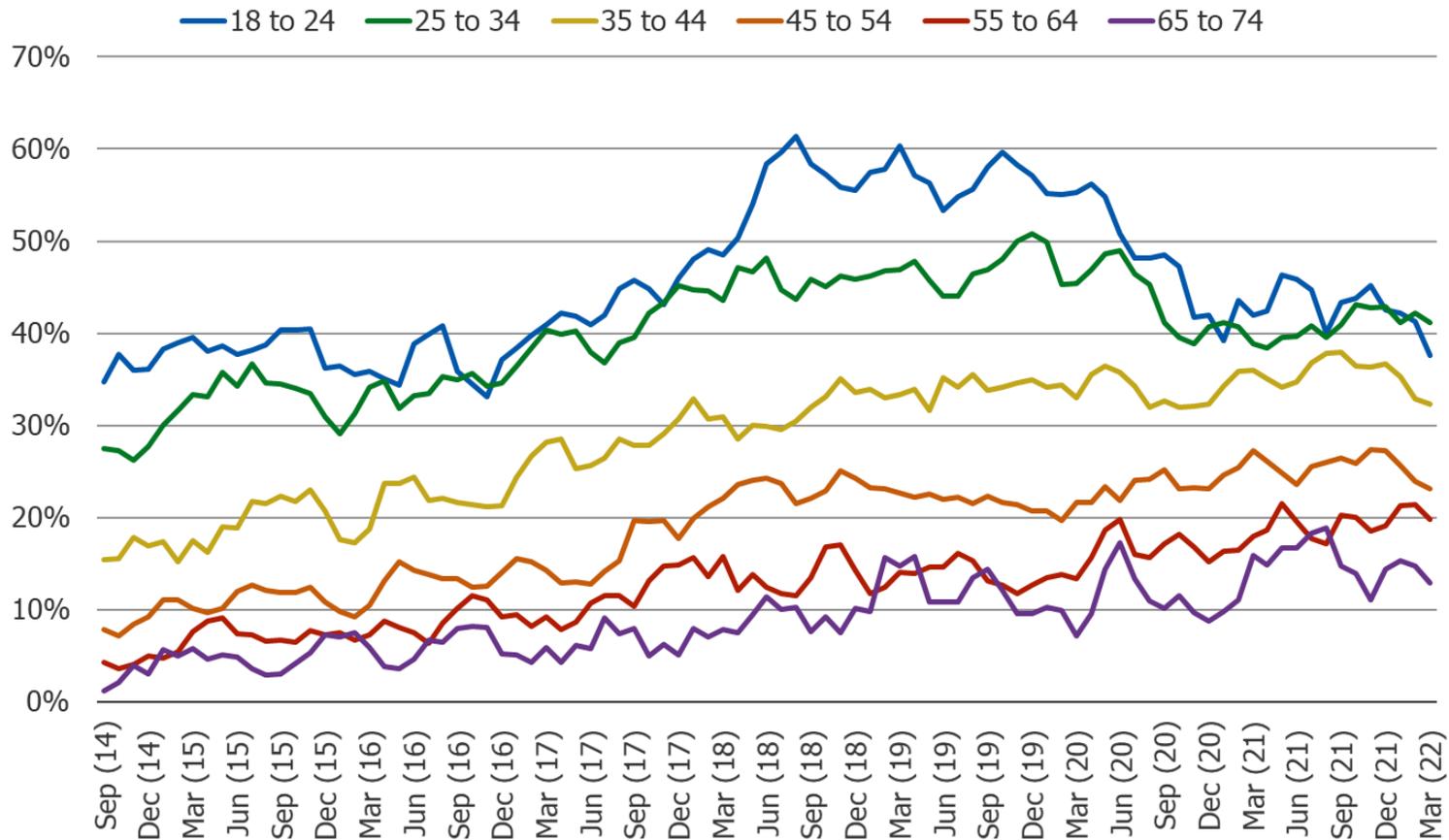
*NOTE: TikTok was added as an answer choice in November of 2019.

Social Media | Monthly Consumer Survey

Of the following websites / apps, please select the two you use most often:

Posed to social media users.

Age Cuts: % Who Selected Instagram



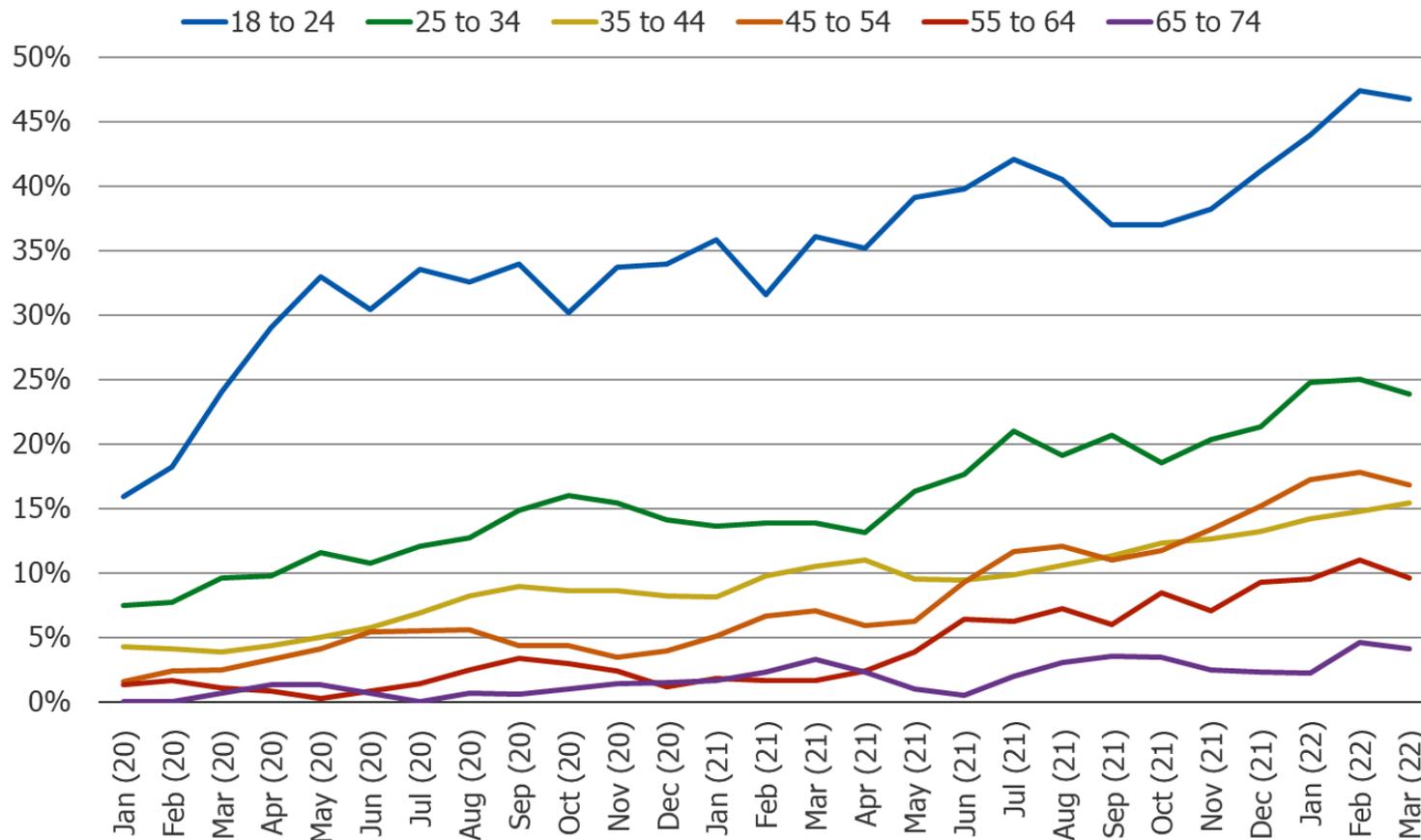
*NOTE: TikTok was added as an answer choice in November of 2019.

Social Media | Monthly Consumer Survey

Of the following websites / apps, please select the two you use most often:

Posed to social media users.

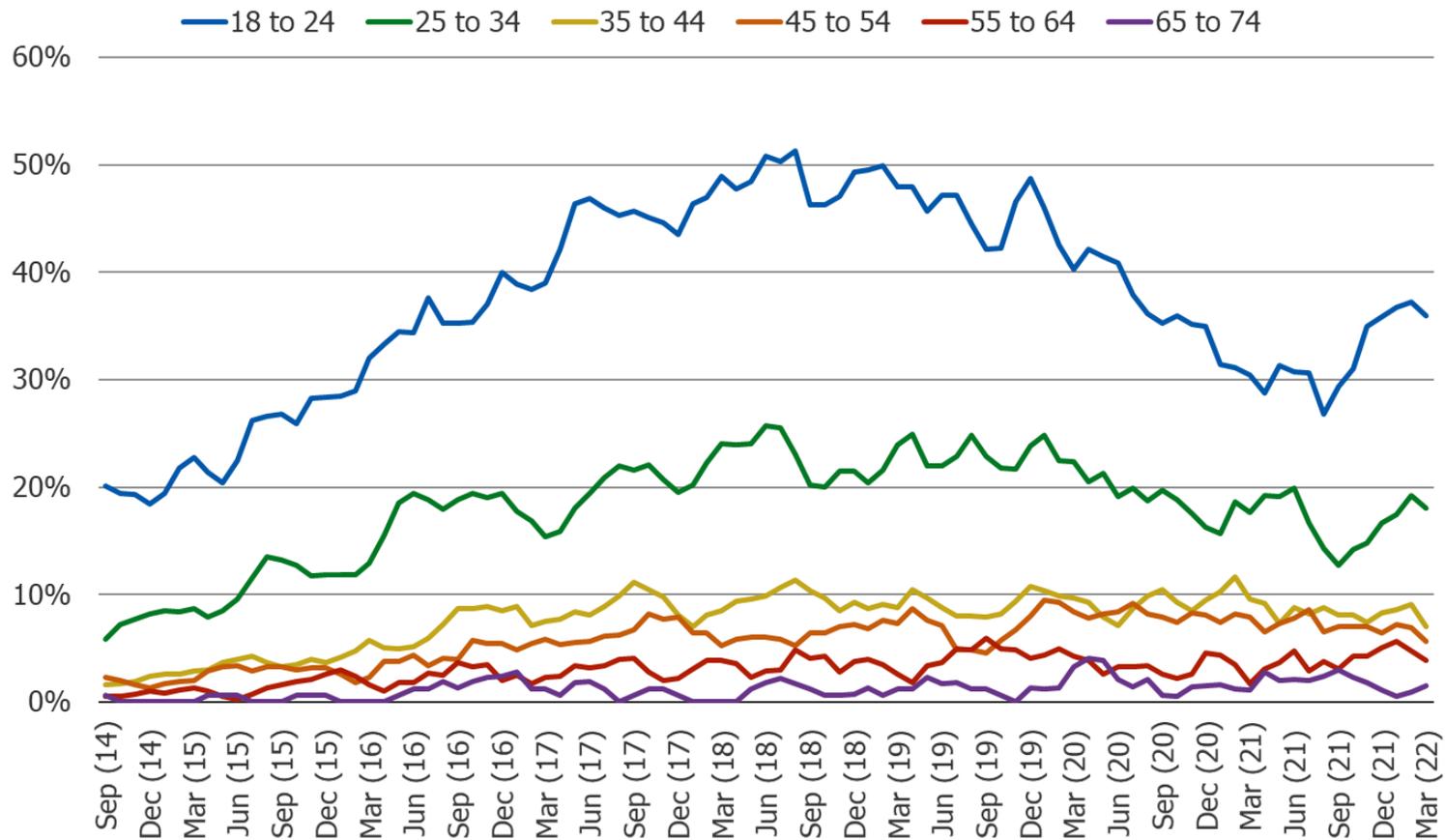
Age Cuts: % Who Selected TikTok



Of the following websites / apps, please select the two you use most often:

Posed to social media users.

Age Cuts: % Who Selected Snapchat



*NOTE: TikTok was added as an answer choice in November of 2019.

Self-Reported Daily Visitors

% Visited the day they took our survey each month

Social Media | Monthly Consumer Survey

% Visited the day they took our survey each month

Posed to respondents who use one or more social media app/platform.

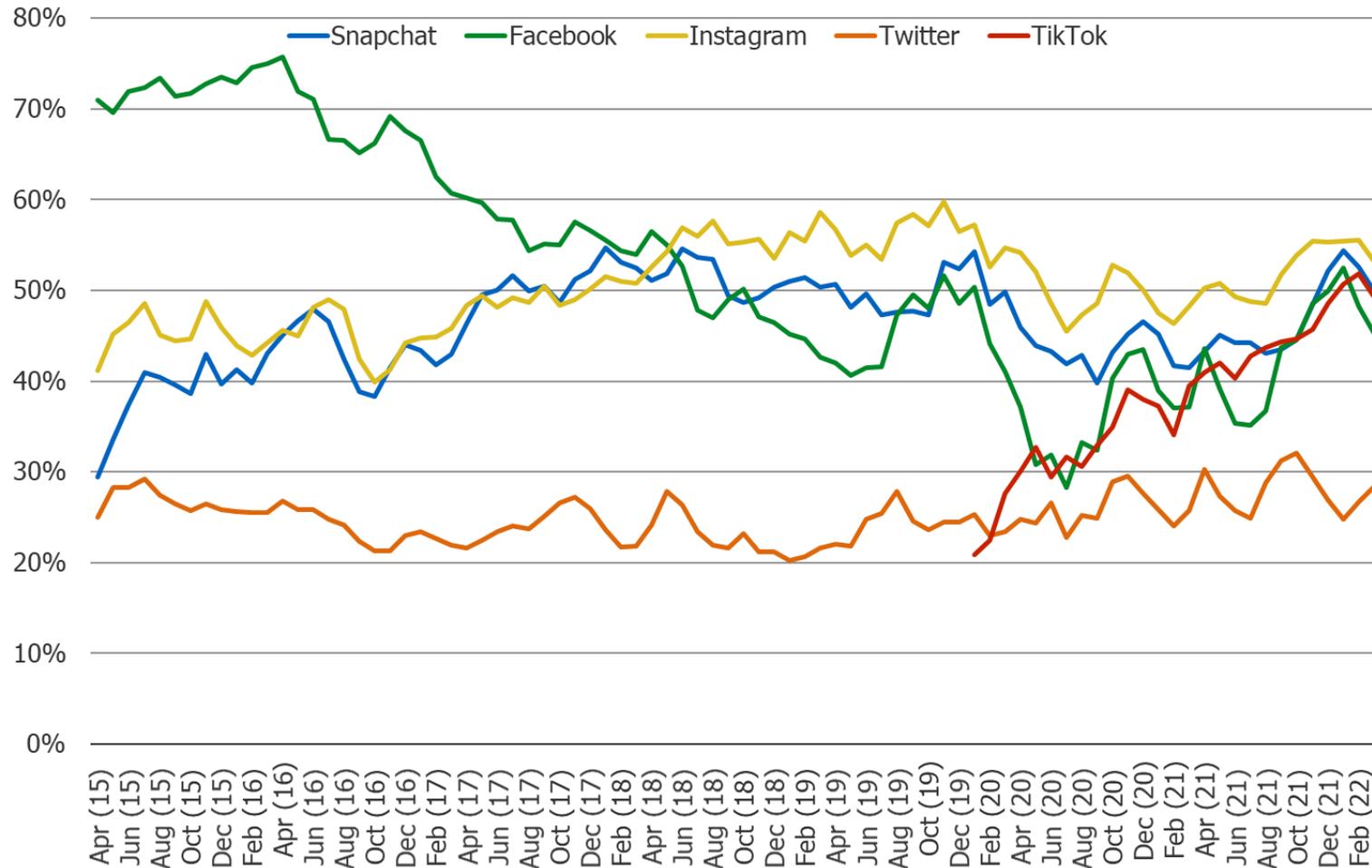


Social Media | Monthly Consumer Survey

% Visited the day they took our survey each month

Posed to respondents who use one or more social media app/platform.

Focusing On 18-24 Years-Olds

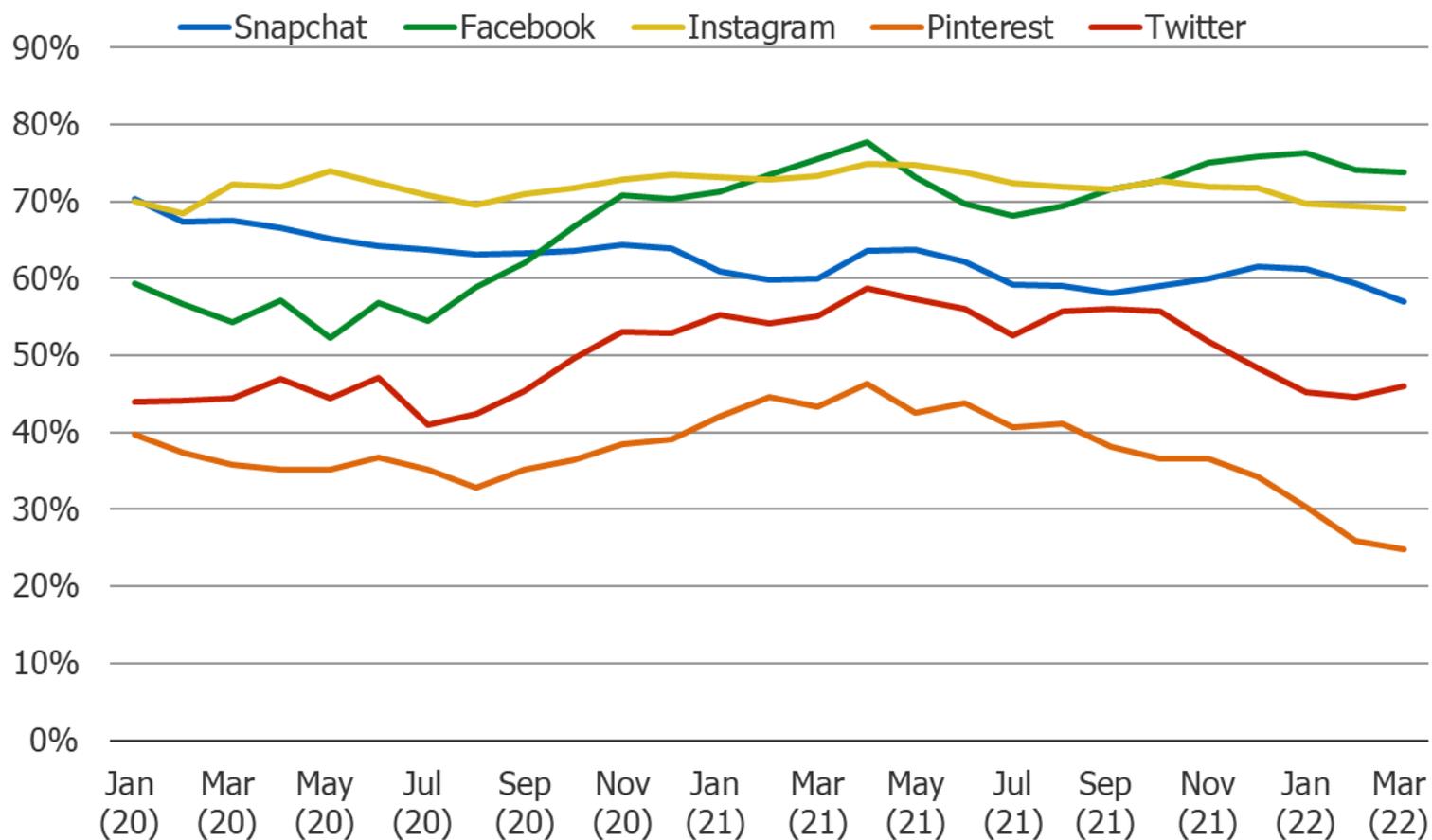


Social Media | Monthly Consumer Survey

% Visited the day they took our survey each month

Posed to respondents who use one or more social media app/platform.

Focusing On Those Who Visited TikTok The Day They Took Our Survey, % Also Visited...

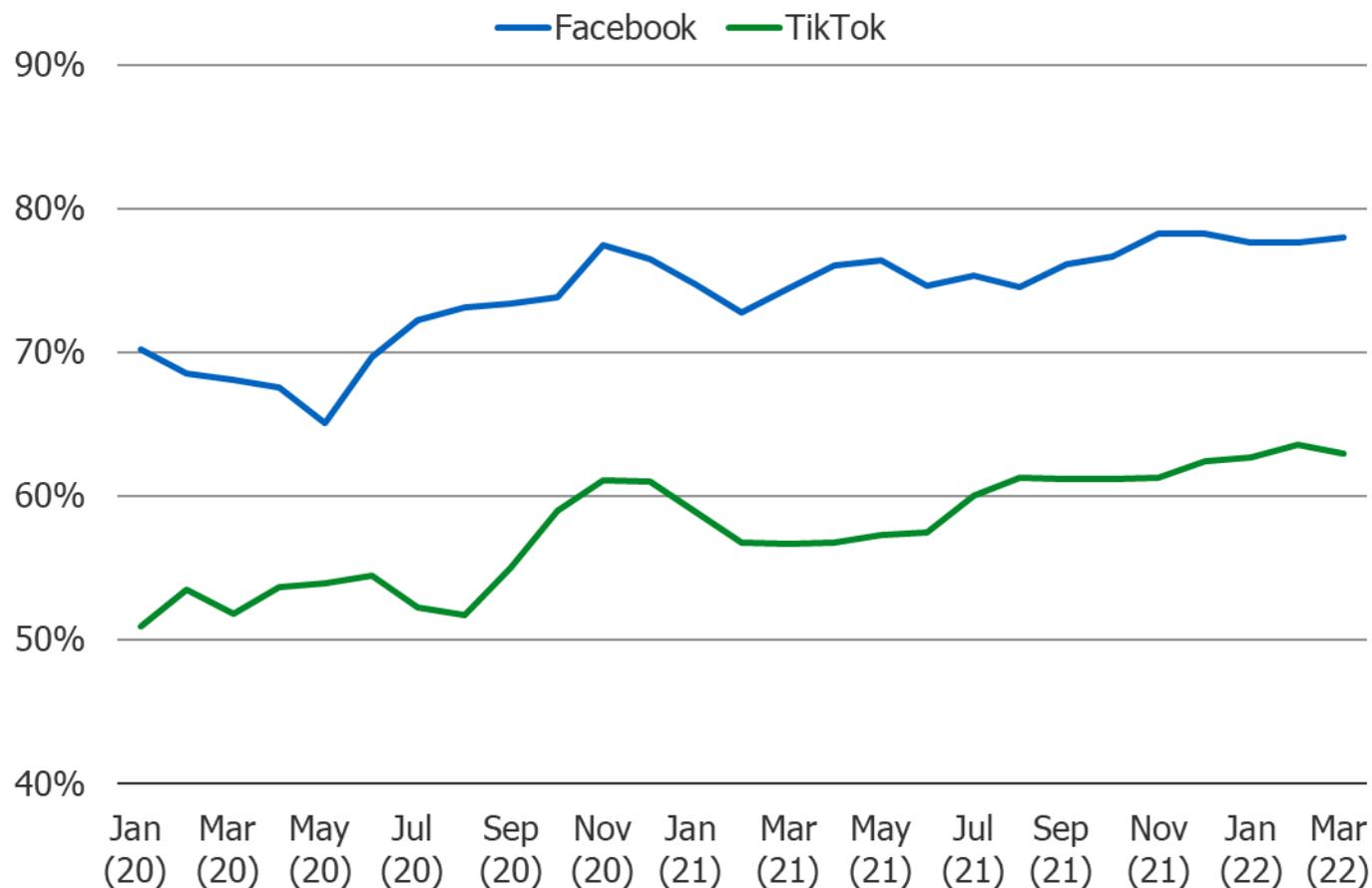


Social Media | Monthly Consumer Survey

% Visited Facebook and % visited TikTok the day they took our survey each month

Posed to respondents who use one or more social media app/platform.

Focusing On Respondents Who Have Accounts With BOTH Facebook and TikTok

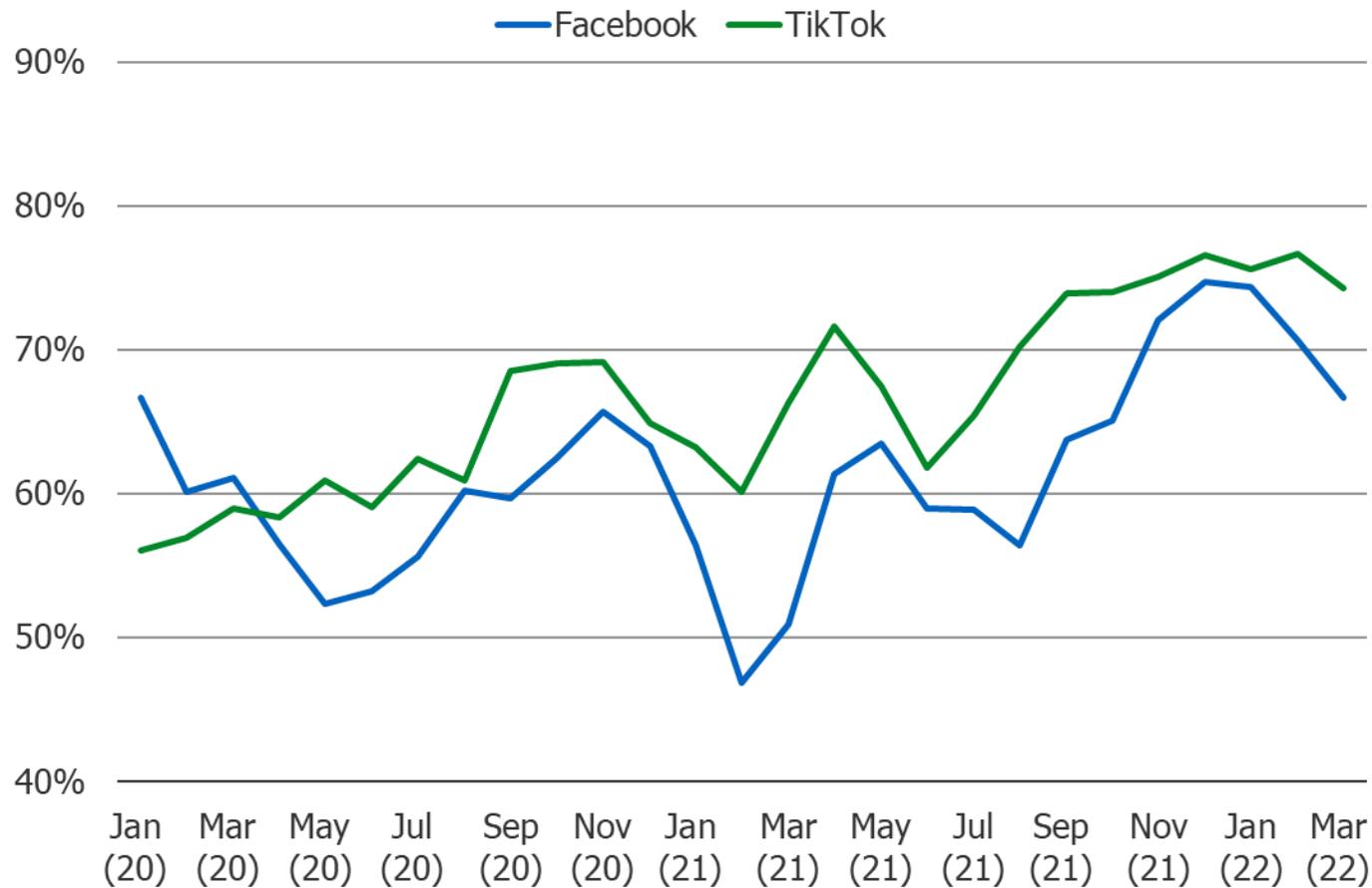


Social Media | Monthly Consumer Survey

% Visited Facebook and % visited TikTok the day they took our survey each month

Posed to respondents who use one or more social media app/platform.

Focusing On 18-24 YO Respondents Who Have Accounts With BOTH Facebook and TikTok



Self-Reported Minutes Per Day (Average)

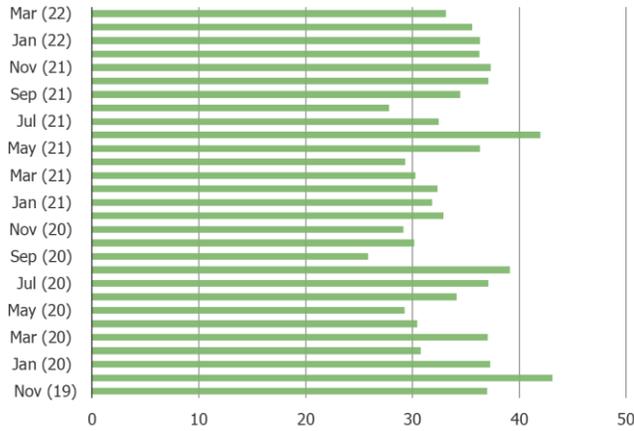
Average Self-Reported Minutes Per Day Among Daily Visitors

Social Media | Monthly Consumer Survey

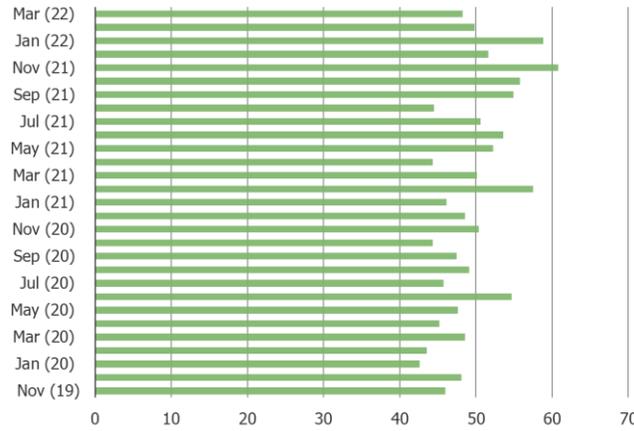
Average Self-Reported Minutes Per Day Among Daily Visitors

Posed to respondents who use one or more social media app/platform.

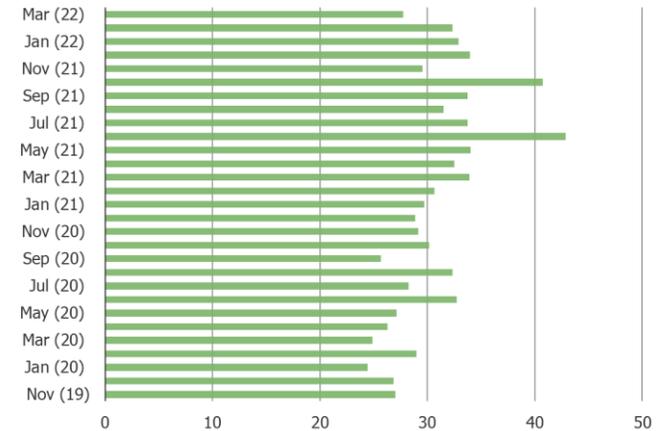
■ Snapchat



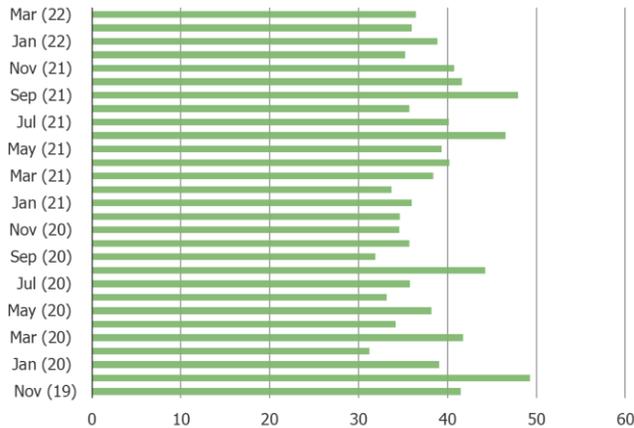
■ Facebook



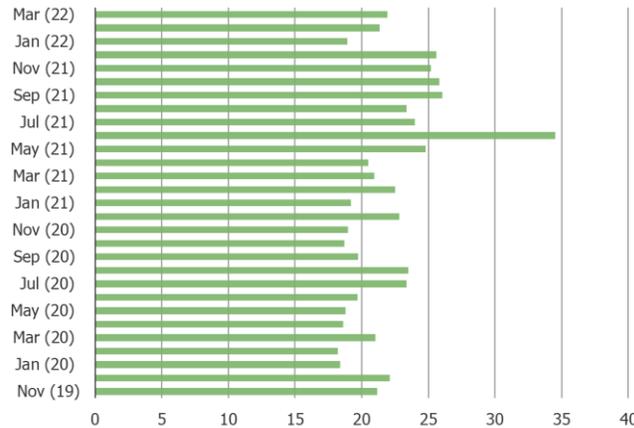
■ Twitter



■ Instagram



■ Pinterest



■ TikTok

