

BESPOKE SURVEYS

## Social Media Consumers, Vol 37

1,000+ US Consumers, Balanced to Census

**CHECK BREAKDOWN:**

## META Internal Survey Questions

This quarter, we started to ask respondents a variety of questions that Meta asks its own users. Relative to other social media platforms, Facebook feedback was the worst when respondents were asked if the company's best days were ahead of it or behind and when asked if they think the company cares about them. We would note that YouTube performed especially well in these questions.

## Instagram vs. TikTok

We ask users of both TikTok and Instagram if they had to delete one and not use the other, which they would delete. The % who say they would delete TikTok has increased for two consecutive quarters. Additionally, feedback we gather related to Reels is positive/constructive and sentiment-based questions comparing TikTok to Instagram shifted in favor of Instagram q/q.

## Premium Social Media Tiers / Snapchat+

Snapchat users continue to be more interested in paying for premium features relative to users of other social media platforms. On net, Snapchat users are "slightly interested" in paying for such features and feedback improved from our initial check back in July. Snapchat+ awareness has increased sequentially, but intentions to subscribe to Snapchat+ have worsened q/q.

## Super App

When asked about a potential "Super App", respondents noted that a new app that doesn't yet exist would be the most ideal for this type of offering. However, Facebook and Instagram tested well and better than Twitter.

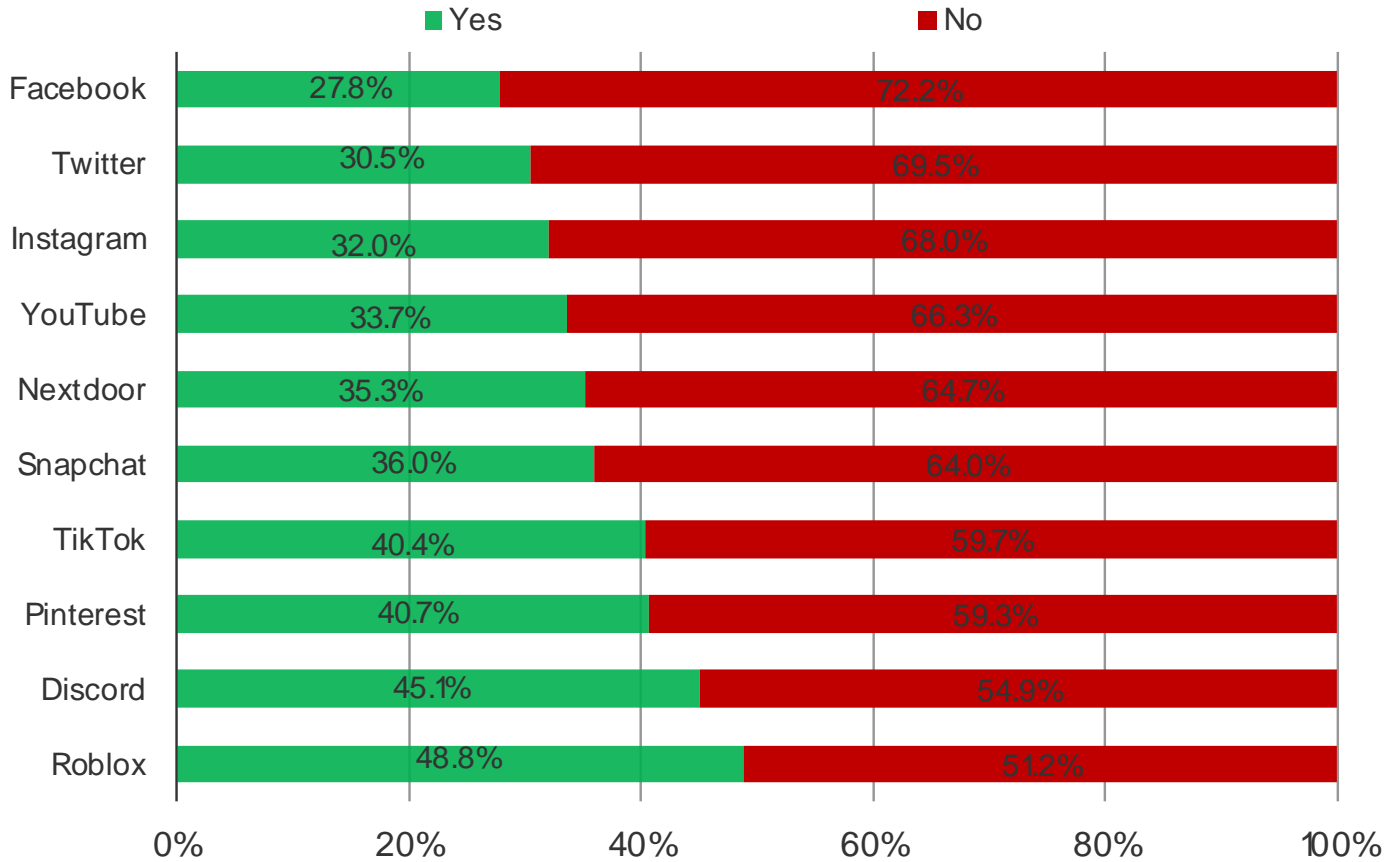
## Other Notes

- Feedback around Elon Musk owning Twitter improved from our initial update in July of this year.
- Consumer familiarity and interest in the metaverse is holding about steady wave to wave.
- Over the past 1-2 years, Facebook users have been less likely to say that the ads they see in their newsfeed bothers them and more likely to say they click on ads because they like the company in it.
- If TikTok were ever banned in the US, the top beneficiaries would be YouTube, Facebook, and Instagram.

## NEW QUESTIONS

DO YOU FEEL THE FOLLOWING CARE(S) ABOUT YOU?

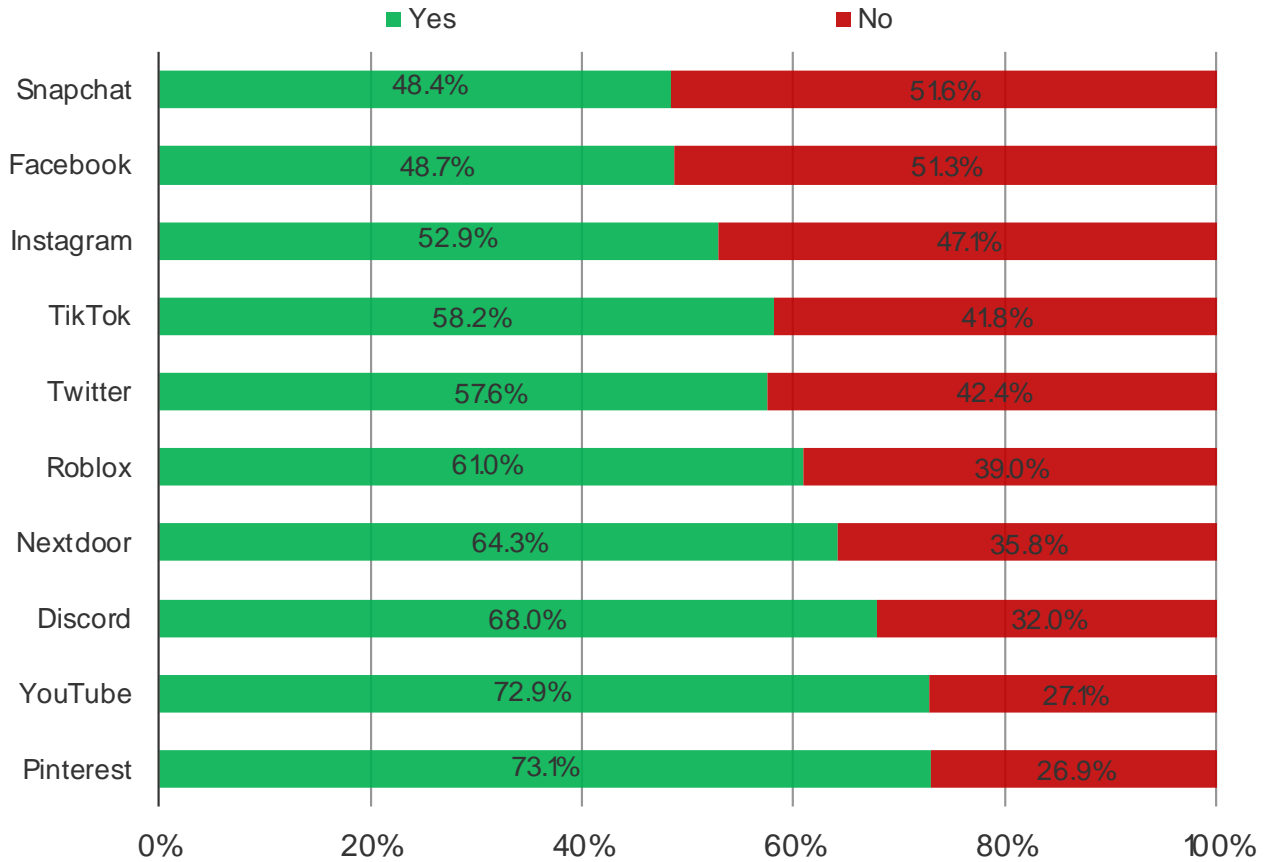
This question was posed to all respondents who use each of the below.



	N =
Facebook	736
Twitter	347
Snapchat	291
Instagram	480
Pinterest	350
TikTok	349
YouTube	849
Nextdoor	208
Discord	154
Roblox	82

DO YOU FEEL THE FOLLOWING IS/ARE GOOD FOR THE WORLD?

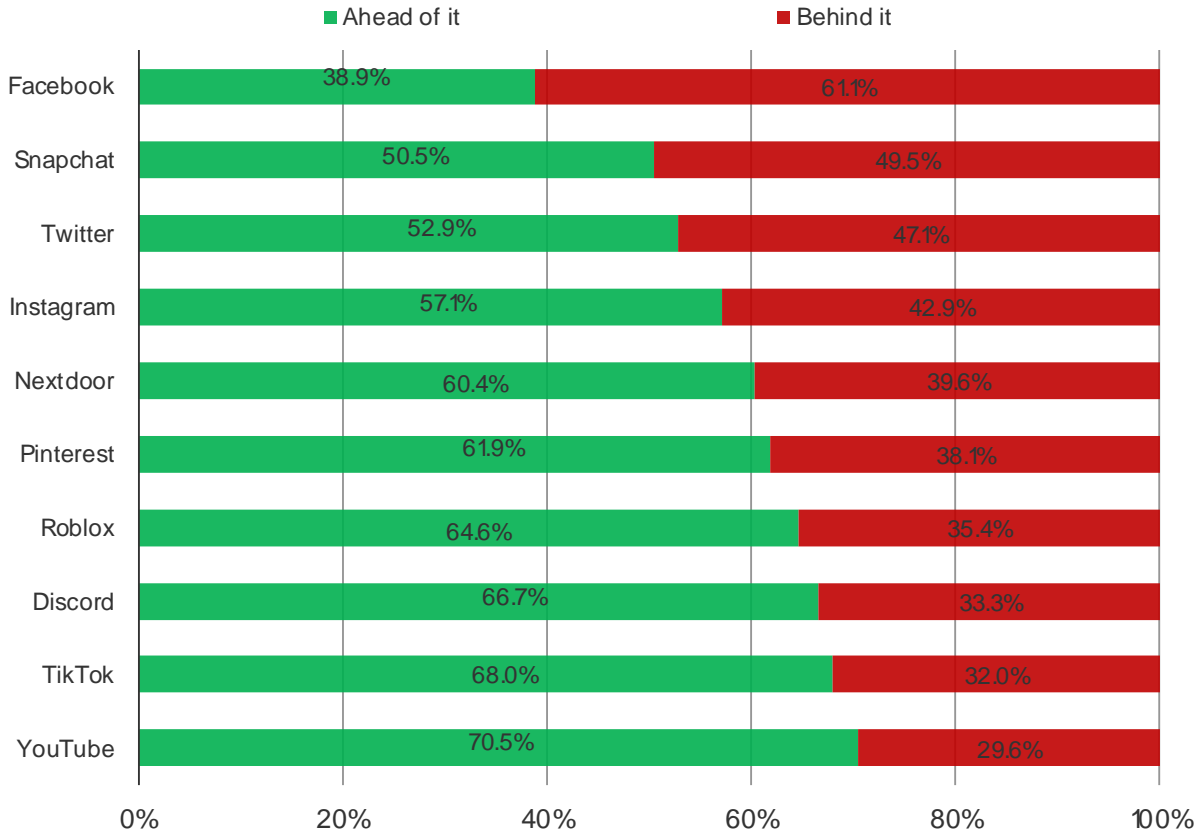
This question was posed to all respondents who use each of the below.



	N =
Facebook	736
Twitter	347
Snapchat	291
Instagram	480
Pinterest	350
TikTok	349
YouTube	849
Nextdoor	208
Discord	154
Roblox	82

WOULD YOU SAY THAT THIS COMPANY'S BEST DAYS ARE AHEAD OF IT, OR BEHIND IT?

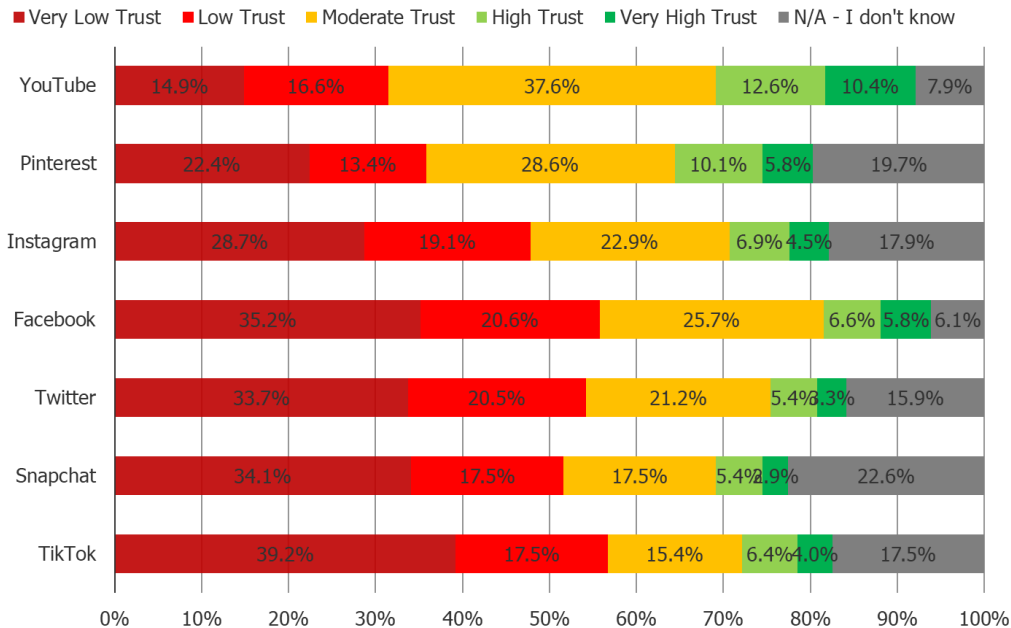
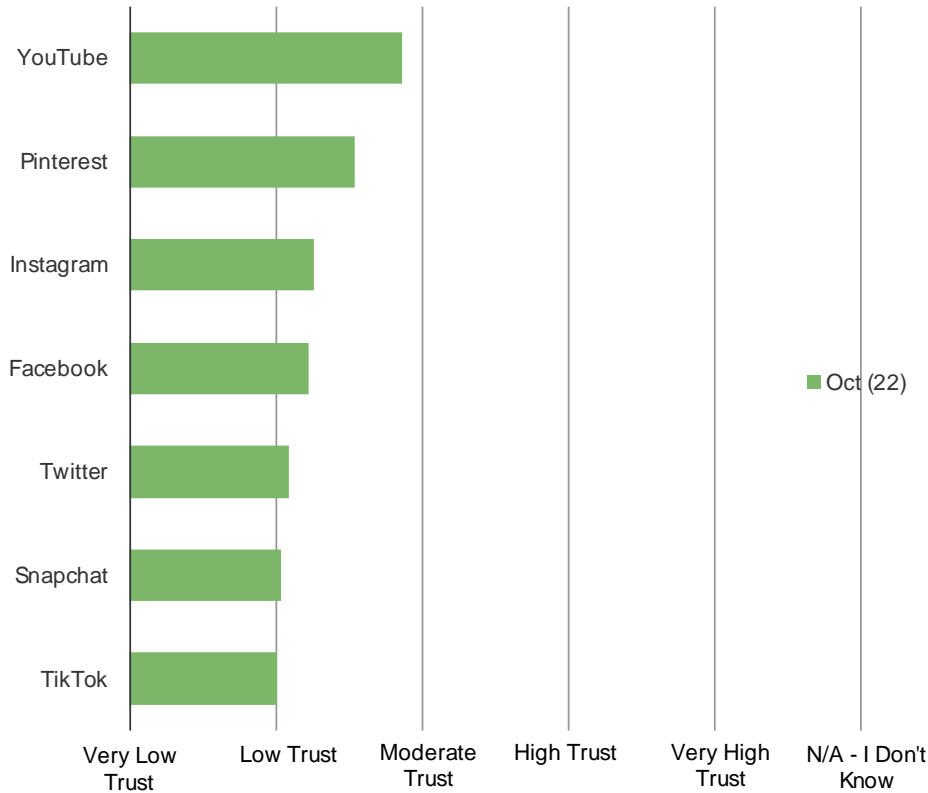
This question was posed to all respondents who use each of the below.



	N =
Facebook	736
Twitter	347
Snapchat	291
Instagram	480
Pinterest	350
TikTok	349
YouTube	849
Nextdoor	208
Discord	154
Roblox	82

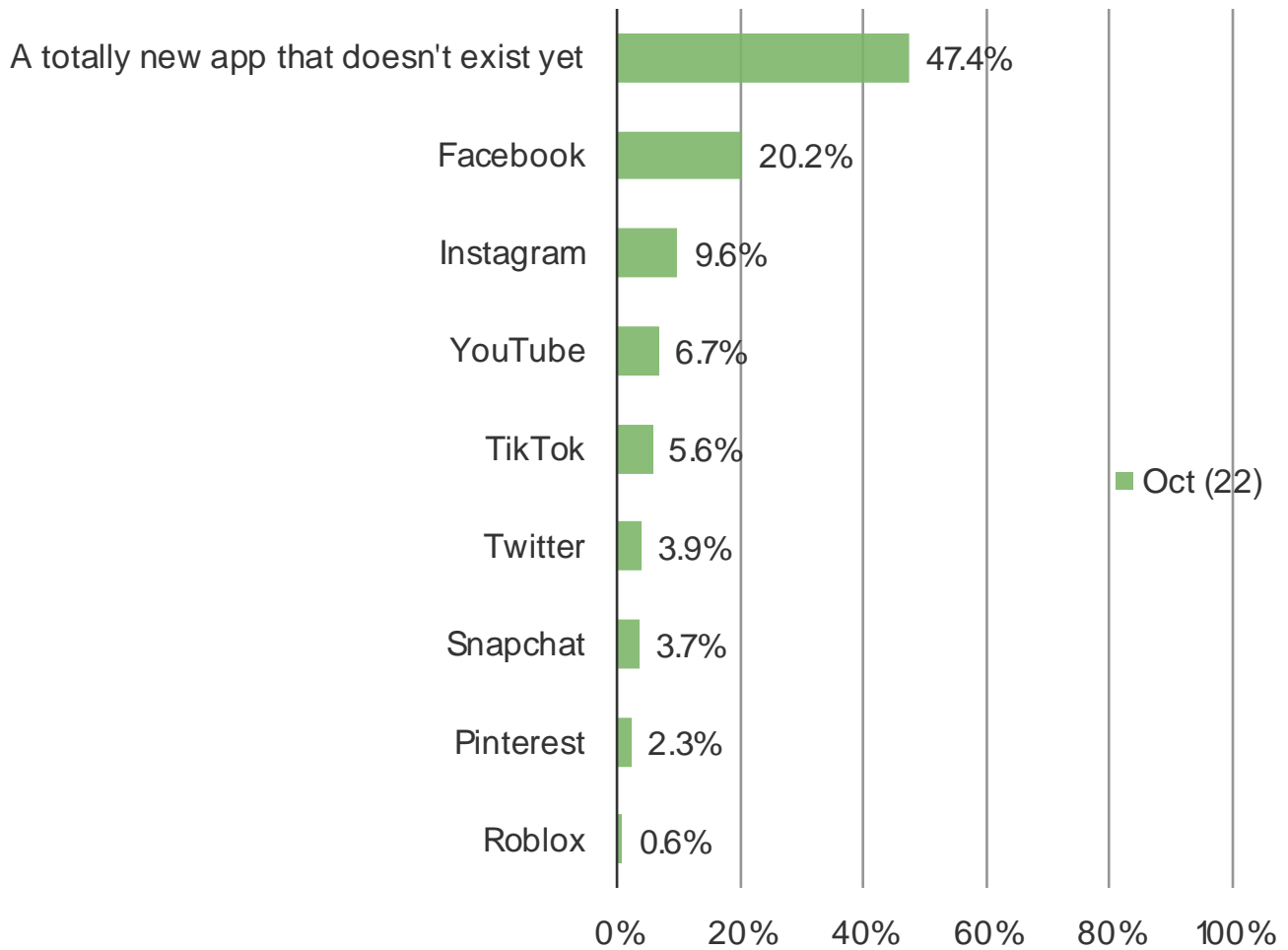
HOW MUCH TRUST DO YOU HAVE IN EACH OF THE FOLLOWING?

This question was posed to all respondents (N = 1,000).



WECHAT IS A SUPERAPP IN CHINA THAT ALLOWS USERS TO DO ALL SOCIAL MEDIA, COMMUNICATION, AND COMMERCE RELATED ACTIVITIES WITHIN A SINGLE APP. IF THAT WERE TO EXIST IN THE UNITED STATES, WHICH PLATFORM DO YOU THINK WOULD BE BEST TO DO IT?

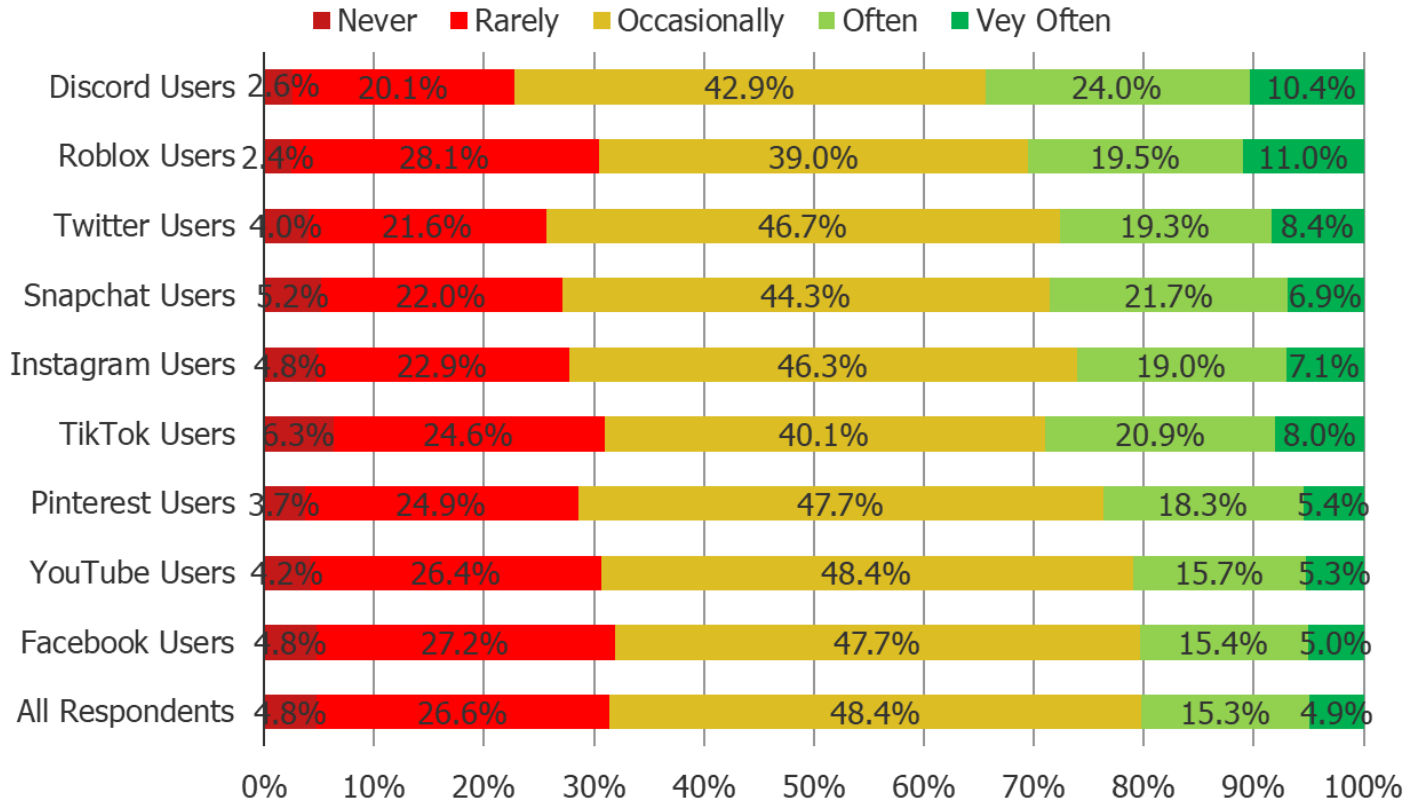
This question was posed to all respondents (N = 1,000).





HOW OFTEN DO YOU SPEND MONEY ON NON-ESSENTIAL ITEMS FOR YOURSELF?

This question was posed to all respondents (N = 1,000).



\*We posed this question to all respondents and then cross-tabbed the data to show how users of each platform answered the question.

	N =
Facebook	736
Twitter	347
Snapchat	291
Instagram	480
Pinterest	350
TikTok	349
YouTube	849
Nextdoor	208
Discord	154
Roblox	82

WHEN YOU BUY NON-ESSENTIAL ITEMS FOR YOURSELF, DO YOU TYPICALLY SHOP FOR...

This question was posed to all respondents (N = 1,000).



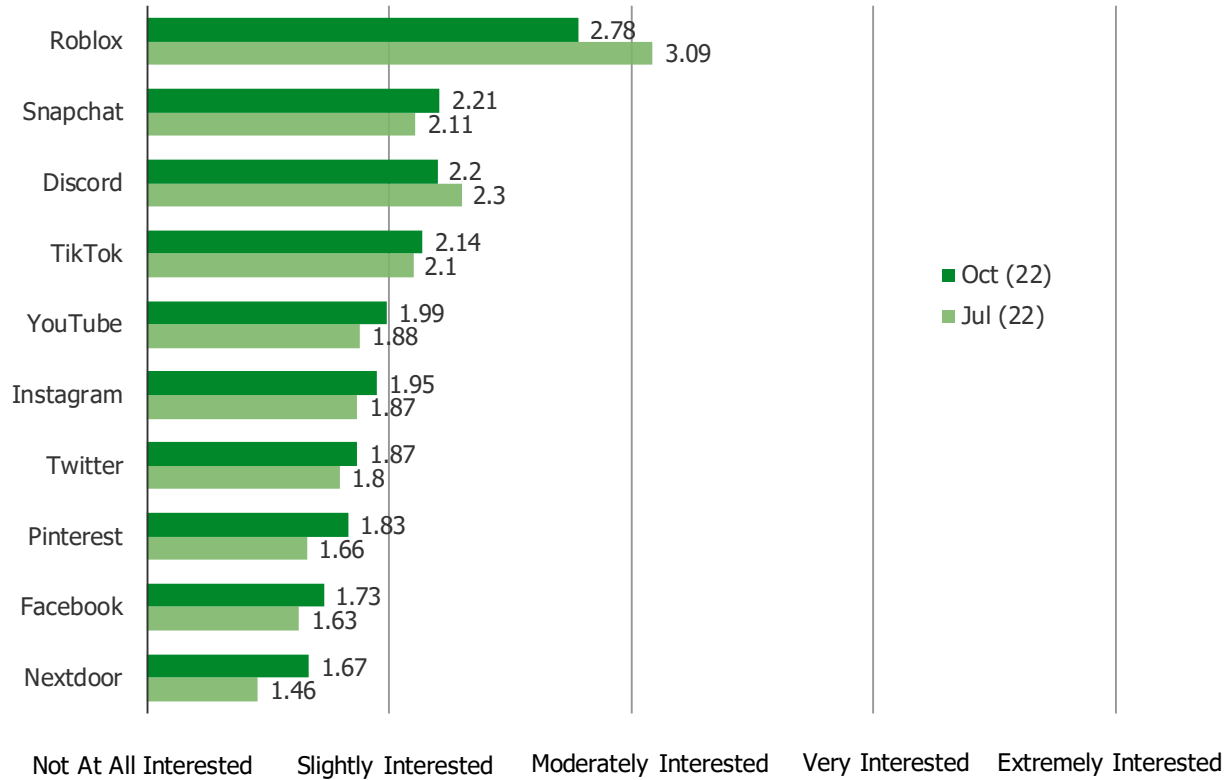
\*We posed this question to all respondents and then cross-tabbed the data to show how users of each platform answered the question.

	N =
Facebook	736
Twitter	347
Snapchat	291
Instagram	480
Pinterest	350
TikTok	349
YouTube	849
Nextdoor	208
Discord	154
Roblox	82

## WILLINGNESS TO PAY FOR SOCIAL MEDIA EXPERIENCES / SNAPCHAT+ FEEDBACK

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

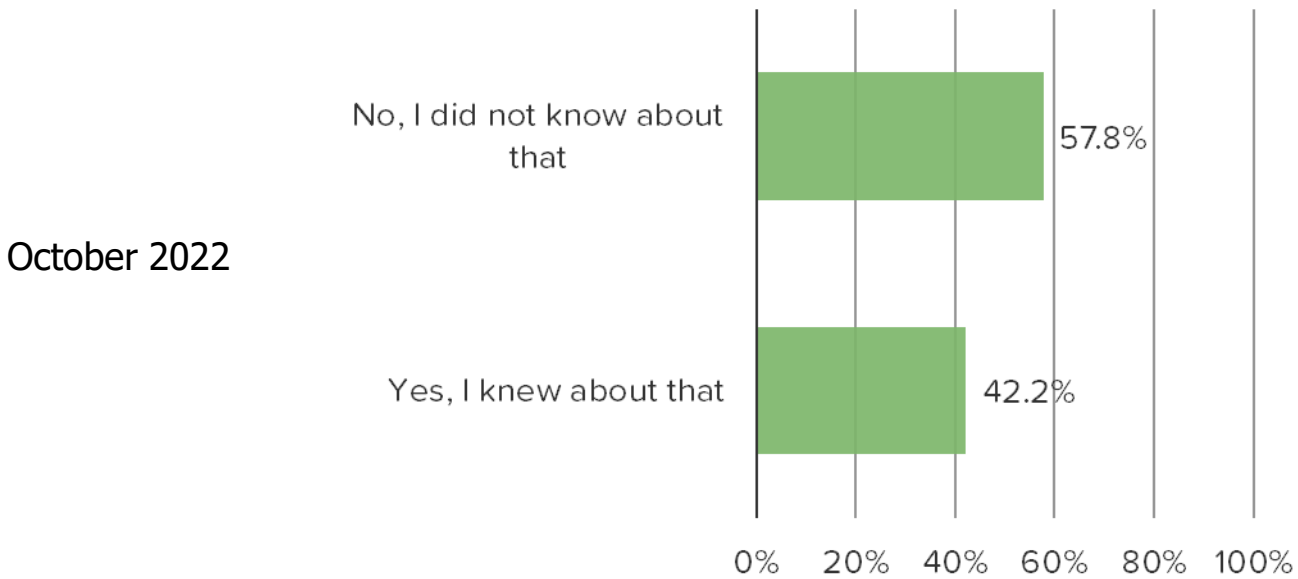
This question was posed to all respondents who use each of the below.



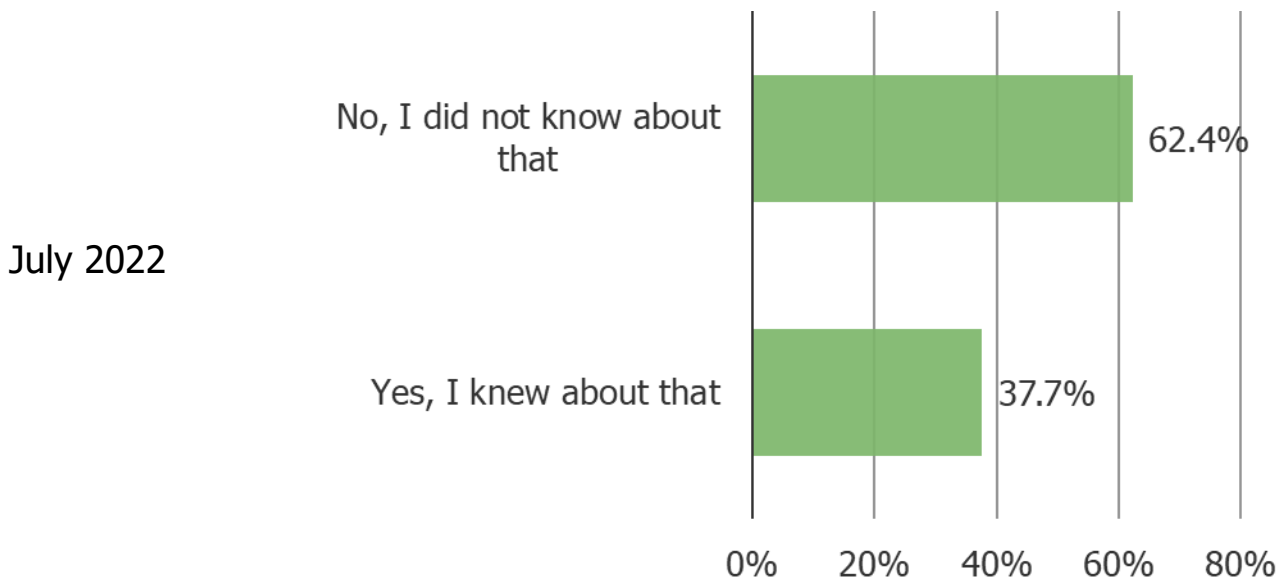
	N=
Facebook	733
Twitter	344
Snapchat	289
Instagram	478
Pinterest	349
TikTok	347
YouTube	846
Nextdoor	207
Discord	153
Roblox	82

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 = 289).

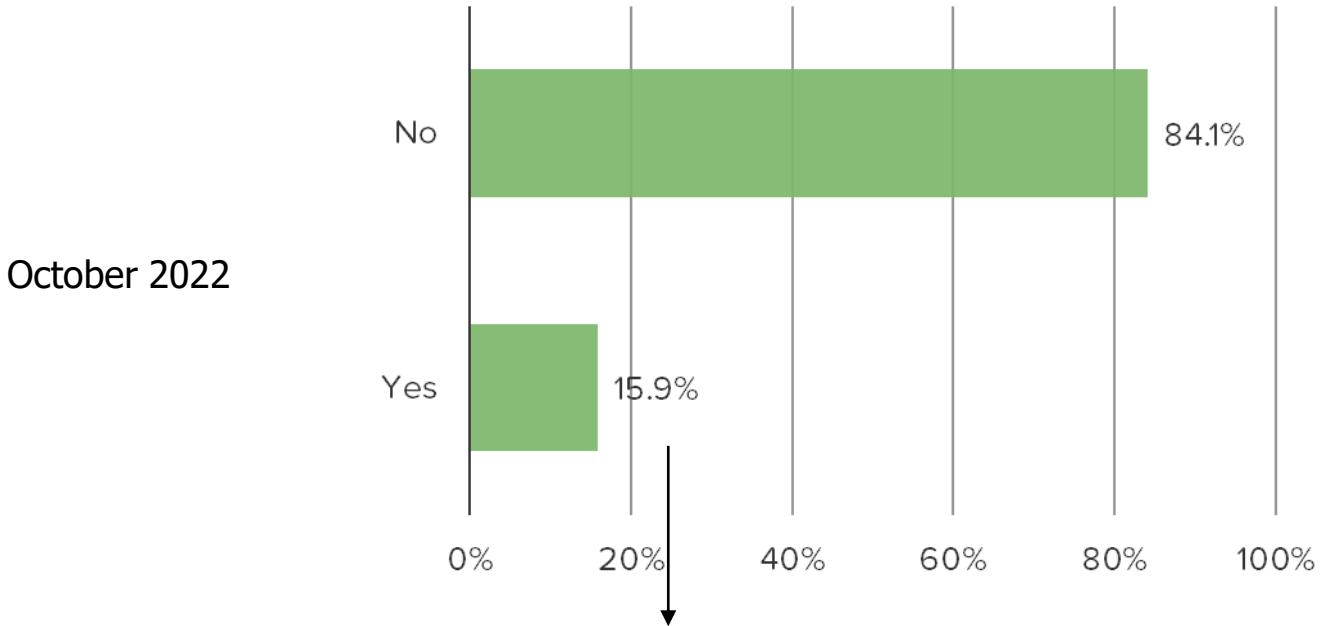


This question was posed to Snapchat users (N = 247).

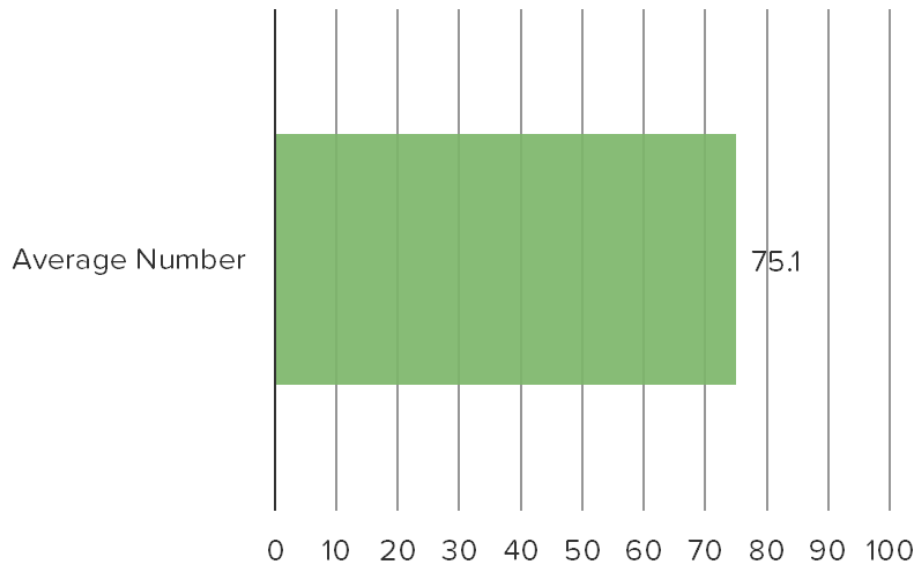
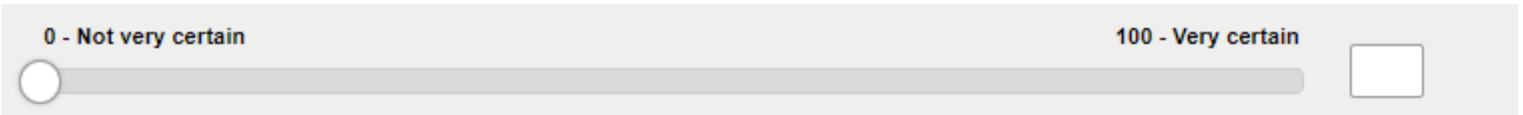


WILL YOU SUBSCRIBE TO SNAPCHAT+ SUBSCRIPTION AT THE CURRENT PRICE OF \$3.99 PER MONTH, WITHIN THE NEXT COUPLE MONTHS?

This question was posed to Snapchat users (N = 289).



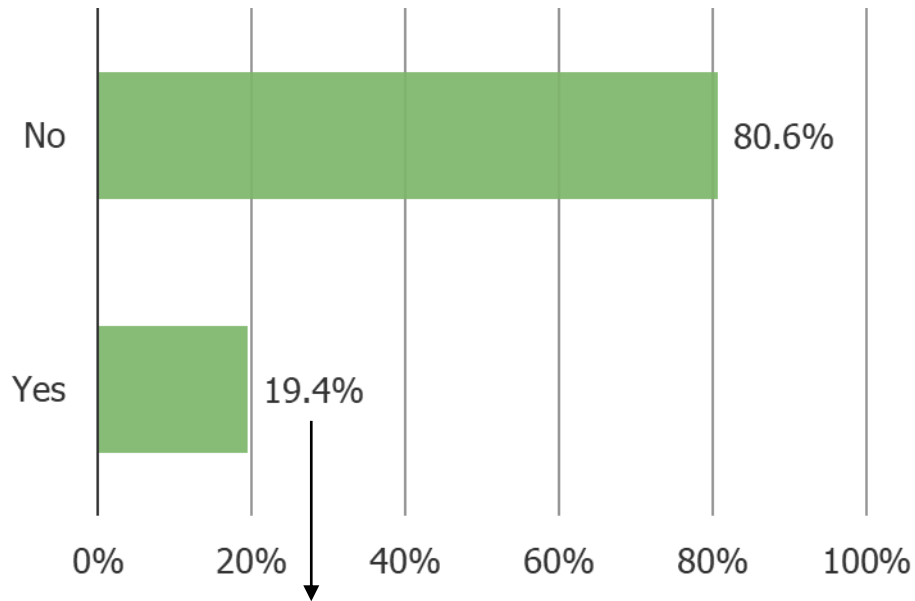
Posed to those who said yes, how certain are you that you will sign up? (N = 46)



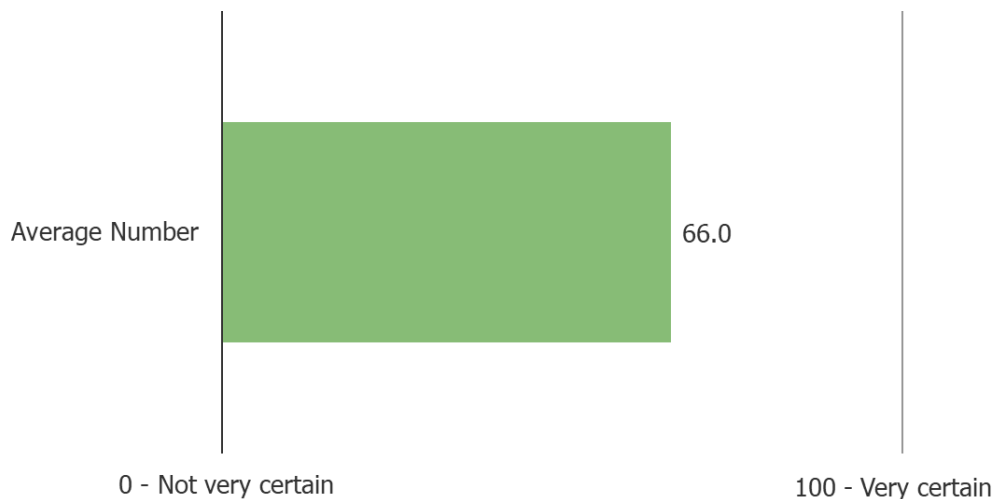
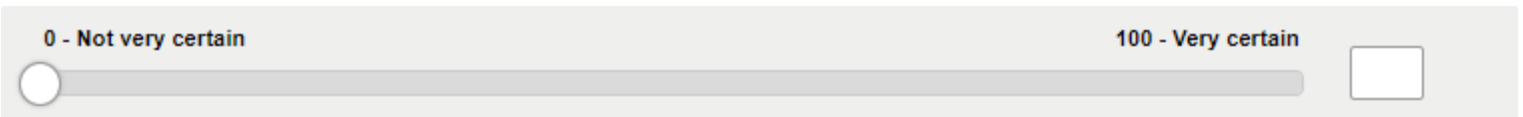
WILL YOU SUBSCRIBE TO SNAPCHAT+ SUBSCRIPTION AT THE CURRENT PRICE OF \$3.99 PER MONTH, WITHIN THE NEXT COUPLE MONTHS?

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

July 2022

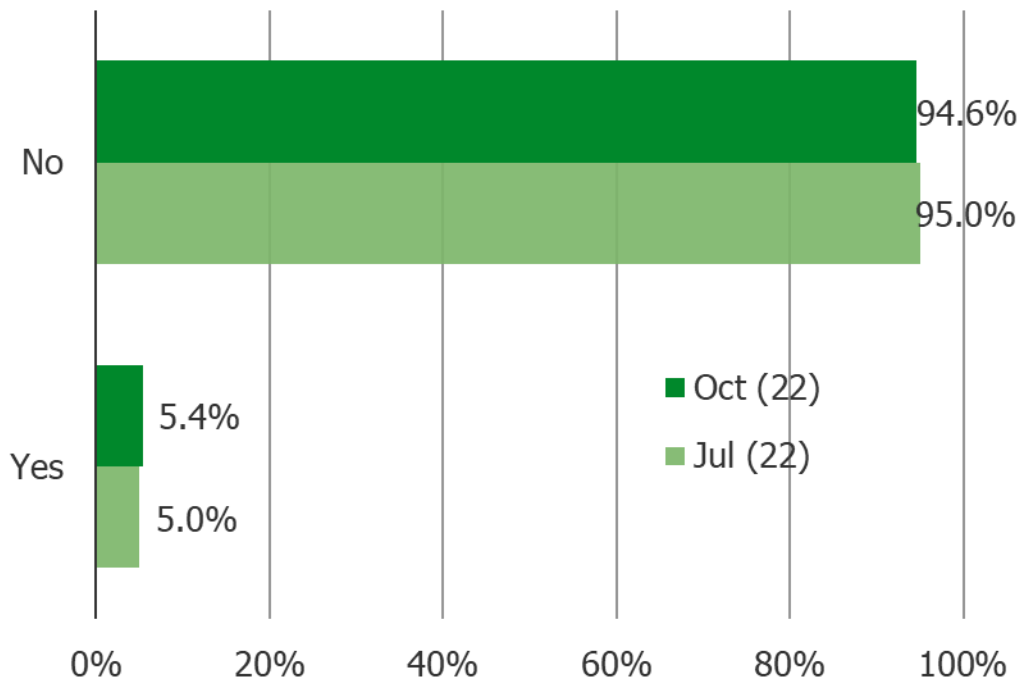


Posed to those who said yes, how certain are you that you will sign up? (N = 48)



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 = 243).

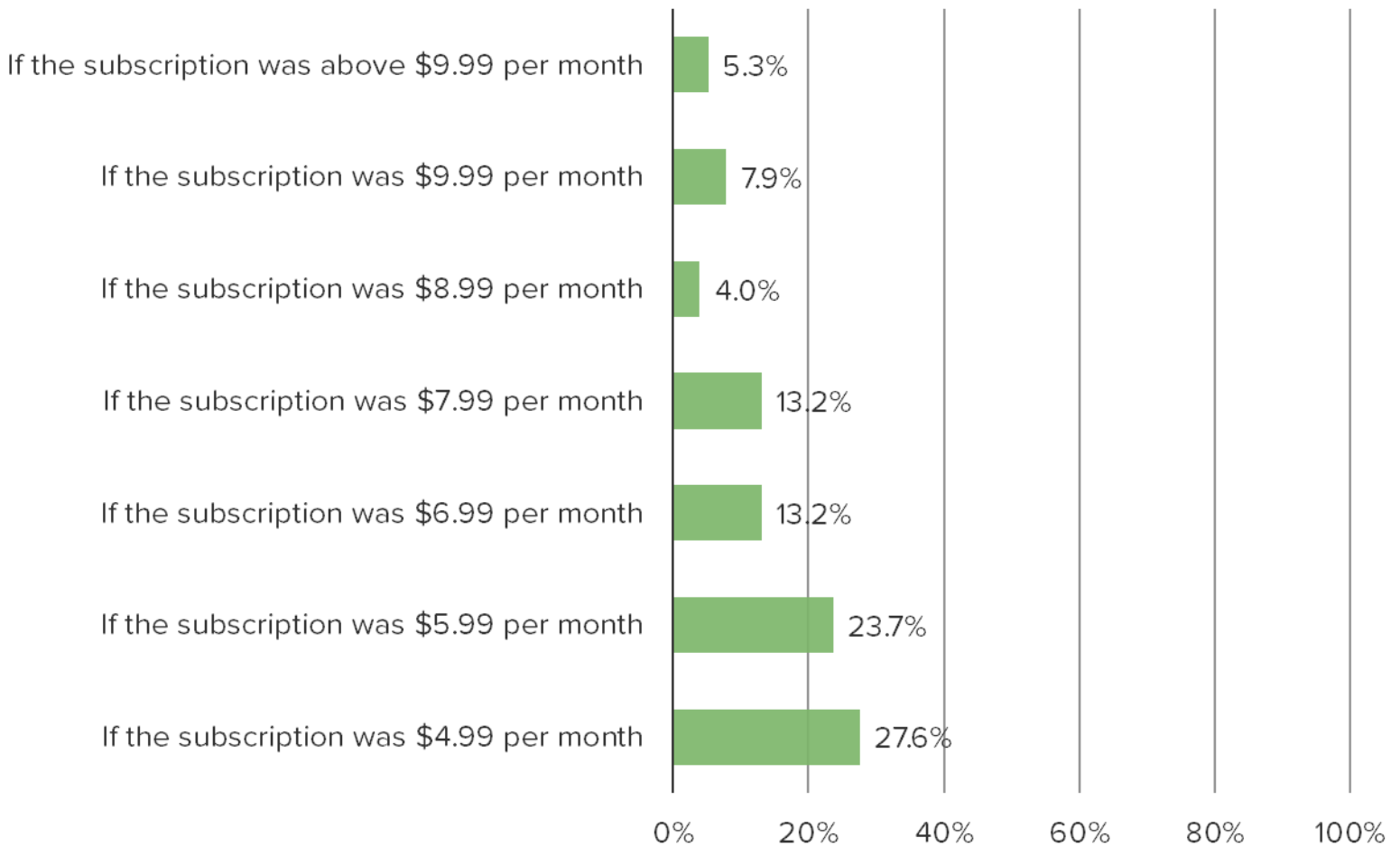




YOU MENTIONED THAT YOU ARE LIKELY TO SUBSCRIBE TO SNAPCHAT+ AT SOME POINT IN THE FUTURE. THE CURRENT PRICE IS \$3.99 PER MONTH, AT WHAT PRICE POINT WOULD YOU LOSE INTEREST AND CHOOSE NOT TO SIGN UP?

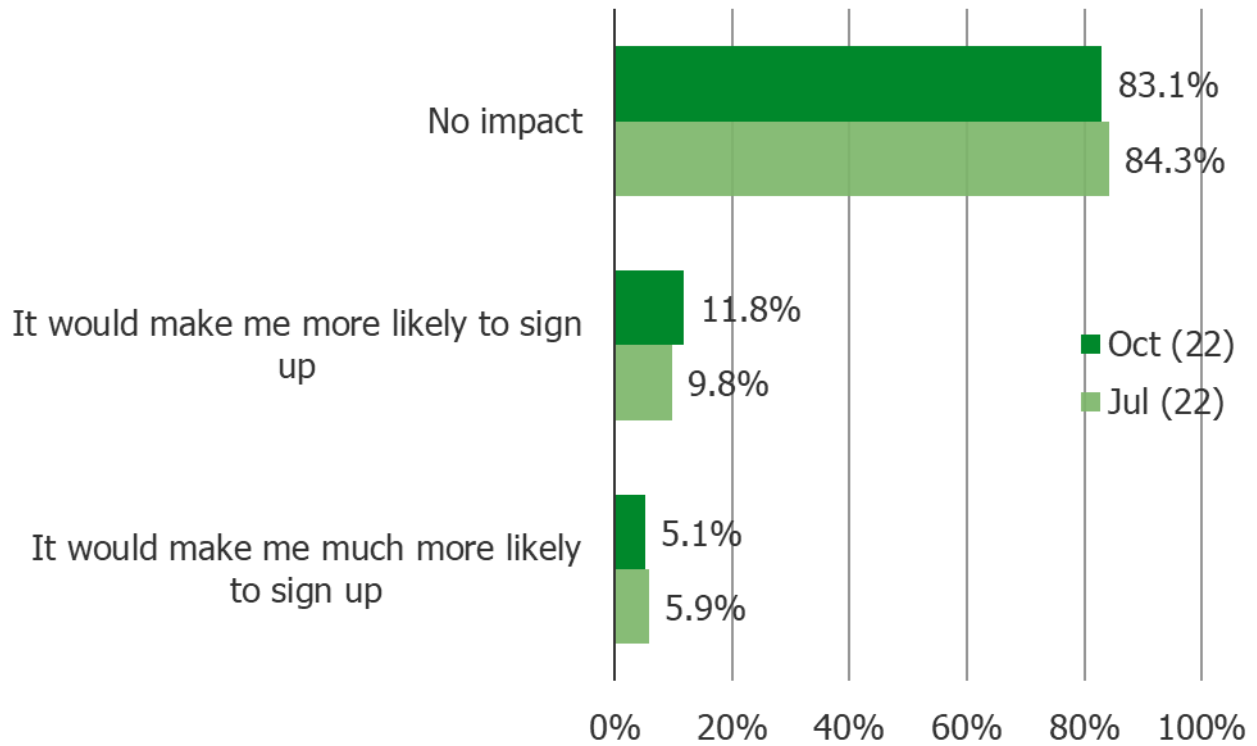
This question was posed to all respondents who are likely to subscribe to Snapchat+ in the future (N = 76).

October 2022



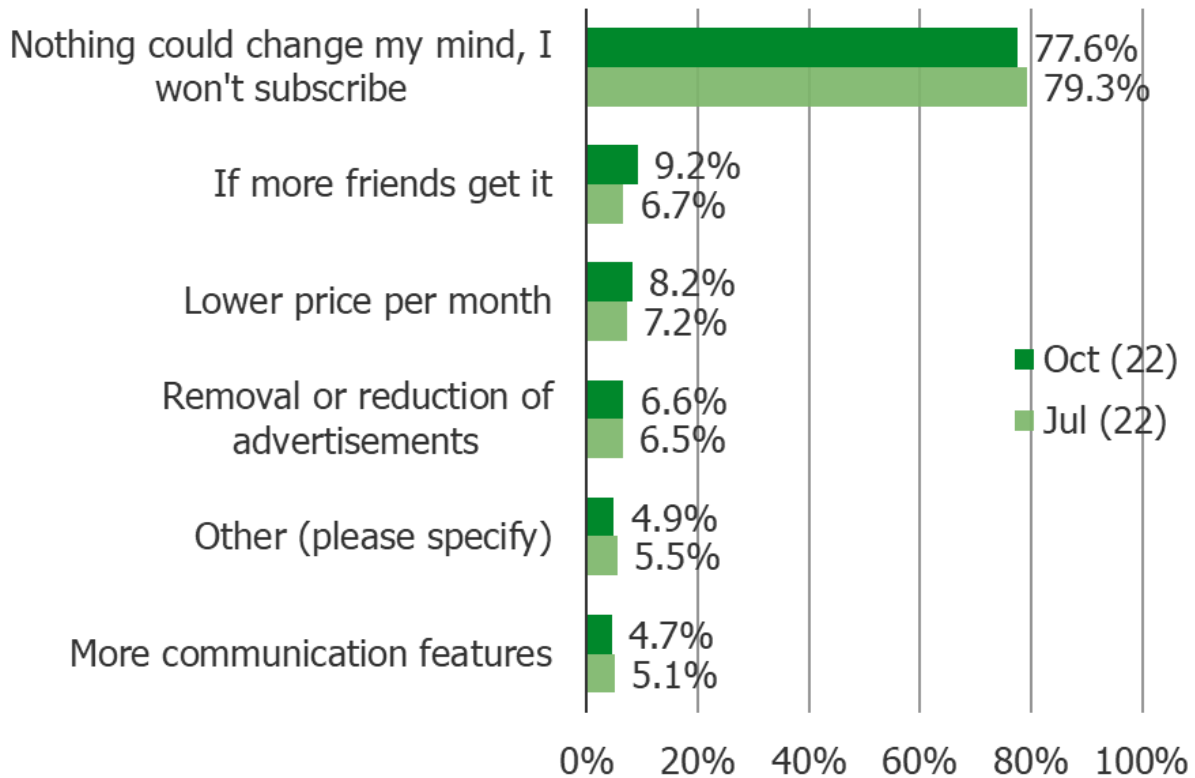
WOULD IT MAKE YOU MORE OR LESS LIKELY TO SUBSCRIBE TO SNAPCHAT+ IF YOUR FRIENDS SUBSCRIBE BEFORE YOU?

This question was posed to Snapchat users (N = 289).



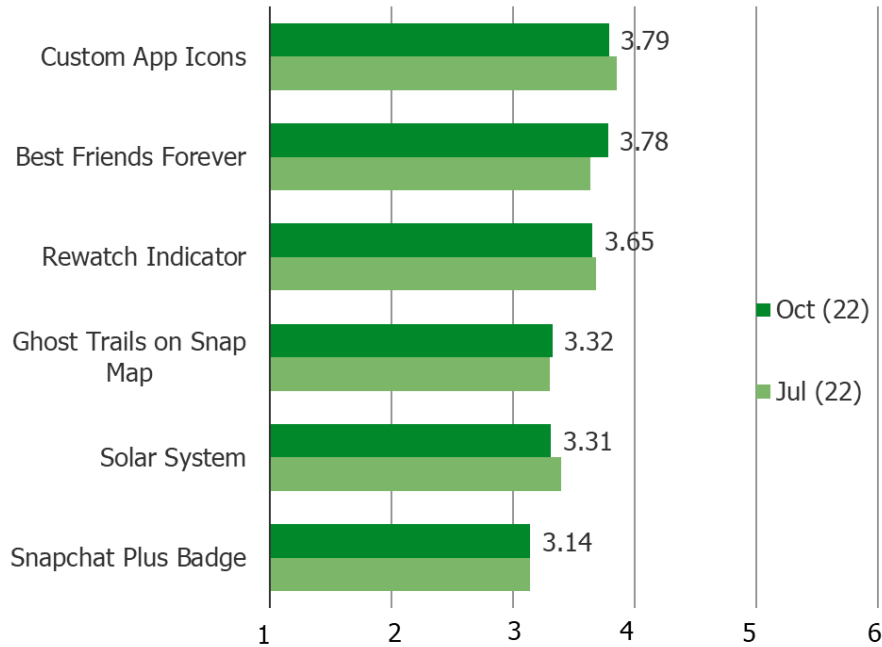
YOU MENTIONED THAT YOU DO NOT PLAN TO SUBSCRIBE TO SNAPCHAT+, WHAT FACTORS COULD CAUSE YOU TO CHANGE YOUR MIND AND SUBSCRIBE? (SELECT ALL THAT APPLY)

This question was posed to Snapchat users who do not plan to subscribe to Snapchat+. (N=212)



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 = 289). Respondents were shown below image.



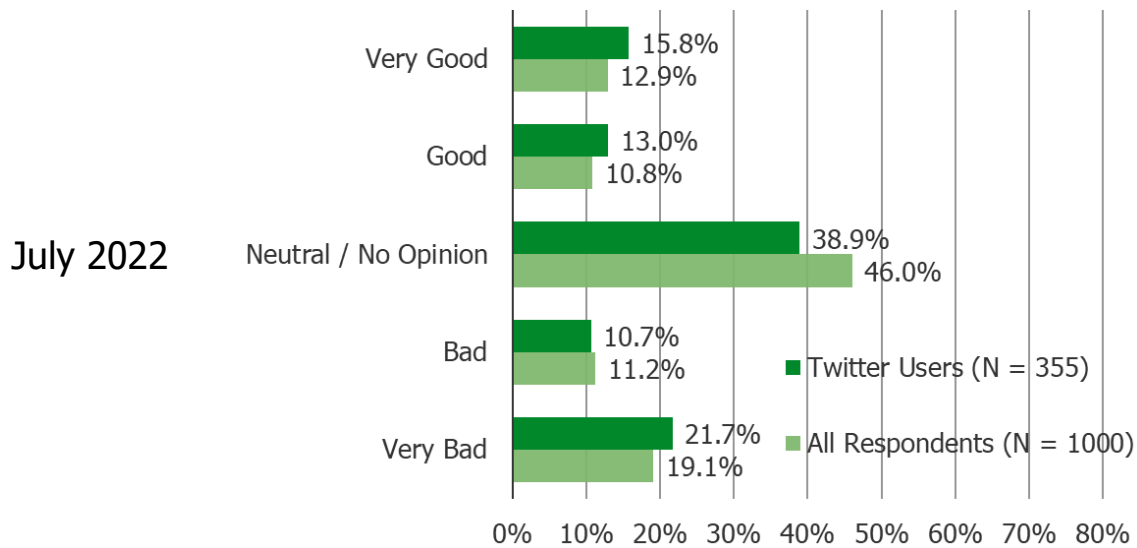
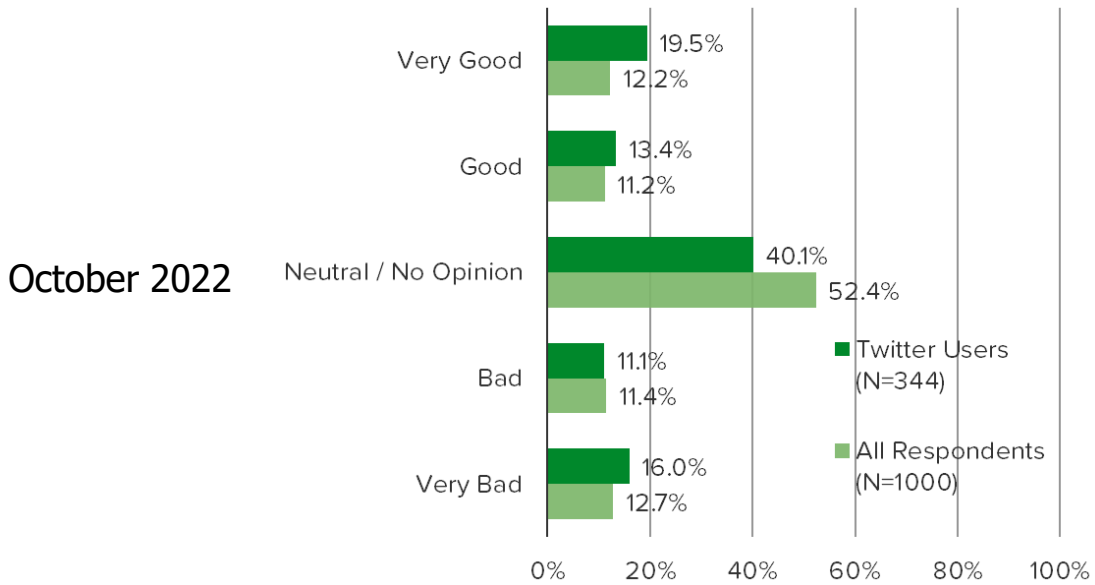
## SNAPCHAT PLUS FEATURES

- **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.



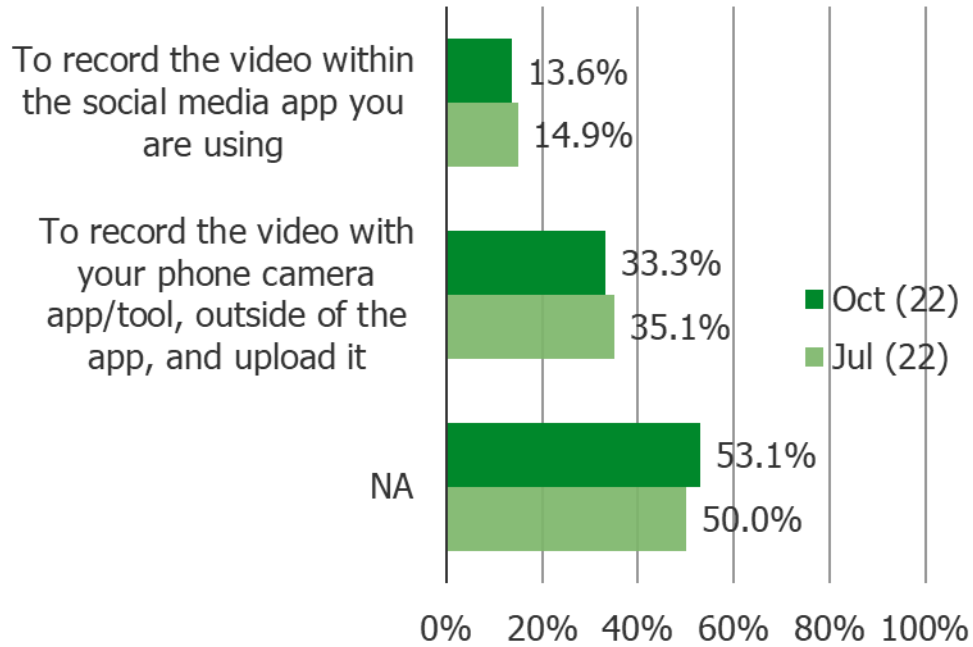


## CREATING AND SHARING VIDEO ON SOCIAL MEDIA



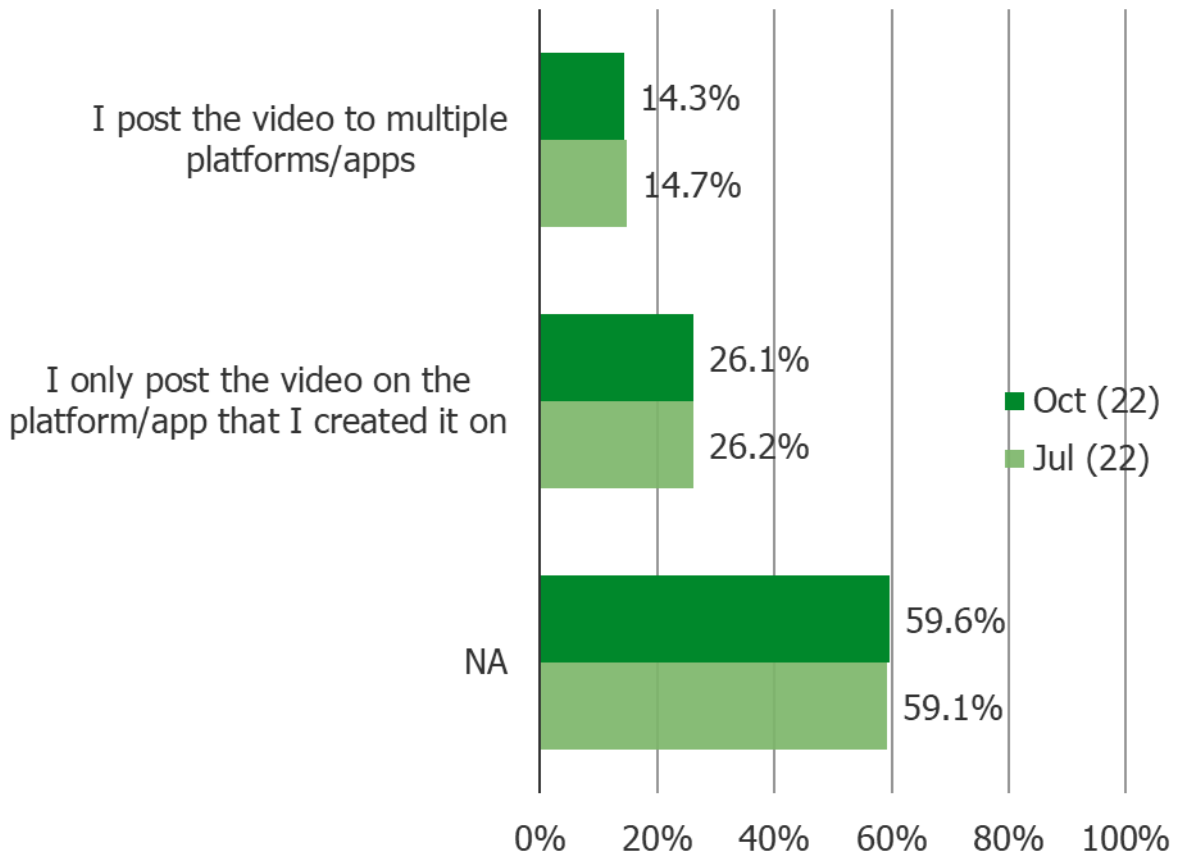
WHEN YOU CREATE VIDEOS TO UPLOAD TO SOCIAL MEDIA, WHICH DO YOU PREFER:

This question was posed to all respondents.



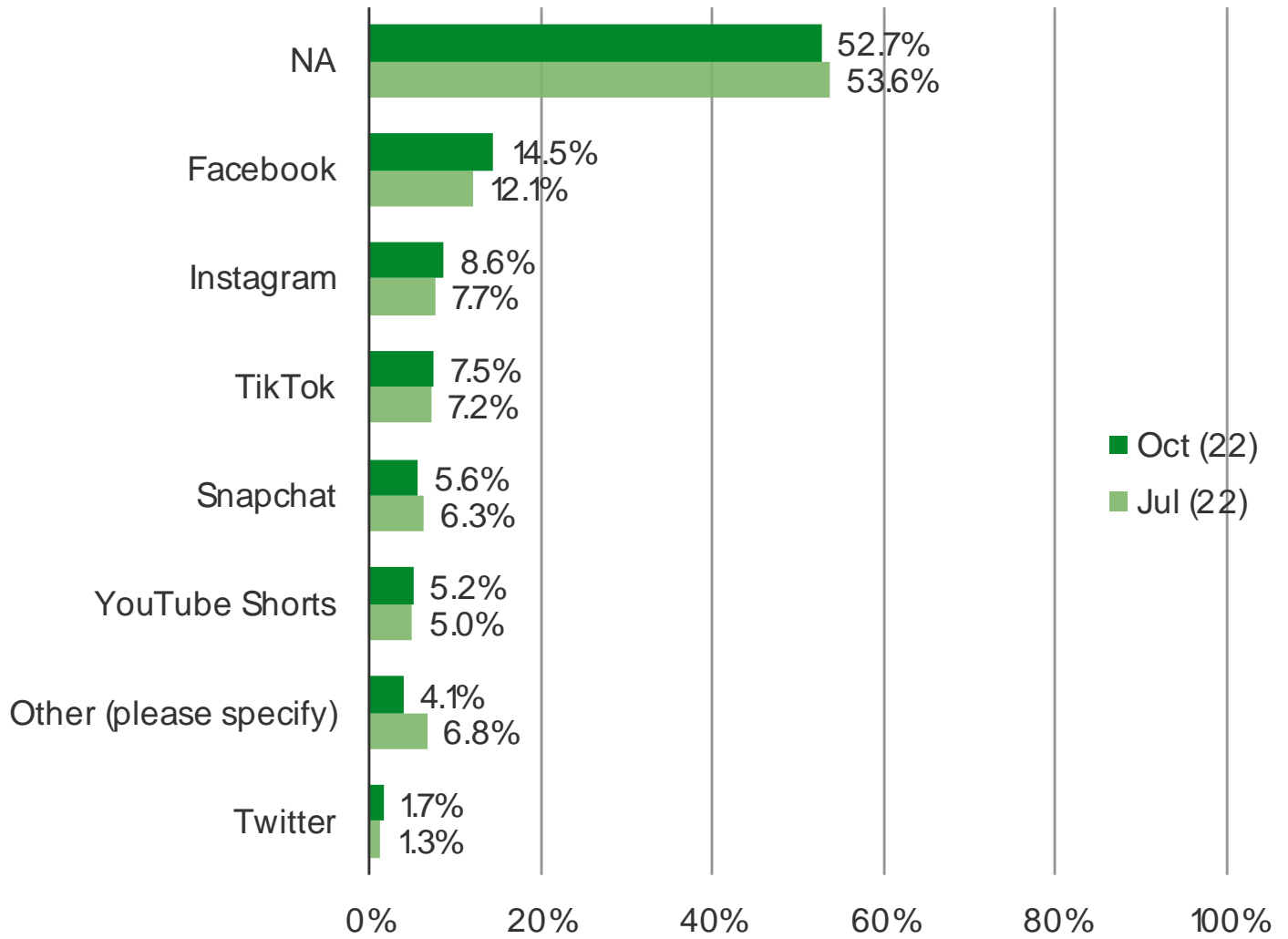
WHEN YOU CREATE VIDEOS WITHIN SOCIAL MEDIA PLATFORMS, WHICH BEST DESCRIBES YOU?

This question was posed to all respondents.



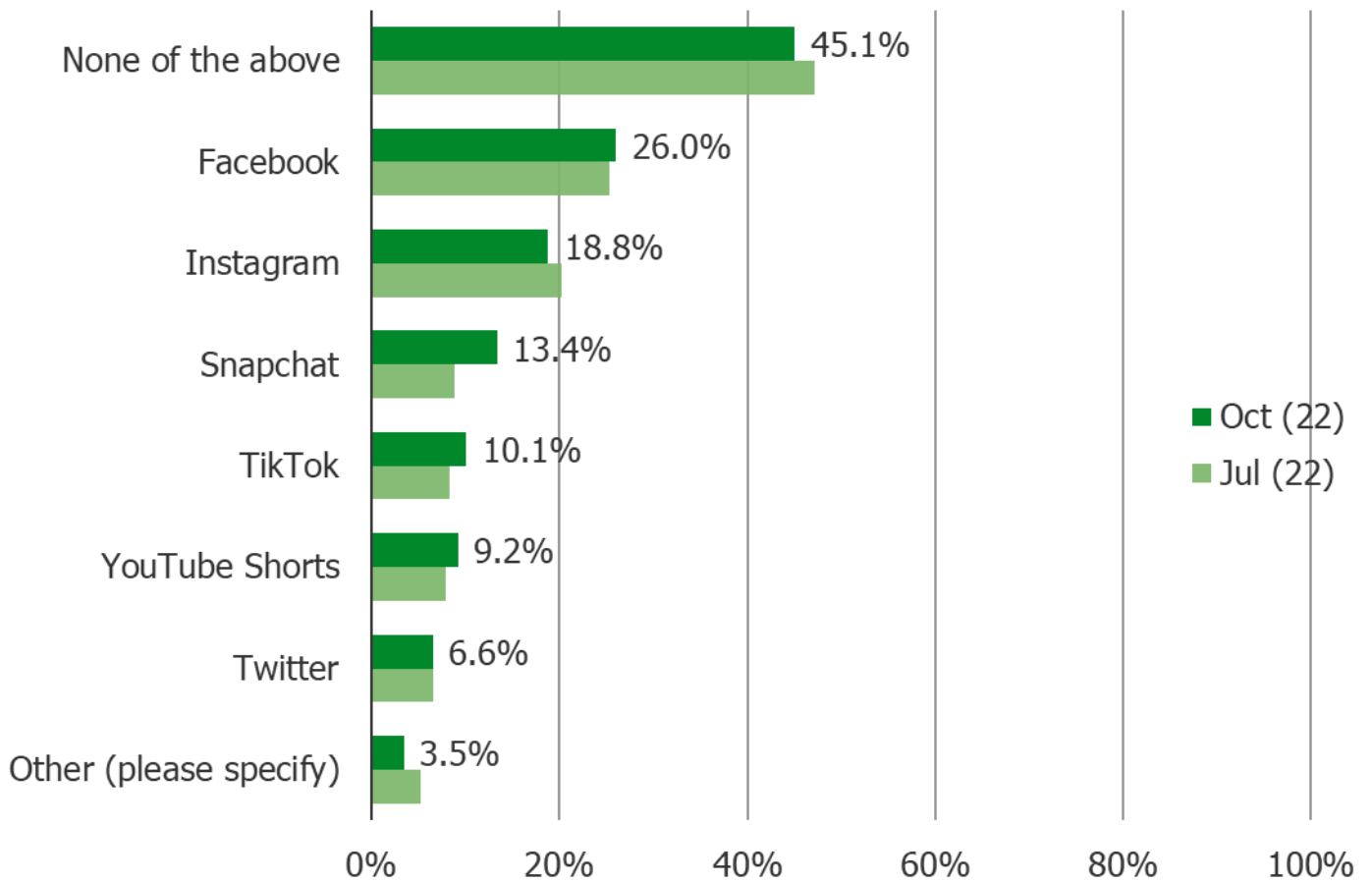
WHICH IS YOUR PREFERRED APP FOR CREATING VIDEOS?

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)

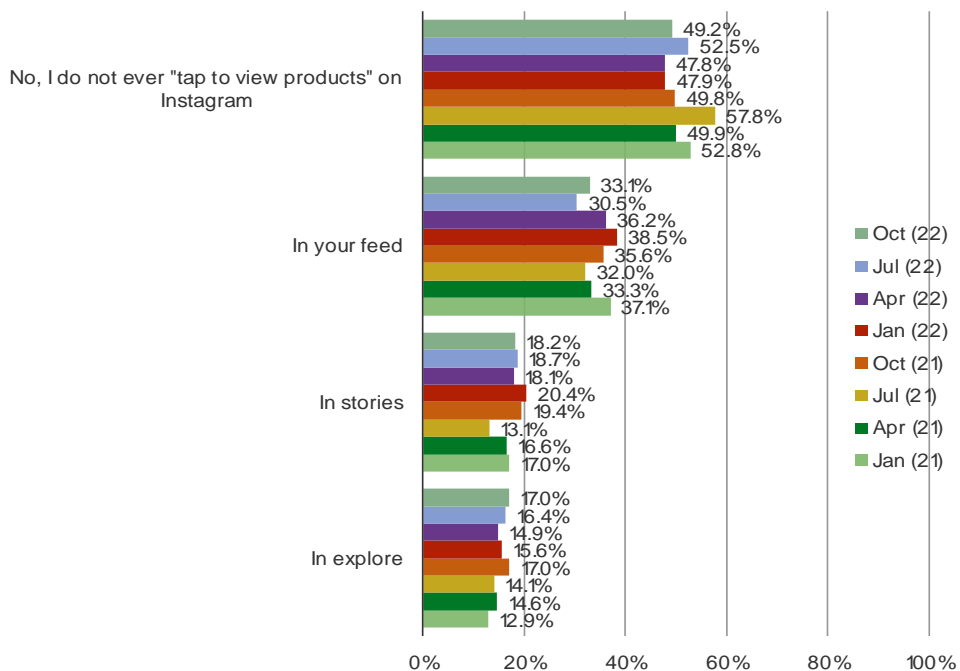
This question was posed to all respondents who said each of the following is their preferred app for creating video.



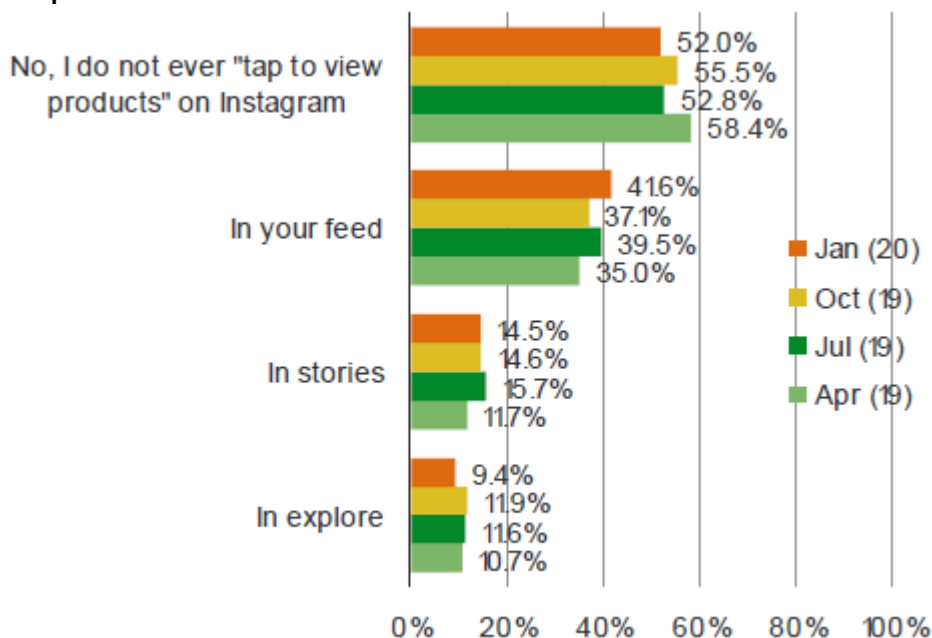
## SOCIAL COMMERCE / AUGMENTED REALITY AND SHOPPING

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

Posed to Instagram users.

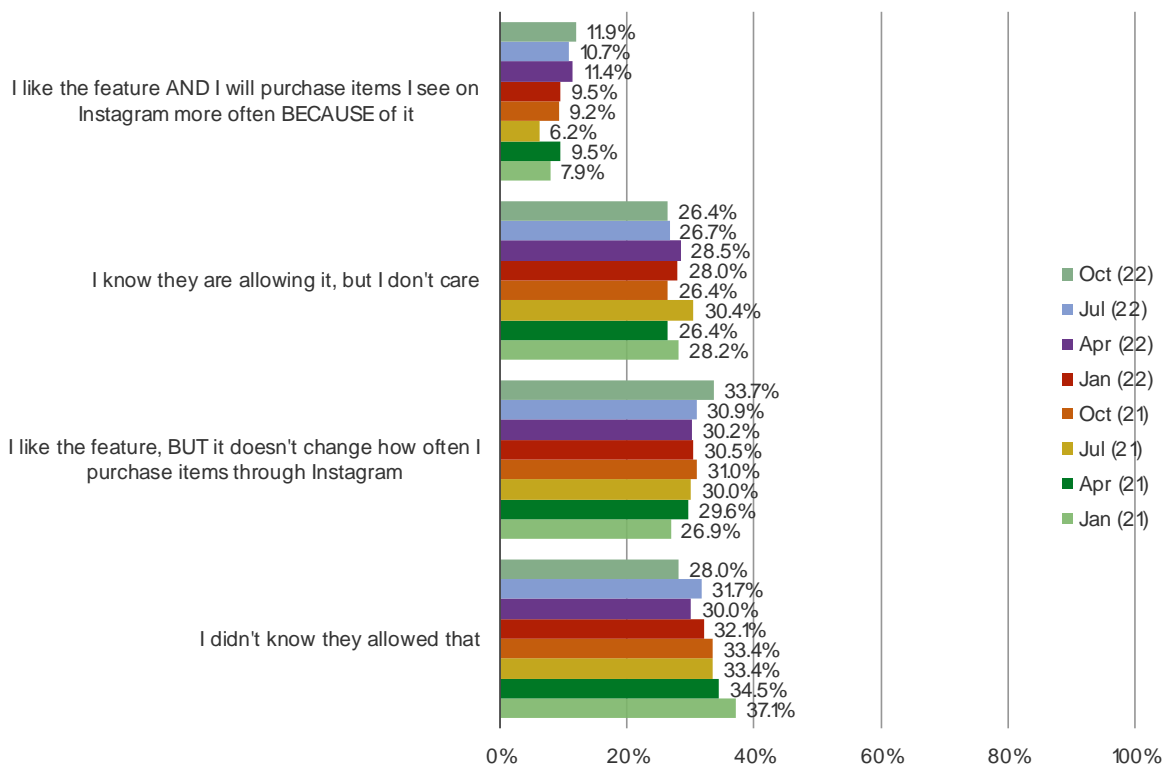


Historical data comparison.

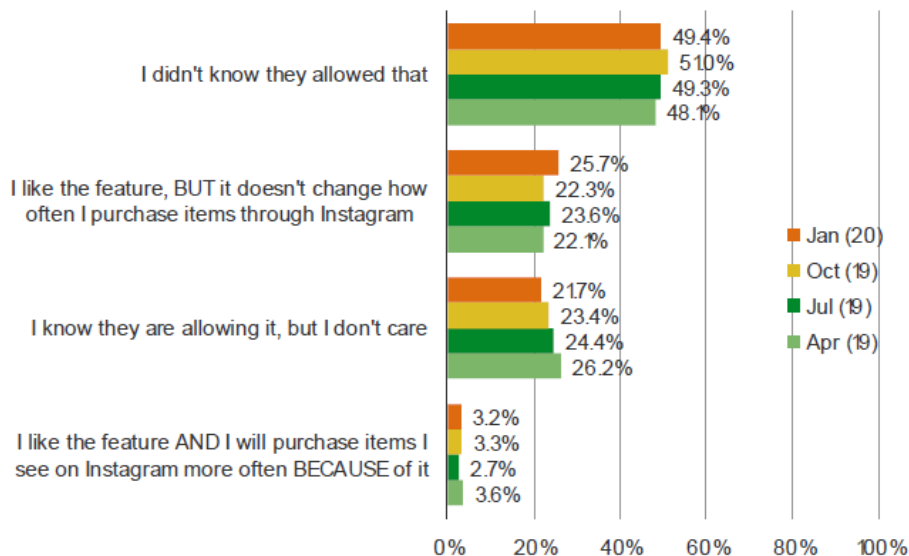


WHAT IS YOUR OPINION OF INSTAGRAM ALLOWING YOU TO BUY PRODUCTS YOU SEE IN POSTS WITHOUT ACTUALLY HAVING TO LEAVE THE APP?

Posed to Instagram users.

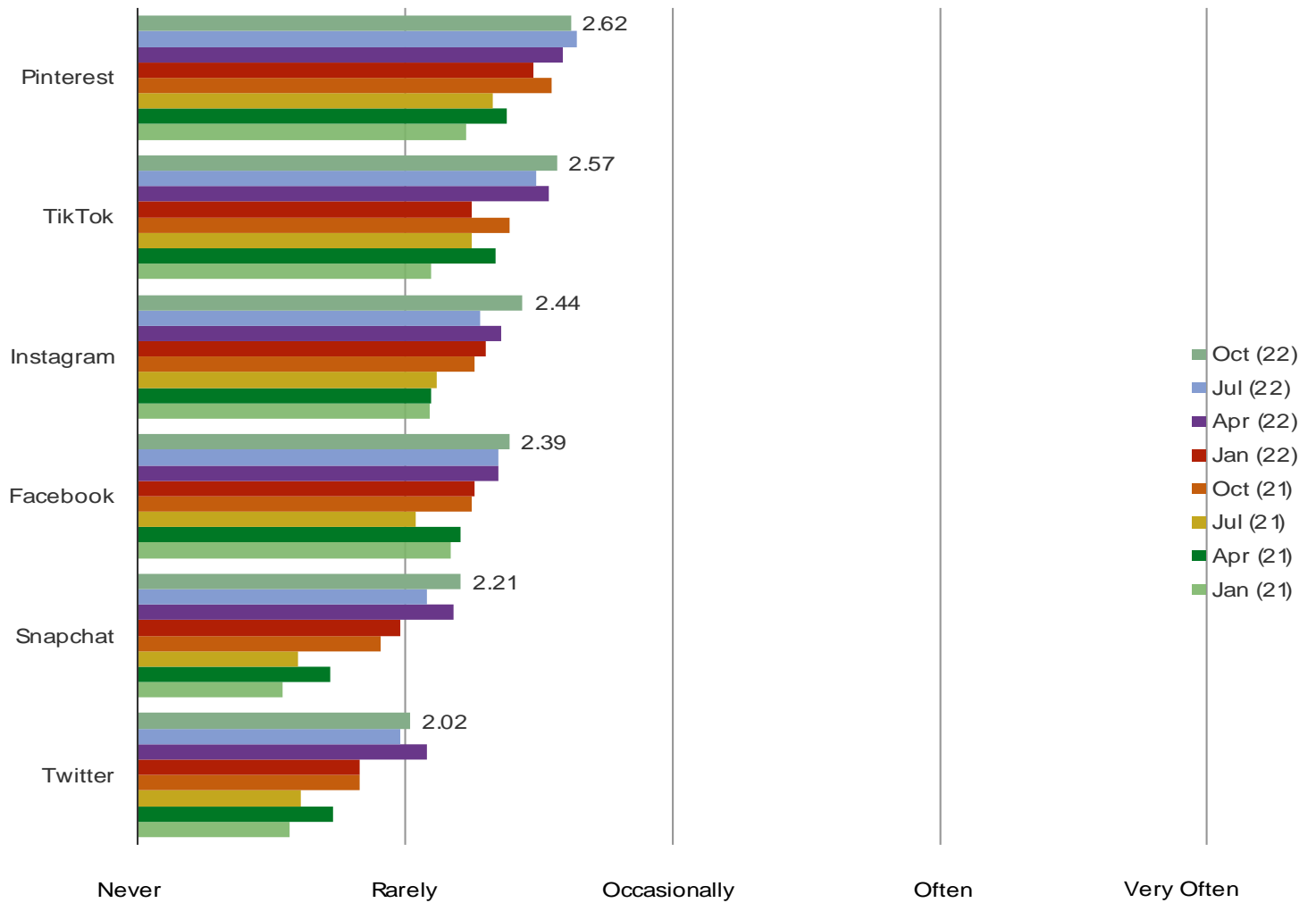


Historical data comparison.



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

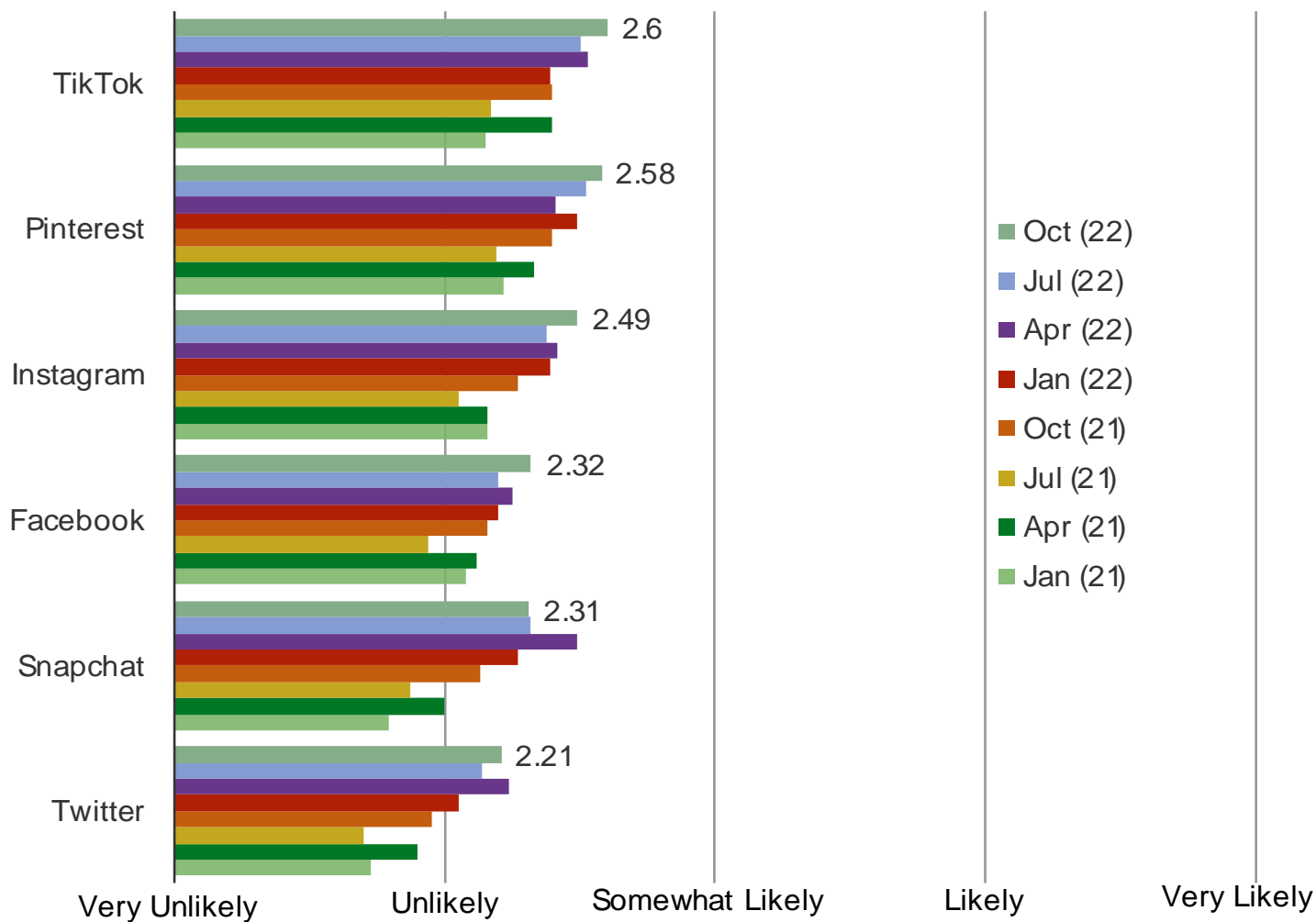
Posed to users of each of the following social media apps.





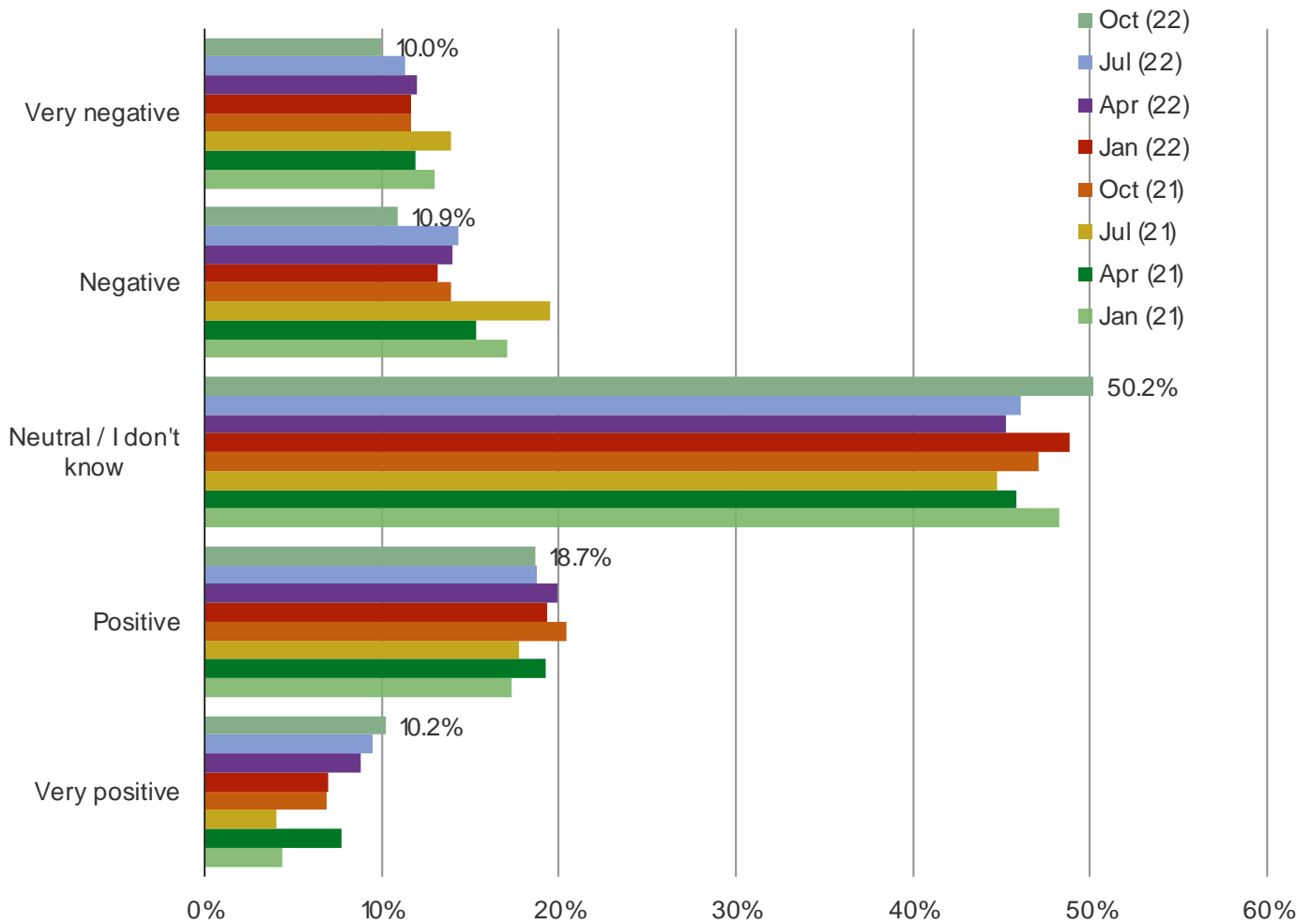
HOW LIKELY WOULD YOU BE TO BUY PRODUCTS FROM COMPANIES OR BRANDS ON SOCIAL MEDIA PLATFORMS (IE, CHECKING OUT WHILE STILL ON THE SOCIAL MEDIA PLATFORM, THROUGH THE SOCIAL MEDIA PLATFORM)

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)?

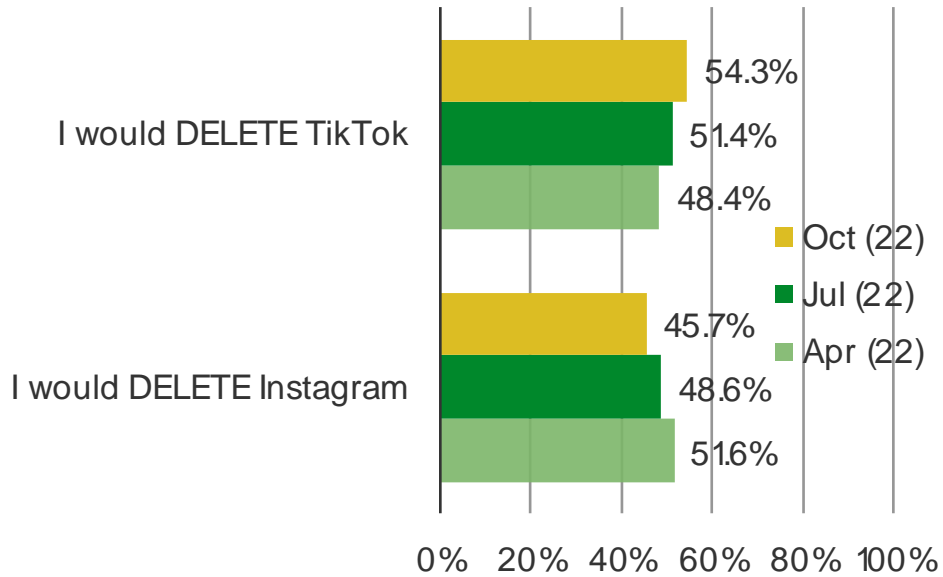
Posed to users of social media apps.



## 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.

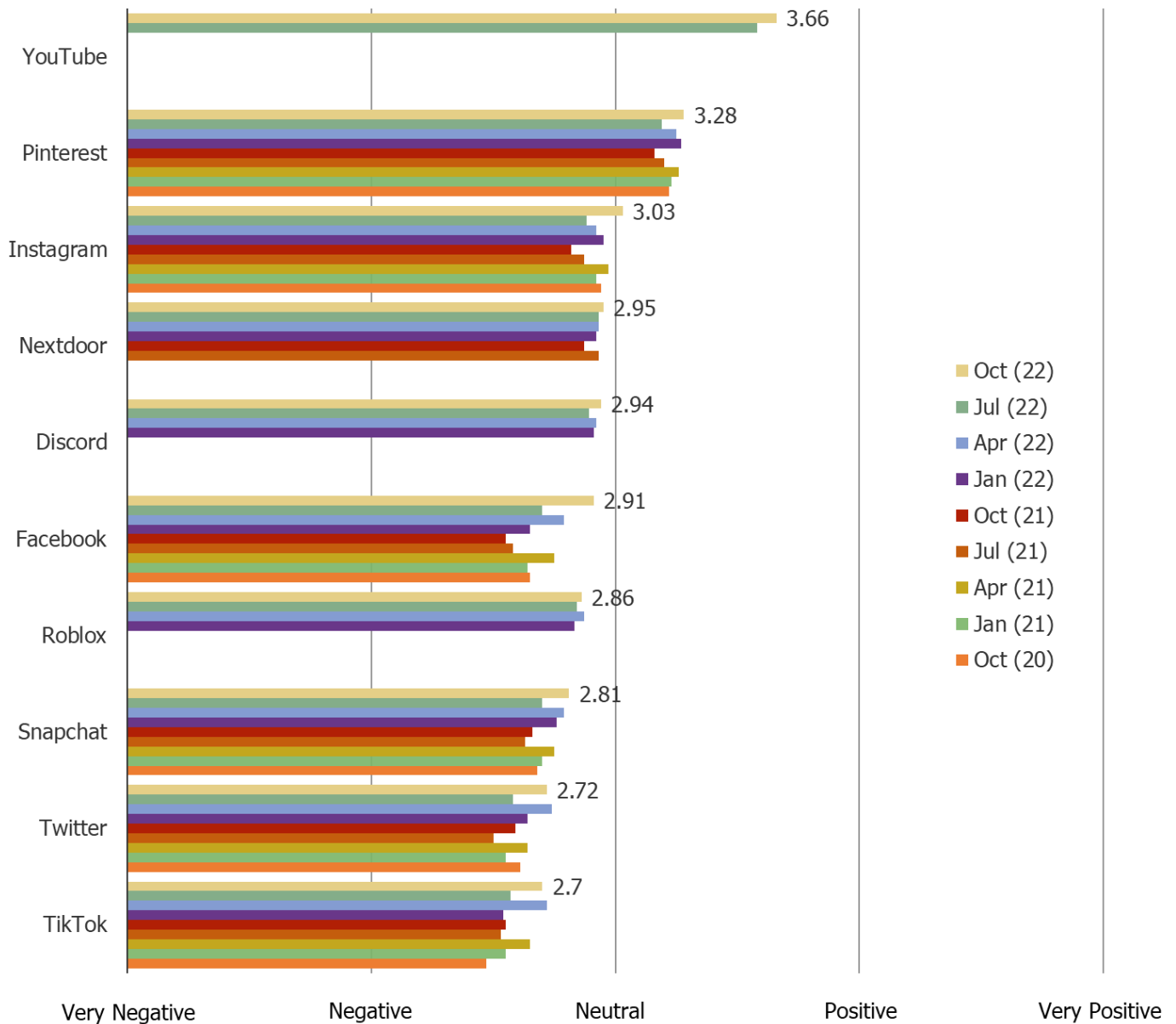


Data from the above chart, cut by age and gender (combining last three waves).

	I would delete Instagram	I would delete TikTok	N =
18-24	57.1%	42.9%	210
25-34	42.4%	57.6%	224
35-44	52.7%	47.3%	131
45+	41.9%	58.1%	172
Male	41.1%	58.9%	309
Female	53.5%	46.5%	428

WHAT IS YOUR OPINION OF THE FOLLOWING APPS/SITES?

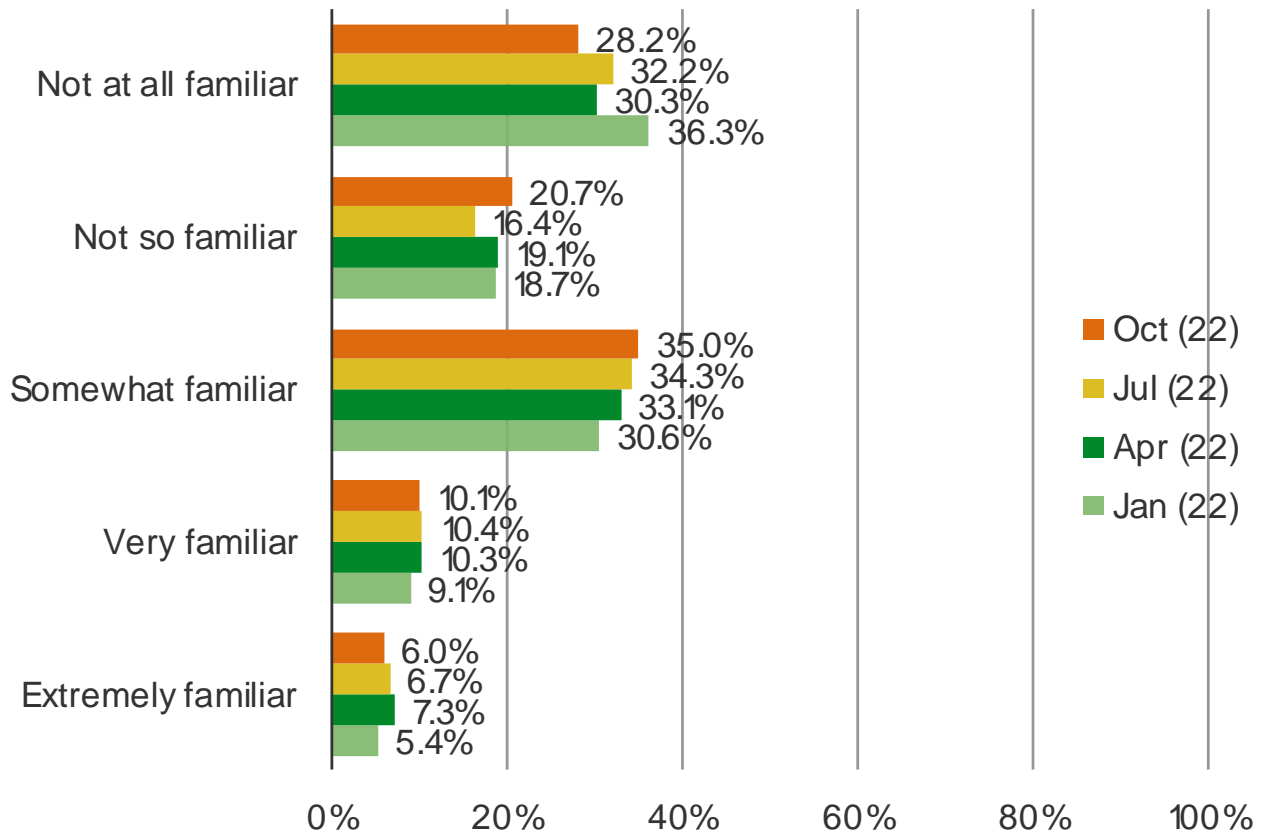
Posed to all respondents.



# METVERSE

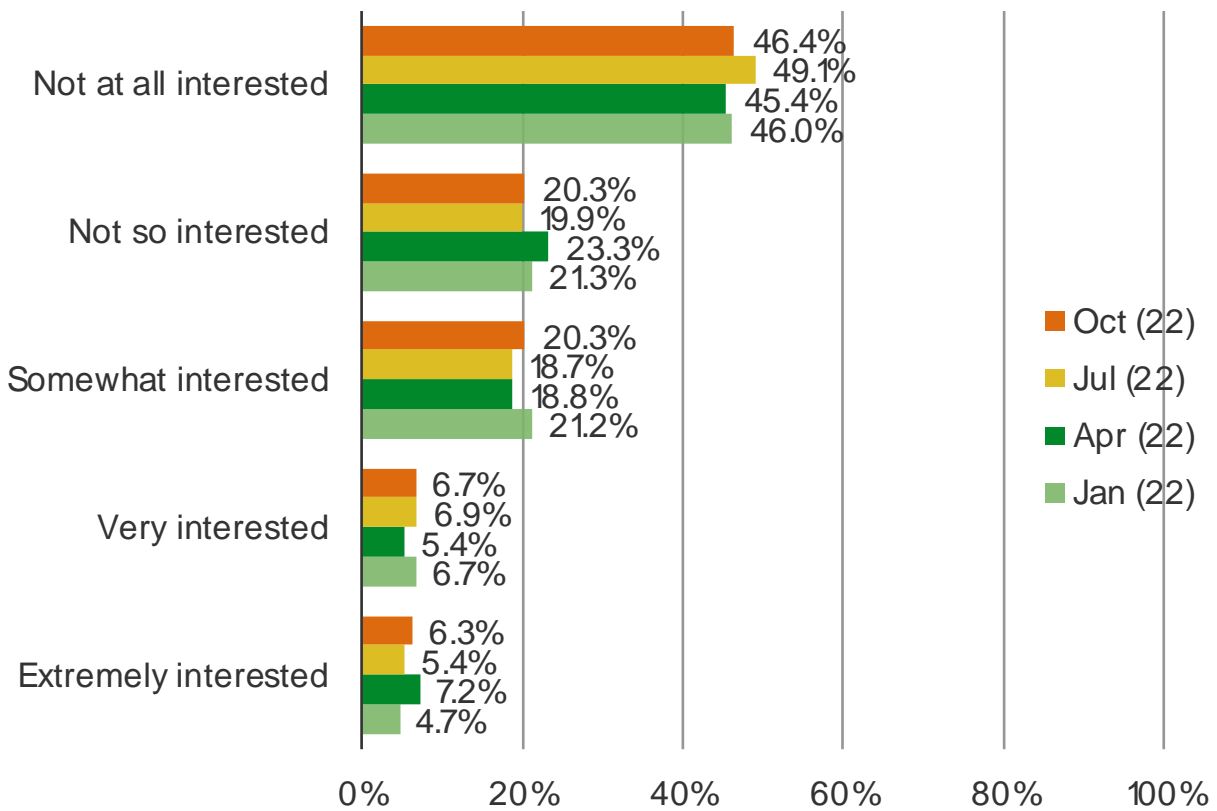
ARE YOU FAMILIAR WITH WHAT THE METAVERSE IS?

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.

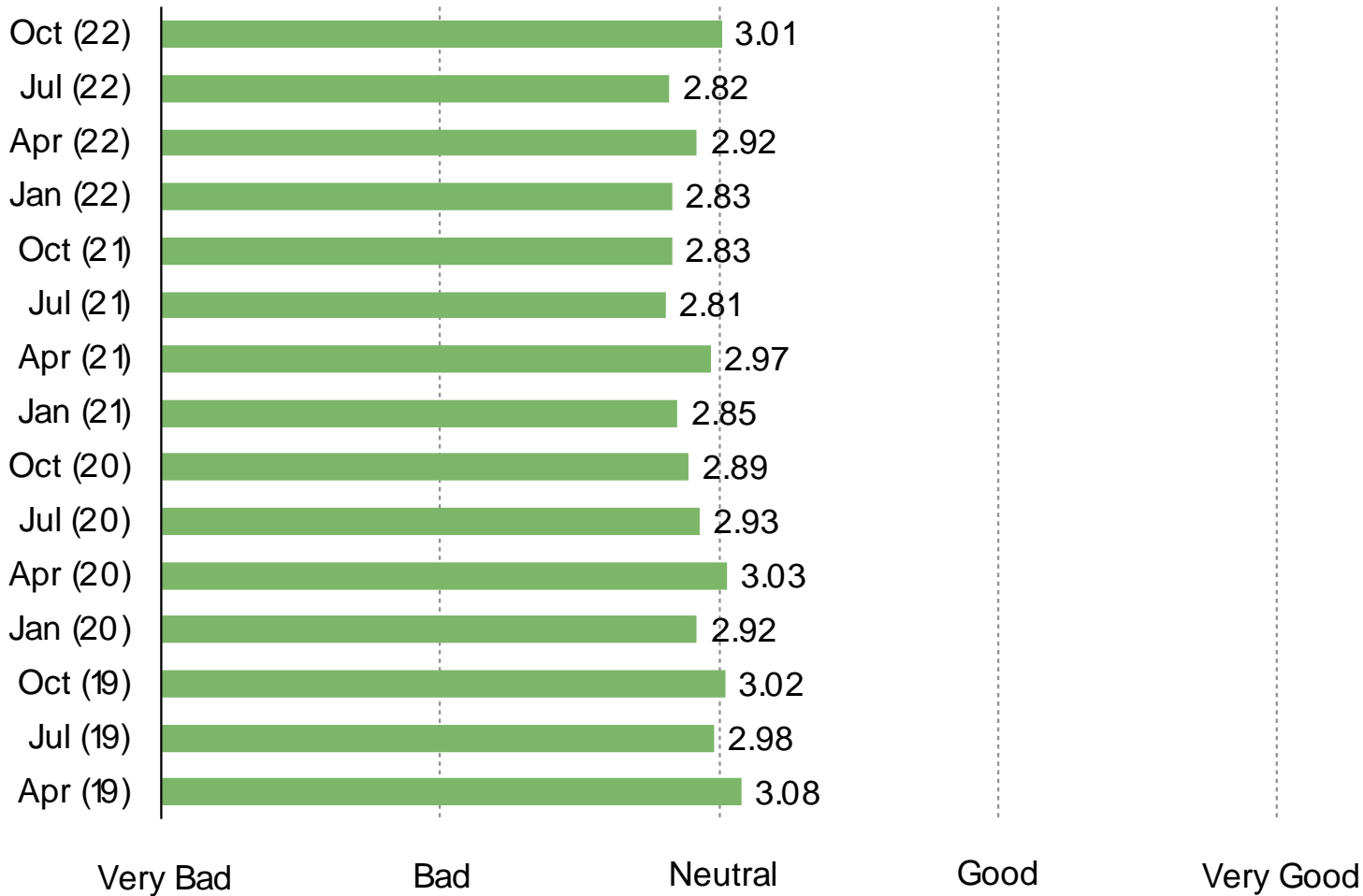




# SOCIAL MEDIA SECTOR AND COMPETITIVE DYNAMICS QUESTIONS

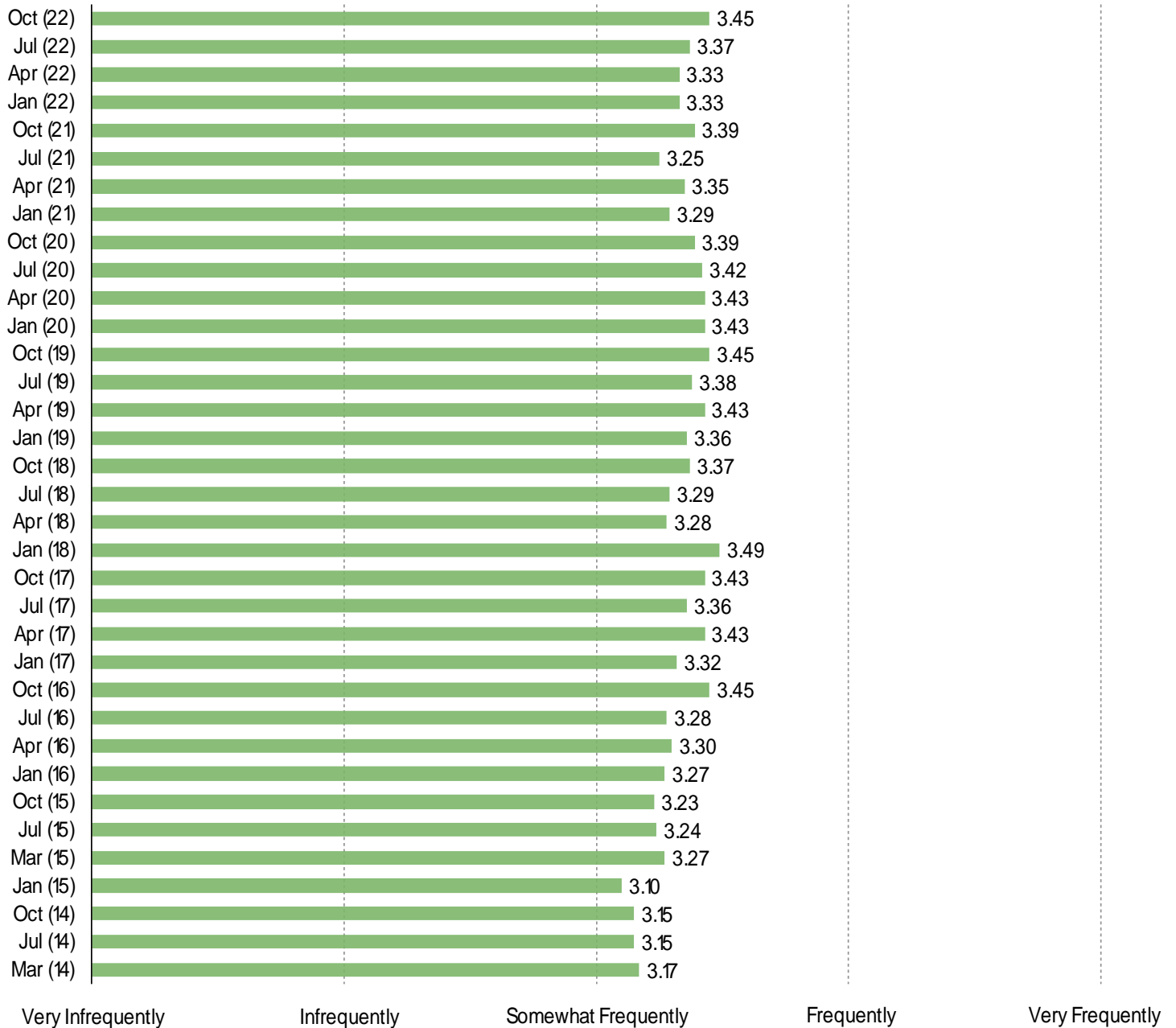
IN YOUR OPINION, IS SOCIAL MEDIA IN GENERAL A GOOD THING OR A BAD THING?

Posed to all respondents



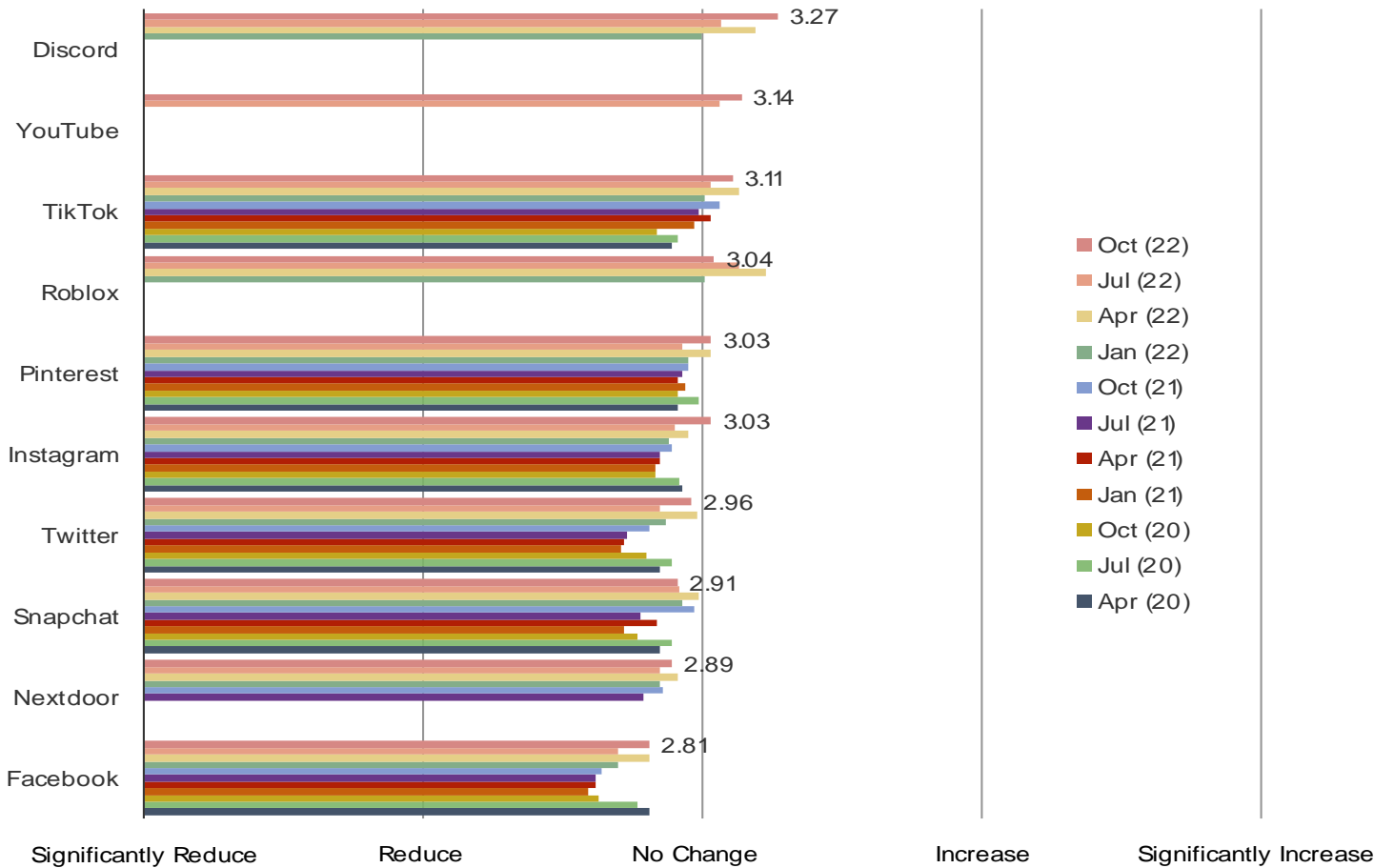
SOCIAL MEDIA USAGE FREQUENCY

Posed to all consumers.



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

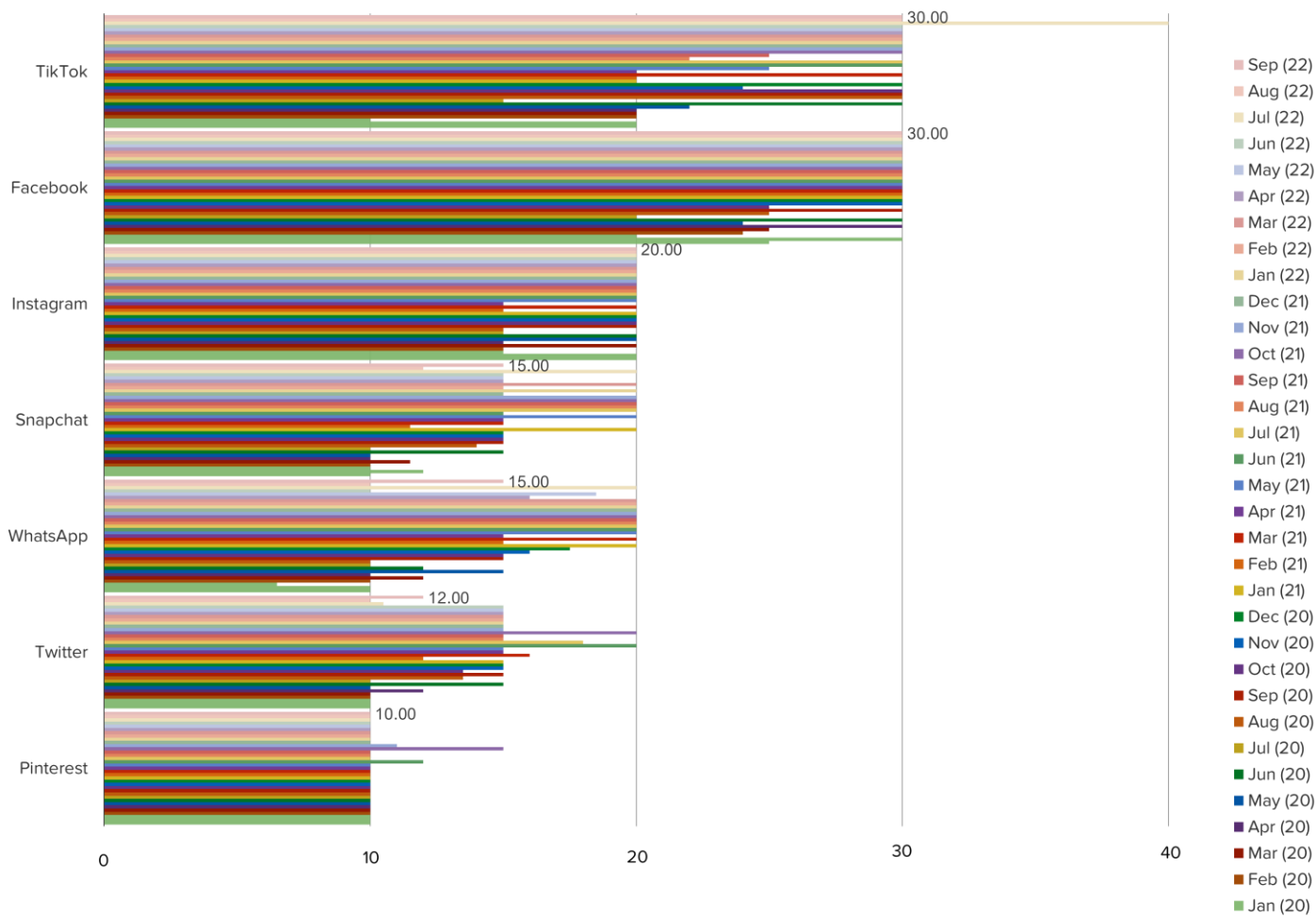
Posed to respondents who use the following platforms.



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*

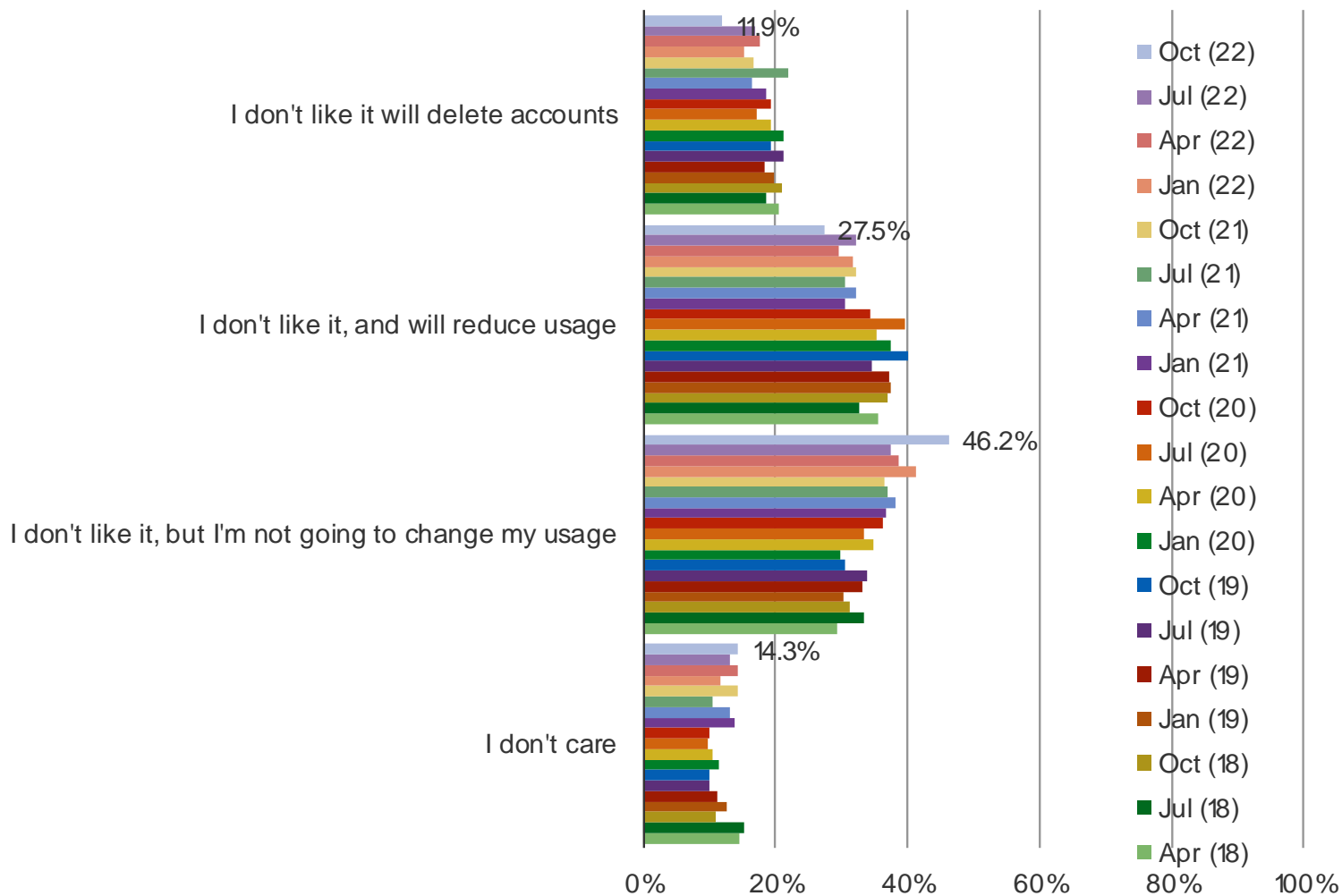


Social Media Account Holders And  
Engagement – A Consumer View

# PRIVACY

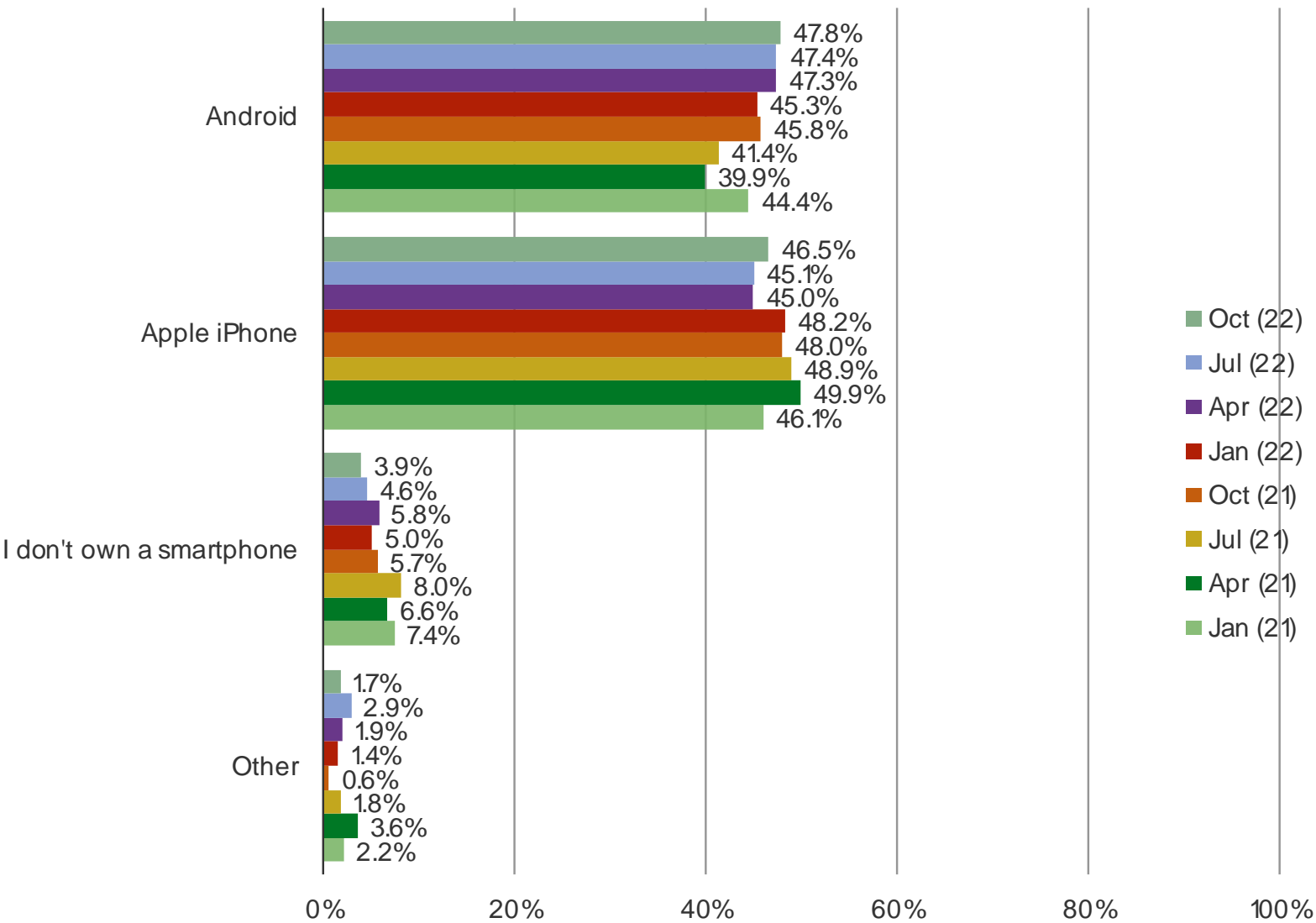
WHAT IS YOUR OPINION OF SOCIAL MEDIA SITES COLLECTING PERSONAL DATA WHEN YOU USE THEM?

Posed to all respondents about social media in general



WHAT KIND OF SMARTPHONE DO YOU HAVE?

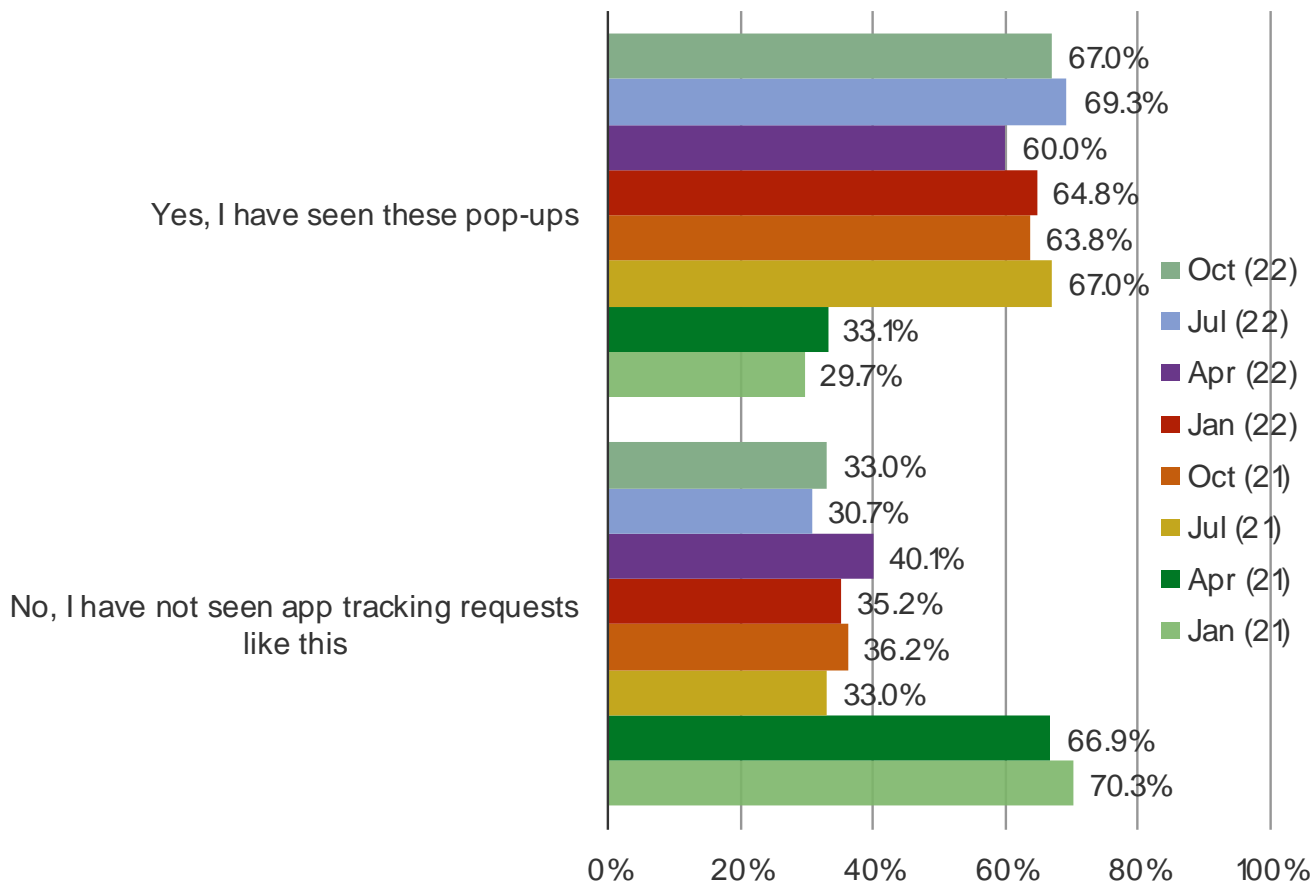
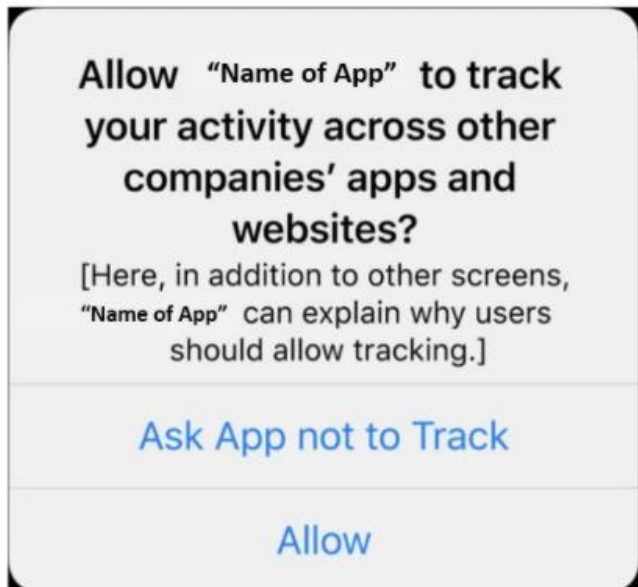
Posed to all respondents.





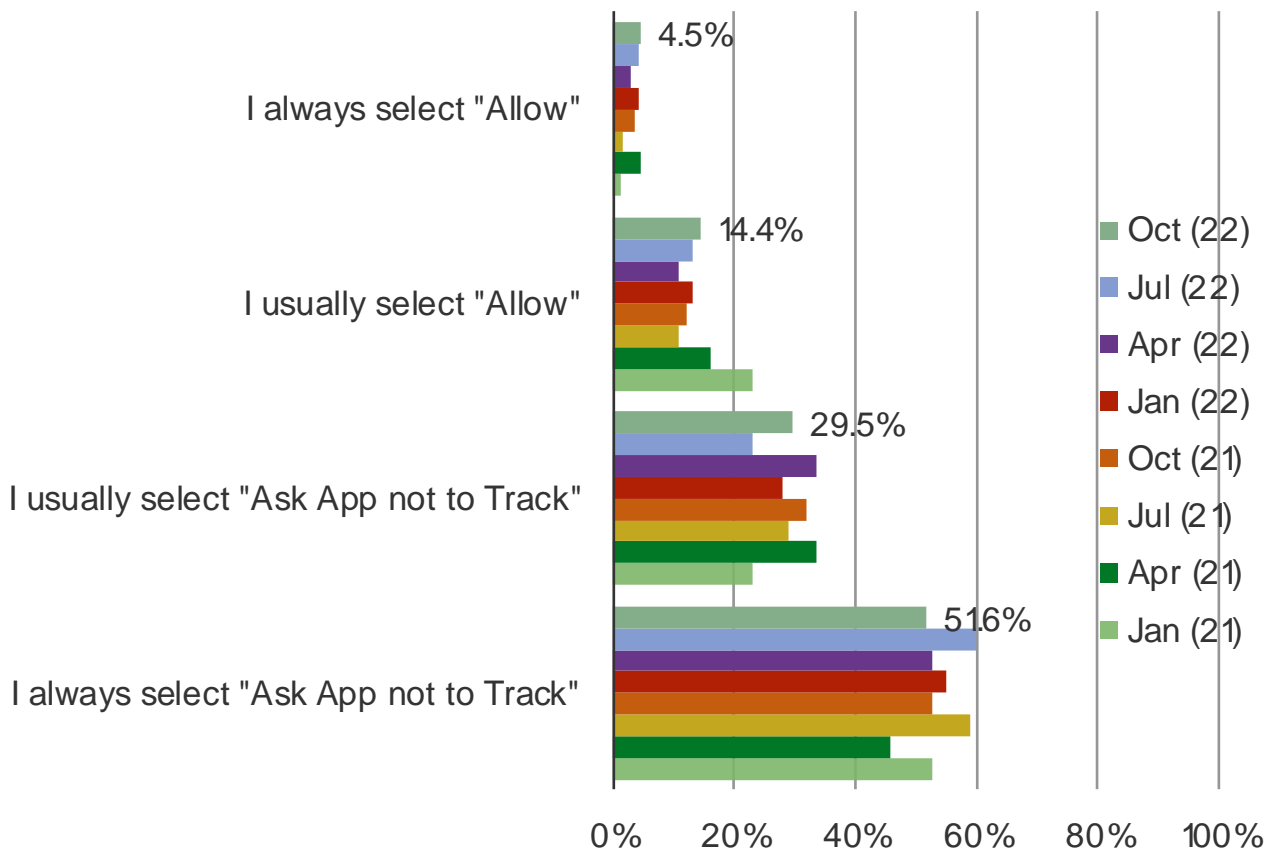
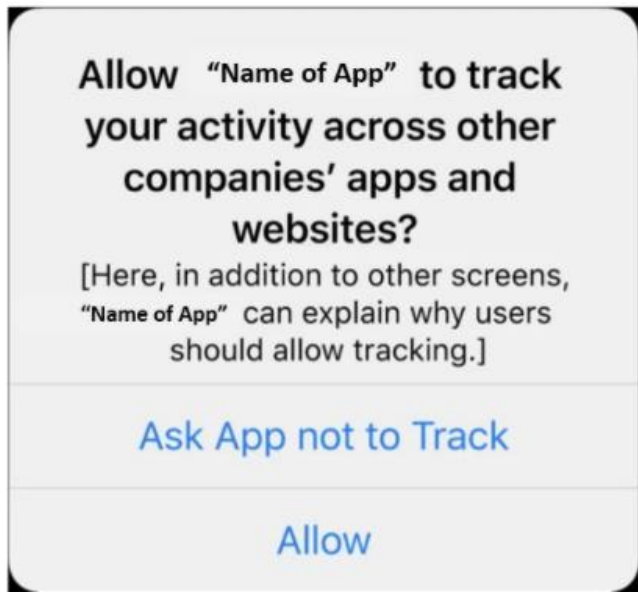
HAVE YOU SEEN NOTIFICATIONS LIKE THIS ON YOUR IPHONE?

Posed to iPhone owners.



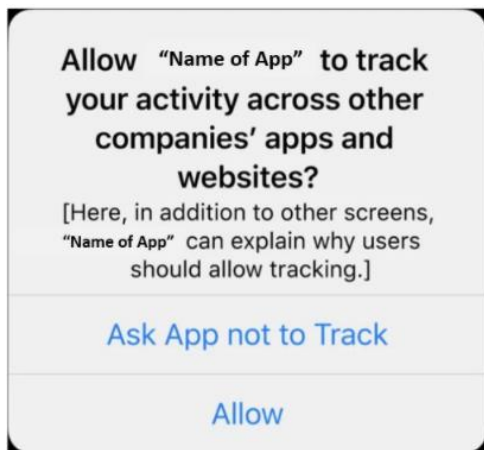
WHEN YOU HAVE GOTTEN THESE NOTIFICATIONS, WHAT DO YOU SELECT?

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

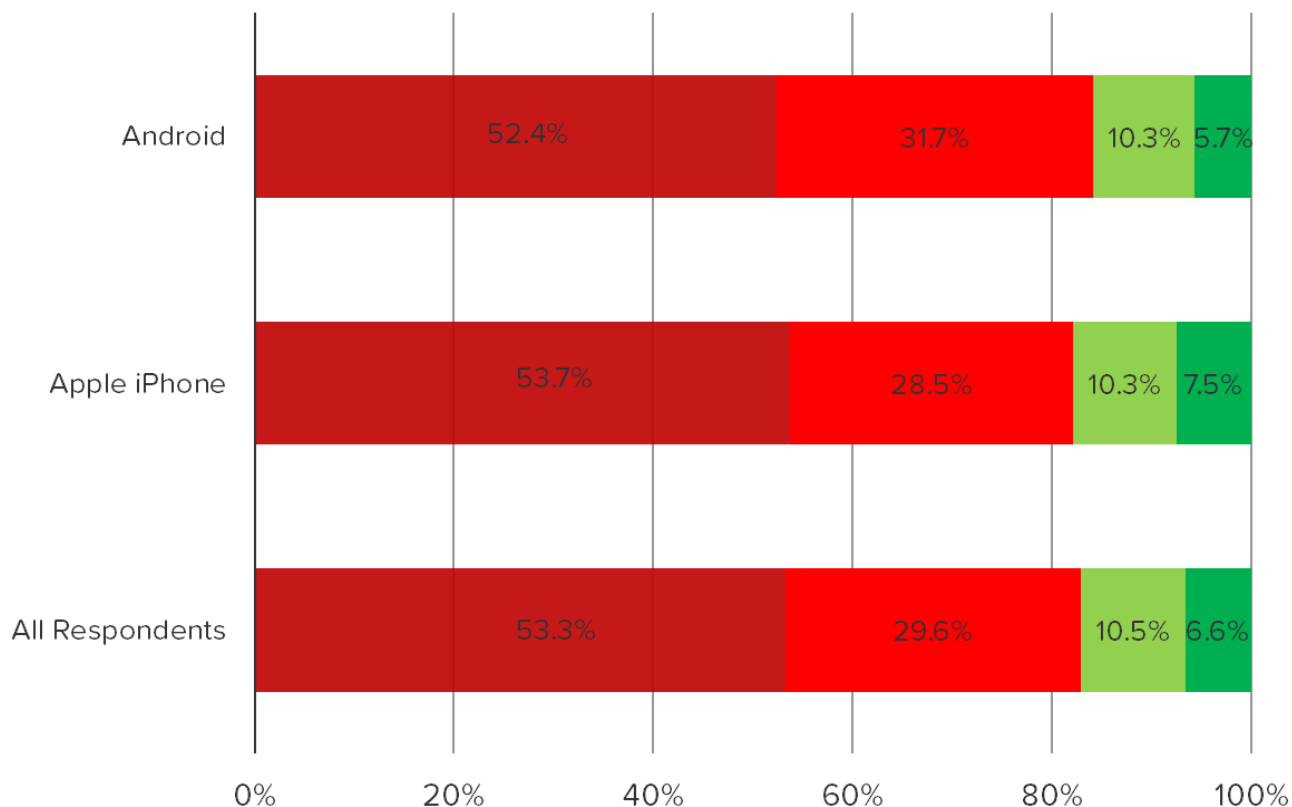


GOING FORWARD, IF YOU SEE THIS NOTIFICATION FOR APPS YOU USE, WHAT WILL YOU CHOOSE?

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

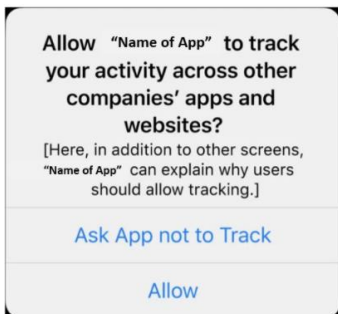


- I will always select "Ask App not to Track"
- I will more often select "Ask App not to Track"
- I will more often select "Allow"
- I will always select "Allow"

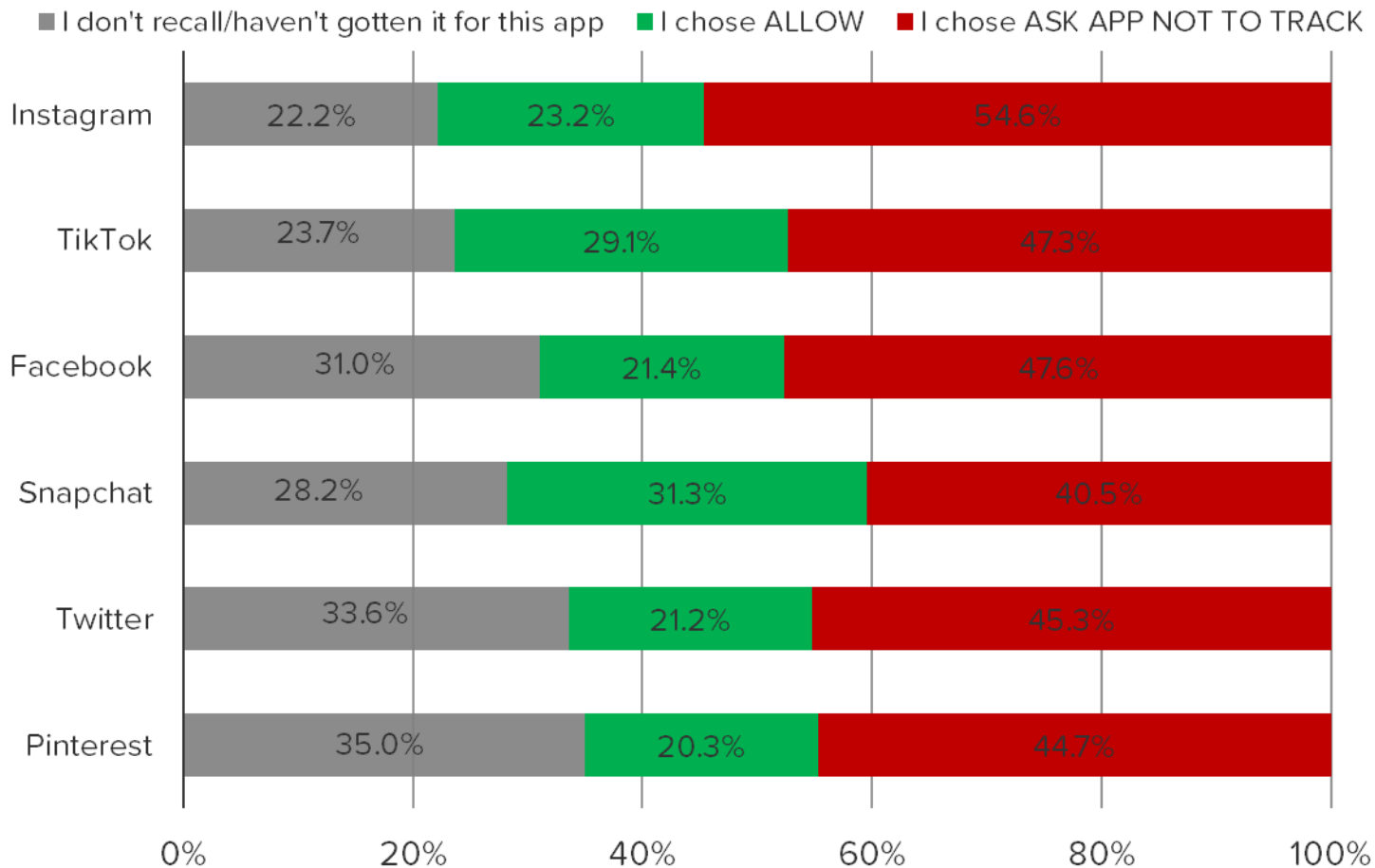


HAVE YOU GOTTEN NOTIFICATIONS FOR THE FOLLOWING, AND IF YES WHAT DID YOU CHOOSE?

Posed to iPhone owners who use each of the following.

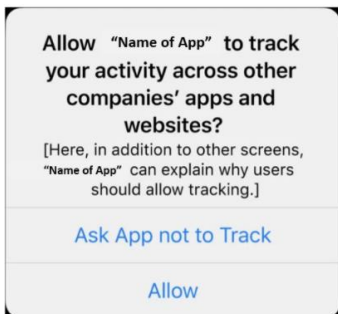


October 2022



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

Posed to iPhone owners who use each of the following.

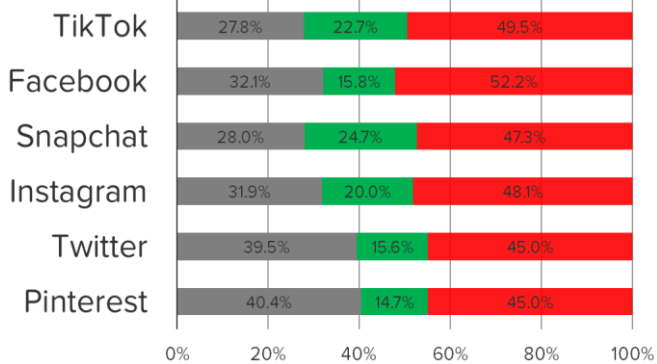


July 2022



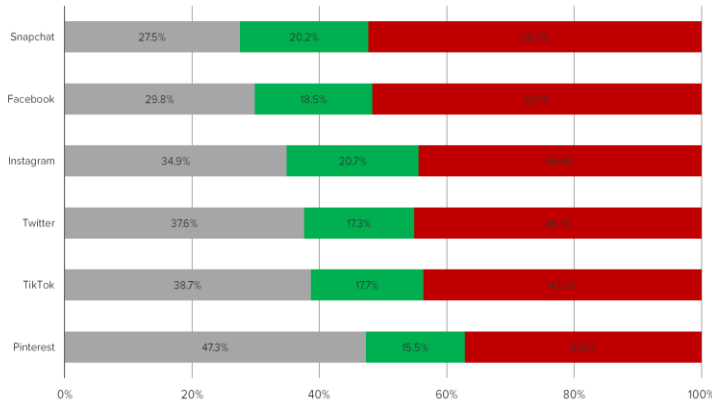
April 2022

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)



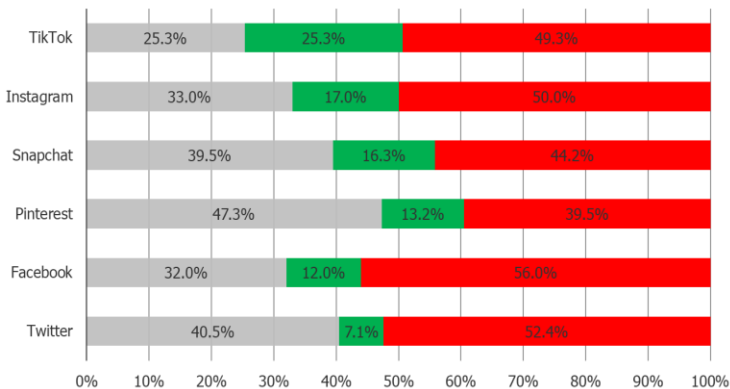
January 2022

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)



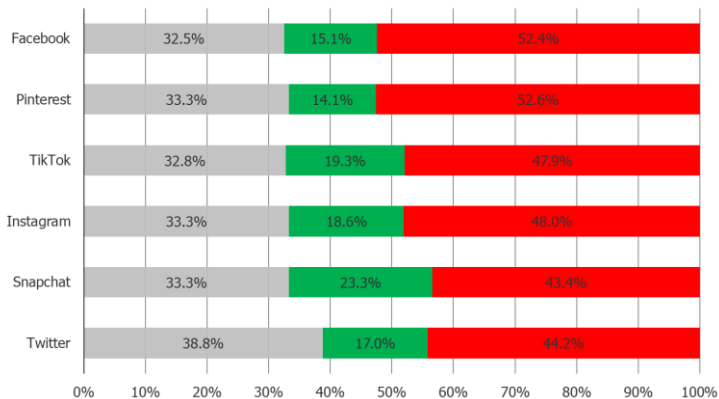
July 2021

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)



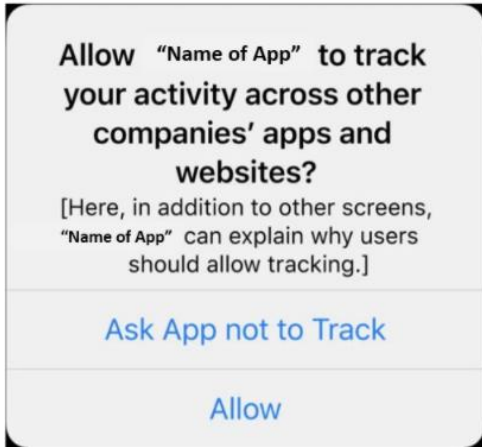
October 2021

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)

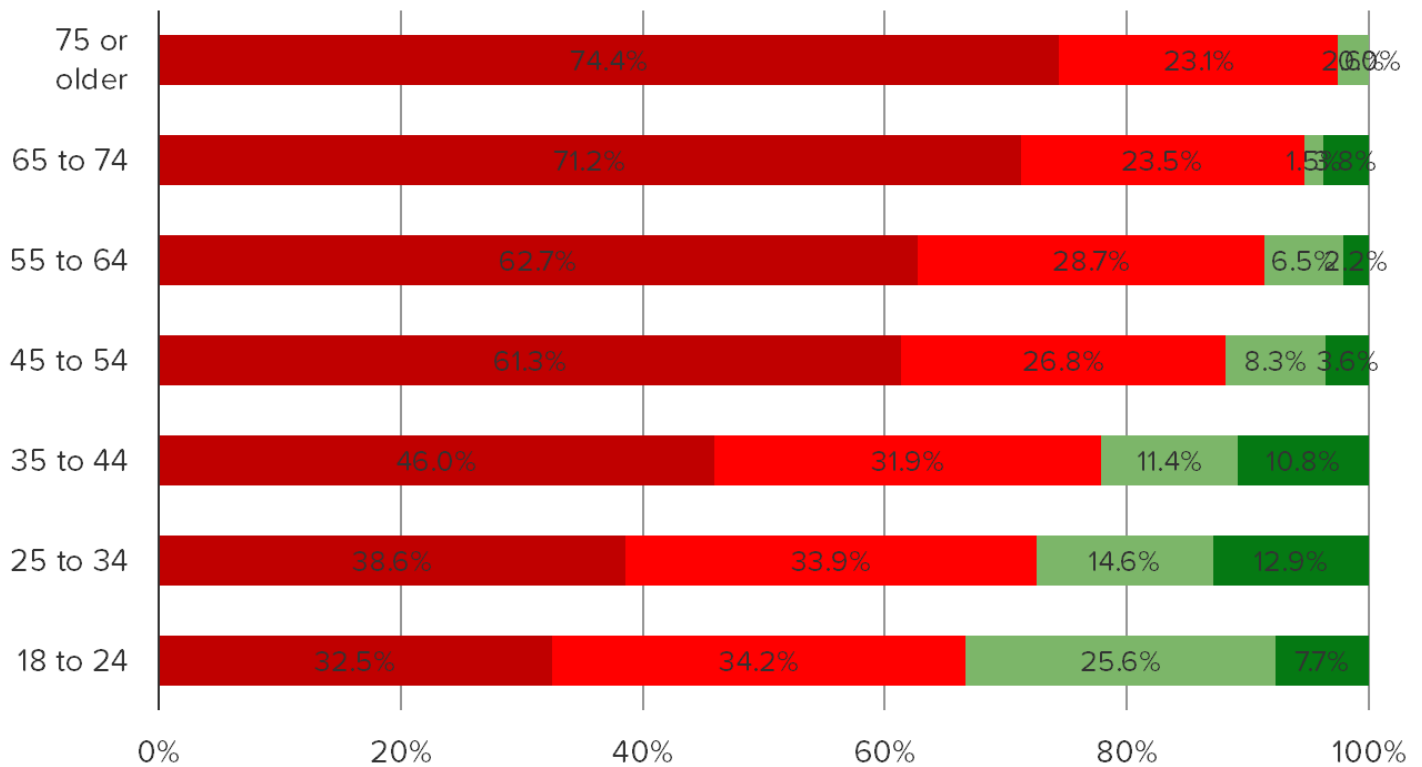


GOING FORWARD, IF YOU SEE THIS NOTIFICATION FOR APPS YOU USE, WHAT WILL YOU CHOOSE?

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"

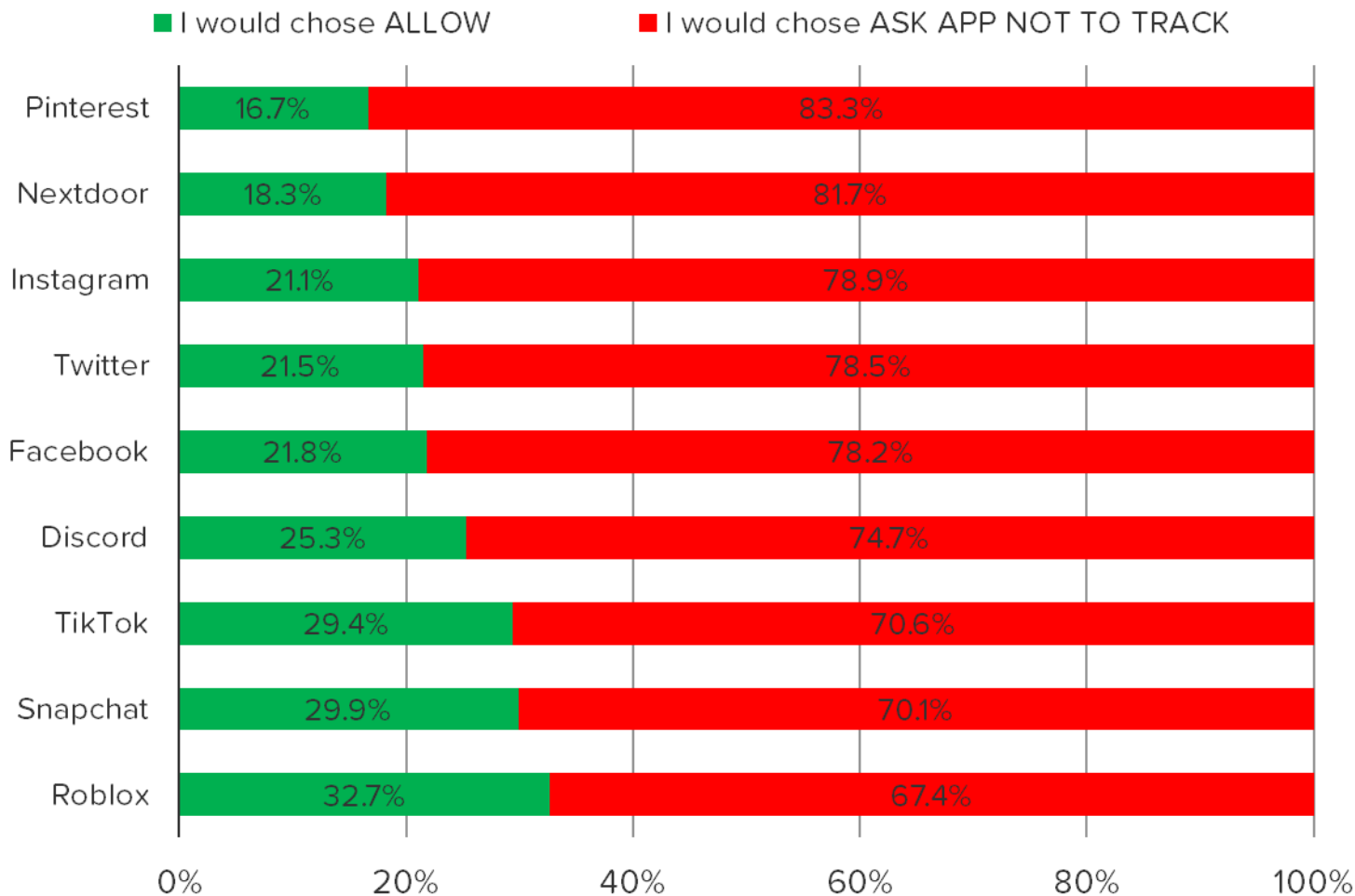
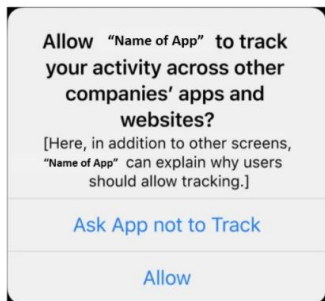


Social Media Account Holders And Engagement – A Consumer View

Audience: 1,000 US Consumers  
Date: October 2022

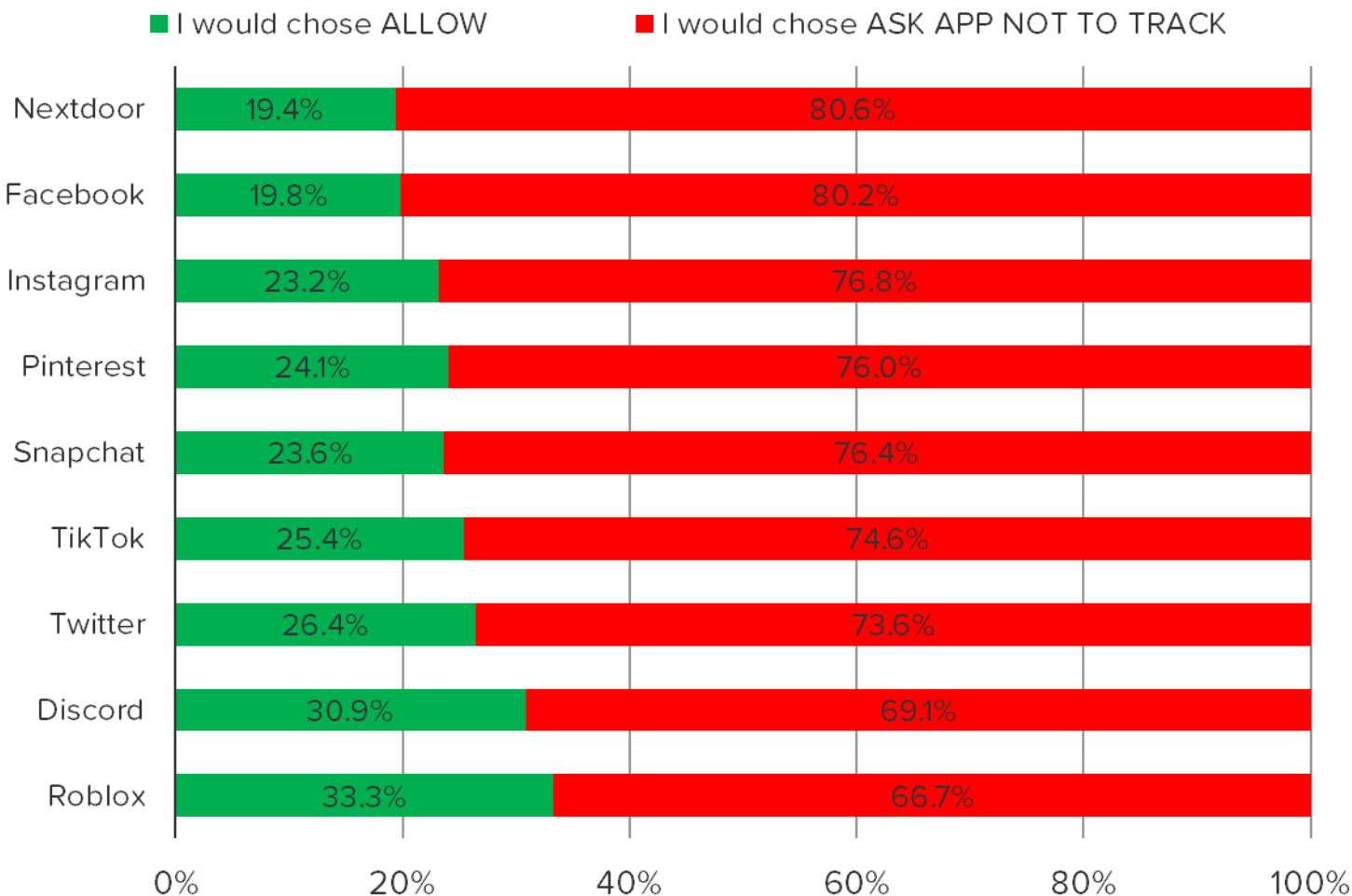
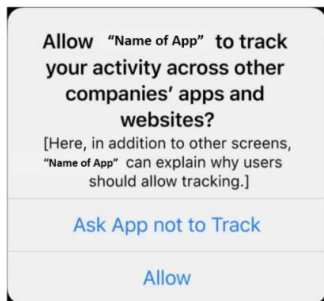
IF YOU GOT THE ABOVE PICTURED NOTIFICATION FOR THE FOLLOWING TODAY, WHAT WOULD YOU CHOOSE?

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?

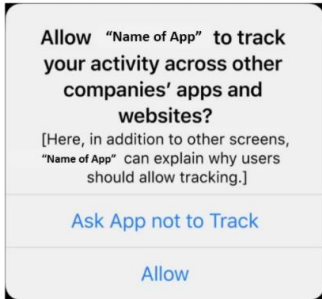
Posed to Android users who use of each of the following.





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

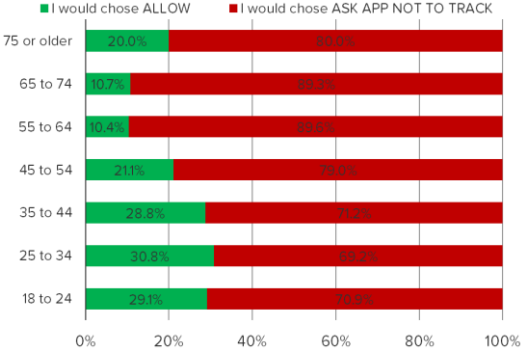
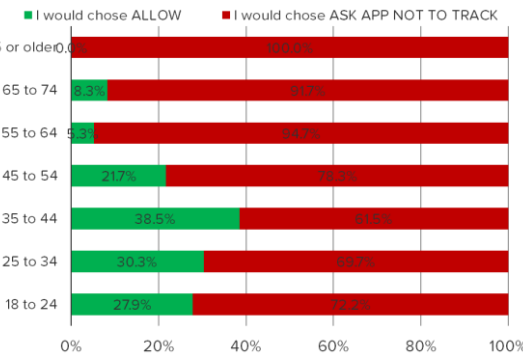
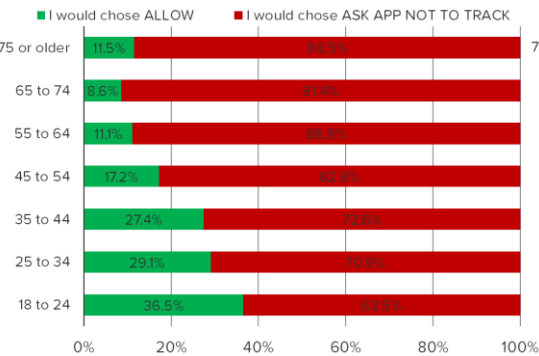
Posed to users who use of each of the following, cross-tabbed by age.



FACEBOOK

SNAPCHAT

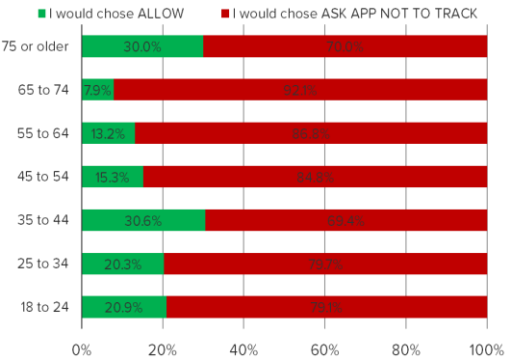
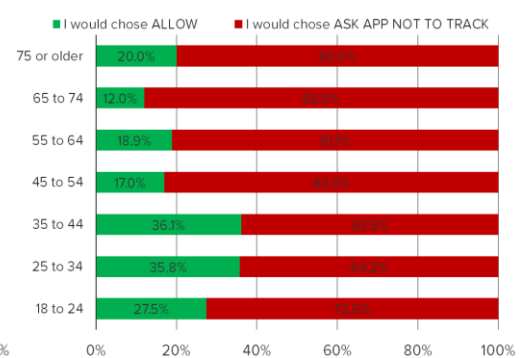
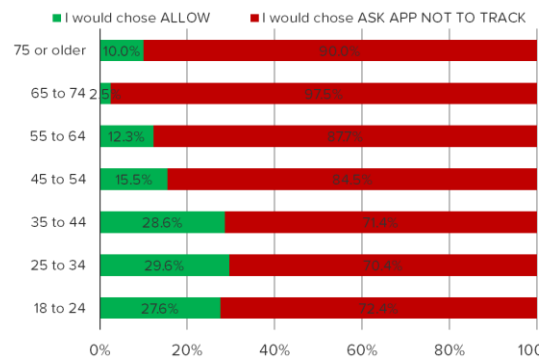
TWITTER



INSTAGRAM

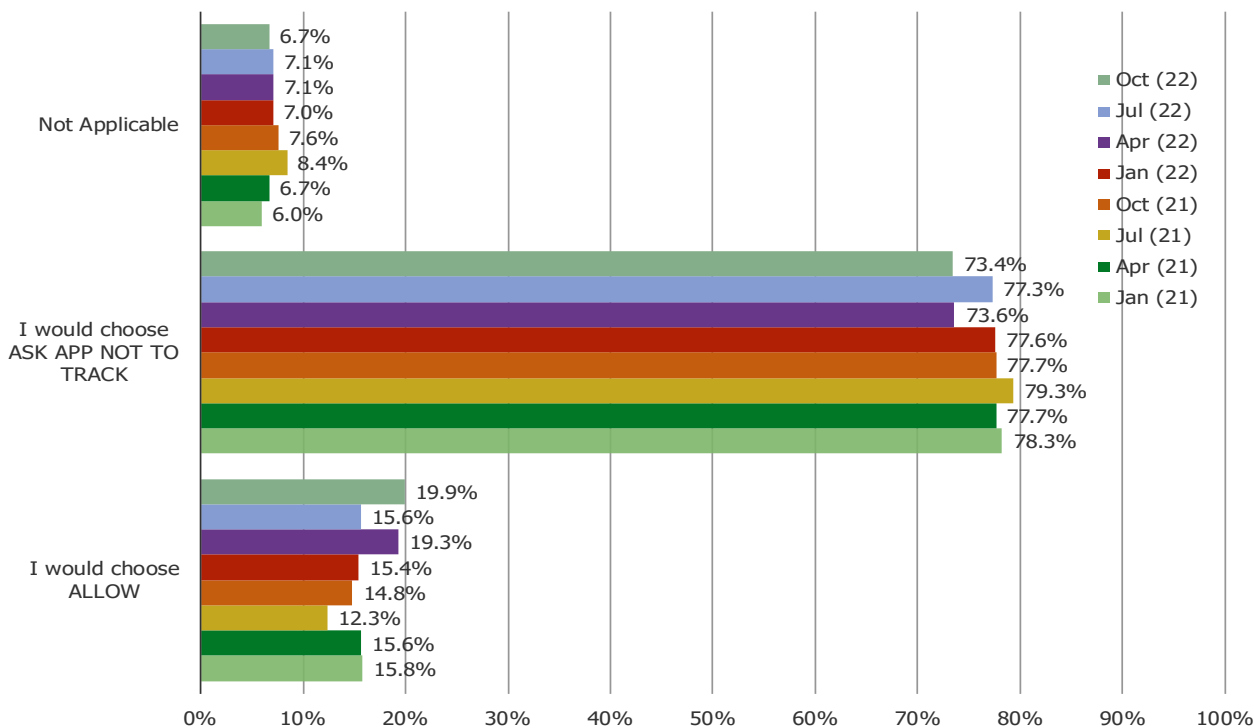
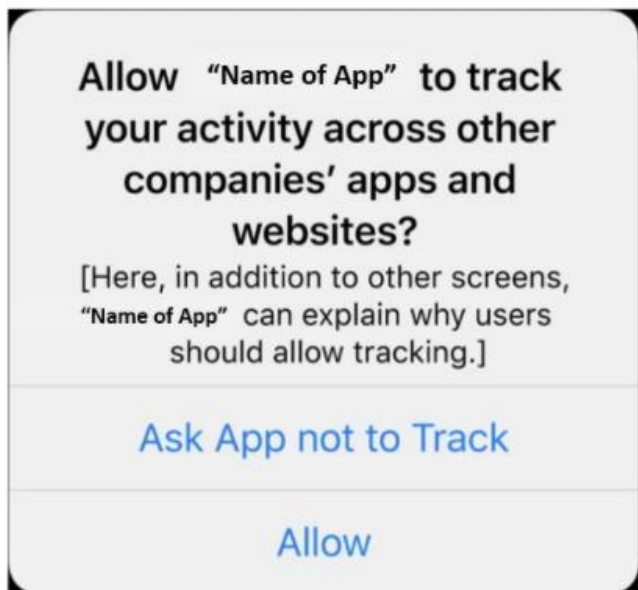
TIKTOK

PINTEREST



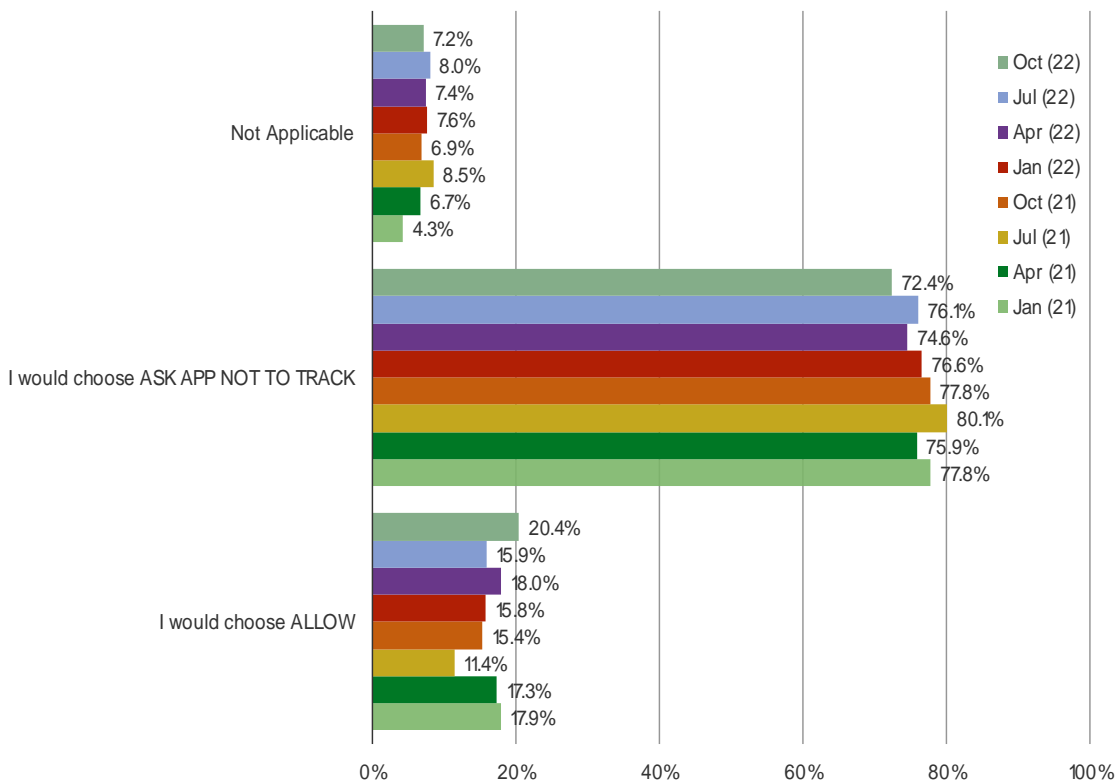
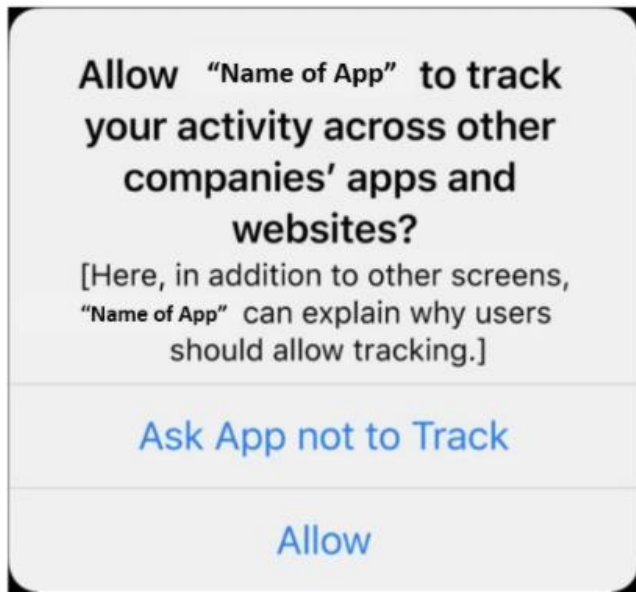
IF YOU GOT THE ABOVE NOTIFICATION FOR ANY GOOGLE RELATED APPS, INCLUDING GMAIL, WHAT WOULD YOU CHOOSE?

Posed to all respondents.



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

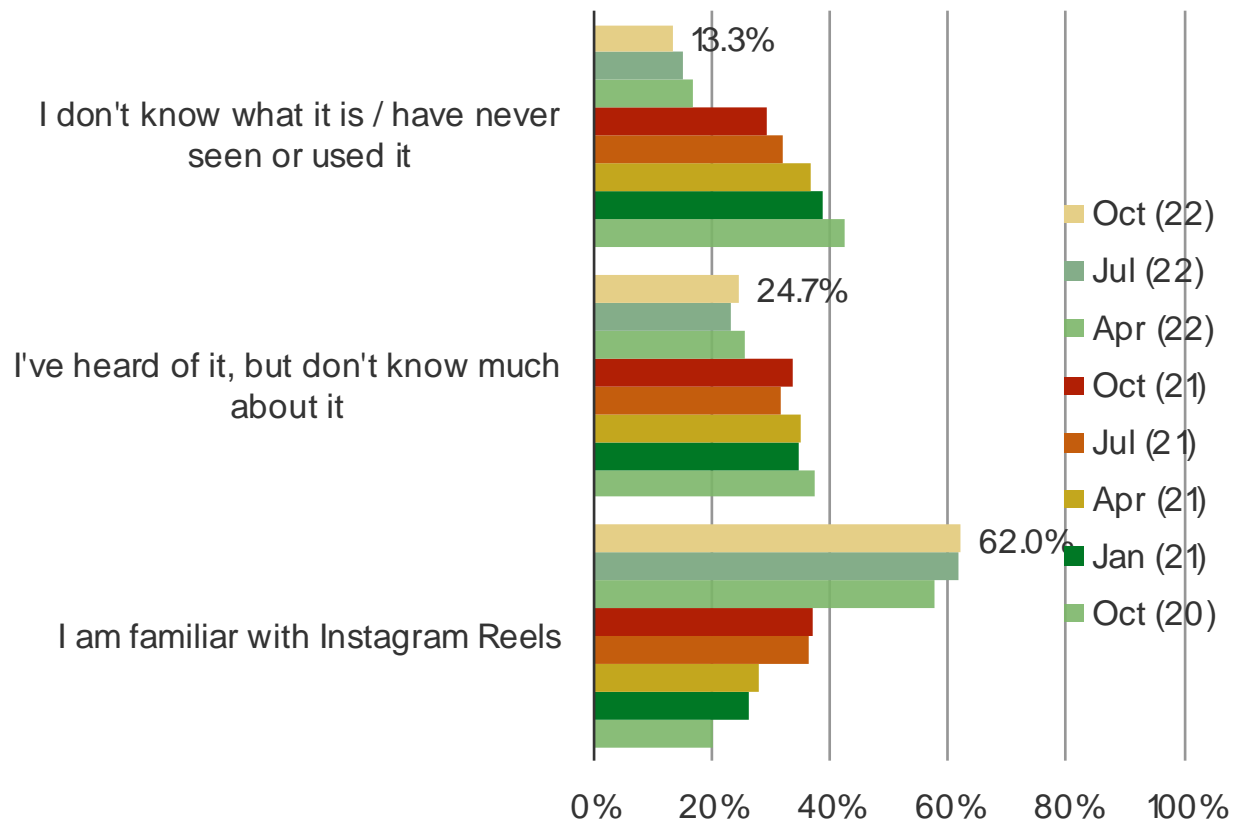
Posed to all respondents.



## INSTAGRAM REELS FEEDBACK

ARE YOU FAMILIAR WITH INSTAGRAM REELS (EXAMPLES PICTURED)

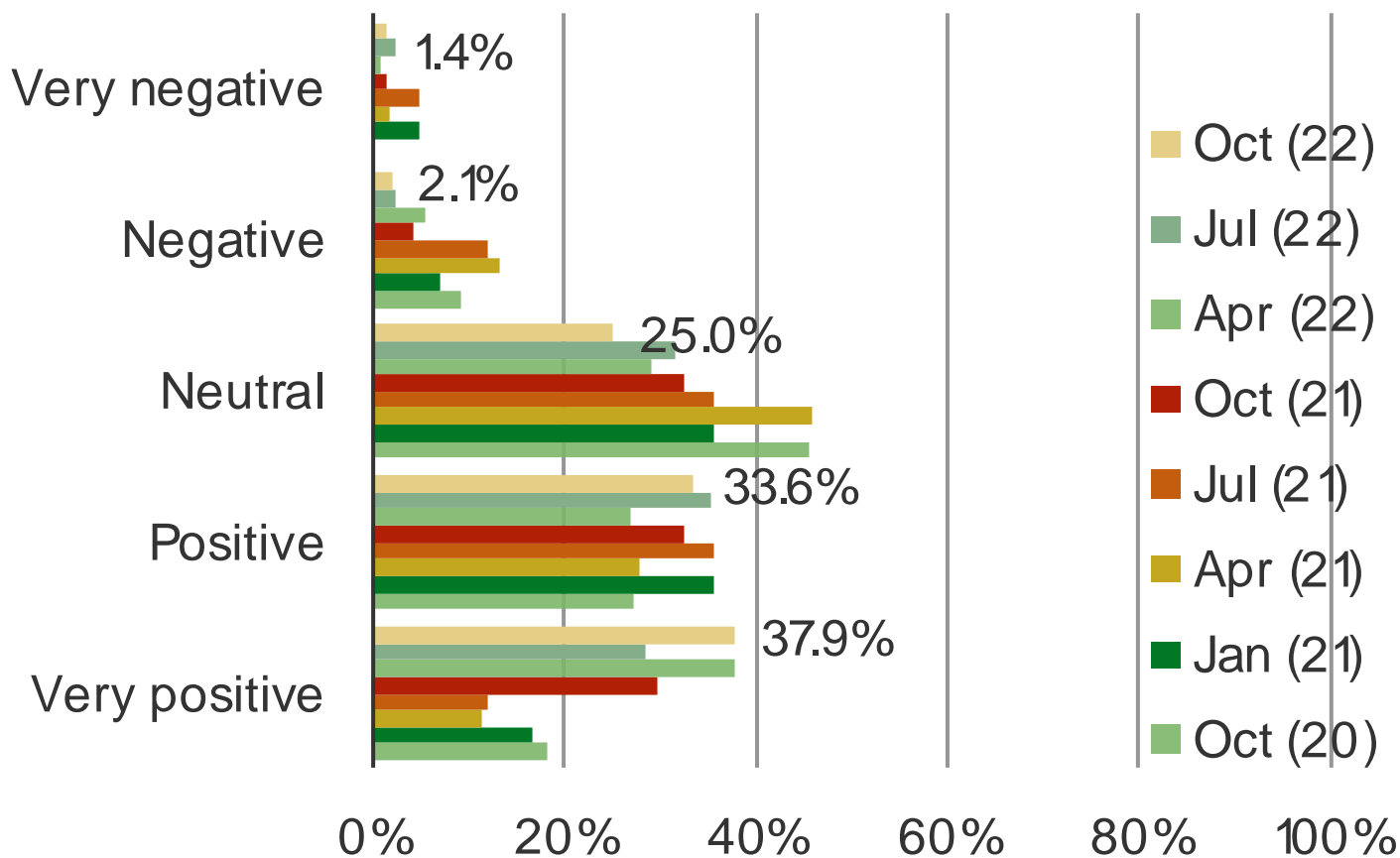
Posted to Instagram Users:



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

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

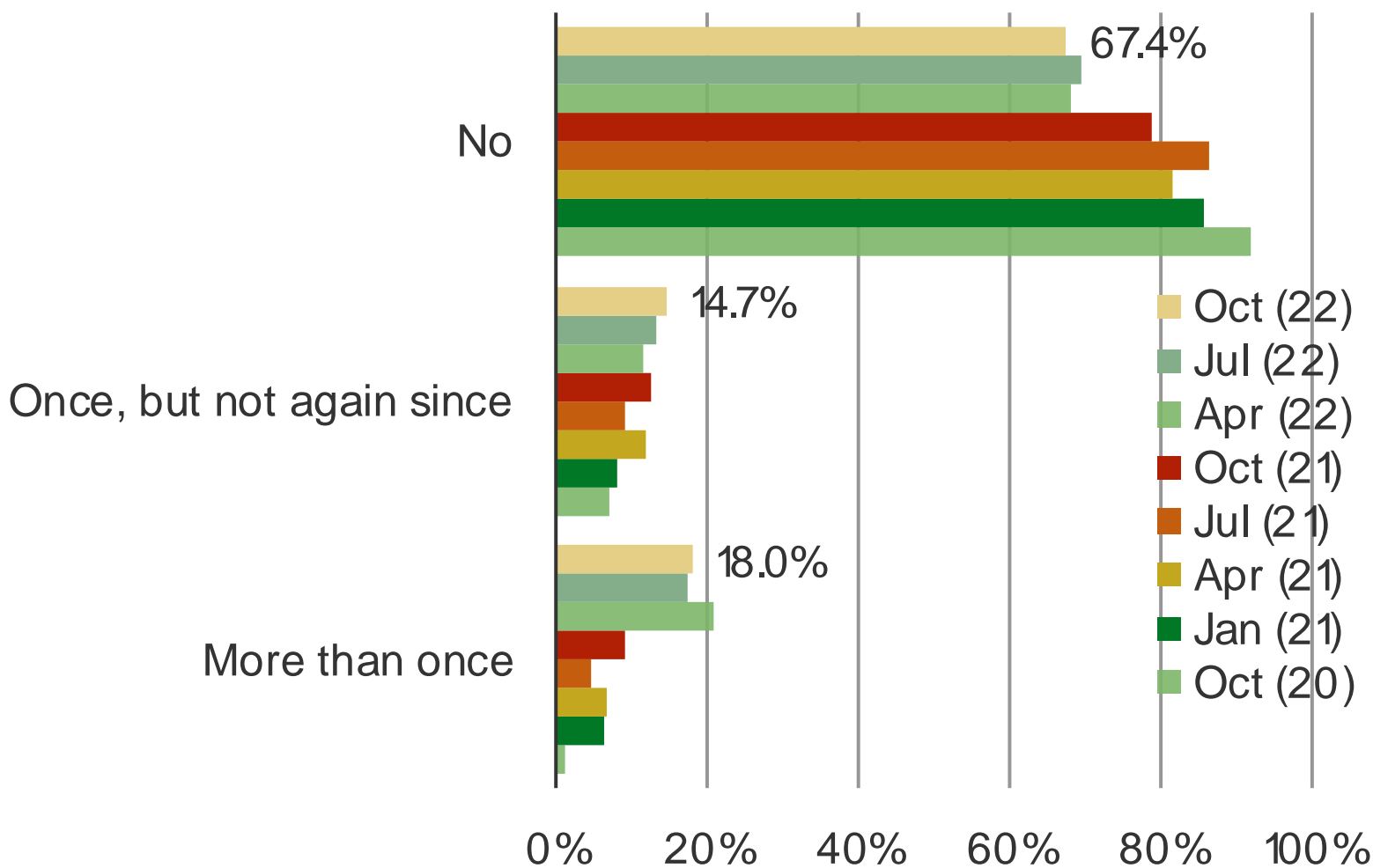
Posted to Instagram Users who have watched one or more Reels video.



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

HAVE YOU CREATED ANY INSTAGRAM REELS YET?

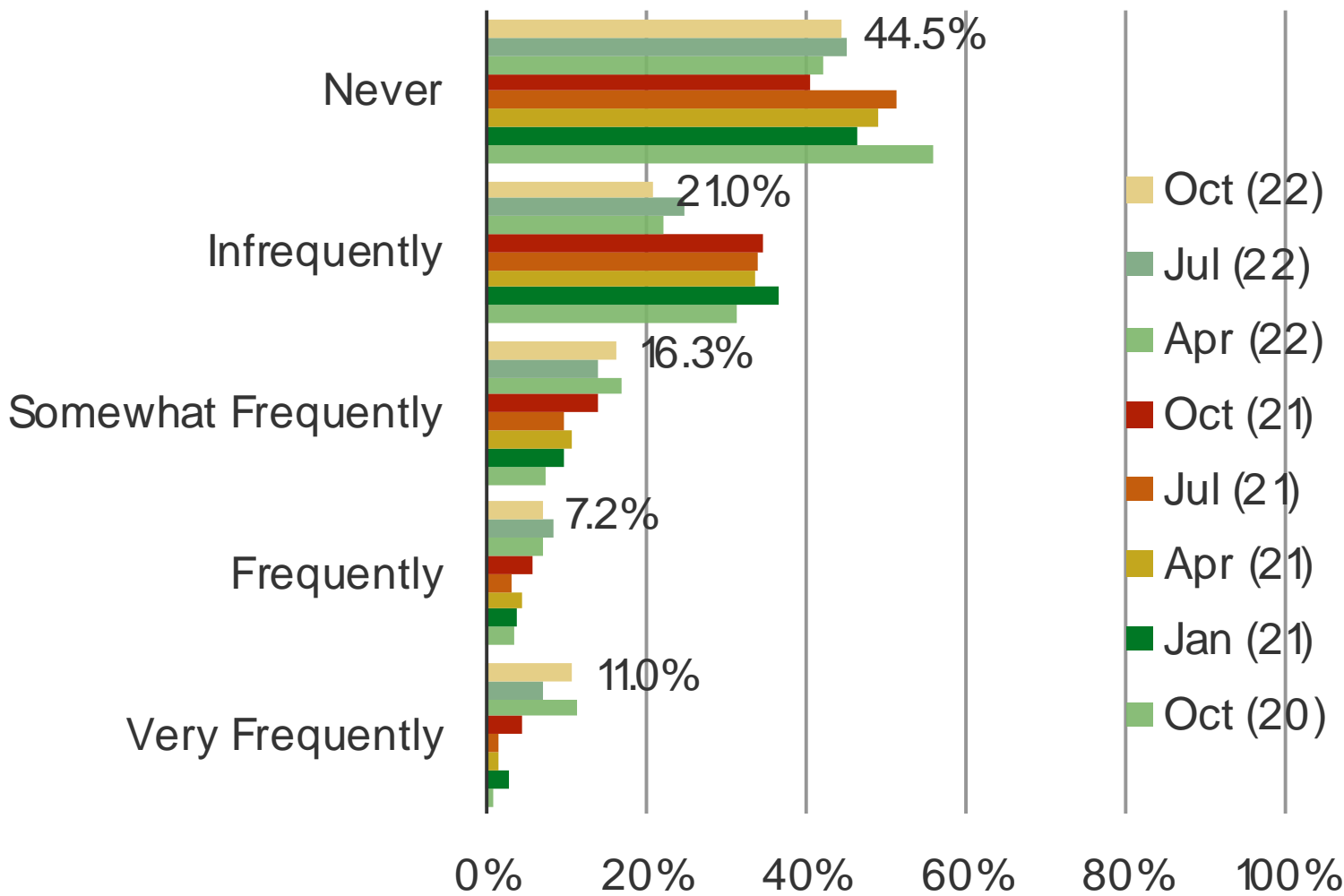
Posted to Instagram Users who have heard of Reels:



\*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:

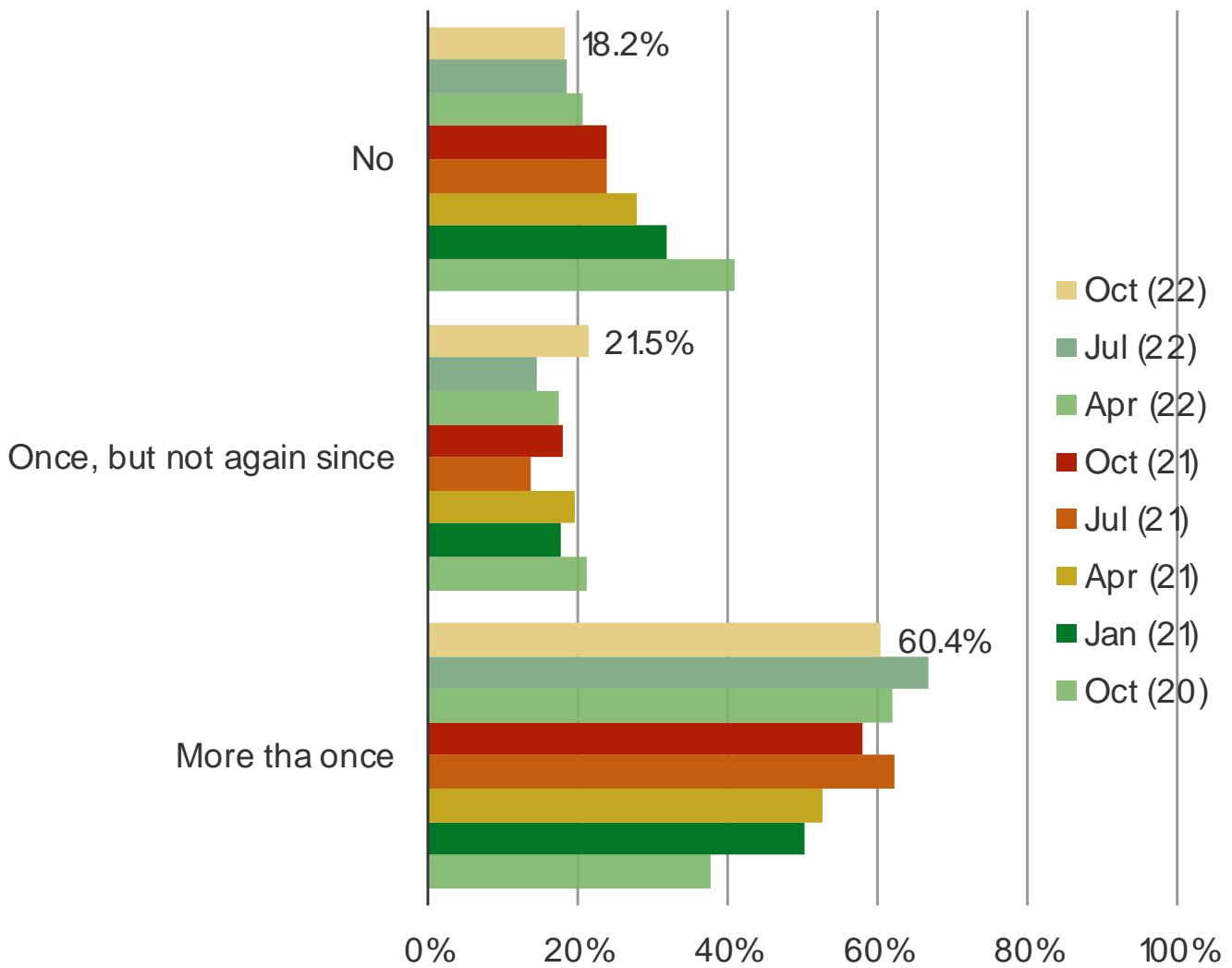


\*Note: We did not ask this question in our January 2022 survey.



HAVE YOU WATCHED/SEEN ANY INSTAGRAM REELS VIDEOS YET?

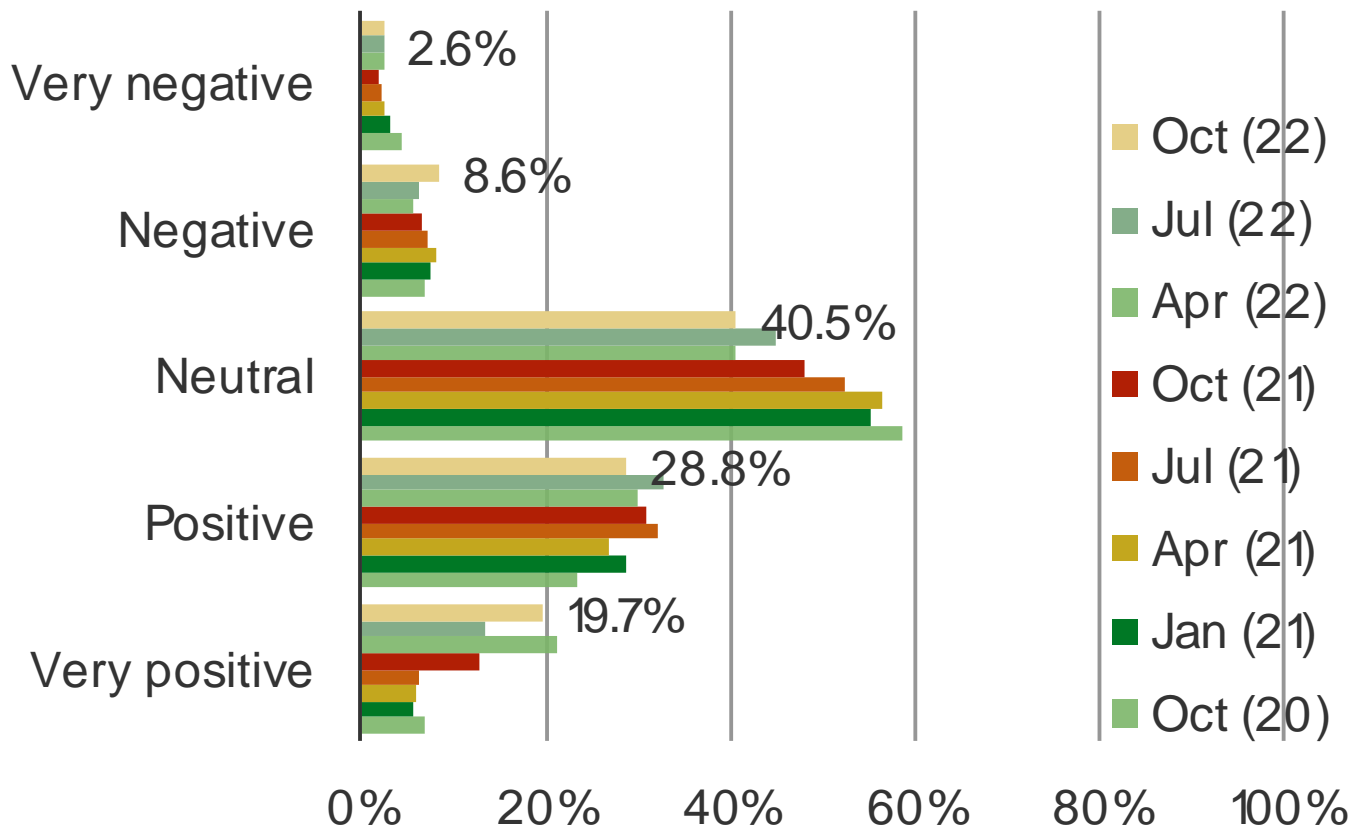
Posted to Instagram Users who have heard of Reels:



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

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

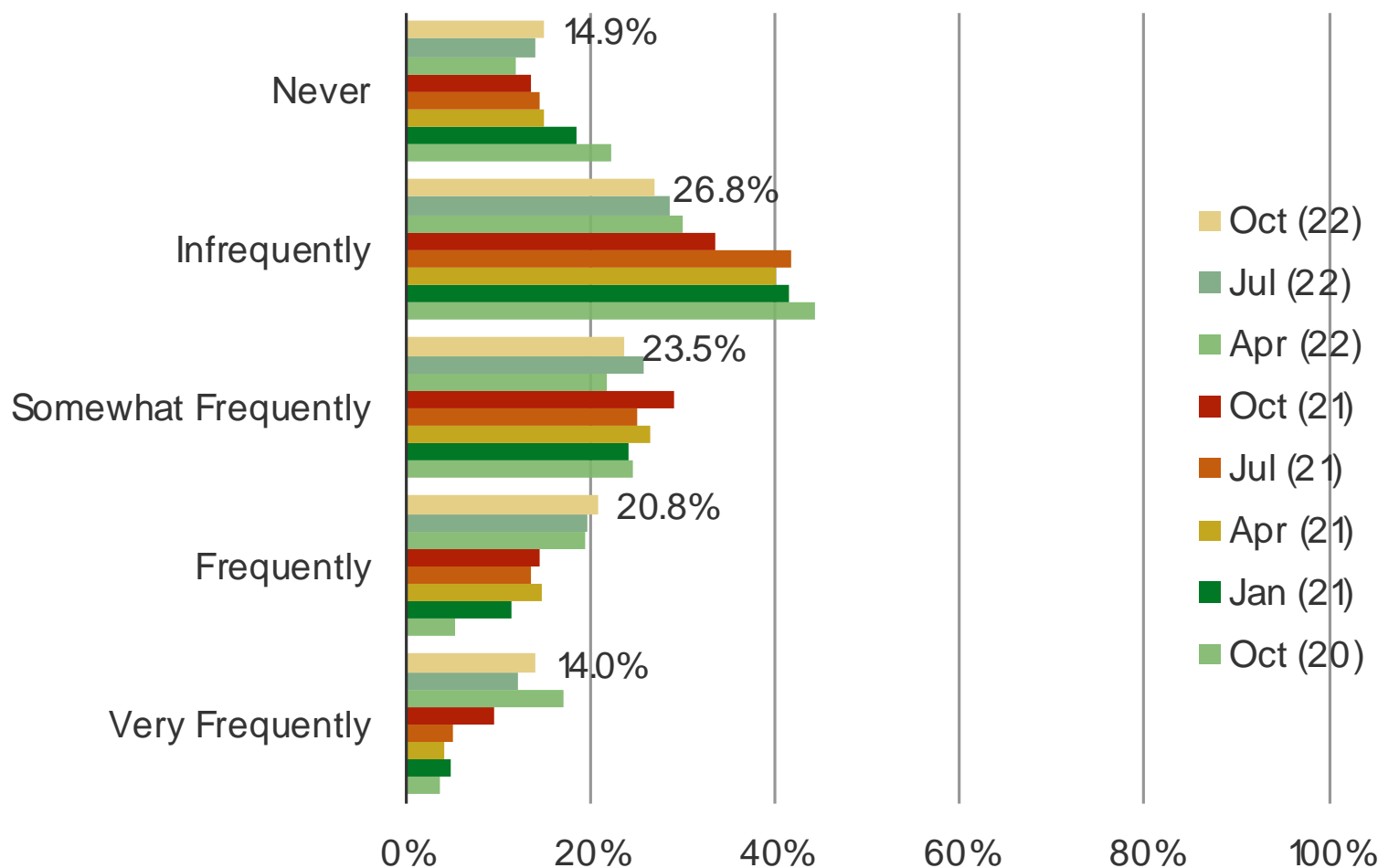
Posted to Instagram Users who have watched one or more Reels video.



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

HOW OFTEN DO YOU EXPECT TO WATCH REELS GOING FORWARD?

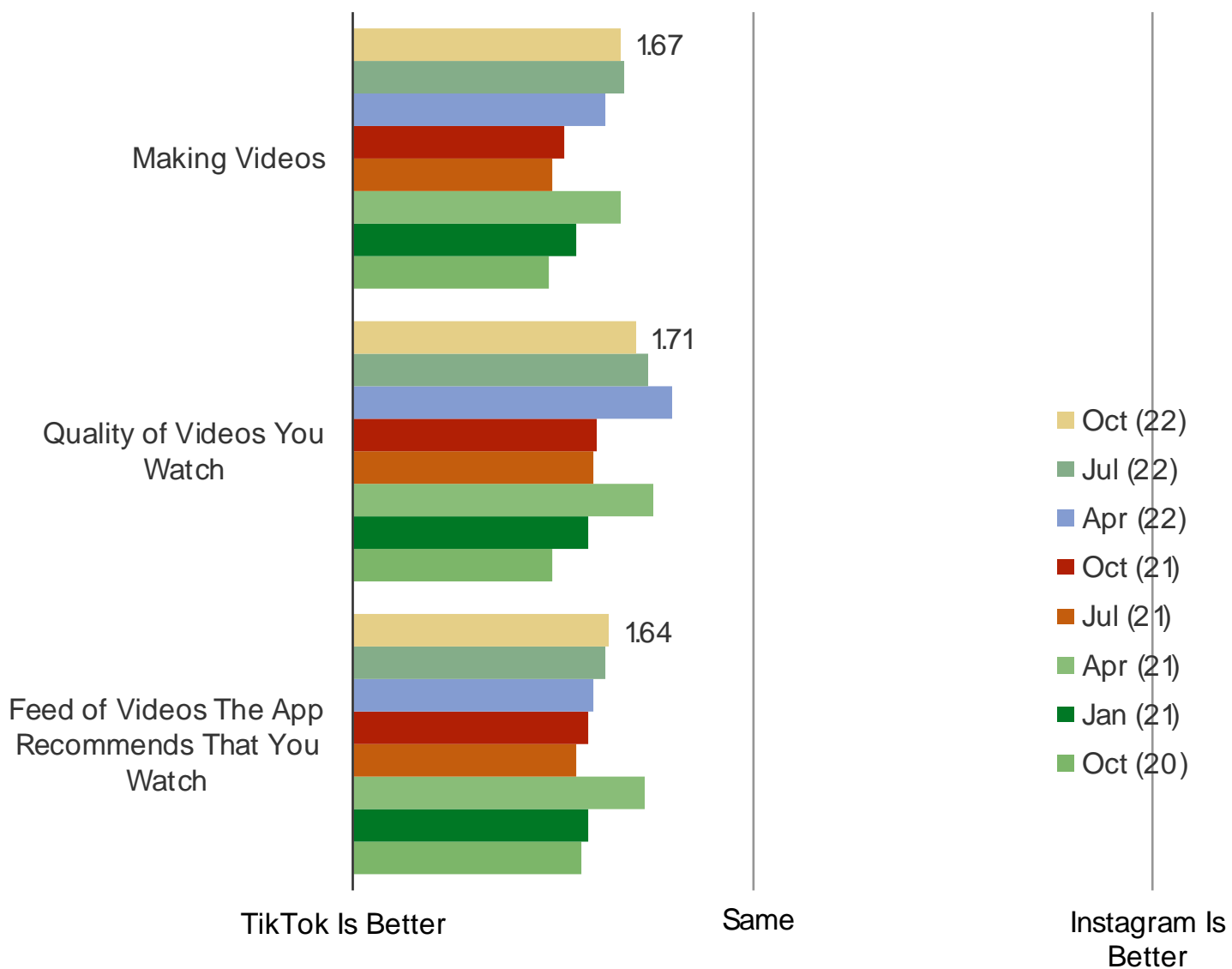
Posted to Instagram Users who have heard of Reels:



\*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:

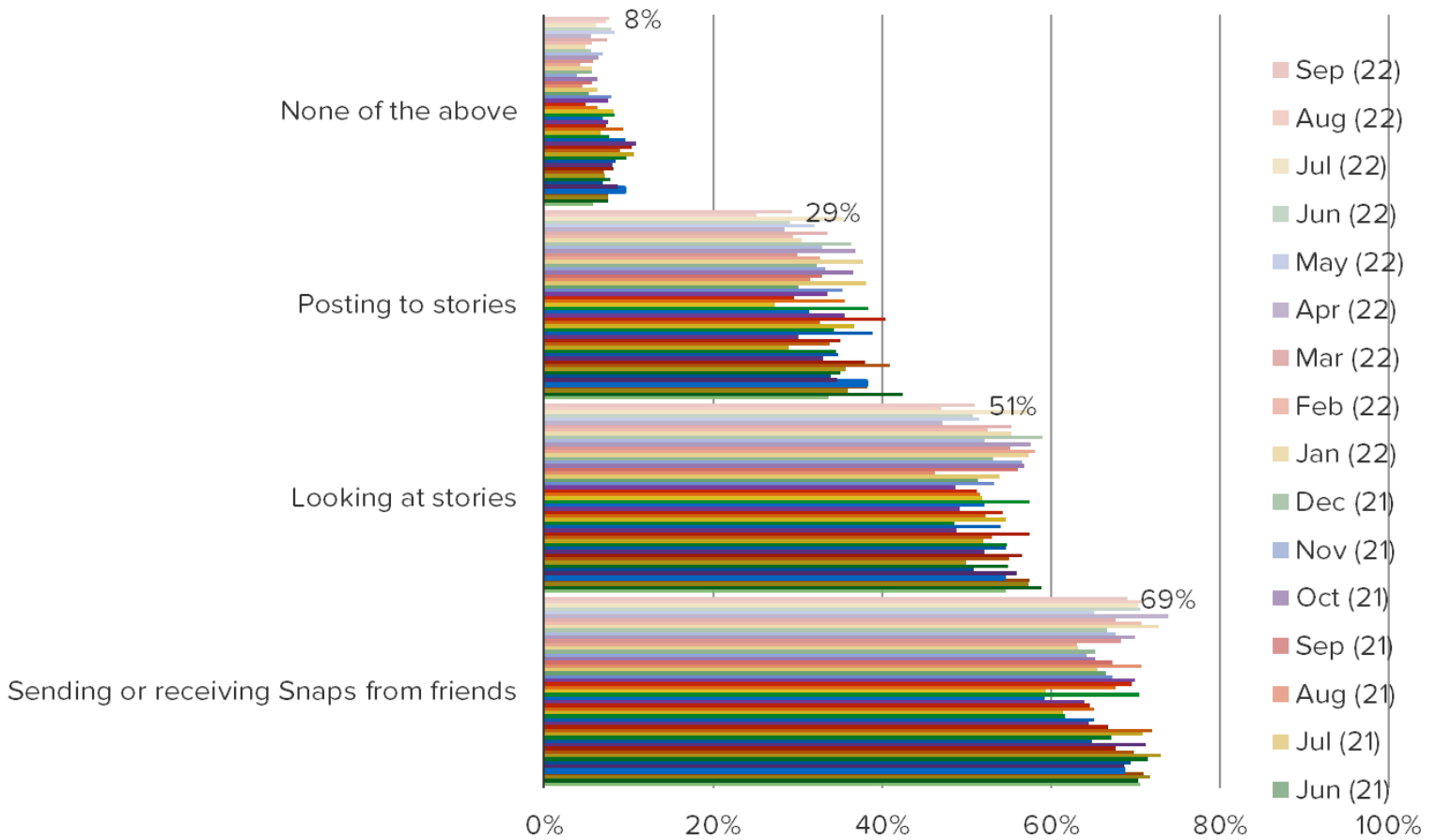


\*Note: We did not ask this question in our January 2022 survey.

## SNAPCHAT USER FEEDBACK

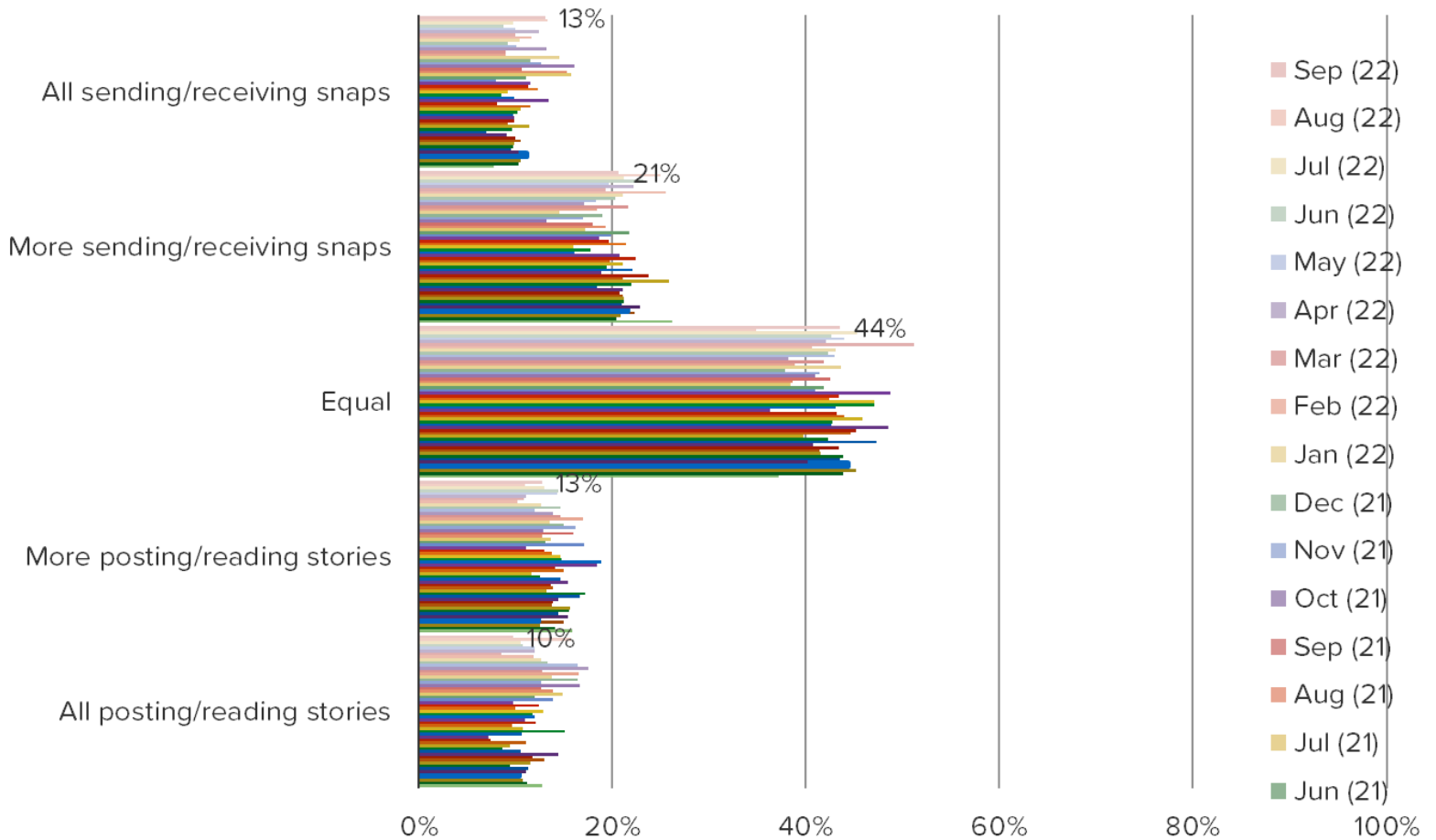
I USE SNAPCHAT FOR...

Posed to Snapchat users.



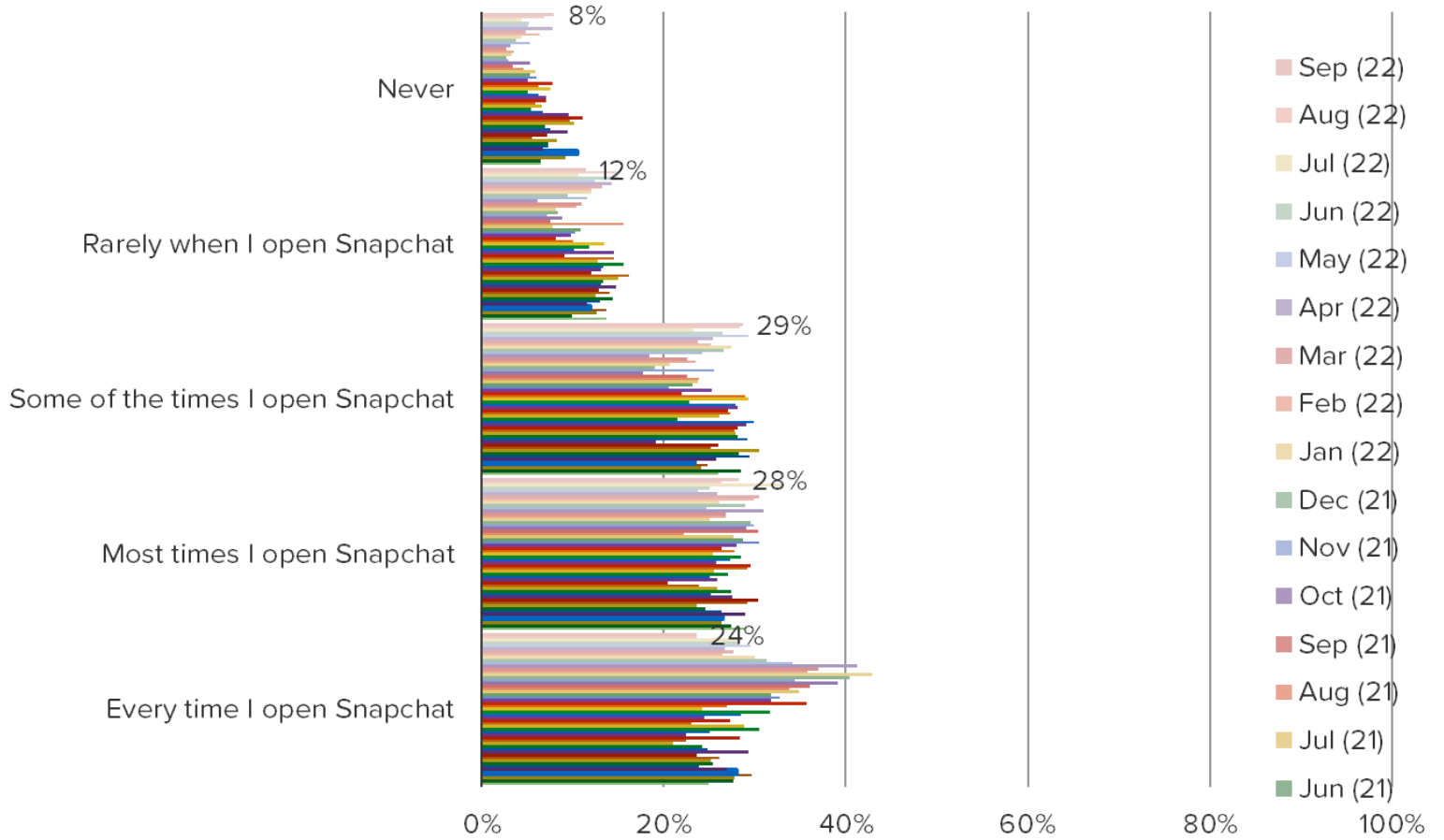
PLEASE ESTIMATE HOW YOU SPEND YOUR TIME ON SNAPCHAT.

Posed to Snapchat users.



I VIEW SNAPCHAT STORIES:

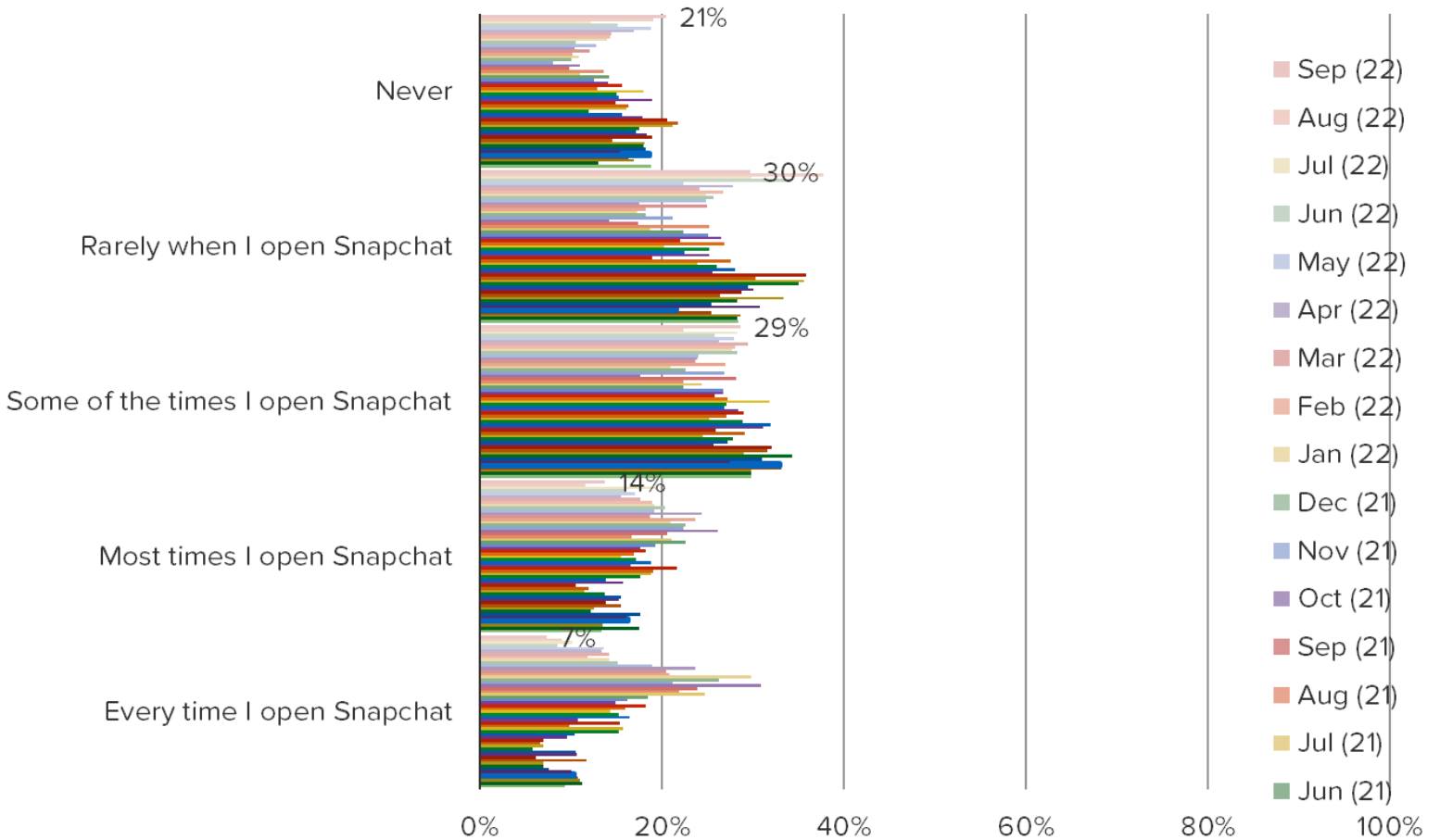
Posed to Snapchat users.





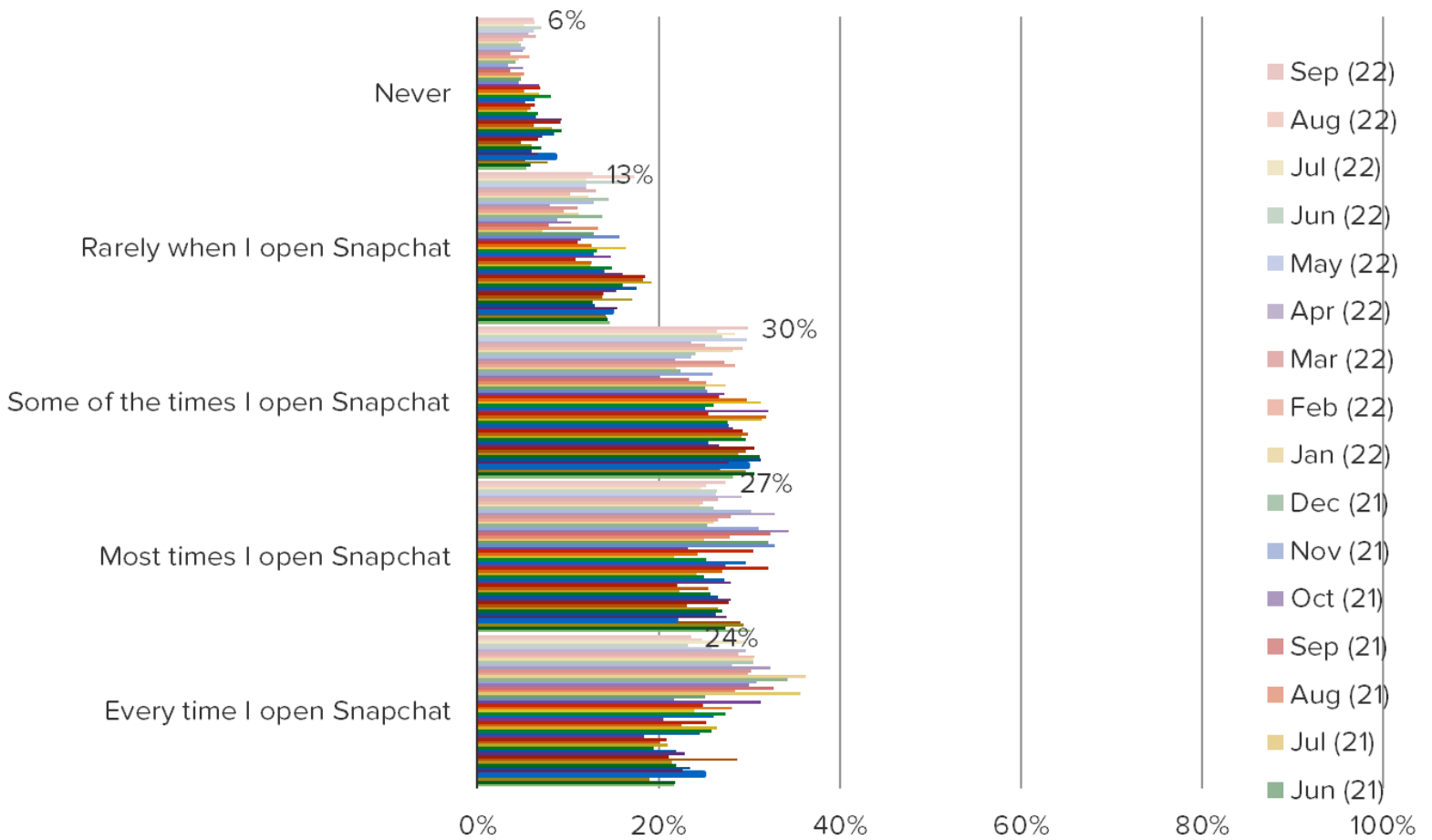
I POST TO SNAPCHAT STORIES:

Posed to Snapchat users.



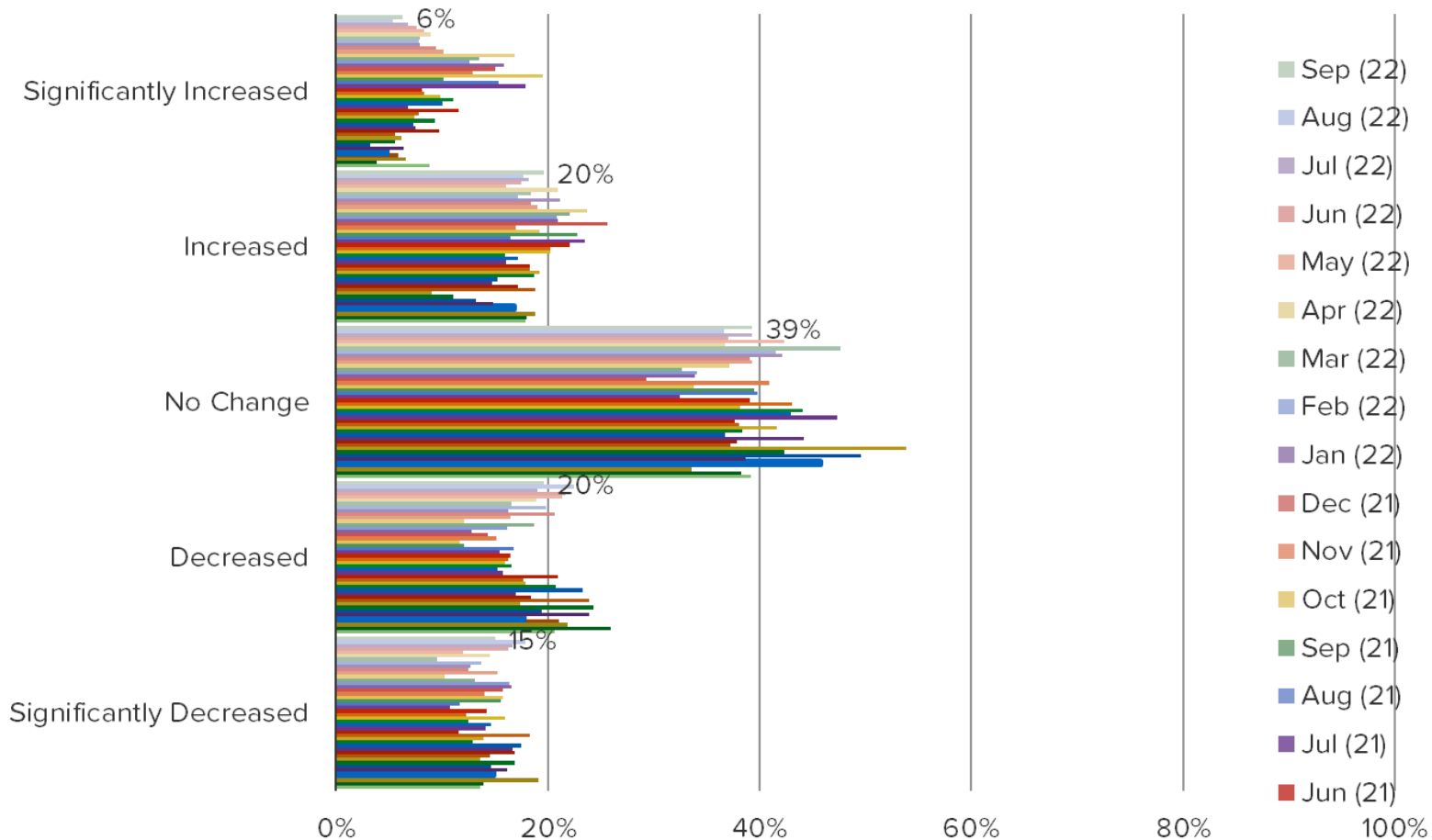
I SEND/RECEIVE SNAPS:

Posed to Snapchat users.



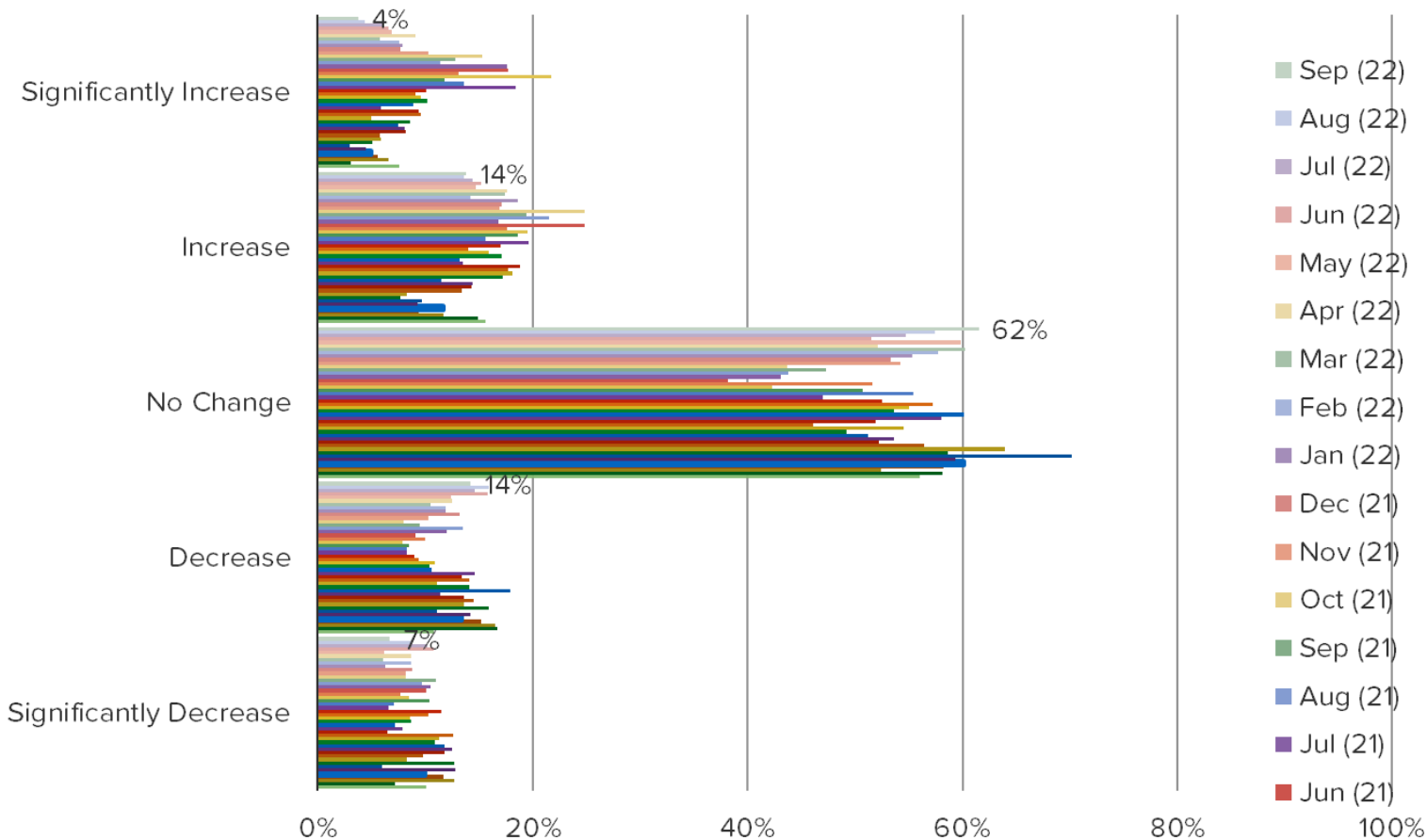
HAS THE AVERAGE TIME YOU CURRENTLY SPEND ON SNAPCHAT PER DAY INCREASED OR DECREASED COMPARED TO 6-12 MONTHS AGO?

Posed to Snapchat users.



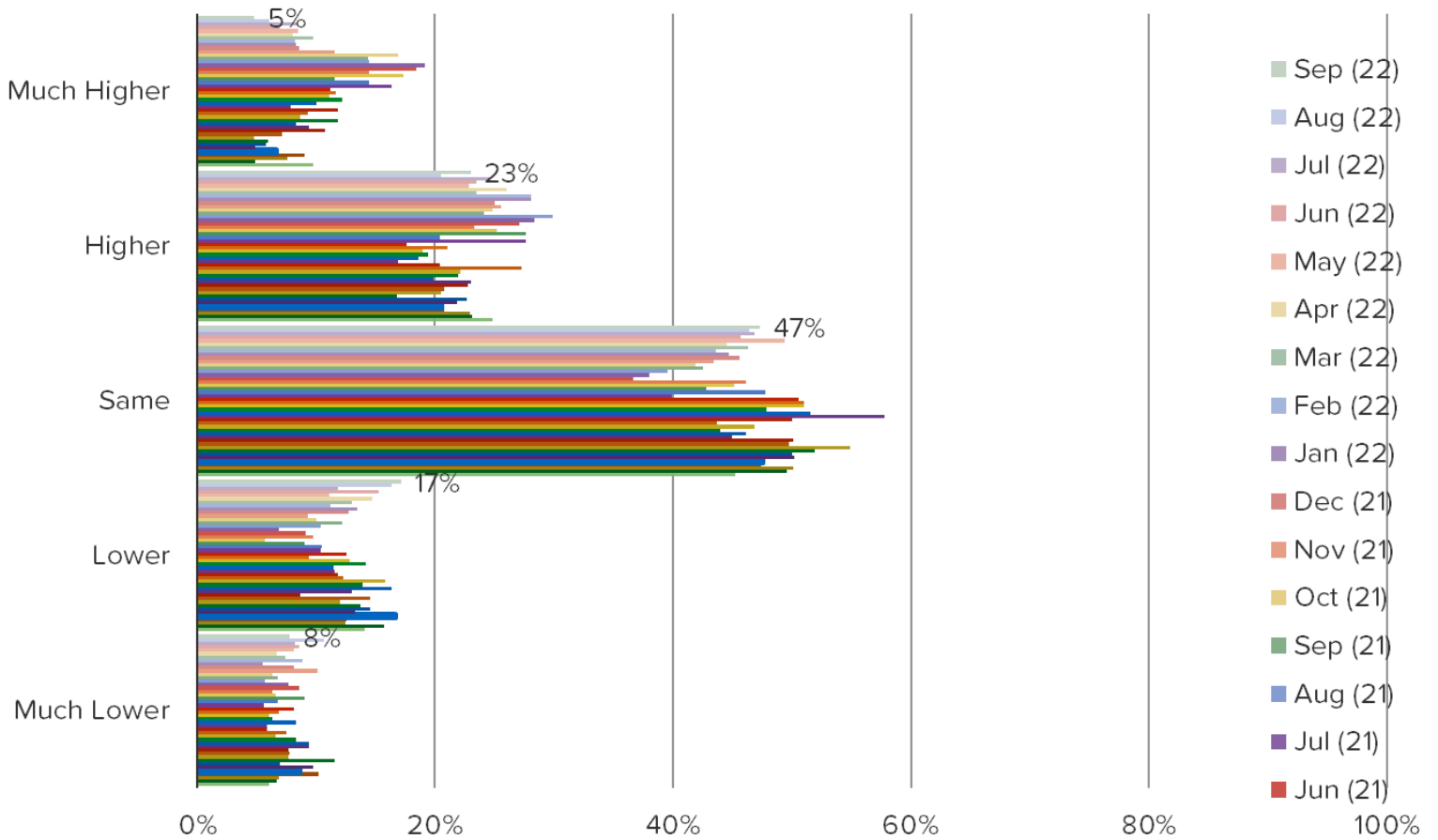
DO YOU EXPECT THE AVERAGE TIME YOU SPEND PER DAY ON SNAPCHAT PER DAY TO INCREASE OR DECREASE GOING FORWARD?

Posed to Snapchat users.



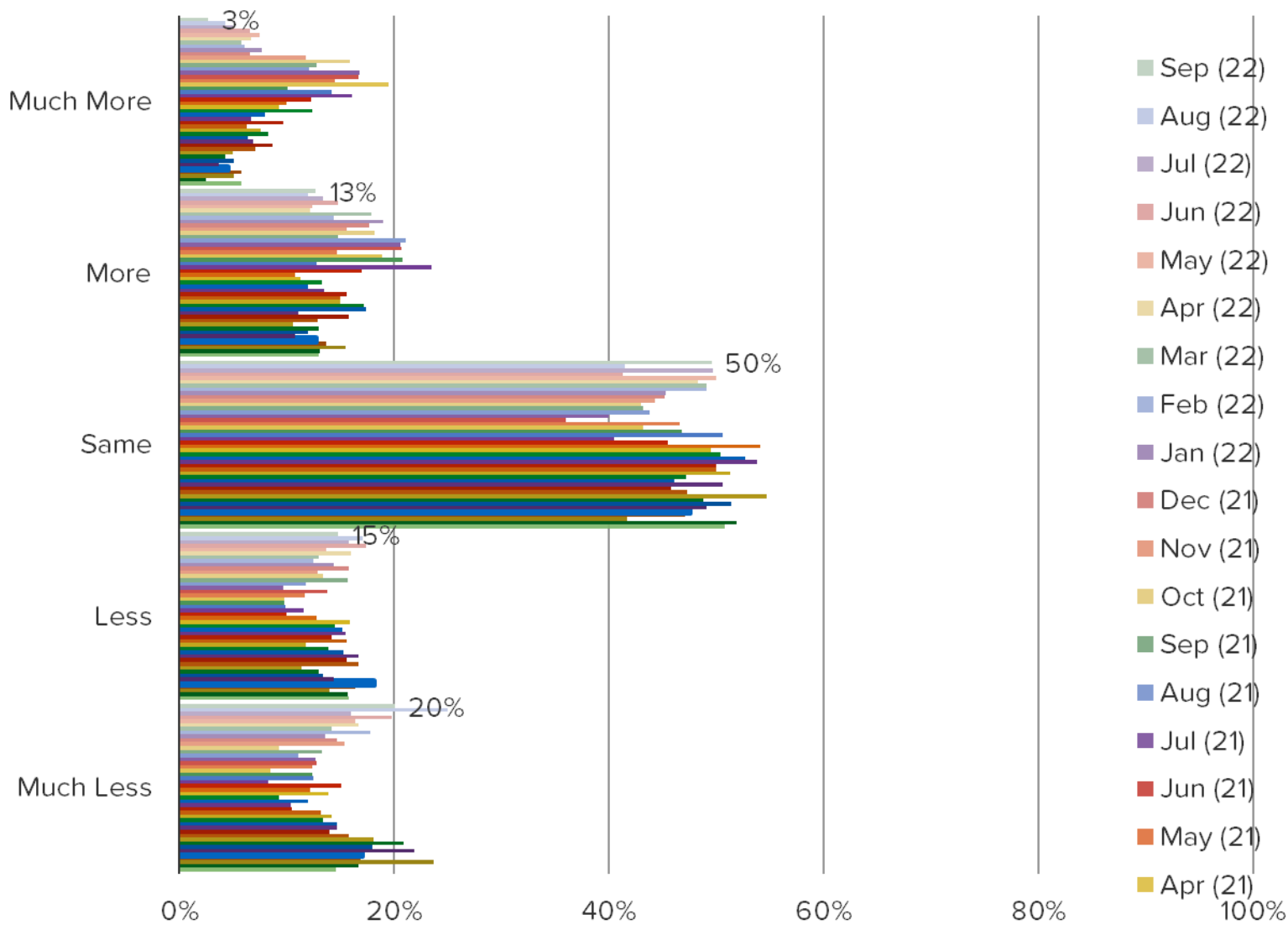
IS THE NUMBER OF YOUR FRIENDS USING SNAPCHAT HIGHER OR LOWER THAN IT WAS 6-12 MONTHS AGO?

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.

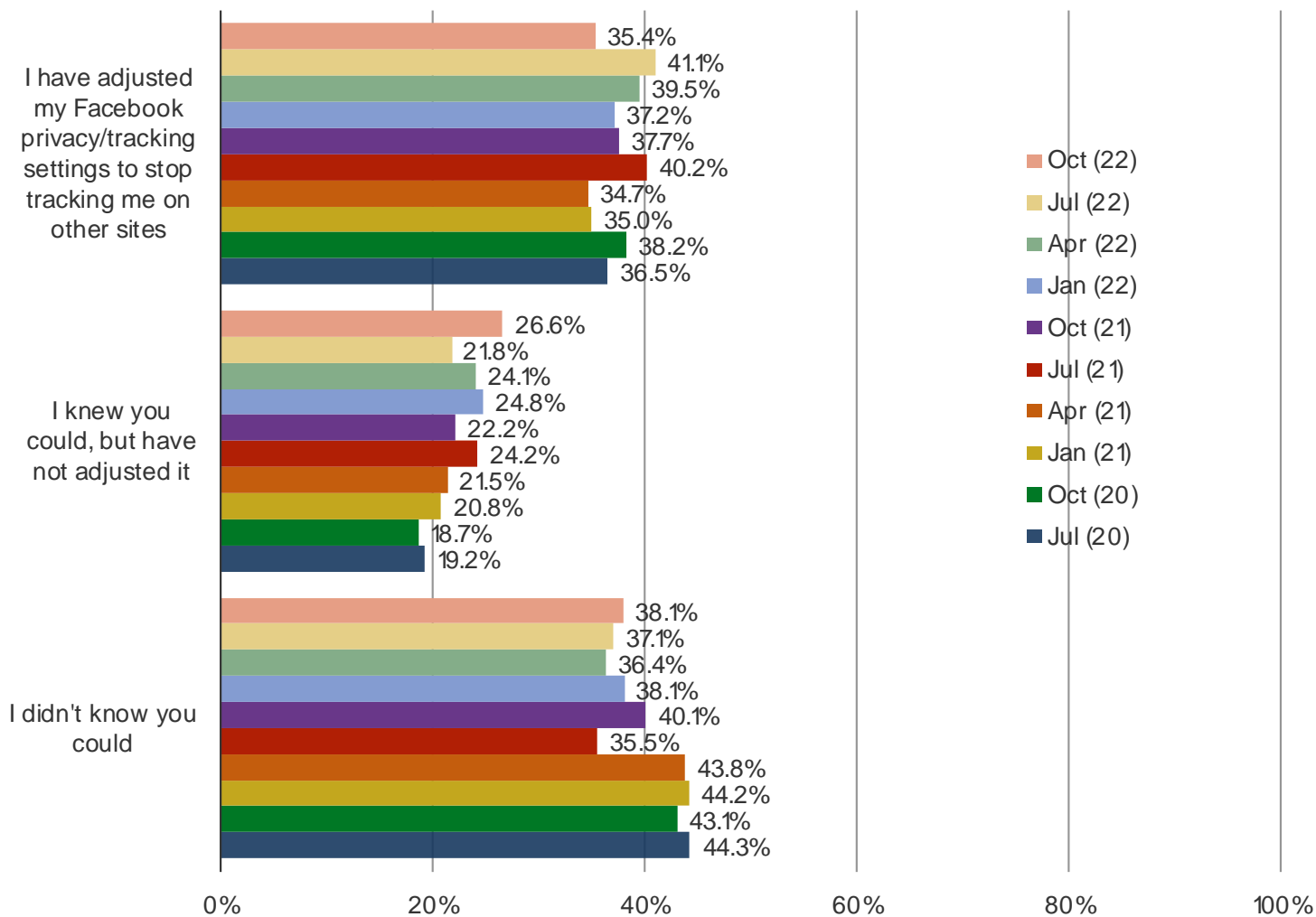


Social Media Account Holders And  
Engagement – A Consumer View

## 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”)?

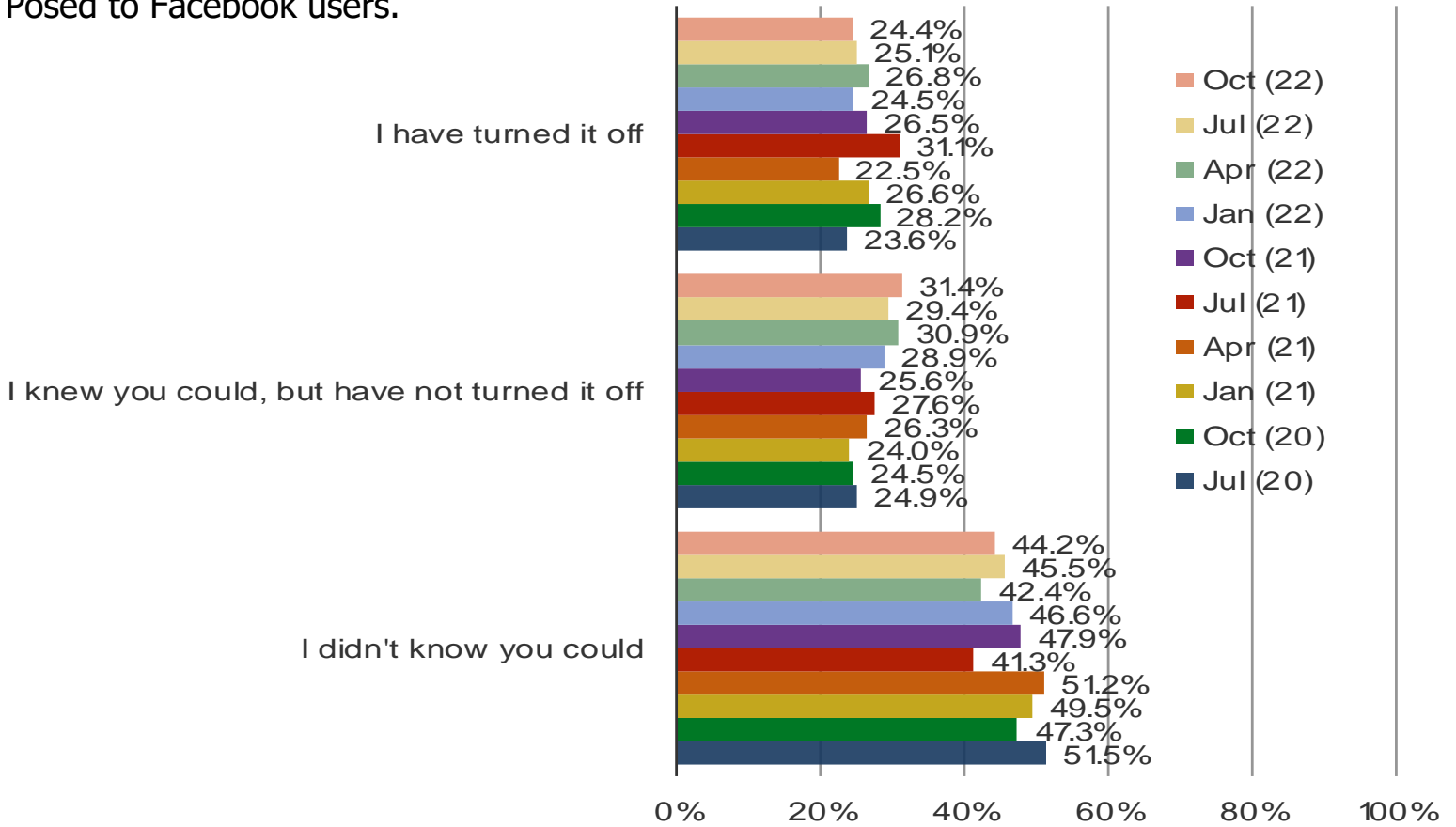
Posed to Facebook users.





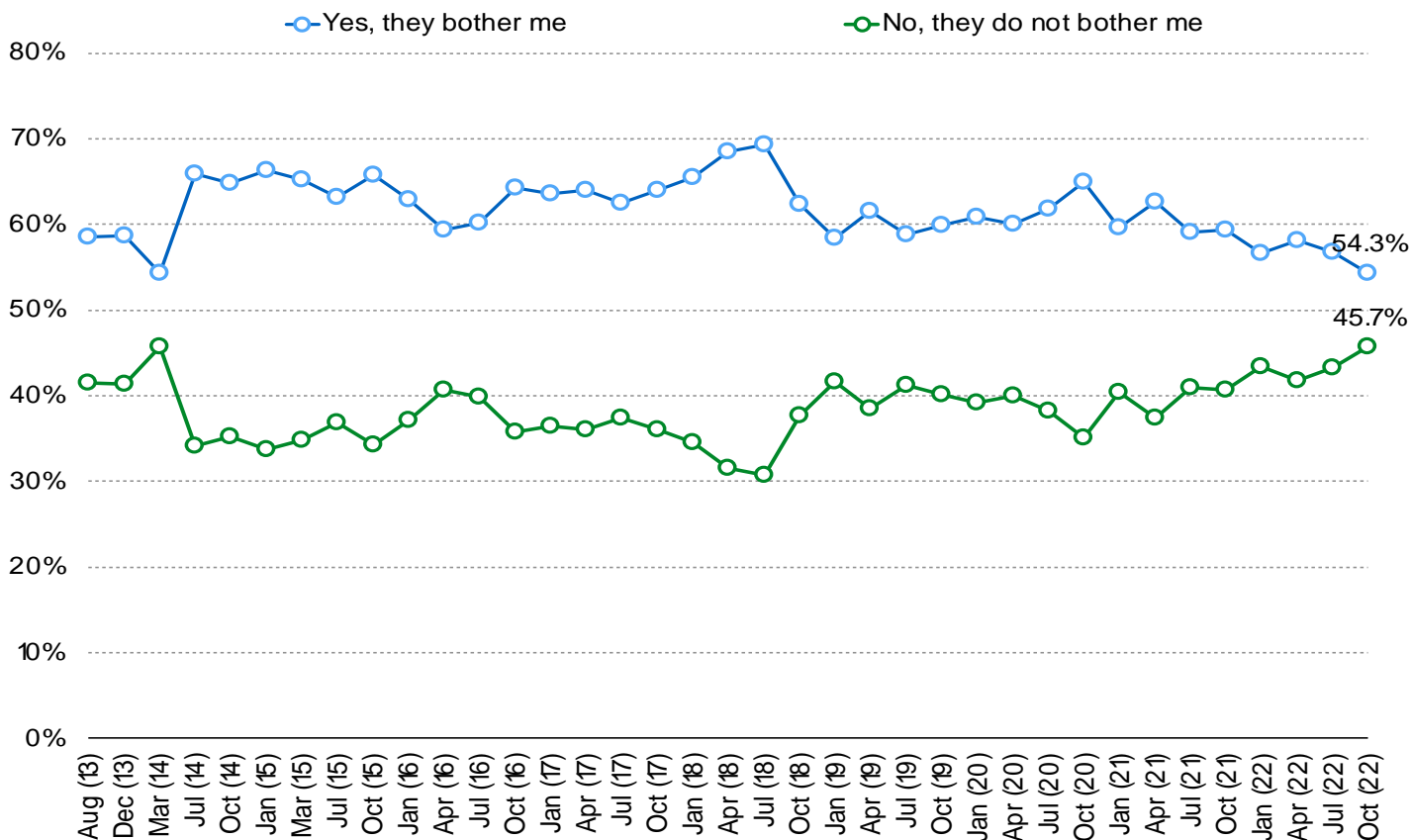
HAVE YOU GONE INTO AD CONTROLS TO TURN OFF “ADS BASED ON DATA FROM PARTNERS”?

Posed to Facebook users.



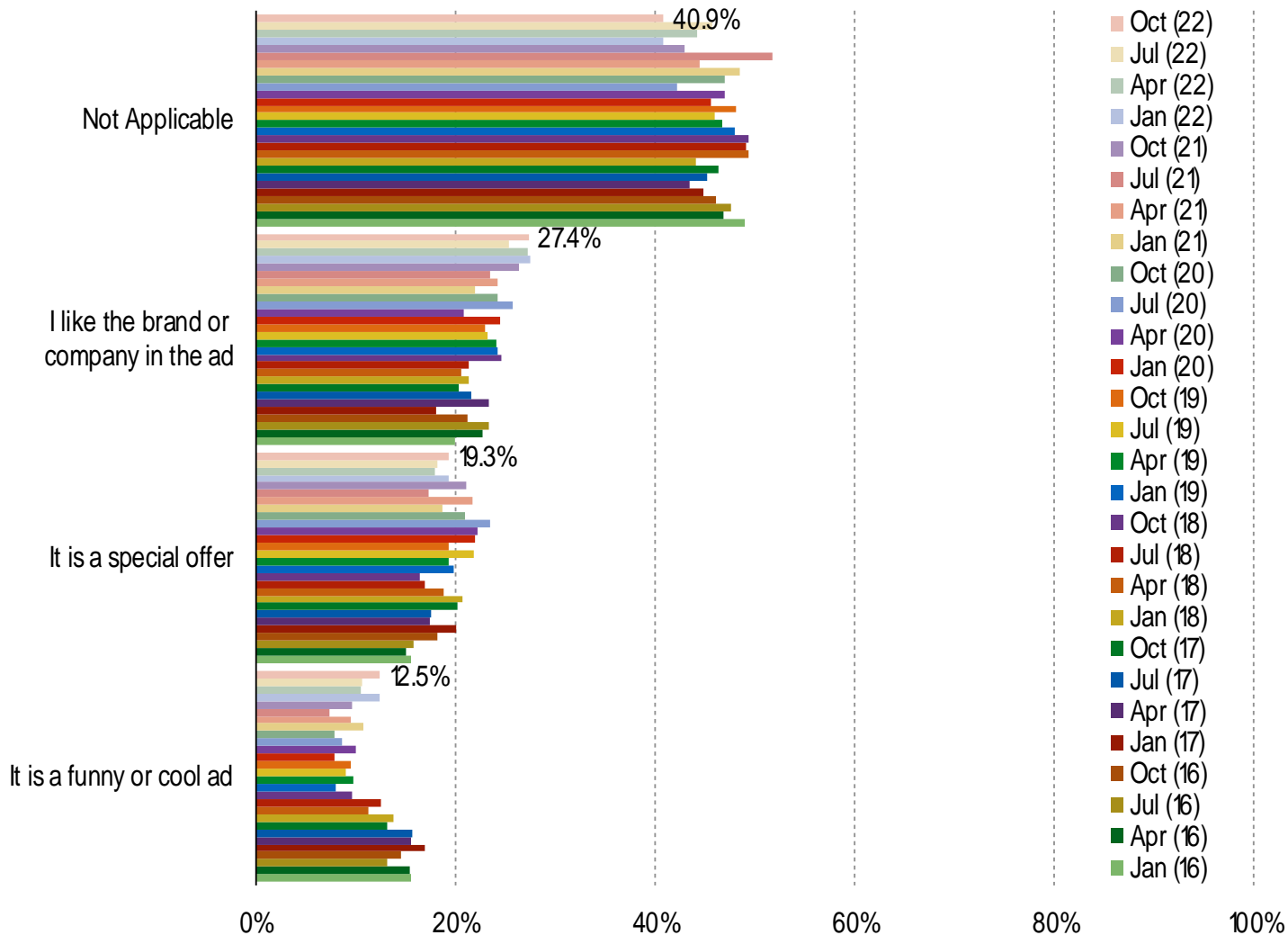
FACEBOOK ACCOUNT HOLDERS – DO ADS IN YOUR NEWSFEED BOTHER YOU? ARE THEY BECOMING MORE RELEVANT THAN THEY WERE IN THE PAST?

Posed to Facebook account holders.



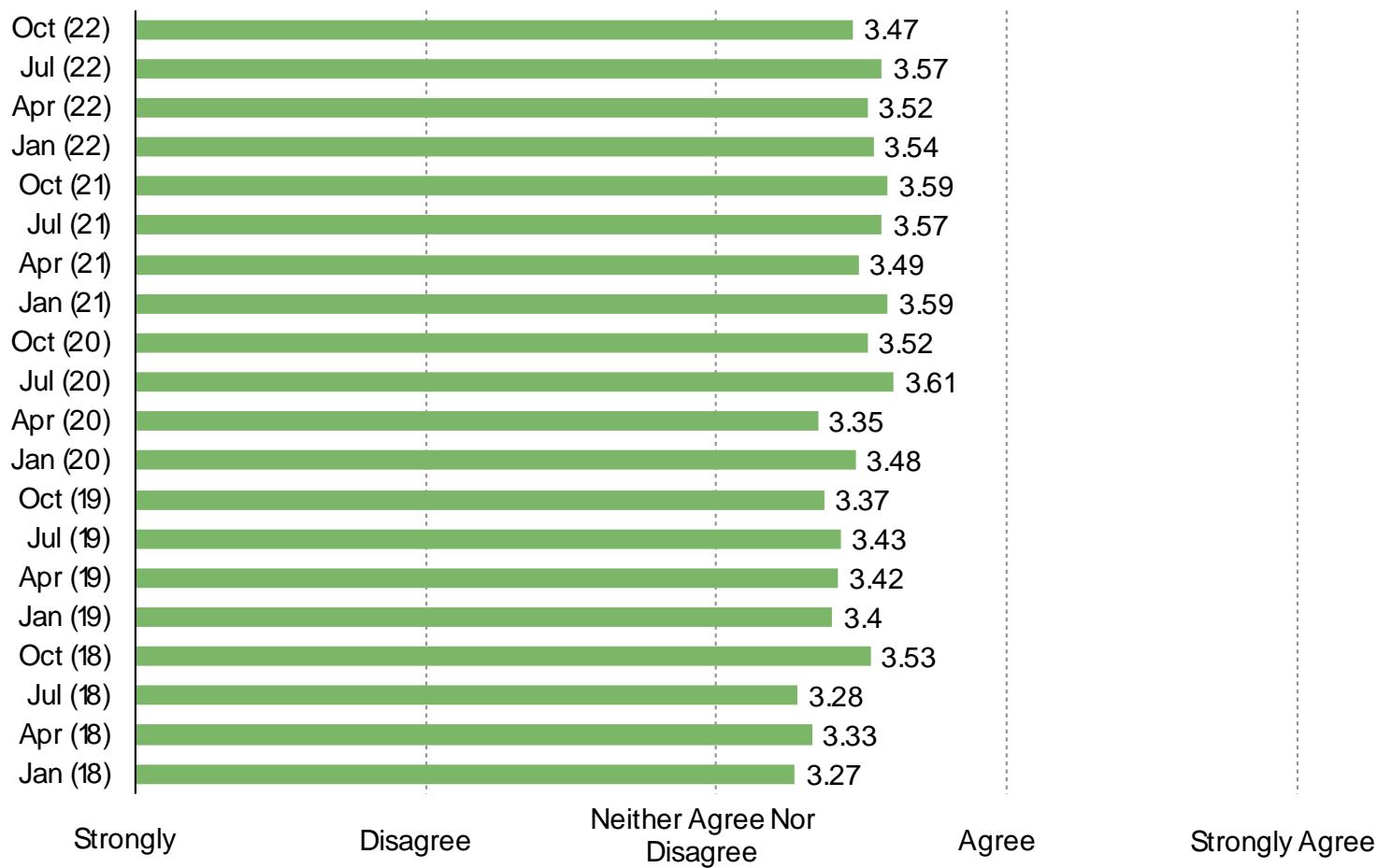
WHEN YOU CLICK ON AN ADVERTISEMENT WHILE ON FACEBOOK, WHAT IS USUALLY THE REASON FOR WHY YOU CLICKED ON THE ADVERTISEMENT?

Posed to Facebook account holders.



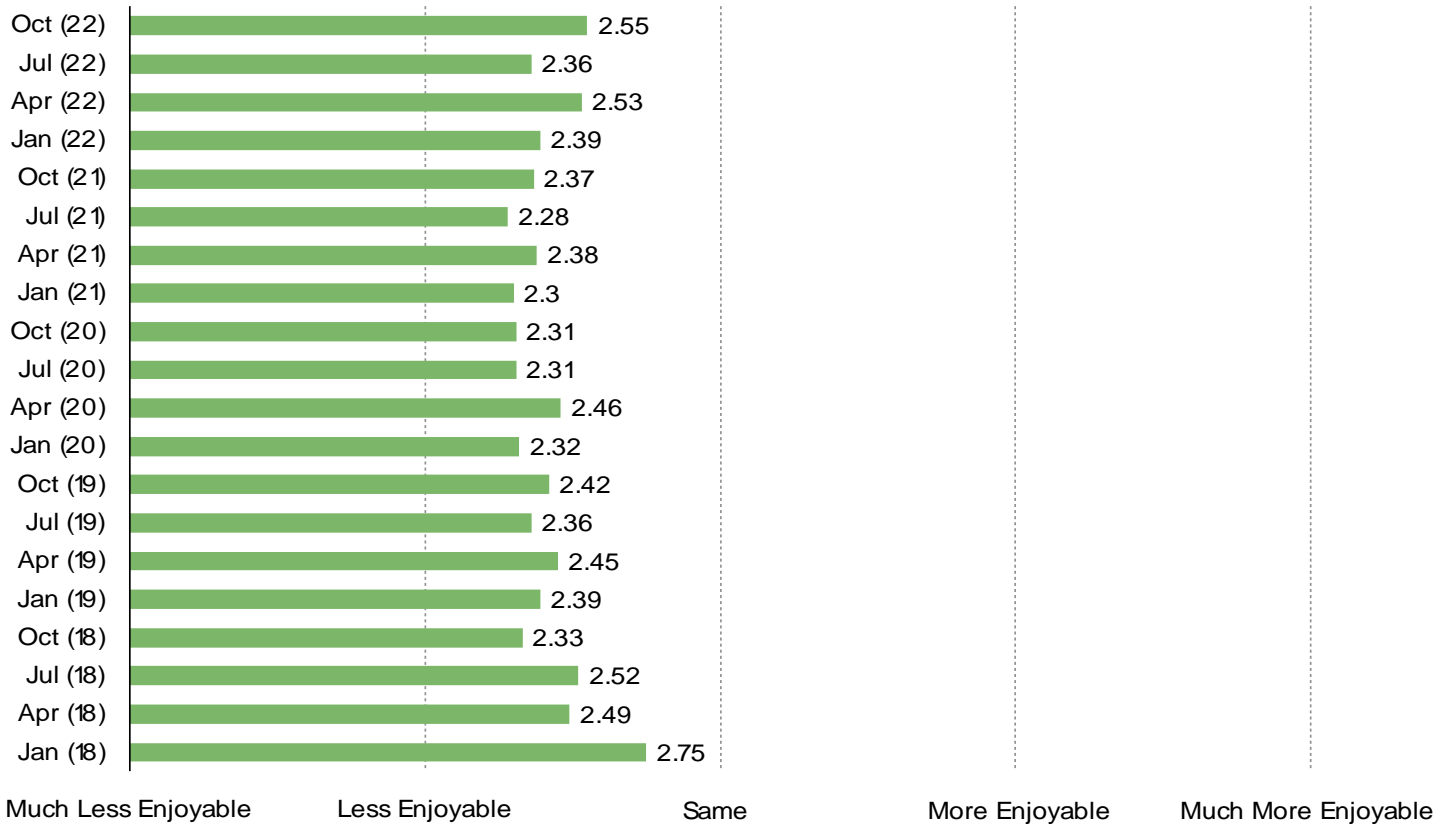
HOW MUCH DO YOU AGREE WITH THE FOLLOWING: "FACEBOOK HAS BECOME LESS SOCIAL OVER TIME."

Posed to Facebook users.



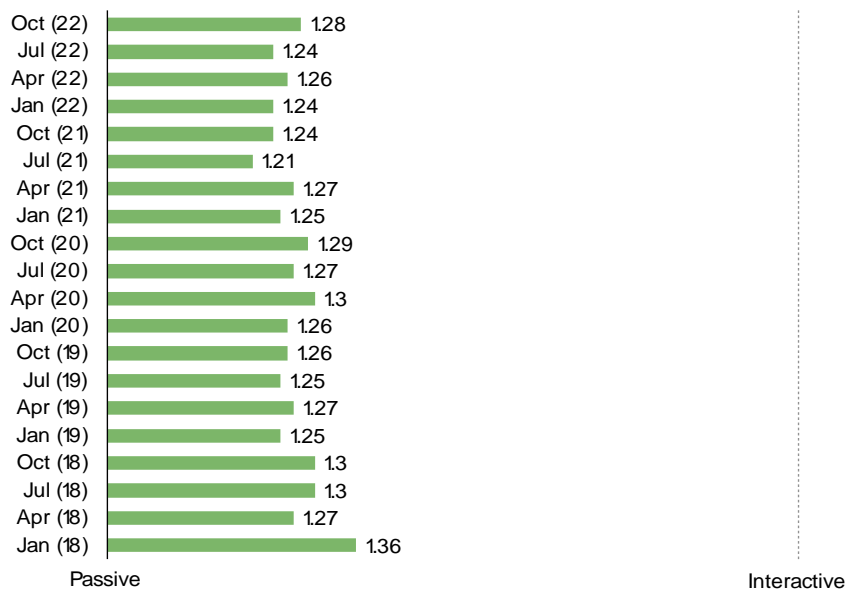
FACEBOOK USERS – IN GENERAL, WOULD YOU SAY FACEBOOK HAS GOTTEN MORE OR LESS ENJOYABLE OVER-TIME?

Posed to Facebook users.



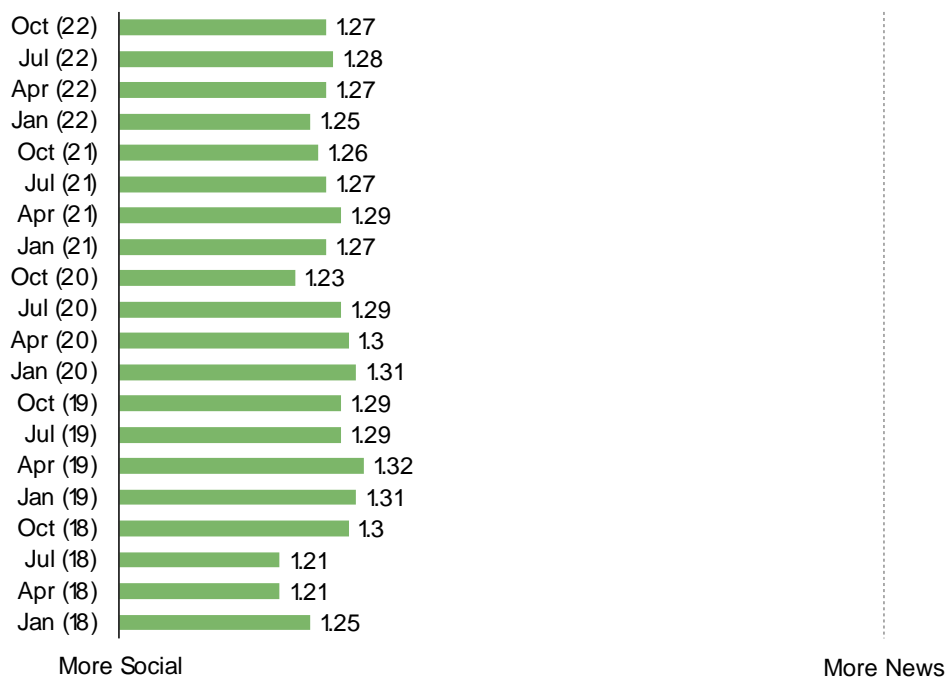
WOULD YOU DESCRIBE YOUR USAGE OF FACEBOOK AS BEING MORE INTERACTIVE OR PASSIVE?

Posed to Facebook users.



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

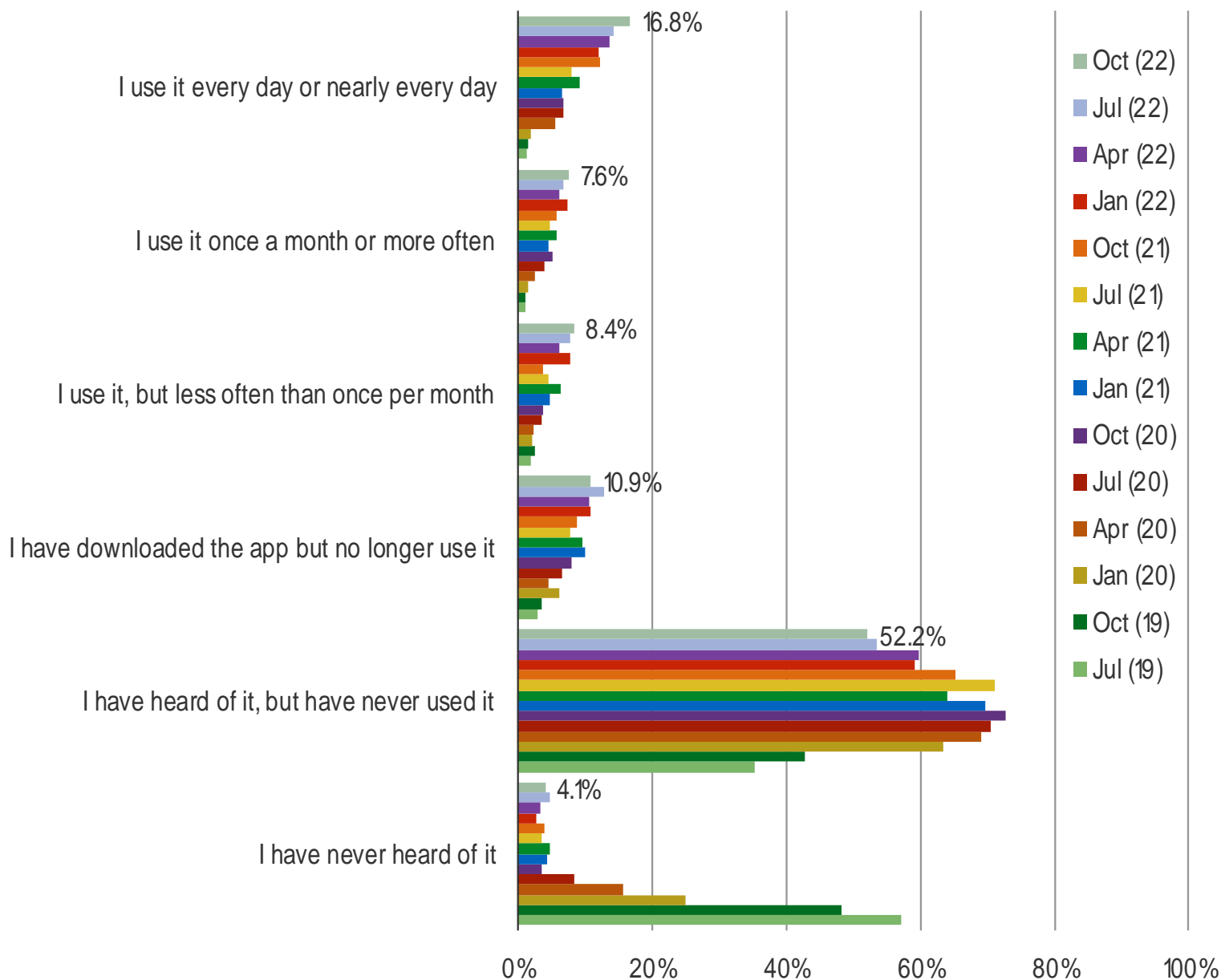
Posed to Facebook users.



## TIKTOK DEEP DIVE

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

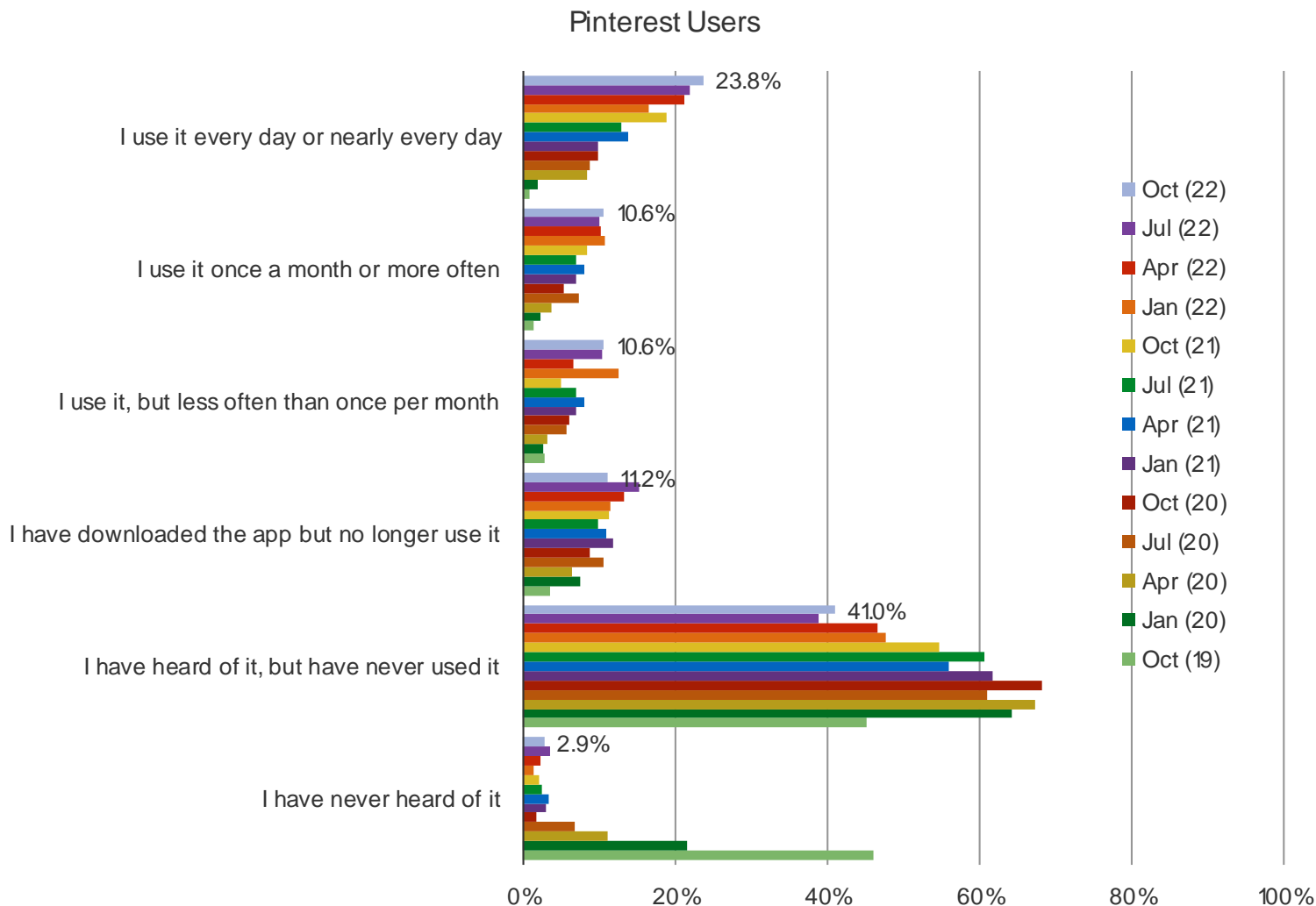
Posed to all respondents





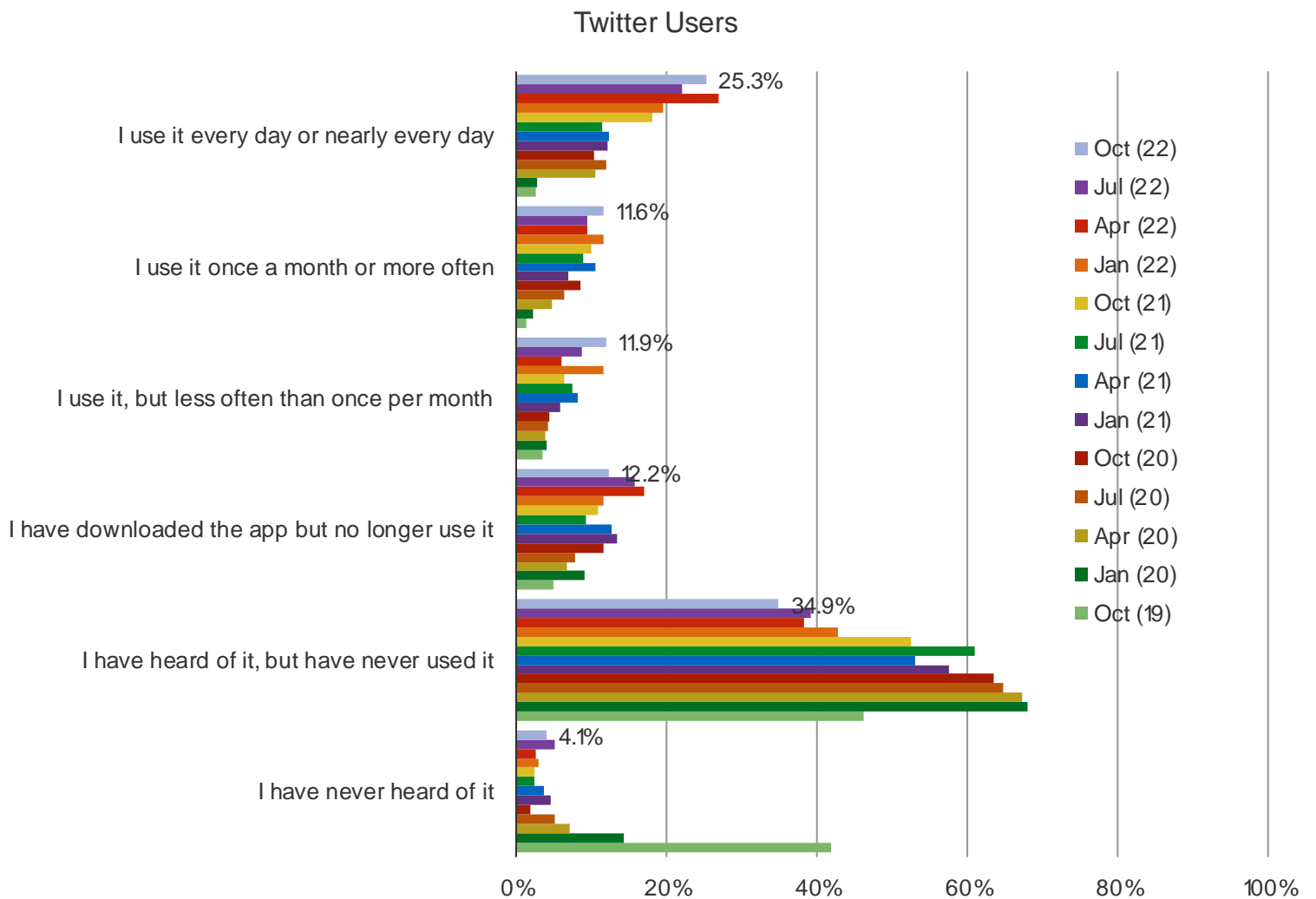
WHAT IS YOUR EXPERIENCE WITH THE APP “TIK TOK”? (CROSS TABS)

Posed to users of Pinterest.



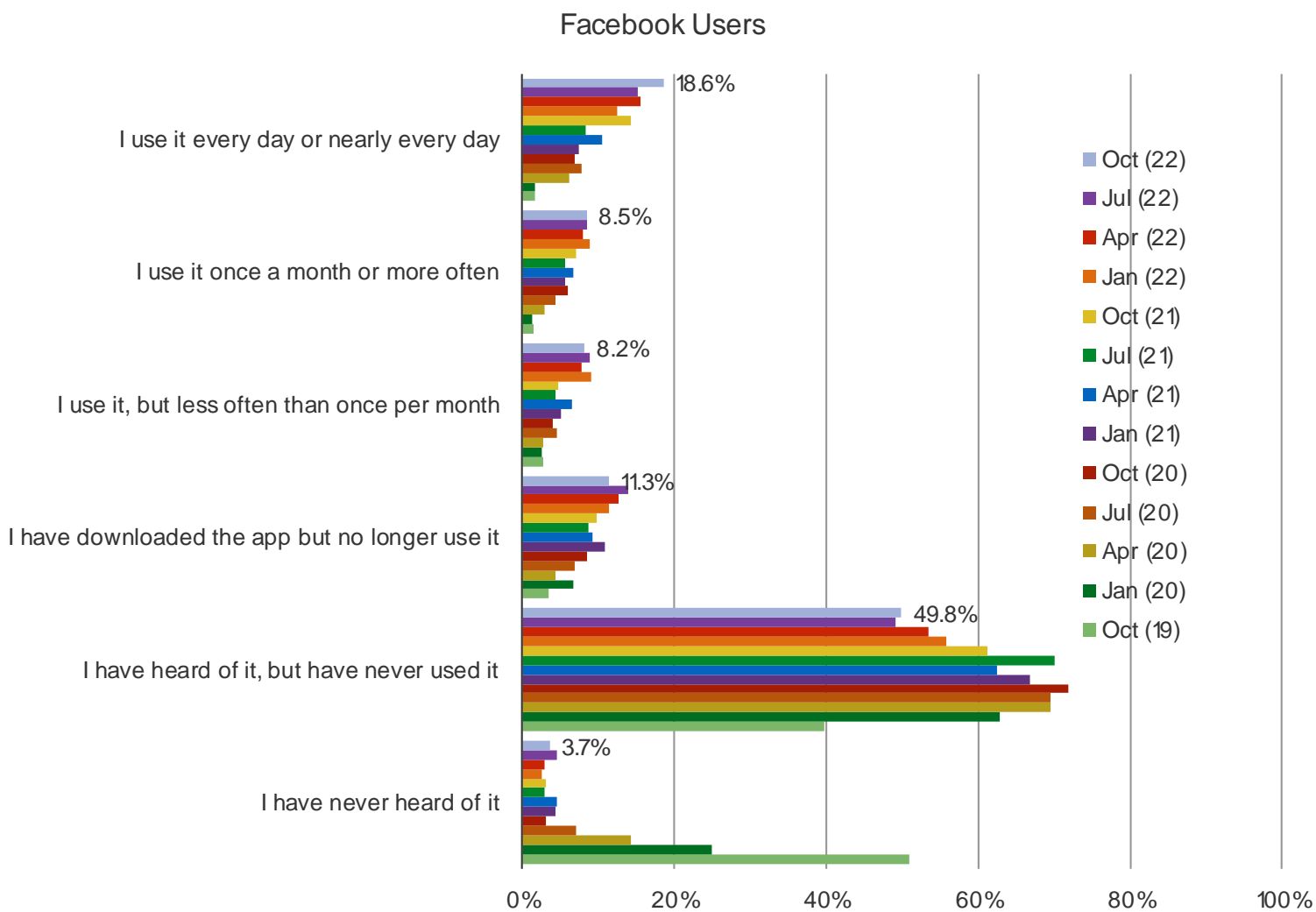
WHAT IS YOUR EXPERIENCE WITH THE APP “TIK TOK”? (CROSS TABS)

Posed to users of Twitter.



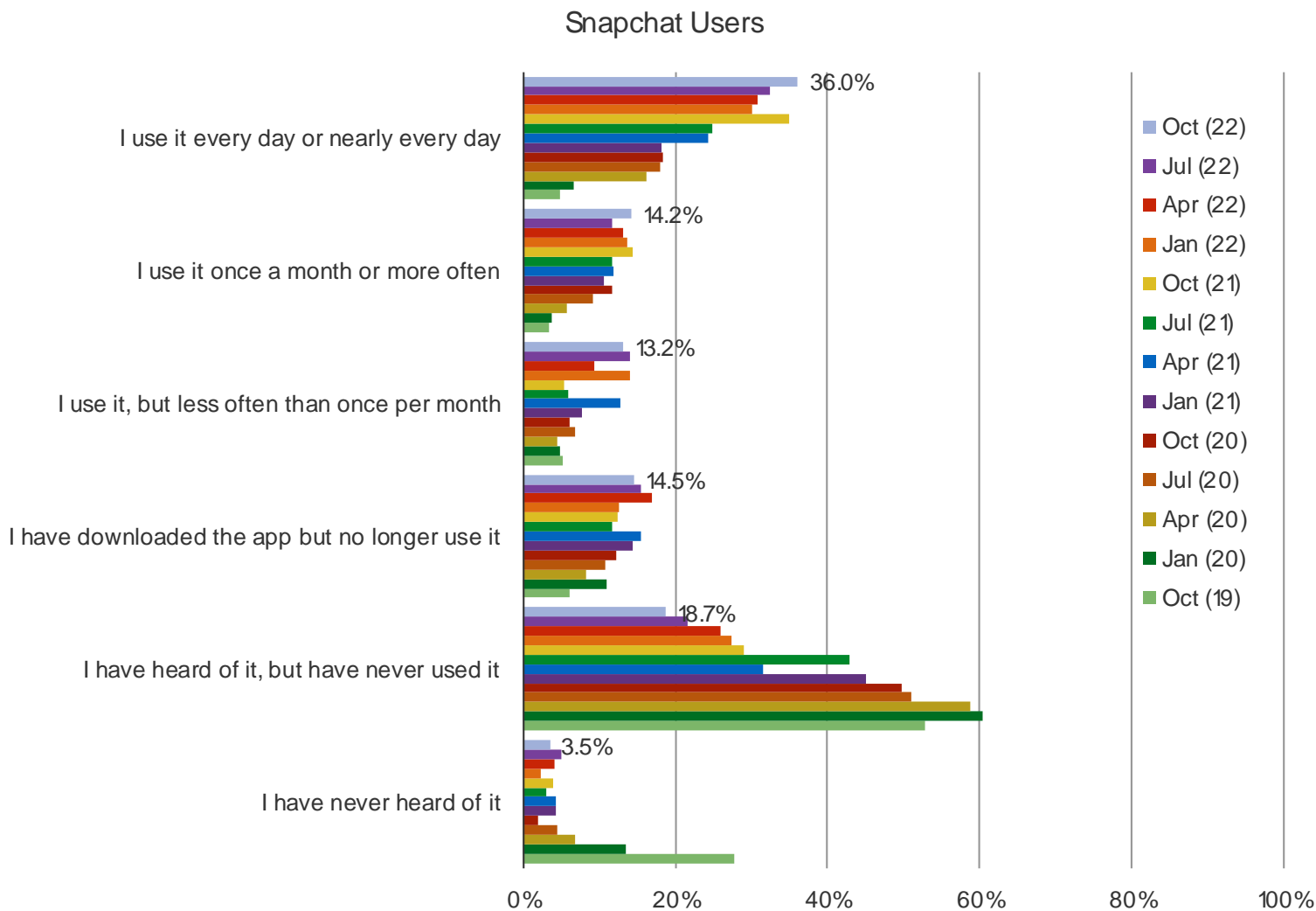
WHAT IS YOUR EXPERIENCE WITH THE APP “TIK TOK”? (CROSS TABS)

Posed to users of Facebook.



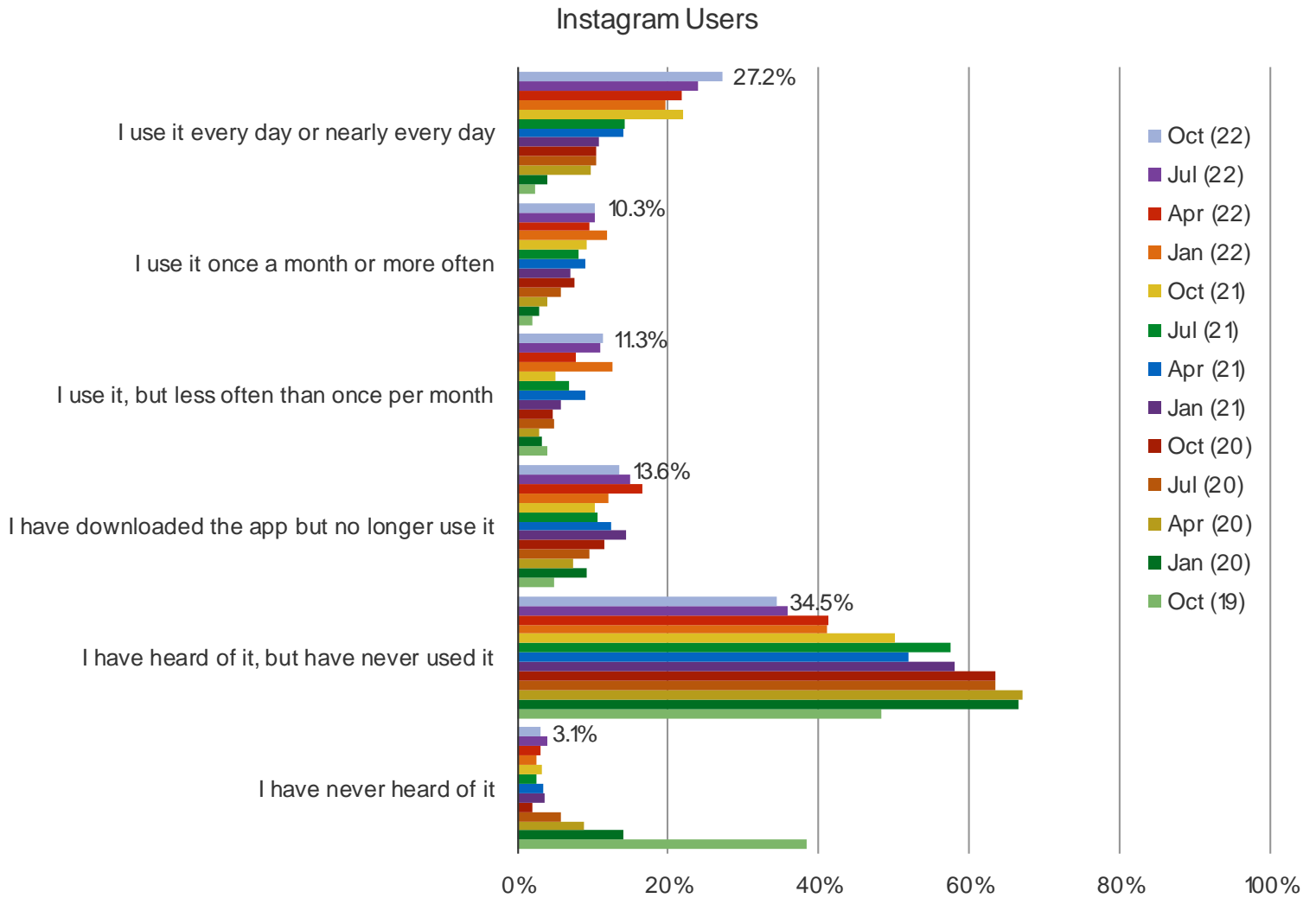
WHAT IS YOUR EXPERIENCE WITH THE APP “TIK TOK”? (CROSS TABS)

Posed to users of Snapchat.



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

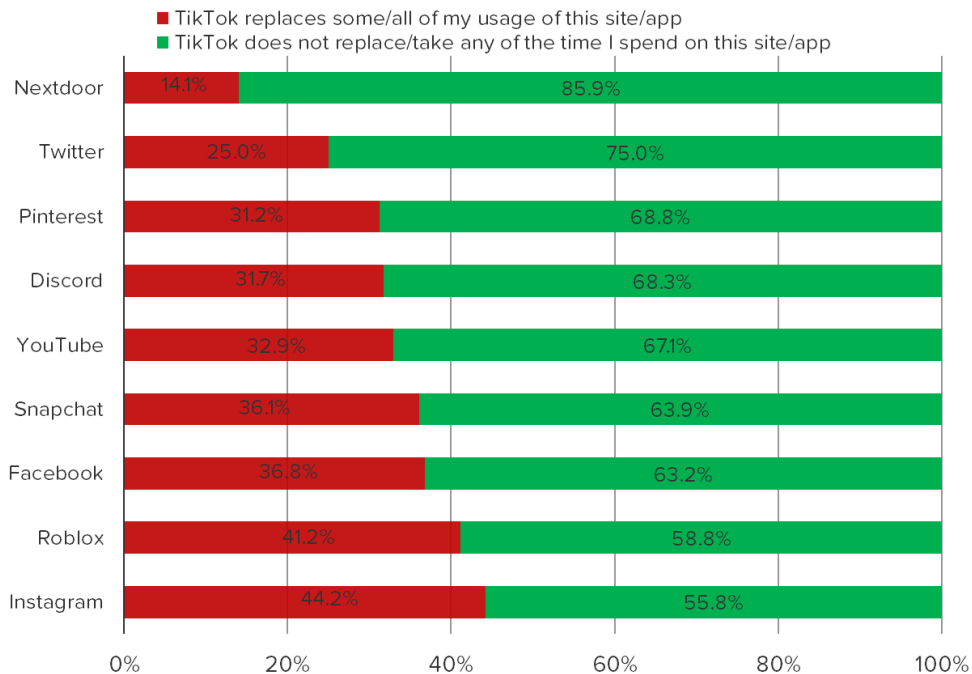
Posed to users of Instagram.



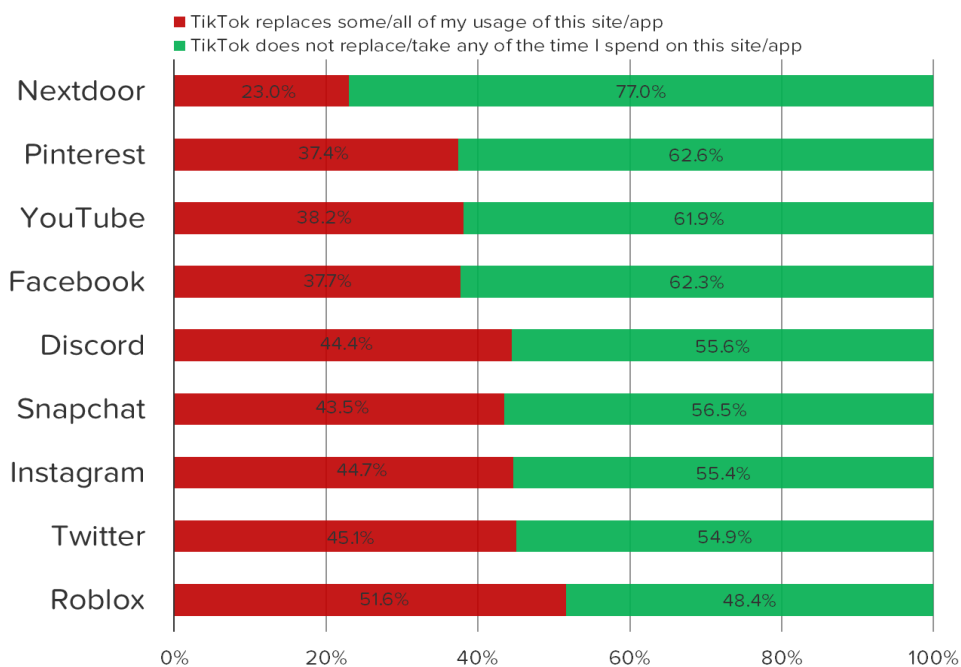
DO YOU VIEW TIKTOK AS REPLACING ANY OF YOUR USAGE OF THE FOLLOWING, OR DO YOU VIEW IT AS ADDITIONAL TIME YOU SPEND ON THIS PLATFORM?

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

October 2022



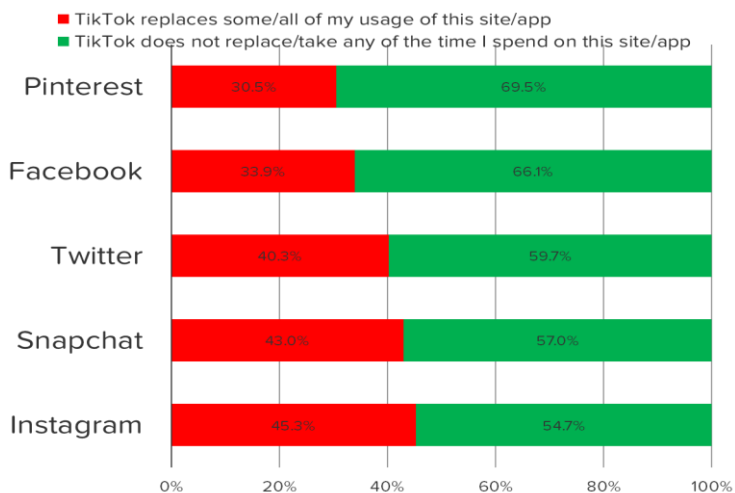
July 2022



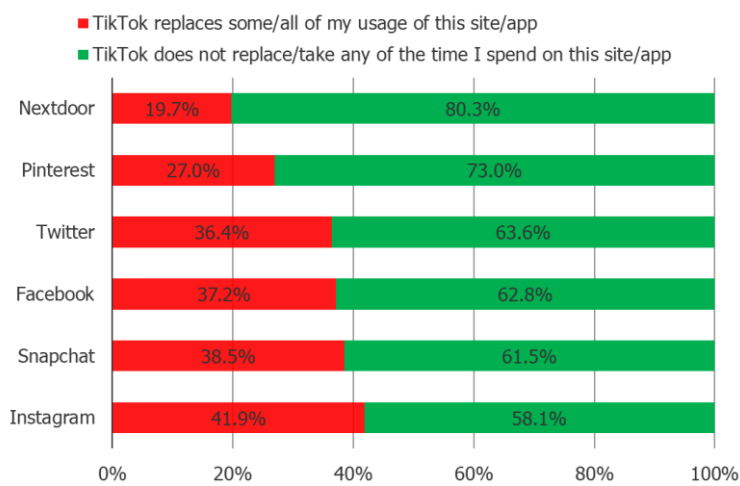
DO YOU VIEW TIKTOK AS REPLACING ANY OF YOUR USAGE OF THE FOLLOWING, OR DO YOU VIEW IT AS ADDITIONAL TIME YOU SPEND ON THIS PLATFORM?

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

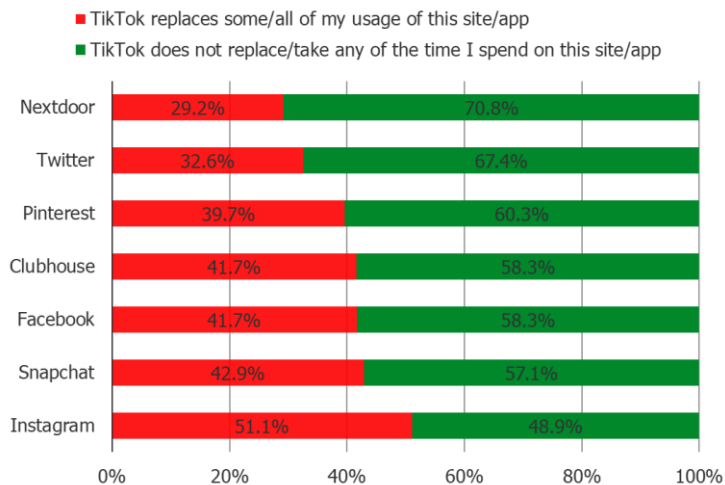
April 2022



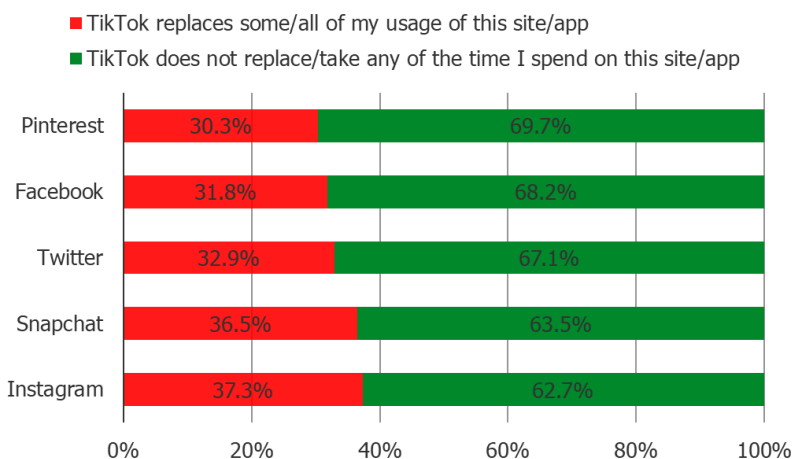
January 2022



October 2021

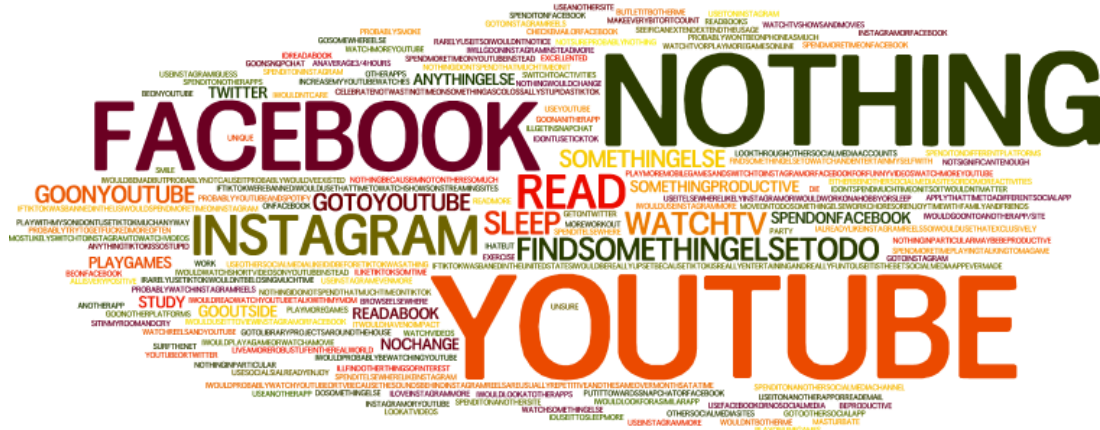


January 2021



IF TIKTOK WERE BANNED IN THE US, WHAT WOULD YOU DO WITH THE TIME YOU TYPICALLY SPEND ON TIKTOK?

Posed to TikTok users.  
October 2022



July 2022

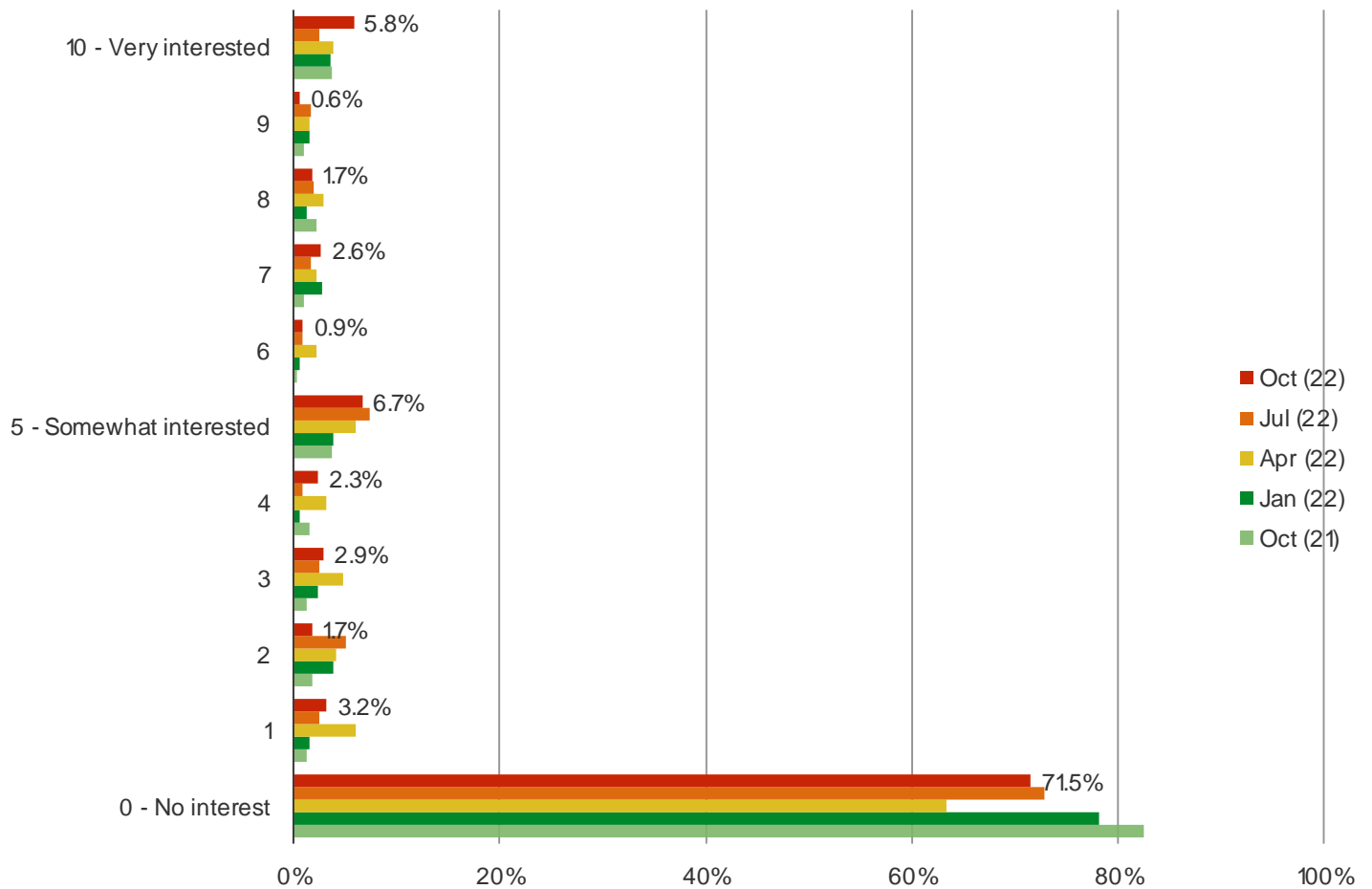




## TWITTER DEEP DIVE

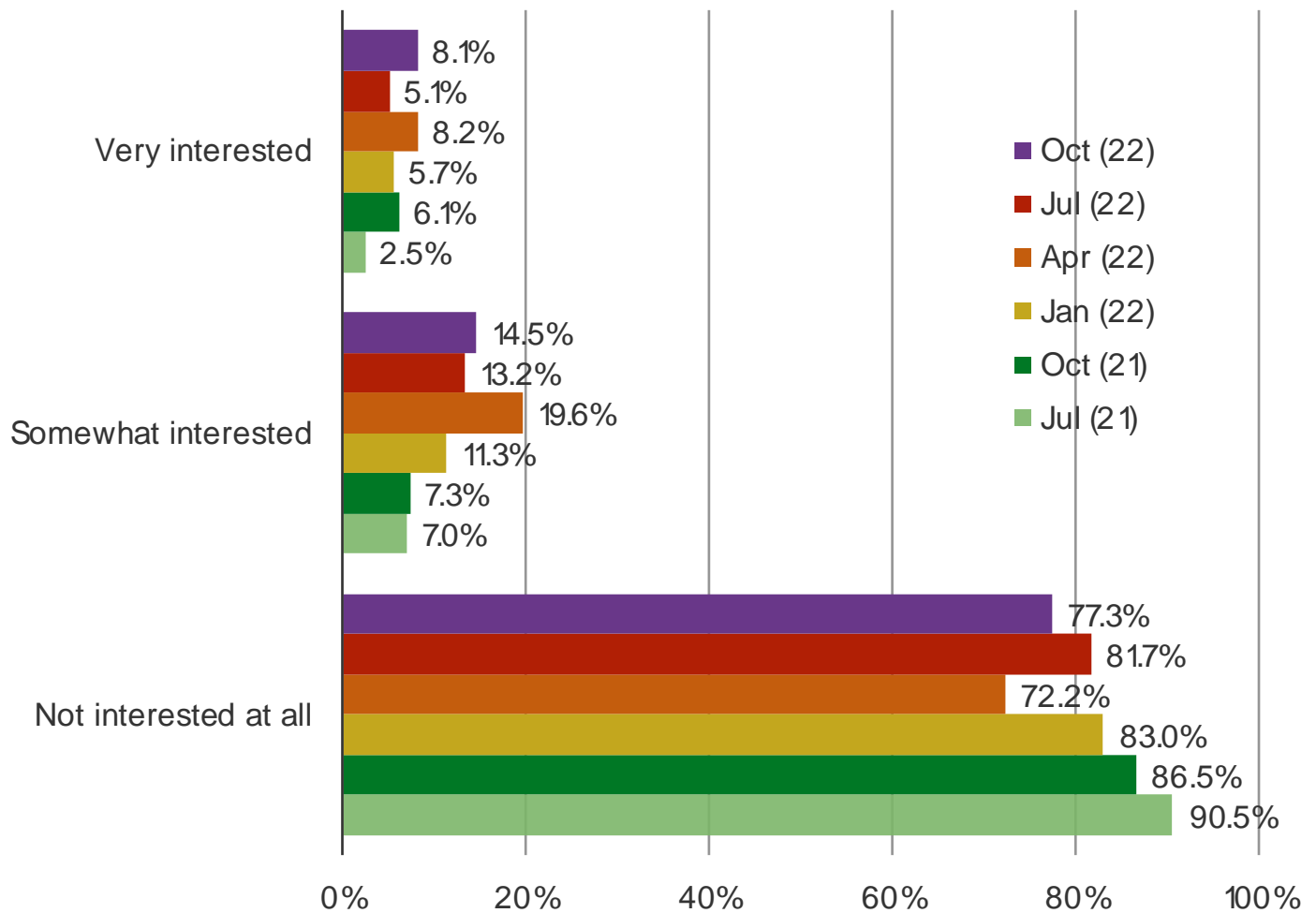
HOW MUCH INTEREST WOULD YOU HAVE IN PAYING FOR SUPER FOLLOWS ON TWITTER? WHEN YOU SUPER FOLLOW SOMEONE, YOU PAY TO SEE SUBSCRIBER ONLY CONTENT IN YOUR TIMELINE FROM THAT ACCOUNT. SUPER FOLLOWS MAY COST \$2.99 PER MONTH, \$4.99 PER MONTH, OR \$9.99 PER MONTH.

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.

