

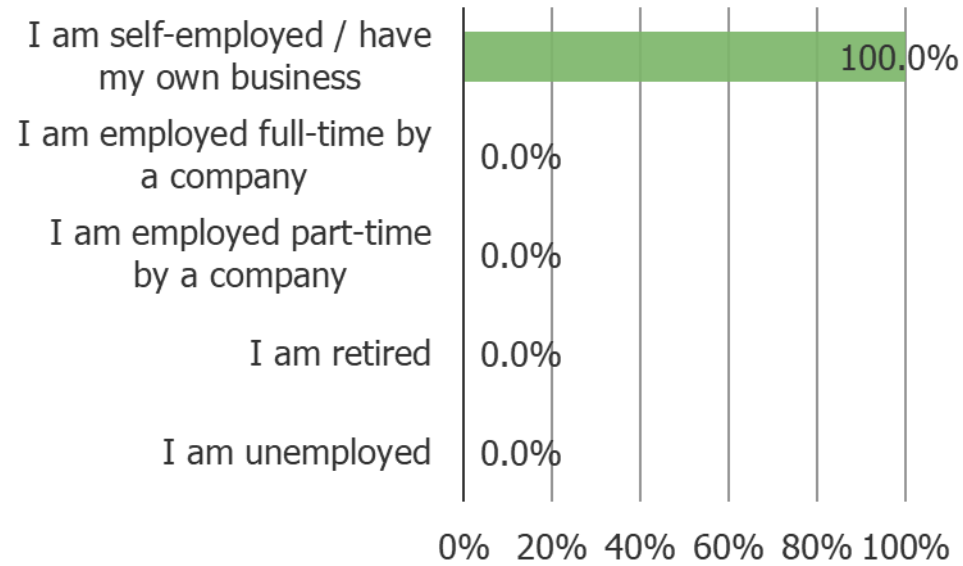
Bespoke Market Intelligence

Reddit SMB Survey

March 2024

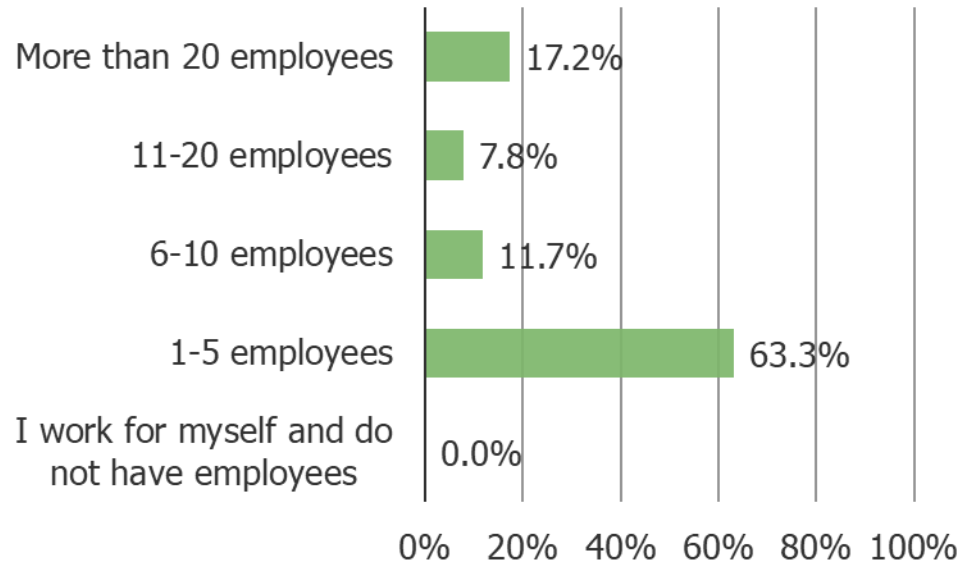
Which of the following best describes you:

Posed to all respondents. (N=128)



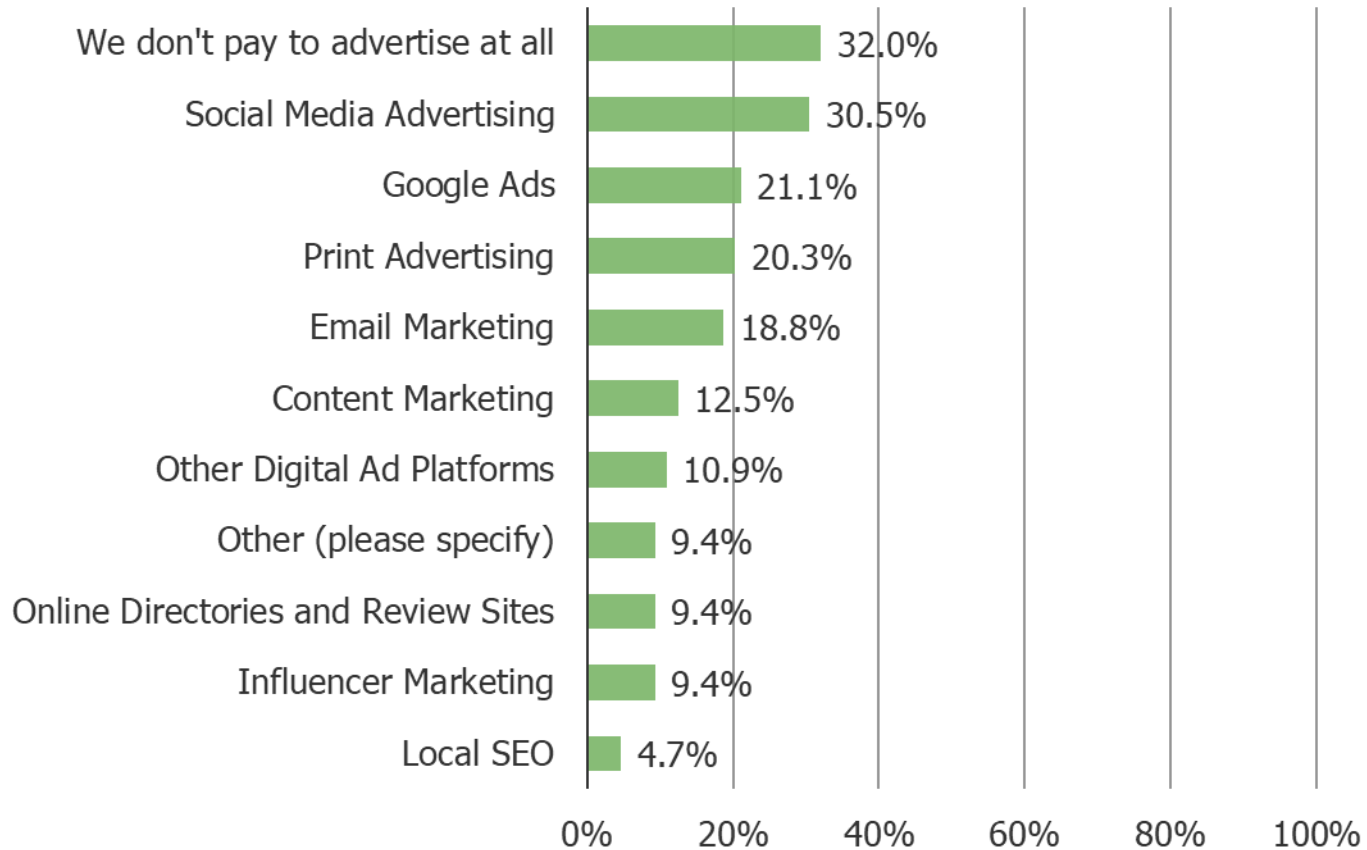
How many employees does your company have?

Posed to all respondents who are self-employed. (N=128)



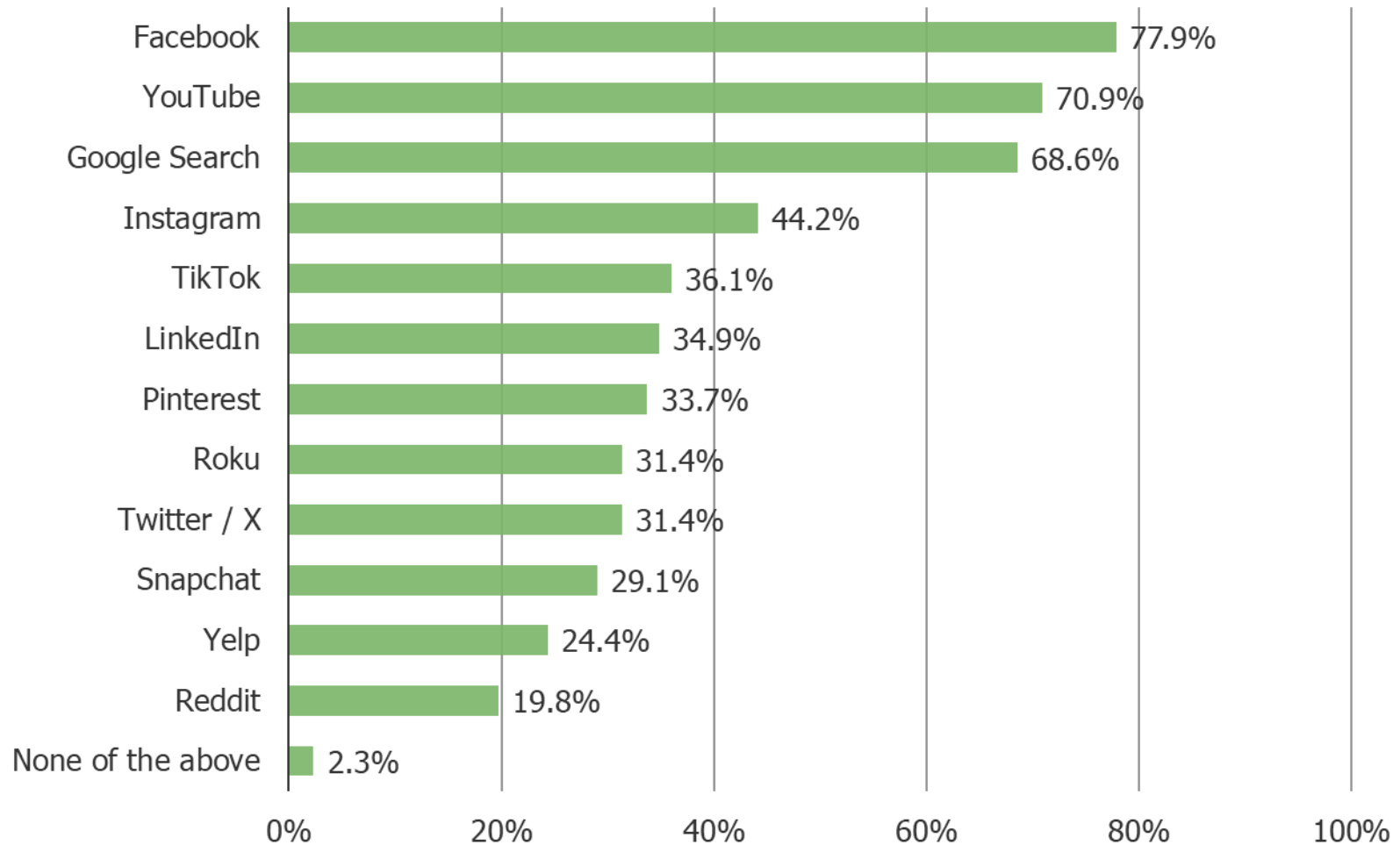
Does your firm pay to advertise in any of the following ways? Select all that apply

Posed to all respondents who are self-employed and have one or more employees. (N=128)



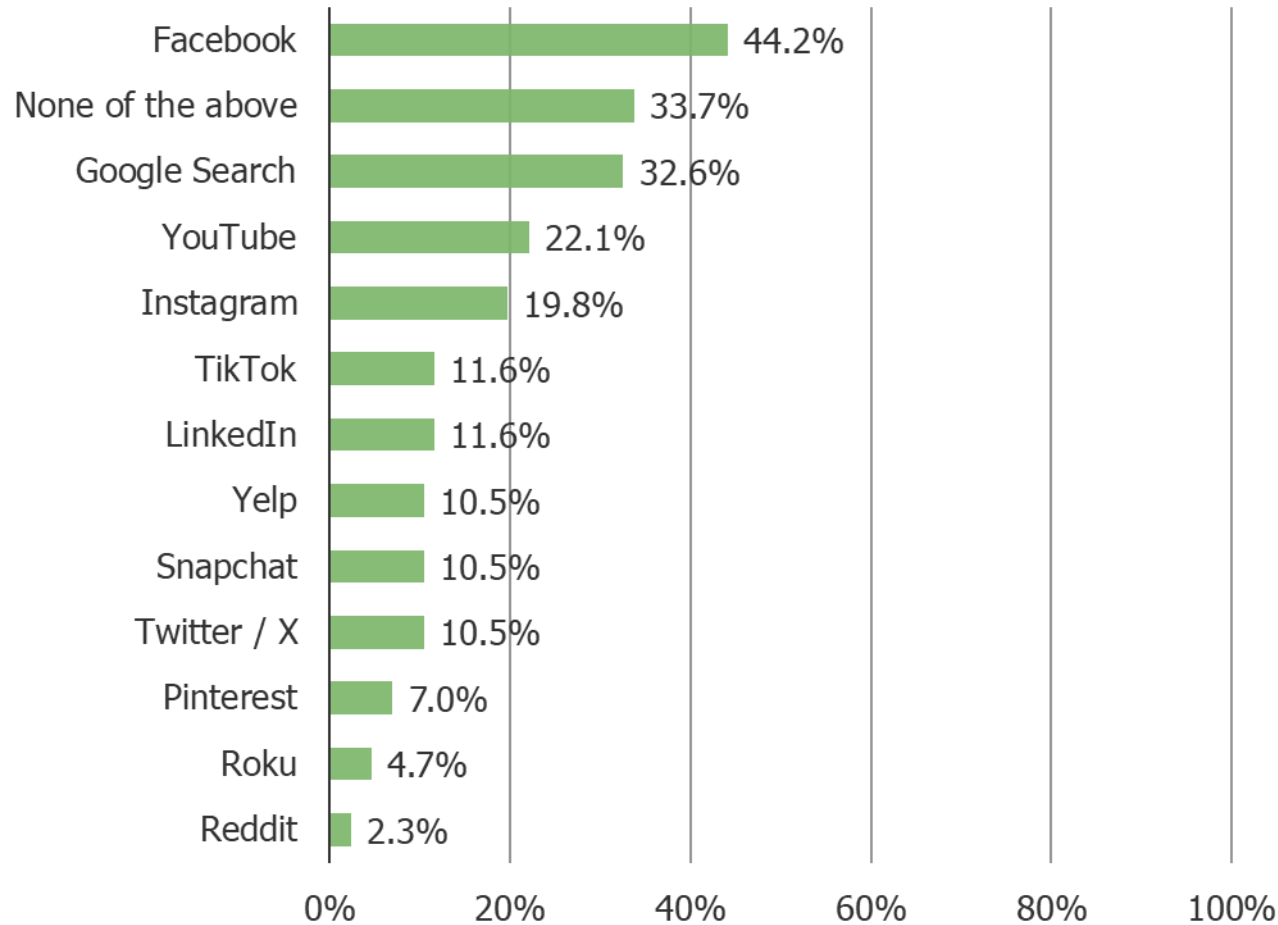
Do you personally regularly or occasionally use any of the following? Select all that apply

Posed to all respondents who are self-employed and have one or more employees. (N=128)



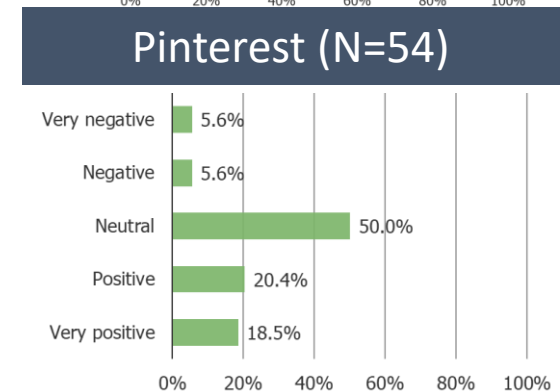
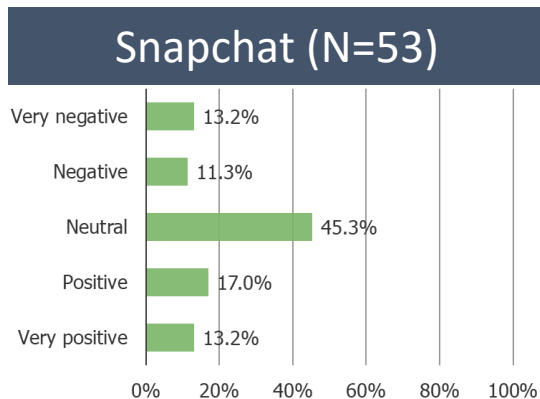
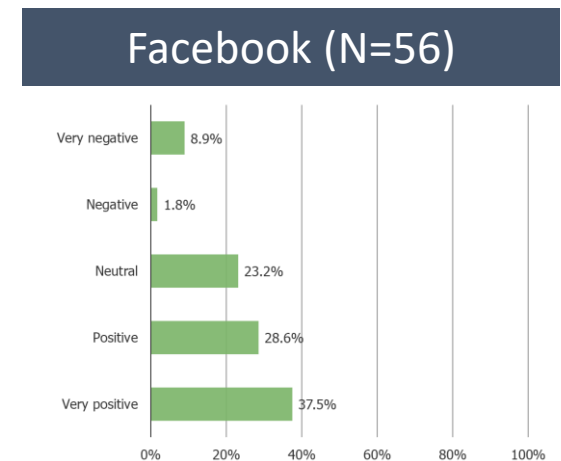
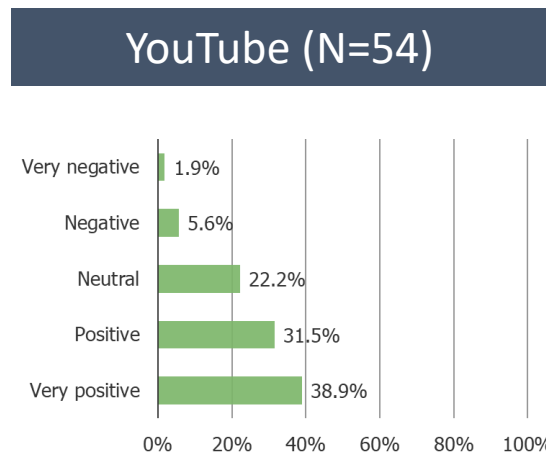
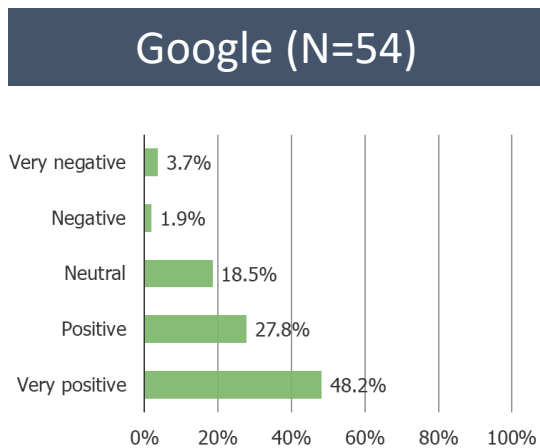
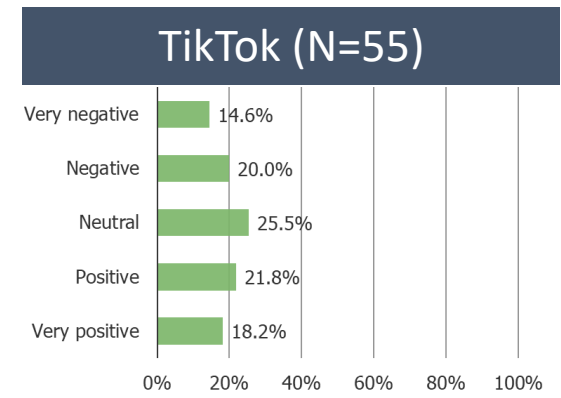
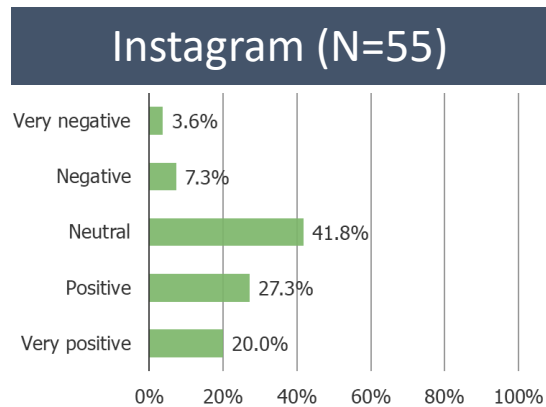
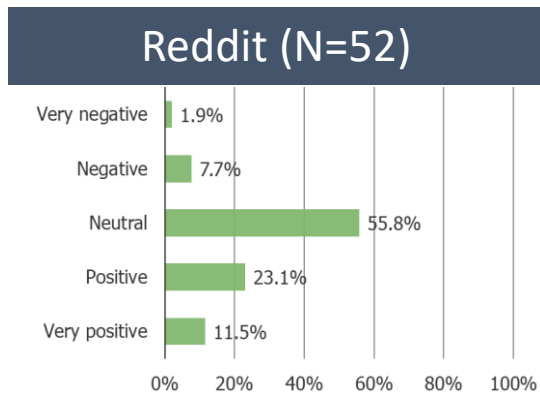
Does your firm currently pay to have advertising campaigns on any of the following platforms? Select ALL that apply

Posed to all respondents who are self-employed and have one or more employees. (N=128)



What is your overall opinion of ... as a platform?

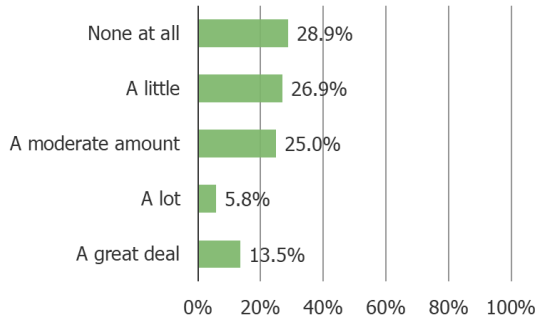
Posed to SMB owners whose company pays to advertise on social media.



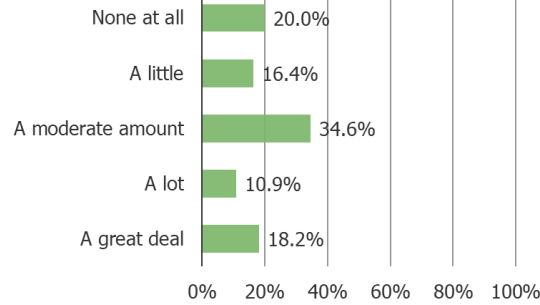
How much interest do you have in advertising with...?

Posed to all respondents.

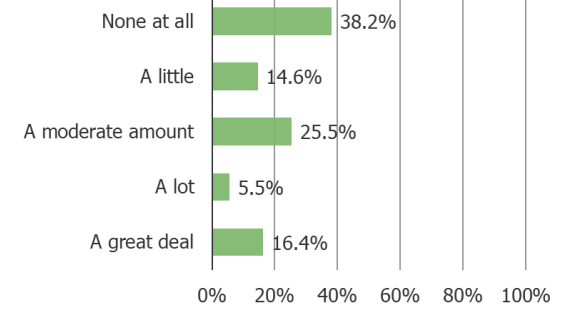
Reddit (N=52)



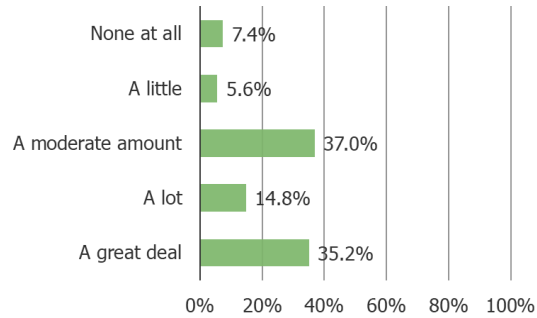
Instagram (N=55)



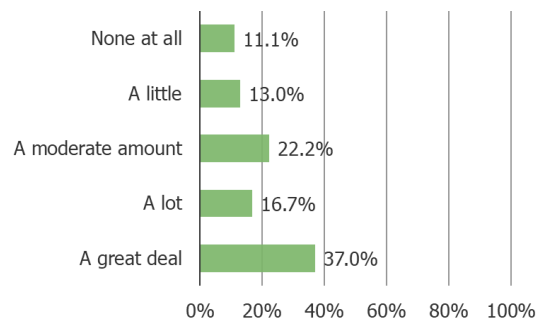
TikTok (N=55)



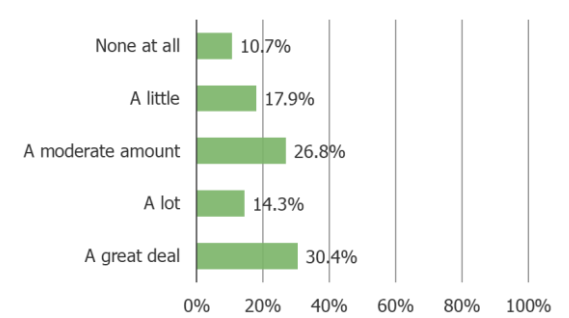
Google (N=54)



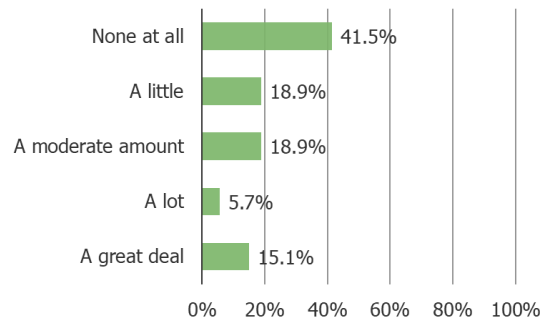
YouTube (N=54)



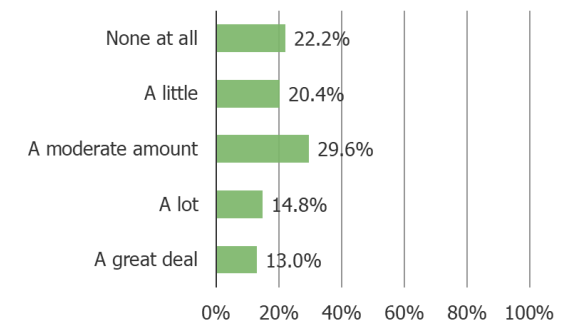
Facebook (N=56)



Snapchat (N=53)

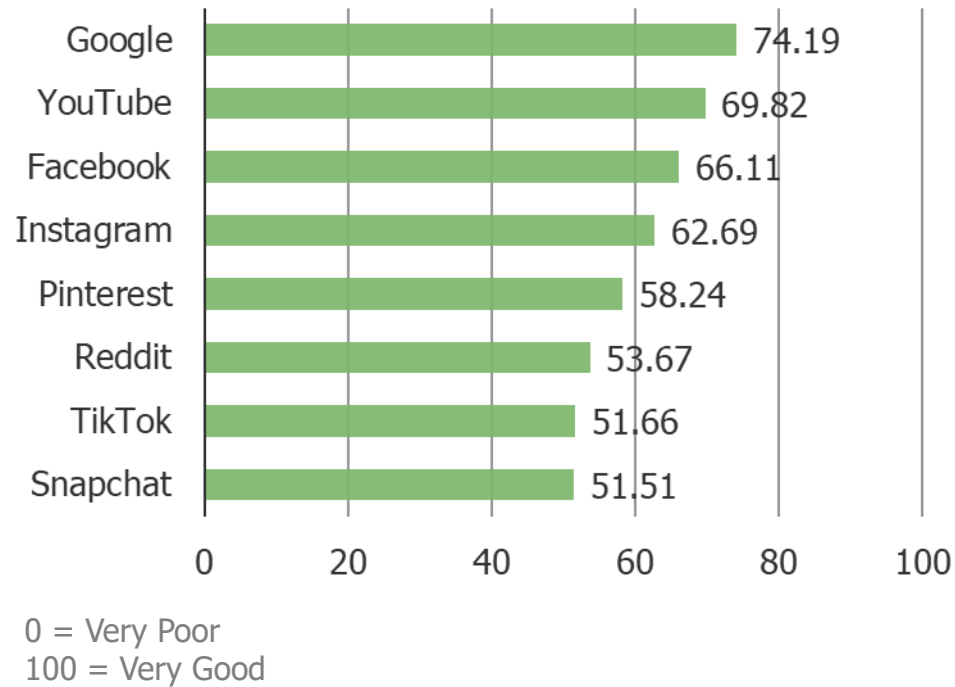


Pinterest (N=54)



If you decided to pay to advertise on ..., what kind of ROI do you think you would see?

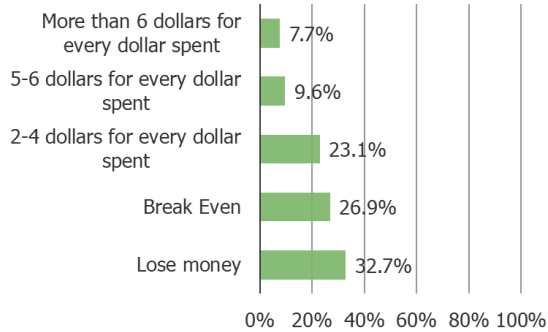
Posed to all respondents.



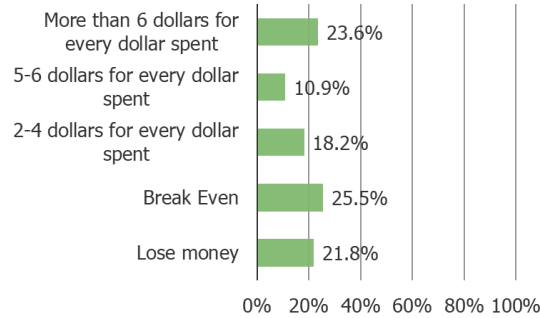
If you were to pay to advertise on ..., what would you expect your return on ad spend to be?

Posed to all respondents.

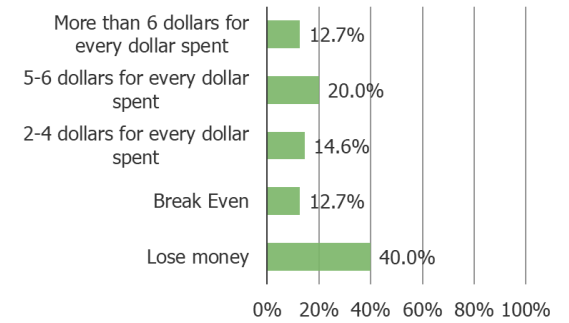
Reddit (N=52)



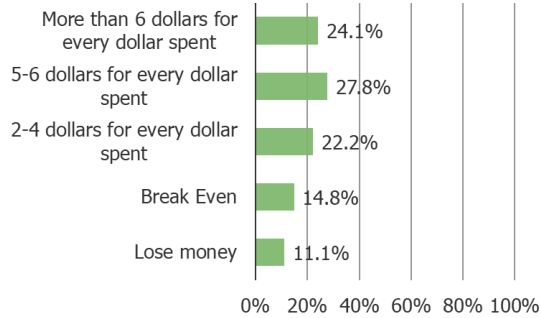
Instagram (N=55)



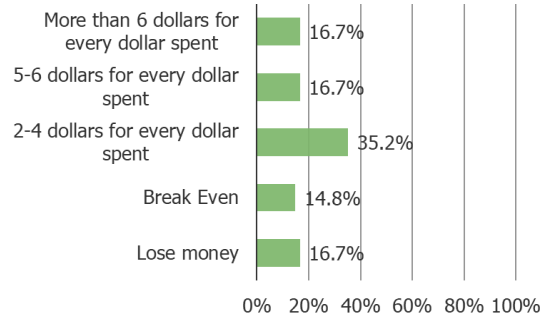
TikTok (N=55)



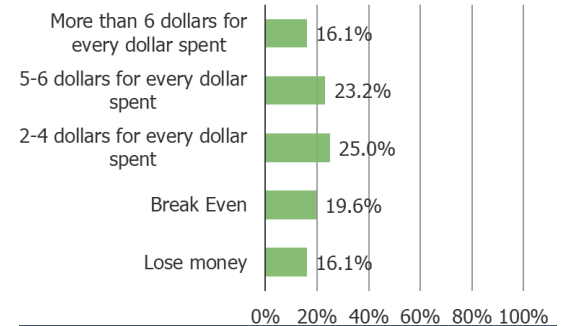
Google (N=54)



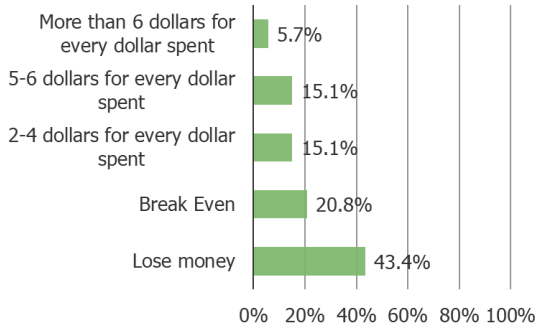
YouTube (N=54)



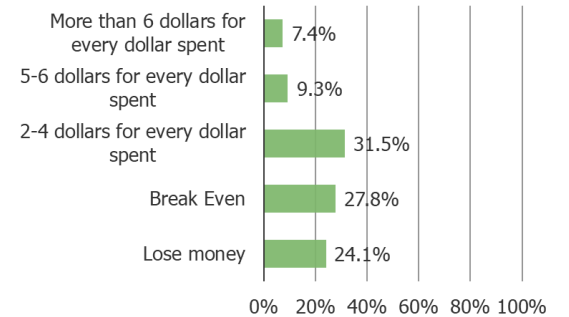
Facebook (N=56)



Snapchat (N=53)

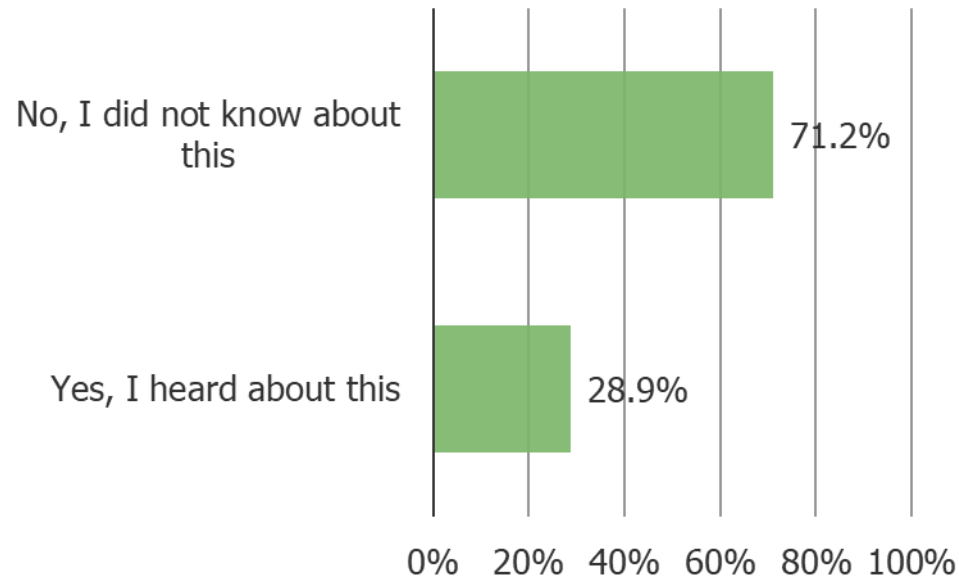


Pinterest (N=54)



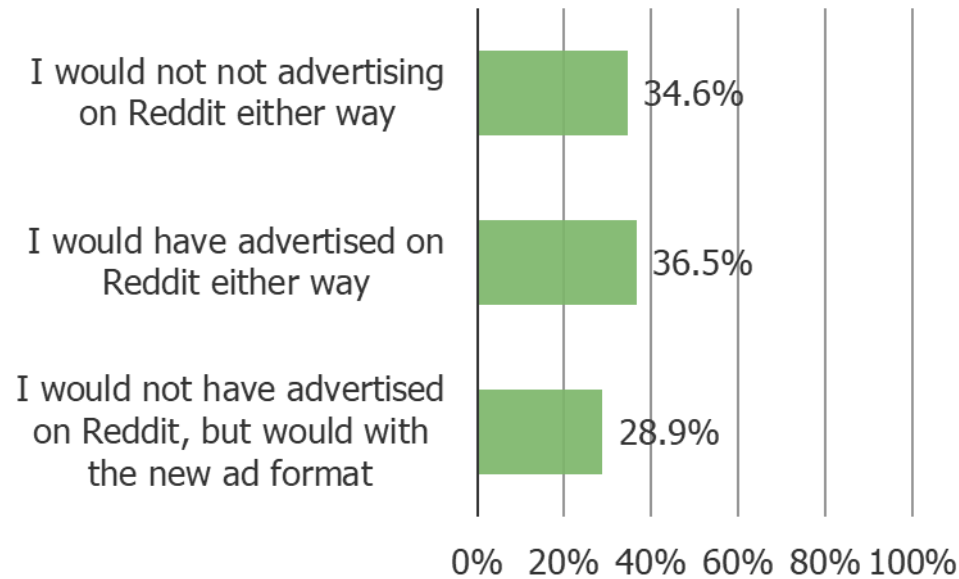
Did you know that Reddit recently introduced a new ad format that looks similar to posts made by users on the platform, called "free-form ads"?

Posed to all respondents. (N=52)



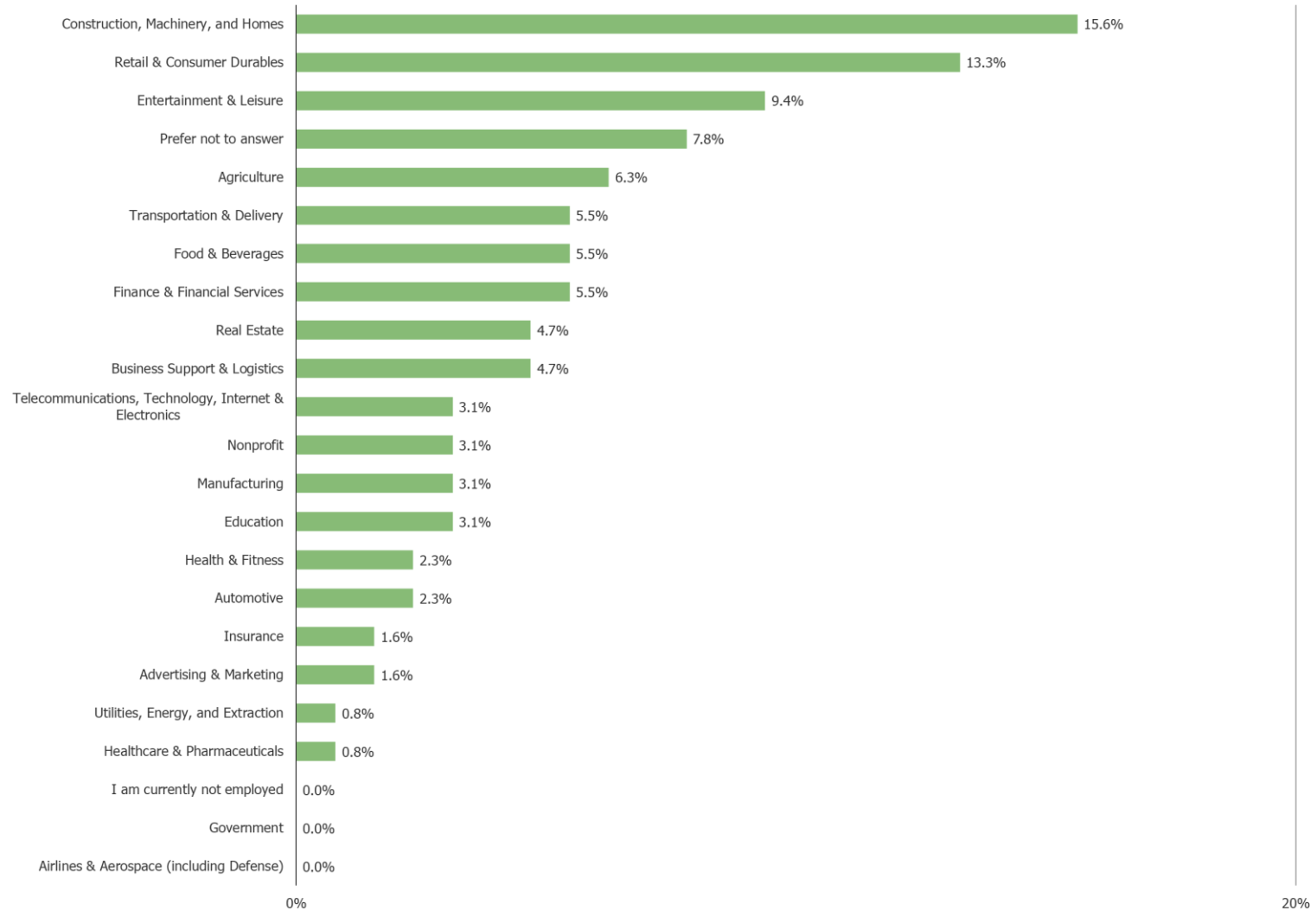
Would the new Reddit ad format designed to feel similar to the content users share with each other on Reddit make you more or less likely to advertise on Reddit?

Posed to all respondents. (N=52)



Which of the following best describes the principal industry of your organization?

Posed to all respondents. (N=128)



What is your company's annual revenue?

Posed to all respondents. (N=128)

