

# Bespoke Survey Research

January 2024

## Social Media

Volume 42 | Quarterly Survey

1,000 US Consumers Balanced To Census

Tickers Covered: META, SNAP, PINS, TWTR/X, TikTok.

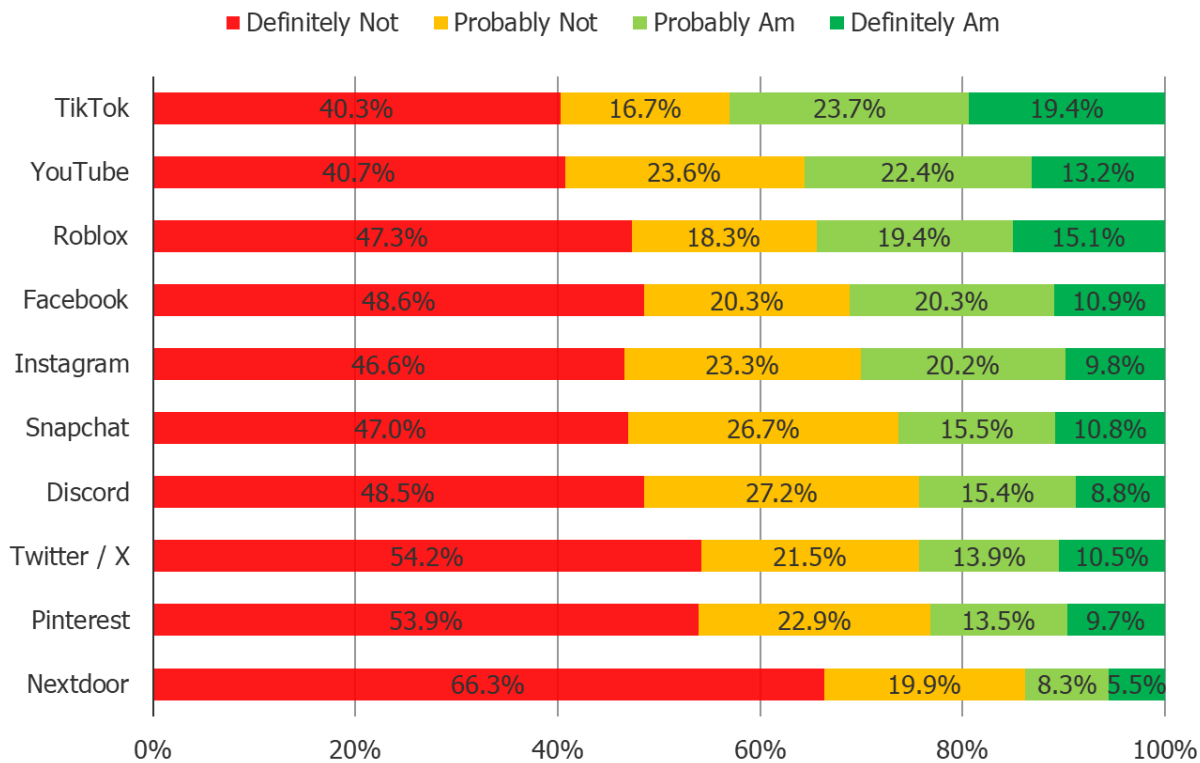
### Key Takeaways:

- ❑ Social media usage frequency has strengthened recently (and over time) with readings hitting a new high.
- ❑ The share who have downloaded Threads has continued to decline since we started asking the question in July 2023. Satisfaction among those who have downloaded Threads continues to decline.
- ❑ Users of TikTok are the most likely to feel they are addicted to using the app. For all platforms, younger respondents (18-34) are much more likely to feel they are addicted compared to older respondents (35+).
- ❑ The broader consumer population has a much higher degree of trust in YouTube than they do in other social media platforms tested.
- ❑ Consumer interest in having a verified badge/tag on social media is mostly unchanged sequentially (low interest).
- ❑ Users of TikTok are the most likely to say they discover products to buy while on the app. Pinterest was the second most likely userbase to say the same. Consumers have a net favorable (and improving) view of buying products through social media platforms.
- ❑ Consumers continue to grow less and less concerned with privacy issues and social media.
- ❑ Reels feedback has always been positive and has improved throughout the history of our survey. In our latest volume, the feedback was virtually unchanged q/q. While Instagram users who also use TikTok prefer TikTok (on average), the share who think Instagram is better has improved and reached series highs this quarter. This also presented in our chart asking users of both platforms to tell us which they would delete if forced to pick one (58.5% said TikTok this quarter, compared to 48.4% the first time we asked this question in April of 2022).
- ❑ Since October of 2020, Facebook user feedback around ads has improved a good deal (how much ads bother them and if they have noticed an improvement in the quality and relevance of the ads that appear in their newsfeed).
- ❑ Snapchat users have been shifting their usage sequentially more and more toward using the platform for messaging and less for stories. We would also note that of all the user bases, Snapchat users are among the most likely to say they would be willing to pay for premium features.
- ❑ TikTok adoption among the broader population was basically unchanged q/q. Though a share of each user base who also uses TikTok claims that TikTok replaces a portion of their time on each platform, that sentiment relaxed a bit y/y. While all platforms would stand to benefit if TikTok were banned, YouTube, Instagram, and Facebook were mentioned most often as projected beneficiaries.

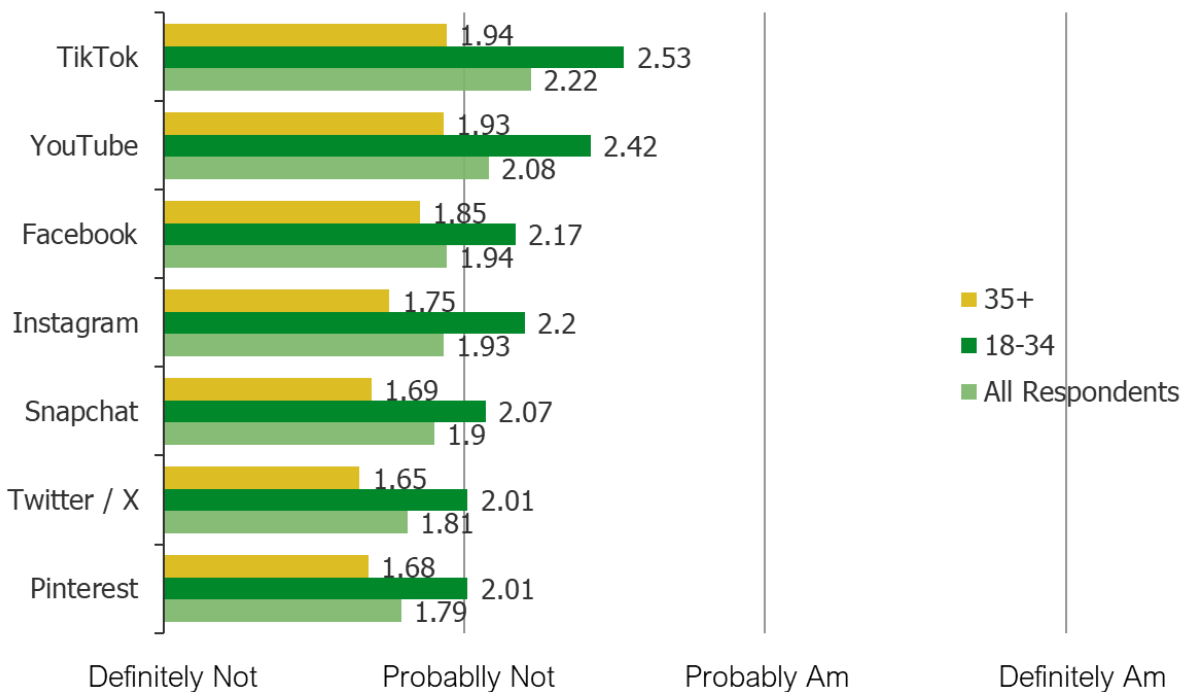
## RECENTLY ADDED QUESTIONS

DO YOU FEEL LIKE YOU ARE ADDICTED TO USING THIS APP?

Posed to respondents who use each of the below.

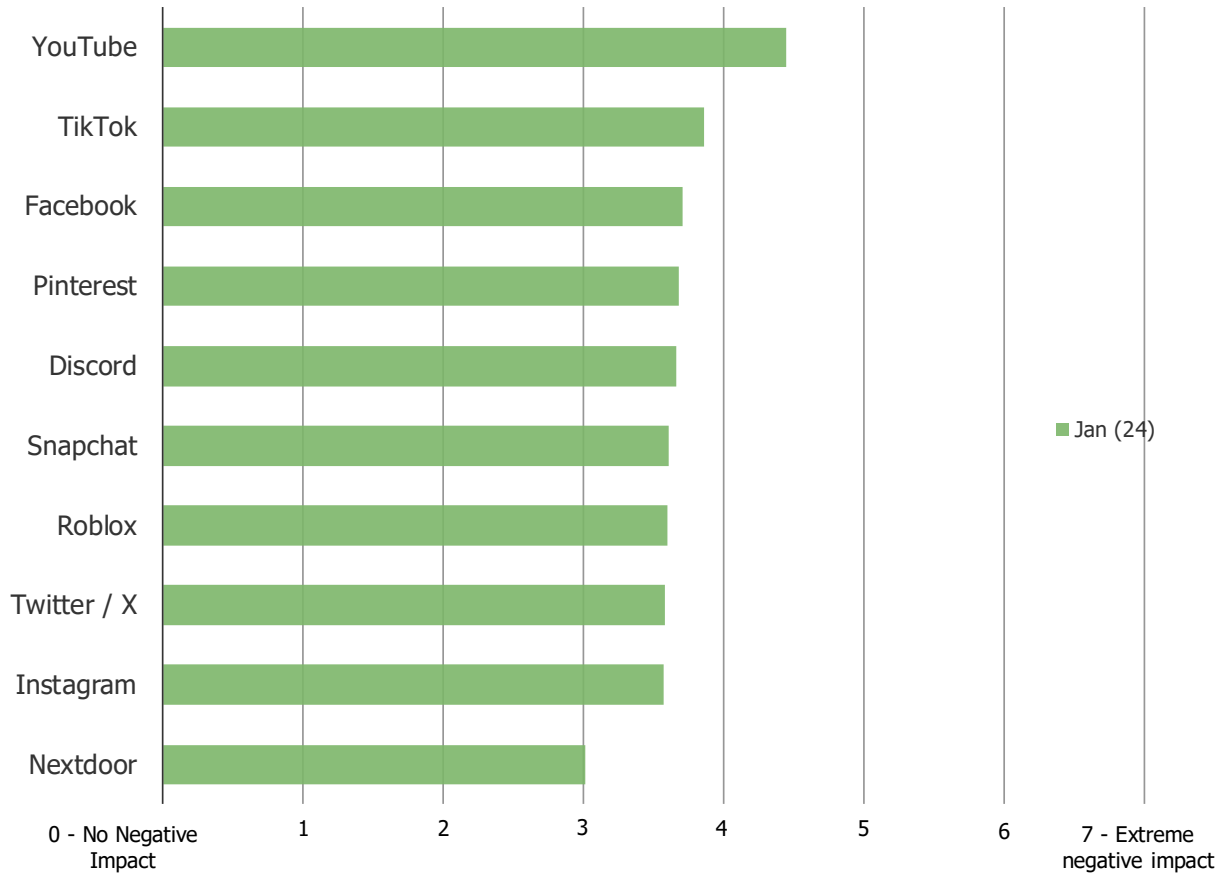


Posed to respondents who use each of the below, age cuts.

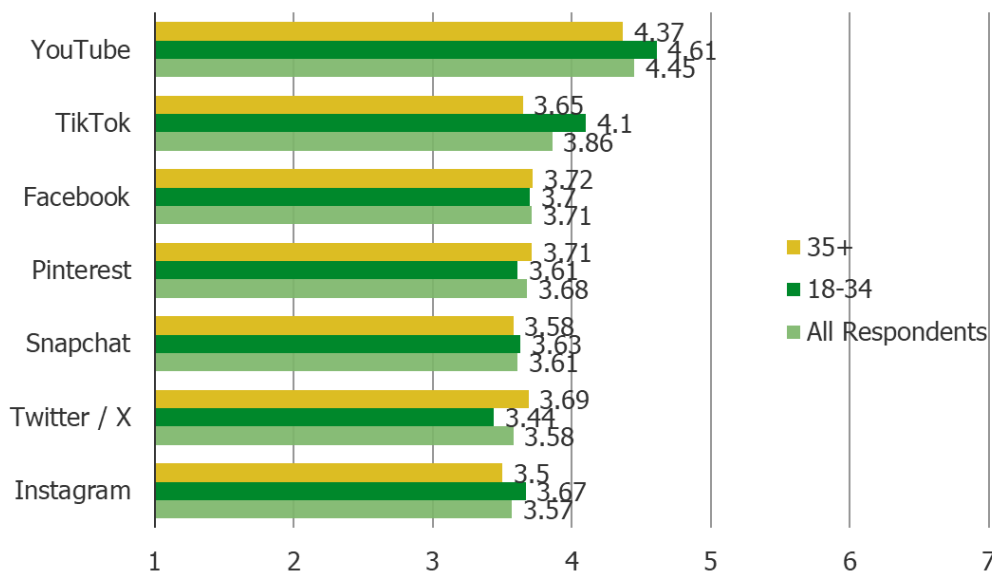


WHAT KIND OF AN IMPACT WOULD THERE BE ON YOUR LIFE IF THE FOLLOWING WENT OUT OF EXISTENCE?

Posed to respondents who use the below.



Posed to respondents who use each of the below, age cuts.



WHAT IS THE FIRST EMOTION THAT COMES TO MIND WHEN YOU SEE THIS COMPANY NAME?

Posed to respondents who use each of the below (word clouds to follow).

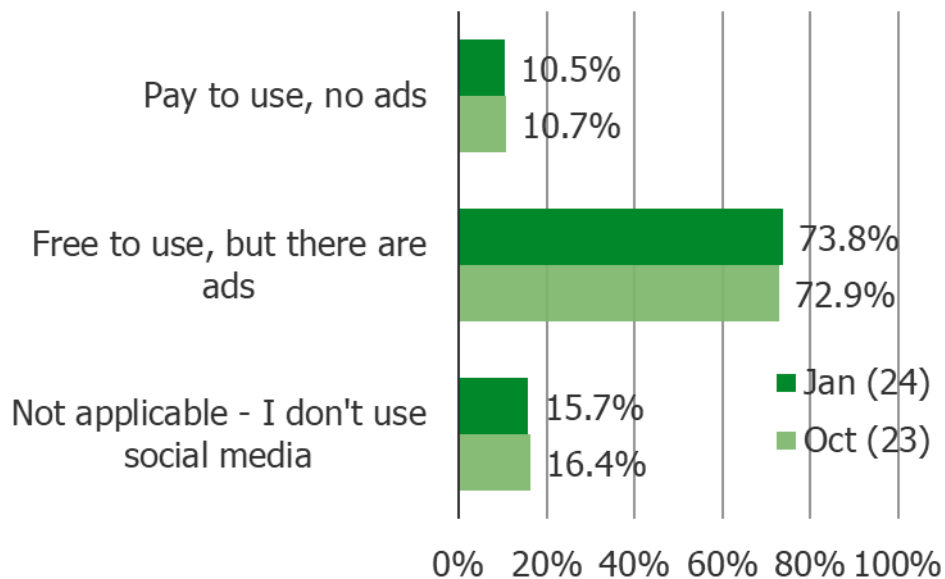
Company	Neutral (%)	Positive (%)	Negative (%)
Facebook	78.46%	18.80%	2.75%
Twitter / X	93.24%	5.17%	1.58%
Snapchat	89.12%	9.19%	1.69%
Instagram	84.27%	14.36%	1.37%
Pinterest	90.71%	8.66%	0.63%
TikTok	85.43%	13.62%	0.95%
YouTube	77.30%	22.18%	0.53%
Nextdoor	97.57%	1.80%	0.63%
Discord	96.83%	2.64%	0.53%
Roblox	96.52%	3.27%	0.21%

	N =
Facebook	770
Twitter / X	325
Snapchat	296
Instagram	519
Pinterest	393
TikTok	372
YouTube	825
Nextdoor	181
Discord	136
Roblox	93



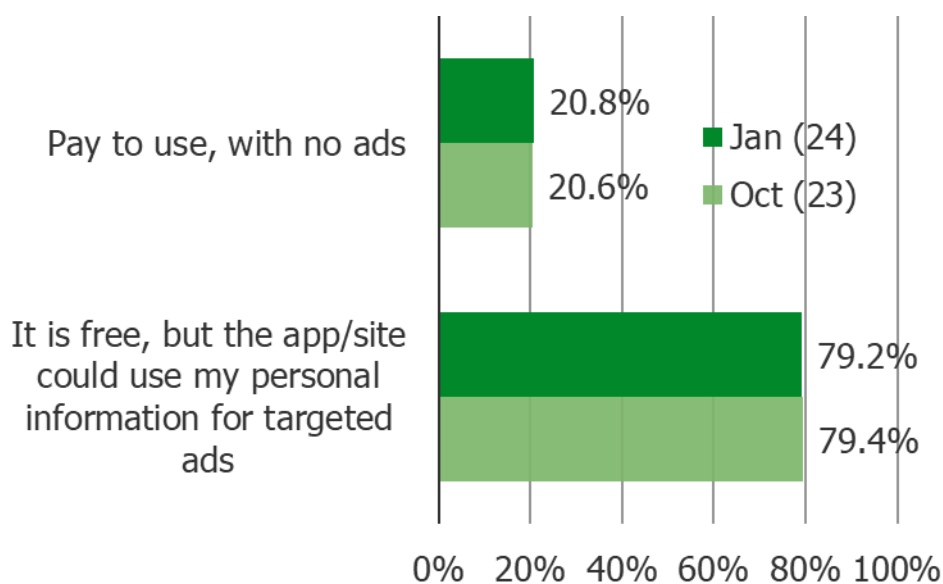
THINKING ABOUT YOUR SOCIAL MEDIA USAGE, WHICH WOULD BE PREFERABLE?

This question was posed to all respondents.



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

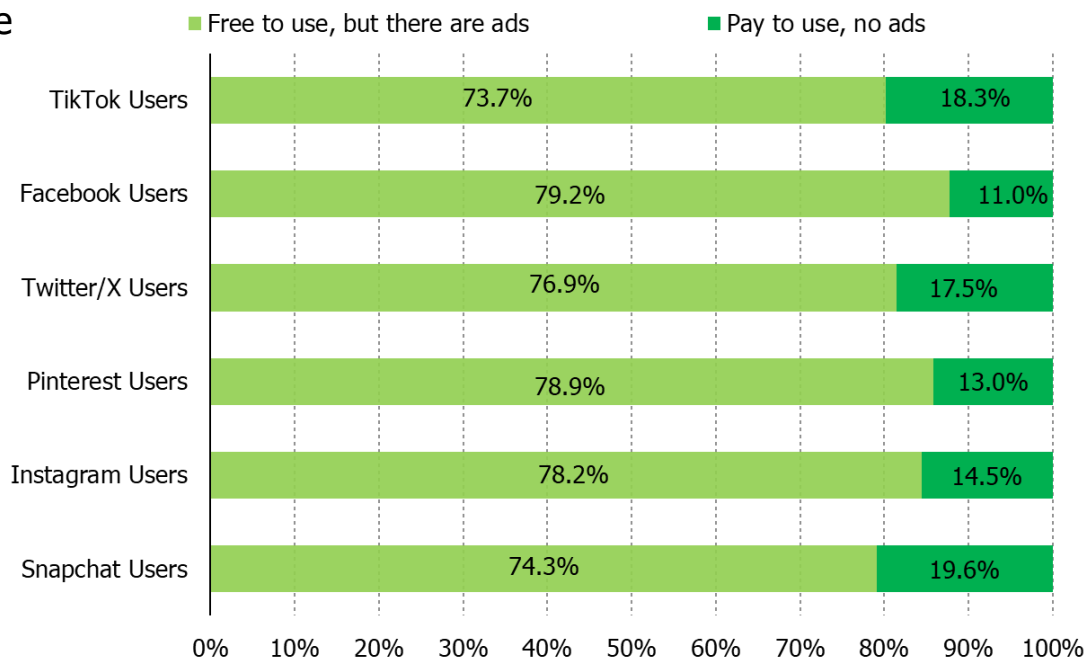
This question was posed to respondents who use social media.



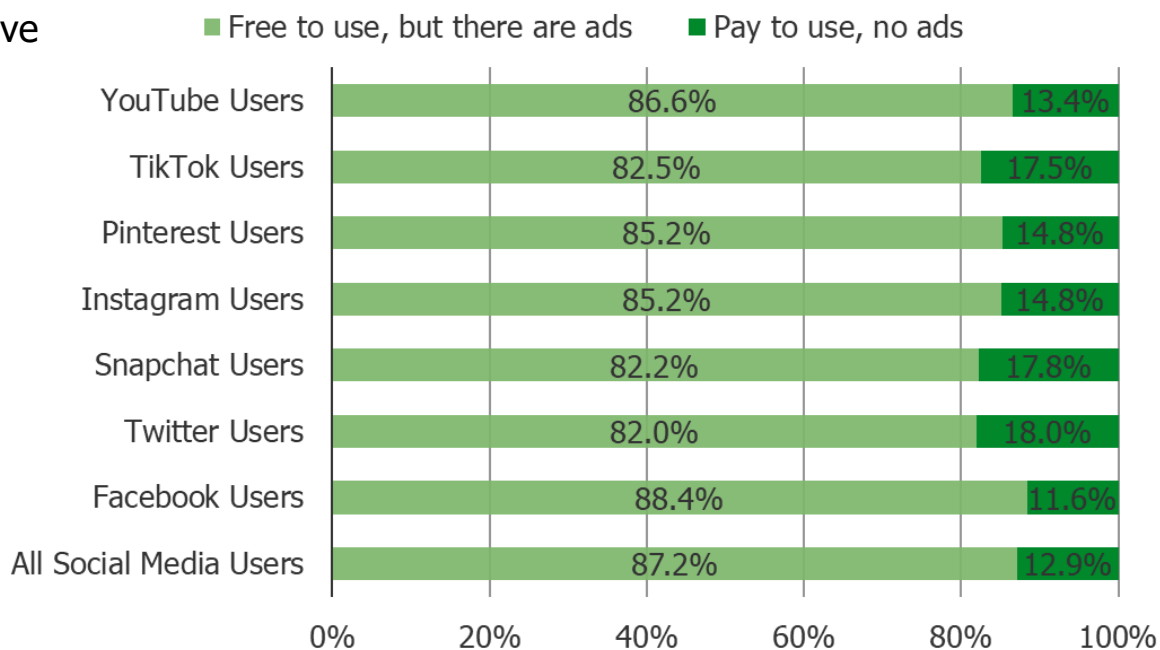
THINKING ABOUT YOUR SOCIAL MEDIA USAGE, WHICH WOULD BE PREFERABLE?

This question was posed to respondents who use social media, cross-tabbed

Jan 24 Wave



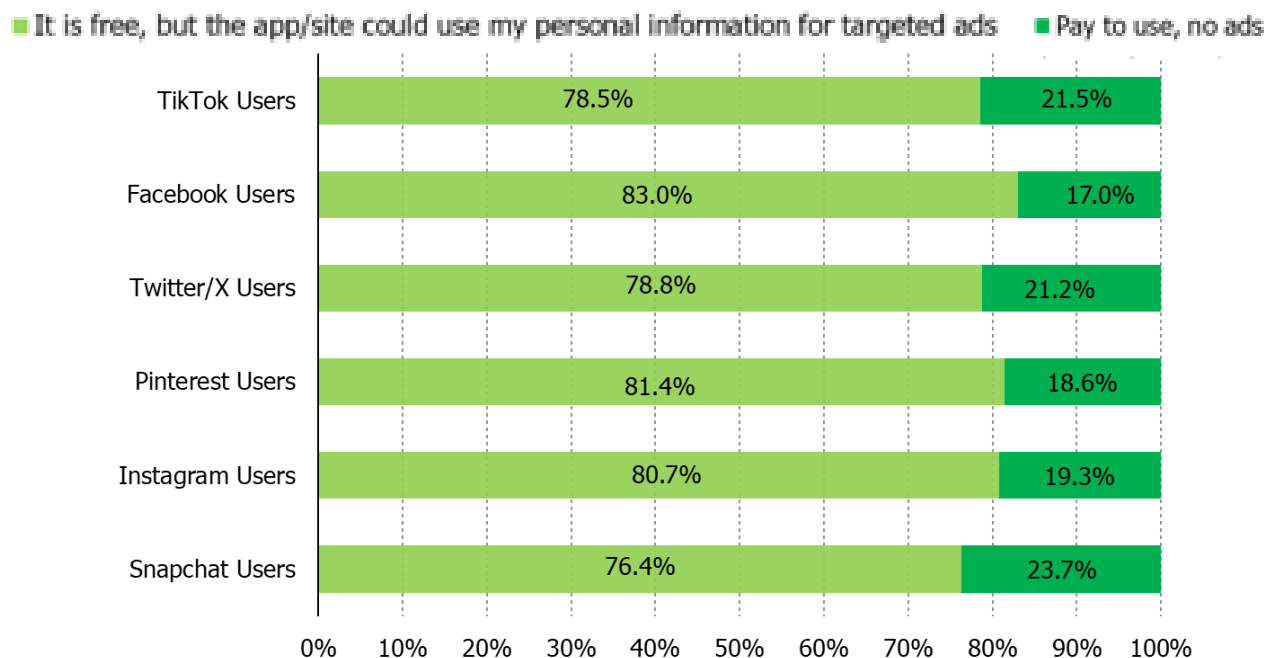
Oct 23 Wave



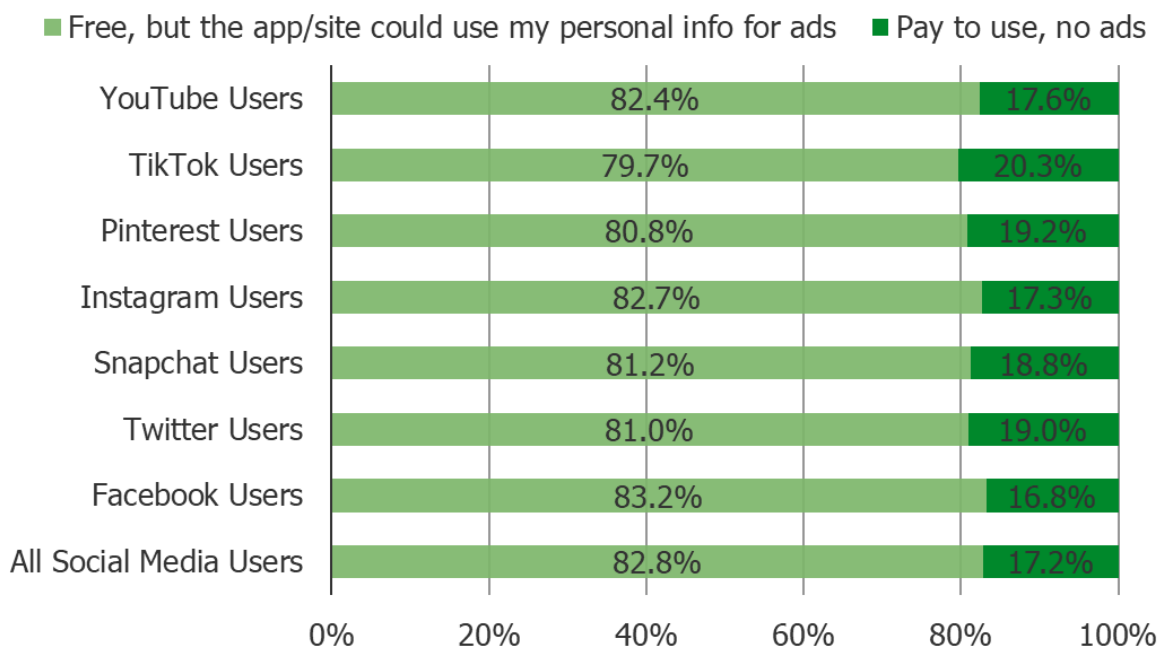


THINKING ABOUT YOUR SOCIAL MEDIA USAGE, WHICH WOULD YOU PREFER...

This question was posed to respondents who use social media, cross-tabbed



Oct 23 Wave

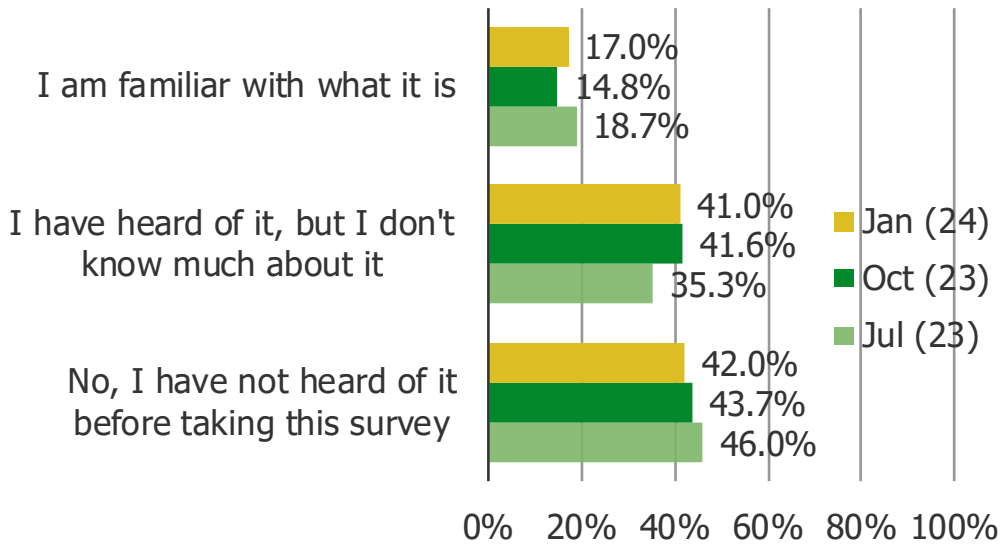




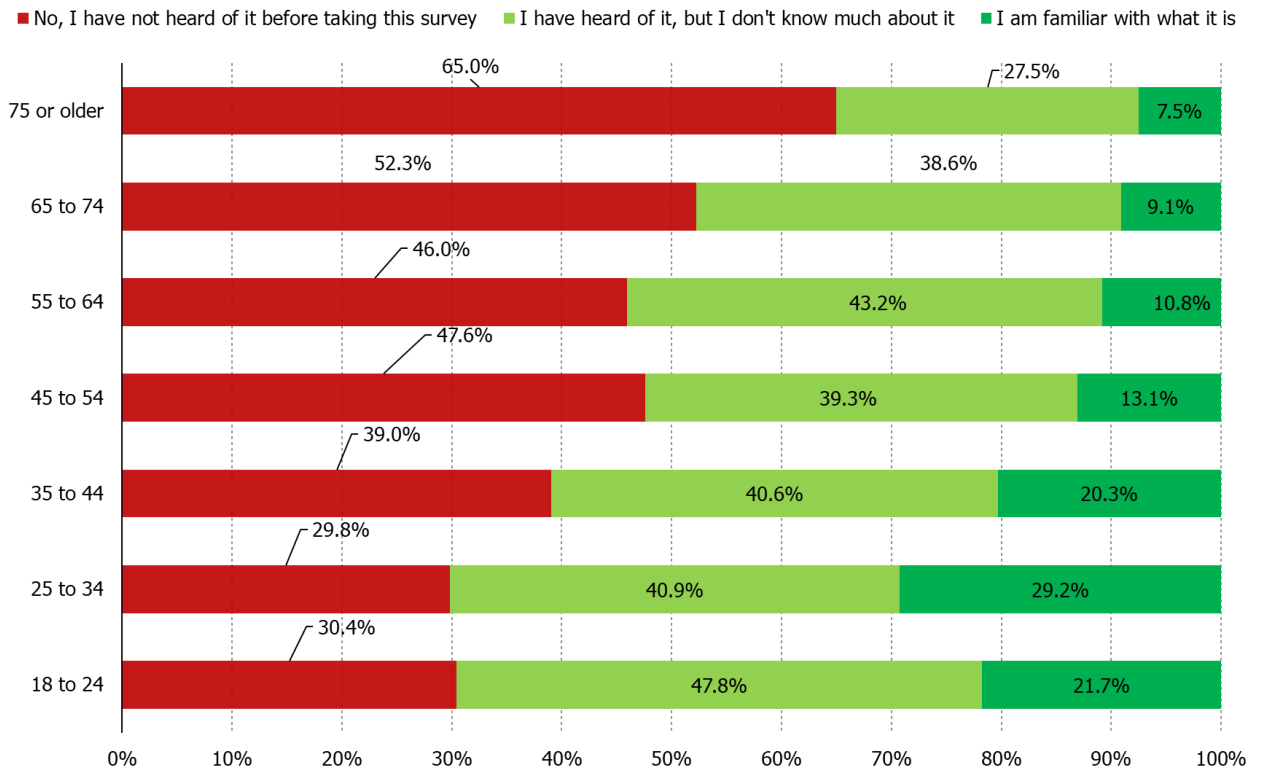


HAVE YOU HEARD OF THREADS, AN INSTAGRAM APP?

This question was posed to all respondents.

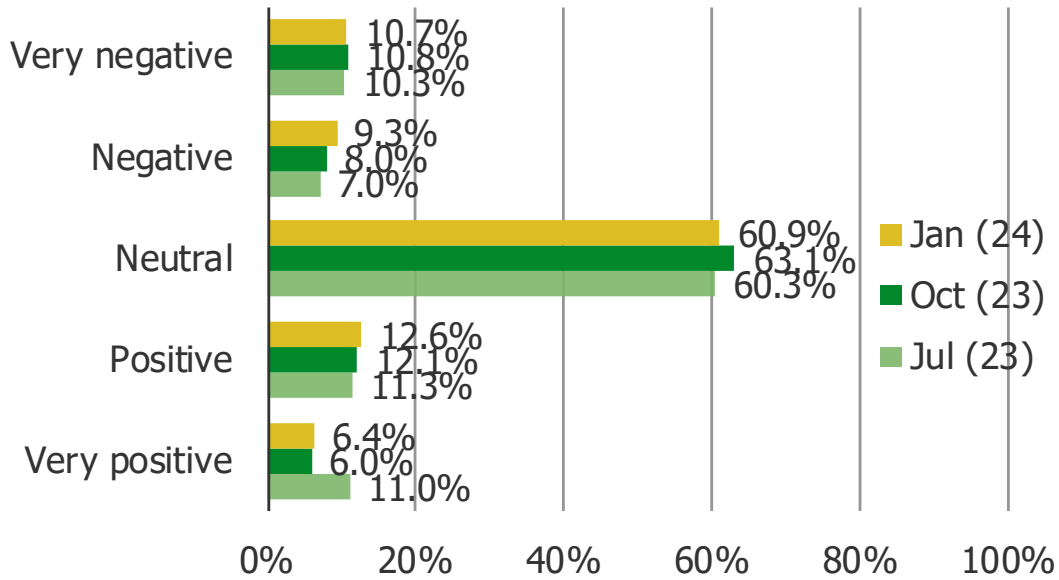


January 2024

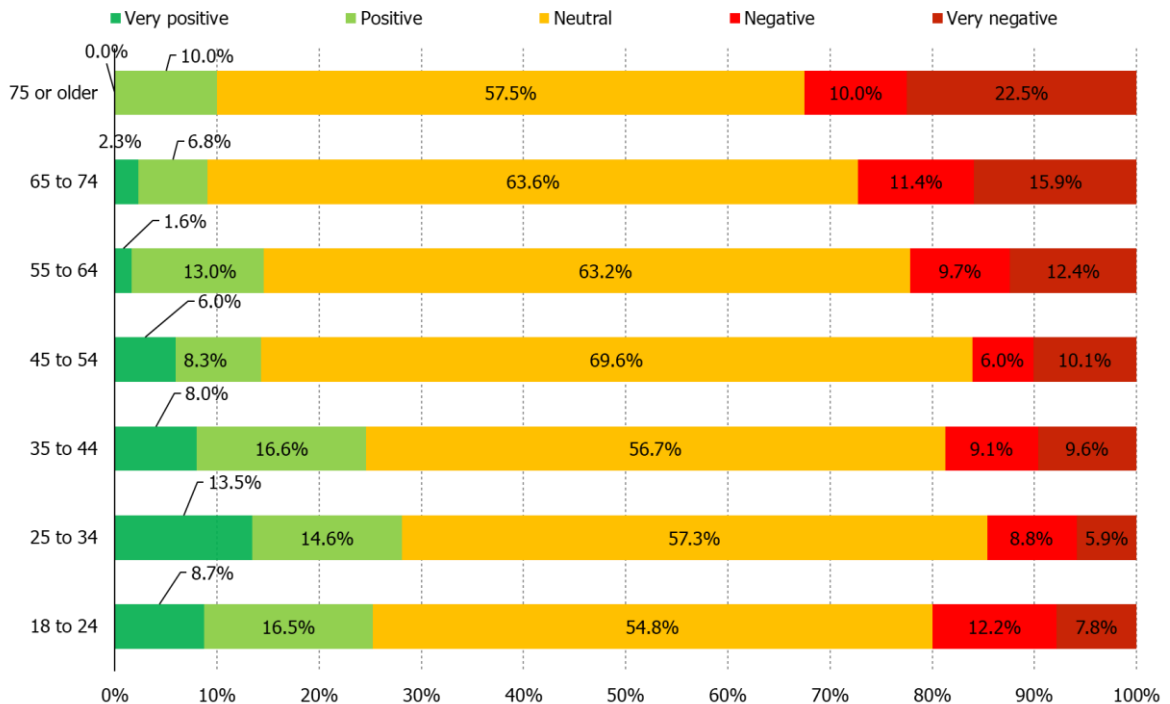


THREADS IS INSTAGRAM'S TEXT-BASED CONVERSATION APP, WHERE COMMUNITIES COME TOGETHER TO DISCUSS EVERYTHING FROM THE TOPICS YOU CARE ABOUT TODAY TO WHAT WILL BE TRENDING TOMORROW. WHAT IS YOUR OPINION OF THIS APP?

This question was posed to all respondents.



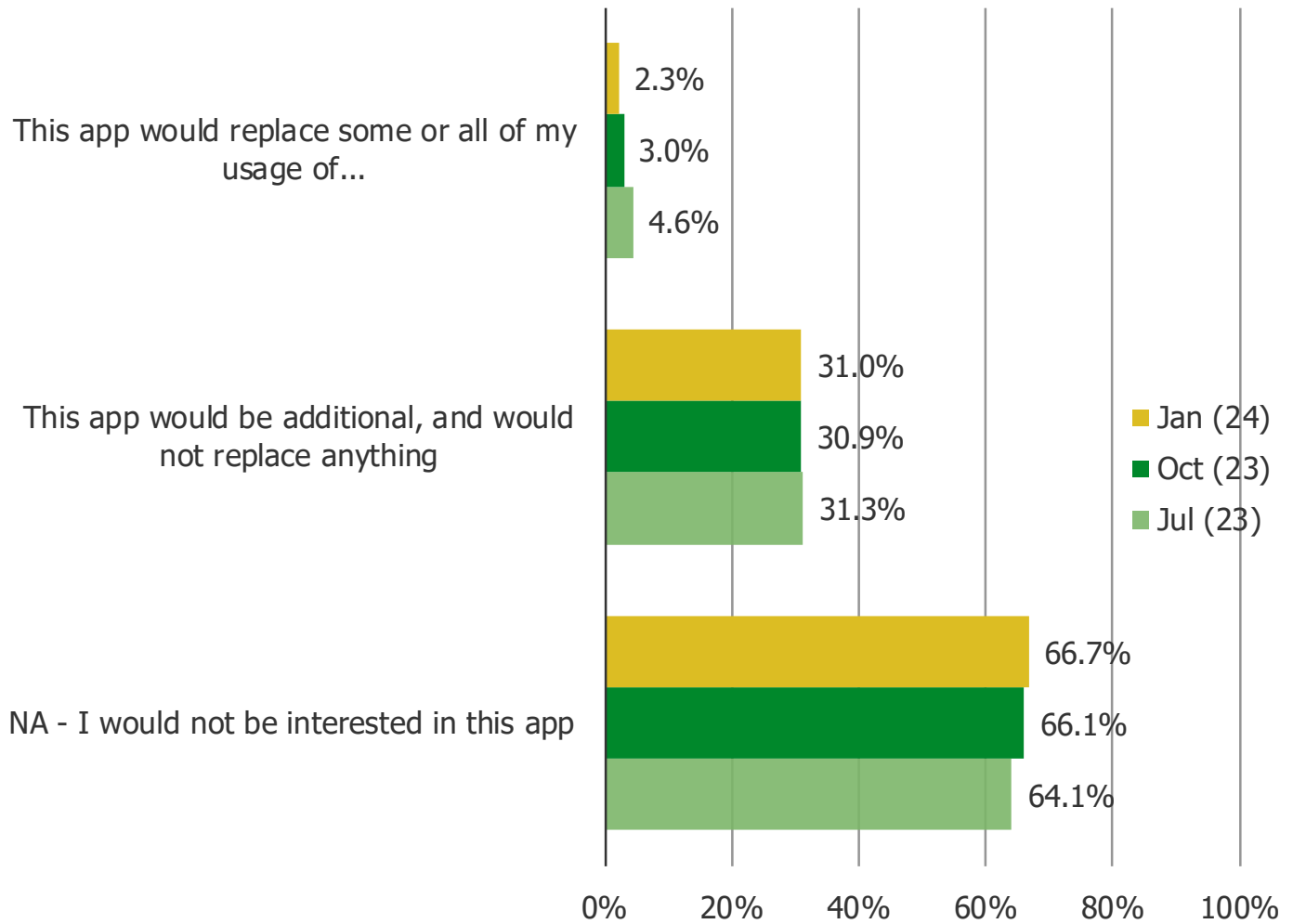
January 2024





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 it would replace...

Nothing  
twitter  
Facebook Phone

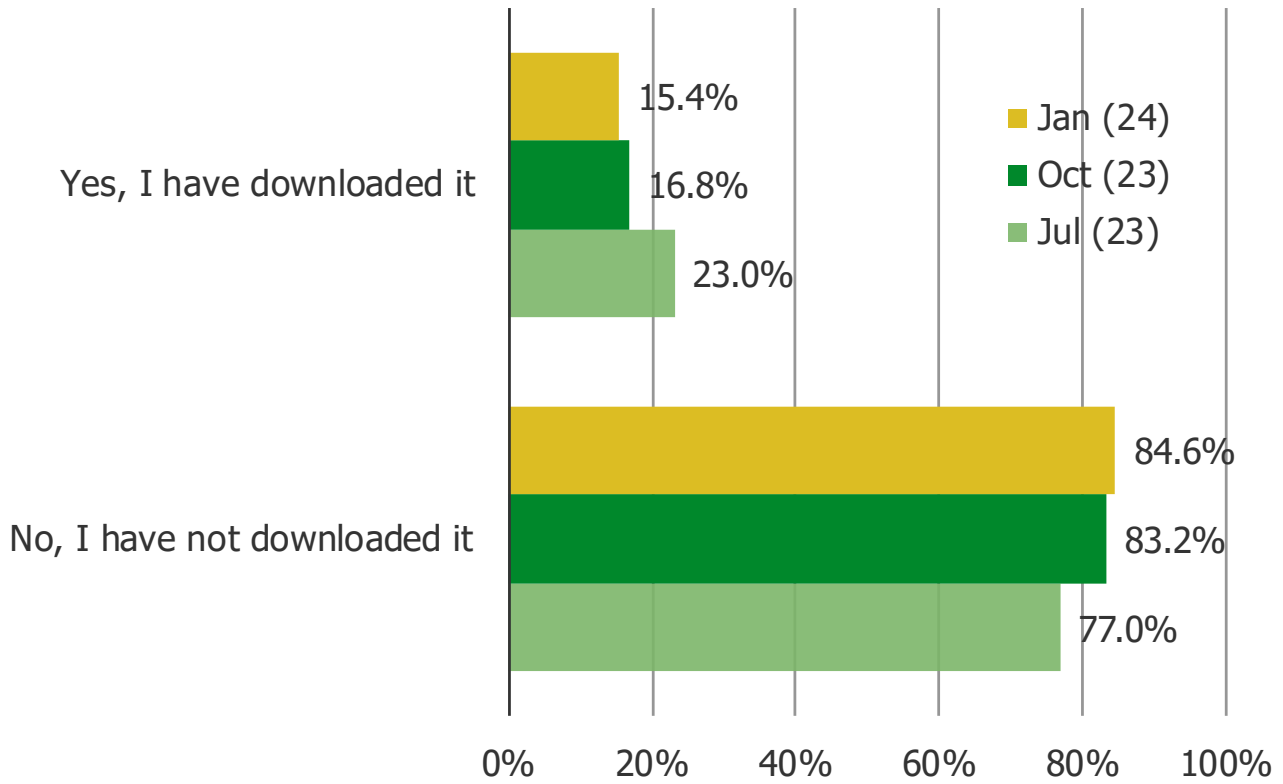
Unsure

Replace



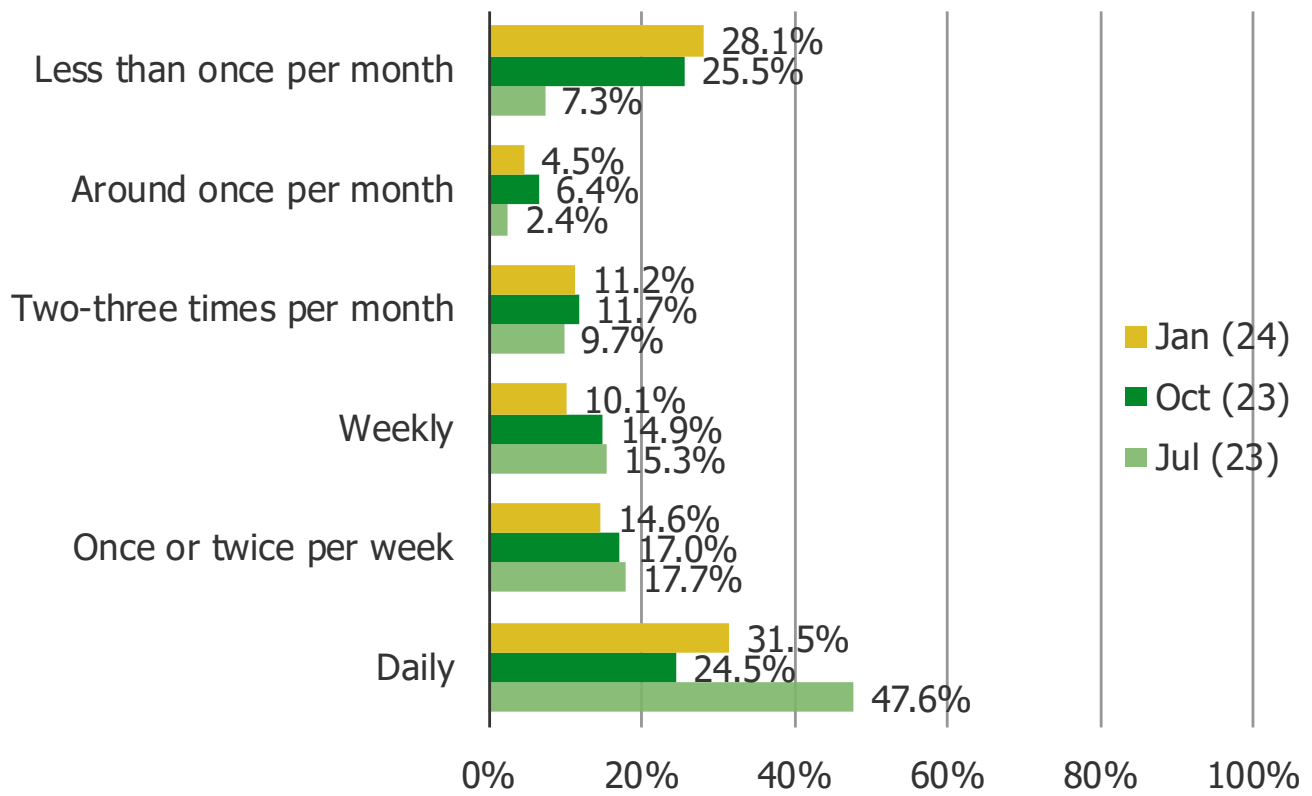
HAVE YOU DOWNLOADED THREADS ON YOUR SMARTPHONE?

This question was posed to all respondents.



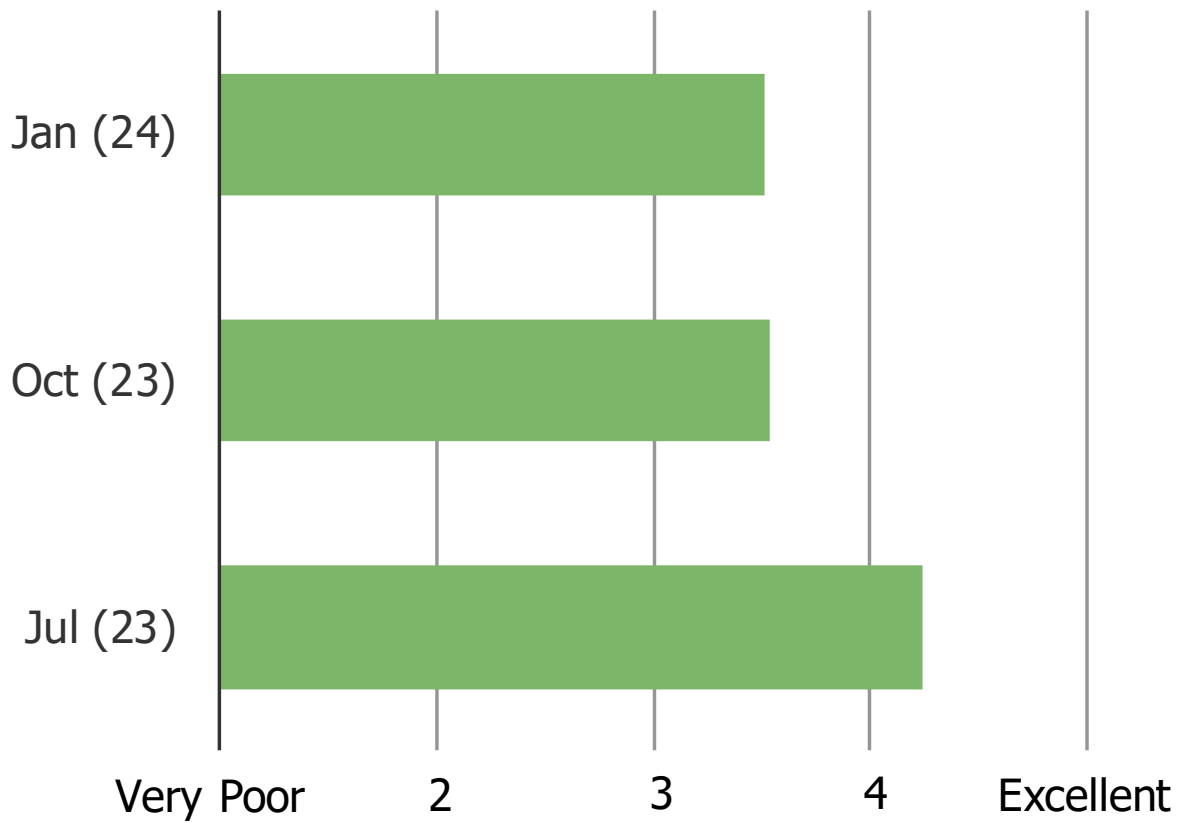
HOW OFTEN DO YOU EXPECT TO USE THREADS GOING FORWARD?

This question was posed to all respondents who have downloaded Threads (N = 89).



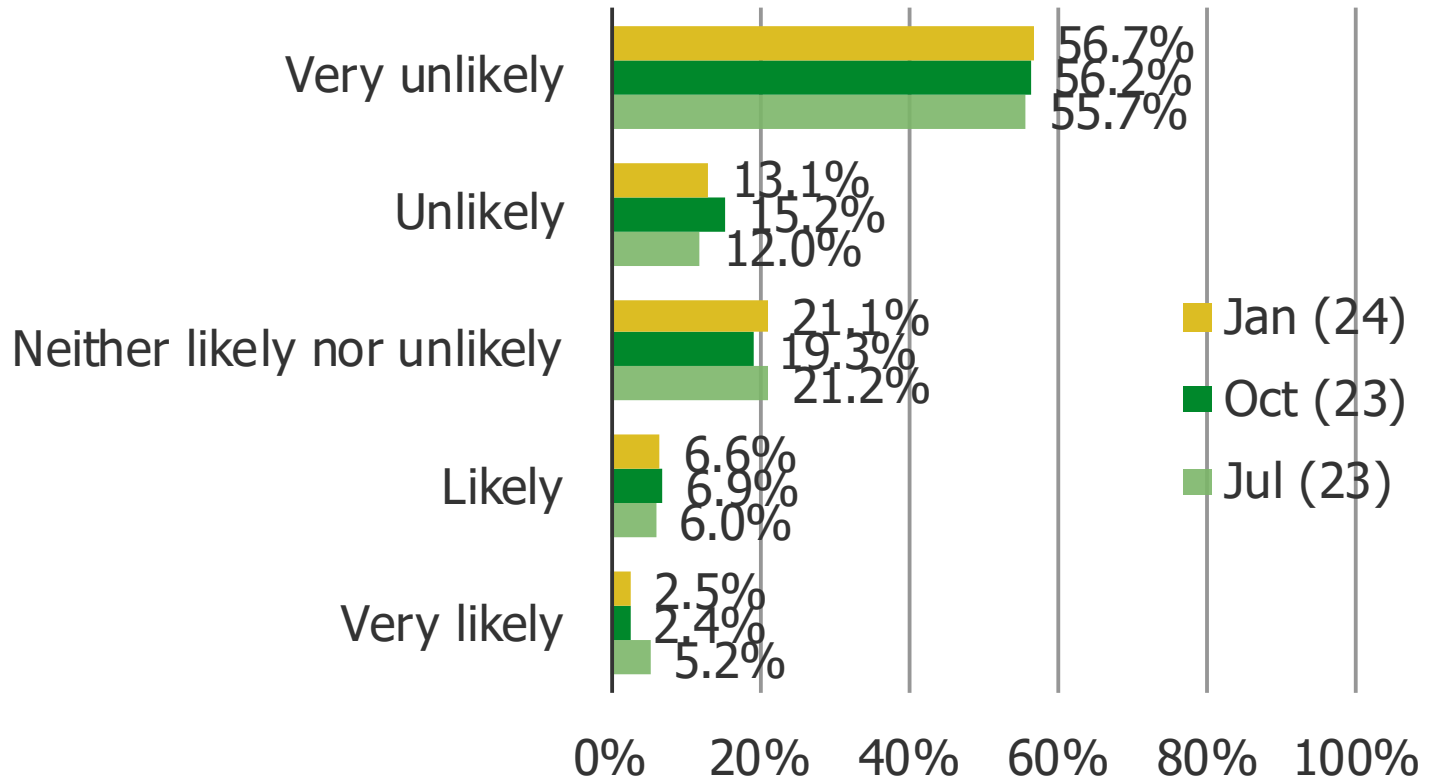
HOW WOULD YOU RATE THREADS SO FAR?

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



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

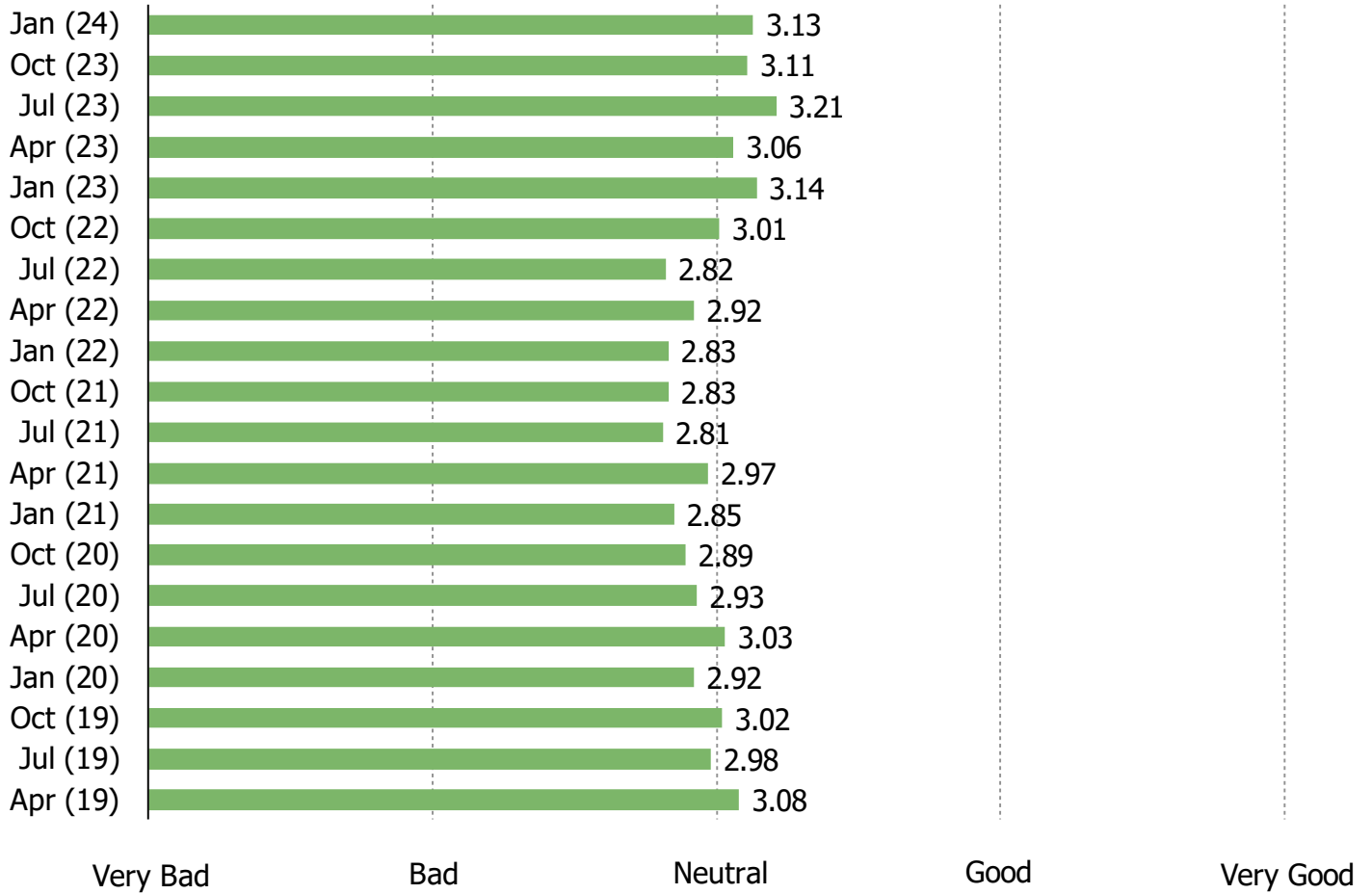
This question was posed to all respondents who have not downloaded Threads.



# SOCIAL MEDIA SECTOR AND COMPETITIVE DYNAMICS QUESTIONS

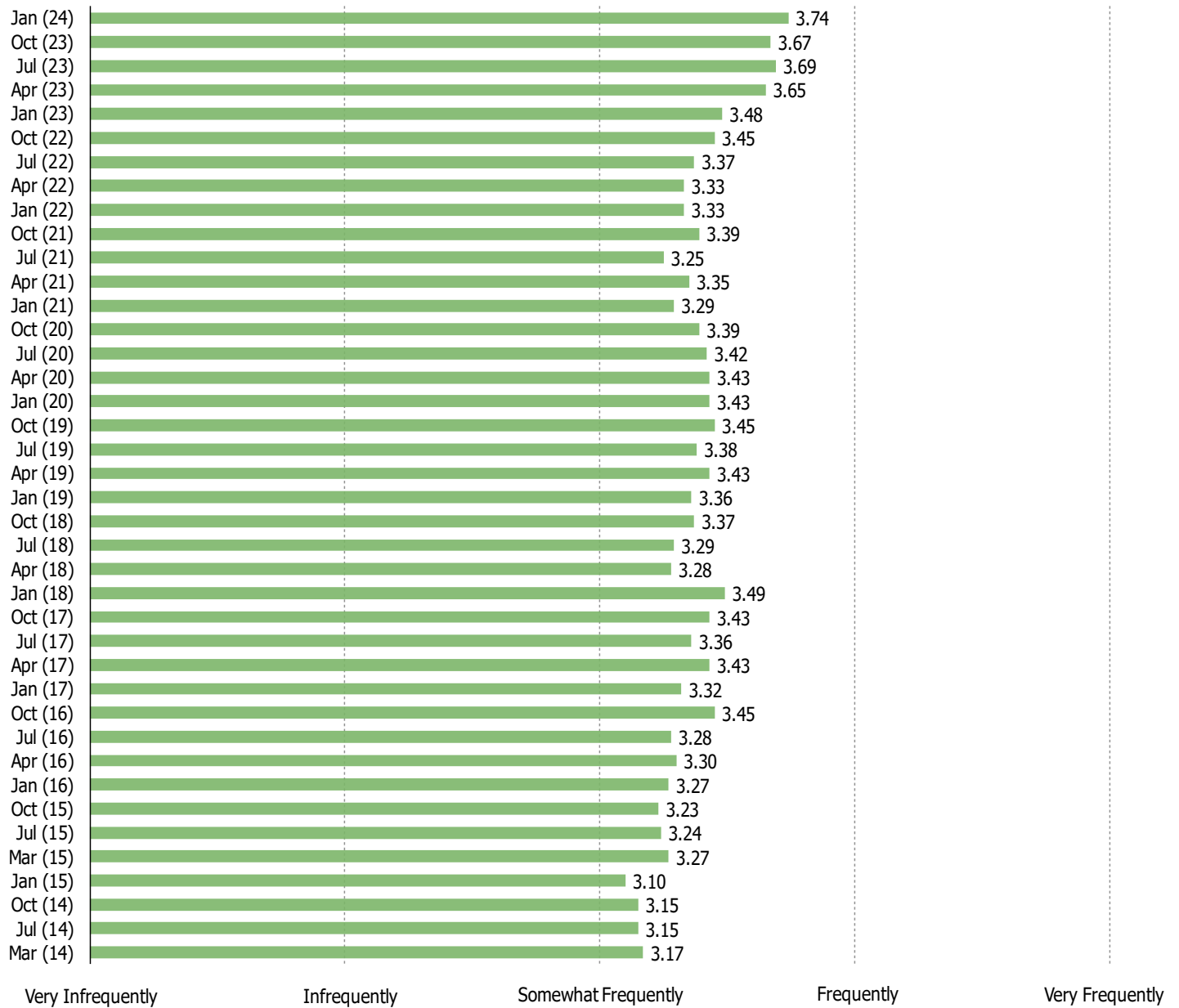
IN YOUR OPINION, IS SOCIAL MEDIA IN GENERAL A GOOD THING OR A BAD THING?

Posed to all respondents



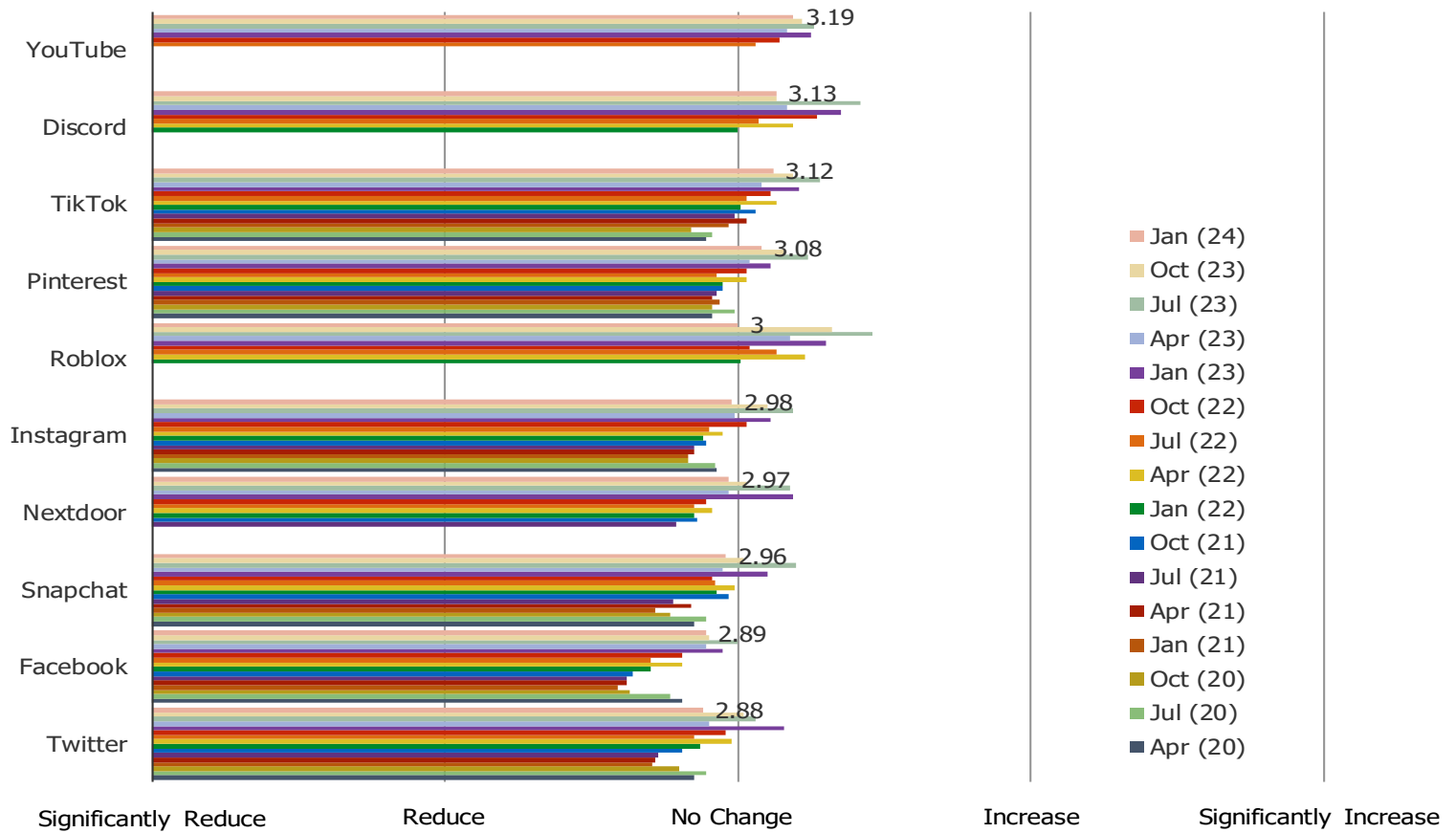
SOCIAL MEDIA USAGE FREQUENCY

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.

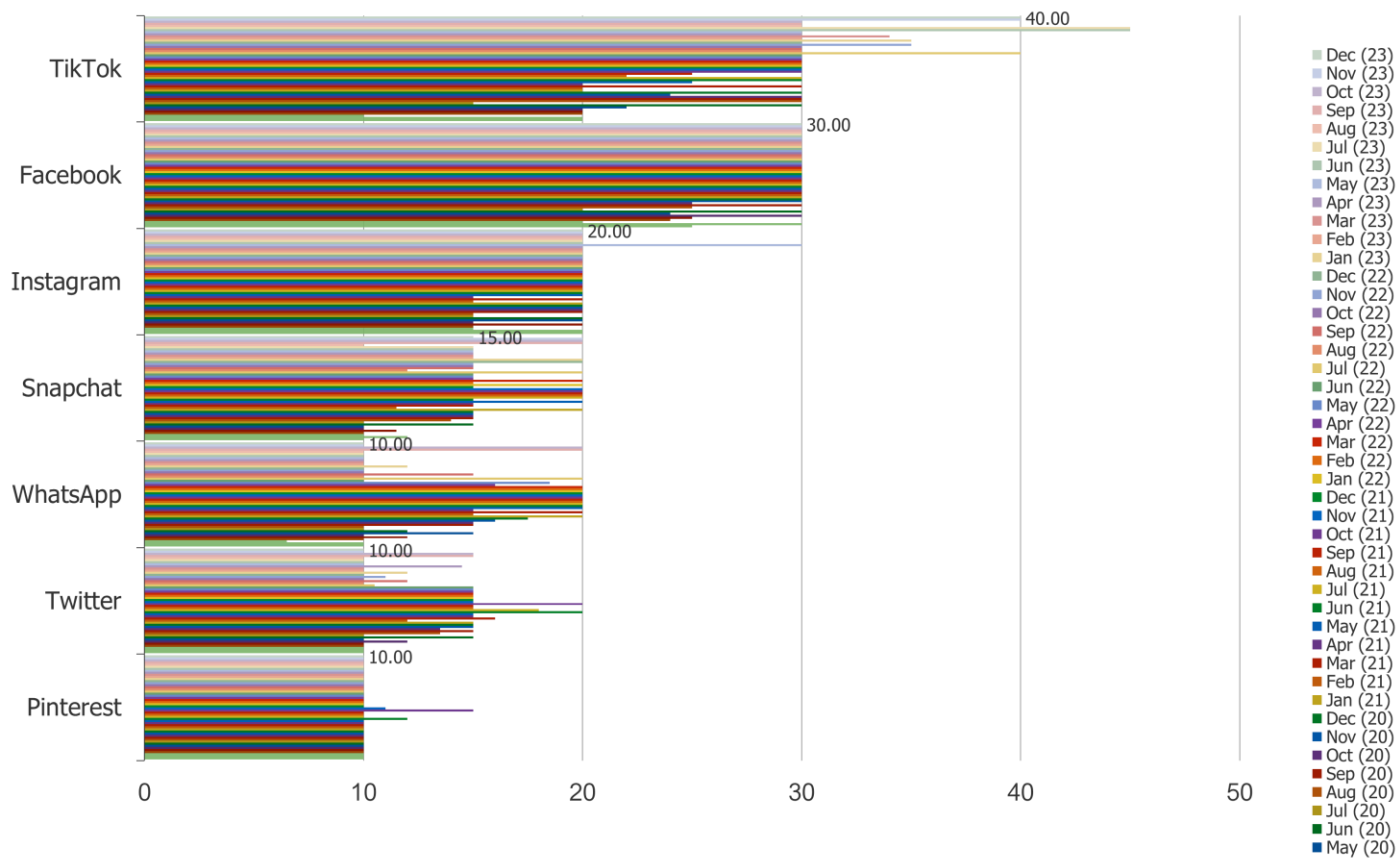




HOW MANY MINUTES PER DAY WOULD YOU ESTIMATE YOU SPEND ON EACH OF THE FOLLOWING?

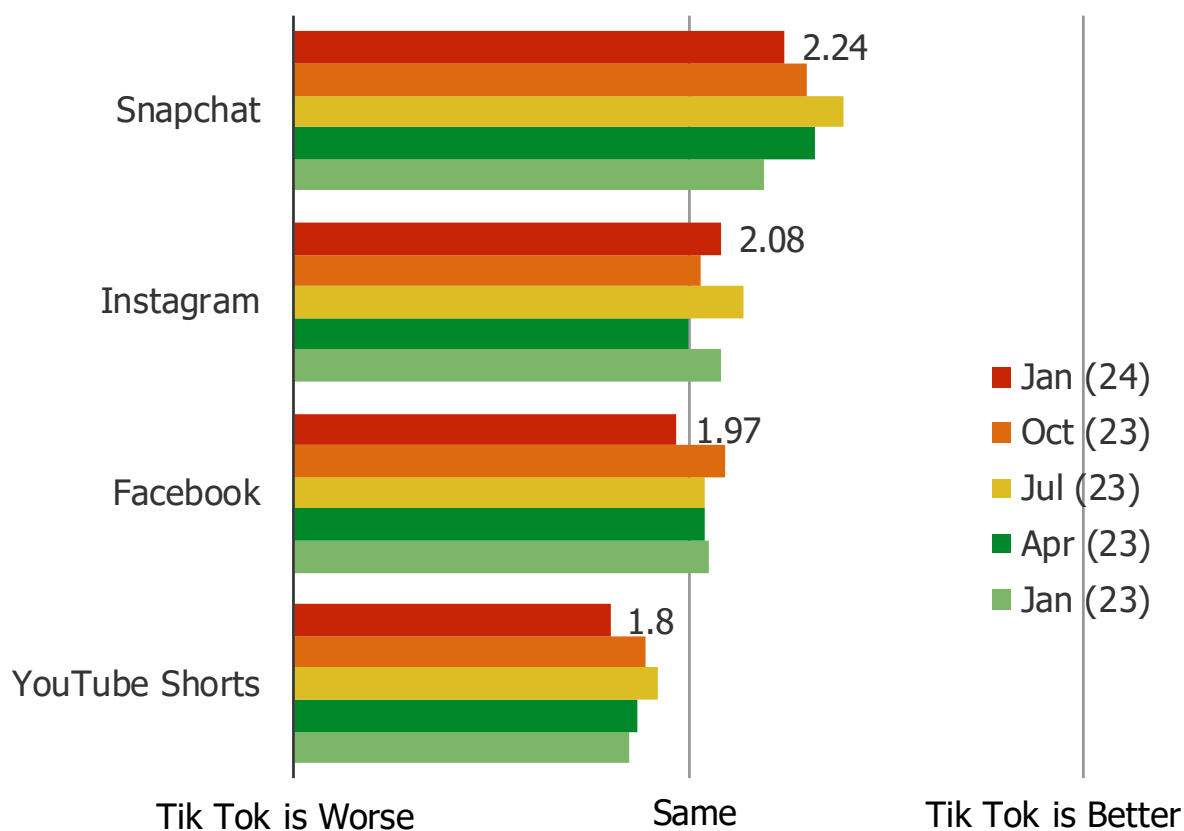
Posed to daily visitors of each platform.

Chart Shows Median



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

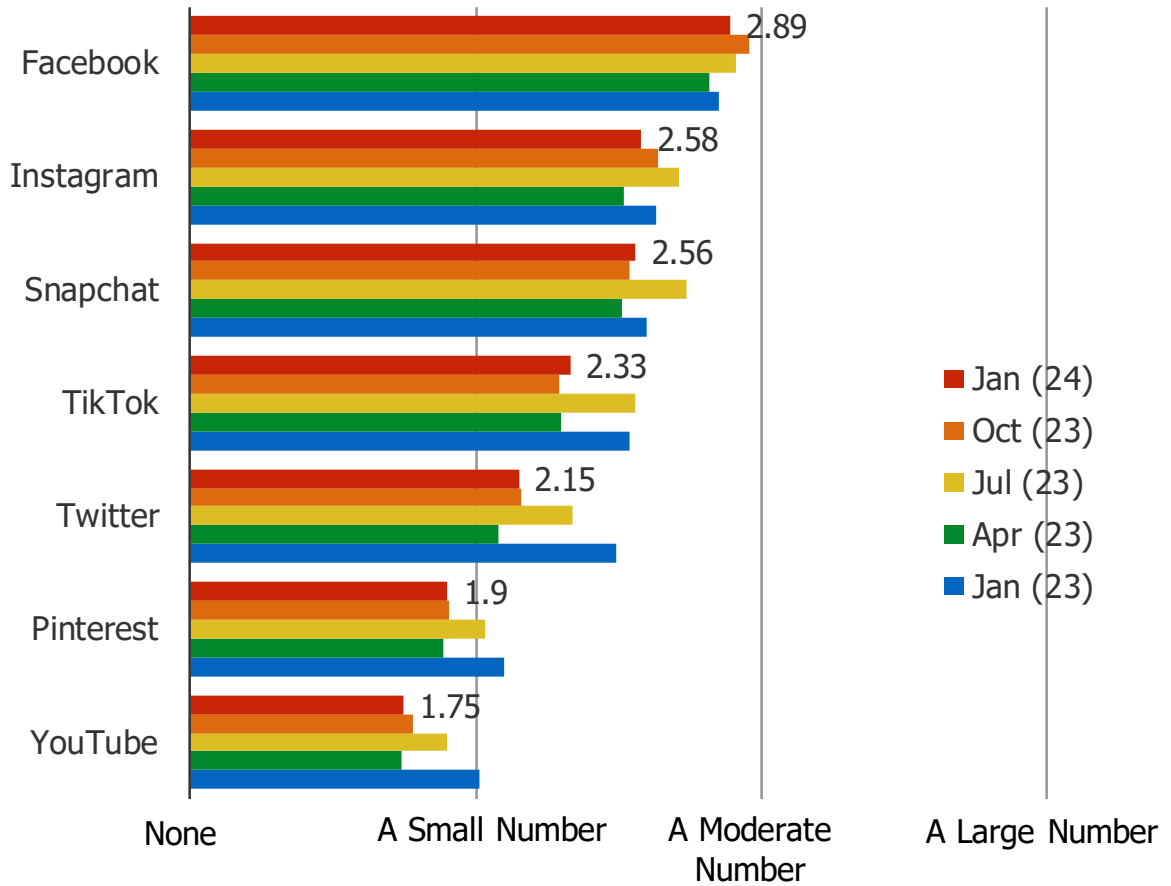
This question was posed respondents who watch multiple videos in a row on TikTok AND on each of the following platforms.



	N=
Browses Videos on TikTok and Facebook	364
Browses Videos on TikTok and Instagram	275
Browses Videos on TikTok and Snapchat	110
Browses Videos on TikTok and YouTube Shorts	367

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

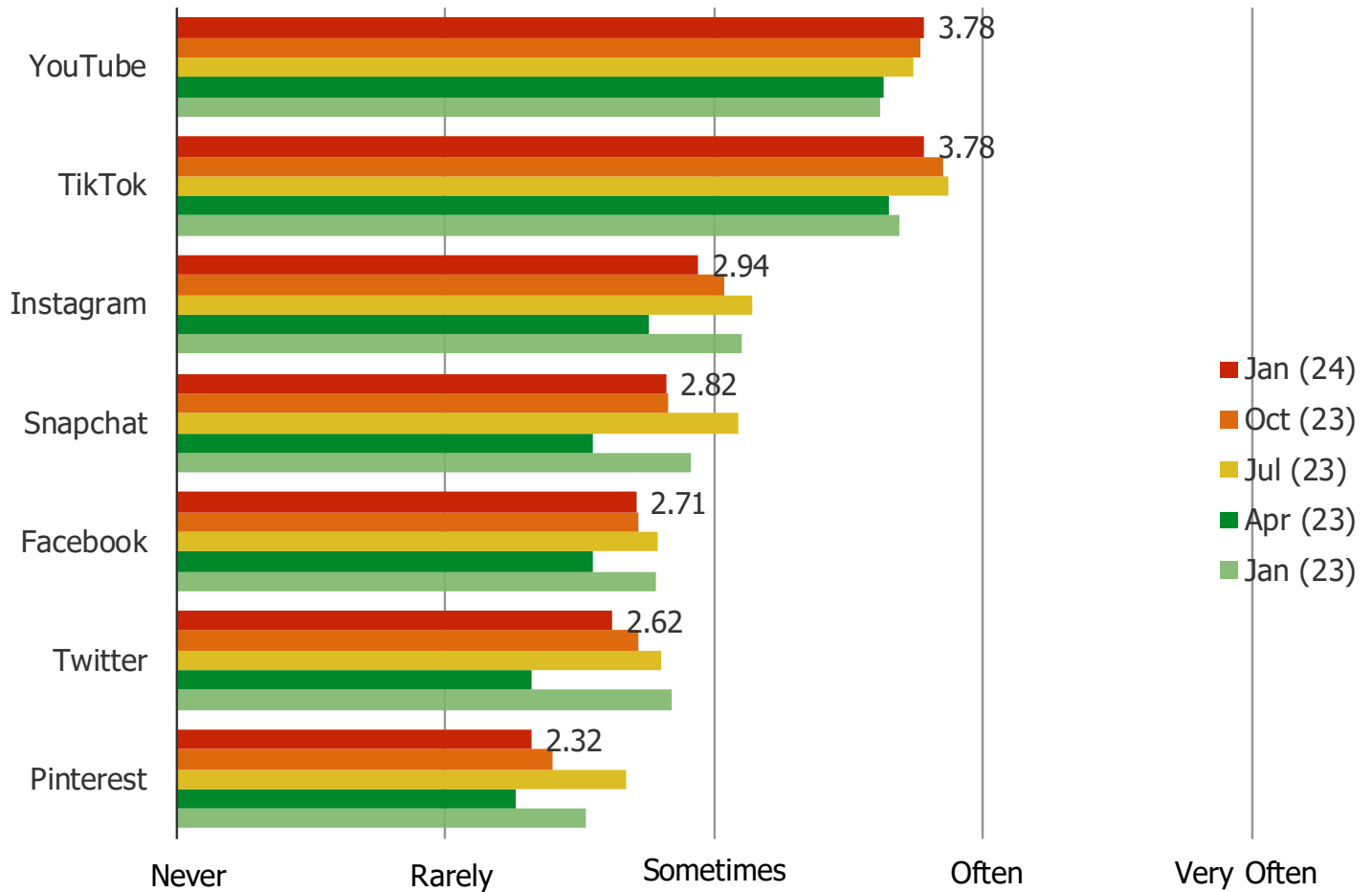
This question was posed to all respondents who use each of the below.



	N=
Facebook	770
Twitter / X	325
Snapchat	296
Instagram	519
Pinterest	393
TikTok	372
YouTube	825

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

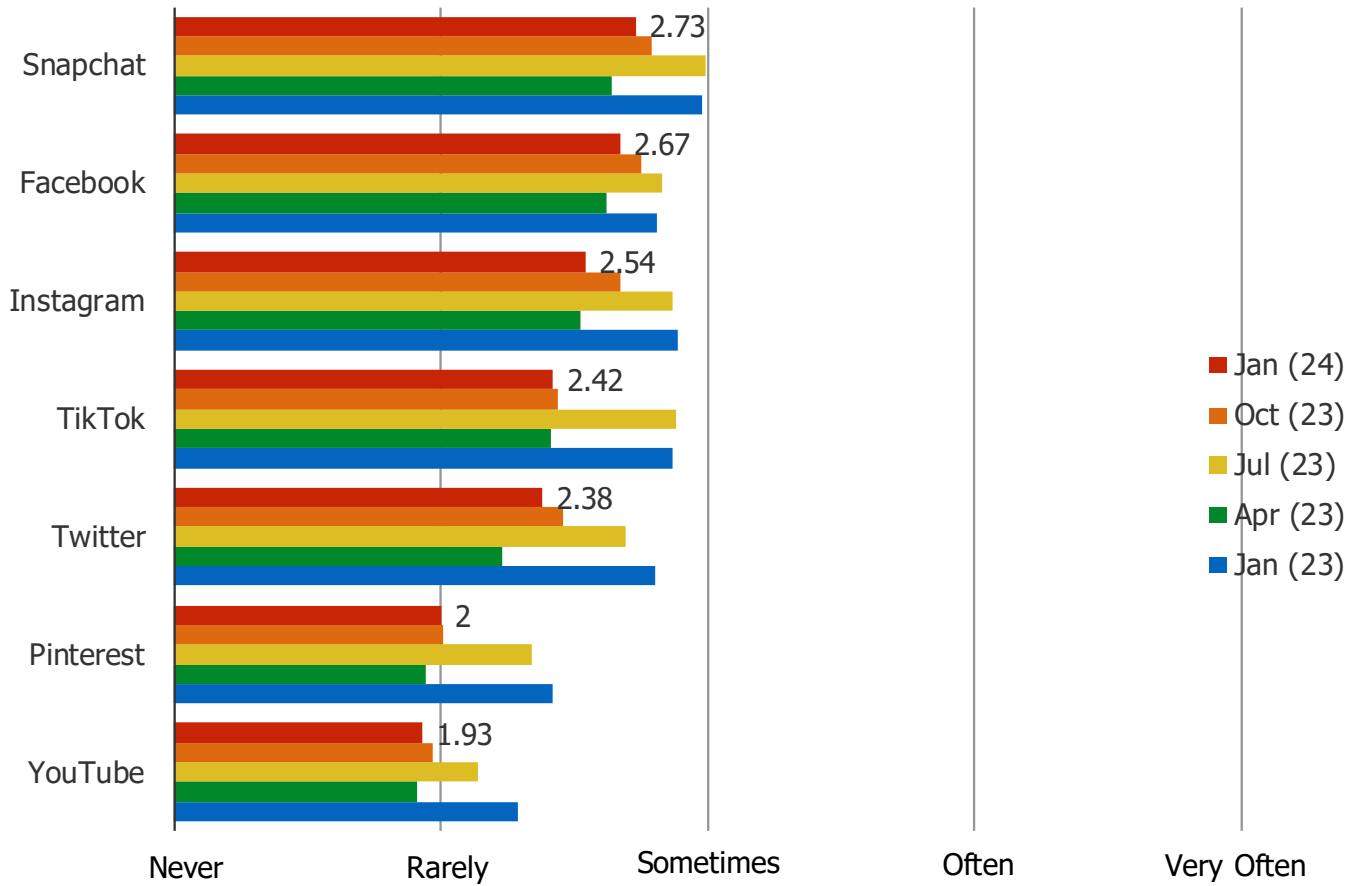
This question was posed to all respondents who use each of the below.



	N=
Facebook	770
Twitter / X	325
Snapchat	296
Instagram	519
Pinterest	393
TikTok	372
YouTube	825

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

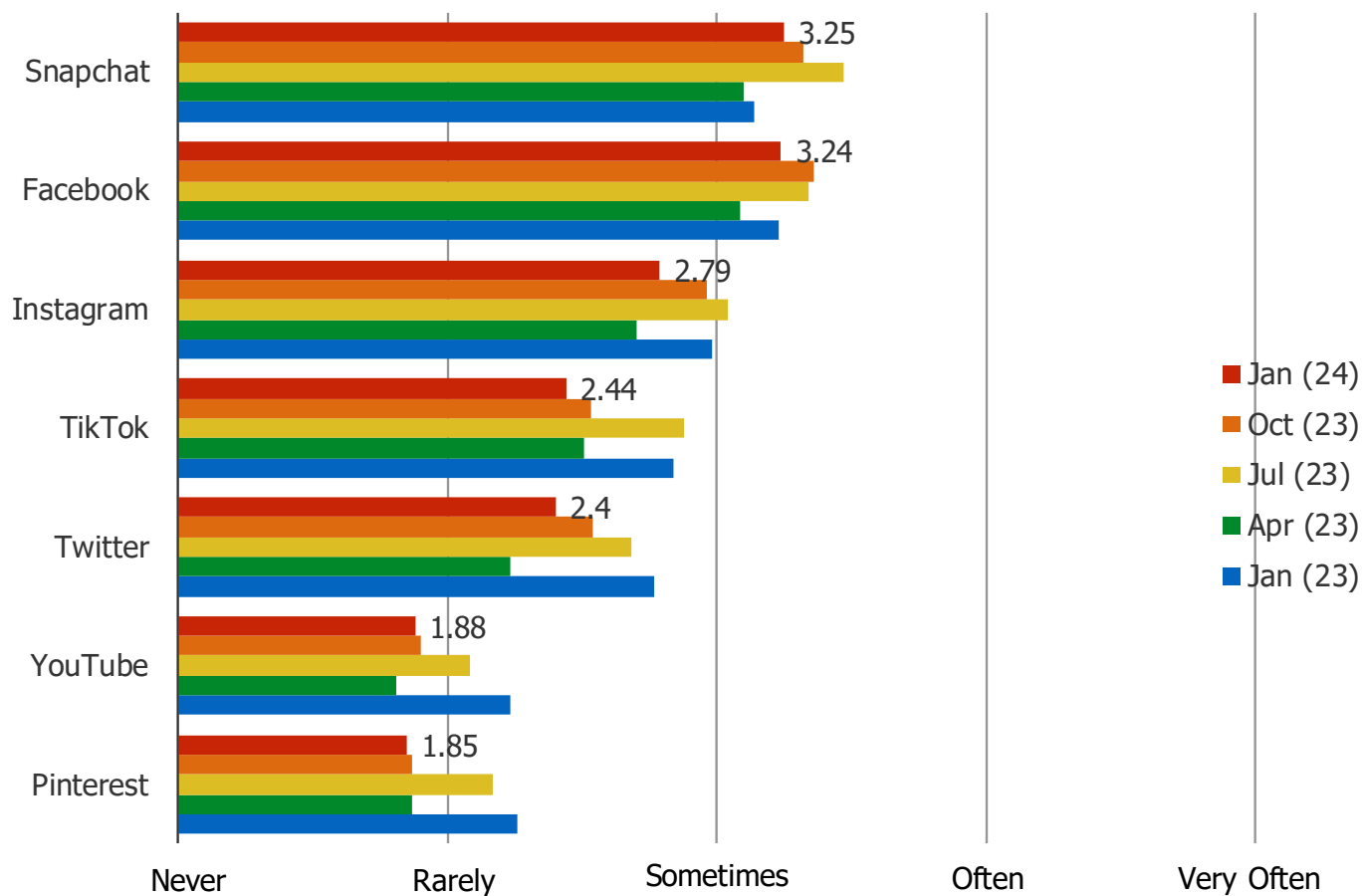
This question was posed to all respondents who use each of the below.



	N=
Facebook	770
Twitter / X	325
Snapchat	296
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Pinterest	393
TikTok	372
YouTube	825

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

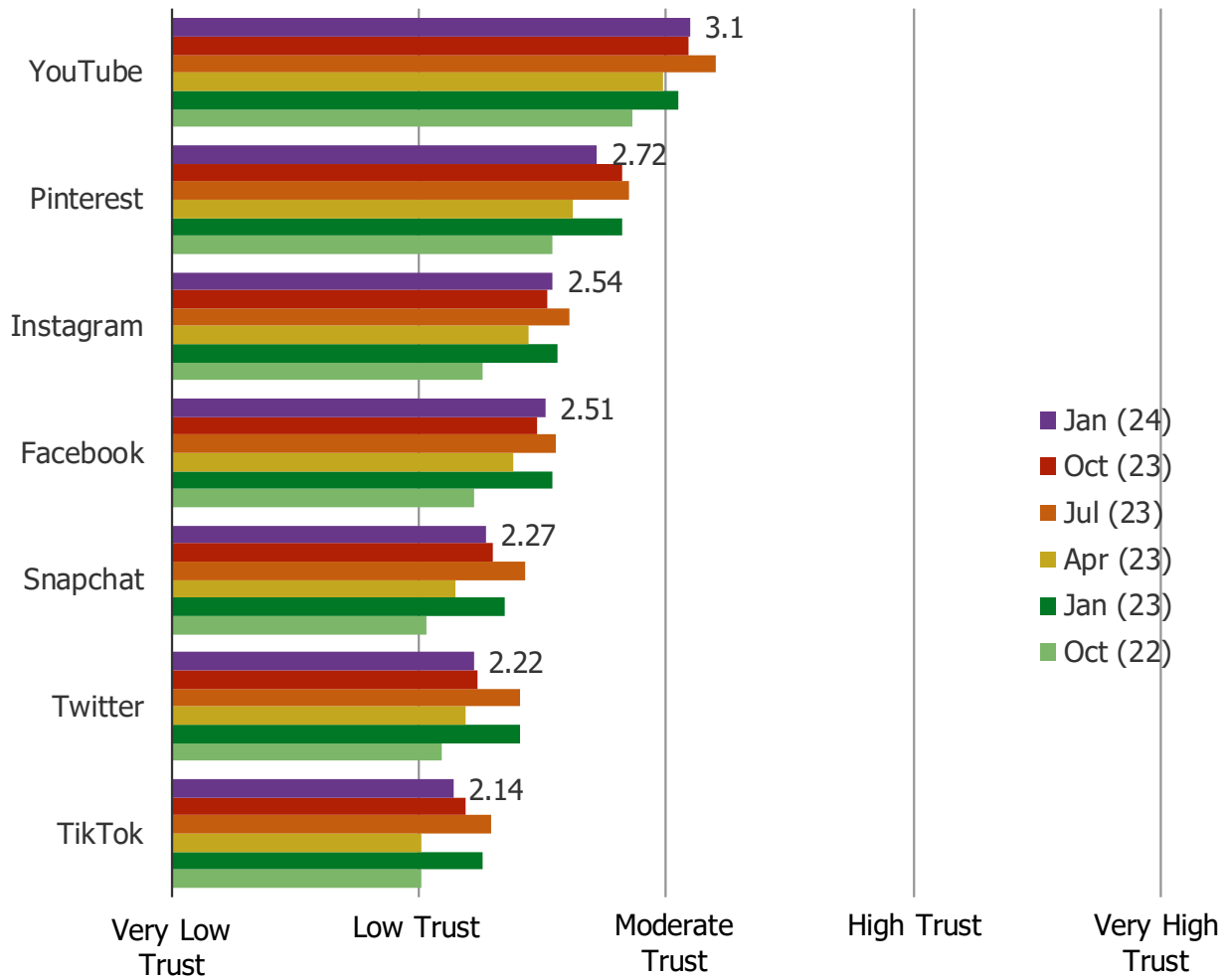
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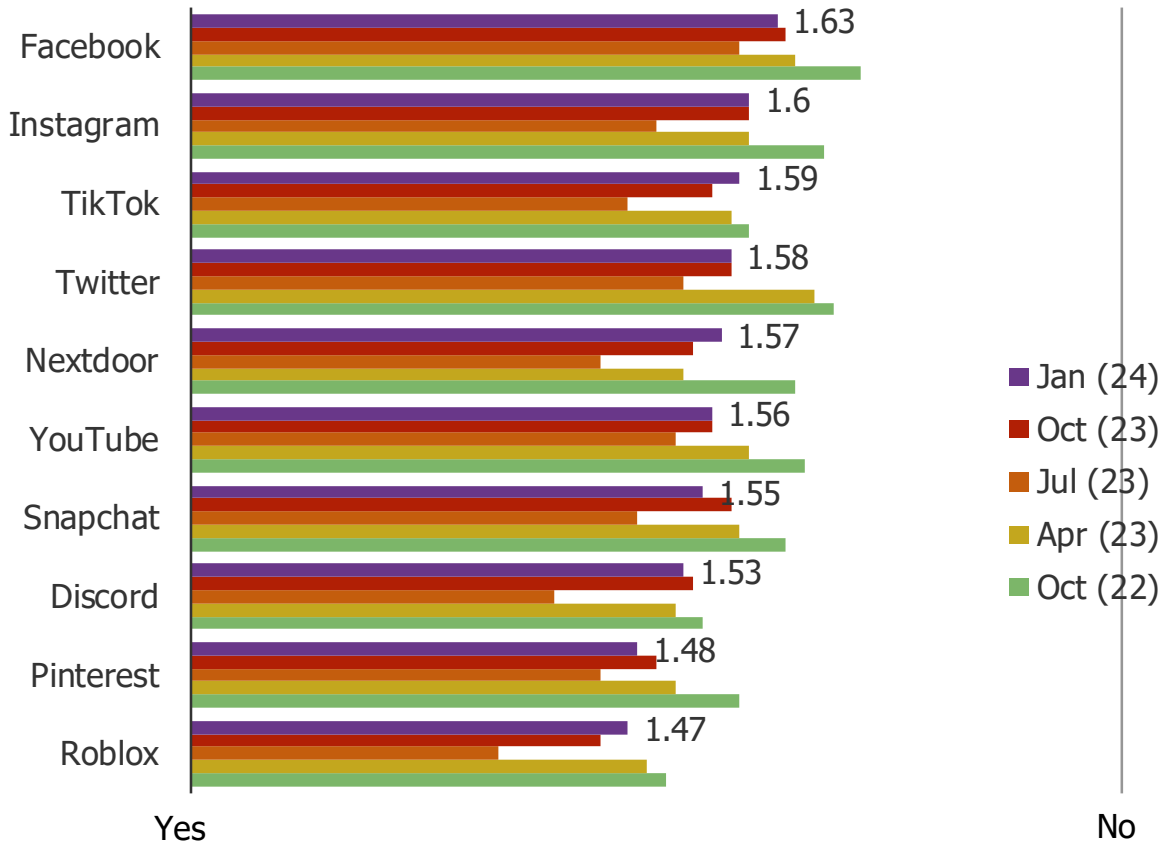
HOW MUCH TRUST DO YOU HAVE IN EACH OF THE FOLLOWING?

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.



More likely to say yes

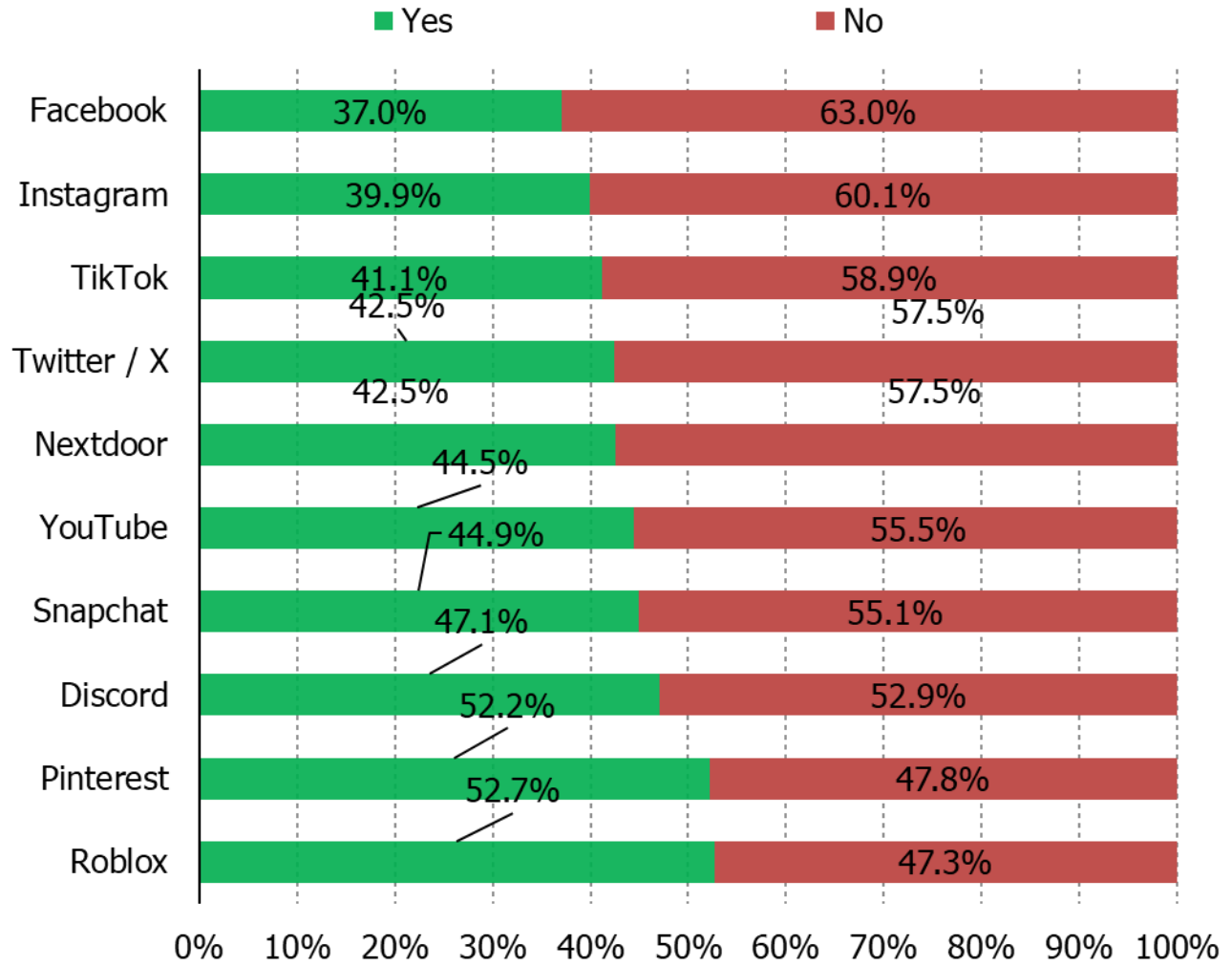


	N=
Roblox	93
Pinterest	393
Discord	136
Snapchat	296
YouTube	825
Nextdoor	181
Twitter / X	325
TikTok	372
Instagram	519
Facebook	770



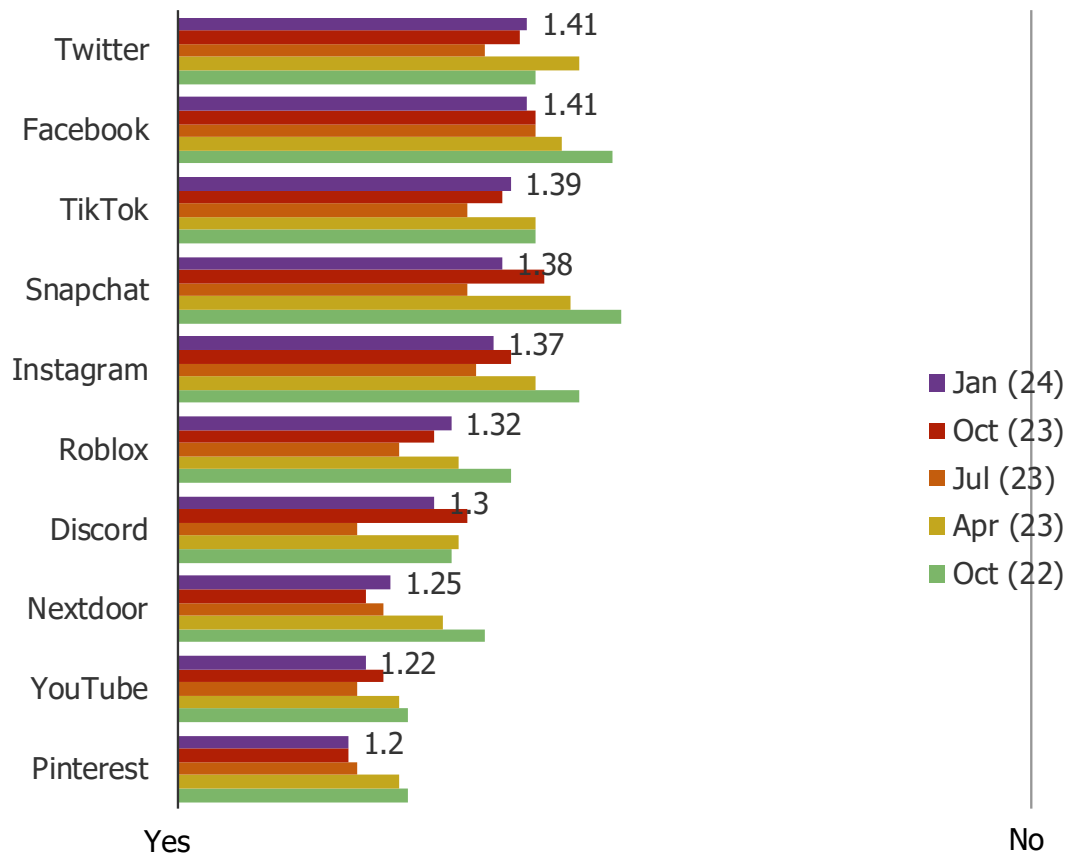
DO YOU FEEL THE FOLLOWING CARE(S) ABOUT YOU?

January 2024.



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

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



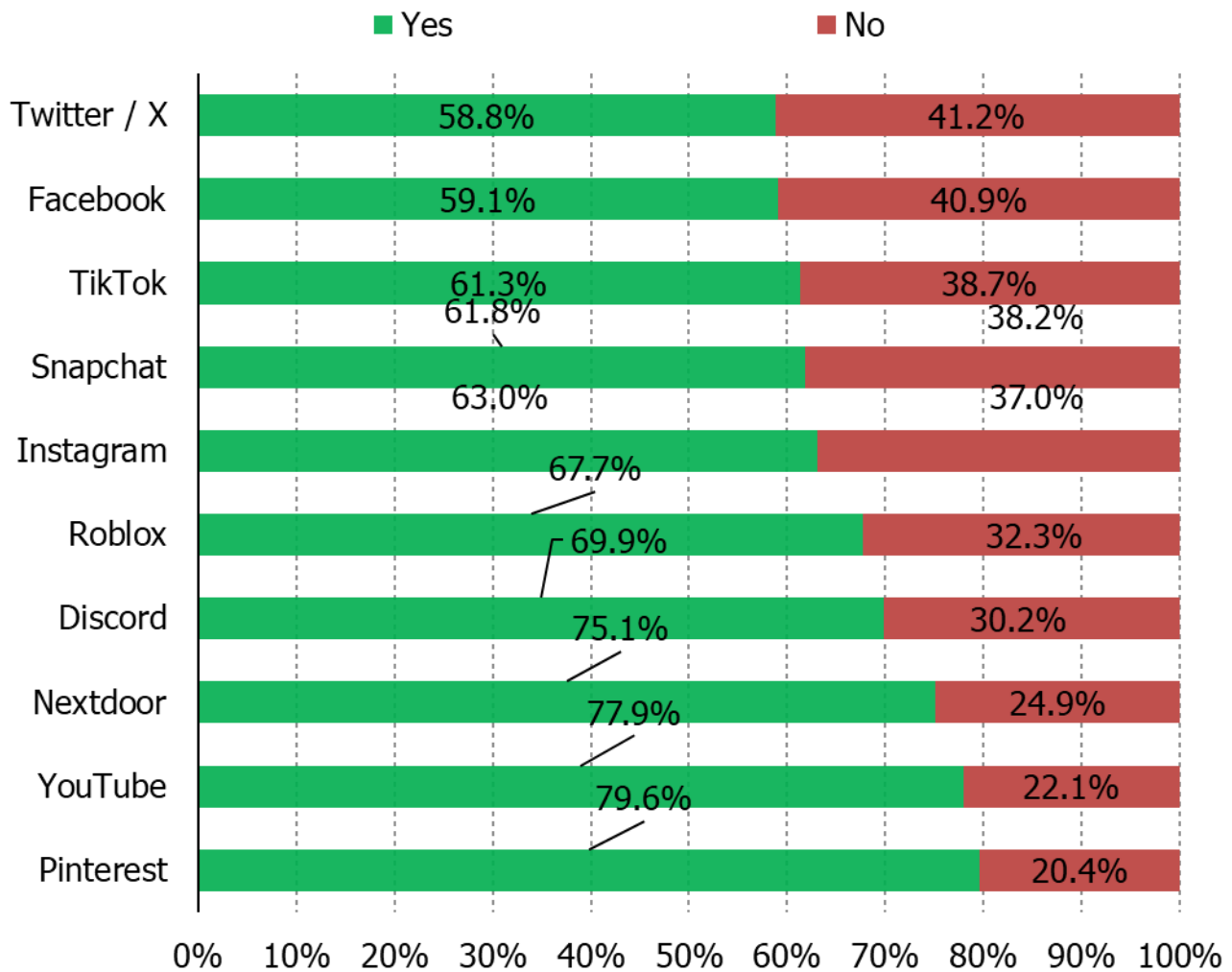
More likely to say yes



	N=
Roblox	93
Pinterest	393
Discord	136
Snapchat	296
YouTube	825
Nextdoor	181
Twitter / X	325
TikTok	372
Instagram	519
Facebook	770

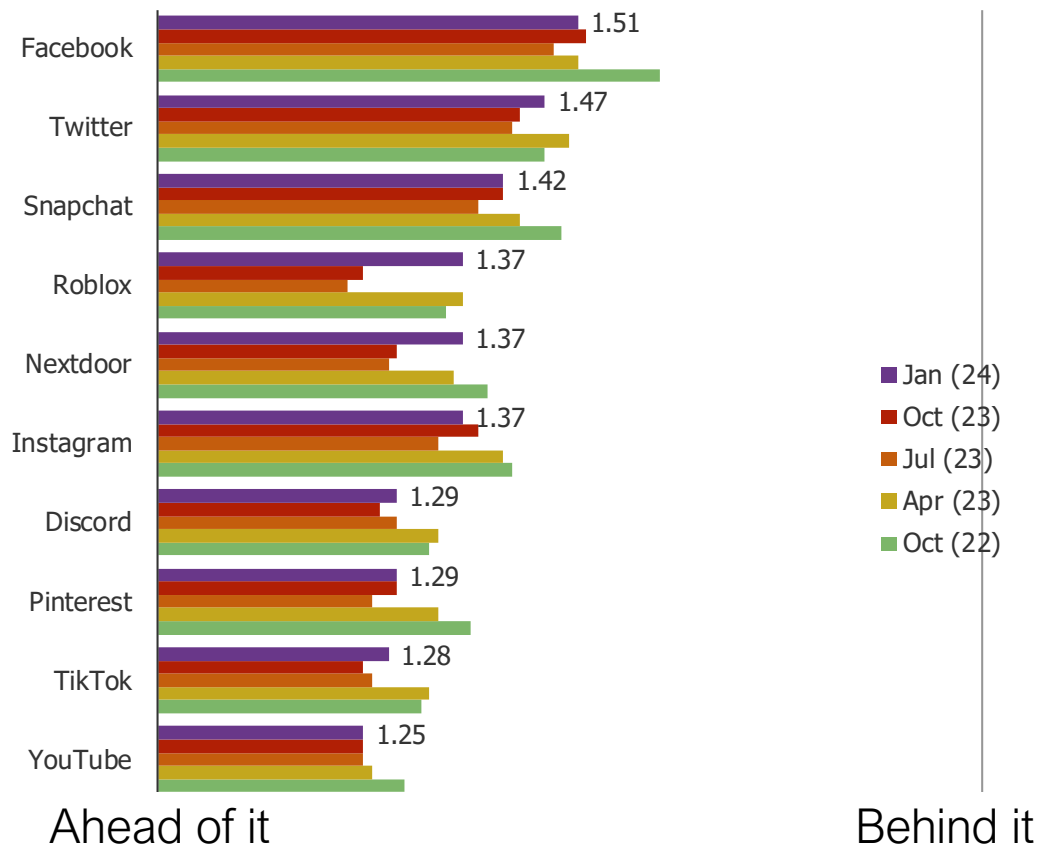
DO YOU FEEL THE FOLLOWING IS/ARE GOOD FOR THE WORLD?

January 2024.



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.



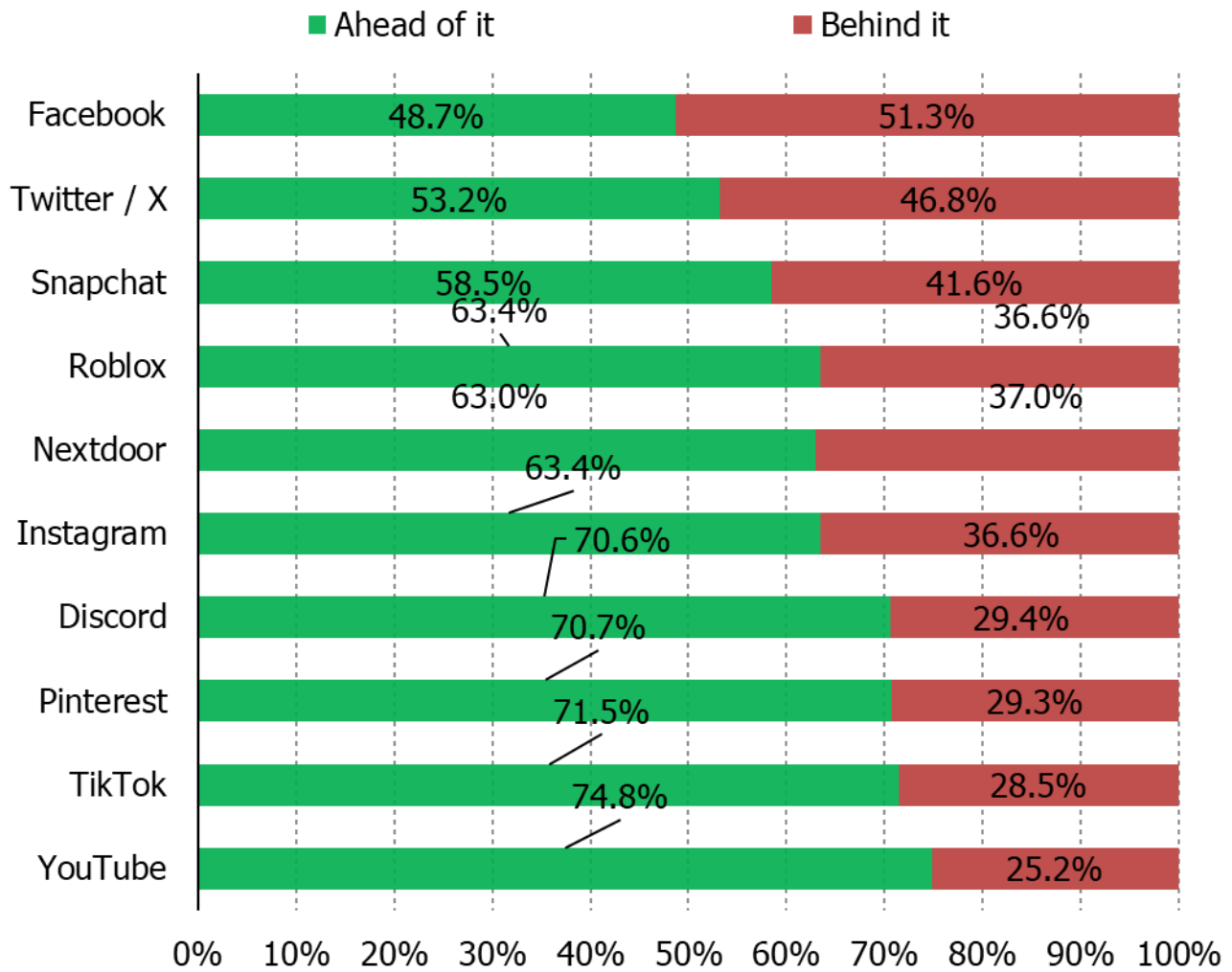
More likely to say ahead of it



	N=
Roblox	93
Pinterest	393
Discord	136
Snapchat	296
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TikTok	372
Instagram	519
Facebook	770

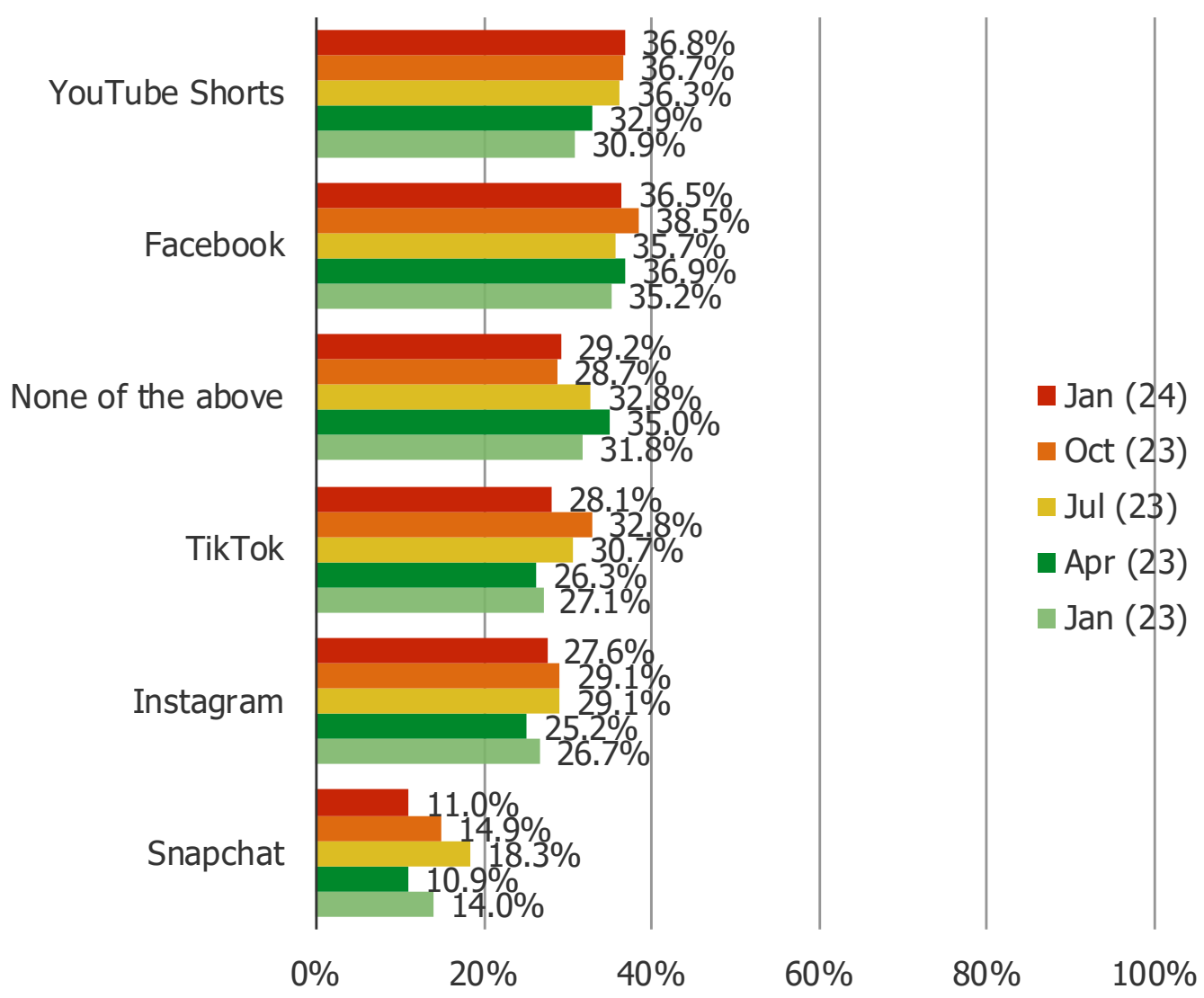
WOULD YOU SAY THAT THIS COMPANY'S BEST DAYS ARE AHEAD OF IT, OR BEHIND IT?

January 2024.



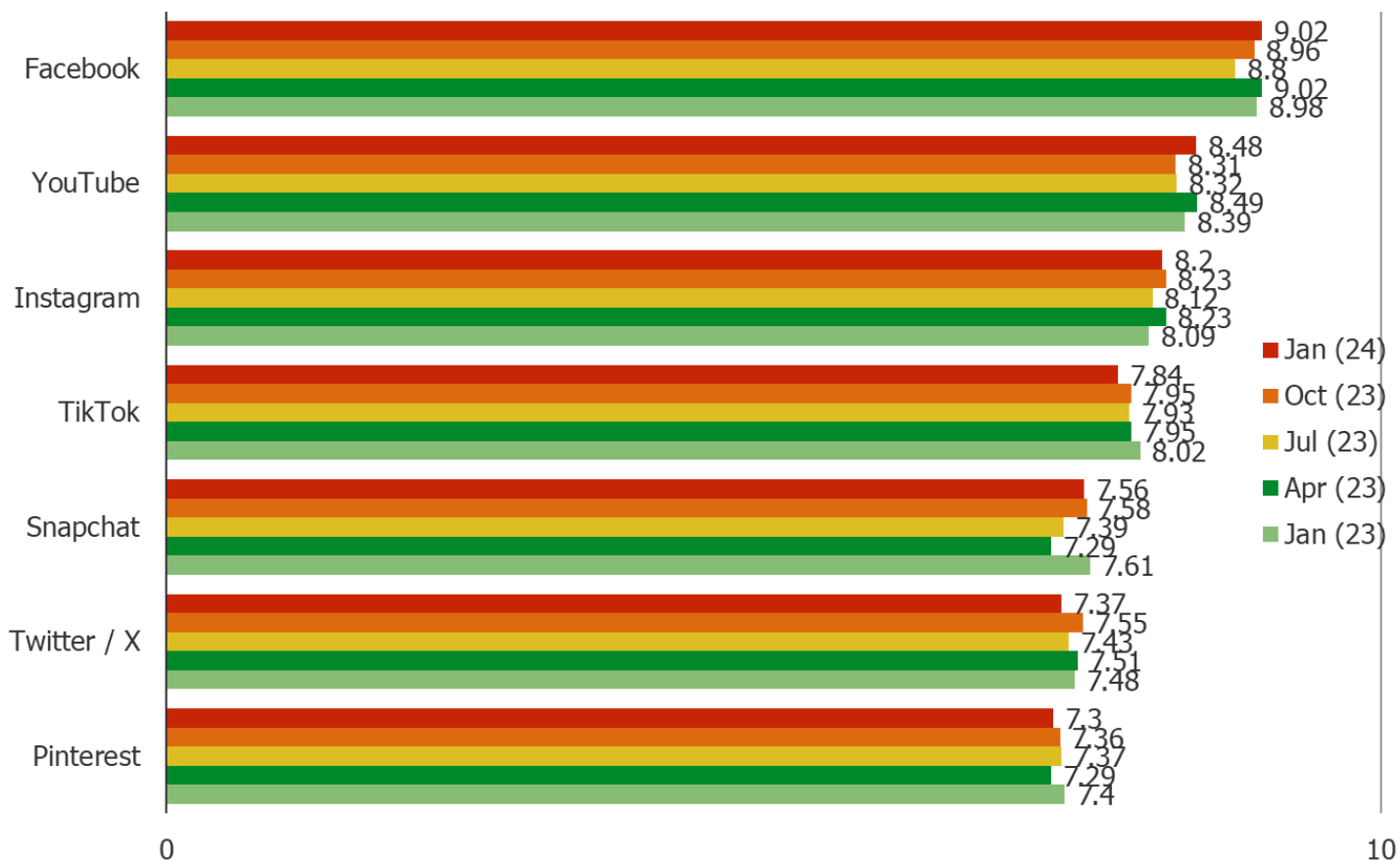
HAVE YOU WATCHED MULTIPLE VIDEO CLIPS IN A ROW ON ANY OF THE FOLLOWING? SELECT ALL THAT APPLY

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.

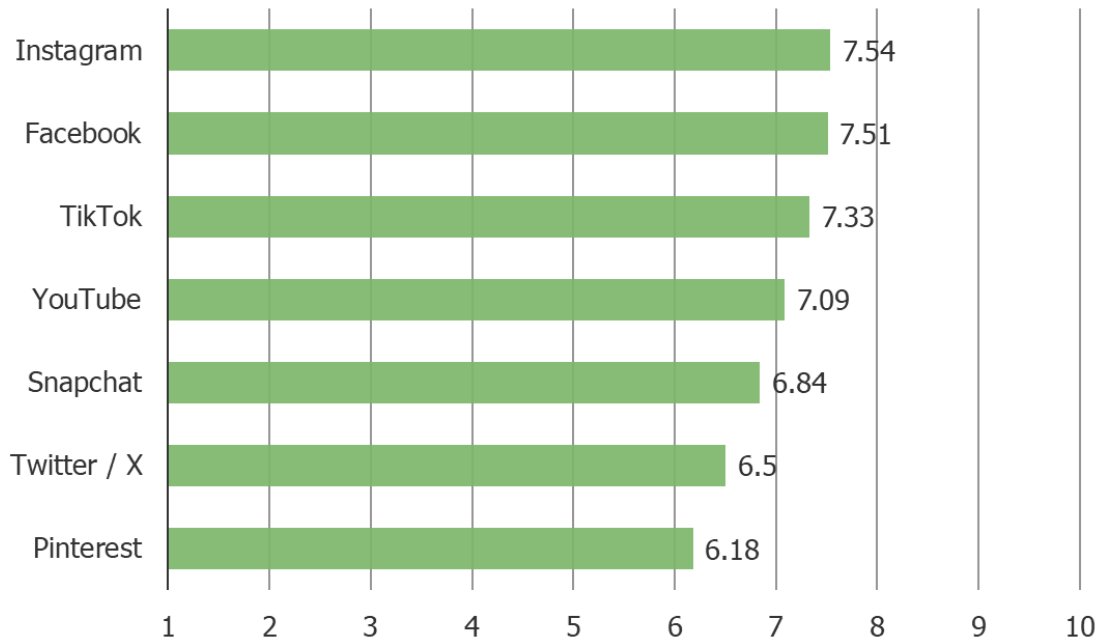


The higher the score, the better the ranking for when users of each platform ranked the order they open apps they use

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
- Youtube

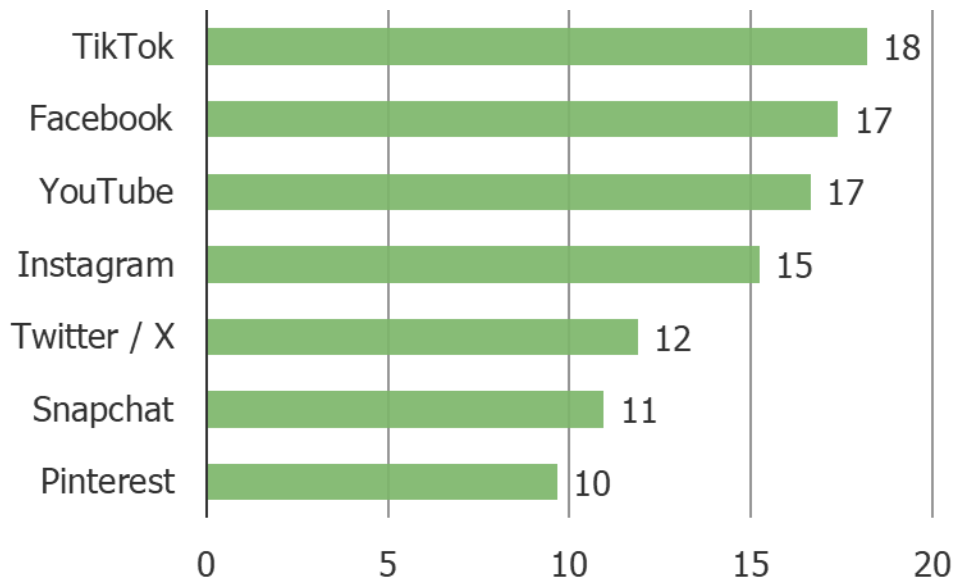
The higher the score, the better the ranking for when users of each platform ranked the order they open apps they use

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.



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 who have an account with ALL of the following:

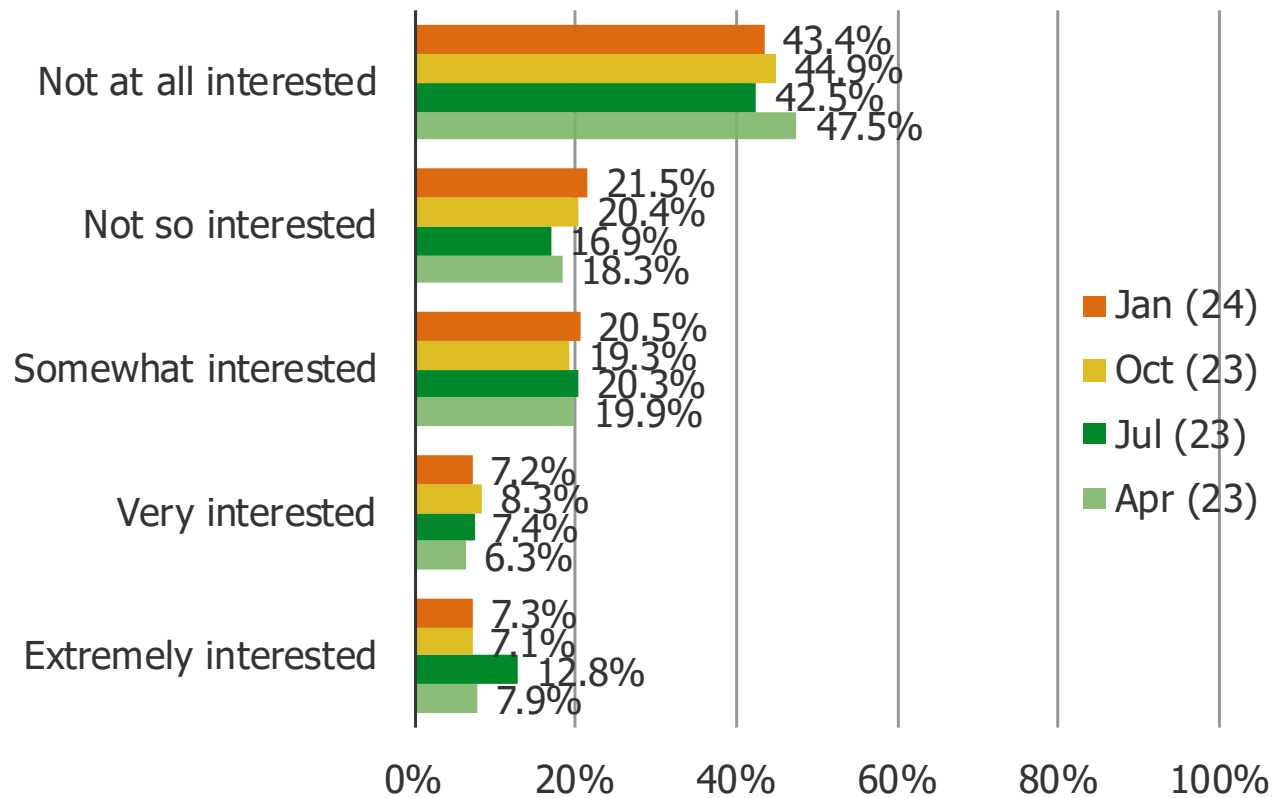
- Facebook
- Twitter
- Snapchat
- TikTok
- Instagram
- Pinterest
- YouTube

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.

VERIFIED ON SOCIAL

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

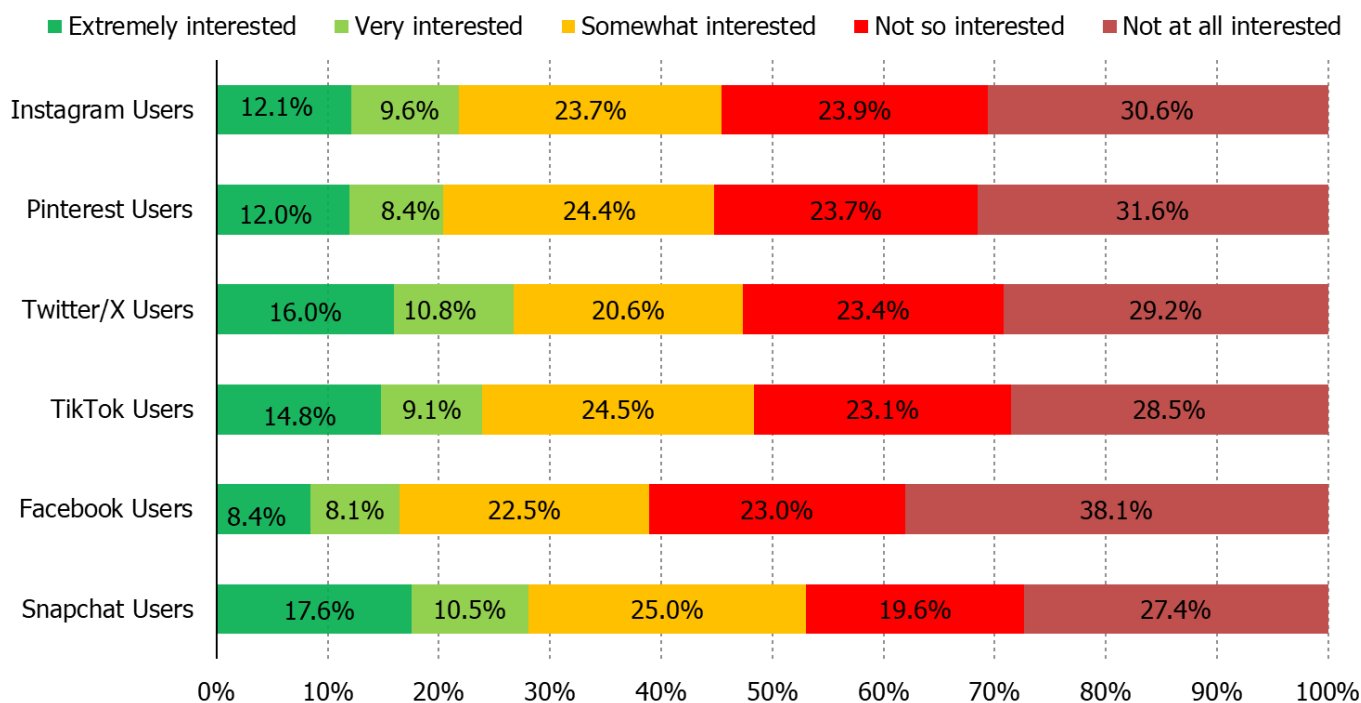
This question was posed to all respondents.



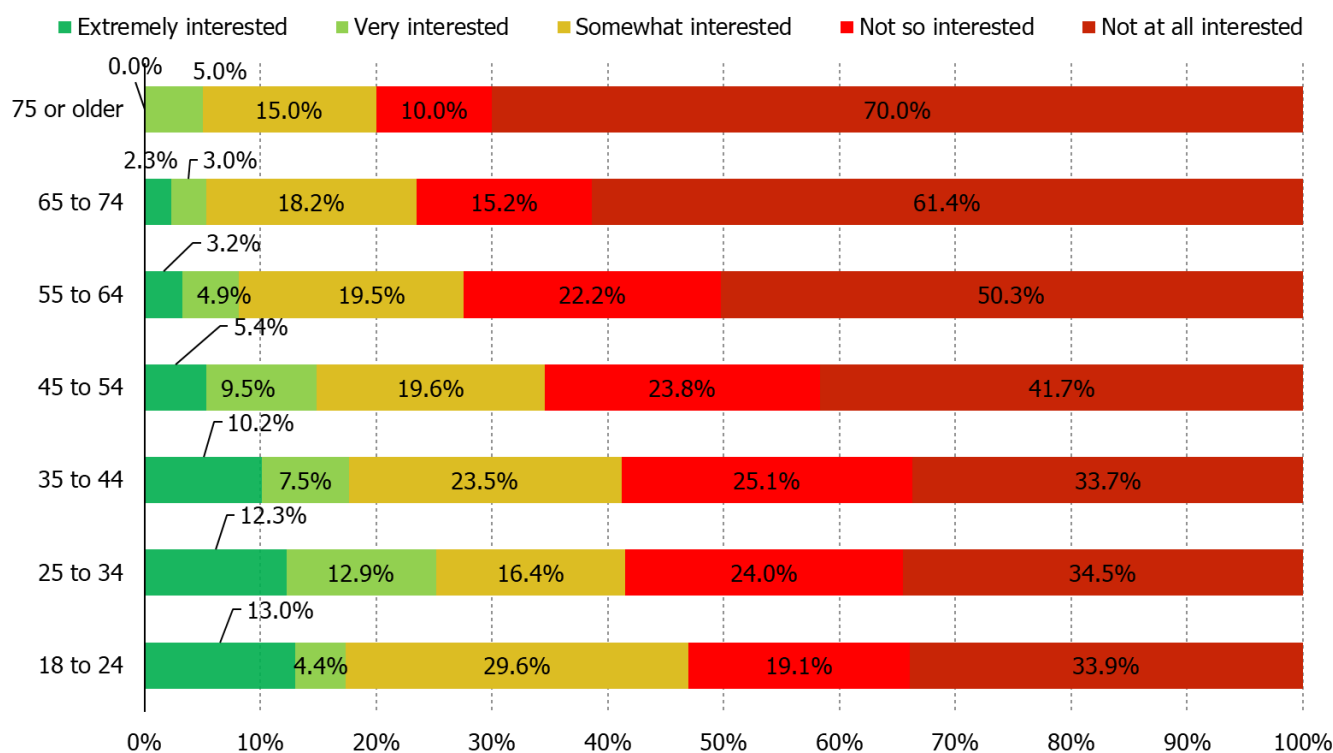
HOW MUCH INTEREST WOULD YOU HAVE IN HAVING A VERIFIED BADGE/TAG ON SOCIAL MEDIA?

Cross-Tab Analysis – By Platforms Respondents Use

January 2024

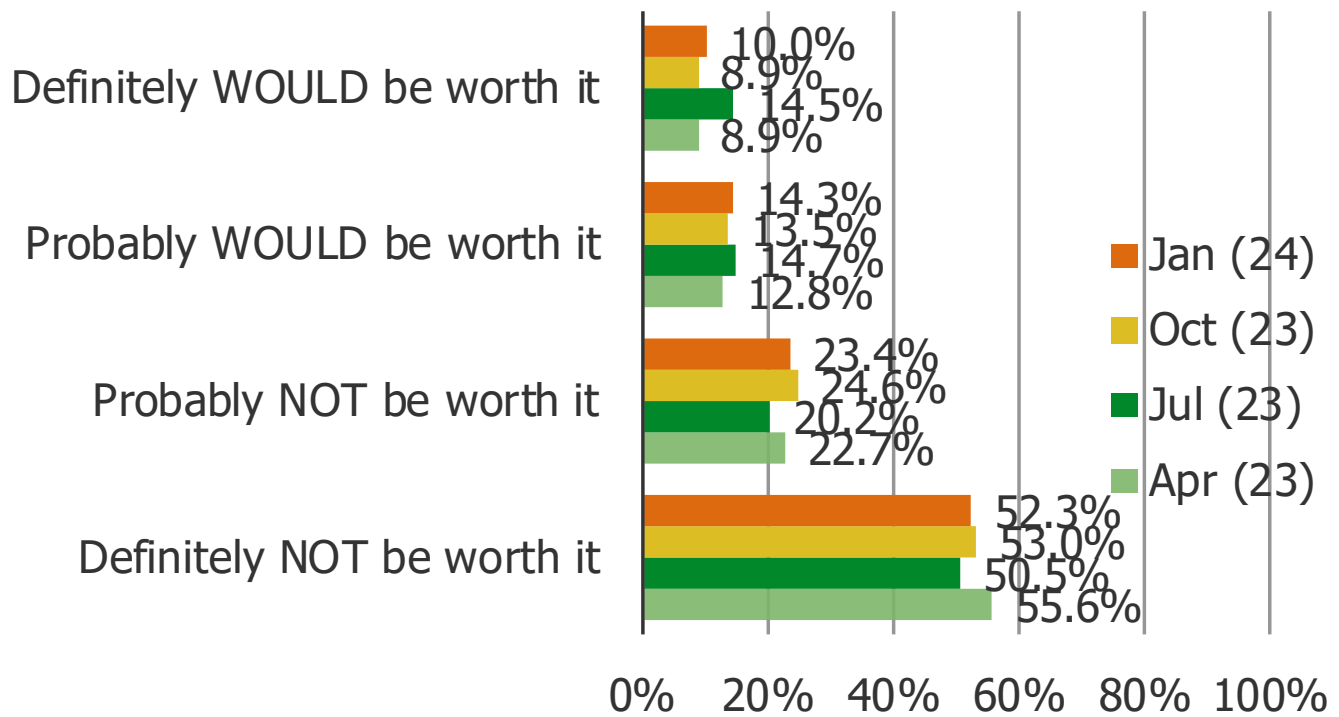


Cross-Tab Analysis – By Age



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

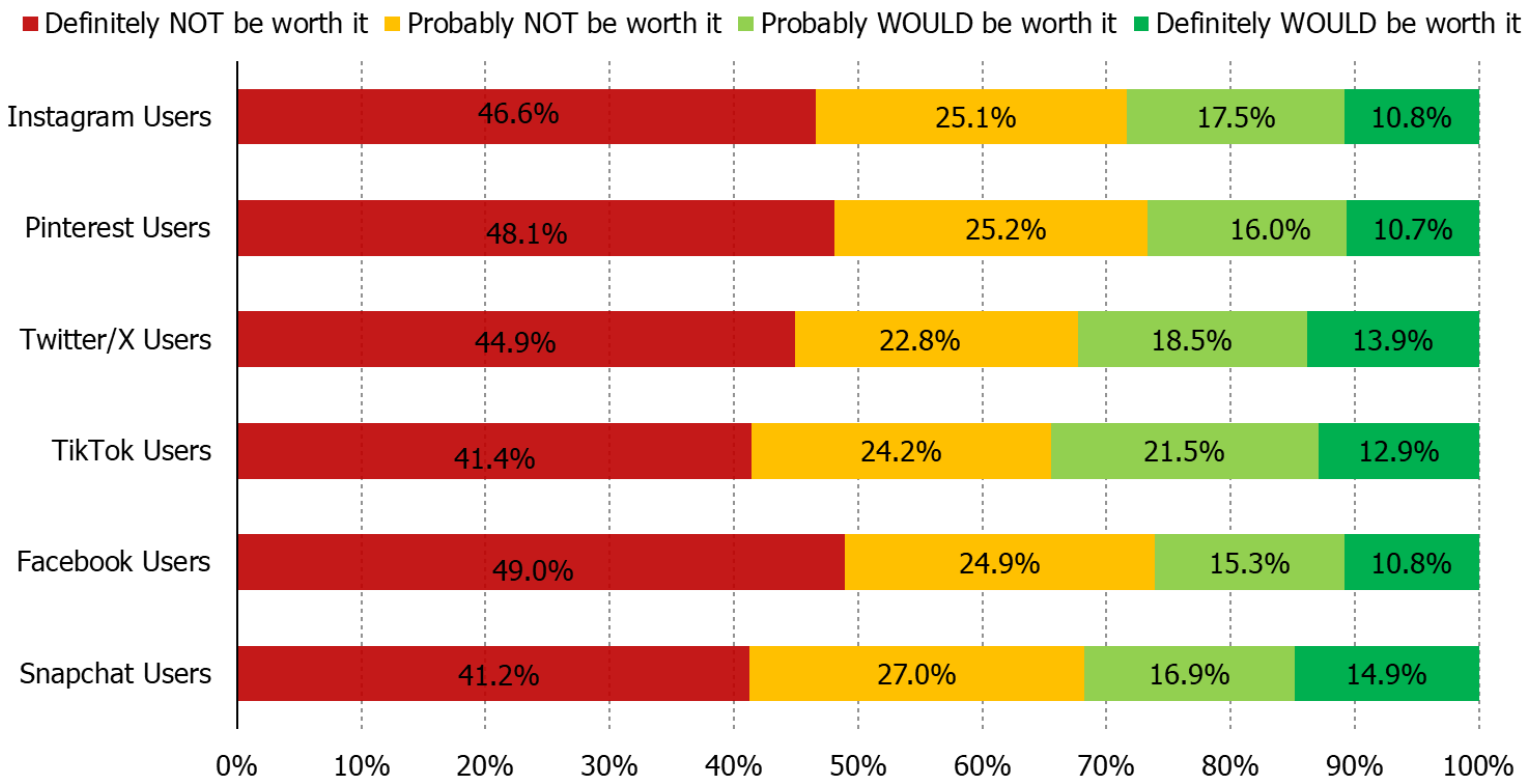
This question was posed to all respondents.



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

Cross-Tab Analysis – By Platforms Respondents Use

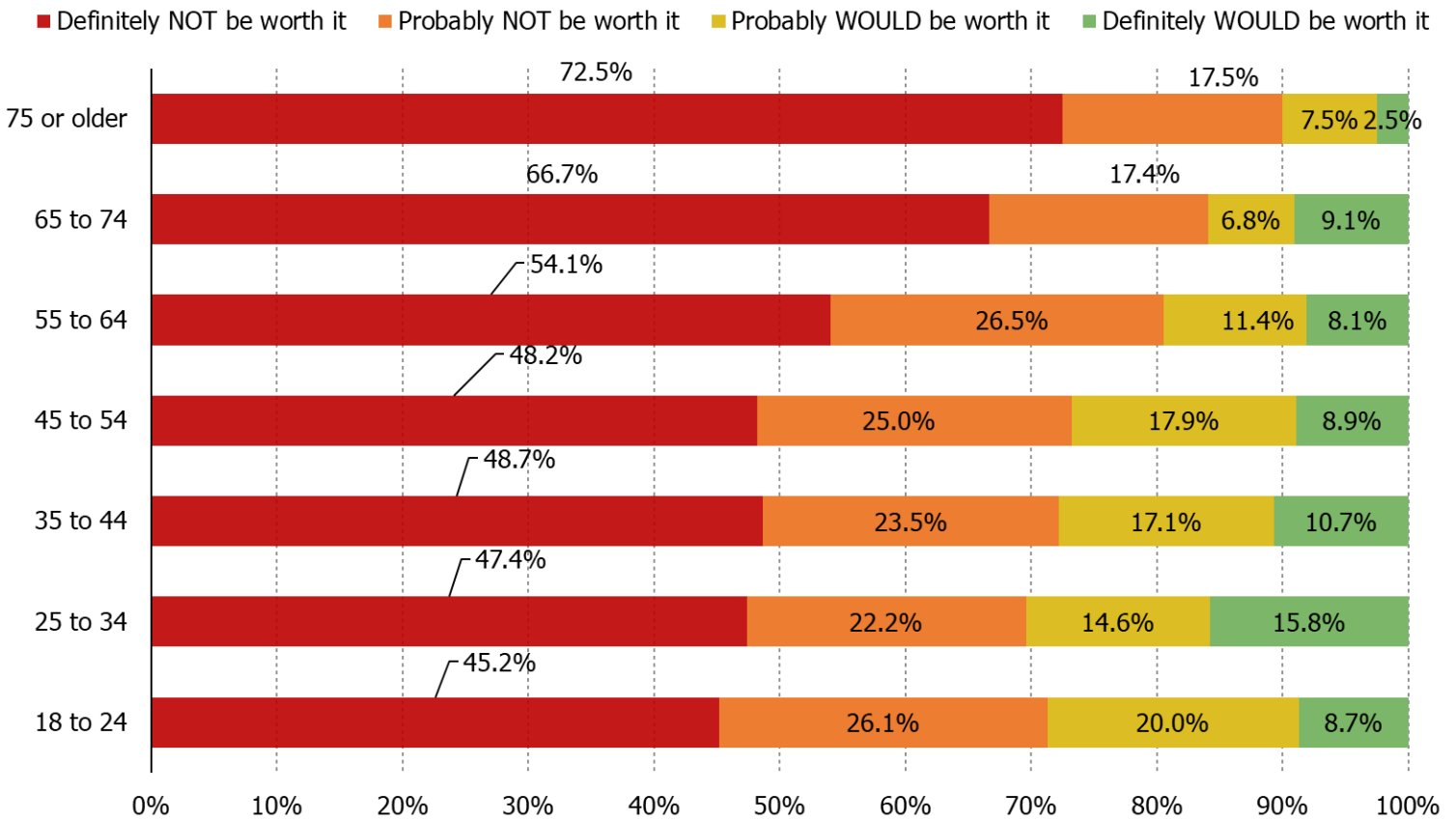
January 2024



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

Cross-Tab Analysis – By Age

January 2024



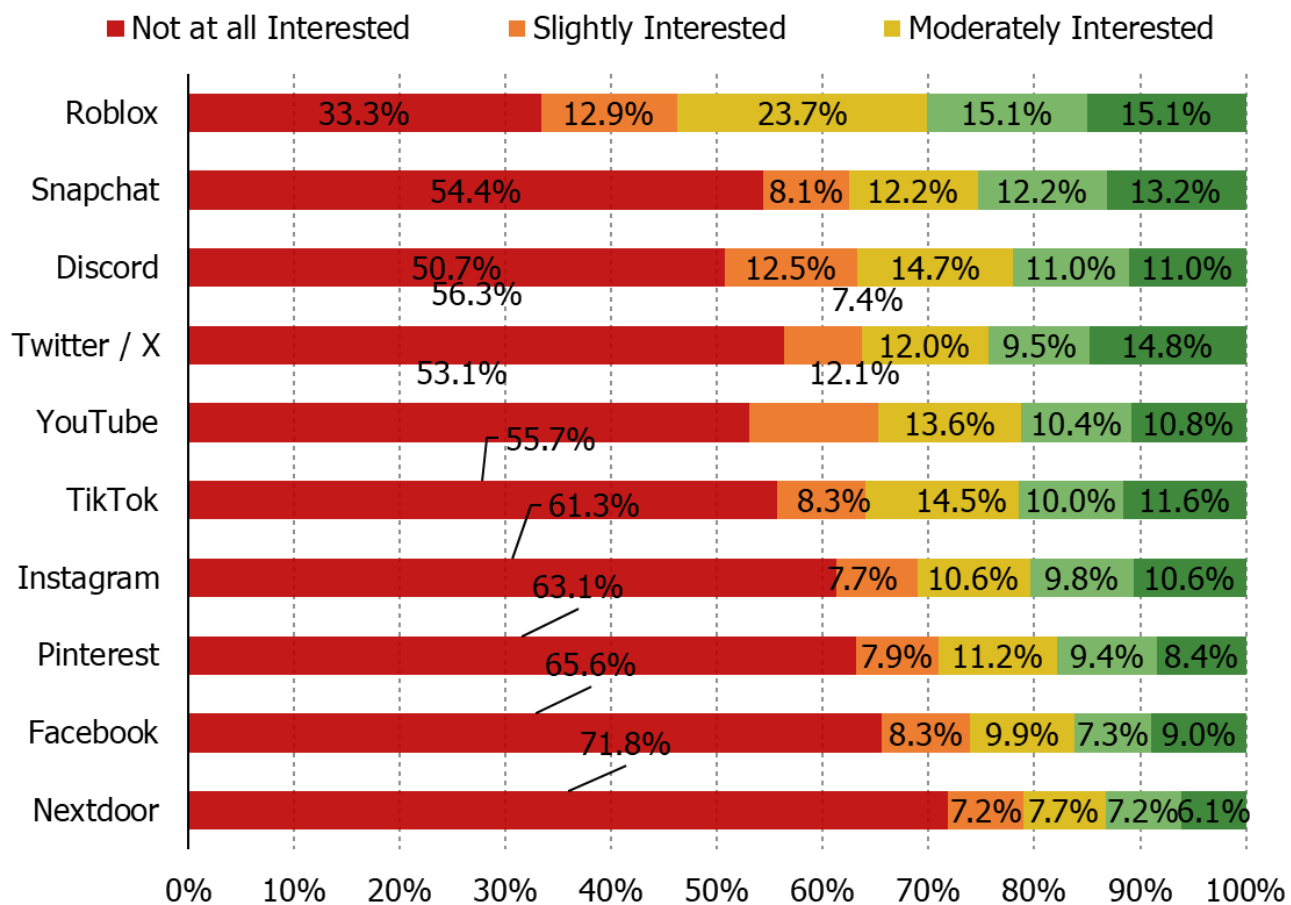
WILLINGNESS TO PAY FOR SOCIAL MEDIA  
EXPERIENCES / SNAPCHAT+ FEEDBACK



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.

January 2024

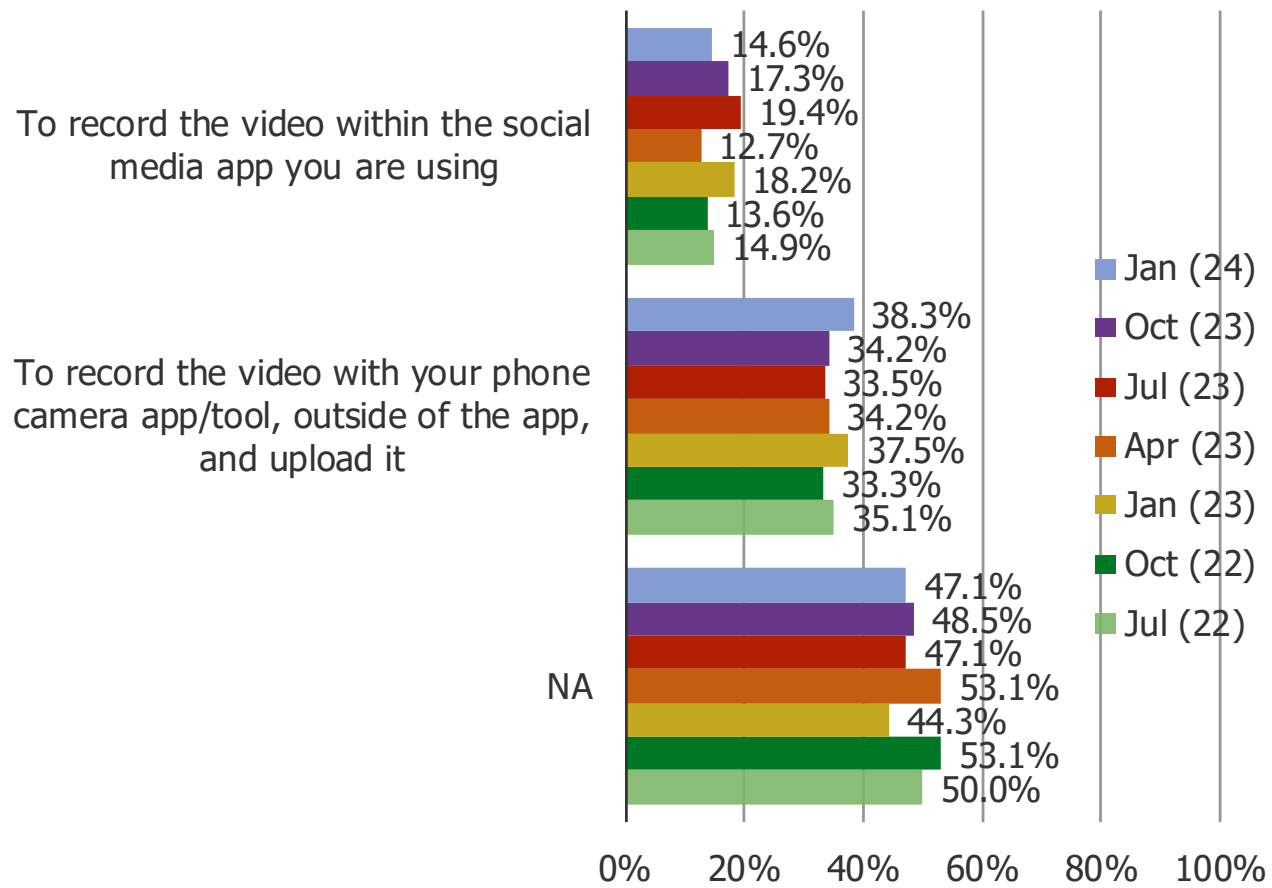


	N=
Nextdoor	181
Facebook	770
Pinterest	393
Instagram	519
TikTok	372
YouTube	825
Twitter / X	325
Discord	136
Snapchat	296
Roblox	93

# CREATING AND SHARING VIDEO ON SOCIAL MEDIA

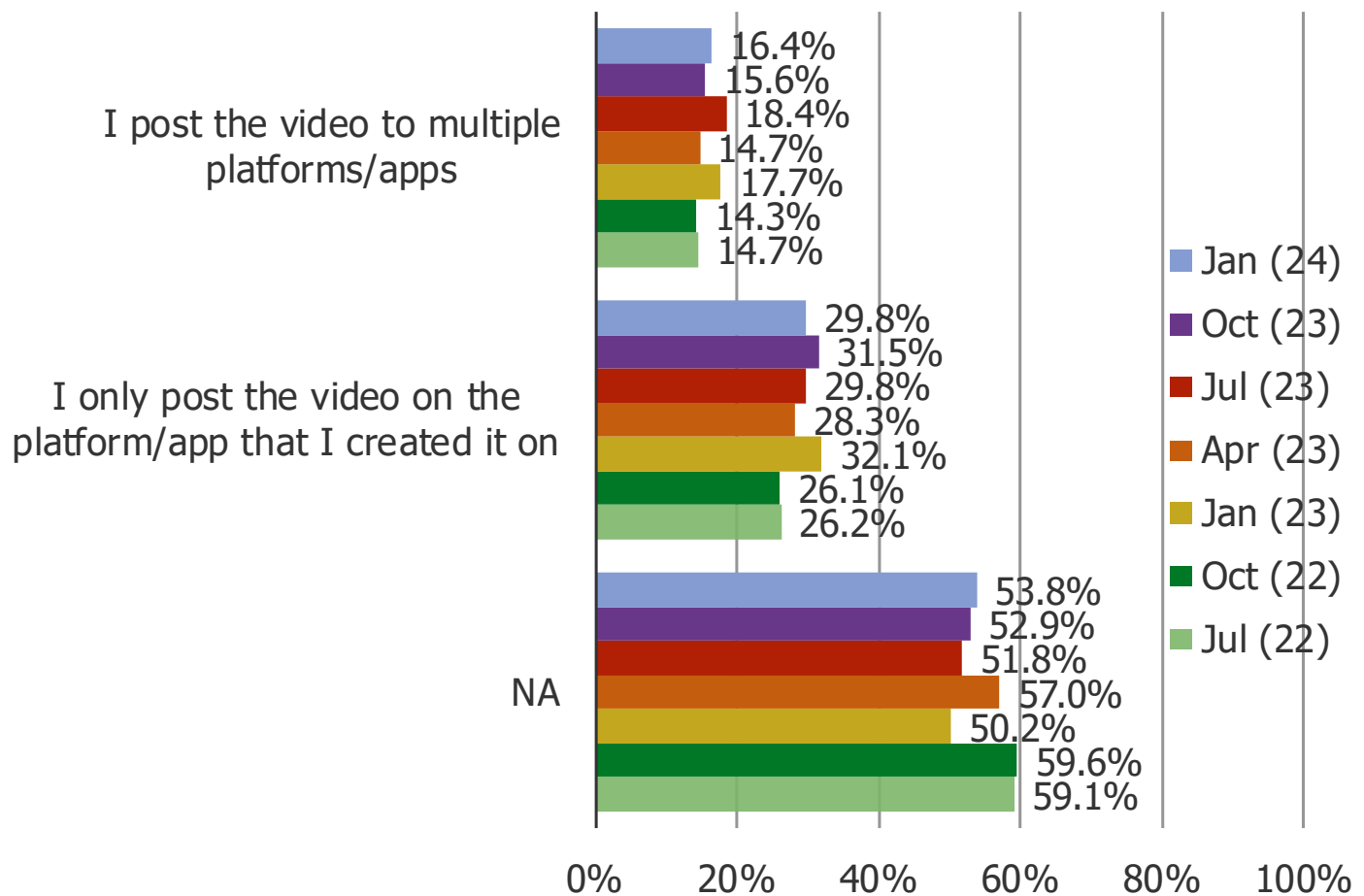
WHEN YOU CREATE VIDEOS TO UPLOAD TO SOCIAL MEDIA, WHICH DO YOU PREFER:

This question was posed to all respondents.



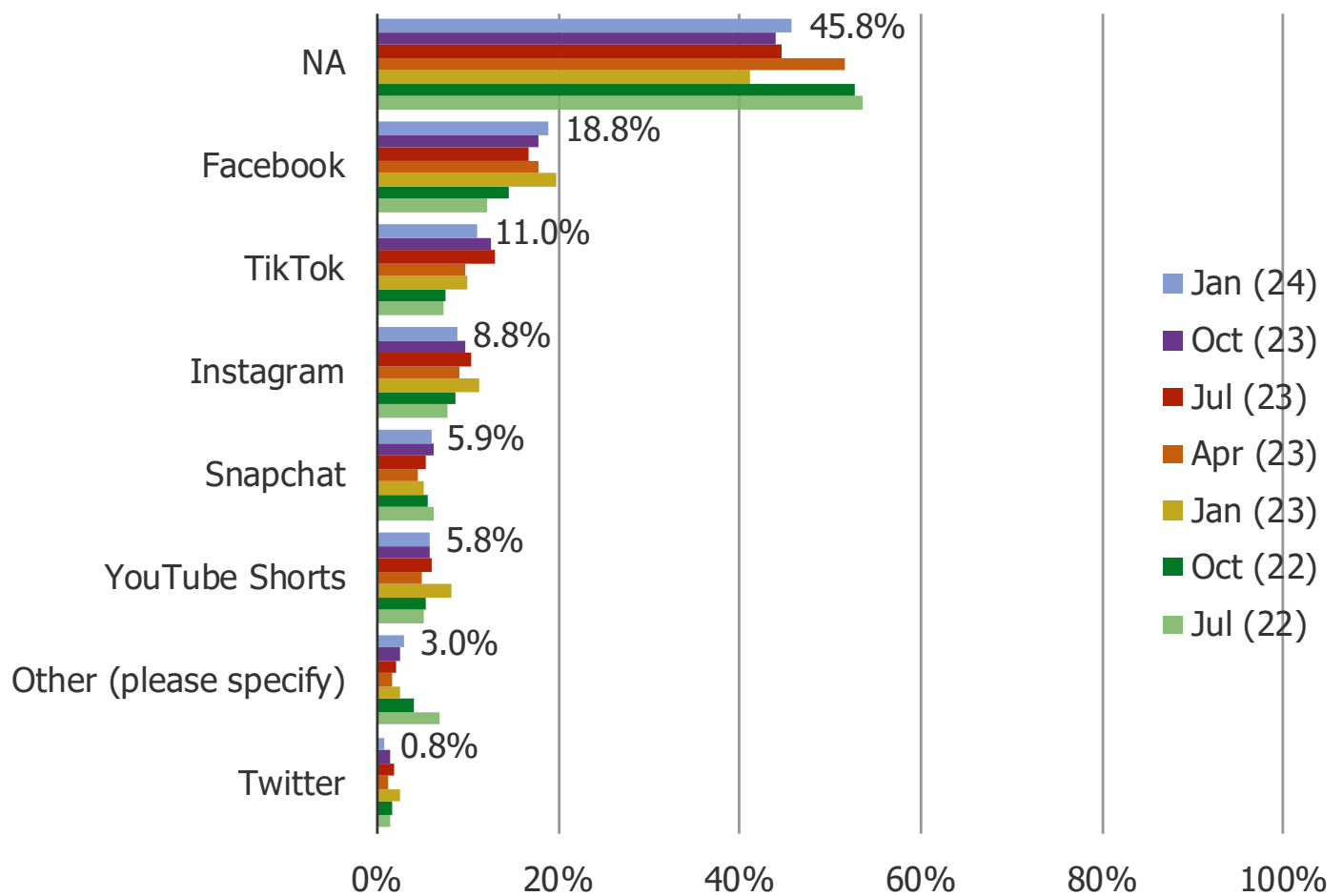
WHEN YOU CREATE VIDEOS WITHIN SOCIAL MEDIA PLATFORMS, WHICH BEST DESCRIBES YOU?

This question was posed to all respondents.



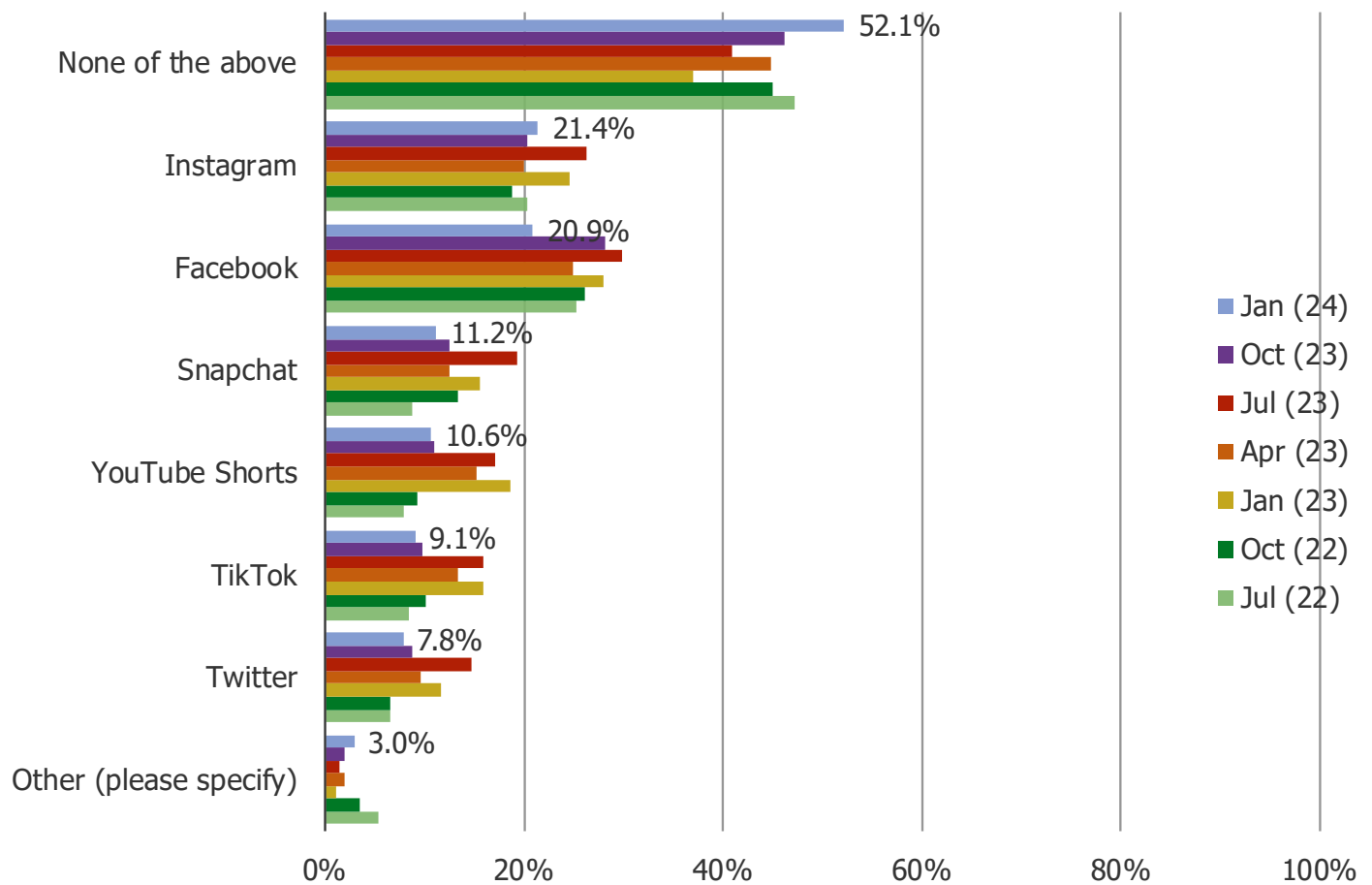
WHICH IS YOUR PREFERRED APP FOR CREATING VIDEOS?

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.

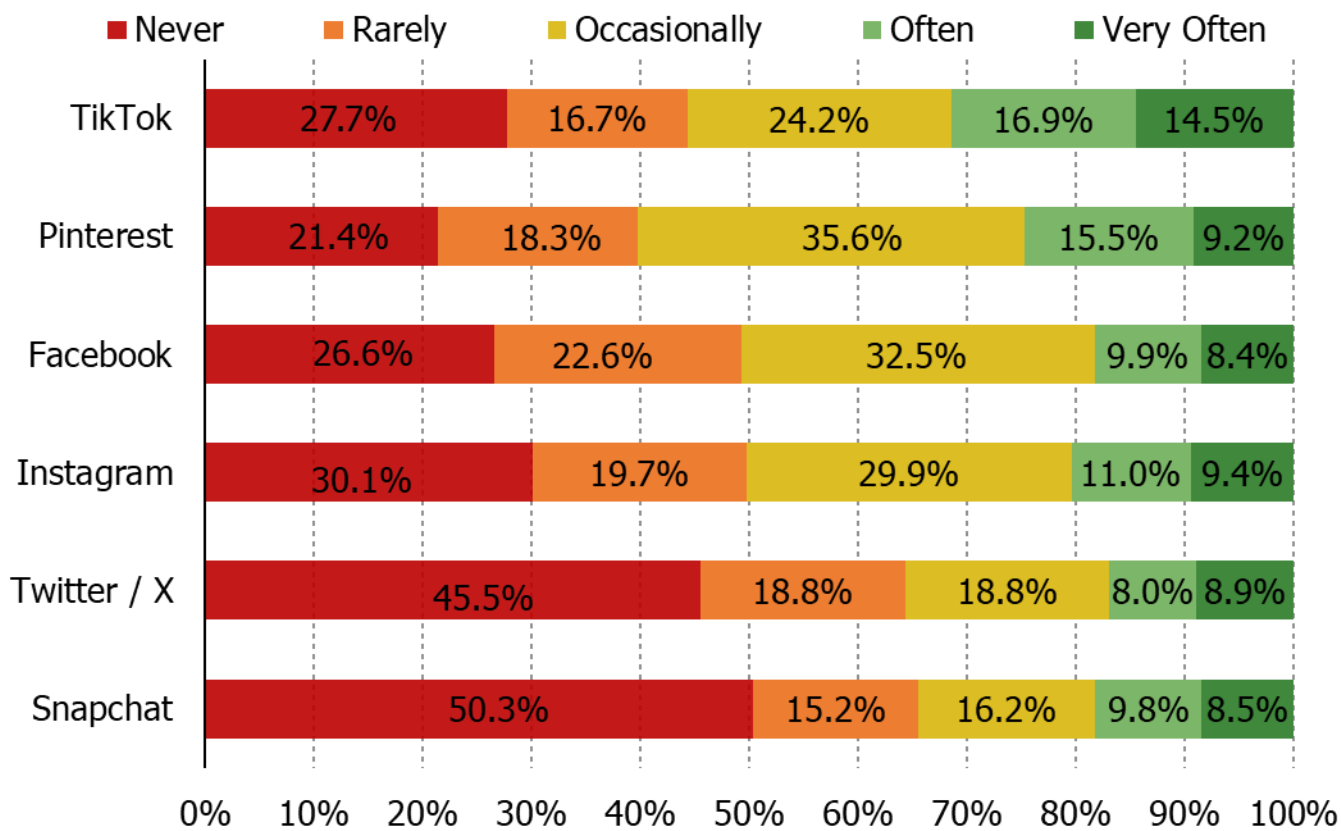


# SOCIAL COMMERCE / AUGMENTED REALITY AND SHOPPING

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

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

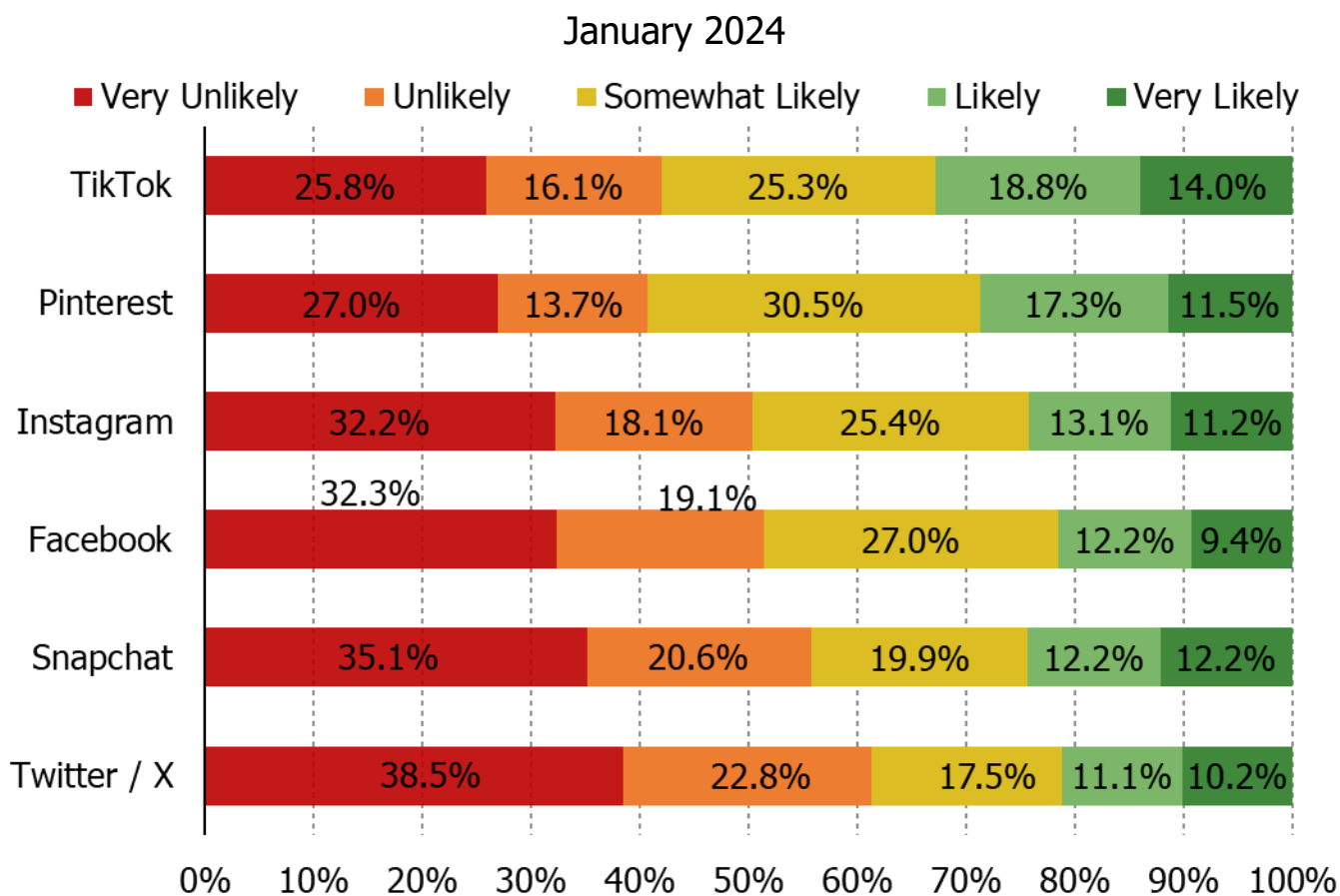
January 2024





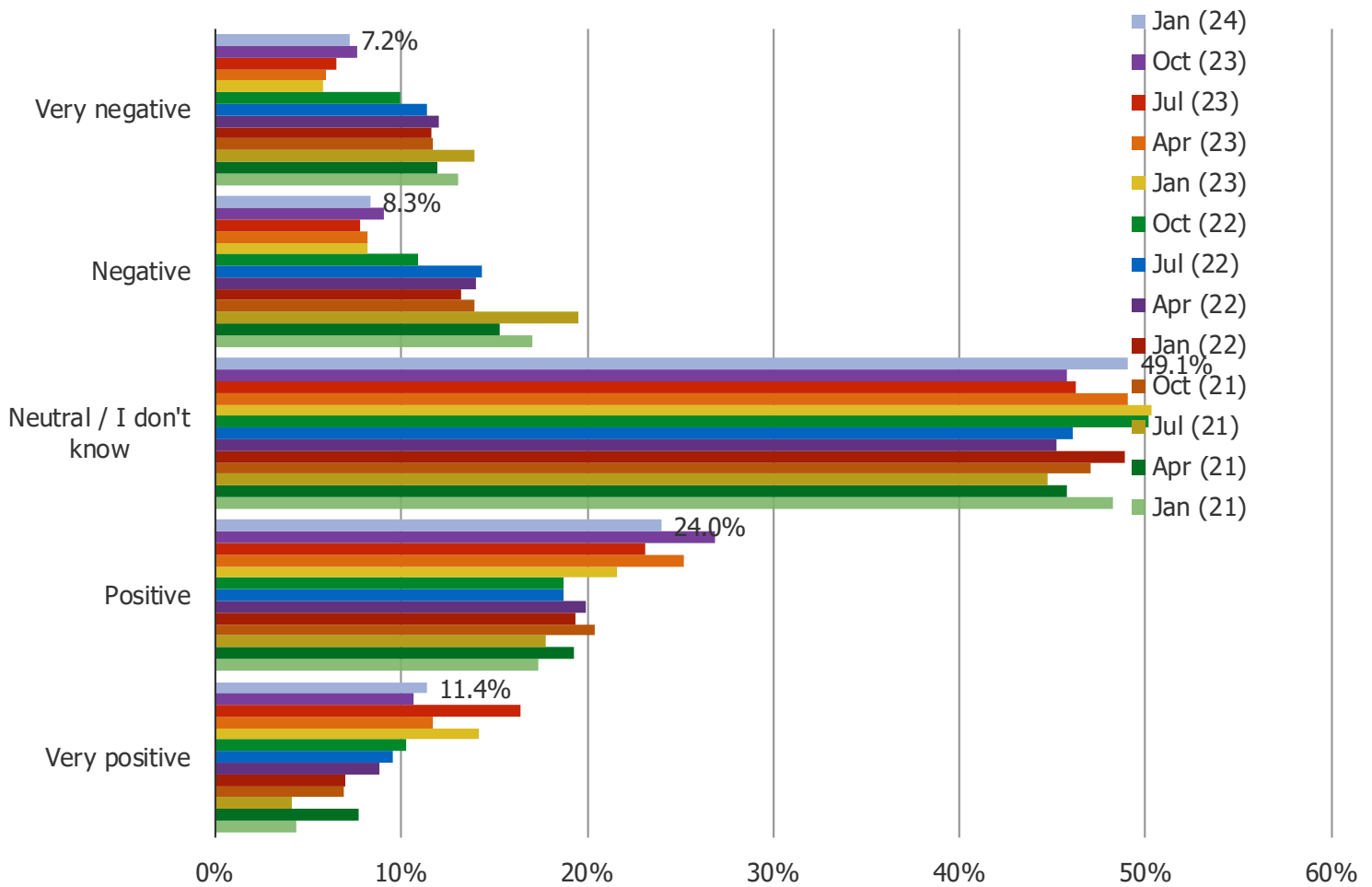
HOW LIKELY WOULD YOU BE TO BUY PRODUCTS FROM COMPANIES OR BRANDS ON SOCIAL MEDIA PLATFORMS (IE, CHECKING OUT WHILE STILL ON THE SOCIAL MEDIA PLATFORM, THROUGH THE SOCIAL MEDIA PLATFORM)

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)?

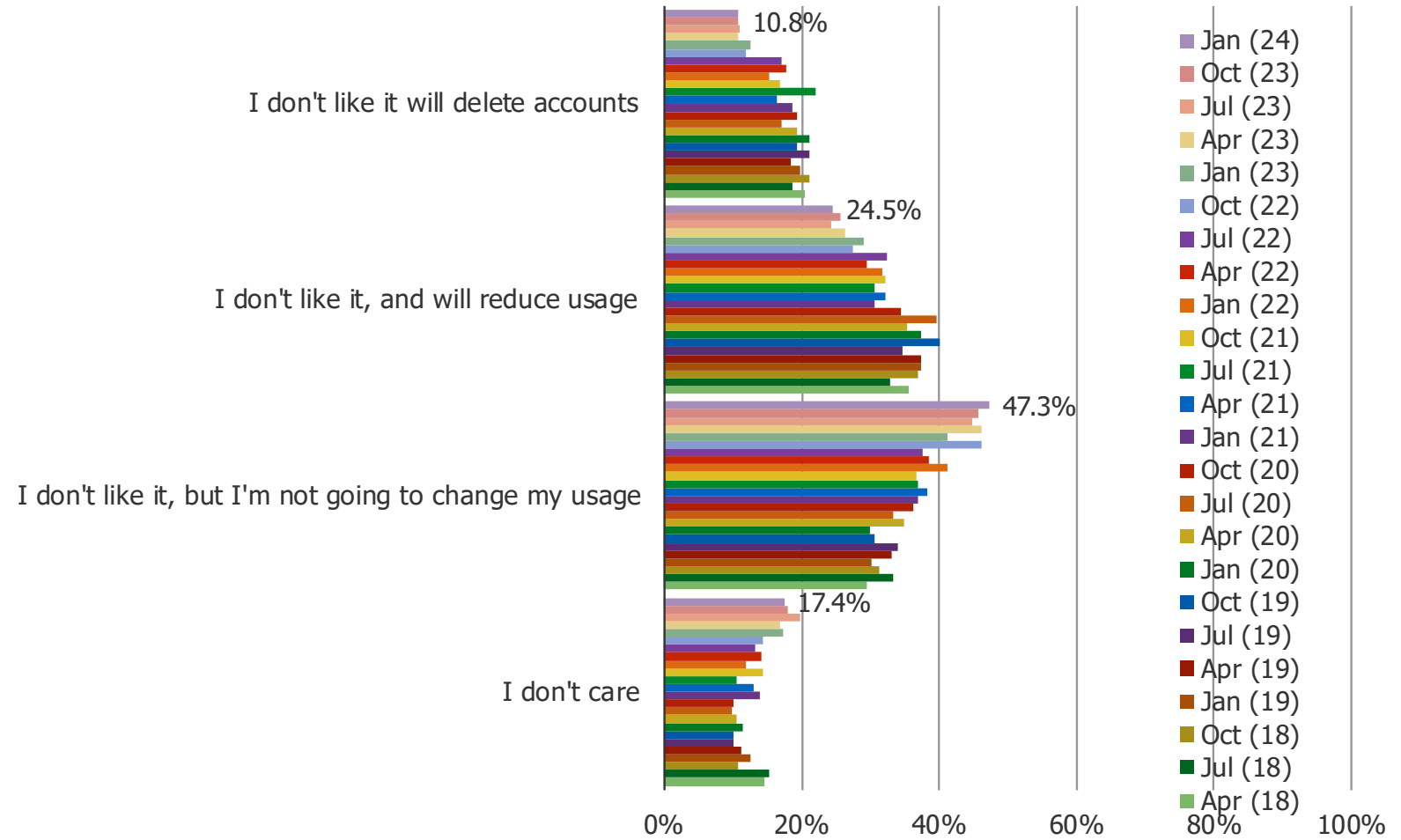
Posed to users of social media apps.



# PRIVACY

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

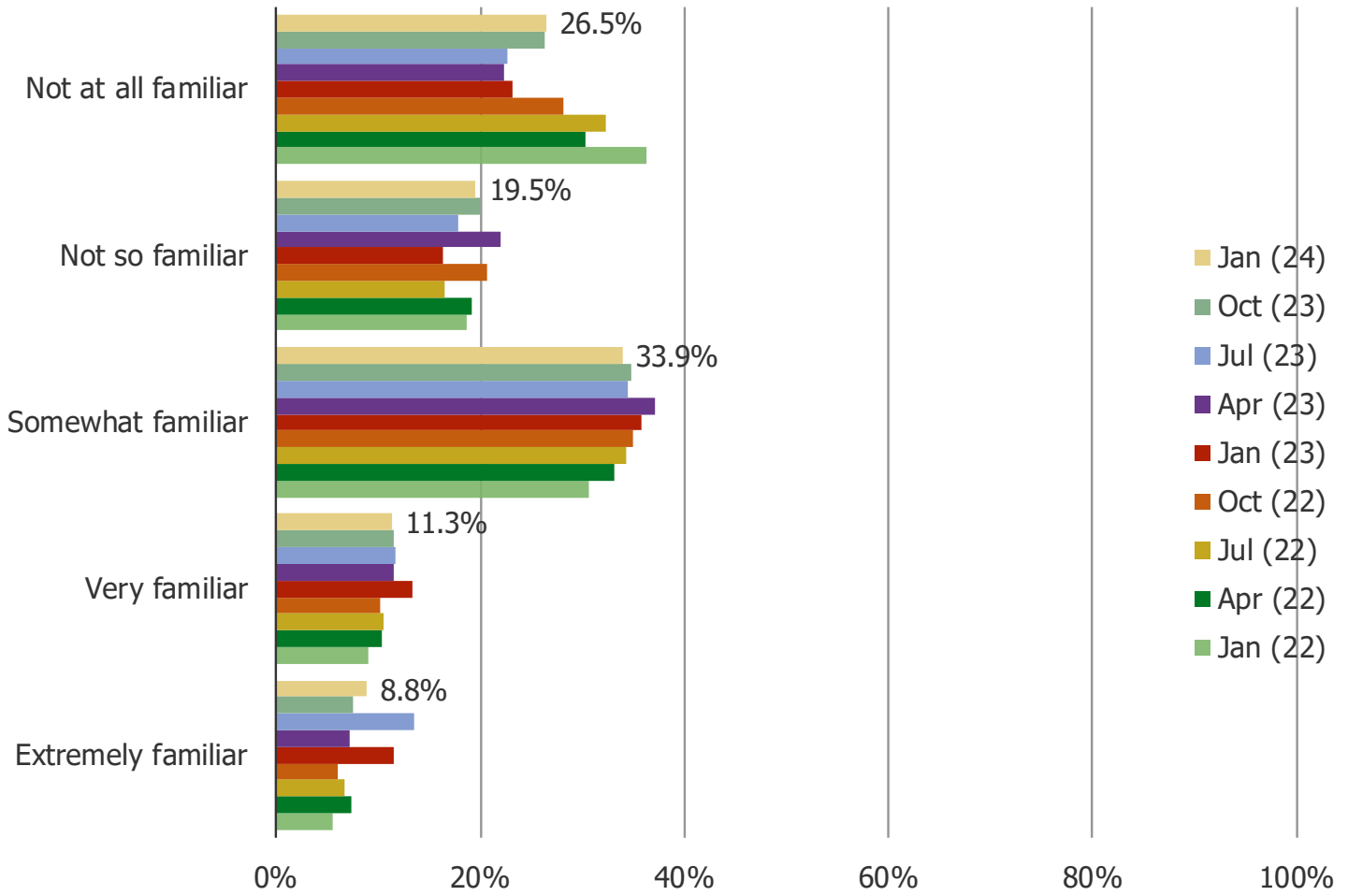
Posed to all respondents about social media in general



# METaverse

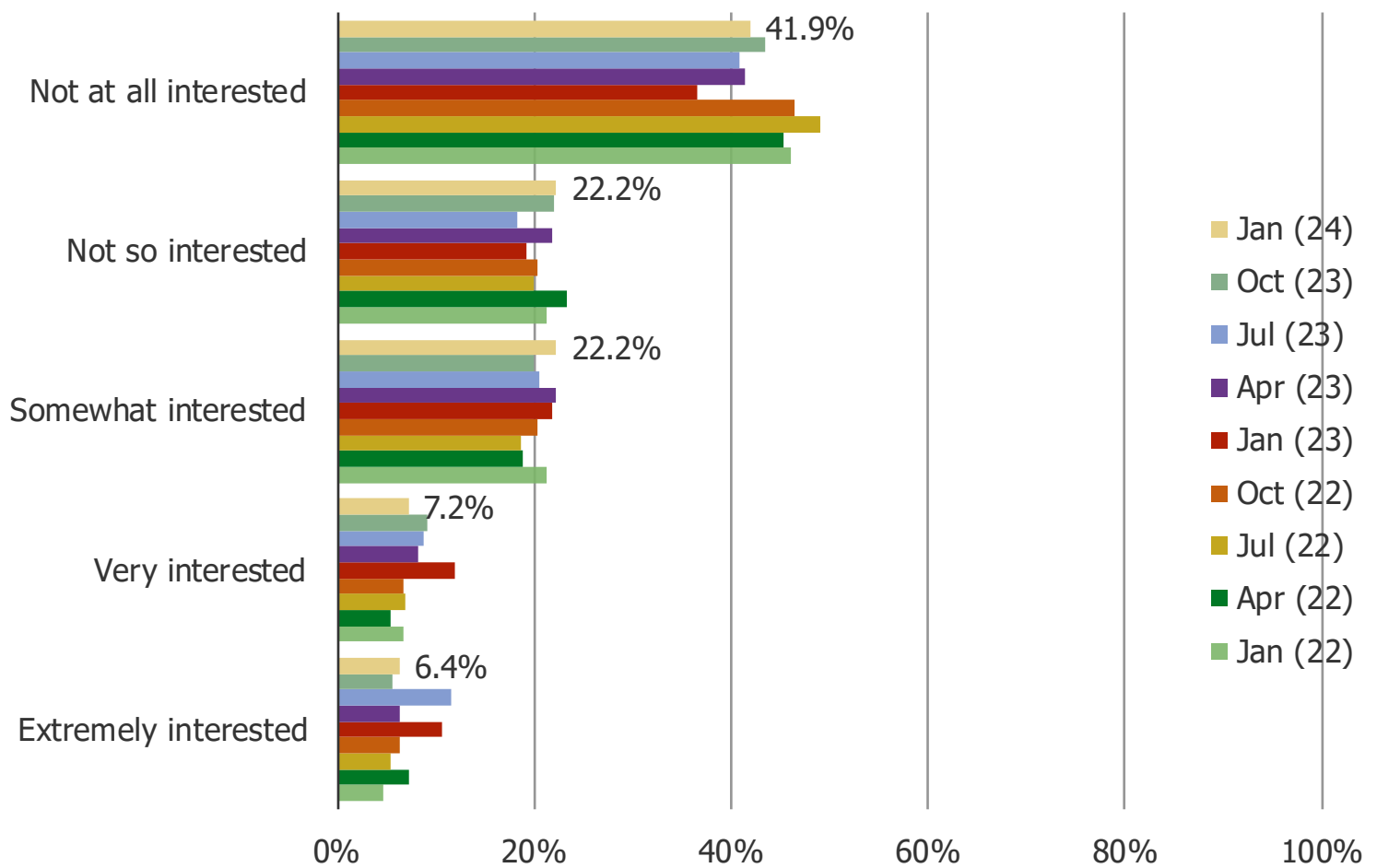
ARE YOU FAMILIAR WITH WHAT THE METAVERSE IS?

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.

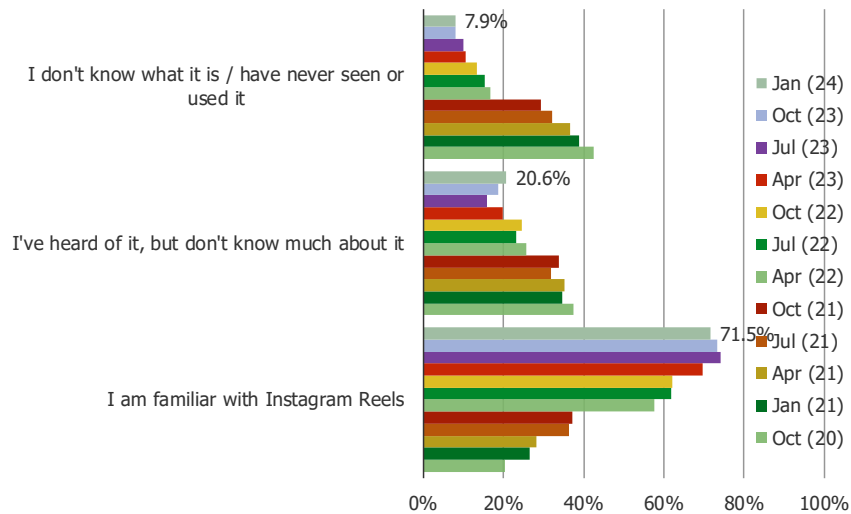


# INSTAGRAM REELS FEEDBACK



ARE YOU FAMILIAR WITH INSTAGRAM REELS (EXAMPLES PICTURED)

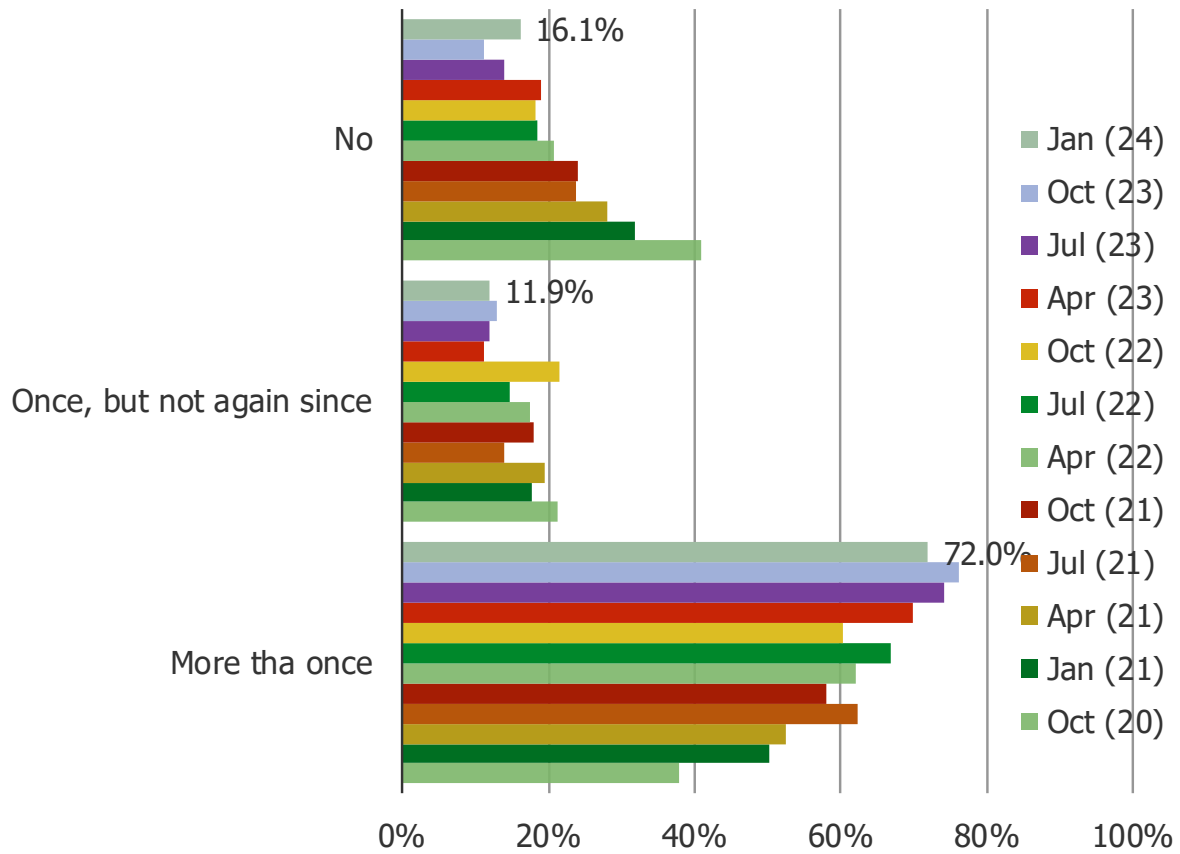
Posted to Instagram Users:



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

HAVE YOU WATCHED/SEEN ANY INSTAGRAM REELS VIDEOS YET?

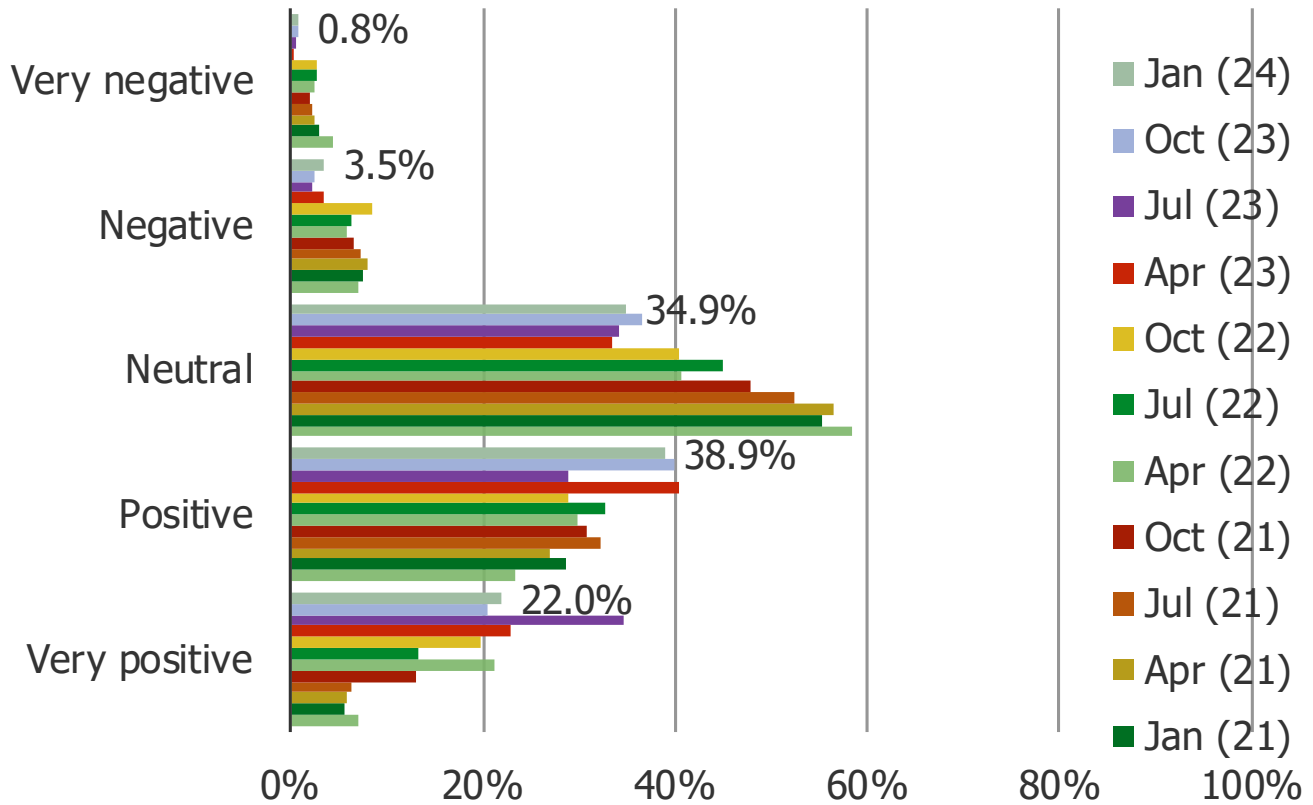
Posted to Instagram Users who have heard of Reels:



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

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

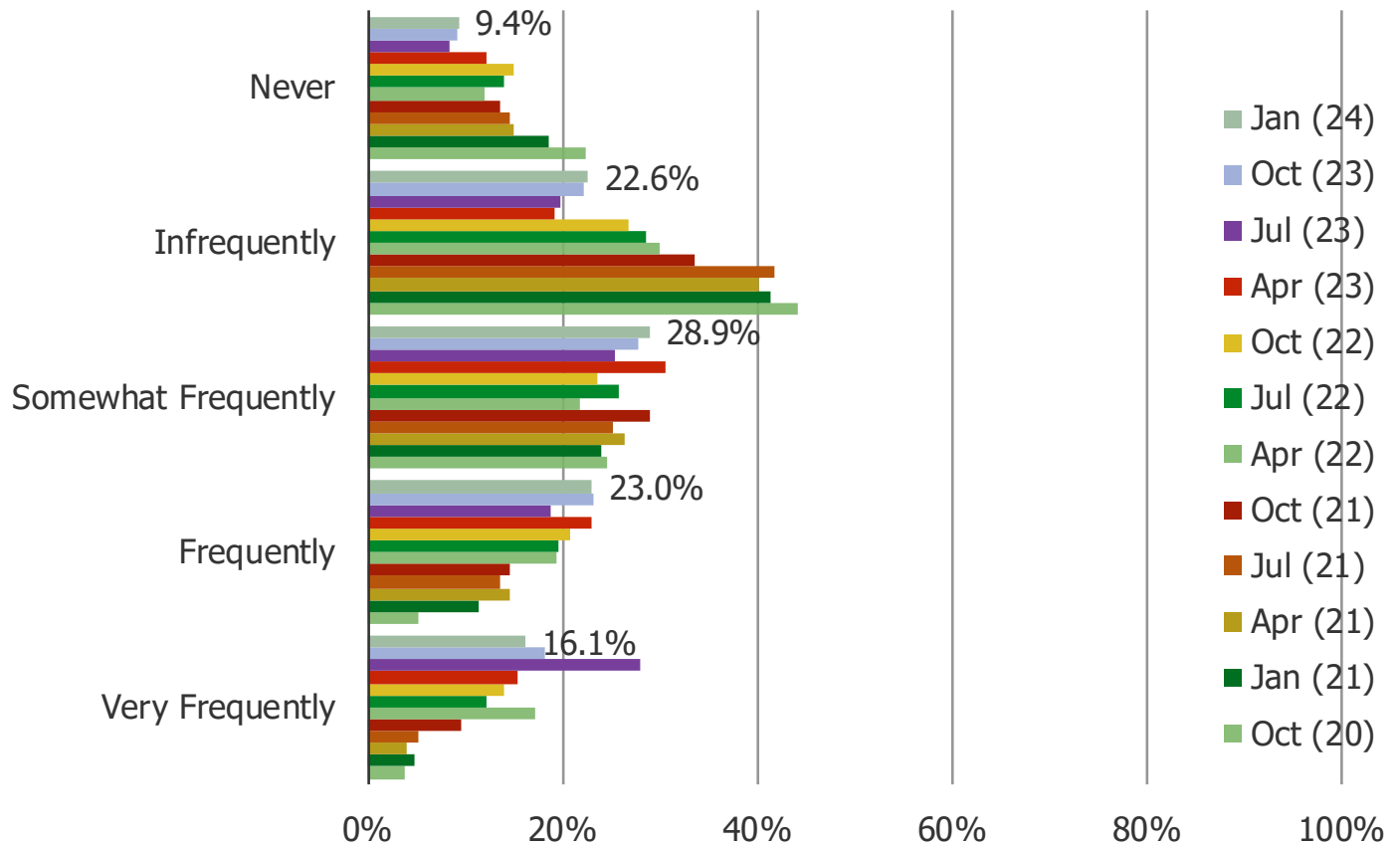
Posted to Instagram Users who have watched one or more Reels video.



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

HOW OFTEN DO YOU EXPECT TO WATCH REELS GOING FORWARD?

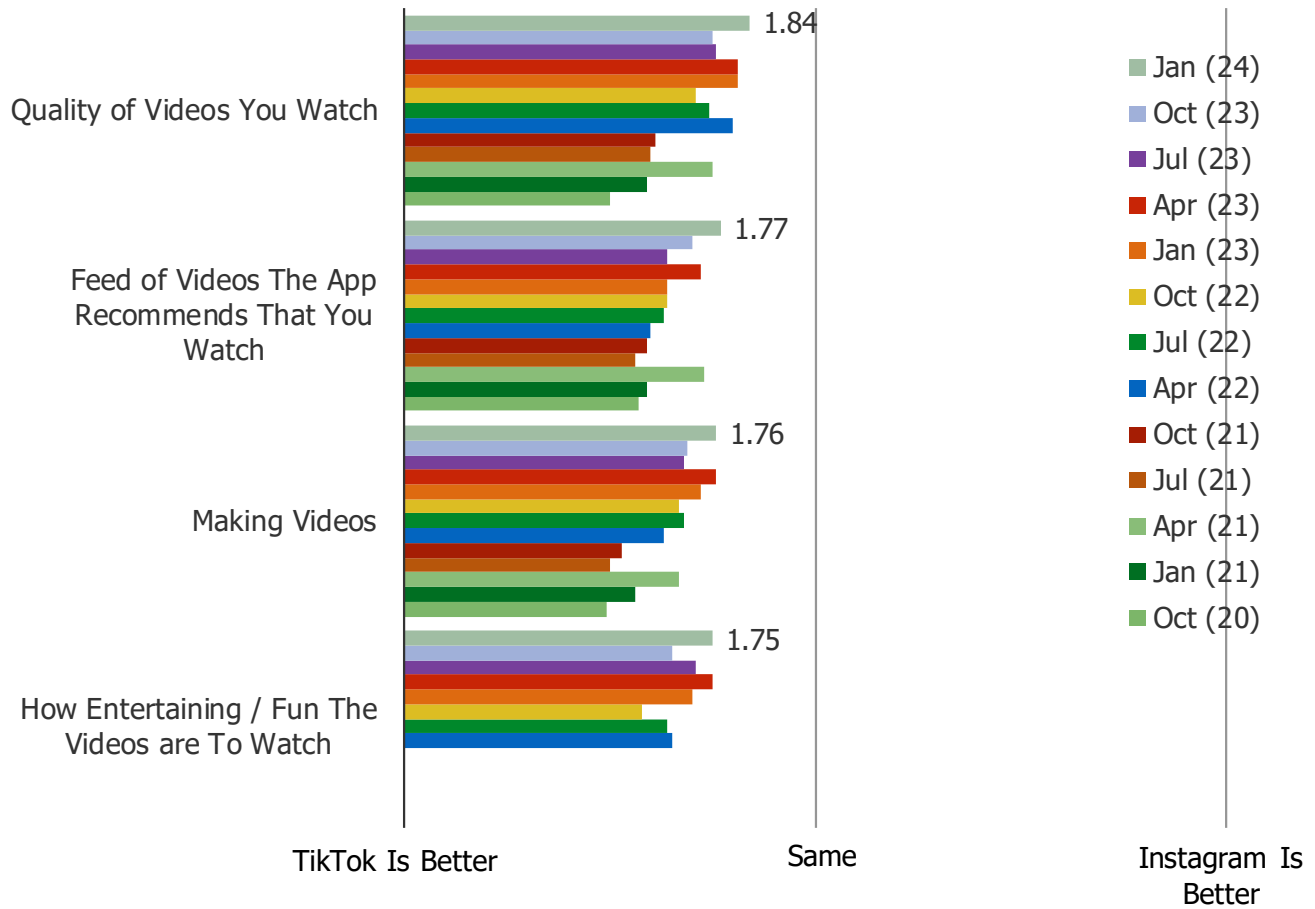
Posted to Instagram Users who have heard of Reels:



\*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:

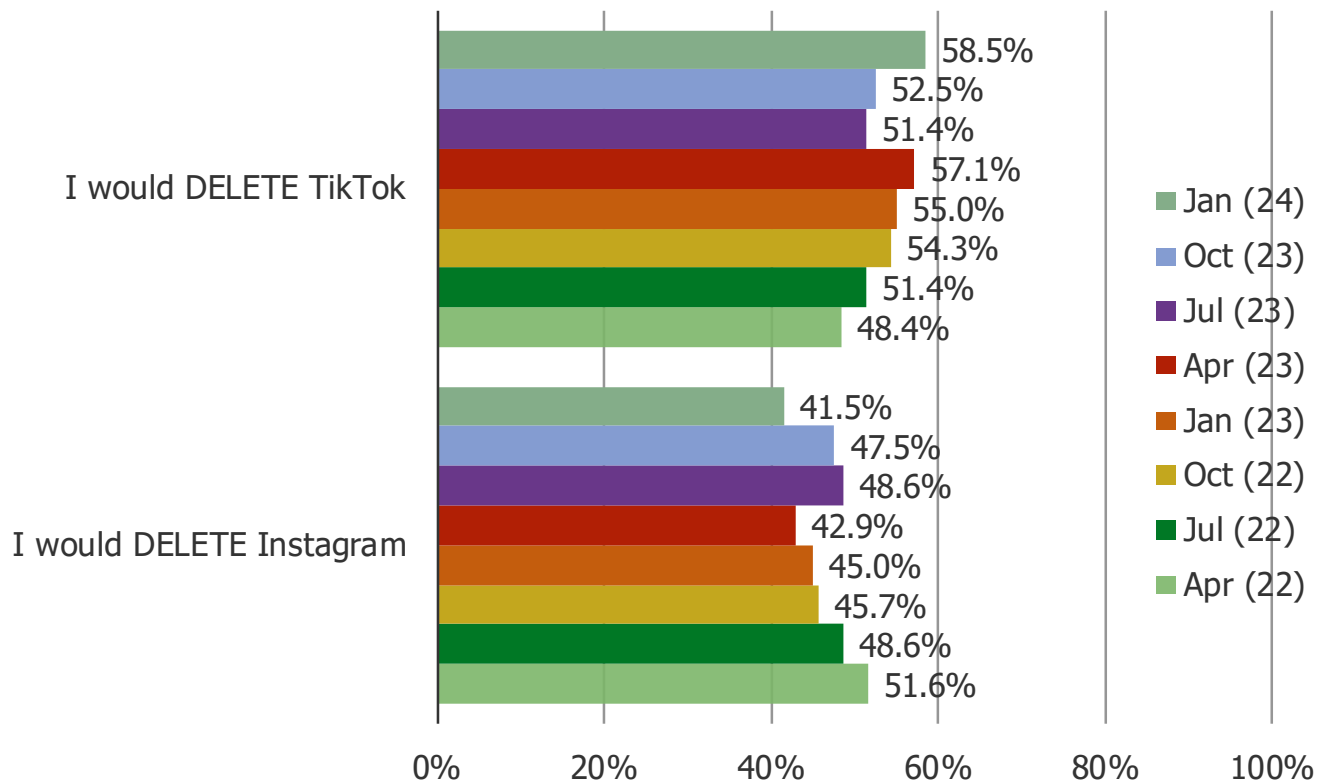


\*Note: We did not ask this question in our January 2022 survey.

# 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?

<p>Because it doesnt make me laugh as much                  Use it less                  I prefer tiktok                  I use TikTok more than I use Instagram; I feel like I would be more willing to live without Instagram.                  I would delete Instagram because I don't use a Qmee much and I love TikTok                  I don't really use Instagram that much                  cause it's useless i don't post that much                  I use tiktok more often                  I would delete instagram because i like tiktok better and use it more often.                  I don't use Instagram as much as I use tik tok                  I use TikTok more and enjoy it more                  tik tok is more entertaining and purposeful                  Okay                  I have few followers on Instagram                  TikTok provides videos, products on tiktok shop, you can create videos, pretty much the same as instagram                  Because there are more valuable contents on Tiktok                  It was very hard to choose but the reason I chose instagram is that I learn lots of useful stuff on TikTok so I would rather stick with something that is potentially useful than just entertainment                  I prefer tik tok over Instagram                  Tiktok is more entertaining                  I love tik tok                  I enjoy posting more content on tiktok                  I like tik tok videos                  Bc it rly not that interesting?                  I don't use Instagram much                  My feelings                  Cause I don't really use Instagram at all                  Don't care about it that much                  I chose Instagram because a lot of fake pages exist                  I don't use it that much                  TikTok is super entertaining                  I enjoy tik tok the most                  I never use instagram                  My insta is connected to my Facebook so I would still have that account with all my insta info                  I use tiktok all the time                  It's more toxic                  Because Instagram has more of a negative audience and many of the videos on there are on tiktok first                  It's not that useful                  I use tiktok alot more                  Tic tok is less personal                  The first time                  The pictures I like to see I can find on facebook                  I don't use it                  Cause I love to watch videos on tic toc                  I like the videos better                  I love TikTok and not a huge fan of instagram                  Because I need the Gen Z audience in politics                  personality                  Tiktok more entertaining</p>	<p>Tik tok is more entertaining                  There are more interesting videos on TikTok                  I use tik tok more                  Instagram is getting more and more ads instead of seeing friends posts.                  I can get most everything on TikTok                  TikTok is more interesting                  I find Instagram less of an app that I use these days                  I don't use it as much as tiktok                  I like tik tok better than Instagram                  Tik tok is more entertaining                  I have more friends on tiktok                  Don't use this app much anymore                  I use it less                  Because I don't use it as much                  Not much traffic in it                  I don't really use it                  no will keep it                  I don't use it                  I use tik tok more                  not really my thing and doesn't relate to what I do daily                  Useless                  I like TikTok better than Instagram                  I dont use it everyday                  Don't really use it                  Because I love TikTok                  This is a very good question                  I don't like Instagram like I do tiktok                  Instagram is full of ads and the algorithm is lame                  instagram is no comparasion to tiktok                  I don't use it very much                  I dont have near as much success on Instagram as I do on TikTok and TikTok is trending right now and Instagram seems to be going down a bit.                  I have a more positive opinion of tik tok                  I would delete both.. Easy                  Because it's the one I use the least                  I use Timtok more                  Tik Tok is more valuable to me information                  Instagram gets boring and TikTok is up and coming                  none                  Tiktok is more fun than Instagram                  used less                  i like them both, but instagram seems more stale                  It's a lot of ads and not as many recipes                  I like TikTok more                  More entertainment on tik tok                  I like TikTok better than Instagram                  I spend more time on tik tok than Instagram                  Because I only use it to keep up to date with my work information being posted                  It's the one I use the least                  i use it the least                  I don't use instagram as much                  I love TikTok                  I find tik tok more entertaining                  Think I could do without it                  Enjoy funny videos don't need to look at pictures                  Its not as fun</p>
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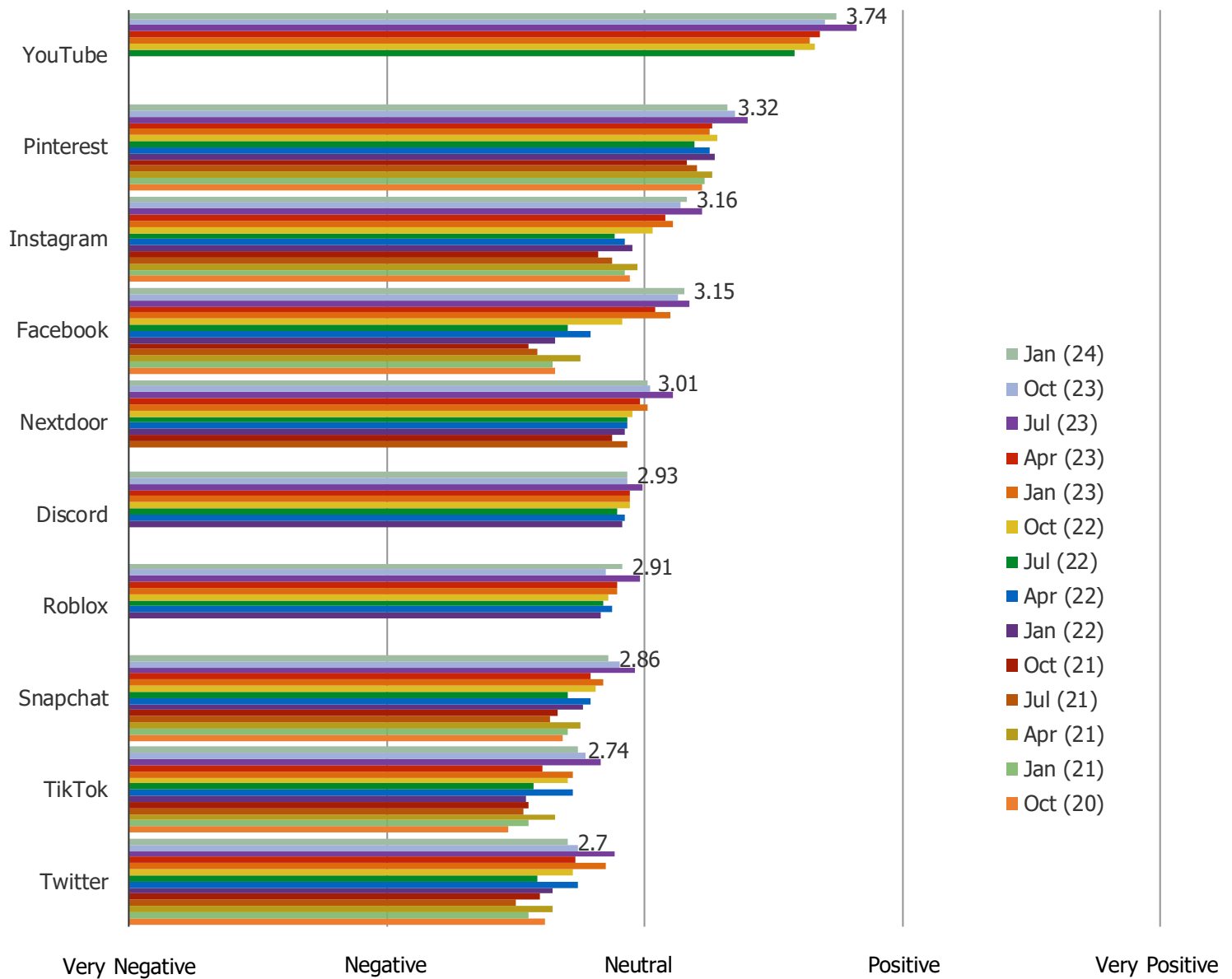


RESPONDENTS WHO WOULD TIKTOK AND KEEP INSTAGRAM, WHY?

- Tiktok is harmful to attention
- TikTok is a newer app for me
- I don't like tik tok
- I use TikTok way less frequently than Instagram
- I would delete Tik Tok because Instagram has Reels but also messaging and the ability to post stories and posts. I know Tik Tok implemented messaging and stories but I'd rather have Instagram since most of the people I know have Instagram
- It's newer and I like instagram more
- No reason
- I get more like everyday use out of instagram due to family, friends, celebrities, etc.
- I connect with more people on instagram
- I will delete TikTok because I don't use it more often than Instagram
- Because Instagram is better than tiktok
- I so much prefer instagram
- because I engage with my friends through instagram
- Because it less appealing to me
- Instagram has more connection to my communities
- I will never delete anyone
- I prefer Instagram than Ticktock it's easier to use
- I use instagram significantly more
- i don't interact with friends on tiktok
- Instagram has reels and I have more connections on there
- I don't have a lot of trust in tiktok and can do without it.
- I dont like tik tok
- I really dont post much on there
- tik tok is alot more toxic
- I hardly have any posts on TikTok and I could always just get it back
- i use tiktok more but instagram connnects me to people i know
- I prefer Instagram
- Don't need it
- I don't post much on TikTok and use Instagram more. I can also run ads on Instagram but not on TikTok
- less people use tiktok
- I would prefer to keep up with my friends lives over other people's random lives.
- Don't know
- I get more value from Instragram. I can find slutty girls anywhere
- Instagram is more widely accepted and has reels.
- Tik tok is great
- This is because instagram provides a platform for stories, reels, which are basically videos, and posting of pictures. Tiktok mostly contains videos.
- I use Instagram more so that is the reason for the choice.
- Because I don't participate on TikTok as much I just watch
- Don't get any real value from it just entertainment
- Because I like instagram better
- Instagram I text people on
- I have had it for a less amount of time.
- I have other sources
- Because I love Instagram it's my favorite I would never trade it for nothing
- I prefer it
- its chineseese
- I would delete ticktock because Instagram is more I'm entertaining.
- It's bad
- I have other ways of entertainment and instagram has features that do what tik tok does
- I don't use that often
- the videos are nice but not a life changer.
- I really do not use Tiktok.
- I have friends and important memories on instagram
- I have lots of photos on instagram I don't want to lose.
- I just like ininstagram more
- I like Instagram more and have spent more time developing on it
- Because Instagram has friends and family
- heard some negative things in the news
- TikTok mostly strangers
- Instagram has more to offer.
- They misuse personal data
- More people I know
- It is a useless site
- it takes more data
- Use it less
- I use instagram more
- I don't get much use out of Tiktok
- I care about Instagram more
- because I can do the same things on instagram
- I like instagram better
- I don't use TikTok that often
- I believe in Instagram is safer.
- Instagram seems more relevant
- I dont use TikTok as much as instagram because there are too many videos that are so goofy
- Instagram is more useful
- I'm not really a tiktok fan.
- I use Instagram more often than tik tok
- Because of my account and my followers
- Because I like the other one better
- I visit Instagram more than I visit Tik Tok
- Don't find much use of it
- Instagram is more useful
- I have pictures in instagram I can't get back. I don't care for either app though.
- I can do without
- Chinese owned
- Because I use one more than the other
- It is only a video app and you can't edit your video after you post it
- I had instagram longer
- i dont really like tiktok
- None
- I use instagram more
- Don't really use it
- im having trouble with tiktok
- china
- I am more involved in instagram
- It's newer
- I don't need Tic Tok for anything.
- Don't use much
- Chinese owned
- Because I don't use tiktok that much
- Not used as much
- i have more business use on instagram
- I don't need tik tok to make my business grow and instagram helps me so help.
- I can do without
- Because I barely use it
- I like instagram too much
- not really a big fan
- Not for me.
- I love sharing pictures on Instagram
- Because I make more use of Instagram than tiktok
- Not sure
- I trust one more
- Tik tok can get boring
- Haven't got anyone on here to stay in contact with
- I rarely use
- Because TikTok is not important at all and I don't watch it that much.
- I love instagram more than
- Contents starting to feel inauthentic.
- I use Instagram more
- instagram are much better for me
- I use it less

WHAT IS YOUR OPINION OF THE FOLLOWING APPS/SITES?

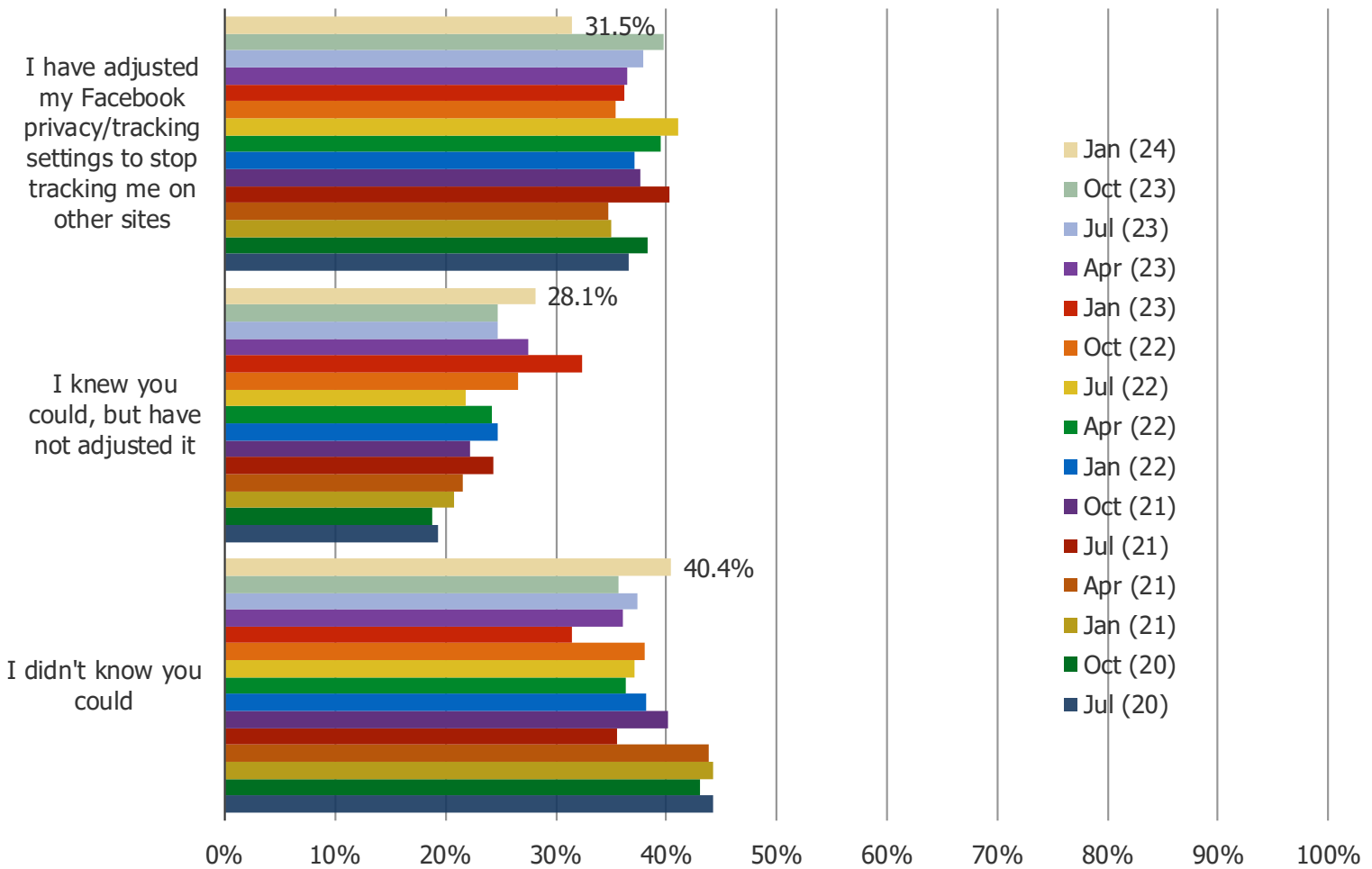
Posed to all respondents.



# FB DEEP DIVE

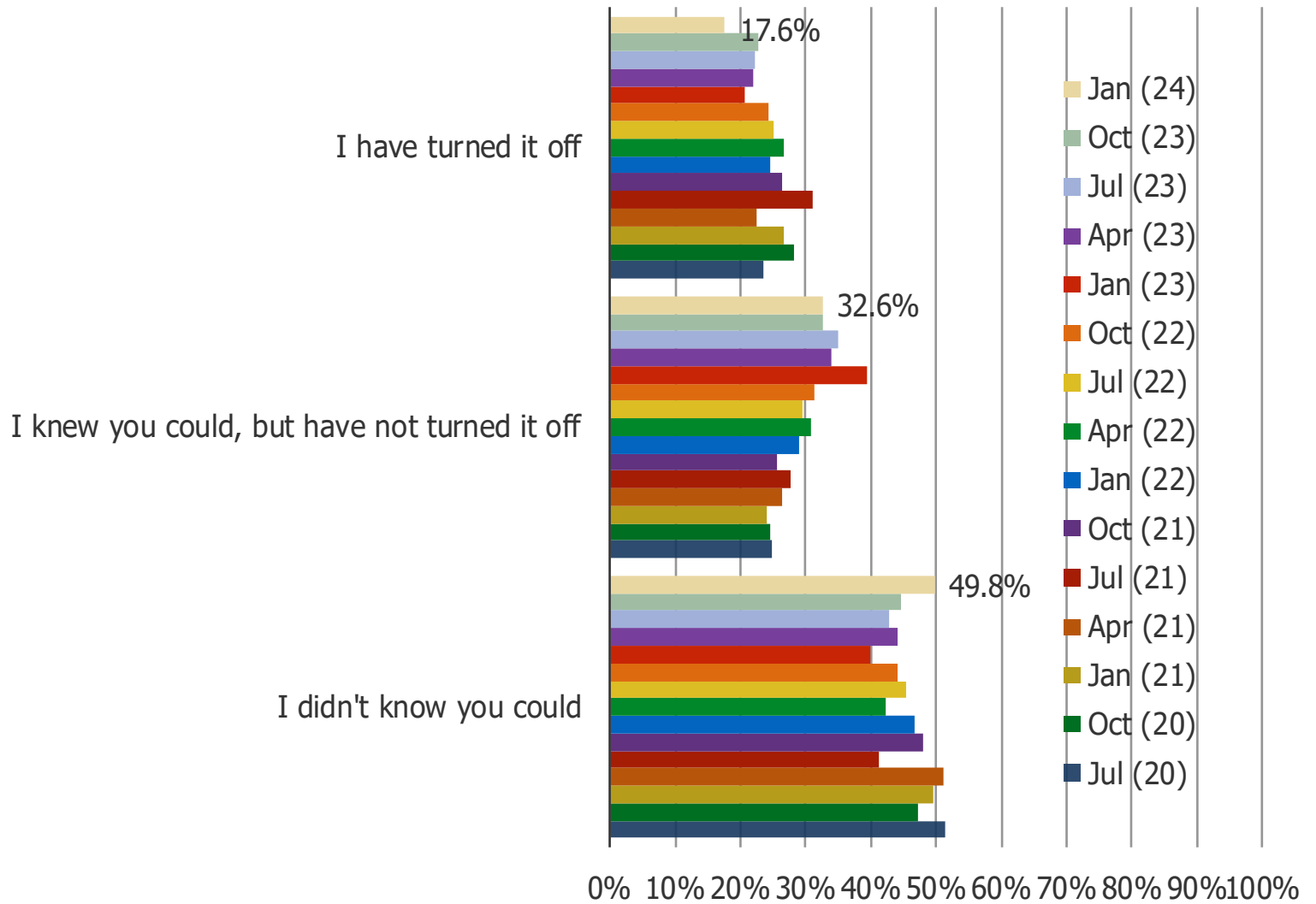
HAVE YOU ADJUSTED YOUR PRIVACY SETTINGS ON FACEBOOK TO PREVENT THEM FROM TRACKING YOUR ACTIVITY ON OTHER SITES (IE, "OFF FACEBOOK ACTIVITY")?

Posed to Facebook users.



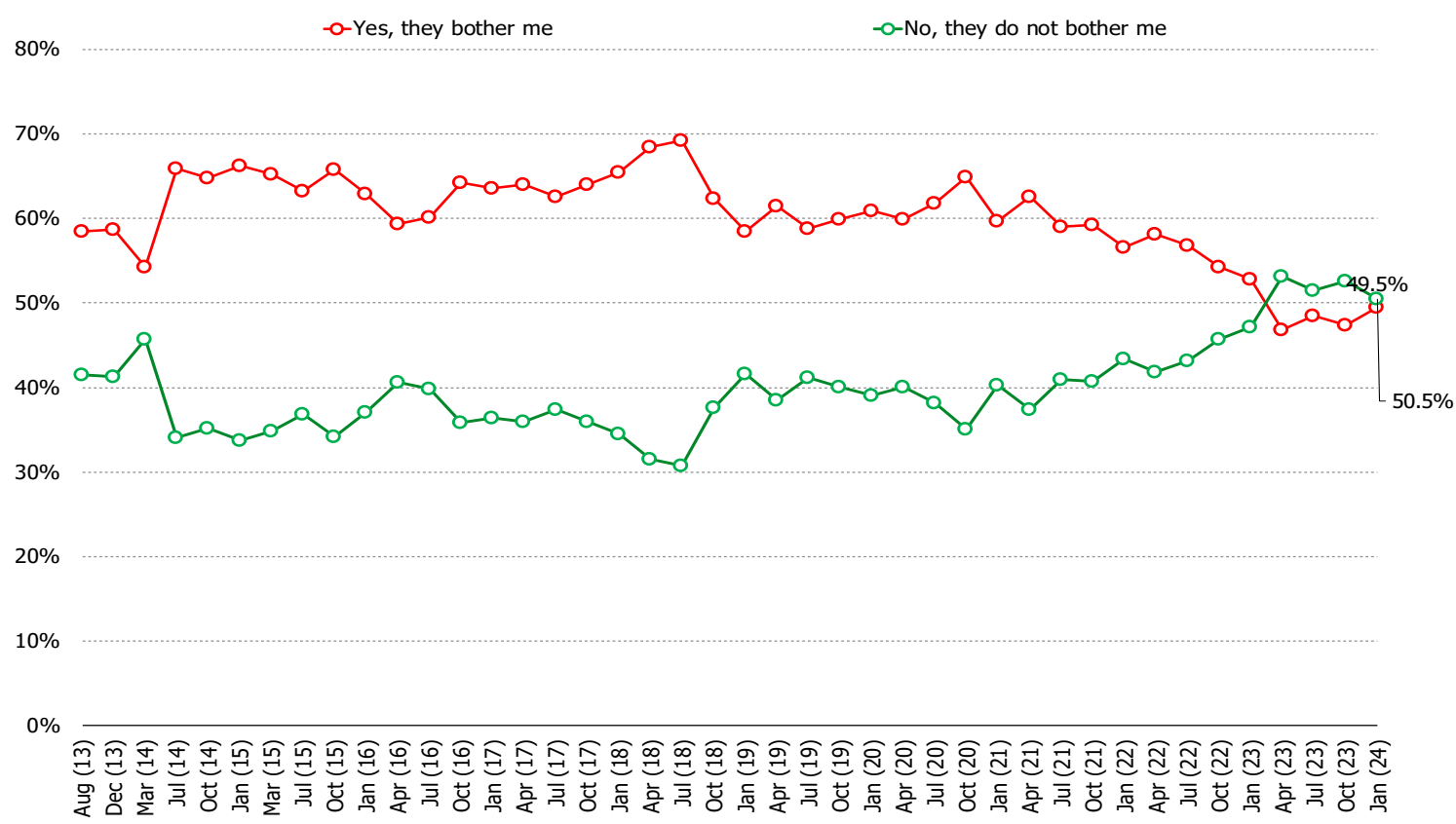
HAVE YOU GONE INTO AD CONTROLS TO TURN OFF “ADS BASED ON DATA FROM PARTNERS”?

Posed to Facebook users.



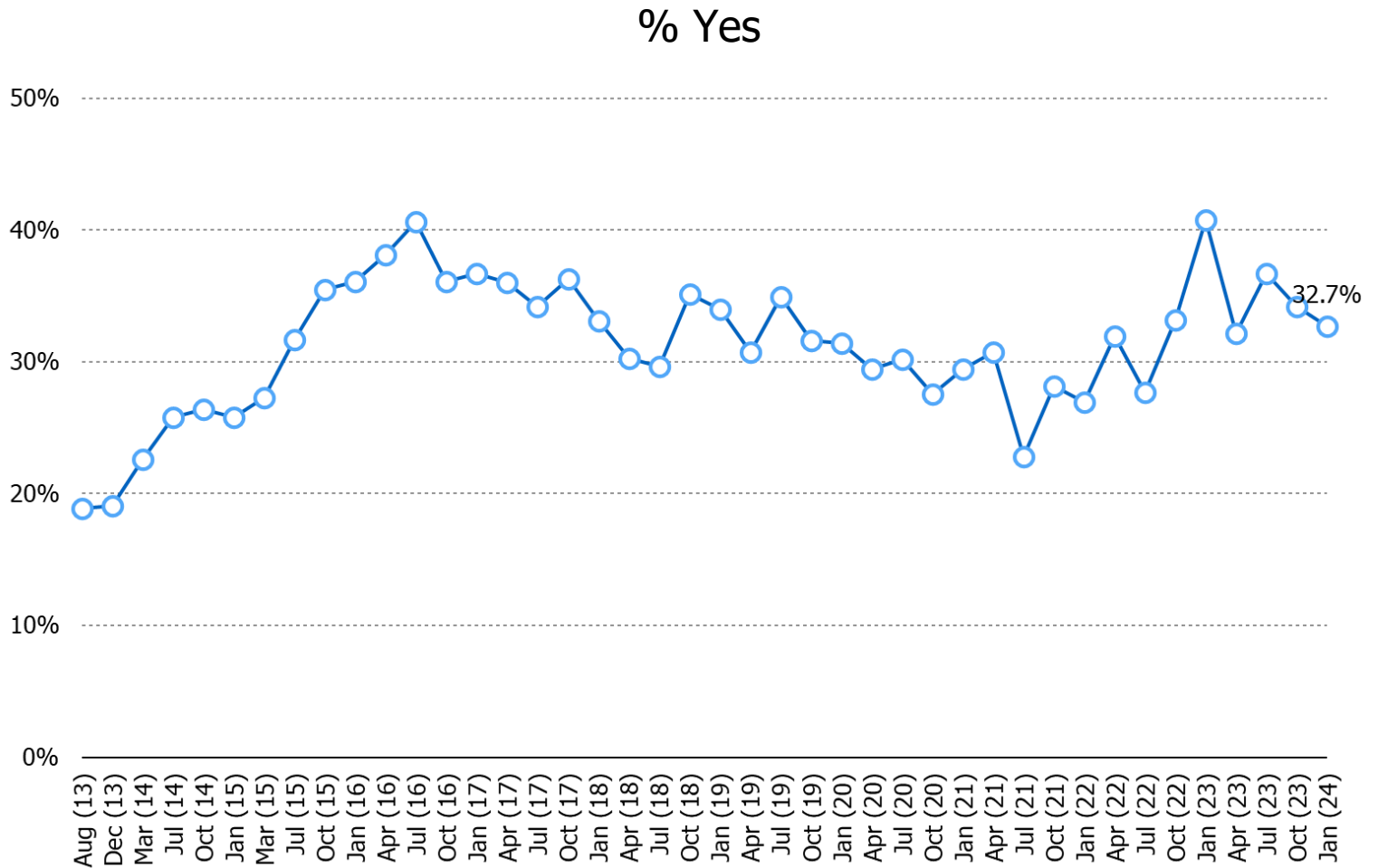
FACEBOOK ACCOUNT HOLDERS – DO ADS IN YOUR NEWSFEED BOTHER YOU?

Posed to Facebook account holders.



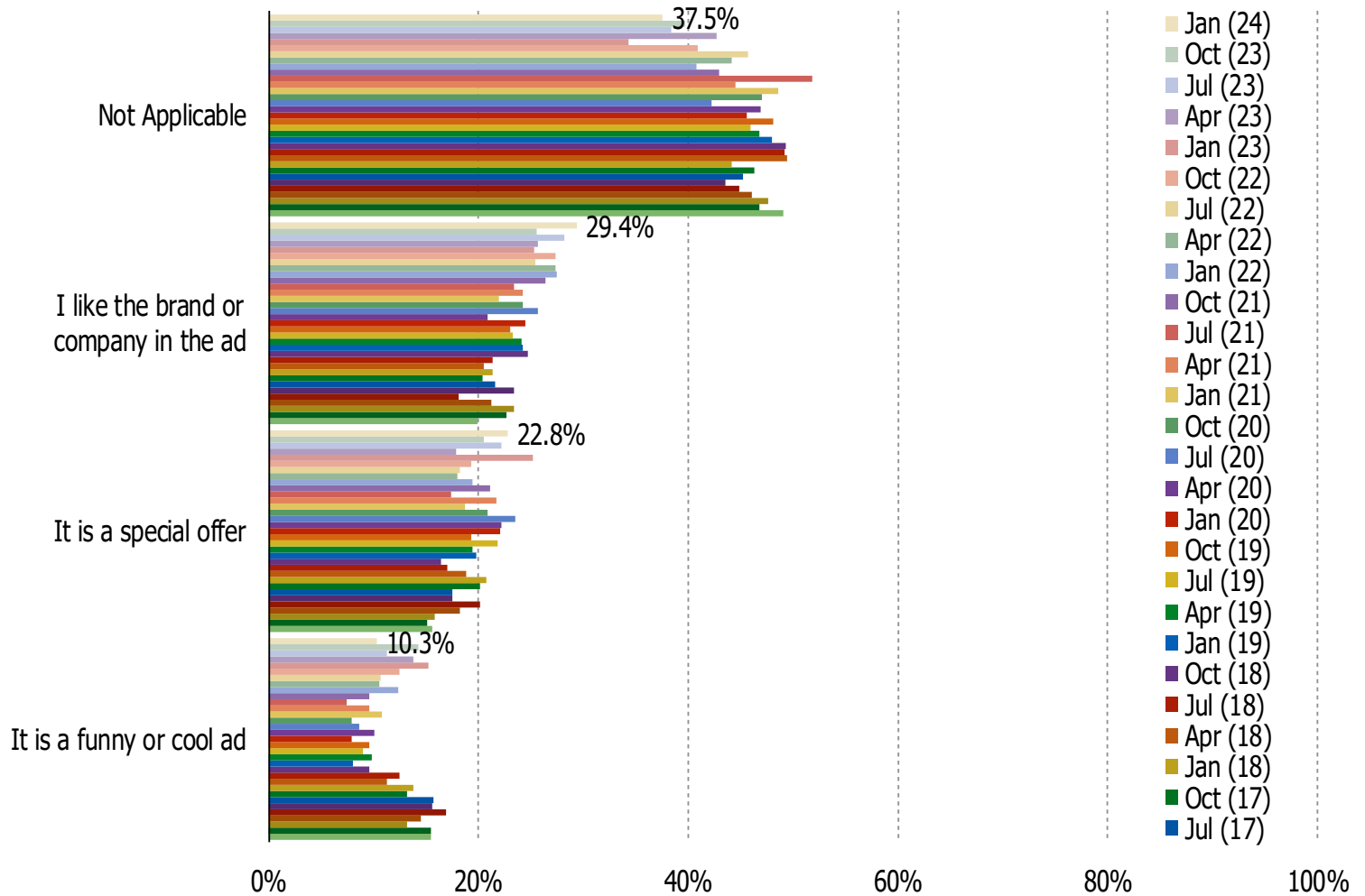
FACEBOOK ACCOUNT HOLDERS – HAVE YOU NOTICED IMPROVEMENT IN THE QUALITY AND RELEVANCE OF THE ADS THAT APPEAR IN YOUR FACEBOOK NEWS FEED?

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?

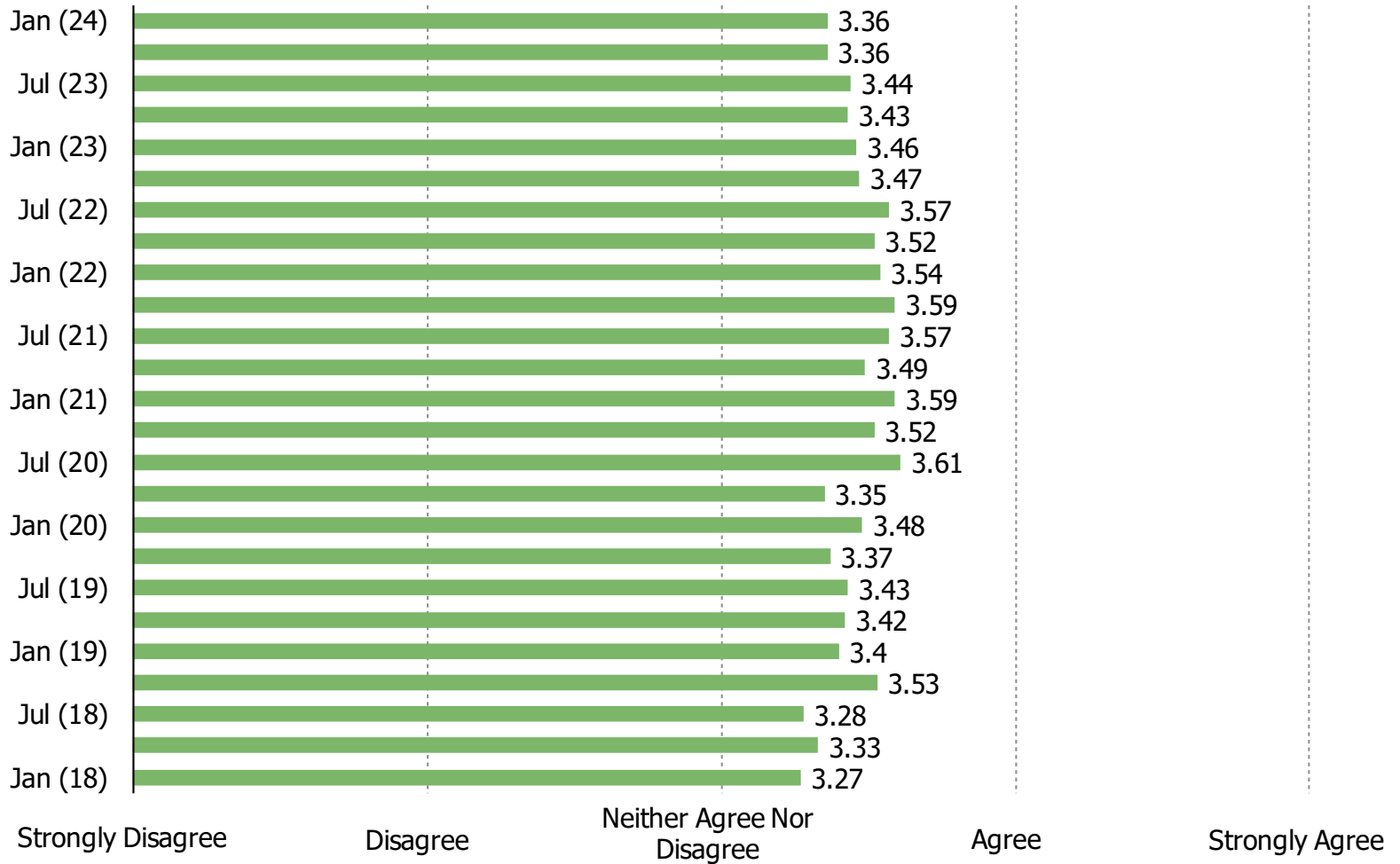
Posed to Facebook account holders.





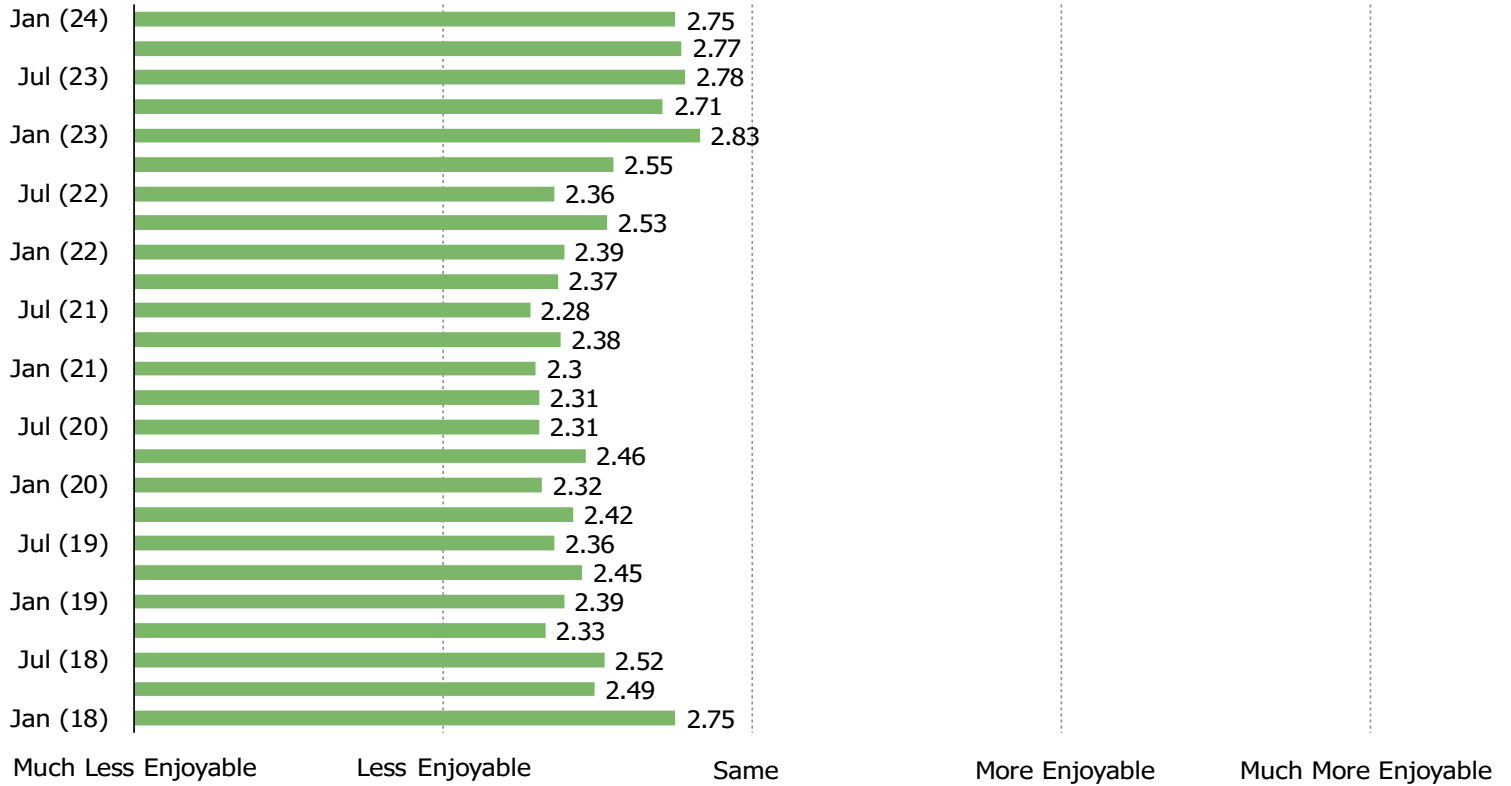
HOW MUCH DO YOU AGREE WITH THE FOLLOWING: "FACEBOOK HAS BECOME LESS SOCIAL OVER TIME."

Posed to Facebook users.



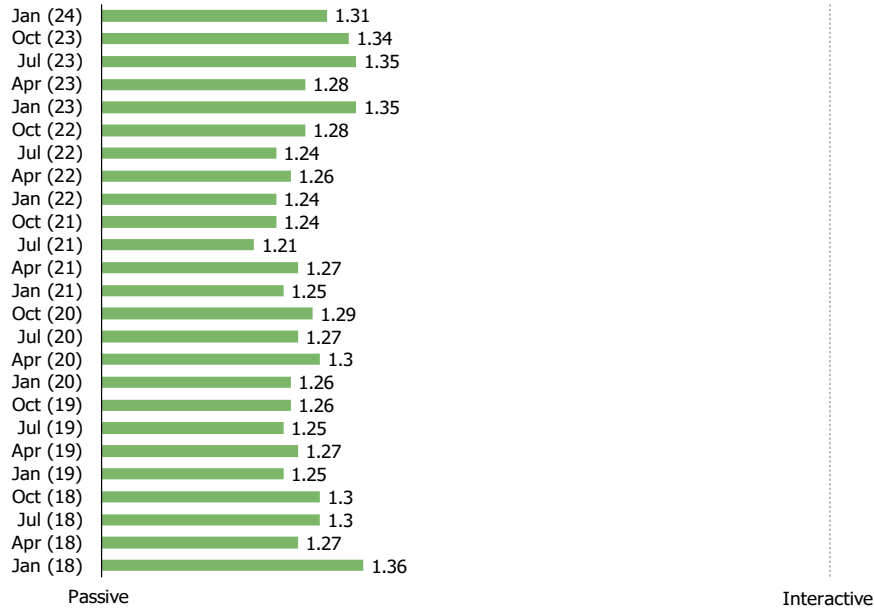
FACEBOOK USERS – IN GENERAL, WOULD YOU SAY FACEBOOK HAS GOTTEN MORE OR LESS ENJOYABLE OVER-TIME?

Posed to Facebook users.



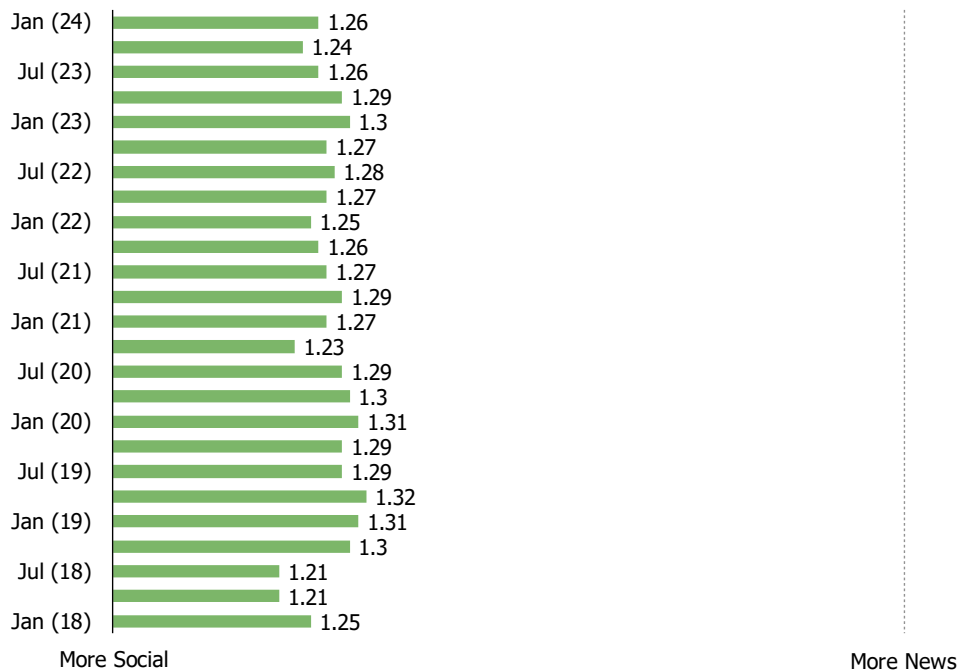
WOULD YOU DESCRIBE YOUR USAGE OF FACEBOOK AS BEING MORE INTERACTIVE OR PASSIVE?

Posed to Facebook users.



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

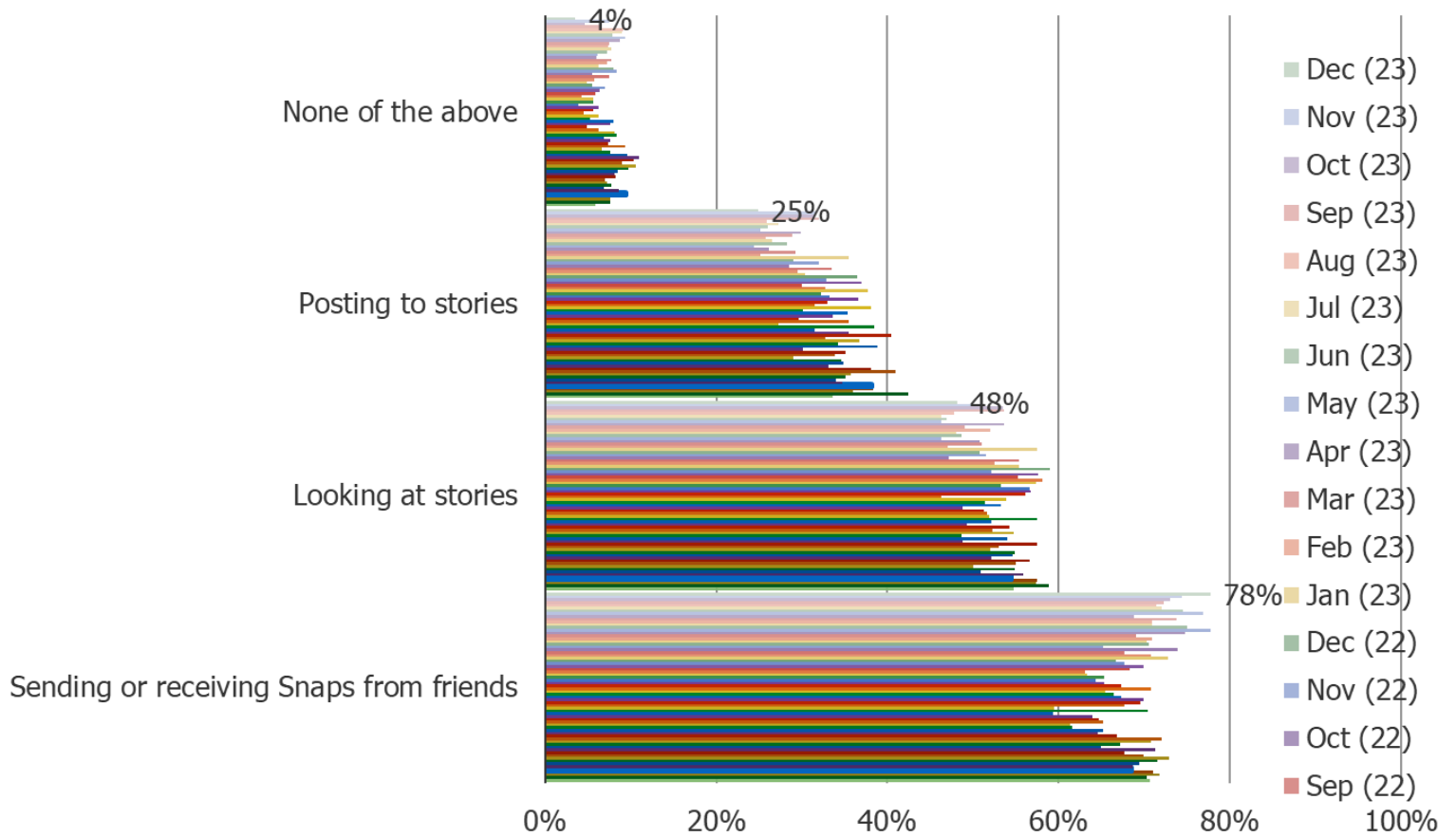
Posed to Facebook users.



# SNAPCHAT USER FEEDBACK

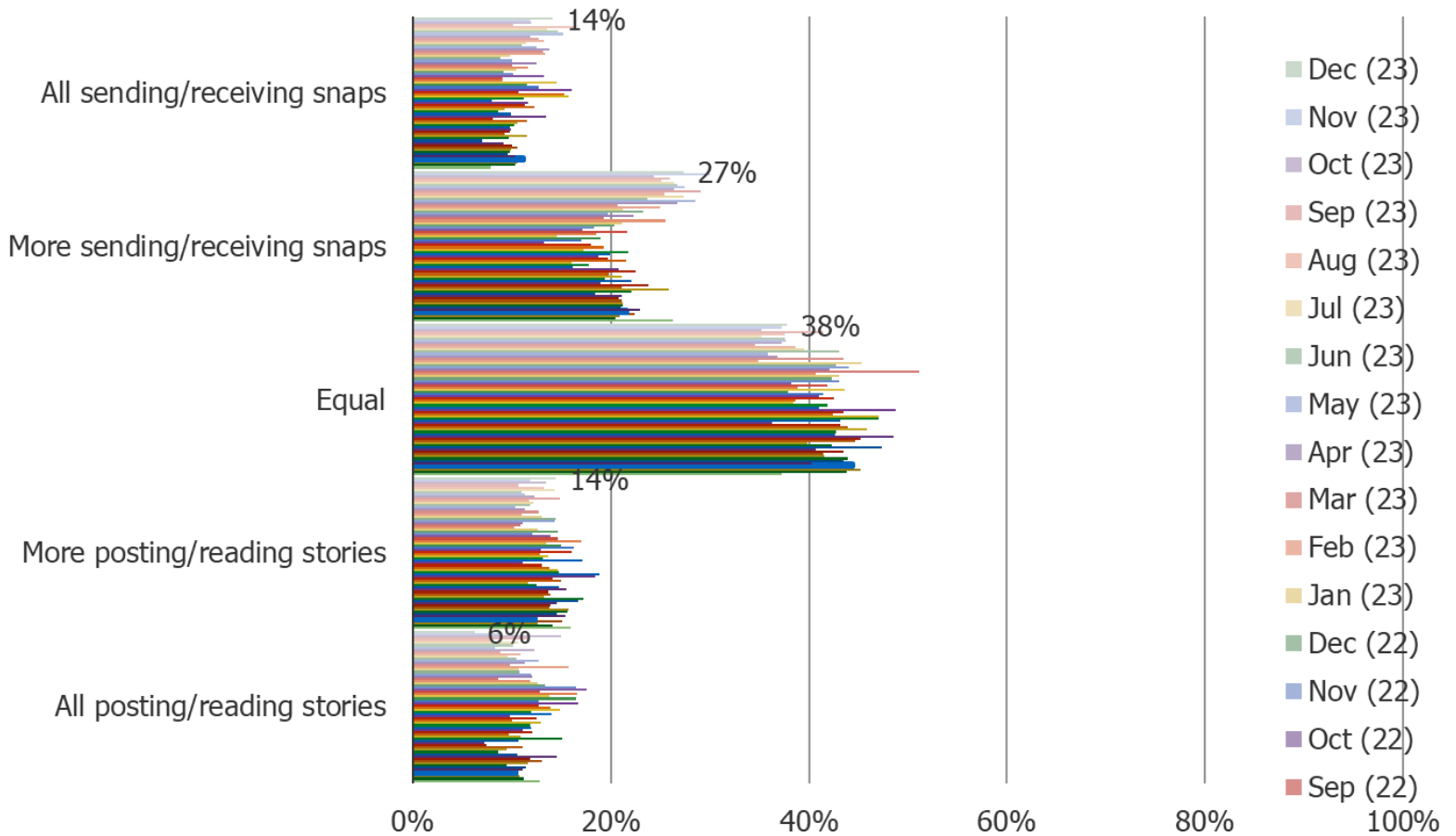
I USE SNAPCHAT FOR

Posed to Snapchat users.



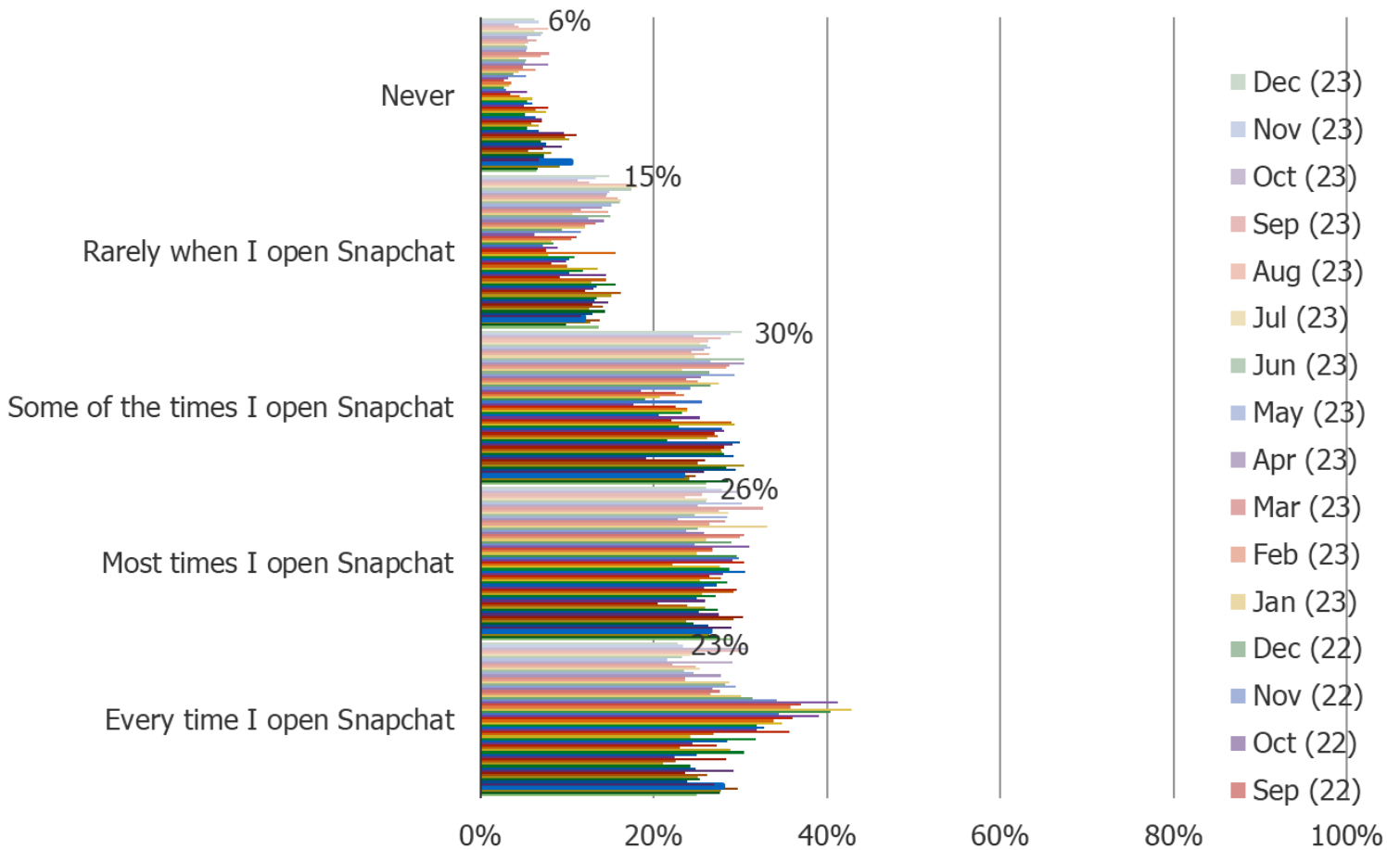
PLEASE ESTIMATE HOW YOU SPEND YOUR TIME ON SNAPCHAT.

Posed to Snapchat users.



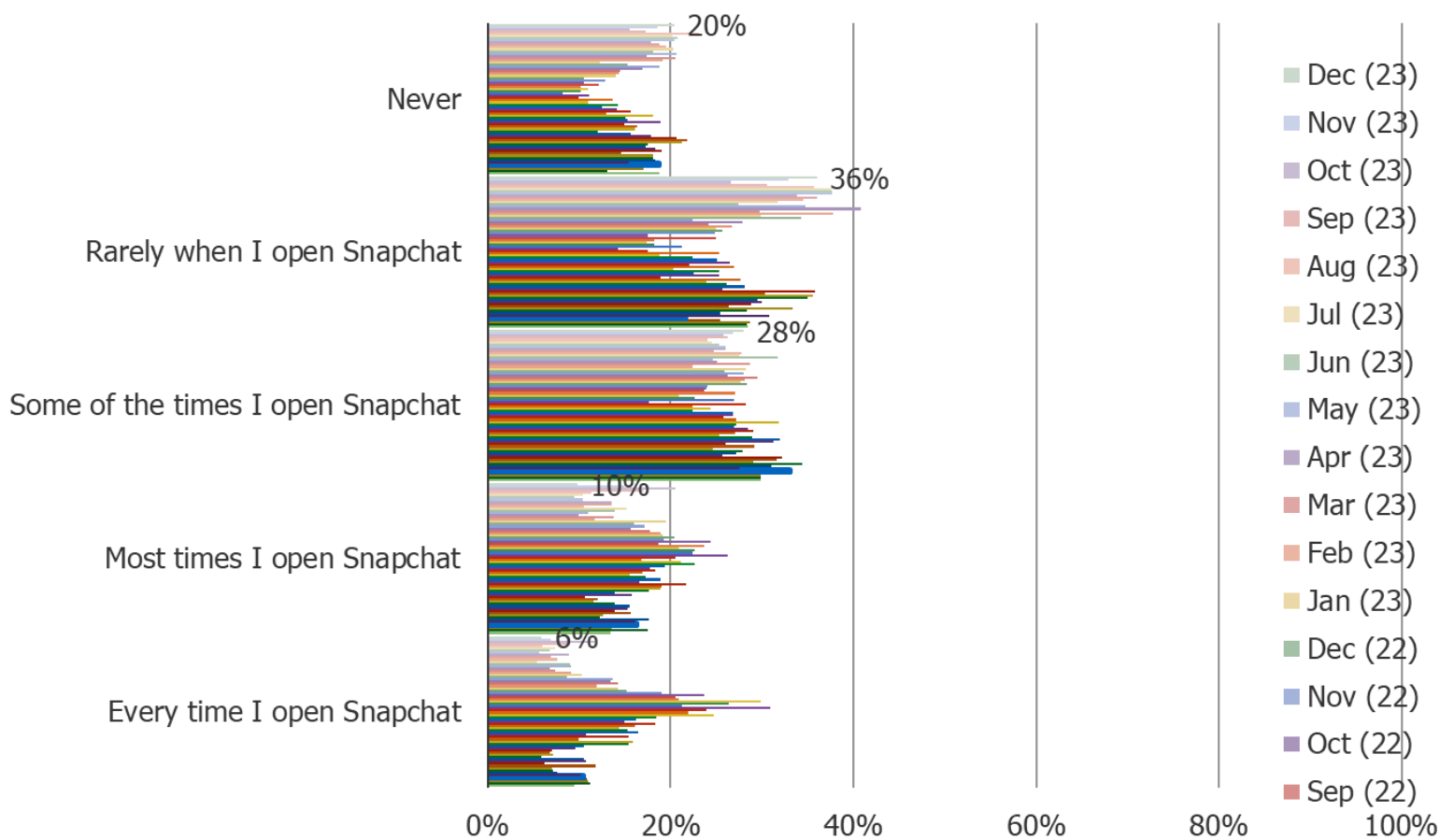
I VIEW SNAPCHAT STORIES:

Posed to Snapchat users.



I POST TO SNAPCHAT STORIES:

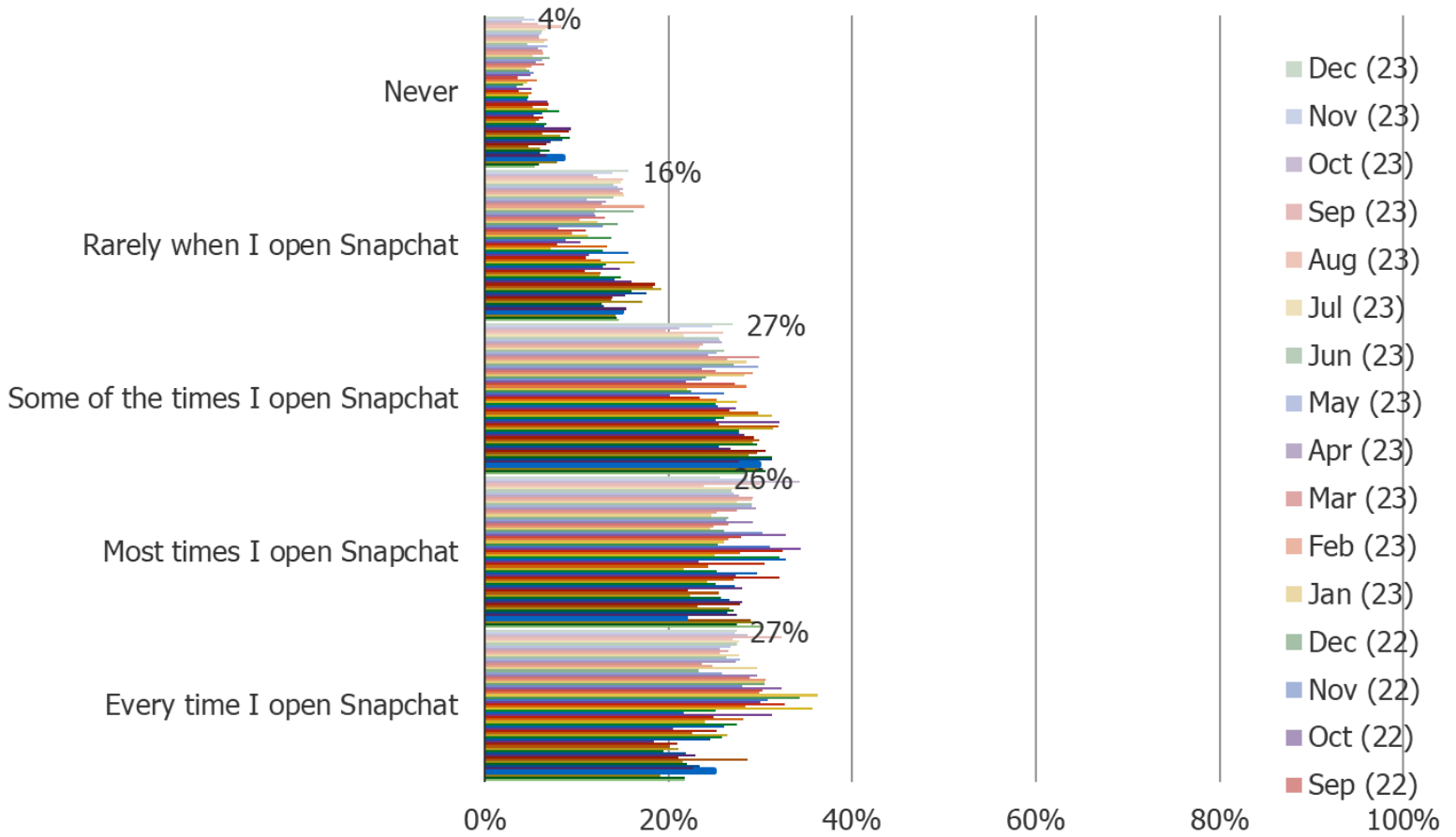
Posed to Snapchat users.





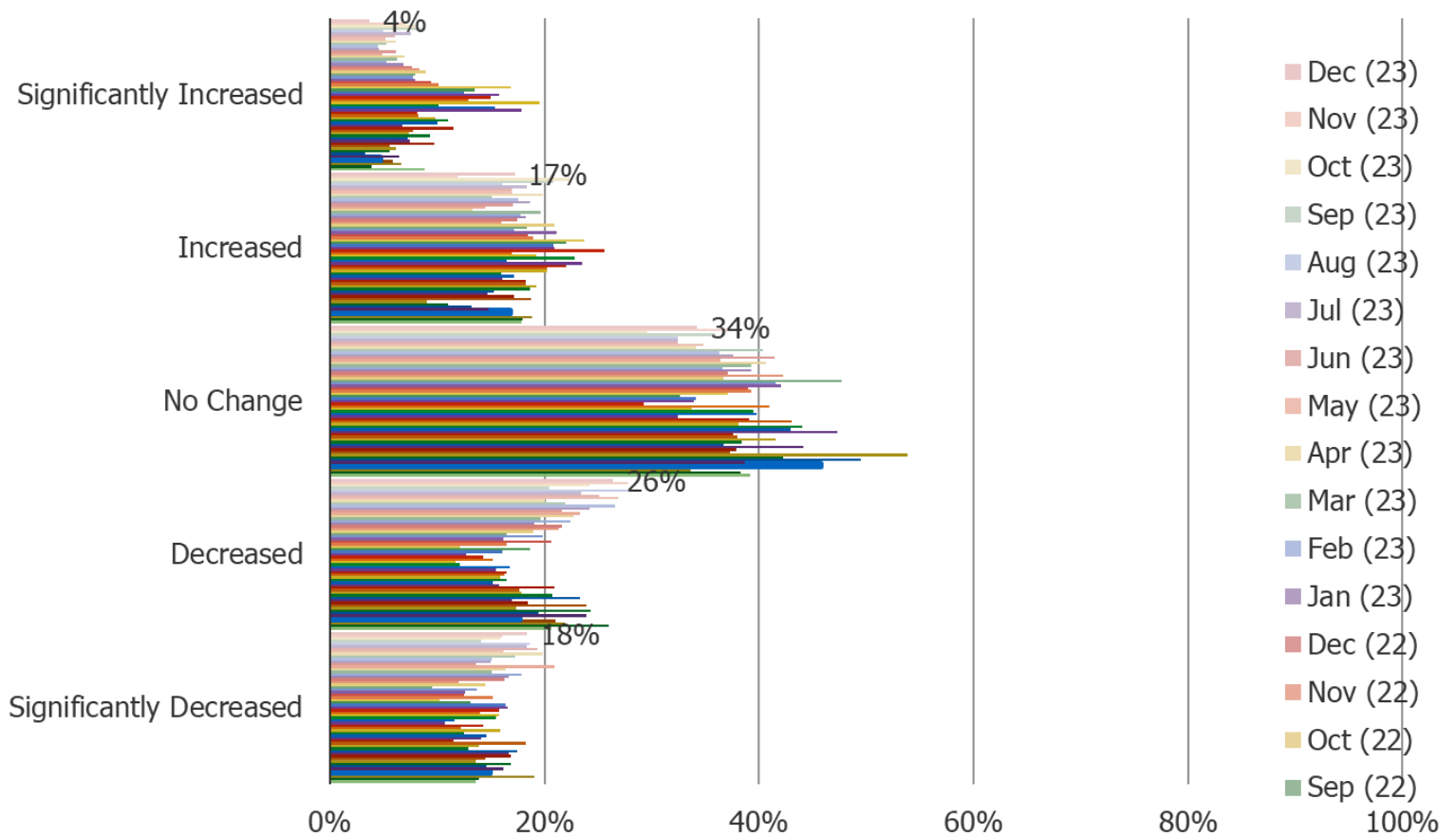
I SEND/RECEIVE SNAPS:

Posed to Snapchat users.



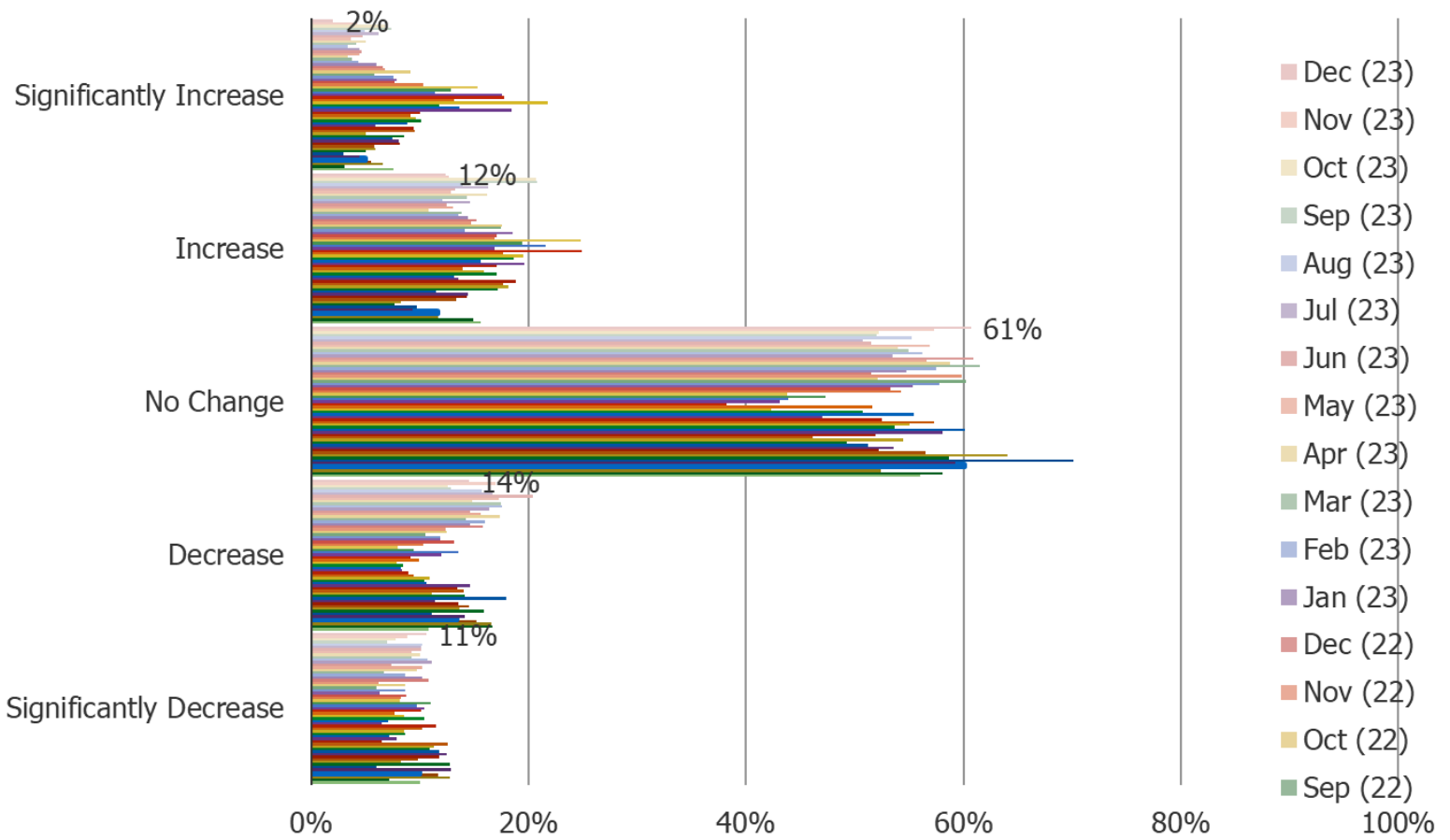
HAS THE AVERAGE TIME YOU CURRENTLY SPEND ON SNAPCHAT PER DAY INCREASED OR DECREASED COMPARED TO 6-12 MONTHS AGO?

Posed to Snapchat users.



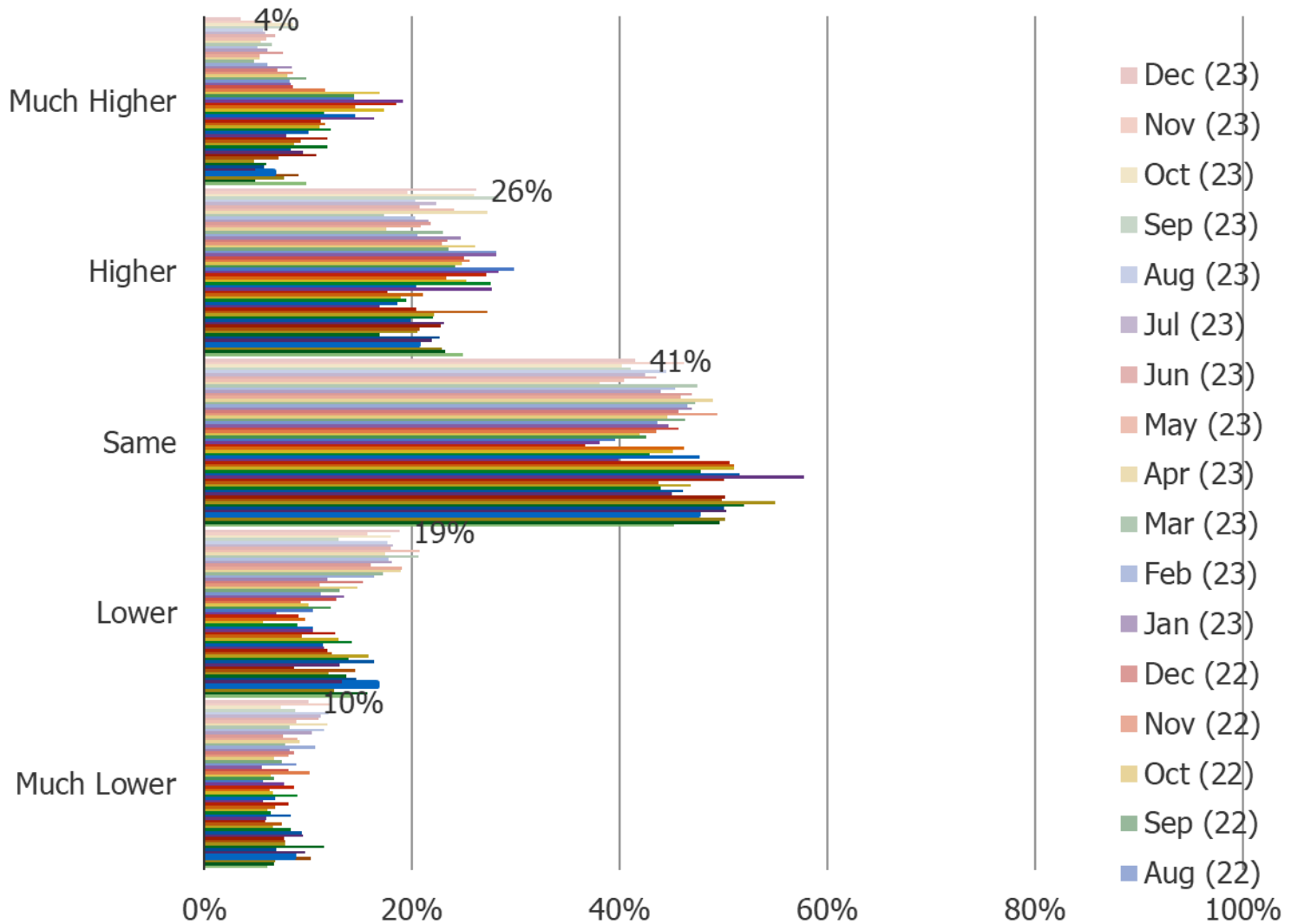
DO YOU EXPECT THE AVERAGE TIME YOU SPEND PER DAY ON SNAPCHAT PER DAY TO INCREASE OR DECREASE GOING FORWARD?

Posed to Snapchat users.



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

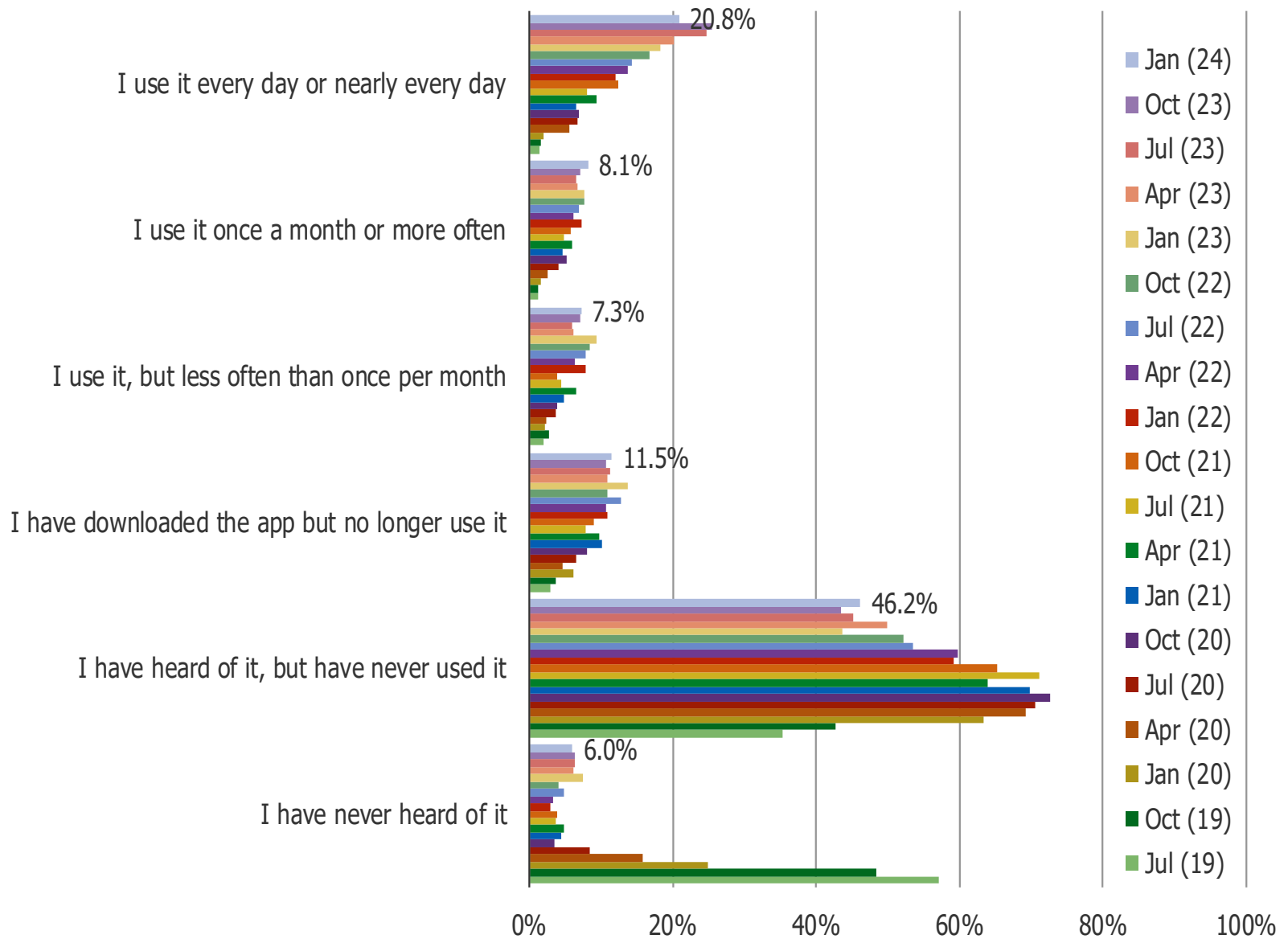
Posed to Snapchat users.



# TIKTOK DEEP DIVE

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

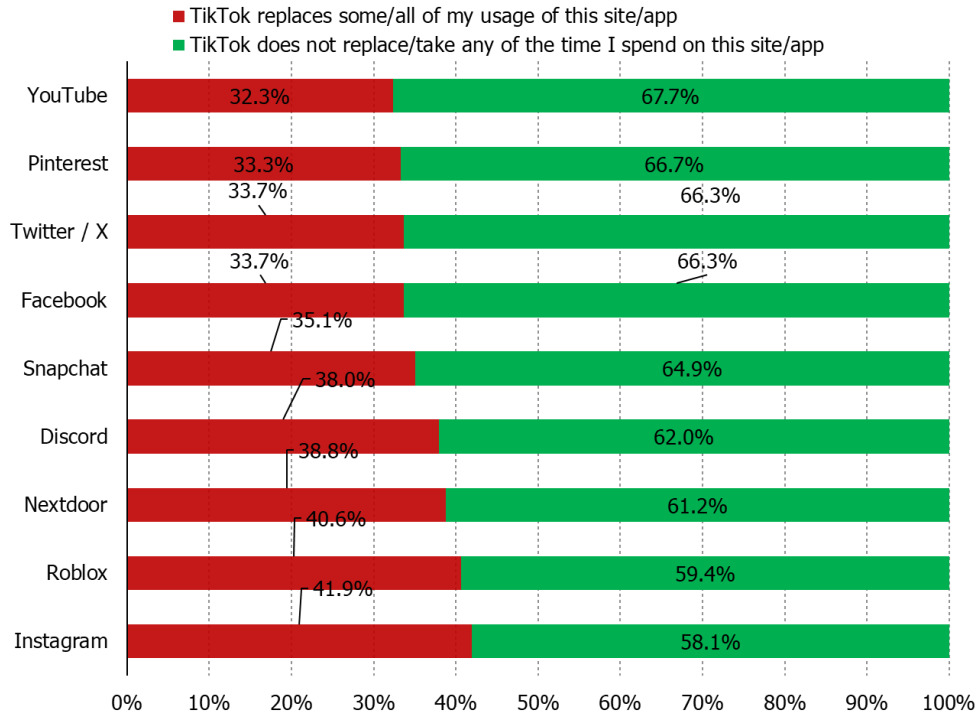
Posed to all respondents



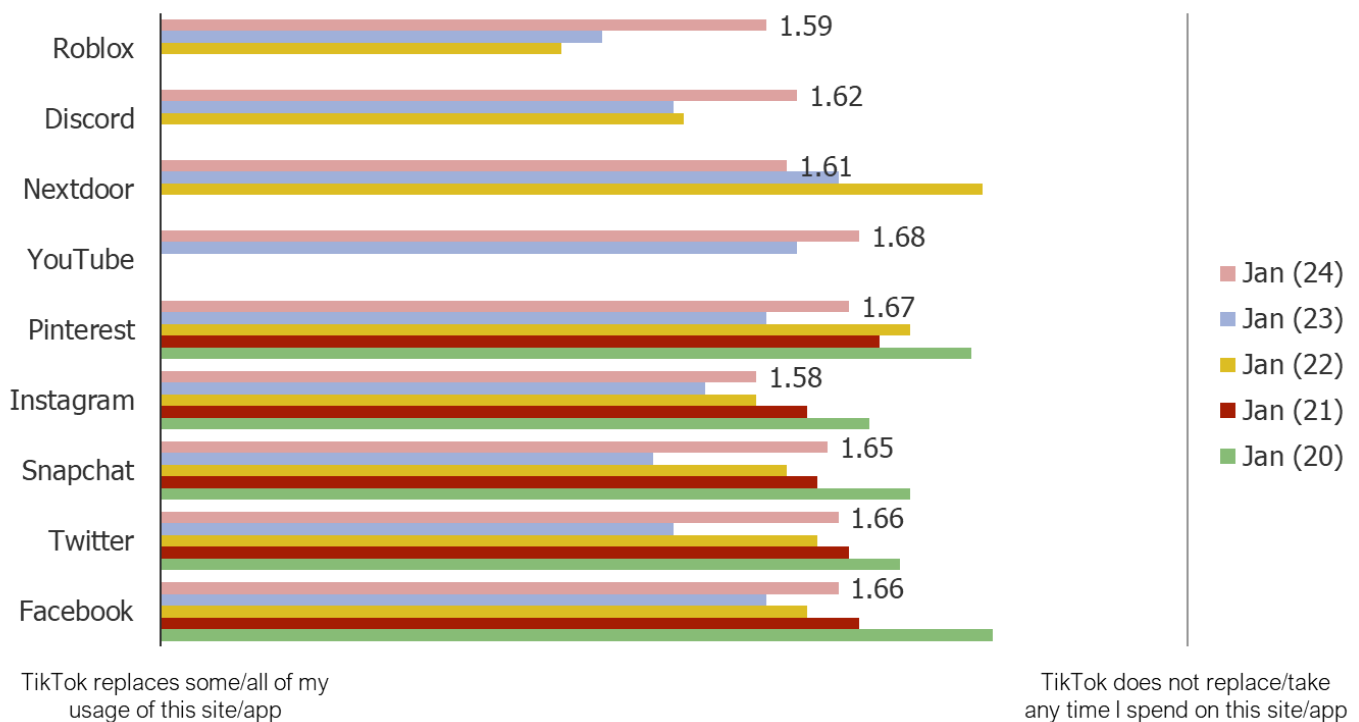
DO YOU VIEW TIKTOK AS REPLACING ANY OF YOUR USAGE OF THE FOLLOWING, OR DO YOU VIEW IT AS ADDITIONAL TIME YOU SPEND ON THIS PLATFORM?

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

January 2024



Historical Readings (y/y)

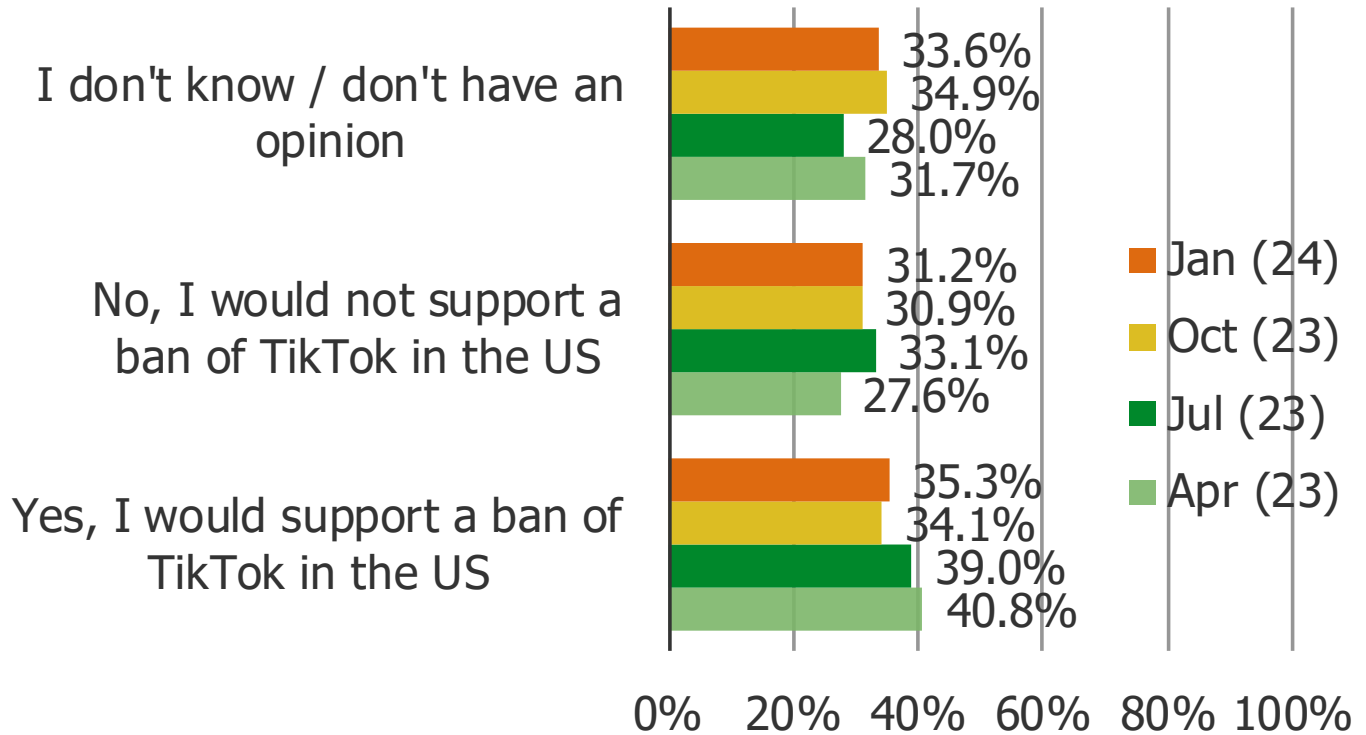


# TIKTOK BAN QUESTIONS



WOULD YOU SUPPORT A BAN OF TIKTOK IN THE US?

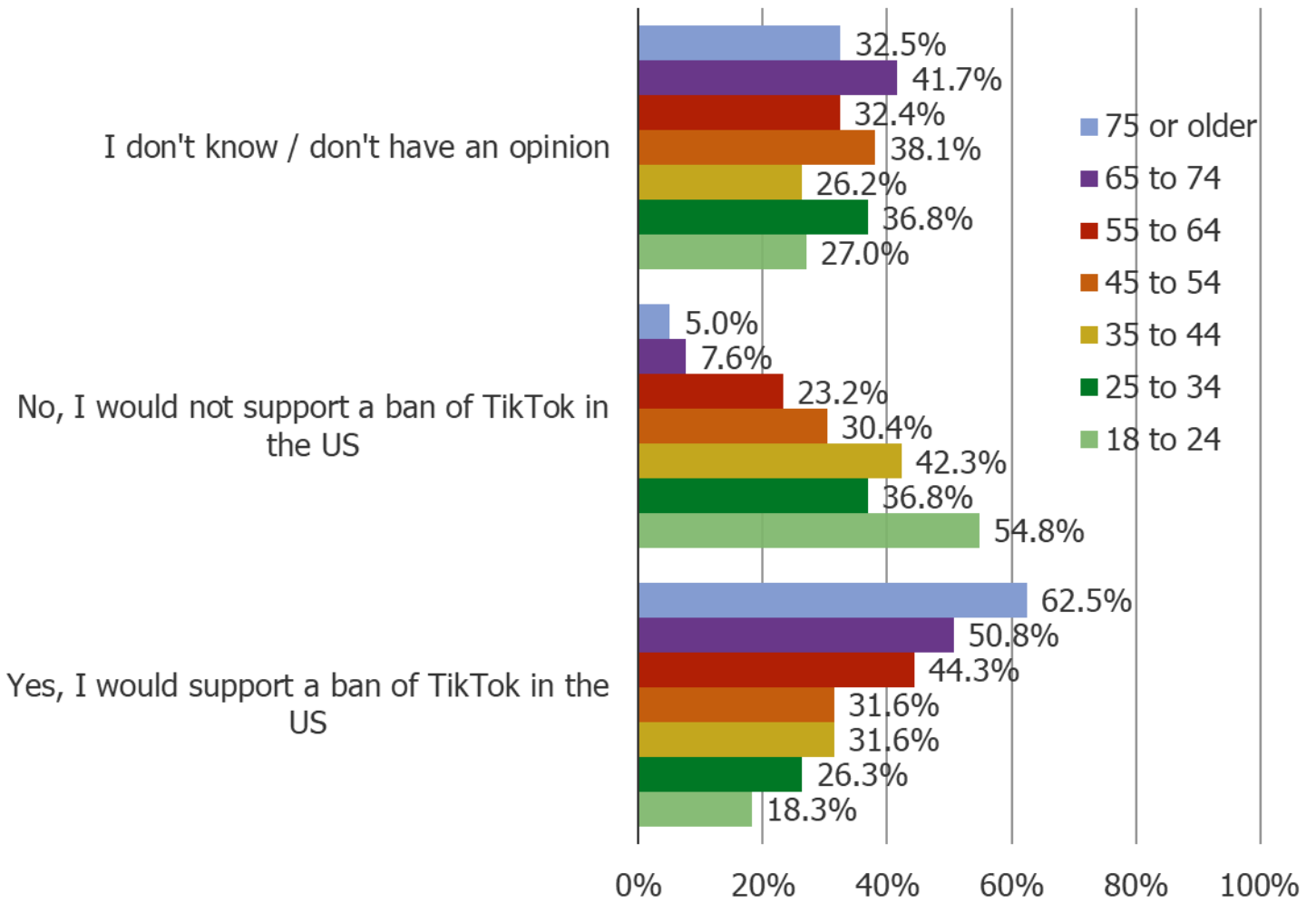
This question was posed to all respondents.



WOULD YOU SUPPORT A BAN OF TIKTOK IN THE US?

Cross-Tab Analysis – By Age

January 2024







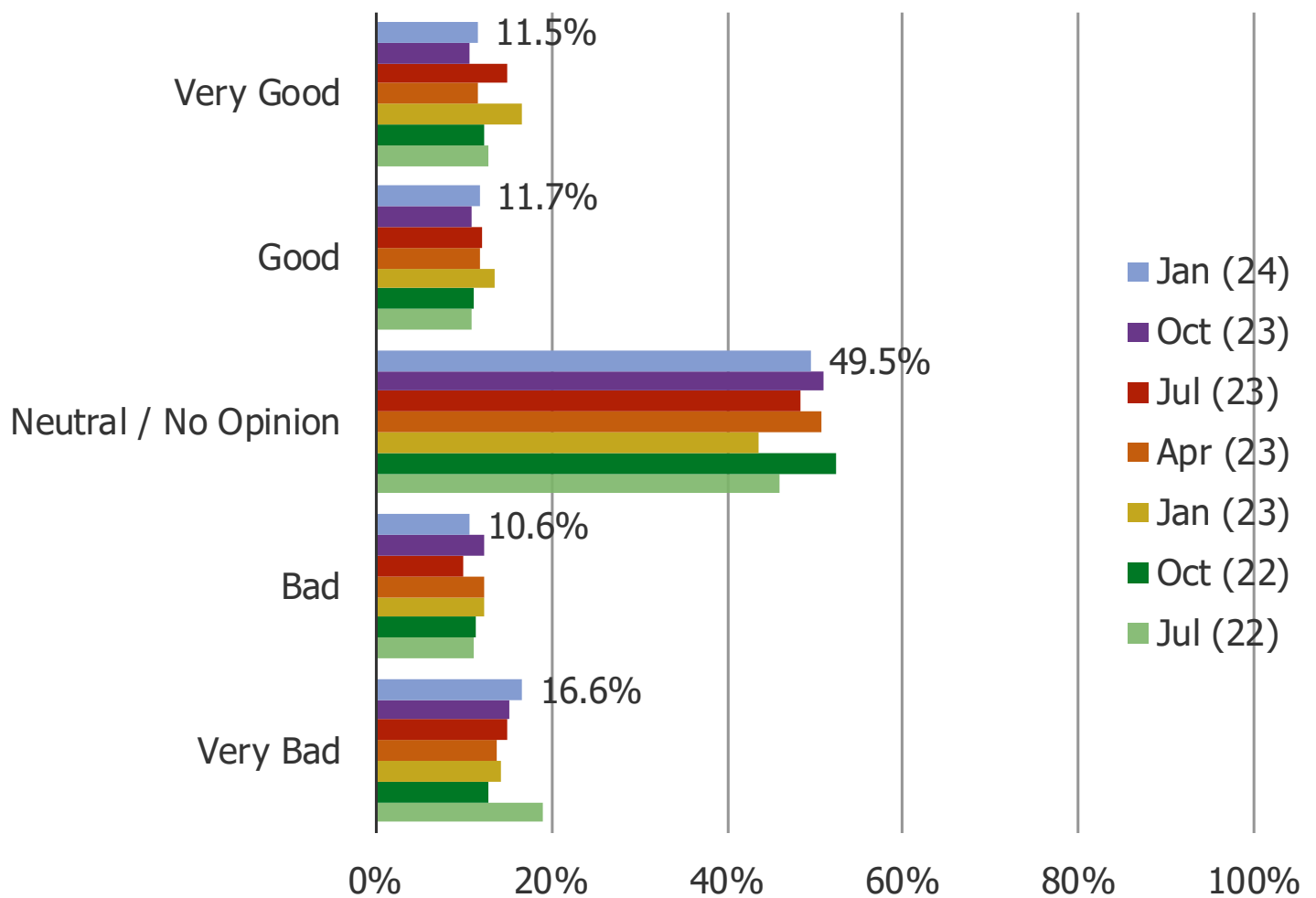




# ELON MUSK + TWITTER

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.

January 2024

