

## SOCIAL MEDIA OVERALL:

- ❑ CONSUMER CONCERNS AROUND SOCIAL MEDIA CREEP UP, BUT THEY ARE INCREASINGLY LIKELY TO SAY IT WON'T IMPACT THEIR USAGE.
- ❑ THE MAJORITY FEEL THAT SOCIAL MEDIA PLATFORMS SHOULD REGULATE THEIR OWN CONTENT.

## FACEBOOK TAKEAWAYS:

- ❑ CONSUMER FRUSTRATIONS TOWARD ADS COOLING..
- ❑ USERS FEEL THE PLATFORM HAS GOTTEN LESS SOCIAL AND THEIR INTERACTION MORE PASSIVE OVER TIME.
- ❑ CONSUMERS ARE BROADLY NEGATIVE ON A POTENTIAL FACEBOOK CRYPTOCURRENCY.

## INSTAGRAM TAKEAWAYS:

- ❑ INSTAGRAM STORIES FEEDBACK CONTINUES TO GET BETTER.
- ❑ INSTAGRAM USERS ARE BROWSING PRODUCTS MORE, BUT PREFER BEING TAKEN TO THE RETAILERS' SITE.
- ❑ INSTAGRAM CLOSE FRIENDS DID NOT INCREASE TRACTION Q/Q.

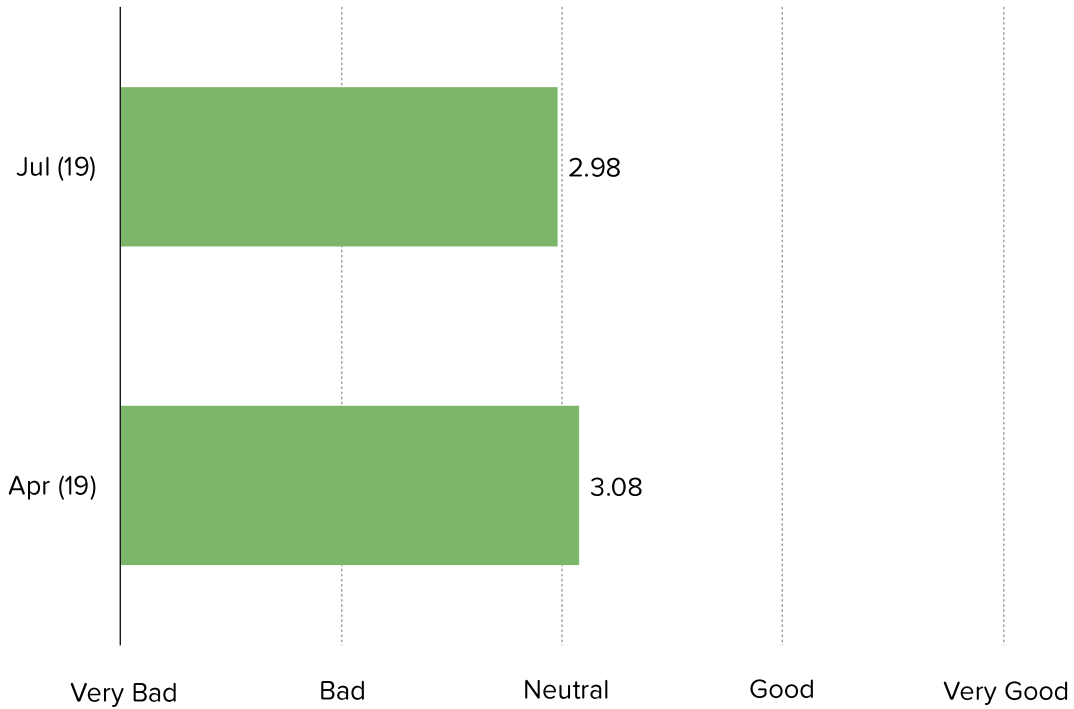
## SNAPCHAT TAKEAWAYS:

- ❑ SNAPCHAT – RESPONDENTS WHO ALSO USE INSTAGRAM INCREASINGLY LIKELY TO SAY IT NEGATIVELY IMPACTS THEIR SNAPCHAT ENGAGEMENT.
- ❑ SNAPCHAT GAMES DID NOT INCREASE TRACTION Q/Q WITH SURVEY RESPONDENTS.

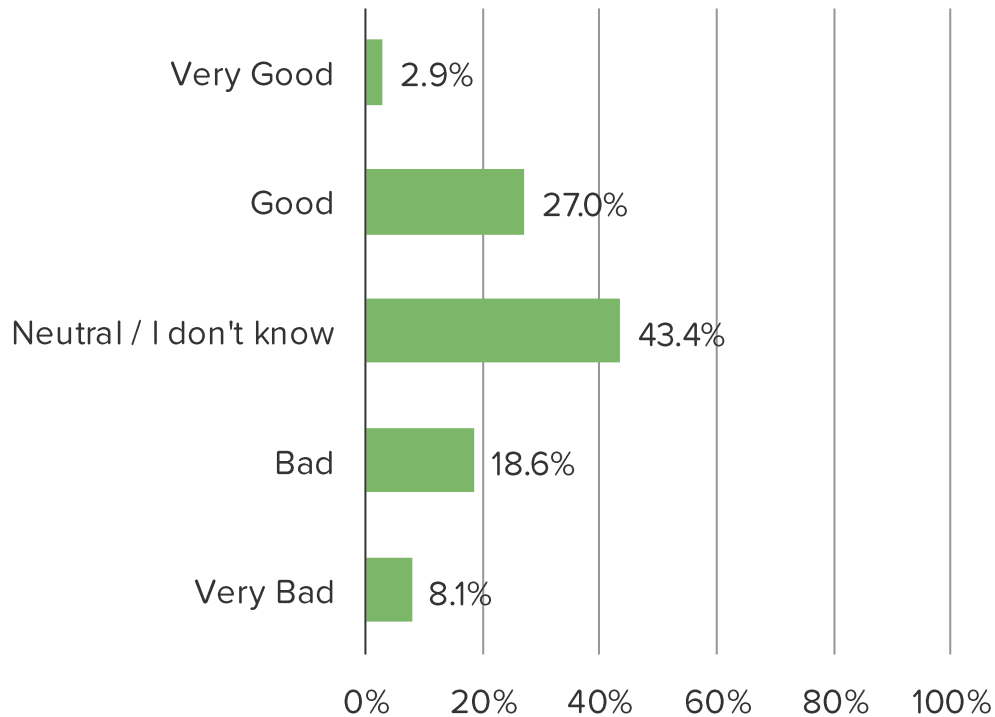
RECENTLY ADDED QUESTIONS:  
SOCIAL MEDIA OVERALL  
INSTAGRAM SHOPPING  
SNAPCHAT GAMES  
TIK TOK

**IN YOUR OPINION, IS SOCIAL MEDIA IN GENERAL A GOOD THING OR A BAD THING?**

Posed to all respondents

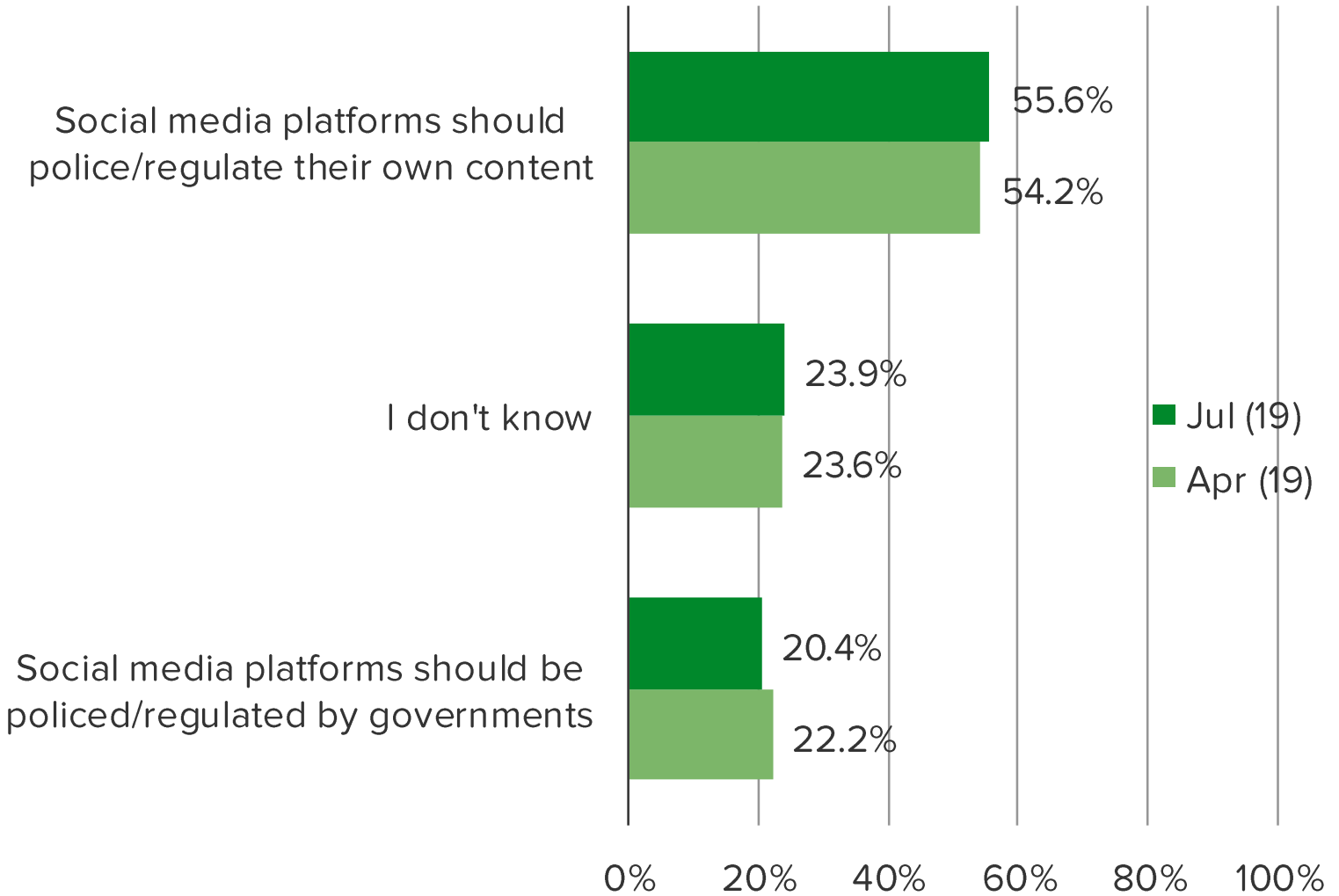


**JUL (19) PERCENTAGE BREAKDOWN**



**SHOULD SOCIAL MEDIA PLATFORMS POLICE/REGULATE THEIR OWN CONTENT, OR SHOULD THEY BE POLICED/REGULATED BY GOVERNMENTS?**

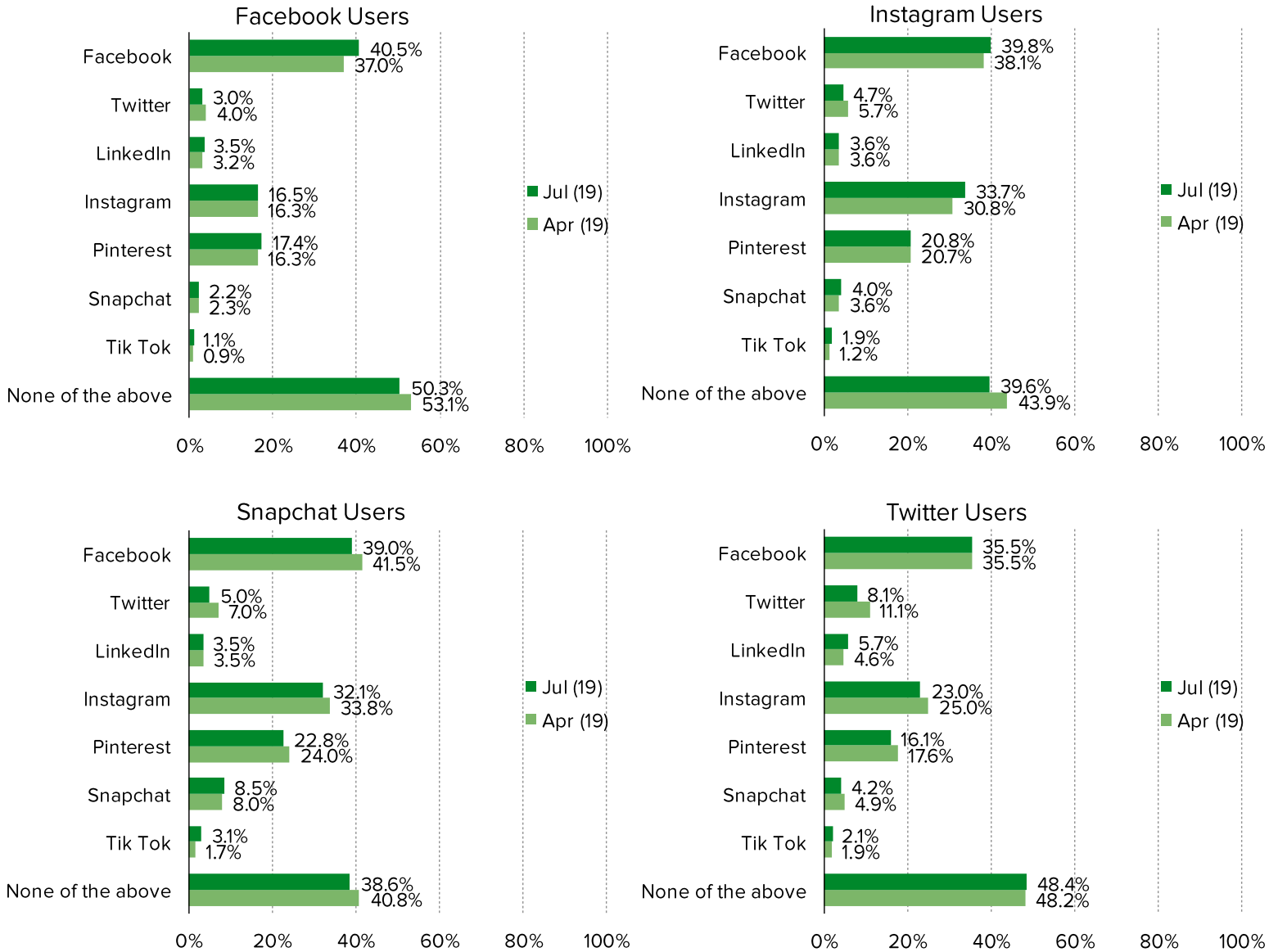
Posed to all respondents



Social Media Account Holders And Engagement – A Consumer View

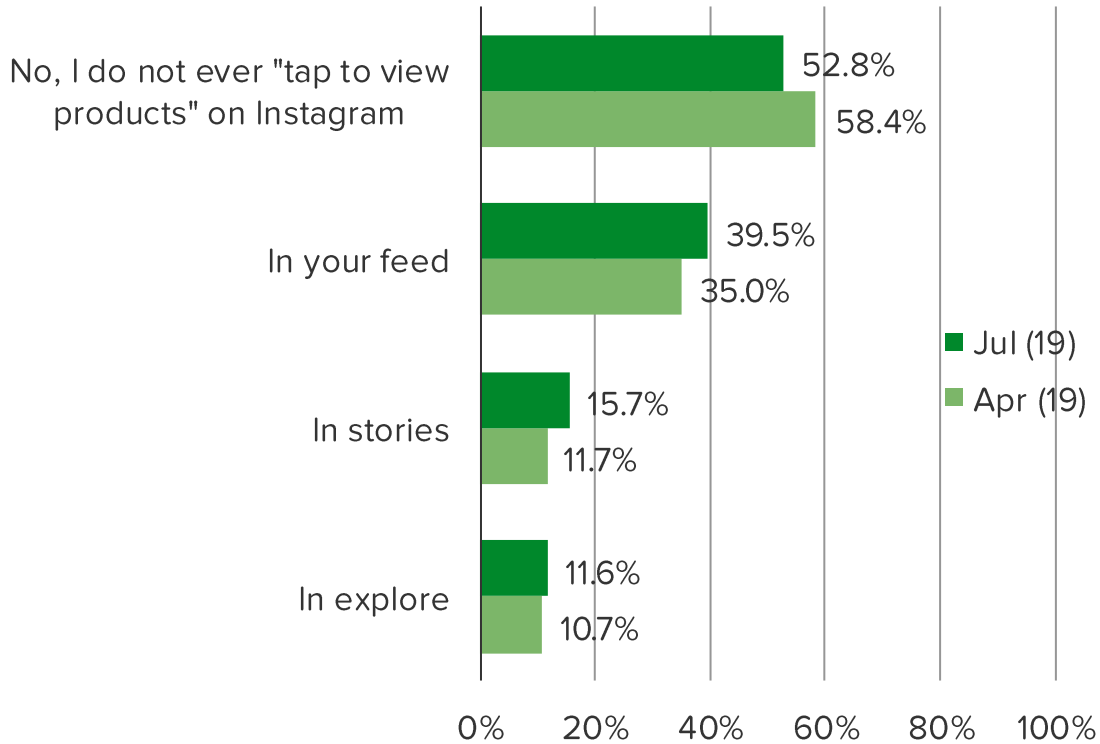
**ON WHICH OF THE FOLLOWING PLATFORMS DO YOU FIND PRODUCTS/ITEMS THAT YOU ACTUALLY WIND UP PURCHASING? (SELECT ALL THAT APPLY)**

Posed to all respondents



**WHEN YOU BROWSE INSTAGRAM. DO YOU TAP TO VIEW PRODUCTS...?**

Posed to Instagram users

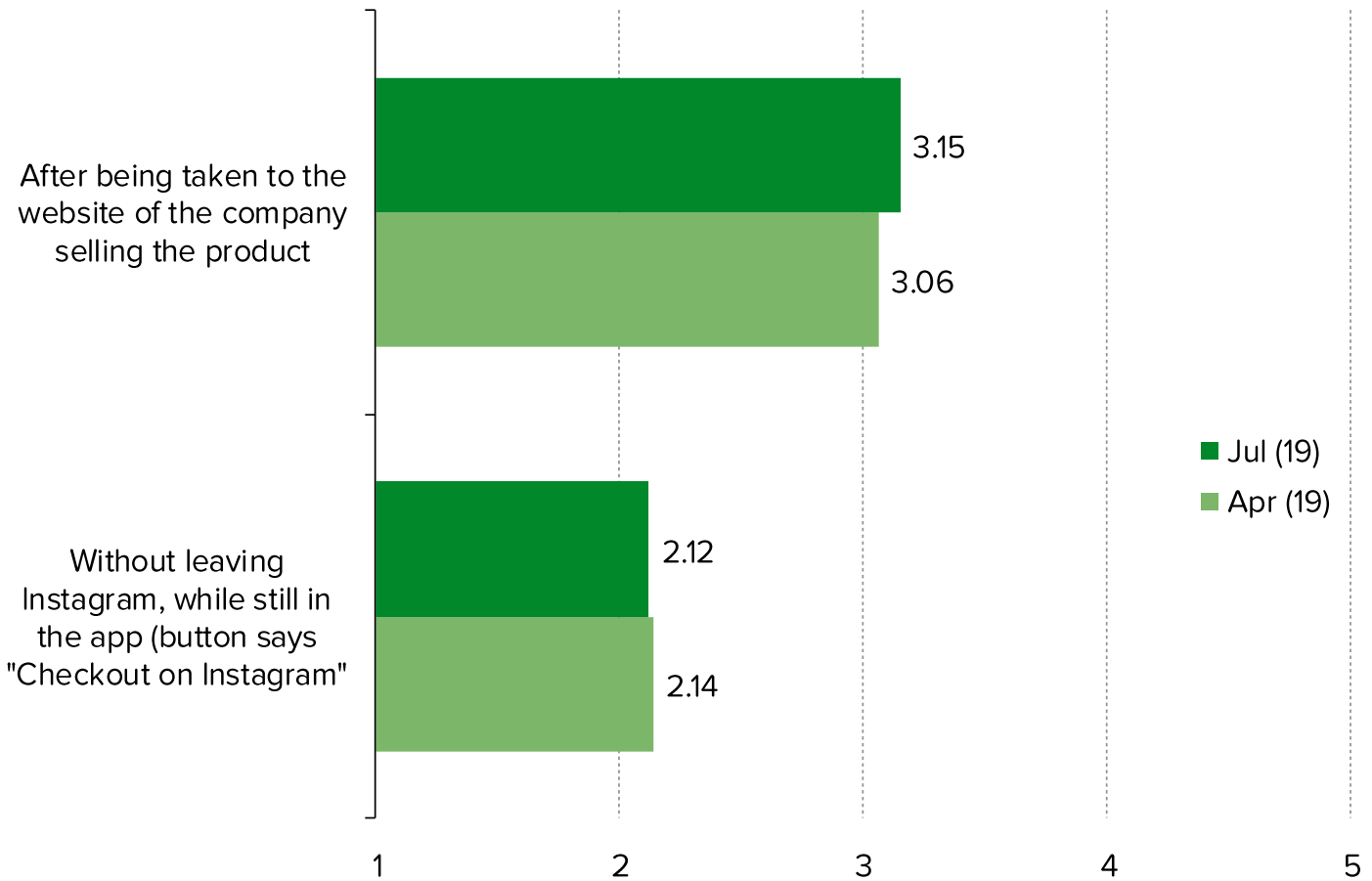


N = 487

For Example: some posts have buttons that say “Tap to View Products” to view details and pricing about products pictured in the post.

**APPROXIMATELY HOW MANY TIMES HAVE YOU ACTUALLY PURCHASED AN ITEM AFTER “TAPPING TO VIEW”**

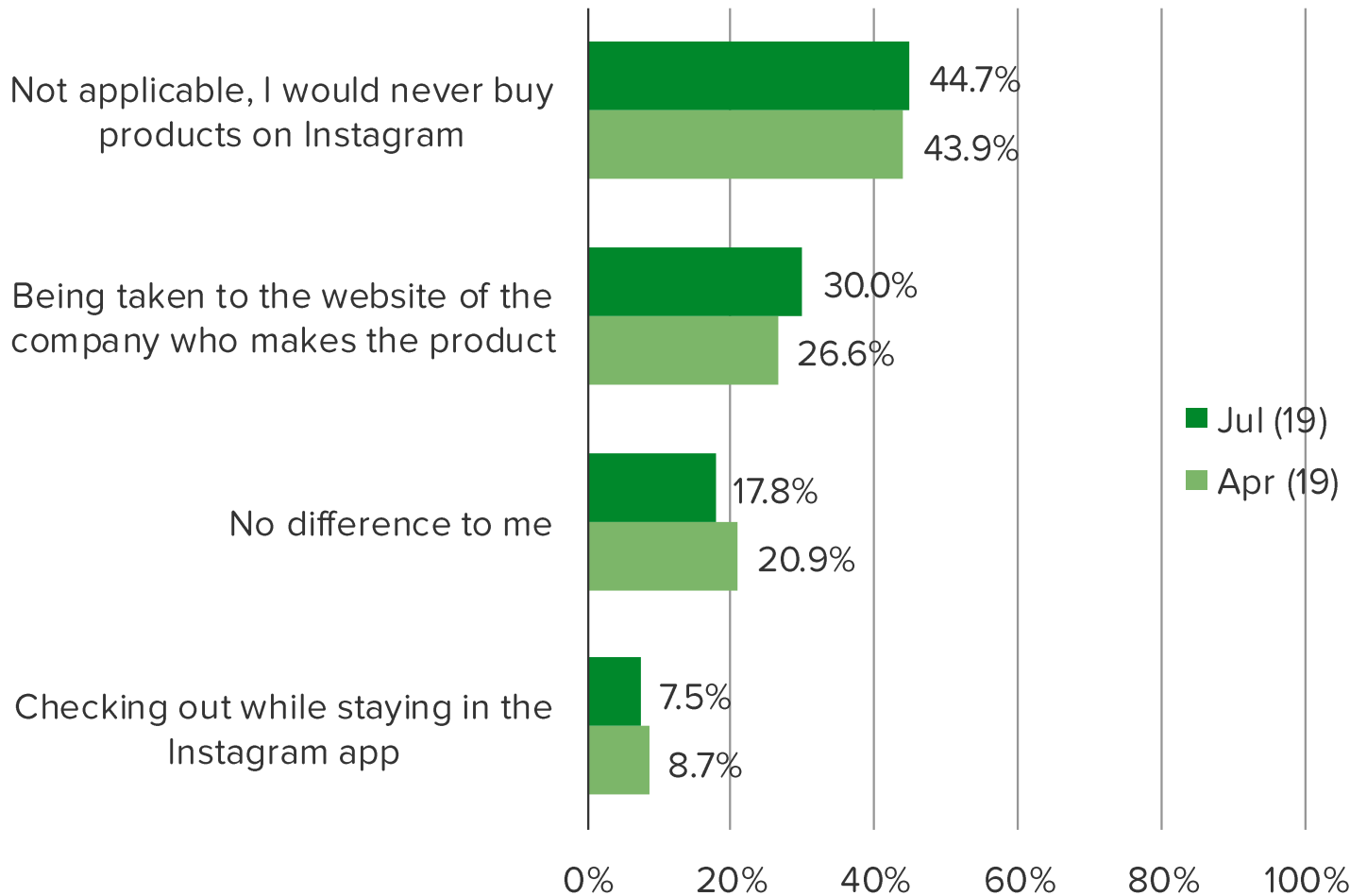
Posed to Instagram users who click tap to view products



N = 228

**WHICH DO YOU THINK IS BETTER FOR BUYING PRODUCTS YOU TAP TO VIEW ON INSTAGRAM?**

Posed to Instagram users

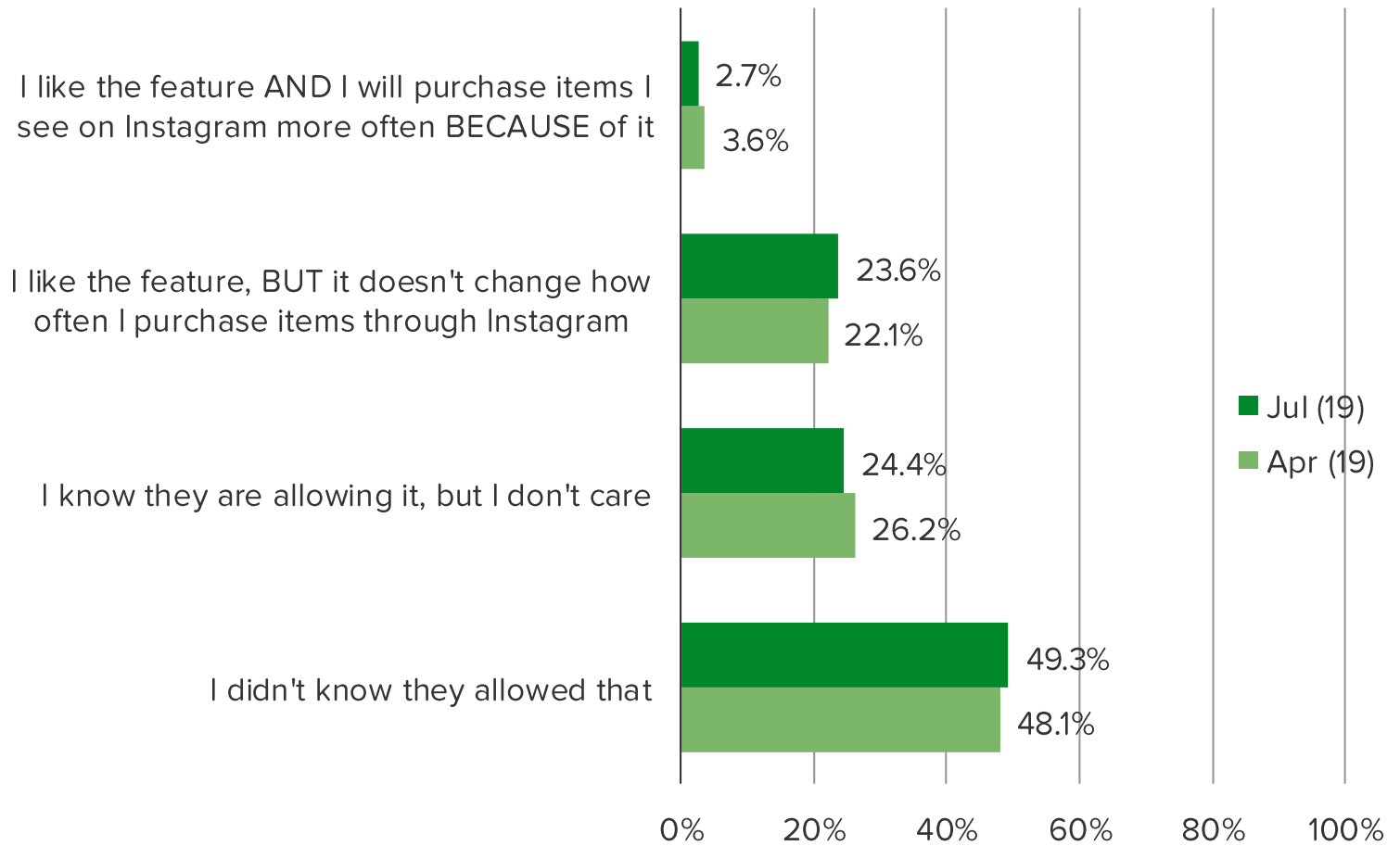


N = 483



**WHAT IS YOUR OPINION OF INSTAGRAM ALLOWING YOU TO BUY PRODUCTS YOU SEE IN POSTS WITHOUT ACTUALLY HAVING TO LEAVE THE APP?**

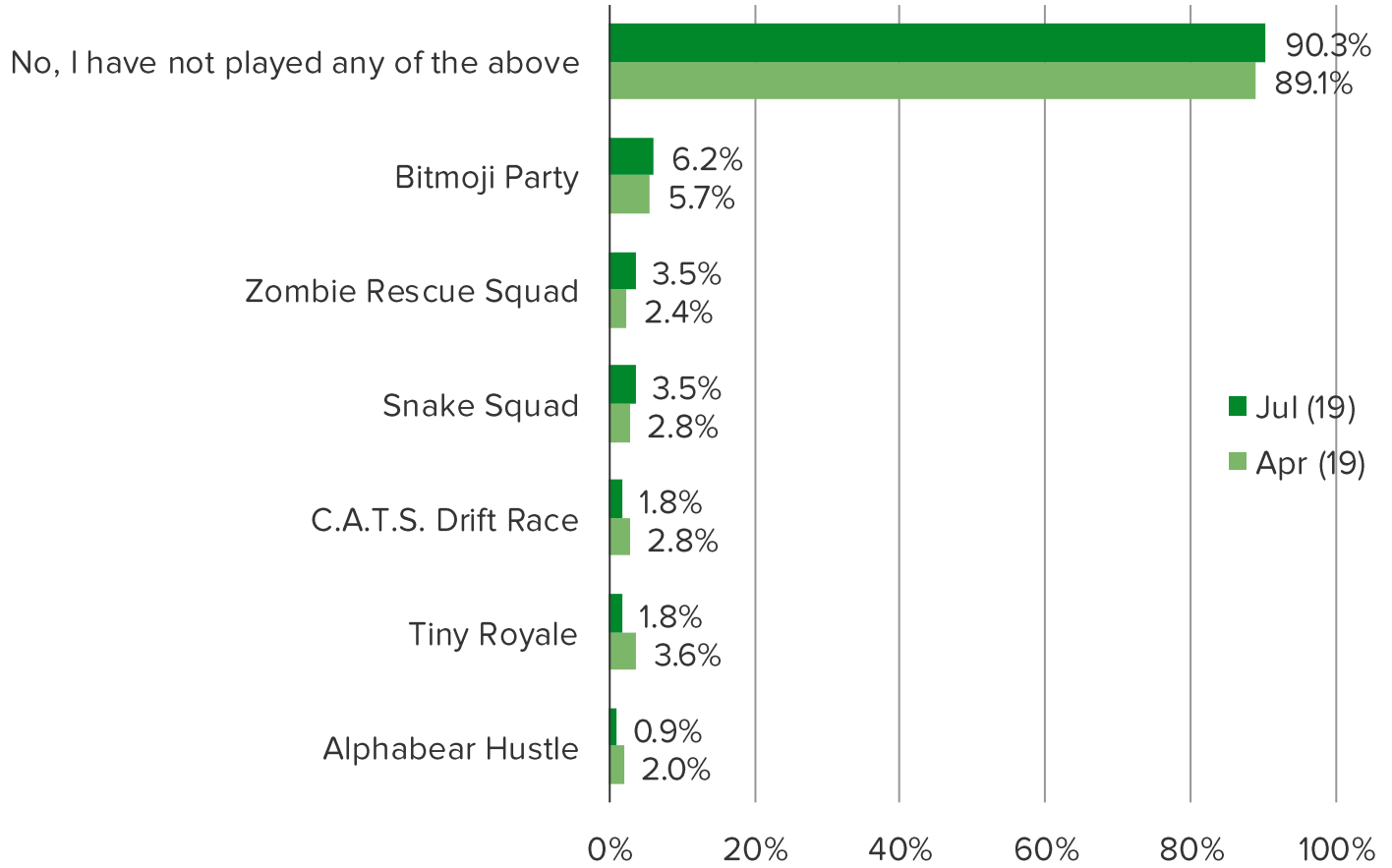
Posed to Instagram users



N = 483

**HAVE YOU PLAYED ANY OF THE FOLLOWING GAMES ON SNAPCHAT?**

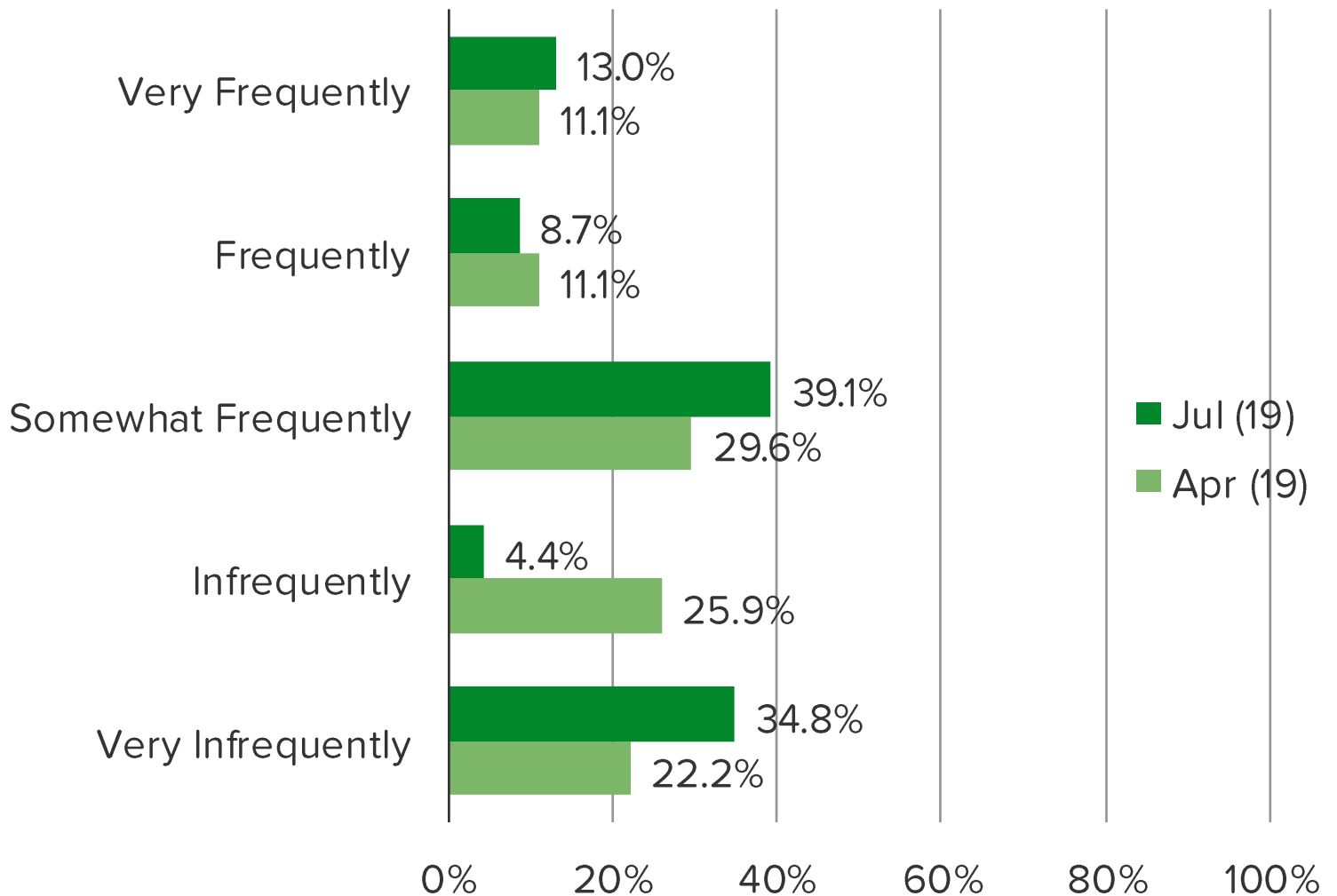
Posed to Snapchat users



N = 226

### HOW OFTEN DO YOU PLAY?

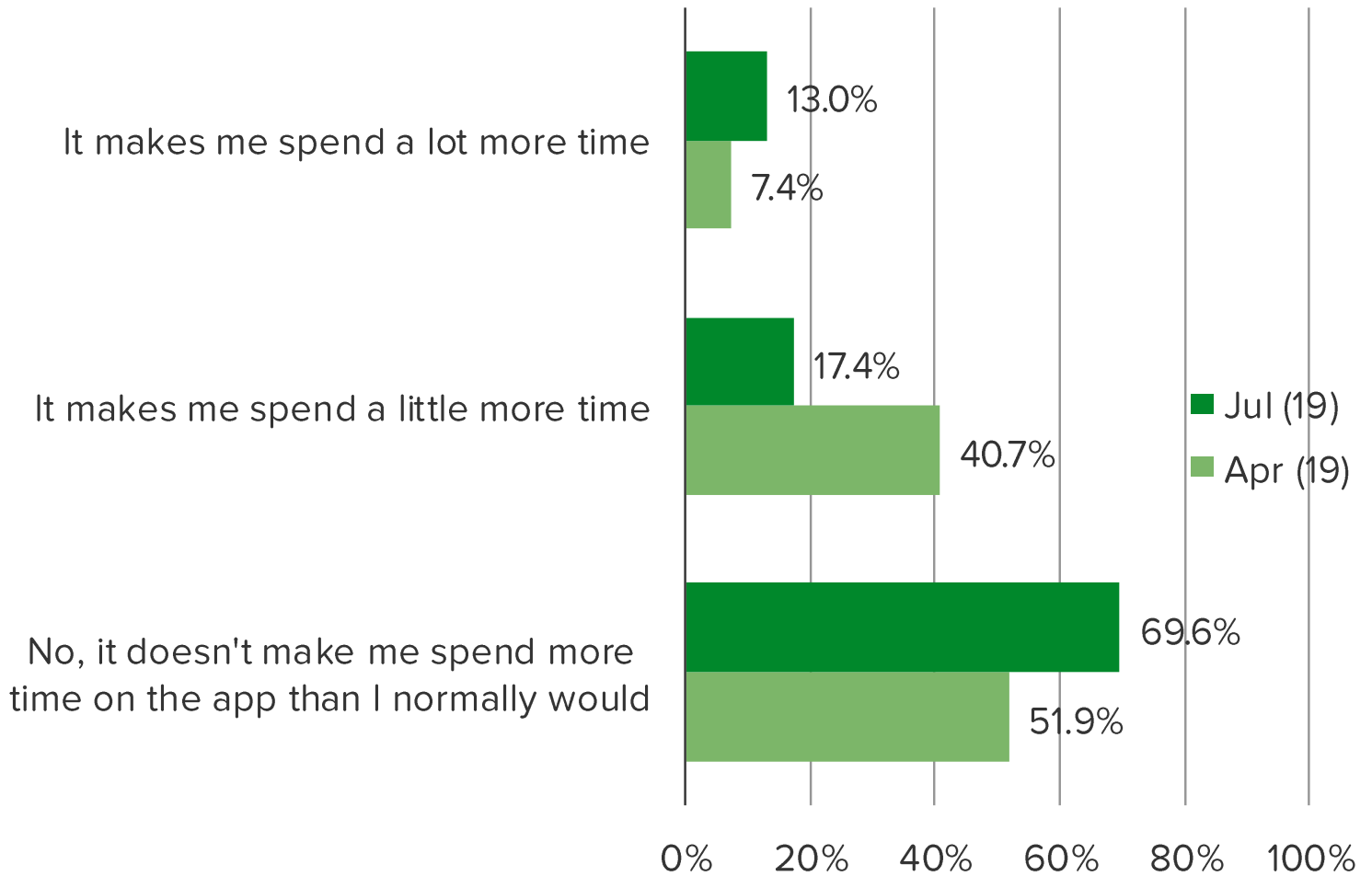
Posed to Snapchat users



N = 23

**DO YOU THINK YOU SPEND MORE TIME ON SNAPCHAT BECAUSE OF THE VIDEO GAMES?**

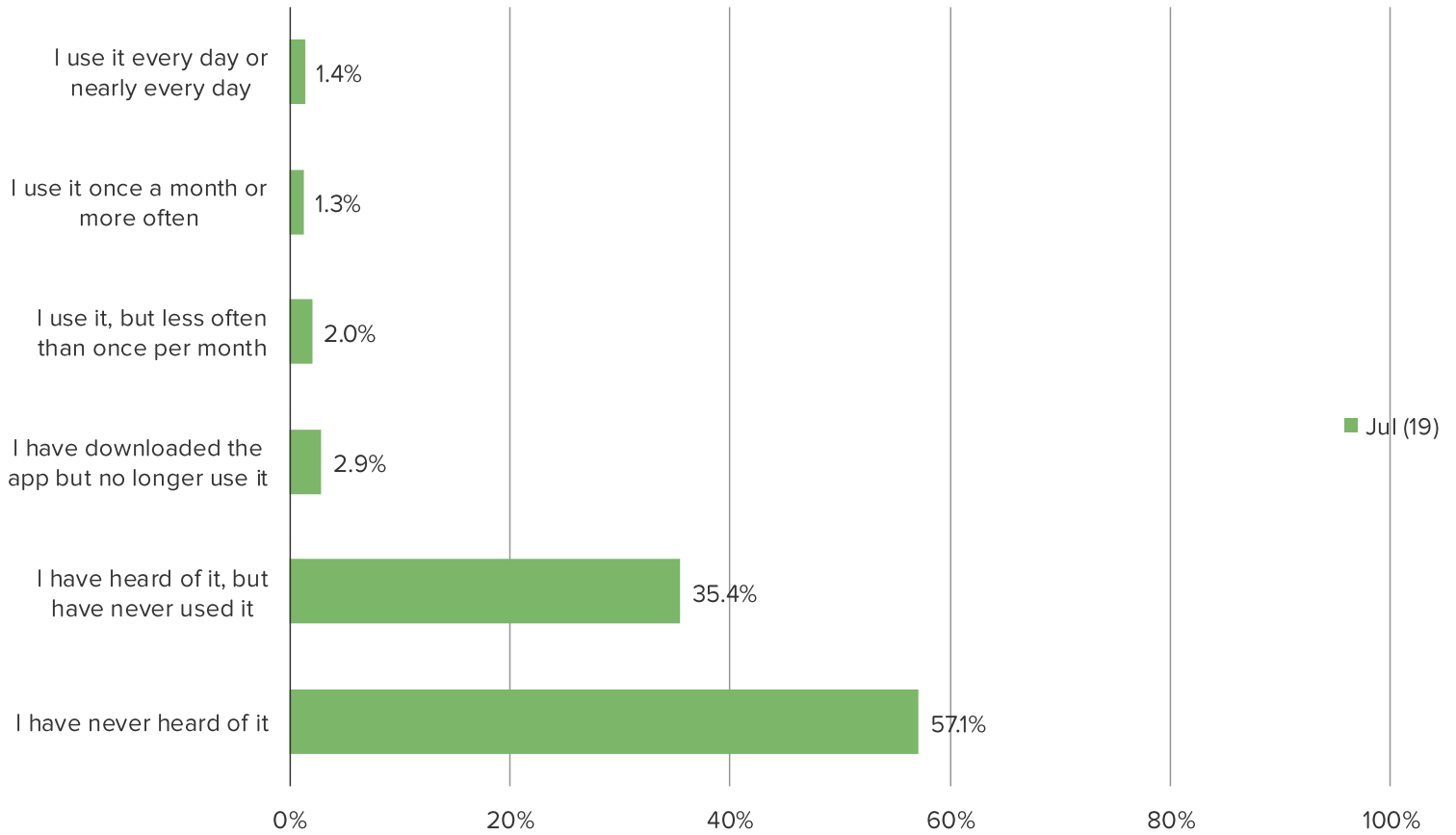
Posed to Snapchat users



N = 23

**WHAT IS YOUR EXPERIENCE WITH THE APP “TIK TOK”?**

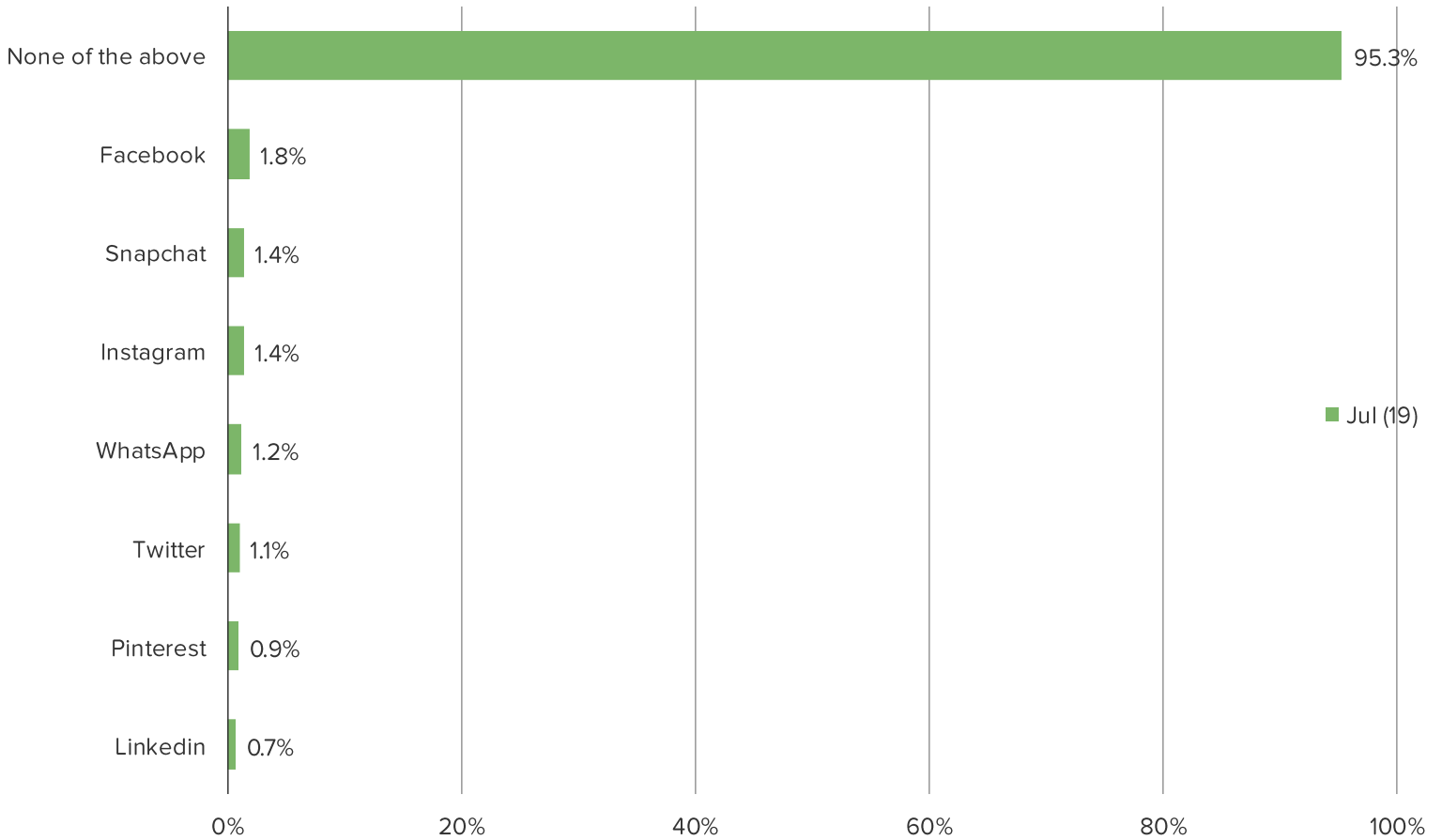
Posed to Snapchat users



Social Media Account Holders And Engagement – A Consumer View

**DO YOU THINK YOUR USAGE OF TIK TOK CAUSES YOU TO USE ANY APPS/SITES LESS OFTEN THAN YOU WOULD OTHERWISE? (SELECT ALL THAT YOU USE LESS)**

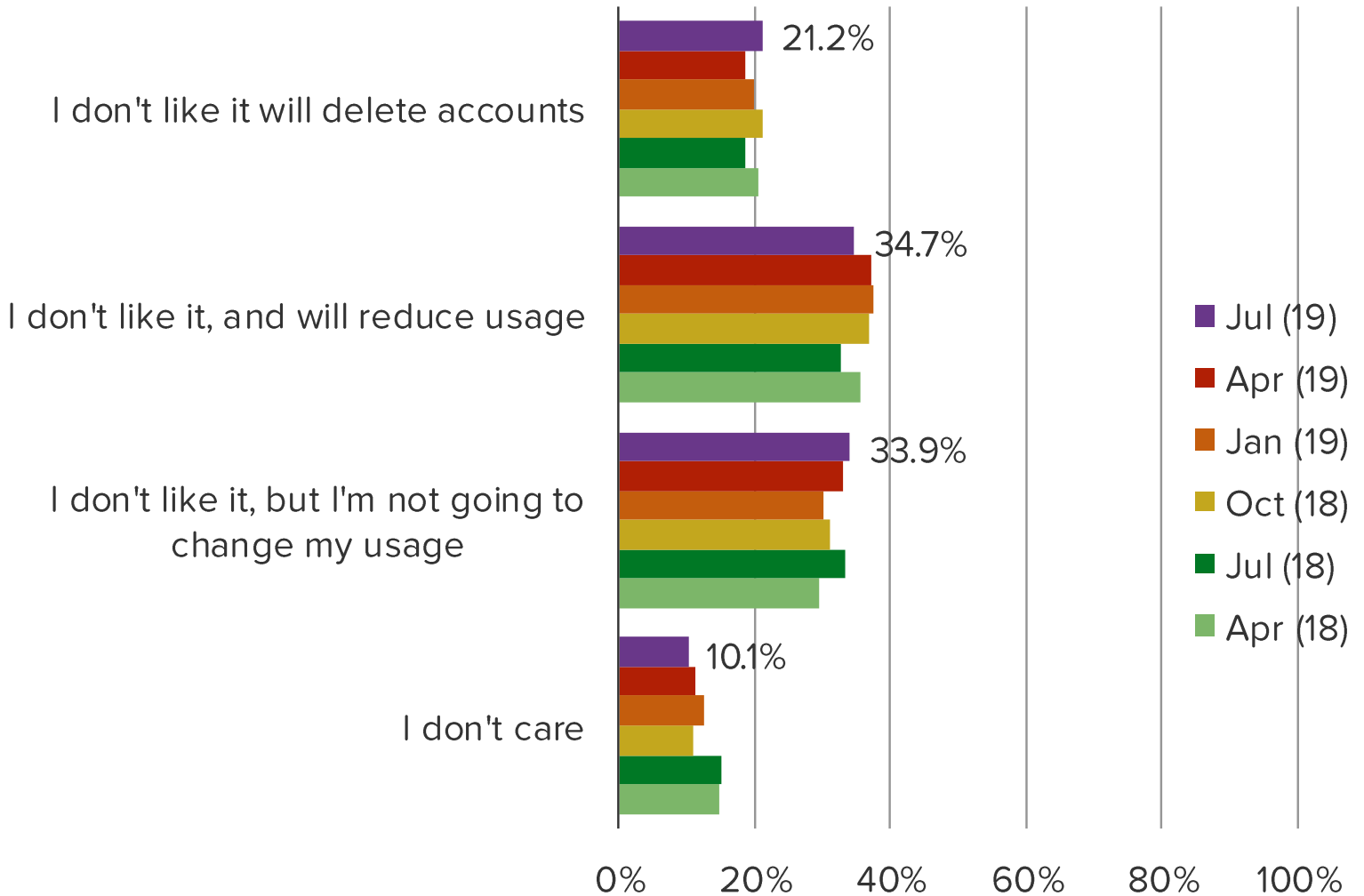
Posed to Snapchat users



# ADDRESSING PRIVACY AND FACEBOOK/SOCIAL MEDIA

**WHAT IS YOUR OPINION OF SOCIAL MEDIA SITES COLLECTING PERSONAL DATA WHEN YOU USE THEM?**

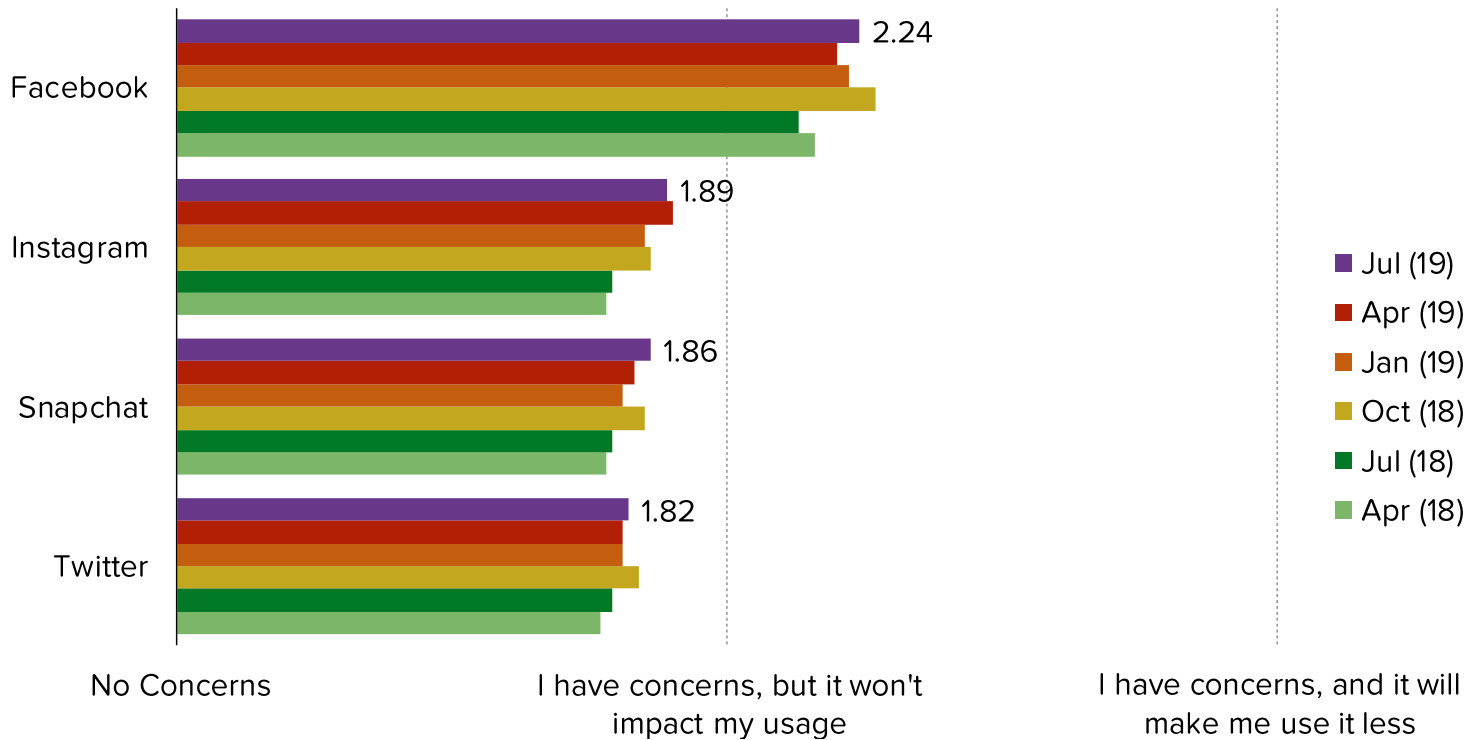
Posed to all respondents about social media in general





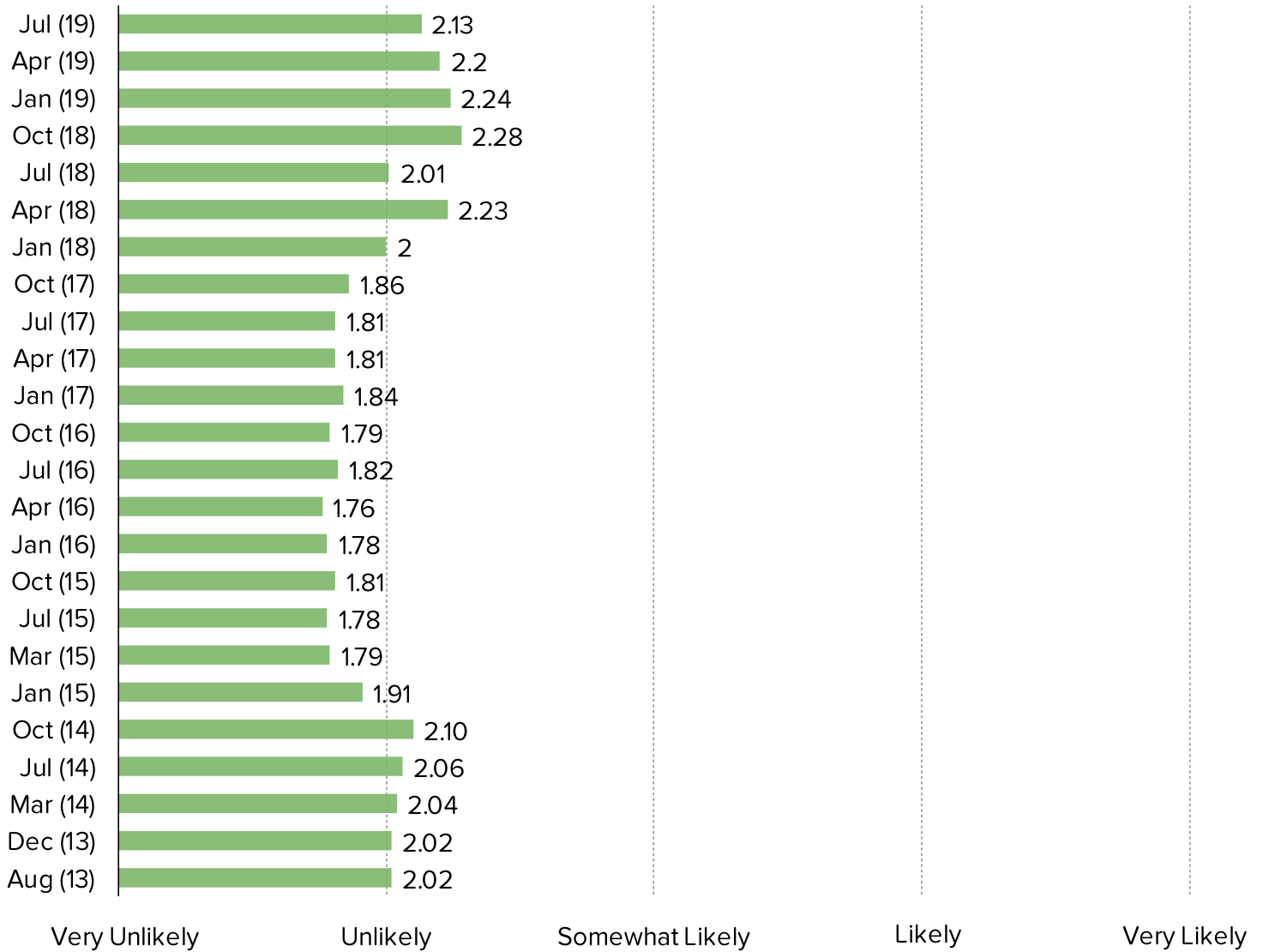
**DO YOU HAVE ANY CONCERNS ABOUT THE PRIVACY OR SECURITY OF YOUR DATA ON THESE SOCIAL MEDIA PLATFORMS THAT YOU USE?**

Posed to users of each platform



**HOW LIKELY ARE YOU TO DEACTIVATE YOUR FACEBOOK ACCOUNT IN THE NEXT FEW MONTHS?**

Posed to all respondents



**DO YOU HAVE ANY CONCERNS ABOUT THE PRIVACY OR SECURITY OF YOUR DATA WHEN YOU USE GOOGLE?**

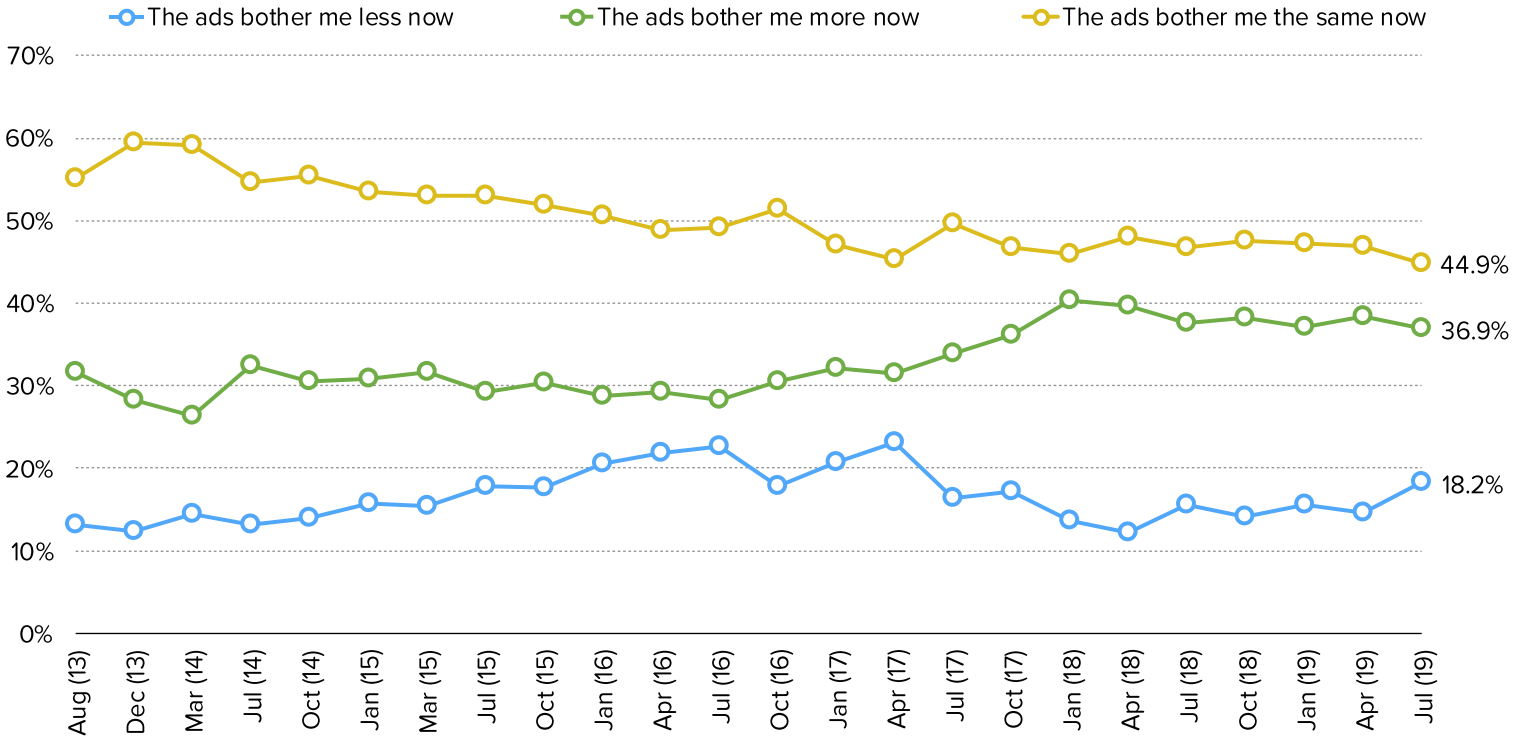
Posed to all respondents



# ADDRESSING FACEBOOK NEWSFEED CHANGES

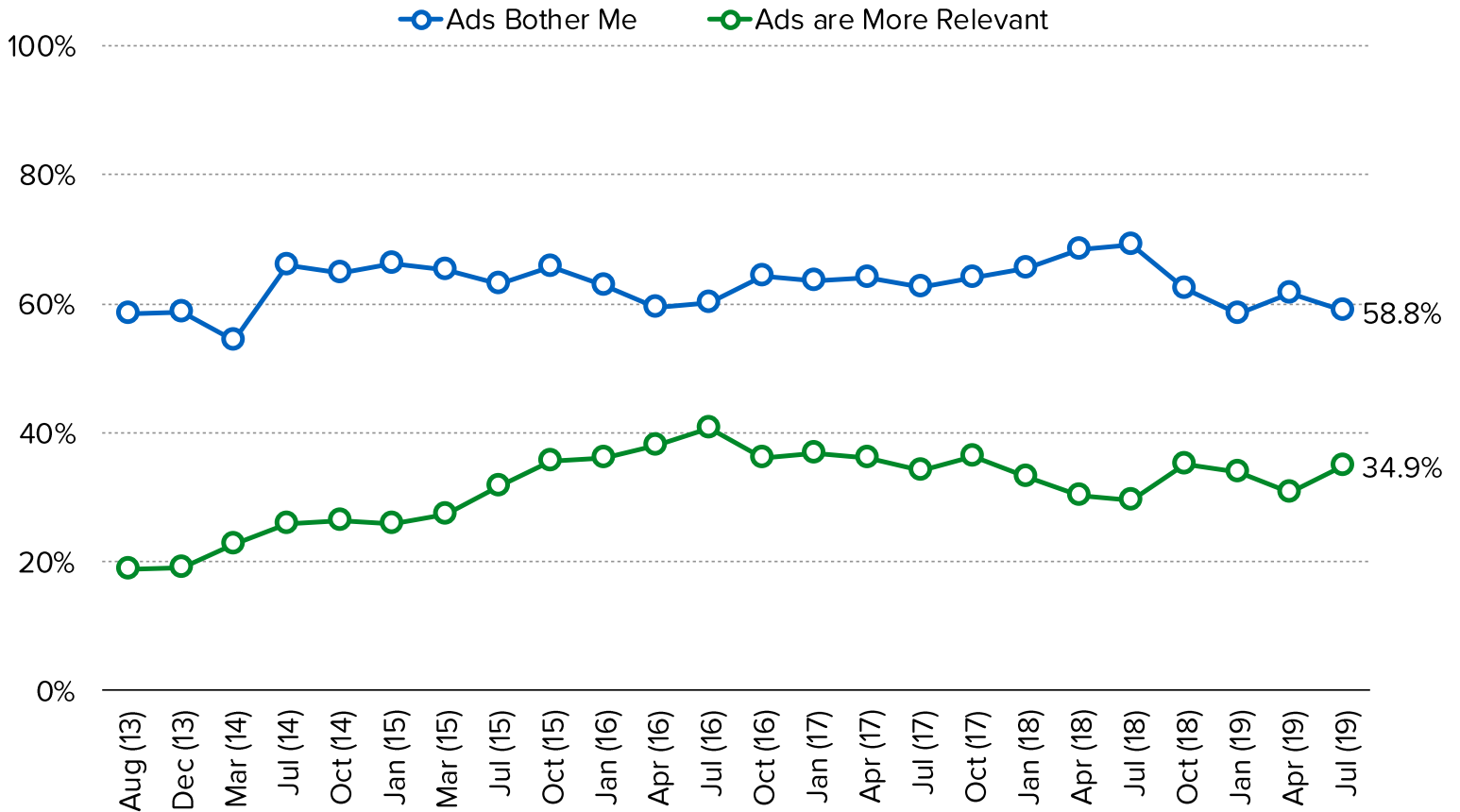
**FACEBOOK ACCOUNT HOLDERS - DO ADS BOTHER YOU MORE OR LESS NOW THAN THEY DID WHEN THEY FIRST STARTED TO APPEAR IN YOUR NEWSFEED?**

Posed to Facebook account holders.



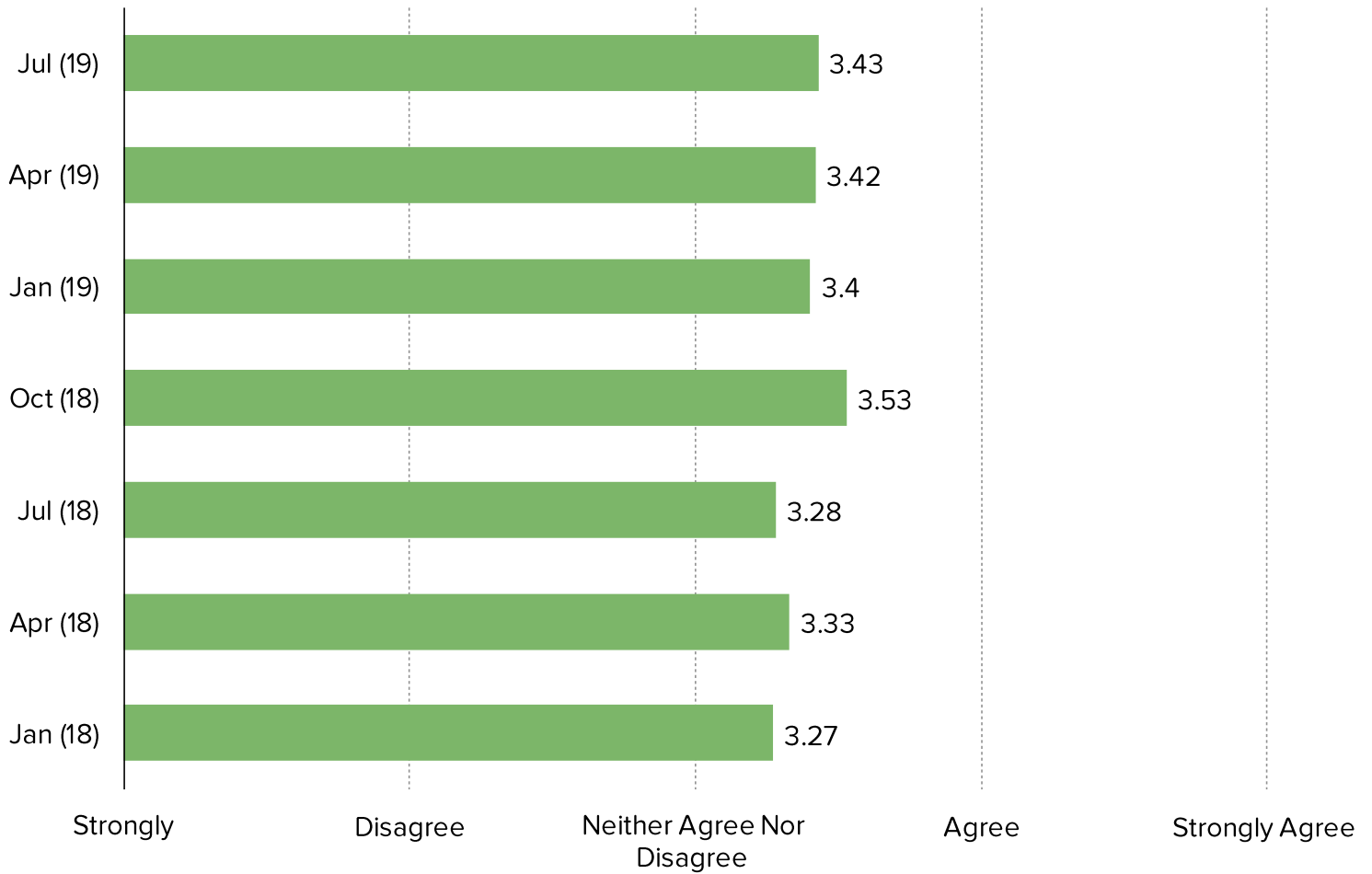
**FACEBOOK ACCOUNT HOLDERS - DO ADS BOTHER YOU MORE NOW THAN IN THE PAST? ARE THEY BECOMING MORE RELEVANT THAN THEY WERE IN THE PAST?**

Posed to Facebook account holders.



**HOW MUCH DO YOU AGREE WITH THE FOLLOWING: “FACEBOOK HAS BECOME LESS SOCIAL OVER TIME.”**

Posed to Facebook users.

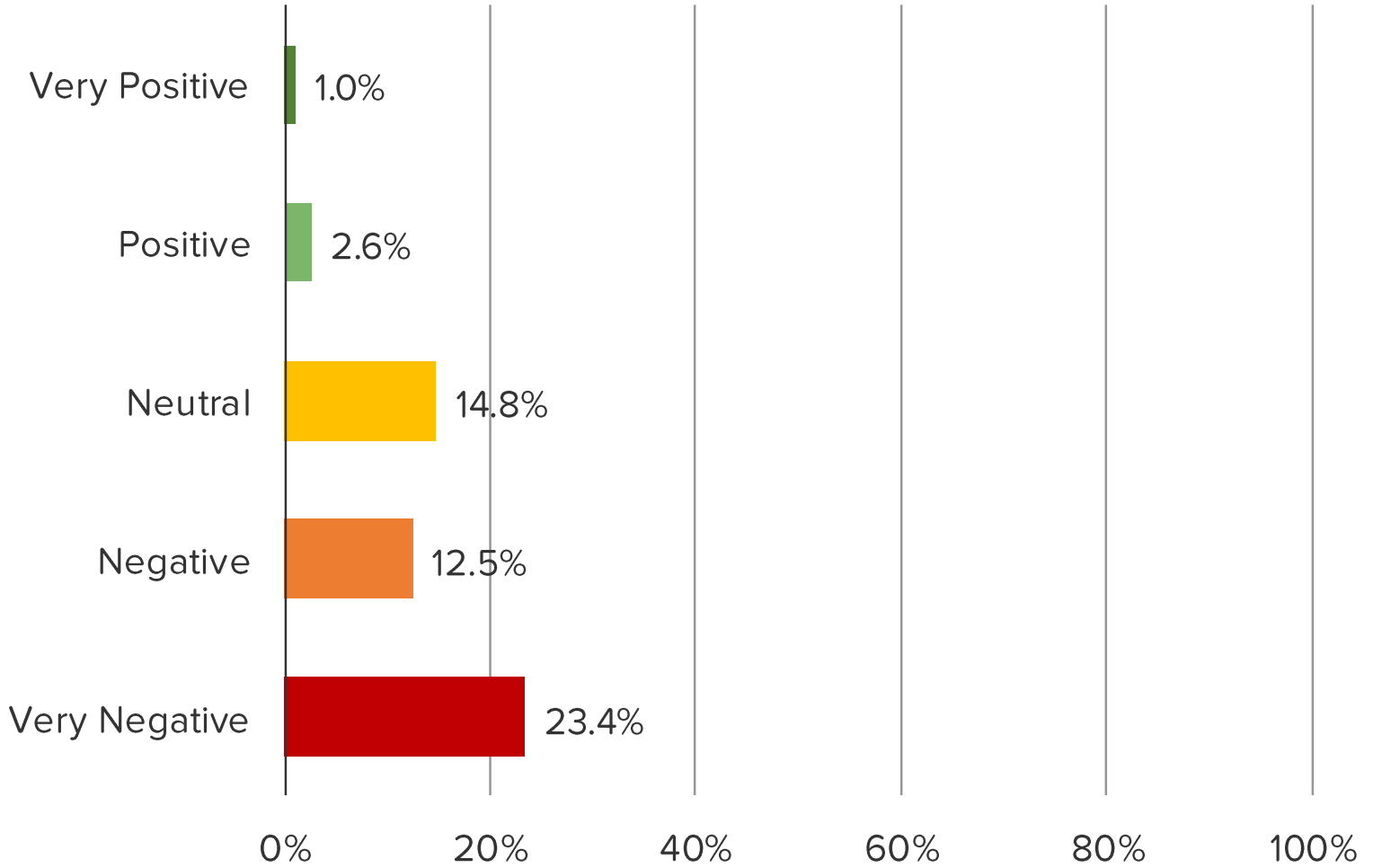


# FACEBOOK'S CRYPTOCURRENCY



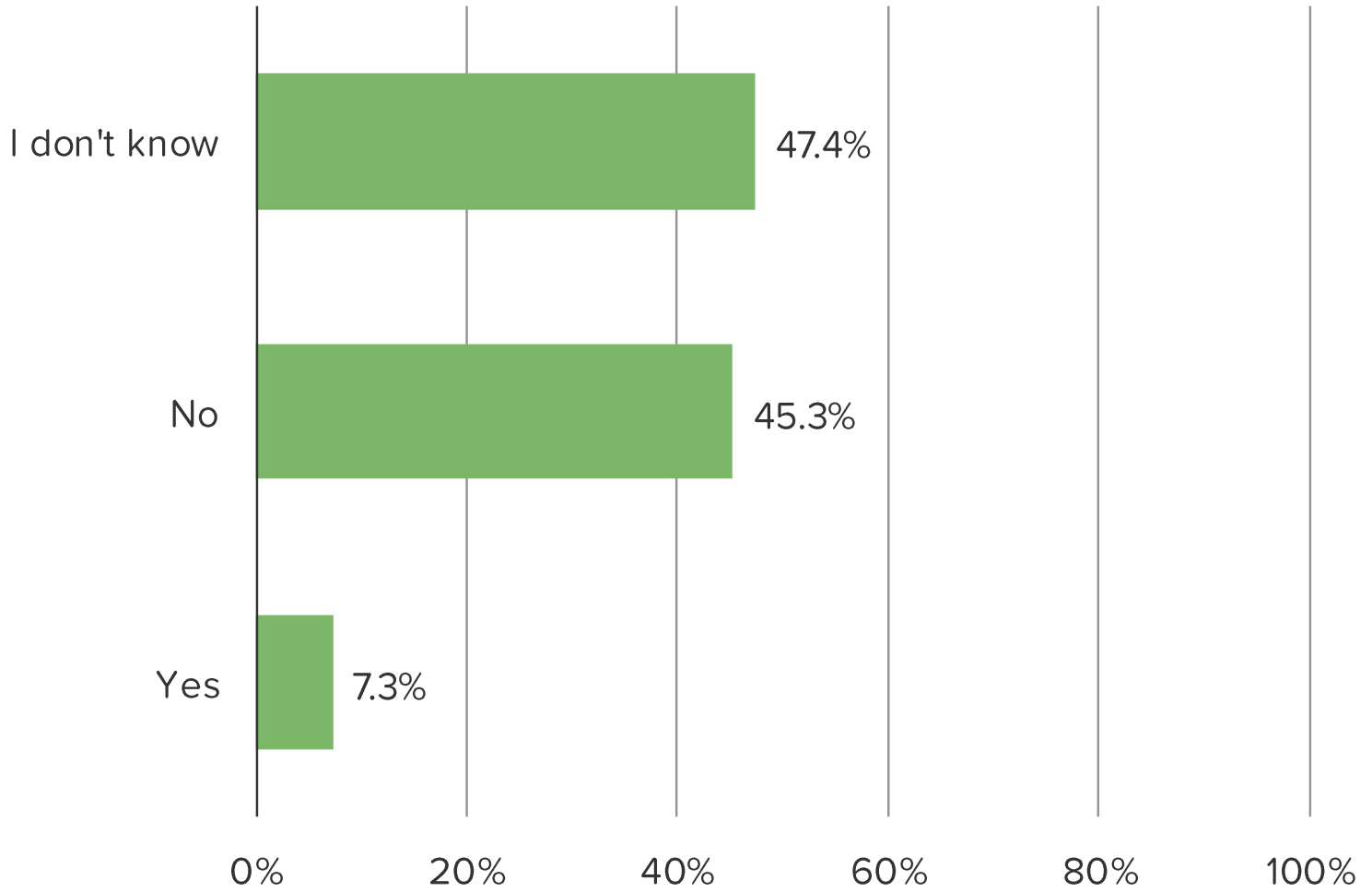
**WHAT IS YOUR OPINION OF FACEBOOK'S PLAN TO CREATE A CRYPTOCURRENCY CALLED "LIBRA"?**

Posed to Facebook account holders.



**DO YOU THINK THE US SHOULD HAVE A NATIONAL CRYPTOCURRENCY?**

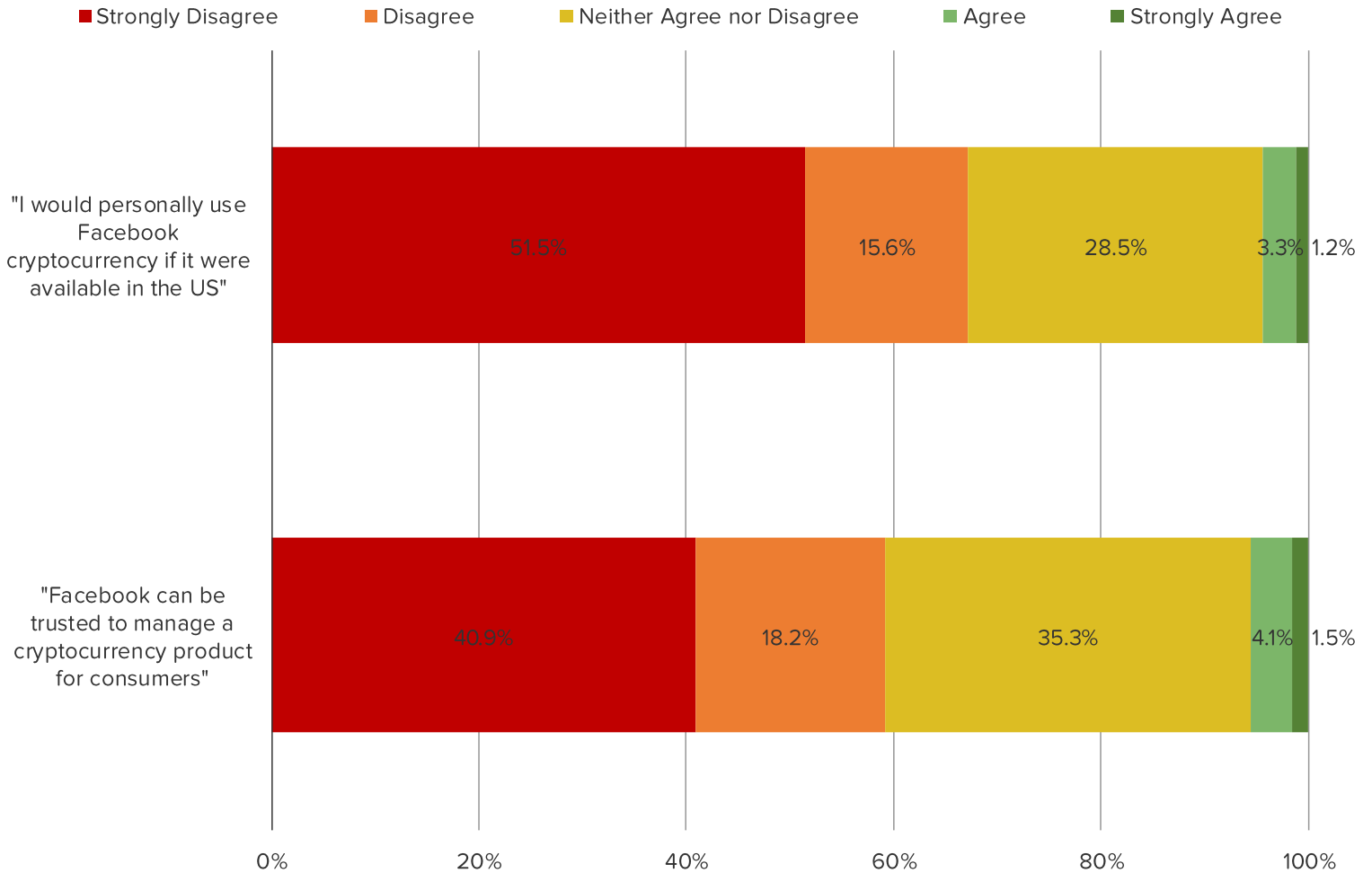
Posed to Facebook account holders.



Social Media Account Holders And Engagement – A Consumer View

**PLEASE RATE HOW MUCH YOU AGREE WITH THE STATEMENTS REGARDING FACEBOOK’S PLANS TO LAUNCH A CRYPTOCURRENCY CALLED “LIBRA”**

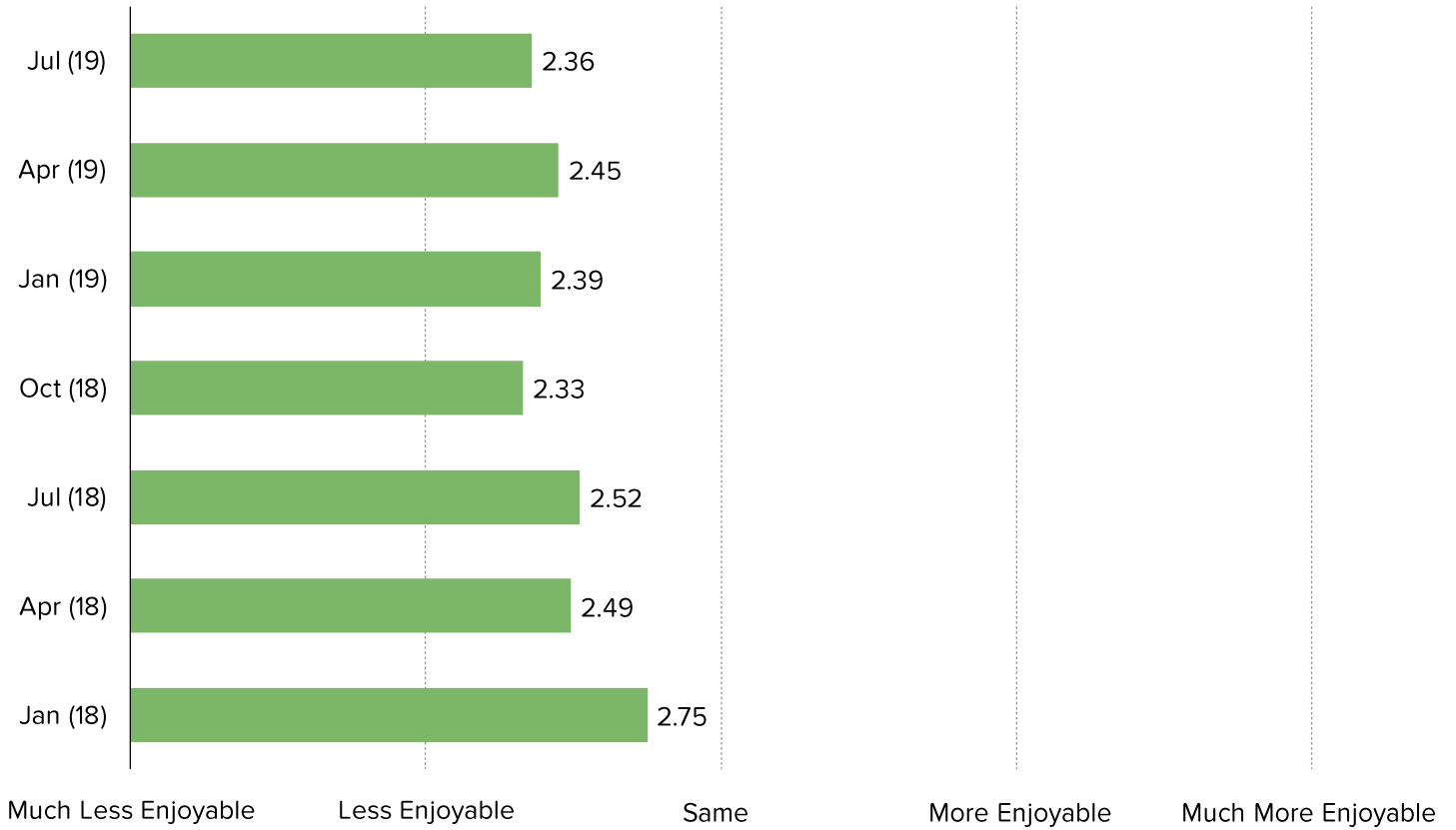
Posed to Facebook users.



# ADDRESSING THE FACEBOOK EXPERIENCE

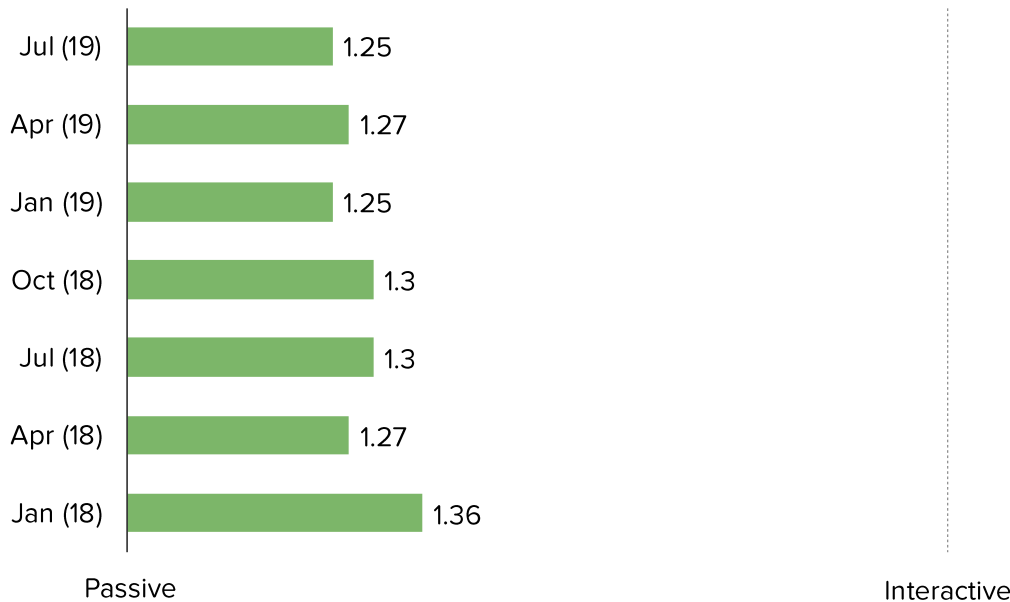
**FACEBOOK USERS - IN GENERAL, WOULD YOU SAY FACEBOOK HAS GOTTEN MORE OR LESS ENJOYABLE OVER-TIME?**

Posed to Facebook users.



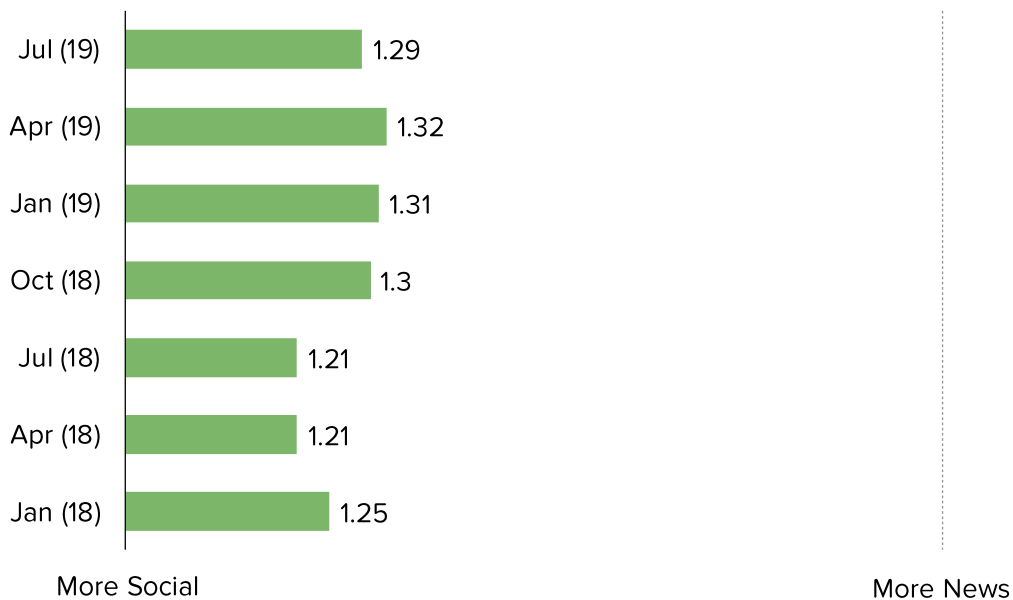
**WOULD YOU DESCRIBE YOUR USAGE OF FACEBOOK AS BEING MORE INTERACTIVE OR PASSIVE?**

Posed to Facebook users.



**WOULD YOU DESCRIBE YOUR USAGE OF FACEBOOK AS BEING MORE SOCIAL OR NEWS FOR YOU?**

Posed to Facebook users.

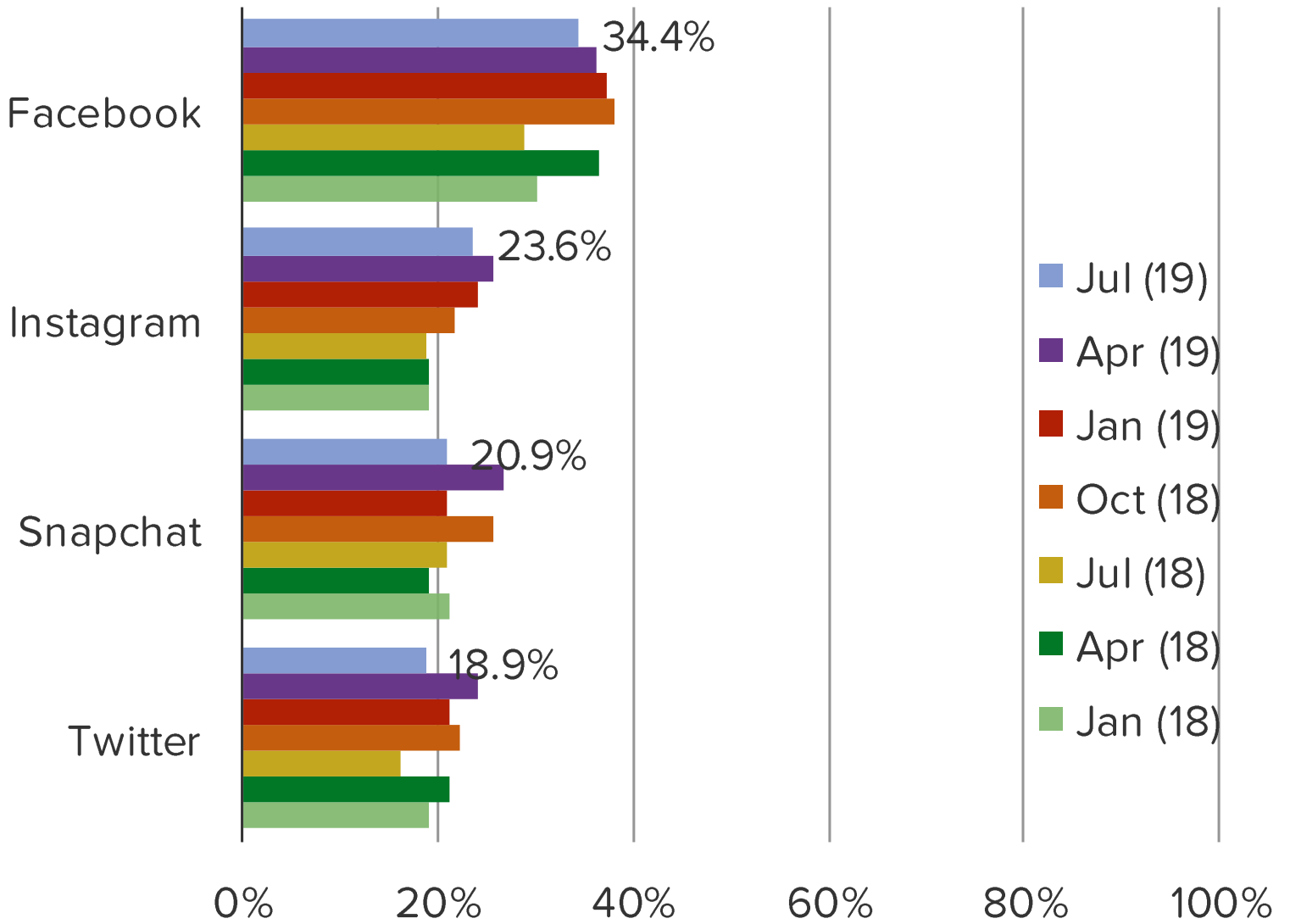


\*Younger respondents say Facebook is more passive / less interactive and more news / less social compared to older respondents.

# SOCIAL MEDIA SENTIMENT QUESTIONS

**USERS OF EACH PLATFORM: ARE YOU CURRENTLY TRYING TO CUT BACK ON YOUR USAGE OF THIS SITE/APP?**

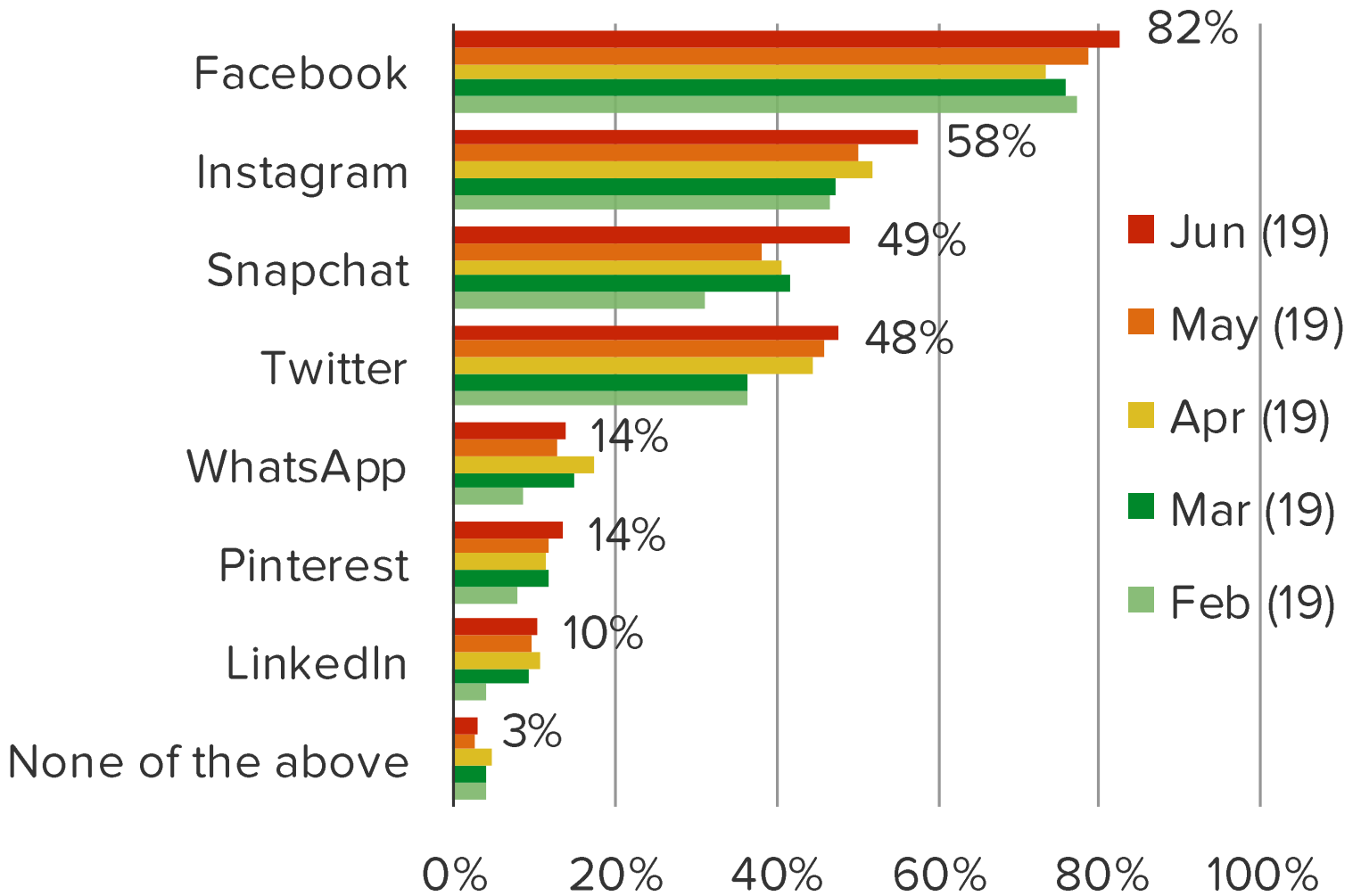
Posed to all users of each platform.





**WHICH SITES DO YOU THINK HAVE A HARMFUL IMPACT ON YOUR PERSONAL HEALTH?**

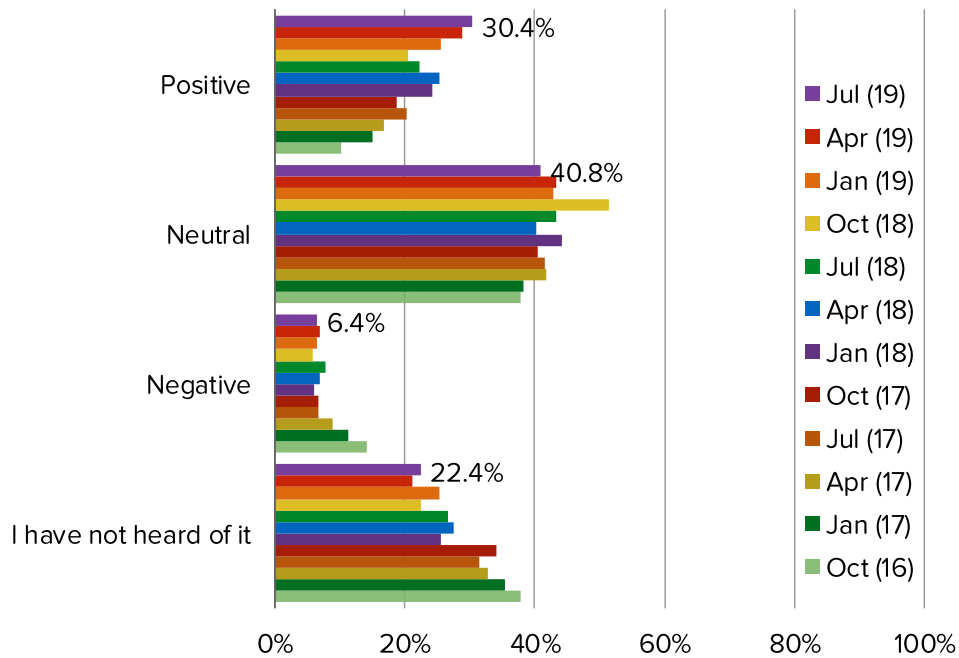
Posed to all users of each platform.



# INSTAGRAM LONGITUDINAL TRENDS

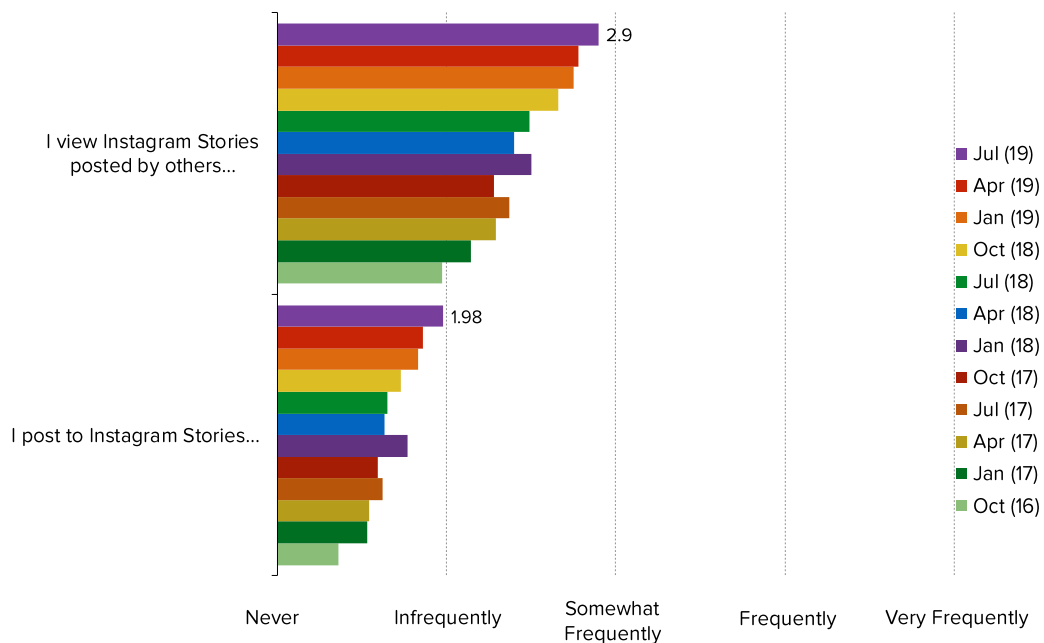
**INSTAGRAM ACCOUNT HOLDERS - OPINION OF "STORIES"**

Posed to Instagram account holders.



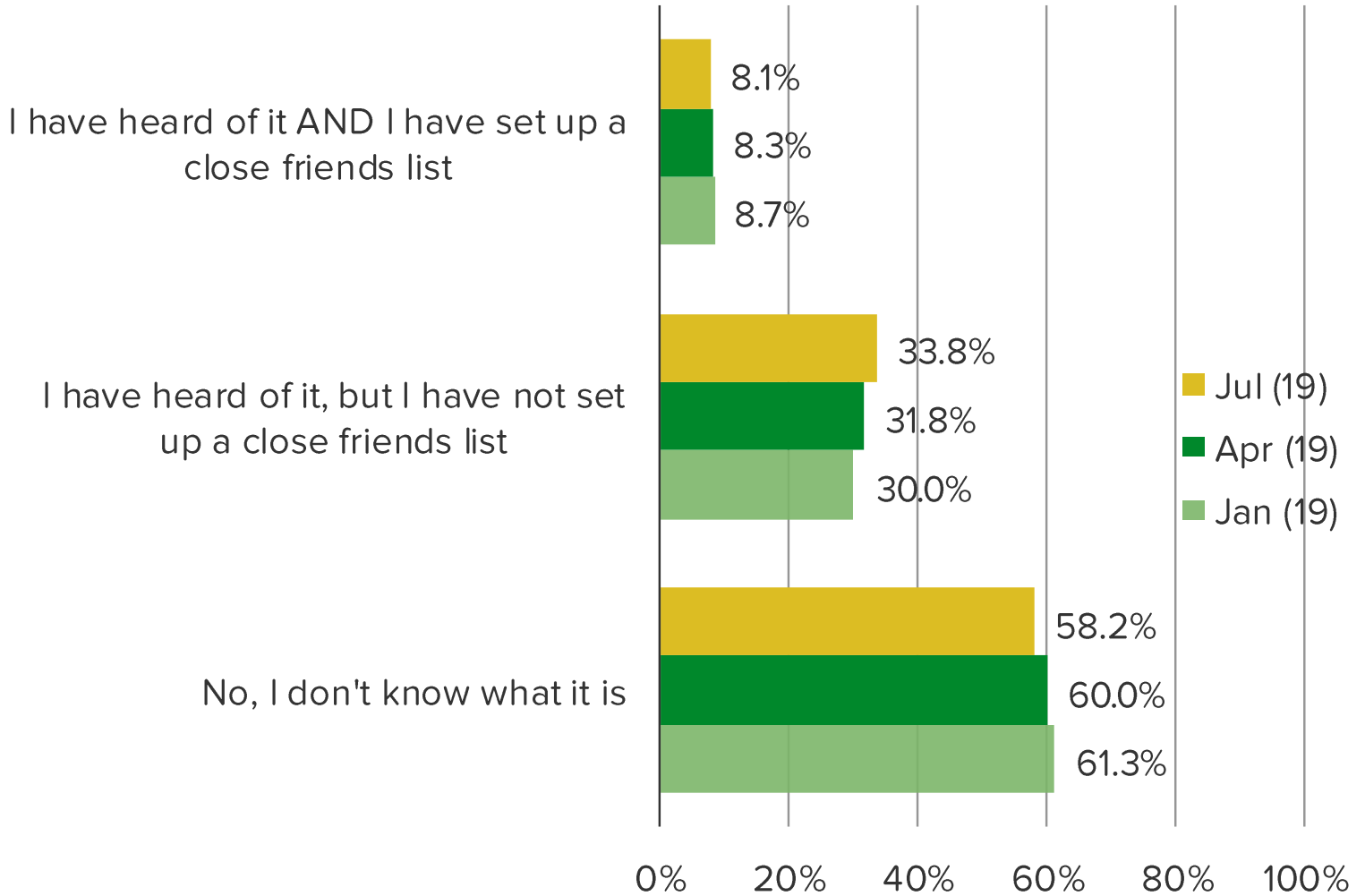
**INSTAGRAM ACCOUNT HOLDERS - USAGE OF "STORIES"**

Posed to Instagram account holders.



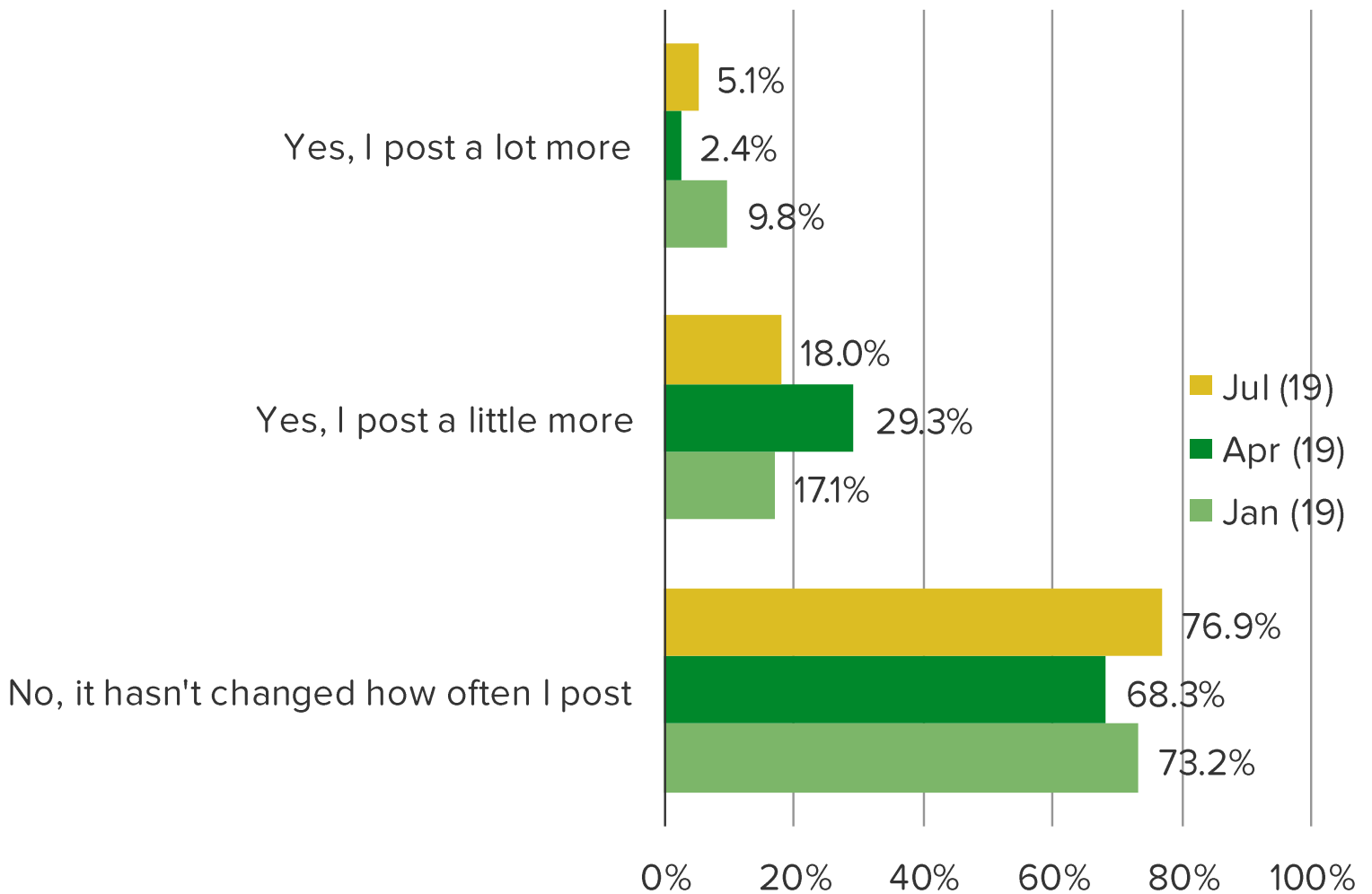
### ARE YOU FAMILIAR WITH INSTAGRAM'S "CLOSE FRIENDS" FEATURE?

Posed to Instagram account holders.



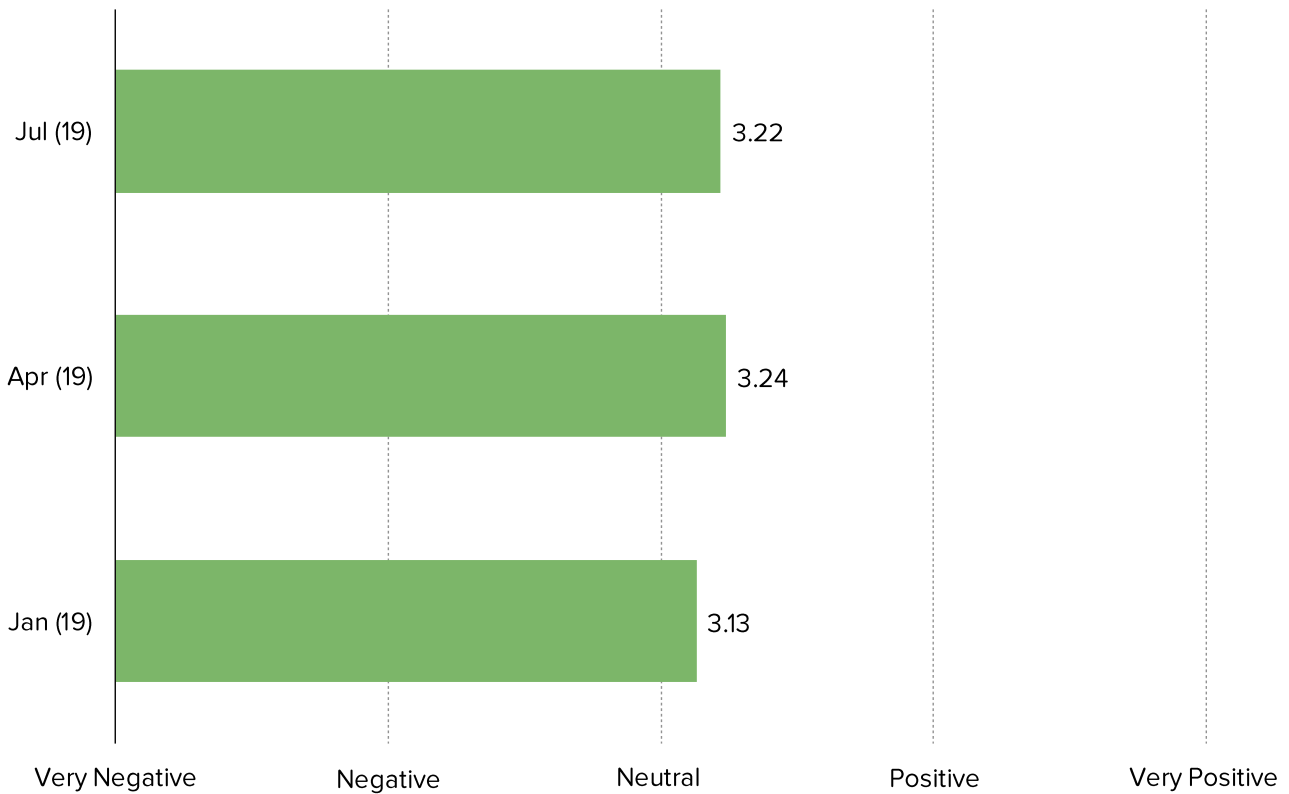
**DO YOU FEEL LIKE YOU POST CONTENT MORE OFTEN TO INSTAGRAM BECAUSE OF THE CLOSE FRIENDS FEATURE?**

Posed to Instagram account holders who have heard of close friends and set up a close friends list.

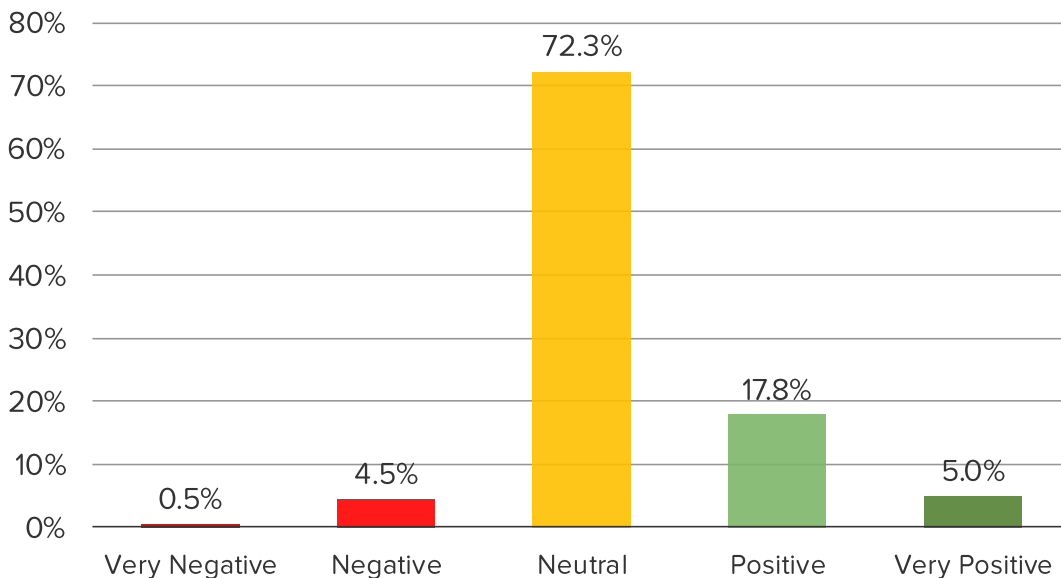


**WHAT IS YOUR OPINION OF THE CLOSE FRIENDS FEATURE?**

Posed to Instagram account holders who are familiar with Instagram’s close friends feature.



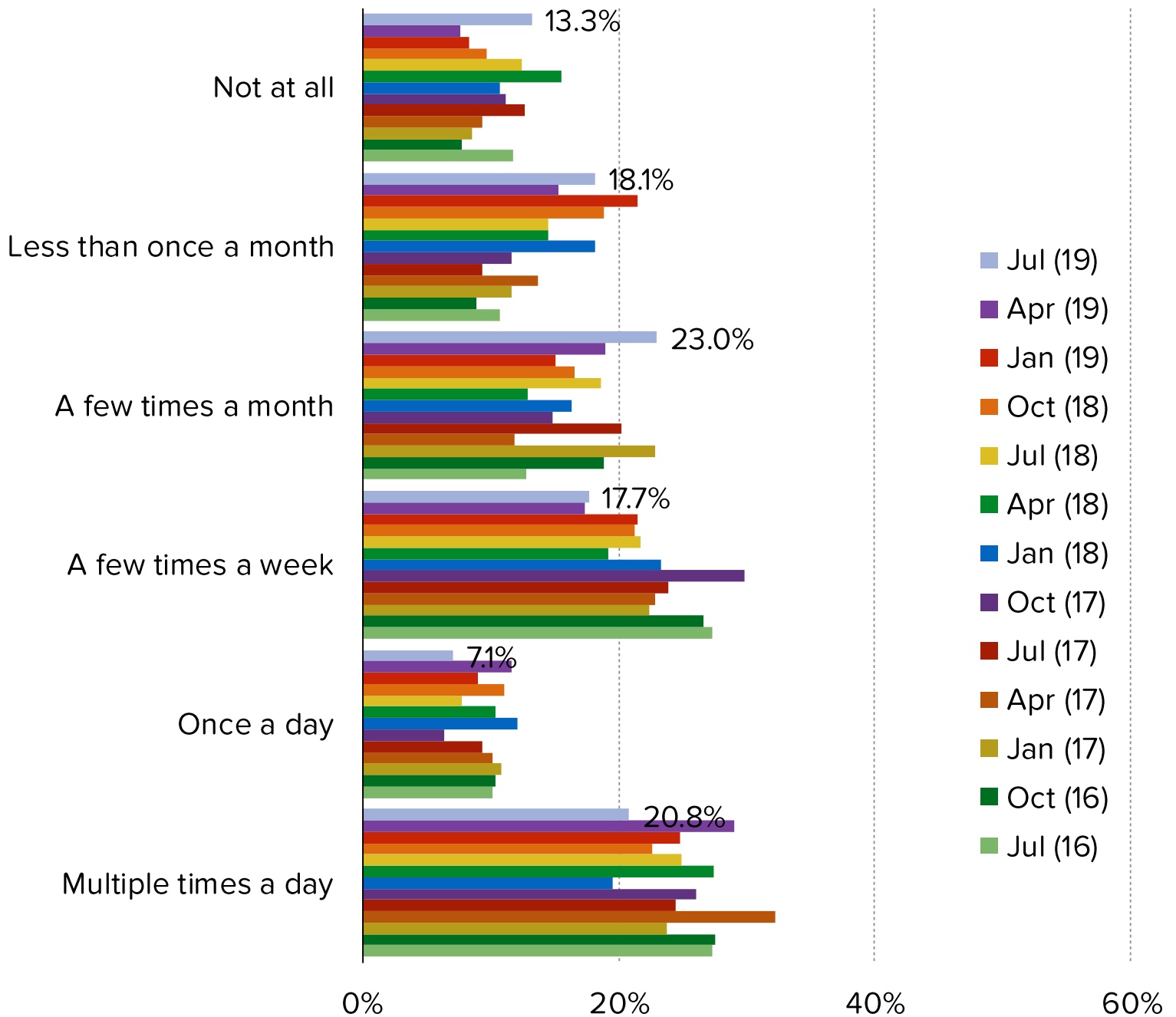
**JUL (19) PERCENTAGE BREAKDOWN**



# SNAPCHAT LONGITUDINAL TRENDS

**ABOUT HOW OFTEN DO YOU POST TO YOUR STORY OR SEND SNAPS/MESSAGES ON SNAPCHAT?**

Posed to Snapchat users

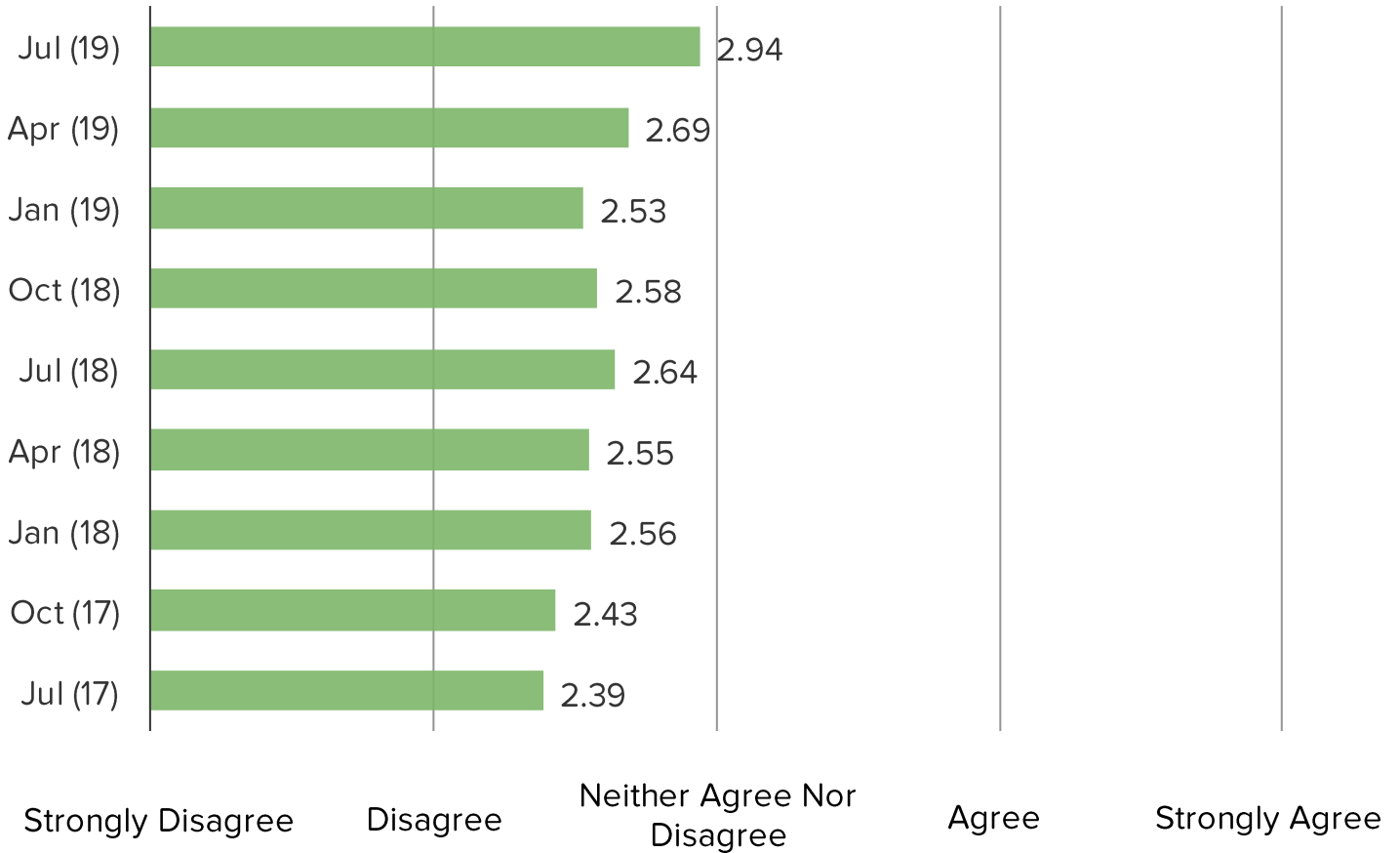




Social Media Account Holders And Engagement – A Consumer View

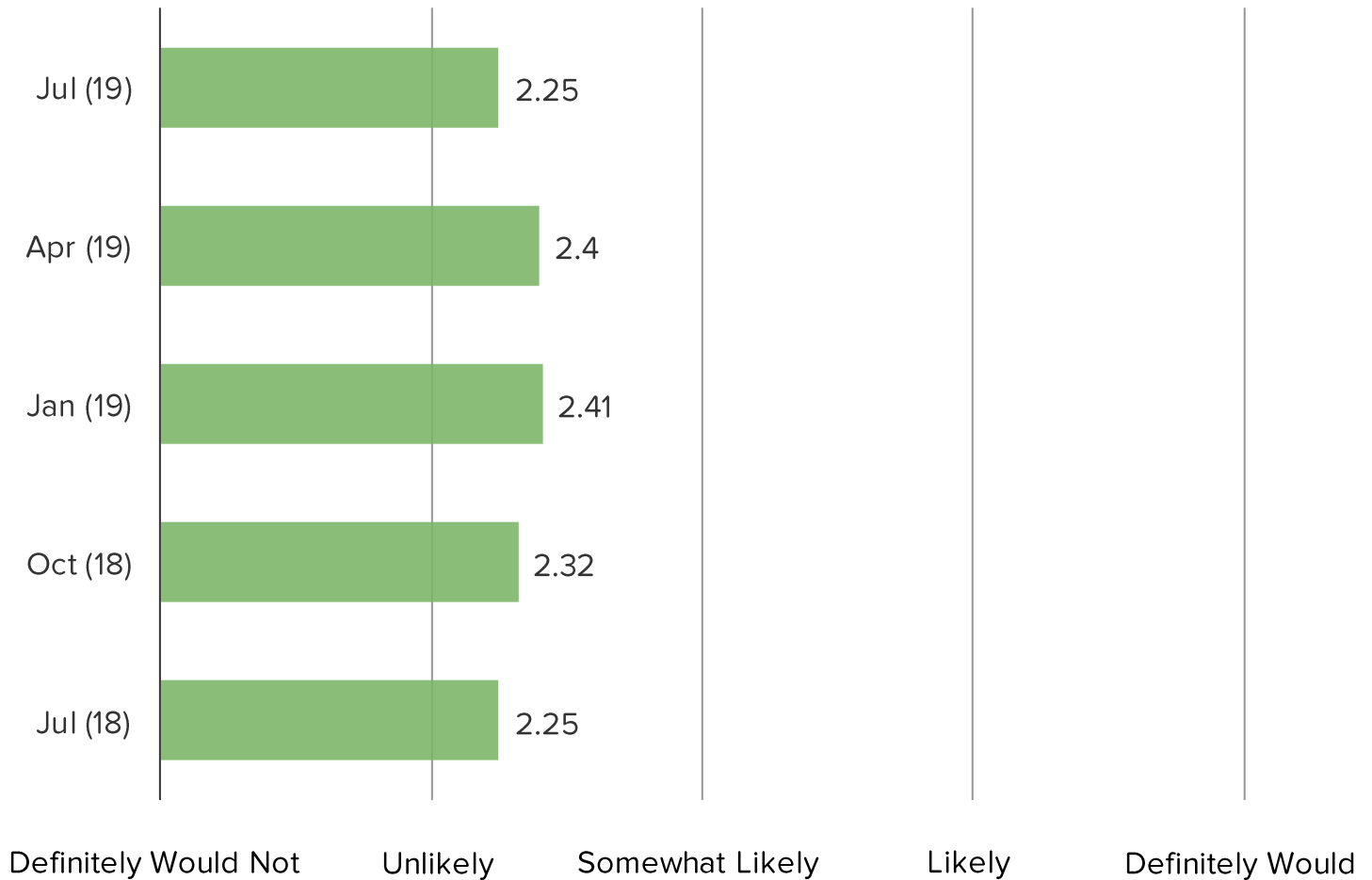
**“SINCE INSTAGRAM ADDED STORIES AT THE TOP OF THE SCREEN, I HAVE BEEN USING SNAPCHAT LESS.”**

Posed to: Snapchat users who also use Instagram



**IF YOU LOGGED INTO SNAPCHAT AND NOTICED THAT THEY ADDED AN IN-APP MOBILE GAMES PLATFORM, HOW LIKELY WOULD YOU BE TO TRY IT OUT?**

Posed to Snapchat users



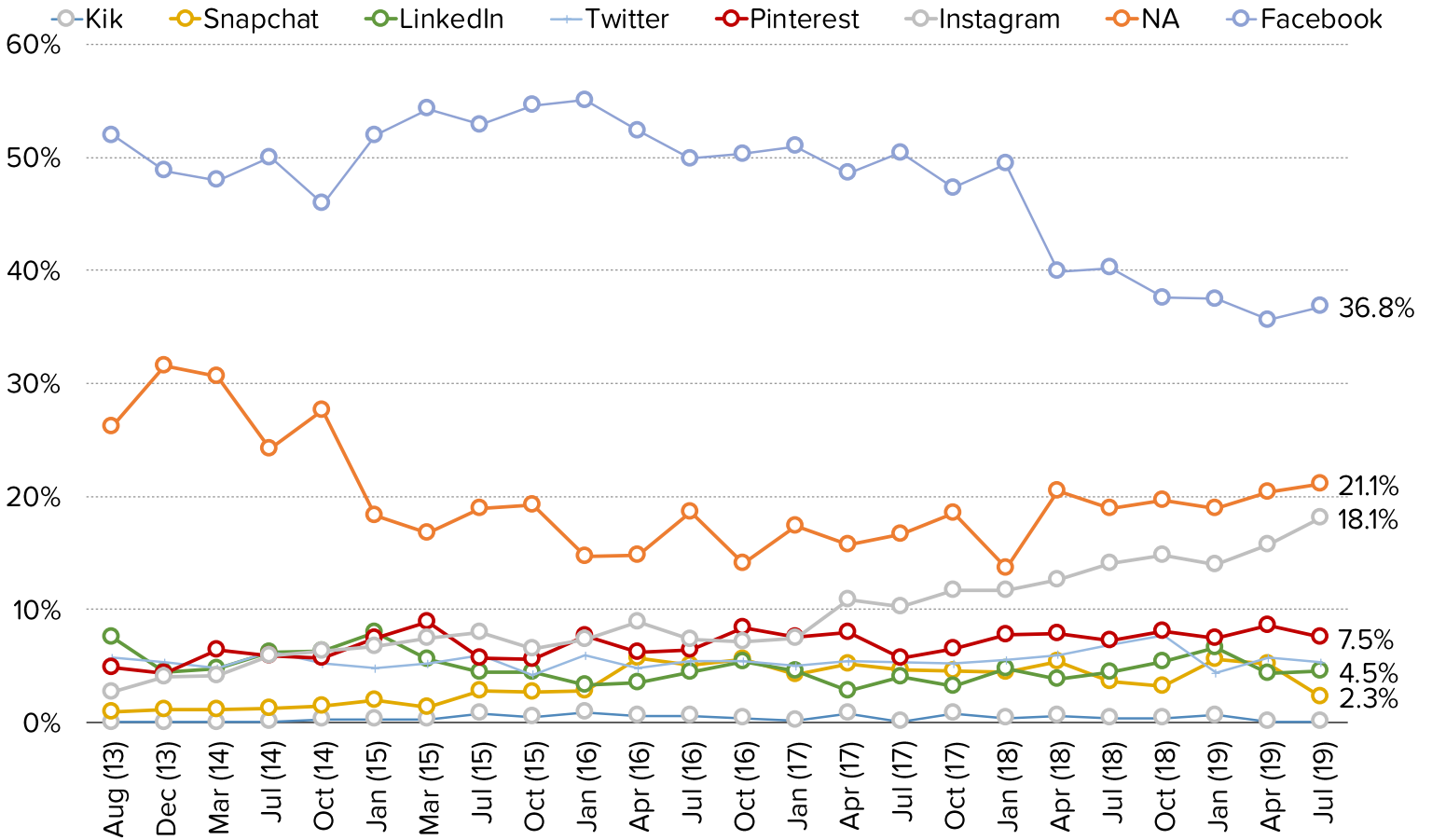
**Important Note:** In July, October, and January the question was posed to all Snapchat users. In April 2019 the question was only posed to Snapchat users who have not played any of the new games.

## COMPETITIVE DYNAMICS

Social Media Account Holders And Engagement – A Consumer View

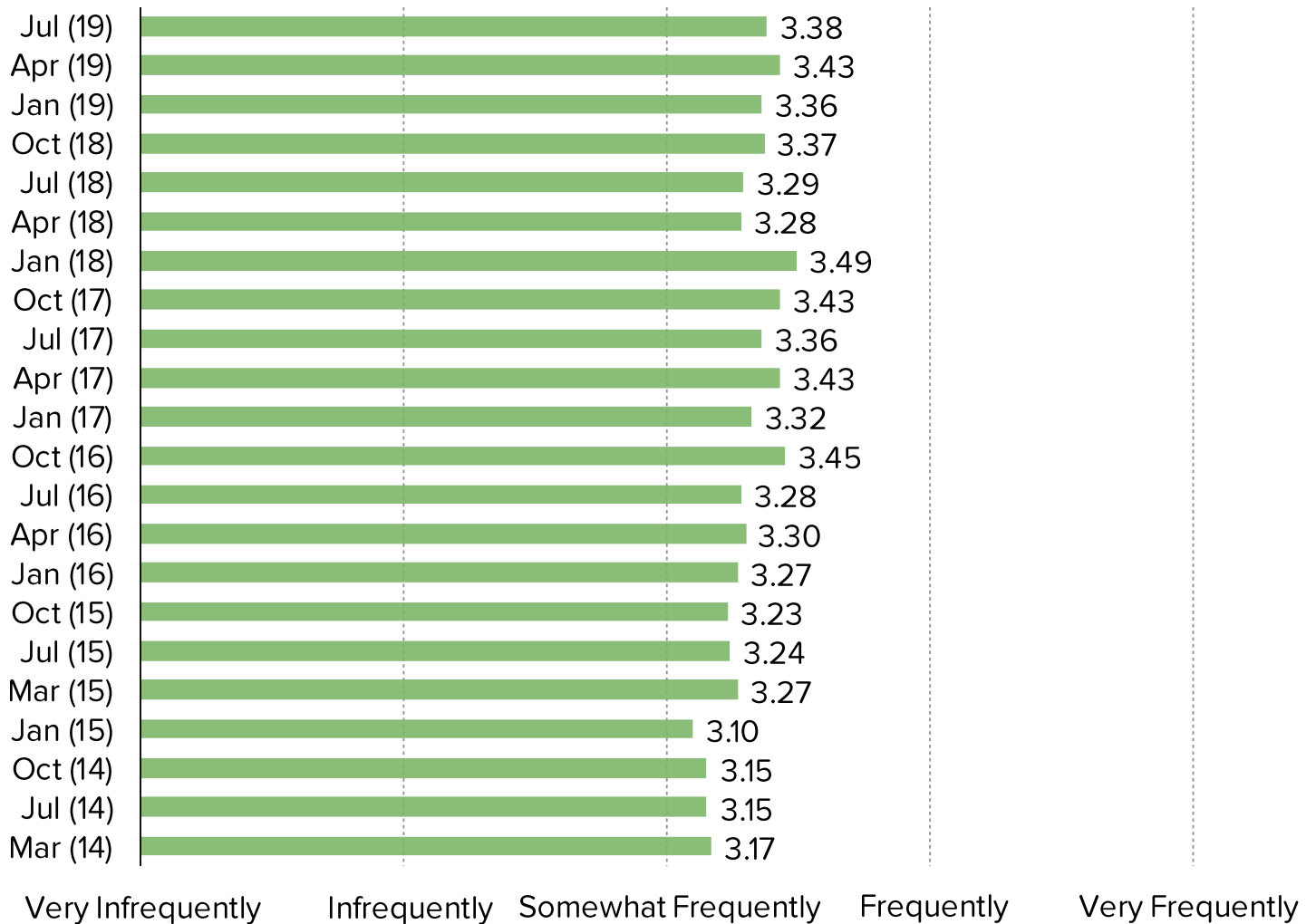
**WHICH IS YOUR FAVORITE?**

Posed to all respondents



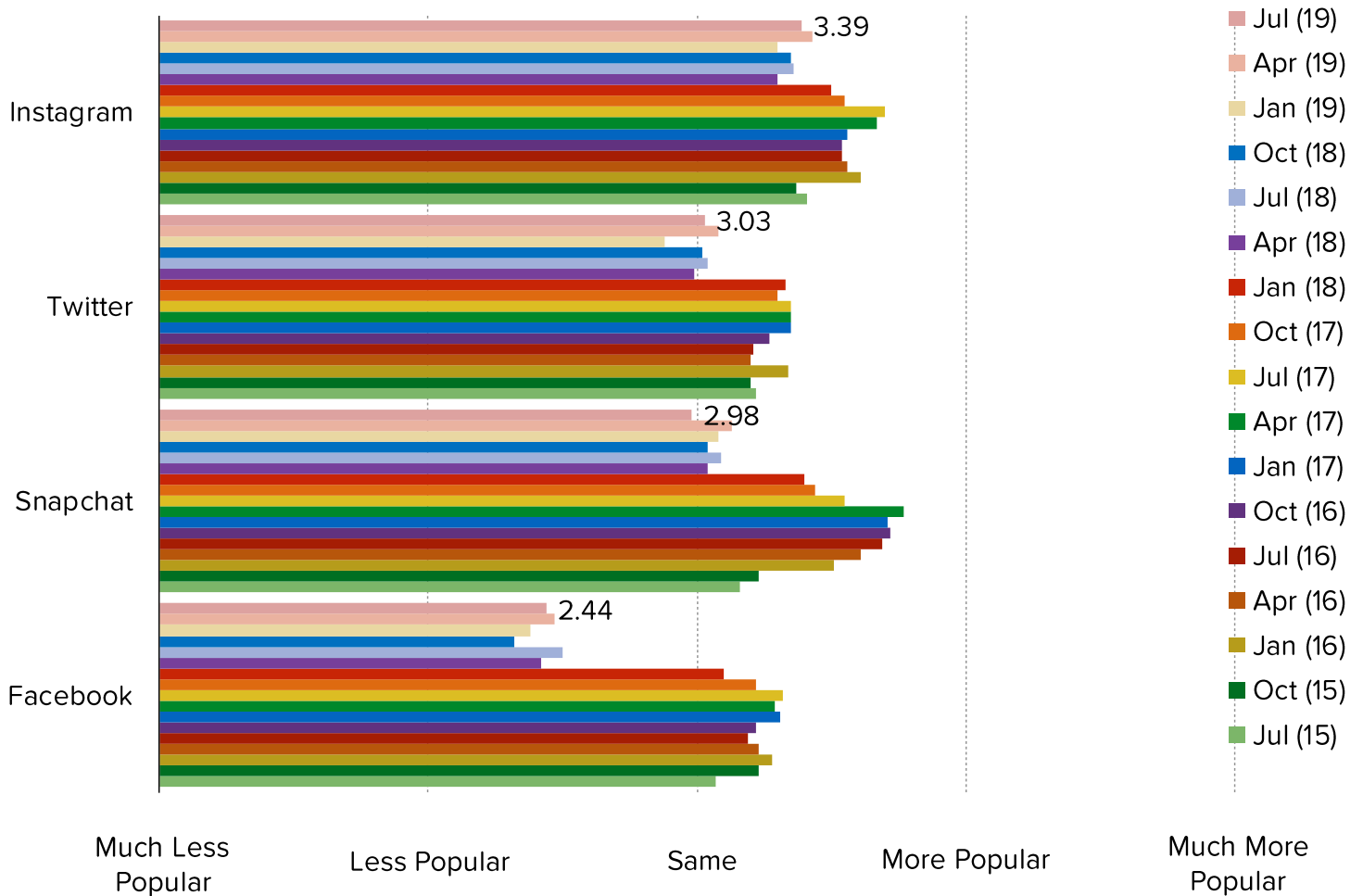
**SOCIAL MEDIA USAGE FREQUENCY**

Posed to all consumers.



**LOSING OR GAINING POPULARITY?**

Posed to all consumers.

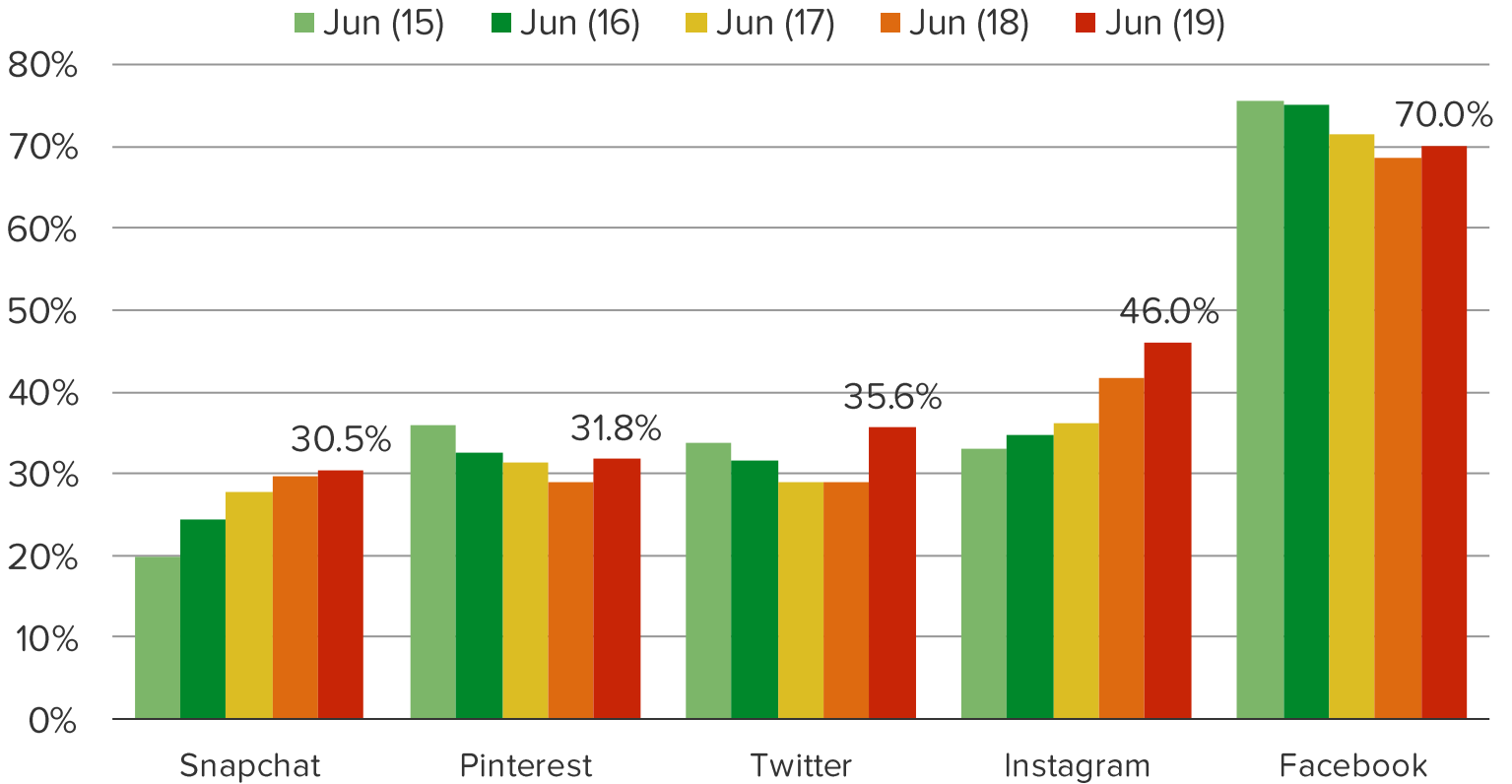


# ACCOUNT HOLDERS AND ENGAGEMENT

Social Media Account Holders And Engagement – A Consumer View

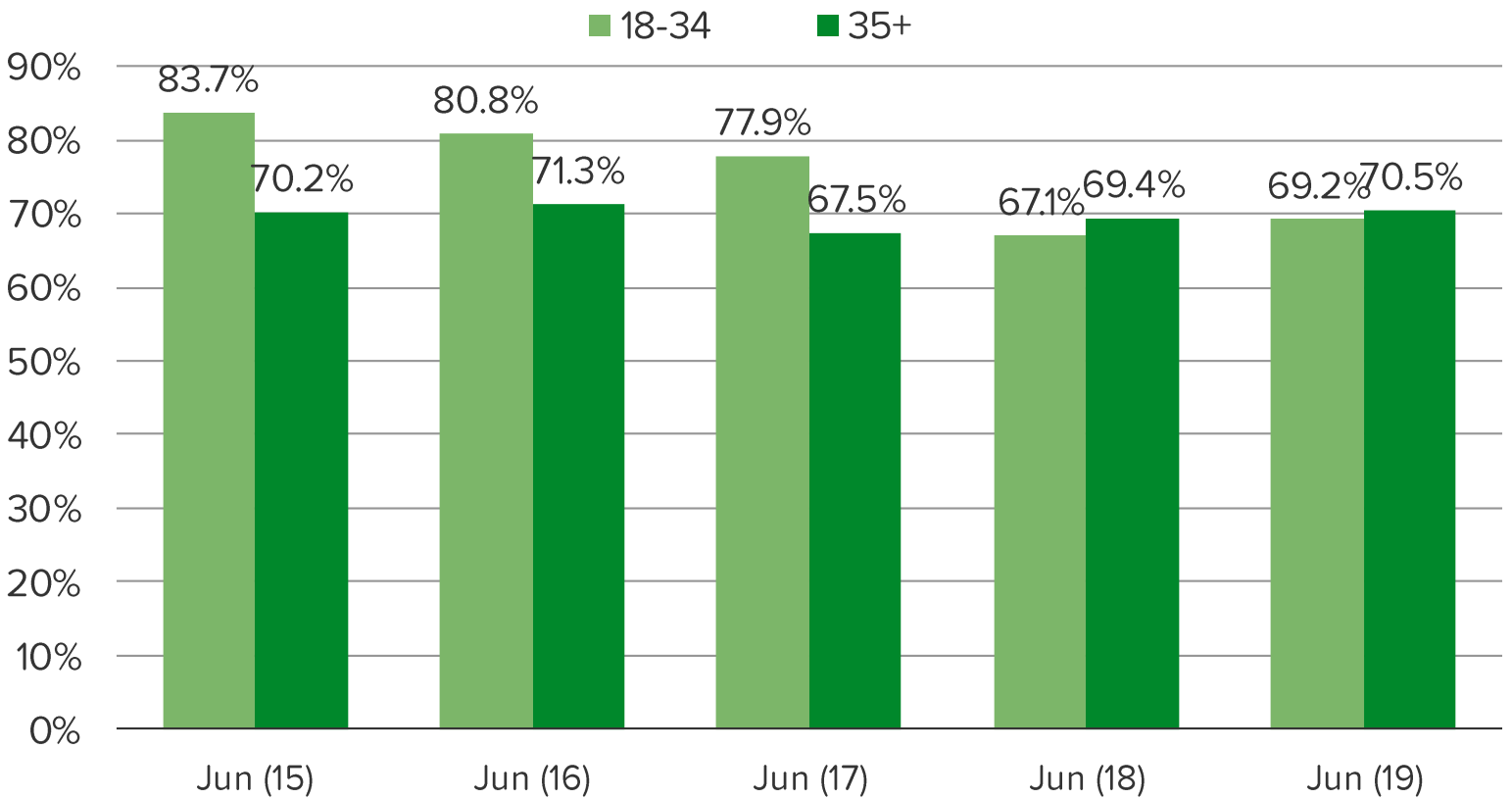
**DO YOU HAVE AN ACCOUNT WITH ANY OF THE FOLLOWING SITES/APPS?**

Posed to all respondents.

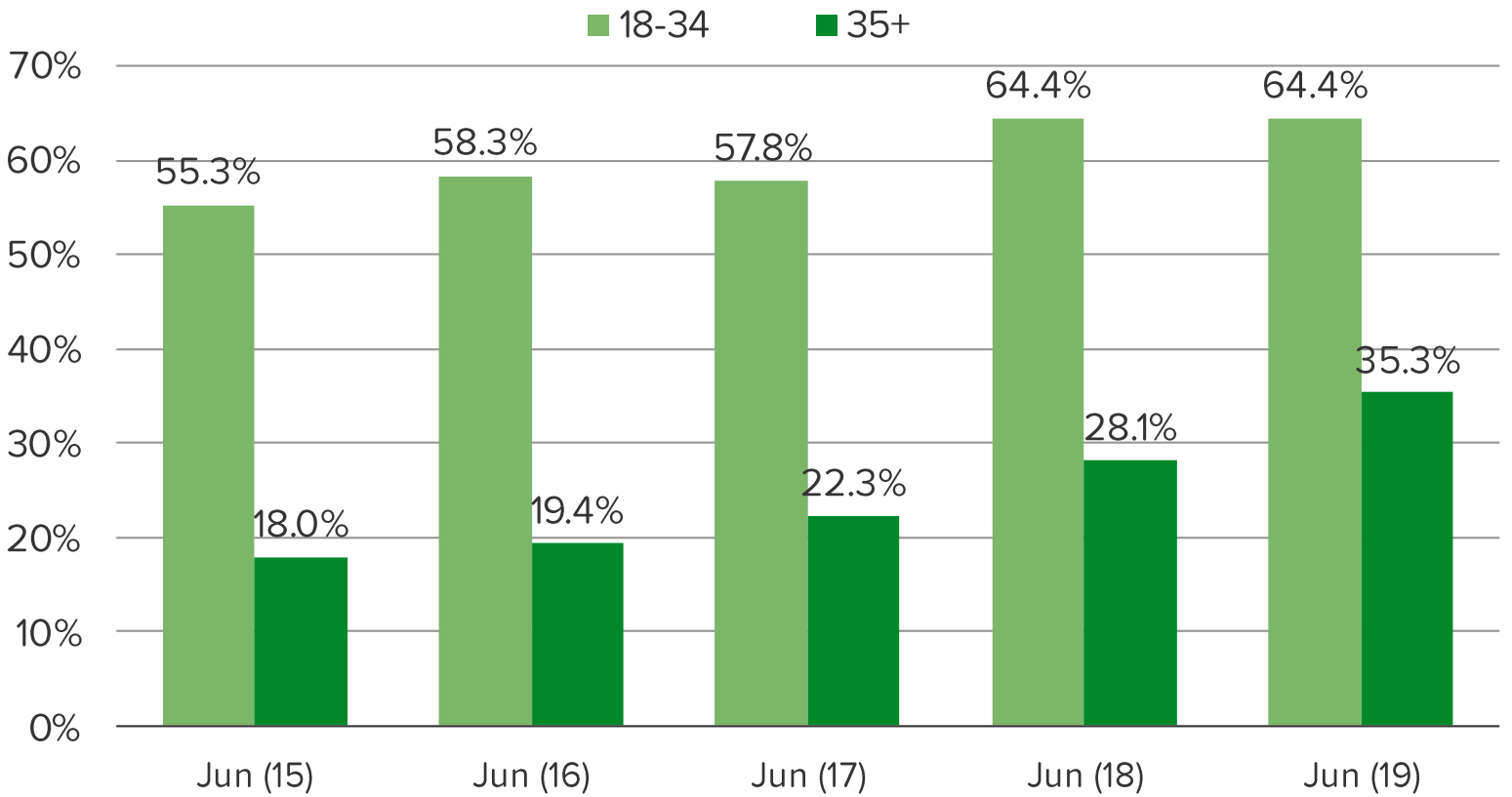




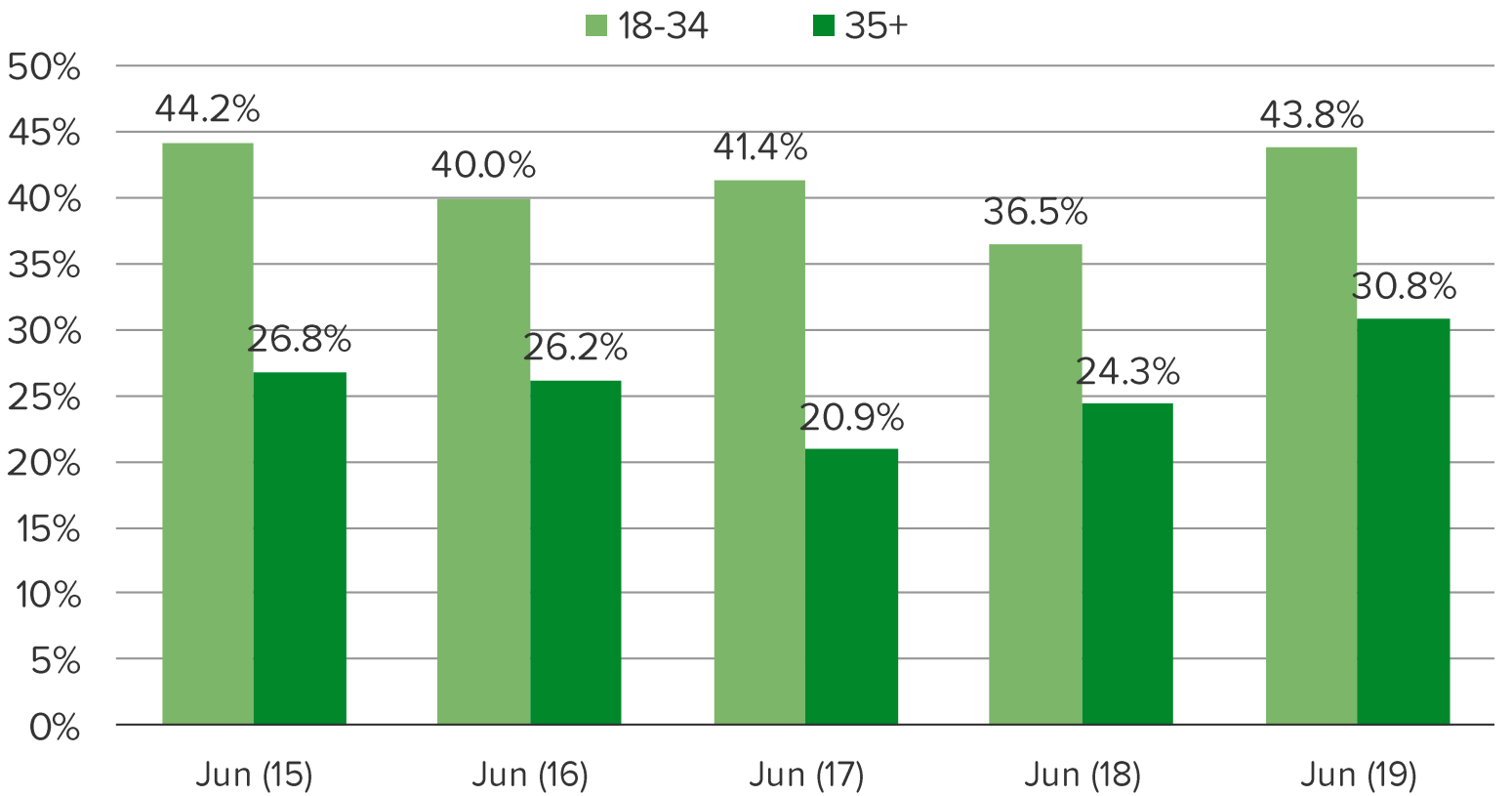
**FACEBOOK ACCOUNT HOLDERS BY AGE**



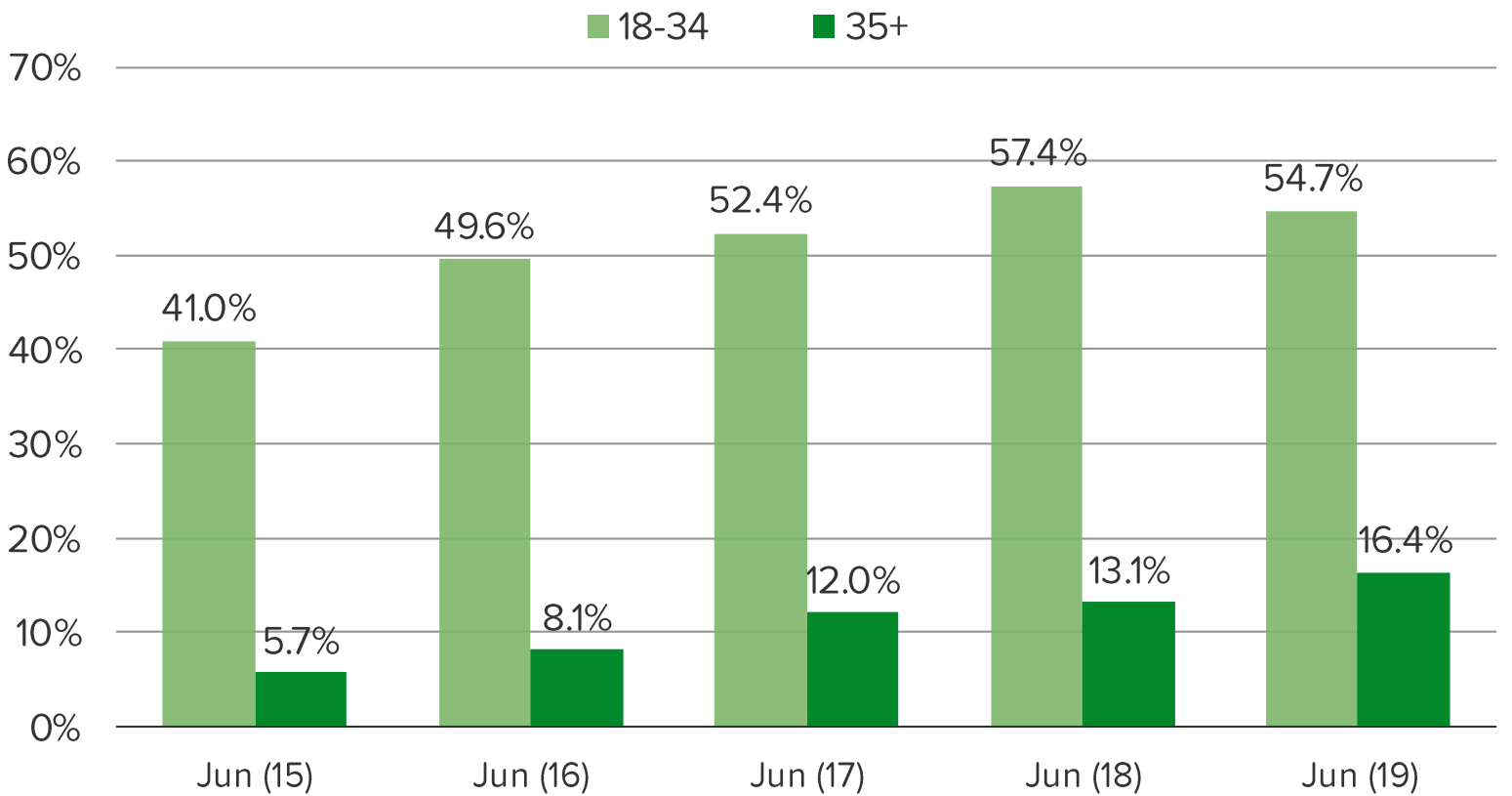
**INSTAGRAM ACCOUNT HOLDERS BY AGE**



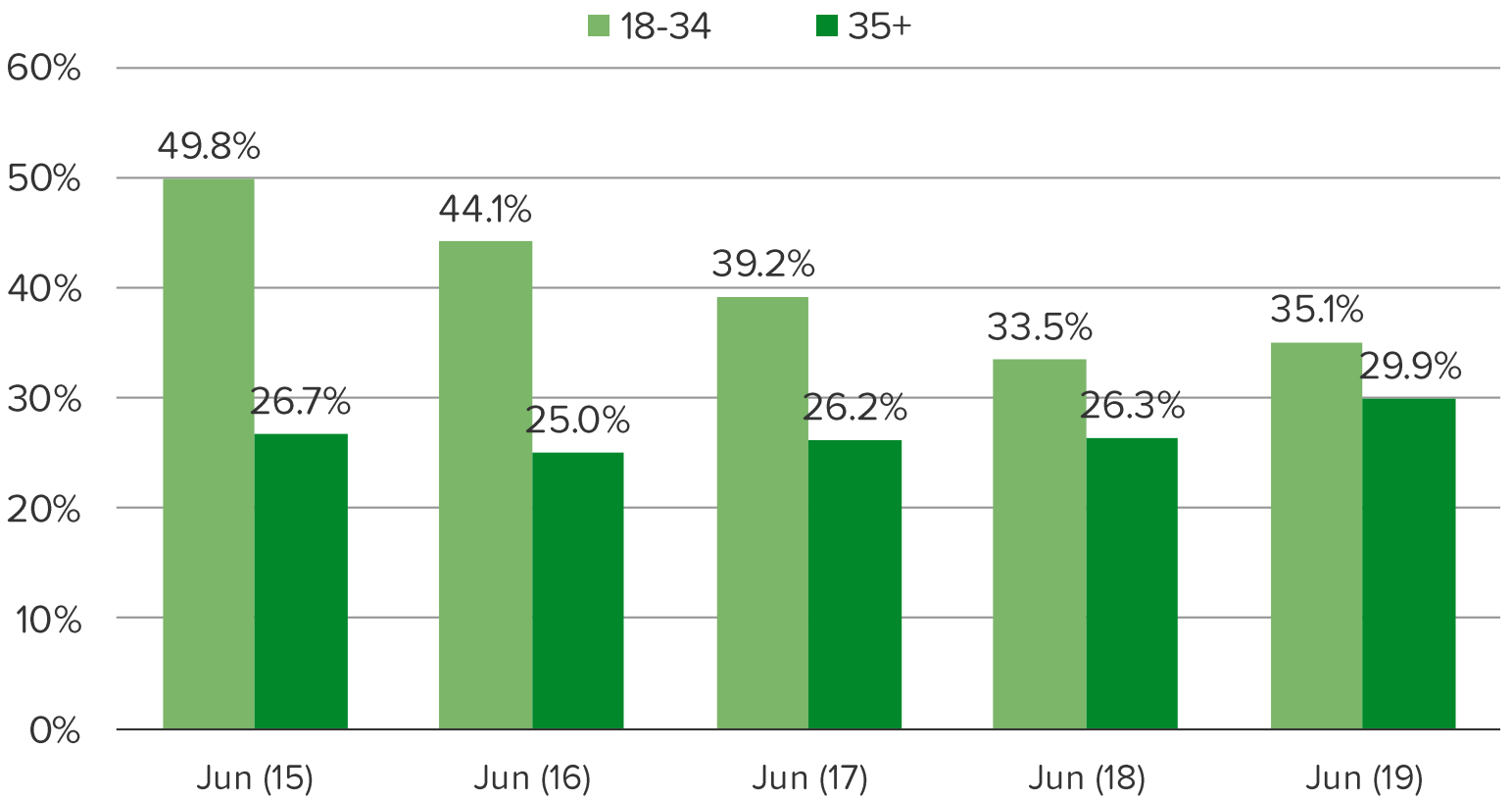
**TWITTER ACCOUNT HOLDERS BY AGE**



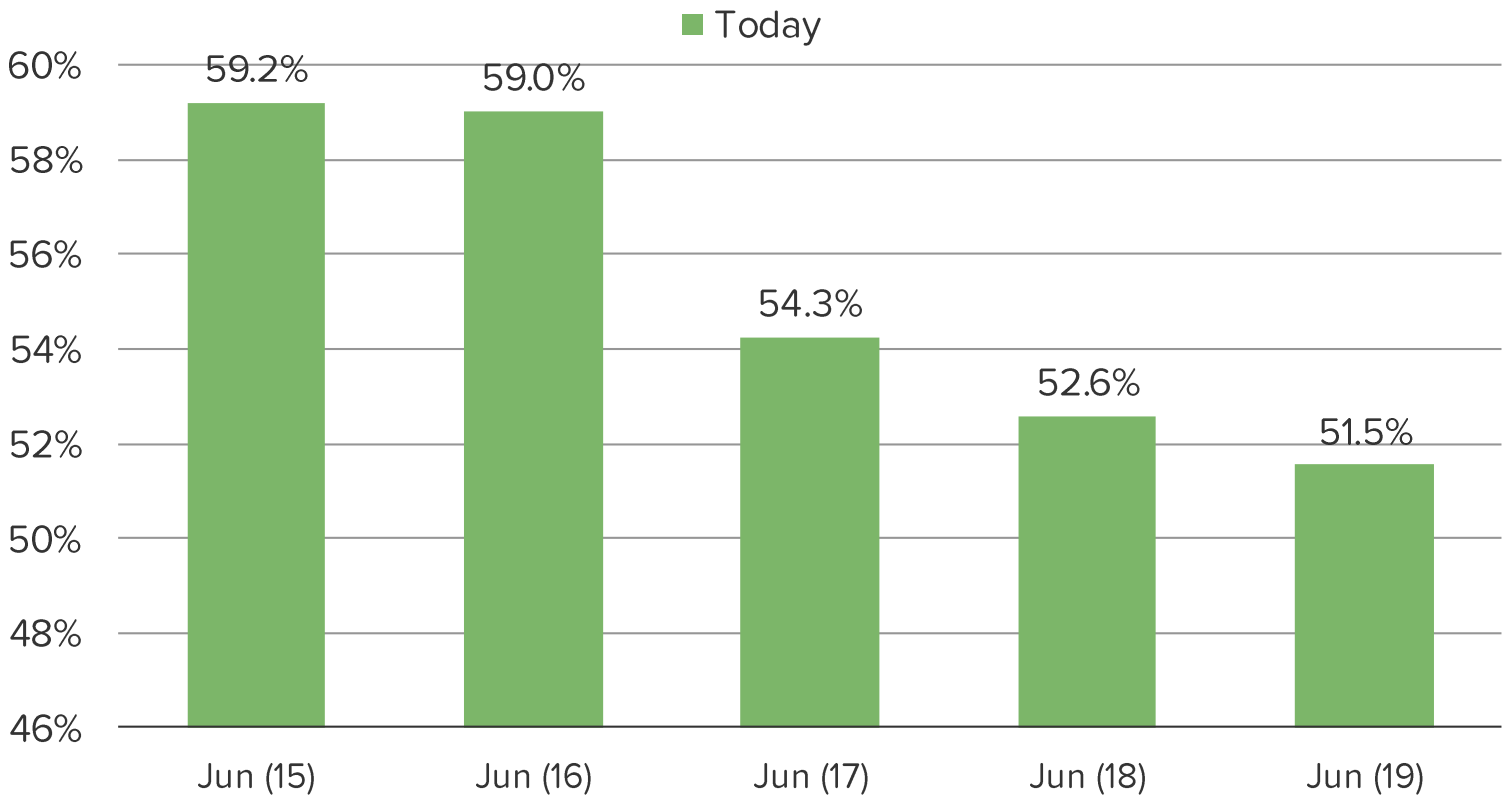
**SNAPCHAT ACCOUNT HOLDERS BY AGE**



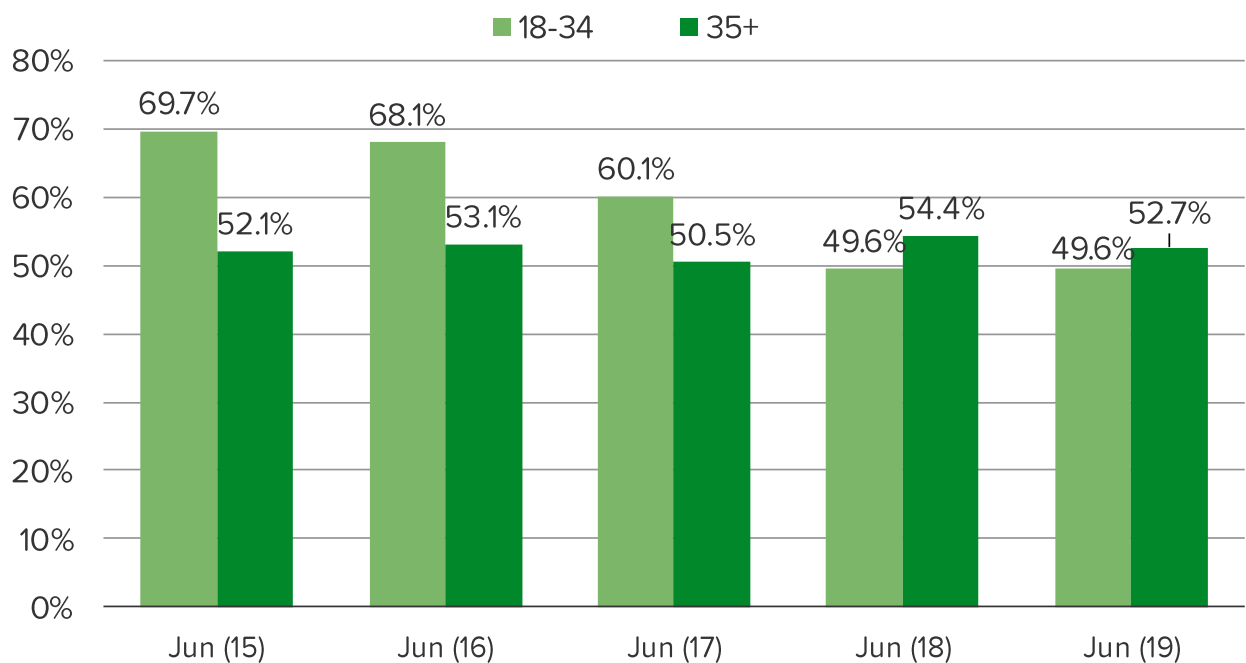
**PINTEREST ACCOUNT HOLDERS BY AGE**



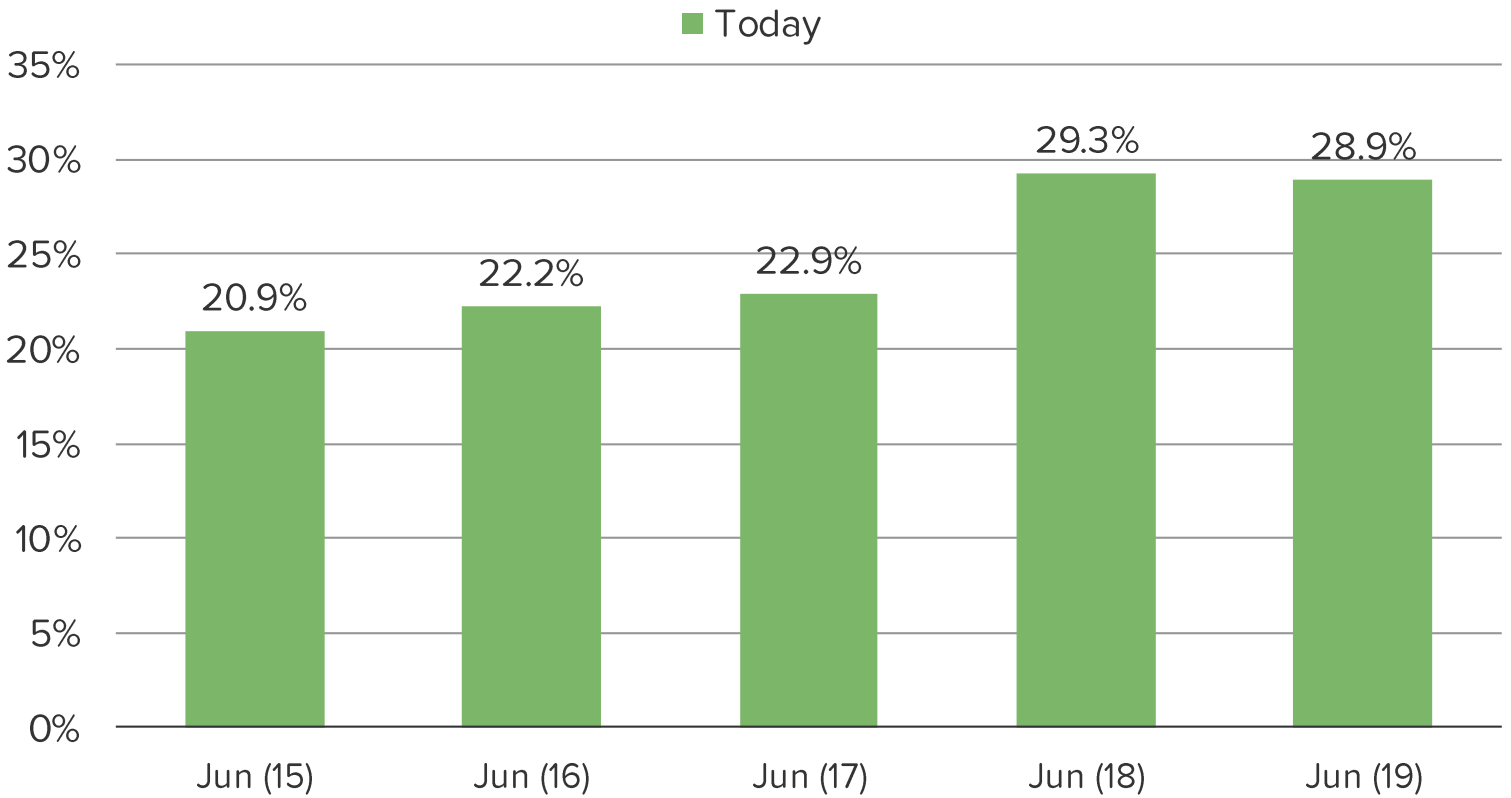
**ALL RESPONDENTS: WHEN IS THE LAST TIME YOU VISITED FACEBOOK?**



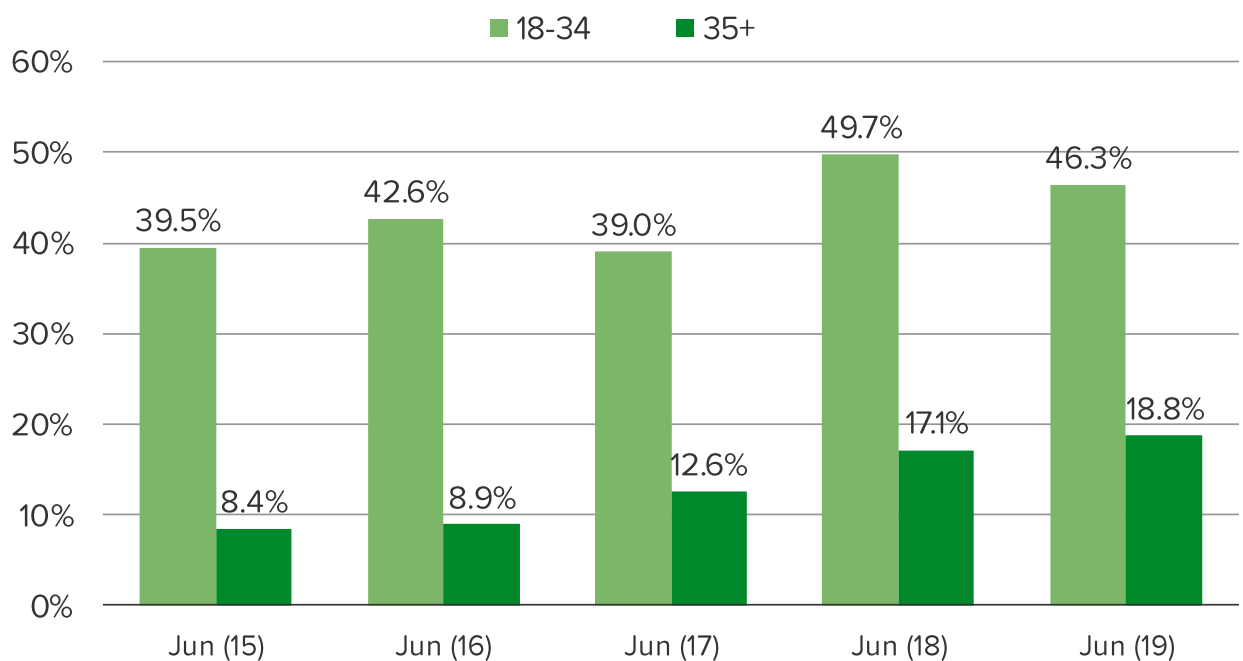
**DAILY VISITS BY DEMOGRAPHICS**



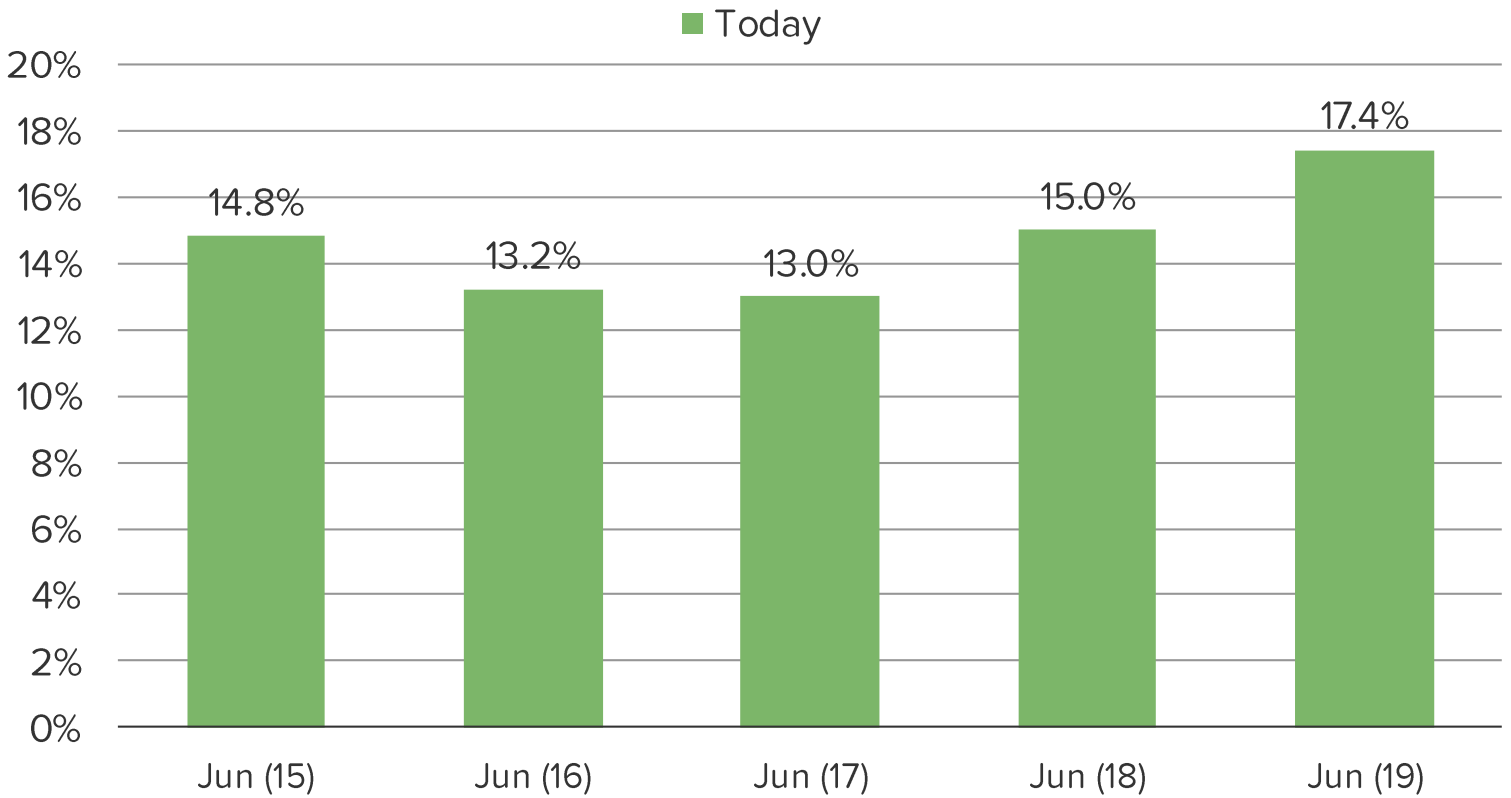
**ALL RESPONDENTS: WHEN IS THE LAST TIME YOU VISITED INSTAGRAM?**



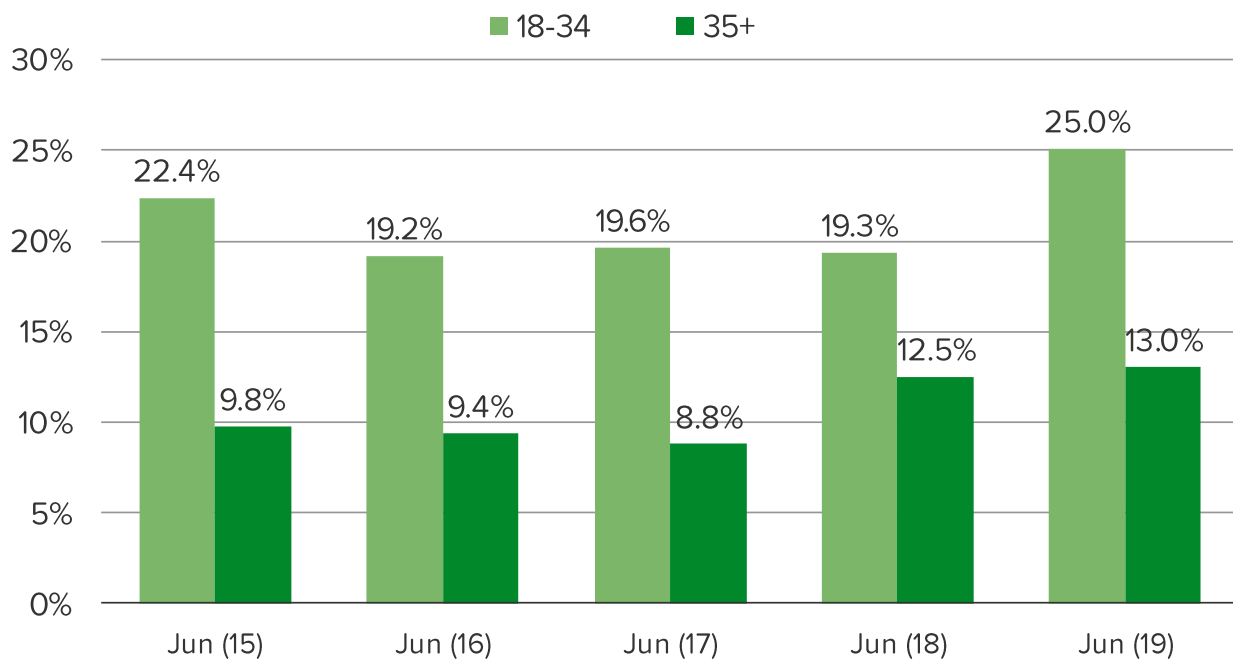
**DAILY VISITS BY DEMOGRAPHICS**



**ALL RESPONDENTS: WHEN IS THE LAST TIME YOU VISITED TWITTER?**

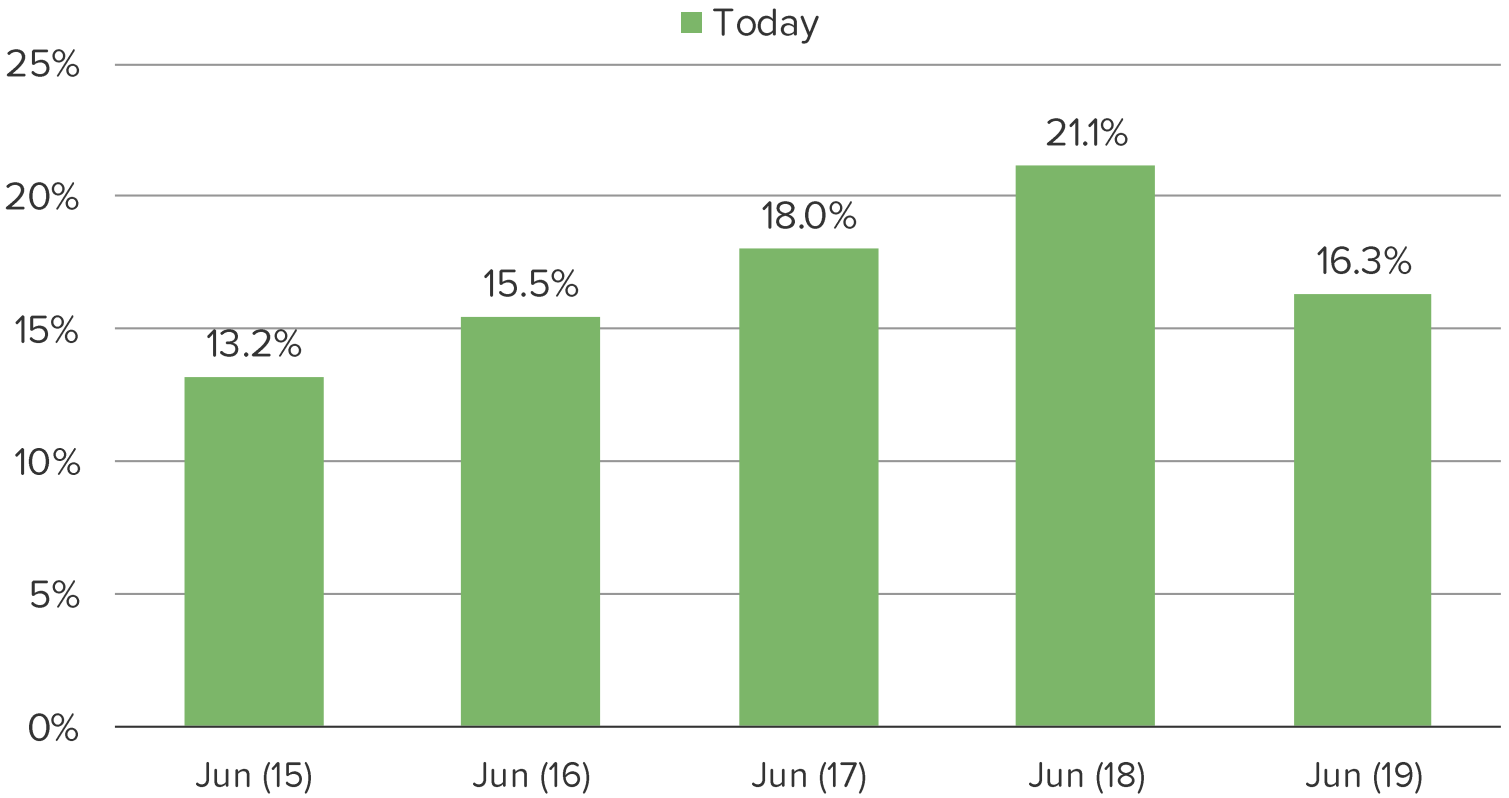


**DAILY VISITS BY DEMOGRAPHICS**

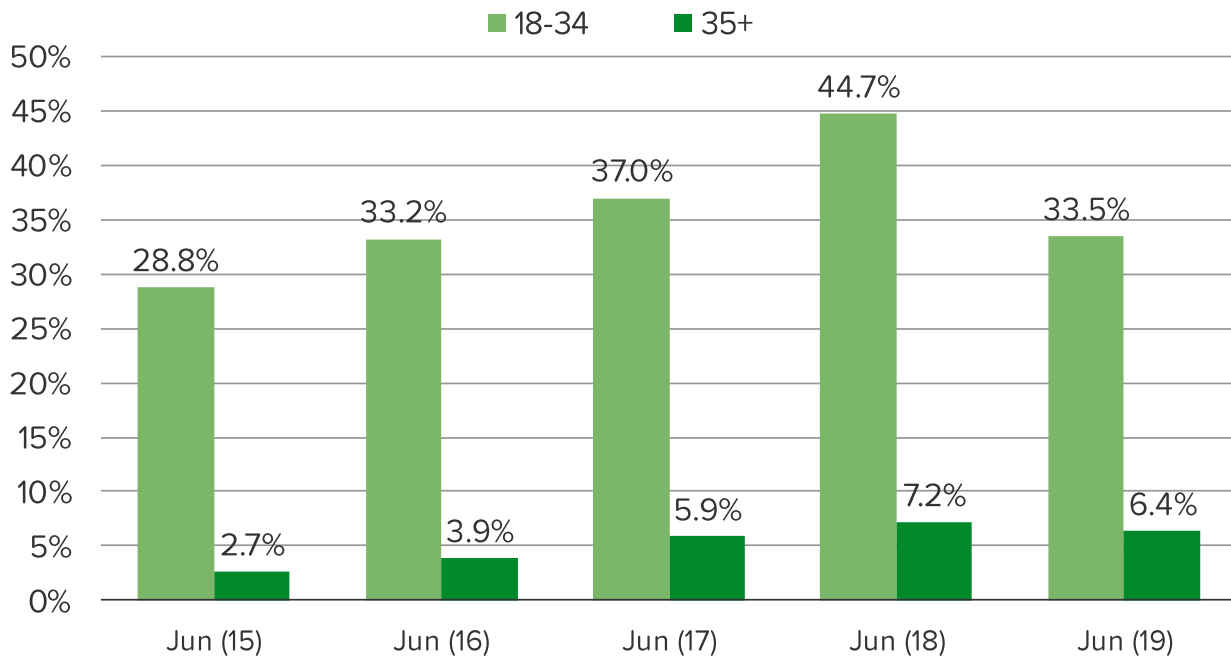




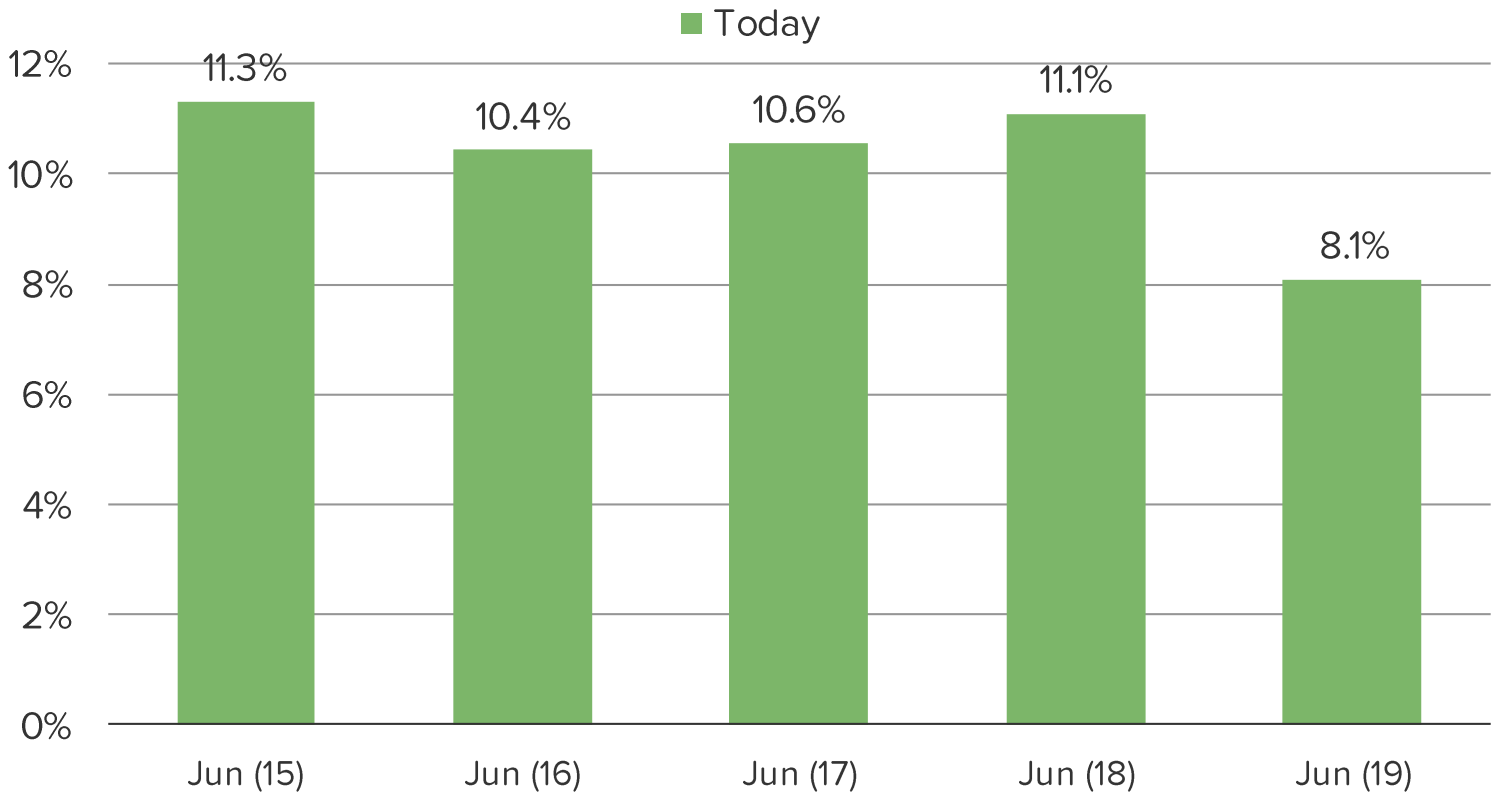
**ALL RESPONDENTS: WHEN IS THE LAST TIME YOU VISITED SNAPCHAT?**



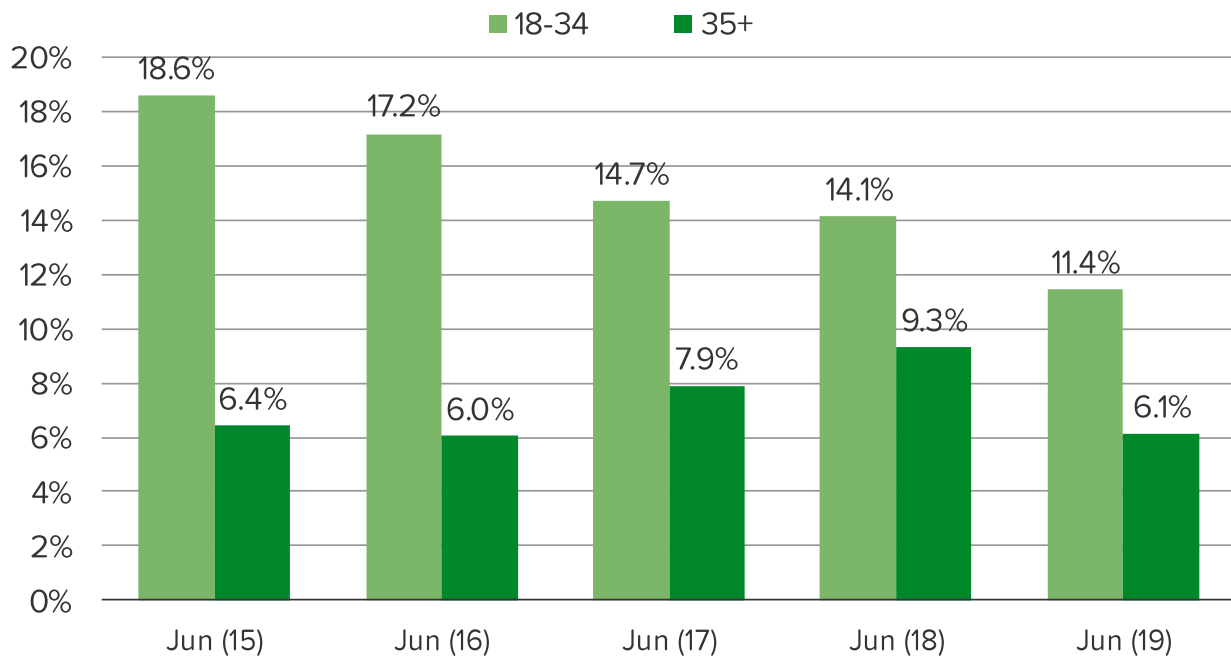
**DAILY VISITS BY DEMOGRAPHICS**



**ALL RESPONDENTS: WHEN IS THE LAST TIME YOU VISITED PINTEREST?**



**DAILY VISITS BY DEMOGRAPHICS**

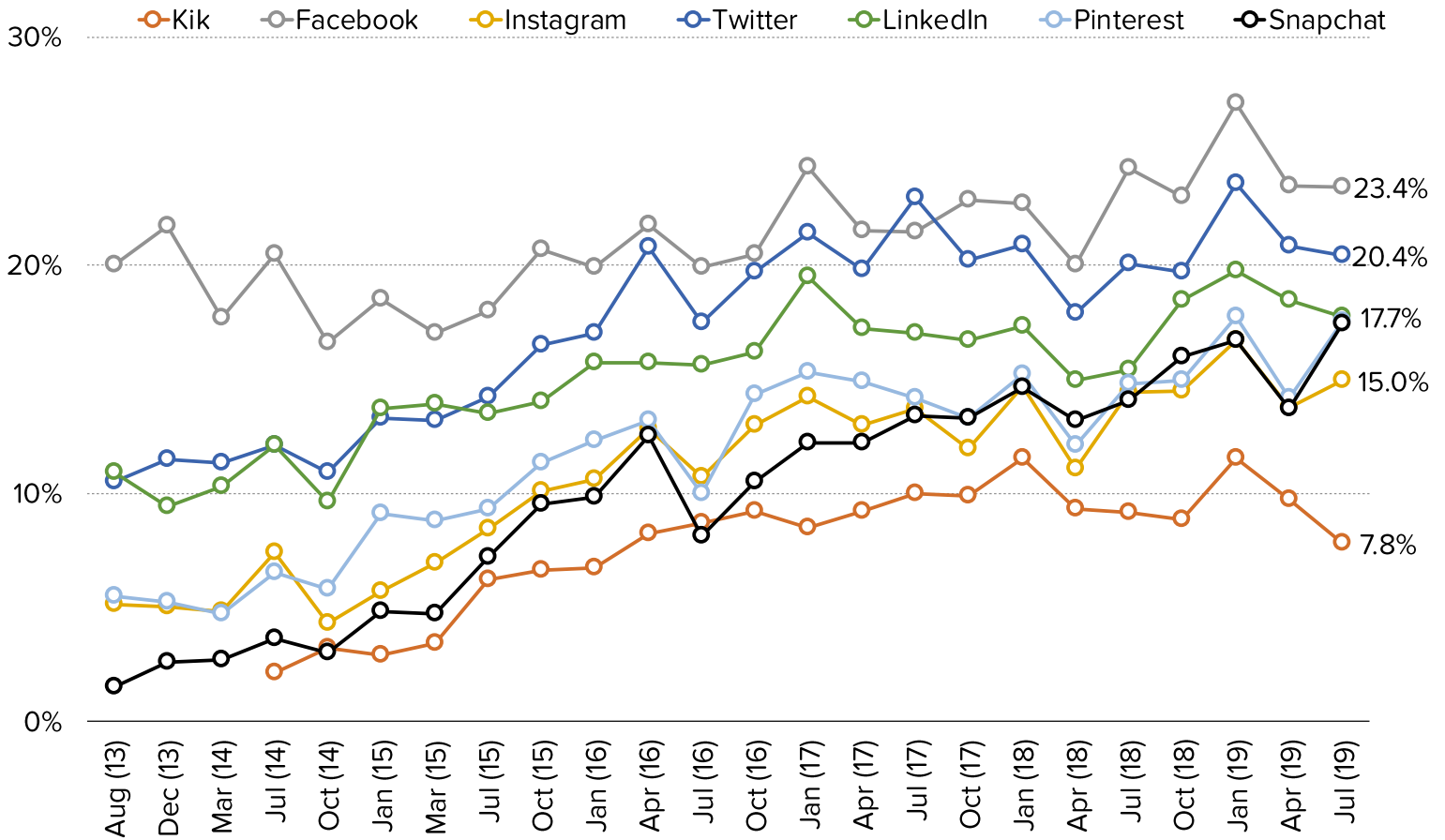


## FORMER USERS

Social Media Account Holders And Engagement – A Consumer View

**WHICH OF THE FOLLOWING PLATFORMS HAVE YOU BEEN A MEMBER OF IN THE PAST, BUT HAVE SINCE CANCELLED YOUR ACCOUNT?**

Posed to all respondents.



**WHY DID YOU CANCEL YOUR ACCOUNT?**

**FACEBOOK**



**TWITTER**



**INSTAGRAM**



**SNAPCHAT**

