

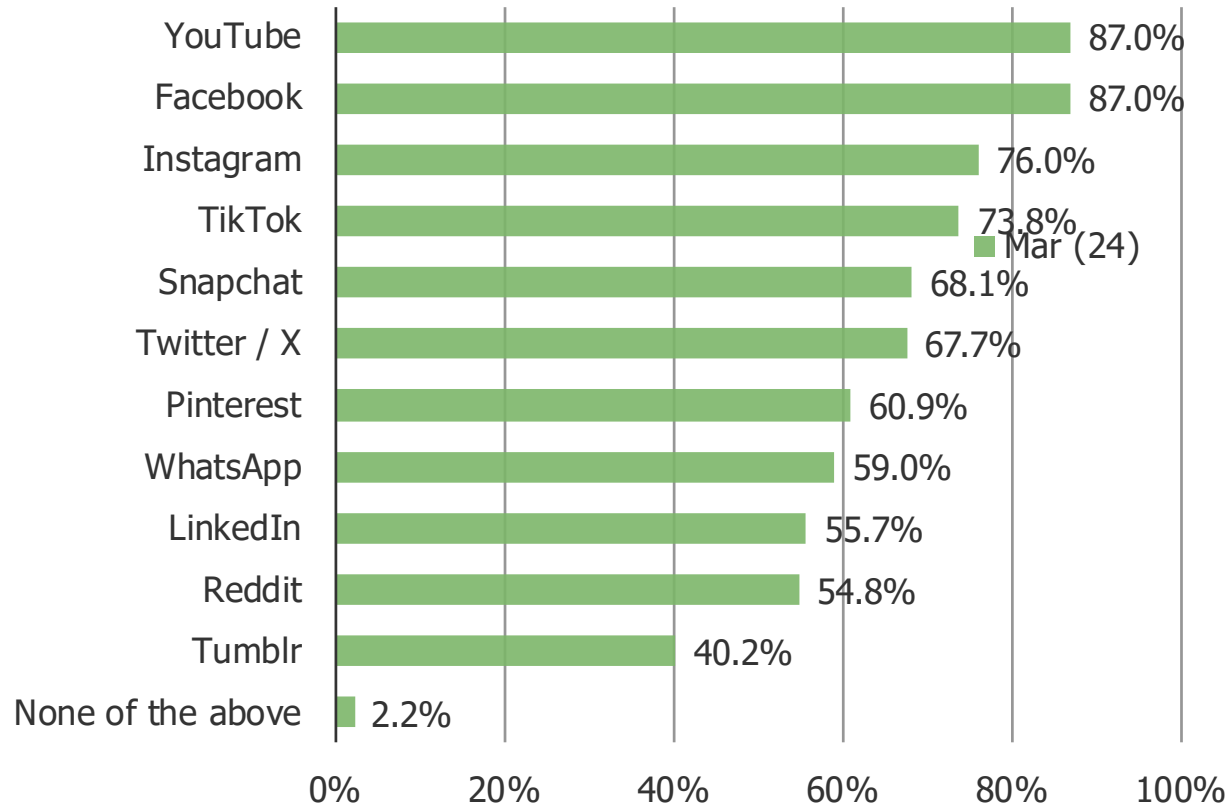
Bespoke Market Intelligence

Reddit Consumer Survey

March 2024

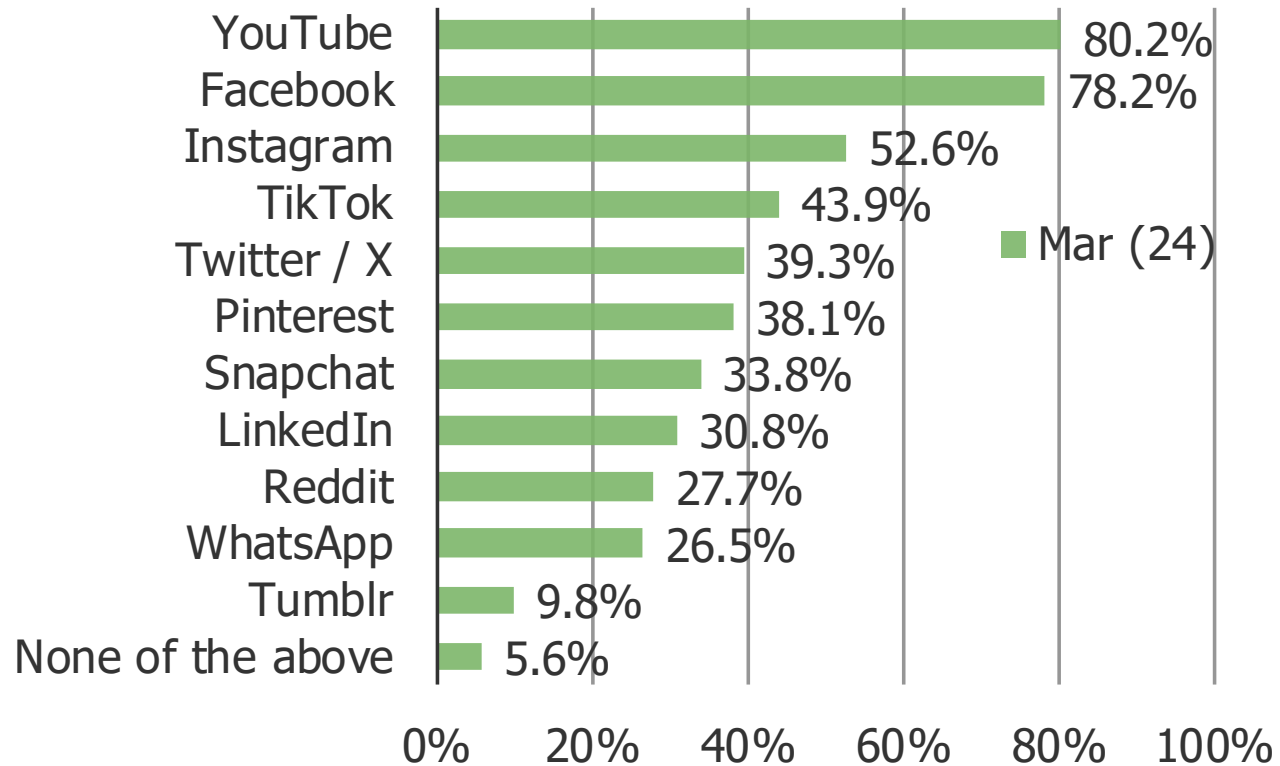
Which of the following sites/platforms have you heard of? Select ALL that apply

Posed to all respondents. (N=1309)



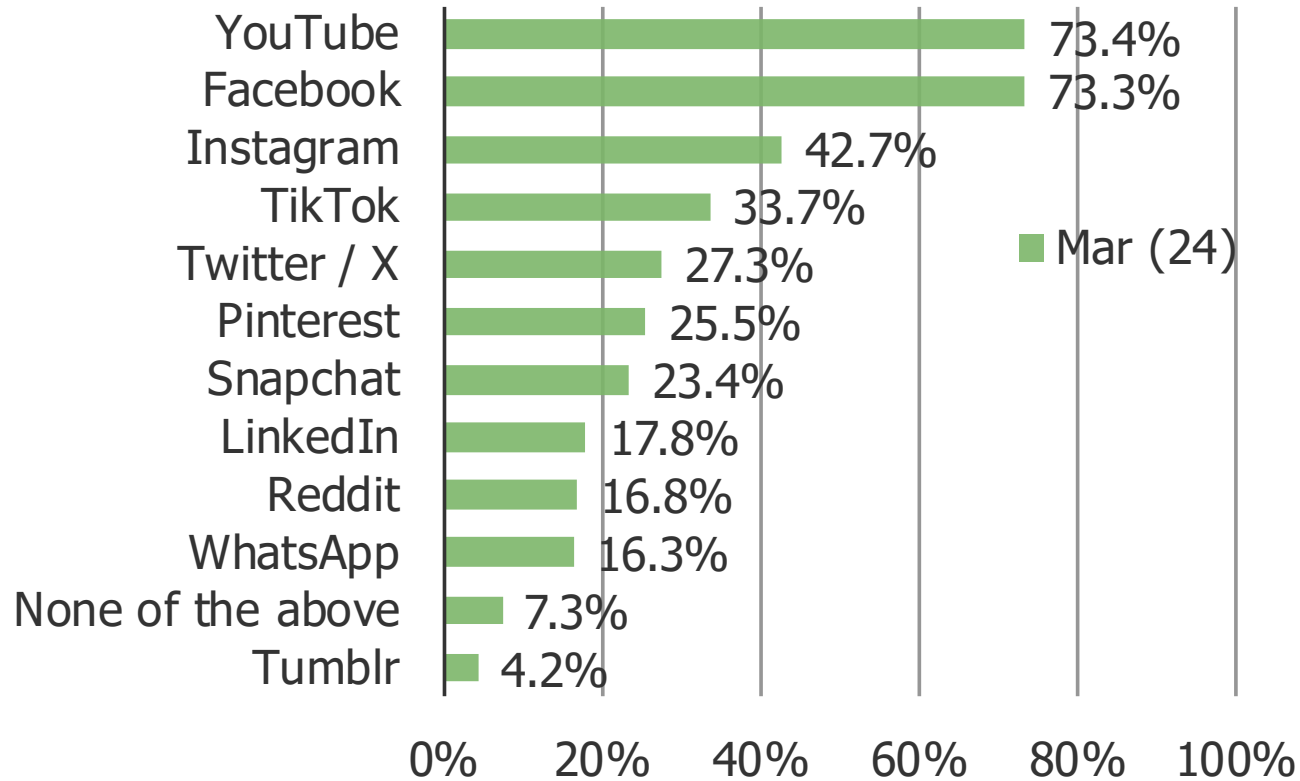
Have you ever visited the following, either on a computer or mobile device? Select all that apply

Posed to all respondents. (N=1302)



Do you currently use any of the following, regularly or occasionally? Select all that apply

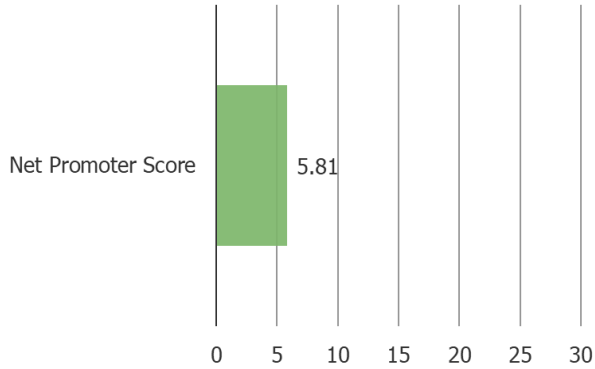
Posed to all respondents who are aware of the below. (N=1061)



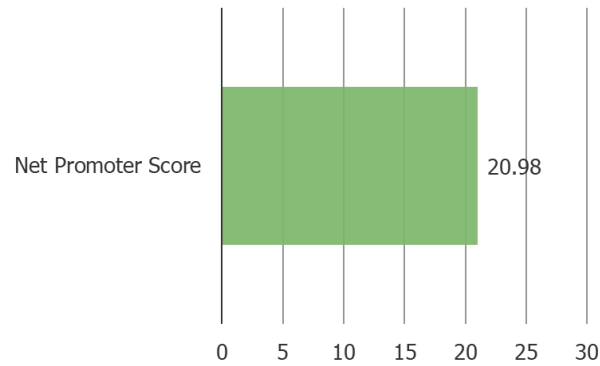
How likely is it that you would recommend ... to a friend or colleague?

Posed to all respondents who use the below regularly or occasionally.

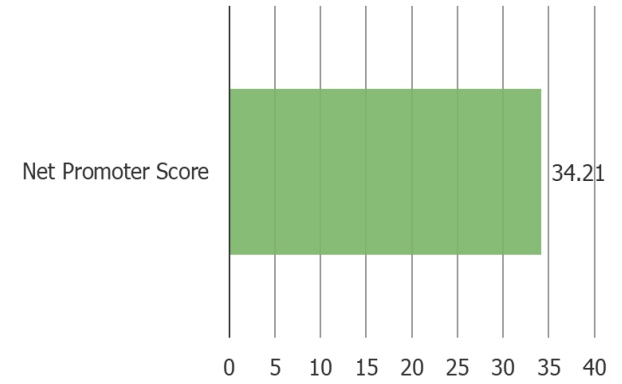
Reddit (N=158)



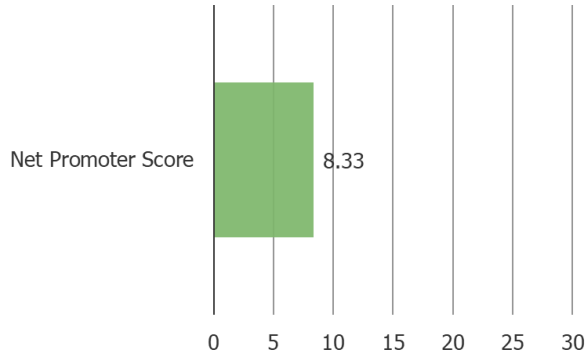
Instagram (N=387)



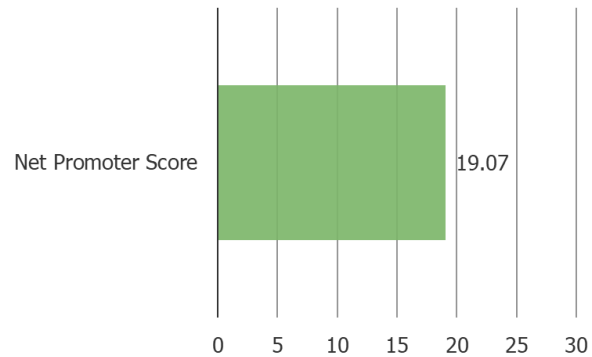
TikTok (N=309)



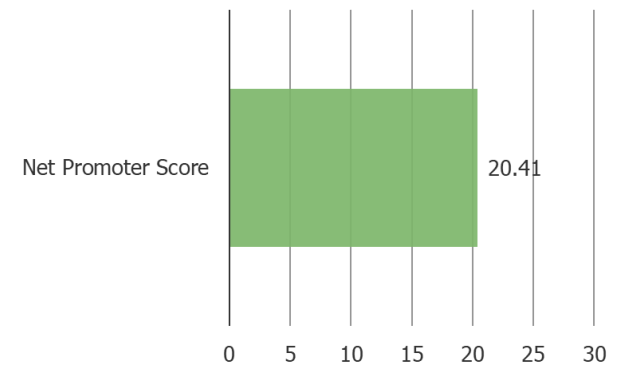
Twitter/X (N=245)



Snapchat (N=198)



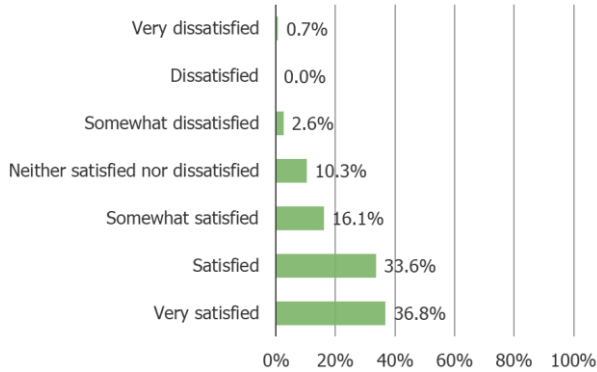
Facebook (N=692)



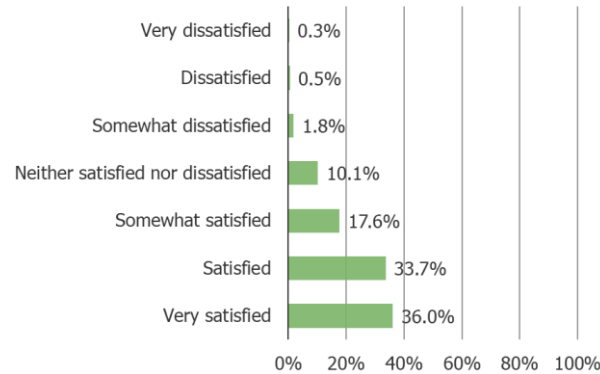
How satisfied are you with the ... experience?

Posed to all respondents who use the below regularly or occasionally.

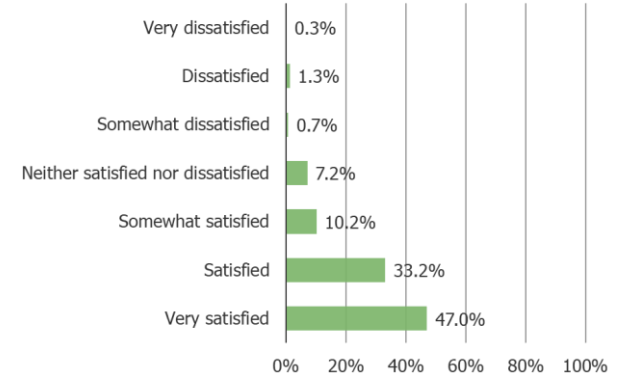
Reddit (N=158)



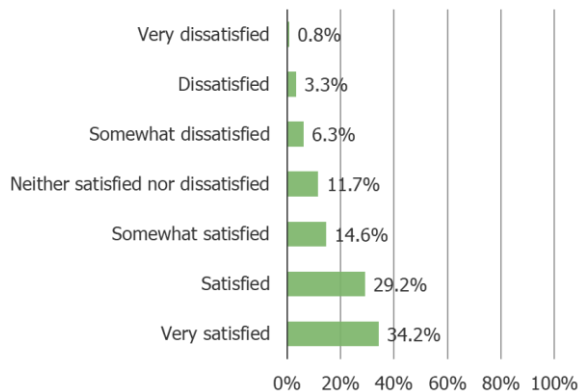
Instagram (N=387)



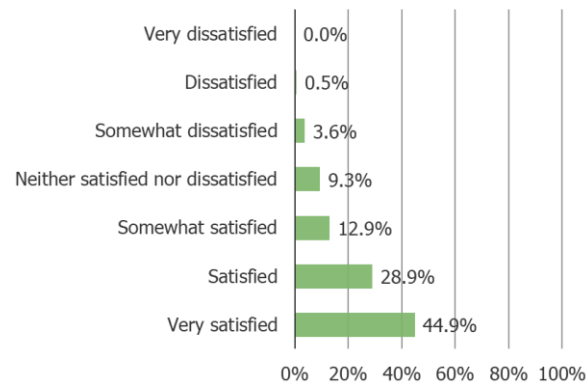
TikTok (N=309)



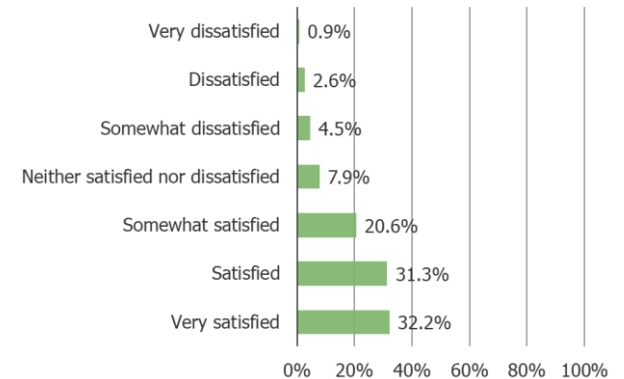
Twitter/X (N=245)



Snapchat (N=198)

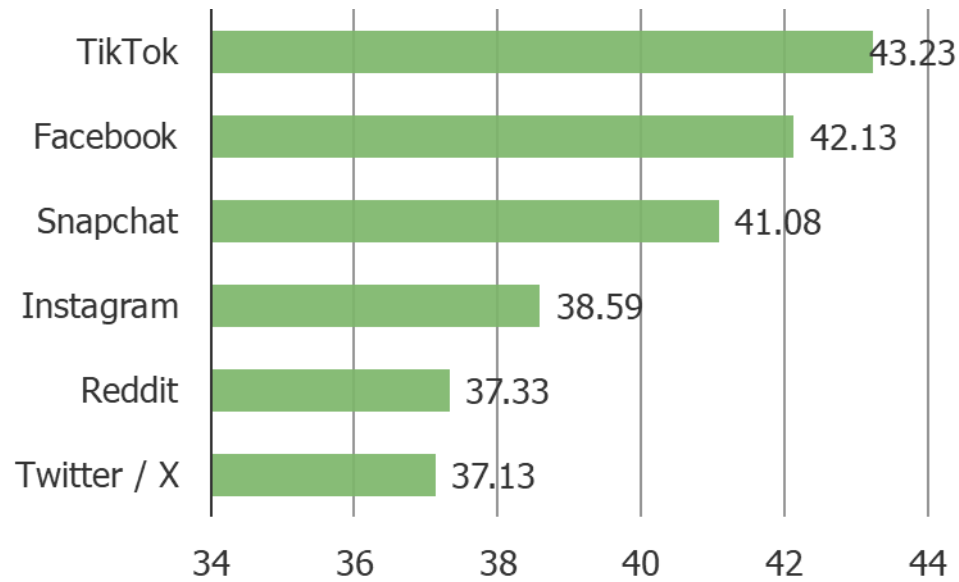


Facebook (N=692)



How much of a negative impact would it have on your life if ... went out of existence tomorrow?

Posed to all respondents who use the below regularly or occasionally.



0 = No negative impact
100 = Extreme negative impact

What do you use ... for?

Posed to all respondents who use the below regularly or occasionally.

Reddit (N=158)



Instagram (N=387)



TikTok (N=309)



Twitter/X (N=245)



Snapchat (N=198)



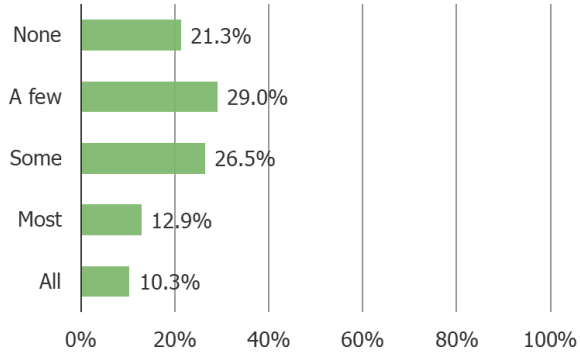
Facebook (N=692)



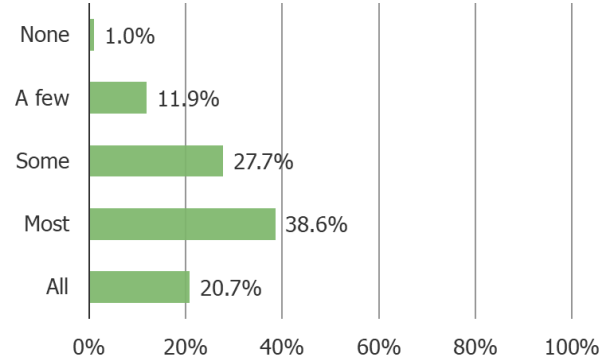
How many of your friends use ...?

Posed to all respondents who use the below regularly or occasionally.

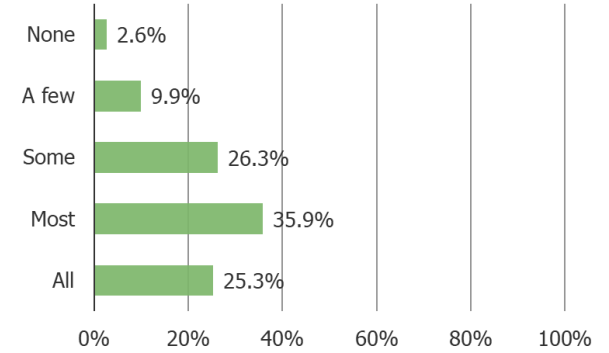
Reddit (N=158)



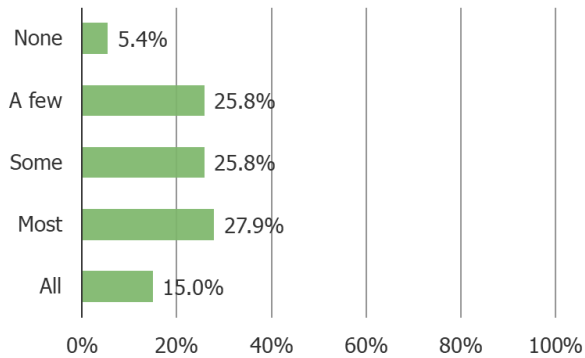
Instagram (N=387)



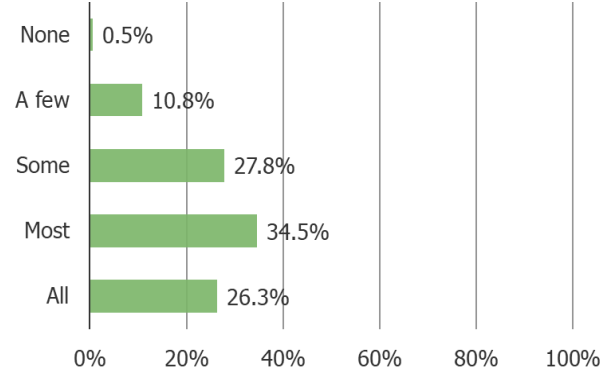
TikTok (N=309)



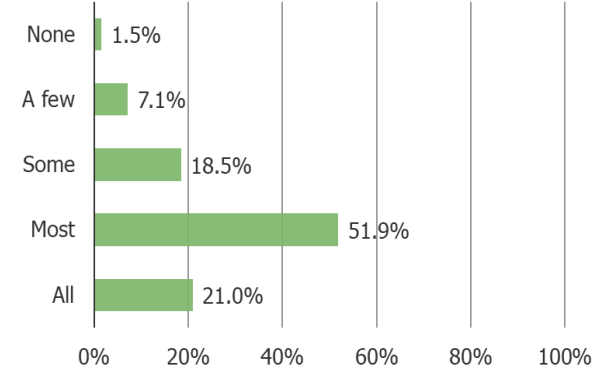
Twitter/X (N=245)



Snapchat (N=198)



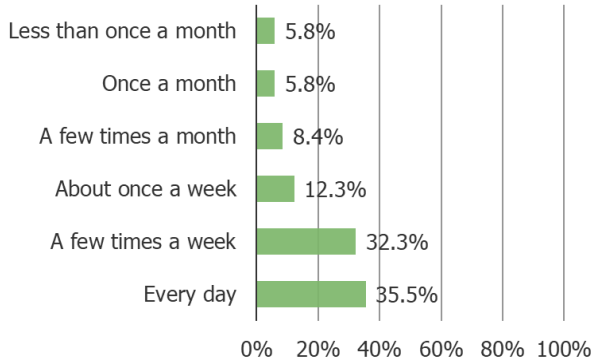
Facebook (N=692)



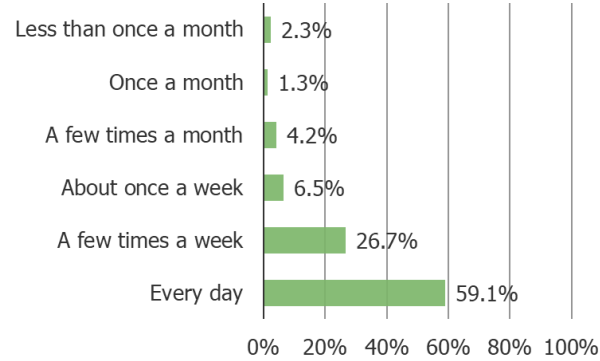
How often do you visit...?

Posed to all respondents who use the below regularly or occasionally.

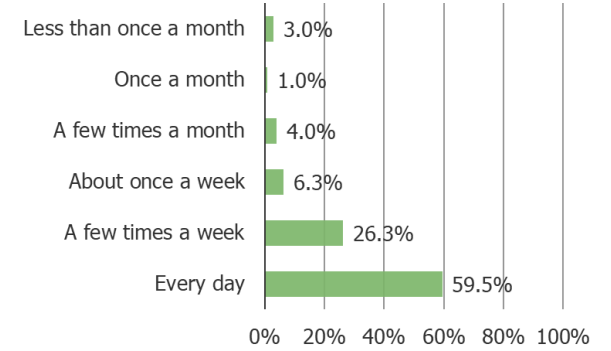
Reddit (N=158)



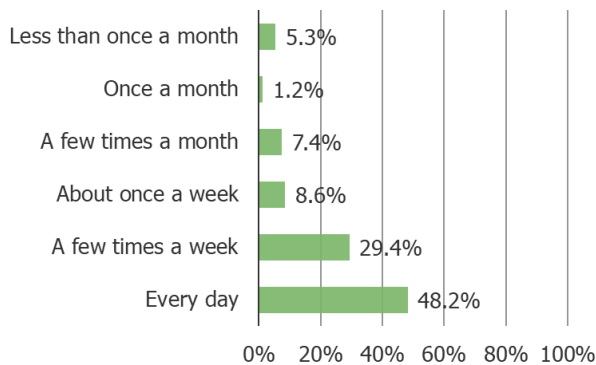
Instagram (N=387)



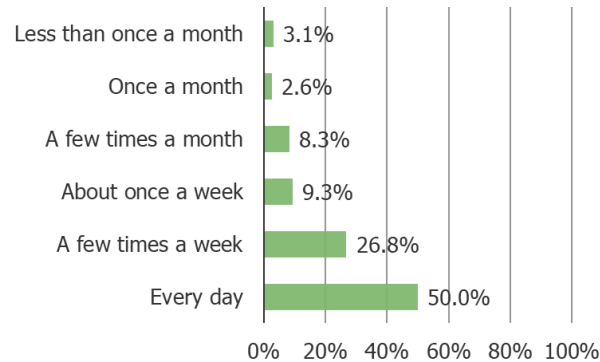
TikTok (N=309)



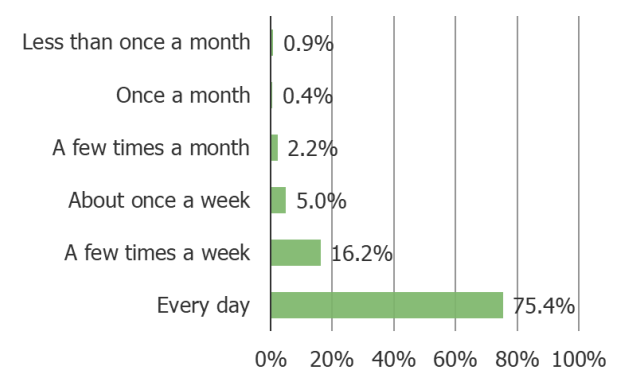
Twitter/X (N=245)



Snapchat (N=198)



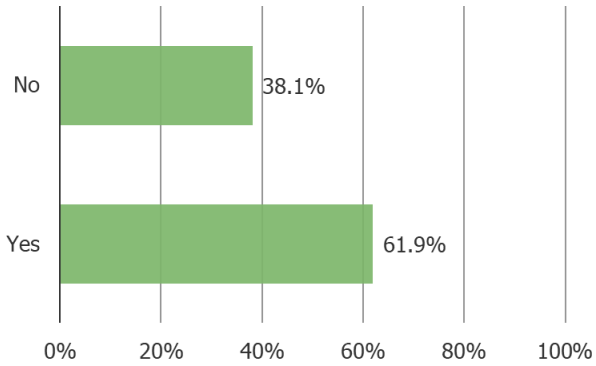
Facebook (N=692)



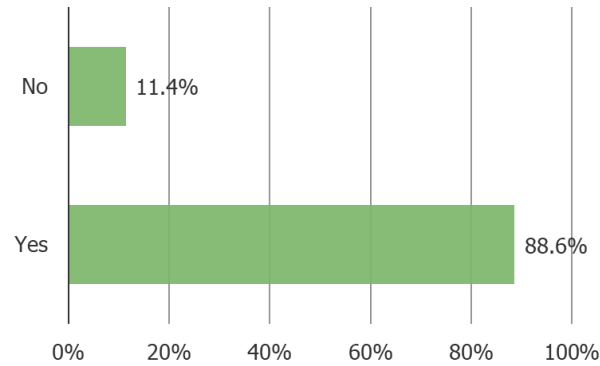
Do you have the ... app downloaded on your phone?

Posed to all respondents who use the below regularly or occasionally.

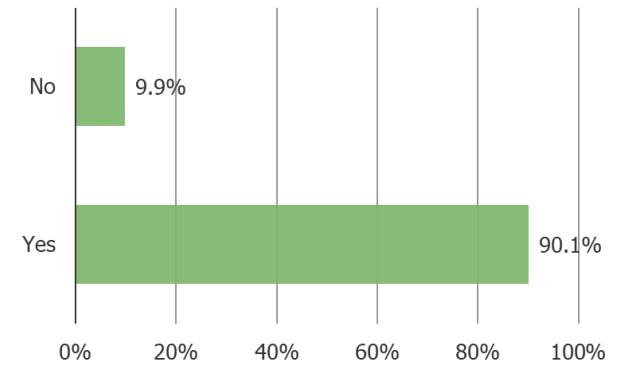
Reddit (N=158)



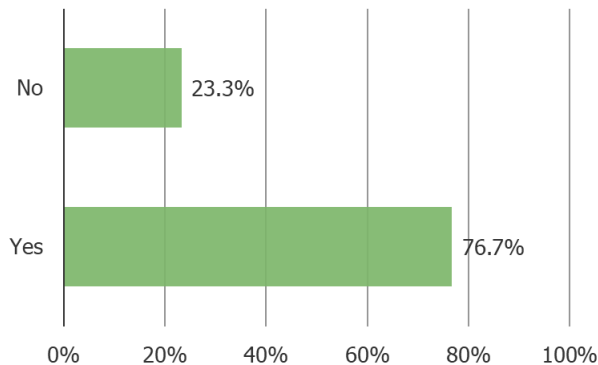
Instagram (N=387)



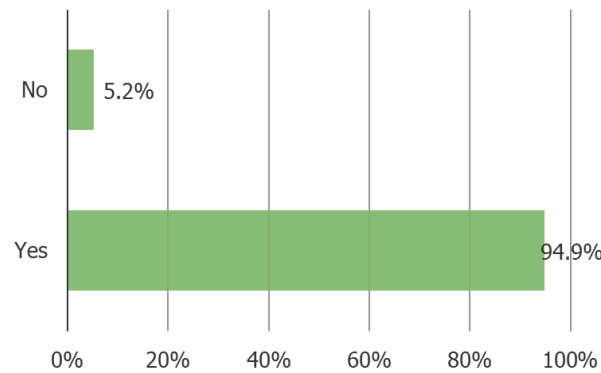
TikTok (N=309)



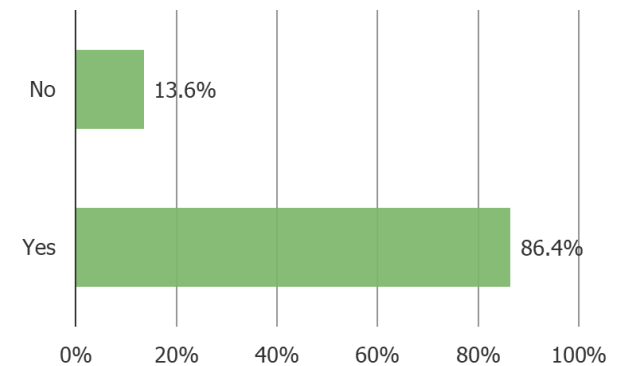
Twitter/X (N=245)



Snapchat (N=198)



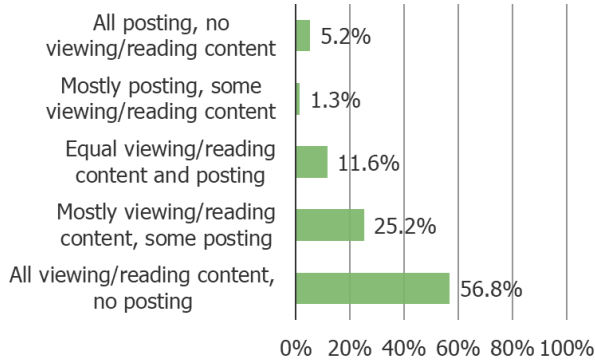
Facebook (N=692)



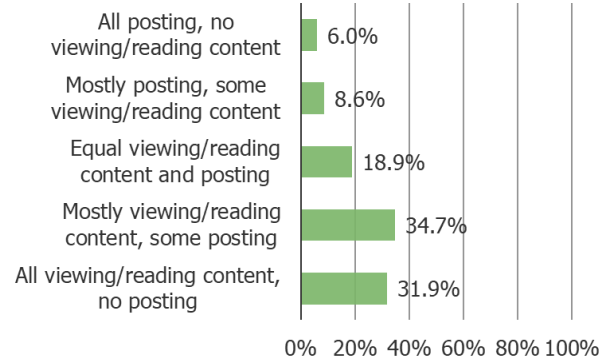
Thinking about your usage of ..., which of the following best describes you?

Posed to all respondents who use the below regularly or occasionally.

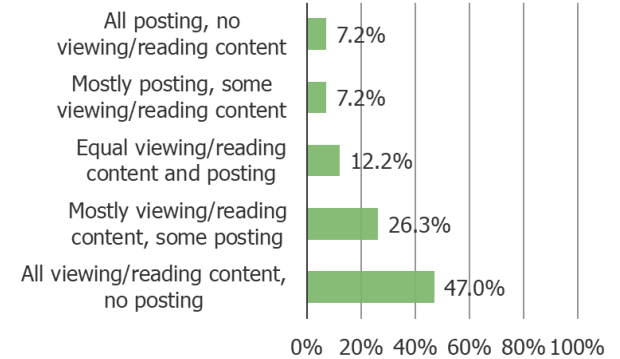
Reddit (N=158)



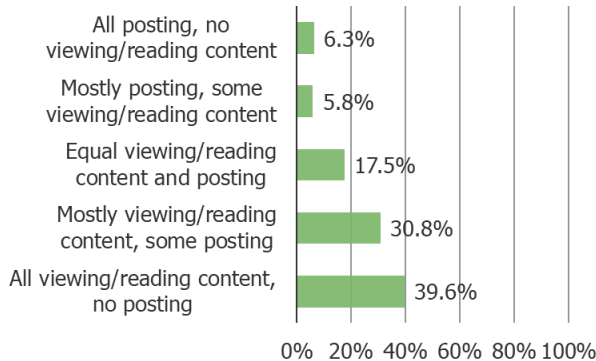
Instagram (N=387)



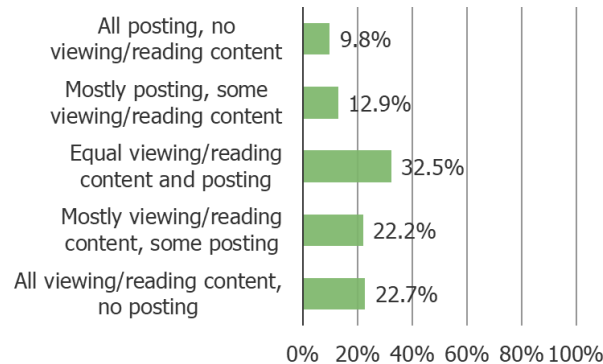
TikTok (N=309)



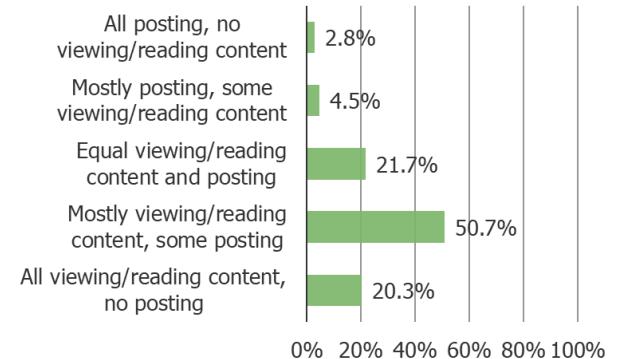
Twitter/X (N=245)



Snapchat (N=198)



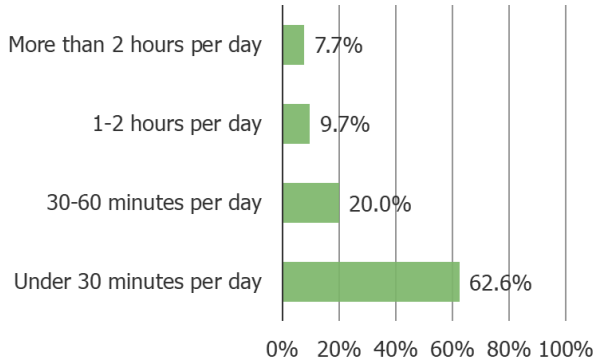
Facebook (N=692)



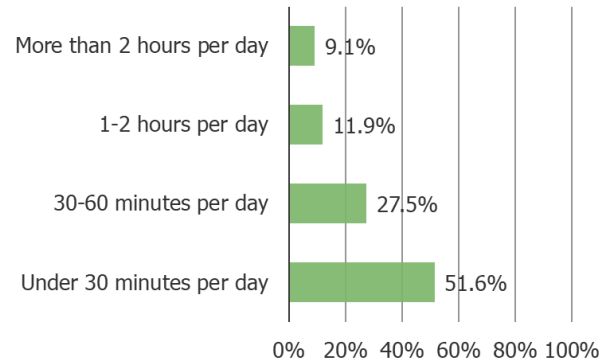
How much time would you estimate you spend on ... on a typical day in which you visit?

Posed to all respondents who use the below regularly or occasionally.

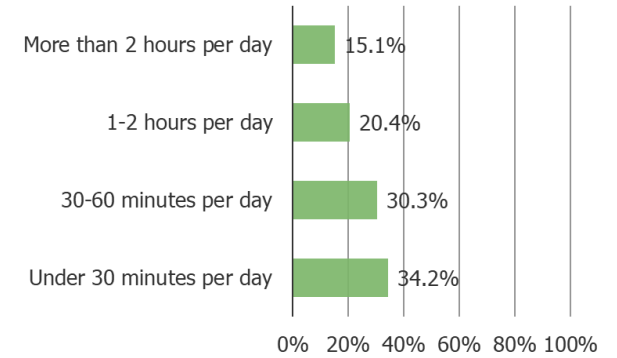
Reddit (N=158)



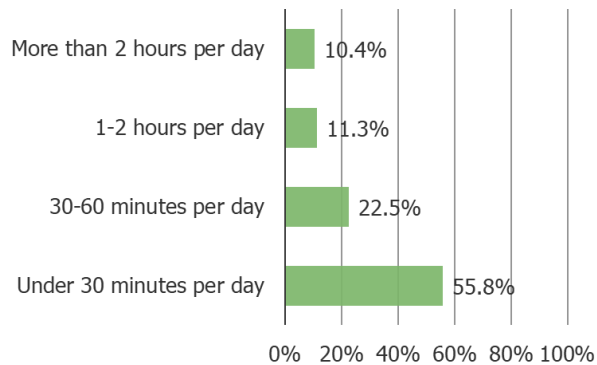
Instagram (N=387)



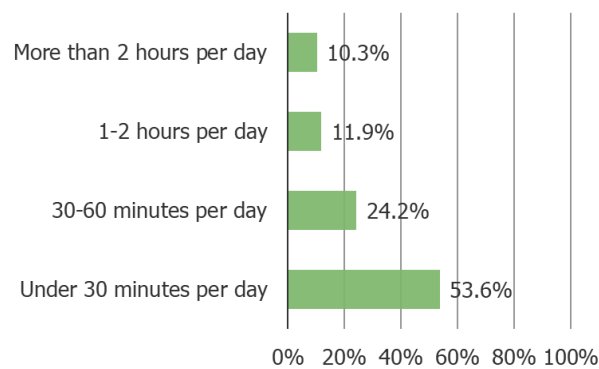
TikTok (N=309)



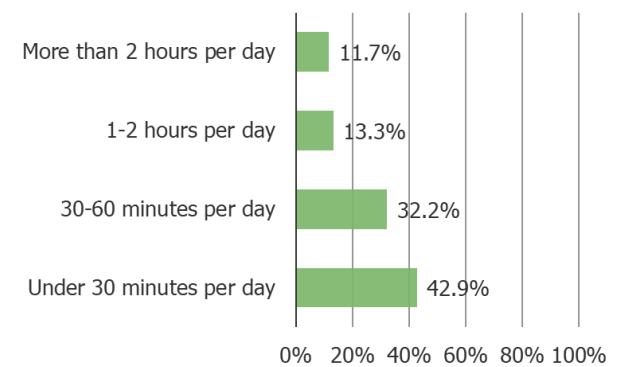
Twitter/X (N=245)



Snapchat (N=198)

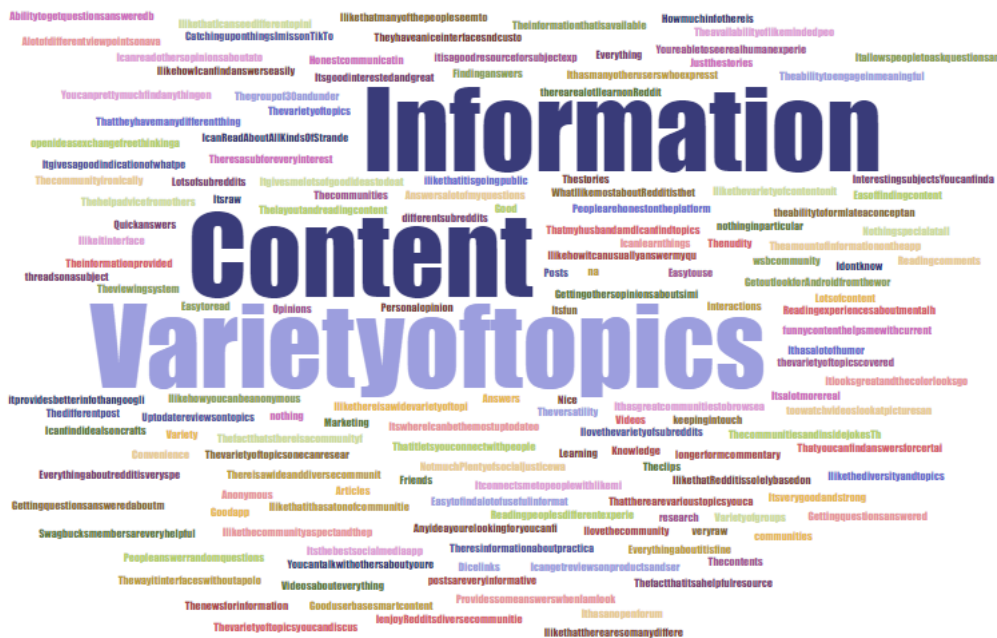


Facebook (N=692)



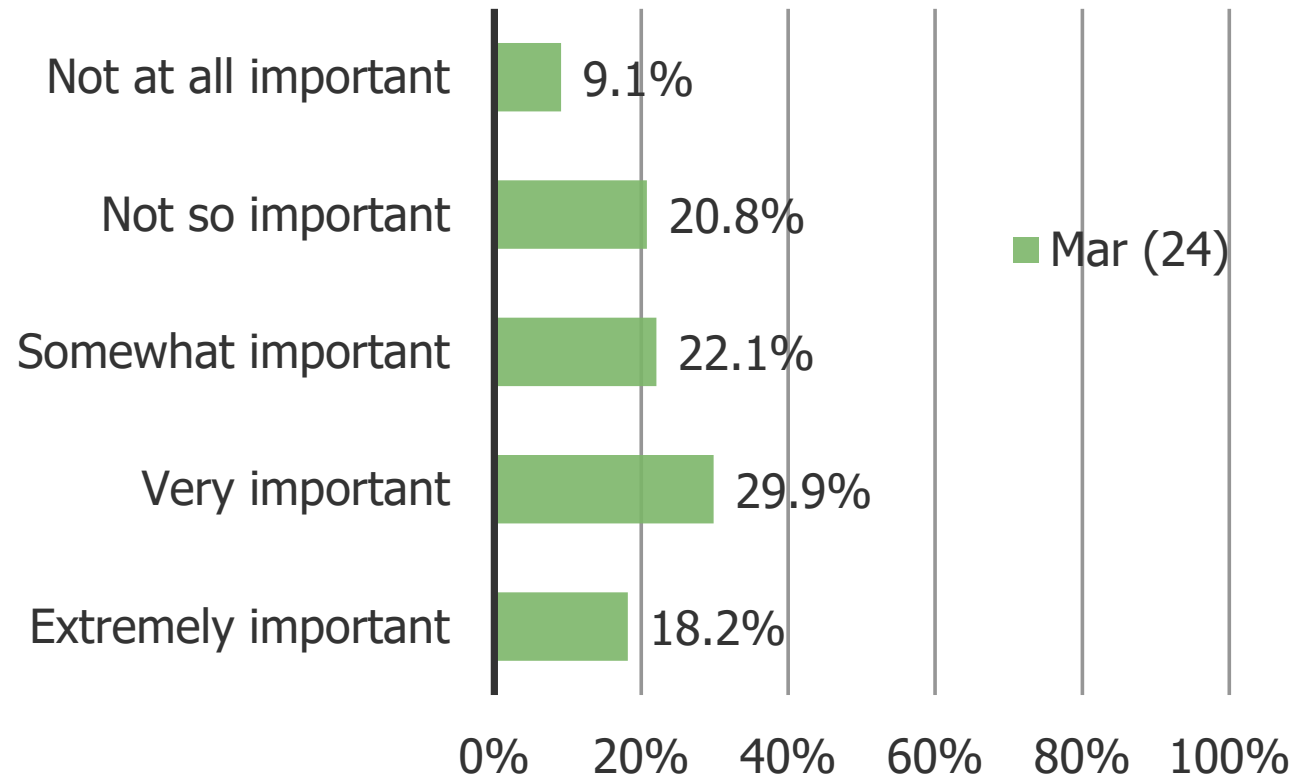
What do you like most about Reddit?

Posed to all respondents who use Reddit regularly or occasionally. (N=158)



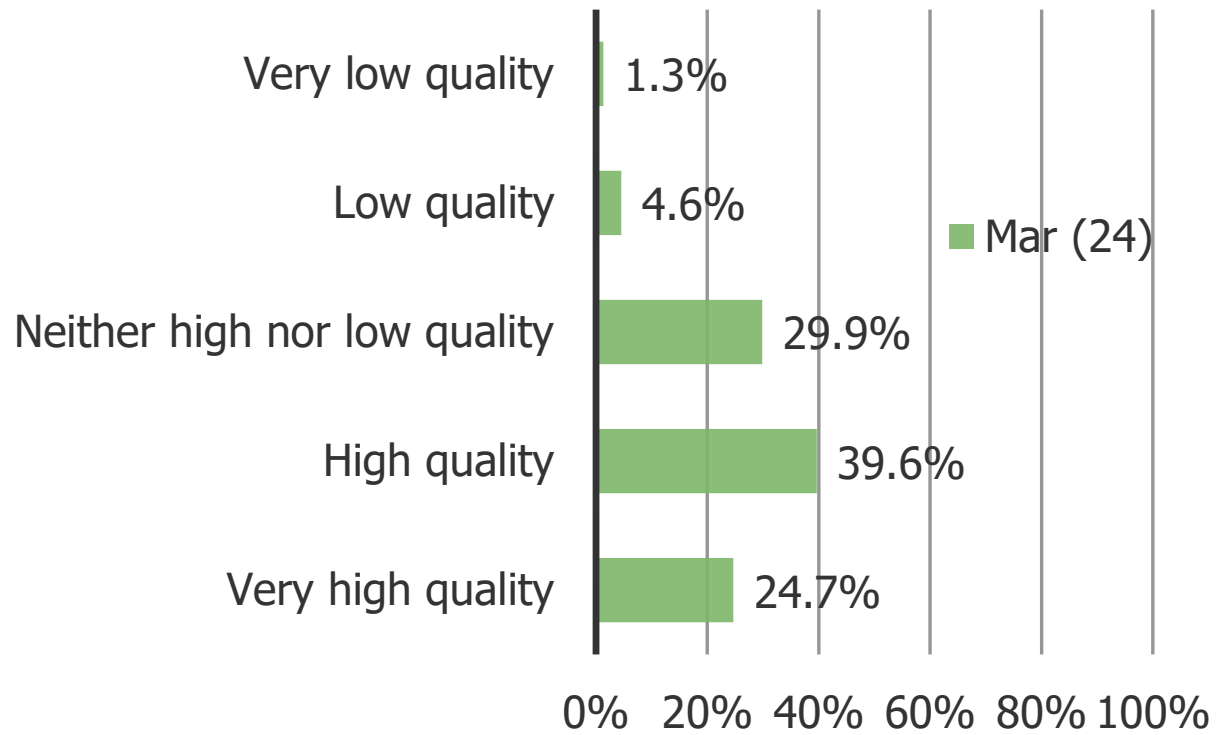
How important are Reddit communities (subreddits) to you?

Posed to all respondents who use Reddit regularly or occasionally. (N=158)



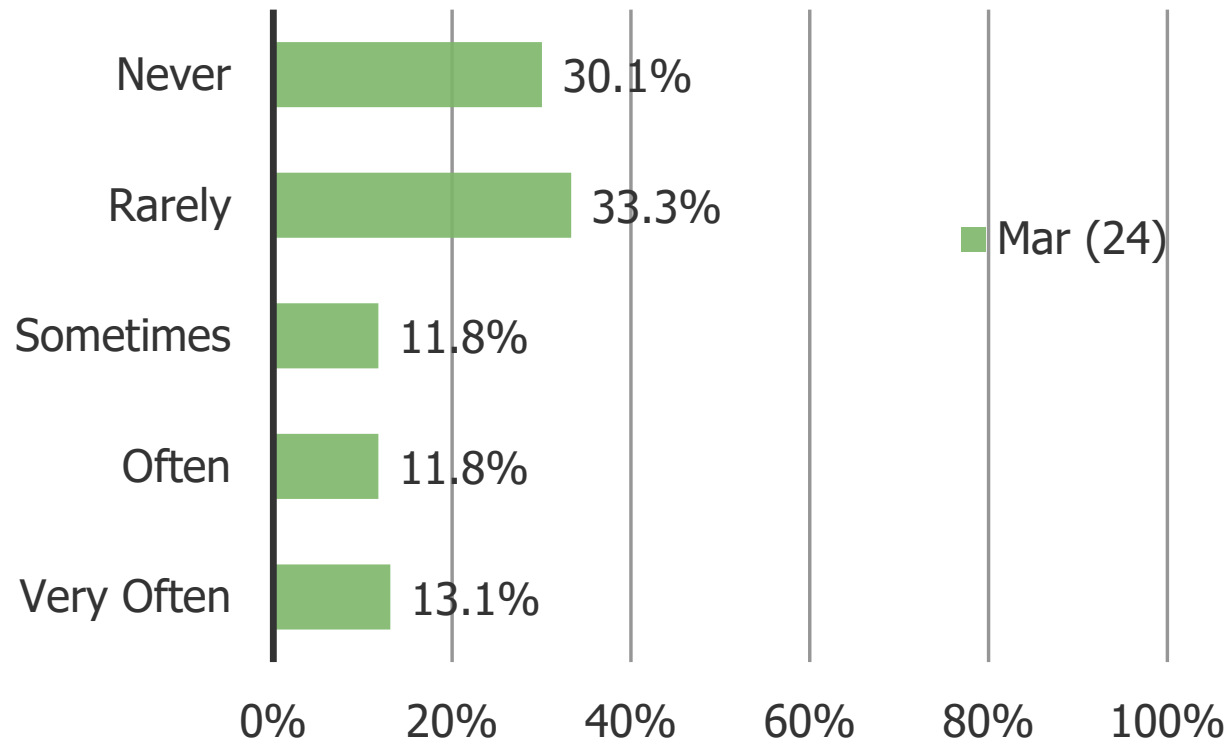
How would you rate the quality of content and discussions on Reddit?

Posed to all respondents who use Reddit regularly or occasionally. (N=158)



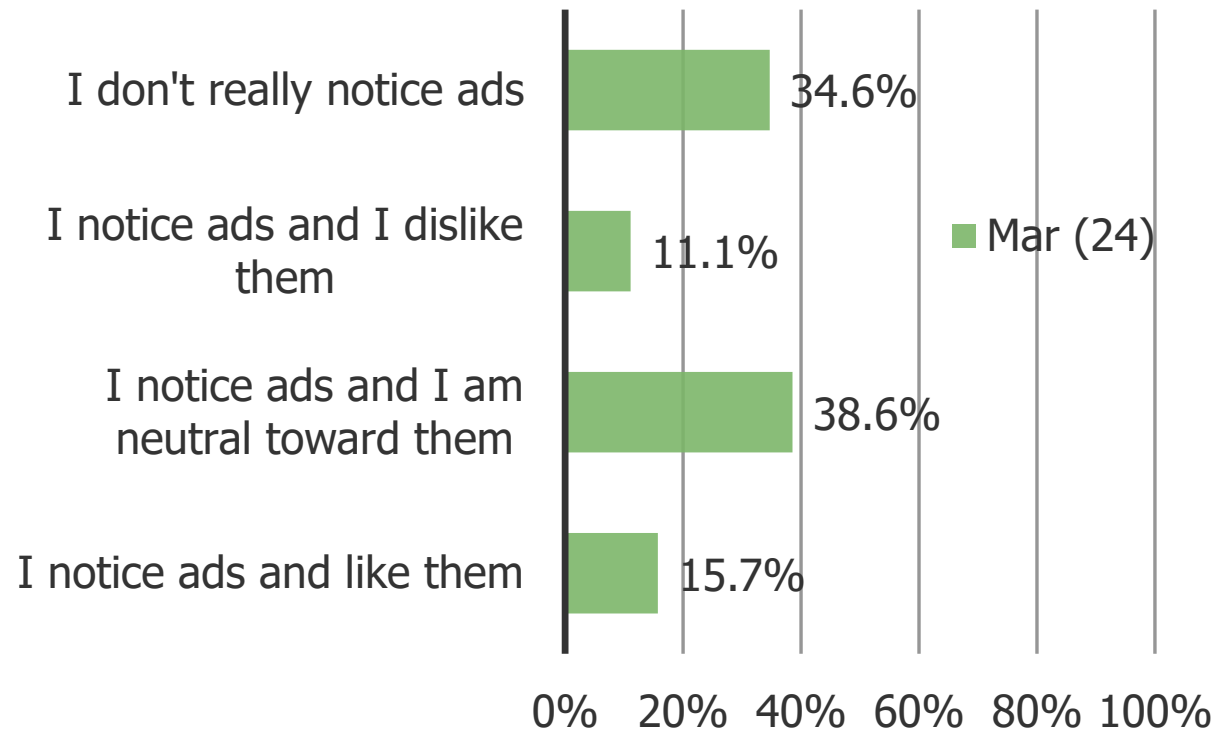
How often do you contribute content to Reddit (ie, posts or comments)?

Posed to all respondents who use Reddit regularly or occasionally. (N=158)



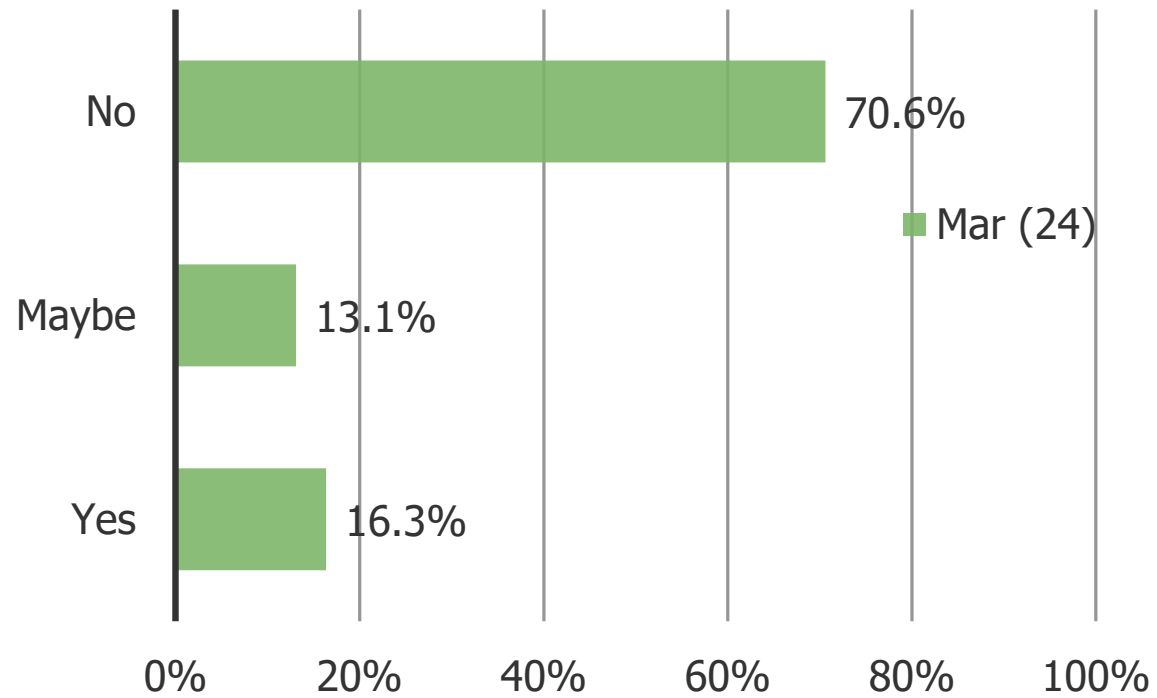
How do you feel about the advertising you see on Reddit?

Posed to all respondents who use Reddit regularly or occasionally. (N=158)



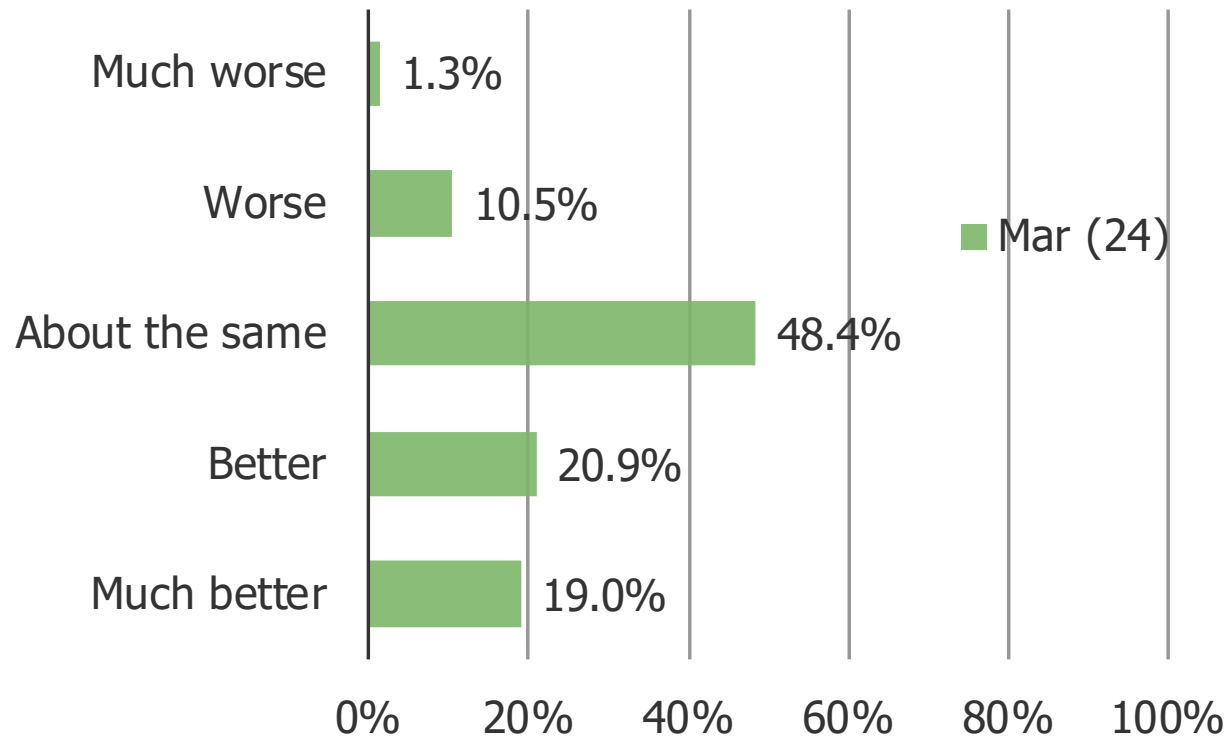
Have you ever purchased anything or used a service as a result of an ad seen on Reddit?

Posed to all respondents who use Reddit regularly or occasionally. (N=158)



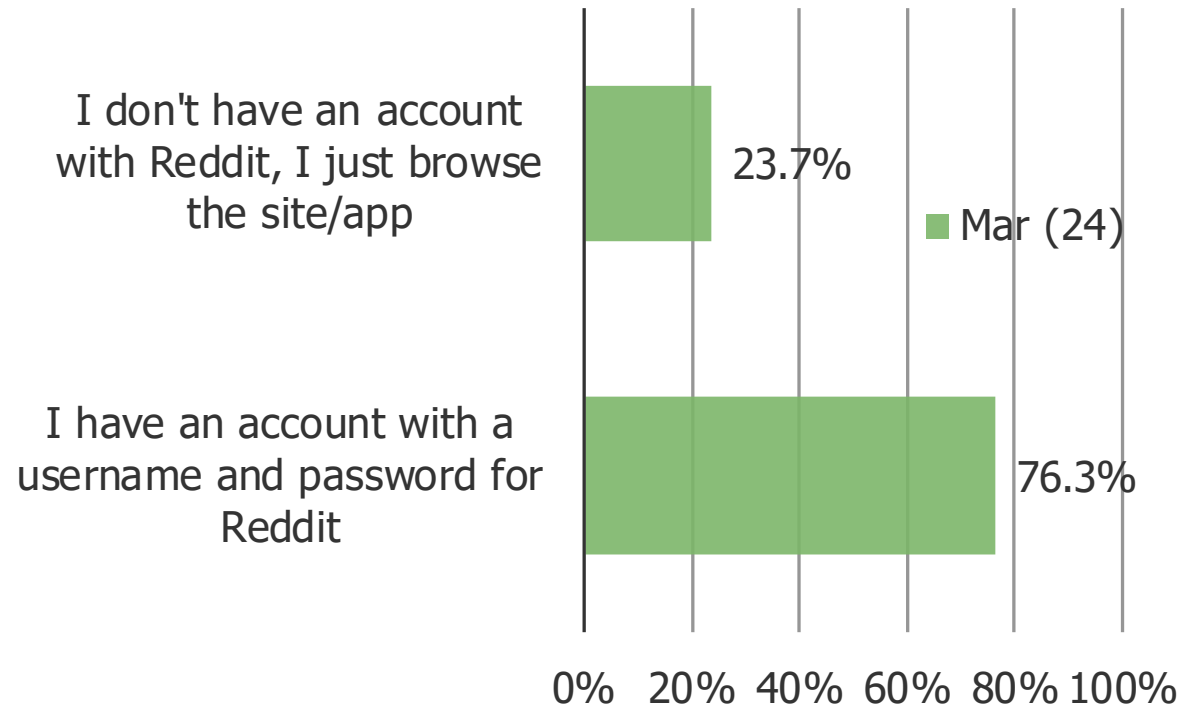
How does Reddit compare to other social media platforms you use?

Posed to all respondents who use Reddit regularly or occasionally. (N=158)



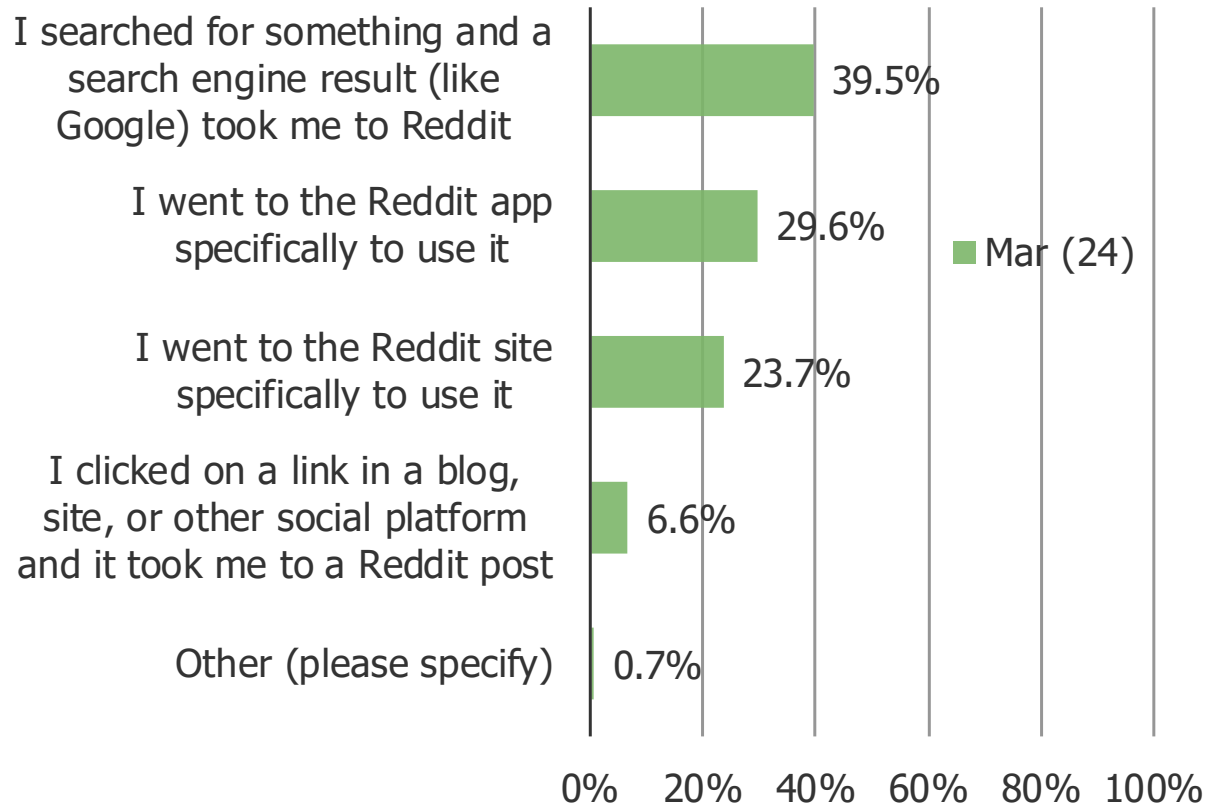
Which of the following best describes you...

Posed to all respondents who use Reddit regularly or occasionally. (N=157)



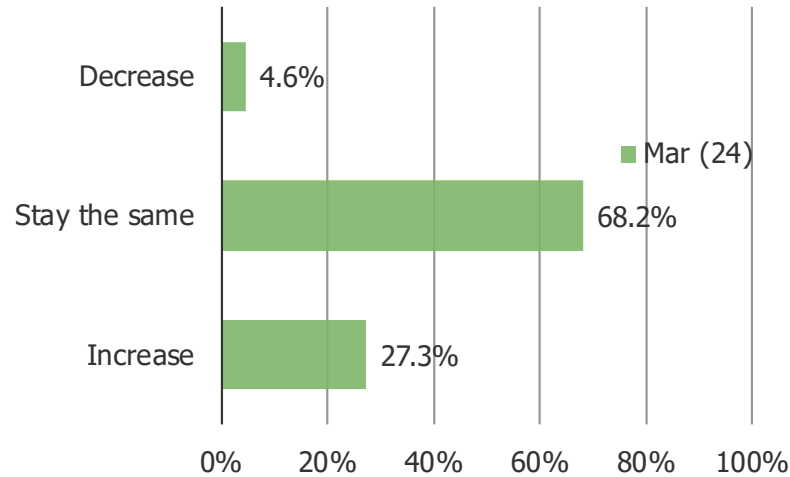
How do you typically find yourself on Reddit?

Posed to all respondents who use Reddit regularly or occasionally. (N=157)



Going forward, do you expect your usage of Reddit to...

Posed to all respondents who use Reddit regularly or occasionally. (N=158)



Optional Comments:

- It's a valuable platform for connecting with communities, staying informed, and sharing ideas
- Because I am on so many social medias
- Because I am only searching for help when I go to the site.
- Because I don't need to use it more
- Because I haven't fully made a page and posted
- Because I love it more
- Because I think the current usage is adequate.
- Because it's not something I need to spend time on
- Because it's entertaining.
- Because its reddit.
- Because of certain subreddits
- Force of habit
- Force of habit
- Good and strong
- Heavy handed moderation
- helpful content
- I already browse on it s good amount
- I already get out of it what I want
- I already use it a lot but don't see myself using it less
- i do not anticipate needs changing
- I do not get on everyday

Going forward, do you expect your usage of Reddit to...

Posed to all respondents who use Reddit regularly or occasionally. (N=158)

idk

ldk

I'm starting to explore different topics

interests are pretty much the same

it is ambitious

It is not my main source of social media and i like it thatway

It is ok to read

It is part of my daily routine. The best way for me to stay informed on some subjects.

It is very helpful for everyday advice

It looks great and the color looks good but the

It may increase not sure

It remains a reliable source.

It's harder to find the subs I follow with Reddit always sending me new subs to look at.

It's only entertainment when I'm bored.

It's a good app

It's changed my entire outlook moving forward

It's just a place to read stories

It's just kind of there. Nothing new.

It's not my favorite

It's not that important to me

Just because

Just like that

Just starting to learn how to use it

Little value

Looking for more information

My interests are not different

my usage of Reddit will increase because more features are put in place .

N/A

No change expected

No need for me to use it more

No need to increase

no particular reason

No reason

No reason

No reason to change it

Not a regular user of

Not a very easy site to get anything different off of.

Not really interested

Nothing changed for me to want to use reddit anymore than I do now

Nothing has changed

Nothing.

only use it for a specific topic

Only using occasional for answers

Going forward, do you expect your usage of Reddit to...

Posed to all respondents who use Reddit regularly or occasionally. (N=158)

I'm starting to explore different topics
interests are pretty much the same
it is ambitious
It is not my main source of social media and i like it thatway
It is ok to read
It is part of my daily routine. The best way for me to stay informed on some subjects.
It is very helpful for everyday advice
It looks great and the color looks good but the
It may increase not sure
It remains a reliable source.
It's harder to find the subs I follow with Reddit always sending me new subs to look at.
It's only entertainment when I'm bored.
It's a good app
It's changed my entire outlook moving forward
It's just a place to read stories
It's just kind of there. Nothing new.
It's not my favorite
It's not that important to me
Just because
Just like that
Just starting to learn how to use it
Little value
Looking for more information
My interests are not different
my usage of Reddit will increase because more features are put in place .
N/A
No change expected
No need for me to use it more
No need to increase
no particular reason
No reason
No reason
No reason to change it
Not a regular user of
Not a very easy site to get anything different off of.
Not really interested
Nothing changed for me to want to use reddit anymore than I do now
Nothing has changed
Nothing.

Going forward, do you expect your usage of Reddit to...

Posed to all respondents who use Reddit regularly or occasionally. (N=158)

only use it for a specific topic

Only using occasional for answers

people are getting away from Facebook, Twitter (X), and other sites for information gathering purposes and using Reddit more because it's less biased

Reddit is my favorite social media along with Facebook.

Something raw

The communities are dying because the CEOs chose greed over preserving the public contribution to the forum.

The posts don't seem relevant

There's no reason to use it more

They have additional features i have not yet used.

This great appl

to chat alot more with people

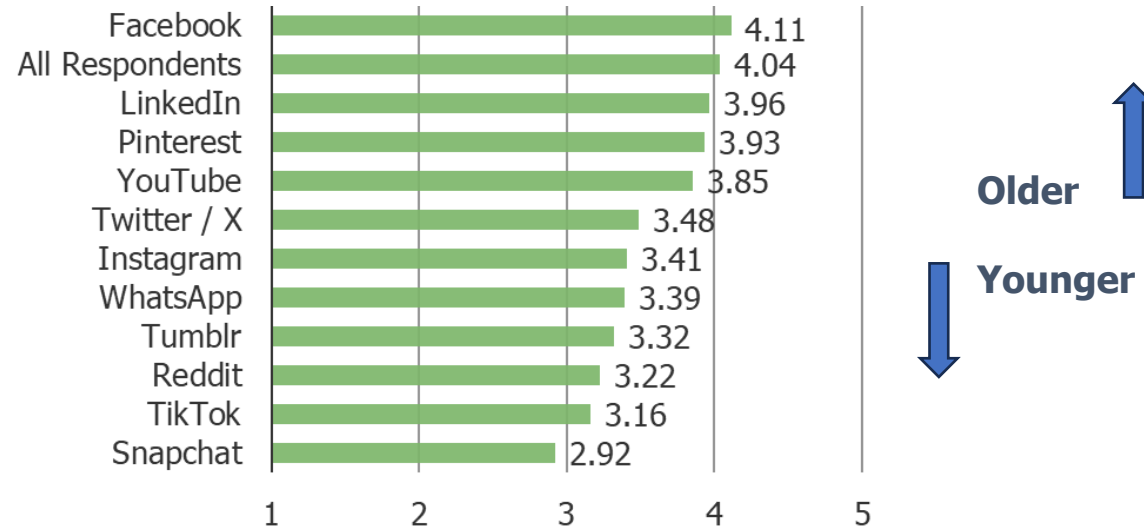
Useful information

Yes because it is creative

Demographics

What is your age?

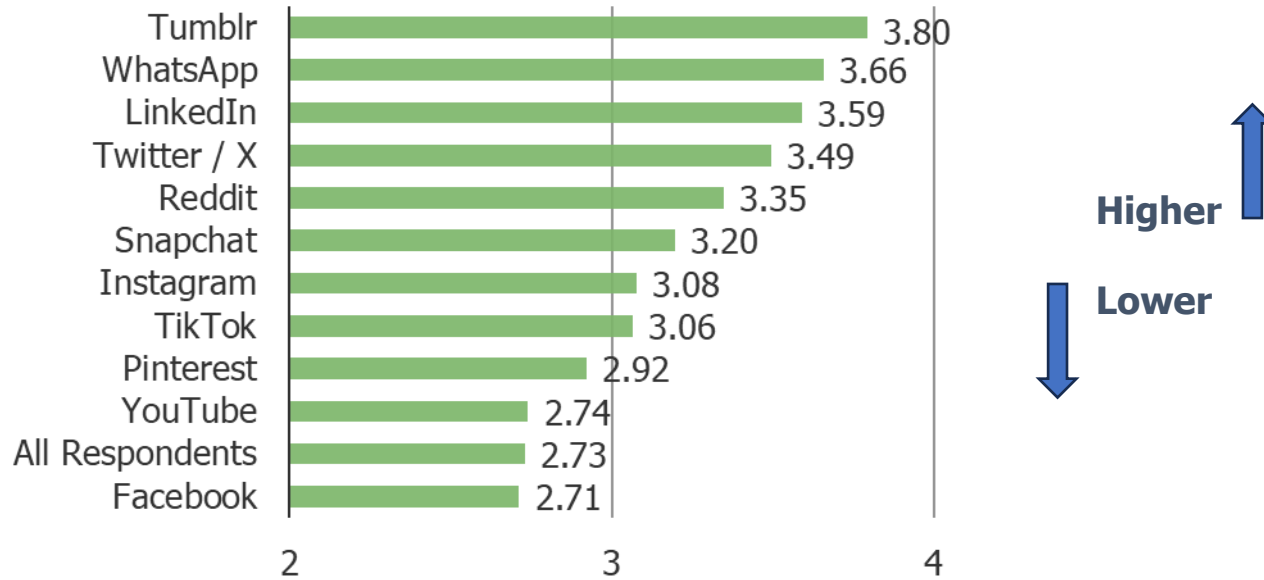
Posed to users of each platform.



	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 or older
Snapchat	17.7%	22.2%	30.7%	14.5%	10.1%	4.0%	0.8%
TikTok	14.9%	19.9%	27.2%	18.2%	13.7%	5.0%	1.1%
Reddit	12.9%	21.2%	29.6%	15.6%	11.2%	6.7%	2.8%
Tumblr	9.1%	18.2%	38.6%	15.9%	6.8%	6.8%	4.6%
WhatsApp	8.1%	17.3%	33.5%	20.2%	10.4%	9.8%	0.6%
Instagram	14.6%	16.8%	23.4%	18.1%	15.9%	8.4%	2.9%
Twitter / X	13.4%	16.5%	26.5%	15.5%	12.7%	11.0%	4.5%
YouTube	10.2%	13.4%	19.7%	19.4%	16.9%	15.5%	4.9%
Pinterest	9.2%	11.8%	20.2%	18.8%	19.5%	16.9%	3.7%
LinkedIn	5.3%	13.7%	25.8%	17.9%	16.8%	13.2%	7.4%
All Respondents	8.9%	12.4%	18.3%	18.2%	17.6%	17.6%	6.9%
Facebook	5.6%	12.9%	19.6%	19.5%	18.2%	17.2%	7.0%

What is your approximate average household income?

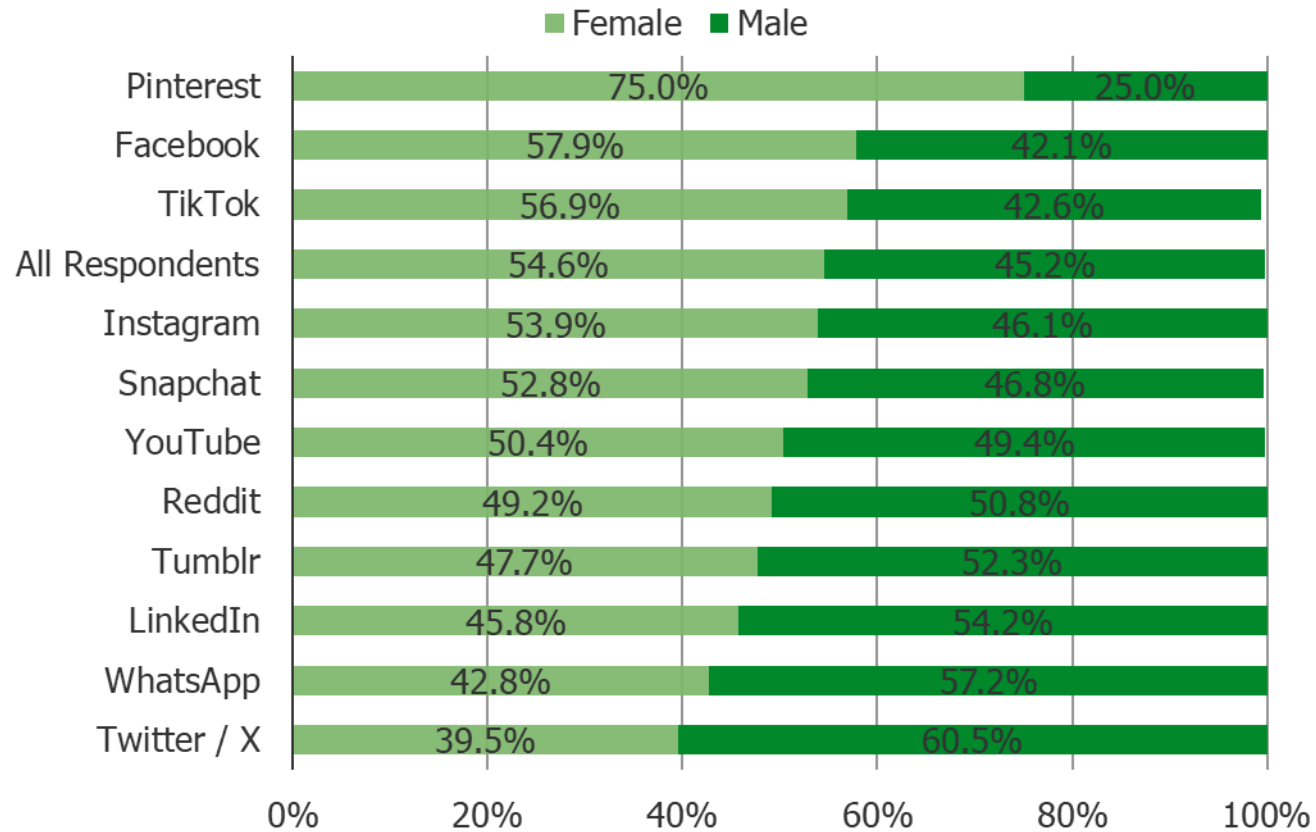
Posed to users of each platform.



	\$0-\$24,999	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$124,999	\$125,000-\$149,999	\$150,000-\$174,999	\$175,000-\$199,999	\$200,000 and up
Facebook	24.7%	33.3%	21.1%	7.9%	4.9%	2.7%	1.9%	0.3%	3.2%
All Respondents	24.6%	32.8%	21.2%	8.3%	4.9%	2.6%	1.9%	0.6%	3.0%
YouTube	24.4%	31.6%	22.5%	8.7%	4.6%	2.7%	2.1%	0.5%	2.9%
Pinterest	22.8%	30.2%	20.2%	10.3%	5.5%	4.4%	2.6%	1.1%	2.9%
TikTok	21.9%	28.9%	19.6%	9.5%	7.6%	4.5%	3.6%	0.6%	3.9%
Instagram	18.8%	30.2%	23.0%	8.8%	7.5%	4.0%	2.9%	0.7%	4.2%
Snapchat	20.6%	27.0%	19.8%	9.7%	8.5%	5.2%	4.8%	0.4%	4.0%
Reddit	20.1%	26.3%	16.2%	13.4%	6.7%	6.7%	4.5%	0.6%	5.6%
Twitter / X	15.1%	30.2%	18.9%	9.3%	7.6%	5.8%	4.8%	0.7%	7.6%
LinkedIn	12.6%	27.9%	23.7%	9.5%	5.3%	6.8%	5.8%	2.1%	6.3%
WhatsApp	14.5%	25.4%	21.4%	11.0%	6.4%	6.4%	5.8%	1.2%	8.1%
Tumblr	15.9%	27.3%	15.9%	6.8%	4.6%	11.4%	9.1%	2.3%	6.8%

What is your gender?

Posed to users of each platform.



Which of the following best describes how often you use AI chatbots (ChatGPT, Grok, Bard, Claude, etc)

Posed to users of each platform.

- I use them regularly
- I use them occasionally
- I've tried them, but don't use them anymore
- I've heard of them, but haven't used them
- I have never heard of them

