



Time On FB vs. TikTok | Screen Grab Upload Scrape Exercise

Background: We ran a survey on iOS users in which we asked respondents who said they visited Facebook and/or TikTok in the past week to upload a screenshot of the average time per day that they spend on each app. We then scraped the minutes off the images and ran cross-tabs on the data, displayed below.

Notes:

- Approximately 60% of those who uploaded images did so correctly. Respondents who uploaded images of the wrong screen were factored out of the analysis.
- This analysis includes anyone who visited each app in the past week and, for consistency purposes, pulls the average time spent per day during that week regardless of how many days they visited during that week. IE – we didn't pull the amount of time spent on the exact day they took our survey because each participant could have taken the survey at a different point in the day.
- This reading is not the average time spent by daily visitors... it is instead the average time spent daily among weekly visitors.

	 Avg. Minutes Per Day spent on: 
Visited FB In Past Week N = 303	34
Visited FB In Past Week (18-24) N = 71	30
Visited FB In Past Week (25+) N = 232	35
Visited TikTok In Past Week N = 200	44
Visited TikTok In Past Week (18-24) N = 86	60
Visited TikTok In Past Week (25+) N = 114	32
Visited FB AND TikTok In Past Week N = 128	34 35
Visited FB In Past Week, But NO TikTok N = 175	33
Visited TikTok In Past Week, But NO FB N = 74	59