

Bespoke Intel

Social Media US Consumers Quant Cuts

February 2022

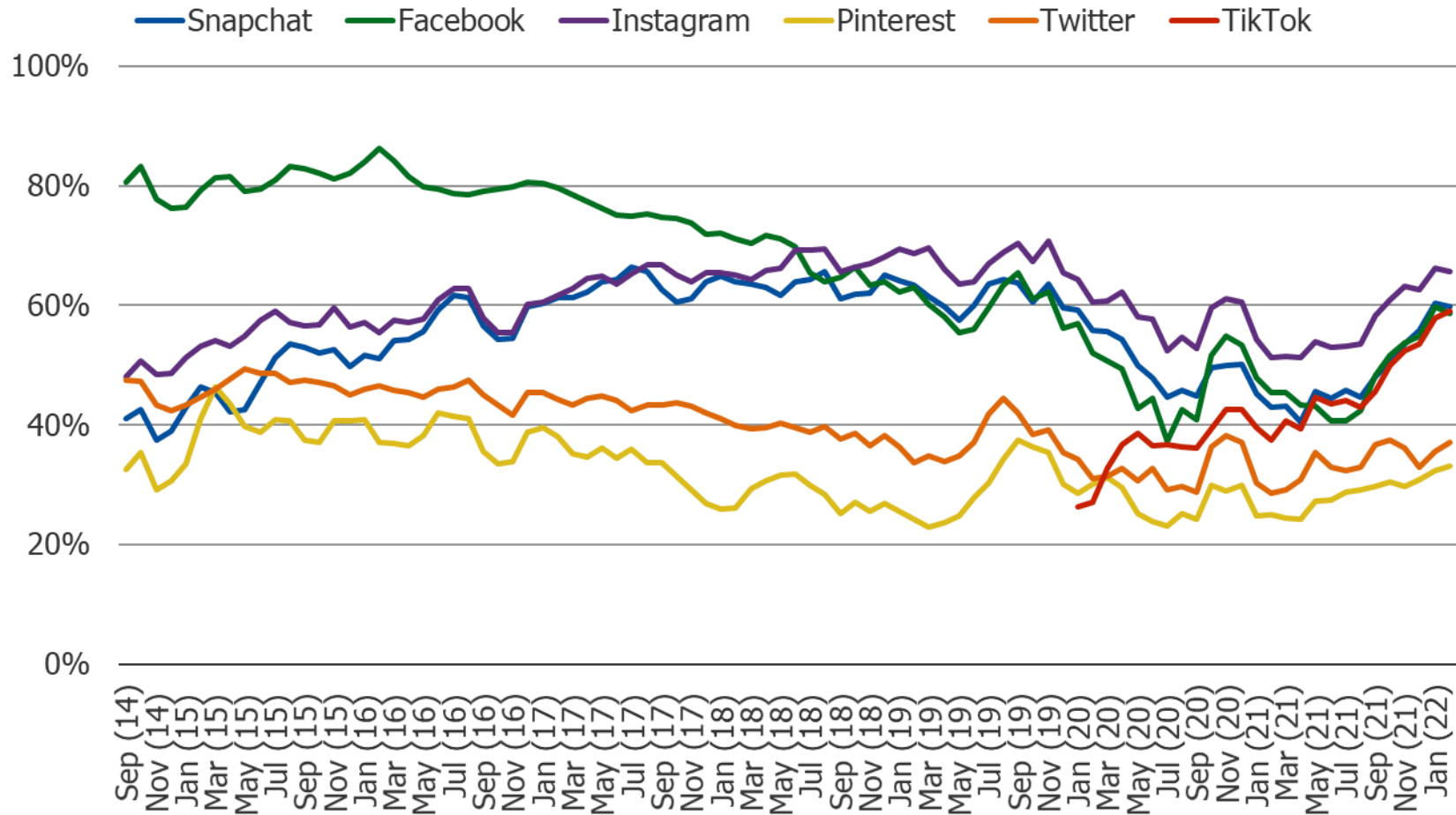
Important Notes:

***For each chart, the most recent data point is February 2022**

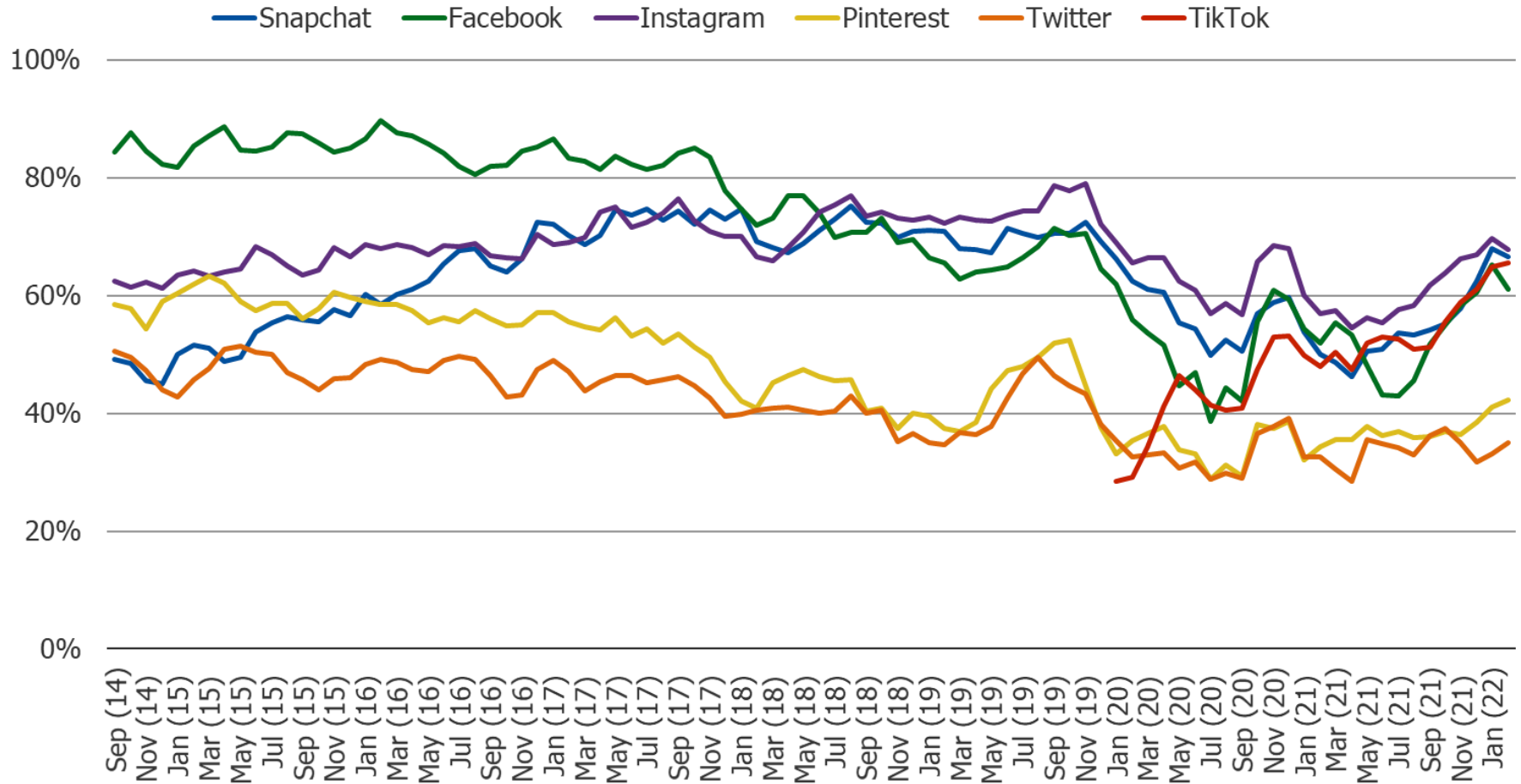
***For time series/trackers, we use a three month moving average to increase N sizes in cross-tabs.**

% of Respondents Who Are Account Holders – Age Cuts

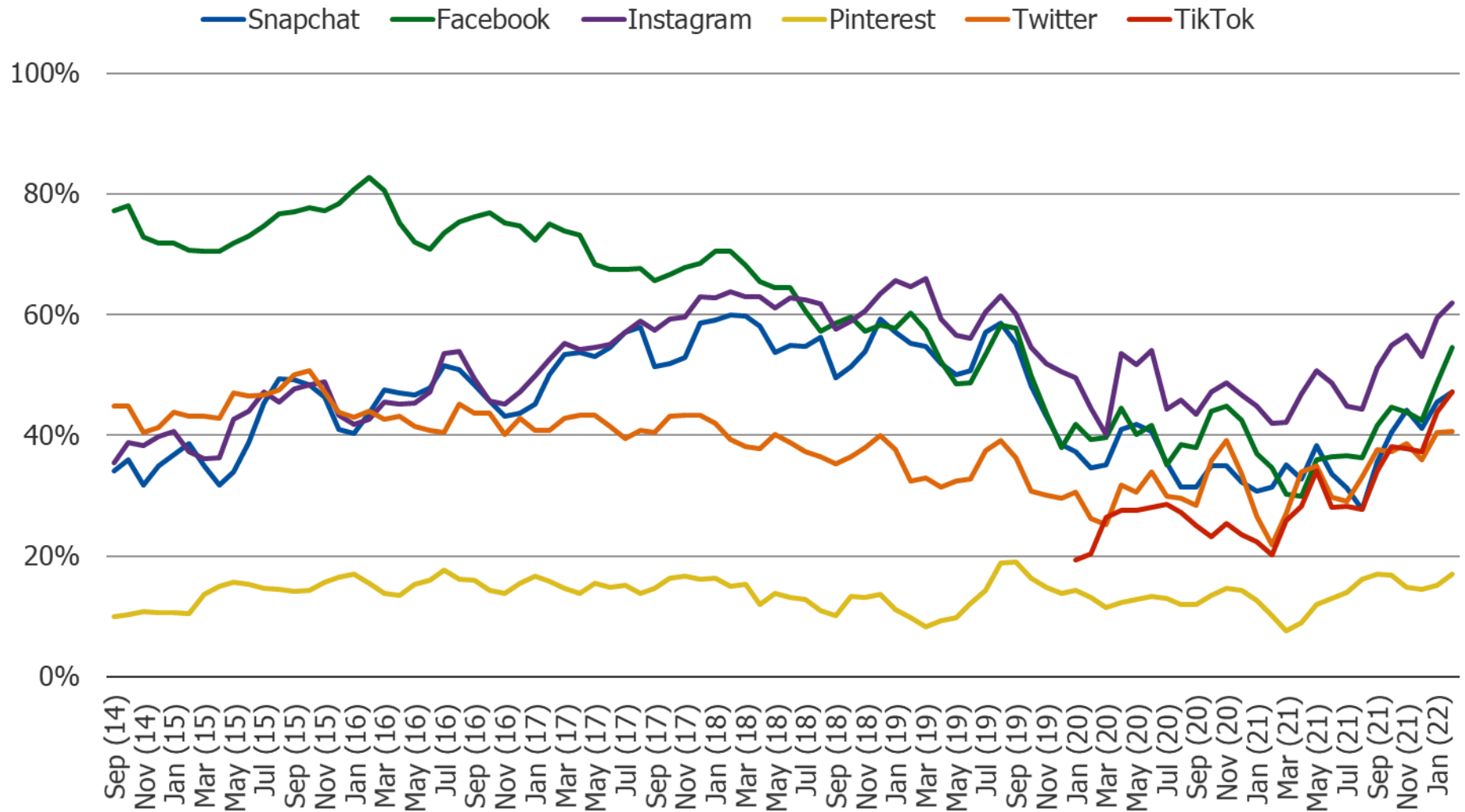
% Account Holders (18-24)



% Account Holders (18-24 Females)

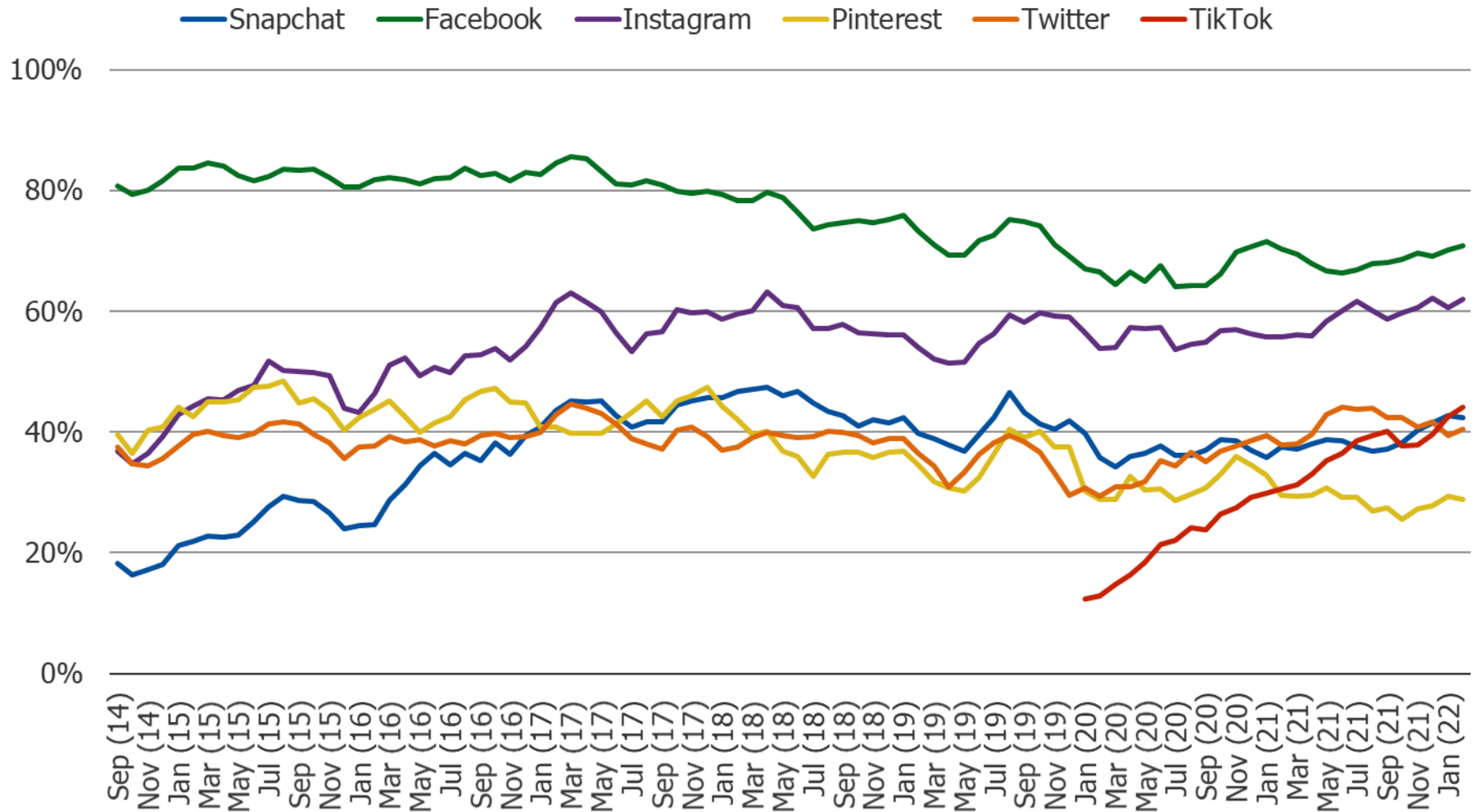


% Account Holders (18-24 Males)



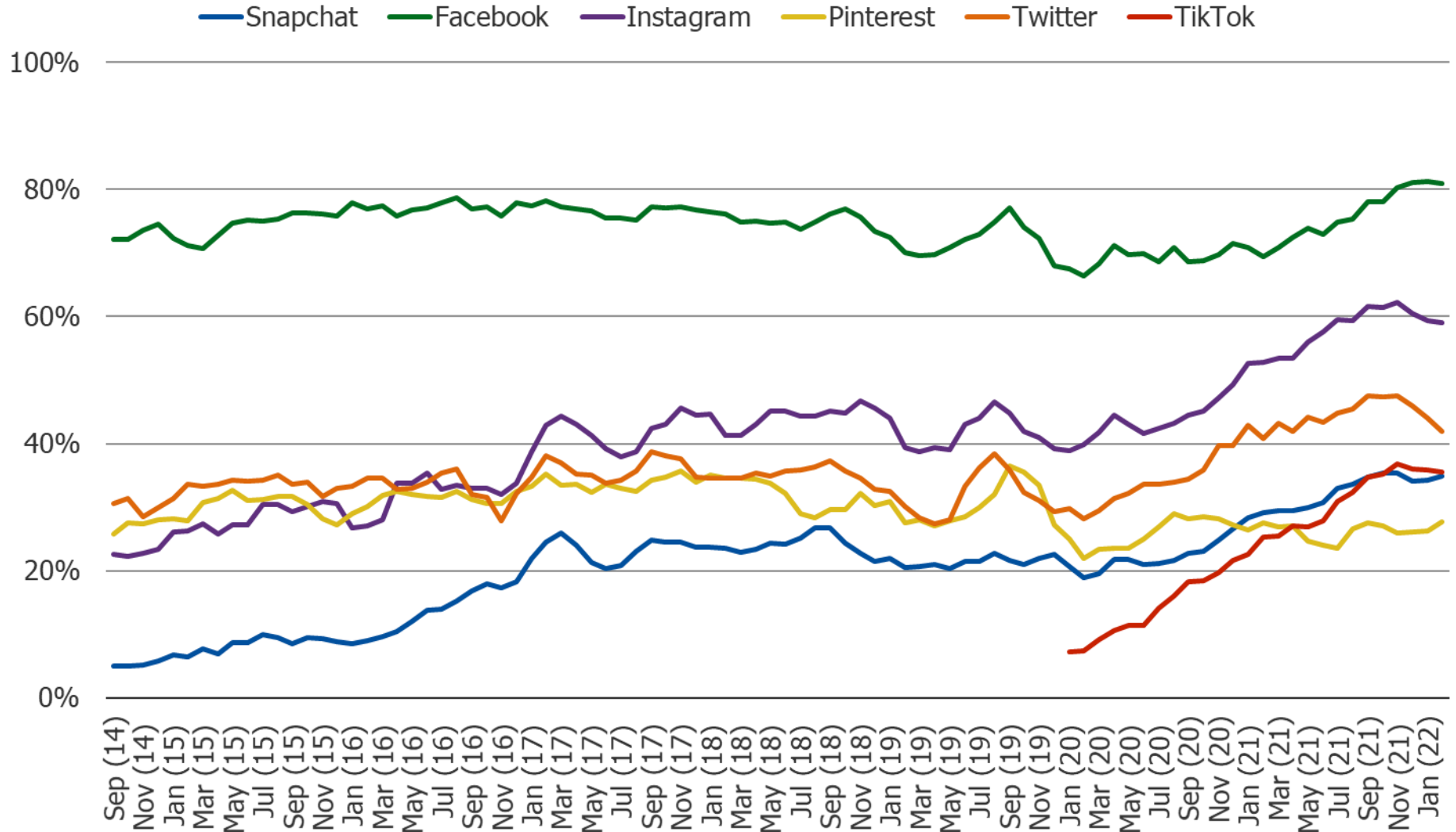
% Account Holders (25-34)

Posed to all respondents | Three Month Moving Average, 4500 US Consumers Balanced to Census Per Data Point



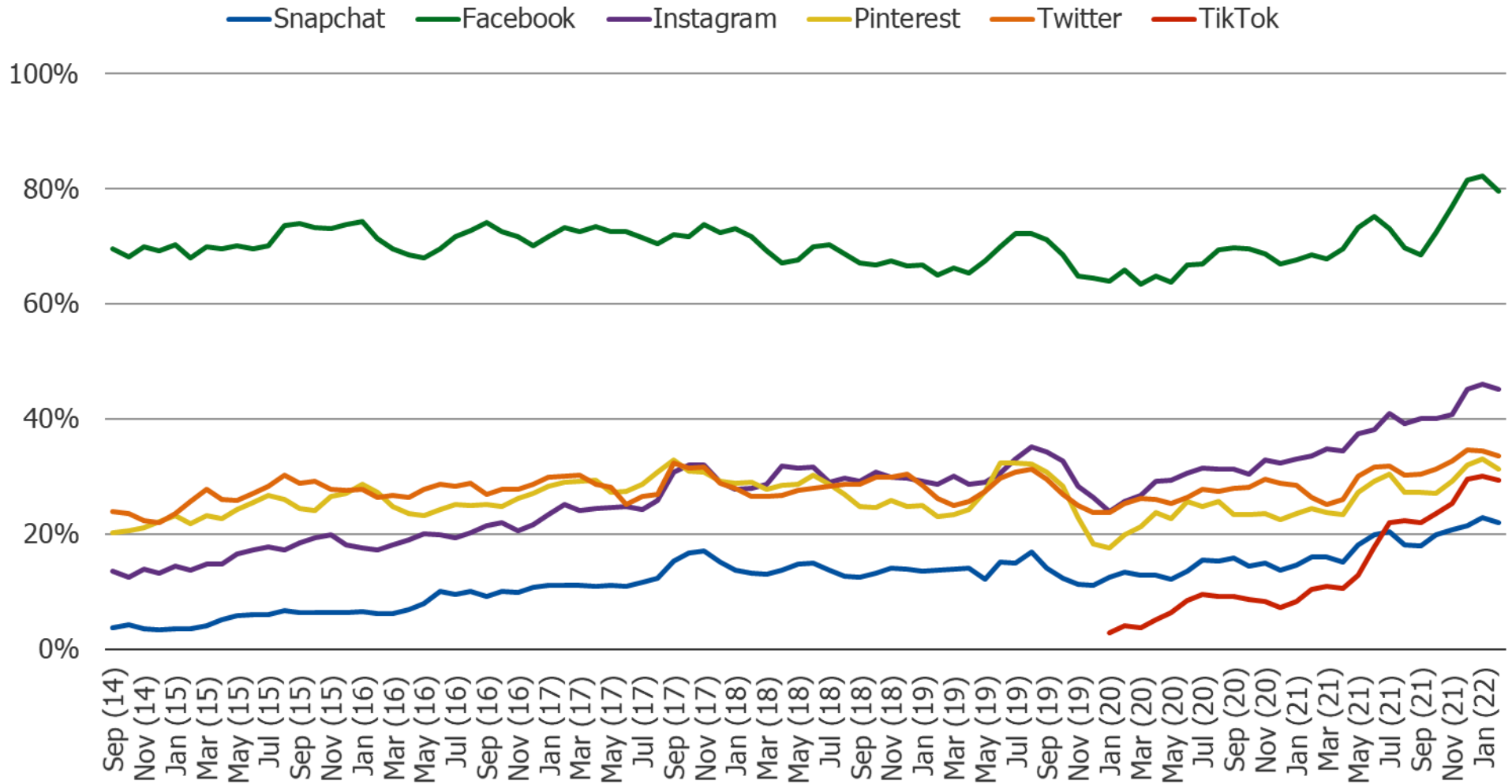
% Account Holders (35-44)

Posed to all respondents | Three Month Moving Average, 4500 US Consumers Balanced to Census Per Data Point



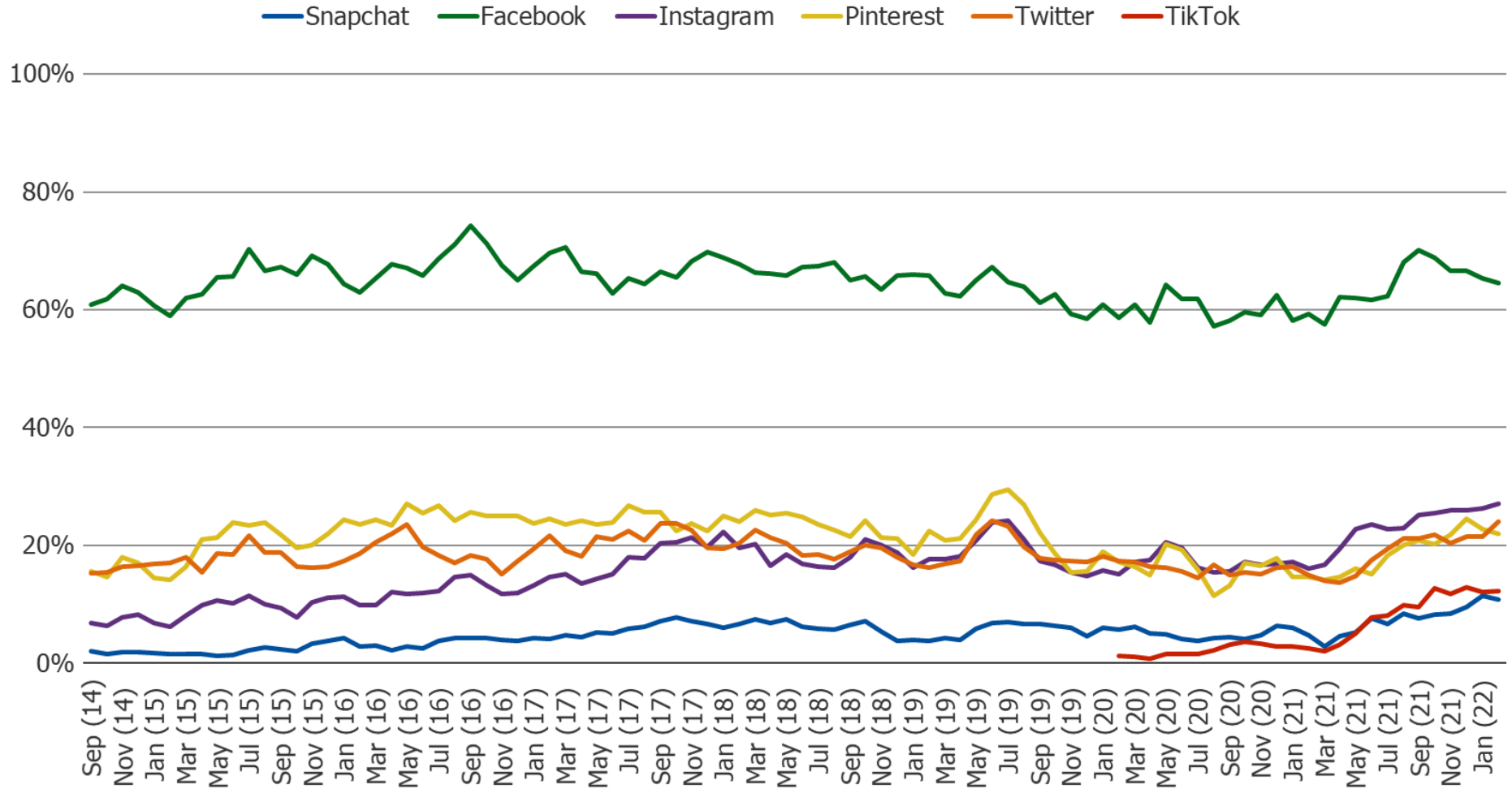
% Account Holders (45-54)

Posed to all respondents | Three Month Moving Average, 4500 US Consumers Balanced to Census Per Data Point



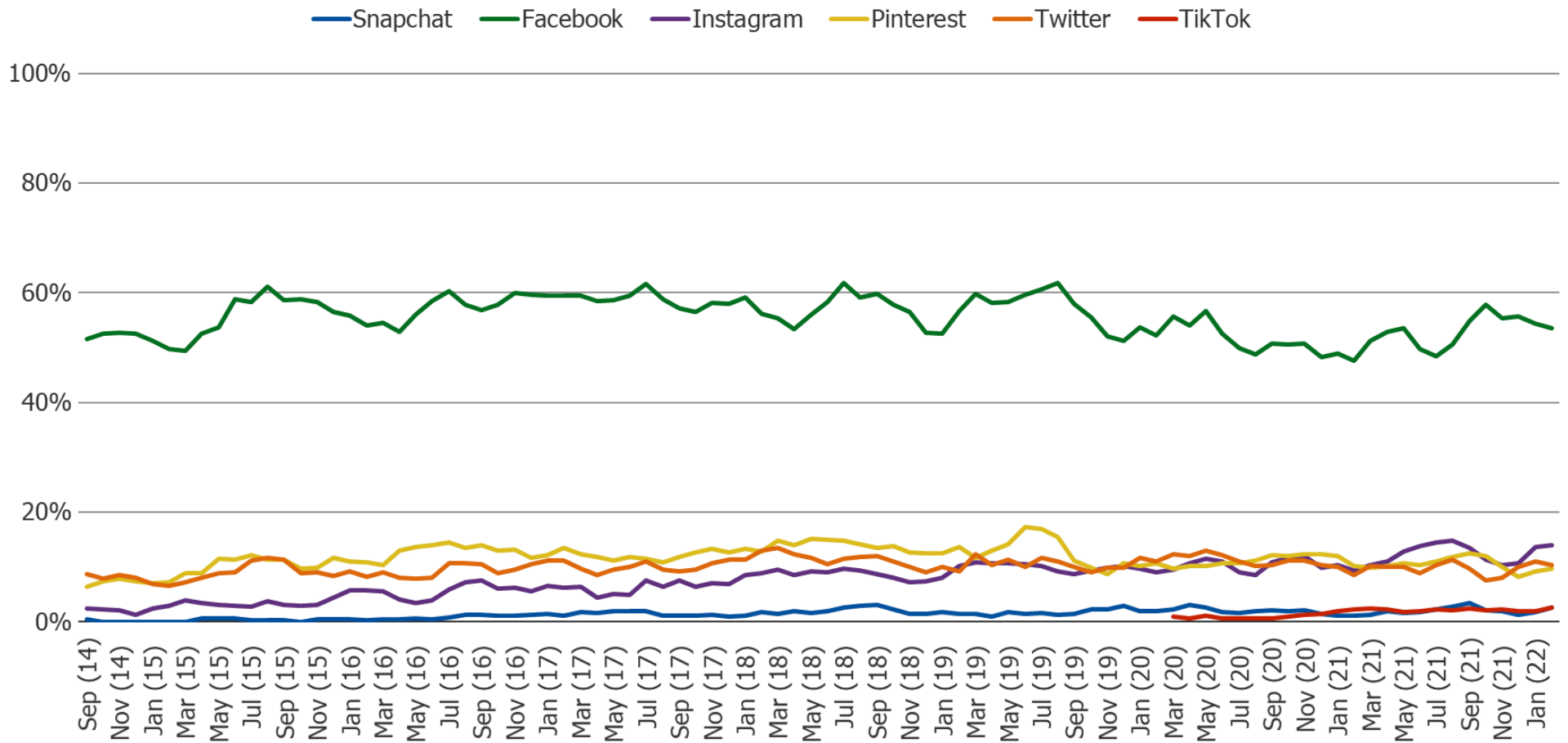
% Account Holders (55-64)

Posed to all respondents | Three Month Moving Average, 4500 US Consumers Balanced to Census Per Data Point



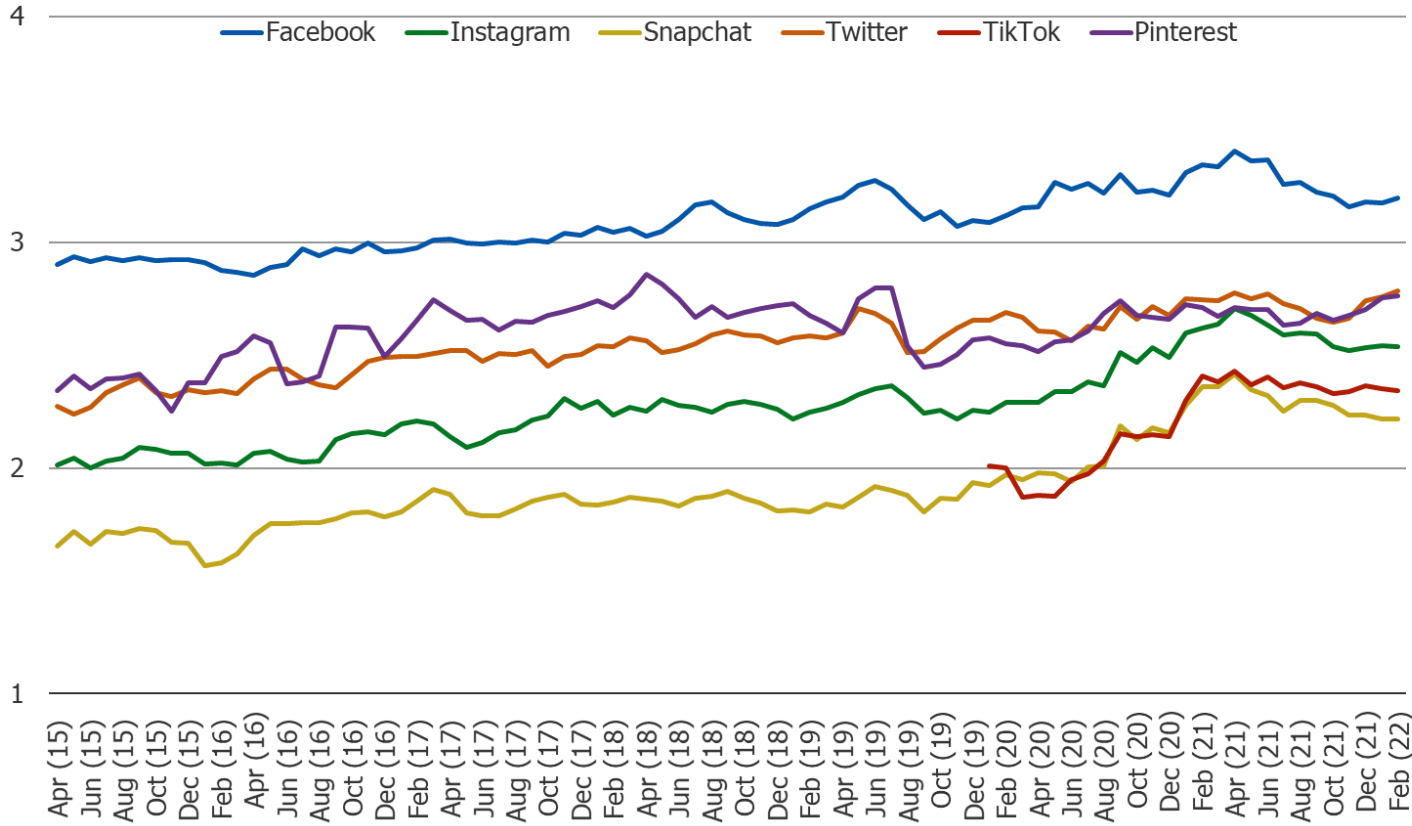
% Account Holders (65+)

Posed to all respondents | Three Month Moving Average, 4500 US Consumers Balanced to Census Per Data Point



Average Age of Platform Users

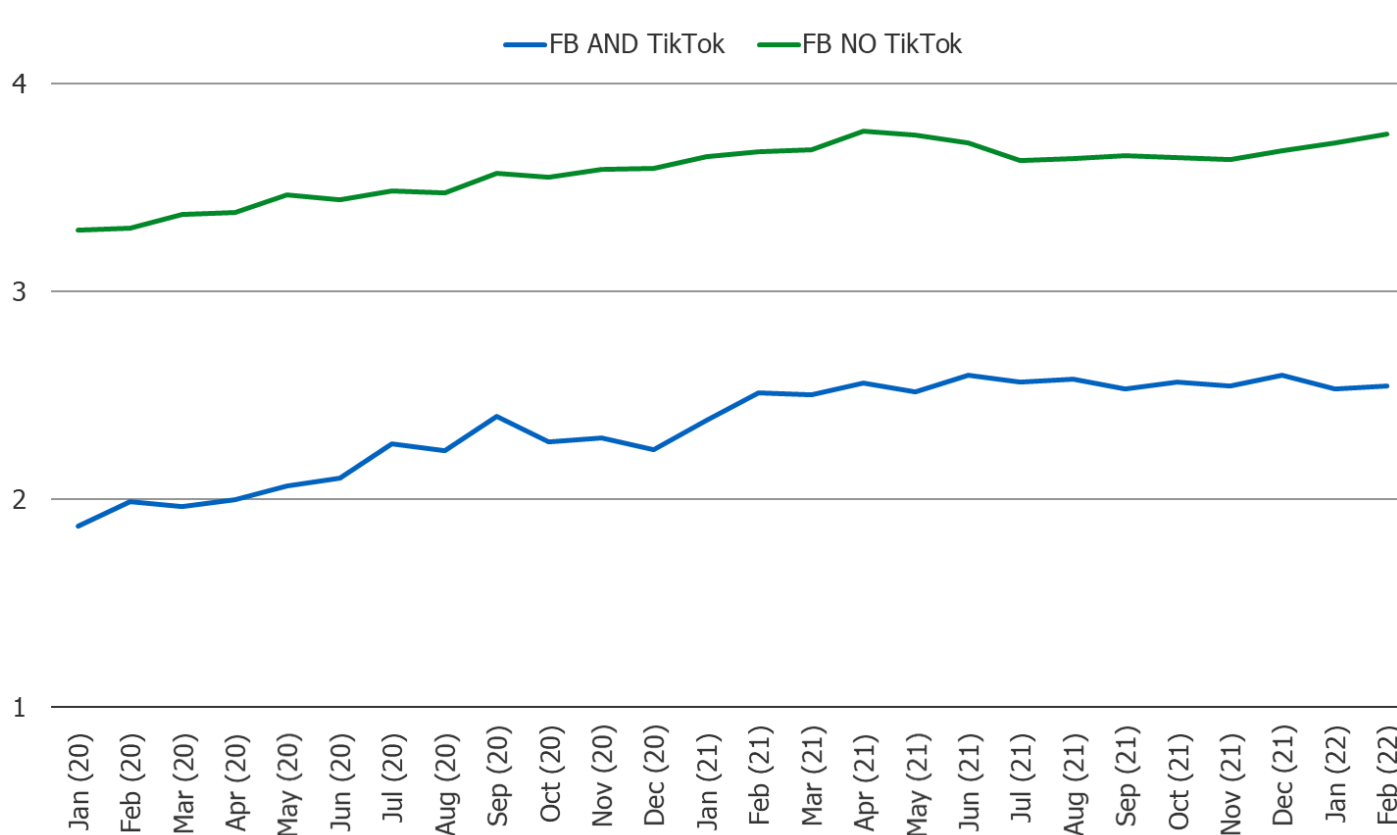
Average Age of Respondents Who Visited The Day They Took Our Survey



Weighted Average Guide:

- 1 = 18-24
- 2 = 25-34
- 3 = 35-44
- 4 = 45-54
- 5 = 55-64
- 6 = 65-74
- 7 = 75+

Average Age of Respondents Who Have An Account With Facebook AND TikTok vs. Facebook and NO TikTok

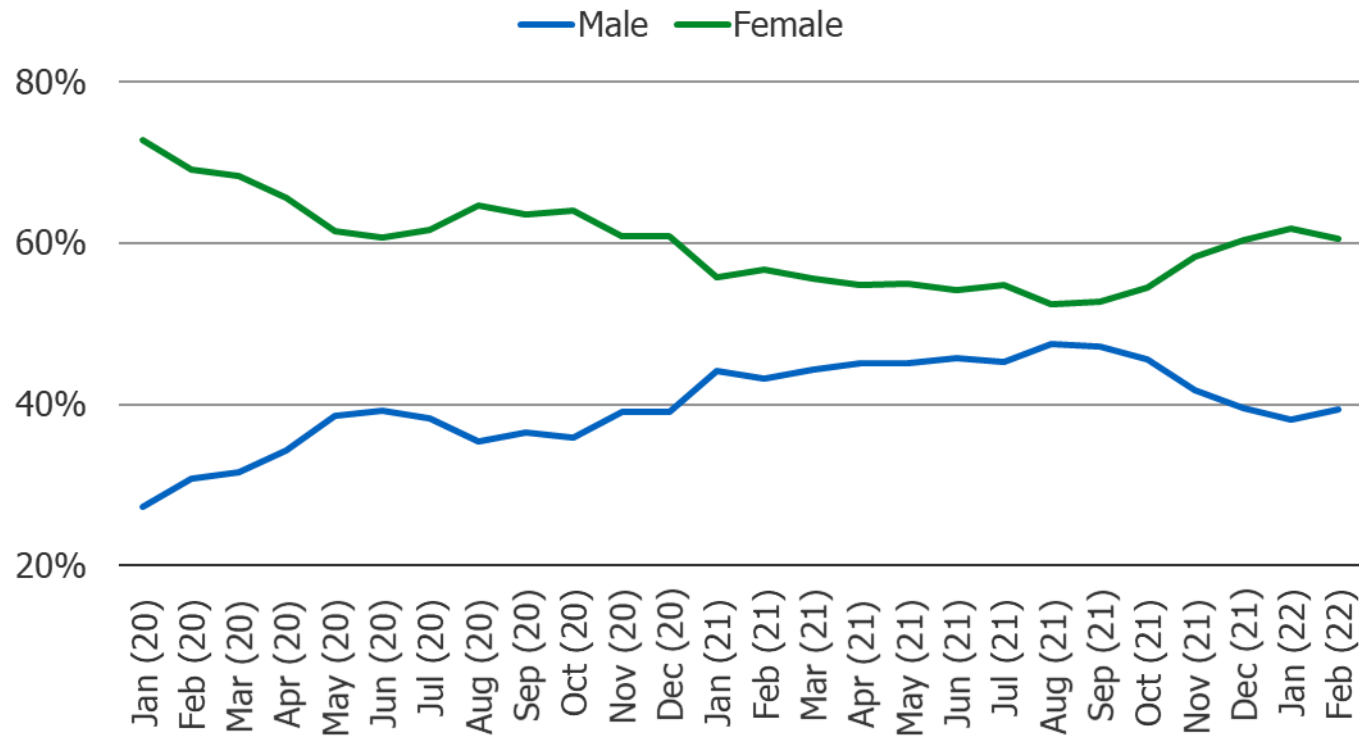


Weighted Average Guide:

- 1 = 18-24
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- 3 = 35-44
- 4 = 45-54
- 5 = 55-64
- 6 = 65-74
- 7 = 75+

Gender Tracker of Those Using Facebook AND TikTok

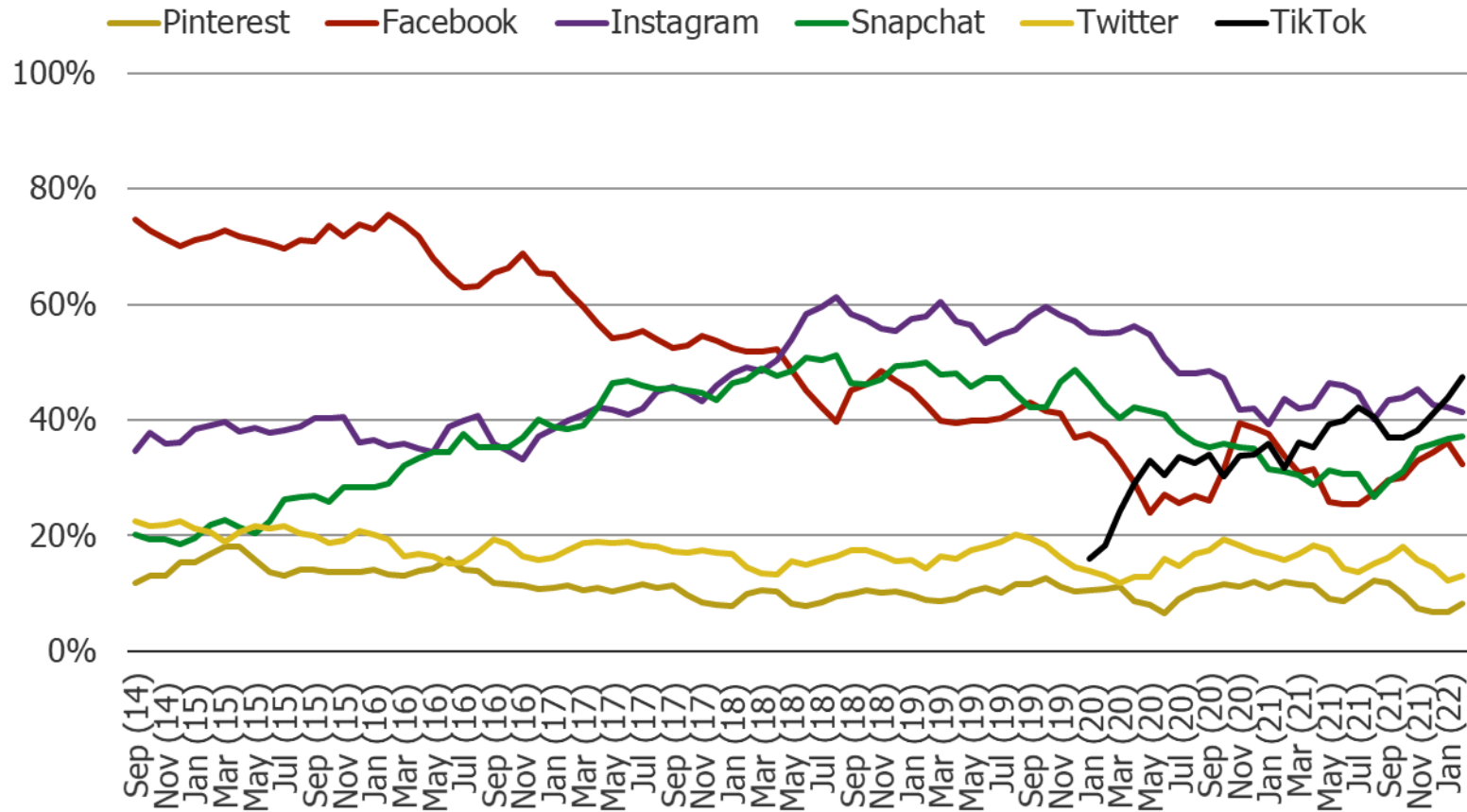
Respondents who have an account with BOTH Facebook AND TikTok: Gender Tracked Over Time



Top Two Platforms Social Media Users Use – Cuts By Age

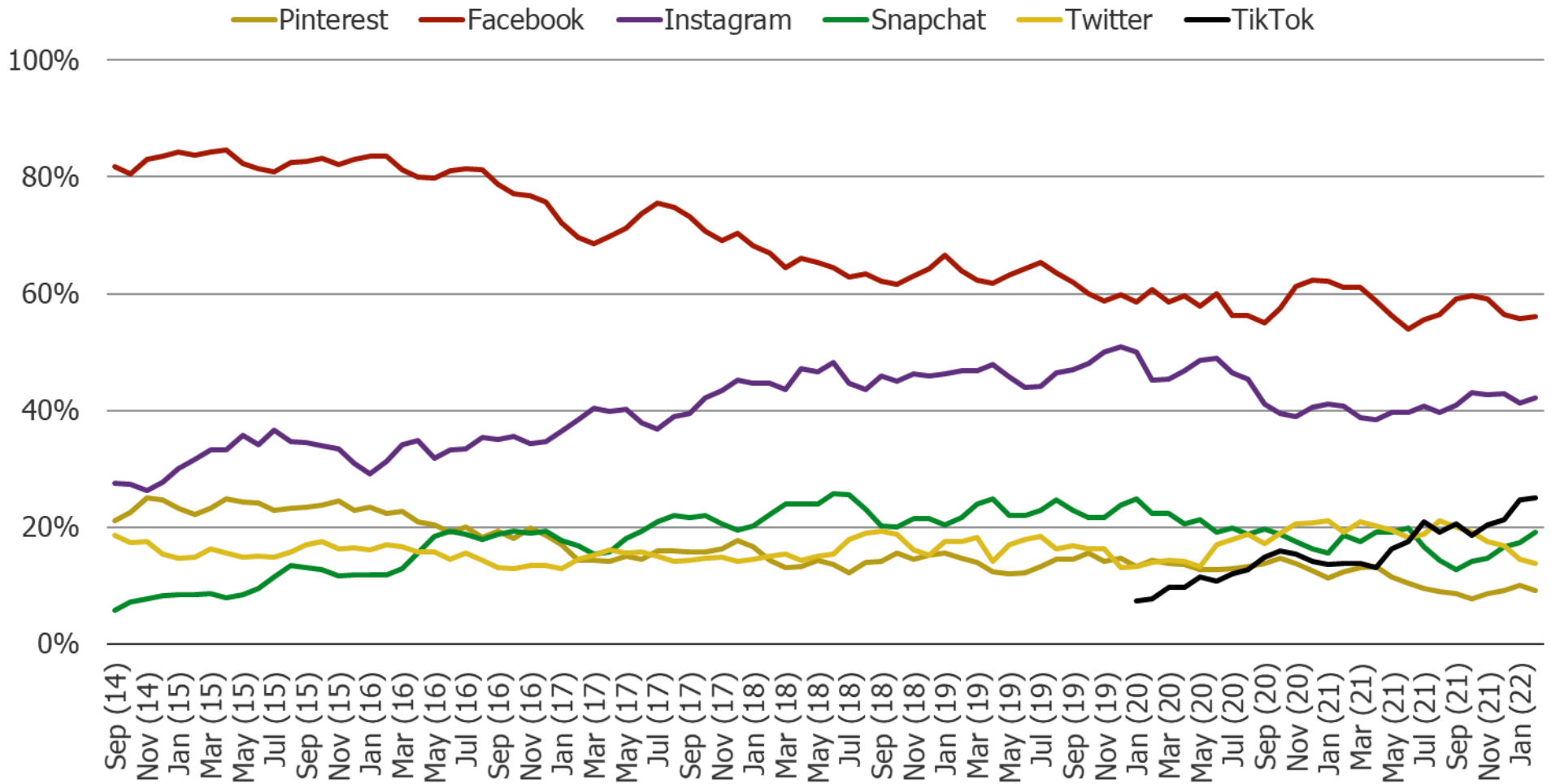
Two platforms respondents use most often... (18-24)

Posed to Social Media Users



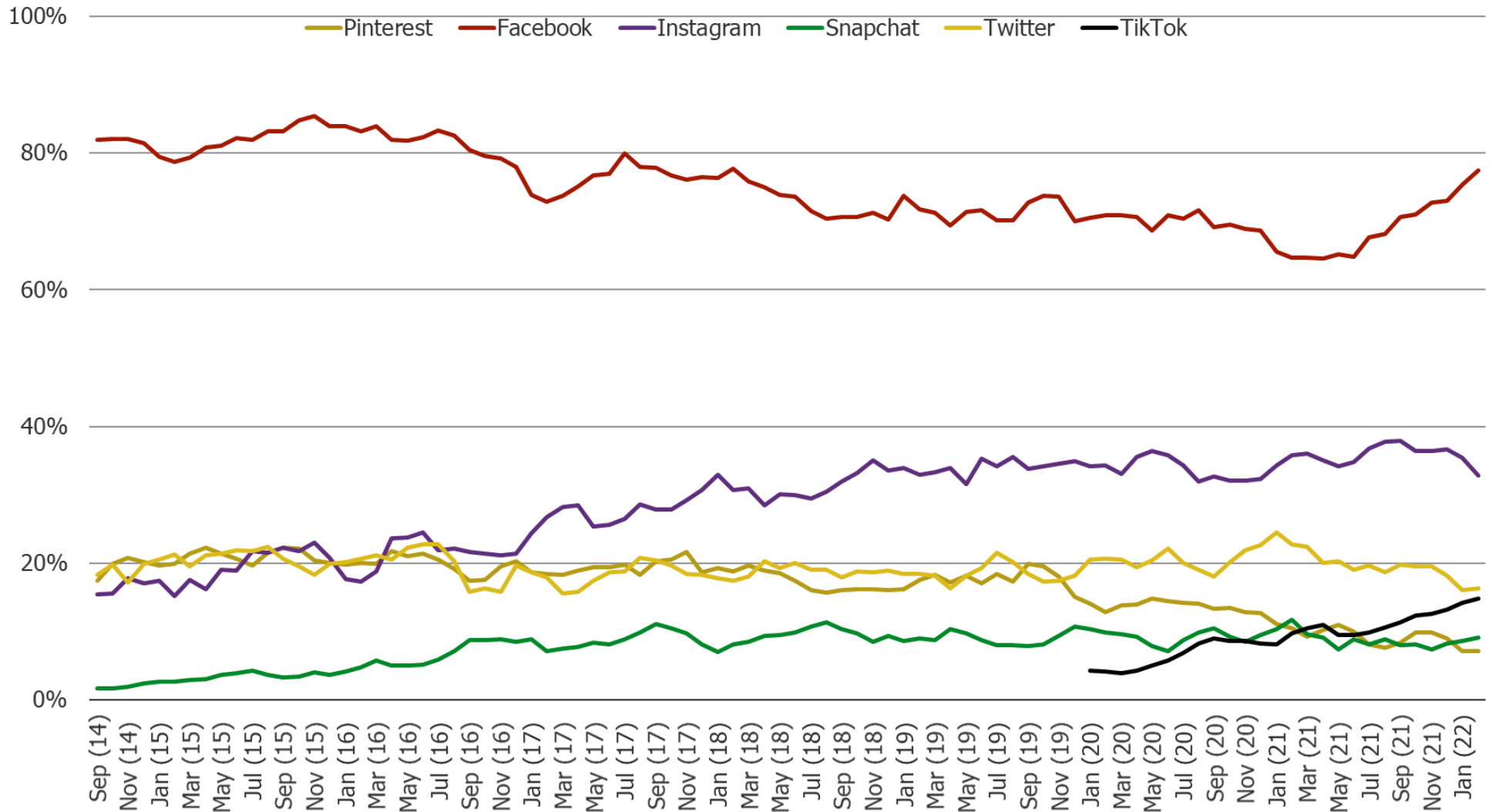
Two platforms respondents use most often... (25-34)

Posed to Social Media Users



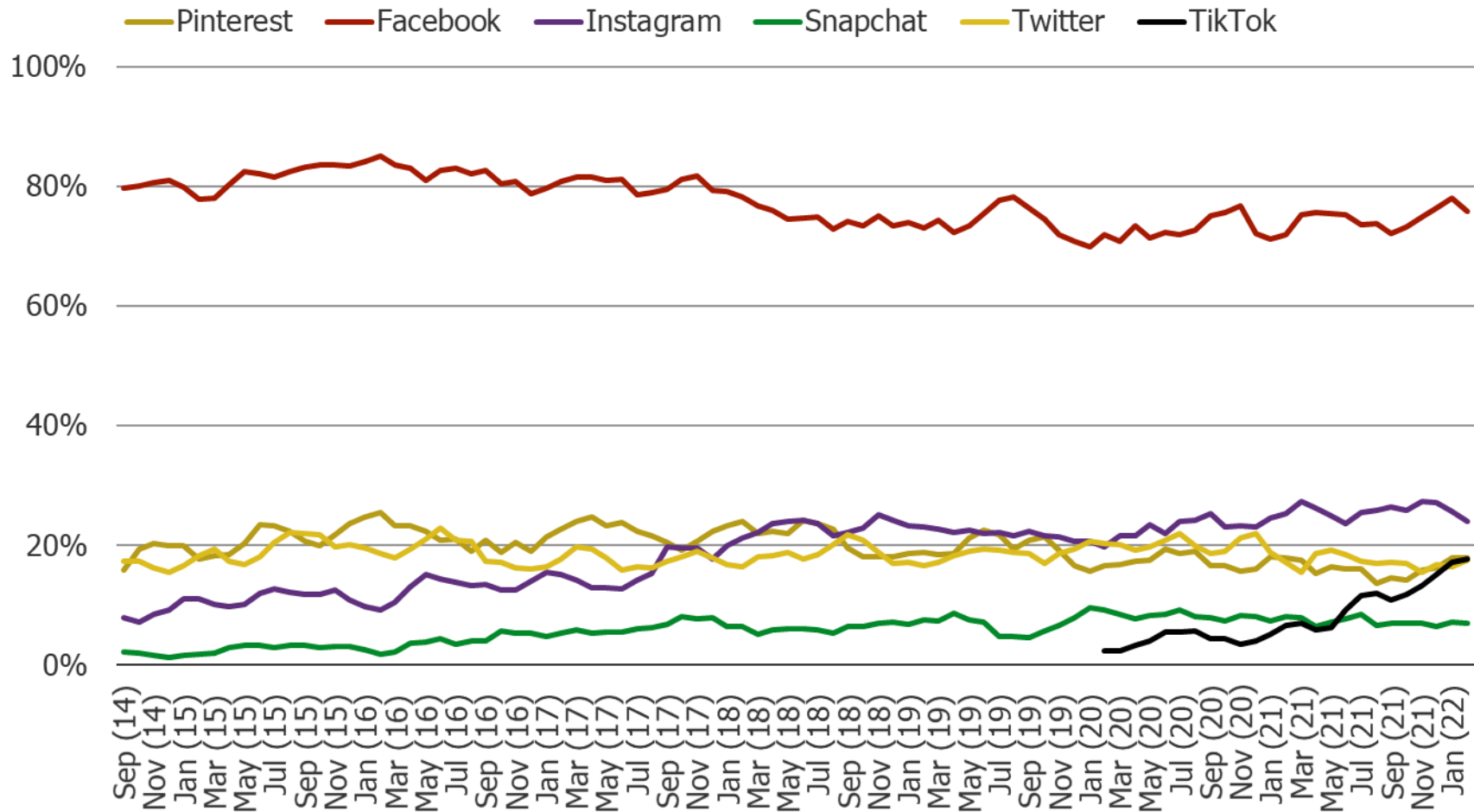
Two platforms respondents use most often... (35-44)

Posed to Social Media Users



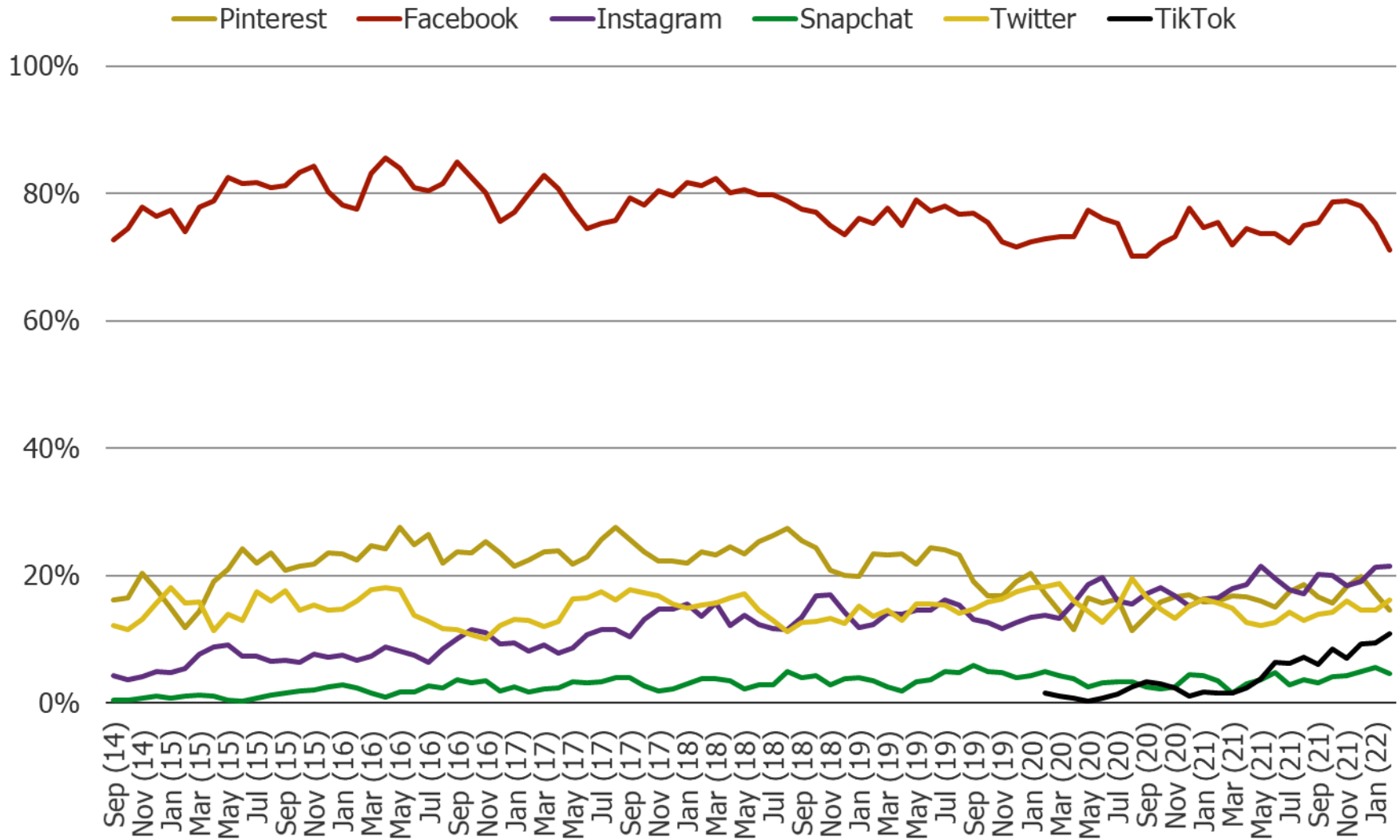
Two platforms respondents use most often... (45-54)

Posed to Social Media Users



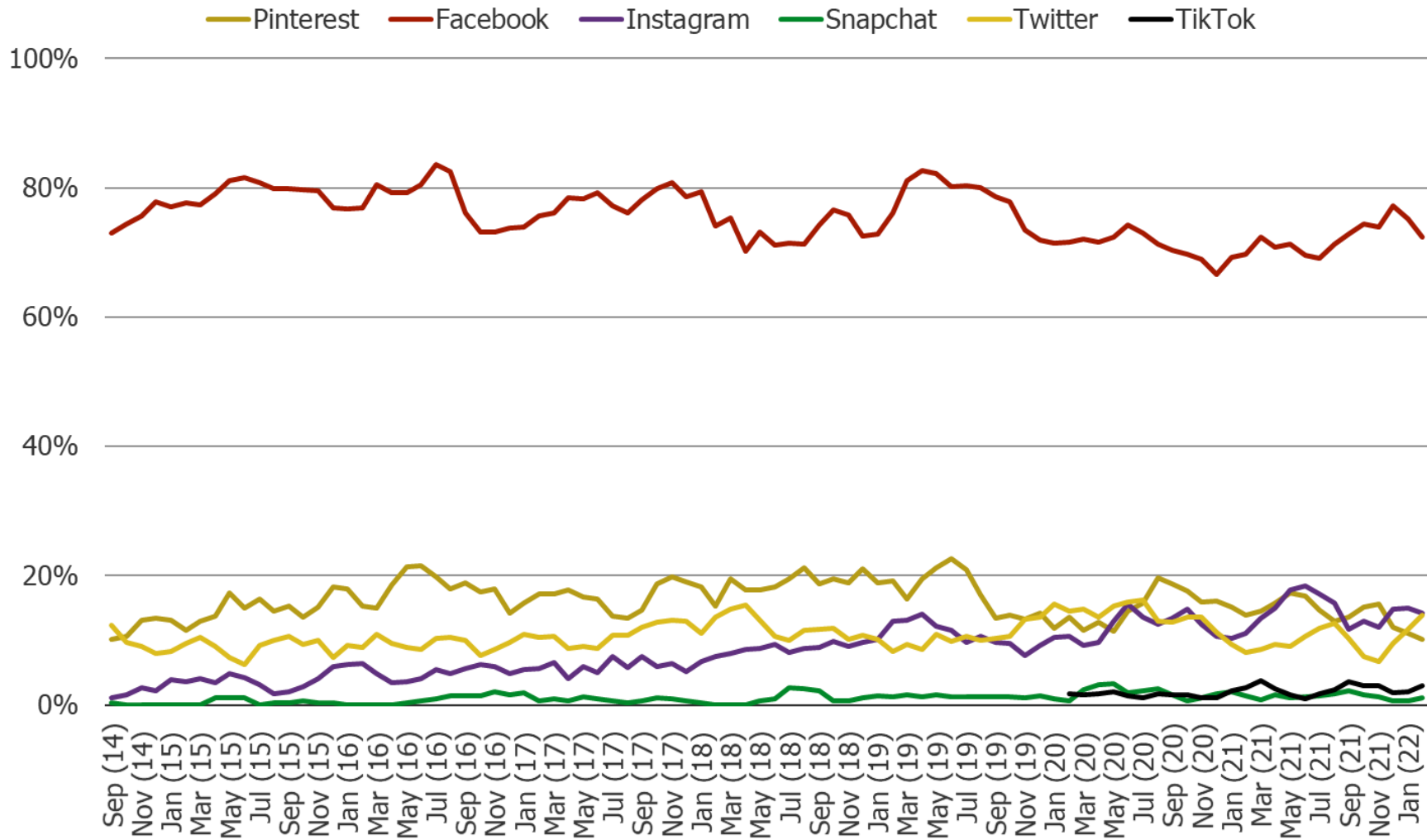
Two platforms respondents use most often... (55-64)

Posed to Social Media Users



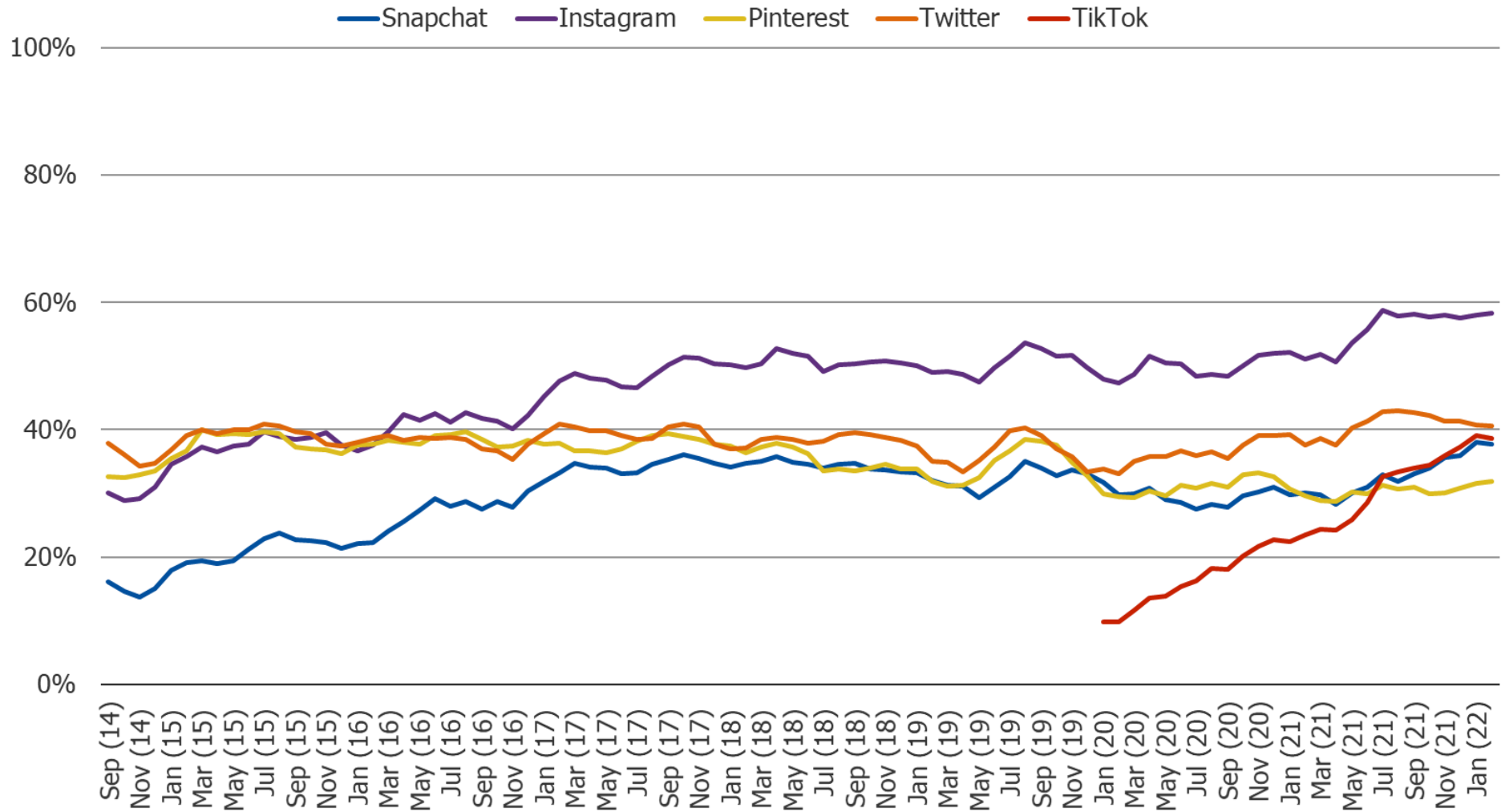
Two platforms respondents use most often... (65+)

Posed to Social Media Users

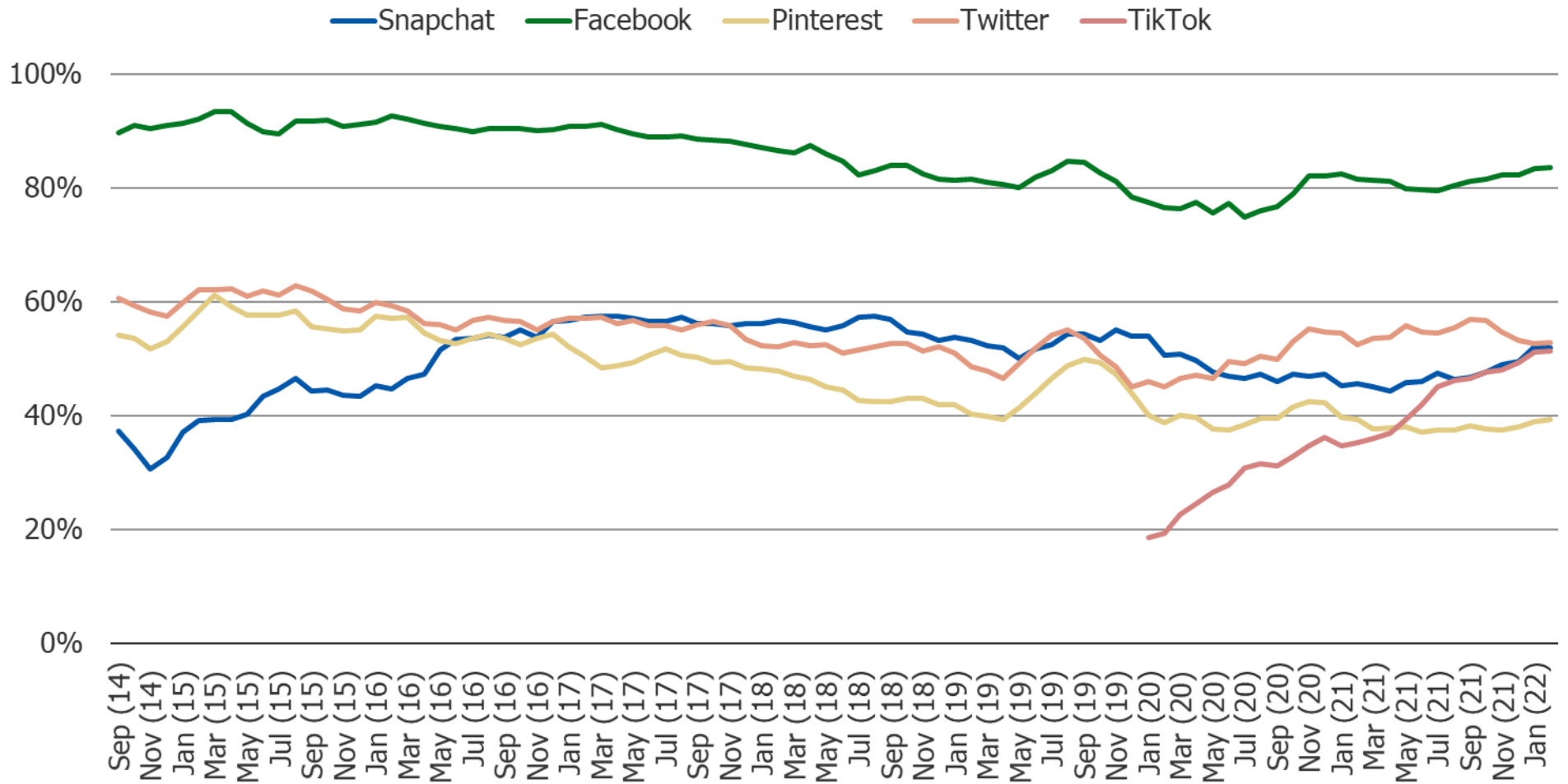


Platform Cross-Over: Account Holders and Daily Visitors

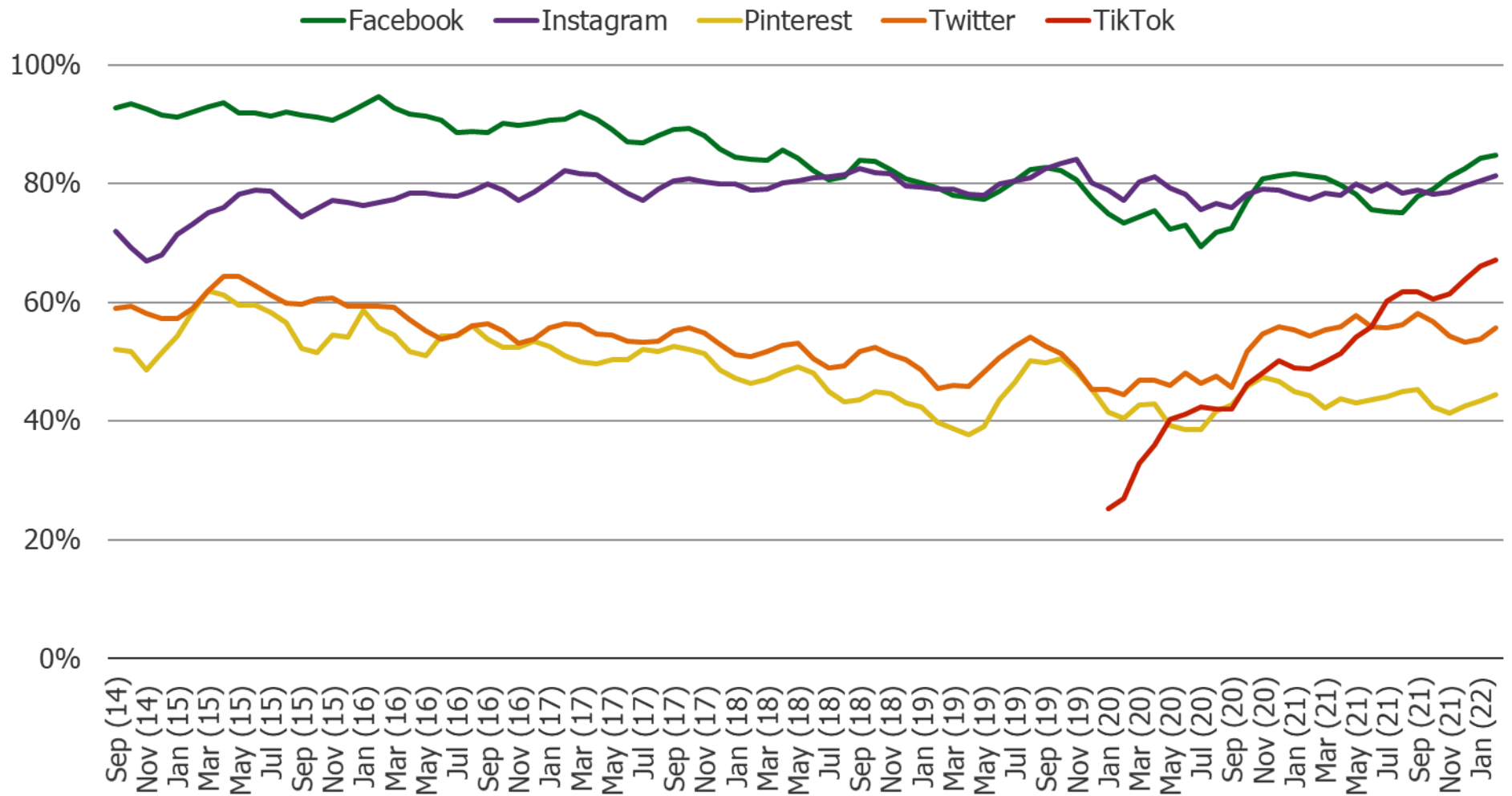
Facebook Account Holders | Also Has an Account With:



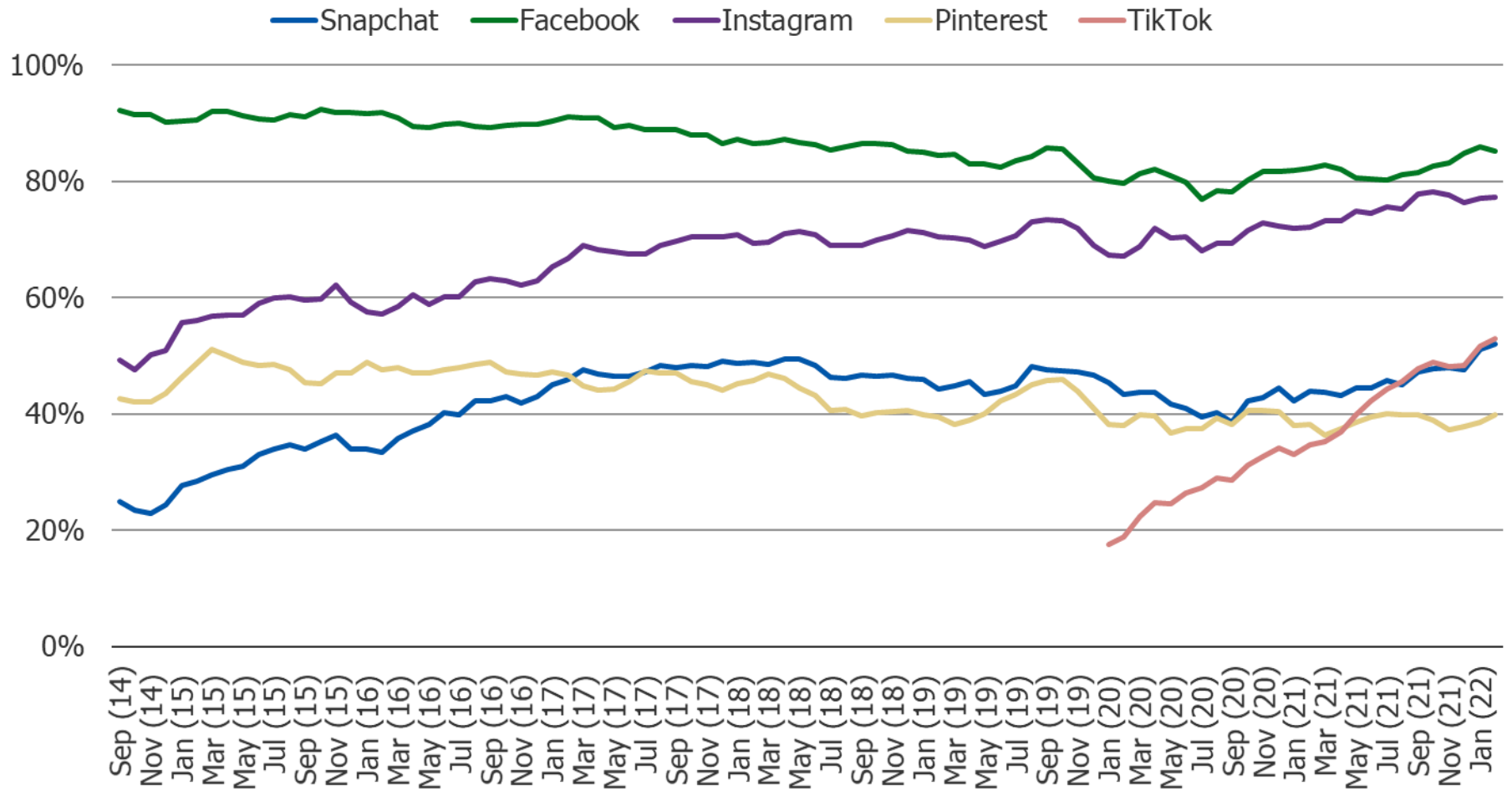
Instagram Account Holders | Also Has an Account With:



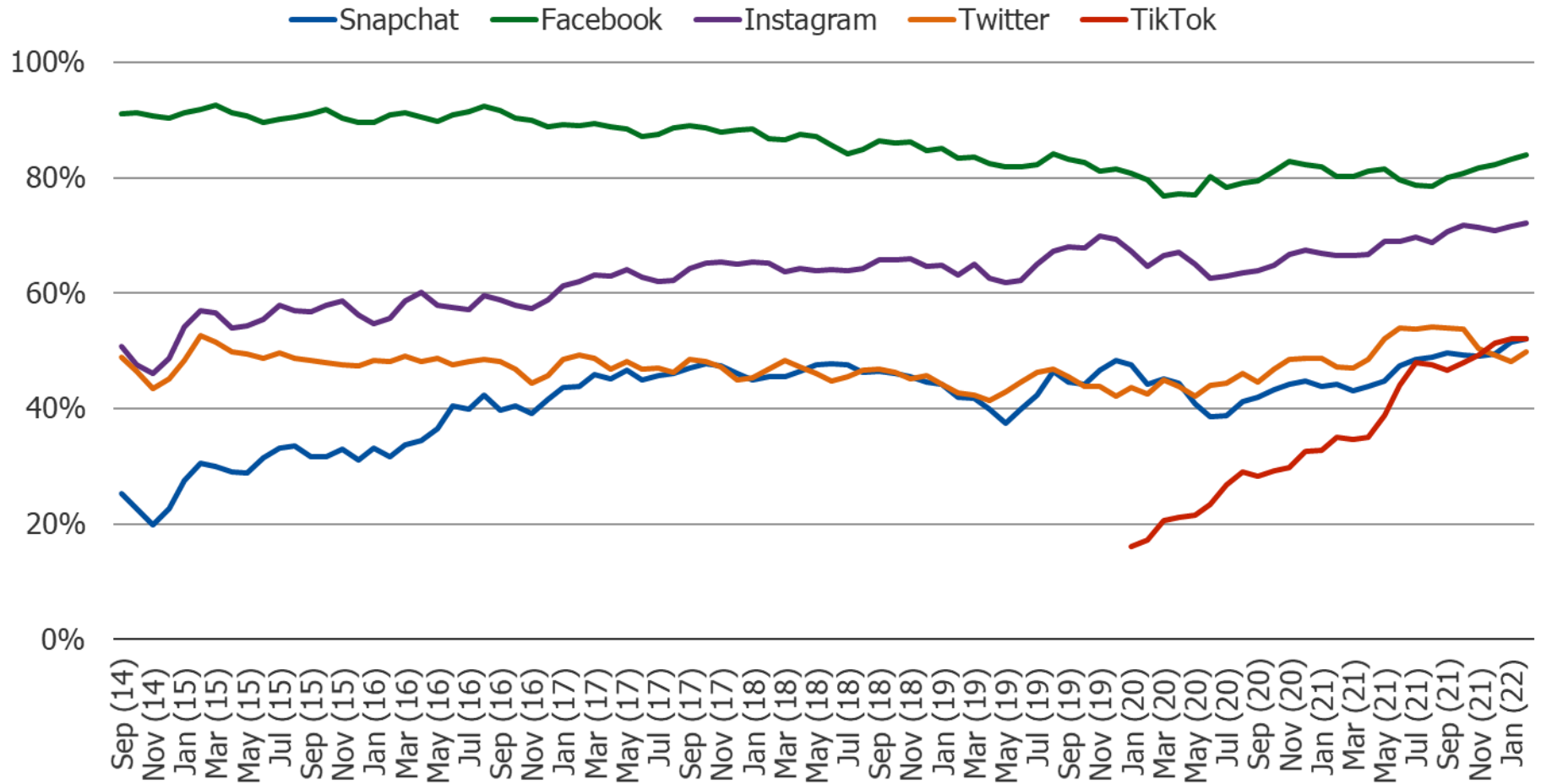
Snapchat Account Holders | Also Has an Account With:



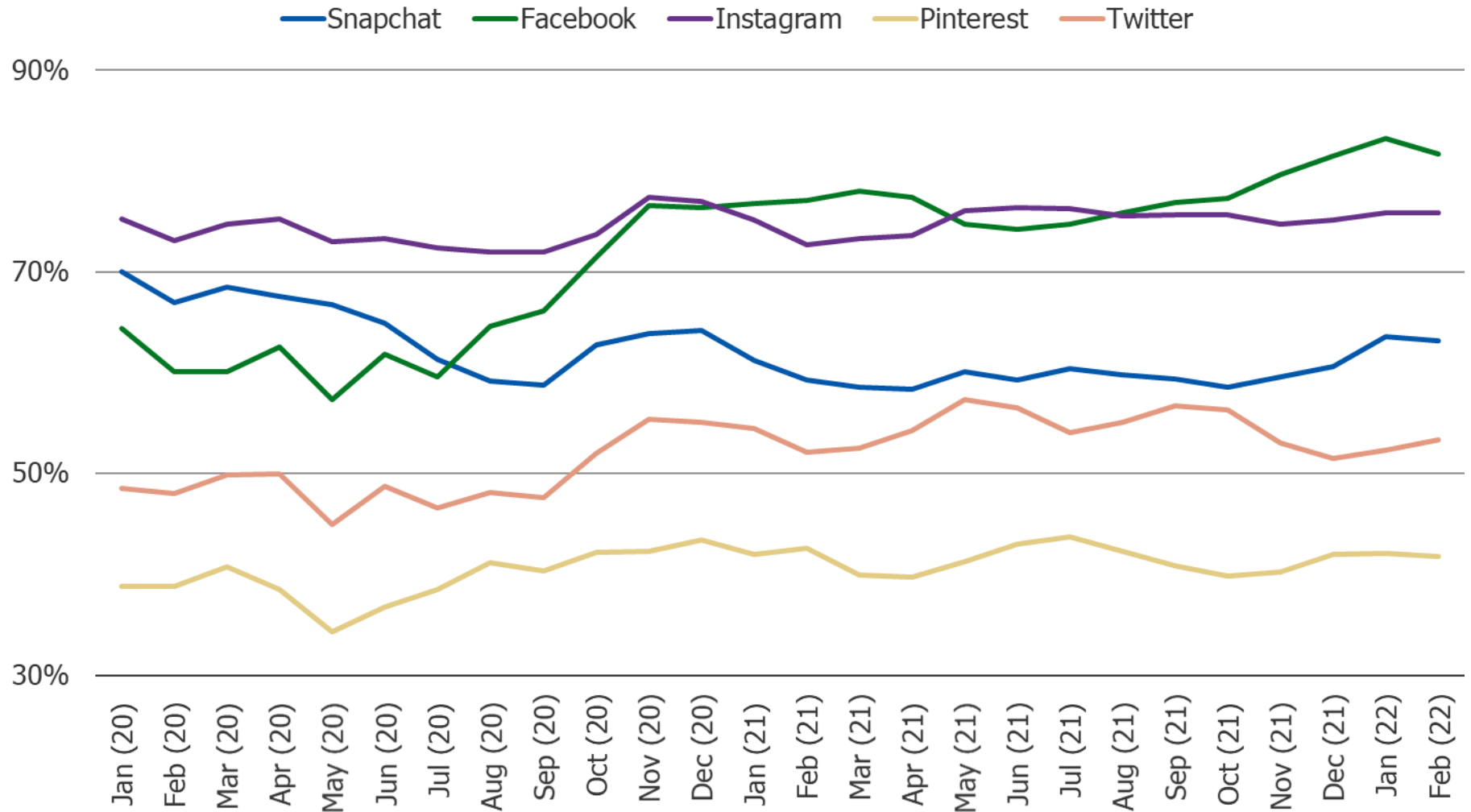
Twitter Account Holders | Also Has an Account With:



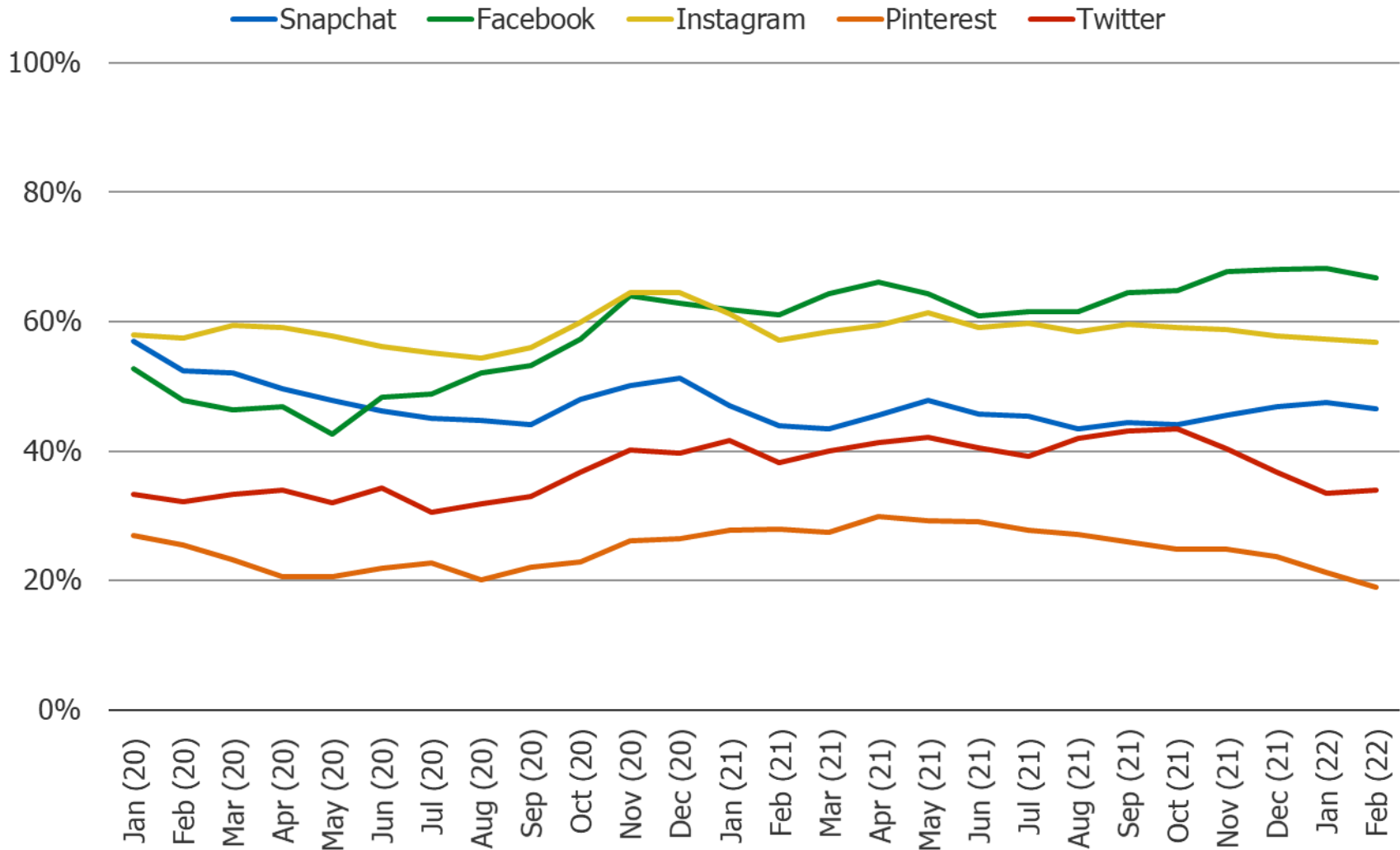
Pinterest Account Holders | Also Has an Account With:



TikTok Account Holders: Also Has Account With

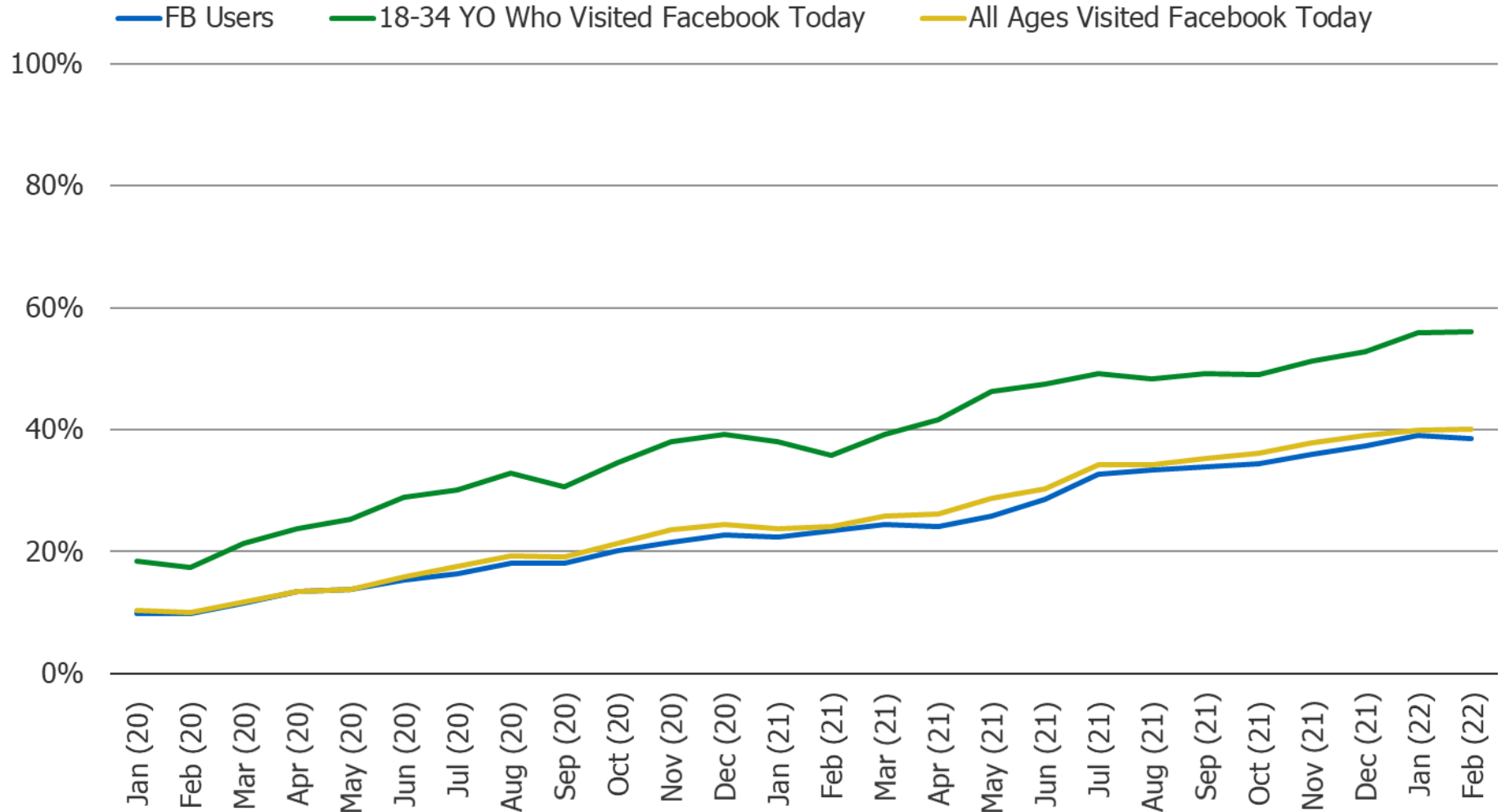


TikTok Visited That Day: Also Visited That Day

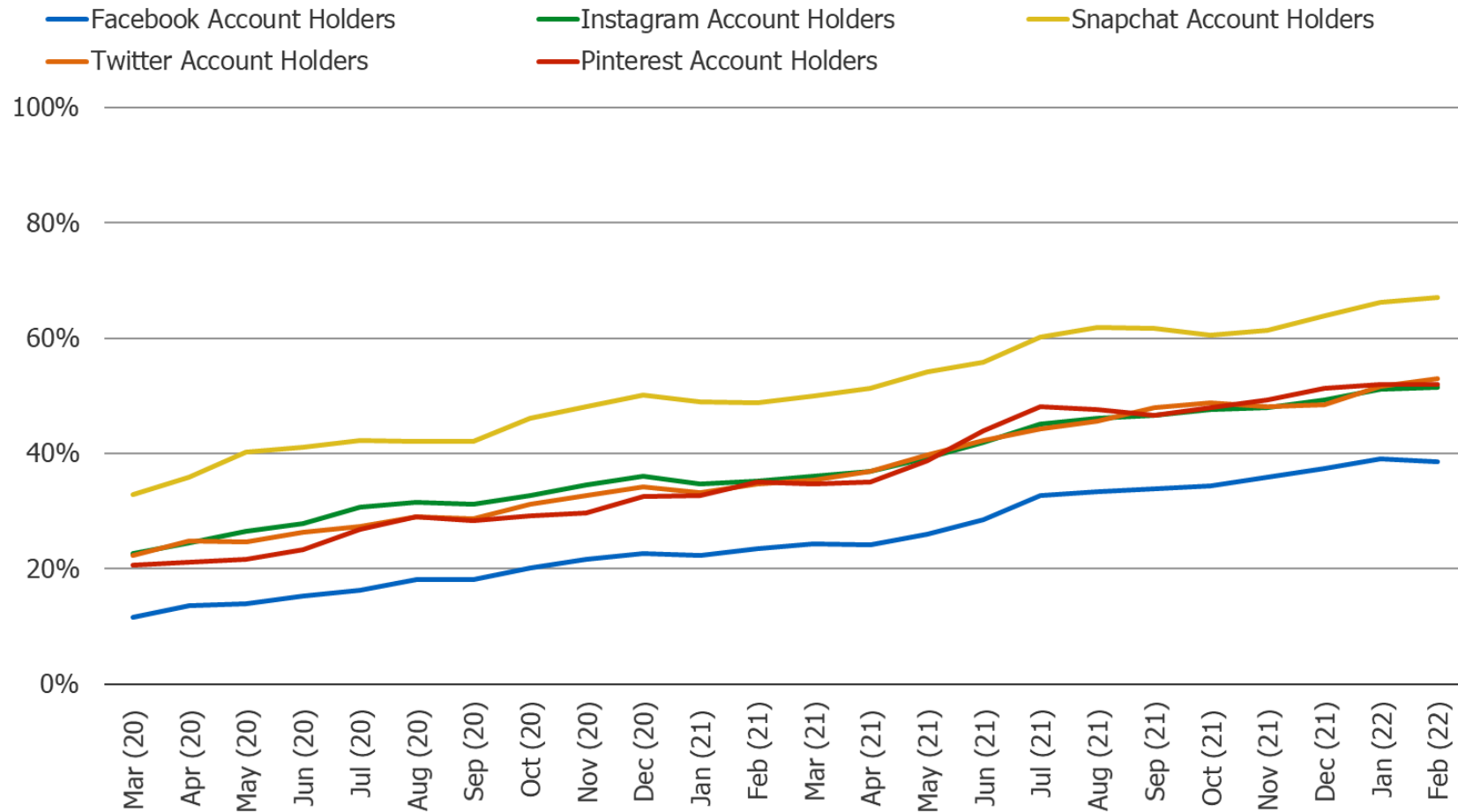


FB Account Holders / Visited FB That Day: % Has an Account with TikTok

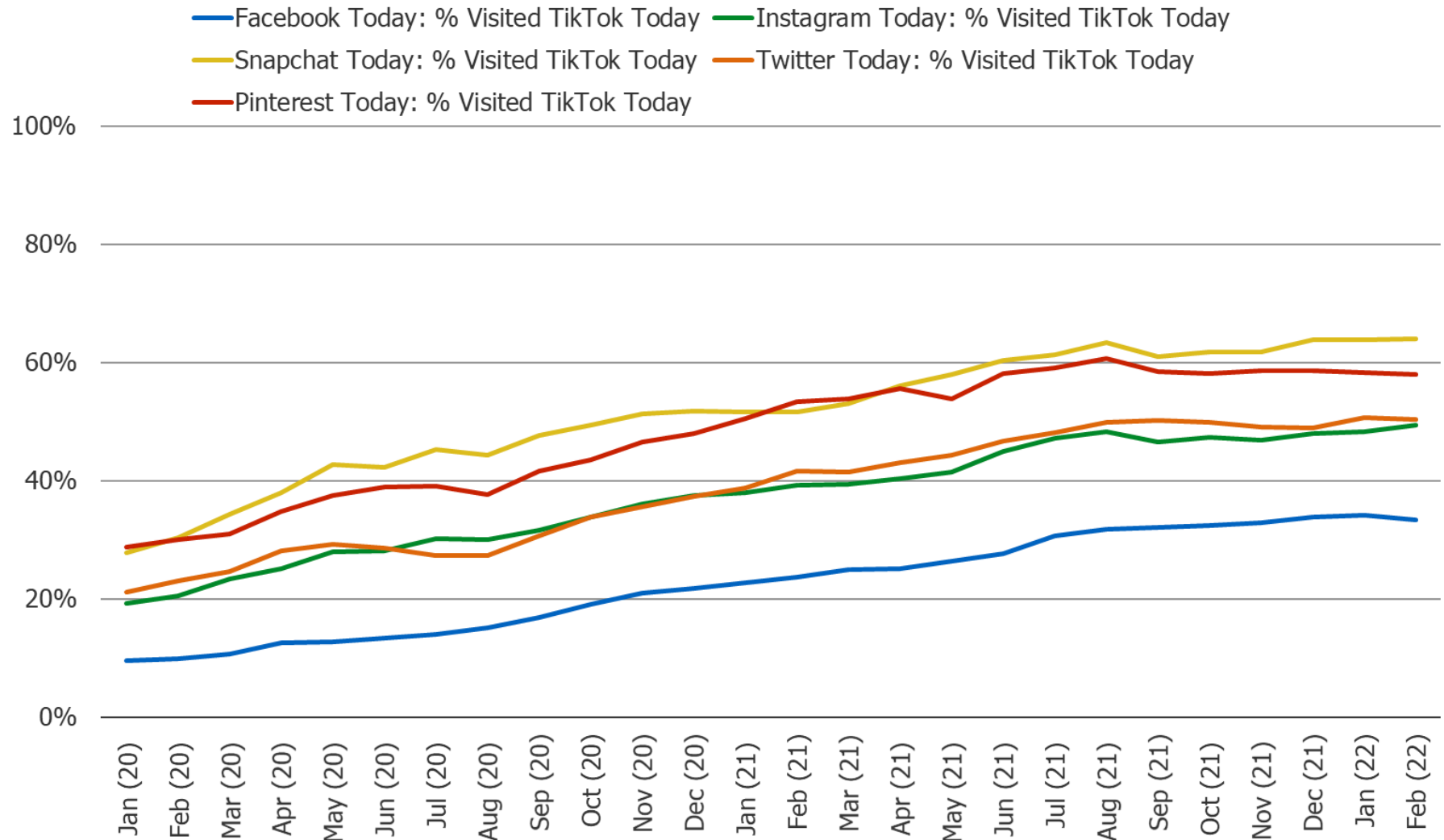
Posed to Facebook Account Holders and Respondents Who Visited Facebook The Day They Took Our survey



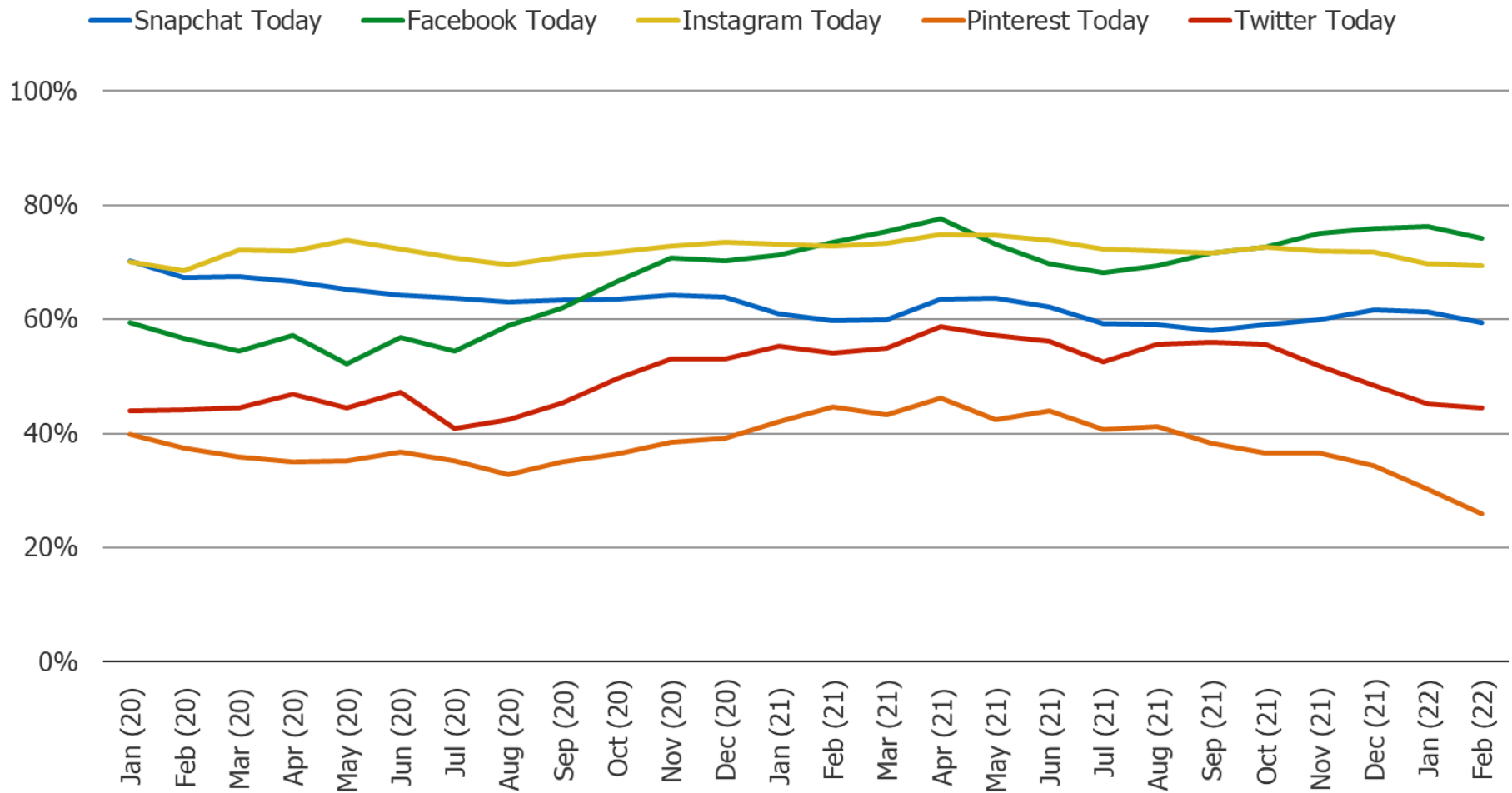
Social Media Account Holders: % Also Has An Account With TikTok



Respondents Who Visited Each of the Following The Day They Took Our Survey: % Who Also Visited TikTok



**Respondents Who Visited TikTok the day they took our survey:
% Who Also Visited Other Platforms**

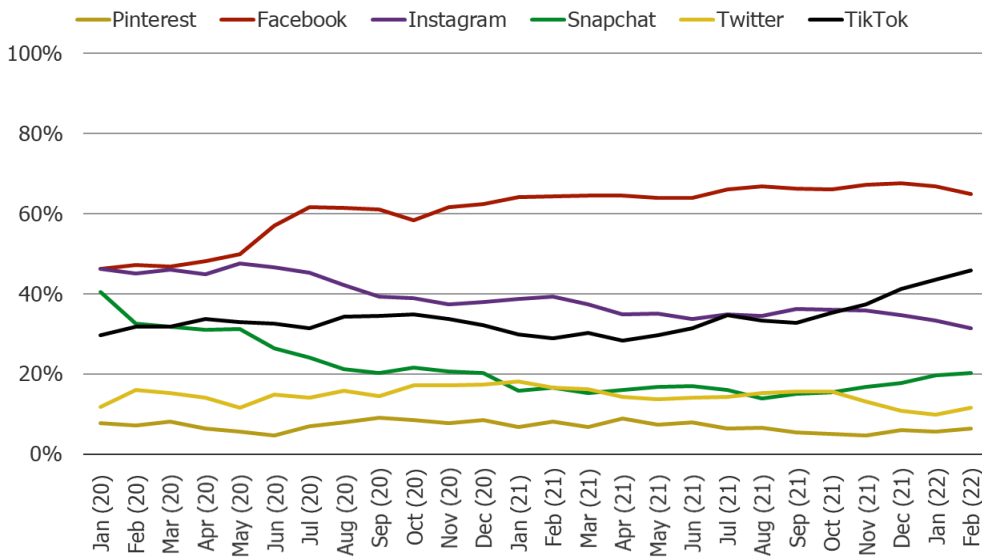


Exploring Impacts of TikTok on Facebook Users

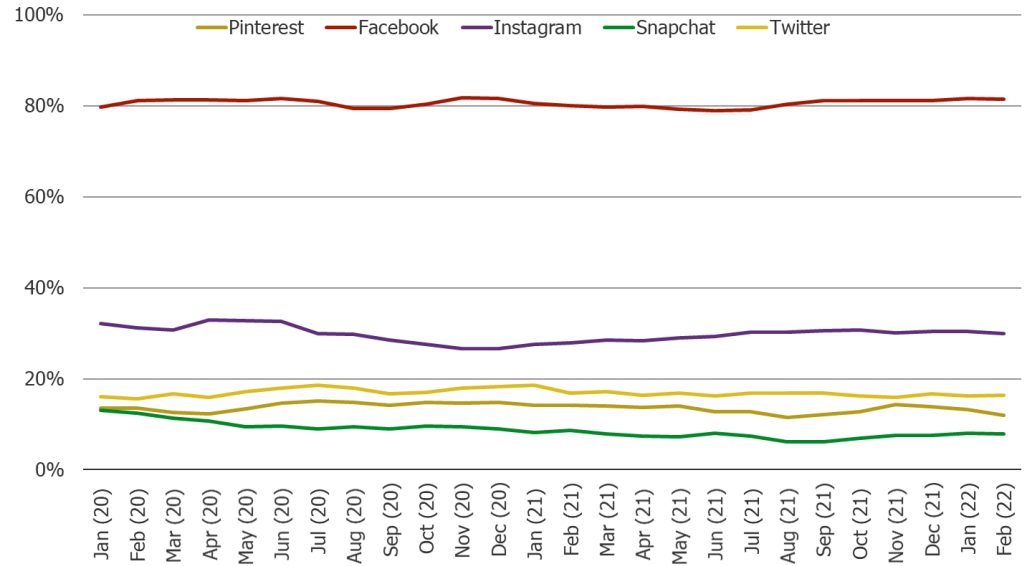
Facebook Users (Has Account With Tiktok vs. Doesn't Have Account With TikTok)

Top Two Social Platforms Responses Uses

Facebook Account Holders Who ALSO Have Account With TikTok

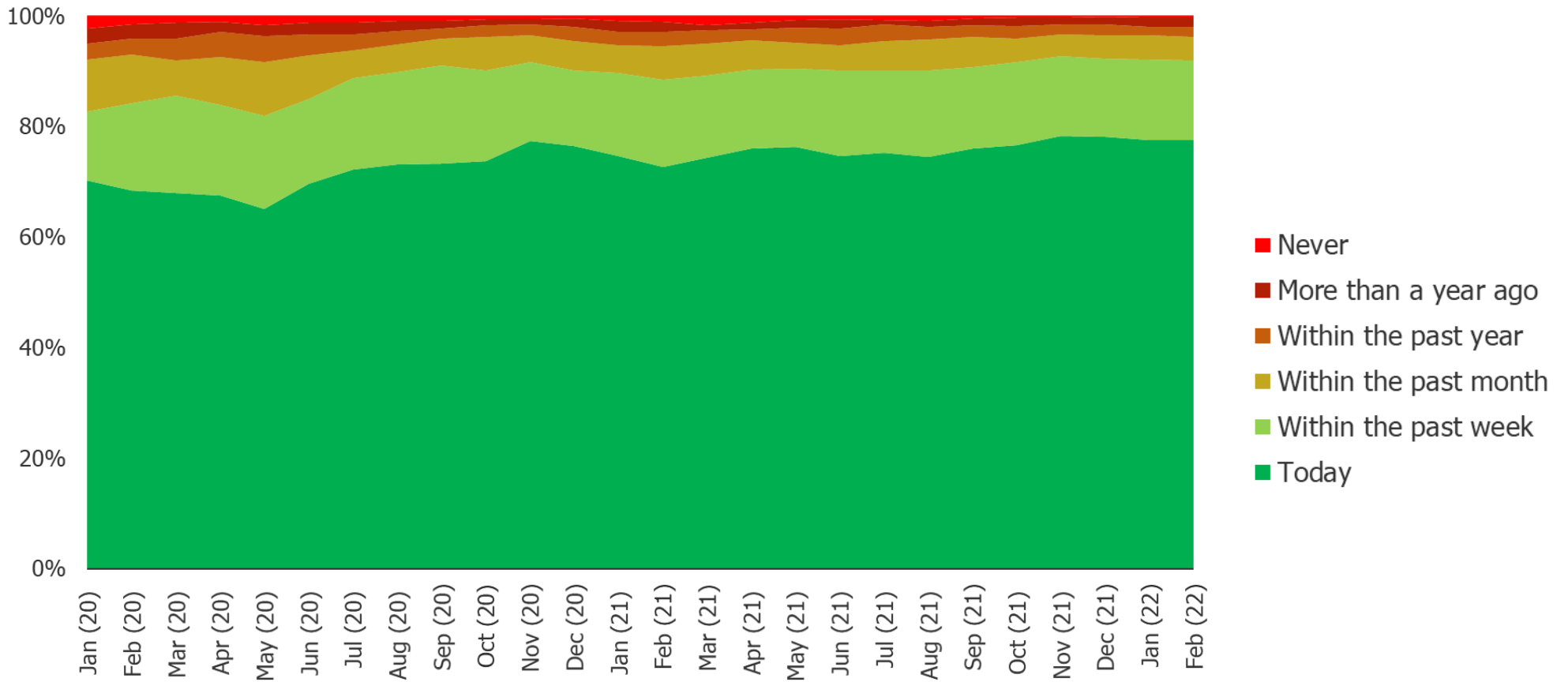


Facebook Account Holders Who DO NOT Have Account With TikTok



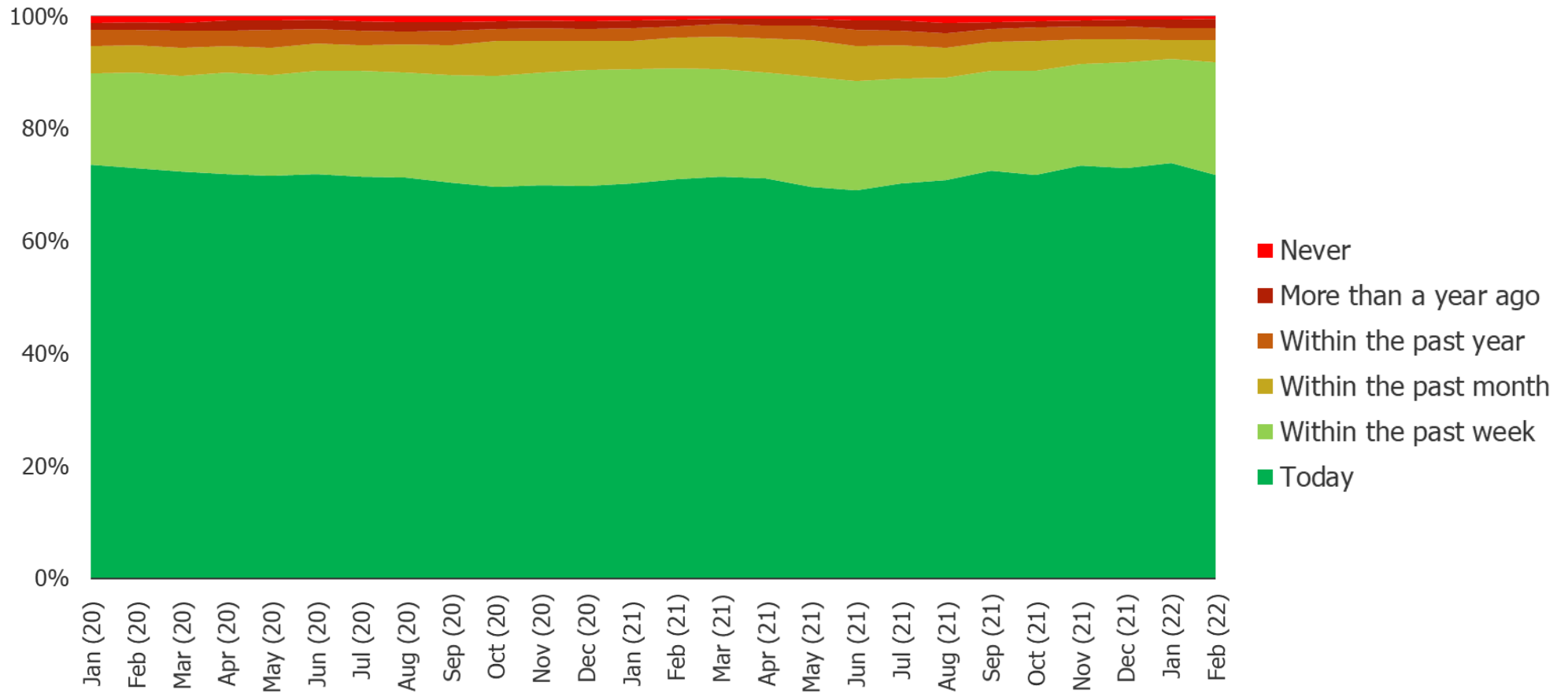
Facebook Users Who ALSO Have An Account With TikTok

Facebook Visit Recency



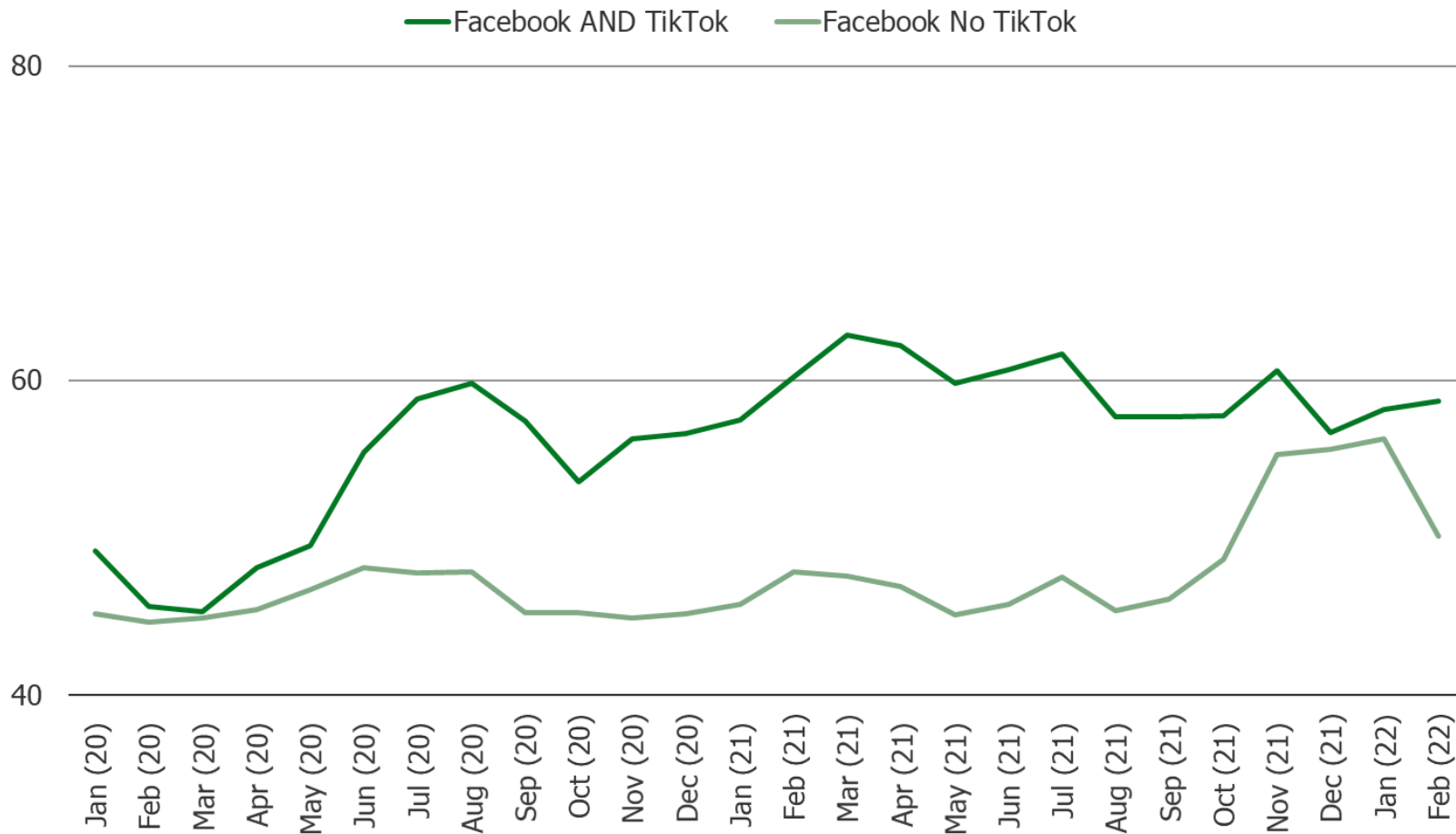
Facebook Users Who DO NOT Have An Account With TikTok

Facebook Visit Recency



Minutes Per Day on Facebook

Posed to respondents who said they visited Facebook the day they took our survey each month



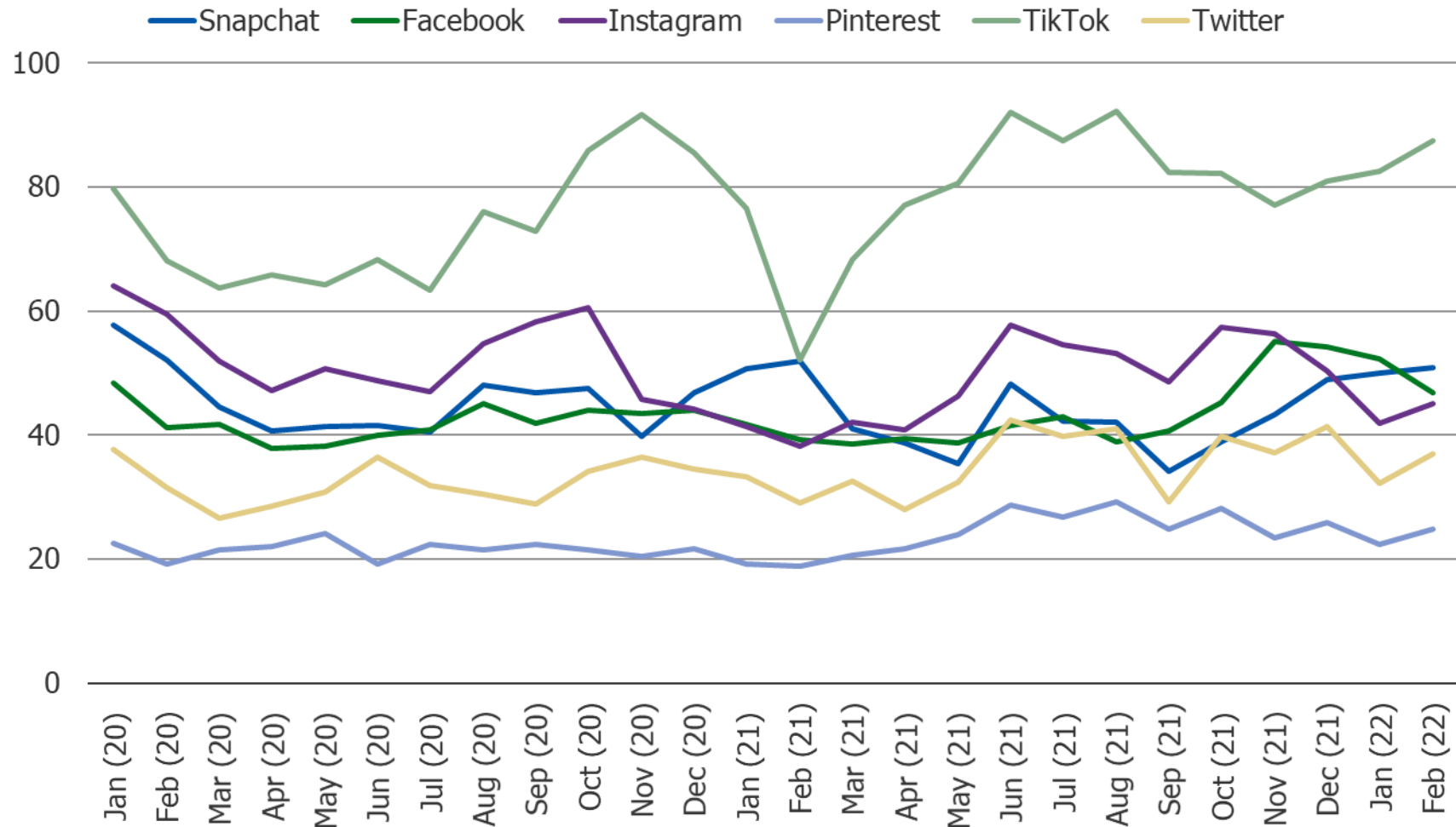
Darker Green Line: Respondents who have accounts with both Facebook AND TikTok

Light Green Line: Respondents who have account with Facebook BUT NOT with TikTok

Minutes Per Day Among Those Who Visited The Day They Took Our Survey | Age Cuts

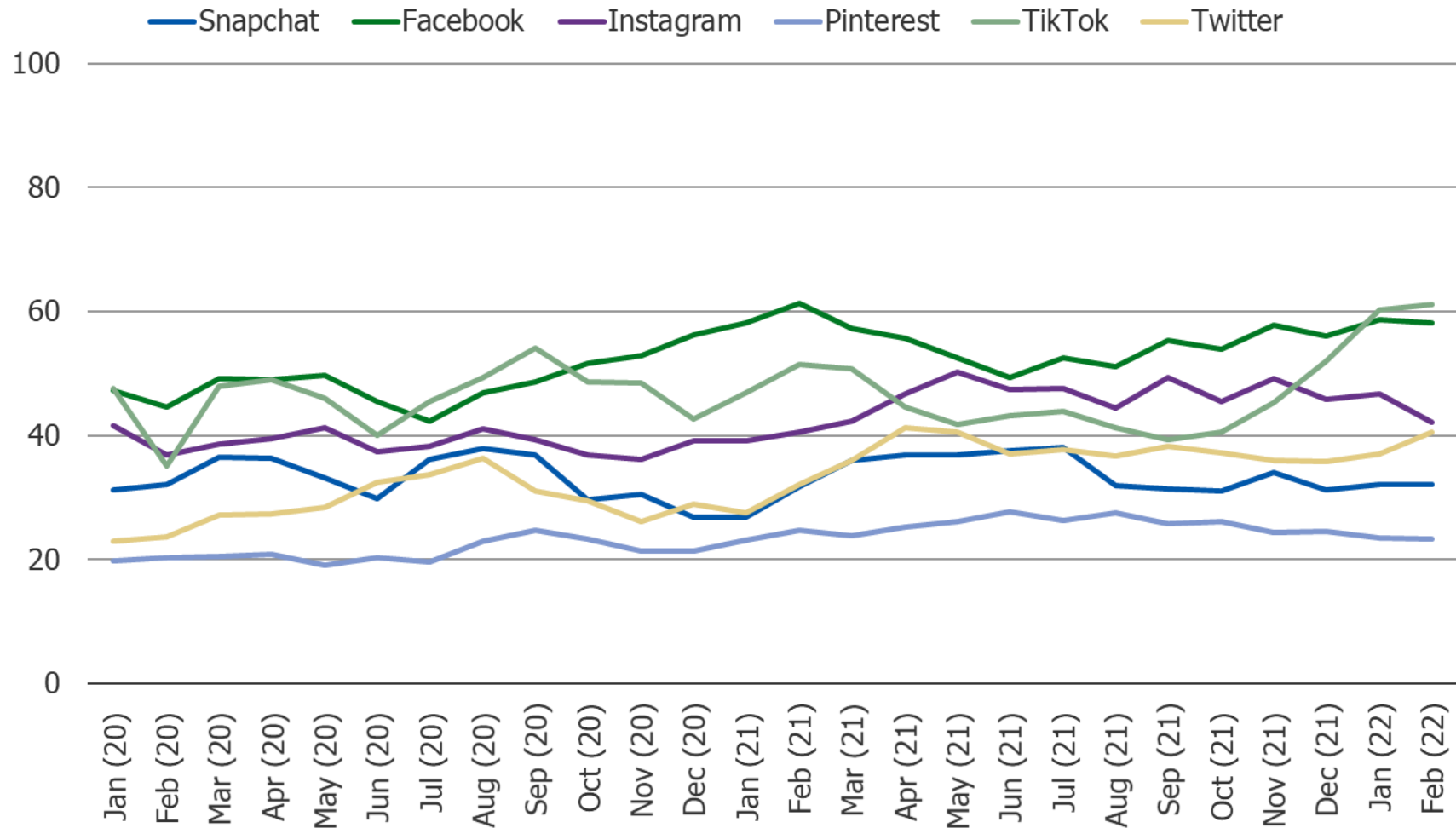
(18-24 Year Olds) Self-Reported Minutes Per Day

Posed to respondents who said they visited each of the following the day they took our survey each month



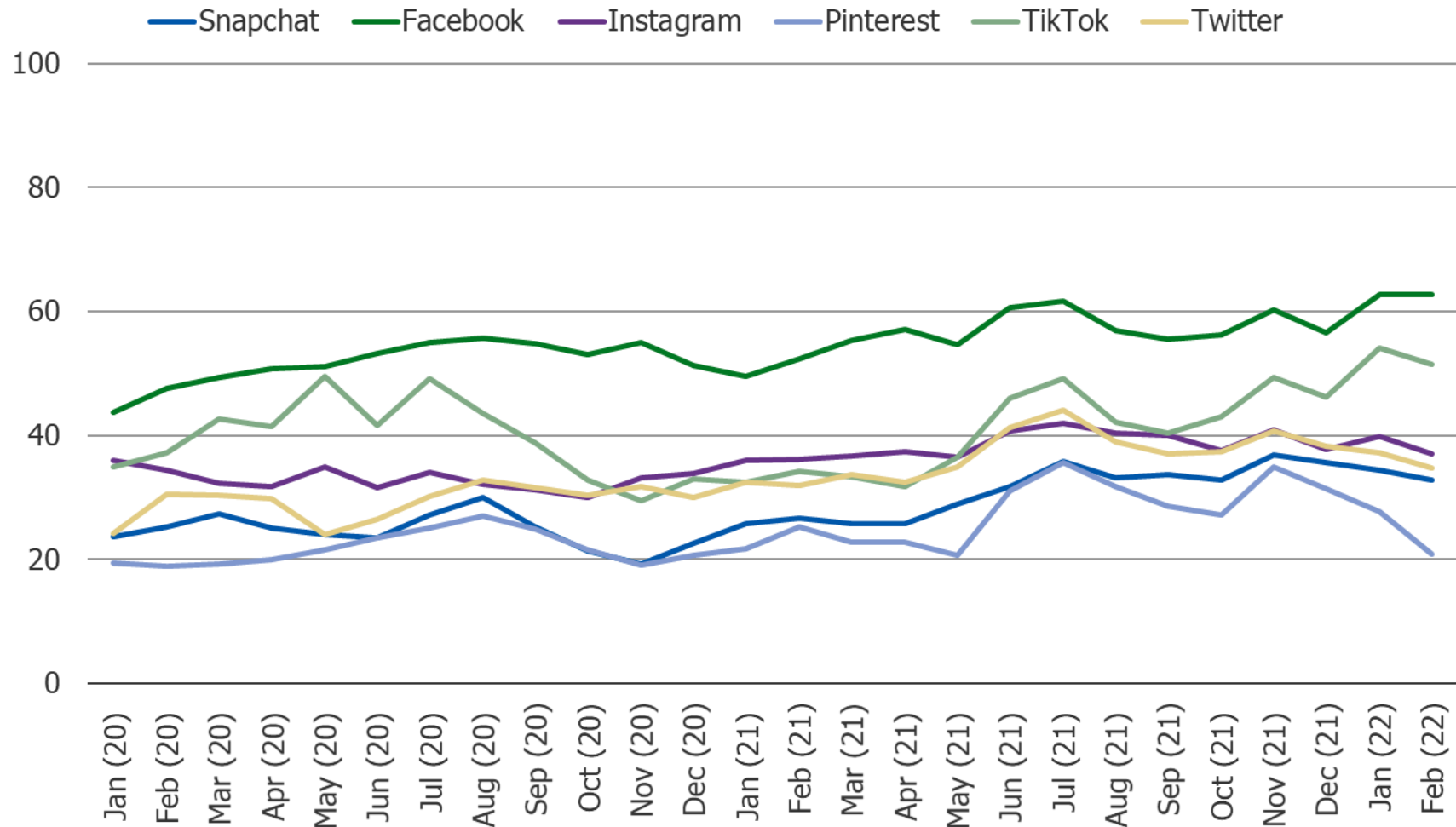
(25-34 Year Olds) Self-Reported Minutes Per Day

Posed to respondents who said they visited each of the following the day they took our survey each month



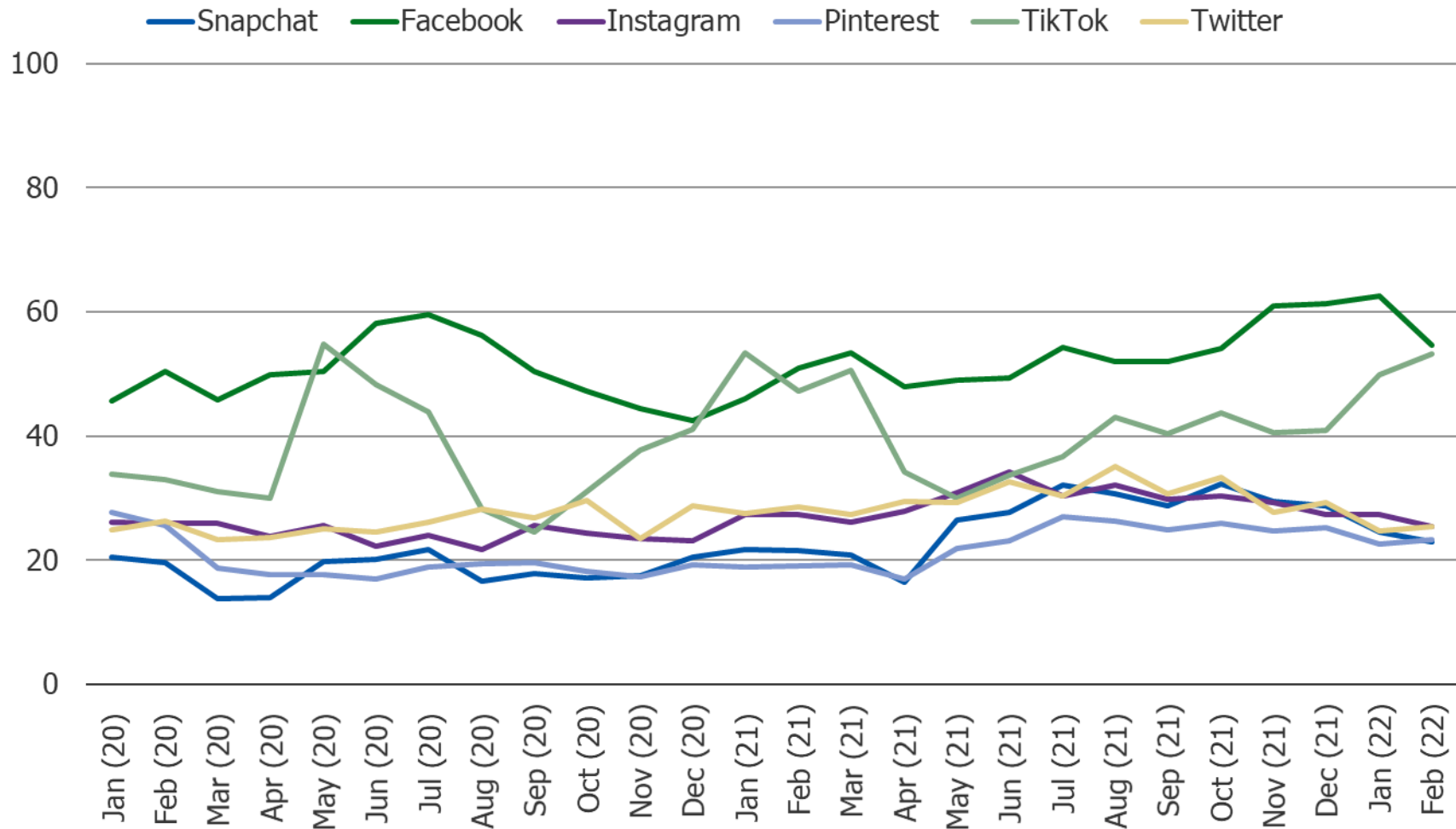
(35-44 Year Olds) Self-Reported Minutes Per Day

Posed to respondents who said they visited each of the following the day they took our survey each month



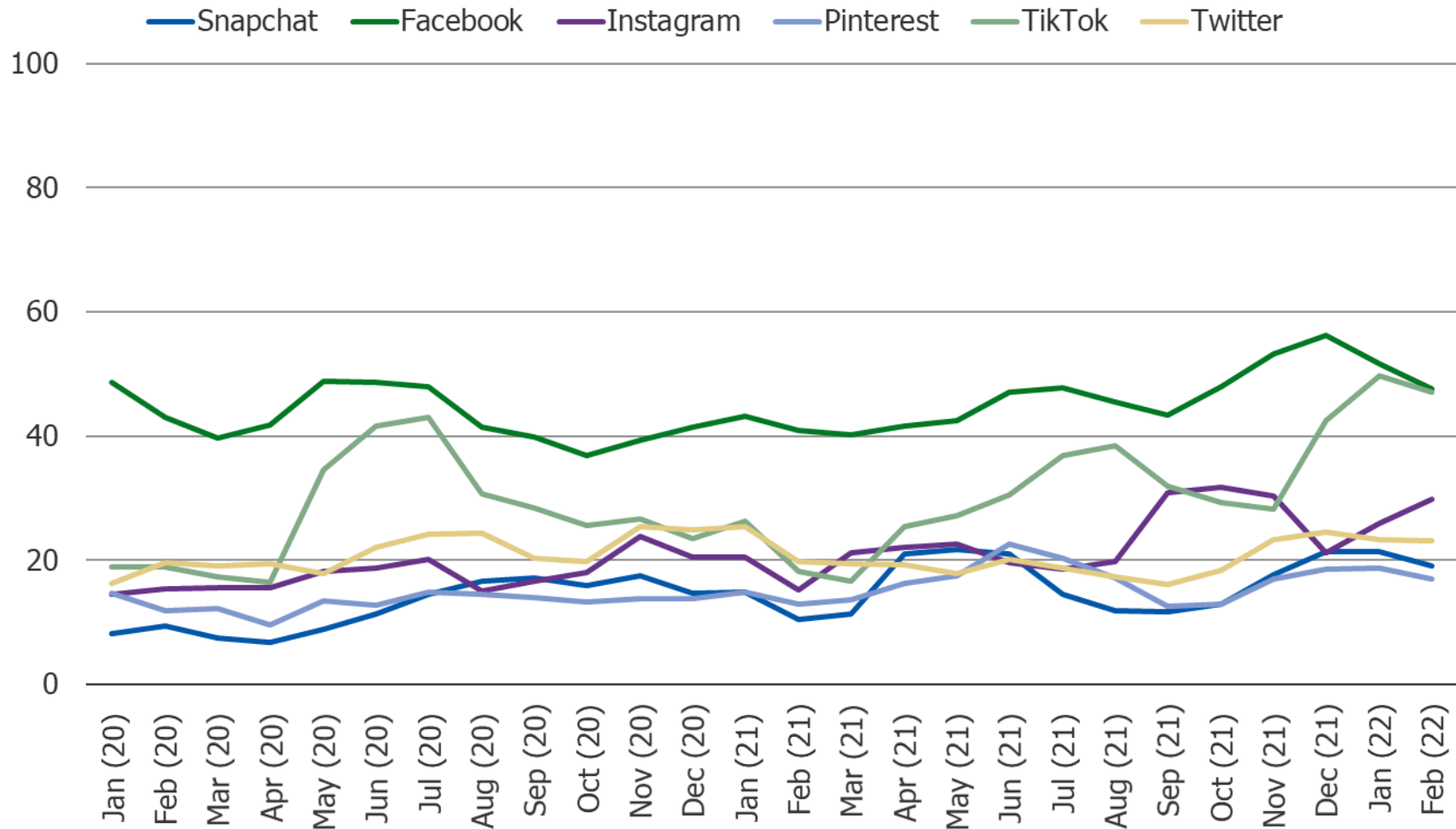
(45-54 Year Olds) Self-Reported Minutes Per Day

Posed to respondents who said they visited each of the following the day they took our survey each month



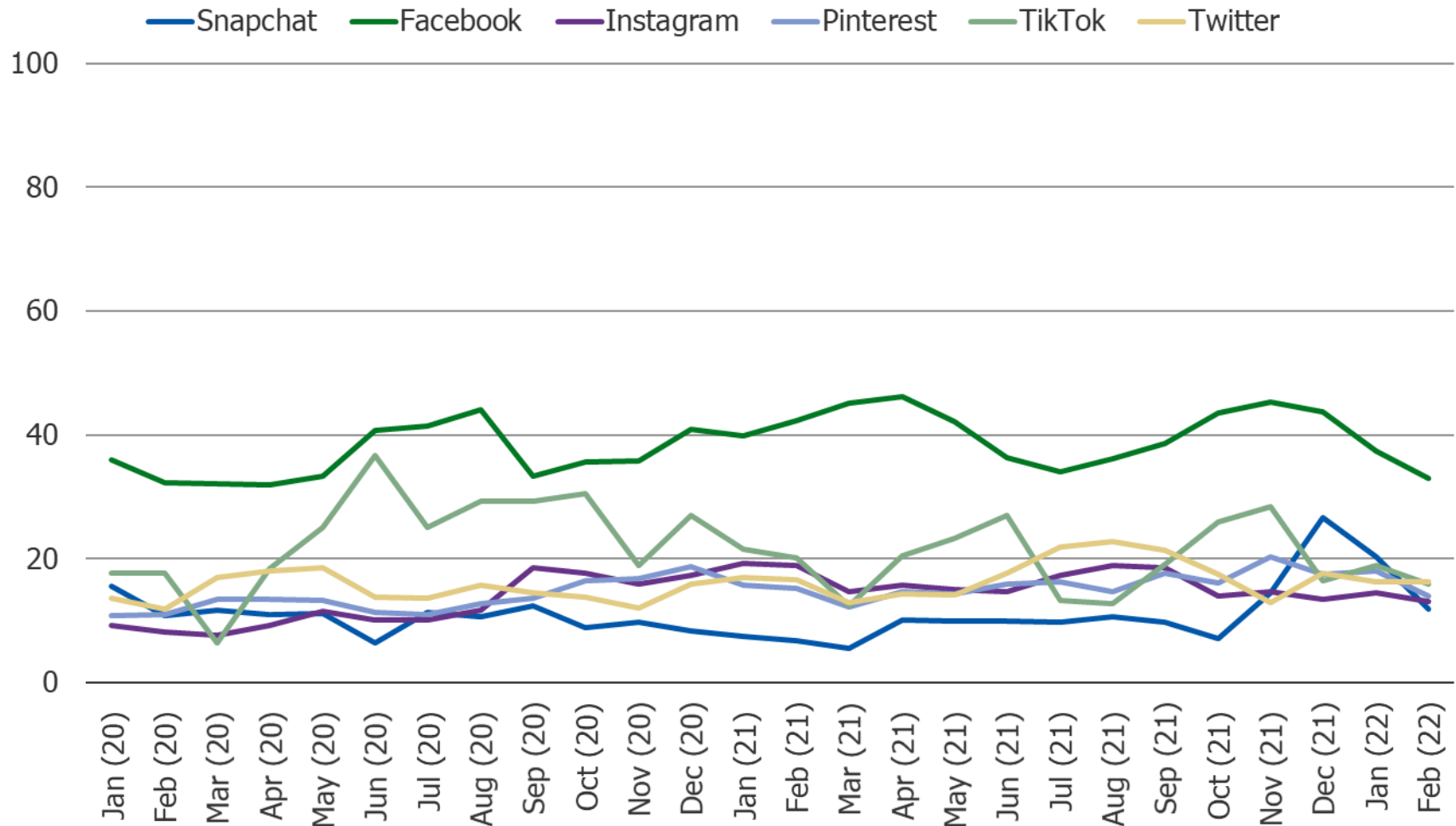
(55-64 Year Olds) Self-Reported Minutes Per Day

Posed to respondents who said they visited each of the following the day they took our survey each month



(65+ Year Olds) Self-Reported Minutes Per Day

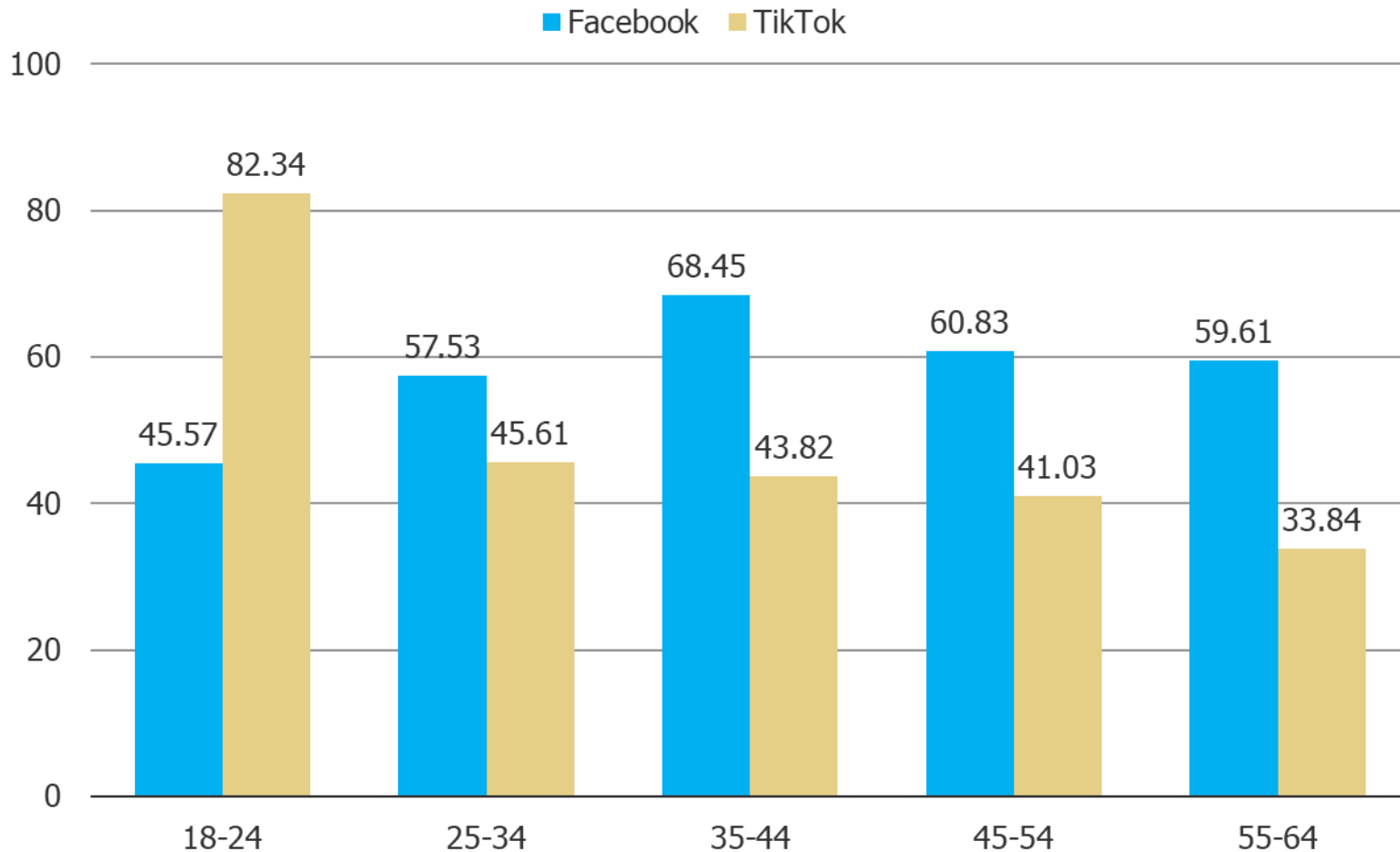
Posed to respondents who said they visited each of the following the day they took our survey each month



Uses Both Facebook AND TikTok | Cuts By Age

Minutes Per Day, By Age | Respondents Who Have Accounts With Both Facebook AND TikTok

Posed to respondents who said they visited each of the following the day they took our survey each month

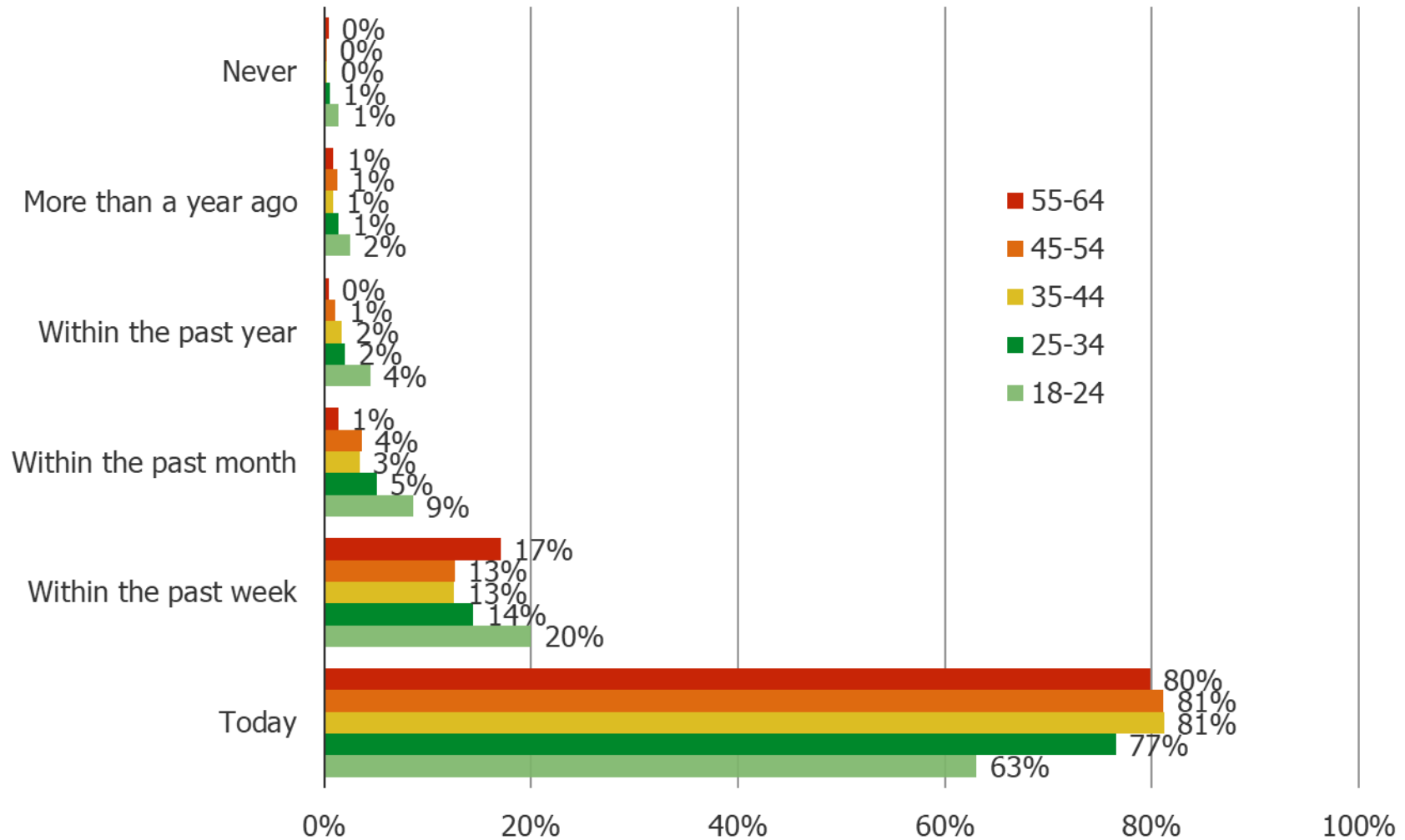


Combining all monthly data from January 2020 through present to achieve larger N sizes

IE – among 18-24 year olds who said they use both Facebook AND TikTok, they reported

Facebook Visit Recency, By Age | Respondents Who Have Accounts With Both Facebook AND TikTok

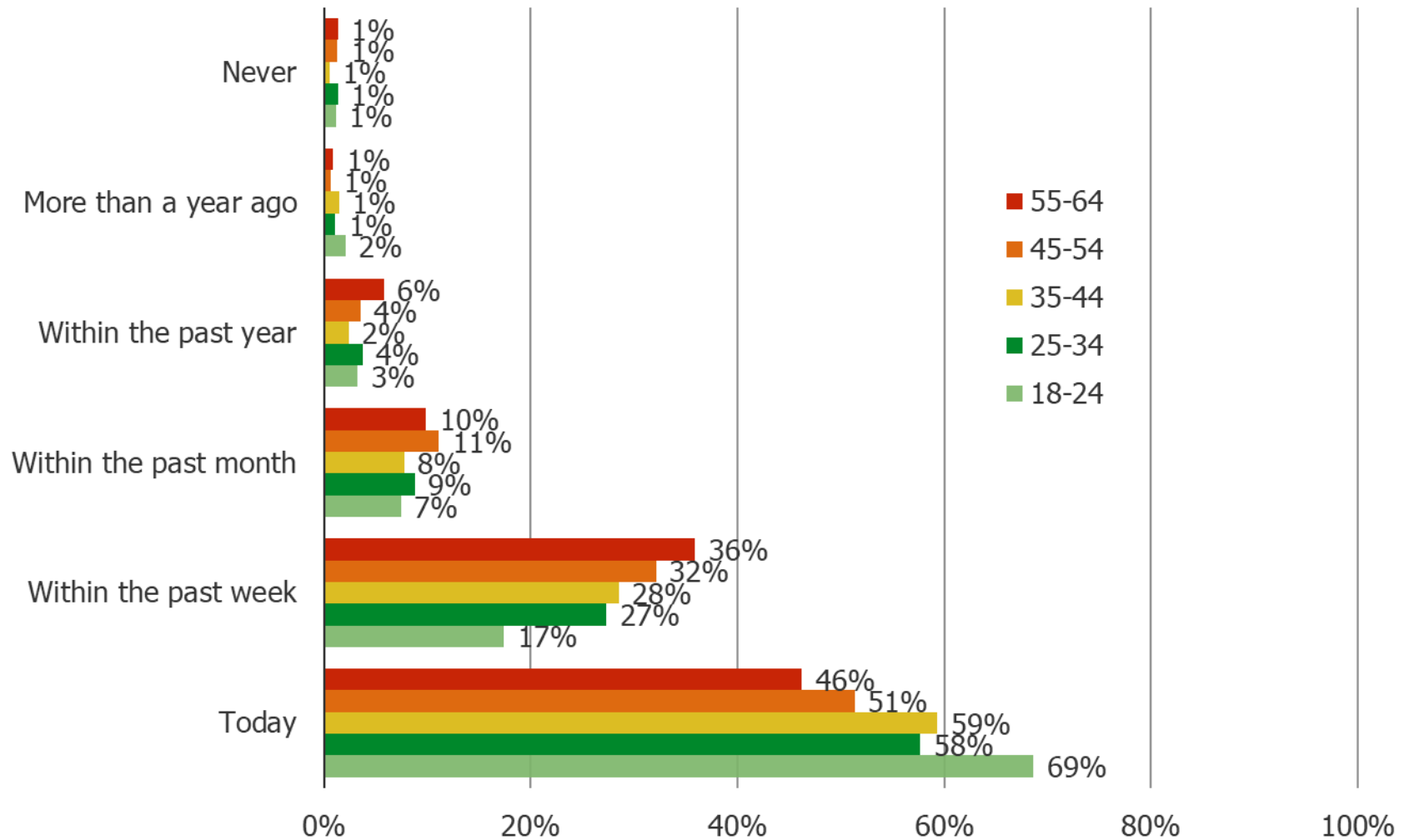
Posed to respondents who said they visited each of the following the day they took our survey each month



Combining all monthly data from January 2020 through present to achieve larger N sizes

TikTok Visit Recency, By Age | Respondents Who Have Accounts With Both Facebook AND TikTok

Posed to respondents who said they visited each of the following the day they took our survey each month



Combining all monthly data from January 2020 through present to achieve larger N sizes