

BESPOKE SURVEYS

Social Media Consumers, Vol 36

1,000+ US Consumers, Balanced to Census



CHECK BREAKDOWN:

TREND CHECKS

Premium Social Media Tiers / Snapchat+

Of the platforms we track, Snapchat users are among the most likely to be interested in paying to get premium features. Just over a third of Snapchat users had heard of Snapchat+ when they took our survey this quarter. 19.4% said they would sign up with a 65/100 degree of certainty that they would follow through and do it. Of the features in Snapchat Plus, users view “Best Friends Forever”, “Rewatch Indicator” and “Custom App Icons” as the most interesting/compelling.

Elon Musk +/- Twitter

Consumers have a very split opinion on the possibility of Elon Musk owning Twitter (on balance, respondents lean slightly more negative than positive).

Social Commerce and AR + Shopping

Consumer opinions around buying products within their social media experience is roughly in-line with last quarter’s results (over time, the data has improved). For the most part, users of social media platforms have increasingly discovered products to buy while using social media platforms. Consumer interest in using AR to shop is modest at the moment. Snapchat users are more likely than the broader consumer audience to show interest in using AR to virtually try on clothes and shop online.

Metaverse

Consumer familiarity and interest in the metaverse is roughly unchanged since we started tracking the former and latter in January of 2022.

Privacy

Respondents are increasingly likely to have seen privacy opt-outs and remain very likely to opt out of tracking when prompted. Younger respondents and platforms that have a large share of younger respondents on them remain less likely to get opted out of privacy tracking compared to older respondents / platforms with a larger share of older respondents.

Instagram Reels

Instagram Reels feedback has improved sequentially (awareness, satisfaction, sentiment, and sentiment vs. TikTok).

Social Media Account Holders And
Engagement – A Consumer View

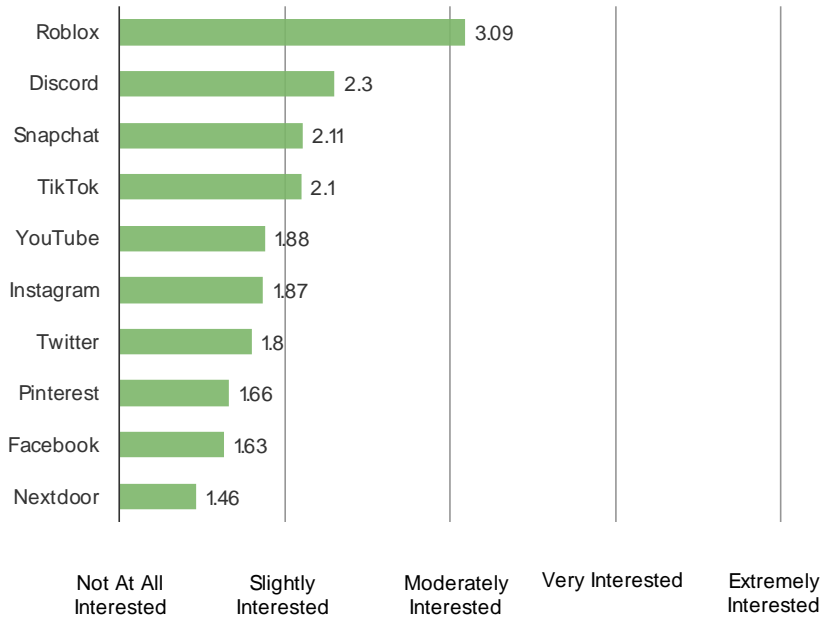
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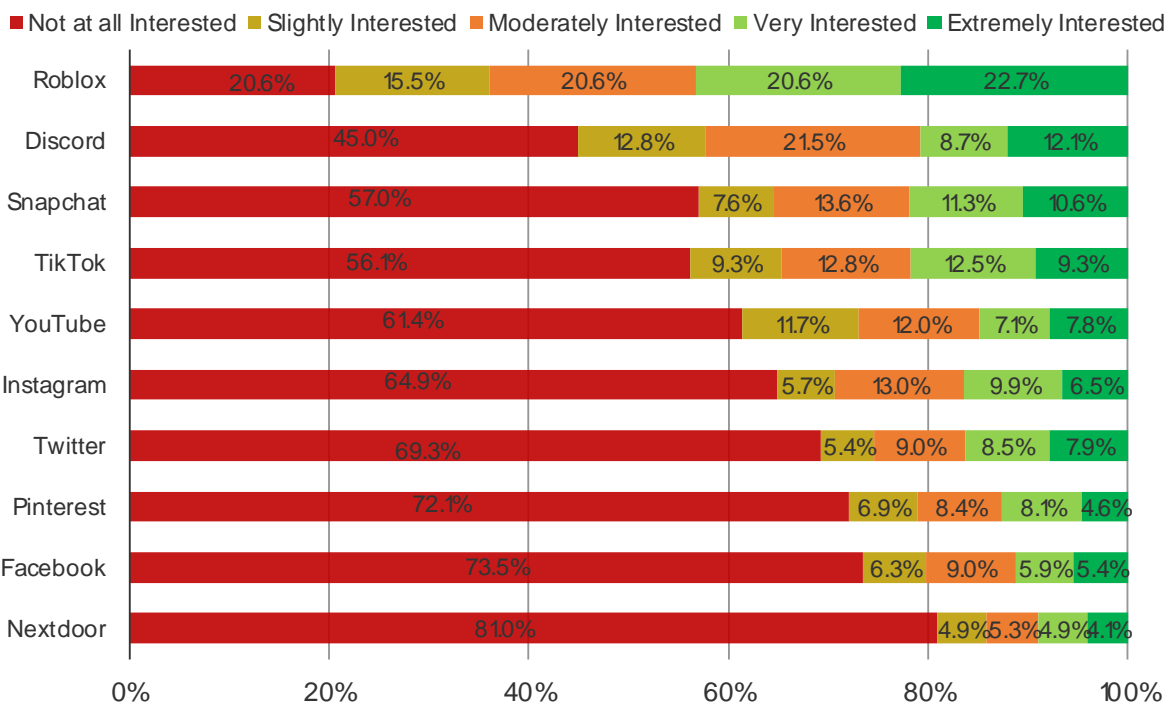
WILLINGNESS TO PAY FOR SOCIAL MEDIA EXPERIENCES / SNAPCHAT+ FEEDBACK

HOW MUCH INTEREST WOULD YOU HAVE IN PAYING TO GET PREMIUM FEATURES ON THE FOLLOWING?

This question was posed to all respondents who use each of the below.

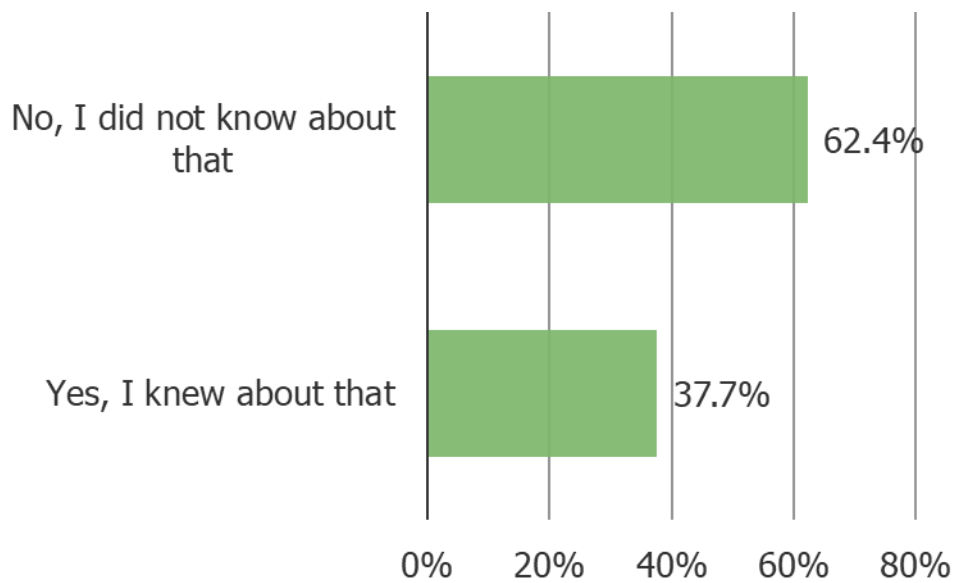


	N =
YouTube	847
Facebook	701
Instagram	476
Twitter	355
Pinterest	347
TikTok	335
Snapchat	265
Nextdoor	247
Discord	149
Roblox	97



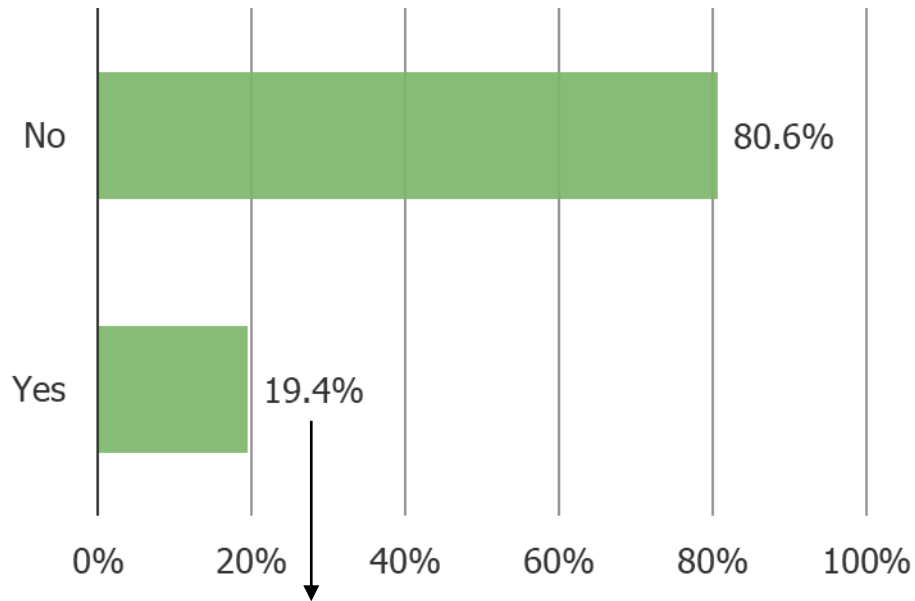
BEFORE TAKING THIS SURVEY, DID YOU KNOW THAT SNAPCHAT LAUNCHED A SUBSCRIPTION OFFERING CALLED SNAPCHAT+, CONTAINING NEW PREMIUM FEATURES FOR \$3.99 PER MONTH?

This question was posed to Snapchat users (N = 247).

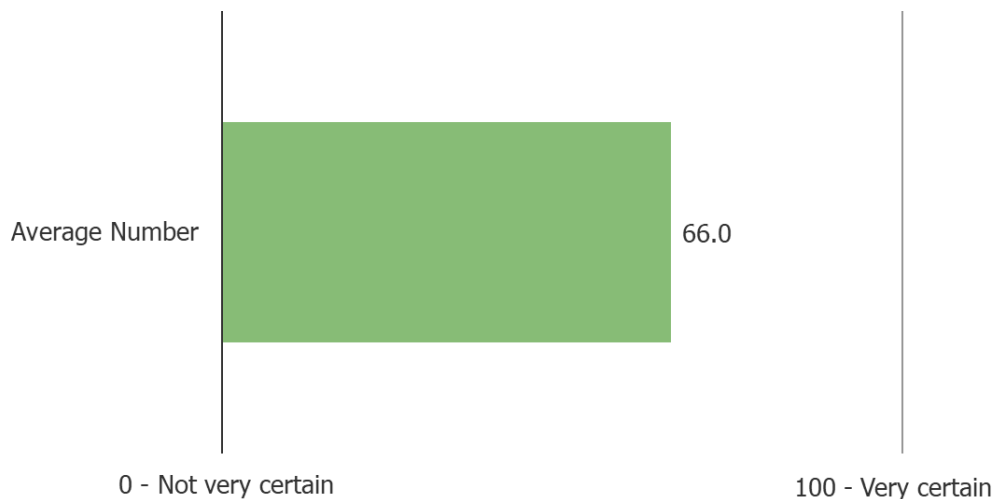
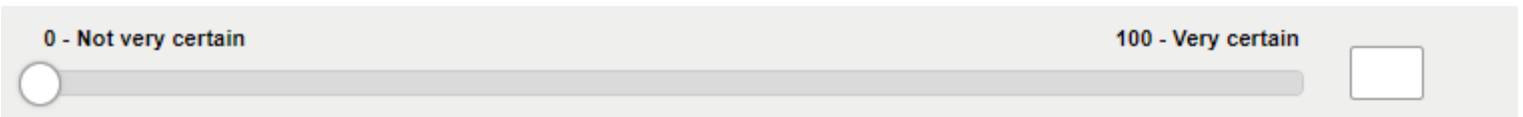


WILL YOU SUBSCRIBE TO SNAPCHAT+ SUBSCRIPTION AT THE CURRENT PRICE OF \$3.99 PER MONTH, WITHIN THE NEXT COUPLE MONTHS?

This question was posed to Snapchat users (N = 247).

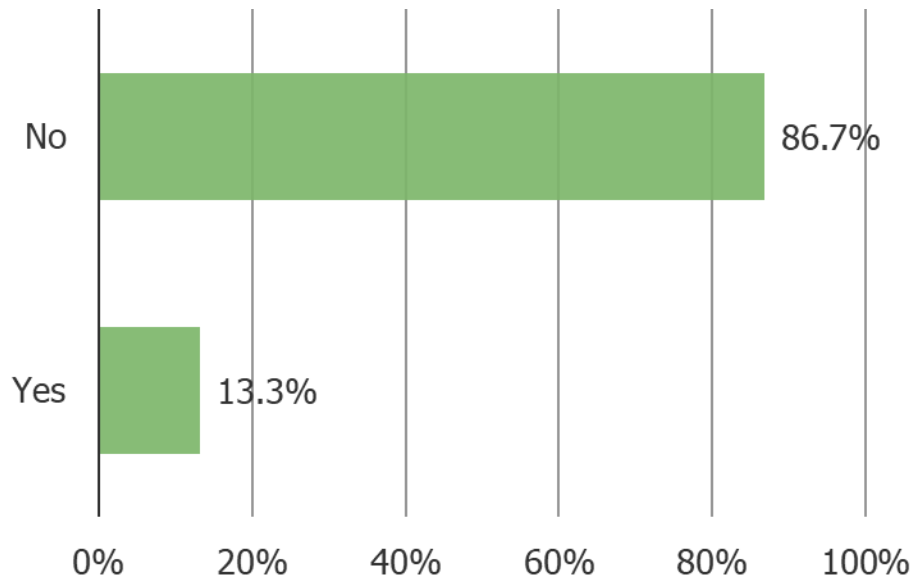


Posed to those who said yes, how certain are you that you will sign up? (N = 48)



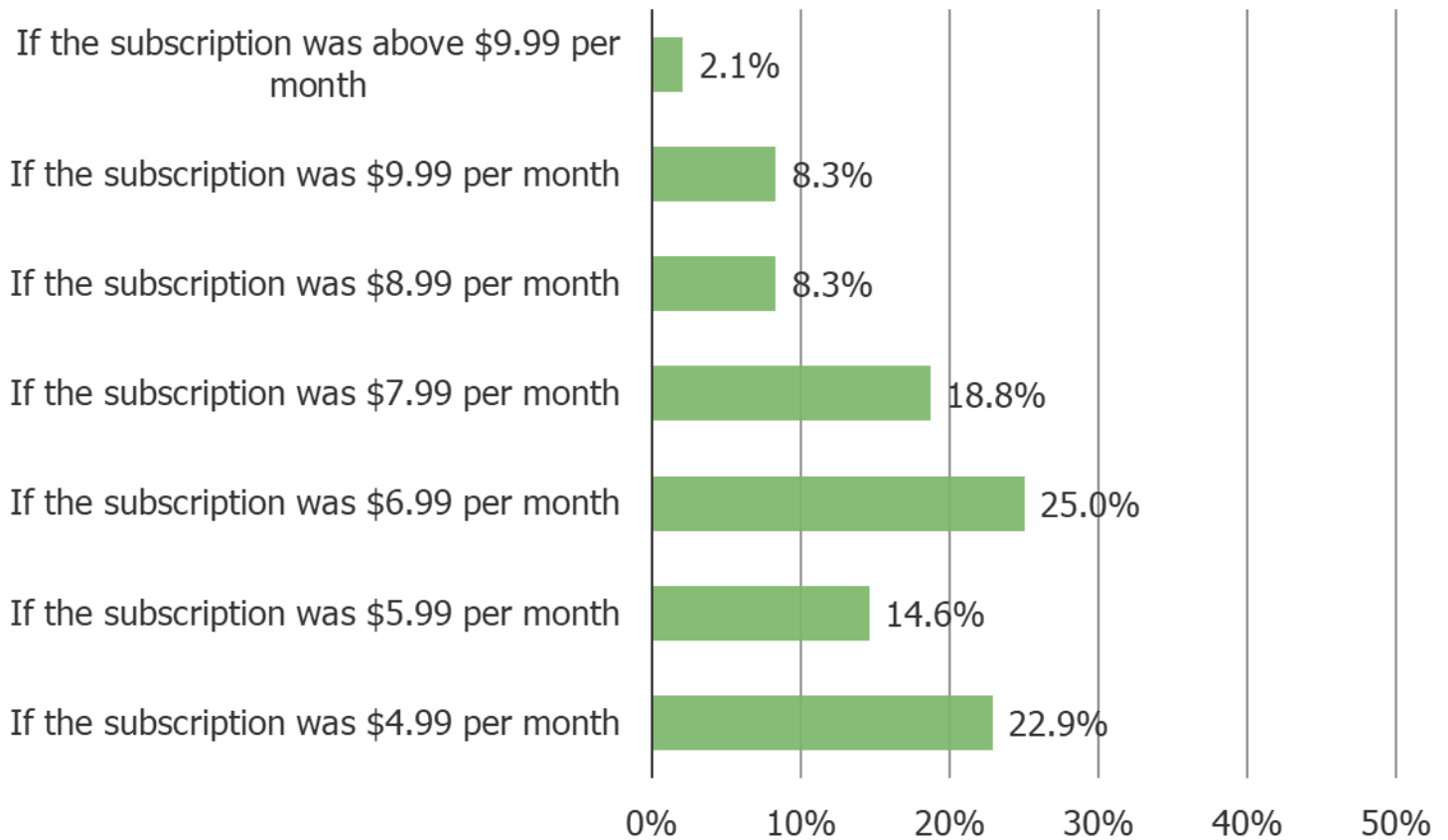
YOU MENTIONED THAT YOU WILL NOT SUBSCRIBE TO SNAPCHAT+ IN THE NEXT COUPLE MONTHS.
WOULD YOU EXPECT TO SUBSCRIBE AT SOMETIME IN THE FUTURE?

This question was posed to Snapchat users who said they would not sign up for Snapchat+ in the next couple months (N = 196).



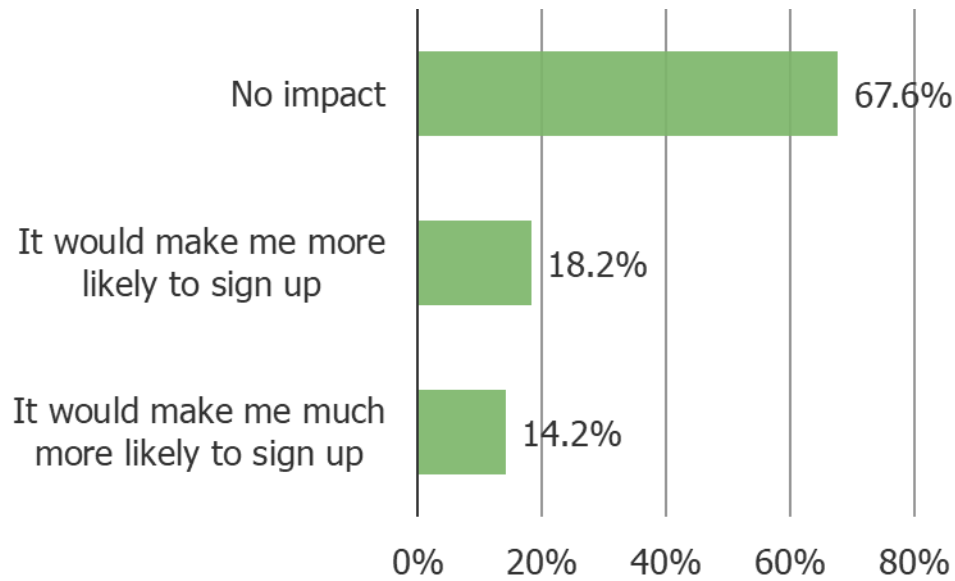
YOU MENTIONED THAT YOU ARE LIKELY TO SUBSCRIBE TO SNAPCHAT+ AT SOME POINT IN THE FUTURE. THE CURRENT PRICE IS \$3.99 PER MONTH, AT WHAT PRICE POINT WOULD YOU LOSE INTEREST AND CHOOSE NOT TO SIGN UP?

This question was posed to all respondents who are likely to subscribe to Snapchat+ in the future (N = 48).



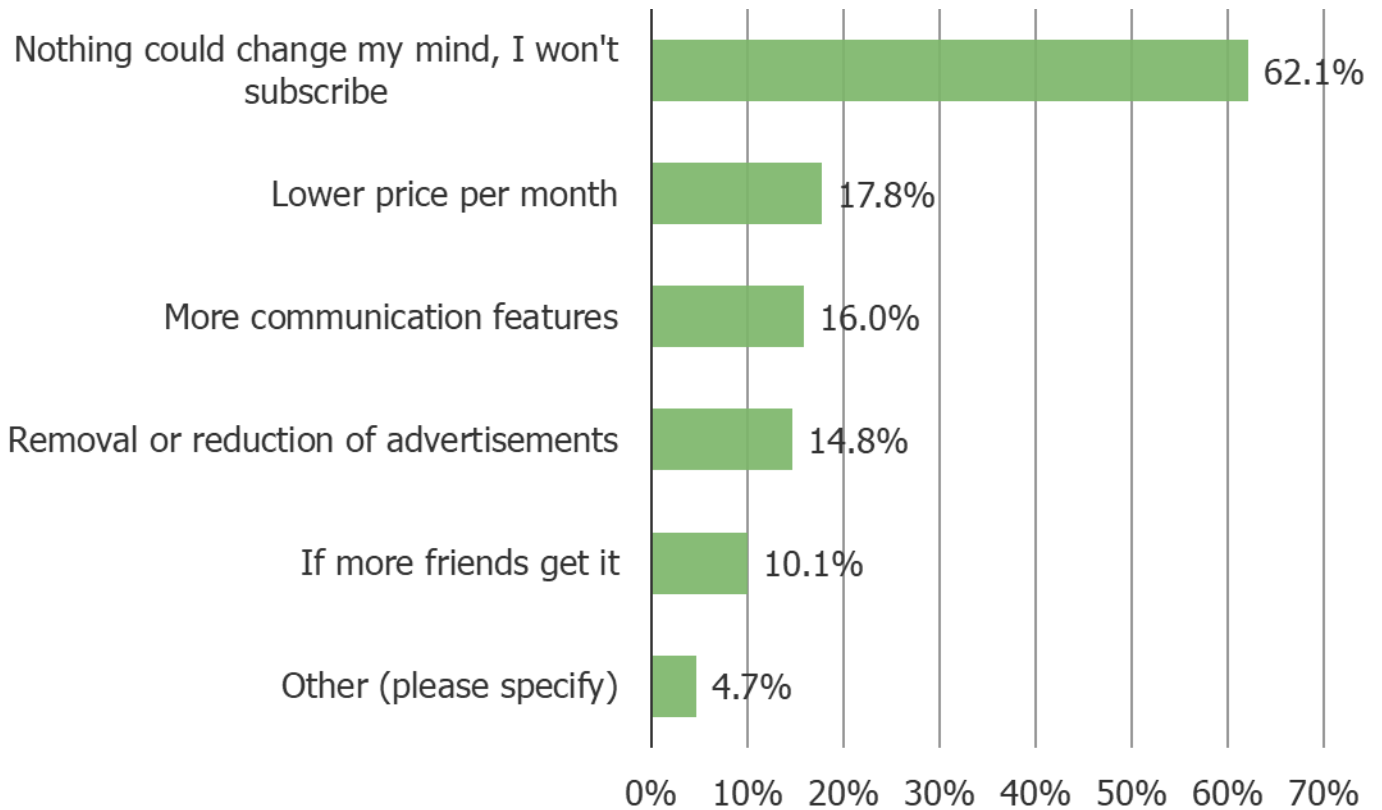
WOULD IT MAKE YOU MORE OR LESS LIKELY TO SUBSCRIBE TO SNAPCHAT+ IF YOUR FRIENDS SUBSCRIBE BEFORE YOU?

This question was posed to Snapchat users (N = 247).



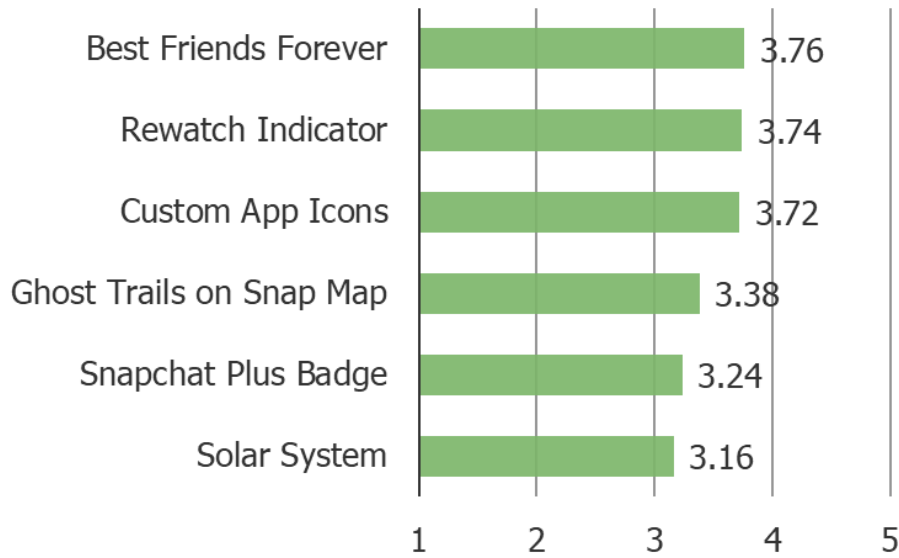
YOU MENTIONED THAT YOU DO NOT PLAN TO SUBSCRIBE TO SNAPCHAT+, WHAT FACTORS COULD CAUSE YOU TO CHANGE YOUR MIND AND SUBSCRIBE? (SELECT ALL THAT APPLY)

This question was posed to Snapchat users who do not plan to subscribe to Snapchat+.



PLEASE RANK WHICH FEATURES ABOVE ARE THE MOST INTERESTING/COMPELLING, WITH THE MOST INTERESTING/COMPELLING FEATURE AT THE TOP.

This question was posed to Snapchat users (N = 247). Respondents were shown below image.



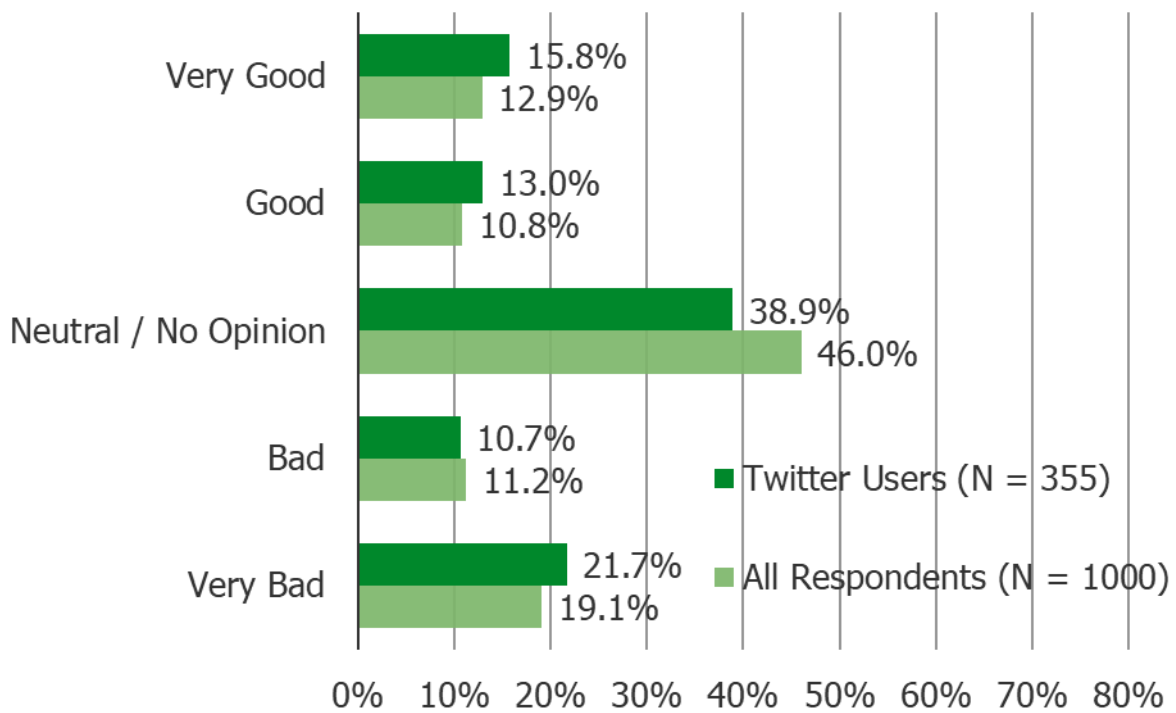
SNAPCHAT PLUS FEATURES

- **Rewatch Indicator** - shows how many people are rewatching Stories
- **Custom App Icons** - lets users customize their homescreen Snapchat App icon.
- **Snapchat Plus Badge** - a special star designation to show which Snapchatters are subscribers. This can be turned on and off and is off by default.
- **Best Friends Forever** - gives the ability to pin one friend as your number one best friend, and a new way to celebrate friendship on Snapchat.
- **Solar System** - a special badge on a Friendship Profile Shot.
- **Ghost Trails on Snap Map** - shows the general direction of travel for where friends have moved recently (if they have explicitly agreed to sharing their location). This is similar to the existing 'Map Moves' Snap Map feature which appears when a friend has recently traveled.

ELON MUSK + TWITTER

IN YOUR OPINION, WOULD IT BE GOOD OR BAD IF ELON MUSK OWNS TWITTER?

This question was posed to all respondents with filtered analysis of Twitter users.



RESPONDENTS WHO THINK IT WOULD BE BAD IF ELON MUSK BUYS TWITTER: WHY? FILL-IN

Respondents who said they think it would be bad if Elon Musk buys Twitter.

megalomaniac without any conscience

A**HOLE!!!!

Afraid of radicalization and hate postings

Because elon is trash

Because he is planning to remove safeguards re: what can be said - he'd allow hate speech. Plus, he's a Trump supporter, so that's a deal breaker for me.

Because he knows nothin about the business side of it

Because he will allow hate speech to flourish. This is why I don't use my Twitter account any more.

Because he won't make it political natural

Because security lacks due to content

Cause he is billionaire

Conflict of Interest

do not like him

Does He need to own anything else just because he can??

Don't trust him

Dont change what made Twitter, Twitter

Don't like him

Don't need another billionaire controlling a source of media

Don't need more billionaires manipulating social media for their personal benefit or amusement.

Elon is a corrupt right wing hack who fired employees for writing an angry letter. Freedom of speech b*tch!

Elon Musk does not need more power or investments

Elon Musk is a horrible person and Twitter is bad enough already.

Elon Musk is a racist guy and he is spoiled rich

elon musk sucks

Elon musk. Need I say more?

evil, cruel to animals sociopath

Extreme right could give deadly hate speeches with no consequences.

for the allowing of hate speech and lose of any fact checking

He cray

He doesn't understand how speech works on social media

he fucking sucks

He has different values.

He has no grasp on reality and acts like rules don't apply

He holds control in his hands.. and not in a good way

He is a fascist.

He is a horrible person

RESPONDENTS WHO THINK IT WOULD BE BAD IF ELON MUSK BUYS TWITTER: WHY? FILL-IN

Respondents who said they think it would be bad if Elon Musk buys Twitter.

He is a piece of shit

He is a raging egomaniac, and cannot see that he causes far more harm and Han good with his actions.

He is awful

He is full of himself.

He is gonna make it personal

He is not a good person

He is nuts.

He is nutty, wants no rules

He is out of touch

he is right wing reactionary and enabler, brilliant engineer but wrong on social issues, he would be a disaster in many ways

he is too political

He is too political

He is too Right Wing

He isn't a good person so I don't think anything good will come of him owning the company.

He isn't going to do anything positive with it.

he likes to lie and cause chaos

He makes Trump look sane

He notes being a totally open platform; I feel that there need to be some limits on media publication based on danger to others, false informaion, incitement of violence, illegal activities, etc.

He owns enough companies

He owns too much already.

He promotes propaganda

He seems to want it for selfish reasons; he is out of touch

He should not be deciding who can use it.

He tortures monkeys for some stupid so called useless invention

He wants to make it into this weird hate-speech mosh pit in the name of "JUSTIFY YOUR RIGHT TO EXIST OR PERISH," which is not how any public space actually works, unless you count the Colluseum back in the day. That's not what a social media platform is. People need to be held to certain standards of behavior in public, and Twitter is public.

He will allow dangerous rhetoric and misinformation to take hold

he will let trump back in

He will not ban hate speech, disinformation, or people like Donald Trump

He will use it to market his interests.

He would bring dangerous people unto the platform and let them voice hate speech or fake news.

he would have to much power

Would allow racist, far right disinformation, etc.

RESPONDENTS WHO THINK IT WOULD BE BAD IF ELON MUSK BUYS TWITTER: WHY? FILL-IN

Respondents who said they think it would be bad if Elon Musk buys Twitter.

He would inject too much of his biases into Twitter

He would let Trump back on

He would let Trump use it

He would micromanage everything and ruin the site

He would then have more control of communications.

He'd give Trump a platform

He's a demagogue with authoritarian leanings that are destructive to democracy.

He's a piece of sh*t

He's an egotistical idiot

He's bad sex offender material

He's becoming dangerous

He's f*cking d*ck. That's why.

He's incapable of being neutral. Twitter can influence good and bad, and needs regulation based on safety not whims

He's peculiar and don't trust his judgement

He's unstable and not the business man he thinks he is.

He'll let Trump back on.

He's a billionaire and there's no such thing as an unethical billionaire.

He's a crazy right-winger and he will give other crazy right-wingers their platform back

He's a fascist

He's a frikkin' lunatic

He's a greedy asshole.

He's a loose cannon and will only make a terrible platform much worse. He'll put the big Orange back on there and the world will have to put up with his nonsense again.

He's a malignant narcissist

He's a narcissistic billionaire.

He's a self-important jerk

He's a self-centered rich guy; I don't use it anyway and now I definitely won't

He's already too influential - and he's sorta nuts

He's an arrogant douchebag

He's an arrogant idiot

He's an elitist and would drag Twitter into all kinds of worthless points

He's an evil Bond villain

He's an idiot who doesn't know what he's doing.

He's an idiot.

He's doing it for attention and he's not a good CEO/owner

Yet another entitled loser billionaire. Lame.

RESPONDENTS WHO THINK IT WOULD BE BAD IF ELON MUSK BUYS TWITTER: WHY? FILL-IN

Respondents who said they think it would be bad if Elon Musk buys Twitter.

He's evil

He's knows nothing about running a social media website. And he's a shit.

He's too powerful as it is

He's unstable

His interpretation of free speech is more dangerous than useful

His opinion will drive the format

His reasoning and approach to everything outside of his businesses is questionable in terms of understanding American law precedent, effects on mob mentality, and the structure of media platforms. He's flighty and has not proven himself to be redeemable for his business successes at the expense of employees and those that thoughtlessly adhere to his whims.

His view of "free speech" is far beyond what I believe is acceptable for public spaces. He would allow even more bigotry and prejudice to thrive on Twitter if he owned it. There is enough as it is and it needs to be stopped, not encouraged.

His view on freedom of speech is dangerous

I don't believe the means of communication should be owned by people who stand to benefit financially from swaying public opinion. News and social media should be highly regulated so one person can't decide what is seen or heard for their own benefit.

I don't think he knows what he is doing!!

I don't trust him.

I don't know

I don't like Elon musk or Twitter

I dont trust him and dont like his views

I don't trust that he won't abuse his power

I feel he would not monitor for false information

i feel like hes not mature

I think even more toxic/bad messages would ensue

I think he would make it worse.

i think he would promote hate

I think there would be an influx of irresponsible reporting or to coin the stupid incorrectly used Trump term 'fake news' that would lean in favor to Musk-endorsed politics

I've been affected by his business sensibility personally. He sucks at decisions regarding science, responsibility, or that require humility.

I've heard he's not a great guy

ldk

It is a rich man silencing a platform that he disagrees with by using money

It's already a cesspool of hate speech, he would make that worse

RESPONDENTS WHO THINK IT WOULD BE BAD IF ELON MUSK BUYS TWITTER: WHY? FILL-IN

Respondents who said they think it would be bad if Elon Musk buys Twitter.

It's negative energy
Just another rich person controlling the media
Man is a sexist racist.
Manipulation of content to promote personal ideologies
Monopoly, social control
Musk is spreading misinformation, and would allow other people to abuse the Twitter TOS.
need to focus on Tesla
No reason
Not a good person
Not sure of his politics
nutcase
Oligarch with narcissistic psychopathology
Opinions he has expressed toward how Twitter would be run.
rightest, Trump supporter, dangerous to democracy
Social media companies should not be politicized - even thought they all are with or without Mr. Musk.
Social media sites should be politically neutral but manage content. I don't believe Elon Musk would be neutral as an investor nor properly manage/control content.
The free speech he is encouraging is hateful. He says he likes it unless it is against him or his company.
Hypocrite!
The guy's a bloviating nitwit.
The last think Twitter needs is another crazy person at the helm.
Too controlling!
Too much power for one individual.
Too much power in one person's hands. This is dangerous. And, he doesn't treat his employees well. He's bad news.
too much power in the hands of crazy men
Trump might be allowed back on
Trump not yet in prison.
Trump supporter
Twitter is often used as a way to get information out, and often that information is completely false and/or misleading. I think some controls over information are a good idea, and Elon believes in complete, uncensored information, even if it's a complete lie and designed to be misleading
Wants to let everything be posted- no oversight, no restrictions.
Why does he need to own it
why would it be
Worried about what he would allow users to do.

RESPONDENTS WHO THINK IT WOULD BE GOOD IF ELON MUSK BUYS TWITTER: WHY? FILL-IN

Respondents who said they think it would be good if Elon Musk buys Twitter.

Ambitious men

At least he's an unpredictable troll who will shake things up. But I fear he'd just make it even more of a centrist or corporate stooge haven than it already is.

Bc I like what he's trying to do

because elon likes people and cares

Because even as a progressive Green Party member as a third party member I see how mainstream social media companies bans people who don't back mainstream democratic candidates

because he Doesn't Censo conservatives or Anti-Vaccine Post's.

Because he has good ideas

Because he's awesome

Because he's not a fascist.

Because he's a freedom of speech guy

Because he's smart

Because is a best business men

Because it is nice.

Because Twitter is irresponsible and leans to the left too much. They should be fair across the board or have no direct influence.

Better control without conservative censorship

Better Manager than what they have now

Better opportunity for uncensored freedom of speech

better run

Brilliant man

Brings balance to claims of bias

Cause I hate it

Cause its Elon Musk

Comm opened to ALL both pos & neg makes USA ++

Currently discriminates against concervative ideas

Defend freedom of speech

Don't know enough about twitter

Don't use Twitter so I don't knkw much about his posts

Down with Dorsey.

Drive liberals crazy!

Elon Musk believes in free speech limited only by the law.

Expose the corruption

Free speech

Free Speech

RESPONDENTS WHO THINK IT WOULD BE GOOD IF ELON MUSK BUYS TWITTER: WHY? FILL-IN

Respondents who said they think it would be good if Elon Musk buys Twitter.

Freedom

Freedom of speech

Freedom of Speech

Freedom of Speech

Freedom of speech

Freedom of speech is important, regardless of whether or not people agree, think it's right, etc.

Freedom of speech!

Get rid of the bias to the other half of the country

Great

He a cool guy about business

He a genius

he believes in free speach, those trying to stop him dont

He believes in free speech for liberal and conservative points of view. I don't like how Facebook and Twitter kick off users, such as President Trump, who have conservative points of view.

He could possibly make it better without any drawback

He has a lot of ability.

He has enough money to buy it and shut it off. The communists running it now are trying to destroy the country by blocking truth and only allowing communist propaganda

He has good business sense.

He is a good business man

He is a good businessman

He is a very intelligent individual while also having common sense.

He is against censorship policies

He is interested in free speech, unlike most of the social media sites.

He is more level headed and less politically bias like the former owner was.

He is the best at what he is doing lately

he is very able.

He knows good things

He likes free speech.

He seems down to earth

He seems like he wants to be helpful

He seems like he's innovative

he seems to be aiming to the future

he seems to be neutral and get it out of liberals hands

he should buy it

He should fire those kids who think they are smarter then manahgment.

RESPONDENTS WHO THINK IT WOULD BE GOOD IF ELON MUSK BUYS TWITTER: WHY? FILL-IN

Respondents who said they think it would be good if Elon Musk buys Twitter.

He wants to let all opinions be heard, unlike the current biased owners.

He will end this woke nonsense

He will unban certain people and it will be more open for differing opinions.

He's a smart guy

He's honest.

He's smart

He'll change it for the good of the company & patrons

He's a good guy

He's a smart guy, and he could probably turn the company around from being a company that blatantly discriminates conservatives and republicans (and anyone who isn't woke or liberal) to a company that accepts everyone. It would be great if he were to take over and own Twitter. The people that work there need a dose of reality, and they need to start living in the real world.

He's a staunch defender of free speech and is incredibly successful with most of his business ventures.

He's awesome because he donated money to help Ukraine.

He's for free speech, which we are allowed in the united states

Hopeful he will stop the extreme liberal bias and fake news accounts

Hopefully, he'll shut the damned site down.

I believe Elon musk would change twitter for the best.

I believe he would allow people free of speech

I believe in free speech, and I hope he's telling the truth that he does too.

I dint like it

I don't agree with many of the opinions and actions of the current leadership at Twitter

I don't think anyone should be excluded. Seems very phobic. Glad to hear he would make it more diverse.

I like Elon musk

I like him and his honesty, he doesnt beat around the bush with a bunch of BS

I like him and his values

I like his ideas

I like it

I like the idea of Twitter being an open platform with no censorship

I like Twitter it has a lot of information

I respect him as a person and entrepreneur and I believe he would make good decisions for the company and allow true freedom of speech and hopefully would actually police those that abuse the platform by faking identity and being verbally aggressive rightly

I think easy to use

I think he can manage it fine and he seems like a fun person like he can go with the flow of whatever is going on

RESPONDENTS WHO THINK IT WOULD BE GOOD IF ELON MUSK BUYS TWITTER: WHY? FILL-IN

Respondents who said they think it would be good if Elon Musk buys Twitter.

I think he is intelligent and in touch.
I think it will be good that they have a new CEO like Elon
Innovation
It can't be worse then it is now
it is a his money-- if he can, he can buy what he wants--but he should give some to me!!! LOL
It is great.
It might be less of a cesspool/misleading/bot driven
It will be more fair. I don't trust Twitter now, at all.
it would then be honest and not skewed
Its great n fine
knows how to grow and manage a business. courts and lawsuits will handle any free speech issues that may
arise. social media as an industry is long overdue of oversight and regulation and Musk at the helm will just
help bring about changes. I say give the guy a shot, he's certainly smart and innovative enough to come up
with some improvements that others may not ever think of. Change involves risk and he may be just the guy
to do it.
Less bots and more free speech.
Less censorship
Less or no censorship
Love Elon musk
Love it
Make free speech available, again
make it more balanced and not just a liberal tool
Make it open and stop banning people with different opinions
Maverick, and time for a change.
May make it better and keep it relevant
maybe conservatives will get to share their opinions without being blocked
Maybe it won't be sp bias tpwatd liberal things
Maybe Twitter will stop suppressing free speech.
More aligned with my thoughts.
More honest
More open, honest platform with less censorship. I might even open account.
Move twitter in different direction.
Musk sees himself as a free speech maximalist
Needs an audit of bot accounts. It's getting bad
Needs his engineering expertise
No more censorship

RESPONDENTS WHO THINK IT WOULD BE GOOD IF ELON MUSK BUYS TWITTER: WHY? FILL-IN

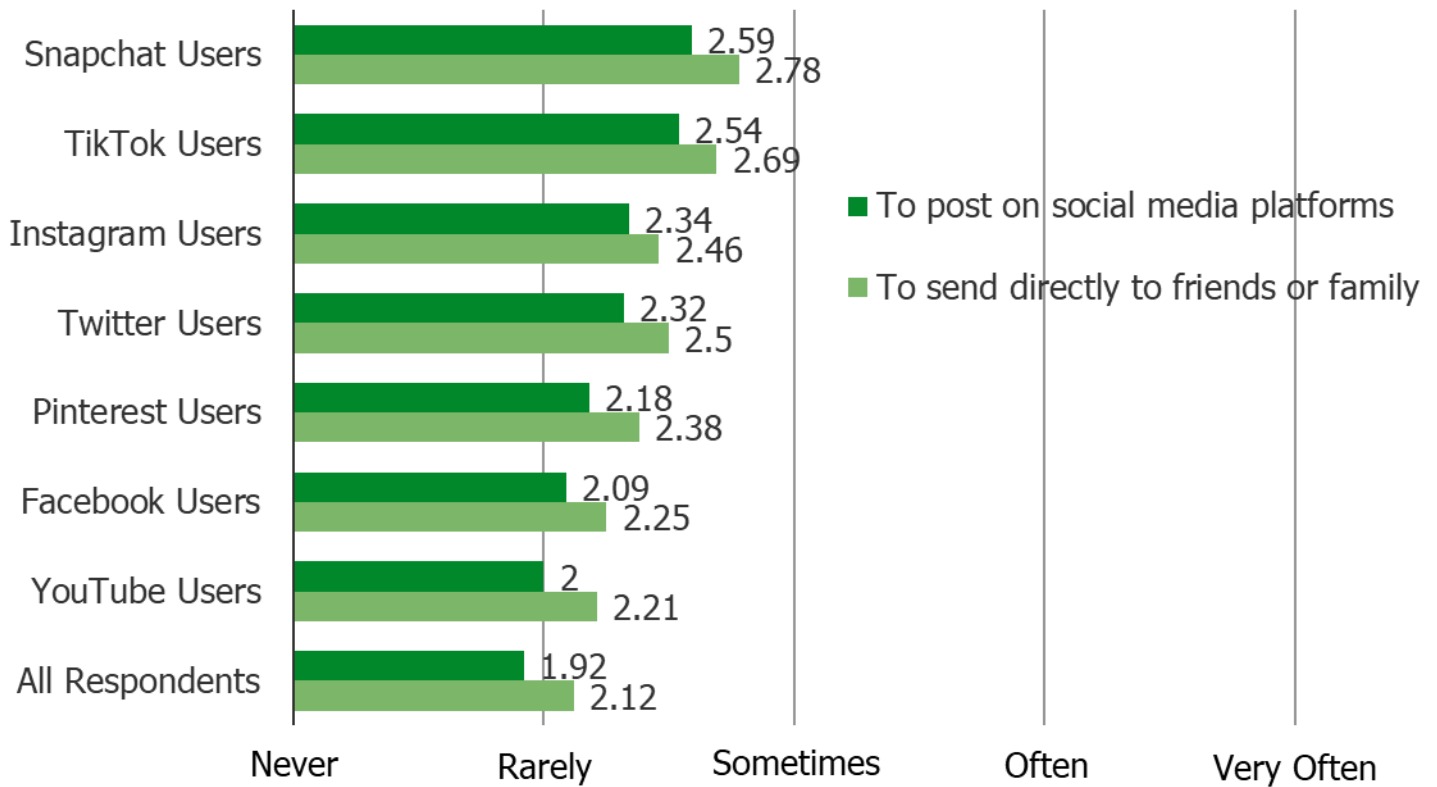
Respondents who said they think it would be good if Elon Musk buys Twitter.

Open and fair discussion without bots
open real media
Privatization
Respect him
Restore free speech
Seems like he would run it better than it is run now
Shake things up
Smart man and believes in freedom of speech
stop the biased sensorship
That place is rotten and I will never sign up, but if Elon Musk did I'd sign up for it.
Thats more money for him to make very smart idea
The forum will become more friendly to free speech
They got to political
To upset the liberal world order.
Too much liberal bias in all social media
Twitter has devolved. It needs a new direction
Twitter is a liberal run censor machine blocking any conservative posts.....
Twitter is against free speech and Elon is not
twitter is not a 1st ammendent platform
Twitter is too paranoid of different opinions
Very successful in his endeavors
Want to Change
We need some social media forums which are not censored if you are conservaitve.
what could go wrong

CREATING AND SHARING VIDEO ON SOCIAL MEDIA

HOW OFTEN DO YOU CREATE VIDEOS TO SHARE WITH FRIENDS OR FAMILY?

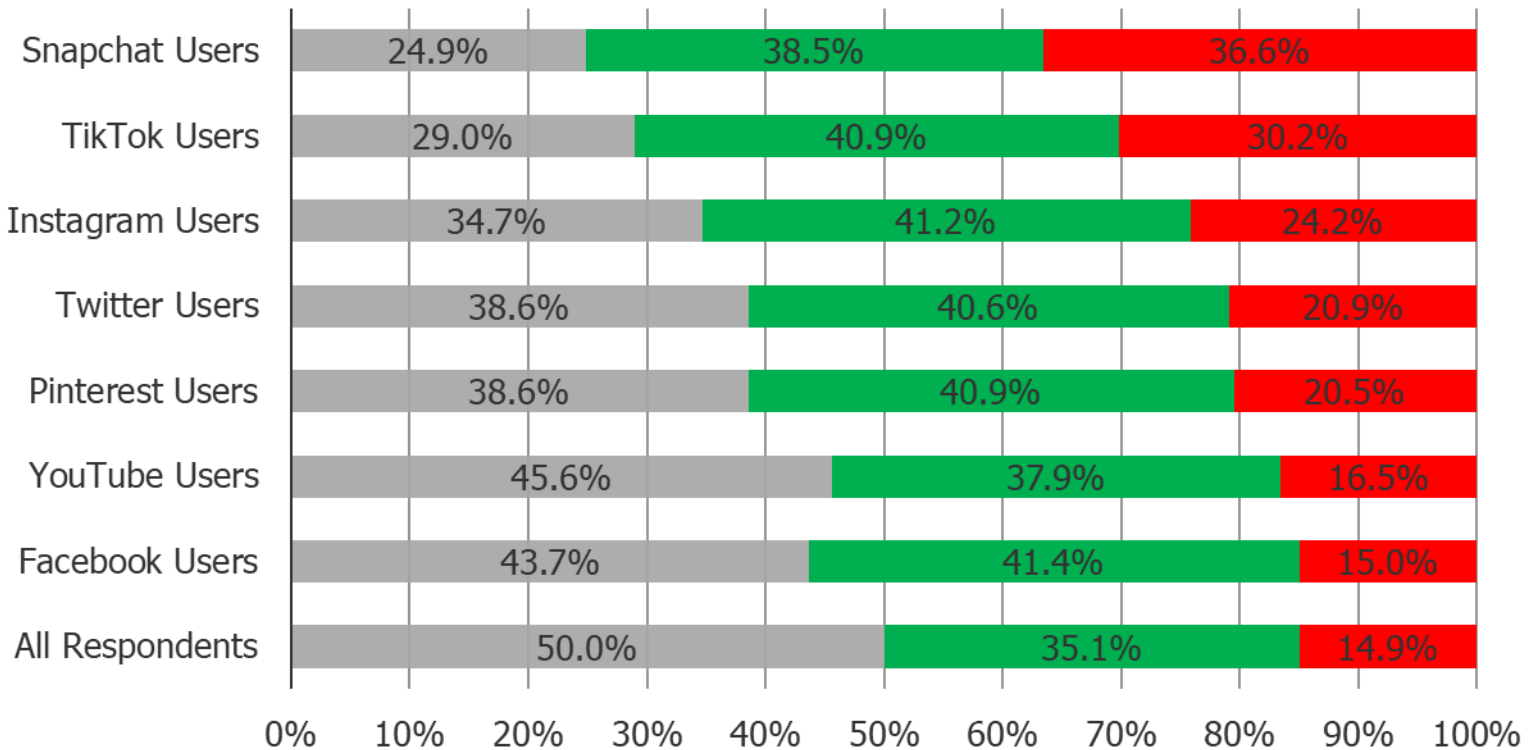
This question was posed to all respondents with cross-tabs showing how often users of each platform typically create videos to share (overall, not specifically on that platform).



WHEN YOU CREATE VIDEOS TO UPLOAD TO SOCIAL MEDIA, WHICH DO YOU PREFER:

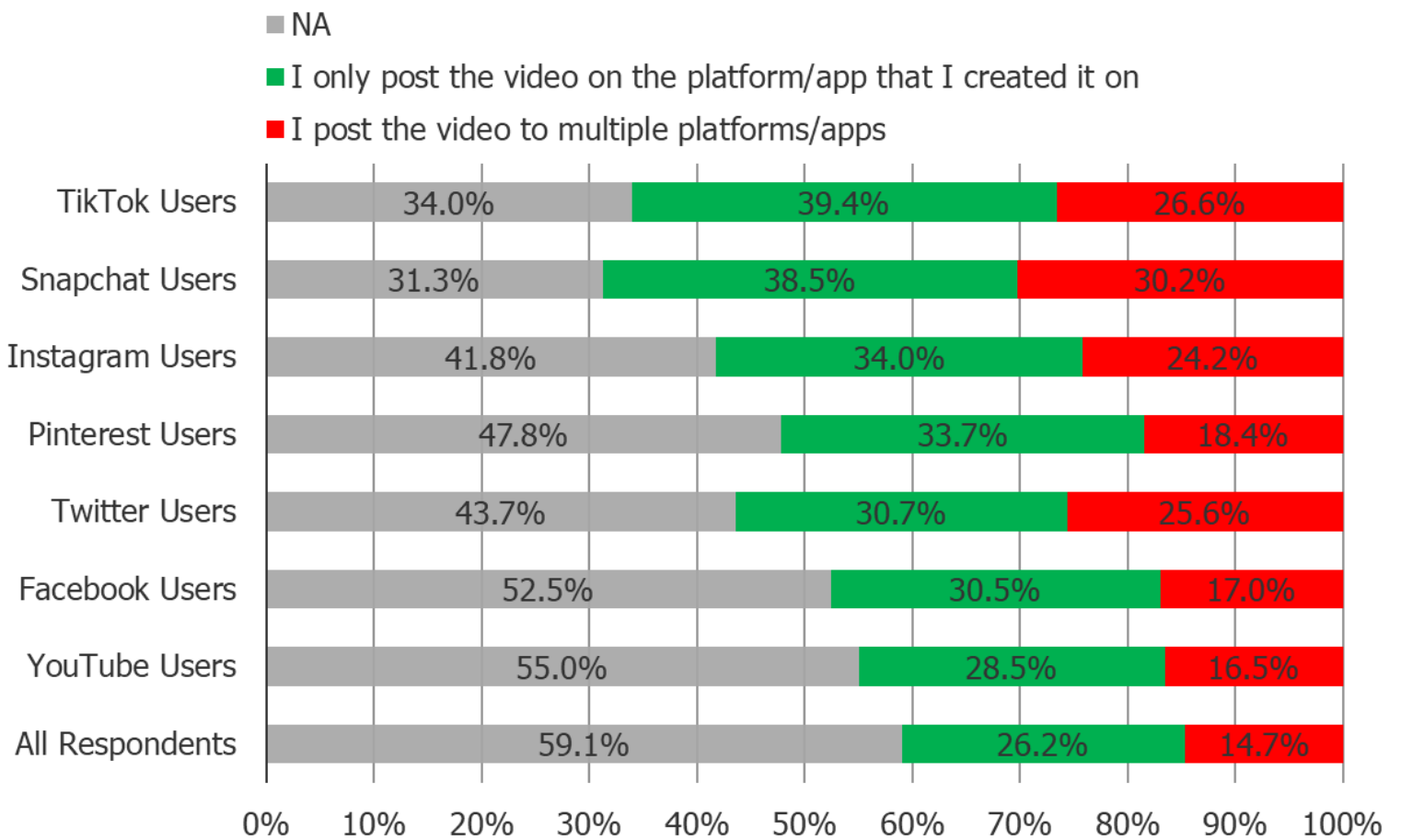
This question was posed to all respondents with cross-tabs showing how often users of each platform typically create videos to share (overall, not specifically on that platform).

- NA
- To record the video with your phone camera app/tool, outside of the app, and upload it
- To record the video within the social media app you are using



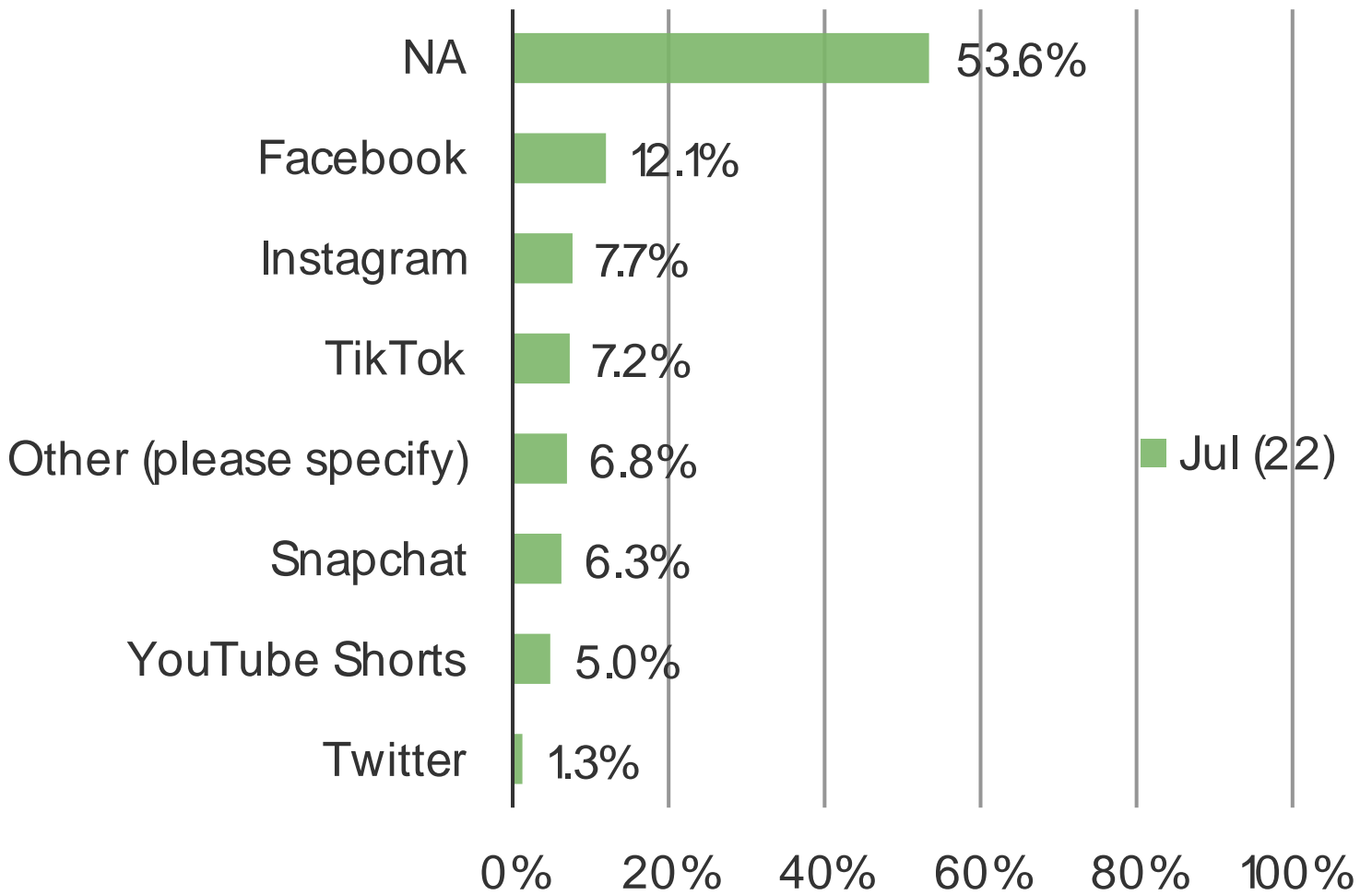
WHEN YOU CREATE VIDEOS WITHIN SOCIAL MEDIA PLATFORMS, WHICH BEST DESCRIBES YOU?

This question was posed to all respondents with cross-tabs showing how often users of each platform typically create videos to share (overall, not specifically on that platform).



WHICH IS YOUR PREFERRED APP FOR CREATING VIDEOS?

This question was posed to all respondents.



WHEN YOU CREATE A VIDEO ON YOUR PREFERRED APP, DO YOU TYPICALLY ALSO SHARE THE VIDEOS ON ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)

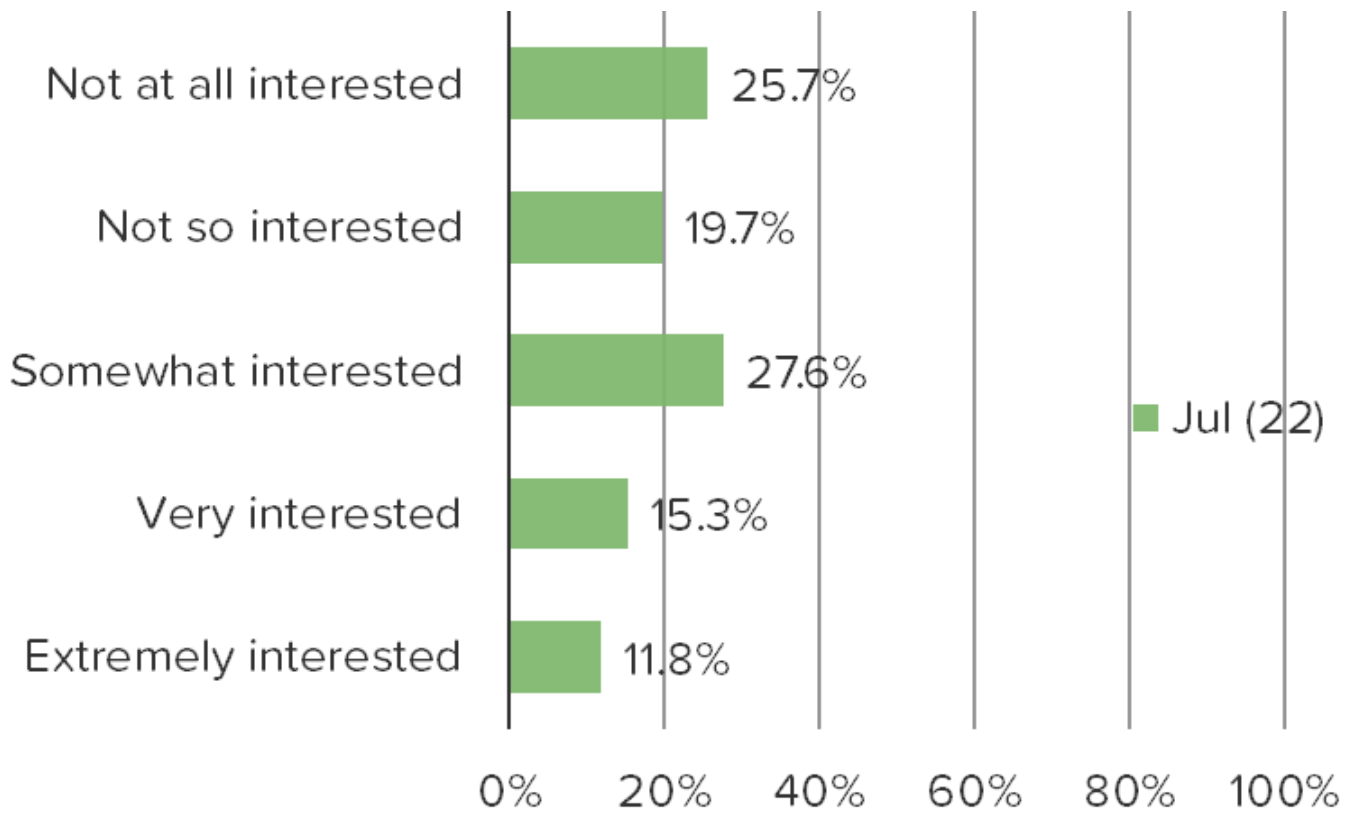
This question was posed to all respondents who said each of the following is their preferred app for creating video.

	None	TikTok	Instagram	Snapchat	Facebook	YouTube Shorts	Twitter	N =
Preferred App: TikTok	42.9%		28.6%	17.1%	27.1%	10.0%	2.86%	70
Preferred App: Instagram	33.8%	15.6%		13.0%	45.5%	10.4%	12.99%	77
Preferred App: Snapchat	50.8%	11.1%	25.4%		39.7%	6.4%	6.35%	63
Preferred App: Facebook	59.3%	5.9%	23.7%	7.6%		10.2%	3.39%	118
Preferred App: YouTube Shorts	46.9%	12.2%	26.5%	8.2%	28.6%		16.33%	49
Preferred App: Twitter	41.7%	25.0%	25.0%	25.0%	25.0%	16.7%		12

SOCIAL COMMERCE / AUGMENTED REALITY AND SHOPPING

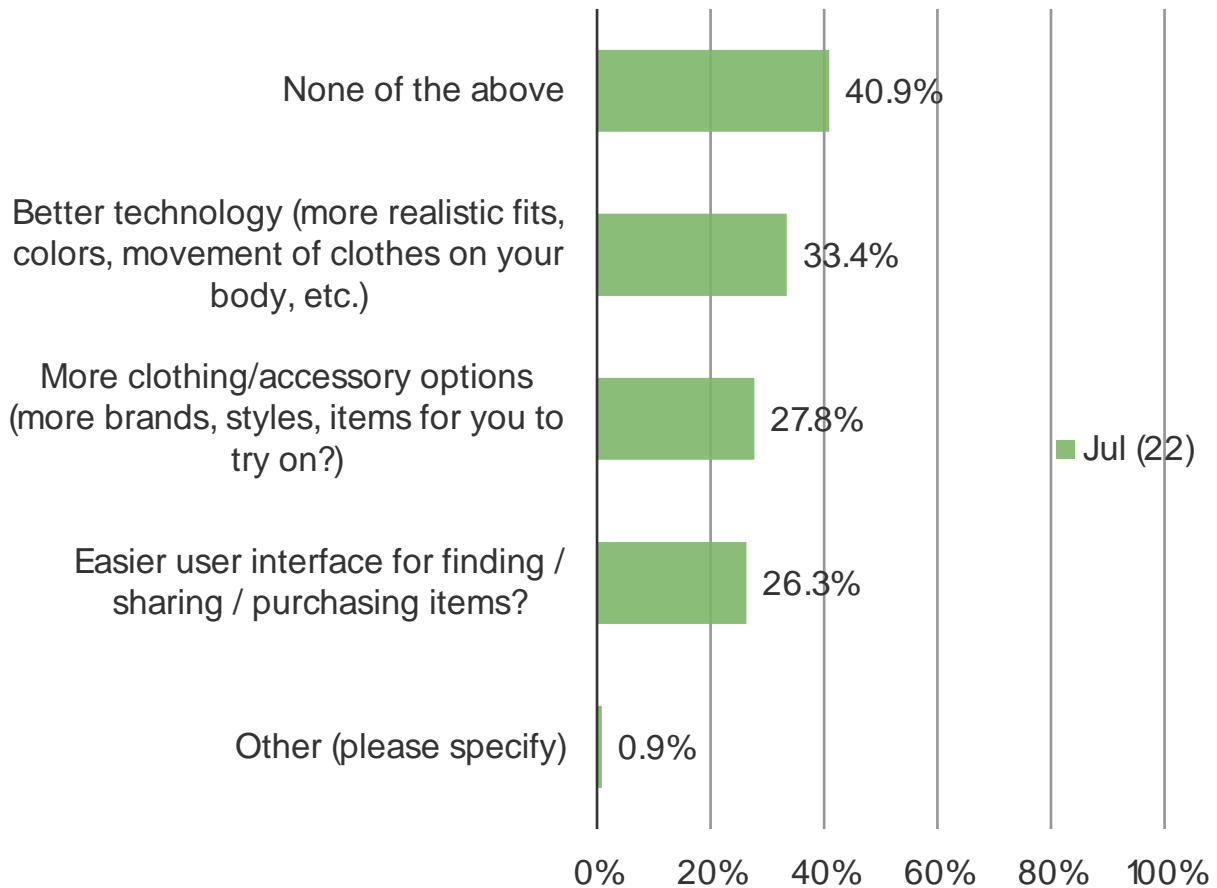
WHAT IS YOUR LEVEL OF INTEREST IN SHOPPING FOR CLOTHES, SHOES, COSMETICS, AND OTHER ACCESSORIES THROUGH AUGMENTED REALITY? IE - THAT LETS YOU VIRTUALLY TRY ON CLOTHES AND SHOP ONLINE

This question was posed to all respondents.



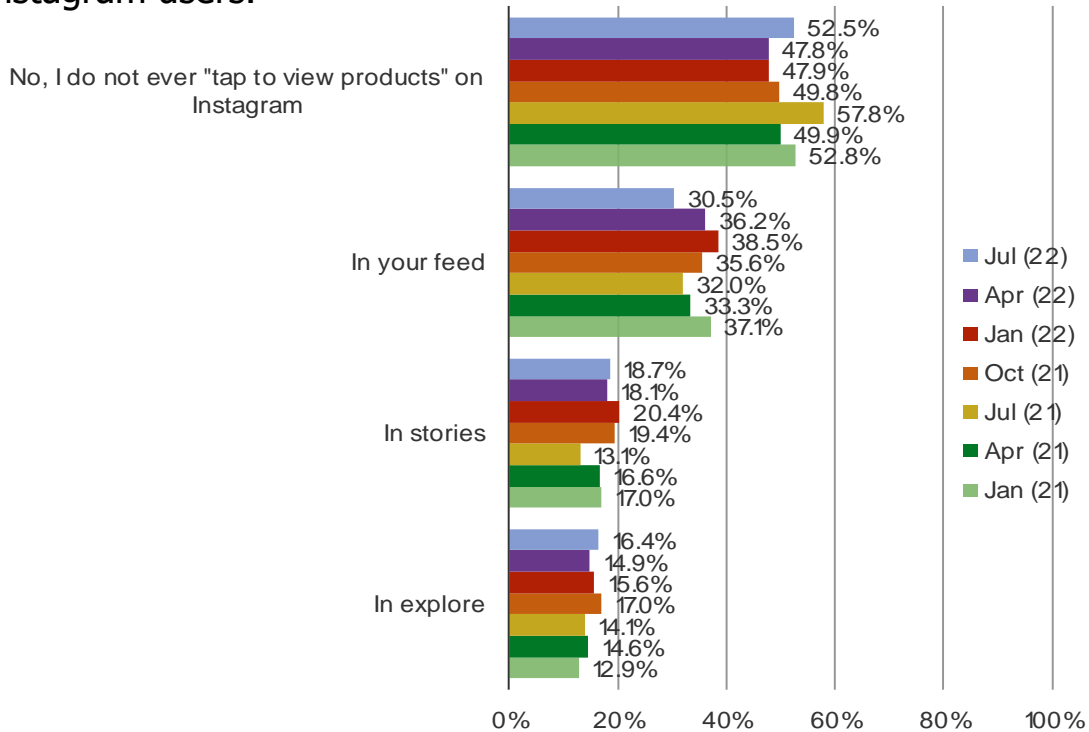
WOULD ANY OF THE FOLLOWING MAKE YOU MORE INTERESTED IN USING AUGMENTED REALITY /
VIRTUAL TRY-ONS FOR SHOPPING?

This question was posed to all respondents.

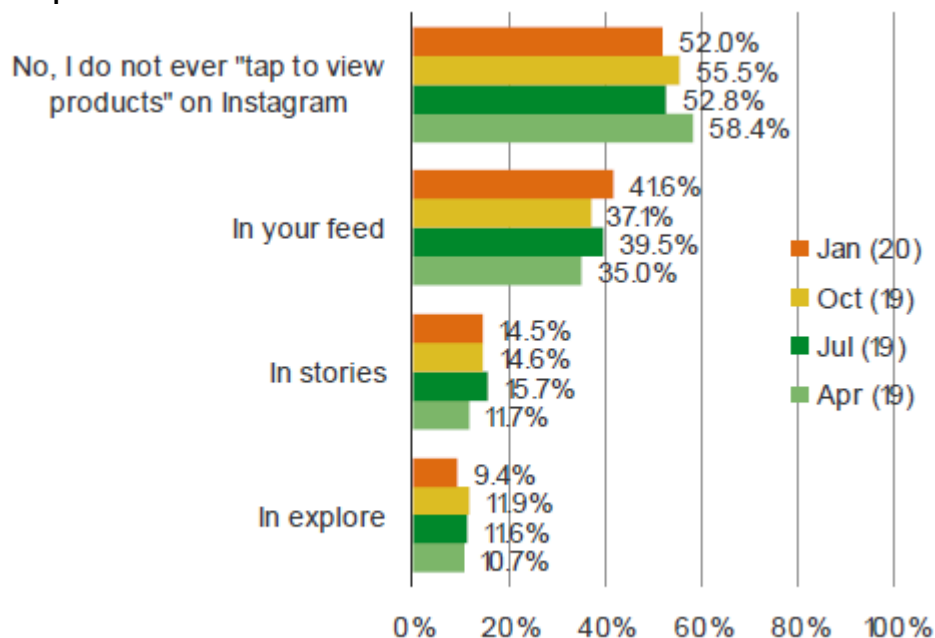


WHEN YOU BROWSE INSTAGRAM, DO YOU TAP TO VIEW PRODUCTS? SELECT ALL THAT APPLY

Posed to Instagram users.

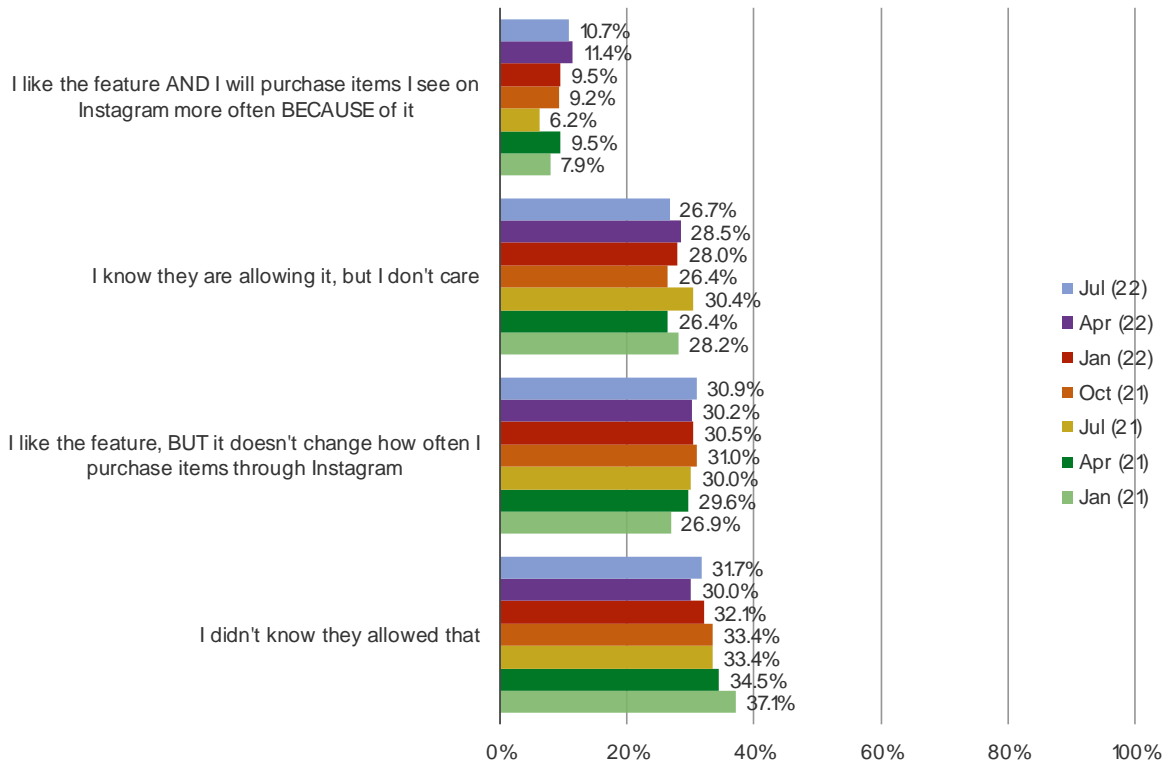


Historical data comparison.

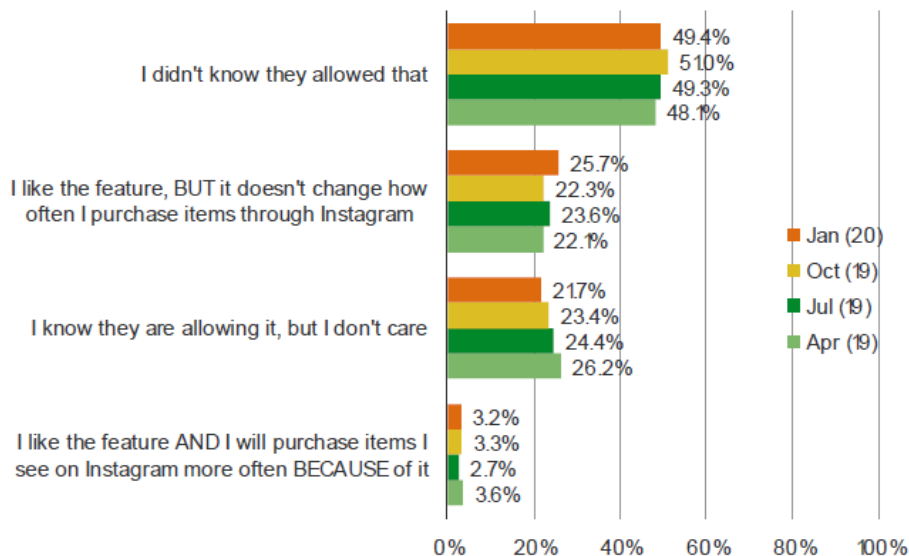


WHAT IS YOUR OPINION OF INSTAGRAM ALLOWING YOU TO BUY PRODUCTS YOU SEE IN POSTS WITHOUT ACTUALLY HAVING TO LEAVE THE APP?

Posed to Instagram users.

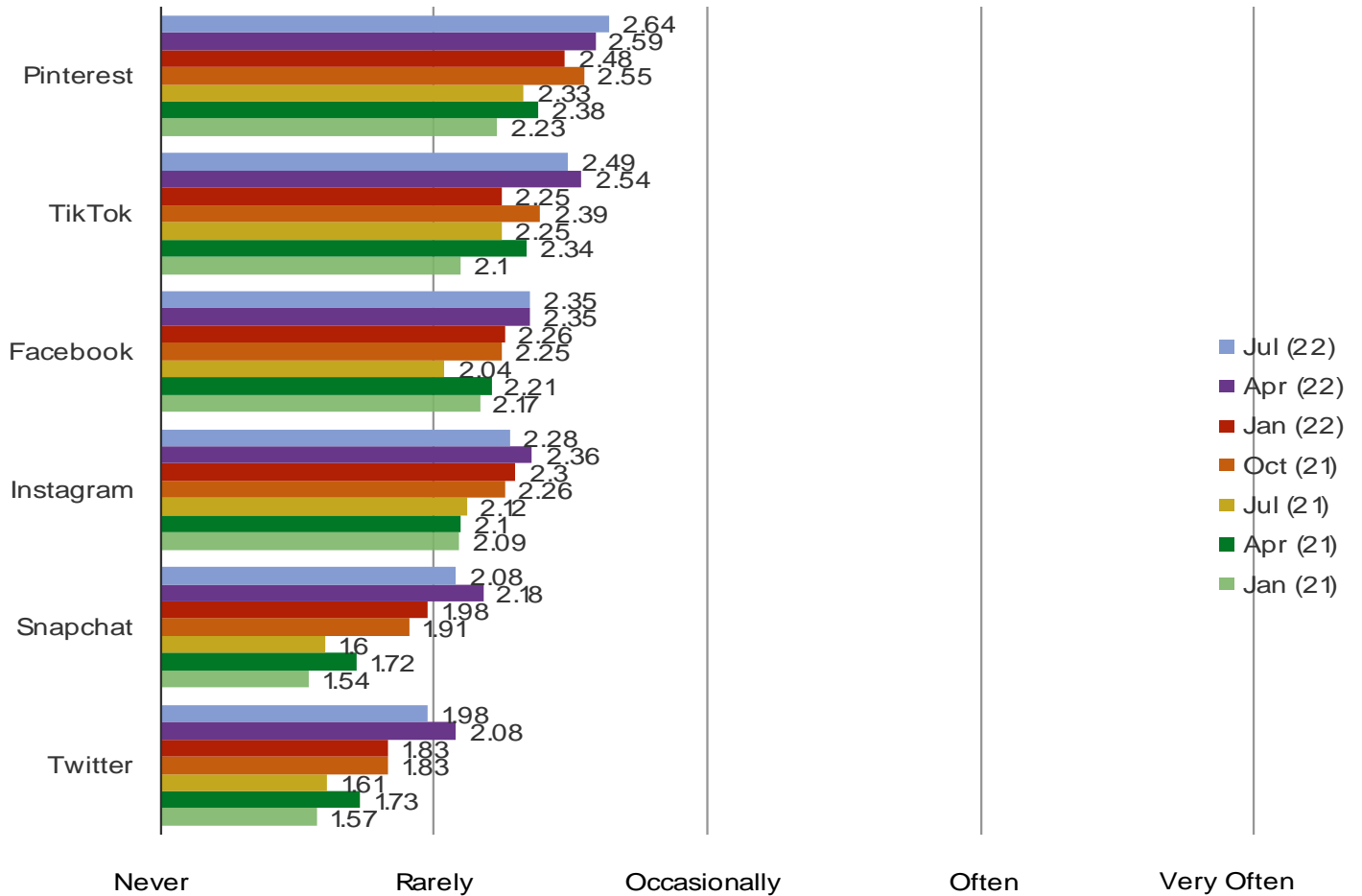


Historical data comparison.



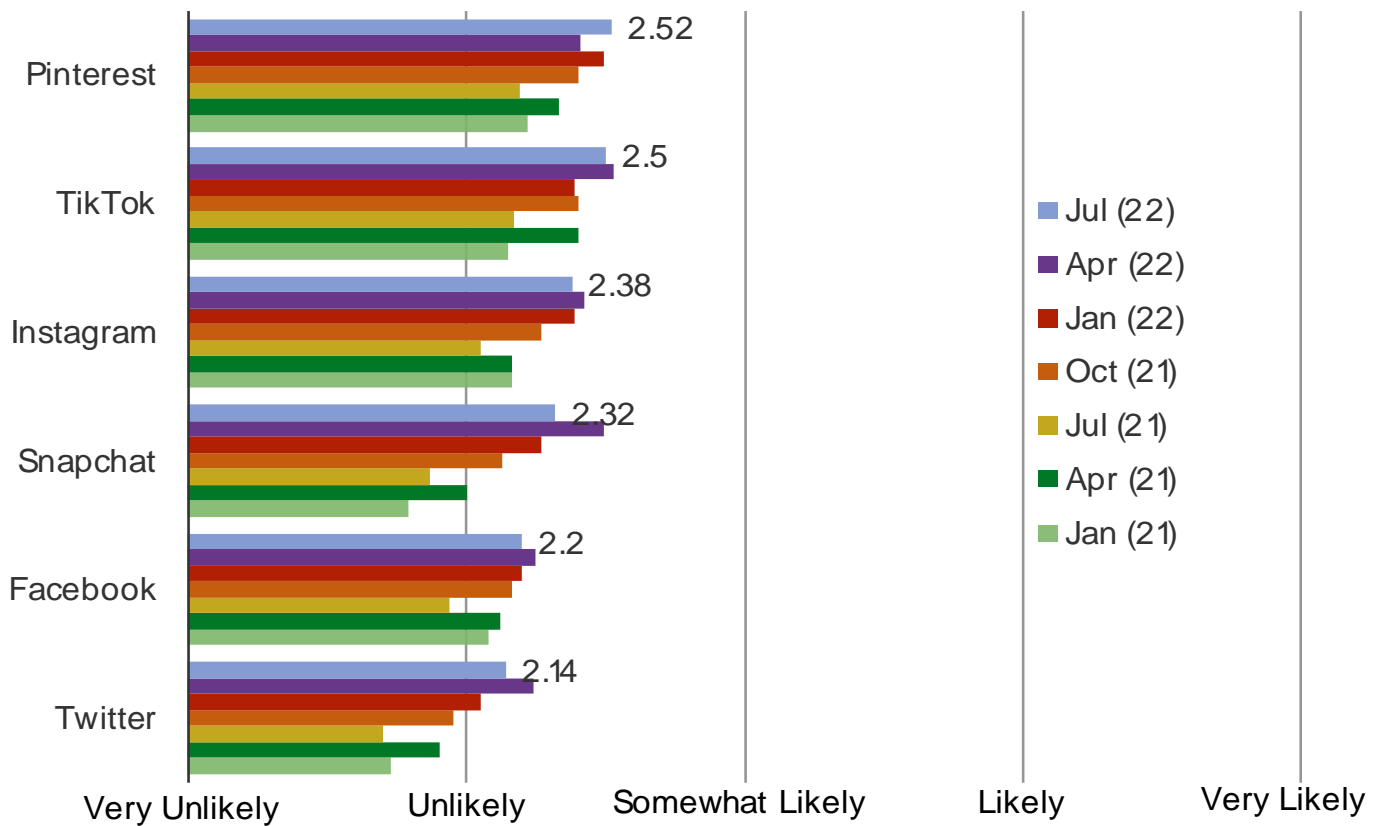
HOW OFTEN DO YOU DISCOVER PRODUCTS TO BUY ON THE FOLLOWING:

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



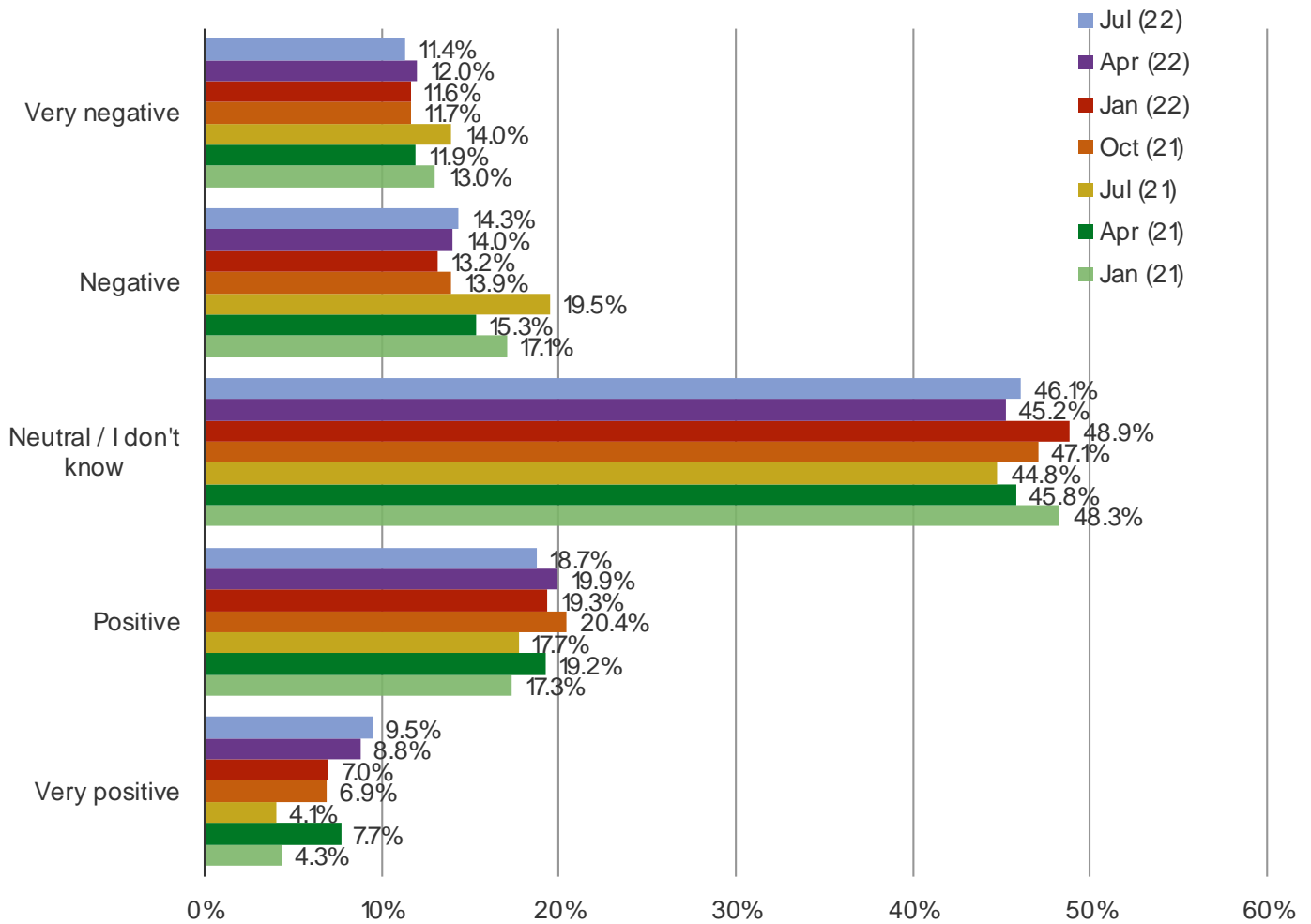
HOW LIKELY WOULD YOU BE TO BUY PRODUCTS FROM COMPANIES OR BRANDS ON SOCIAL MEDIA PLATFORMS (IE, CHECKING OUT WHILE STILL ON THE SOCIAL MEDIA PLATFORM, THROUGH THE SOCIAL MEDIA PLATFORM)

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)?

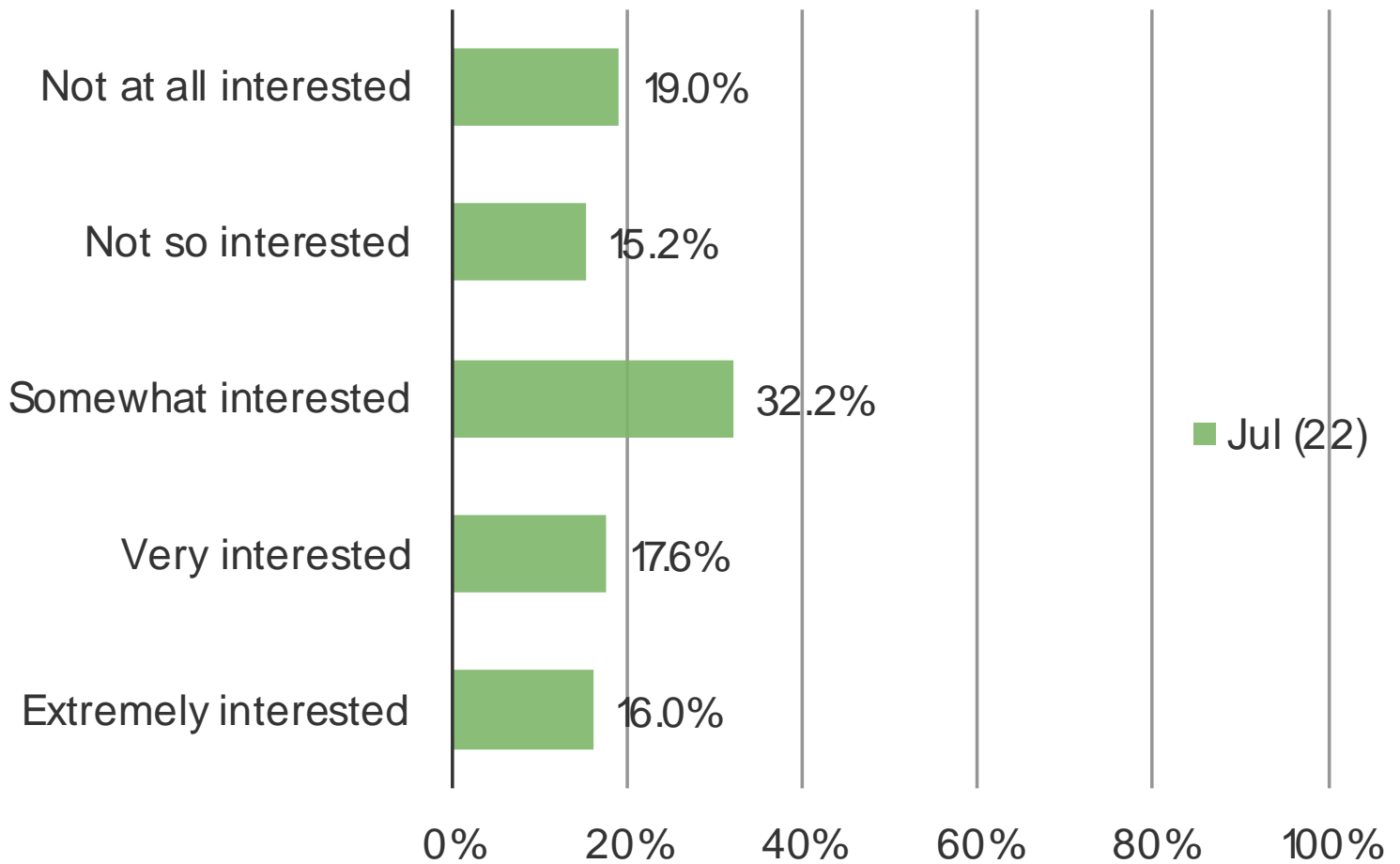
Posed to users of social media apps.



SNAPCHAT AND AUGMENTED REALITY

WHAT IS YOUR LEVEL OF INTEREST IN SHOPPING FOR CLOTHES, SHOES, COSMETICS, AND OTHER ACCESSORIES THROUGH AUGMENTED REALITY ON SNAPCHAT? IE - THAT LETS YOU VIRTUALLY TRY ON CLOTHES AND SHOP ONLINE

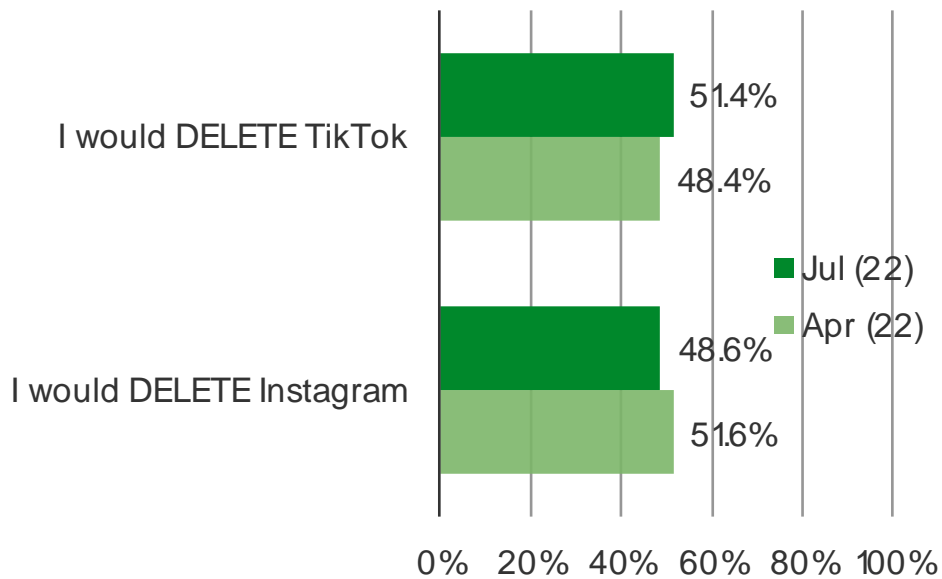
This question was posed to all respondents who use Snapchat more than never.



TIKTOK VS. INSTAGRAM/FACEBOOK

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 (combining last two waves).

	I would delete Instagram	I would delete TikTok	N =
18 to 24	58.9%	41.1%	141
25 to 34	43.6%	56.4%	156
35 to 44	57.9%	42.1%	76
45 to 54	43.1%	56.9%	51
55 to 64	40.0%	60.0%	35
65 to 74	41.2%	58.8%	17
Male	40.6%	59.4%	197
Female	56.0%	44.0%	282

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?

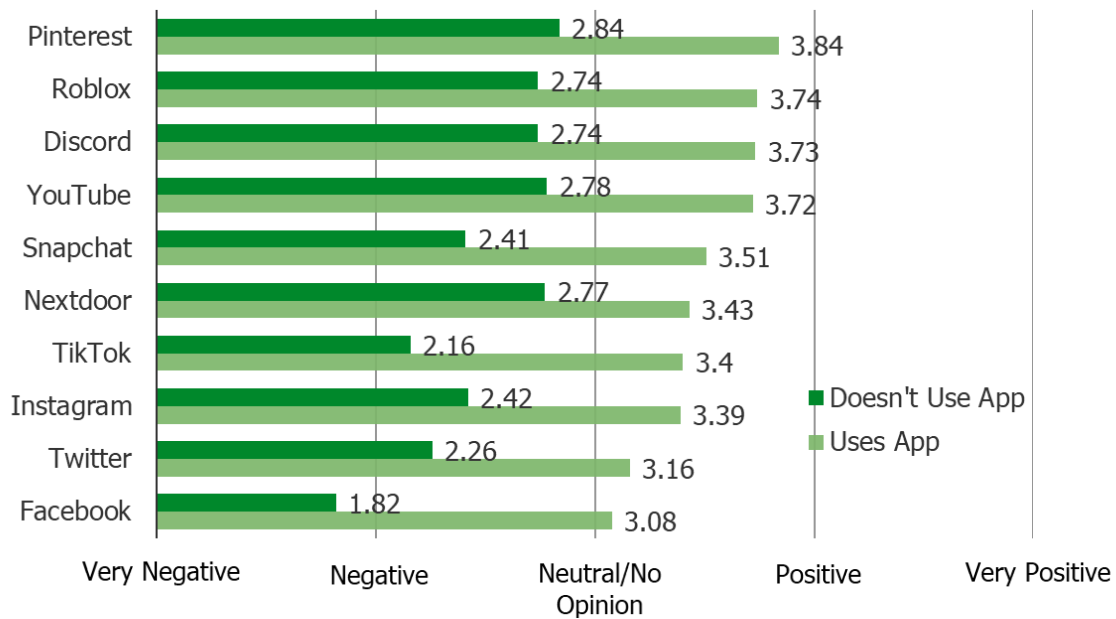
This question was posed to all respondents who use BOTH TikTok AND Instagram.

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.

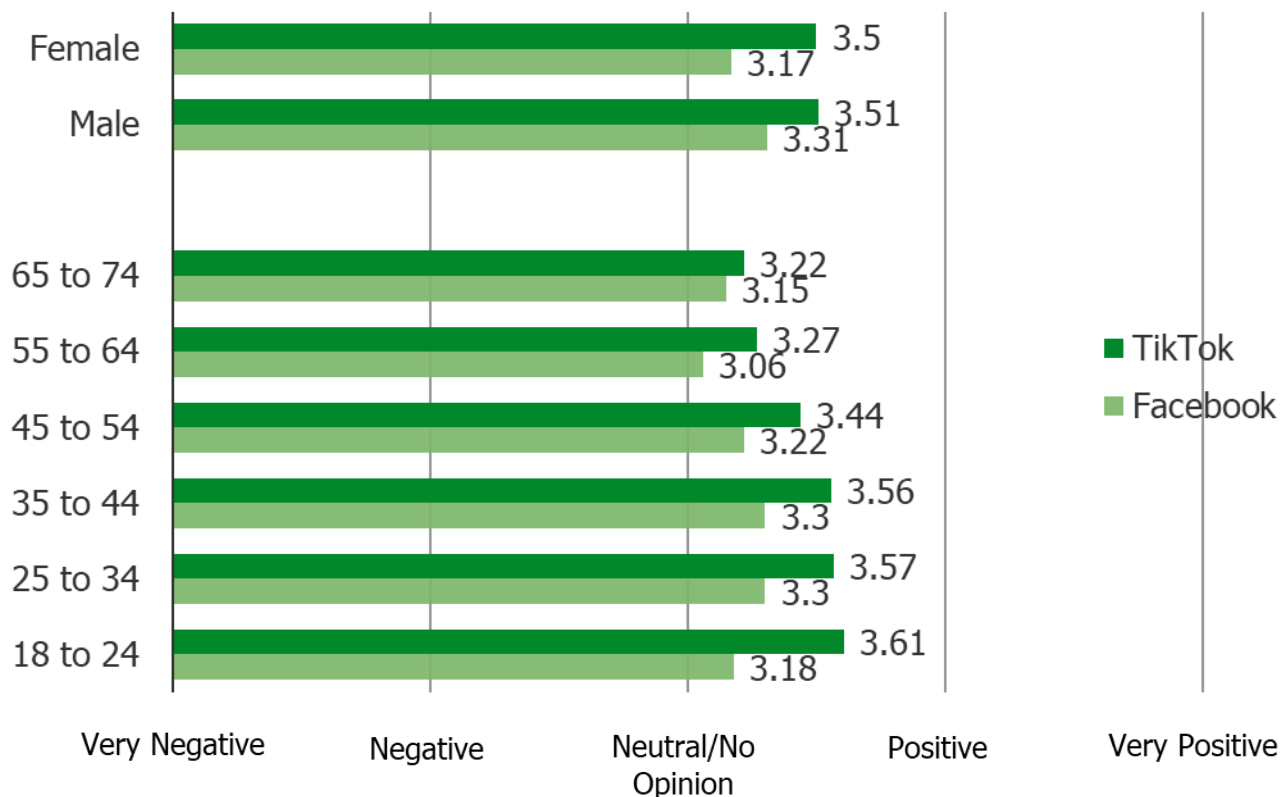
WHAT IS YOUR OPINION OF THE FOLLOWING APPS/SITES?

Posed to respondents who use / do not use each of the following:



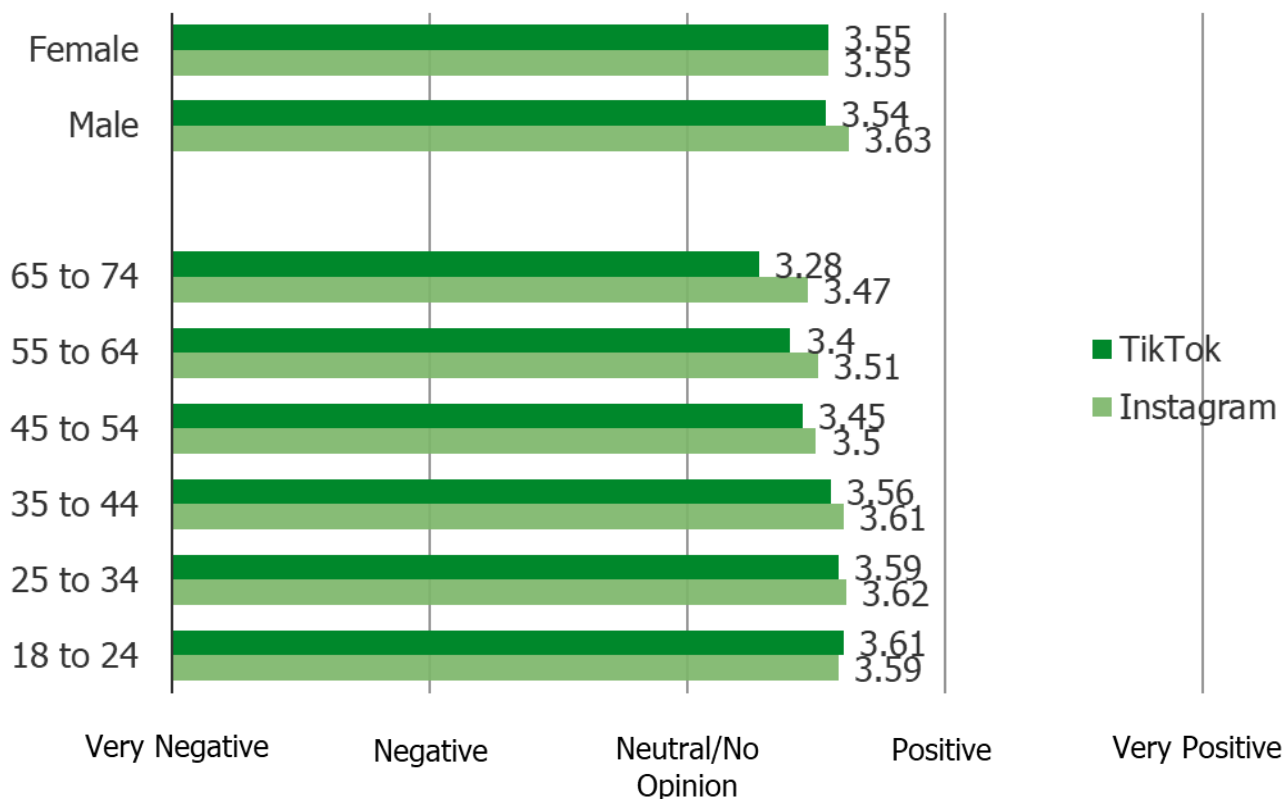
WHAT IS YOUR OPINION OF THE FOLLOWING APPS/SITES?

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



WHAT IS YOUR OPINION OF THE FOLLOWING APPS/SITES?

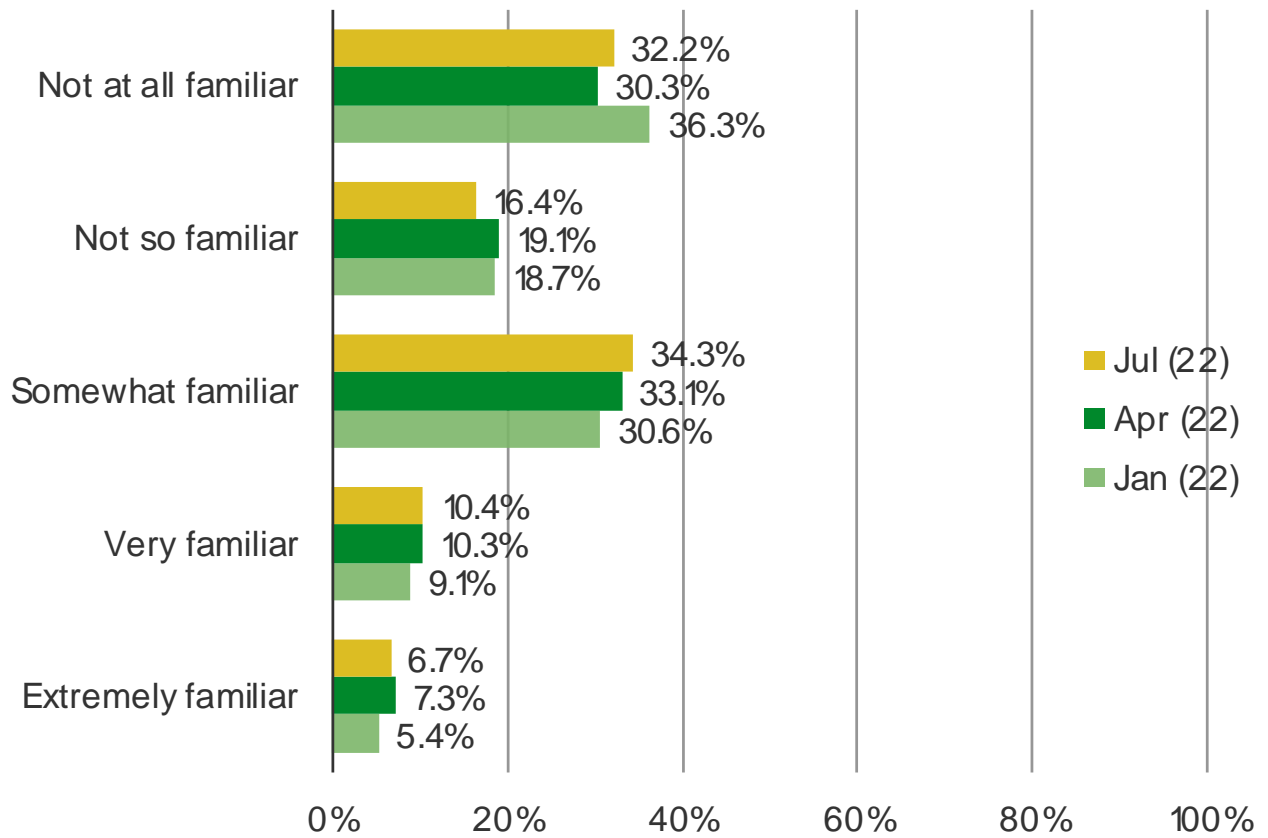
Posed to people who said they use both TikTok AND Instagram, cut by age and gender. Data from prior four waves to achieve larger N sizes.



METVERSE

ARE YOU FAMILIAR WITH WHAT THE METAVERSE IS?

This question was posed to all respondents.



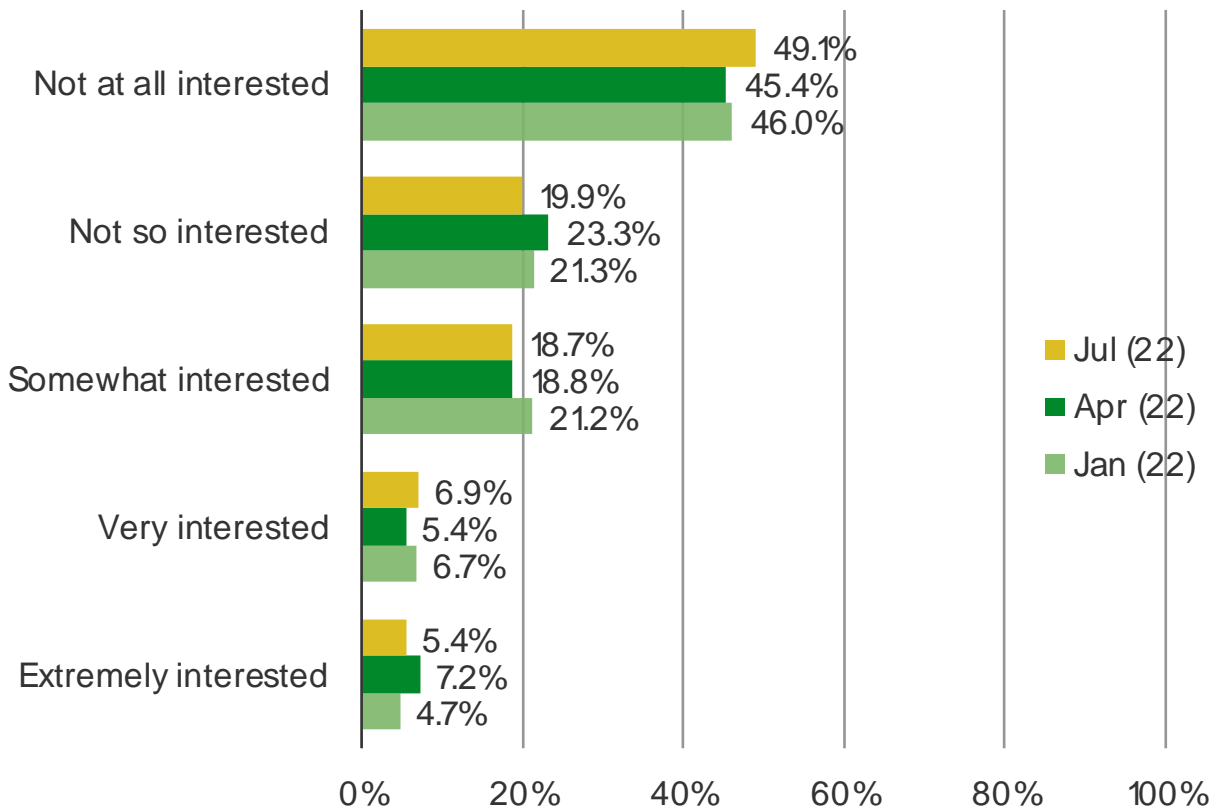
IF YOU HAD TO BRIEFLY DESCRIBE WHAT THE METAVERSE IS TO SOMEONE, WHAT WOULD YOU SAY?

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.

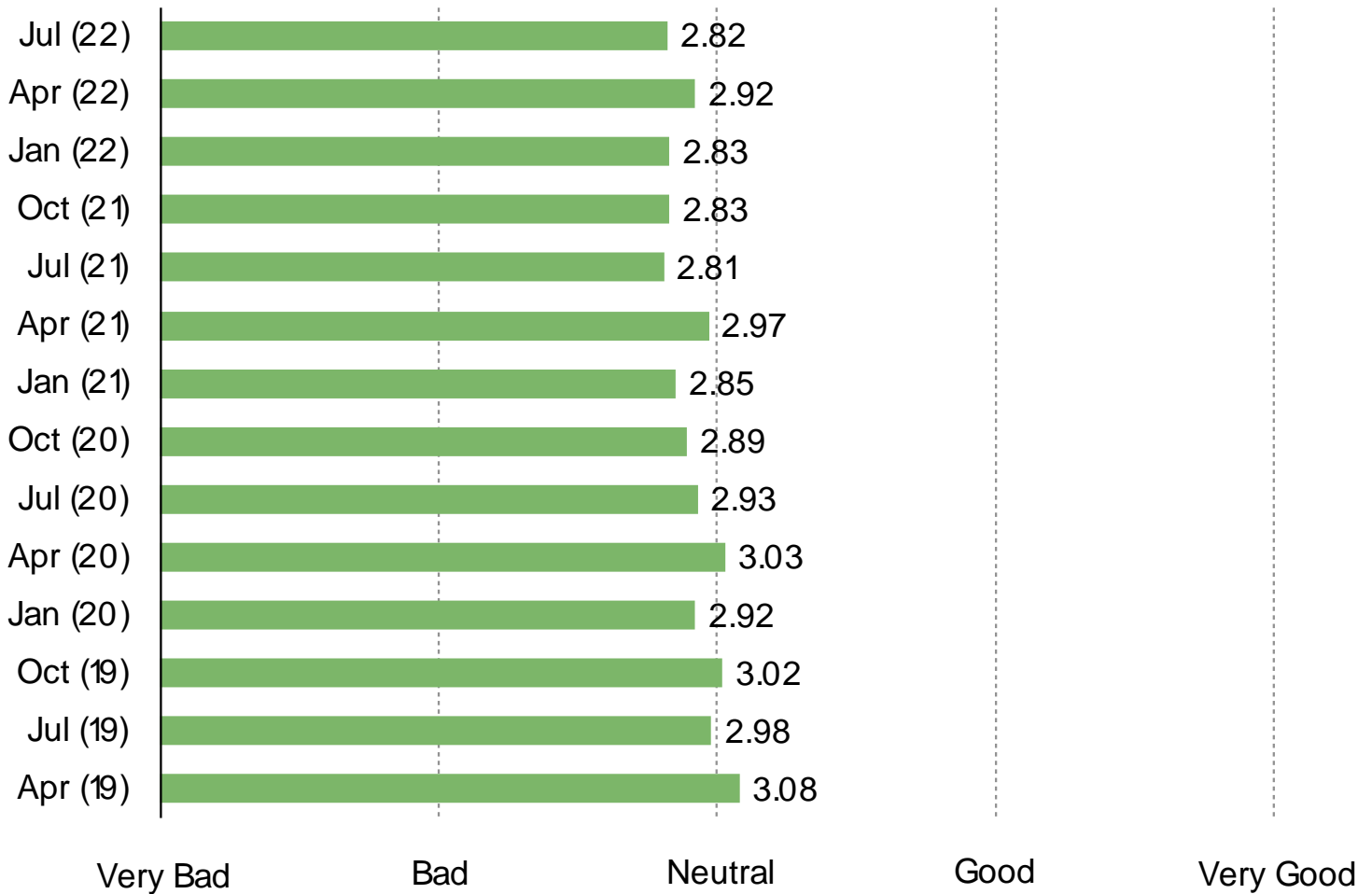
This question was posed to all respondents.



SOCIAL MEDIA SECTOR AND COMPETITIVE DYNAMICS QUESTIONS

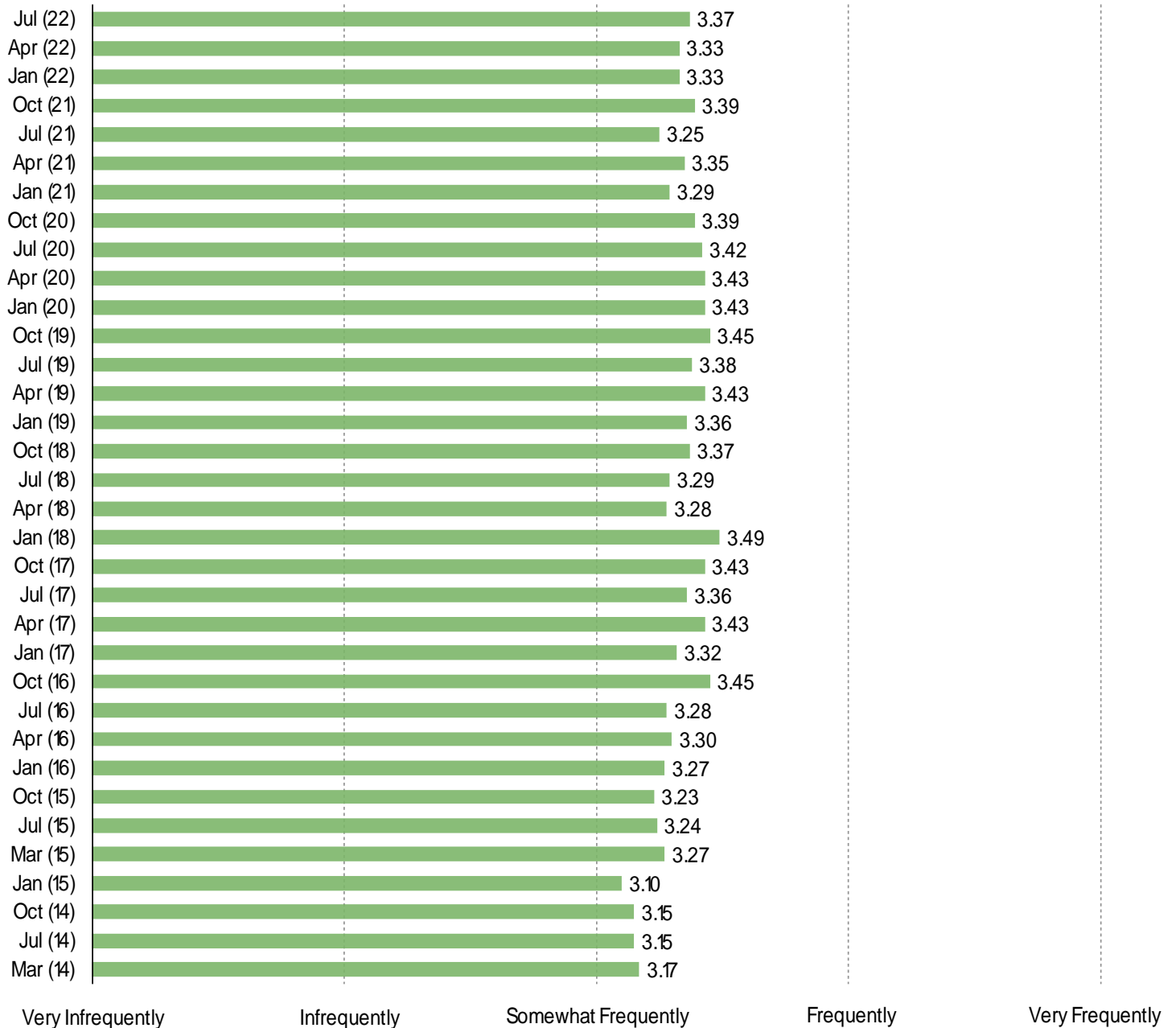
IN YOUR OPINION, IS SOCIAL MEDIA IN GENERAL A GOOD THING OR A BAD THING?

Posed to all respondents



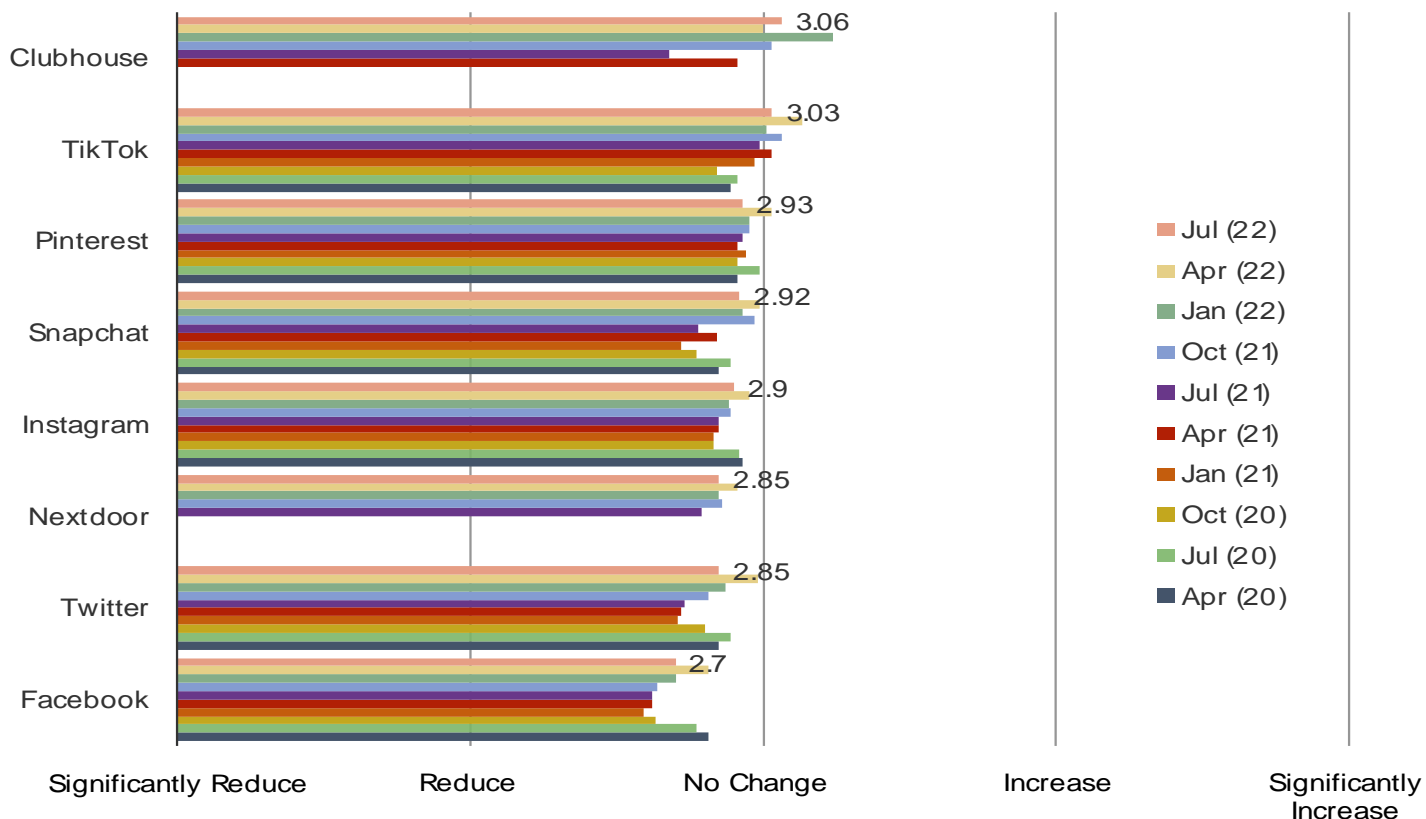
SOCIAL MEDIA USAGE FREQUENCY

Posed to all consumers.



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

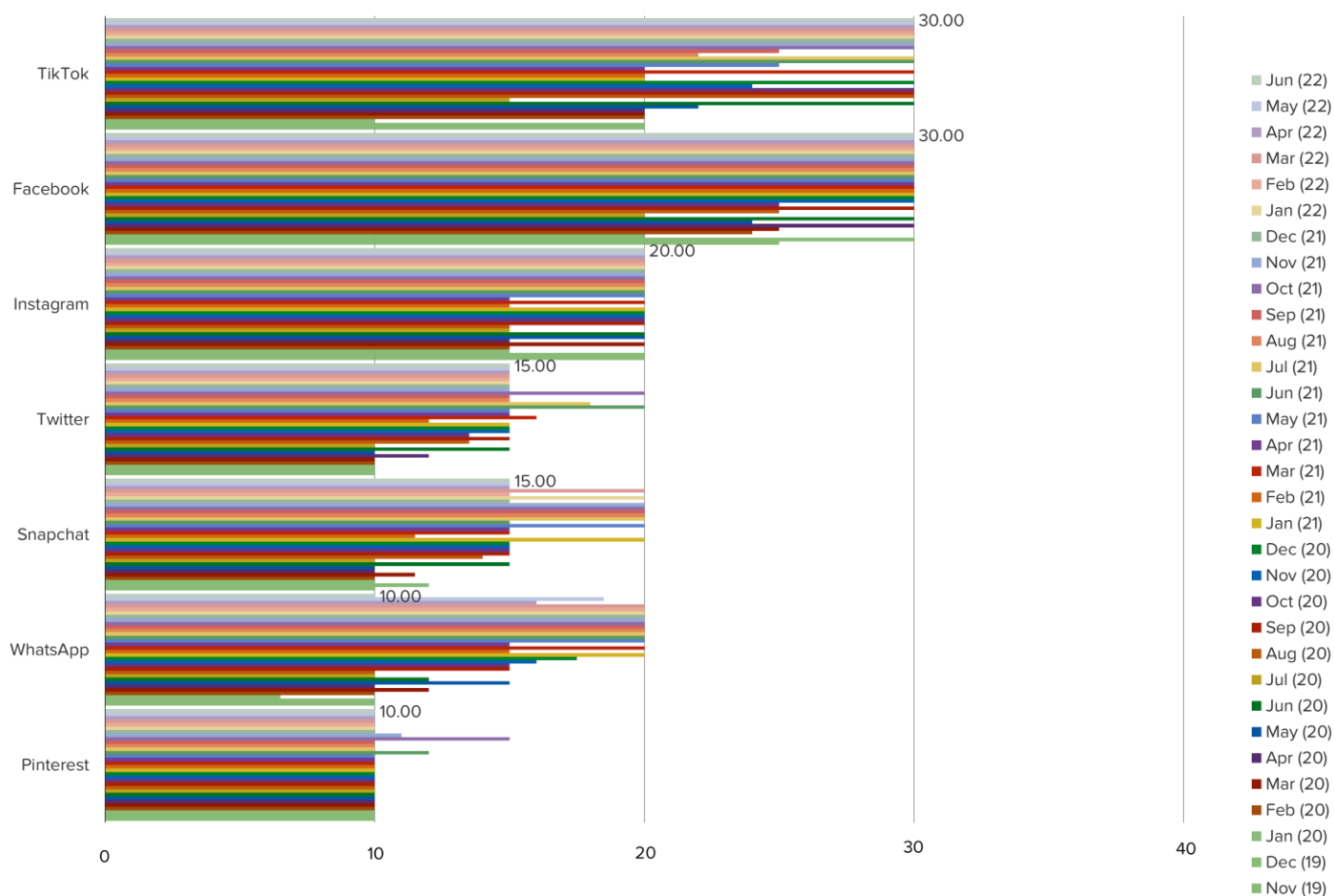
Posed to respondents who use the following platforms.



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

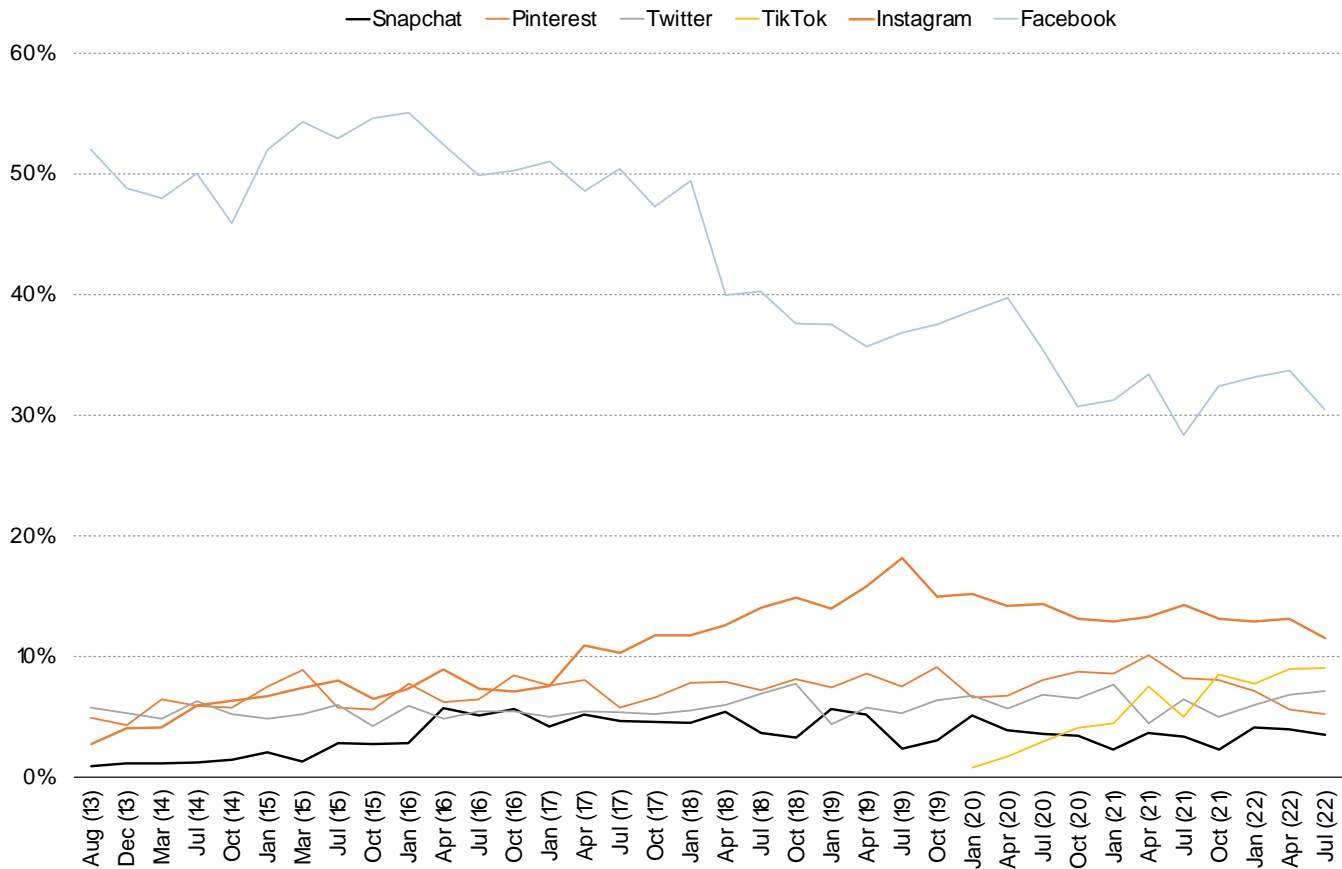
Posed to daily visitors of each platform.

Chart Shows Median



WHICH IS YOUR FAVORITE SOCIAL MEDIA APP/SITE?

This question was posed to all respondents.

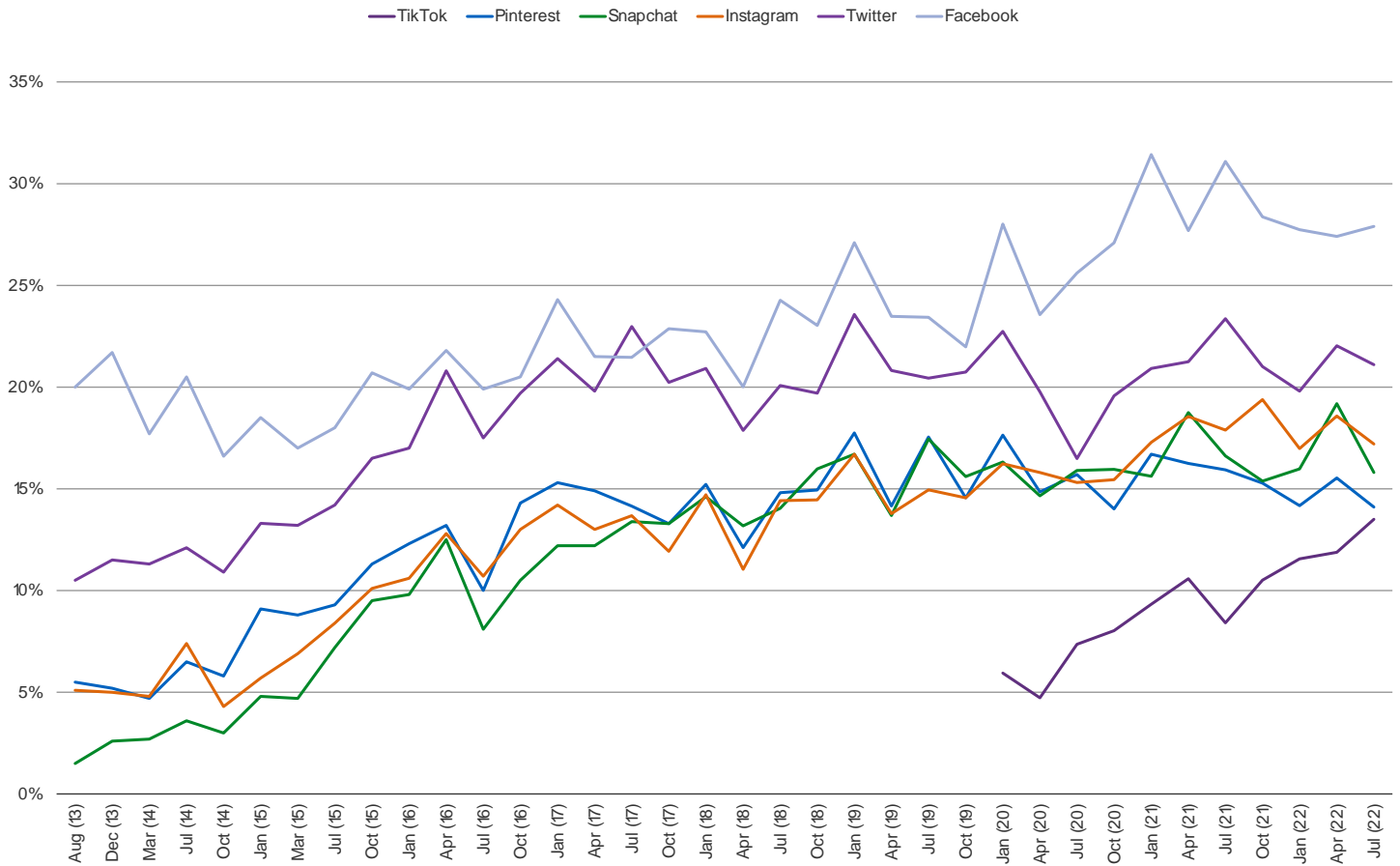


Social Media Account Holders And Engagement – A Consumer View

Audience: 1,000 US Consumers
Date: July 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.

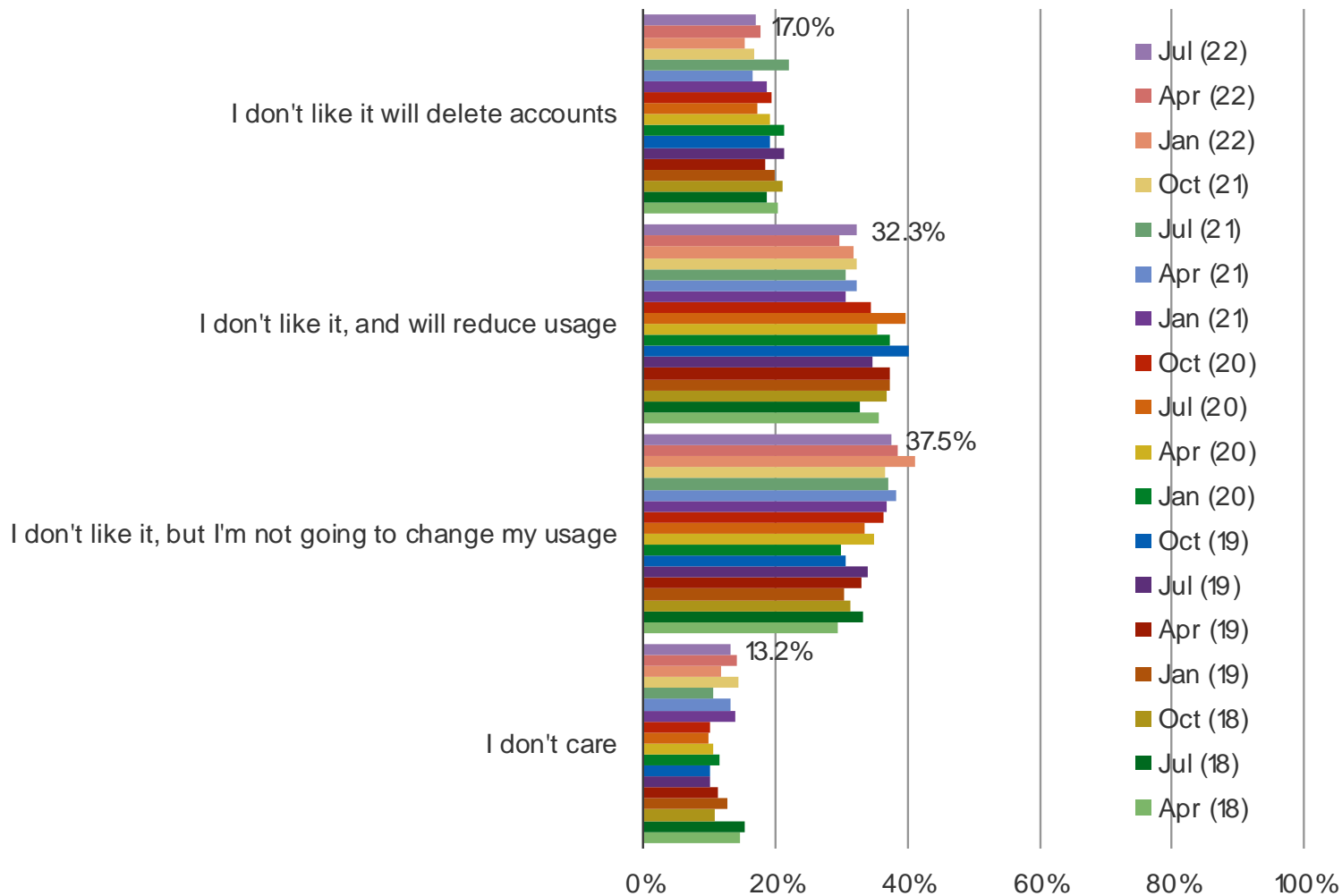
This question was posed to all respondents.



PRIVACY

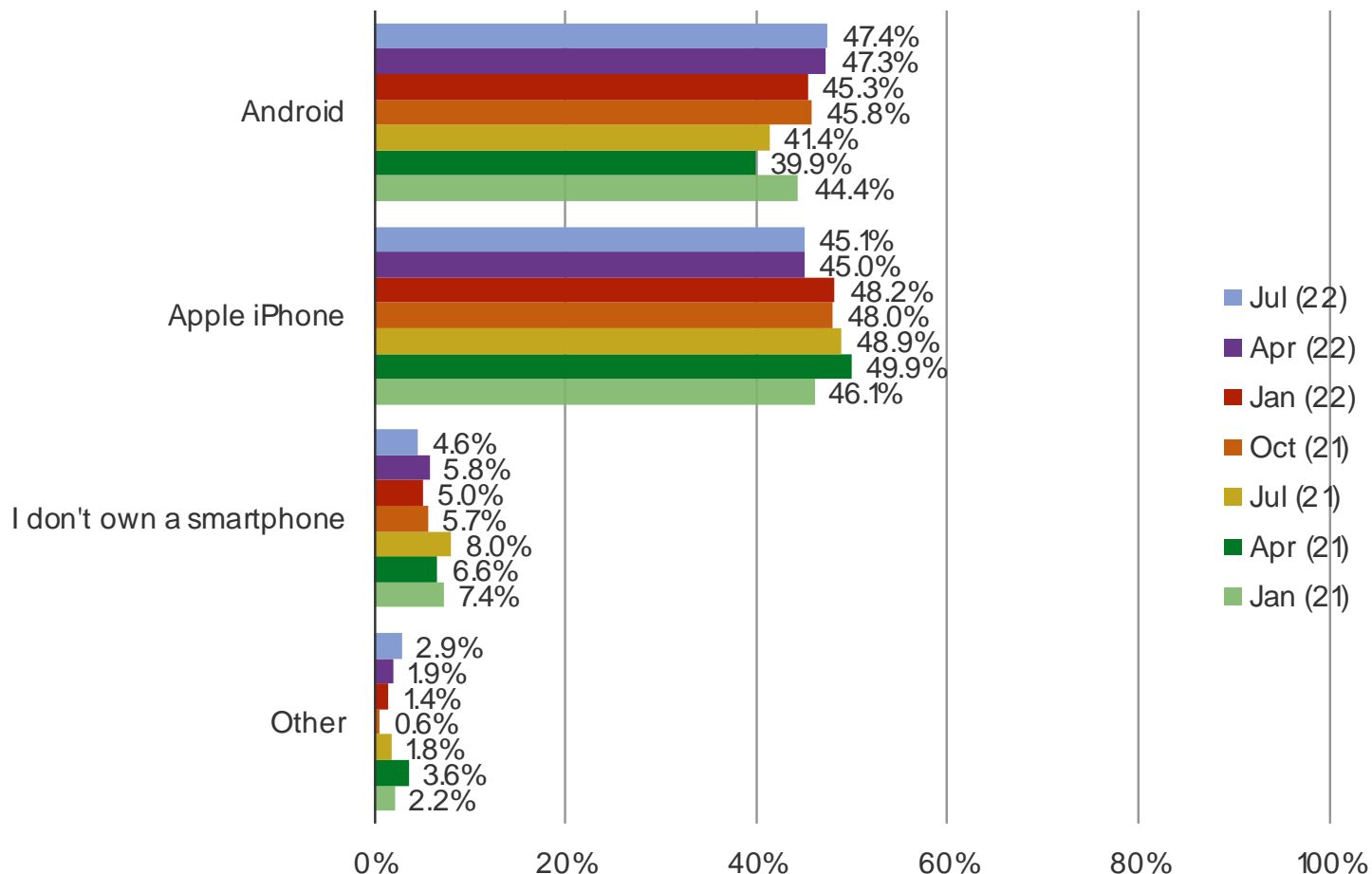
WHAT IS YOUR OPINION OF SOCIAL MEDIA SITES COLLECTING PERSONAL DATA WHEN YOU USE THEM?

Posed to all respondents about social media in general



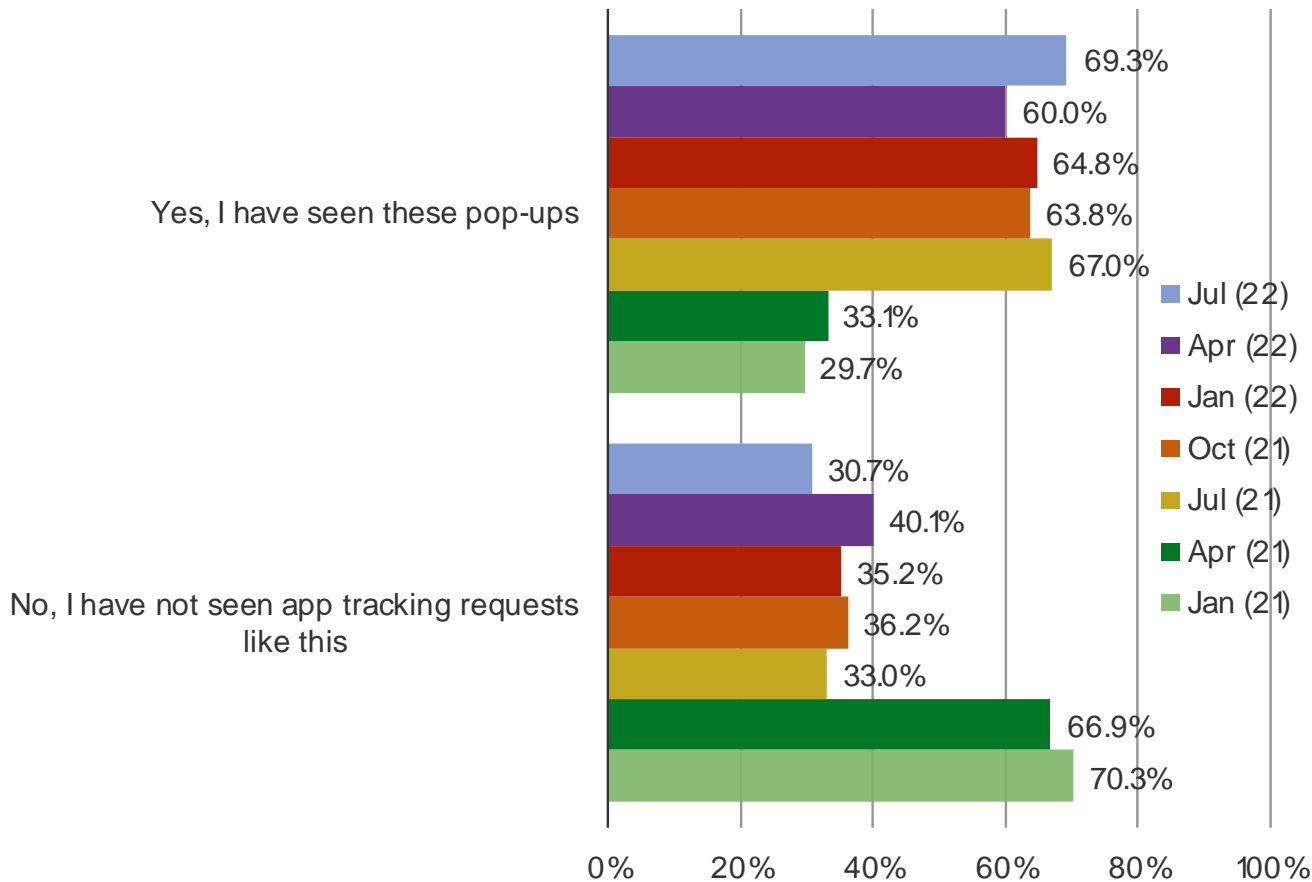
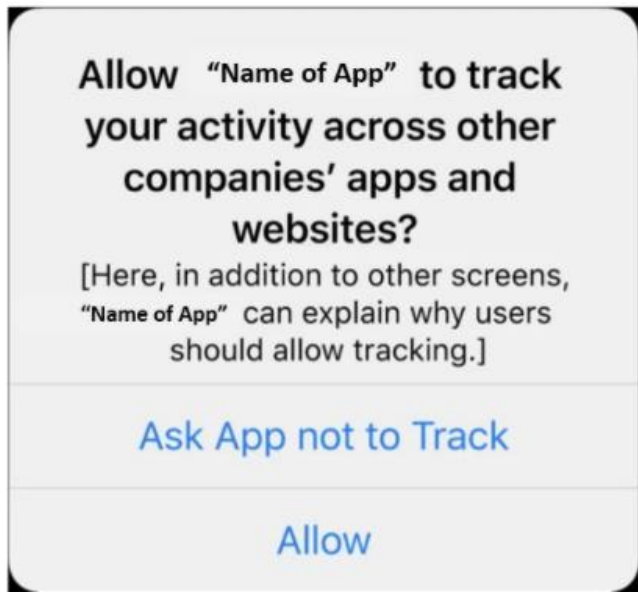
WHAT KIND OF SMARTPHONE DO YOU HAVE?

Posed to all respondents.



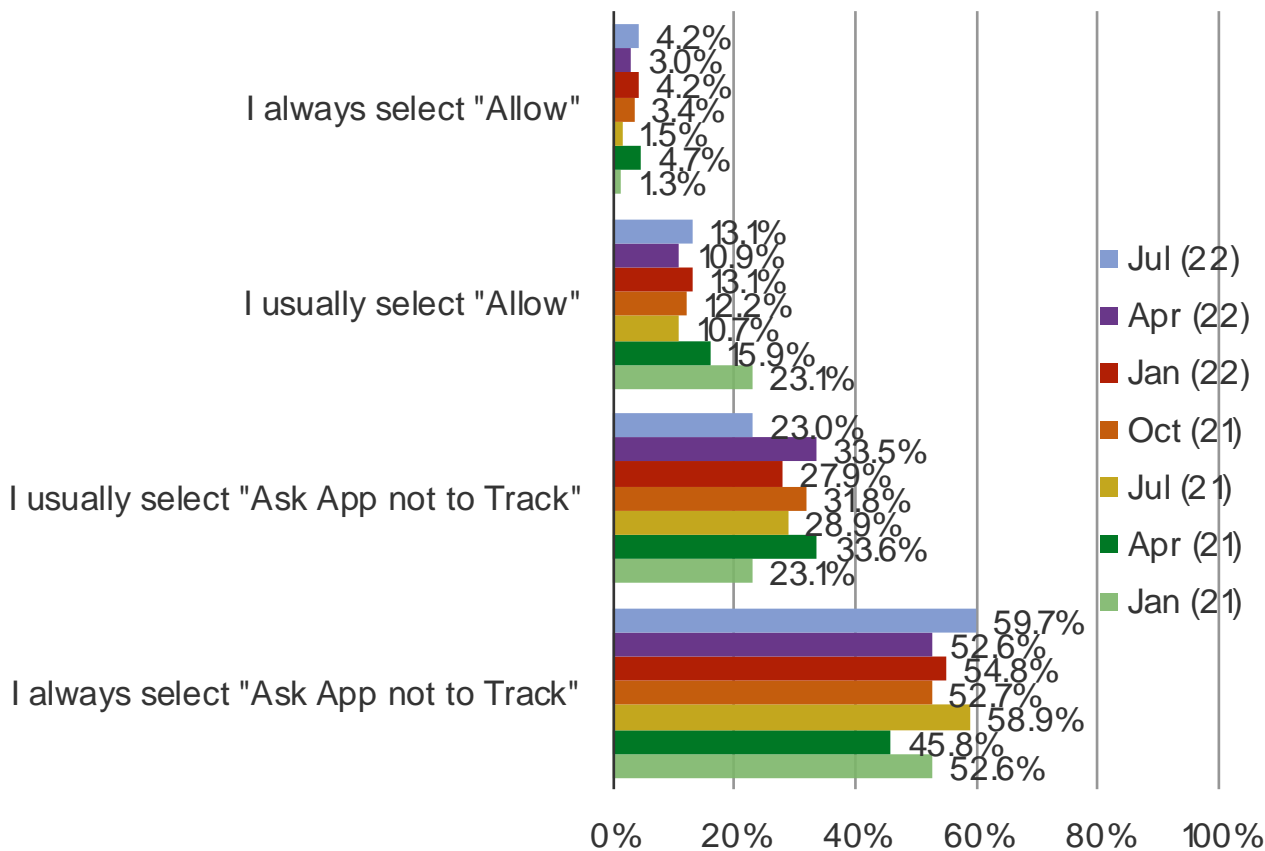
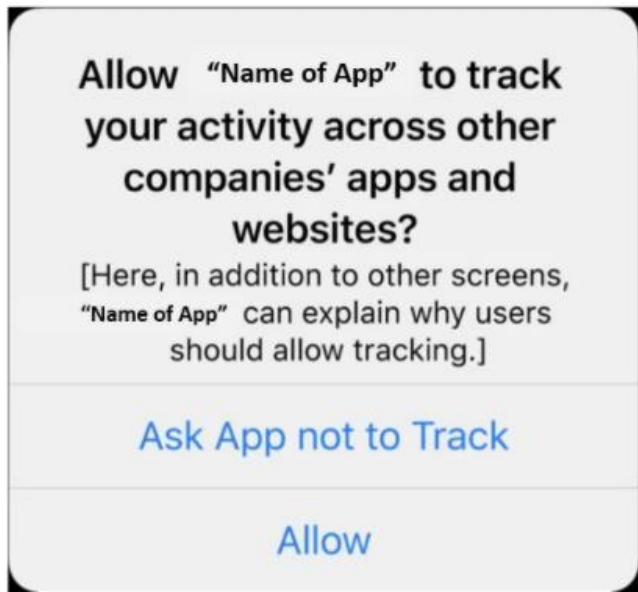
HAVE YOU SEEN NOTIFICATIONS LIKE THIS ON YOUR IPHONE?

Posed to iPhone owners.



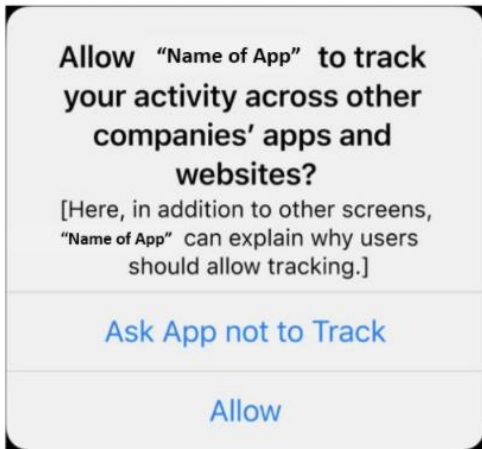
WHEN YOU HAVE GOTTEN THESE NOTIFICATIONS, WHAT DO YOU SELECT?

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

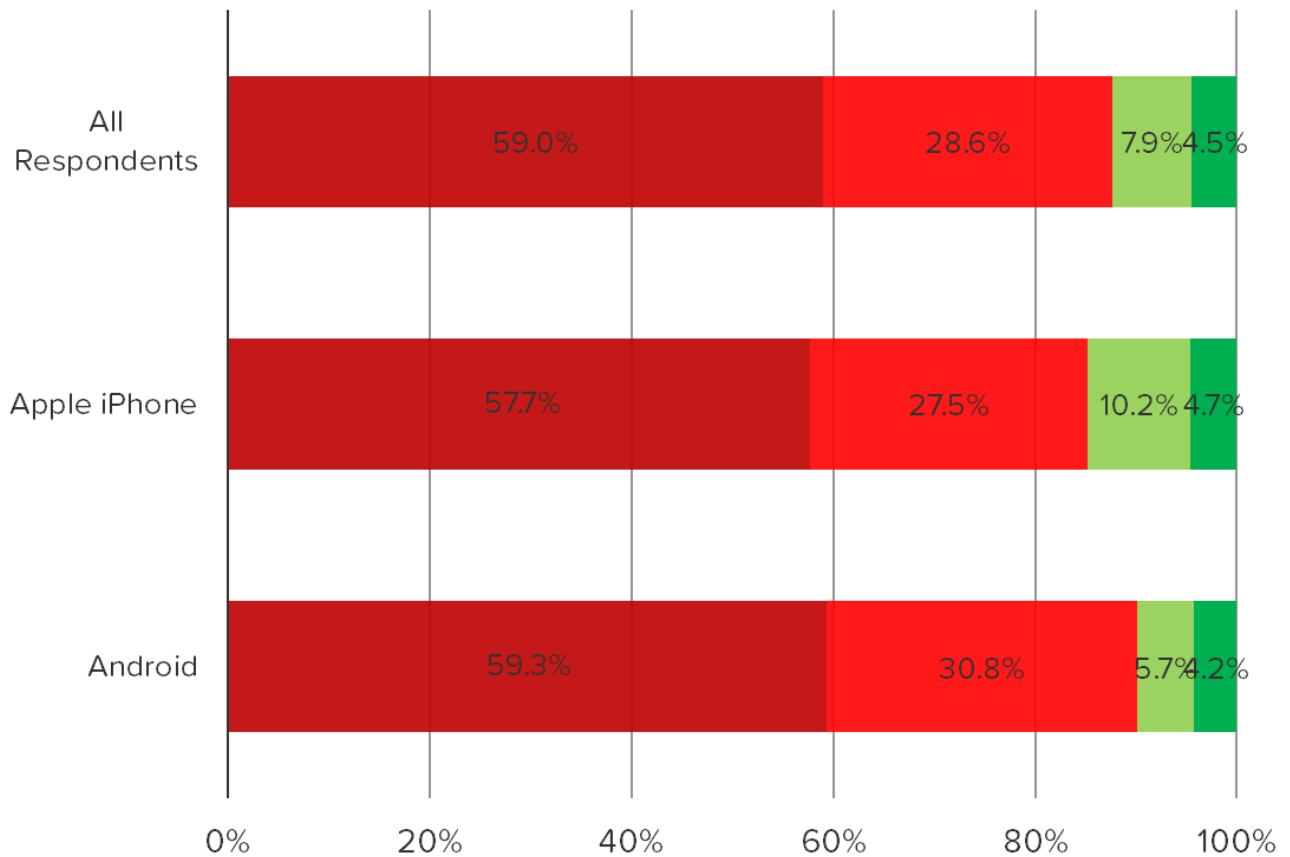


GOING FORWARD, IF YOU SEE THIS NOTIFICATION FOR APPS YOU USE, WHAT WILL YOU CHOOSE?

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

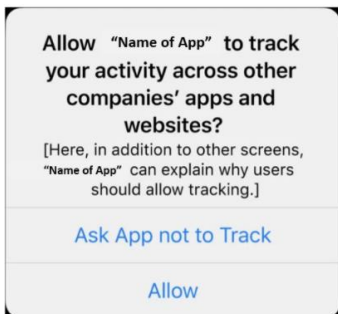


- I will always select "Ask App not to Track"
- I will more often select "Ask App not to Track"
- I will more often select "Allow"
- I will always select "Allow"



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

Posed to iPhone owners who use each of the following.

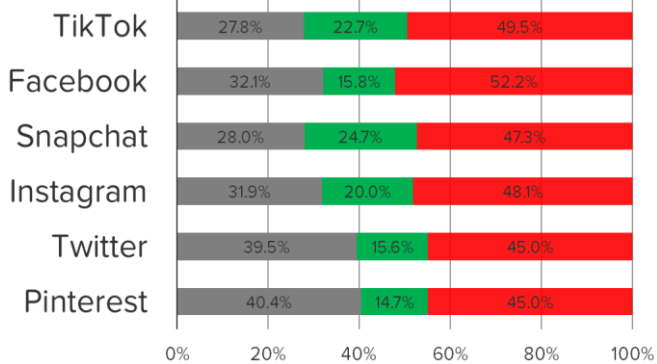


July 2022

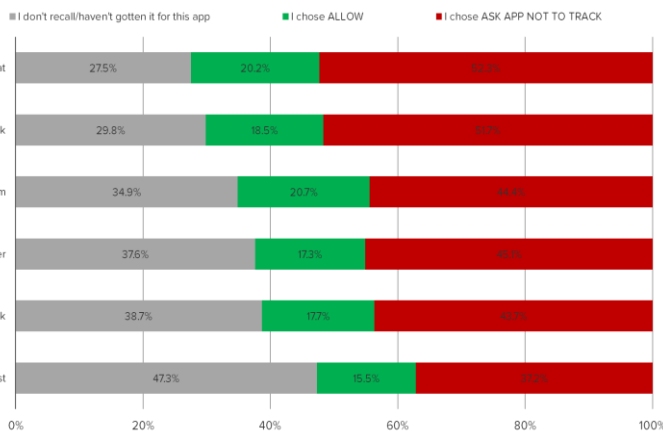


April 2022

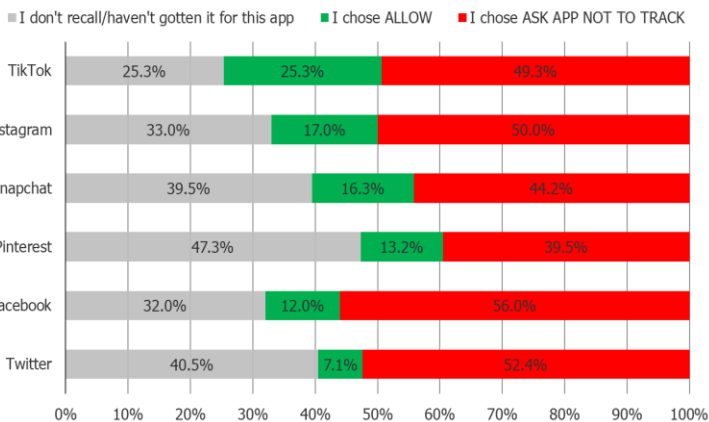
Legend: I don't recall/haven't gotten it for this app (Grey), I chose ALLOW (Green), I chose ASK APP NOT TO TRACK (Red)



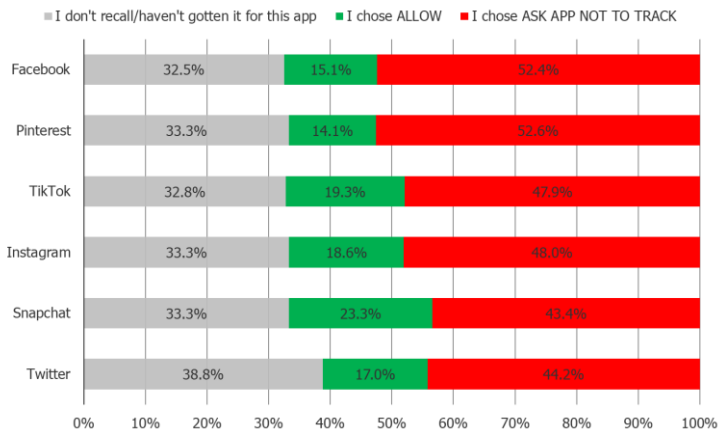
January 2022



July 2021

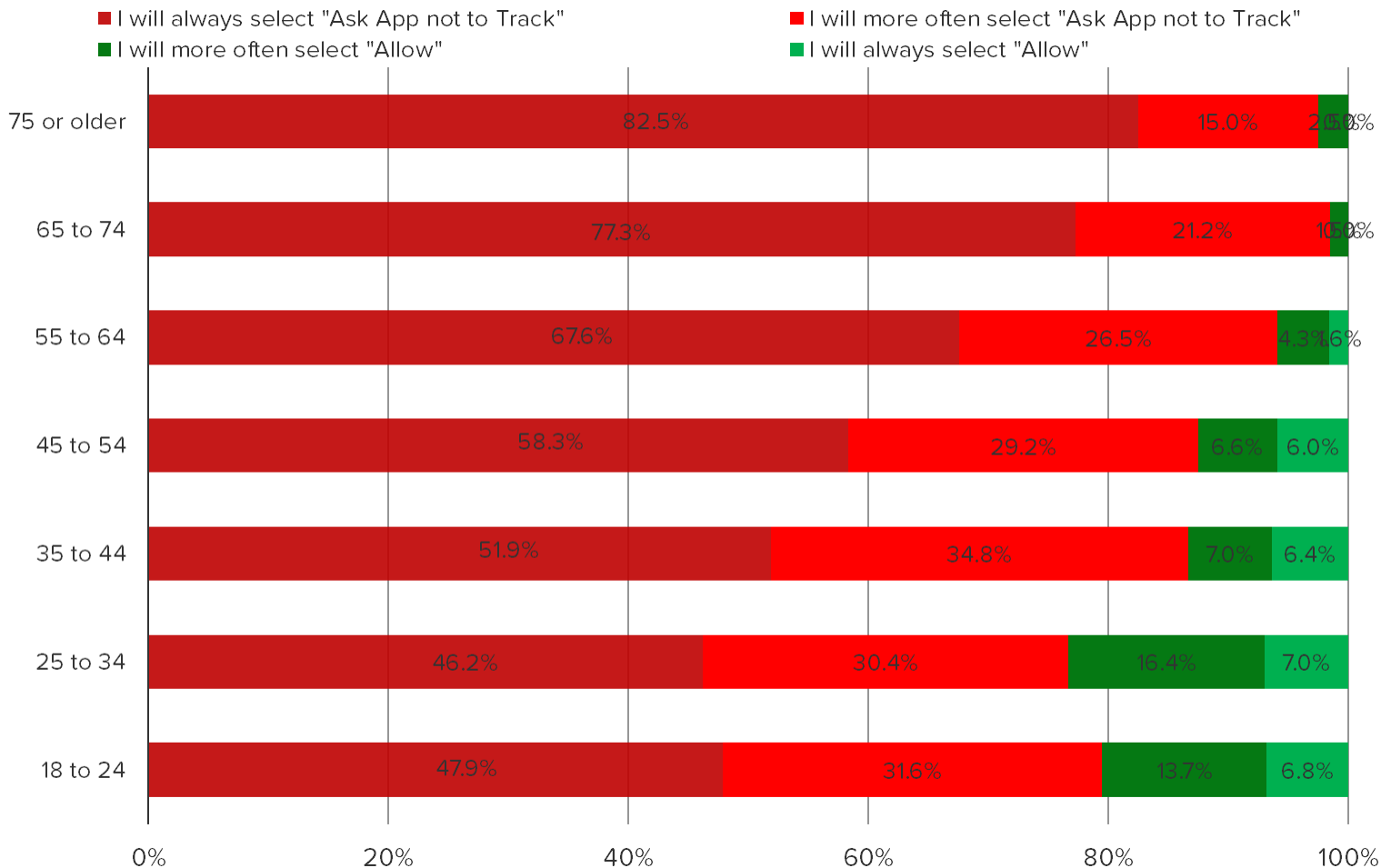
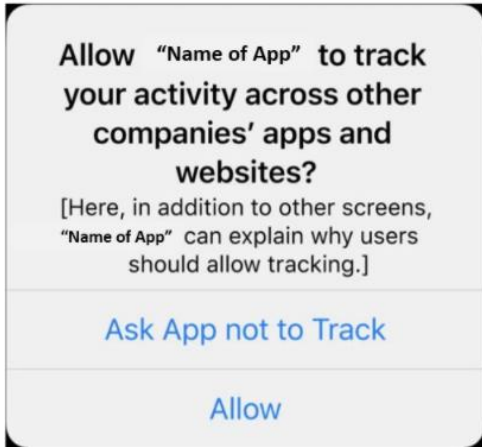


October 2021



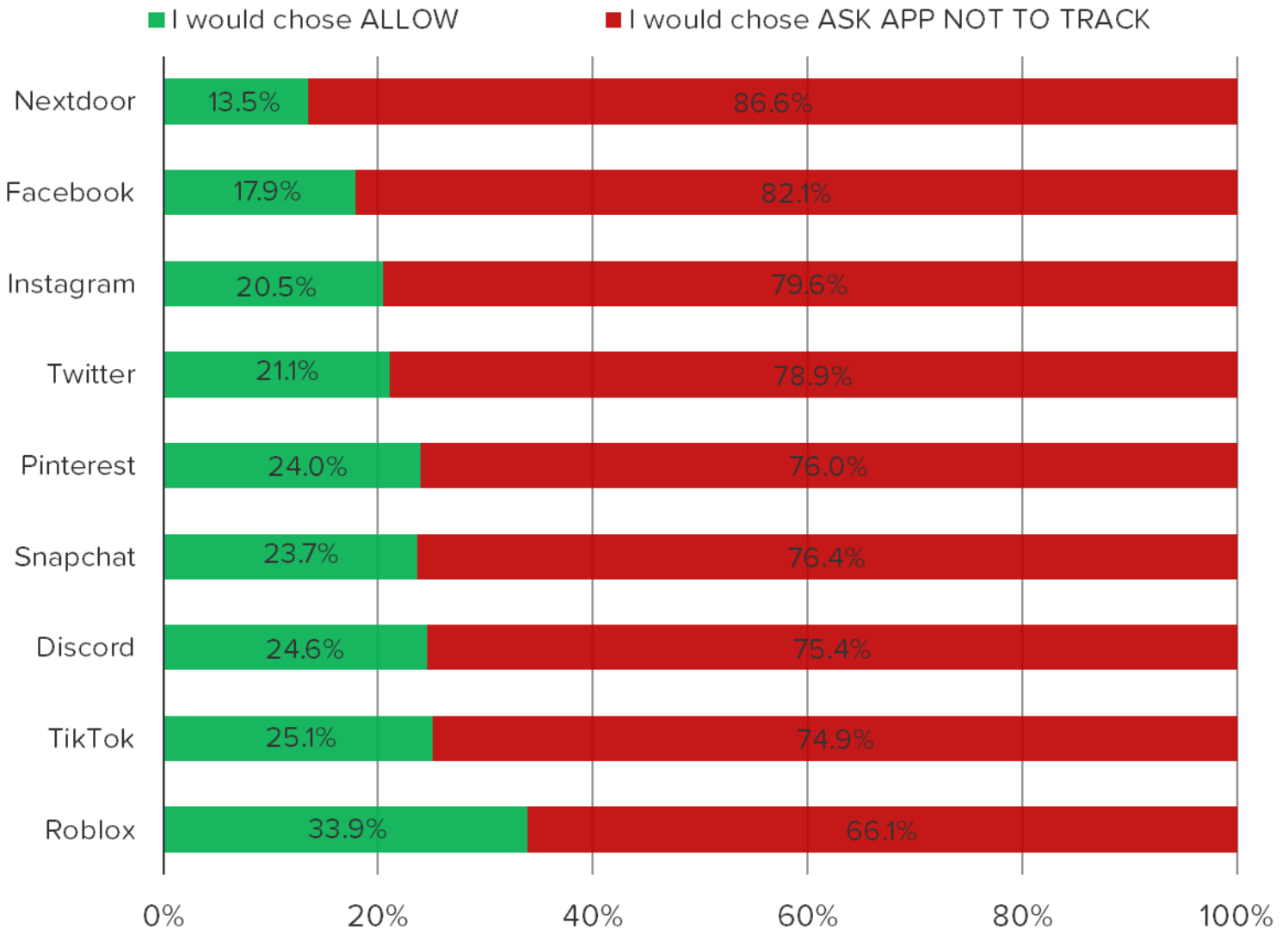
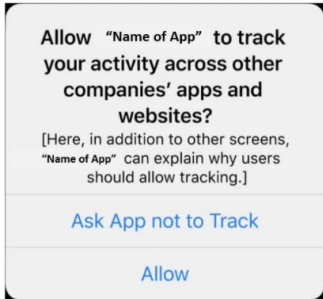
GOING FORWARD, IF YOU SEE THIS NOTIFICATION FOR APPS YOU USE, WHAT WILL YOU CHOOSE?

Posed to all respondents, cross-tabbed by age.



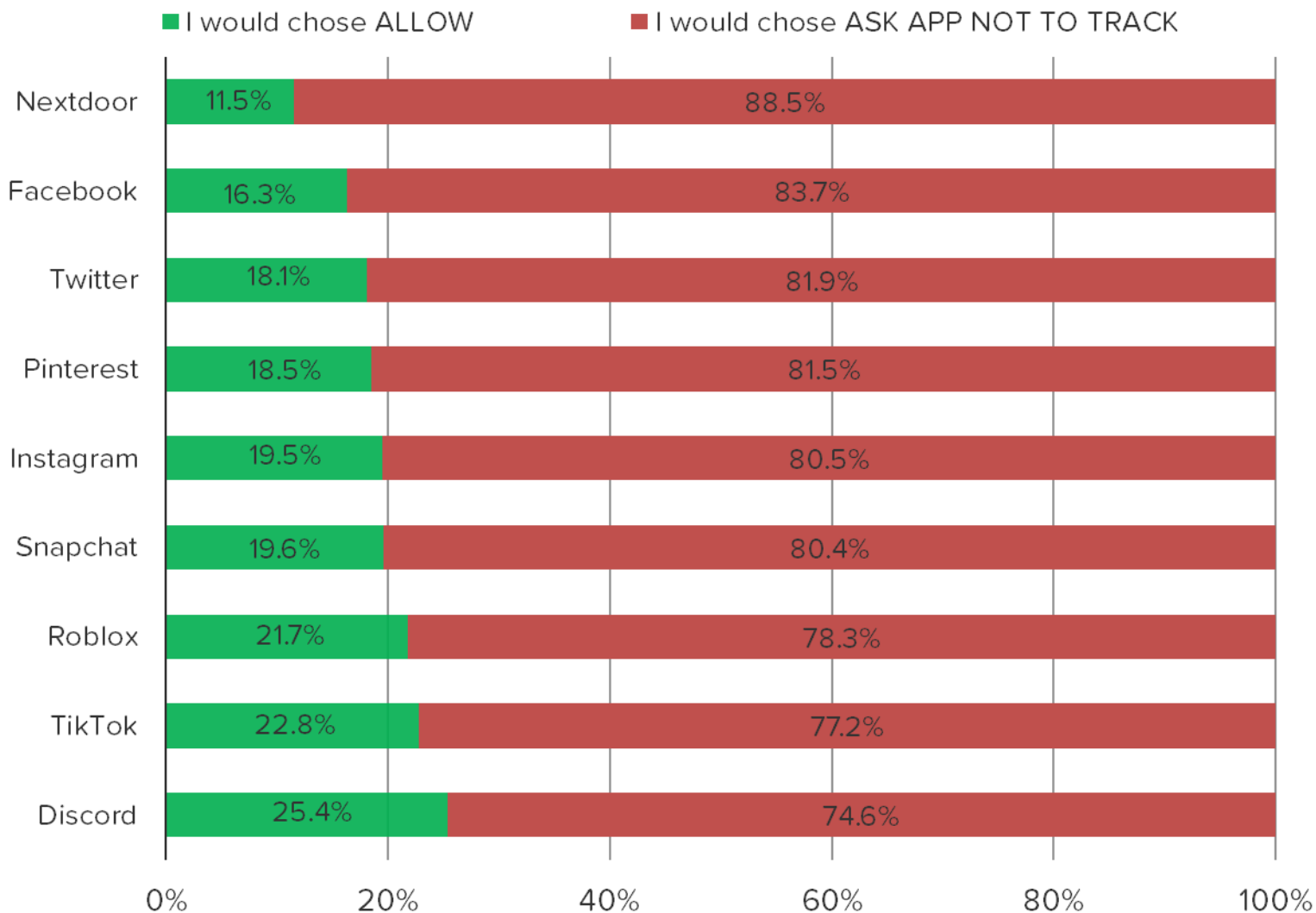
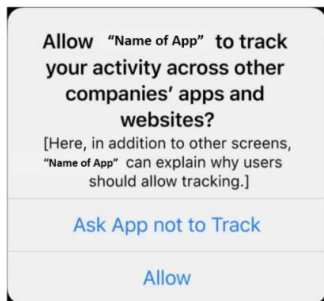
IF YOU GOT THE ABOVE PICTURED NOTIFICATION FOR THE FOLLOWING TODAY, WHAT WOULD YOU CHOOSE?

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



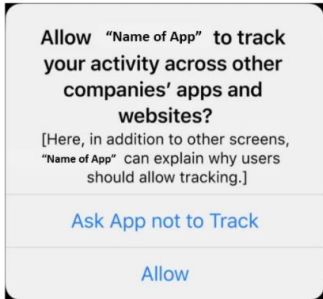
IF YOU GOT THE ABOVE PICTURED NOTIFICATION FOR THE FOLLOWING TODAY, WHAT WOULD YOU CHOOSE?

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

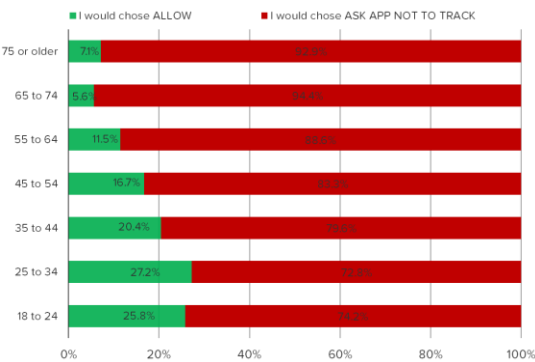


IF YOU GOT THE ABOVE PICTURED NOTIFICATION FOR THE FOLLOWING TODAY, WHAT WOULD YOU CHOOSE?

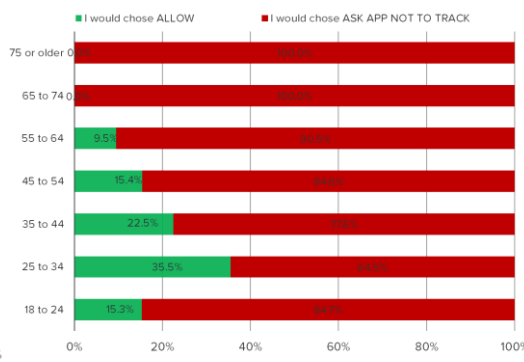
Posed to users who use of each of the following, cross-tabbed by age.



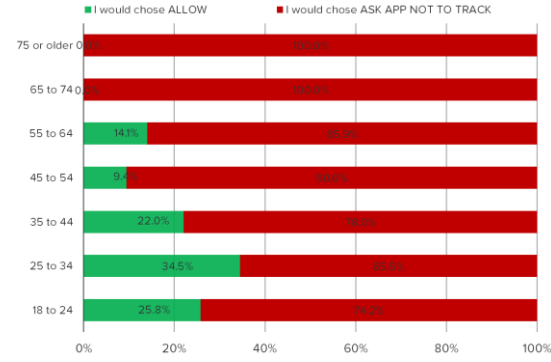
FACEBOOK



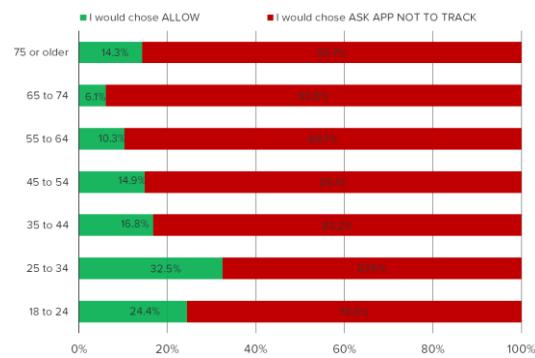
SNAPCHAT



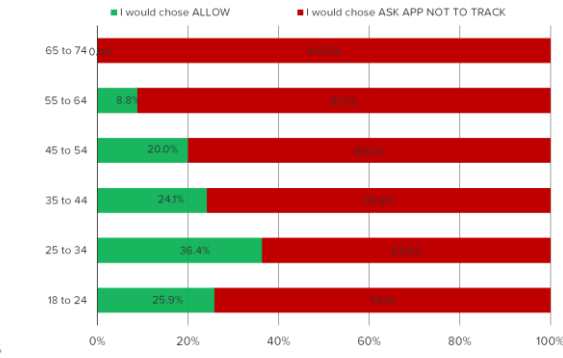
TWITTER



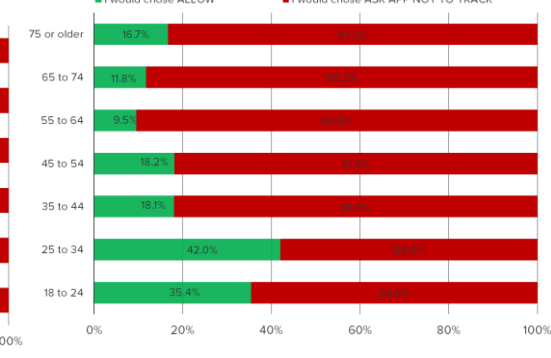
INSTAGRAM



TIKTOK

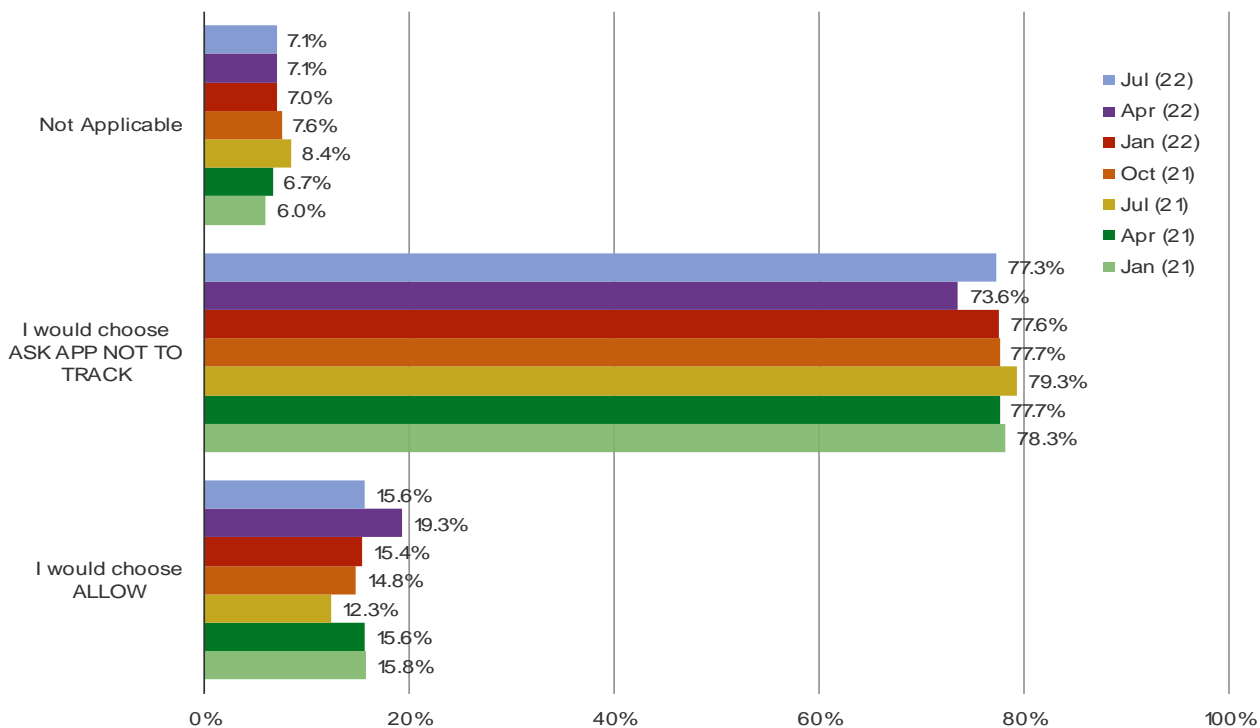
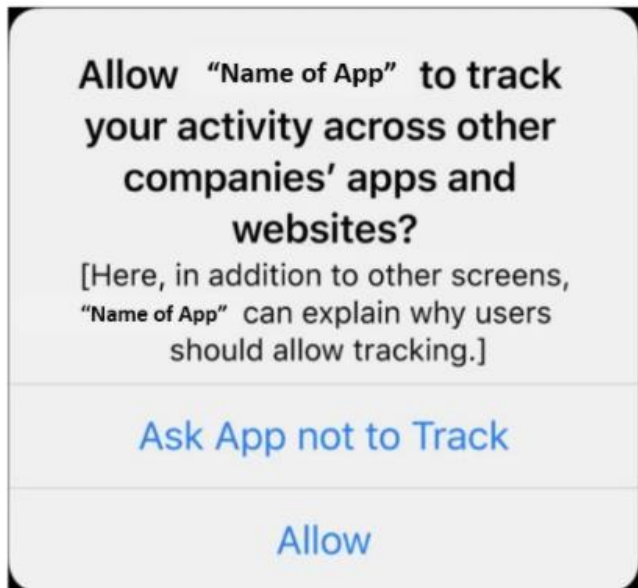


PINTEREST



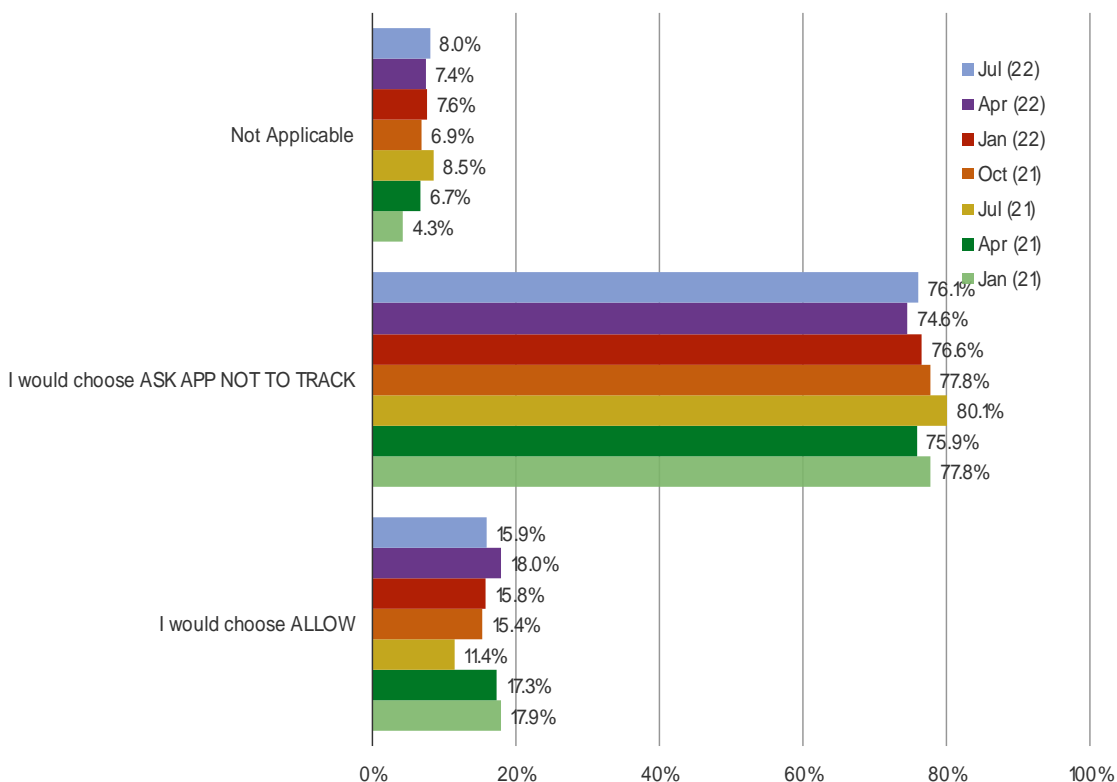
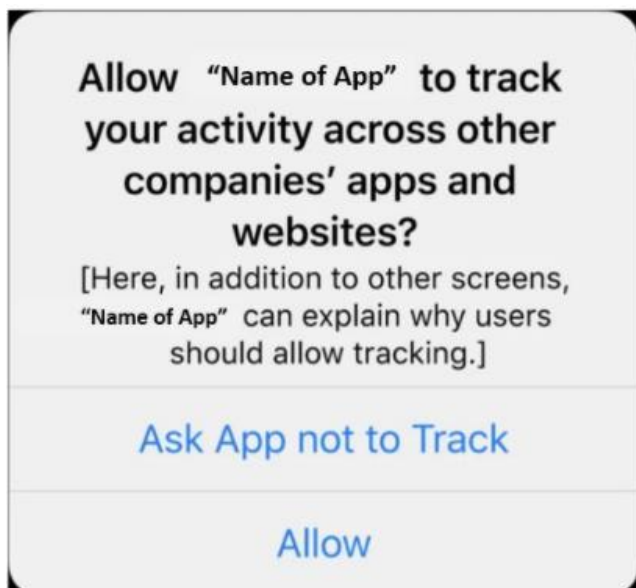
IF YOU GOT THE ABOVE NOTIFICATION FOR ANY GOOGLE RELATED APPS, INCLUDING GMAIL, WHAT WOULD YOU CHOOSE?

Posed to all respondents.



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

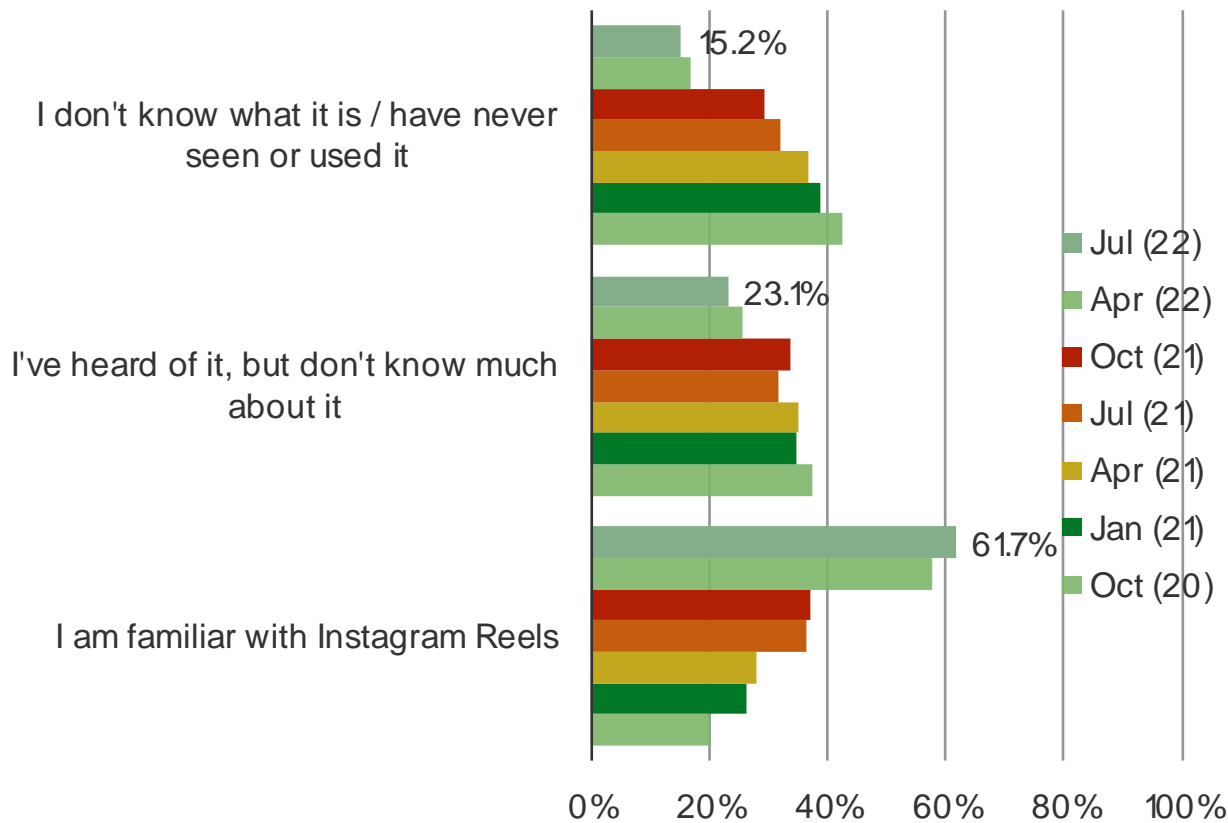
Posed to all respondents.



INSTAGRAM REELS FEEDBACK

ARE YOU FAMILIAR WITH INSTAGRAM REELS (EXAMPLES PICTURED)

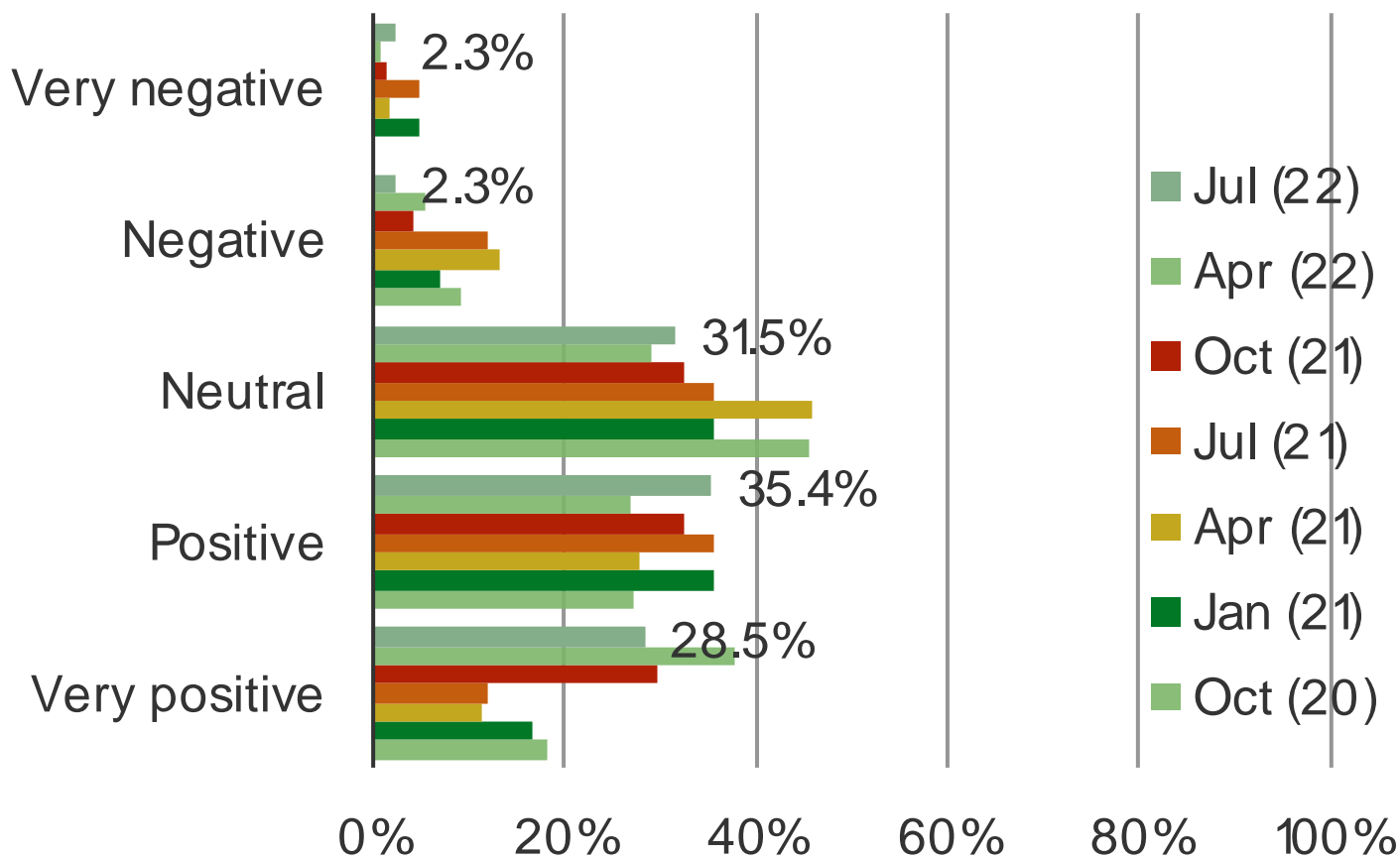
Posted to Instagram Users:



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

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

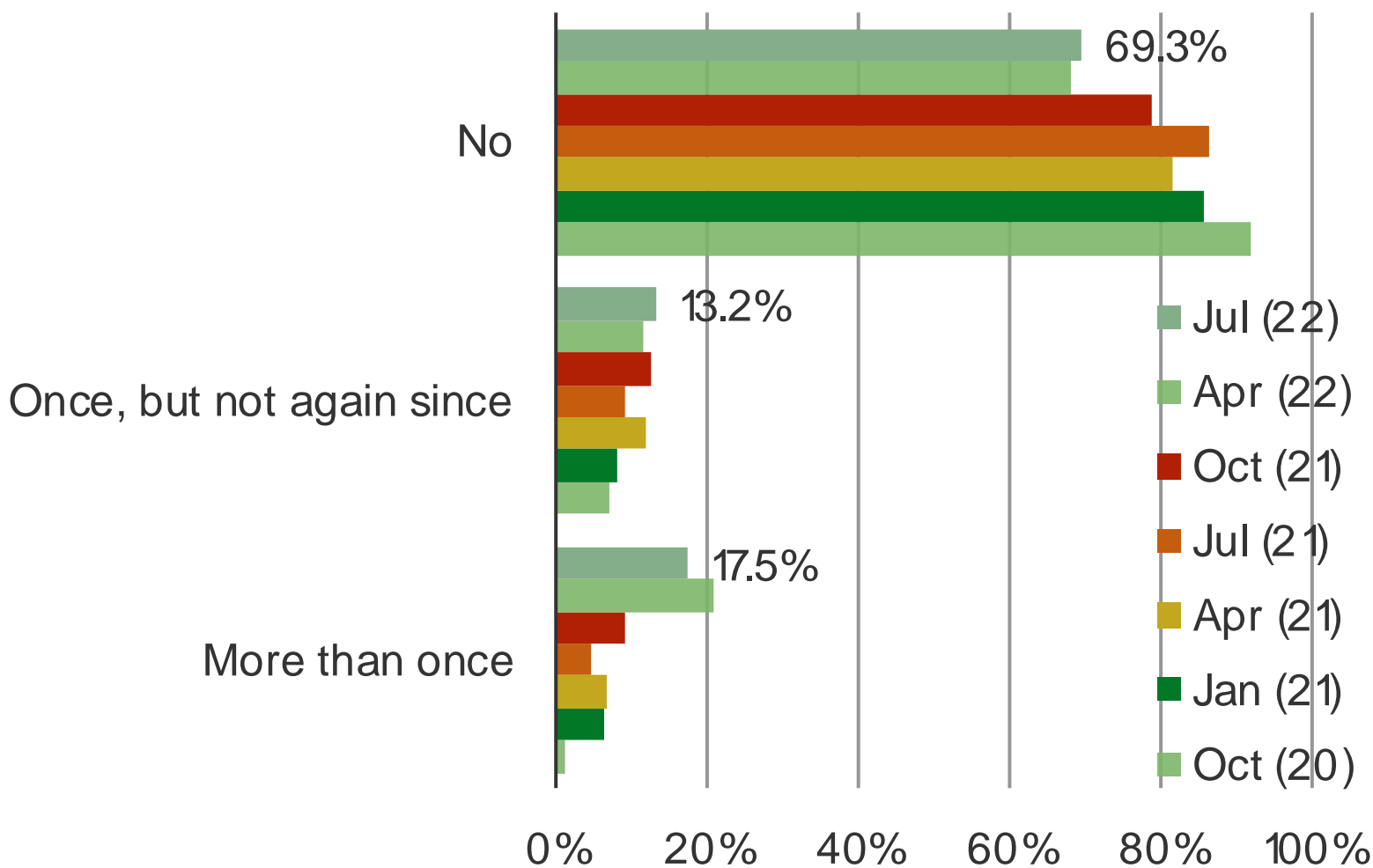
Posted to Instagram Users who have watched one or more Reels video.



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

HAVE YOU CREATED ANY INSTAGRAM REELS YET?

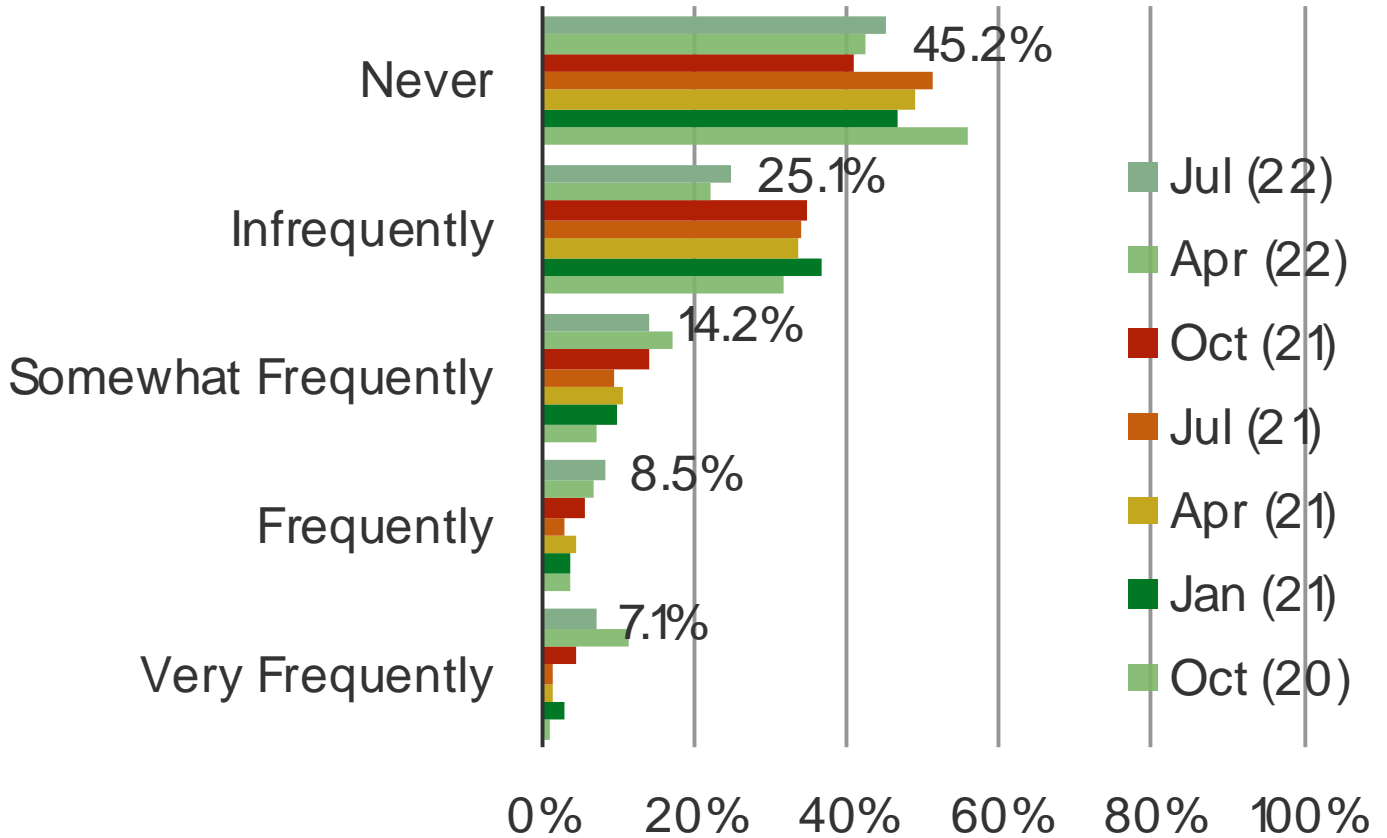
Posted to Instagram Users who have heard of Reels:



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

HOW OFTEN DO YOU EXPECT TO CREATE REELS GOING FORWARD?

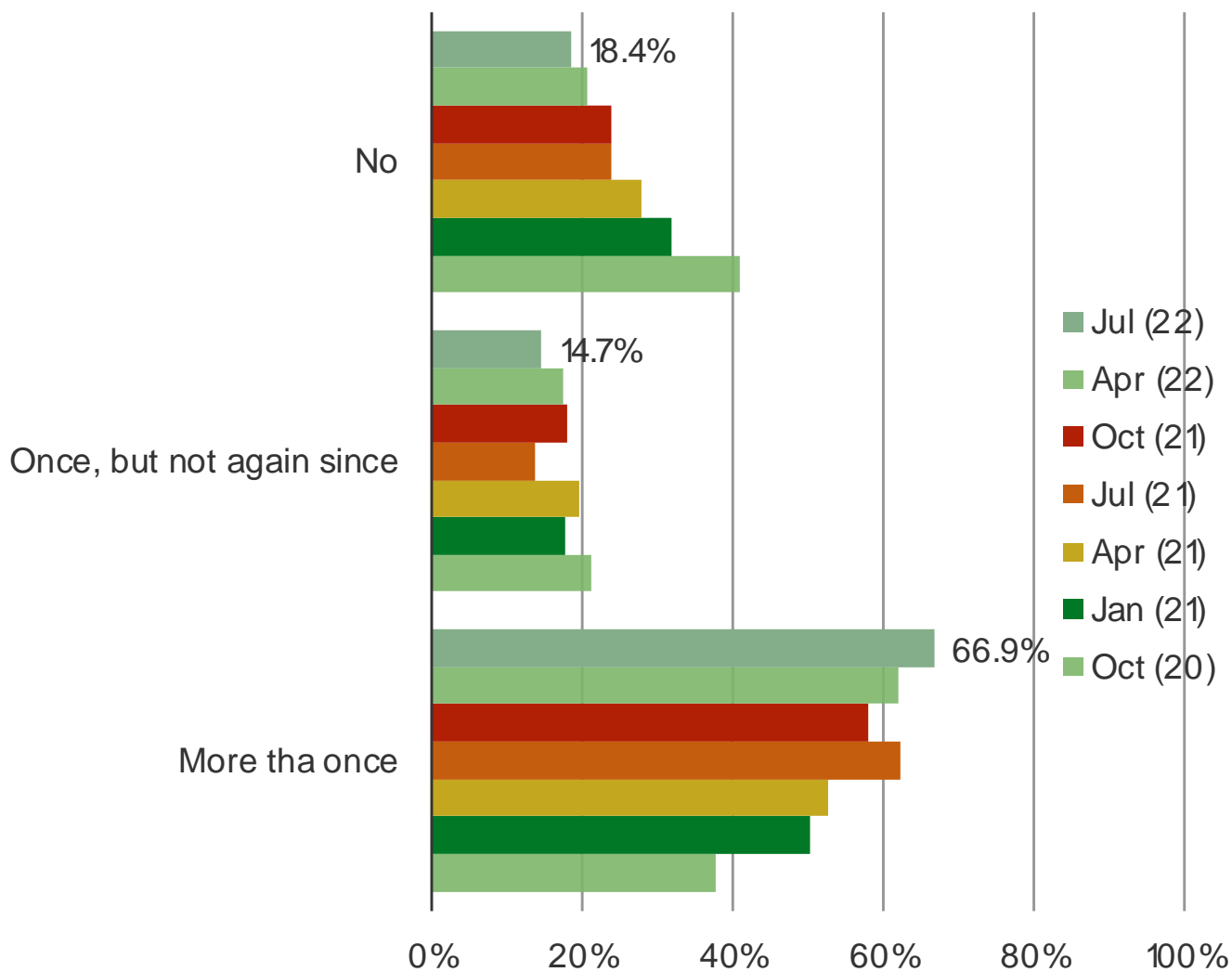
Posted to Instagram Users who have heard of Reels:



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

HAVE YOU WATCHED/SEEN ANY INSTAGRAM REELS VIDEOS YET?

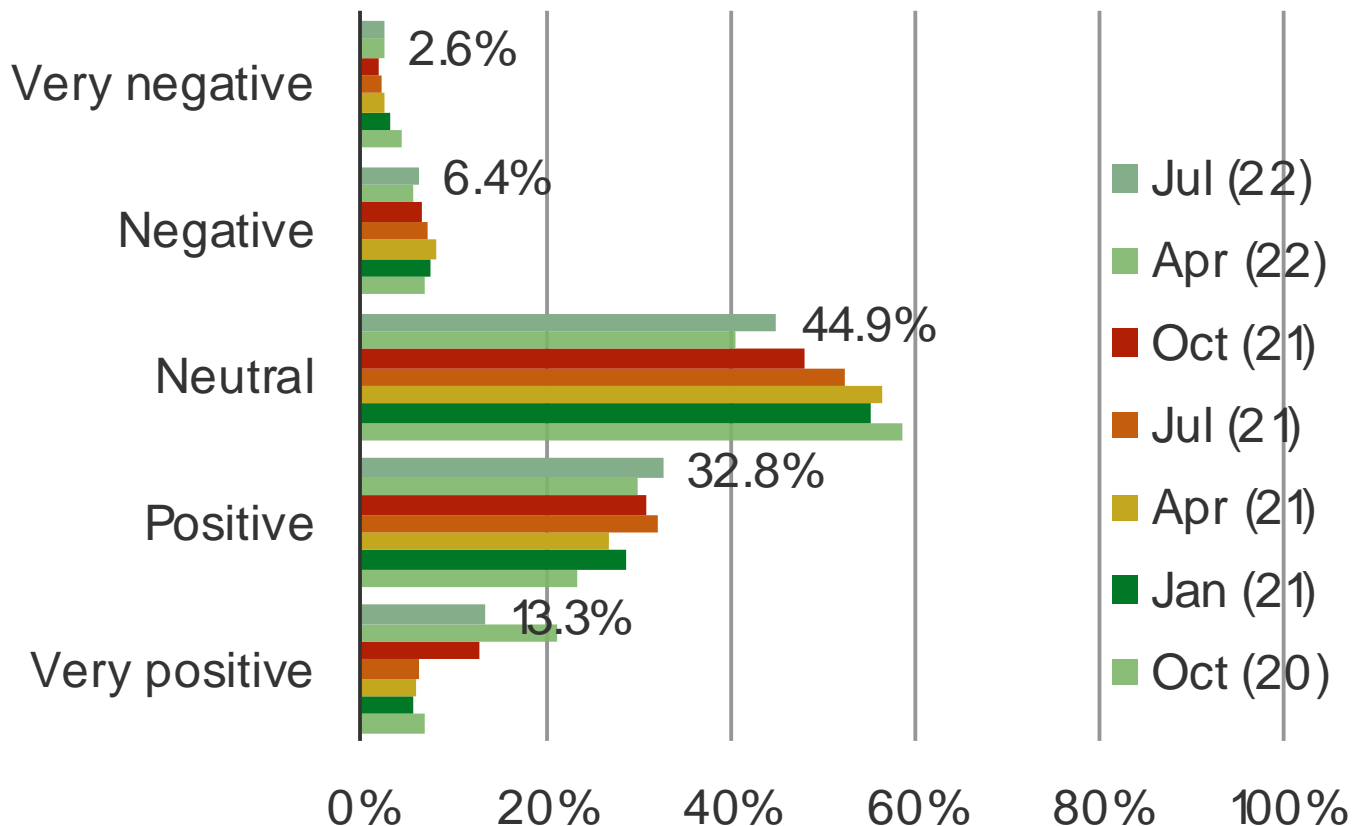
Posted to Instagram Users who have heard of Reels:



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

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

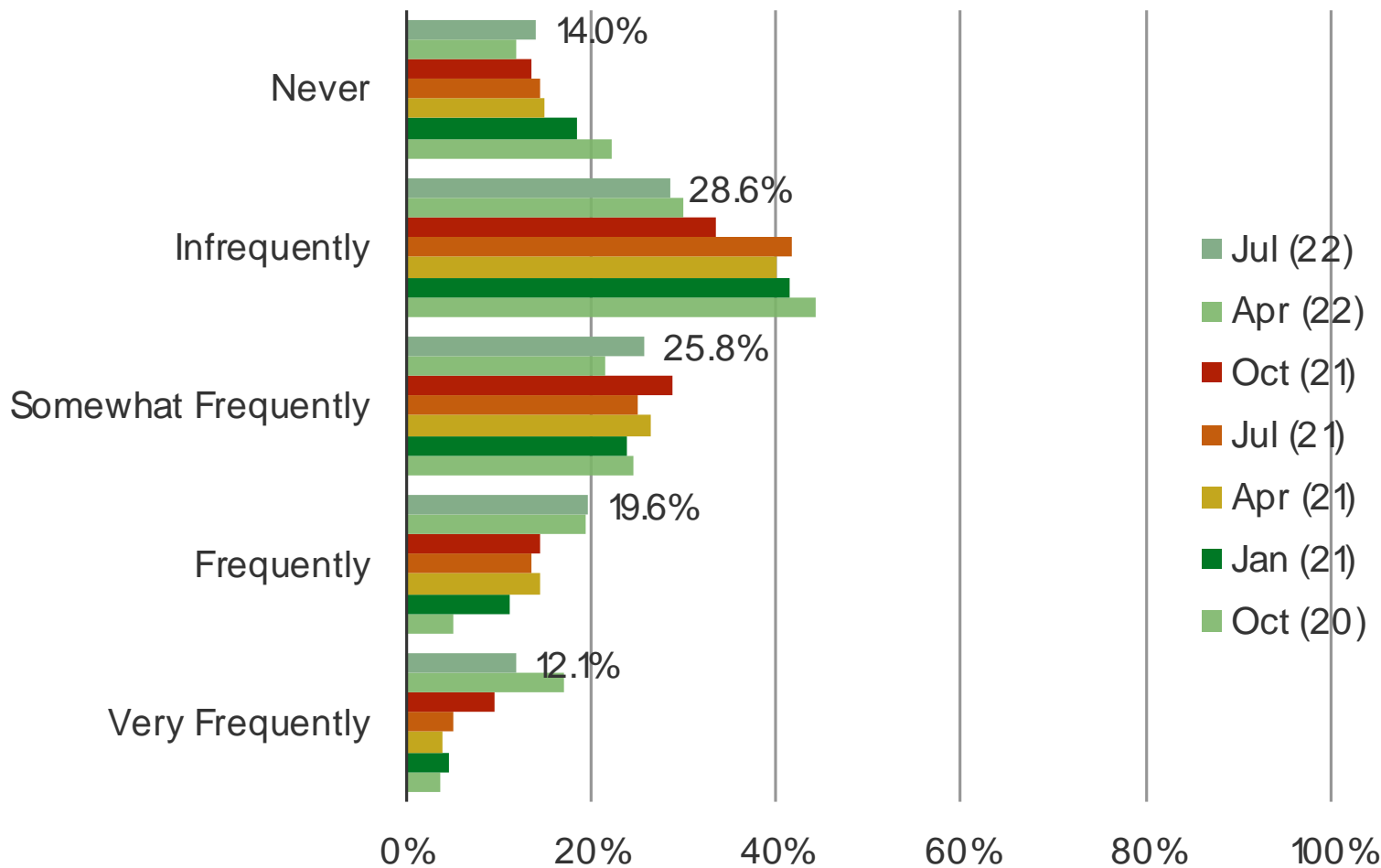
Posted to Instagram Users who have watched one or more Reels video.



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

HOW OFTEN DO YOU EXPECT TO WATCH REELS GOING FORWARD?

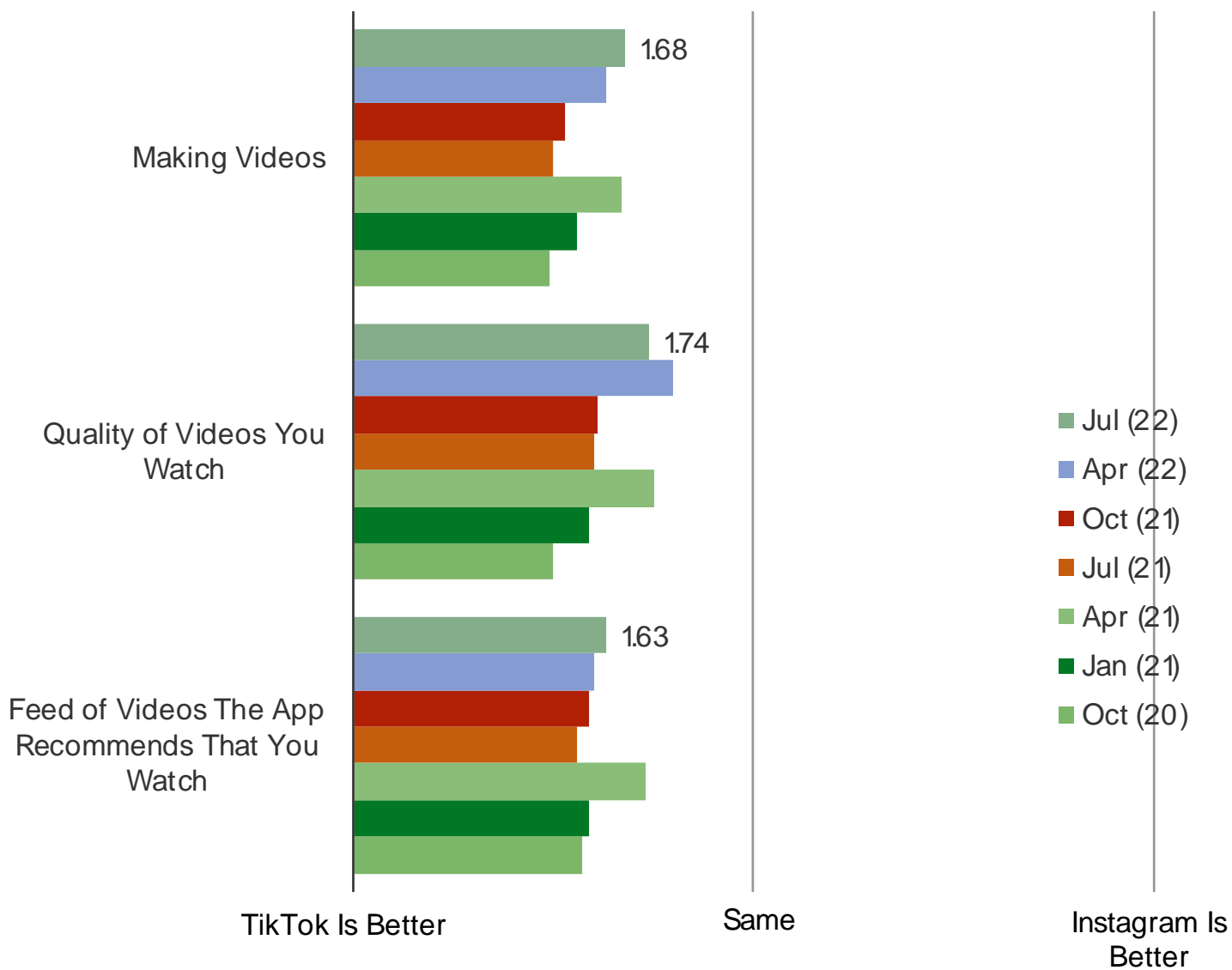
Posted to Instagram Users who have heard of Reels:



*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:

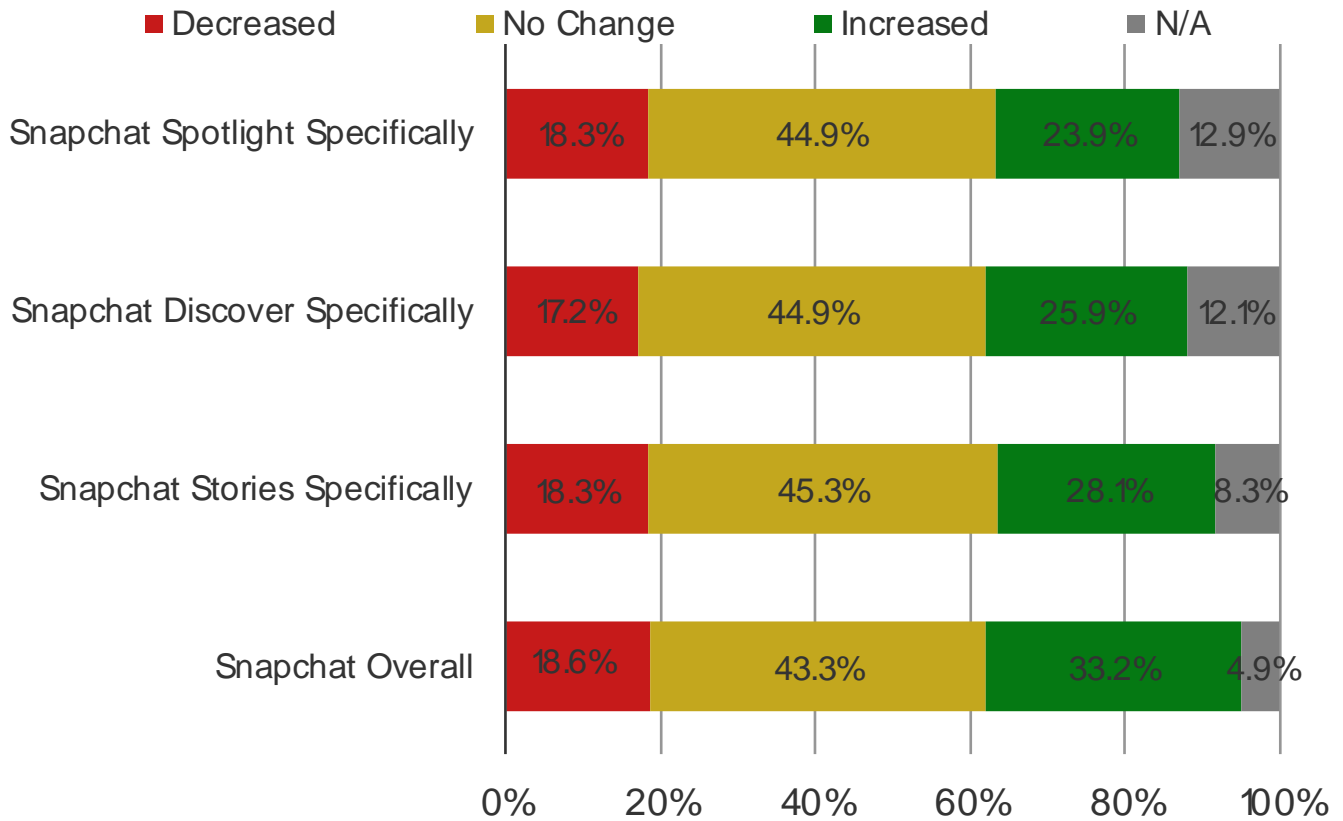


*Note: We did not ask this question in our January 2022 survey.

SNAPCHAT USER FEEDBACK

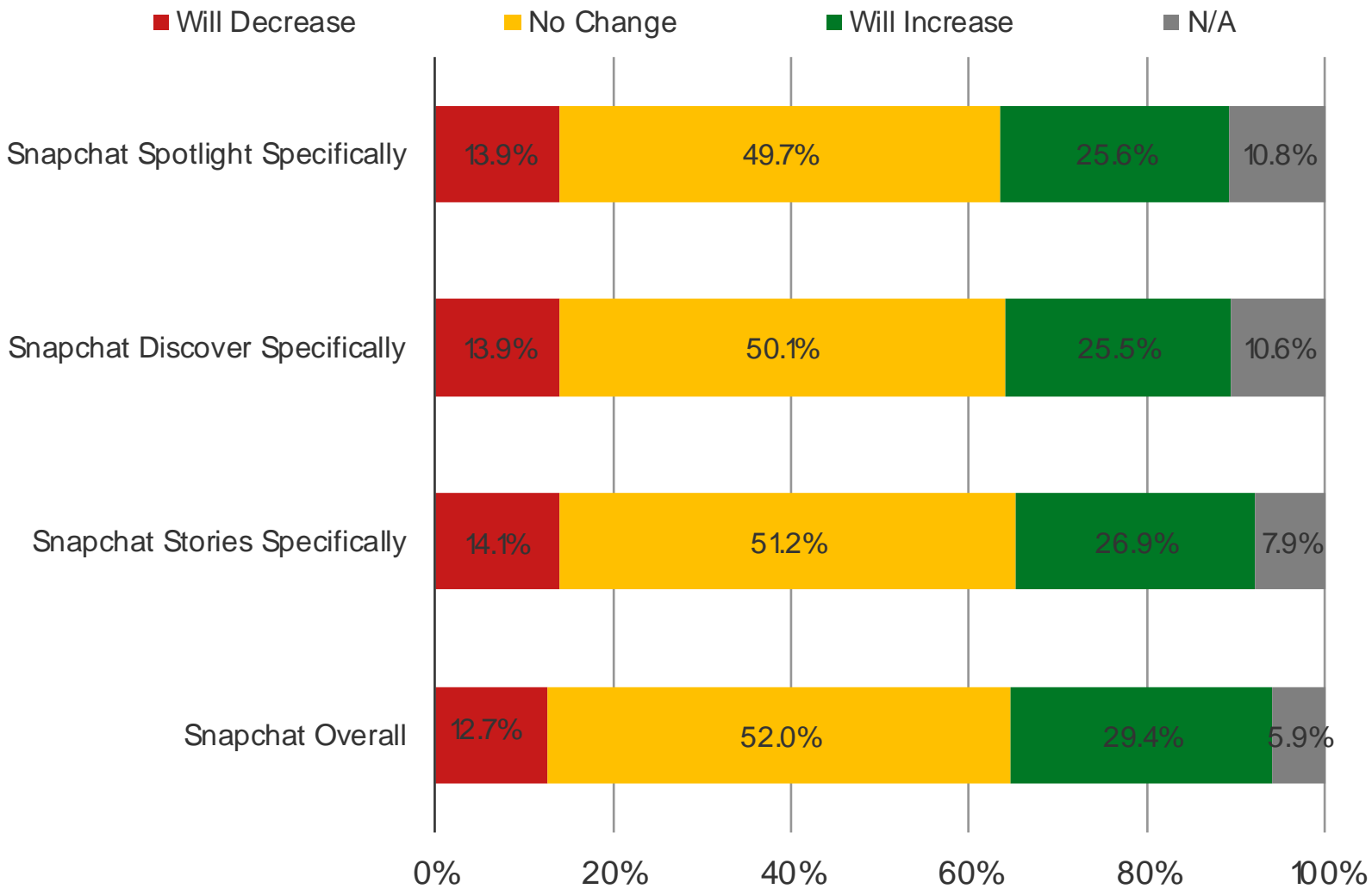
HAS YOUR CONSUMPTION OF SNAPCHAT CONTENT - INCLUDING STORIES, DISCOVER, AND SPOTLIGHT - INCREASED OR DECREASED OVER THE LAST 6-12 MONTHS?

This question was posed to all respondents who use Snapchat more than never (N = 711).



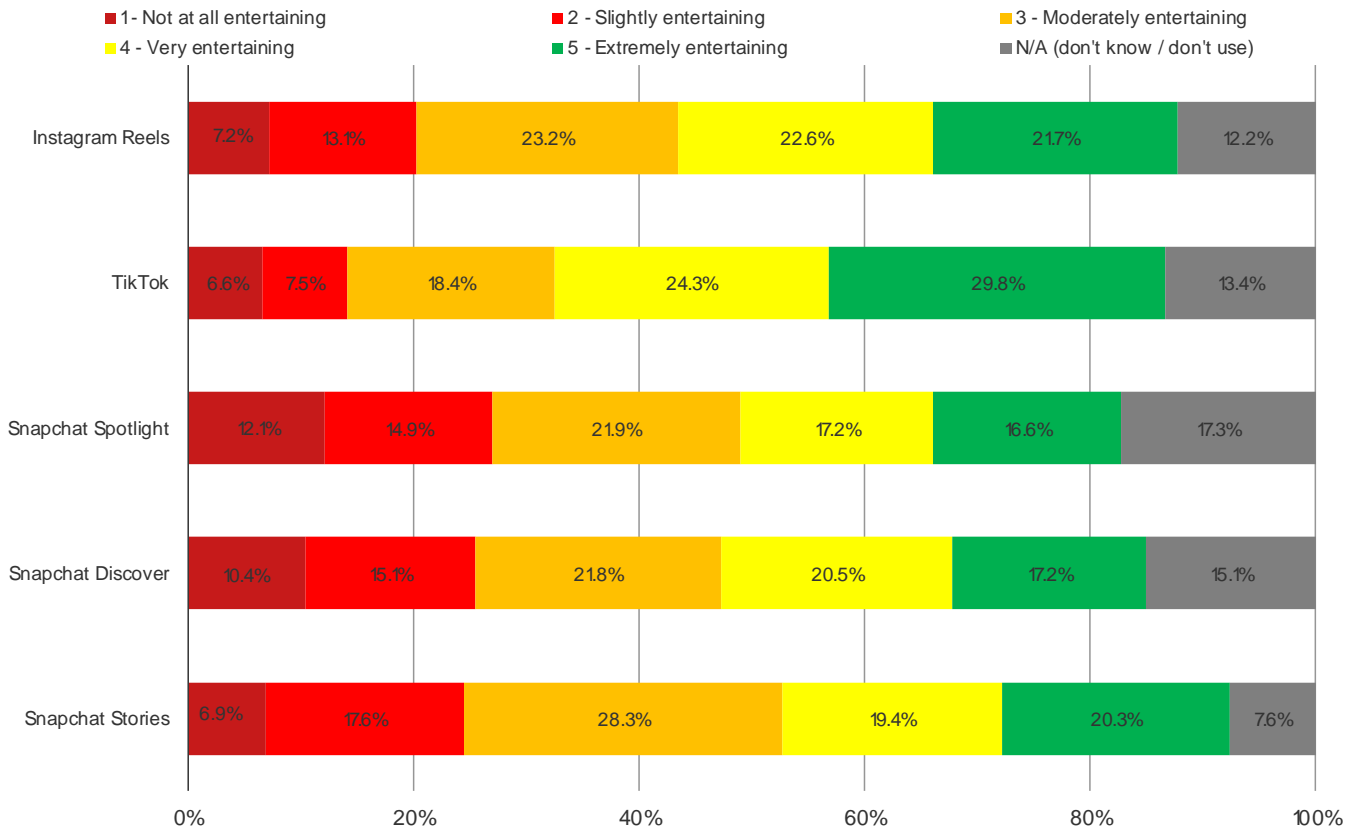
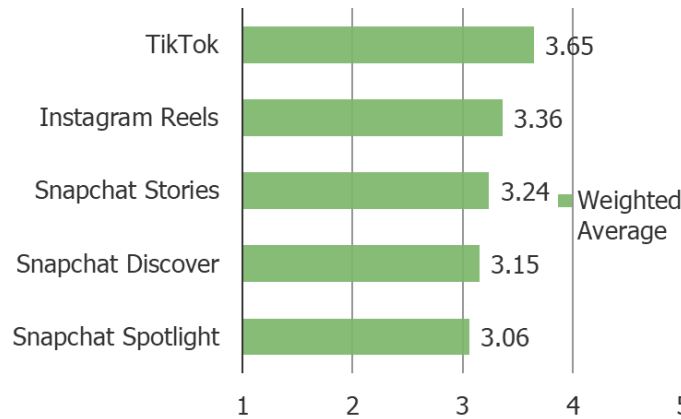
OVER THE NEXT 6-12 MONTHS, DO YOU EXPECT TO INCREASE OR DECREASE TOTAL TIME SPENT WATCHING SNAPCHAT CONTENT INCLUDING STORIES, DISCOVER AND SPOTLIGHT?

This question was posed to all respondents who use Snapchat more than never (N = 711).



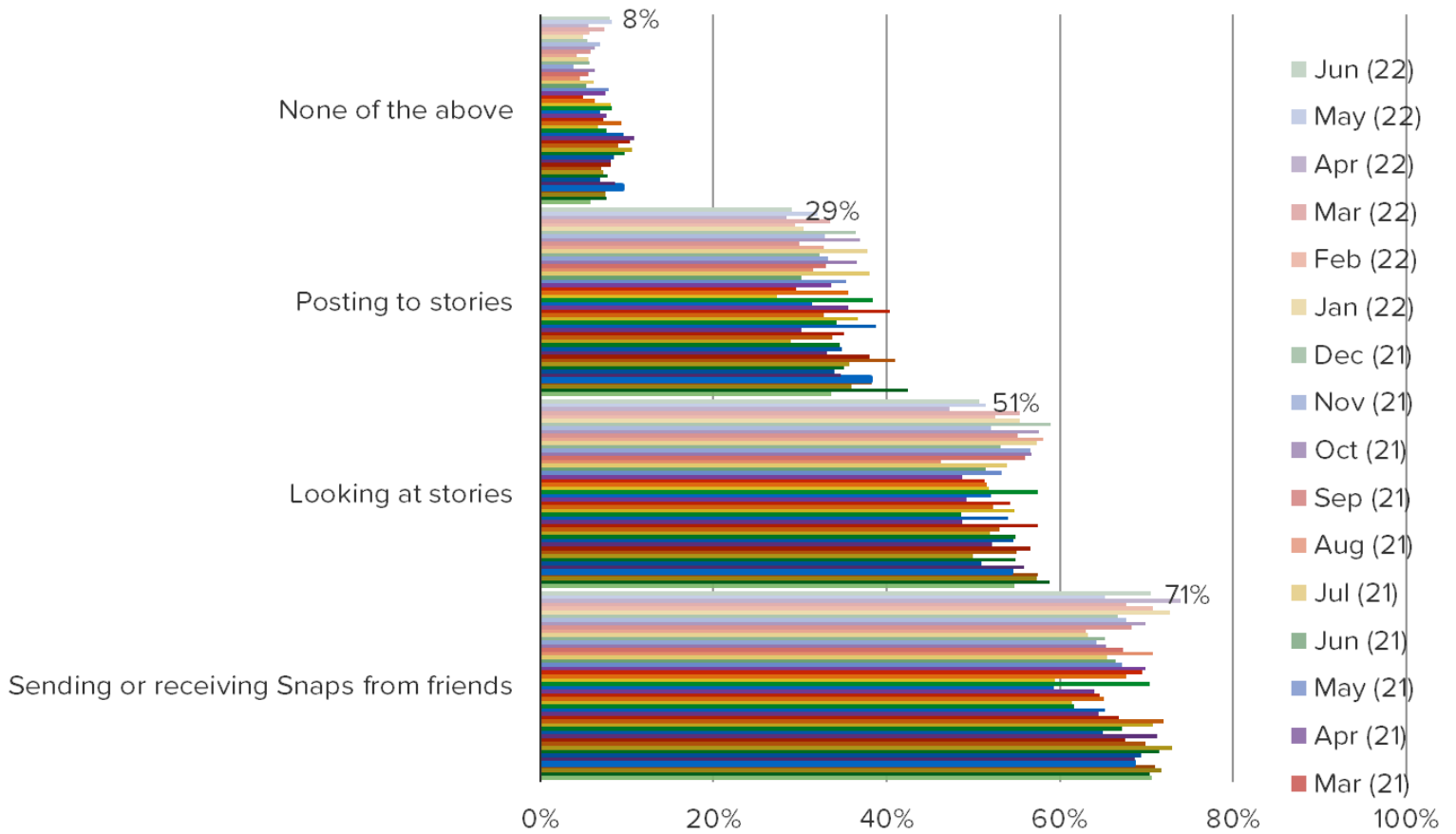
ON A SCALE OF 1-5, HOW ENTERTAINING IS...

This question was posed to all respondents who use Snapchat more than never (N = 711).



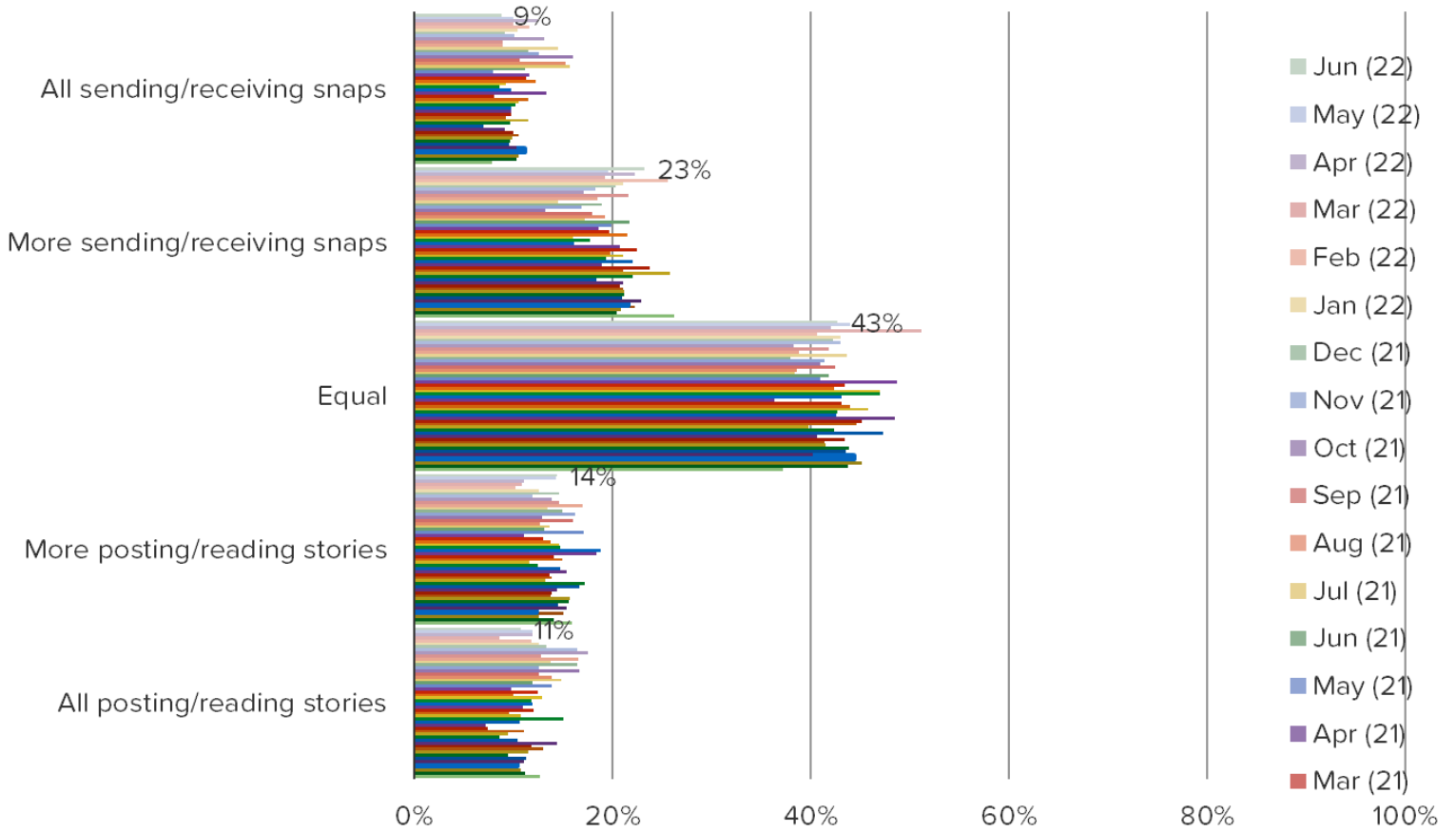
I USE SNAPCHAT FOR...

Posed to Snapchat users.



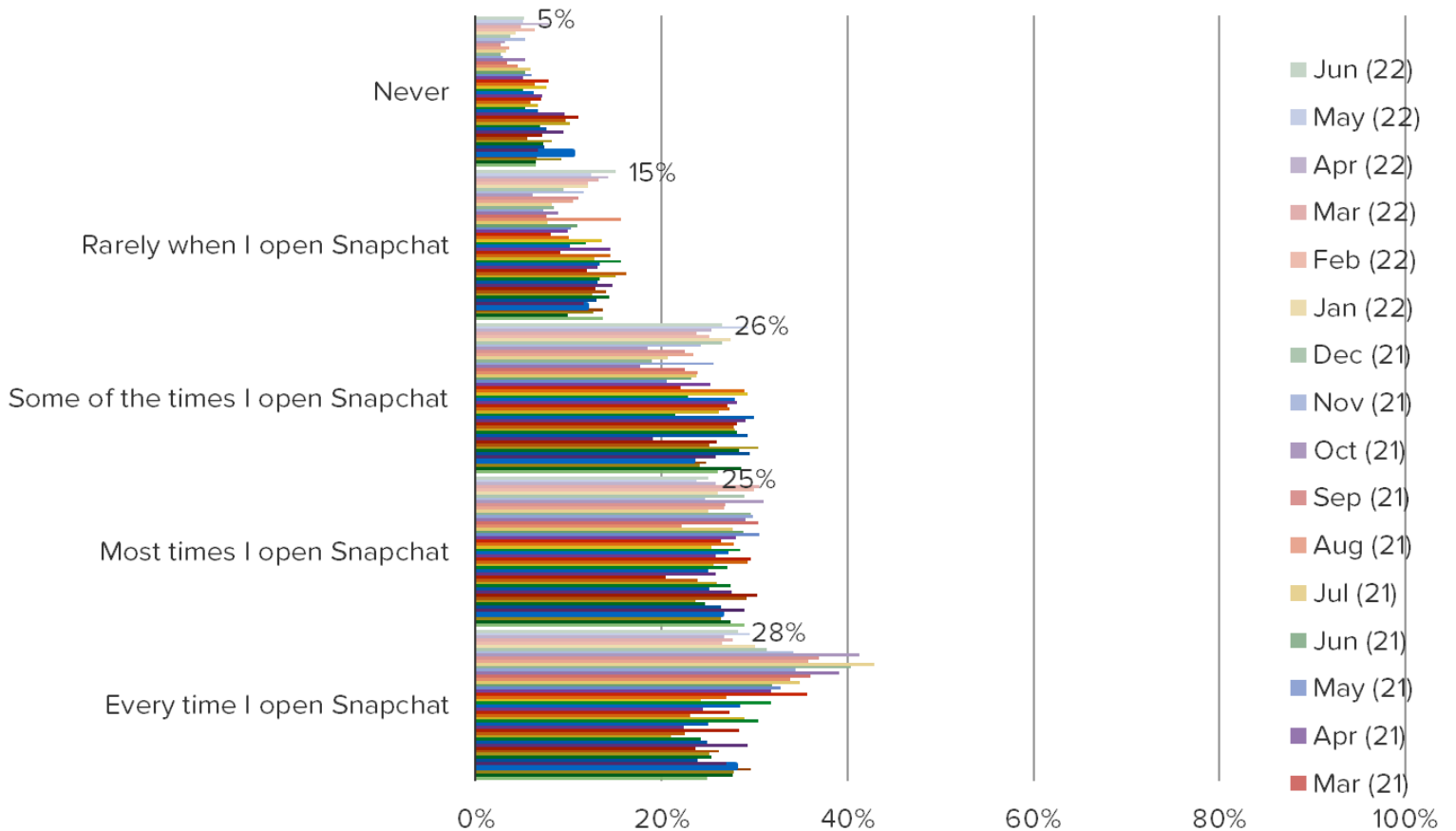
PLEASE ESTIMATE HOW YOU SPEND YOUR TIME ON SNAPCHAT.

Posed to Snapchat users.



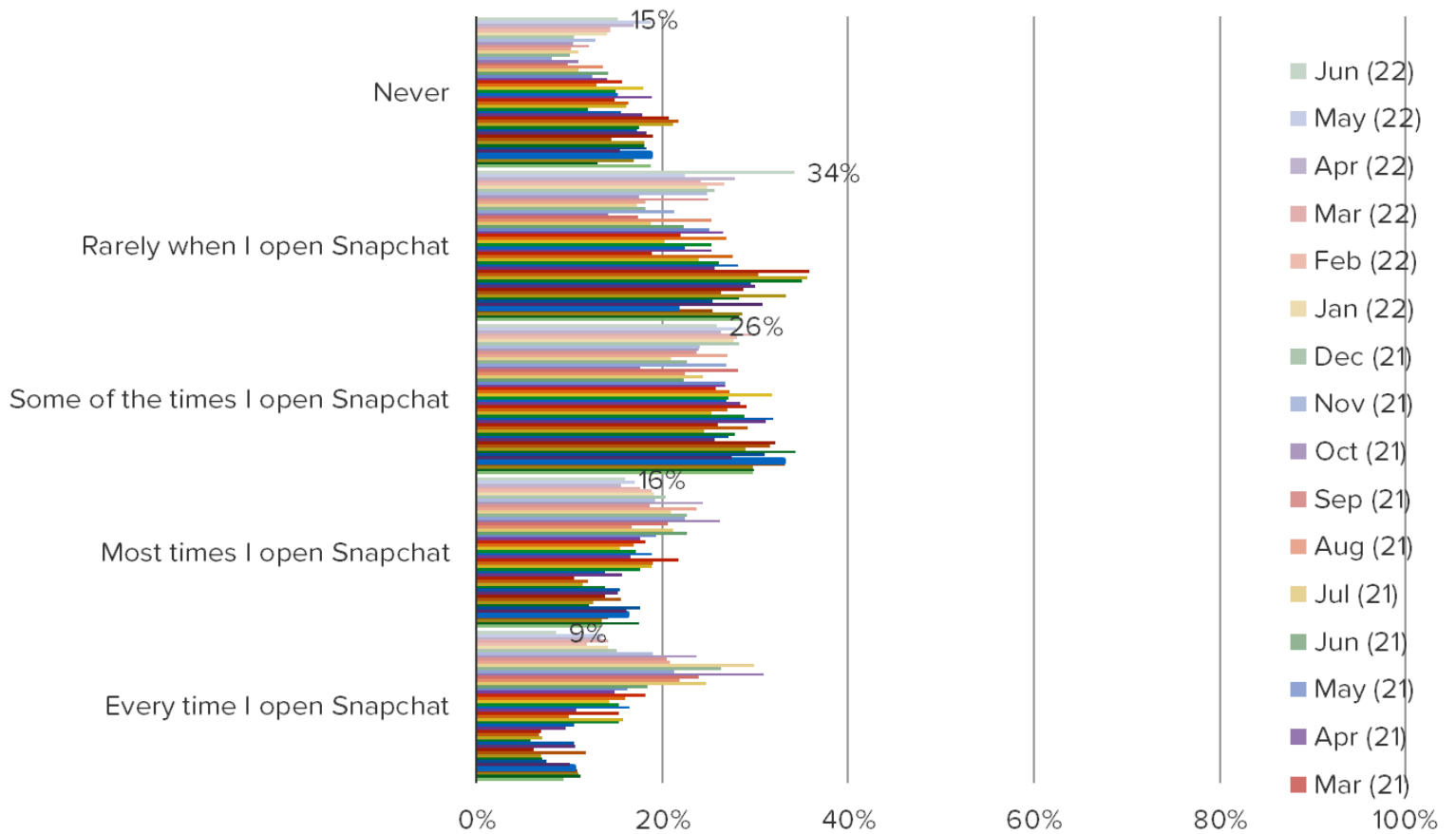
I VIEW SNAPCHAT STORIES:

Posed to Snapchat users.



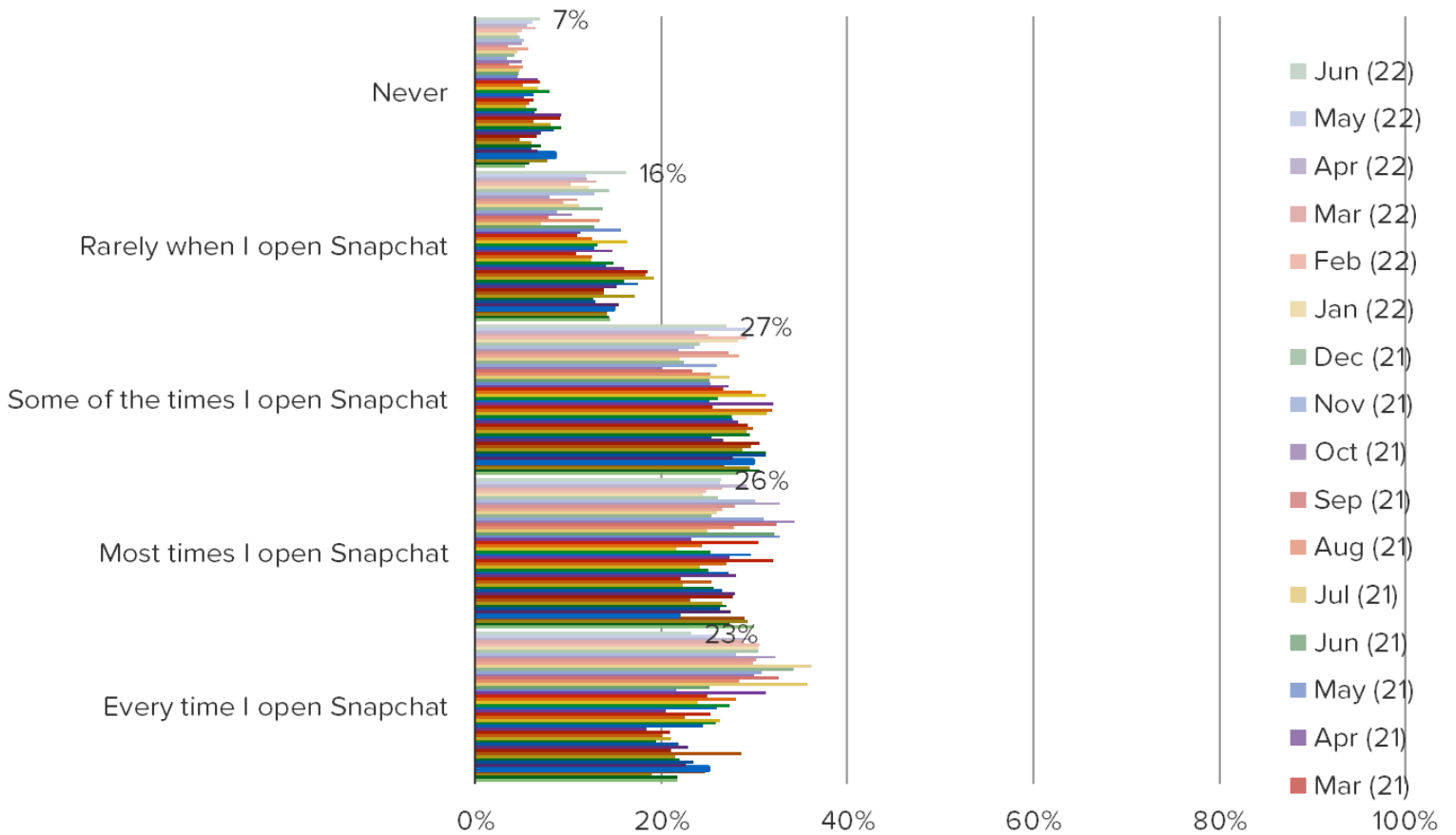
I POST TO SNAPCHAT STORIES:

Posed to Snapchat users.



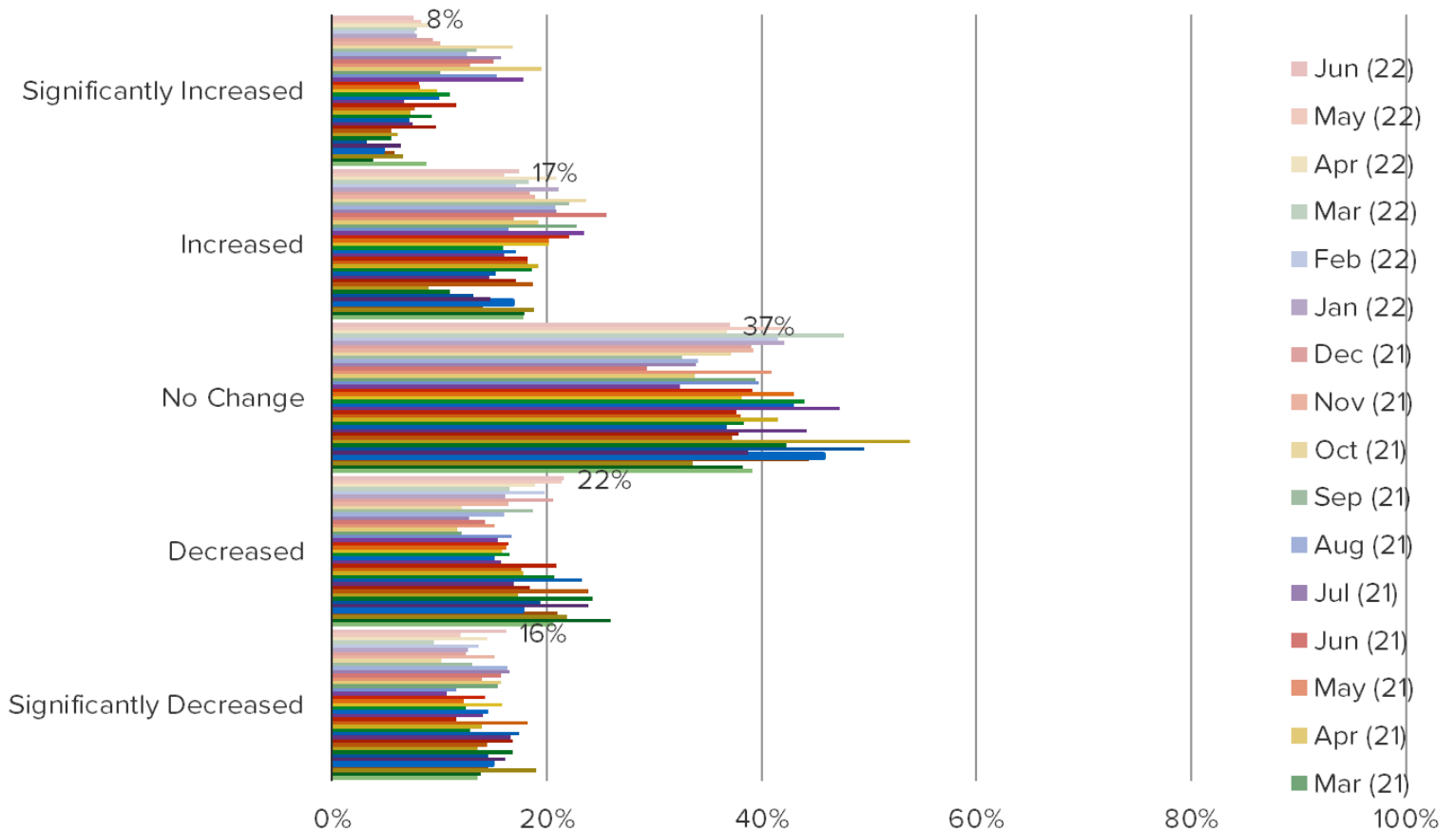
I SEND/RECEIVE SNAPS:

Posed to Snapchat users.



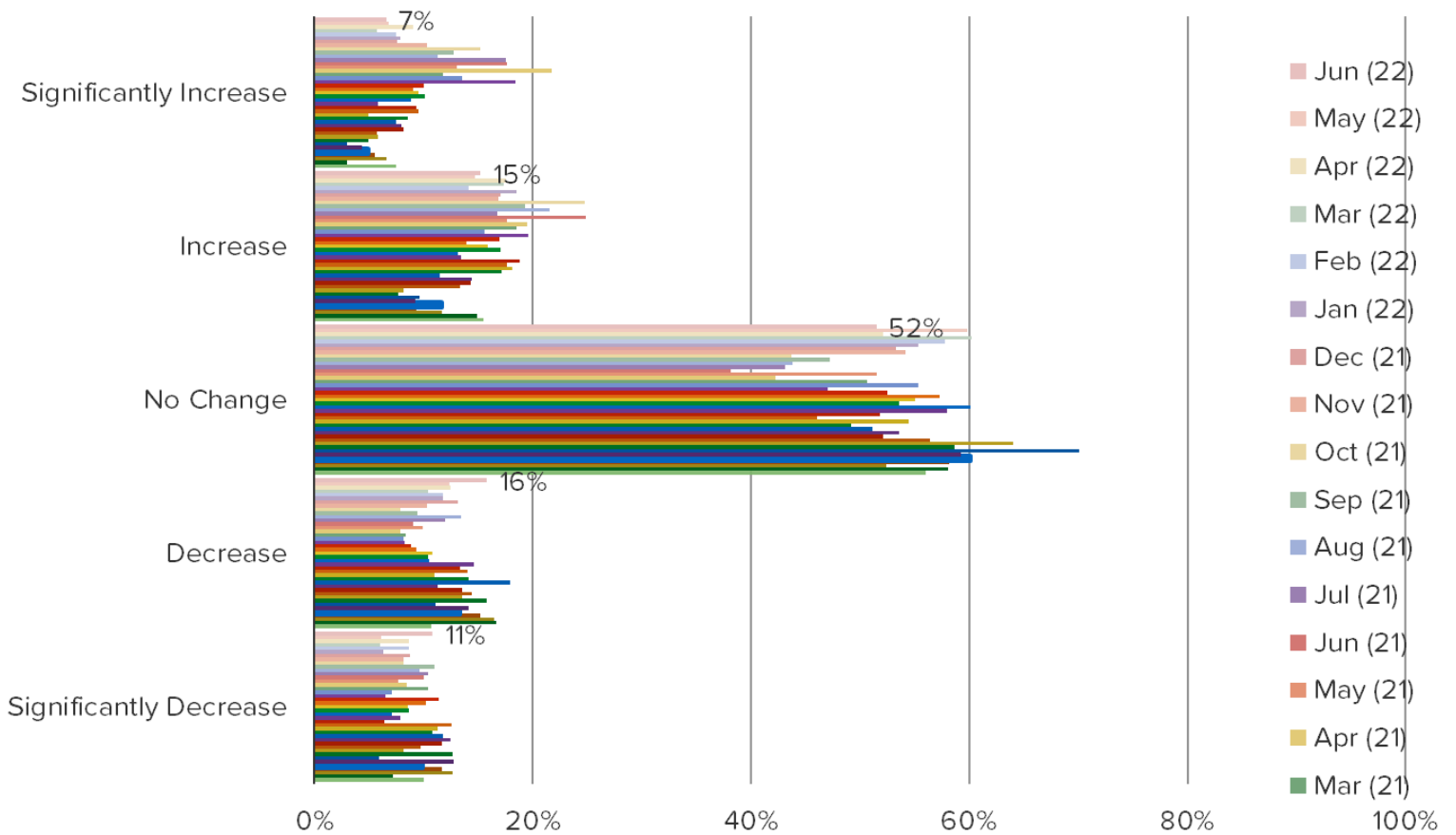
HAS THE AVERAGE TIME YOU CURRENTLY SPEND ON SNAPCHAT PER DAY INCREASED OR DECREASED COMPARED TO 6-12 MONTHS AGO?

Posed to Snapchat users.



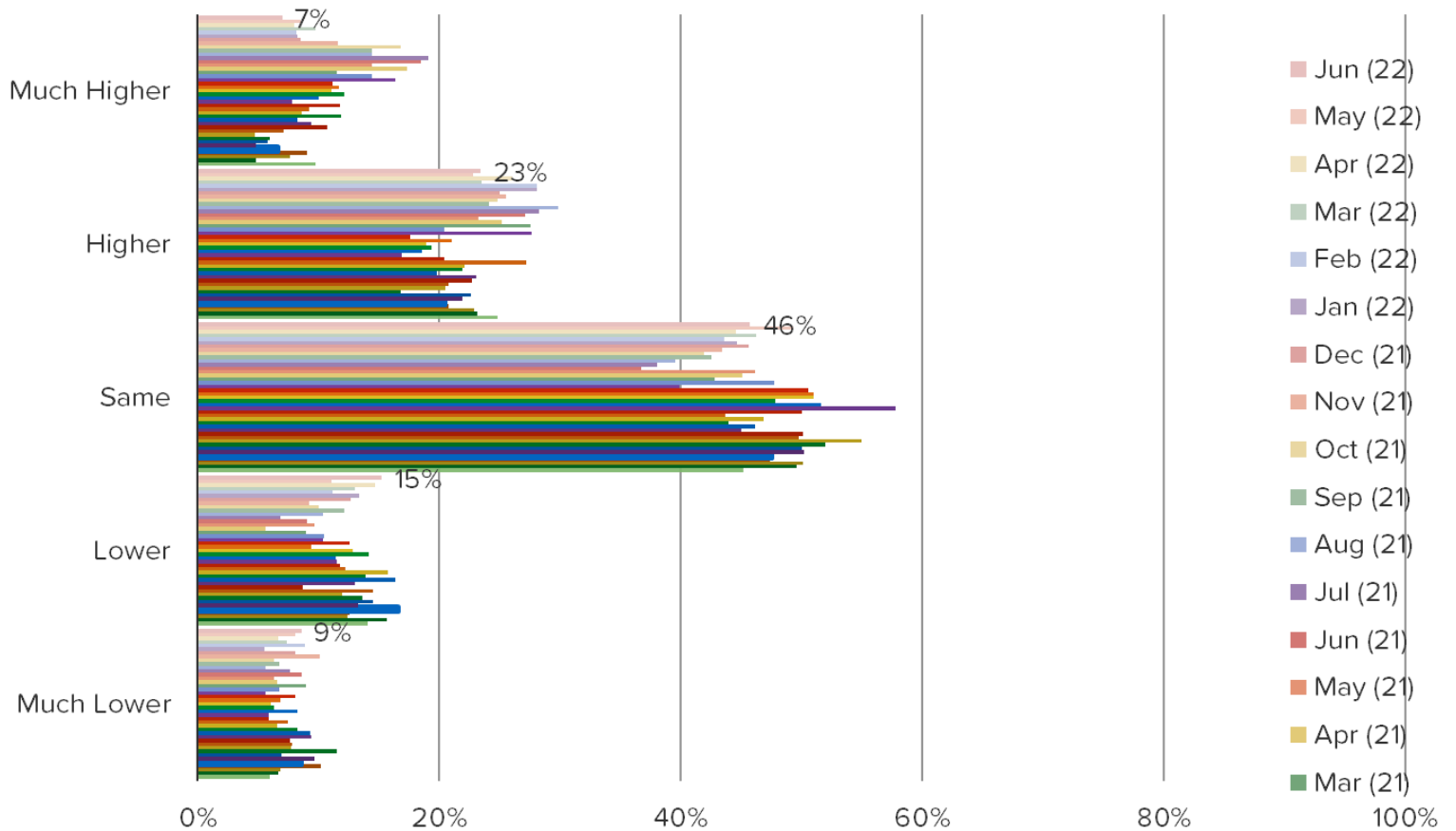
DO YOU EXPECT THE AVERAGE TIME YOU SPEND PER DAY ON SNAPCHAT PER DAY TO INCREASE OR DECREASE GOING FORWARD?

Posed to Snapchat users.



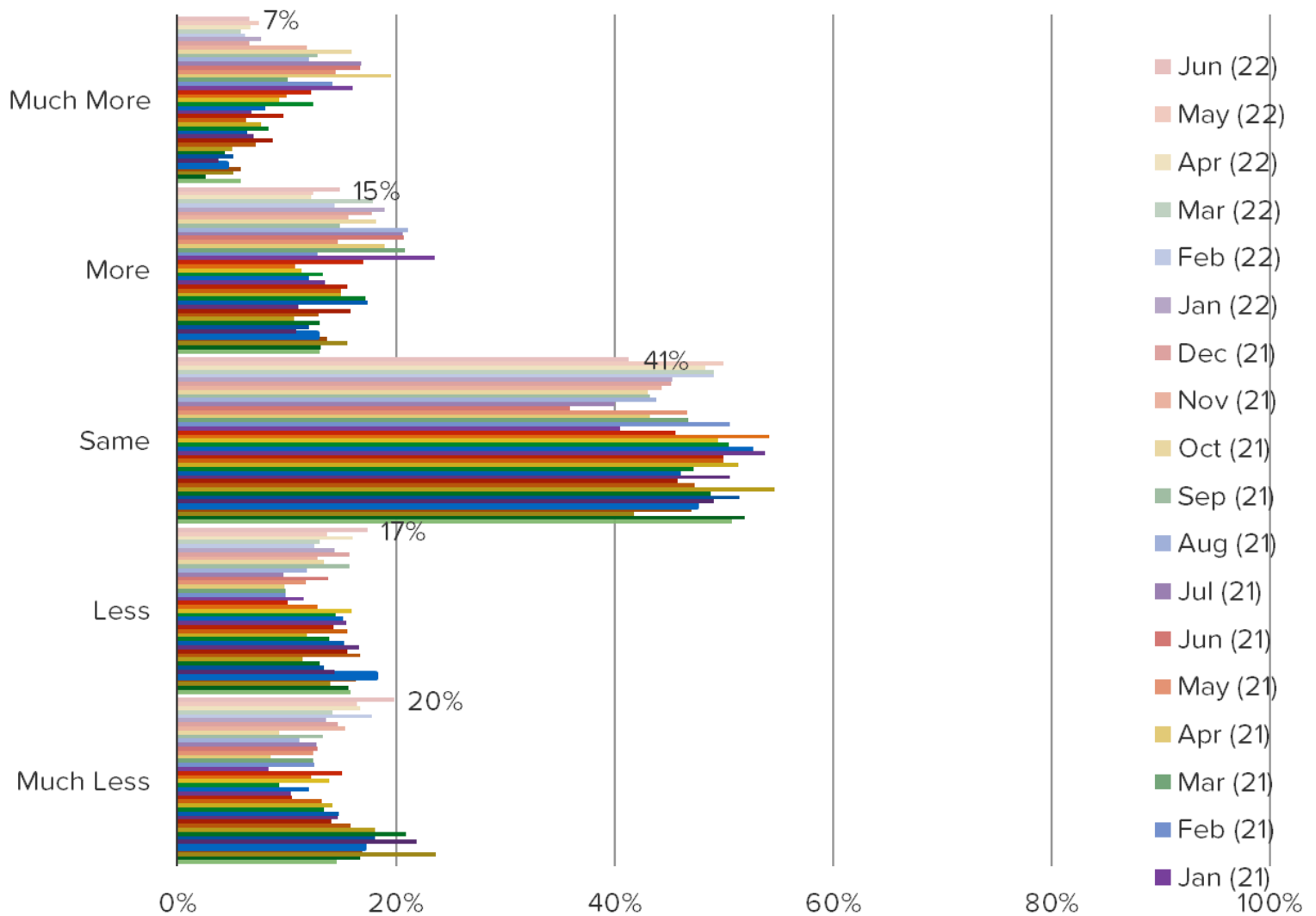
IS THE NUMBER OF YOUR FRIENDS USING SNAPCHAT HIGHER OR LOWER THAN IT WAS 6-12 MONTHS AGO?

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.

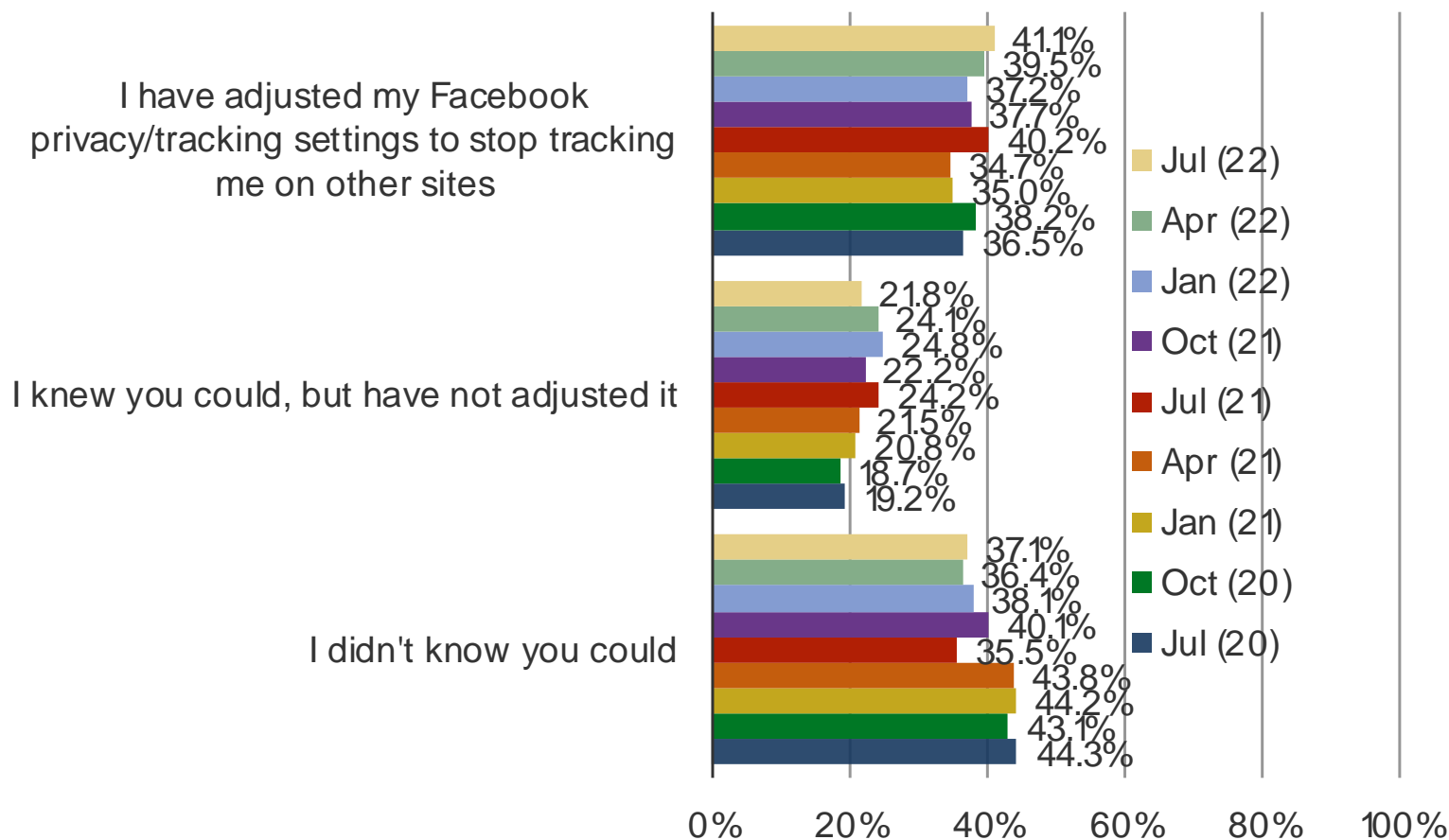


Social Media Account Holders And
Engagement – A Consumer View

FB DEEP DIVE

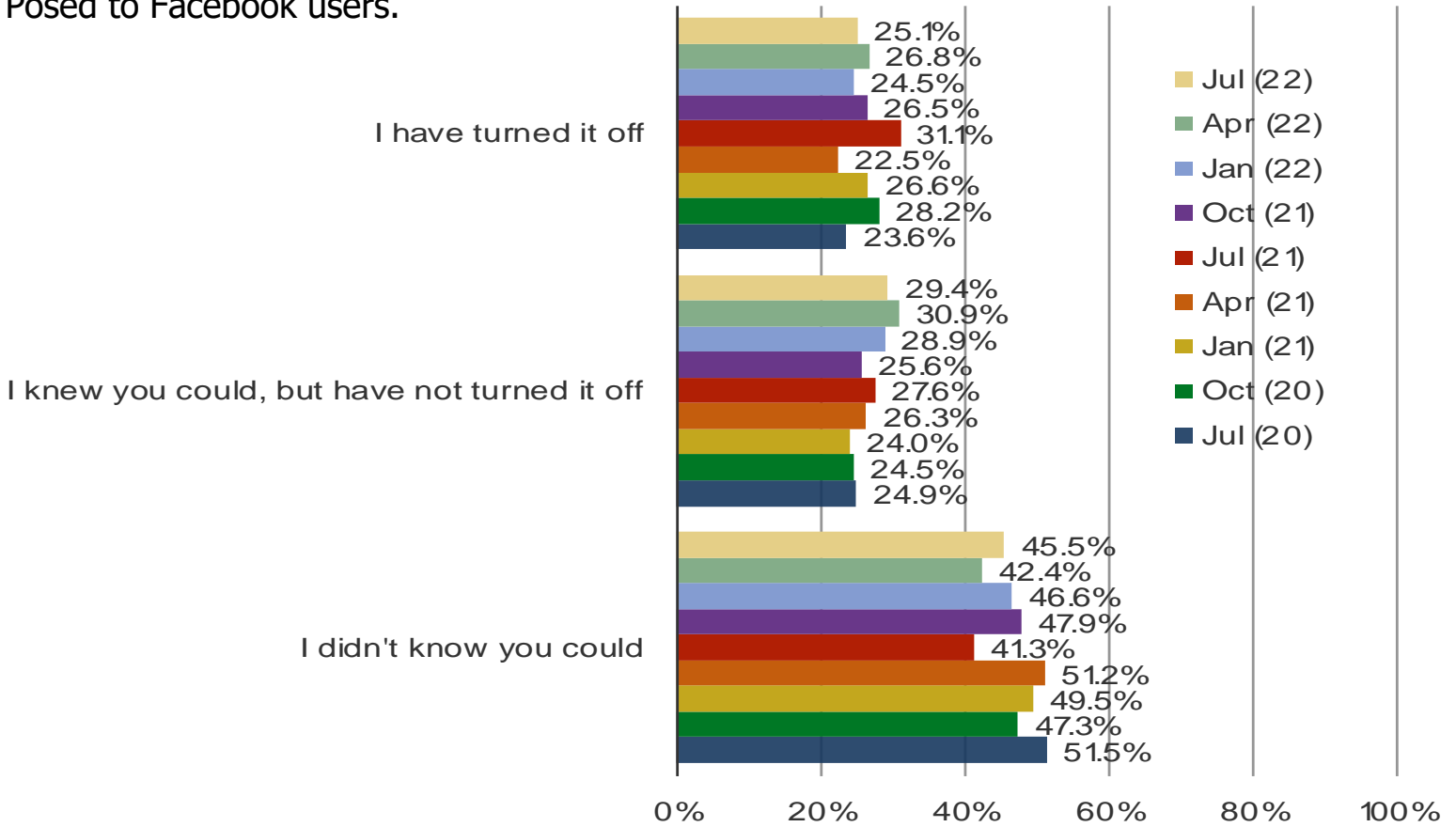
HAVE YOU ADJUSTED YOUR PRIVACY SETTINGS ON FACEBOOK TO PREVENT THEM FROM TRACKING YOUR ACTIVITY ON OTHER SITES (IE, "OFF FACEBOOK ACTIVITY")?

Posed to Facebook users.



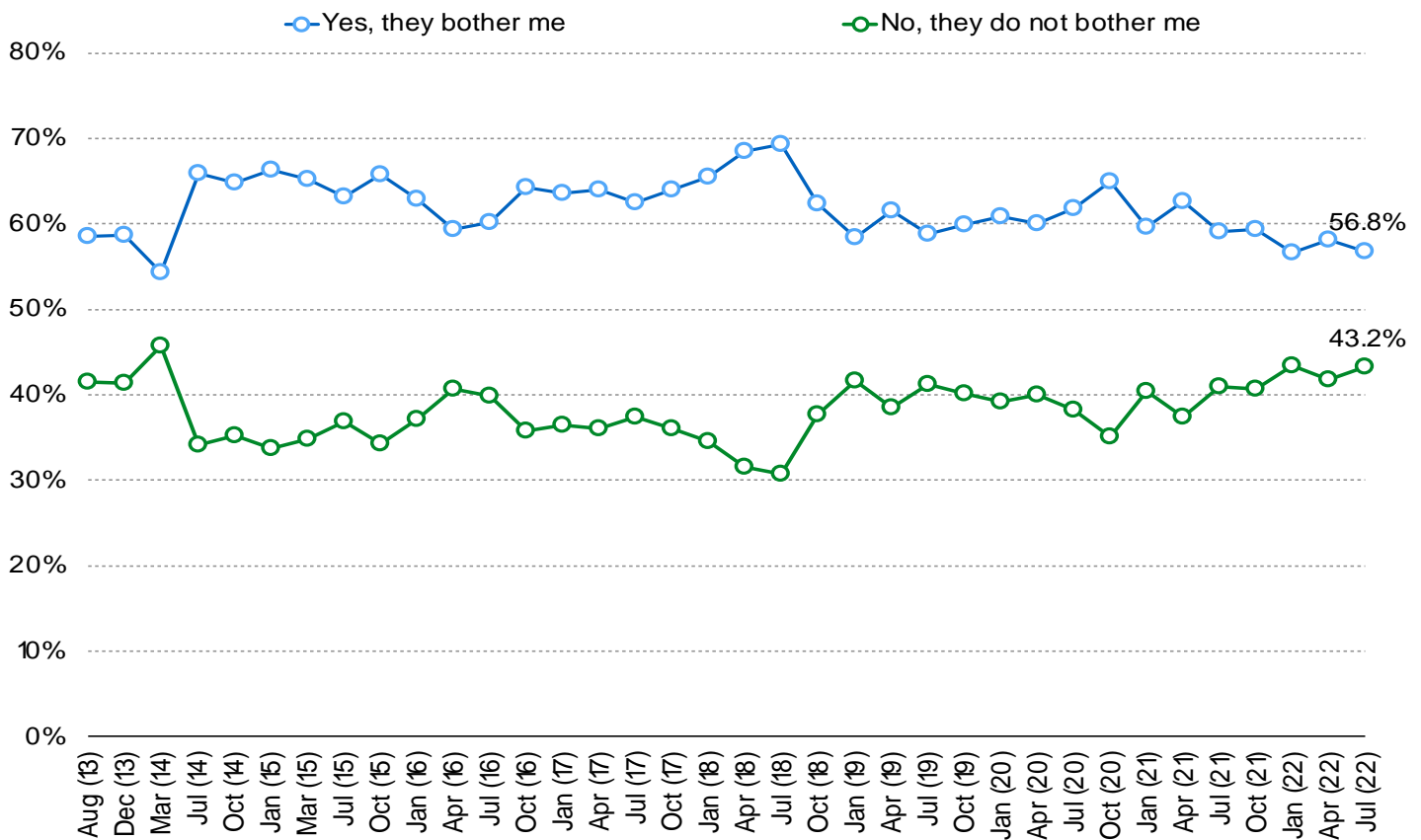
HAVE YOU GONE INTO AD CONTROLS TO TURN OFF “ADS BASED ON DATA FROM PARTNERS”?

Posed to Facebook users.



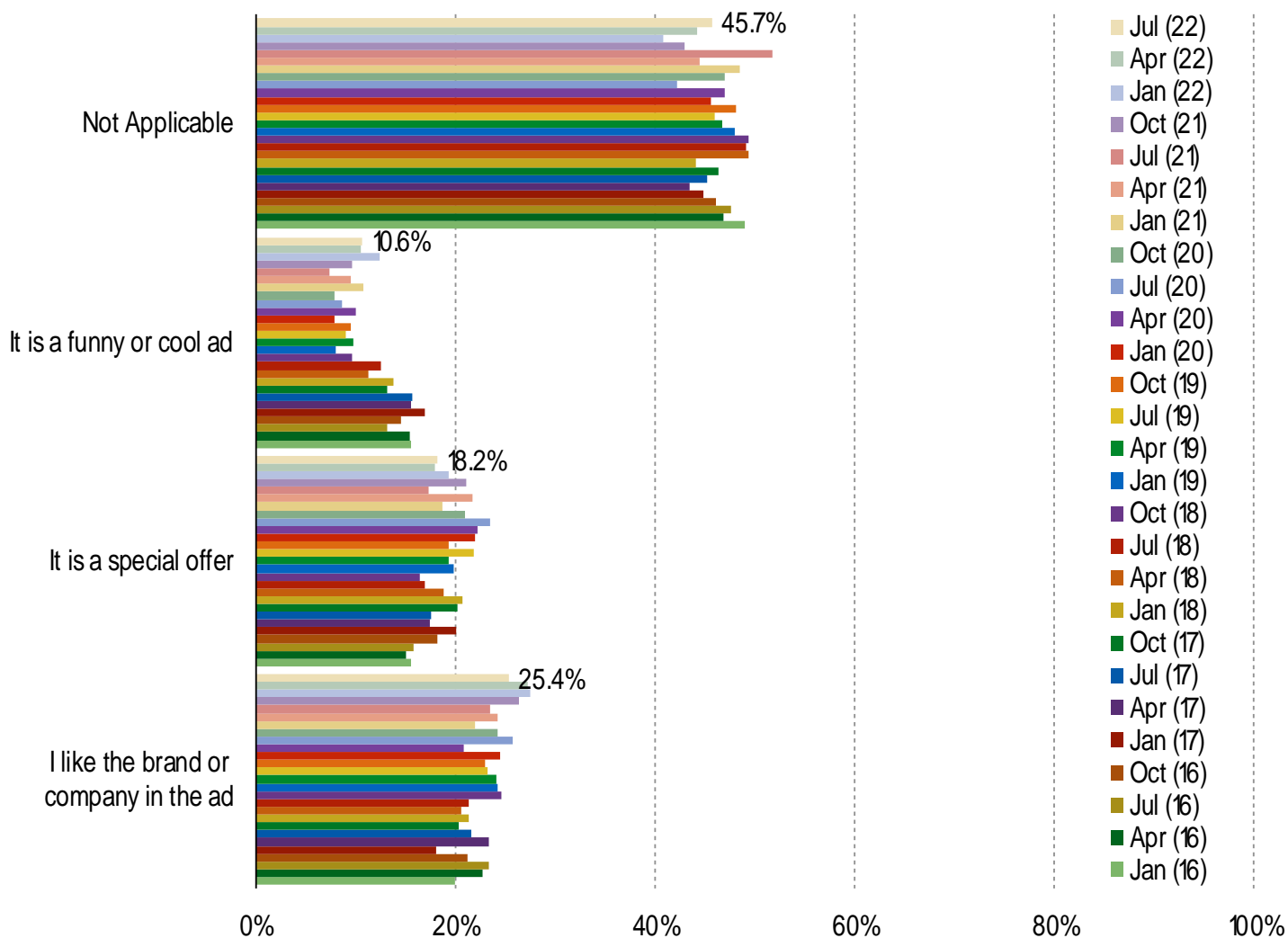
FACEBOOK ACCOUNT HOLDERS – DO ADS IN YOUR NEWSFEED BOTHER YOU? ARE THEY BECOMING MORE RELEVANT THAN THEY WERE IN THE PAST?

Posed to Facebook account holders.



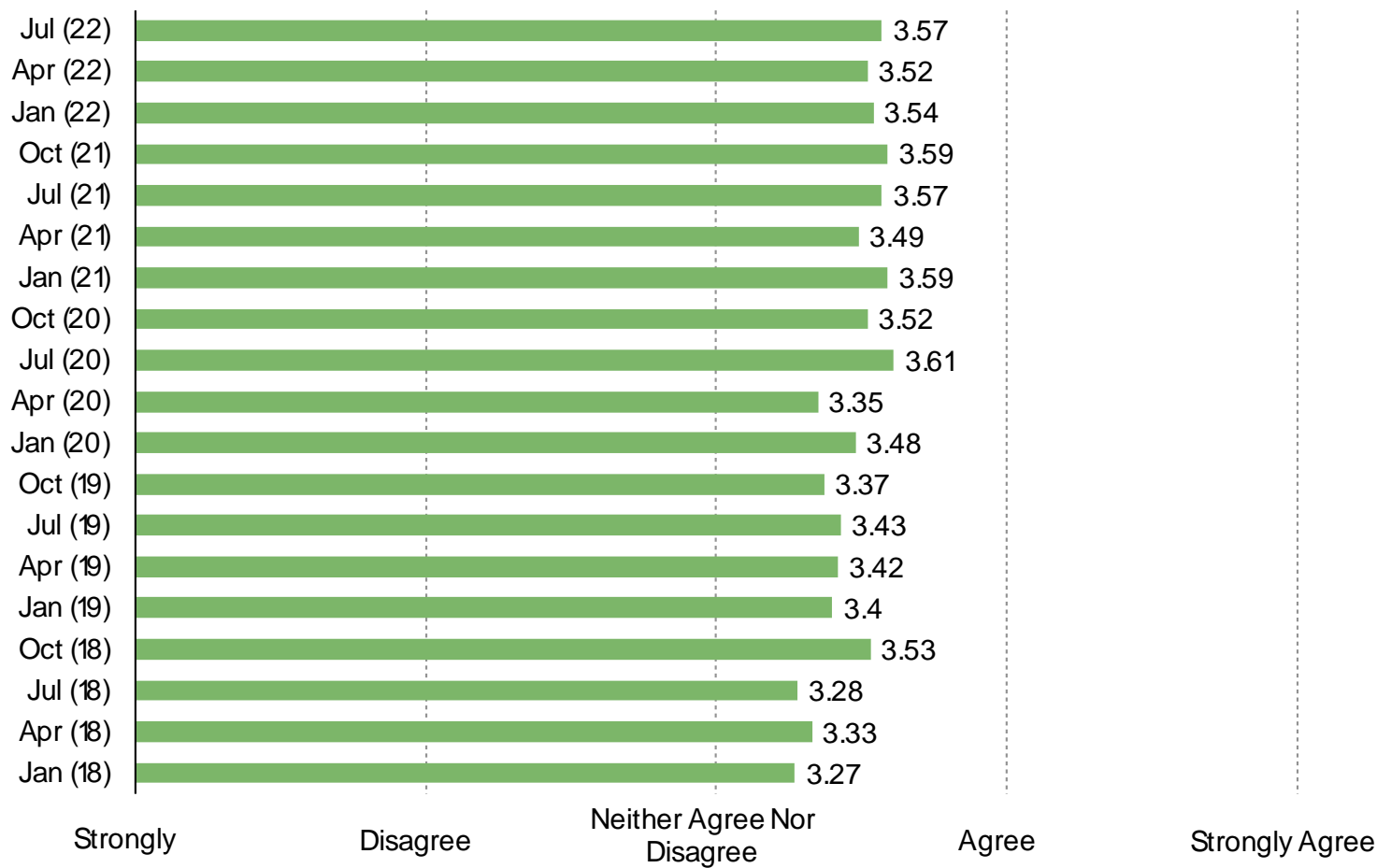
WHEN YOU CLICK ON AN ADVERTISEMENT WHILE ON FACEBOOK, WHAT IS USUALLY THE REASON FOR WHY YOU CLICKED ON THE ADVERTISEMENT?

Posed to Facebook account holders.



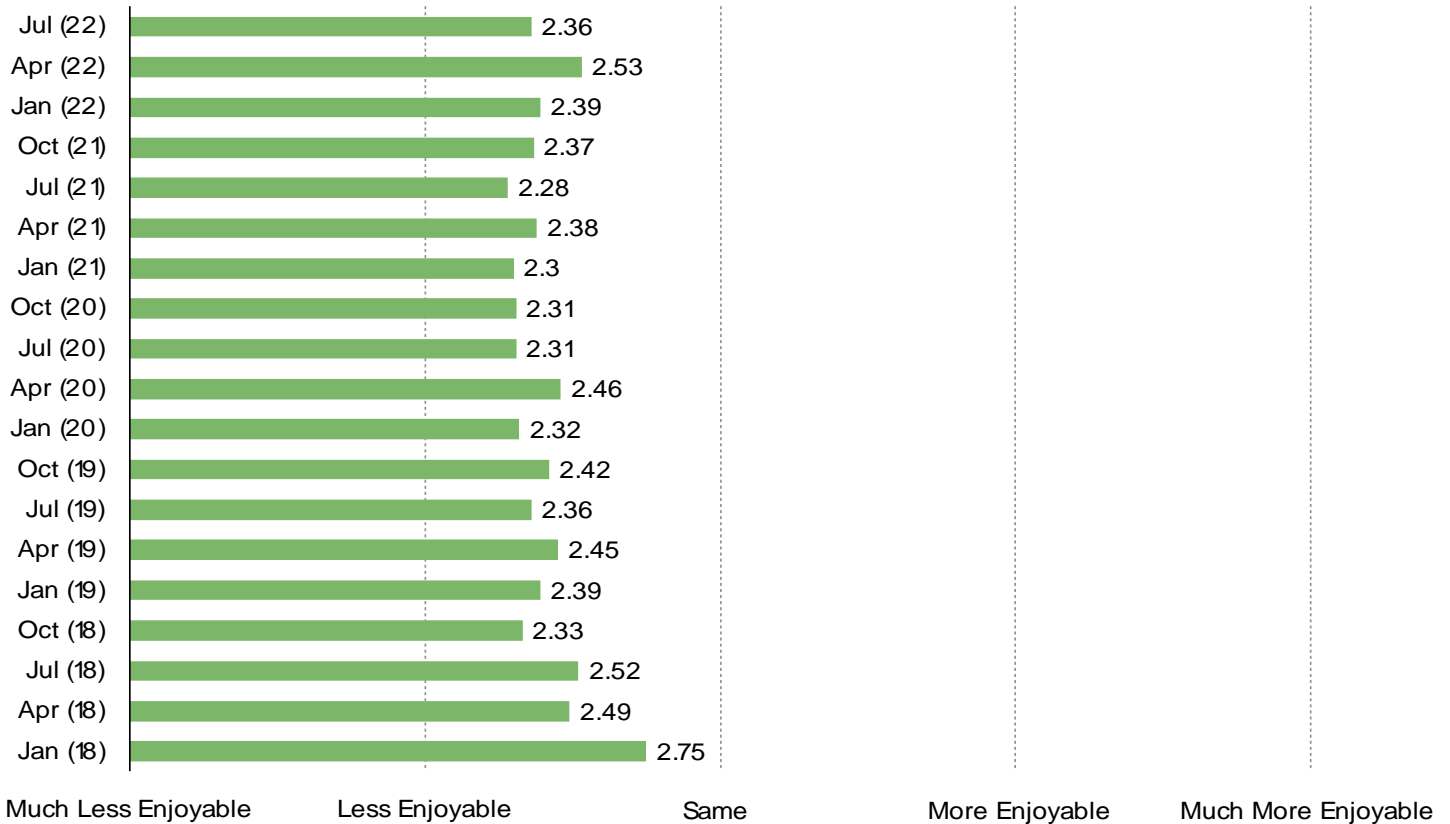
HOW MUCH DO YOU AGREE WITH THE FOLLOWING: "FACEBOOK HAS BECOME LESS SOCIAL OVER TIME."

Posed to Facebook users.



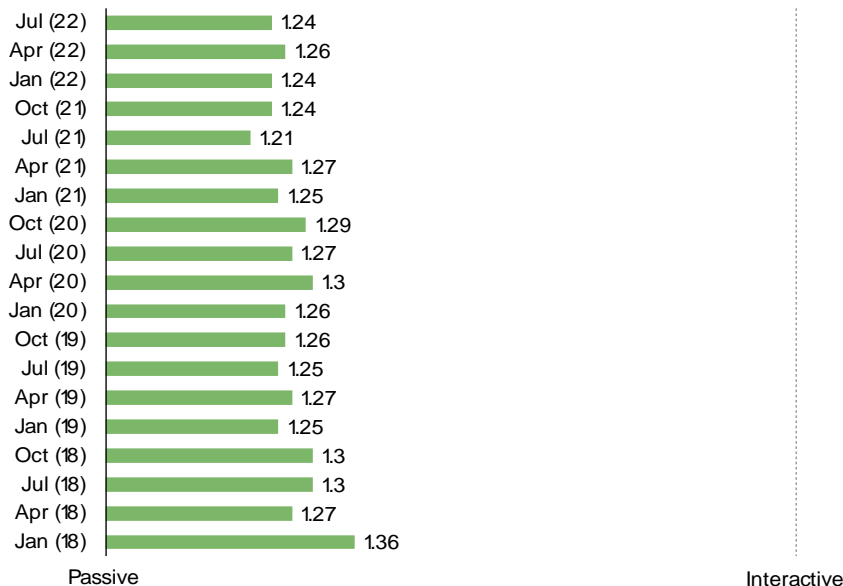
FACEBOOK USERS – IN GENERAL, WOULD YOU SAY FACEBOOK HAS GOTTEN MORE OR LESS ENJOYABLE OVER-TIME?

Posed to Facebook users.



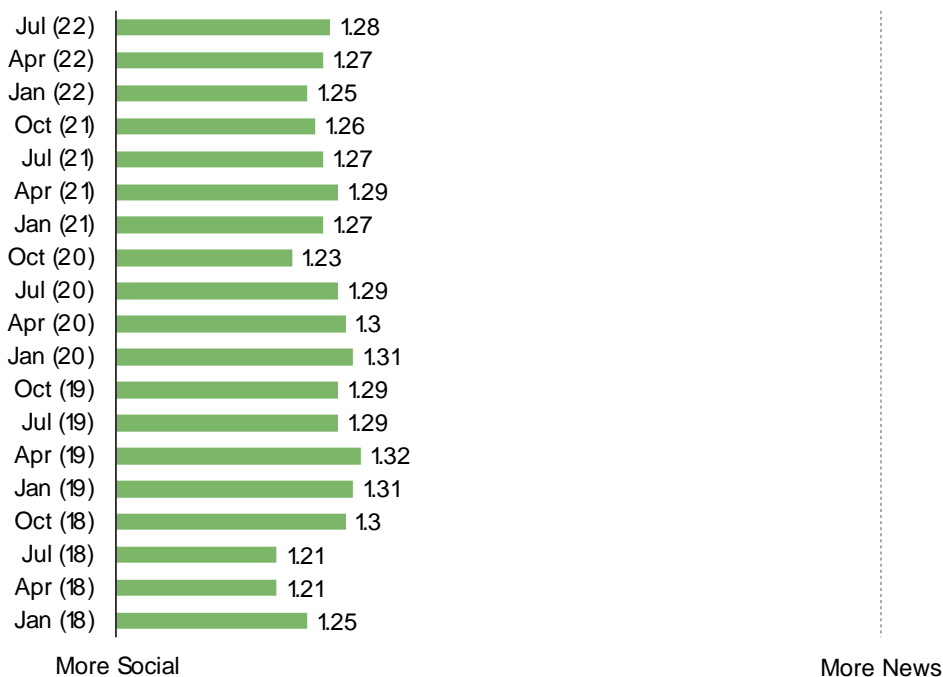
WOULD YOU DESCRIBE YOUR USAGE OF FACEBOOK AS BEING MORE INTERACTIVE OR PASSIVE?

Posed to Facebook users.



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

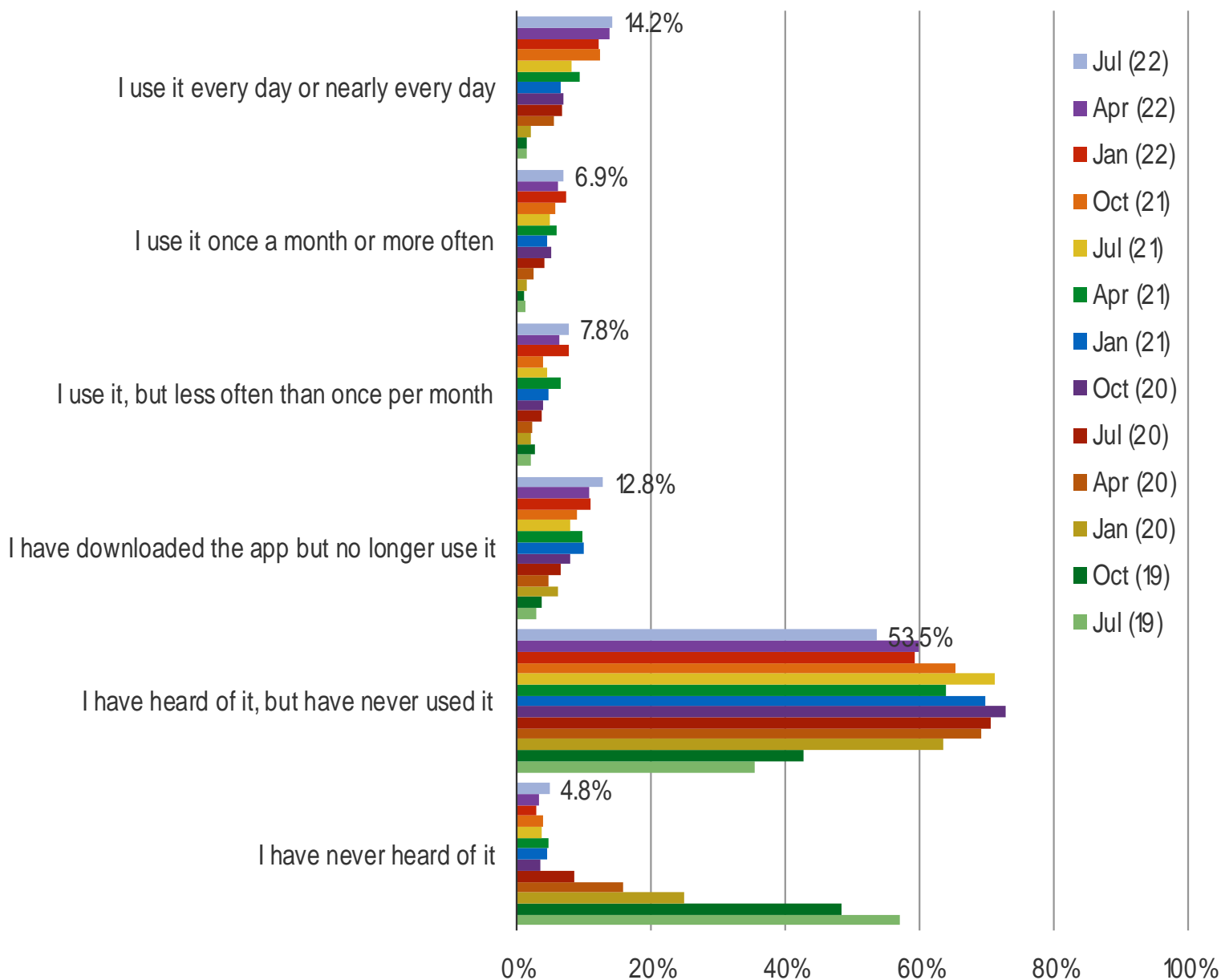
Posed to Facebook users.



TIKTOK DEEP DIVE

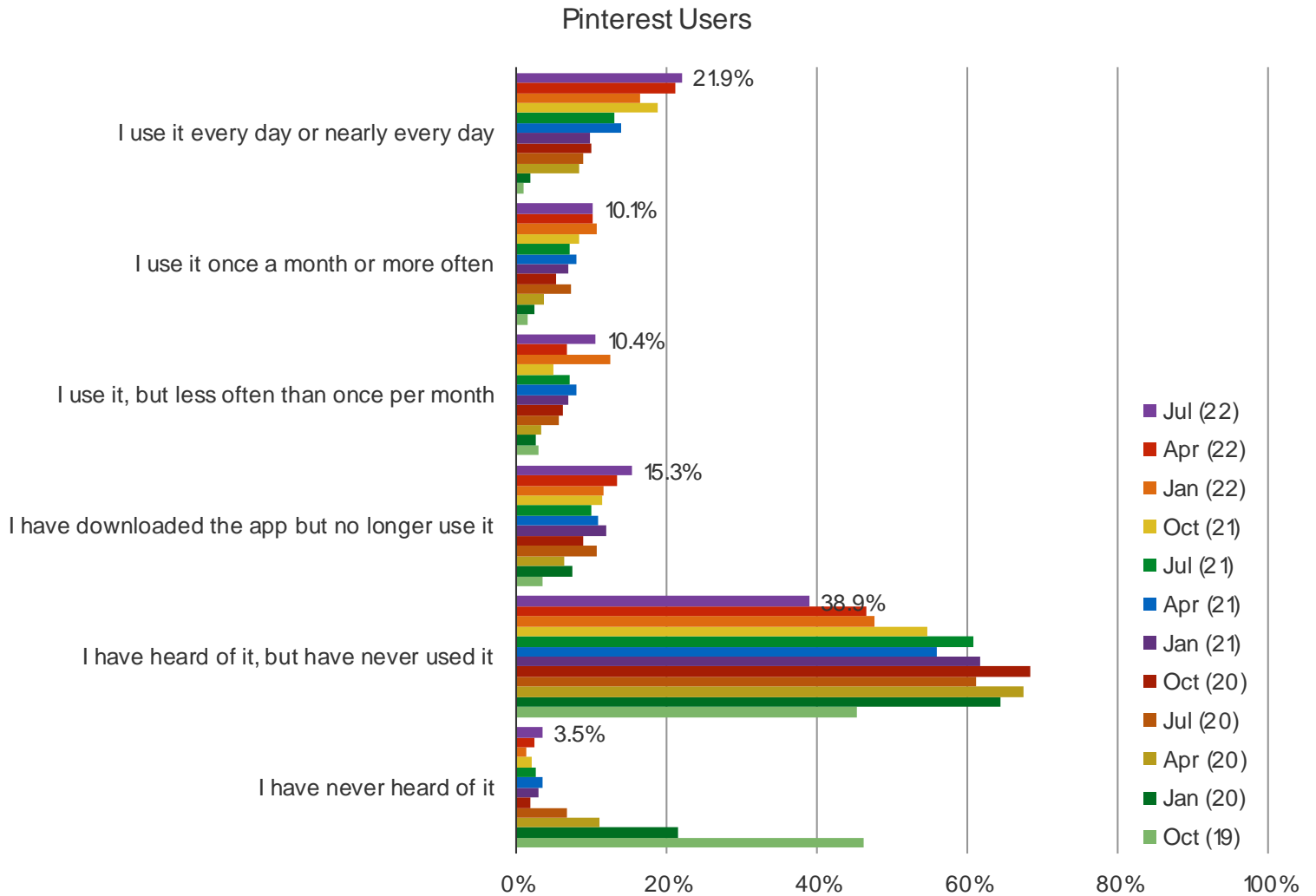
WHAT IS YOUR EXPERIENCE WITH THE APP "TIK TOK"?

Posed to all respondents



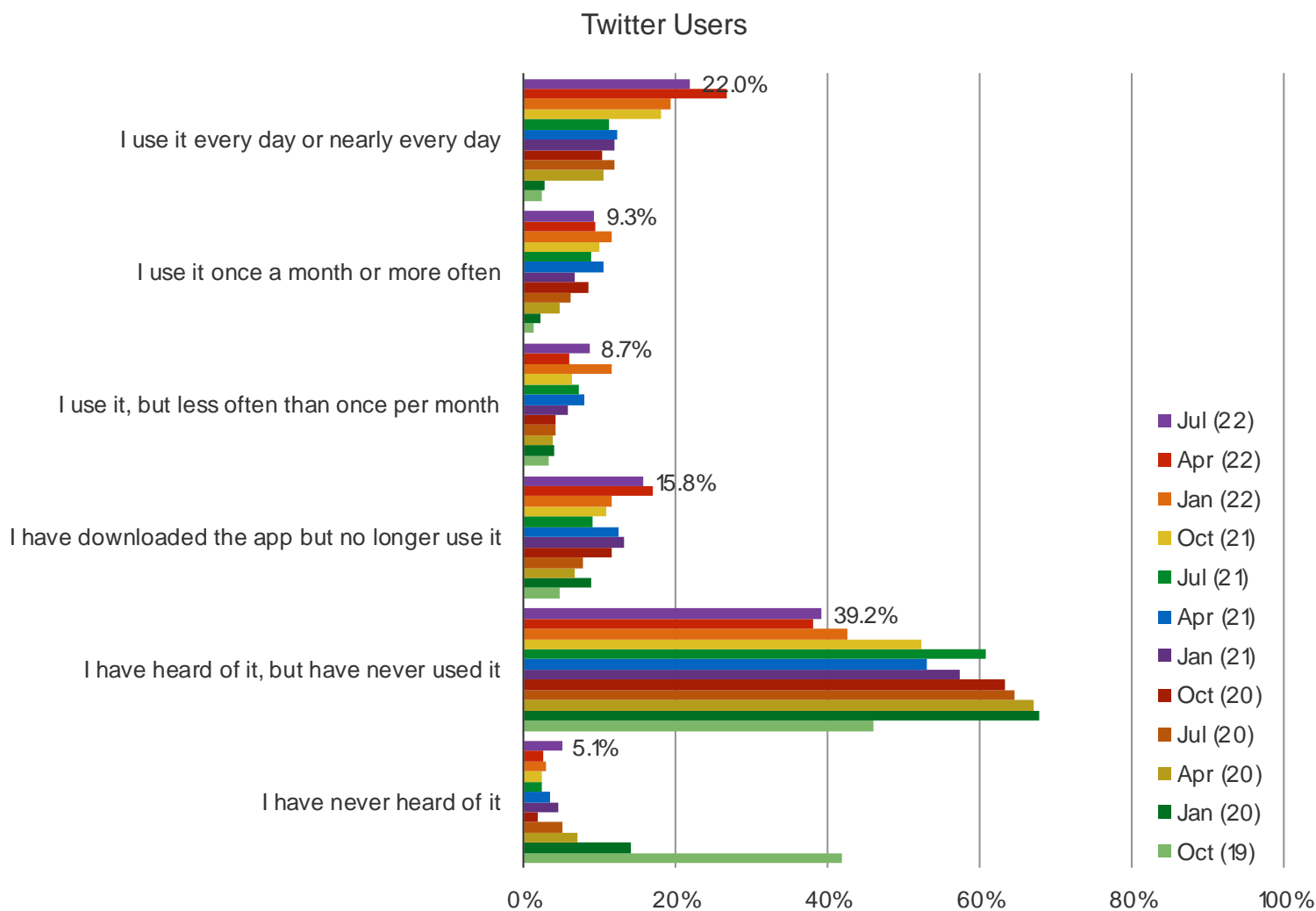
WHAT IS YOUR EXPERIENCE WITH THE APP “TIK TOK”? (CROSS TABS)

Posed to users of Pinterest.



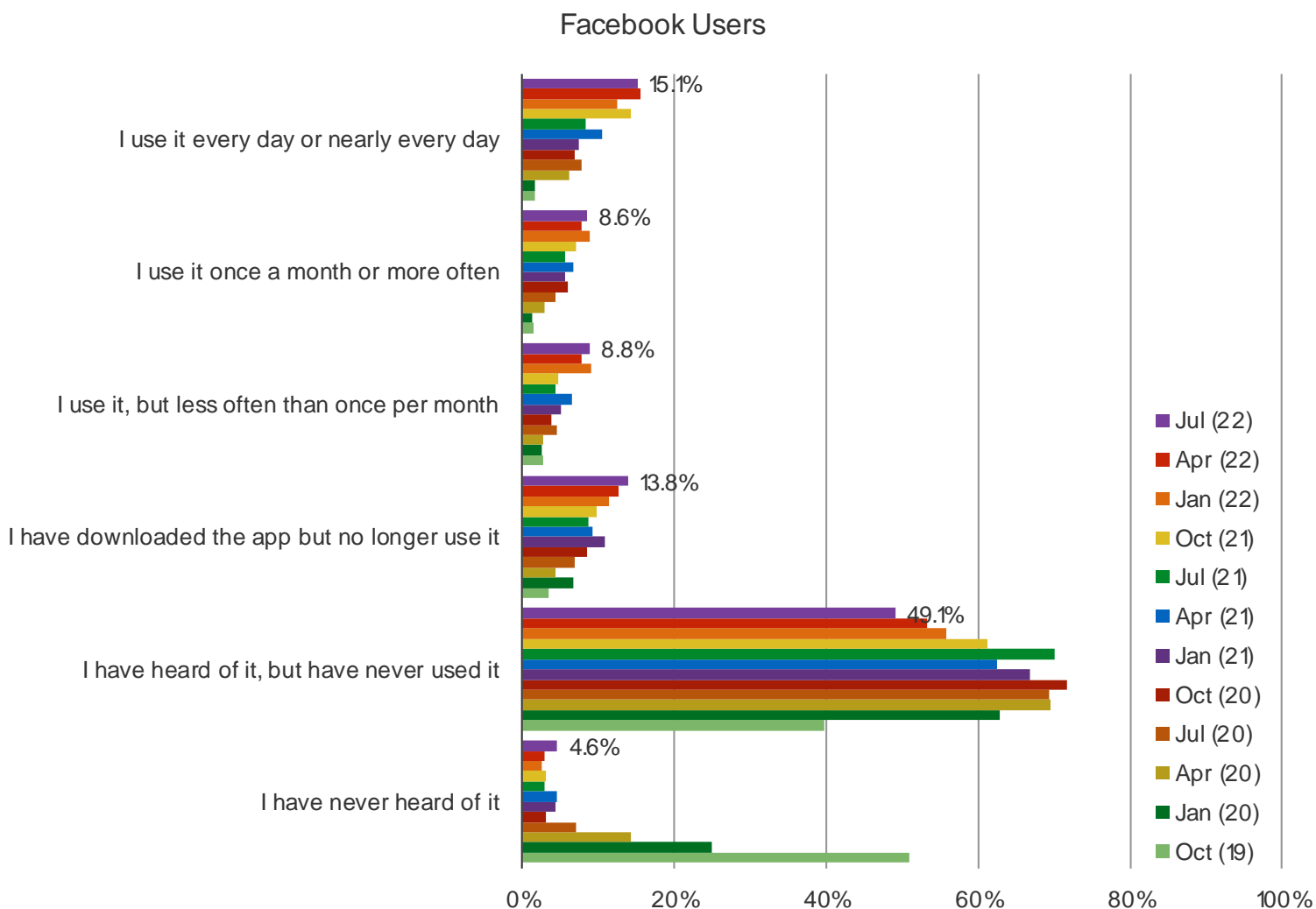
WHAT IS YOUR EXPERIENCE WITH THE APP “TIK TOK”? (CROSS TABS)

Posed to users of Twitter.



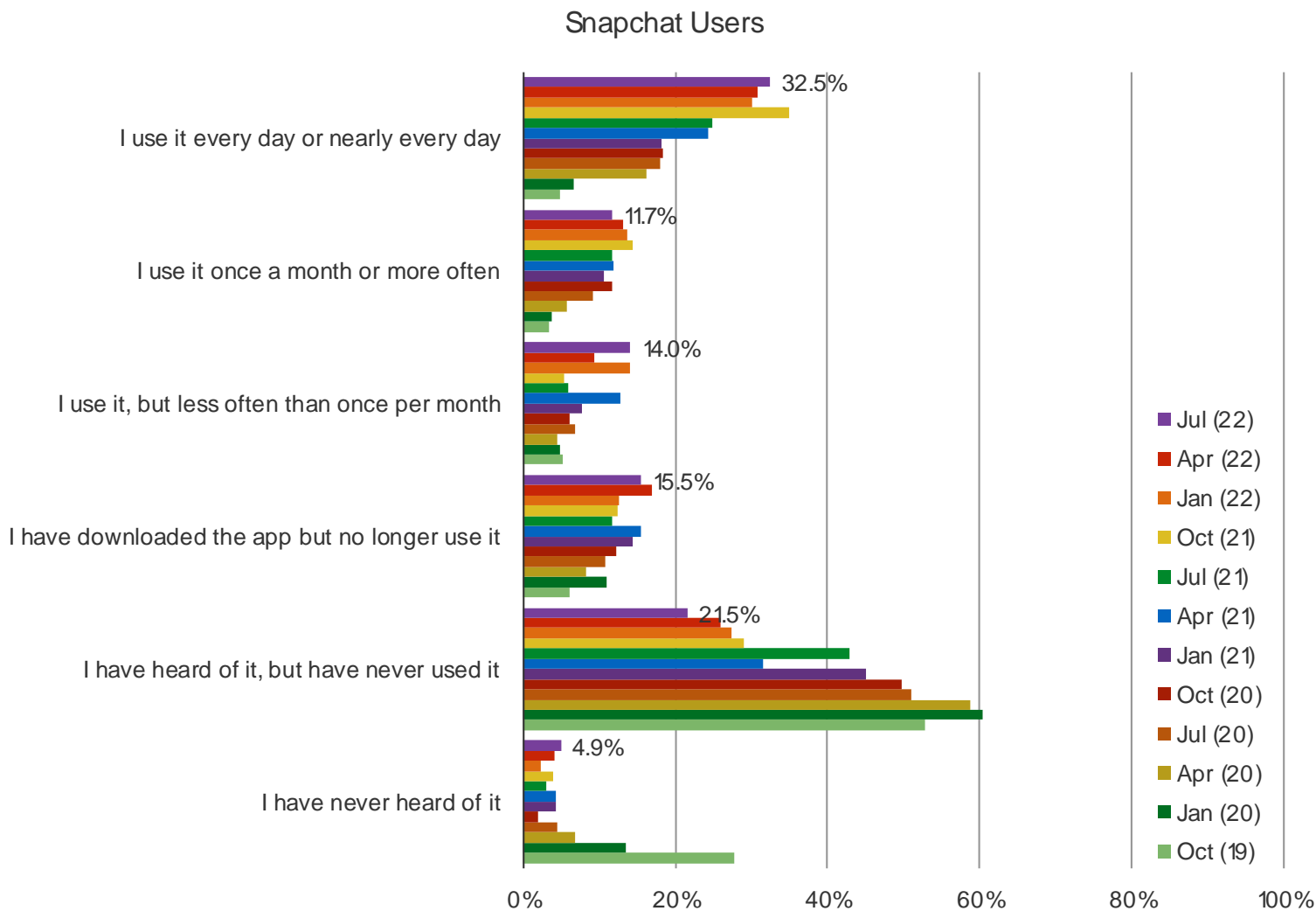
WHAT IS YOUR EXPERIENCE WITH THE APP “TIK TOK”? (CROSS TABS)

Posed to users of Facebook.



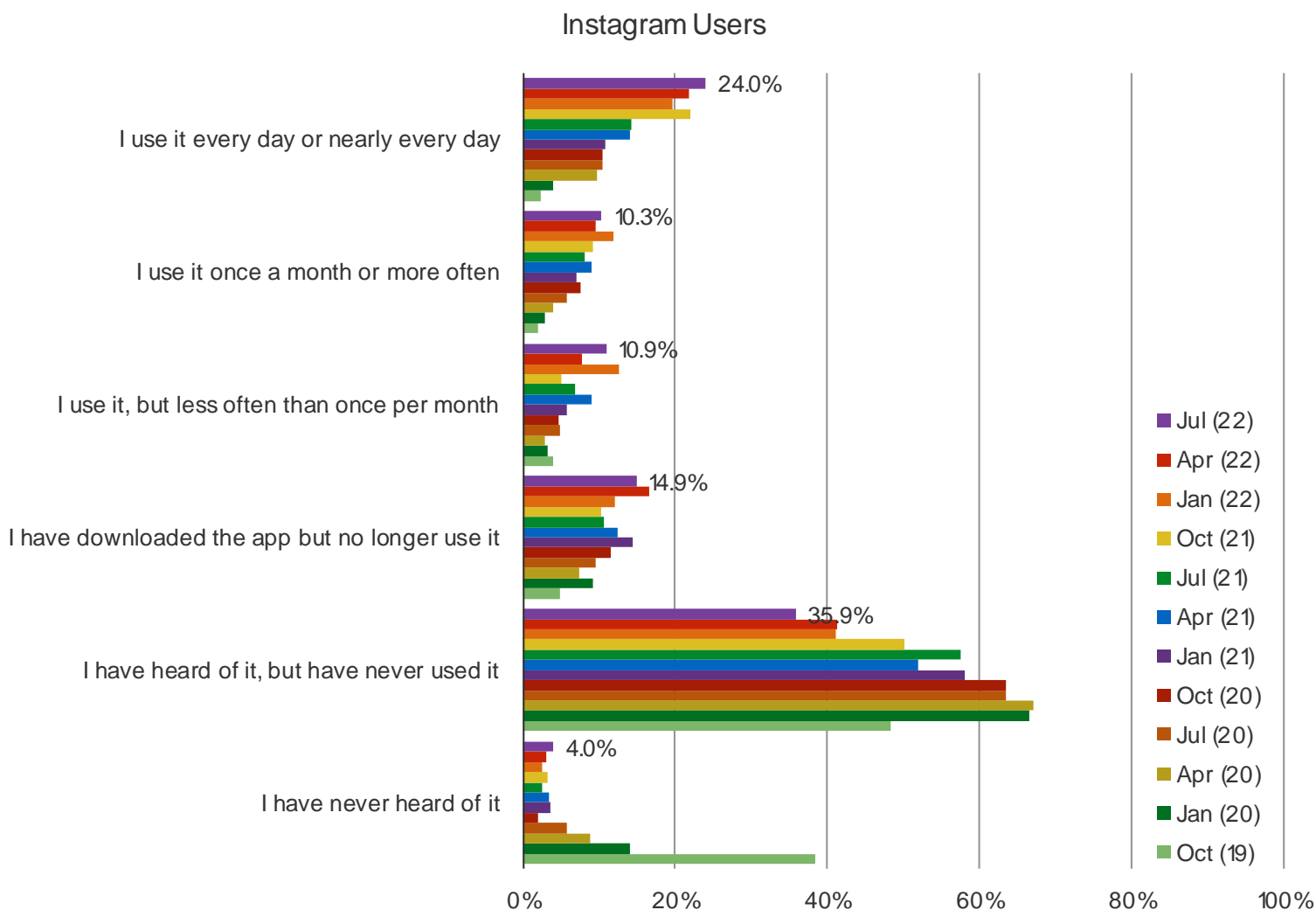
WHAT IS YOUR EXPERIENCE WITH THE APP “TIK TOK”? (CROSS TABS)

Posed to users of Snapchat.



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

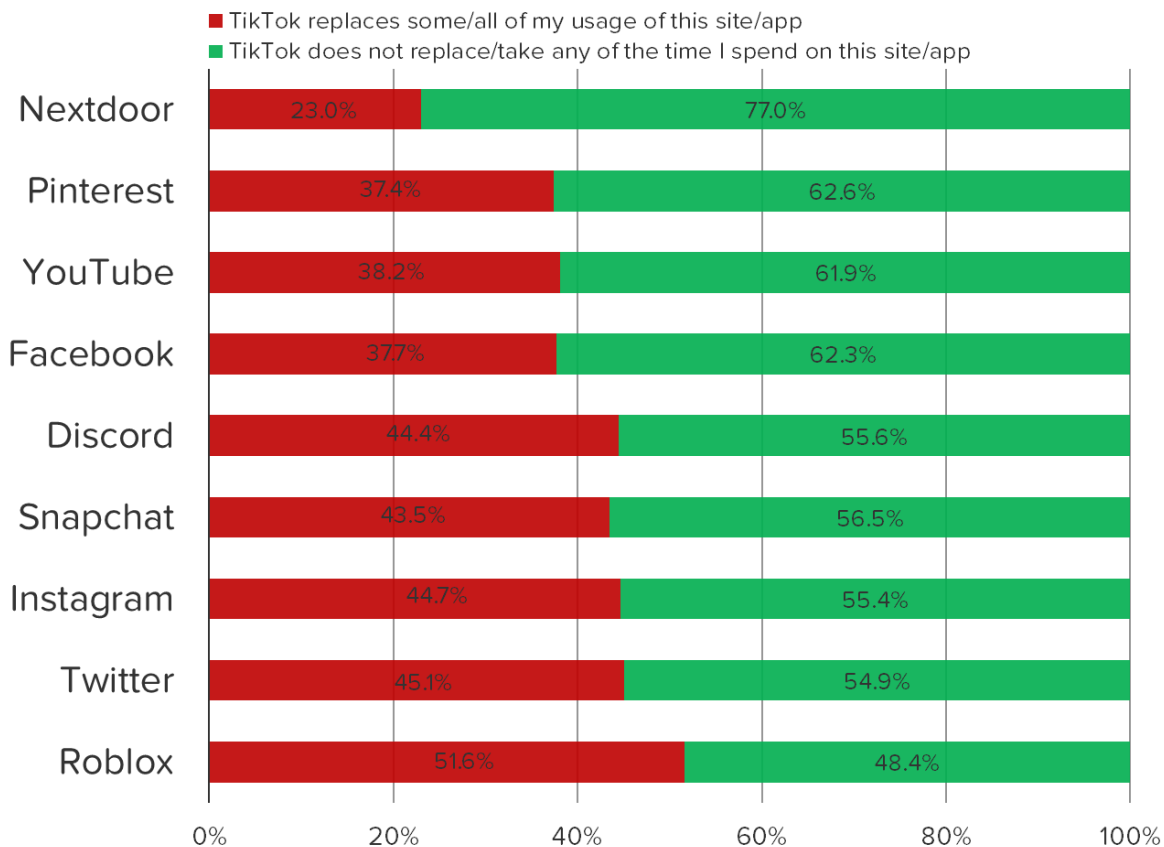
Posed to users of Instagram.



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.

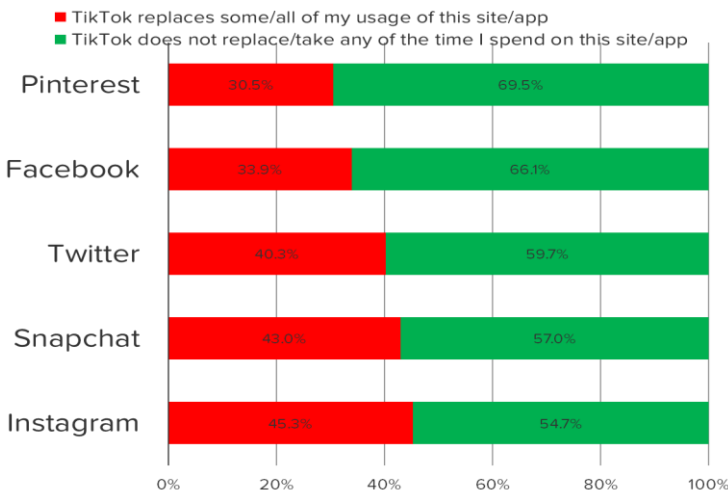
July 2022



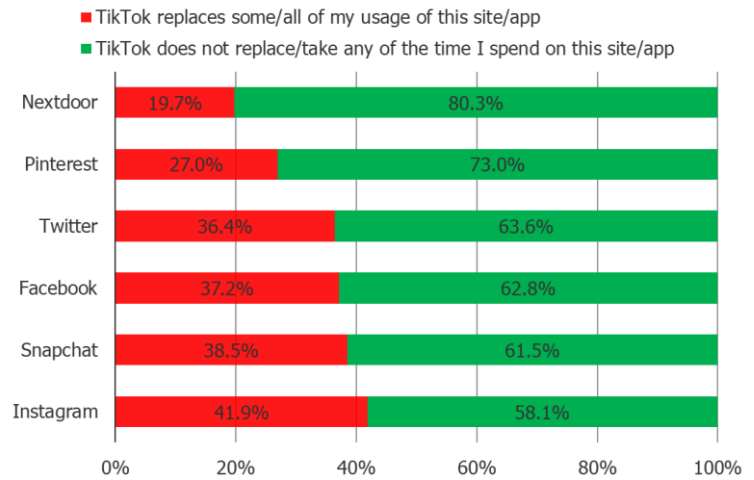
DO YOU VIEW TIKTOK AS REPLACING ANY OF YOUR USAGE OF THE FOLLOWING, OR DO YOU VIEW IT AS ADDITIONAL TIME YOU SPEND ON THIS PLATFORM?

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

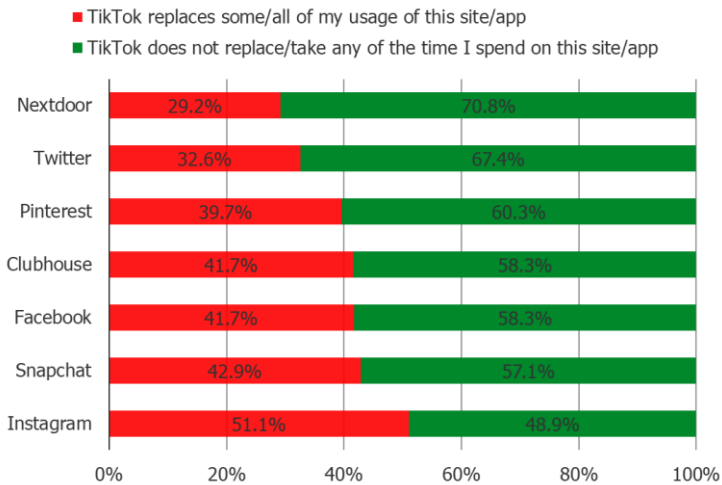
April 2022



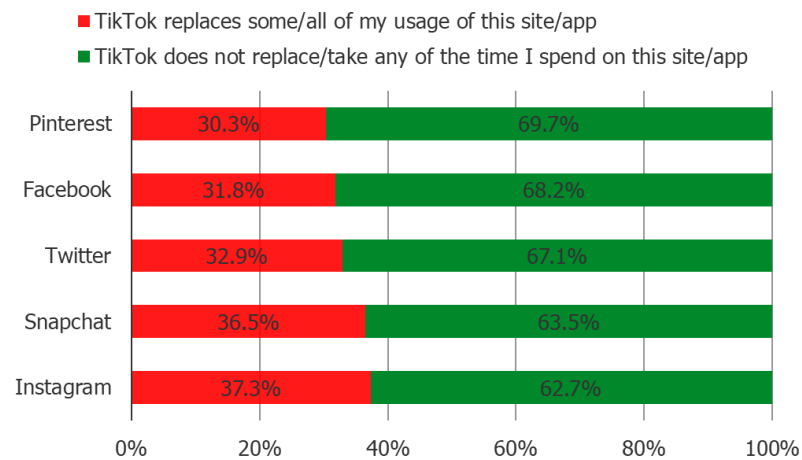
January 2022



October 2021



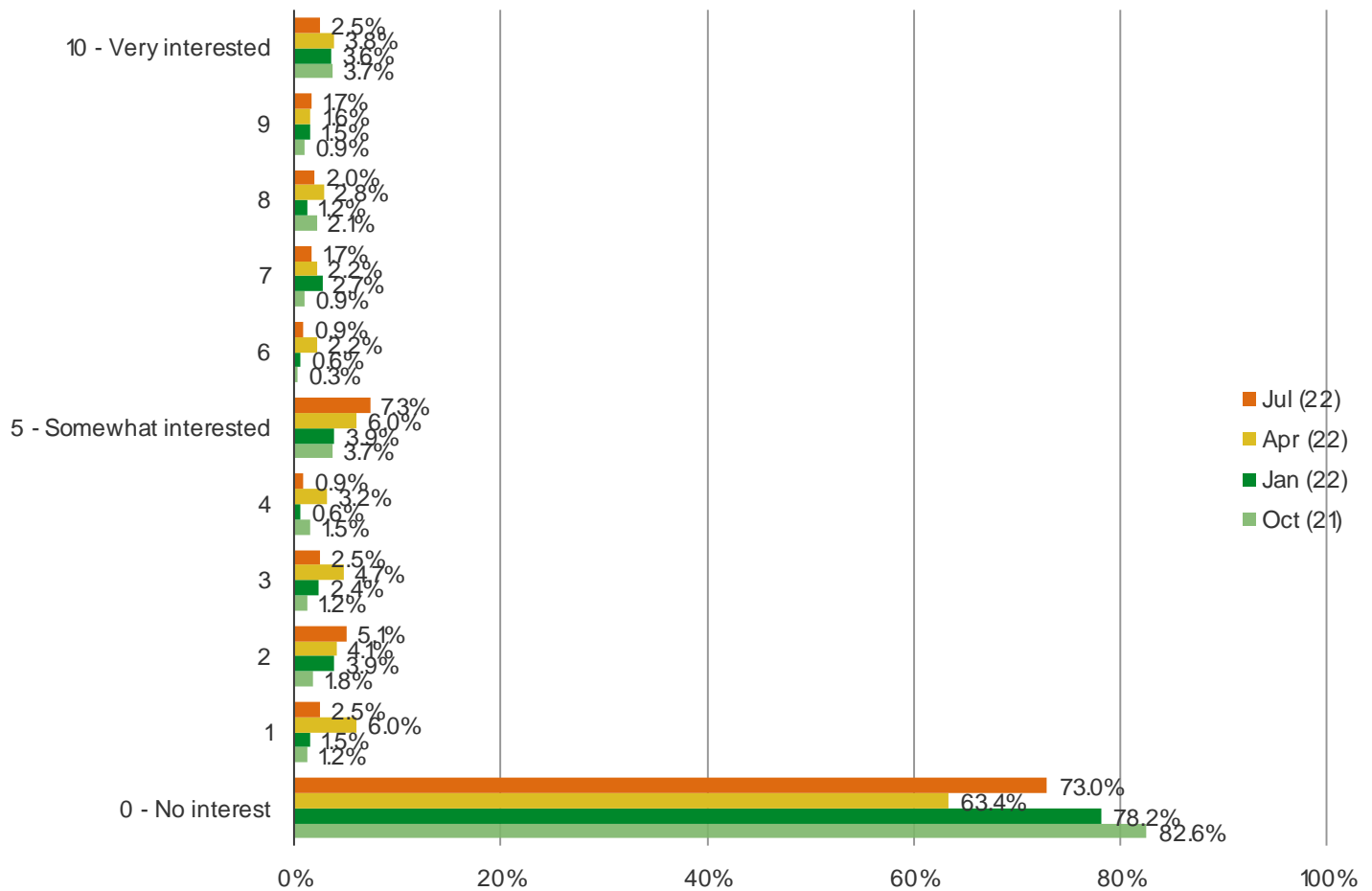
January 2021



TWITTER DEEP DIVE

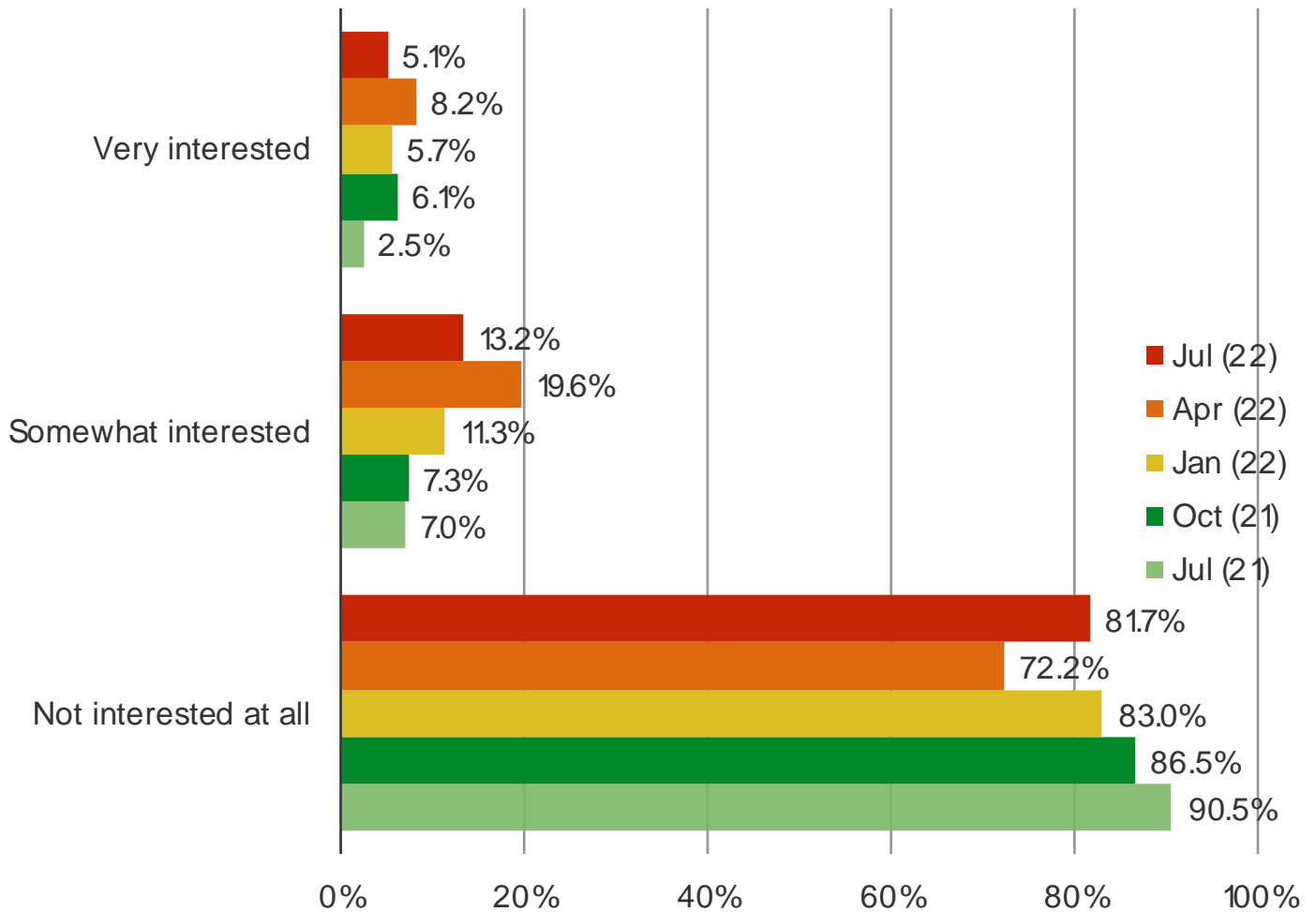
HOW MUCH INTEREST WOULD YOU HAVE IN PAYING FOR SUPER FOLLOWS ON TWITTER? WHEN YOU SUPER FOLLOW SOMEONE, YOU PAY TO SEE SUBSCRIBER ONLY CONTENT IN YOUR TIMELINE FROM THAT ACCOUNT. SUPER FOLLOWS MAY COST \$2.99 PER MONTH, \$4.99 PER MONTH, OR \$9.99 PER MONTH.

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.

