

BESPOKE SURVEYS

## Social Media Consumers, Vol 35

1,000+ US Consumers, Balanced to Census



**CHECK BREAKDOWN:**

TREND CHECKS

### **TikTok vs. Instagram – If One Had To Go**

Users of Instagram AND TikTok are nearly evenly split on which they would delete if forced to only keep one or the other. By age, the youngest 18-24 year-old cohort would be more likely to delete Instagram, the 25-34 year-old cohort are nearly evenly split, and the 35+ crowd would be more likely to delete TikTok. By gender, males would be more likely to delete TikTok whereas females would be more likely to delete Instagram.

### **Metaverse Awareness and Interest Increases**

Familiarity with what the metaverse is and interest in it increased q/q compared to a relatively low initial reading recorded in our January 2022 survey. When we ask respondents to fill-in what the metaverse is, the majority either say “virtual world/reality” or “Facebook.”

### **Privacy Dust Continues to Settle**

Most respondents report that they either have, or would, choose to opt-out of tracking if prompted by iOS. However, on the whole social media users have been increasingly likely over time to say that they don't like the privacy related issues with social media platforms but WOULD NOT change their usage because of it. There remains nuances by platform in the sense that typically younger user bases (ie, TikTok, Snapchat) are less likely to choose opt-out on iOS prompts relative to users of other platforms.

### **Social Commerce Interest Drives Higher**

Consumer awareness of and sentiment toward the ability to buy products within social media experiences improved sequentially. Over time, consumers have been increasingly likely to tell us that they find products to buy while using social media platforms.

### **Social Media Sentiment/Engagement**

In a number of KPIs we track, social media engagement and sentiment was either consistent or improved relative to prior waves.

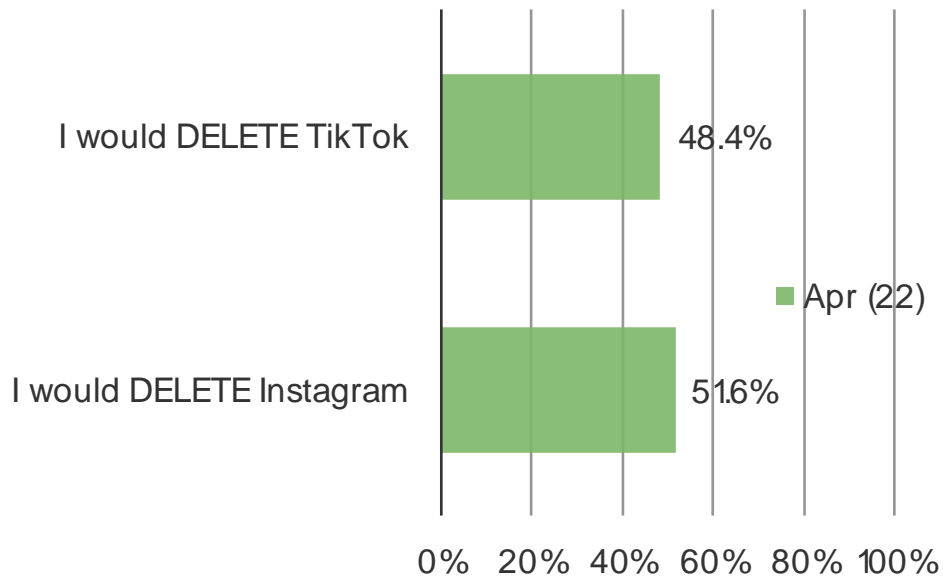
### **Reels – Sequential Improvement In Feedback**

Awareness, usage, and sentiment toward Reels improved this quarter.

NEW QUESTION THIS QUARTER – WOULD YOU  
DELETE TIKTOK OR INSTAGRAM?

IF YOU HAD TO DELETE EITHER INSTAGRAM OR TIKTOK AND NEVER USE IT AGAIN, WHICH WOULD YOU DELETE?

This question was posed to all respondents who use BOTH TikTok AND Instagram.



Data from the above chart, cut by age and gender.

	I would DELETE Instagram	I would DELETE TikTok	N =
18-24	60.0%	40.0%	70
25-34	50.7%	49.3%	73
35+	44.3%	55.7%	79
Male	42.6%	57.5%	94
Female	57.8%	42.2%	128

IF YOU HAD TO DELETE EITHER INSTAGRAM OR TIKTOK AND NEVER USE IT AGAIN, WHICH WOULD YOU DELETE?

This question was posed to all respondents who use BOTH TikTok AND Instagram.

### Respondents who would delete Instagram, why?

Barely use Instagram  
 Because I be on tiktok more  
 Because I don't use it as much  
 Because i dont use too much instagram  
 Because I feel like Instagram is very similar to Facebook  
 because i like tik tok more  
 Because I like watching videos  
 Because I use it less  
 Because Instagram is like Snapchat and I prefer Snapchat  
 Because of the ads and not seeing my friends post 1st  
 because they are other apps like it  
 Because Tik Tok gives me a laugh and I can use that occasionally  
 Because tiktok had more of a variety  
 Cause I barely use it  
 Cause I like the TikTok videos  
 Don't do much  
 Enjoy Tik Tok more  
 Entertaining  
 Haven't mastered it yet.  
 I am much more active and in a much better mood on TikTok  
 I can post my pictures on other platforms  
 i cant choose as i use both regularly so i just tapped one  
 I choose to delete instagram because, I use TikTok more and my daughter enjoys watching the funny videos on that app.  
 i don't find it that interesting nd i hardly use it  
 I don't know but that was an extremely hard decision  
 I don't like it as much as tiktok  
 I dont use a lot  
 I don't use instagram that much, so it wouldn't affect me that much If I deleted it  
 I don't use it too much because Snapchat and TikTok have more friends and I use them more often than I use Instagram  
 I enjoy TikTok more  
 I enjoy watching videos in TikTok more  
 I haven't used TikTok much yet and have used Instagram more.

IF YOU HAD TO DELETE EITHER INSTAGRAM OR TIKTOK AND NEVER USE IT AGAIN, WHICH WOULD YOU DELETE?

This question was posed to all respondents who use BOTH TikTok AND Instagram.

### Respondents who would delete Instagram, why?

I learn stuff on tiktok  
 I looooooove TikTok!  
 I love them both but I use TikTok more and it makes me laugh  
 I love TikTok  
 I prefer tiktok over Instagram  
 I prefer TikTok more interesting  
 I rarely use it and most of its content is pictures I double-post on Facebook. The content is often repetitive amongst my friends.  
 I spend more time on tiktok than on Instagram  
 i think its content is more harmful than tiktoks is (e.g. influencers, models. etc)  
 I use both daily so it was hard I just picked one  
 I use Instagram less and I find it less entertaining  
 I use it less  
 i use less  
 I use more tik tok is more fun  
 I use tik tok way more  
 I use TikTok more  
 I use TikTok more and because I get inspiration to create new things from TikTok.  
 I would delete insta  
 I would delete instagram because I use tik tok a lot more than I use instagram  
 i would post pictures on a different social media site. i use them for different reasons.  
 i'm addicted to tiktok  
 Instagram gets boring and toxic  
 Instagram is just like other apps  
 instagram is just photos i like video better  
 It gets boring after a while  
 It gives people false images with all of the filter  
 just for the fact i use tik tok way more than instagram  
 Less common  
 my instagram is often the same as my facebook  
 neither but I would get instagram back after deleting it, can't live without it  
 Not as entertaining  
 Not really on Instagram as much  
 The reason is that Tiktok entertainment  
 Tik tok better  
 tik tok is more personal and enjoyable while instagram promotes unwanted ideas  
 Tik tok is too creative

IF YOU HAD TO DELETE EITHER INSTAGRAM OR TIKTOK AND NEVER USE IT AGAIN, WHICH WOULD YOU DELETE?

This question was posed to all respondents who use BOTH TikTok AND Instagram.

### Respondents who would delete Instagram, why?

Tik tok is where I spent most of my time  
Tiktok is better  
TikTok is entertaining to me.  
Tiktok is funnier  
TikTok is just more fun.  
Tiktok is more amusing.  
TikTok is more entertaining  
TikTok is more entertaining  
TikTok is more fun  
TikTok is more interesting  
tiktok is much more fun  
TikTok is way better than Instagram  
Tiktok keeps my attention and there's always something new to see.  
Very rarely get on it

IF YOU HAD TO DELETE EITHER INSTAGRAM OR TIKTOK AND NEVER USE IT AGAIN, WHICH WOULD YOU DELETE?

This question was posed to all respondents who use BOTH TikTok AND Instagram.

### Respondents who would delete TikTok, why?

Annoying

Annoying

Because I don't get to keep up with what my friends and family are doing on tik tok

Because I don't use it much anyways

Because I feel I don't use it as much

Because I follow a lot of people on Instagram

Because I have a lot of followers on Instagram

because i love to post on instagram

Because I would barely use it

Because Instagram has reels

Because Instagram is meaning full to me

Because Instagram is more mainstream and I follow more people and have more followers on instagram

Because it is the right choice

Because it's just sort of annoying

Because I've never posted on TikTok but I post all kinds on Instagram

Because TikTok at least in America is only filled with people doing stupid dances or chasing clout instead of doing cool things

Content

Don't use it as much

Don't really use Tiktok

Don't use it

Fewer connections.

Funny

I barely use it

I can actually get some good info from Insta

I chose TikTok because it's just an app in watch videos on. I've never posted on it and don't use any kind of messenger to talk to any one on the app

I do not know

I don't be on TikTok everyday

I don't care for it

I don't know

I don't know

I don't relate to this one as much.

I don't use as much as Instagram

I don't use it as often

I don't use tiktok now so much.

I had Instagram longer



IF YOU HAD TO DELETE EITHER INSTAGRAM OR TIKTOK AND NEVER USE IT AGAIN, WHICH WOULD YOU DELETE?

This question was posed to all respondents who use BOTH TikTok AND Instagram.

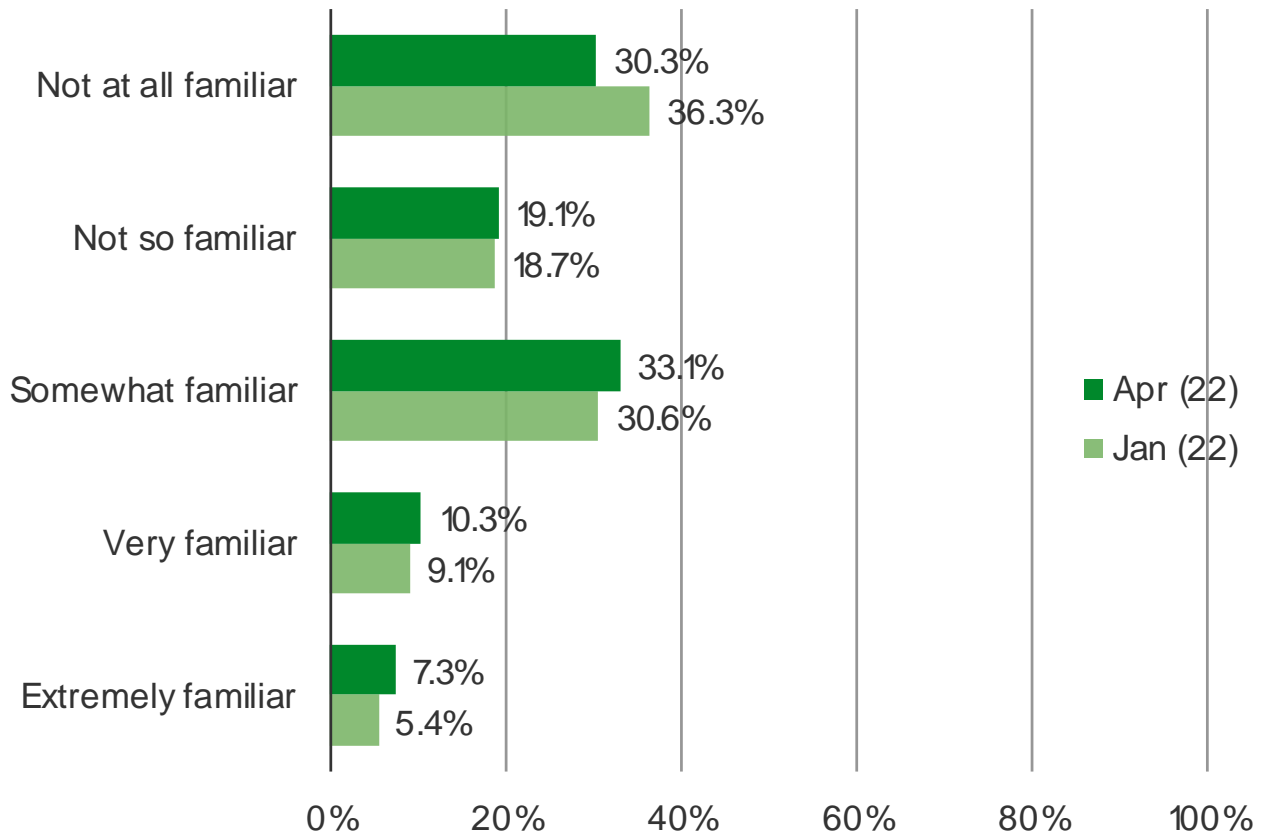
### Respondents who would delete TikTok, why?

I have a lot of important life moments documented on Instagram  
I have fewer connections on TikTok  
I have had instagram longer  
I have used Instagram longer and I like that app more than TikTok  
I love Instagram more  
I love TikTok more  
I only watch videos, don't produce my own content  
I use Instagram for business more then tick tock  
i use instagram for my good vibes  
I use Instagram more  
I use Instagram more.  
I use Instagram to enter sweepstakes  
I use it less often  
I've been with Instagram longer and more established.  
Instagram has more stability to it for me  
Instagram is more personal  
Just videos I can watch later  
Least favorite  
More businesses use Instagram  
My daughter is on Instagram  
New to tik tok  
not much usage  
Not using it no longer  
People on TikTok are more annoying than instagram  
Tik tok caters to younger  
Tik tok has gotten boring  
Tik Tok has so many drama scenes.  
Tik tok is getting silly  
tik tok isn't as interesting  
Tik tok seem more for the kids. Instagram seem more in the middle  
TikTok is just something to make us laugh. Instagram is more serious and professional.  
too many non useful videos, content is not what I need to use  
Too much out there and people I don't want to see  
USE INSTAGRAM A LOT MORE  
Use it less  
Value The Pictures  
You can still see reels on Instagram.

# METVERSE

ARE YOU FAMILIAR WITH WHAT THE METAVERSE IS?

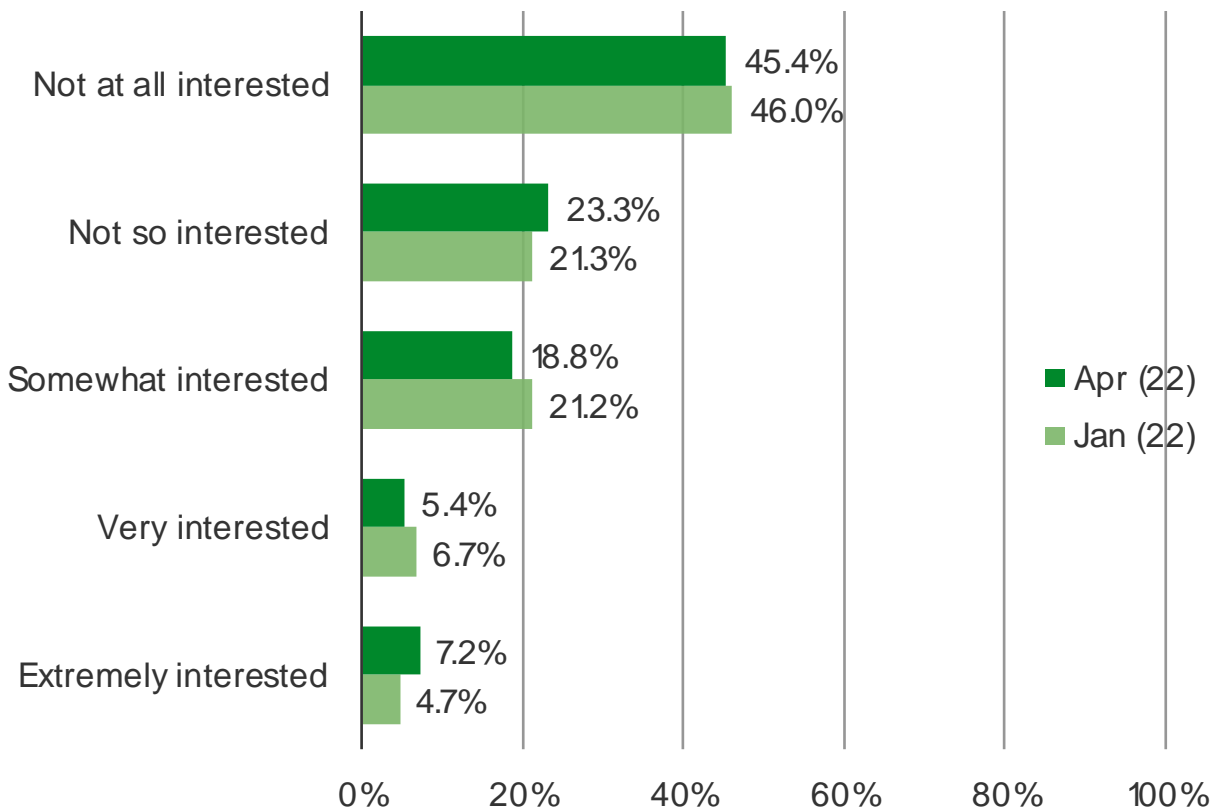
This question was posed to all respondents.





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.

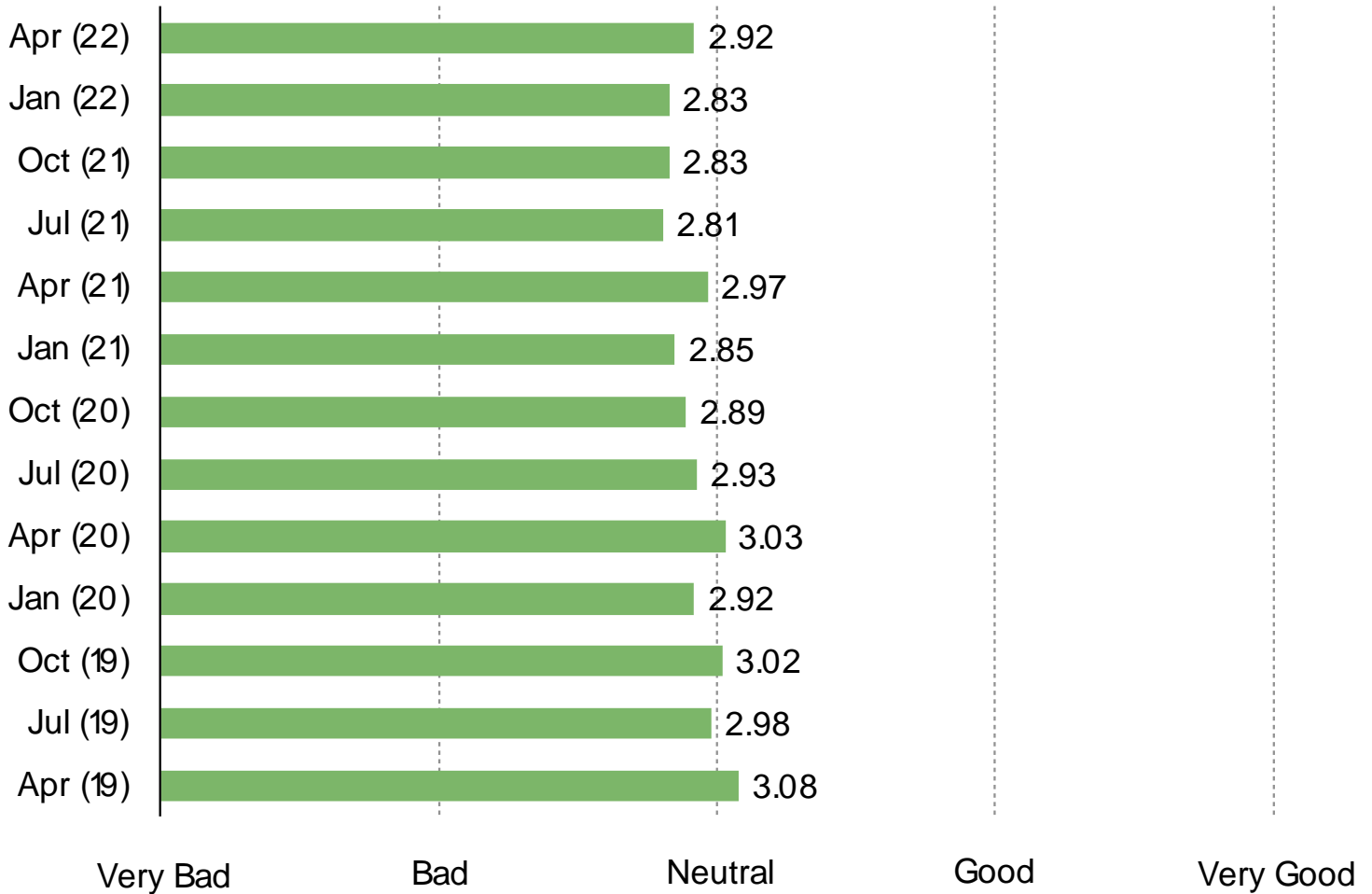
This question was posed to all respondents.



## SOCIAL MEDIA SECTOR QUESTIONS

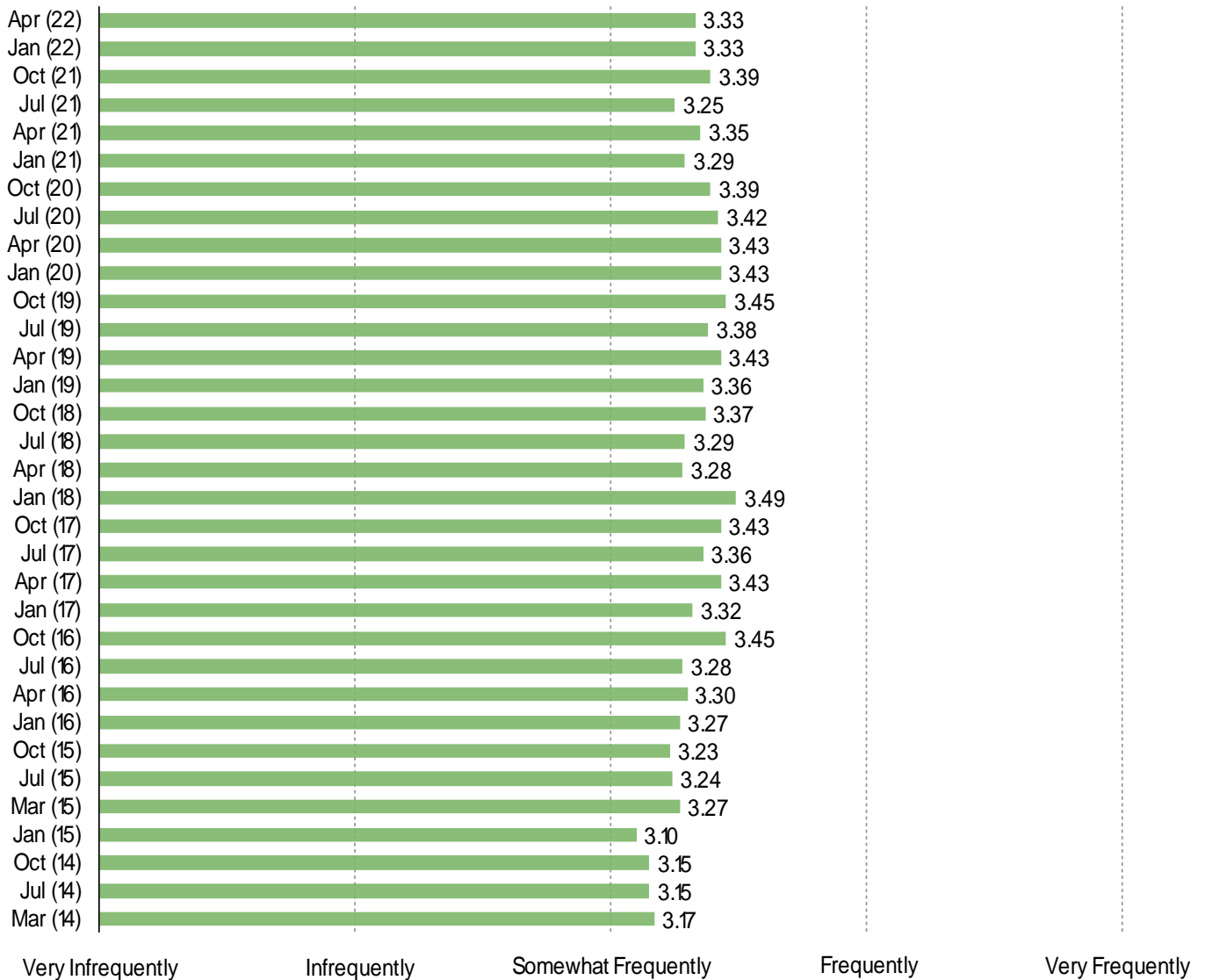
IN YOUR OPINION, IS SOCIAL MEDIA IN GENERAL A GOOD THING OR A BAD THING?

Posed to all respondents



SOCIAL MEDIA USAGE FREQUENCY

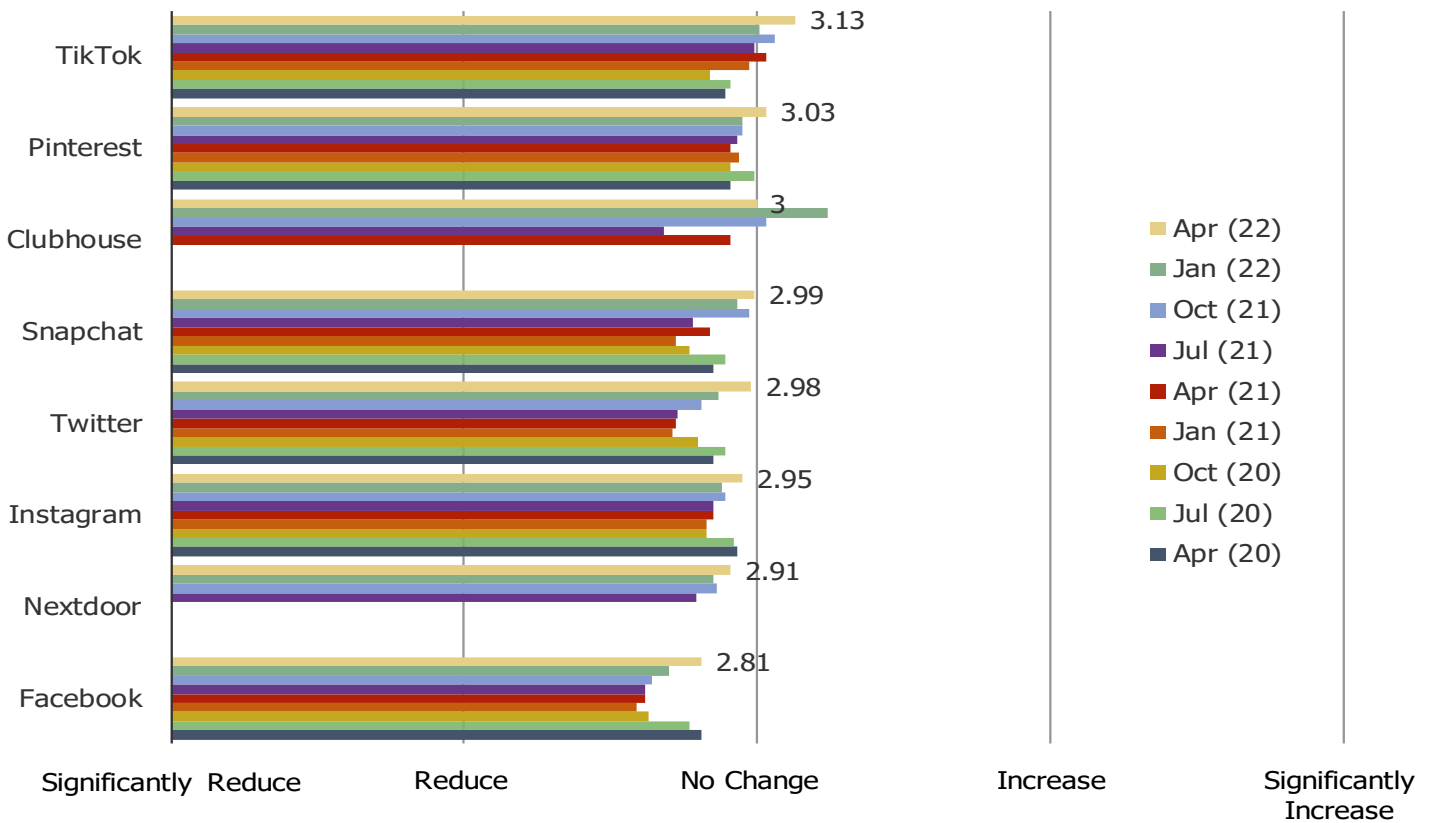
Posed to all consumers.





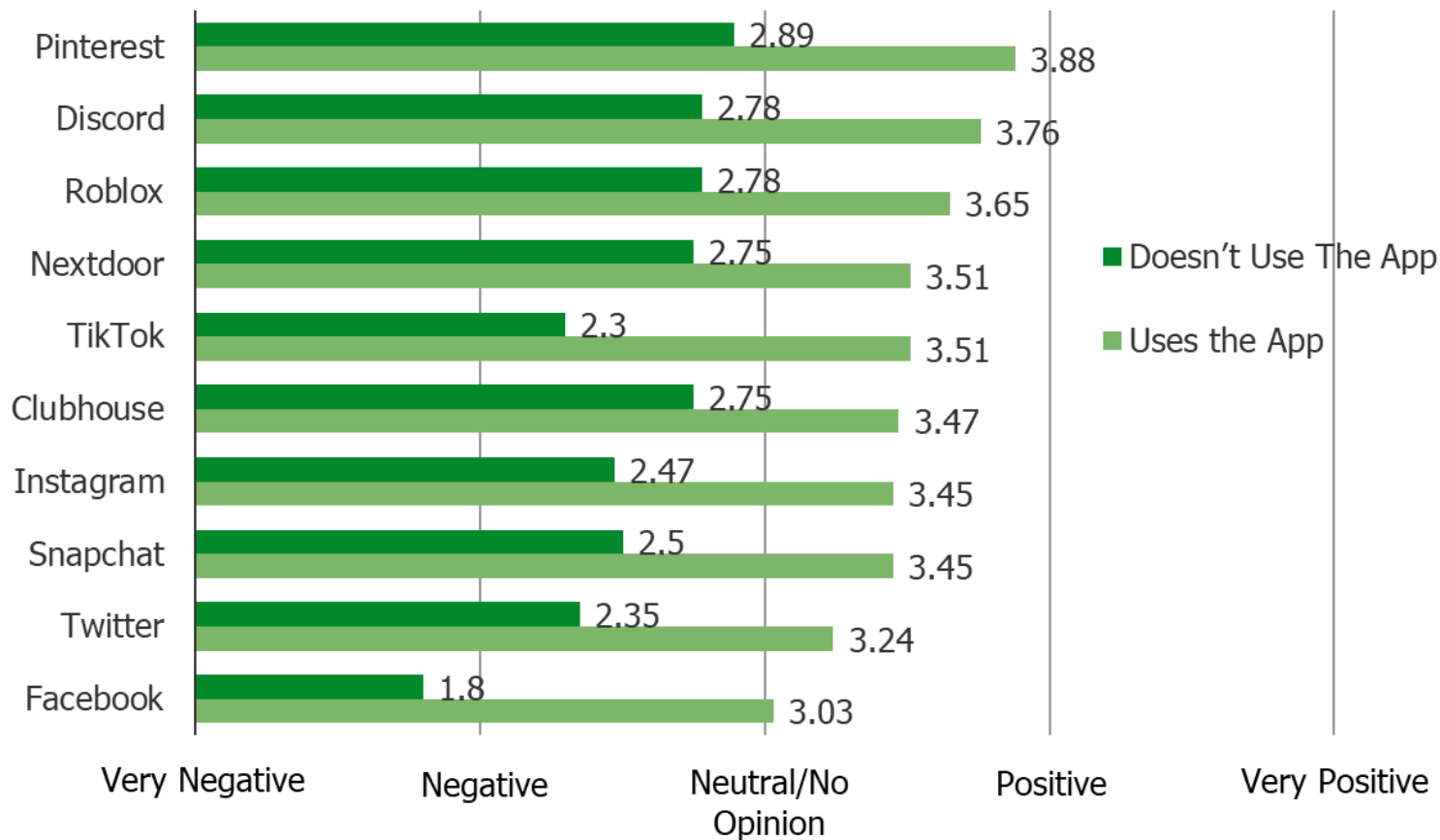
DO YOU EXPECT YOUR USAGE OF THE FOLLOWING TO CHANGE GOING FORWARD FROM NOW?

Posed to respondents who use the following platforms.



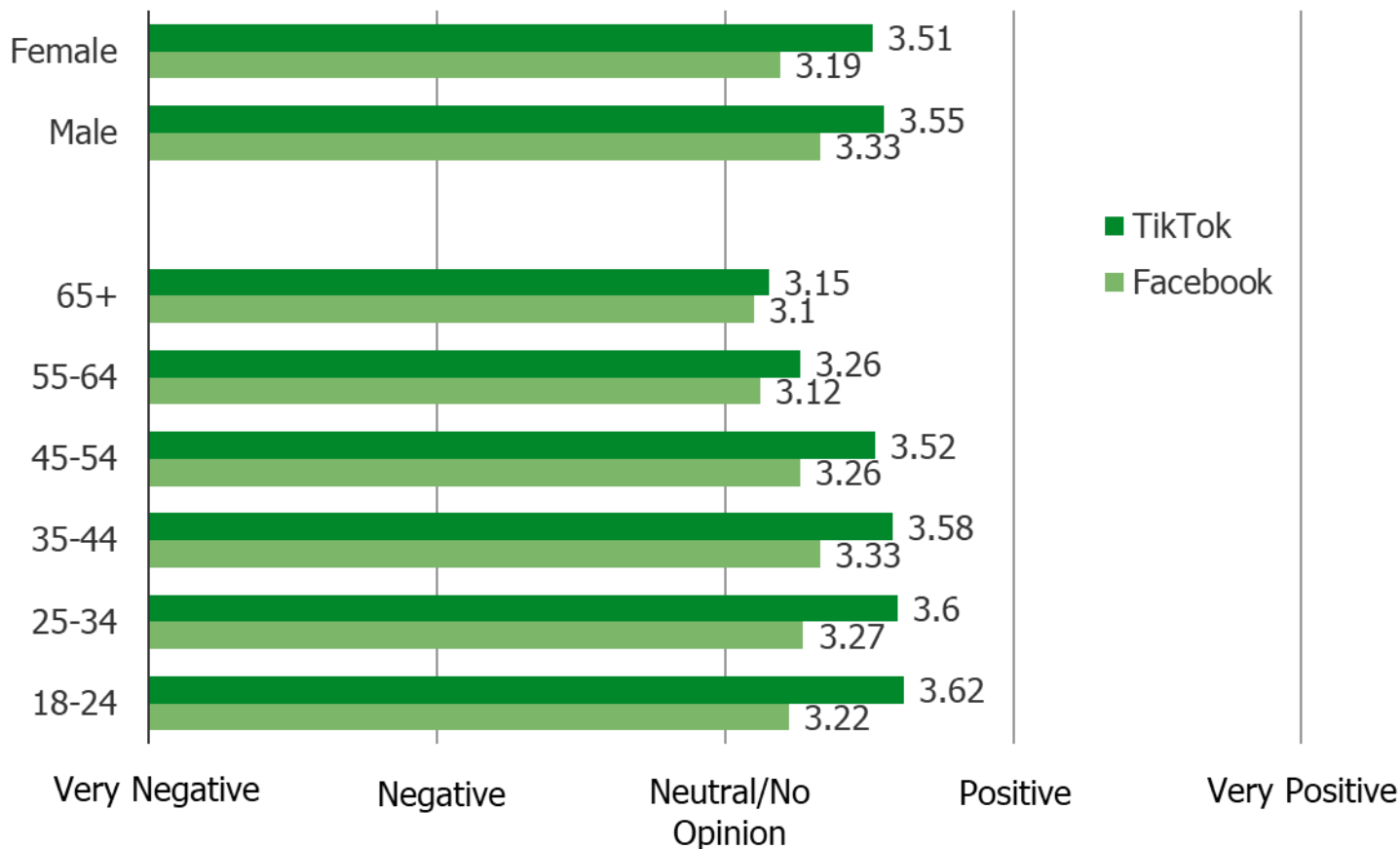
WHAT IS YOUR OPINION OF THE FOLLOWING APPS/SITES?

Data collected over the prior four volumes, comparing opinions of those who use each platform vs. those who do not use each platform.



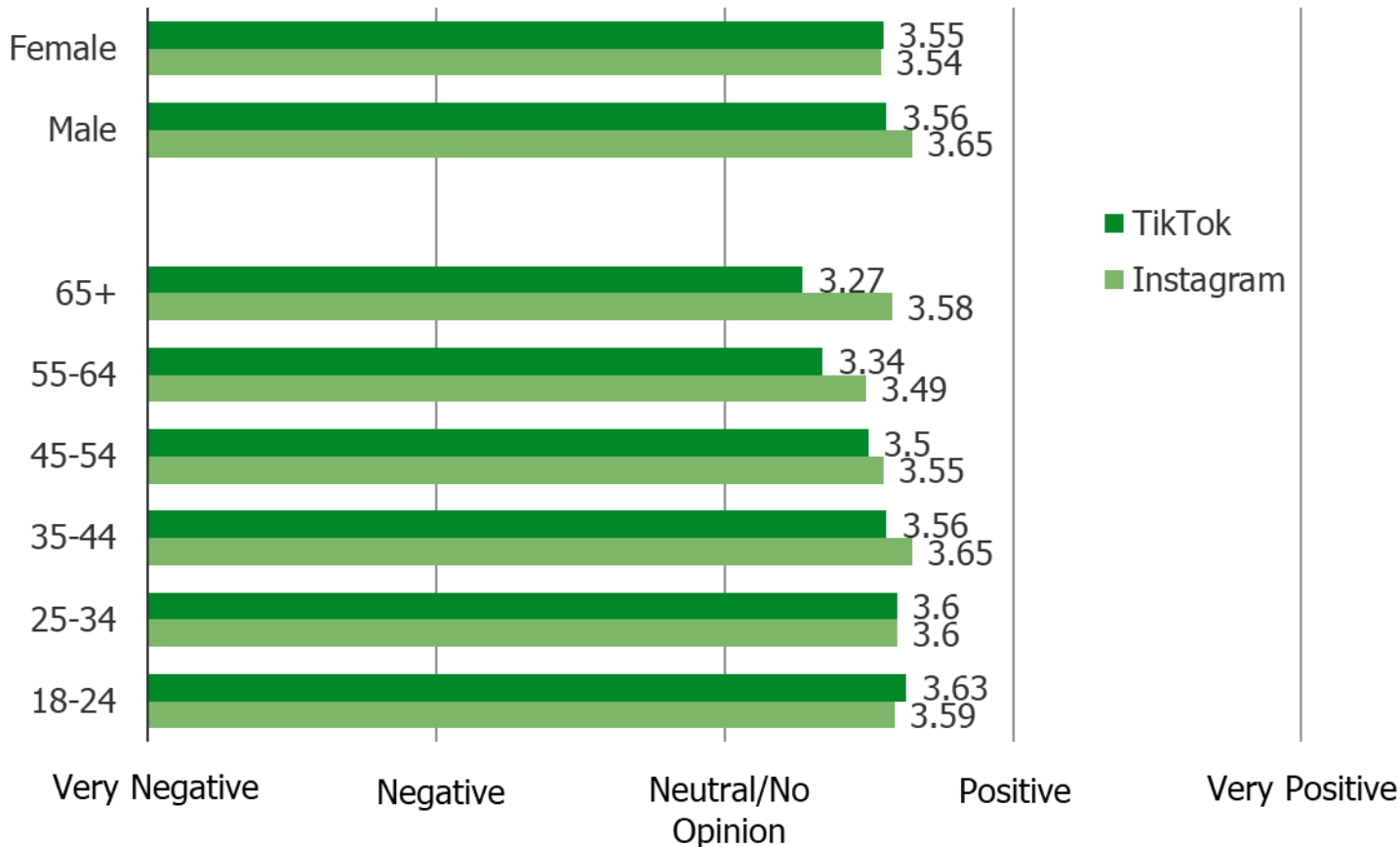
WHAT IS YOUR OPINION OF THE FOLLOWING APPS/SITES?

Posed to people who said they use both TikTok AND Facebook, cut by age and gender. Data from prior four waves to achieve larger N sizes.



WHAT IS YOUR OPINION OF THE FOLLOWING APPS/SITES?

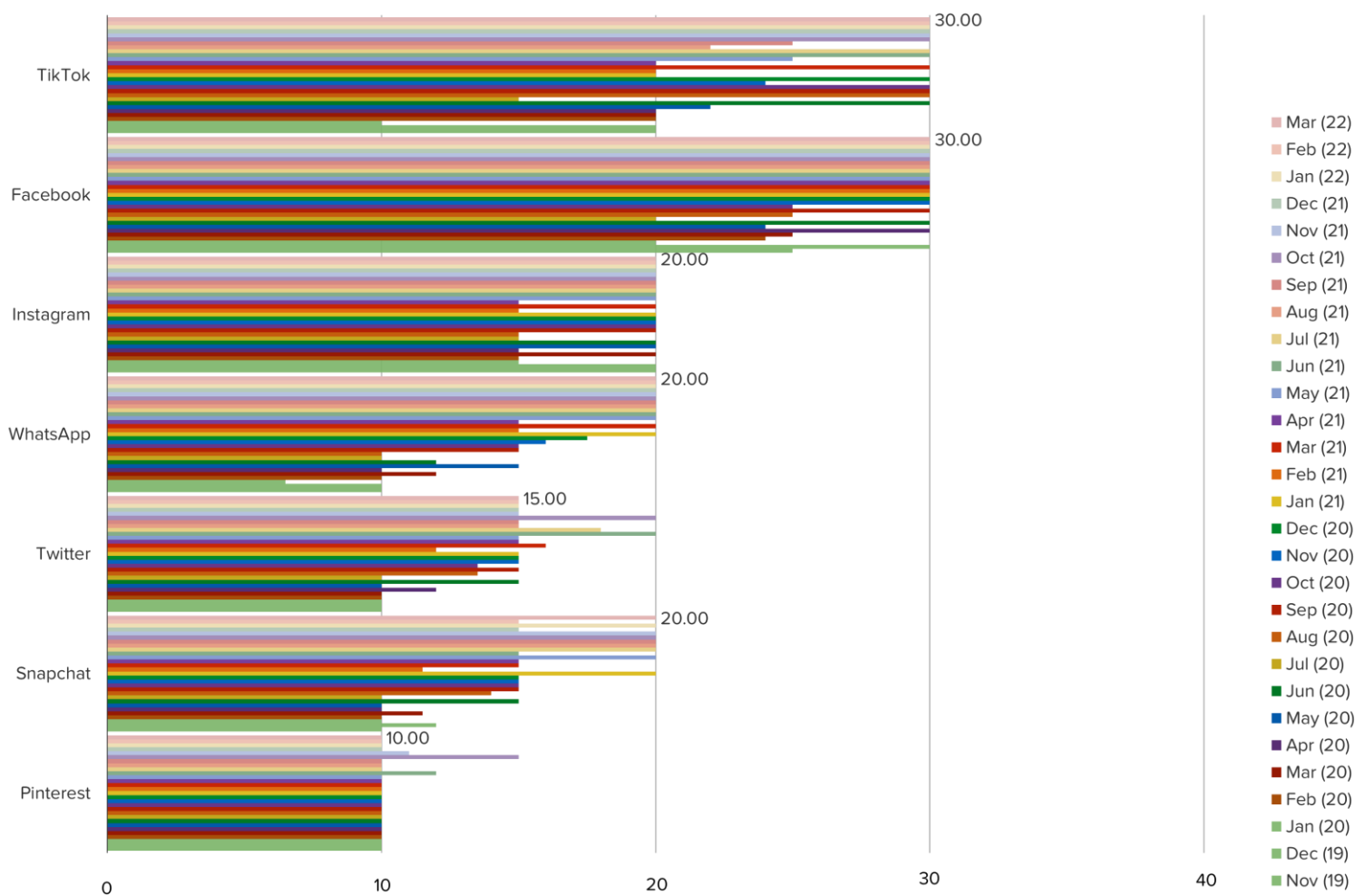
Posed to people who said they use both TikTok AND Instagram, cut by age and gender. Data from prior four waves to achieve larger N sizes.



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

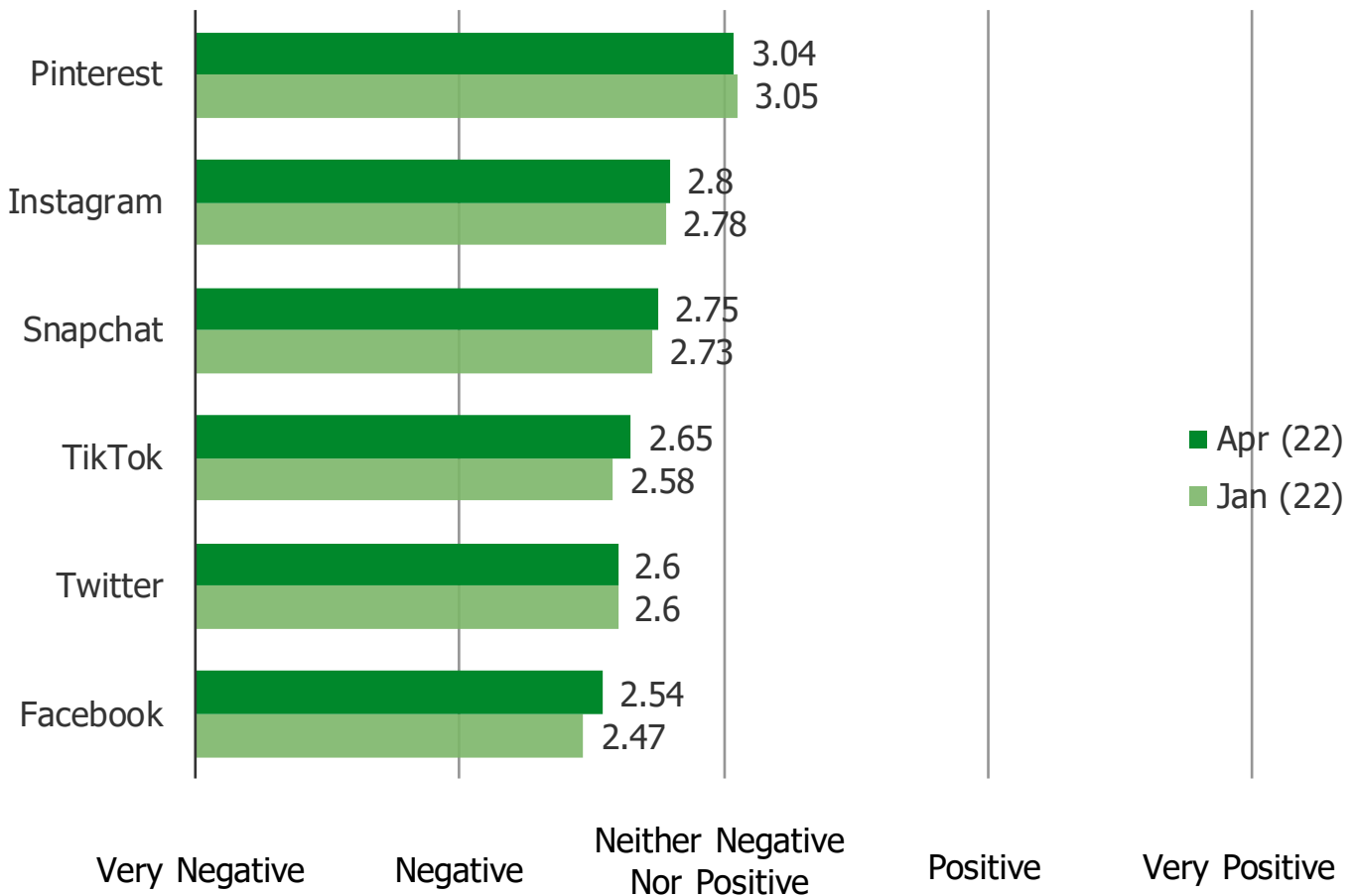
Posed to daily visitors of each platform.

*Chart Shows Median*



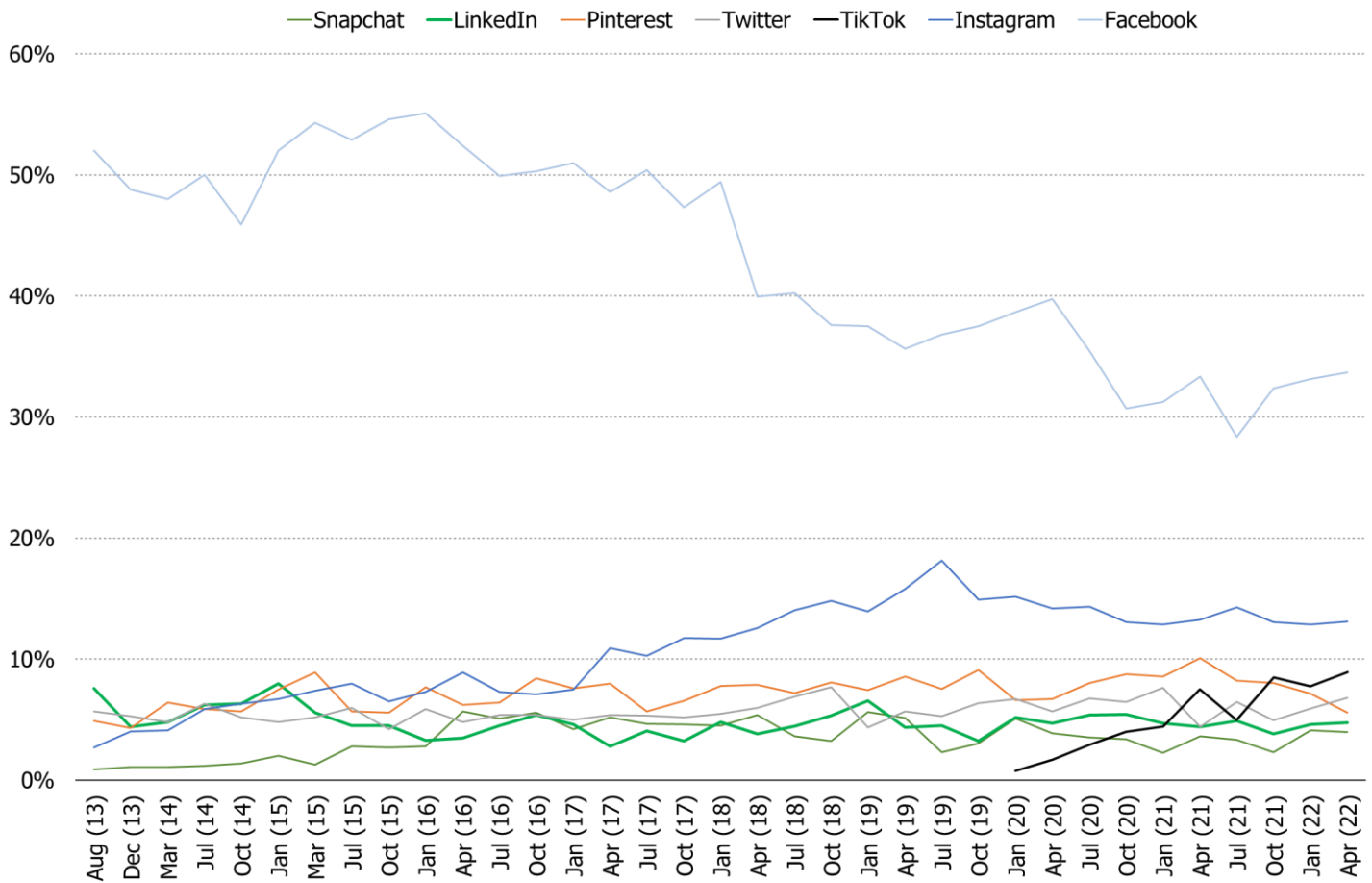
WHAT IS YOUR OPINION OF HOW THE FOLLOWING PLATFORMS MODERATE CONTENT?

This question was posed to all respondents.



# WHICH IS YOUR FAVORITE SOCIAL MEDIA APP/SITE?

This question was posed to all respondents.

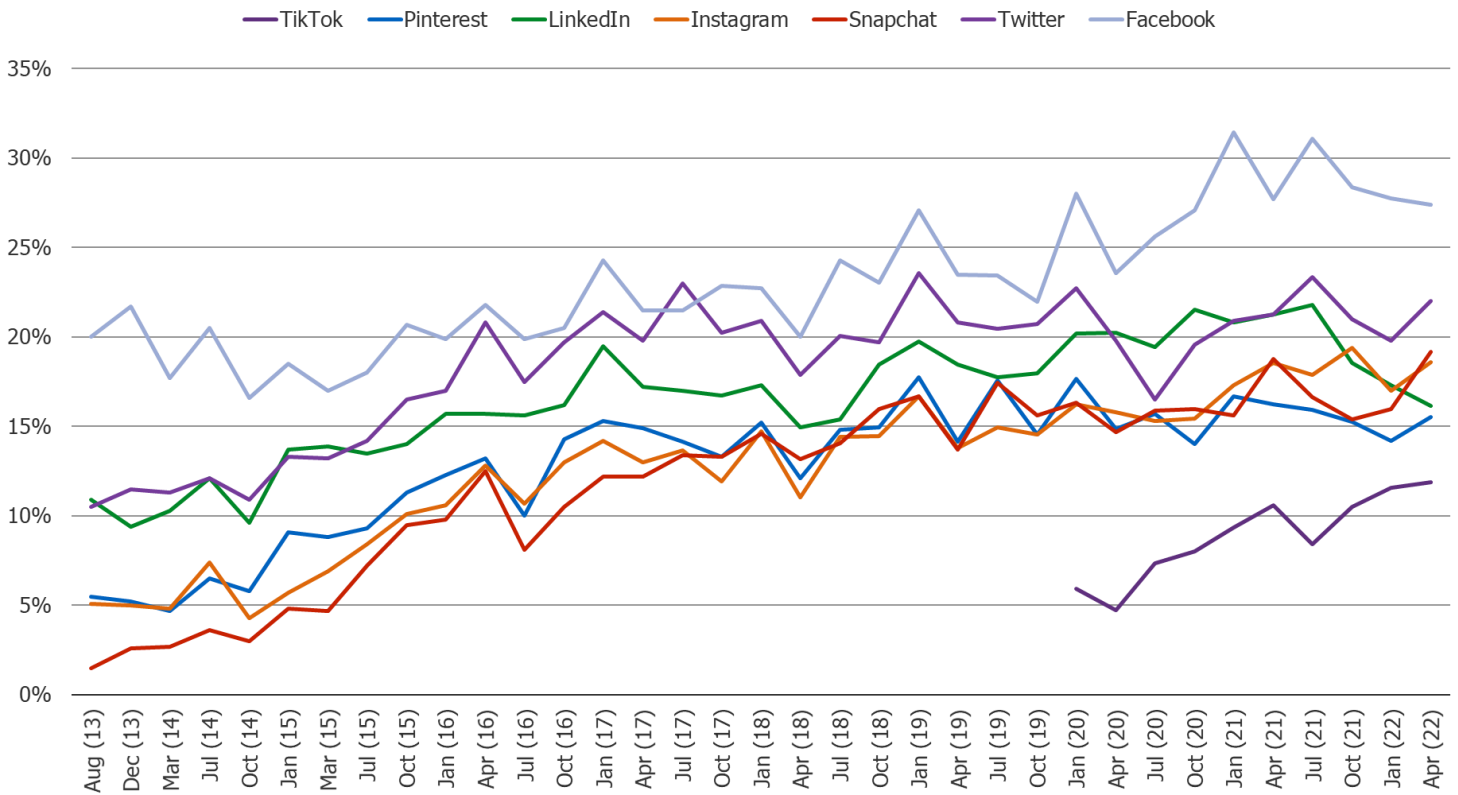


Social Media Account Holders And Engagement – A Consumer View

Audience: 1,000 US Consumers  
Date: April 2022

PLEASE SELECT ALL THE FOLLOWING SITES/APPS THAT YOU HAVE BEEN A MEMBER OF IN THE PAST, BUT HAVE SINCE CANCELLED/DELETED YOUR ACCOUNT.

This question was posed to all respondents.

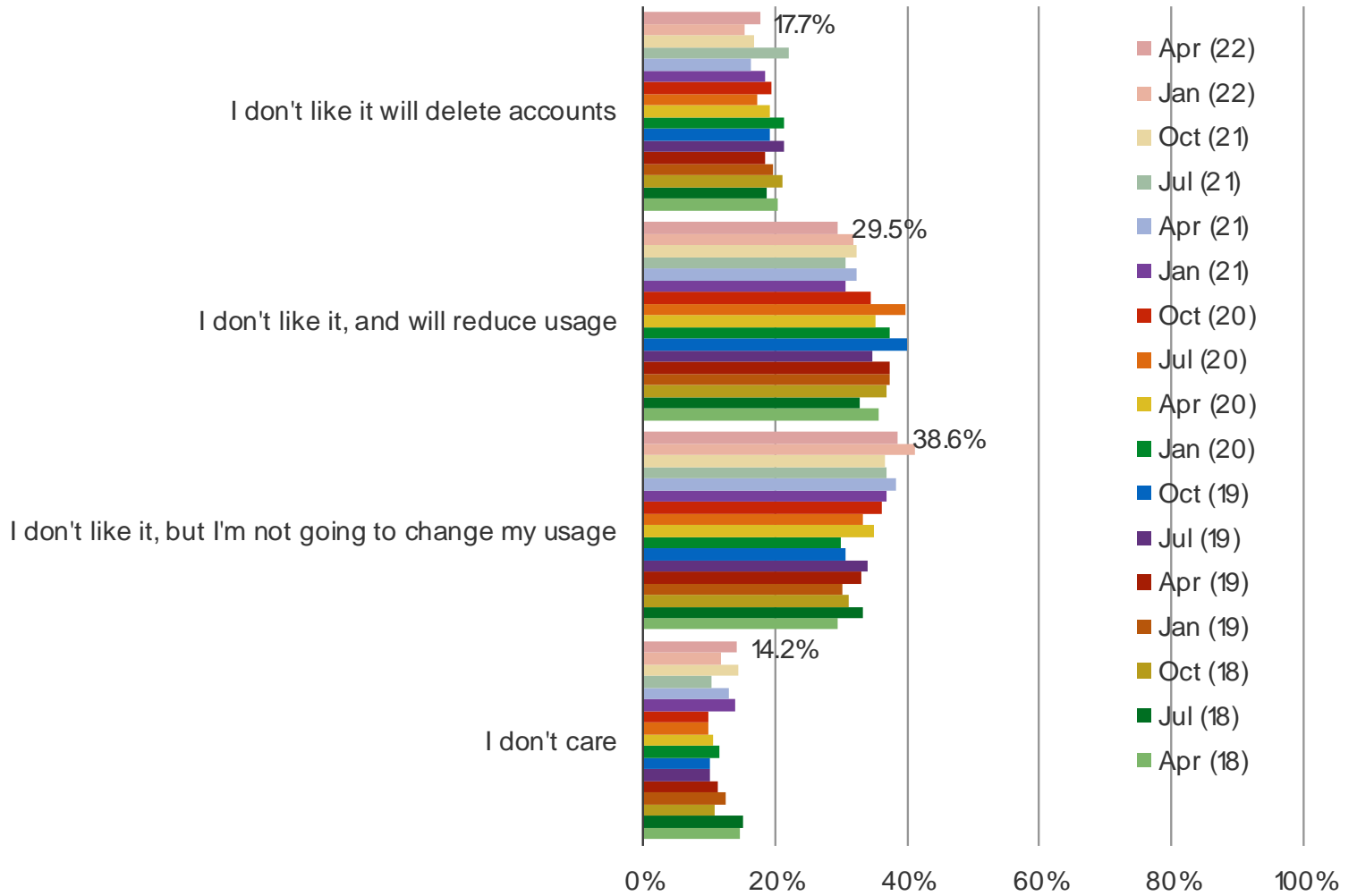




## PRIVACY

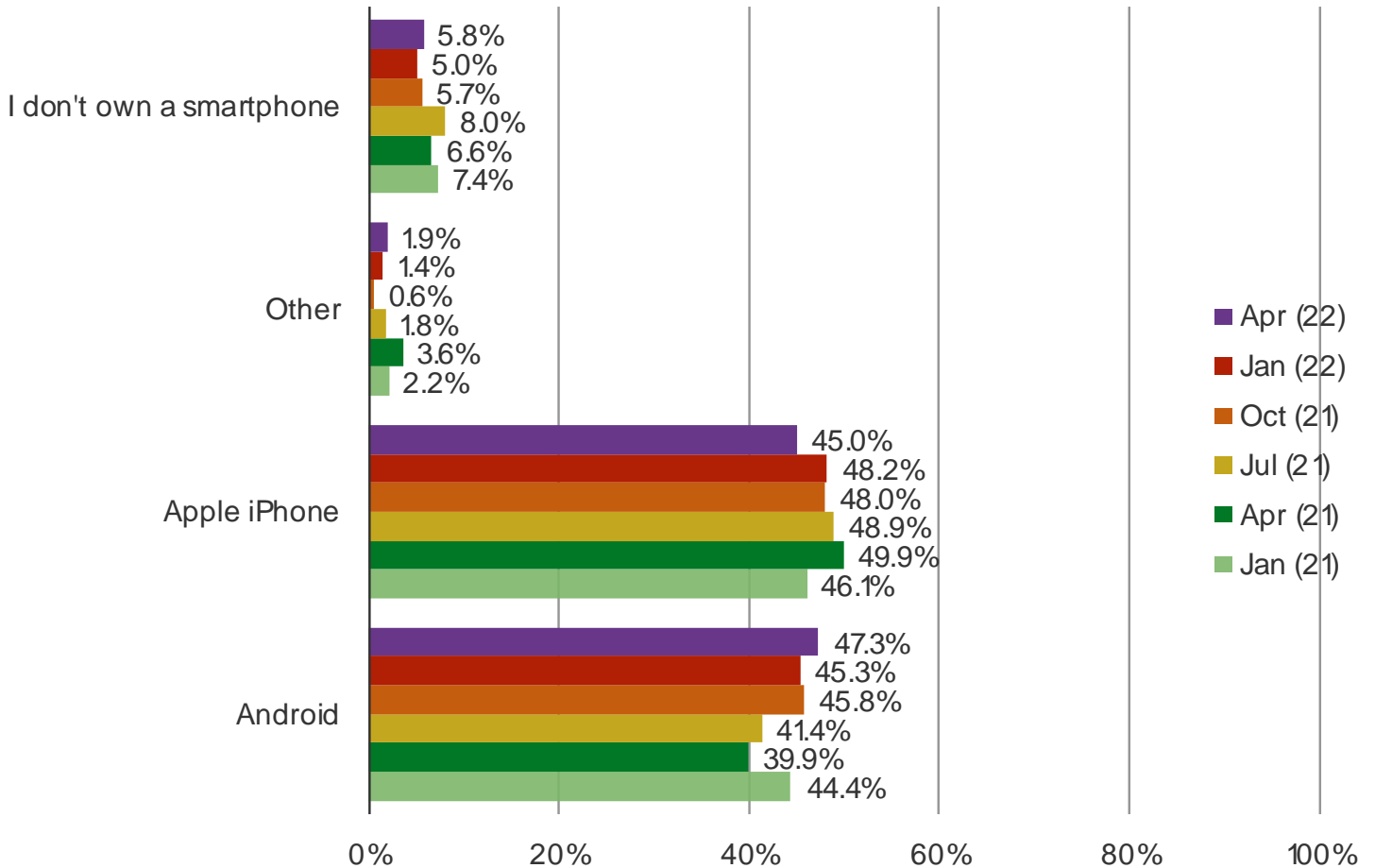
WHAT IS YOUR OPINION OF SOCIAL MEDIA SITES COLLECTING PERSONAL DATA WHEN YOU USE THEM?

Posed to all respondents about social media in general



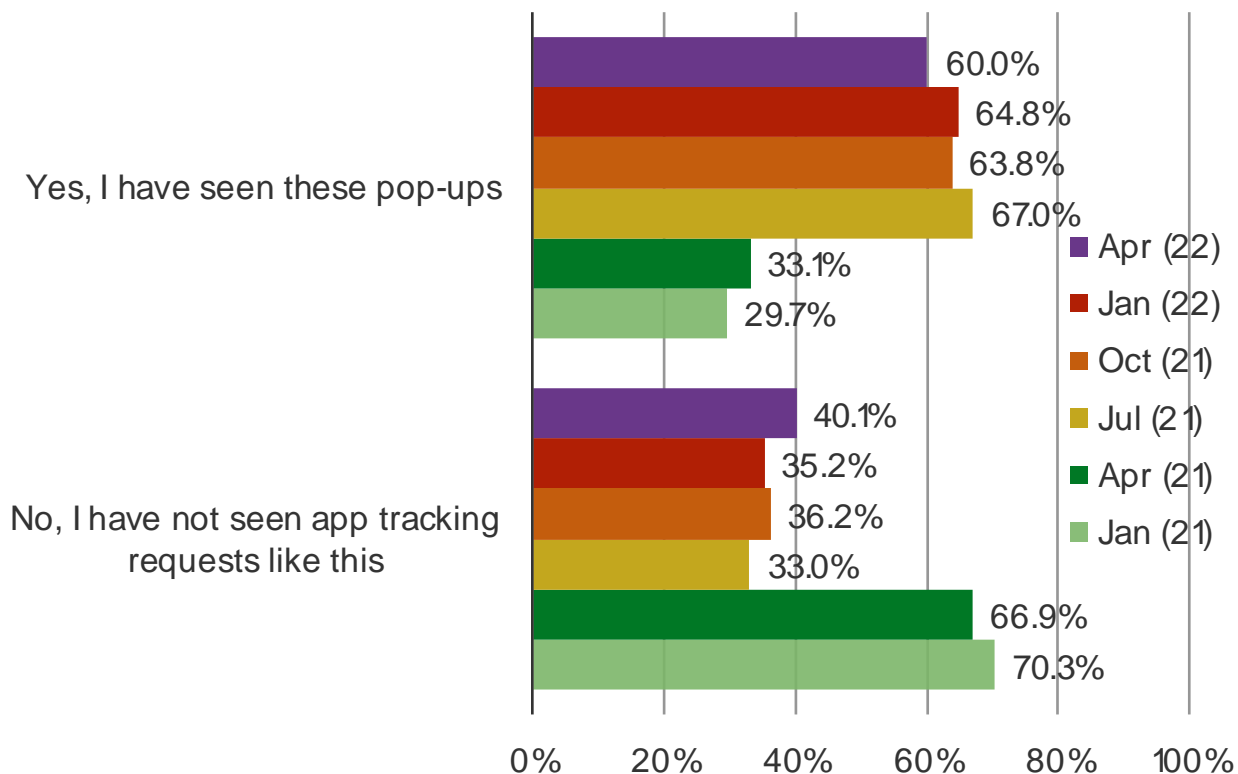
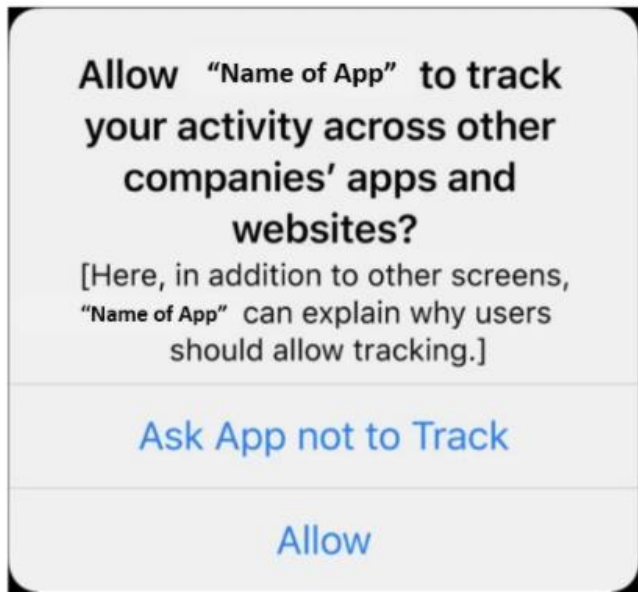
WHAT KIND OF SMARTPHONE DO YOU HAVE?

Posed to all respondents.



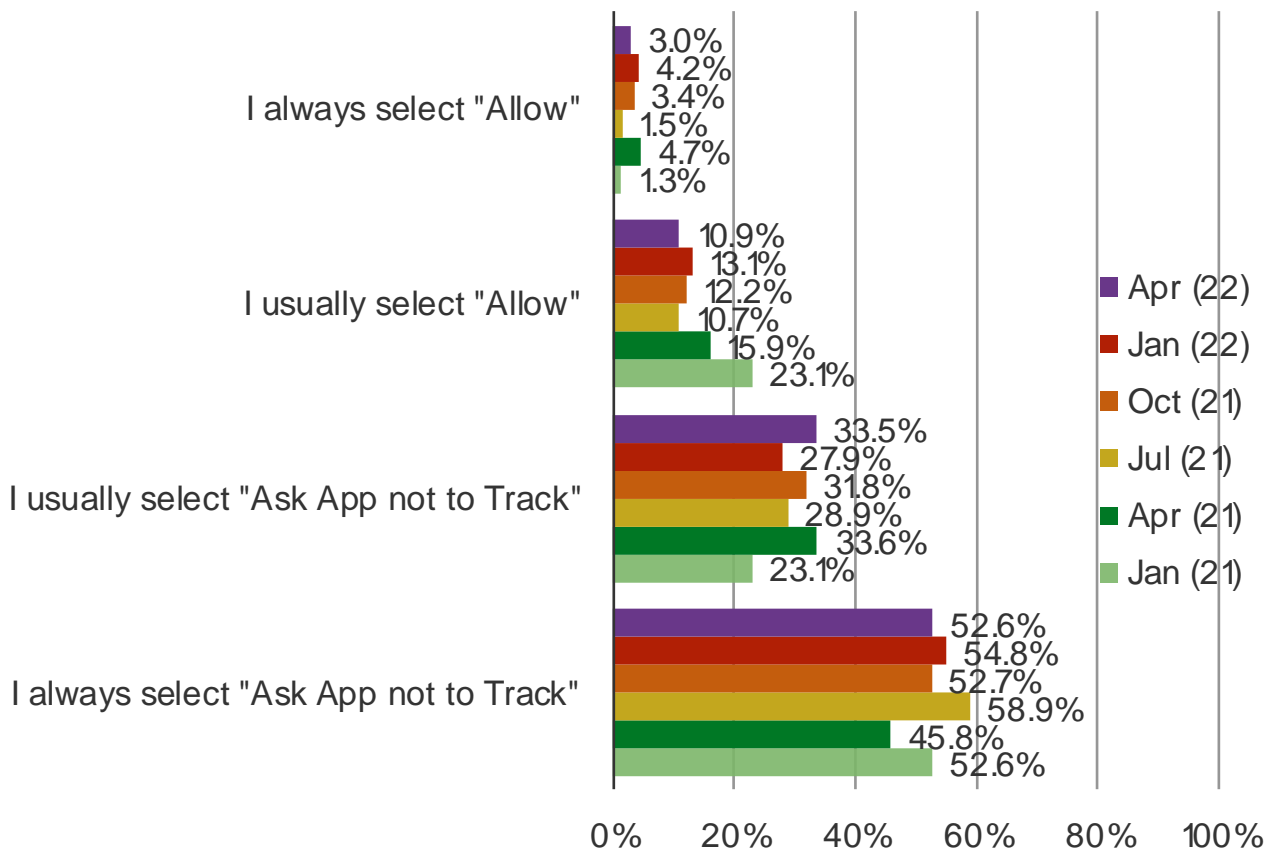
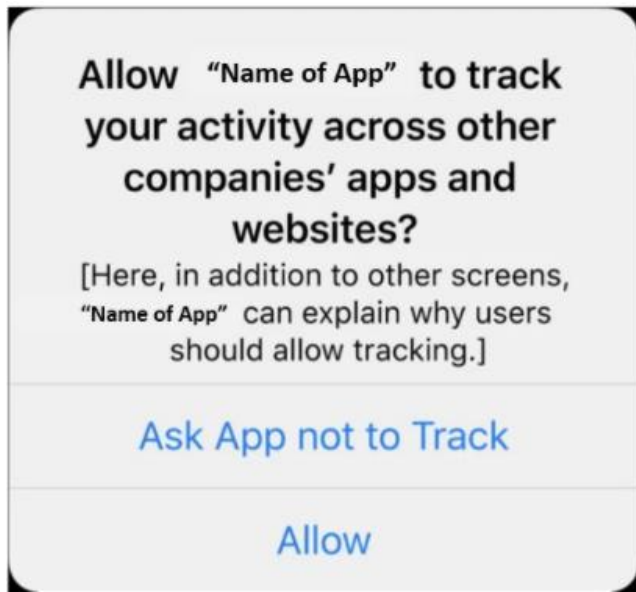
HAVE YOU SEEN NOTIFICATIONS LIKE THIS ON YOUR IPHONE?

Posed to iPhone owners.



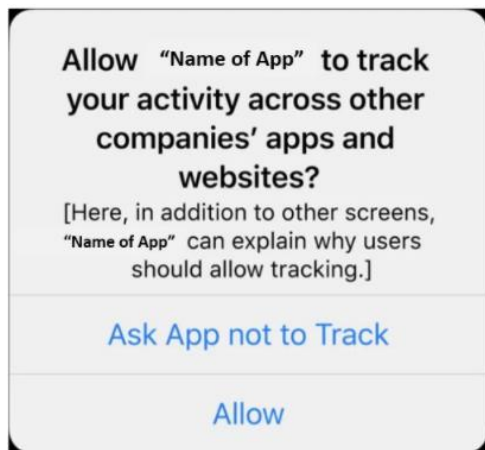
WHEN YOU HAVE GOTTEN THESE NOTIFICATIONS, WHAT DO YOU SELECT?

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

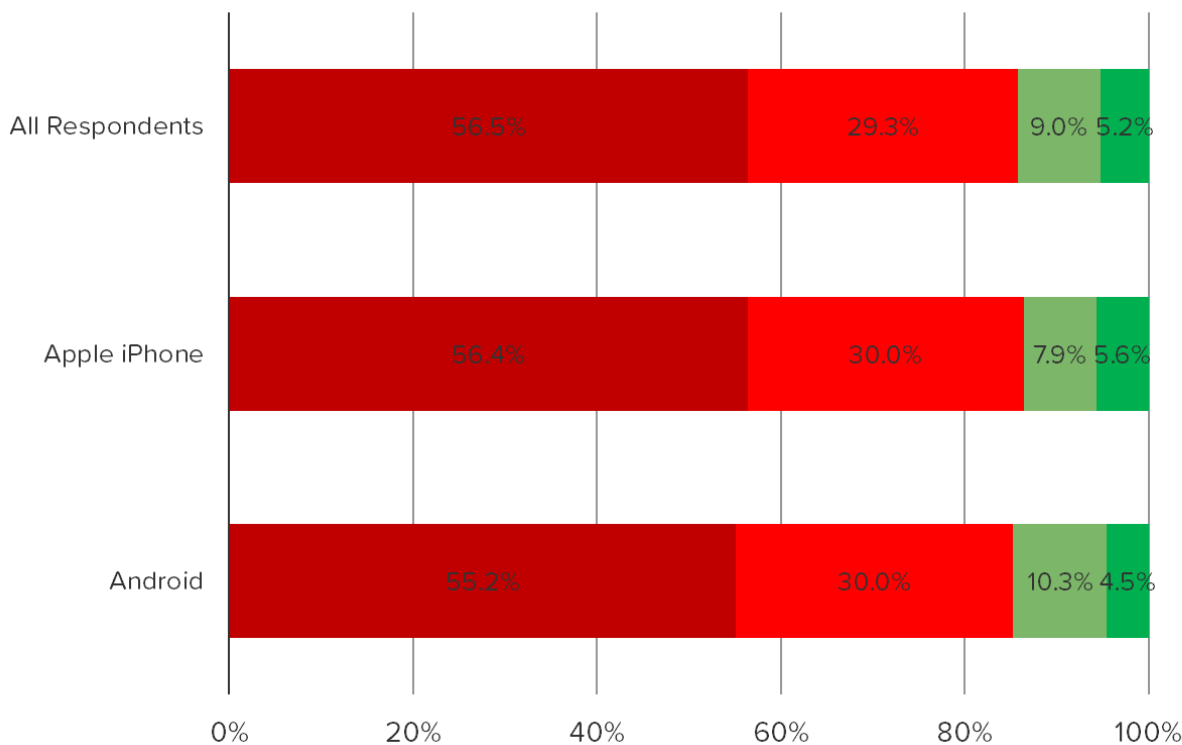


GOING FORWARD, IF YOU SEE THIS NOTIFICATION FOR APPS YOU USE, WHAT WILL YOU CHOOSE?

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

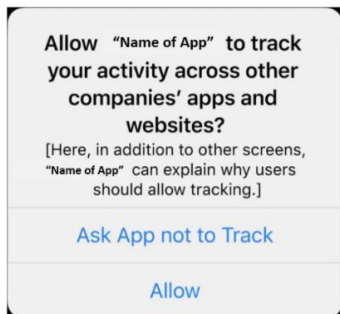


- I will always select "Ask App not to Track"
- I will more often select "Ask App not to Track"
- I will more often select "Allow"
- I will always select "Allow"



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

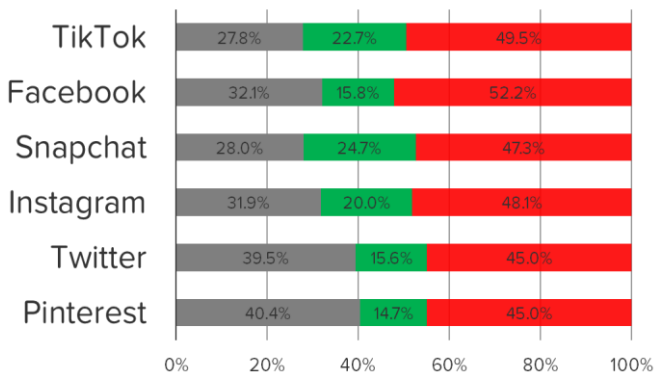
Posed to iPhone owners who use each of the following.



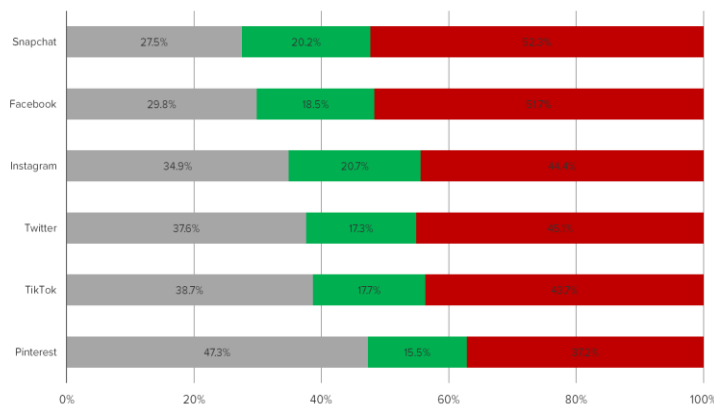
April 2022

January 2022

■ I don't recall/haven't gotten it for this app ■ I chose ALLOW ■ I chose ASK APP NOT TO TRACK



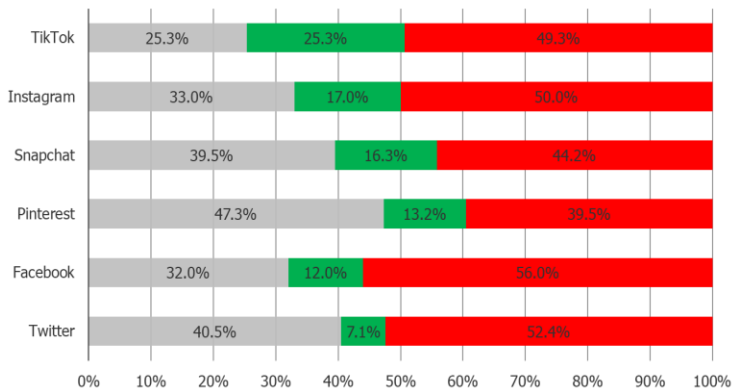
■ I don't recall/haven't gotten it for this app ■ I chose ALLOW ■ I chose ASK APP NOT TO TRACK



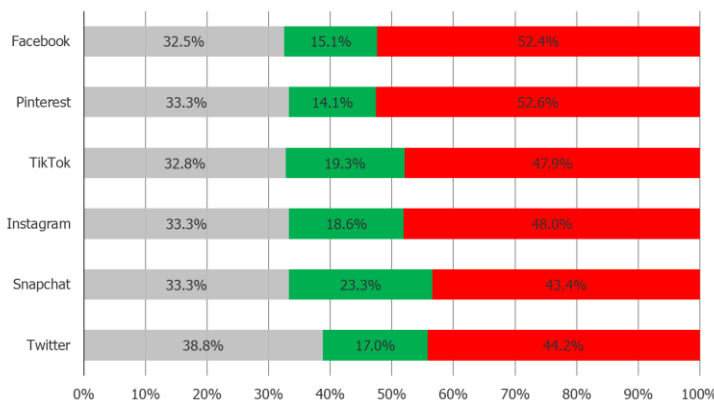
July 2021

October 2021

■ I don't recall/haven't gotten it for this app ■ I chose ALLOW ■ I chose ASK APP NOT TO TRACK

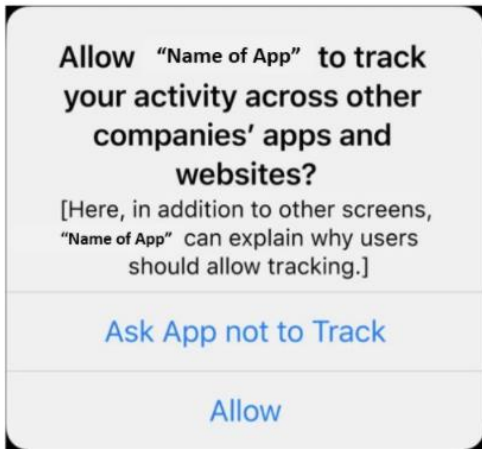


■ I don't recall/haven't gotten it for this app ■ I chose ALLOW ■ I chose ASK APP NOT TO TRACK

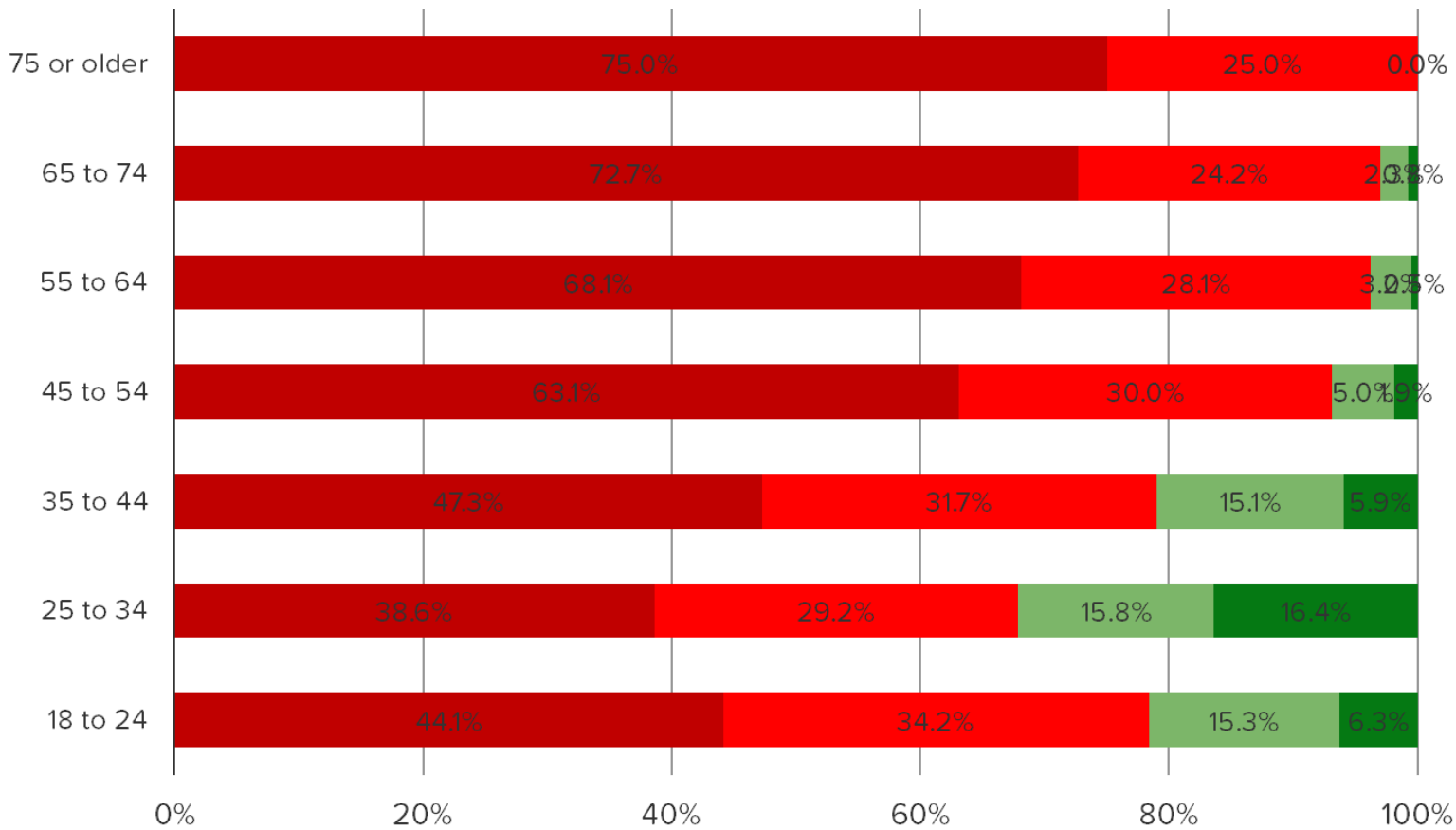


GOING FORWARD, IF YOU SEE THIS NOTIFICATION FOR APPS YOU USE, WHAT WILL YOU CHOOSE?

Posed to all respondents, cross-tabbed by age.



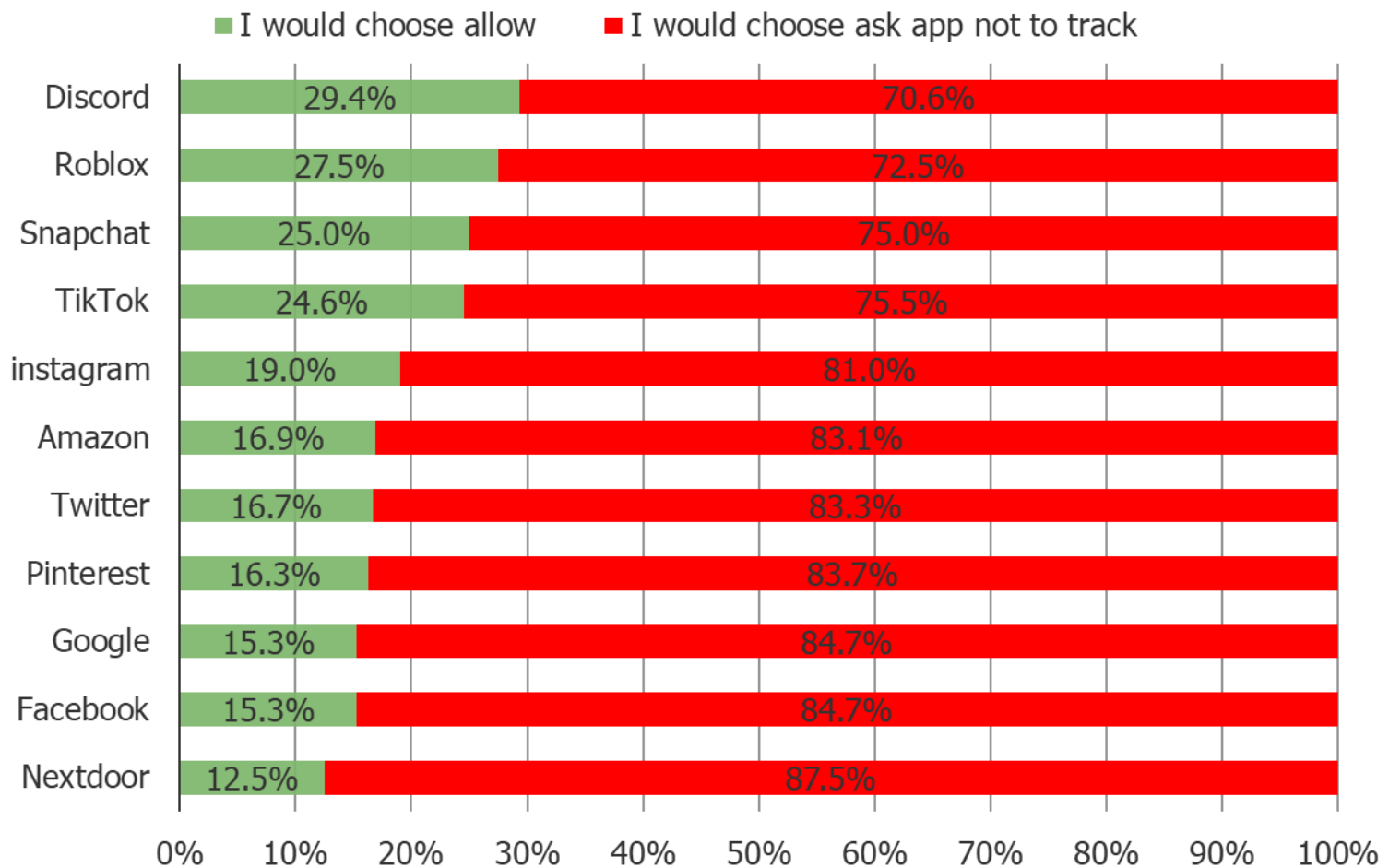
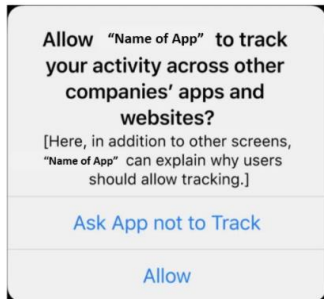
- I will always select "Ask App not to Track"
- I will more often select "Ask App not to Track"
- I will more often select "Allow"
- I will always select "Allow"





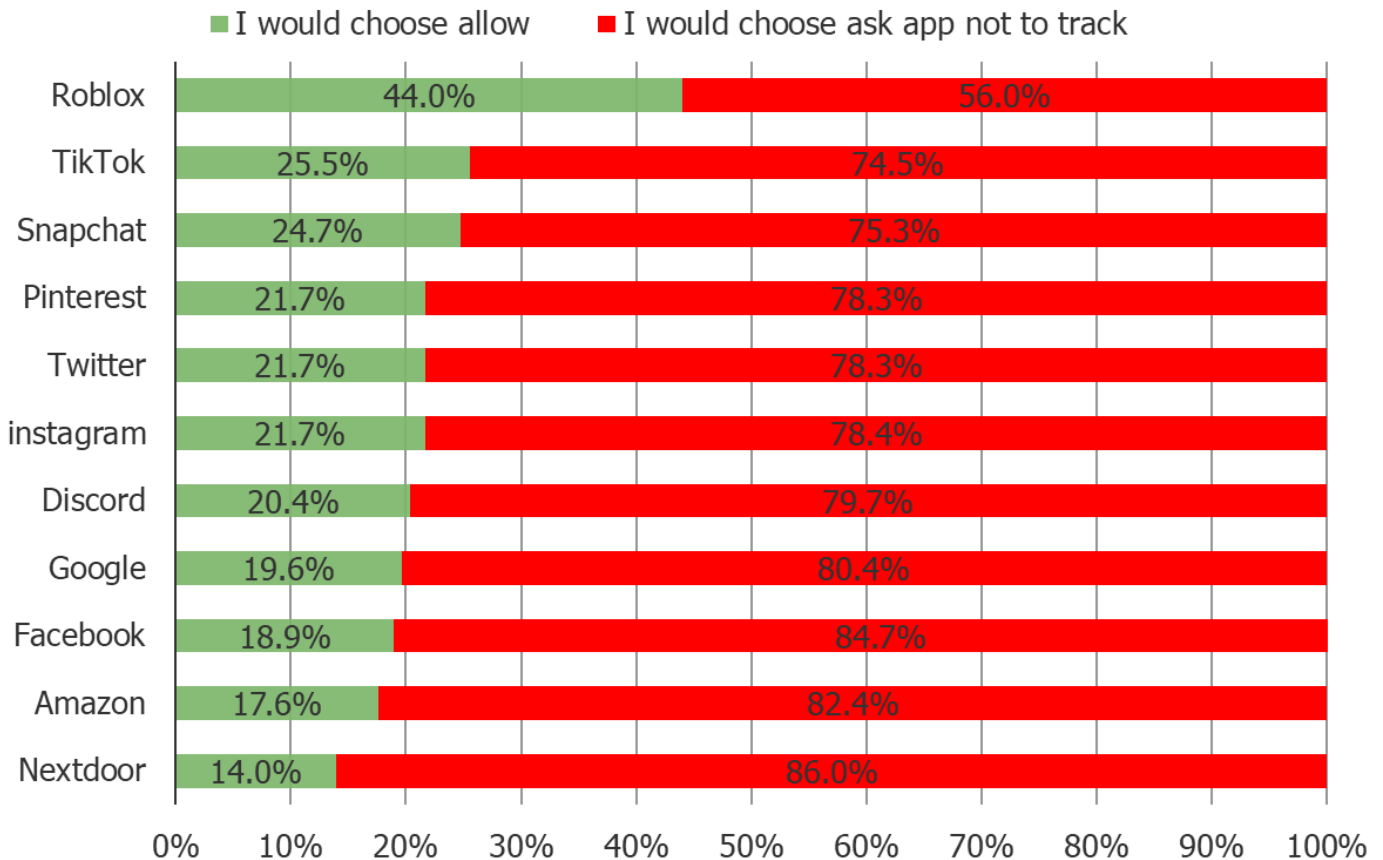
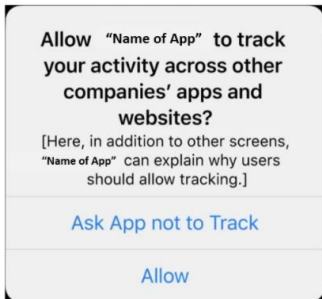
IF YOU GOT THE ABOVE PICTURED NOTIFICATION FOR THE FOLLOWING TODAY, WHAT WOULD YOU CHOOSE?

Posed to iOS users who use of each of the following.



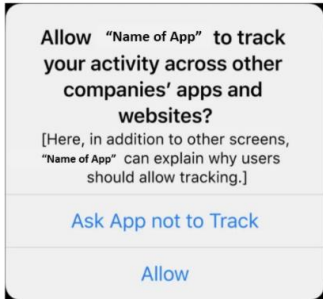
IF YOU GOT THE ABOVE PICTURED NOTIFICATION FOR THE FOLLOWING TODAY, WHAT WOULD YOU CHOOSE?

Posed to Android users who use of each of the following.



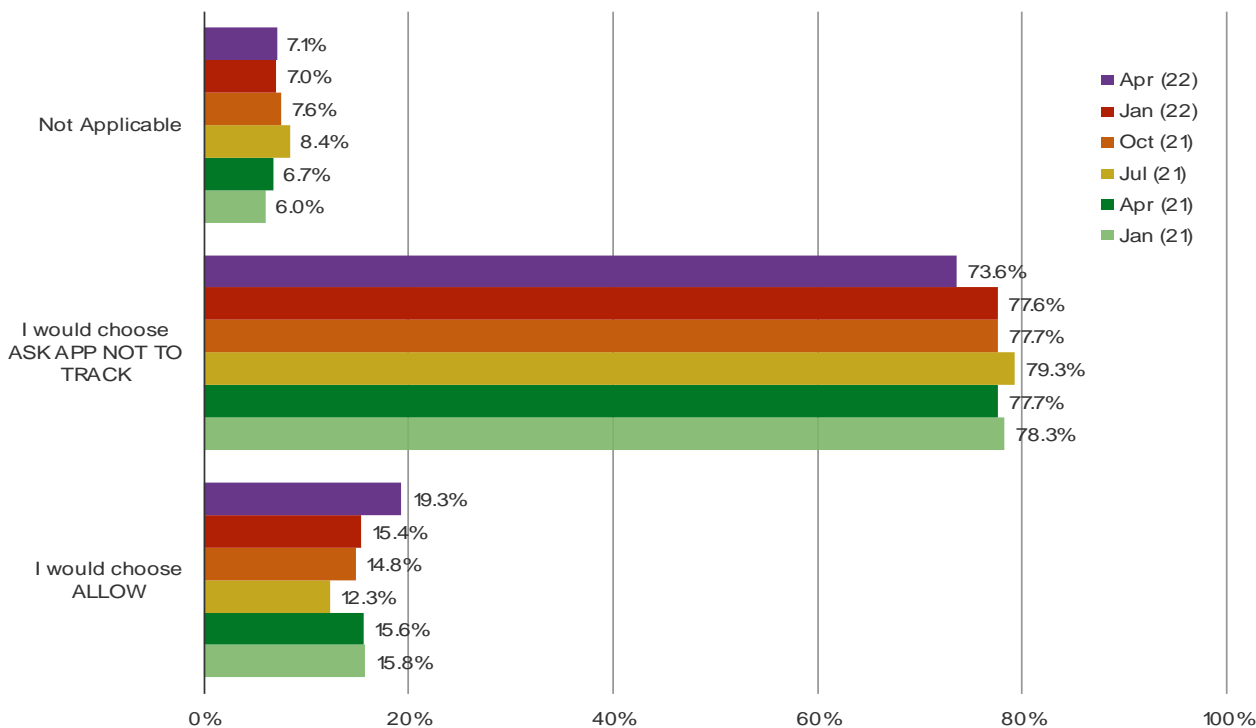
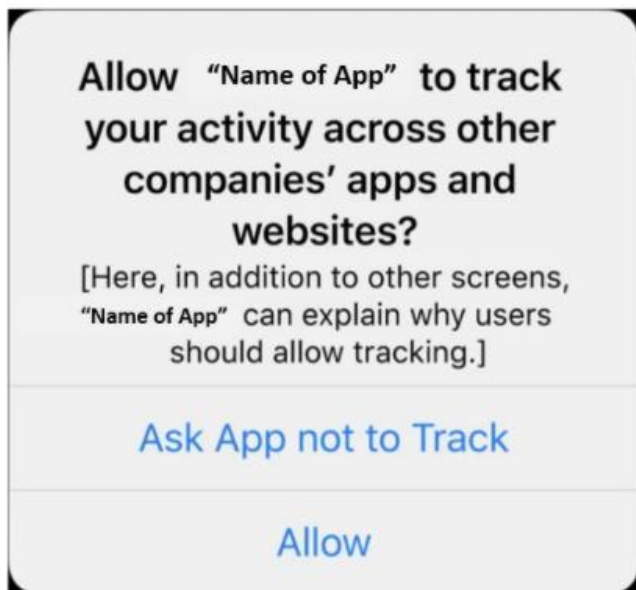
IF YOU GOT THE ABOVE PICTURED NOTIFICATION FOR THE FOLLOWING TODAY, WHAT WOULD YOU CHOOSE?

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



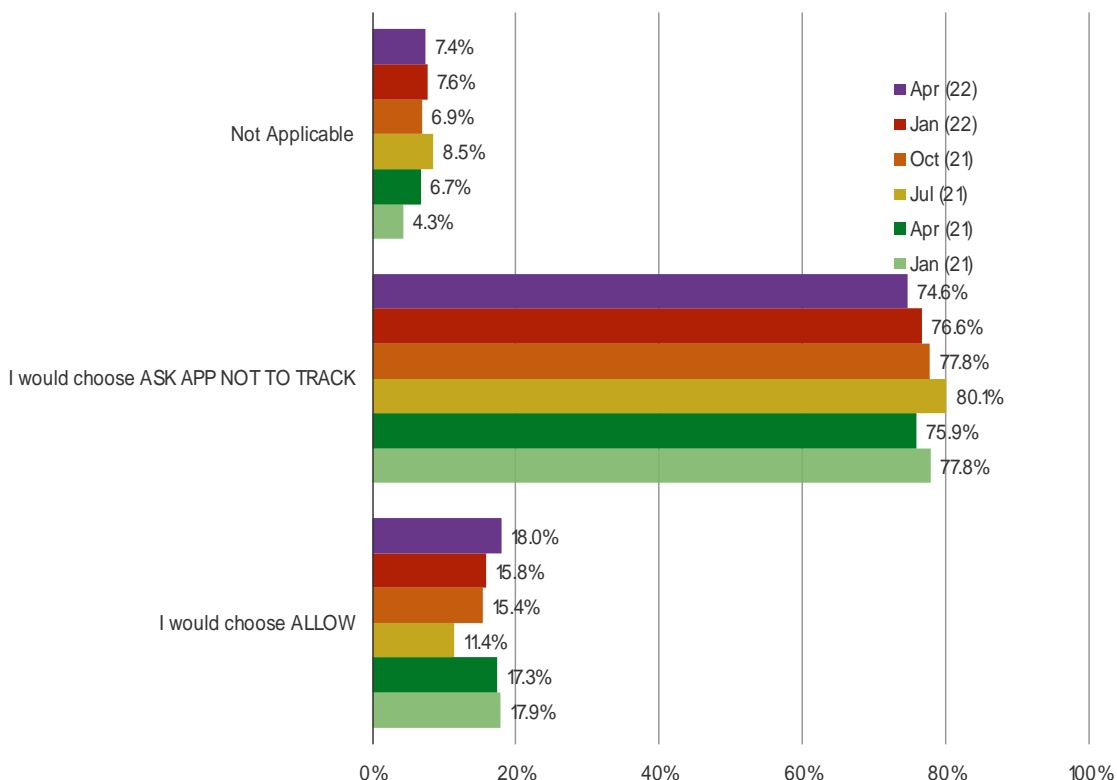
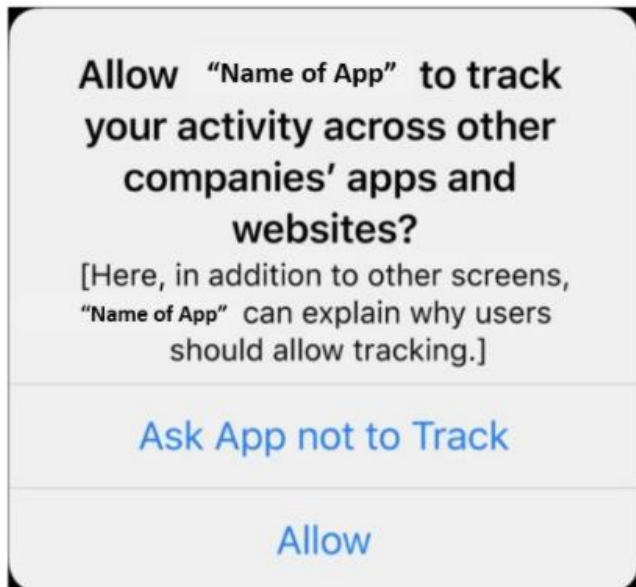
IF YOU GOT THE ABOVE NOTIFICATION FOR ANY GOOGLE RELATED APPS, INCLUDING GMAIL, WHAT WOULD YOU CHOOSE?

Posed to all respondents.



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

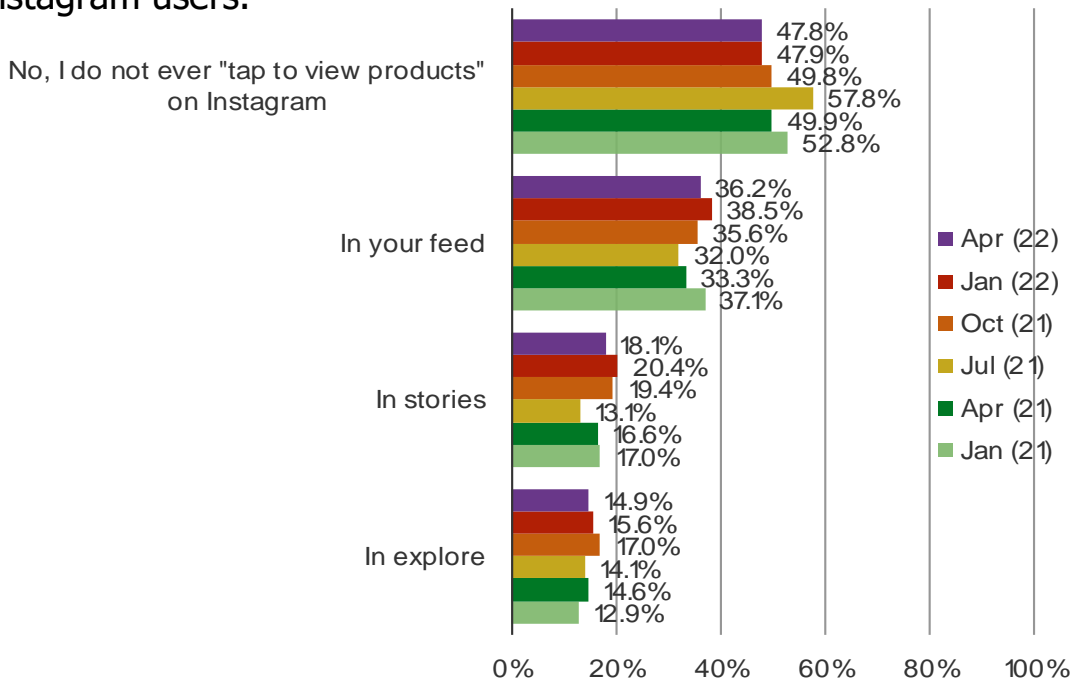
Posed to all respondents.



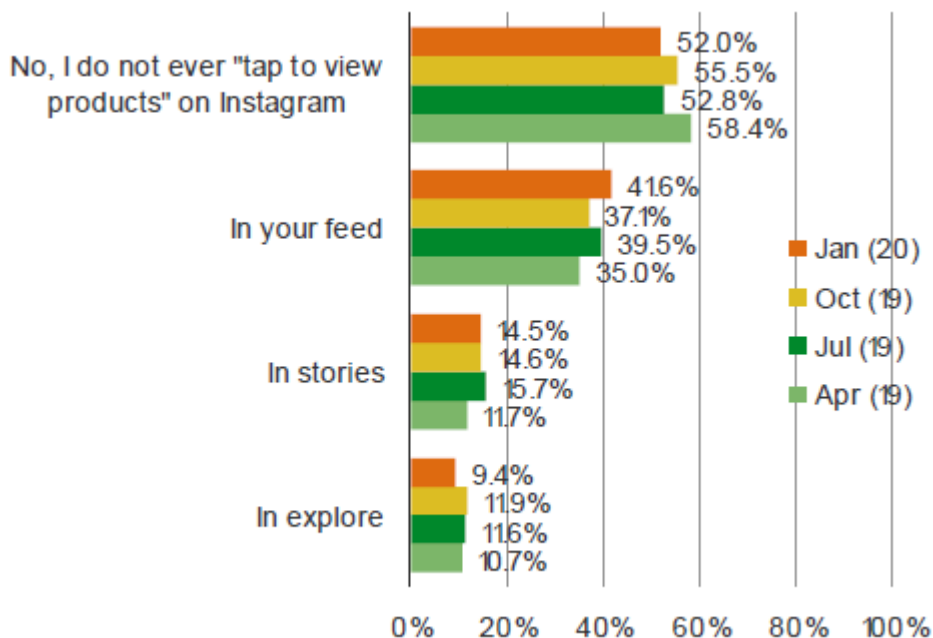
## SOCIAL COMMERCE

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

Posed to Instagram users.

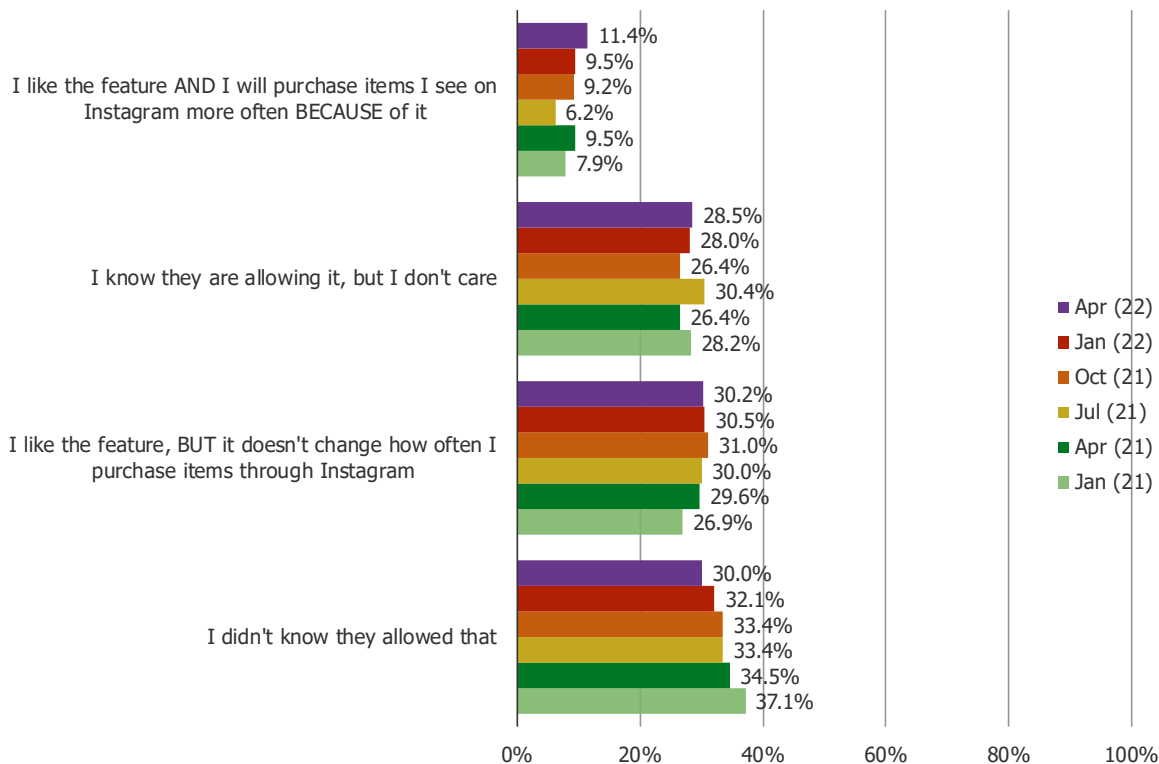


Historical data comparison.

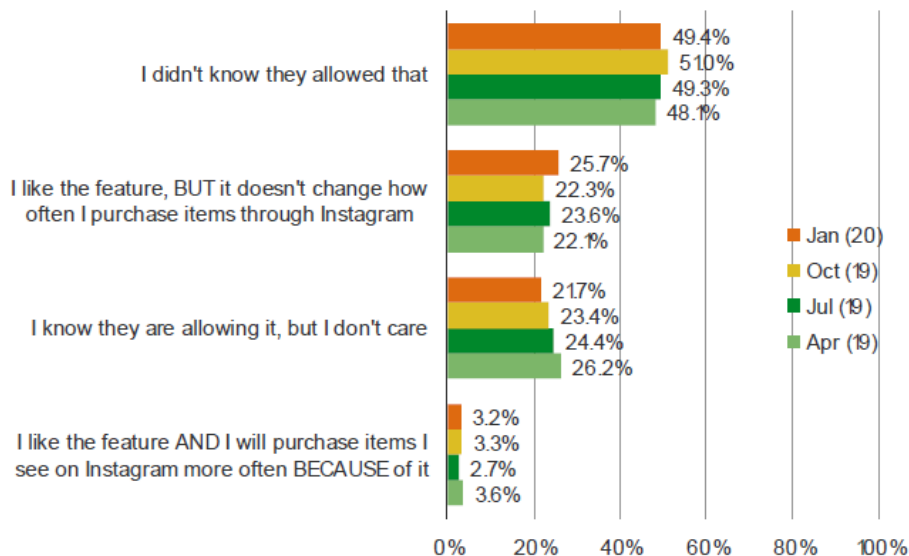


WHAT IS YOUR OPINION OF INSTAGRAM ALLOWING YOU TO BUY PRODUCTS YOU SEE IN POSTS WITHOUT ACTUALLY HAVING TO LEAVE THE APP?

Posed to Instagram users.



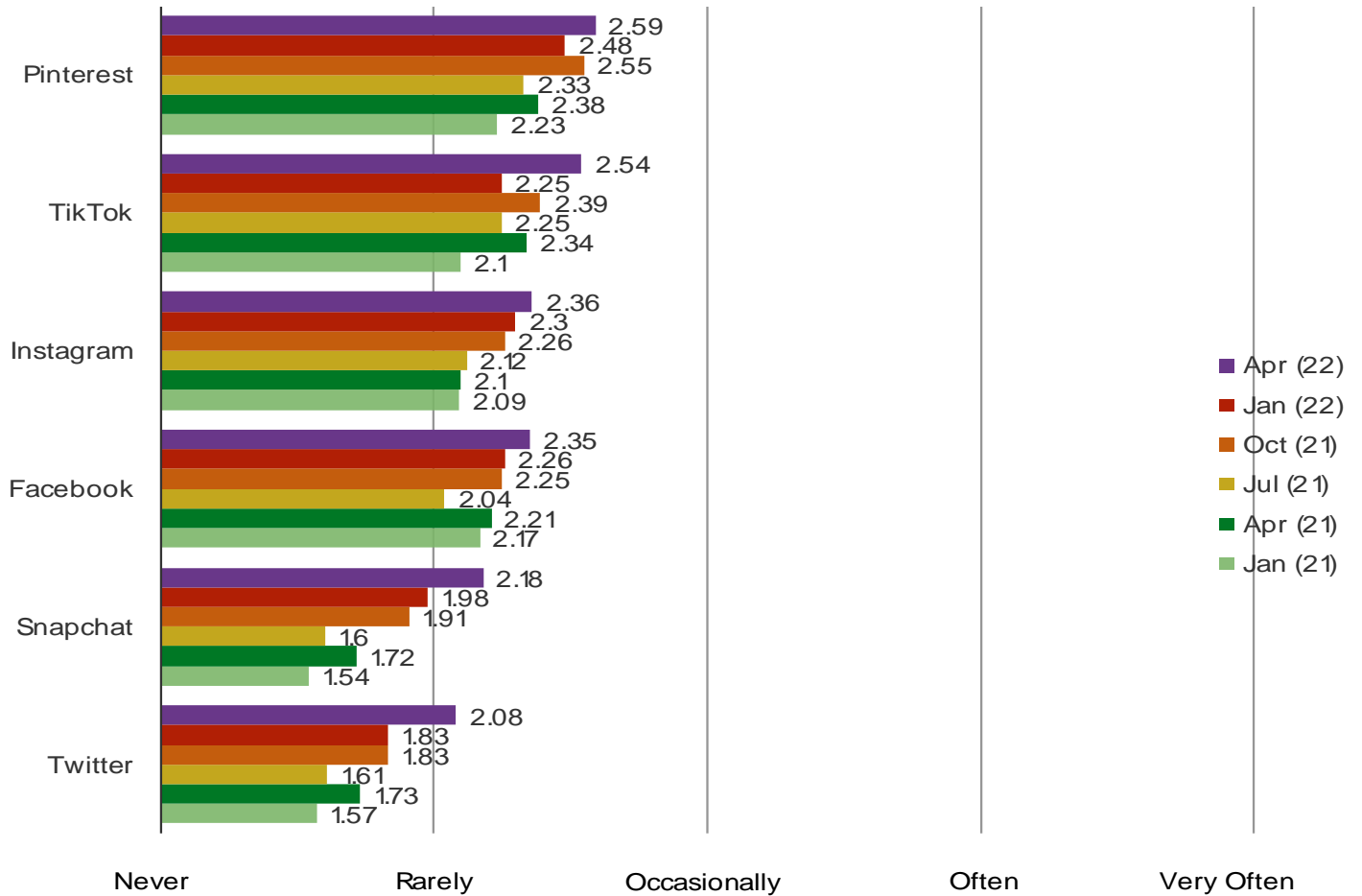
Historical data comparison.





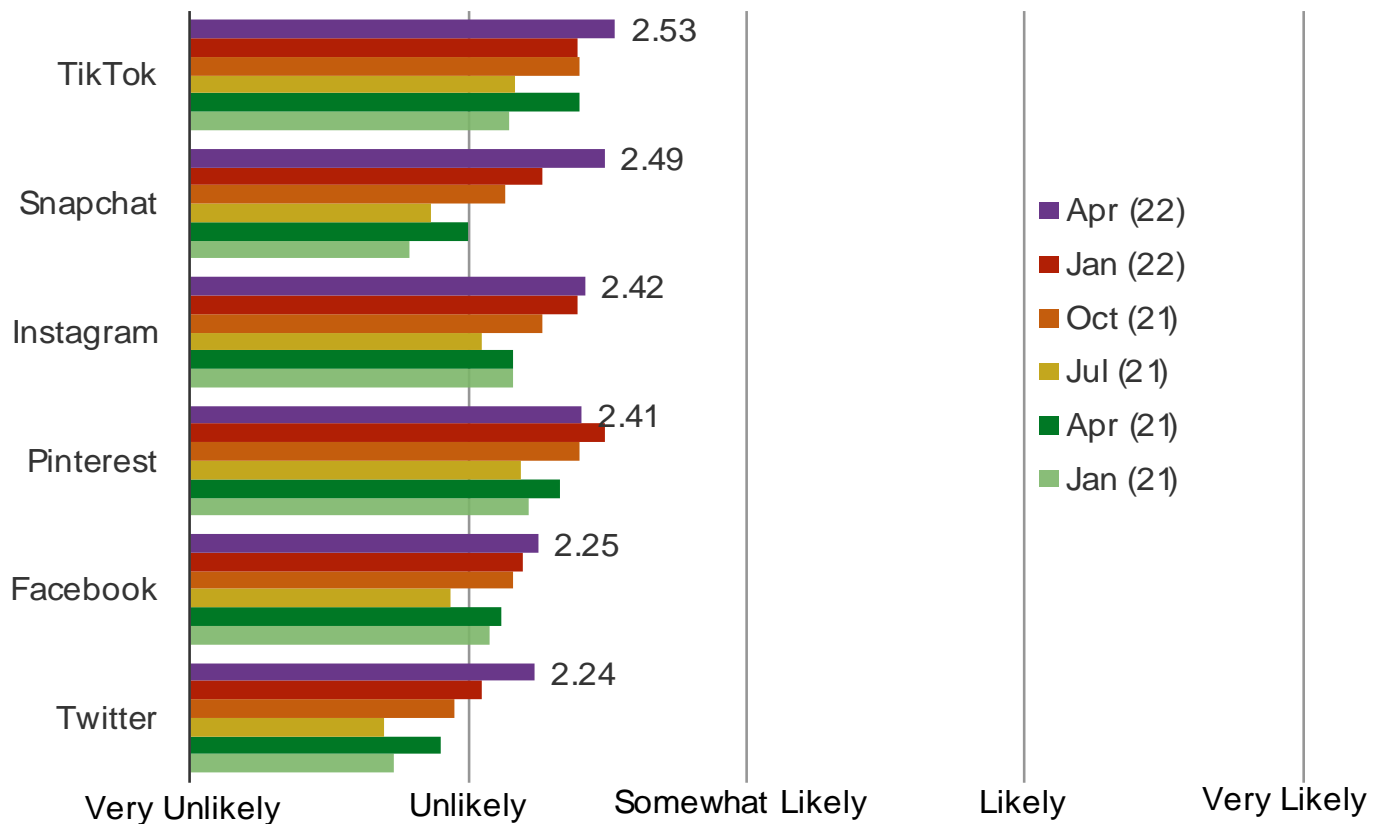
HOW OFTEN DO YOU DISCOVER PRODUCTS TO BUY ON THE FOLLOWING:

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



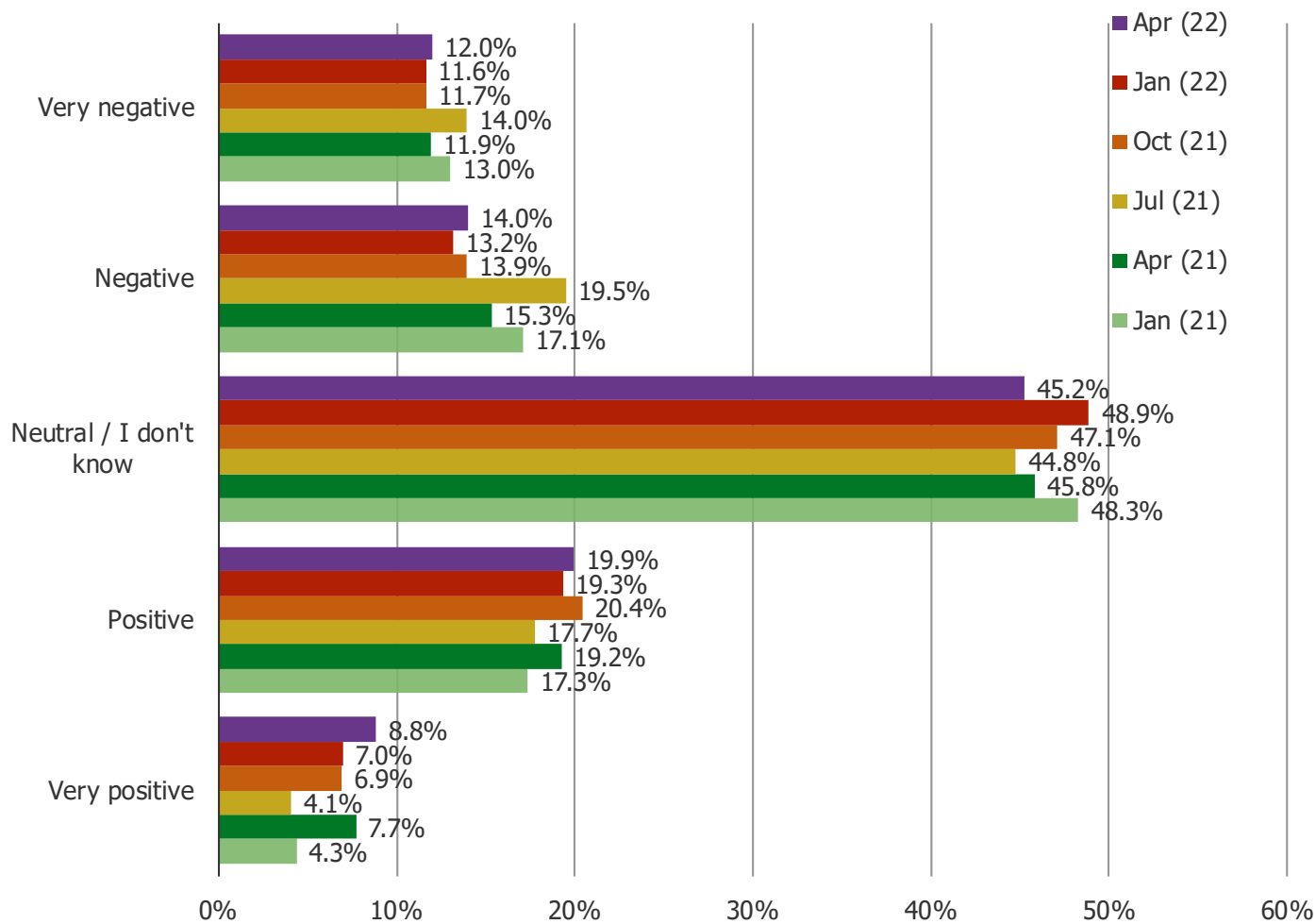
HOW LIKELY WOULD YOU BE TO BUY PRODUCTS FROM COMPANIES OR BRANDS ON SOCIAL MEDIA PLATFORMS (IE, CHECKING OUT WHILE STILL ON THE SOCIAL MEDIA PLATFORM, THROUGH THE SOCIAL MEDIA PLATFORM)

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)?

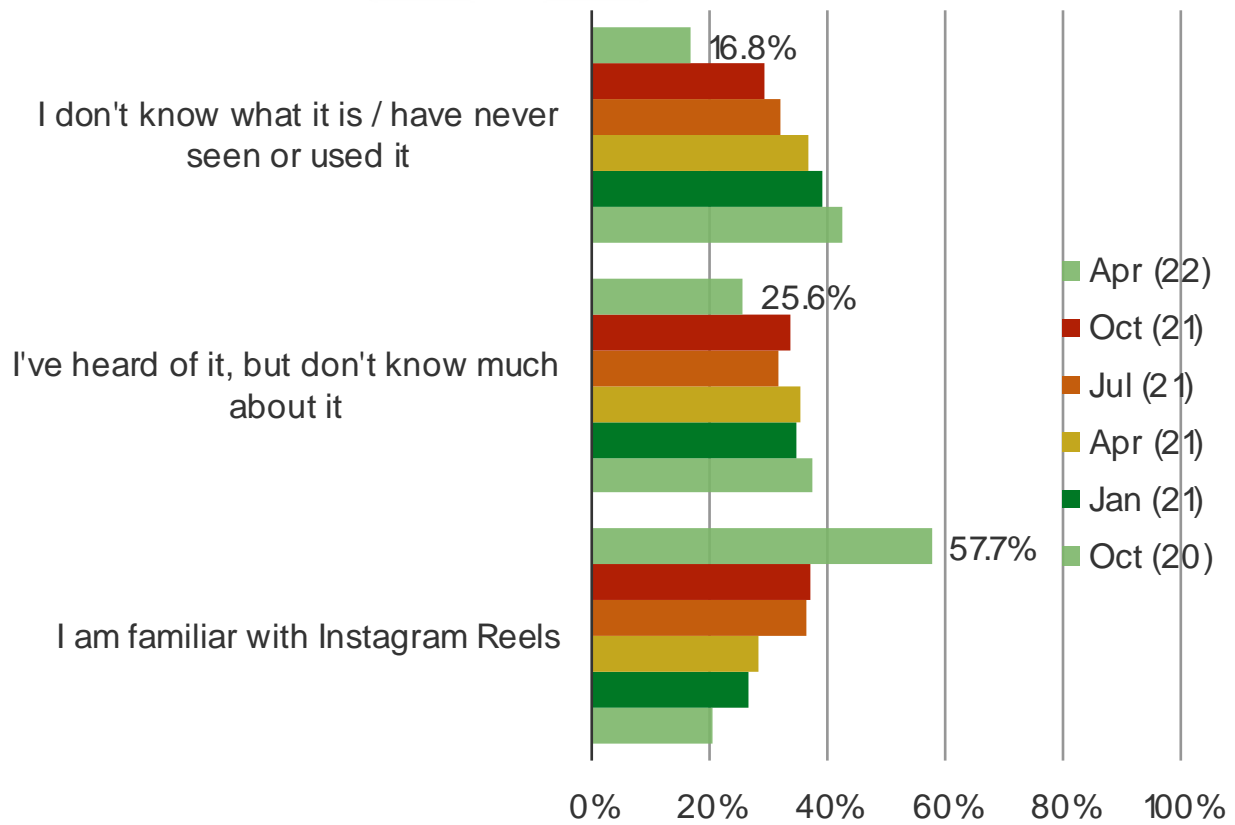
Posed to users of social media apps.



## INSTAGRAM DEEP DIVE

ARE YOU FAMILIAR WITH INSTAGRAM REELS (EXAMPLES PICTURED)

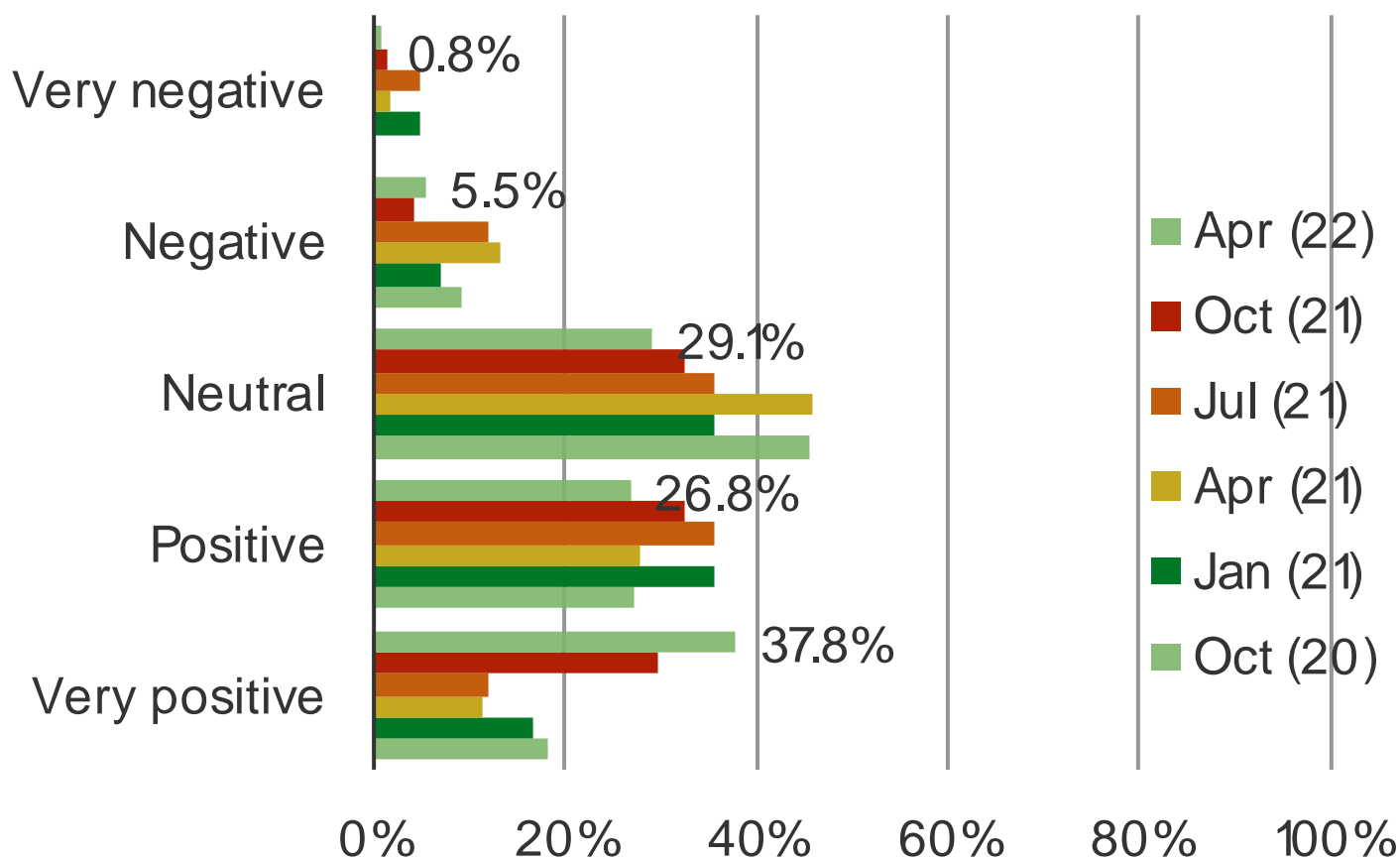
Posted to Instagram Users:



\*Note: We did not ask this question in our January 2022 survey.

WHAT IS YOUR OPINION OF THE EXPERIENCE MAKING INSTAGRAM REELS VIDEOS?

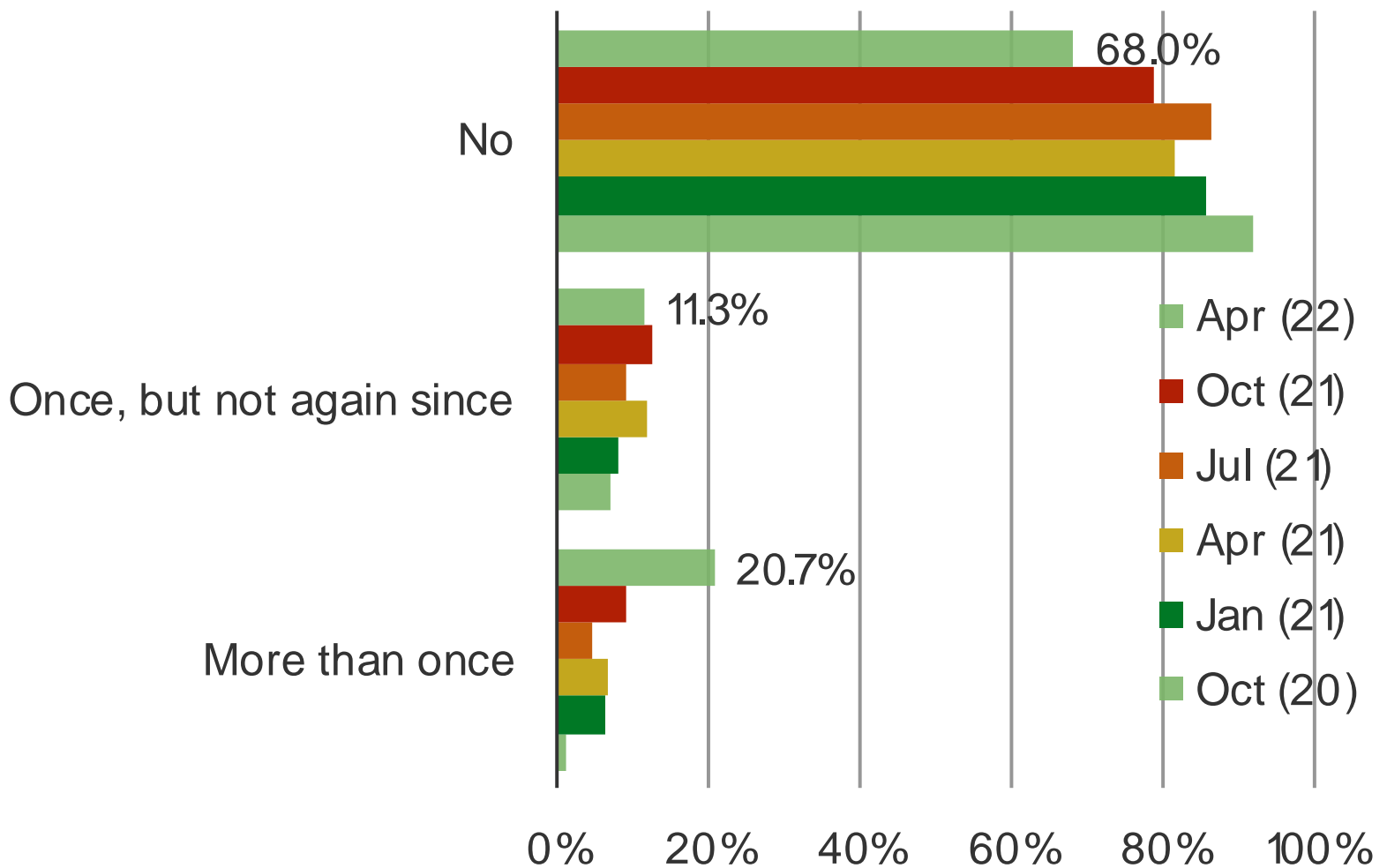
Posted to Instagram Users who have watched one or more Reels video.



\*Note: We did not ask this question in our January 2022 survey.

HAVE YOU CREATED ANY INSTAGRAM REELS YET?

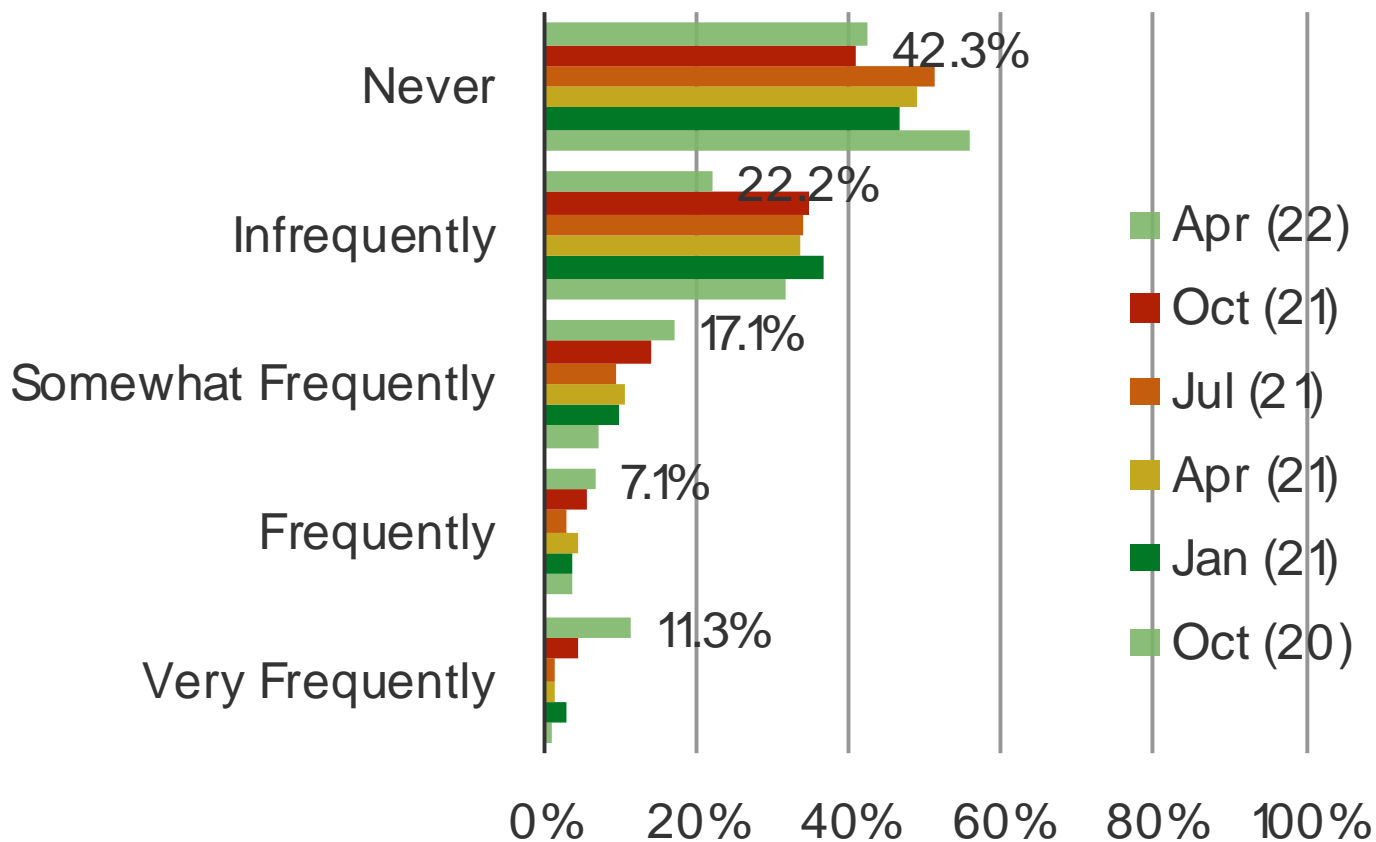
Posted to Instagram Users who have heard of Reels:



\*Note: We did not ask this question in our January 2022 survey.

HOW OFTEN DO YOU EXPECT TO CREATE REELS GOING FORWARD?

Posted to Instagram Users who have heard of Reels:

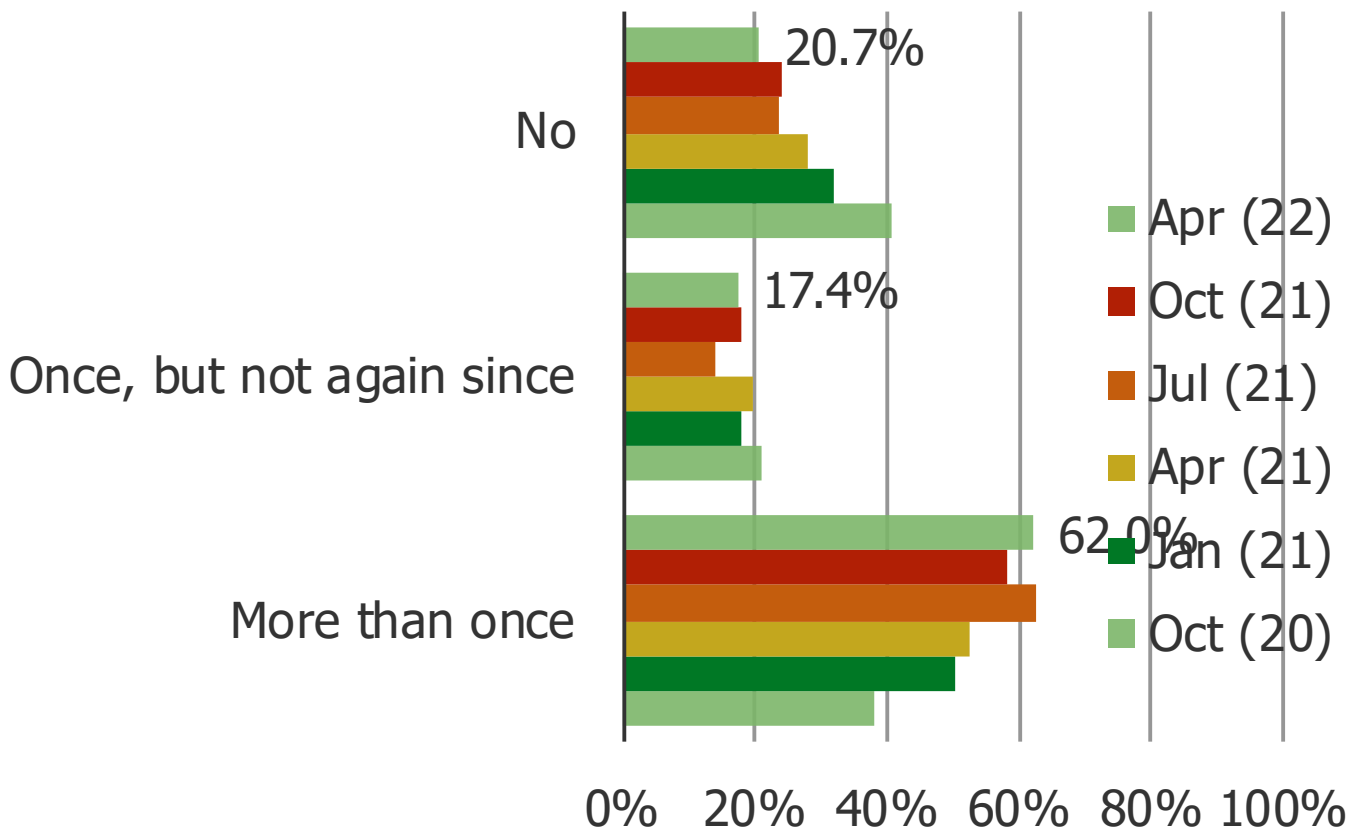


\*Note: We did not ask this question in our January 2022 survey.



HAVE YOU WATCHED/SEEN ANY INSTAGRAM REELS VIDEOS YET?

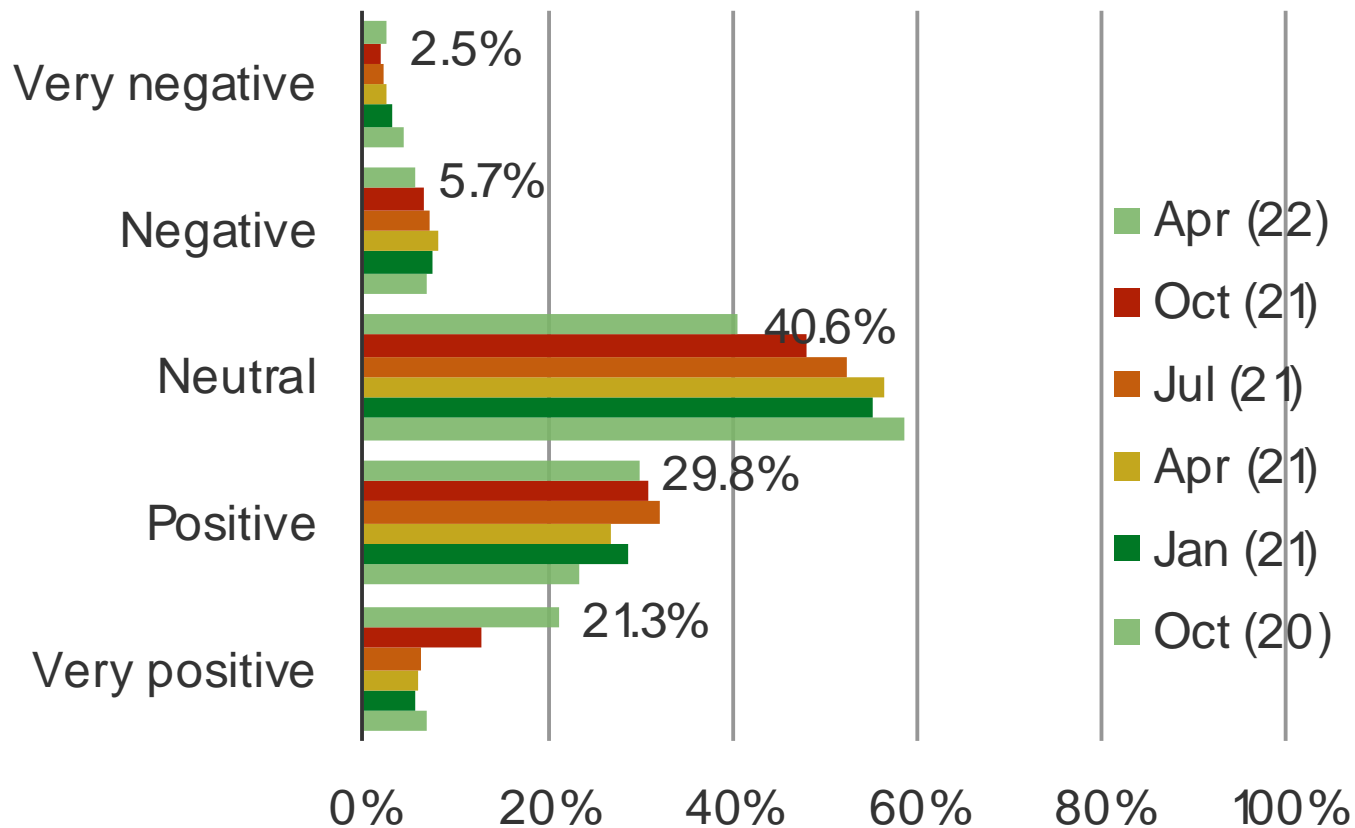
Posted to Instagram Users who have heard of Reels:



\*Note: We did not ask this question in our January 2022 survey.

WHAT IS YOUR OPINION OF THE EXPERIENCE WATCHING INSTAGRAM REELS VIDEOS?

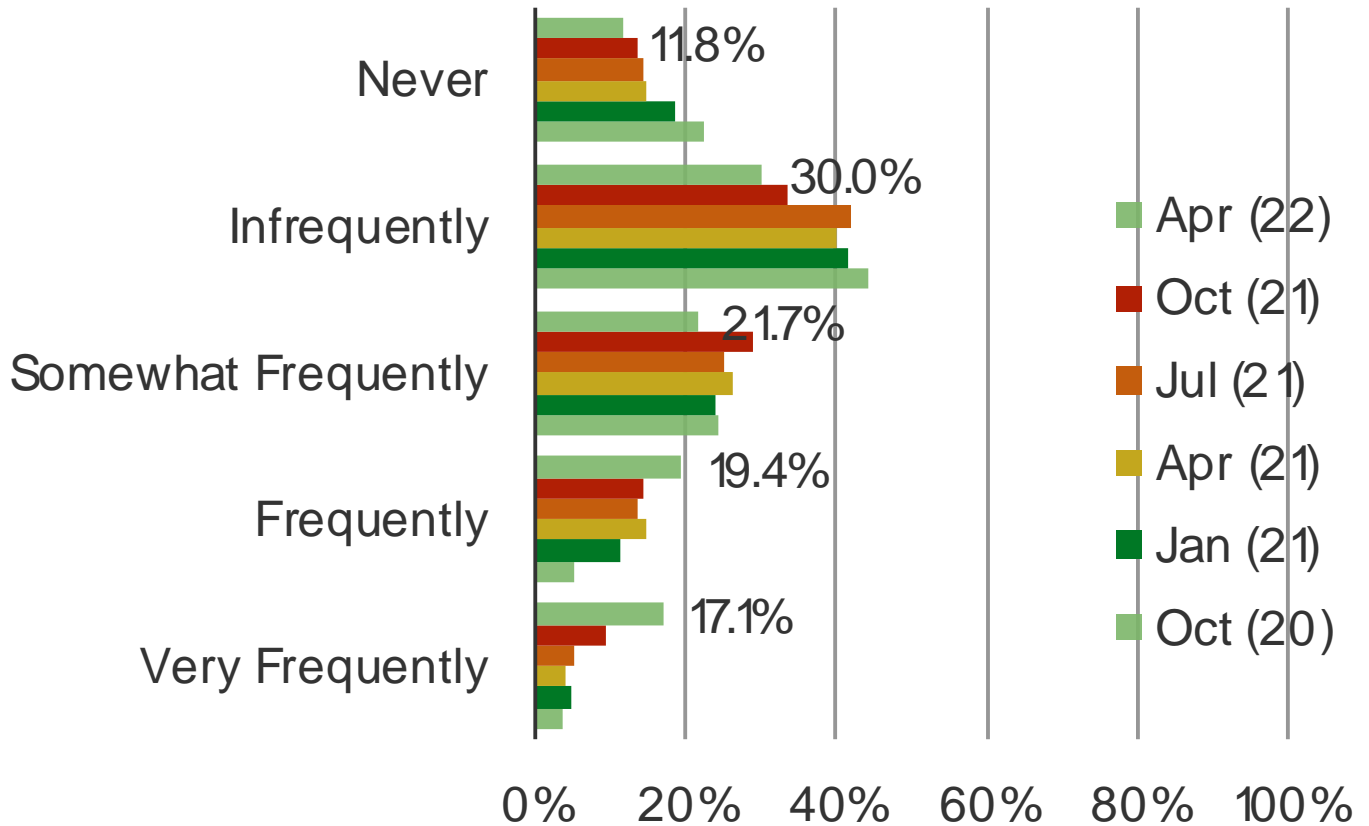
Posted to Instagram Users who have watched one or more Reels video.



\*Note: We did not ask this question in our January 2022 survey.

HOW OFTEN DO YOU EXPECT TO WATCH REELS GOING FORWARD?

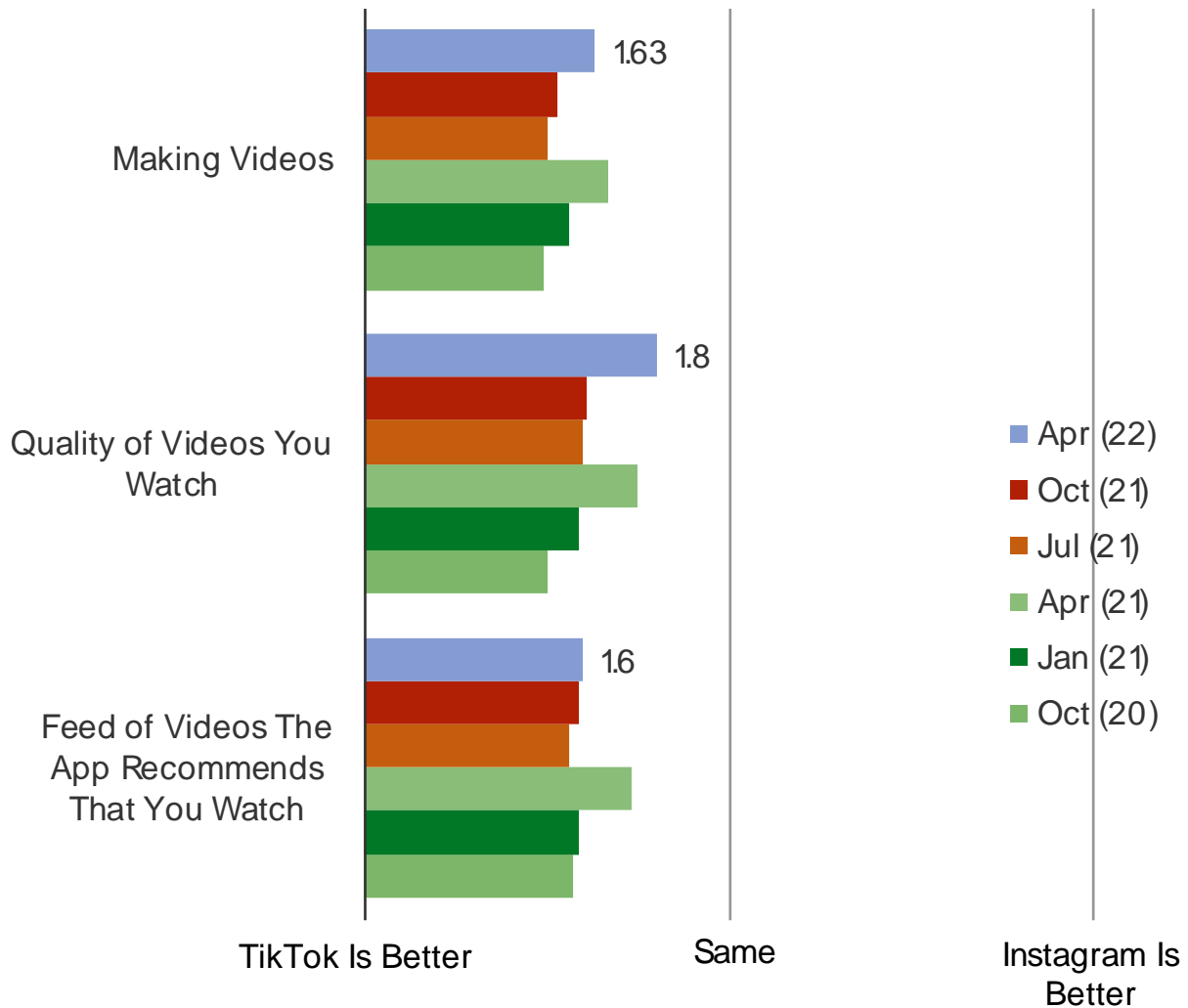
Posted to Instagram Users who have heard of Reels:



\*Note: We did not ask this question in our January 2022 survey.

HOW DOES INSTAGRAM REELS COMPARE TO TIKTOK WHEN IT COMES TO THE FOLLOWING:

Posted to Instagram Users who have heard of Reels AND use TikTok:

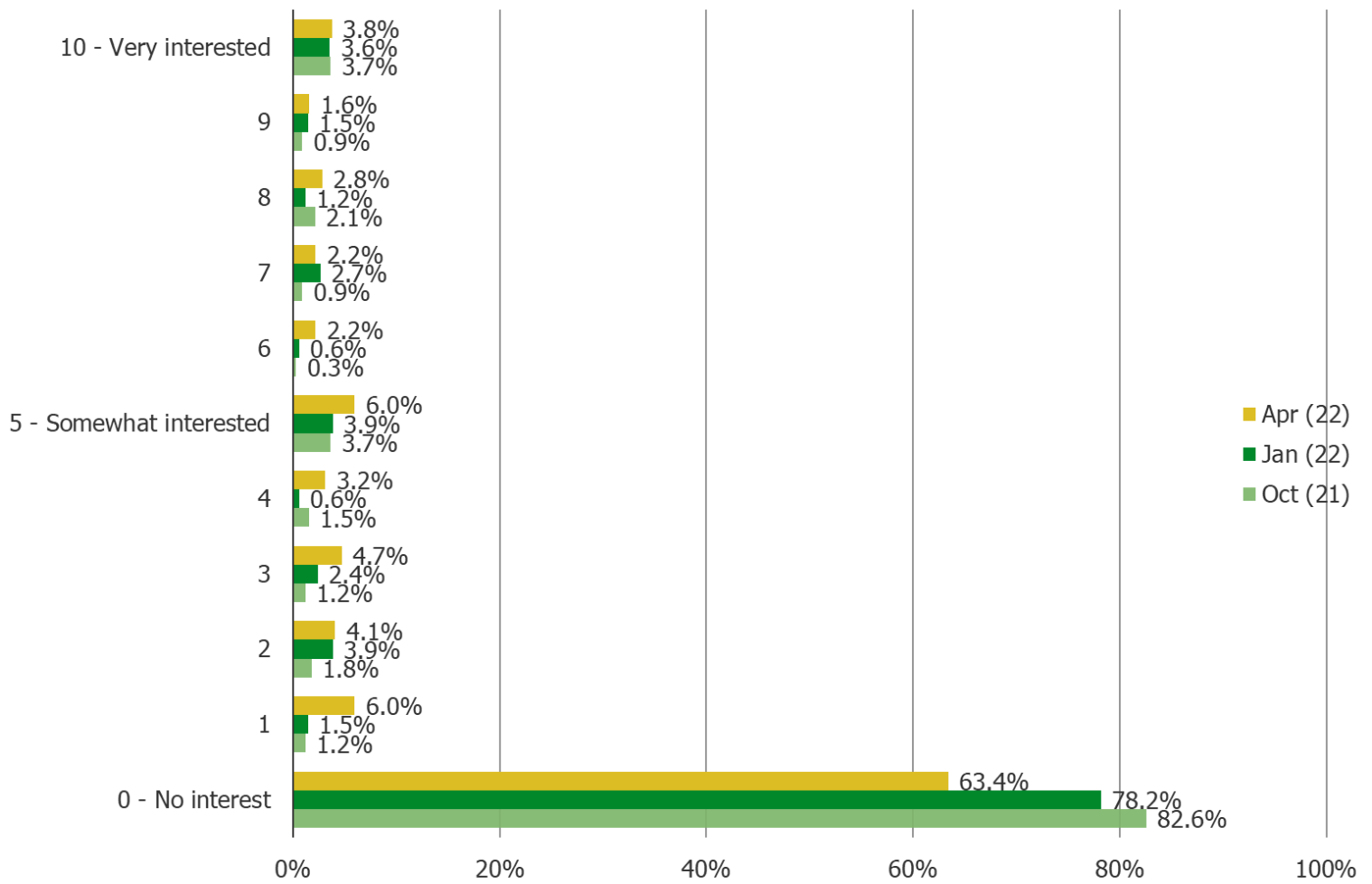


\*Note: We did not ask this question in our January 2022 survey.

## TWITTER DEEP DIVE

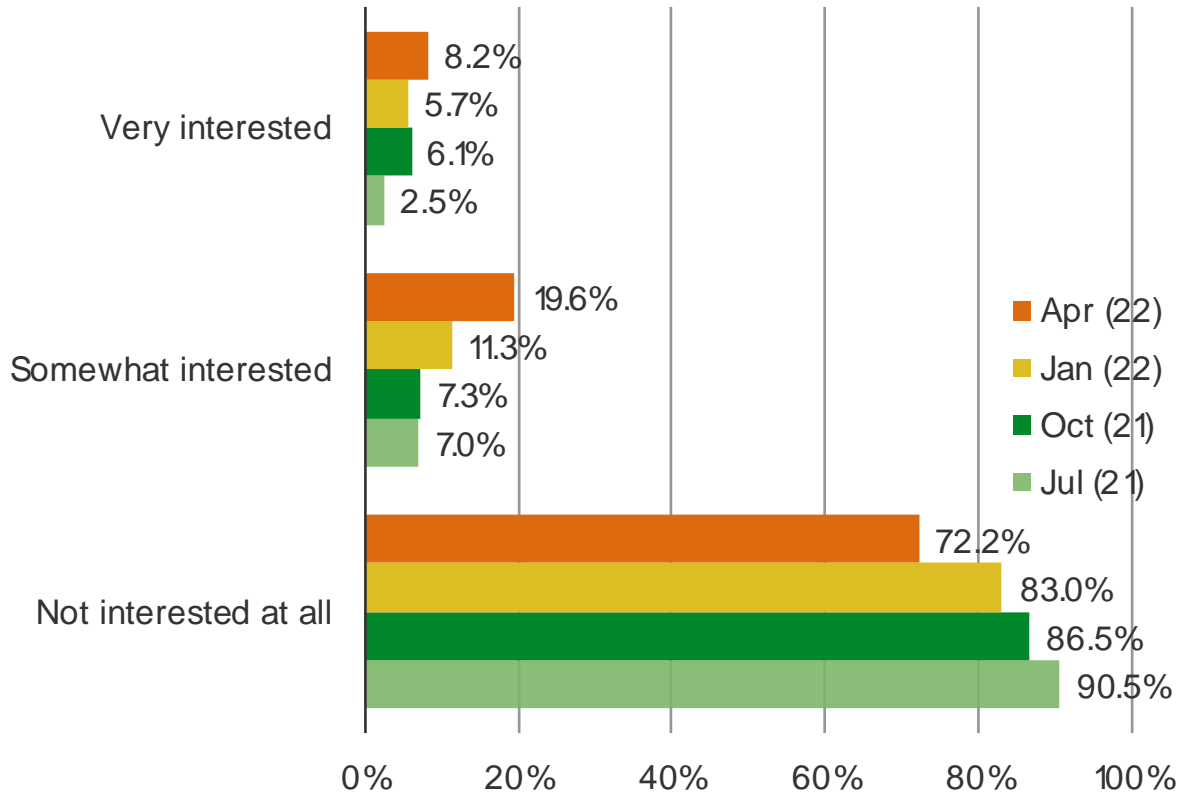
HOW MUCH INTEREST WOULD YOU HAVE IN PAYING FOR SUPER FOLLOWS ON TWITTER? WHEN YOU SUPER FOLLOW SOMEONE, YOU PAY TO SEE SUBSCRIBER ONLY CONTENT IN YOUR TIMELINE FROM THAT ACCOUNT. SUPER FOLLOWS MAY COST \$2.99 PER MONTH, \$4.99 PER MONTH, OR \$9.99 PER MONTH.

This question was posed to Twitter users.



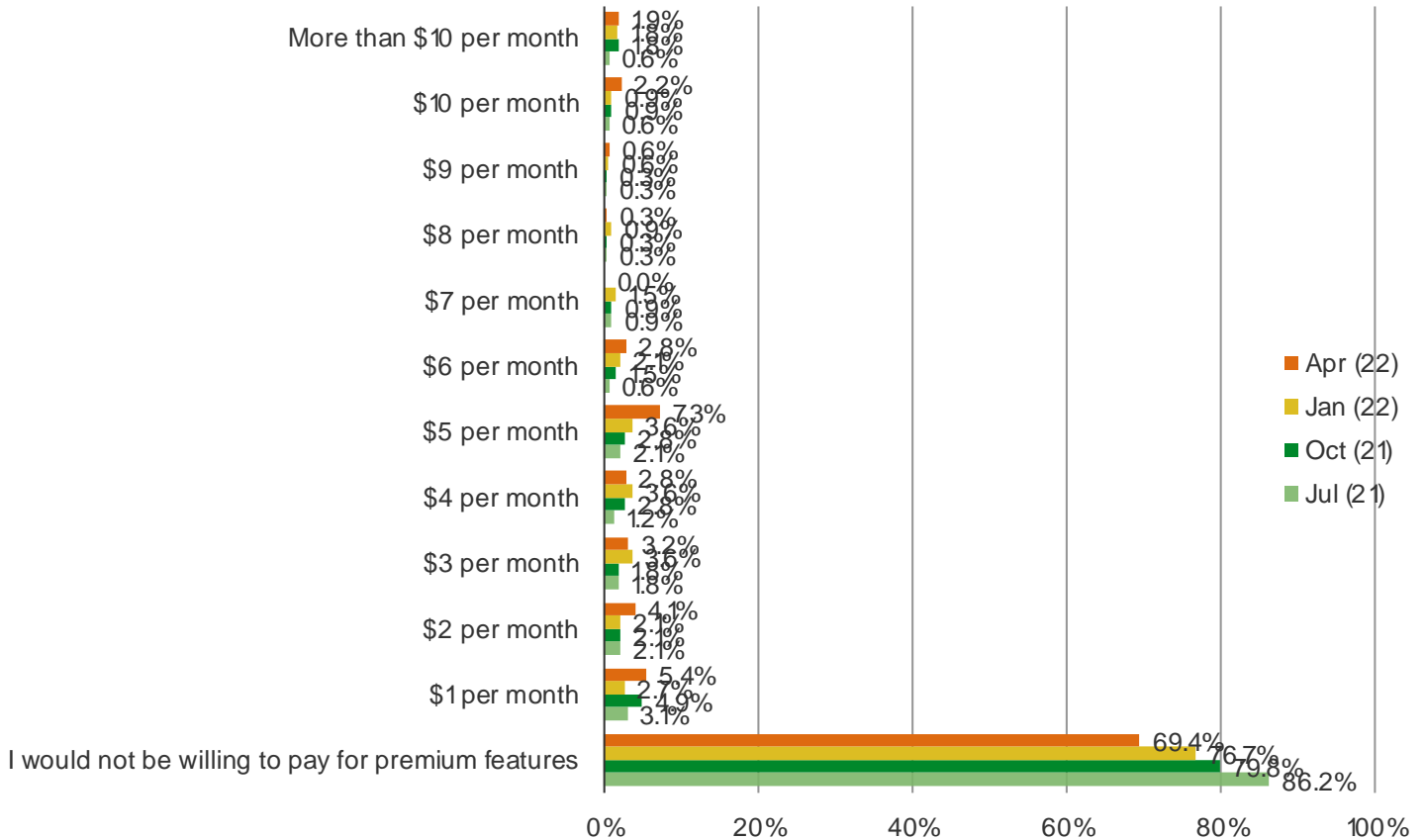
WOULD YOU BE INTERESTED IN PAYING A MONTHLY SUBSCRIPTION FOR ENHANCED FEATURES ON TWITTER?

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.



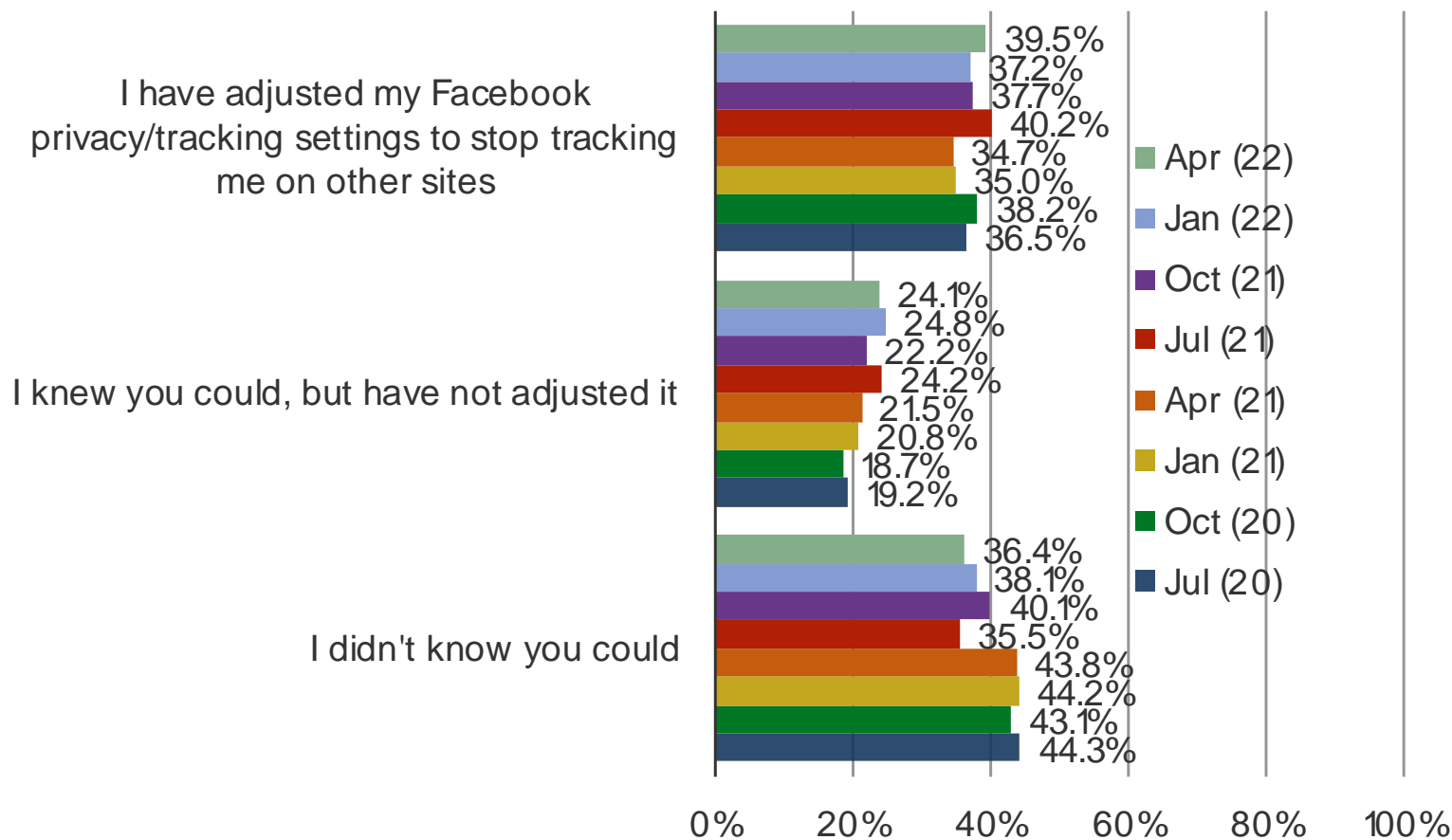


Social Media Account Holders And  
Engagement – A Consumer View

## FB DEEP DIVE

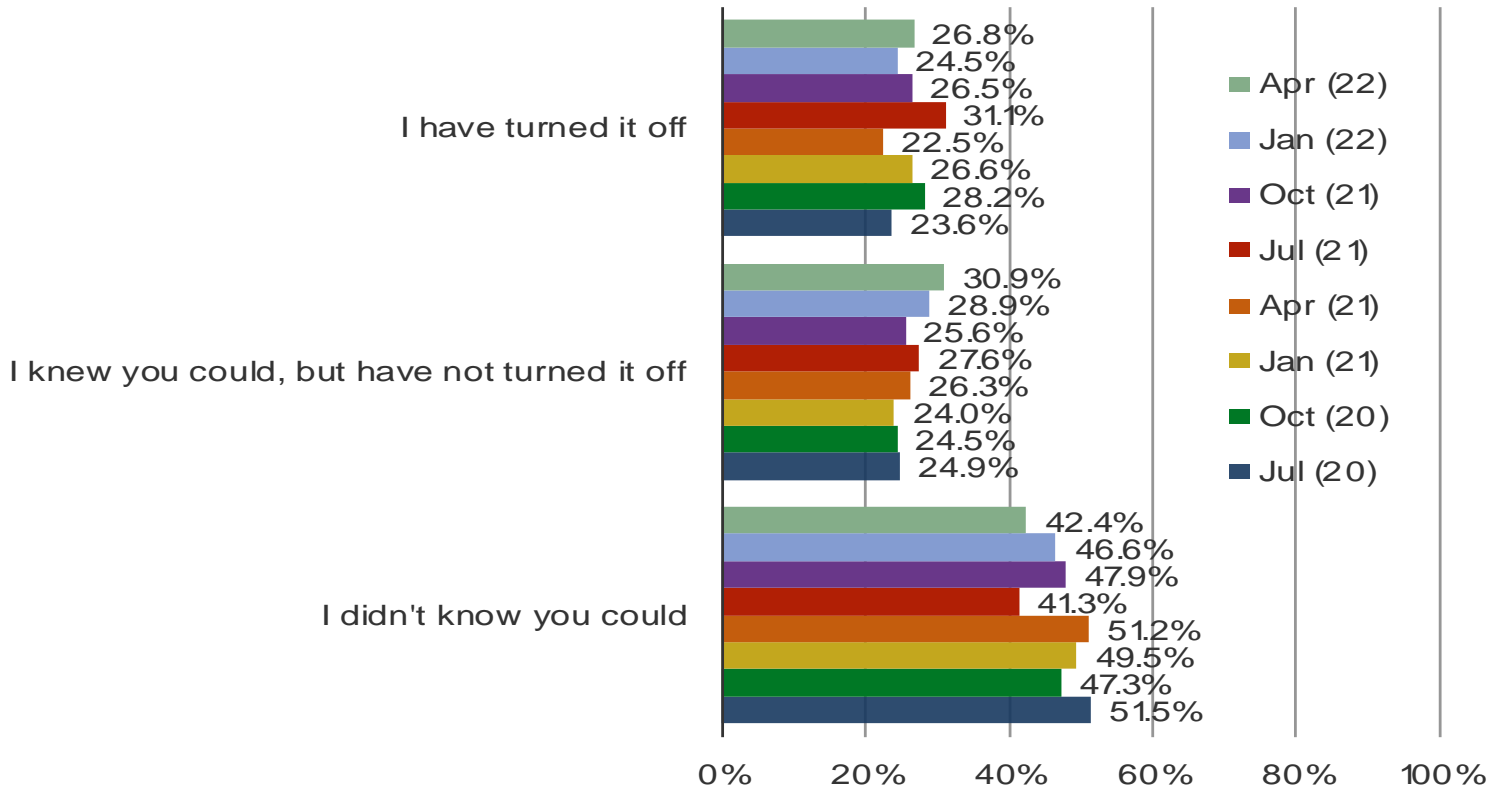
HAVE YOU ADJUSTED YOUR PRIVACY SETTINGS ON FACEBOOK TO PREVENT THEM FROM TRACKING YOUR ACTIVITY ON OTHER SITES (IE, "OFF FACEBOOK ACTIVITY")?

Posed to Facebook users.



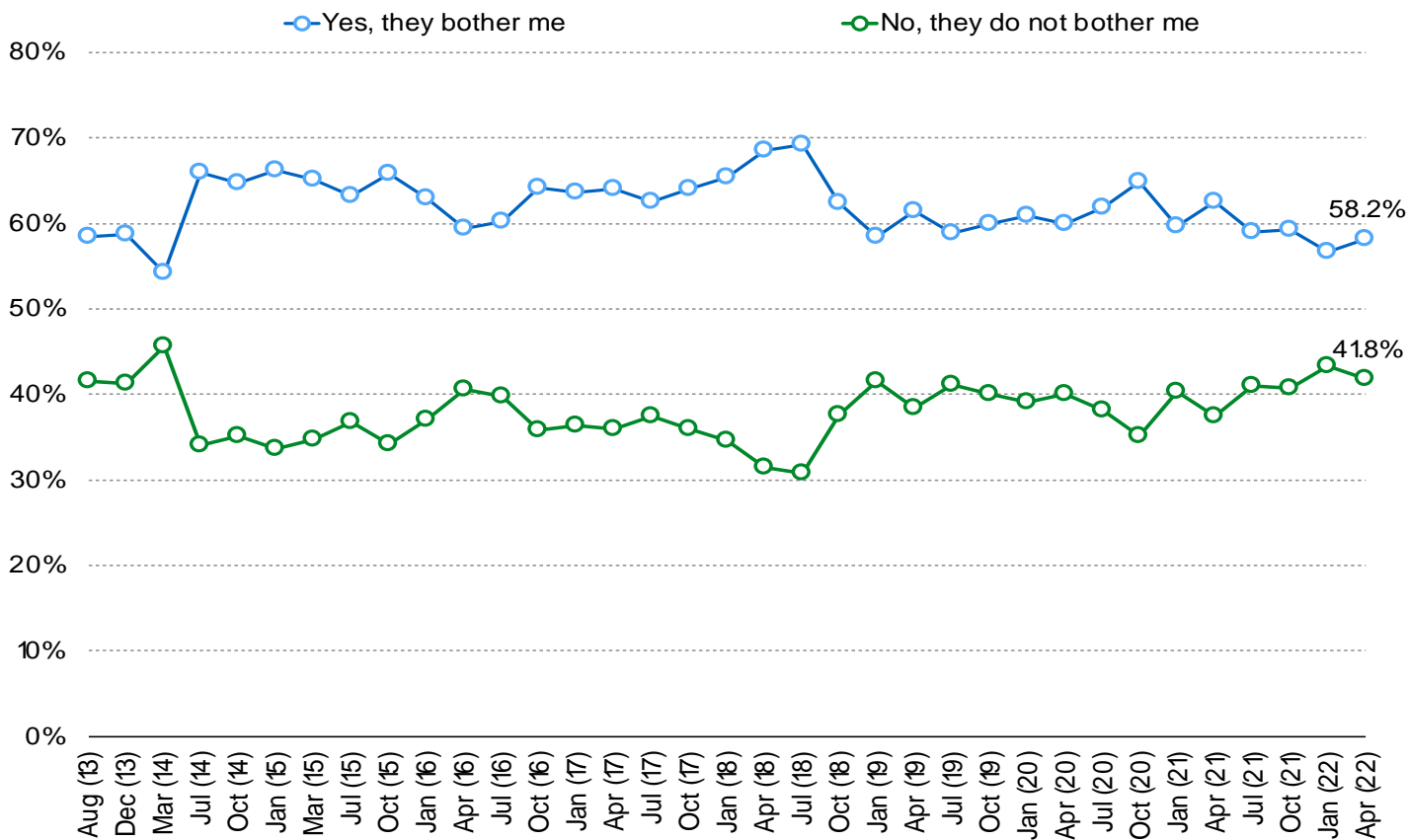
HAVE YOU GONE INTO AD CONTROLS TO TURN OFF “ADS BASED ON DATA FROM PARTNERS”?

Posed to Facebook users.



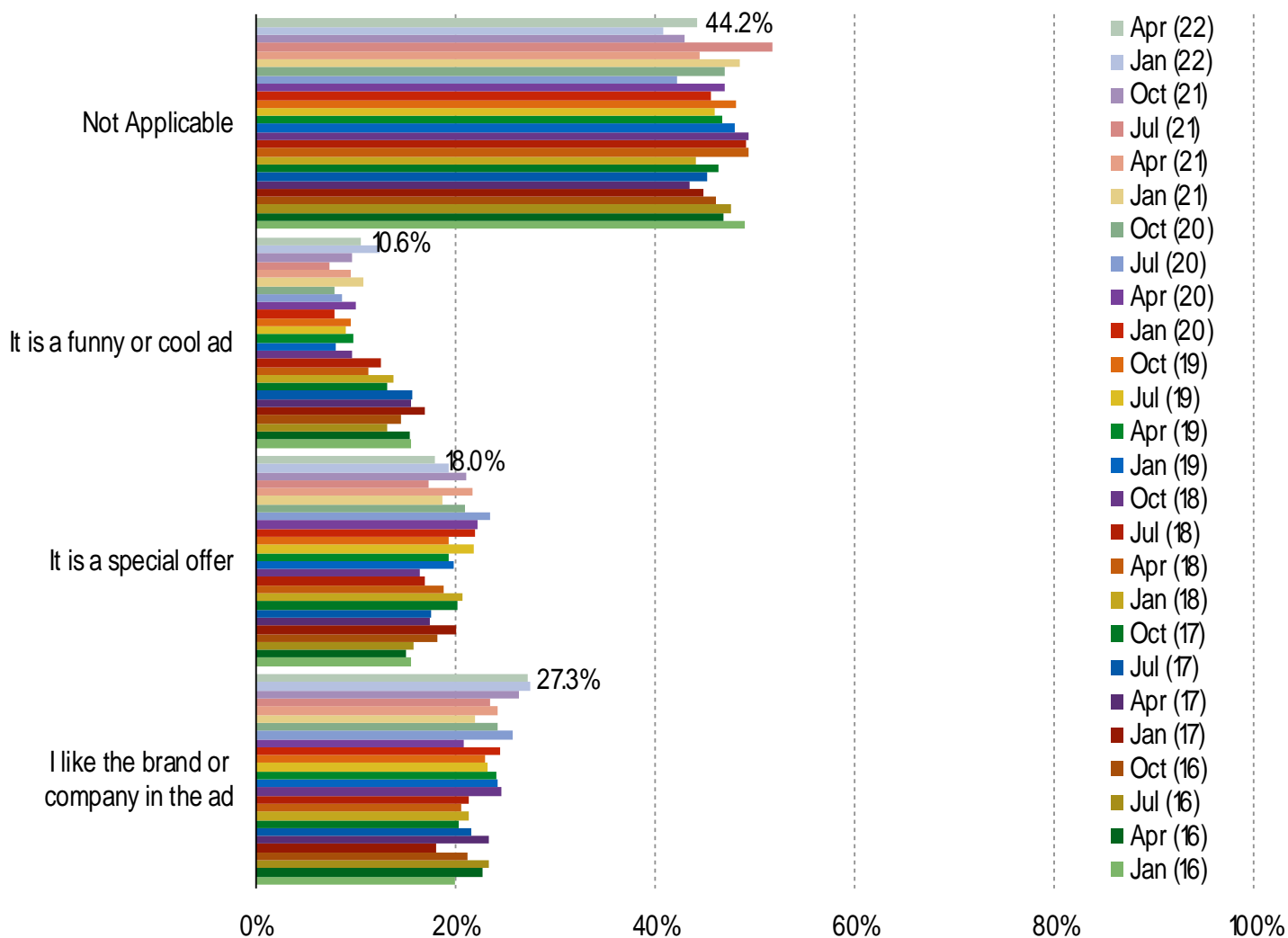
FACEBOOK ACCOUNT HOLDERS – DO ADS IN YOUR NEWSFEED BOTHER YOU? ARE THEY BECOMING MORE RELEVANT THAN THEY WERE IN THE PAST?

Posed to Facebook account holders.



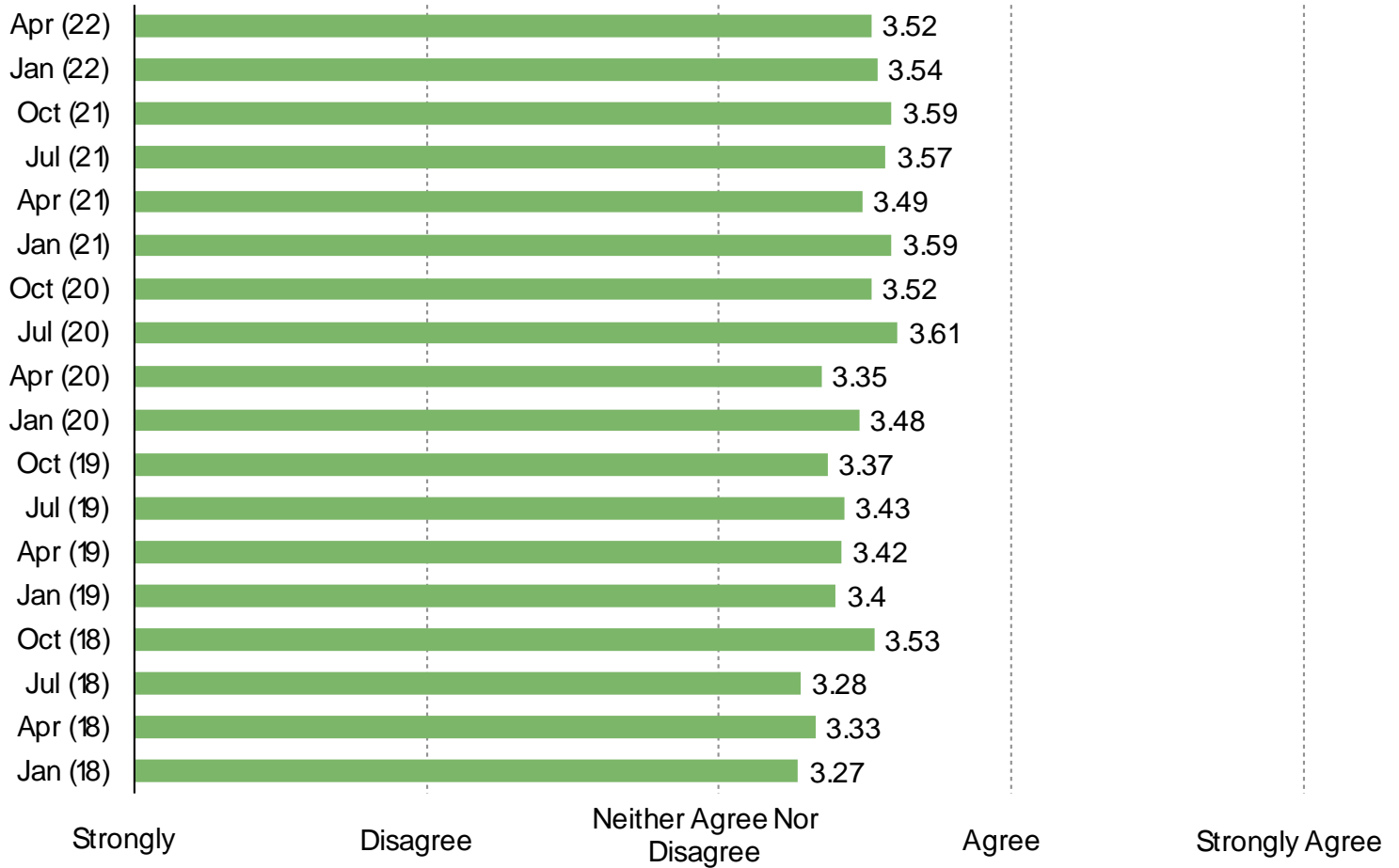
WHEN YOU CLICK ON AN ADVERTISEMENT WHILE ON FACEBOOK, WHAT IS USUALLY THE REASON FOR WHY YOU CLICKED ON THE ADVERTISEMENT?

Posed to Facebook account holders.



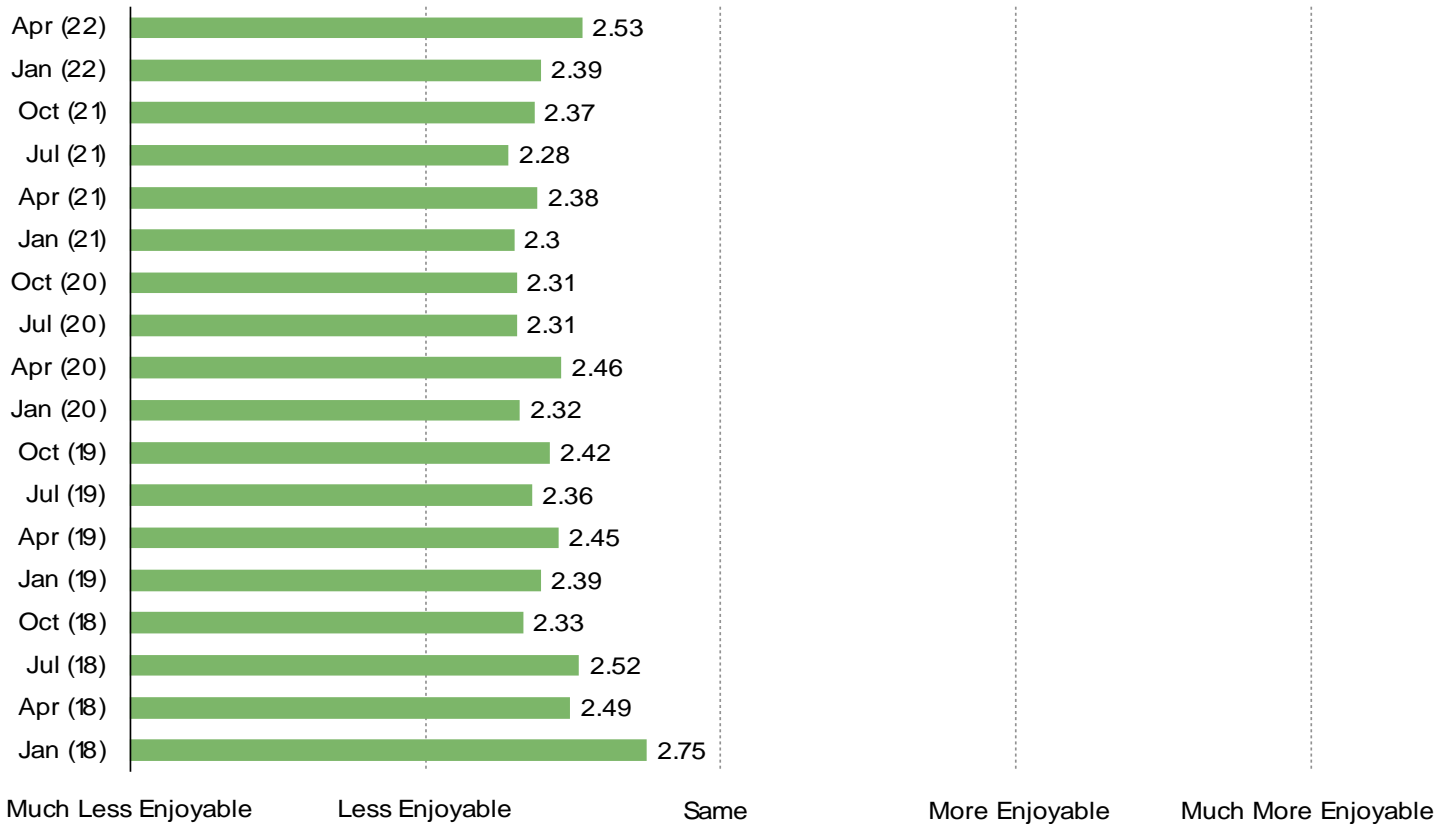
HOW MUCH DO YOU AGREE WITH THE FOLLOWING: "FACEBOOK HAS BECOME LESS SOCIAL OVER TIME."

Posed to Facebook users.



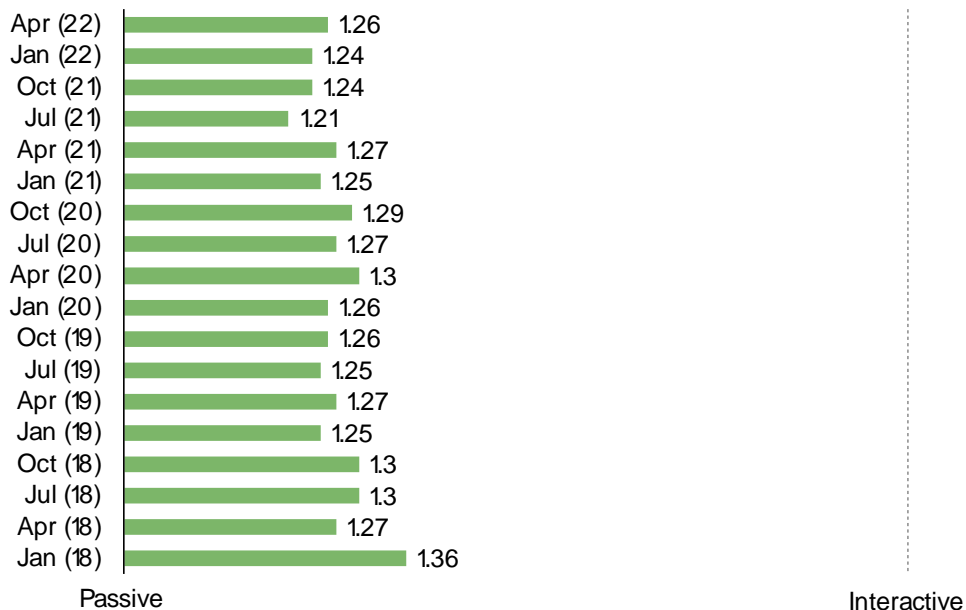
FACEBOOK USERS – IN GENERAL, WOULD YOU SAY FACEBOOK HAS GOTTEN MORE OR LESS ENJOYABLE OVER-TIME?

Posed to Facebook users.



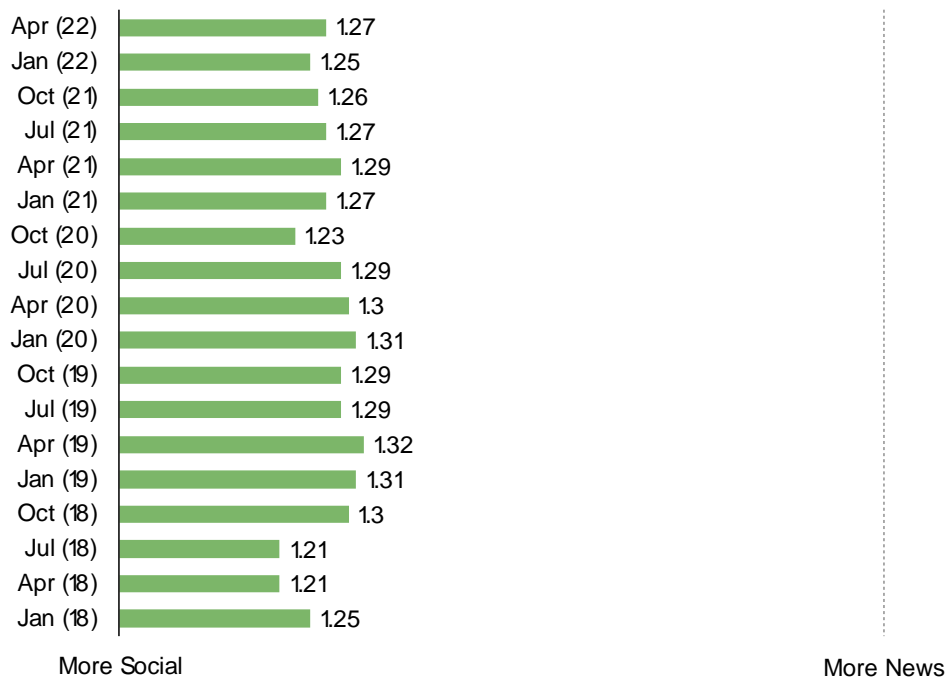
WOULD YOU DESCRIBE YOUR USAGE OF FACEBOOK AS BEING MORE INTERACTIVE OR PASSIVE?

Posed to Facebook users.



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

Posed to Facebook users.

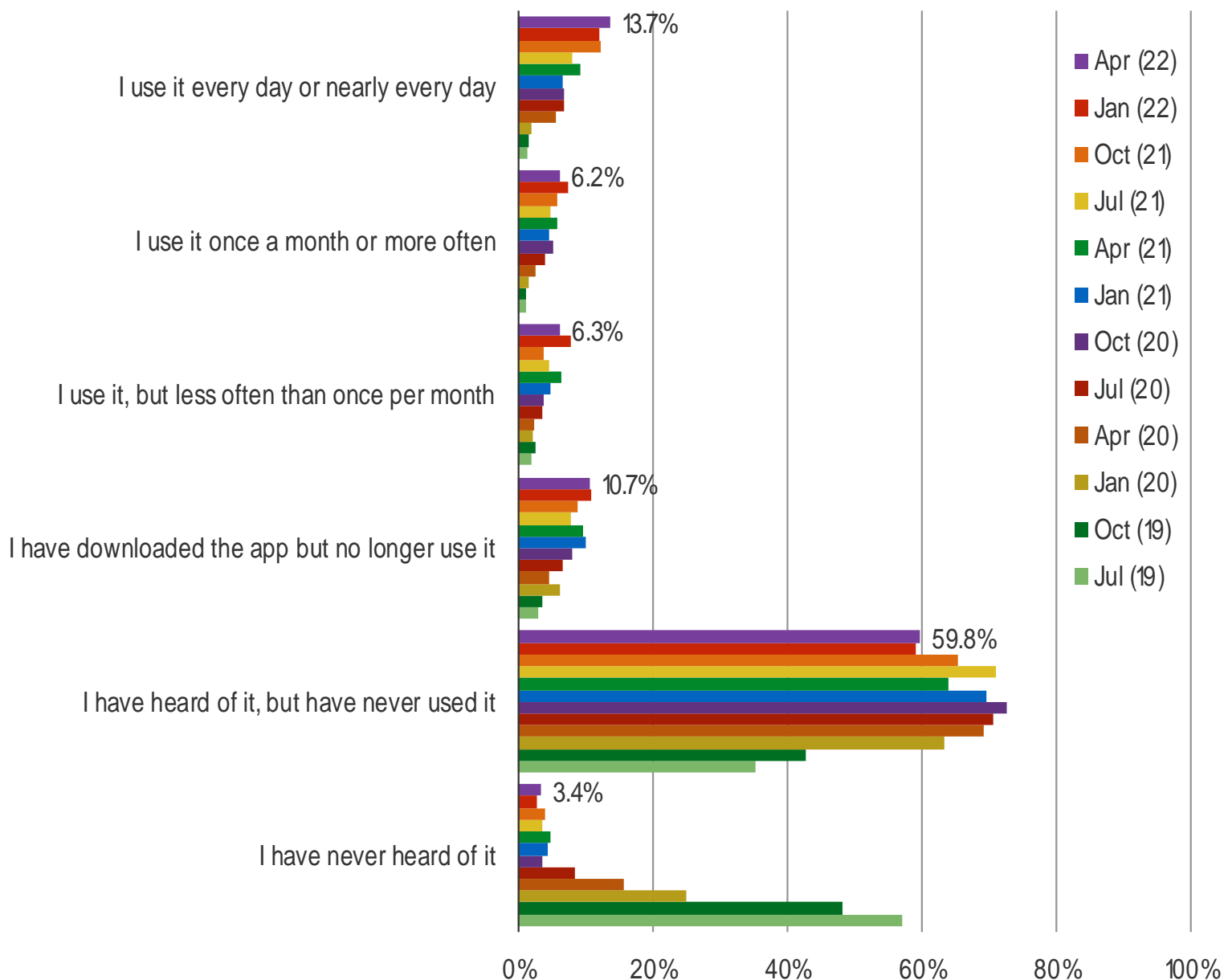




## TIKTOK DEEP DIVE

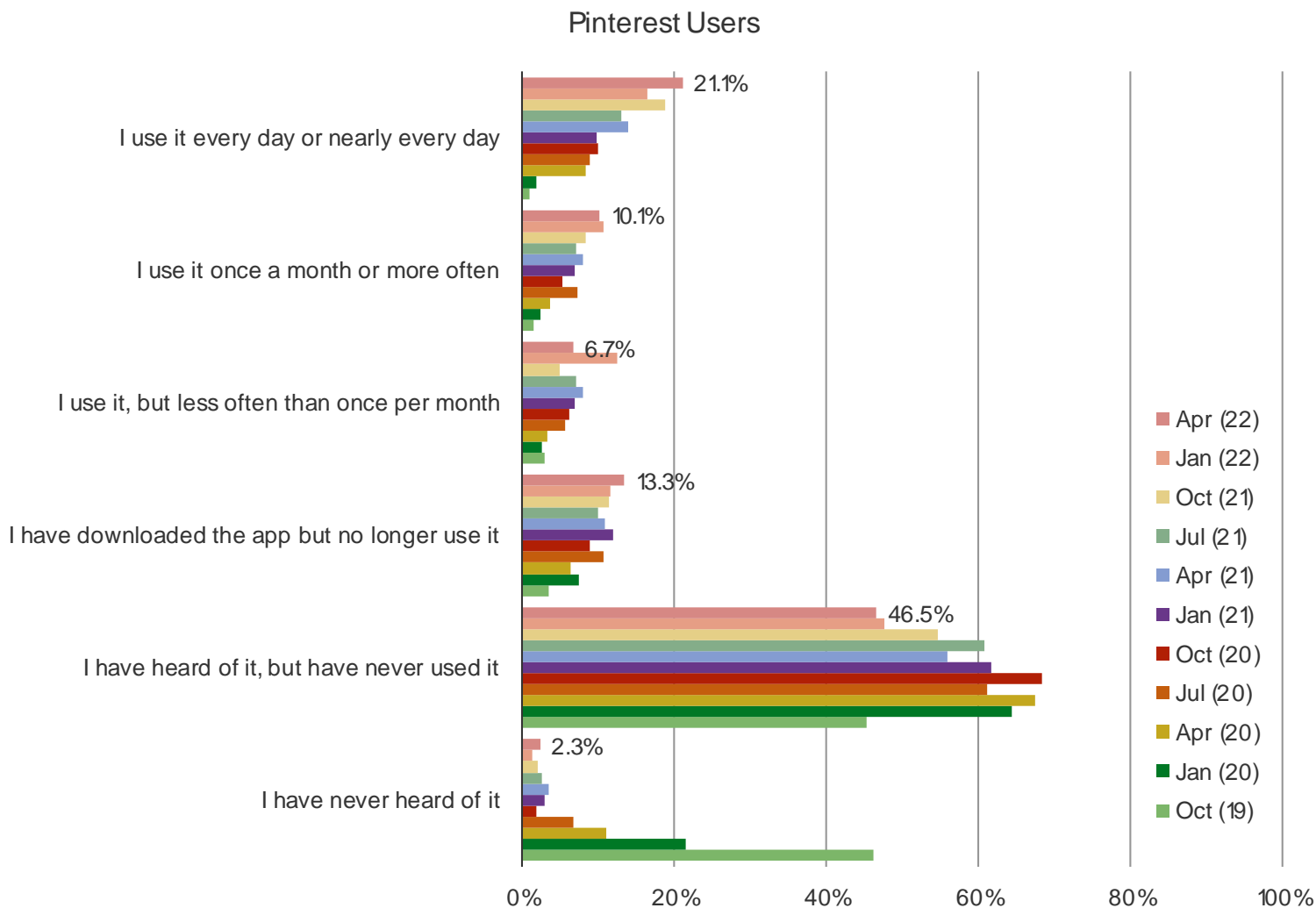
WHAT IS YOUR EXPERIENCE WITH THE APP “TIK TOK”?

Posed to all respondents



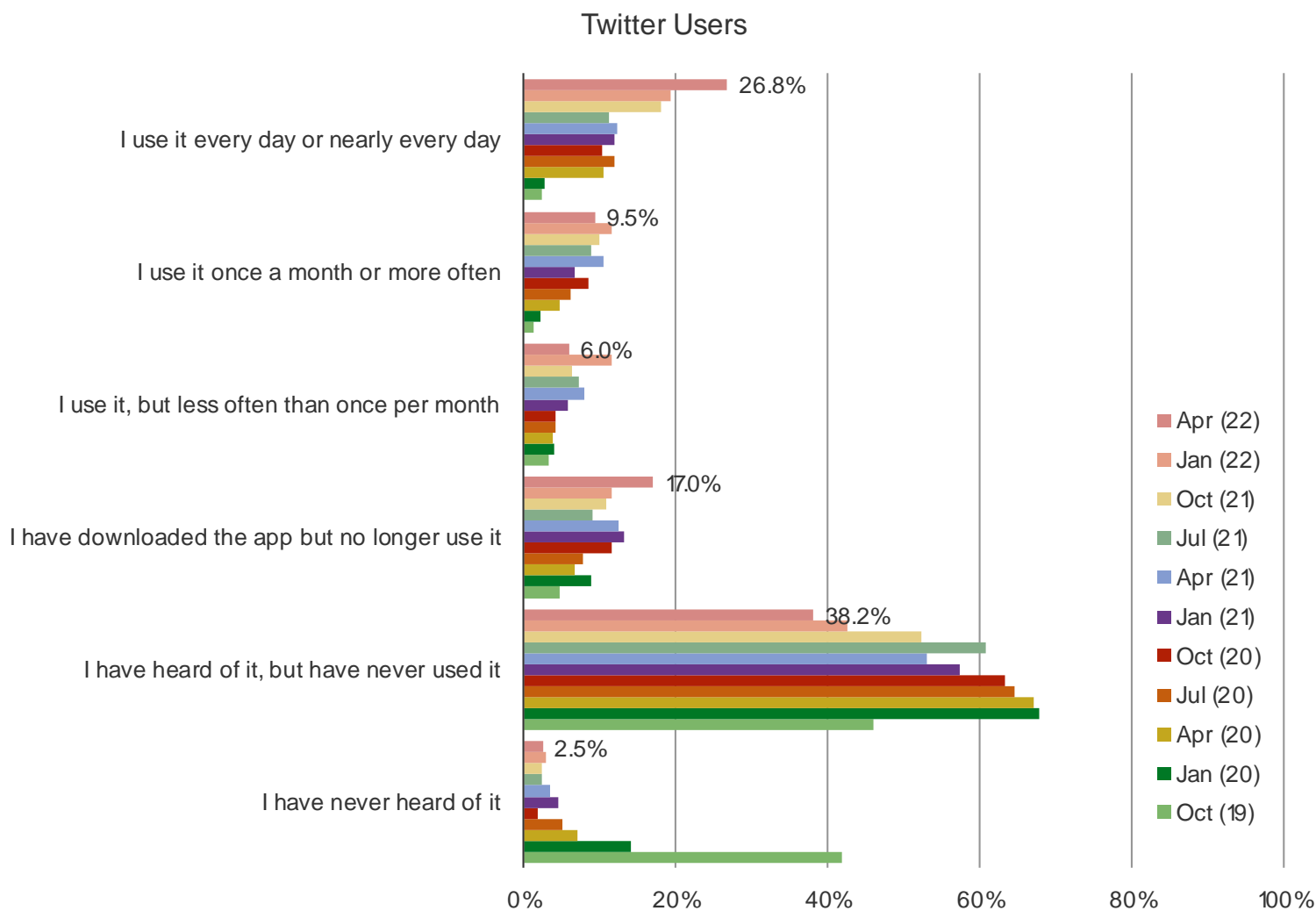
WHAT IS YOUR EXPERIENCE WITH THE APP “TIK TOK”? (CROSS TABS)

Posed to users of Pinterest.



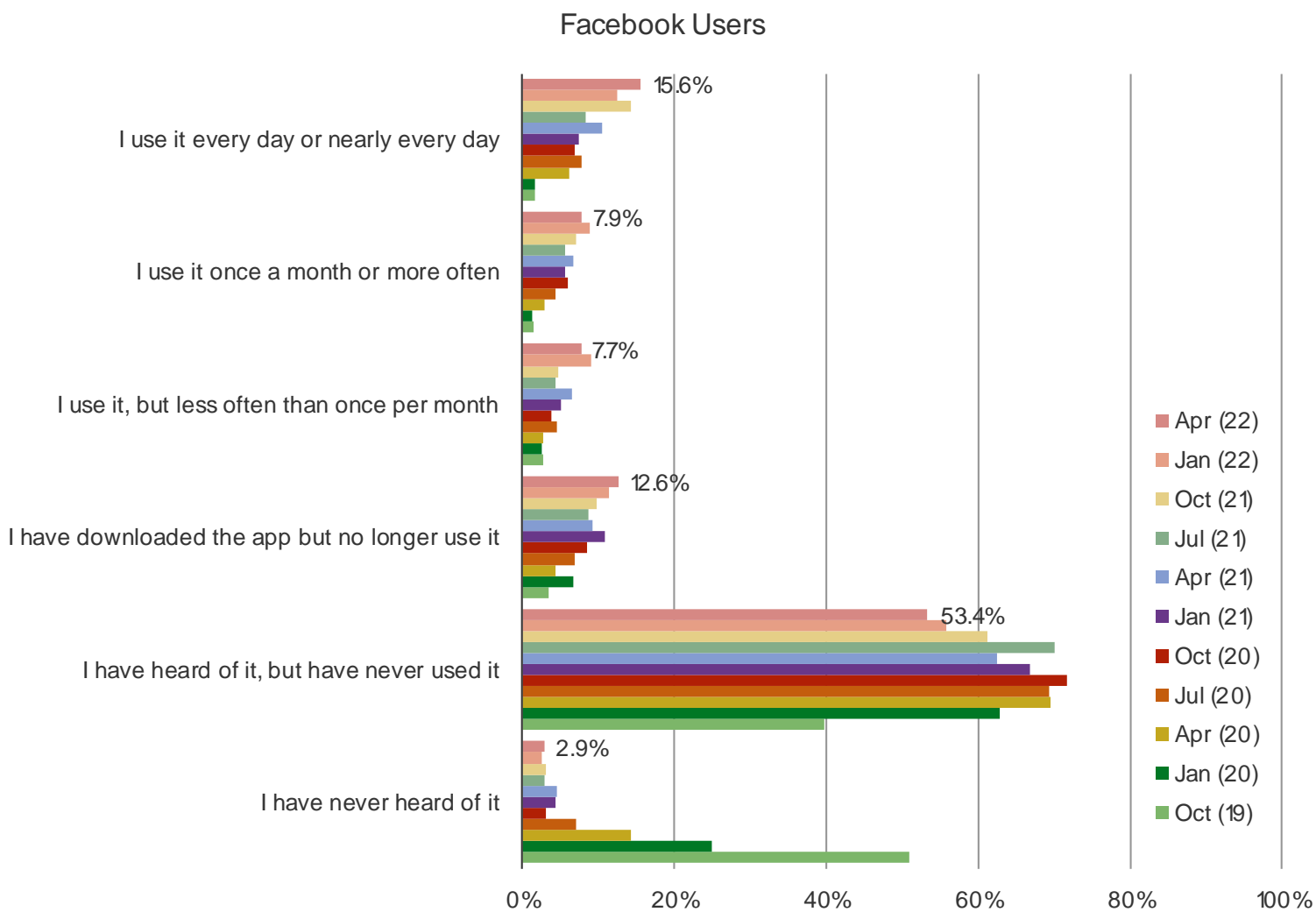
WHAT IS YOUR EXPERIENCE WITH THE APP “TIK TOK”? (CROSS TABS)

Posed to users of Twitter.



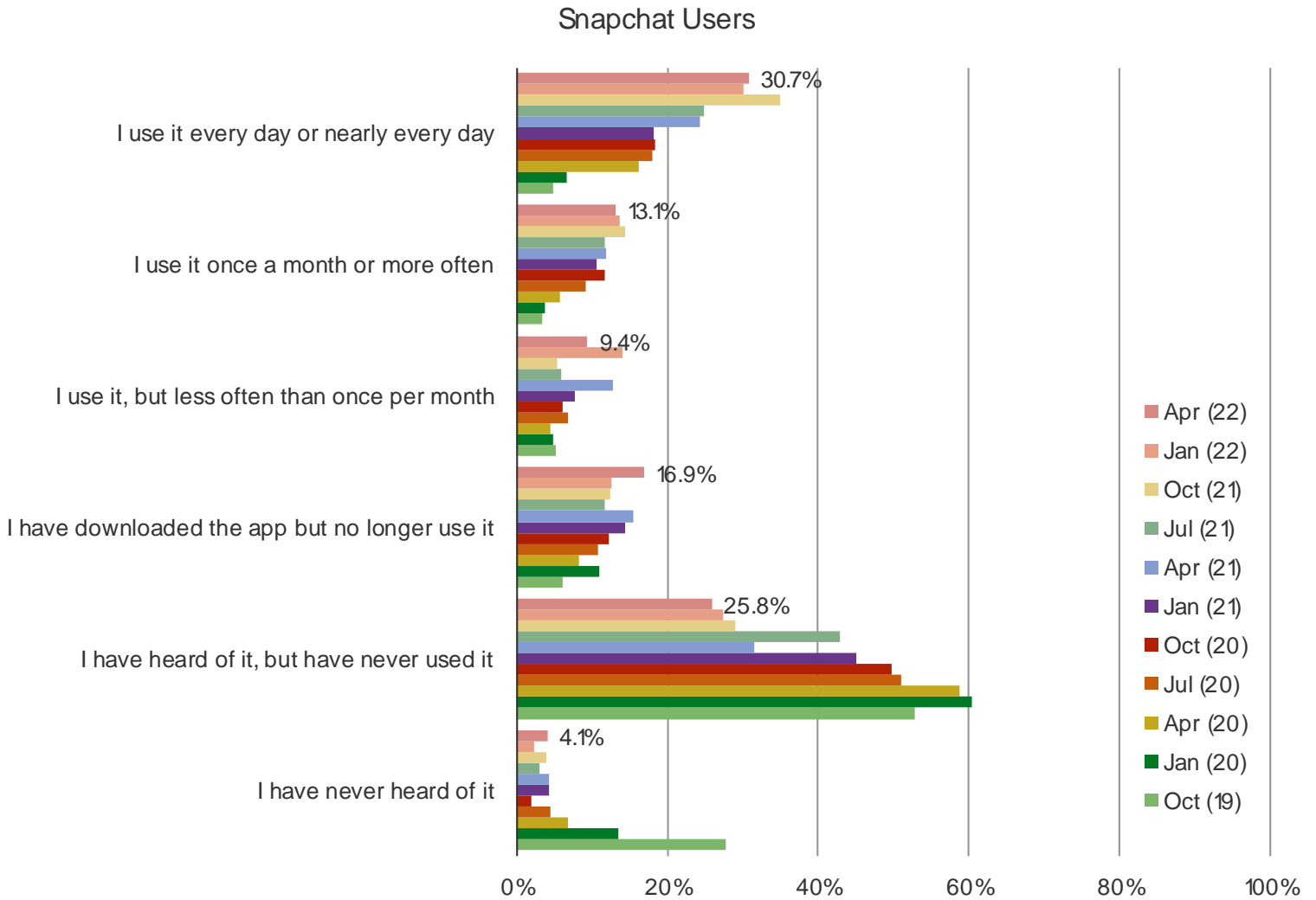
WHAT IS YOUR EXPERIENCE WITH THE APP “TIK TOK”? (CROSS TABS)

Posed to users of Facebook.



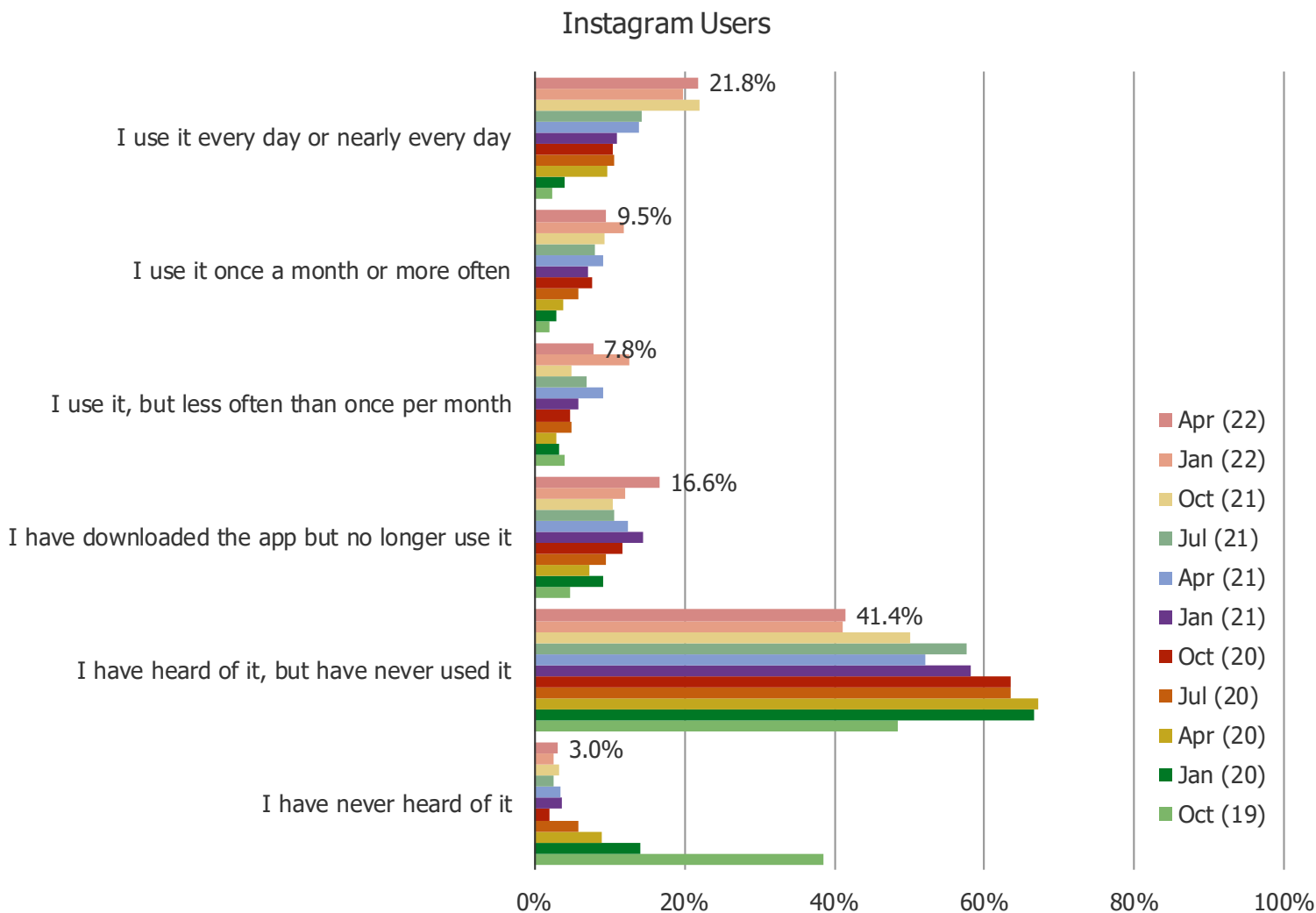
WHAT IS YOUR EXPERIENCE WITH THE APP “TIK TOK”? (CROSS TABS)

Posed to users of Snapchat.



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

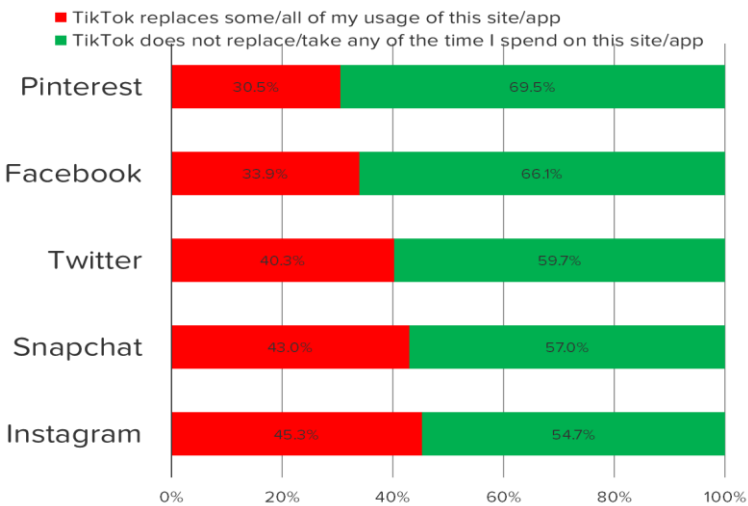
Posed to users of Instagram.



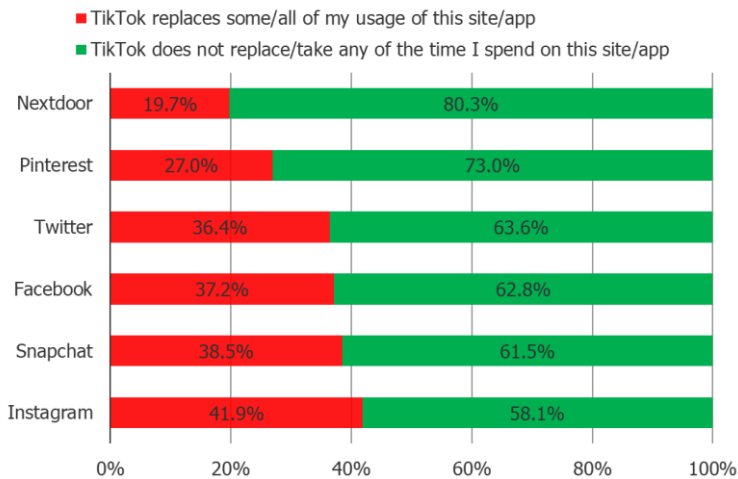
DO YOU VIEW TIKTOK AS REPLACING ANY OF YOUR USAGE OF THE FOLLOWING, OR DO YOU VIEW IT AS ADDITIONAL TIME YOU SPEND ON THIS PLATFORM?

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

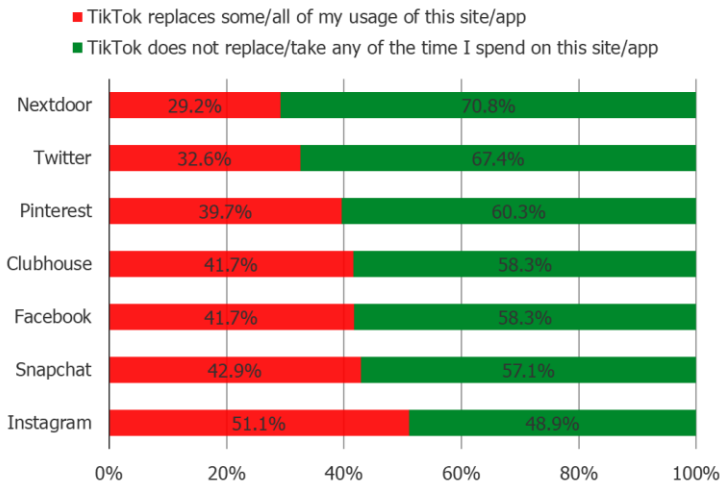
April 2022



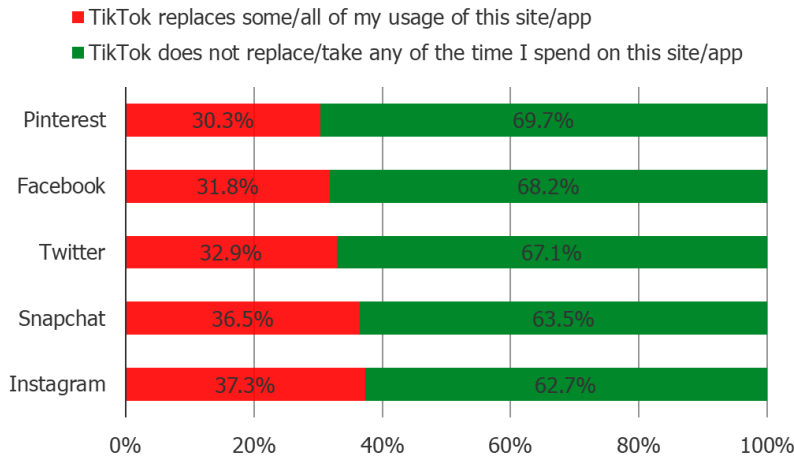
January 2022



October 2021



January 2021

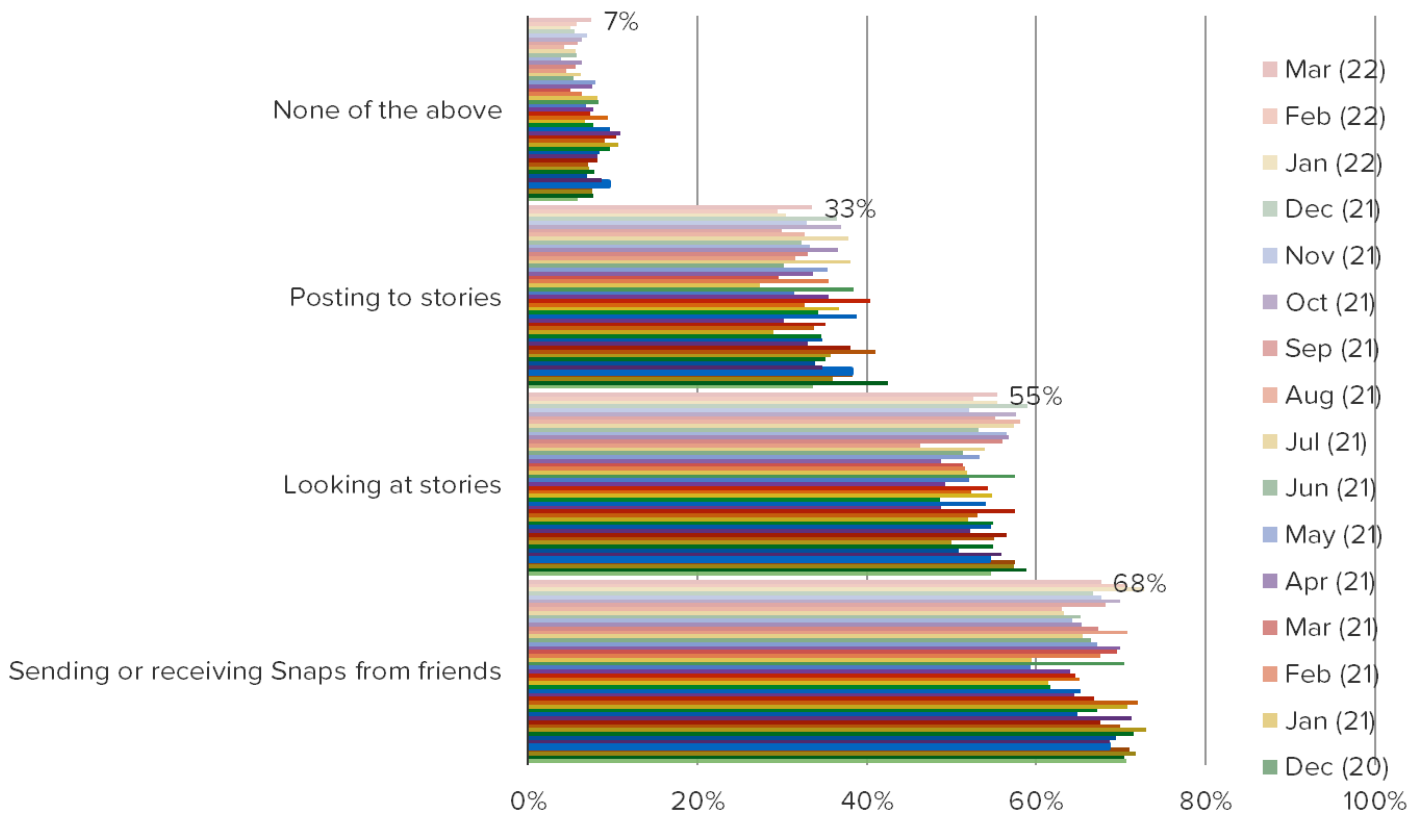




## SNAPCHAT DEEP DIVE

I USE SNAPCHAT FOR...

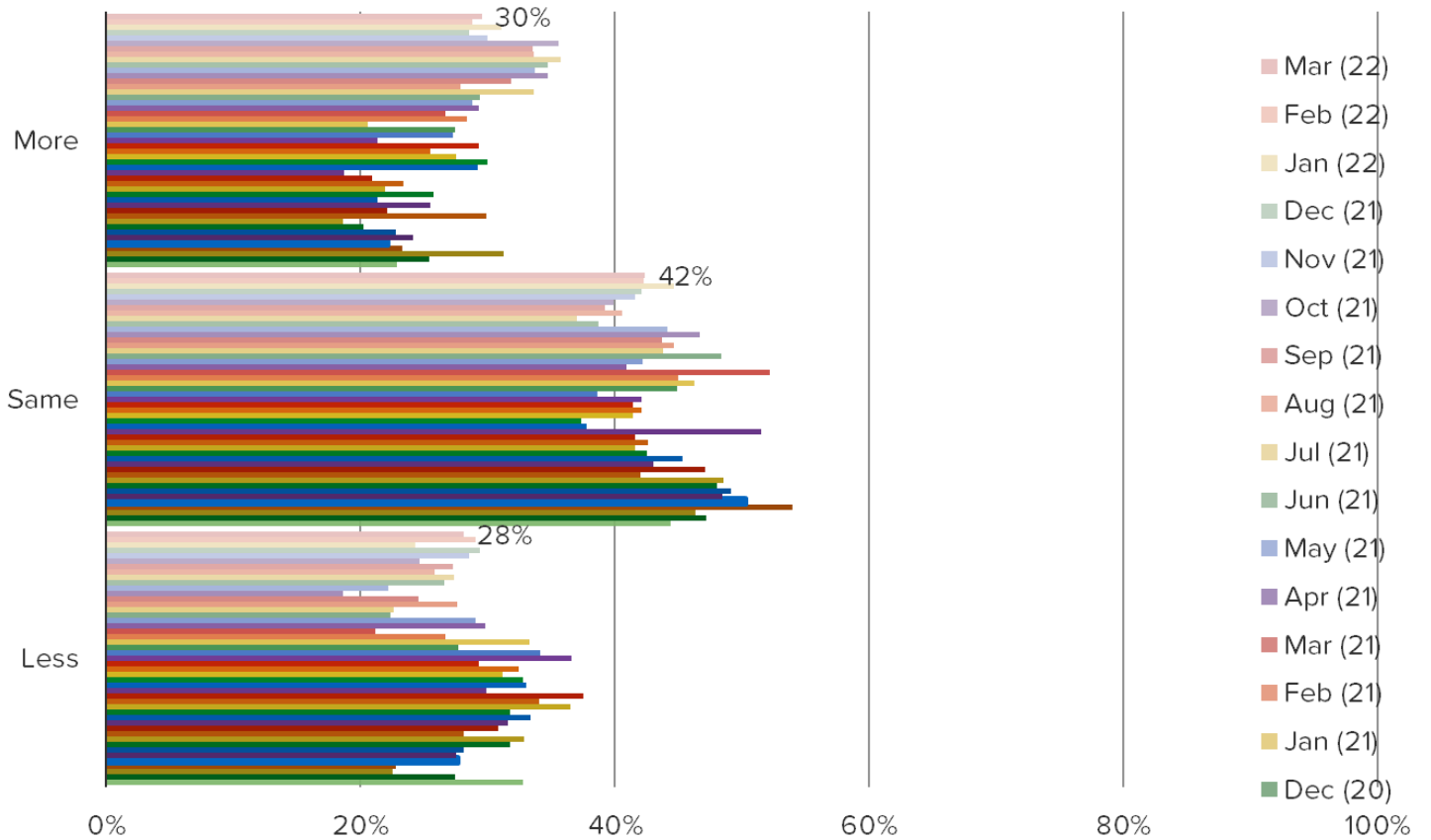
Posed to Snapchat users.



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

Posed to Snapchat users.

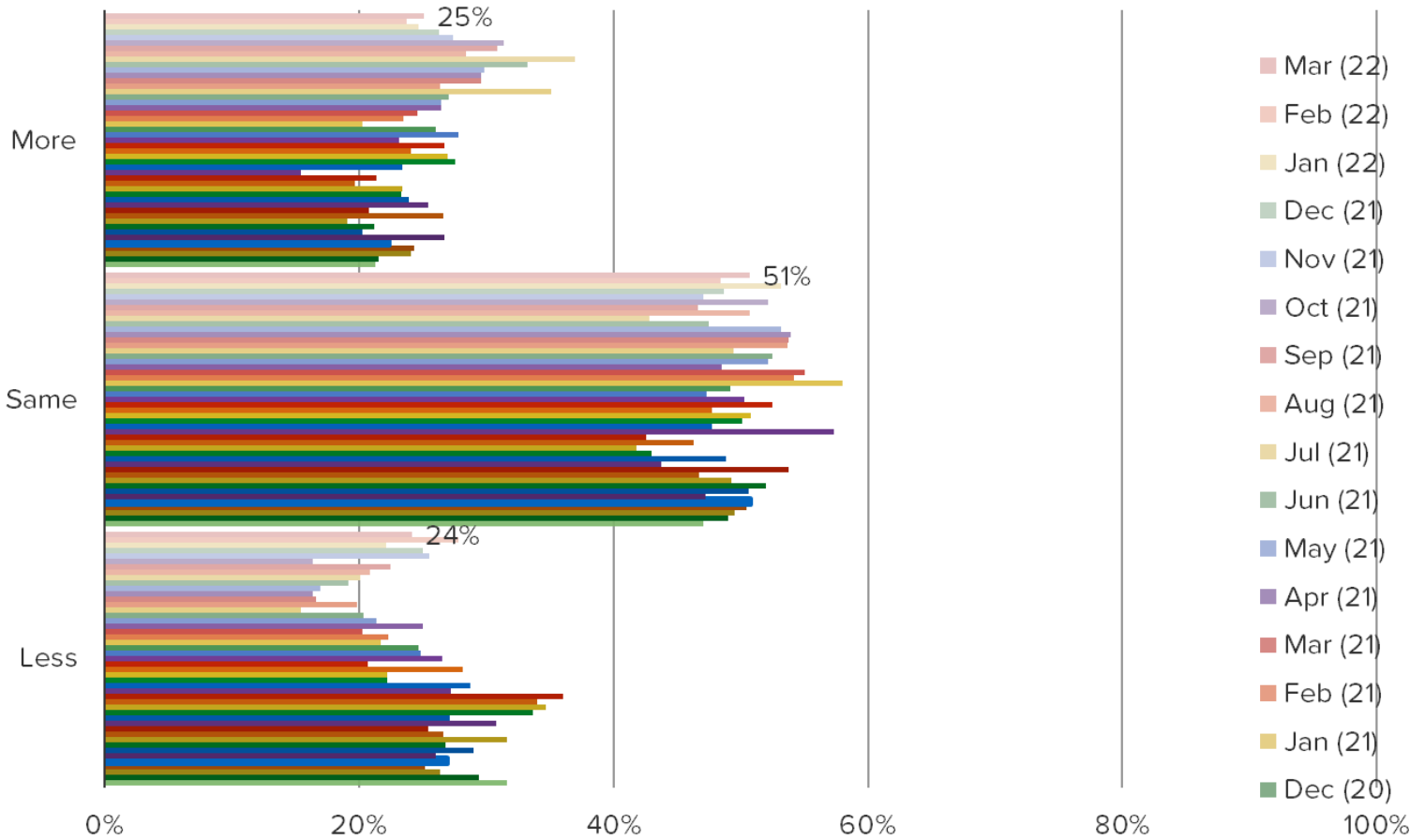
**Sending or Receiving Snaps From Friends**



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

Posed to Snapchat users.

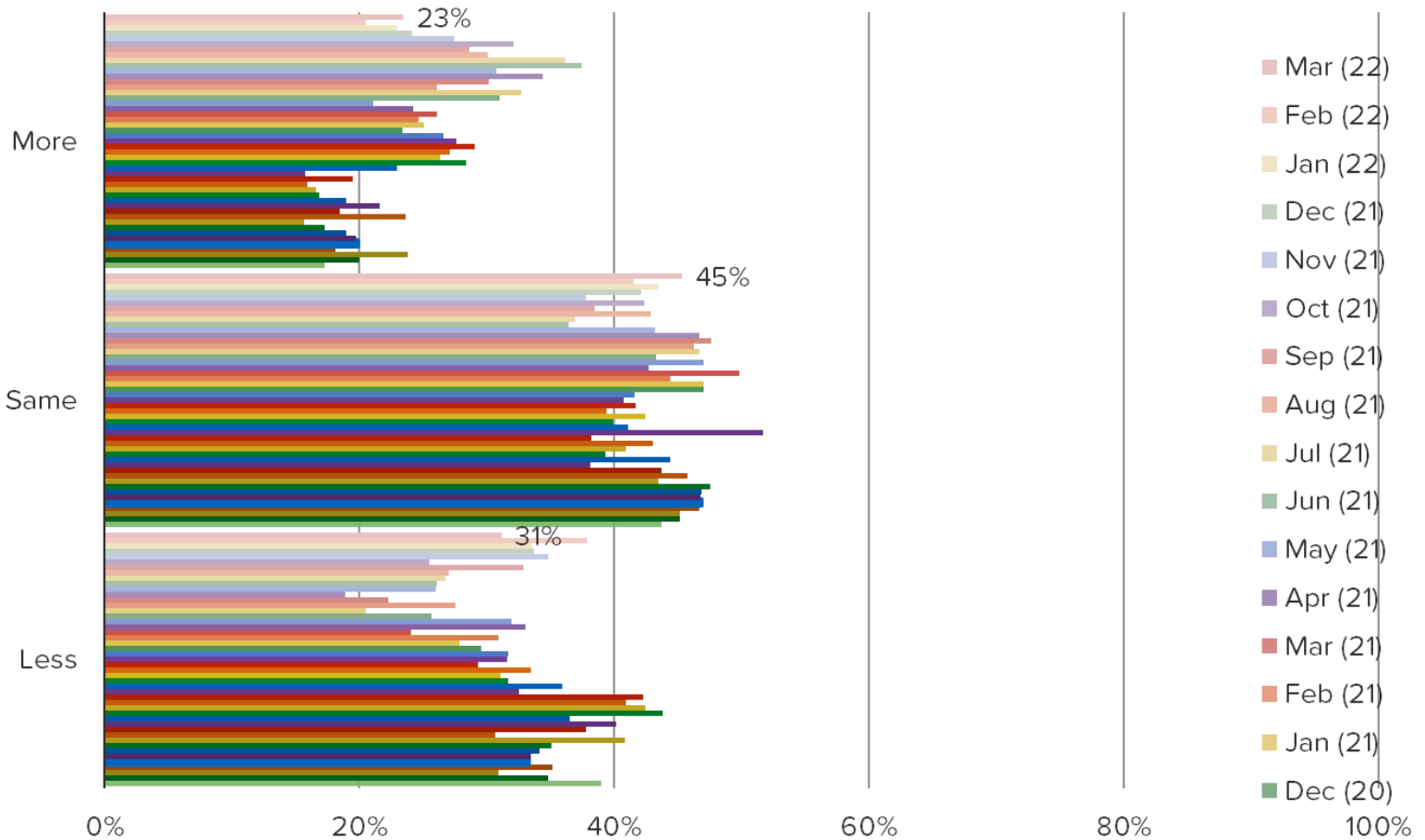
Looking at stories.



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

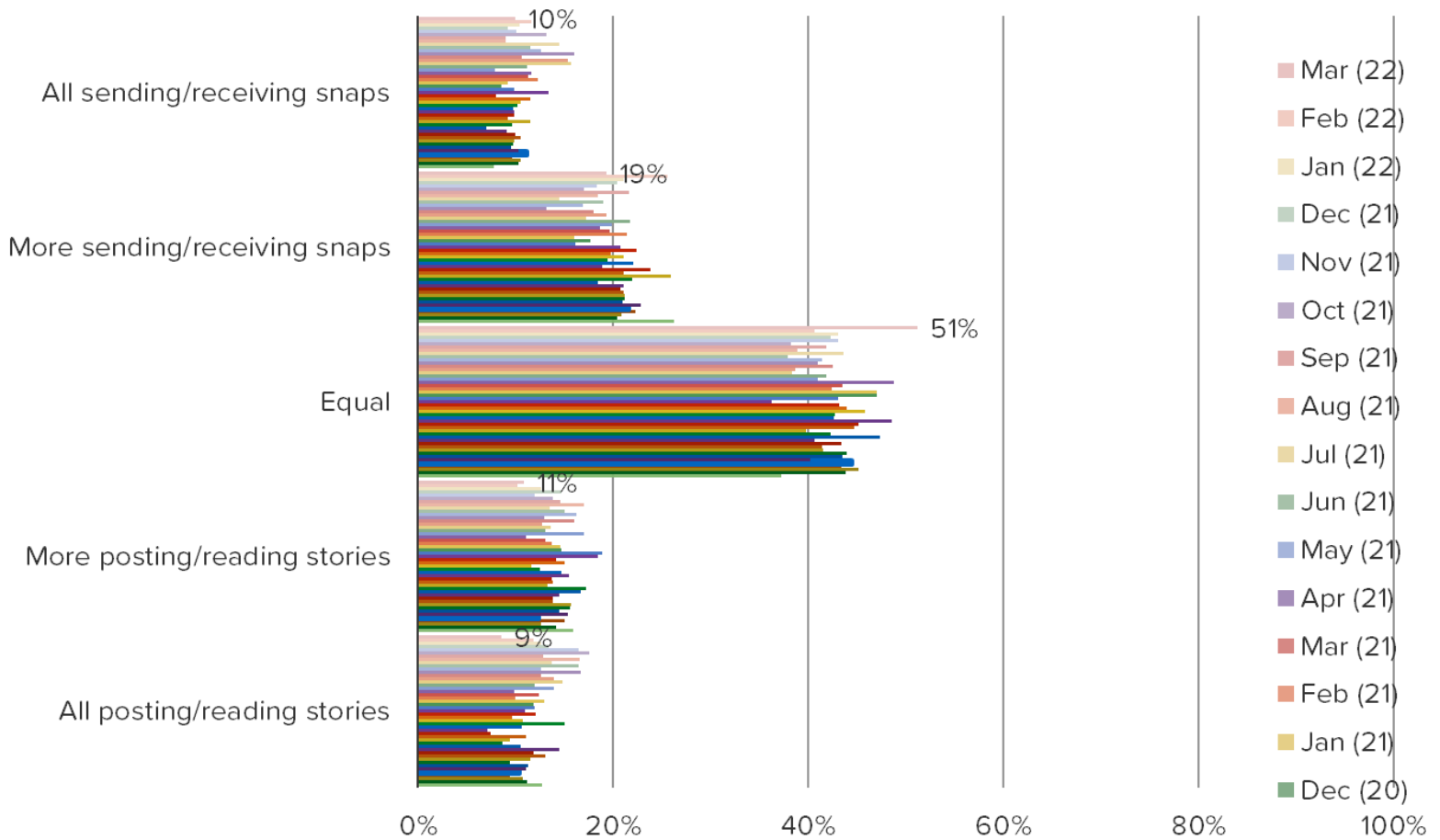
Posed to Snapchat users.

Posting to stories.



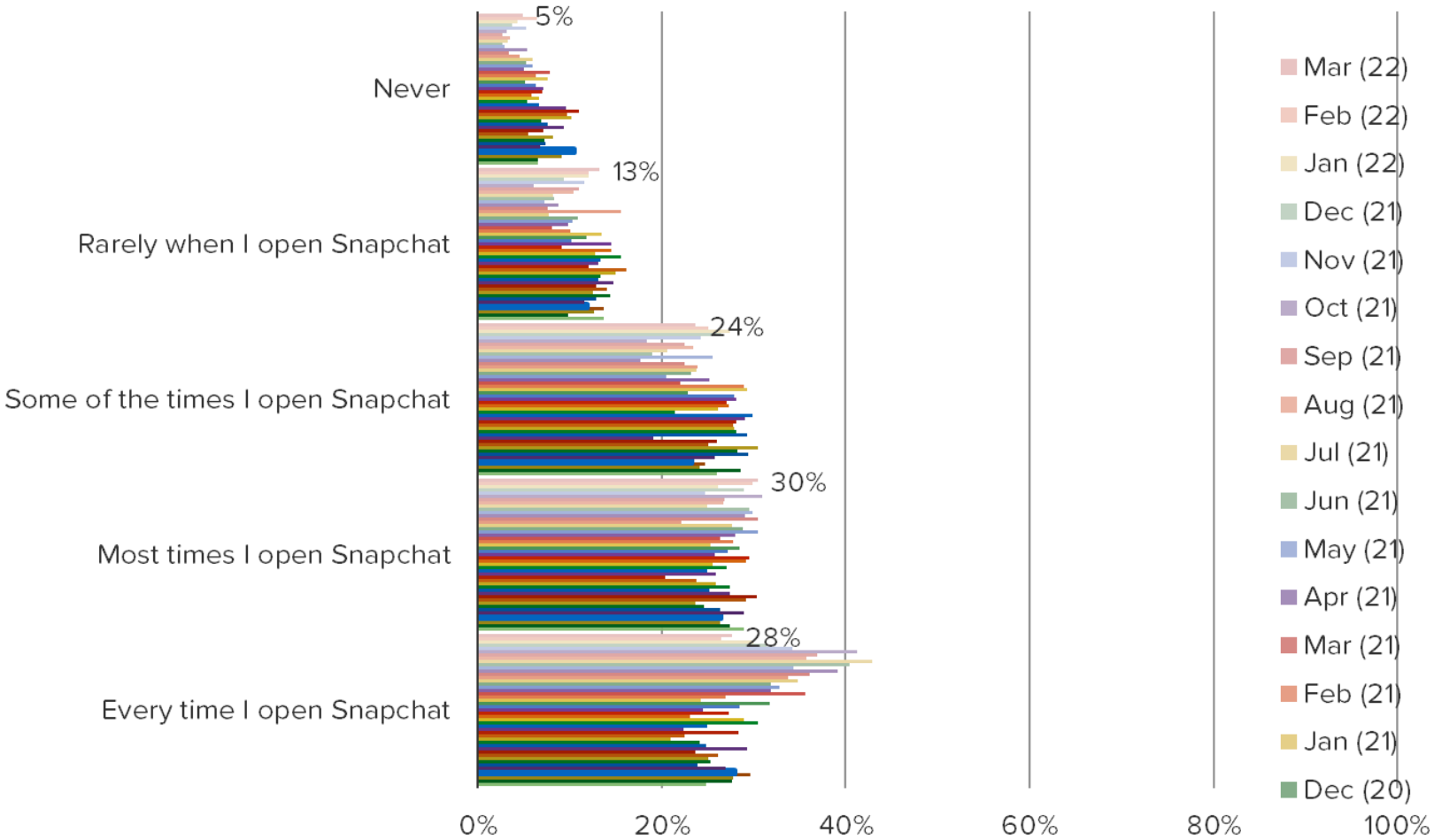
PLEASE ESTIMATE HOW YOU SPEND YOUR TIME ON SNAPCHAT.

Posed to Snapchat users.



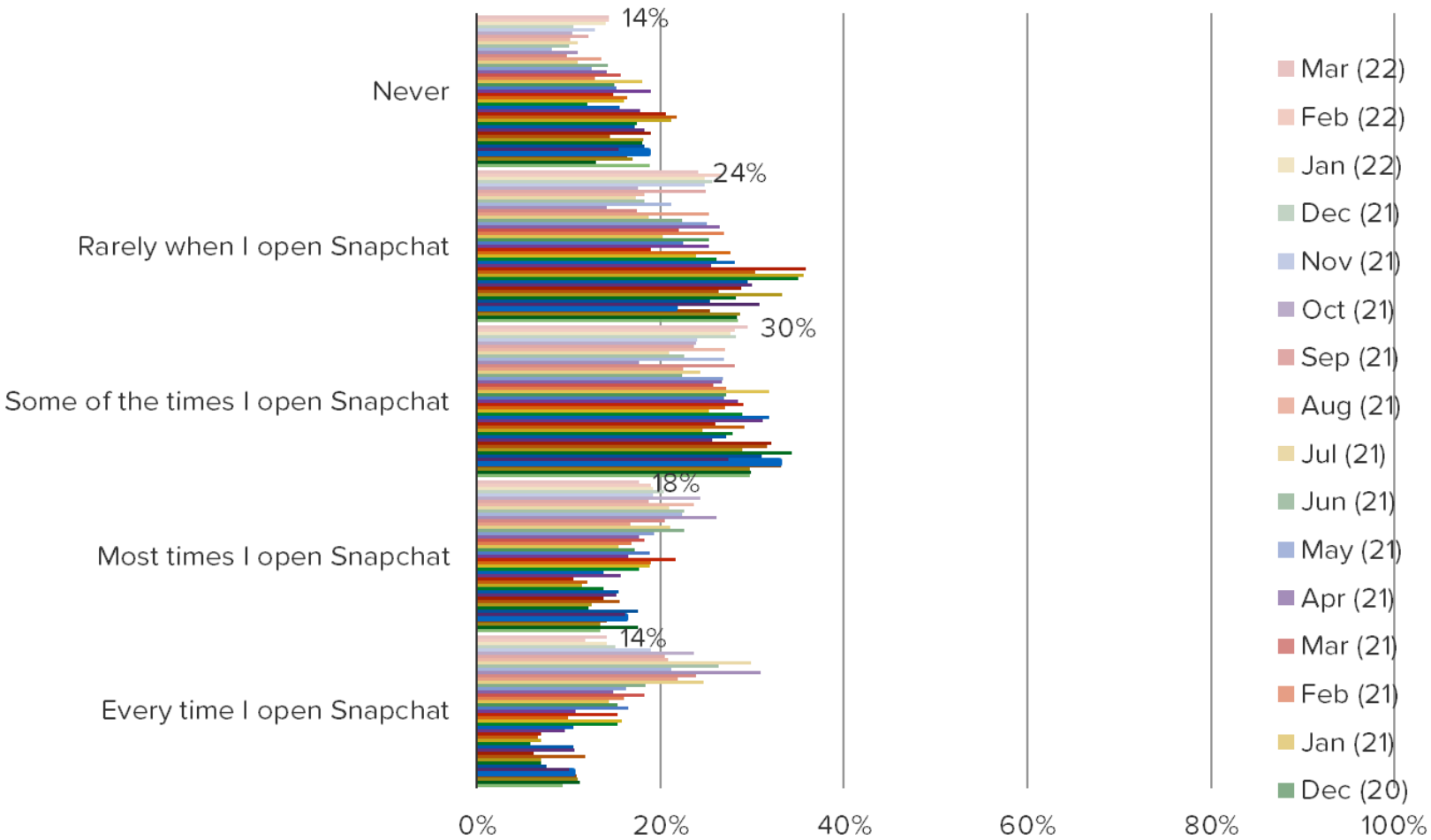
I VIEW SNAPCHAT STORIES:

Posed to Snapchat users.



I POST TO SNAPCHAT STORIES:

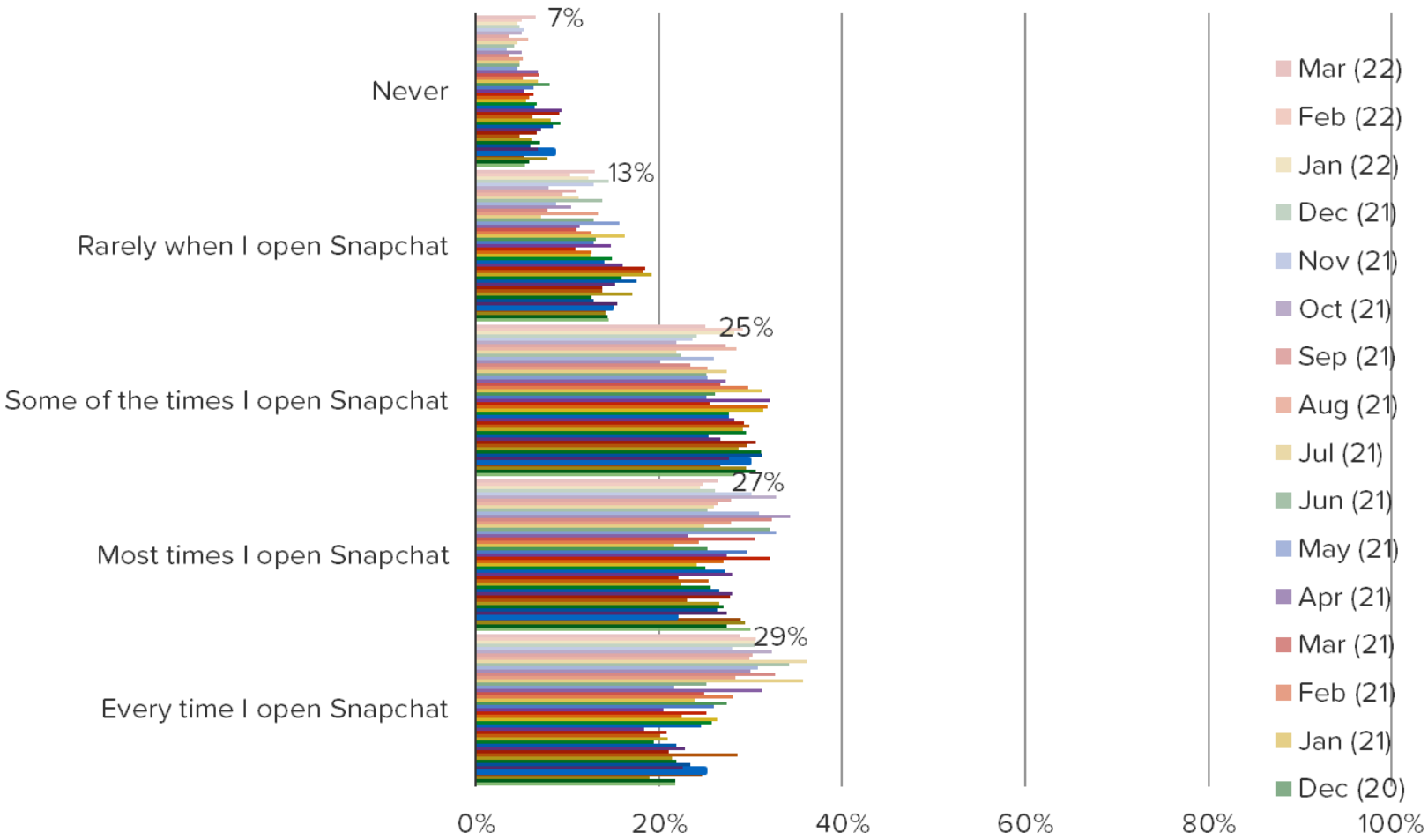
Posed to Snapchat users.





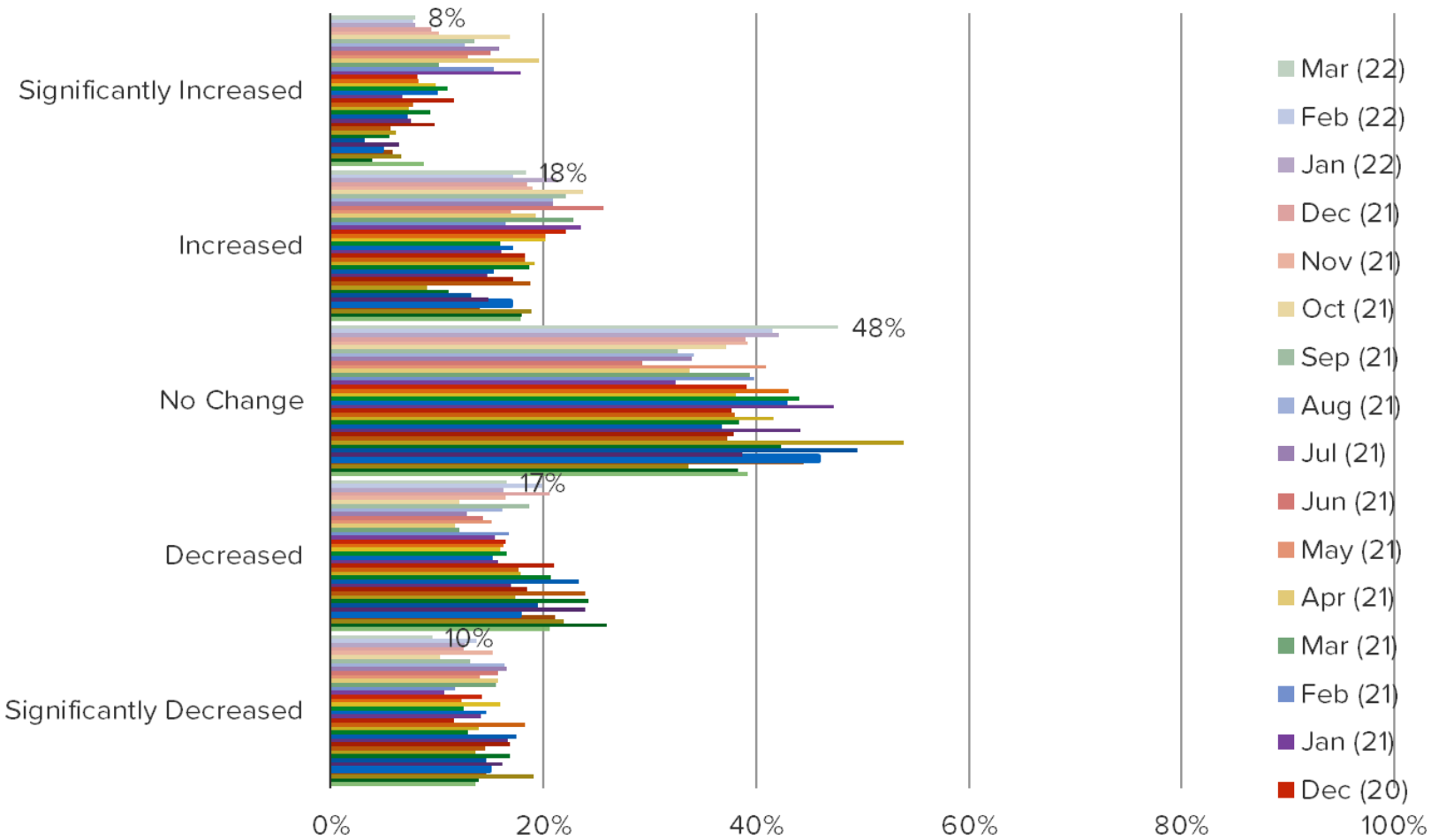
I SEND/RECEIVE SNAPS:

Posed to Snapchat users.



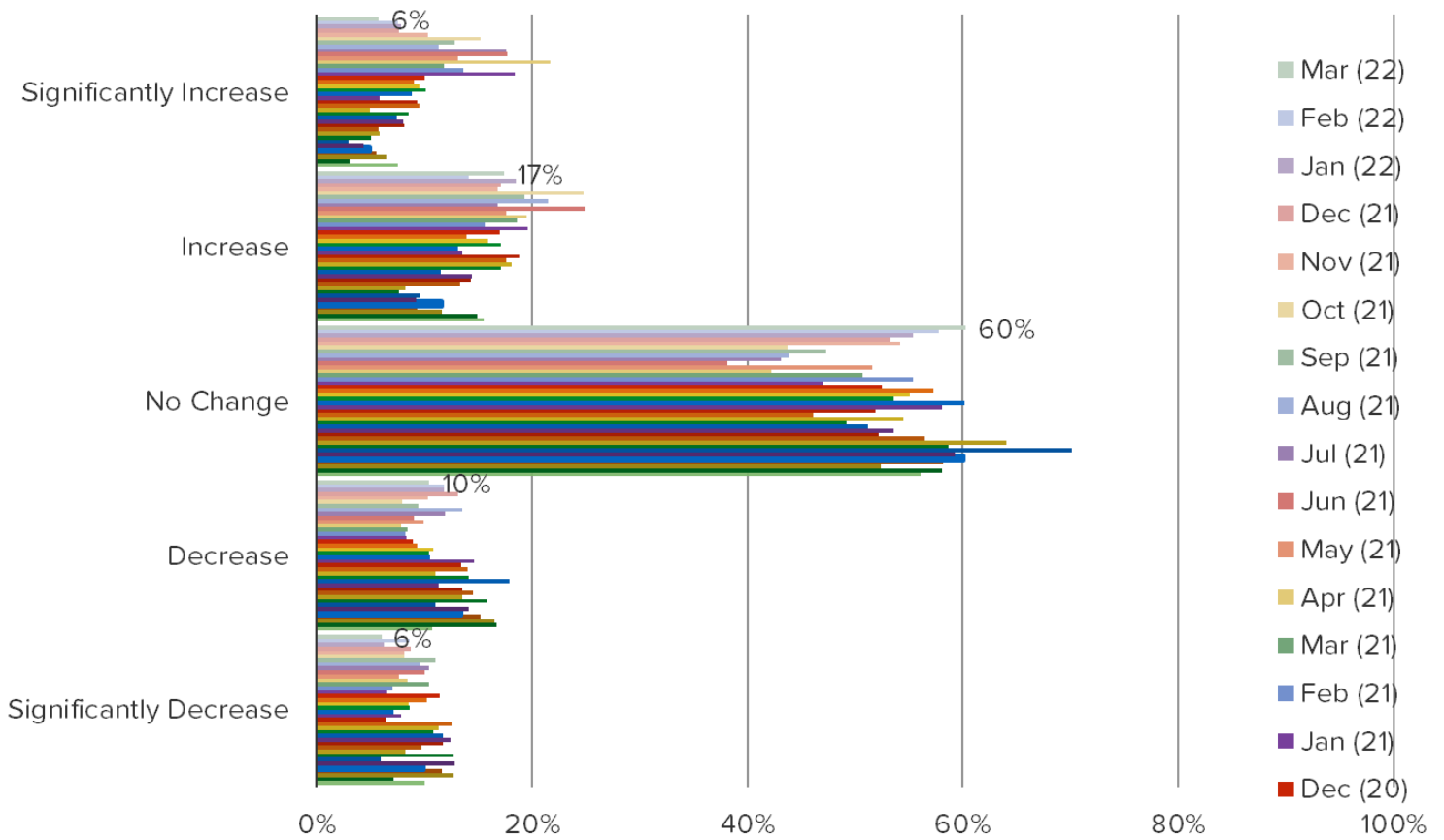
HAS THE AVERAGE TIME YOU CURRENTLY SPEND ON SNAPCHAT PER DAY INCREASED OR DECREASED COMPARED TO 6-12 MONTHS AGO?

Posed to Snapchat users.



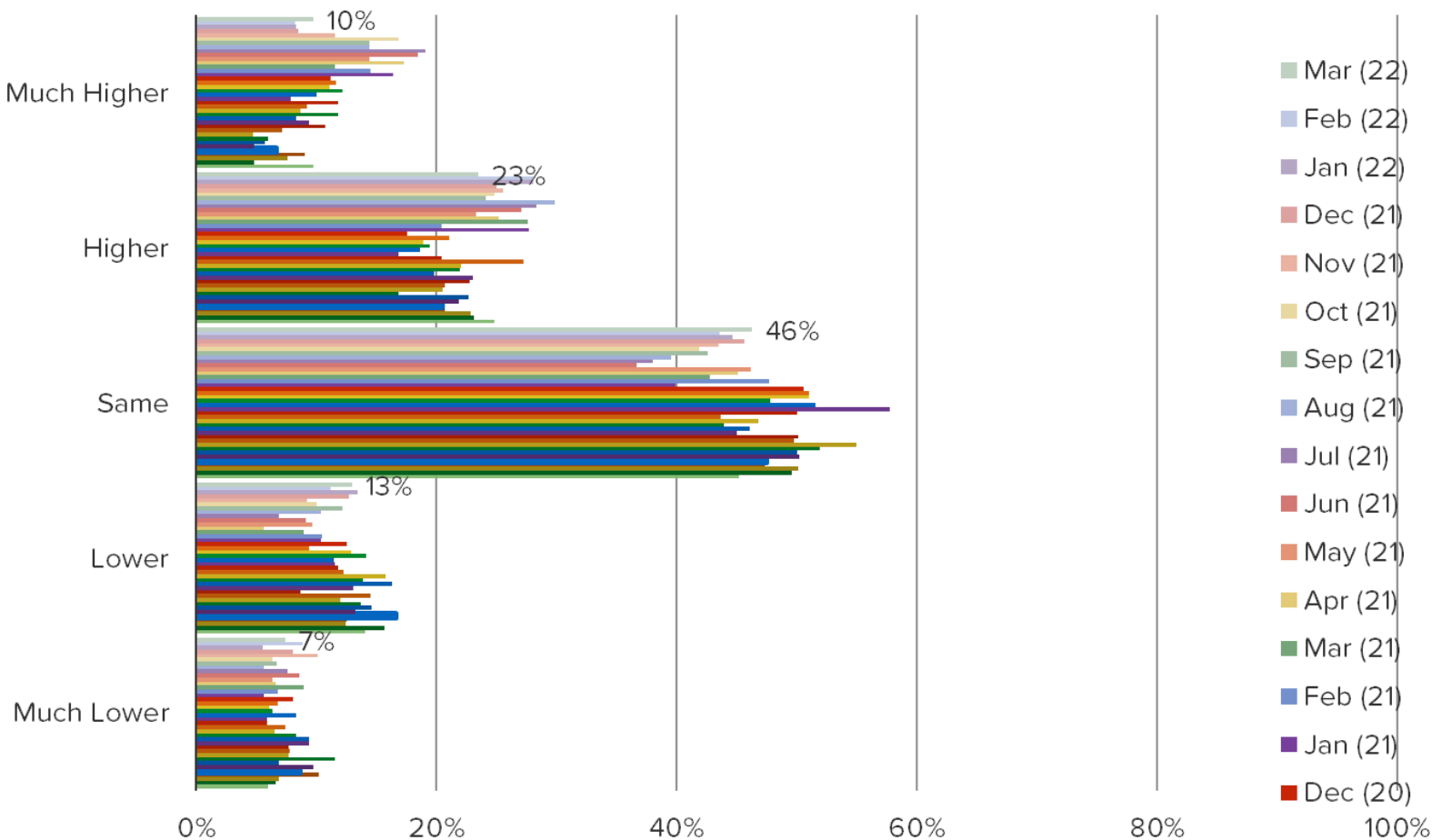
DO YOU EXPECT THE AVERAGE TIME YOU SPEND PER DAY ON SNAPCHAT PER DAY TO INCREASE OR DECREASE GOING FORWARD?

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.

