

Bespoke Survey Research

April 2024

Social Media

Volume 43 | Quarterly Survey

1,000 US Consumers Balanced To Census

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

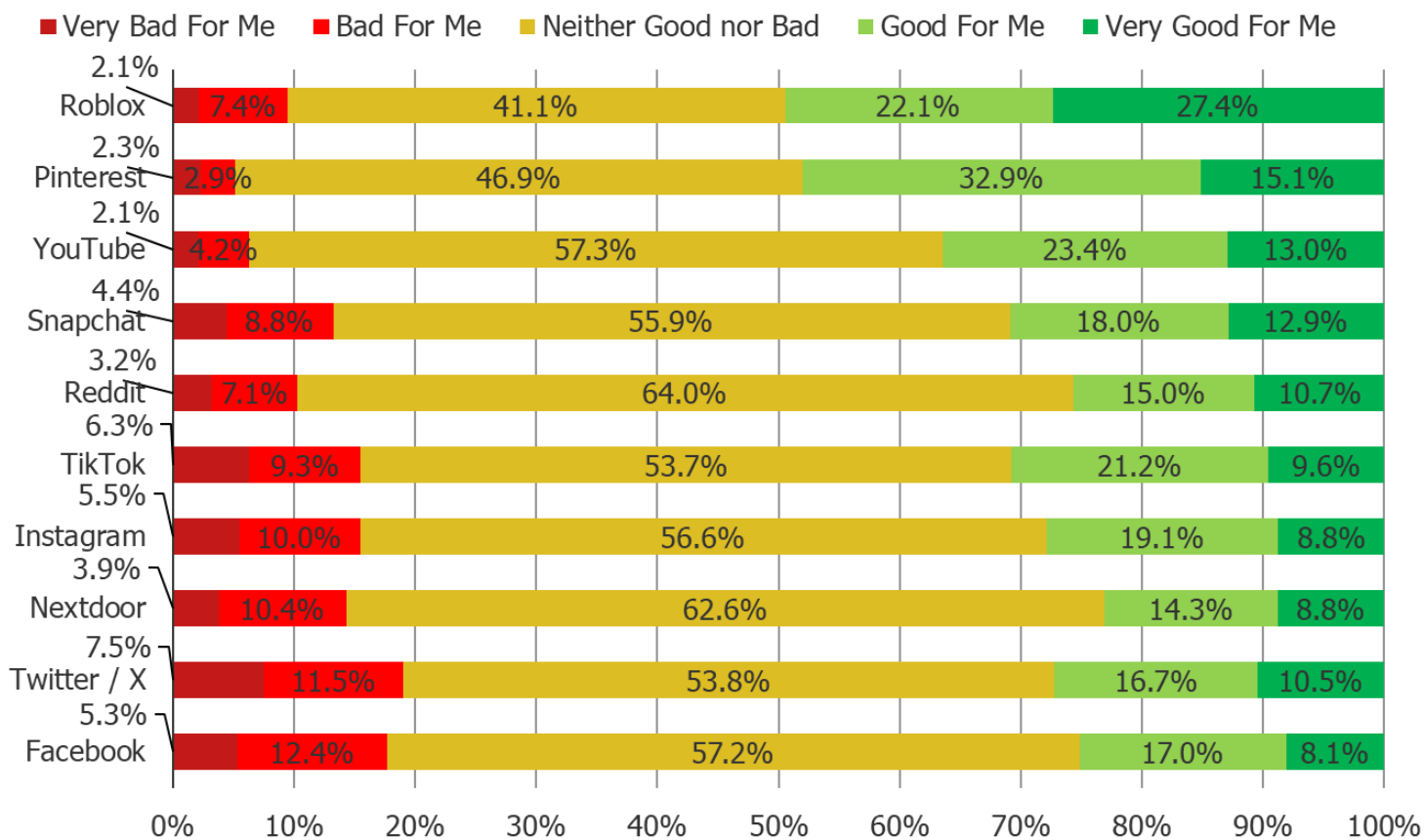
Key Takeaways:

- ❑ Of the platforms we test, users of Roblox, Pinterest, and YouTube offer the most favorable feedback when it comes to user assessment of whether platforms are good or bad for their mental health. Facebook and Twitter fared the worst in this KPI. In general, across platforms, 18-24 year-old users and older users (65+) were more likely to view platforms as bad for their mental health.
- ❑ Among parents with children under 18, 78.2% would give them consent to use social media at 15 or 16 years of age. 81.4% of parents support laws that prohibit children 14 and under from using social media and with requirements that 15 and 16 year-olds obtain parental consent.
- ❑ On balance, consumers are more likely to think social media is less enjoyable to use during presidential elections (41.3% said less enjoyable, vs. 14.6% who said more enjoyable). Users of each platform offer mixed feedback related to whether their usage will increase or decrease during the months leading up to the presidential election.
- ❑ TikTok and YouTube users are the most likely to feel they are addicted to using the app. Pinterest and Reddit users are the least likely to say they feel they are addicted to using the app. Among users of platforms that we test, YouTube, Roblox, and TikTok users would feel the greatest negative impact if those platforms went out of existence today.
- ❑ Self-reported social media usage pulled back a touch this quarter, but the data remains well above pre 2023 levels and is still near series highs.
- ❑ Consumer interest in being verified on social media is relatively low and has remained that way over time.
- ❑ Users of Roblox, Snapchat, and TikTok are more likely to be interested in paying for premium features compared to users of other platforms.
- ❑ Consumer concern about privacy issues with social media apps have largely subsided over time.
- ❑ Instagram has made some sentiment-based gains against TikTok in recent quarters.

RECENTLY ADDED QUESTIONS

IN YOUR OPINION, ARE THE FOLLOWING GOOD OR BAD FOR YOUR MENTAL HEALTH?

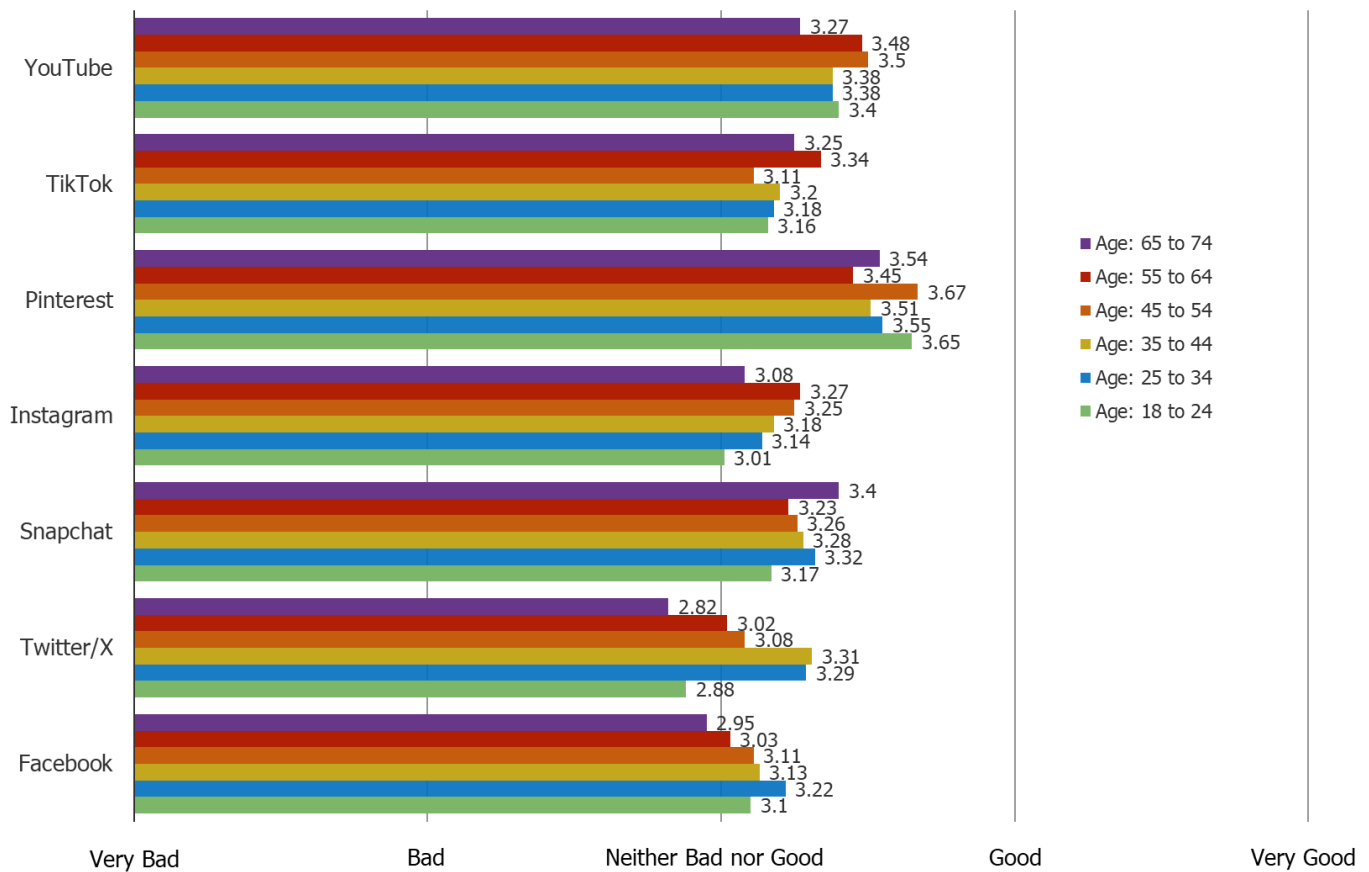
Posed to respondents who use each of the below.



	N =
Facebook	753
Twitter / X	305
Nextdoor	182
Instagram	491
TikTok	335
Reddit	253
Snapchat	272
YouTube	794
Pinterest	350
Roblox	95

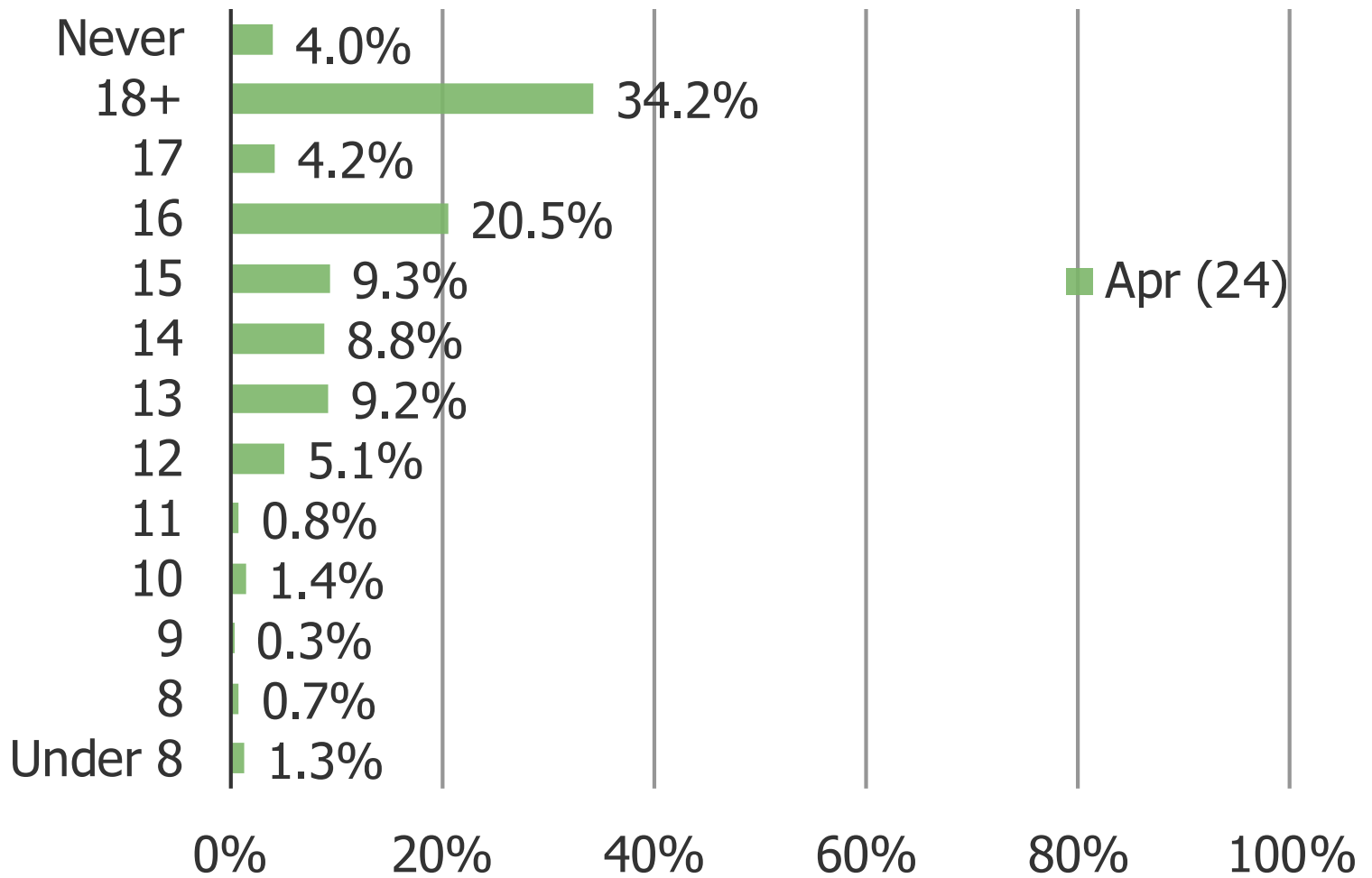
IN YOUR OPINION, ARE THE FOLLOWING GOOD OR BAD FOR YOUR MENTAL HEALTH?

Posed to respondents who use each of the below, cross-tabbed by age.



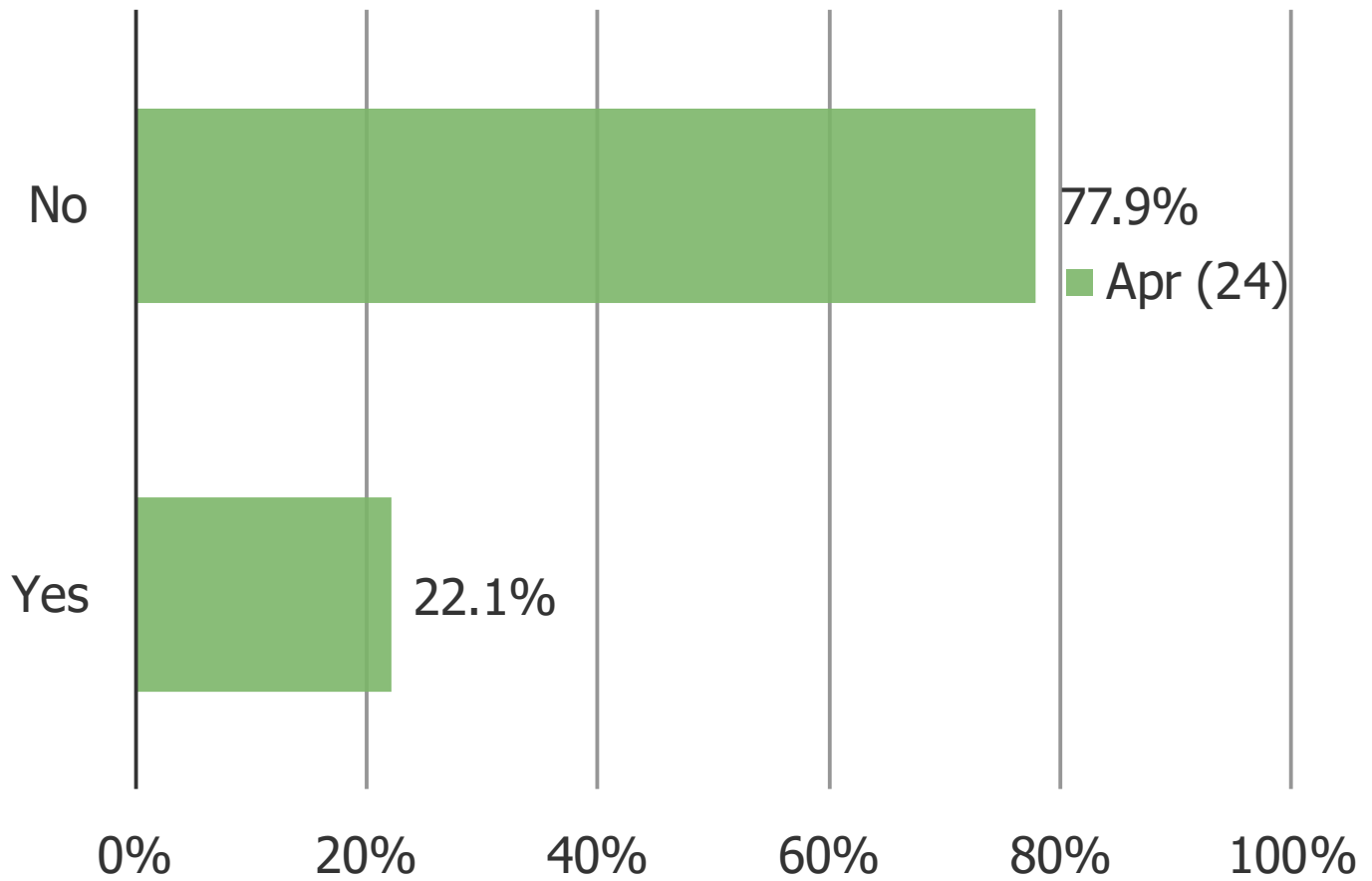
IN YOUR OPINION, AT WHAT AGE IS IT APPROPRIATE FOR PEOPLE TO START USING SOCIAL MEDIA APPS?

Posed to all respondents.



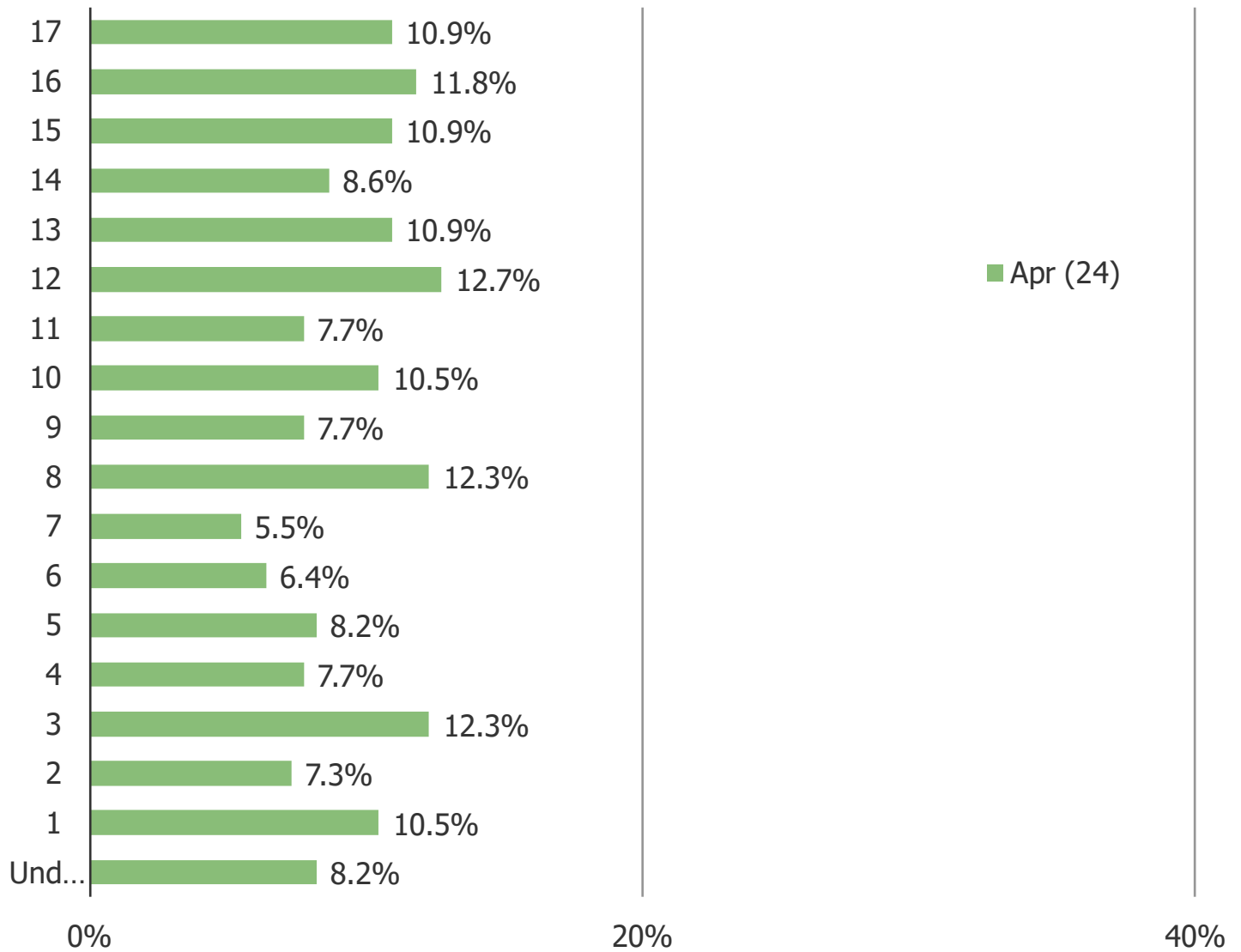
DO YOU HAVE CHILDREN UNDER THE AGE OF 18?

Posed to all respondents.



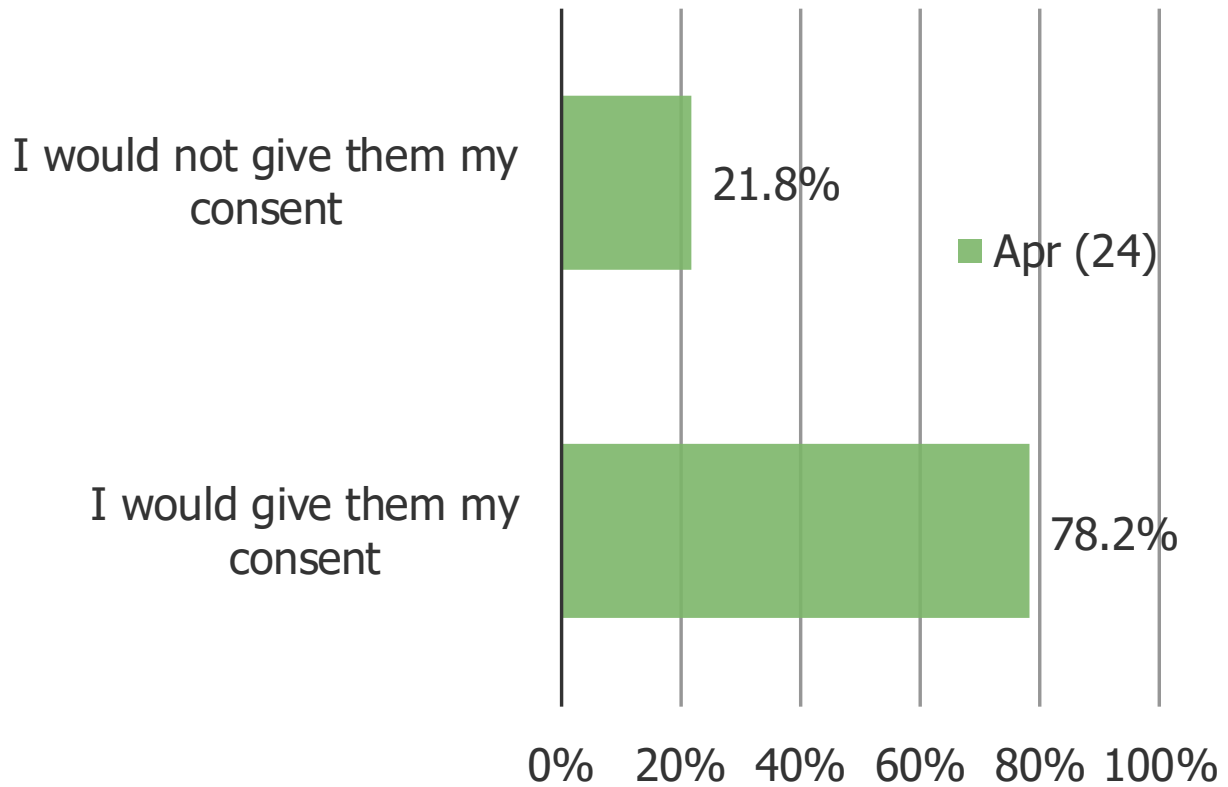
WHAT AGE IS YOUR CHILD(REN)? IF YOU HAVE MORE THAN ONE CHILD UNDER 18, SELECT AS MANY THAT APPLY

Posed to respondents who have children under the age of 18 (N = 220).



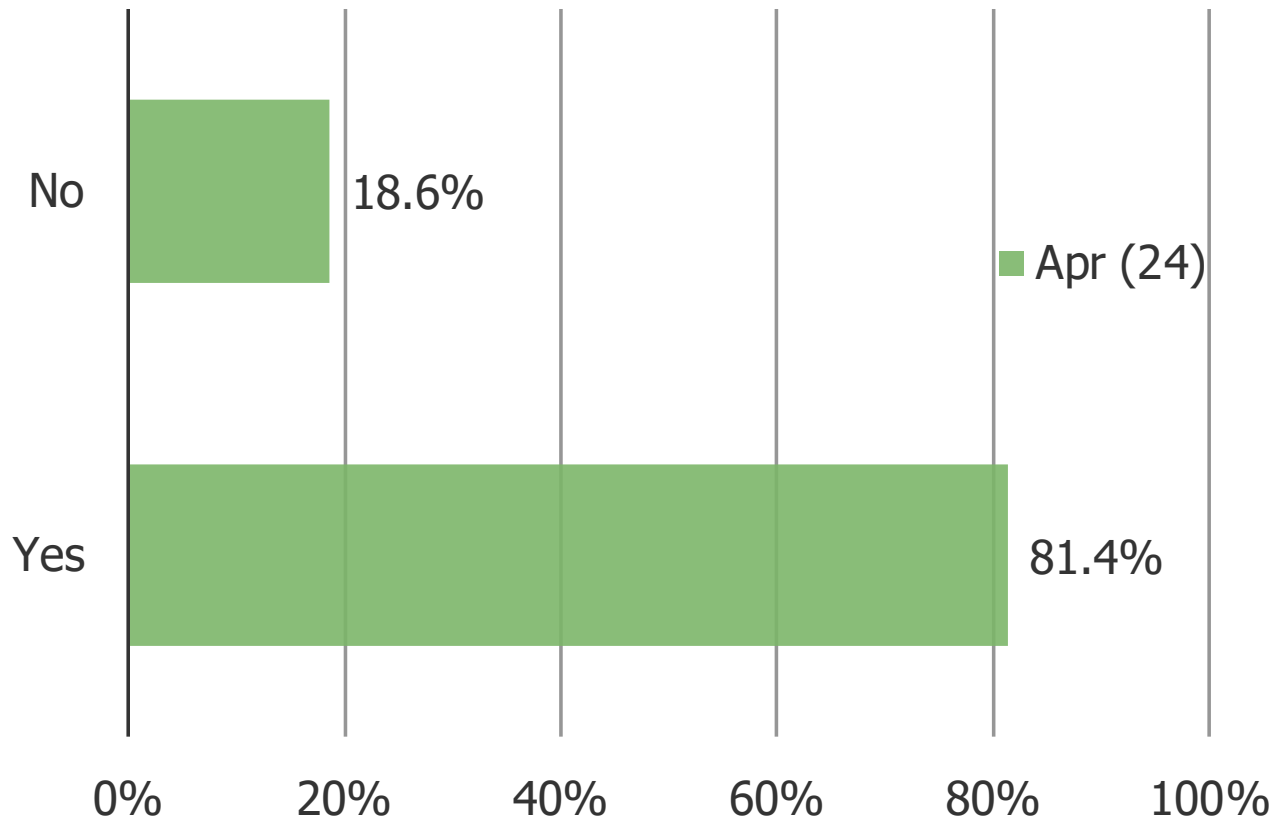
IF YOUR 15 OR 16 YEAR-OLD NEEDED PARENTAL CONSENT TO USE SOCIAL MEDIA, WOULD YOU....?

Posed to respondents who have children under the age of 18 (N = 220).



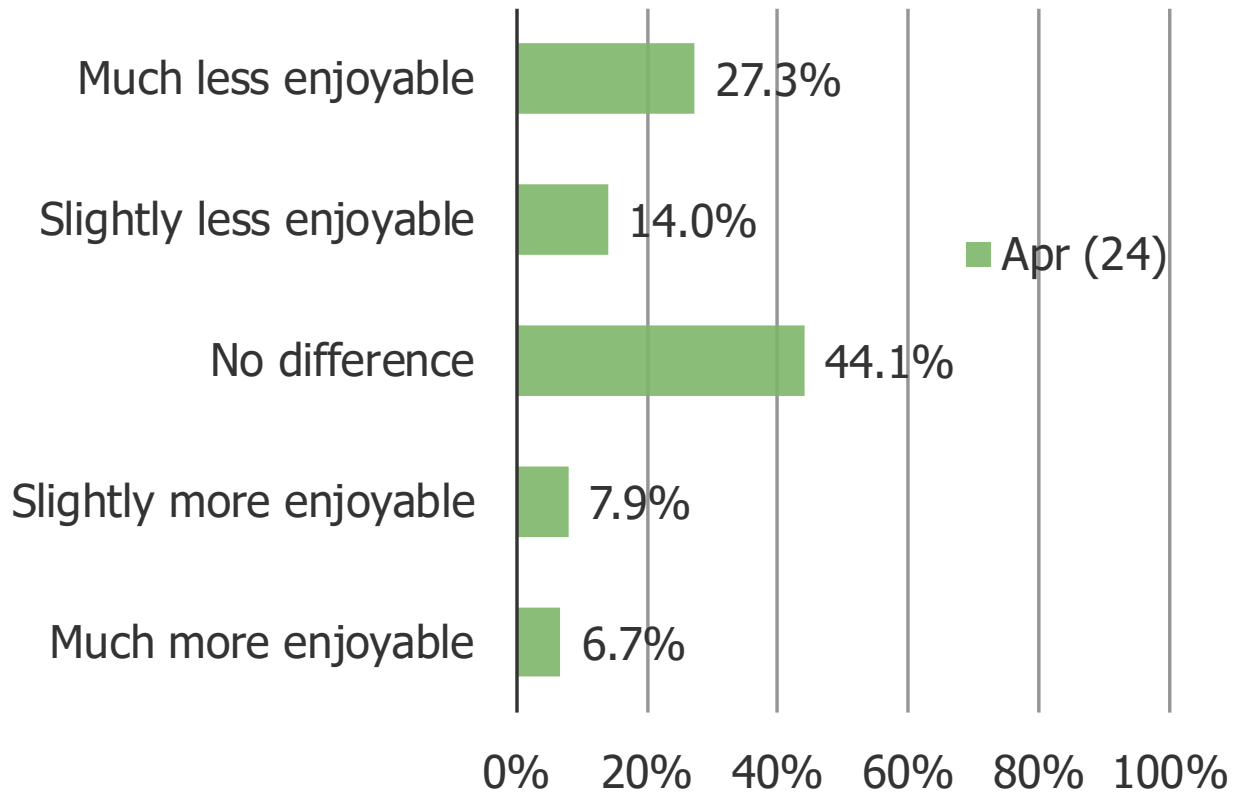
WOULD YOU SUPPORT LAWS THAT PROHIBIT CHILDREN 14 AND UNDER FROM USING SOCIAL MEDIA AND REQUIRE 15 AND 16 YEAR-OLDS TO OBTAIN PARENTAL CONSENT IN ORDER TO USE SOCIAL MEDIA?

Posed to respondents who have children under the age of 18 (N = 220).



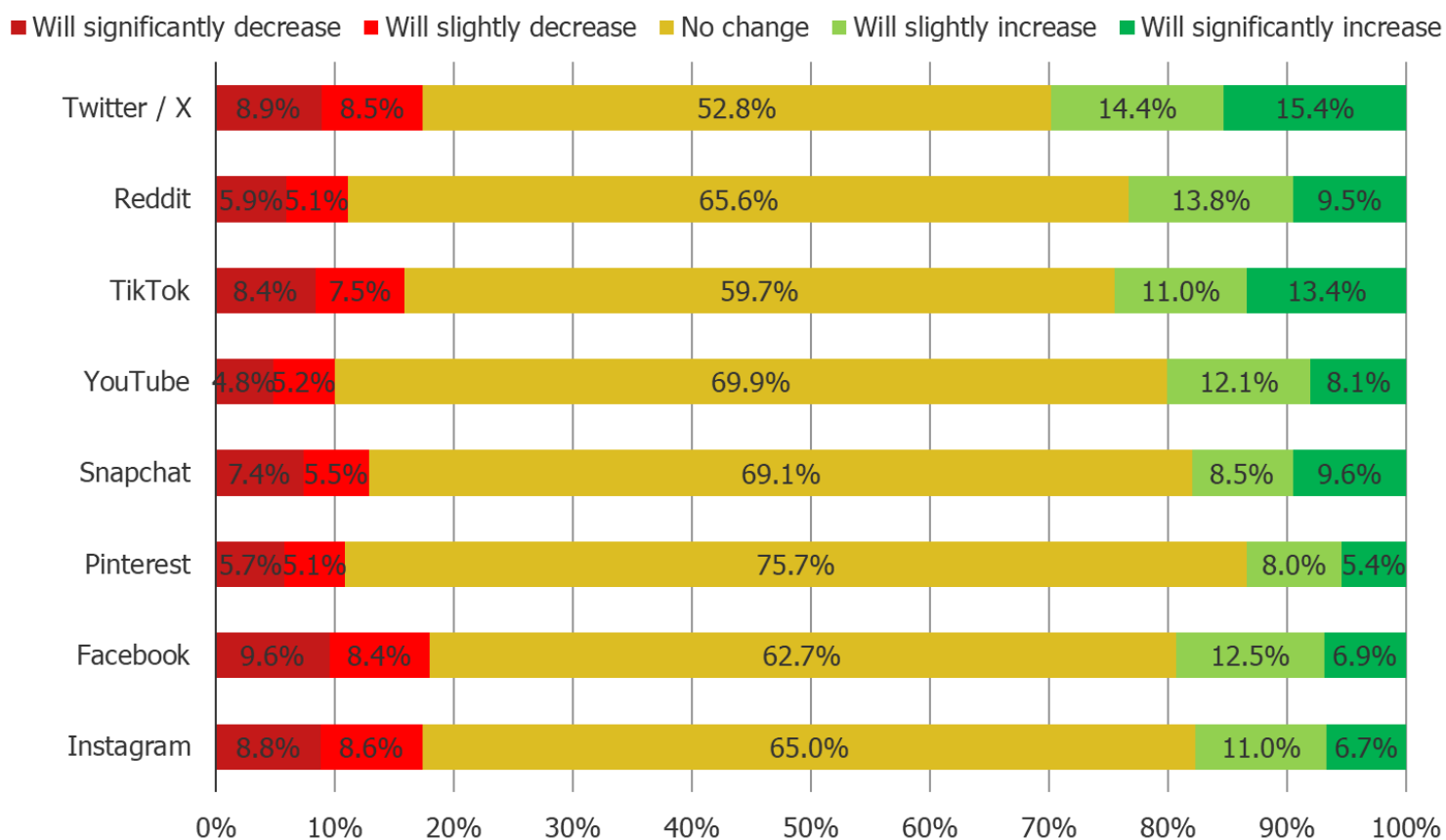
IN YOUR OPINION, ARE SOCIAL MEDIA APPS MORE OR LESS ENJOYABLE DURING PRESIDENTIAL ELECTIONS?

Posed to all respondents.



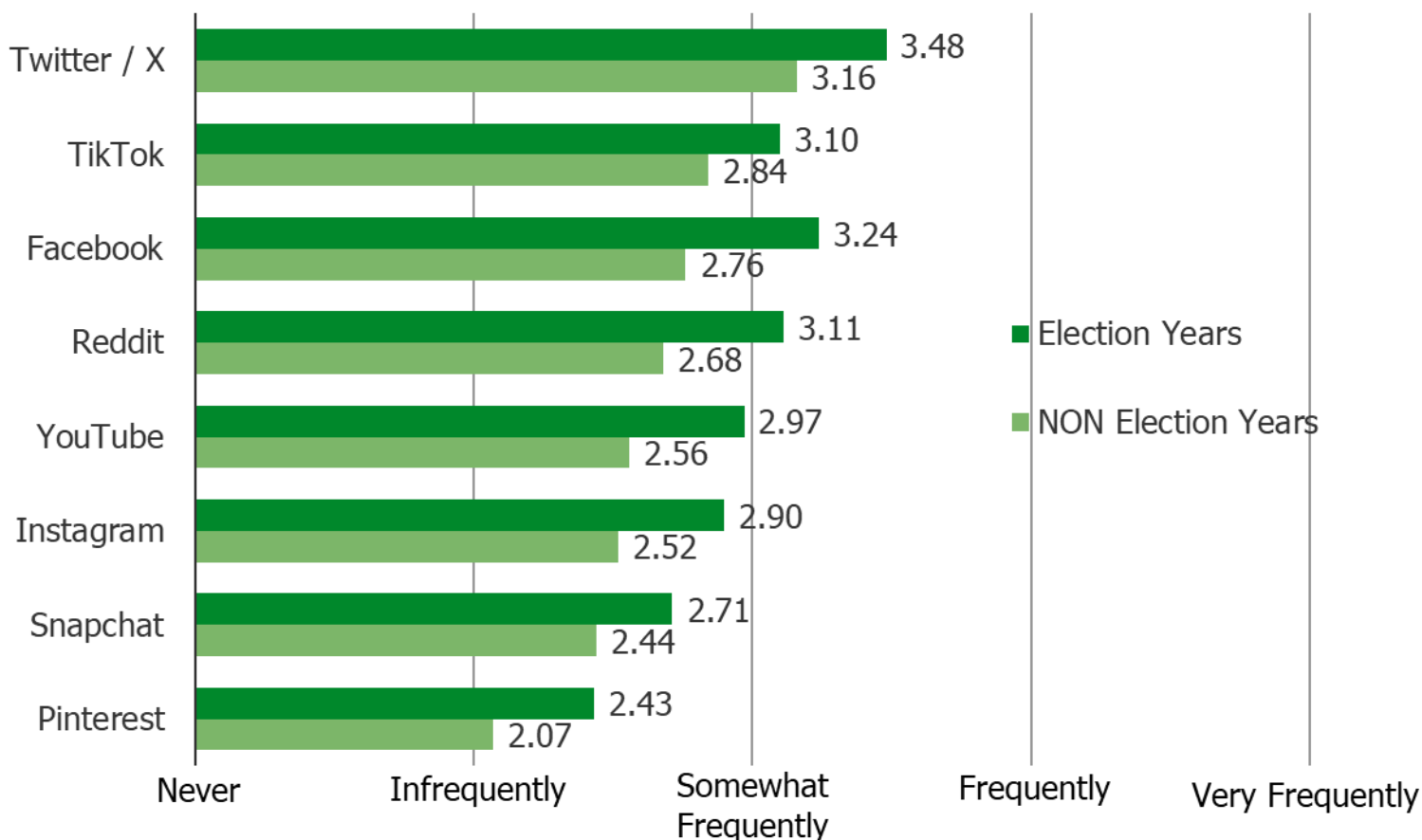
DO YOU THINK YOUR USAGE OF THE FOLLOWING WILL INCREASE OR DECREASE DURING THE MONTHS LEADING UP TO THE US PRESIDENTIAL ELECTION IN 2024?

Posed to respondents who use each of the below.



HOW OFTEN DO YOU THINK YOU ENCOUNTER POLITICS / POLITICAL RELATED CONTENT ON THE FOLLOWING PLATFORMS DURING NON ELECTION YEARS / ELECTION YEARS?

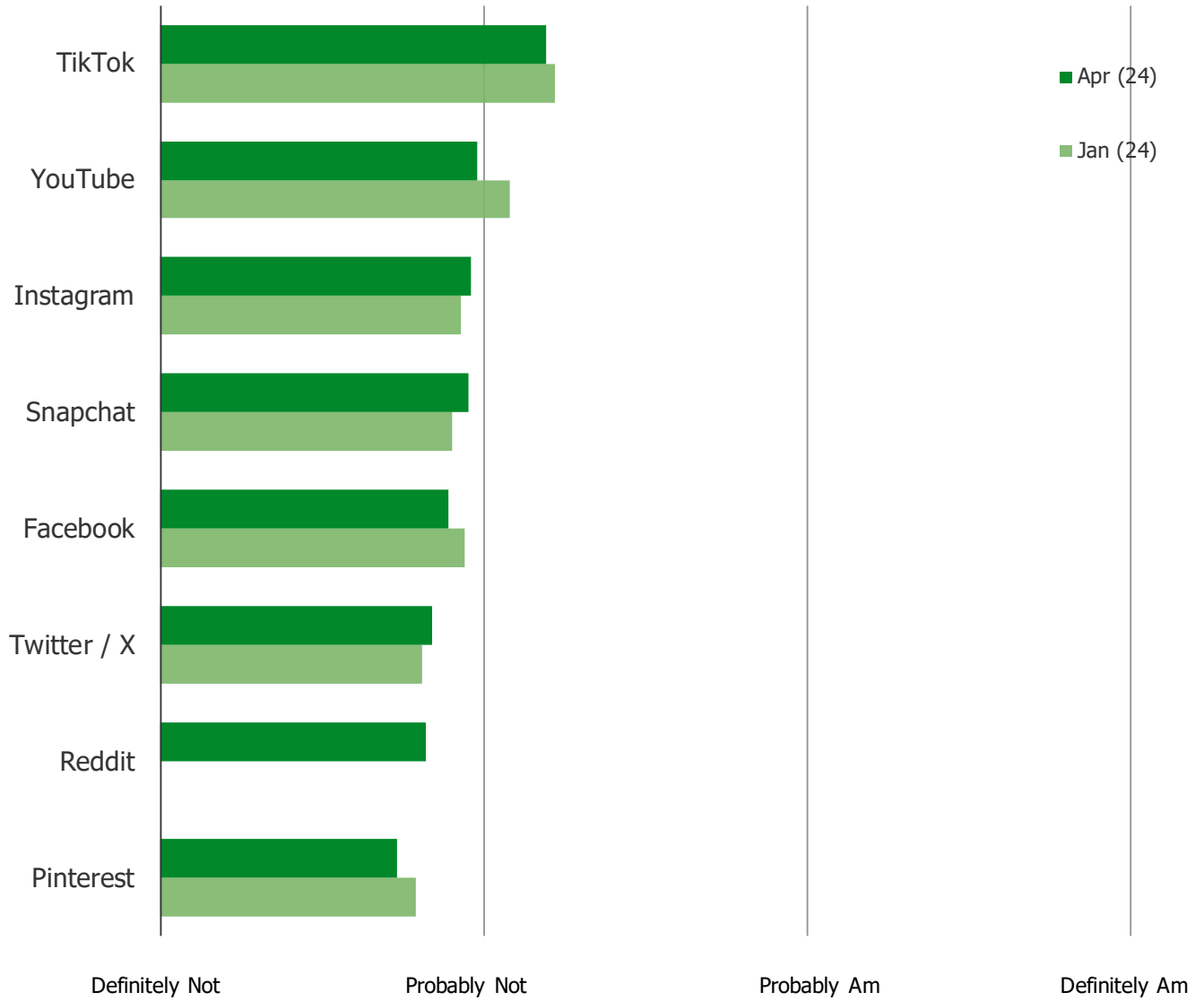
Posed to respondents who use each of the below.



	N =
YouTube	794
Facebook	753
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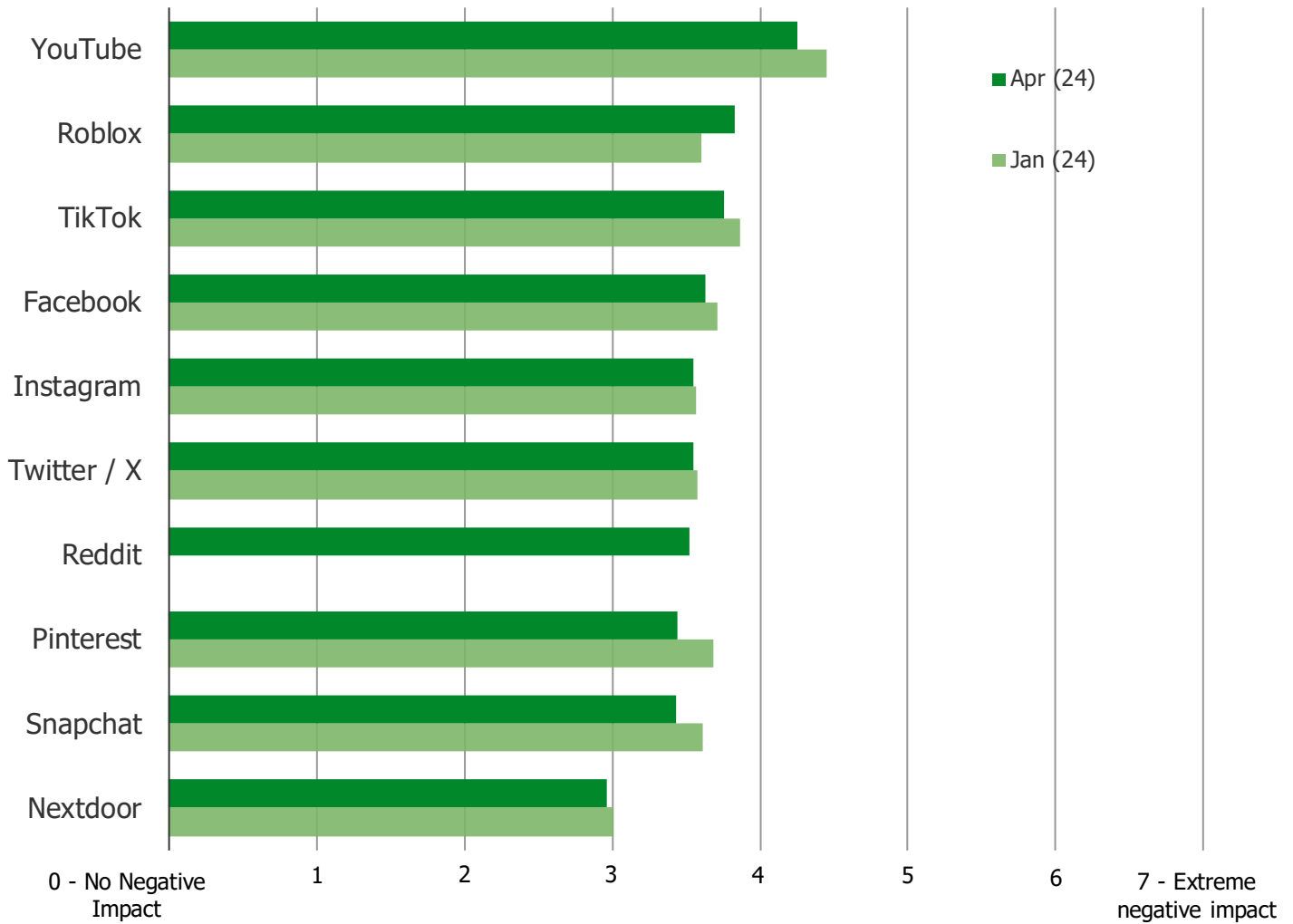
DO YOU FEEL LIKE YOU ARE ADDICTED TO USING THIS APP?

Posed to respondents who use each of the below.



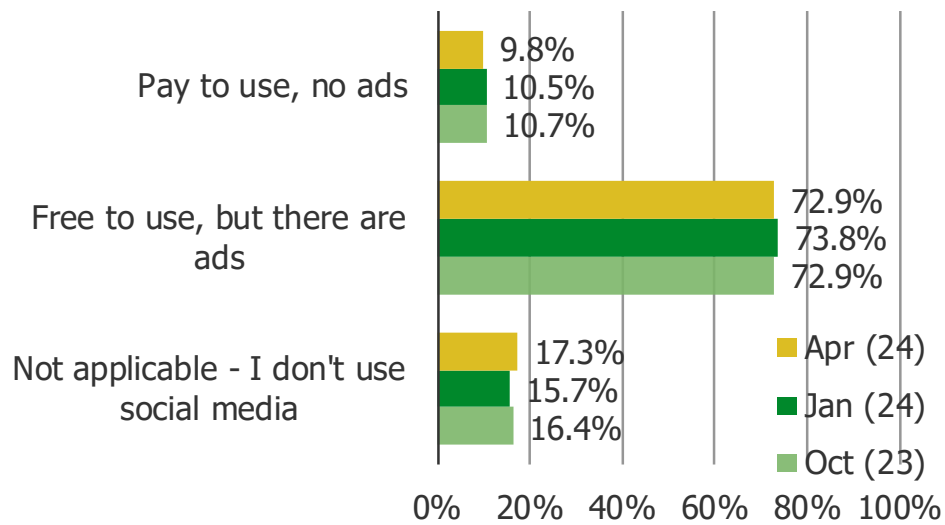
WHAT KIND OF AN IMPACT WOULD THERE BE ON YOUR LIFE IF THE FOLLOWING WENT OUT OF EXISTENCE?

Posed to respondents who use the below.



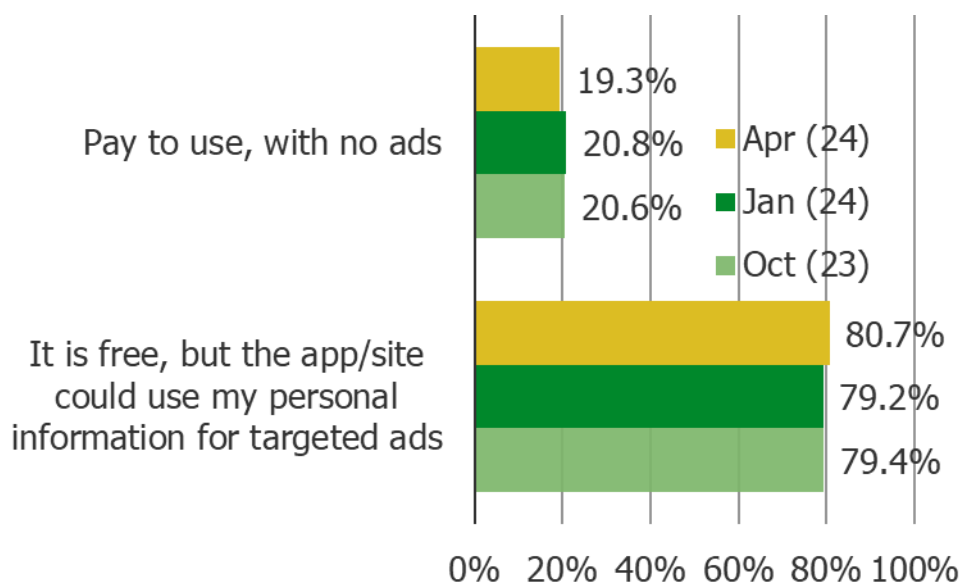
THINKING ABOUT YOUR SOCIAL MEDIA USAGE, WHICH WOULD BE PREFERABLE?

This question was posed to all respondents.



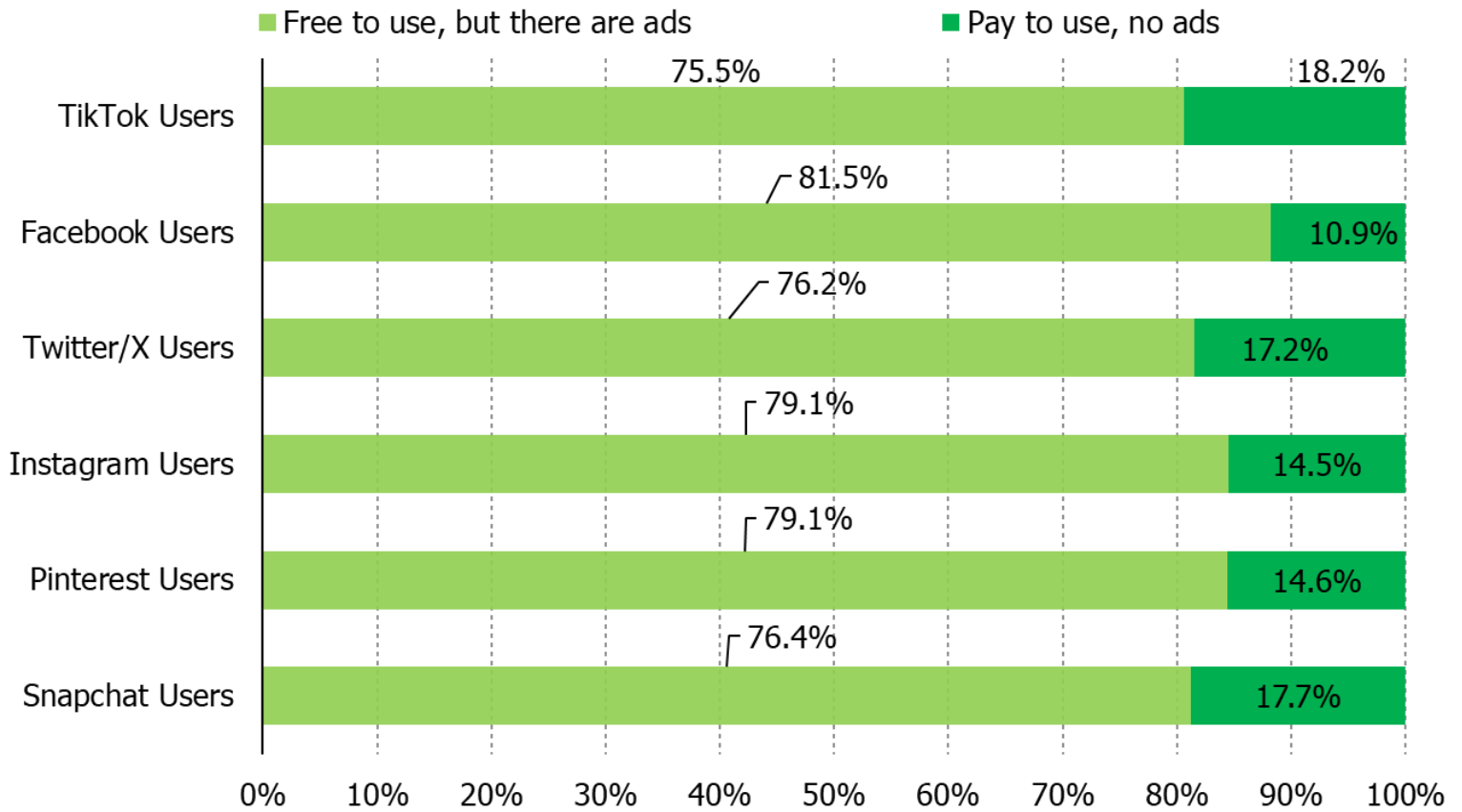
THINKING ABOUT YOUR SOCIAL MEDIA USAGE, WHICH WOULD BE PREFERABLE?

This question was posed to respondents who use social media.



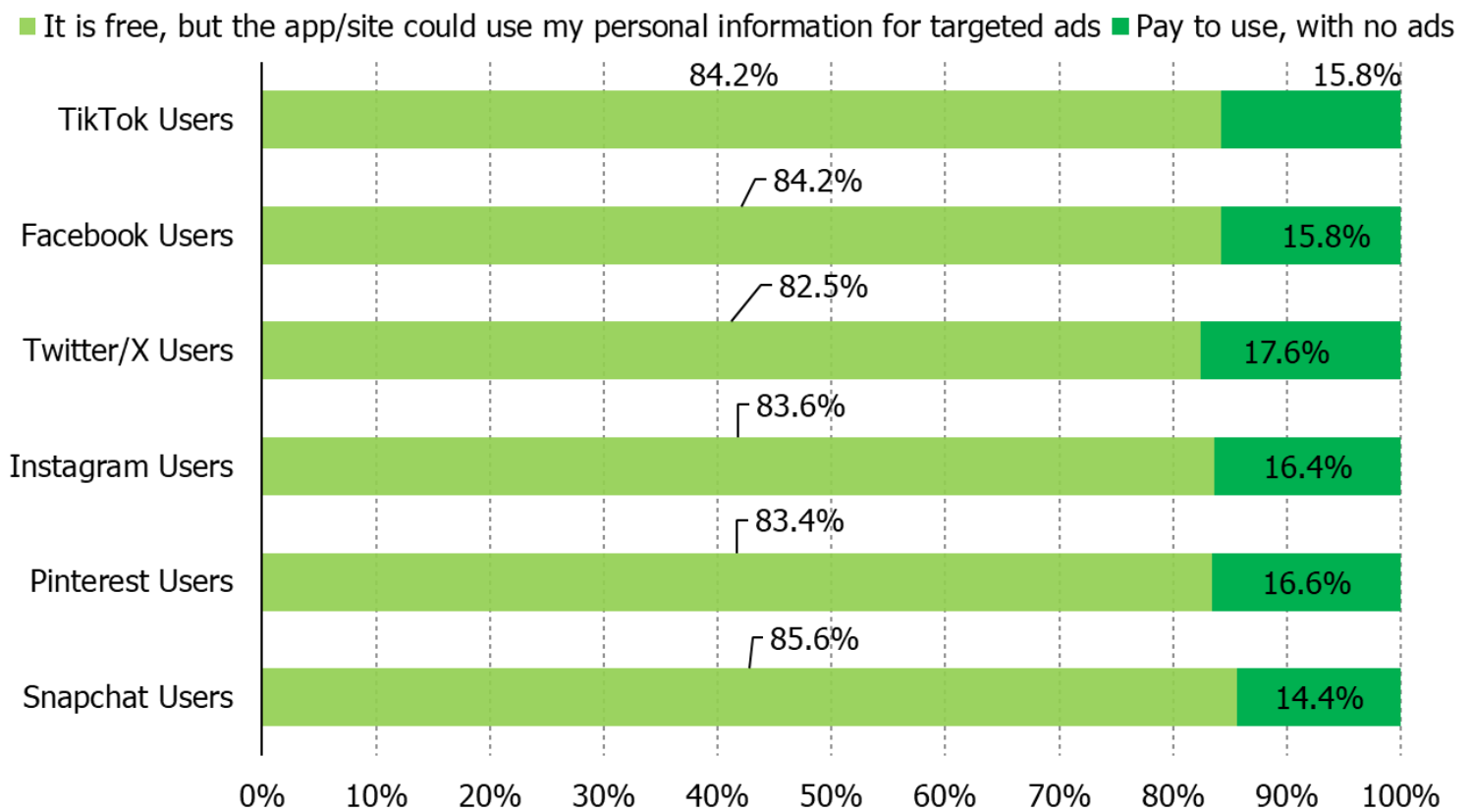
THINKING ABOUT YOUR SOCIAL MEDIA USAGE, WHICH WOULD BE PREFERABLE?

This question was posed to respondents who use social media, cross-tabbed
Apr 24 Wave



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

This question was posed to respondents who use social media, cross-tabbed
Apr 24 Wave



WHAT DO YOU USE THE FOLLOWING APPS/SITES FOR?

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

FACEBOOK



TWITTER/X



SNAPCHAT



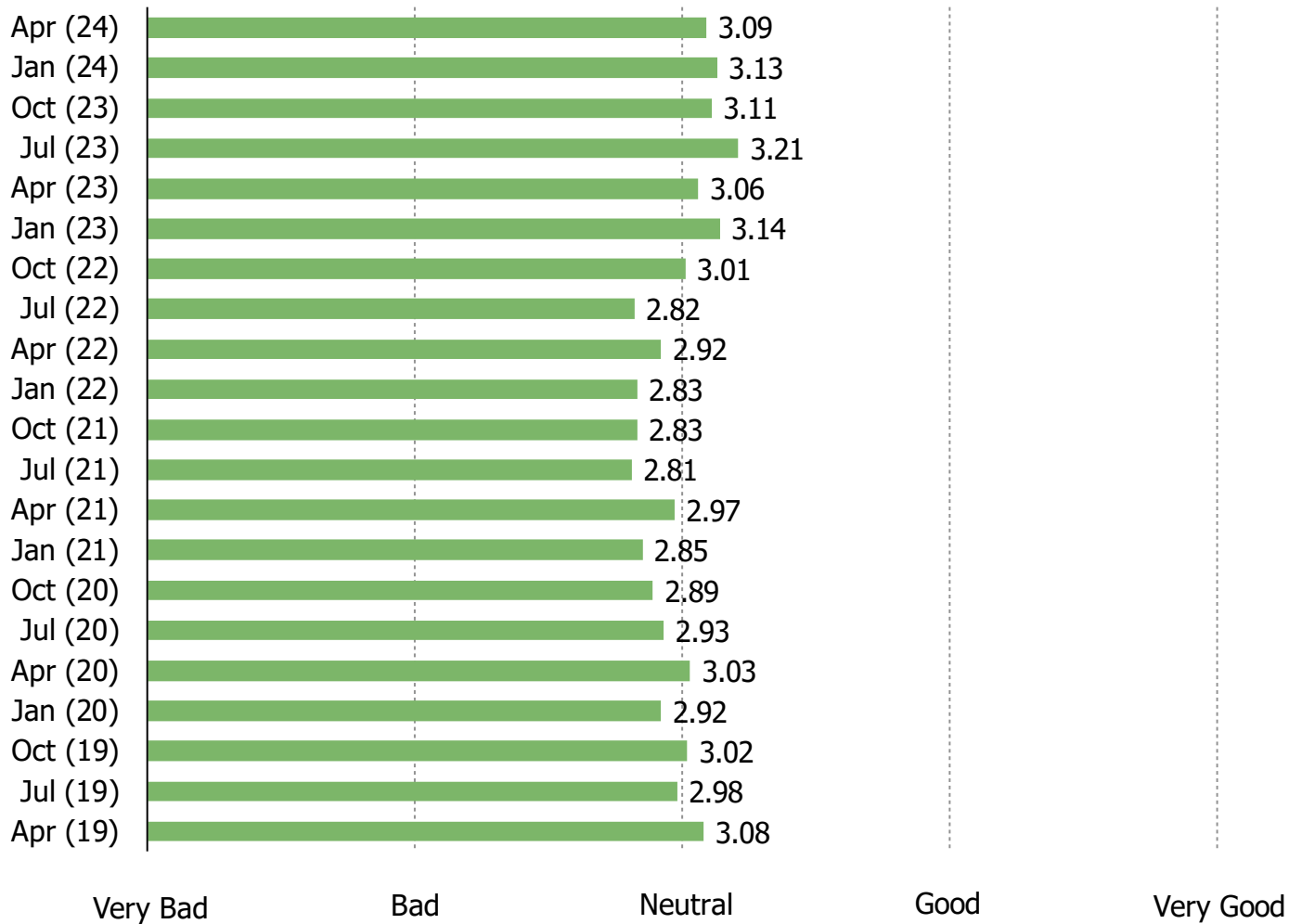
INSTAGRAM



SOCIAL MEDIA SECTOR AND COMPETITIVE DYNAMICS QUESTIONS

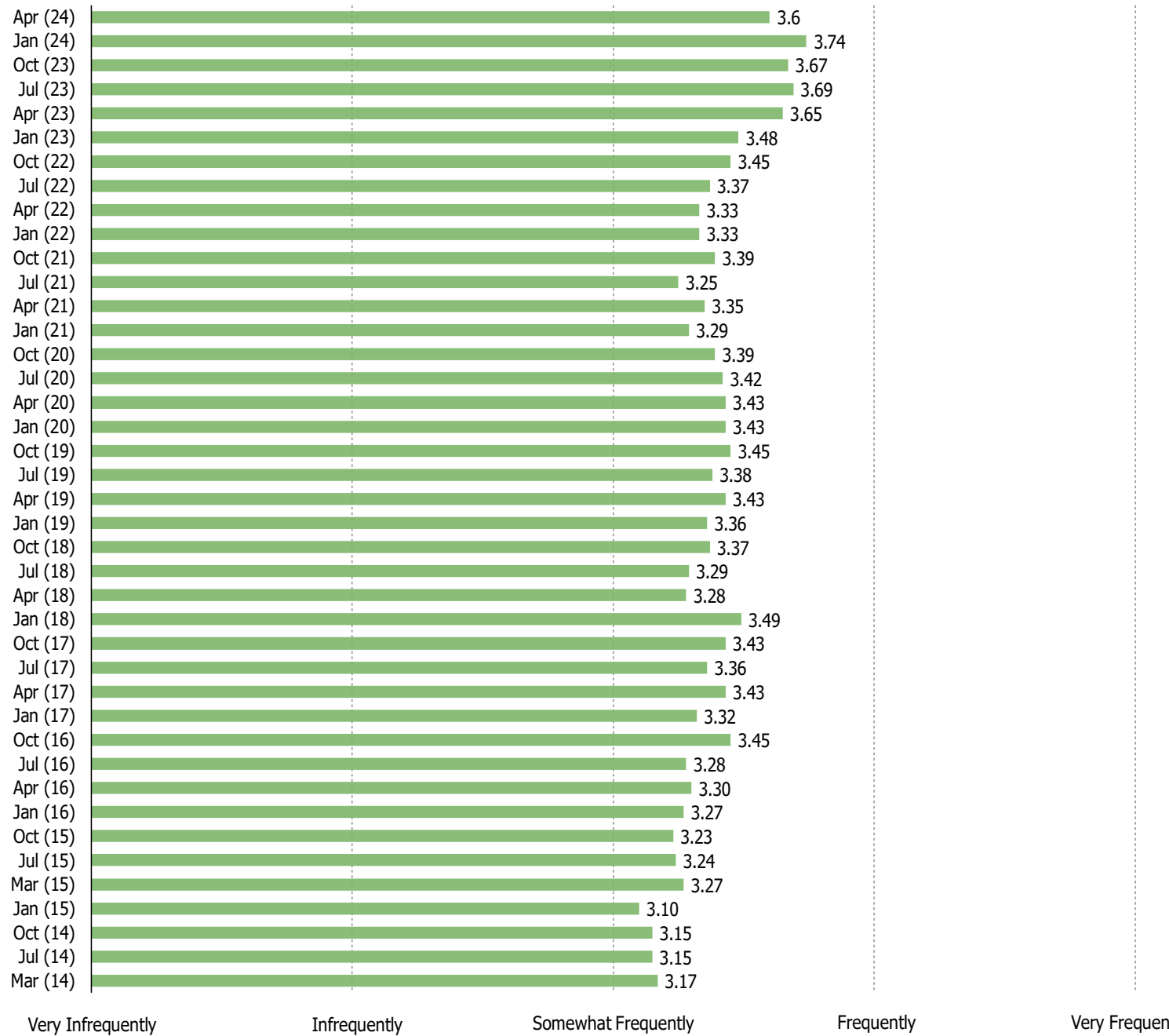
IN YOUR OPINION, IS SOCIAL MEDIA IN GENERAL A GOOD THING OR A BAD THING?

Posed to all respondents



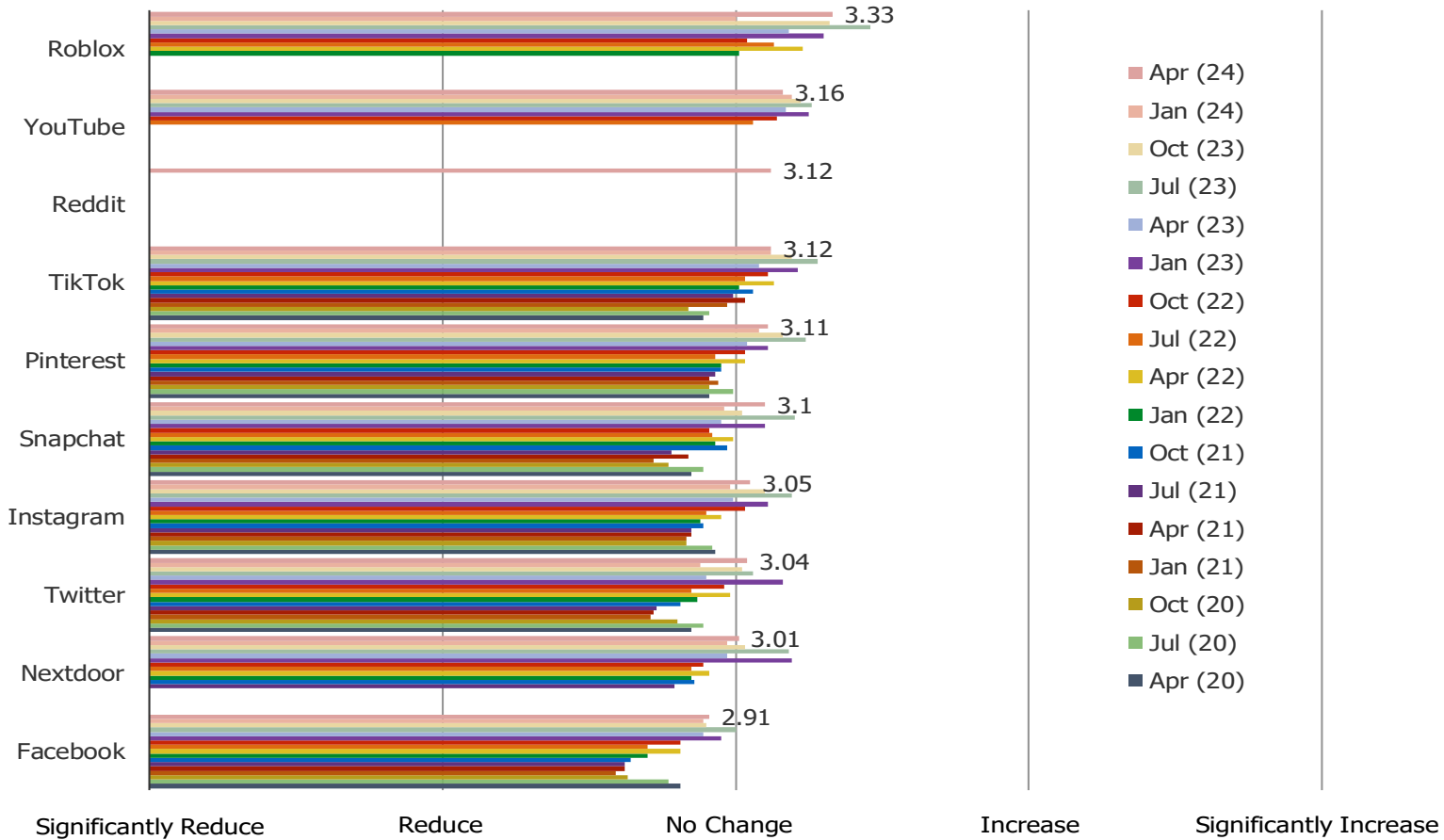
SOCIAL MEDIA USAGE FREQUENCY

Posed to all consumers.



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

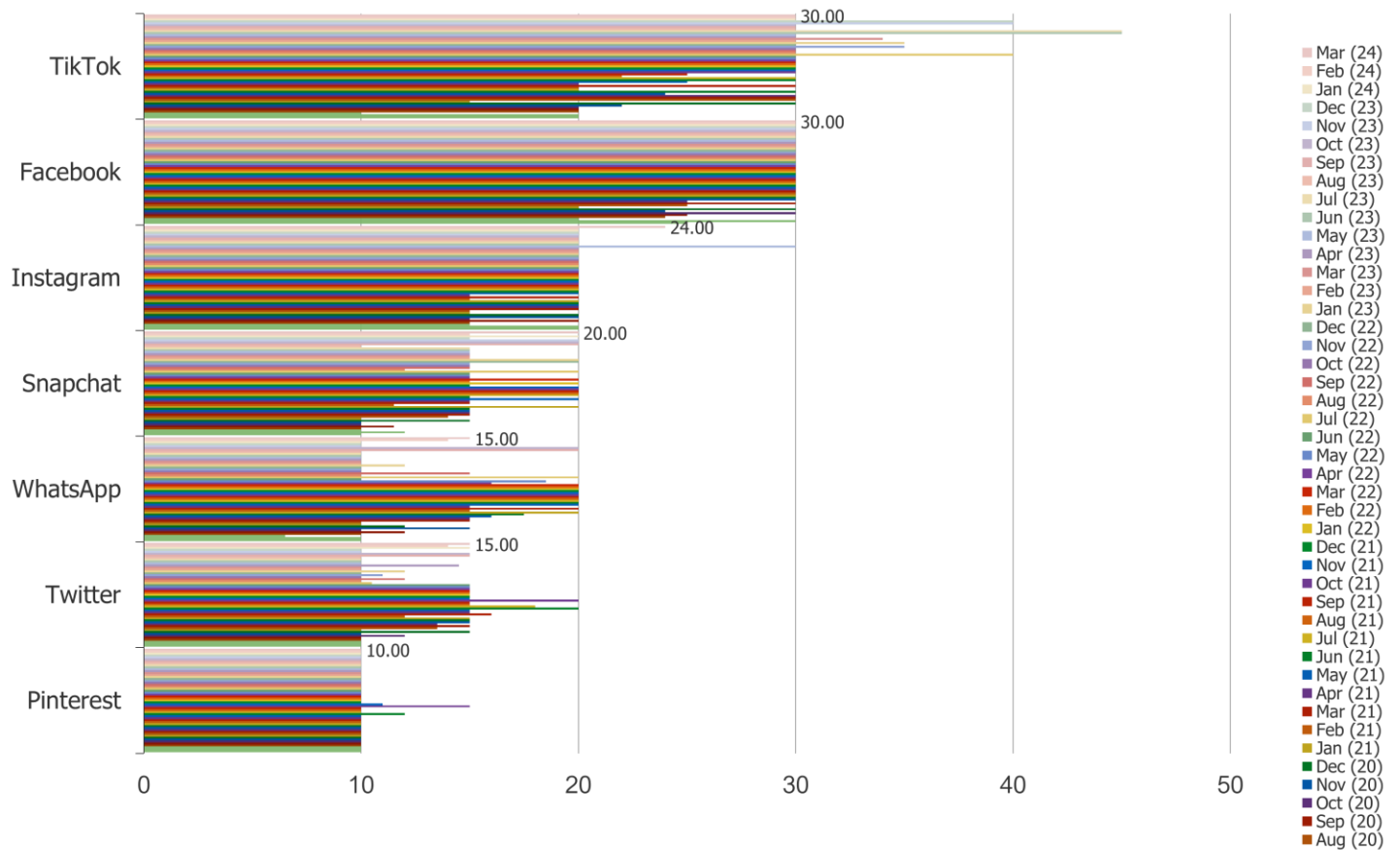
Posed to respondents who use the following platforms.



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

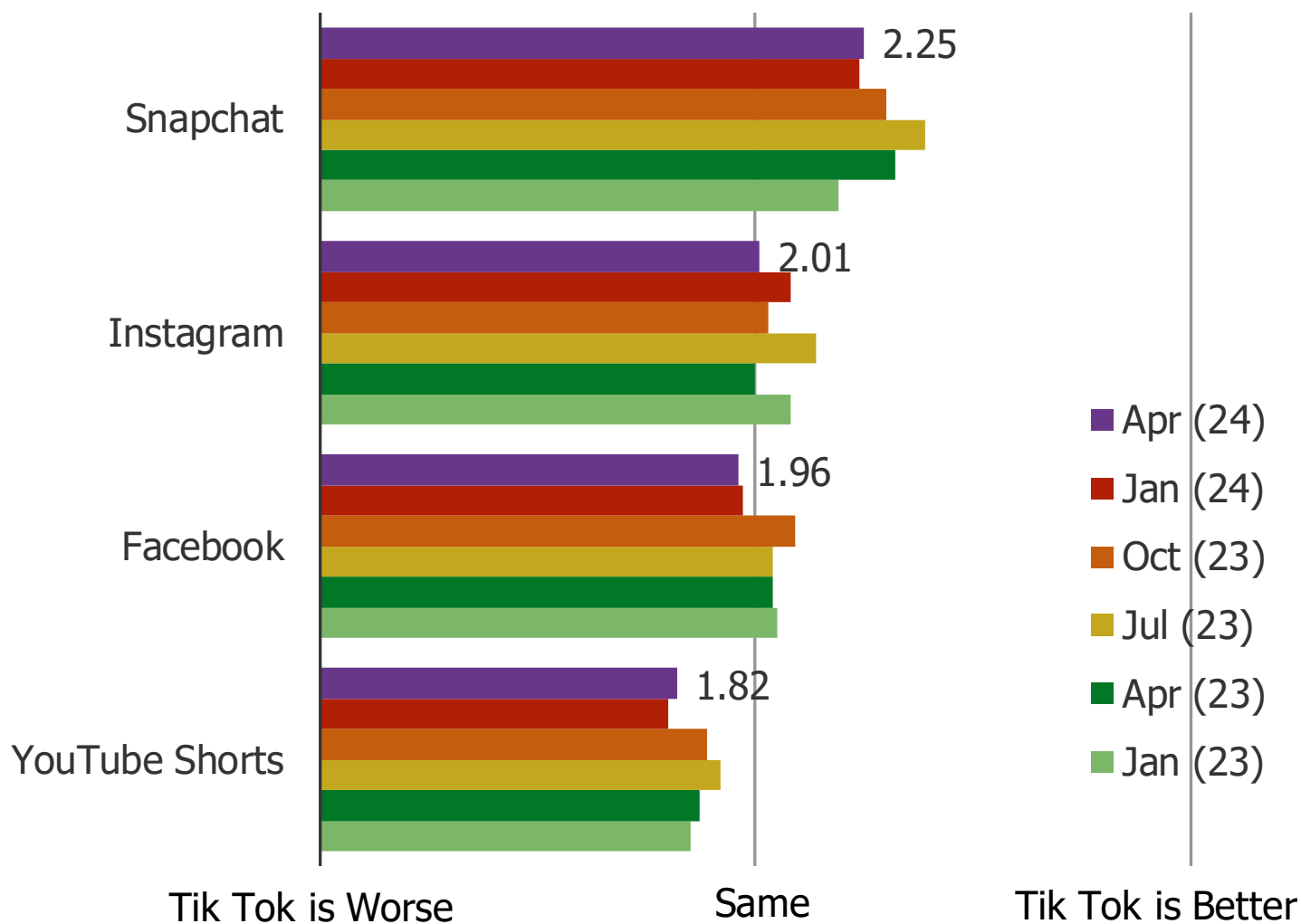
Posed to daily visitors of each platform.

Chart Shows Median



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

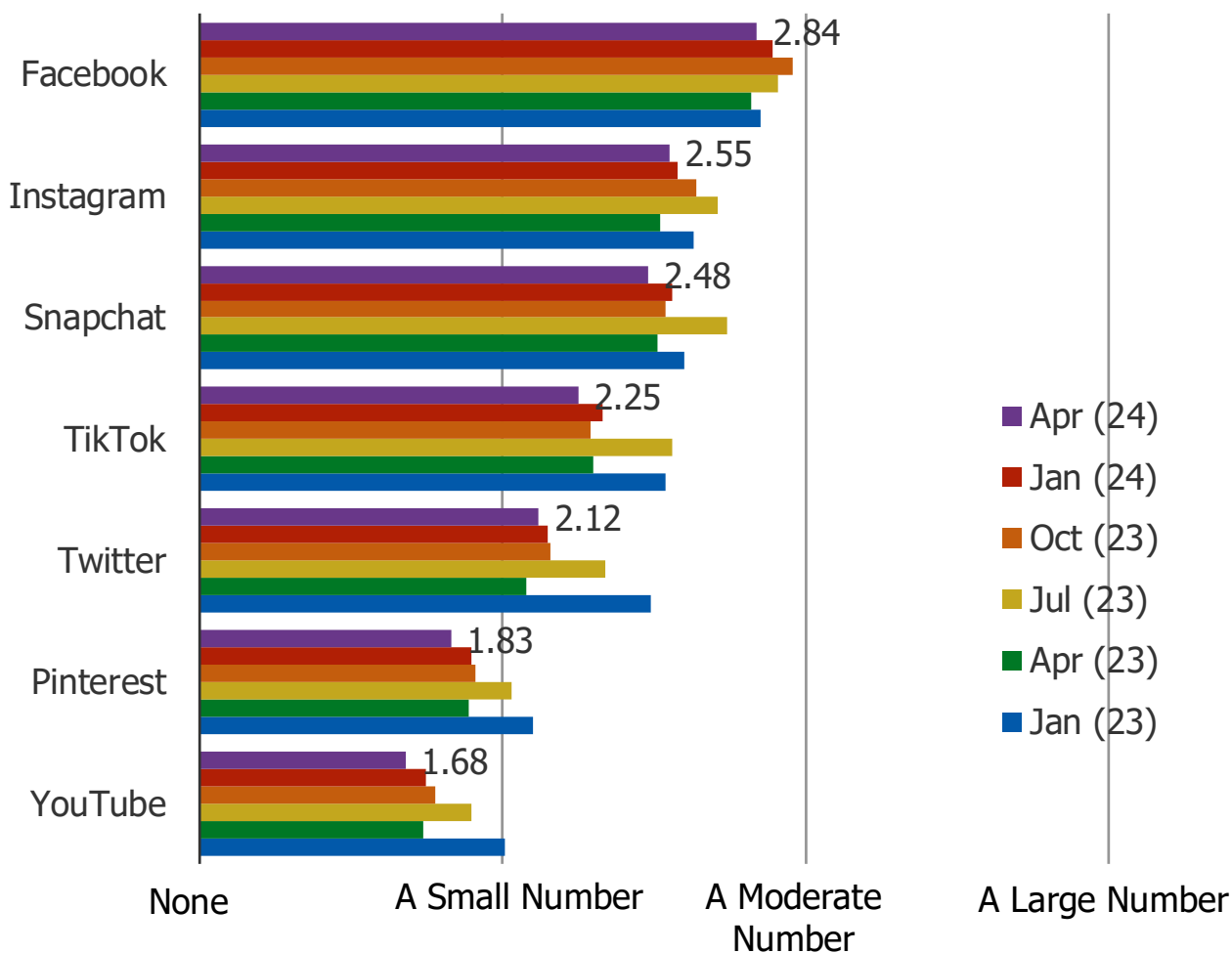
This question was posed respondents who watch multiple videos in a row on TikTok AND on each of the following platforms.



	N=
Browse Videos on TikTok and Facebook	360
Browse Videos on TikTok and Instagram	285
Browse Videos on TikTok and Snapchat	116
Browse Videos on TikTok and YouTube Shorts	341

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

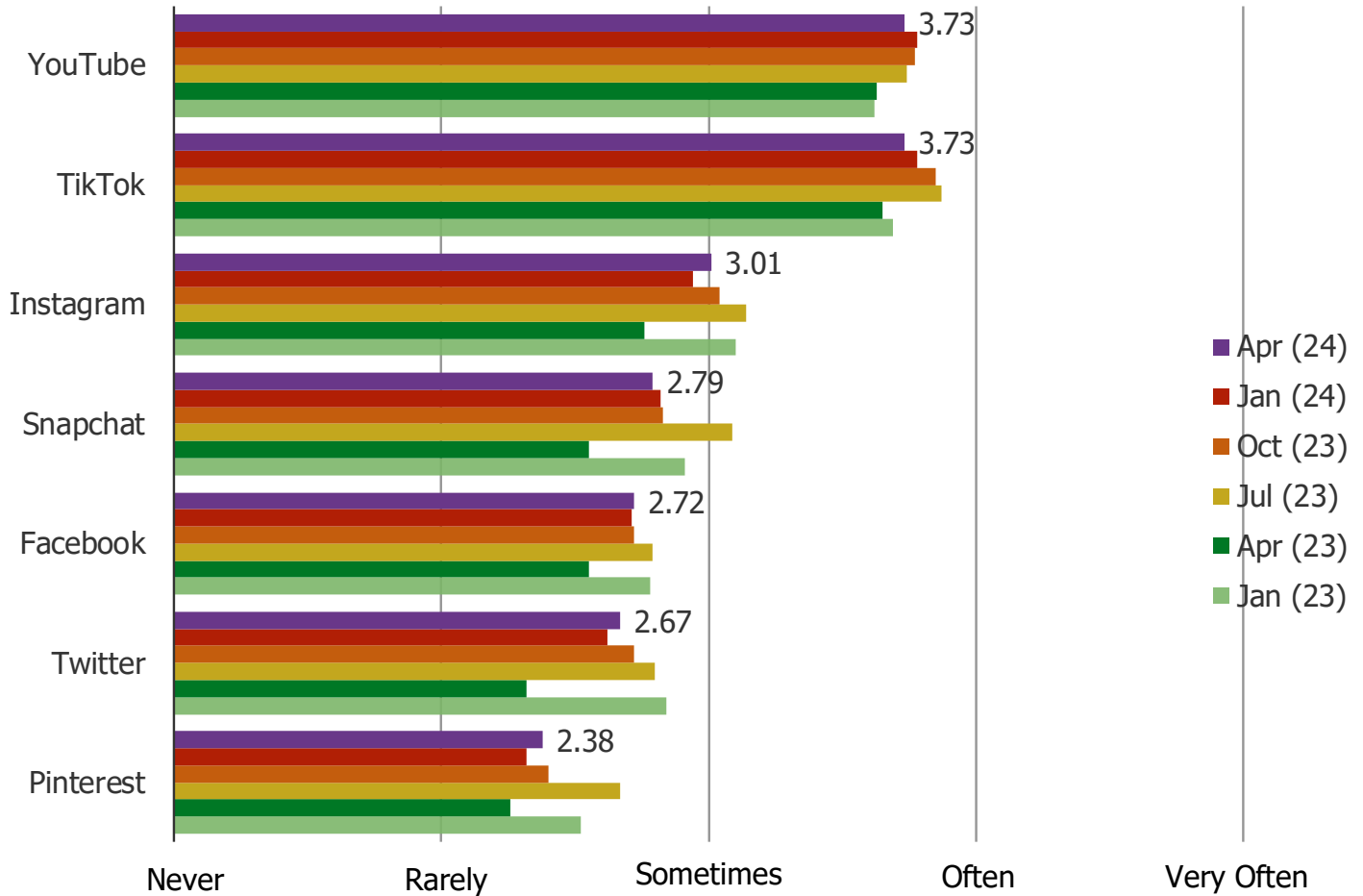
This question was posed to all respondents who use each of the below.



	N=
Facebook	750
Twitter / X	302
Snapchat	270
Instagram	487
Pinterest	347
TikTok	333
YouTube	790

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

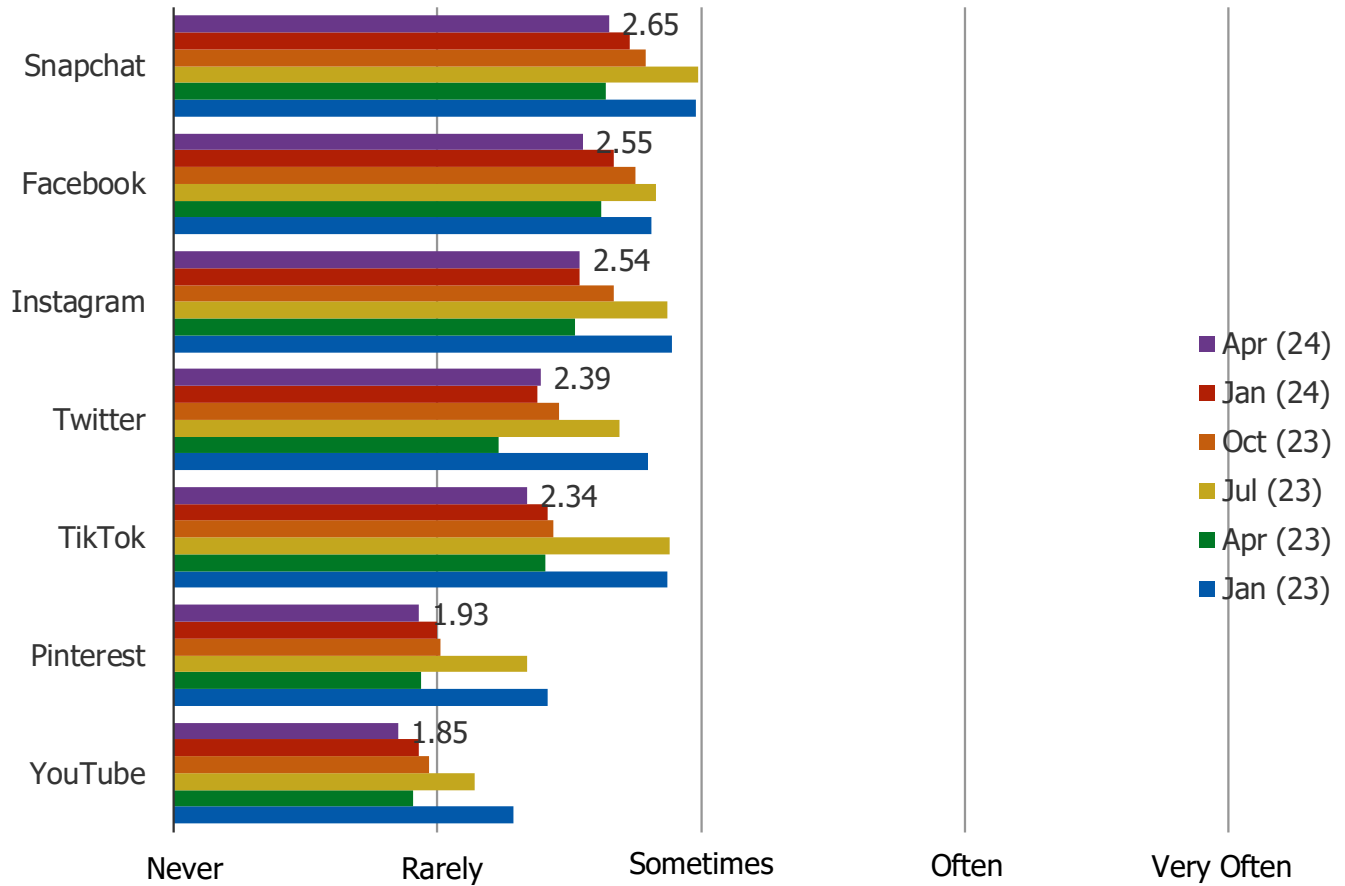
This question was posed to all respondents who use each of the below.



	N=
Facebook	750
Twitter / X	302
Snapchat	270
Instagram	487
Pinterest	347
TikTok	333
YouTube	790

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

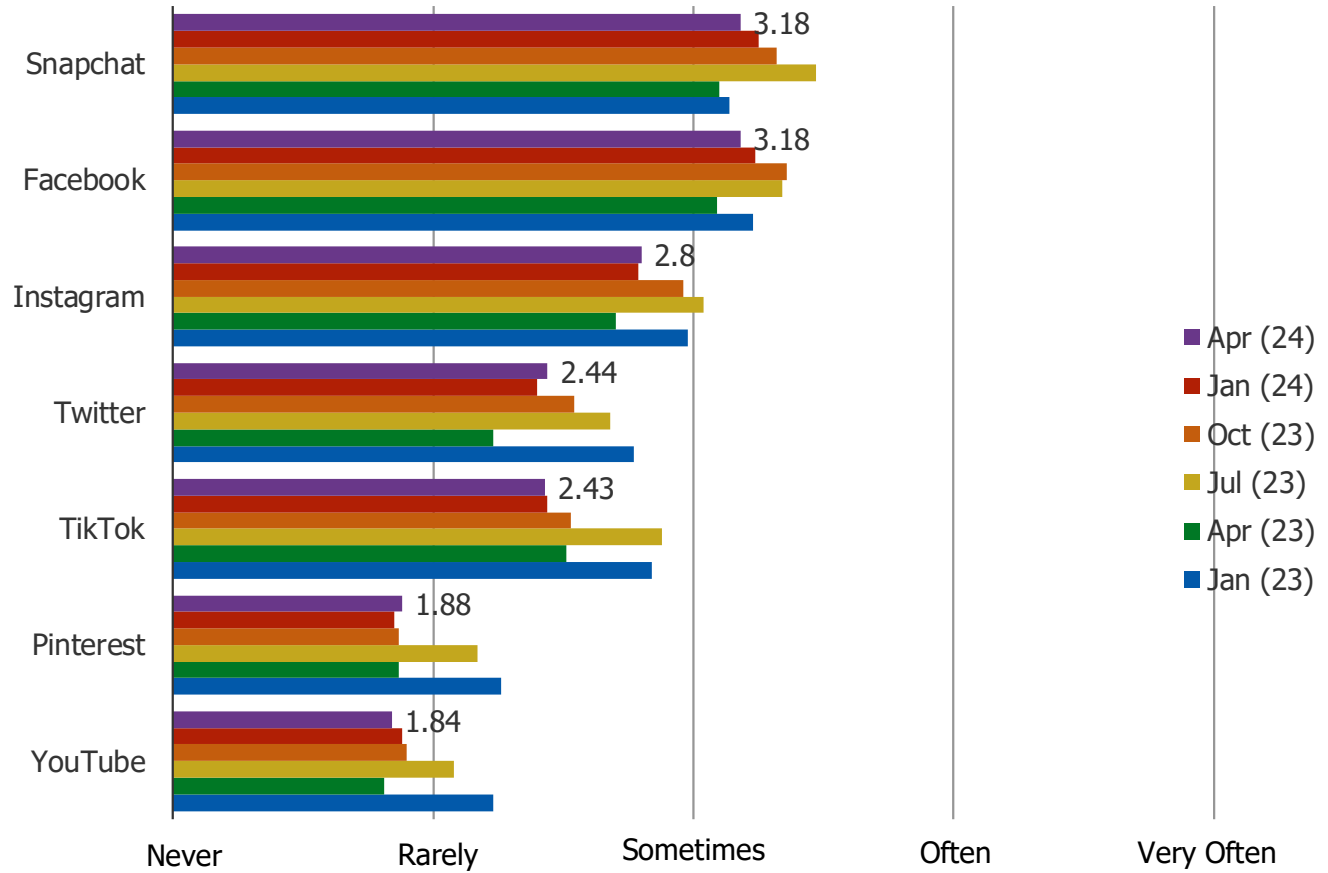
This question was posed to all respondents who use each of the below.



	N=
Facebook	750
Twitter / X	302
Snapchat	270
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Pinterest	347
TikTok	333
YouTube	790

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

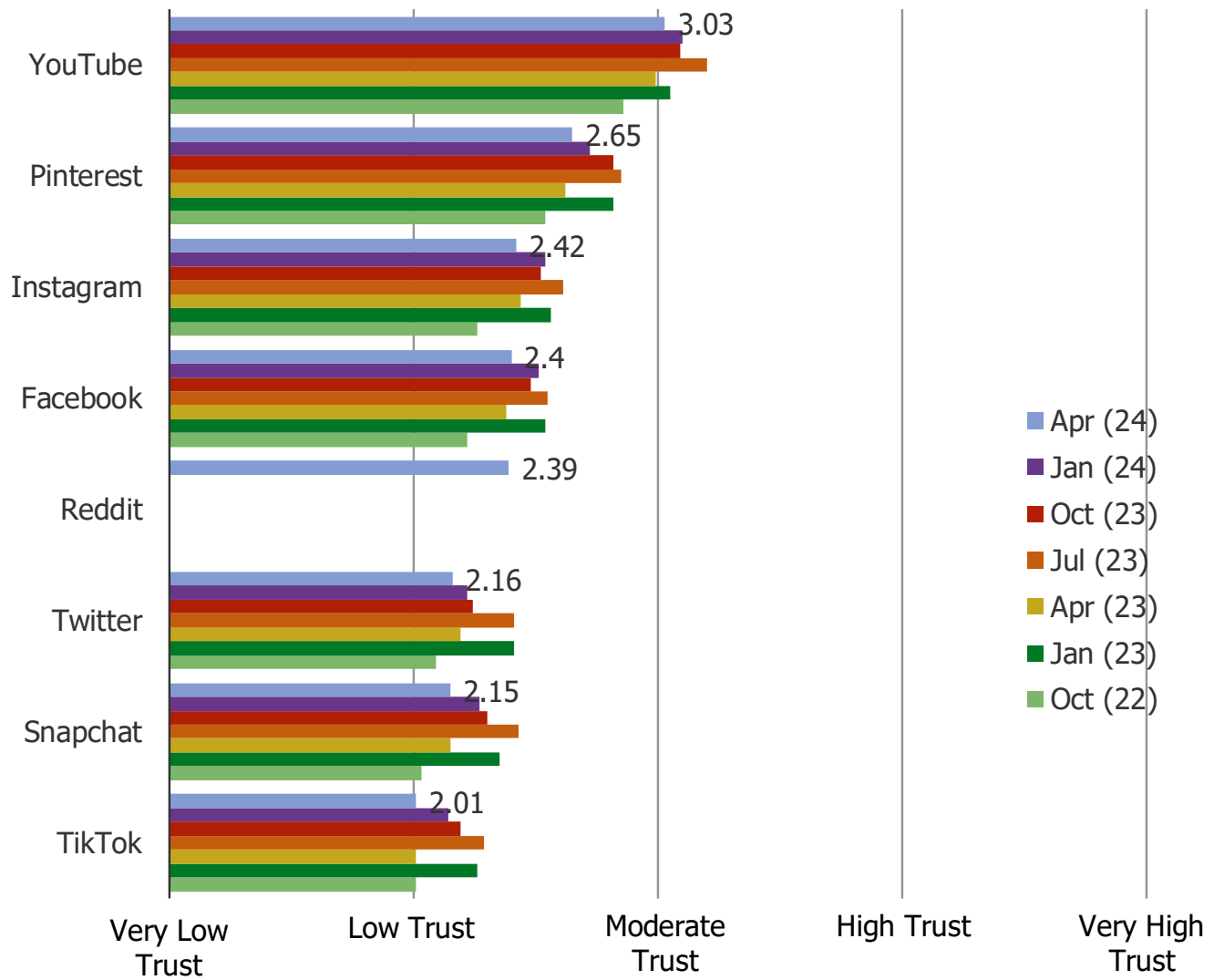
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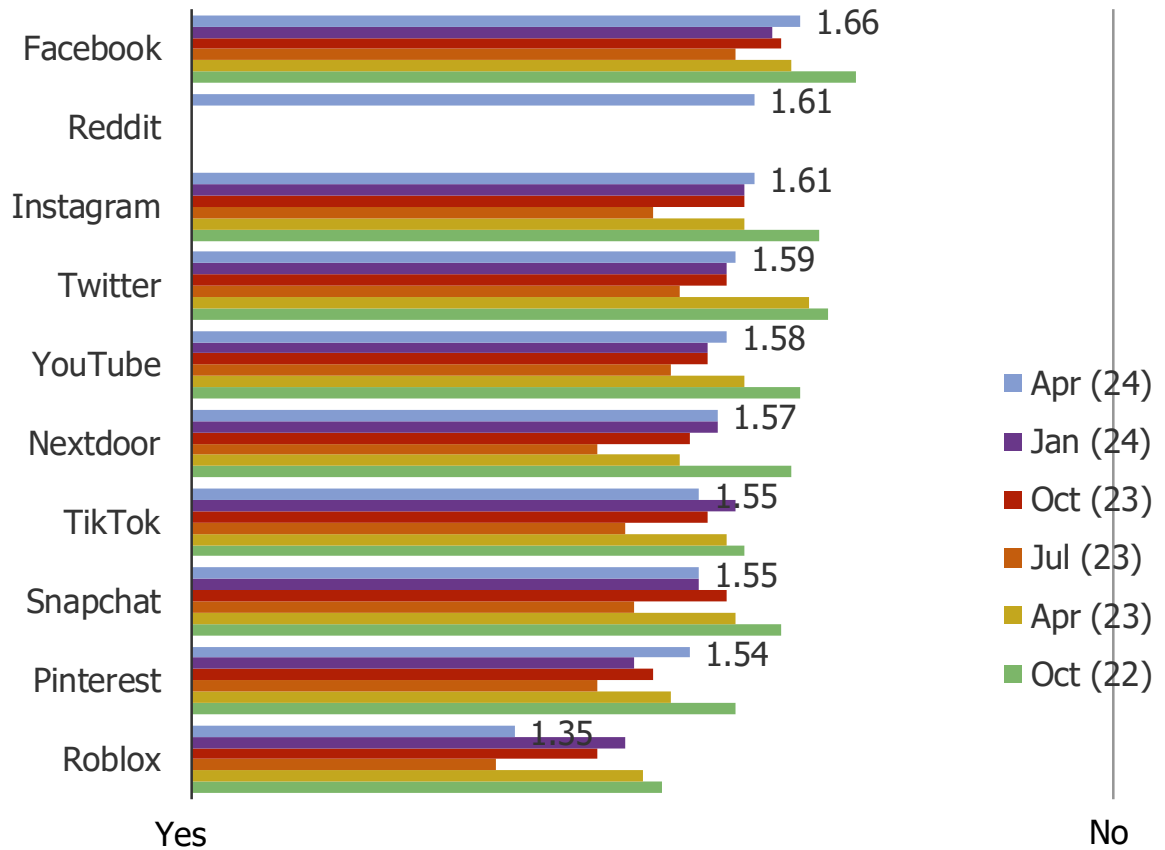
HOW MUCH TRUST DO YOU HAVE IN EACH OF THE FOLLOWING?

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.



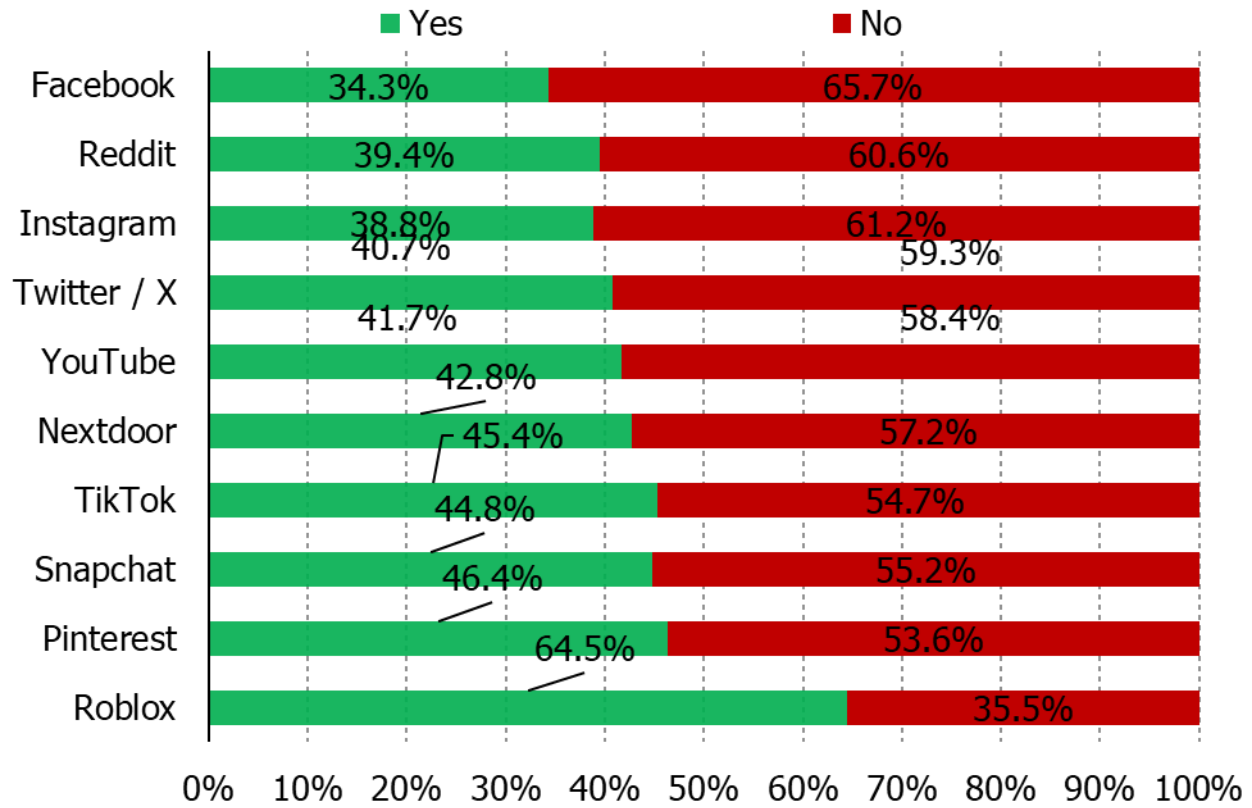
More likely to say yes



	N=
Facebook	750
Twitter / X	302
Snapchat	270
Instagram	487
Pinterest	347
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YouTube	790
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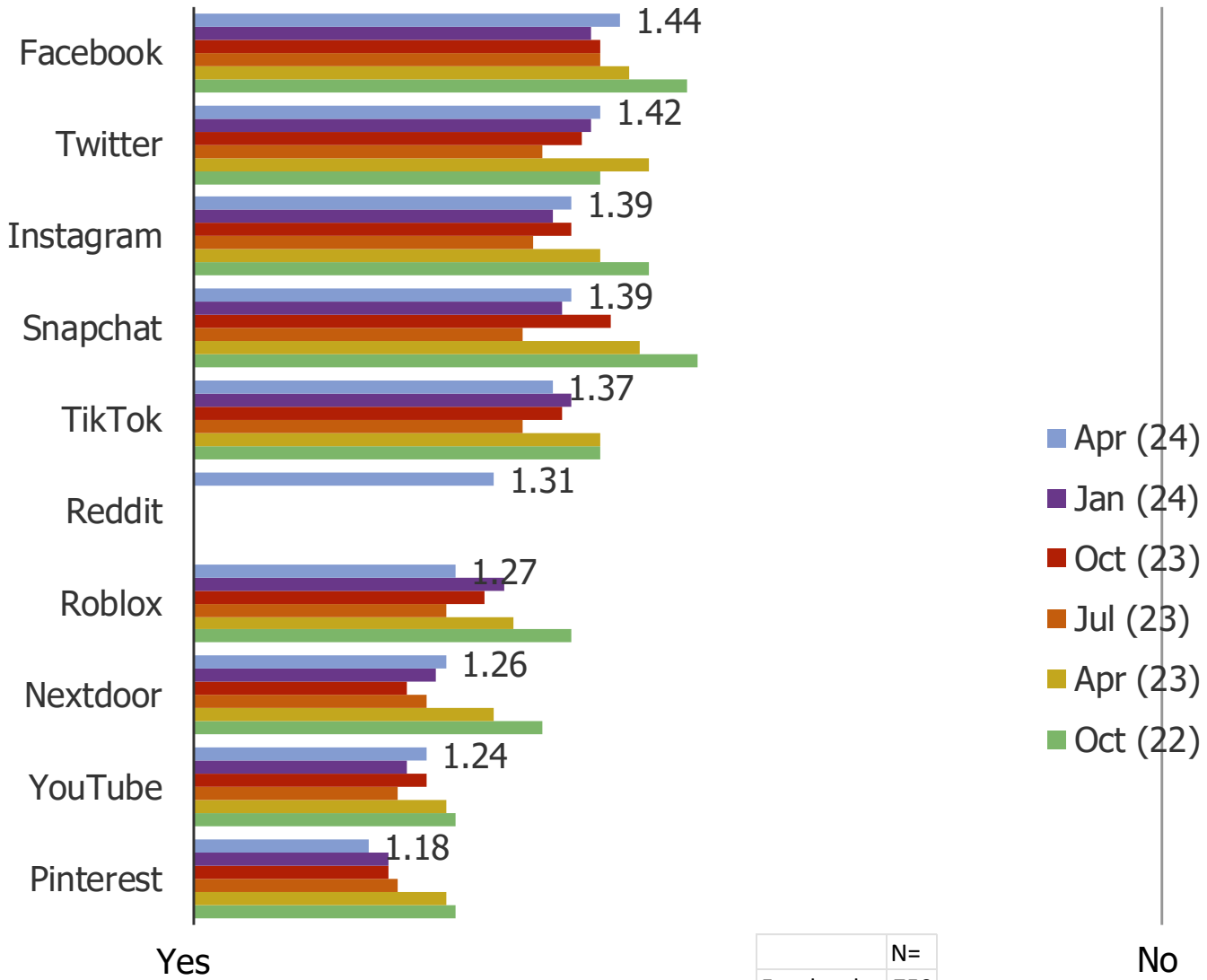
DO YOU FEEL THE FOLLOWING CARE(S) ABOUT YOU?

April 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.



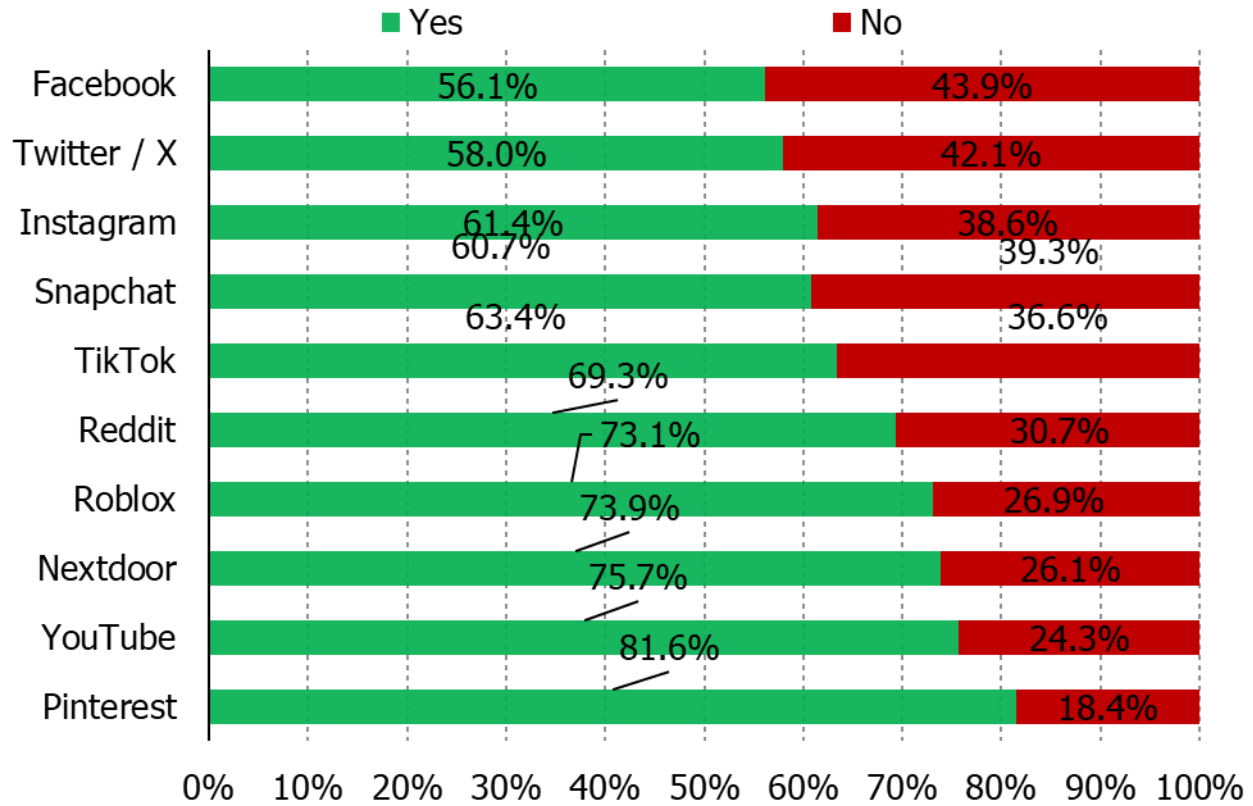
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Instagram	487
Pinterest	347
TikTok	333
YouTube	790
Nextdoor	180
Reddit	251
Roblox	93

More likely to say yes



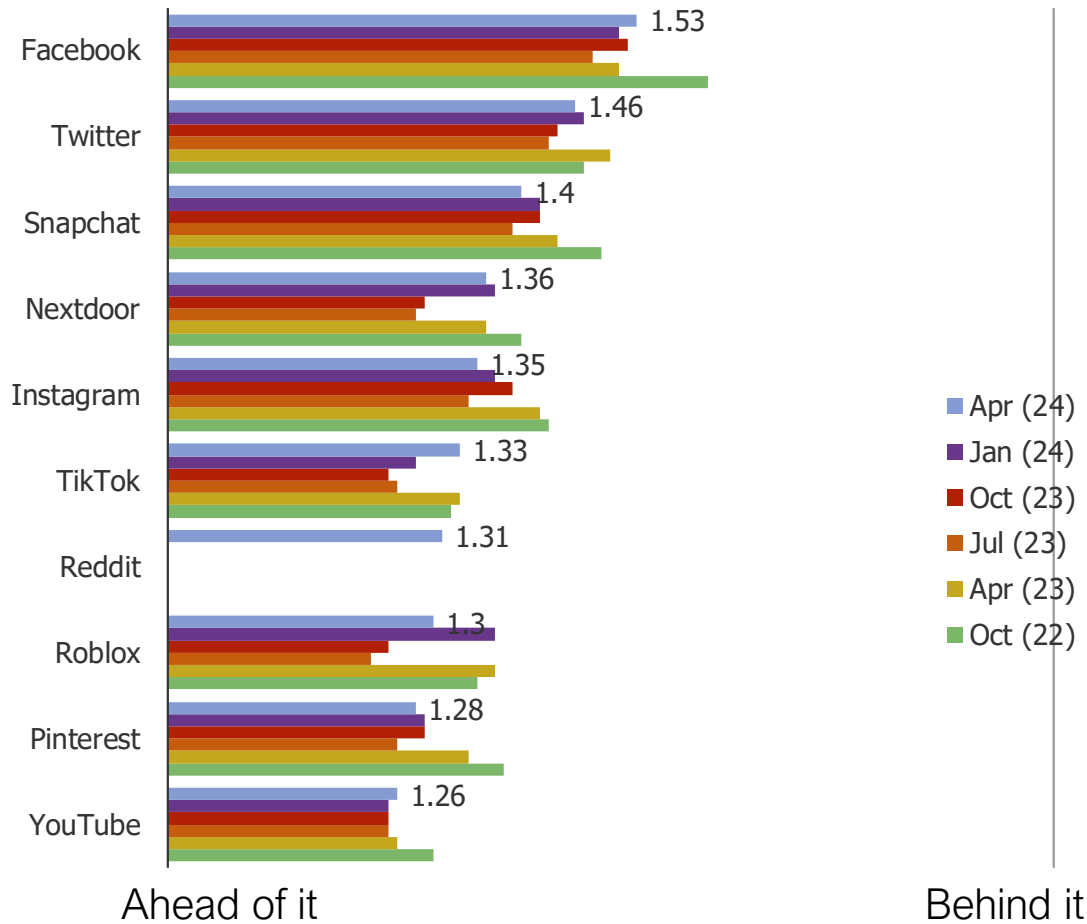
DO YOU FEEL THE FOLLOWING IS/ARE GOOD FOR THE WORLD?

April 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.



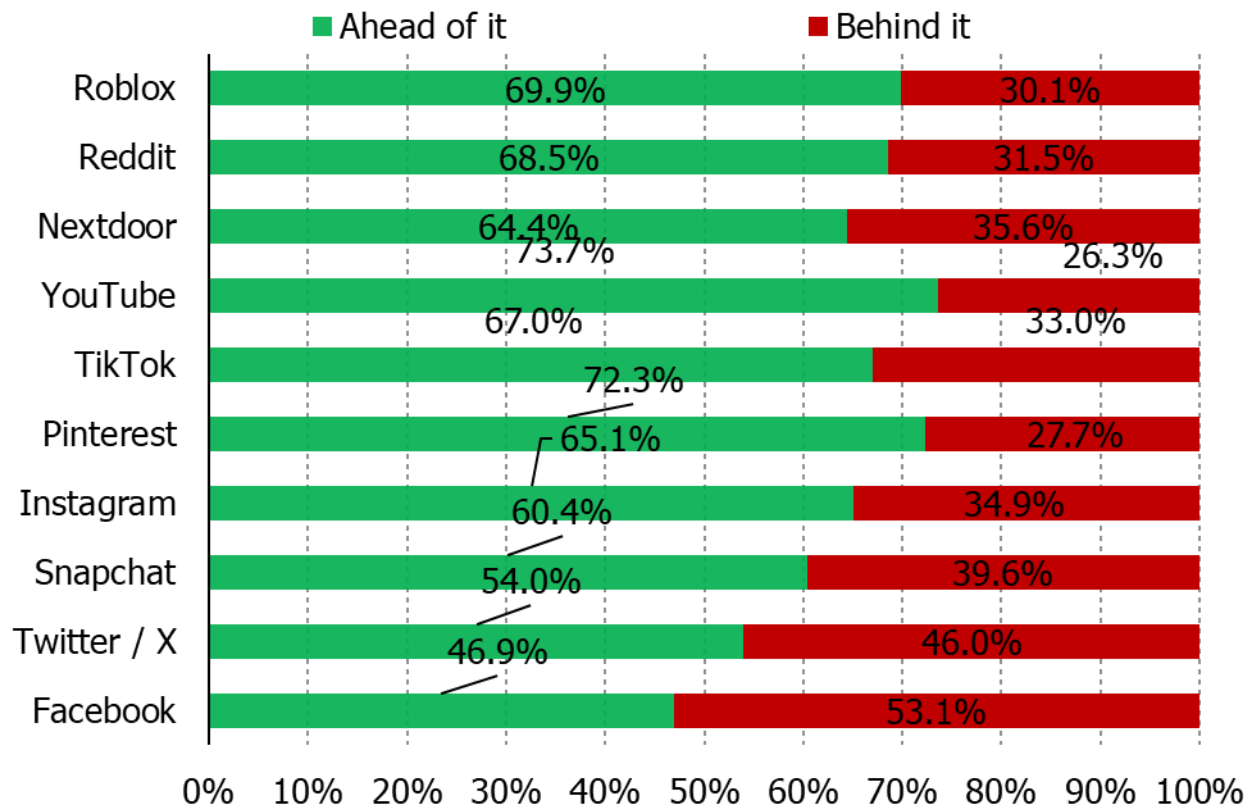
More likely to say ahead of it



	N=
Facebook	750
Twitter / X	302
Snapchat	270
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YouTube	790
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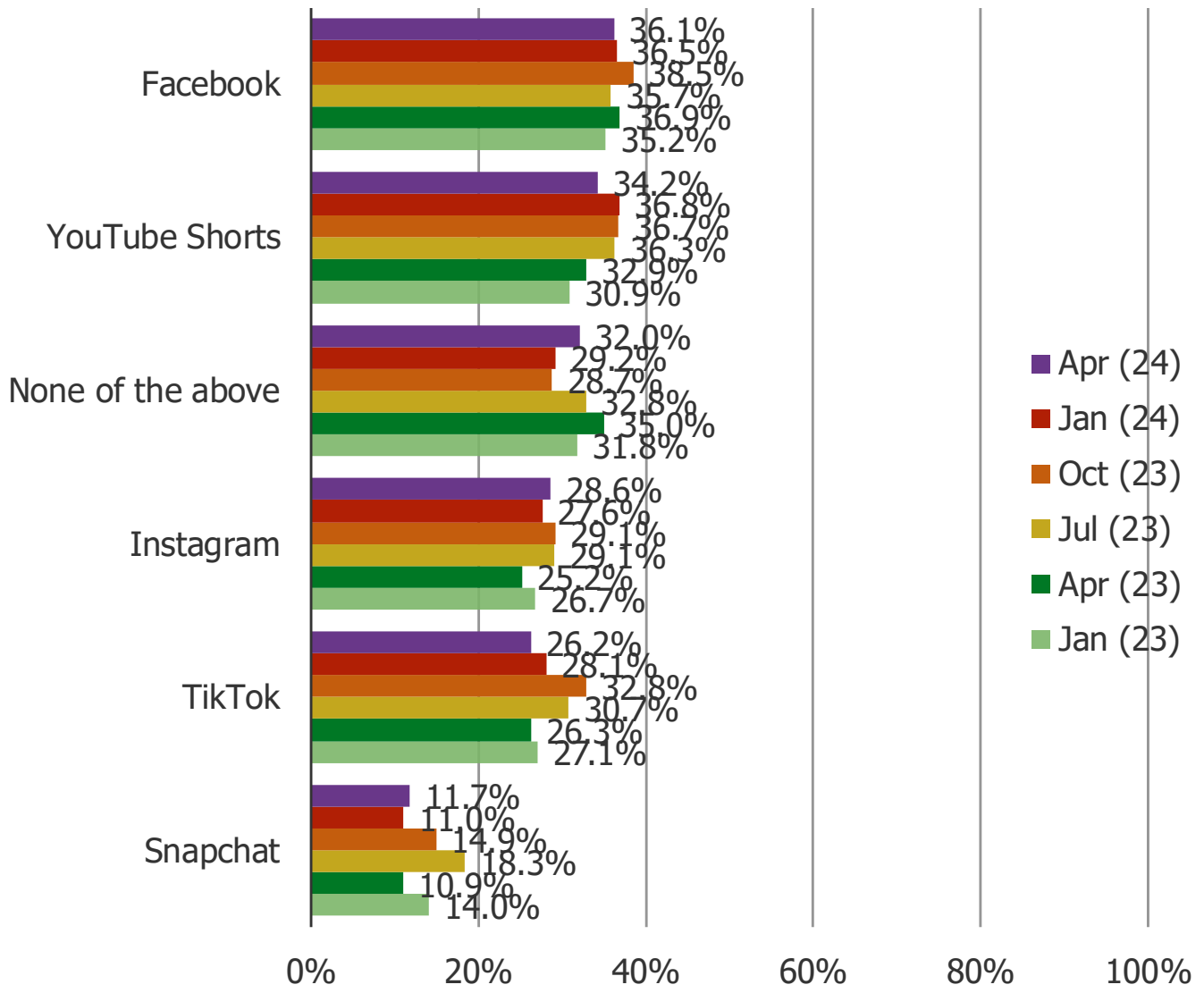
WOULD YOU SAY THAT THIS COMPANY'S BEST DAYS ARE AHEAD OF IT, OR BEHIND IT?

April 2024.



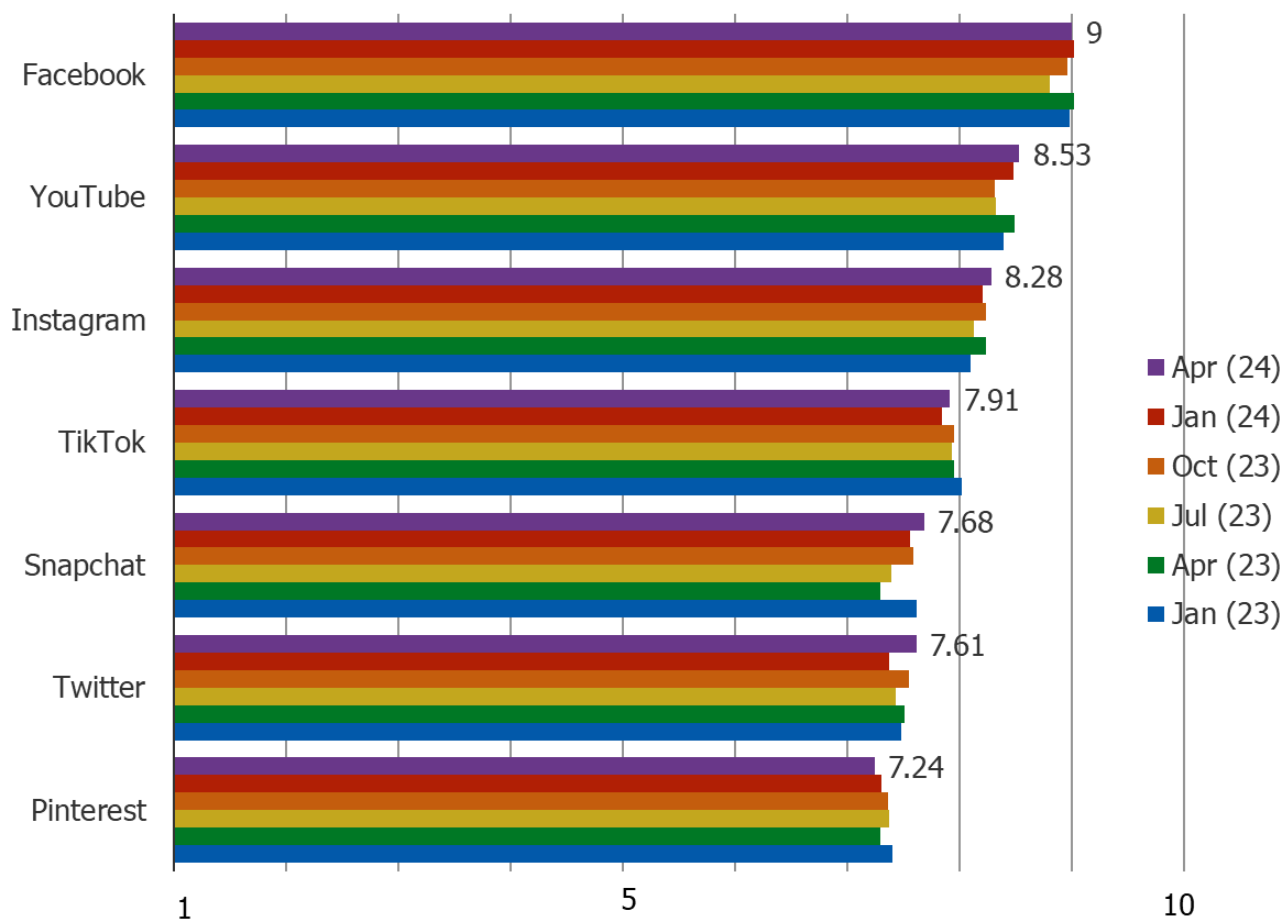
HAVE YOU WATCHED MULTIPLE VIDEO CLIPS IN A ROW ON ANY OF THE FOLLOWING? SELECT ALL THAT APPLY

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.

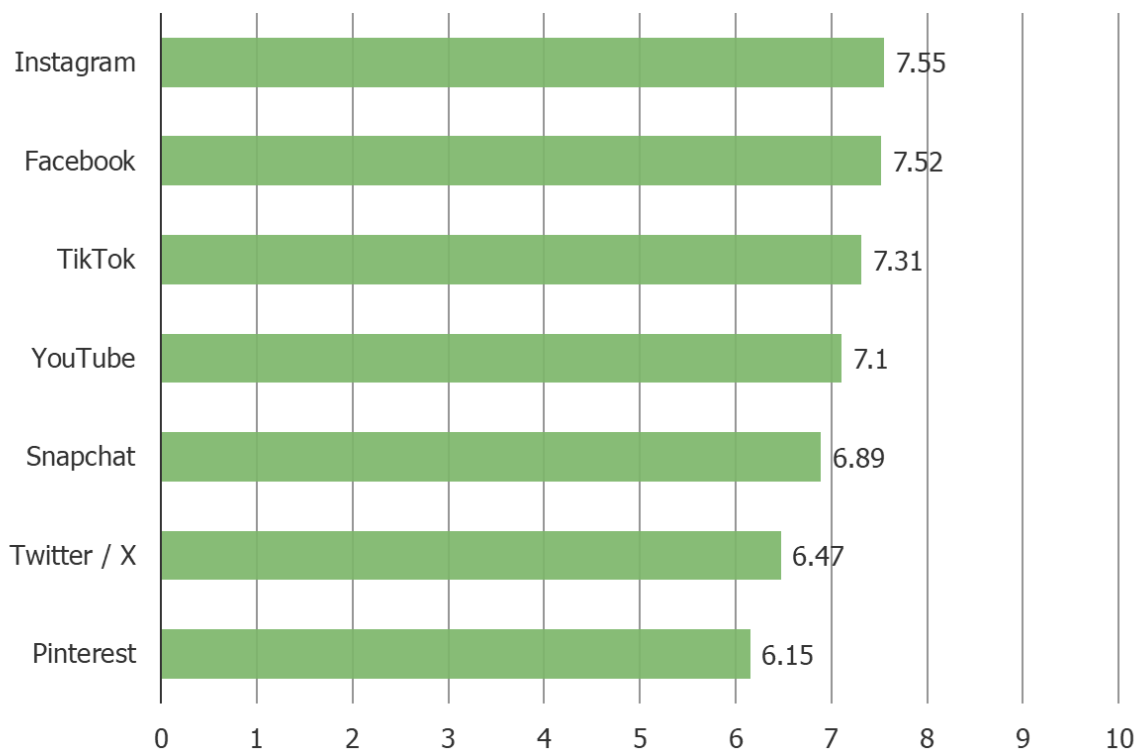


The higher the score, the better the ranking for when users of each platform ranked the order they open apps they use

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:

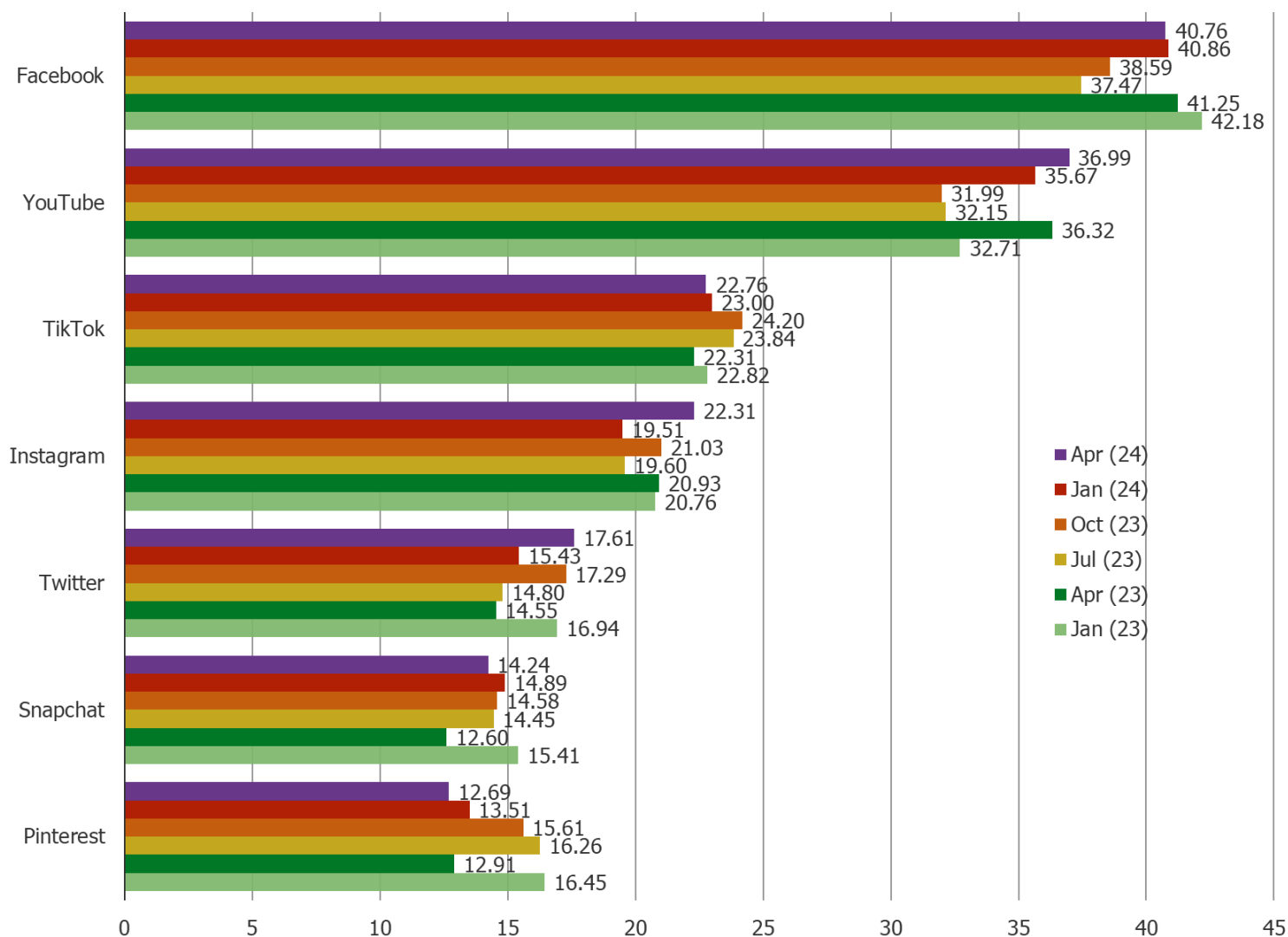
- Facebook
- Twitter
- Snapchat
- TikTok
- Instagram
- Pinterest
- Youtube

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.

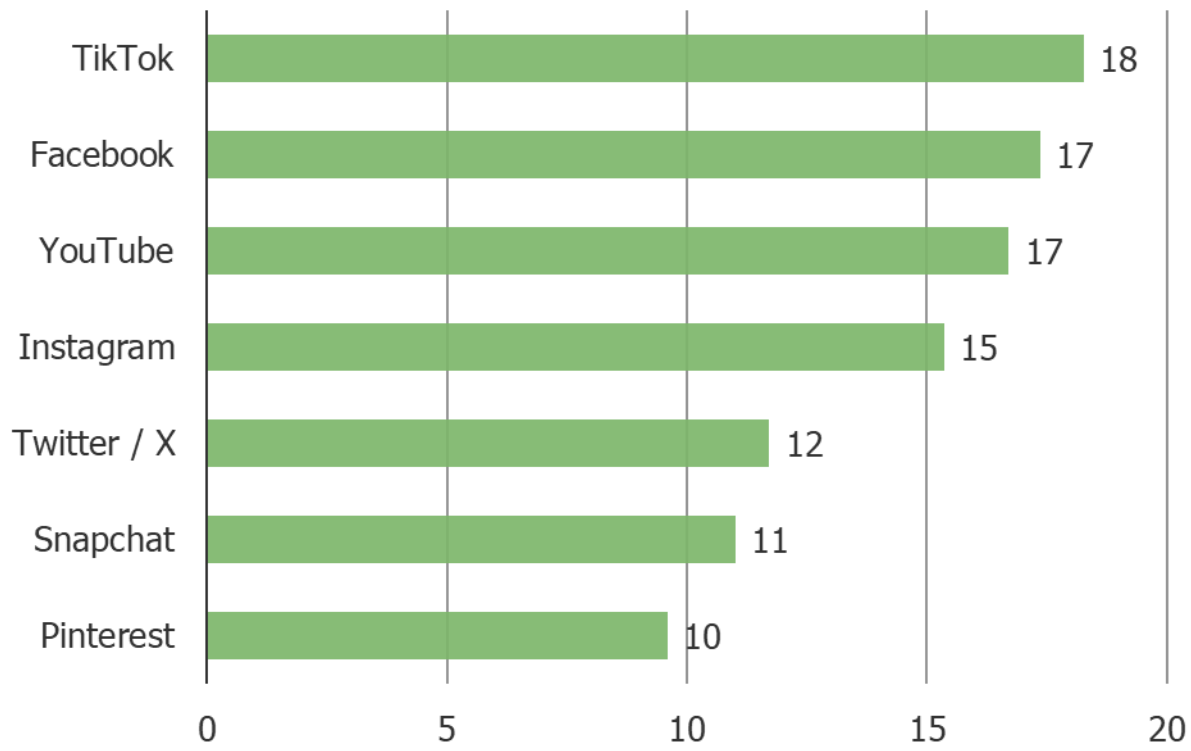
THINKING ABOUT THE TIME YOU SPEND ACROSS ALL OF THESE APPS, WHAT PERCENTAGE WOULD YOU ESTIMATE GOES TO EACH OF THE FOLLOWING? PLEASE ENTER THE NUMBER REPRESENTING THE PERCENTAGE. DO NOT INCLUDE THE "%" SYMBOL AND MAKE SURE THE NUMBERS ADD UP TO 100.

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



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. Analyzing respondents who use ALL of the following.



Respondents who have an account with ALL of the following:

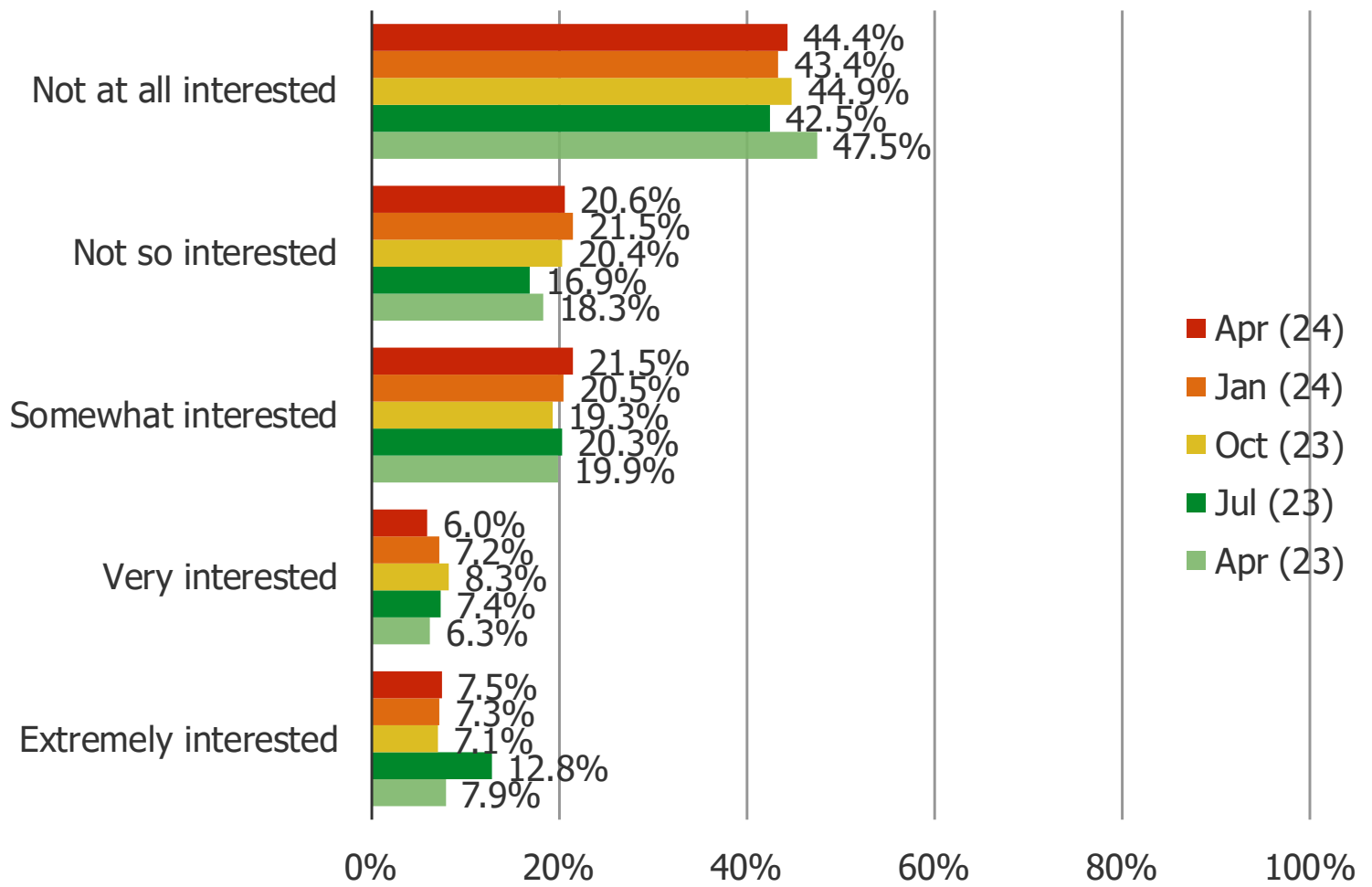
- Facebook
- Twitter
- Snapchat
- TikTok
- Instagram
- Pinterest
- YouTube

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?

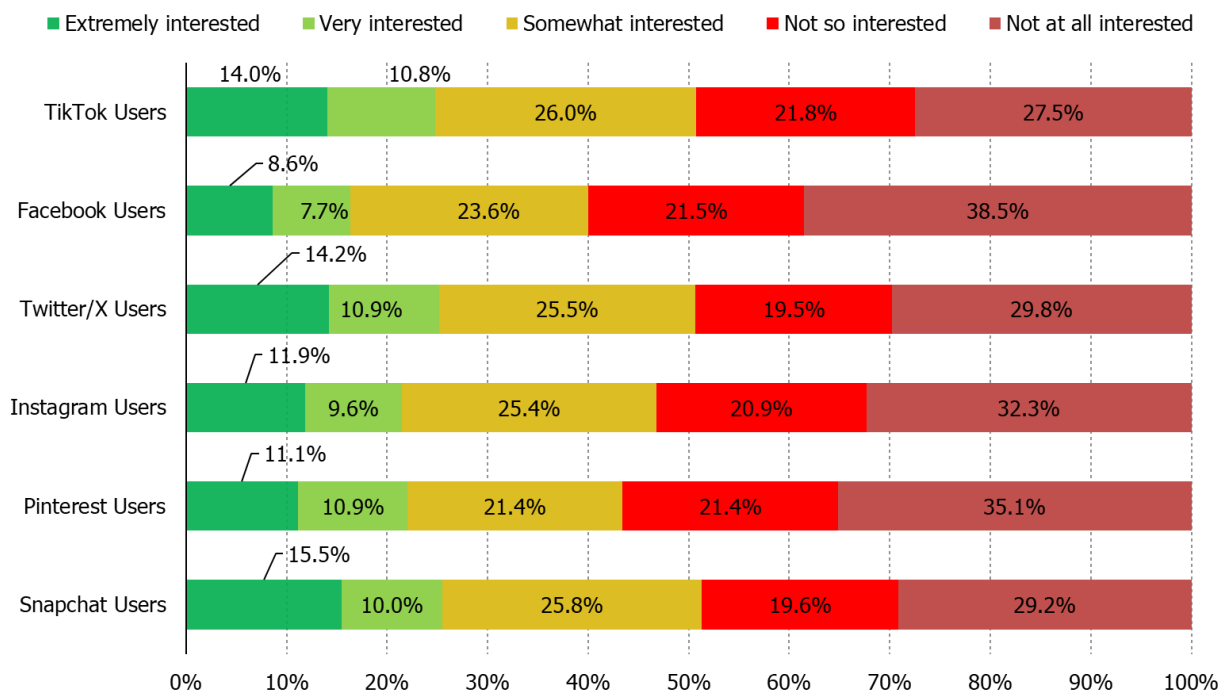
This question was posed to all respondents.



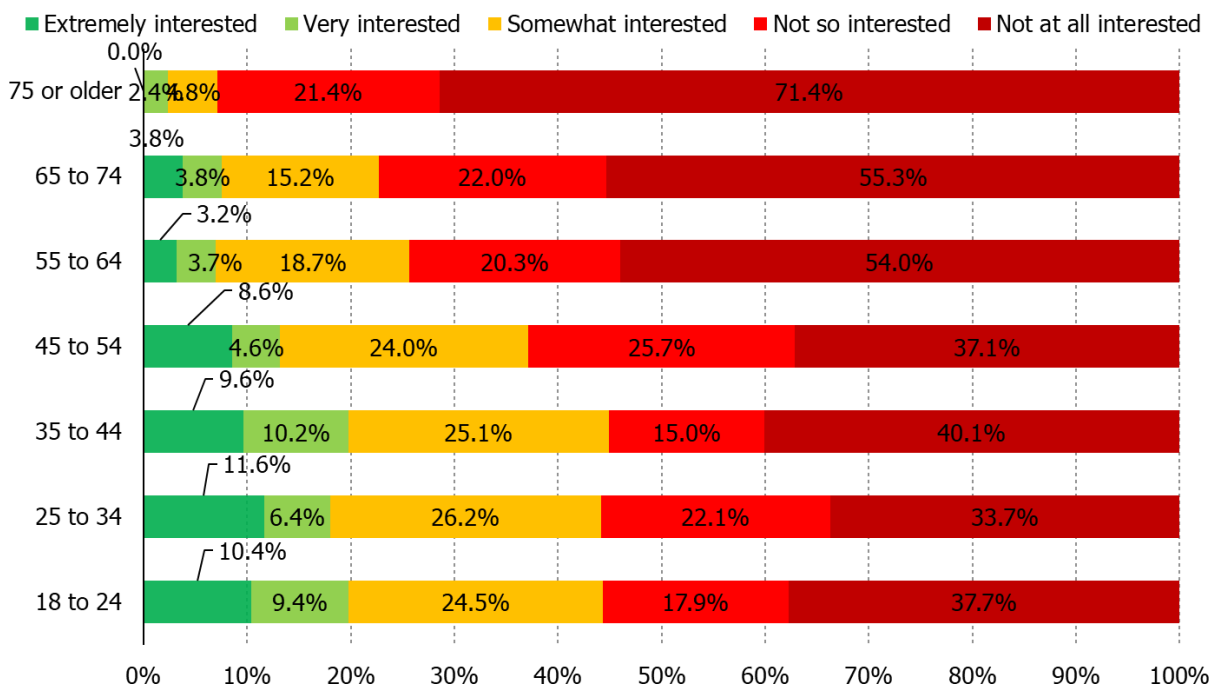
HOW MUCH INTEREST WOULD YOU HAVE IN HAVING A VERIFIED BADGE/TAG ON SOCIAL MEDIA?

Cross-Tab Analysis – By Platforms Respondents Use

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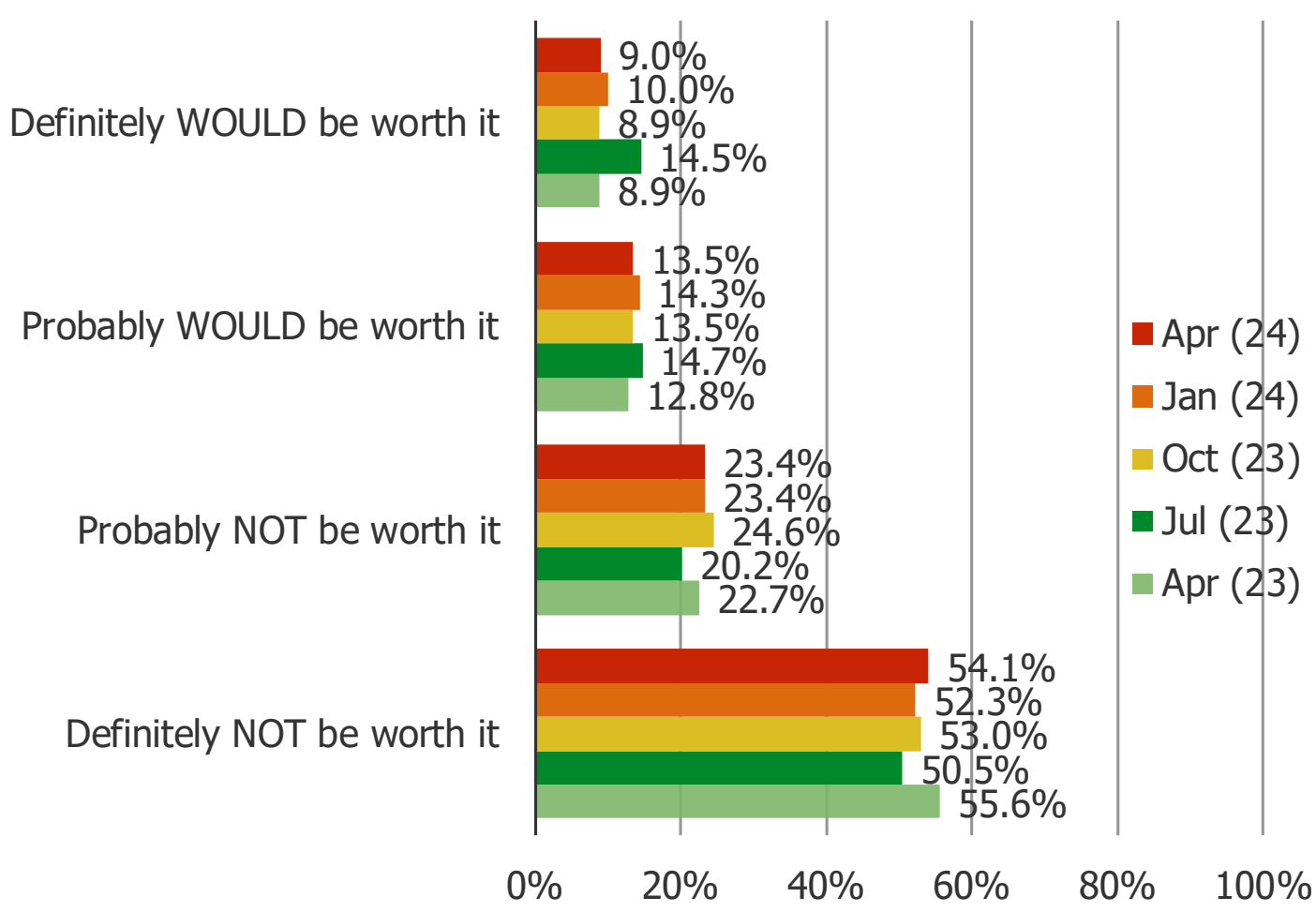


Cross-Tab Analysis – By Age



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

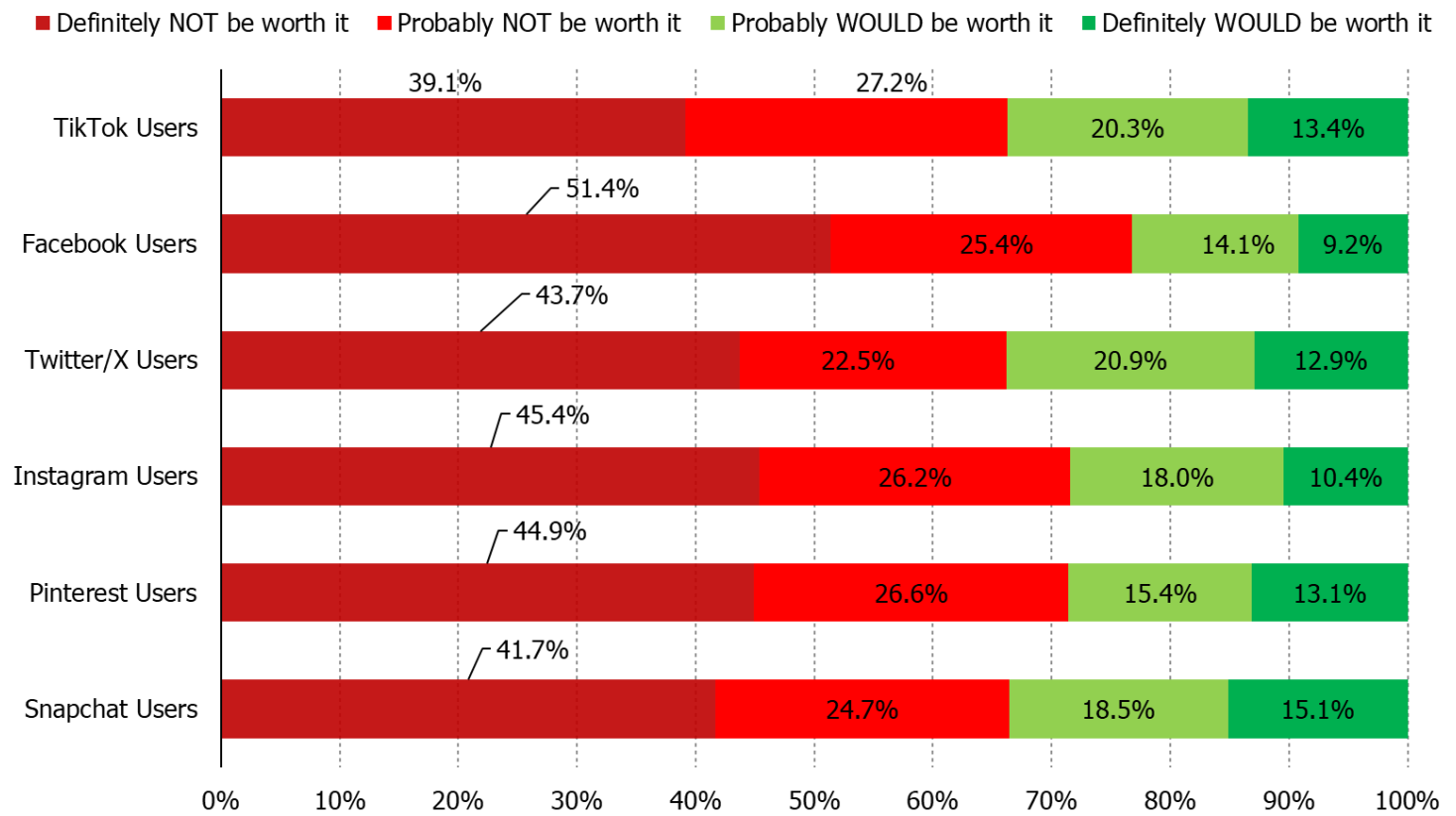
This question was posed to all respondents.



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

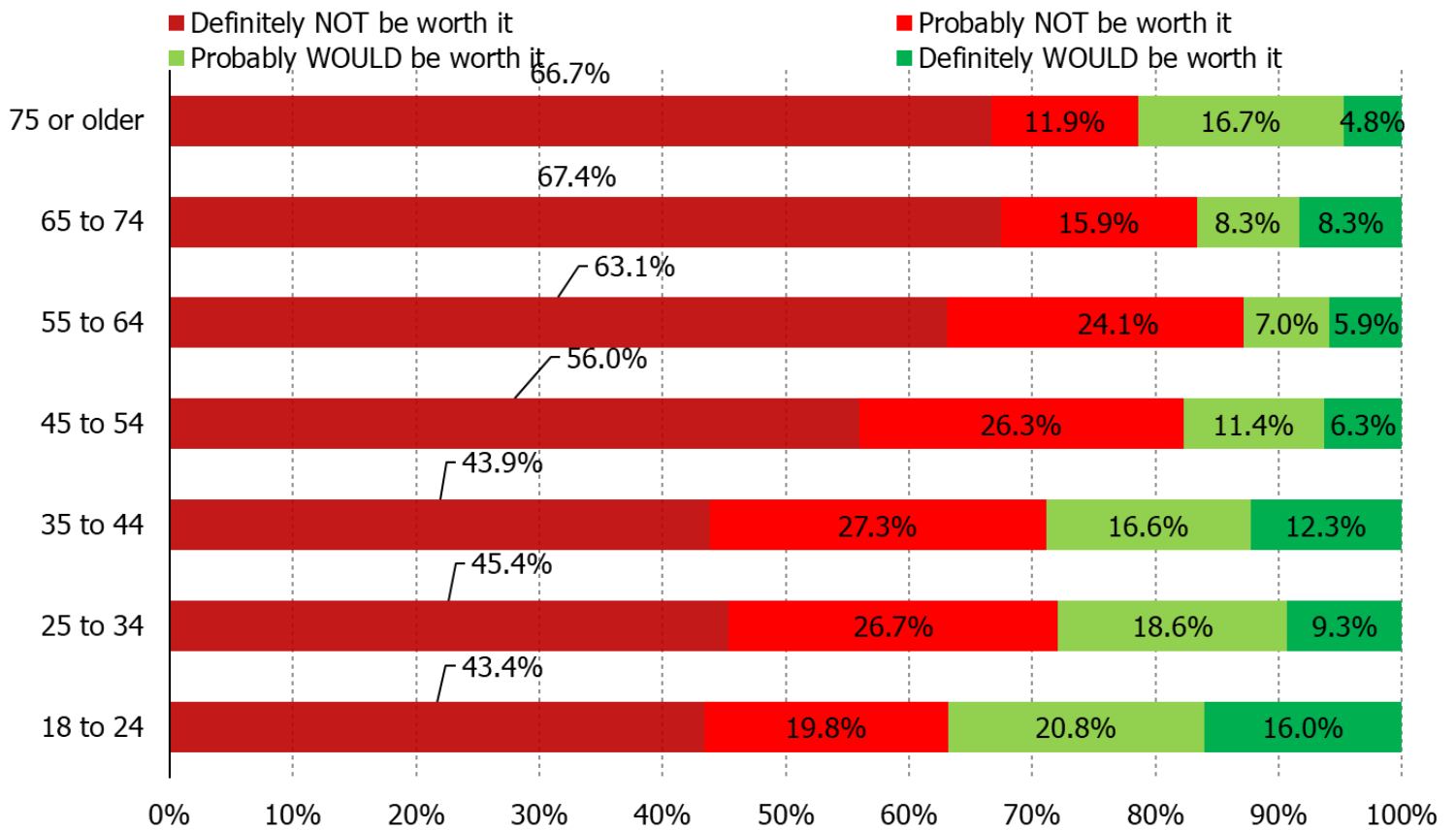
April 2024



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

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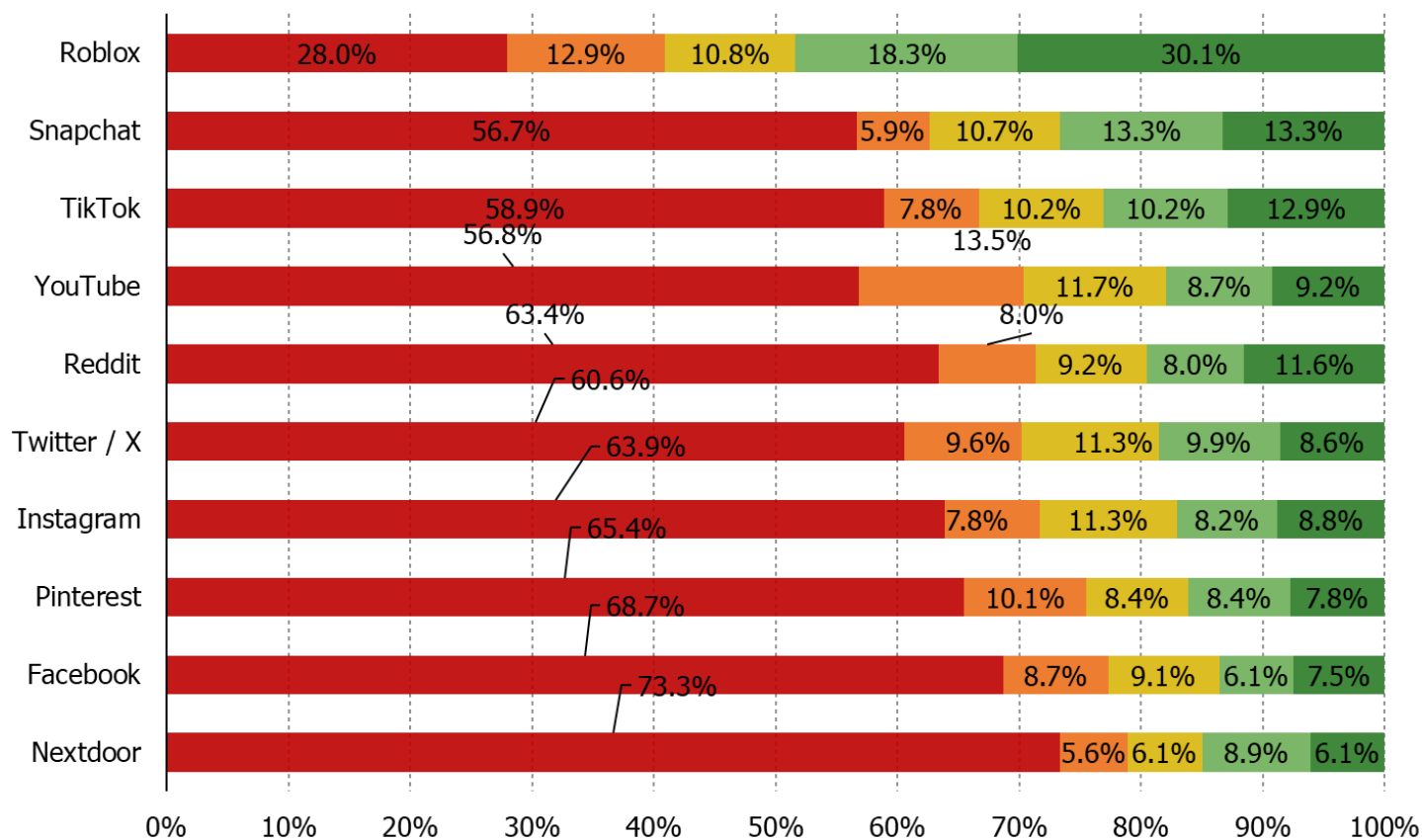
WILLINGNESS TO PAY FOR SOCIAL MEDIA
EXPERIENCES / SNAPCHAT+ FEEDBACK

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

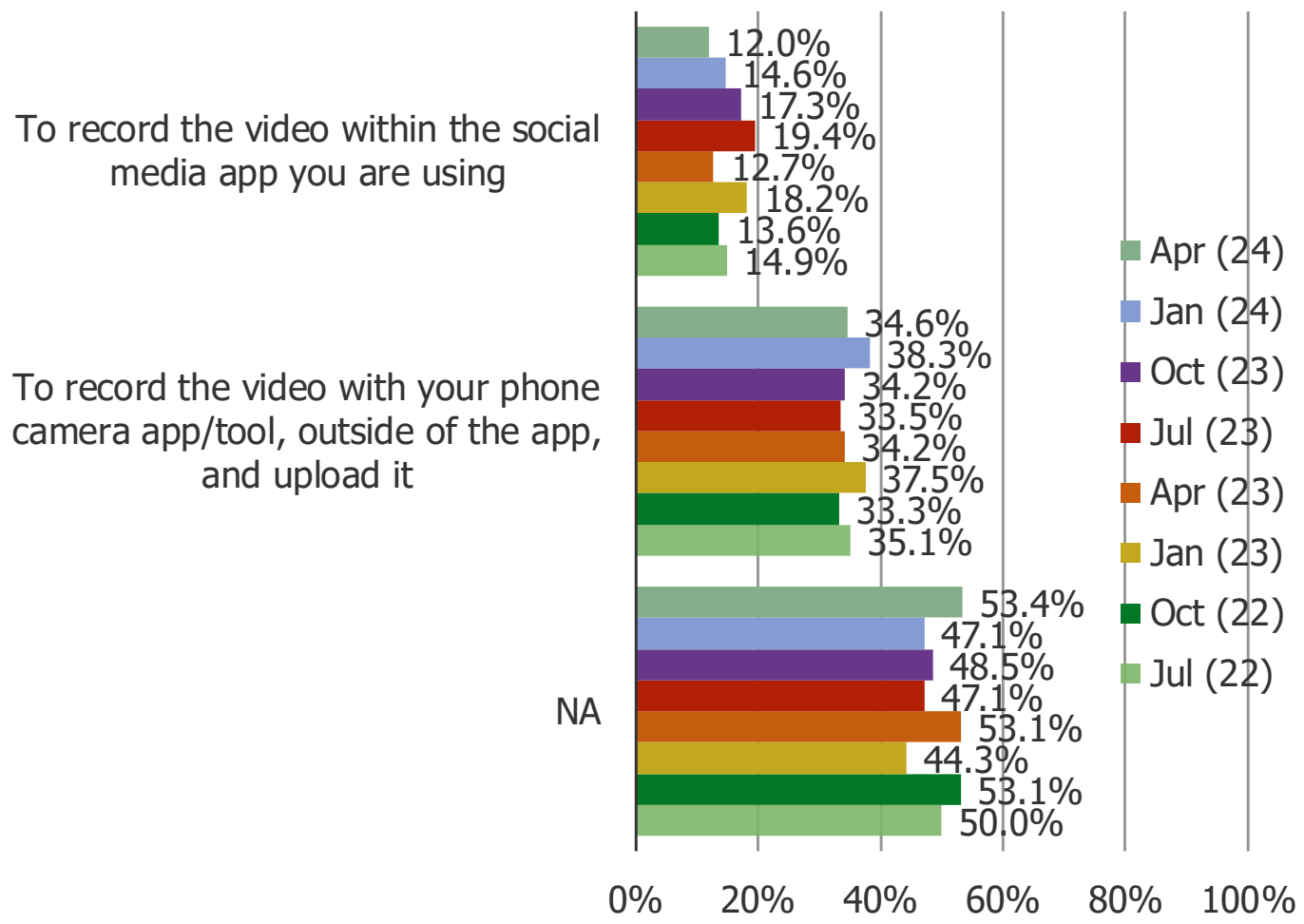


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CREATING AND SHARING VIDEO ON SOCIAL MEDIA

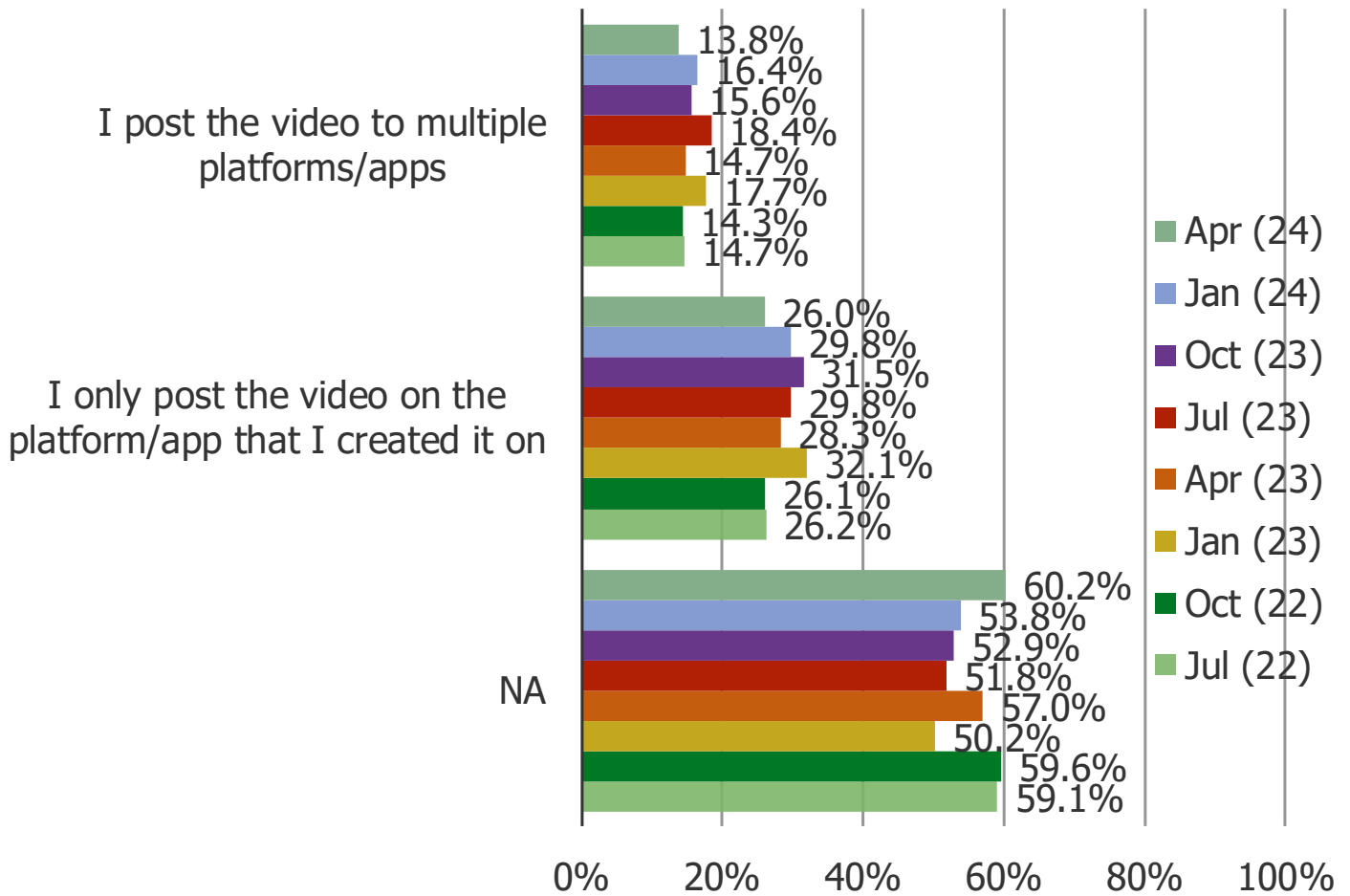
WHEN YOU CREATE VIDEOS TO UPLOAD TO SOCIAL MEDIA, WHICH DO YOU PREFER:

This question was posed to all respondents.



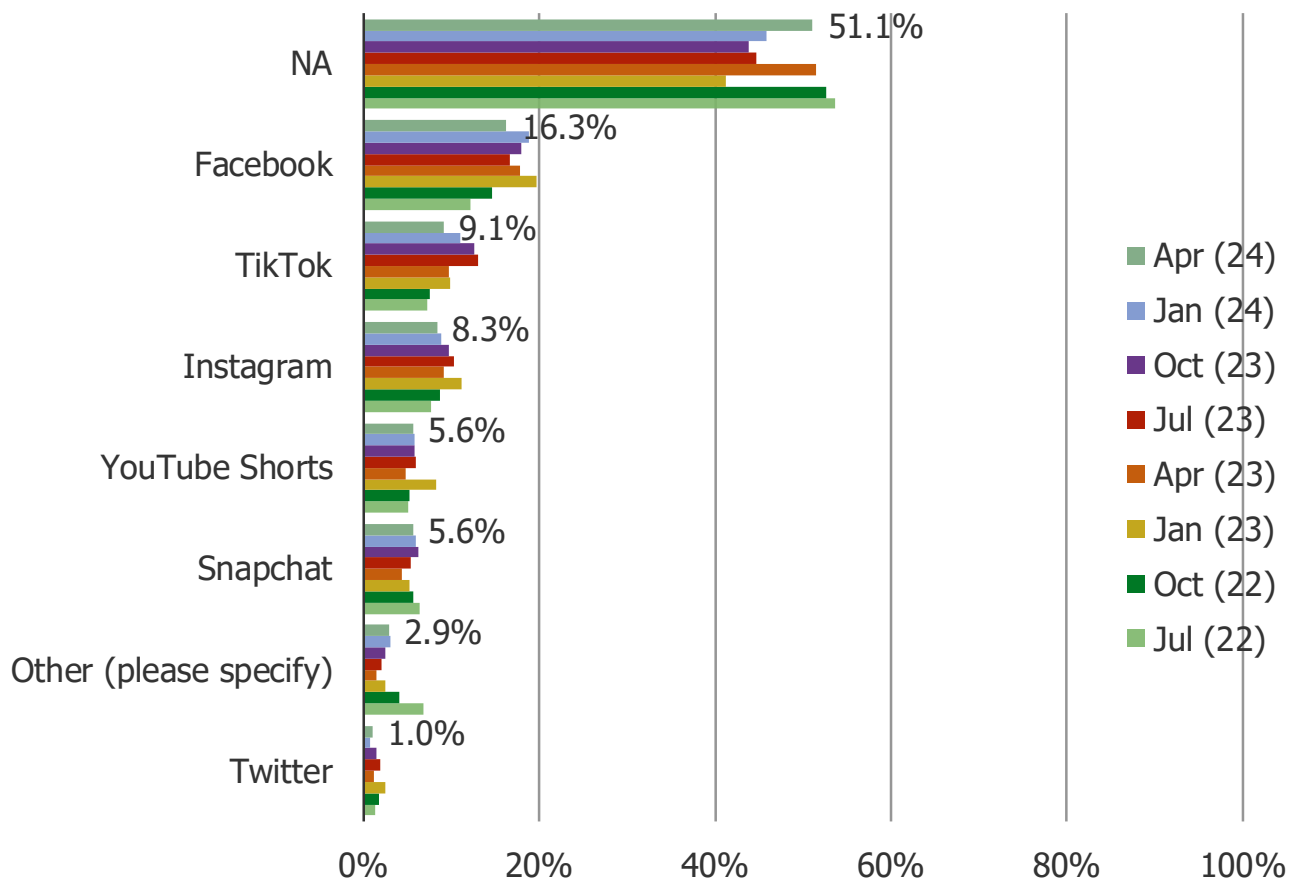
WHEN YOU CREATE VIDEOS WITHIN SOCIAL MEDIA PLATFORMS, WHICH BEST DESCRIBES YOU?

This question was posed to all respondents.



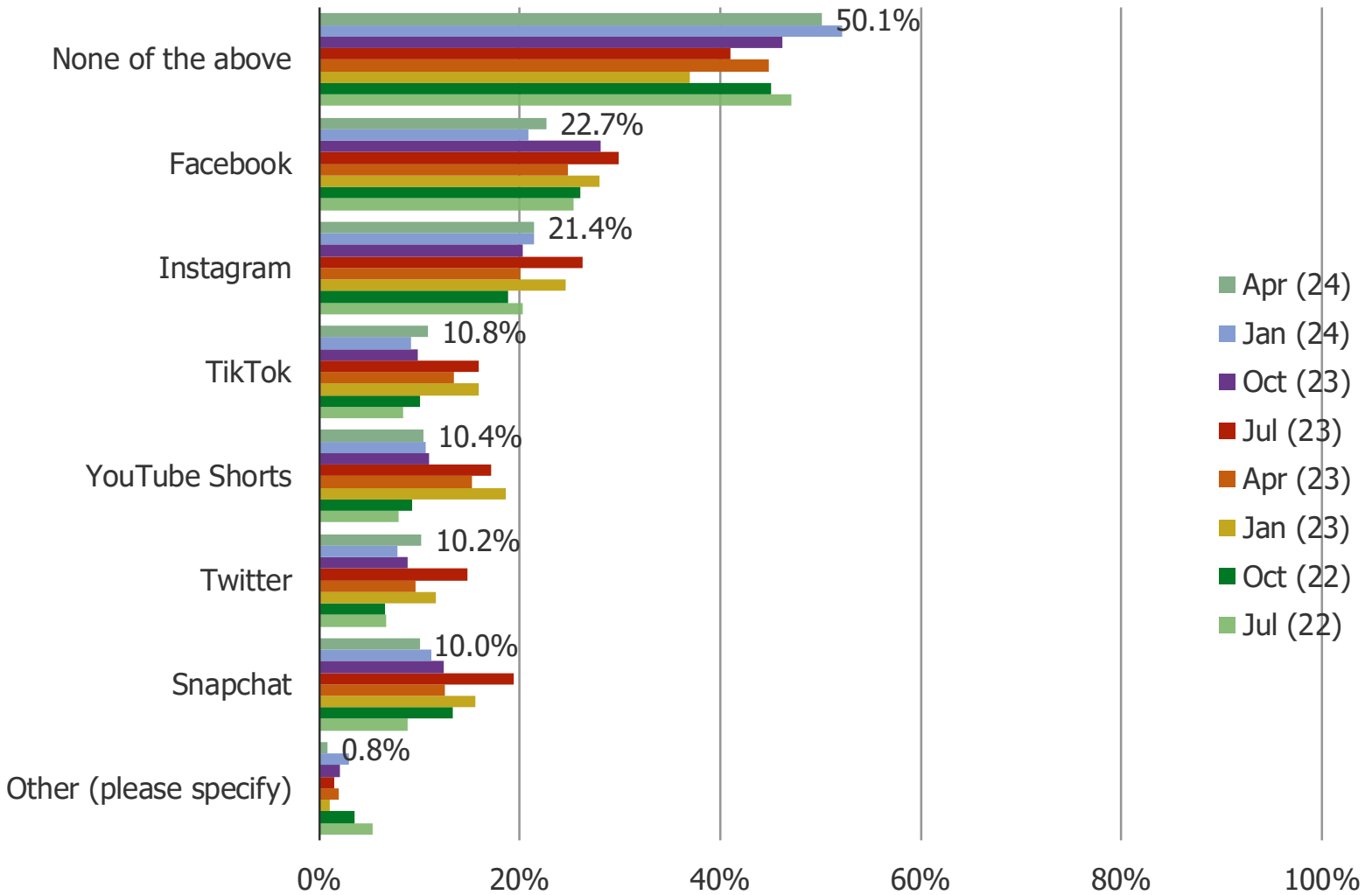
WHICH IS YOUR PREFERRED APP FOR CREATING VIDEOS?

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.

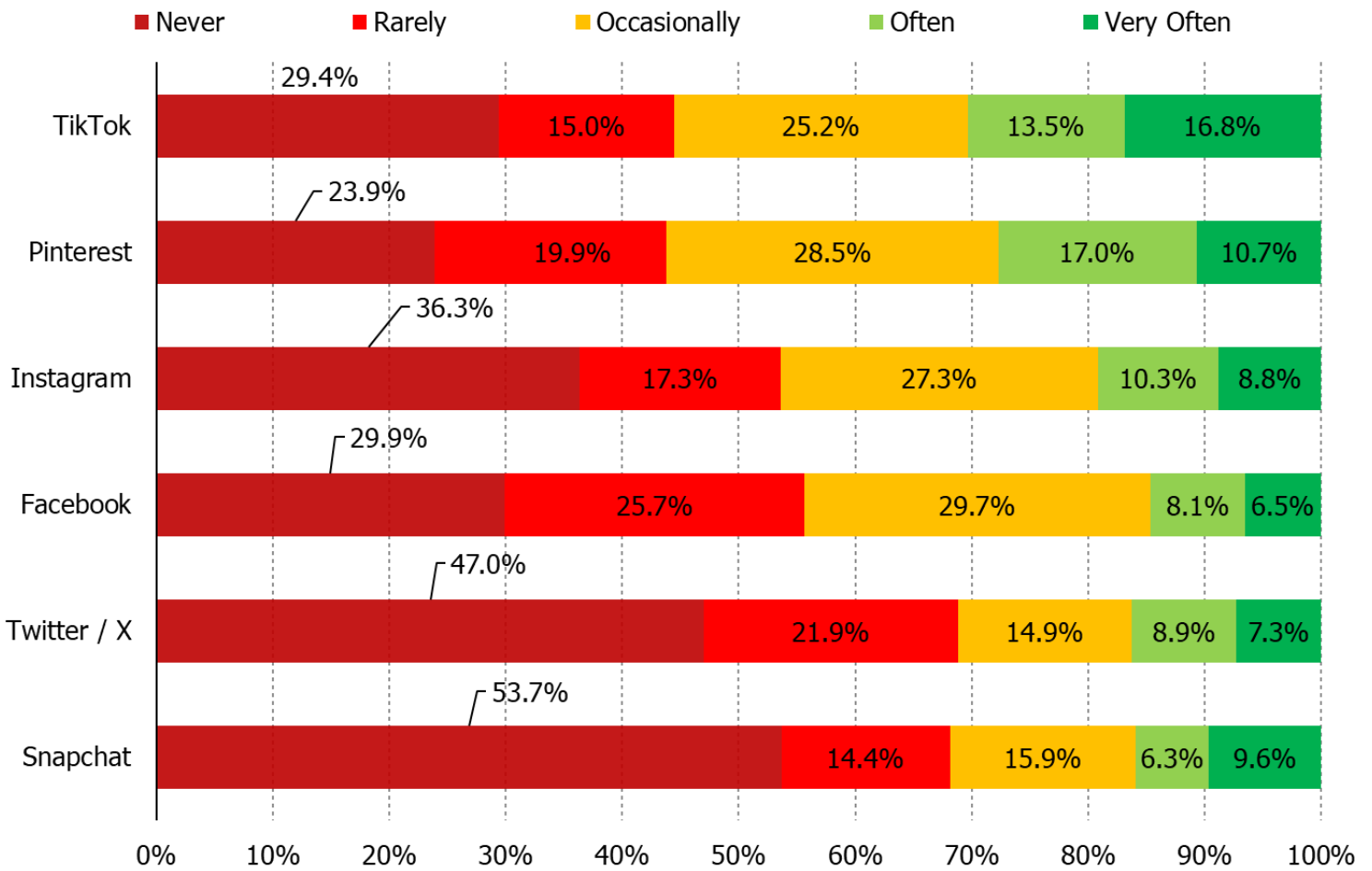


SOCIAL COMMERCE / AUGMENTED REALITY AND SHOPPING

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

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

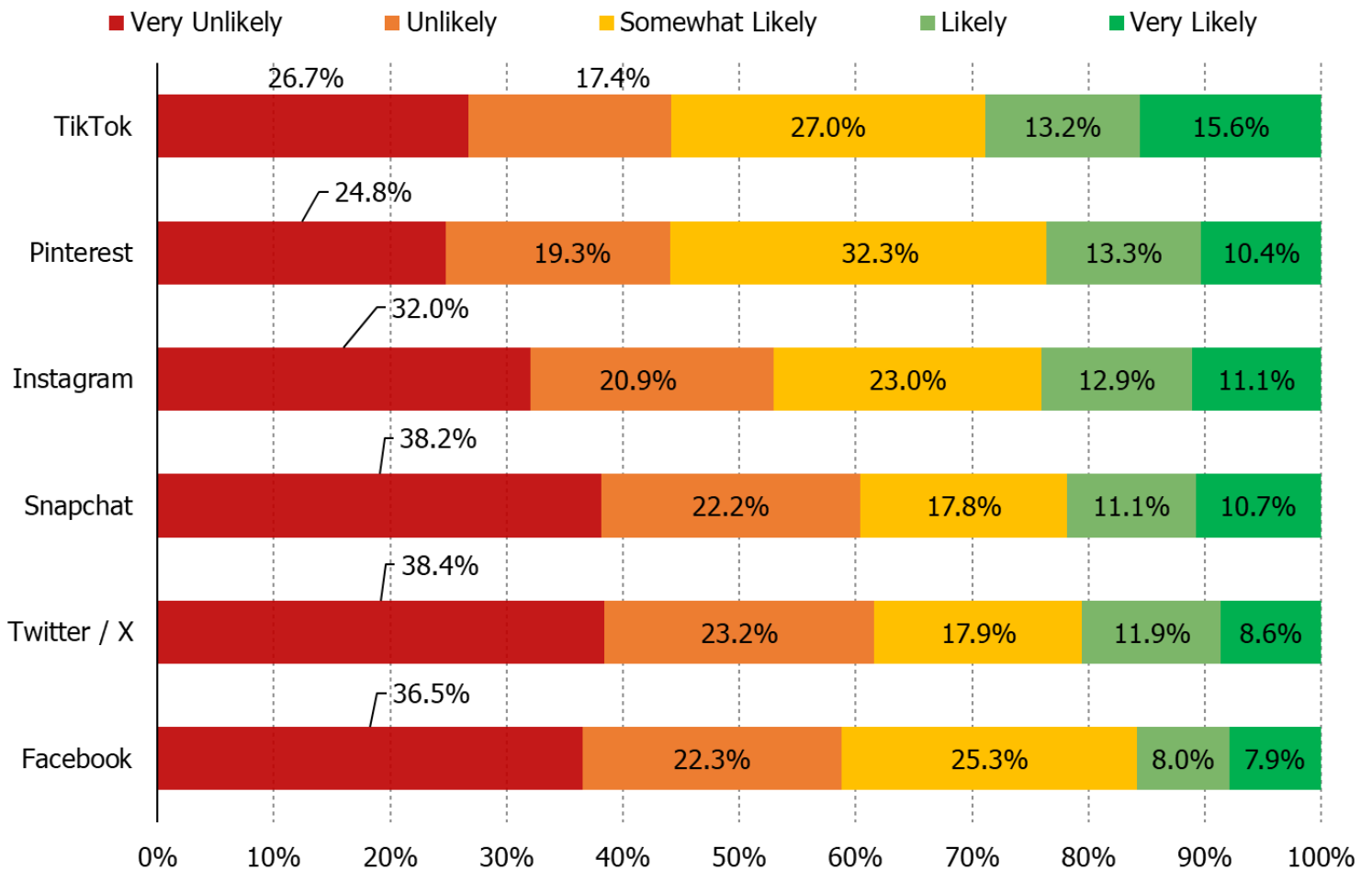
April 2024



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)

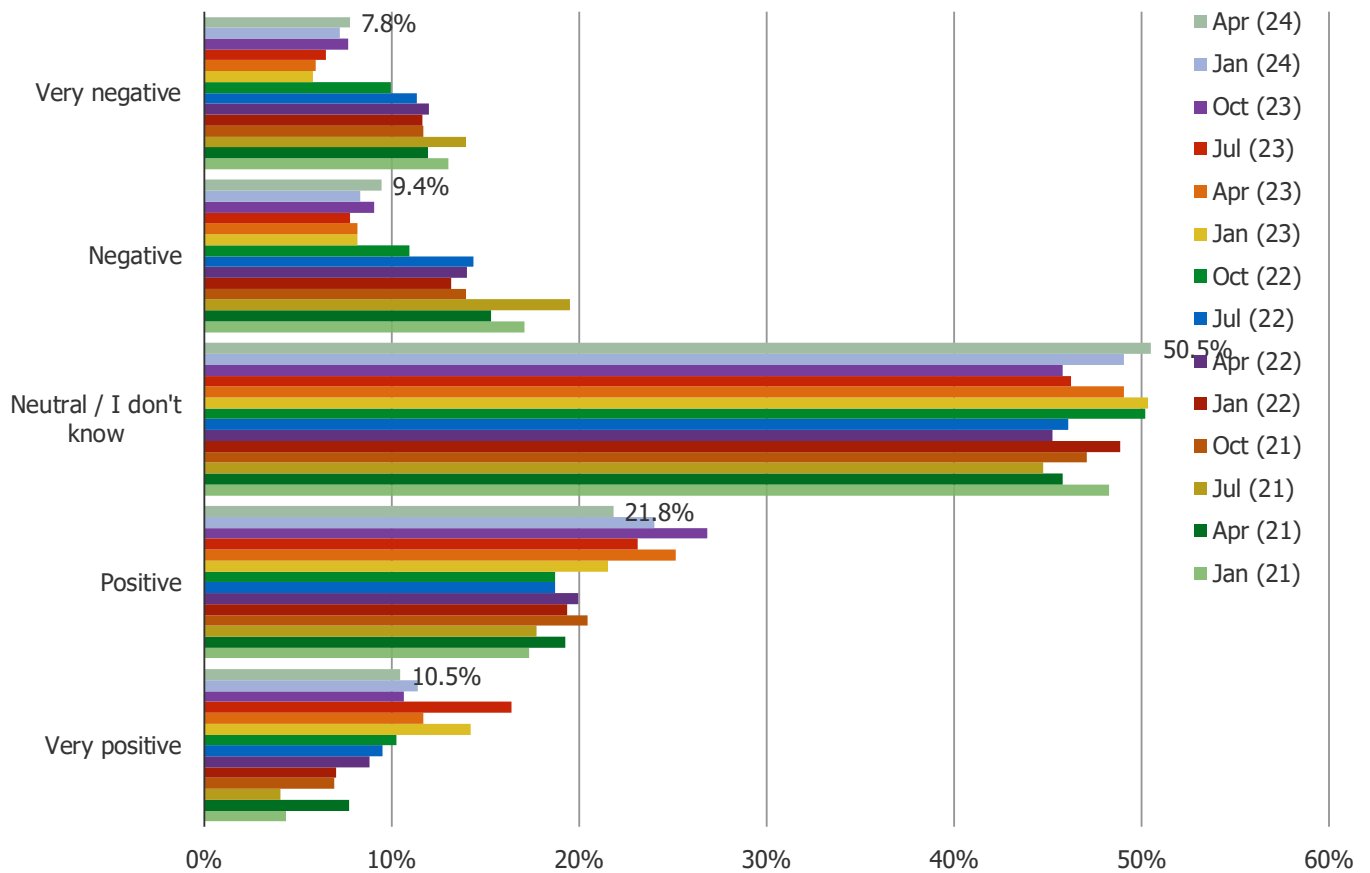
Posed to users of each of the following social media apps.

April 2024



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)?

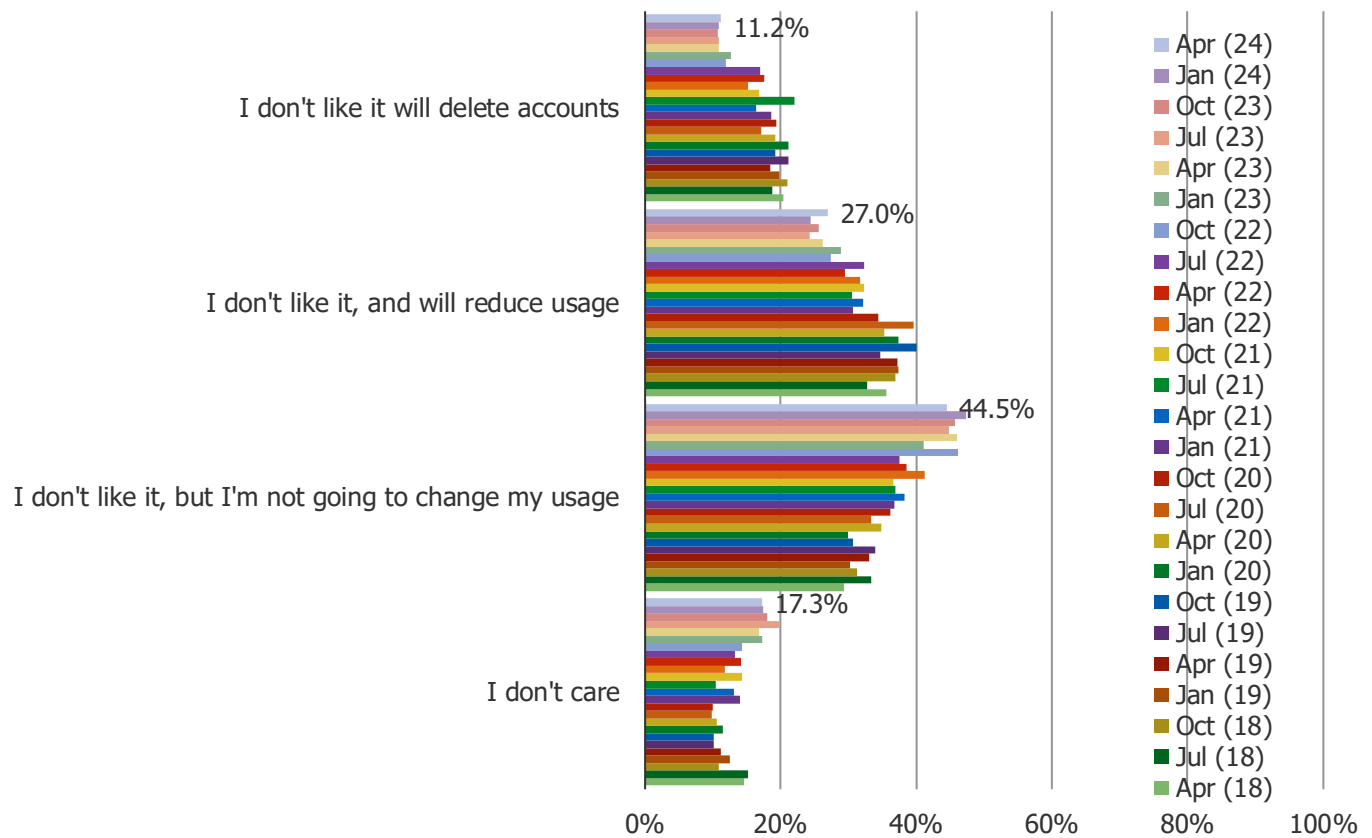
Posed to users of social media apps.



PRIVACY

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

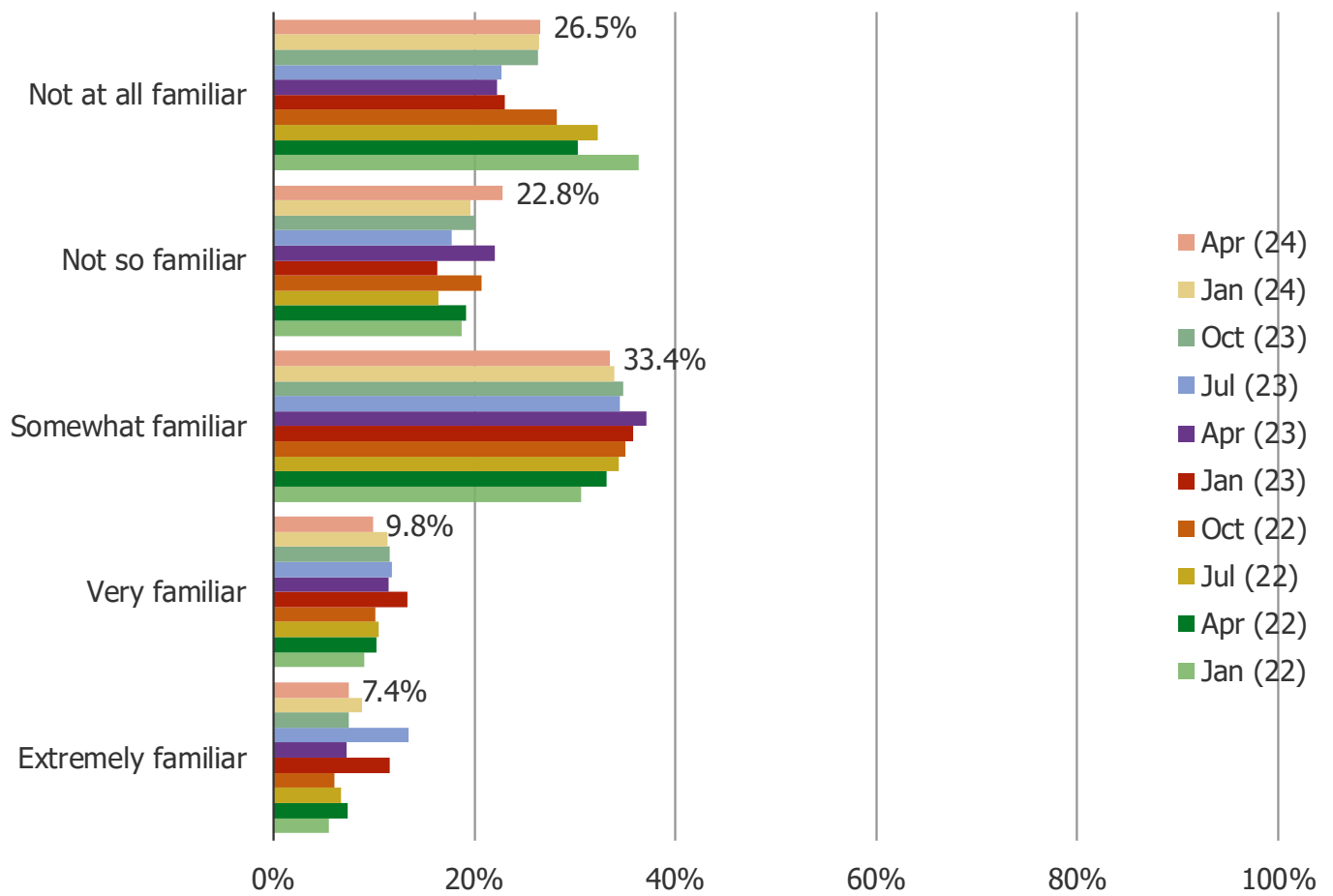
Posed to all respondents about social media in general



METaverse

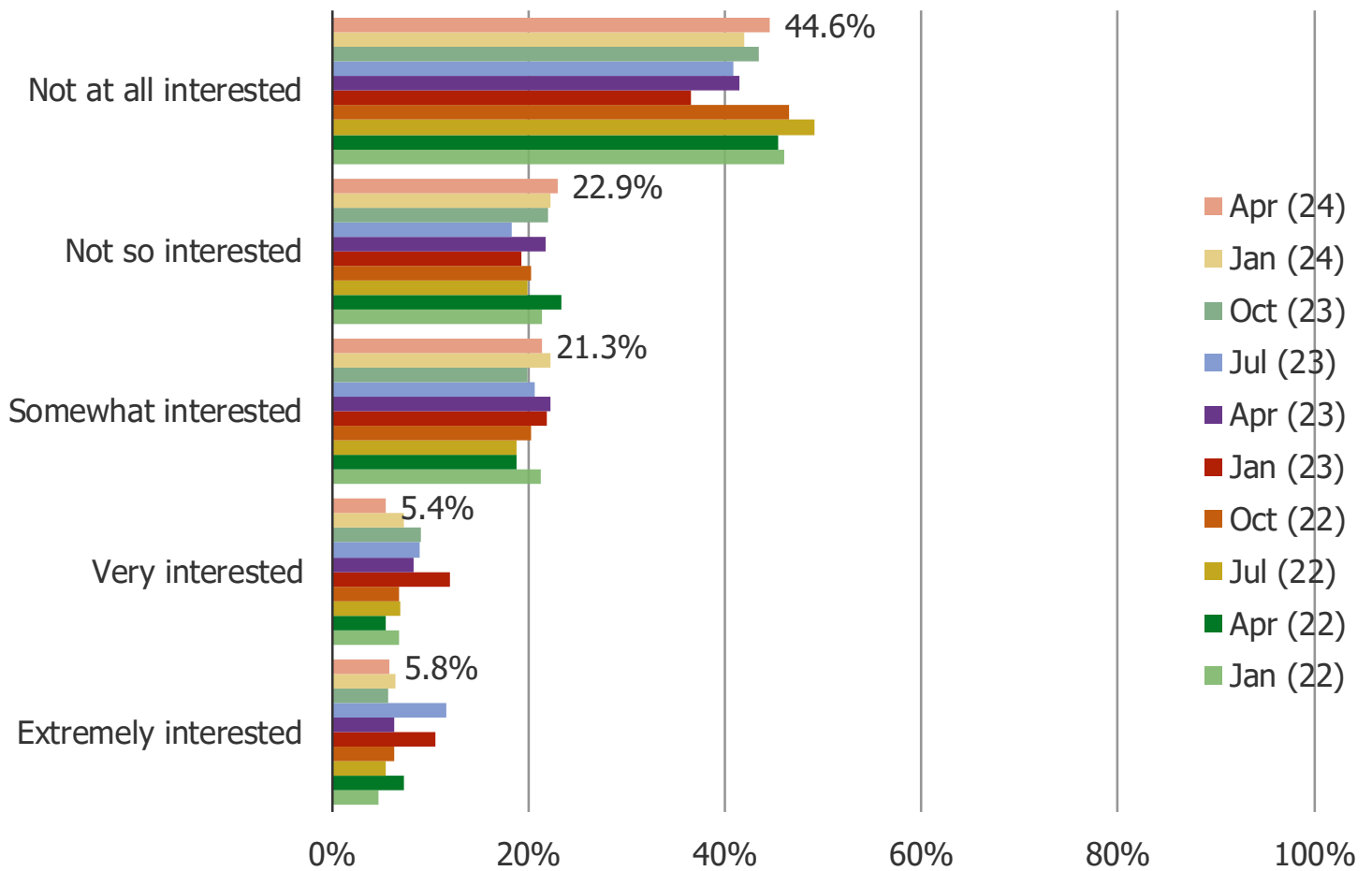
ARE YOU FAMILIAR WITH WHAT THE METAVERSE IS?

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.

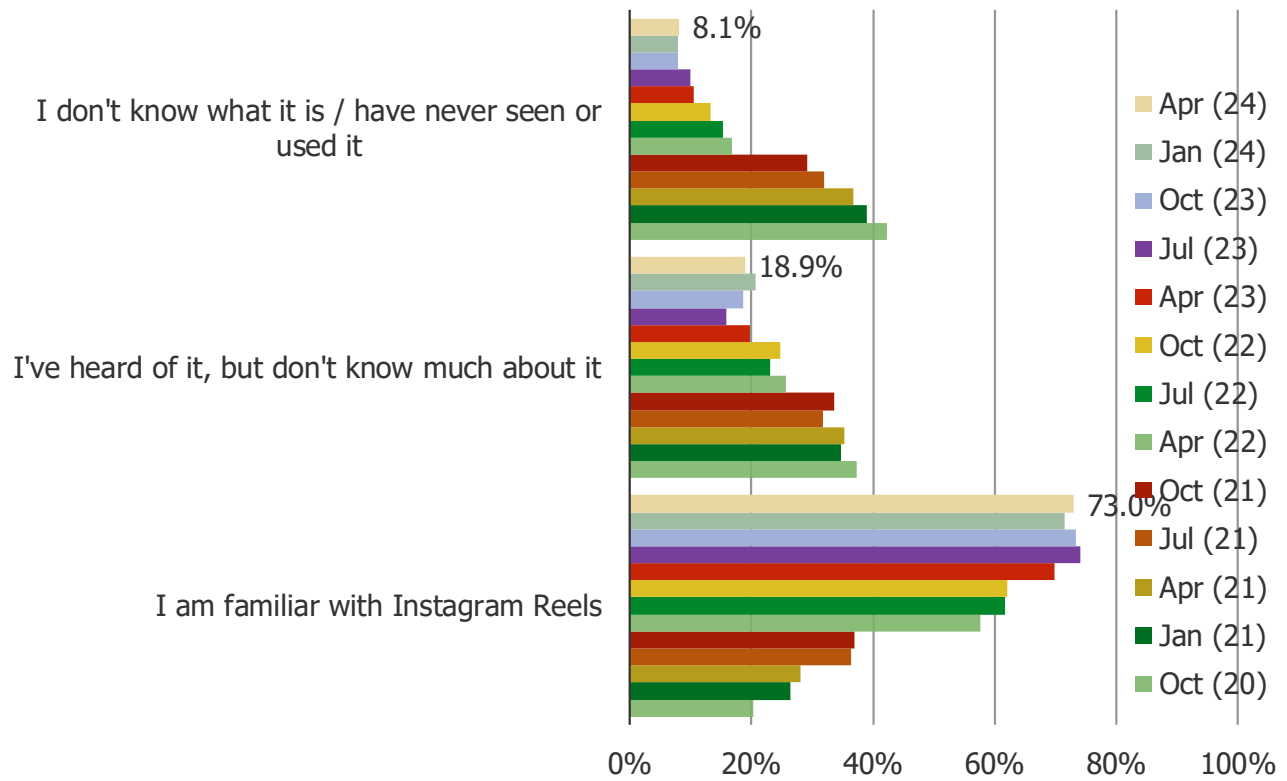
This question was posed to all respondents.



INSTAGRAM REELS FEEDBACK

ARE YOU FAMILIAR WITH INSTAGRAM REELS (EXAMPLES PICTURED)

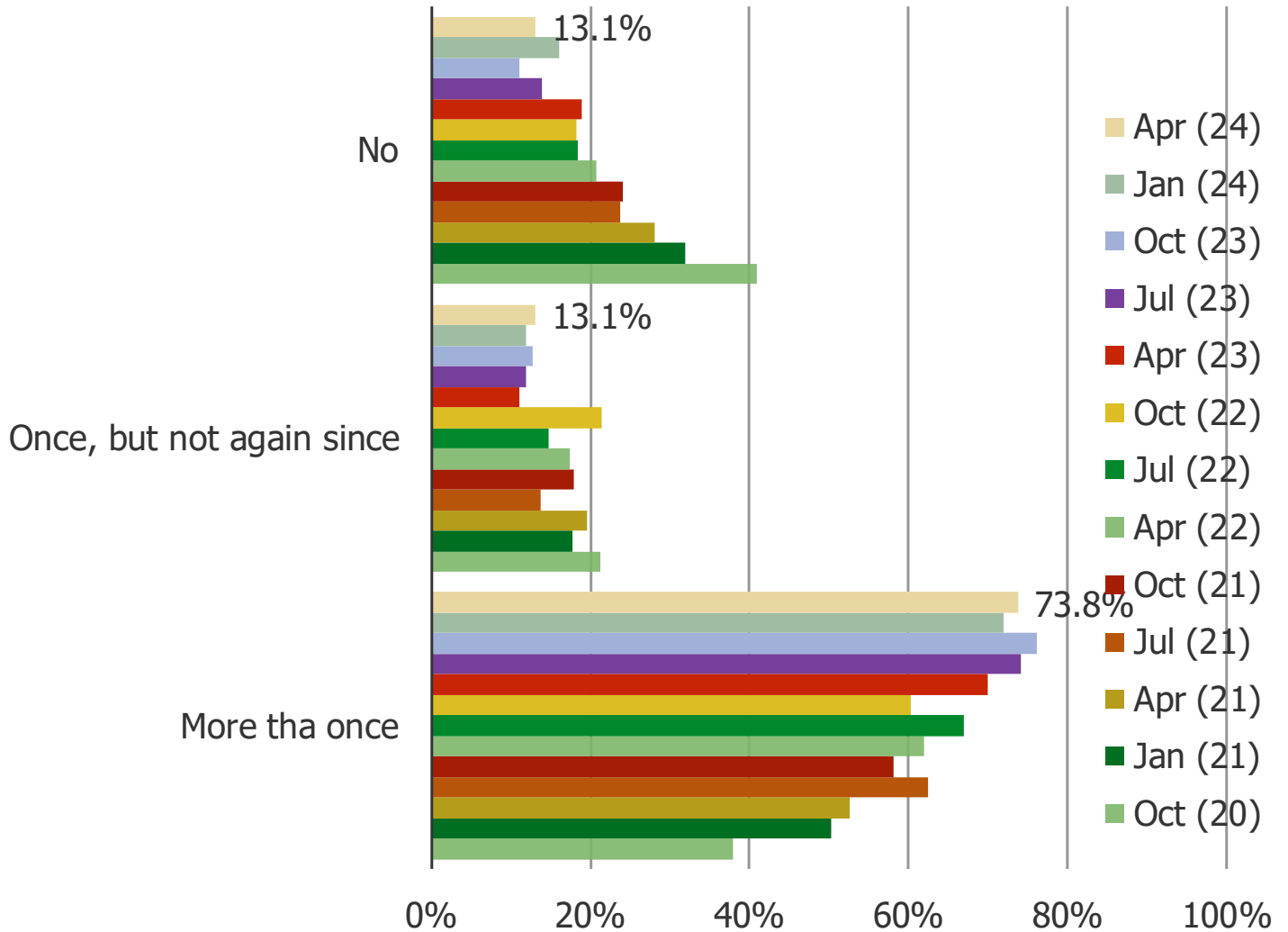
Posted to Instagram Users:



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

HAVE YOU WATCHED/SEEN ANY INSTAGRAM REELS VIDEOS YET?

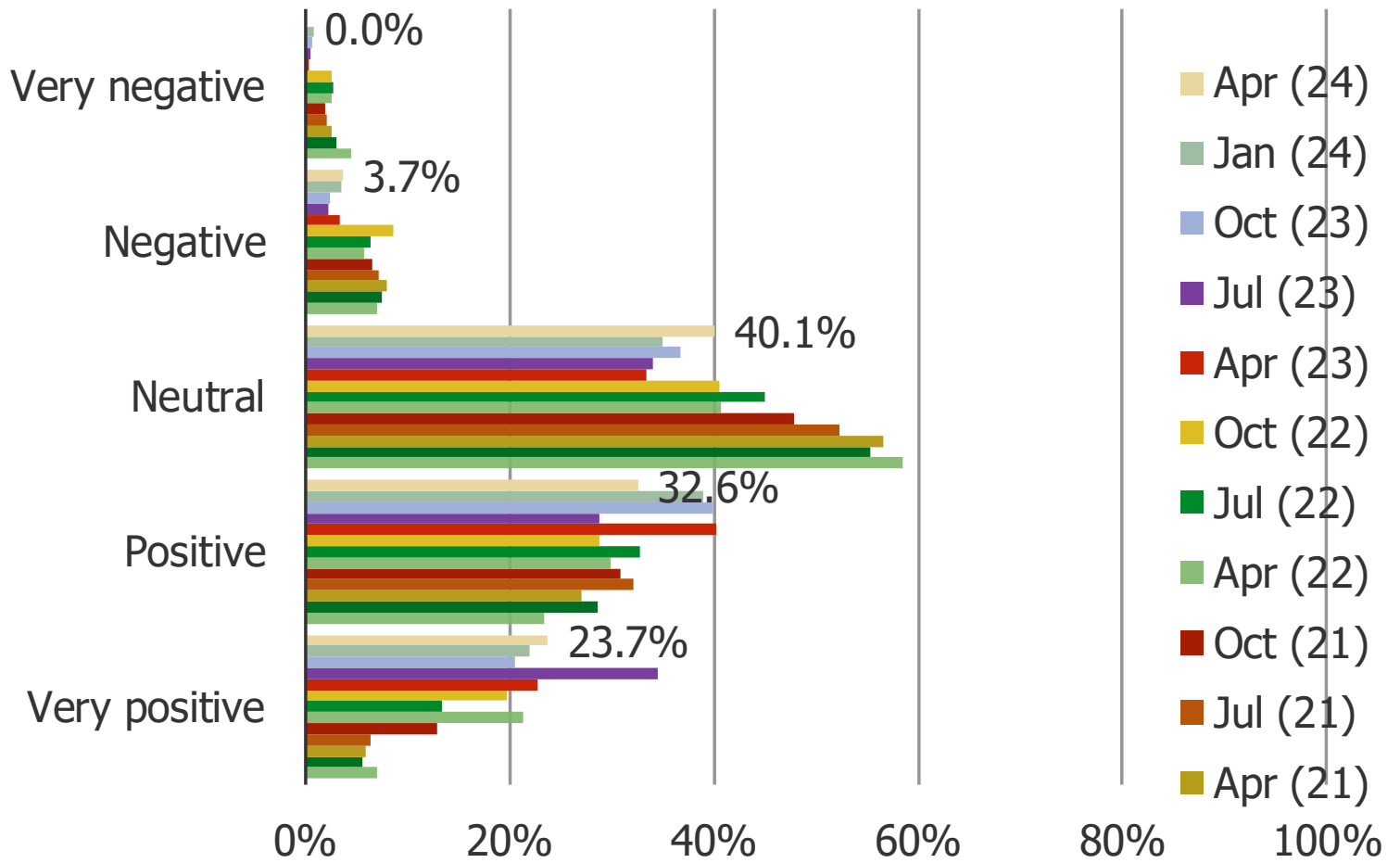
Posted to Instagram Users who have heard of Reels:



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

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

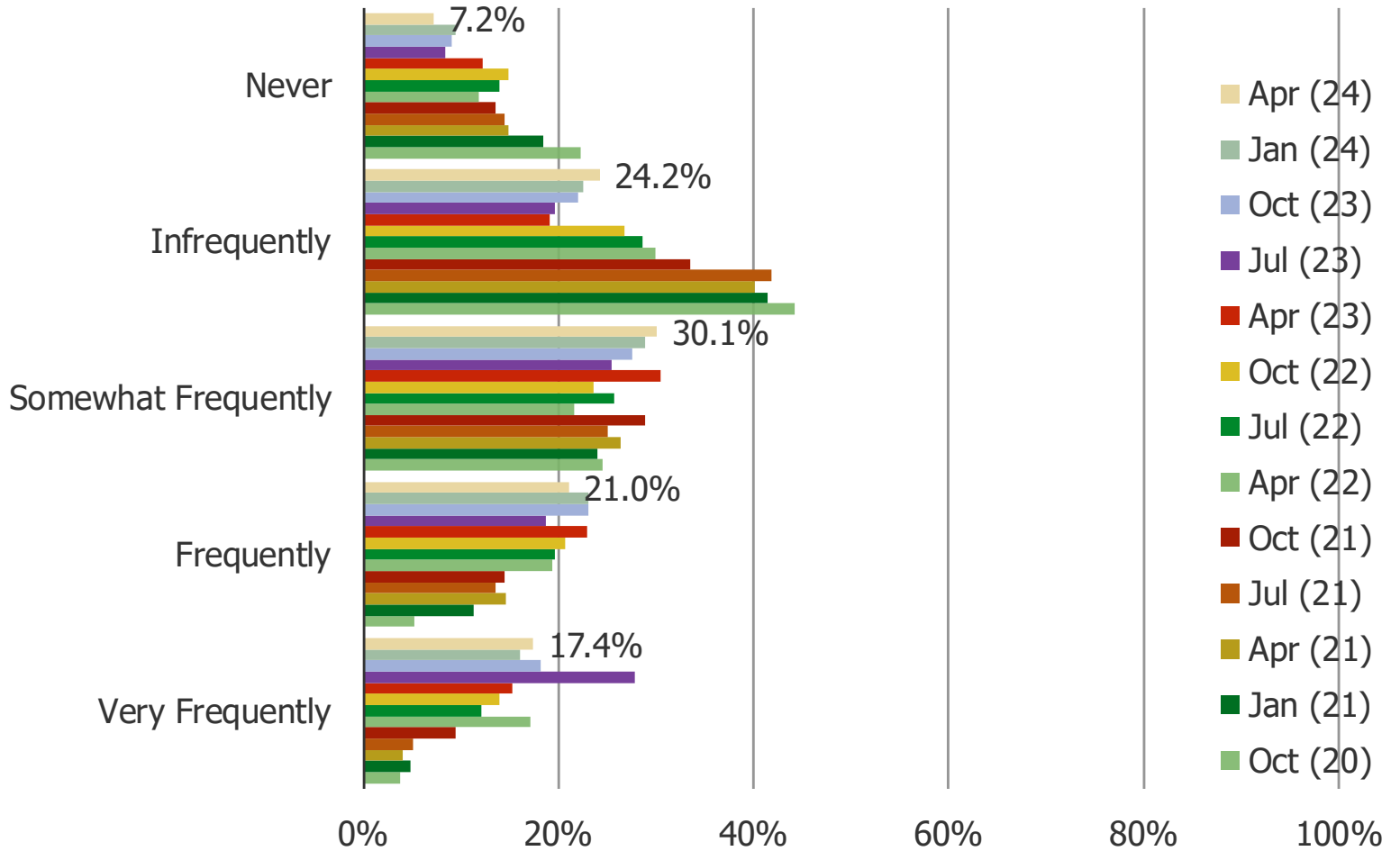
Posted to Instagram Users who have watched one or more Reels video.



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

HOW OFTEN DO YOU EXPECT TO WATCH REELS GOING FORWARD?

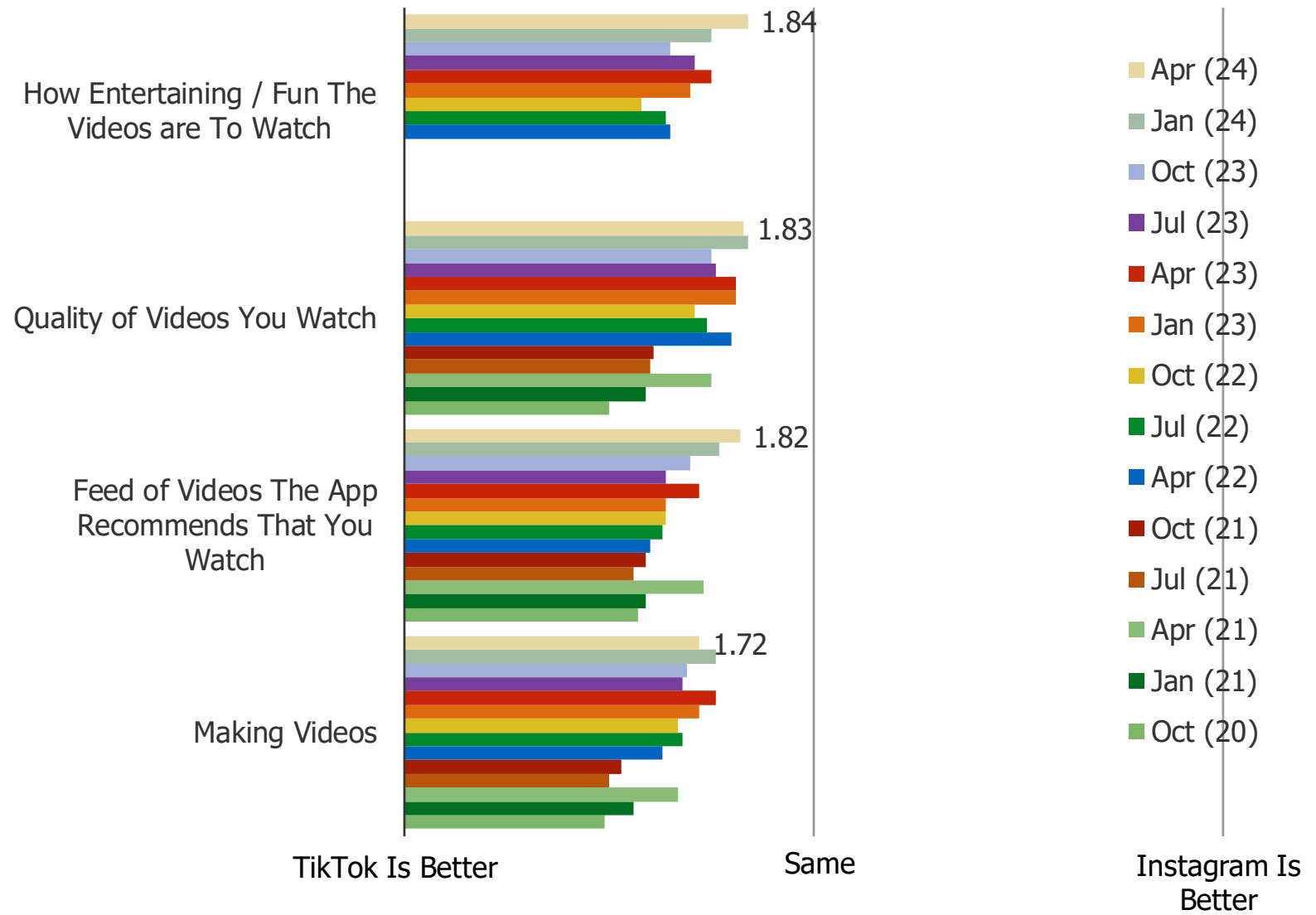
Posted to Instagram Users who have heard of Reels:



*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:

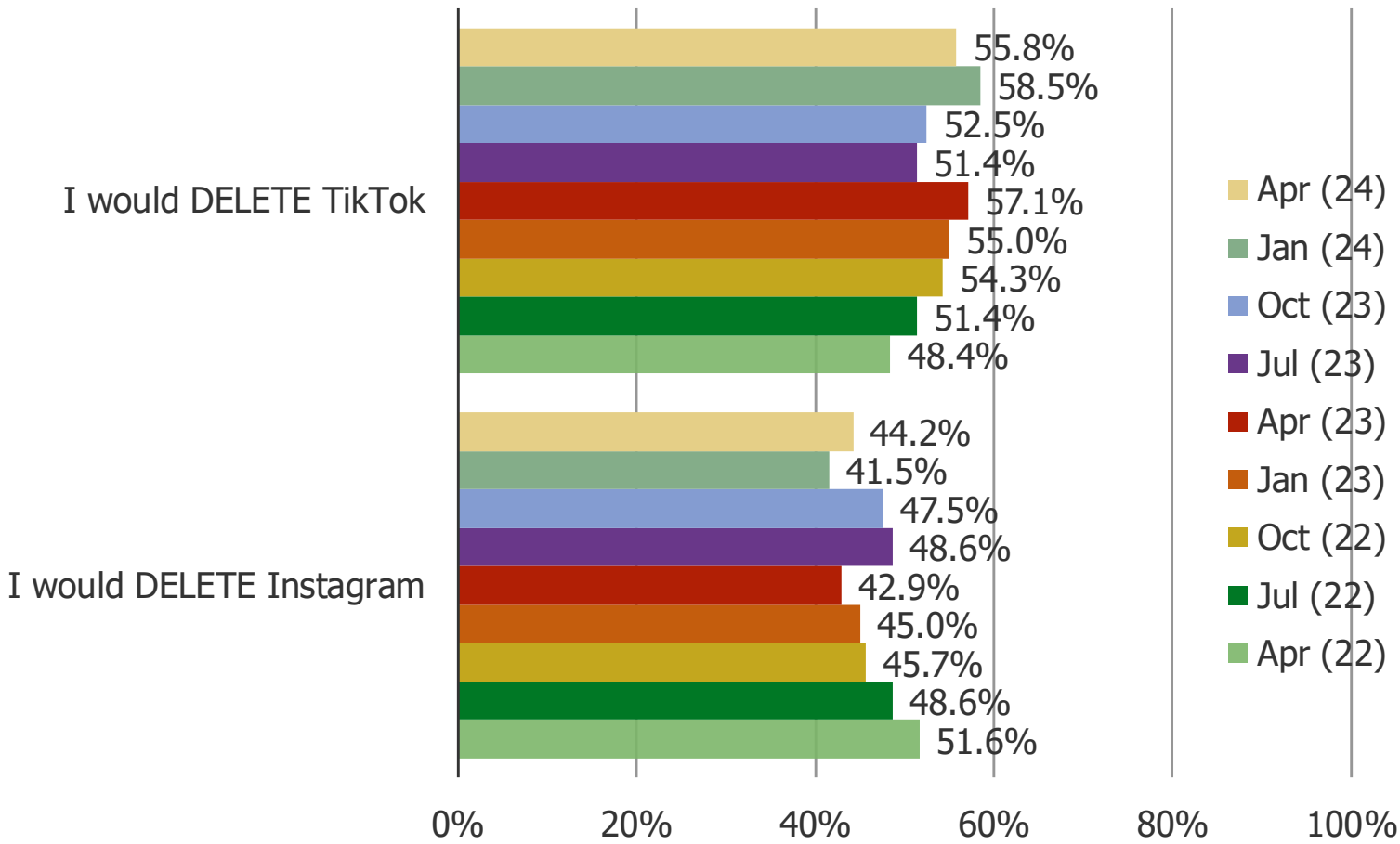


*Note: We did not ask this question in our January 2022 survey.

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?

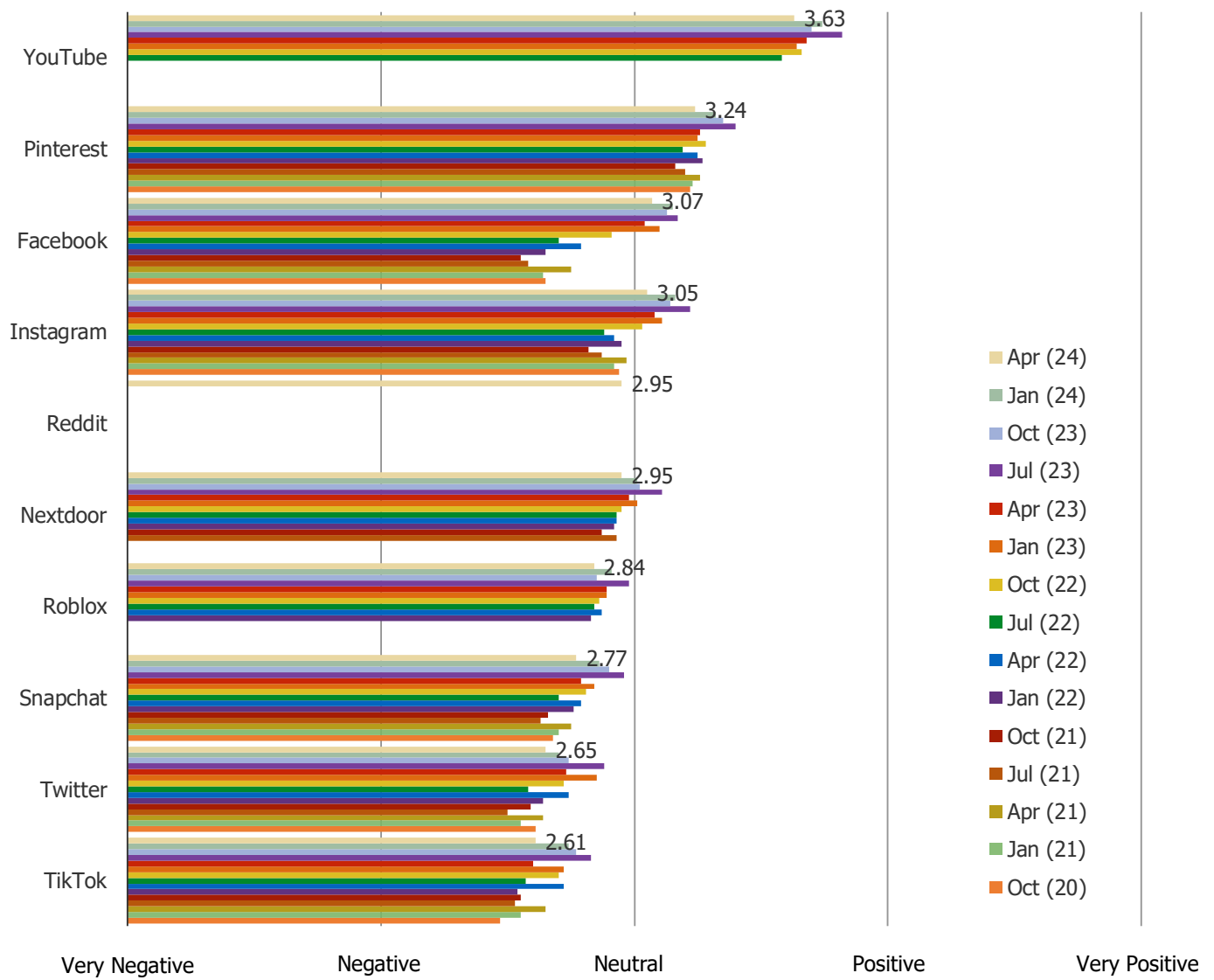
I use TikTok way more than I use Instagram and it gives me a lot more resources
 TikTok is more diverse
 I don't enjoy the platform as much and it's owned by Facebook
 It's getting kinda boring now and I don't have much interest in it.
 Because i could do without it
 I get more value and entertainment from tiktok than Instagram
 I use TikTok a lot more
 I love tiktok
 I use TikTok more
 Tiktok too good
 I think I use it less
 I use tiktok more than I use instagram
 Cause tiktok is the best
 I don't use it more than I use TikTok
 I don't use it as often and find it less enjoyable
 I prefer tiktok. Instagram has decreased in quality
 I don't use it as much
 bc instagram is better
 prefer tik tok
 Tik tok is a better app with more diverse content
 Bc I love tiktok
 Because I use tiktok more
 I get minimal value from it.
 I rarely check insta. I use TikTok regularly
 I am too involved with TikTok
 Instagram is pretty boring
 I use TikTok more than instagram
 I find Tik Tok more entertaining.
 I don't use instagram often as it is
 Because on tiktok I connect with way more people
 I like TikTok it's like a video google
 TikTok is more entertaining
 I am addicted to TikTok
 I use more of TikTok than instagram
 I use tiktok more than insta
 Because Instagram is tied to Facebook and I wouldn't miss much
 I really don't care I normally do not get attached
 TikTok is just way better
 Instagram is negative
 I don't really use the app
 I don't use it that often
 Because TikTok is amazing
 Because it's not as entertaining
 I'm not hooked on Instagram
 I use tik tok more and rarely use instagram and forget about it sometimes
 I don't really care to have a insta account
 I'd delete instagram instead of TikTok because I engage in more video contents in tiktok
 I don't need
 I love TikTok a lot more
 I use tiktok more frequently
 I use Tiktok more
 Don't use it much
 Tiktok has funnier videos
 Don't use it
 It's seems lesser quality than tiktok
 I like the videos on tik tok
 I dont use instagram hardly at all
 I like it less than the other
 I like Tiktok more
 Use a lot less

RESPONDENTS WHO WOULD DELETE TIKTOK AND KEEP INSTAGRAM, WHY?

Because Instagram has reels now too
Since instagram has been around before TikTok.
I use instagram more to interact with people I know and to post content
I have had my instagram for a long time and have more connections in there
Too much misinformation
My art is on IG
I like instagram more
I have no personal connections on tiktok
Instagram was here longer
I use Instagram more
Because I can still see what my friends and family are up to on Instagram
Because I use it less
A lot of negativity on this platform.
Because I like Instagram more than tiktok
Because of security reasons
Tik tok is bad
Because they don't have light mode for android
I like Instagram better
TikTok is very negative.
Because Instagram is very well in security
I love the gram
I just don't like TikTok
Know less people
I have friends on instagram that I like to follow and keep up with.
I like to talk to my friends
I would delete TikTok because I don't use it myself to post anything
Do not use TikTok as much as Instagram
Privacy concerns
I have more stuff done on instagram than TikTok
I use tik tok less
Waste more time on it
I like insta
I use it more
Tiktok is more toxic then instagram
China owned
Tik Tok is an endless void of narcissism. While instagram can also be, it is the lesser of the evils IMHO
Instagram has reels and it's basically the same thing
I use instagram more
It's easier to stay in touch with friends on the ok Instagram
Because of personalization
Instagram is more valuable for connecting friends
I like Instagram much better
Tik tok is mindless entertainment and I prefer instagram
I've never liked it
I don't really engage with tik tok that much
Because of my security
I use it less
I prefer instagram

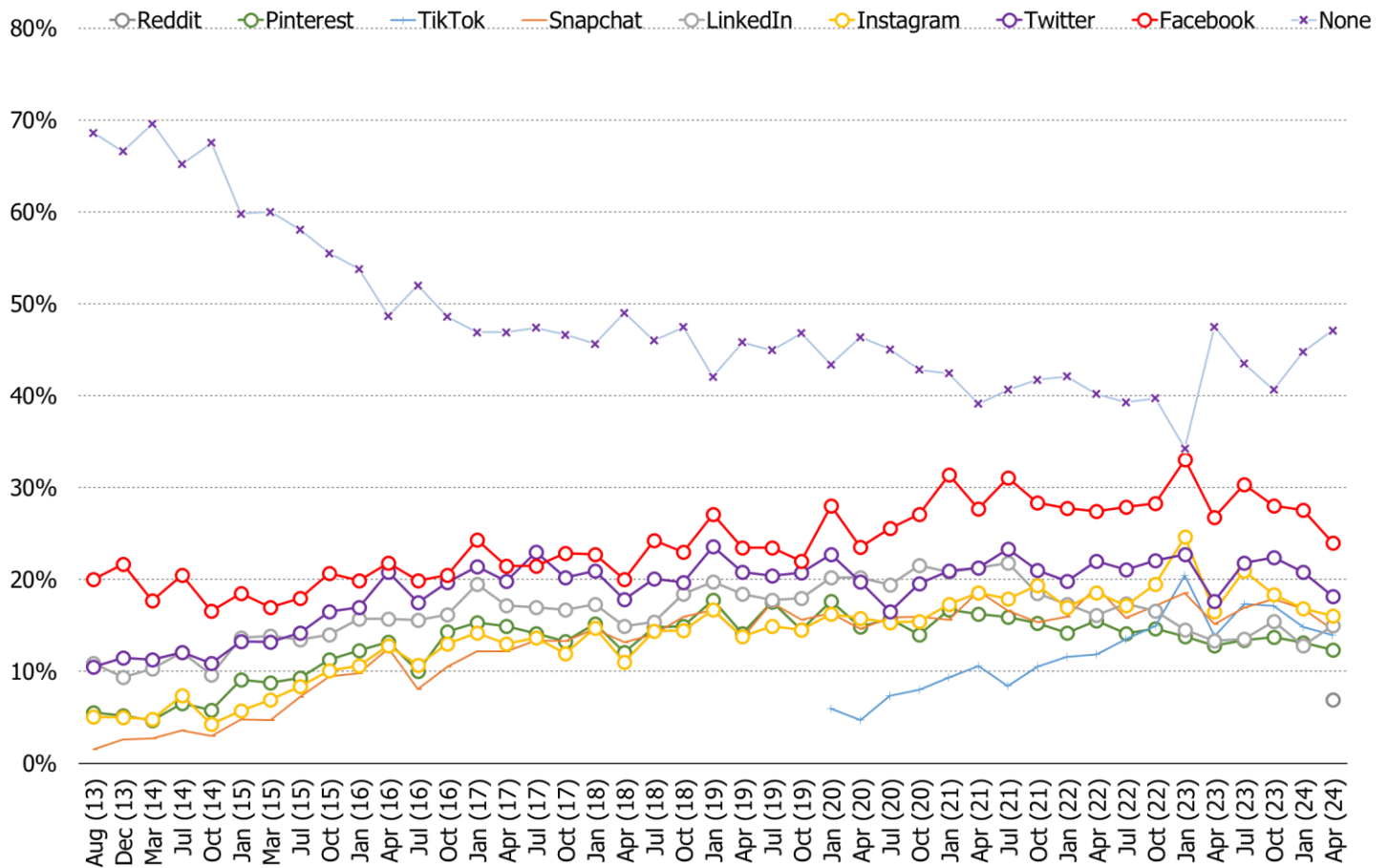
WHAT IS YOUR OPINION OF THE FOLLOWING APPS/SITES?

Posed to all respondents.



HAVE YOU BEEN A USER OF ANY OF THE FOLLOWING IN THE PAST BUT SINCE CANCELLED/DELETED?

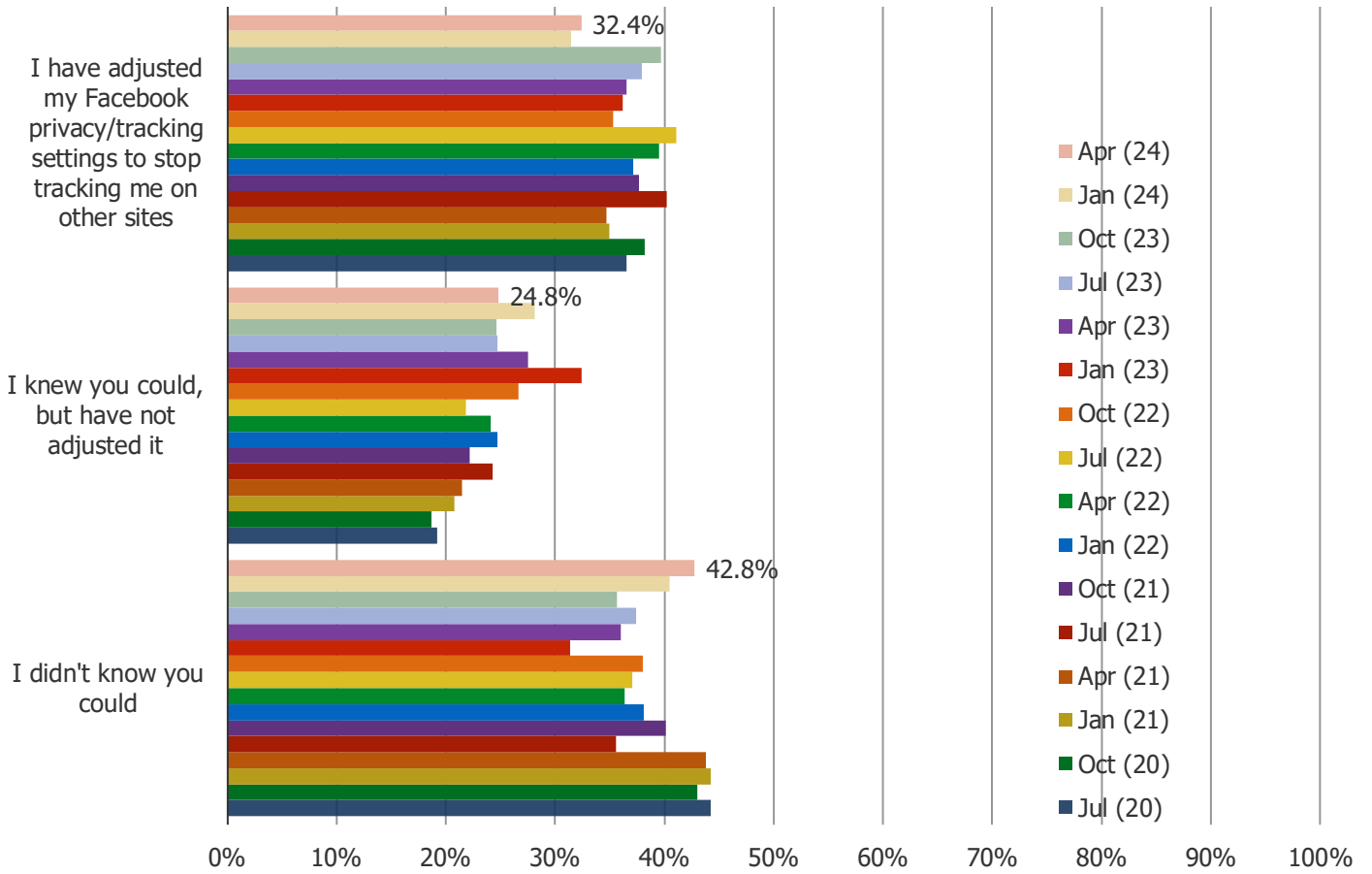
Posed to all respondents.



FB DEEP DIVE

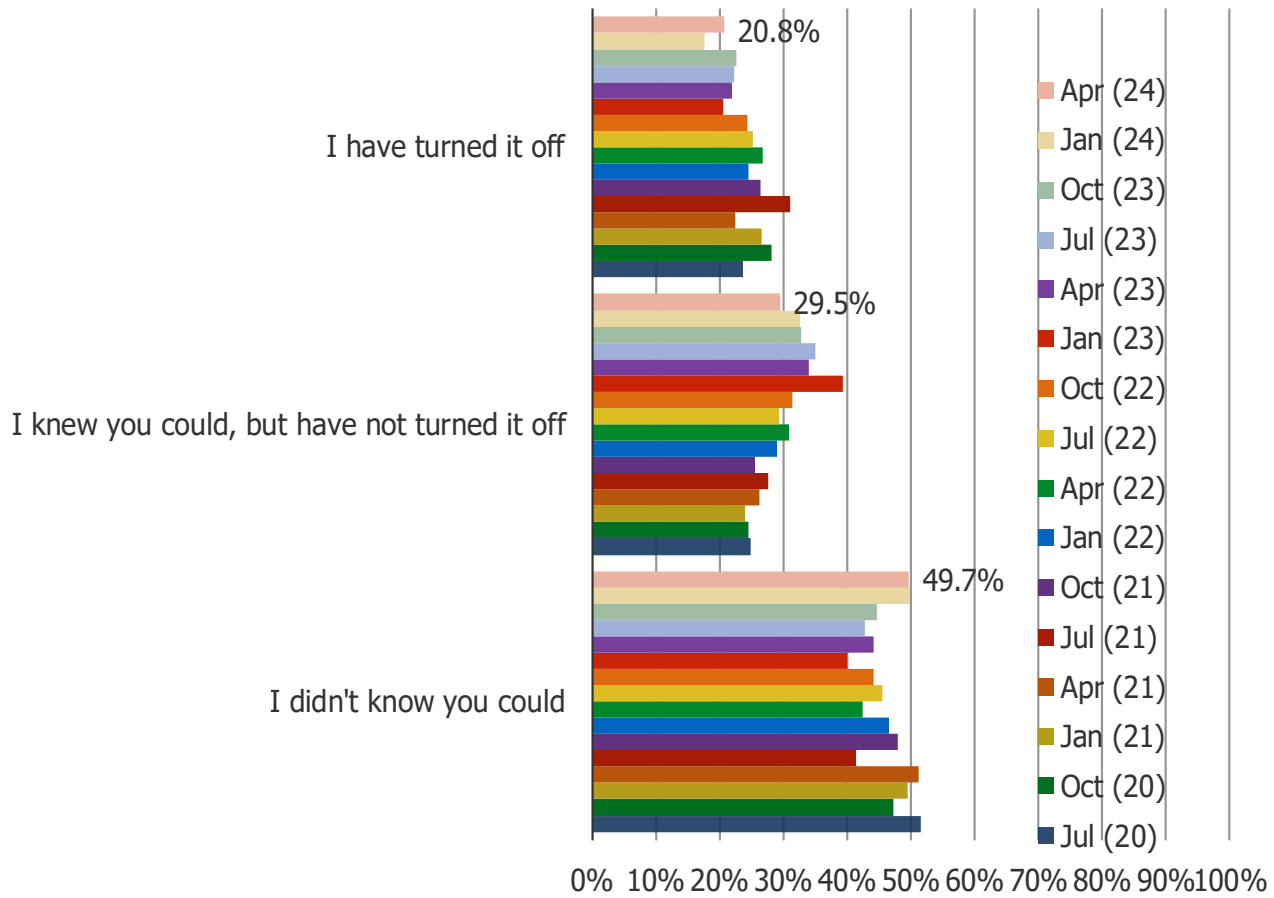
HAVE YOU ADJUSTED YOUR PRIVACY SETTINGS ON FACEBOOK TO PREVENT THEM FROM TRACKING YOUR ACTIVITY ON OTHER SITES (IE, "OFF FACEBOOK ACTIVITY")?

Posed to Facebook users.



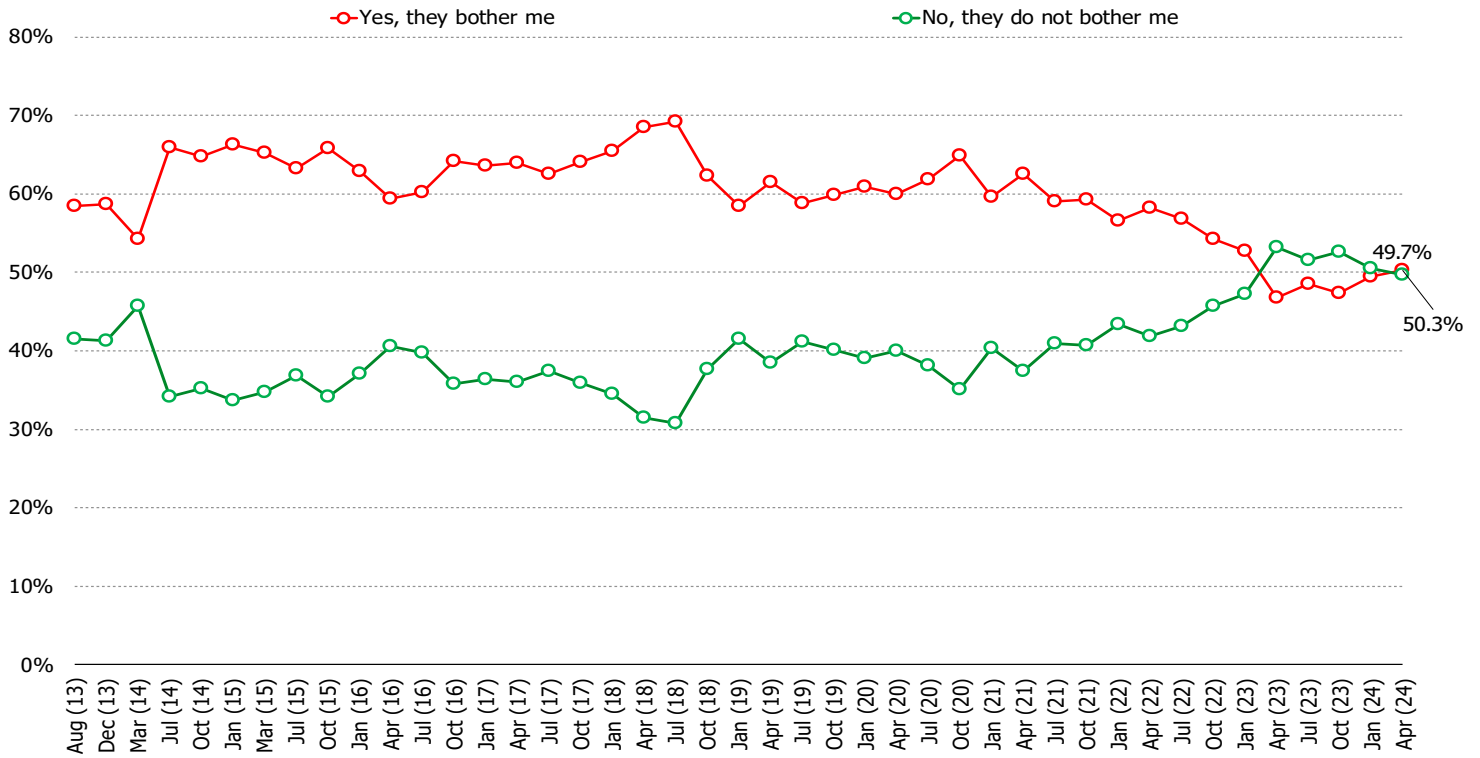
HAVE YOU GONE INTO AD CONTROLS TO TURN OFF “ADS BASED ON DATA FROM PARTNERS”?

Posed to Facebook users.



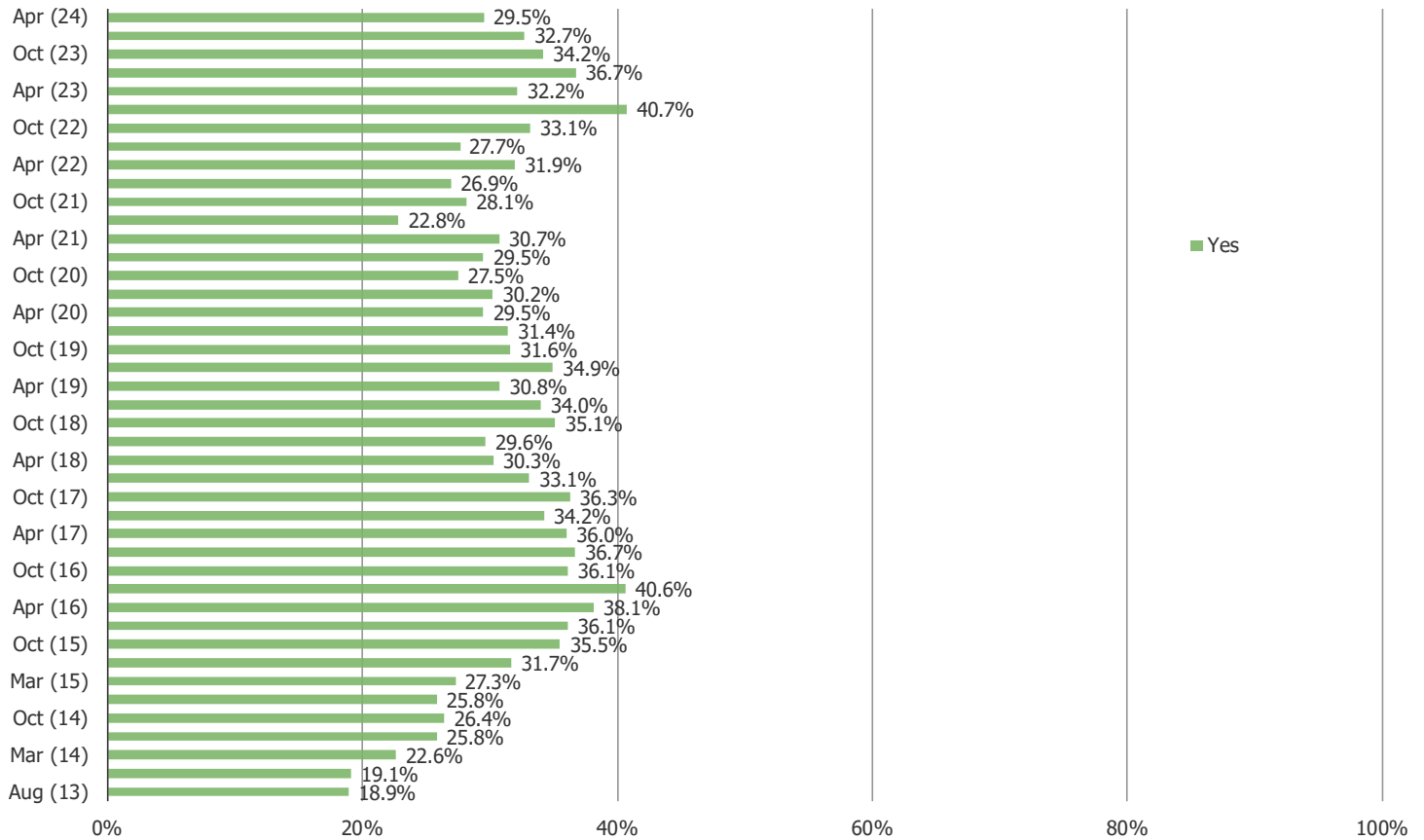
FACEBOOK ACCOUNT HOLDERS – DO ADS IN YOUR NEWSFEED BOTHER YOU?

Posed to Facebook account holders.



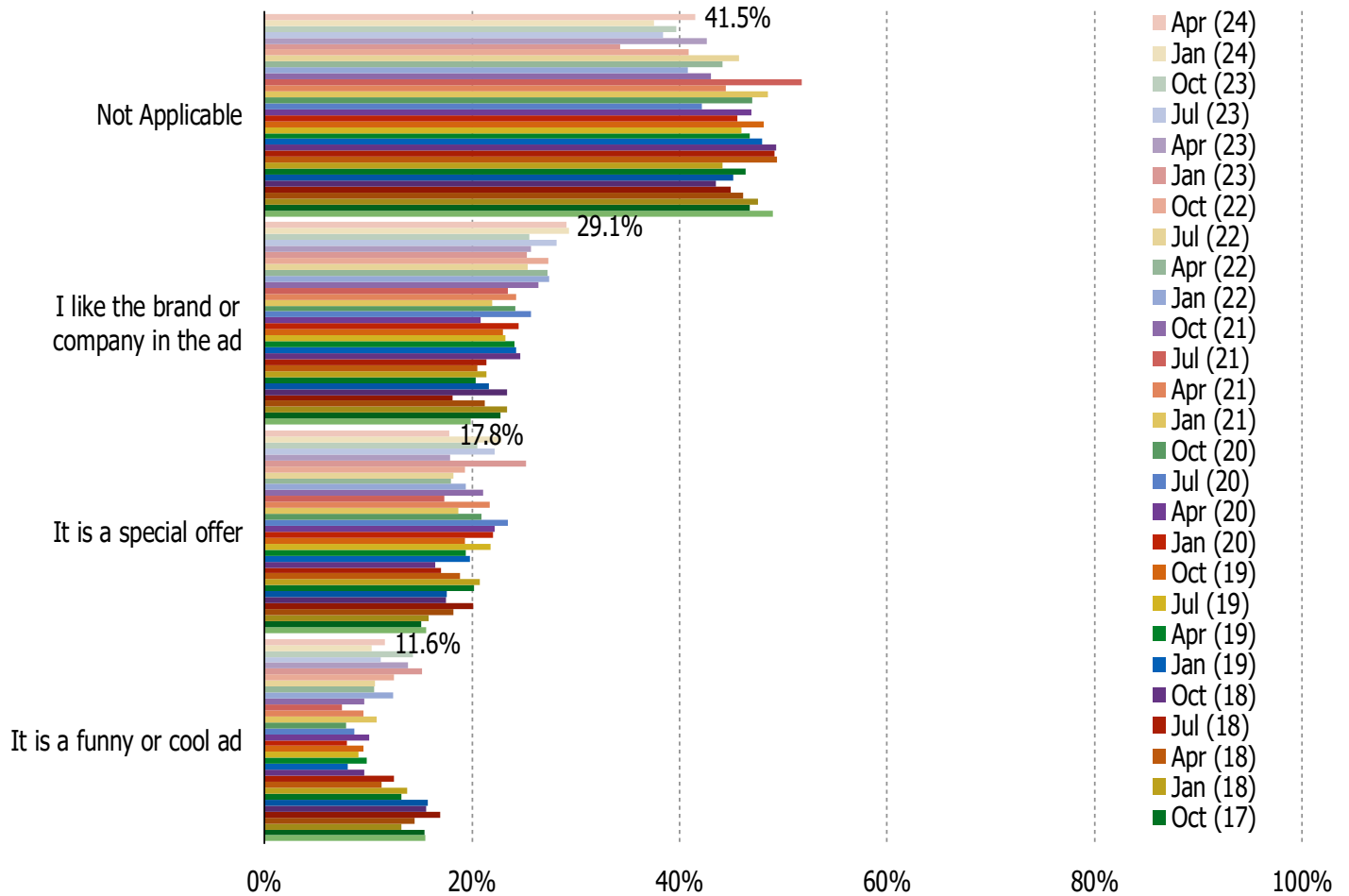
FACEBOOK ACCOUNT HOLDERS – HAVE YOU NOTICED IMPROVEMENT IN THE QUALITY AND RELEVANCE OF THE ADS THAT APPEAR IN YOUR FACEBOOK NEWS FEED?

Posed to Facebook account holders.



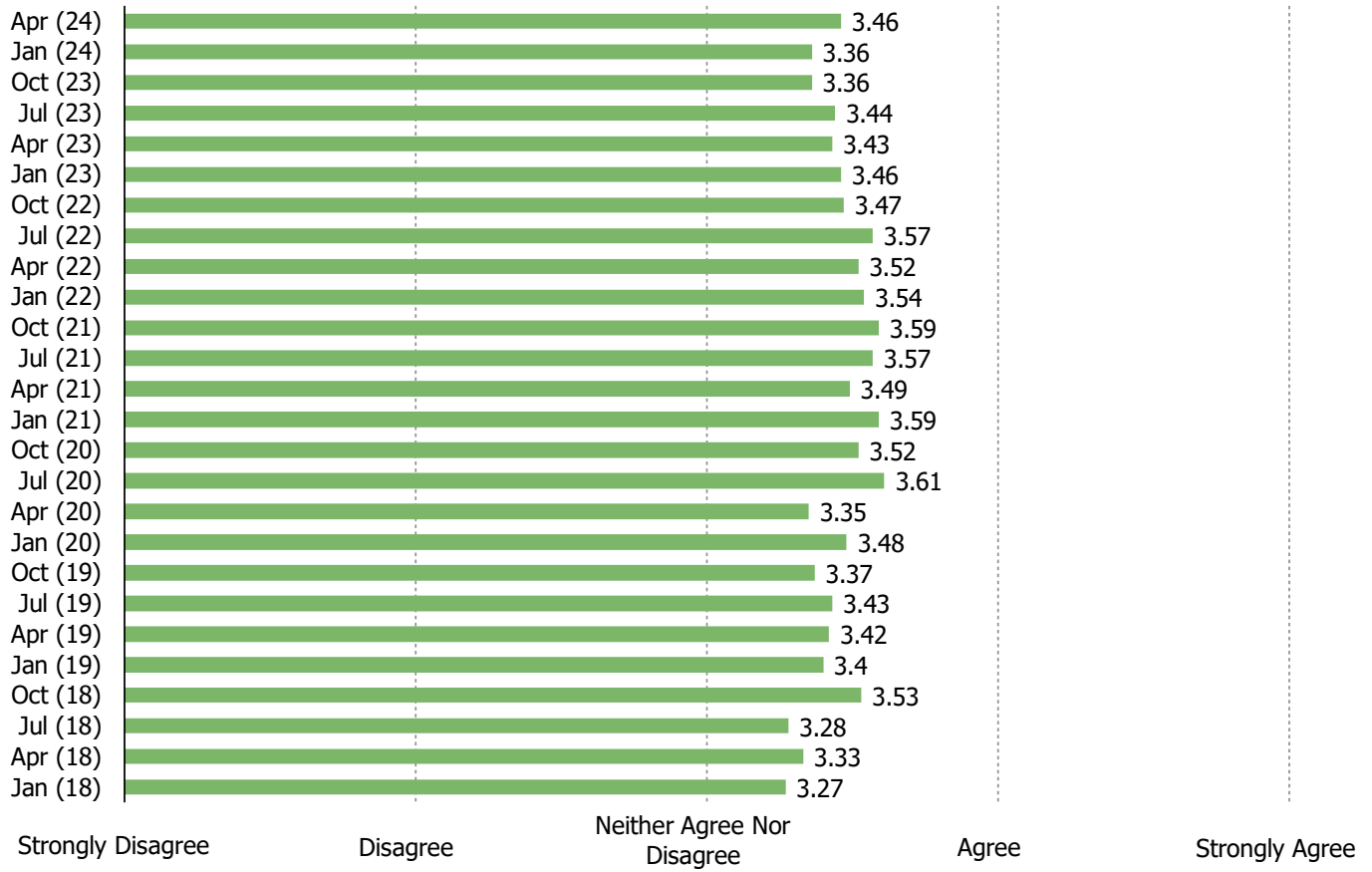
WHEN YOU CLICK ON AN ADVERTISEMENT WHILE ON FACEBOOK, WHAT IS USUALLY THE REASON FOR WHY YOU CLICKED ON THE ADVERTISEMENT?

Posed to Facebook account holders.



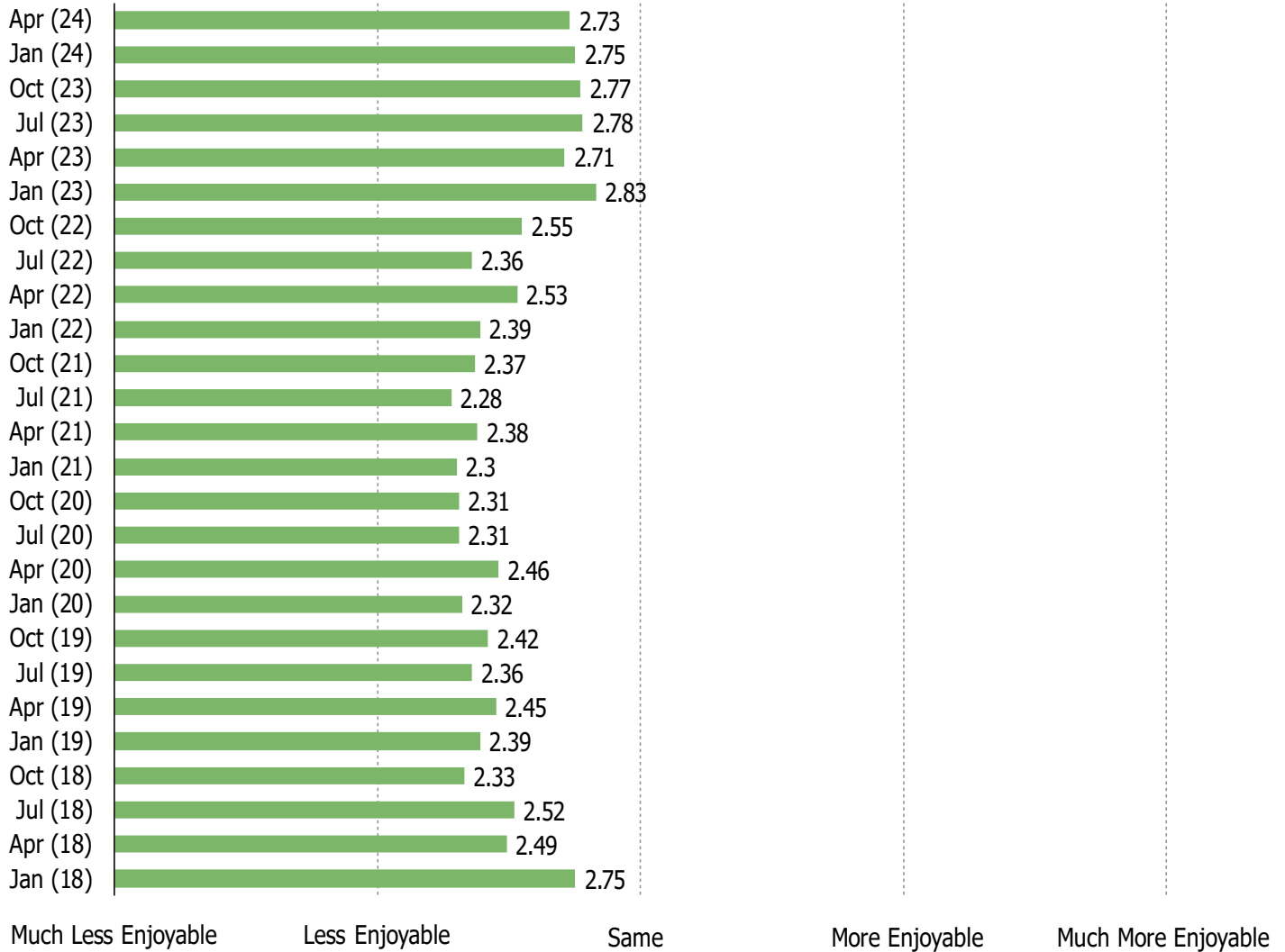
HOW MUCH DO YOU AGREE WITH THE FOLLOWING: "FACEBOOK HAS BECOME LESS SOCIAL OVER TIME."

Posed to Facebook users.



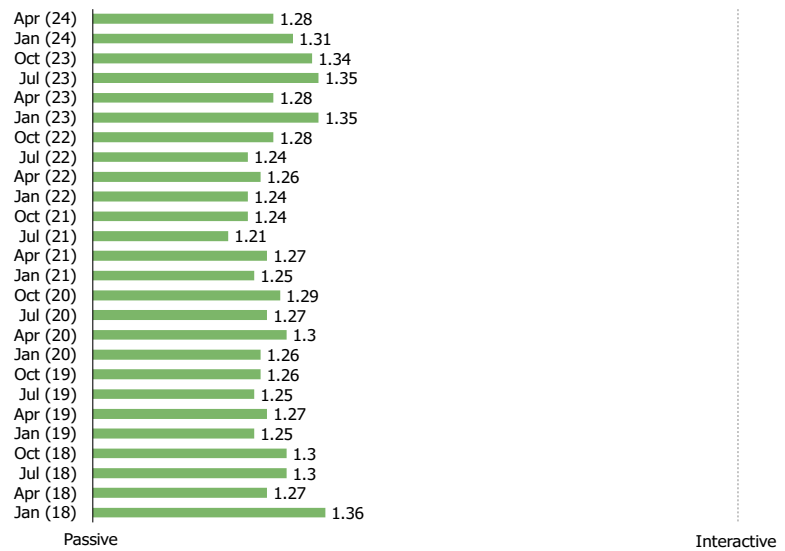
FACEBOOK USERS – IN GENERAL, WOULD YOU SAY FACEBOOK HAS GOTTEN MORE OR LESS ENJOYABLE OVER-TIME?

Posed to Facebook users.



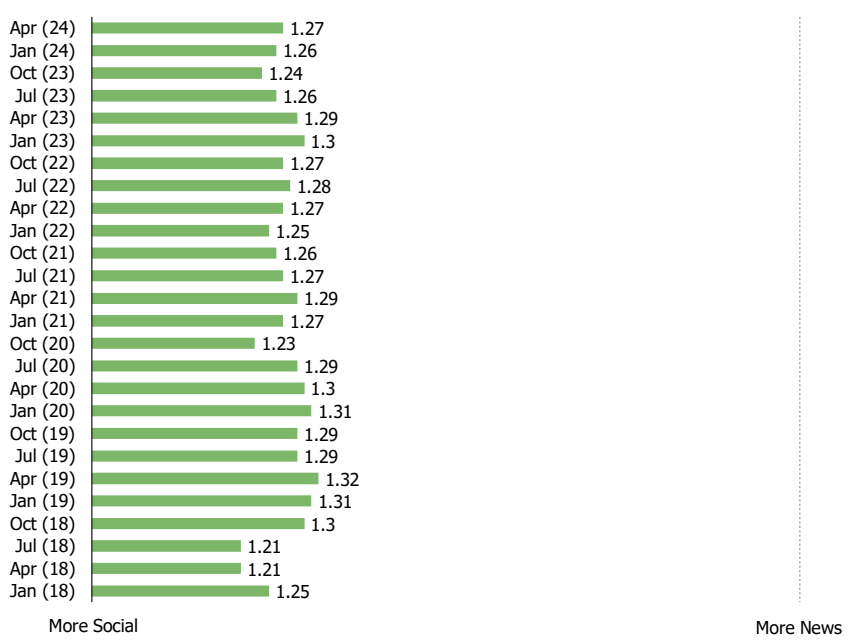
WOULD YOU DESCRIBE YOUR USAGE OF FACEBOOK AS BEING MORE INTERACTIVE OR PASSIVE?

Posed to Facebook users.



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

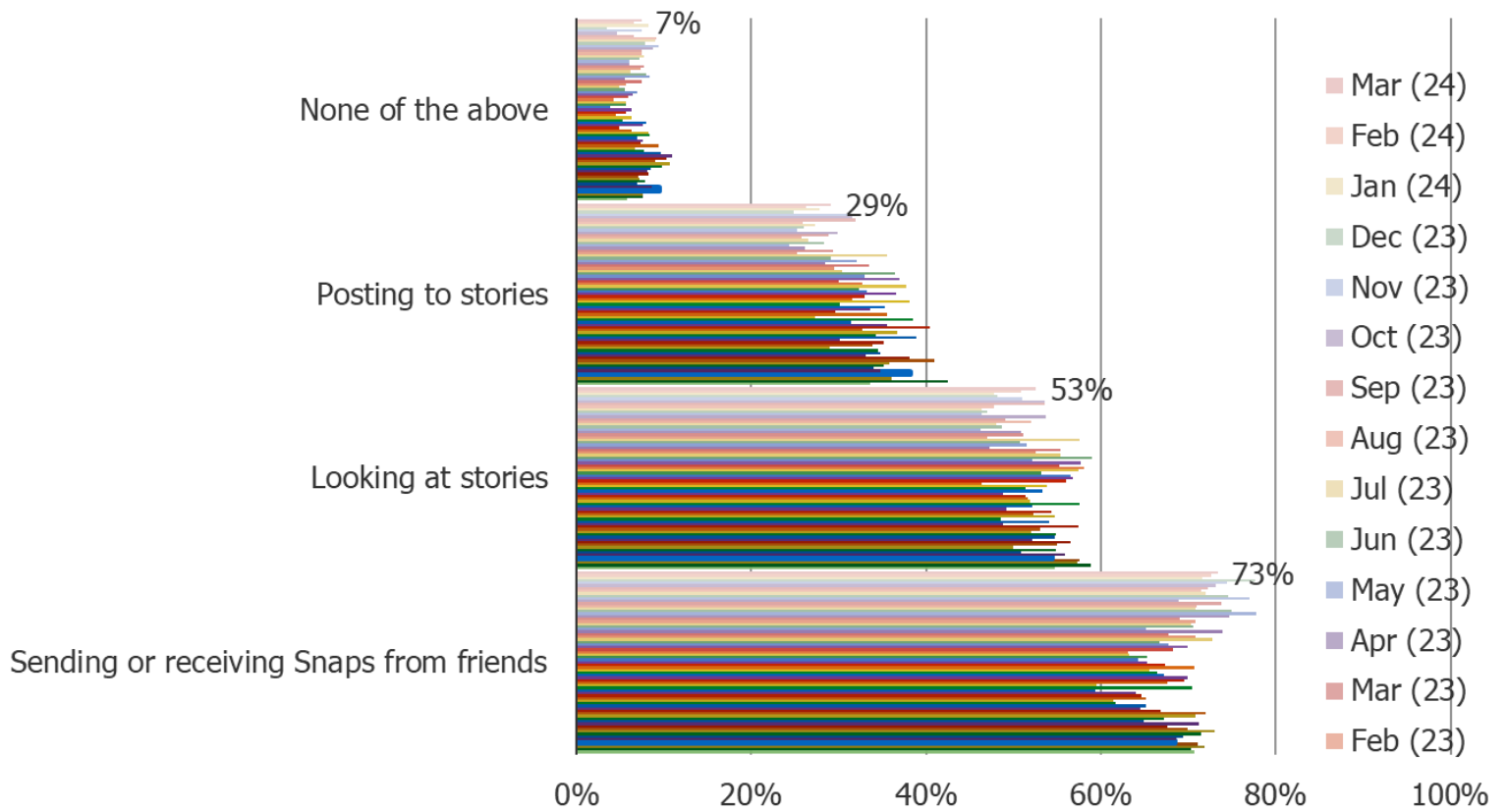
Posed to Facebook users.



SNAPCHAT USER FEEDBACK

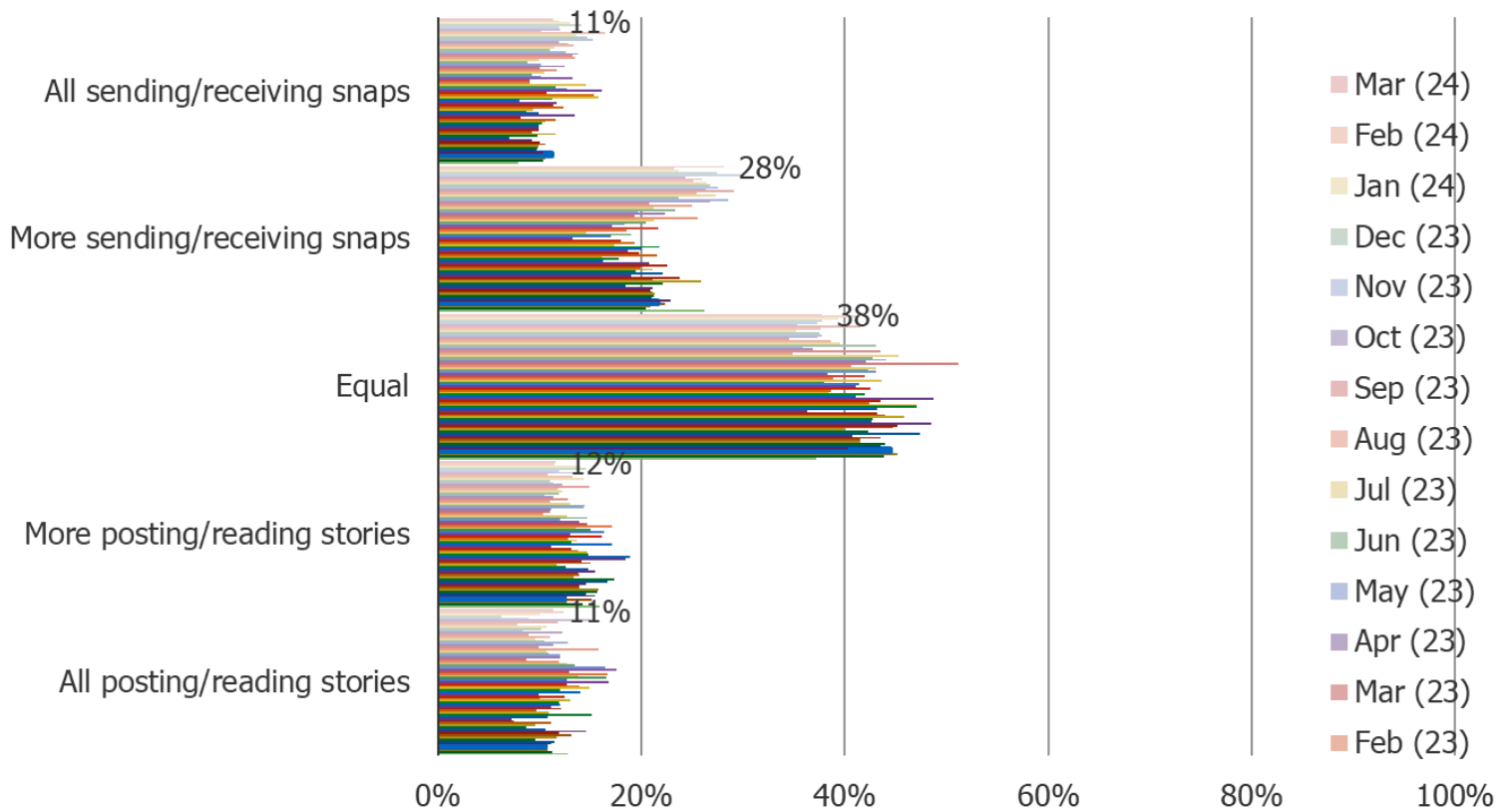
I USE SNAPCHAT FOR

Posed to Snapchat users.



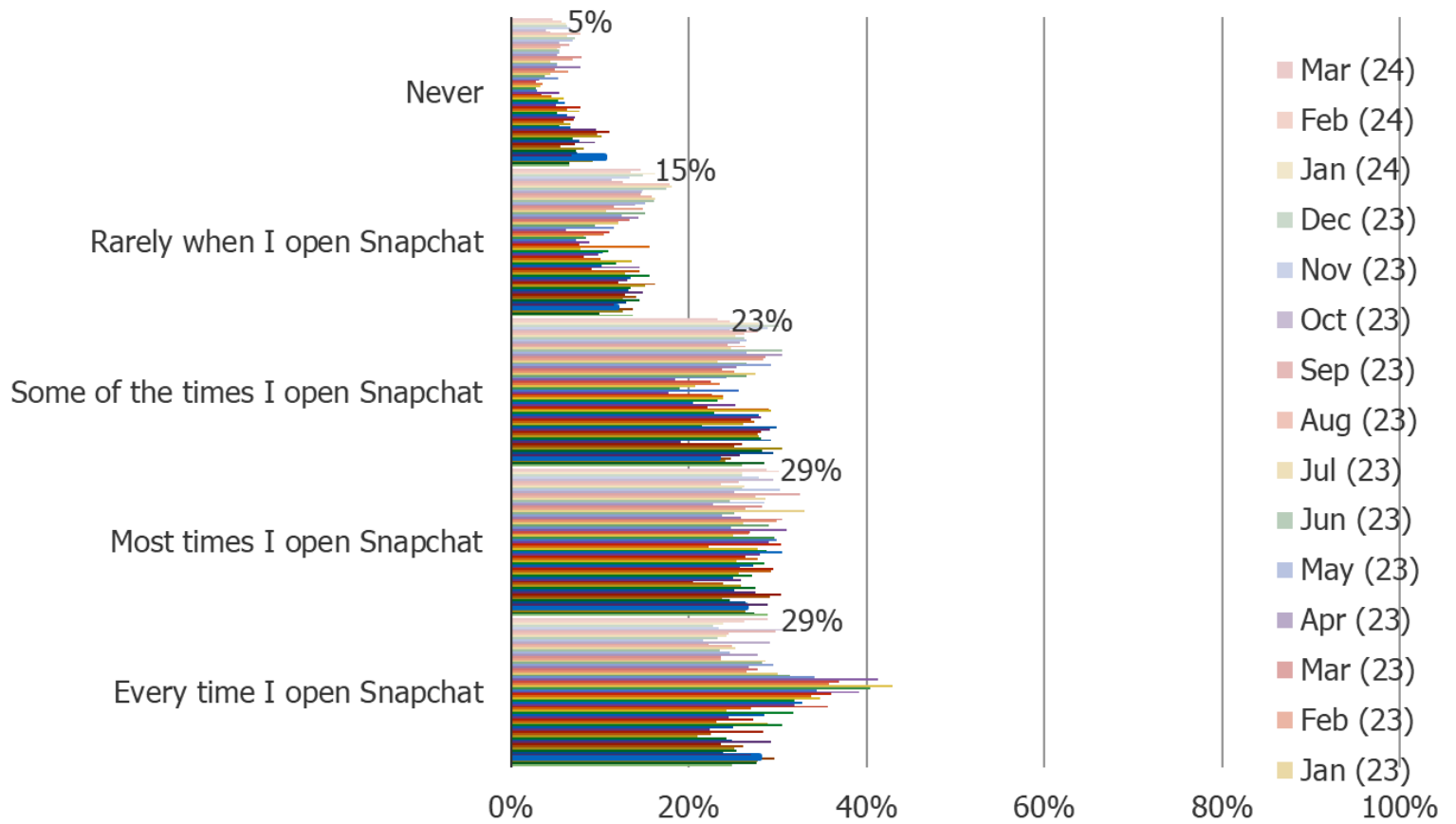
PLEASE ESTIMATE HOW YOU SPEND YOUR TIME ON SNAPCHAT.

Posed to Snapchat users.



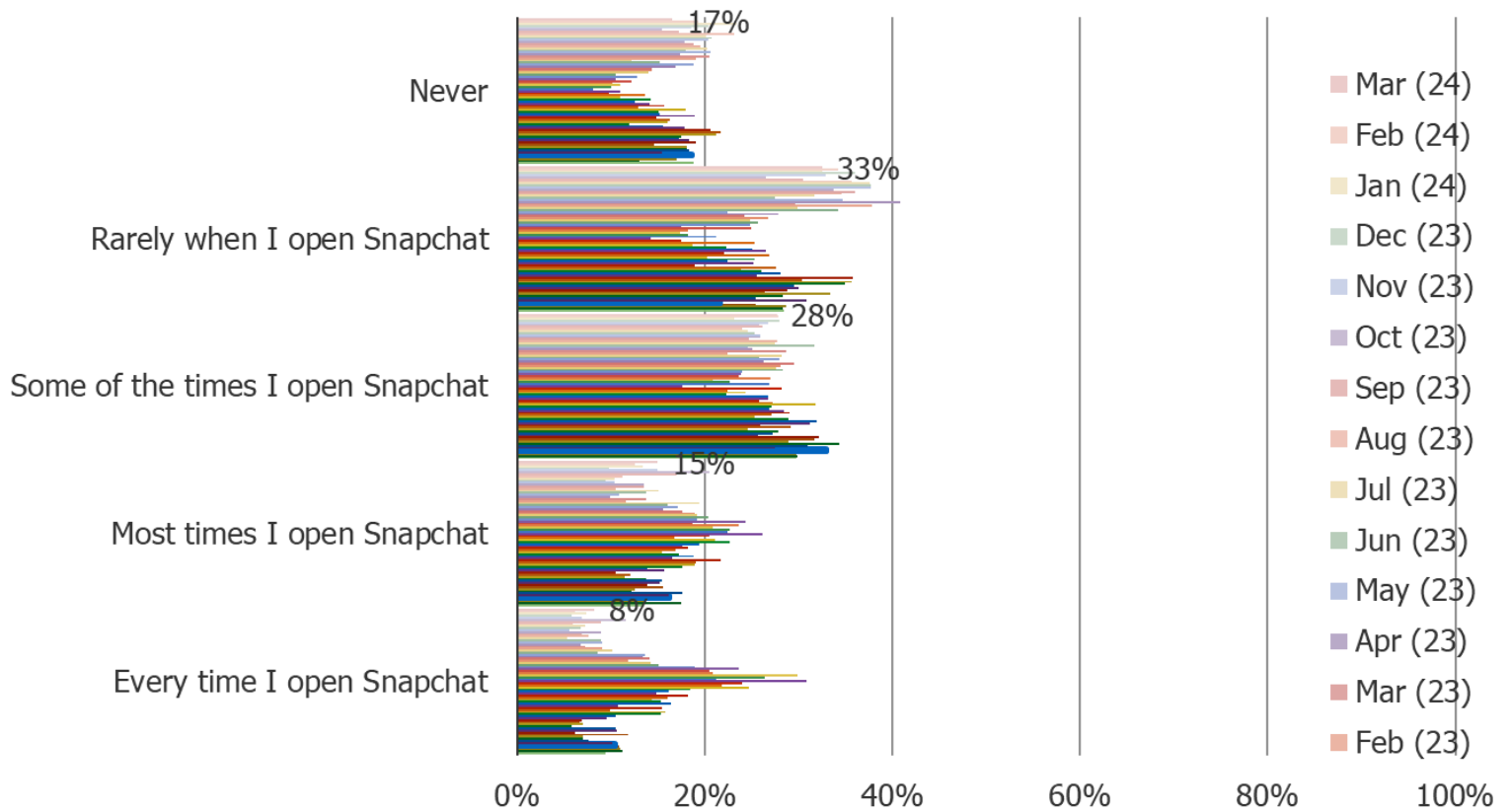
I VIEW SNAPCHAT STORIES:

Posed to Snapchat users.



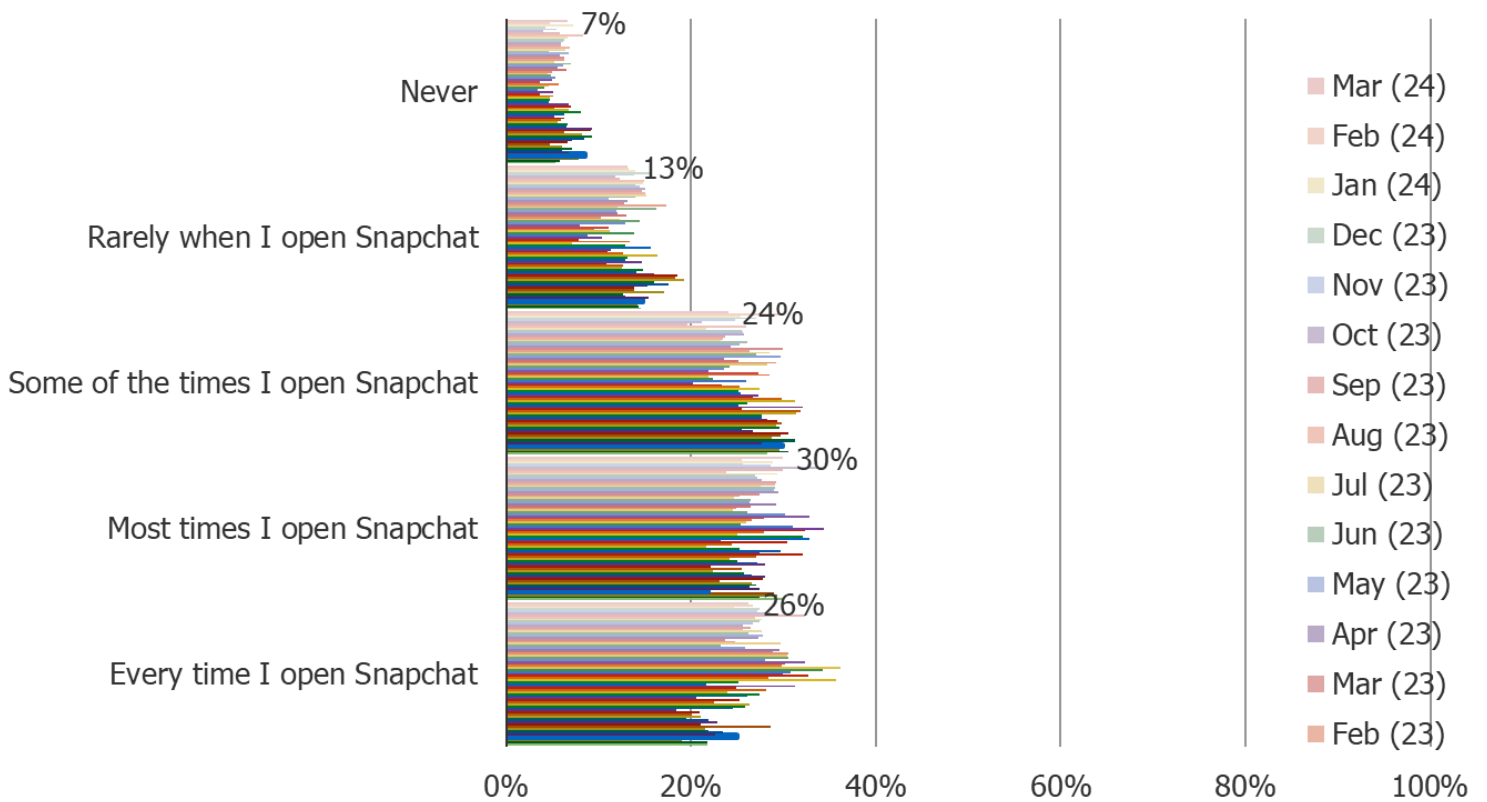
I POST TO SNAPCHAT STORIES:

Posed to Snapchat users.



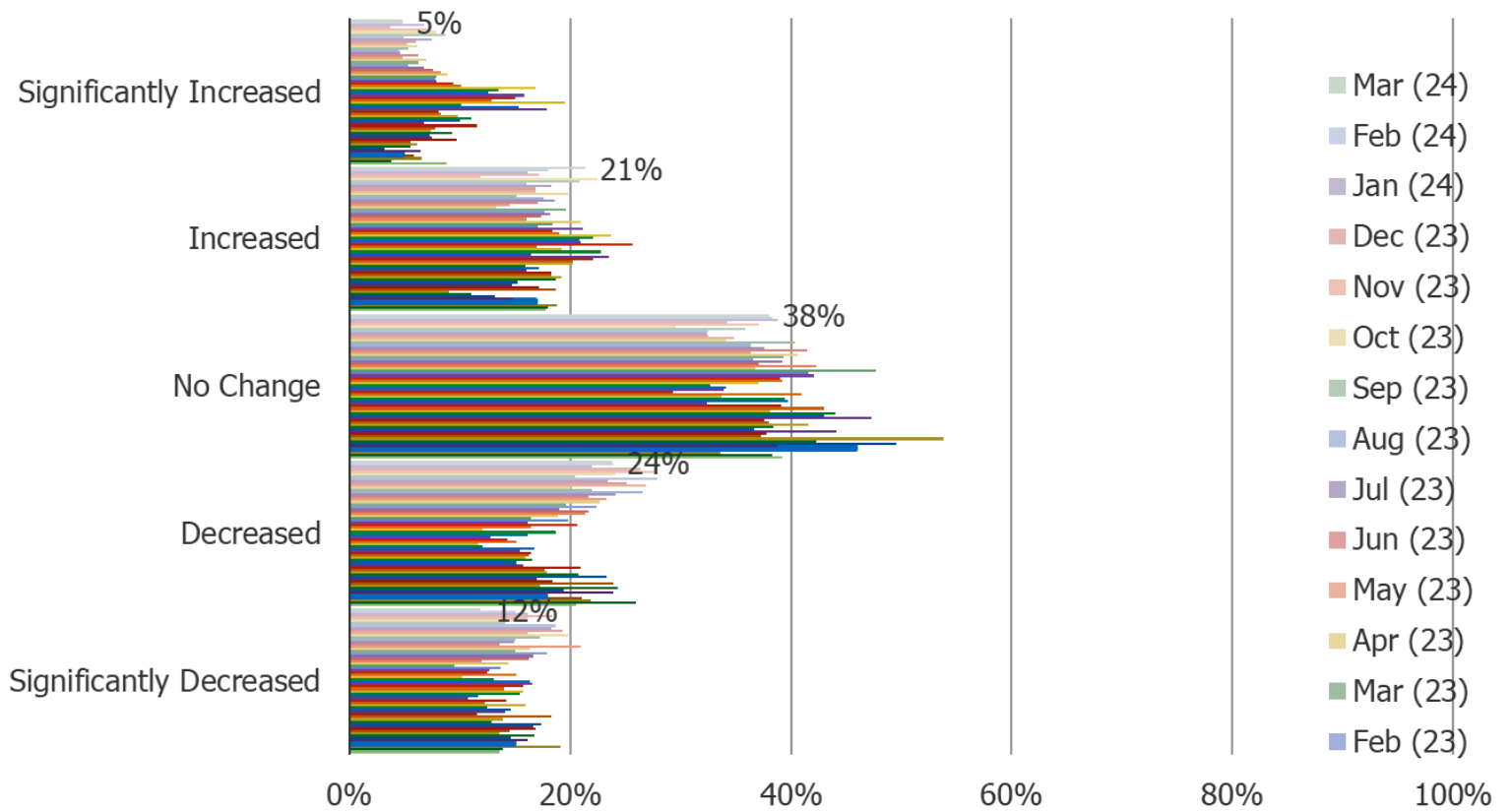
I SEND/RECEIVE SNAPS:

Posed to Snapchat users.



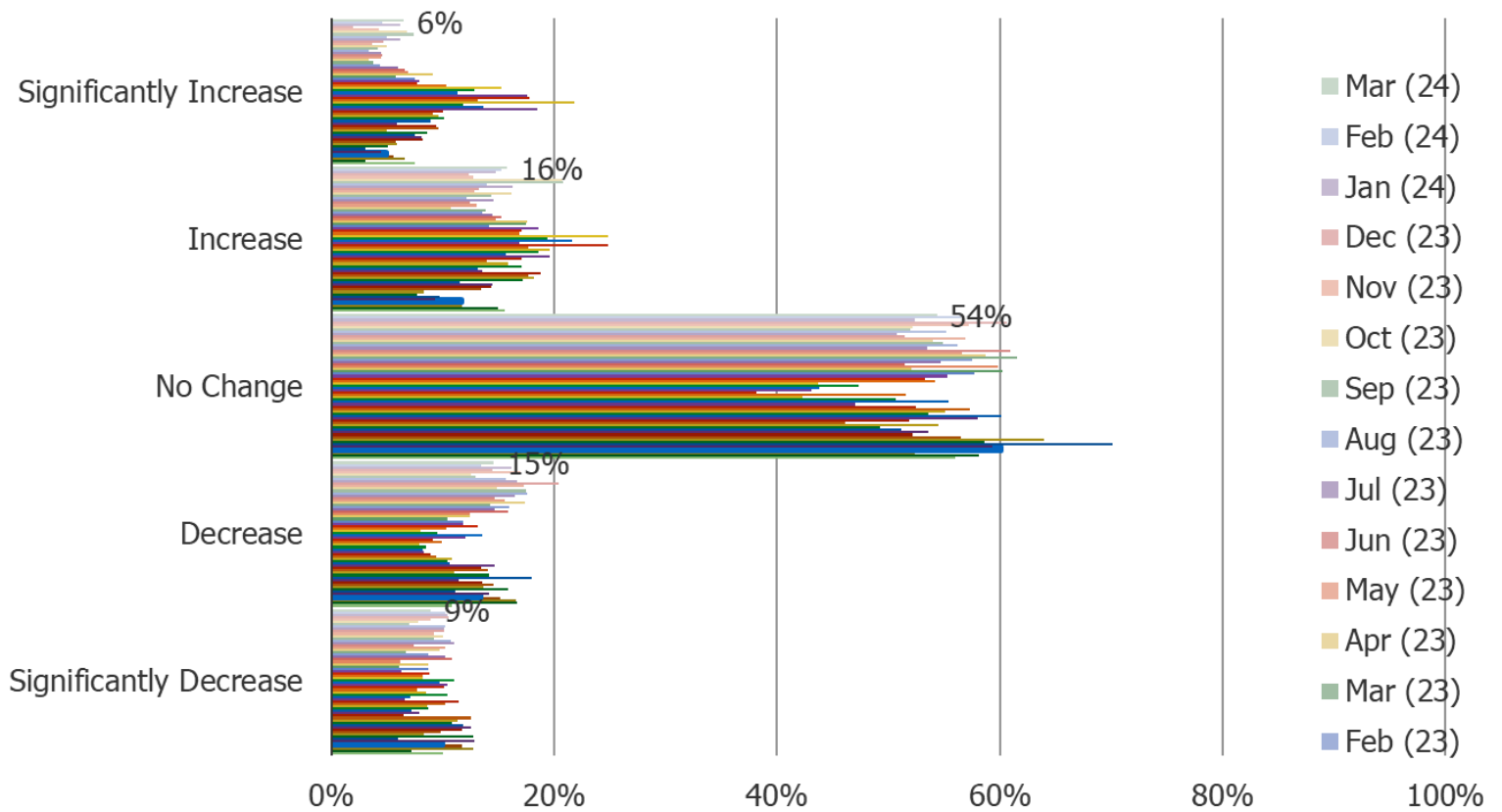
HAS THE AVERAGE TIME YOU CURRENTLY SPEND ON SNAPCHAT PER DAY INCREASED OR DECREASED COMPARED TO 6-12 MONTHS AGO?

Posed to Snapchat users.



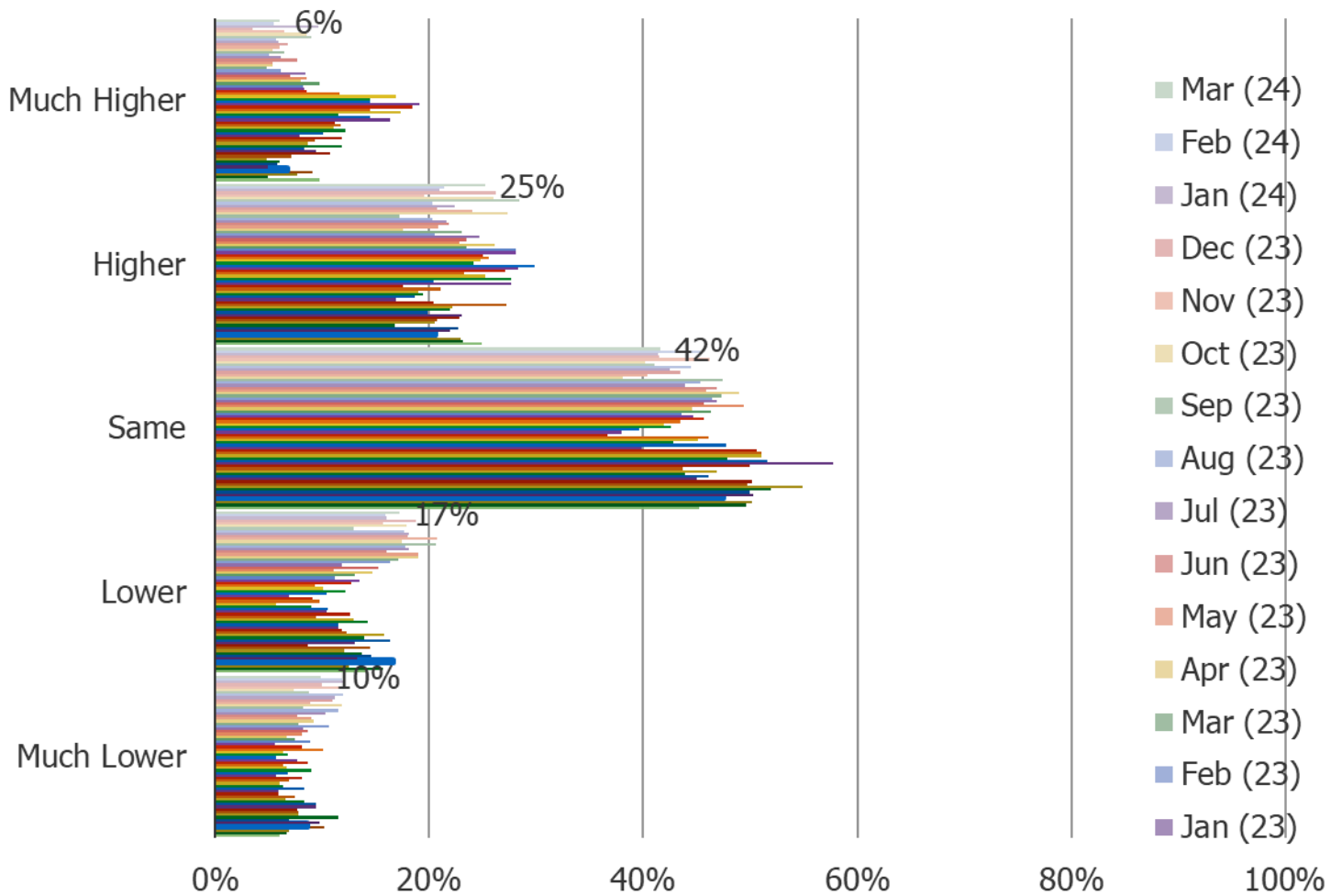
DO YOU EXPECT THE AVERAGE TIME YOU SPEND PER DAY ON SNAPCHAT PER DAY TO INCREASE OR DECREASE GOING FORWARD?

Posed to Snapchat users.



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

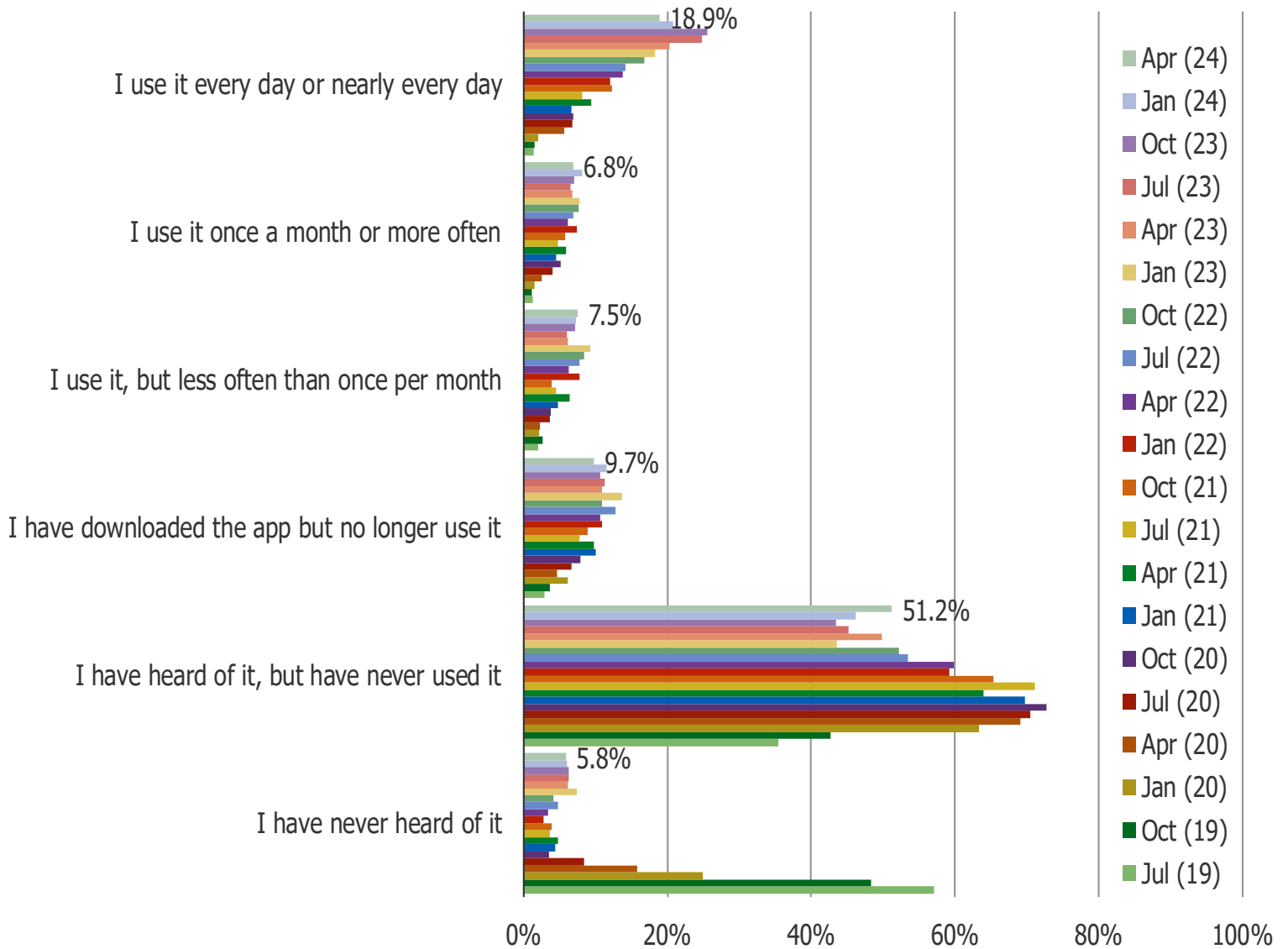
Posed to Snapchat users.



TIKTOK DEEP DIVE

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

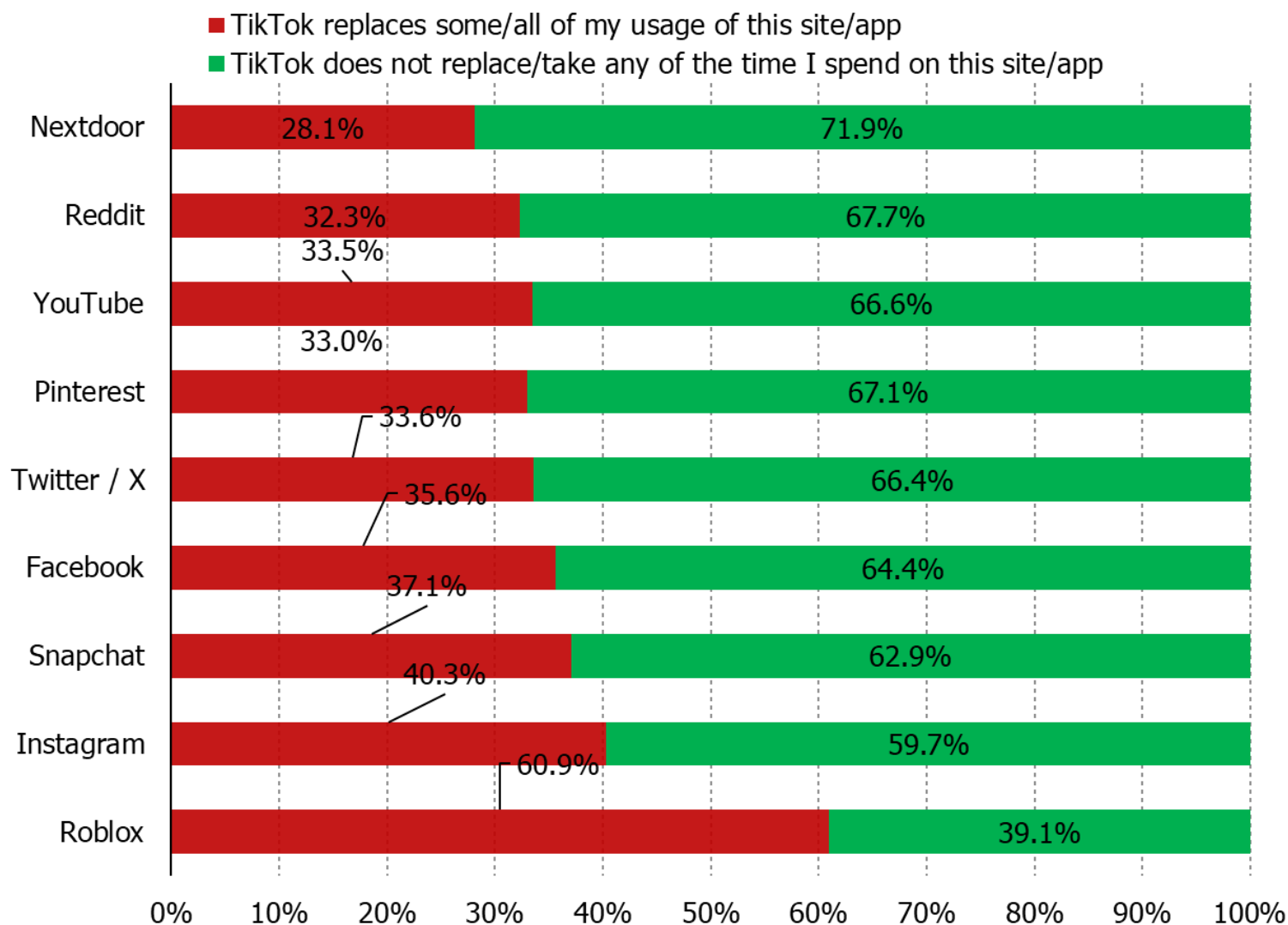
Posed to all respondents



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.

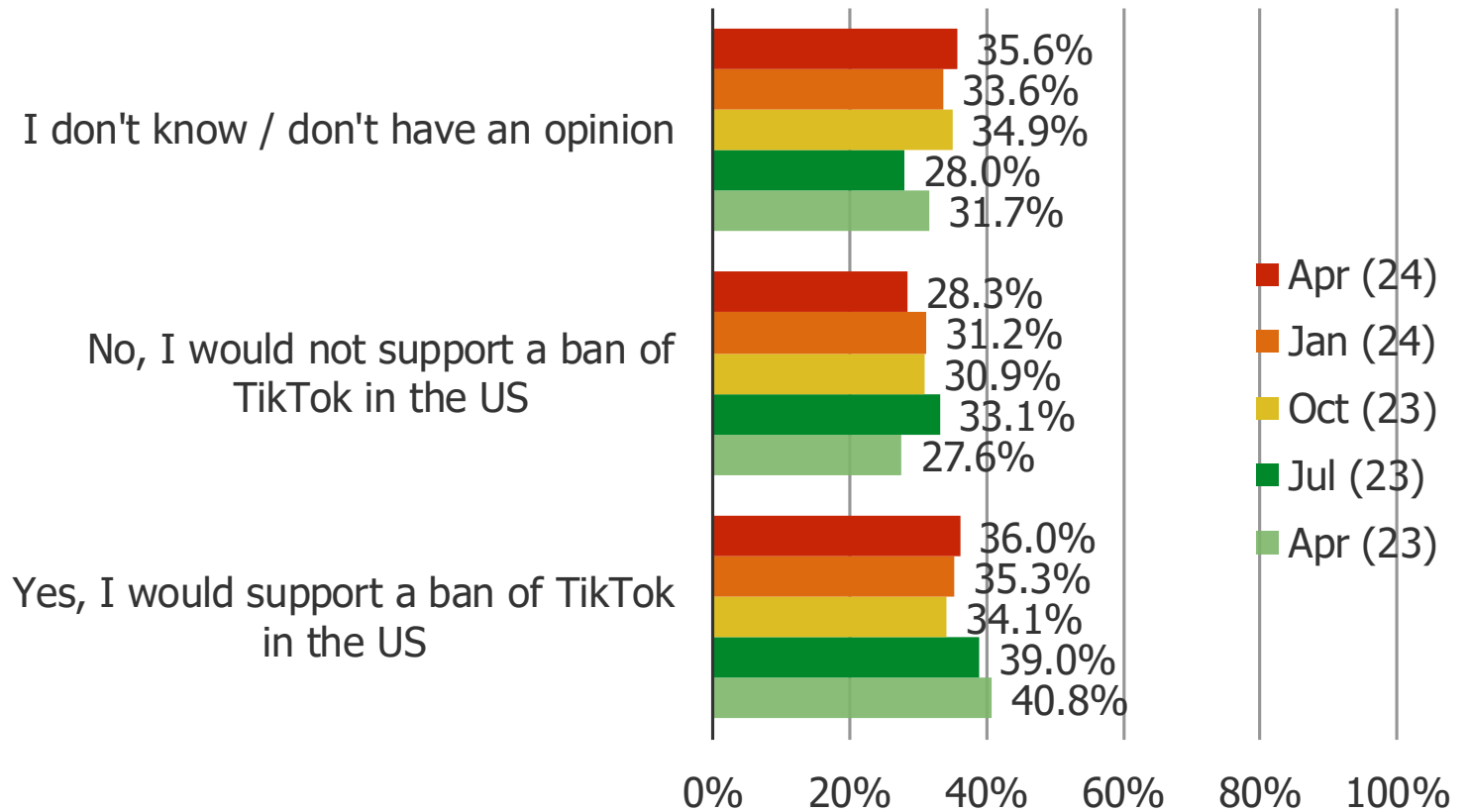
April 2024



TIKTOK BAN QUESTIONS

WOULD YOU SUPPORT A BAN OF TIKTOK IN THE US?

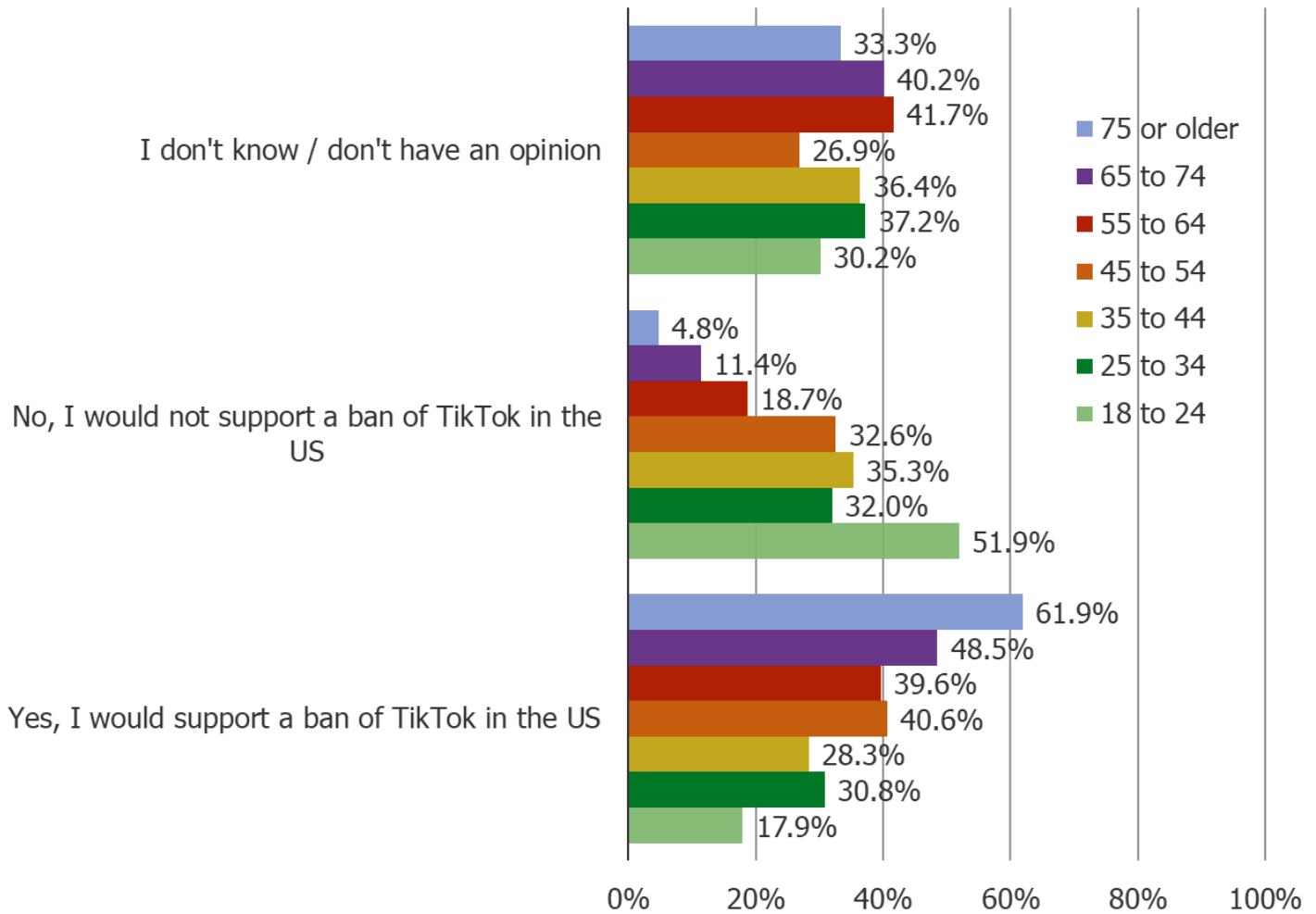
This question was posed to all respondents.



WOULD YOU SUPPORT A BAN OF TIKTOK IN THE US?

Cross-Tab Analysis – By Age

April 2024



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

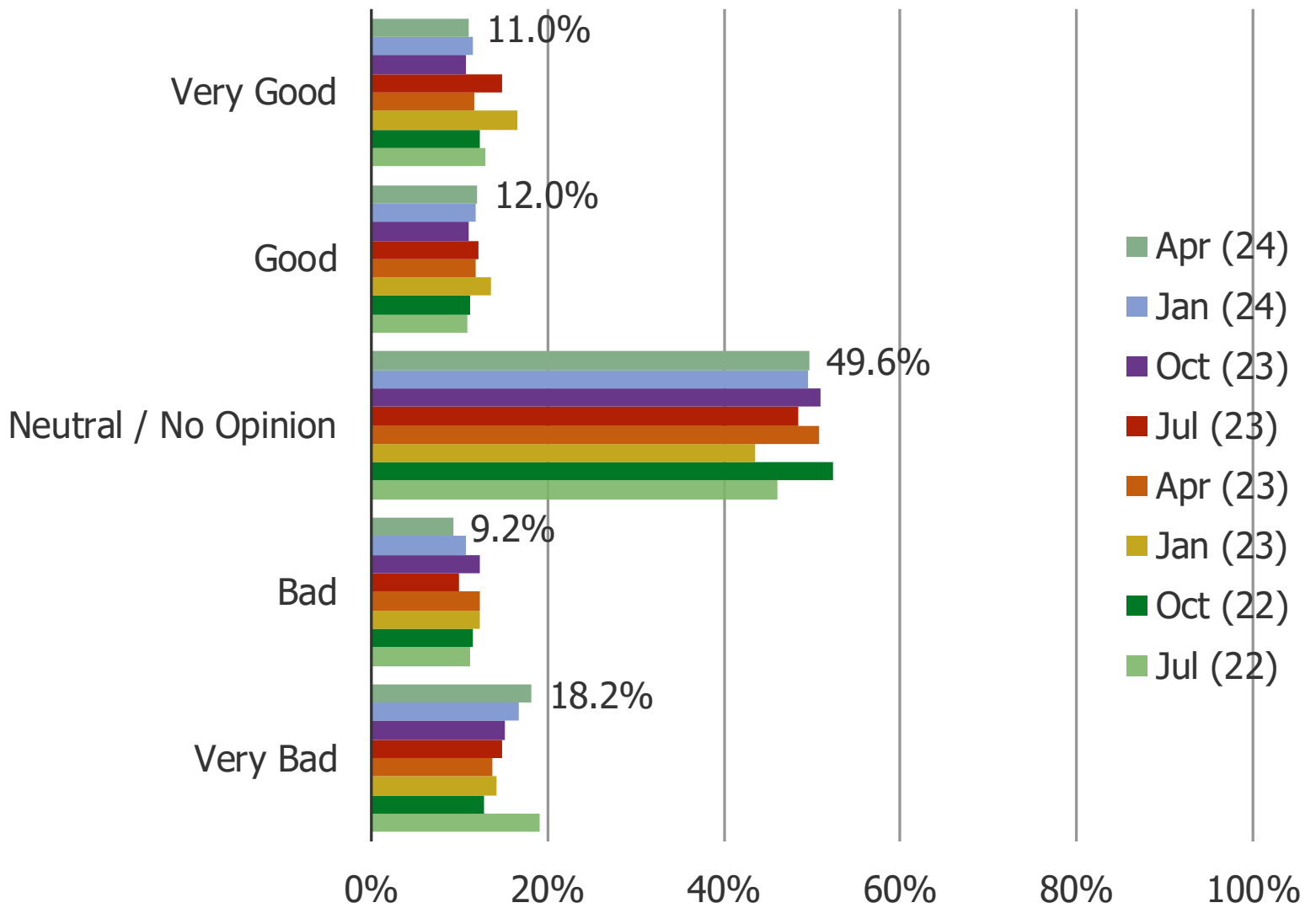
Posed to TikTok users.
April 2024



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.

April 2024

