

Bespoke Survey Research

July 2024

Social Media

Volume 44 | Quarterly Survey

1,000 US Consumers Balanced To Census

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

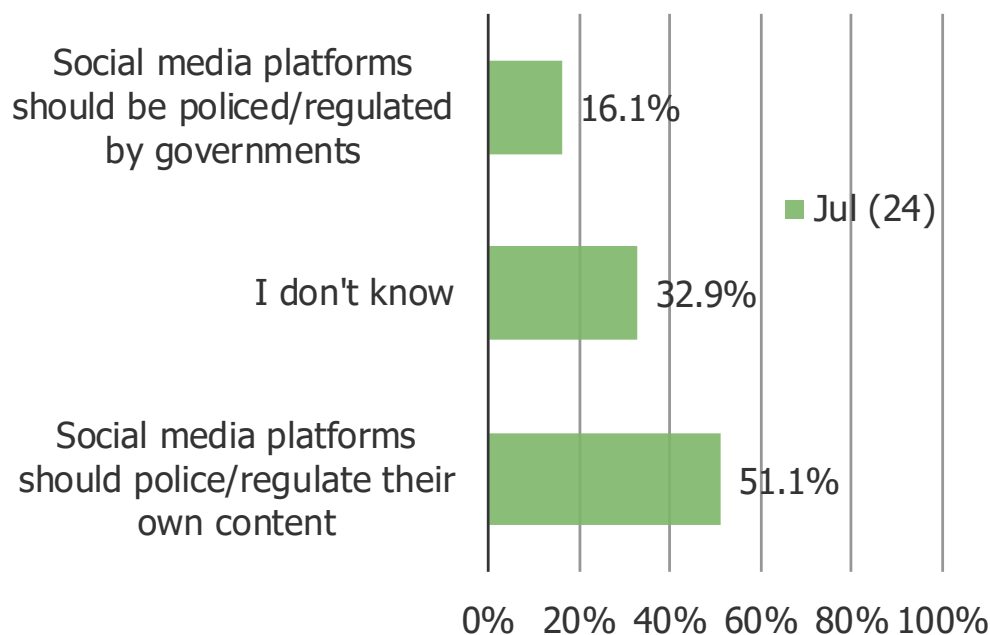
Key Takeaways:

- ❑ This quarter, we gathered consumer views on social media platforms and potential government regulation. Overall, consumers mostly think that social media platforms should police/regulate their own content (with over 50% holding that view vs. ~16% indicating that governments should regulate social media platforms). Notably, the share who feel governments should regulate social platforms declined relative to historical readings when we asked this question last a few years ago.
- ❑ Of the 9 possible issues to regulate, minimum age requirements rank as the second most important to respondents (behind measures to combat cyberbullying and online harassment).
- ❑ Consistent with prior checks, consumers expect to encounter political content more so on Twitter/X and Facebook vs. other platforms.
- ❑ TikTok continues to be the top app that consumers think they are addicted to using, followed by YouTube and Instagram.
- ❑ The vast majority of consumers continue to think that they would rather not pay for social media apps and allow apps to use personal information to target ads.
- ❑ Snapchat users are slightly more inclined to say they would be open to paying if it meant bypassing ads relative to other apps we ask about.
- ❑ In terms of overall usage, our trackers shows a slight increase in social media usage frequency.
- ❑ Consumers have been less likely over time to say they are reducing social media usage because of privacy concerns. They don't necessarily like it, but they decreasingly allowing it to impact their usage.
- ❑ From a sentiment toward the platform perspective, users appear to have more trust and positivity toward the likes of Pinterest and YouTube more than other platforms.
- ❑ Reels feedback continues to come back positive and has improved over time. Feedback toward Facebook's ads have improved from a consumer POV – ie, the share who say the ads bother them have declined.

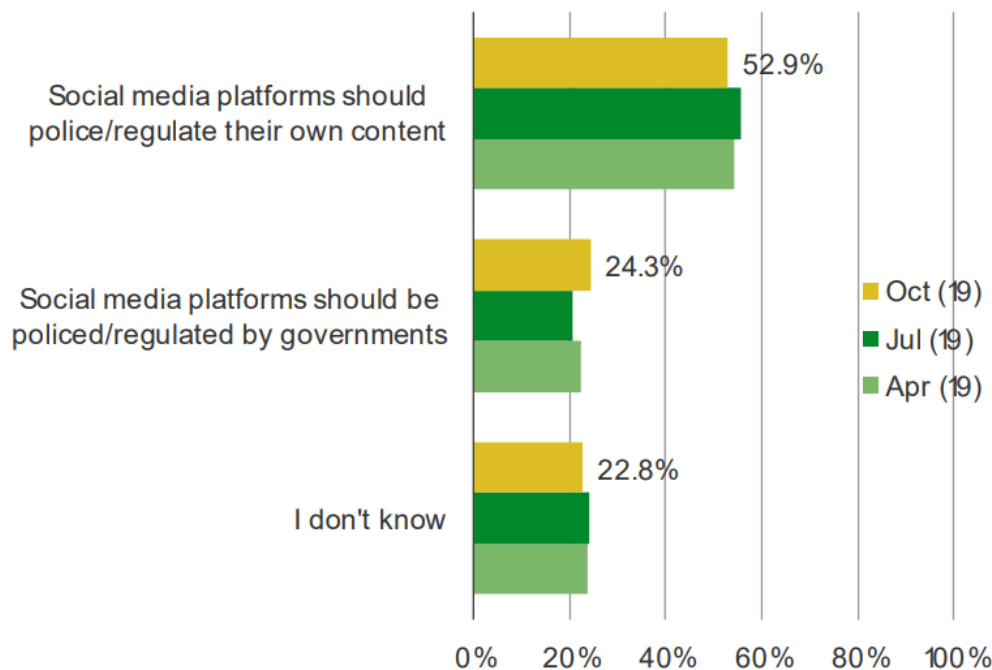
RECENTLY ADDED QUESTIONS

SHOULD SOCIAL MEDIA PLATFORMS POLICE/REGULATE THEIR OWN CONTENT, OR SHOULD THEY BE POLICED/REGULATED BY GOVERNMENTS?

Posed to all respondents



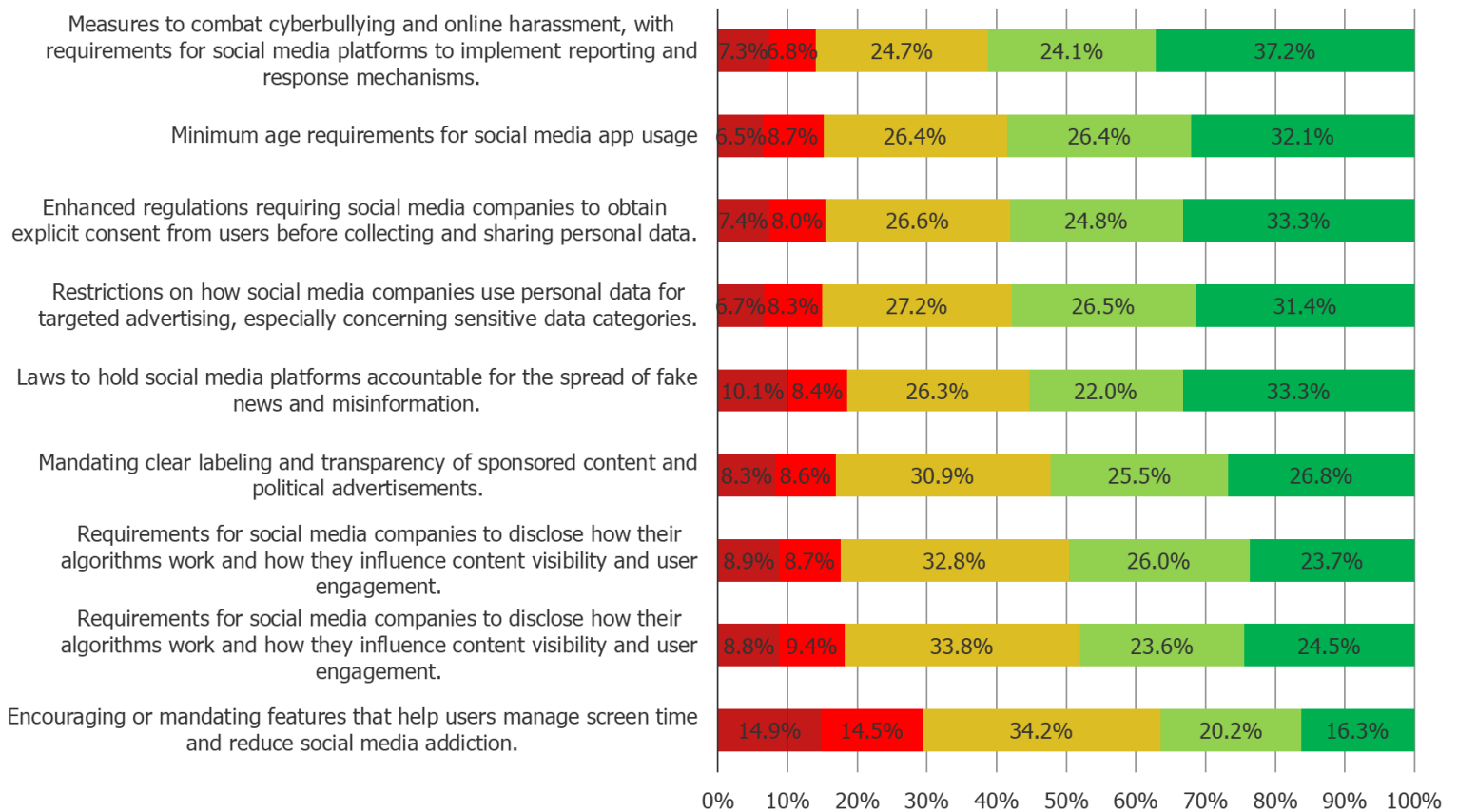
Historical Readings



IN YOUR OPINION, HOW IMPORTANT WOULD IT BE FOR THERE TO BE LAWS FOR THE FOLLOWING THINGS RELATED TO SOCIAL MEDIA PLATFORMS...

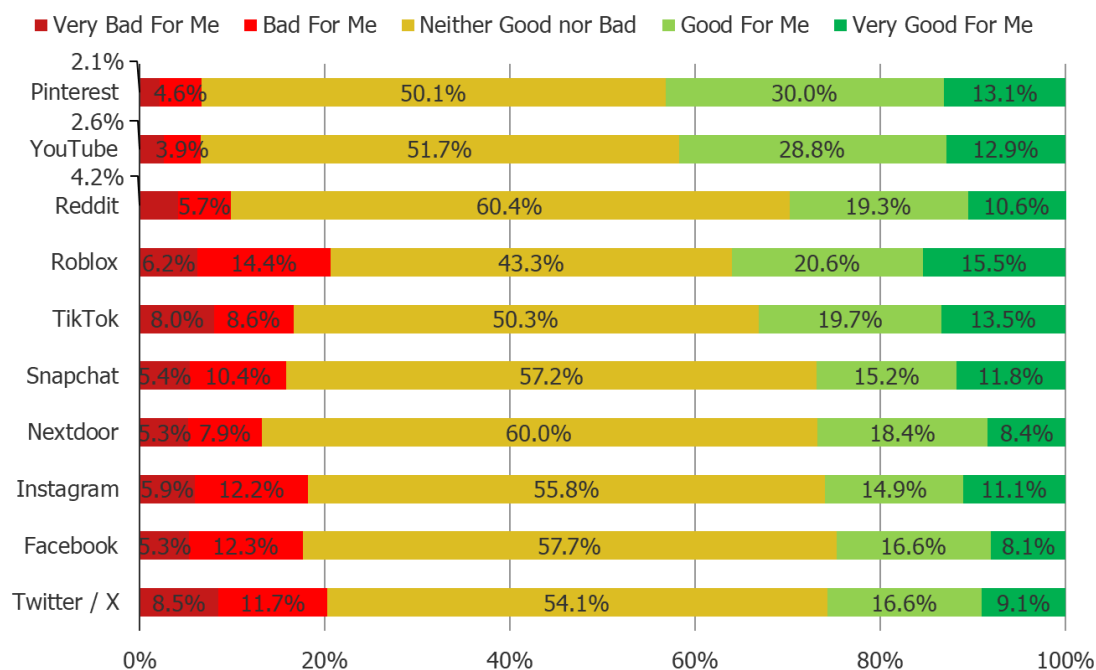
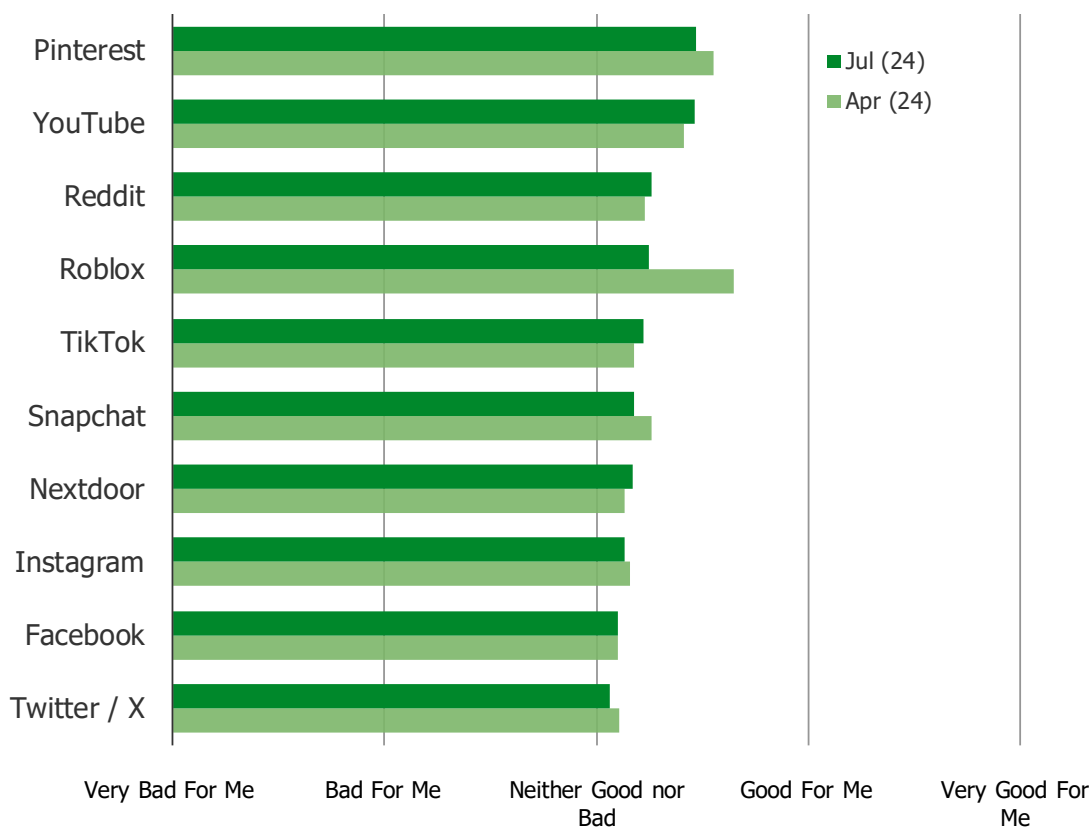
Posed to all respondents

■ Not important ■ Slightly important ■ Moderately important ■ Very important ■ Extremely important



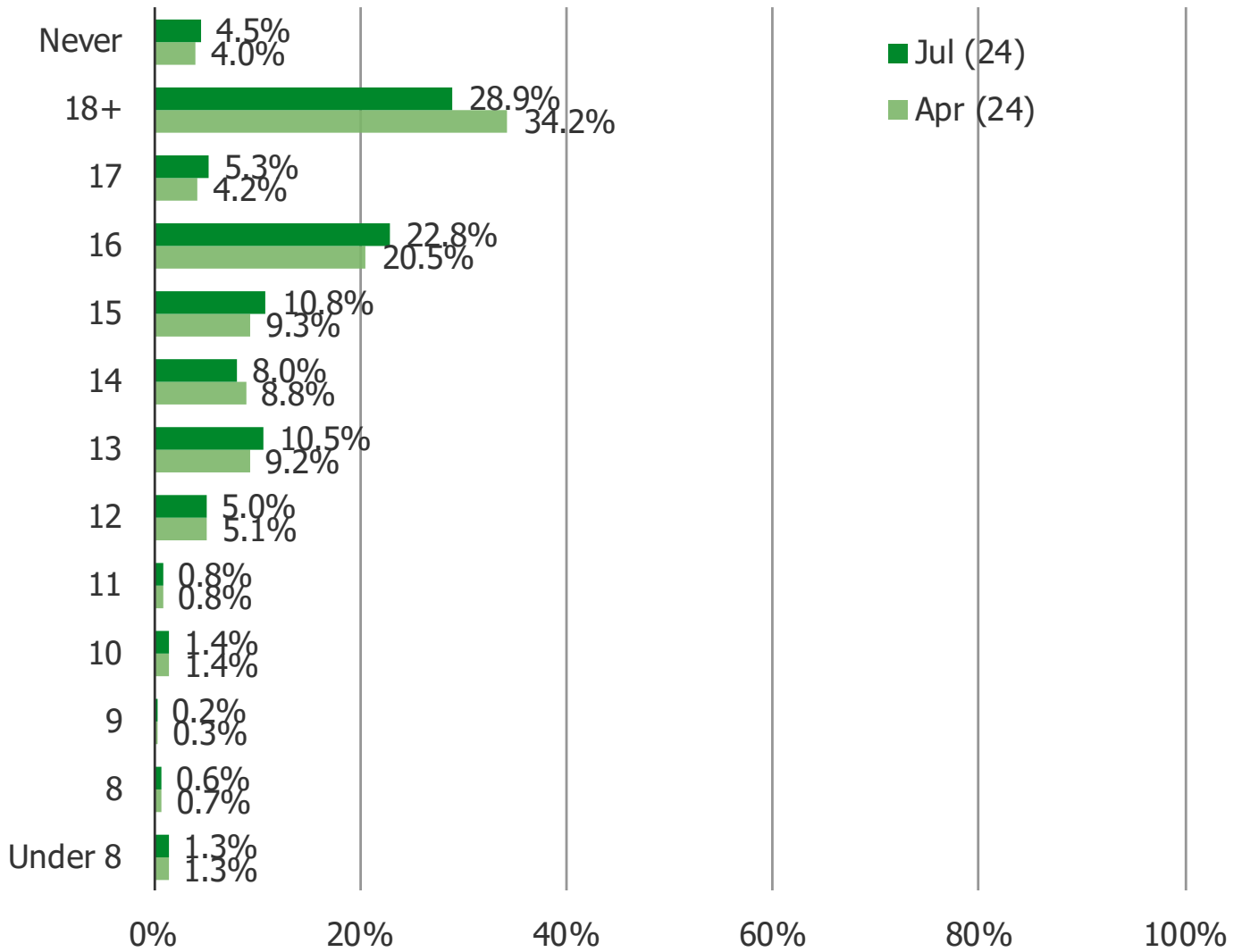
IN YOUR OPINION, ARE THE FOLLOWING GOOD OR BAD FOR YOUR MENTAL HEALTH?

Posed to respondents who use each of the below.



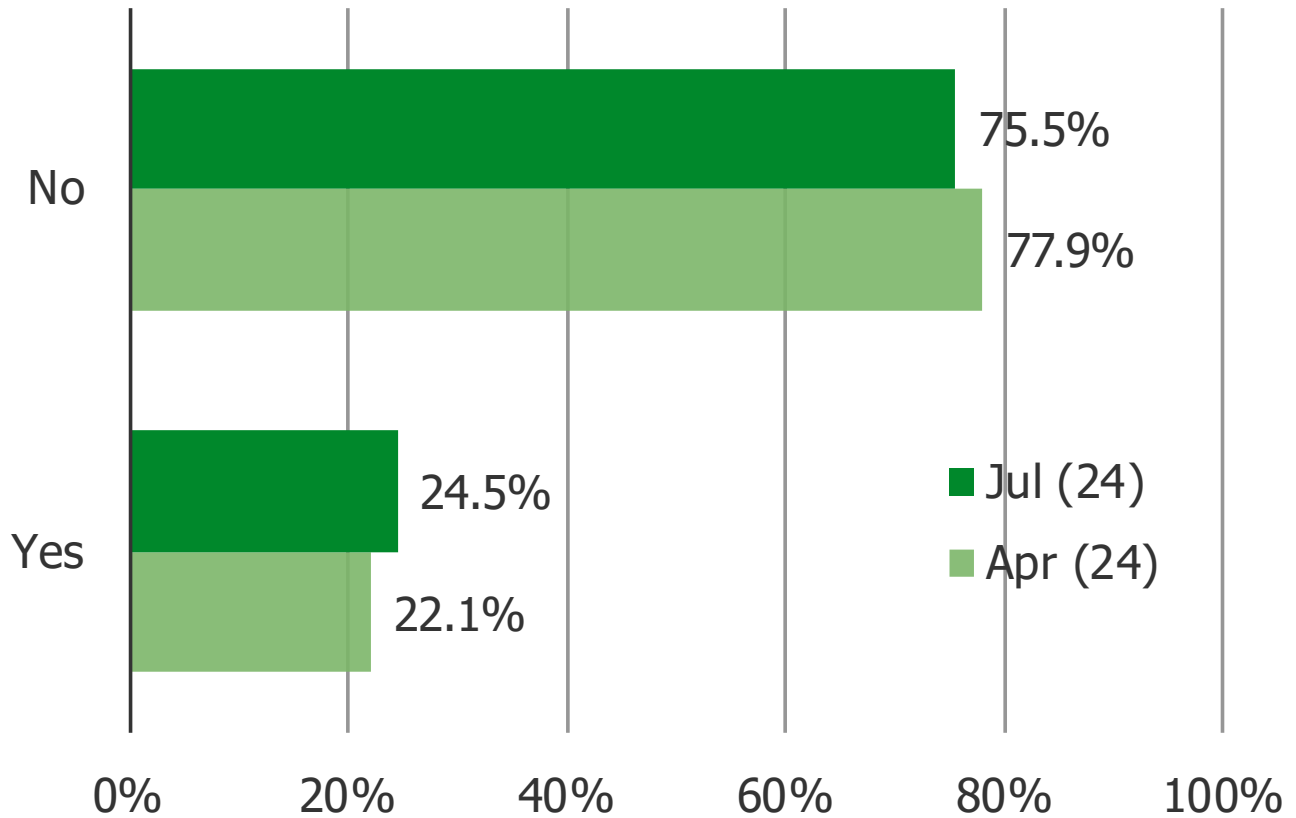
IN YOUR OPINION, AT WHAT AGE IS IT APPROPRIATE FOR PEOPLE TO START USING SOCIAL MEDIA APPS?

Posed to all respondents.



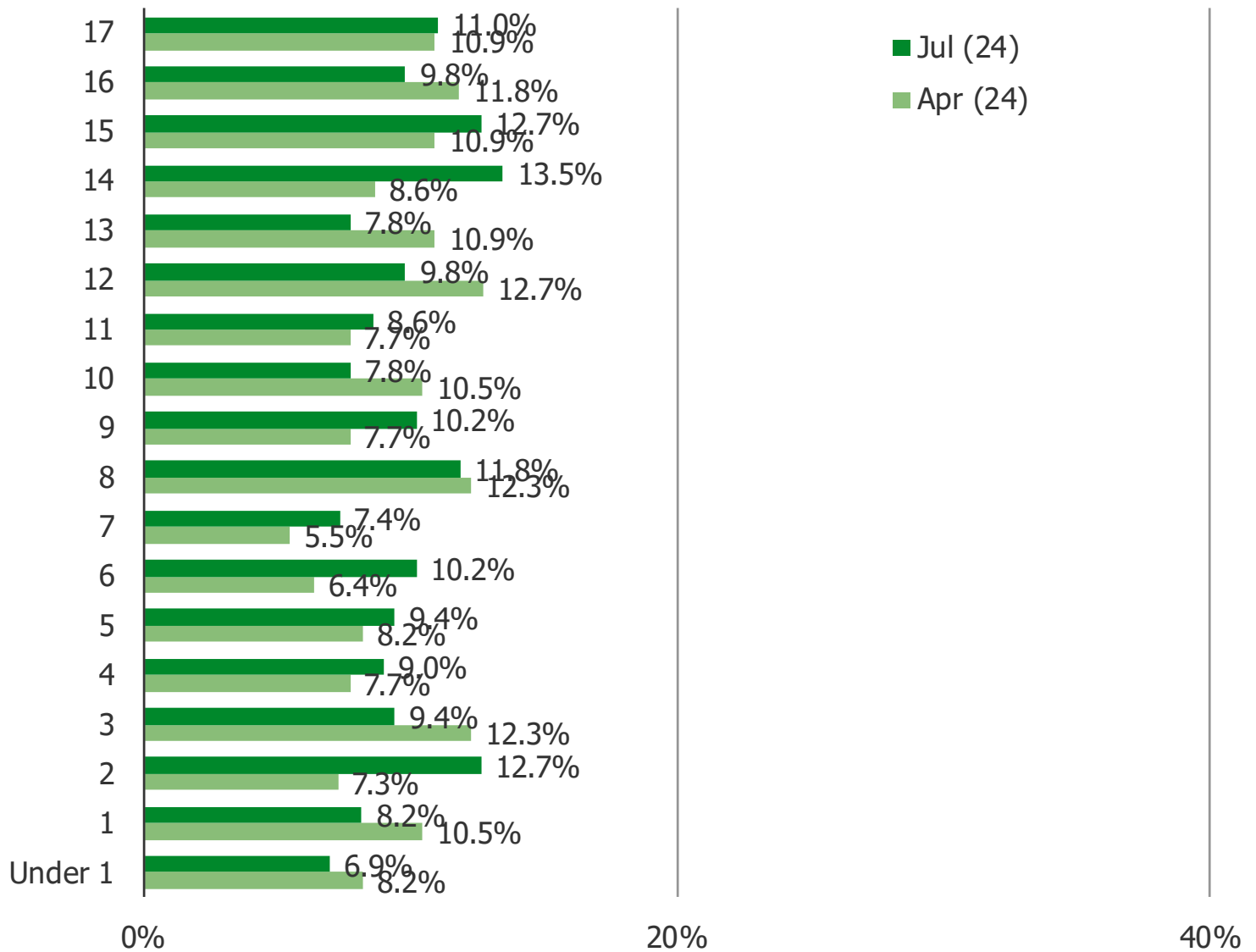
DO YOU HAVE CHILDREN UNDER THE AGE OF 18?

Posed to all respondents.



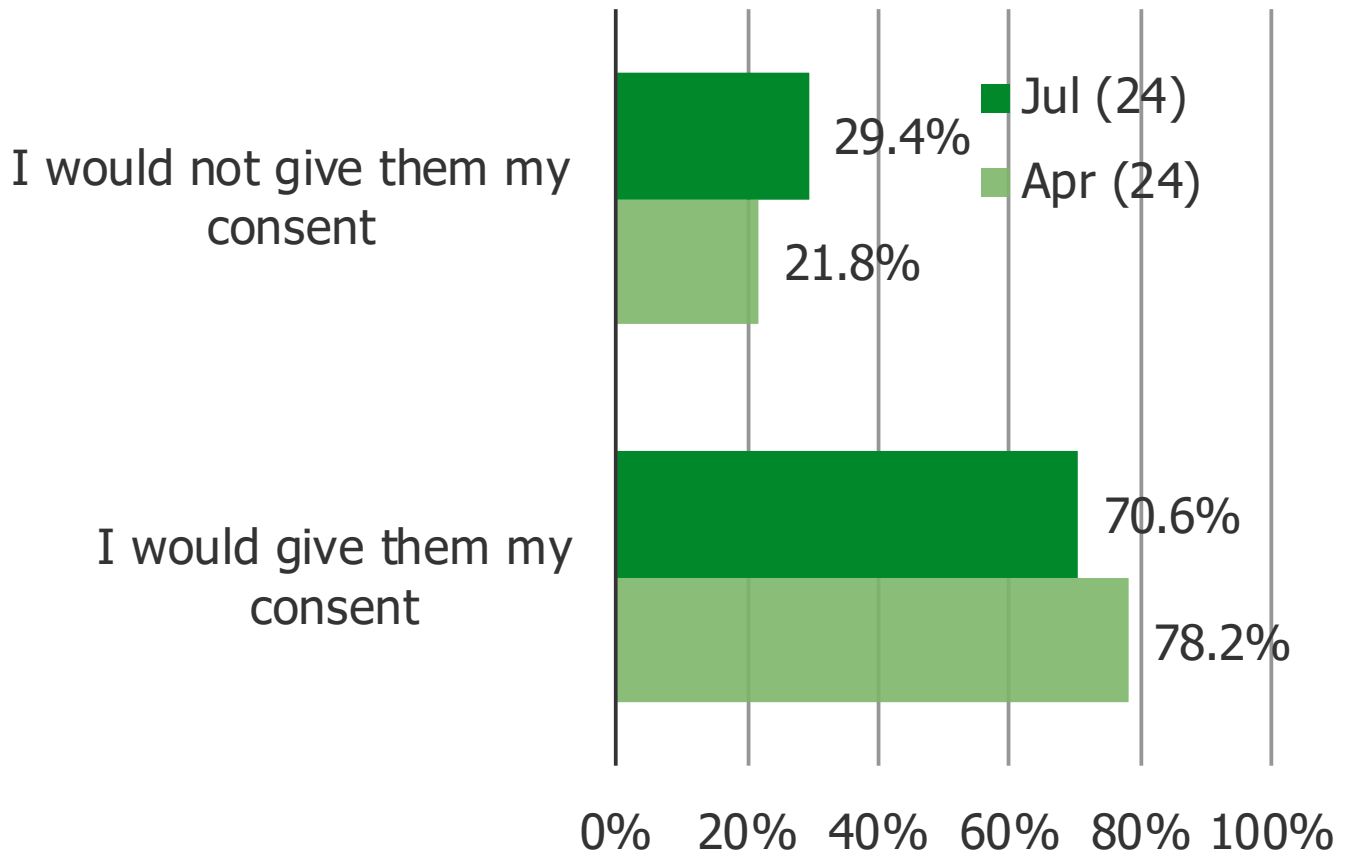
WHAT AGE IS YOUR CHILD(REN)? IF YOU HAVE MORE THAN ONE CHILD UNDER 18, SELECT AS MANY THAT APPLY

Posed to respondents who have children under the age of 18 (N = 245).



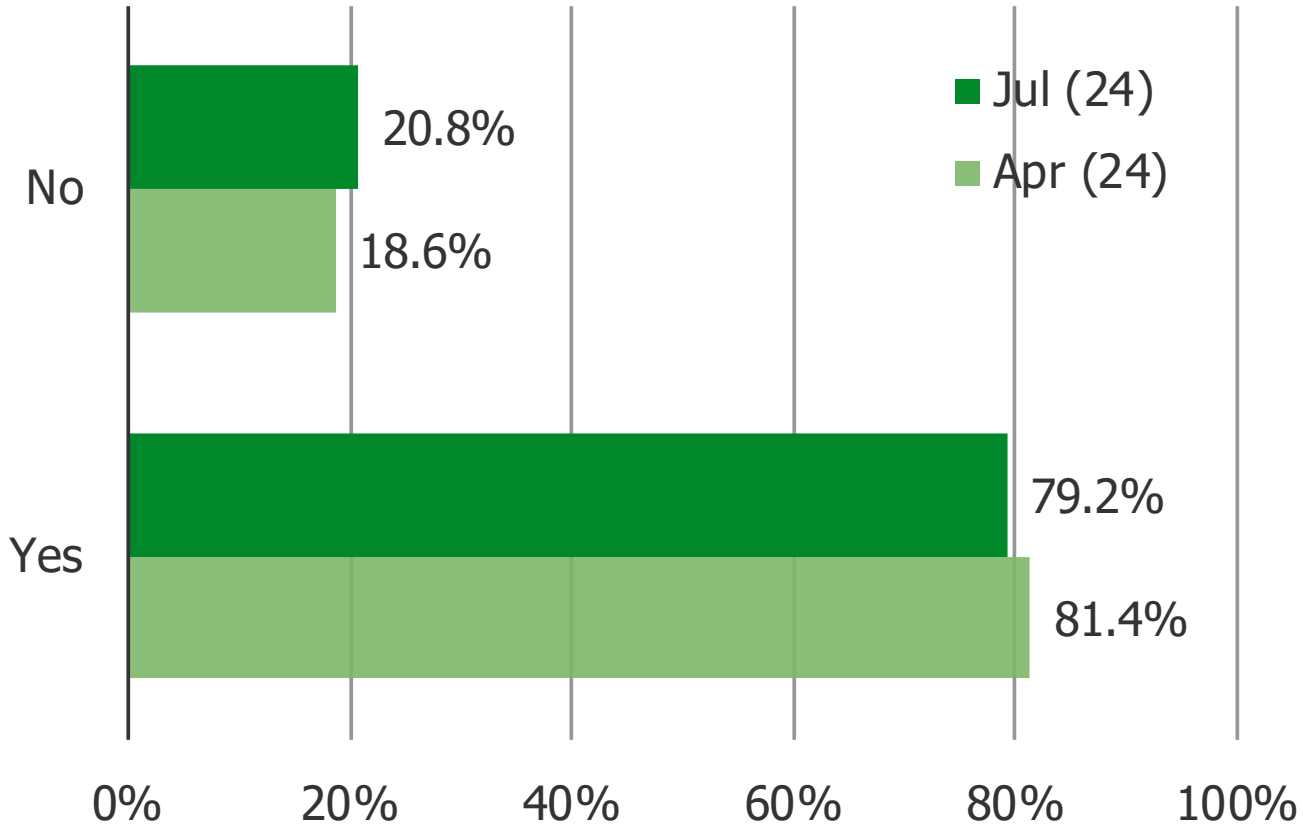
IF YOUR 15 OR 16 YEAR-OLD NEEDED PARENTAL CONSENT TO USE SOCIAL MEDIA, WOULD YOU....?

Posed to respondents who have children under the age of 18 (N = 245).



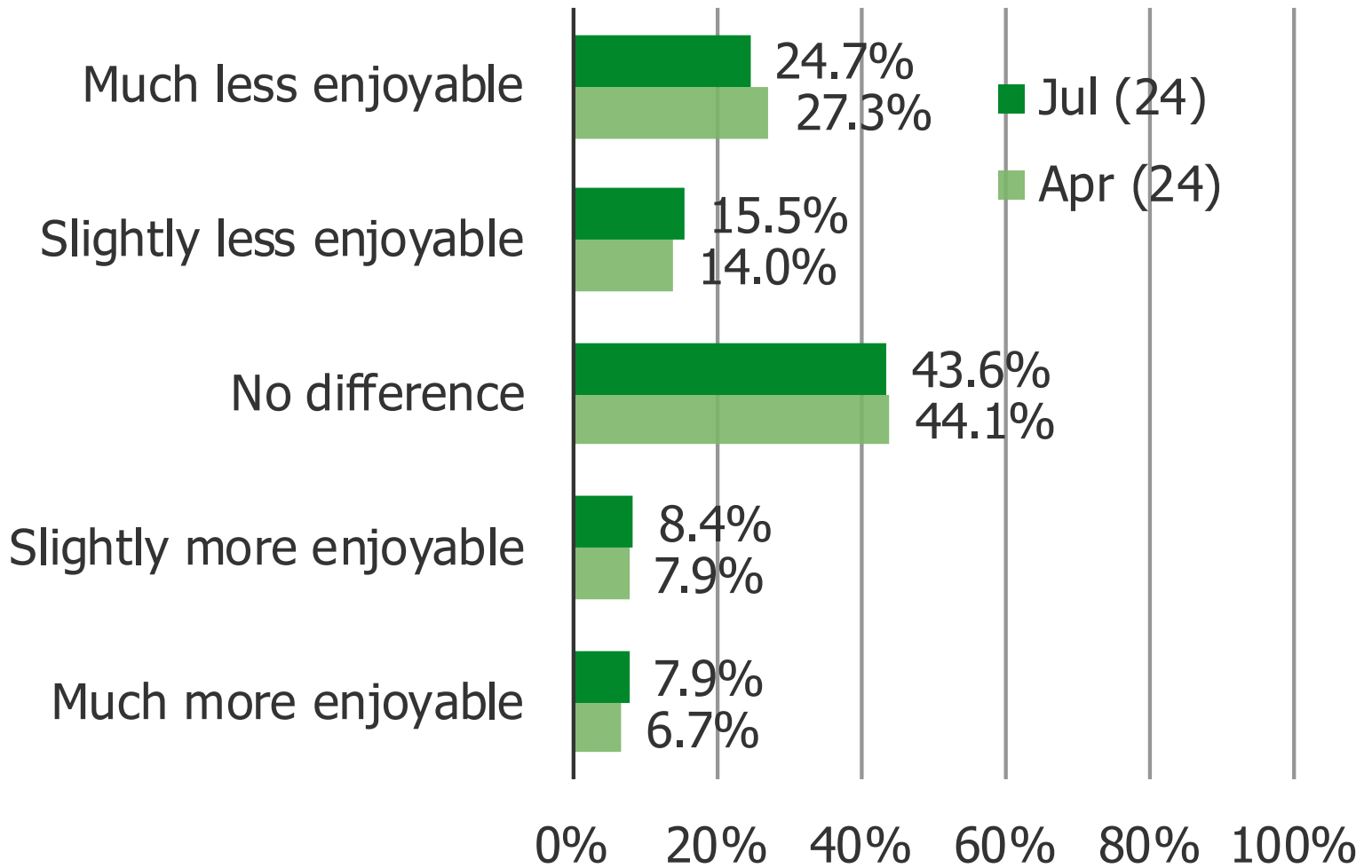
WOULD YOU SUPPORT LAWS THAT PROHIBIT CHILDREN 14 AND UNDER FROM USING SOCIAL MEDIA AND REQUIRE 15 AND 16 YEAR-OLDS TO OBTAIN PARENTAL CONSENT IN ORDER TO USE SOCIAL MEDIA?

Posed to respondents who have children under the age of 18.



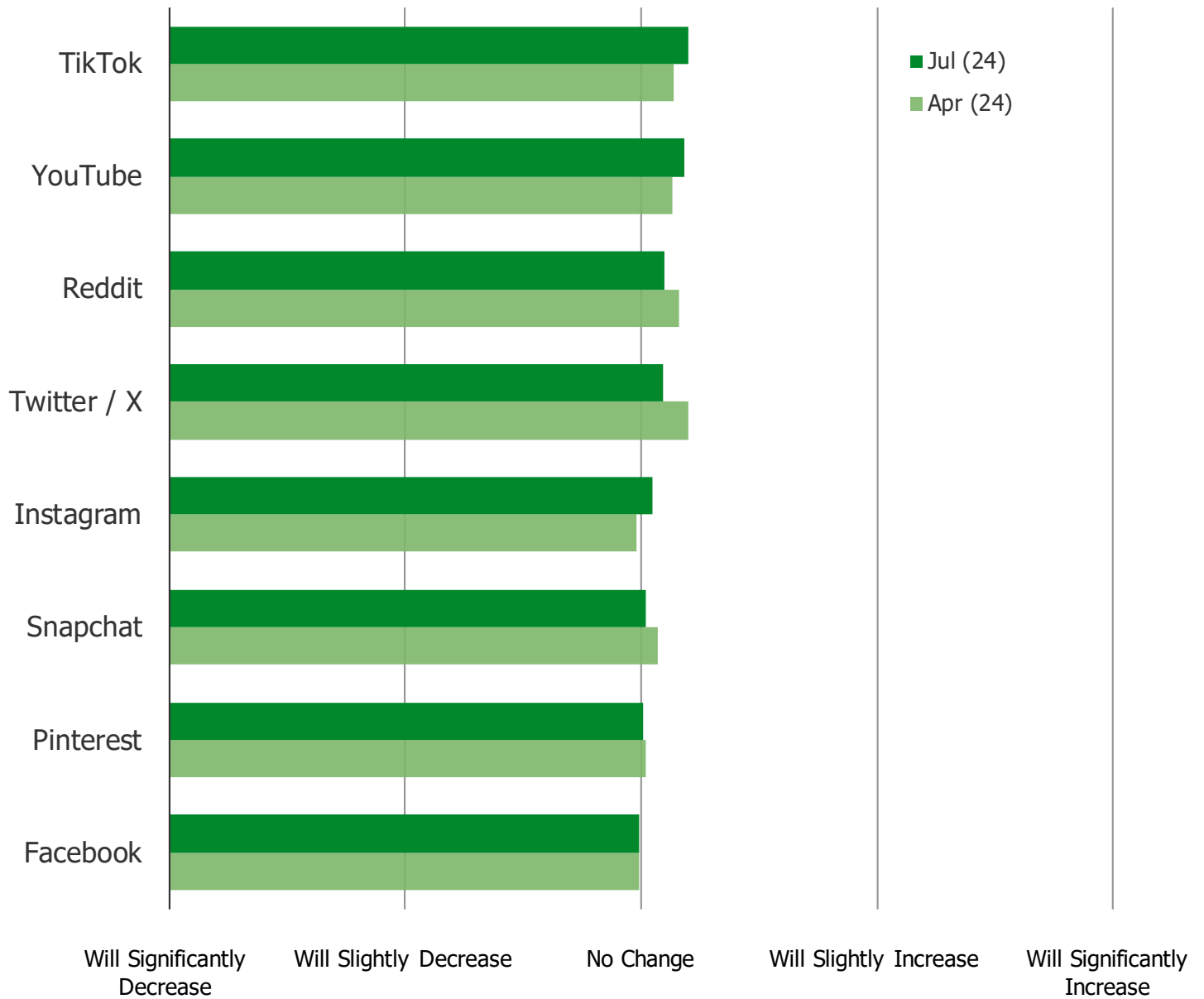
IN YOUR OPINION, ARE SOCIAL MEDIA APPS MORE OR LESS ENJOYABLE DURING PRESIDENTIAL ELECTIONS?

Posed to all respondents.



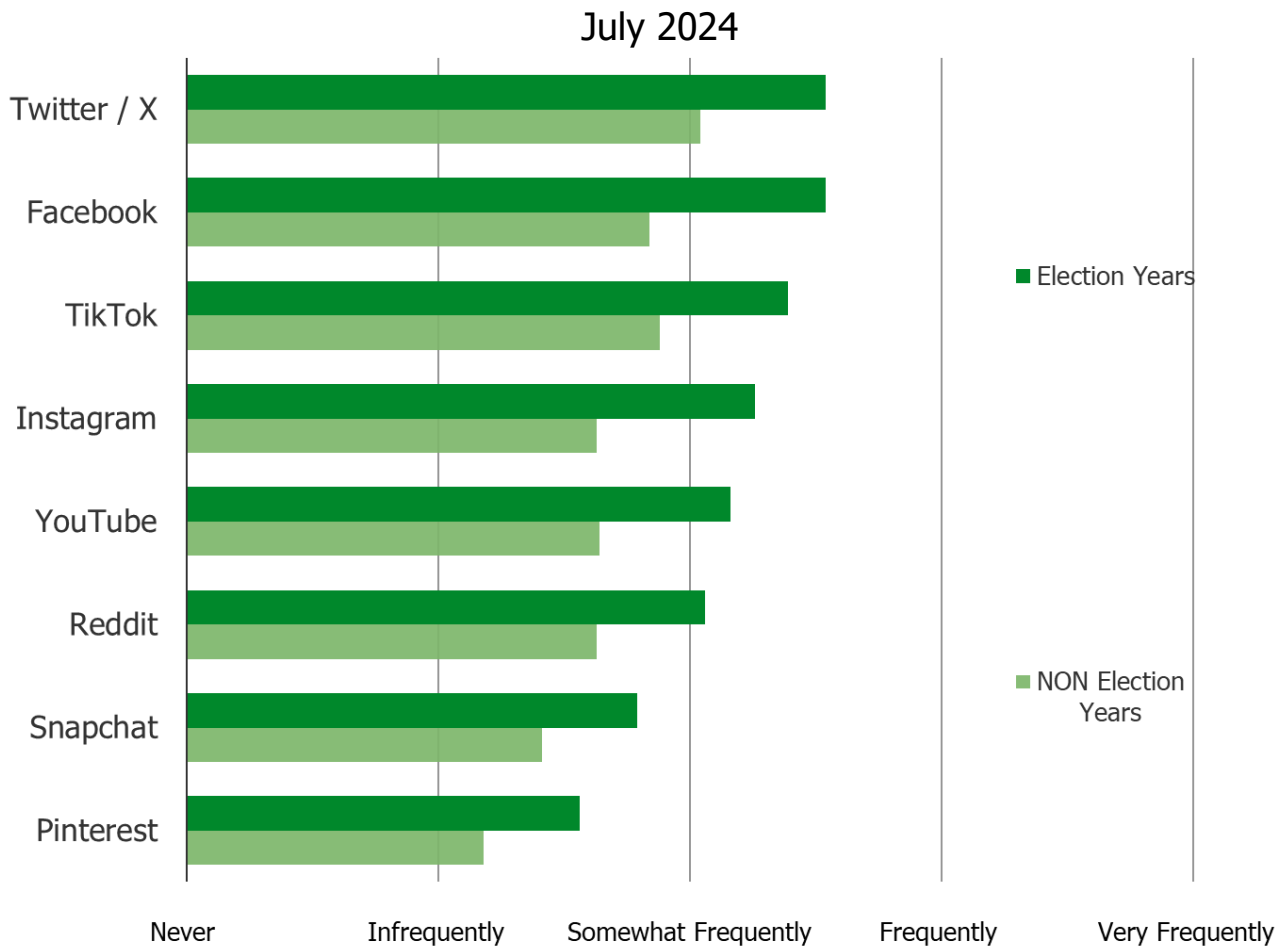
DO YOU THINK YOUR USAGE OF THE FOLLOWING WILL INCREASE OR DECREASE DURING THE MONTHS LEADING UP TO THE US PRESIDENTIAL ELECTION IN 2024?

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?

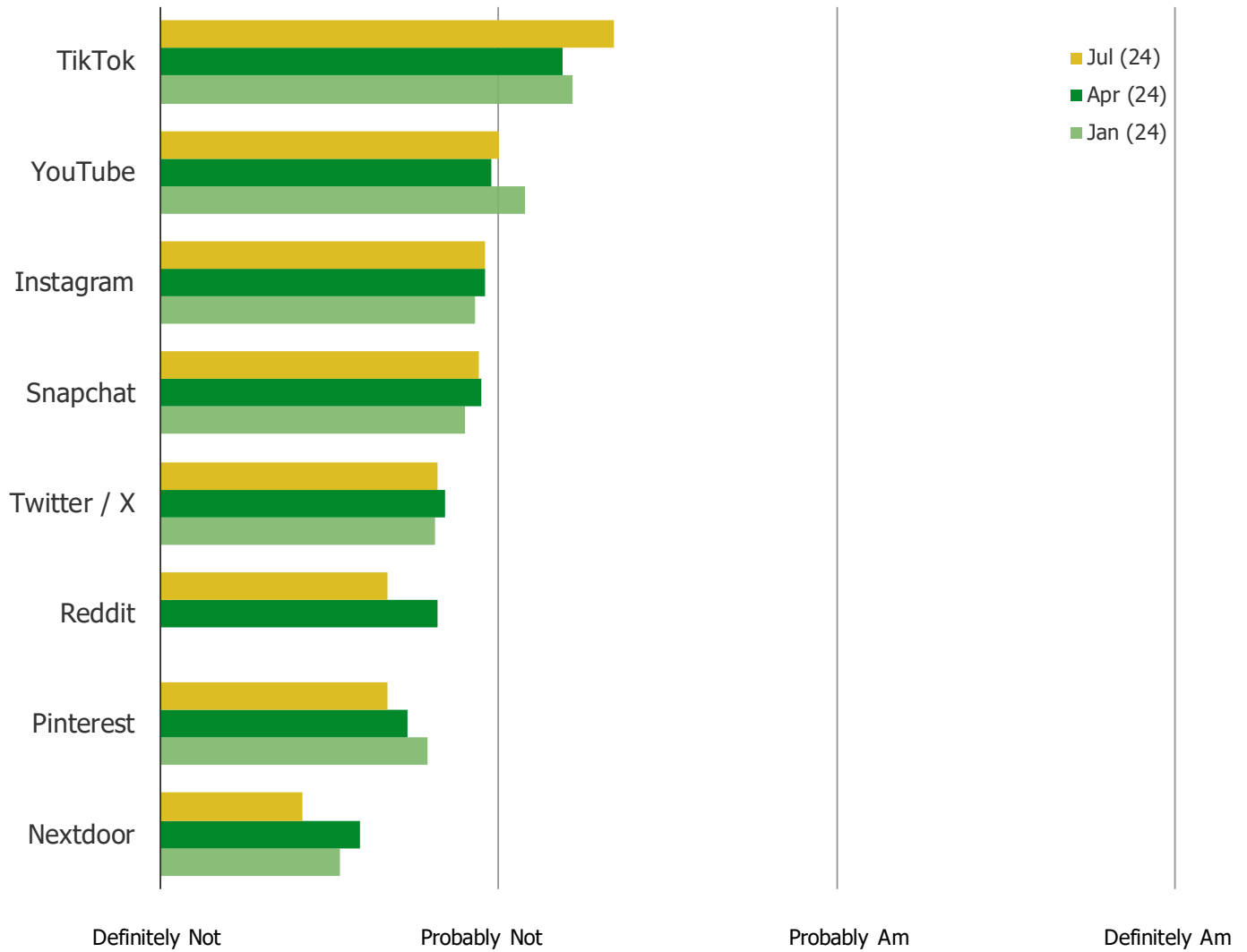
Posed to respondents who use each of the below.



	N=
Pinterest	373
Snapchat	297
Reddit	265
YouTube	812
Instagram	523
TikTok	386
Facebook	751
Twitter / X	307

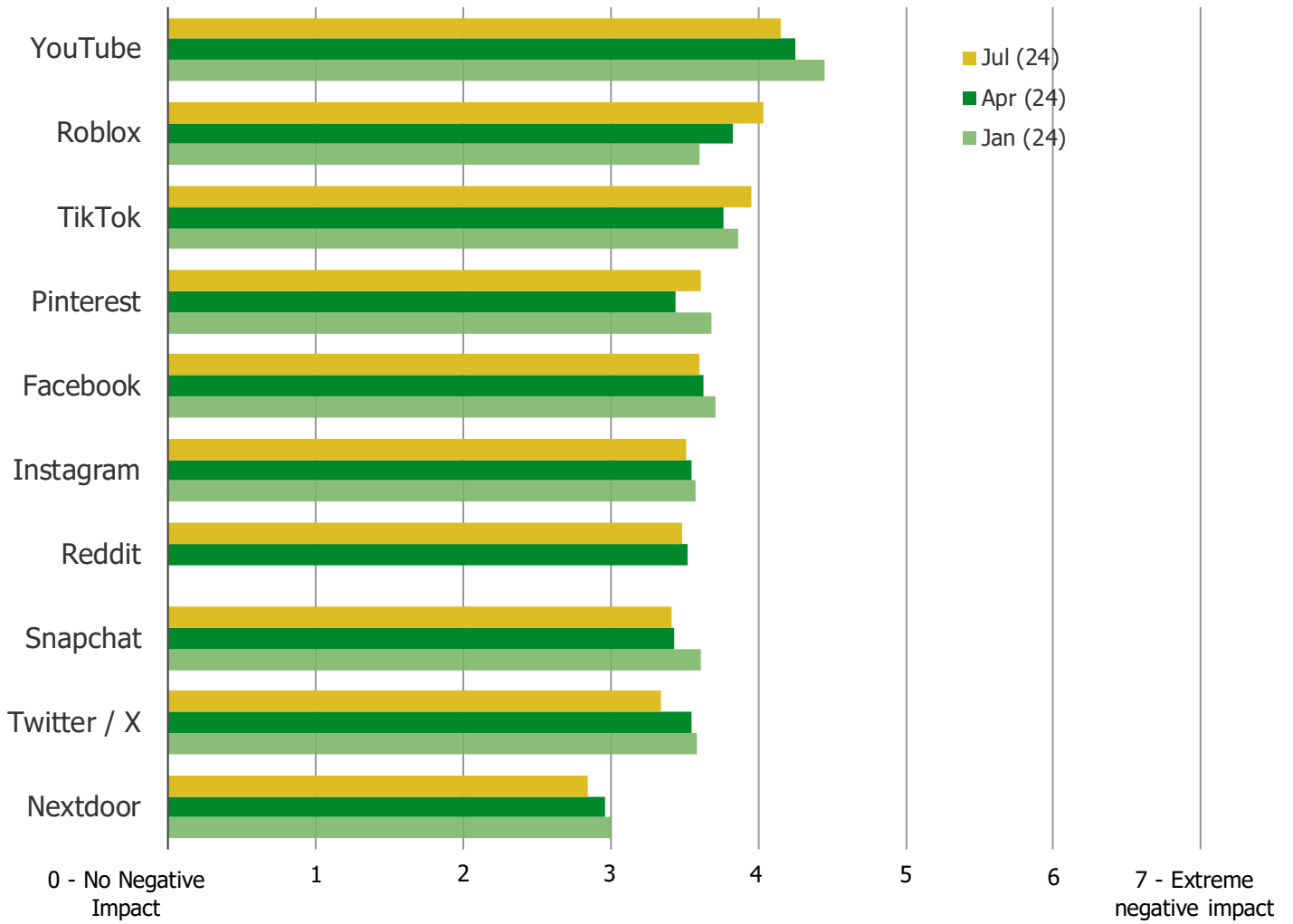
DO YOU FEEL LIKE YOU ARE ADDICTED TO USING THIS APP?

Posed to respondents who use each of the below.



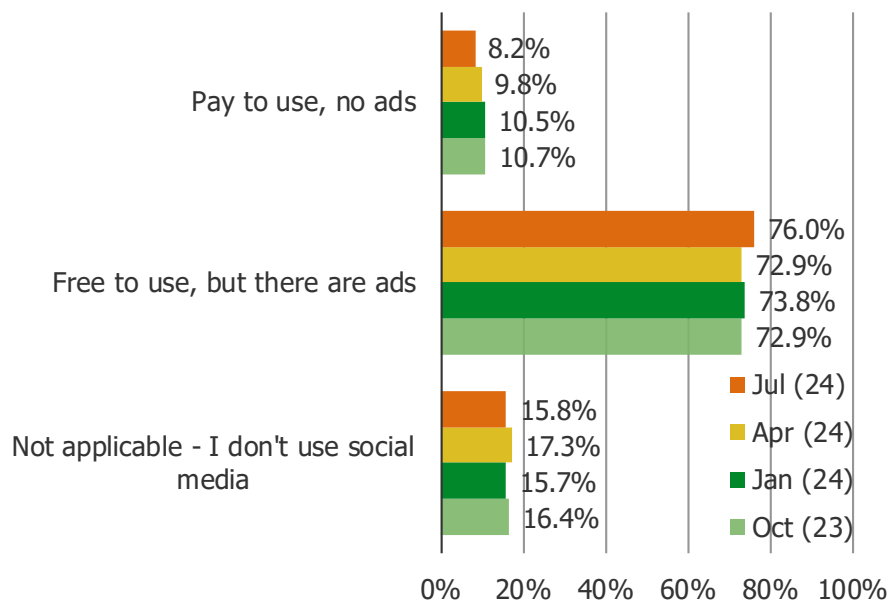
WHAT KIND OF AN IMPACT WOULD THERE BE ON YOUR LIFE IF THE FOLLOWING WENT OUT OF EXISTENCE?

Posed to respondents who use the below.



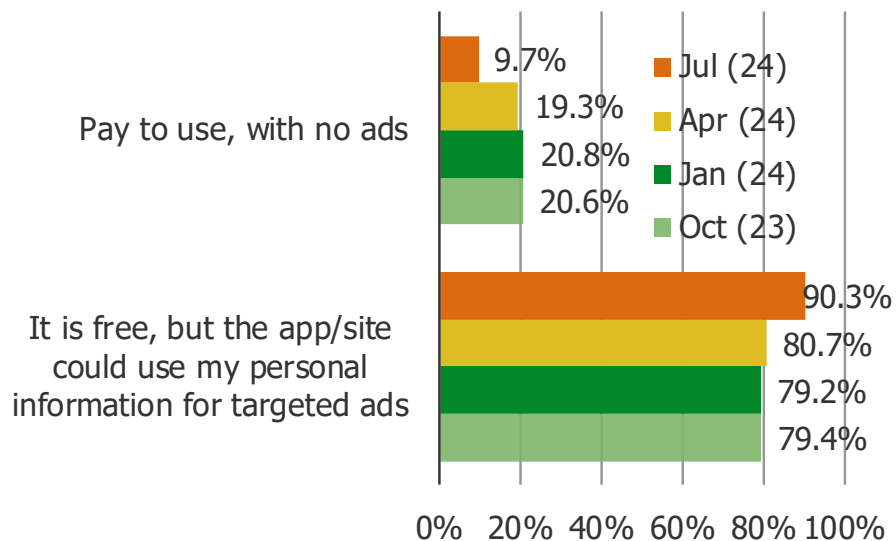
THINKING ABOUT YOUR SOCIAL MEDIA USAGE, WHICH WOULD BE PREFERABLE?

This question was posed to all respondents.



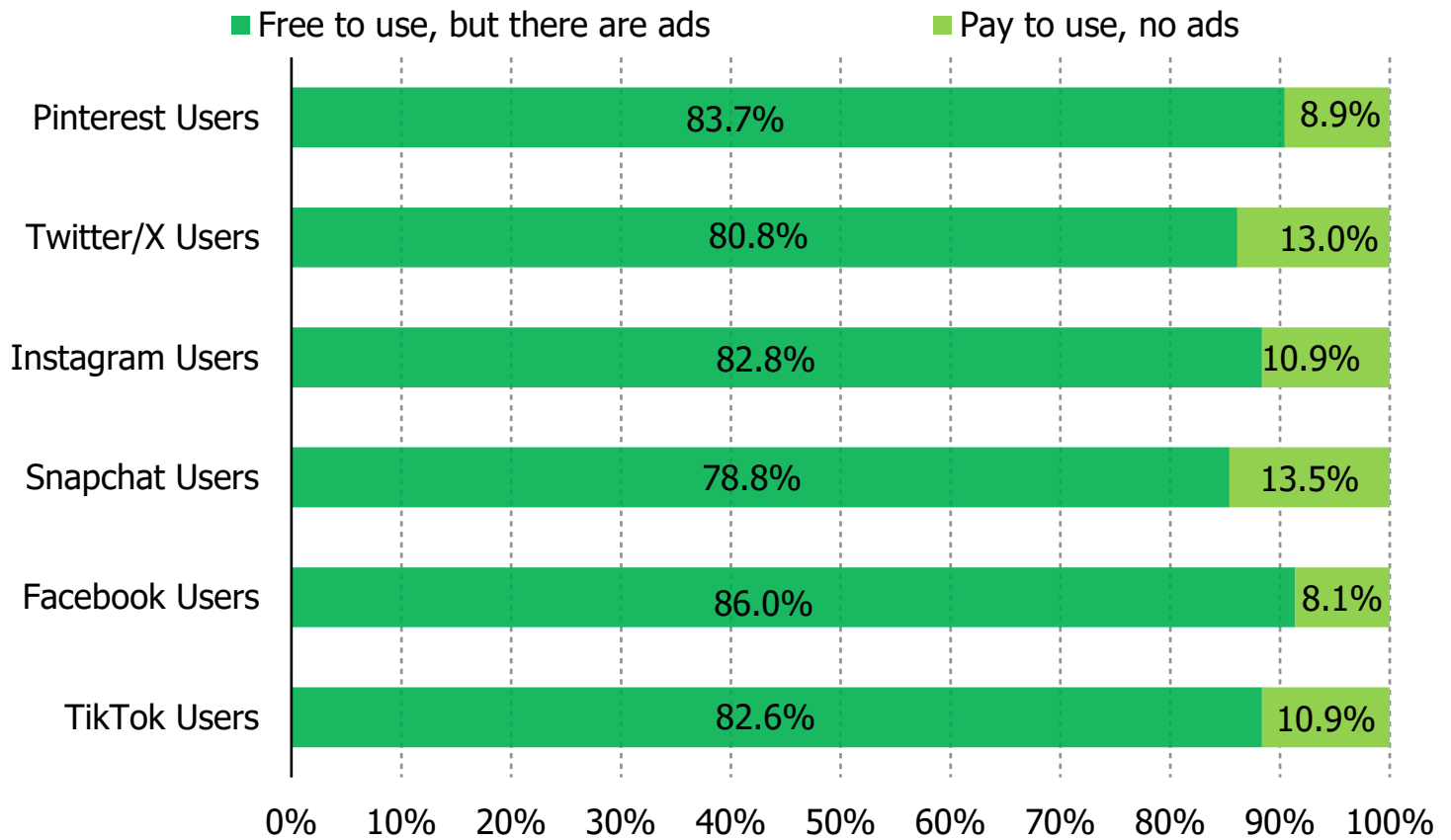
THINKING ABOUT YOUR SOCIAL MEDIA USAGE, WHICH WOULD BE PREFERABLE?

This question was posed to respondents who use social media.



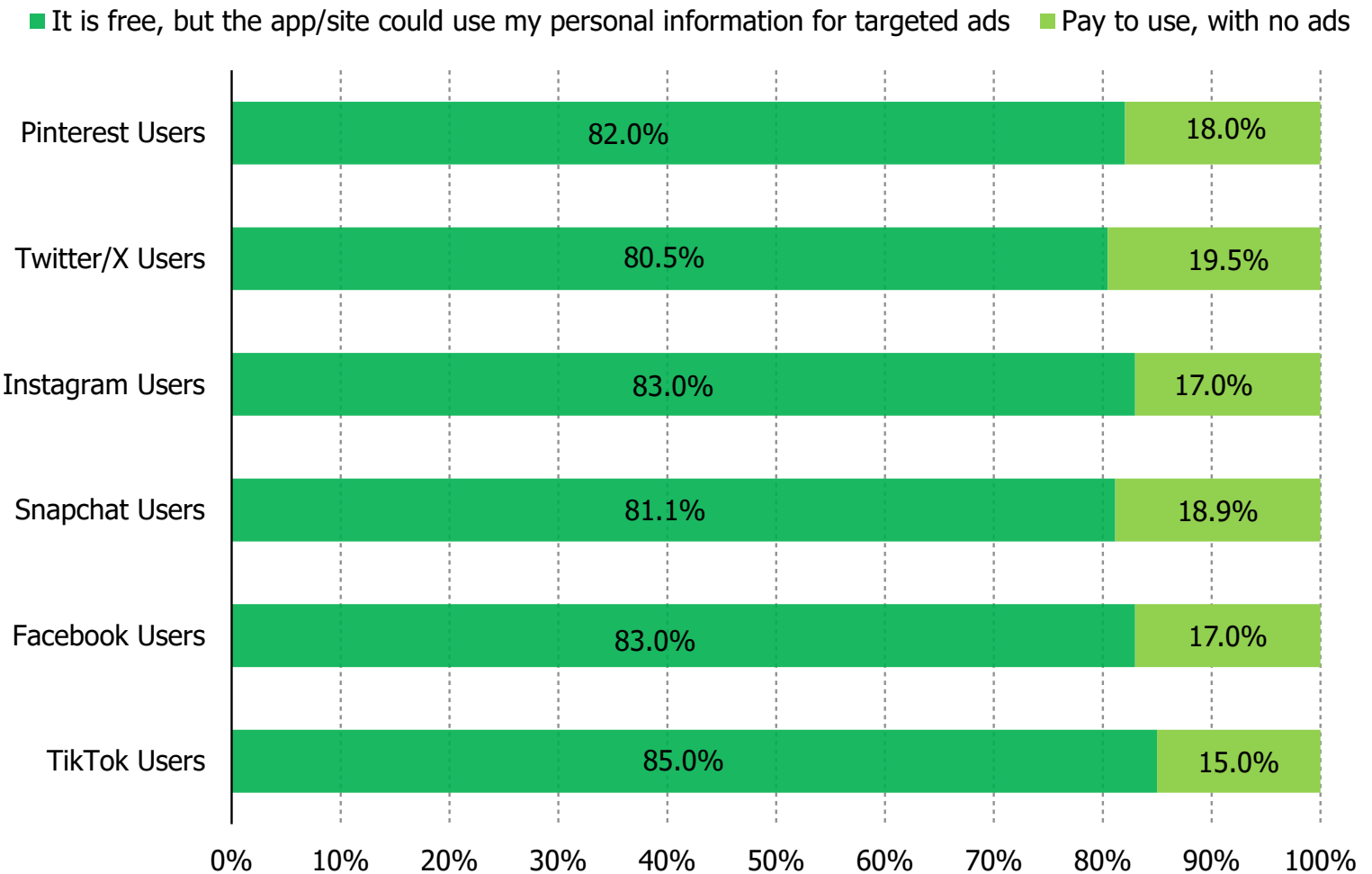
THINKING ABOUT YOUR SOCIAL MEDIA USAGE, WHICH WOULD BE PREFERABLE?

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



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

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



WHAT DO YOU USE THE FOLLOWING APPS/SITES FOR?

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

PINTEREST

TIKTOK



YOUTUBE

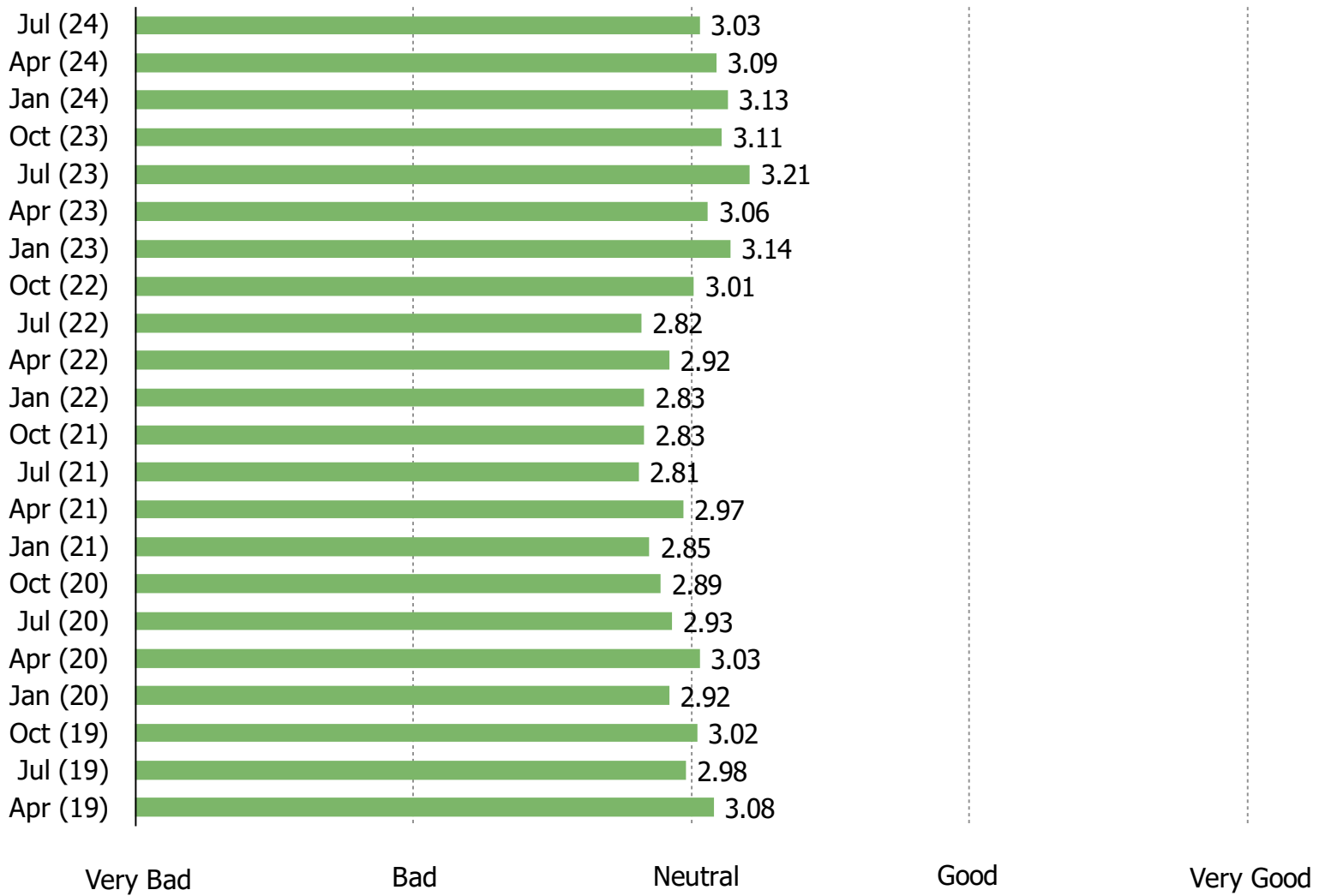
REDDIT



SOCIAL MEDIA SECTOR AND COMPETITIVE DYNAMICS QUESTIONS

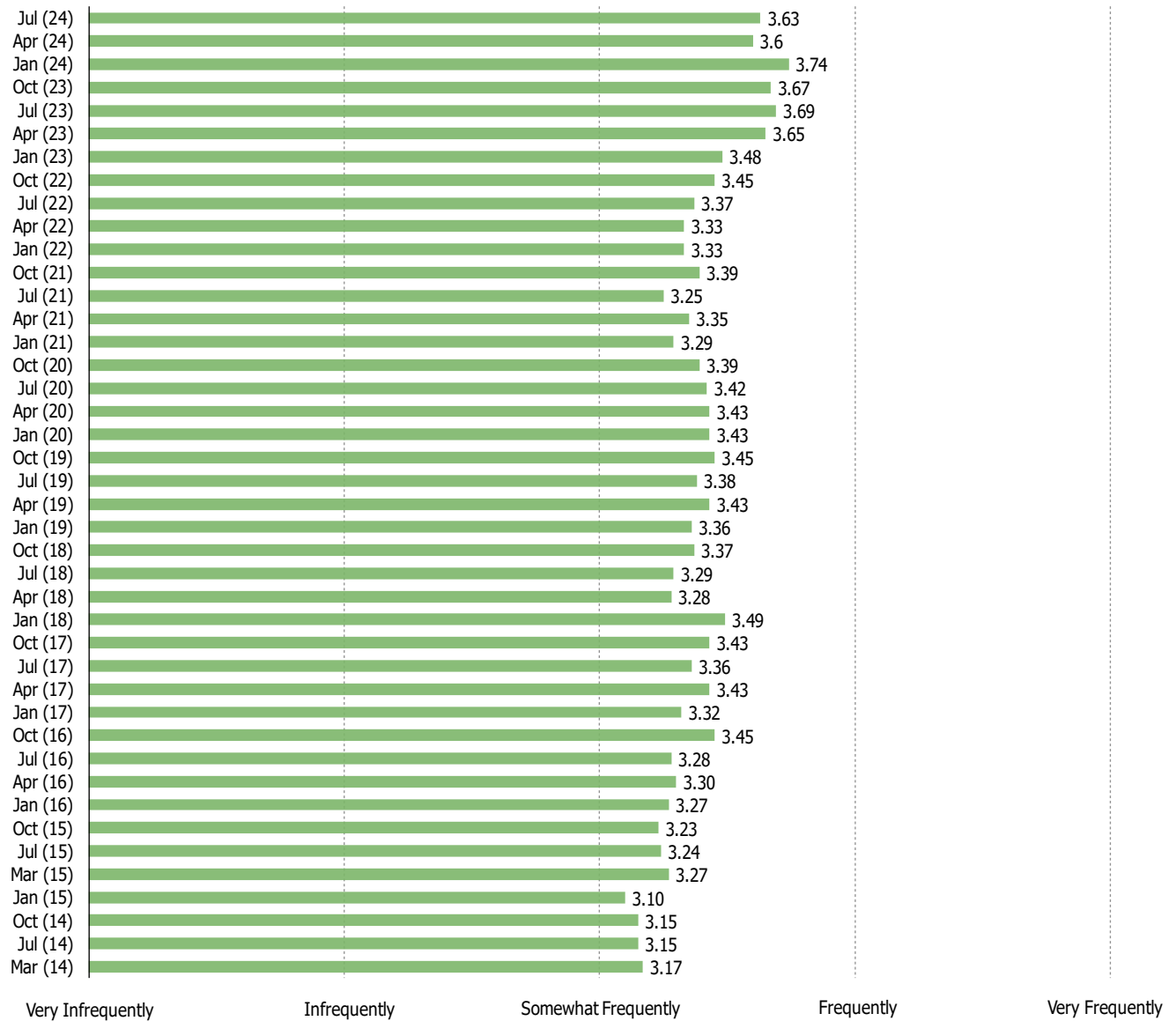
IN YOUR OPINION, IS SOCIAL MEDIA IN GENERAL A GOOD THING OR A BAD THING?

Posed to all respondents



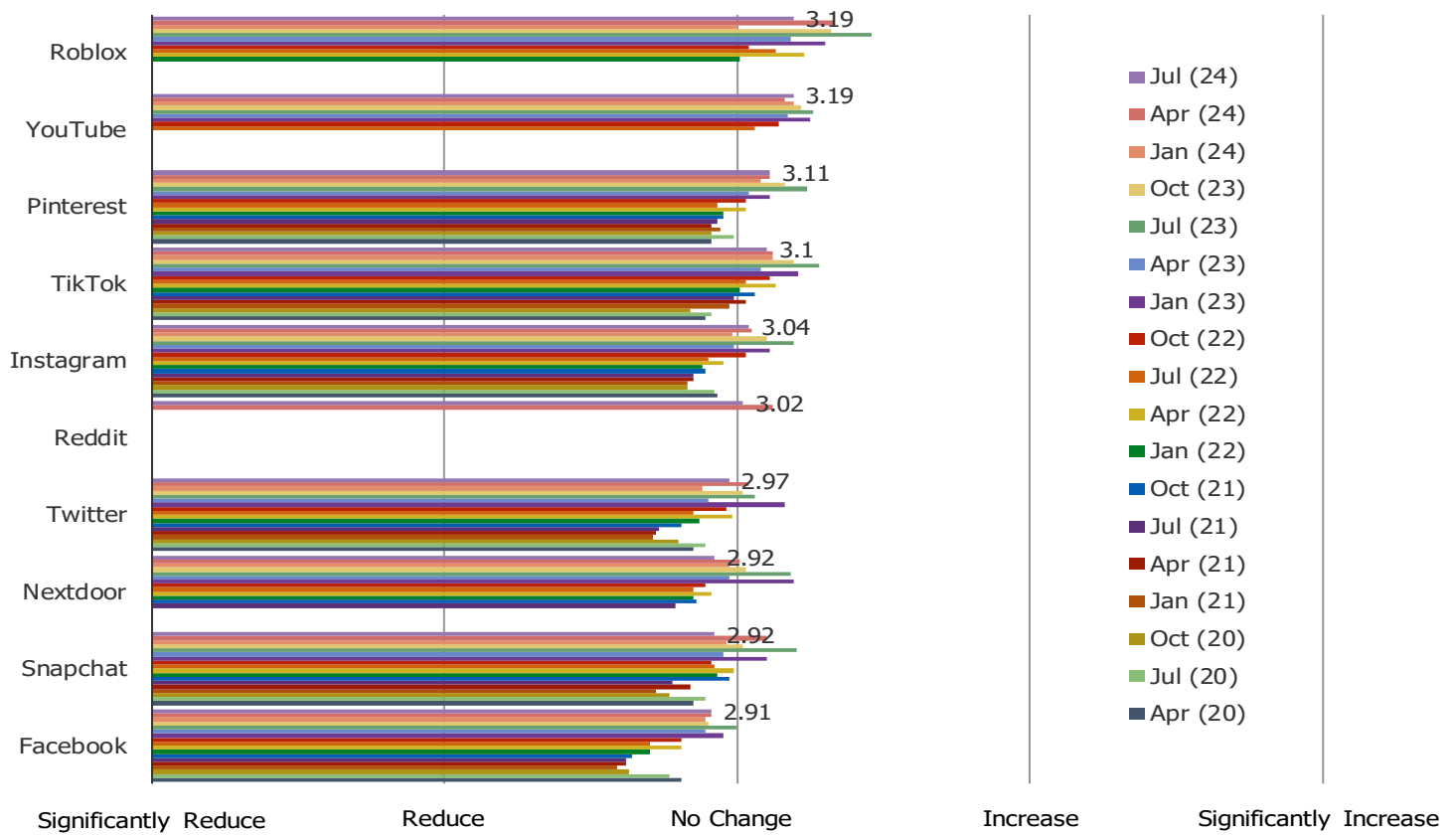
SOCIAL MEDIA USAGE FREQUENCY

Posed to all consumers.



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

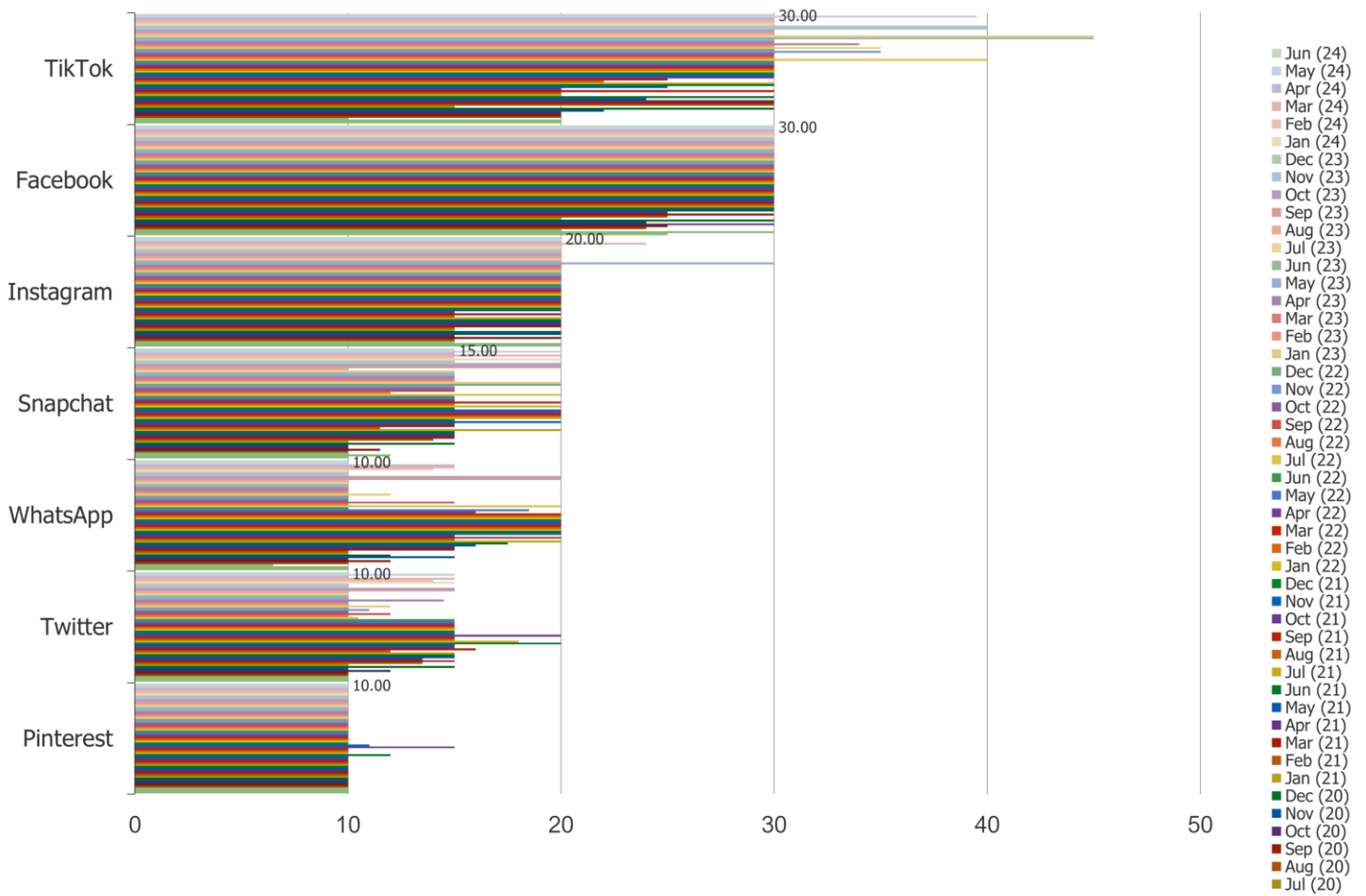
Posed to respondents who use the following platforms.



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

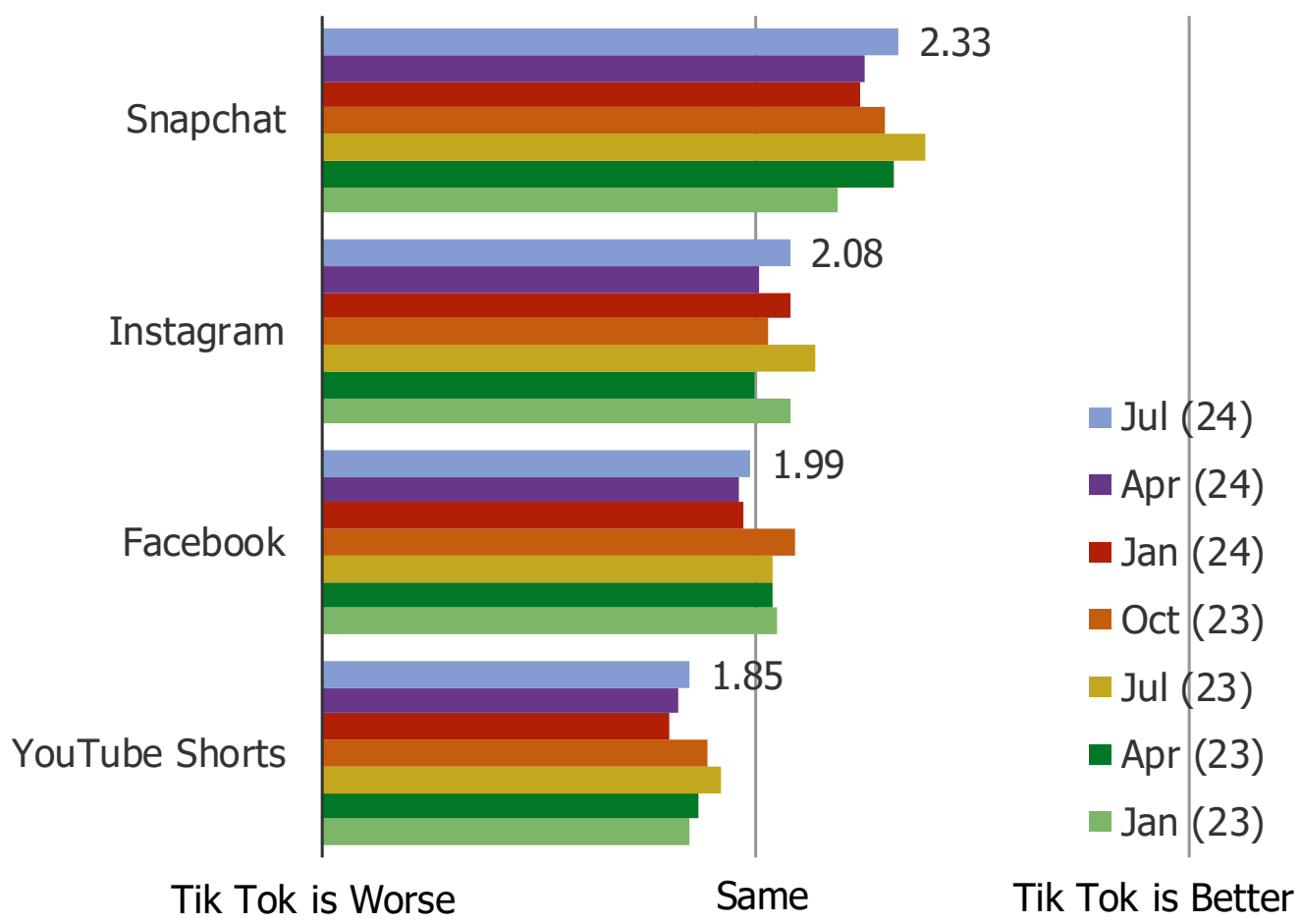
Posed to daily visitors of each platform.

Chart Shows Median



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

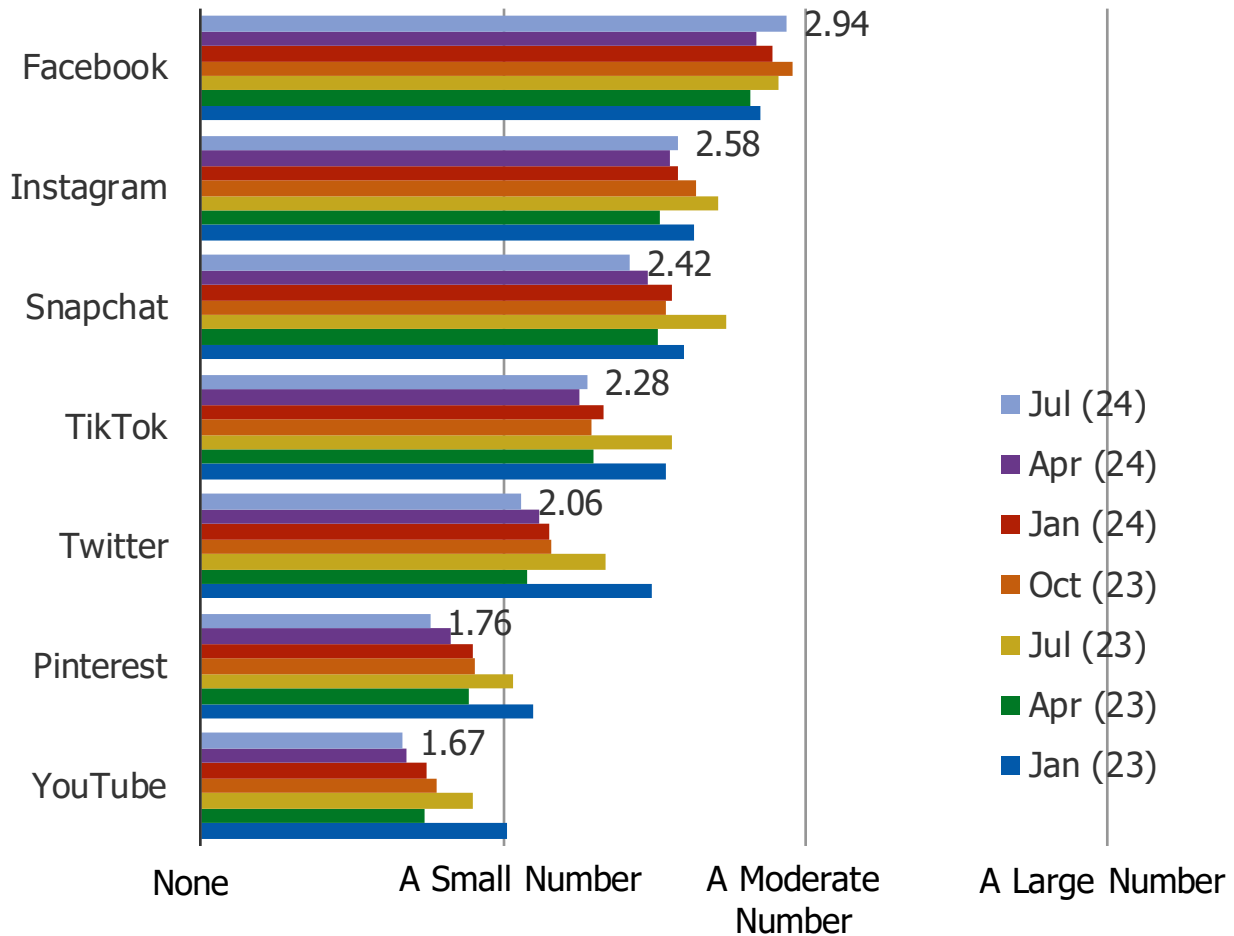
This question was posed respondents who watch multiple videos in a row on TikTok AND on each of the following platforms.



	N=
Browse Videos on TikTok and Facebook	393
Browse Videos on TikTok and Instagram	302
Browse Videos on TikTok and Snapchat	131
Browse Videos on TikTok and YouTube Shorts	358

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

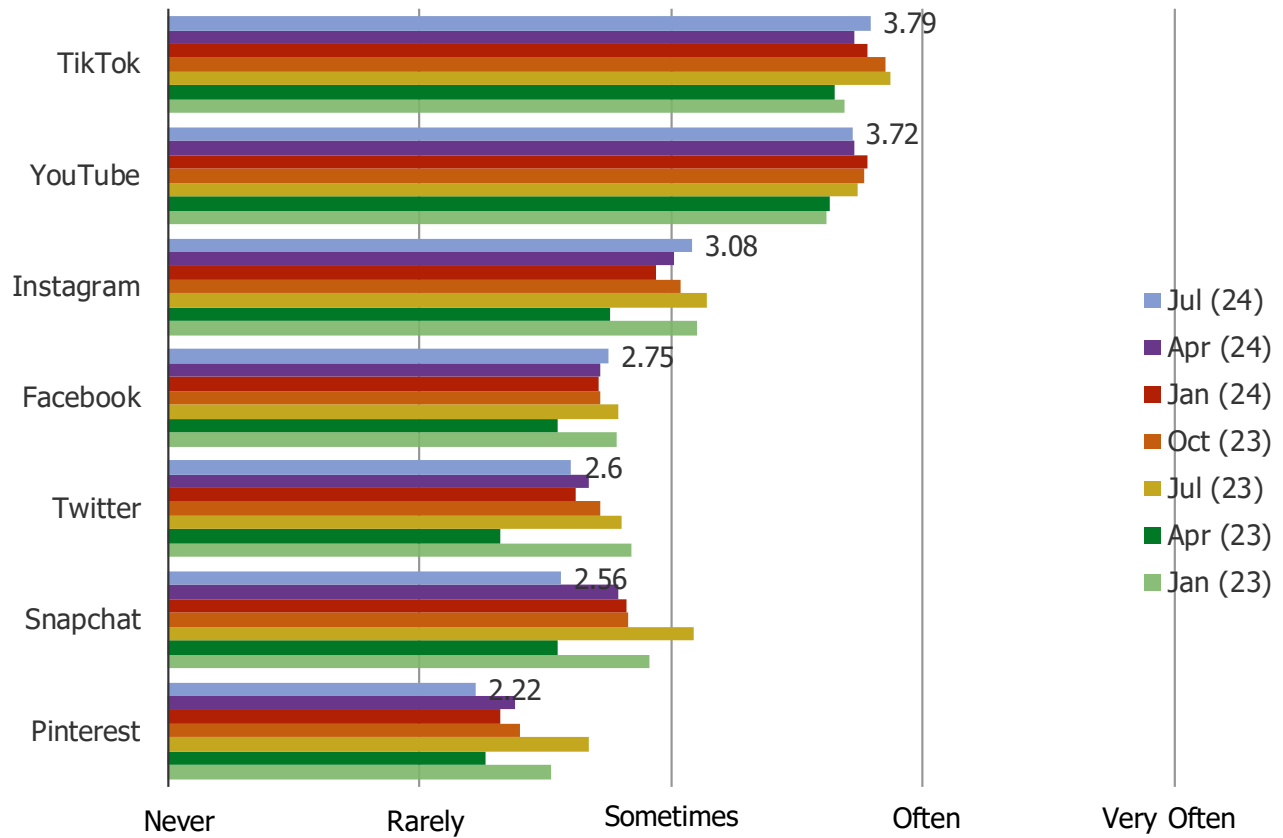
This question was posed to all respondents who use each of the below.



	N=
Facebook	751
Twitter / X	307
Snapchat	297
Instagram	523
Pinterest	373
TikTok	386
YouTube	812

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

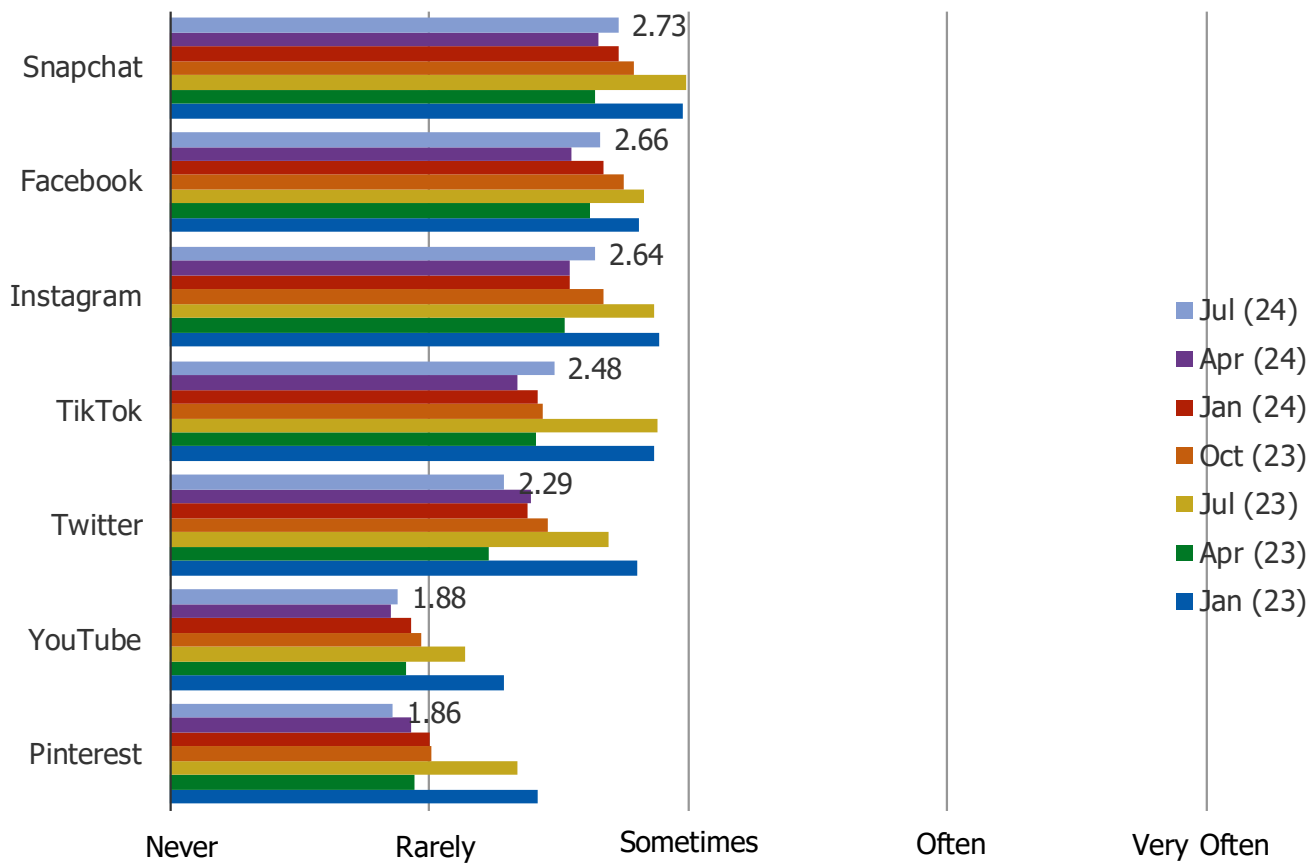
This question was posed to all respondents who use each of the below.



	N=
Facebook	751
Twitter / X	307
Snapchat	297
Instagram	523
Pinterest	373
TikTok	386
YouTube	812

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

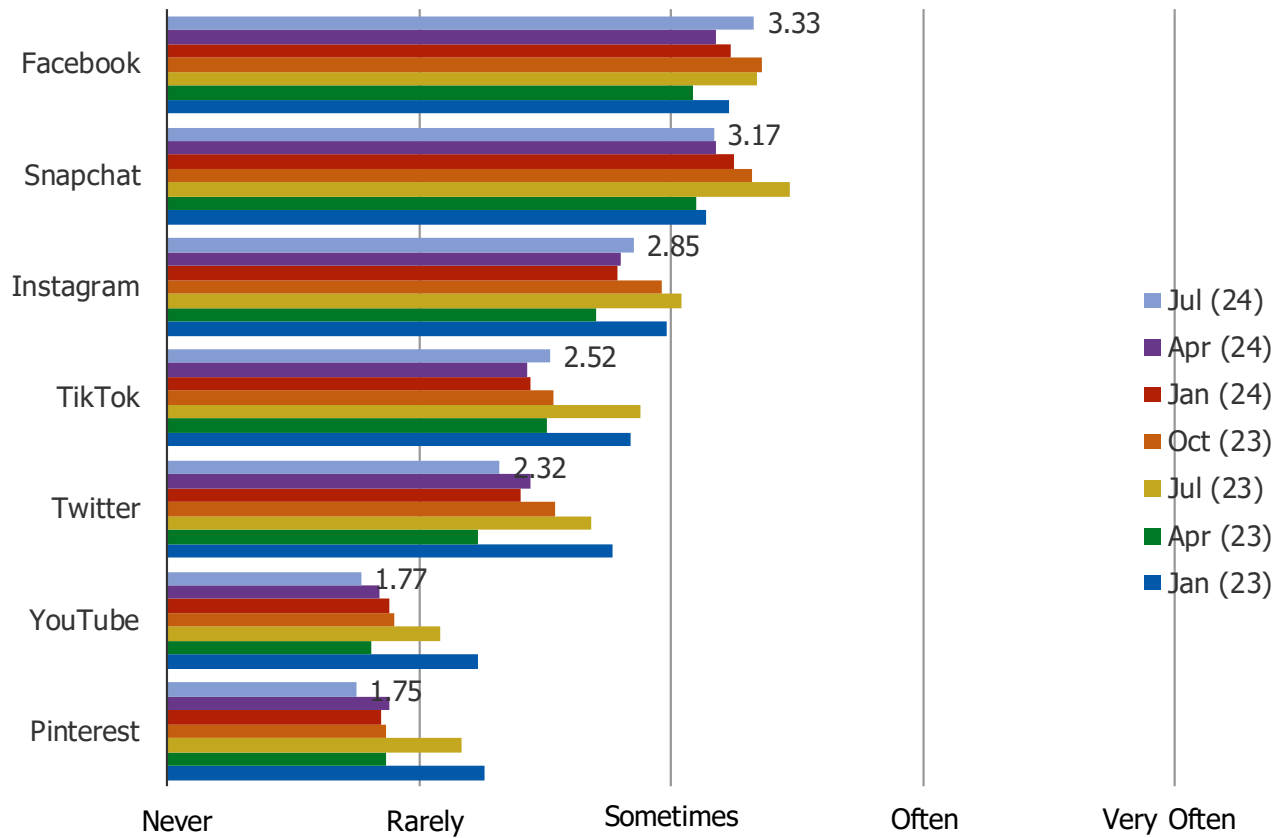
This question was posed to all respondents who use each of the below.



	N=
Facebook	751
Twitter / X	307
Snapchat	297
Instagram	523
Pinterest	373
TikTok	386
YouTube	812

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

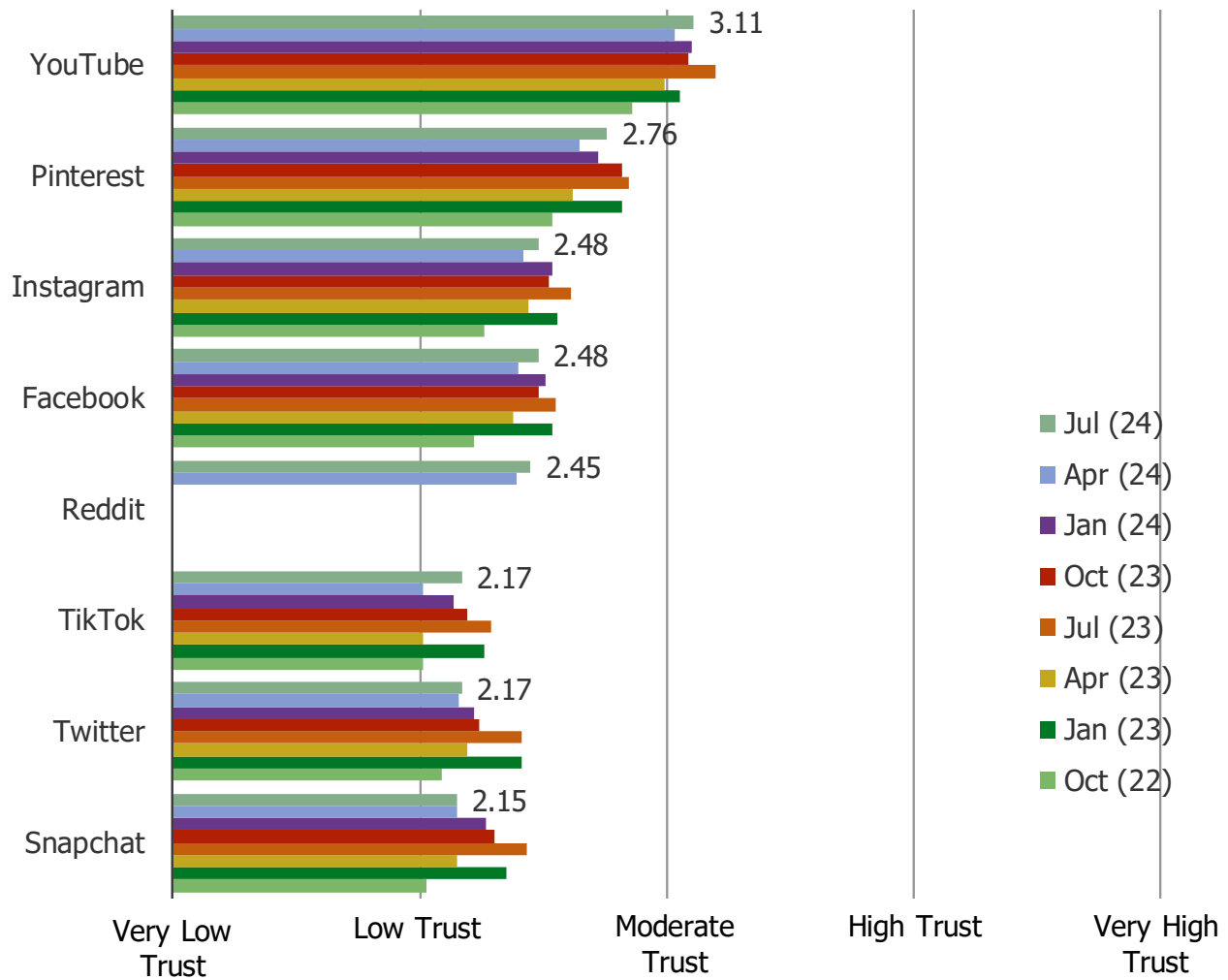
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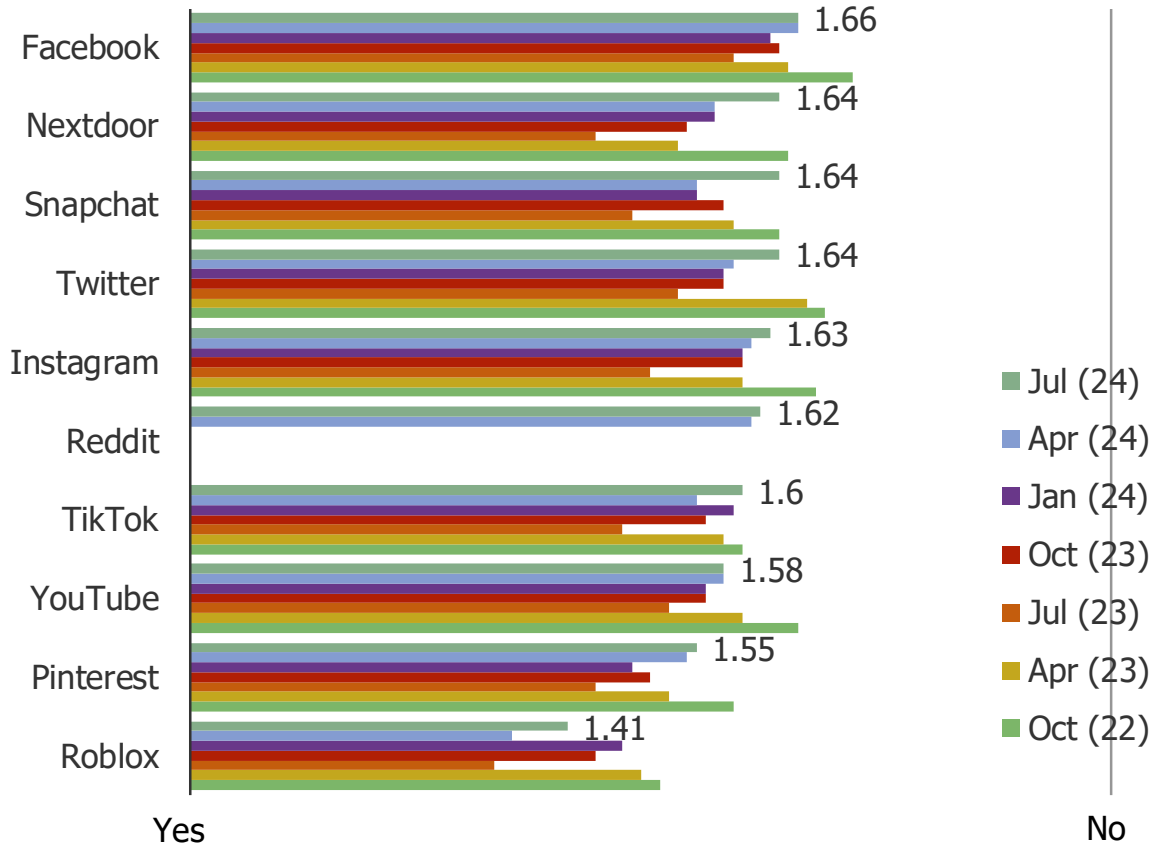
HOW MUCH TRUST DO YOU HAVE IN EACH OF THE FOLLOWING?

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.



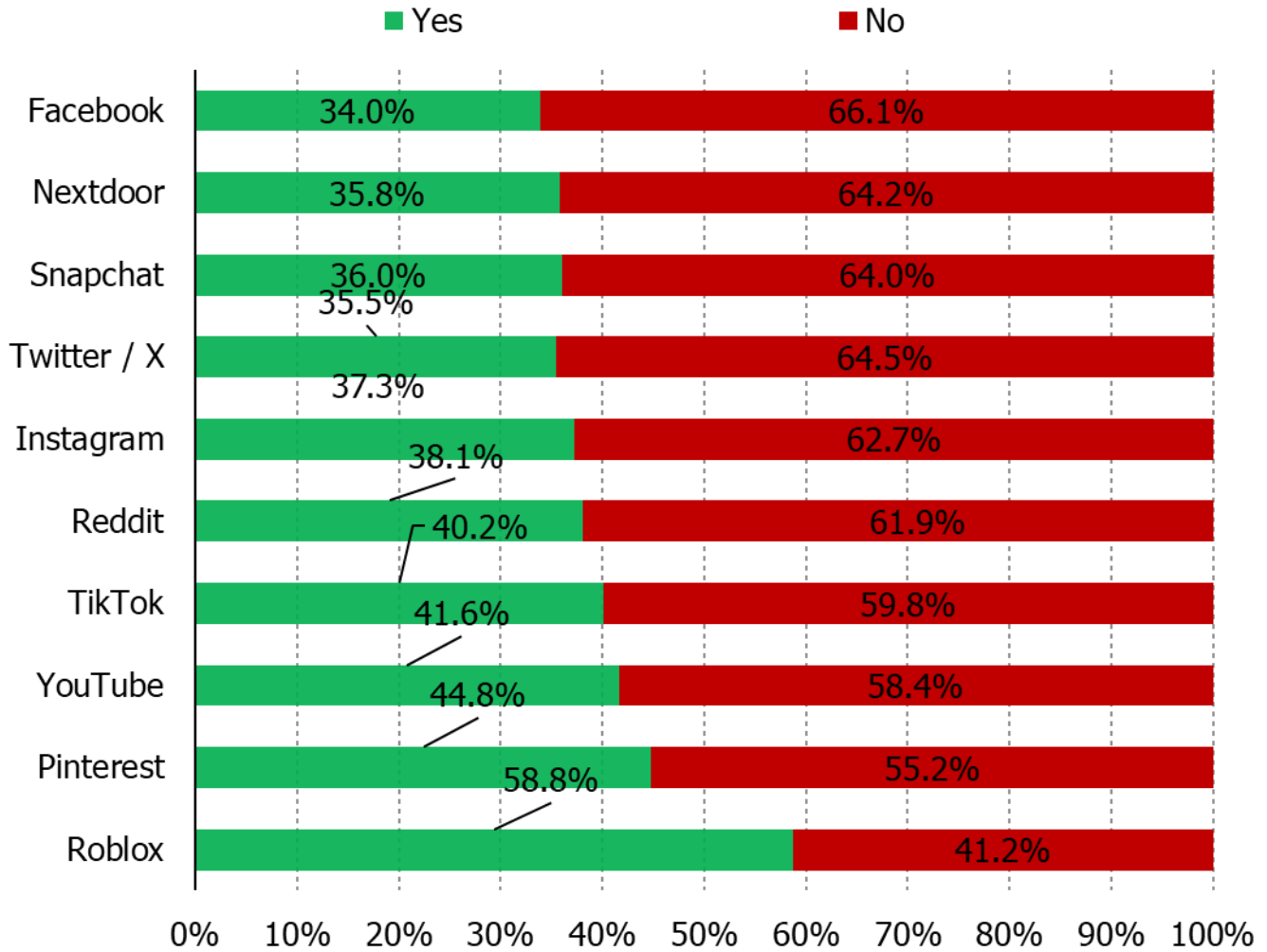
More likely to say yes



	N=
Facebook	751
Twitter / X	307
Snapchat	297
Instagram	523
Pinterest	373
TikTok	386
YouTube	812
Nextdoor	190
Reddit	265
Roblox	97

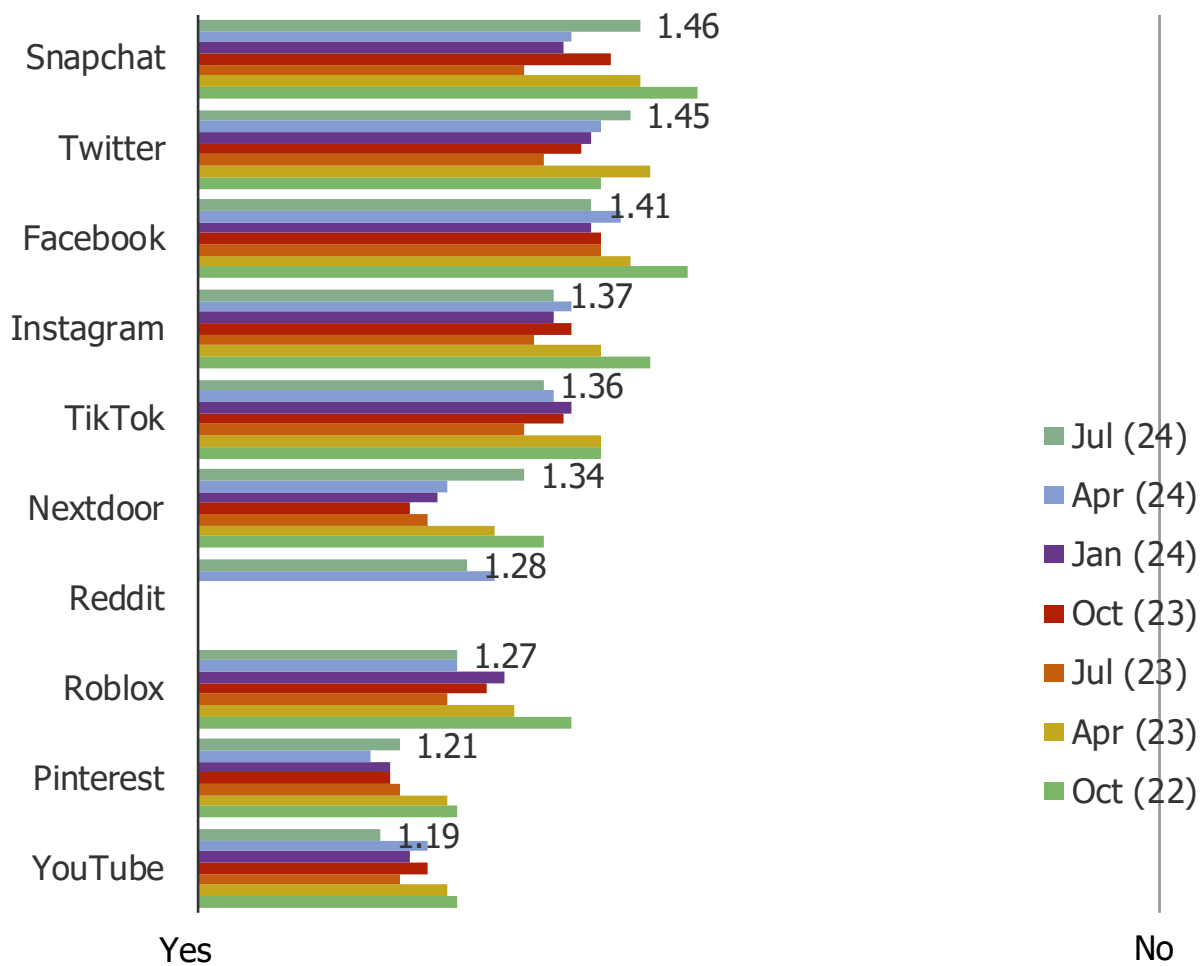
DO YOU FEEL THE FOLLOWING CARE(S) ABOUT YOU?

July 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.



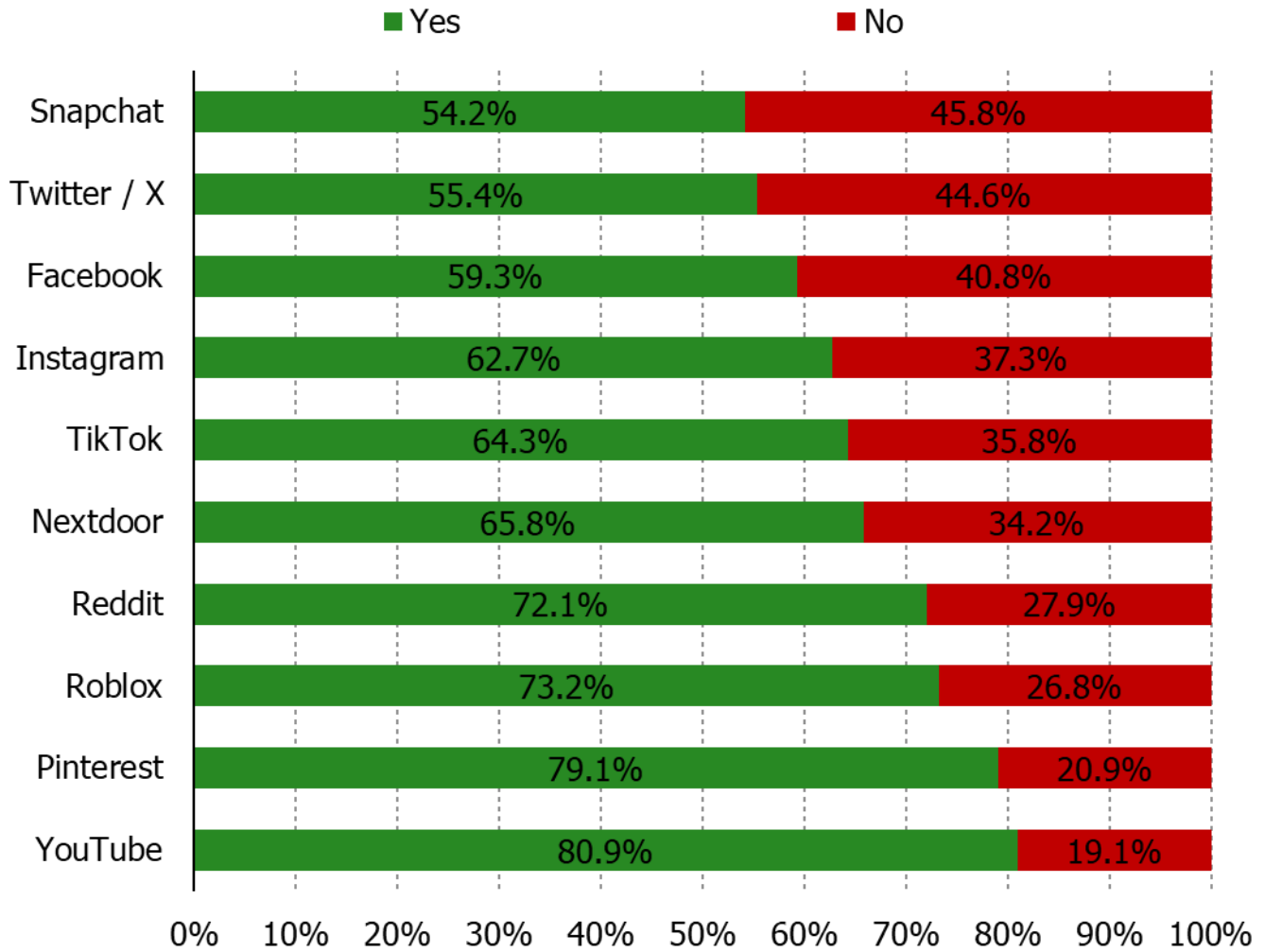
More likely to say yes



	N=
Facebook	751
Twitter / X	307
Snapchat	297
Instagram	523
Pinterest	373
TikTok	386
YouTube	812
Nextdoor	190
Reddit	265
Roblox	97

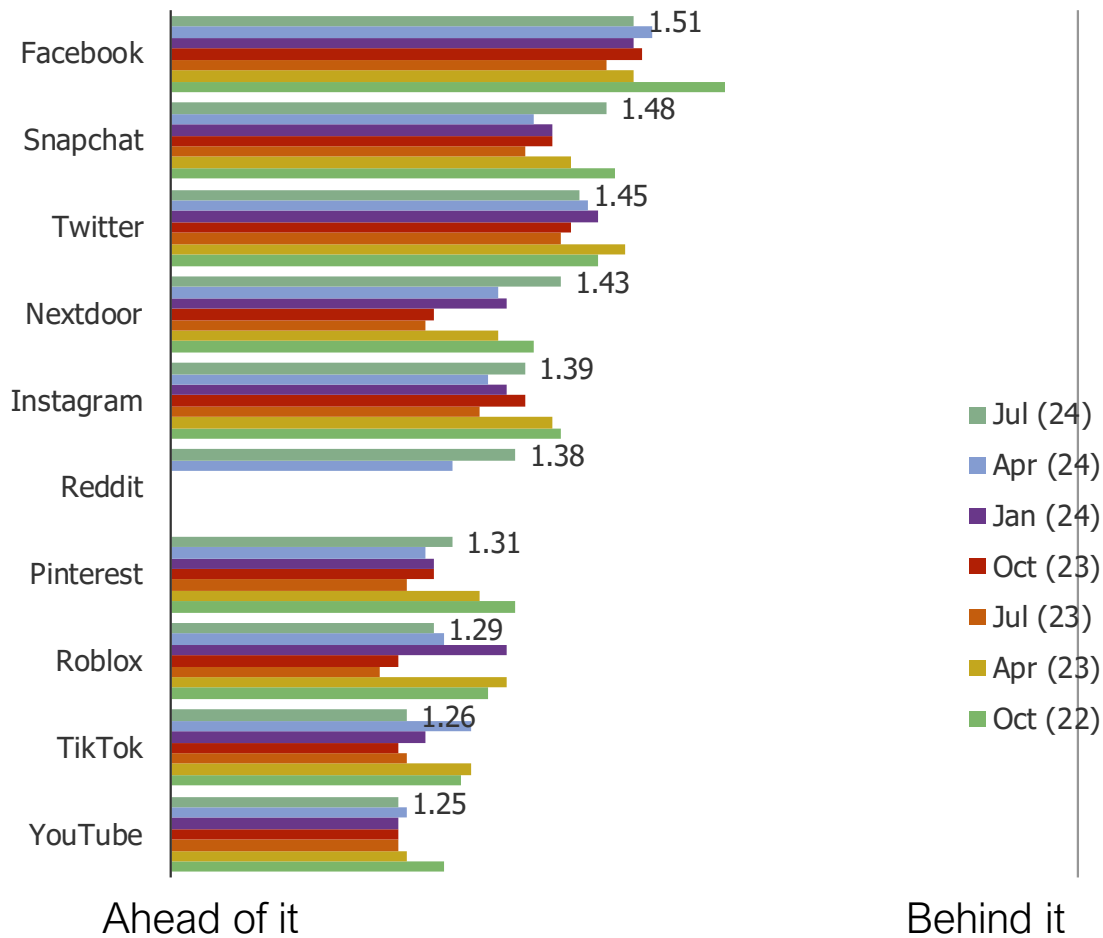
DO YOU FEEL THE FOLLOWING IS/ARE GOOD FOR THE WORLD?

July 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.



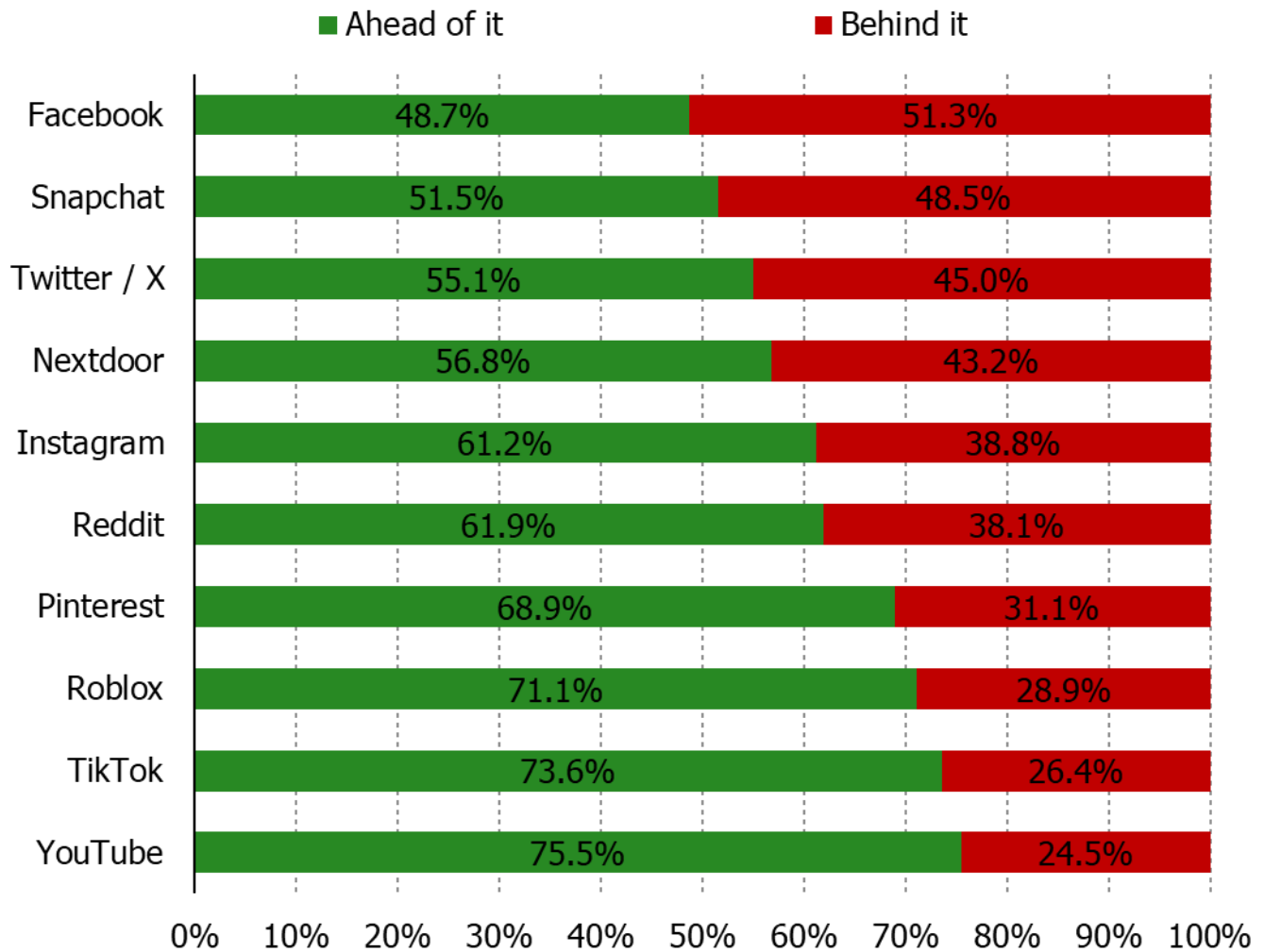
More likely to say ahead of it



	N=
Facebook	751
Twitter / X	307
Snapchat	297
Instagram	523
Pinterest	373
TikTok	386
YouTube	812
Nextdoor	190
Reddit	265
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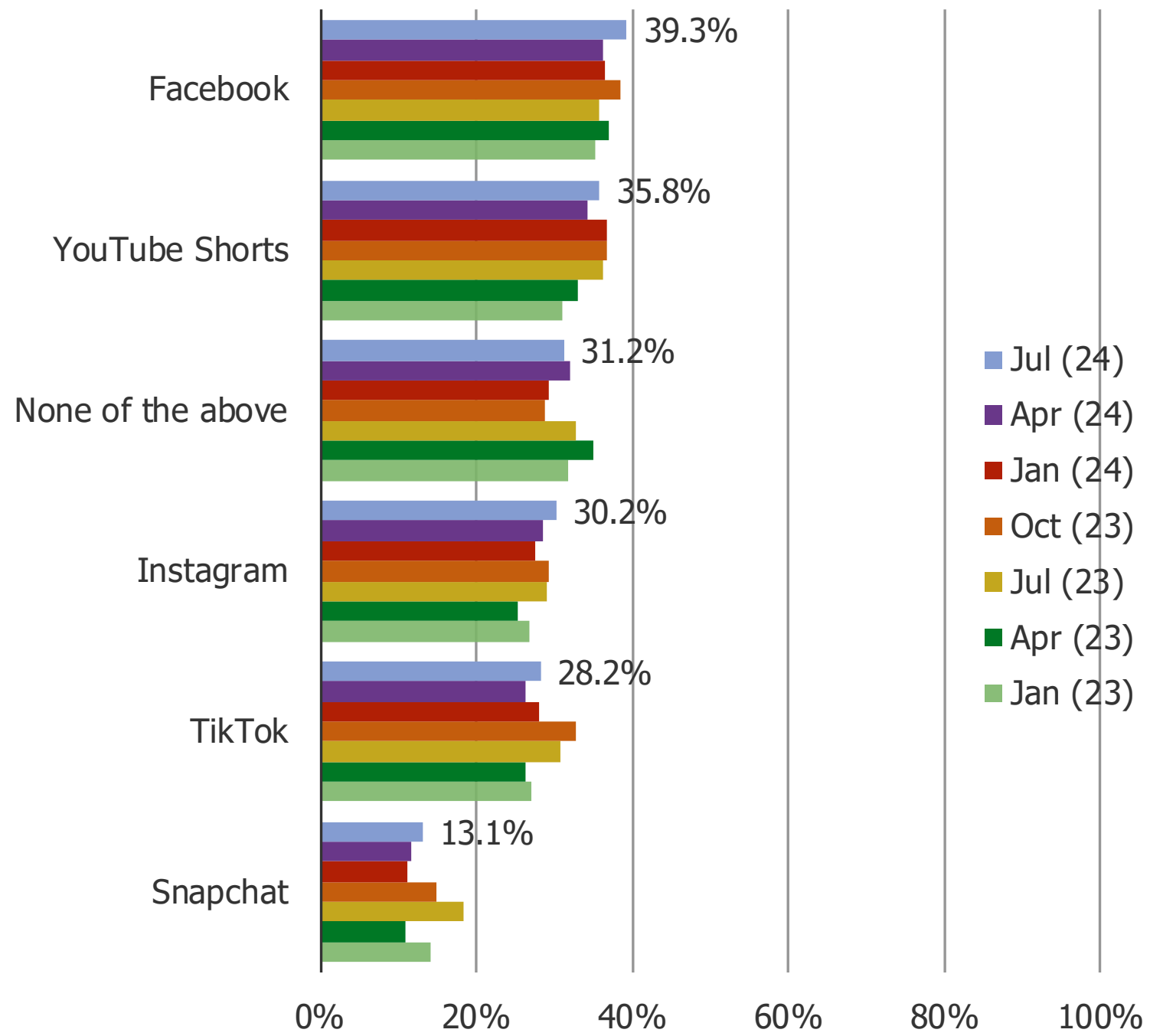
WOULD YOU SAY THAT THIS COMPANY'S BEST DAYS ARE AHEAD OF IT, OR BEHIND IT?

July 2024.



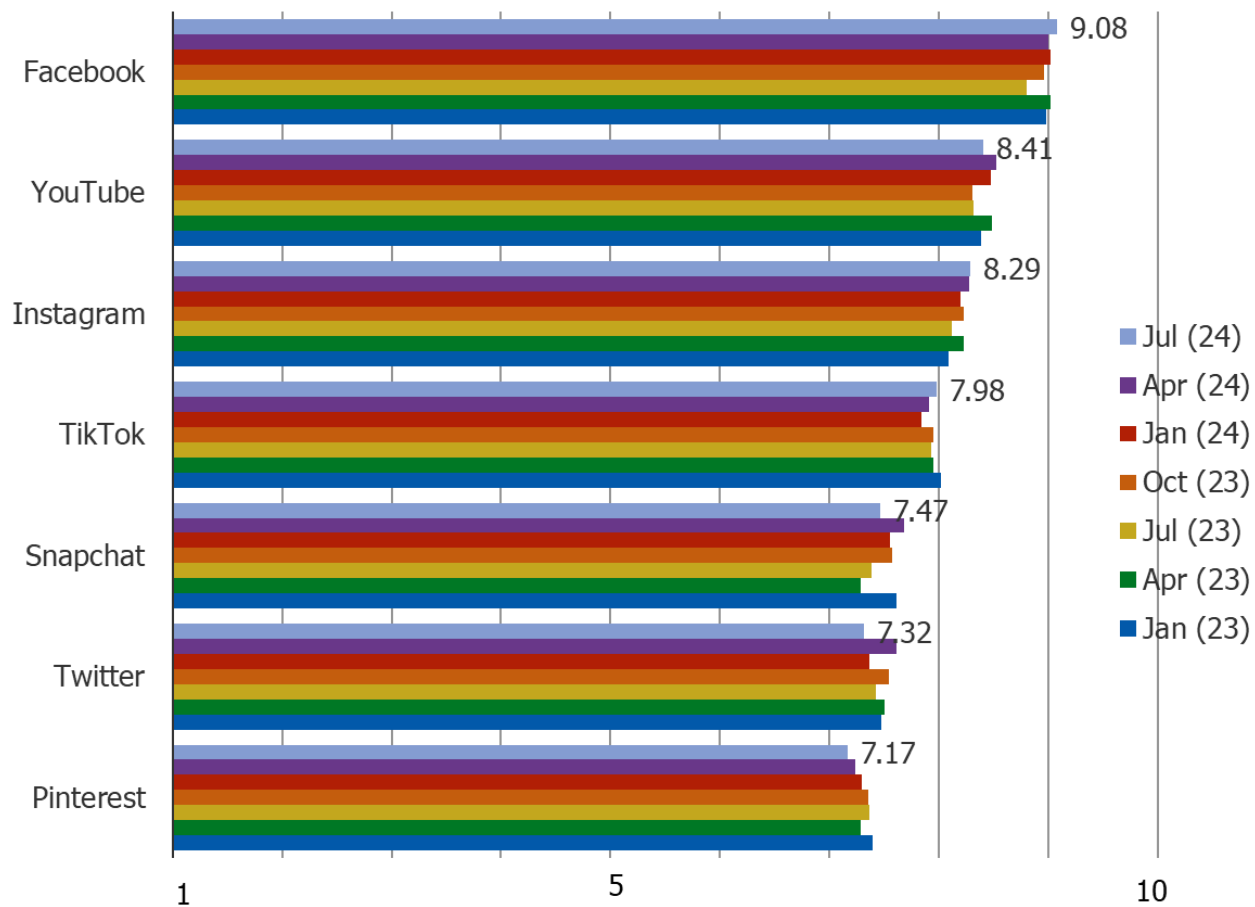
HAVE YOU WATCHED MULTIPLE VIDEO CLIPS IN A ROW ON ANY OF THE FOLLOWING? SELECT ALL THAT APPLY

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.

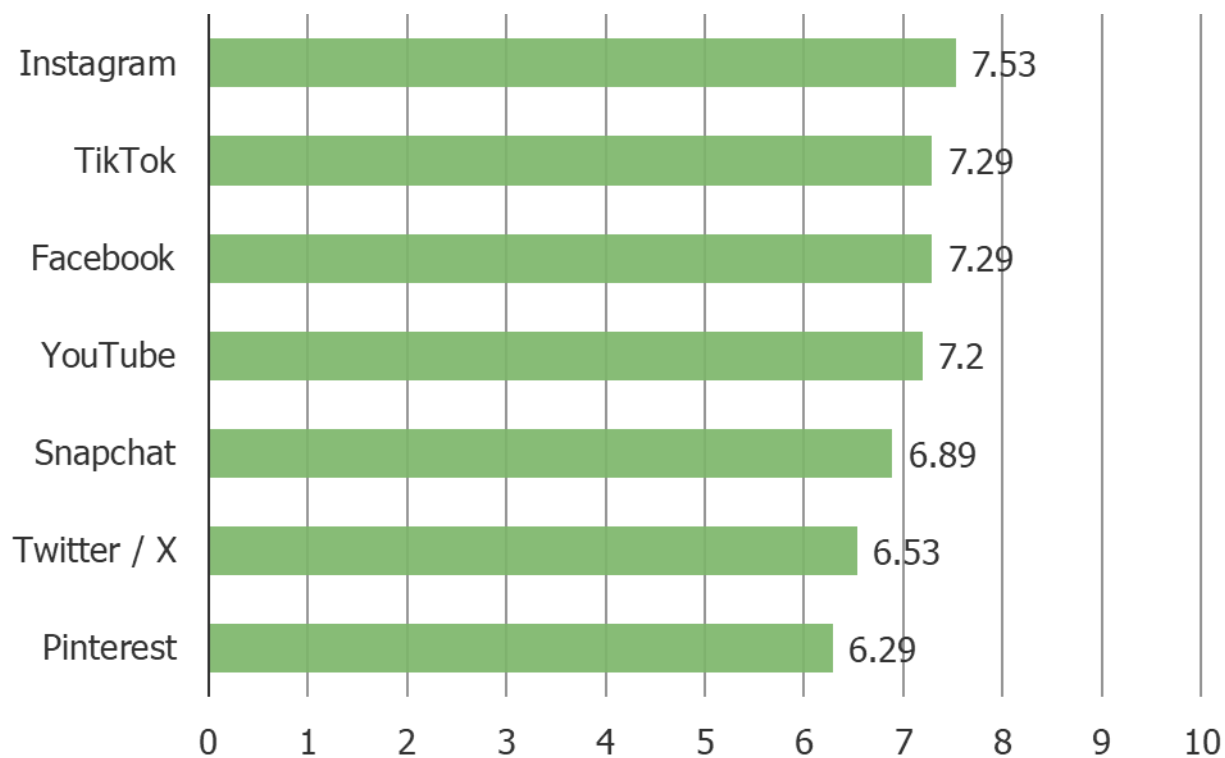


The higher the score, the better the ranking for when users of each platform ranked the order they open apps they use

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:

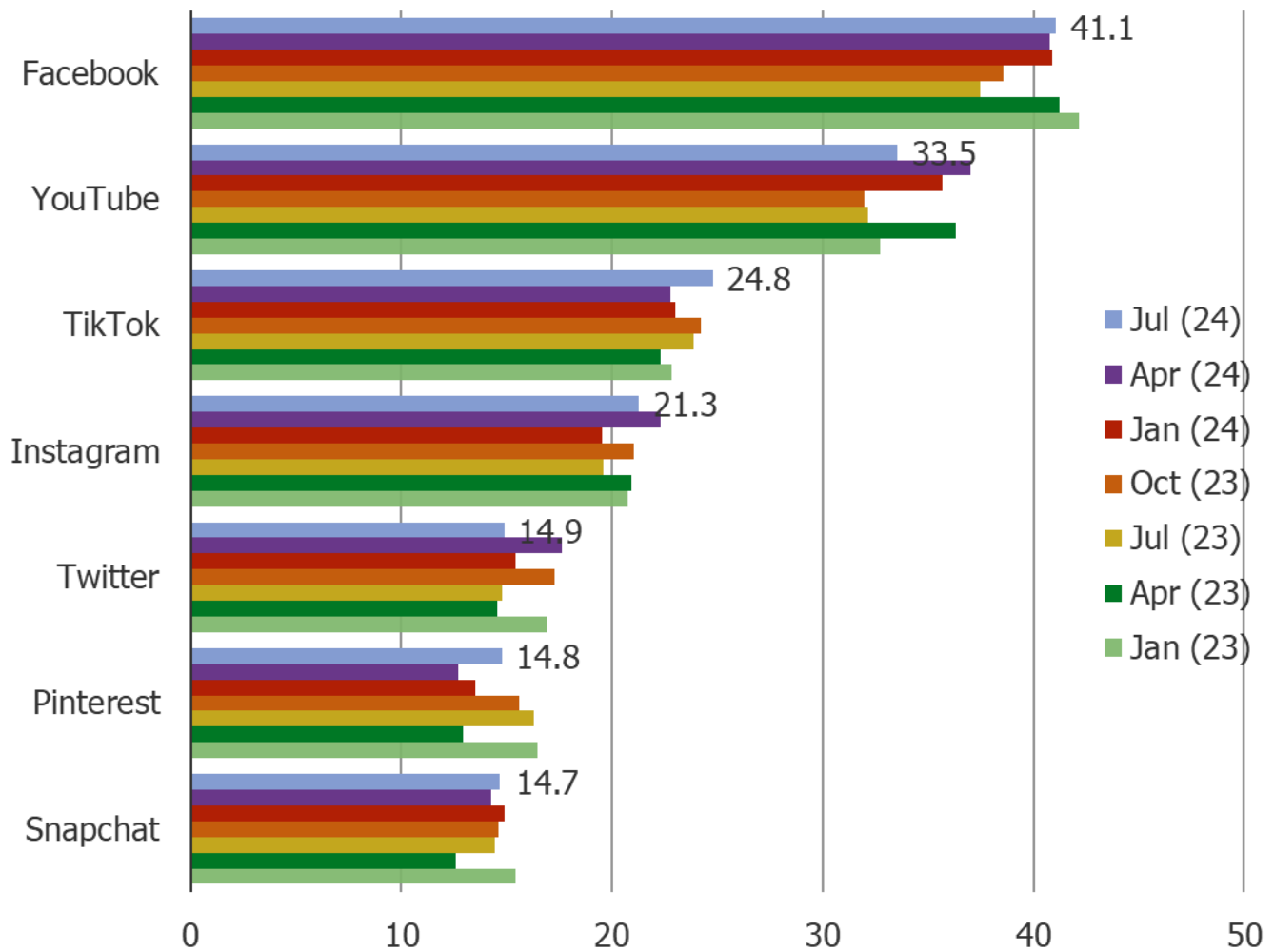
- Facebook
- Twitter
- Snapchat
- TikTok
- Instagram
- Pinterest
- Youtube

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.

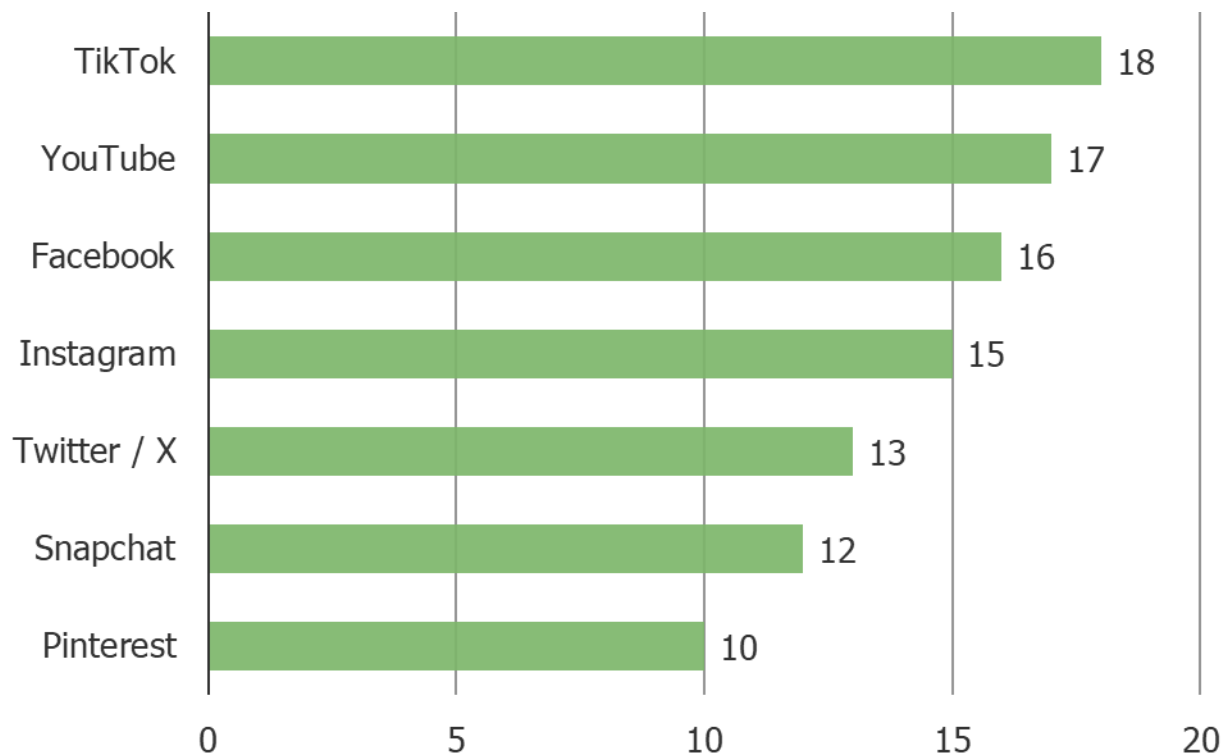
THINKING ABOUT THE TIME YOU SPEND ACROSS ALL OF THESE APPS, WHAT PERCENTAGE WOULD YOU ESTIMATE GOES TO EACH OF THE FOLLOWING? PLEASE ENTER THE NUMBER REPRESENTING THE PERCENTAGE. DO NOT INCLUDE THE "%" SYMBOL AND MAKE SURE THE NUMBERS ADD UP TO 100.

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:

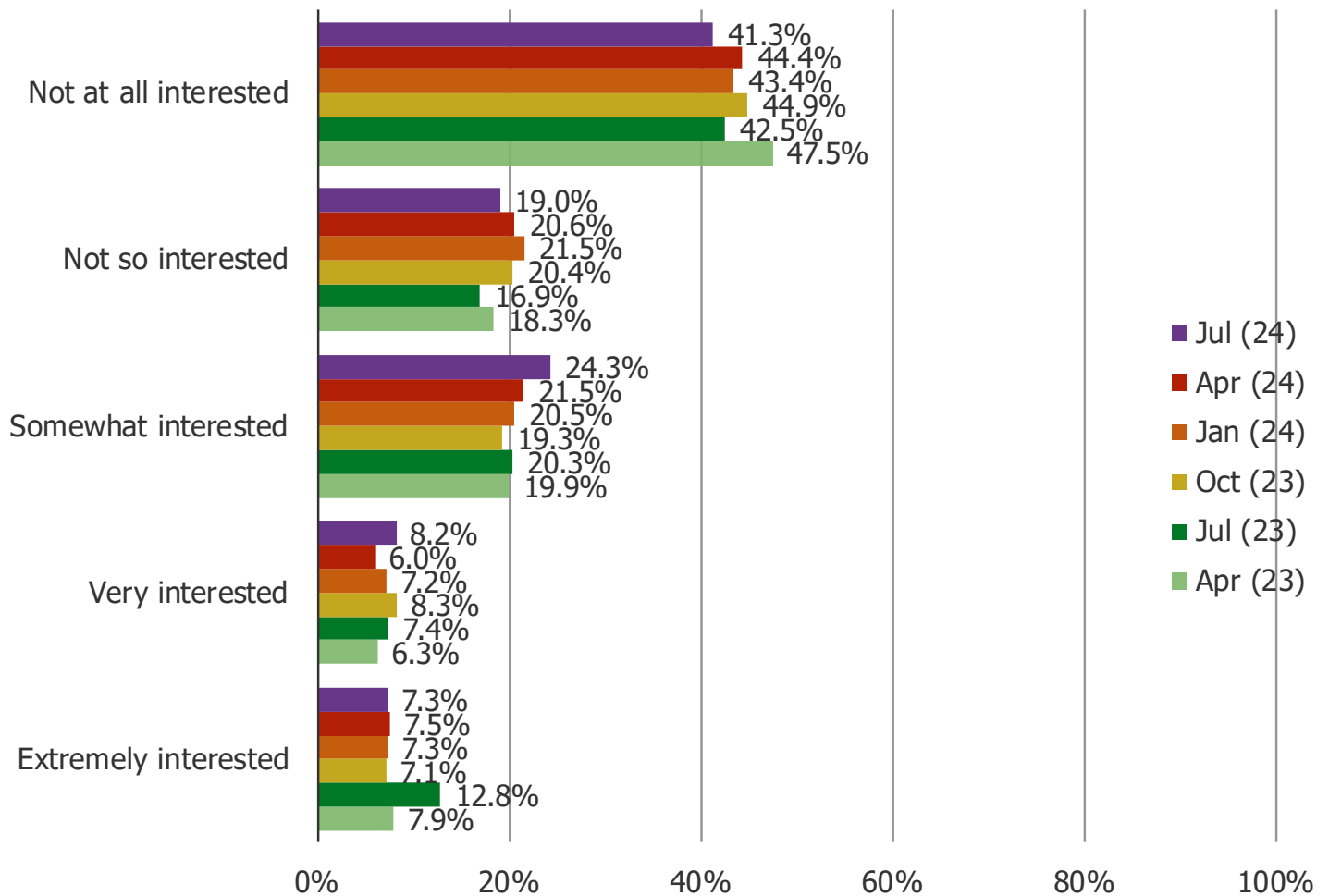
- Facebook
- Twitter
- Snapchat
- TikTok
- Instagram
- Pinterest
- YouTube

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?

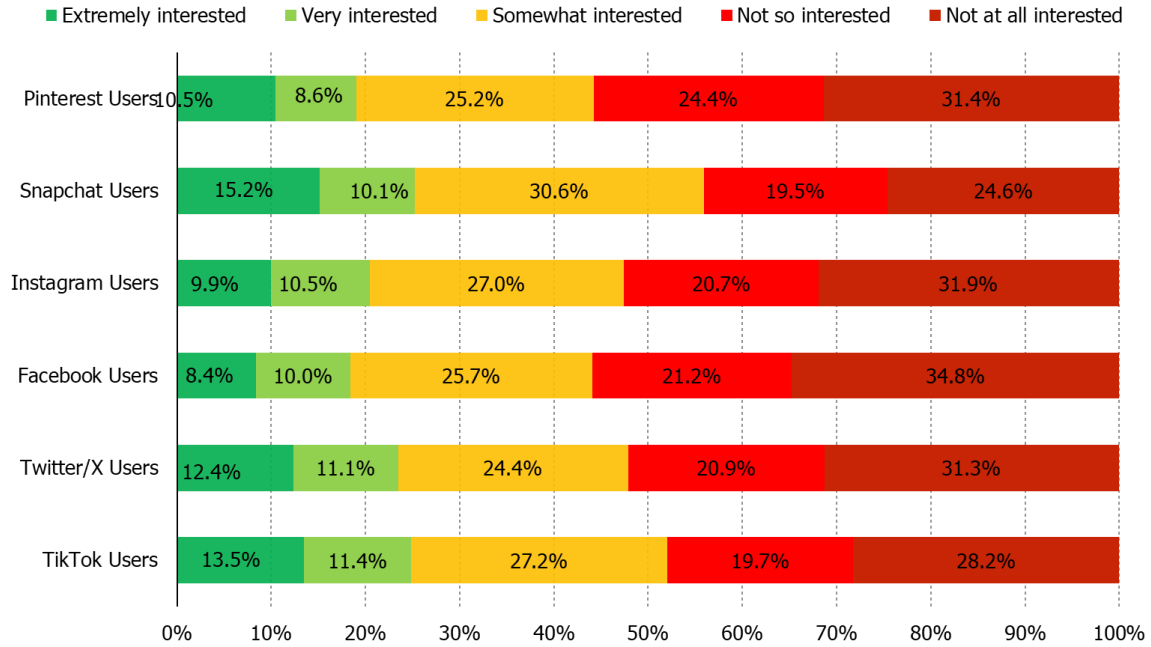
This question was posed to all respondents.



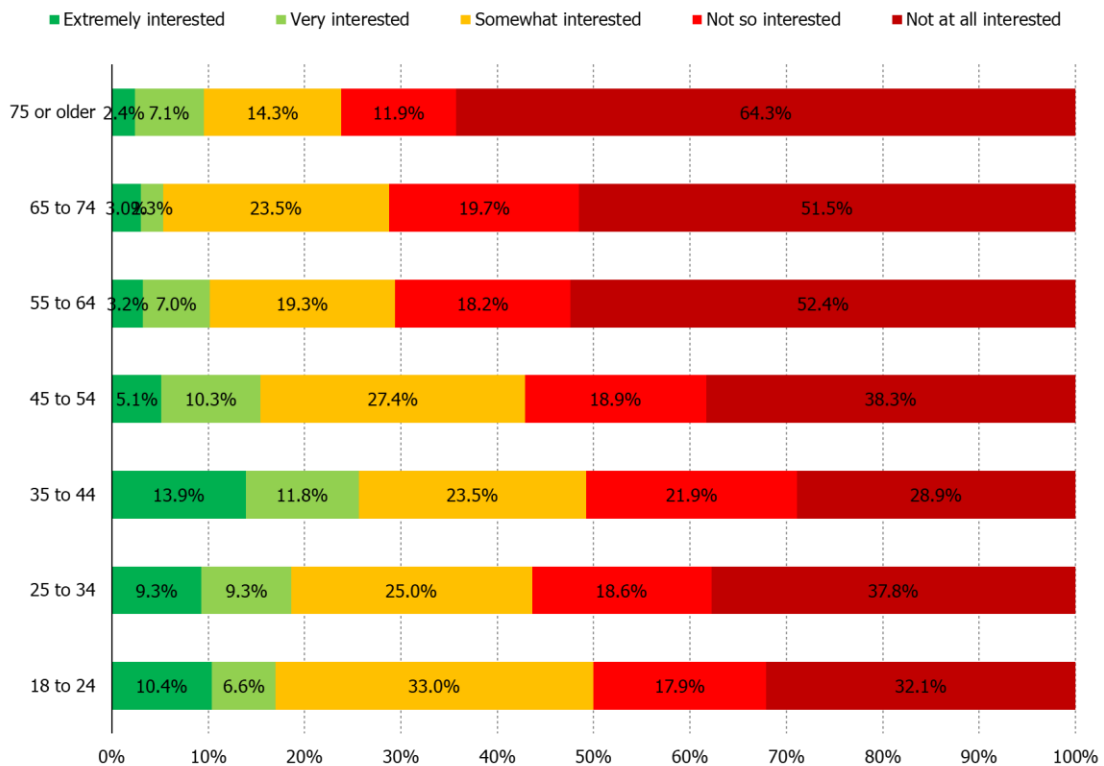
HOW MUCH INTEREST WOULD YOU HAVE IN HAVING A VERIFIED BADGE/TAG ON SOCIAL MEDIA?

Cross-Tab Analysis – By Platforms Respondents Use

July 2024

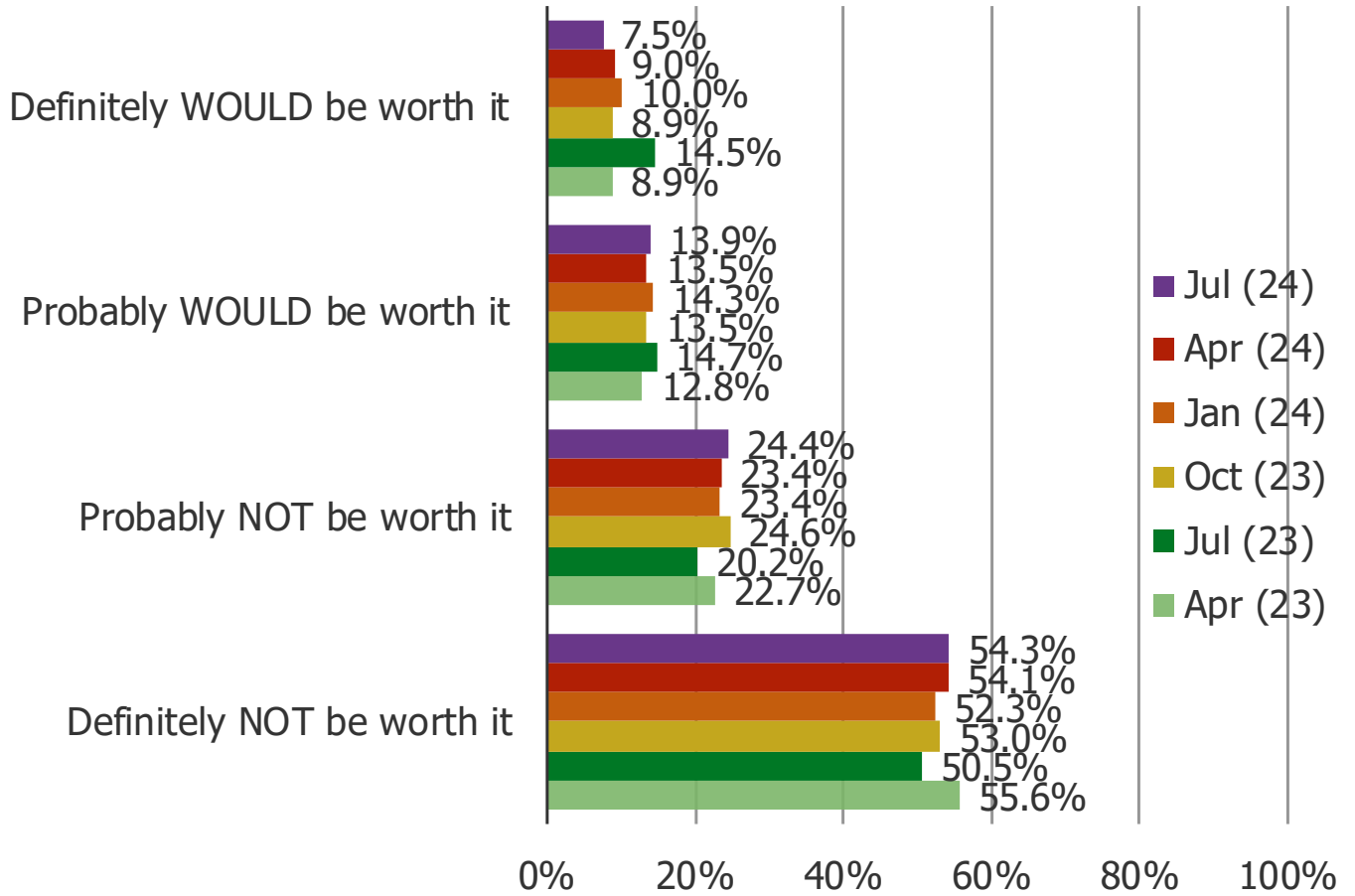


Cross-Tab Analysis – By Age



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

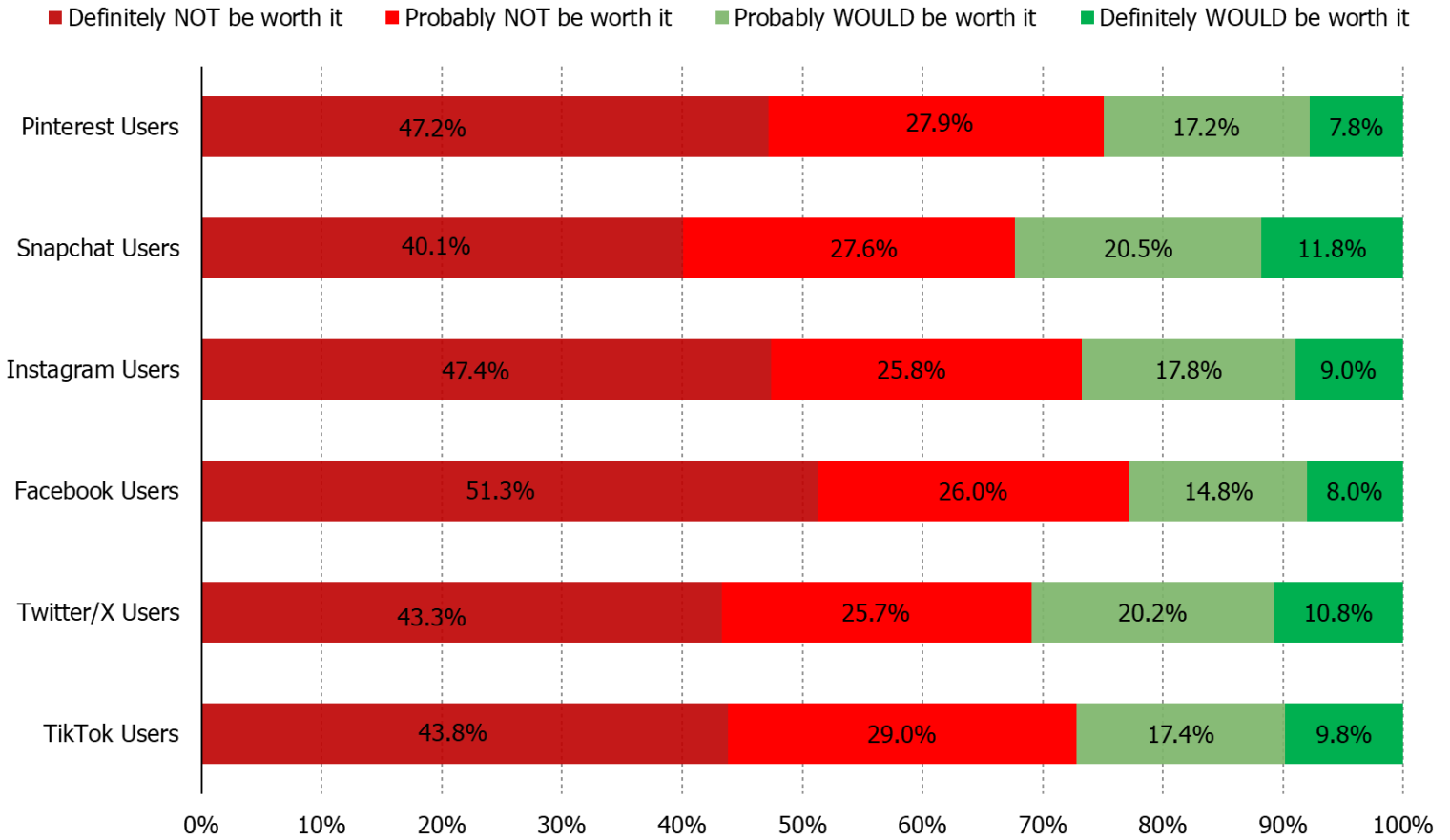
This question was posed to all respondents.



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

July 2024

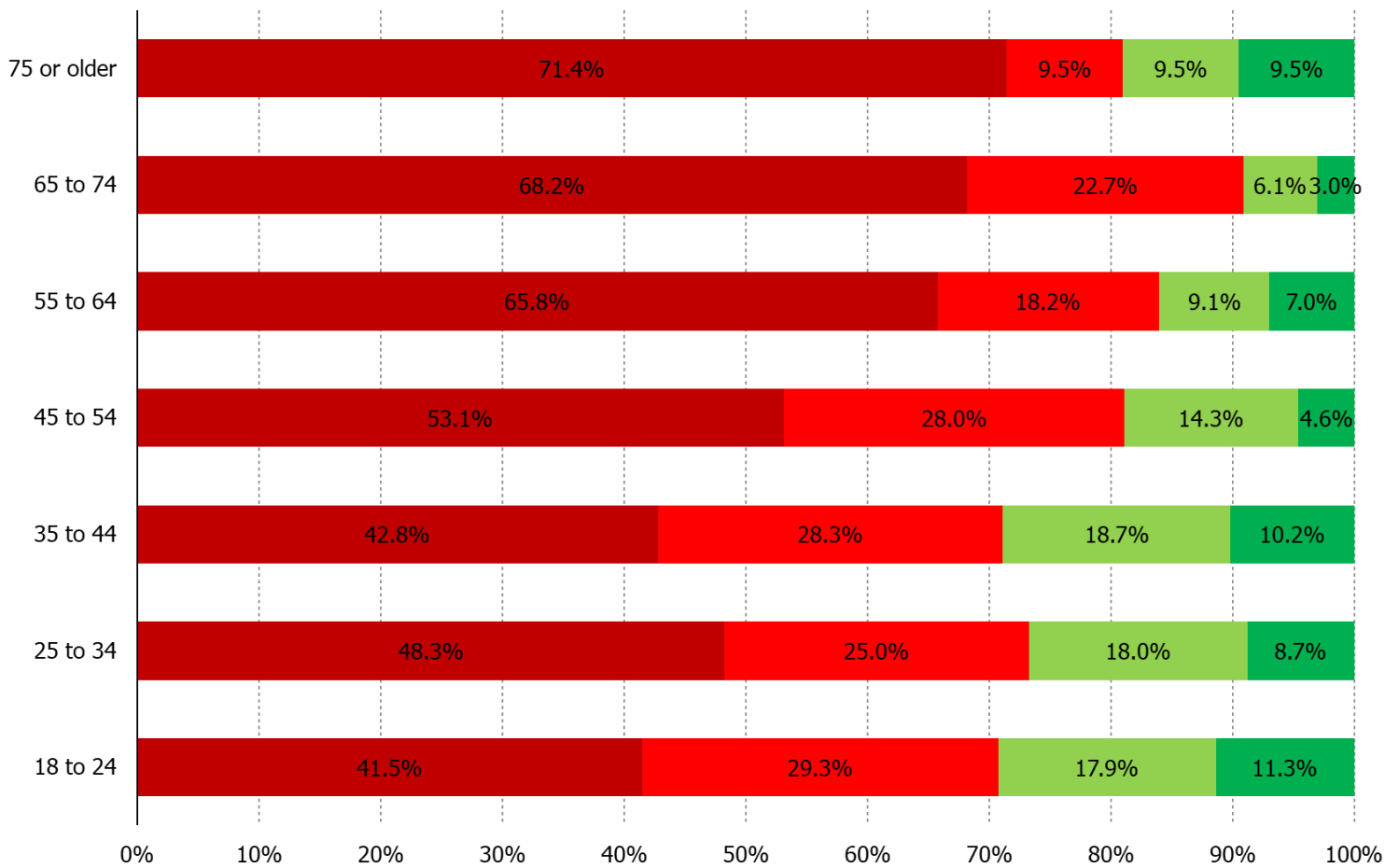


WOULD IT BE WORTH IT TO YOU TO PAY TO HAVE A BADGE THAT VERIFIES YOUR IDENTITY ON SOCIAL MEDIA PLATFORMS?

Cross-Tab Analysis – By Age

July 2024

■ Definitely NOT be worth it ■ Probably NOT be worth it ■ Probably WOULD be worth it ■ Definitely WOULD be worth it

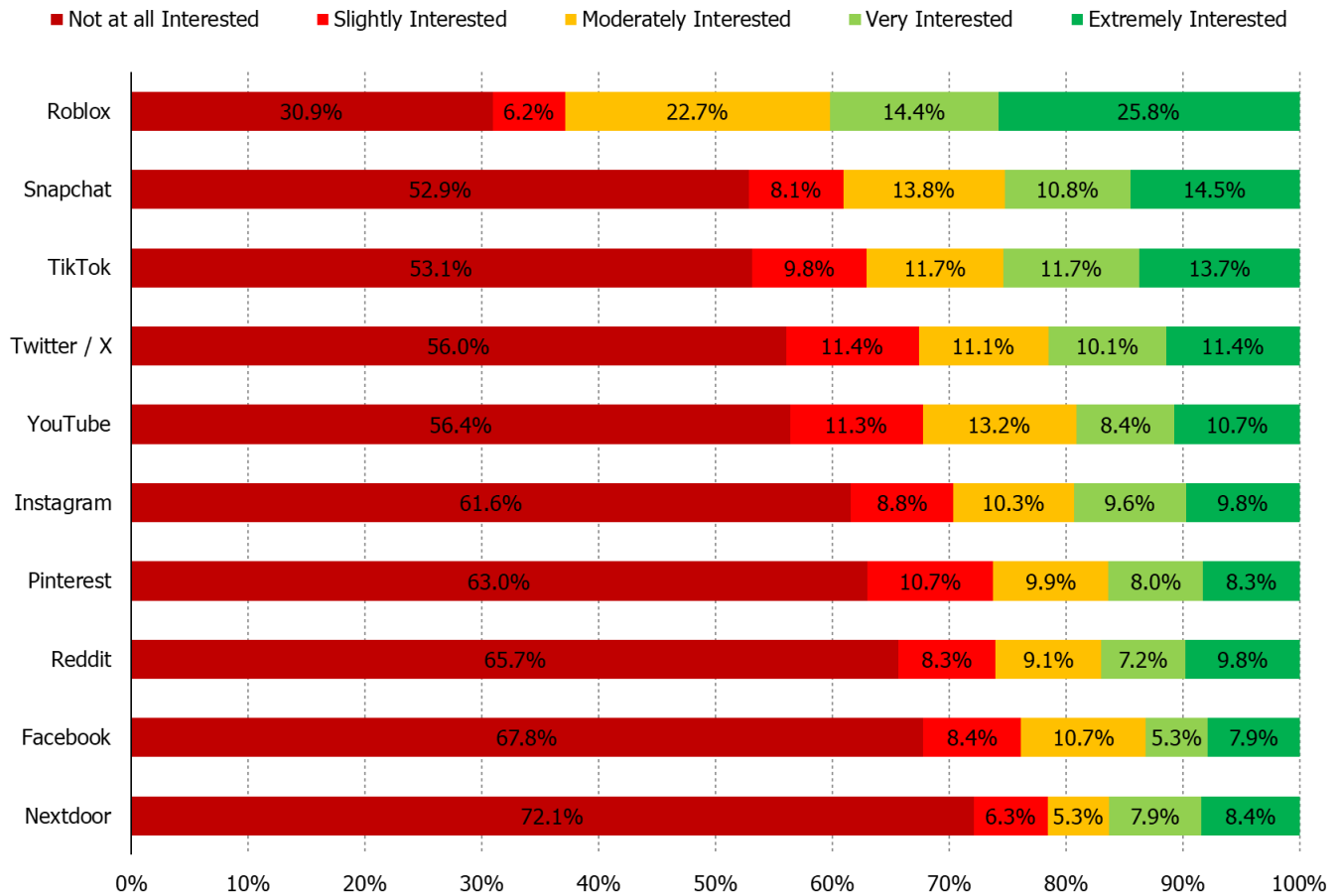


WILLINGNESS TO PAY FOR SOCIAL MEDIA
EXPERIENCES / SNAPCHAT+ FEEDBACK

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.

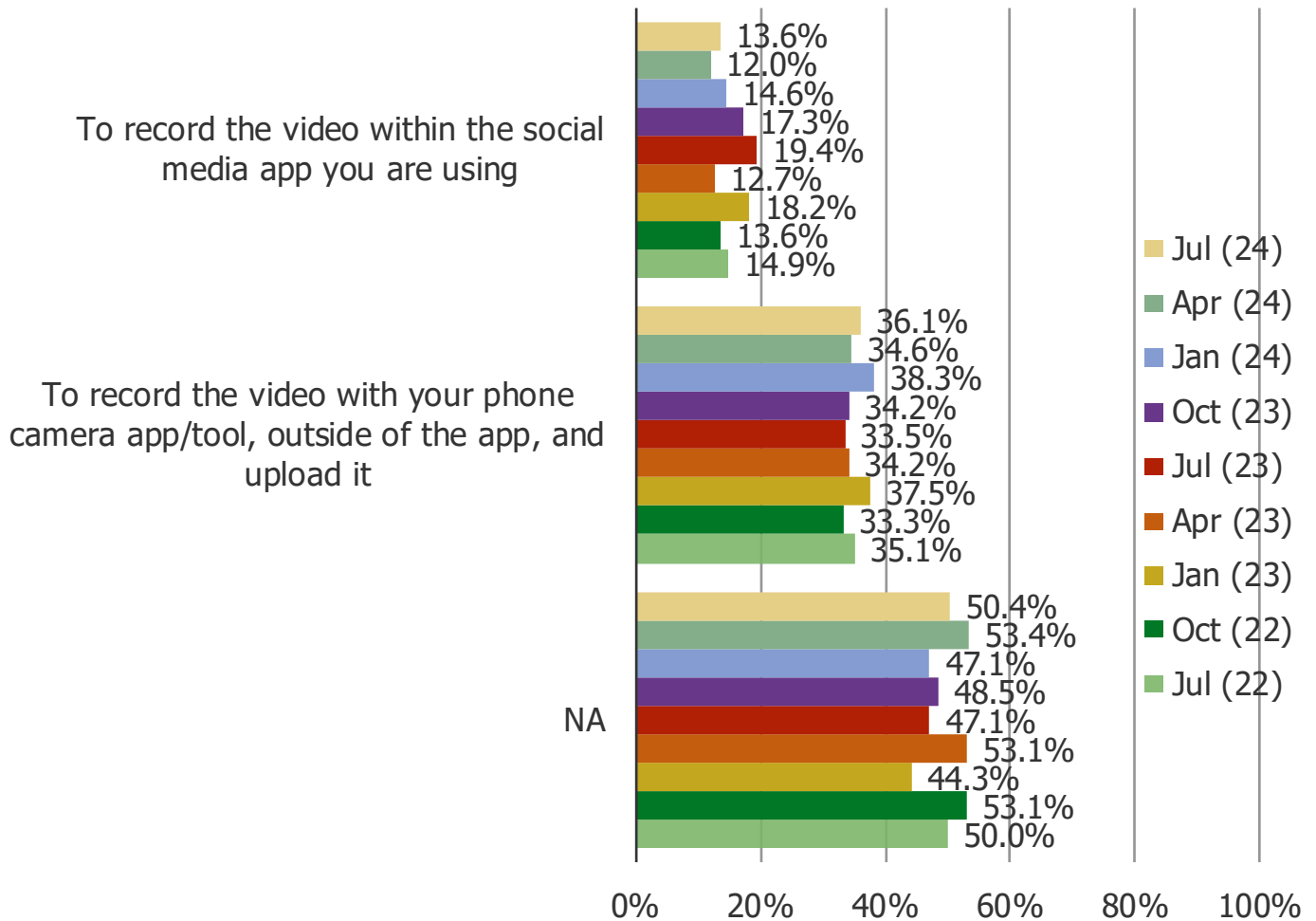
July 2024



CREATING AND SHARING VIDEO ON SOCIAL MEDIA

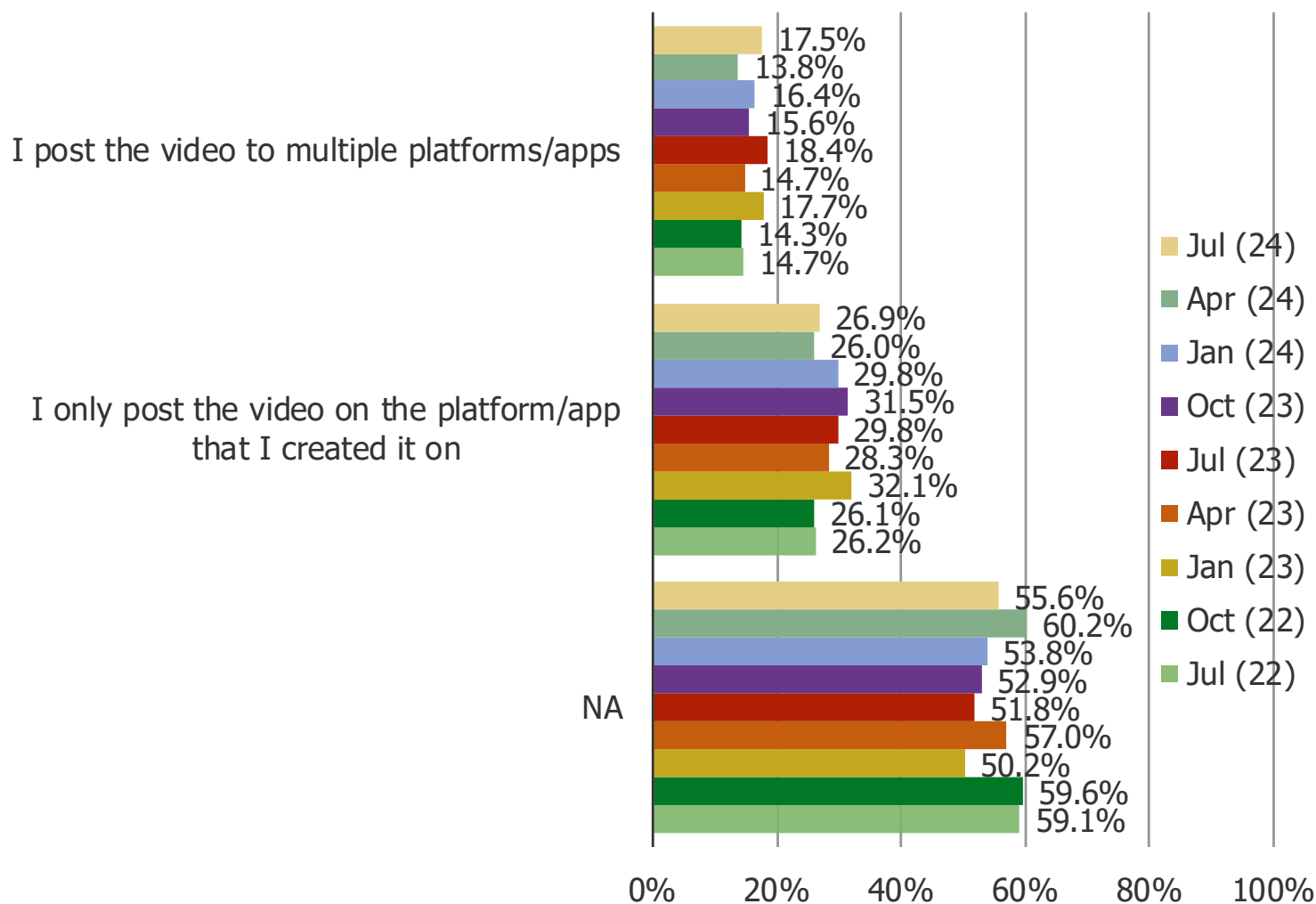
WHEN YOU CREATE VIDEOS TO UPLOAD TO SOCIAL MEDIA, WHICH DO YOU PREFER:

This question was posed to all respondents.



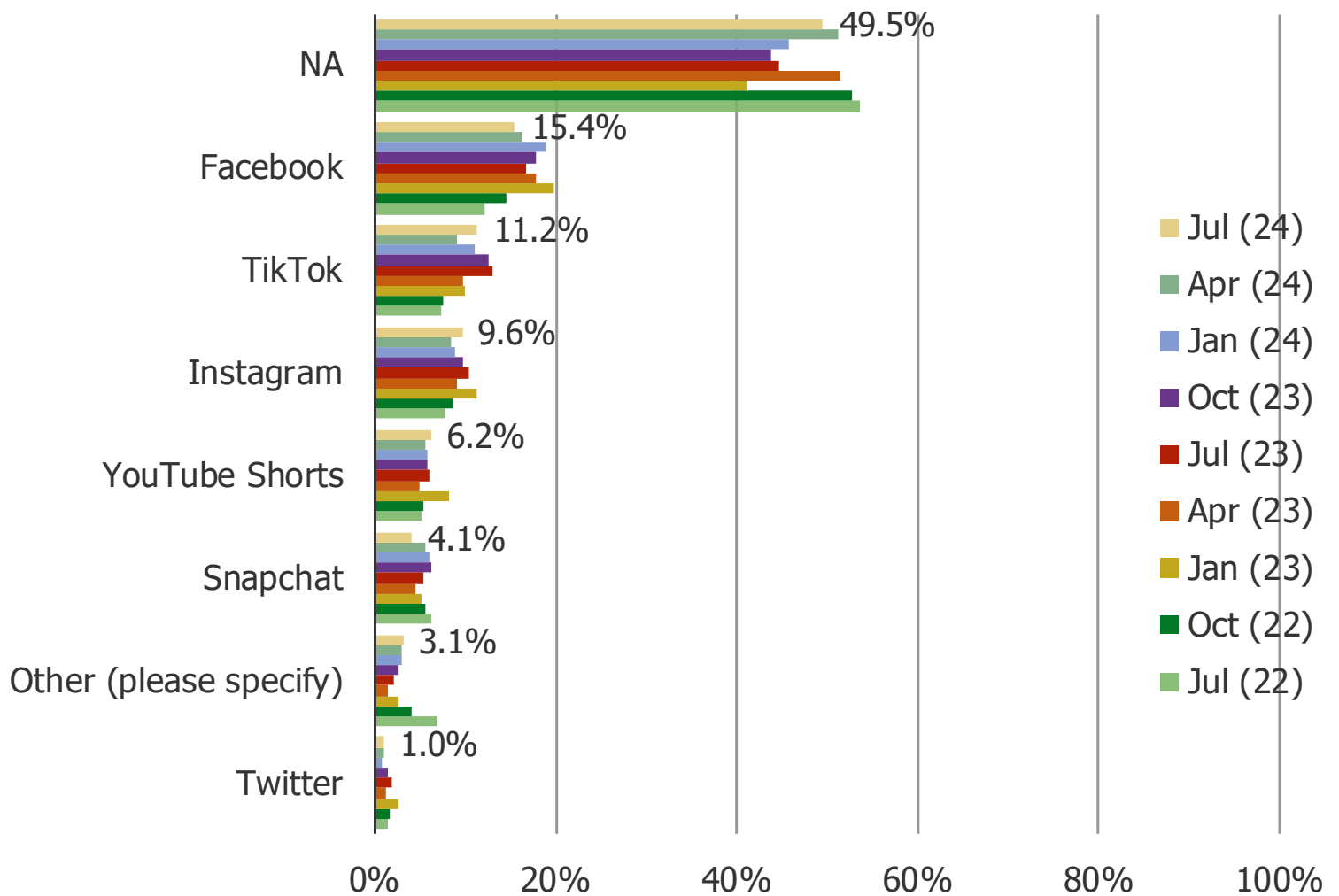
WHEN YOU CREATE VIDEOS WITHIN SOCIAL MEDIA PLATFORMS, WHICH BEST DESCRIBES YOU?

This question was posed to all respondents.



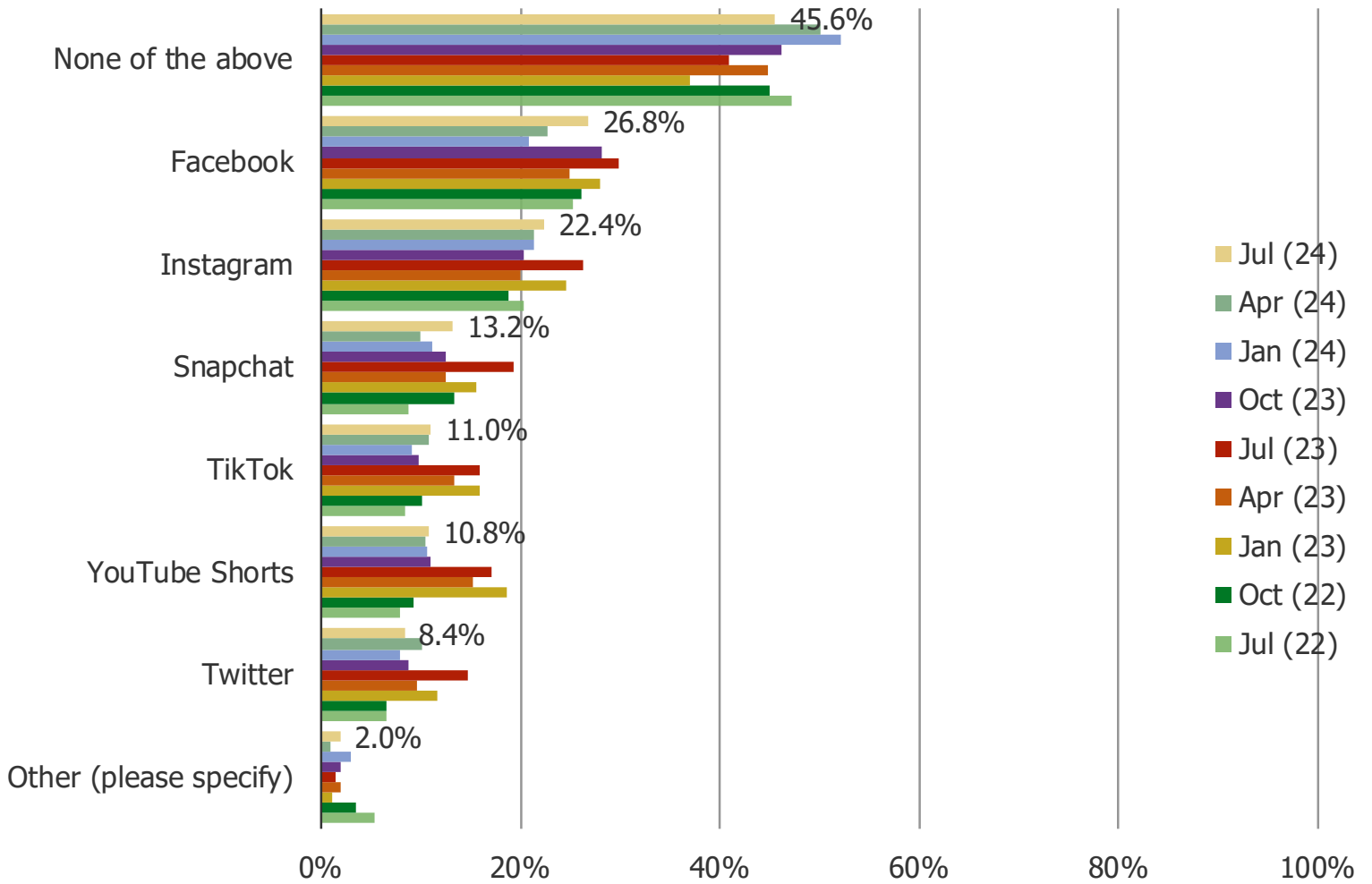
WHICH IS YOUR PREFERRED APP FOR CREATING VIDEOS?

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.

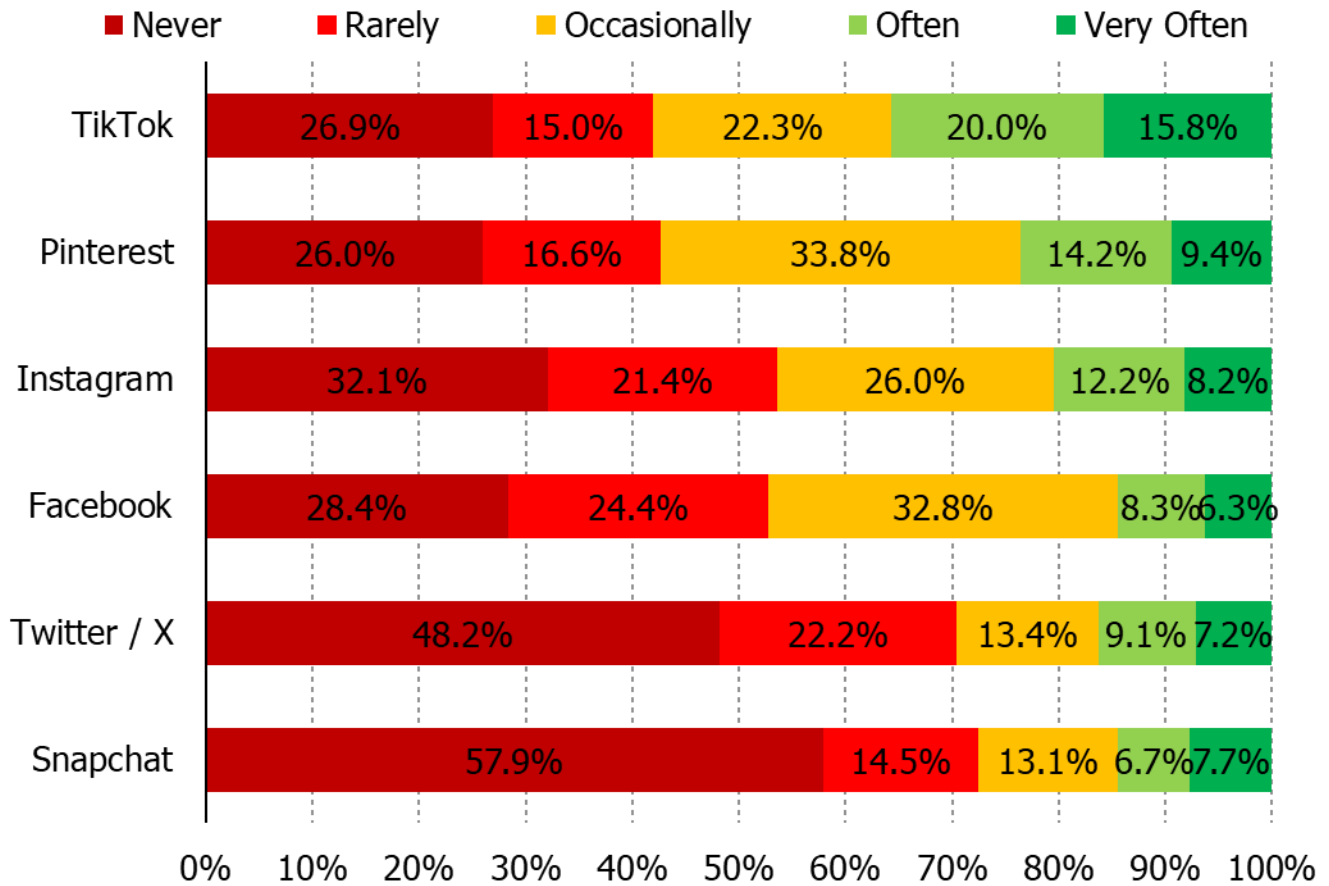


SOCIAL COMMERCE / AUGMENTED REALITY AND SHOPPING

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

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

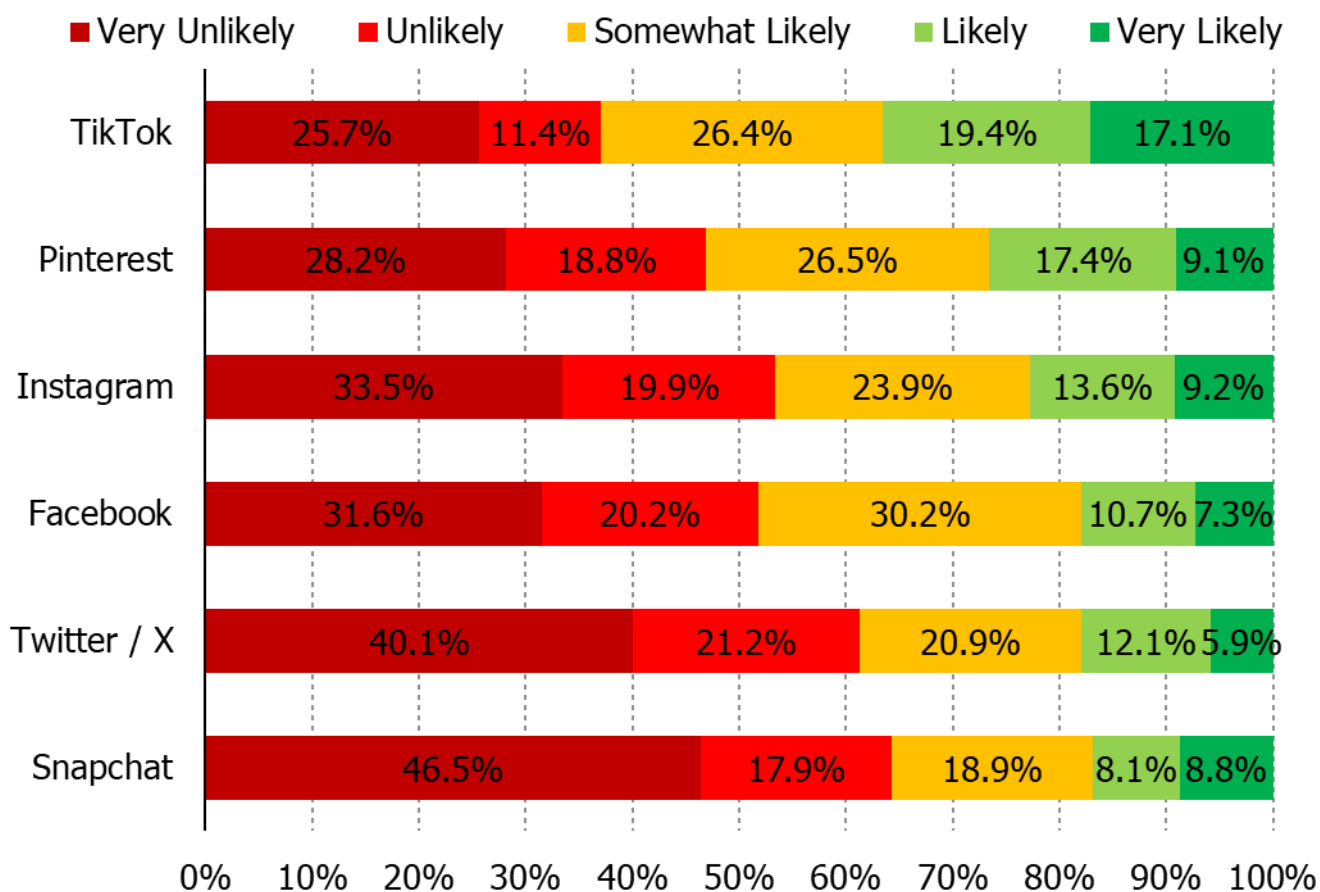
July 2024



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)

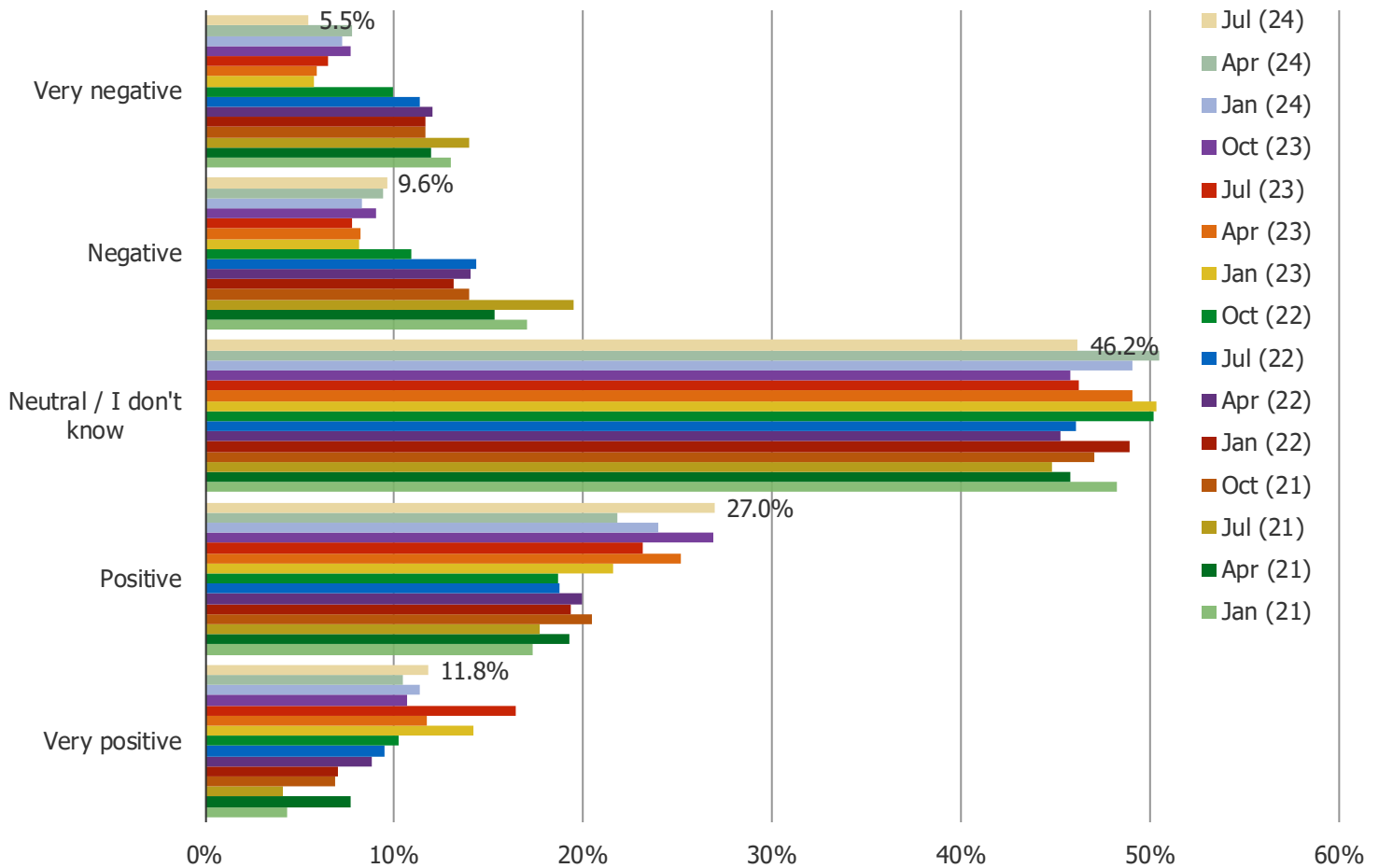
Posed to users of each of the following social media apps.

July 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)?

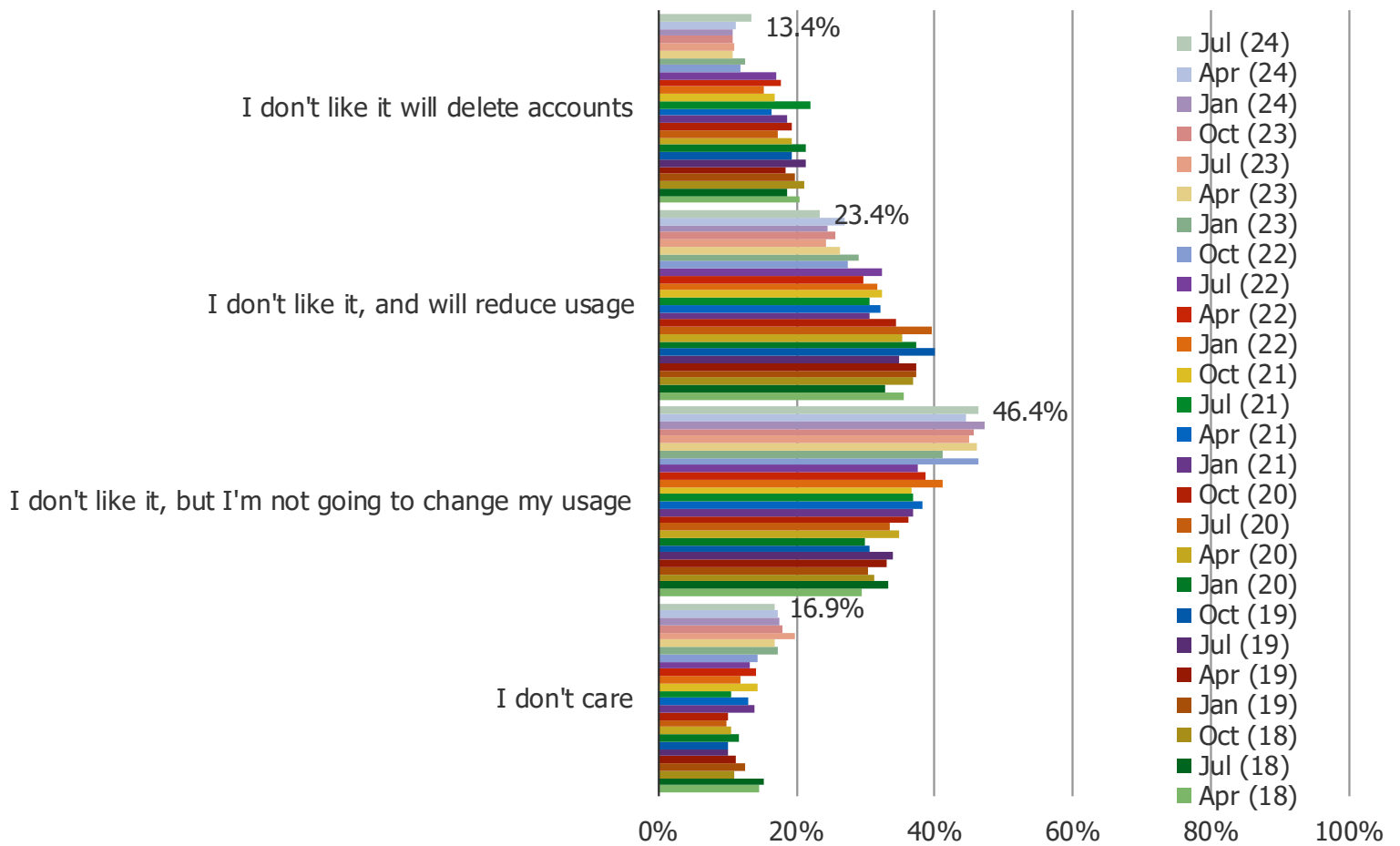
Posed to users of social media apps.



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



INSTAGRAM REELS FEEDBACK

ARE YOU FAMILIAR WITH INSTAGRAM REELS (EXAMPLES PICTURED)

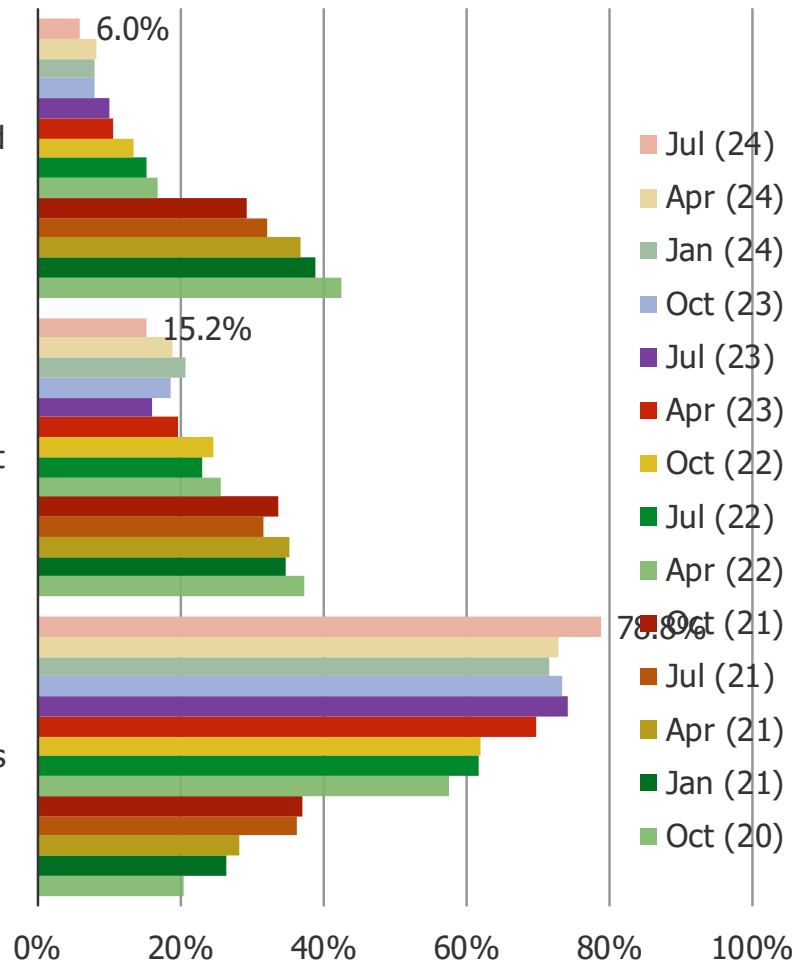
Posted to Instagram Users:



I don't know what it is / have never seen or used it

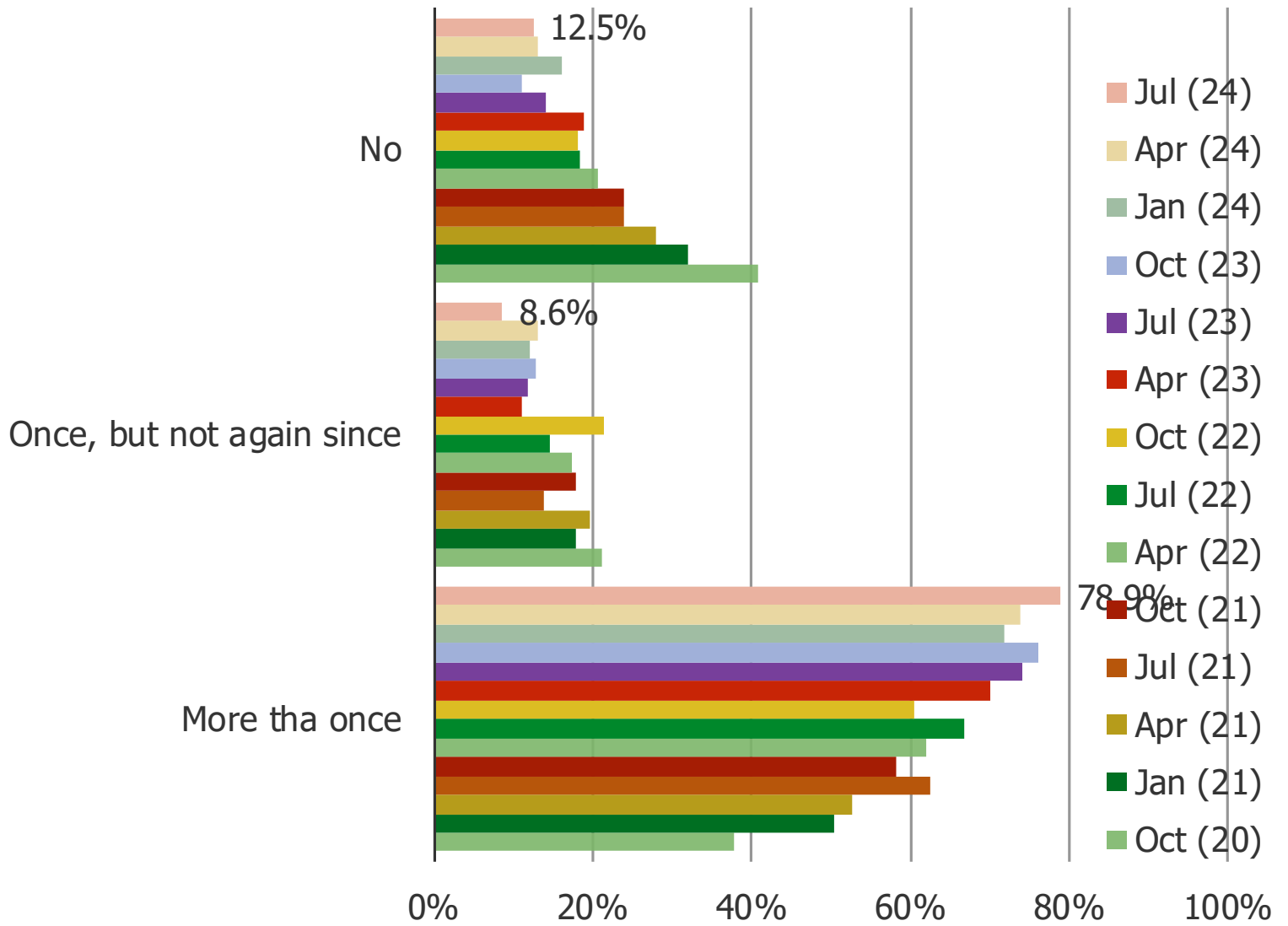
I've heard of it, but don't know much about it

I am familiar with Instagram Reels



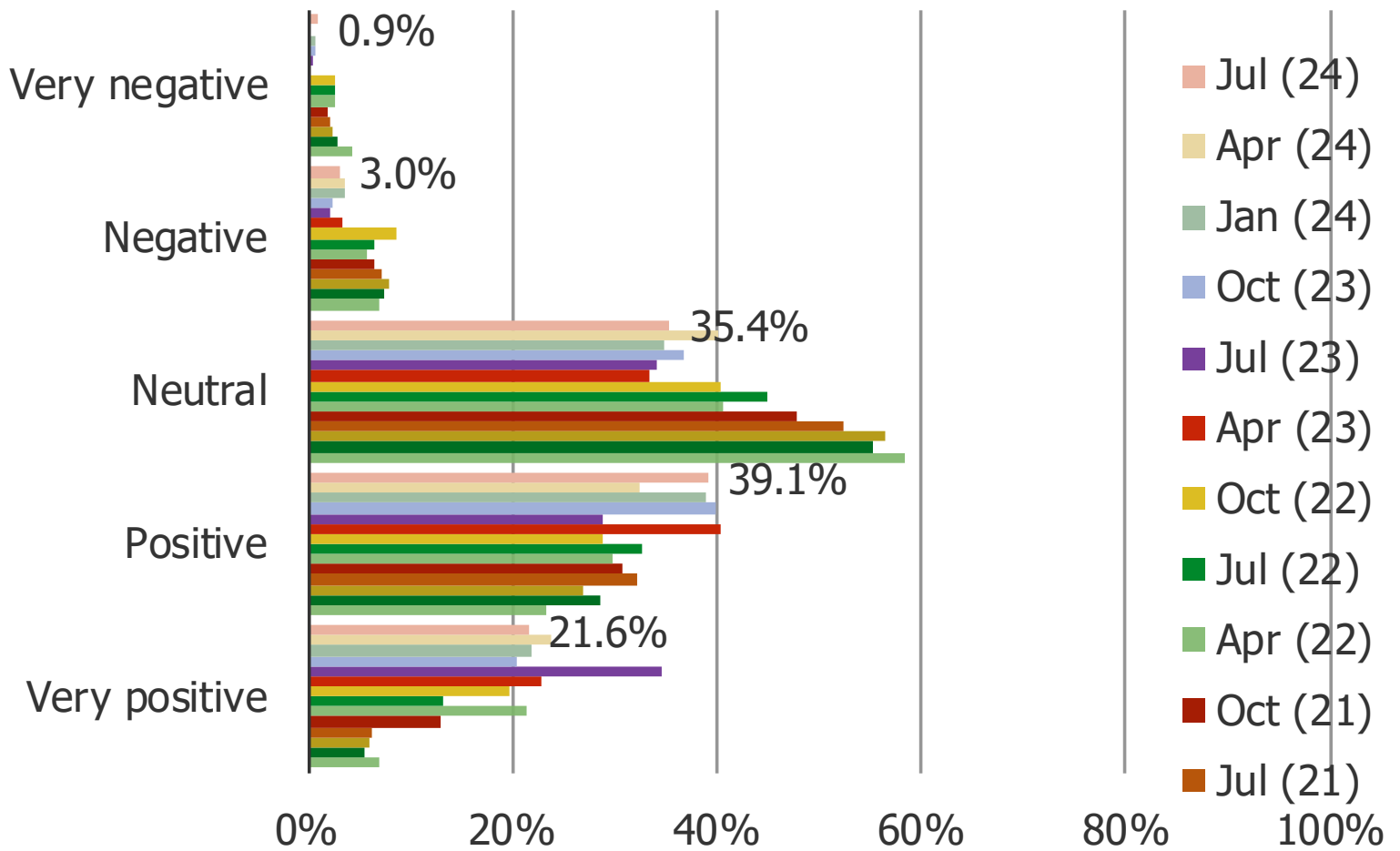
HAVE YOU WATCHED/SEEN ANY INSTAGRAM REELS VIDEOS YET?

Posted to Instagram Users who have heard of Reels:



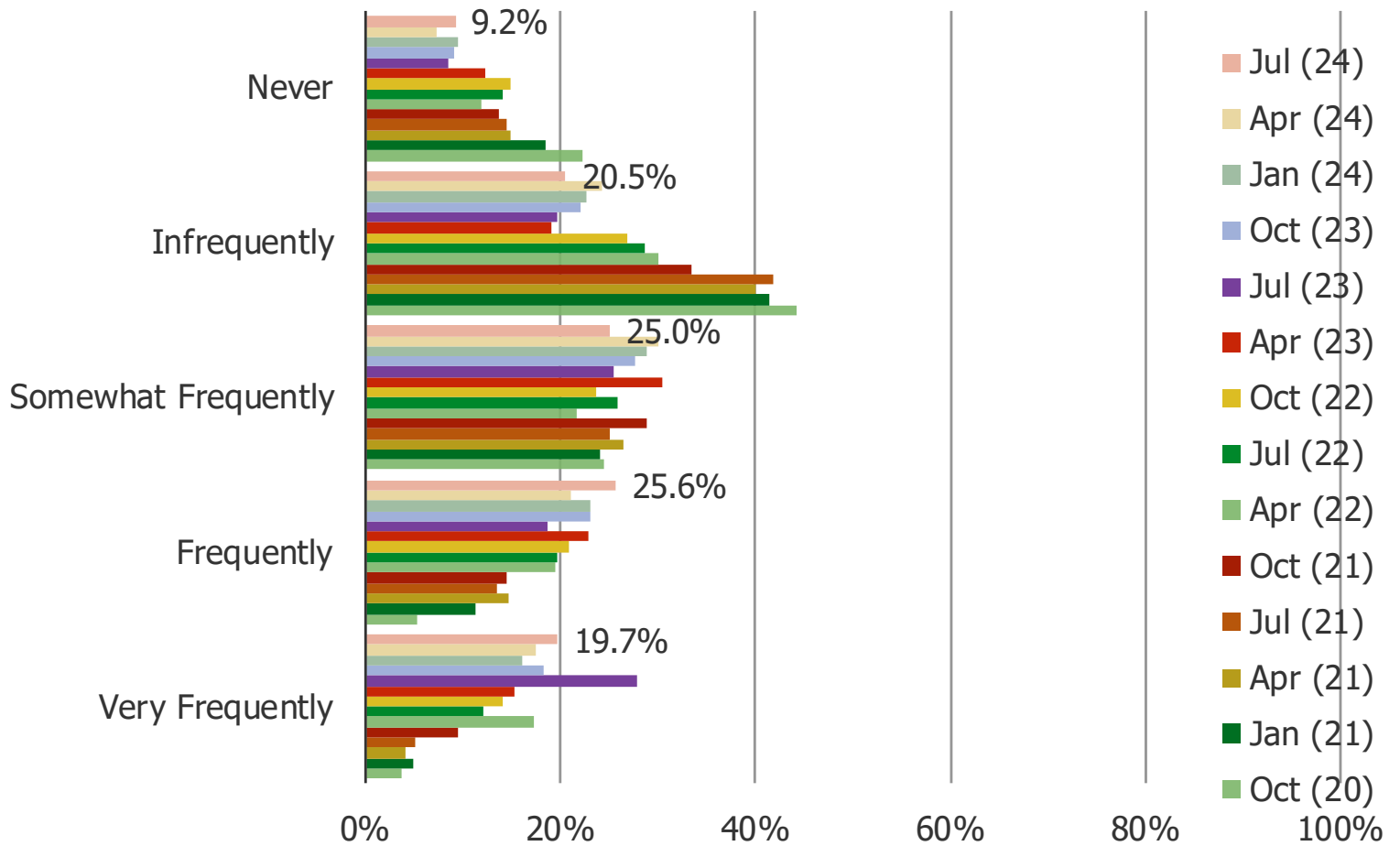
WHAT IS YOUR OPINION OF THE EXPERIENCE WATCHING INSTAGRAM REELS VIDEOS?

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



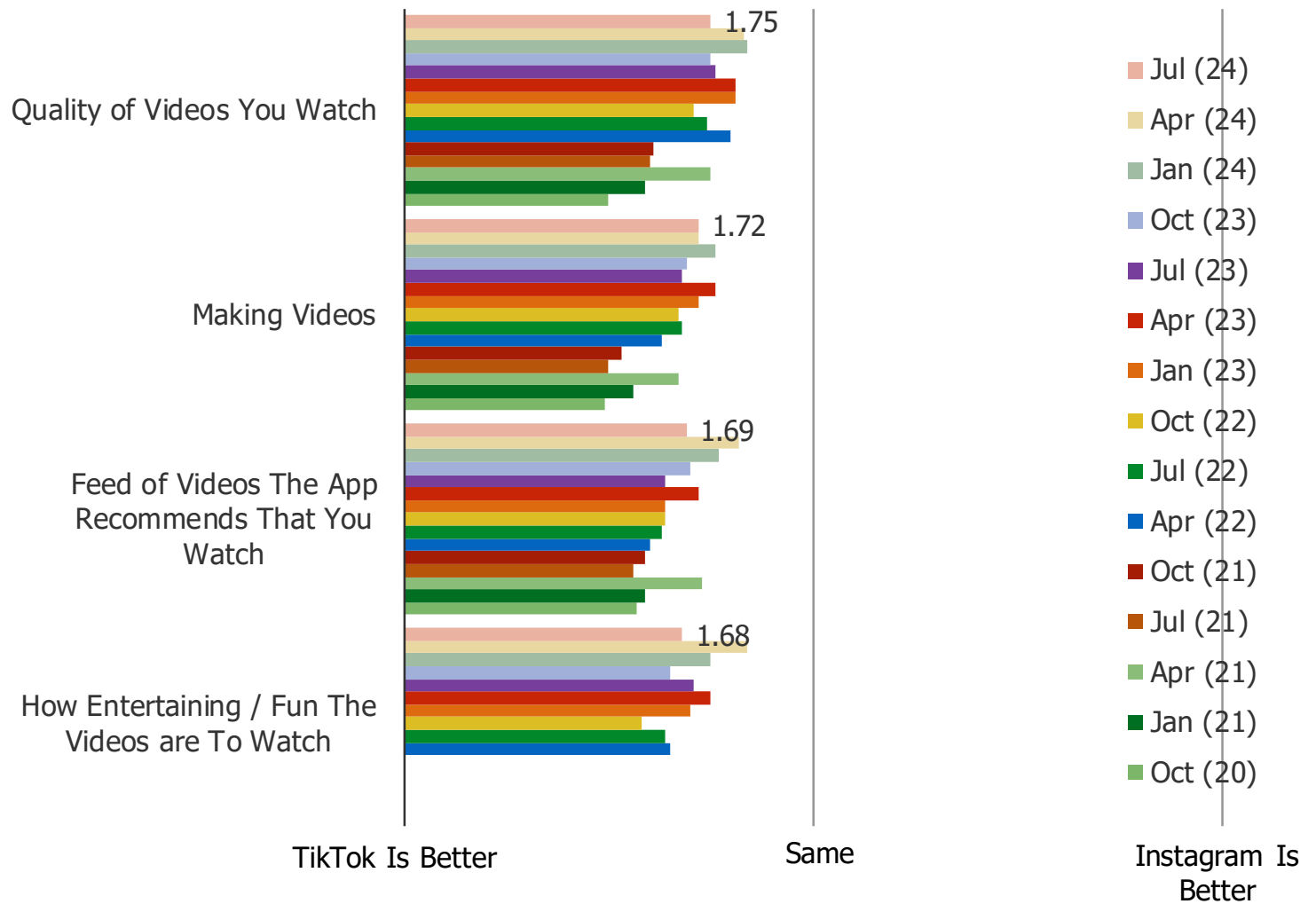
HOW OFTEN DO YOU EXPECT TO WATCH REELS GOING FORWARD?

Posted to Instagram Users who have heard of Reels:



HOW DOES INSTAGRAM REELS COMPARE TO TIKTOK WHEN IT COMES TO THE FOLLOWING:

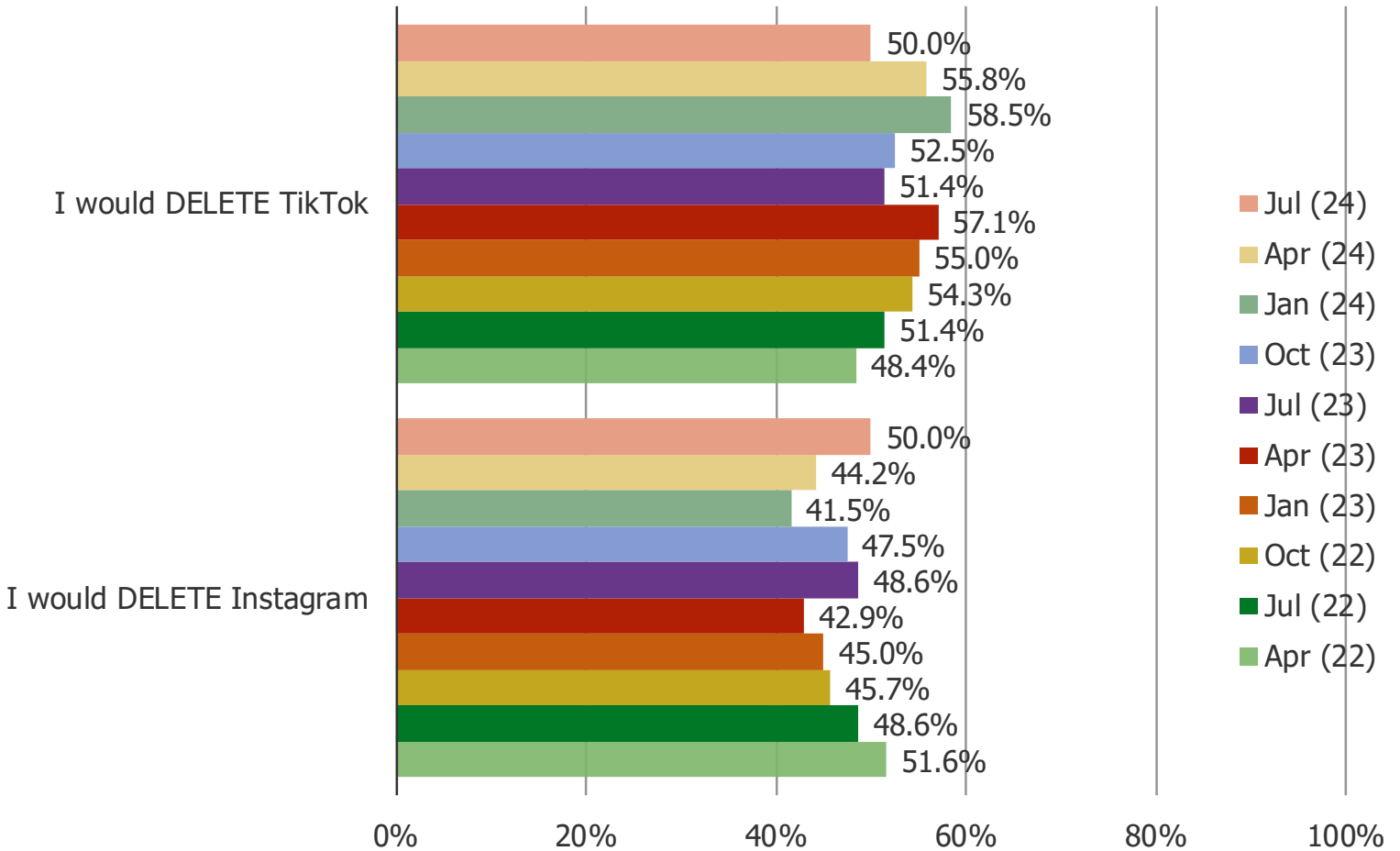
Posted to Instagram Users who have heard of Reels AND use TikTok:



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?

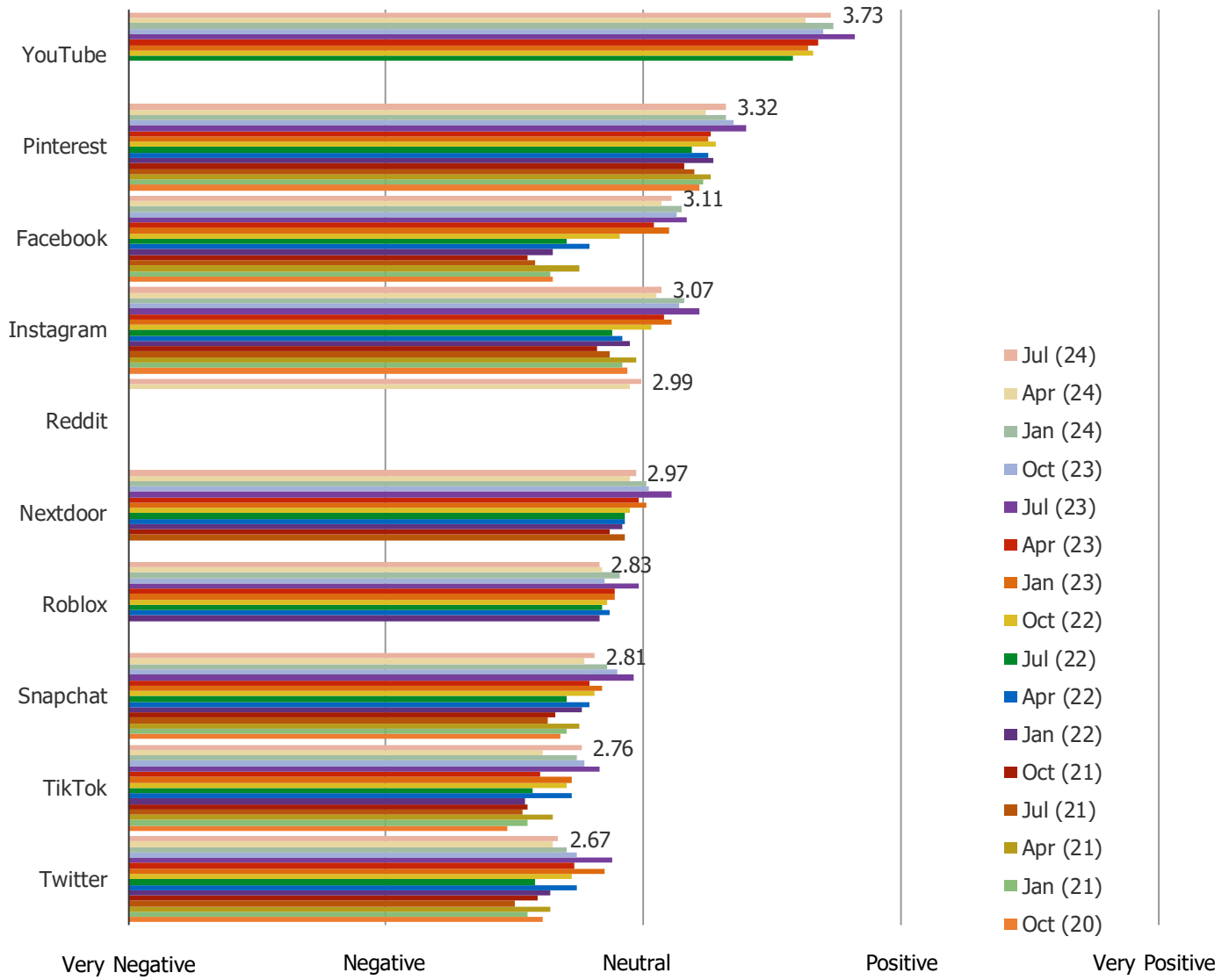
Instagram is dull compared to tiktok
I love TikTok
I just use this app less.
I didn't really care for the app any more
Don't use as much
Instagram is a dying app anyway.
Because I use TikTok more often
Because I have not used instagram near as much as I have in the past lately.
Because I can found more information on Tik Tok than Instagram
I love tik tok so much
Because Instagram is boring and you can make money on tiktok.
Like tic toc more
I don't post on Instagram
I hardly use it
Instagram is not nearly as good
I believe TikTok is more fun
Bc I use TikTok 24/7
I don't really like Instagram
I don't use it enough
I love tiktok it's like a literal search engine
Tik tok is a very good app I use regularly
It's just pictures
This is because I really do not use it often like TikTok
I use Tik Tok quite a bit more than Instagram
Because I use TikTok to communicate with my family
I find Tik tok more entertaining
Instagram and is kind of a dead app now and tik tok is more popular
Just because.
Tik tok has tons of great videos compared to Instagram
I don't get on it as much as Tiktok
Because instgram is not that entertaining compared to tiktok
Barely use it
TikTok is better
I am addicted to tiktok.
Because I spend more time on TikTok than instagram
Because I don't get paid on Instagram
Don't hardly ever use it.
Don't use it as much
Tiktok is more fun
TikTok has less words
Because I don't use instagram as much as TikTok
I don't use it much
I use tiktok way more than i use instagram and tiktok is more entertaining
I use instagram a lot less than tiktok
I don't have as much fun on Instagram.
I'd delete Instagram because I like watching the videos on TikTok

RESPONDENTS WHO WOULD DELETE TIKTOK AND KEEP INSTAGRAM, WHY?

Instagram does both
Tiktok content is extremely low quality
Instagram Is Better
Instagram is better
I don't use TikTok as much as Instagram
I run multiple instagrams
I like Instagram more
Others are more appealing
I use it less
I don't want to miss out on friends photos
There are some questionable videos
Most tiktoks can be found on instagram, and I have more history with instagram
Trash
Because I'm satisfied with the service
Because I just tend to enjoy Instagram more than tiktok
Because I like Instagram way better
I do not trust it
It's gotten very violent
Because I use instagram for selling art.
I don't really use it
Instagram has reels that's almost just like tiktok
Because I connect with friends better on Instagram and TikTok might be getting banned anyways, and all I do is scroll and there are multiple apps that I can scroll videos in the same way
Instagram is more useful than TikTok
I use it less
Not much attachment to the app
Because I don't use it that often
It's not as personal to me
Instagram is more versatile
Instagram is more relatable.
I don't use it often.
on instagram i could see tik tok videos
FAMILY ON INSTAGRAM
TikTok is nice but it can be very depressing
Because I socialize and interact with my friends less on TikTok
I really love instagram
Not secure
Instagram is better for me
Love instagram access
I don't use Tik Tok
Don't really use it too much
I contribute to Instagram, I just look at tiktok
I know more people on Instagram.
I use it less
Because TikTok is much more for like kids and family

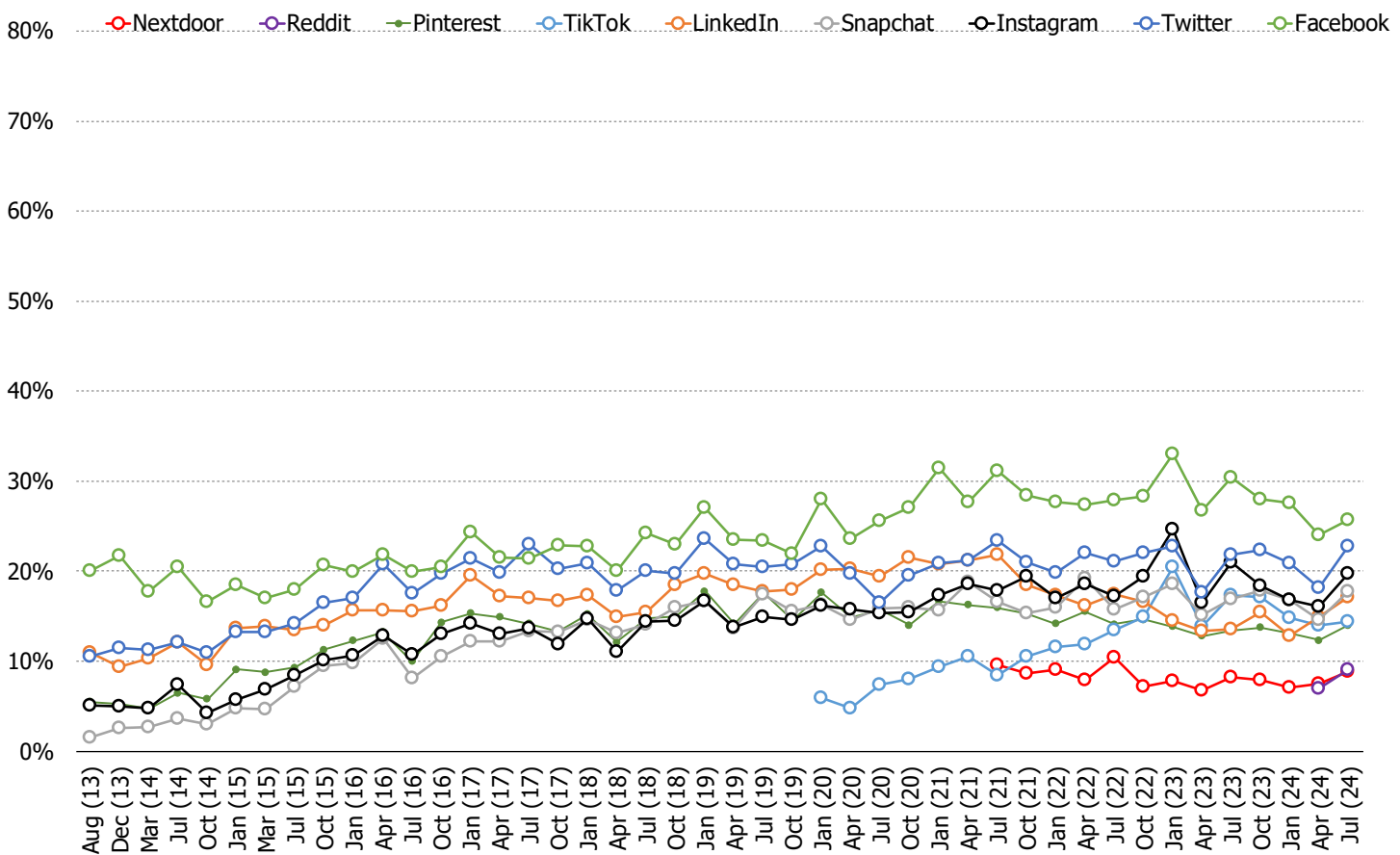
WHAT IS YOUR OPINION OF THE FOLLOWING APPS/SITES?

Posed to all respondents.



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

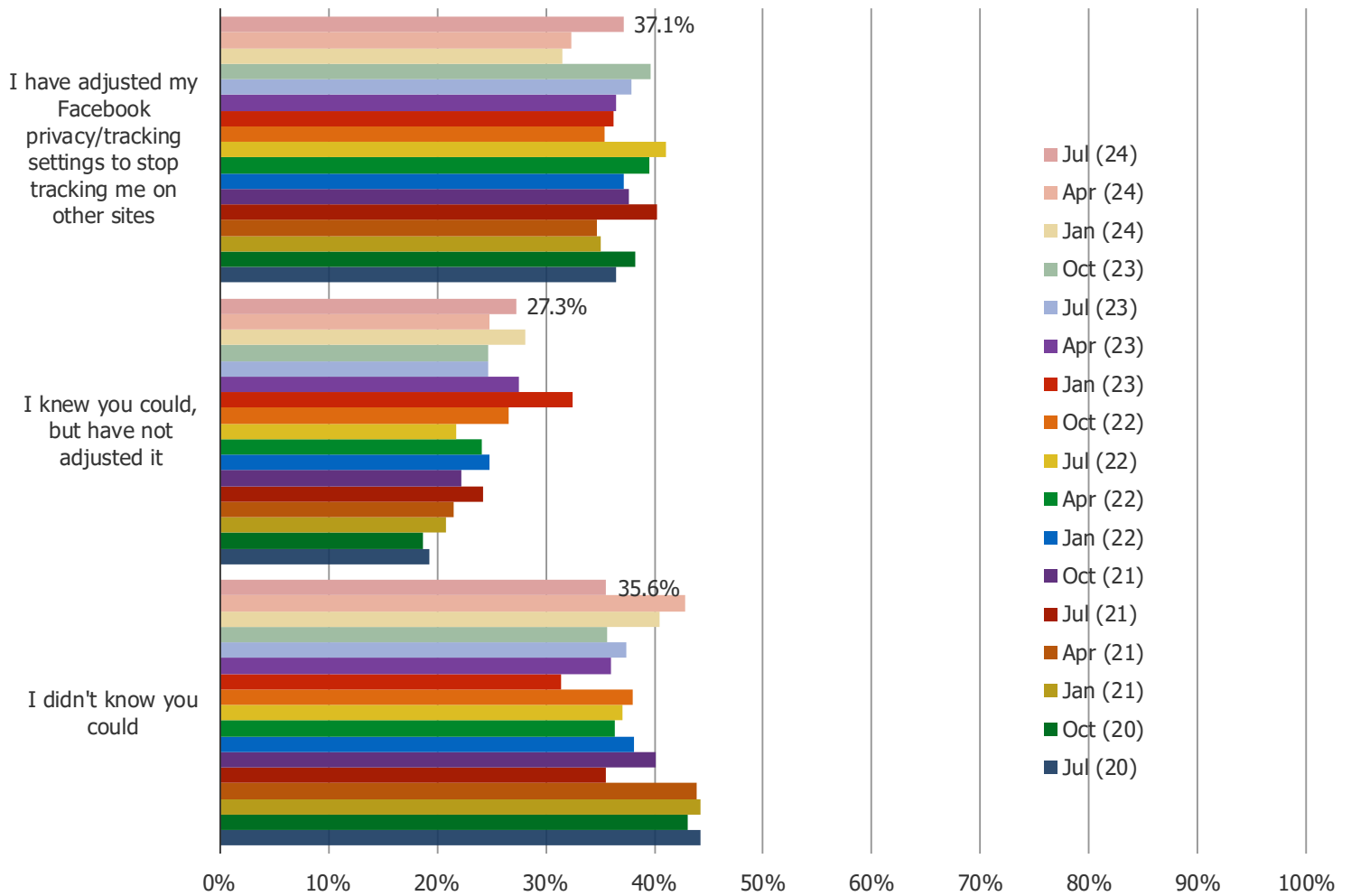
Posed to all respondents.



FB DEEP DIVE

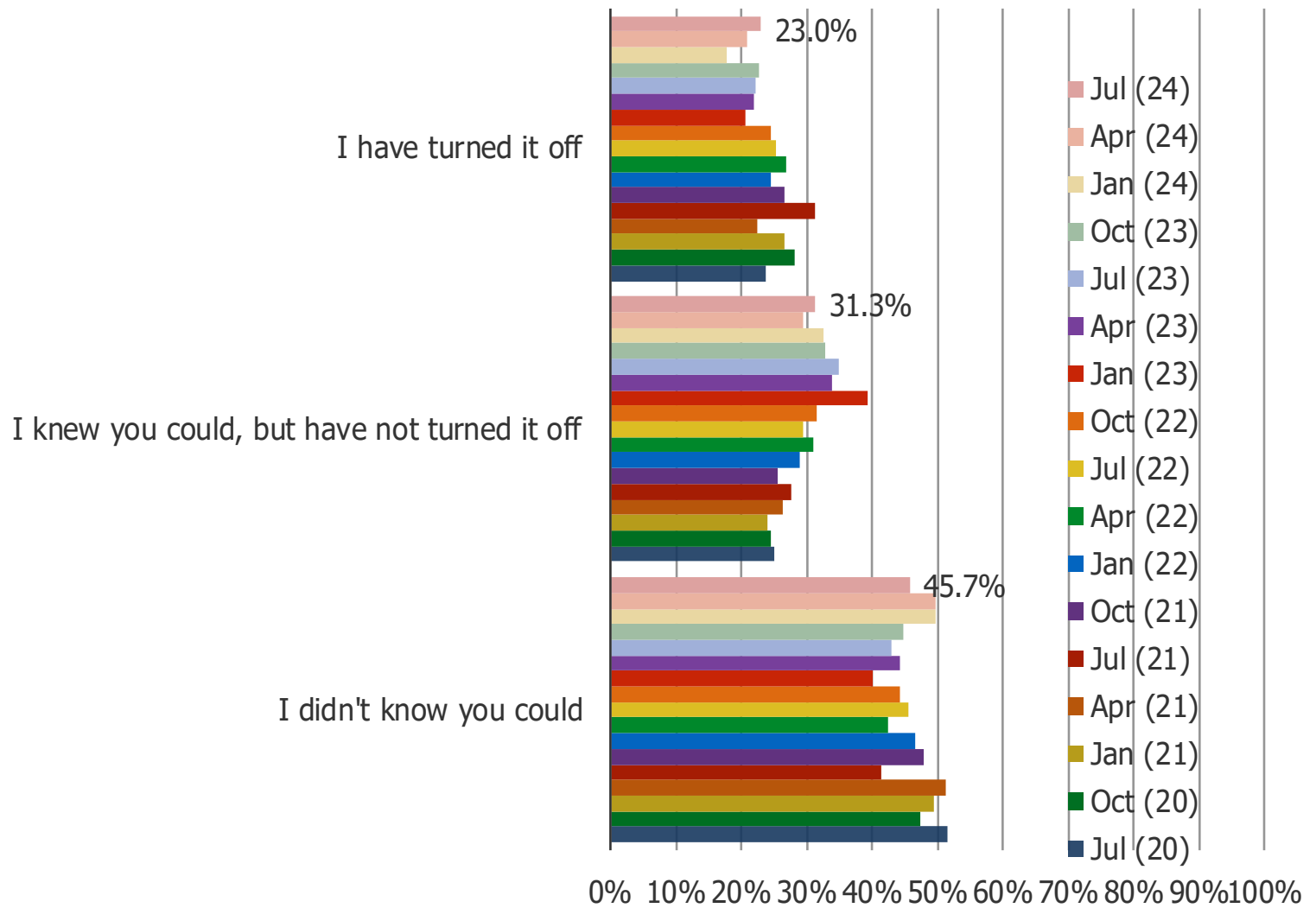
HAVE YOU ADJUSTED YOUR PRIVACY SETTINGS ON FACEBOOK TO PREVENT THEM FROM TRACKING YOUR ACTIVITY ON OTHER SITES (IE, "OFF FACEBOOK ACTIVITY")?

Posed to Facebook users.



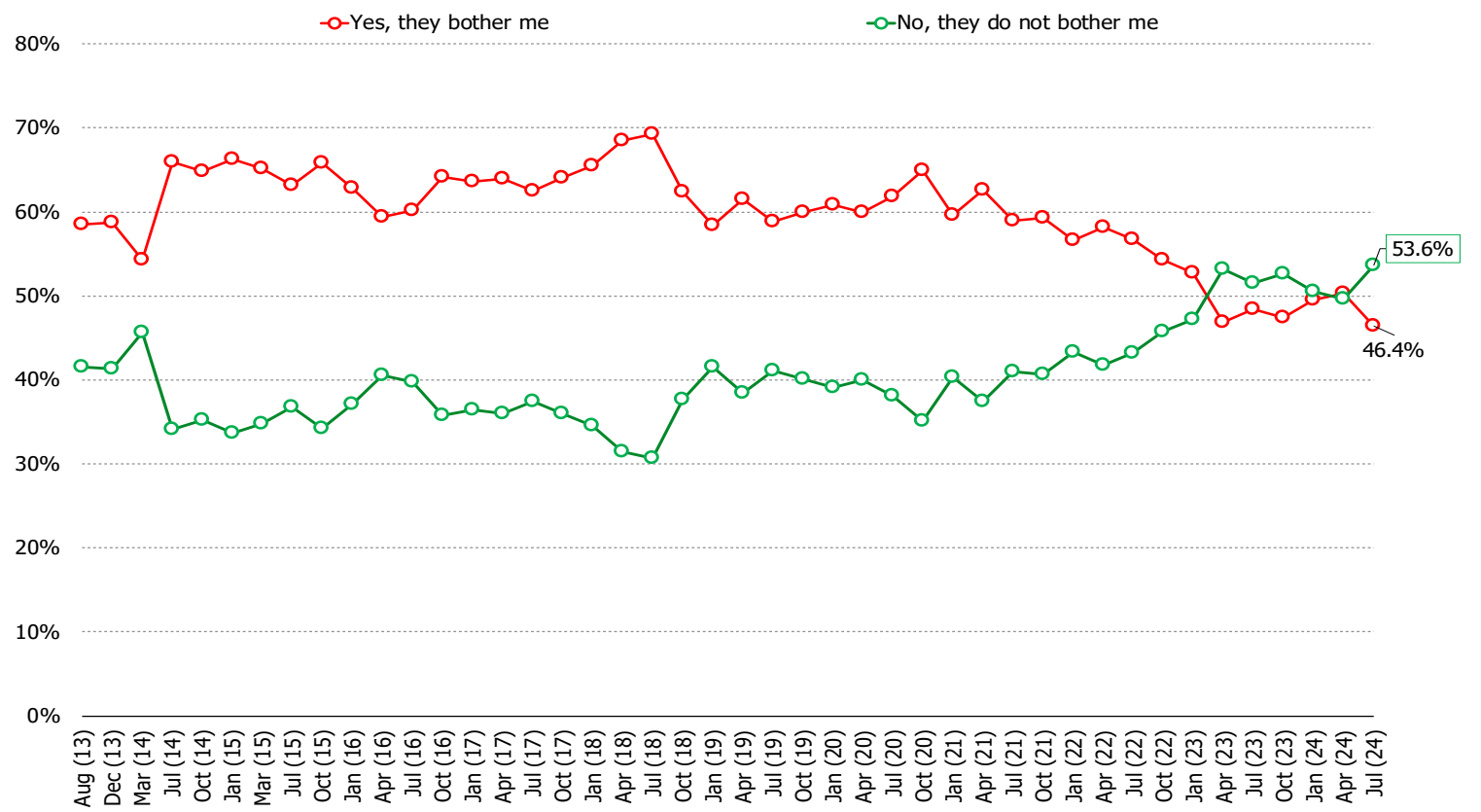
HAVE YOU GONE INTO AD CONTROLS TO TURN OFF “ADS BASED ON DATA FROM PARTNERS”?

Posed to Facebook users.



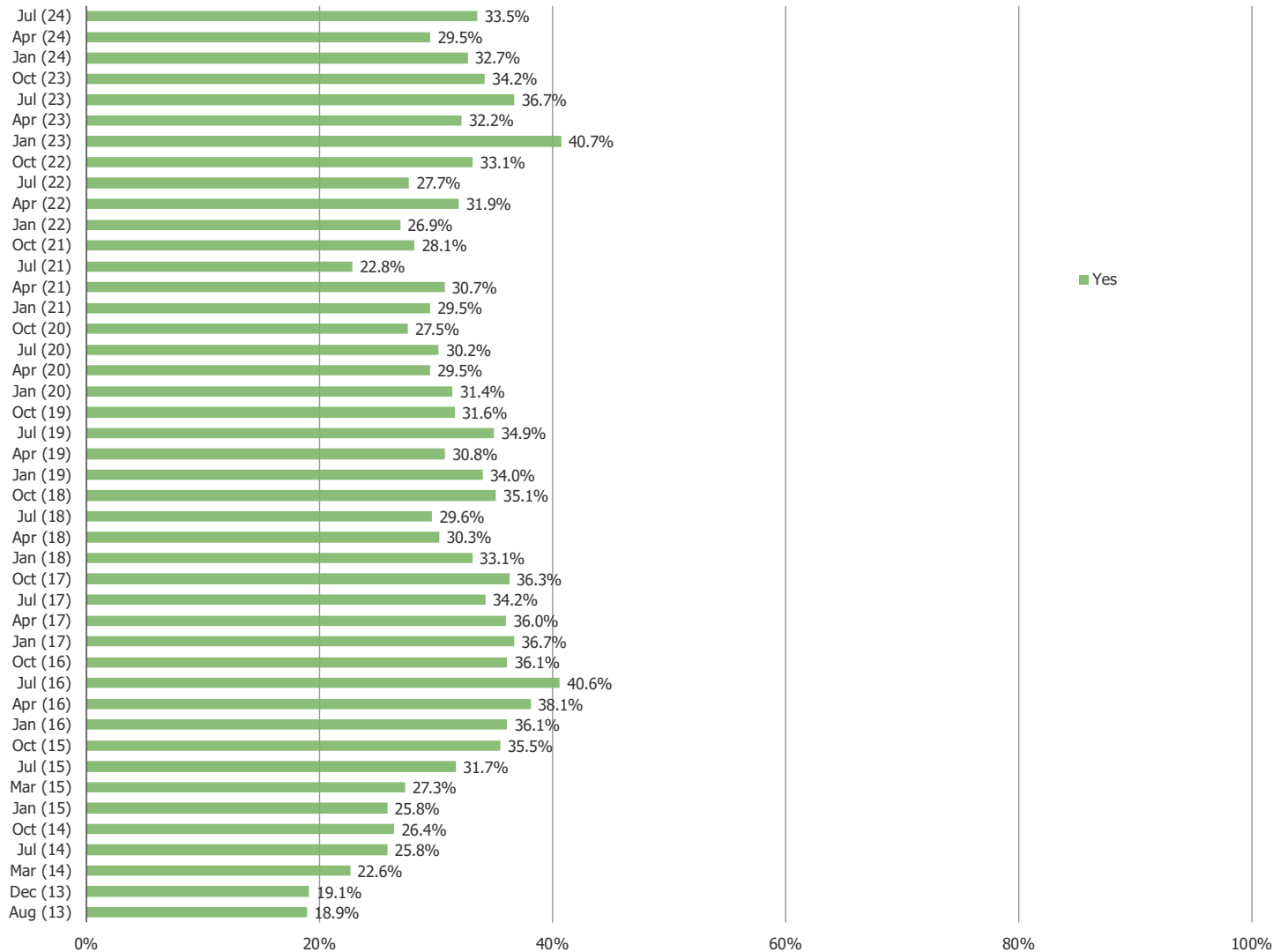
FACEBOOK ACCOUNT HOLDERS – DO ADS IN YOUR NEWSFEED BOTHER YOU?

Posed to Facebook account holders.



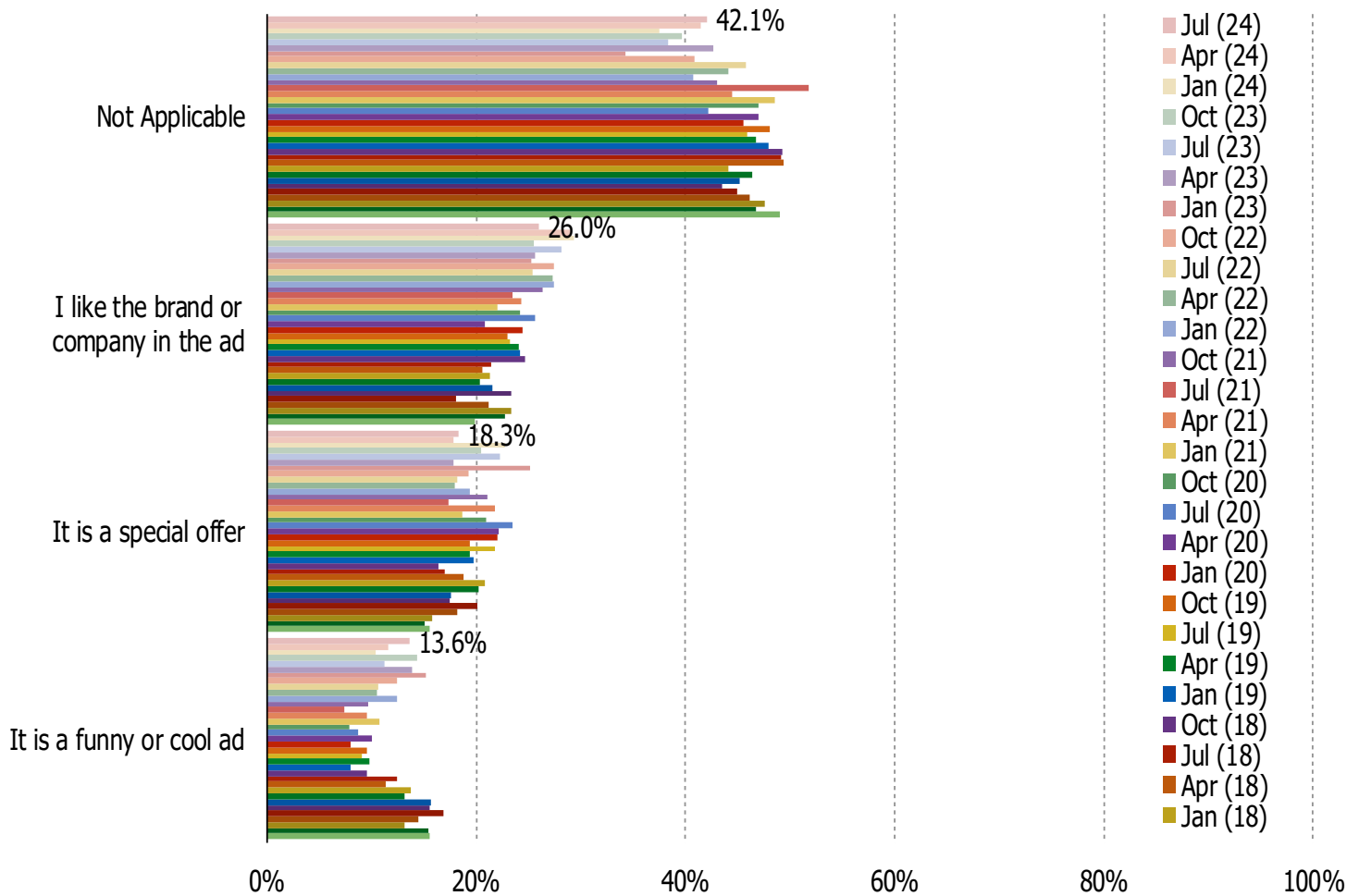
FACEBOOK ACCOUNT HOLDERS – HAVE YOU NOTICED IMPROVEMENT IN THE QUALITY AND RELEVANCE OF THE ADS THAT APPEAR IN YOUR FACEBOOK NEWS FEED?

Posed to Facebook account holders.



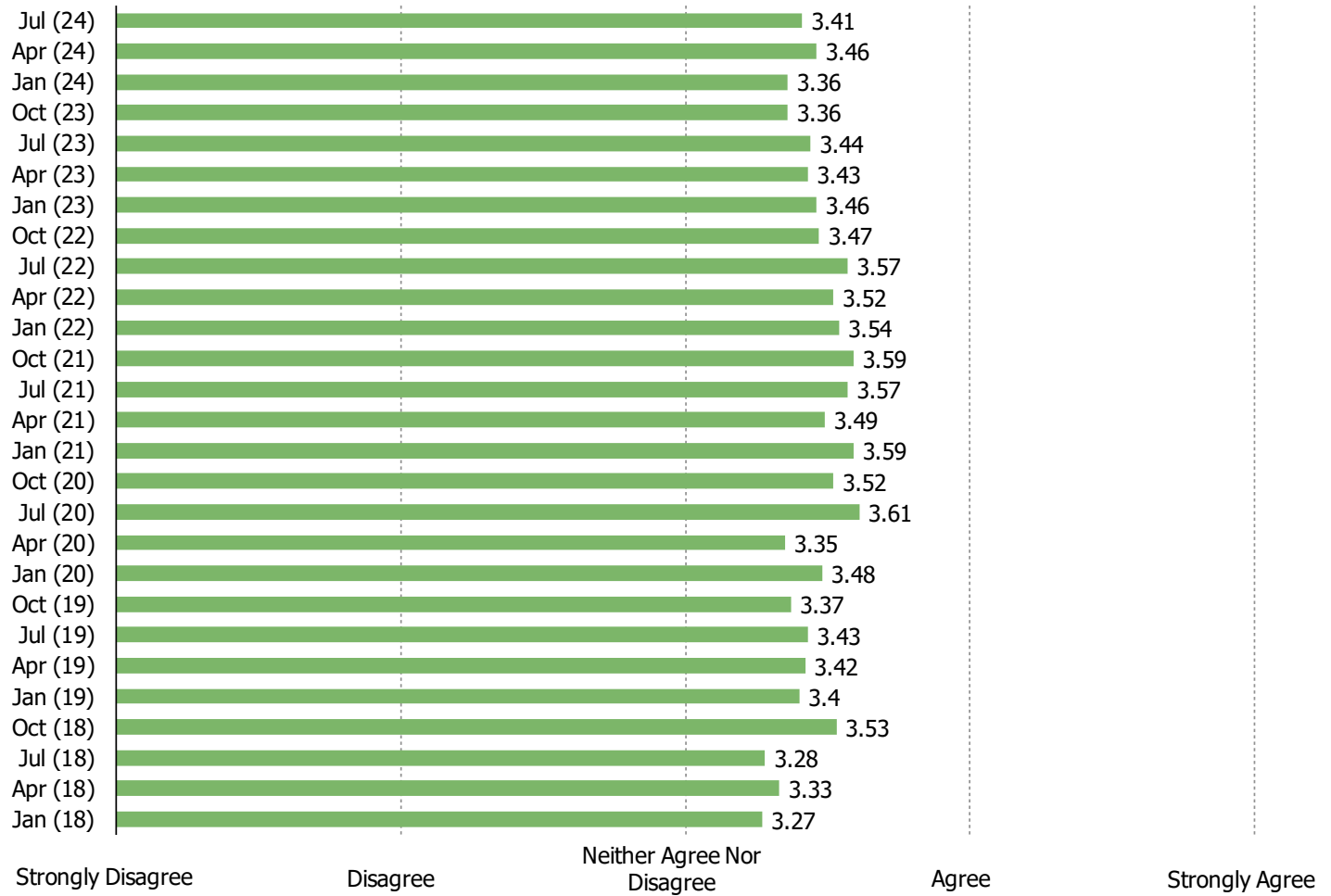
WHEN YOU CLICK ON AN ADVERTISEMENT WHILE ON FACEBOOK, WHAT IS USUALLY THE REASON FOR WHY YOU CLICKED ON THE ADVERTISEMENT?

Posed to Facebook account holders.



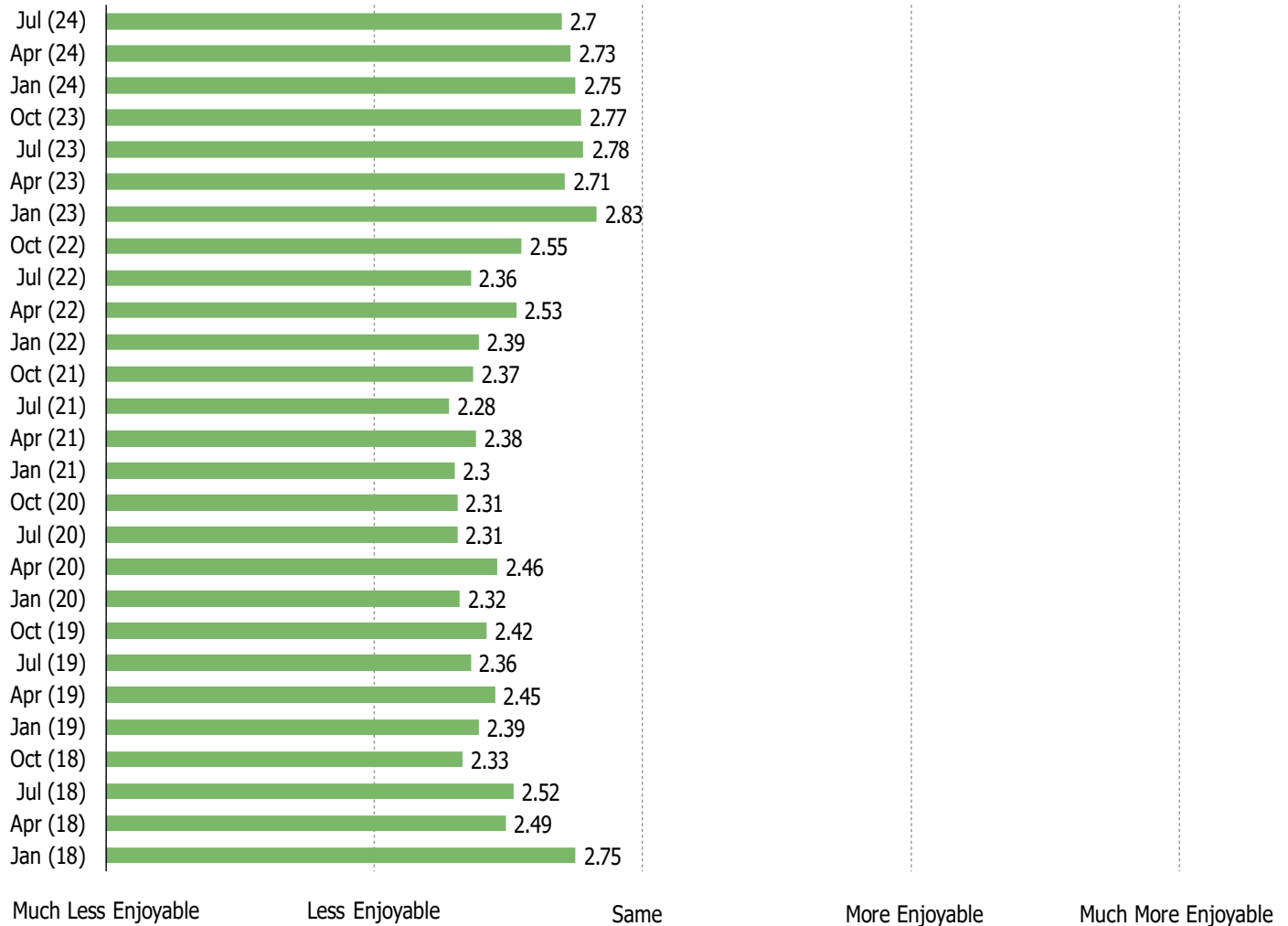
HOW MUCH DO YOU AGREE WITH THE FOLLOWING: "FACEBOOK HAS BECOME LESS SOCIAL OVER TIME."

Posed to Facebook users.



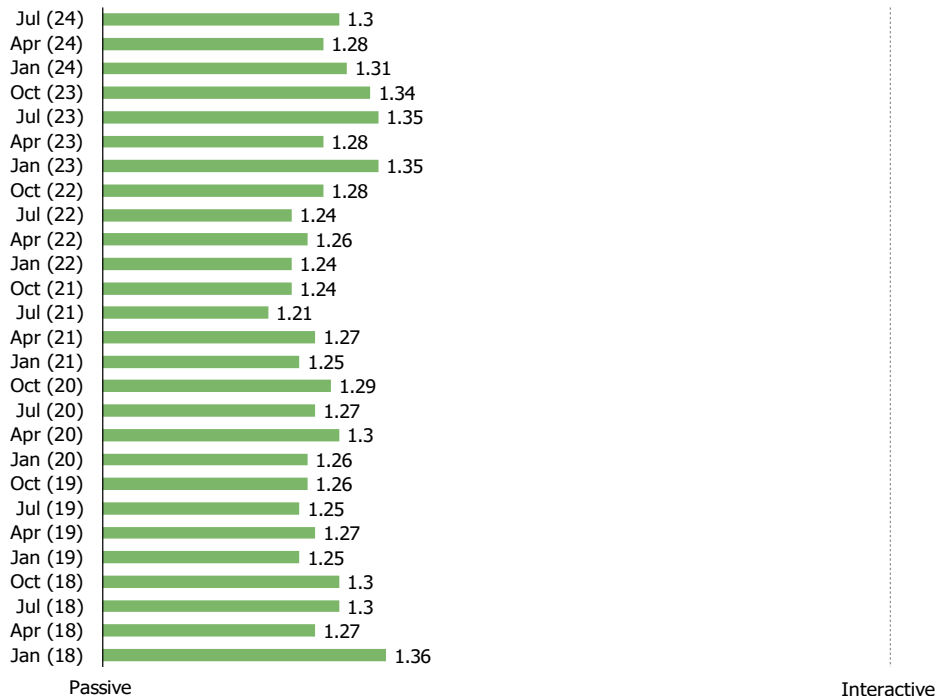
FACEBOOK USERS – IN GENERAL, WOULD YOU SAY FACEBOOK HAS GOTTEN MORE OR LESS ENJOYABLE OVER-TIME?

Posed to Facebook users.



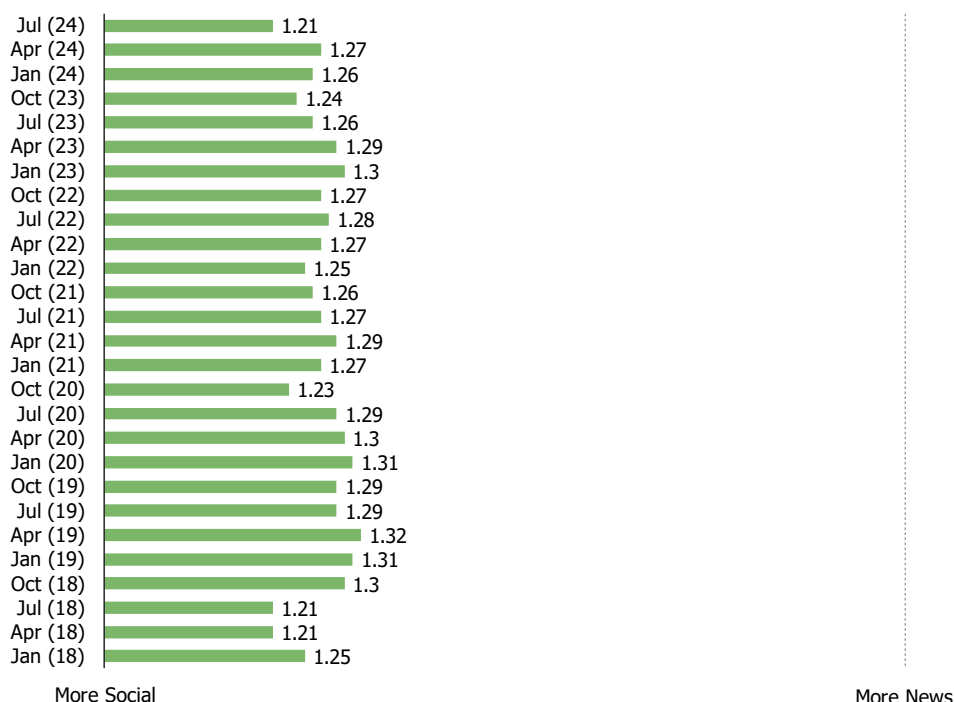
WOULD YOU DESCRIBE YOUR USAGE OF FACEBOOK AS BEING MORE INTERACTIVE OR PASSIVE?

Posed to Facebook users.



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

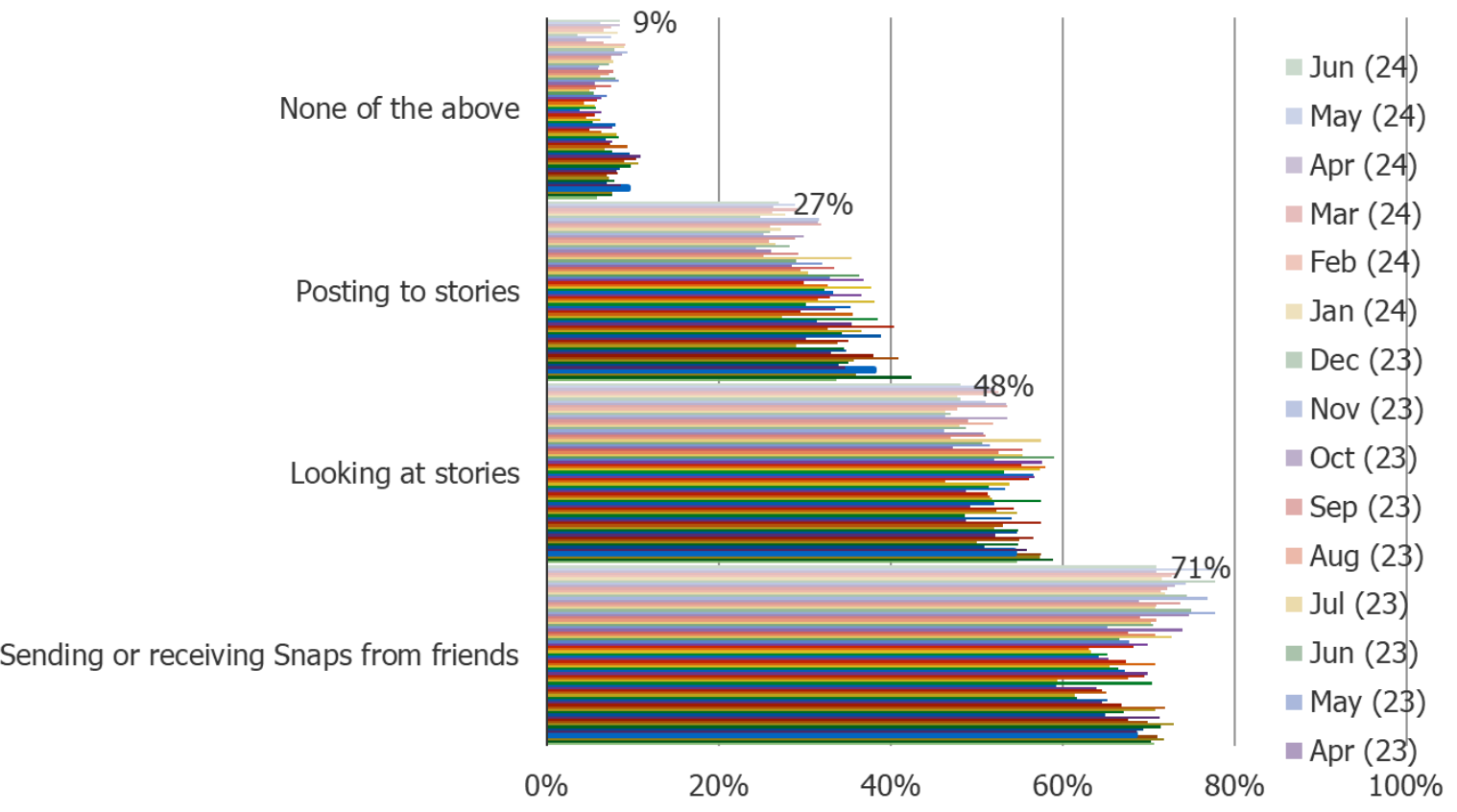
Posed to Facebook users.



SNAPCHAT USER FEEDBACK

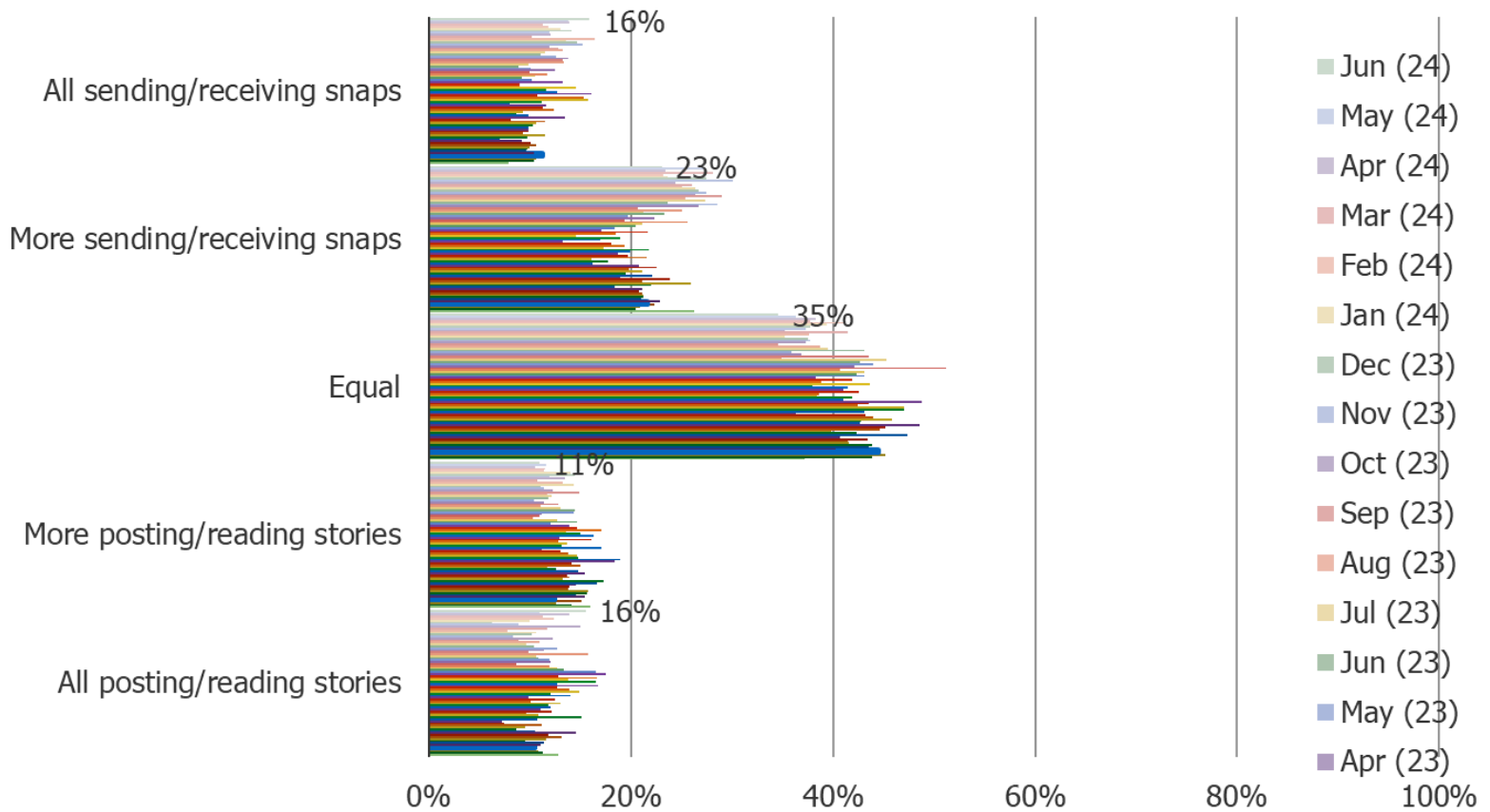
I USE SNAPCHAT FOR

Posed to Snapchat users.



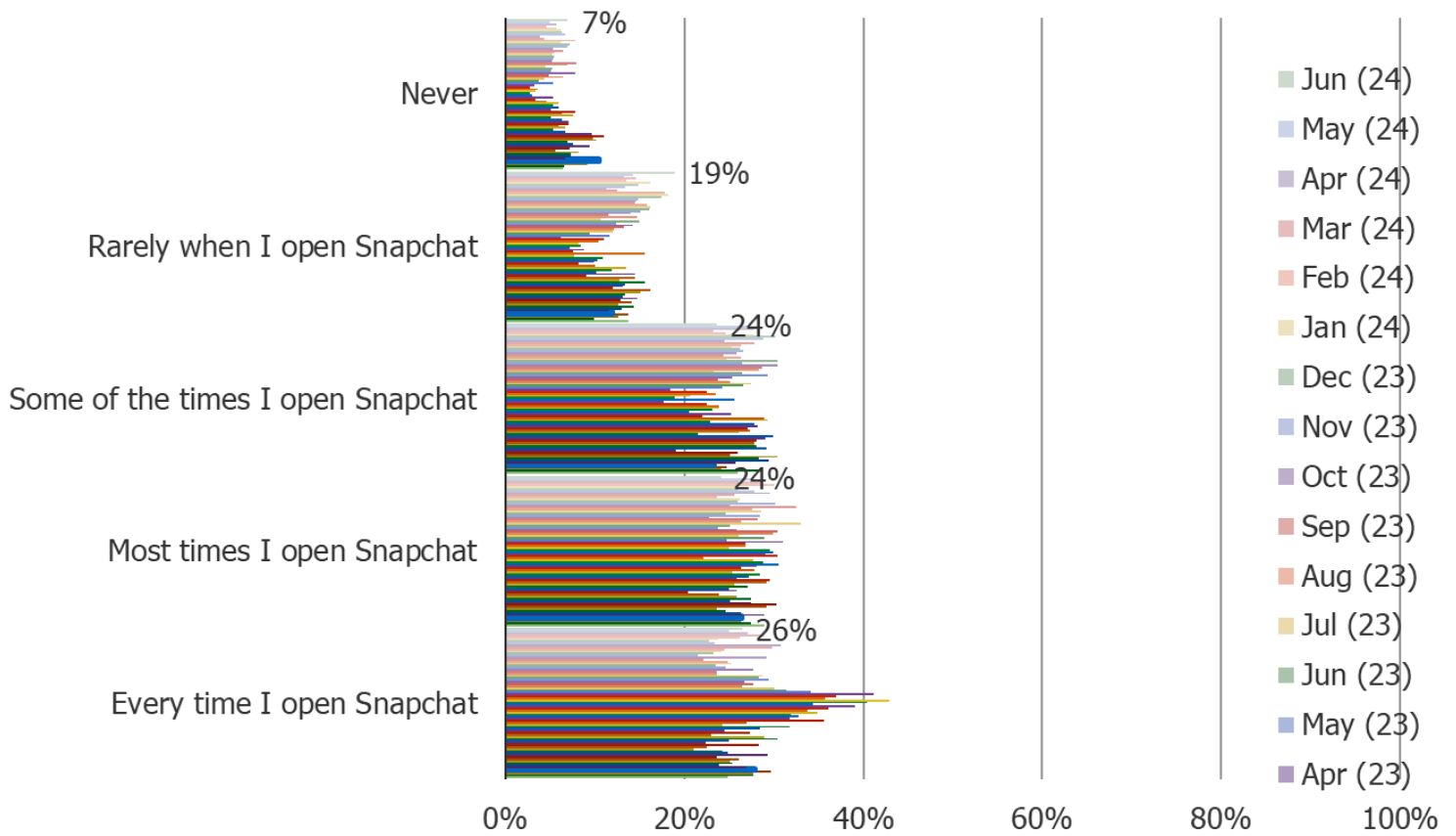
PLEASE ESTIMATE HOW YOU SPEND YOUR TIME ON SNAPCHAT.

Posed to Snapchat users.



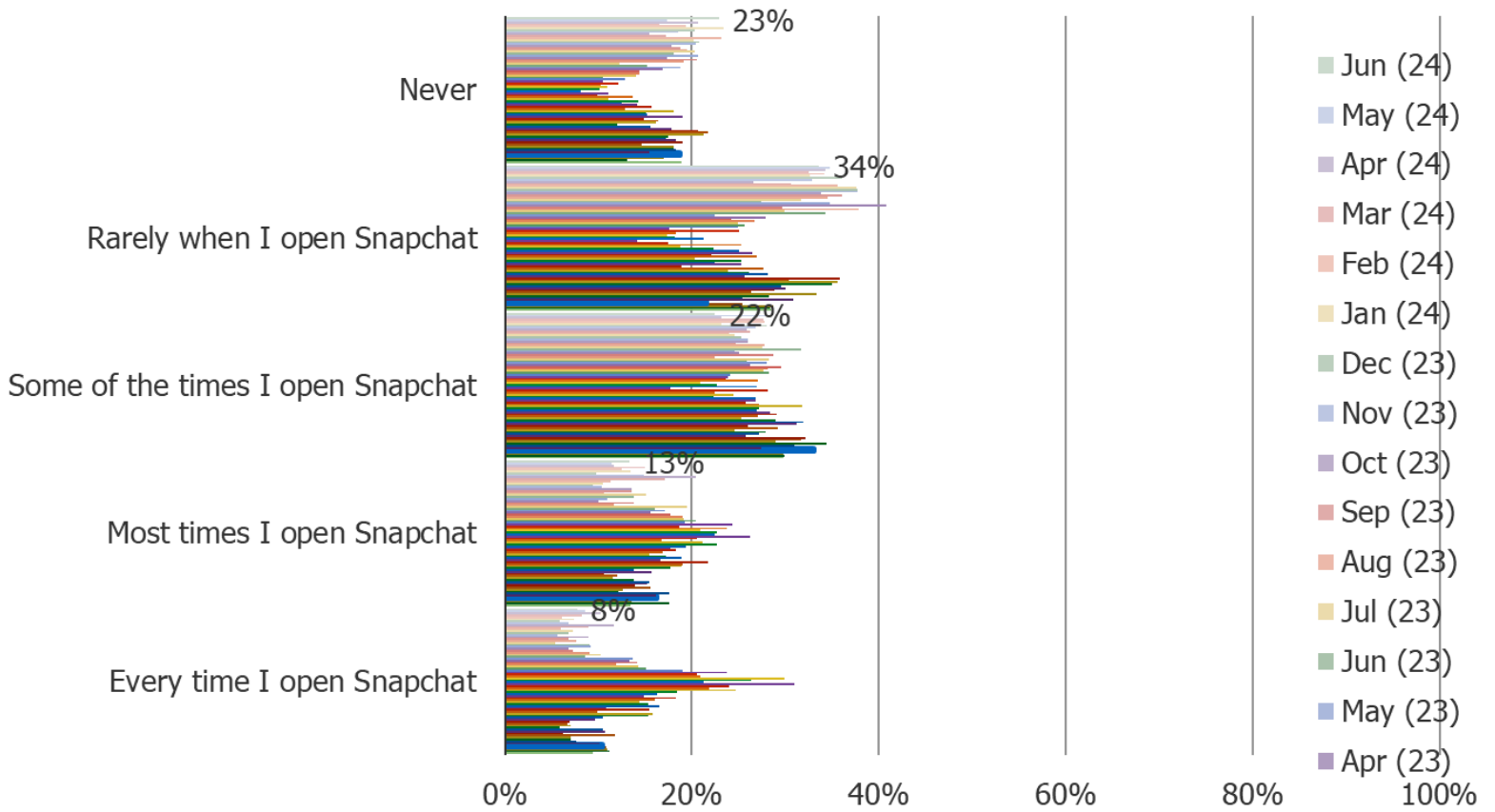
I VIEW SNAPCHAT STORIES:

Posed to Snapchat users.



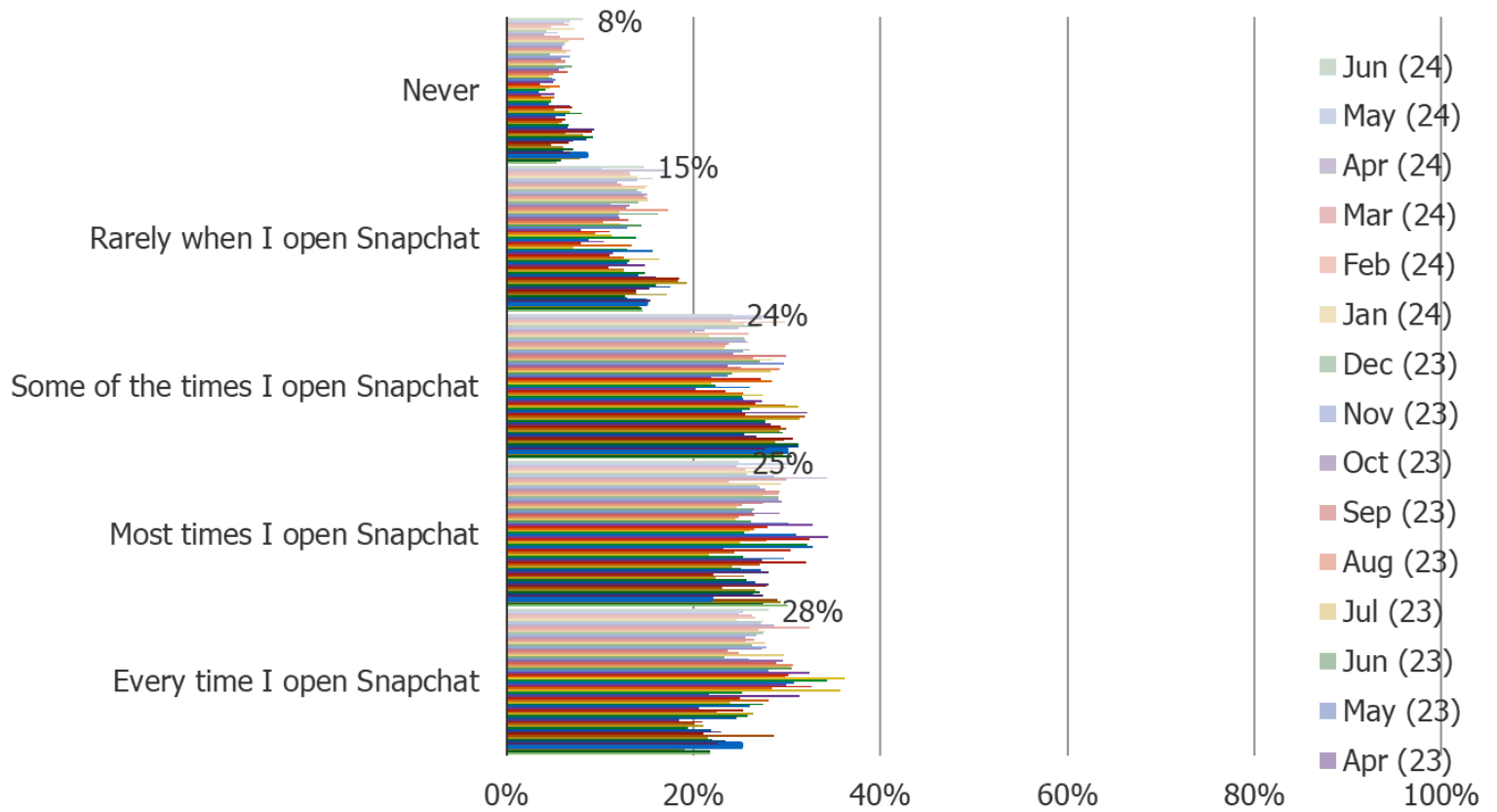
I POST TO SNAPCHAT STORIES:

Posed to Snapchat users.



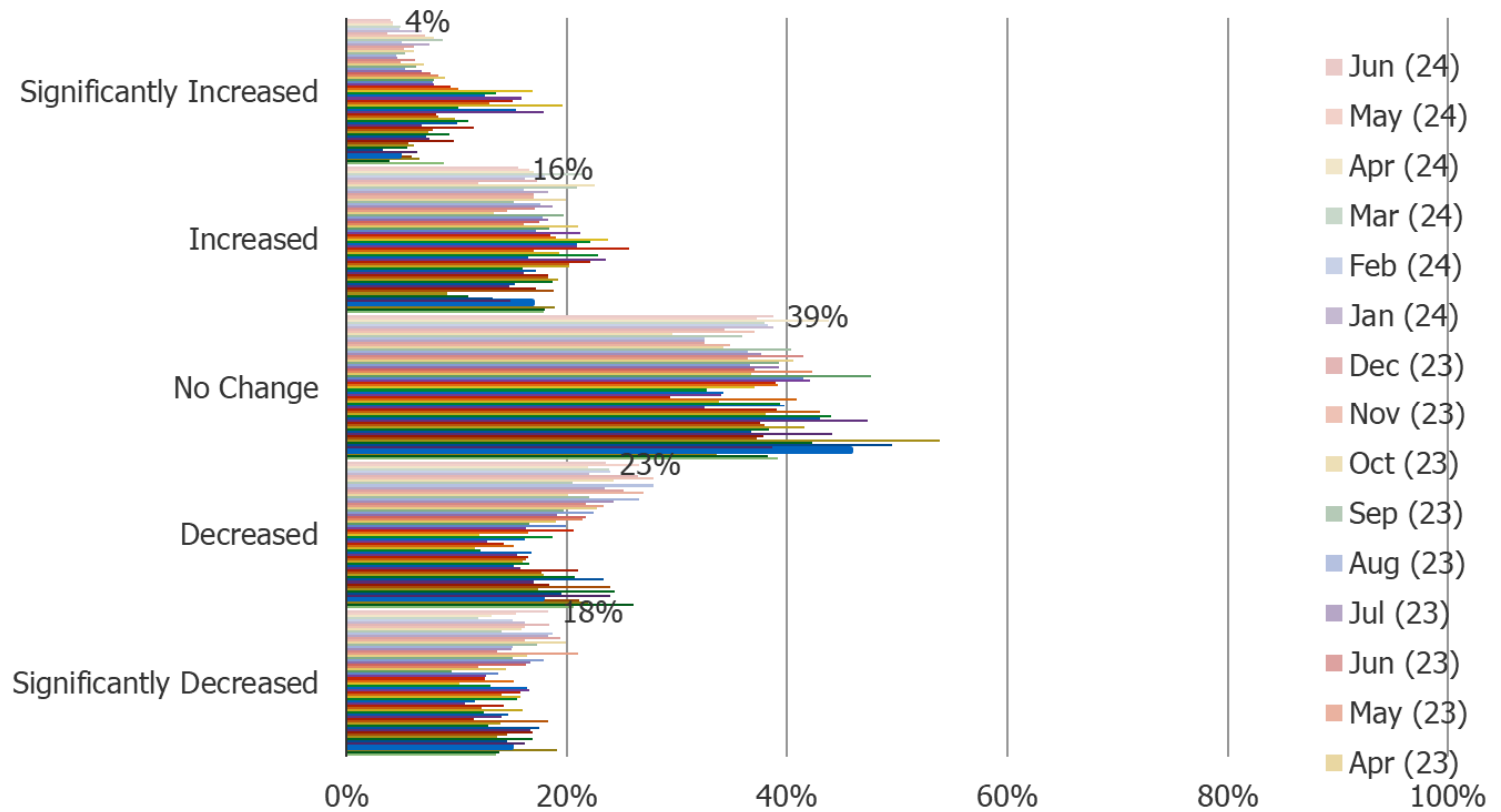
I SEND/RECEIVE SNAPS:

Posed to Snapchat users.



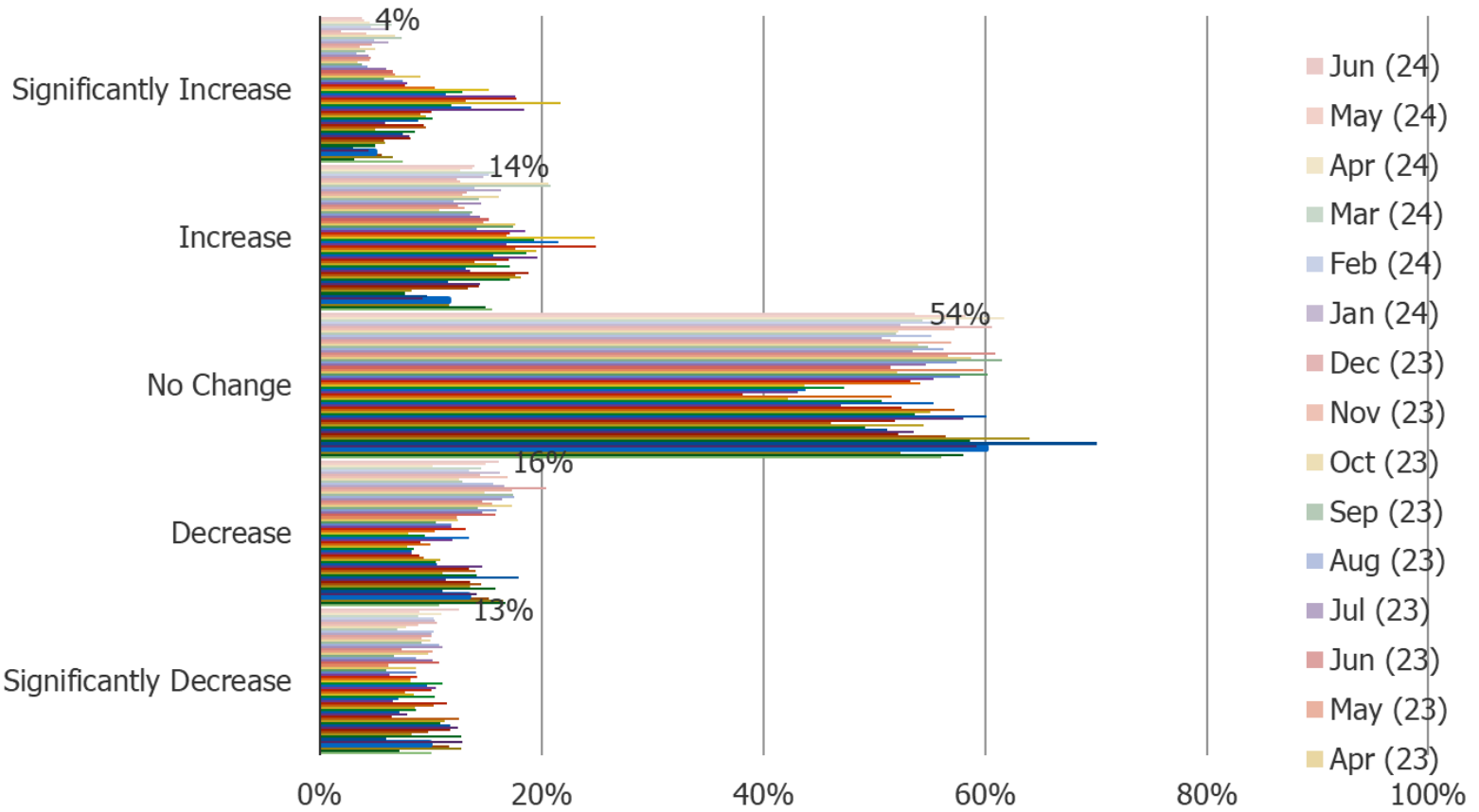
HAS THE AVERAGE TIME YOU CURRENTLY SPEND ON SNAPCHAT PER DAY INCREASED OR DECREASED COMPARED TO 6-12 MONTHS AGO?

Posed to Snapchat users.



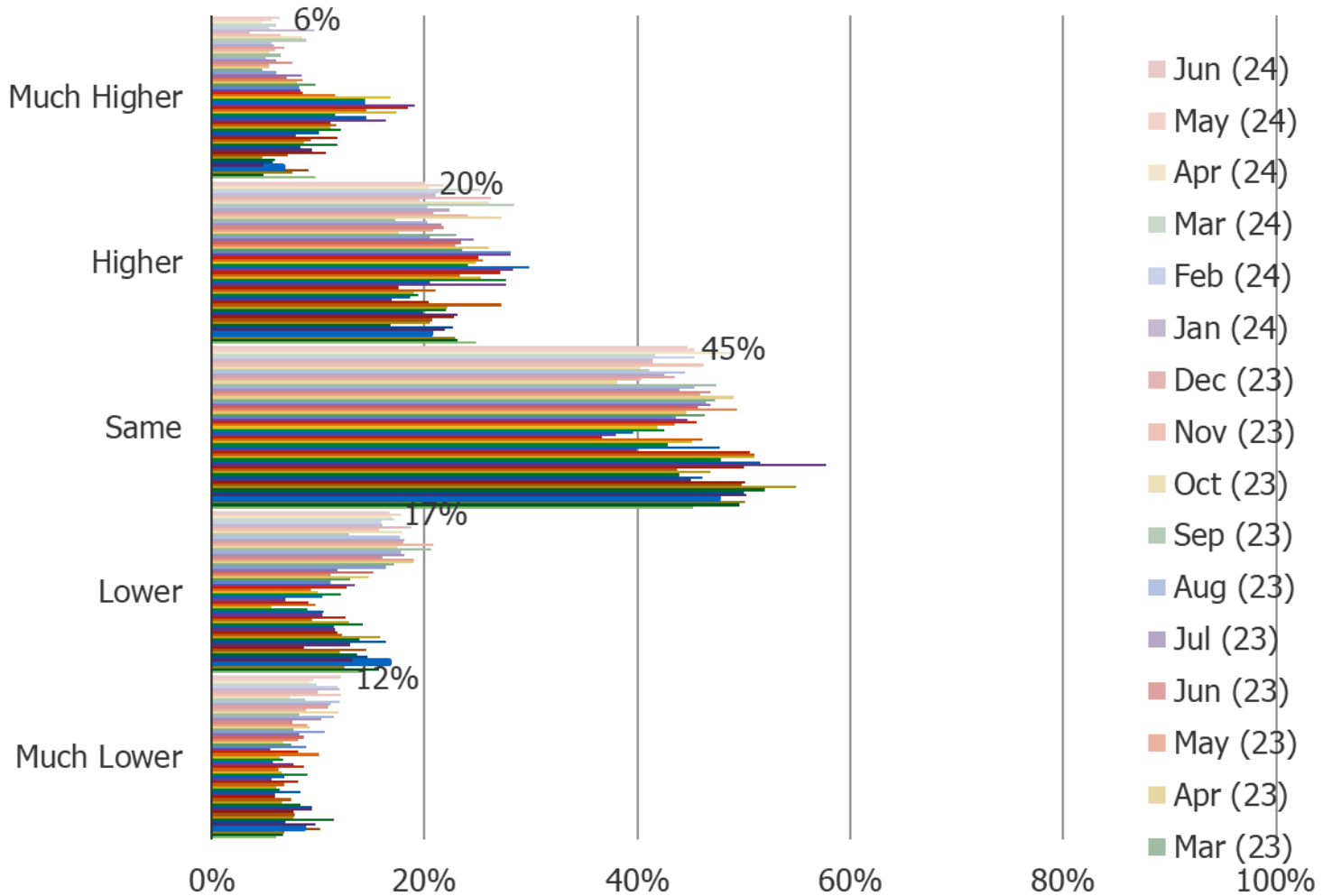
DO YOU EXPECT THE AVERAGE TIME YOU SPEND PER DAY ON SNAPCHAT PER DAY TO INCREASE OR DECREASE GOING FORWARD?

Posed to Snapchat users.



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

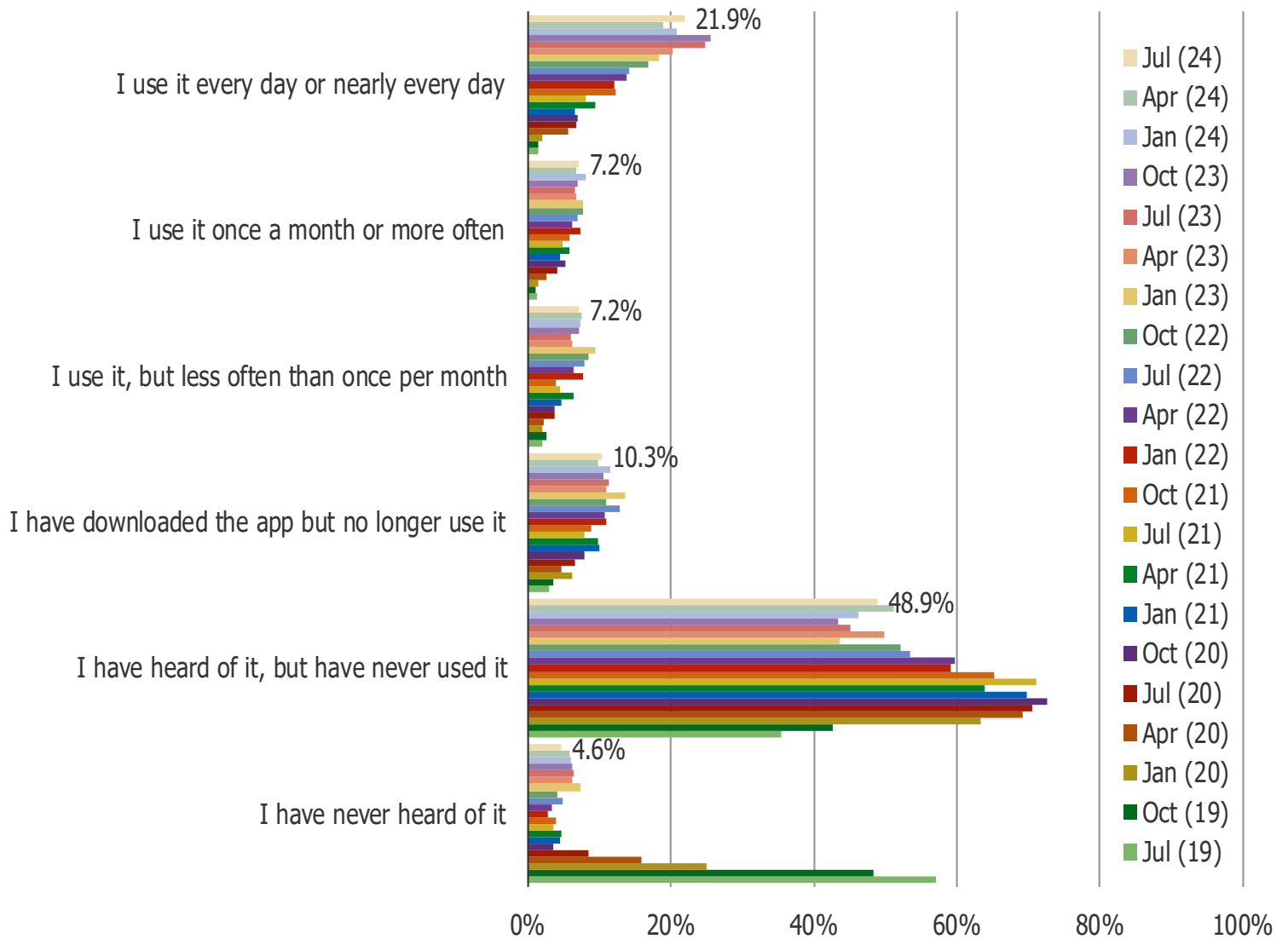
Posed to Snapchat users.



TIKTOK DEEP DIVE

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

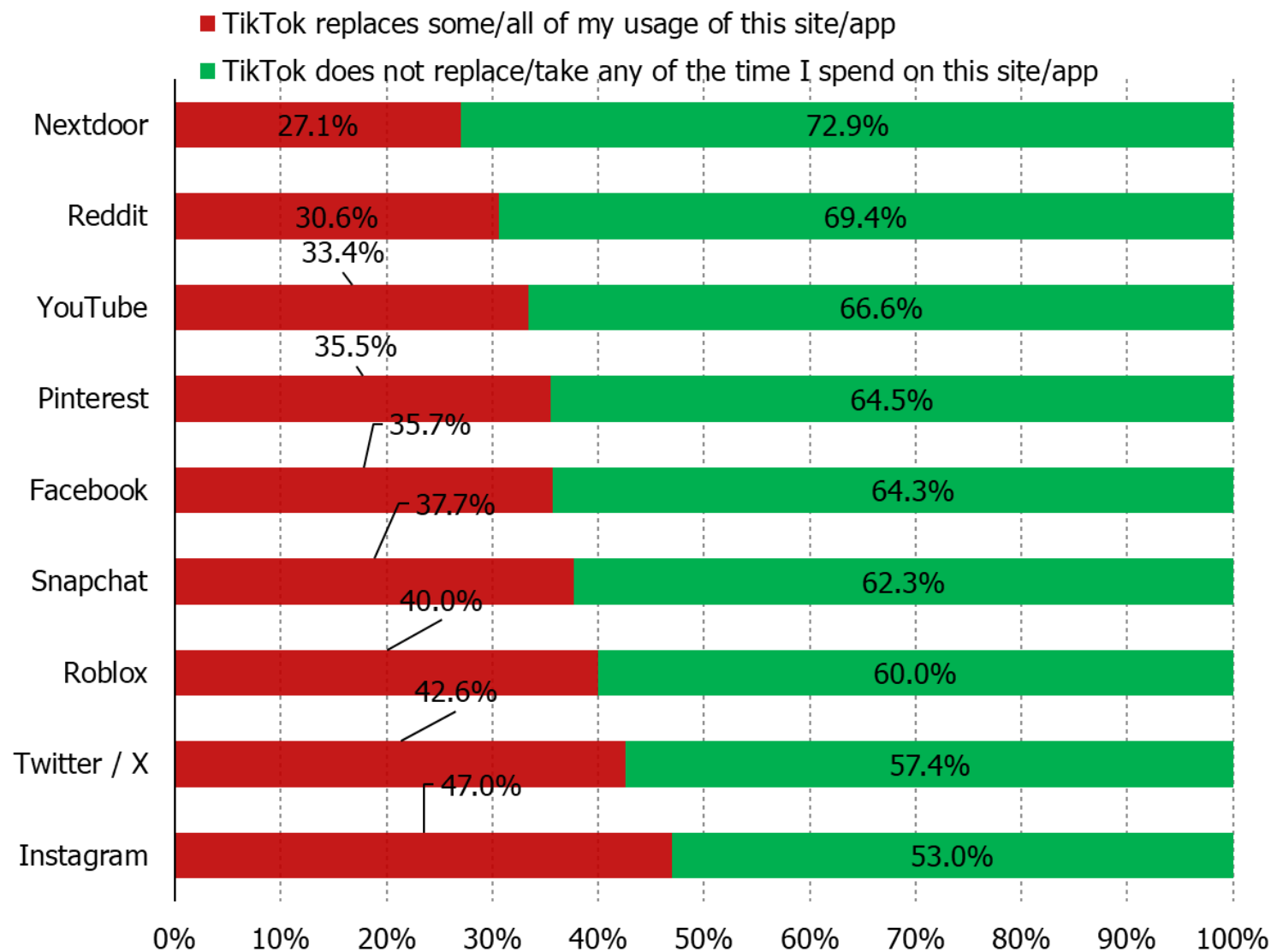
Posed to all respondents



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.

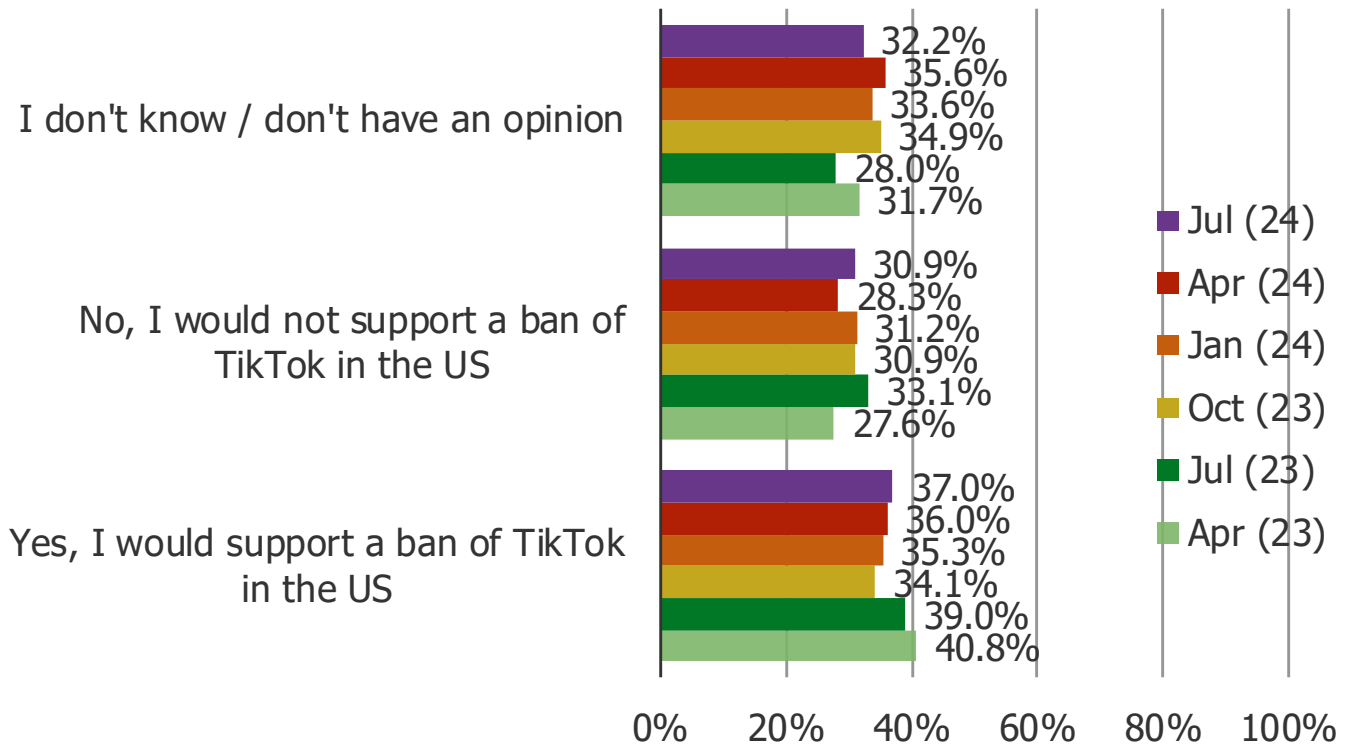
July 2024



TIKTOK BAN QUESTIONS

WOULD YOU SUPPORT A BAN OF TIKTOK IN THE US?

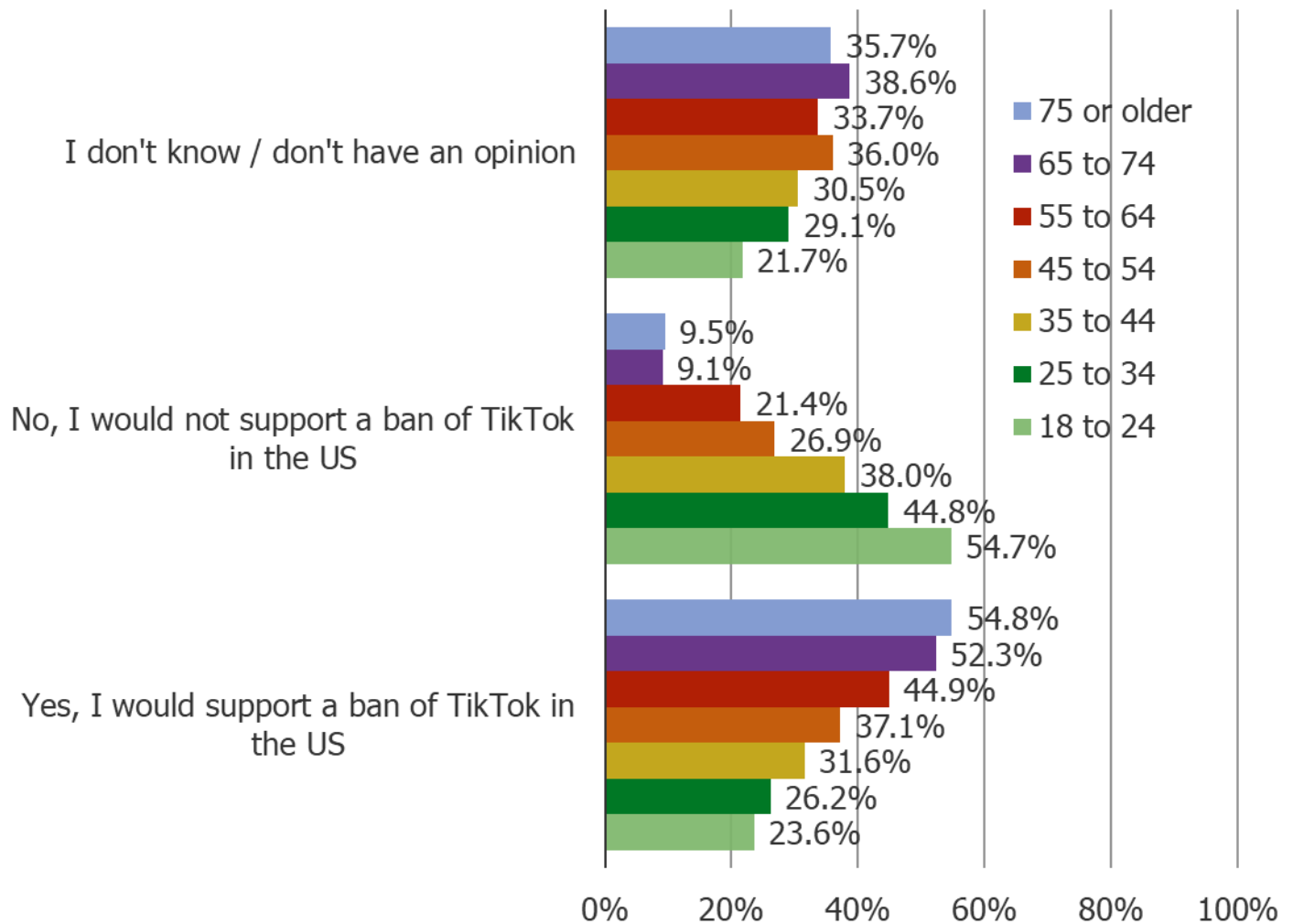
This question was posed to all respondents.



WOULD YOU SUPPORT A BAN OF TIKTOK IN THE US?

Cross-Tab Analysis – By Age

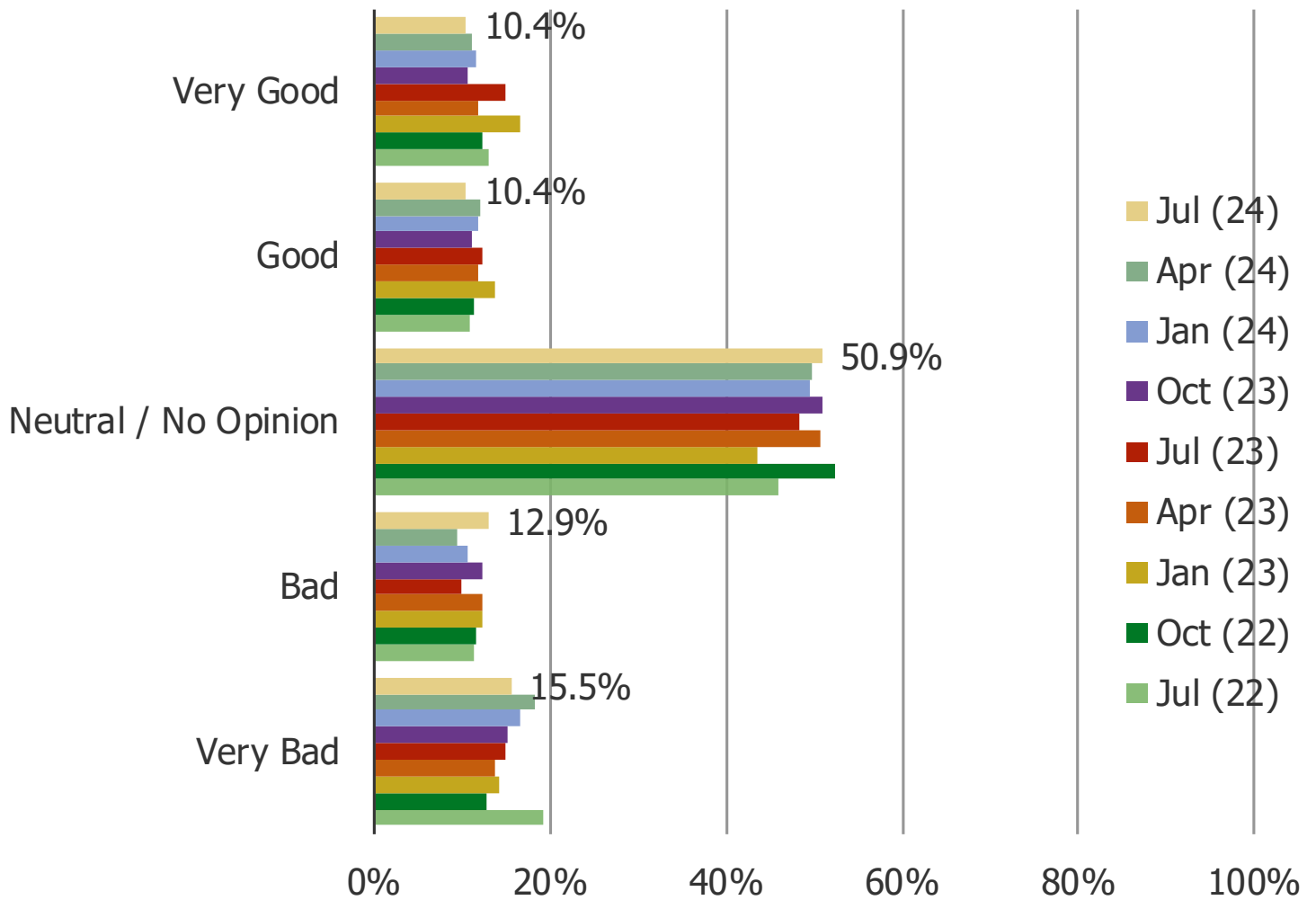
July 2024



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.

July 2024

