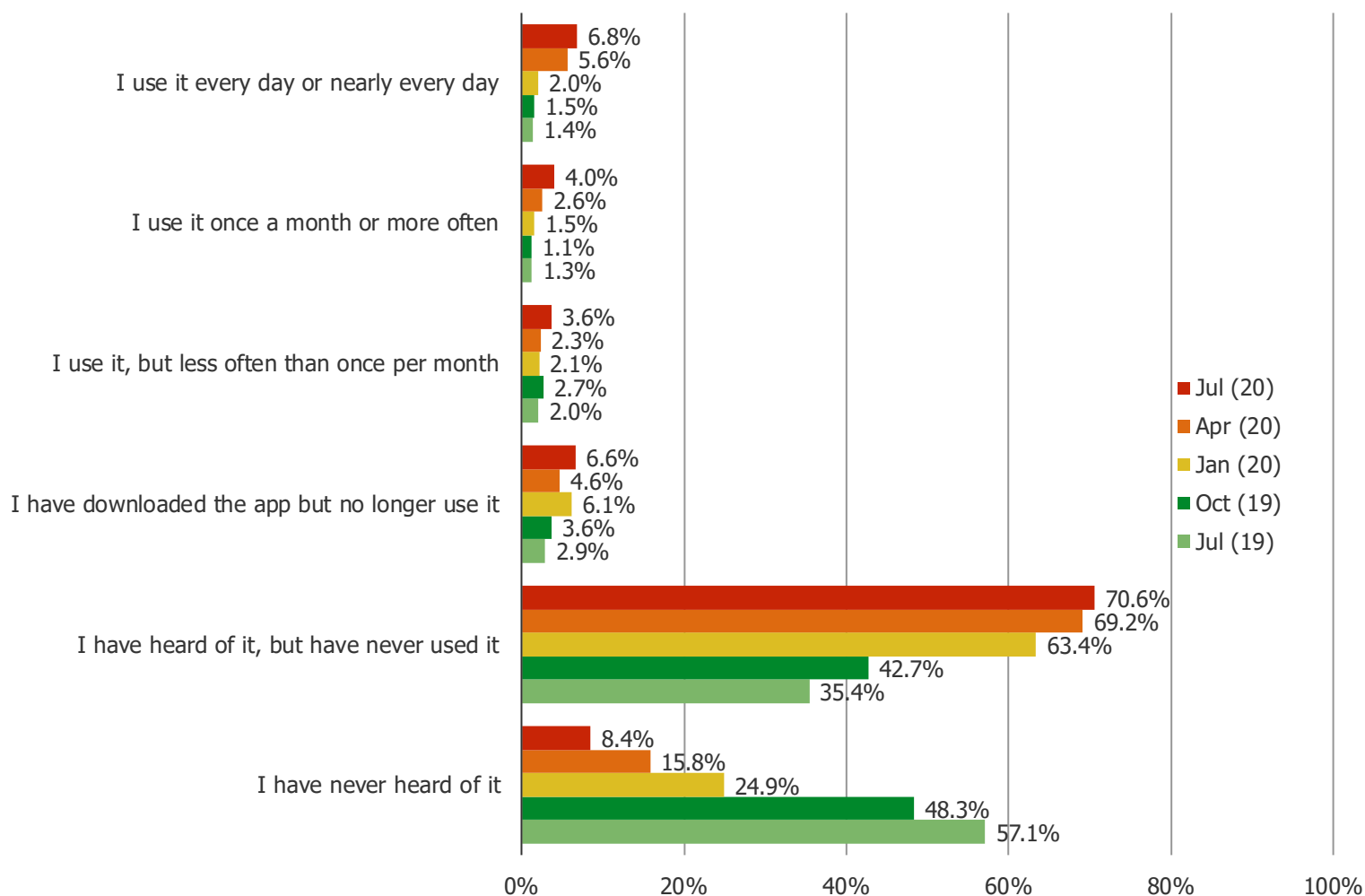


## Social Media Account Holders And Engagement – A Consumer View

### WHAT IS YOUR EXPERIENCE WITH THE APP “TIK TOK”?

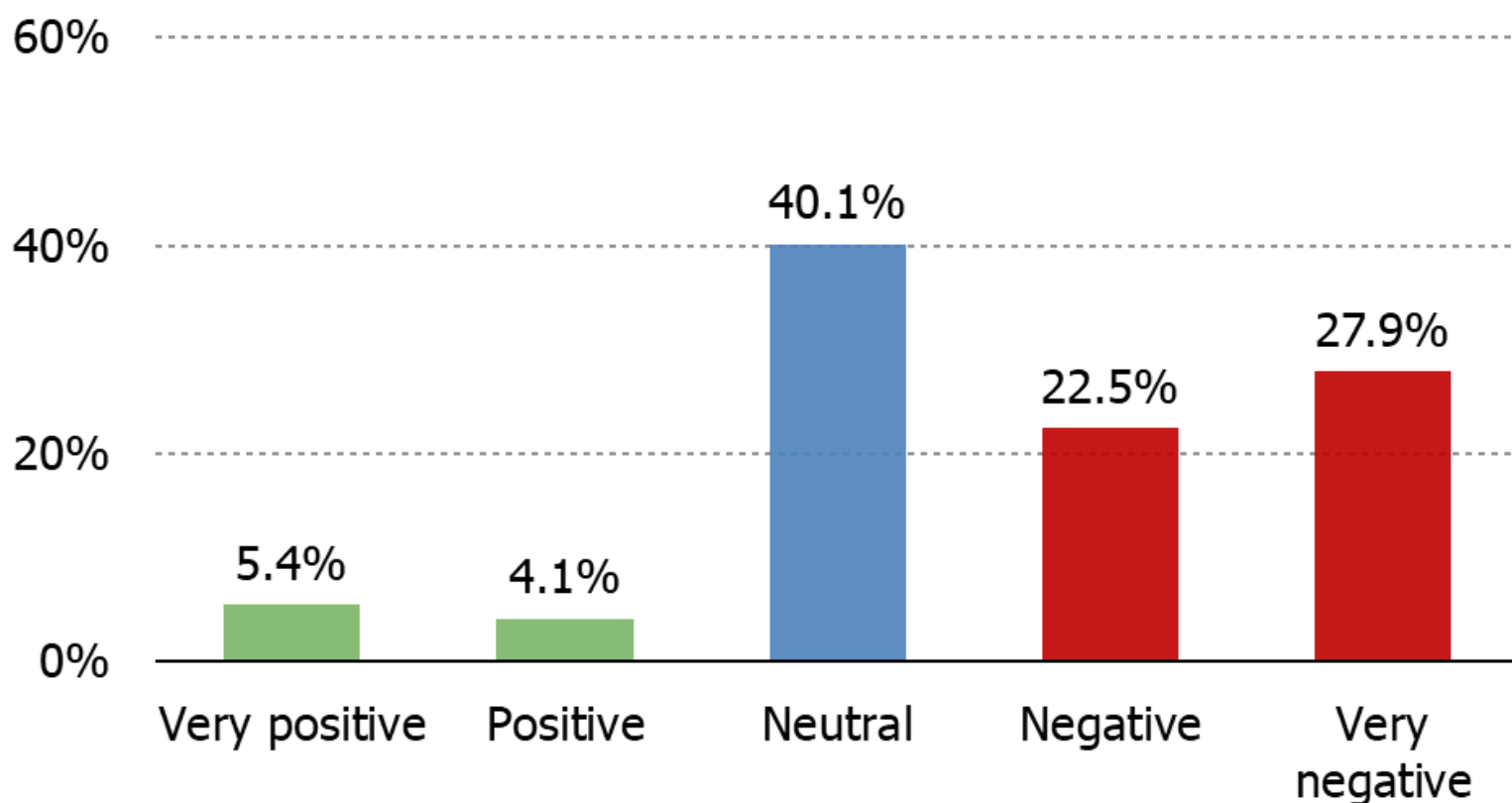
Posed to all respondents



## Social Media Account Holders And Engagement – A Consumer View

IF THE GOVERNMENT DECIDES TO BAN THE TIKTOK APP IN THE US, WOULD YOUR REACTION BE?

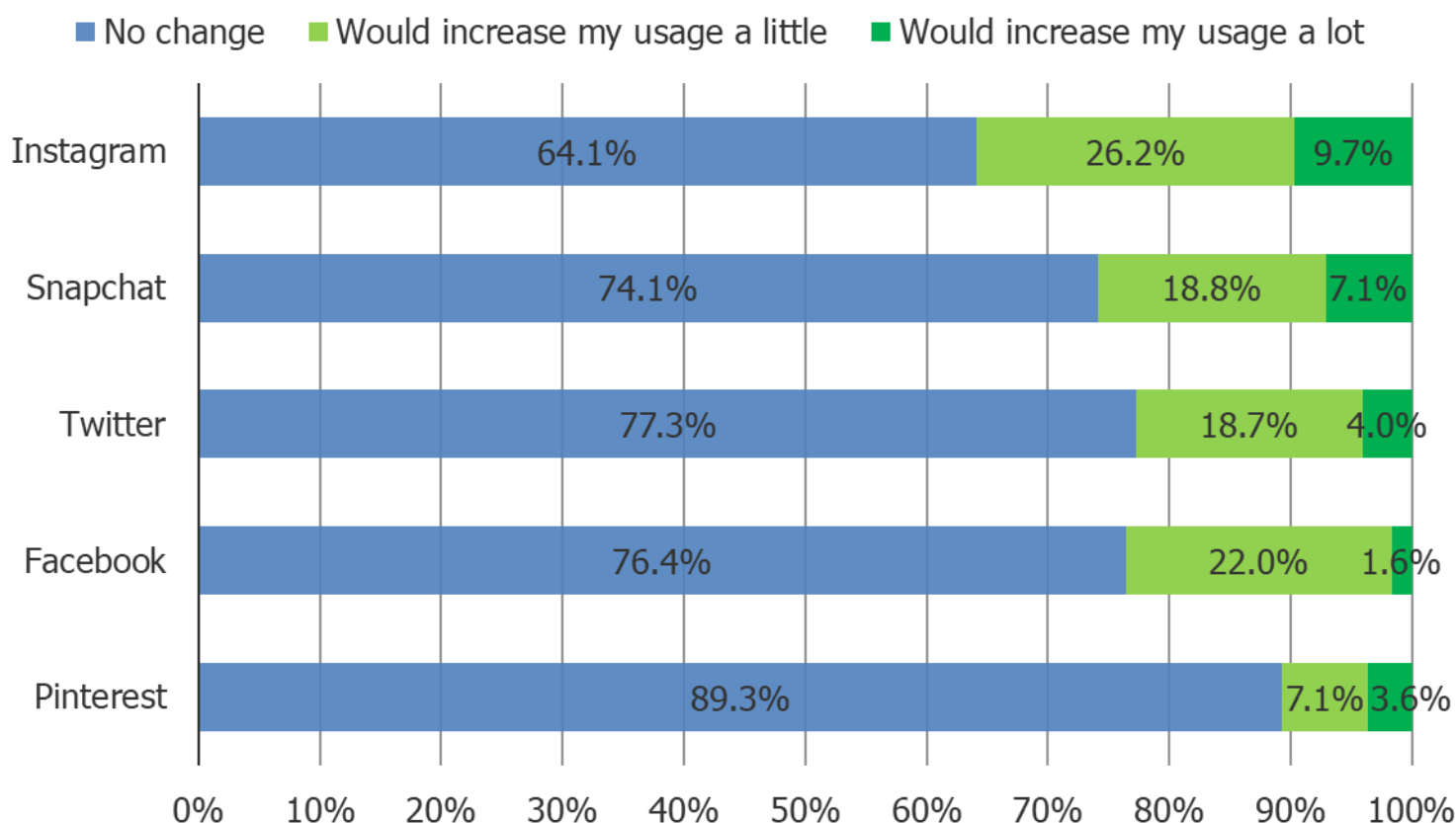
Posed to TikTok users.



## Social Media Account Holders And Engagement – A Consumer View

IF THE GOVERNMENT DECIDES TO BAN THE TIKTOK APP IN THE US, WOULD YOUR REACTION BE?

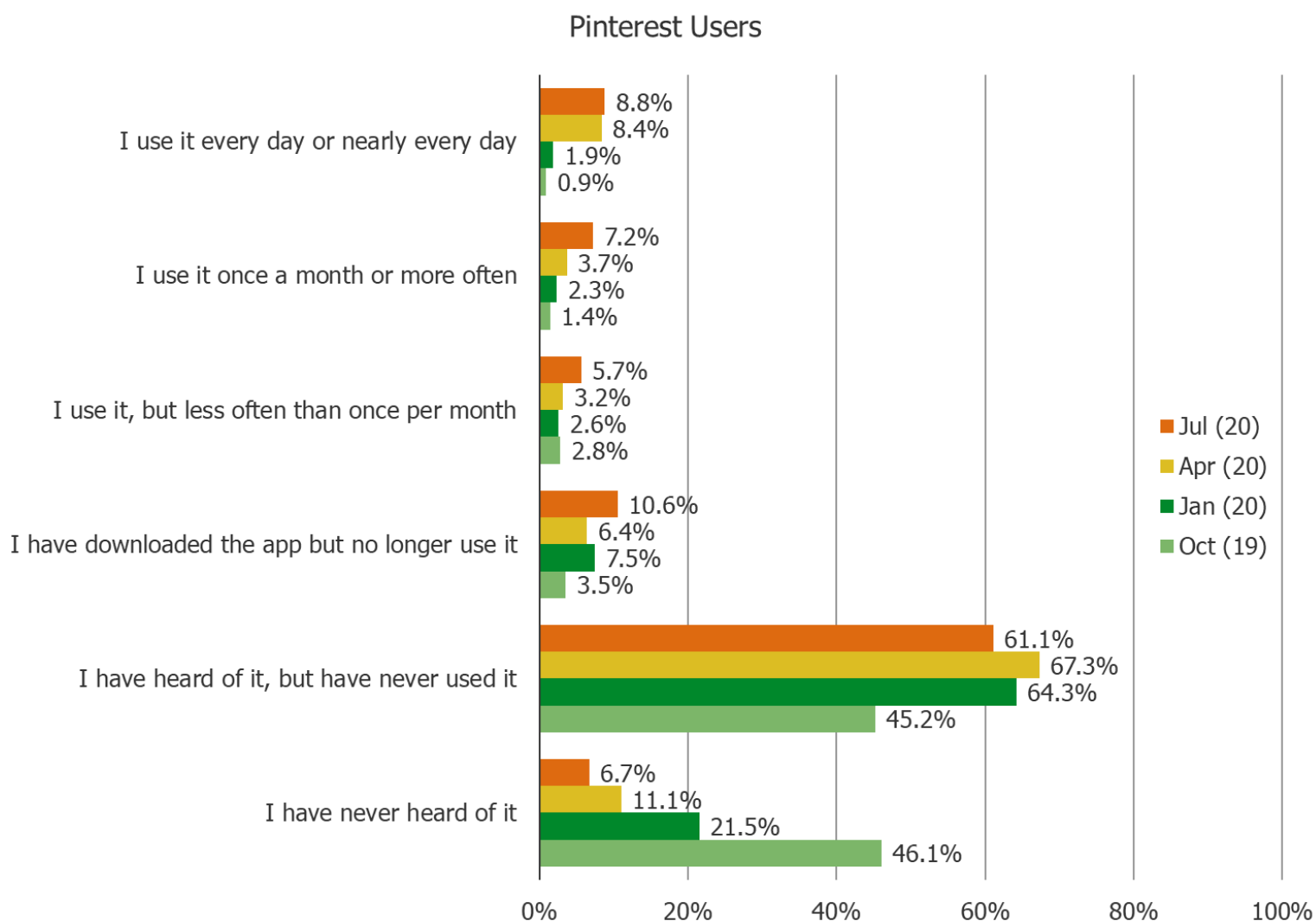
Posed to TikTok users who ALSO use each of the following.



## Social Media Account Holders And Engagement – A Consumer View

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

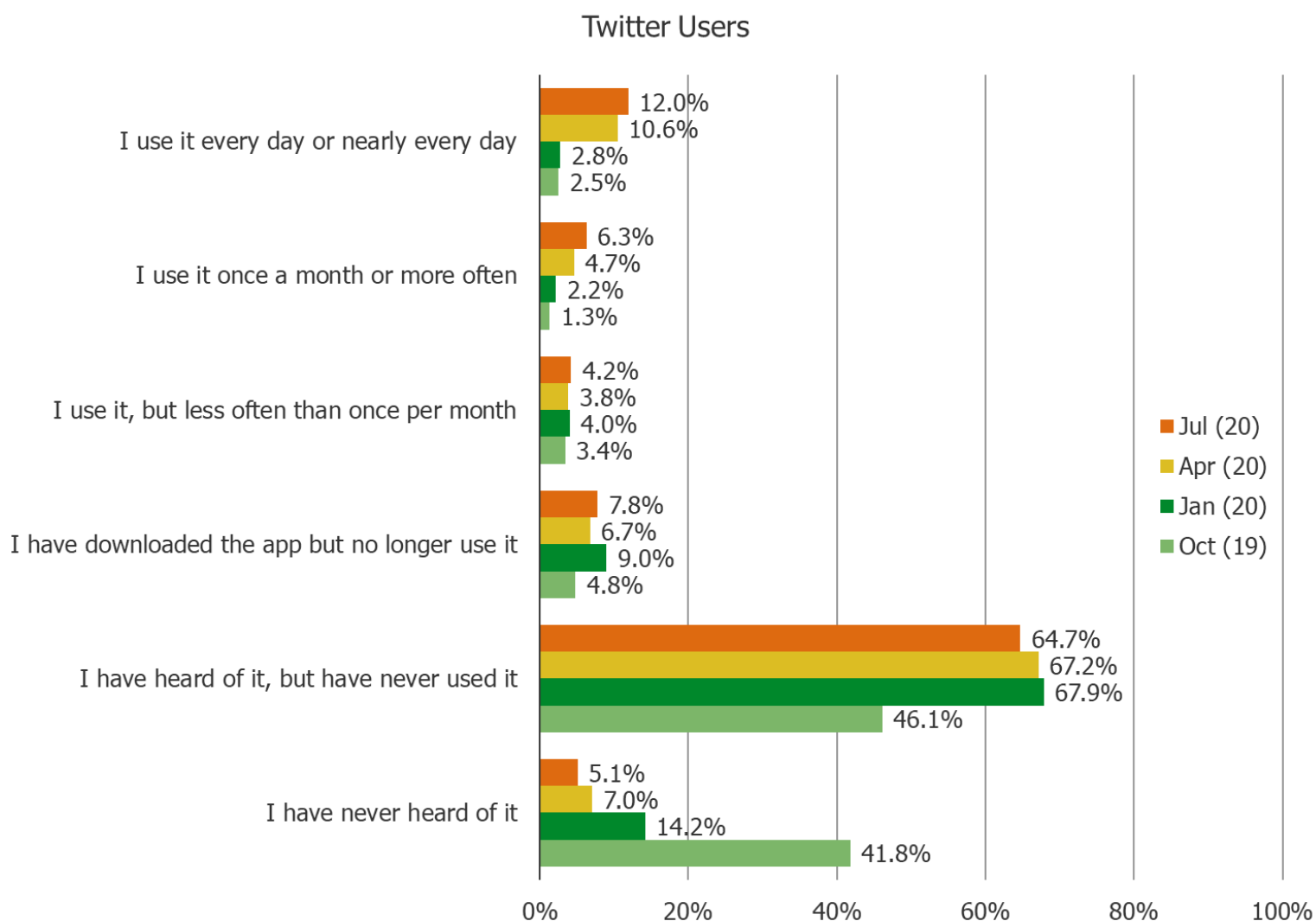
Posed to users of Pinterest.



## Social Media Account Holders And Engagement – A Consumer View

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

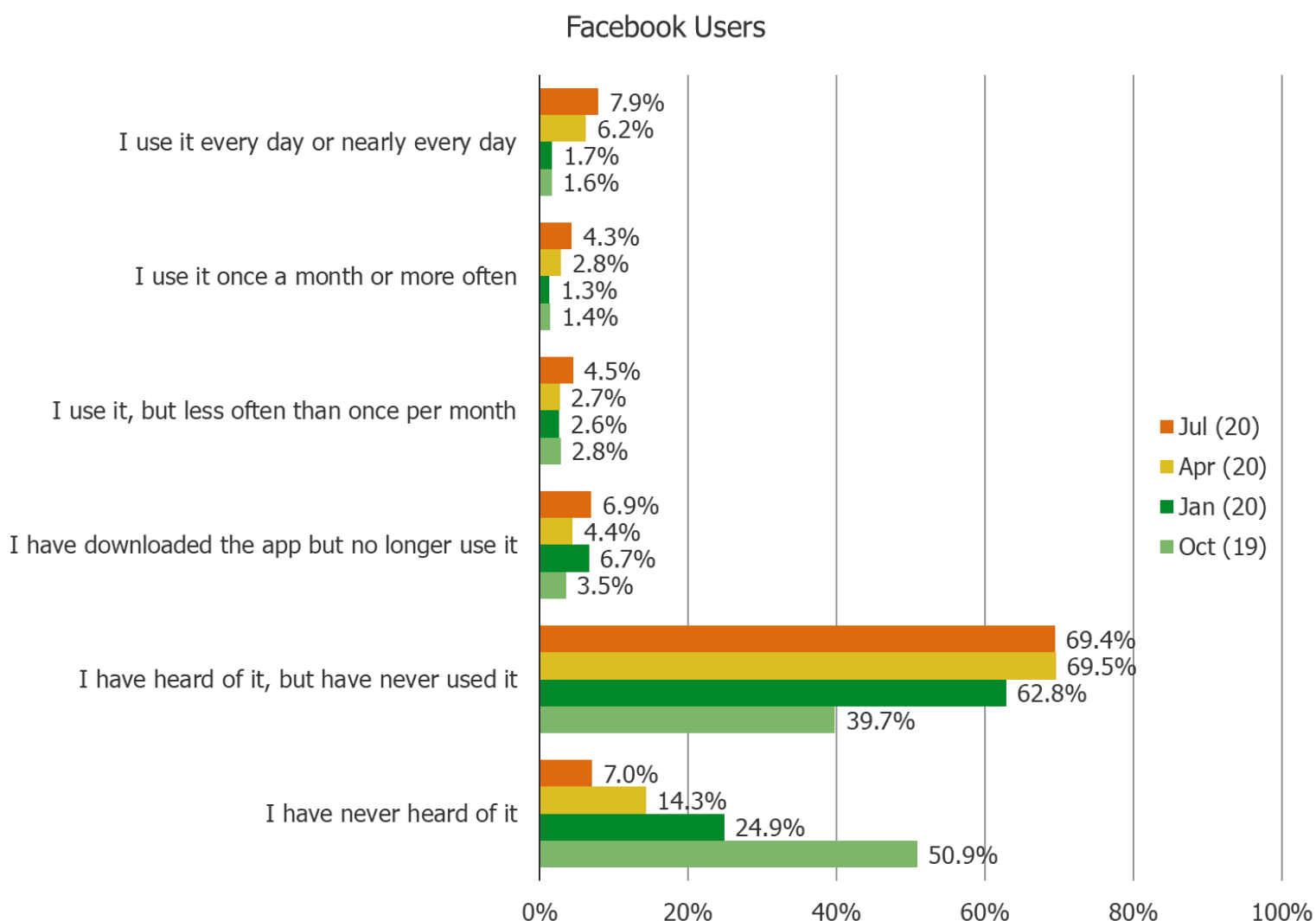
Posed to users of Twitter.



## Social Media Account Holders And Engagement – A Consumer View

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

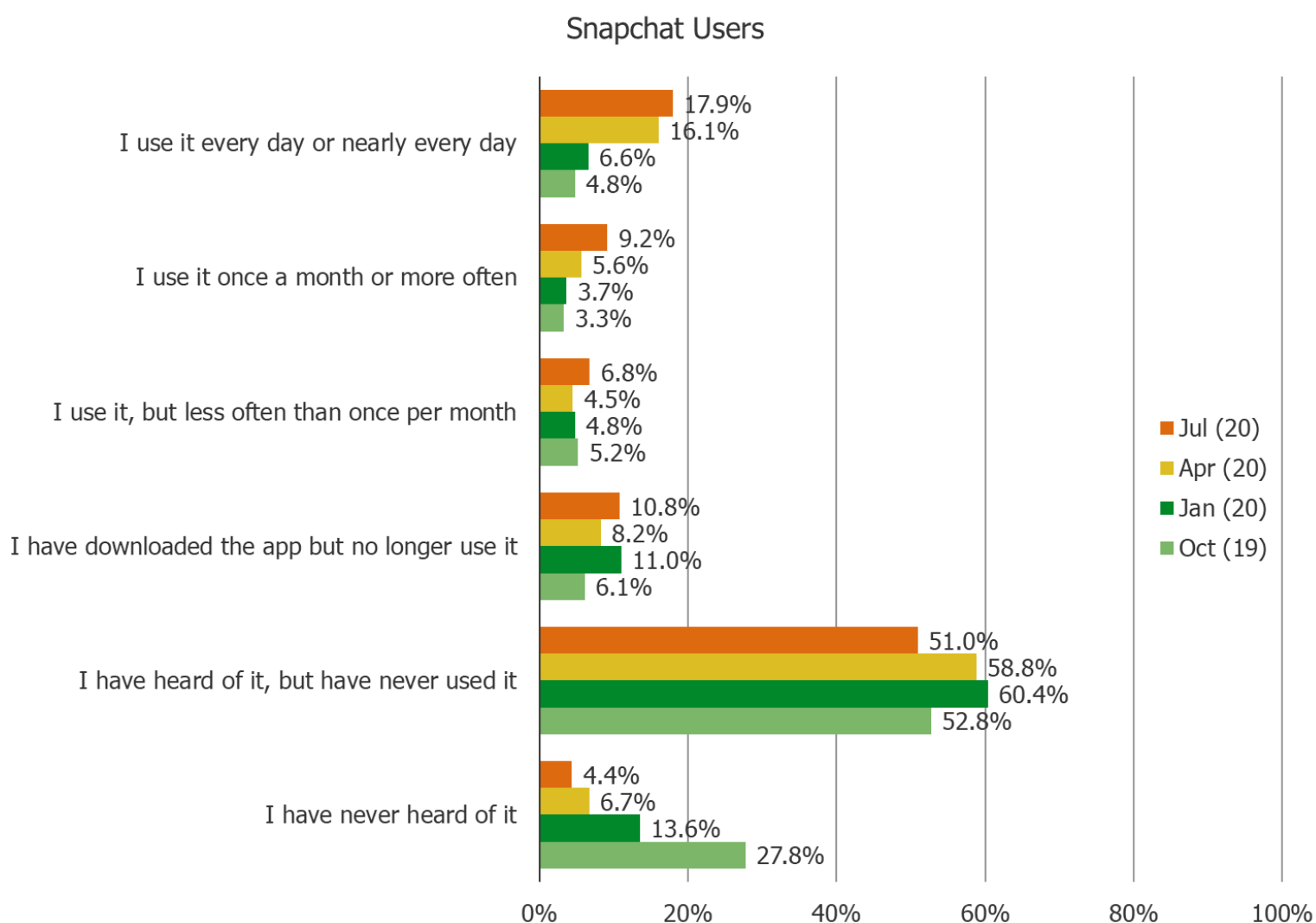
Posed to users of Facebook.



## Social Media Account Holders And Engagement – A Consumer View

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

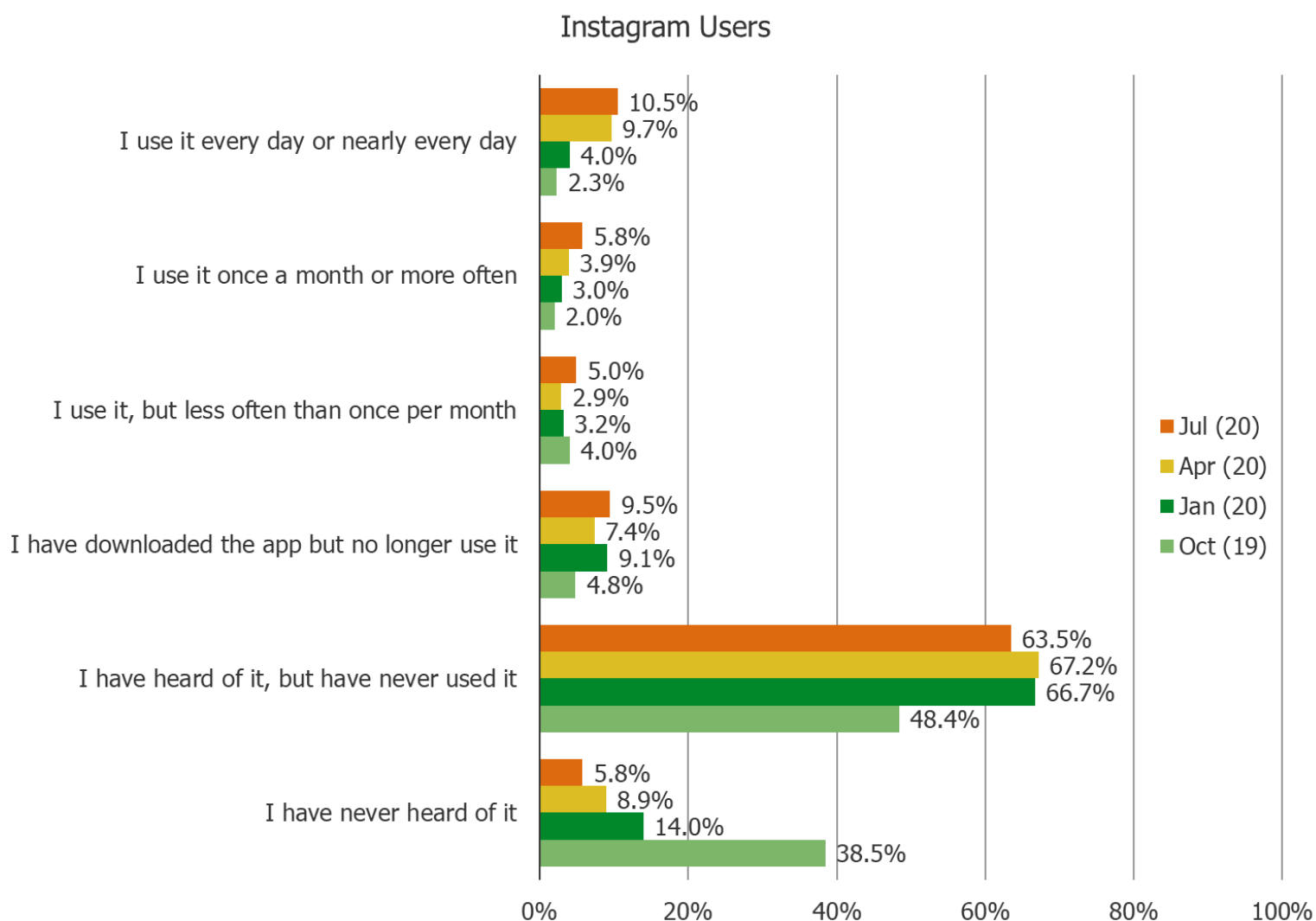
Posed to users of Snapchat.



## Social Media Account Holders And Engagement – A Consumer View

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

Posed to users of Instagram.

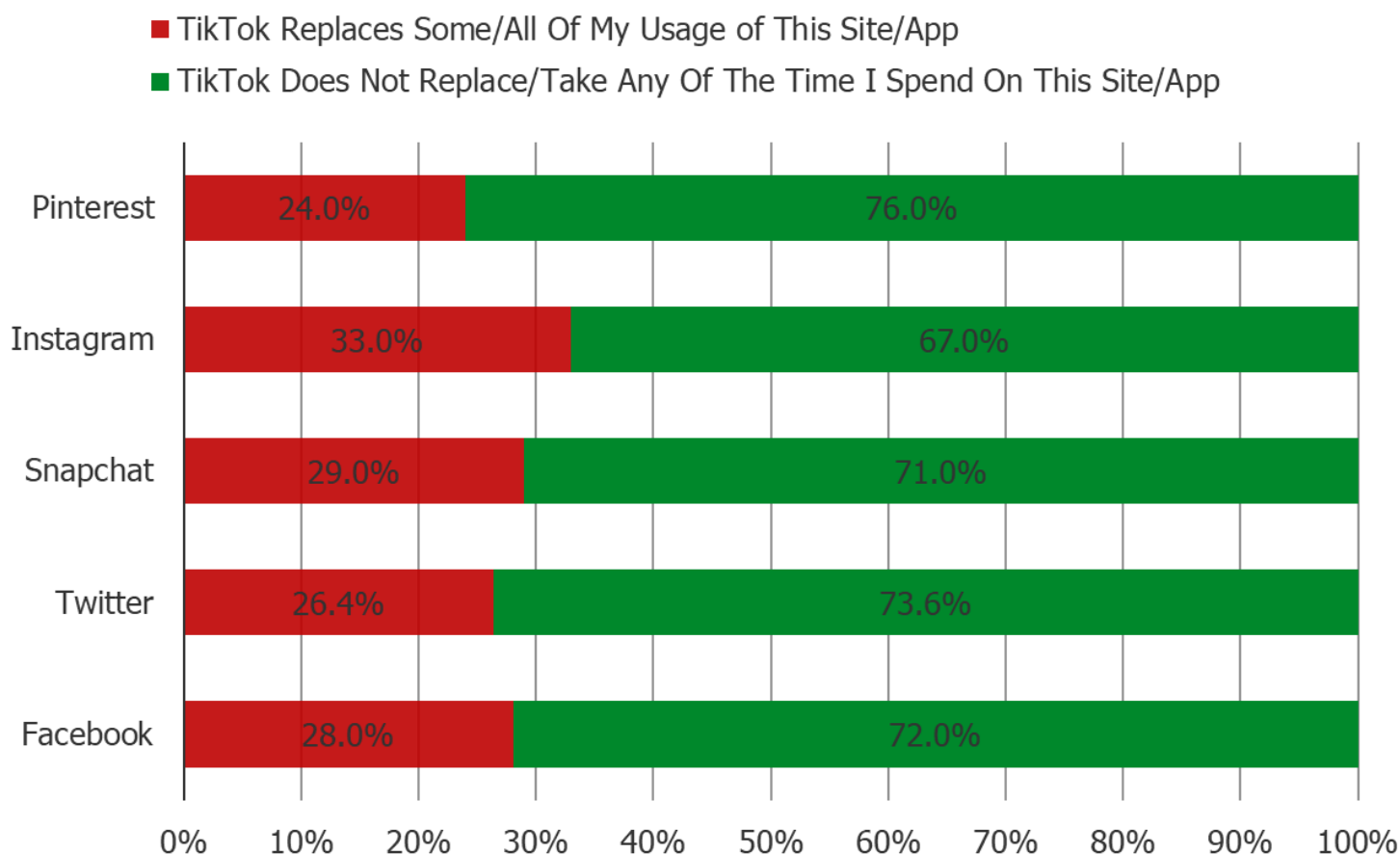




## Social Media Account Holders And Engagement – A Consumer View

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.

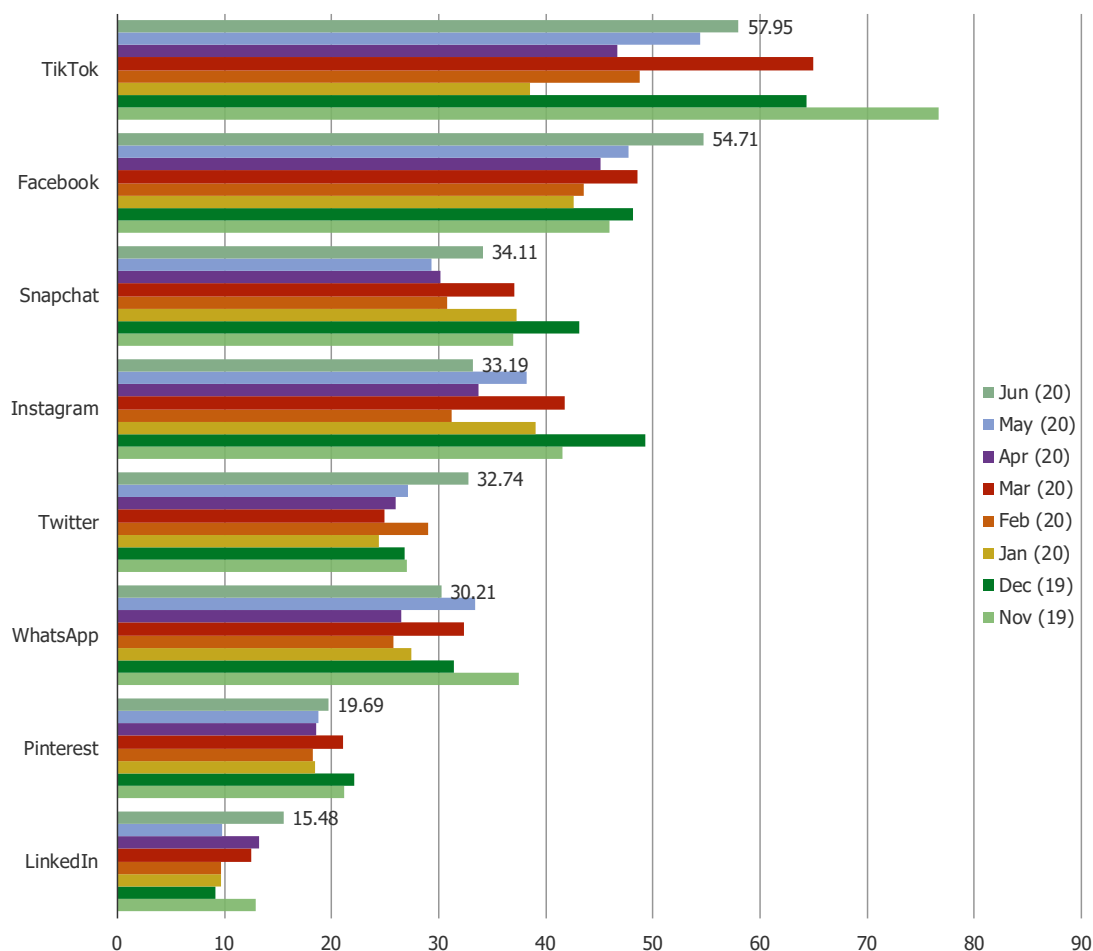


## Social Media Account Holders And Engagement – A Consumer View

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

Posed to daily visitors of each platform.

*Chart Shows Mean, Details in Table Below Chart.*



Jun (20)	Snapchat	Facebook	WhatsApp	LinkedIn	Instagram	Pinterest	TikTok	Twitter
Mean	34.11	54.71	30.21	15.48	33.19	19.69	57.95	32.74
Median	15.00	30.00	12.00	5.00	20.00	10.00	30.00	15.00
Standard Deviation	54.11	109.03	58.38	30.83	53.28	29.17	109.58	68.26

# Social Media Account Holders And Engagement – A Consumer View

## AVERAGE AGE OF ACCOUNT HOLDERS.

Posed to users of each platform.

