



CHECK BREAKDOWN:

TREND CHECKS

PARENTS PREFER ROBLOX TO SOCIAL MEDIA FOR THEIR KIDS

There are interesting divides among parents related to when they think it is appropriate for their children to a) start using social media, b) get a smartphone, and c) play video games like Roblox and Fortnite. In this regard, Roblox has a significant first-mover advantage, whereas parents are more protective of their children starting to use social media.

PRIVACY

Social media consumers remain decidedly in the camp that if given a choice they would choose to not allow social media platforms to track them online. Younger respondents are less likely to opt-out of tracking. They are still highly likely to opt-out, but less so relative to older cohorts. Additionally, users of platforms like TikTok and Snapchat are less likely to opt-out compared to users on other platforms.

SOCIAL COMMERCE

Consumers have been increasingly interested in finding products to buy on social platforms. On Instagram in particular, users have been increasingly likely to tap to view products (the increase has been more within stories/explore and less in feed).

PLATFORM SPECIFIC TRENDS

- **Twitter:** Interest in Twitter paid subscription features ticked up q/q. Additionally, while the majority of users do not want to pay for Super Follows, 4.1% said they were very interested.
- **Facebook:** Consumer feedback around how often they use Facebook hasn't changed much amidst perpetually worsening sentiment. Additionally, we are picking up on increasingly positive feedback among Instagram users toward Reels.
- **TikTok:** Interest in TikTok has been increasing sequentially in our surveys for some time now, but the data took an especially large step forward this quarter relative to July. TikTok is also increasingly taking time away from usage of other apps.
- **Snapchat:** Data we have collected related to usage mix has been shifting in the direction of stories for some time now. In recent volumes we've noticed an interesting inflection within stories usage in that users self-report increasing their viewing of stories but reducing their posting on stories.

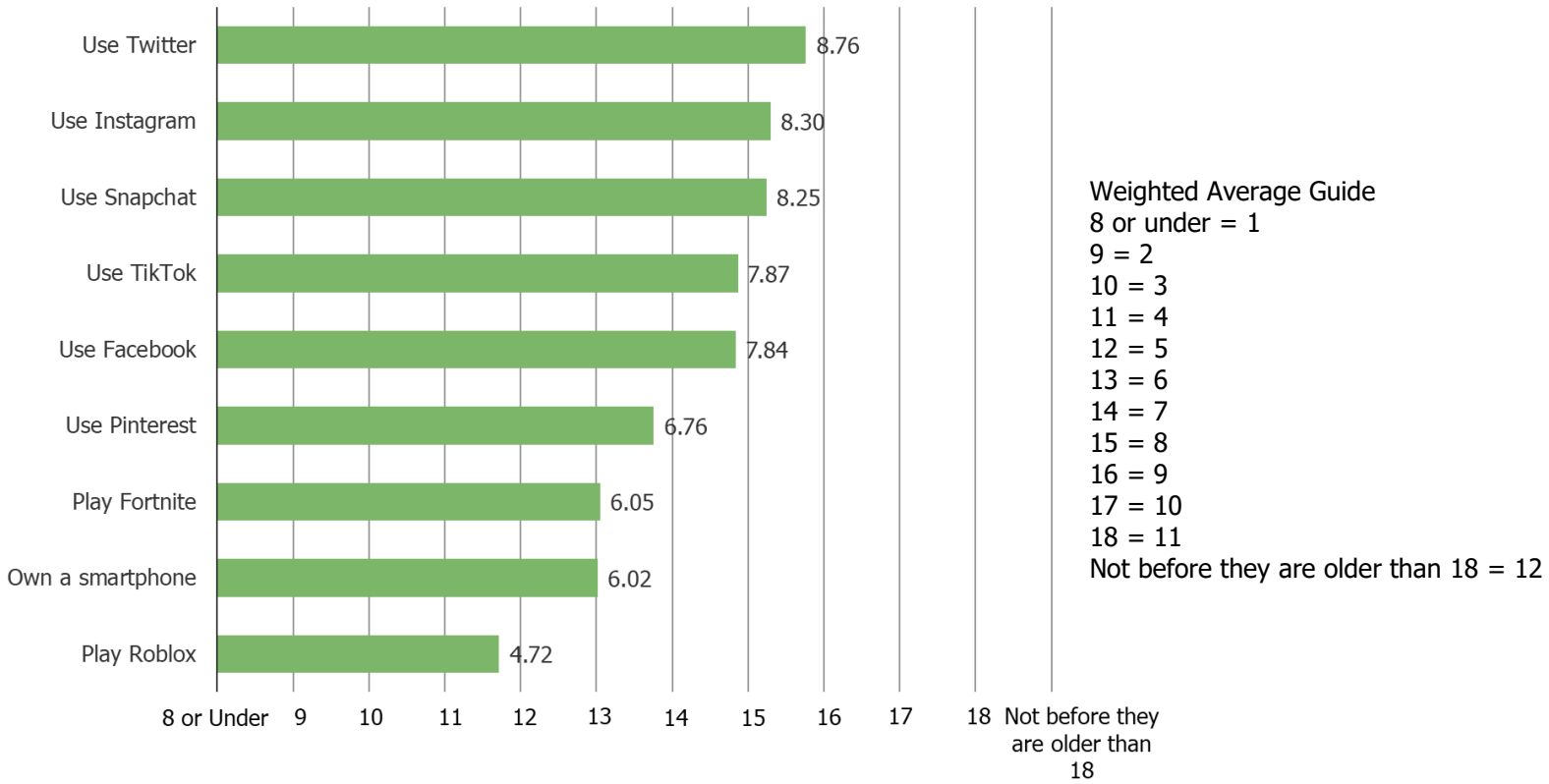
NEW QUESTION THIS QUARTER – WHEN PARENTS THINK KIDS SHOULD USE EACH OF THE FOLLOWING

Social Media Account Holders And Engagement – A Consumer View

Audience: 1,000 US Consumers
Date: October 2021

AT WHAT AGE DO YOU THINK IT IS APPROPRIATE FOR CHILDREN TO START DOING THE FOLLOWING...

Posed to all respondents who have children under the age of 18 (N = 259).

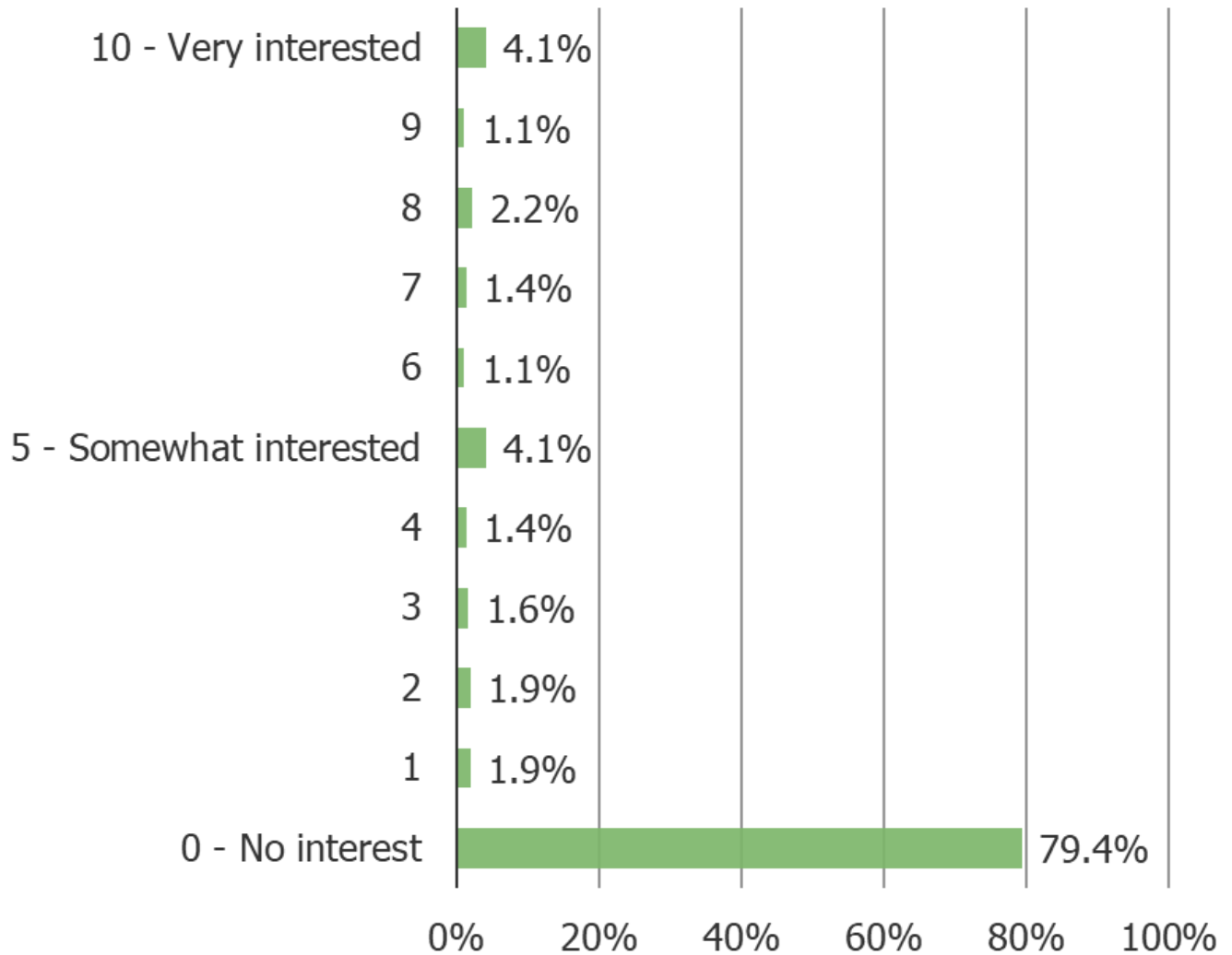


	Own a smartphone	Play Roblox	Play Fortnite	Use Facebook	Use Instagram	Use Snapchat	Use TikTok	Use Twitter	Use Pinterest
N =	256	186	220	257	241	240	245	238	233
8 or Under	6.6%	25.8%	9.1%	3.5%	2.9%	2.5%	4.9%	2.1%	9.4%
9 Years-Old	2.7%	7.5%	5.5%	1.6%	0.8%	1.7%	2.9%	0.8%	1.3%
10 Years-Old	12.5%	16.7%	16.4%	5.1%	3.7%	3.3%	4.9%	1.7%	12.5%
11 Years-Old	5.9%	4.3%	2.7%	1.2%	0.8%	0.8%	1.2%	0.4%	1.7%
12 Years-Old	16.8%	8.1%	13.2%	9.3%	9.5%	10.8%	6.5%	8.4%	13.3%
13 Years-Old	16.8%	11.8%	13.6%	13.6%	10.0%	12.9%	13.1%	7.6%	12.0%
14 Years-Old	10.9%	4.3%	7.3%	11.3%	10.8%	8.8%	11.0%	9.7%	6.0%
15 Years-Old	7.8%	3.2%	7.3%	9.7%	10.8%	8.8%	9.4%	10.5%	9.9%
16 Years-Old	9.8%	5.9%	7.7%	17.1%	18.3%	15.0%	16.3%	20.6%	12.5%
17 Years-Old	0.0%	0.5%	1.4%	2.0%	0.8%	2.9%	1.2%	2.9%	2.6%
18 Years-Old	4.7%	4.3%	5.9%	9.3%	10.0%	11.7%	9.0%	11.8%	4.7%
Not before they are older than 18	5.5%	7.5%	10.0%	16.3%	21.6%	20.8%	19.6%	23.5%	14.2%

NEW QUESTION THIS QUARTER – TWITTER SUPER FOLLOWS INTEREST

HOW MUCH INTEREST WOULD YOU HAVE IN PAYING FOR SUPER FOLLOWS ON TWITTER? WHEN YOU SUPER FOLLOW SOMEONE, YOU PAY TO SEE SUBSCRIBER ONLY CONTENT IN YOUR TIMELINE FROM THAT ACCOUNT. SUPER FOLLOWS MAY COST \$2.99 PER MONTH, \$4.99 PER MONTH, OR \$9.99 PER MONTH.

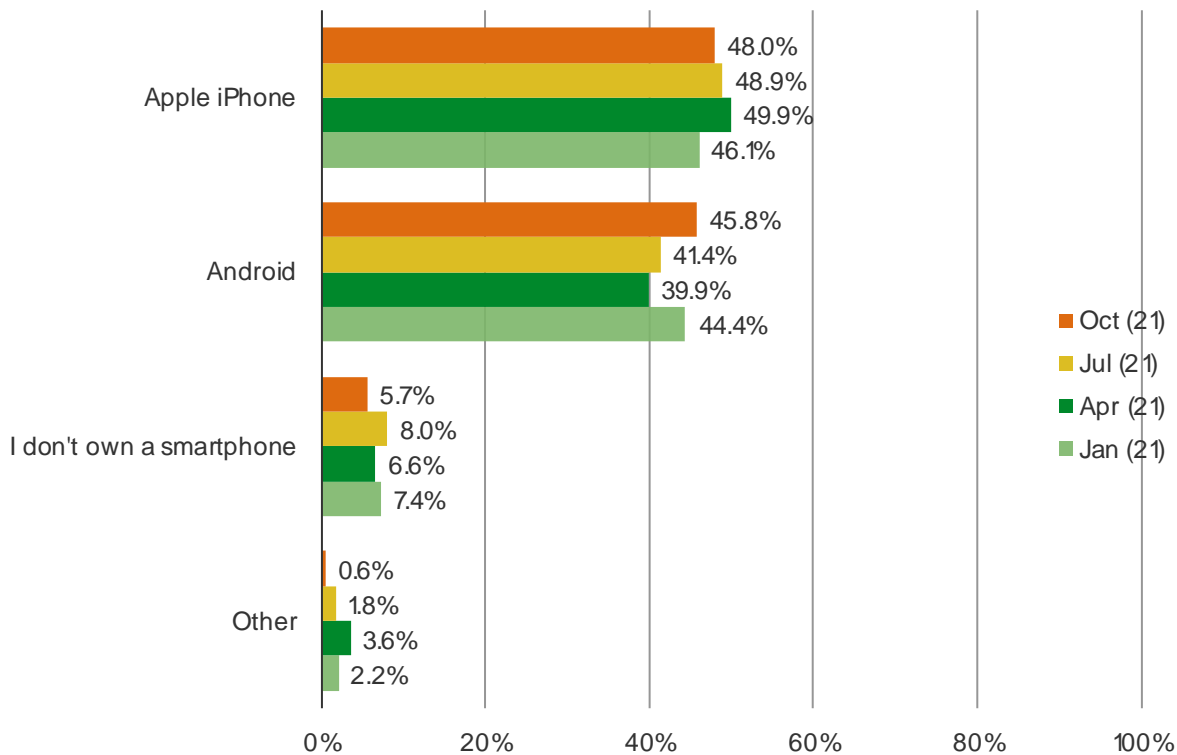
This question was posed to Twitter users (N = 369)



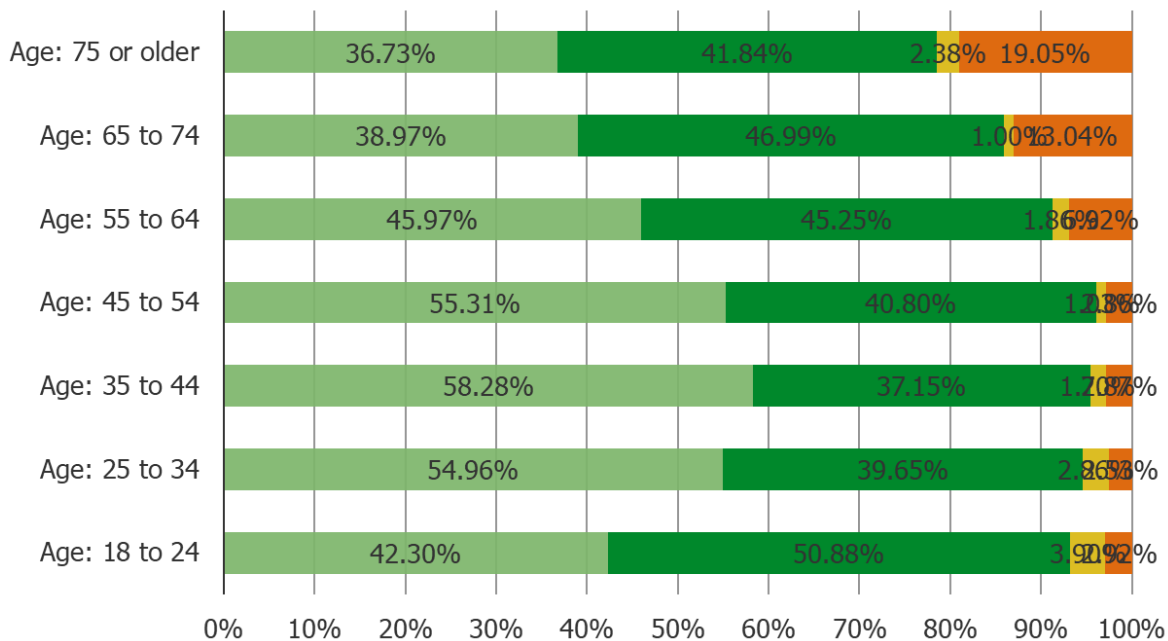
PRIVACY

WHAT KIND OF SMARTPHONE DO YOU HAVE?

Posed to all respondents.

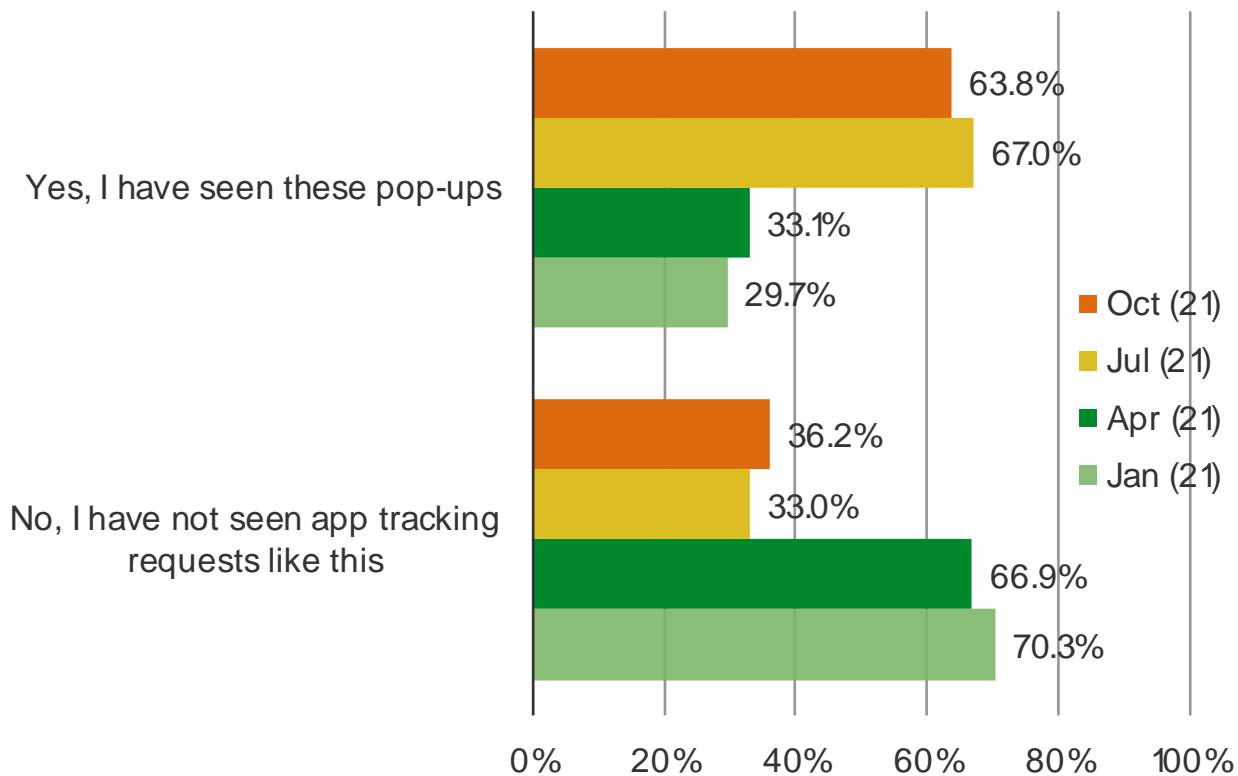
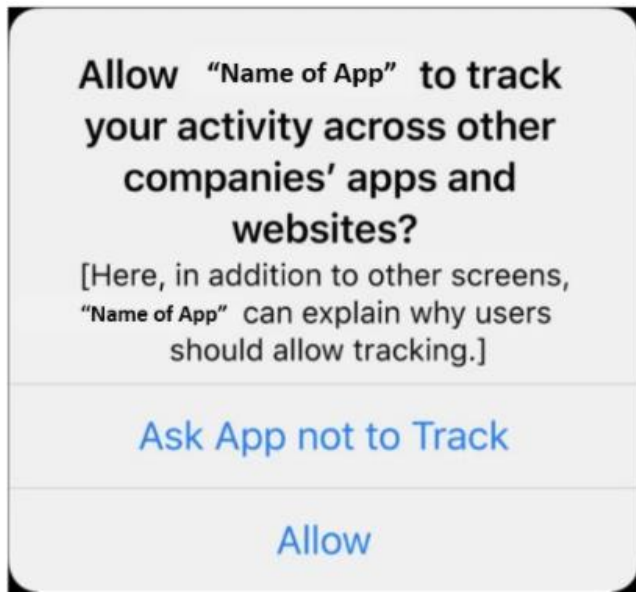


■ Android ■ Apple iPhone ■ Other ■ I don't own a smartphone



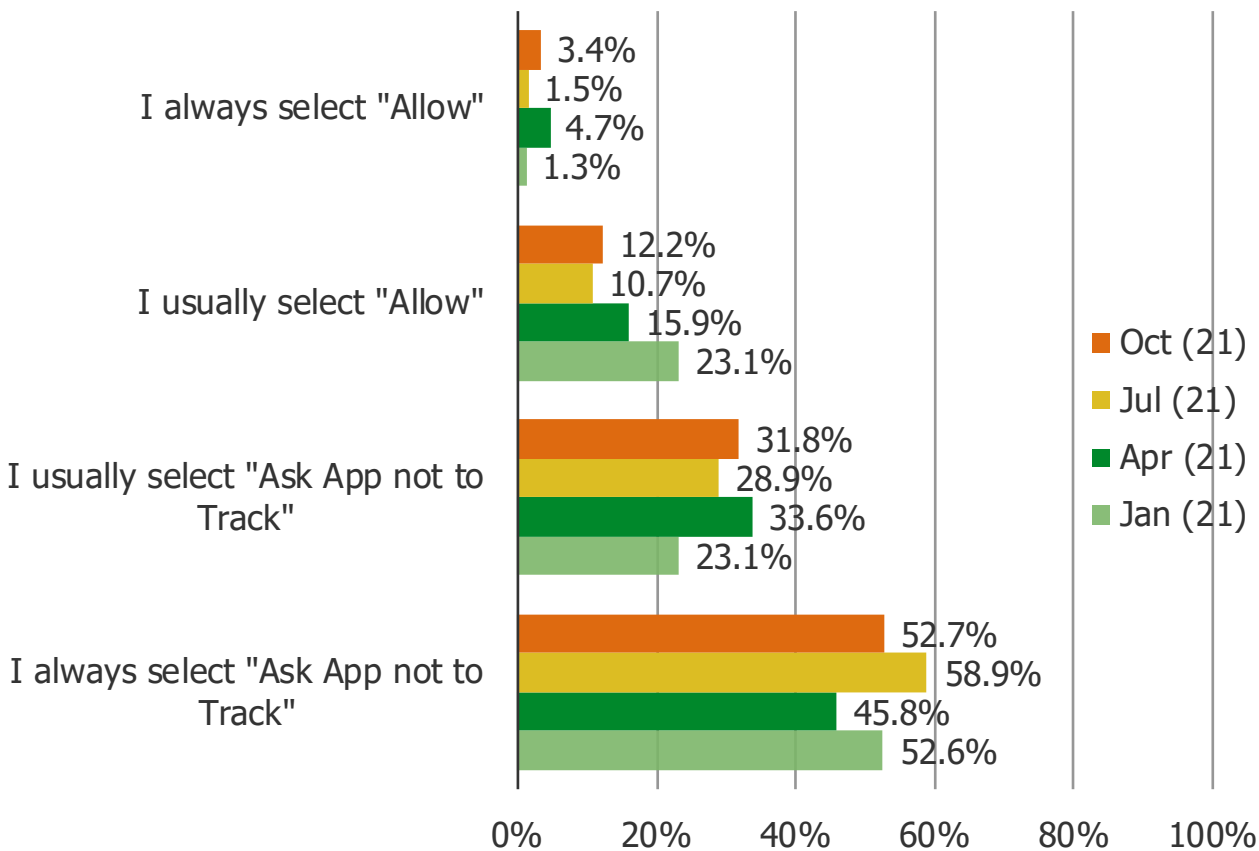
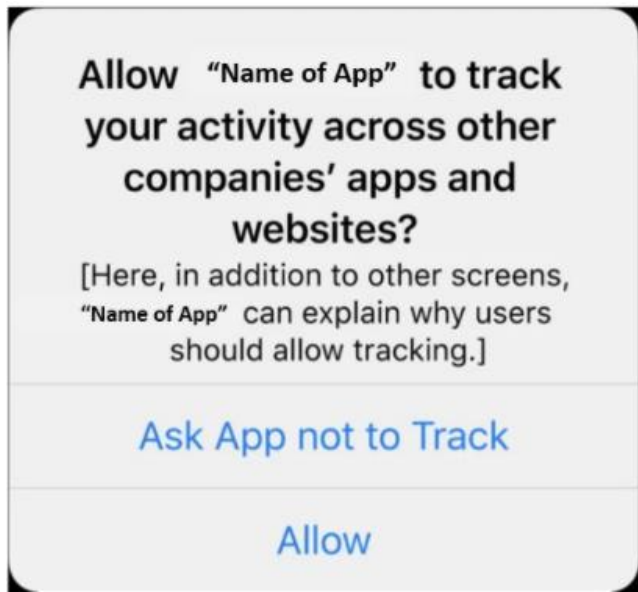
HAVE YOU SEEN NOTIFICATIONS LIKE THIS ON YOUR IPHONE?

Posed to iPhone owners.



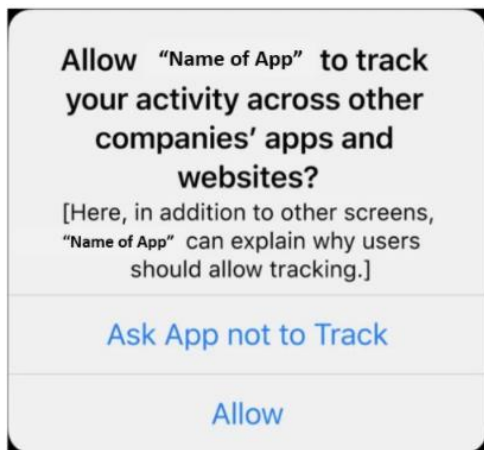
WHEN YOU HAVE GOTTEN THESE NOTIFICATIONS, WHAT DO YOU SELECT?

Posed to iPhone owners who have seen notifications like the below.

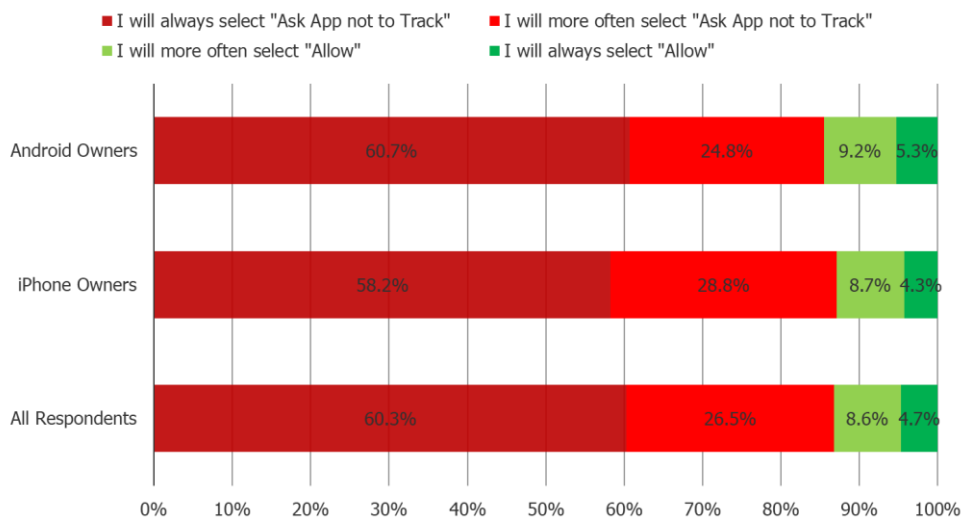


GOING FORWARD, IF YOU SEE THIS NOTIFICATION FOR APPS YOU USE, WHAT WILL YOU CHOOSE?

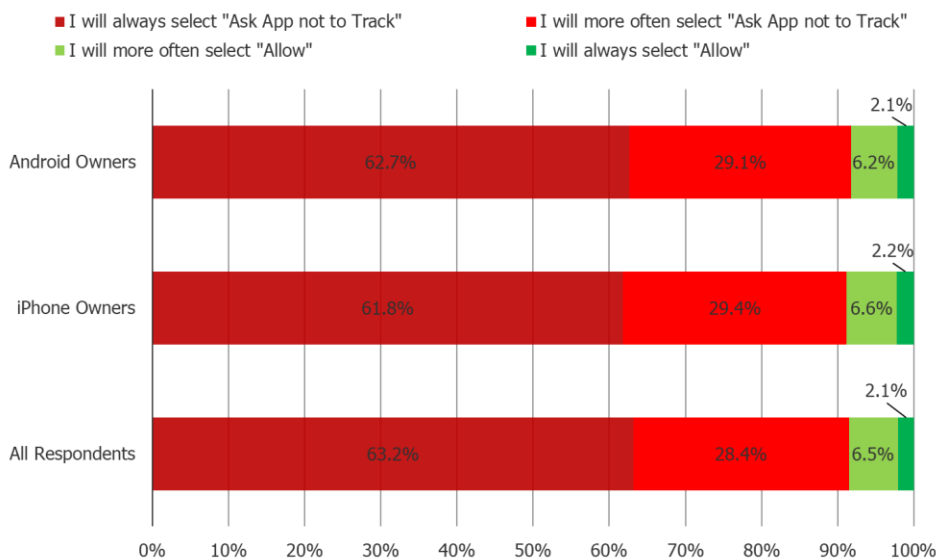
Posed to all respondents, cross-tabbed by operating system.



October 2021

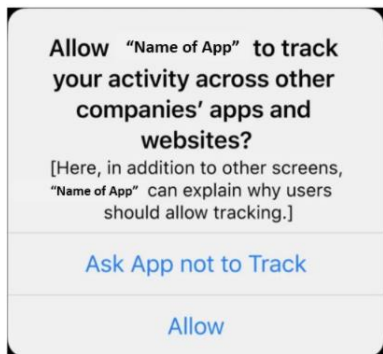


July 2021

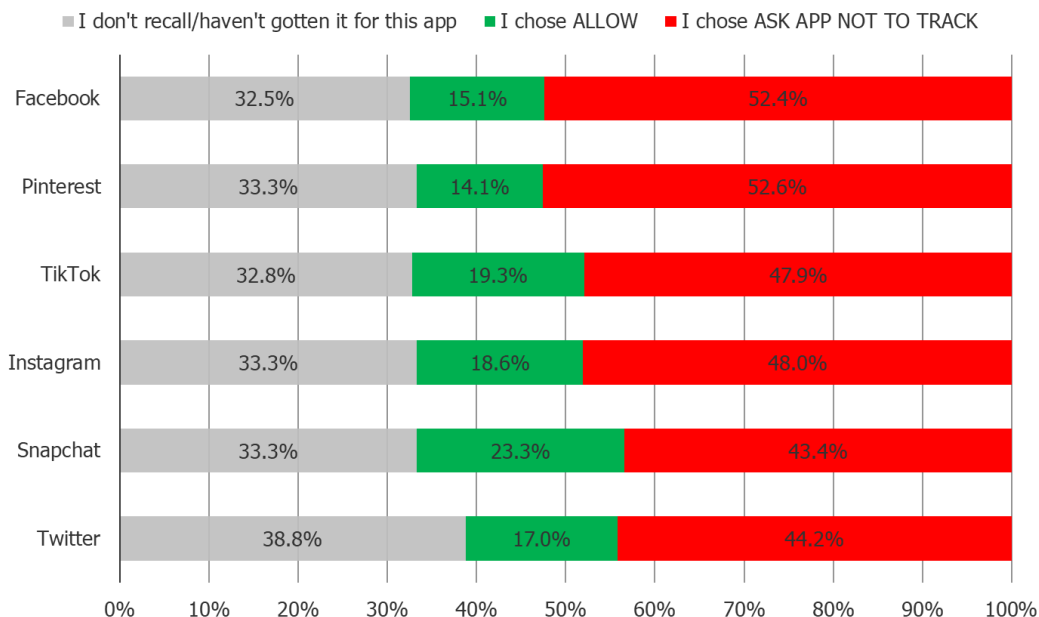


HAVE YOU GOTTEN NOTIFICATIONS FOR THE FOLLOWING, AND IF YES WHAT DID YOU CHOOSE?

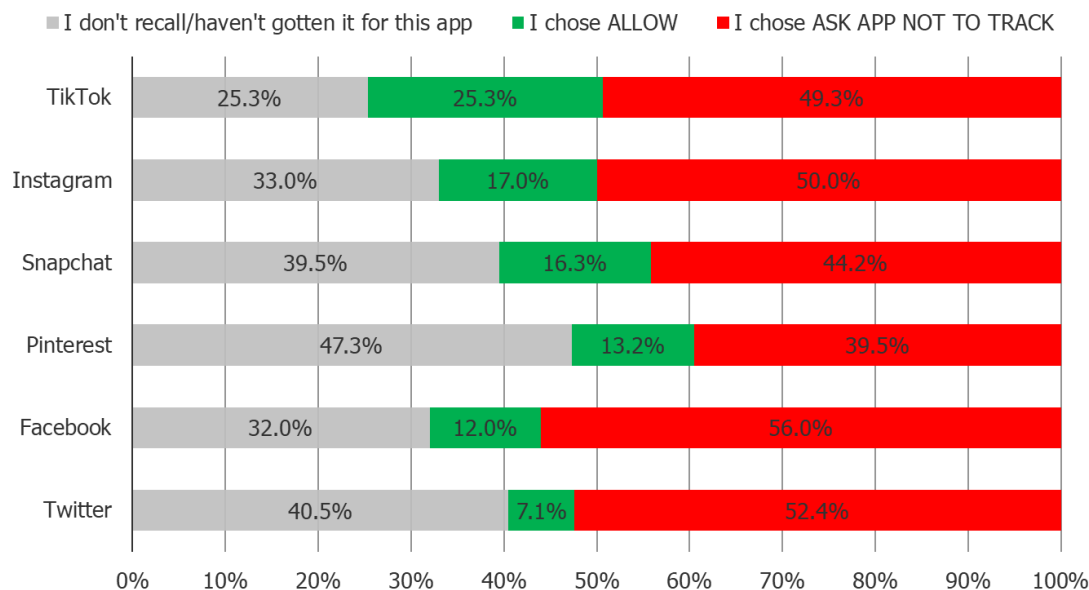
Posed to iPhone owners who use each of the following.



October 2021

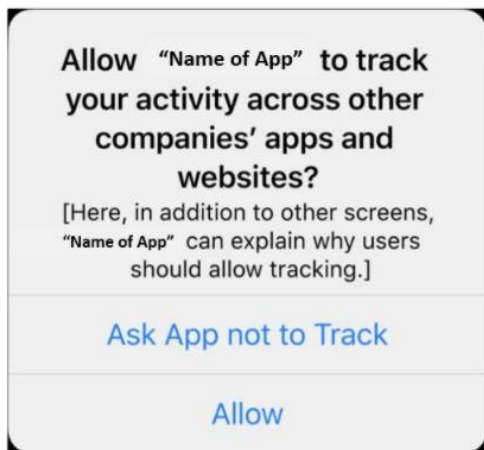


July 2021

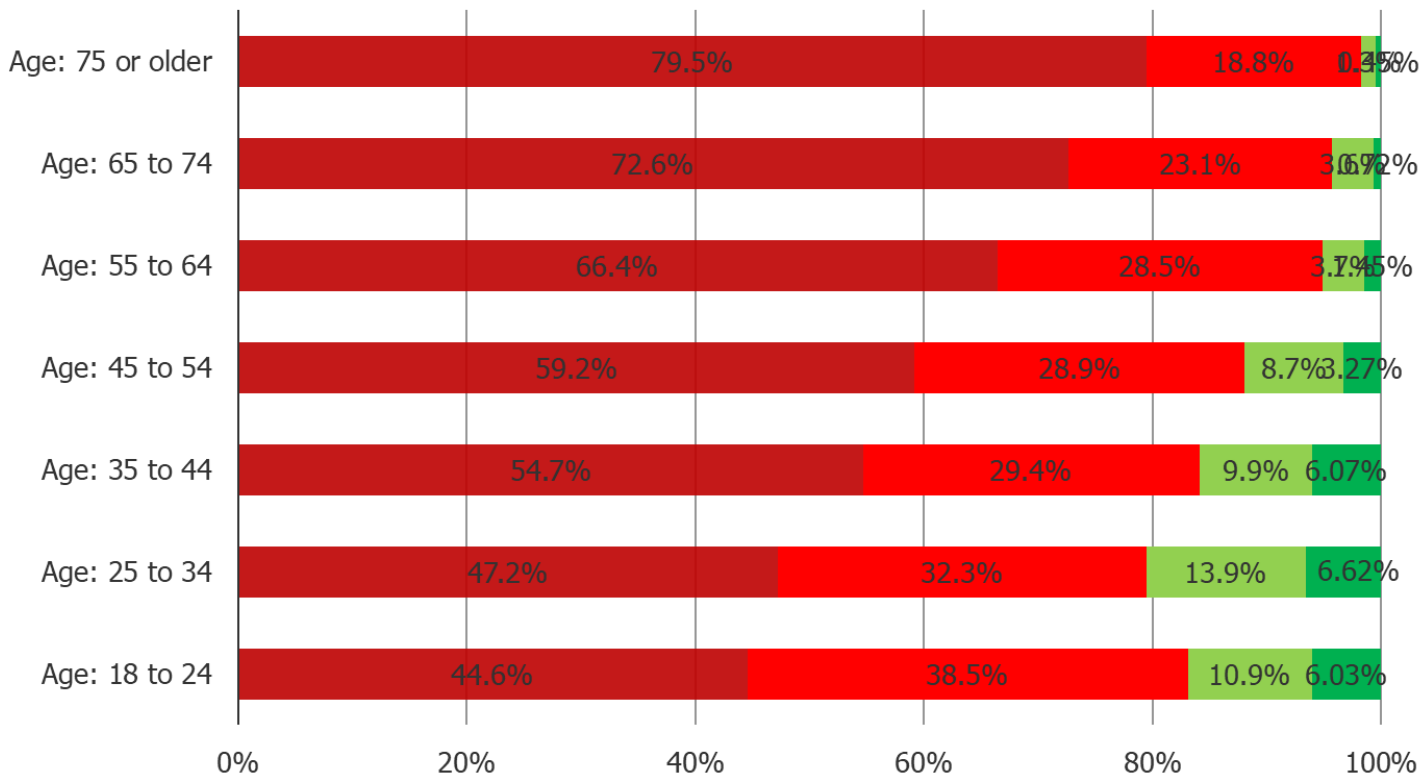


GOING FORWARD, IF YOU SEE THIS NOTIFICATION FOR APPS YOU USE, WHAT WILL YOU CHOOSE?

Posed to all respondents, cross-tabbed by age.

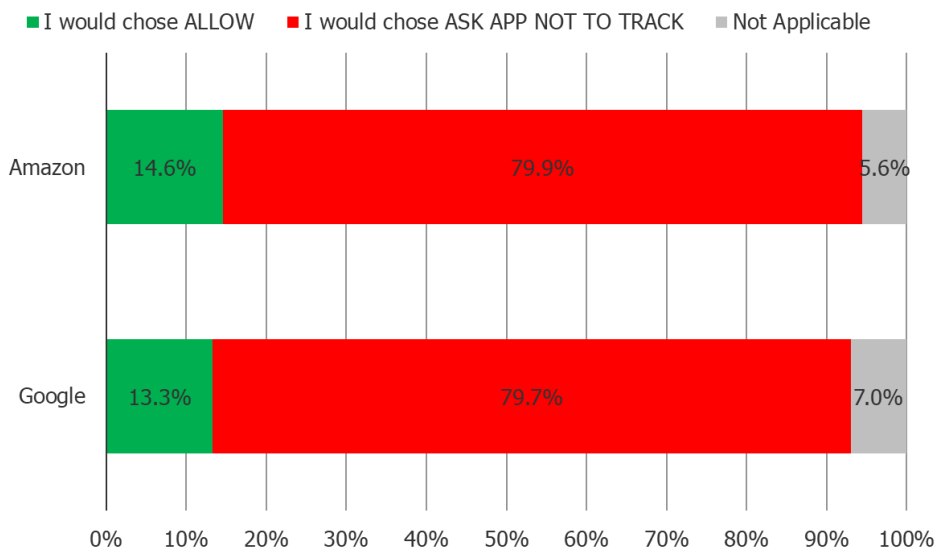
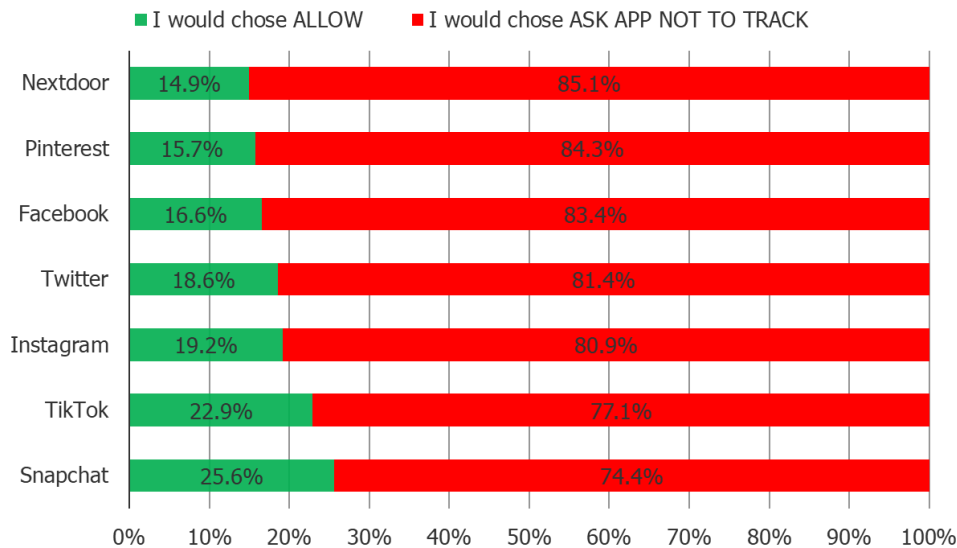
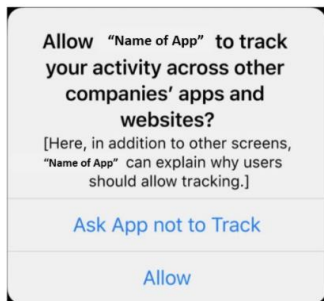


- I will always select "Ask App not to Track"
- I will more often select "Ask App not to Track"
- I will more often select "Allow"
- I will always select "Allow"



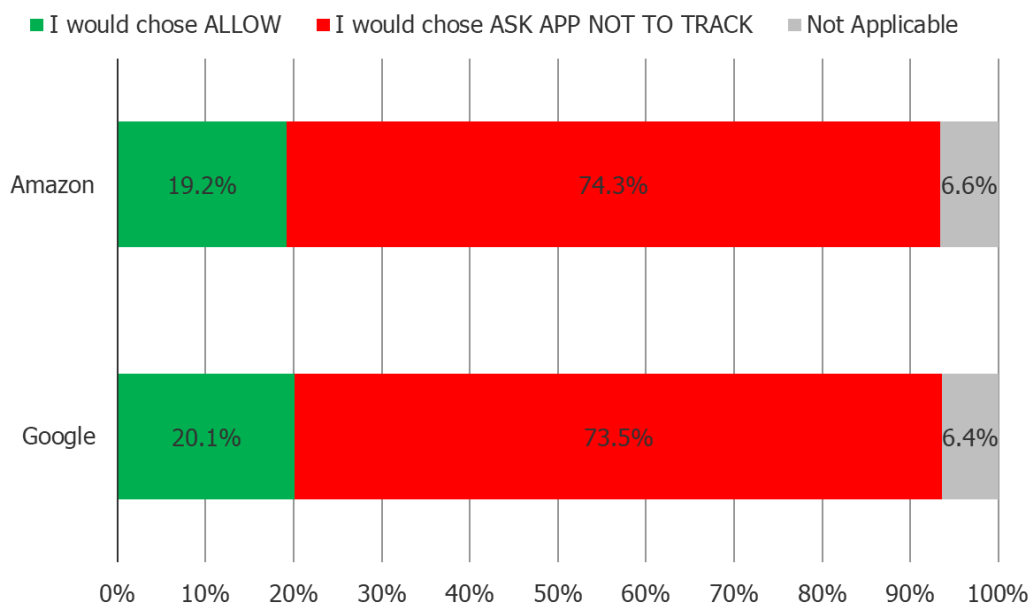
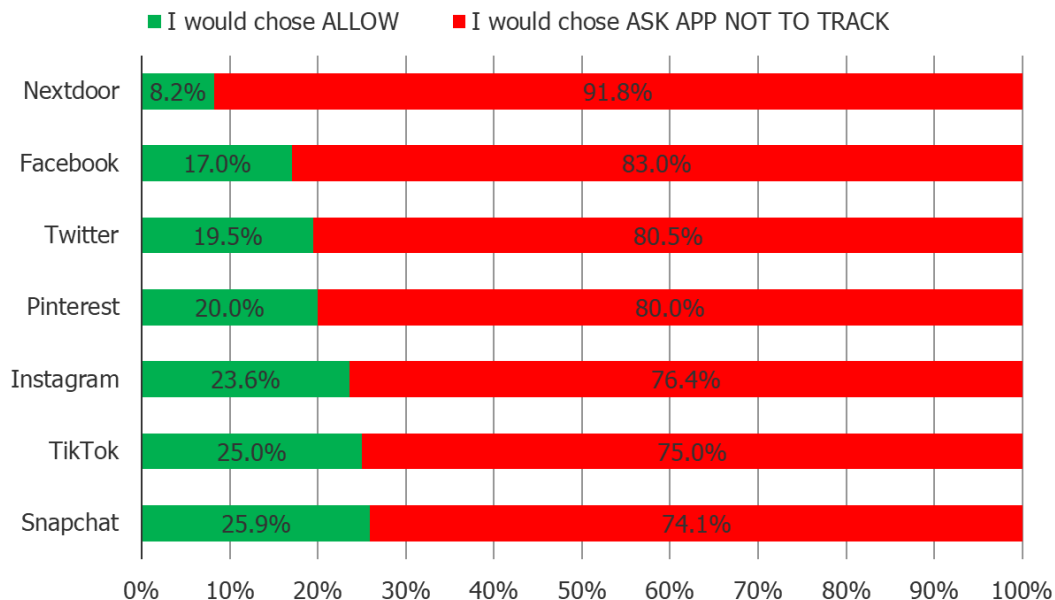
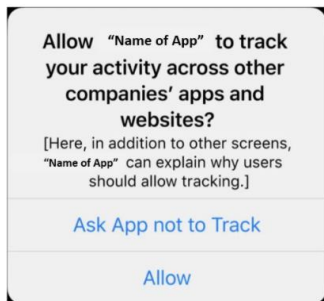
IF YOU GOT THE ABOVE PICTURED NOTIFICATION FOR THE FOLLOWING TODAY, WHAT WOULD YOU CHOOSE?

Posed to iOS users who use of each of the following.



IF YOU GOT THE ABOVE PICTURED NOTIFICATION FOR THE FOLLOWING TODAY, WHAT WOULD YOU CHOOSE?

Posed to Android users who use of each of the following.

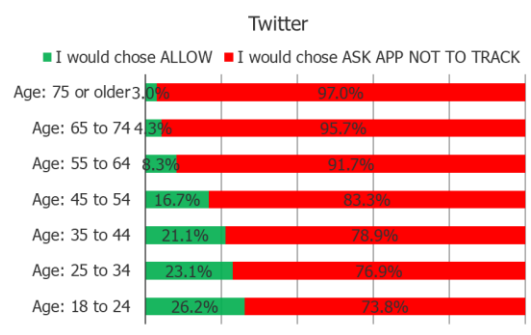
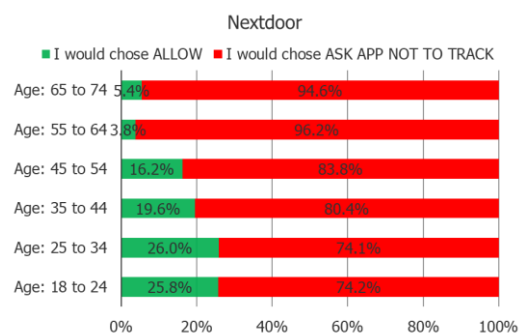
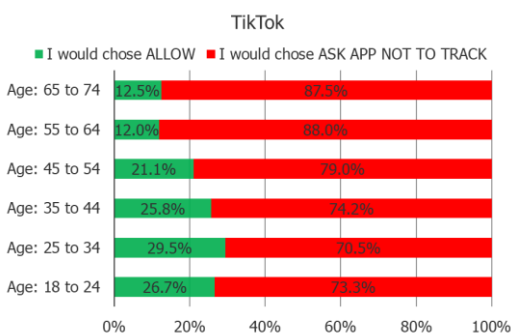
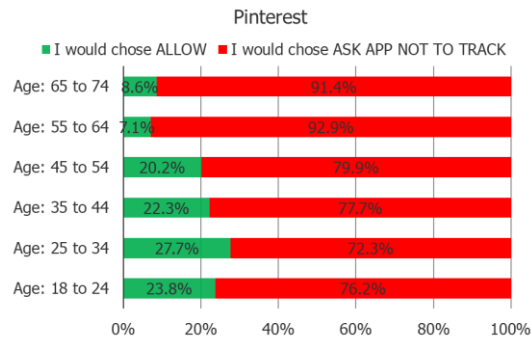
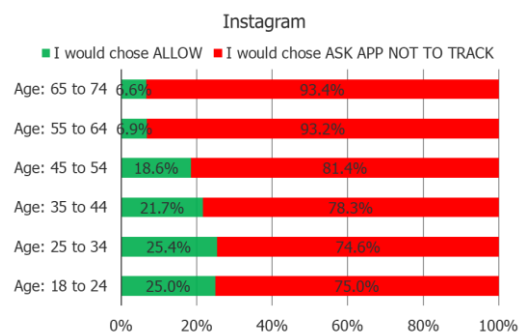
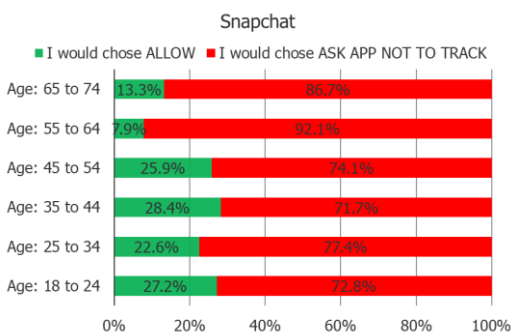
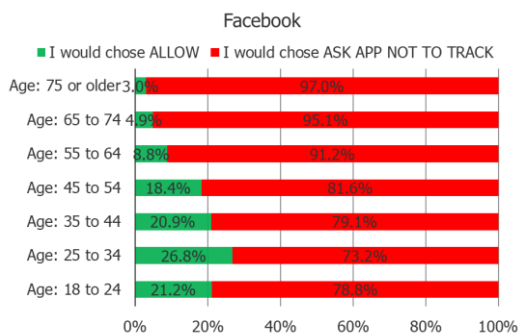
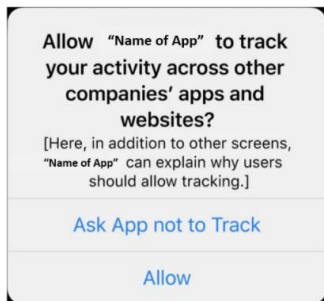


Social Media Account Holders And Engagement – A Consumer View

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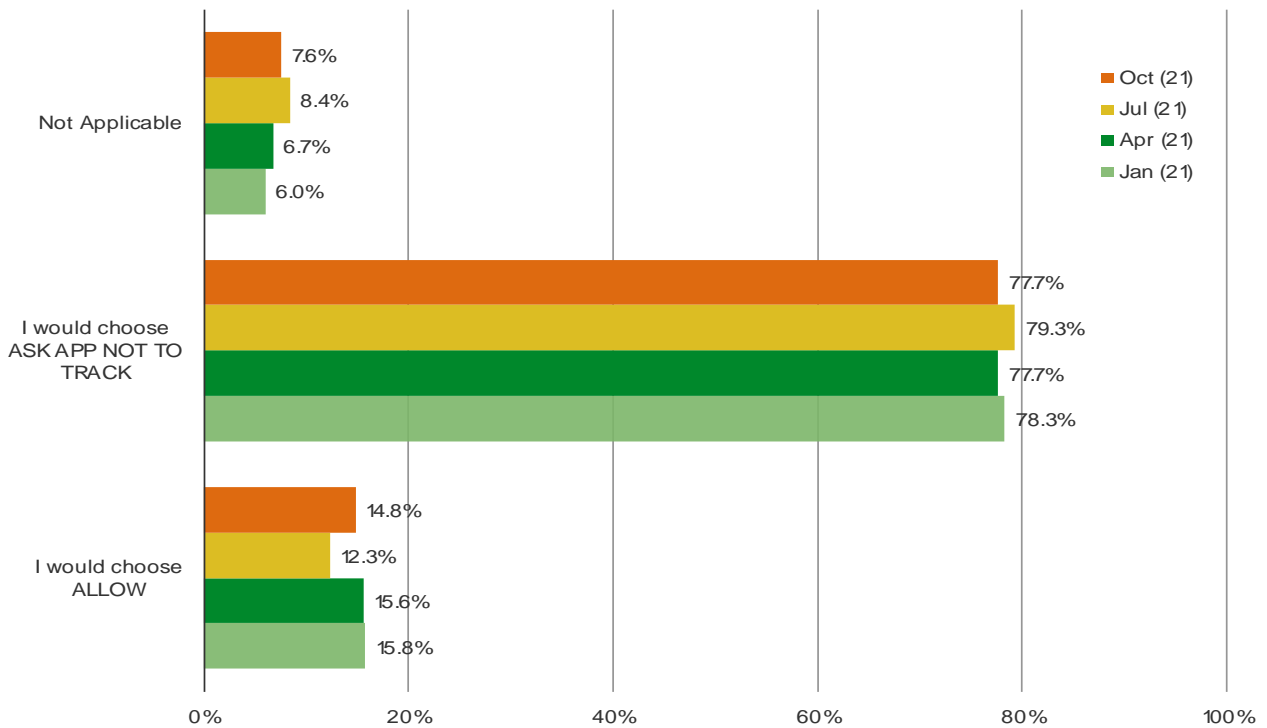
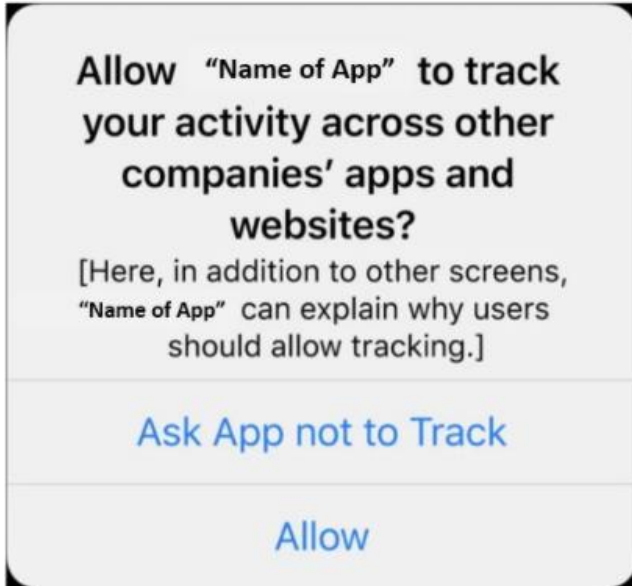
IF YOU GOT THE ABOVE PICTURED NOTIFICATION FOR THE FOLLOWING TODAY, WHAT WOULD YOU CHOOSE?

Posed to users who use of each of the following, cross-tabbed by age.



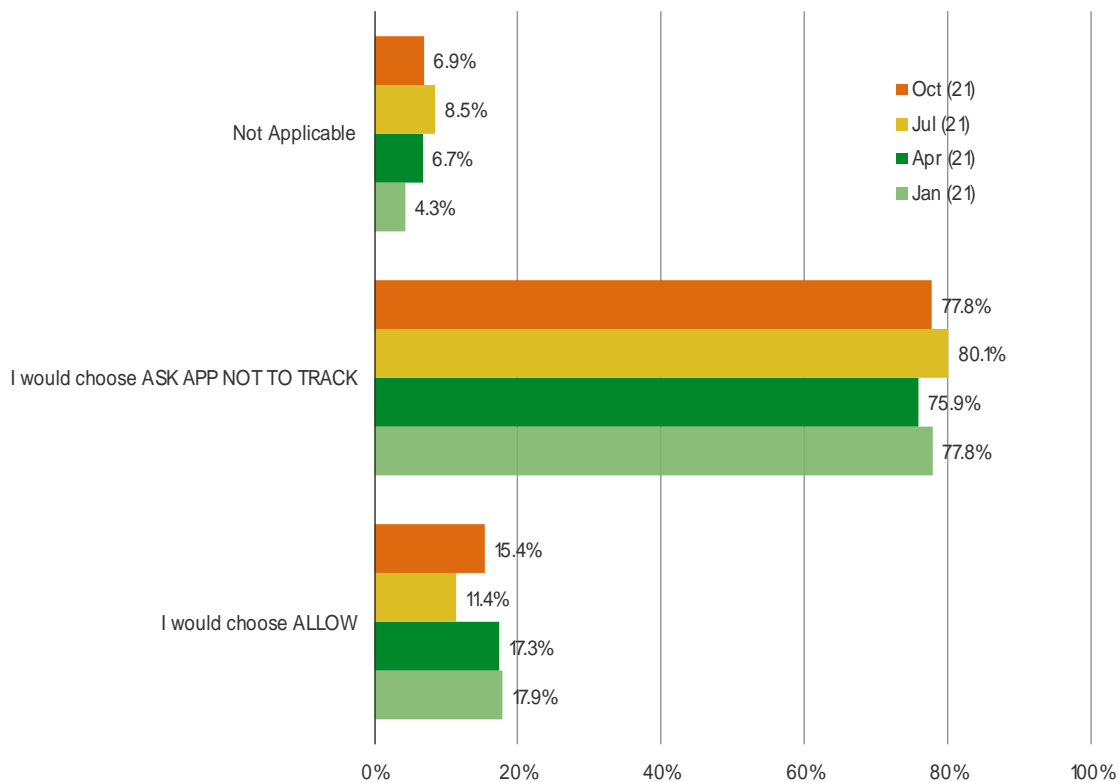
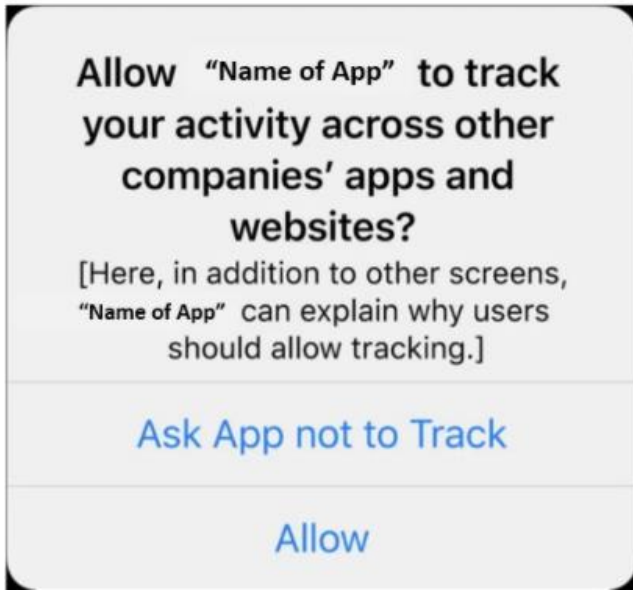
IF YOU GOT THE ABOVE NOTIFICATION FOR ANY GOOGLE RELATED APPS, INCLUDING GMAIL, WHAT WOULD YOU CHOOSE?

Posed to all respondents.



IF YOU GOT THE ABOVE NOTIFICATION FOR ANY AMAZON RELATED APPS, WHAT WOULD YOU CHOOSE?

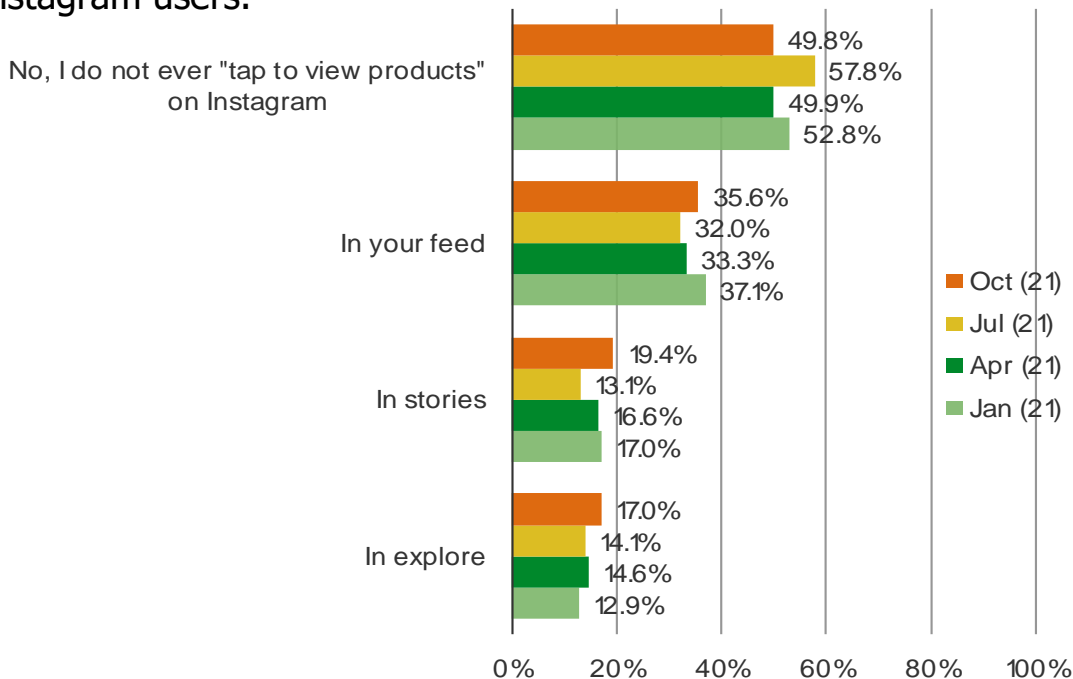
Posed to all respondents.



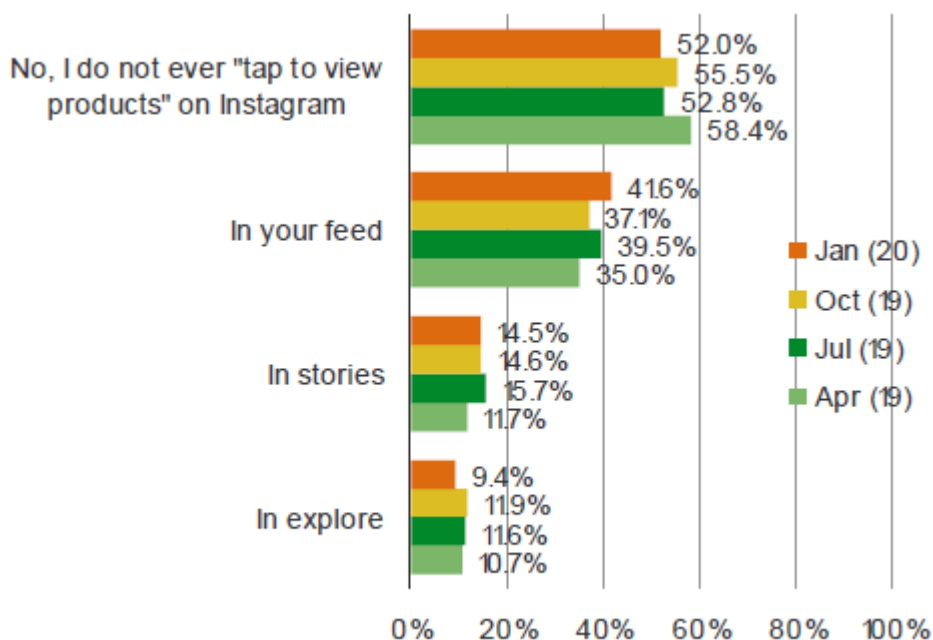
SOCIAL COMMERCE

WHEN YOU BROWSE INSTAGRAM, DO YOU TAP TO VIEW PRODUCTS? SELECT ALL THAT APPLY

Posed to Instagram users.

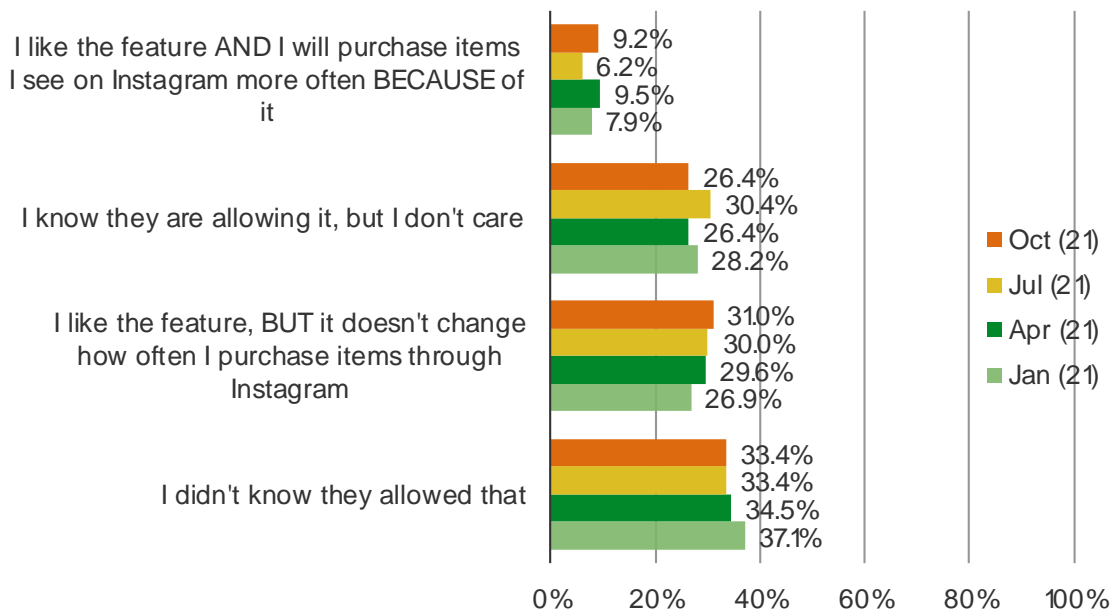


Historical data comparison.

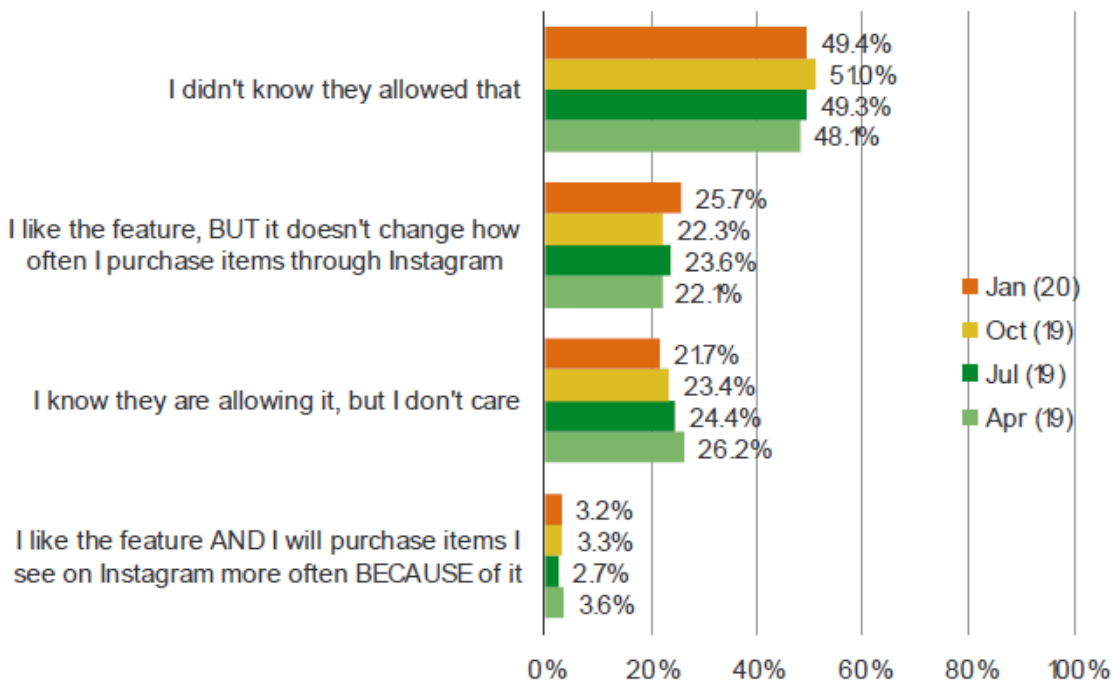


WHAT IS YOUR OPINION OF INSTAGRAM ALLOWING YOU TO BUY PRODUCTS YOU SEE IN POSTS WITHOUT ACTUALLY HAVING TO LEAVE THE APP?

Posed to Instagram users.

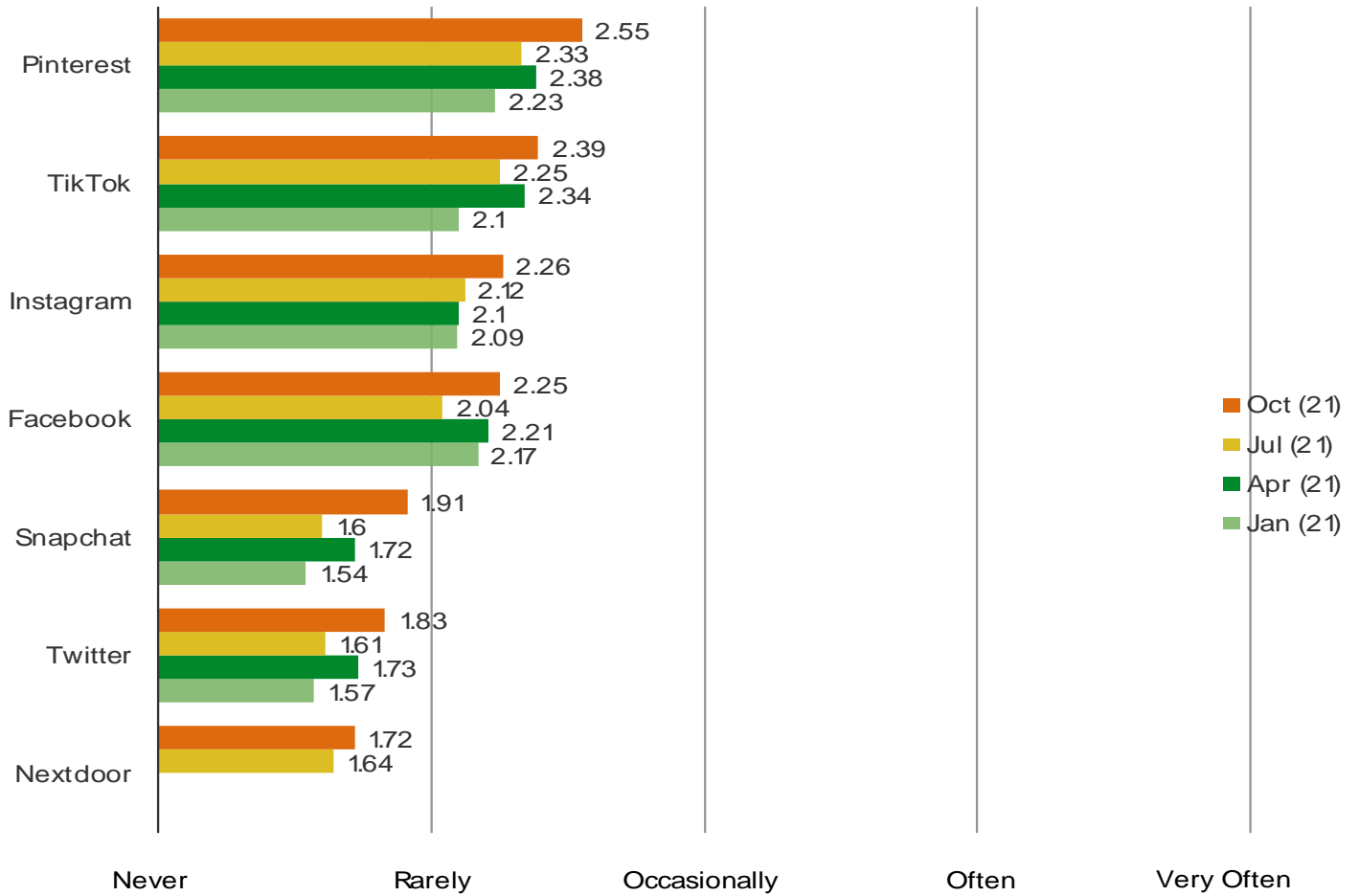


Historical data comparison.



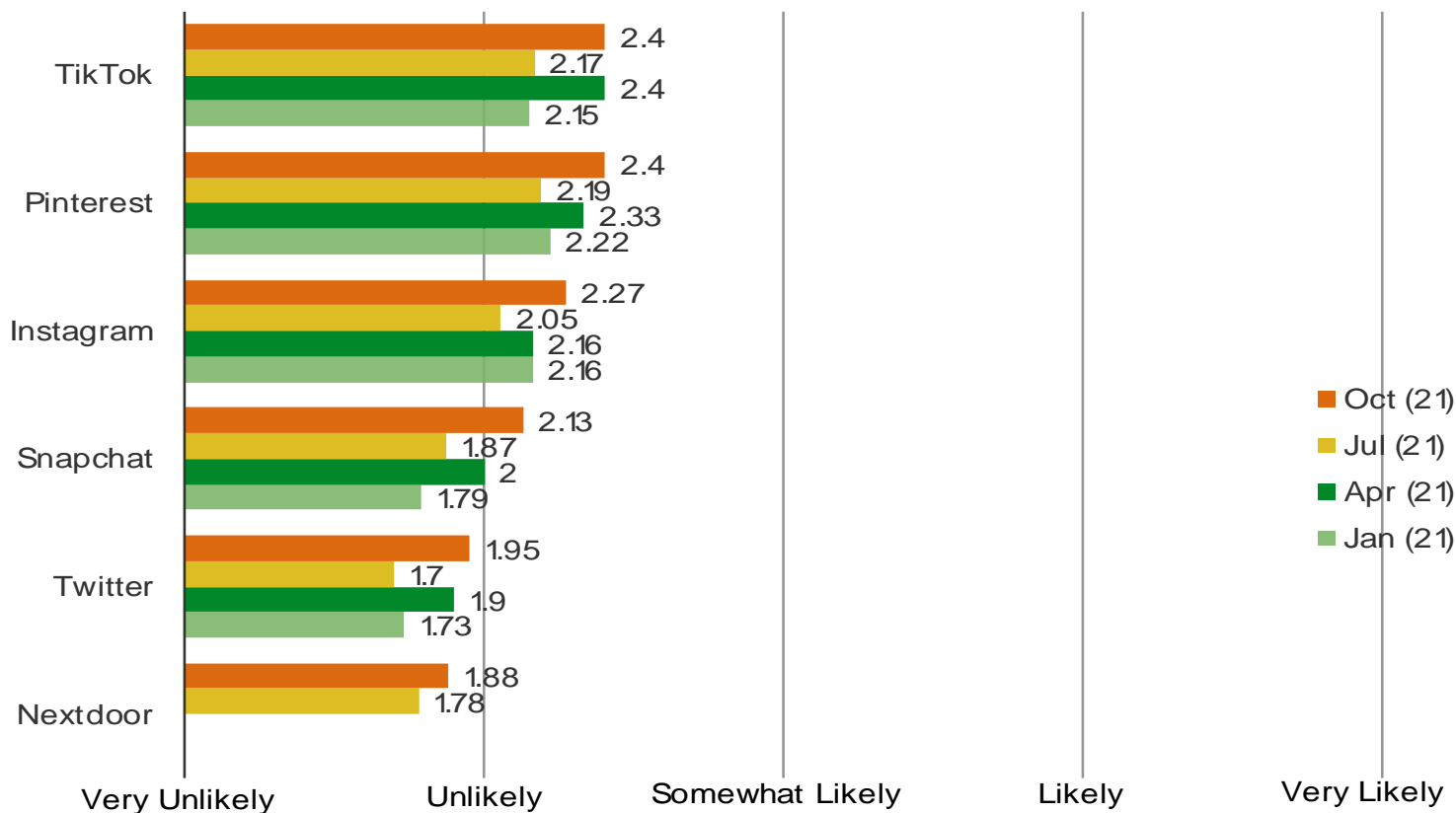
HOW OFTEN DO YOU DISCOVER PRODUCTS TO BUY ON THE FOLLOWING:

Posed to users of each of the following social media apps.



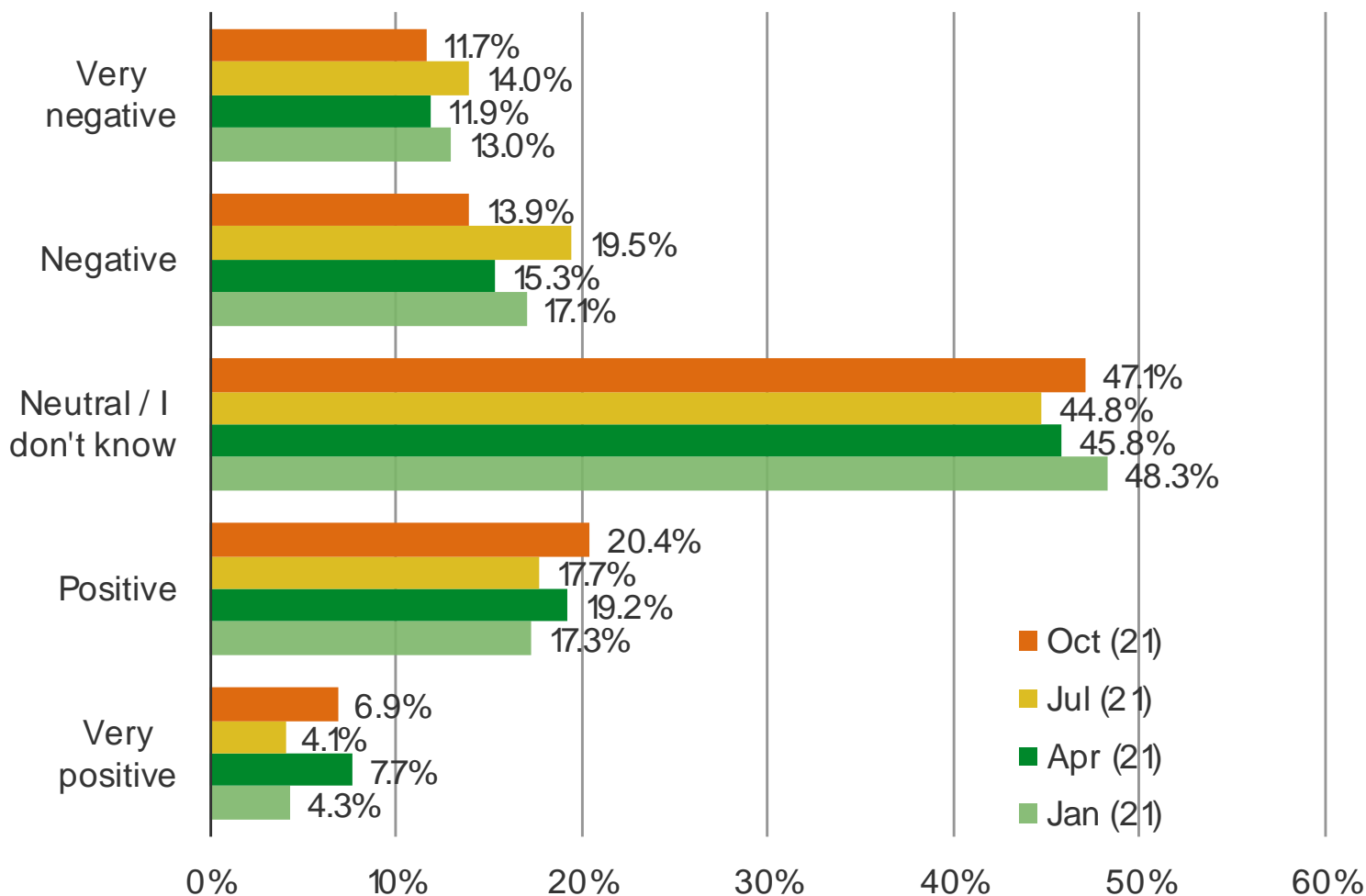
HOW LIKELY WOULD YOU BE TO BUY PRODUCTS FROM COMPANIES OR BRANDS ON SOCIAL MEDIA PLATFORMS (IE, CHECKING OUT WHILE STILL ON THE SOCIAL MEDIA PLATFORM, THROUGH THE SOCIAL MEDIA PLATFORM)

Posed to users of each of the following social media apps.



WHAT IS YOUR OPINION OF BEING ABLE TO BUY PRODUCTS THROUGH SOCIAL MEDIA PLATFORMS (IE, NOT HAVING TO LEAVE THE PLATFORM TO PURCHASE AN ITEM THAT YOU COME ACROSS WHILE ON THE PLATFORM)?

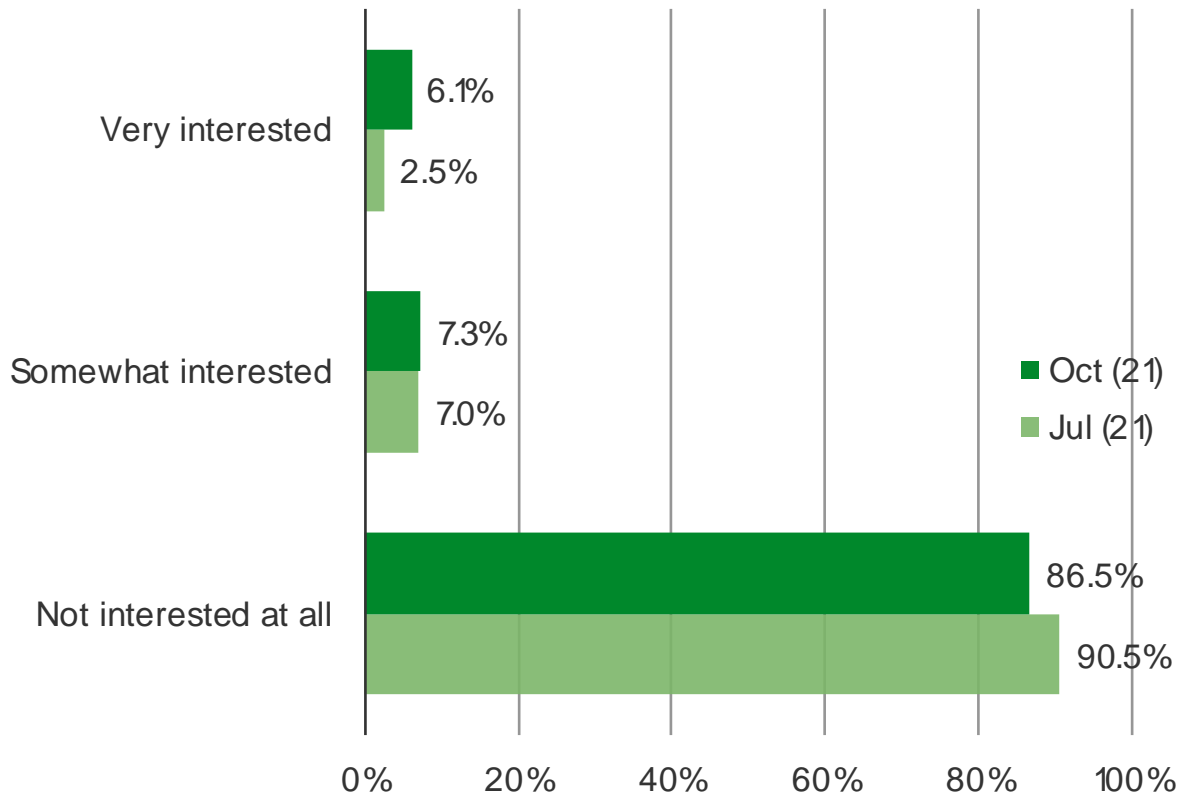
Posed to users of social media apps.



TWITTER BLUE INTEREST

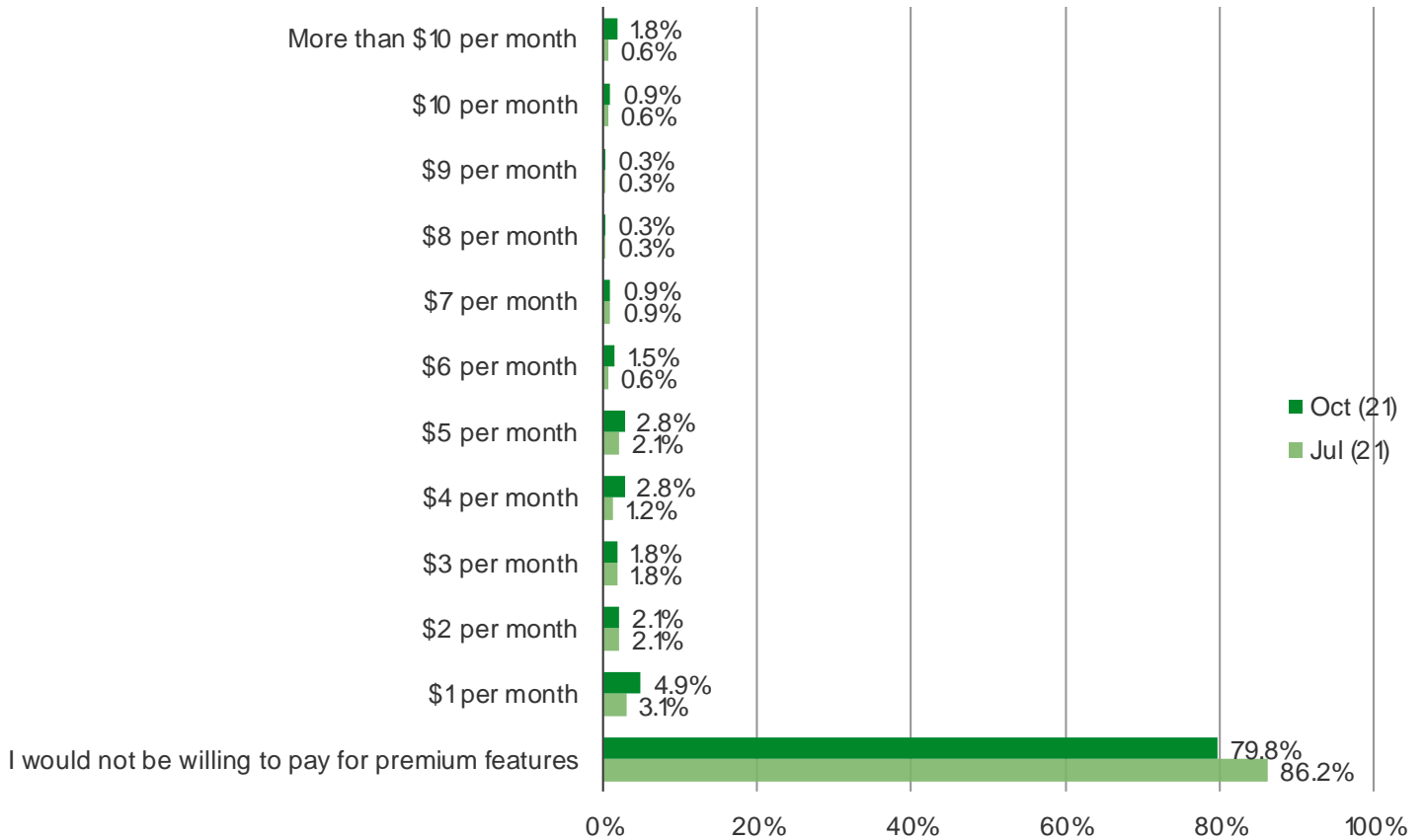
WOULD YOU BE INTERESTED IN PAYING A MONTHLY SUBSCRIPTION FOR ENHANCED FEATURES ON TWITTER?

Posed to Twitter users.



WHAT IS THE MOST YOU WOULD BE WILLING TO PAY MONTHLY FOR A SUBSCRIPTION TO TWITTER WITH PREMIUM FEATURES?

Posed to Twitter users.

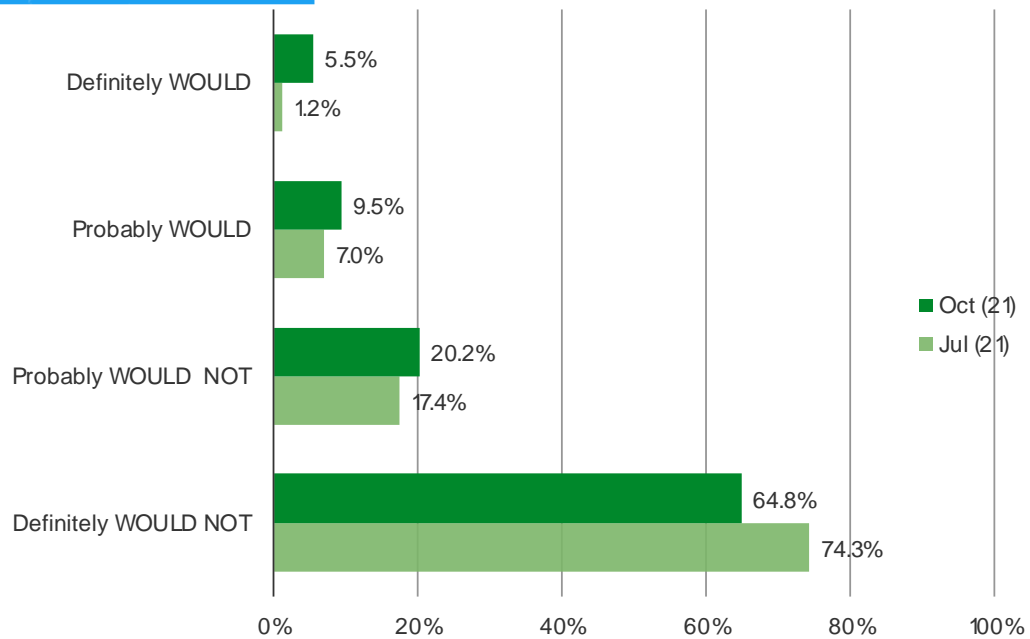
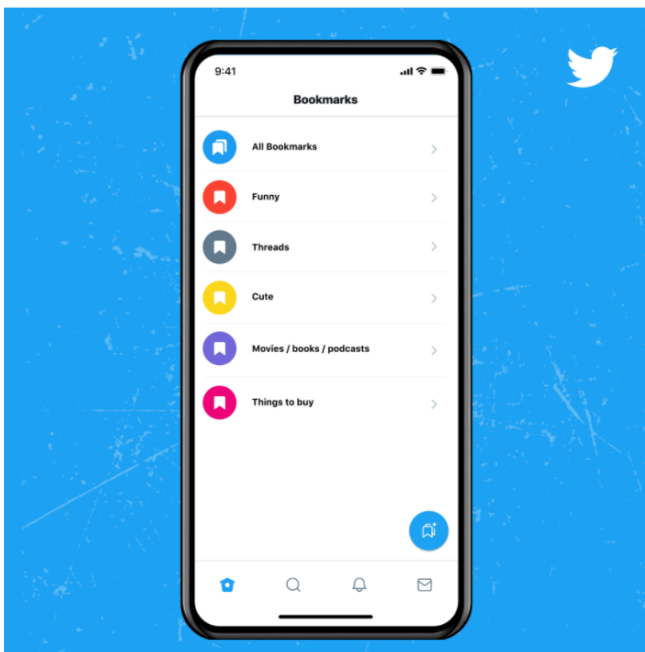


IN YOUR OPINION, WOULD THIS FEATURE BE WORTH PAYING FOR ON TWITTER?

Posed to Twitter users.

Bookmark Folders

Bookmark Folders: Want an easy way to better organize your saved content? Bookmark Folders let you organize the Tweets you've saved by letting you manage content so when you need it, you can find it easily and efficiently.

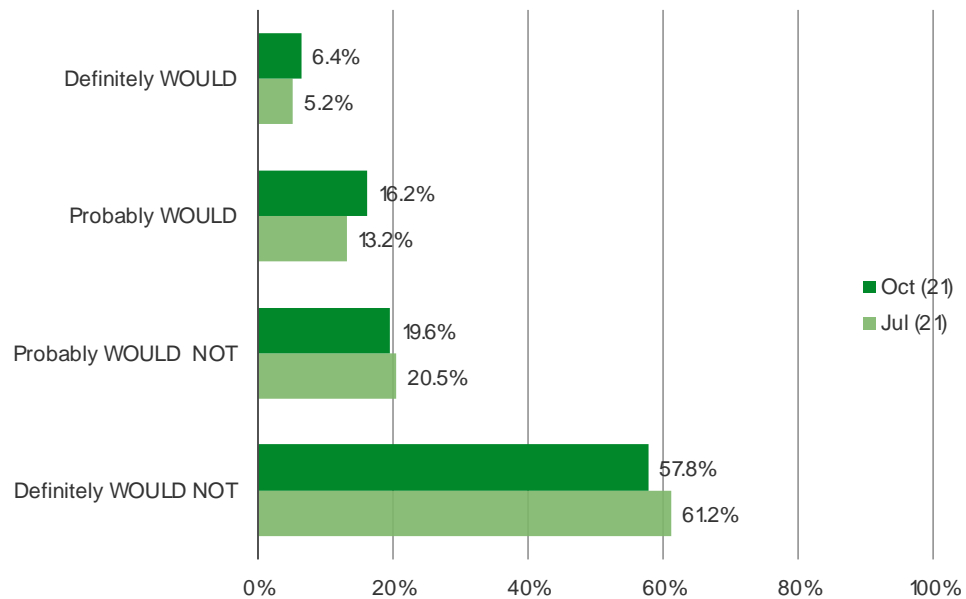


IN YOUR OPINION, WOULD THIS FEATURE BE WORTH PAYING FOR ON TWITTER?

Posed to Twitter users.

Undo Tweets

Undo Tweet: Typo? Forgot to tag someone? Preview and revise your Tweet before it goes live. With Undo Tweet, you can set a customizable timer of up to 30 seconds to click 'Undo' before the Tweet, reply, or thread you've sent posts to your timeline. Correct mistakes easily by previewing what your Tweet will look like before the world can see it.

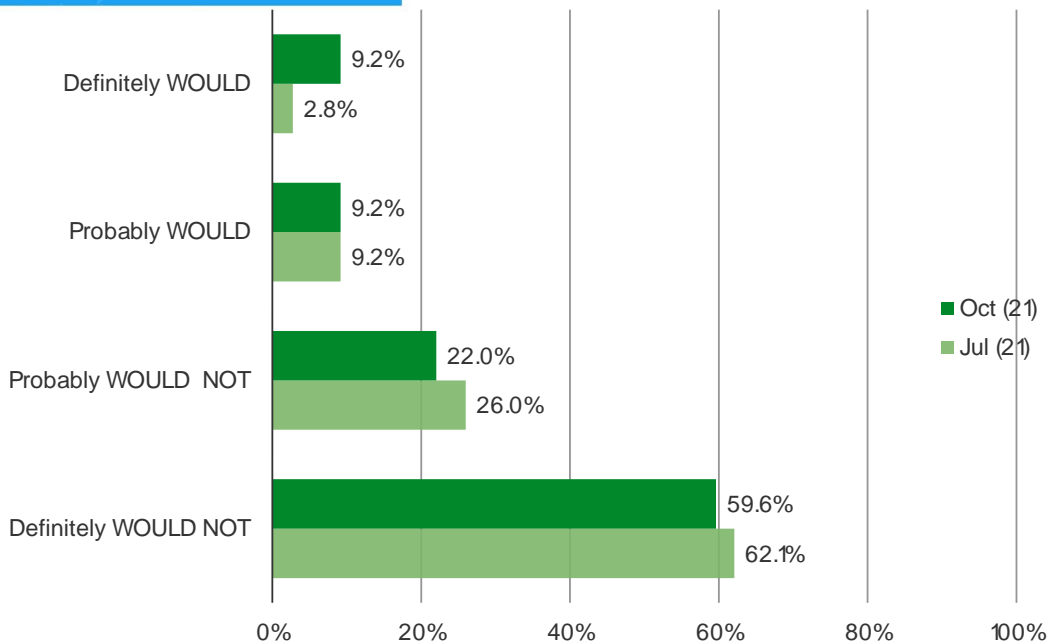


IN YOUR OPINION, WOULD THIS FEATURE BE WORTH PAYING FOR ON TWITTER?

Posed to Twitter users.

Reader Mode

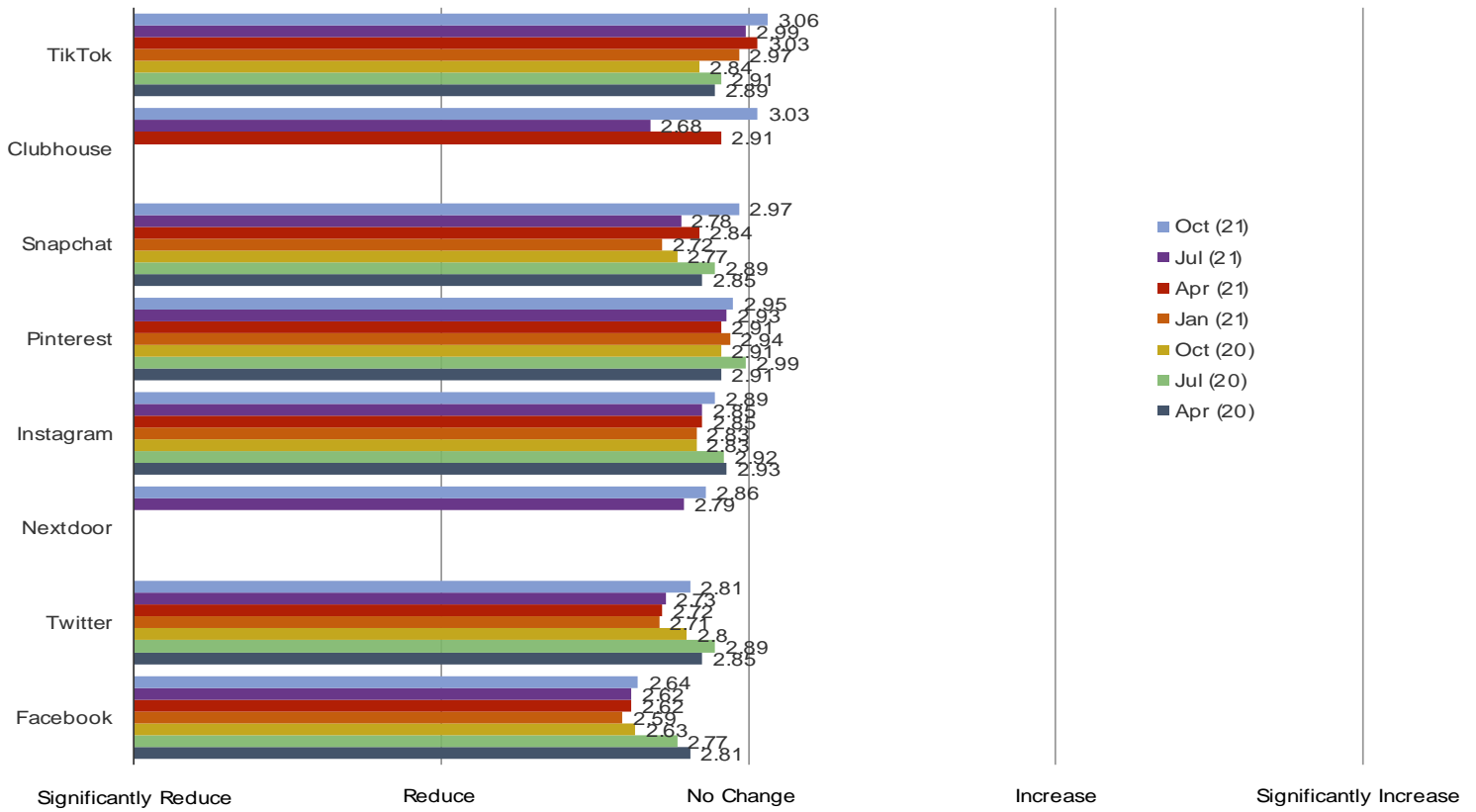
Reader Mode: Reader Mode provides a more beautiful reading experience by getting rid of the noise. We are making it easier for you to keep up with long threads on Twitter by turning them into easy-to-read text so you can read all the latest content seamlessly.



SOCIAL MEDIA SENTIMENT AND USAGE EXPECTATIONS

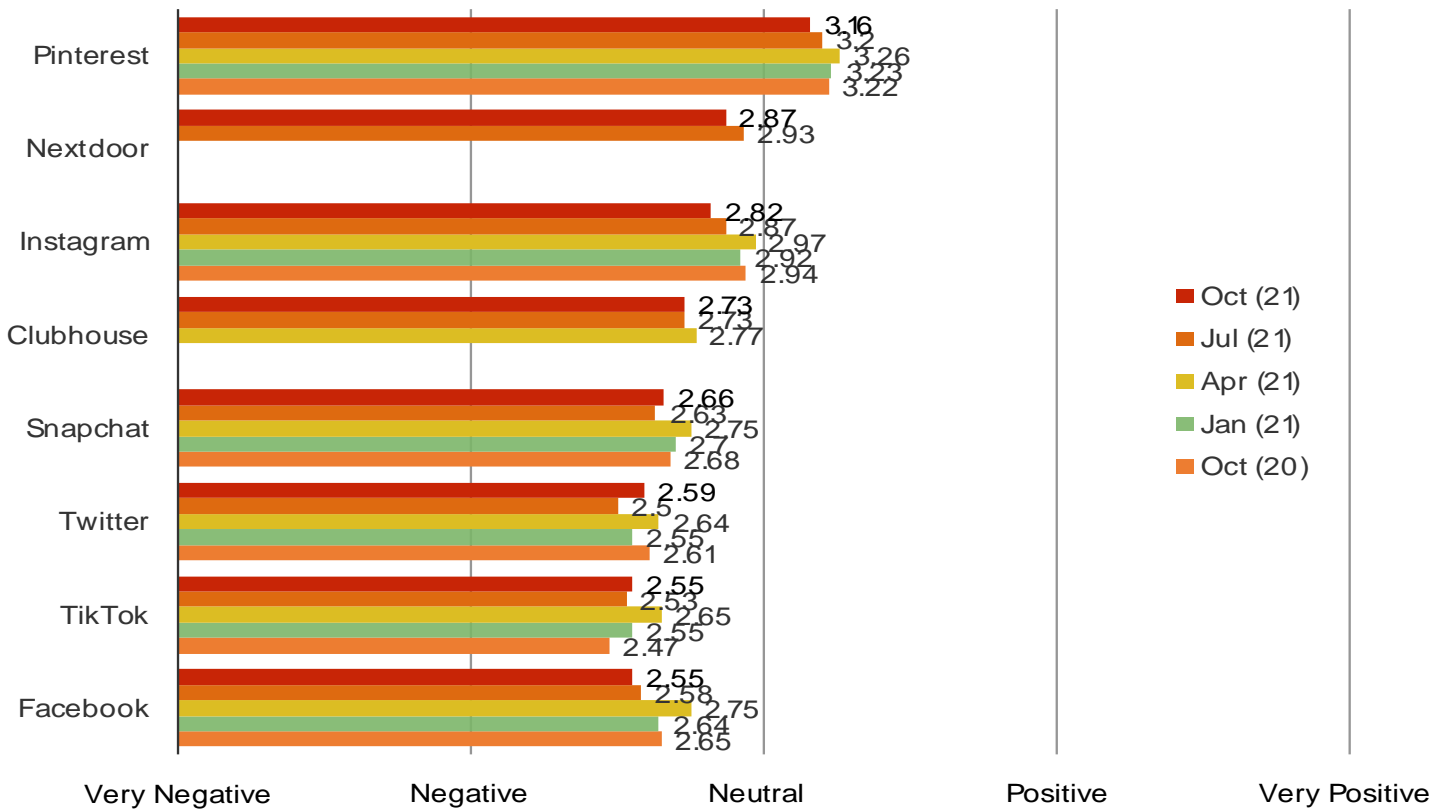
DO YOU EXPECT YOUR USAGE OF THE FOLLOWING TO CHANGE GOING FORWARD FROM NOW?

Posed to respondents who use the following platforms.



WHAT IS YOUR OPINION OF THE FOLLOWING PLATFORMS?

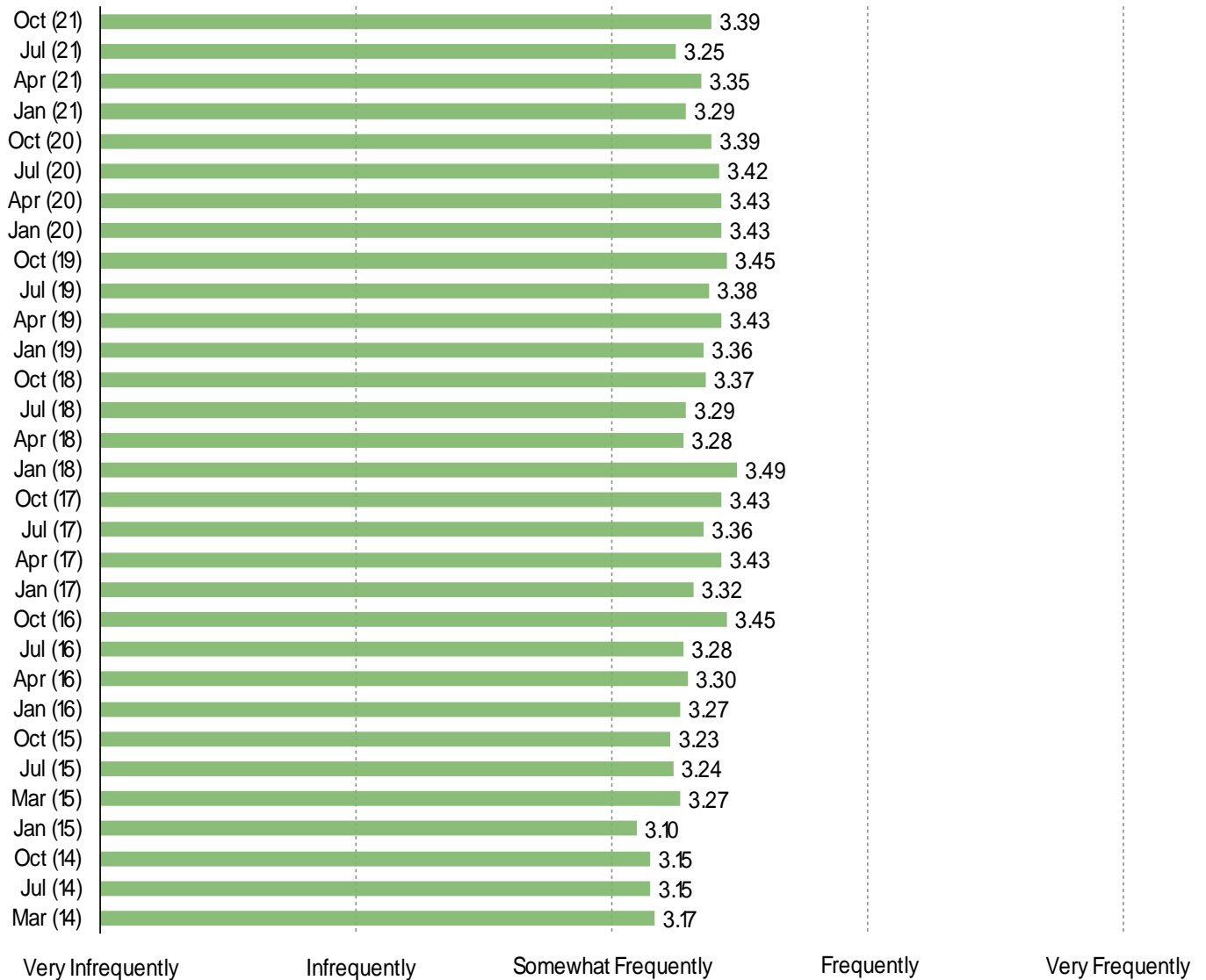
Posed to all respondents:



SOCIAL MEDIA USAGE OVERALL

SOCIAL MEDIA USAGE FREQUENCY

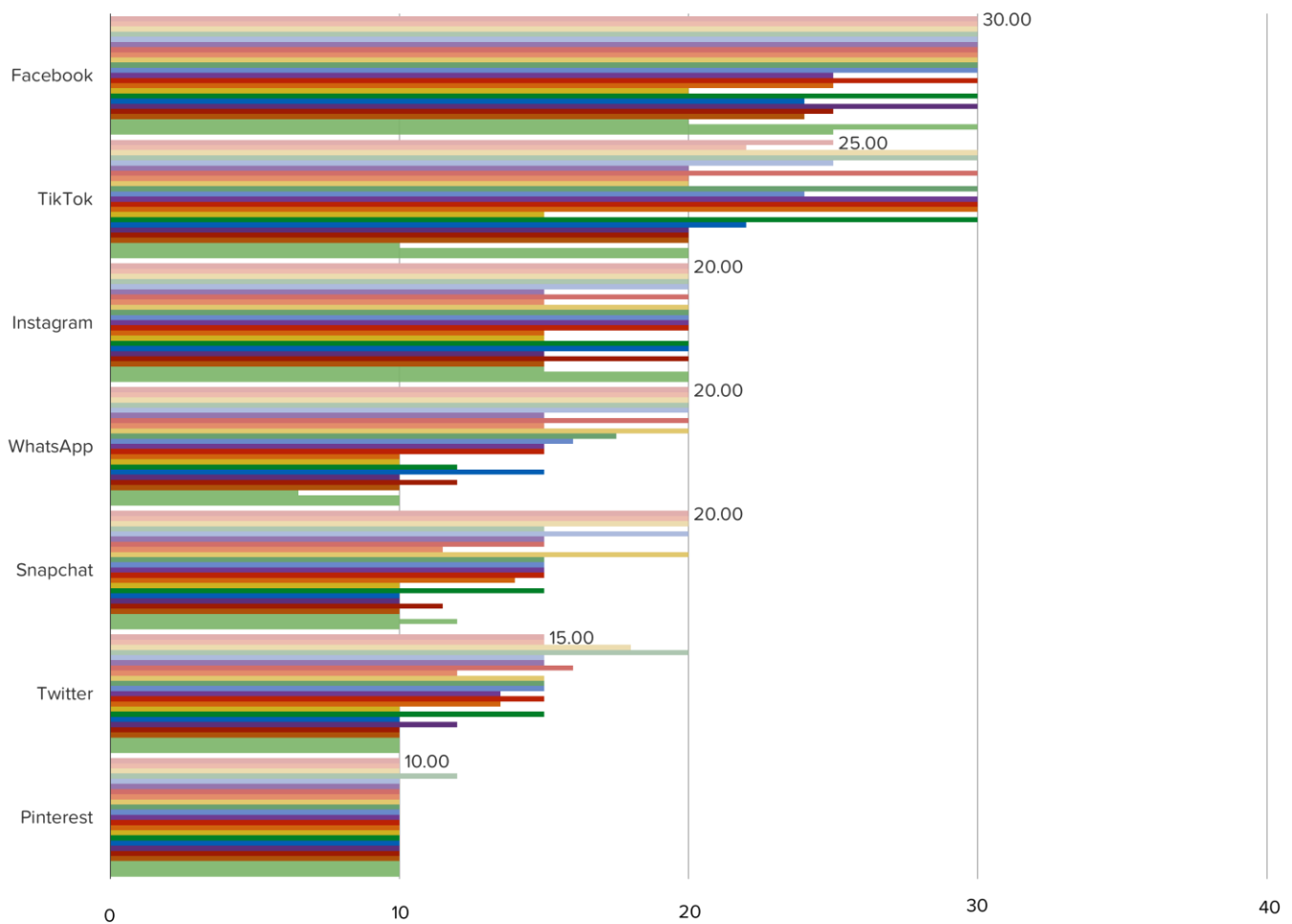
Posed to all consumers.



HOW MANY MINUTES PER DAY WOULD YOU ESTIMATE YOU SPEND ON EACH OF THE FOLLOWING?

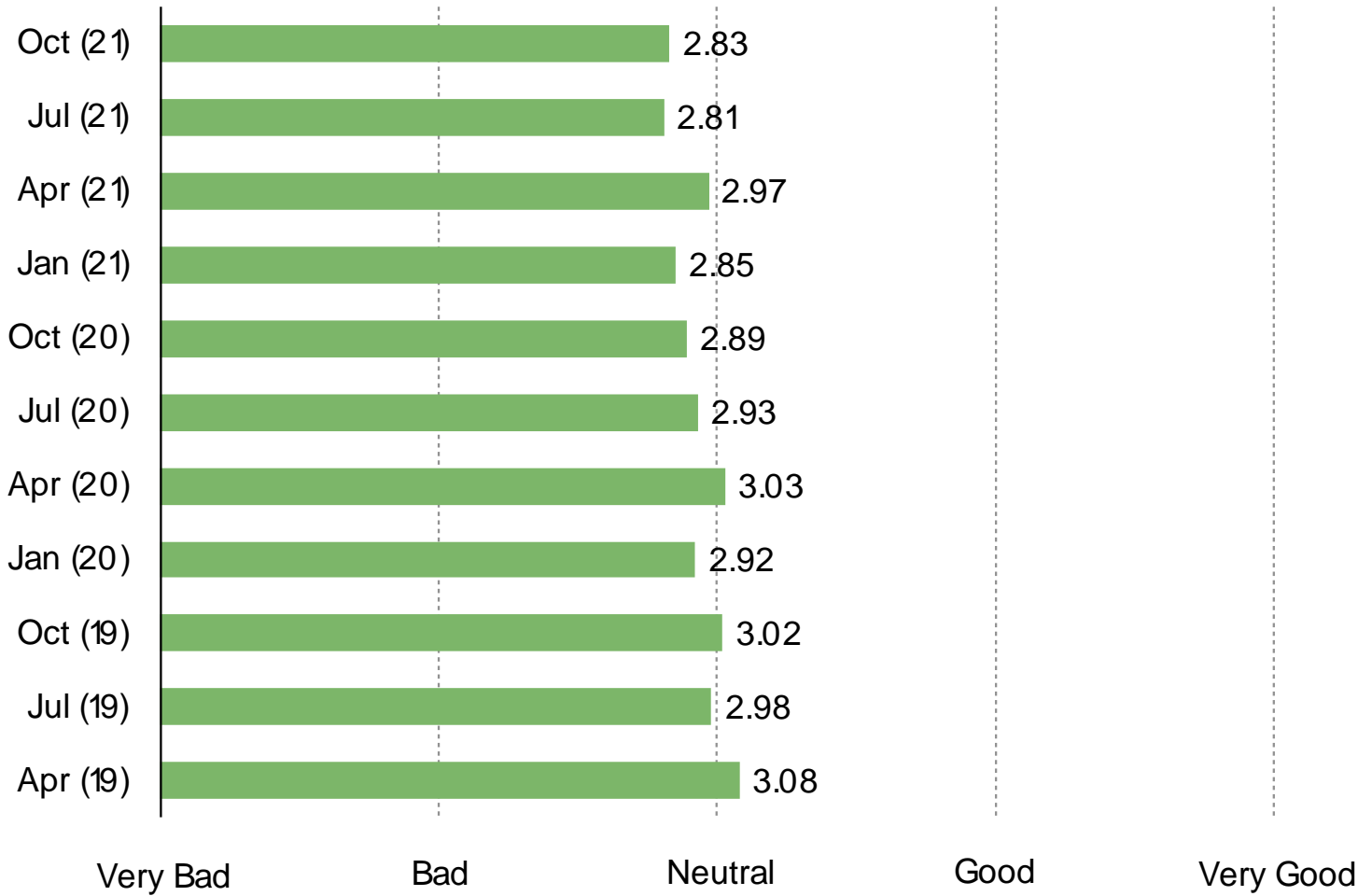
Posed to daily visitors of each platform.

Chart Shows Median



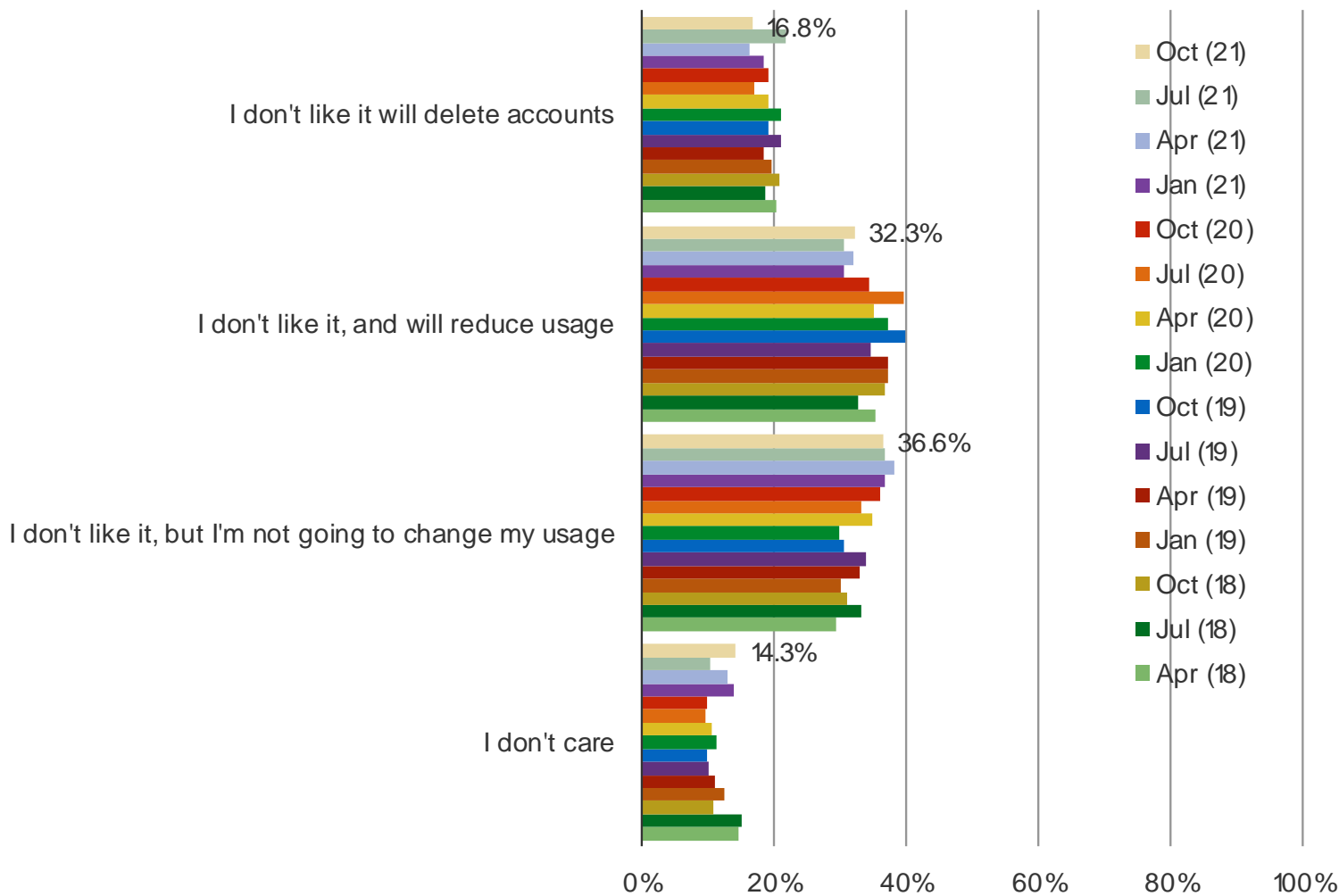
IN YOUR OPINION, IS SOCIAL MEDIA IN GENERAL A GOOD THING OR A BAD THING?

Posed to all respondents



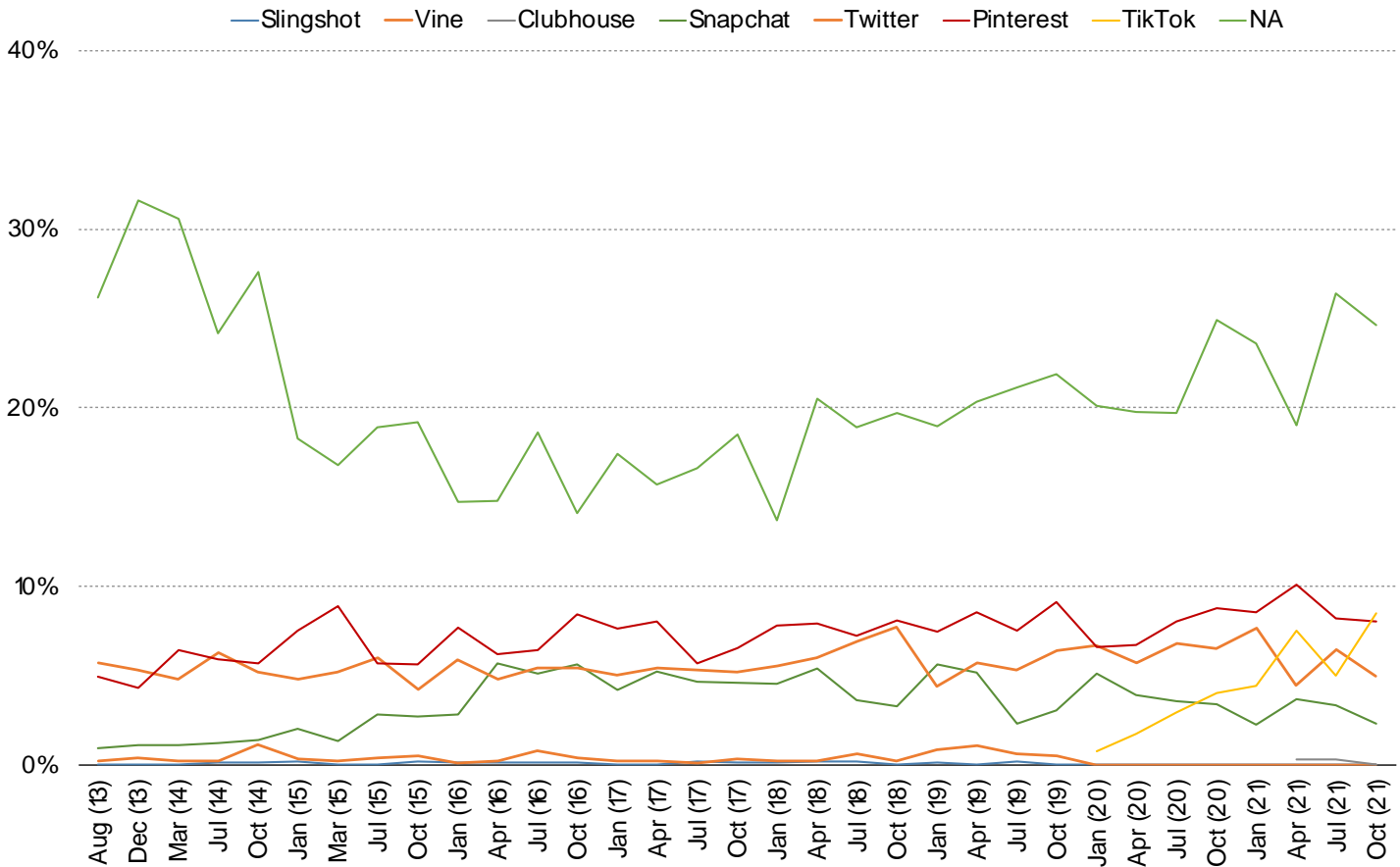
WHAT IS YOUR OPINION OF SOCIAL MEDIA SITES COLLECTING PERSONAL DATA WHEN YOU USE THEM?

Posed to all respondents about social media in general



WHICH IS YOUR FAVORITE?

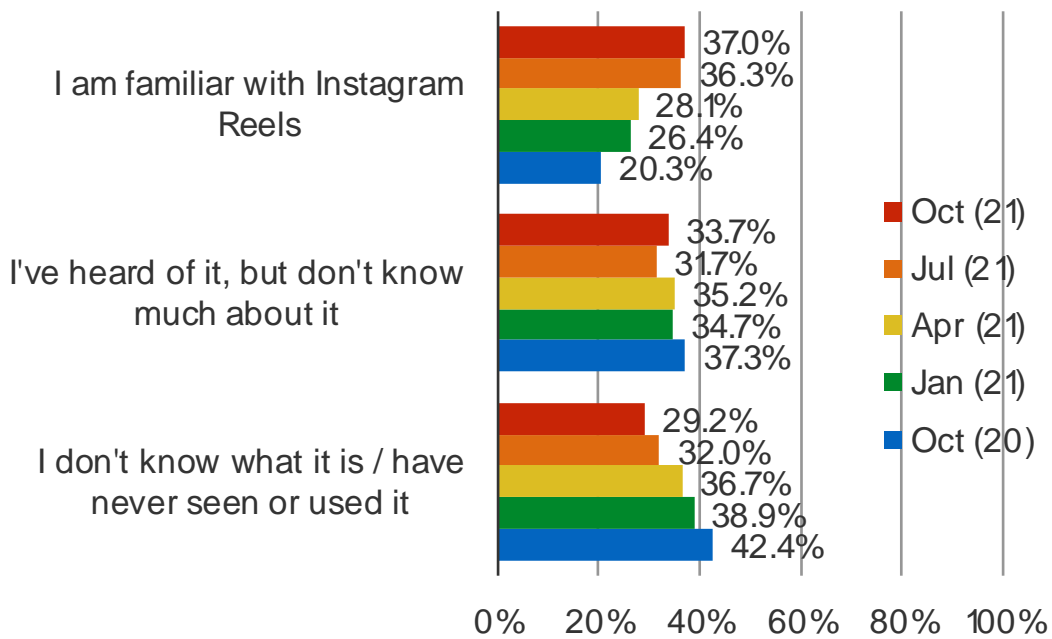
Posed to all respondents



INSTAGRAM DEEP DIVE

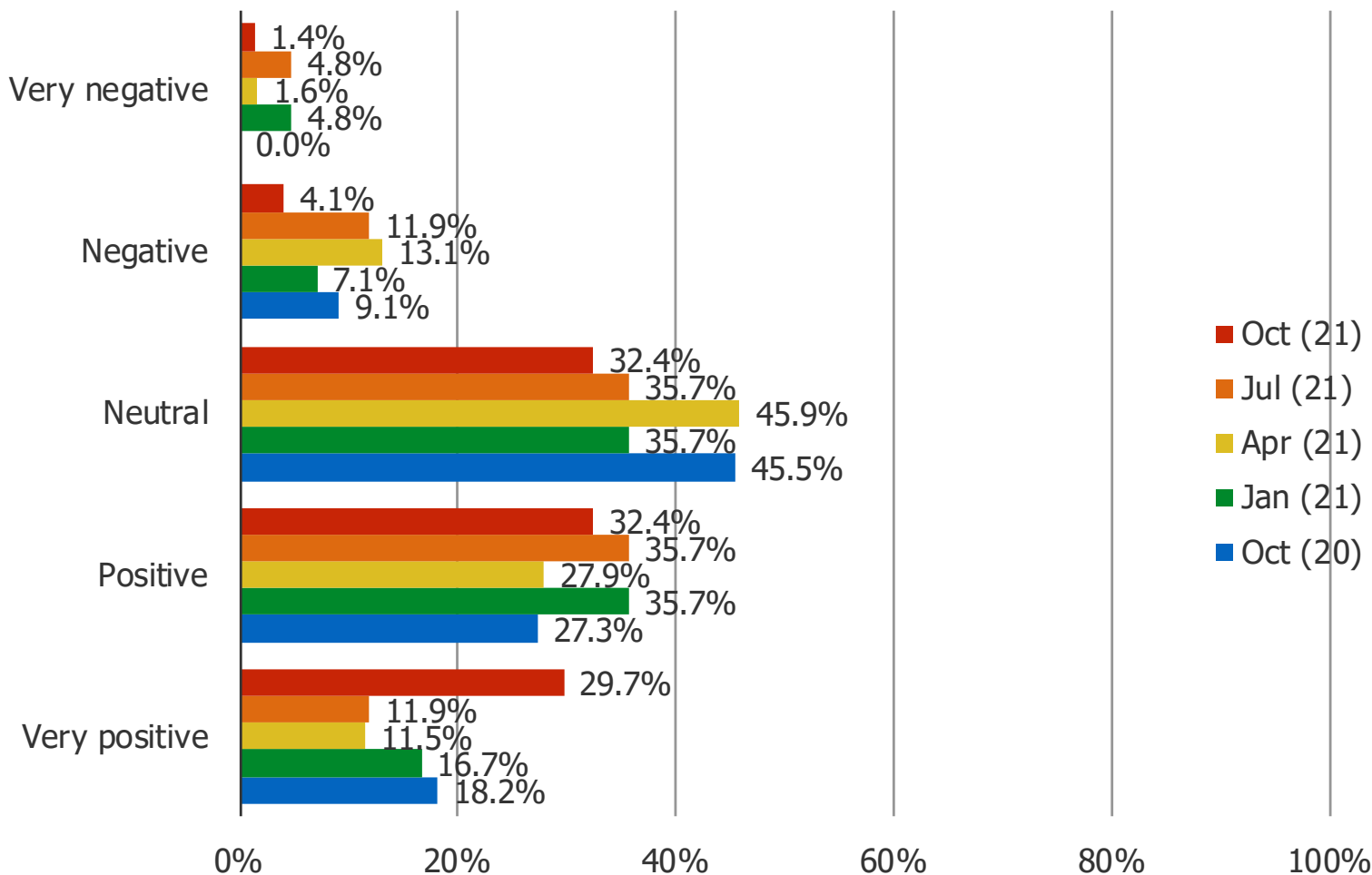
ARE YOU FAMILIAR WITH INSTAGRAM REELS (EXAMPLES PICTURED)

Posted to Instagram Users:



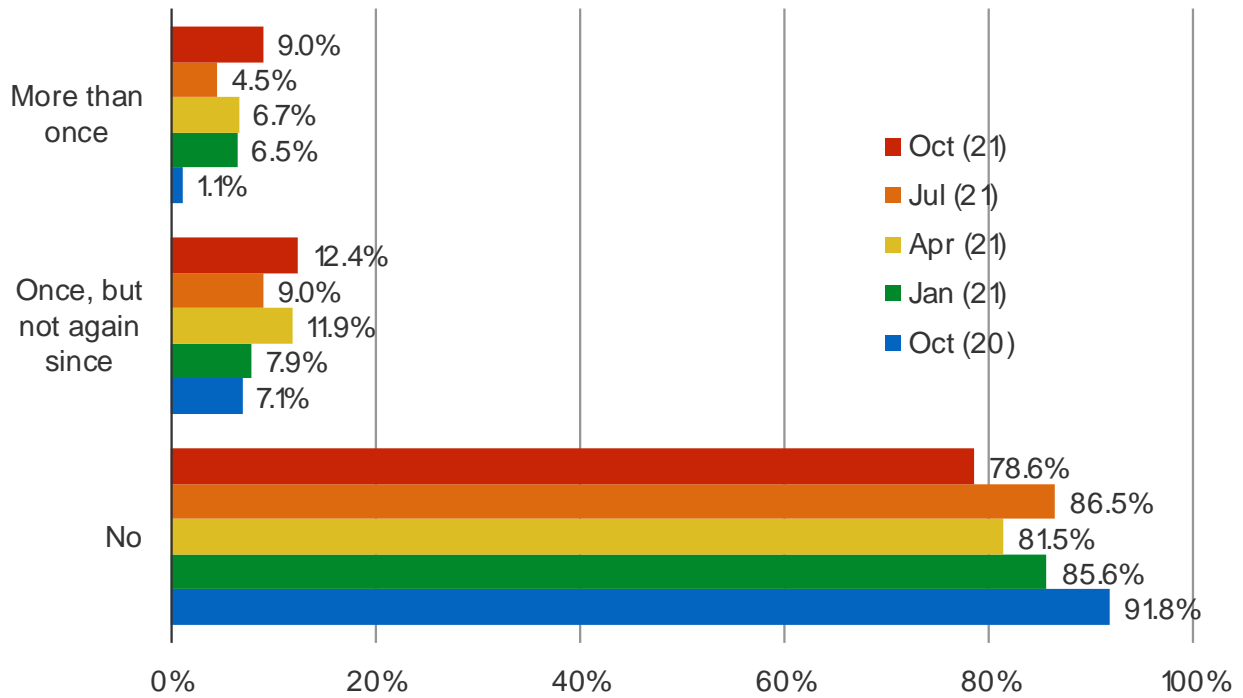
WHAT IS YOUR OPINION OF THE EXPERIENCE MAKING INSTAGRAM REELS VIDEOS?

Posted to Instagram Users who have watched one or more Reels video.



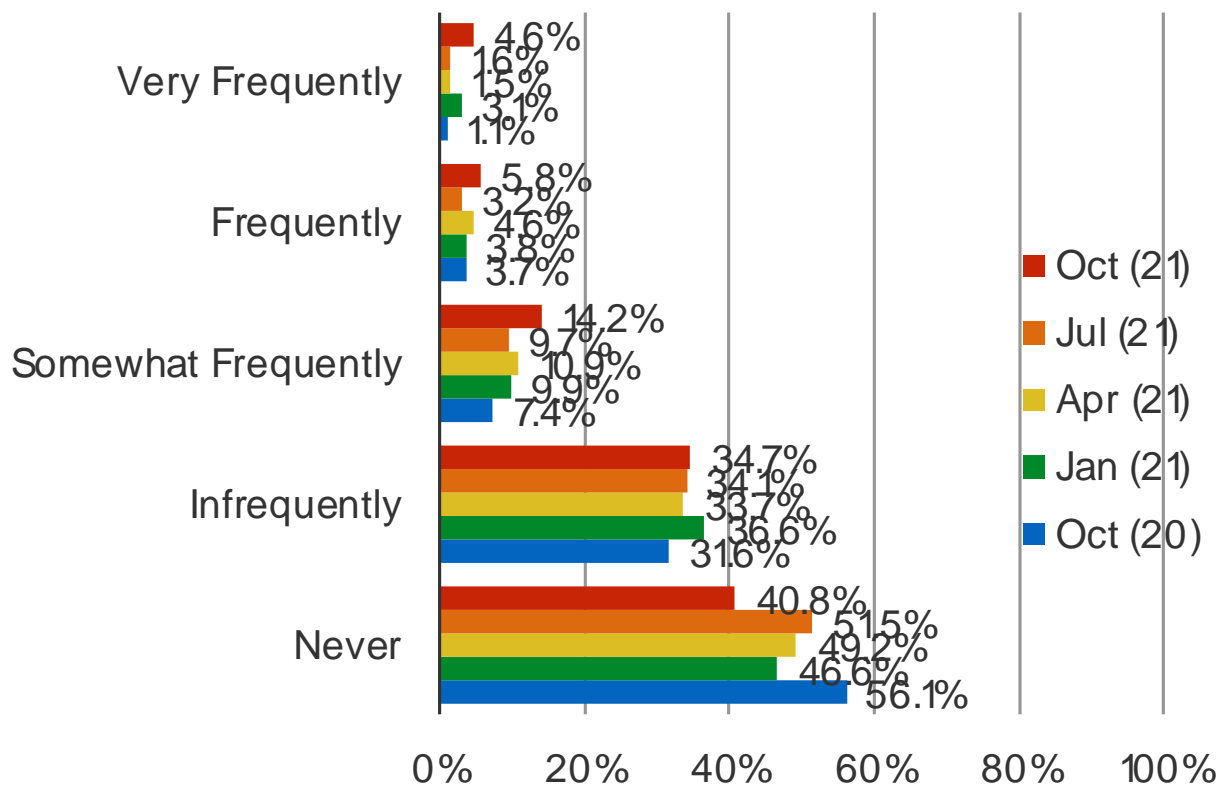
HAVE YOU CREATED ANY INSTAGRAM REELS YET?

Posted to Instagram Users who have heard of Reels:



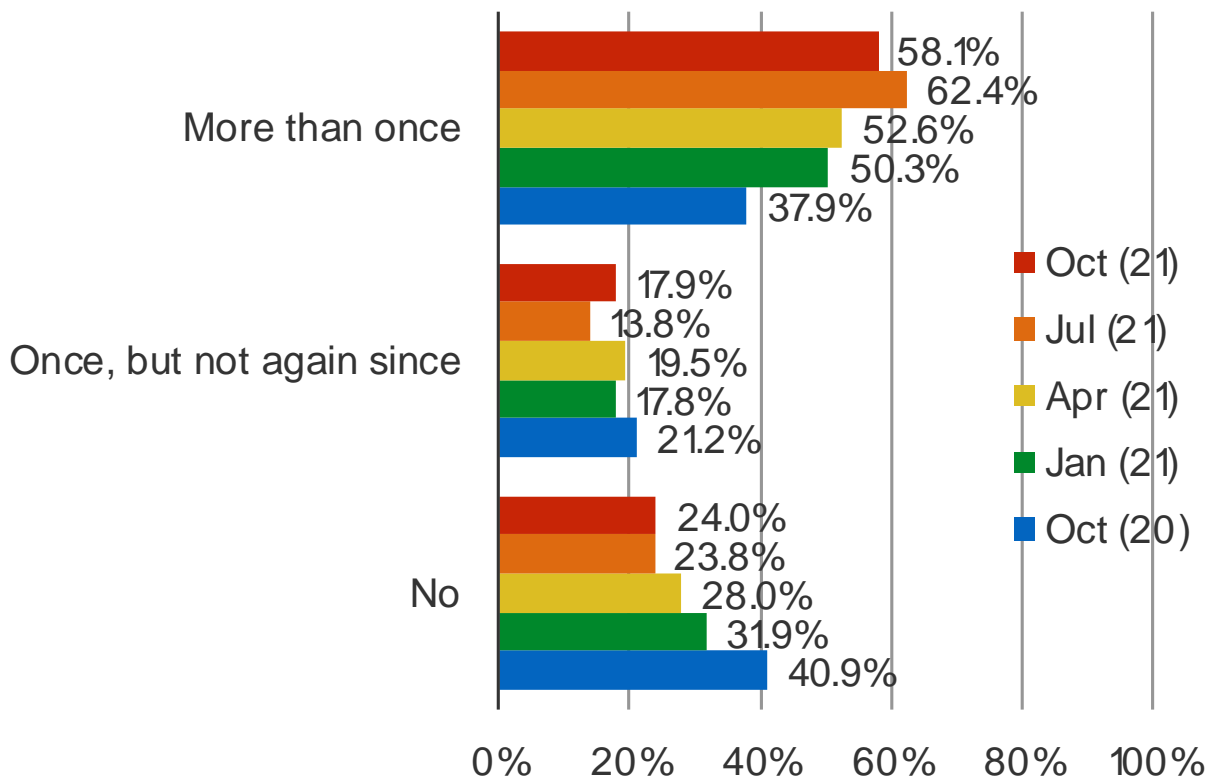
HOW OFTEN DO YOU EXPECT TO CREATE REELS GOING FORWARD?

Posted to Instagram Users who have heard of Reels:



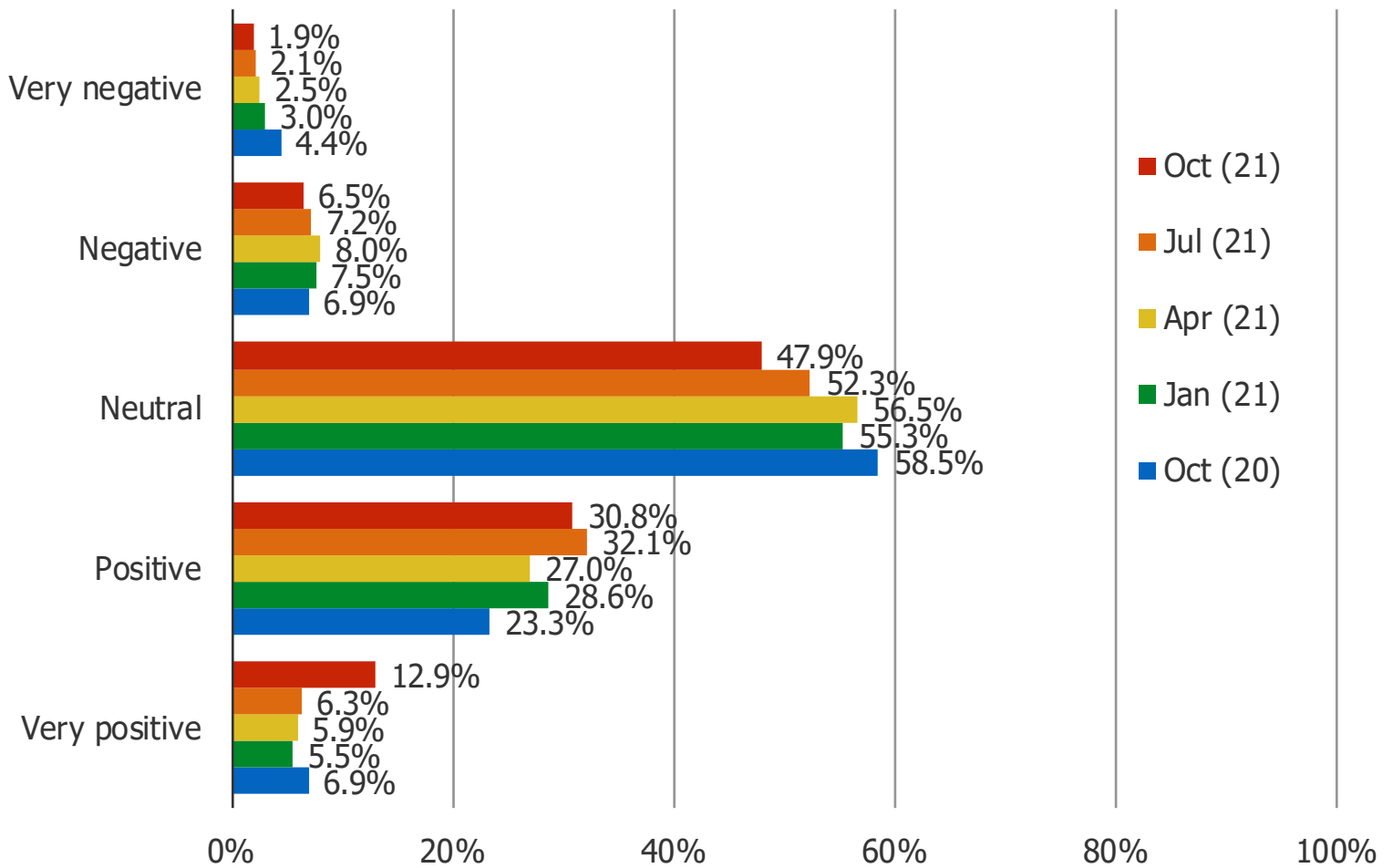
HAVE YOU WATCHED/SEEN ANY INSTAGRAM REELS VIDEOS YET?

Posted to Instagram Users who have heard of Reels:



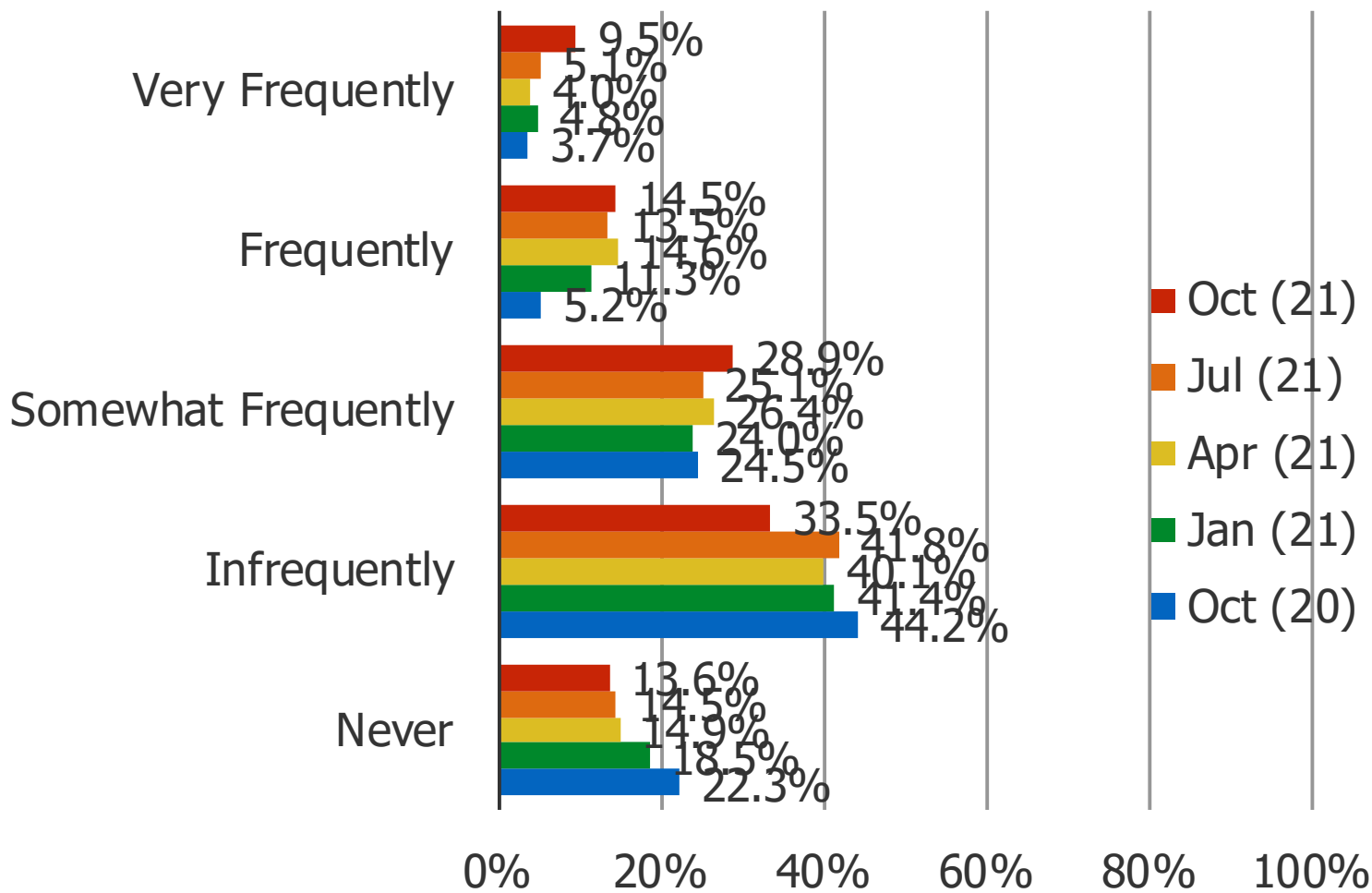
WHAT IS YOUR OPINION OF THE EXPERIENCE WATCHING INSTAGRAM REELS VIDEOS?

Posted to Instagram Users who have watched one or more Reels video.



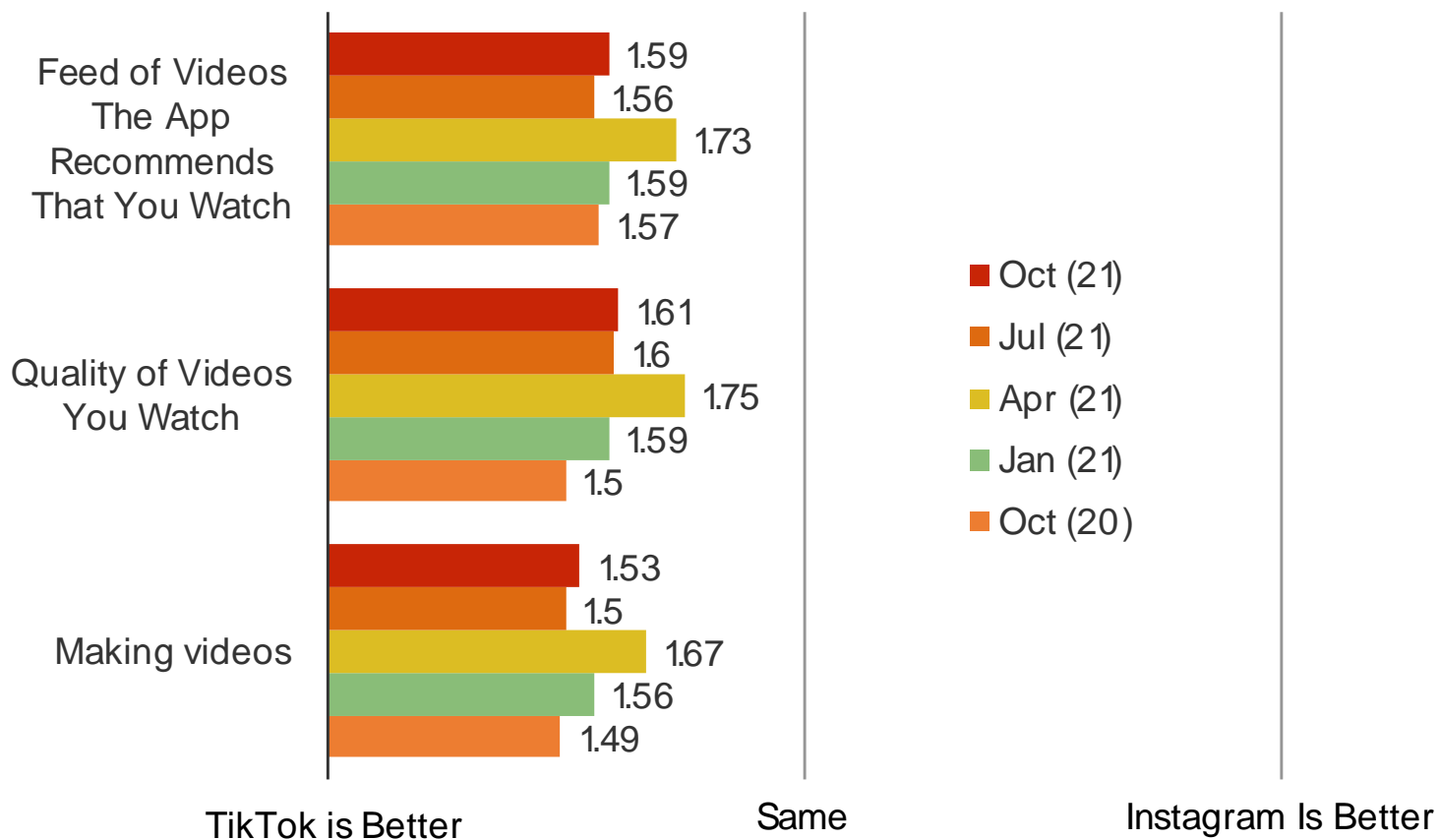
HOW OFTEN DO YOU EXPECT TO WATCH REELS GOING FORWARD?

Posted to Instagram Users who have heard of Reels:



HOW DOES INSTAGRAM REELS COMPARE TO TIKTOK WHEN IT COMES TO THE FOLLOWING:

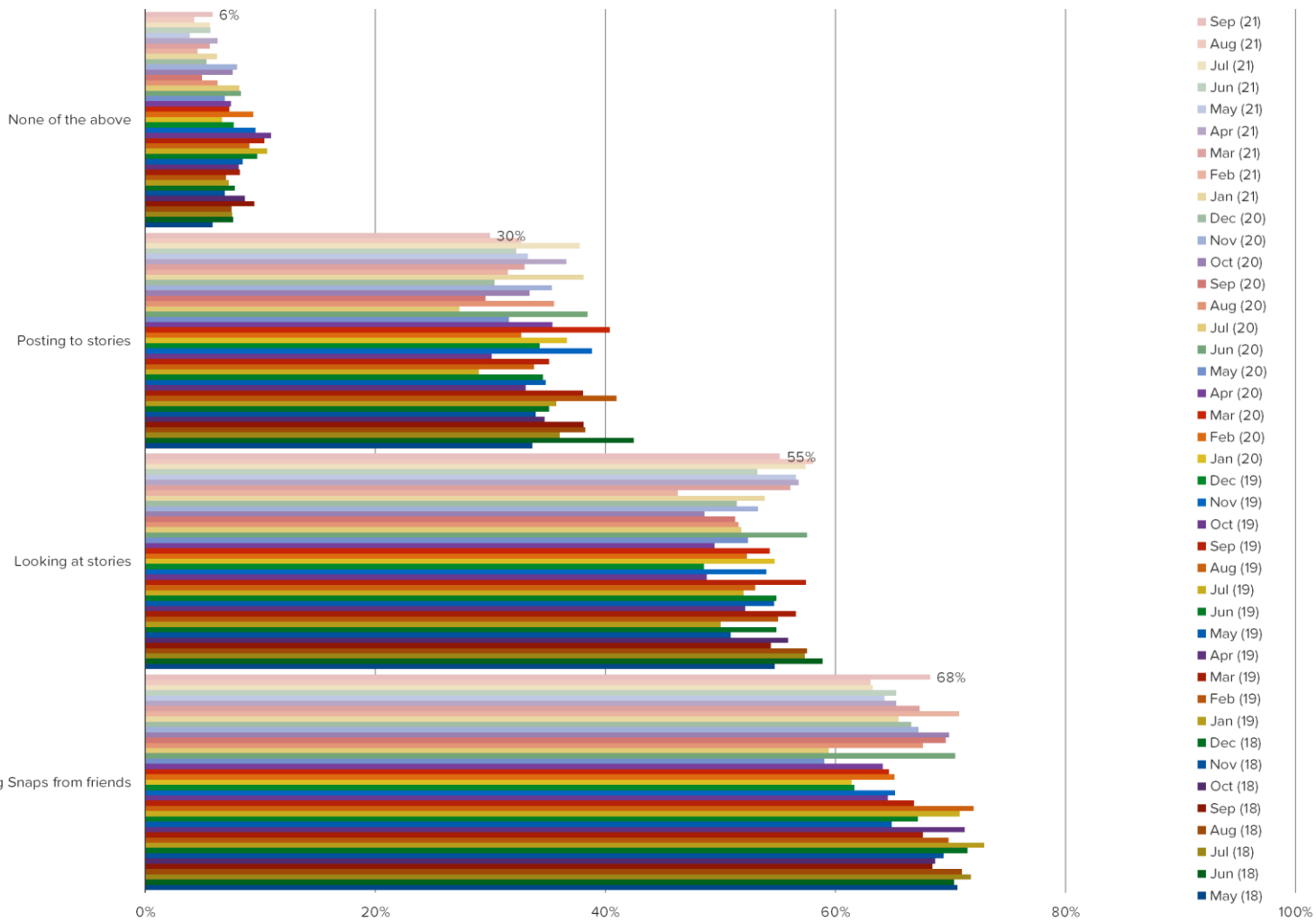
Posted to Instagram Users who have heard of Reels AND use TikTok:



SNAPCHAT DEEP DIVE

I USE SNAPCHAT FOR...

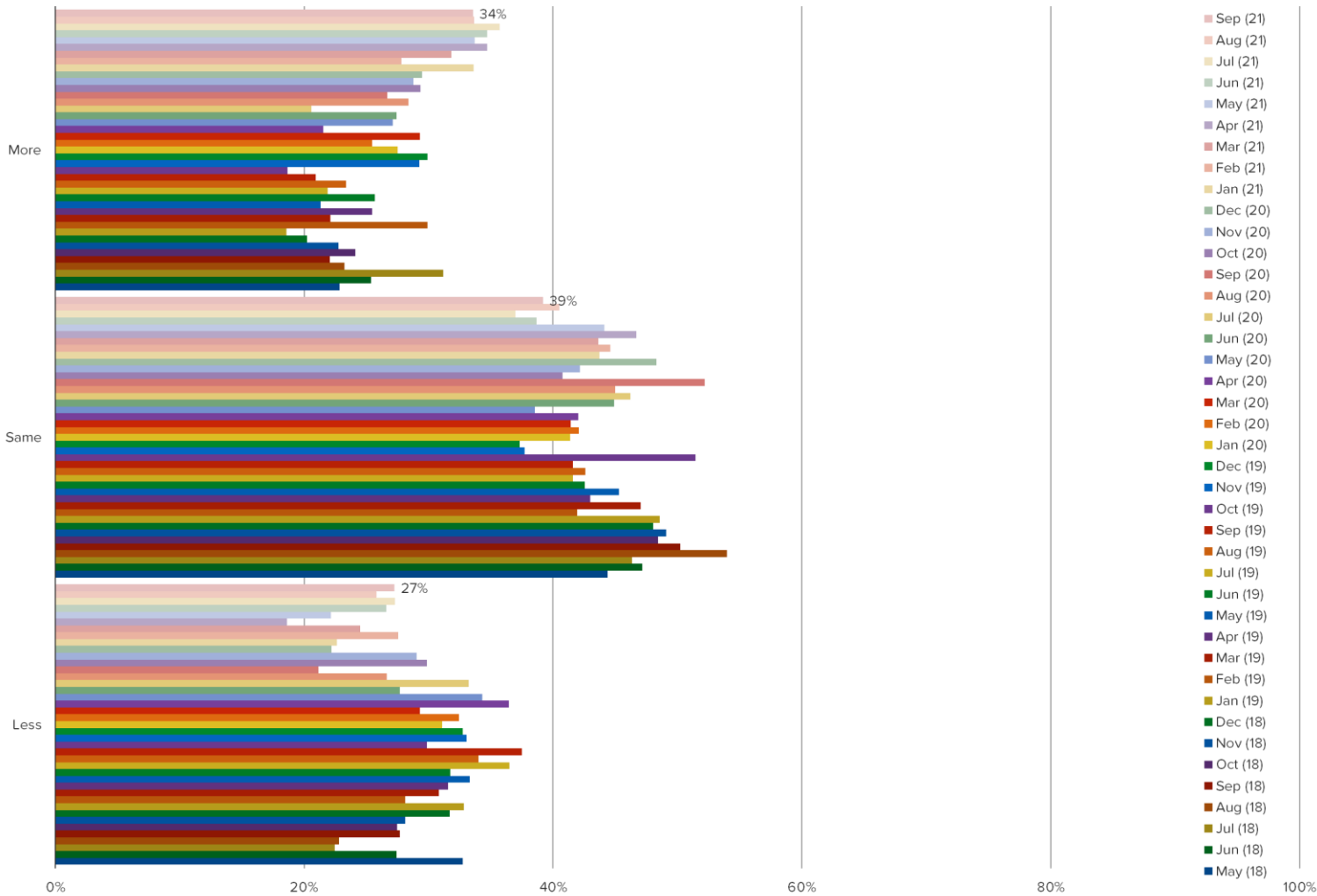
Posed to Snapchat users.



COMPARED TO WHEN YOU FIRST STARTED USING SNAPCHAT, ARE YOU USING THE FOLLOWING MORE OR LESS?

Posed to Snapchat users.

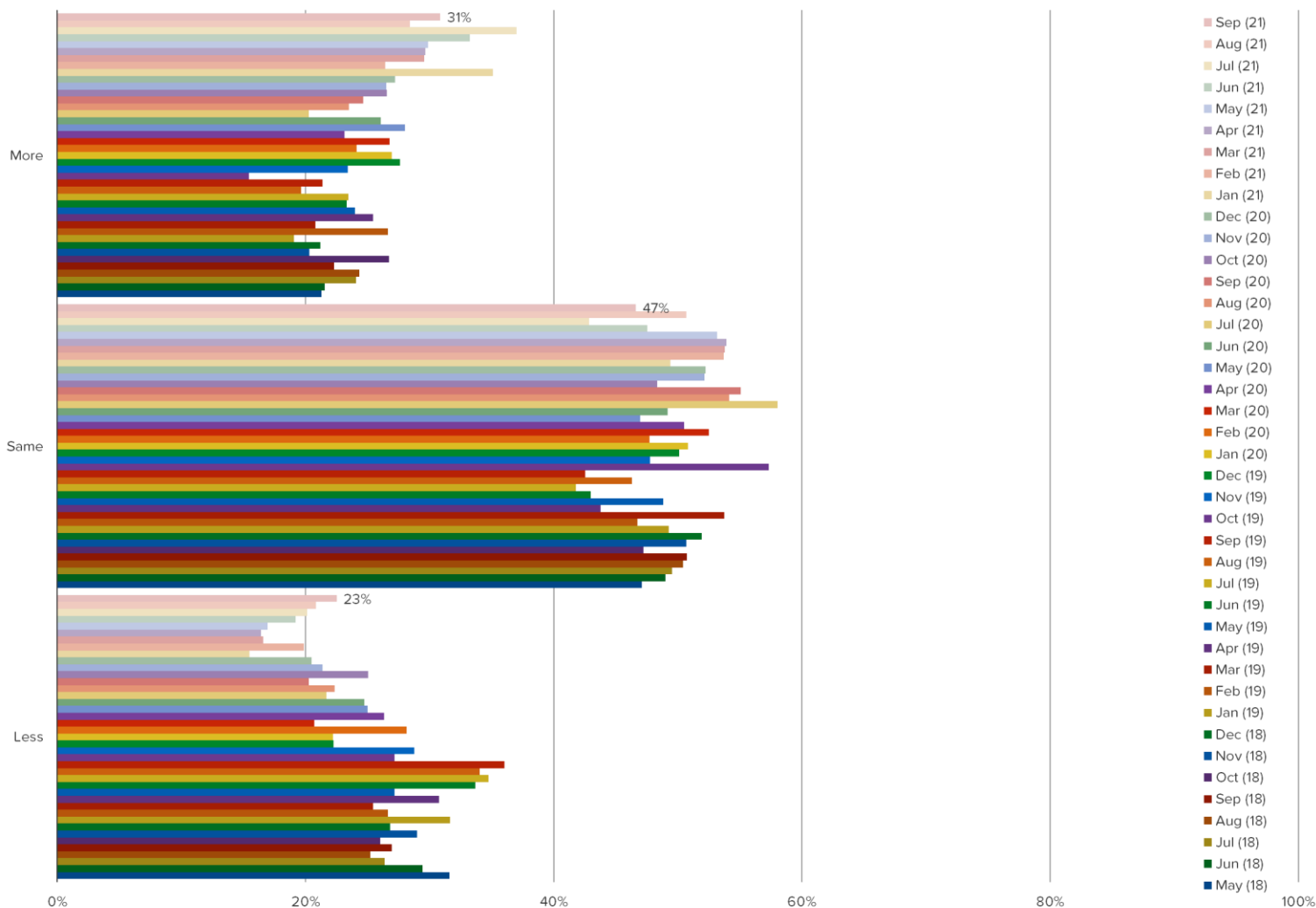
Sending or Receiving Snaps From Friends



COMPARED TO WHEN YOU FIRST STARTED USING SNAPCHAT, ARE YOU USING THE FOLLOWING MORE OR LESS?

Posed to Snapchat users.

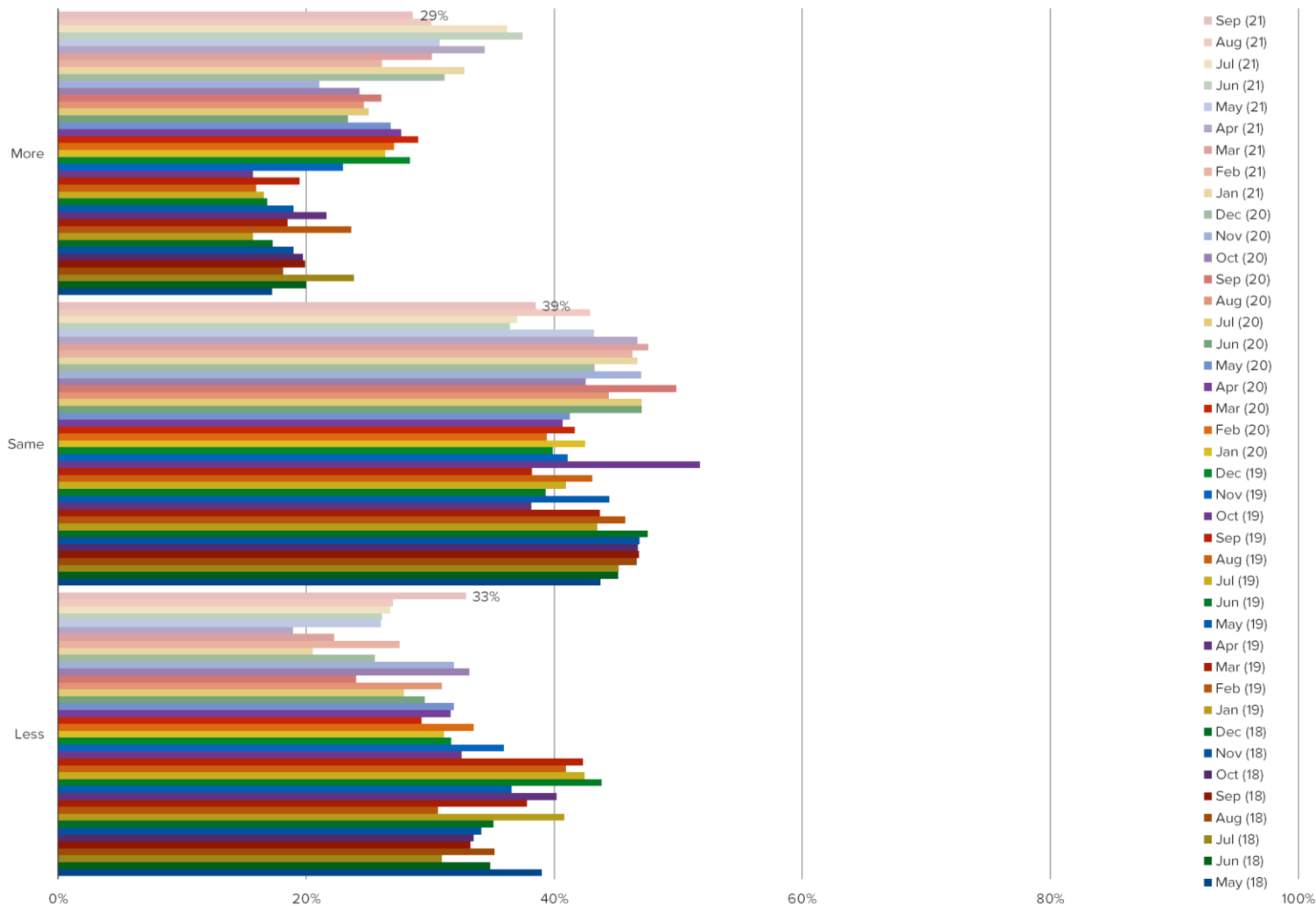
Looking at stories.



COMPARED TO WHEN YOU FIRST STARTED USING SNAPCHAT, ARE YOU USING THE FOLLOWING MORE OR LESS?

Posed to Snapchat users.

Posting to stories.

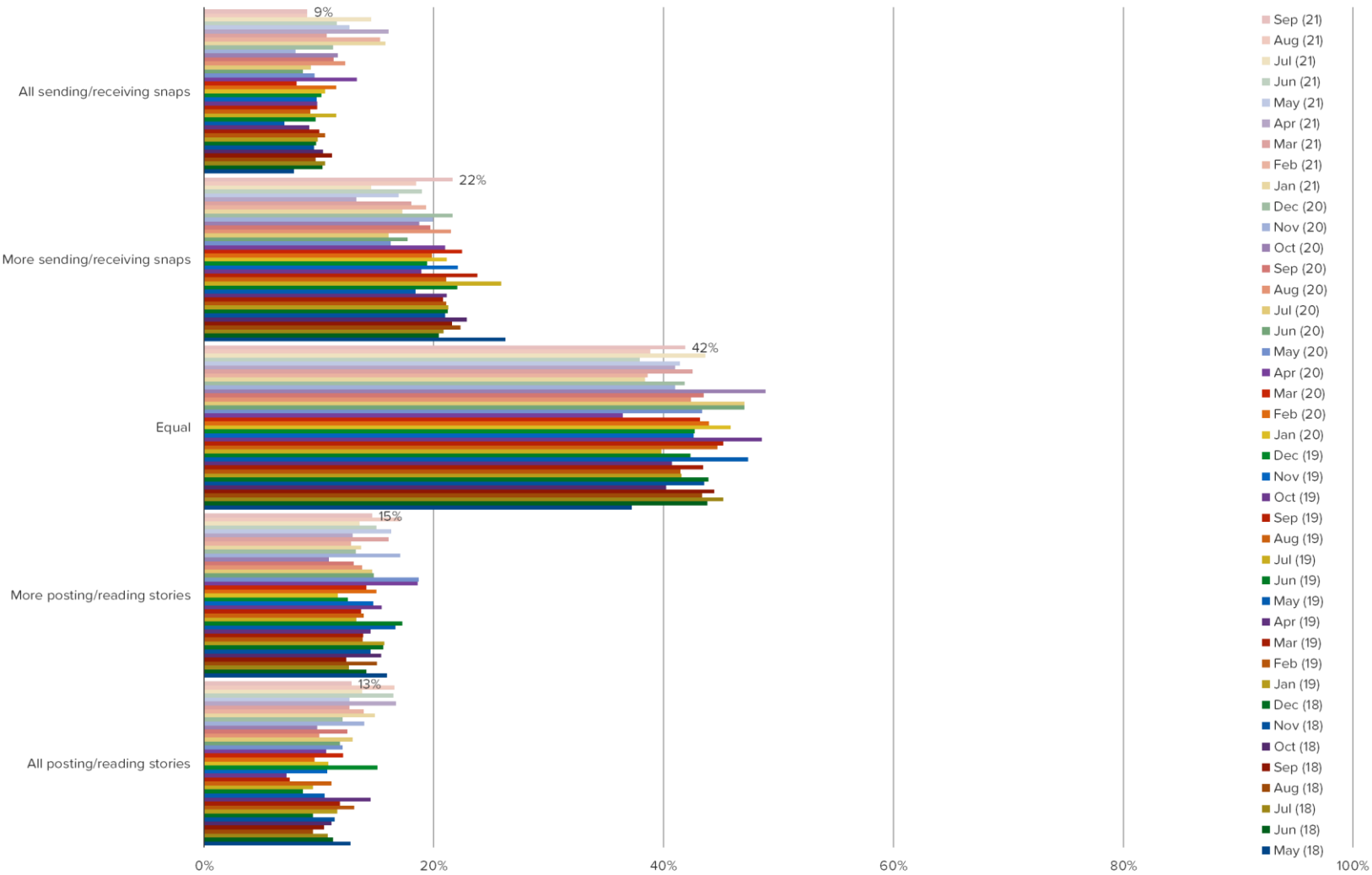


Social Media Account Holders And Engagement – A Consumer View

Audience: 1,000 US Consumers
Date: October 2021

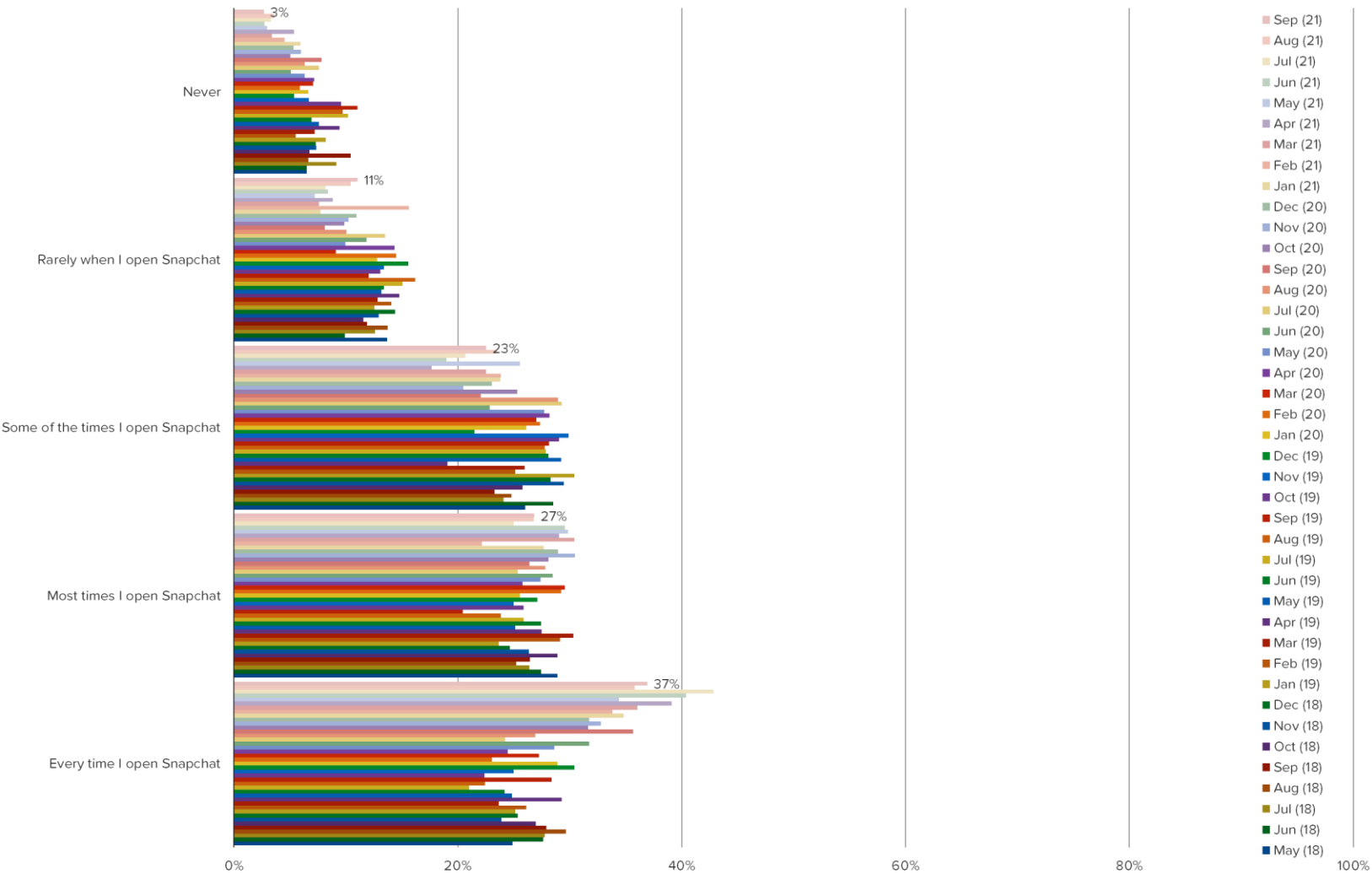
PLEASE ESTIMATE HOW YOU SPEND YOUR TIME ON SNAPCHAT.

Posed to Snapchat users.



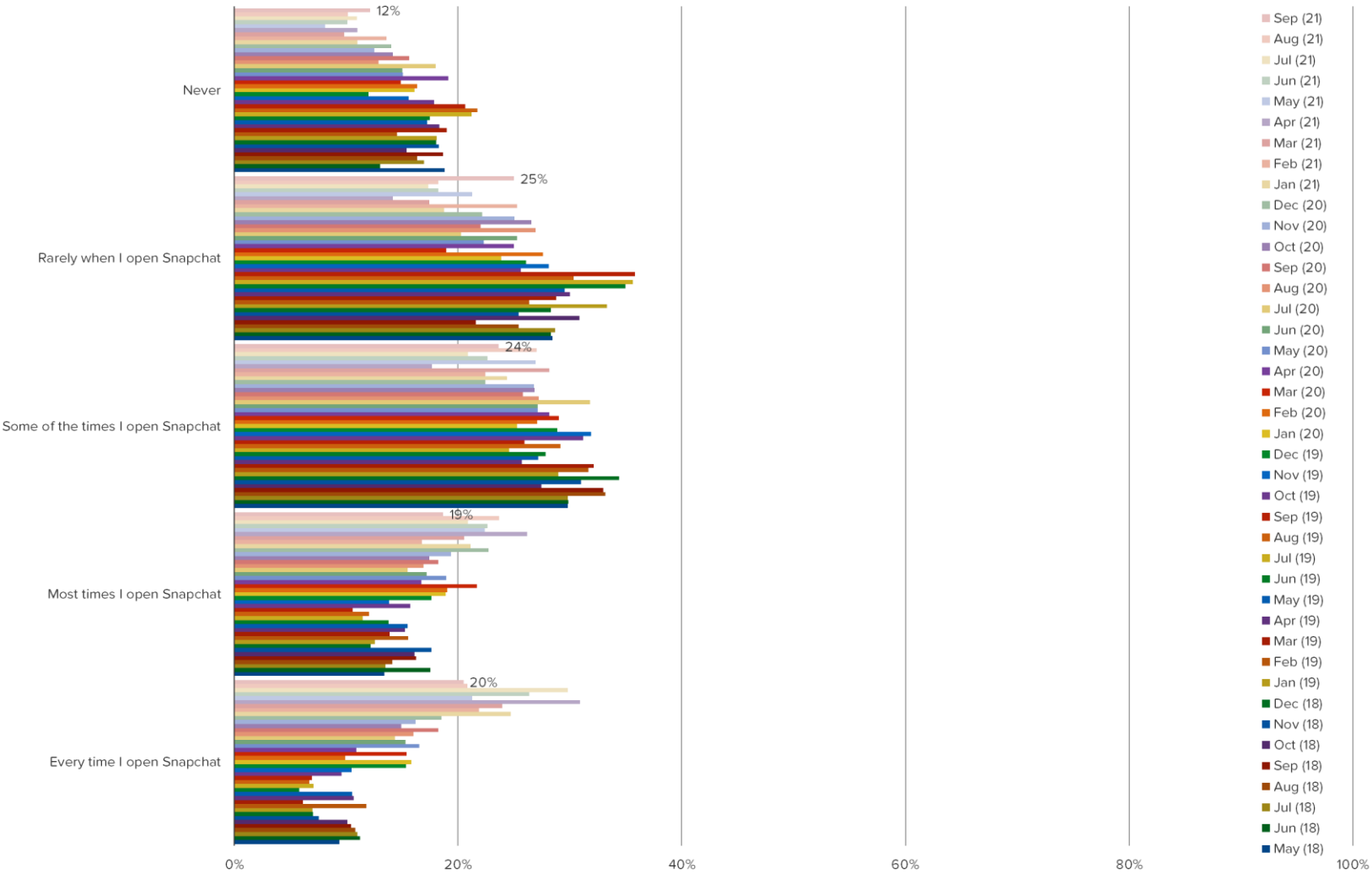
I VIEW SNAPCHAT STORIES:

Posed to Snapchat users.



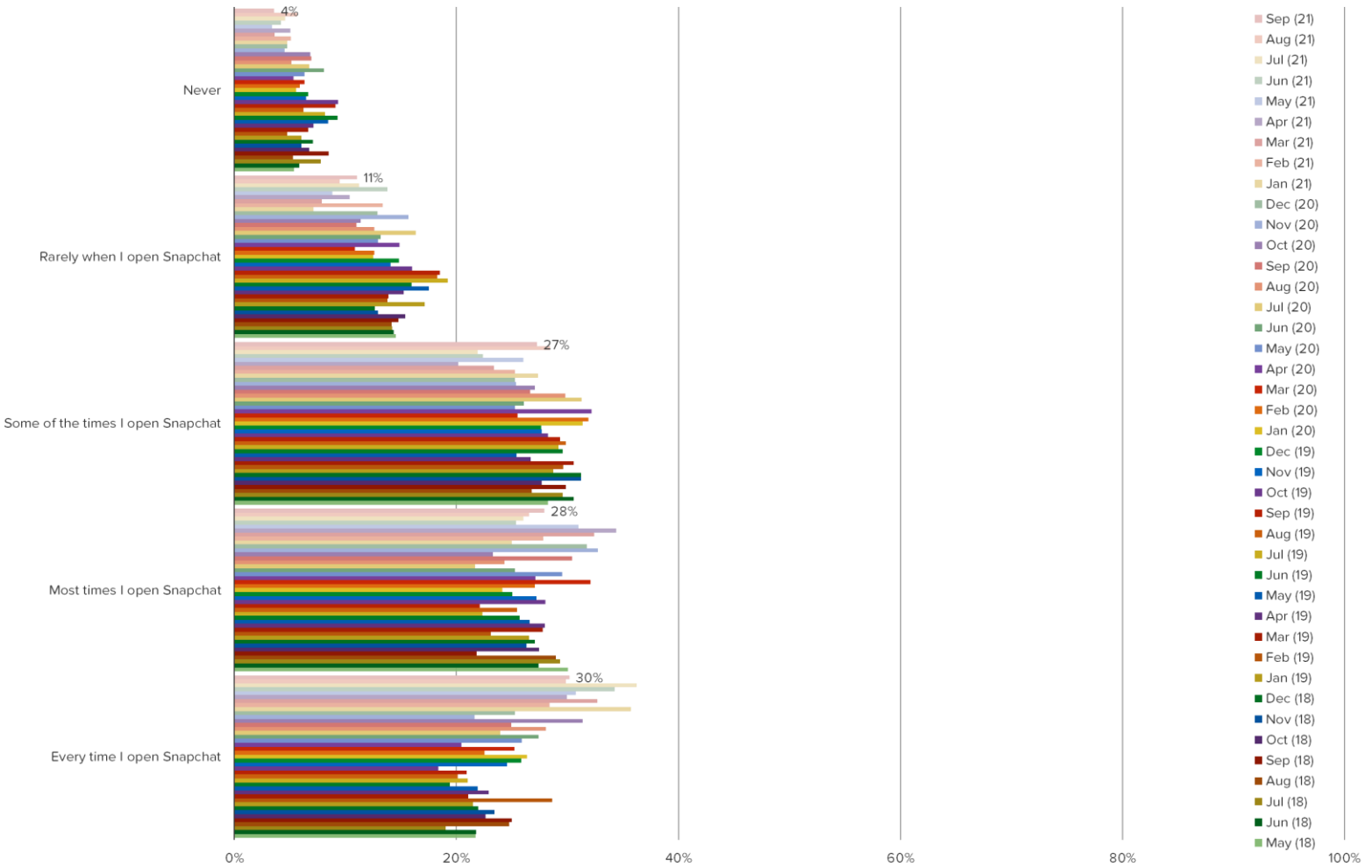
I POST TO SNAPCHAT STORIES:

Posed to Snapchat users.



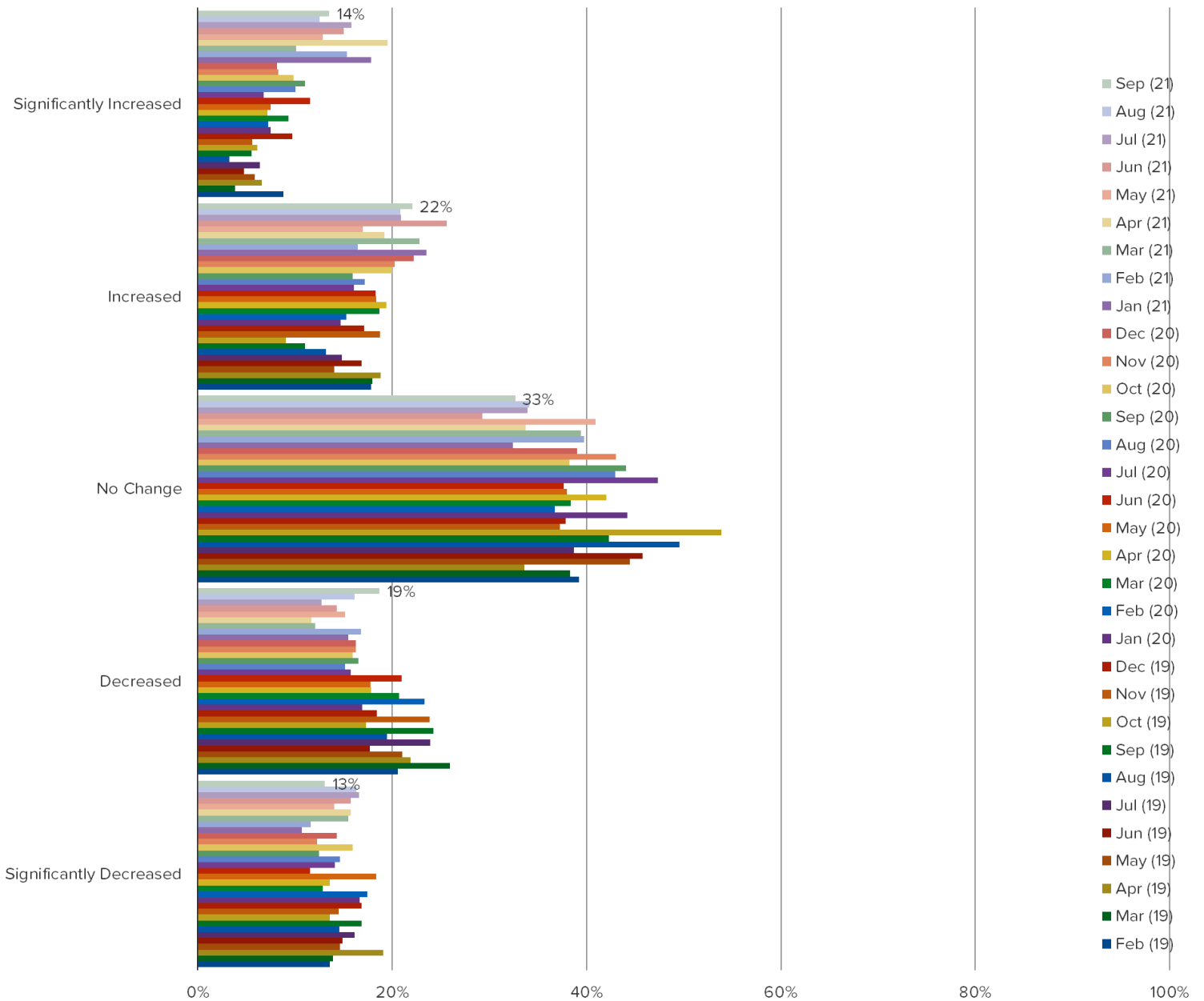
I SEND/RECEIVE SNAPS:

Posed to Snapchat users.



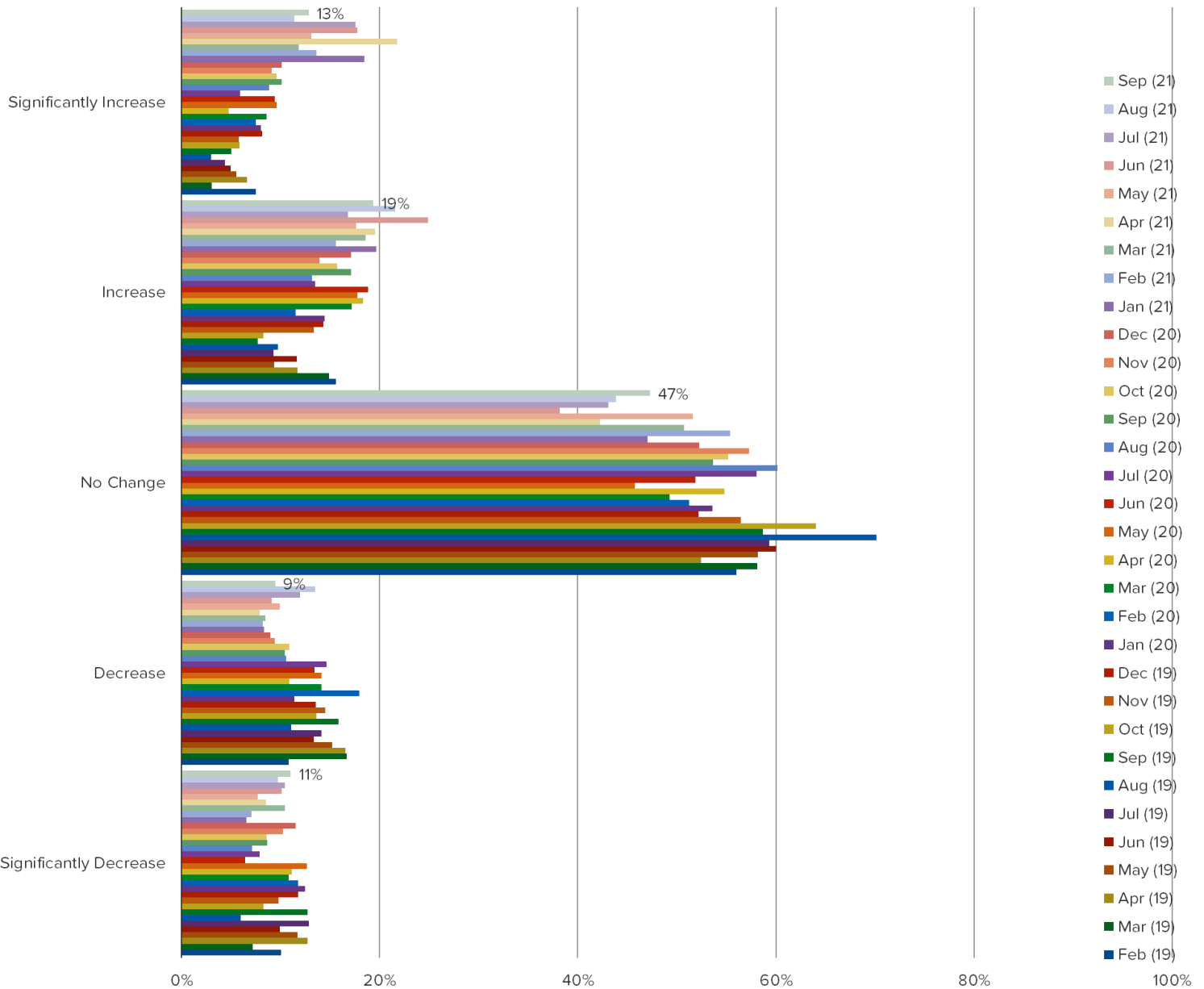
HAS THE AVERAGE TIME YOU CURRENTLY SPEND ON SNAPCHAT PER DAY INCREASED OR DECREASED COMPARED TO 6-12 MONTHS AGO?

Posed to Snapchat users.



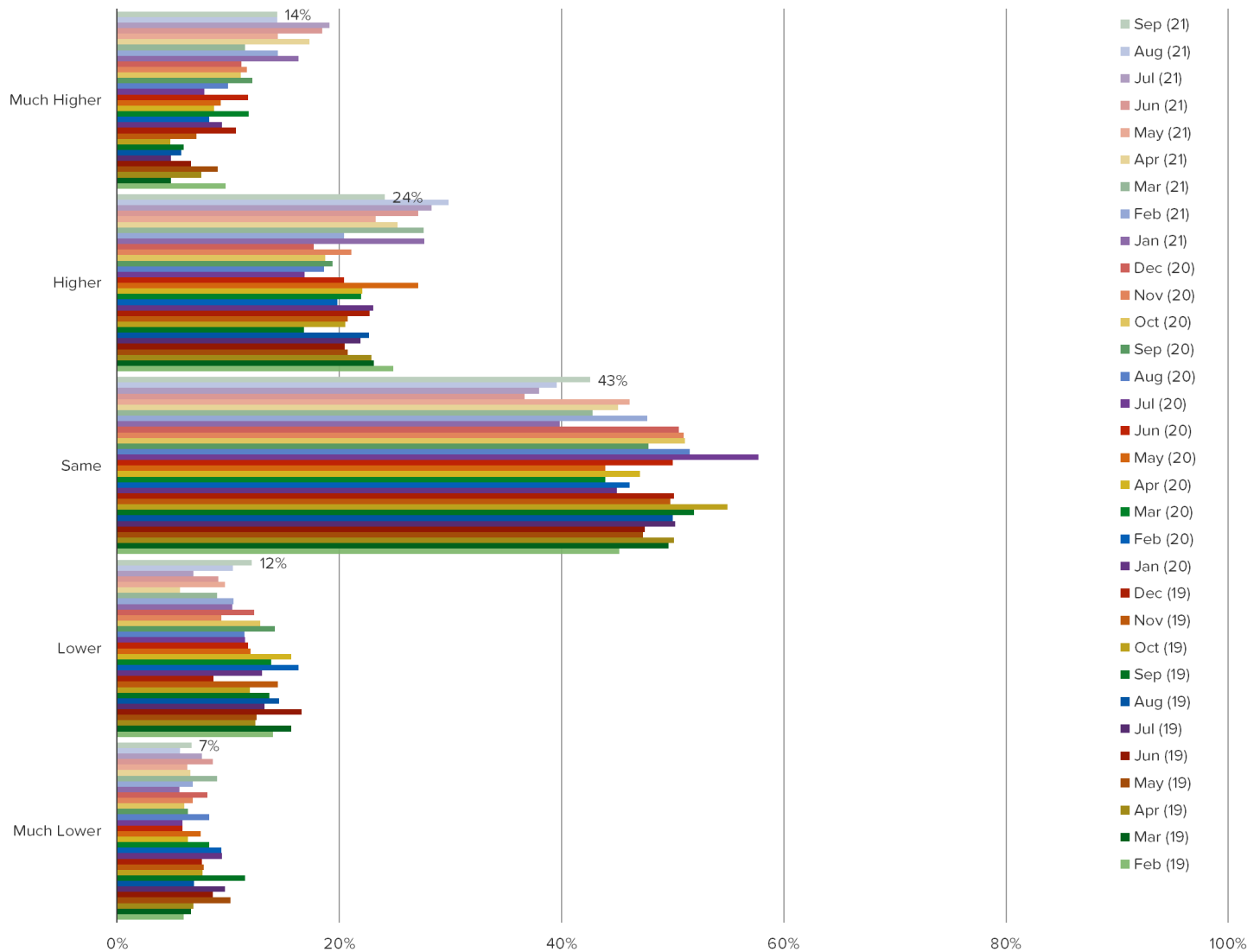
DO YOU EXPECT THE AVERAGE TIME YOU SPEND PER DAY ON SNAPCHAT PER DAY TO INCREASE OR DECREASE GOING FORWARD?

Posed to Snapchat users.



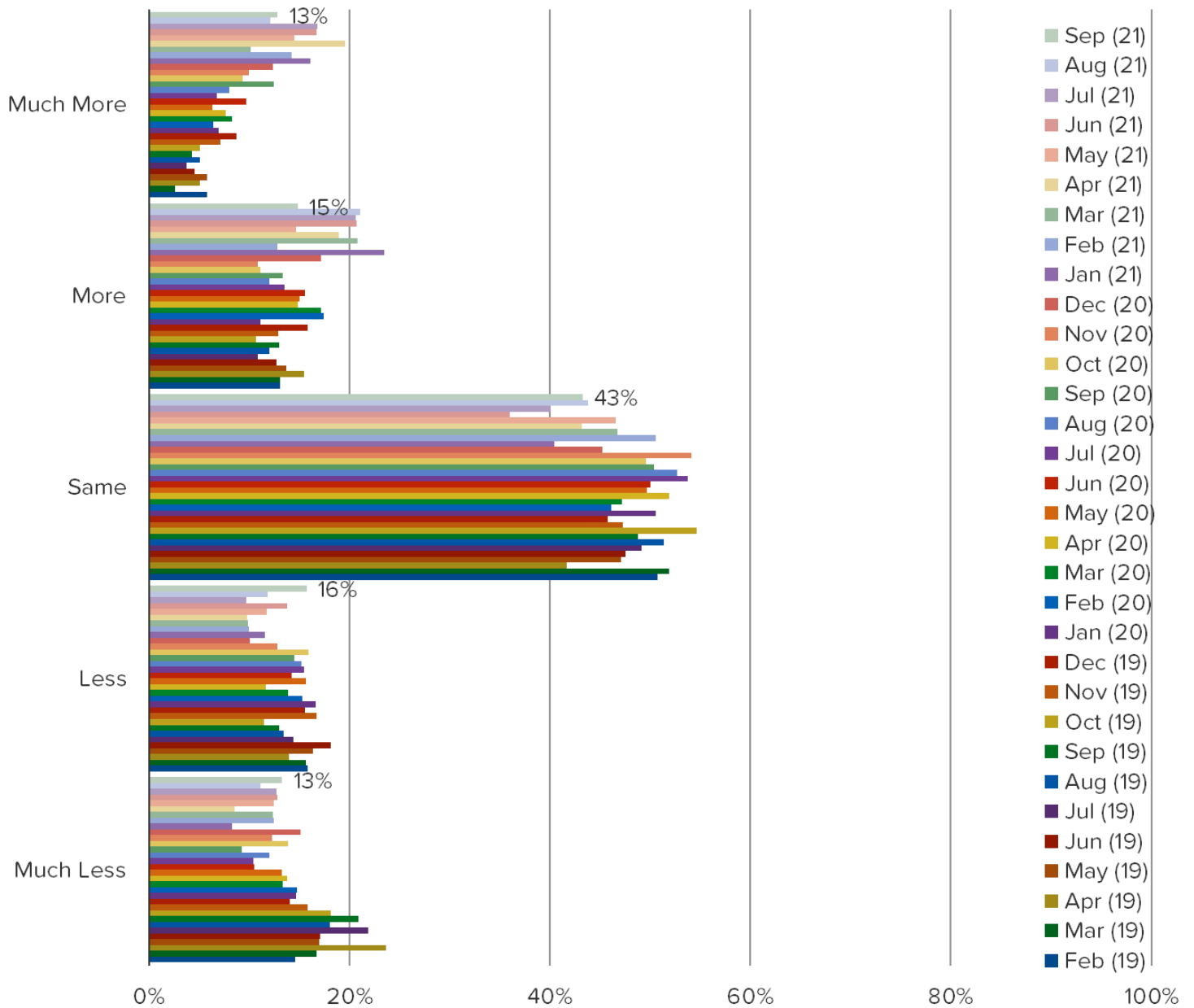
IS THE NUMBER OF YOUR FRIENDS USING SNAPCHAT HIGHER OR LOWER THAN IT WAS 6-12 MONTHS AGO?

Posed to Snapchat users.



ARE YOU WATCHING MORE OR LESS DISCOVER CONTENT ON SNAPCHAT THAN YOU WERE 6-12 MONTHS AGO?

Posed to Snapchat users.

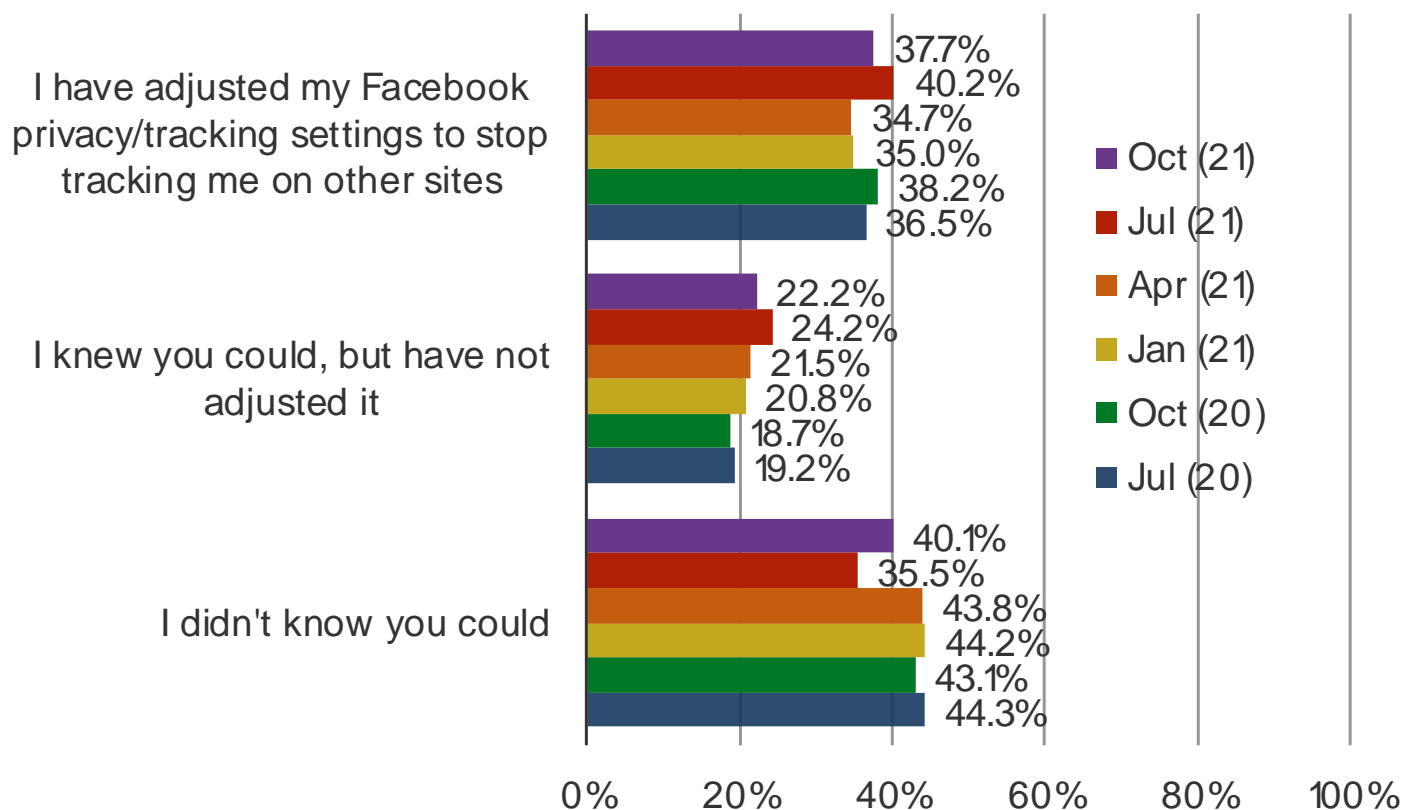


Social Media Account Holders And
Engagement – A Consumer View

FB DEEP DIVE

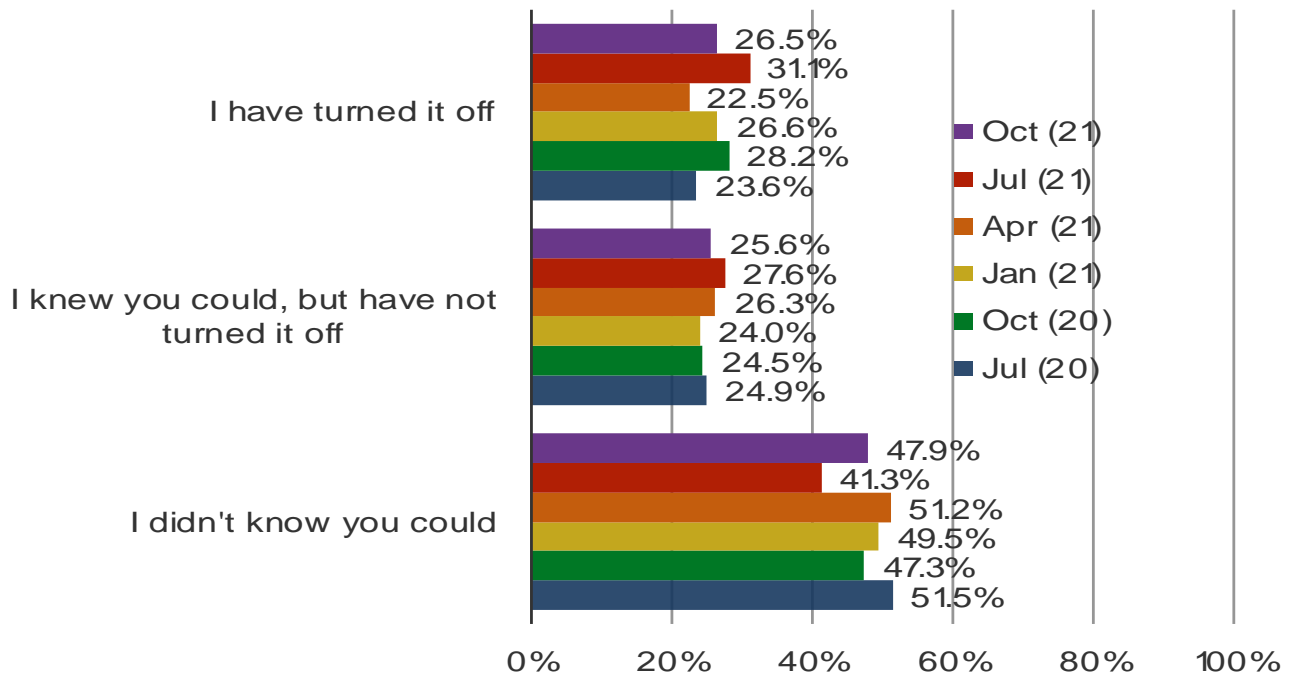
HAVE YOU ADJUSTED YOUR PRIVACY SETTINGS ON FACEBOOK TO PREVENT THEM FROM TRACKING YOUR ACTIVITY ON OTHER SITES (IE, "OFF FACEBOOK ACTIVITY")?

Posed to Facebook users.



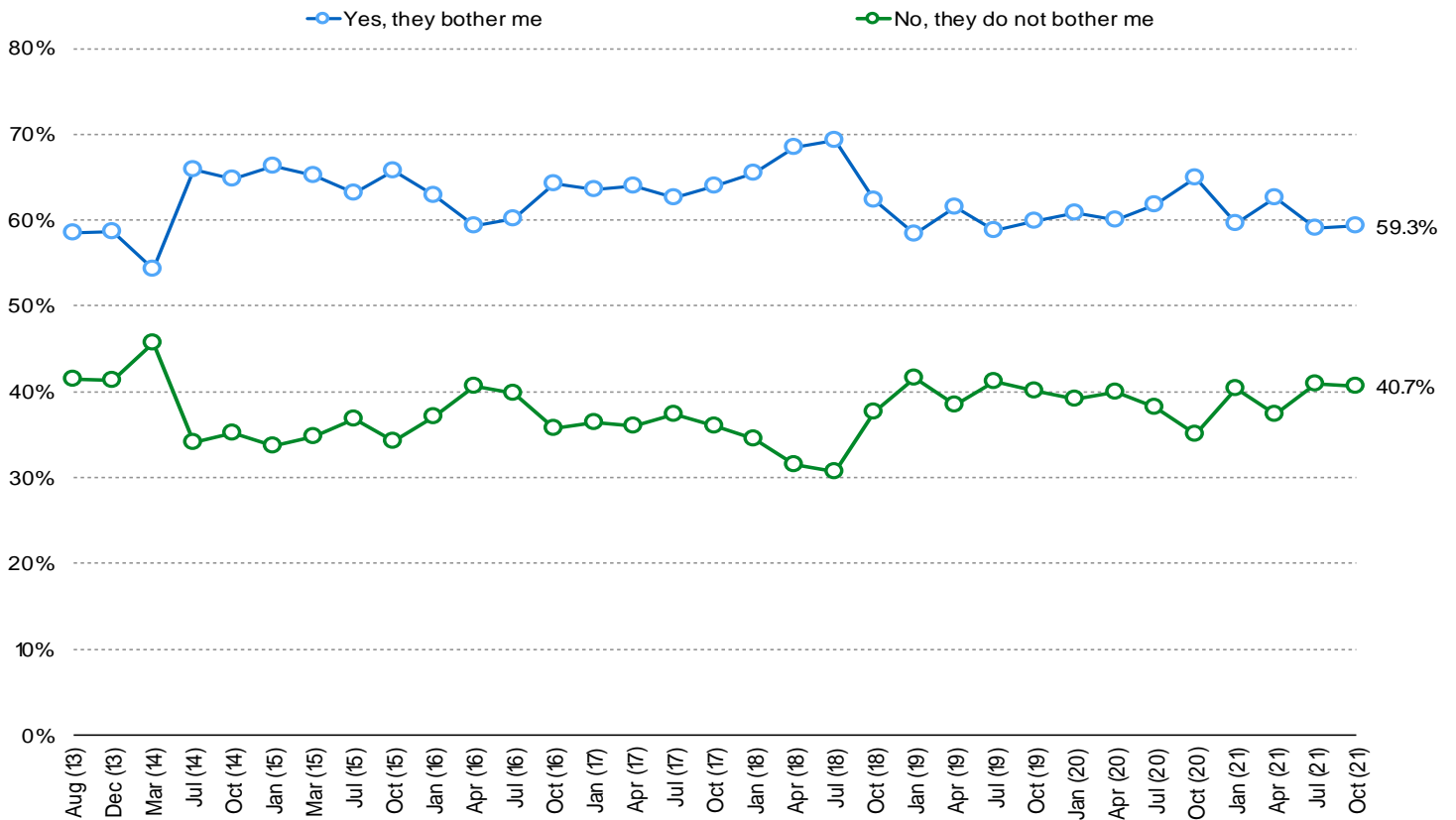
HAVE YOU GONE INTO AD CONTROLS TO TURN OFF “ADS BASED ON DATA FROM PARTNERS”?

Posed to Facebook users.



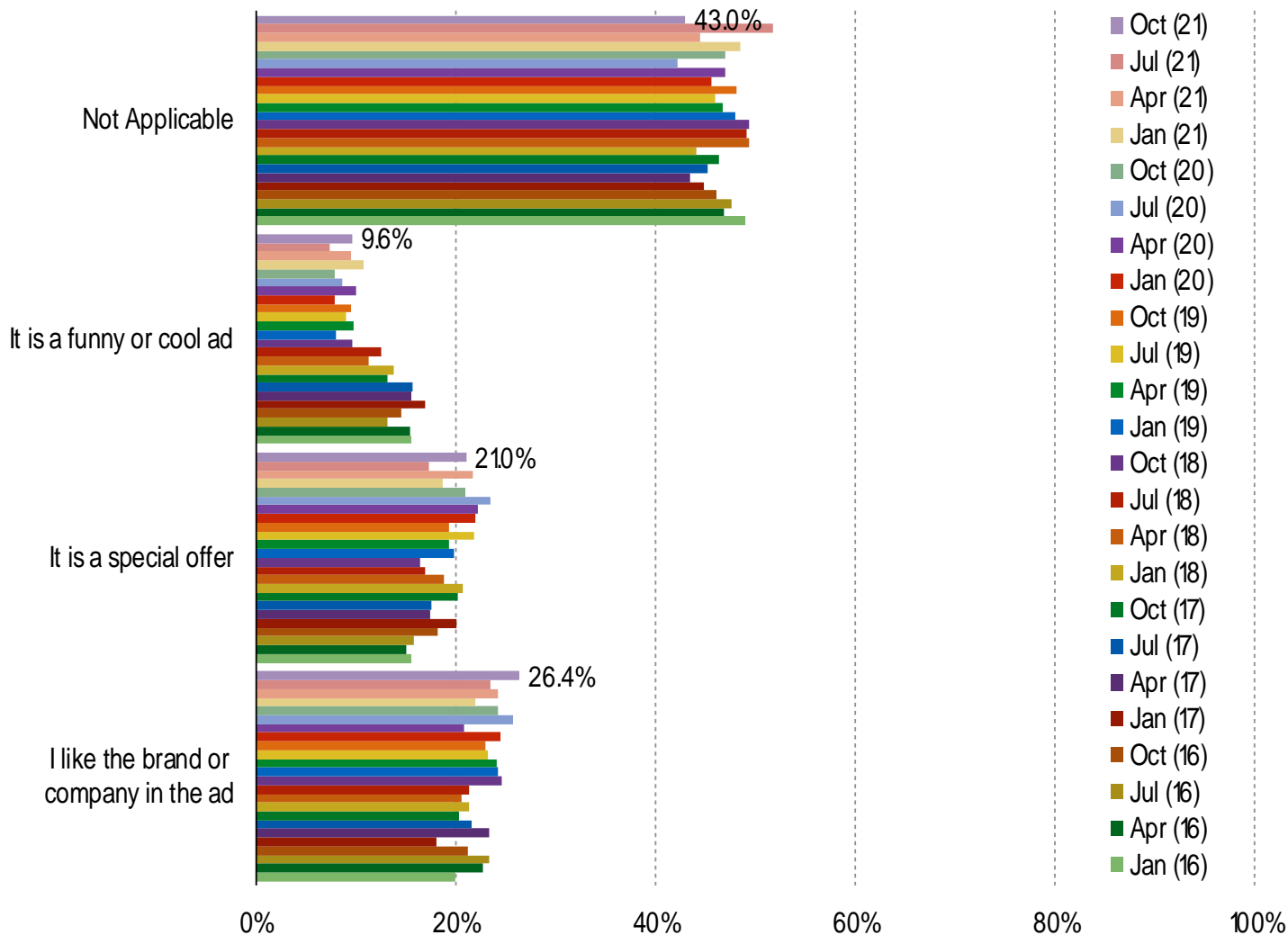
FACEBOOK ACCOUNT HOLDERS – DO ADS IN YOUR NEWSFEED BOTHER YOU? ARE THEY BECOMING MORE RELEVANT THAN THEY WERE IN THE PAST?

Posed to Facebook account holders.



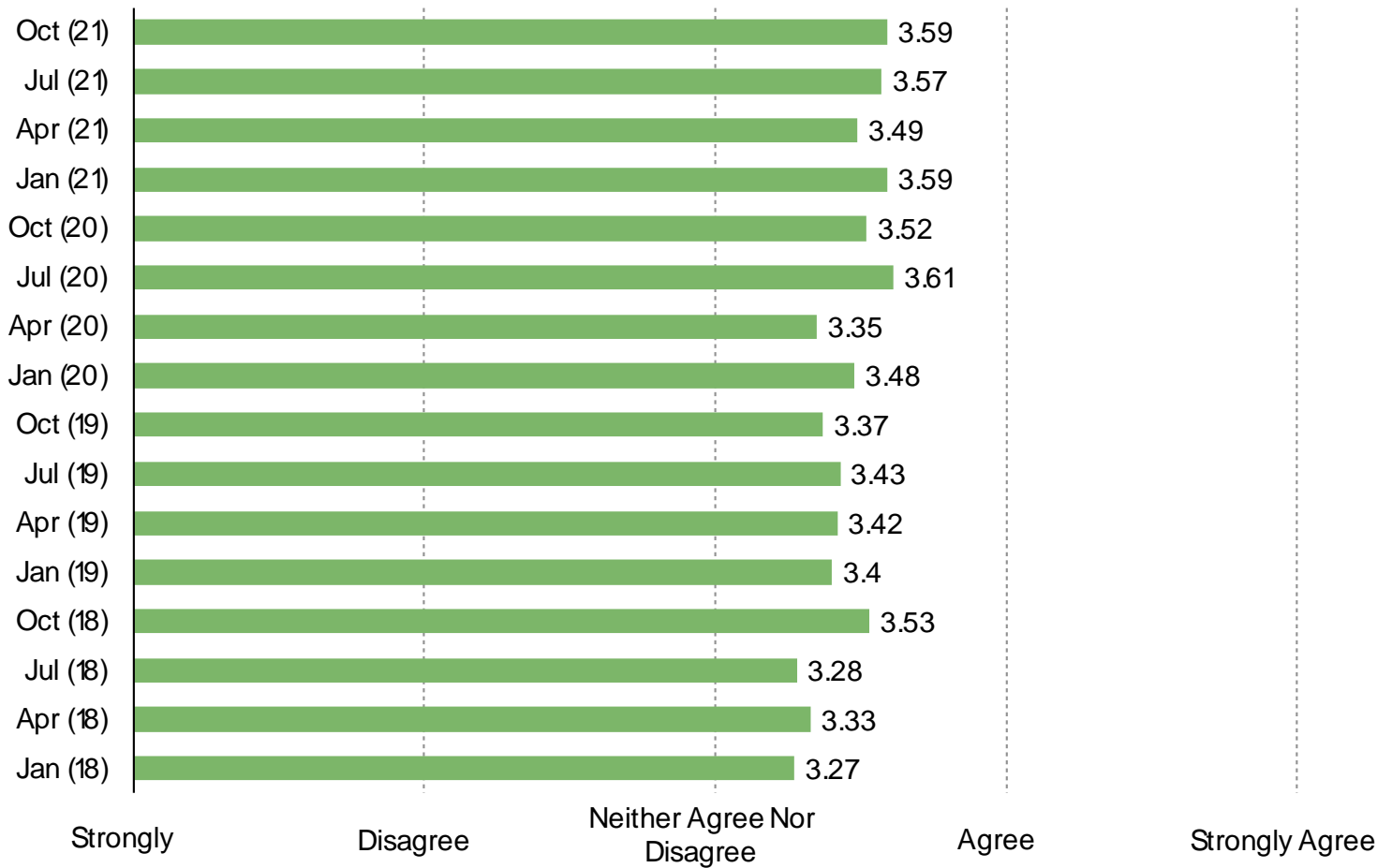
WHEN YOU CLICK ON AN ADVERTISEMENT WHILE ON FACEBOOK, WHAT IS USUALLY THE REASON FOR WHY YOU CLICKED ON THE ADVERTISEMENT?

Posed to Facebook account holders.



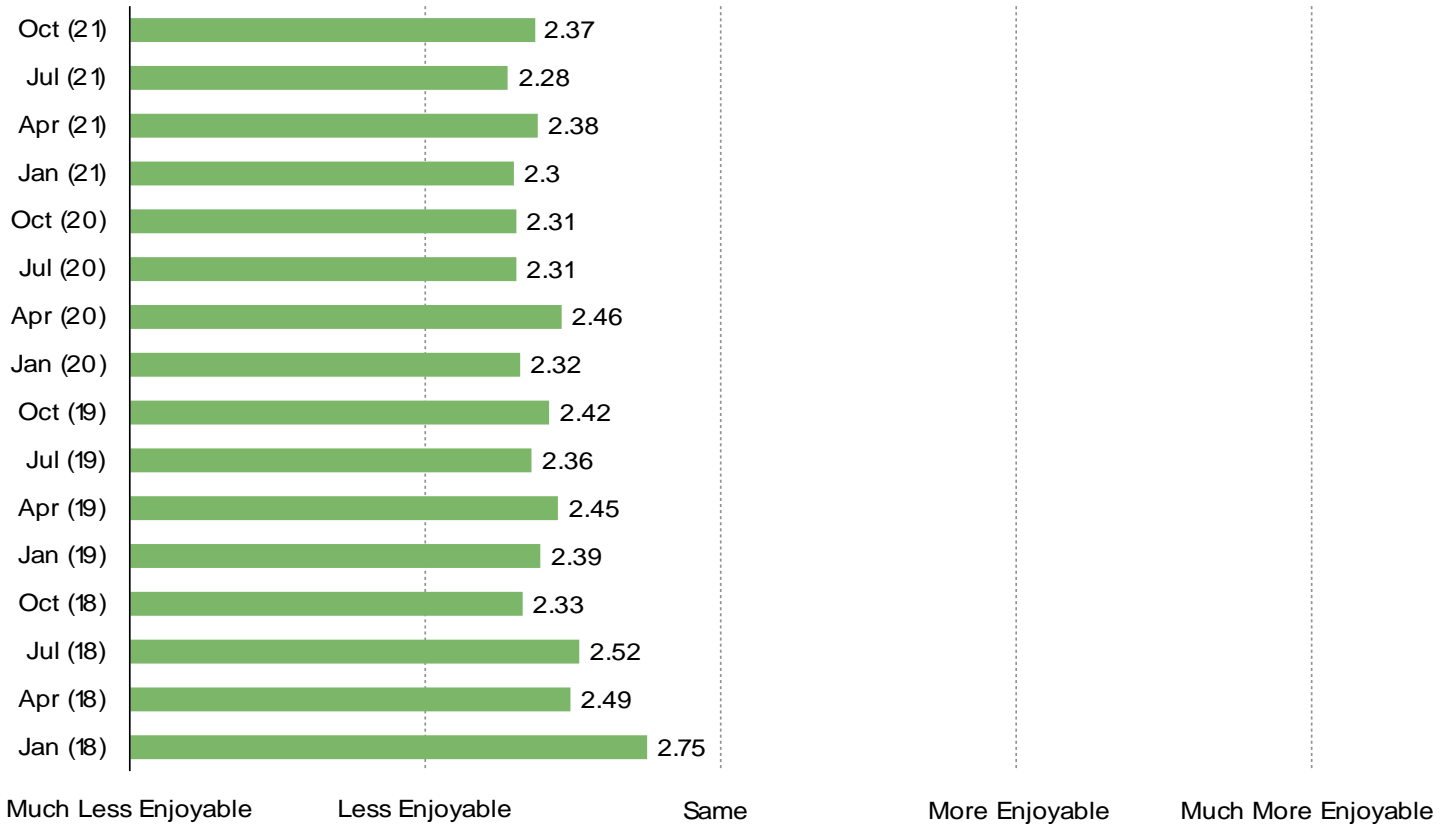
HOW MUCH DO YOU AGREE WITH THE FOLLOWING: "FACEBOOK HAS BECOME LESS SOCIAL OVER TIME."

Posed to Facebook users.



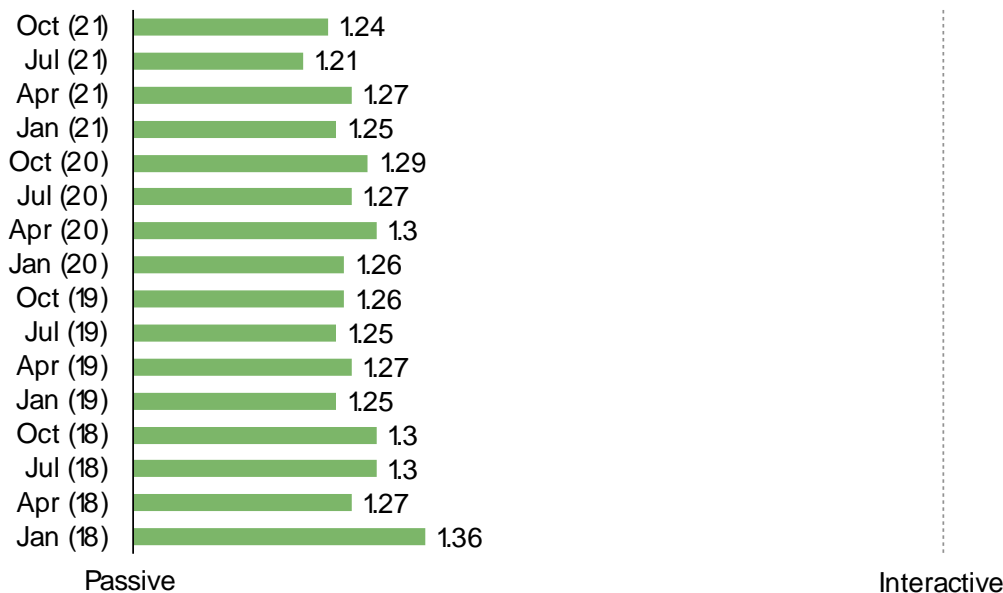
FACEBOOK USERS – IN GENERAL, WOULD YOU SAY FACEBOOK HAS GOTTEN MORE OR LESS ENJOYABLE OVER-TIME?

Posed to Facebook users.



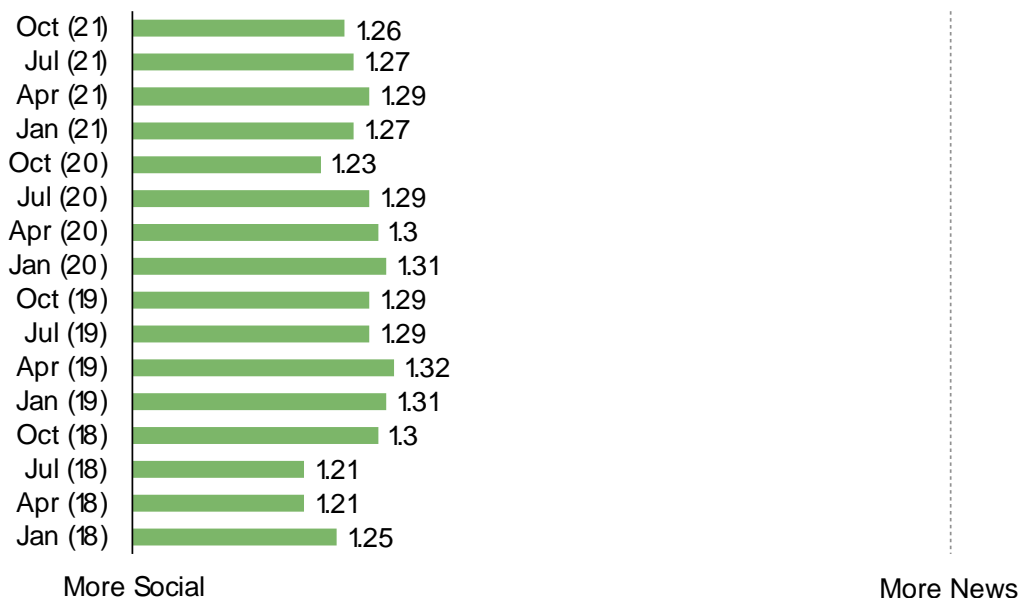
WOULD YOU DESCRIBE YOUR USAGE OF FACEBOOK AS BEING MORE INTERACTIVE OR PASSIVE?

Posed to Facebook users.



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

Posed to Facebook users.

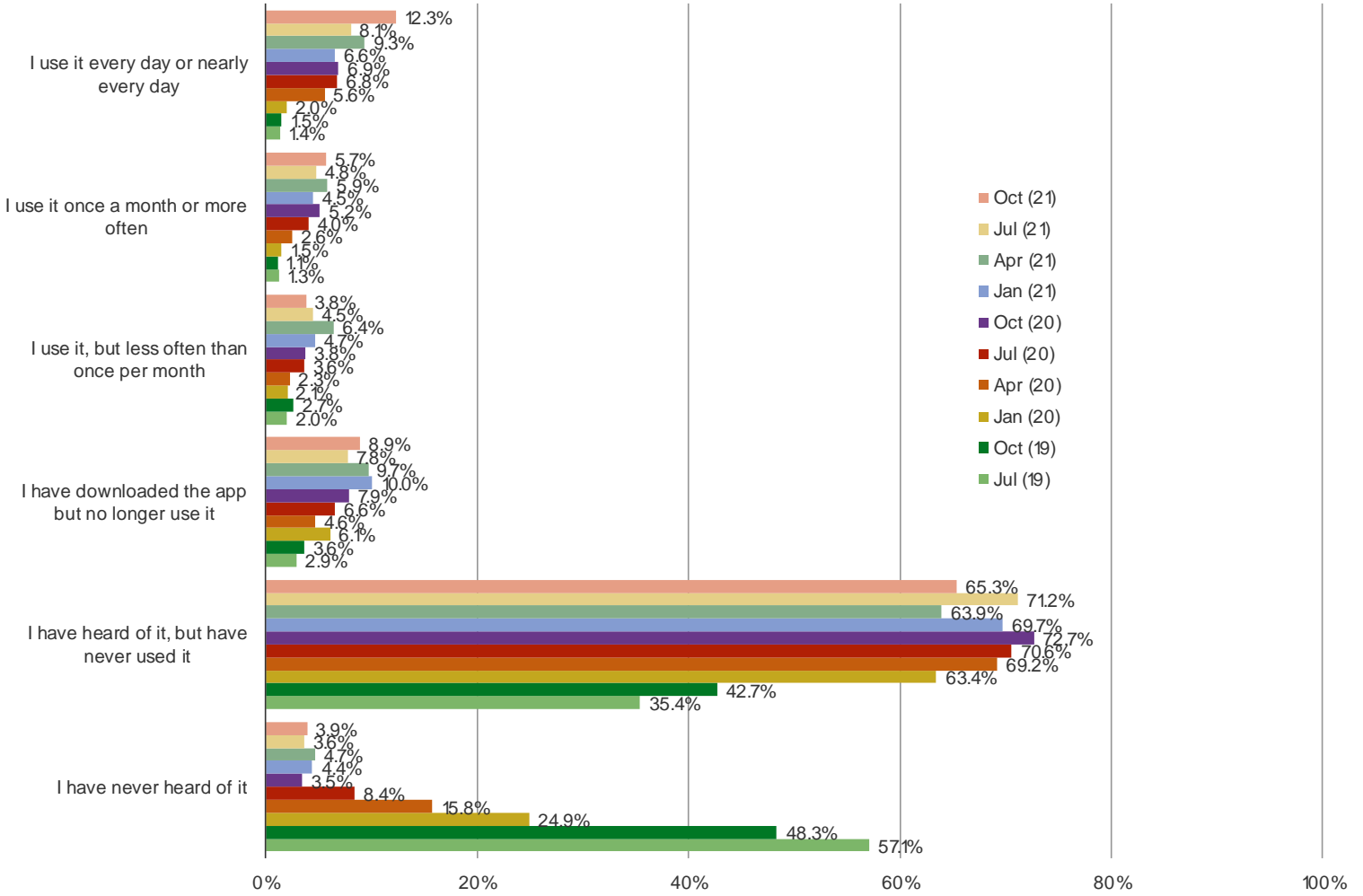


Social Media Account Holders And
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TIKTOK

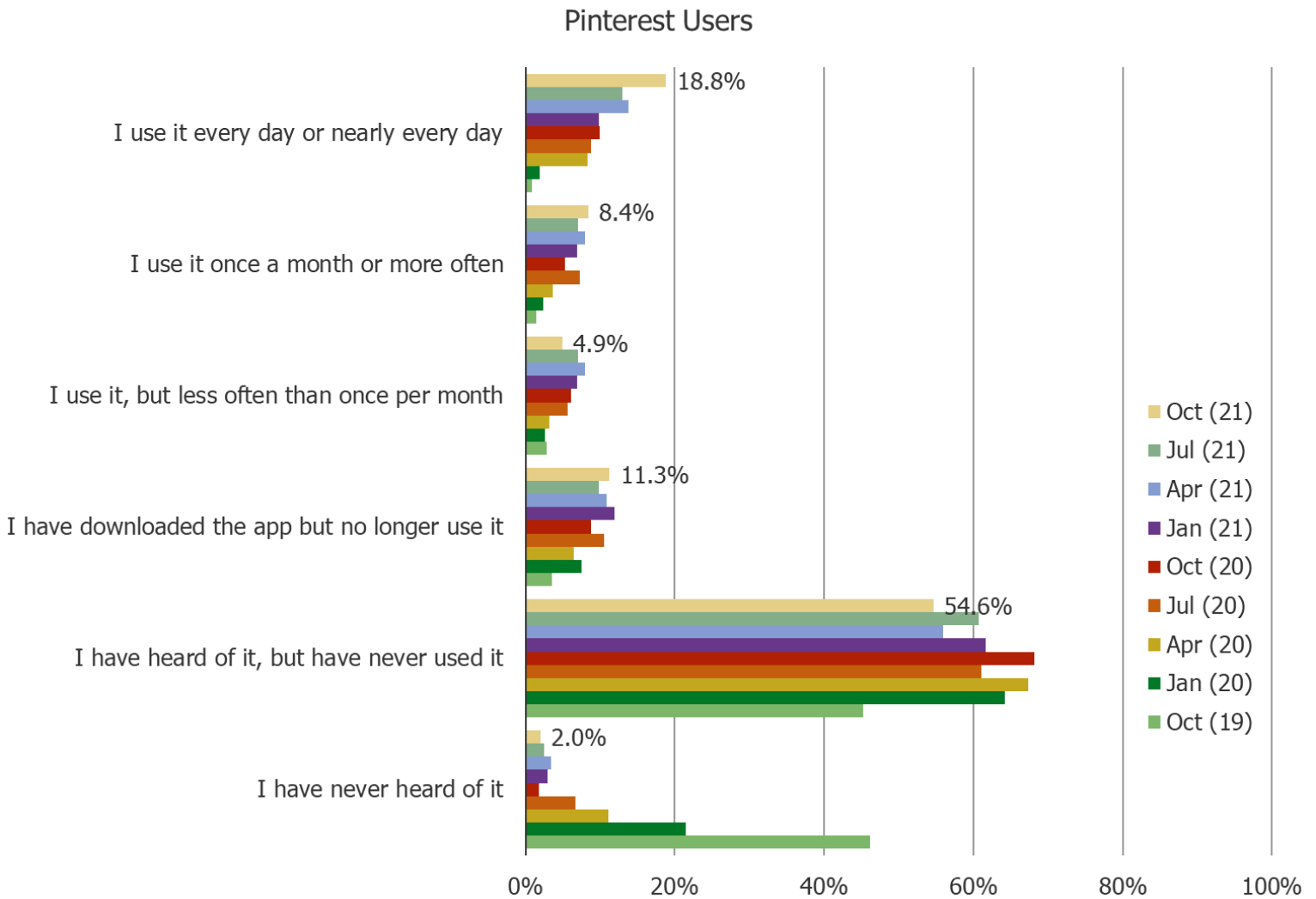
WHAT IS YOUR EXPERIENCE WITH THE APP "TIK TOK"?

Posed to all respondents



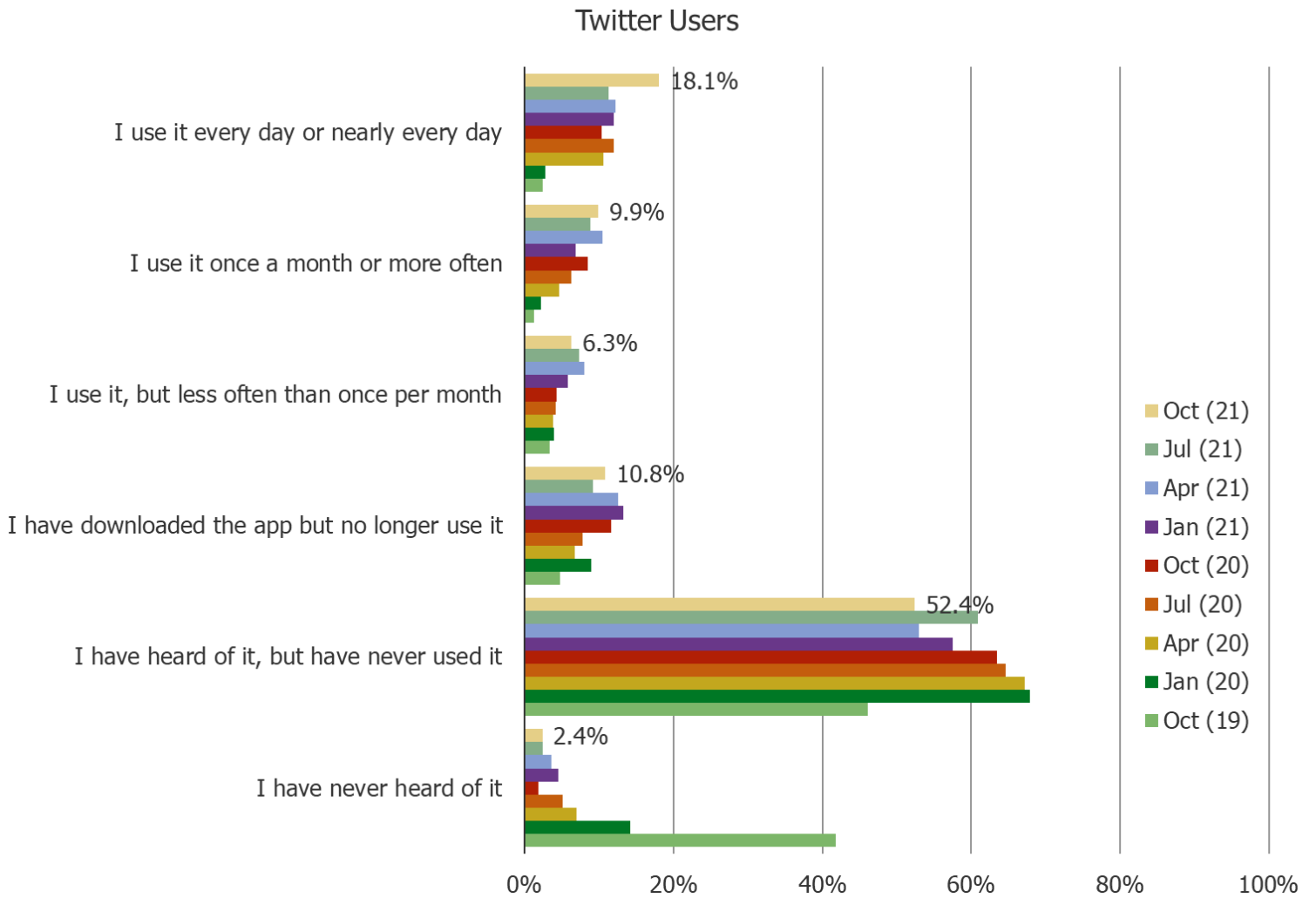
WHAT IS YOUR EXPERIENCE WITH THE APP “TIK TOK”? (CROSS TABS)

Posed to users of Pinterest.



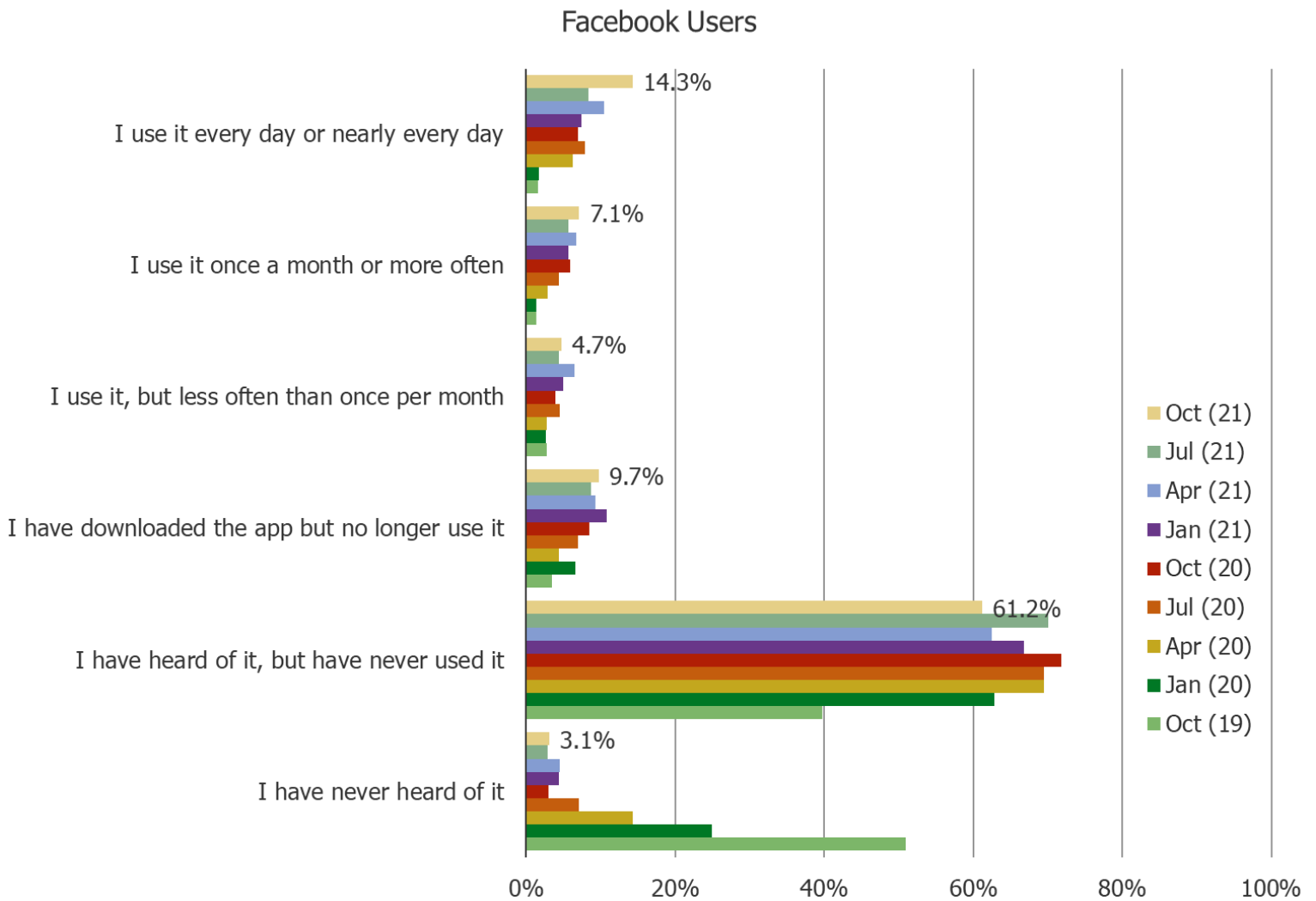
WHAT IS YOUR EXPERIENCE WITH THE APP “TIK TOK”? (CROSS TABS)

Posed to users of Twitter.



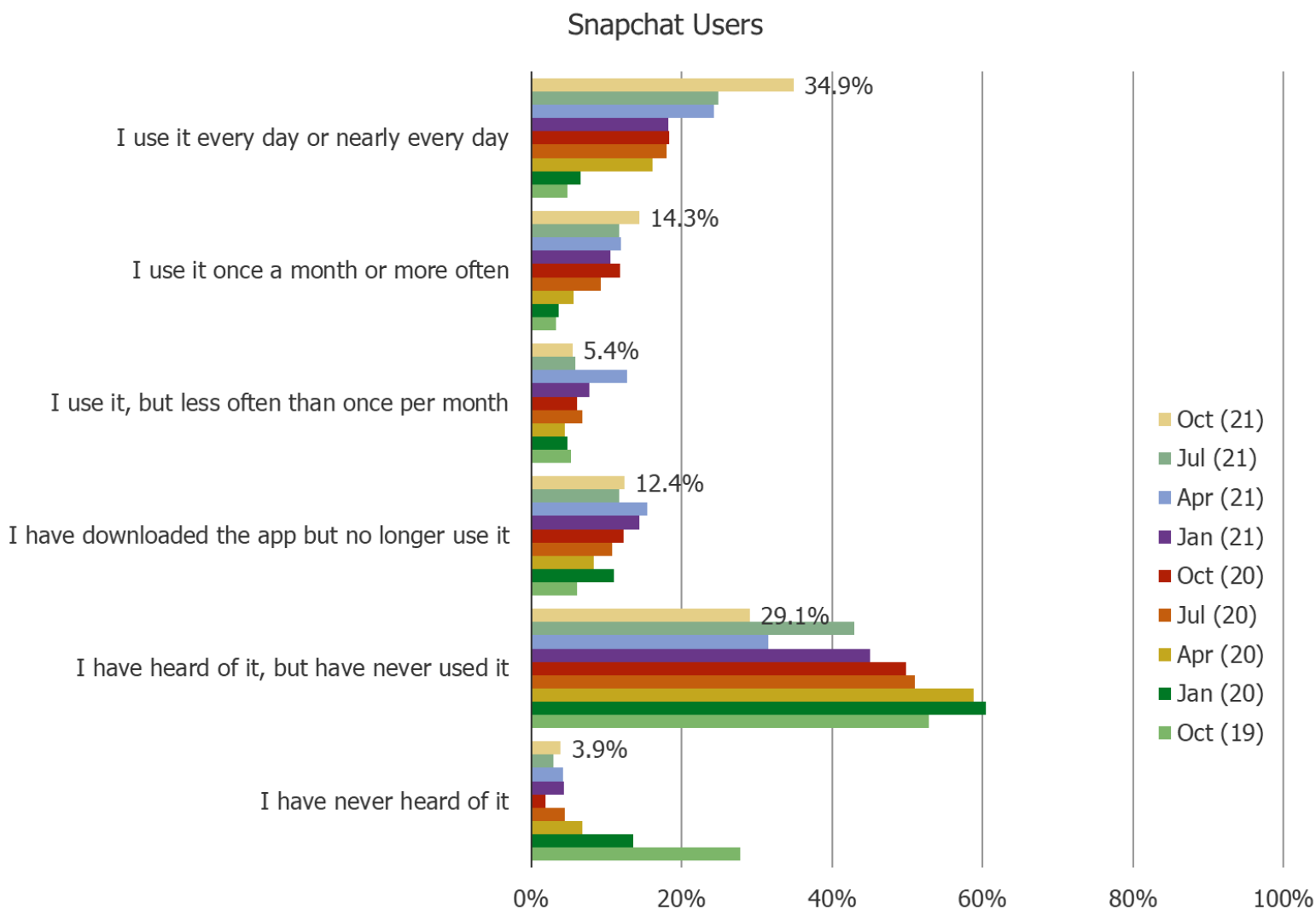
WHAT IS YOUR EXPERIENCE WITH THE APP “TIK TOK”? (CROSS TABS)

Posed to users of Facebook.



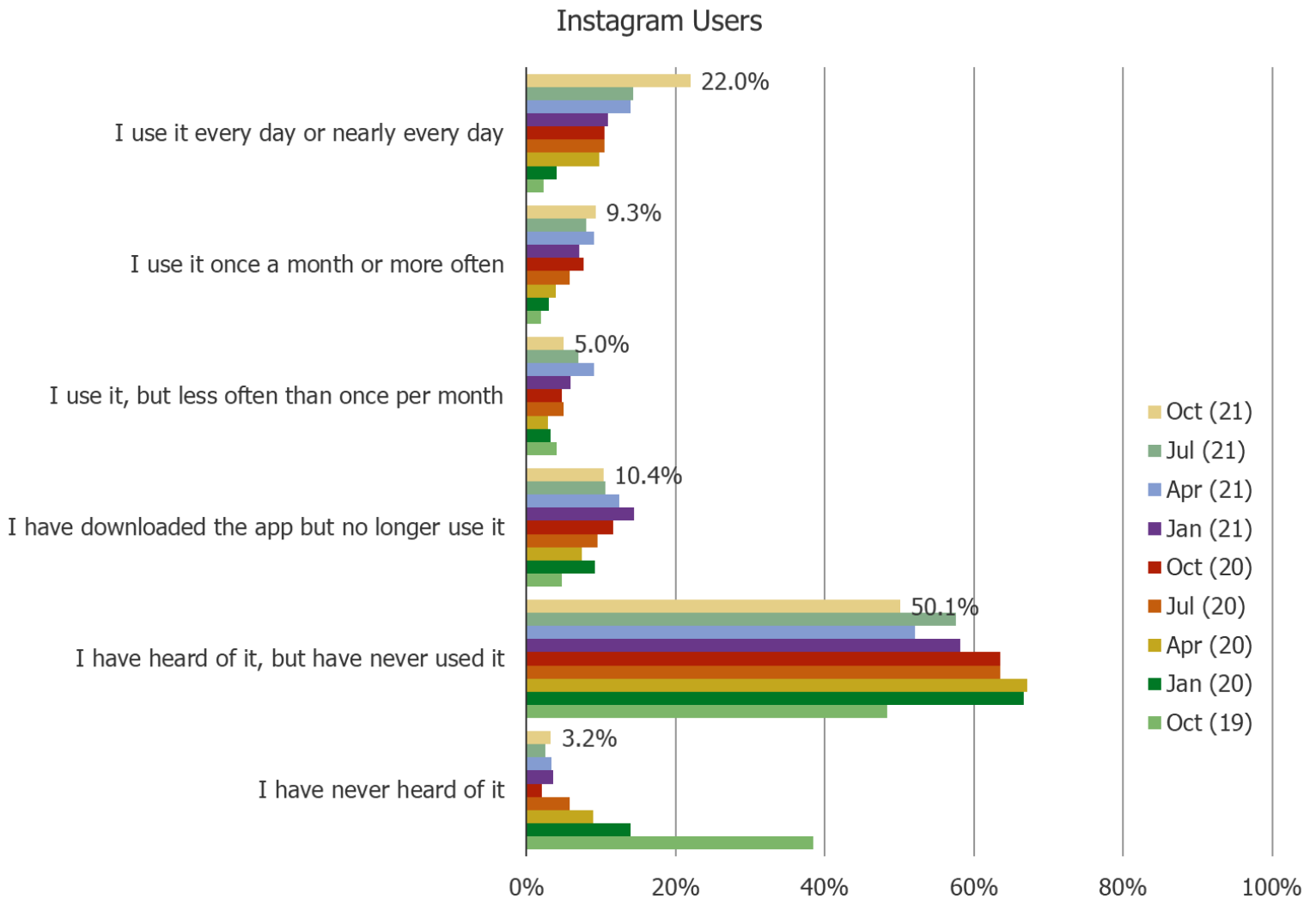
WHAT IS YOUR EXPERIENCE WITH THE APP “TIK TOK”? (CROSS TABS)

Posed to users of Snapchat.



WHAT IS YOUR EXPERIENCE WITH THE APP “TIK TOK”? (CROSS TABS)

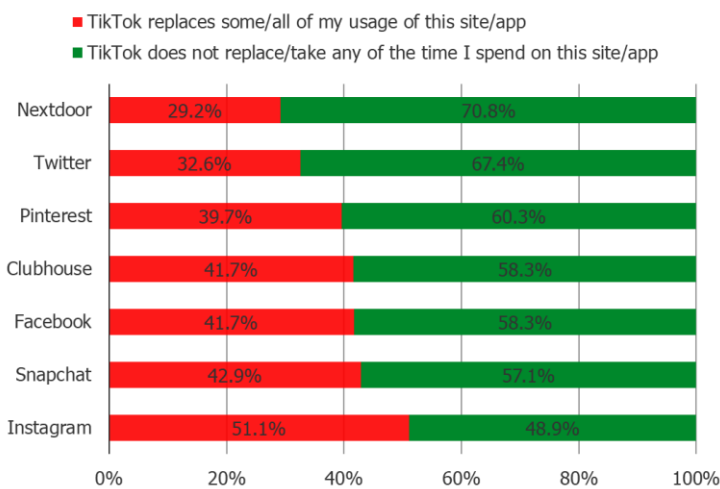
Posed to users of Instagram.



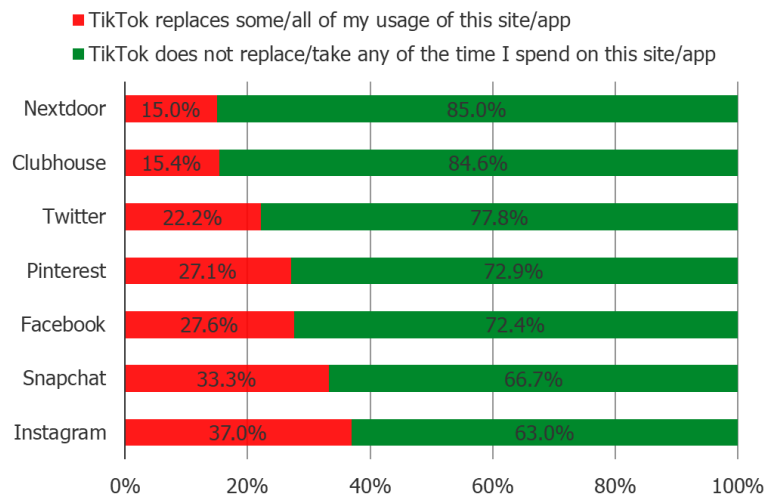
DO YOU VIEW TIKTOK AS REPLACING ANY OF YOUR USAGE OF THE FOLLOWING, OR DO YOU VIEW IT AS ADDITIONAL TIME YOU SPEND ON THIS PLATFORM?

Posed to TikTok users who also use each of the following.

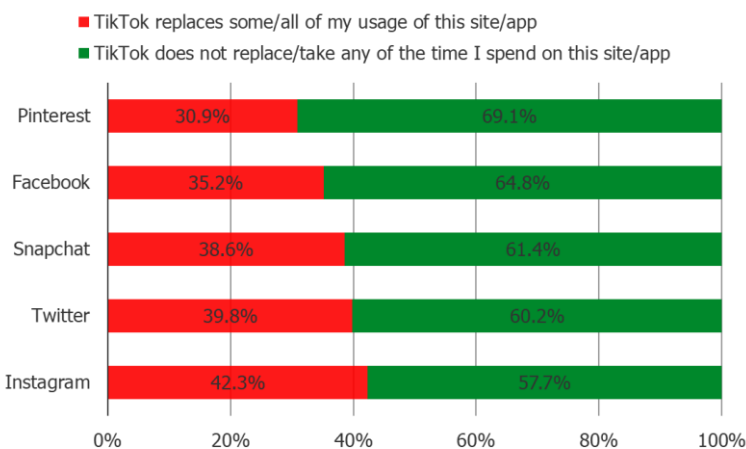
October 2021



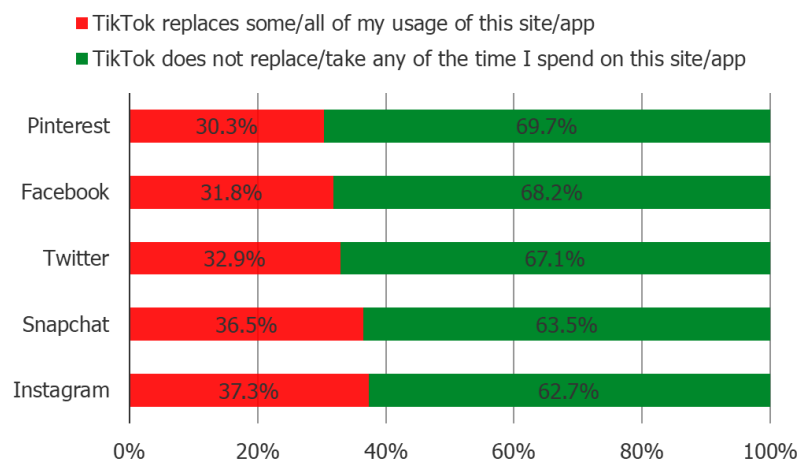
July 2021



April 2021



January 2021



FILTERS AND CAMERA EFFECTS

ON WHICH DO YOU USE FILTERS AND LENSES MORE OFTEN? (IE CAMERA EFFECTS)

Posed to Snapchat account holders who ALSO use Instagram

