



CHECK BREAKDOWN:

TREND CHECKS

METaverse

Familiarity with what the metaverse is in its early stages with over 50% of respondents saying they are unfamiliar. Of those who do have some familiarity, the top two things they associate with the metaverse is “Facebook” and “Virtual Reality.” Roblox and Discord users are the most interested in participating in the metaverse. Of the more focused group of social media platforms, Snapchat and TikTok users are the most interested in participating in the metaverse. Facebook users are among the least interested in participating in the metaverse.

TRUTH SOCIAL AWARENESS AND INTEREST

Awareness of Truth Social’s pending launch comes in at 37.9% of respondents. Around 1/3 of respondents show some degree of interest in trying it. Snapchat and TikTok users are the most interested in trying it out among social media platform user bases tested. By political affiliation, republicans are the most interested in trying it.

PRIVACY

Over time, respondents have been more and more likely to tell us that they don’t like social platforms collecting personal data when they use them but that it would NOT cause them to change their usage of it. It is a different story, though, when their smartphones prompt them to choose if they want to allow apps to track them. When it comes to the latter, consumers are more often than not choosing “Ask App not to Track.” Younger respondents and users of platforms like Snapchat and TikTok claim they would be more likely to choose “allow” compared to users of Facebook, Twitter, and Google – but the majority of all are choosing do not allow. Users of Roblox are much more likely than social platforms to choose “allow.”

SOCIAL COMMERCE

In general, users of social media have been increasingly likely over time to say they find products to buy across social platforms and their opinions/interest in buying items directly through social platforms has improved over time. Instagram users have been more and more likely over time to tap product to see more within both stories and explore.

PLATFORM SPECIFIC NOTES

- Interest in Twitter blue and willingness to pay for features increased.
- FB ads are bothering users less sequentially.
- TikTok penetration improved and is cutting into time spent on other platforms.
- Roblox and Discord users are more willing to pay for a premium or ad-free experience.
- Parents are more comfortable with their kids on Roblox at a younger age than socials.

Social Media Account Holders And
Engagement – A Consumer View

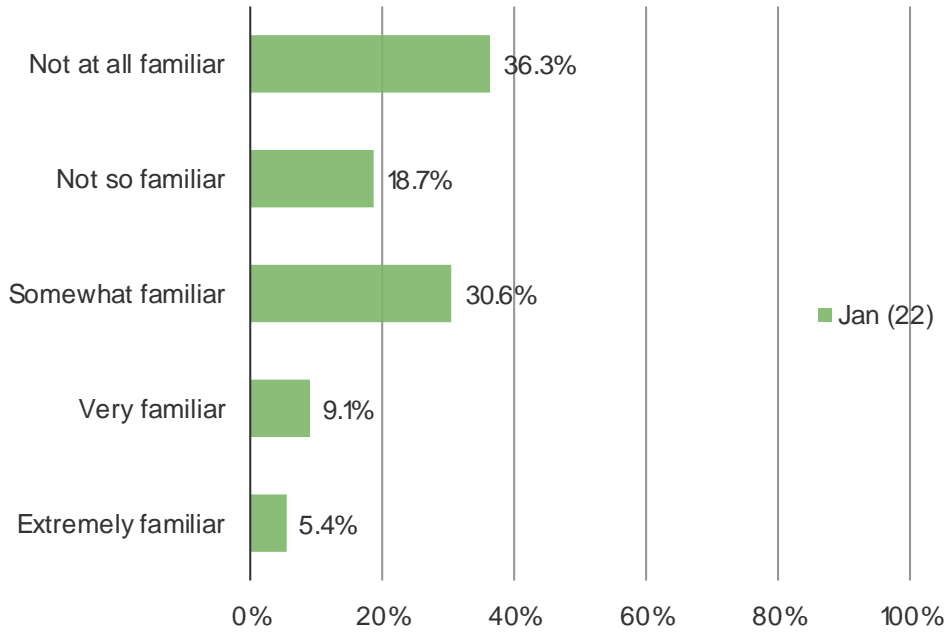
METVERSE

Social Media Account Holders And Engagement – A Consumer View

Audience: 1,000 US Consumers
Date: January 2022

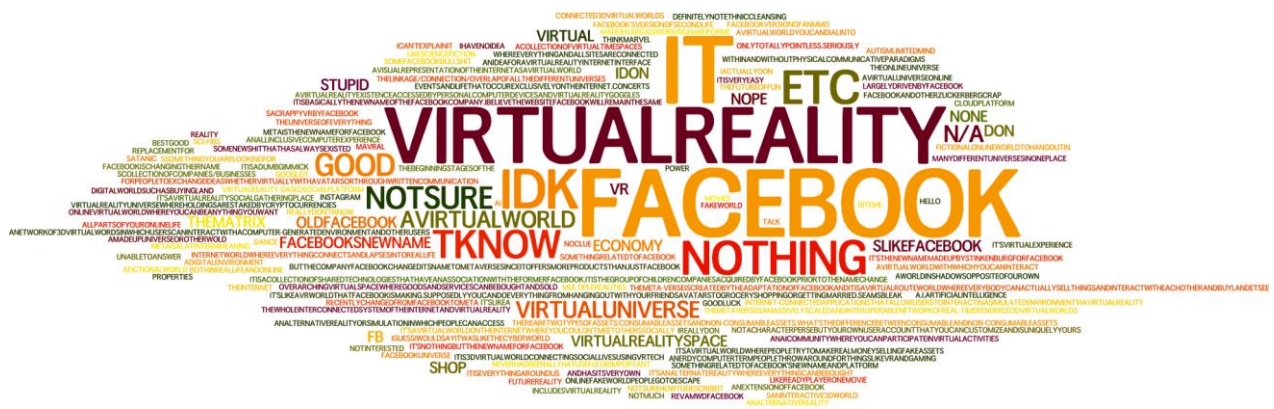
ARE YOU FAMILIAR WITH WHAT THE METAVERSE IS?

This question was posed to all respondents.



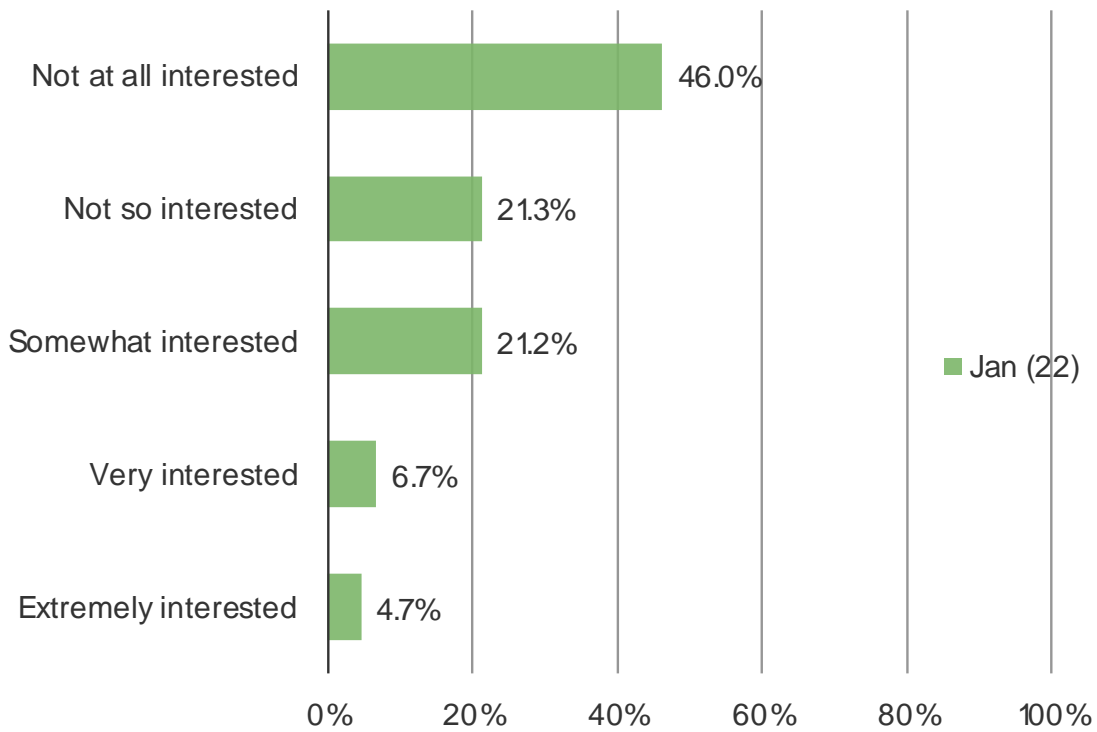
IF YOU HAD TO BRIEFLY DESCRIBE WHAT THE METAVERSE IS TO SOMEONE, WHAT WOULD YOU SAY?

This question was posed to all respondents.



HOW MUCH INTEREST DO YOU HAVE IN PARTICIPATING IN THE METAVERSE? NOTE - THE METAVERSE IS A VIRTUAL-REALITY SPACE IN WHICH USERS CAN INTERACT WITH A COMPUTER-GENERATED ENVIRONMENT AND OTHER USERS.

This question was posed to all respondents.

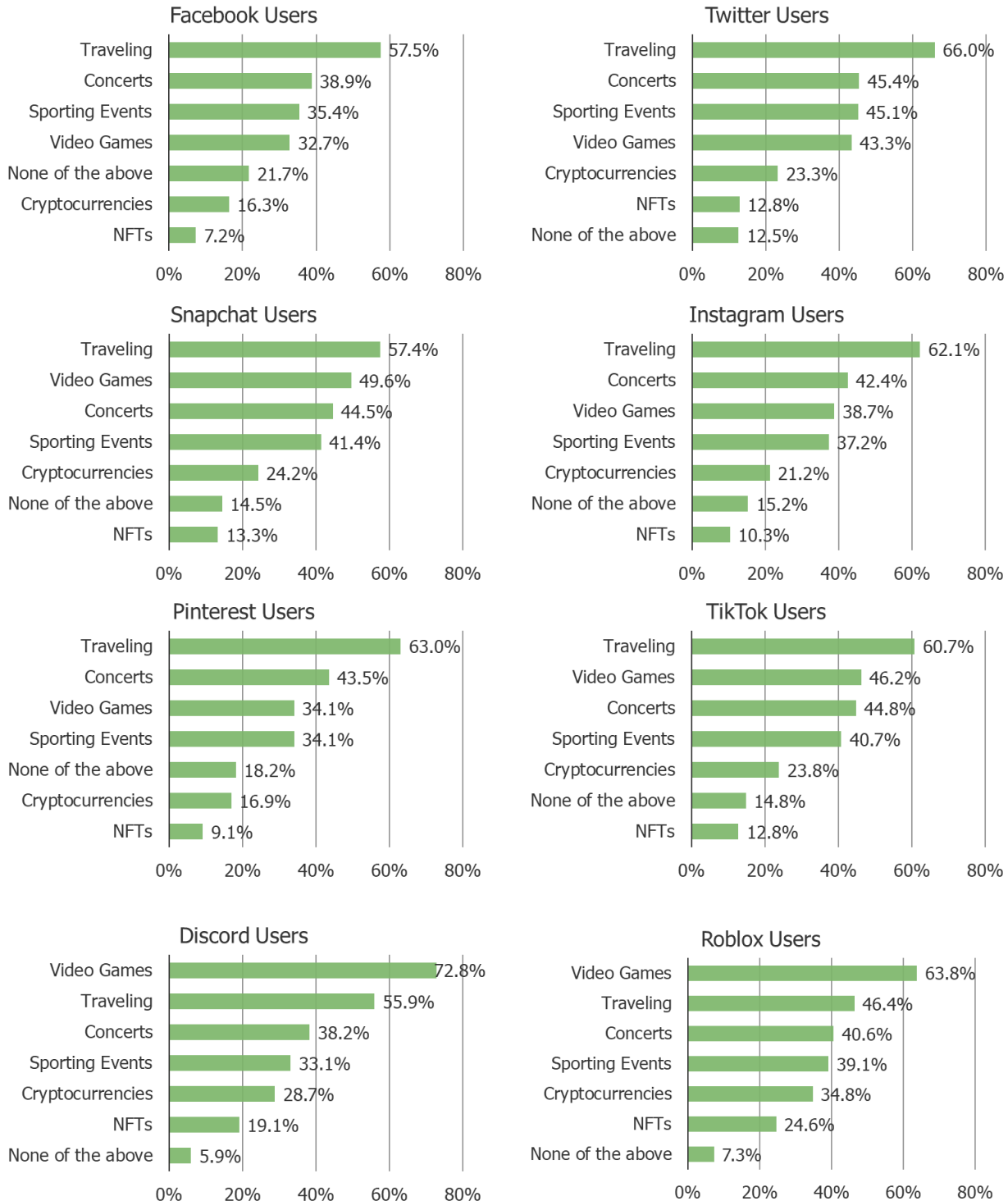


Interest Cut By Users of Platforms:

	Facebook Users	Twitter Users	Snapchat Users	Instagram Users	Pinterest Users	TikTok Users	Nextdoor Users	Discord Users	Roblox Users
Extremely Interested	5.9%	8.7%	11.3%	8.0%	6.3%	11.7%	6.6%	14.7%	20.3%
Very Interested	7.2%	11.0%	12.9%	9.5%	9.4%	12.4%	5.7%	16.2%	14.5%
Somewhat Interested	22.1%	26.9%	29.3%	26.8%	22.9%	28.3%	23.4%	34.6%	34.8%
Not so Interested	21.3%	18.5%	17.6%	18.5%	20.8%	18.6%	23.4%	13.2%	14.5%
Not at all Interested	43.5%	34.9%	28.9%	37.2%	40.6%	29.0%	41.0%	21.3%	15.9%
Weighted Average	2.11	2.40	2.60	2.33	2.20	2.59	2.14	2.90	3.09
N =	718	335	256	486	384	290	244	136	69

DO YOU HAVE INTEREST IN ANY OF THE FOLLOWING? SELECT ALL THAT APPLY

This question was posed to users of each of the following platforms:

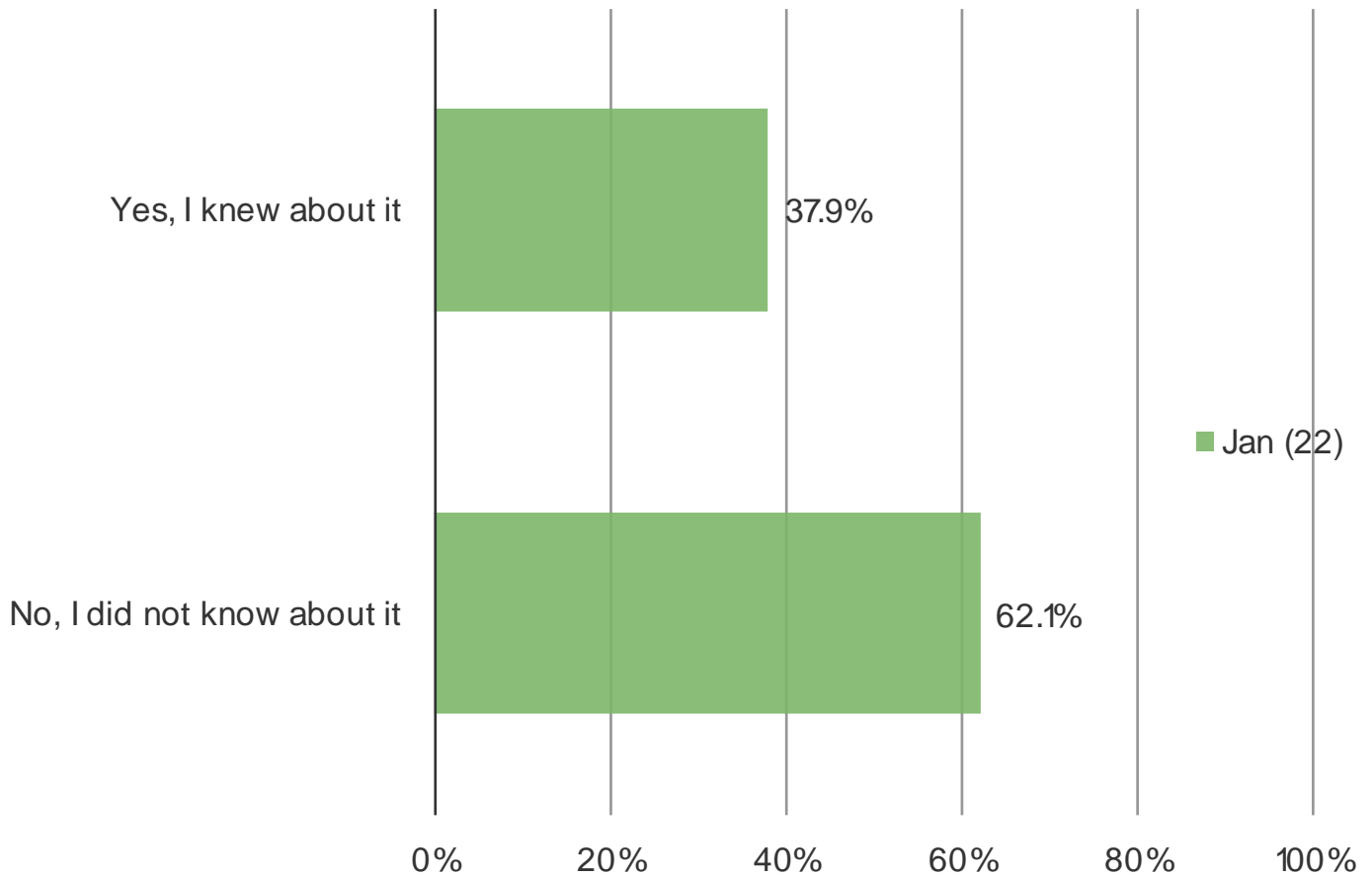


Social Media Account Holders And
Engagement – A Consumer View

TRUTH SOCIAL

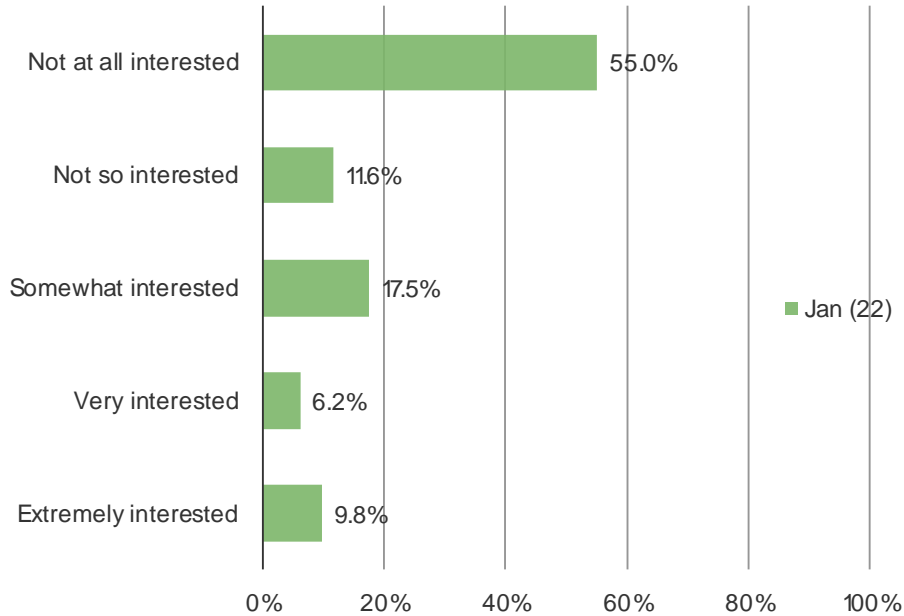
BEFORE TAKING THIS SURVEY, DID YOU KNOW THAT TRUMP MEDIA AND TECHNOLOGY GROUP WILL BE LAUNCHING A SOCIAL MEDIA APP CALLED "TRUTH SOCIAL" IN 2022?

This question was posed to all respondents.



HOW MUCH INTEREST DO YOU HAVE IN TRYING TRUTH SOCIAL AFTER IT LAUNCHES (A NEW SOCIAL MEDIA APP BEING LAUNCHED BY TRUMP MEDIA AND TECHNOLOGY)

This question was posed to all respondents.



Interest Cut By Users of Platforms:

	Facebook Users	Twitter Users	Snapchat Users	Instagram Users	Pinterest Users	TikTok Users
Extremely Interested	10.9%	9.9%	13.3%	10.9%	10.2%	12.1%
Very Interested	6.7%	6.6%	9.4%	7.2%	7.0%	10.0%
Somewhat Interested	18.0%	16.4%	25.0%	19.3%	18.2%	22.8%
Not so Interested	12.3%	10.5%	10.9%	11.1%	12.0%	13.8%
Not at all Interested	52.2%	56.7%	41.4%	51.4%	52.6%	41.4%
Weighted Average	2.12	2.02	2.42	2.15	2.10	2.38
N =	718	335	256	486	384	290

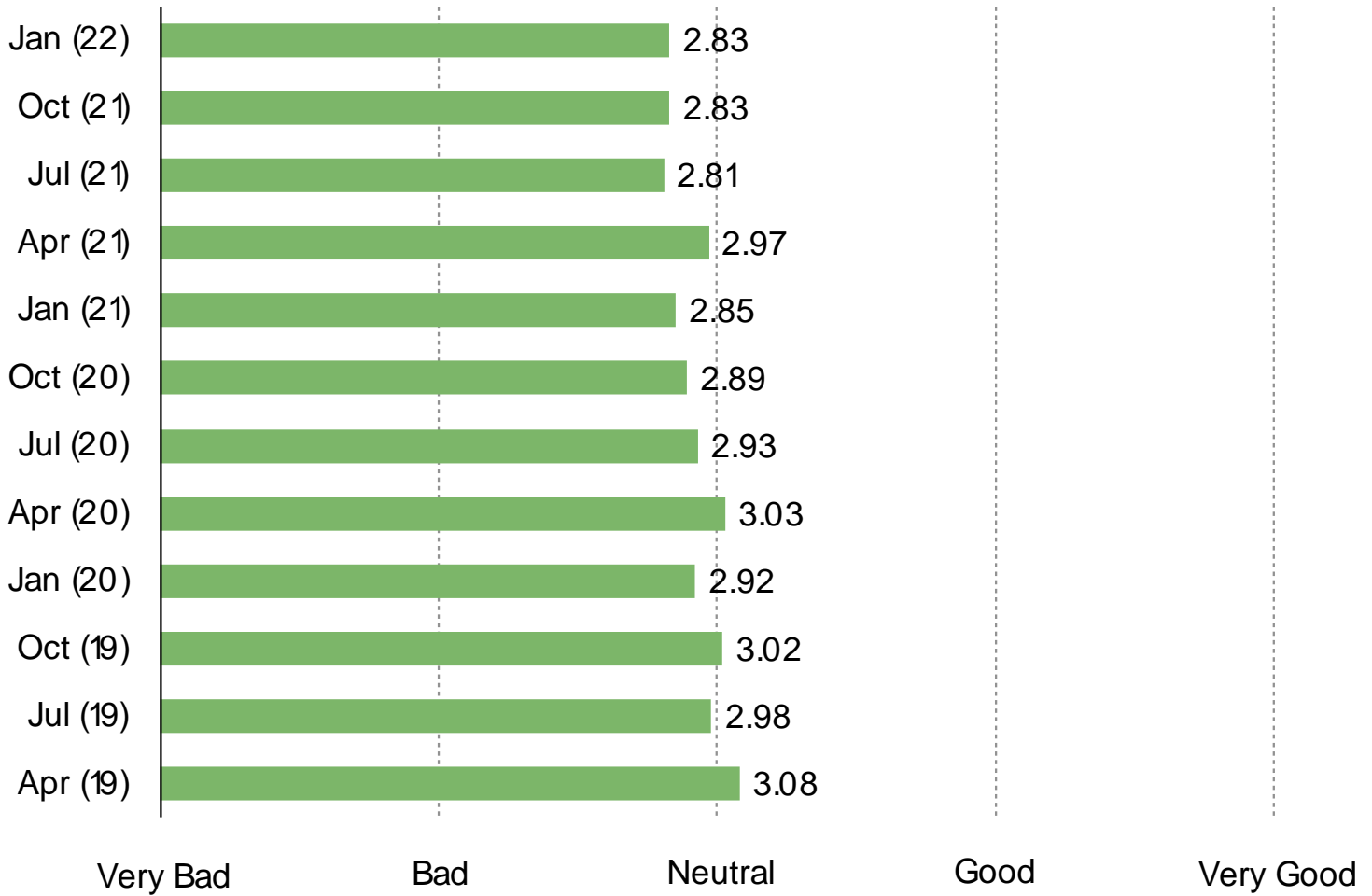
Interest Cut By Political Affiliation:

	Republican	Democrat	Independent
Extremely Interested	23.4%	4.6%	4.3%
Very Interested	12.6%	4.6%	3.3%
Somewhat Interested	26.3%	8.2%	20.6%
Not so Interested	17.3%	6.0%	12.6%
Not at all Interested	20.5%	76.7%	59.1%
Weighted Average	3.01	1.54	1.81
N =	278	352	301

SOCIAL MEDIA SECTOR QUESTIONS

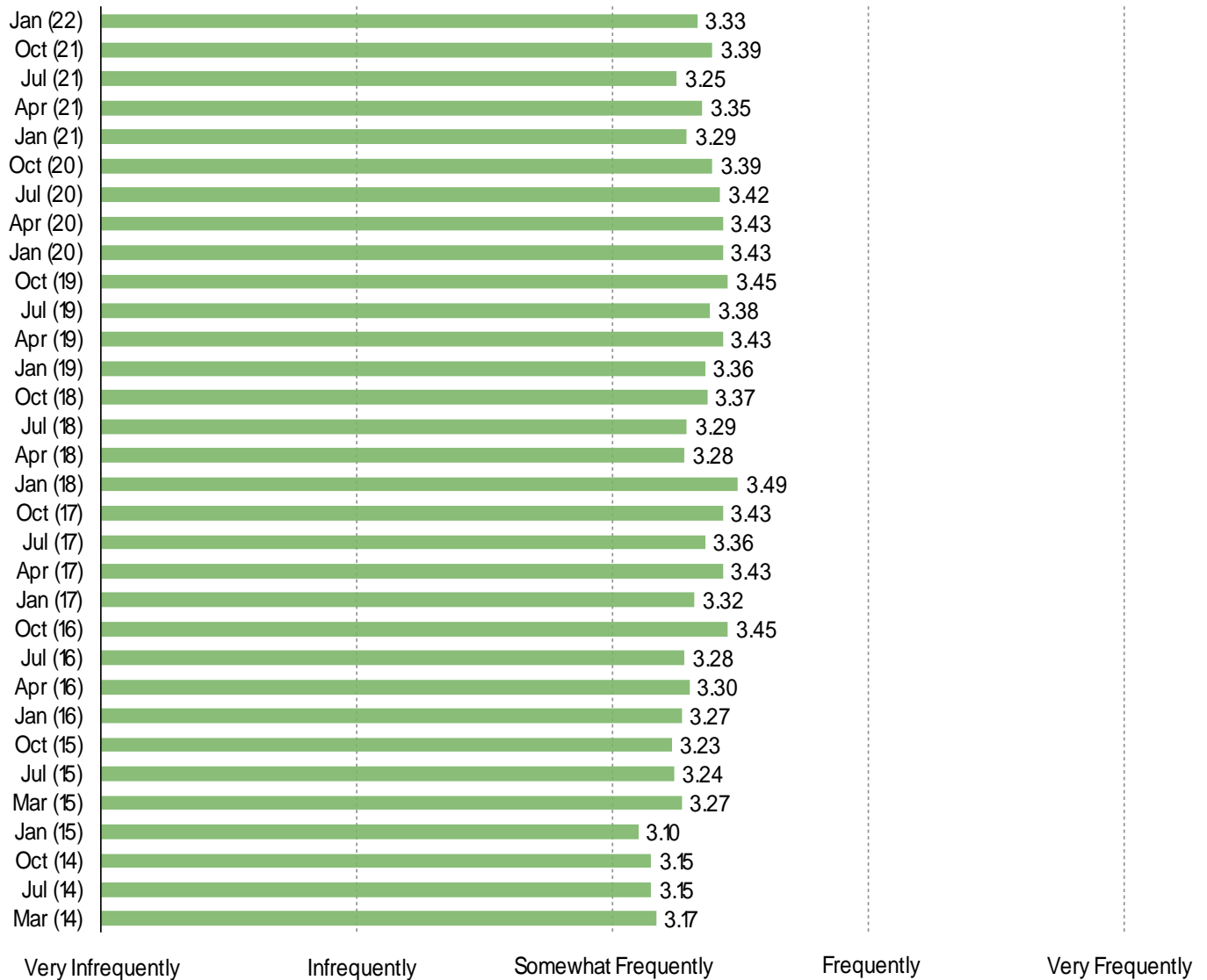
IN YOUR OPINION, IS SOCIAL MEDIA IN GENERAL A GOOD THING OR A BAD THING?

Posed to all respondents



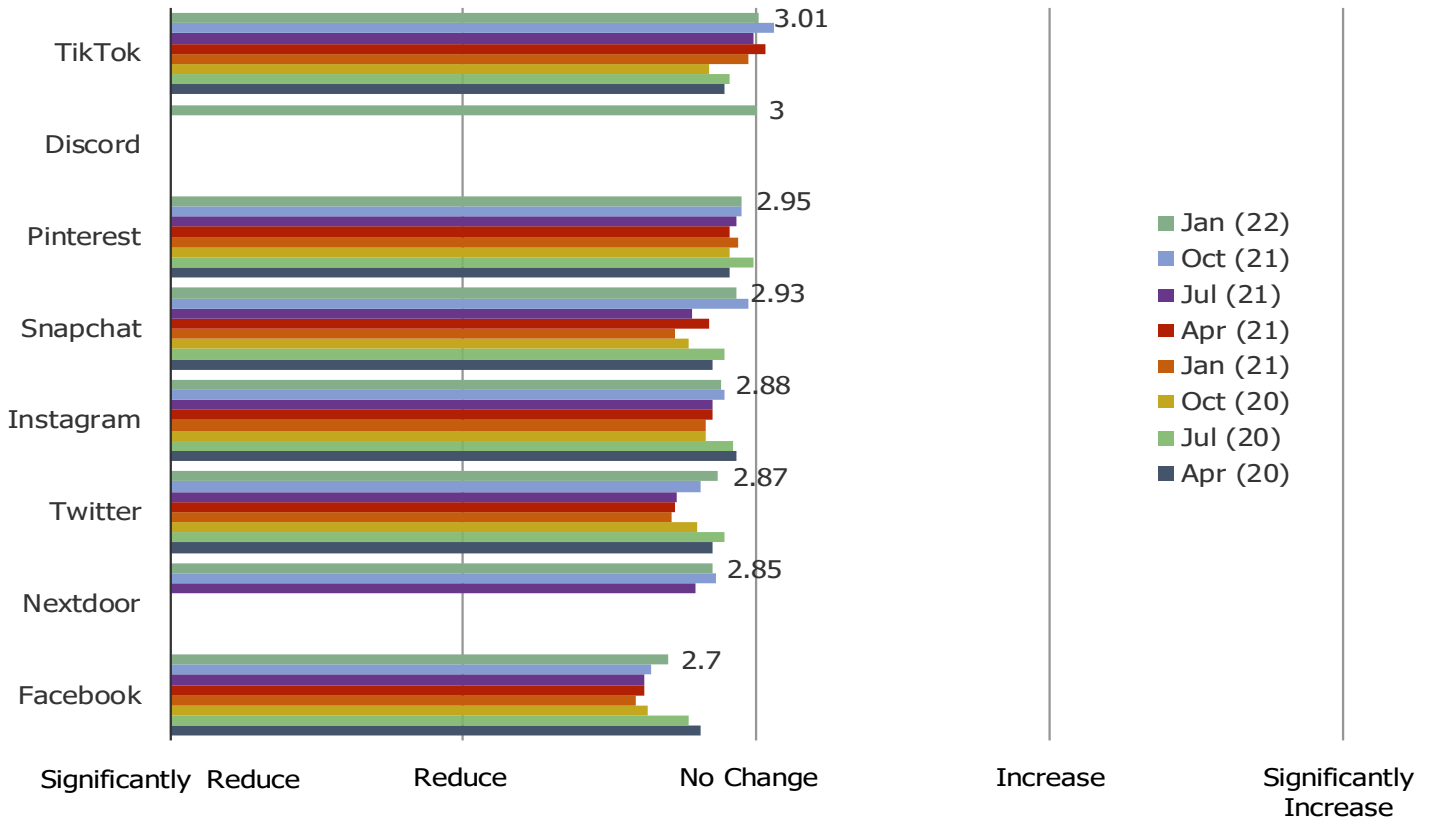
SOCIAL MEDIA USAGE FREQUENCY

Posed to all consumers.



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

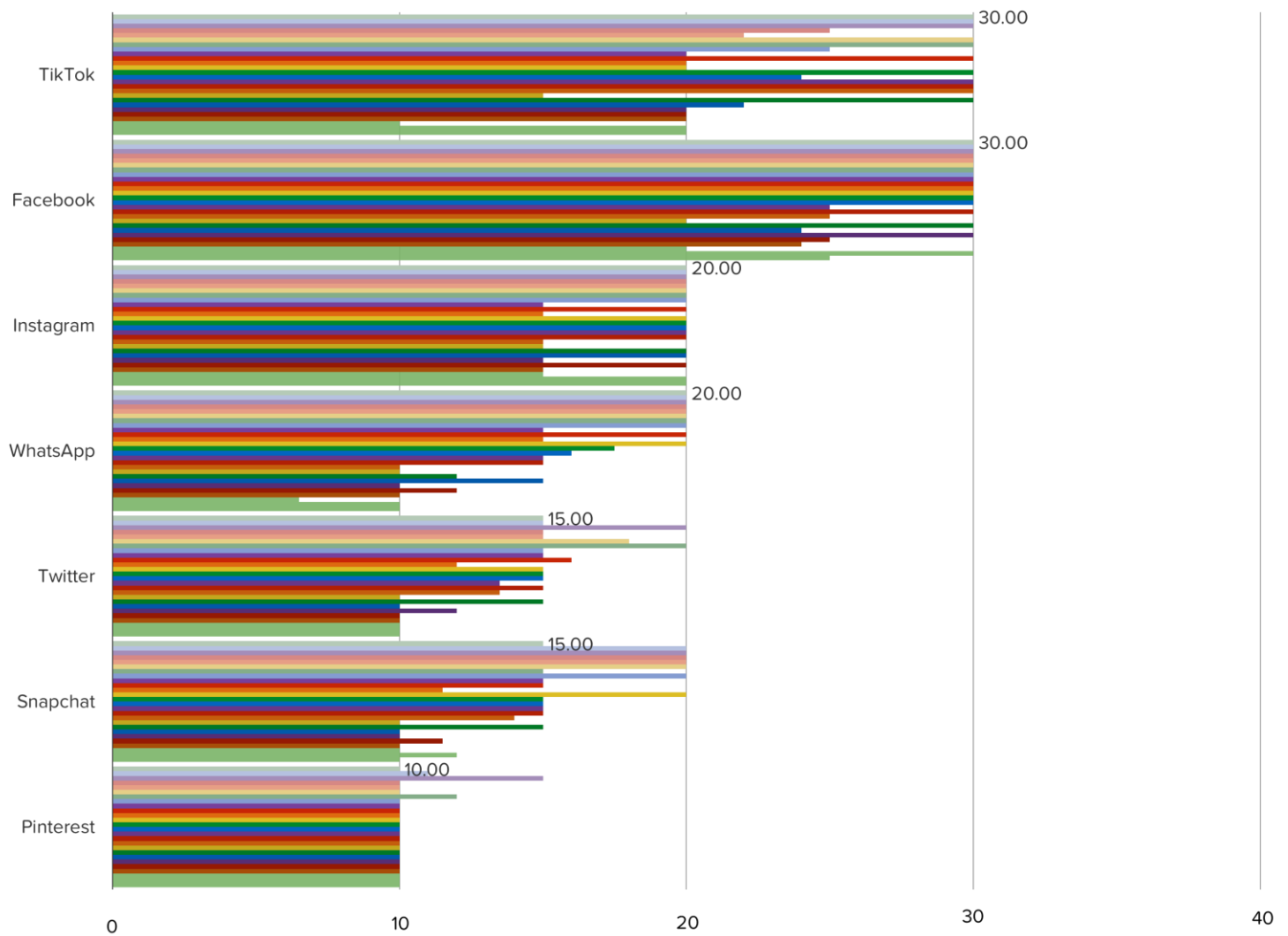
Posed to respondents who use the following platforms.



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

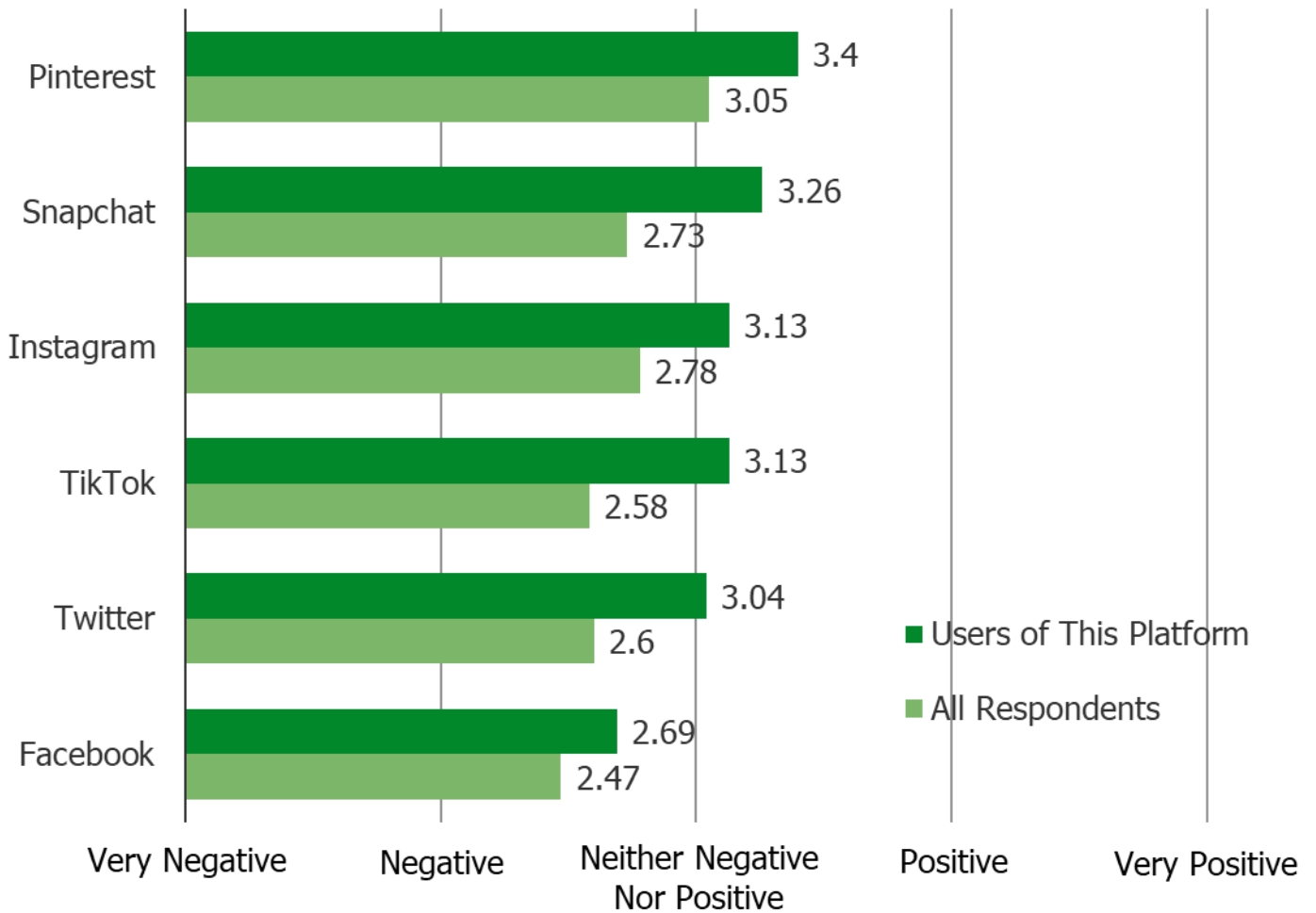
Posed to daily visitors of each platform.

Chart Shows Median



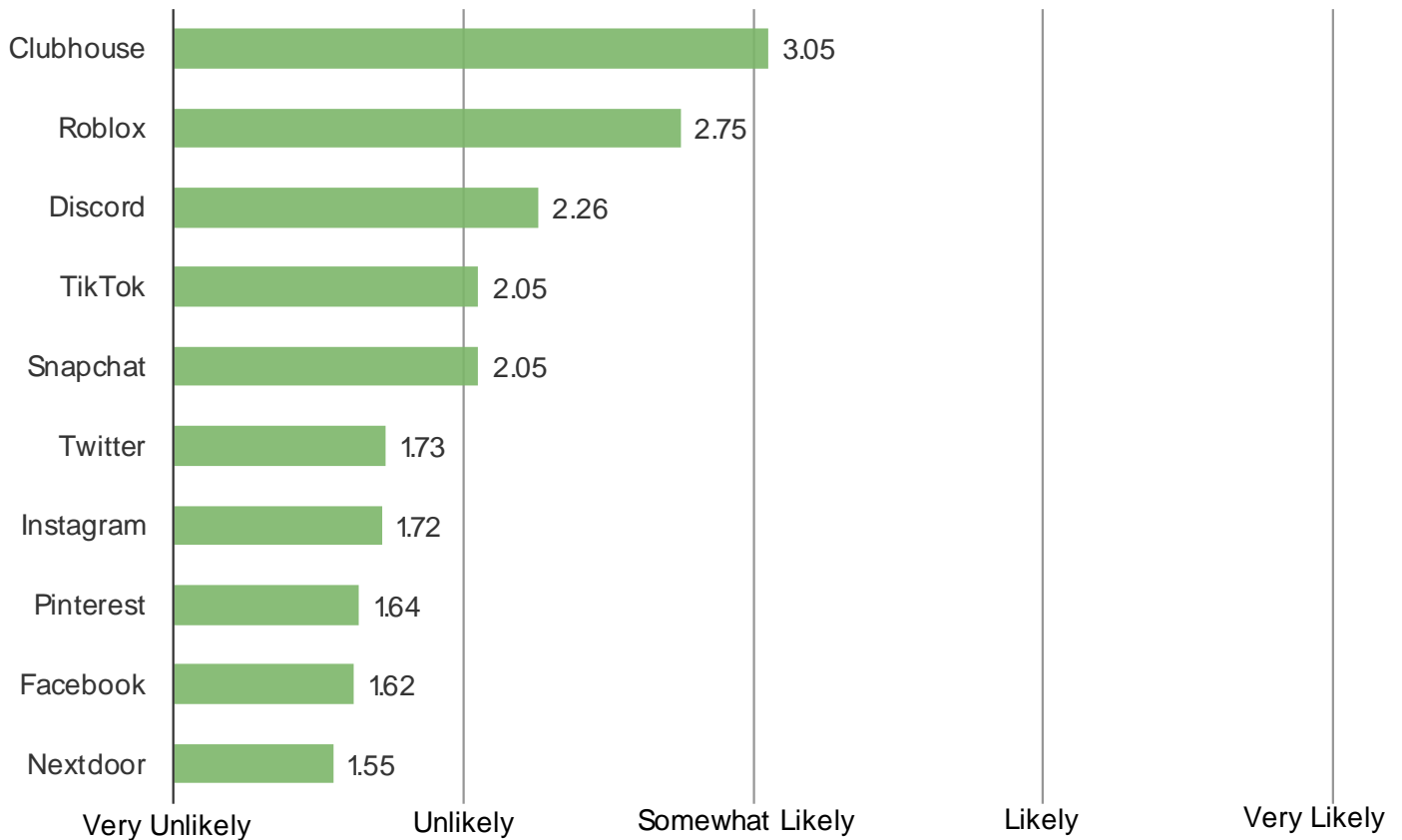
WHAT IS YOUR OPINION OF HOW THE FOLLOWING PLATFORMS MODERATE CONTENT?

This question was posed to all respondents, with cross-tabs of users of each platform.



HOW LIKELY WOULD YOU BE TO PAY A MONTHLY SUBSCRIPTION FEE FOR PREMIUM FEATURES ON THIS PLATFORM?

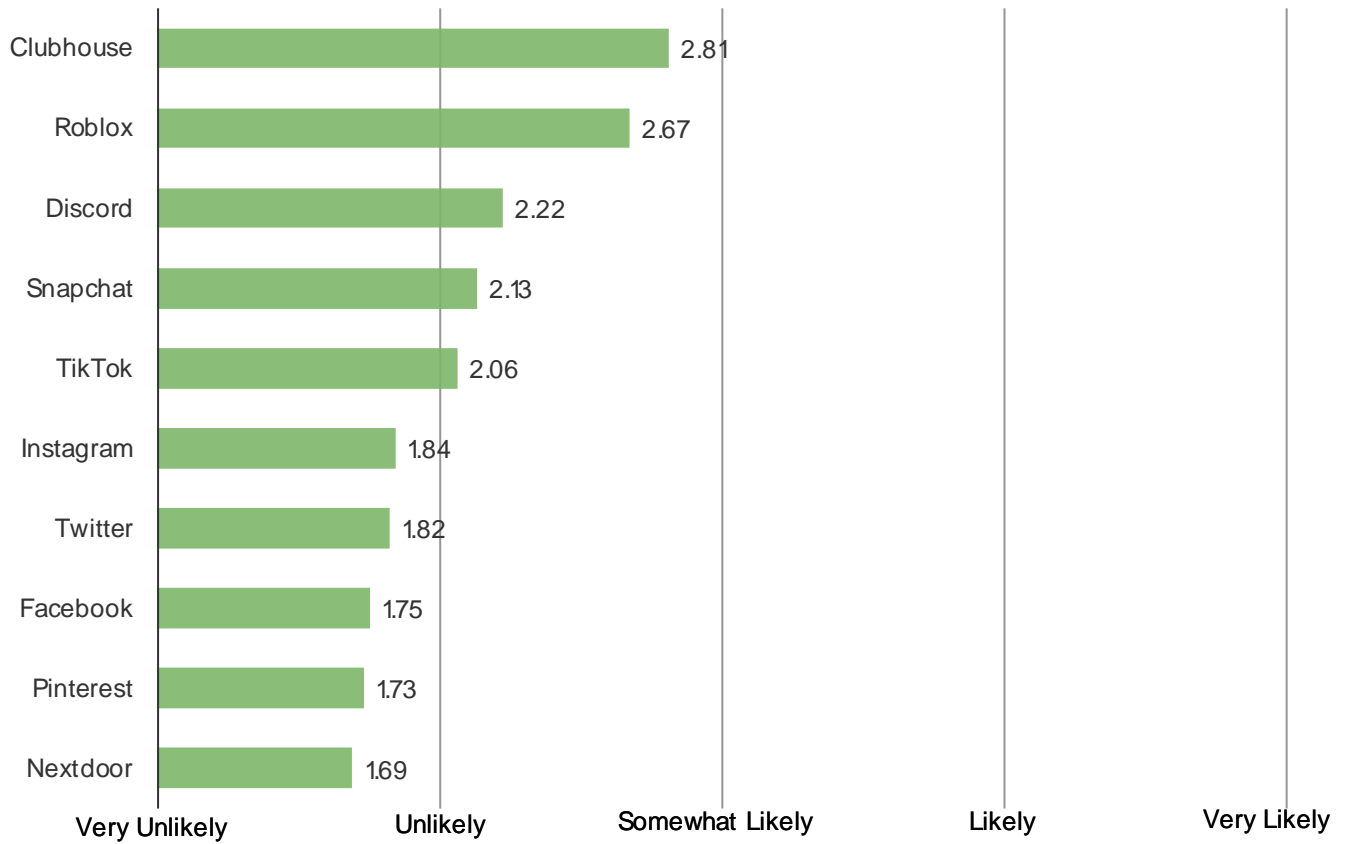
This question was posed to users of each of the following platforms:



	N =
Facebook	718
Twitter	335
Snapchat	256
Instagram	486
Pinterest	384
TikTok	290
Clubhouse	37
Nextdoor	244
Discord	136
Roblox	69

HOW LIKELY WOULD YOU BE TO PAY A MONTHLY SUBSCRIPTION FEE FOR ADS TO BE REMOVED FROM THIS PLATFORM?

This question was posed to users of each of the following platforms:



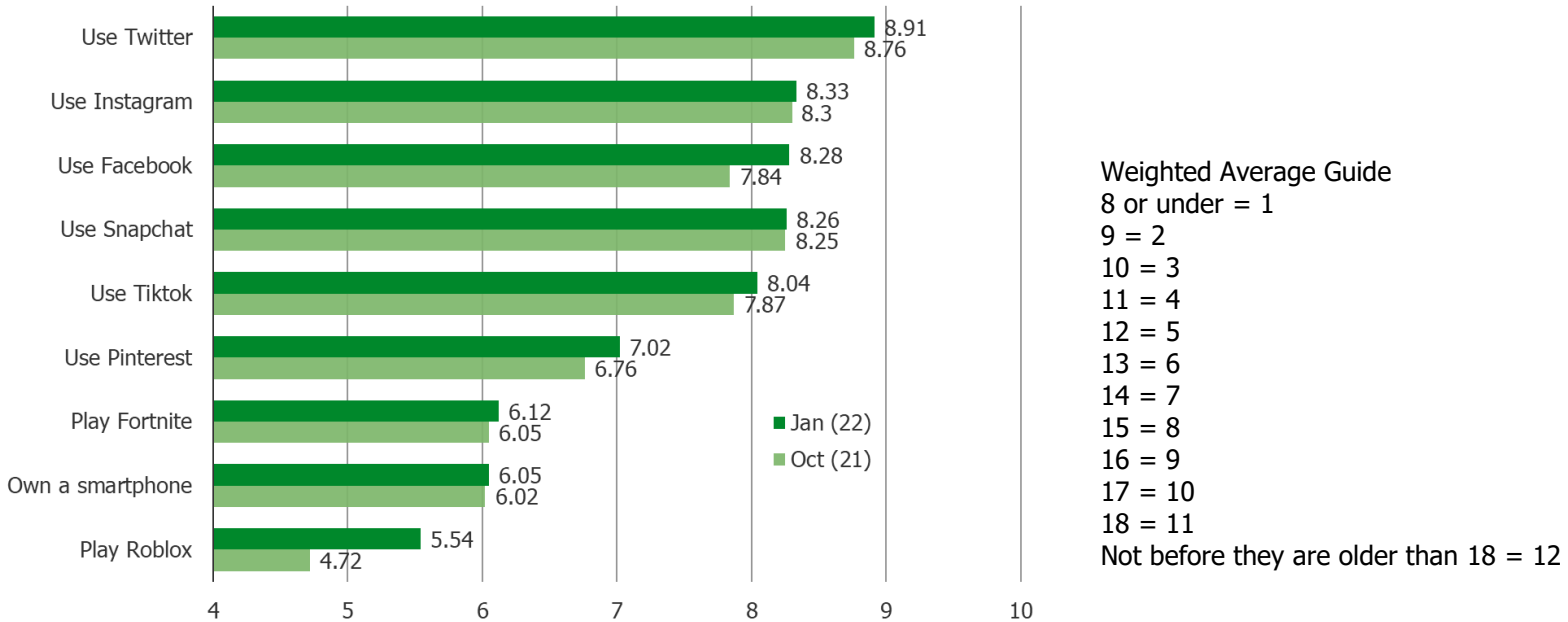
	N =
Facebook	718
Twitter	335
Snapchat	256
Instagram	486
Pinterest	384
TikTok	290
Clubhouse	37
Nextdoor	244
Discord	136
Roblox	69

Social Media Account Holders And Engagement – A Consumer View

Audience: 1,000 US Consumers
Date: January 2022

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).

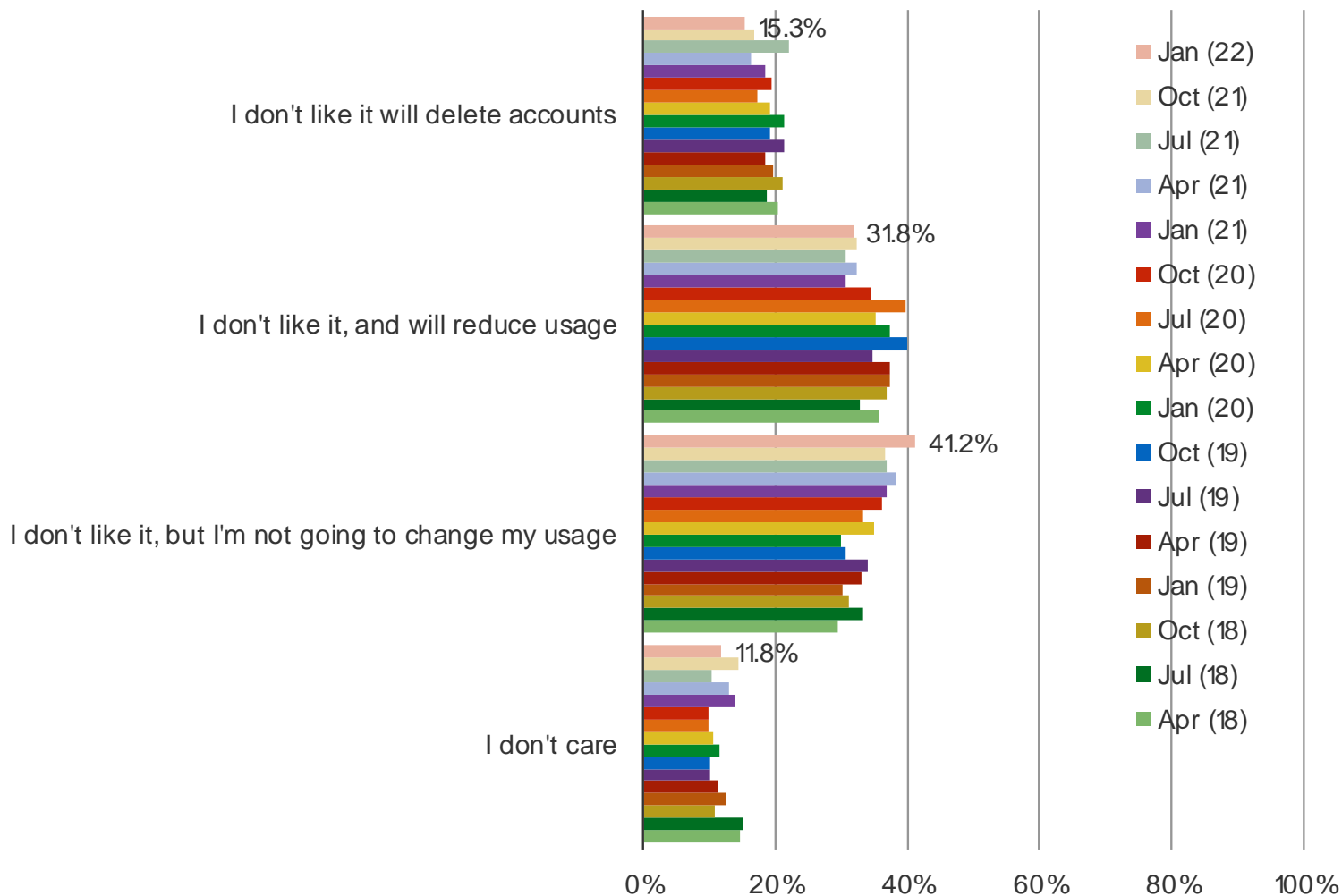


	Own a smartphone	Play Roblox	Play Fortnite	Use Facebook	Use Instagram	Use Snapchat	Use TikTok	Use Twitter	Use Pinterest
N =	256	186	220	257	241	240	245	238	233
8 or Under	6.6%	25.8%	9.1%	3.5%	2.9%	2.5%	4.9%	2.1%	9.4%
9 Years-Old	2.7%	7.5%	5.5%	1.6%	0.8%	1.7%	2.9%	0.8%	1.3%
10 Years-Old	12.5%	16.7%	16.4%	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%

PRIVACY

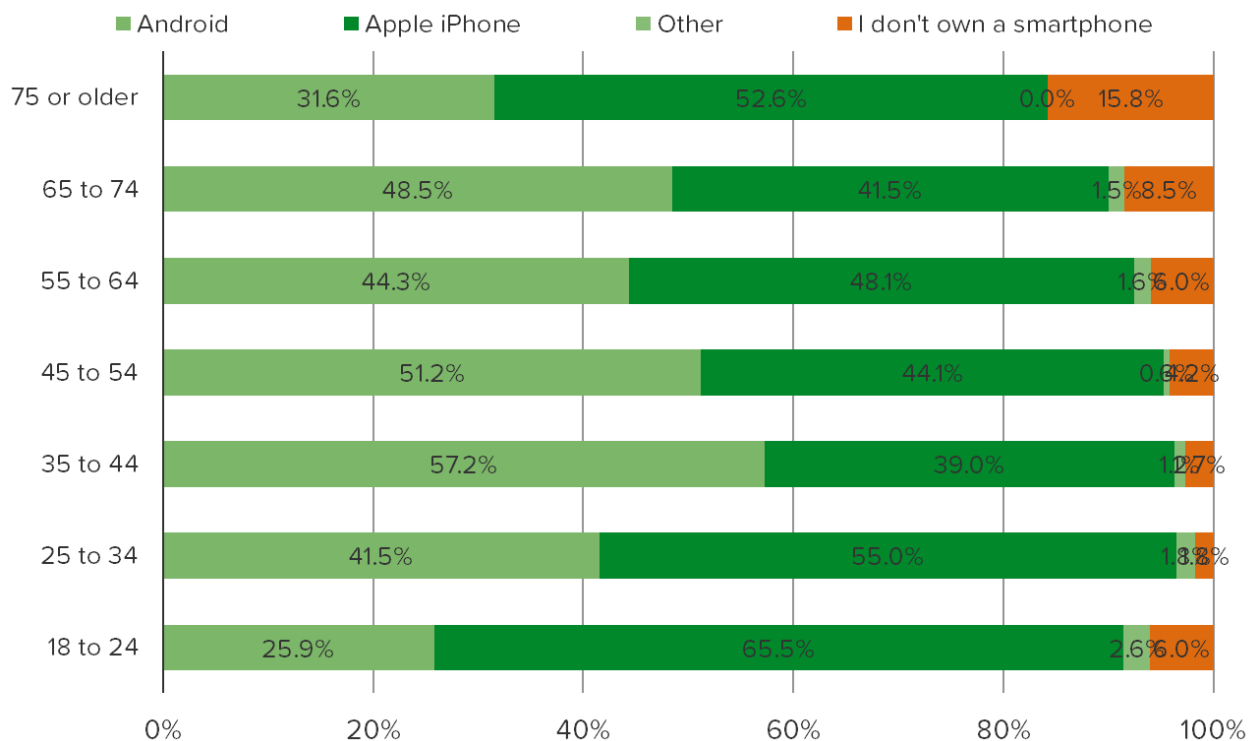
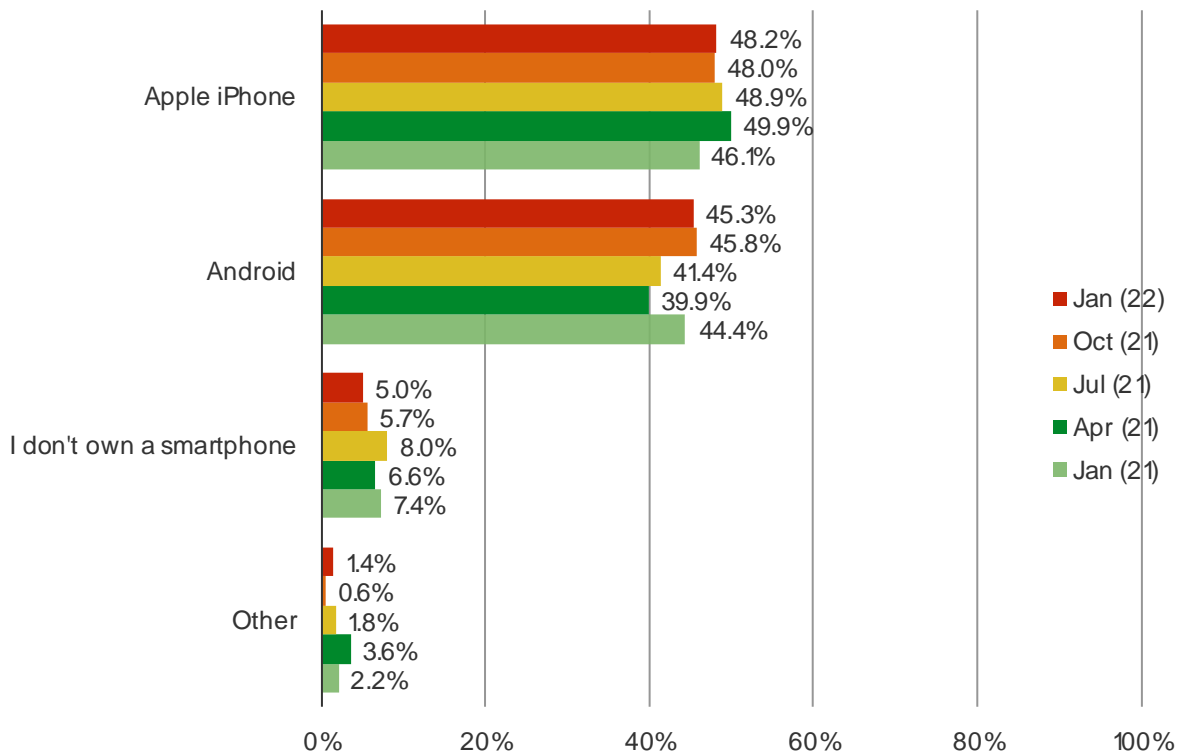
WHAT IS YOUR OPINION OF SOCIAL MEDIA SITES COLLECTING PERSONAL DATA WHEN YOU USE THEM?

Posed to all respondents about social media in general



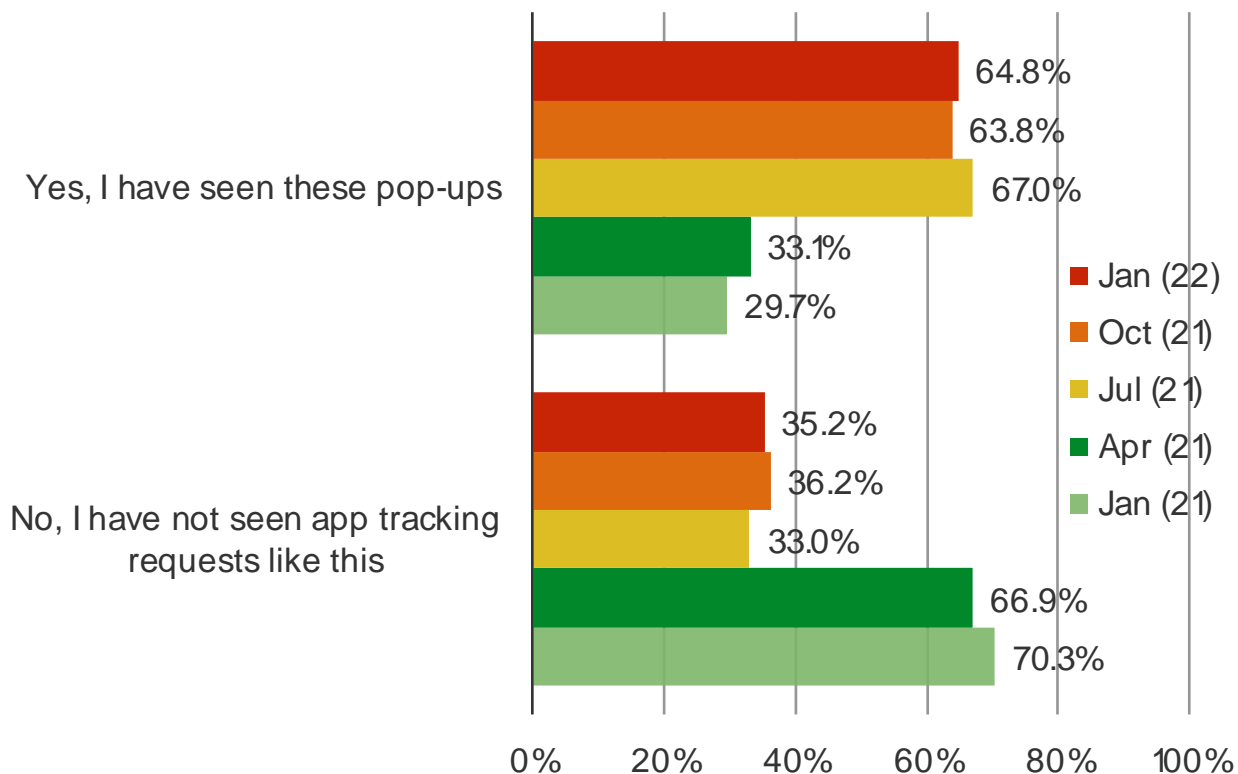
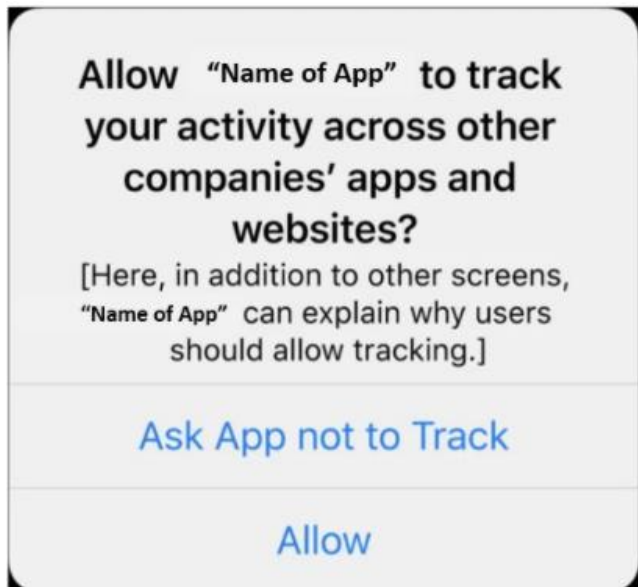
WHAT KIND OF SMARTPHONE DO YOU HAVE?

Posed to all respondents.



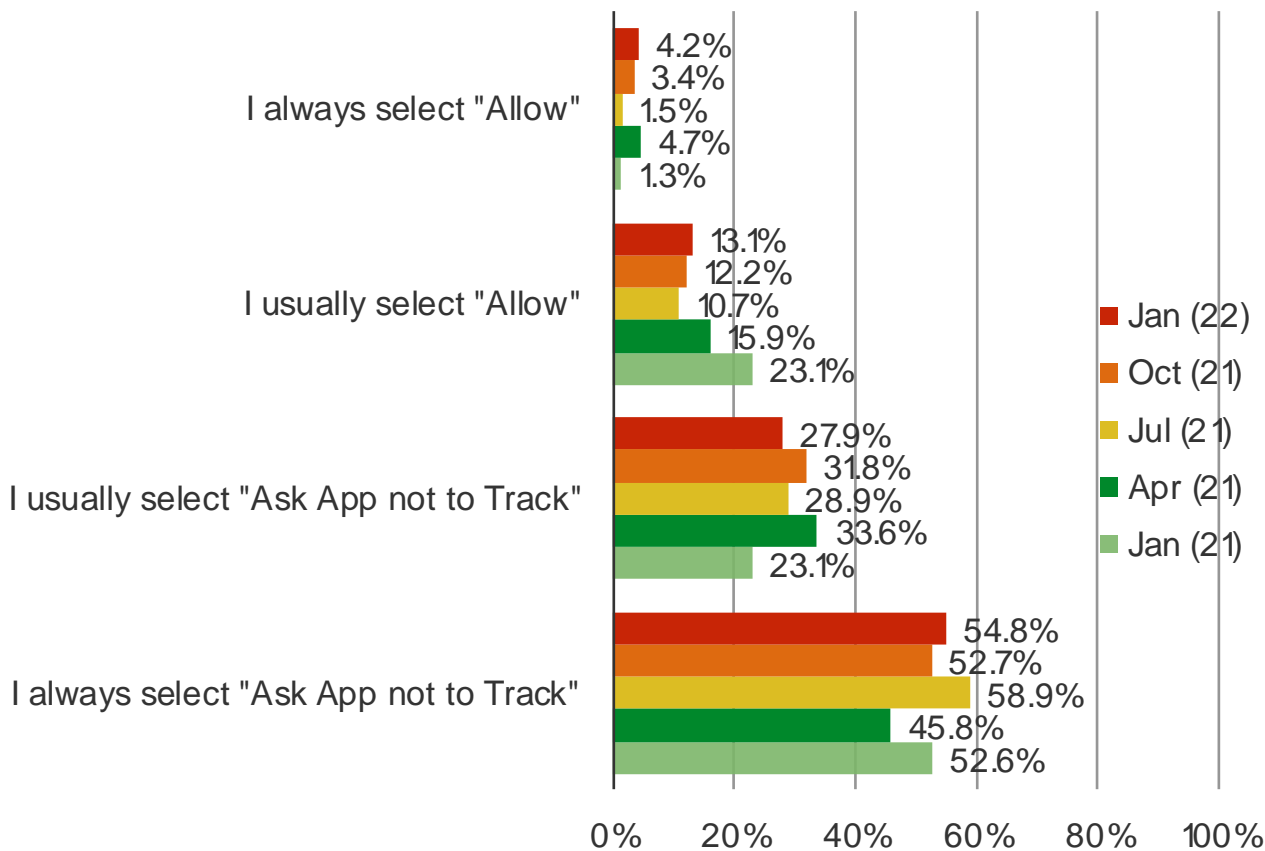
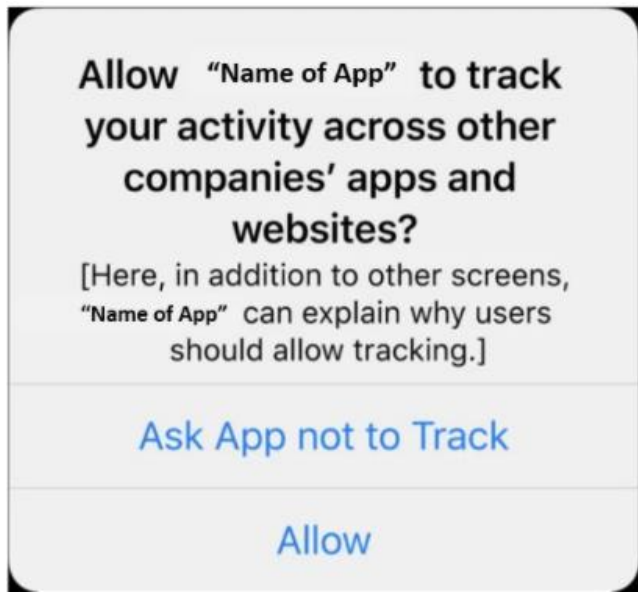
HAVE YOU SEEN NOTIFICATIONS LIKE THIS ON YOUR IPHONE?

Posed to iPhone owners.



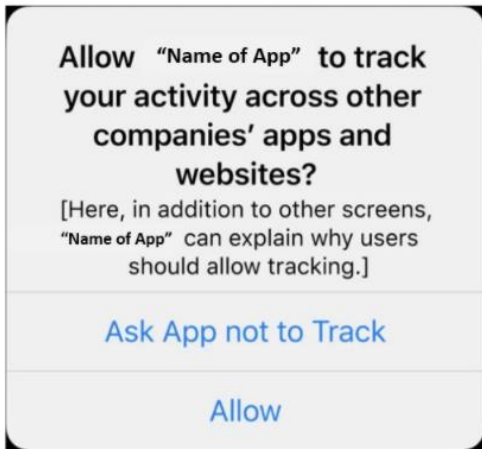
WHEN YOU HAVE GOTTEN THESE NOTIFICATIONS, WHAT DO YOU SELECT?

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

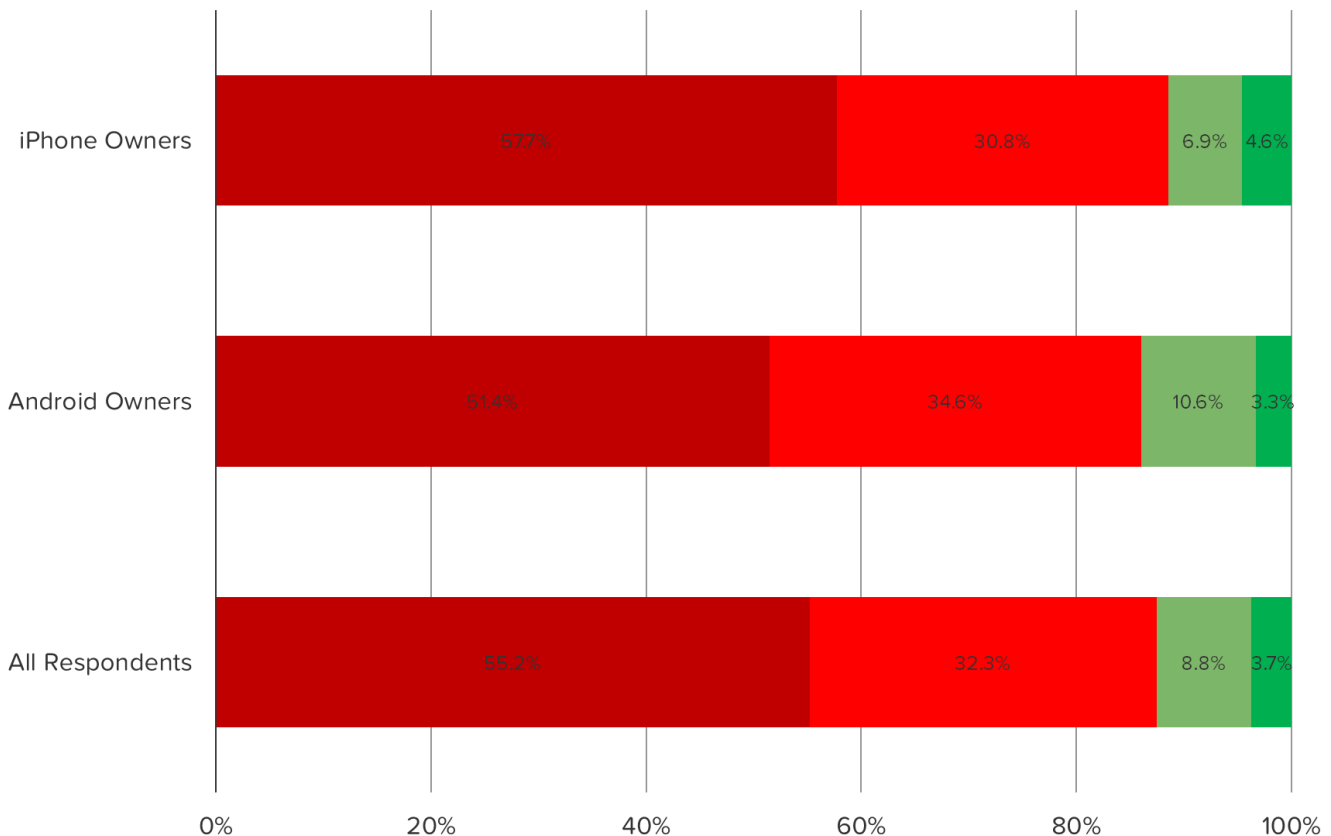


GOING FORWARD, IF YOU SEE THIS NOTIFICATION FOR APPS YOU USE, WHAT WILL YOU CHOOSE?

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

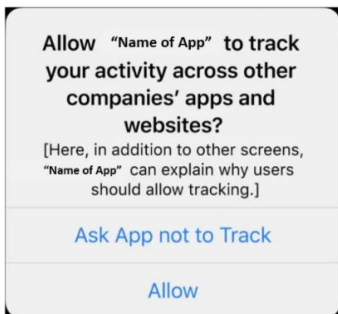


- I will always select "Ask App not to Track"
- I will more often select "Ask App not to Track"
- I will more often select "Allow"
- I will always select "Allow"

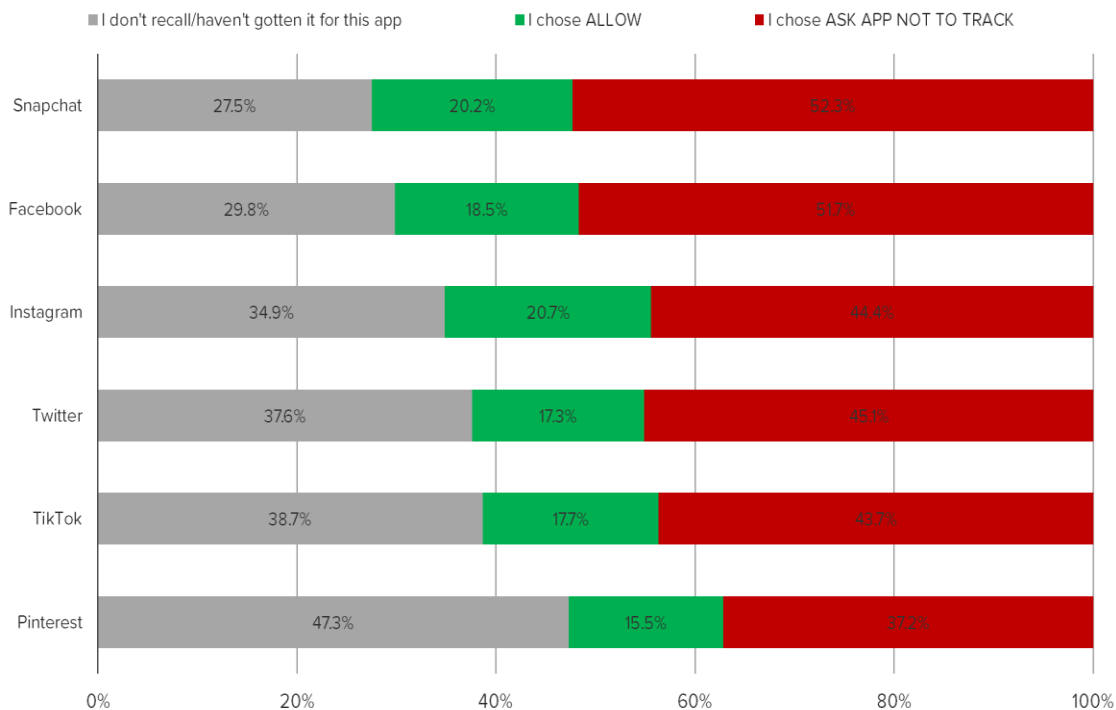


HAVE YOU GOTTEN NOTIFICATIONS FOR THE FOLLOWING, AND IF YES WHAT DID YOU CHOOSE?

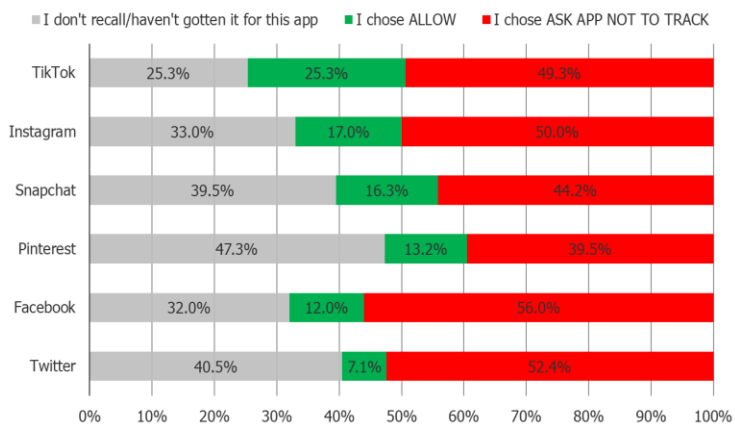
Posed to iPhone owners who use each of the following.



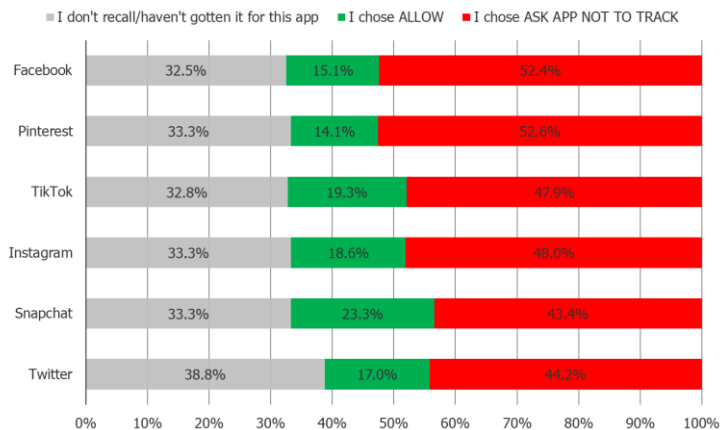
January 2022



July 2021

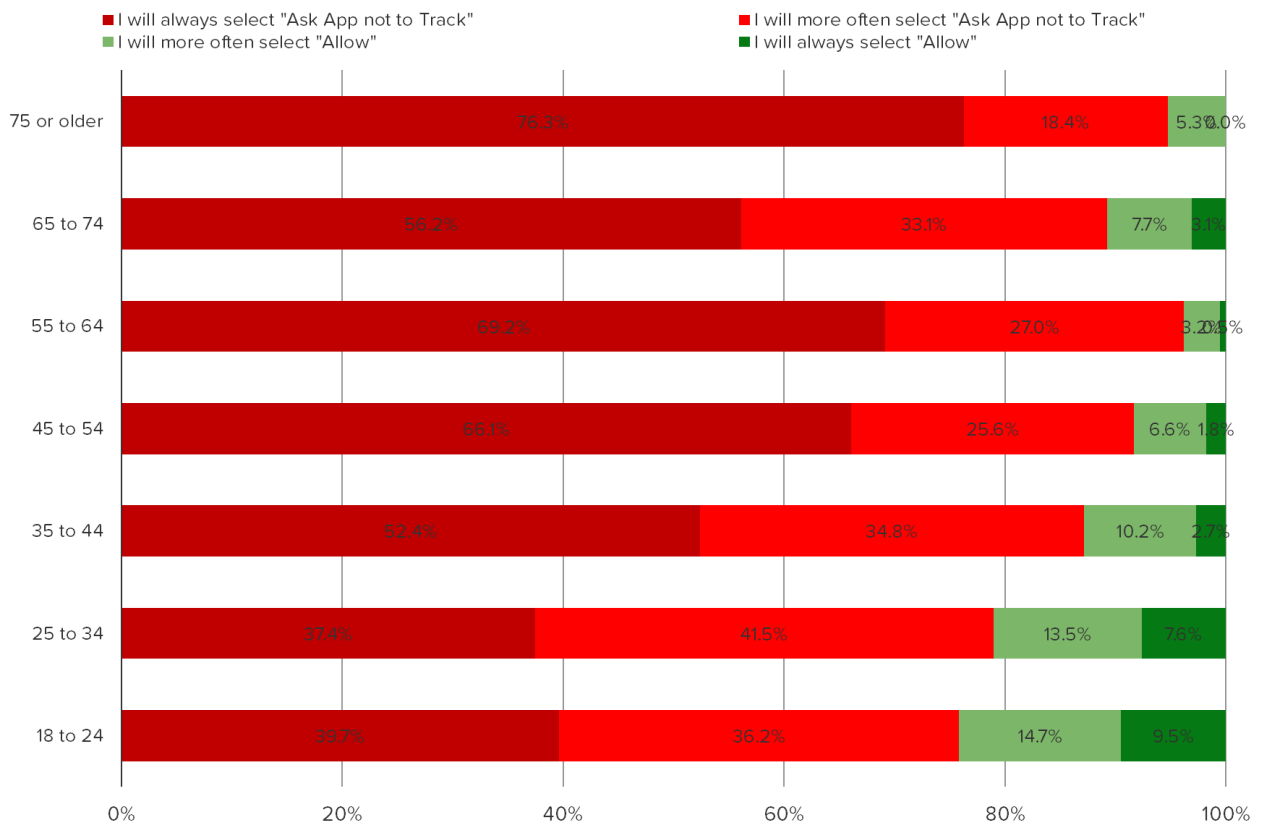
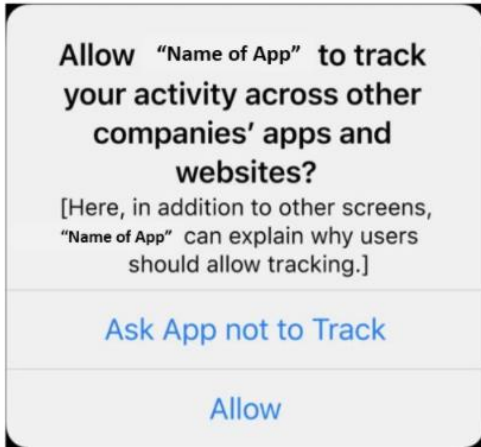


October 2021



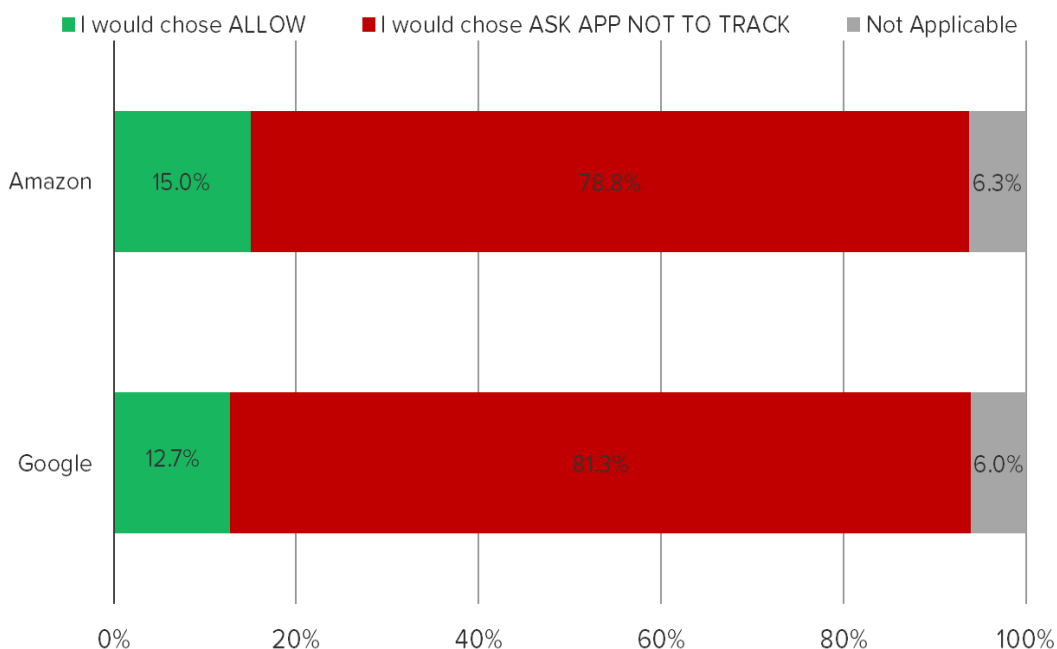
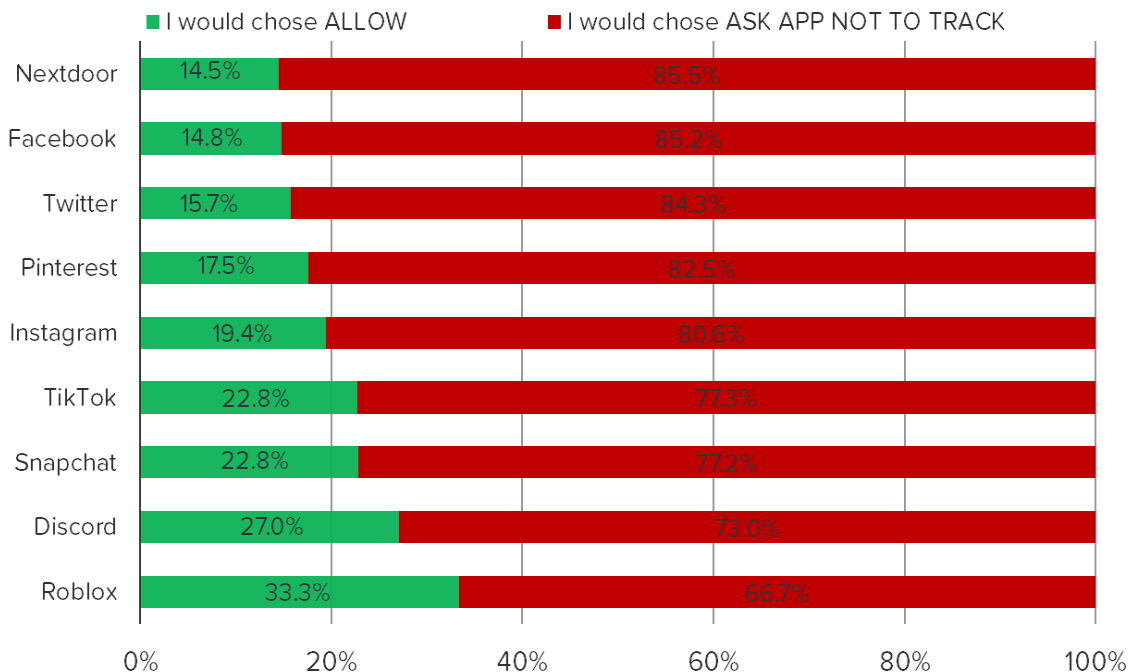
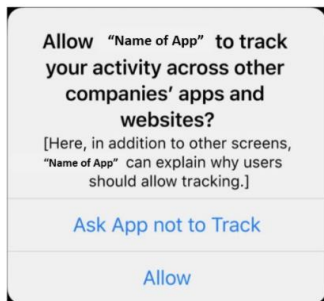
GOING FORWARD, IF YOU SEE THIS NOTIFICATION FOR APPS YOU USE, WHAT WILL YOU CHOOSE?

Posed to all respondents, cross-tabbed by age.



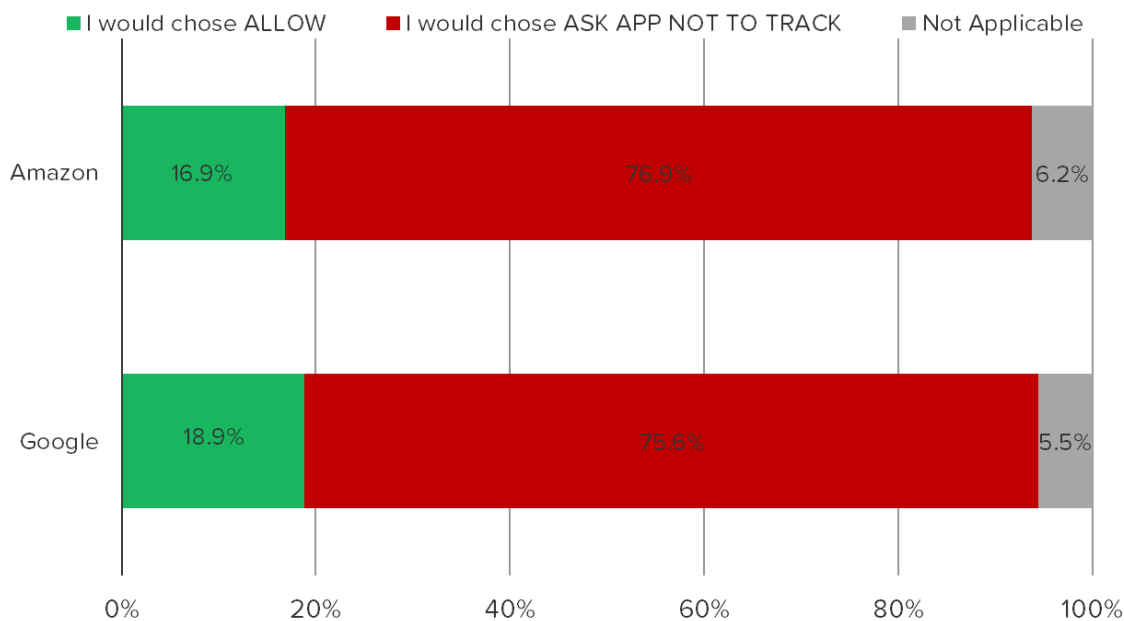
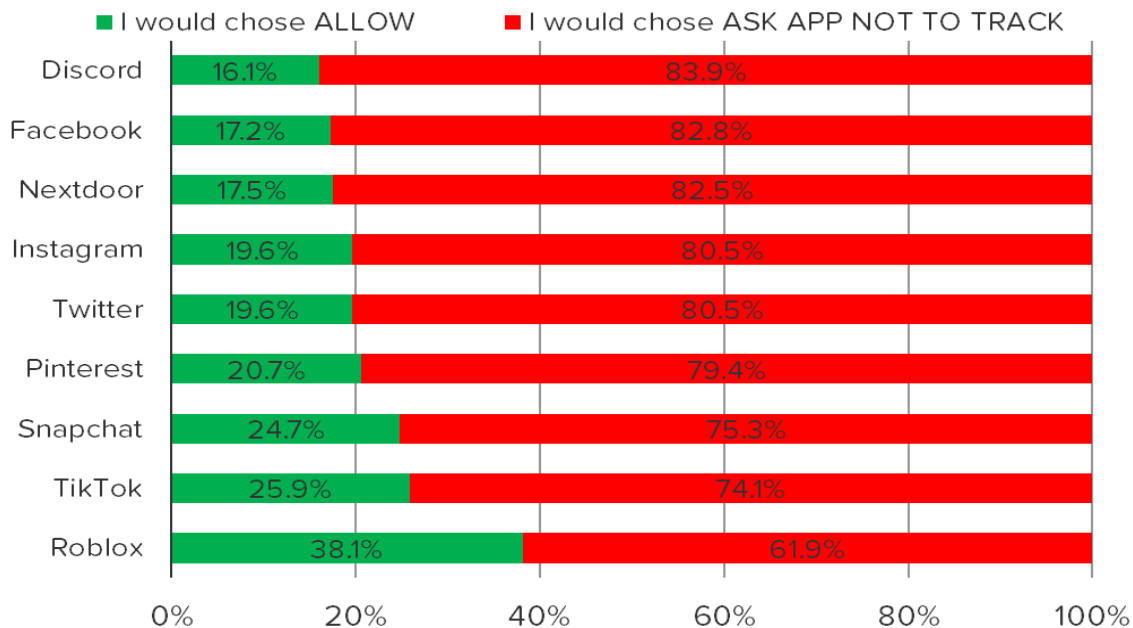
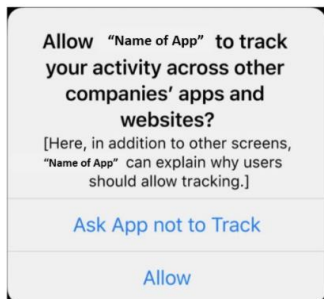
IF YOU GOT THE ABOVE PICTURED NOTIFICATION FOR THE FOLLOWING TODAY, WHAT WOULD YOU CHOOSE?

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.

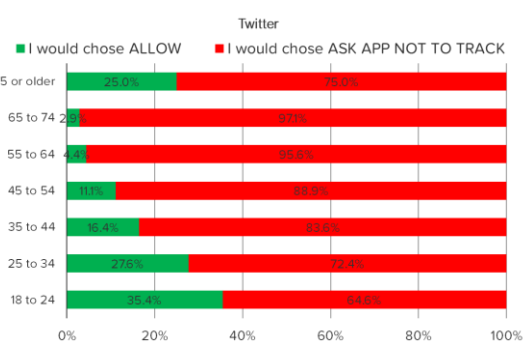
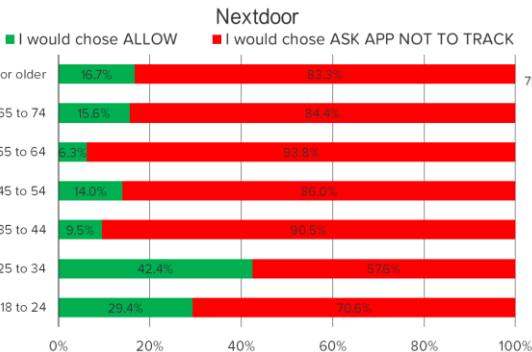
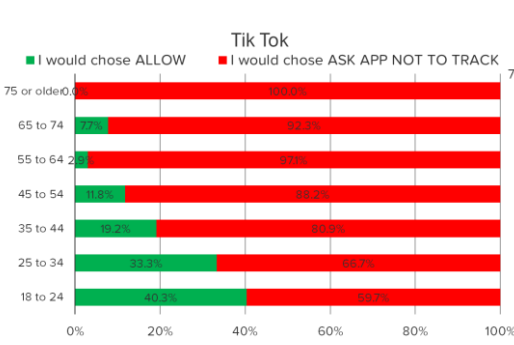
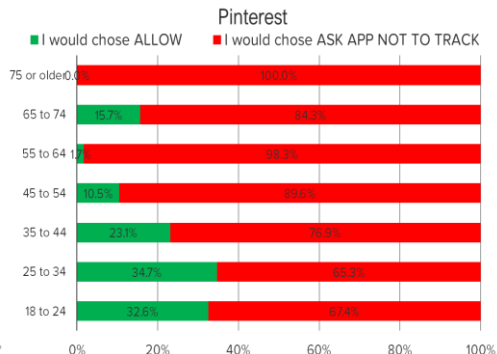
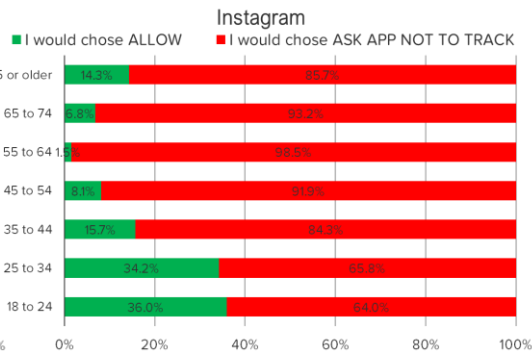
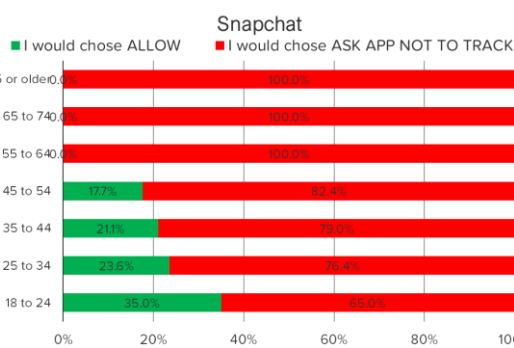
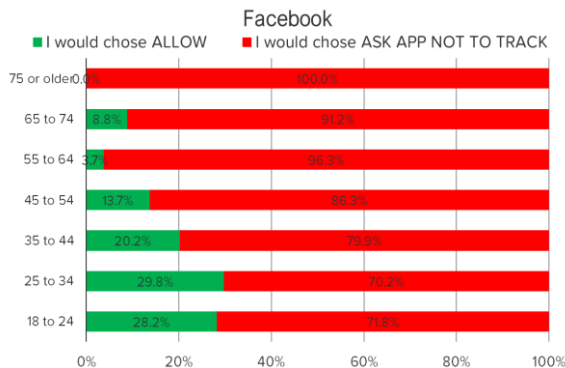
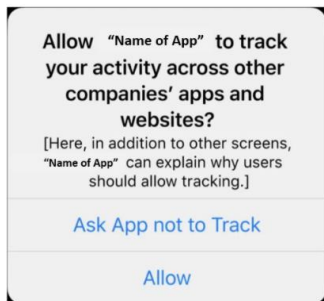


Social Media Account Holders And Engagement – A Consumer View

Audience: 1,000 US Consumers
Date: January 2022

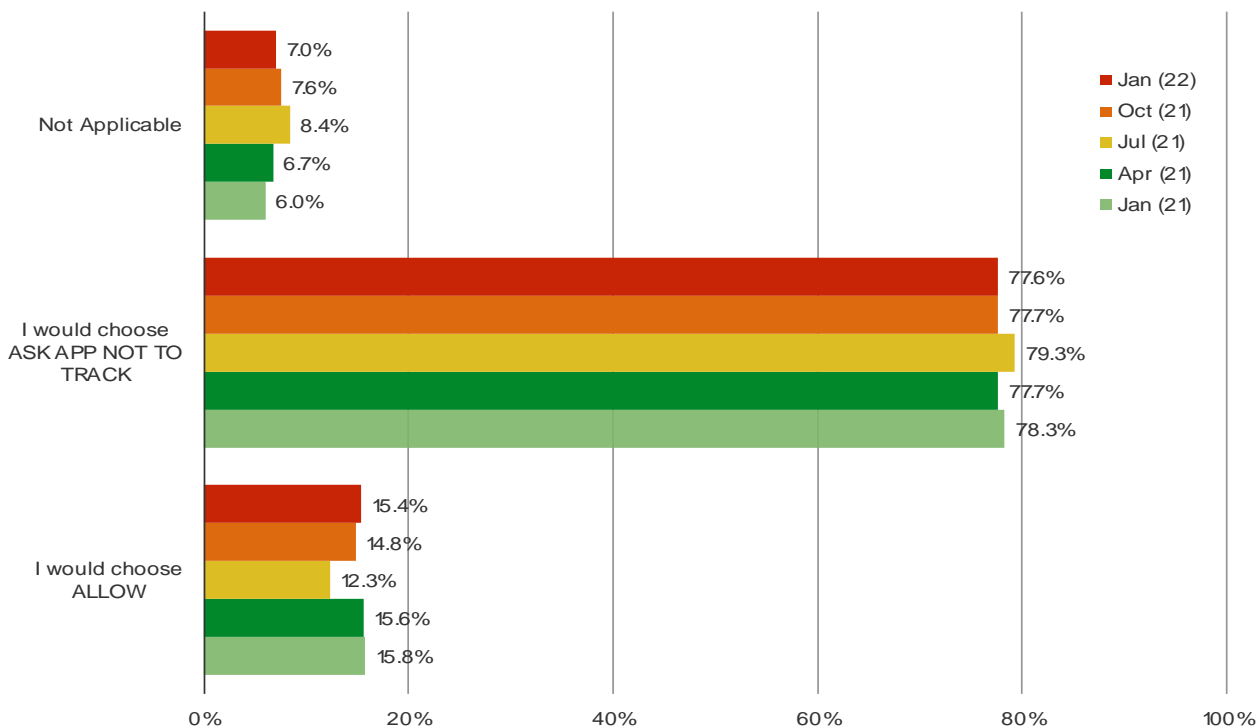
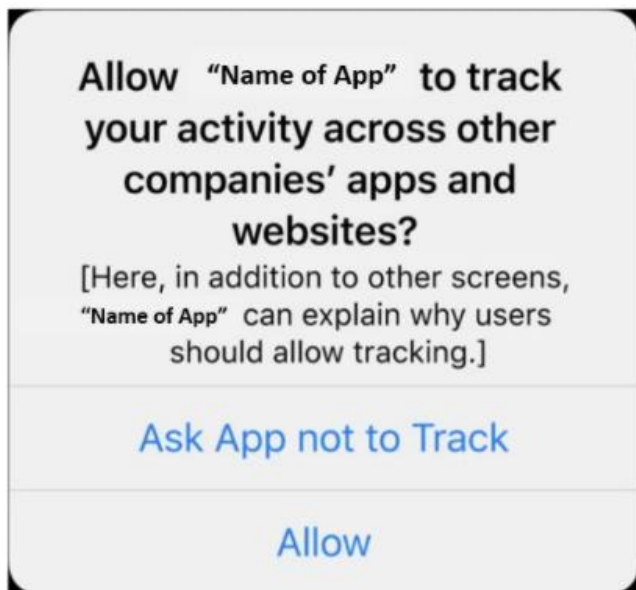
IF YOU GOT THE ABOVE PICTURED NOTIFICATION FOR THE FOLLOWING TODAY, WHAT WOULD YOU CHOOSE?

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



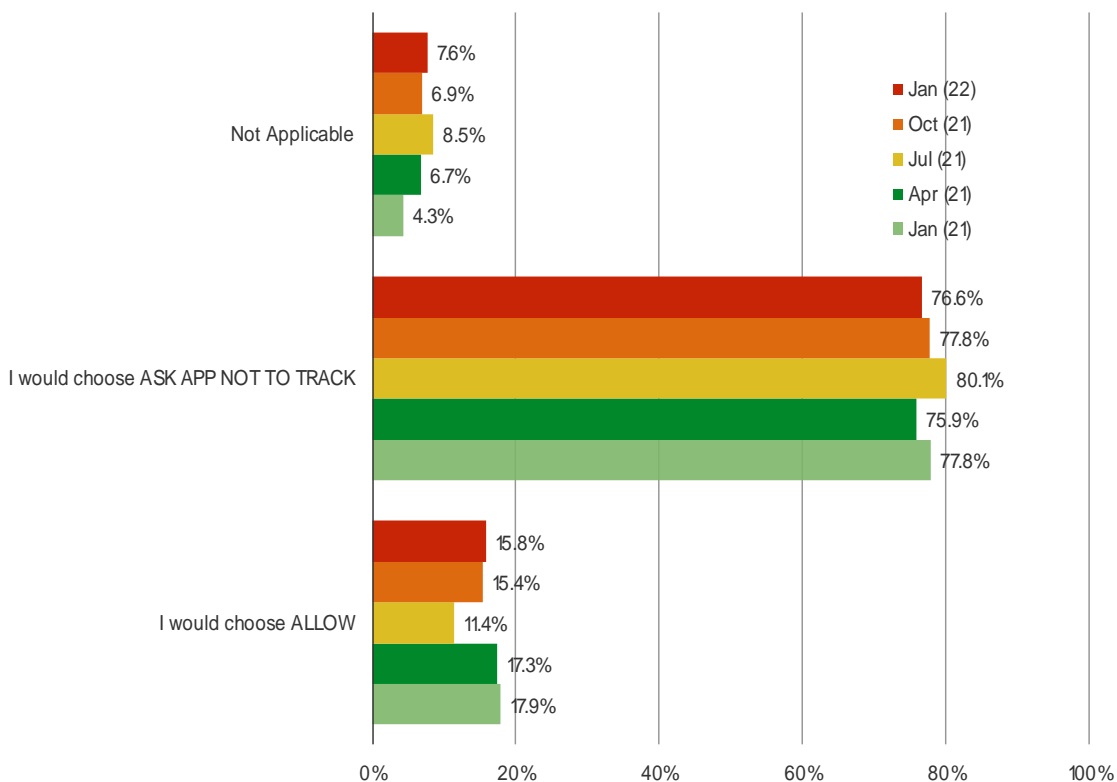
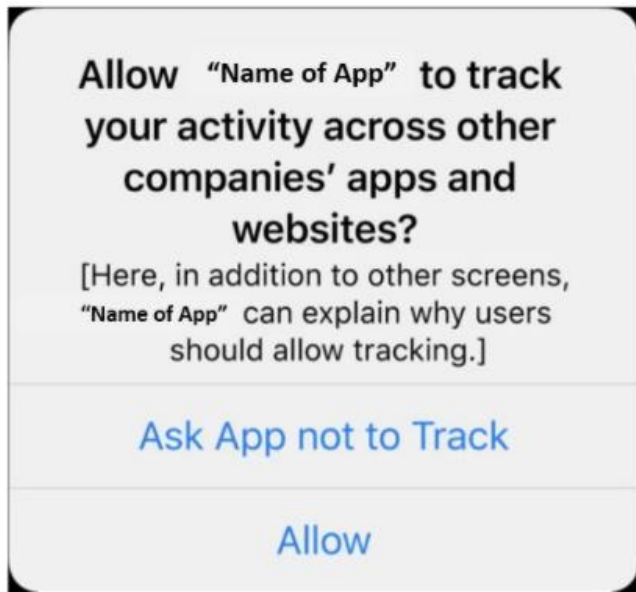
IF YOU GOT THE ABOVE NOTIFICATION FOR ANY GOOGLE RELATED APPS, INCLUDING GMAIL, WHAT WOULD YOU CHOOSE?

Posed to all respondents.



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

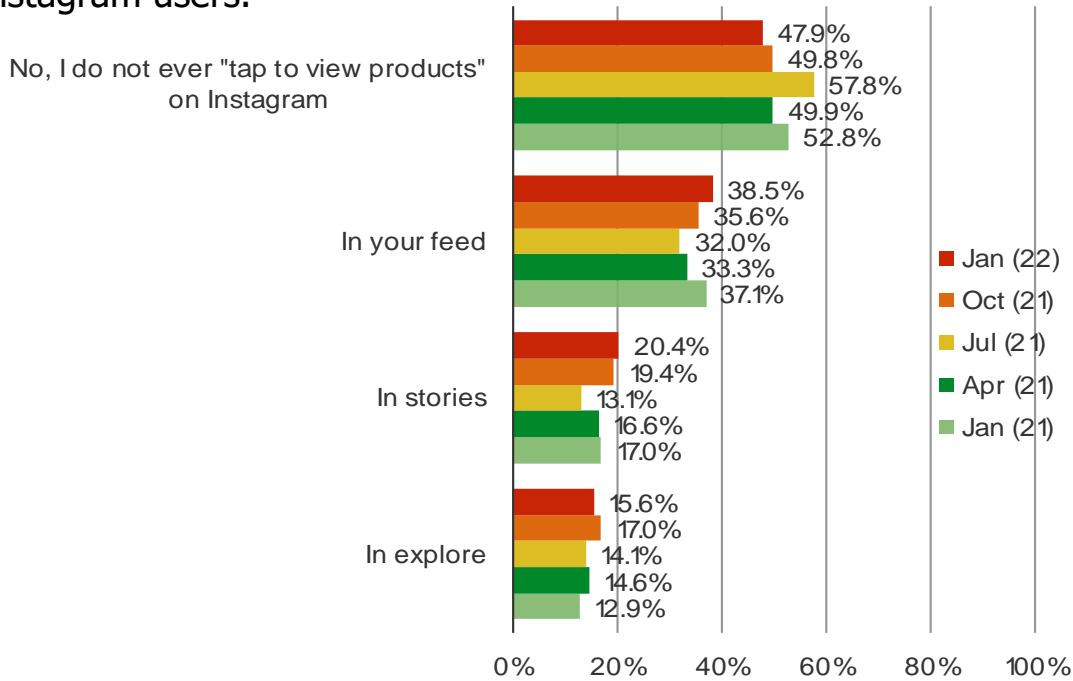
Posed to all respondents.



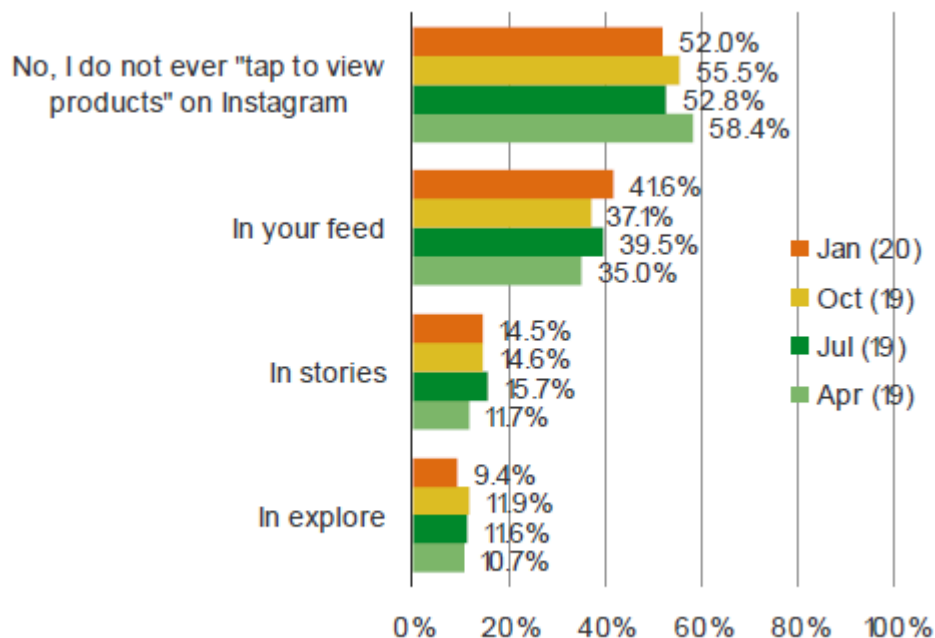
SOCIAL COMMERCE

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

Posed to Instagram users.

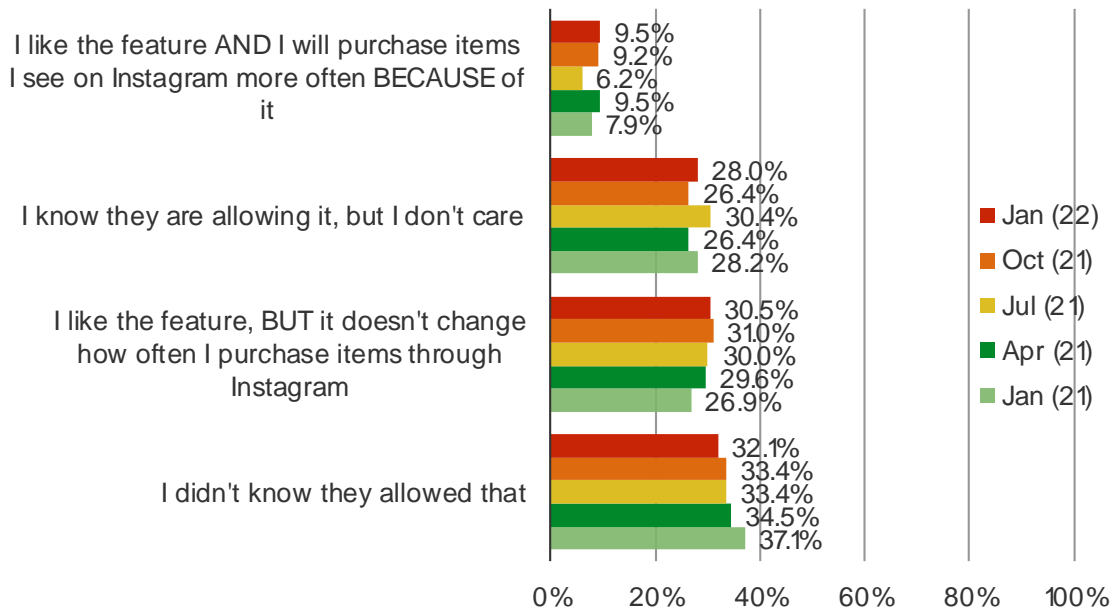


Historical data comparison.

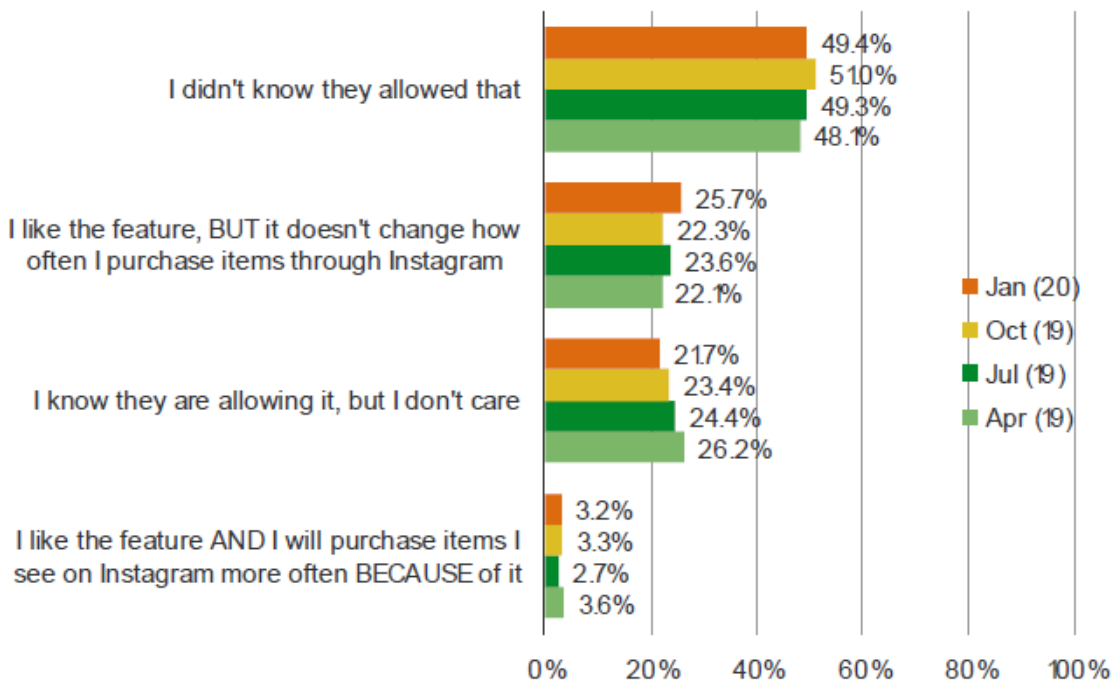


WHAT IS YOUR OPINION OF INSTAGRAM ALLOWING YOU TO BUY PRODUCTS YOU SEE IN POSTS WITHOUT ACTUALLY HAVING TO LEAVE THE APP?

Posed to Instagram users.

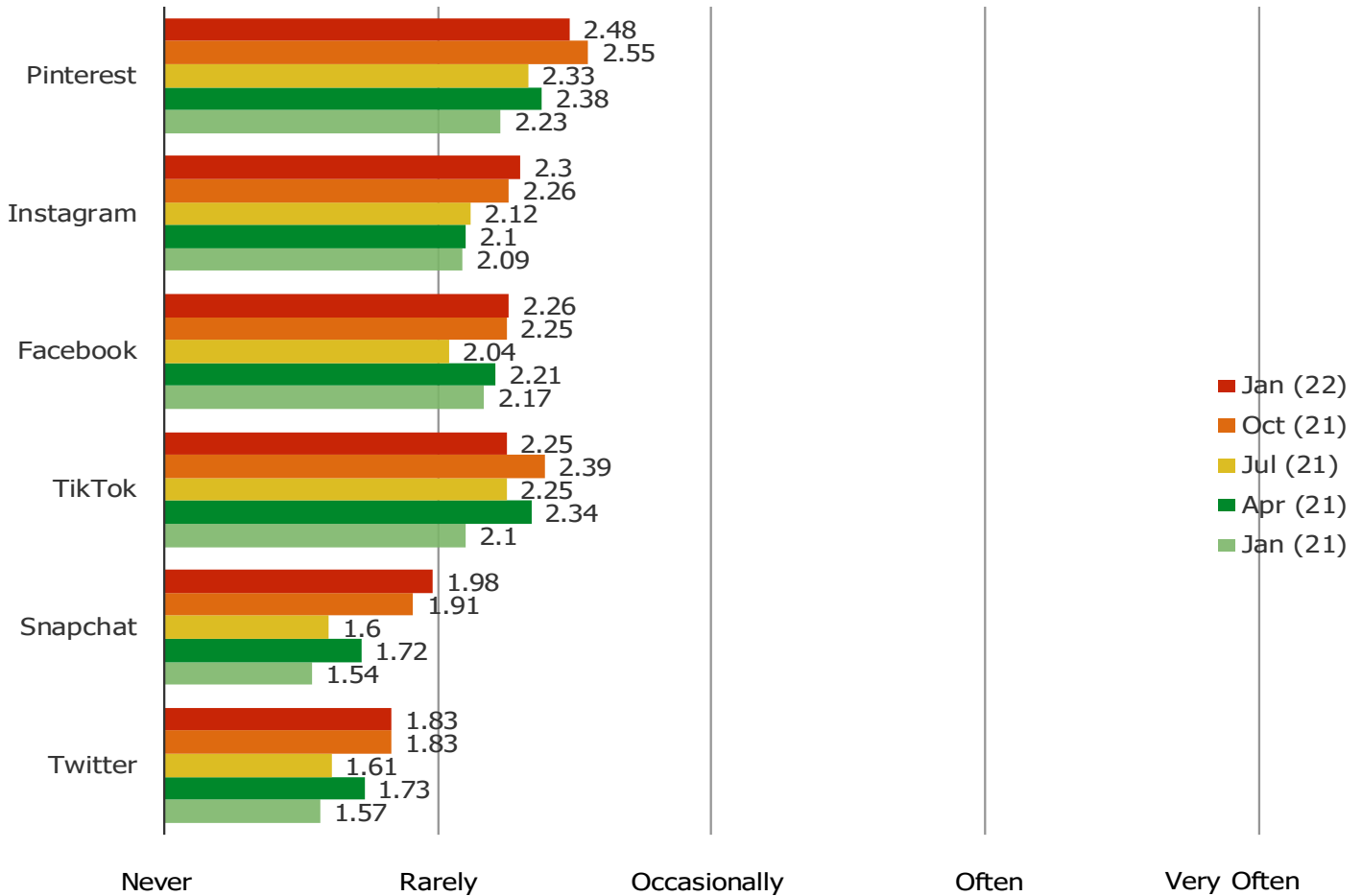


Historical data comparison.



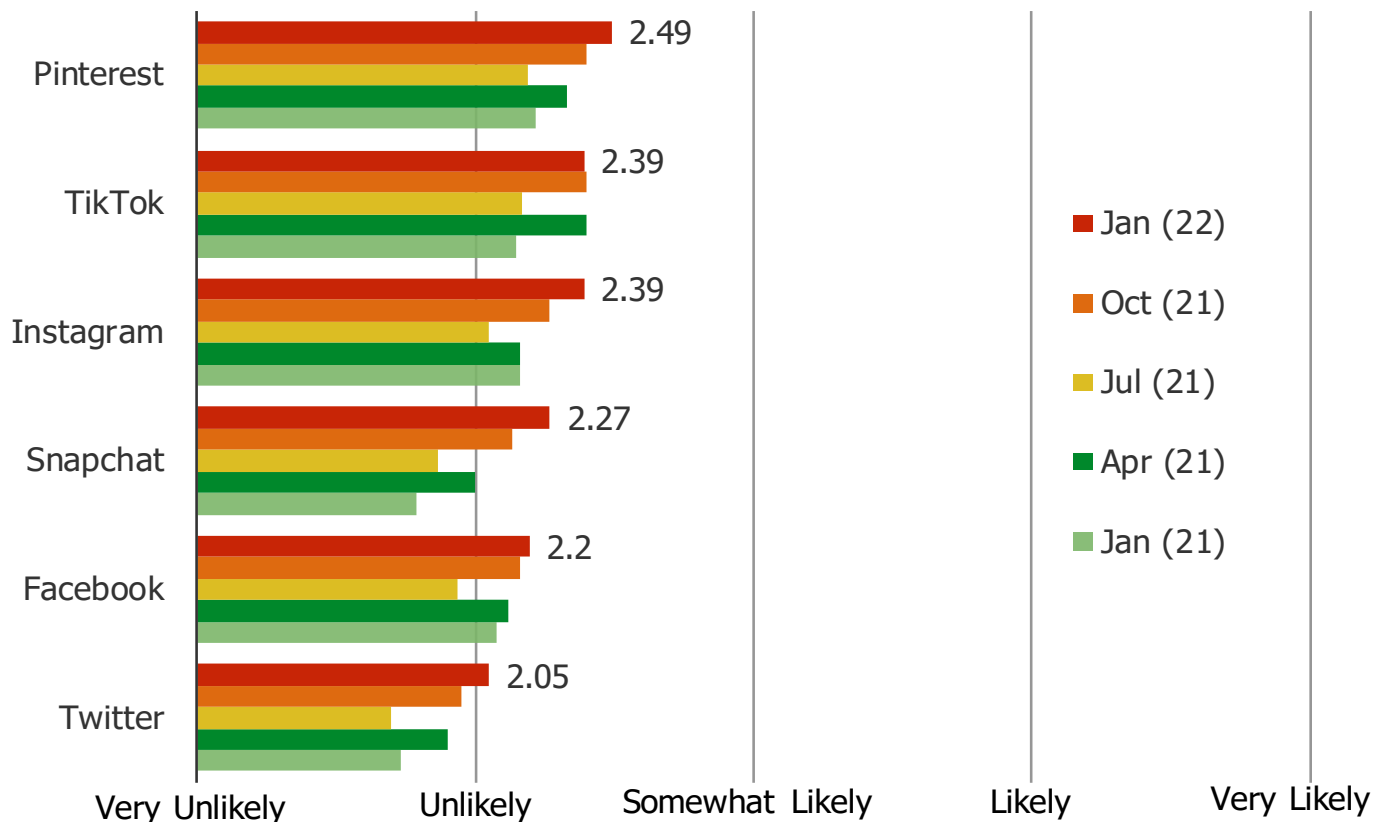
HOW OFTEN DO YOU DISCOVER PRODUCTS TO BUY ON THE FOLLOWING:

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



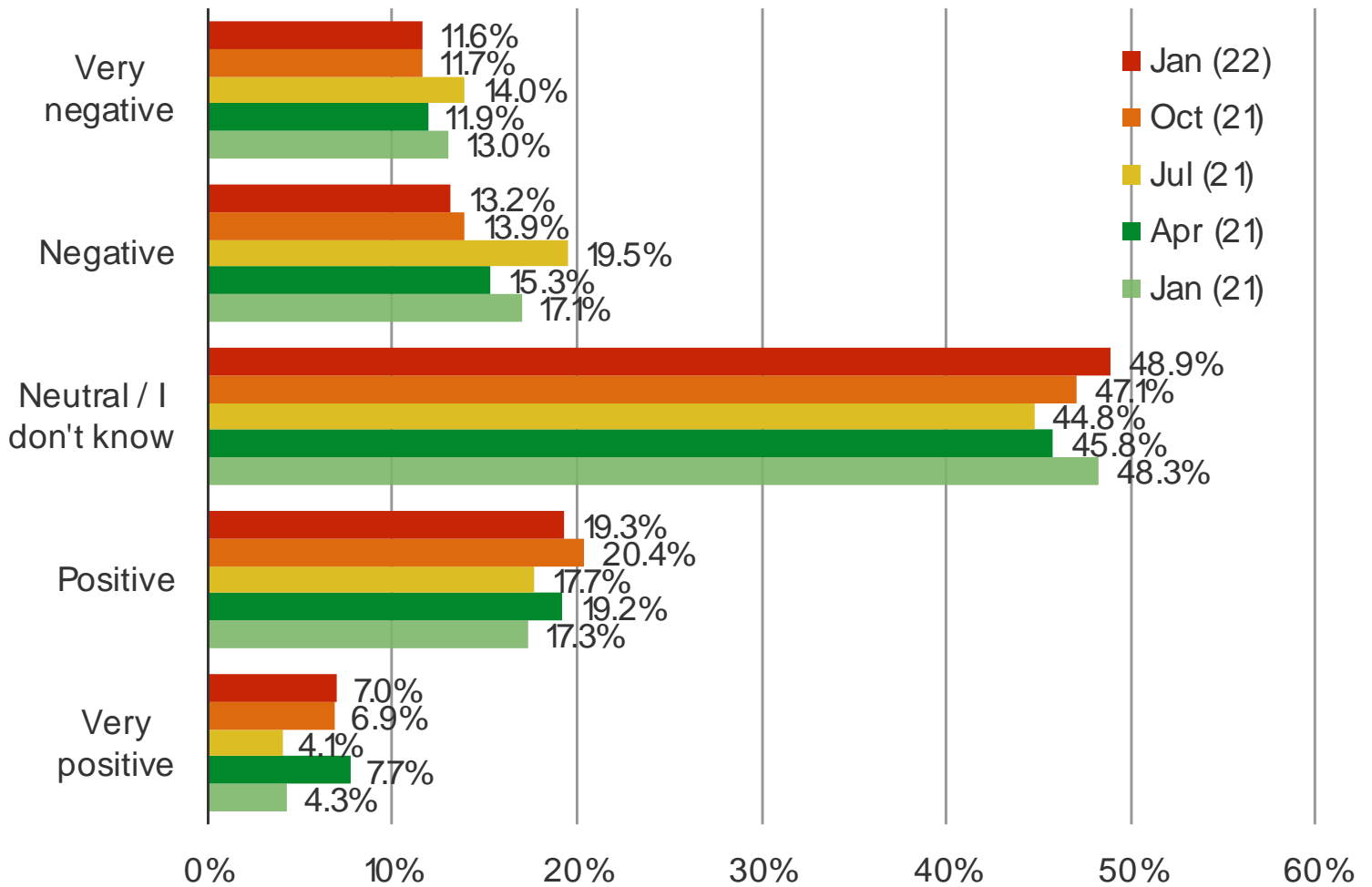
HOW LIKELY WOULD YOU BE TO BUY PRODUCTS FROM COMPANIES OR BRANDS ON SOCIAL MEDIA PLATFORMS (IE, CHECKING OUT WHILE STILL ON THE SOCIAL MEDIA PLATFORM, THROUGH THE SOCIAL MEDIA PLATFORM)

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.

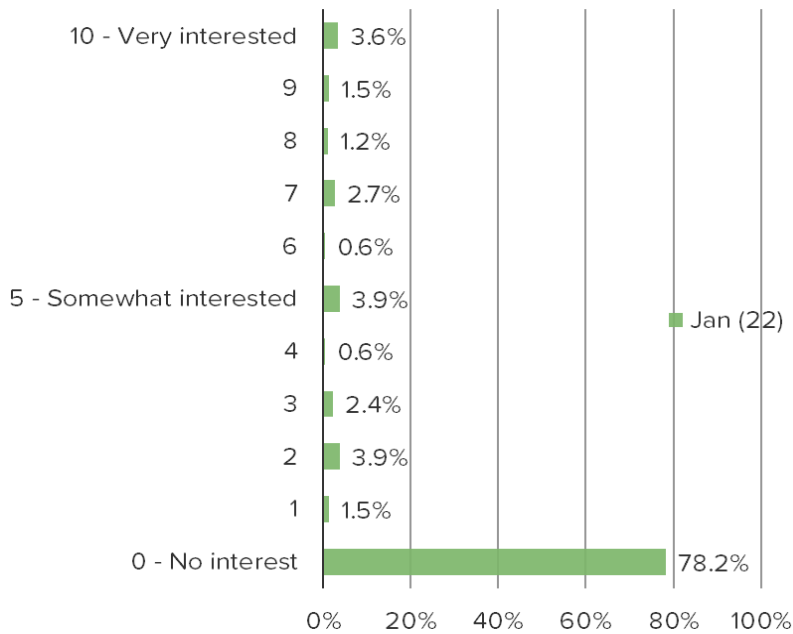


TWITTER DEEP DIVE

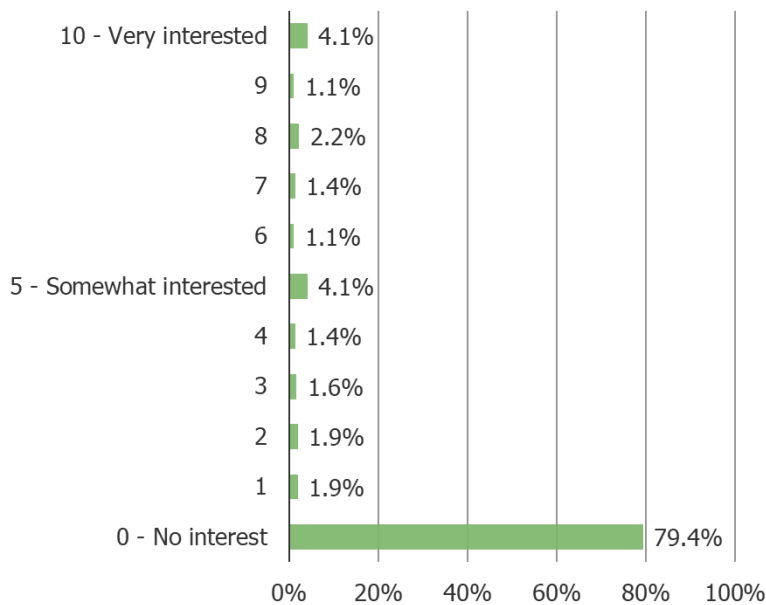
HOW MUCH INTEREST WOULD YOU HAVE IN PAYING FOR SUPER FOLLOWS ON TWITTER? WHEN YOU SUPER FOLLOW SOMEONE, YOU PAY TO SEE SUBSCRIBER ONLY CONTENT IN YOUR TIMELINE FROM THAT ACCOUNT. SUPER FOLLOWS MAY COST \$2.99 PER MONTH, \$4.99 PER MONTH, OR \$9.99 PER MONTH.

This question was posed to Twitter users.

January 2022

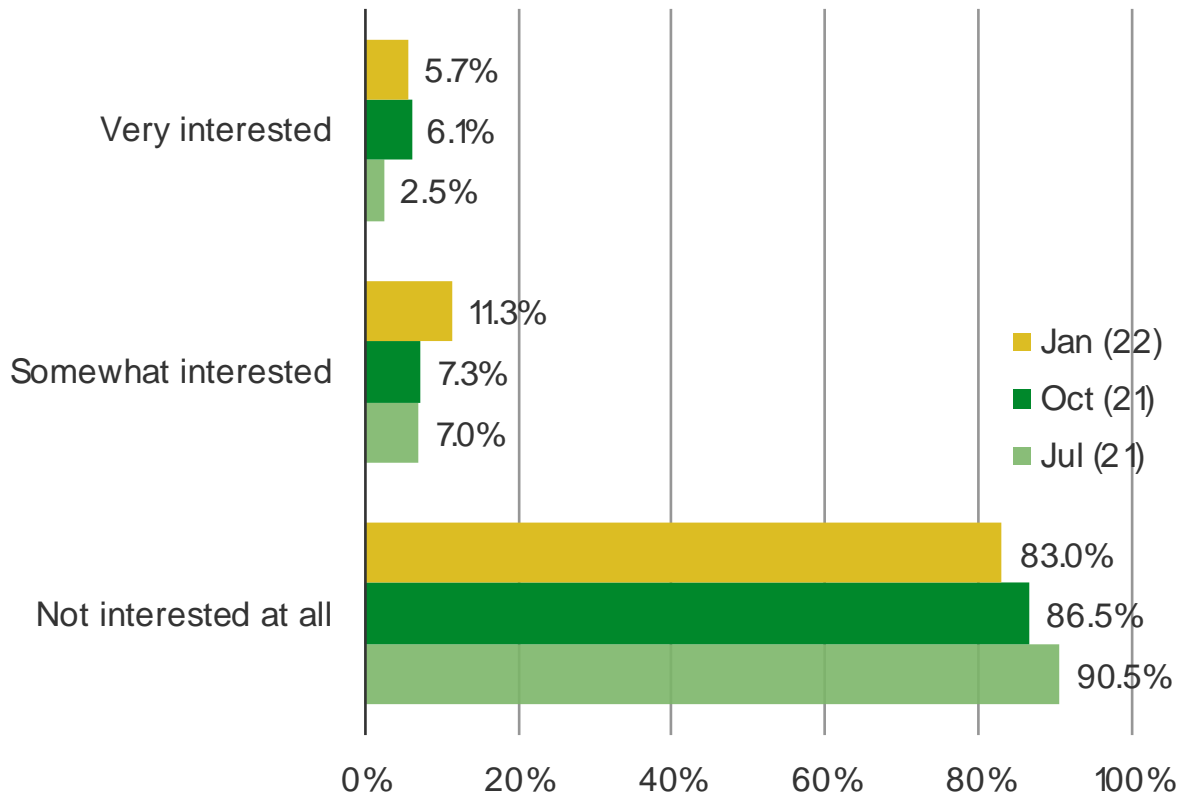


October 2021



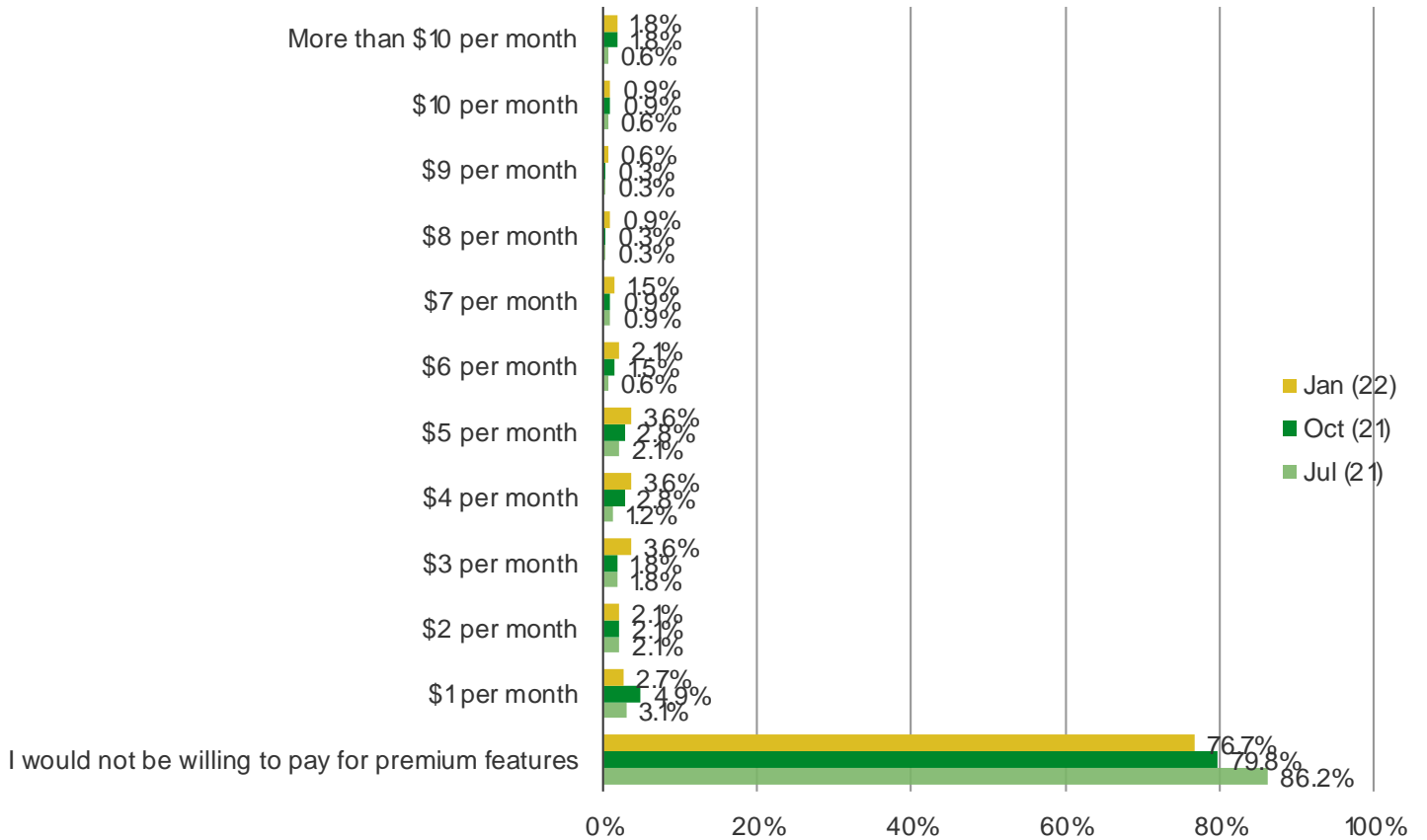
WOULD YOU BE INTERESTED IN PAYING A MONTHLY SUBSCRIPTION FOR ENHANCED FEATURES ON TWITTER?

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.

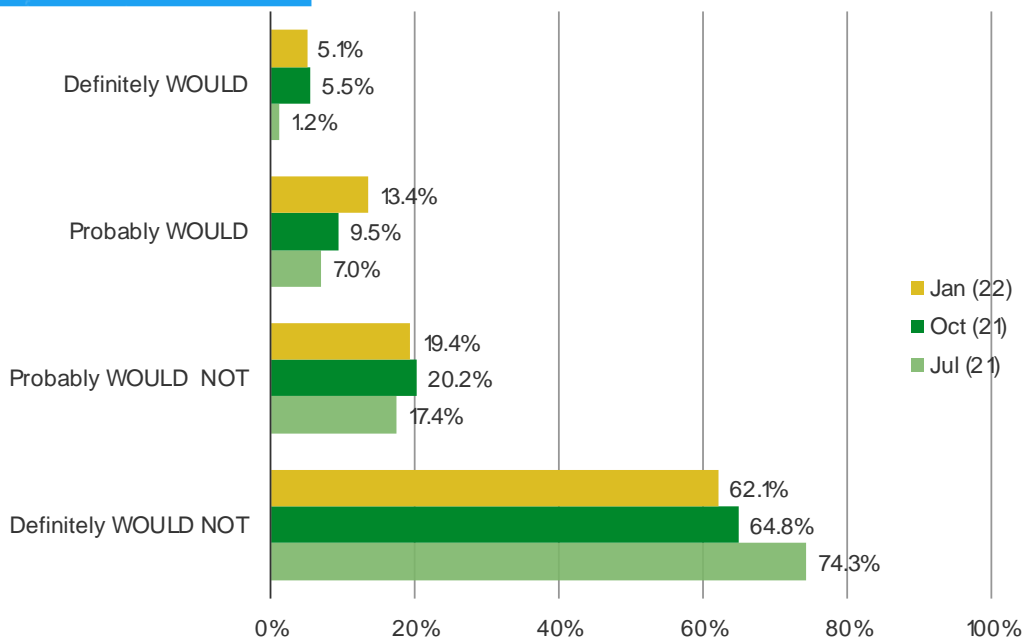
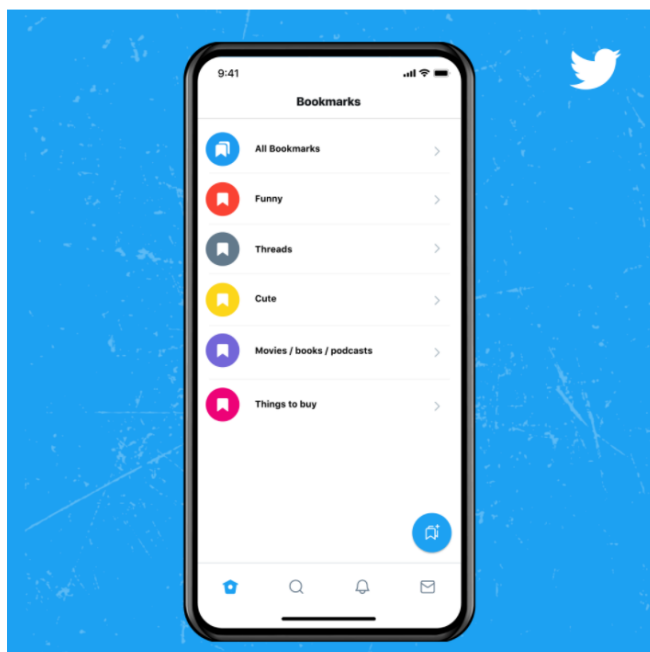


IN YOUR OPINION, WOULD THIS FEATURE BE WORTH PAYING FOR ON TWITTER?

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.

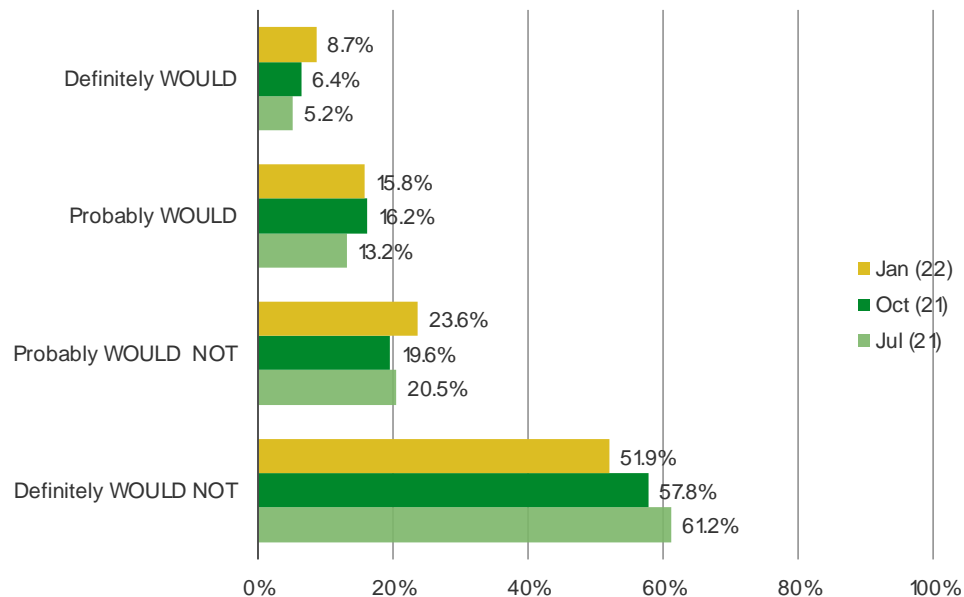


IN YOUR OPINION, WOULD THIS FEATURE BE WORTH PAYING FOR ON TWITTER?

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.

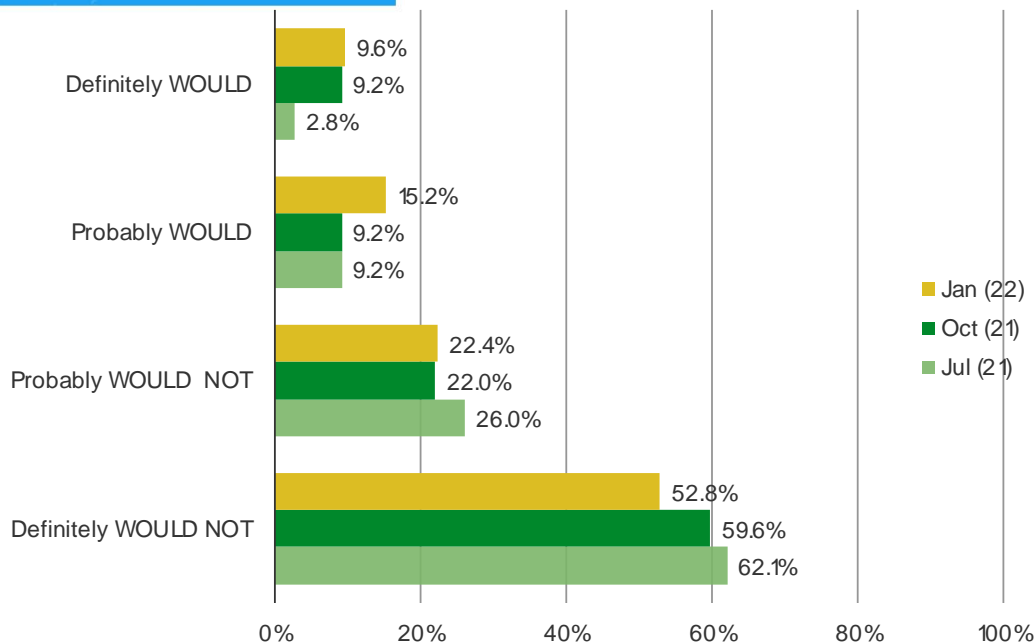


IN YOUR OPINION, WOULD THIS FEATURE BE WORTH PAYING FOR ON TWITTER?

Posed to Twitter users.

Reader Mode

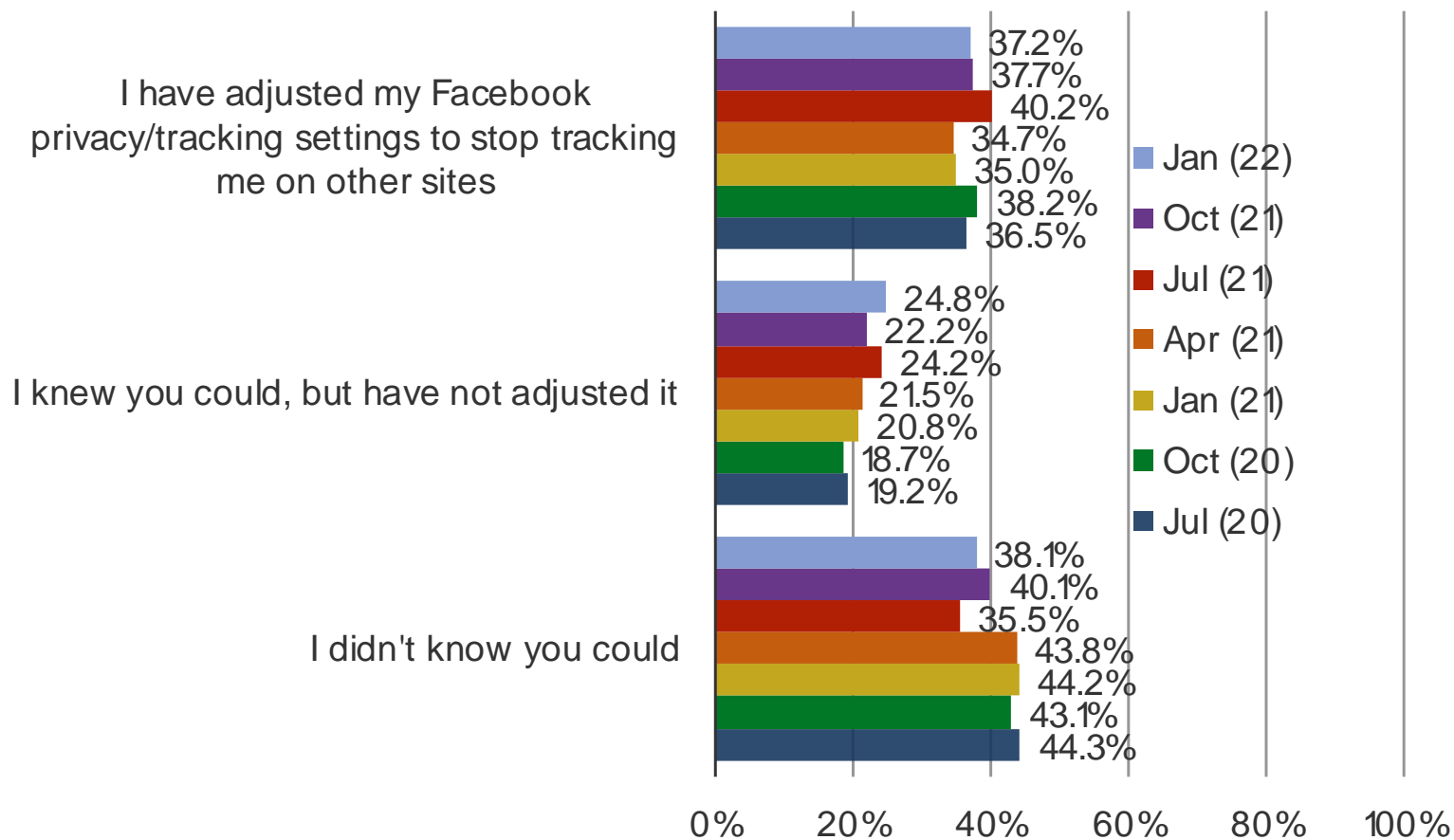
Reader Mode: Reader Mode provides a more beautiful reading experience by getting rid of the noise. We are making it easier for you to keep up with long threads on Twitter by turning them into easy-to-read text so you can read all the latest content seamlessly.



FB DEEP DIVE

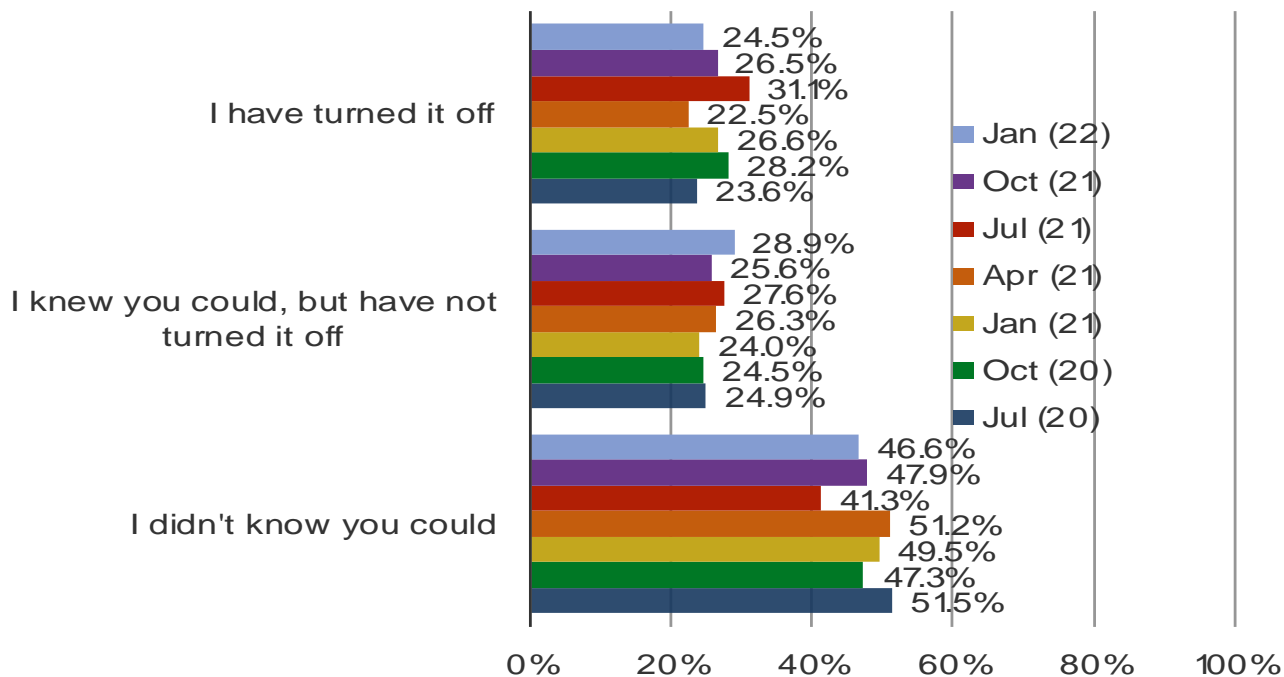
HAVE YOU ADJUSTED YOUR PRIVACY SETTINGS ON FACEBOOK TO PREVENT THEM FROM TRACKING YOUR ACTIVITY ON OTHER SITES (IE, "OFF FACEBOOK ACTIVITY")?

Posed to Facebook users.



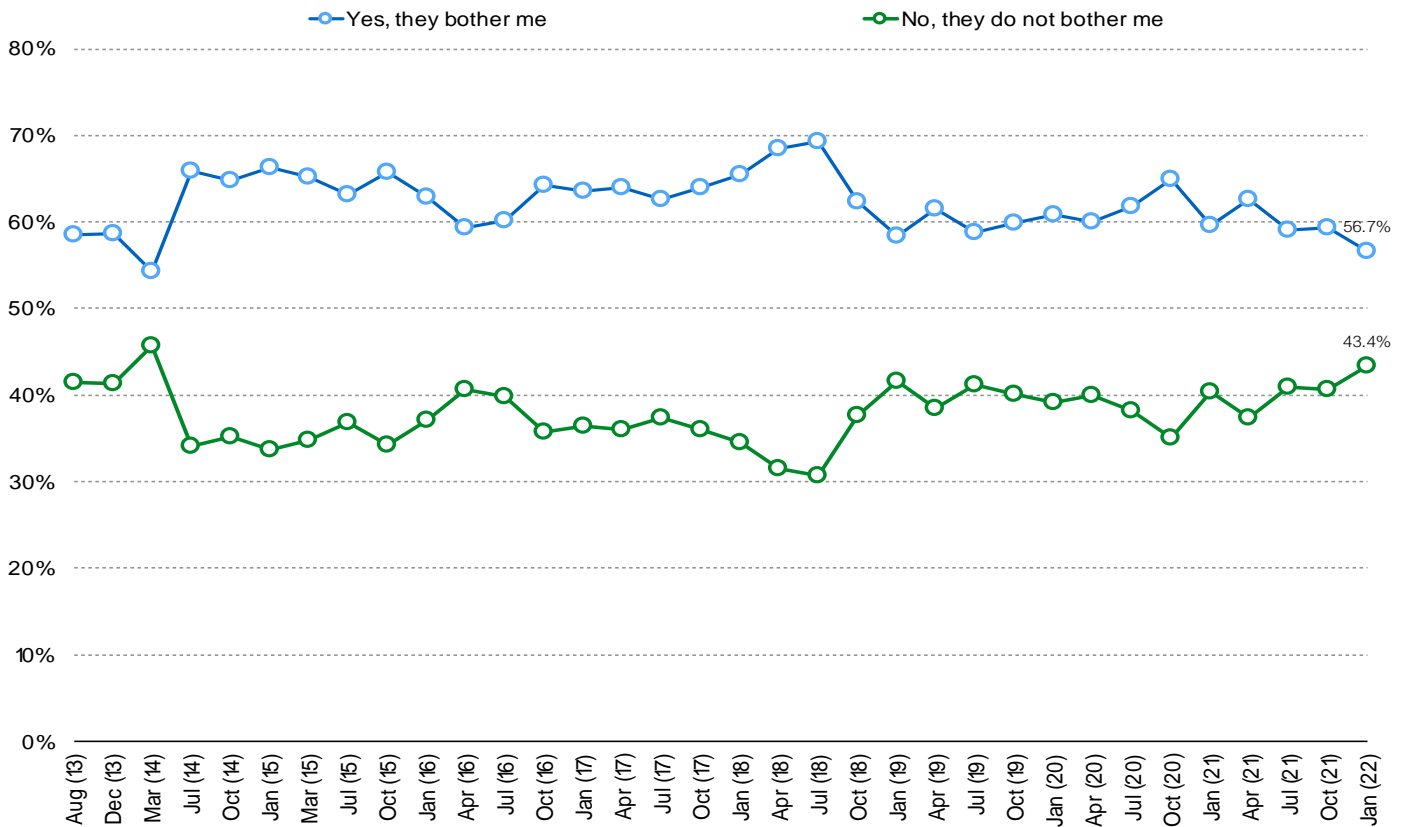
HAVE YOU GONE INTO AD CONTROLS TO TURN OFF “ADS BASED ON DATA FROM PARTNERS”?

Posed to Facebook users.



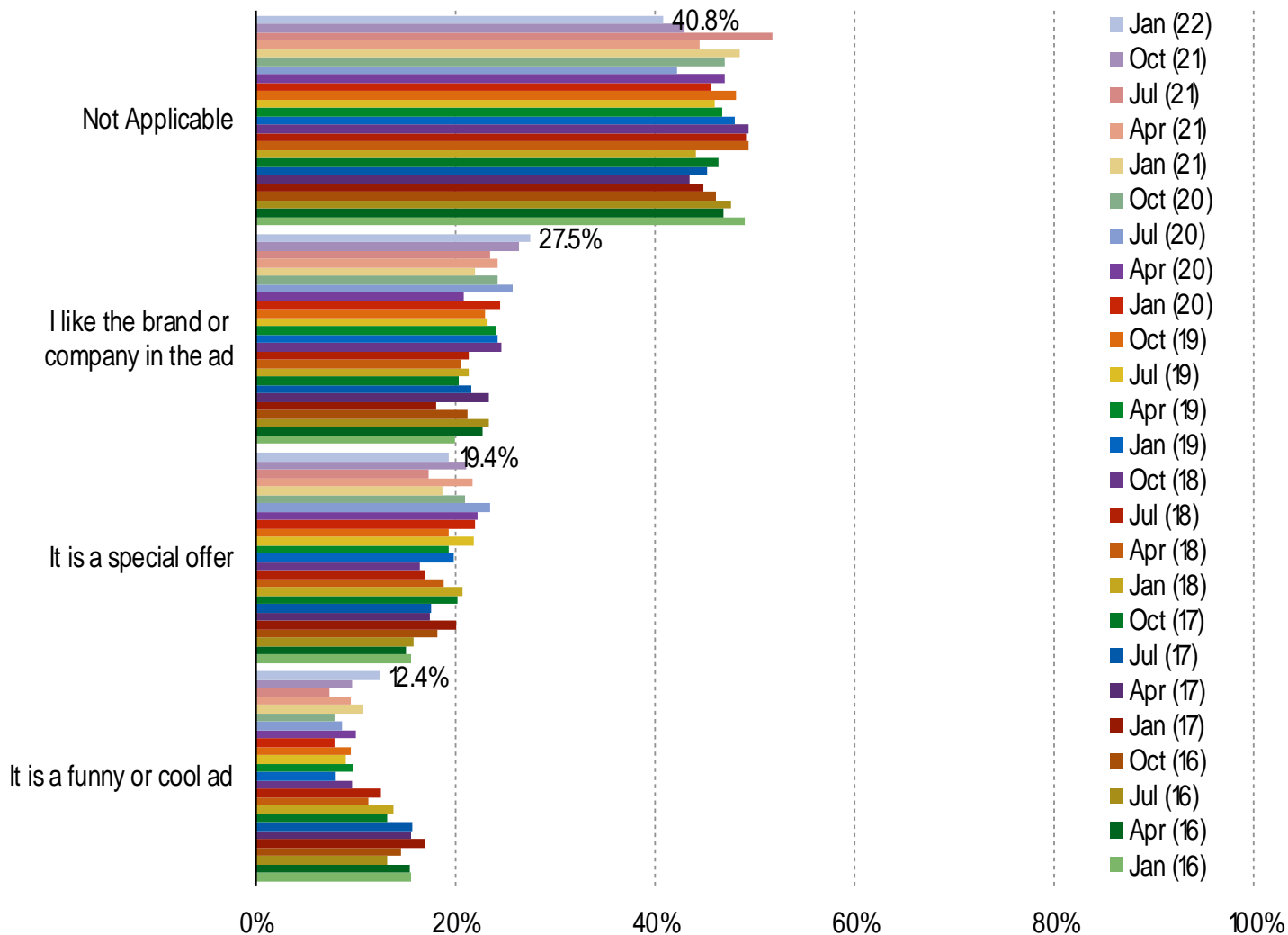
FACEBOOK ACCOUNT HOLDERS – DO ADS IN YOUR NEWSFEED BOTHER YOU? ARE THEY BECOMING MORE RELEVANT THAN THEY WERE IN THE PAST?

Posed to Facebook account holders.



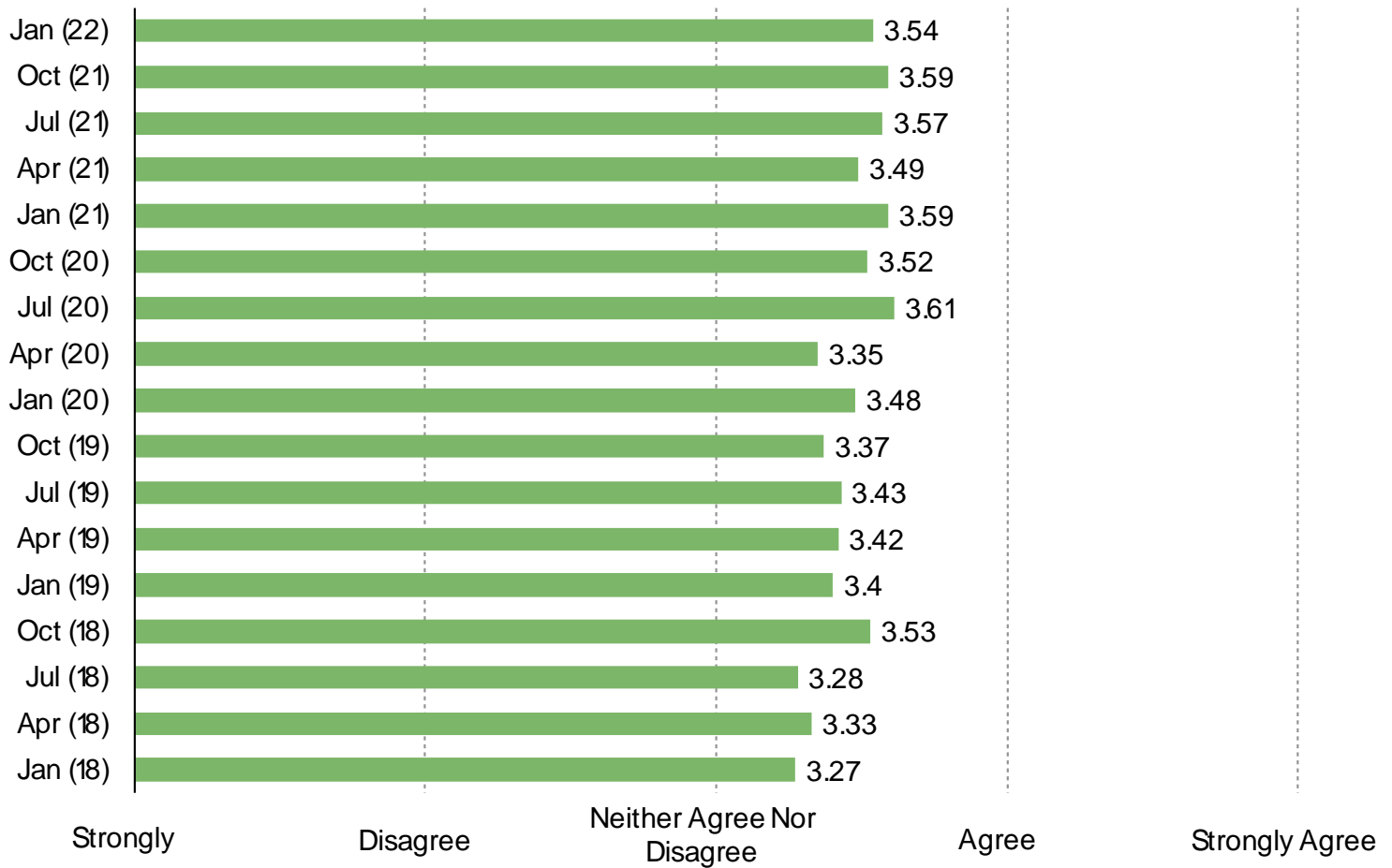
WHEN YOU CLICK ON AN ADVERTISEMENT WHILE ON FACEBOOK, WHAT IS USUALLY THE REASON FOR WHY YOU CLICKED ON THE ADVERTISEMENT?

Posed to Facebook account holders.



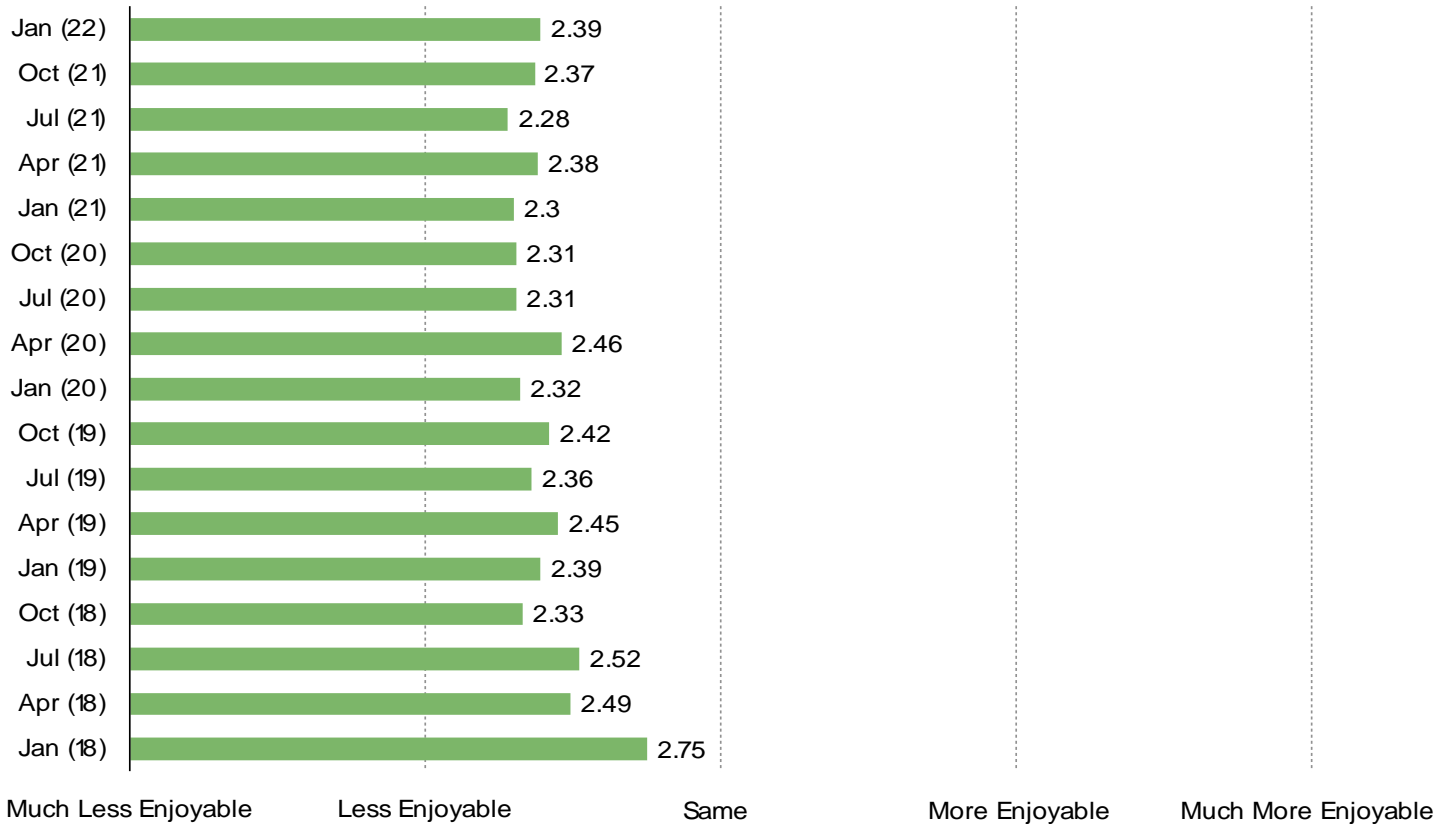
HOW MUCH DO YOU AGREE WITH THE FOLLOWING: "FACEBOOK HAS BECOME LESS SOCIAL OVER TIME."

Posed to Facebook users.



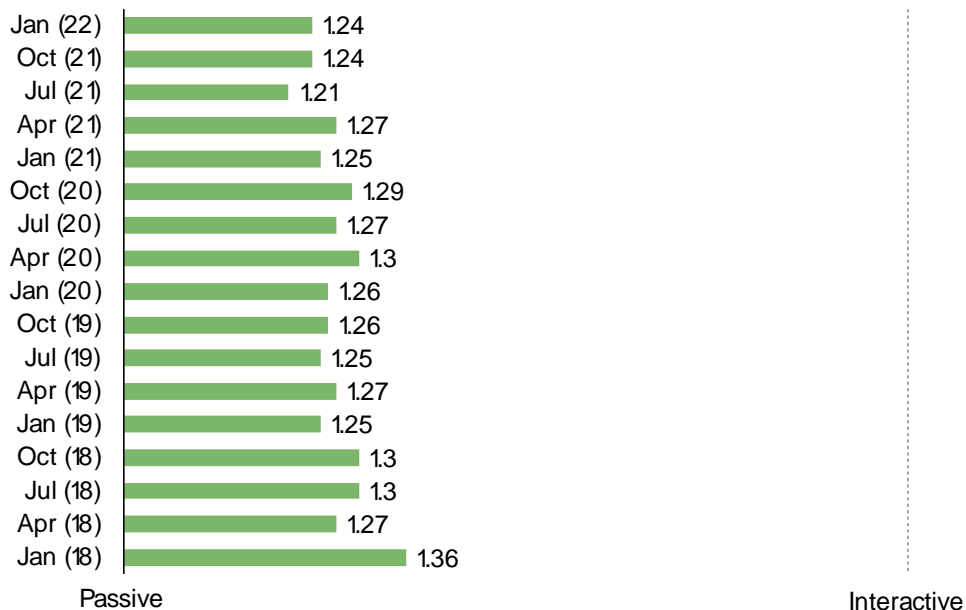
FACEBOOK USERS – IN GENERAL, WOULD YOU SAY FACEBOOK HAS GOTTEN MORE OR LESS ENJOYABLE OVER-TIME?

Posed to Facebook users.



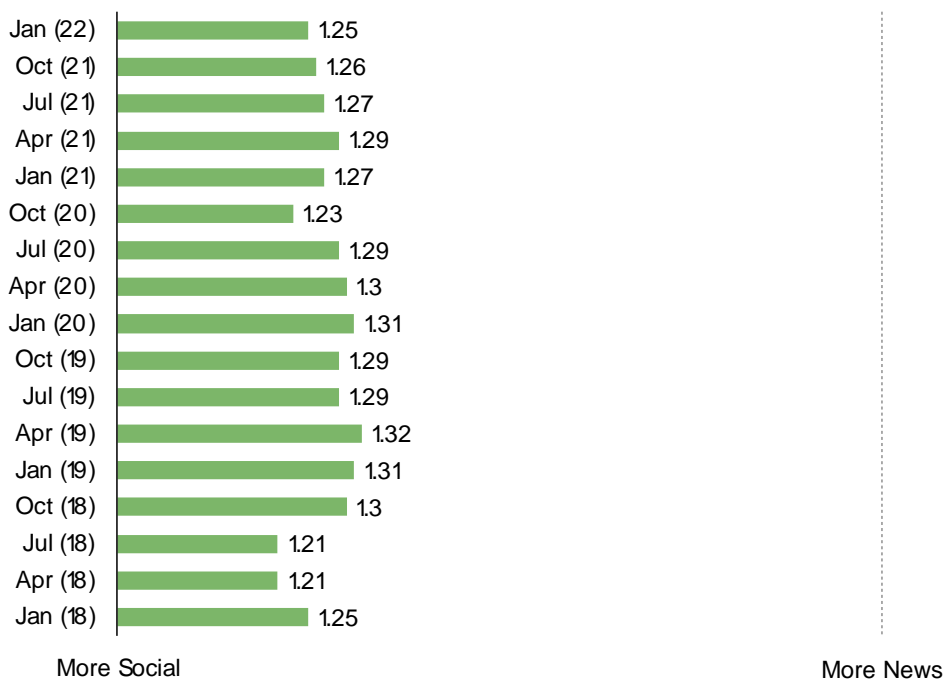
WOULD YOU DESCRIBE YOUR USAGE OF FACEBOOK AS BEING MORE INTERACTIVE OR PASSIVE?

Posed to Facebook users.



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

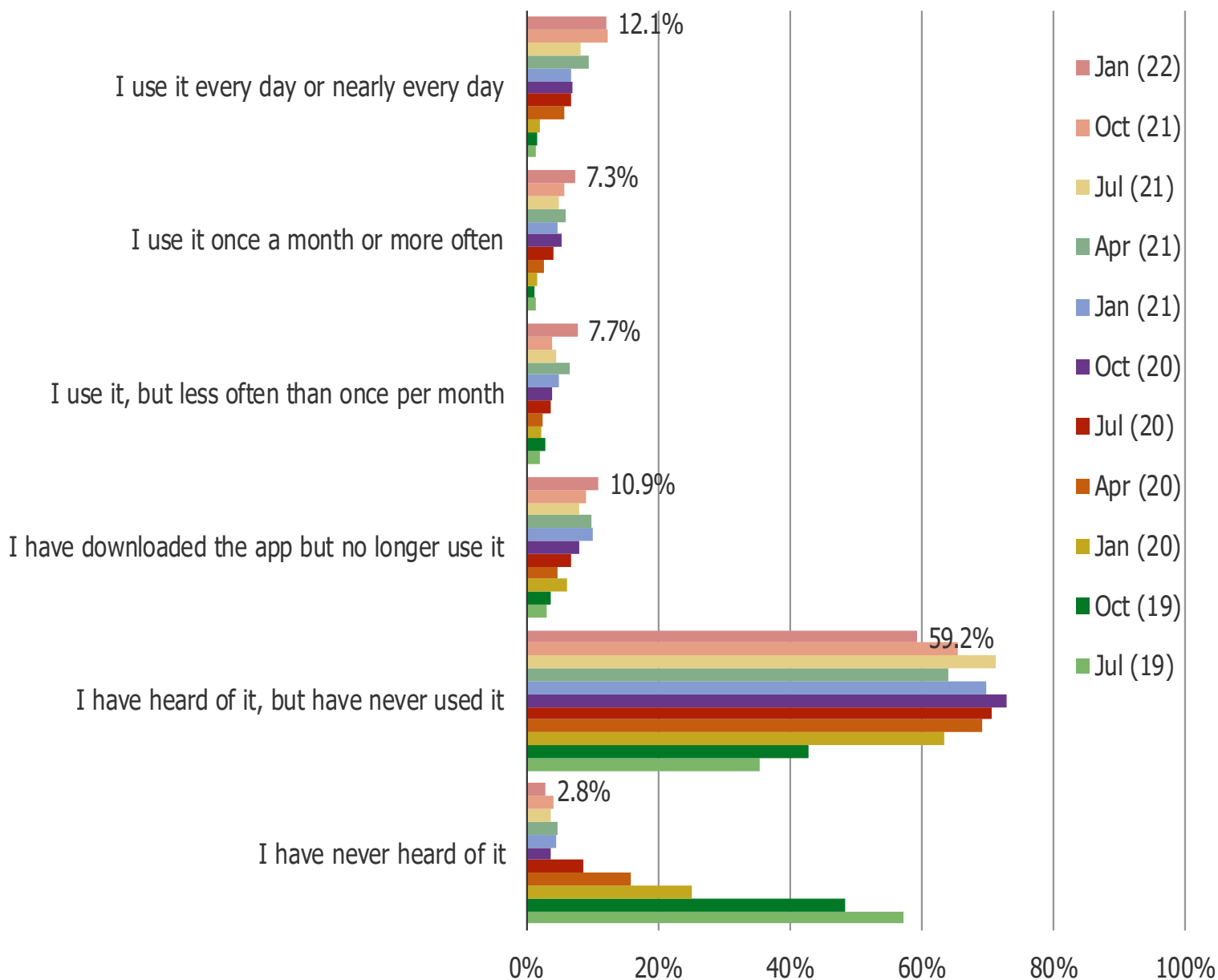
Posed to Facebook users.



TIKTOK DEEP DIVE

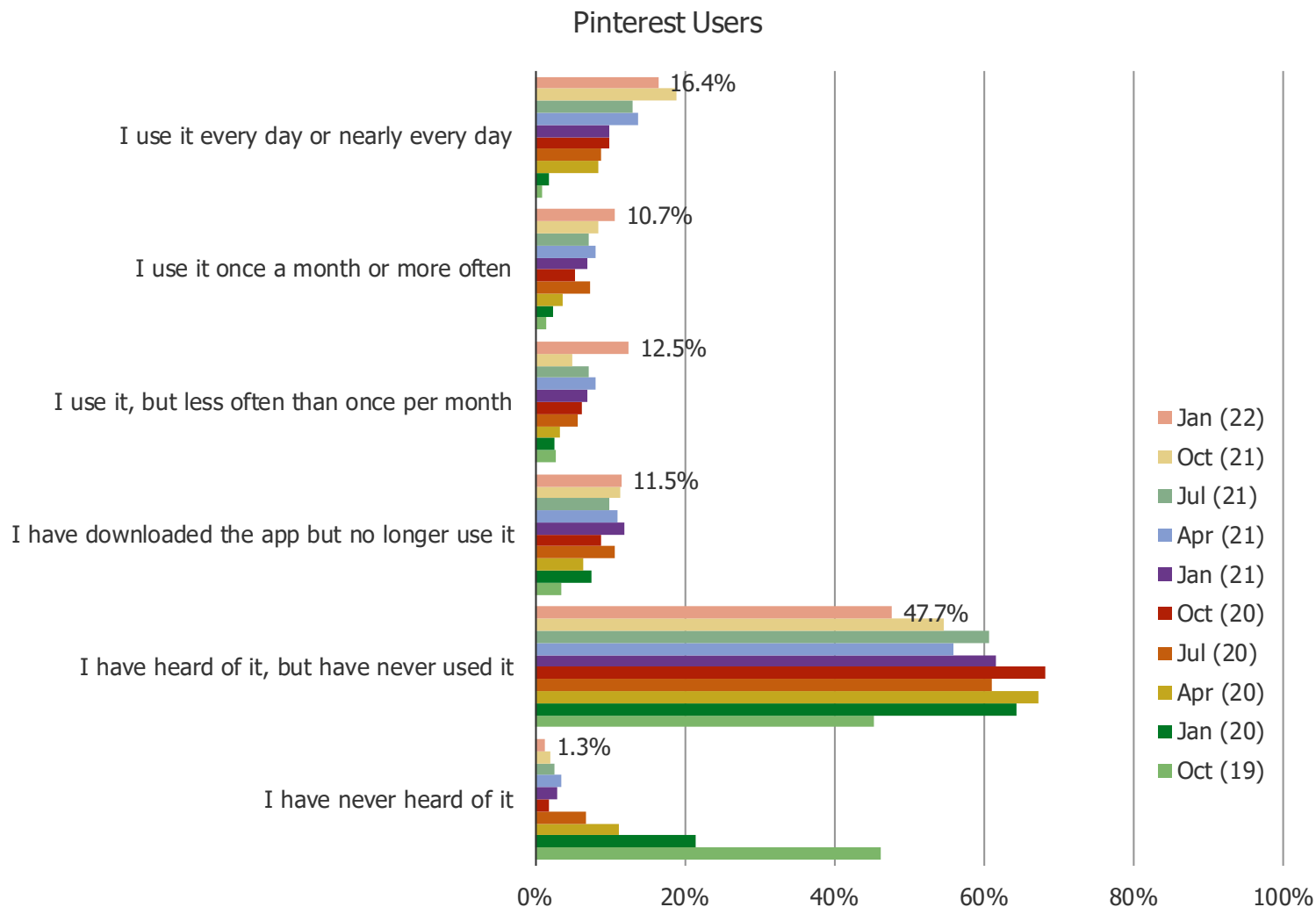
WHAT IS YOUR EXPERIENCE WITH THE APP "TIK TOK"?

Posed to all respondents



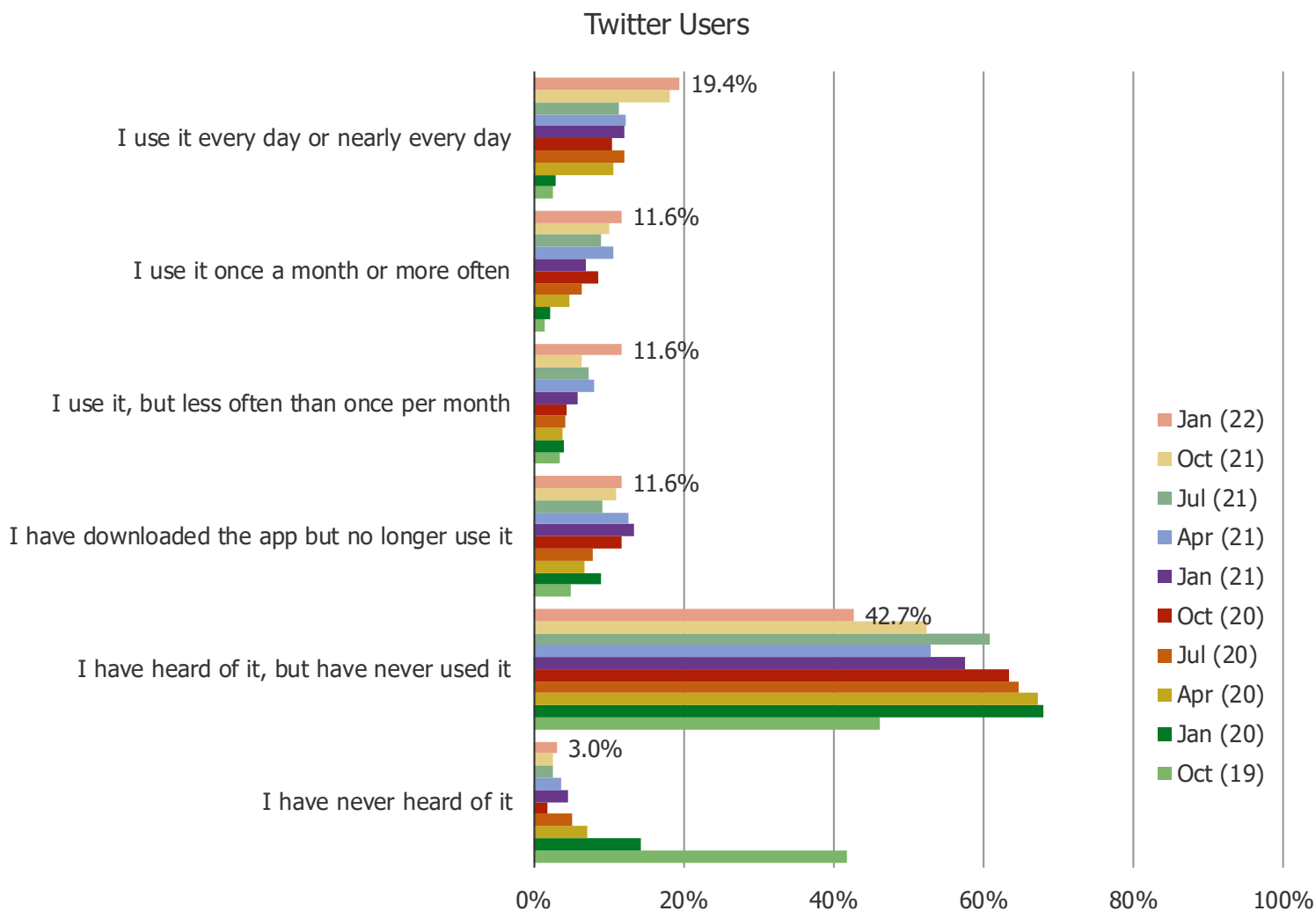
WHAT IS YOUR EXPERIENCE WITH THE APP “TIK TOK”? (CROSS TABS)

Posed to users of Pinterest.



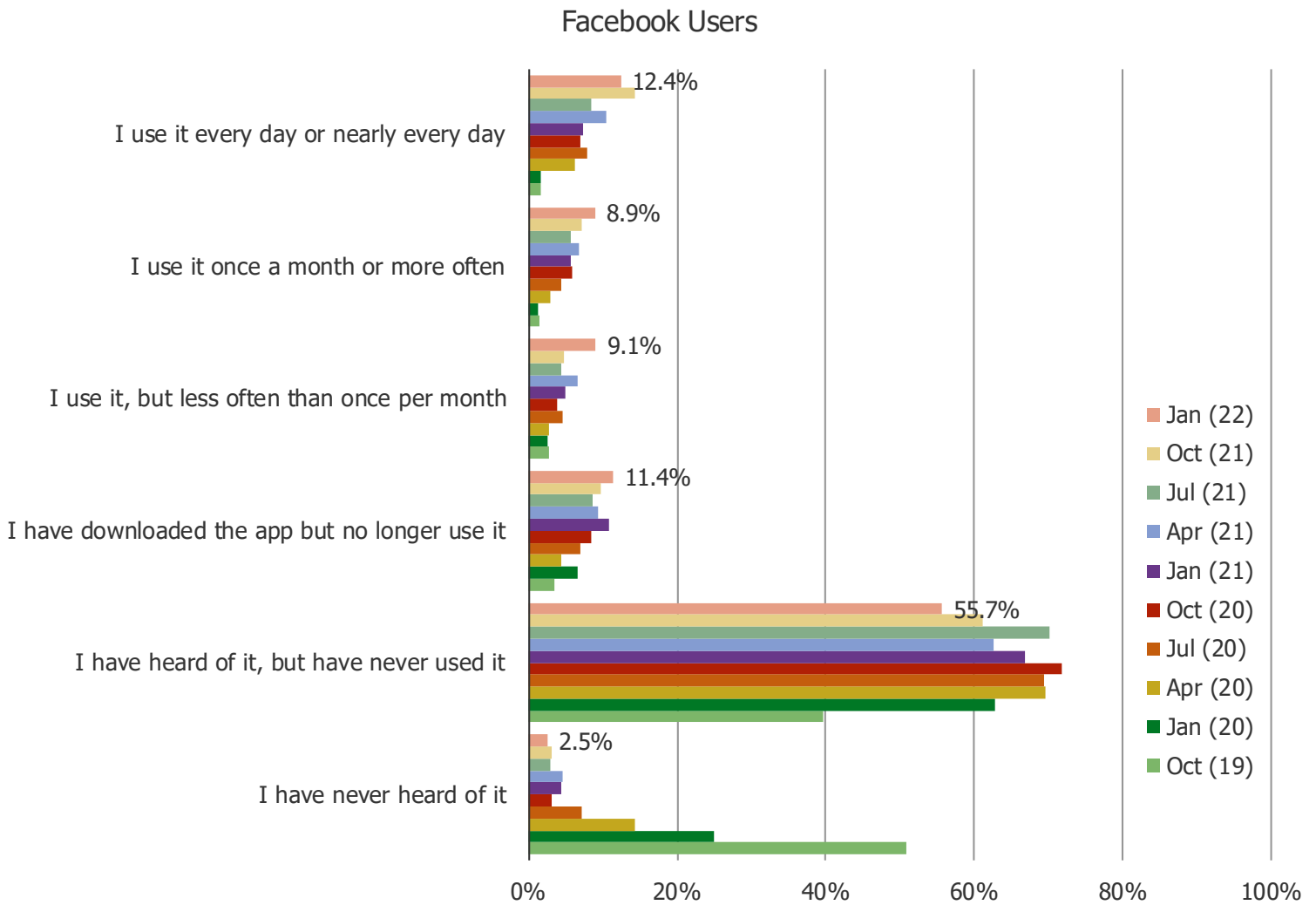
WHAT IS YOUR EXPERIENCE WITH THE APP “TIK TOK”? (CROSS TABS)

Posed to users of Twitter.



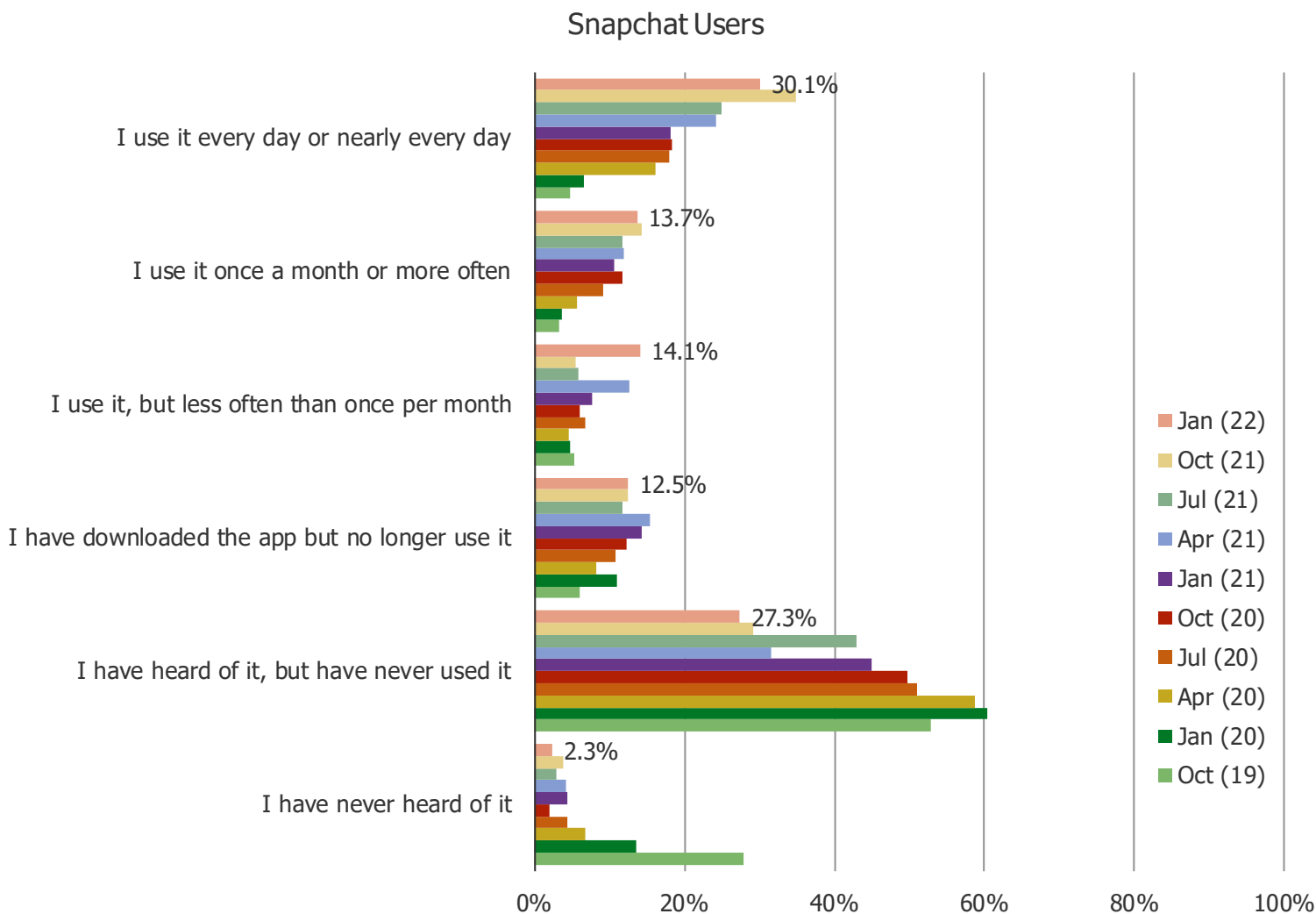
WHAT IS YOUR EXPERIENCE WITH THE APP “TIK TOK”? (CROSS TABS)

Posed to users of Facebook.



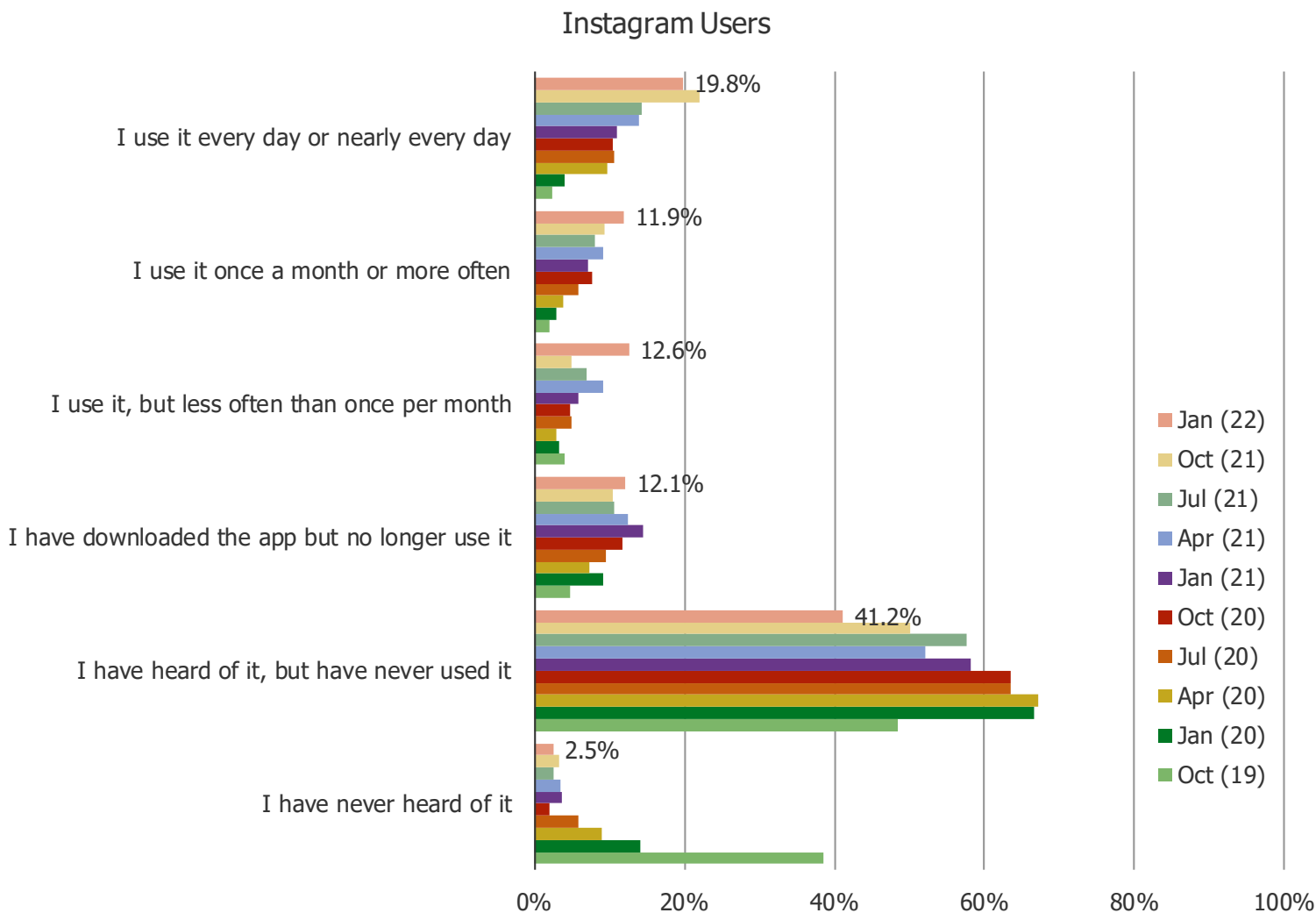
WHAT IS YOUR EXPERIENCE WITH THE APP “TIK TOK”? (CROSS TABS)

Posed to users of Snapchat.



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

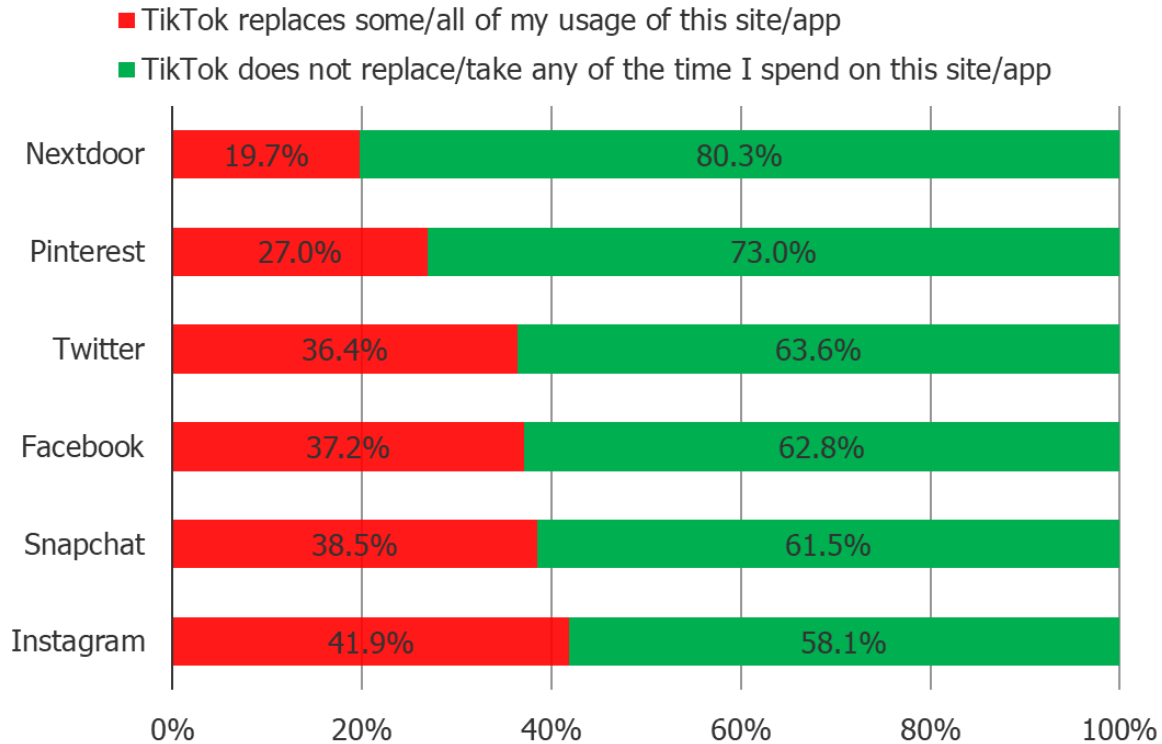
Posed to users of Instagram.



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?

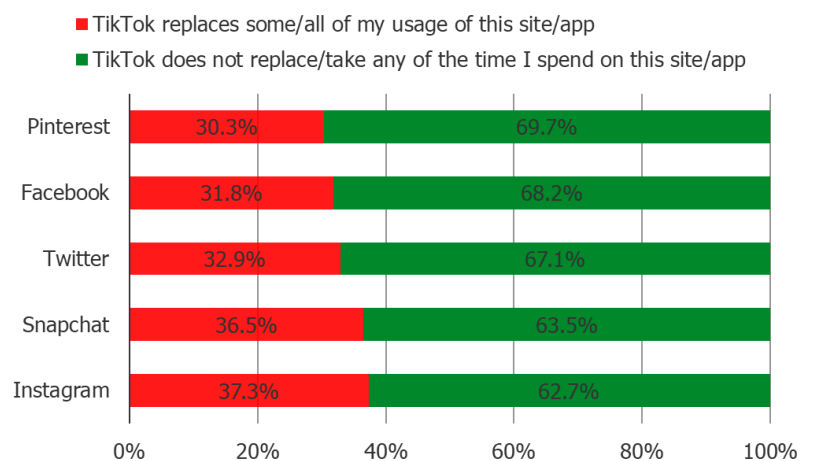
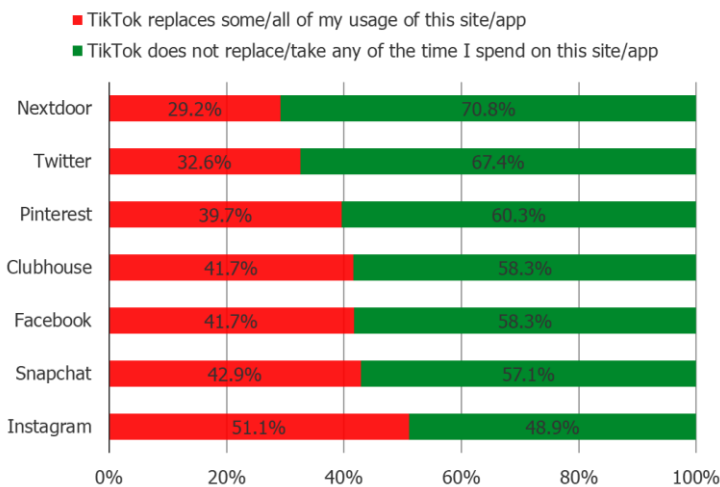
Posed to TikTok users who also use each of the following.

January 2022



October 2021

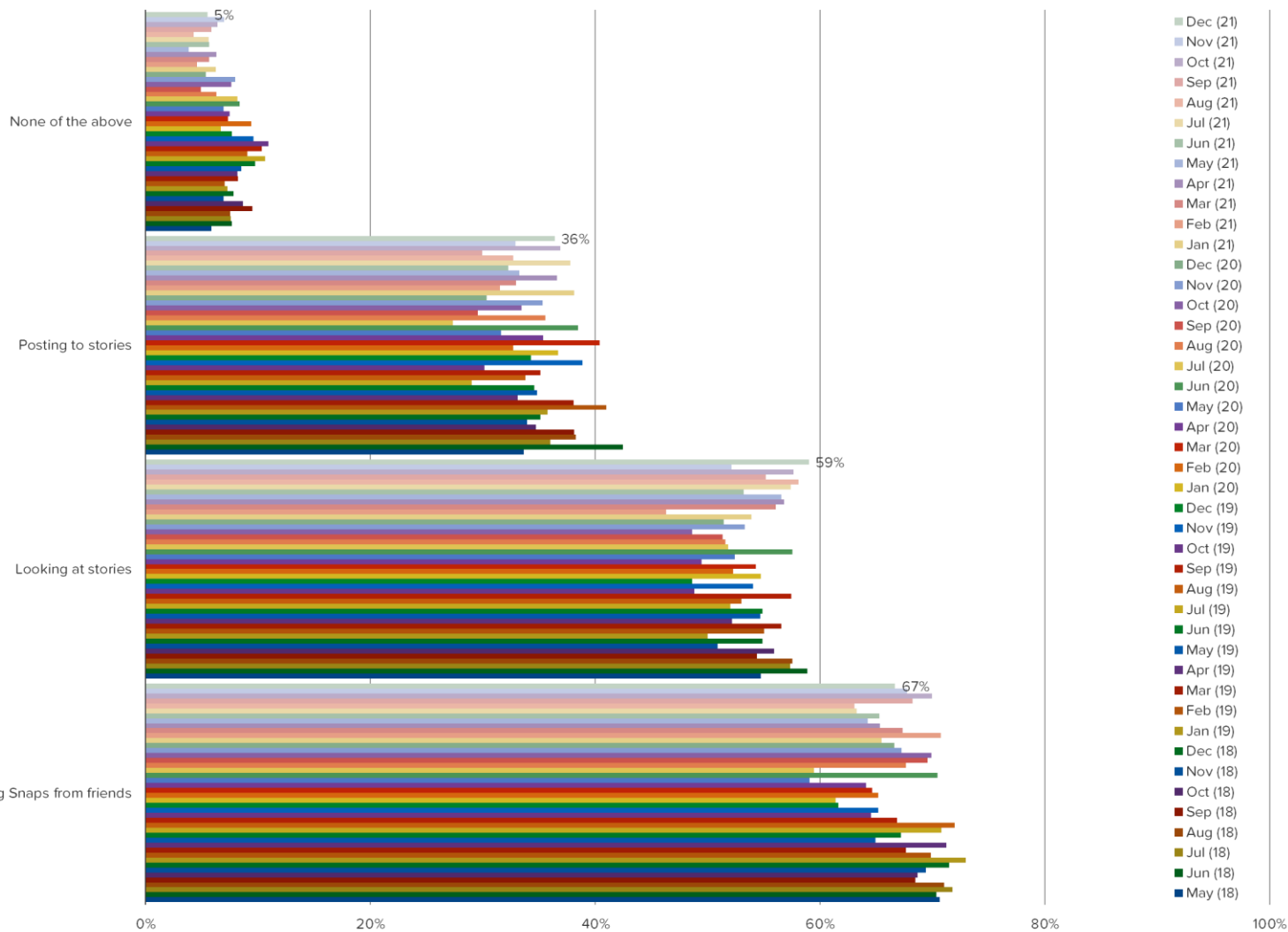
January 2021



SNAPCHAT DEEP DIVE

I USE SNAPCHAT FOR...

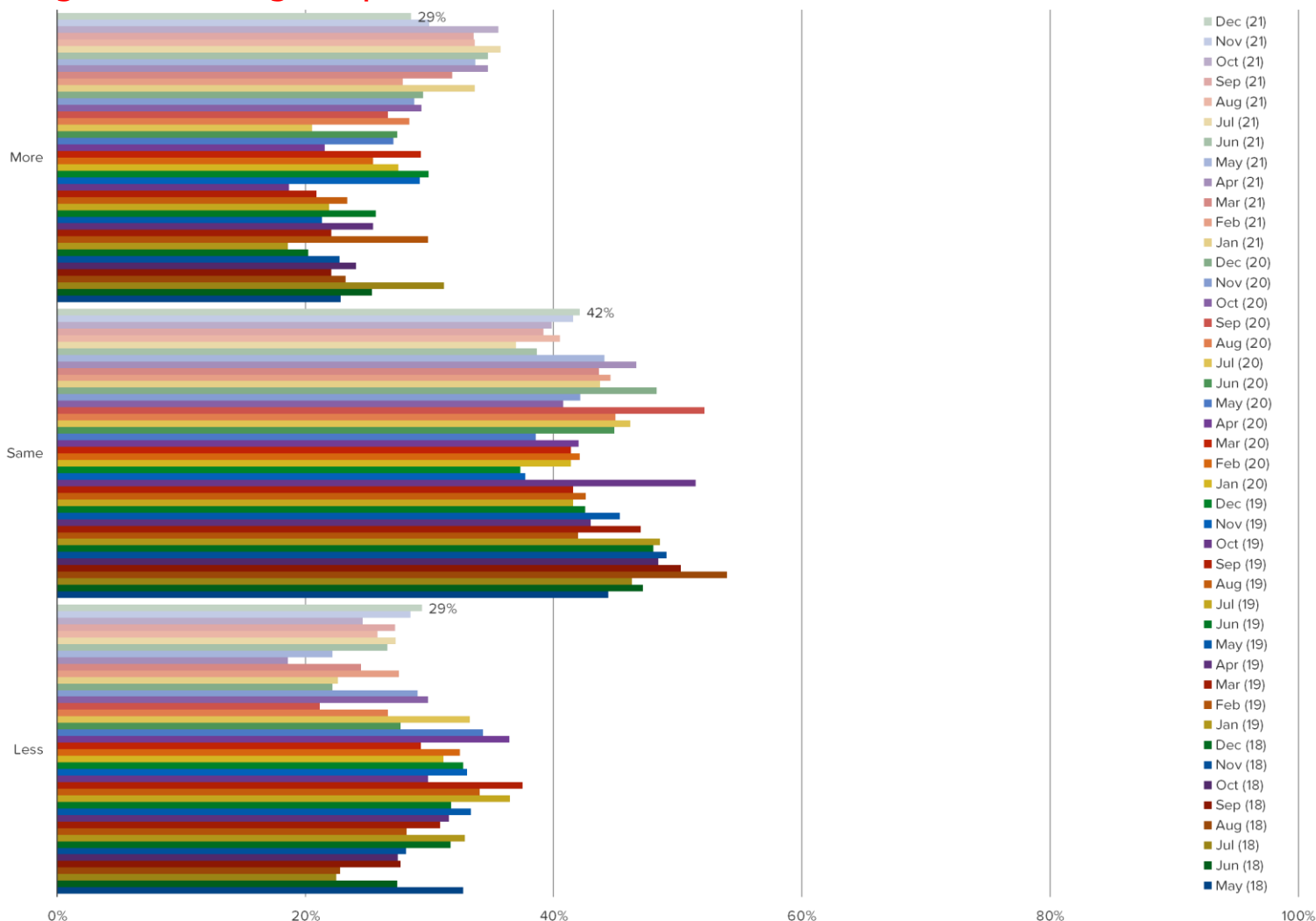
Posed to Snapchat users.



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

Posed to Snapchat users.

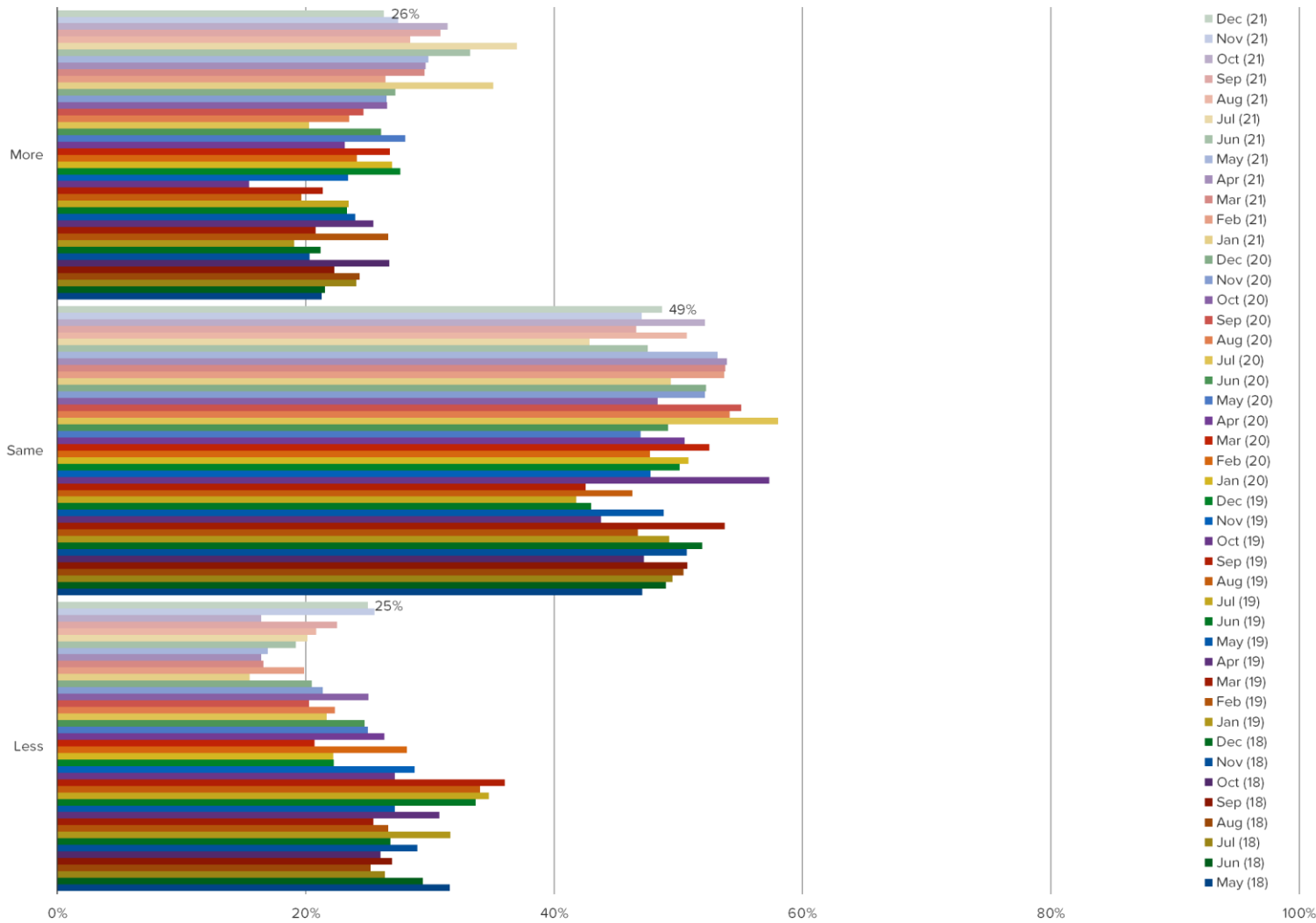
Sending or Receiving Snaps From Friends



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

Posed to Snapchat users.

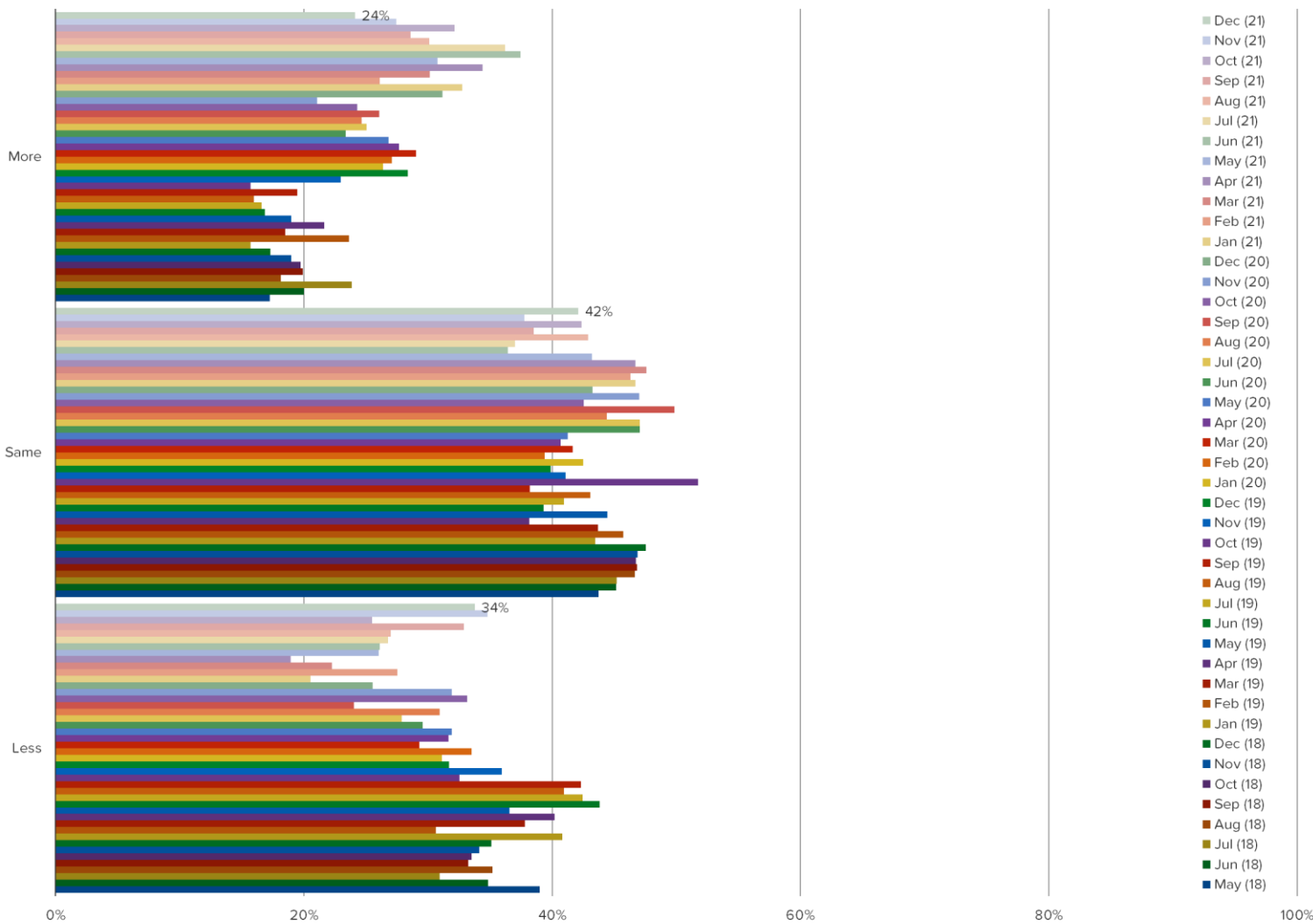
Looking at stories.



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

Posed to Snapchat users.

Posting to stories.

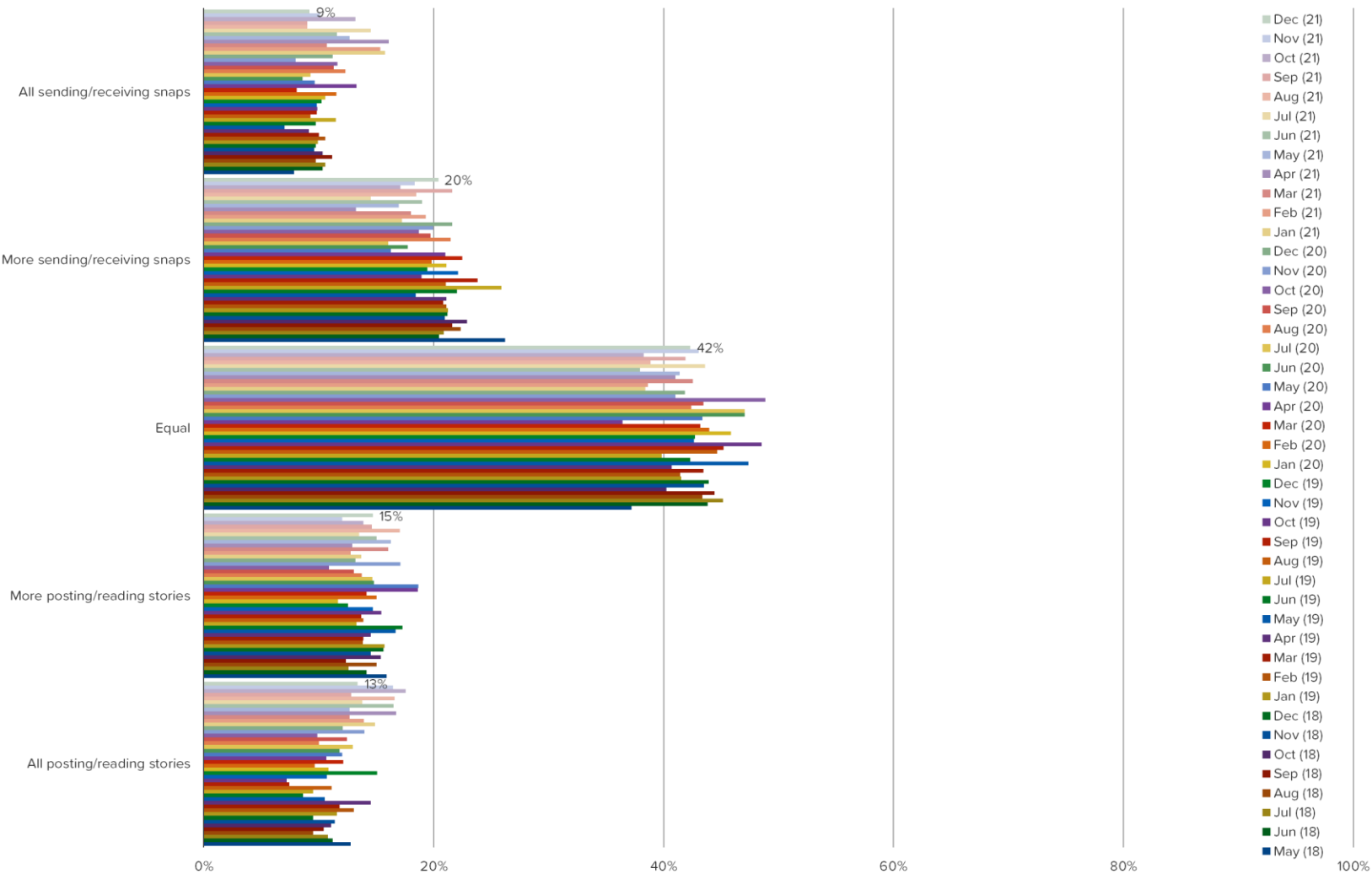


Social Media Account Holders And Engagement – A Consumer View

Audience: 1,000 US Consumers
Date: January 2022

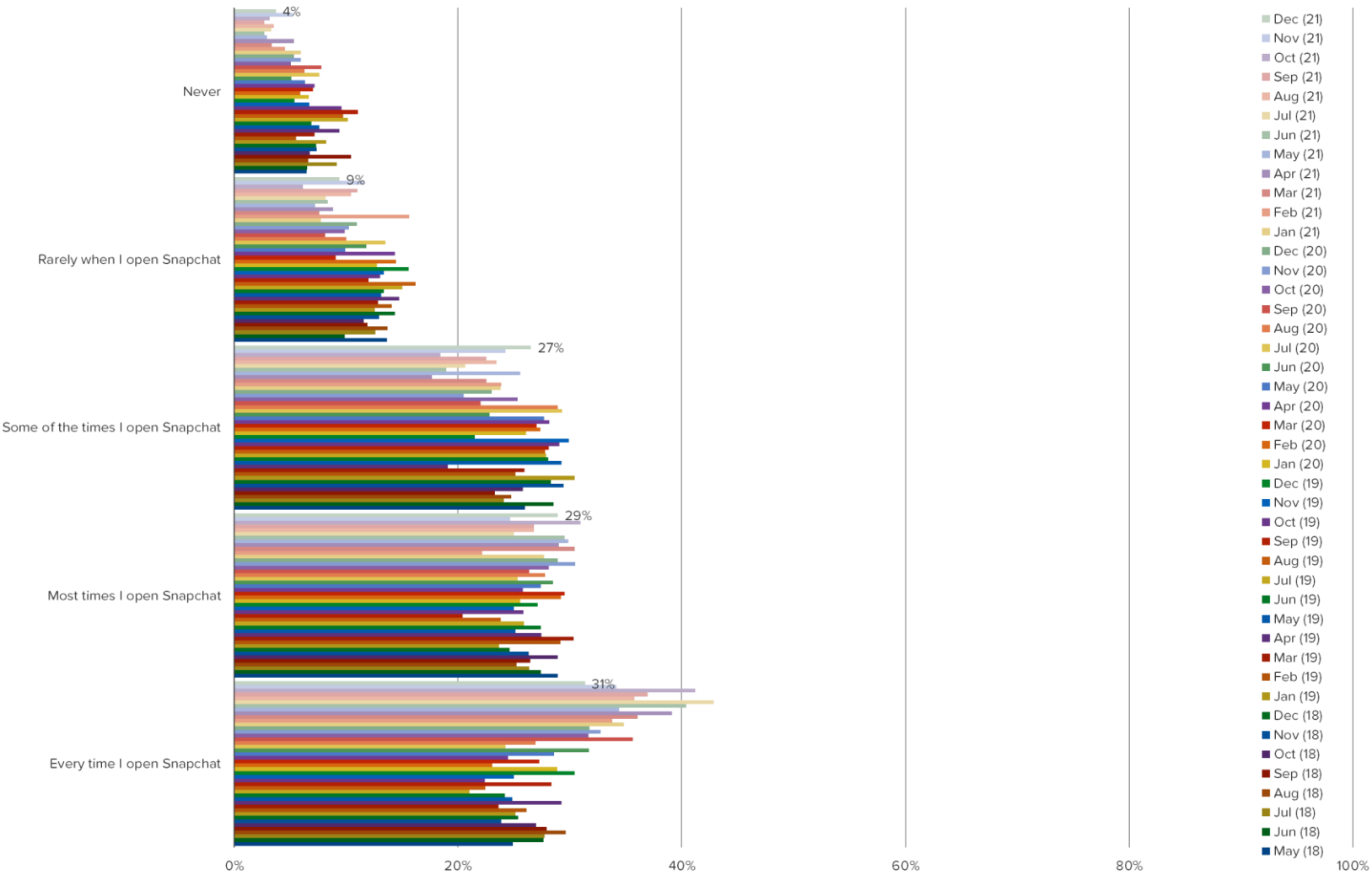
PLEASE ESTIMATE HOW YOU SPEND YOUR TIME ON SNAPCHAT.

Posed to Snapchat users.



I VIEW SNAPCHAT STORIES:

Posed to Snapchat users.

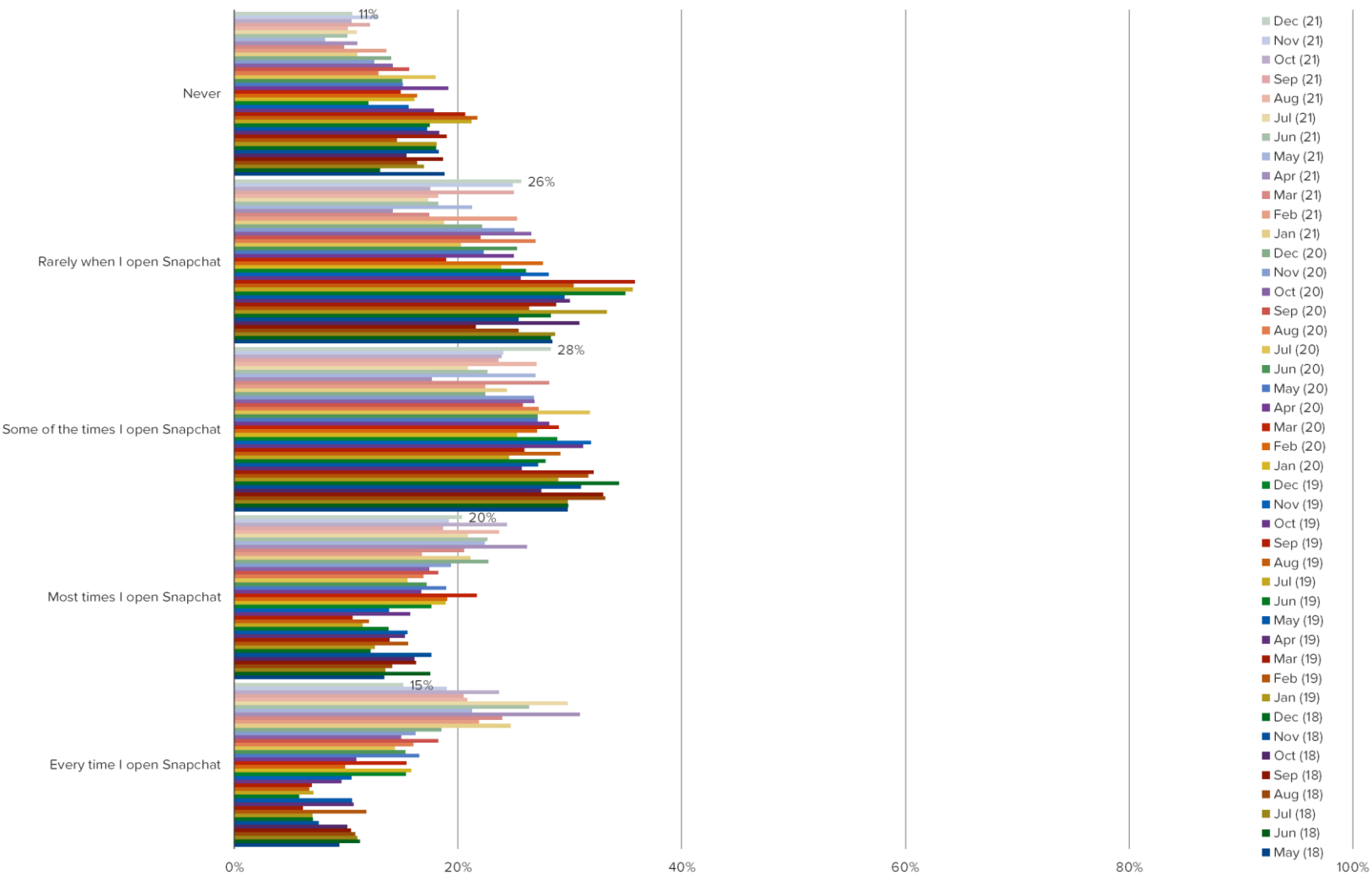


Social Media Account Holders And Engagement – A Consumer View

Audience: 1,000 US Consumers
Date: January 2022

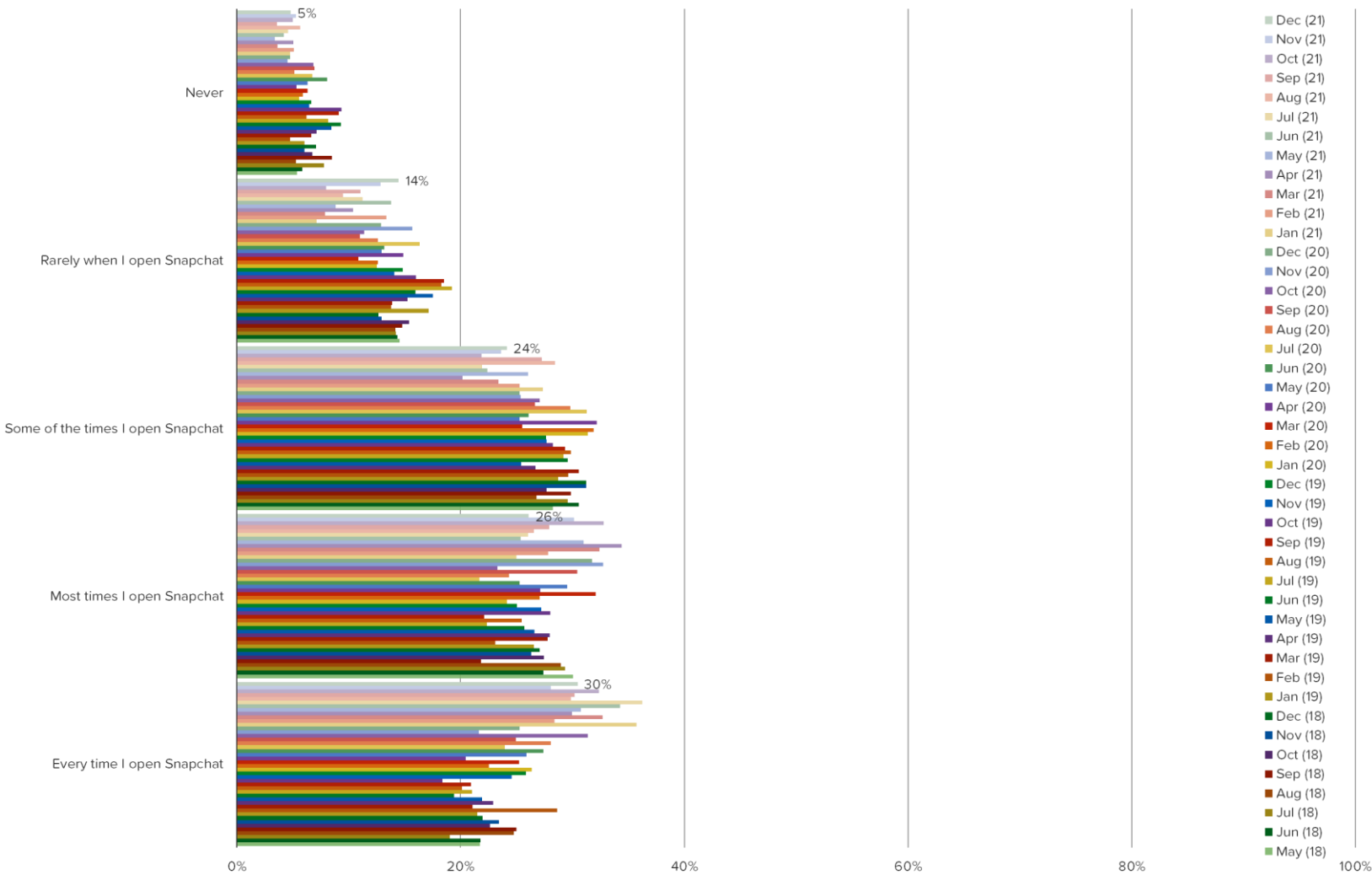
I POST TO SNAPCHAT STORIES:

Posed to Snapchat users.



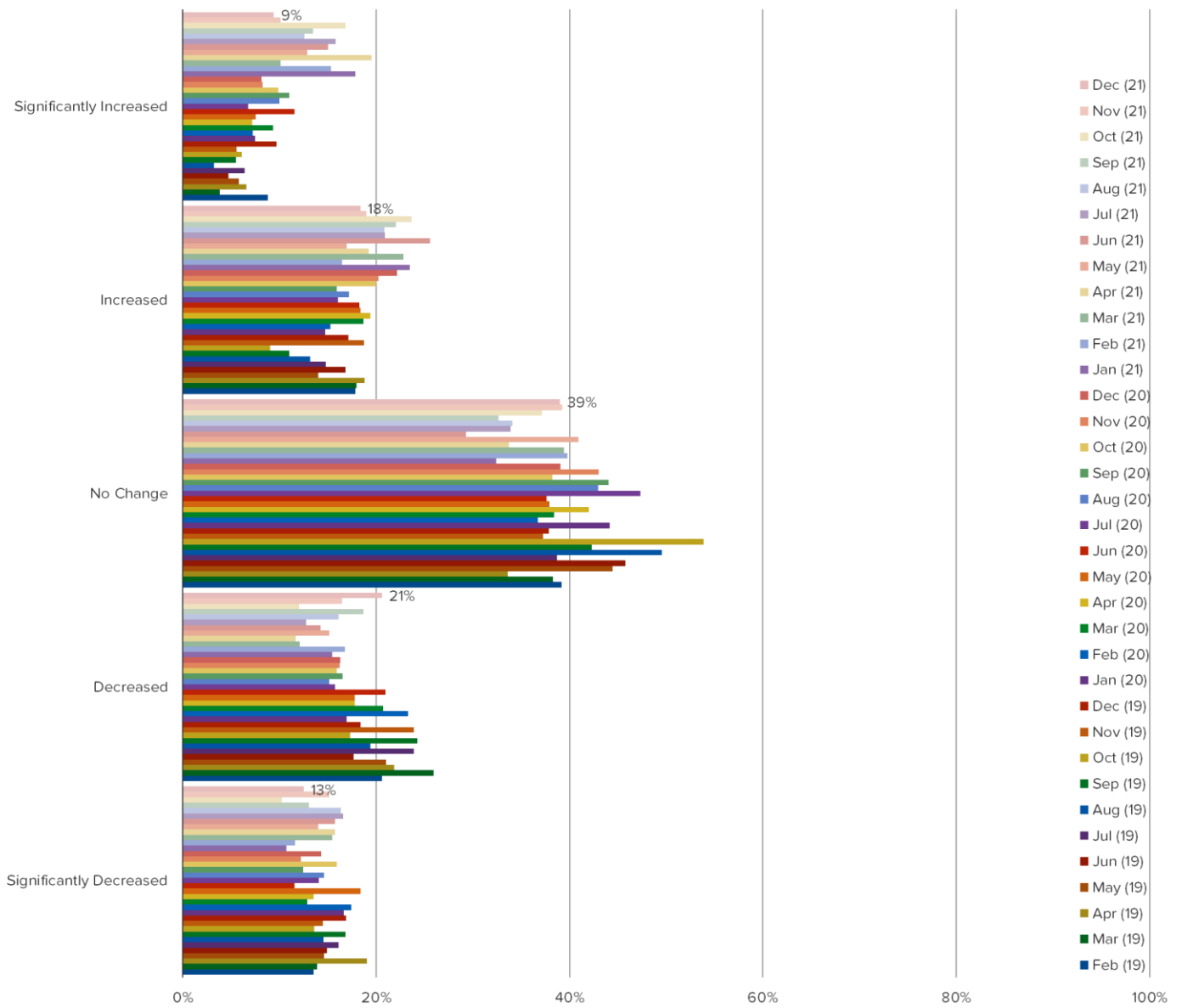
I SEND/RECEIVE SNAPS:

Posed to Snapchat users.



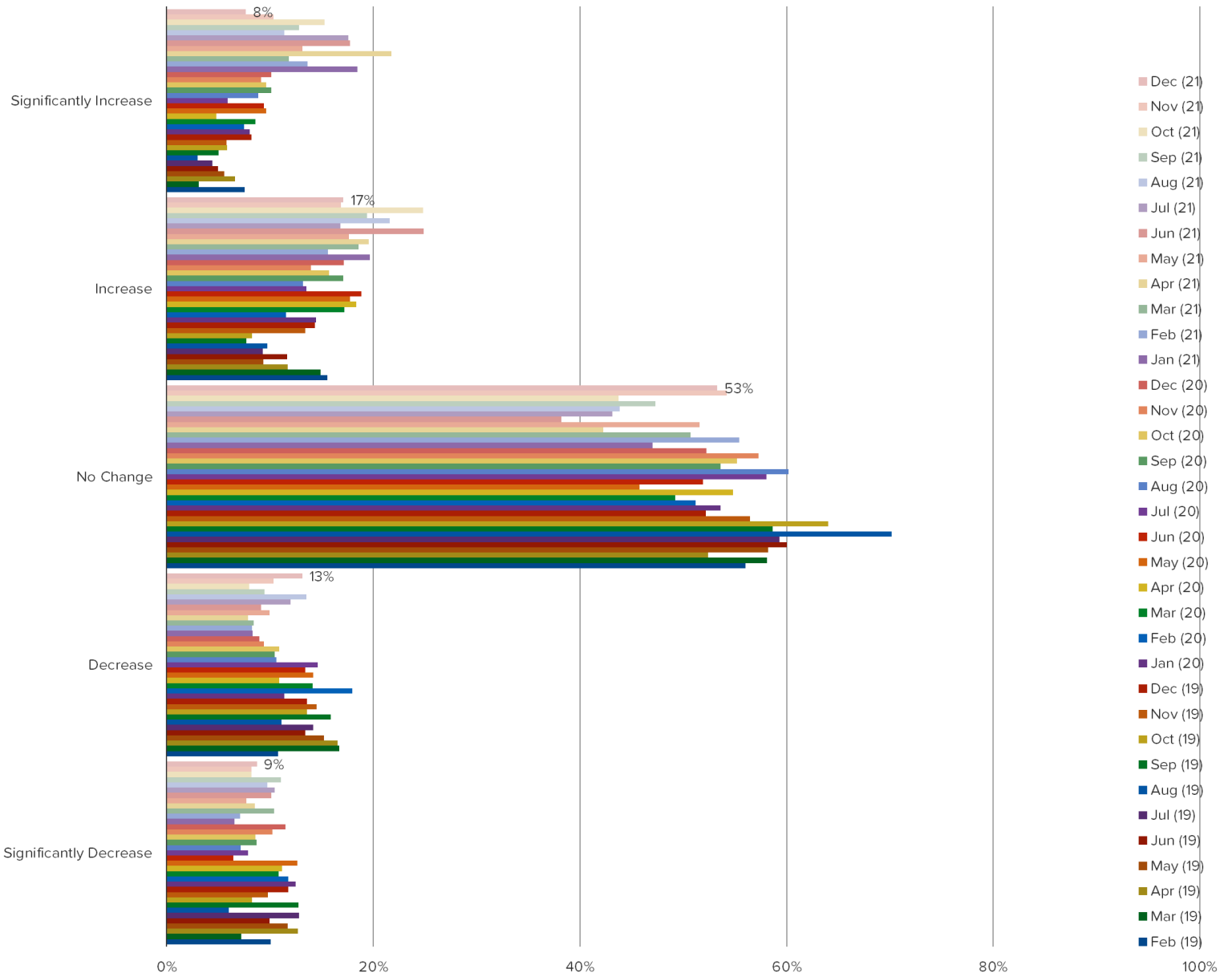
HAS THE AVERAGE TIME YOU CURRENTLY SPEND ON SNAPCHAT PER DAY INCREASED OR DECREASED COMPARED TO 6-12 MONTHS AGO?

Posed to Snapchat users.



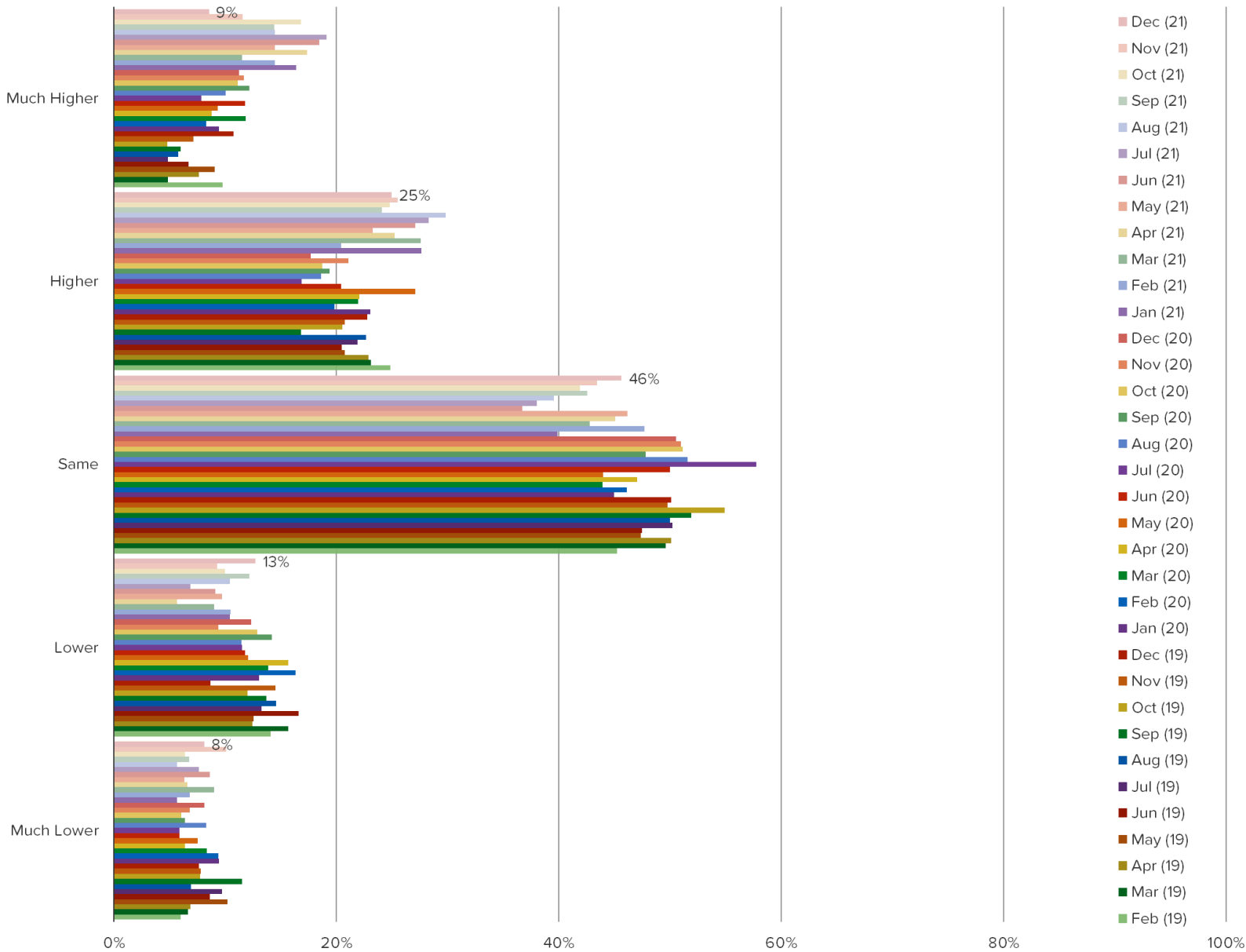
DO YOU EXPECT THE AVERAGE TIME YOU SPEND PER DAY ON SNAPCHAT PER DAY TO INCREASE OR DECREASE GOING FORWARD?

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.

