

# Bespoke Survey Research

October 2023

## Social Media

Volume 41 | Quarterly Survey

1,000 US Consumers Balanced To Census

Tickers Covered: META, SNAP, PINS, TWTR.

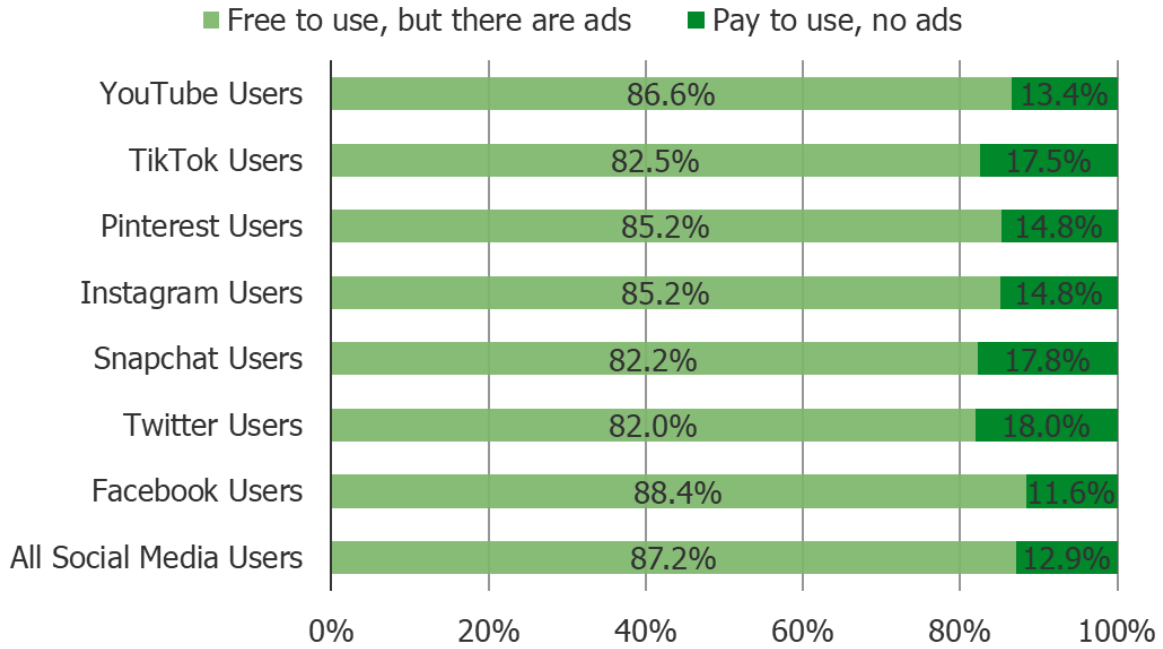
### KPIs and Key questions

1. Feedback around Threads worsened considerably q/q.
2. Broad consumer sentiment toward social media has improved in recent waves and self-reported social media usage sits right near series highs (which is increased relative to most historical readings).
3. Users of TikTok and YouTube are visiting to just watch video content more often than users of any other platforms.
4. Respondents have the most trust in YouTube, Pinterest, and Instagram and the least trust in TikTok and Twitter.
5. Respondents are growing less concerned with privacy issues and have grown less likely to change their behavior because of it.
6. Metaverse awareness and interest remains low and mostly unchanged relative to historical readings.
7. Facebook user sentiment toward ads improved sequentially. Generally speaking, feedback toward Facebook has improved relative to historical readings.
8. Most social media users would prefer free to use over-paying to use with no ads, though there is a cohort of 12.9% of social media users who said they would rather pay to not see ads.
9. When forced to choose between free to use but the app uses your personal info for ads or pay to use with no ads, most consumers prefer the free option. In this instance, 17.2% of respondents said they'd pay for no ads instead of letting the site use their personal info for targeted ads.

# NEW QUESTIONS

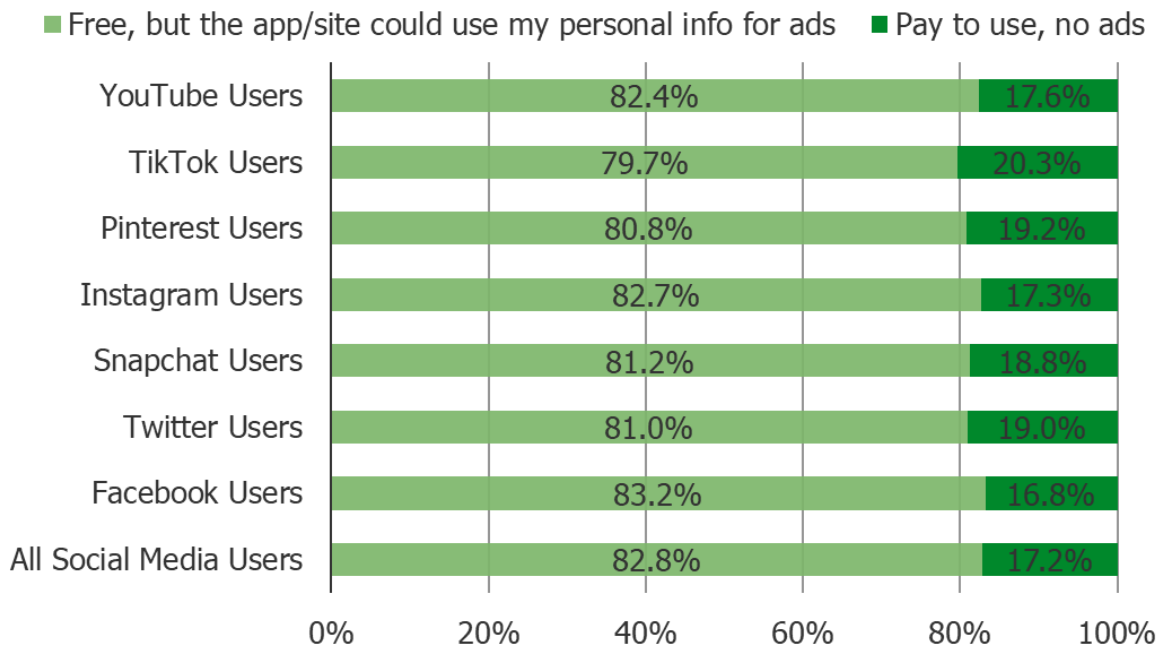
THINKING ABOUT YOUR SOCIAL MEDIA USAGE, WHICH WOULD BE PREFERABLE?

This question was posed to respondents who use social media, cross-tabbed (N = 833)



THINKING ABOUT YOUR SOCIAL MEDIA USAGE, WHICH WOULD YOU PREFER...

This question was posed to respondents who use social media, cross-tabbed (N = 833)



# THREADS, AN INSTAGRAM APP

WHAT DO YOU / WILL YOU USE THREADS FOR?

Respondents who have downloaded Threads

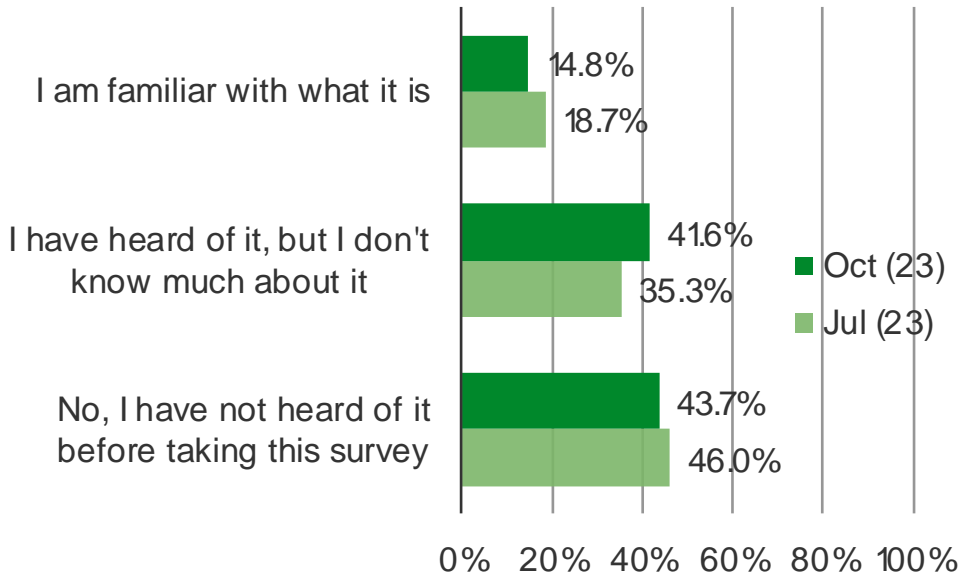




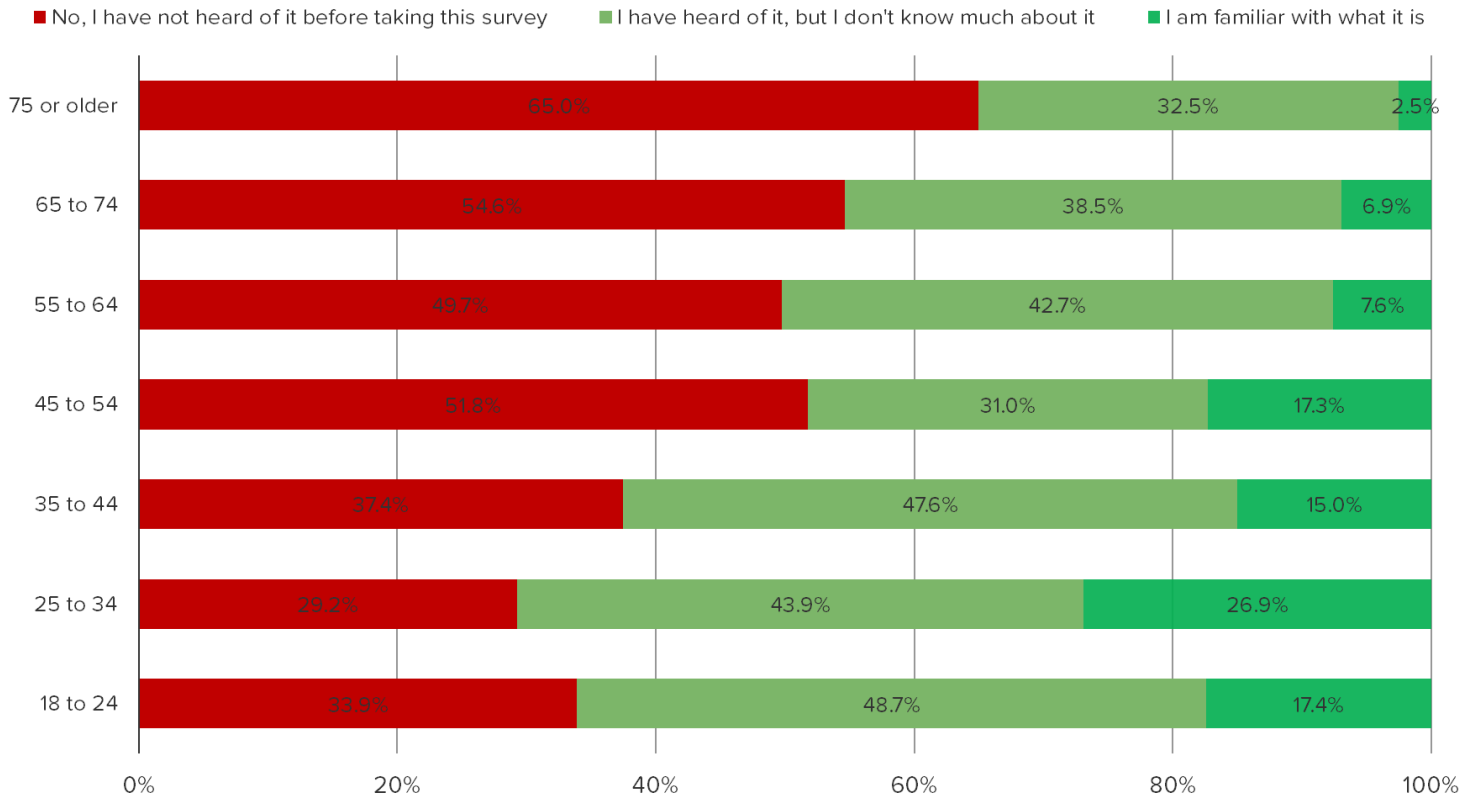


HAVE YOU HEARD OF THREADS, AN INSTAGRAM APP?

This question was posed to all respondents.



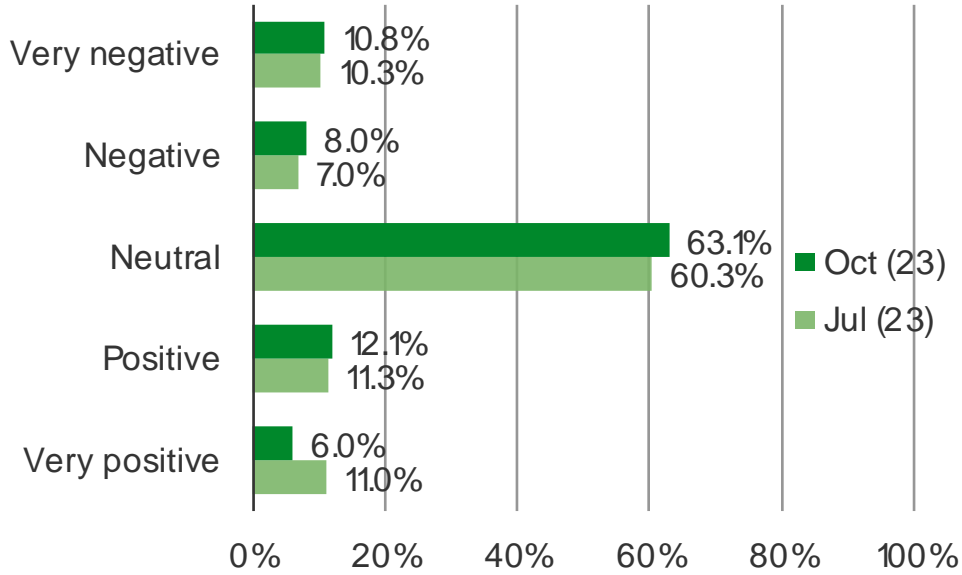
OCTOBER 2023



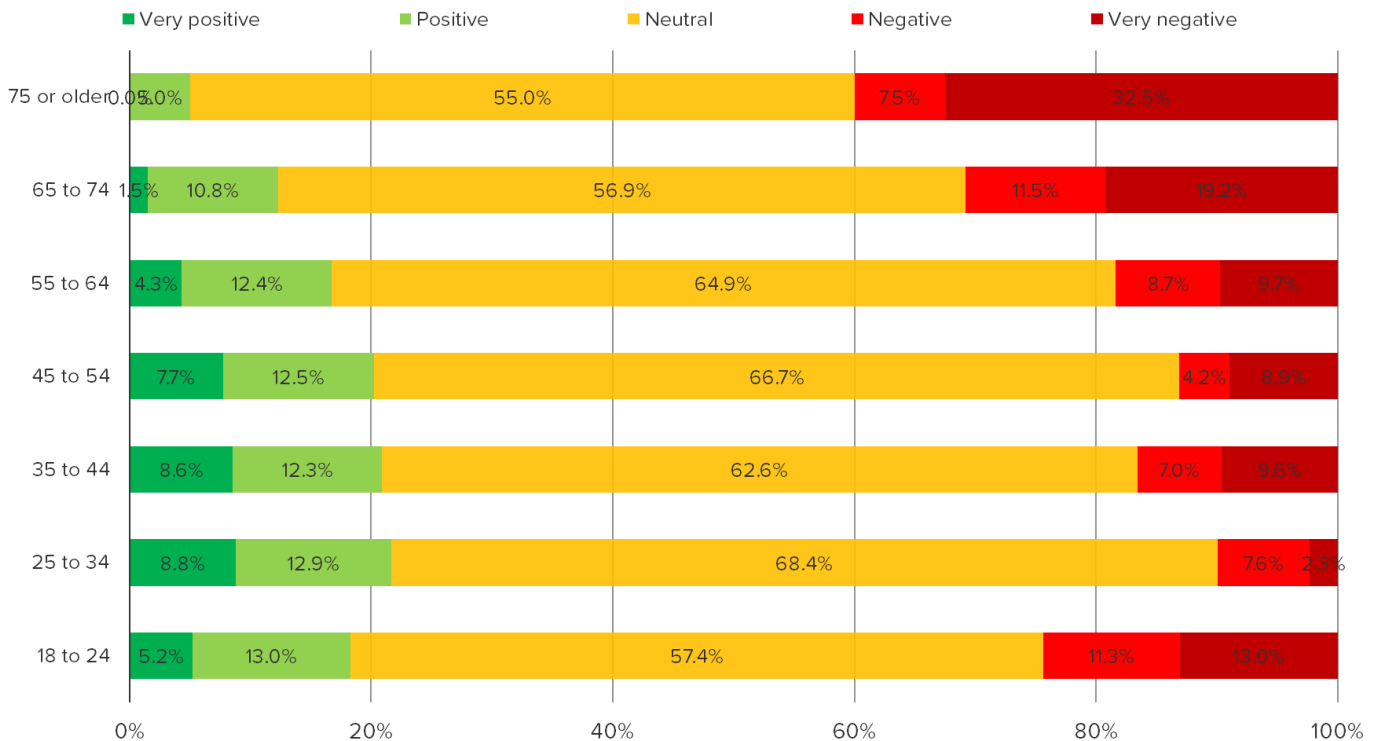


THREADS IS INSTAGRAM'S TEXT-BASED CONVERSATION APP, WHERE COMMUNITIES COME TOGETHER TO DISCUSS EVERYTHING FROM THE TOPICS YOU CARE ABOUT TODAY TO WHAT WILL BE TRENDING TOMORROW. WHAT IS YOUR OPINION OF THIS APP?

This question was posed to all respondents.



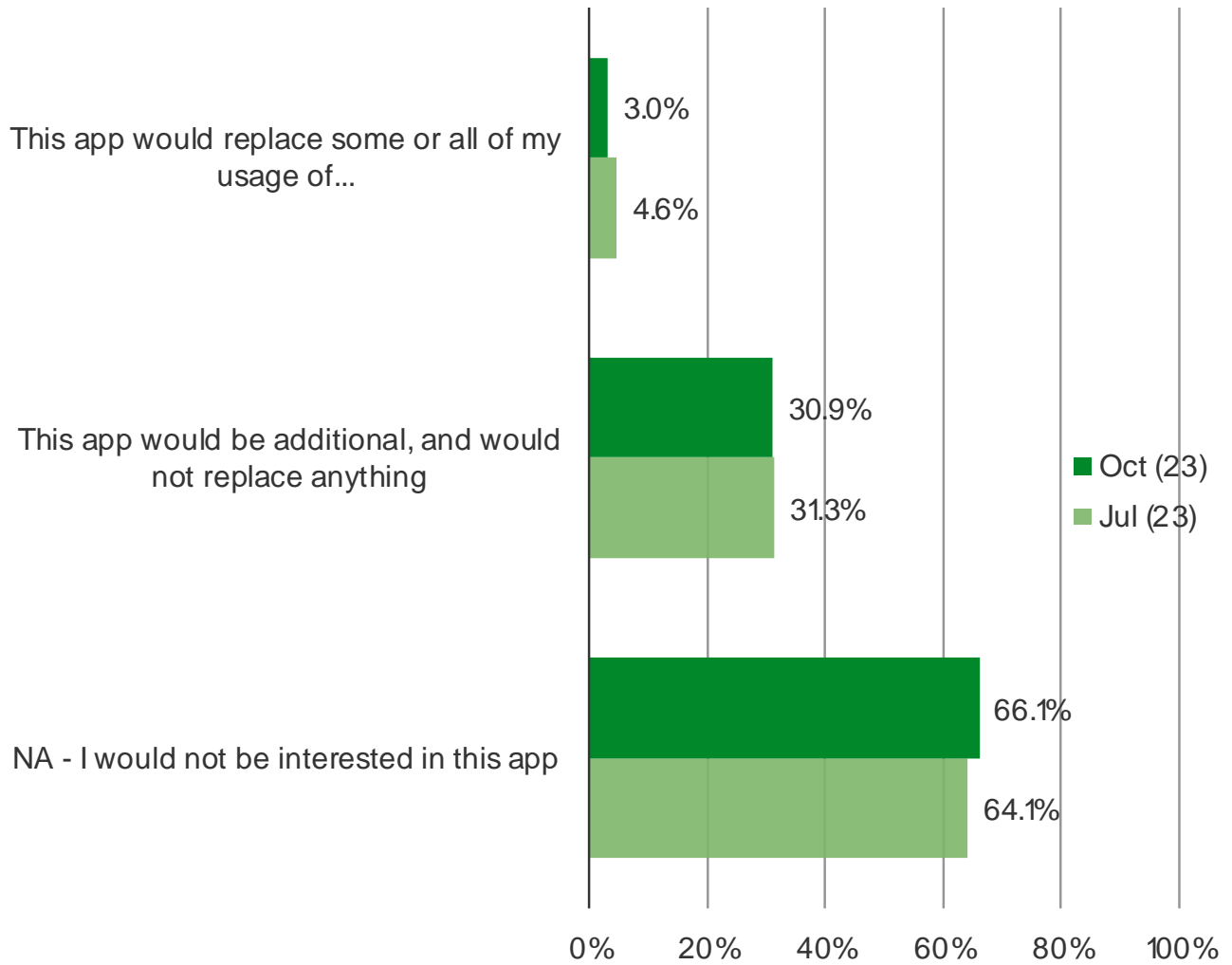
OCTOBER 2023





IF YOU WERE TO USE THIS APP, WOULD IT BE ADDITIONAL TO OTHER SOCIAL MEDIA APPS YOU USE, OR WOULD IT REPLACE ANY OF THE OTHER SOCIAL MEDIA APPS YOU CURRENTLY USE?

This question was posed to all respondents.



IF YOU WERE TO USE THIS APP, WOULD IT BE ADDITIONAL TO OTHER SOCIAL MEDIA APPS YOU USE, OR WOULD IT REPLACE ANY OF THE OTHER SOCIAL MEDIA APPS YOU CURRENTLY USE?

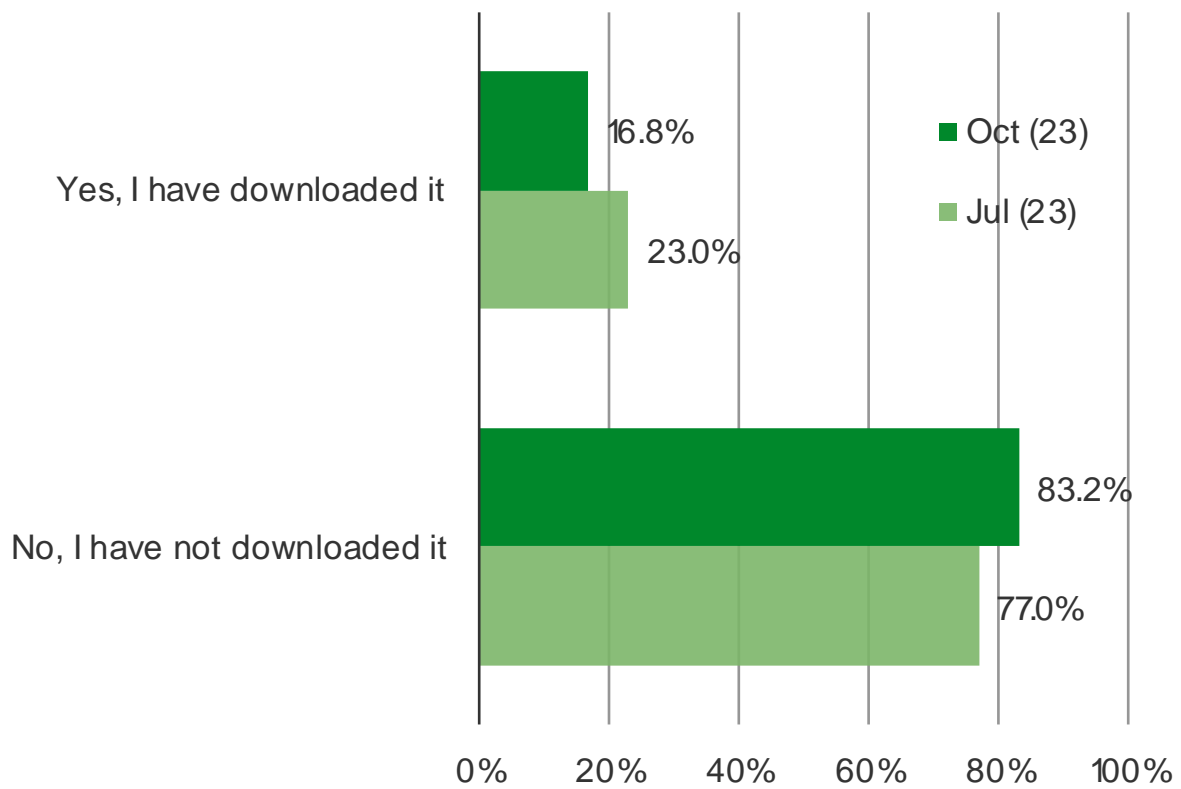
Respondents who selected that it would replace some or all usage of another app...

App is would replace...



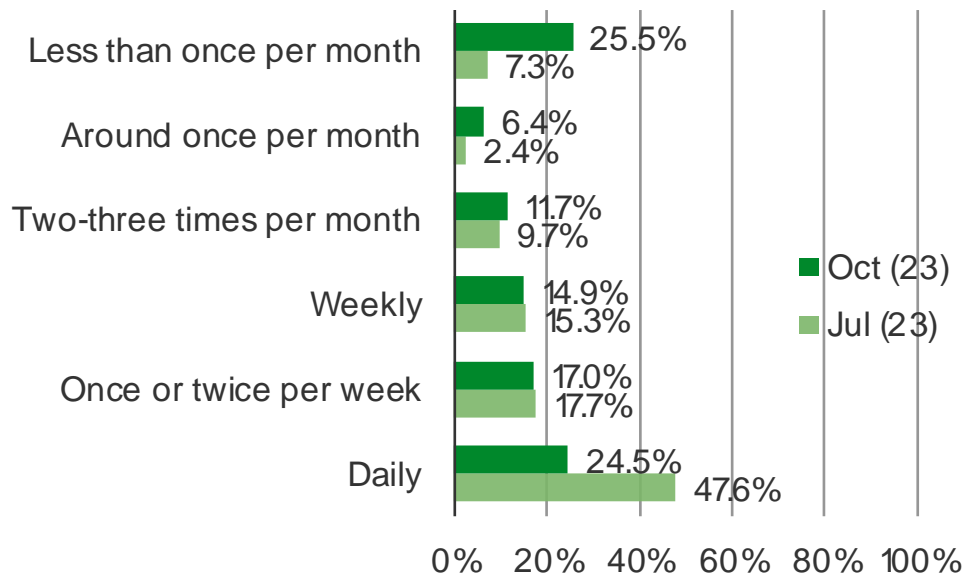
HAVE YOU DOWNLOADED THREADS ON YOUR SMARTPHONE?

This question was posed to all respondents.



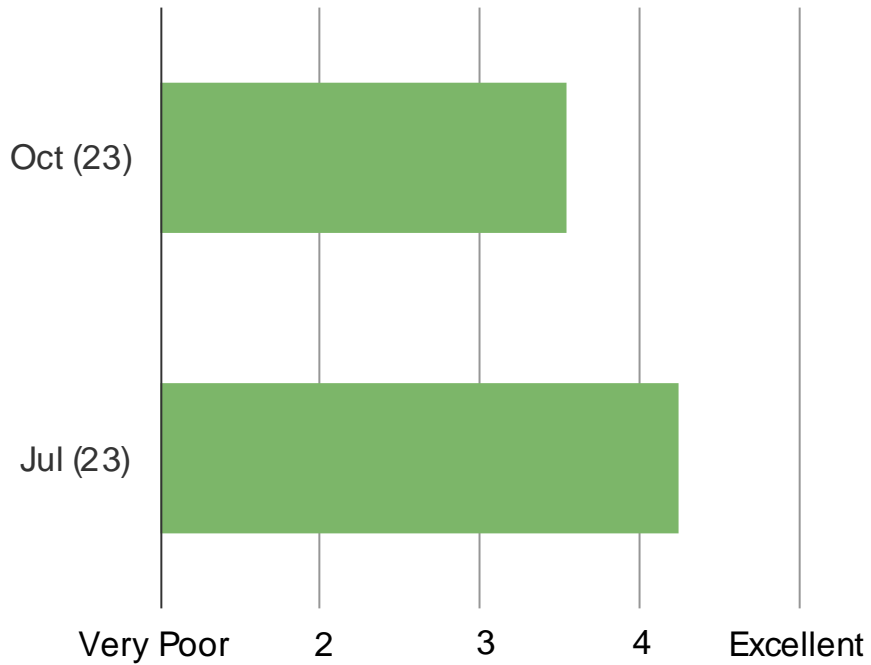
HOW OFTEN DO YOU EXPECT TO USE THREADS GOING FORWARD?

This question was posed to all respondents who have downloaded Threads (N = 94).



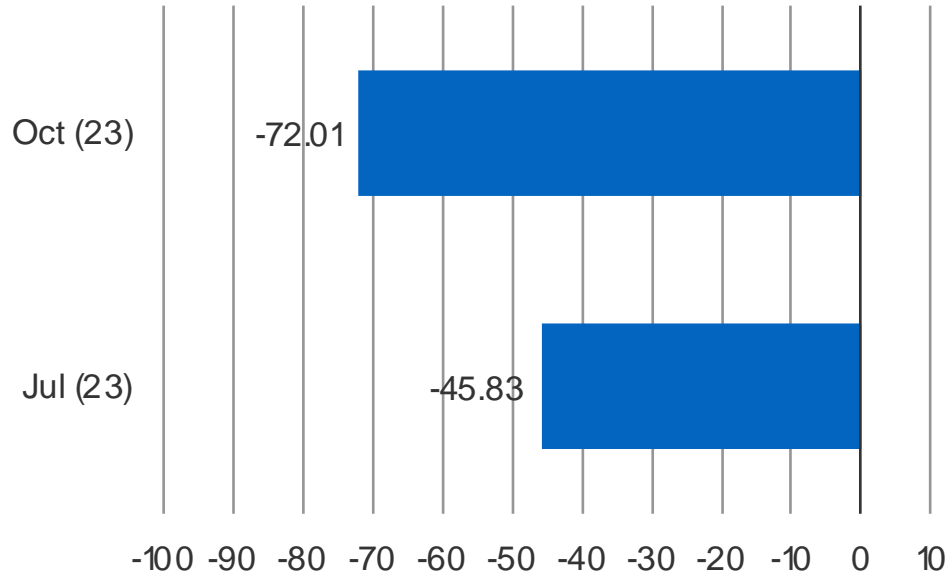
HOW WOULD YOU RATE THREADS SO FAR?

This question was posed to all respondents who have downloaded Threads.

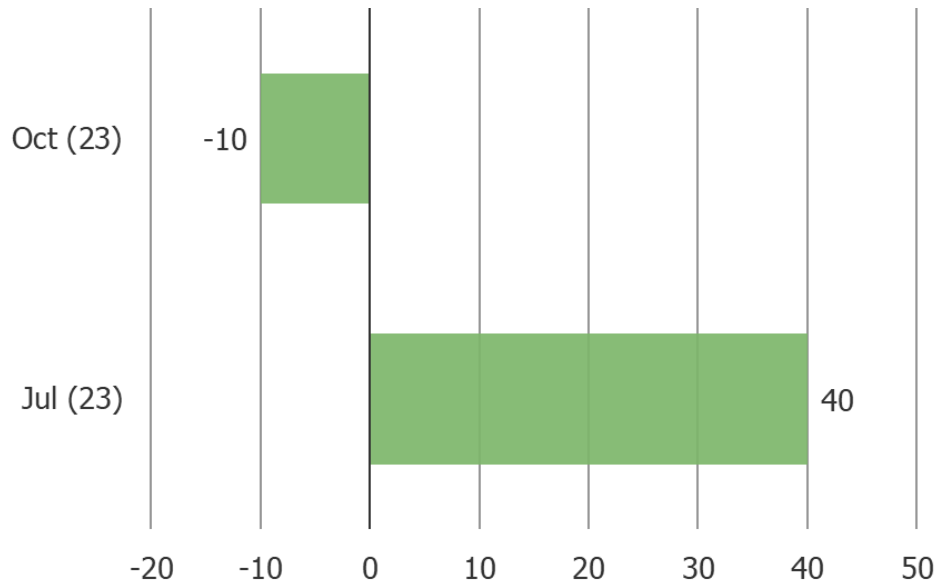


NPS SCORE | HOW LIKELY IS IT THAT YOU WOULD RECOMMEND THREADS, AN INSTAGRAM APP TO A FRIEND OR COLLEAGUE?

This question was posed to all respondents who are aware of Threads.



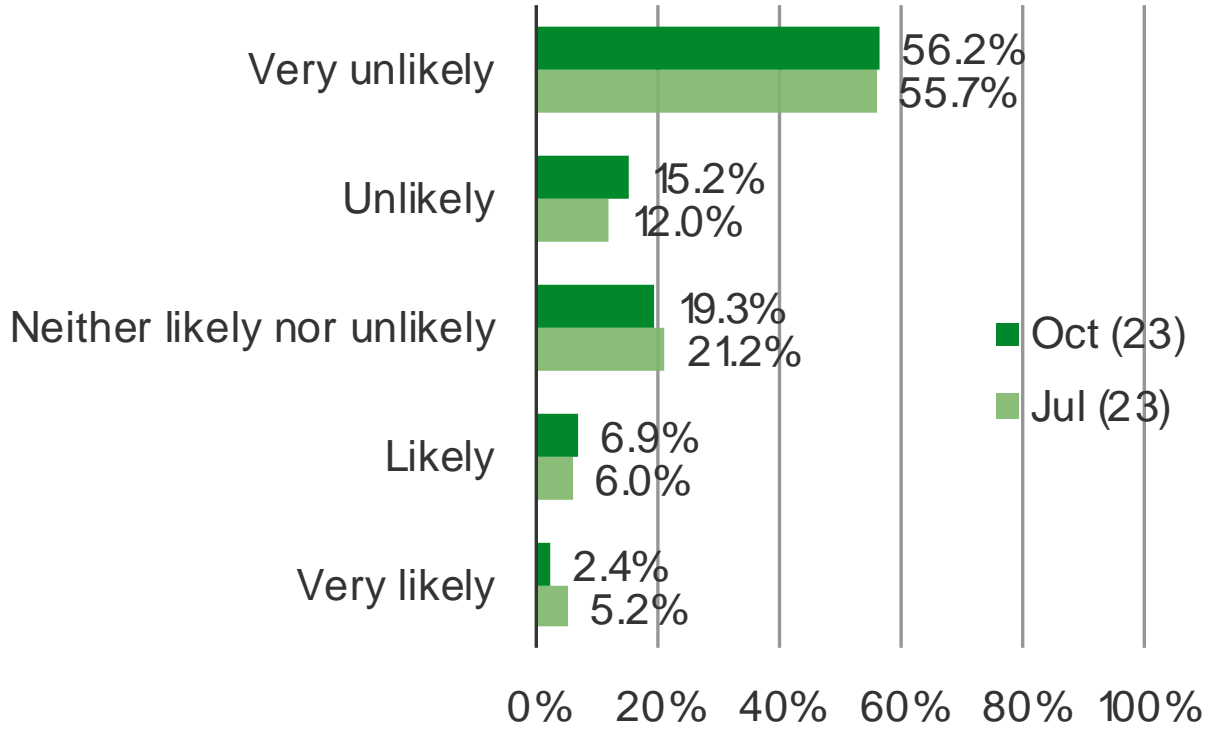
This question was posed to all respondents who have downloaded Threads (N = 94).





HOW LIKELY ARE YOU TO DOWNLOAD THREADS, AN INSTAGRAM APP?

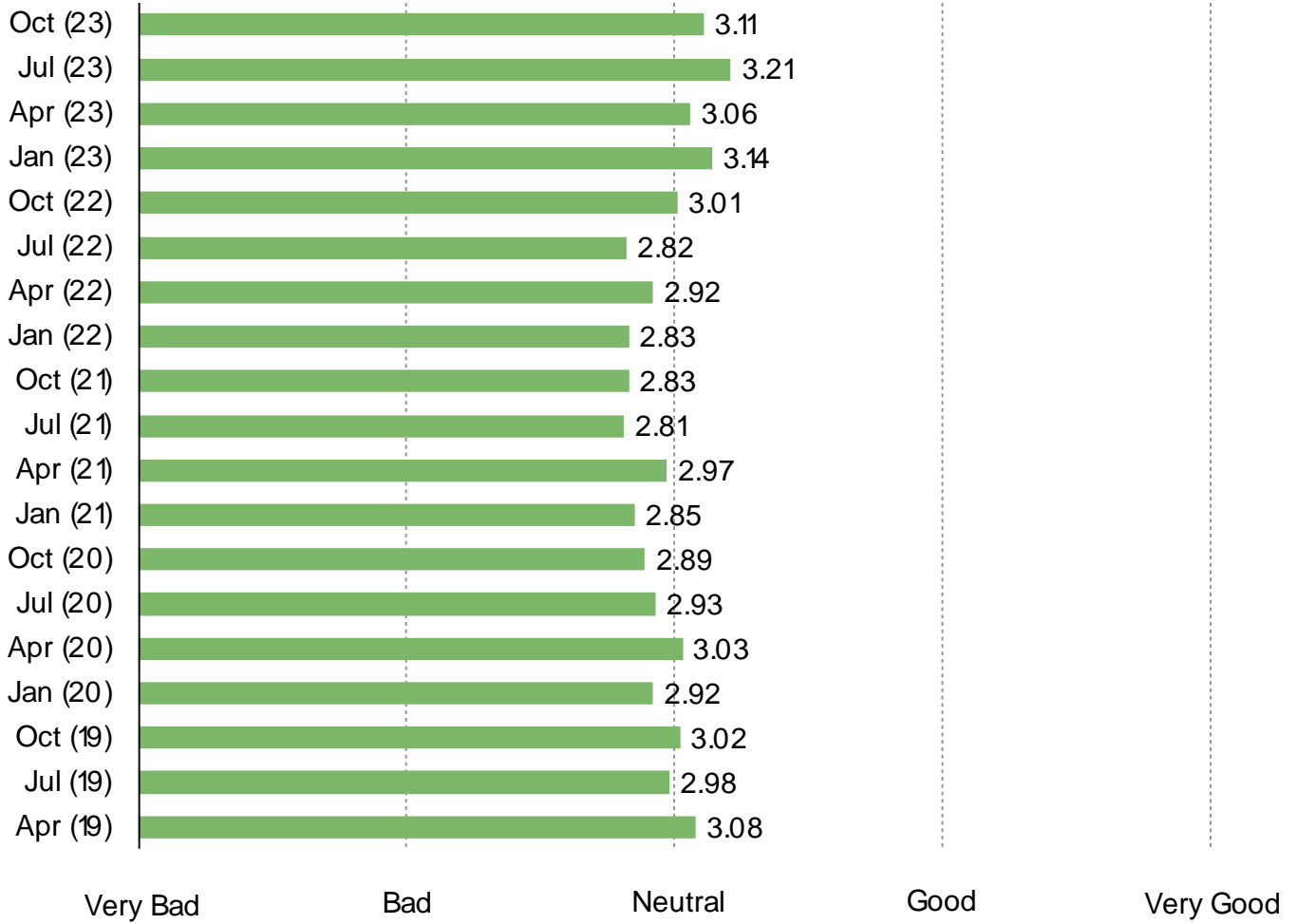
This question was posed to all respondents who have not downloaded Threads.



# SOCIAL MEDIA SECTOR AND COMPETITIVE DYNAMICS QUESTIONS

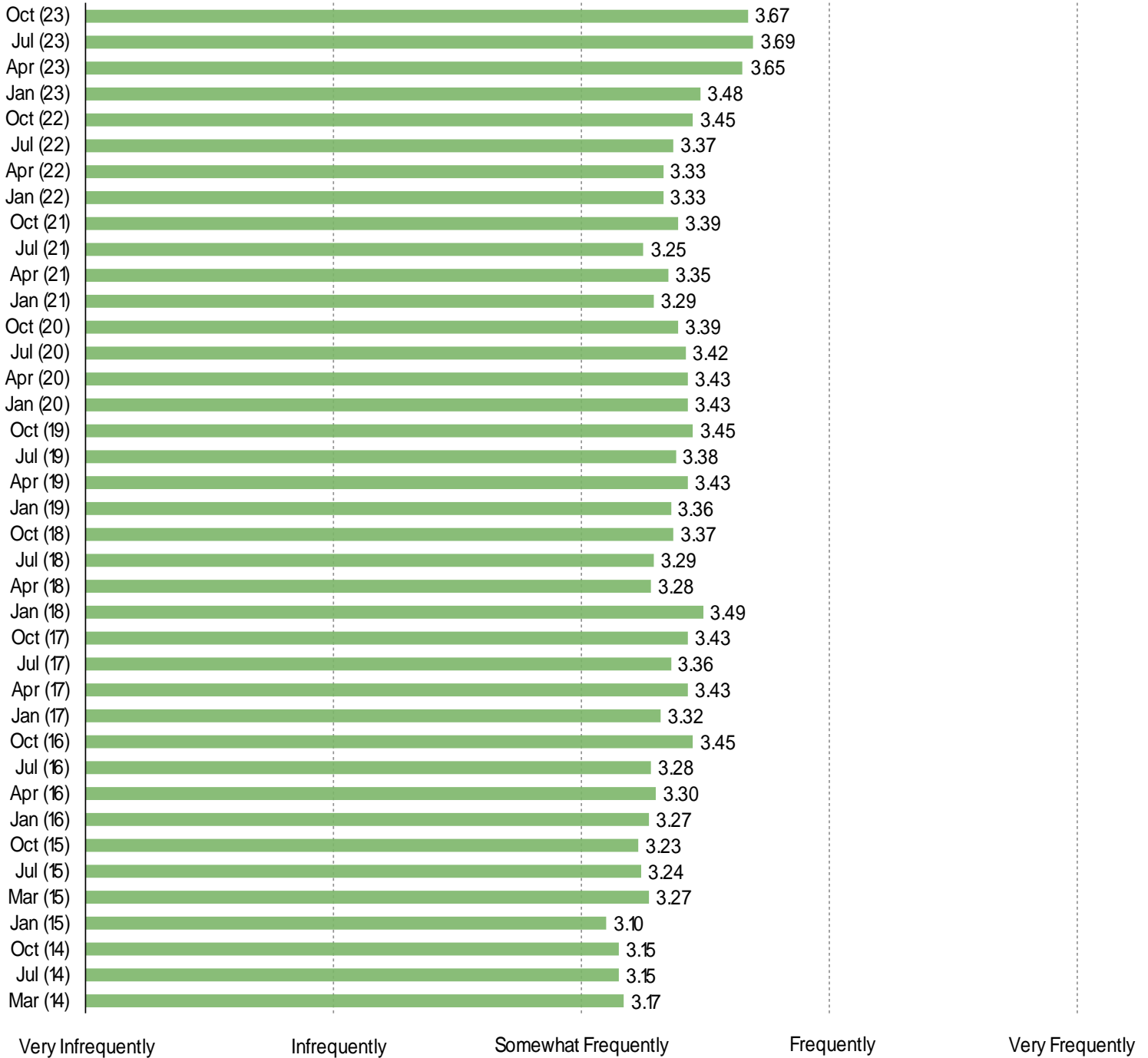
IN YOUR OPINION, IS SOCIAL MEDIA IN GENERAL A GOOD THING OR A BAD THING?

Posed to all respondents



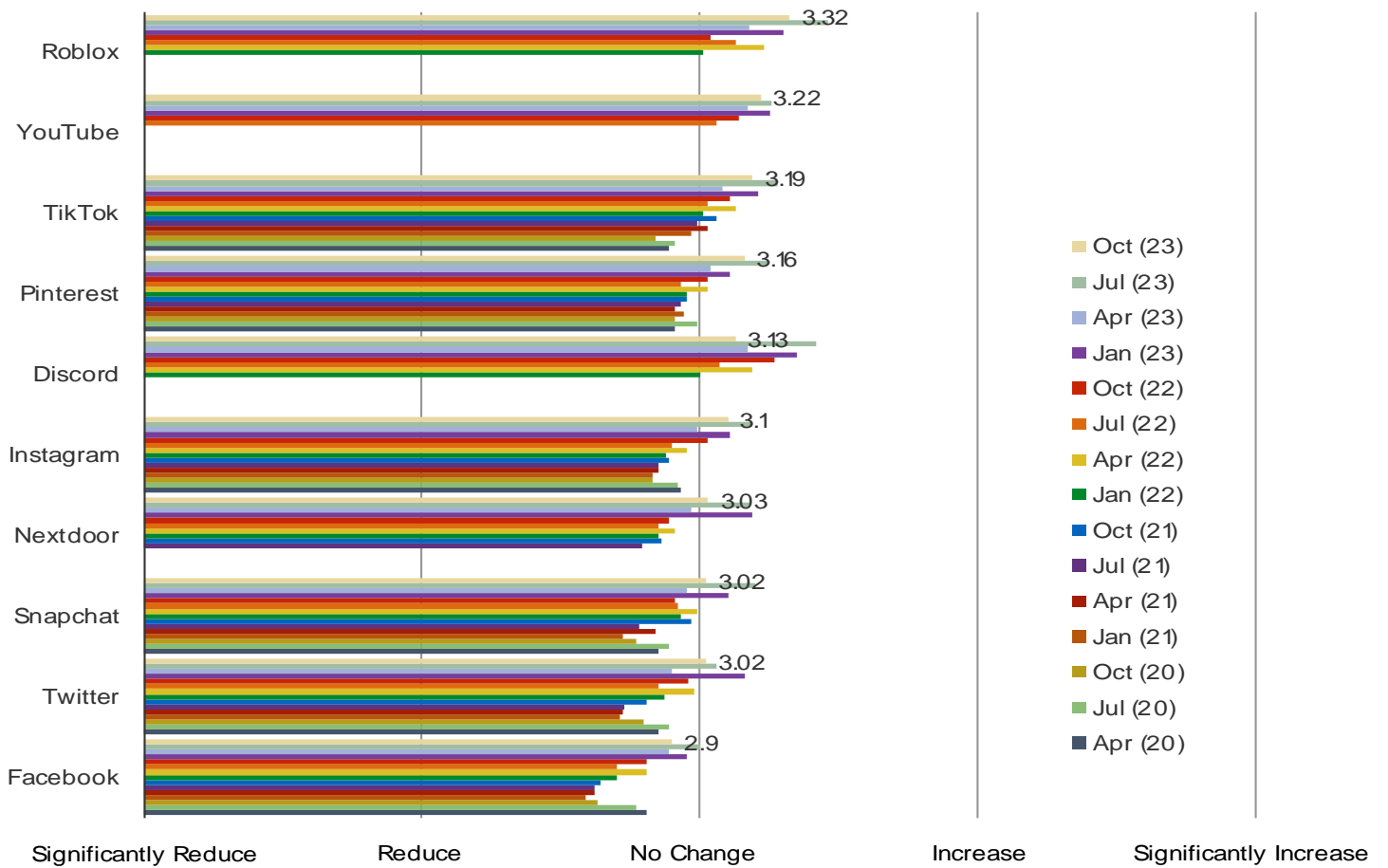
SOCIAL MEDIA USAGE FREQUENCY

Posed to all consumers.



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

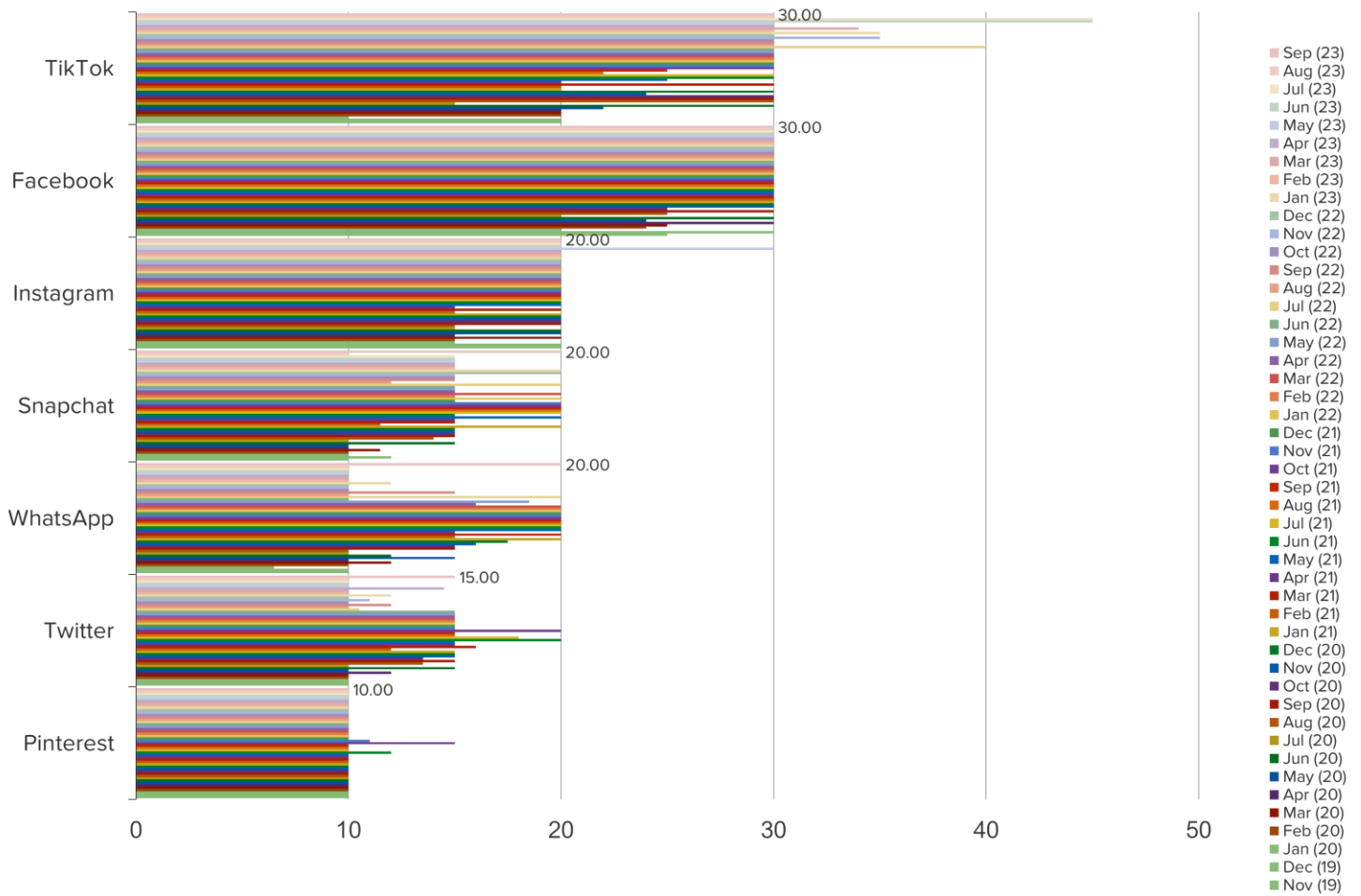
Posed to respondents who use the following platforms.



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

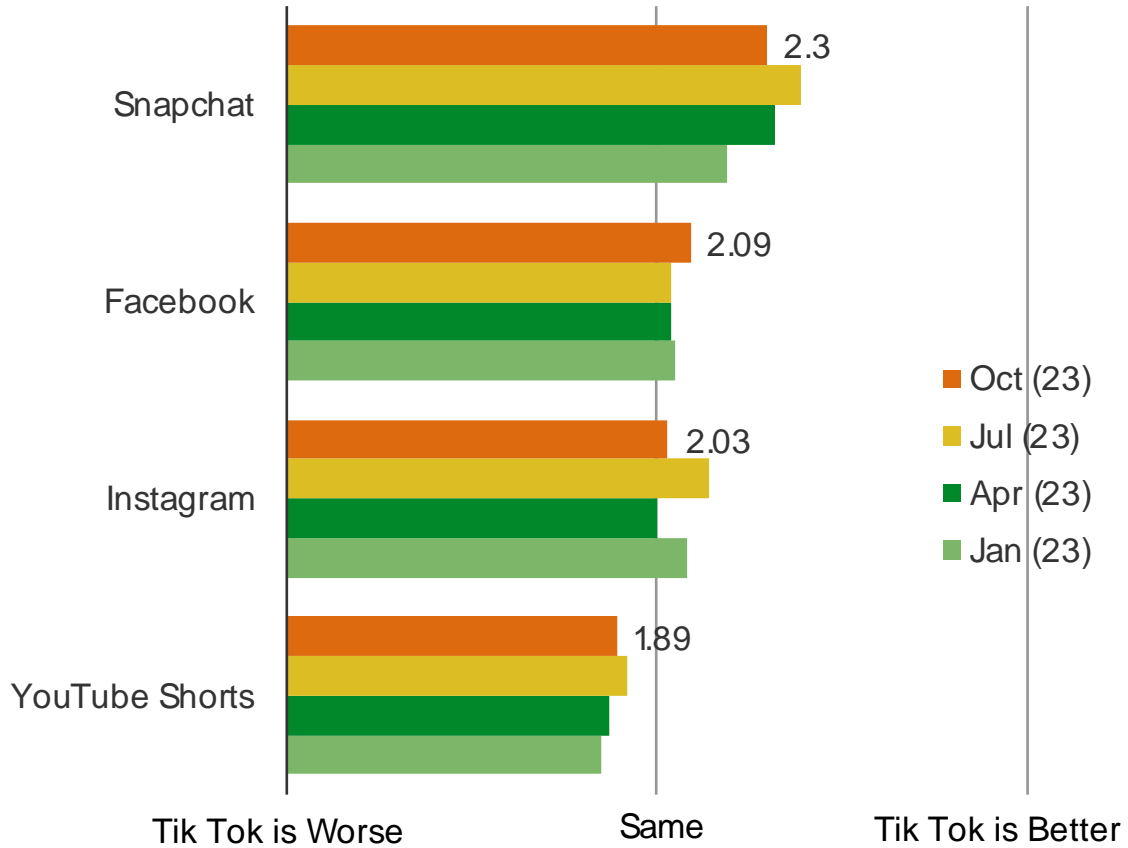
Posed to daily visitors of each platform.

Chart Shows Median



IN YOUR OPINION, HOW DOES THE FEED OF VIDEOS ON TIKTOK COMPARE TO THE FEED OF VIDEOS ON...

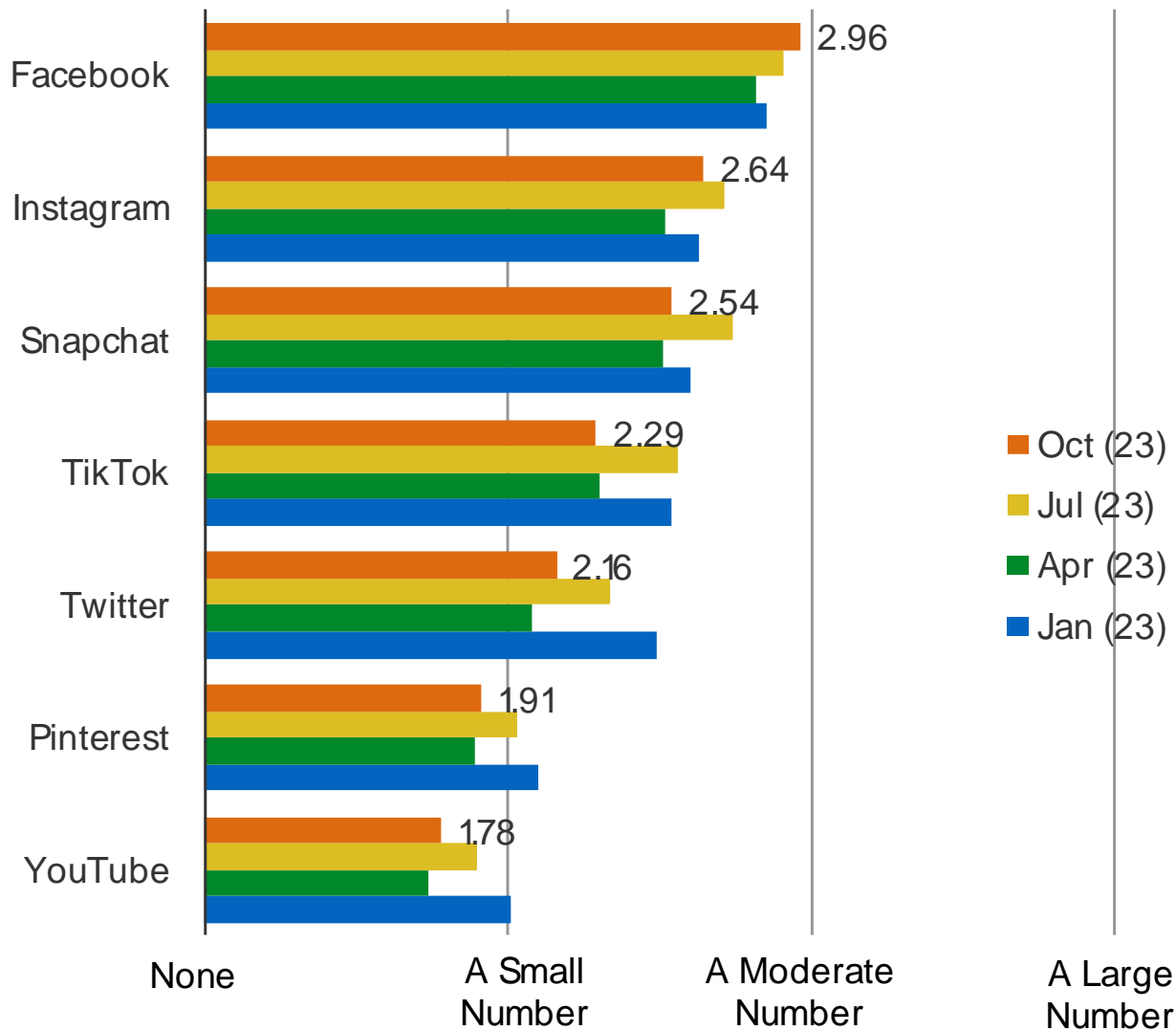
This question was posed respondents who watch multiple videos in a row on TikTok AND on each of the following platforms.



	N=
Browses Videos on TikTok and Facebook	383
Browses Videos on TikTok and Instagram	290
Browses Videos on TikTok and Snapchat	148
Browses Videos on TikTok and YouTube Shorts	365

HOW MANY FRIENDS/FAMILY ARE YOU CONNECTED TO ON THE FOLLOWING PLATFORMS...

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

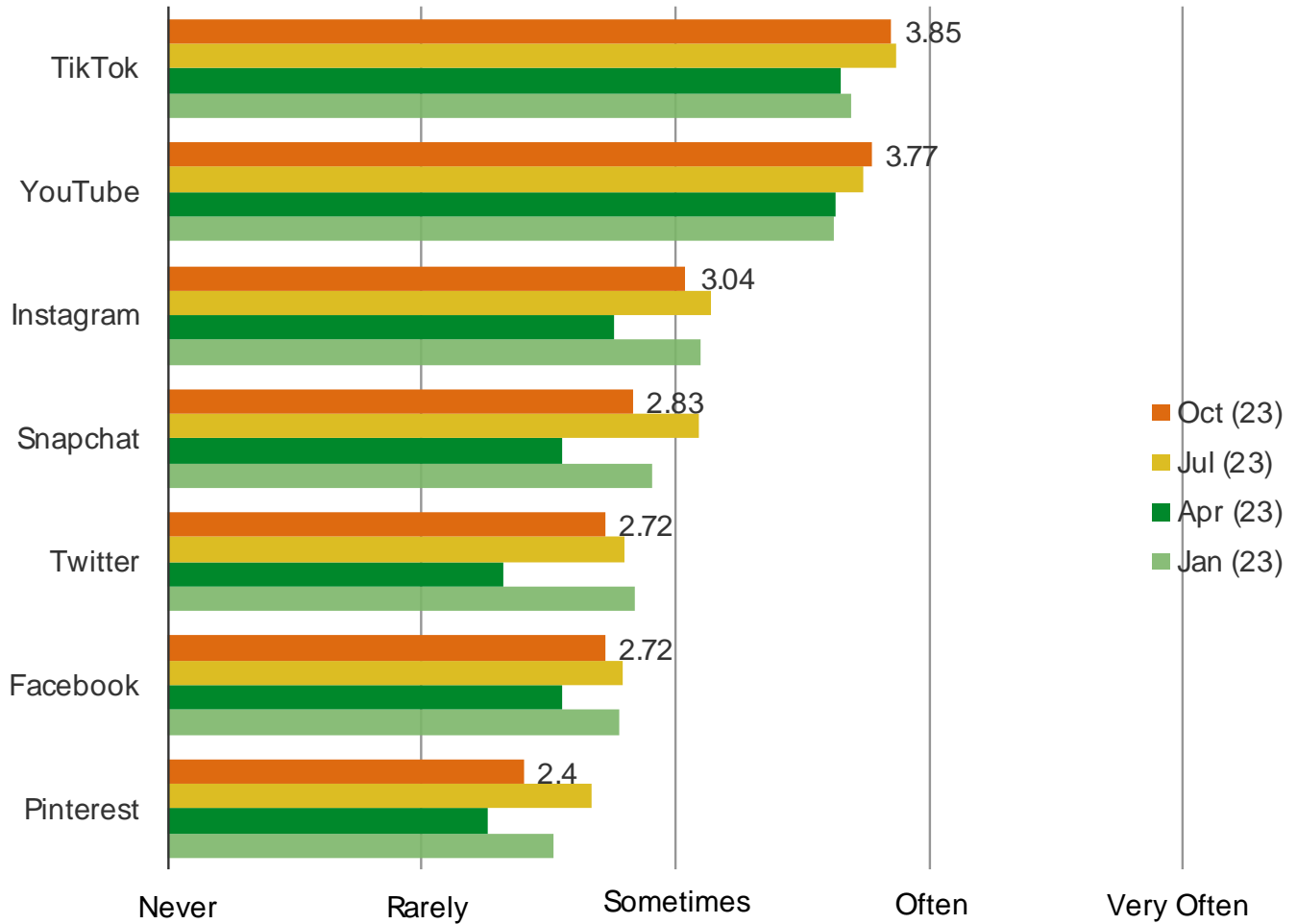


	N=
Facebook	762
Twitter	327
Snapchat	332
Instagram	526
Pinterest	397
TikTok	416
YouTube	815



HOW OFTEN DO YOU VISIT THE FOLLOWING JUST TO WATCH VIDEO CONTENT?

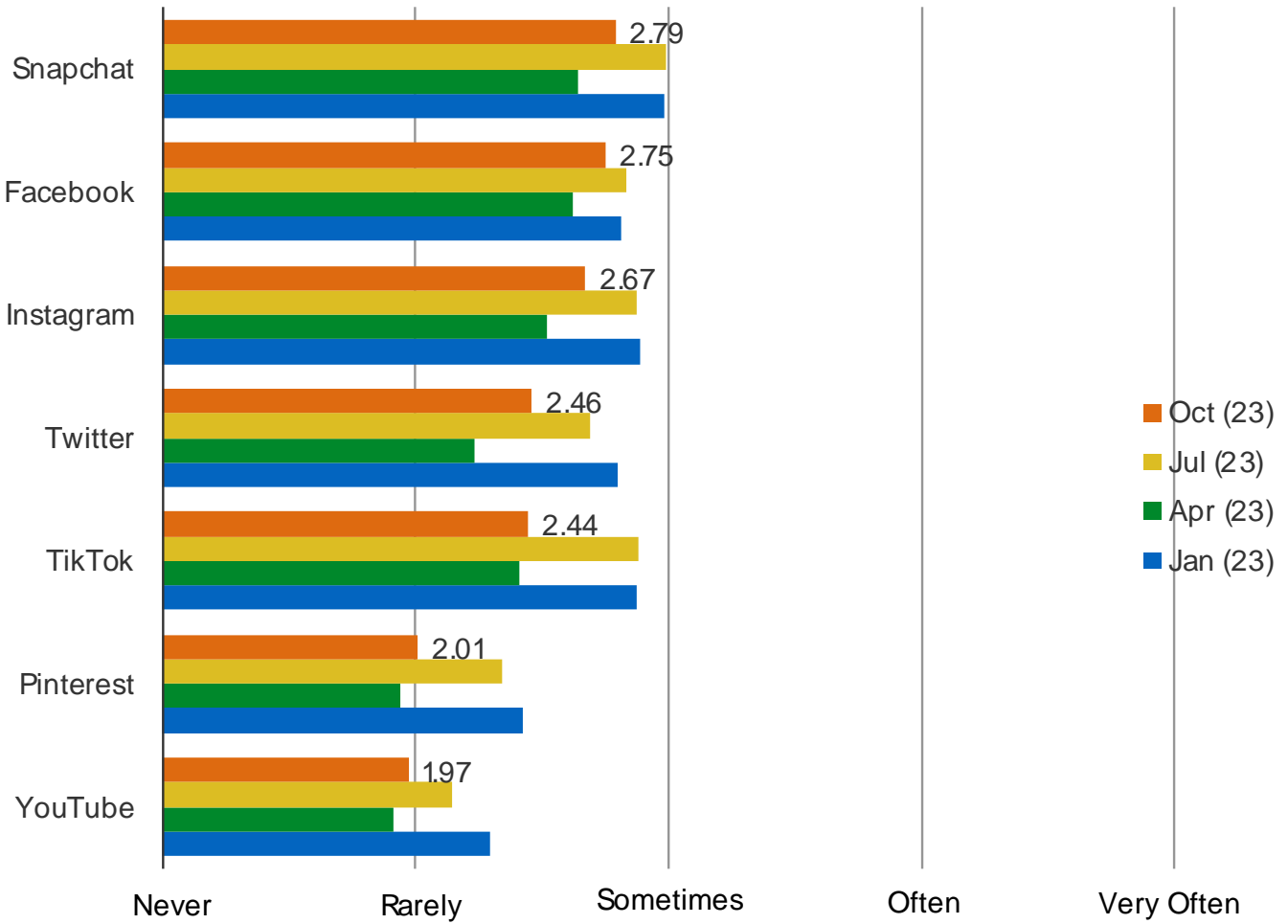
This question was posed to all respondents who use each of the below.



	N=
Facebook	762
Twitter	327
Snapchat	332
Instagram	526
Pinterest	397
TikTok	416
YouTube	815

HOW OFTEN DO YOU VISIT THE FOLLOWING TO ACTUALLY POST CONTENT OF YOUR OWN?

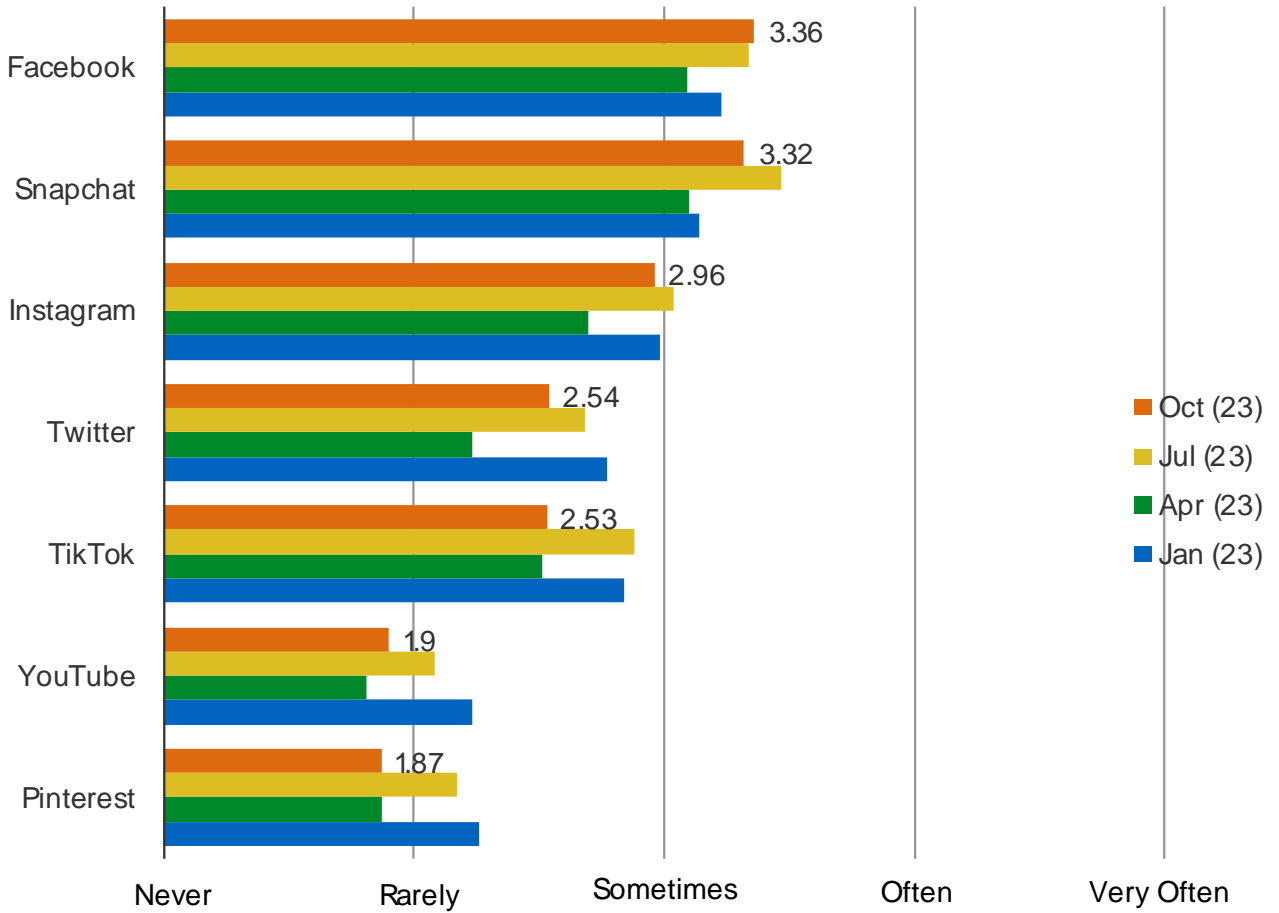
This question was posed to all respondents who use each of the below.



	N=
Facebook	762
Twitter	327
Snapchat	332
Instagram	526
Pinterest	397
TikTok	416
YouTube	815

HOW OFTEN DO YOU VISIT THE FOLLOWING TO MESSAGE OR COMMUNICATE WITH OTHER PEOPLE?

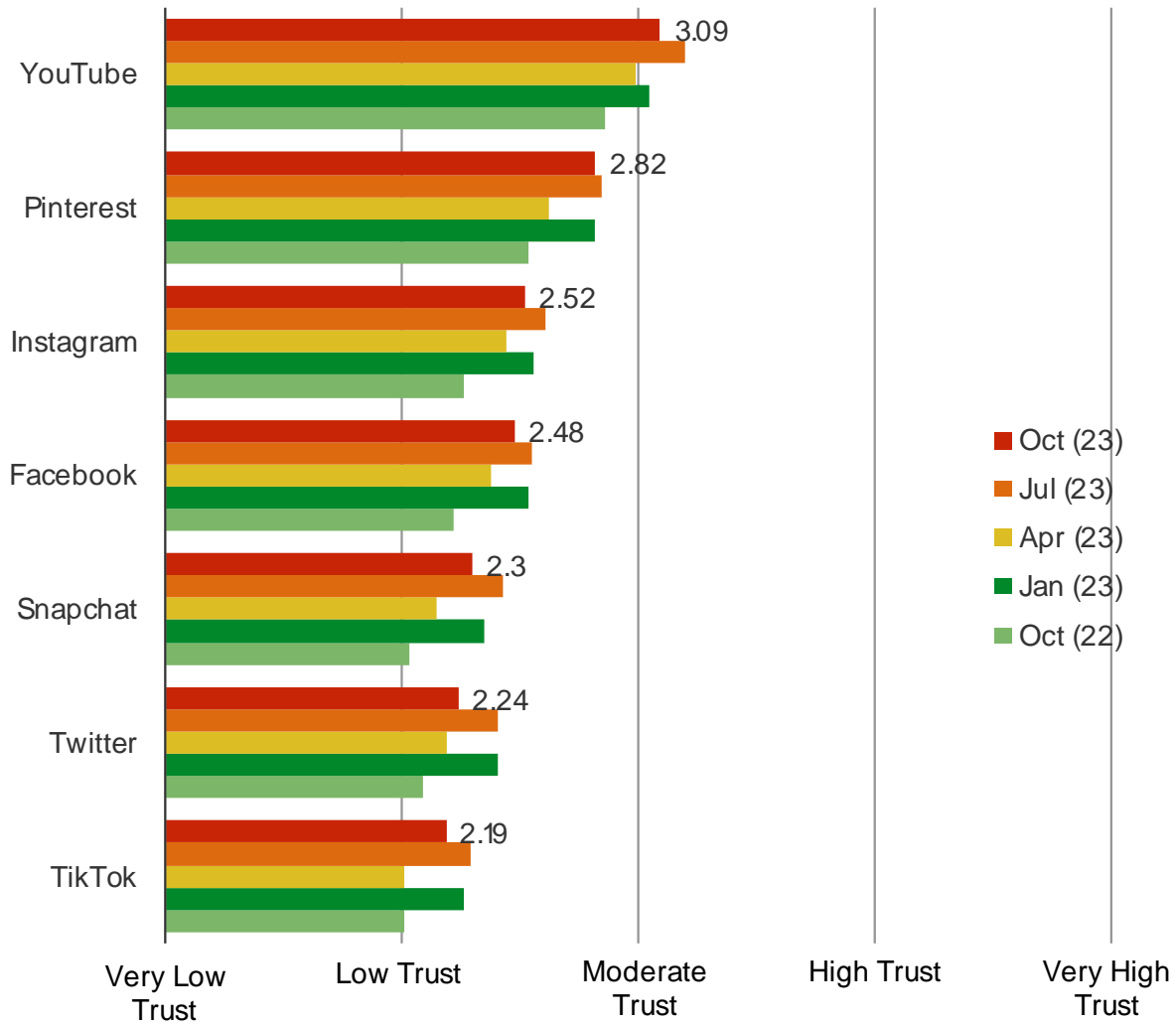
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Snapchat	332
Instagram	526
Pinterest	397
TikTok	416
YouTube	815

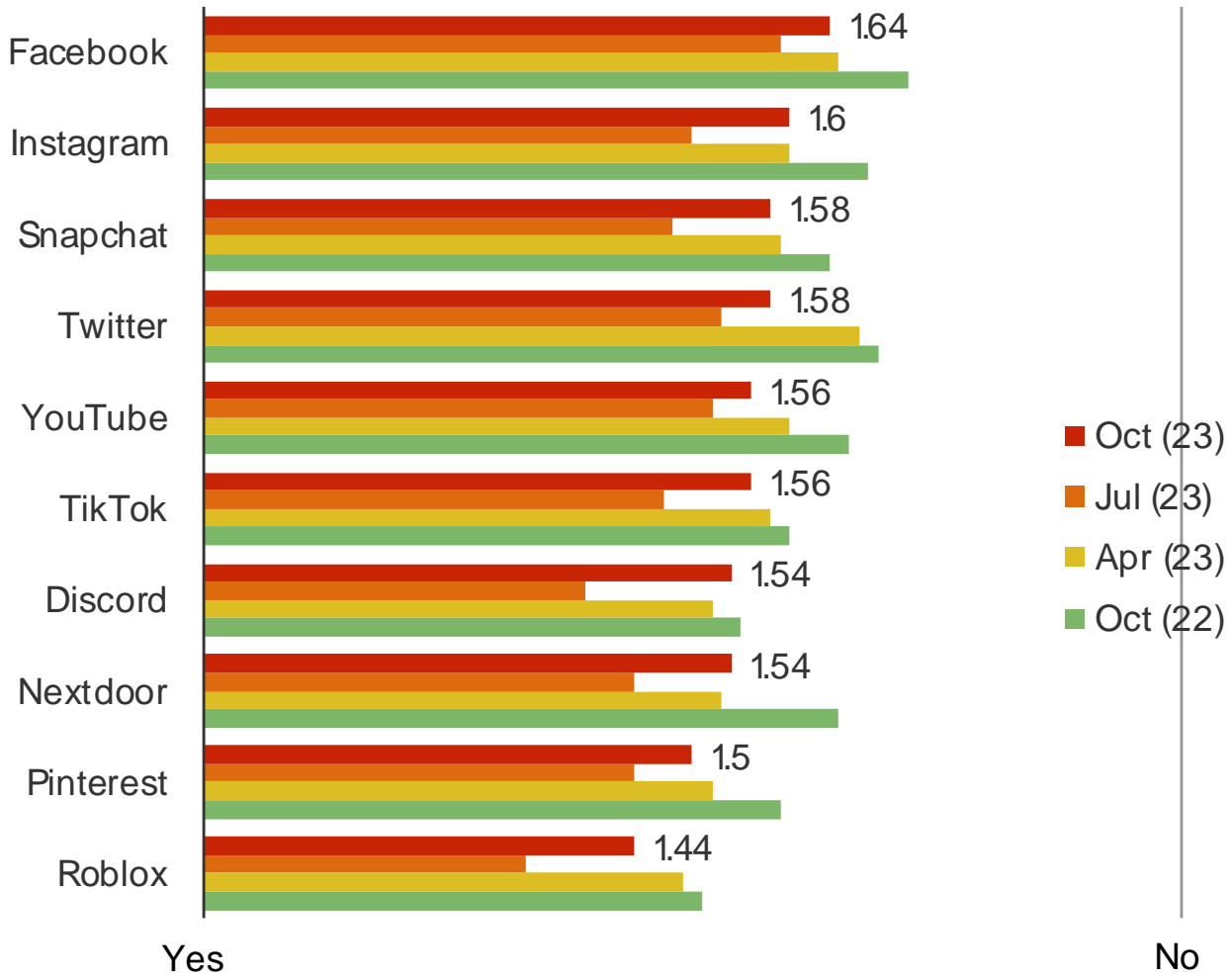
HOW MUCH TRUST DO YOU HAVE IN EACH OF THE FOLLOWING?

This question was posed to all respondents.



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

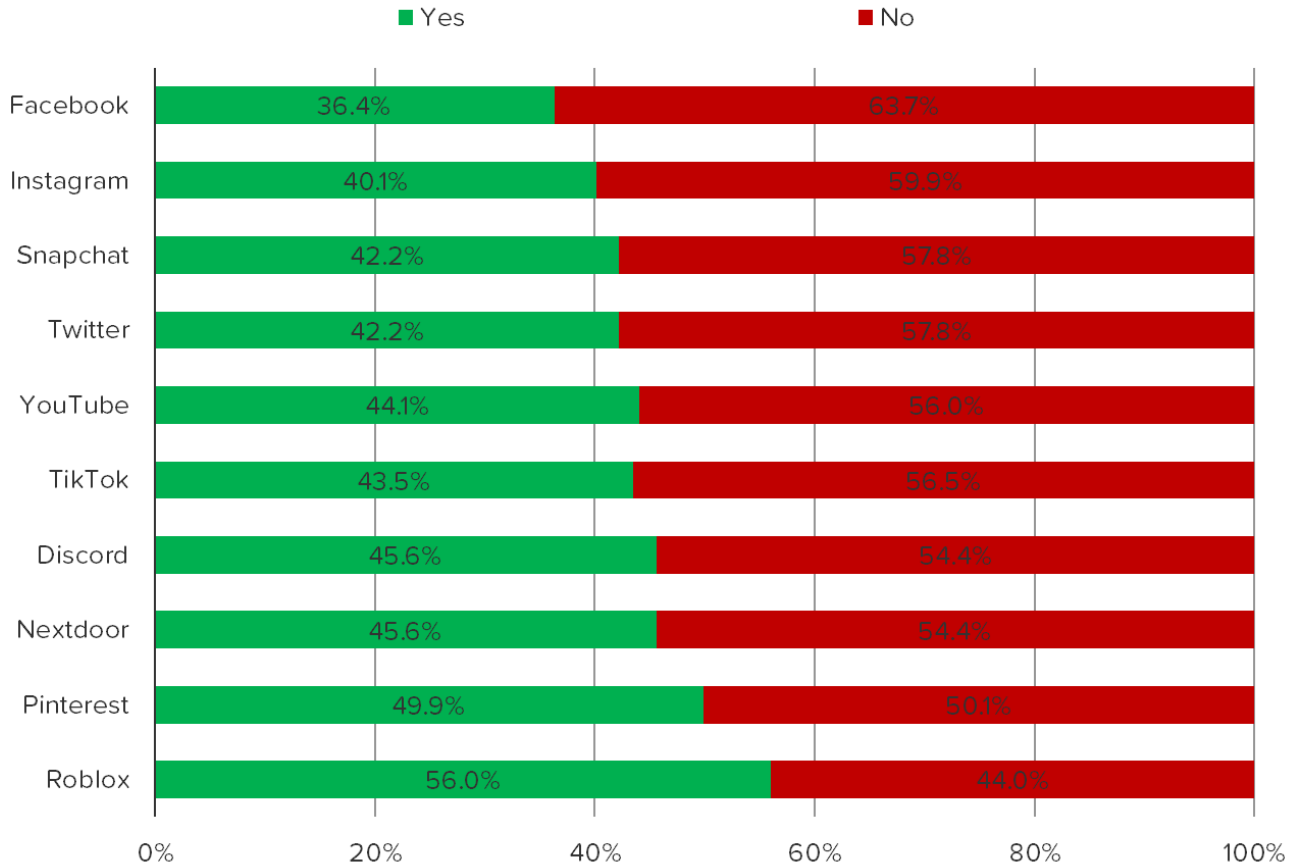
This question was posed to all respondents who use each of the below.



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TikTok	416
YouTube	815
Nextdoor	182
Discord	160
Roblox	91

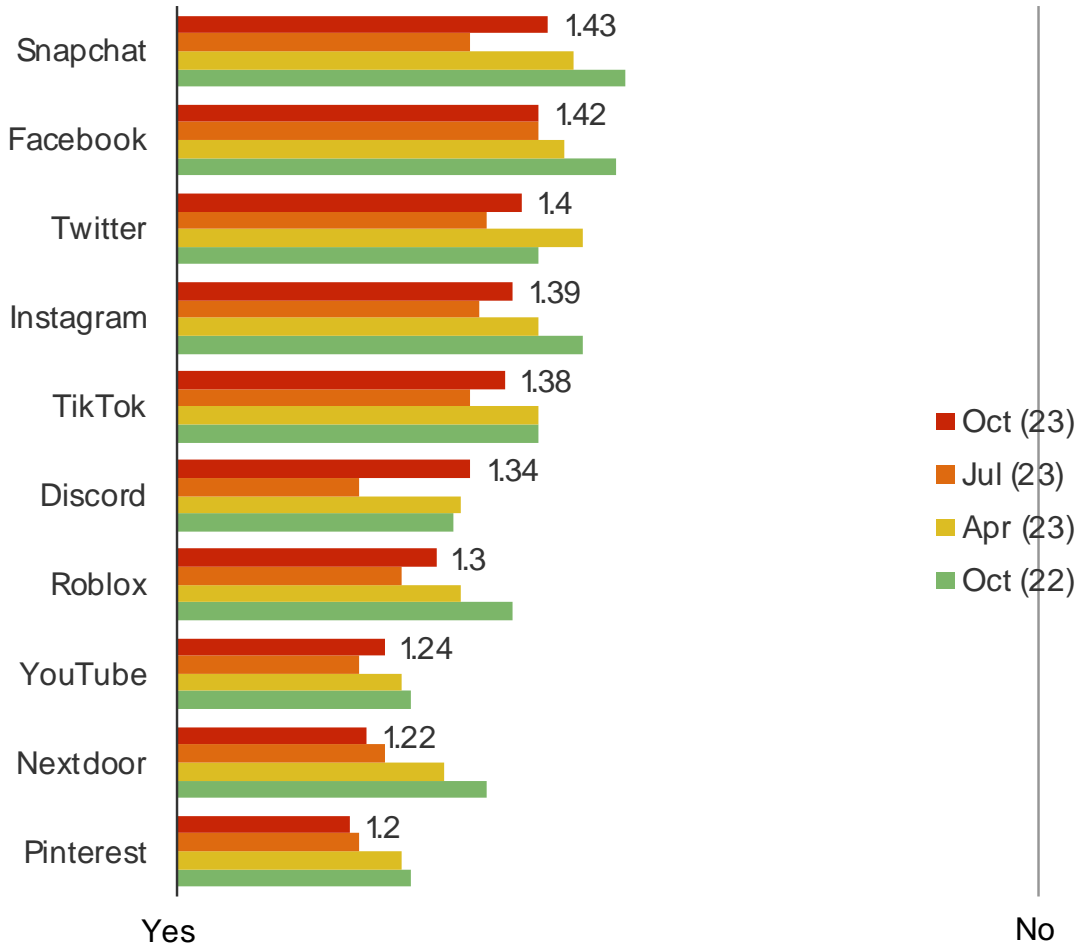
DO YOU FEEL THE FOLLOWING CARE(S) ABOUT YOU?

October 2023.



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

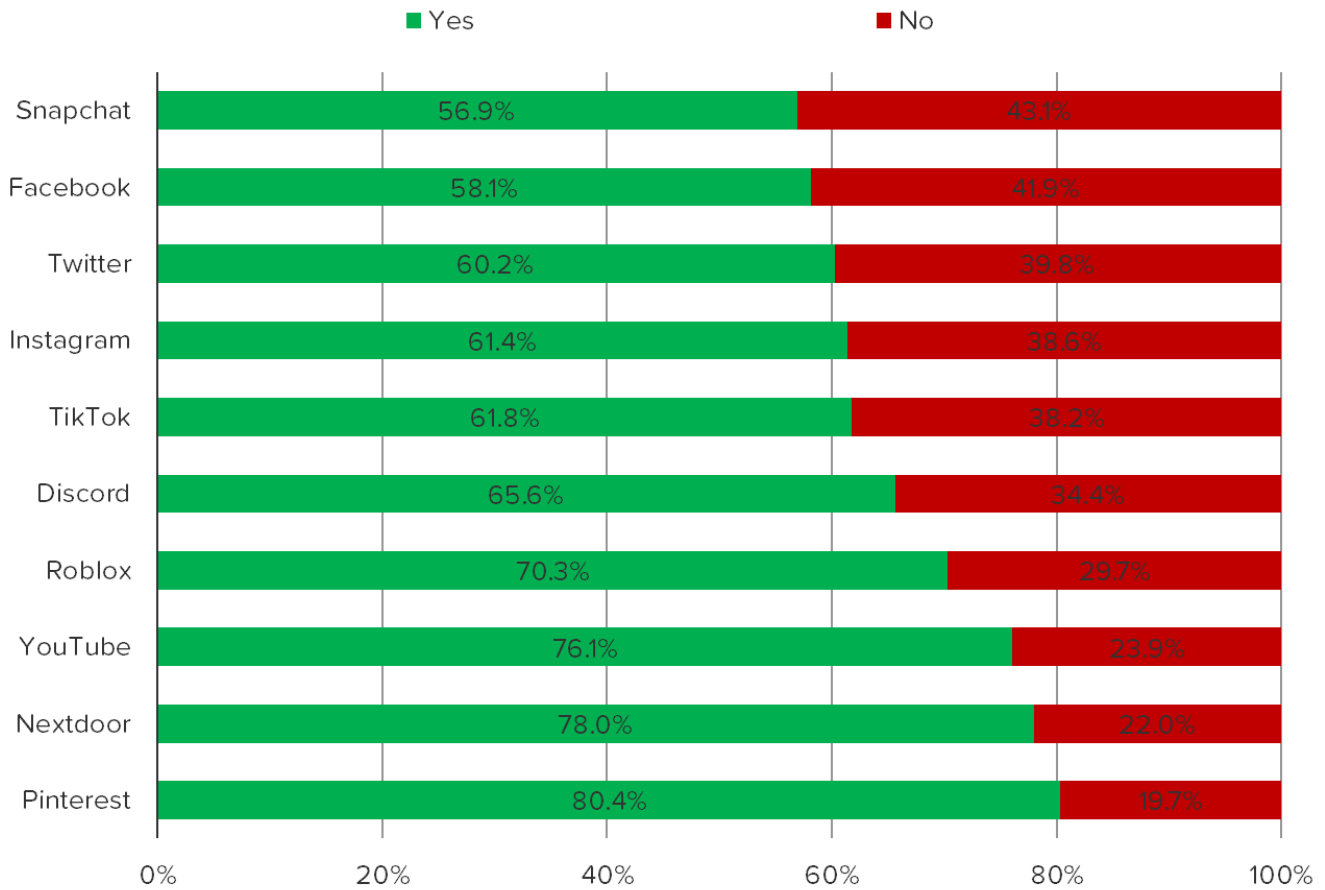
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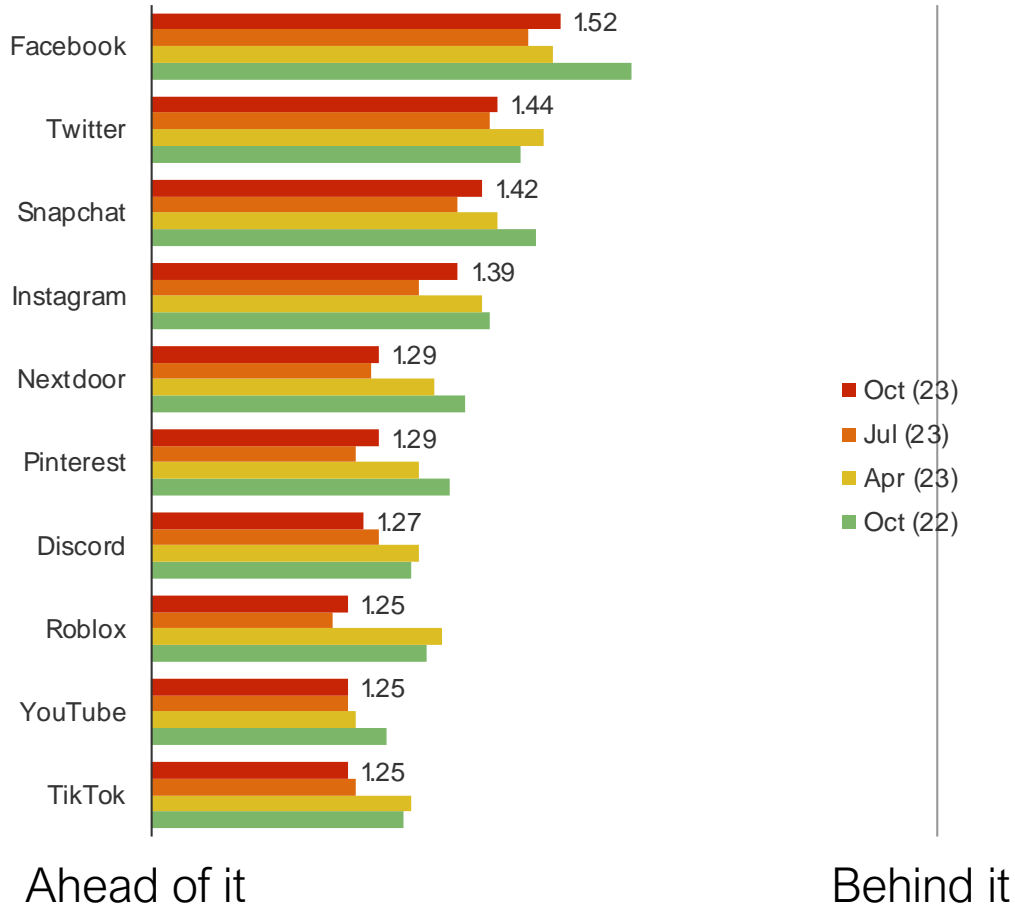
October 2023.





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

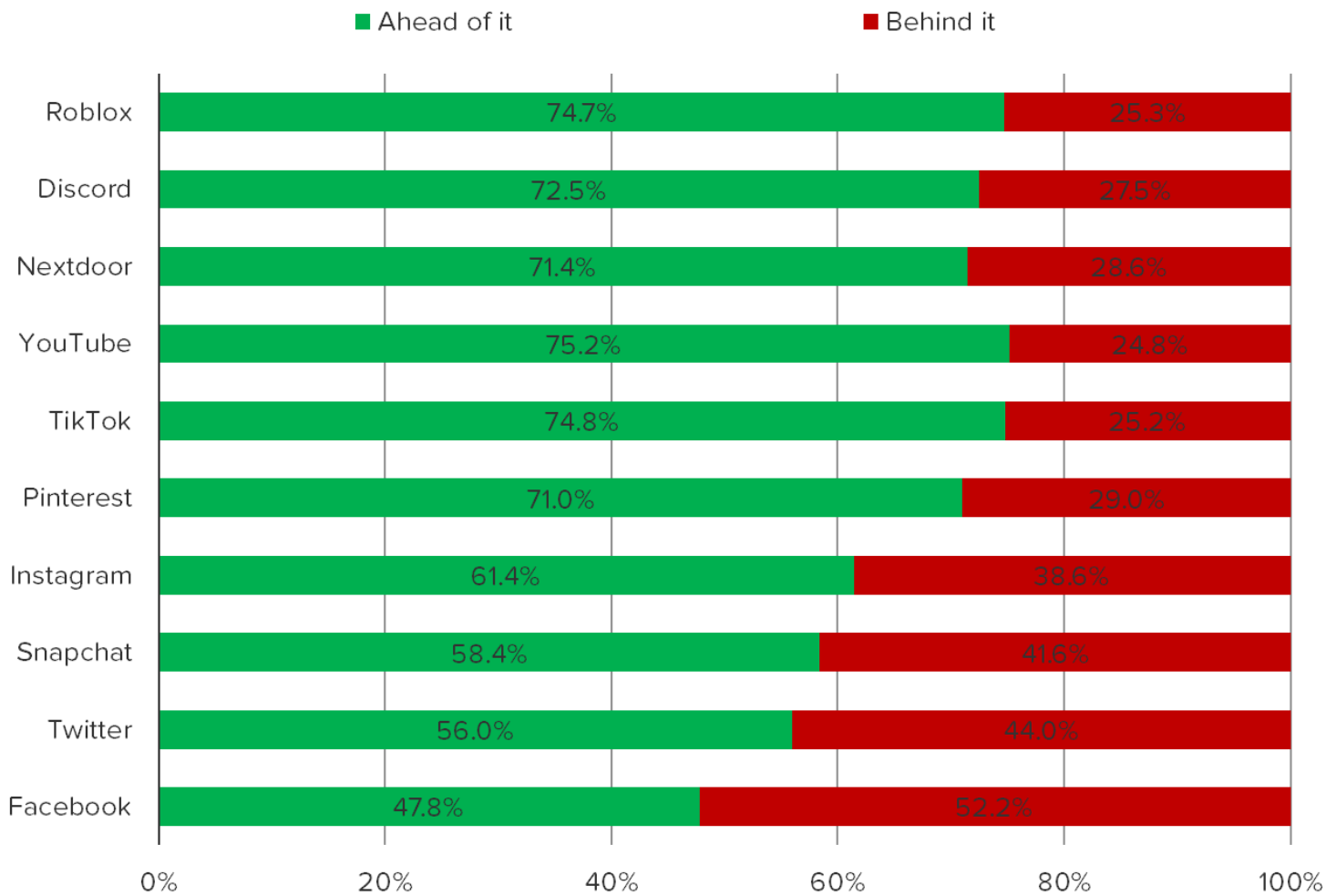
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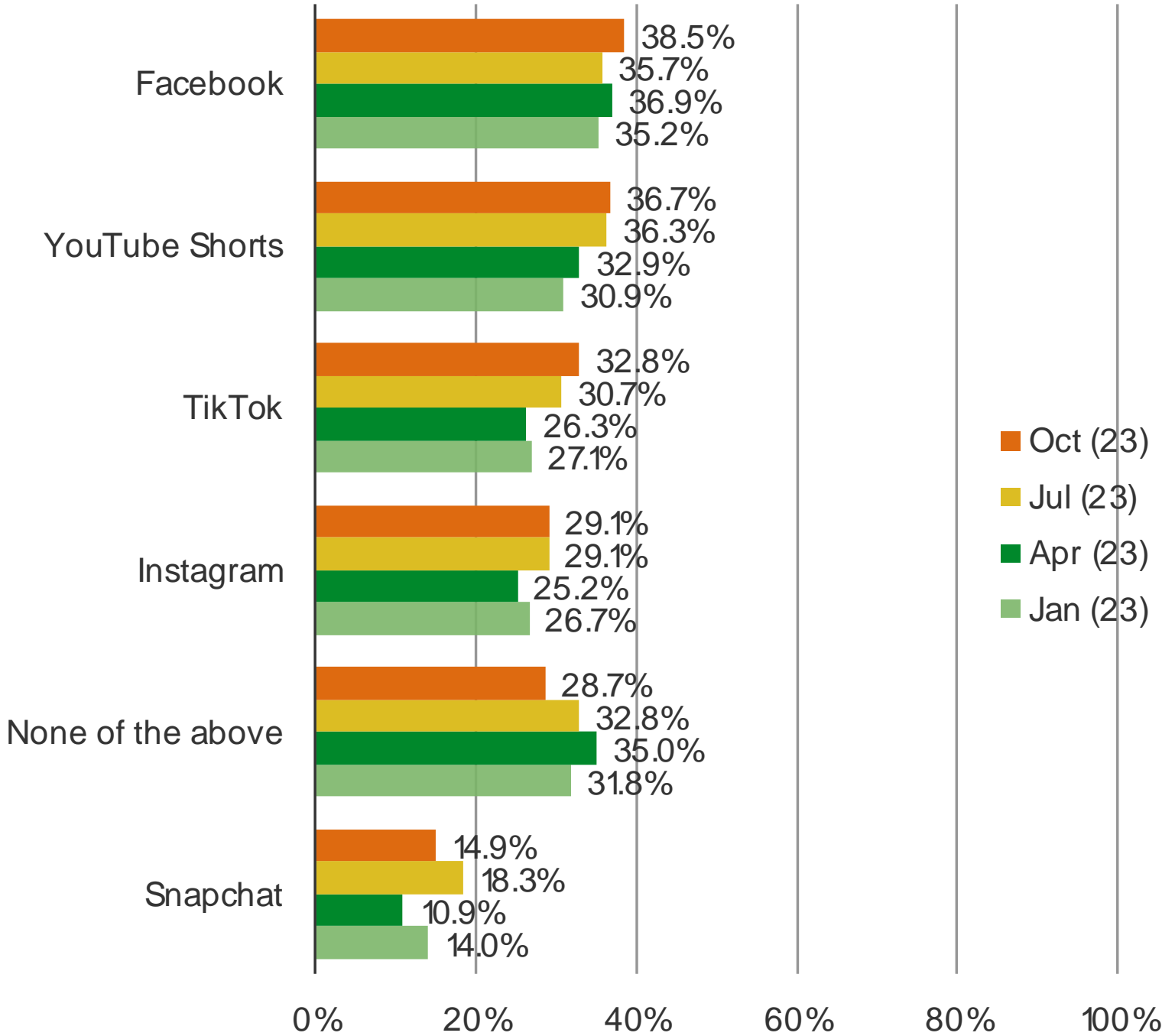
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October 2023.



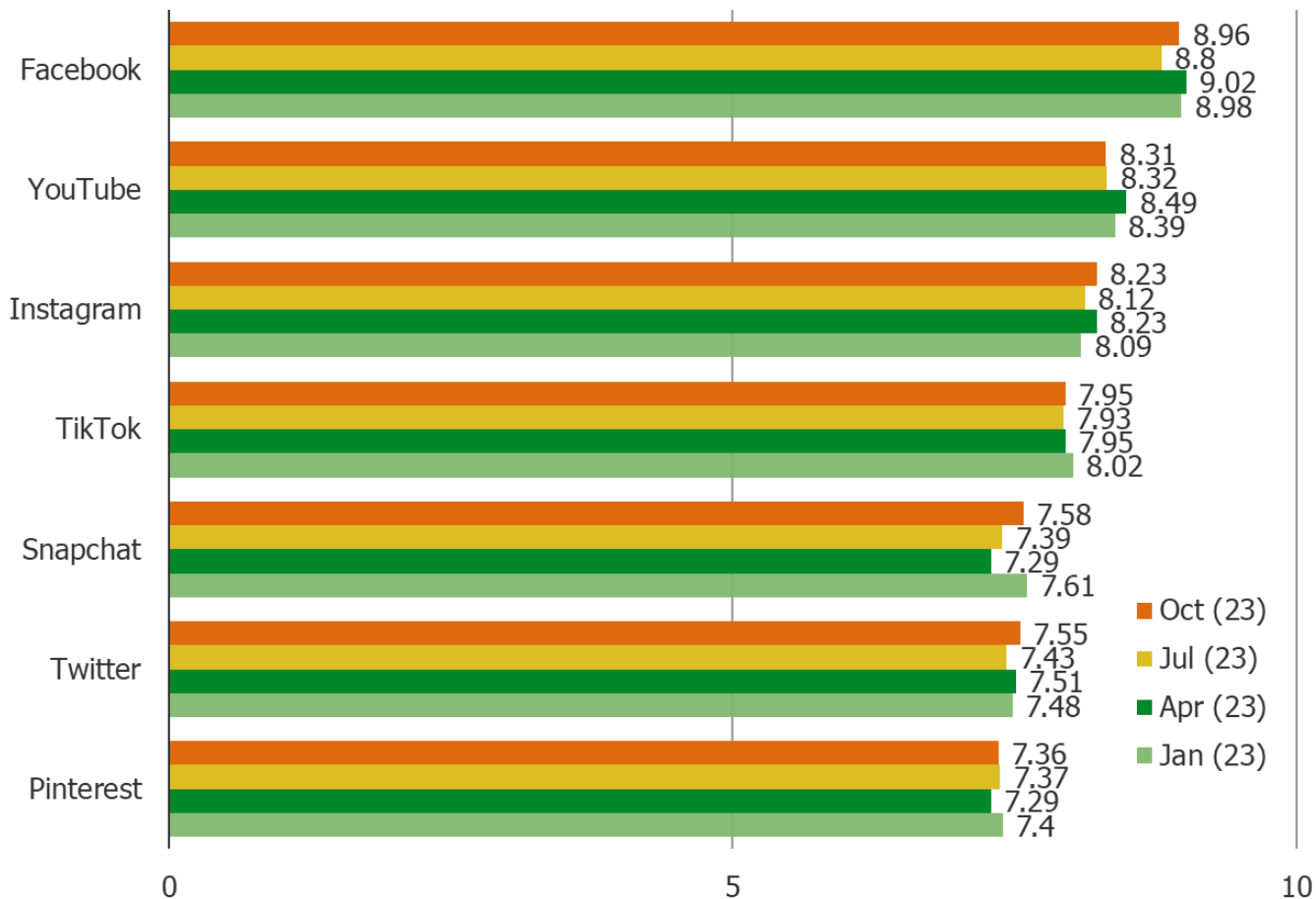
HAVE YOU WATCHED MULTIPLE VIDEO CLIPS IN A ROW ON ANY OF THE FOLLOWING? SELECT ALL THAT APPLY

This question was posed to all respondents.



WHEN YOU OPEN YOUR PHONE, IN WHAT ORDER DO YOU TYPICALLY VIEW EACH OF THE FOLLOWING APPS? PLEASE RANK THEM WITH THE FIRST YOU WOULD OPEN AT THE TOP AND THE LAST YOU WOULD OPEN AT THE BOTTOM.

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

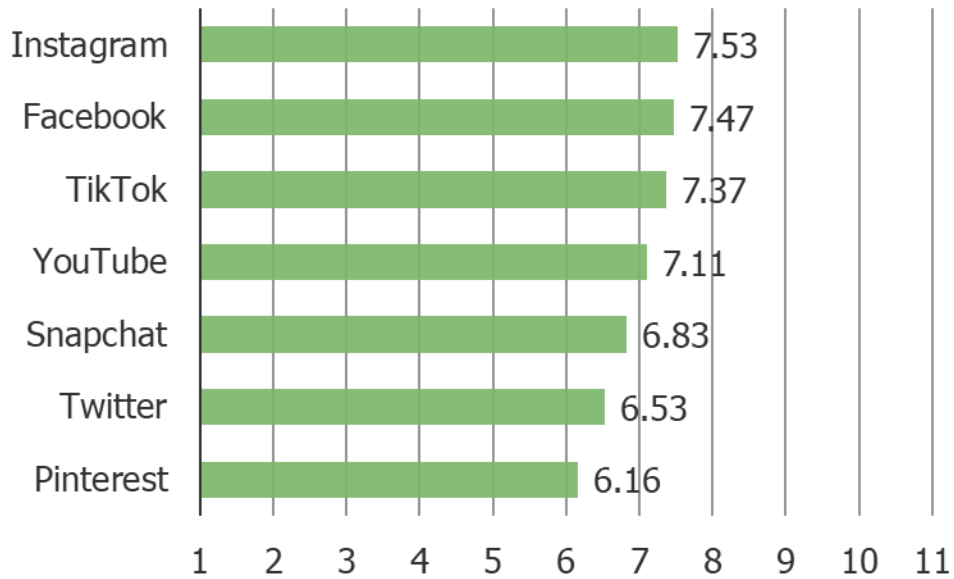


The higher the score, the better the ranking for when users of each platform ranked the order they open apps they use

Note = each respondent was shown all apps they selected as apps they use, piped in as answer choices to rank. IE, respondents only ranked apps they currently use.

WHEN YOU OPEN YOUR PHONE, IN WHAT ORDER DO YOU TYPICALLY VIEW EACH OF THE FOLLOWING APPS? PLEASE RANK THEM WITH THE FIRST YOU WOULD OPEN AT THE TOP AND THE LAST YOU WOULD OPEN AT THE BOTTOM.

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



Respondents who have an account with ALL of the following:

- Facebook
- Twitter
- Snapchat
- TikTok
- Instagram
- Pinterest

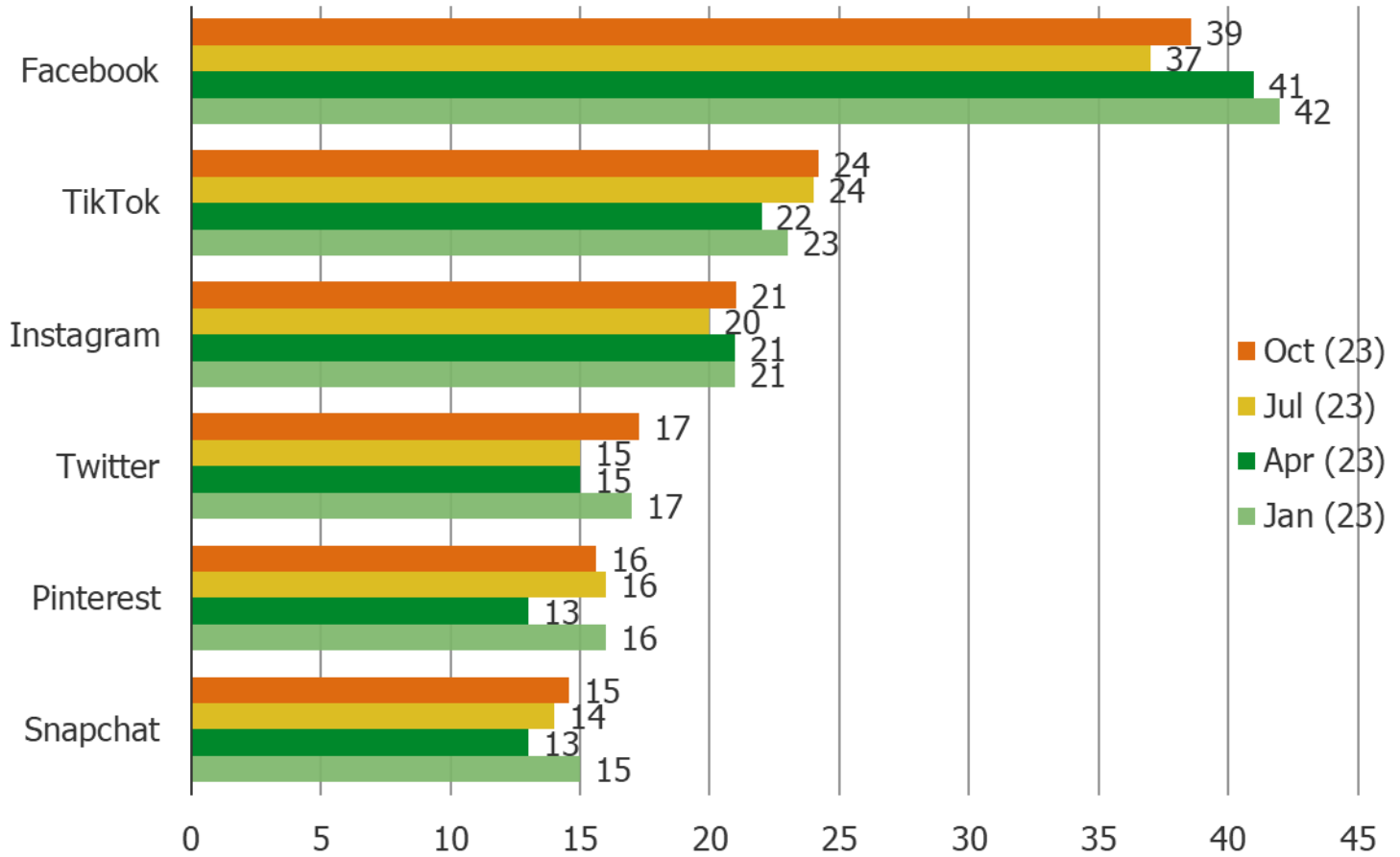
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Social Media

THINKING ABOUT THE TIME YOU SPEND ACROSS ALL OF THESE APPS, WHAT PERCENTAGE WOULD YOU ESTIMATE GOES TO EACH OF THE FOLLOWING? PLEASE ENTER THE NUMBER REPRESENTING THE PERCENTAGE. DO NOT INCLUDE THE "%" SYMBOL AND MAKE SURE THE NUMBERS ADD UP TO 100.

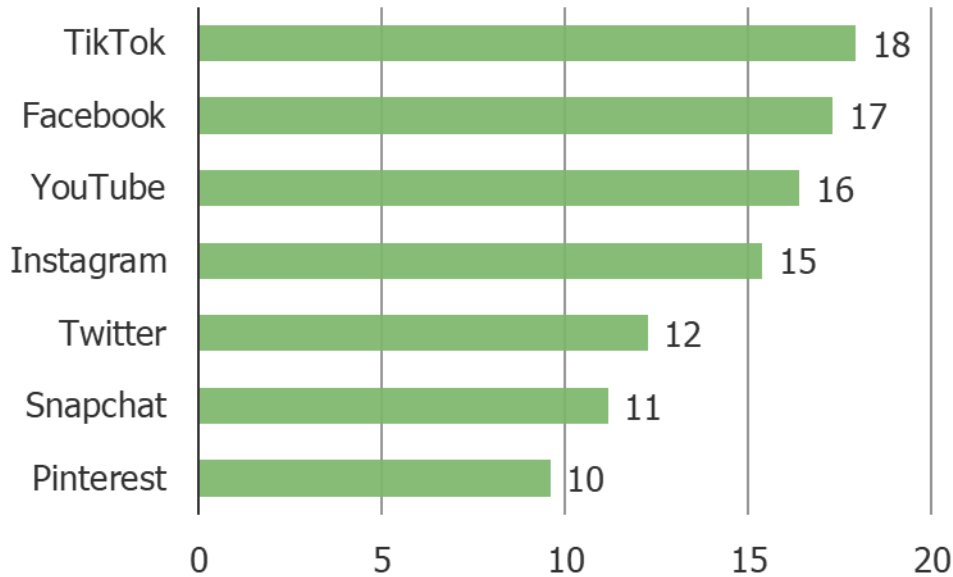
This question was posed to all respondents who use each of the below.



Respondents were asked to fill in the % of their social media time that they allocate to each app among all apps shown. The %'s were required to add up to 100 and respondents were only shown apps that they previously said they currently use.

THINKING ABOUT THE TIME YOU SPEND ACROSS ALL OF THESE APPS, WHAT PERCENTAGE WOULD YOU ESTIMATE GOES TO EACH OF THE FOLLOWING? PLEASE ENTER THE NUMBER REPRESENTING THE PERCENTAGE. DO NOT INCLUDE THE "%" SYMBOL AND MAKE SURE THE NUMBERS ADD UP TO 100.

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Respondents who have an account with ALL of the following:

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- Snapchat
- TikTok
- Instagram
- Pinterest

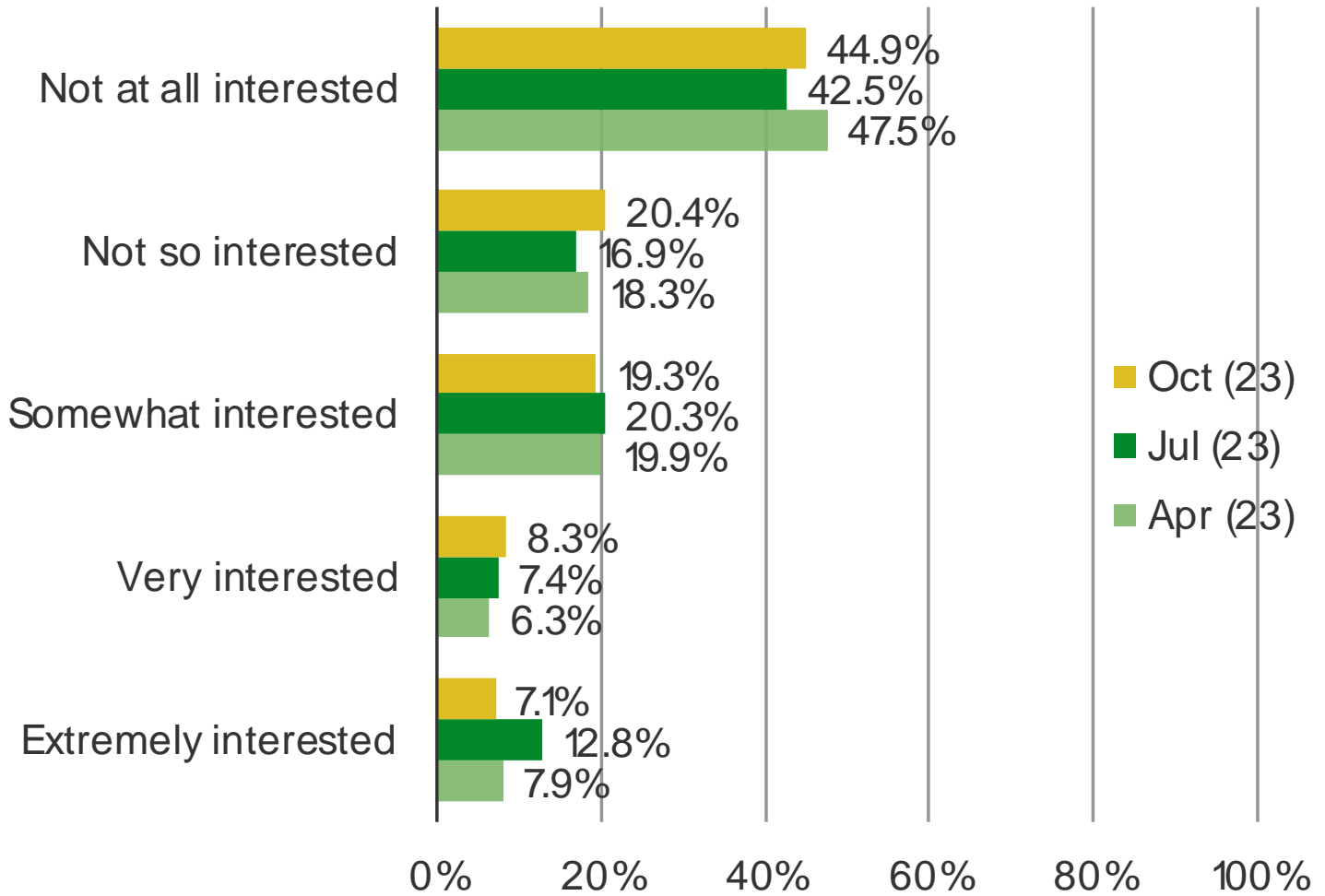
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VERIFIED ON SOCIAL



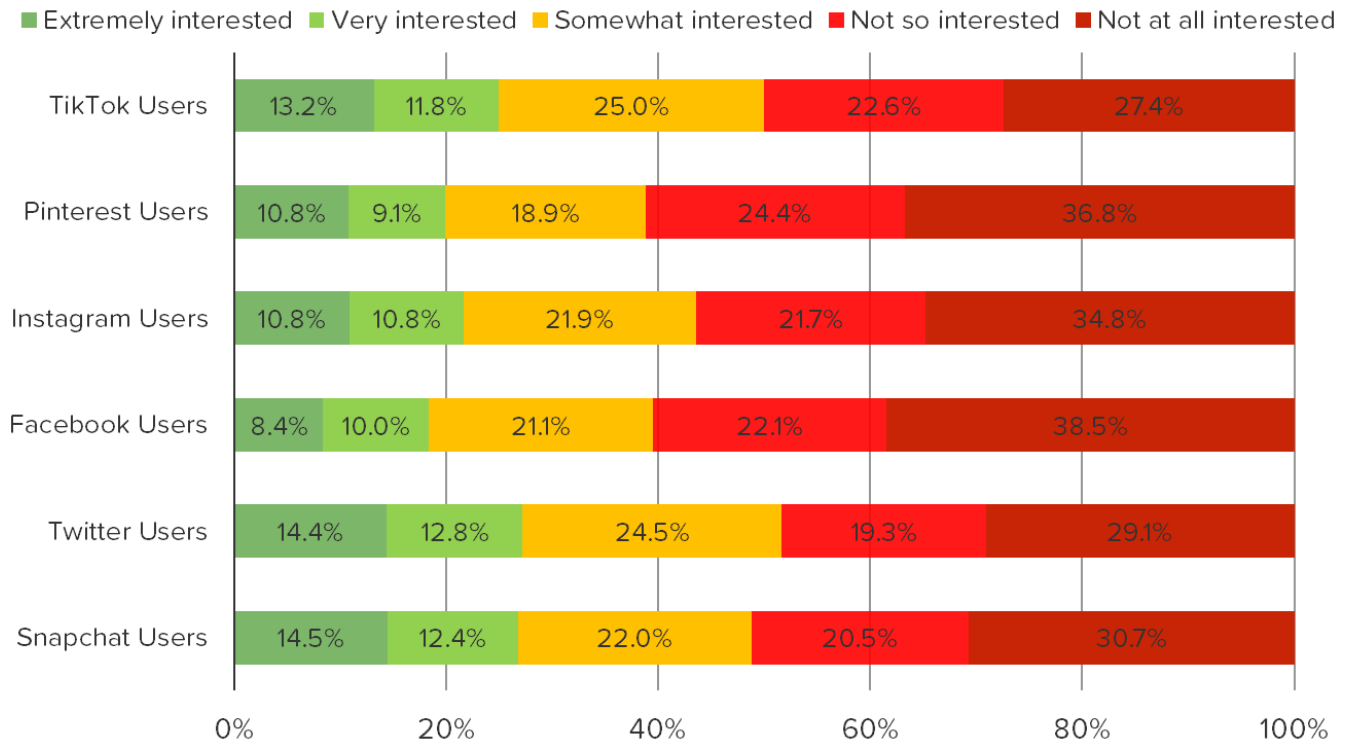
HOW MUCH INTEREST WOULD YOU HAVE IN HAVING A VERIFIED BADGE/TAG ON SOCIAL MEDIA?

This question was posed to all respondents.

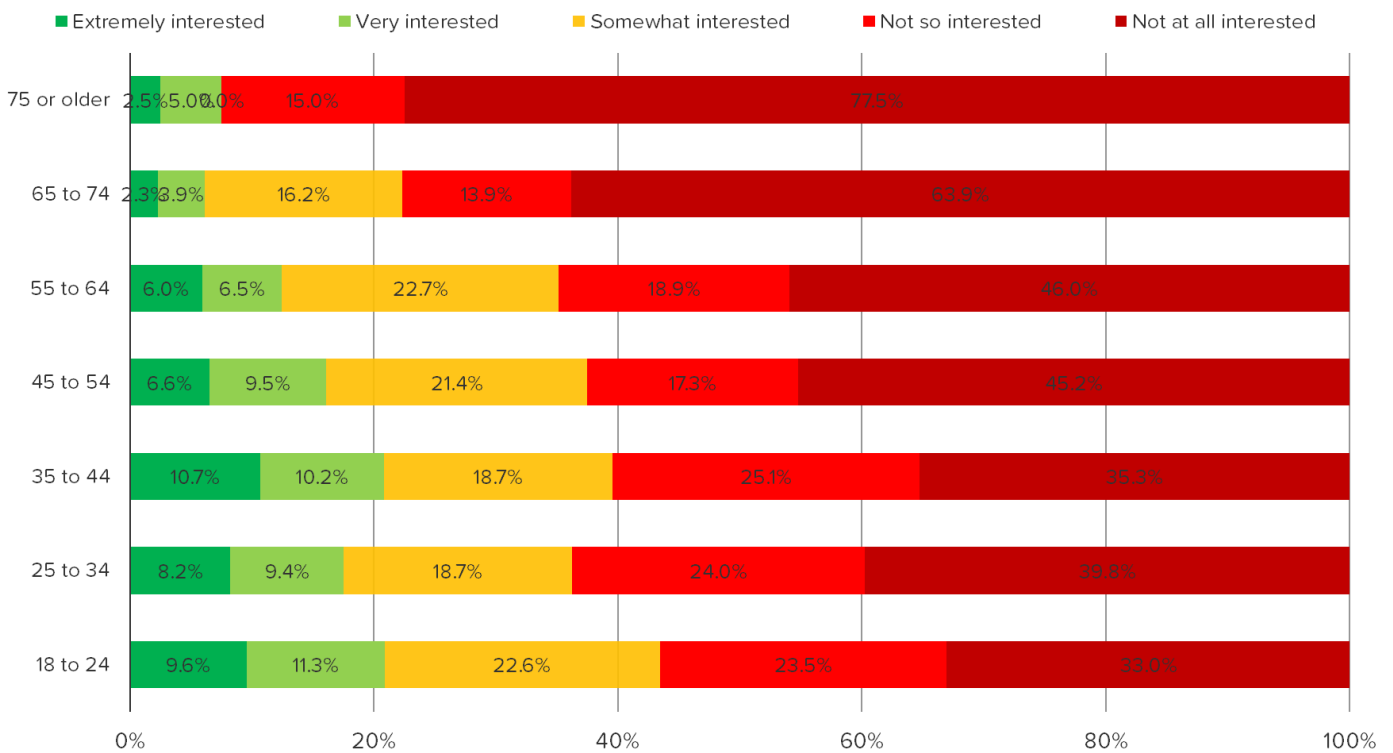


HOW MUCH INTEREST WOULD YOU HAVE IN HAVING A VERIFIED BADGE/TAG ON SOCIAL MEDIA?

Cross-Tab Analysis – By Platforms Respondents Use

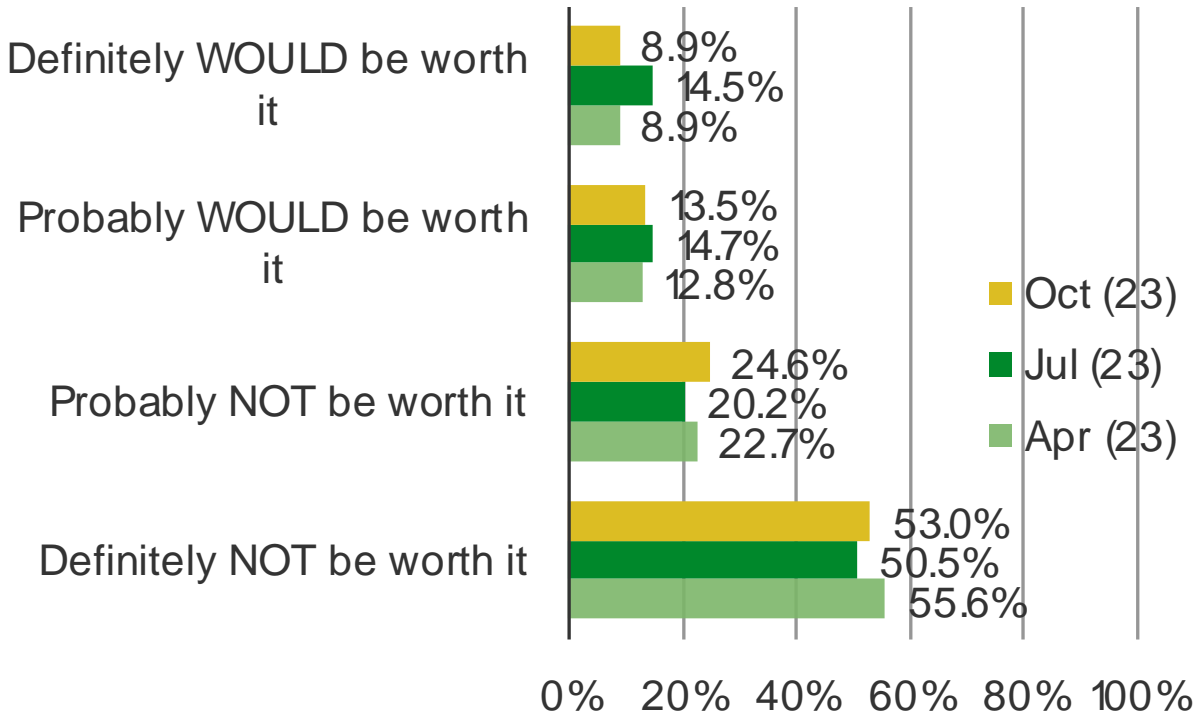


Cross-Tab Analysis – By Age



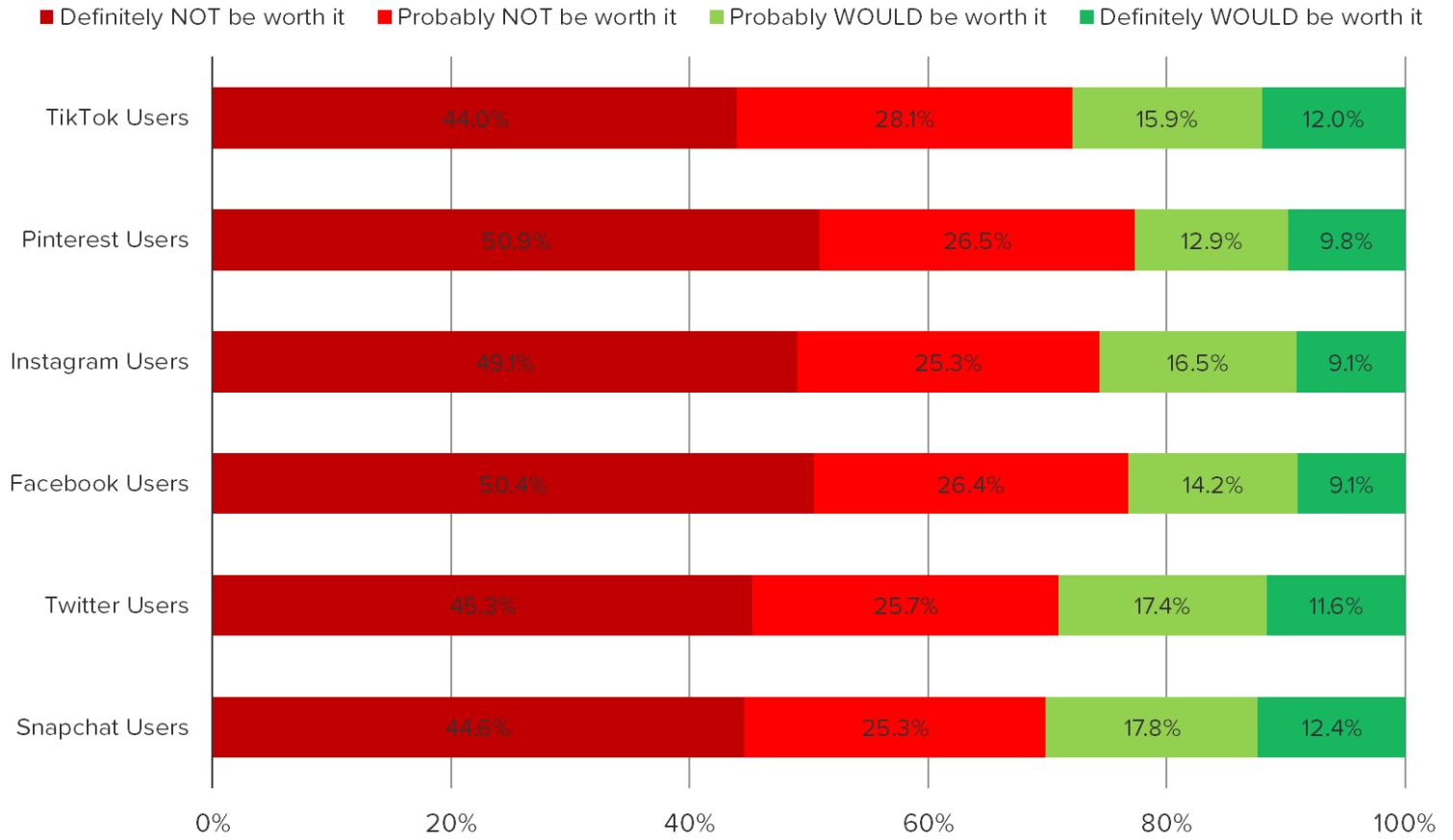
WOULD IT BE WORTH IT TO YOU TO PAY TO HAVE A BADGE THAT VERIFIES YOUR IDENTITY ON SOCIAL MEDIA PLATFORMS?

This question was posed to all respondents.



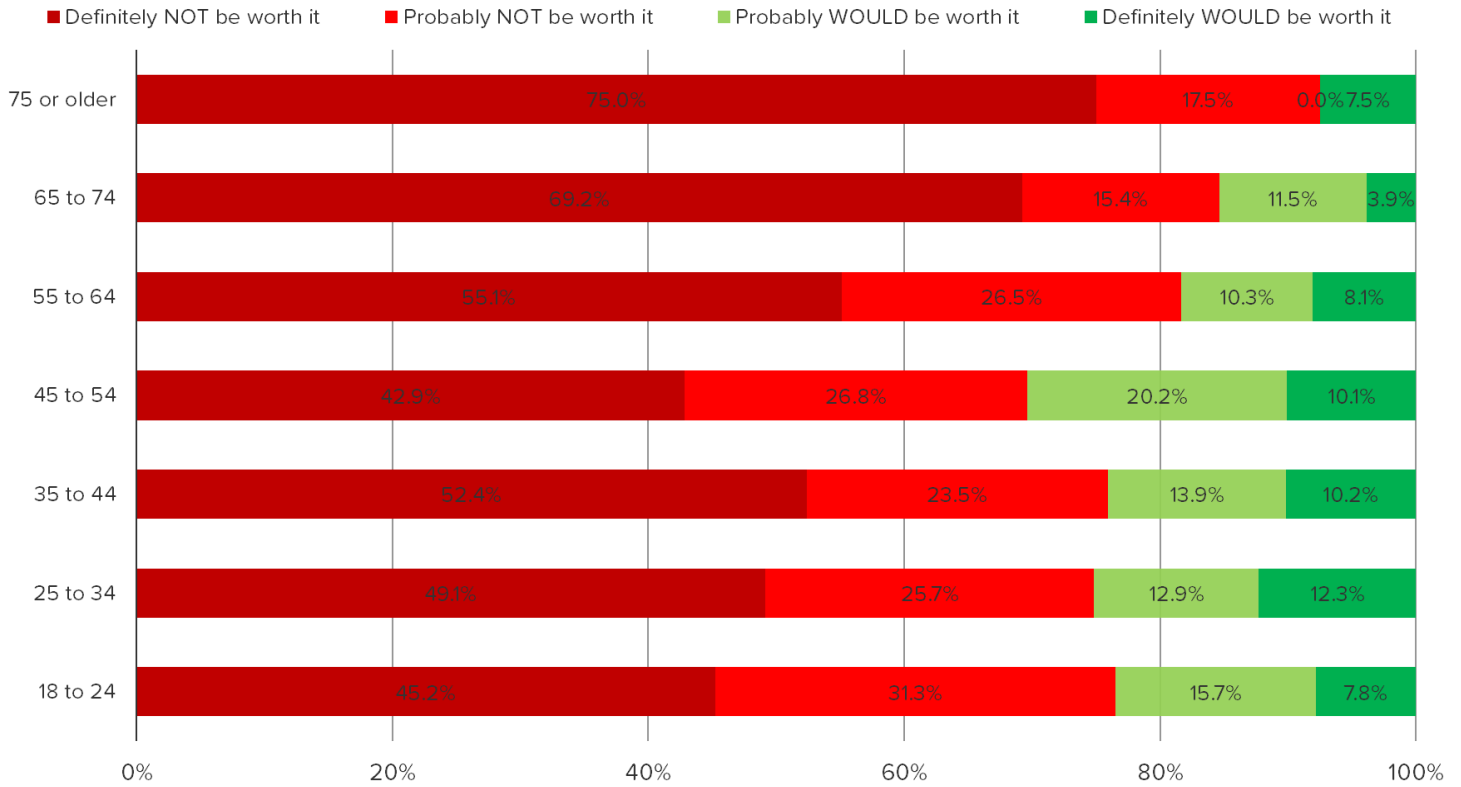
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Cross-Tab Analysis – By Platforms Respondents Use



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Cross-Tab Analysis – By Age



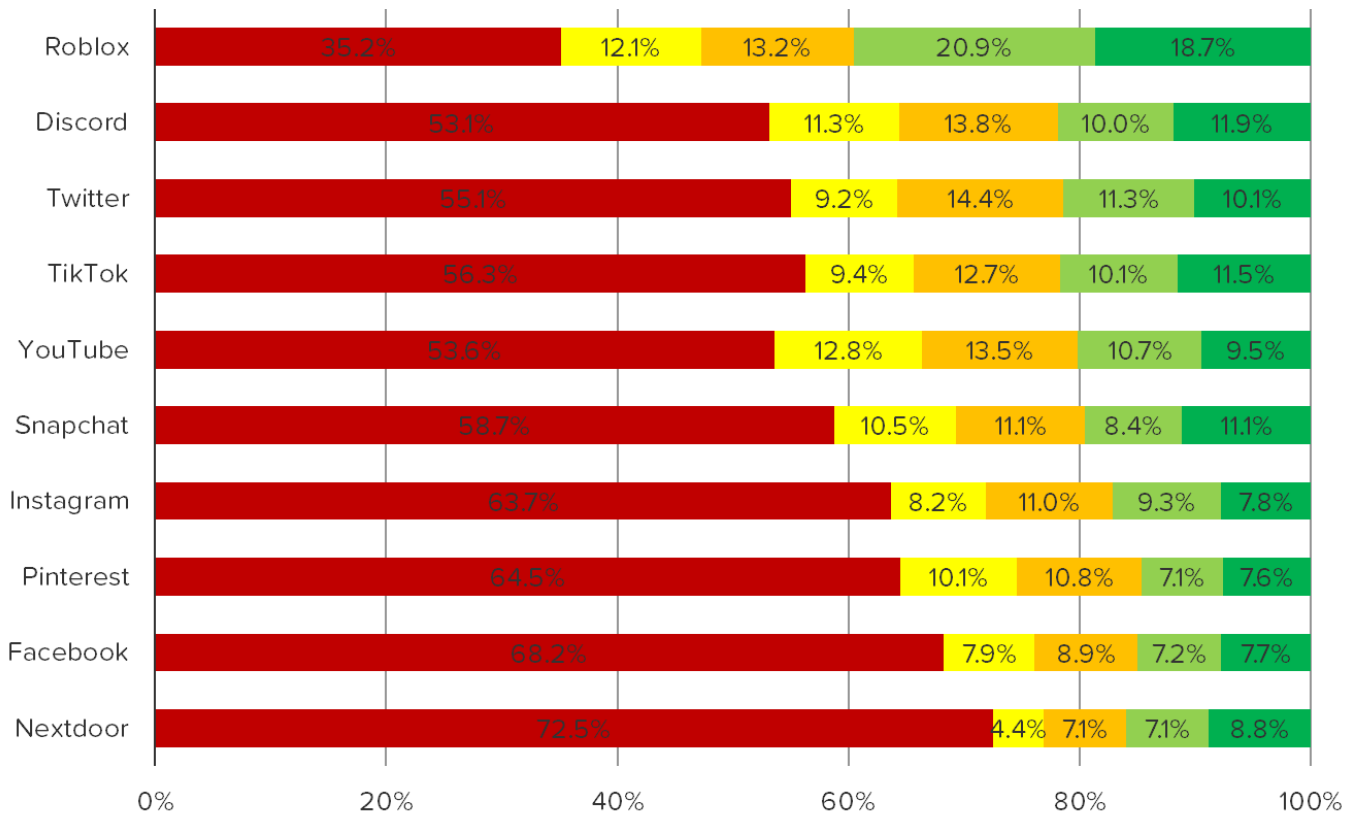
WILLINGNESS TO PAY FOR SOCIAL MEDIA  
EXPERIENCES / SNAPCHAT+ FEEDBACK

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.

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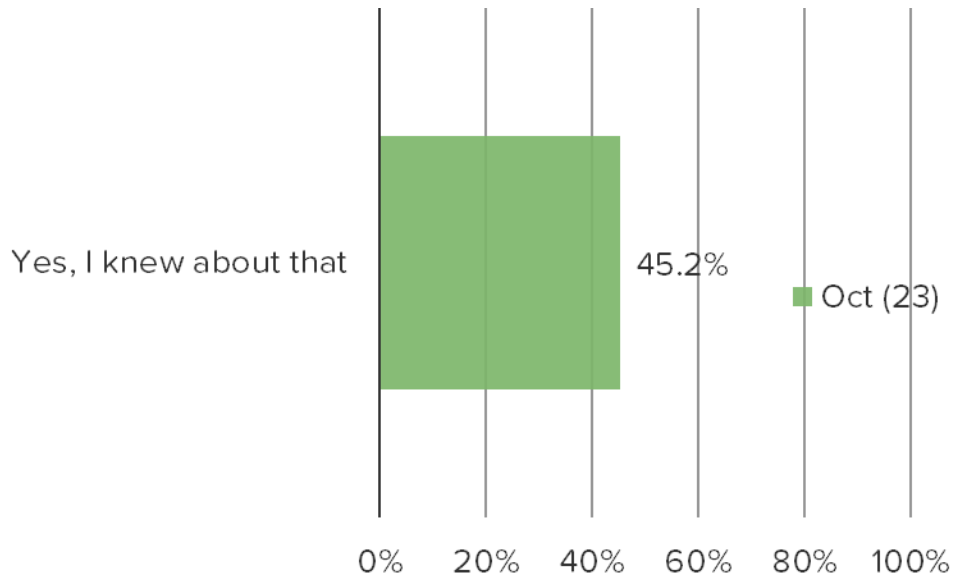
■ Not at all Interested ■ Slightly Interested ■ Moderately Interested ■ Very Interested ■ Extremely Interested



	N=
Nextdoor	182
Facebook	762
Pinterest	397
Instagram	526
Snapchat	332
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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=332).

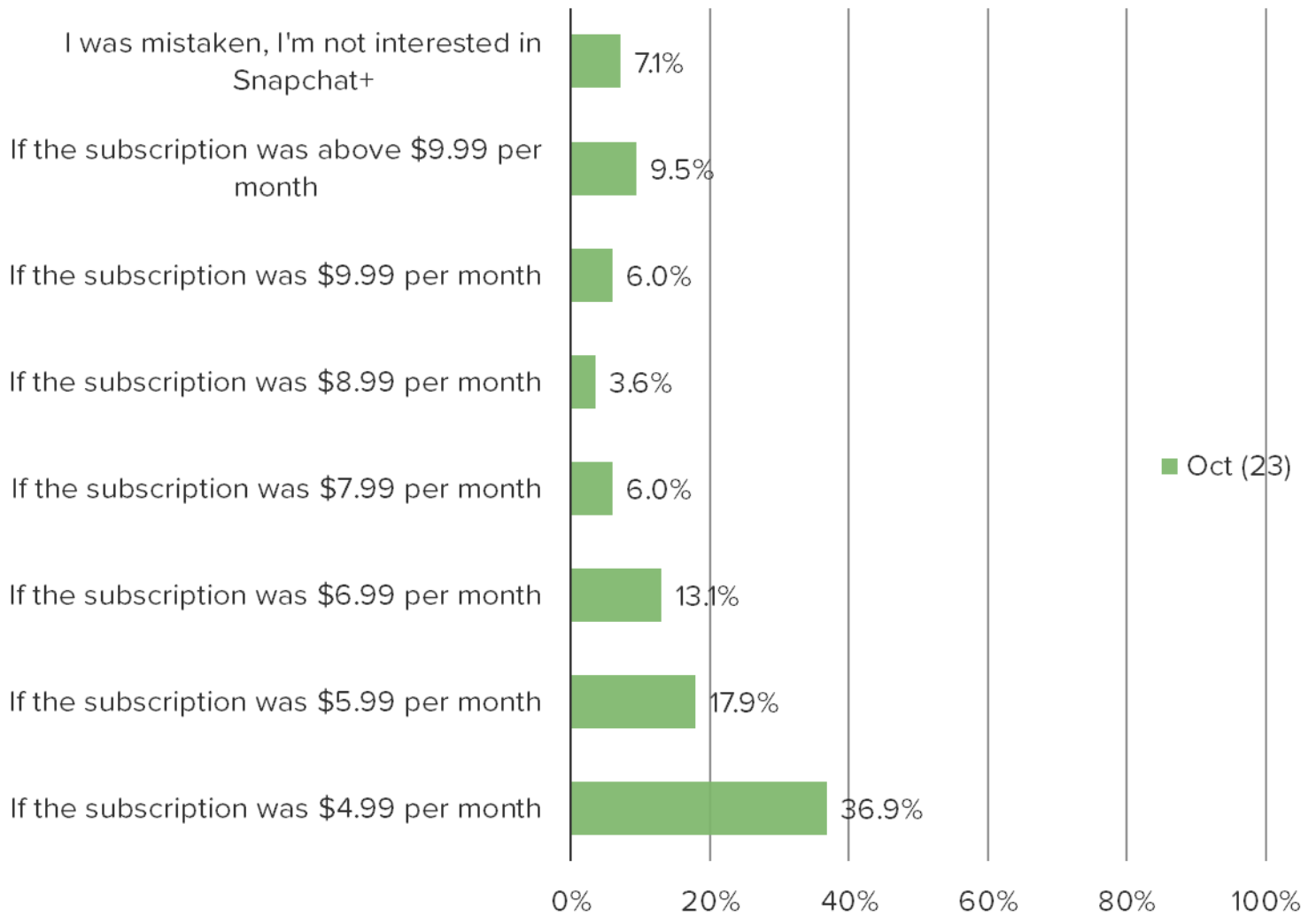




YOU MENTIONED THAT YOU ARE LIKELY TO SUBSCRIBE TO SNAPCHAT+ AT SOME POINT IN THE FUTURE. THE CURRENT PRICE IS \$3.99 PER MONTH, AT WHAT PRICE POINT WOULD YOU LOSE INTEREST AND CHOOSE NOT TO SIGN UP?

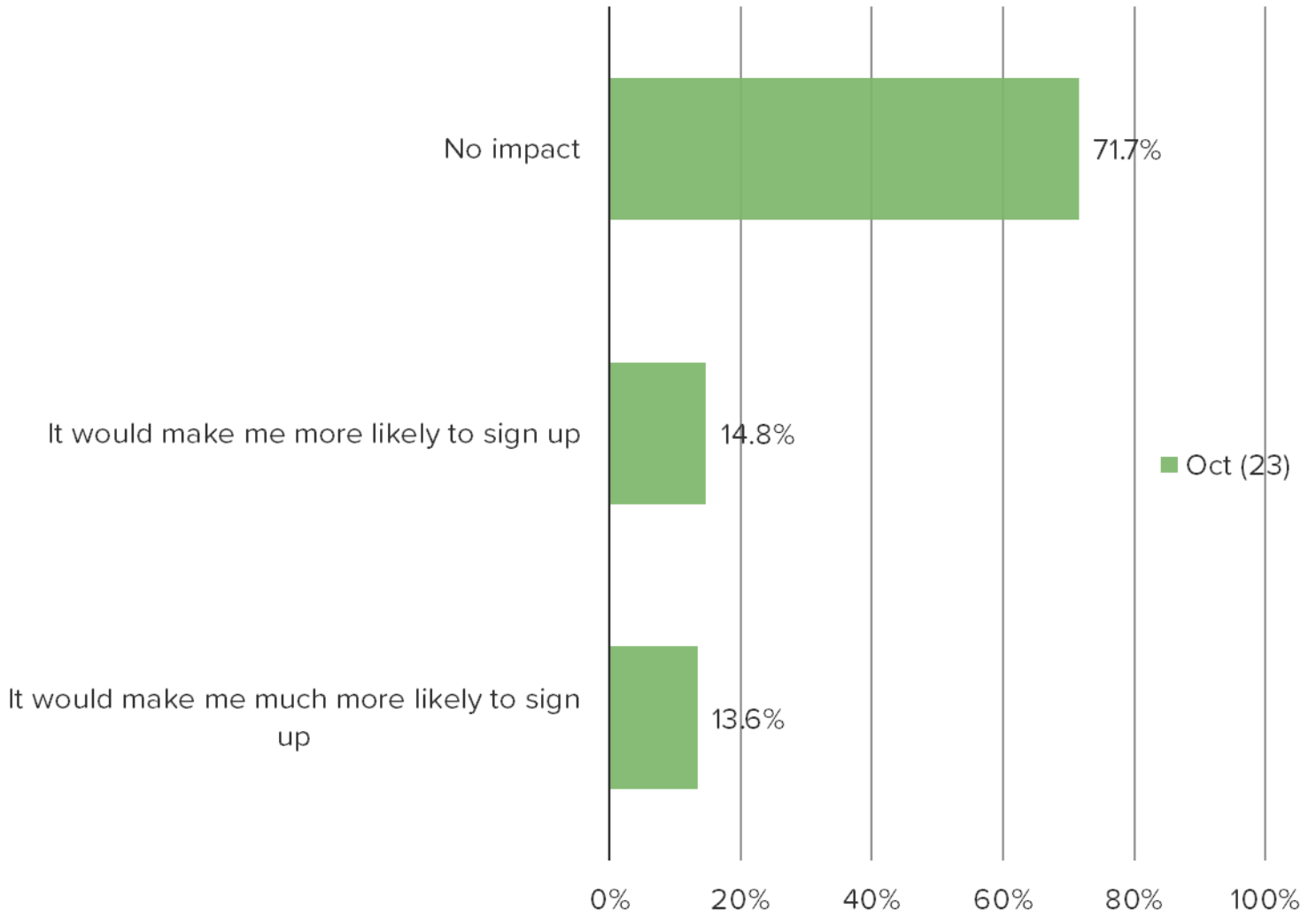
This question was posed to all respondents who are likely to subscribe to Snapchat+ in the future (N = 84).

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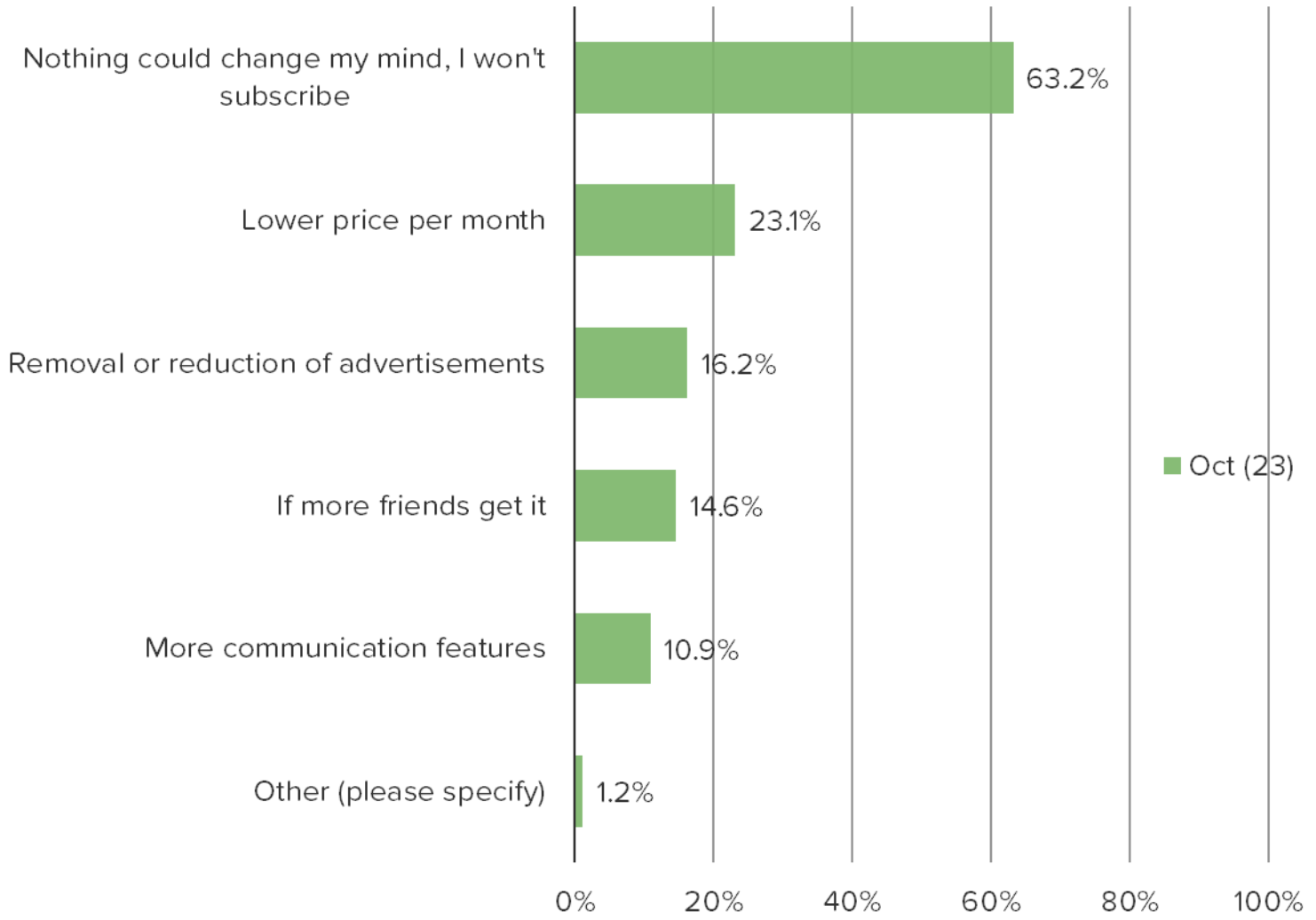
WOULD IT MAKE YOU MORE OR LESS LIKELY TO SUBSCRIBE TO SNAPCHAT+ IF YOUR FRIENDS SUBSCRIBE BEFORE YOU?

This question was posed to Snapchat users (N = 332).



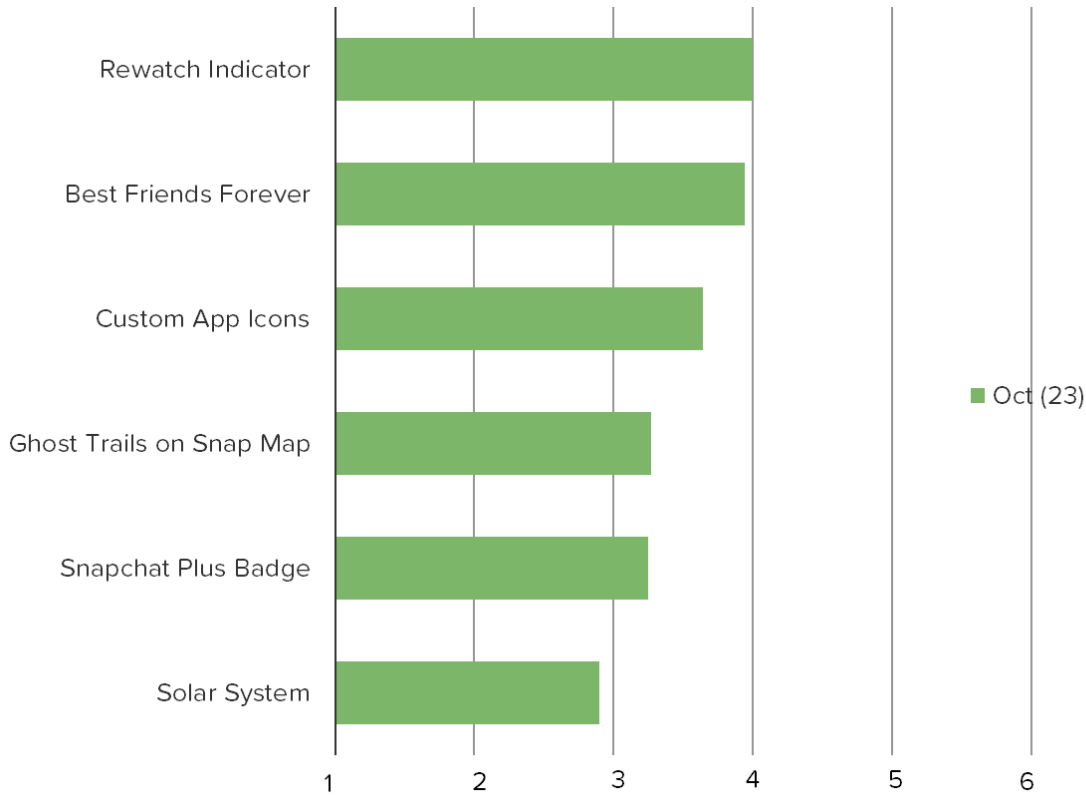
YOU MENTIONED THAT YOU DO NOT PLAN TO SUBSCRIBE TO SNAPCHAT+, WHAT FACTORS COULD CAUSE YOU TO CHANGE YOUR MIND AND SUBSCRIBE? (SELECT ALL THAT APPLY)

This question was posed to Snapchat users who do not plan to subscribe to Snapchat+. (N=247)



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 =332). Respondents were shown below image.



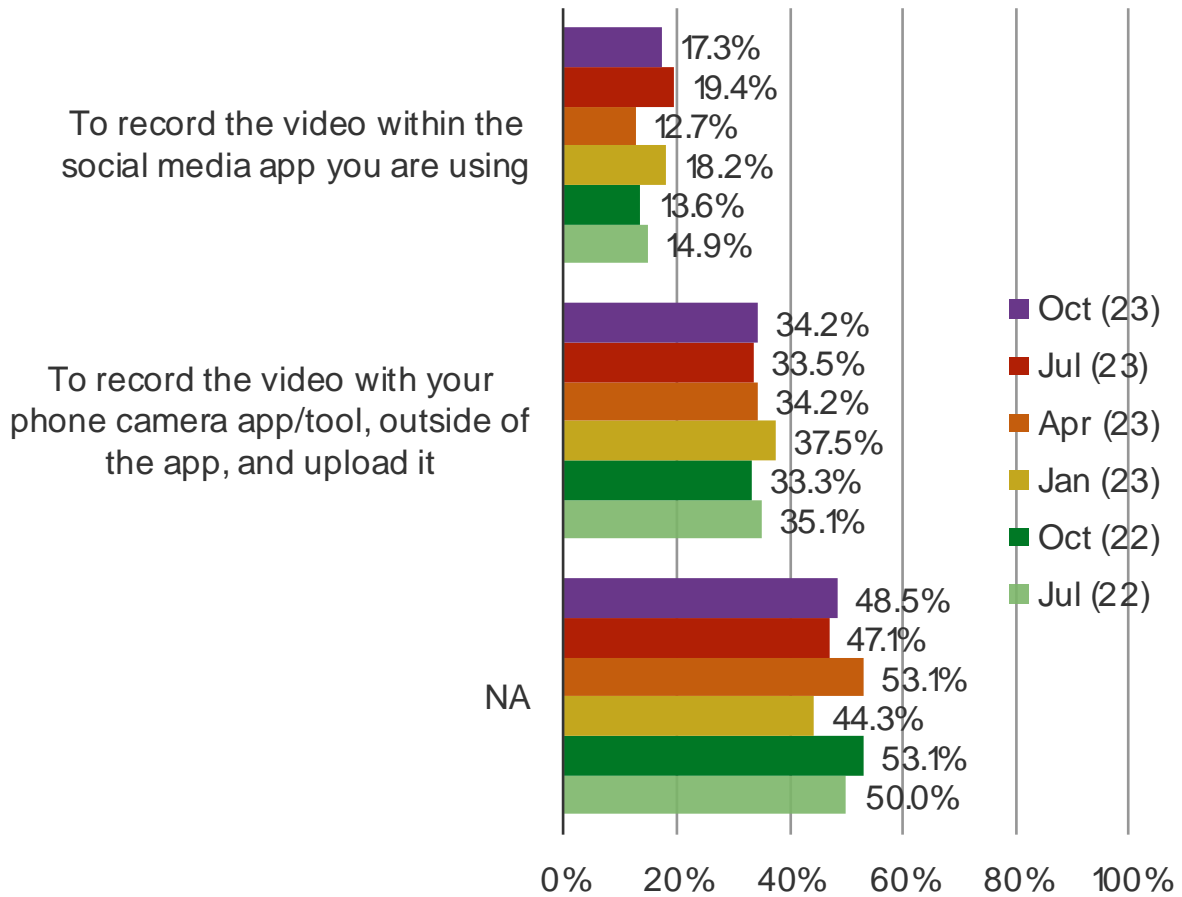
## SNAPCHAT PLUS FEATURES

- **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.

# CREATING AND SHARING VIDEO ON SOCIAL MEDIA

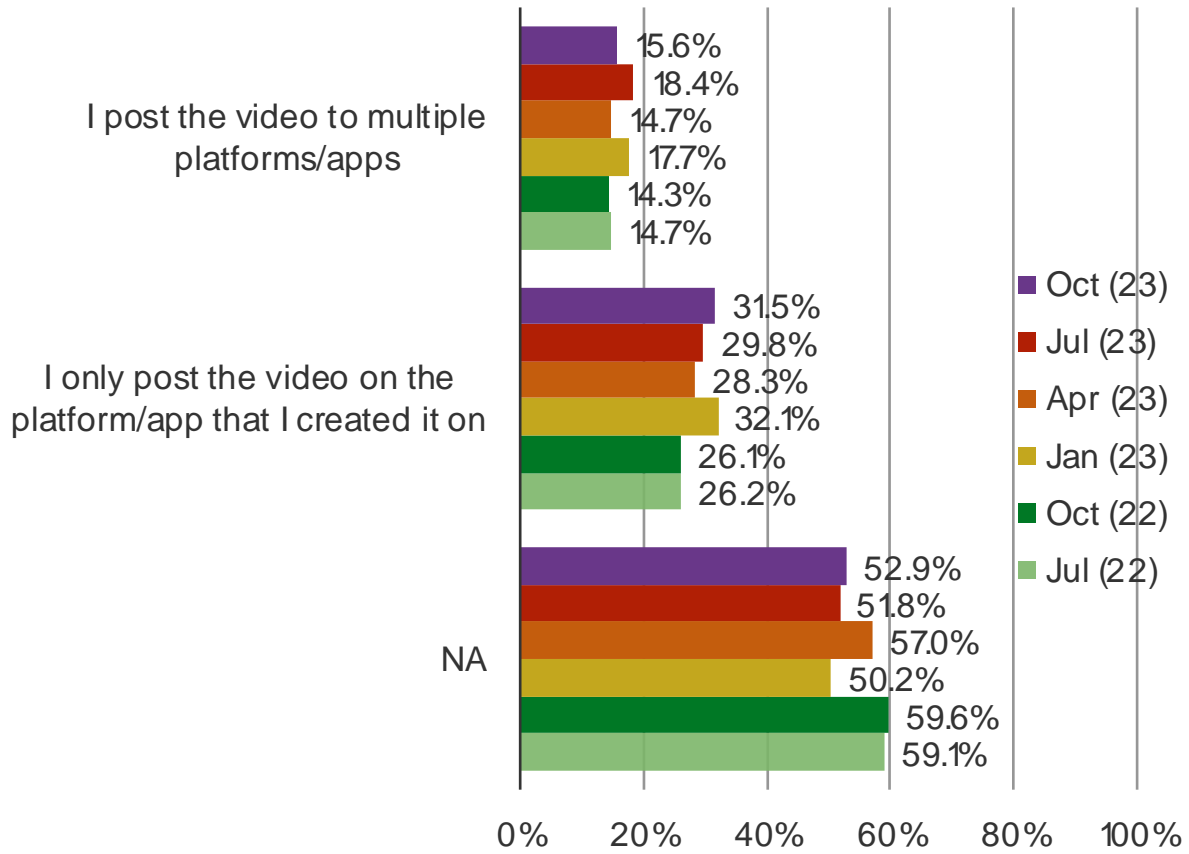
WHEN YOU CREATE VIDEOS TO UPLOAD TO SOCIAL MEDIA, WHICH DO YOU PREFER:

This question was posed to all respondents.



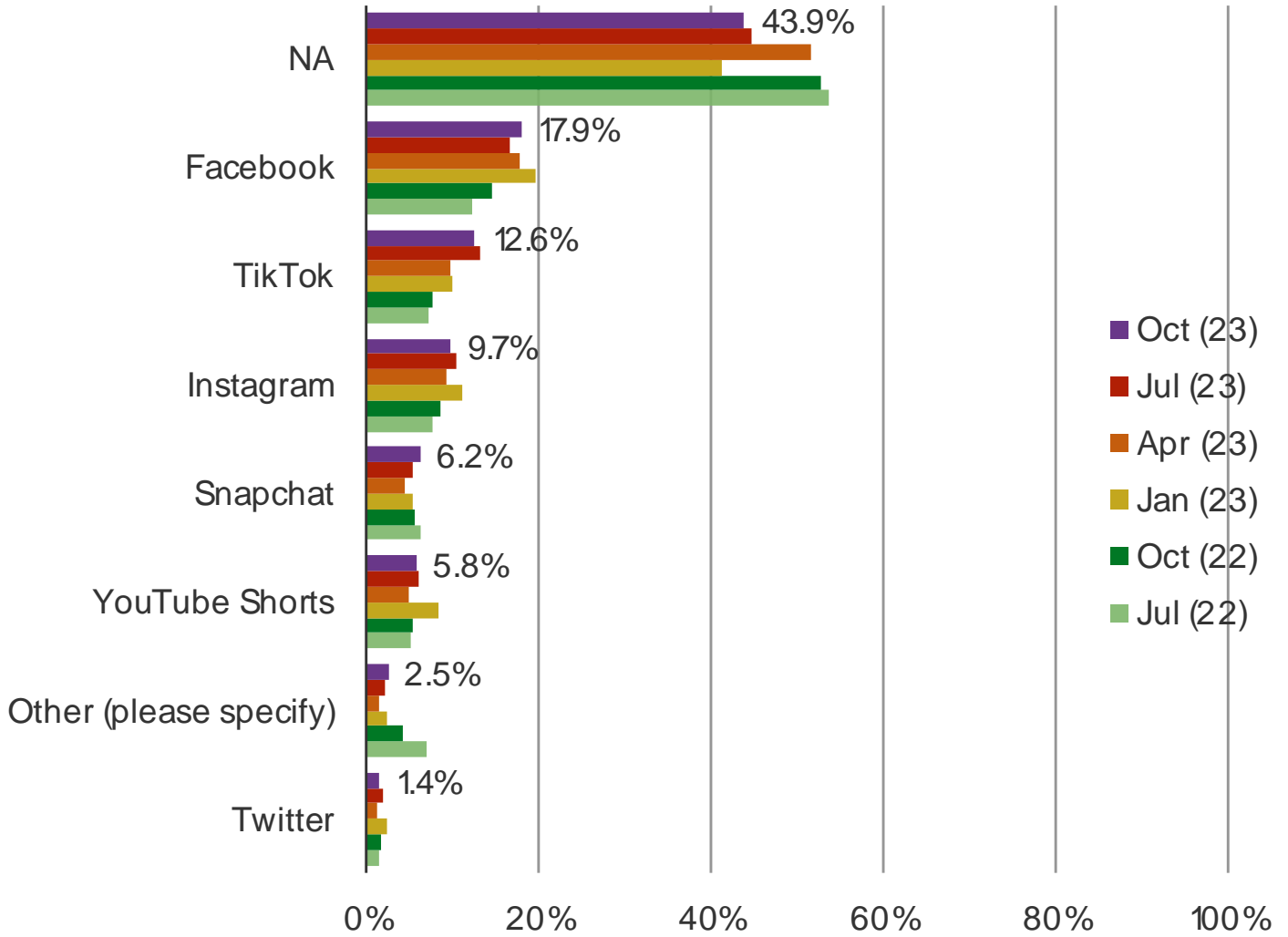
WHEN YOU CREATE VIDEOS WITHIN SOCIAL MEDIA PLATFORMS, WHICH BEST DESCRIBES YOU?

This question was posed to all respondents.



WHICH IS YOUR PREFERRED APP FOR CREATING VIDEOS?

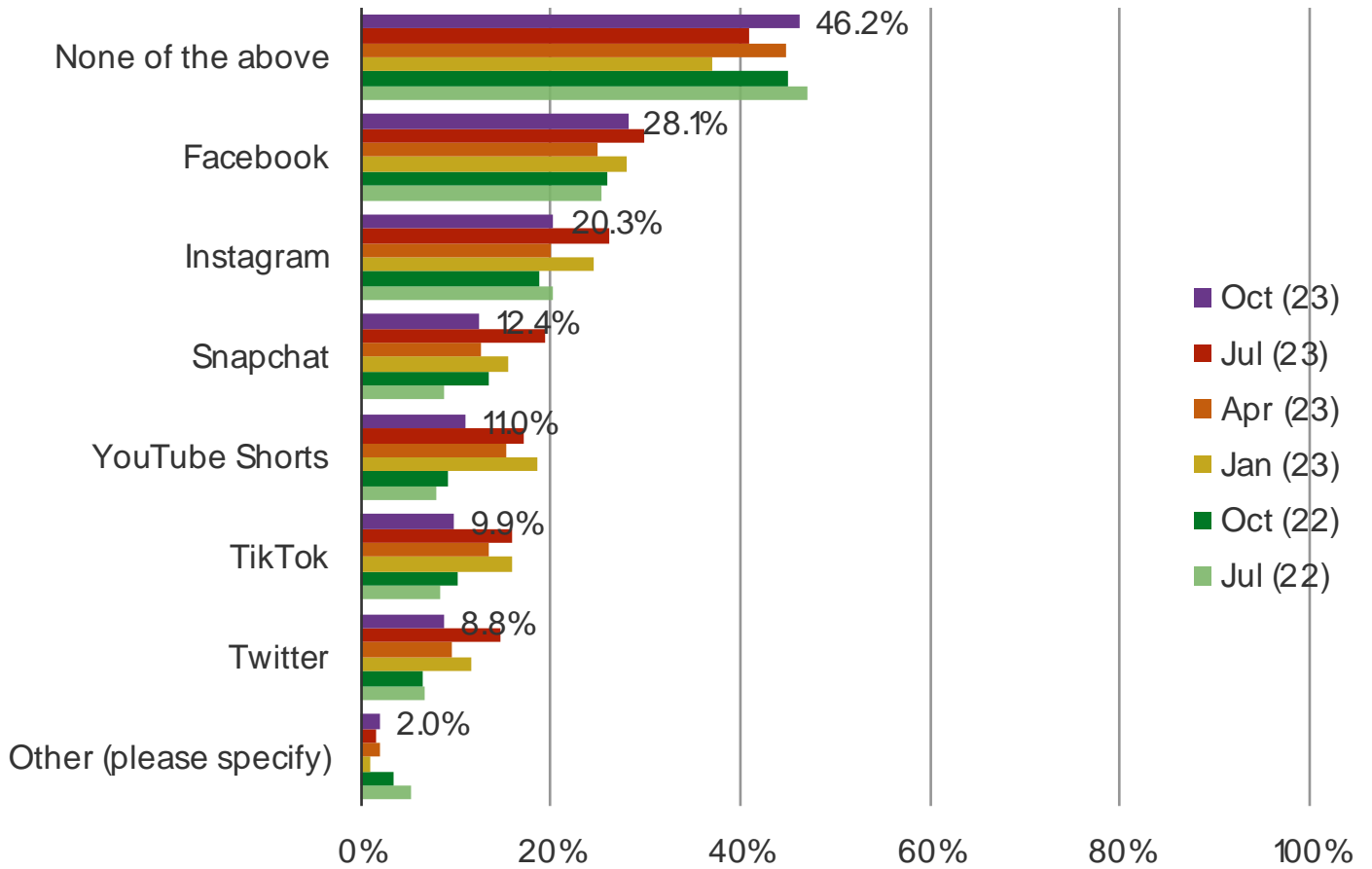
This question was posed to all respondents.





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

This question was posed to all respondents.

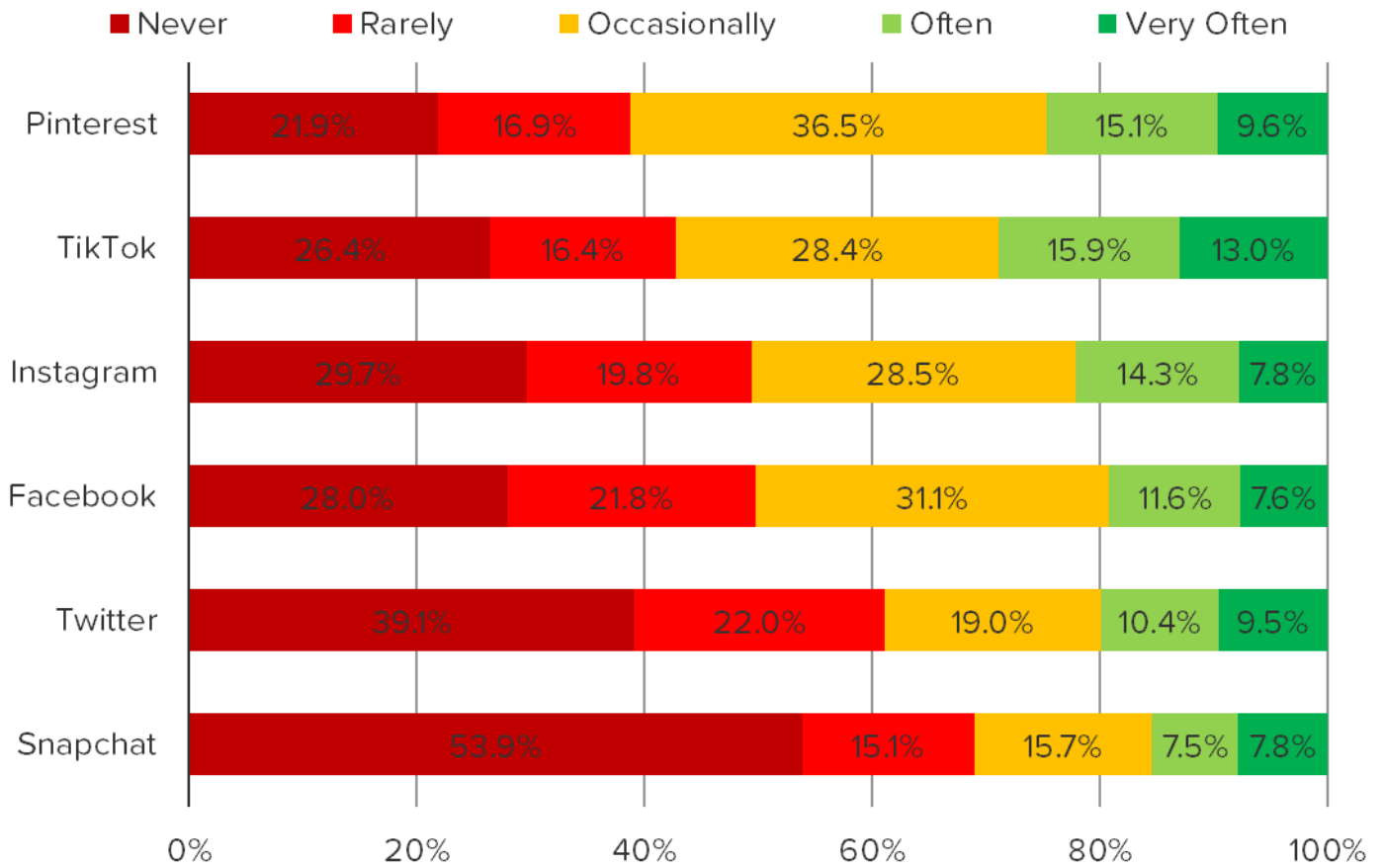


# SOCIAL COMMERCE / AUGMENTED REALITY AND SHOPPING

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

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

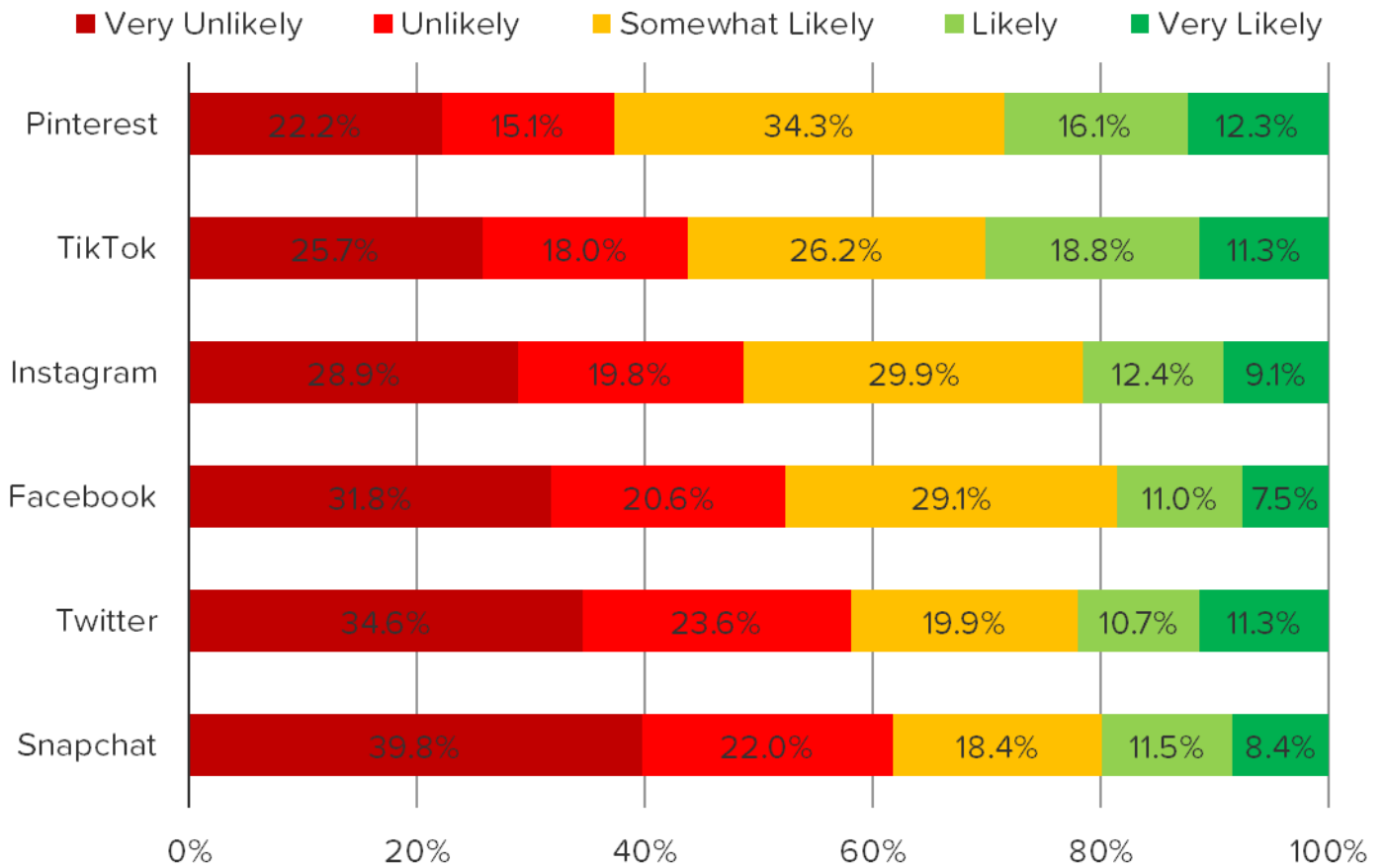
OCTOBER 2023



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)

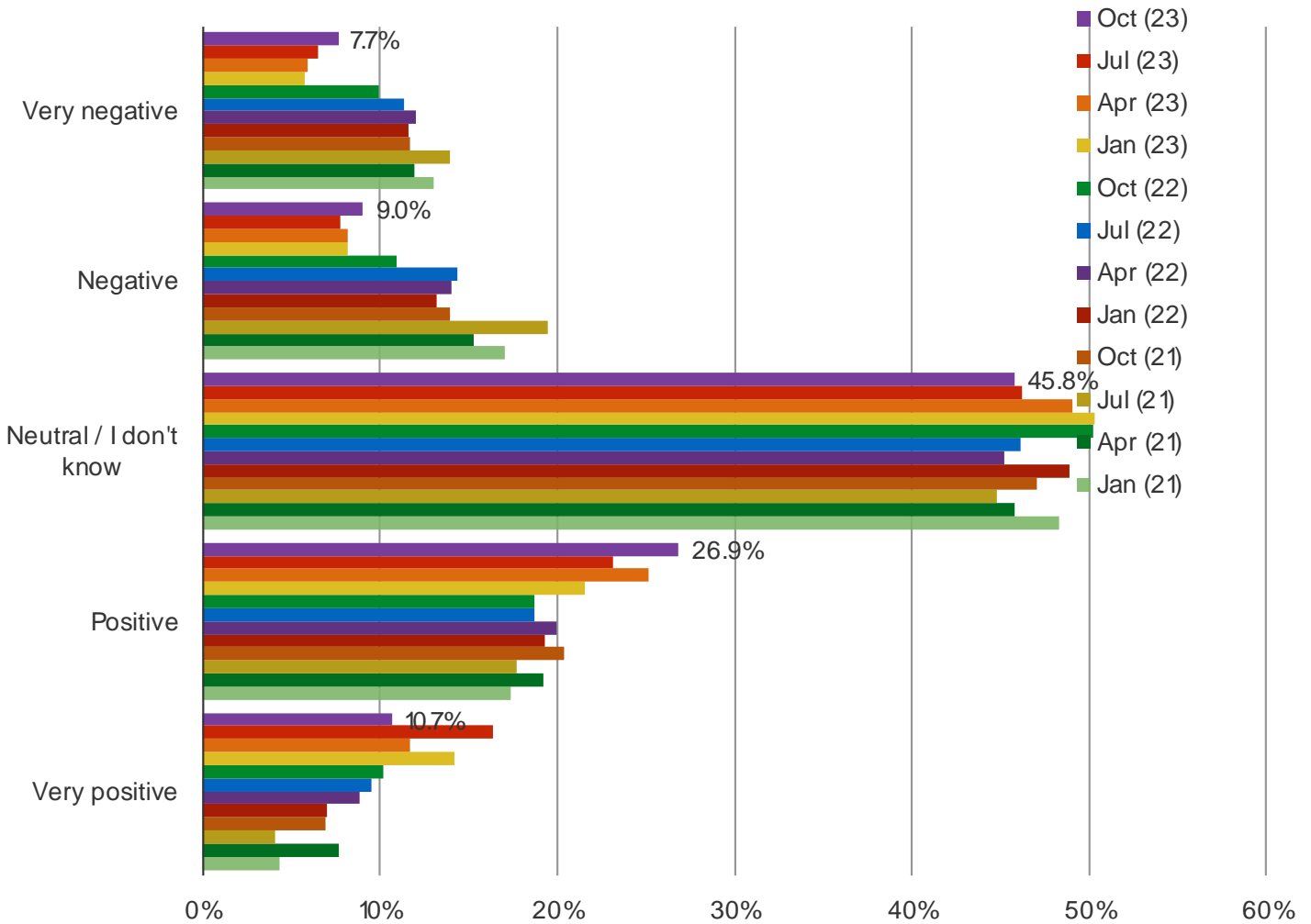
Posed to users of each of the following social media apps.

OCTOBER 2023



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)?

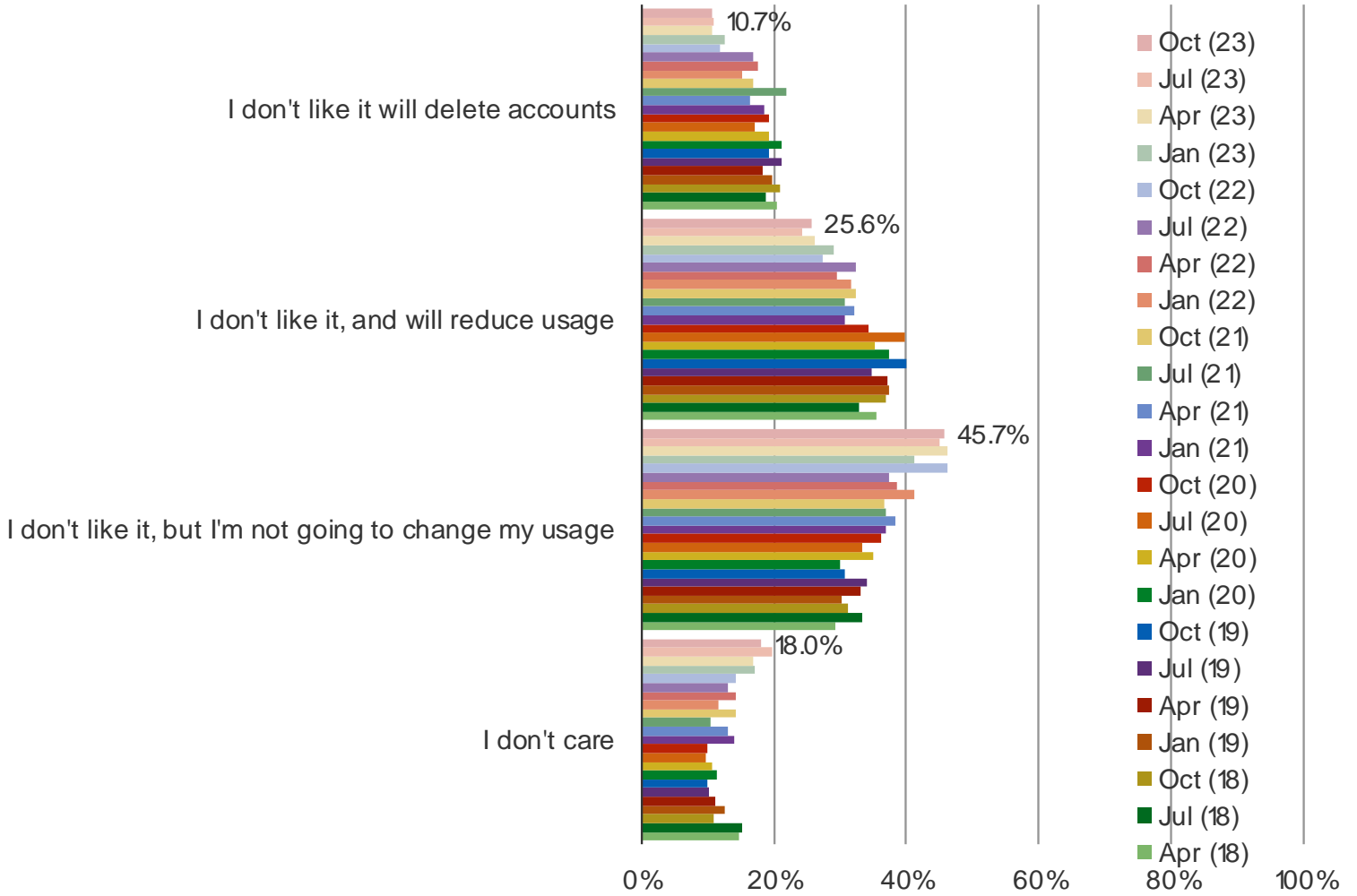
Posed to users of social media apps.



# 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

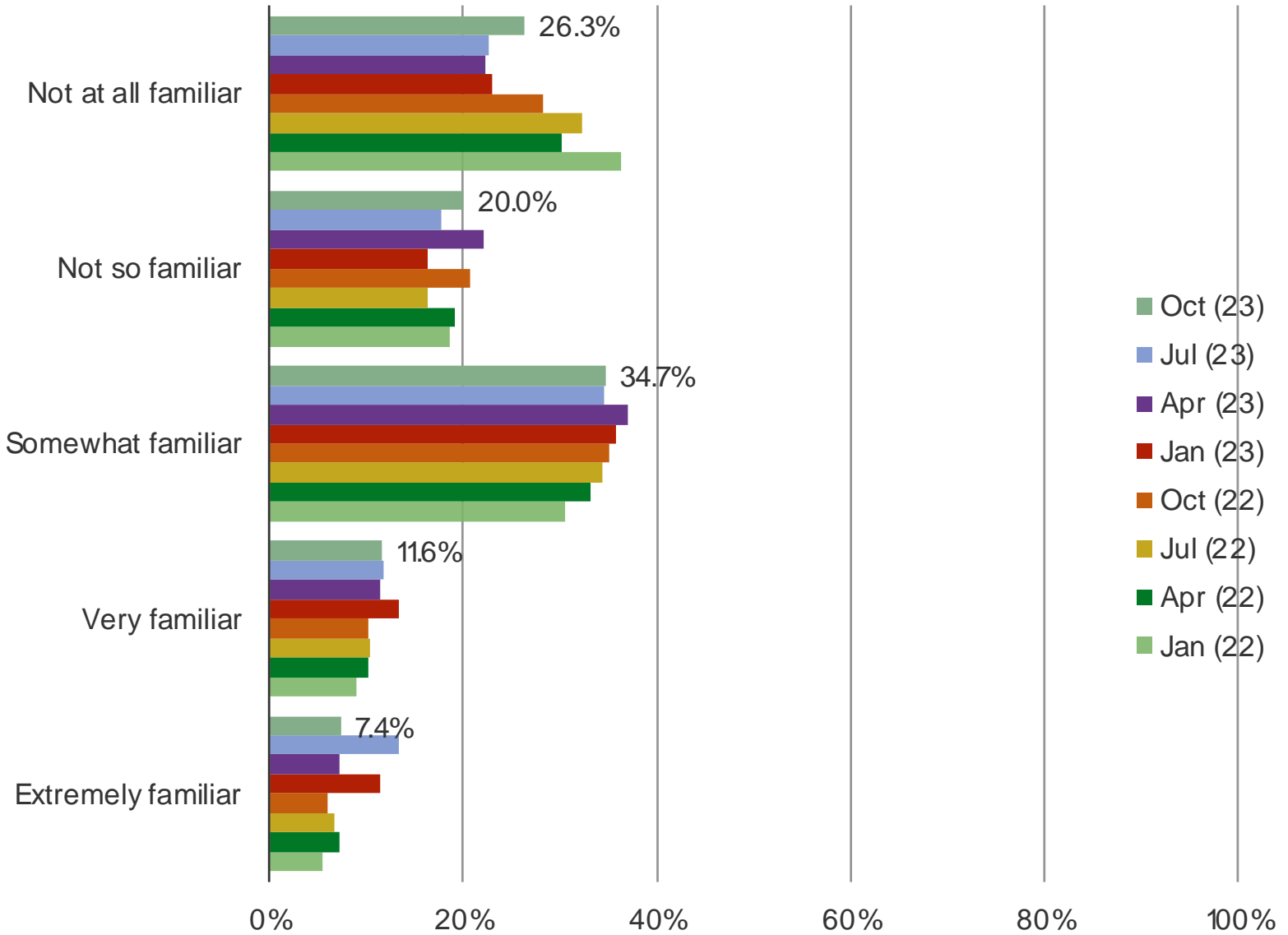


# METaverse



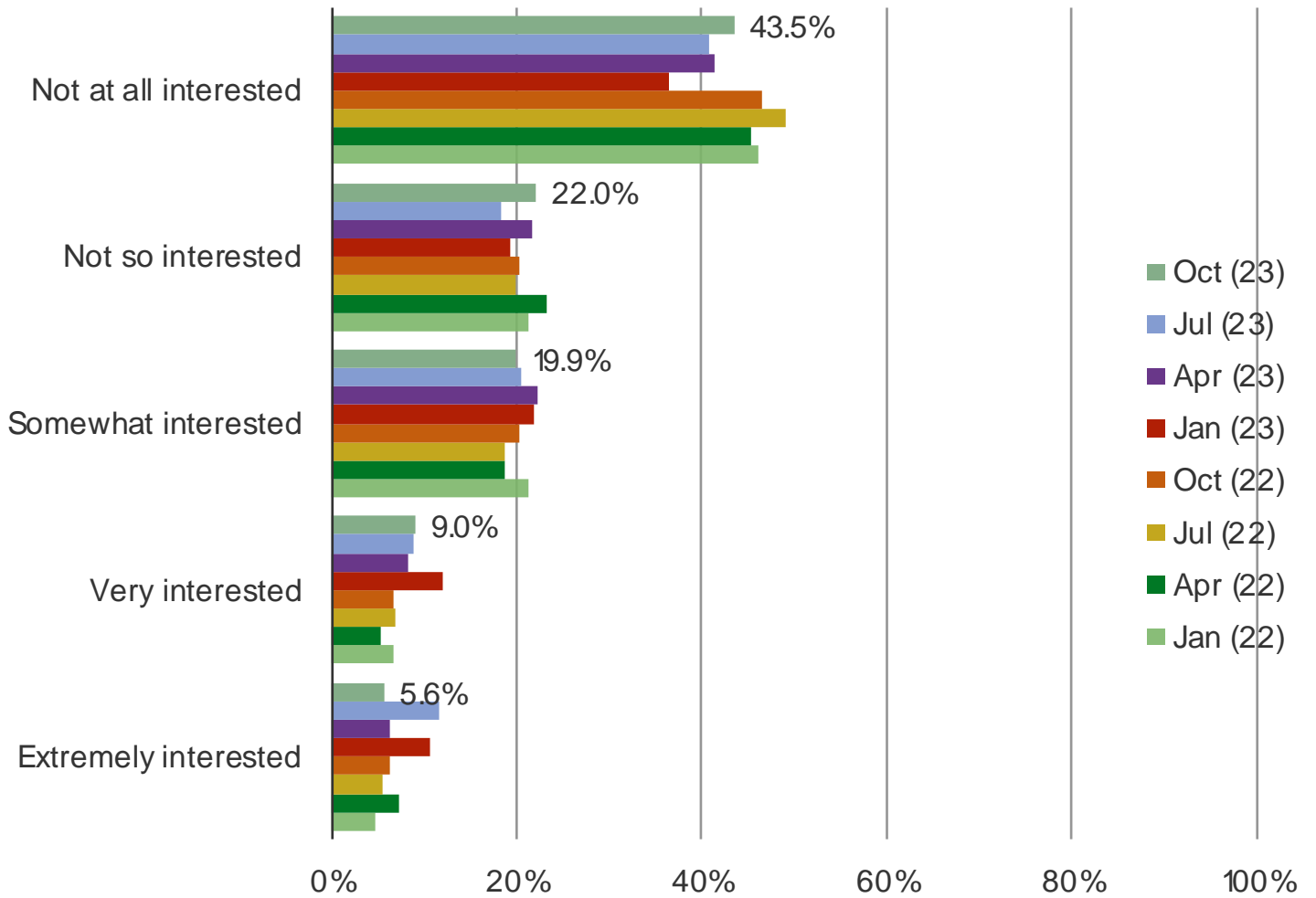
ARE YOU FAMILIAR WITH WHAT THE METAVERSE IS?

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.

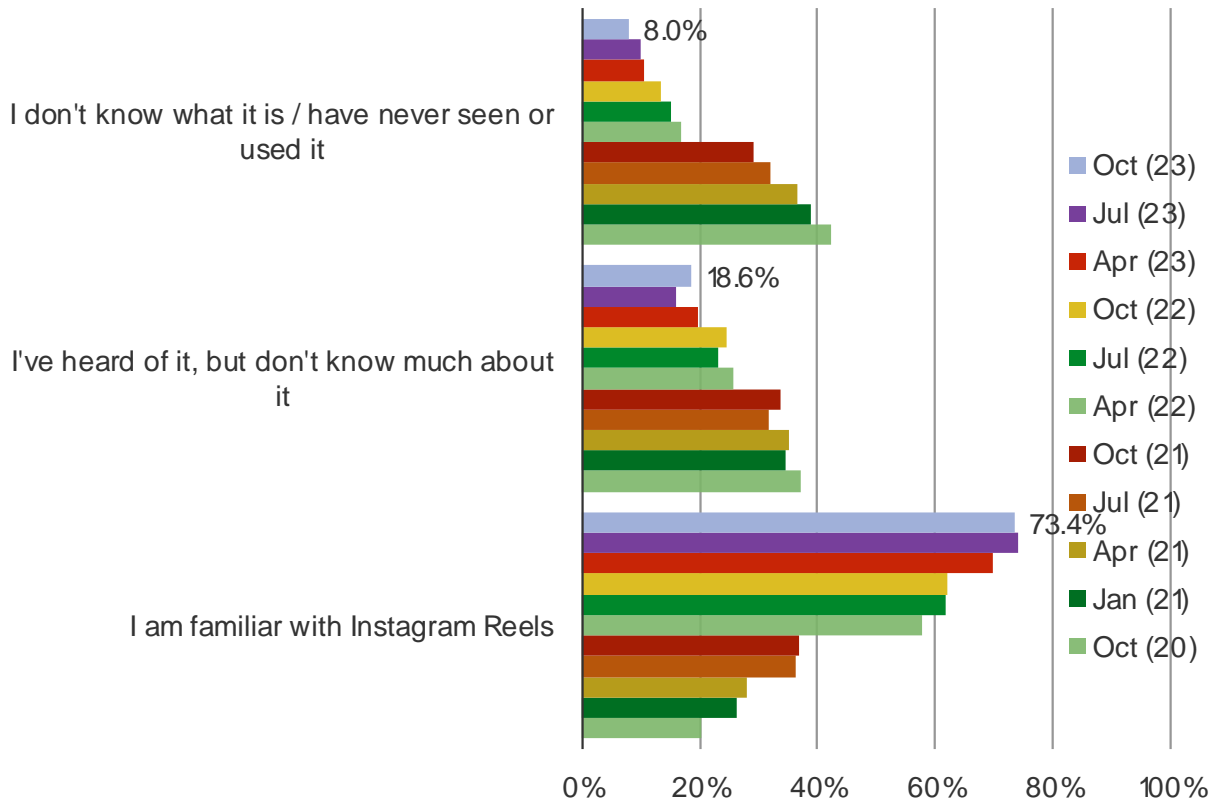
This question was posed to all respondents.



# INSTAGRAM REELS FEEDBACK

ARE YOU FAMILIAR WITH INSTAGRAM REELS (EXAMPLES PICTURED)

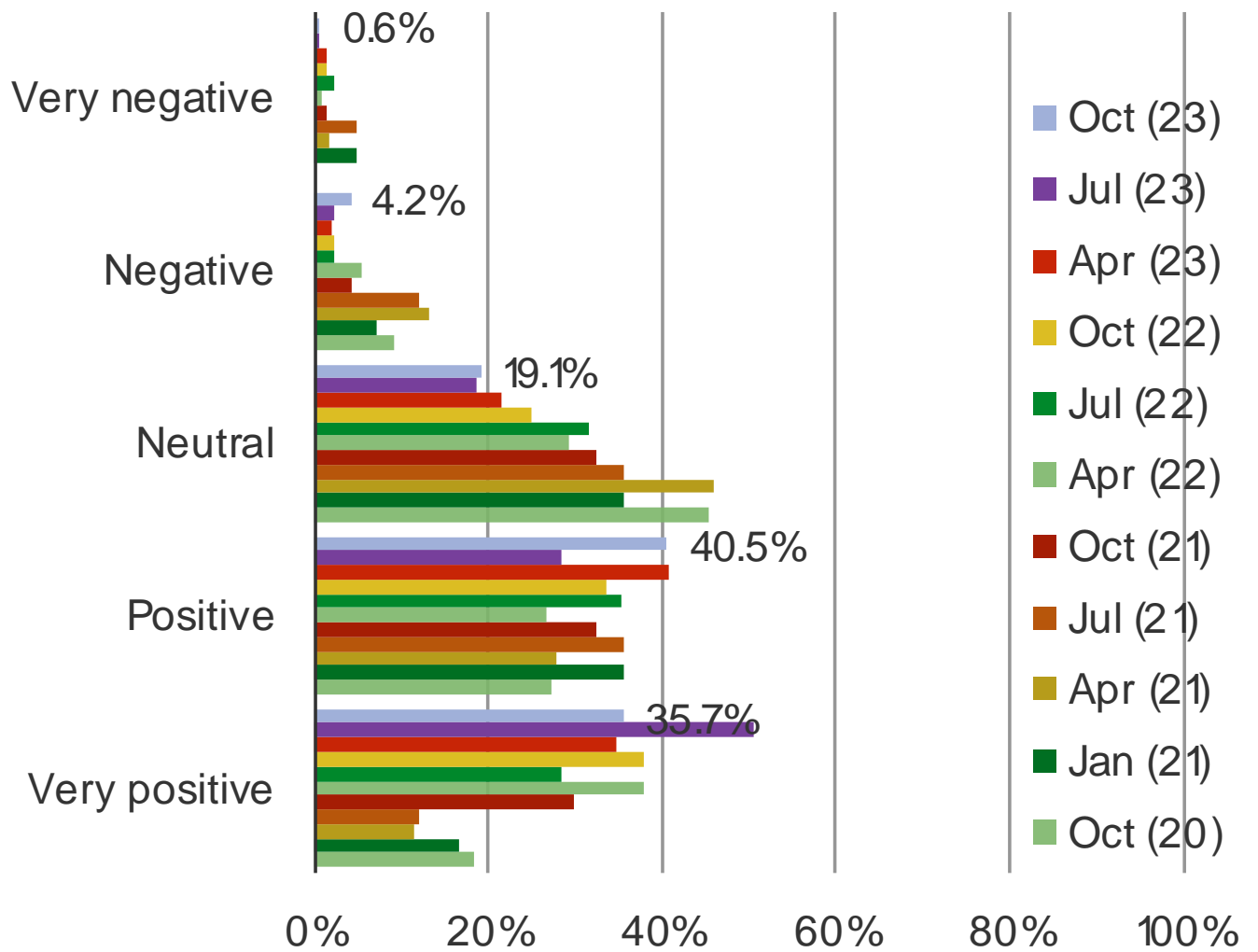
Posted to Instagram Users:



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

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

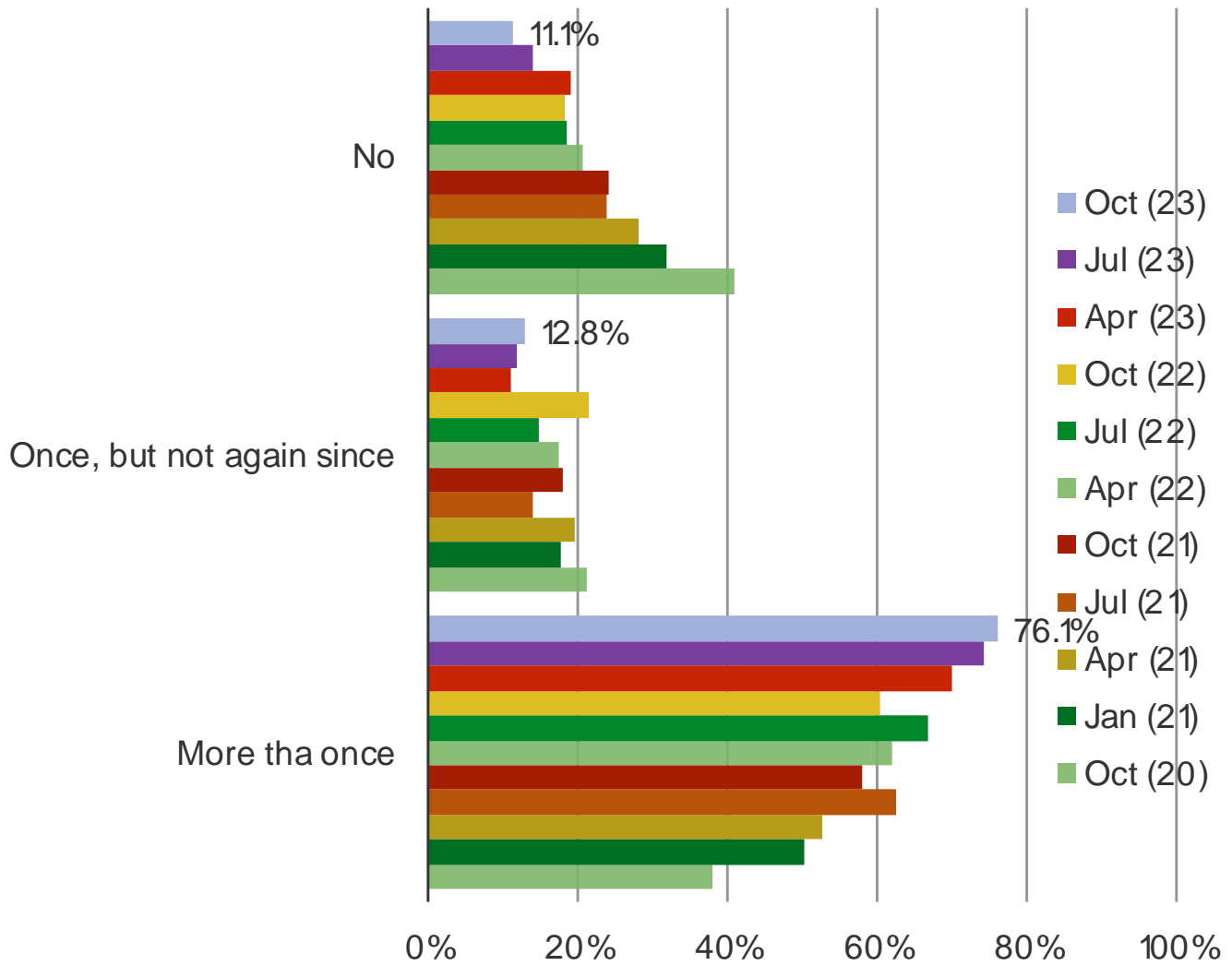
Posted to Instagram Users who have watched one or more Reels video.



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

HAVE YOU WATCHED/SEEN ANY INSTAGRAM REELS VIDEOS YET?

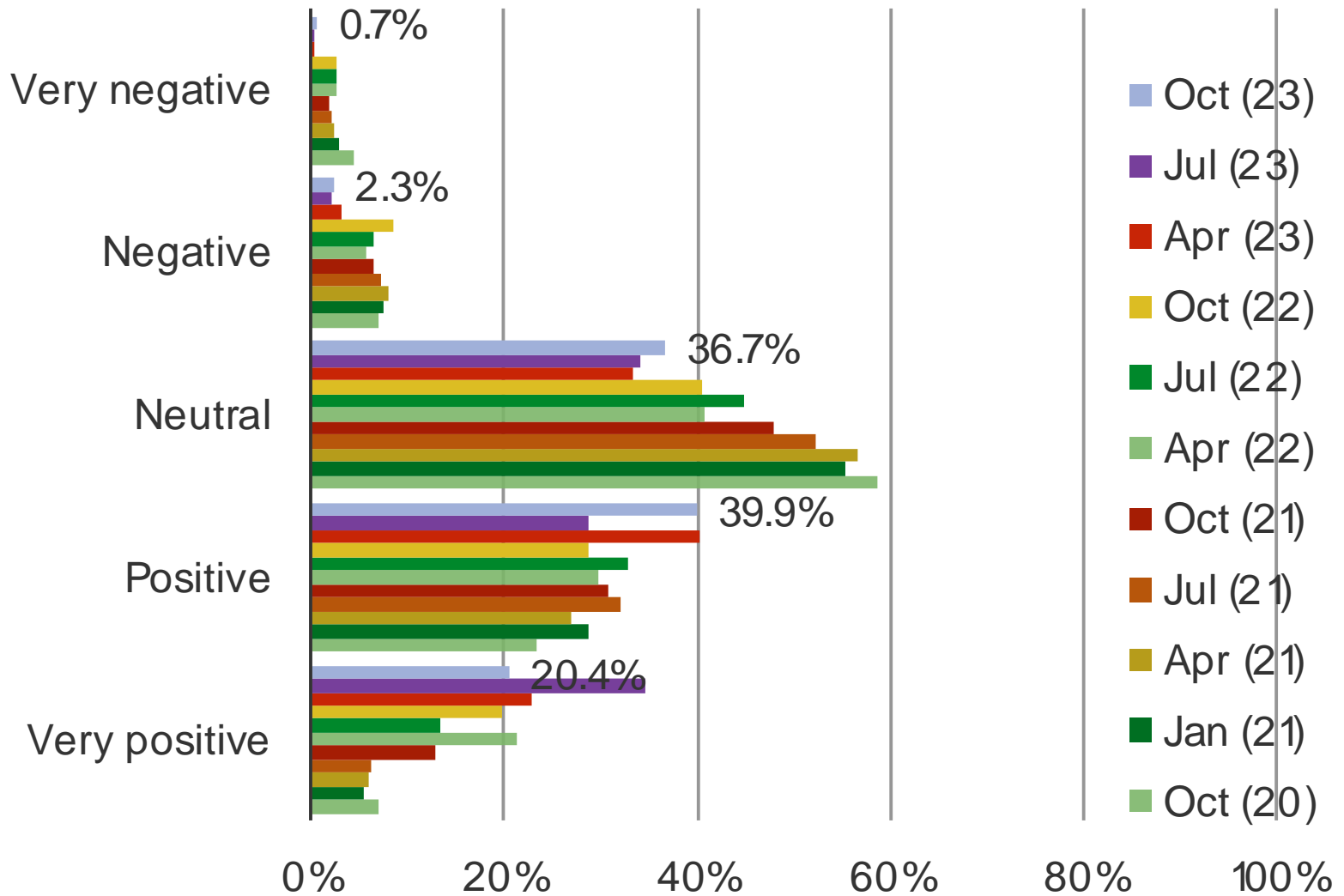
Posted to Instagram Users who have heard of Reels:



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

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

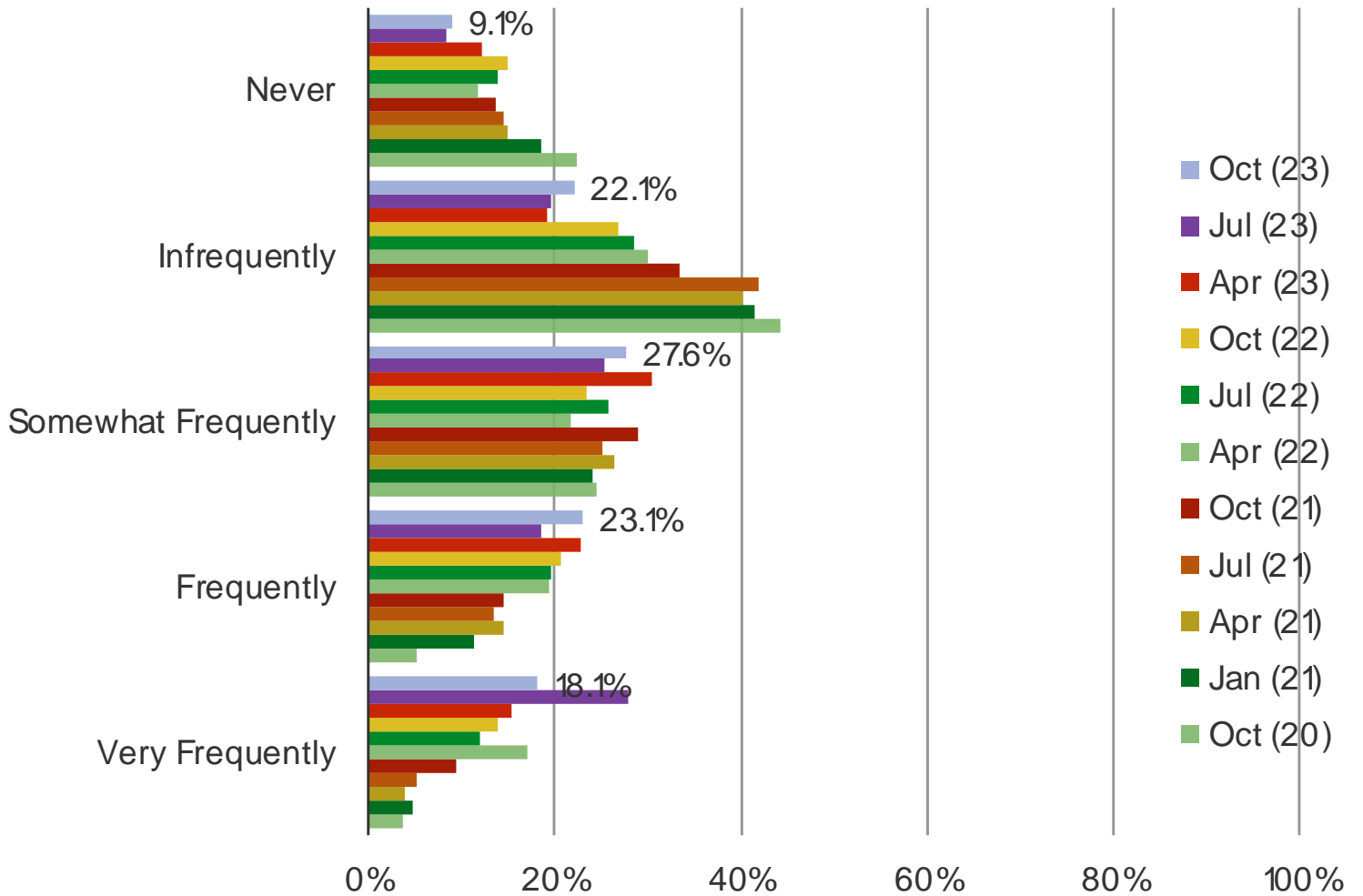
Posted to Instagram Users who have watched one or more Reels video.



\*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:

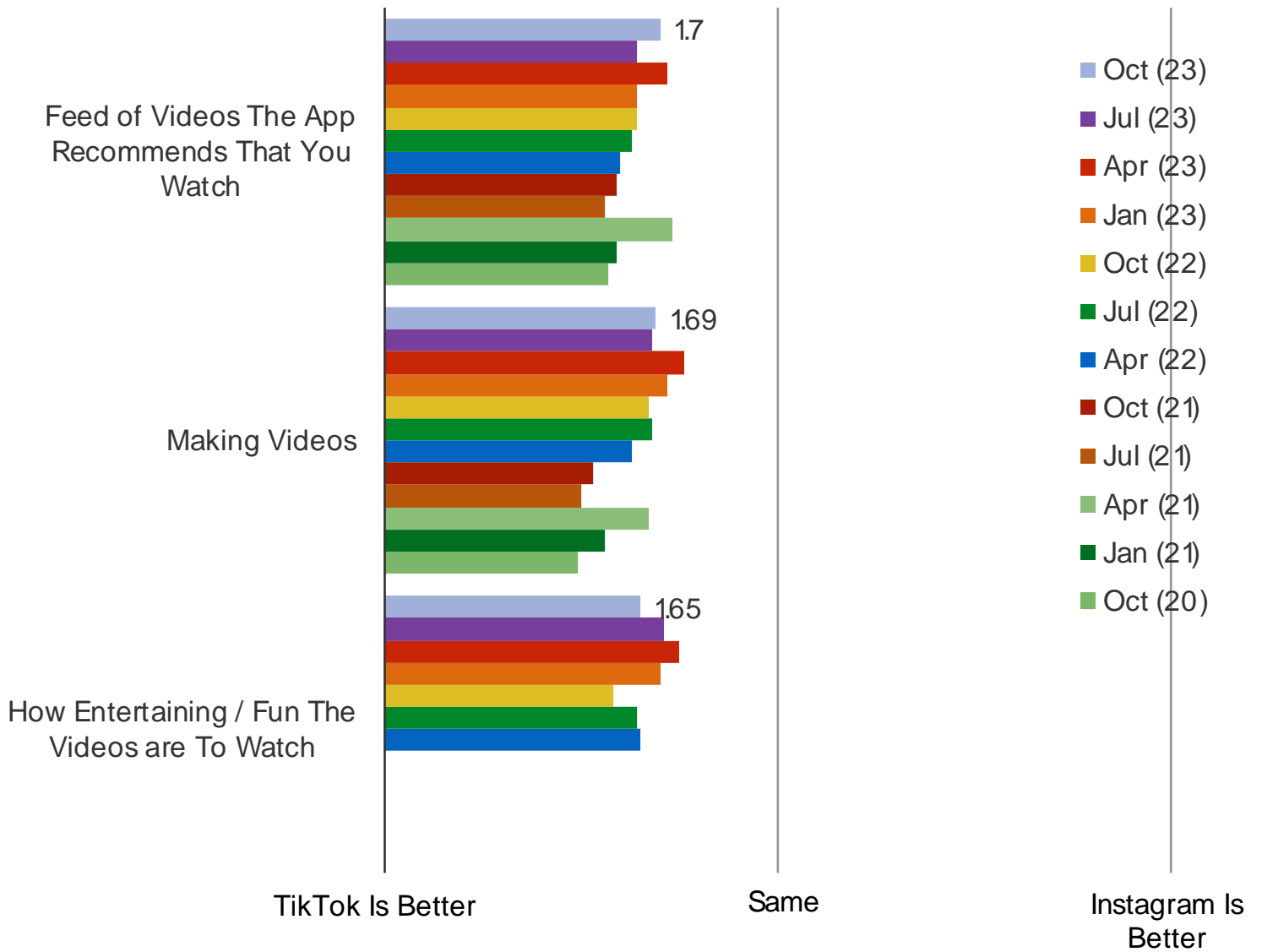


\*Note: We did not ask this question in our January 2022 survey.



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:

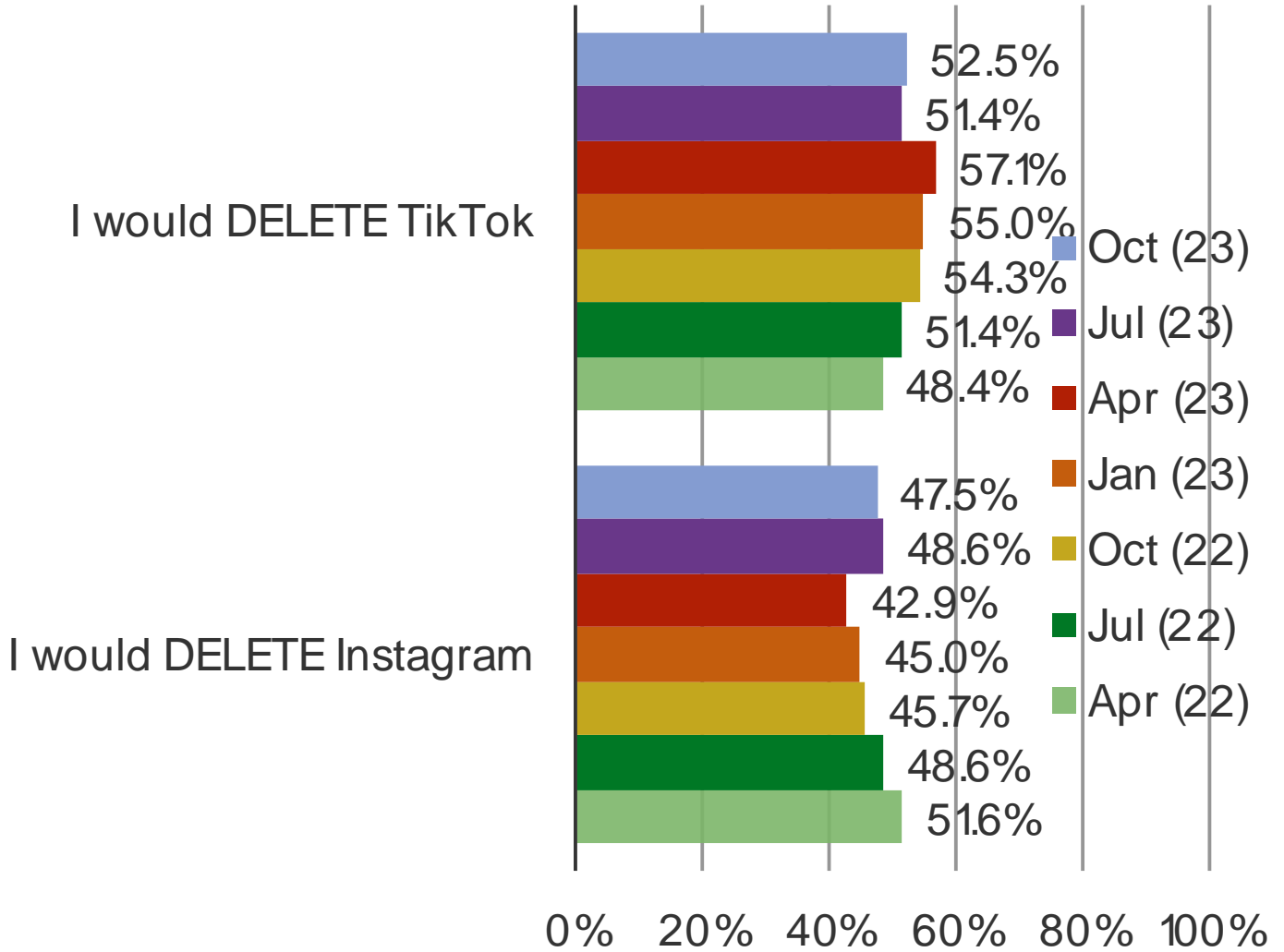


\*Note: We did not ask this question in our January 2022 survey.

# 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.



RESPONDENTS WHO WOULD DELETE INSTAGRAM AND KEEP TIKTOK, WHY?

- Barely use ut
- Bc it's more negative people on instagram then it is on tiktok
- Because I can post pictures on other sites.
- Because I don't really use it too much anymore
- because I don't really use it that often
- Because I enjoyed tiktok than Instagram
- Because I hate Meta
- because i like one better than the other
- Because I prefer watching videos of crafting and cake decorating
- Because I use tik tok more
- Because I'm barley on it
- because of all the problems with them
- Because on tiktok I am more entertained and I can share my singing videos with the world
- Cause I like tikkok more than instagram
- cause tiktok better
- Cuz it's just a time waster. But still love it
- Don't really use it anyway
- Don't use as much
- Don't use as much
- Don't use it much
- Dont use much
- Don't use that much
- get more news and daily events from tike tictok
- I don't go in instagram as much
- I don't really use it
- I don't really use it that much
- I don't use it as much & it refreshes too often
- I don't use it that often
- I don't use it very often
- I don't know
- I don't really use Instagram
- I don't use either too often but use tiktok more
- I don't use Instagram as much as Tik Tok
- I don't use it as much
- I dont use it as often and instagram doesnt have much use to me but the one i listed
- I don't use it much
- I don't use it much plus tiktok is a favorite
- 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 find the TikTok more attractive and very cool
- I get more enjoyment from TikTok
- I get on TikTok more
- I got scammed on there I don't know what to believe is real or fake
- I hardly ever use Instagram and don't post on it
- I have Facebook already
- I have no comments
- I like TikTok better
- i like tiktok more
- I like TikTok more
- I like tiktok more
- I like TikTok too much
- I love the TikTok shop
- I love TikTok
- I love to be on TikTok
- I love watching videos on tik tok and have a large following.
- i prefer tiktok
- I really don't care about that app
- I really don't use instagram that much
- I spend more time on tik tok
- I use Instagram a lot less than TikTok and there are other apps that I can use in the same way
- i use it less
- I use it less
- I use less Instagram than ticktock
- I use tik tok more
- I use tik tok more
- I use tiktok more
- I use TikTok way more
- I watch tiktok more
- i would not delete it
- I'm more interested in TikTok content
- I'm on Tik tok a lot more
- I'm on tiktok more
- Instagram is boring
- Instagram is new to me
- Instagram spreads rumors and is way too much drama in comparison to TikTok, whereas you just scroll and watch videos.
- Instagram sucks
- It doesn't use frequently as TikTok
- It is a good app but everything you can do on it can be done somewhere else while tiktok is somewhat unique and harder to replace.
- It is significantly more negative than tiktok
- It's data consuming
- It's getting boring
- Less engaging
- Less entertaining
- Like TikTok Better
- Low engagement
- Meta sucks
- No comment
- None
- Not a lot new video
- Not as interesting
- nothing
- Nothing much going there
- People are narcissistic
- Personally, I could go without Instagram because I constantly am comparing myself to others in negative way. Tiktok is fun and entertaining and has just about everything on there!
- Rare use
- Tik tok has better features
- tik tok has more interesting clips
- Tik tok is more entertaining
- Tik tok is more entertaining
- tik tok keeps me more entertained
- Tiktok gives me more laughs
- tiktok helps me when i see what others ppst
- Tiktok I use for recipes
- Tiktok is a source of entertainment for me. I don't use instagram much
- TikTok is just more entertaining
- tiktok is more entertaining
- Tiktok is more entertaining for me
- tiktok is more fun
- tiktok is more fun
- TikTok is more interesting
- TikTok is more relevant and growing
- Tiktok is very funny. I could always resort to facebook instead of instagram
- TikTok is very interesting and covers many subjects.
- TikTok isn't censored
- TikTok offers more viewing control of videos such as pausing them
- Tim Tok is much more informative and can pick what I want to seeexclusively
- Too much of fake profiles

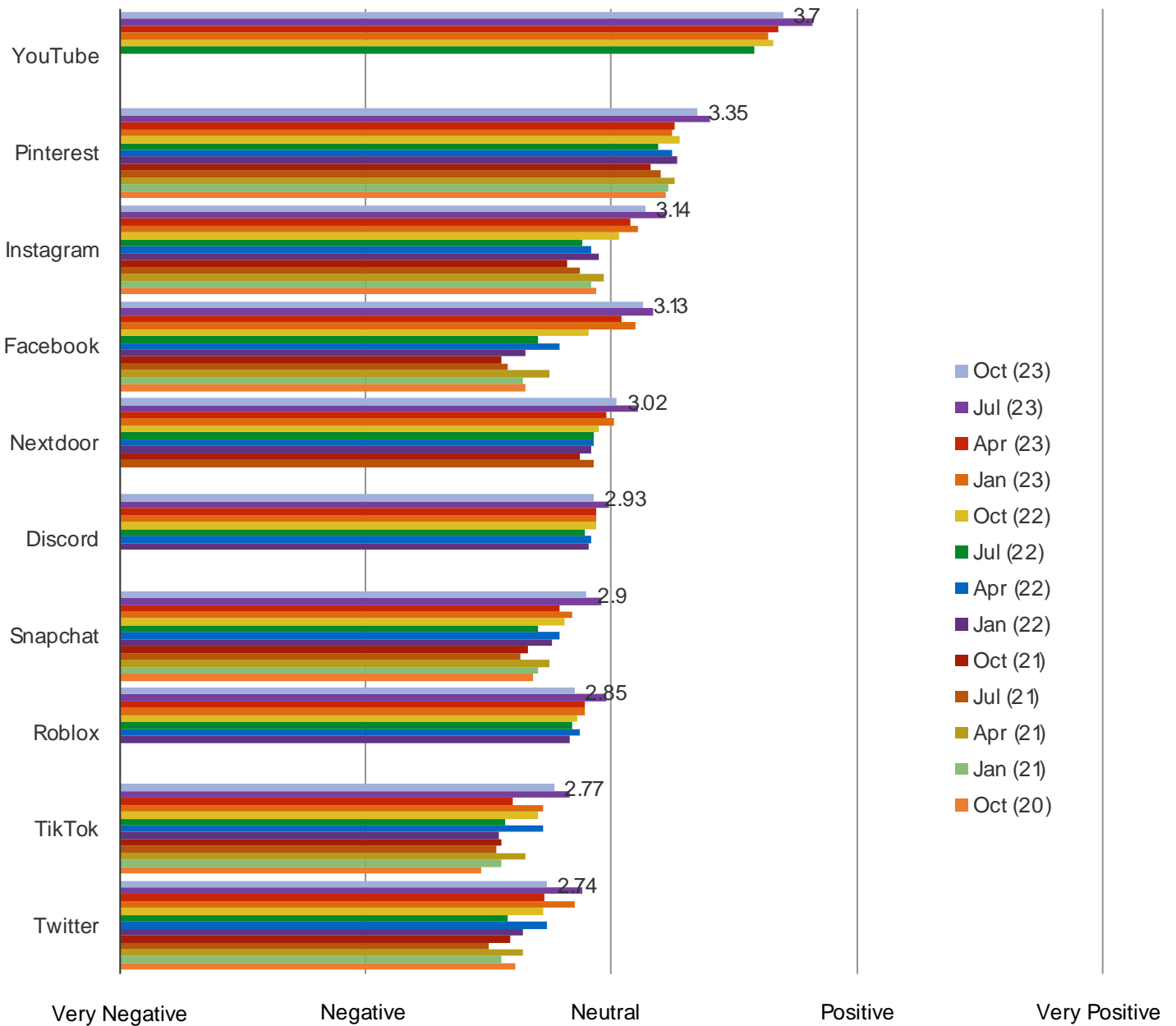
RESPONDENTS WHO WOULD TIKTOK AND KEEP INSTAGRAM, WHY?

I use instagram to message friends  
 Barely use it  
 Because have a lot of crazy people  
 Because I am more accustomed to Instagram. I have been using Instagram longer.  
 Because I believe more in Instagram to connect with family, friends and co-workers.  
 Because I can live without entertainment and I love talking to friends and family  
 Because I can see similar stuff on another website.  
 Because I don't really need tic tok  
 Because I like to see what my friends are doing and talk to them through Instagram  
 Because I prepare Instagram  
 Because I would rather, be able to communicate with my friends n family n post pictures/videos  
 Because I'm not a fan of TikTok  
 Because I am more useful instagram  
 because it seems to be to invasive  
 Because my ig is unfire right now  
 Because of the "data with china"  
 Because TikTok get boring  
 Because tiktok has little posting use for me  
 Because TikTok is considerably more toxic and Instagram can allow me to connect with my family much more.  
 don't get on it as mut  
 Don't use it as often  
 Don't really care about and use tiktok as much as Instagram  
 Don't really love the social media  
 Don't use it as much  
 For customing data  
 I am more involved with Instagram.  
 I am on that site the least  
 I can see reels on instagram and instagram i can keep up w old friends  
 I can watch short form videos on other sites but I can't see some of my friends posts anywhere else.  
 I connect with more friends on Instagram  
 I connect with people I know more on instagram  
 I could use Instagram reels instead of tik tok  
 I don't know  
 I don't use it much  
 I don't use much and I use YouTube shorts  
 I don't use tik tok too much, it's kind of a time waster  
 I don't use as much as Instagram.  
 i dontknow  
 I dt really like it that much  
 I enjoy both but you gave me a choice  
 I enjoy Tiktok less  
 I find instagram more valuable  
 I get more information og Instagram  
 I get more value from instagram  
 I get updates from friends on Instagram, which is very important to me  
 I hae instahram more  
 I have been on Instagram for over a decade and have cultivated so much content and relationships  
 I like being able to keep up with long distance friends on instagram  
 I like instagram  
 I like instagram  
 I like instagram more  
 I like posting on Instagram but I only watch tiktoks  
 I love bookstagram  
 I love instagram  
 I love taking pictures and posting pictures and I like posting things to Instagram. I think I could live without Tiktok.  
 I love the gram  
 I never really use tik tok  
 I only scroll on tik tok I don't post  
 Tiktok isn't the same as it used to be and it's become very sexualized  
 Tiktok just fills time throughout my day but I could definitely live without it

I use and enjoy Instagram more  
 I use both but I use Instagram more  
 I use instagram for family text and photos  
 I use instagram for more useful things  
 I use Instagram more  
 I use Instagram more often  
 I use instagram to launch my comedy career  
 I use Instagram way more  
 I use Instagram way more often  
 I use it less  
 I use it less  
 I use it less  
 I use it less often  
 i use it less often  
 I use it to much  
 I would rather keep Instagram.  
 I'd delete Tik tok cause it's kinda the same at instagram  
 i'm tired of it  
 I'm not really using tik tok for anything other than promoting my band.  
 Instagram connects me to people I know TikTok just allows me to pass the time  
 Instagram connects me to people in my real life. TikTok is just videos of people I don't know  
 Instagram has both  
 Instagram has more content  
 Instagram has more of my interests  
 Instagram has my friends and family. Tik Tok is only entertainment  
 Instagram has the features of tiktok plus others  
 Instagram is a way I connect with friends and family. Tic Tok is just entertainment  
 Instagram is better than tictok to me in most cases.  
 Instagram is much better for my business  
 Instagram is my favorite app  
 Instagram watch news  
 Instagrams is more useful  
 Is just to had fun  
 It a crappy site  
 It consume much data  
 It consumes data much  
 It is better overall  
 It is too youthful for me  
 It's a bit immature for me  
 It's getting worse  
 its going to be gone soon anyway  
 Its more for fun  
 it's more kiiddie stuff  
 It's not a good website in the long run.  
 It's silly  
 Less favorable  
 Less of a burden  
 Less of a community  
 More business on instagram .  
 More family and friends on insta  
 most of the videos on tik tok pop up on IG eventually  
 Most people I know have Instagram  
 Not conducive for my children  
 not much usage  
 Not using alot  
 Privacy Concerns  
 Tik tok is a time suck  
 Tik Tok owners are sketchy  
 Tiktok and Instagram are very similar  
 TikTok doesn't connect me with people I personally know  
 Tiktok gets annoying  
 Tiktok has mostly brain-dead content.  
 TikTok is made mostly for the 30 year old and under generation. I'm just a little too old for my age group

WHAT IS YOUR OPINION OF THE FOLLOWING APPS/SITES?

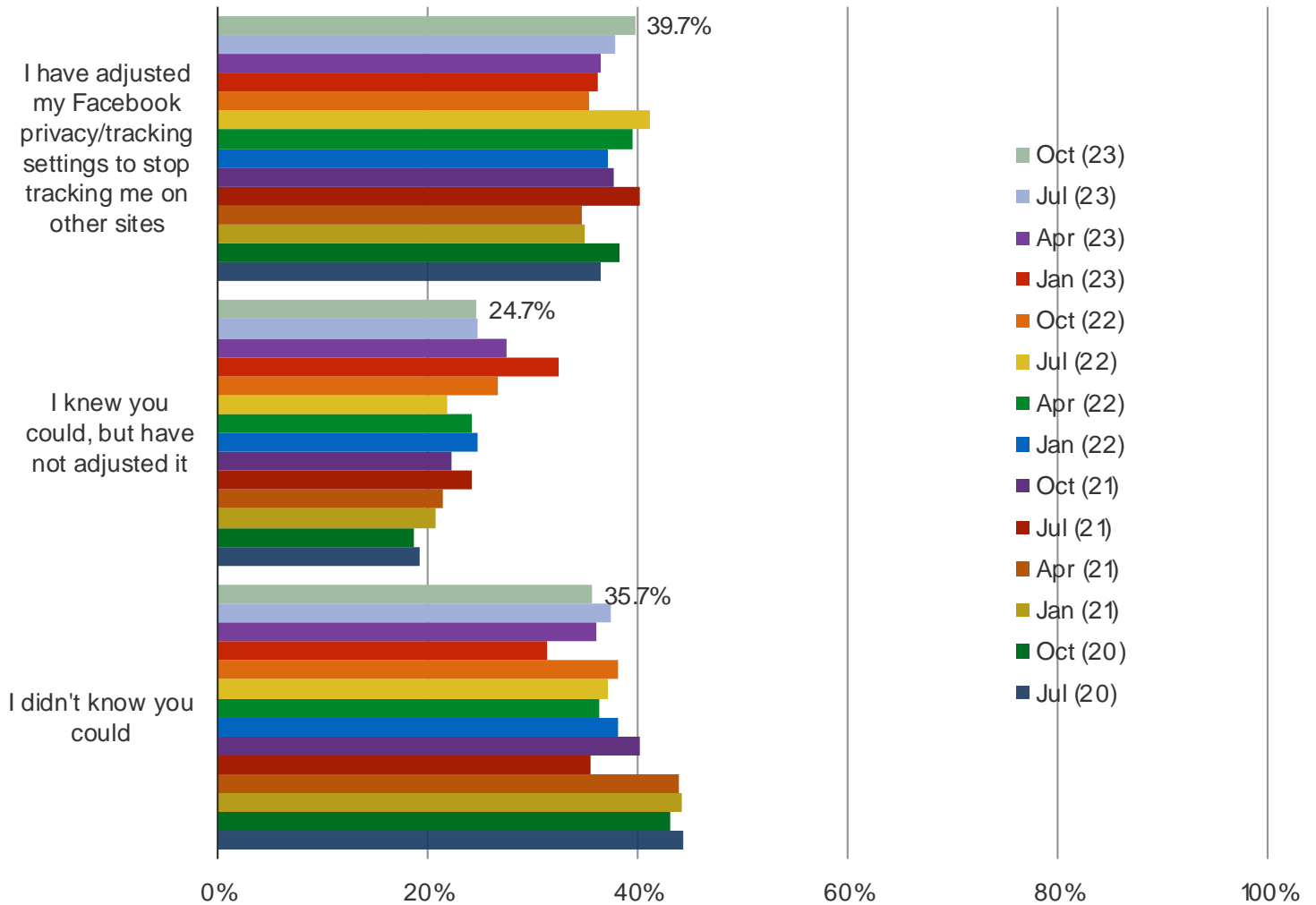
Posed to all respondents.



# 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")?

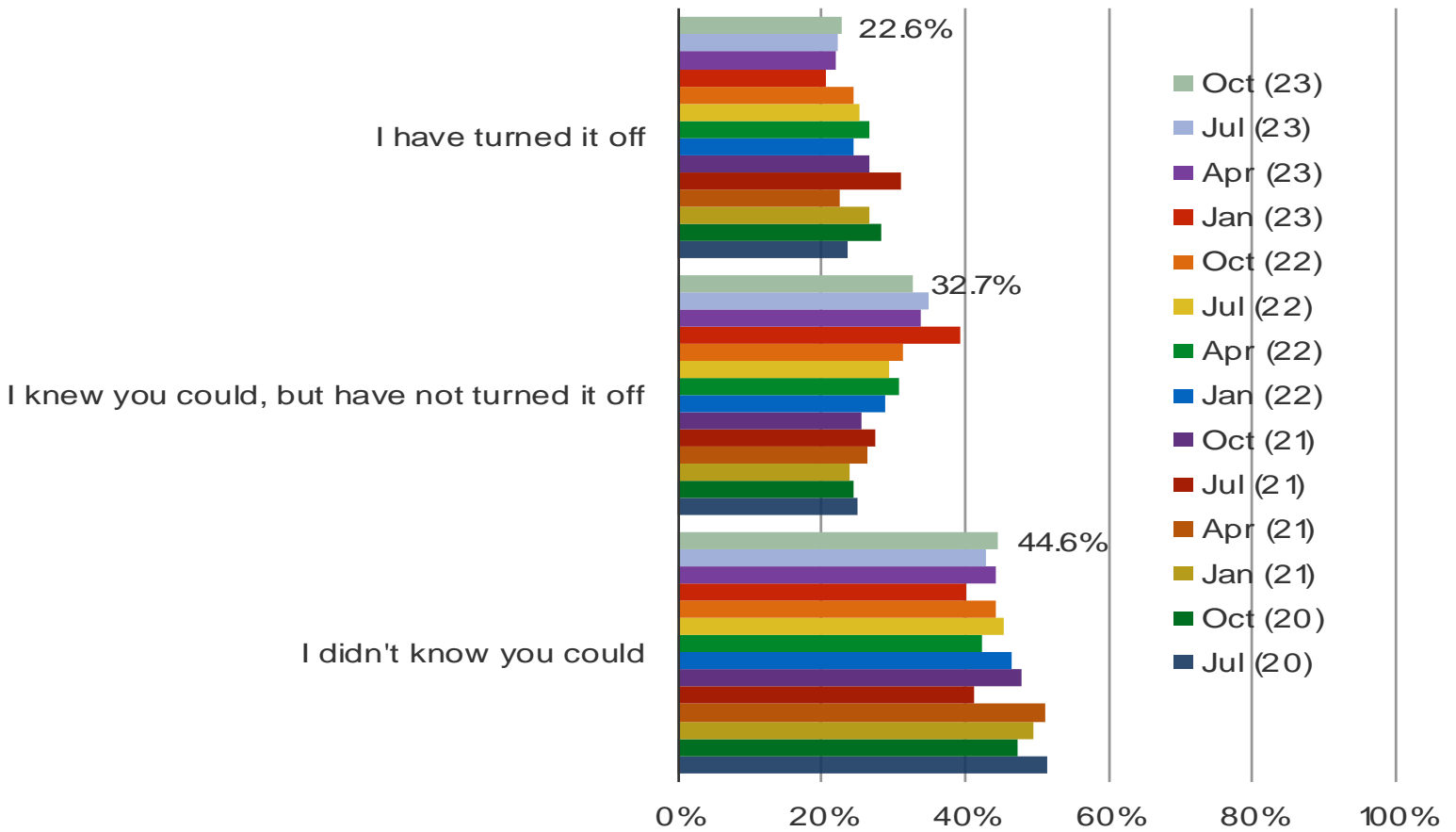
Posed to Facebook users.





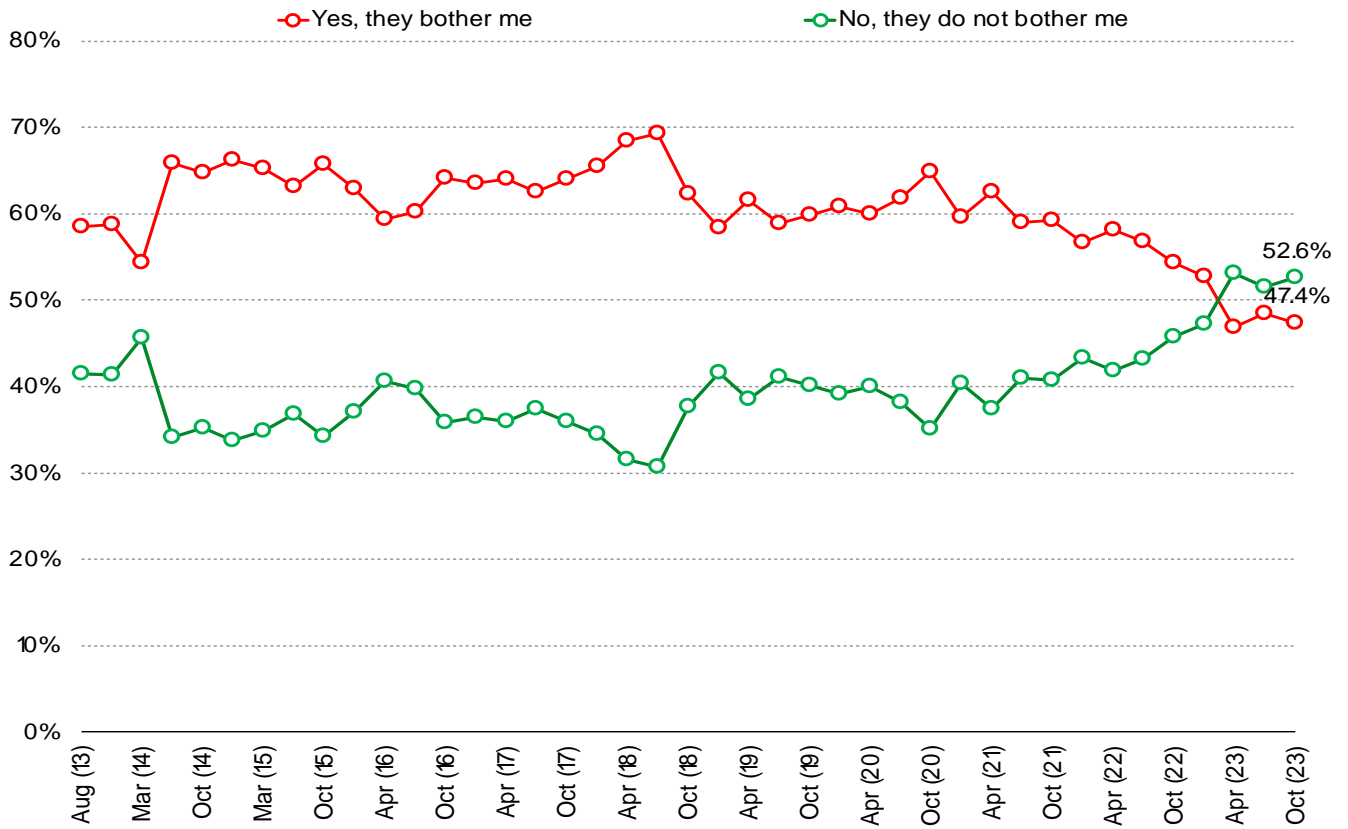
HAVE YOU GONE INTO AD CONTROLS TO TURN OFF “ADS BASED ON DATA FROM PARTNERS”?

Posed to Facebook users.



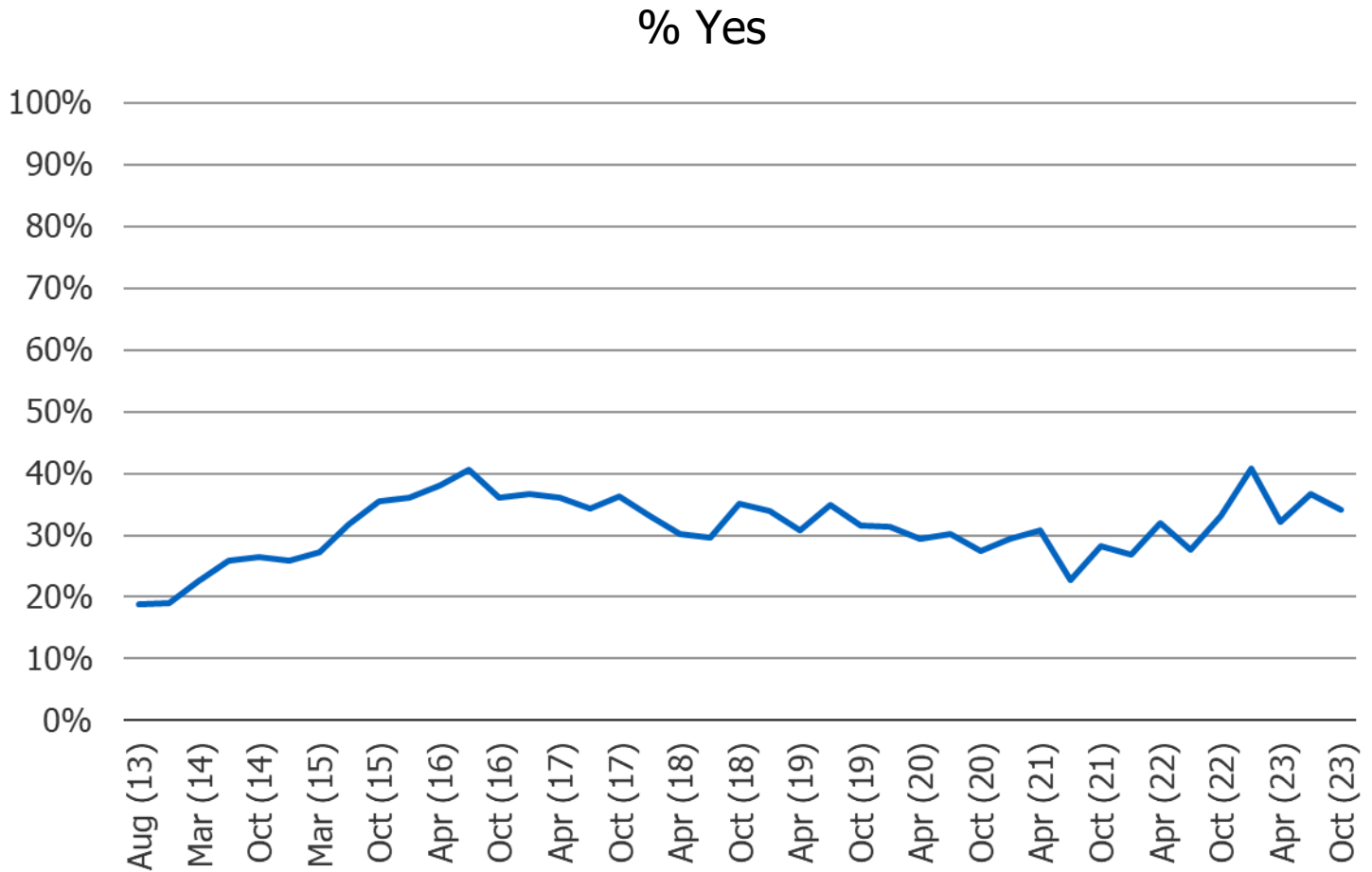
FACEBOOK ACCOUNT HOLDERS – DO ADS IN YOUR NEWSFEED BOTHER YOU?

Posed to Facebook account holders.



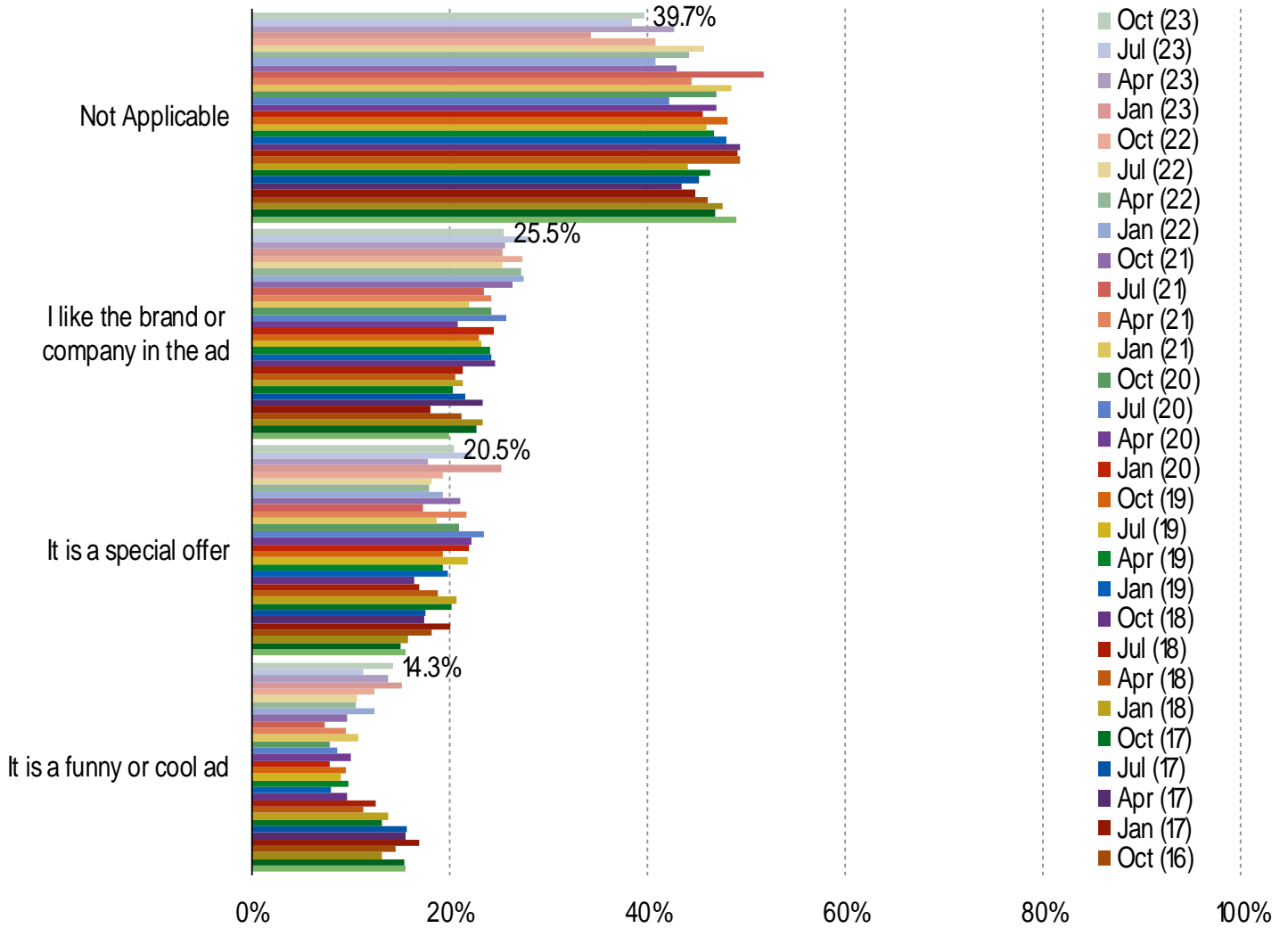
FACEBOOK ACCOUNT HOLDERS – HAVE YOU NOTICED IMPROVEMENT IN THE QUALITY AND RELEVANCE OF THE ADS THAT APPEAR IN YOUR FACEBOOK NEWS FEED?

Posed to Facebook account holders.



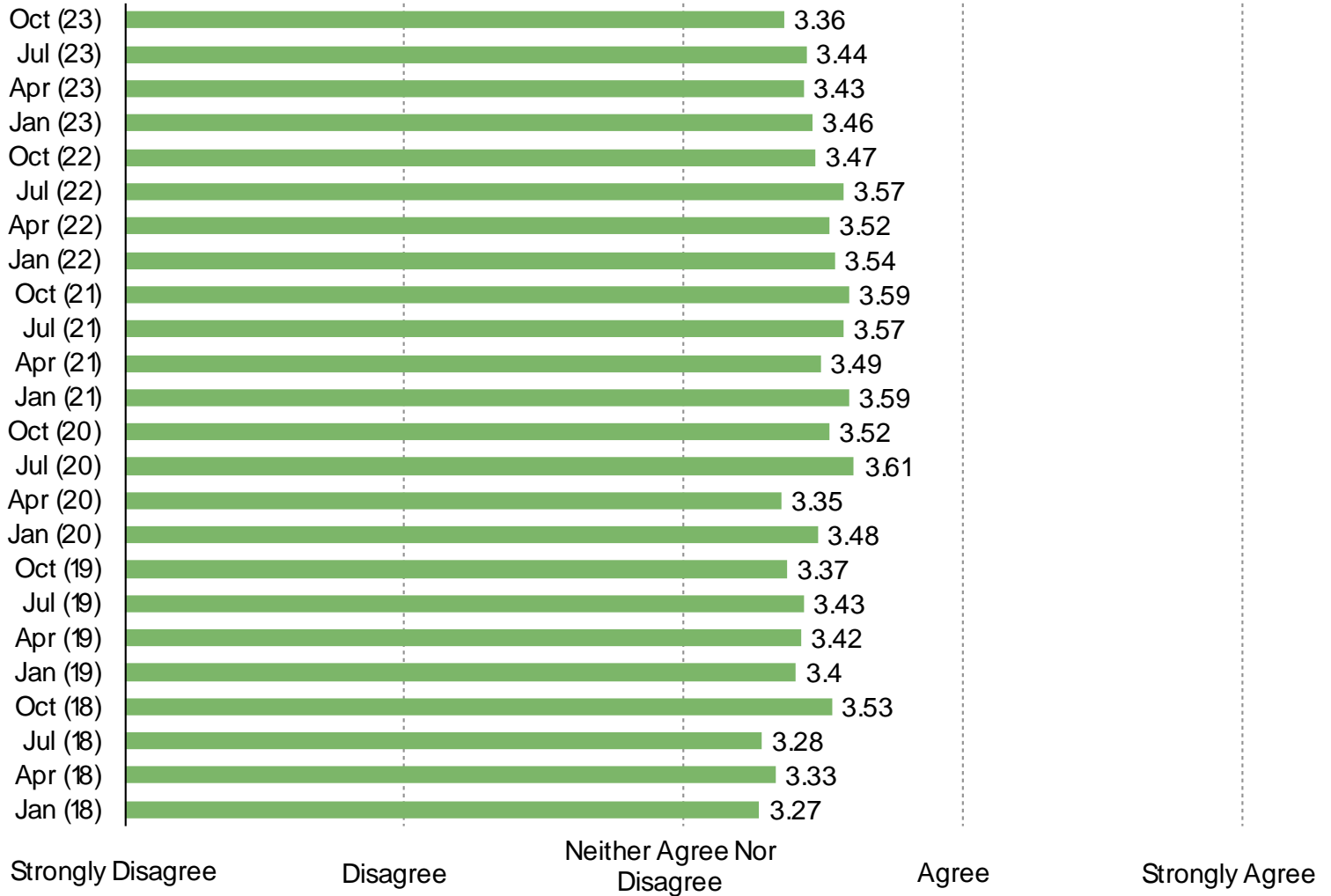
WHEN YOU CLICK ON AN ADVERTISEMENT WHILE ON FACEBOOK, WHAT IS USUALLY THE REASON FOR WHY YOU CLICKED ON THE ADVERTISEMENT?

Posed to Facebook account holders.



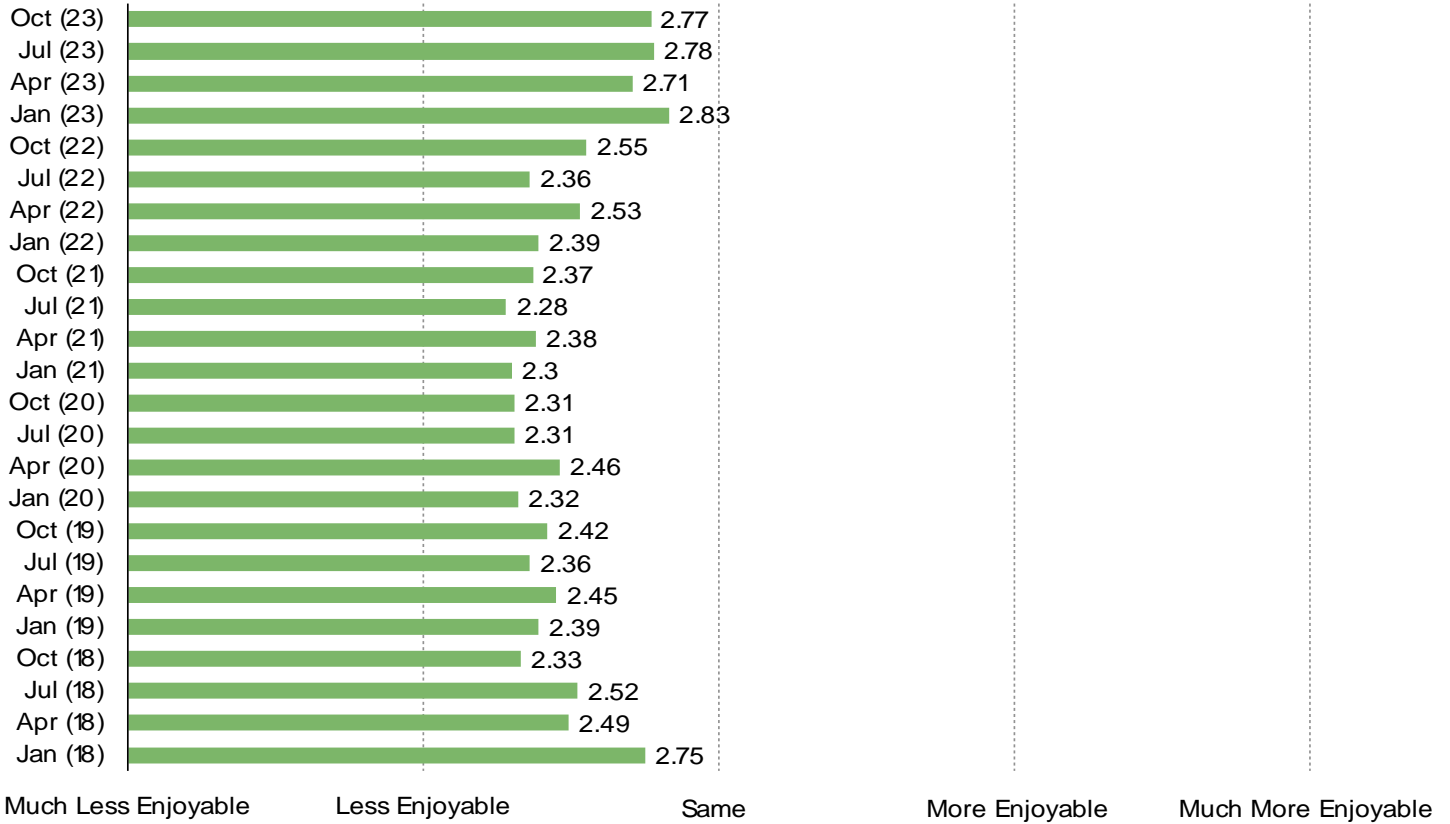
HOW MUCH DO YOU AGREE WITH THE FOLLOWING: "FACEBOOK HAS BECOME LESS SOCIAL OVER TIME."

Posed to Facebook users.



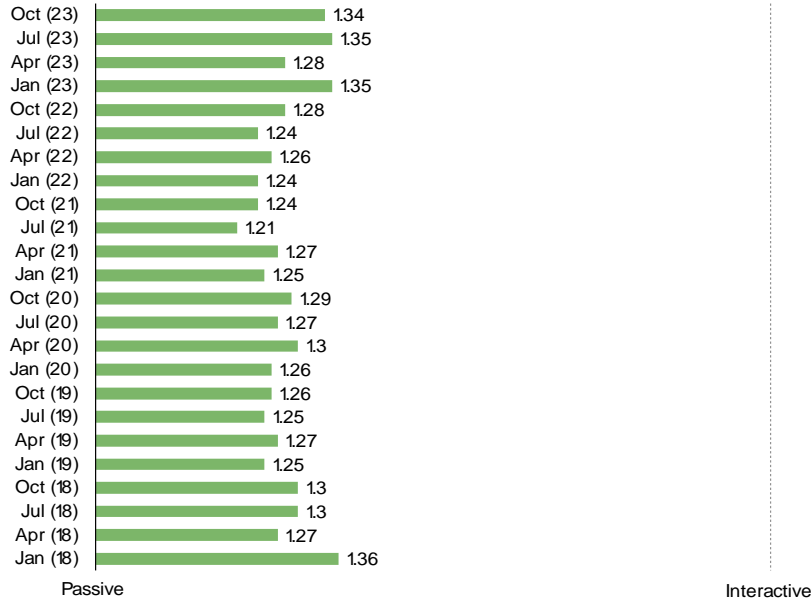
FACEBOOK USERS – IN GENERAL, WOULD YOU SAY FACEBOOK HAS GOTTEN MORE OR LESS ENJOYABLE OVER-TIME?

Posed to Facebook users.



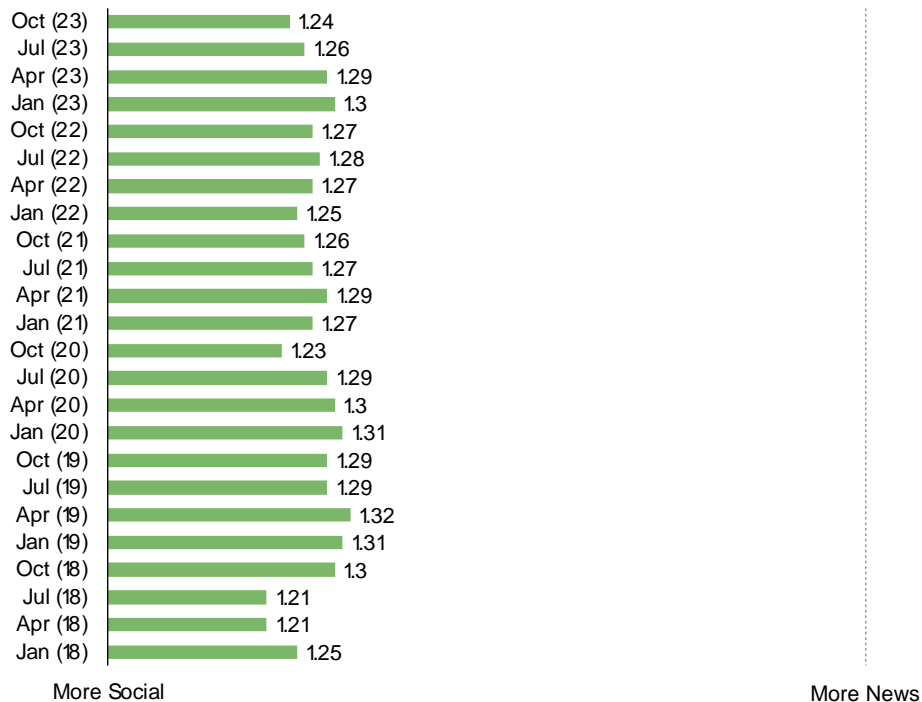
WOULD YOU DESCRIBE YOUR USAGE OF FACEBOOK AS BEING MORE INTERACTIVE OR PASSIVE?

Posed to Facebook users.



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

Posed to Facebook users.

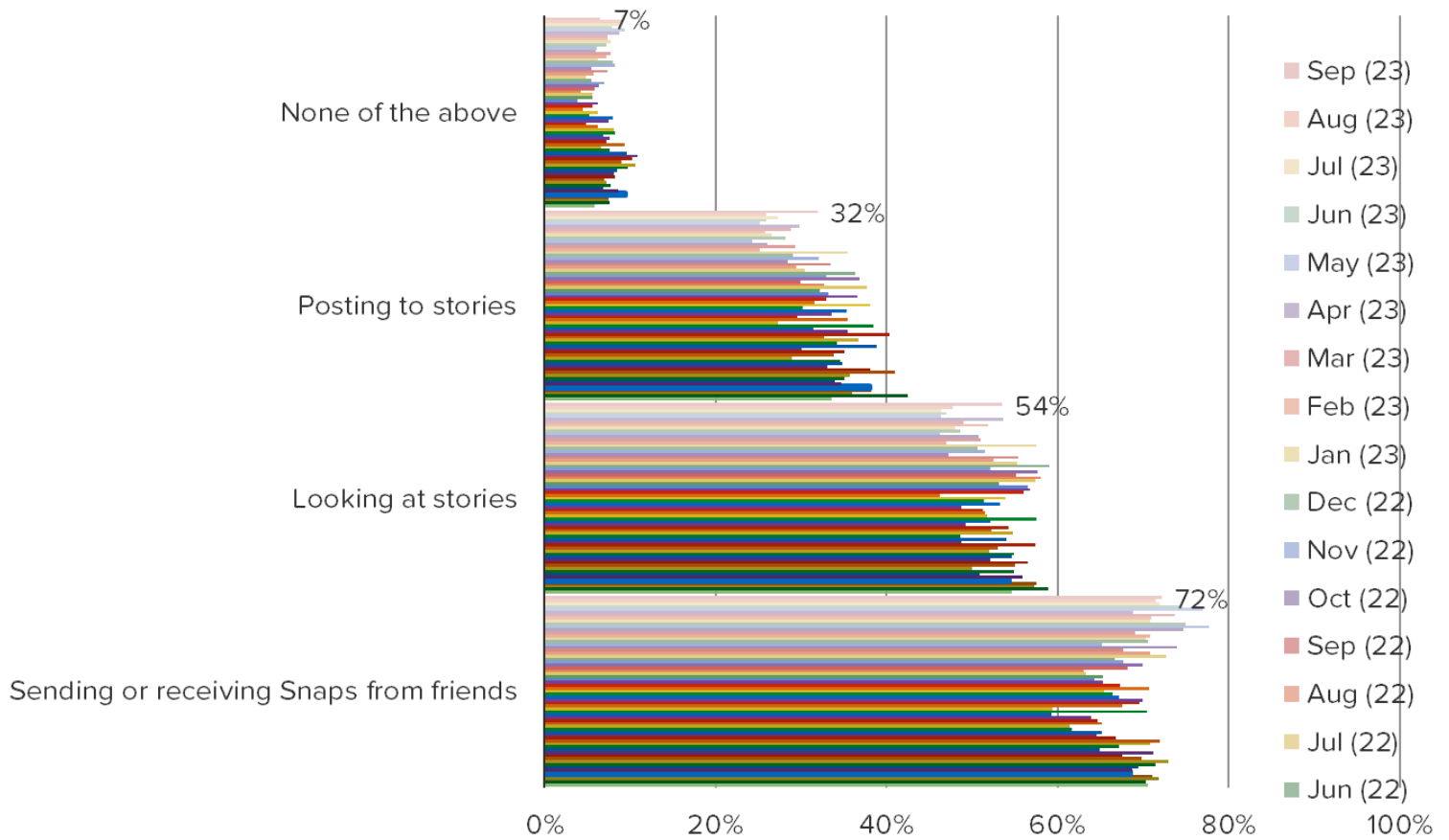


# SNAPCHAT USER FEEDBACK



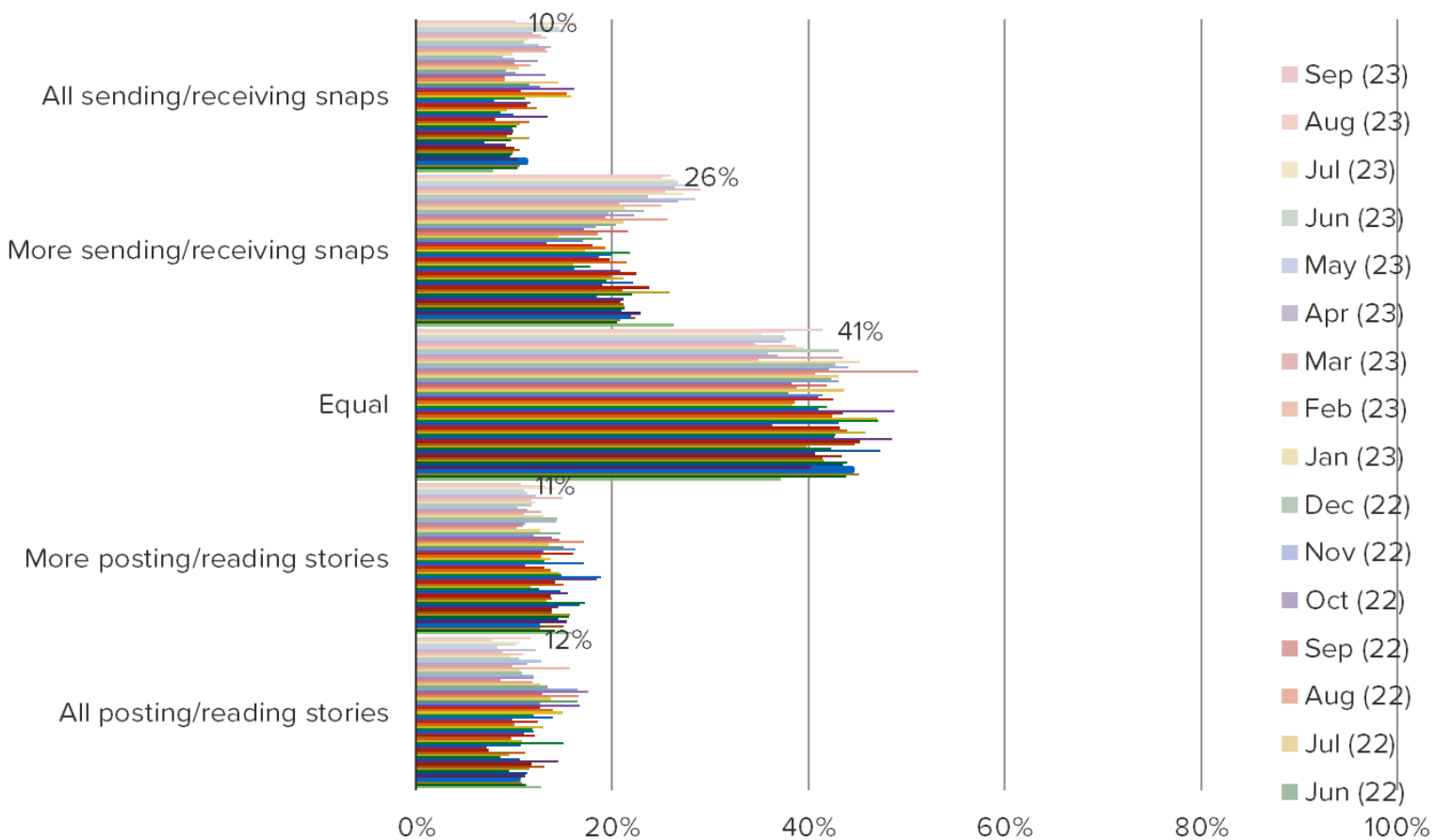
I USE SNAPCHAT FOR

Posed to Snapchat users.



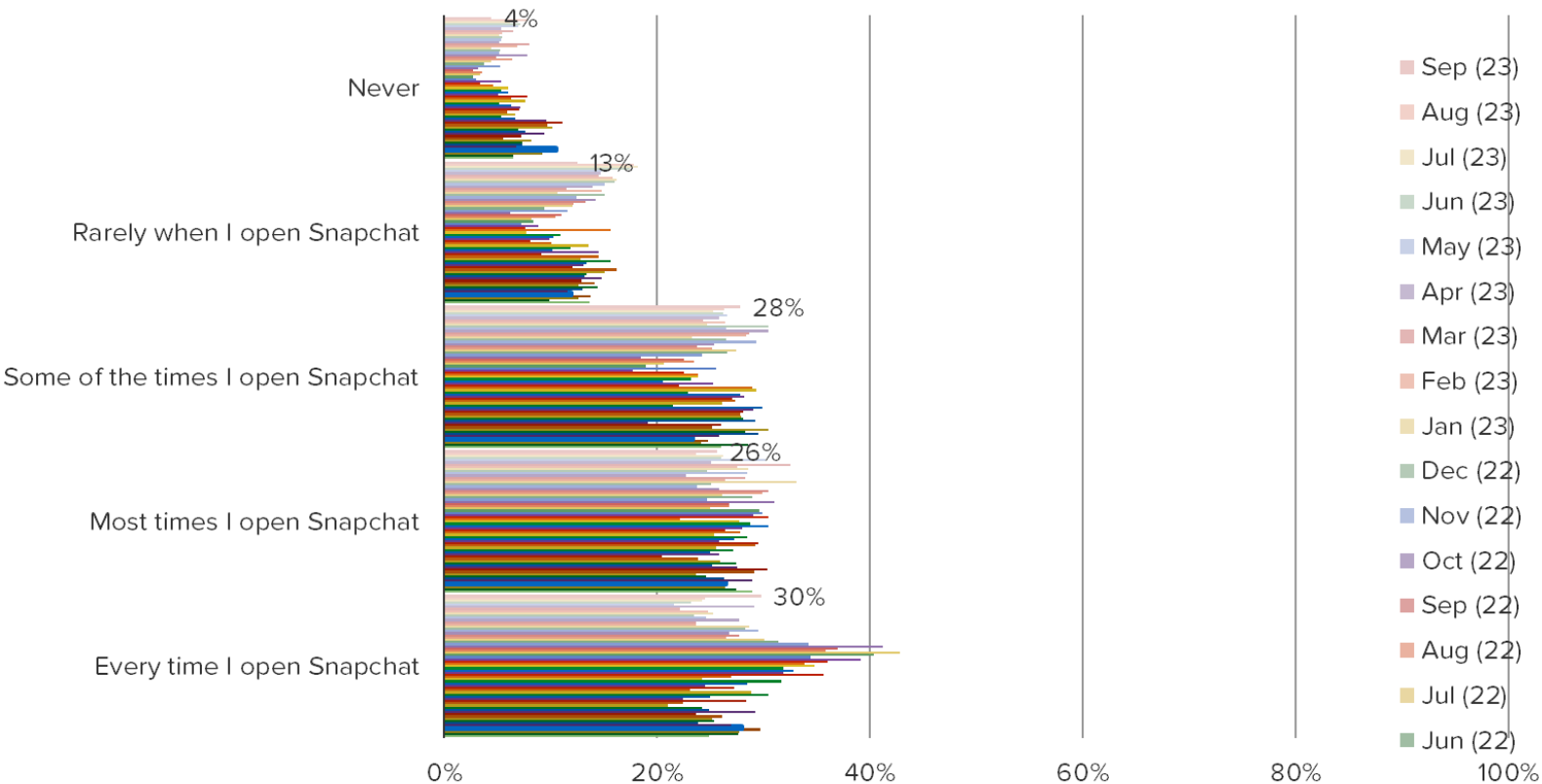
PLEASE ESTIMATE HOW YOU SPEND YOUR TIME ON SNAPCHAT.

Posed to Snapchat users.



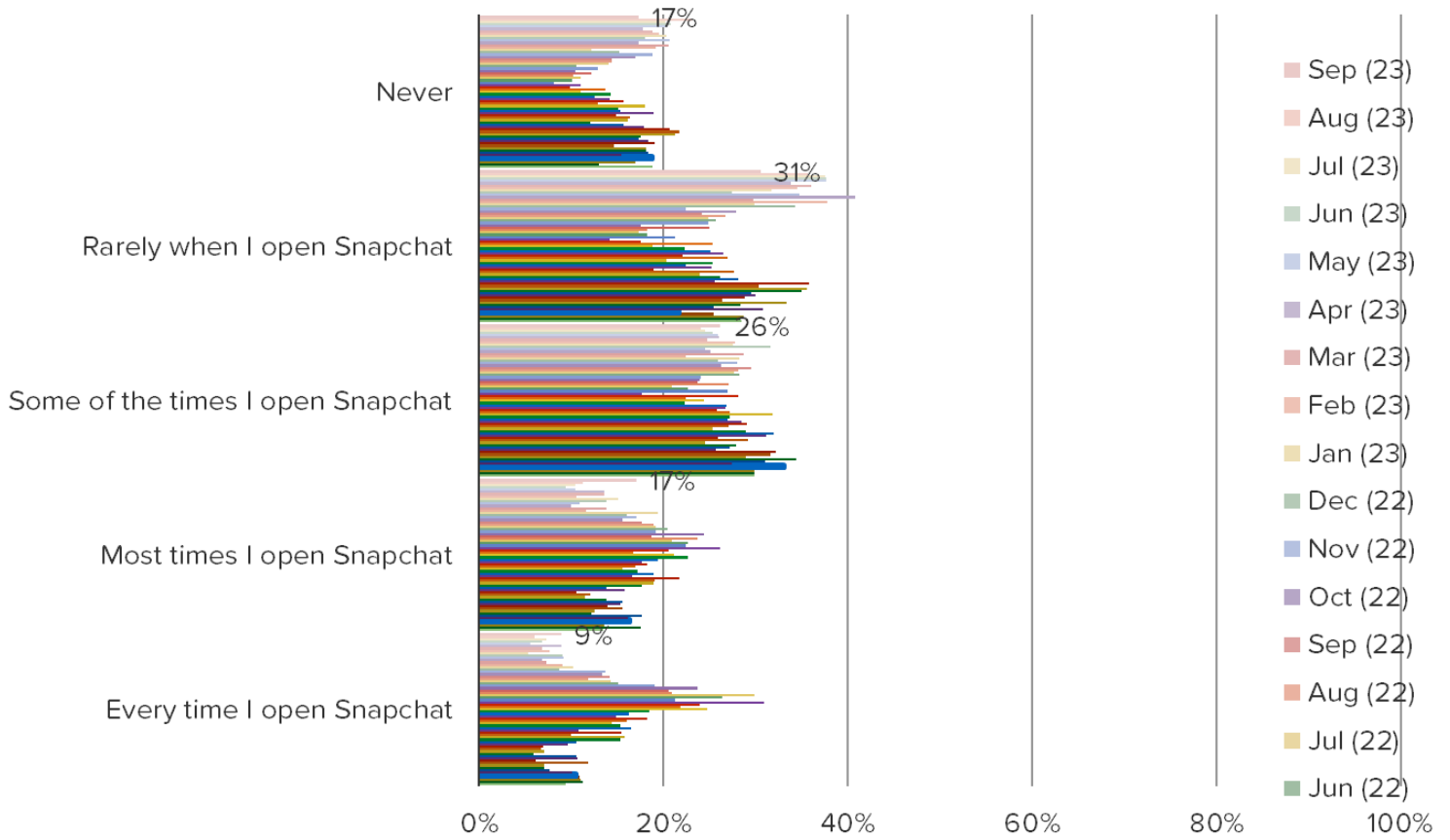
I VIEW SNAPCHAT STORIES:

Posed to Snapchat users.



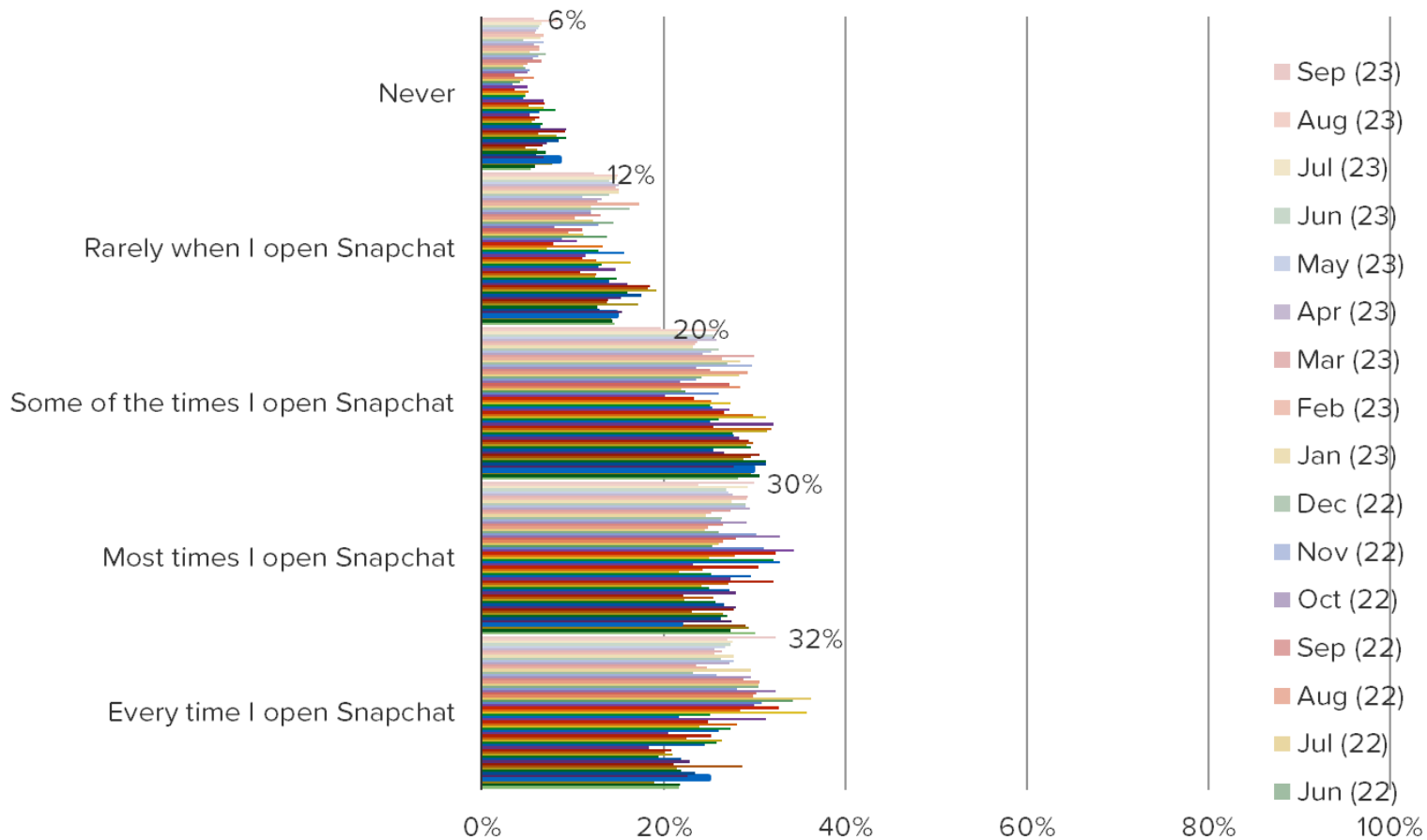
I POST TO SNAPCHAT STORIES:

Posed to Snapchat users.



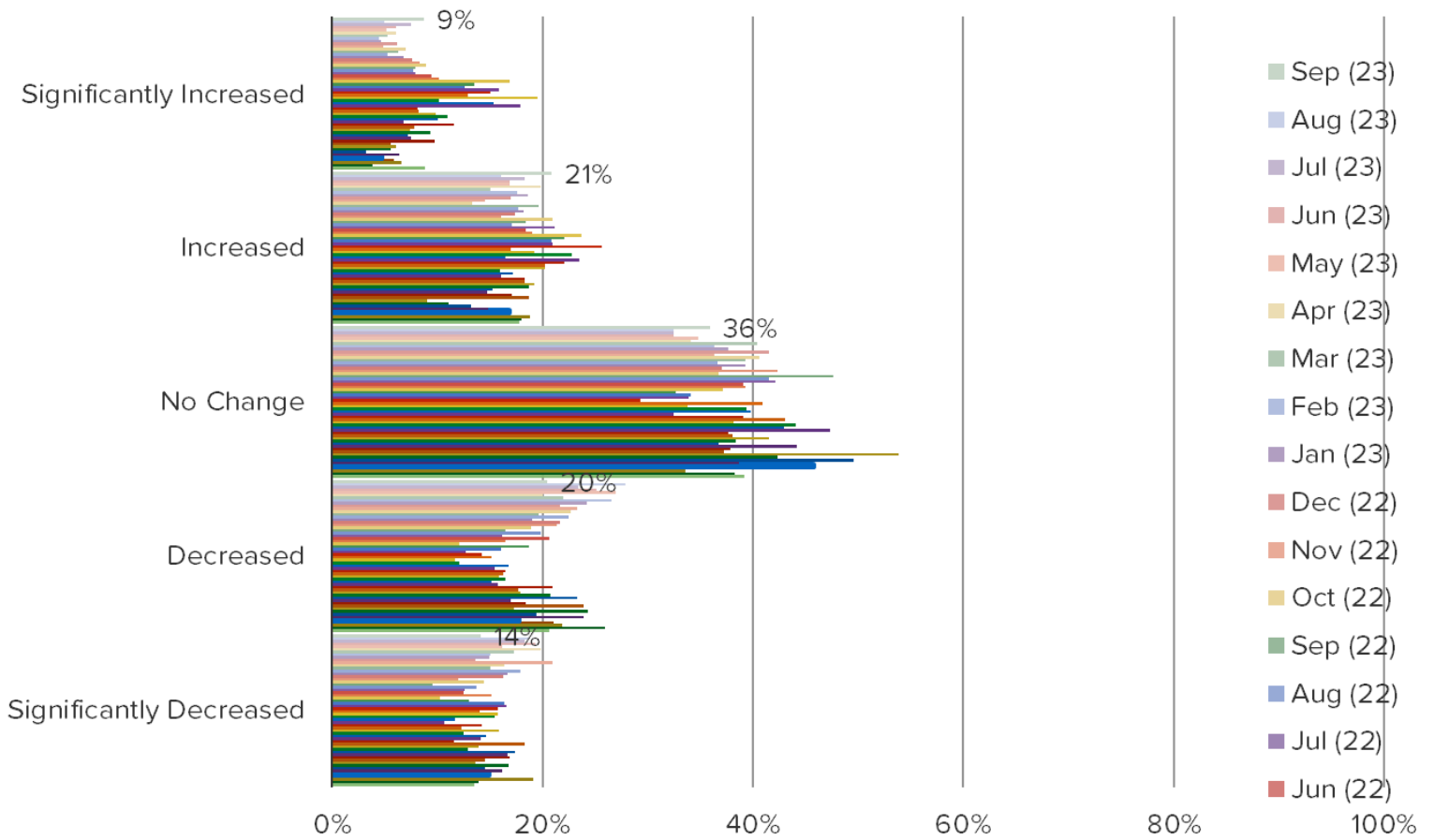
I SEND/RECEIVE SNAPS:

Posed to Snapchat users.



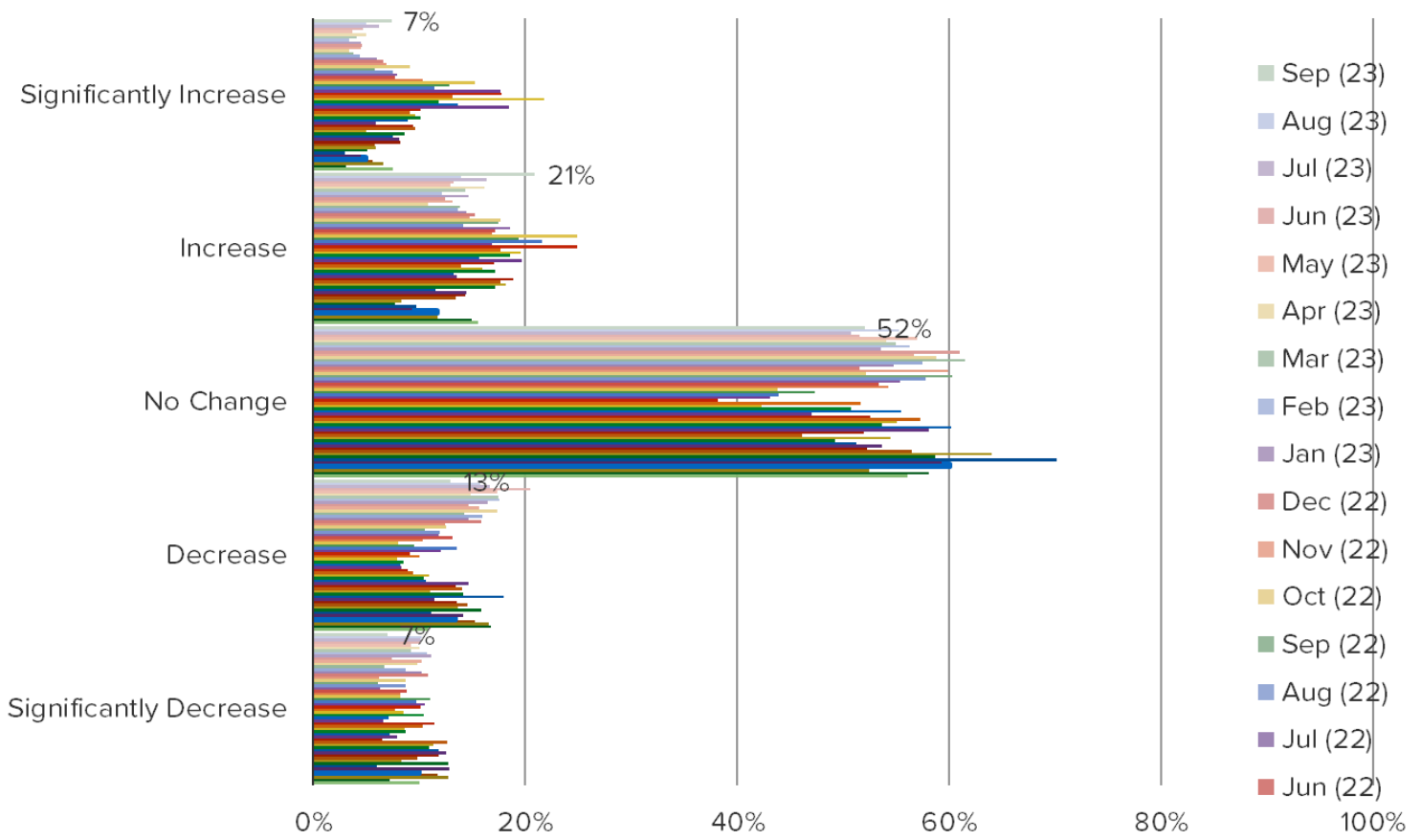
HAS THE AVERAGE TIME YOU CURRENTLY SPEND ON SNAPCHAT PER DAY INCREASED OR DECREASED COMPARED TO 6-12 MONTHS AGO?

Posed to Snapchat users.



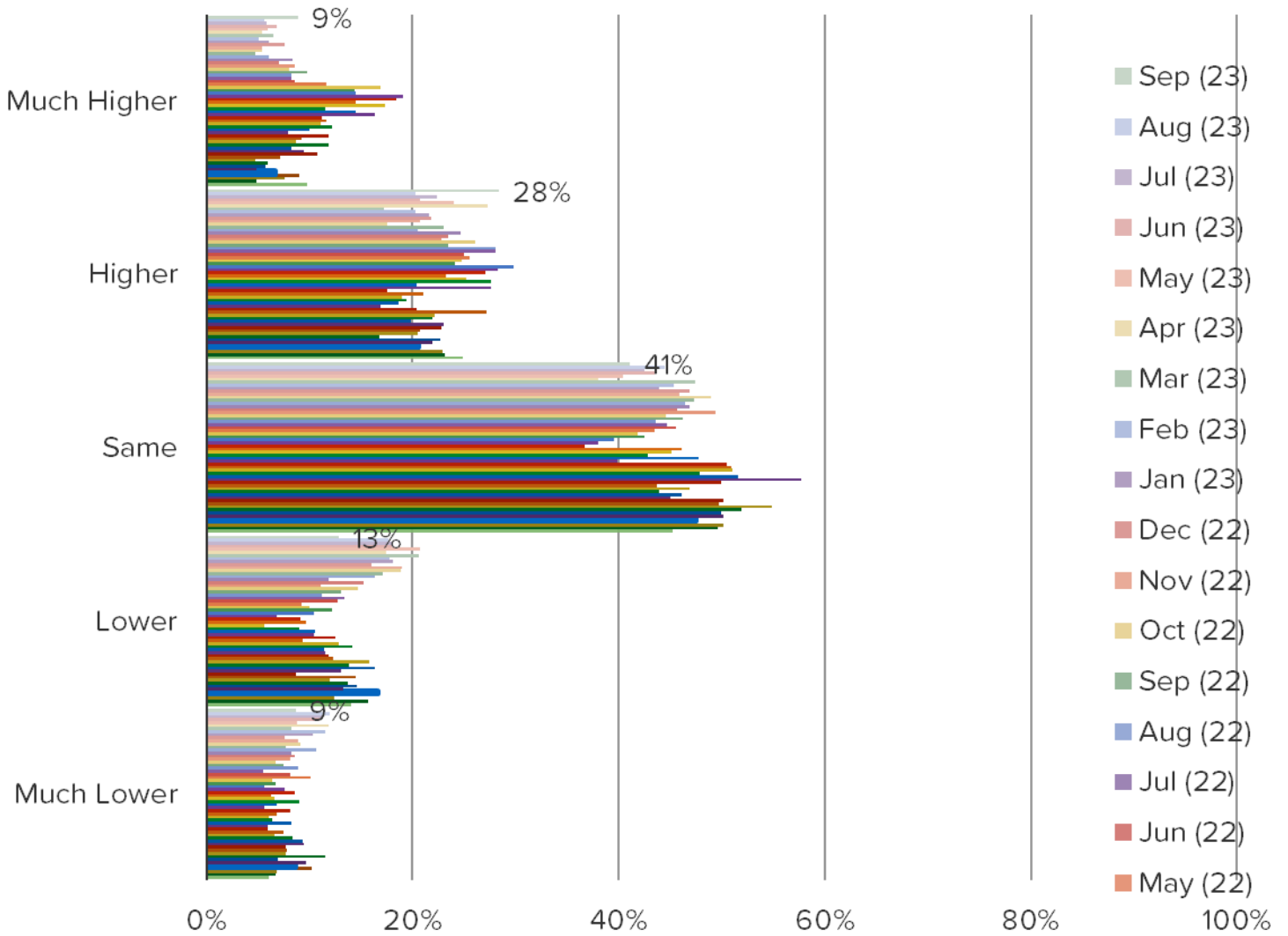
DO YOU EXPECT THE AVERAGE TIME YOU SPEND PER DAY ON SNAPCHAT PER DAY TO INCREASE OR DECREASE GOING FORWARD?

Posed to Snapchat users.



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

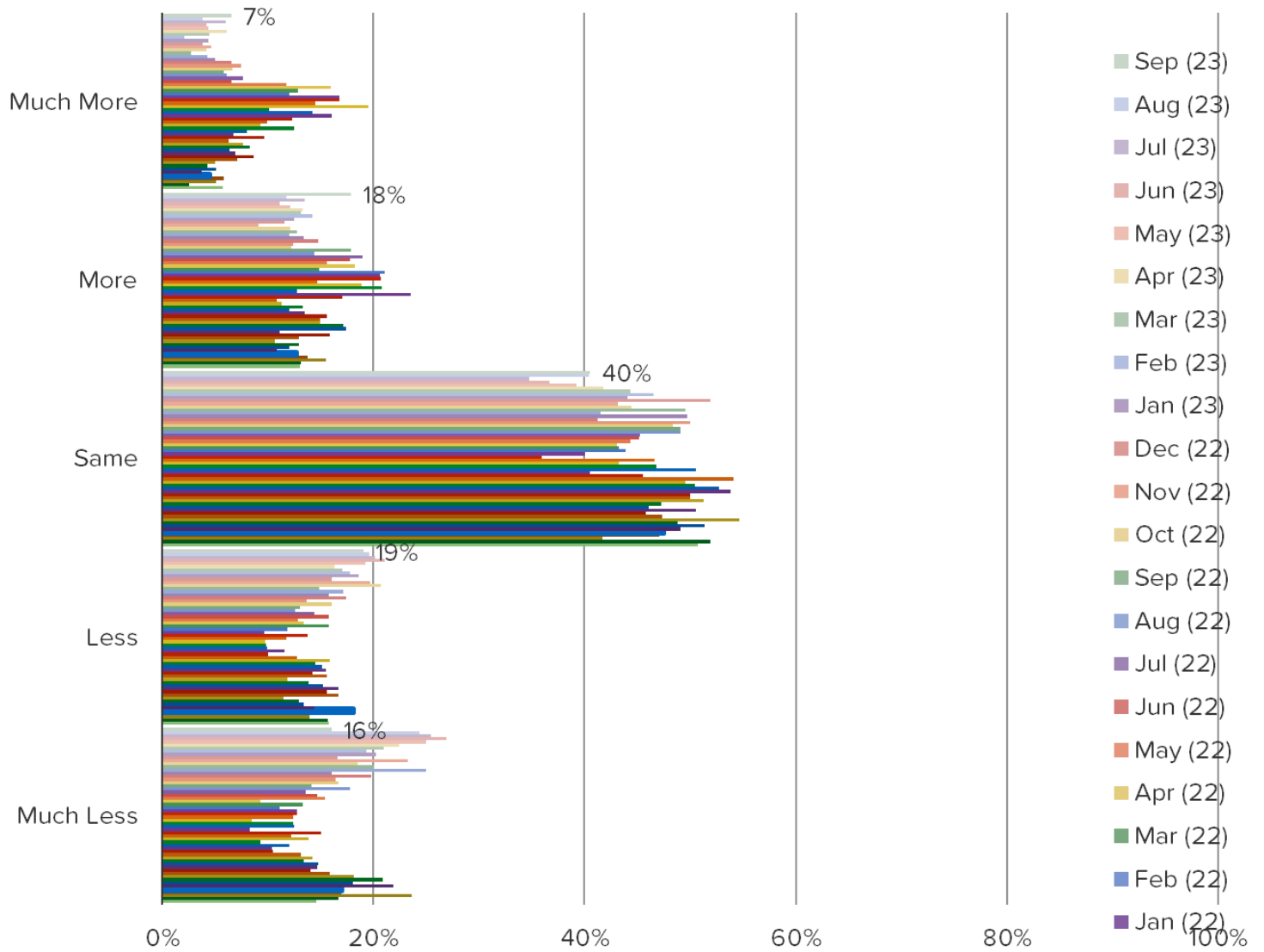
Posed to Snapchat users.





ARE YOU WATCHING MORE OR LESS DISCOVER CONTENT ON SNAPCHAT THAN YOU WERE 6-12 MONTHS AGO?

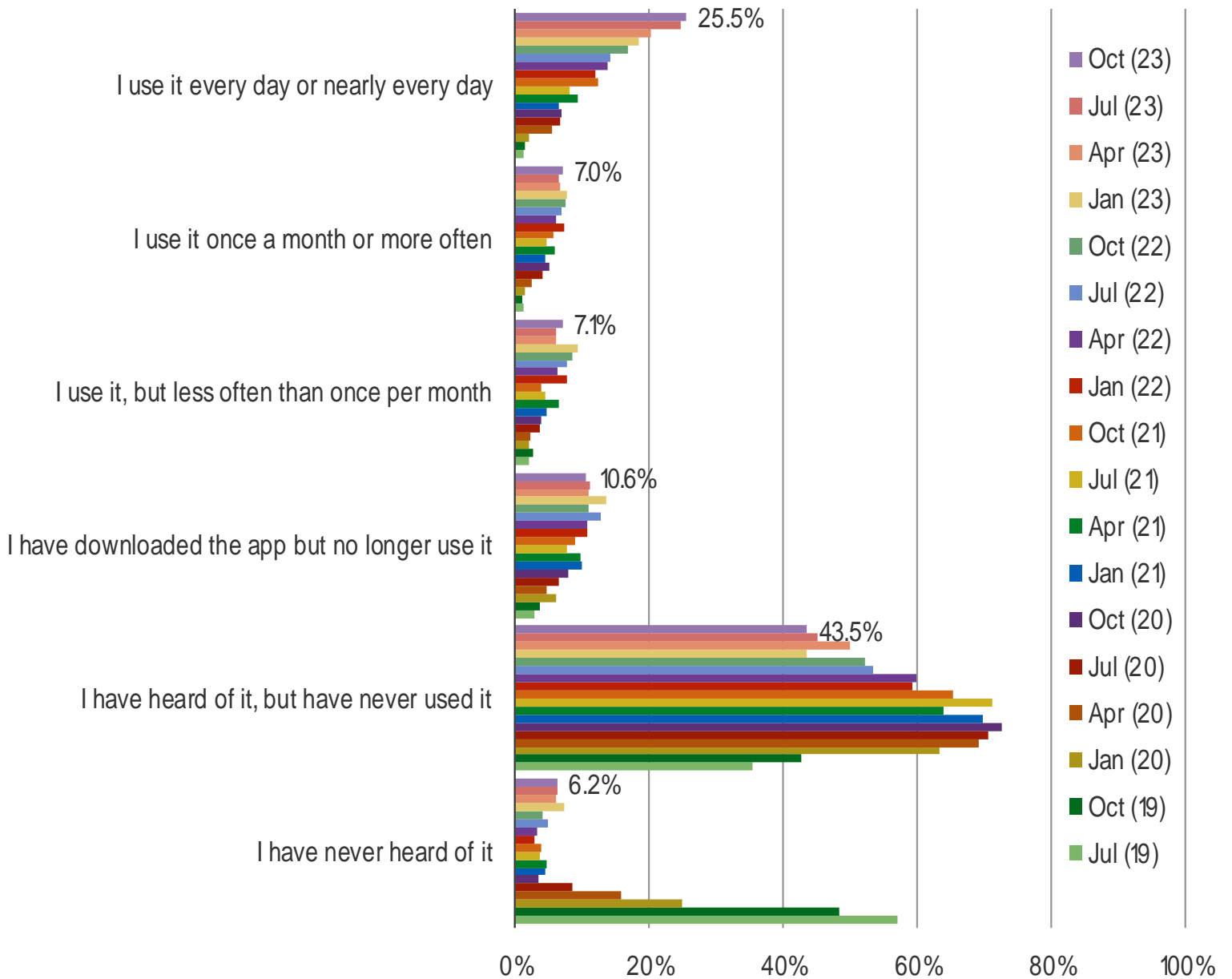
Posed to Snapchat users.



# TIKTOK DEEP DIVE

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

Posed to all respondents

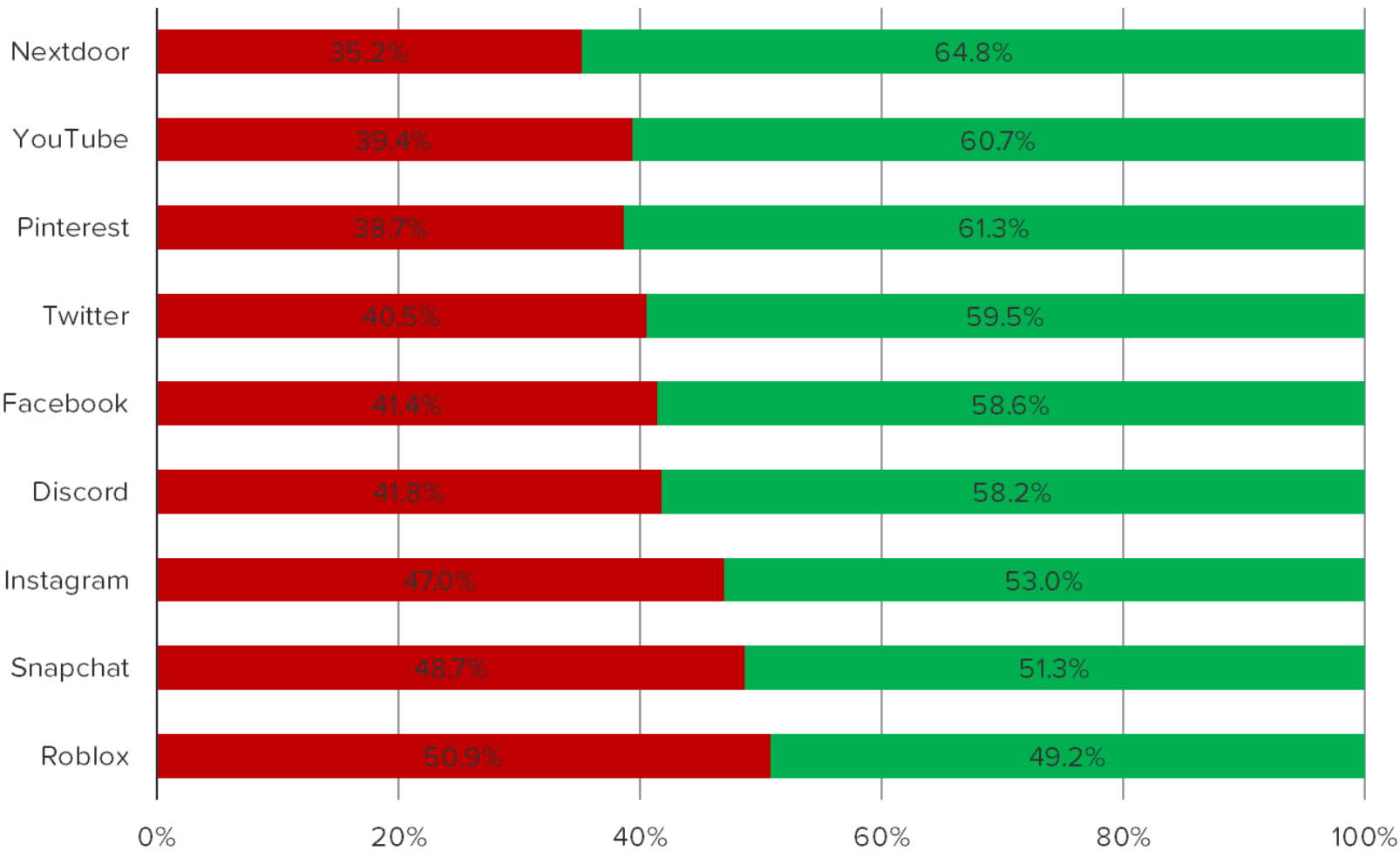


DO YOU VIEW TIKTOK AS REPLACING ANY OF YOUR USAGE OF THE FOLLOWING, OR DO YOU VIEW IT AS ADDITIONAL TIME YOU SPEND ON THIS PLATFORM?

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

OCTOBER 2023

- TikTok replaces some/all of my usage of this site/app
- TikTok does not replace/take any of the time I spend on this site/app



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

Posed to TikTok users.
October 2023



July 2023



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

Posed to TikTok users.  
April 2023



January 2023



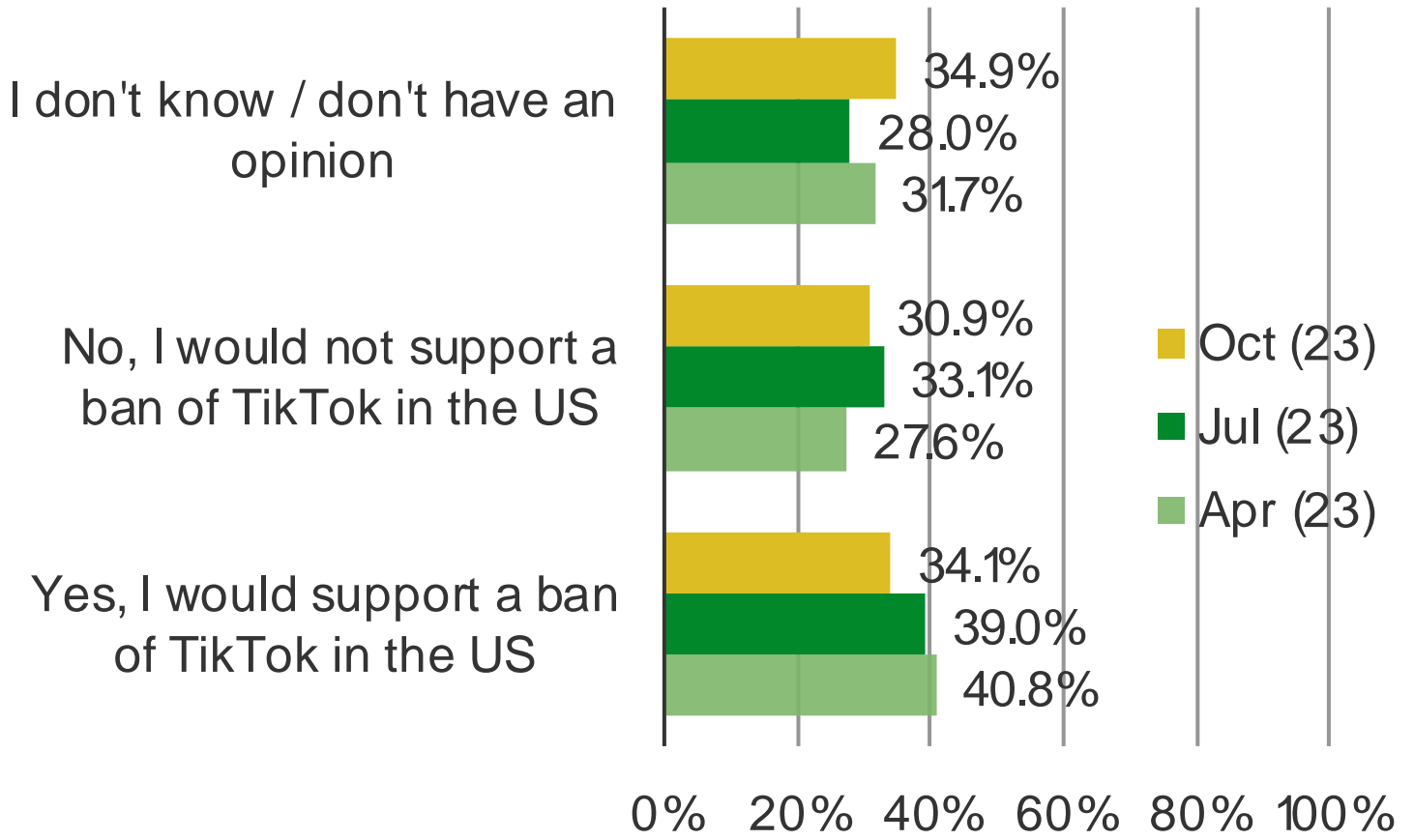


# TIKTOK BAN QUESTIONS



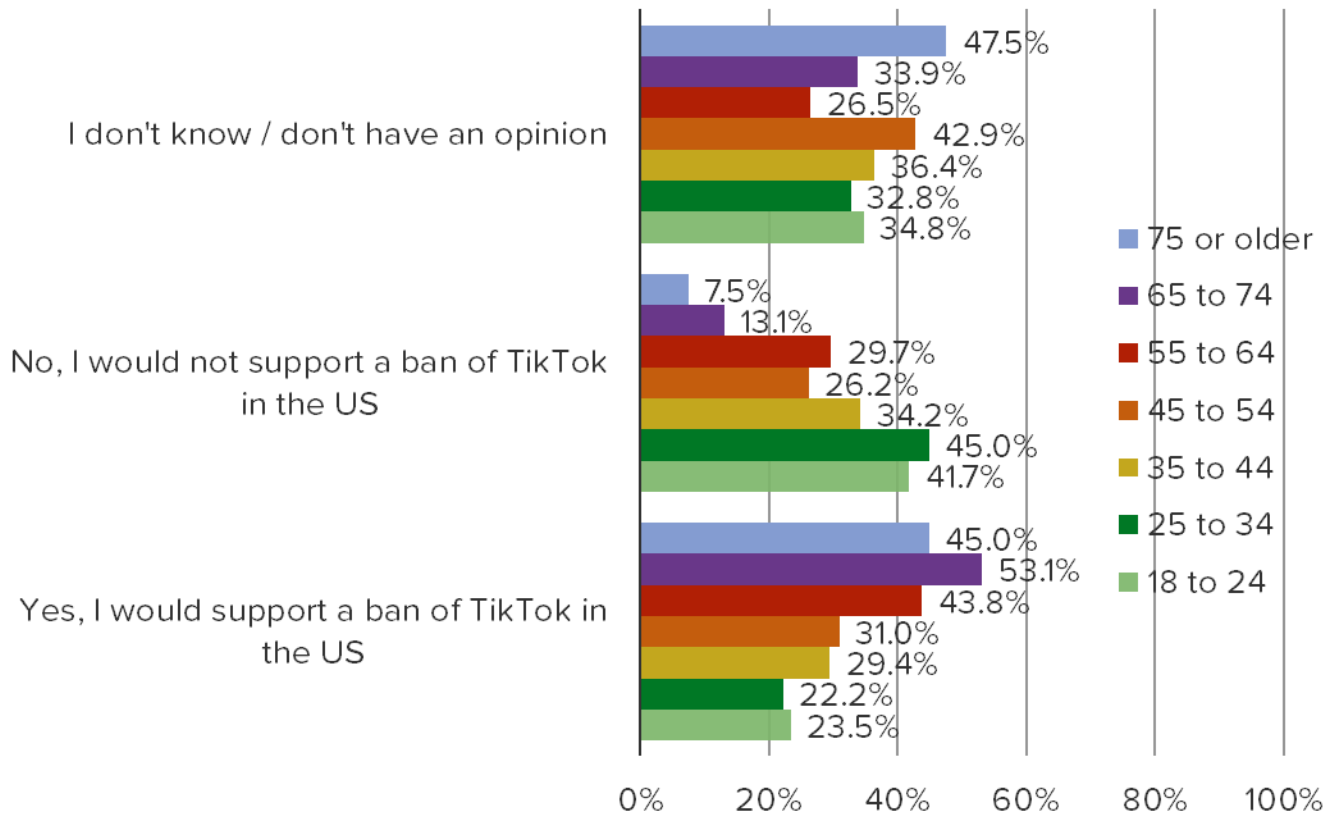
WOULD YOU SUPPORT A BAN OF TIKTOK IN THE US?

This question was posed to all respondents.



WOULD YOU SUPPORT A BAN OF TIKTOK IN THE US?

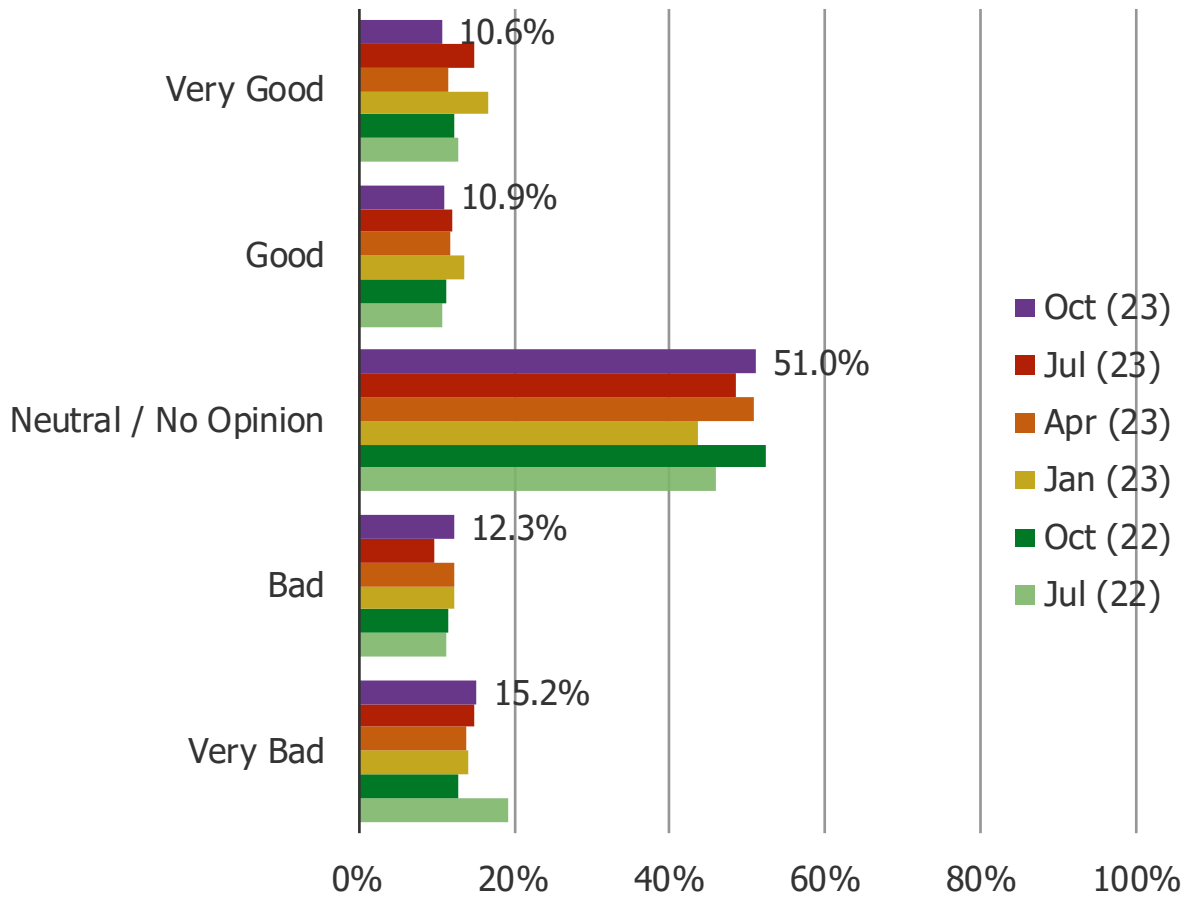
Cross-Tab Analysis – By Age



# ELON MUSK + TWITTER

IN YOUR OPINION, IS IT GOOD OR BAD THAT ELON MUSK OWNS TWITTER?

This question was posed to all respondents.



IN YOUR OPINION, IS IT GOOD OR BAD THAT ELON MUSK OWNS TWITTER?

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

OCTOBER 2023

