

Bespoke Intel

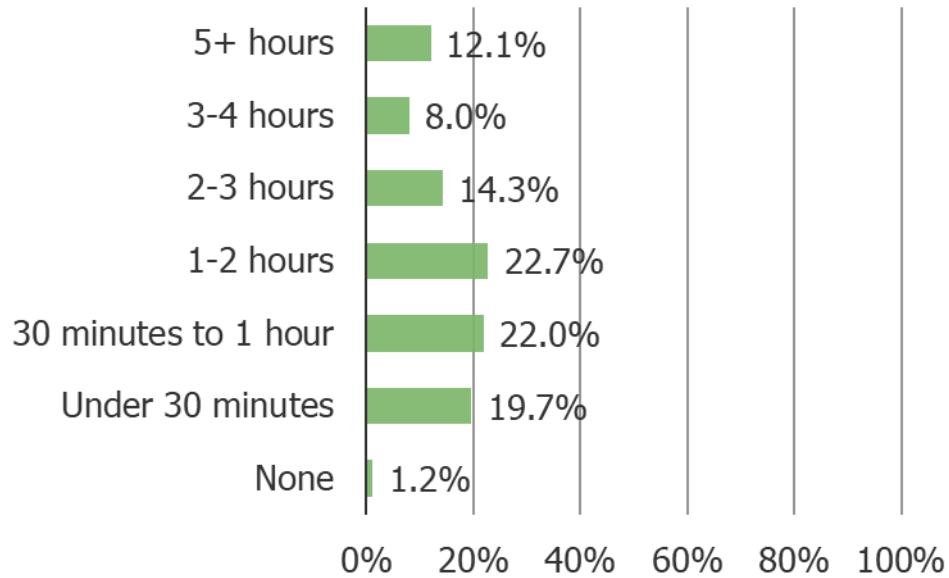
Social Media US Consumers Qual Cuts

February 2022

Social Media | Qualitative Color

How much time do you typically have for social media apps/platforms per day?

Posed to social media users (N = 977)

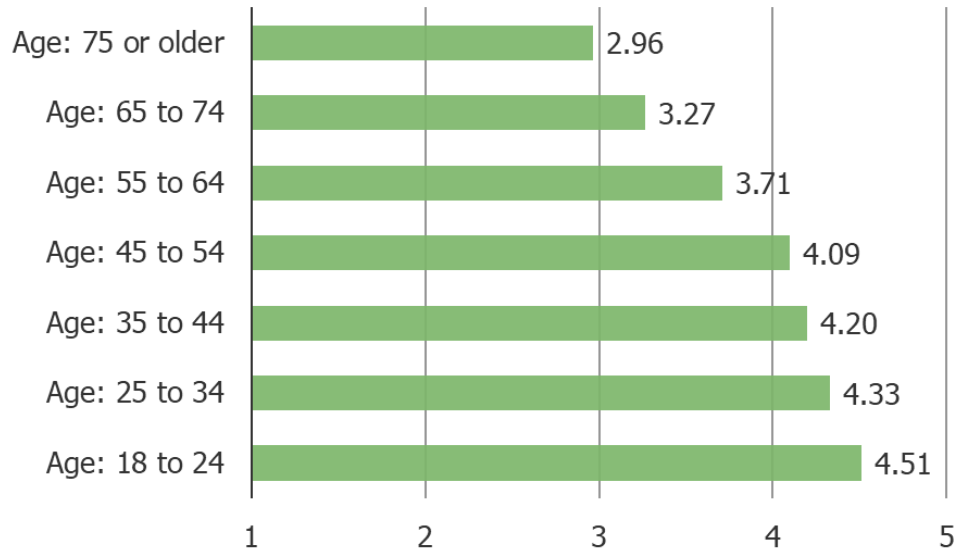


Weighted Average Guide:

- 1 = None
- 2 = Under 30 Minutes
- 3 = 30 Minutes to 1 Hour
- 4 = 1-2 Hours
- 5 = 2-3 Hours
- 6 = 3-4 Hours
- 7 = 5+ Hours



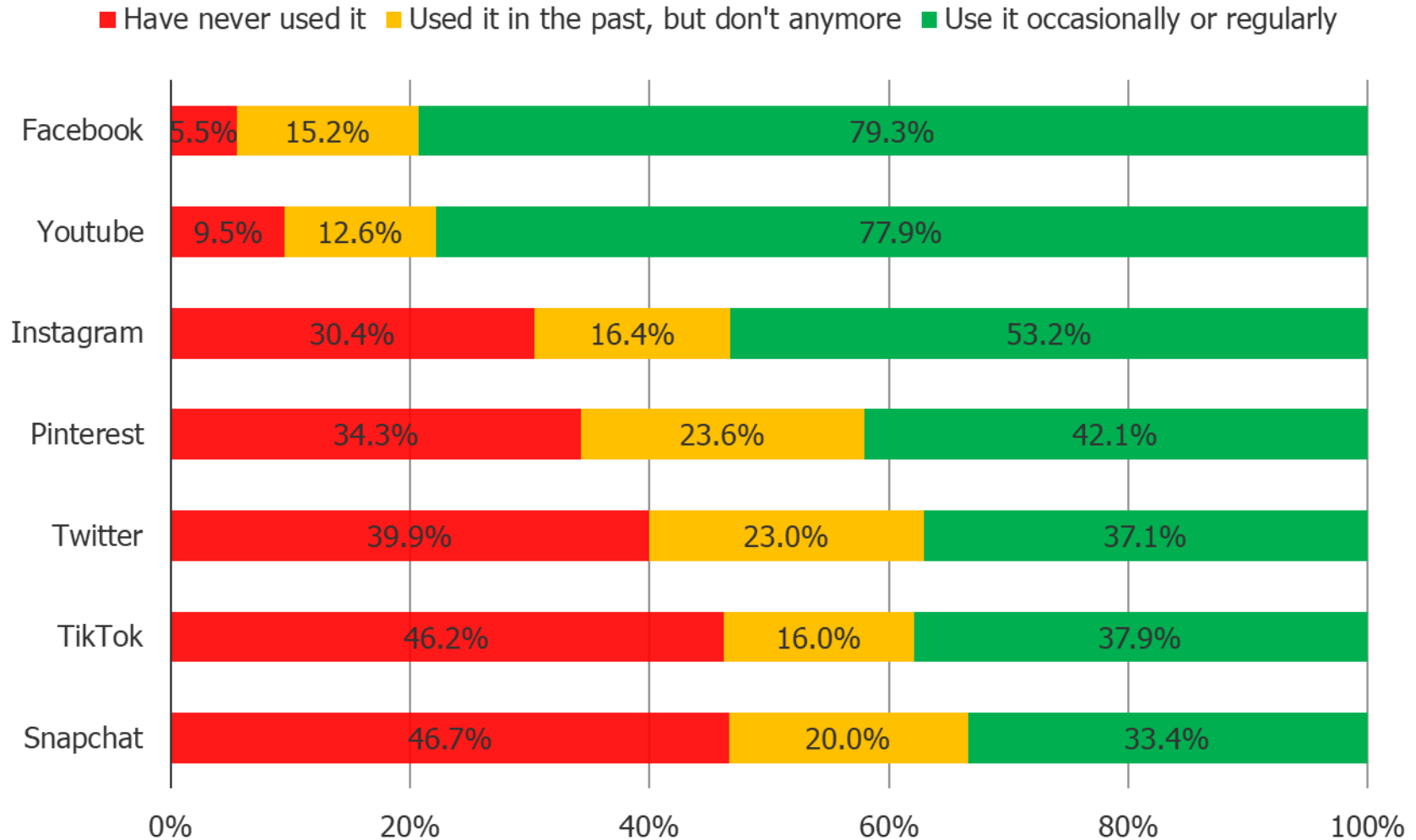
Time For Social Media Per Day | By Age



Social Media | Qualitative Color

Which of the following best describes your experience with each of the following:

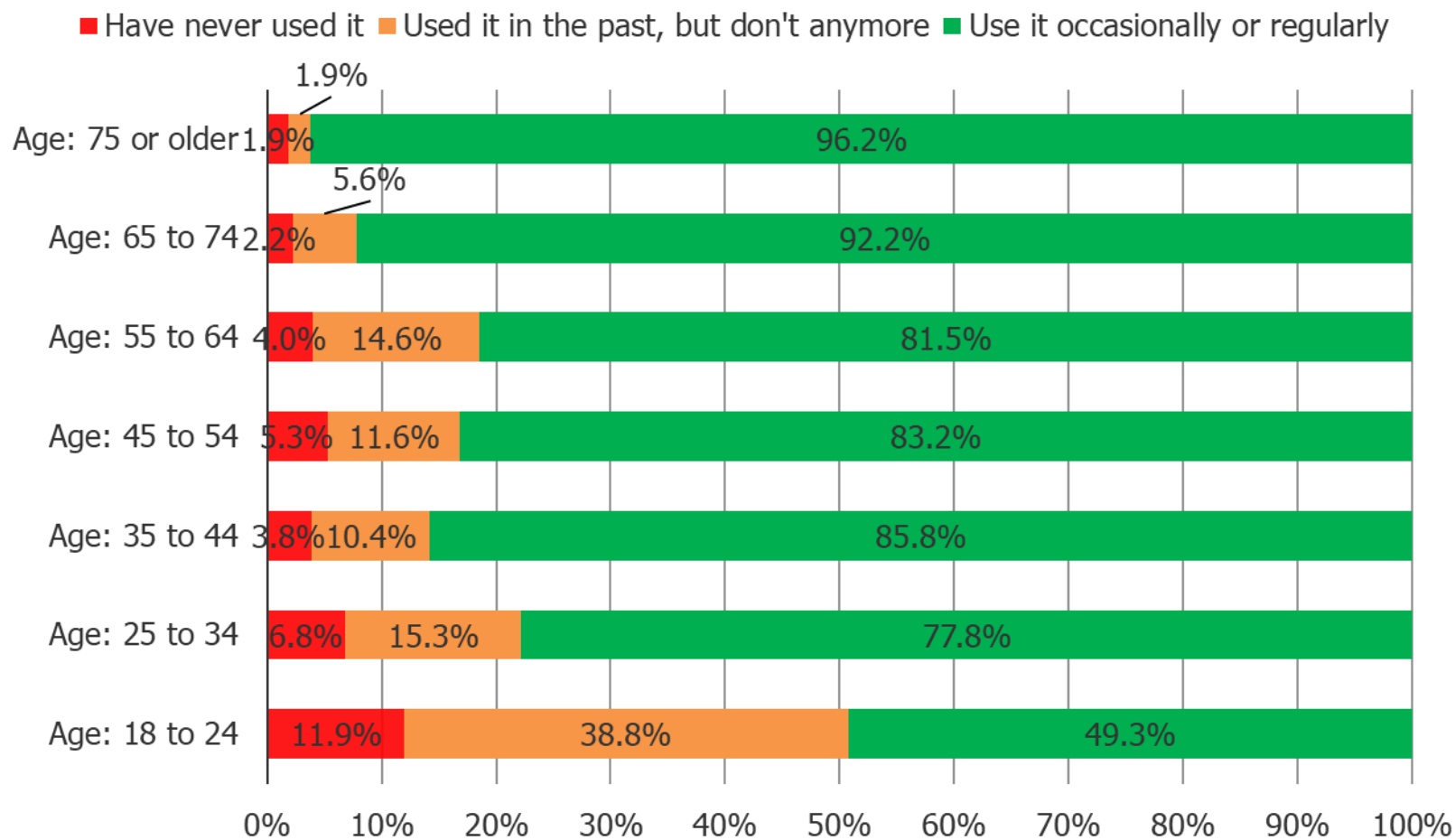
Posed to social media users (N = 977)



Social Media | Qualitative Color

Age Cuts: Which of the following best describes your experience with each of the following: Facebook

Posed to social media users.



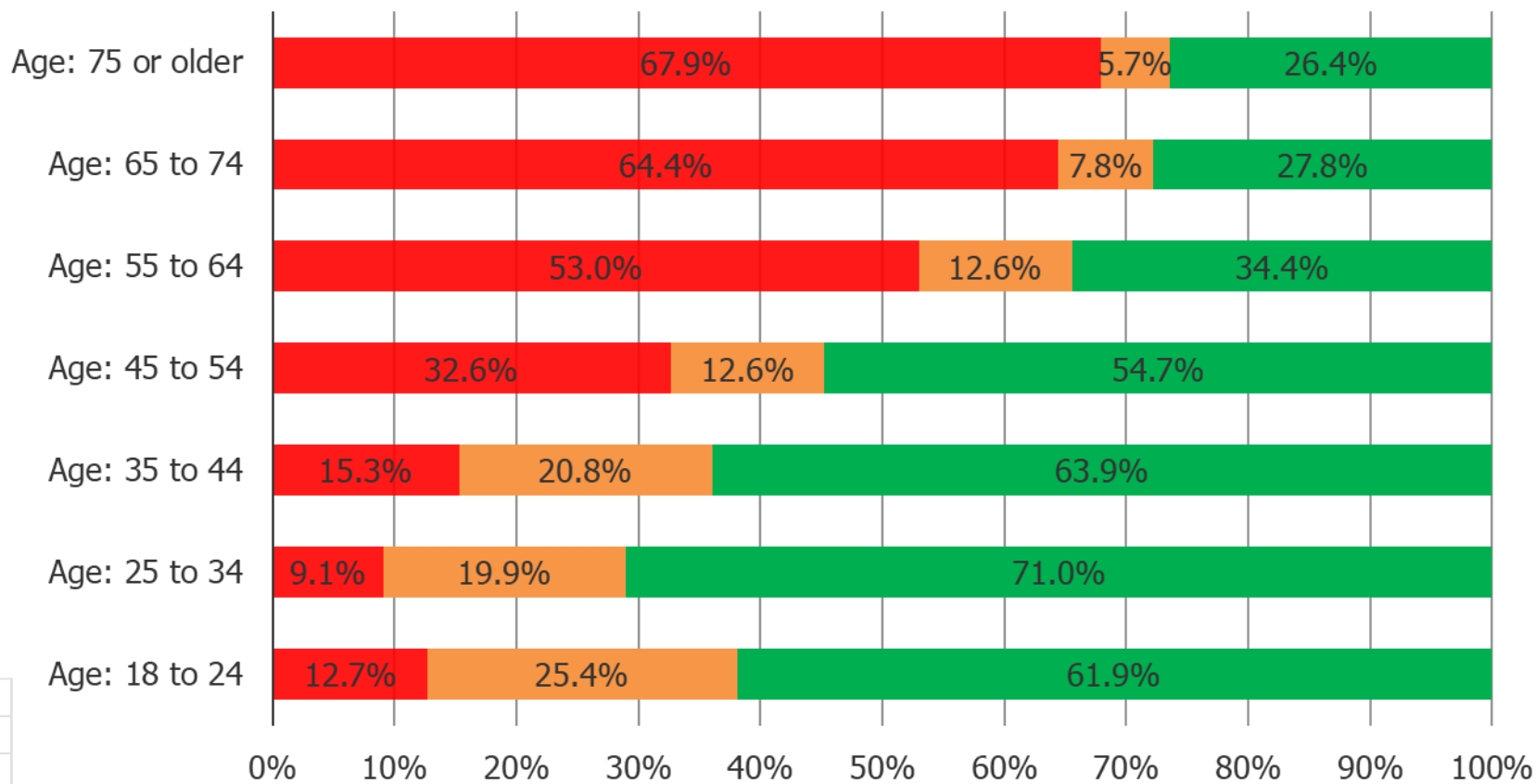
	N =
Age: 18 to 24	134
Age: 25 to 34	176
Age: 35 to 44	183
Age: 45 to 54	190
Age: 55 to 64	151
Age: 65 to 74	90
Age: 75 or old	53

Social Media | Qualitative Color

Age Cuts: Which of the following best describes your experience with each of the following: Instagram

Posed to social media users.

■ Have never used it ■ Used it in the past, but don't anymore ■ Use it occasionally or regularly



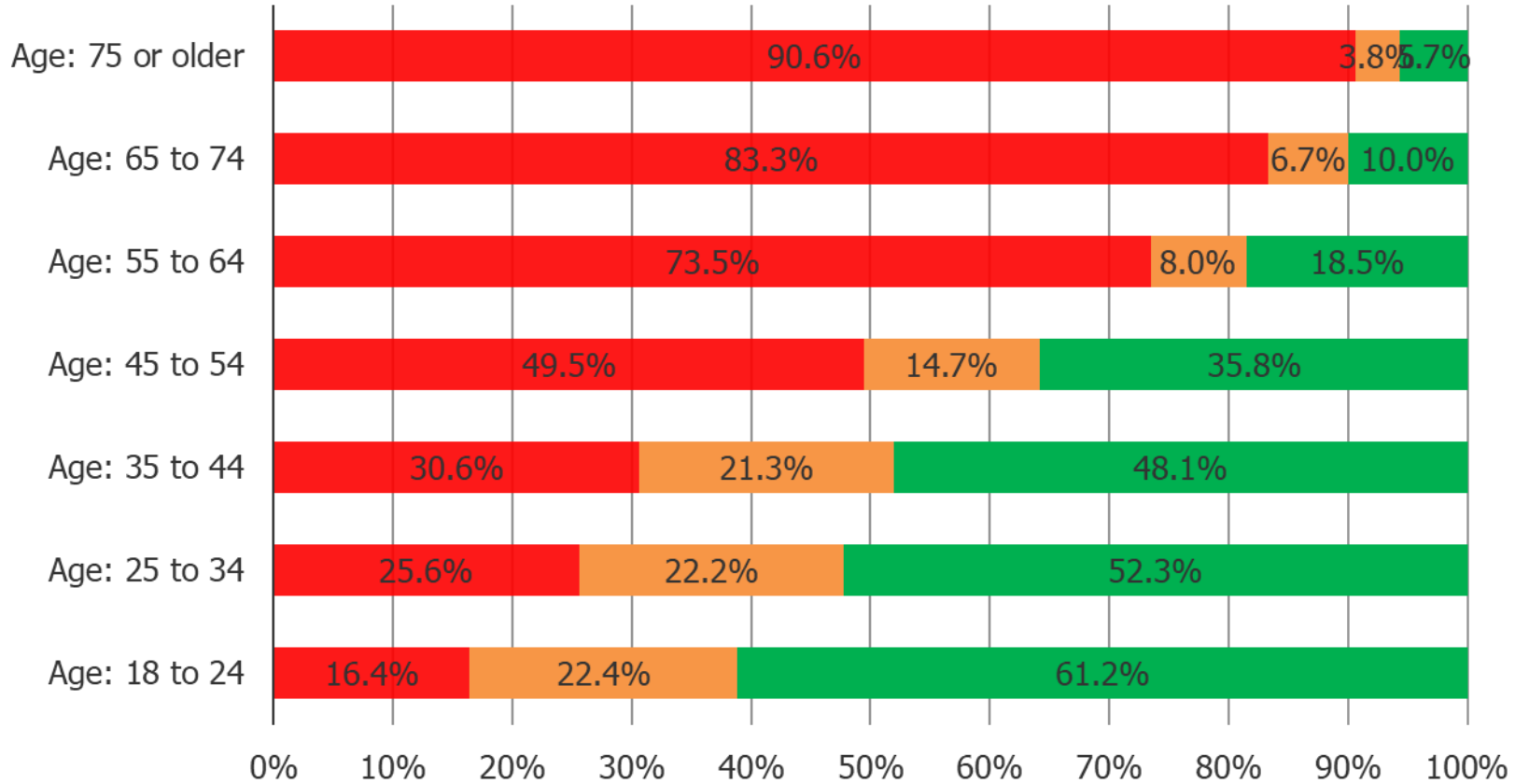
	N =
Age: 18 to 24	134
Age: 25 to 34	176
Age: 35 to 44	183
Age: 45 to 54	190
Age: 55 to 64	151
Age: 65 to 74	90
Age: 75 or old	53

Social Media | Qualitative Color

Age Cuts: Which of the following best describes your experience with each of the following: TikTok

Posed to social media users.

■ Have never used it ■ Used it in the past, but don't anymore ■ Use it occasionally or regularly

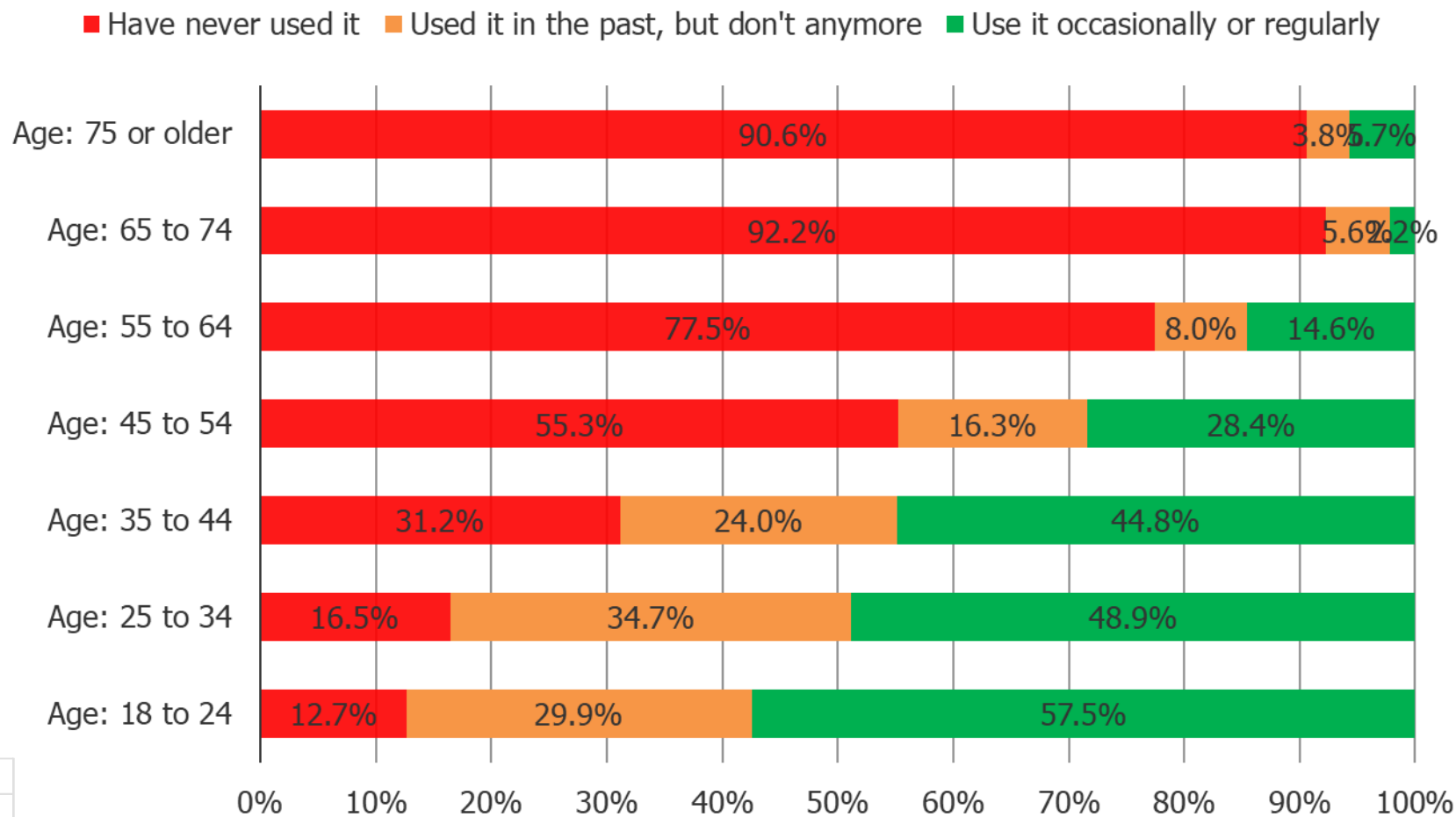


	N =
Age: 18 to 24	134
Age: 25 to 34	176
Age: 35 to 44	183
Age: 45 to 54	190
Age: 55 to 64	151
Age: 65 to 74	90
Age: 75 or old	53

Social Media | Qualitative Color

Age Cuts: Which of the following best describes your experience with each of the following: **Snapchat**

Posed to social media users.



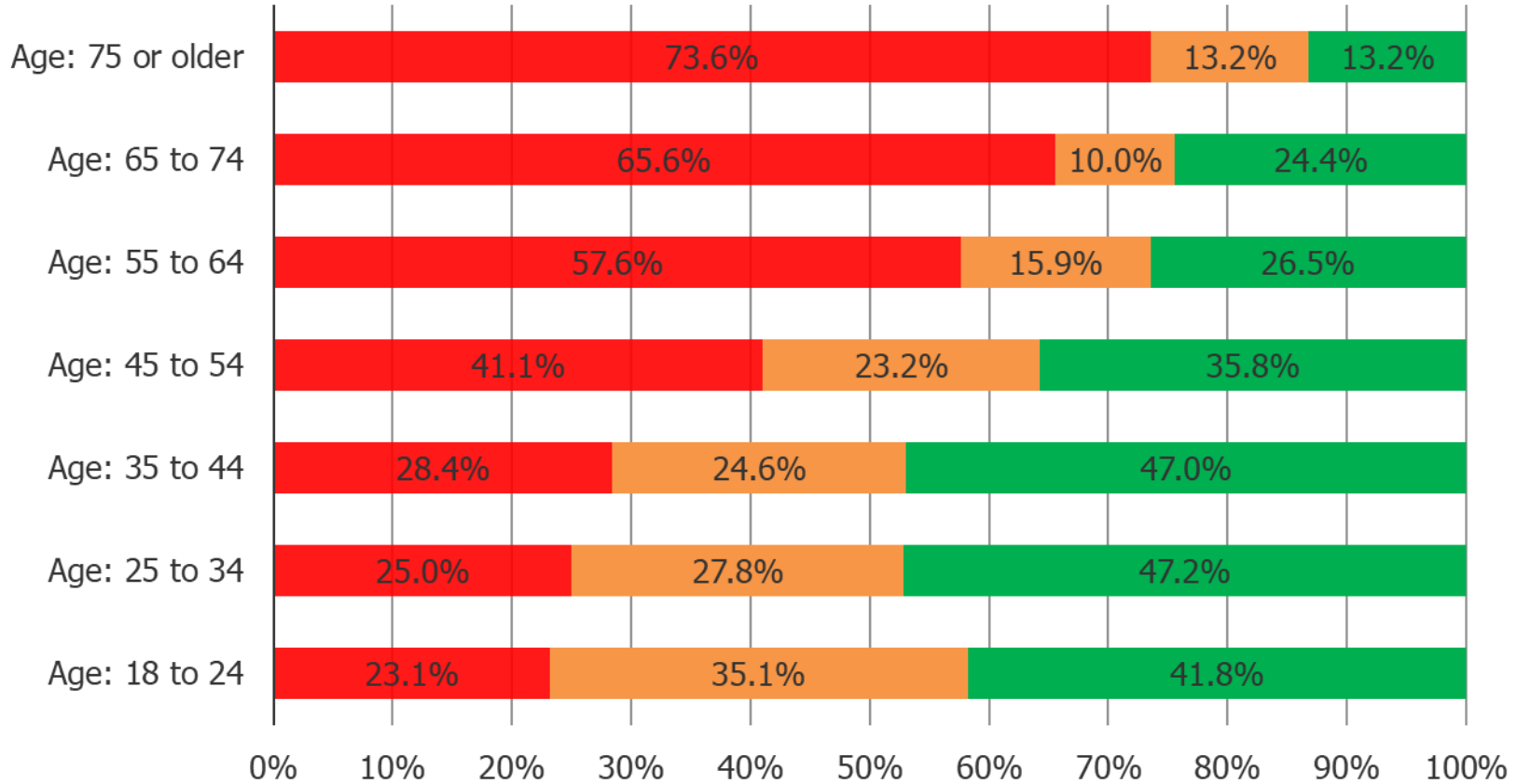
	N =
Age: 18 to 24	134
Age: 25 to 34	176
Age: 35 to 44	183
Age: 45 to 54	190
Age: 55 to 64	151
Age: 65 to 74	90
Age: 75 or old	53

Social Media | Qualitative Color

Age Cuts: Which of the following best describes your experience with each of the following: **Twitter**

Posed to social media users.

■ Have never used it ■ Used it in the past, but don't anymore ■ Use it occasionally or regularly



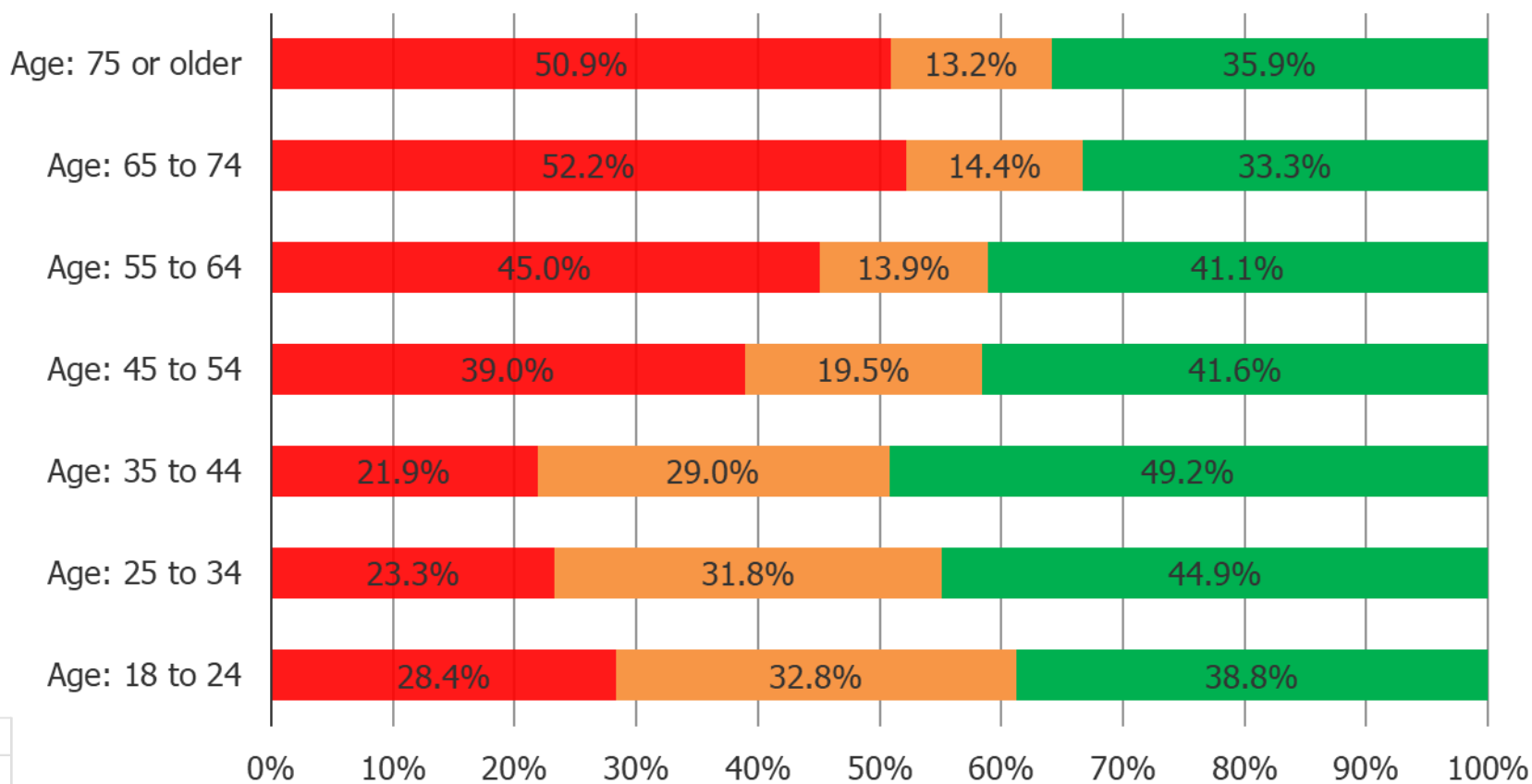
	N =
Age: 18 to 24	134
Age: 25 to 34	176
Age: 35 to 44	183
Age: 45 to 54	190
Age: 55 to 64	151
Age: 65 to 74	90
Age: 75 or old	53

Social Media | Qualitative Color

Age Cuts: Which of the following best describes your experience with each of the following: **Pinterest**

Posed to social media users.

■ Have never used it ■ Used it in the past, but don't anymore ■ Use it occasionally or regularly



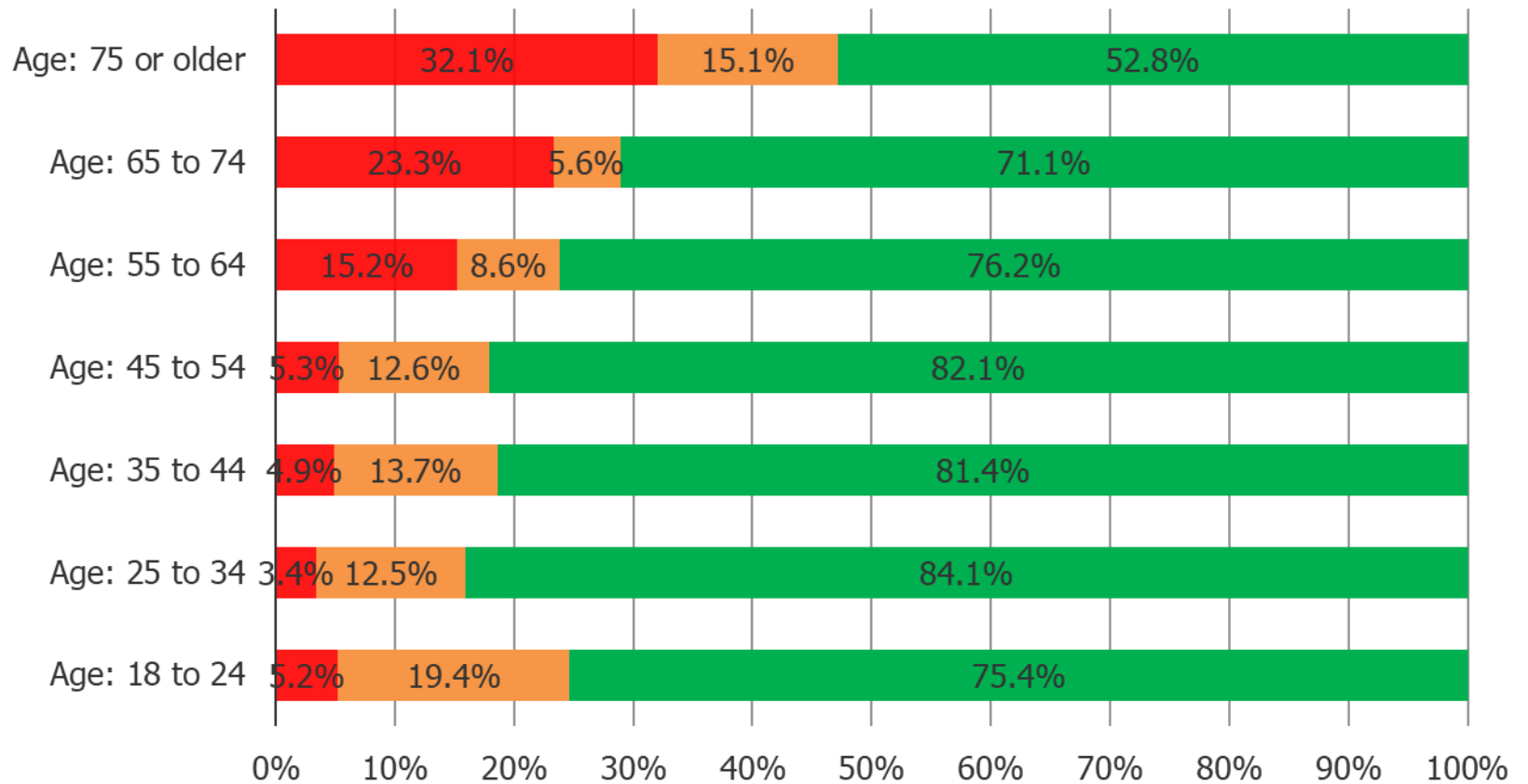
	N =
Age: 18 to 24	134
Age: 25 to 34	176
Age: 35 to 44	183
Age: 45 to 54	190
Age: 55 to 64	151
Age: 65 to 74	90
Age: 75 or old	53

Social Media | Qualitative Color

Age Cuts: Which of the following best describes your experience with each of the following: YouTube

Posed to social media users.

■ Have never used it ■ Used it in the past, but don't anymore ■ Use it occasionally or regularly

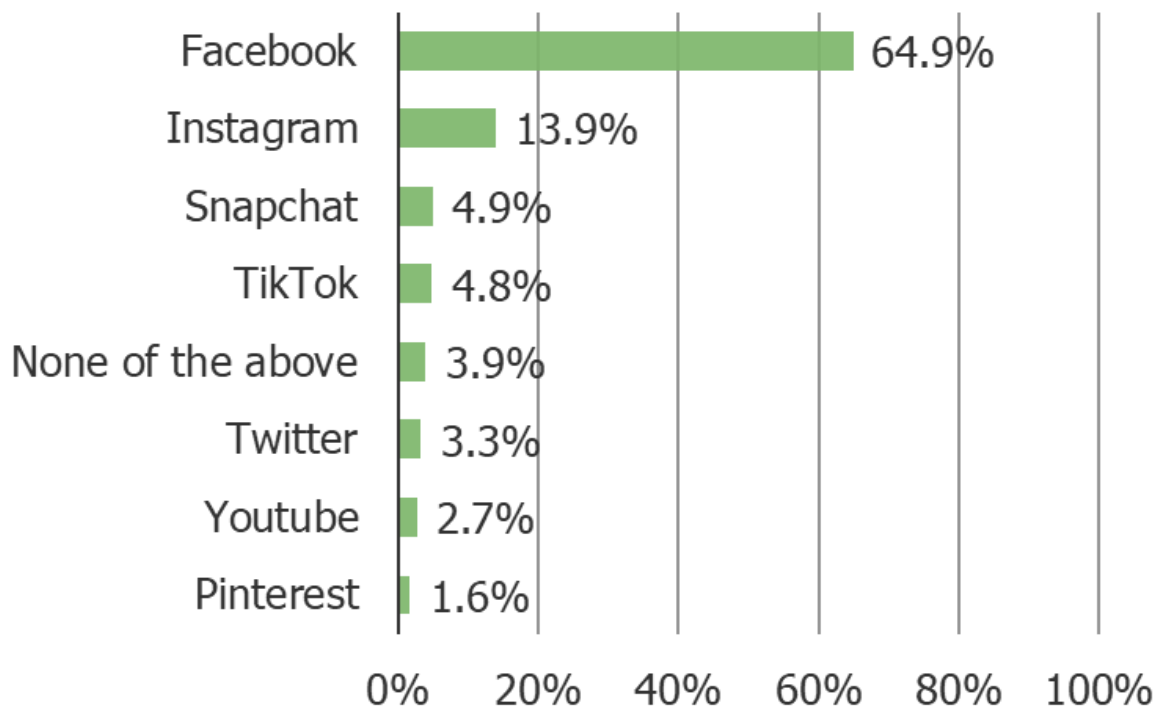


	N =
Age: 18 to 24	134
Age: 25 to 34	176
Age: 35 to 44	183
Age: 45 to 54	190
Age: 55 to 64	151
Age: 65 to 74	90
Age: 75 or old	53

Social Media | Qualitative Color

Which app/platform has the most amount of your friends on it?

Posed to social media users (N = 977)



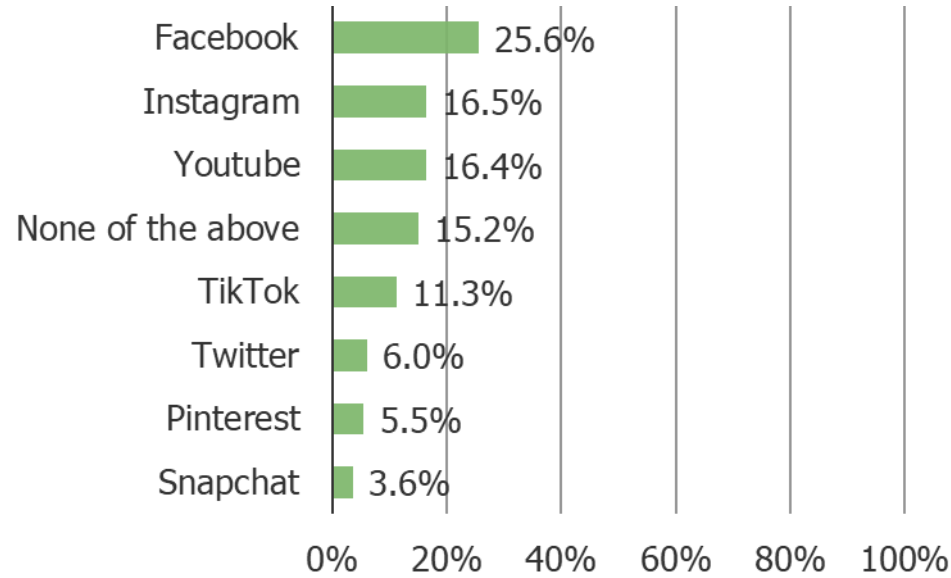
Age Cuts:

	None	Facebook	Instagram	Snapchat	TikTok	Twitter	Pinterest	Youtube	N =
Age: 18 to 24	3.0%	19.4%	32.8%	23.1%	14.2%	3.7%	1.5%	2.2%	134
Age: 25 to 34	1.7%	61.4%	23.3%	2.3%	5.1%	4.0%	0.0%	2.3%	176
Age: 35 to 44	1.1%	65.0%	15.9%	1.6%	5.5%	4.4%	3.3%	3.3%	183
Age: 45 to 54	6.3%	69.5%	6.3%	4.2%	3.7%	2.6%	3.2%	4.2%	190
Age: 55 to 64	6.6%	78.8%	4.6%	1.3%	1.3%	3.3%	1.3%	2.7%	151
Age: 65 to 74	5.6%	87.8%	3.3%	0.0%	0.0%	2.2%	0.0%	1.1%	90
Age: 75 or older	3.8%	96.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	53

Social Media | Qualitative Color

Which app/platform has the most content creators/influencers that you are interested in following?

Posed to social media users (N = 977)



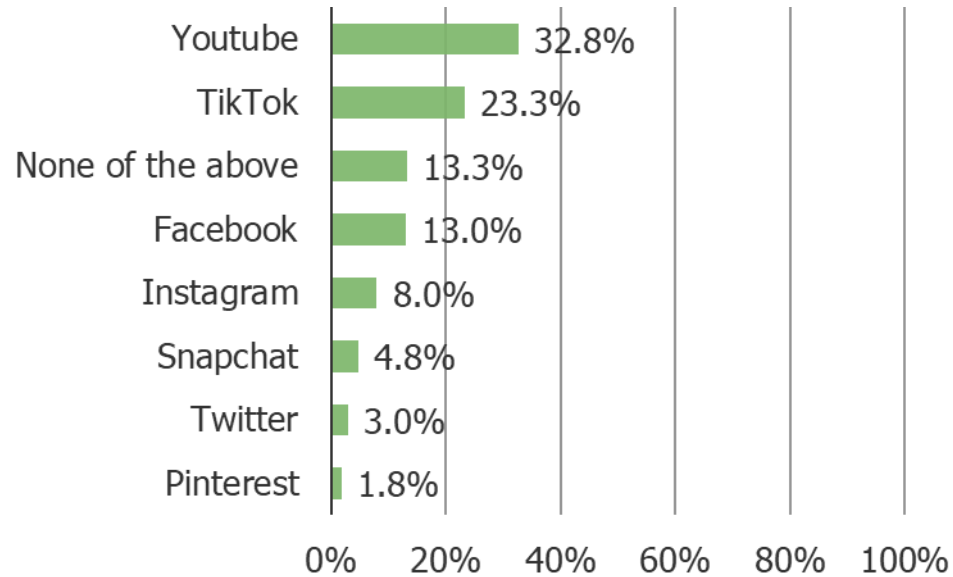
Age Cuts:

	None	Facebook	Instagram	Snapchat	TikTok	Twitter	Pinterest	Youtube	N =
Age: 18 to 24	1.5%	9.7%	26.1%	10.5%	23.1%	6.0%	2.2%	20.9%	134
Age: 25 to 34	4.0%	26.1%	31.8%	3.4%	14.2%	7.4%	2.8%	10.2%	176
Age: 35 to 44	8.7%	25.1%	21.3%	4.9%	13.7%	8.7%	5.5%	12.0%	183
Age: 45 to 54	16.3%	27.4%	8.4%	2.6%	10.0%	6.3%	4.7%	24.2%	190
Age: 55 to 64	25.2%	29.1%	6.0%	0.7%	4.0%	4.6%	9.9%	20.5%	151
Age: 65 to 74	40.0%	31.1%	4.4%	0.0%	3.3%	3.3%	6.7%	11.1%	90
Age: 75 or older	34.0%	39.6%	3.8%	0.0%	1.9%	0.0%	11.3%	9.4%	53

Social Media | Qualitative Color

Which app/platform is best for making videos?

Posed to social media users (N = 977)



Age Cuts:

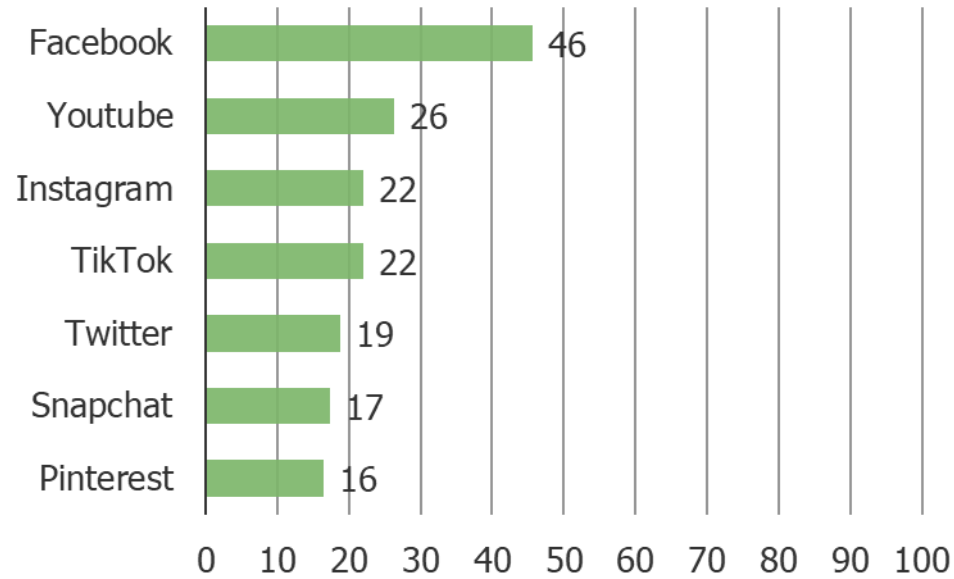
	None	Facebook	Instagram	Snapchat	TikTok	Twitter	Pinterest	Youtube	N =
Age: 18 to 24	1.5%	6.7%	9.7%	13.4%	33.6%	6.0%	3.0%	26.1%	134
Age: 25 to 34	5.7%	12.5%	15.9%	5.1%	30.7%	4.0%	2.3%	23.9%	176
Age: 35 to 44	6.6%	14.2%	10.9%	6.0%	25.1%	4.4%	3.8%	29.0%	183
Age: 45 to 54	12.1%	15.8%	3.7%	3.7%	25.3%	1.6%	1.6%	36.3%	190
Age: 55 to 64	19.2%	12.6%	3.3%	0.7%	12.6%	1.3%	0.0%	50.3%	151
Age: 65 to 74	34.4%	14.4%	4.4%	0.0%	13.3%	1.1%	0.0%	32.2%	90
Age: 75 or older	43.4%	15.1%	1.9%	1.9%	7.6%	0.0%	0.0%	30.2%	53

Social Media | Qualitative Color

What percentage of your total social media usage would you estimate goes to each of the following? Average Fill-In

Posed to social media users who use each of the following currently:

	N =
Pinterest	405
Snapchat	321
Twitter	357
TikTok	362
Youtube	751
Instagram	507
Facebook	753

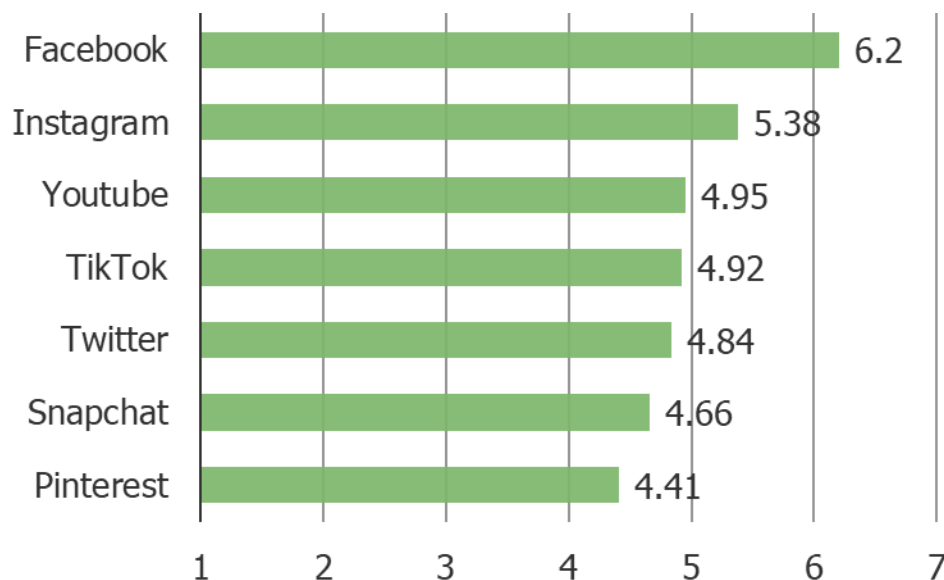


Social Media | Qualitative Color

When you open your phone to look at social media apps, in which order do you typically open the apps? Rank them from first at the top to last at the bottom.

Posed to social media users who use each of the following currently (The higher the score, the more often it was ranked first):

	N =
Pinterest	405
Snapchat	321
Twitter	357
TikTok	362
Youtube	751
Instagram	507
Facebook	753



Age Cuts:

	Facebook	Instagram	TikTok	Snapchat	Twitter	Pinterest	Youtube
Age: 18 to 24	5.08	5.80	5.20	5.52	4.65	3.96	4.70
Age: 25 to 34	5.83	5.46	4.70	4.51	4.86	3.96	4.41
Age: 35 to 44	6.03	5.23	4.95	4.54	4.69	4.20	4.71
Age: 45 to 54	6.39	5.23	4.83	4.00	4.72	4.50	5.01
Age: 55 to 64	6.62	5.25	5.04	4.59	5.13	5.02	5.61
Age: 65 to 74	6.77	5.36	4.88	3.50	5.73	5.07	5.54
Age: 75 or older	6.80	5.21	4.00	3.67	4.86	5.00	5.70

Social Media | Qualitative Color

What do you use this platform for?

Posed to social media users have used each of the following:

Facebook



Instagram



Youtube



TikTok



Twitter



Snapchat



Pinterest



	N =
Facebook	923
Instagram	680
TikTok	526
Snapchat	521
Twitter	587
Pinterest	642
Youtube	884

Social Media | Qualitative Color

If you had to use one word to describe each of the following, what would it be?

Posed to social media users have used each of the following:

Facebook



Instagram



Youtube



TikTok



Twitter



Snapchat



Pinterest



	N =
Facebook	923
Instagram	680
TikTok	526
Snapchat	521
Twitter	587
Pinterest	642
Youtube	884

Social Media | Qualitative Color

Why have you never used this platform?

Posed to social media users who have NEVER used each of the following:

Instagram



TikTok



Twitter



Snapchat



Pinterest



	N =
Facebook	51
Instagram	285
TikTok	439
Snapchat	441
Twitter	375
Pinterest	321
Youtube	82

Why did you stop using this platform?

Posed to social media users who used to use each of the following, but stopped:

Facebook



Instagram



Youtube



TikTok



Twitter



Snapchat



Pinterest

BORING

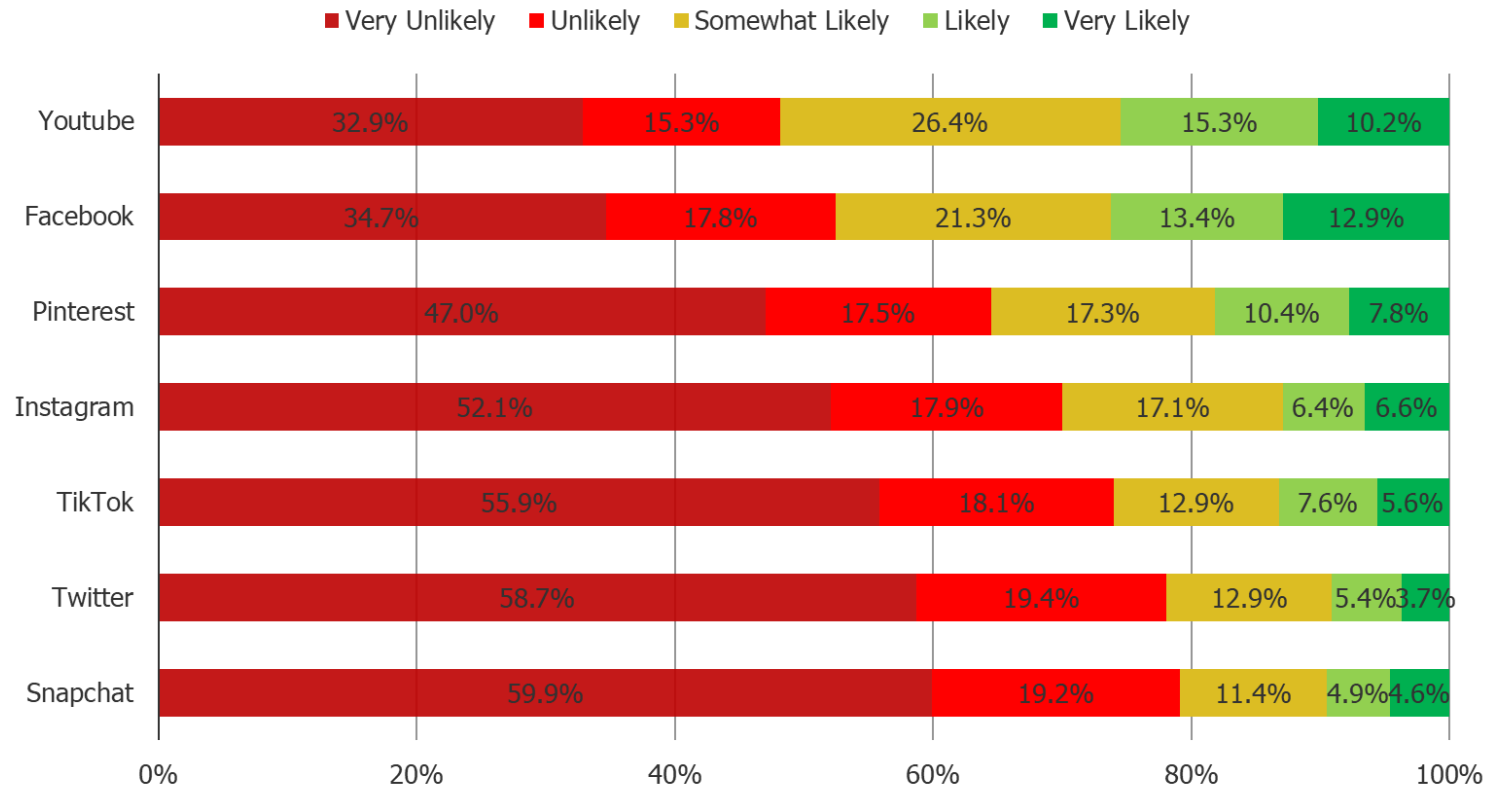


	N =
Facebook	148
Instagram	160
TikTok	156
Snapchat	195
Twitter	225
Pinterest	231
Youtube	123

Social Media | Qualitative Color

How likely are you to use this platform in the future?

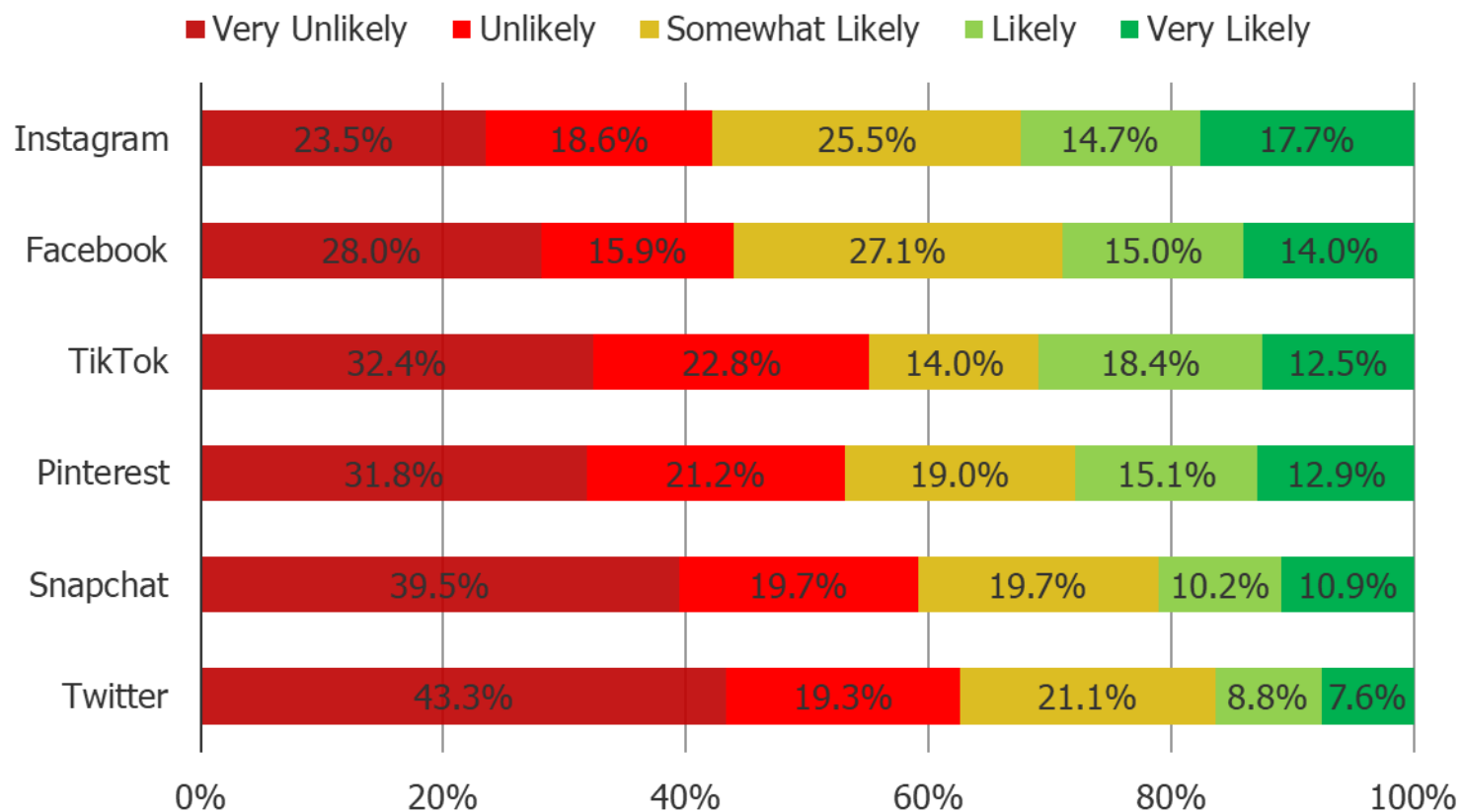
Posed to respondents who do not currently use each of the following.



	N =
Facebook	202
Instagram	457
TikTok	607
Snapchat	651
Twitter	615
Pinterest	566
Youtube	216

How likely are you to use this platform in the future? | 18-34 Year-Olds

Posed to respondents who do not currently use each of the following.



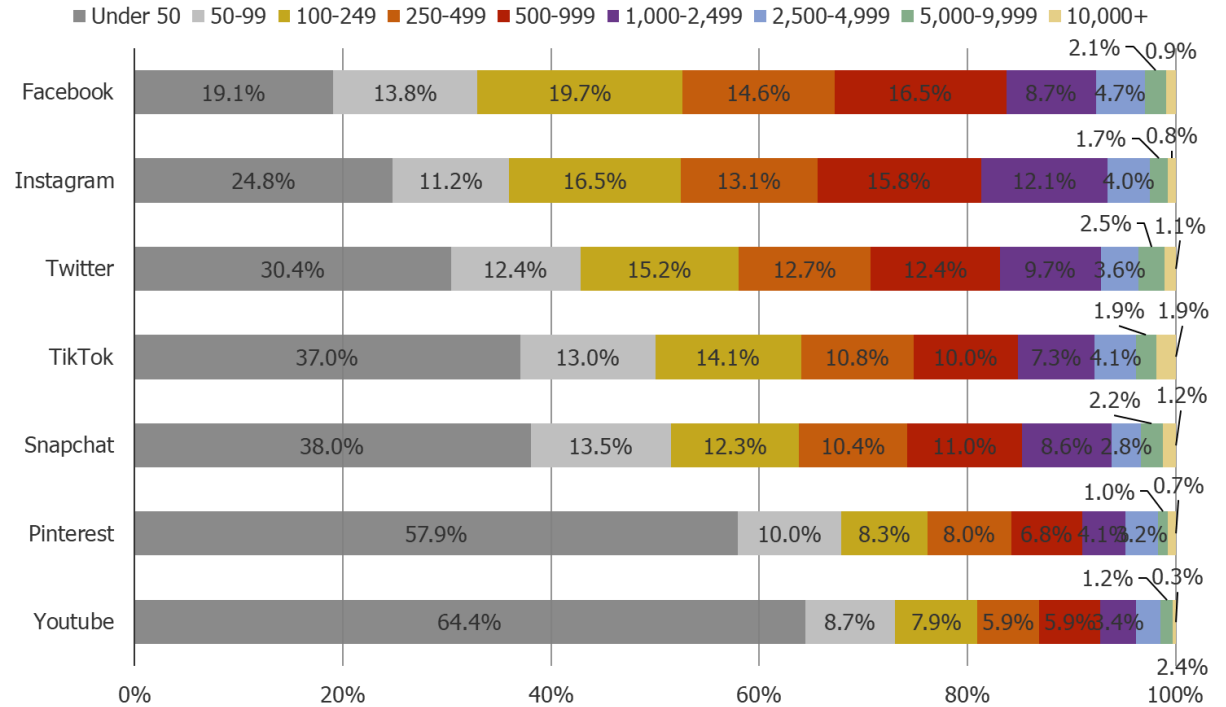
	N =
Twitter	171
Snapchat	147
Pinteres	179
TikTok	136
Facebook	107
Instagram	102

Social Media | Qualitative Color

How many friends/connections/followers do you have on the following:

Posed to social media users currently use each of the following:

	N =
Youtube	761
Pinterest	411
Snapchat	326
TikTok	370
Twitter	362
Instagram	520
Facebook	775



Age Cuts:

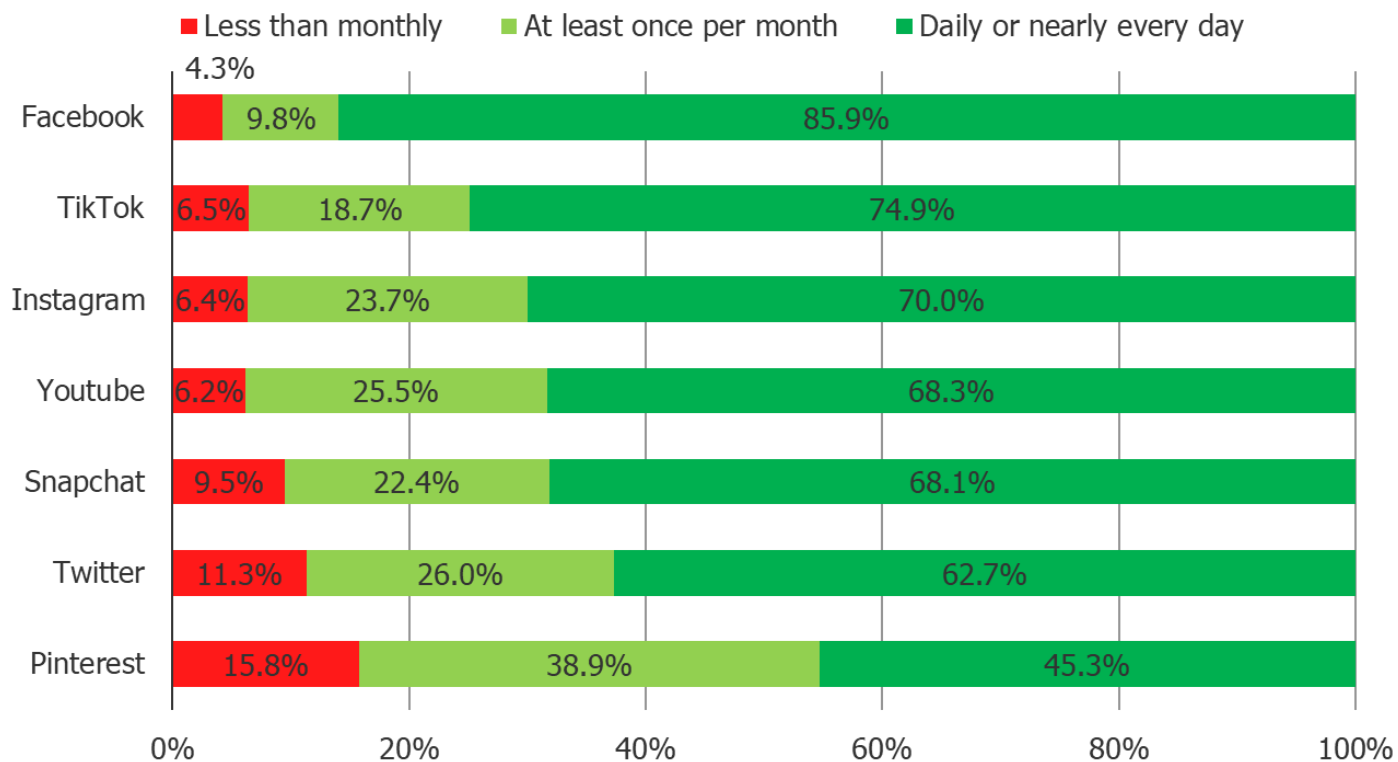
	Facebook	Instagram	TikTok	Snapchat	Twitter	Pinterest	Youtube
Age: 18 to 24	3.83	4.41	3.54	2.97	3.07	2.23	2.09
Age: 25 to 34	4.5	4.31	3.43	3.42	4.04	3	2.93
Age: 35 to 44	4.16	3.79	2.9	3.12	3.81	2.97	2.53
Age: 45 to 54	3.56	2.85	2.94	2.83	2.96	2.3	1.81
Age: 55 to 64	2.68	2.04	1.36	1.5	1.83	1.26	1.34
Age: 65 to 74	2.59	1.8	2	1	2.95	1.27	1.39
Age: 75 or older	2.51	1.64	1	1.33	1.29	1.47	1.18

Social Media | Qualitative Color

How often do you visit this app or website?

Posed to social media users currently use each of the following:

	N =
Youtube	761
Pinterest	411
Snapchat	326
TikTok	370
Twitter	362
Instagram	520
Facebook	775



Age Cuts: (Weighted Average – 1 = Less than monthly, 2 = at least once per month, 3 = daily)

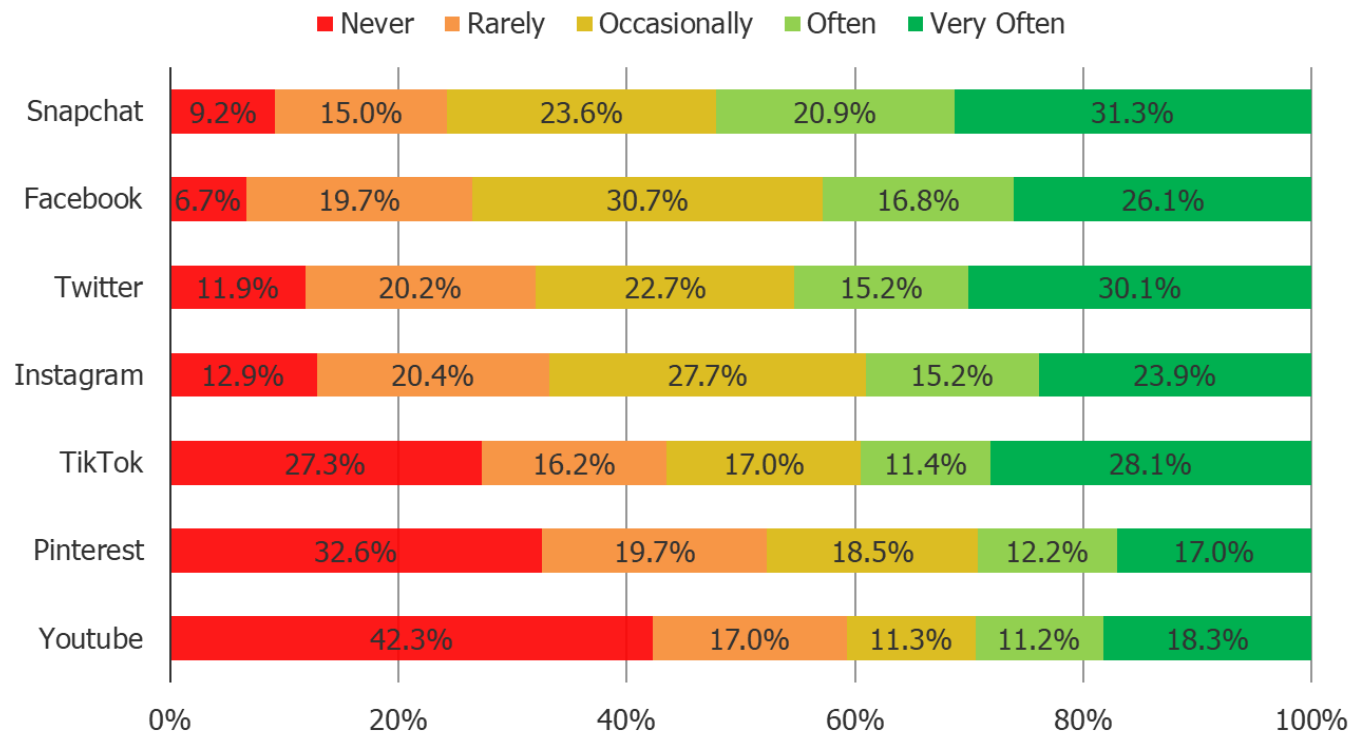
	Facebook	Instagram	TikTok	Snapchat	Twitter	Pinterest	Youtube
Age: 18 to 24	2.74	2.8	2.77	2.78	2.57	2.35	2.72
Age: 25 to 34	2.75	2.68	2.68	2.57	2.49	2.38	2.72
Age: 35 to 44	2.82	2.64	2.61	2.55	2.59	2.32	2.7
Age: 45 to 54	2.82	2.62	2.74	2.59	2.53	2.37	2.67
Age: 55 to 64	2.87	2.48	2.5	2.18	2.38	2.21	2.49
Age: 65 to 74	2.86	2.44	2.67	2	2.5	2.03	2.31
Age: 75 or older	2.88	2.36	3	2.33	2	2.05	2.29

Social Media | Qualitative Color

How often do you post on the following?

Posed to social media users currently use each of the following:

	N =
Youtube	761
Pinterest	411
Snapchat	326
TikTok	370
Twitter	362
Instagram	520
Facebook	775



Age Cuts: (Weighted Average – 1 = Less than monthly, 2 = at least once per month, 3 = daily)

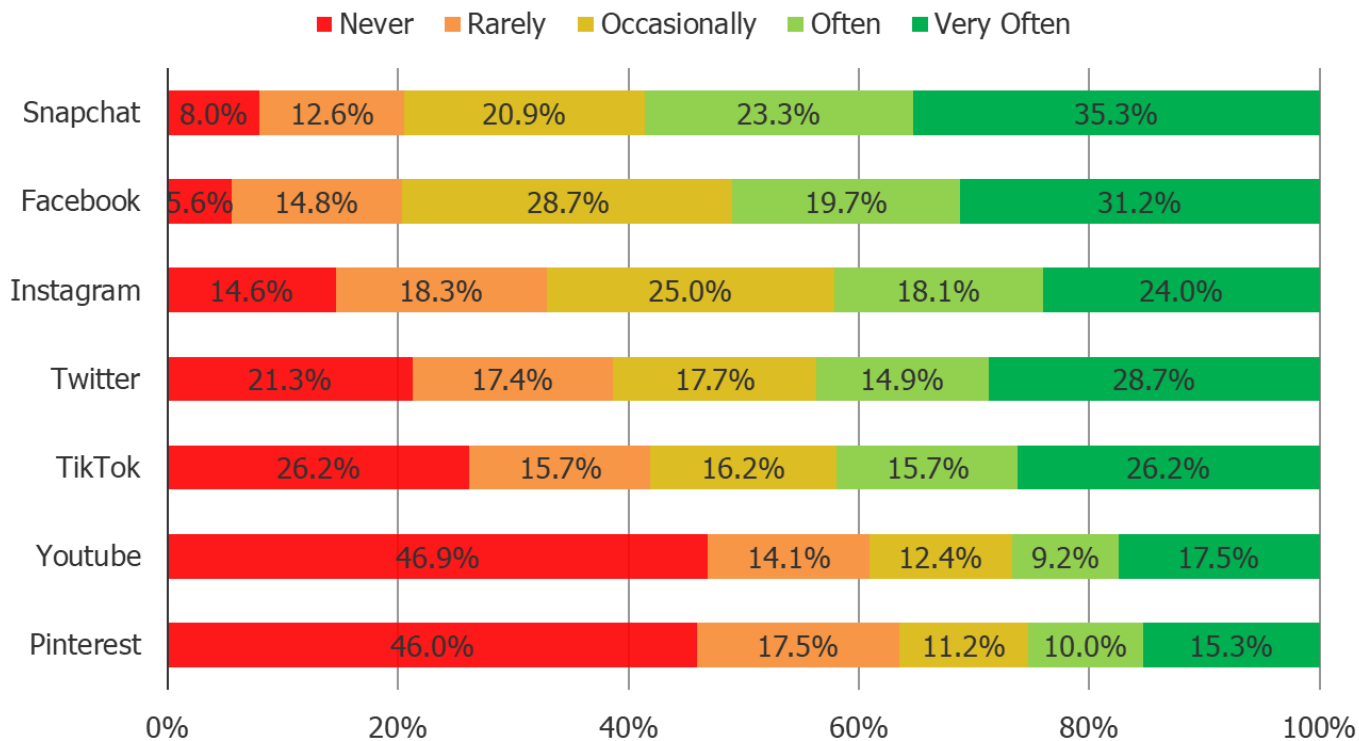
	Facebook	Instagram	TikTok	Snapchat	Twitter	Pinterest	Youtube
Age: 18 to 24	3.14	3.25	3.11	3.65	2.96	2.52	2.59
Age: 25 to 34	3.88	3.76	3.42	3.78	3.9	3.28	3.17
Age: 35 to 44	3.59	3.22	3	3.62	3.57	2.89	2.65
Age: 45 to 54	3.4	3.03	2.68	3.22	3.22	2.59	2.49
Age: 55 to 64	3.1	2.46	2.11	2.59	2.63	2.11	1.83
Age: 65 to 74	2.88	2.32	1.89	1	2.95	1.97	1.63
Age: 75 or older	2.8	2.07	2	1.67	2	1.53	1.54

Social Media | Qualitative Color

How often do you message others users on the following:

Posed to social media users currently use each of the following:

	N =
Youtube	761
Pinterest	411
Snapchat	326
TikTok	370
Twitter	362
Instagram	520
Facebook	775

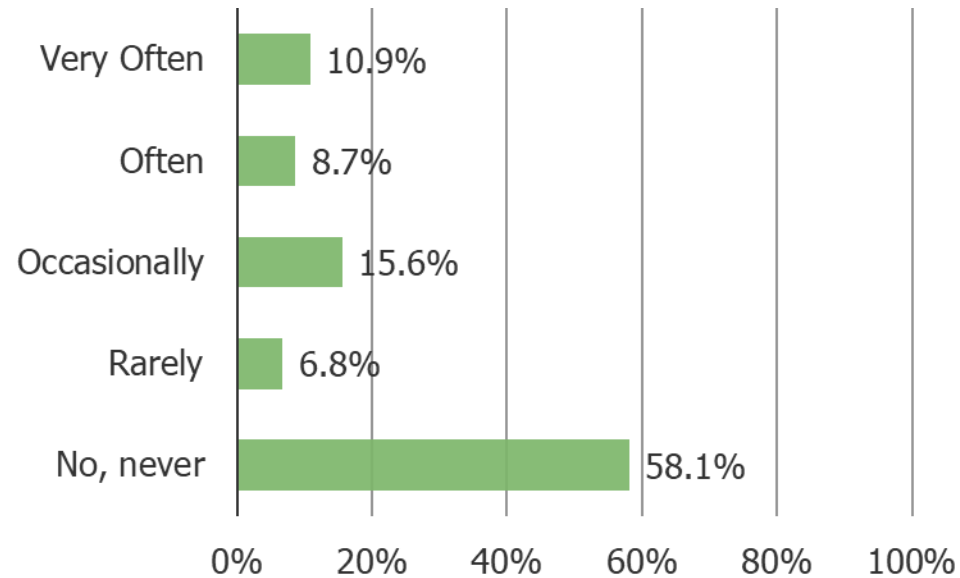


Age Cuts: (Weighted Average – 1 = Less than monthly, 2 = at least once per month, 3 = daily)

	Facebook	Instagram	TikTok	Snapchat	Twitter	Pinterest	Youtube
Age: 18 to 24	3.44	3.61	3.01	4.08	2.73	2.42	2.46
Age: 25 to 34	4.02	3.7	3.43	3.9	3.72	2.96	3.09
Age: 35 to 44	3.86	3.21	3.03	3.56	3.45	2.61	2.6
Age: 45 to 54	3.59	2.88	2.88	3.41	2.99	2.39	2.37
Age: 55 to 64	3.19	2.54	1.96	2.55	2.42	1.5	1.66
Age: 65 to 74	3.14	2.4	2.44	2	2.68	1.53	1.56
Age: 75 or older	3.06	2	2.33	2	1.86	1.42	1.57

Do you use social media for business purposes or to make money in any way?

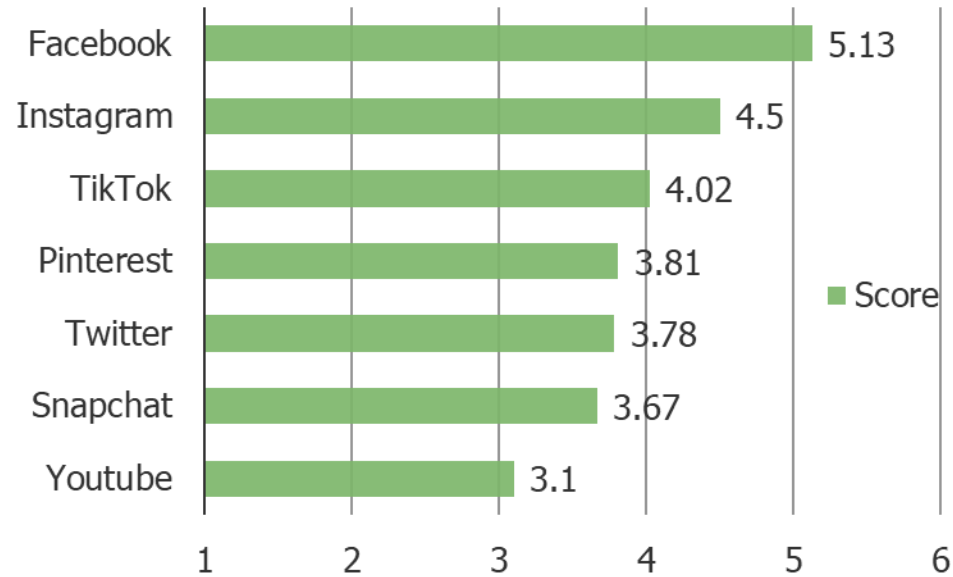
Posed to social media users (N = 977)



Social Media | Qualitative Color

Please rank which platforms you think are best for business purposes / to make money (from best at the top to worst at the bottom).

Posed to respondents who at least occasionally use social media for business purposes or to make money.



Social Media | Qualitative Color

Does TikTok impact your usage of the following in any way? How? (Fill-in)

Posed to all respondents. (N=7056)

Facebook

NOIMPACT

Instagram

NOIMPACT

Youtube

NOIMPACT

Pinterest

NOIMPACT

Twitter

NOIMPACT

Snapchat

NOIMPACT