

# Bespoke Survey Research

October 2024

## Social Media

Volume 45 | Quarterly Survey

1,000 US Consumers Balanced To Census

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

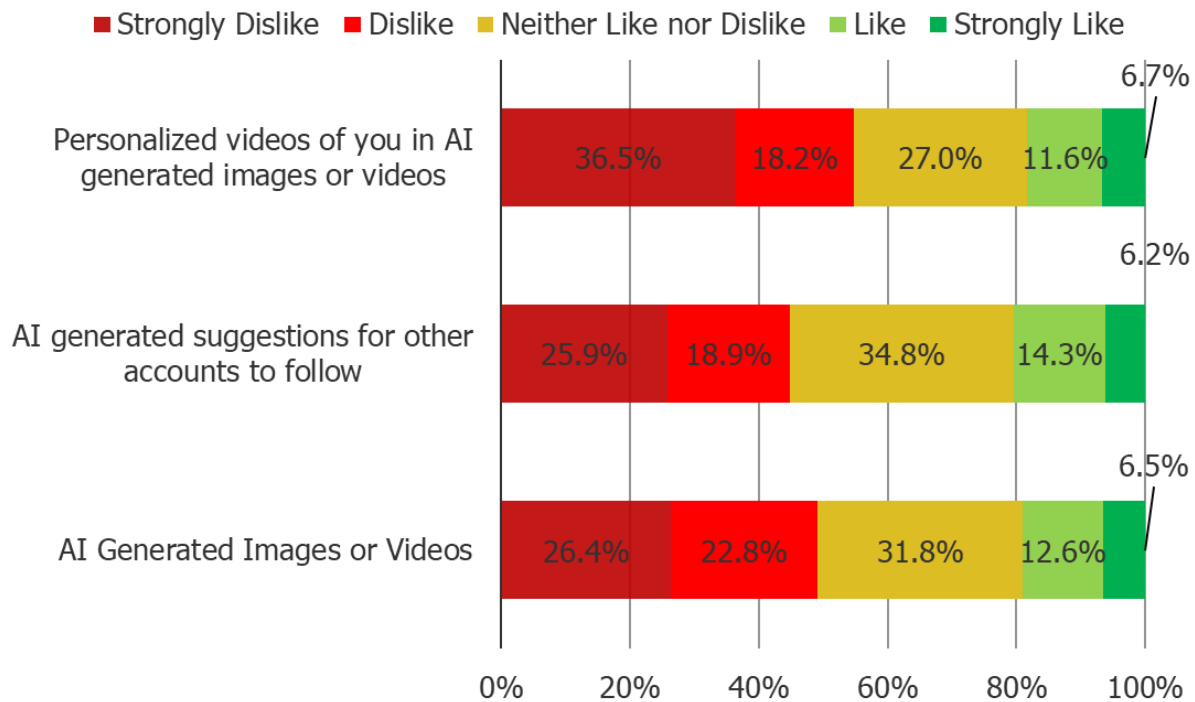
### **Key Takeaways:**

- ❑ This quarter, we asked consumers about AI within social media platforms (AI generated content or AI generated suggestions in their feed). Consumers are generally apprehensive toward the idea. Feedback varies by platform, with TikTok and Snapchat users being the most interested in the idea.
- ❑ Consumers were relatively more positive on AI generated suggestions for accounts to follow relative to AI generated images/videos.
- ❑ Snapchat users were more likely to favor 3 tabs over 5 tabs. On net, they say they would have a positive reaction if they opened Snapchat and saw that it changed from 5 to 3 tabs. Consumers are generally change resistant, so the net positivity and preference for 3 tabs is telling.
- ❑ Consumers continue to favor social media platforms regulating their own content vs. government intervention.
- ❑ When asked about parental consent, slightly over 70% of parents would provide consent to their children. This share has dropped slightly over time (from close to 80% when we first asked this question).
- ❑ Users of social media platform continue to favor having free social media usage (at the cost of ads). The share who would pay for no ads has declined over time.
- ❑ With TikTok, the share who use the app daily is tracking near series highs.
- ❑ Overall, consumers indicate increasing usage frequency of social media platforms in general.
- ❑ Turning to Meta, in recent quarters the share of consumers who say they are bothered by the ads in their newsfeed has declined. In the past couple quarters, the share who say they don't mind the ads has actually eclipsed the share who say they are bothered by the ads.

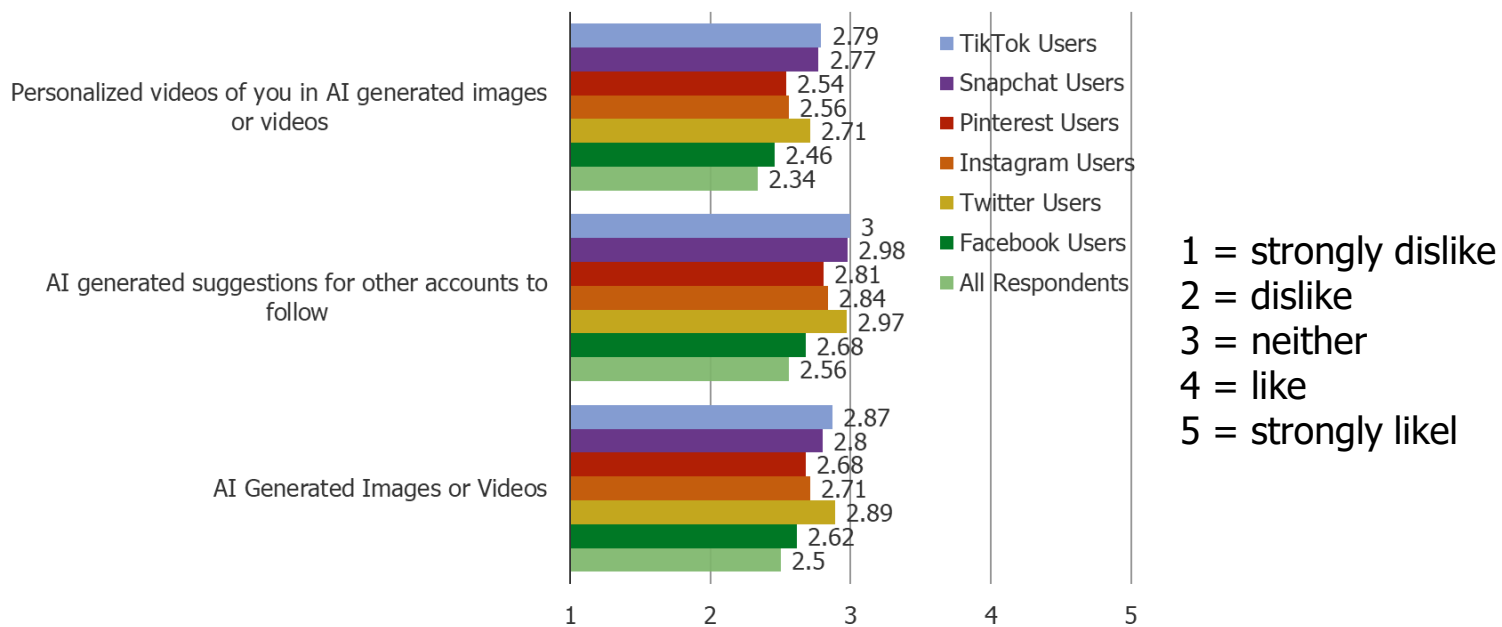
## RECENTLY ADDED QUESTIONS

IN GENERAL, HOW WOULD YOU FEEL ABOUT THE FOLLOWING IN YOUR SOCIAL MEDIA FEEDS?

Posed to all respondents

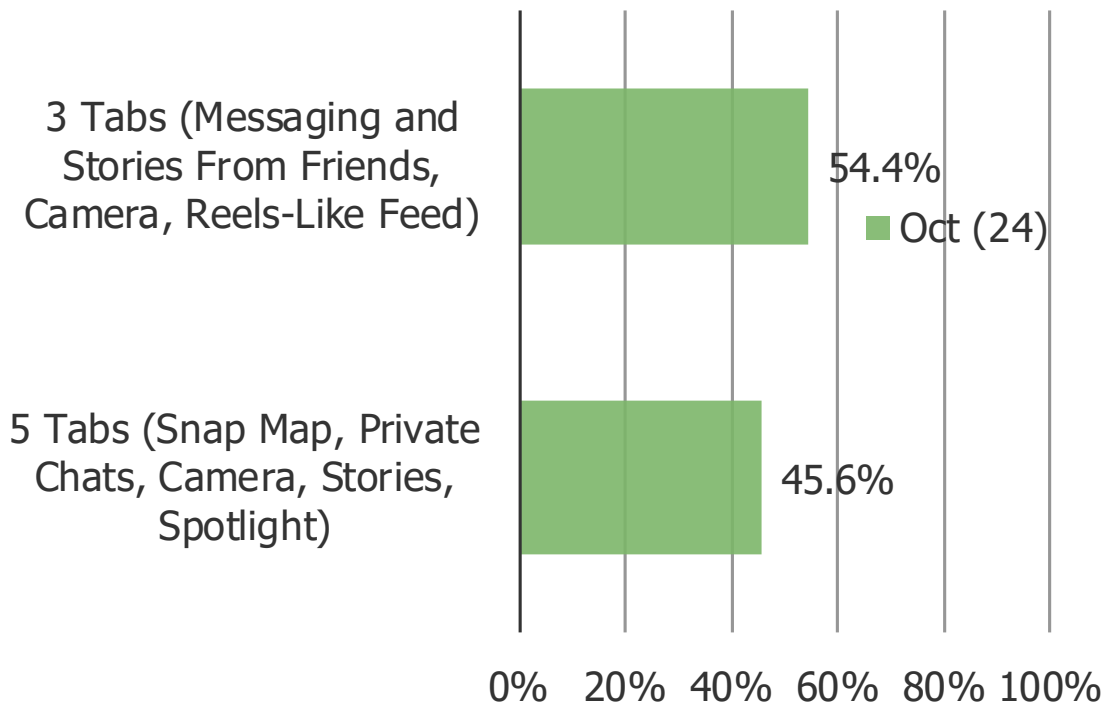


Filtering respondents...



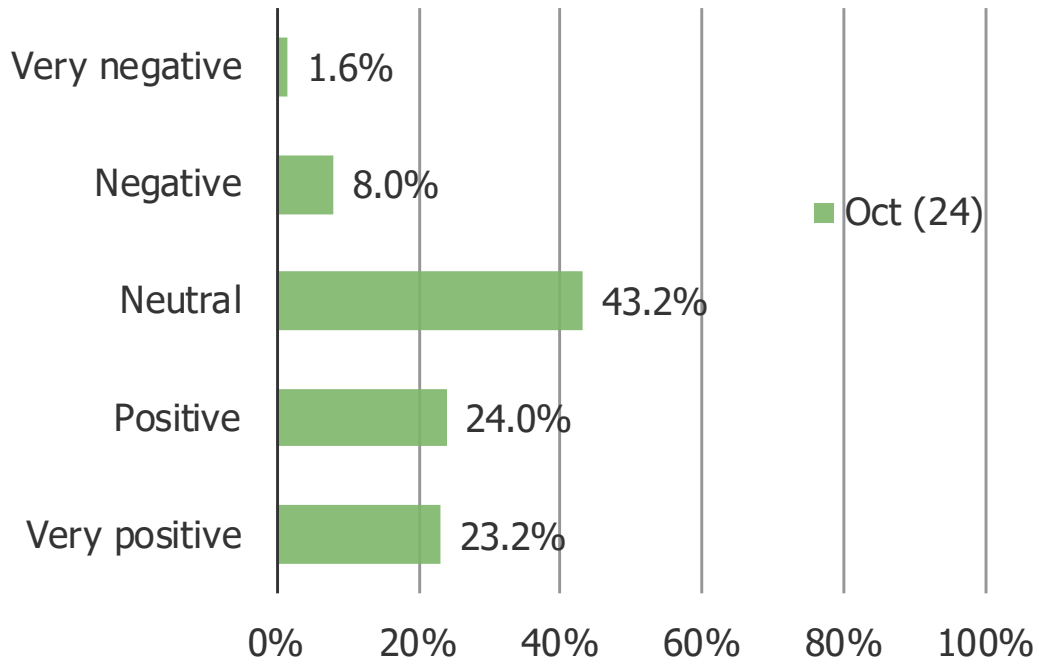
IN YOUR OPINION, IS SNAPCHAT BETTER WITH THREE OR FIVE TABS?

Posed to all respondents who use Snapchat. (N=250)



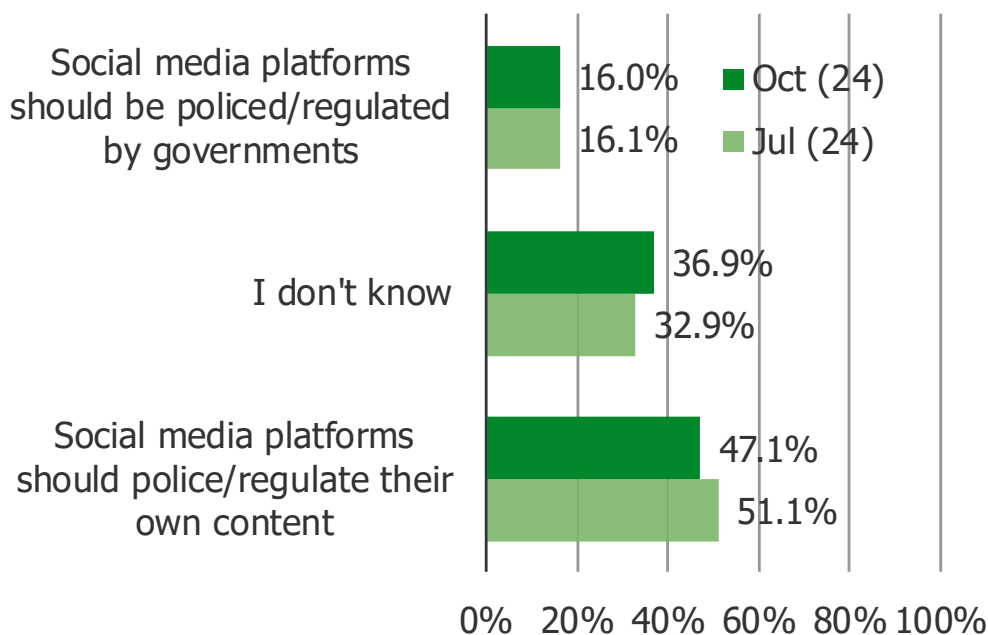
IF YOU OPENED SNAPCHAT AND THE APP DESIGN WAS CHANGED TO HAVE JUST THREE TABS (DEPICTED ABOVE)... WOULD YOUR OPINION OF THAT BE?

Posed to all respondents who use Snapchat. (N=250)

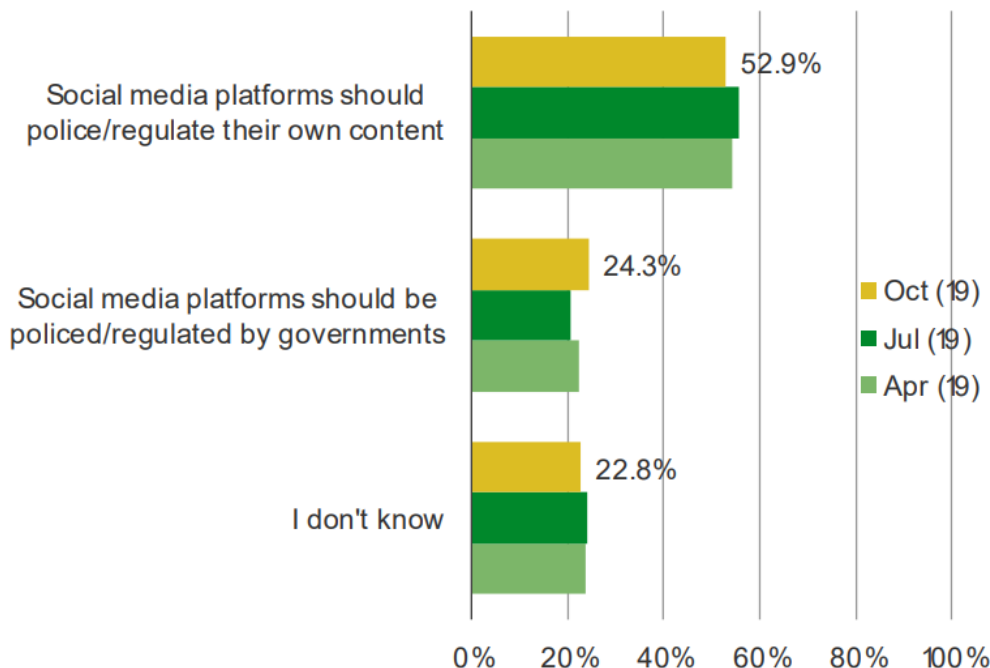


SHOULD SOCIAL MEDIA PLATFORMS POLICE/REGULATE THEIR OWN CONTENT, OR SHOULD THEY BE POLICED/REGULATED BY GOVERNMENTS?

Posed to all respondents

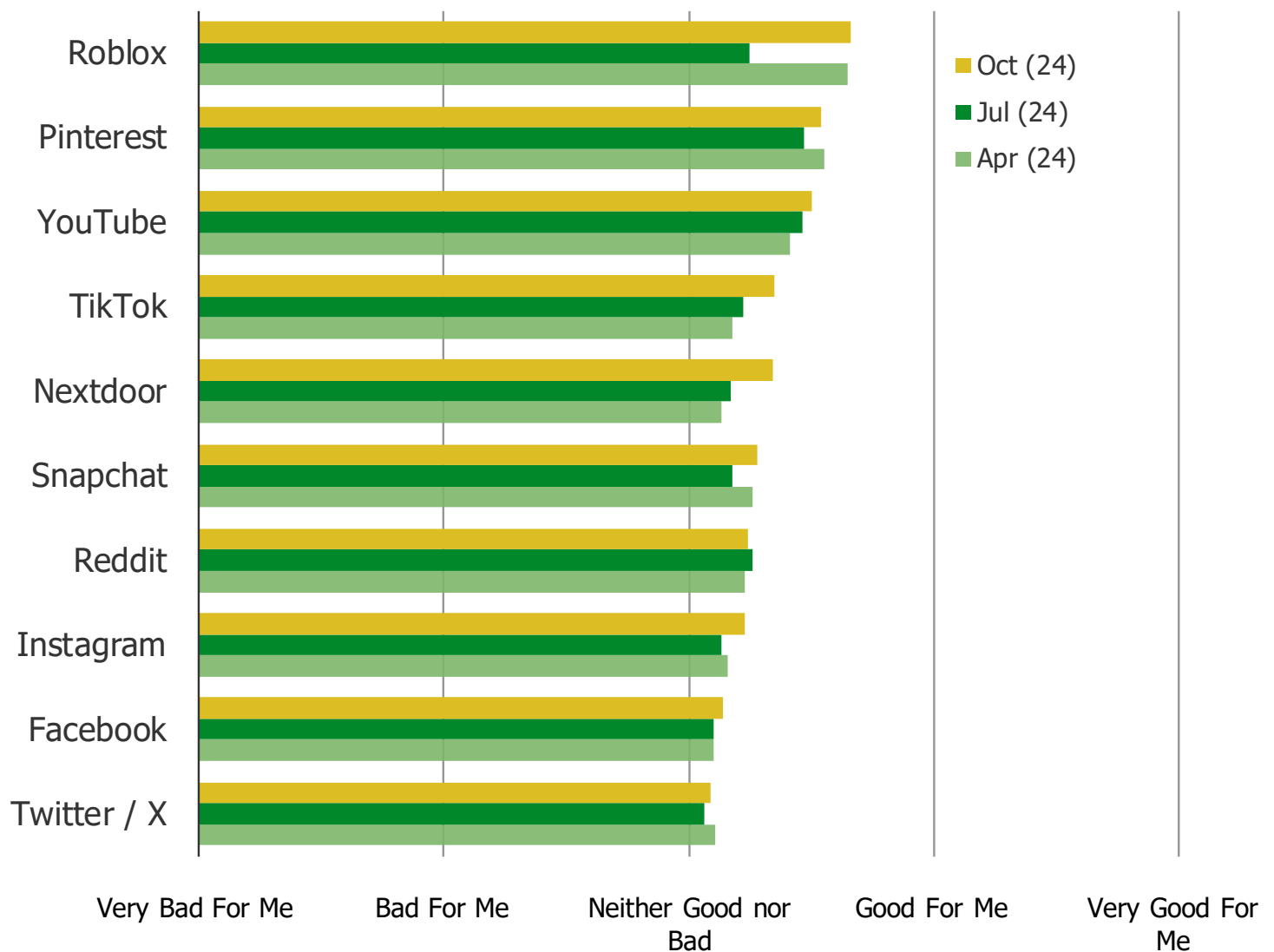


Historical Readings



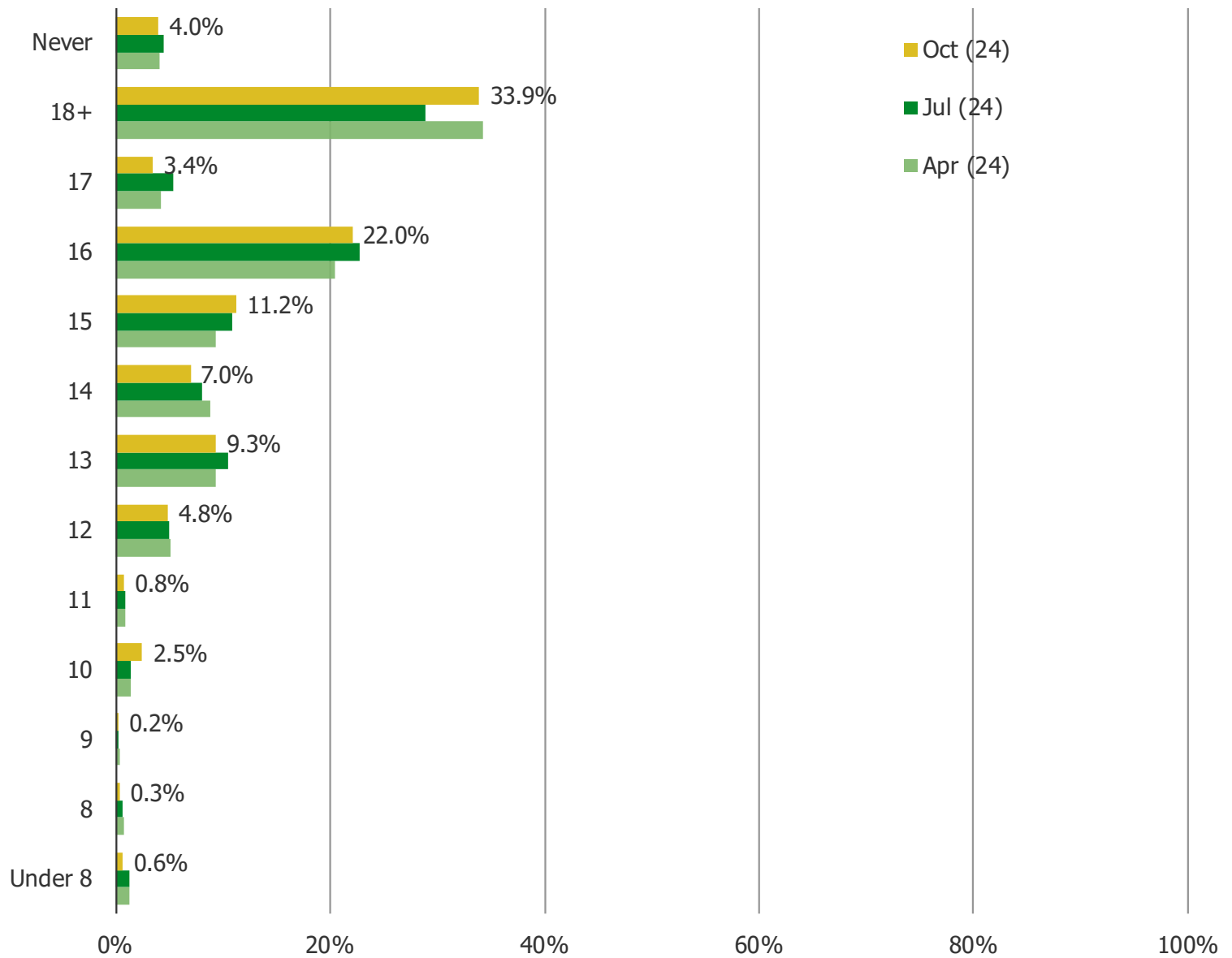
IN YOUR OPINION, ARE THE FOLLOWING GOOD OR BAD FOR YOUR MENTAL HEALTH?

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?

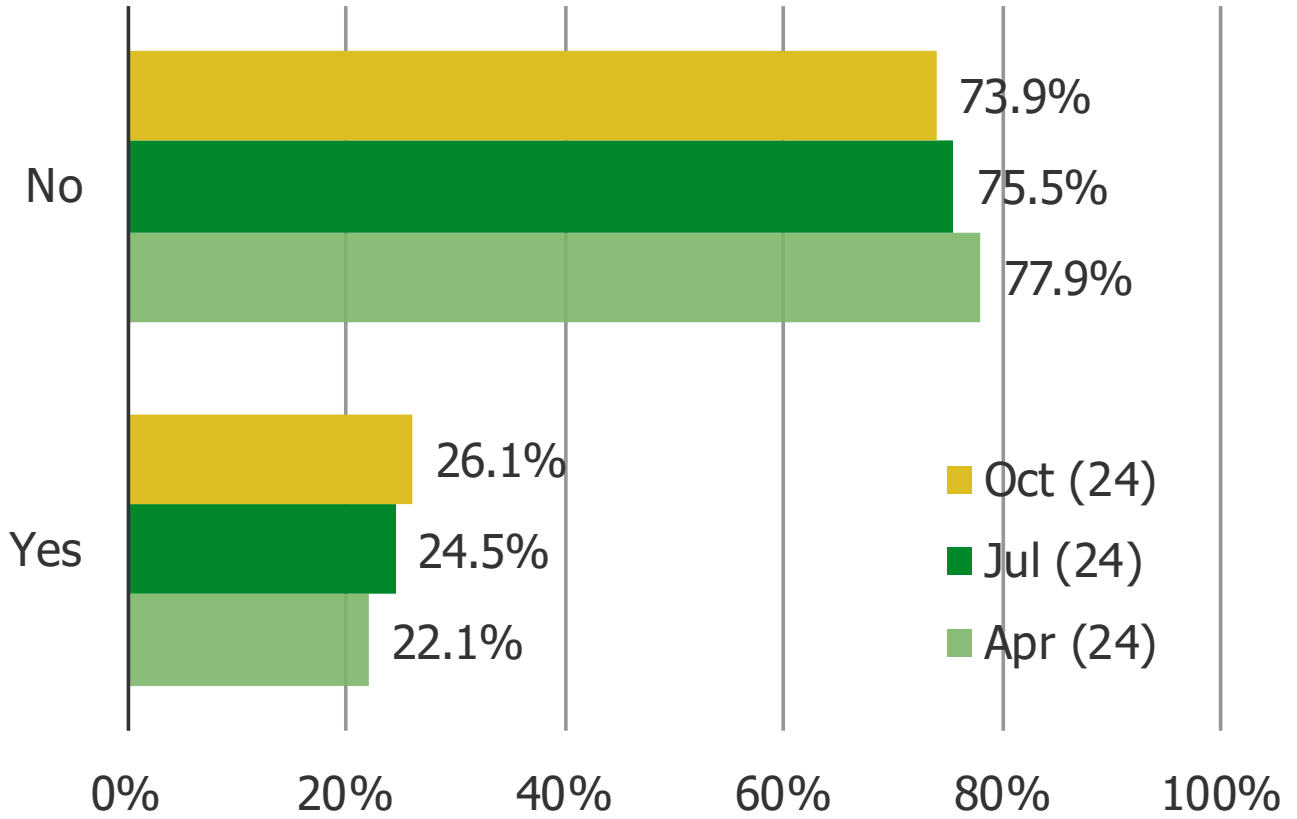
Posed to all respondents.





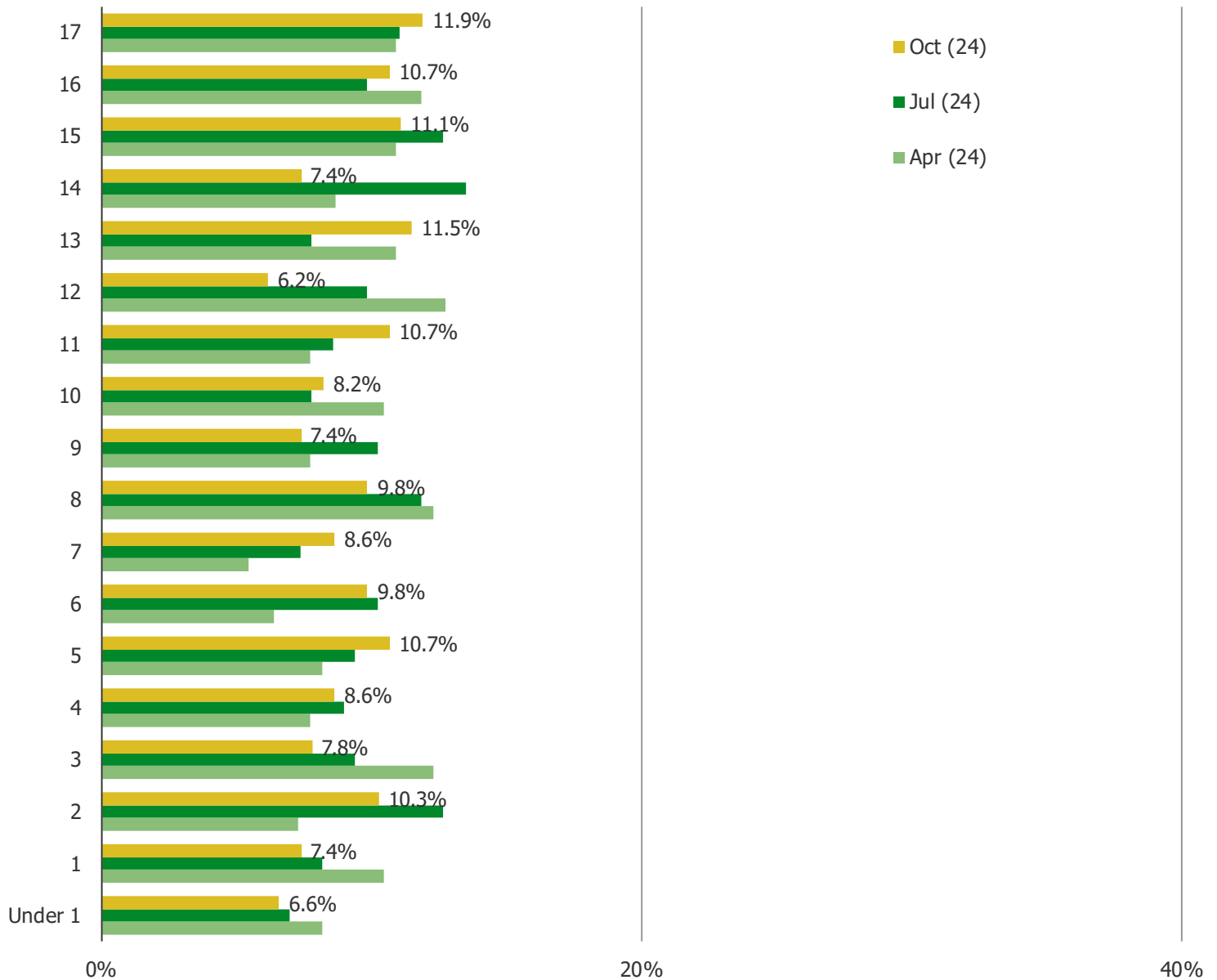
DO YOU HAVE CHILDREN UNDER THE AGE OF 18?

Posed to all respondents.



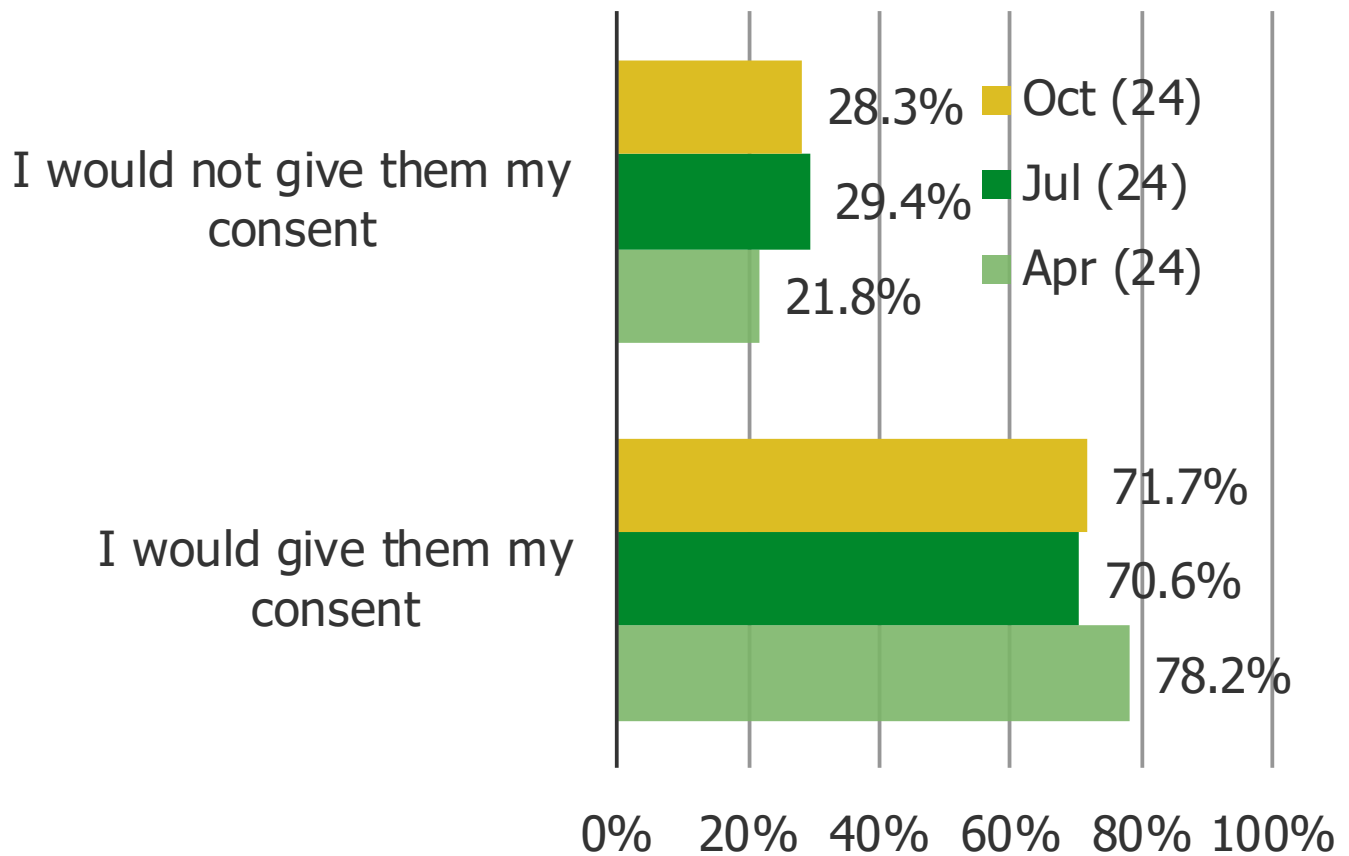
WHAT AGE IS YOUR CHILD(REN)? IF YOU HAVE MORE THAN ONE CHILD UNDER 18, SELECT AS MANY THAT APPLY

Posed to respondents who have children under the age of 18 (N = 244).



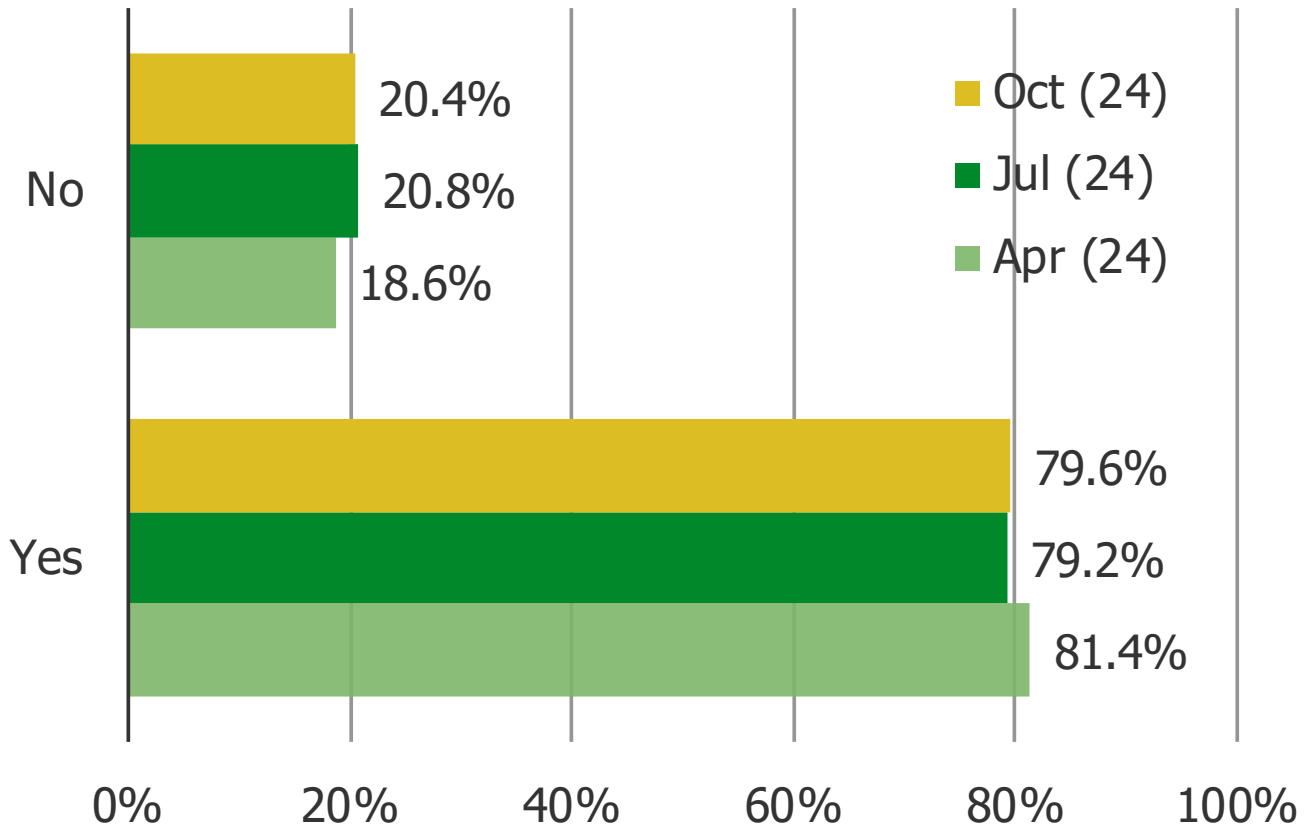
IF YOUR 15 OR 16 YEAR-OLD NEEDED PARENTAL CONSENT TO USE SOCIAL MEDIA, WOULD YOU....?

Posed to respondents who have children under the age of 18 (N = 244).



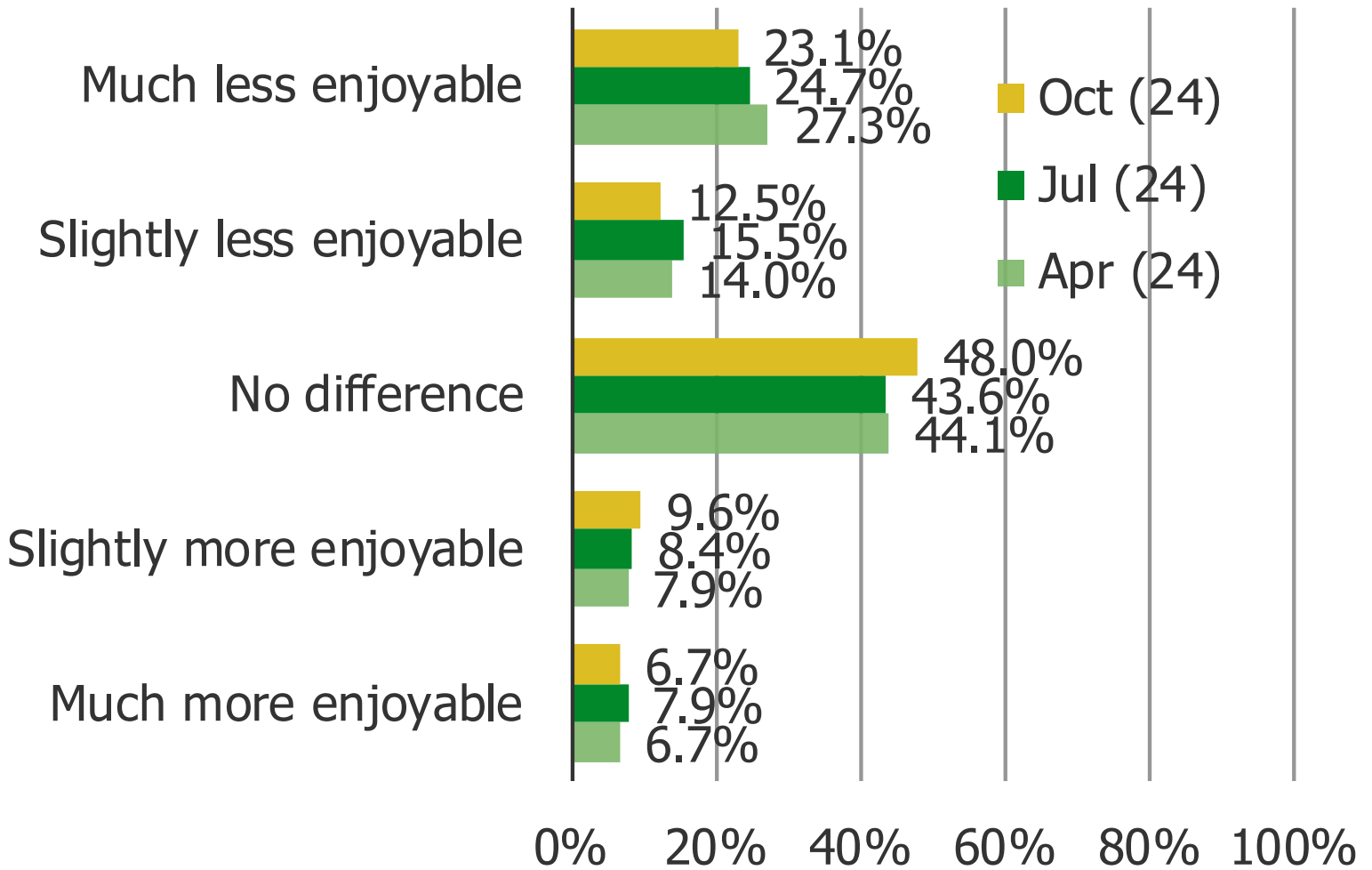
WOULD YOU SUPPORT LAWS THAT PROHIBIT CHILDREN 14 AND UNDER FROM USING SOCIAL MEDIA AND REQUIRE 15 AND 16 YEAR-OLDS TO OBTAIN PARENTAL CONSENT IN ORDER TO USE SOCIAL MEDIA?

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



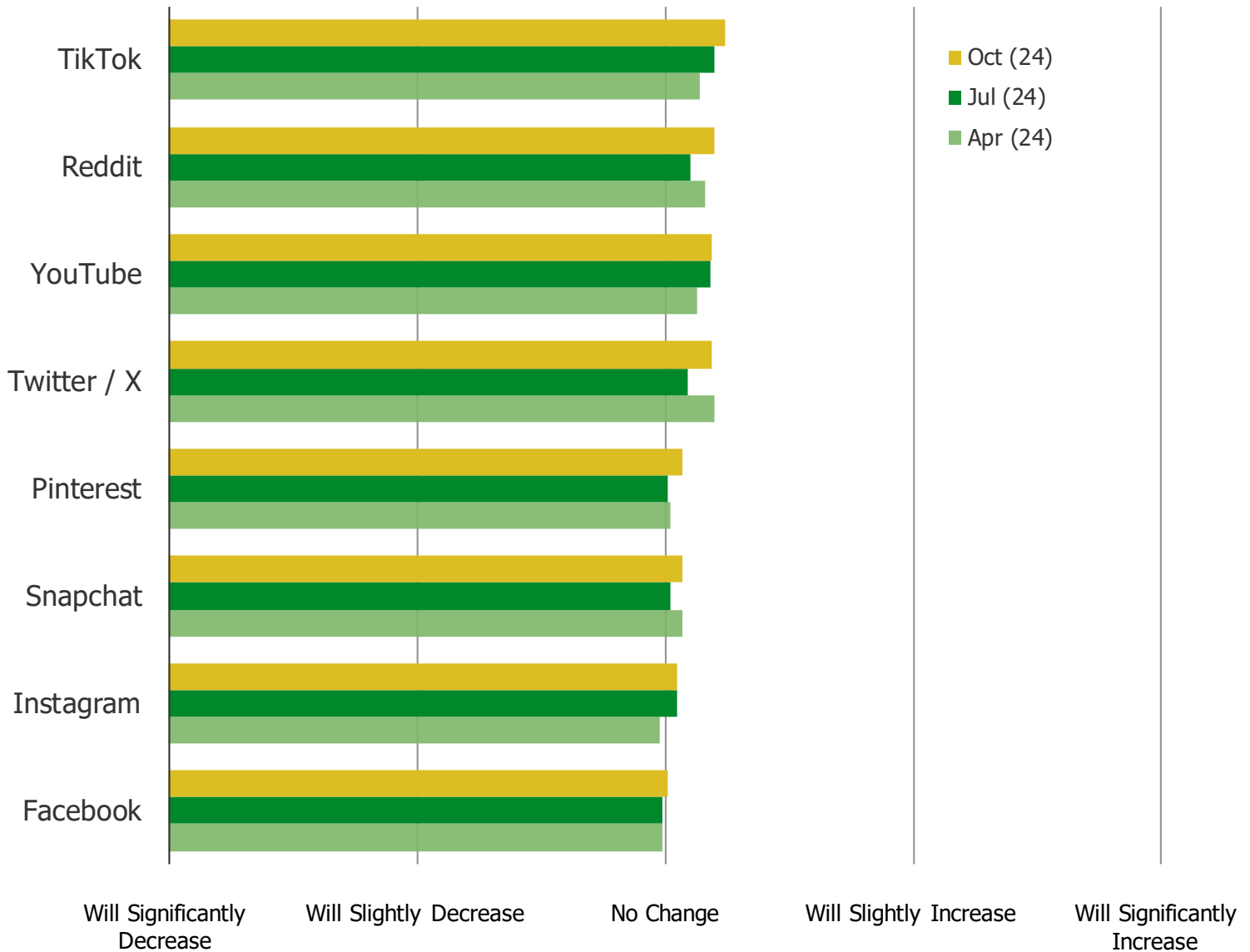
IN YOUR OPINION, ARE SOCIAL MEDIA APPS MORE OR LESS ENJOYABLE DURING PRESIDENTIAL ELECTIONS?

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?

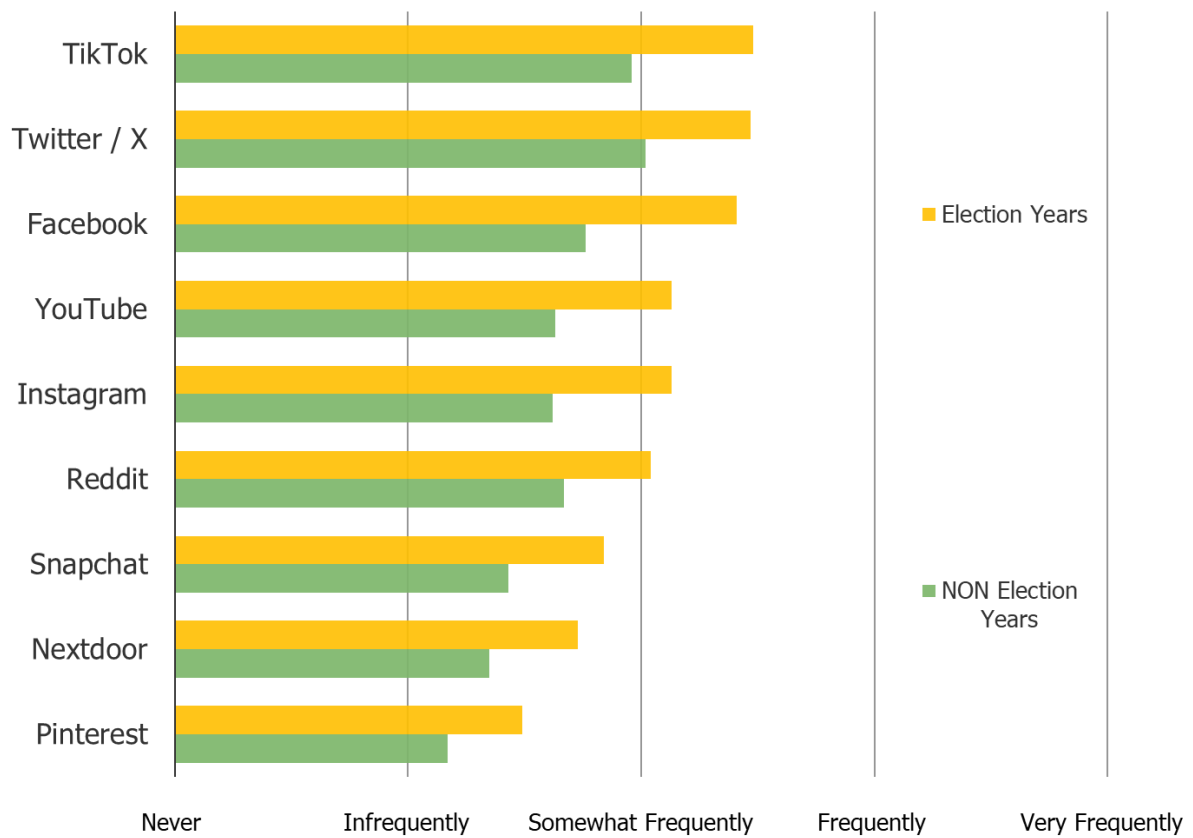
Posed to respondents who use each of the below.



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.

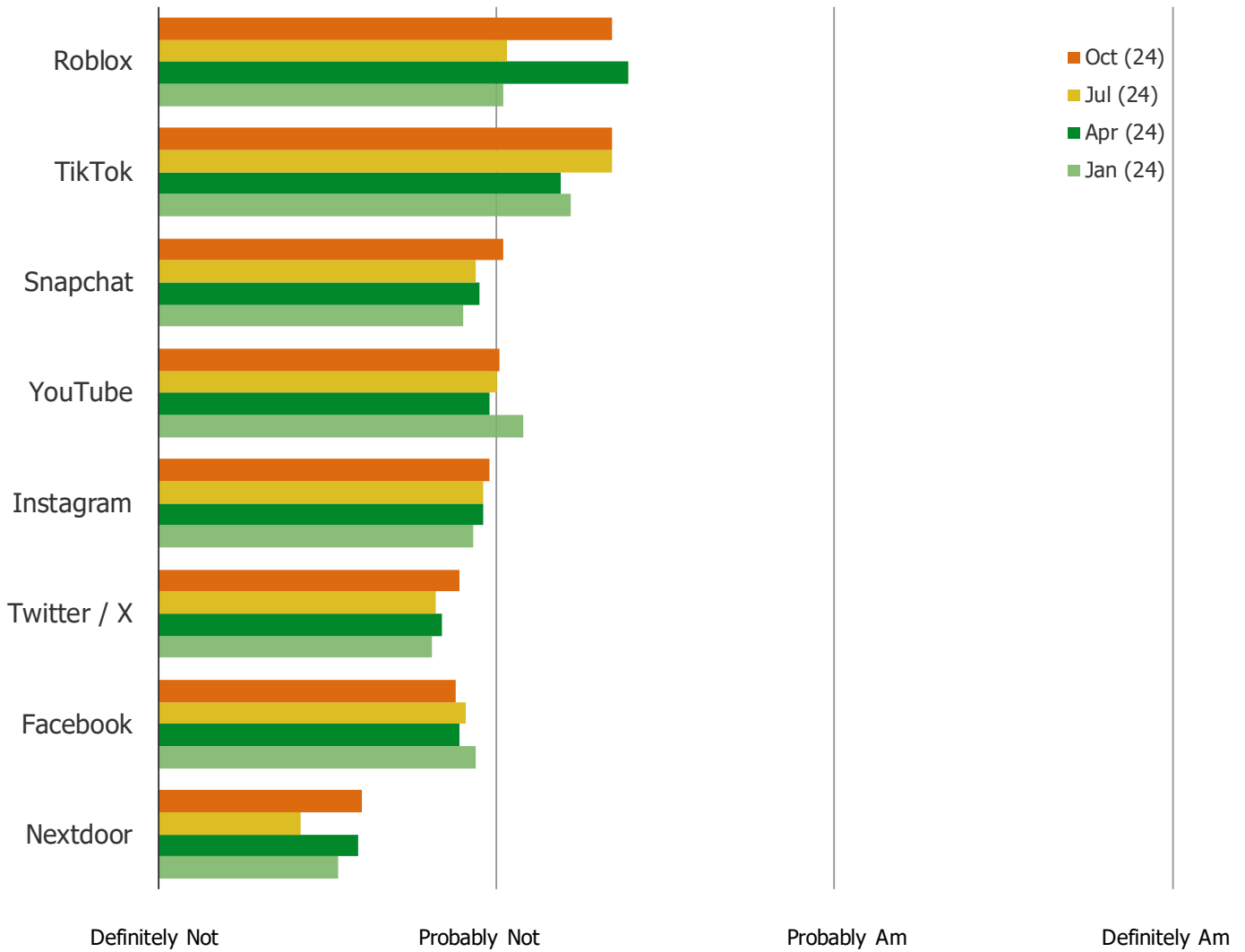
October 2024



	N=
Facebook	711
Twitter / X	288
Snapchat	286
Instagram	499
Pinterest	327
TikTok	375
YouTube	760
Nextdoor	164
Reddit	248

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

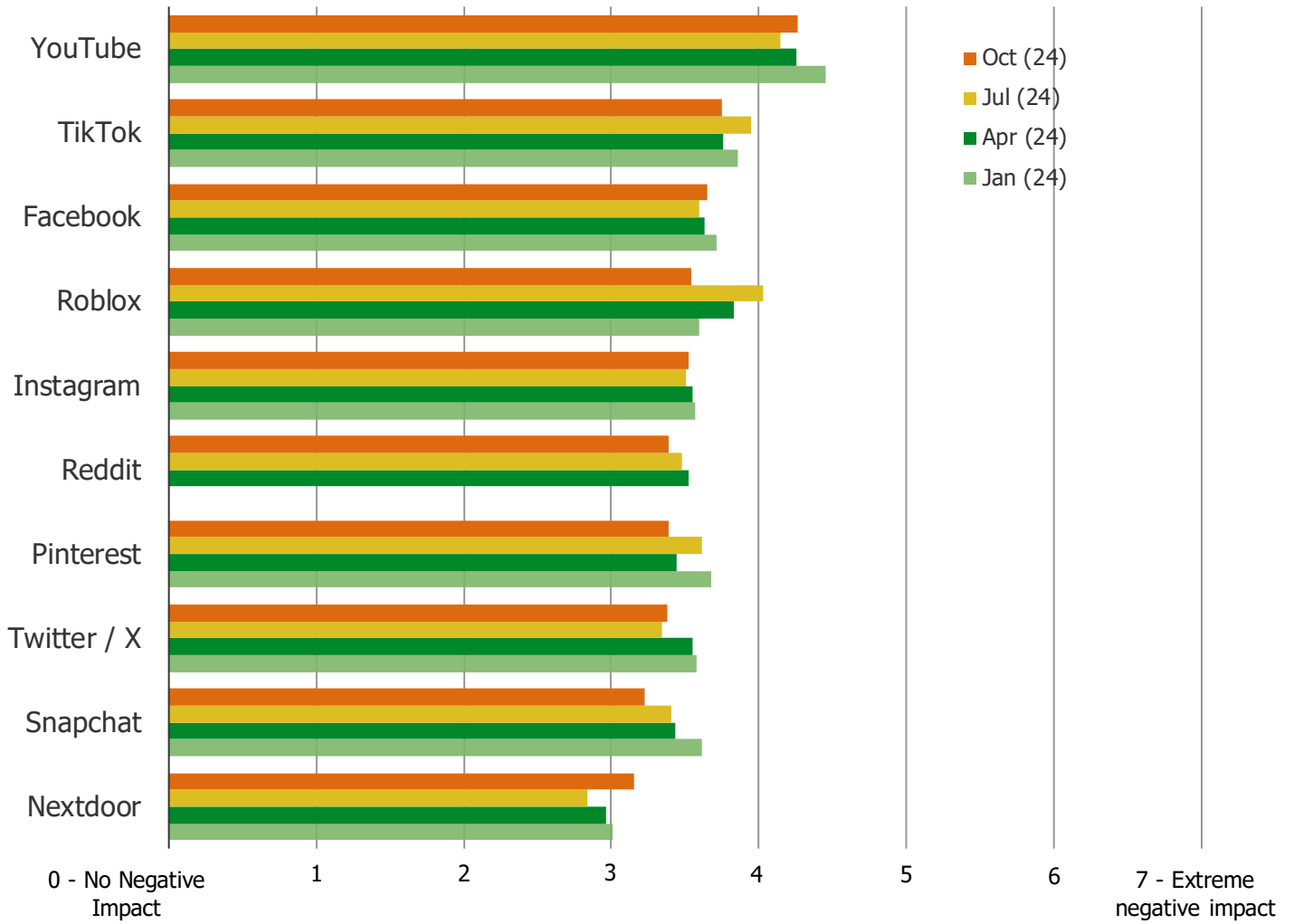
Posed to respondents who use each of the below.





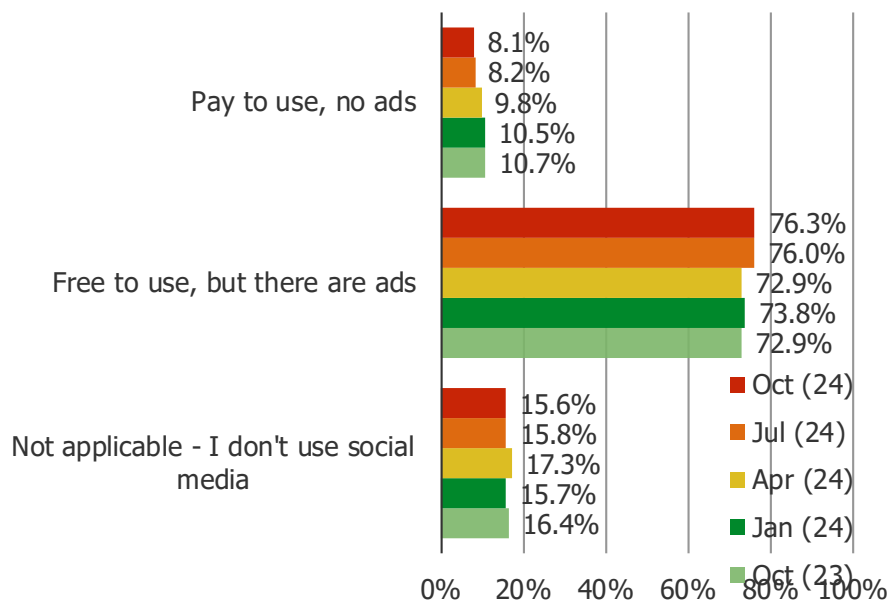
WHAT KIND OF AN IMPACT WOULD THERE BE ON YOUR LIFE IF THE FOLLOWING WENT OUT OF EXISTENCE?

Posed to respondents who use the below.



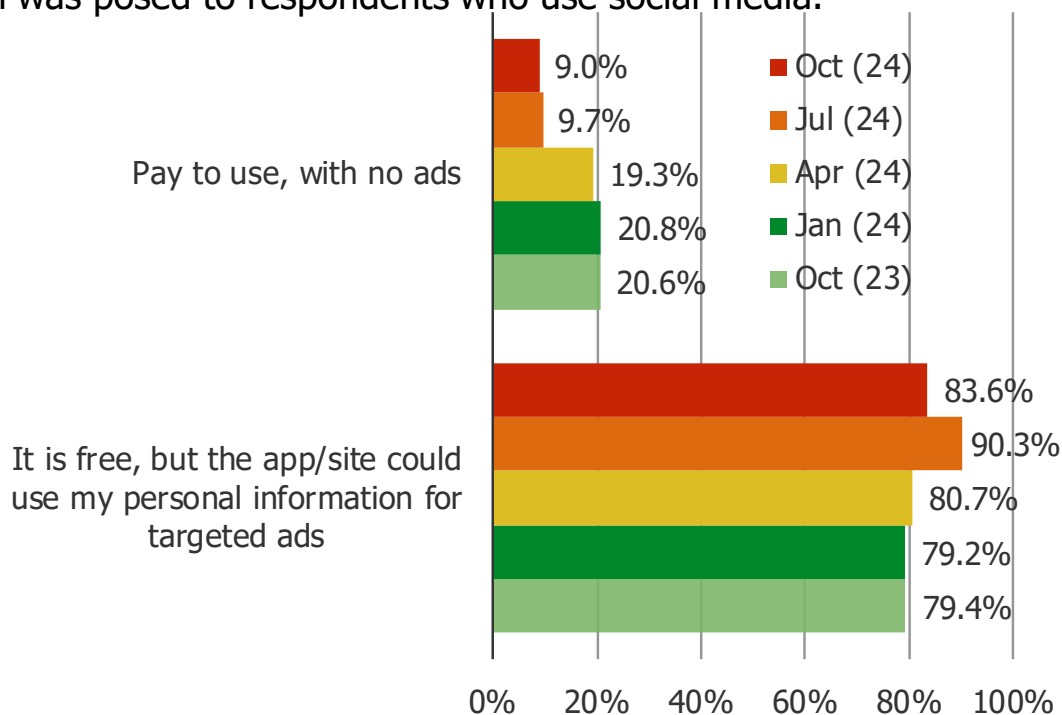
THINKING ABOUT YOUR SOCIAL MEDIA USAGE, WHICH WOULD BE PREFERABLE?

This question was posed to all respondents.



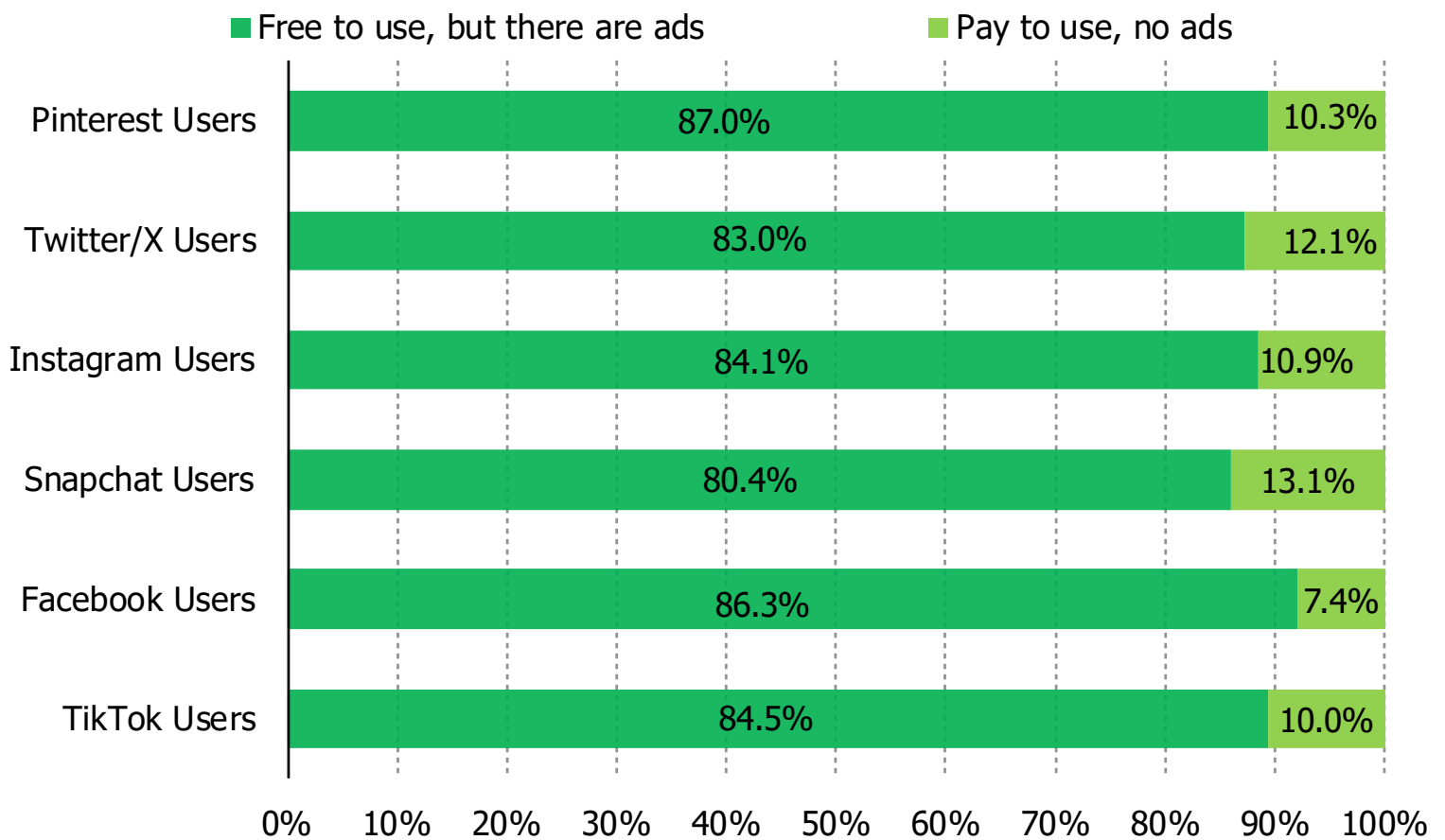
THINKING ABOUT YOUR SOCIAL MEDIA USAGE, WHICH WOULD BE PREFERABLE?

This question was posed to respondents who use social media.



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

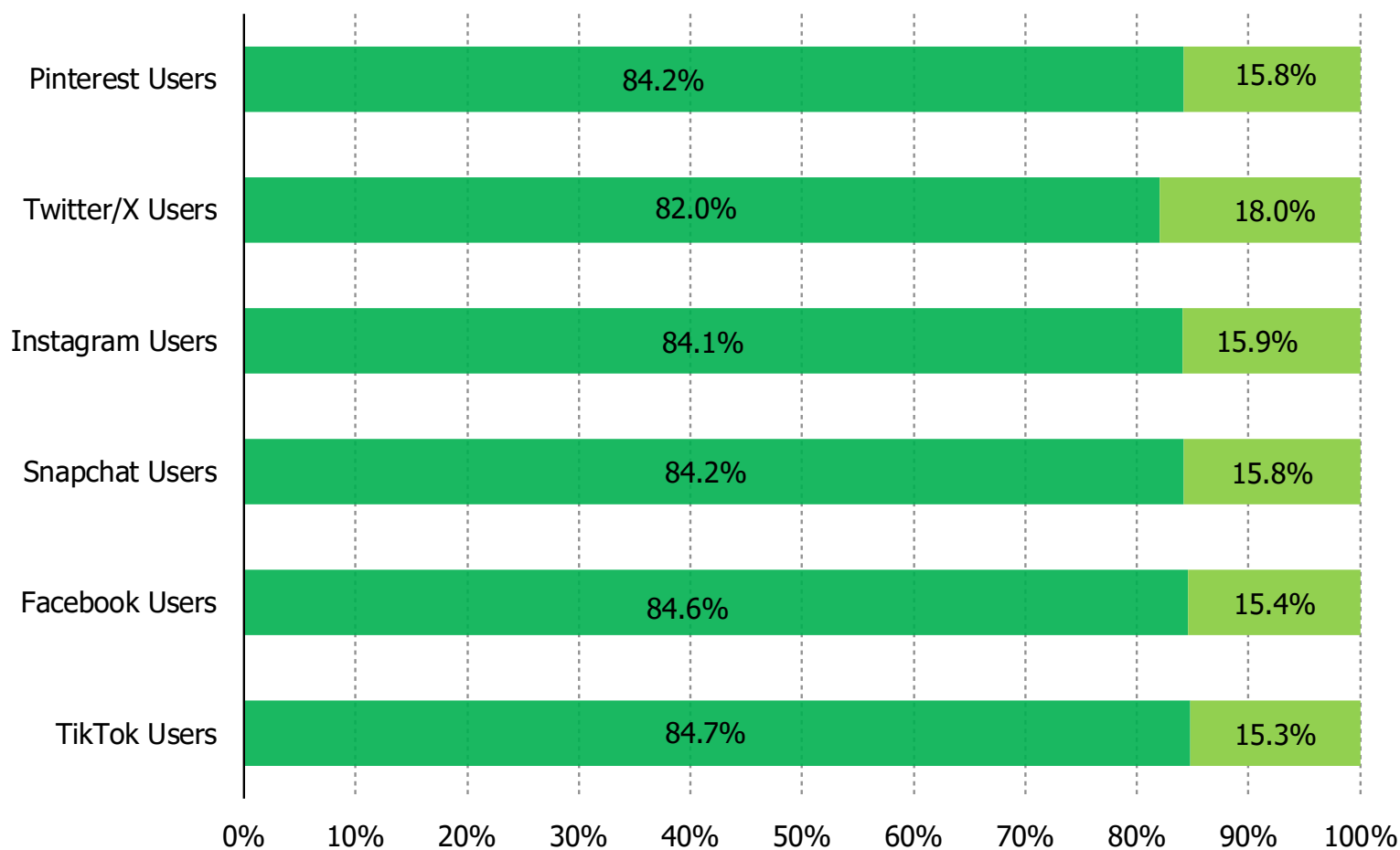
This question was posed to respondents who use social media, cross-tabbed October 24 Wave



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

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

■ It is free, but the app/site could use my personal information for targeted ads ■ Pay to use, with no ads



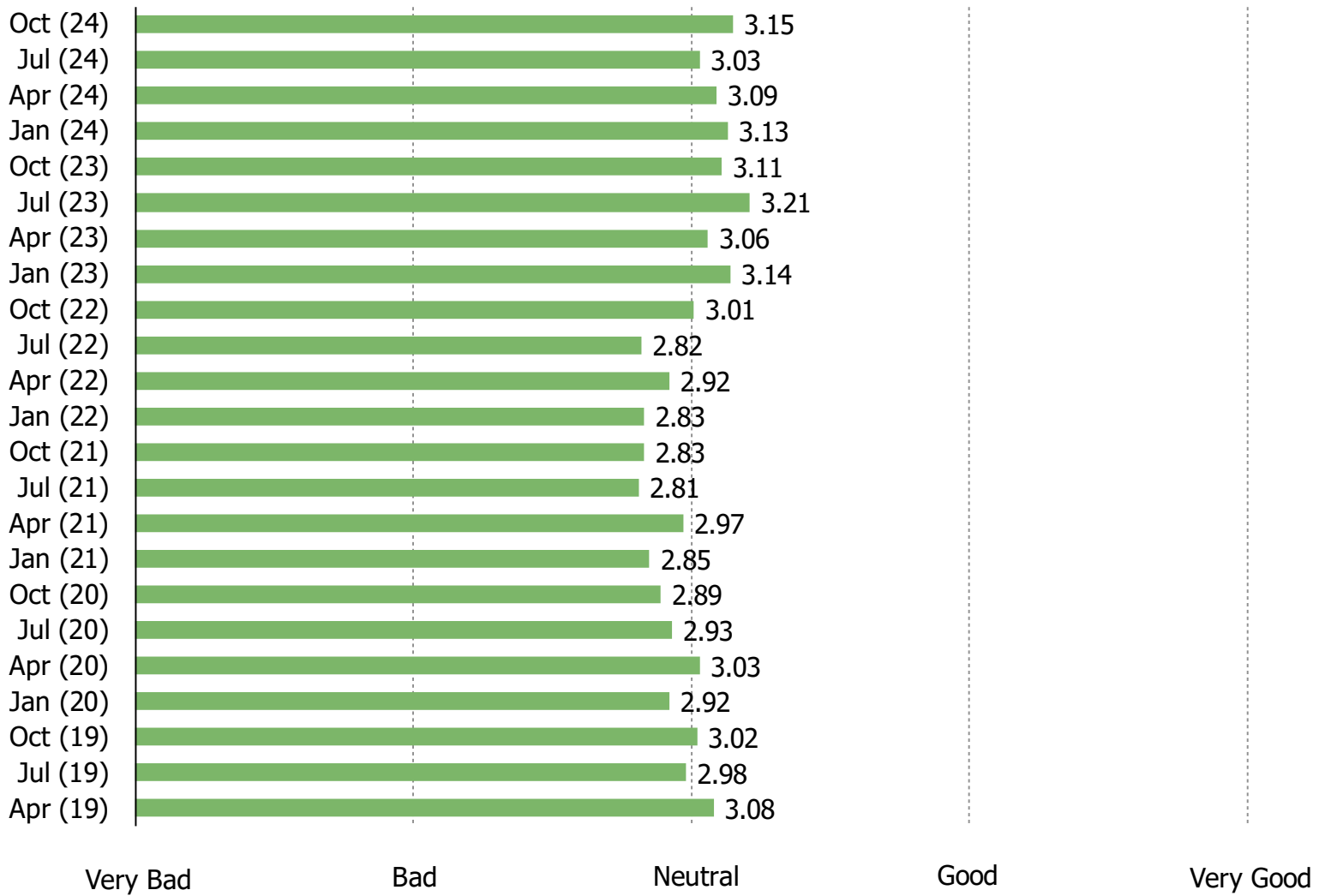




# SOCIAL MEDIA SECTOR AND COMPETITIVE DYNAMICS QUESTIONS

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

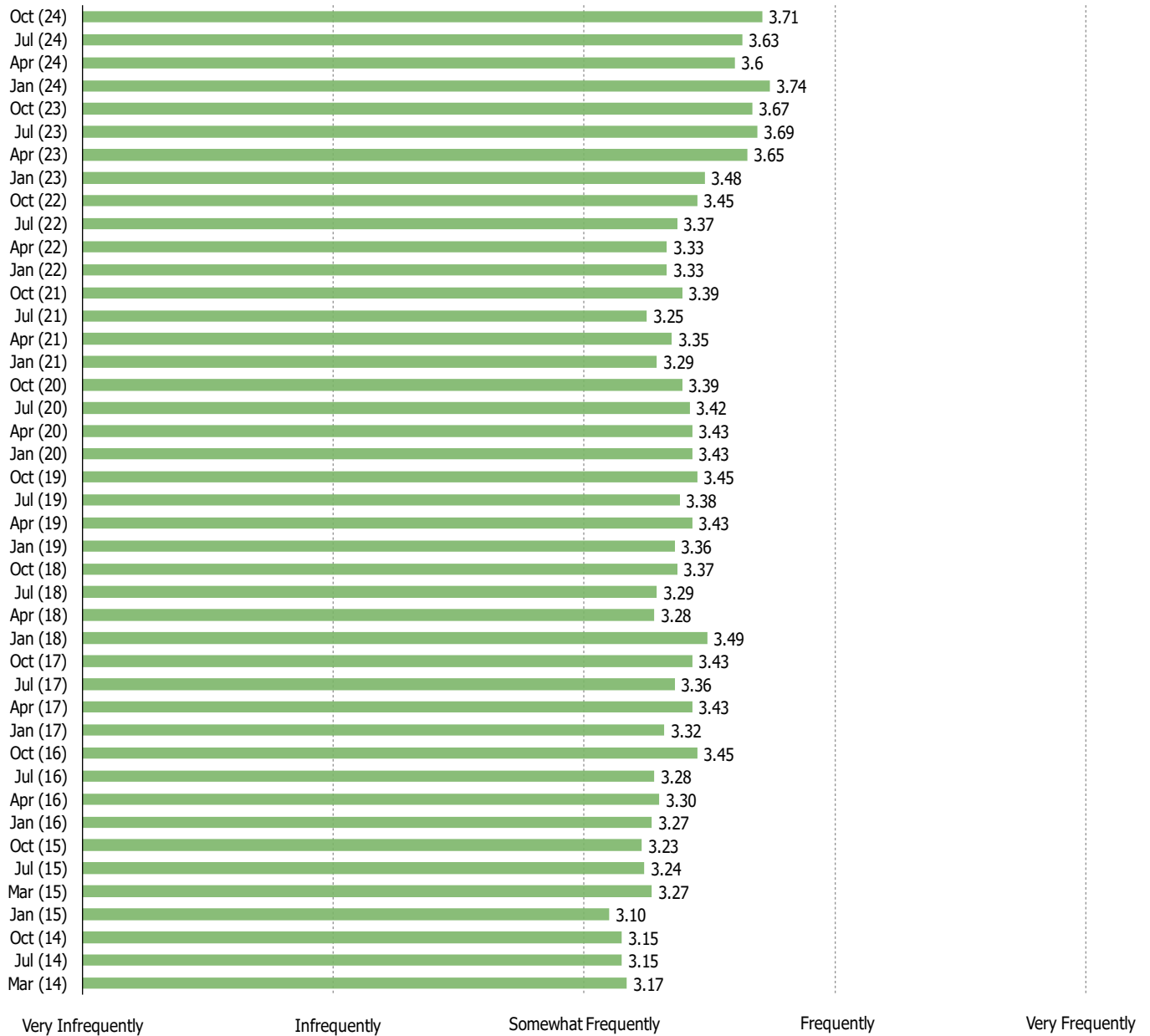
Posed to all respondents





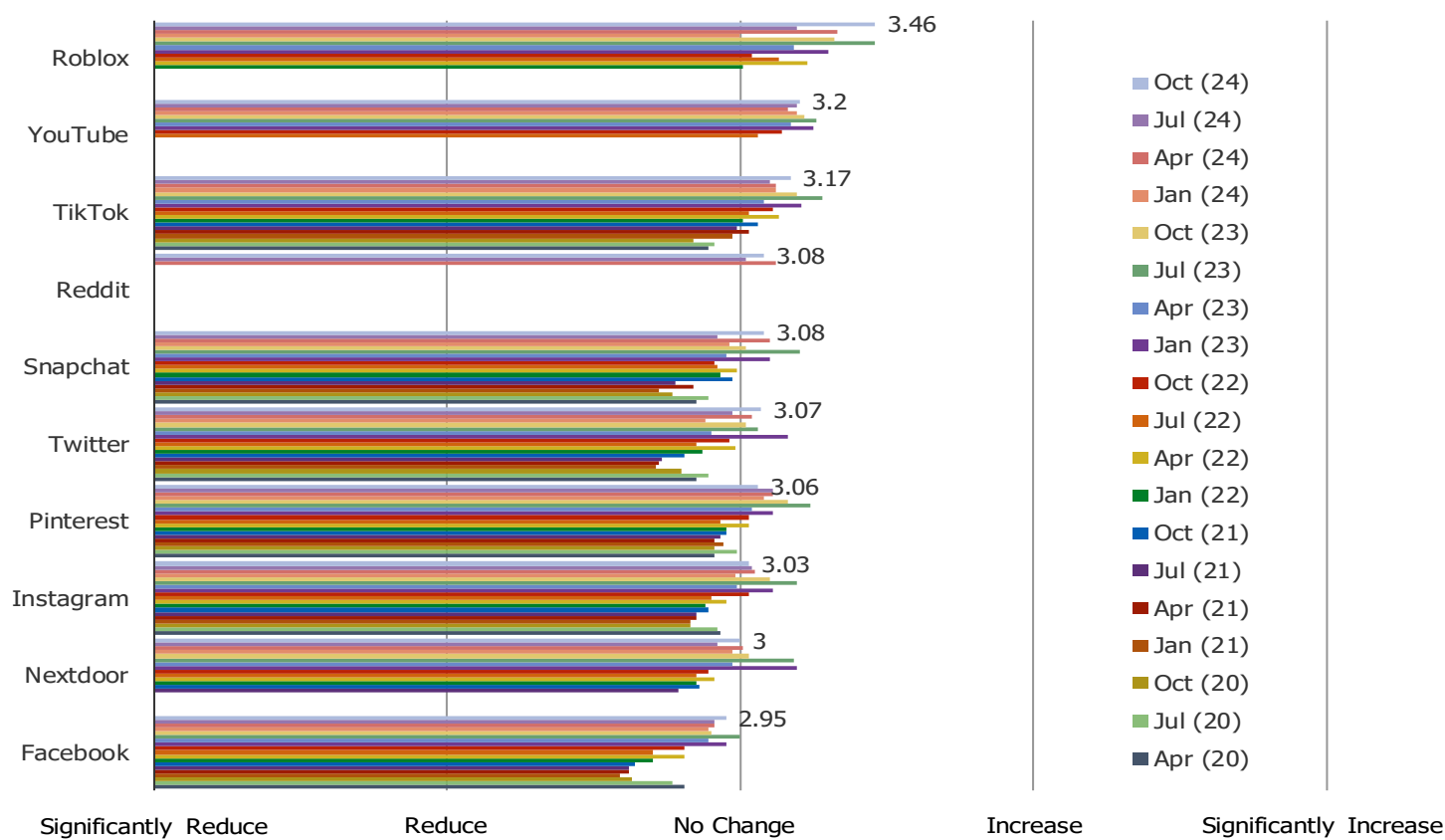
SOCIAL MEDIA USAGE FREQUENCY

Posed to all consumers.



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

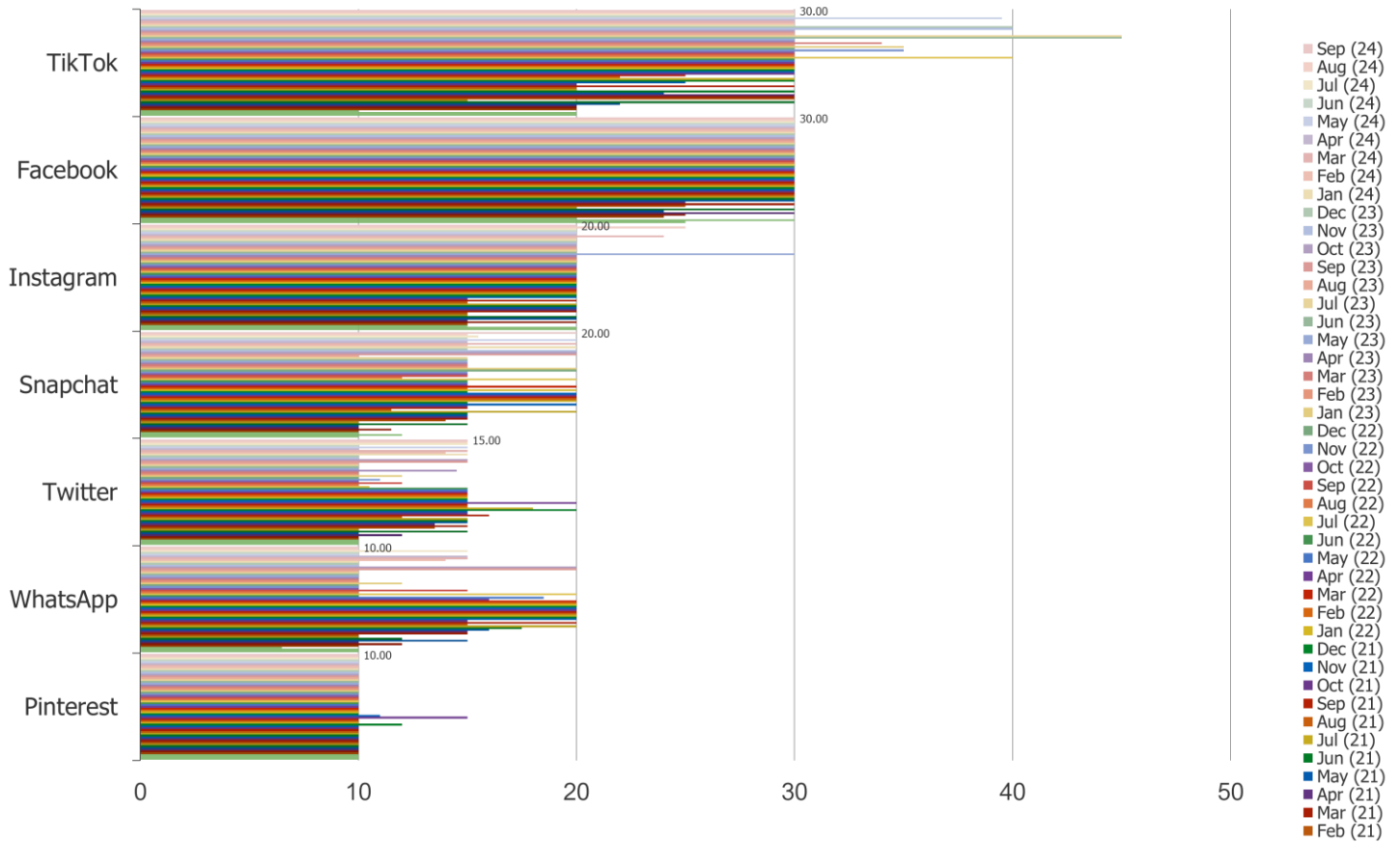
Posed to respondents who use the following platforms.



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

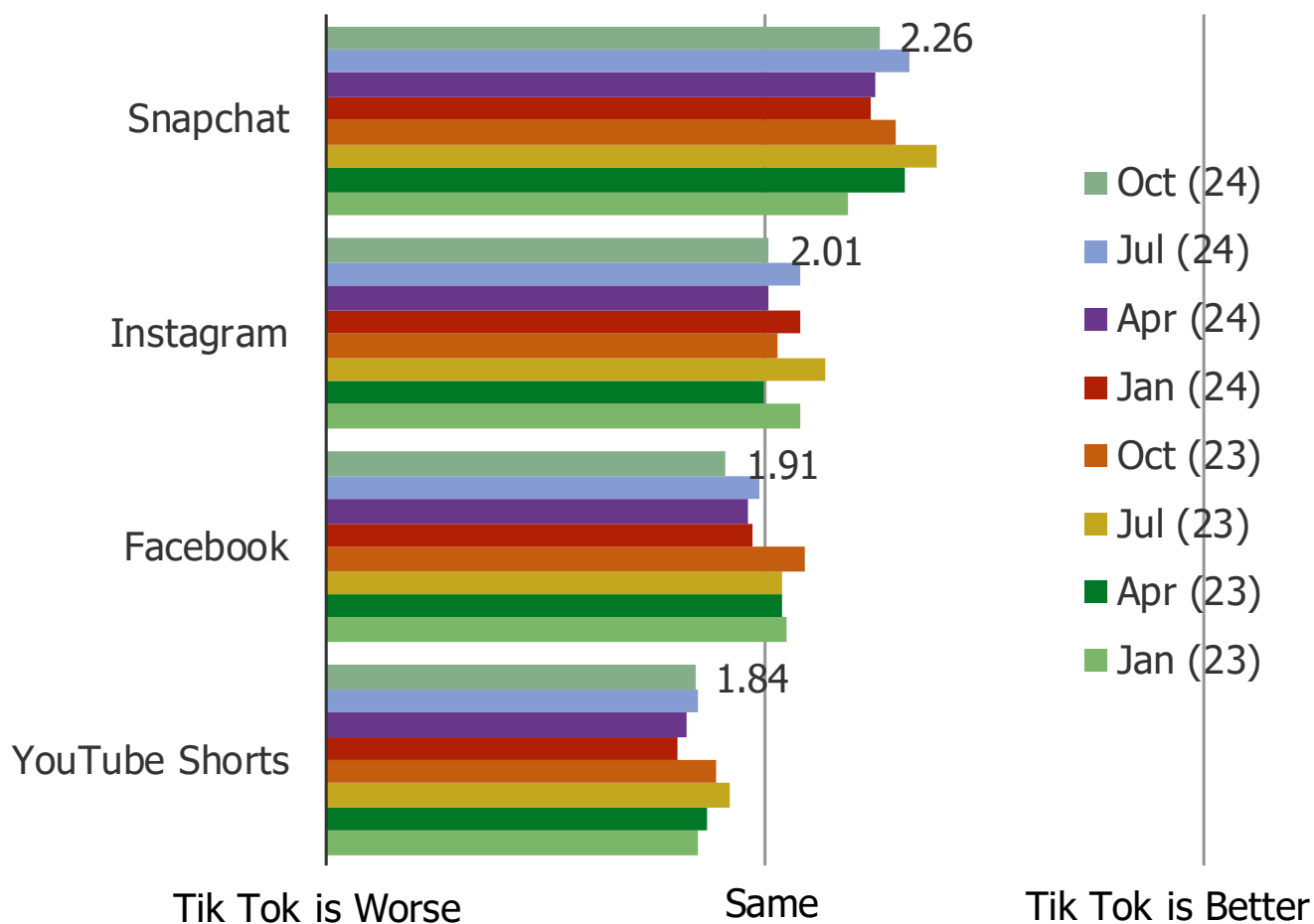
Posed to daily visitors of each platform.

*Chart Shows Median*



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

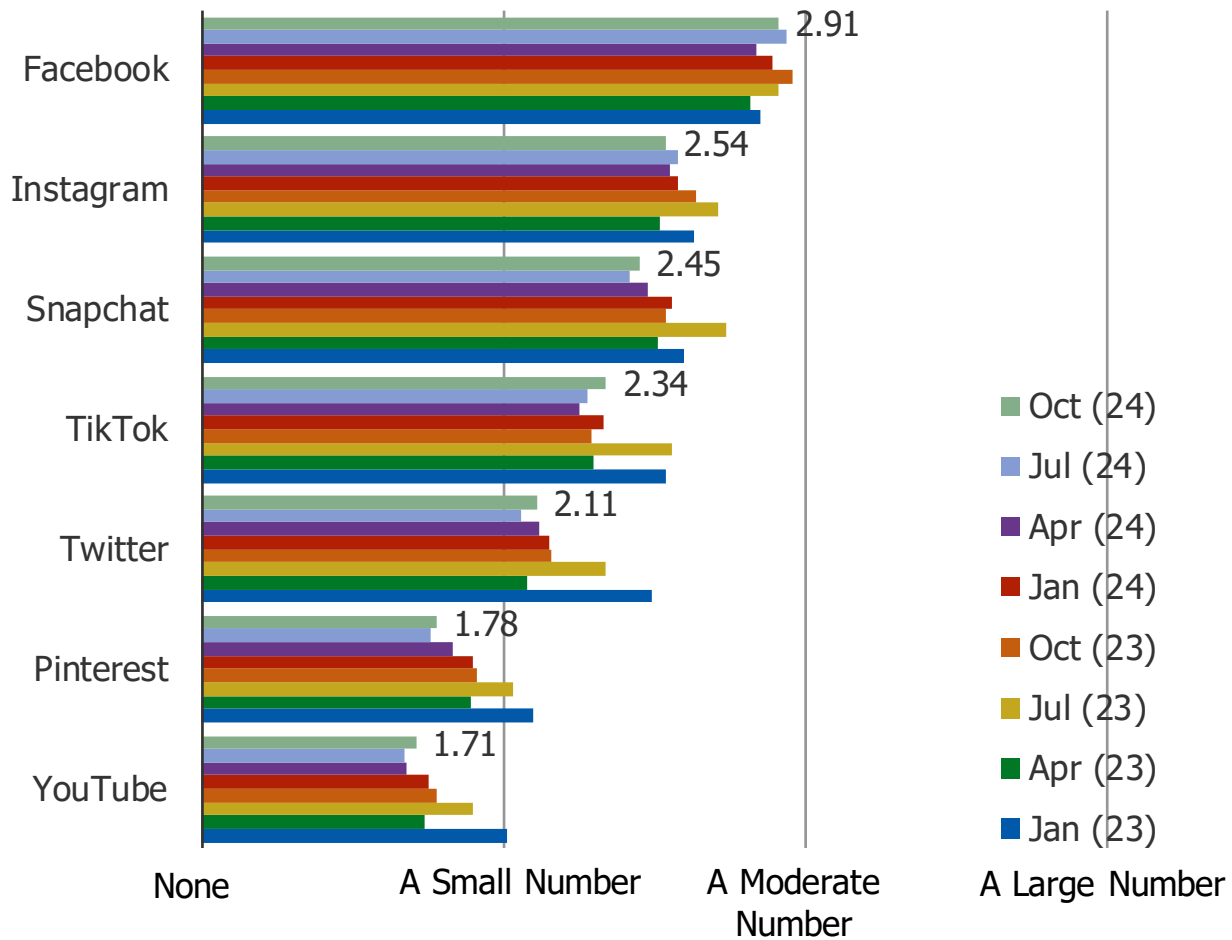
This question was posed respondents who watch multiple videos in a row on TikTok AND on each of the following platforms.



Browse videos on TikTok and...	N=
Facebook	341
Instagram	275
Snapchat	111
YouTube Shorts	306

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

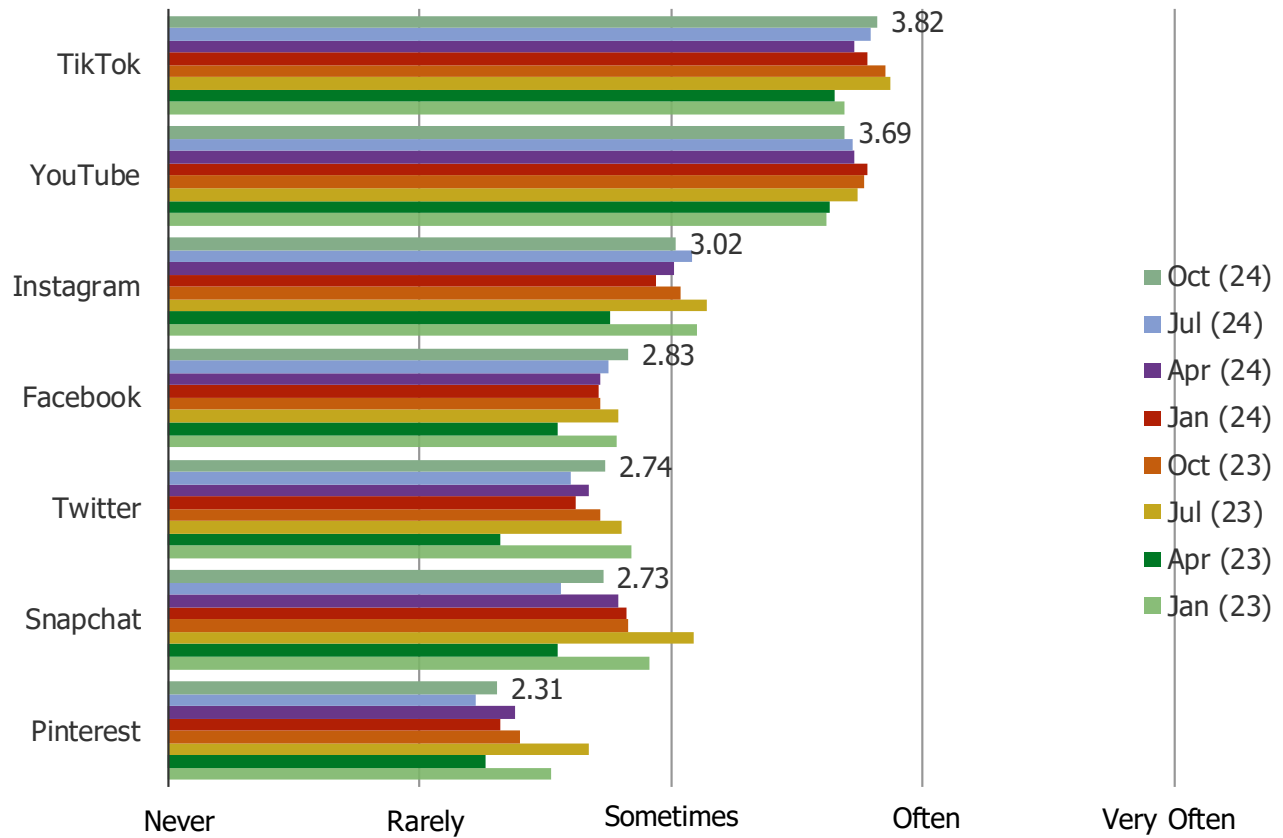
This question was posed to all respondents who use each of the below.



	N=
Facebook	711
Twitter / X	288
Snapchat	286
Instagram	499
Pinterest	327
TikTok	375
YouTube	760

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

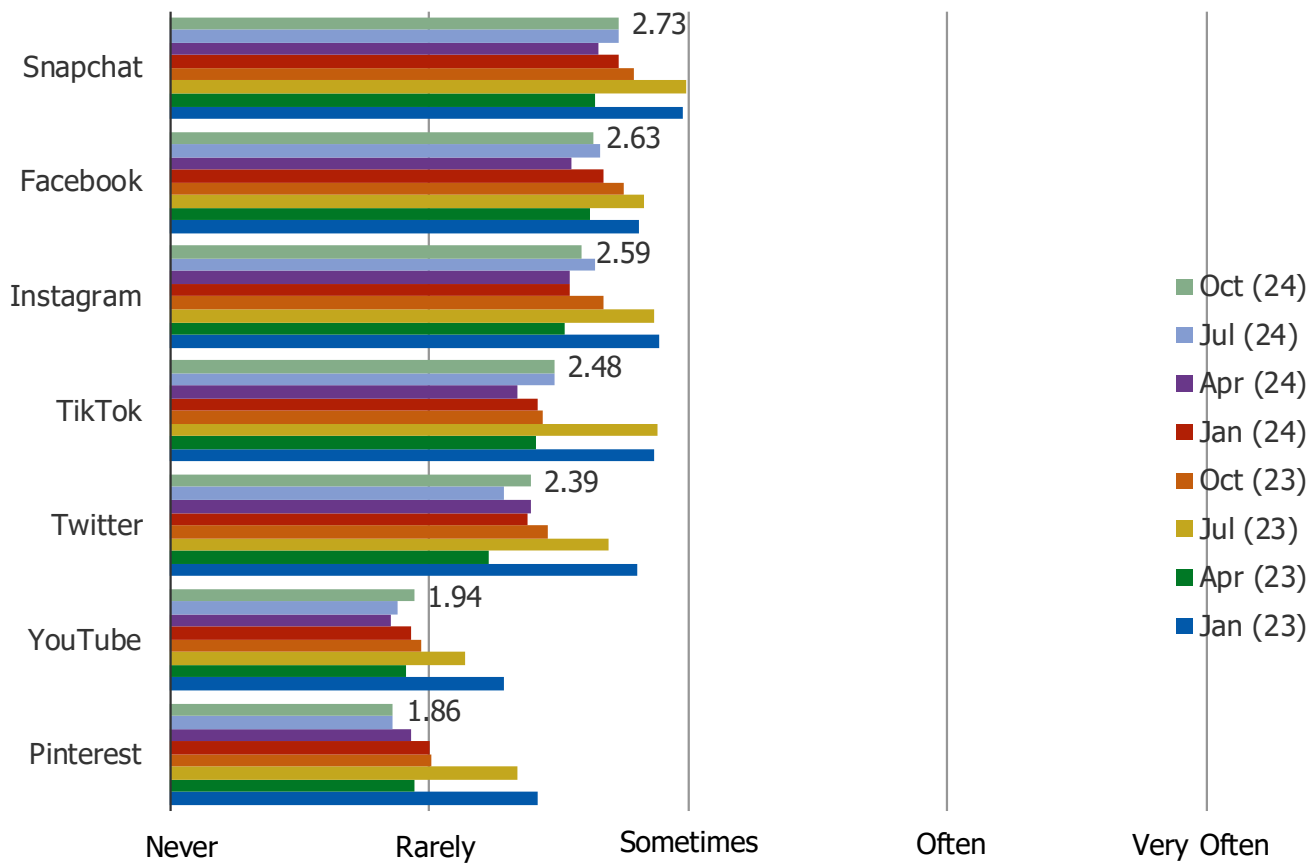
This question was posed to all respondents who use each of the below.



	N=
Facebook	711
Twitter / X	288
Snapchat	286
Instagram	499
Pinterest	327
TikTok	375
YouTube	760

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

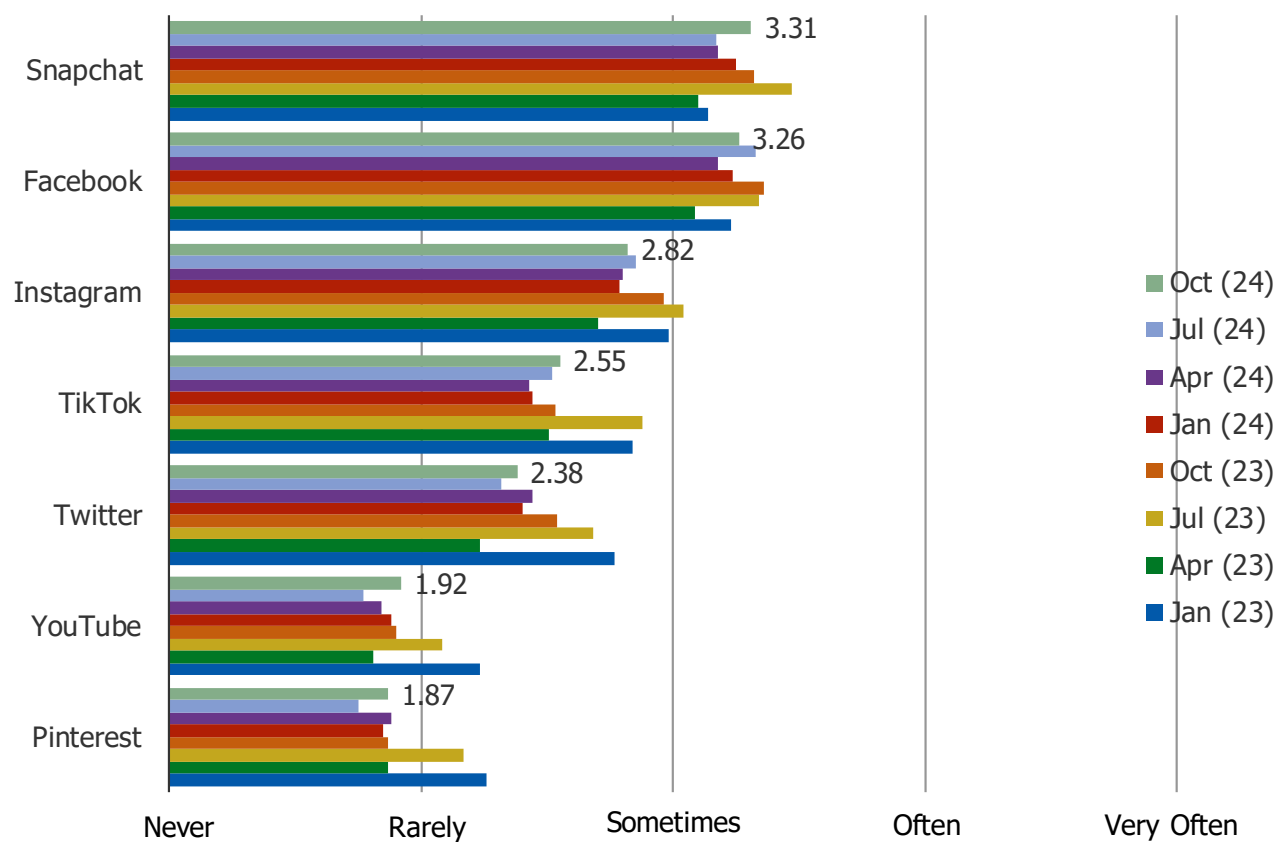
This question was posed to all respondents who use each of the below.



	N=
Facebook	711
Twitter / X	288
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YouTube	760

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

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

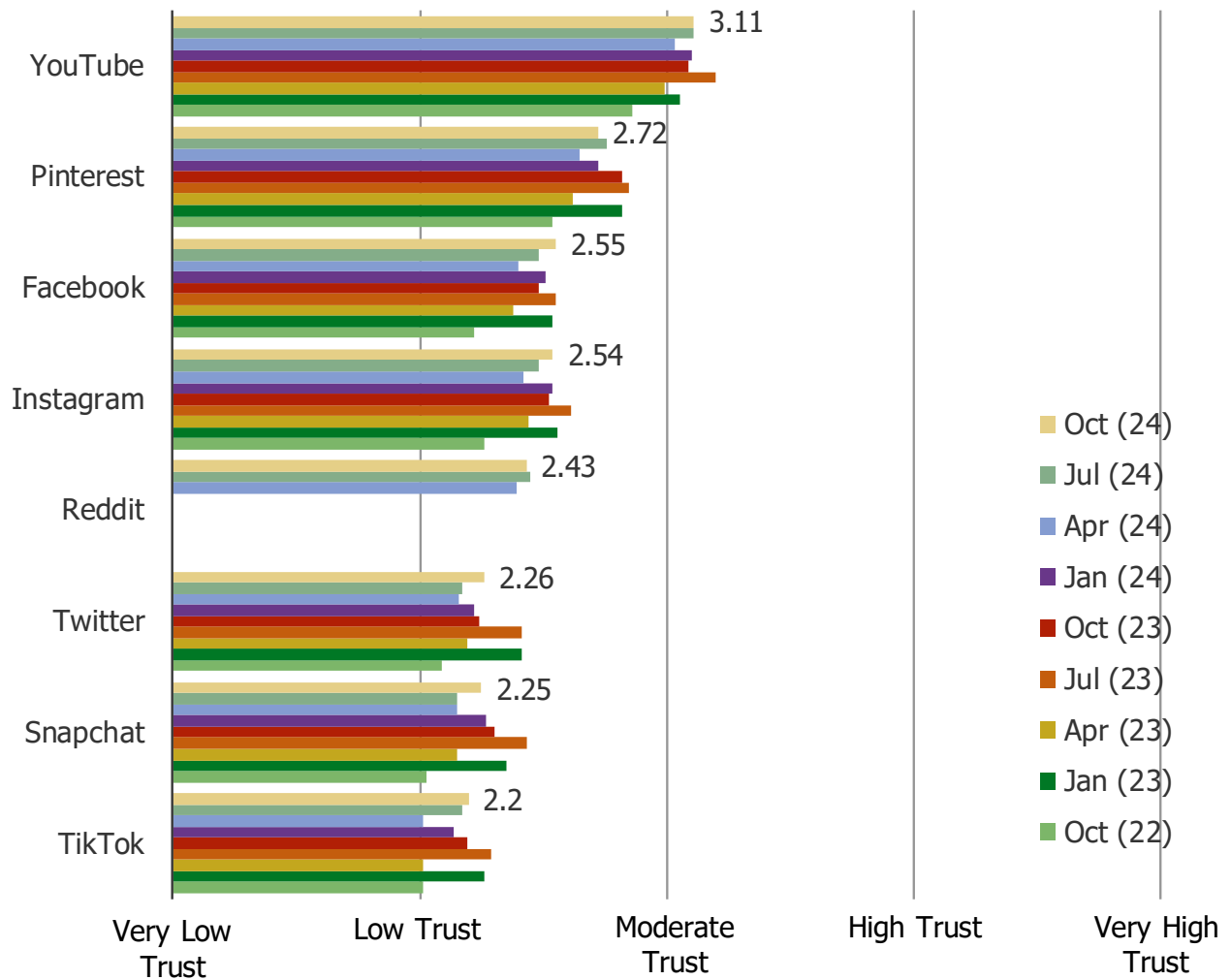


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Instagram	499
Pinterest	327
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YouTube	760



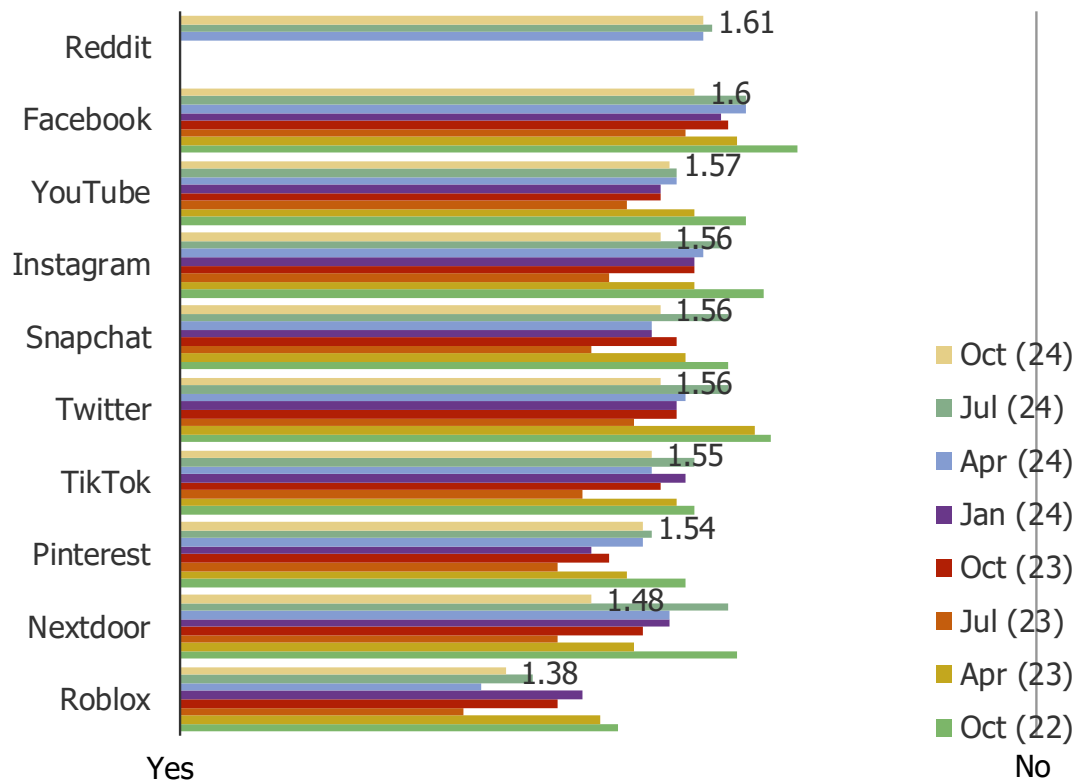
HOW MUCH TRUST DO YOU HAVE IN EACH OF THE FOLLOWING?

This question was posed to all respondents.



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

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



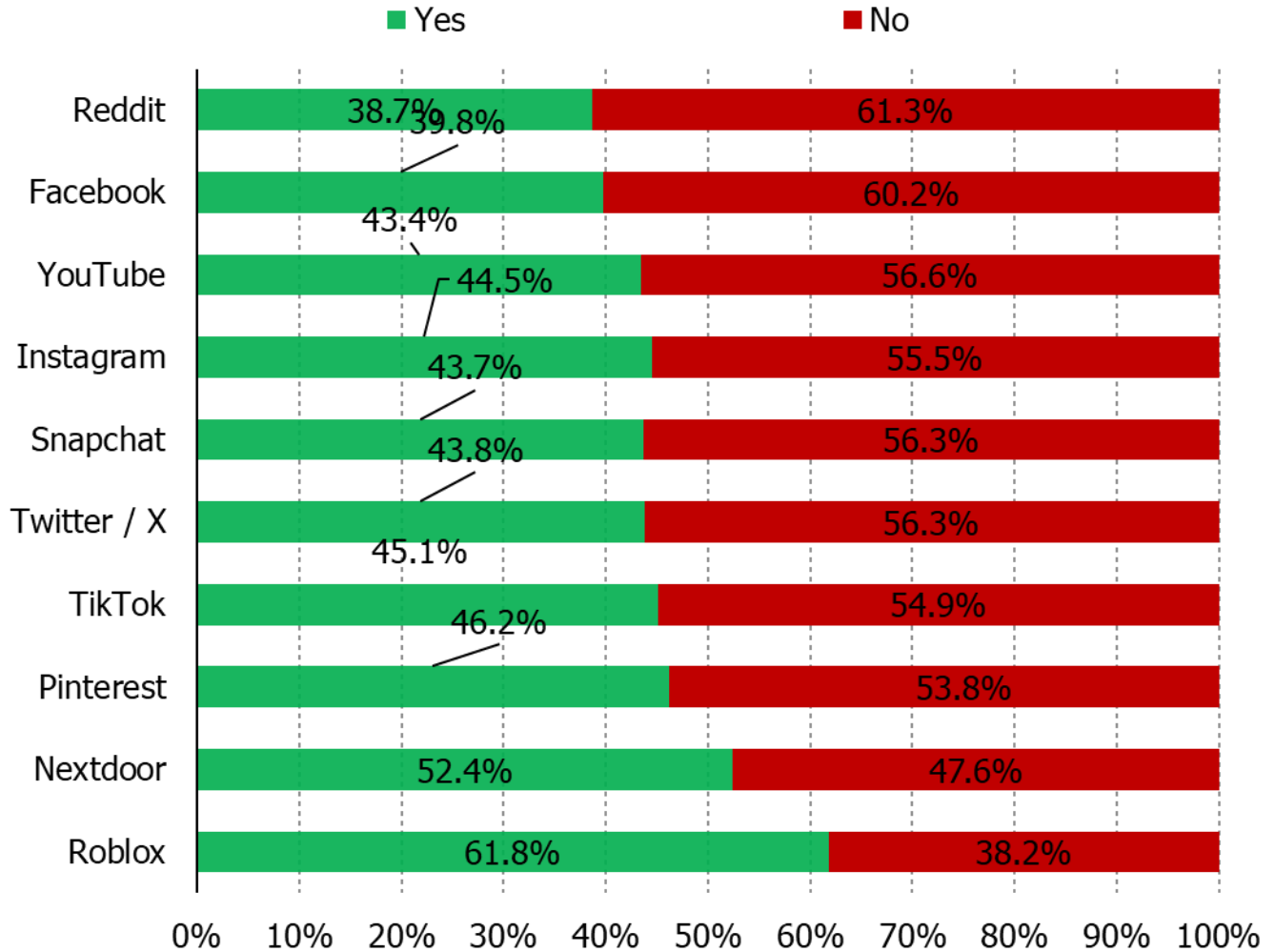
More likely to say yes



	N=
Roblox	76
Nextdoor	164
Pinterest	327
TikTok	375
Twitter / X	288
Snapchat	286
Instagram	499
YouTube	760
Facebook	711
Reddit	248

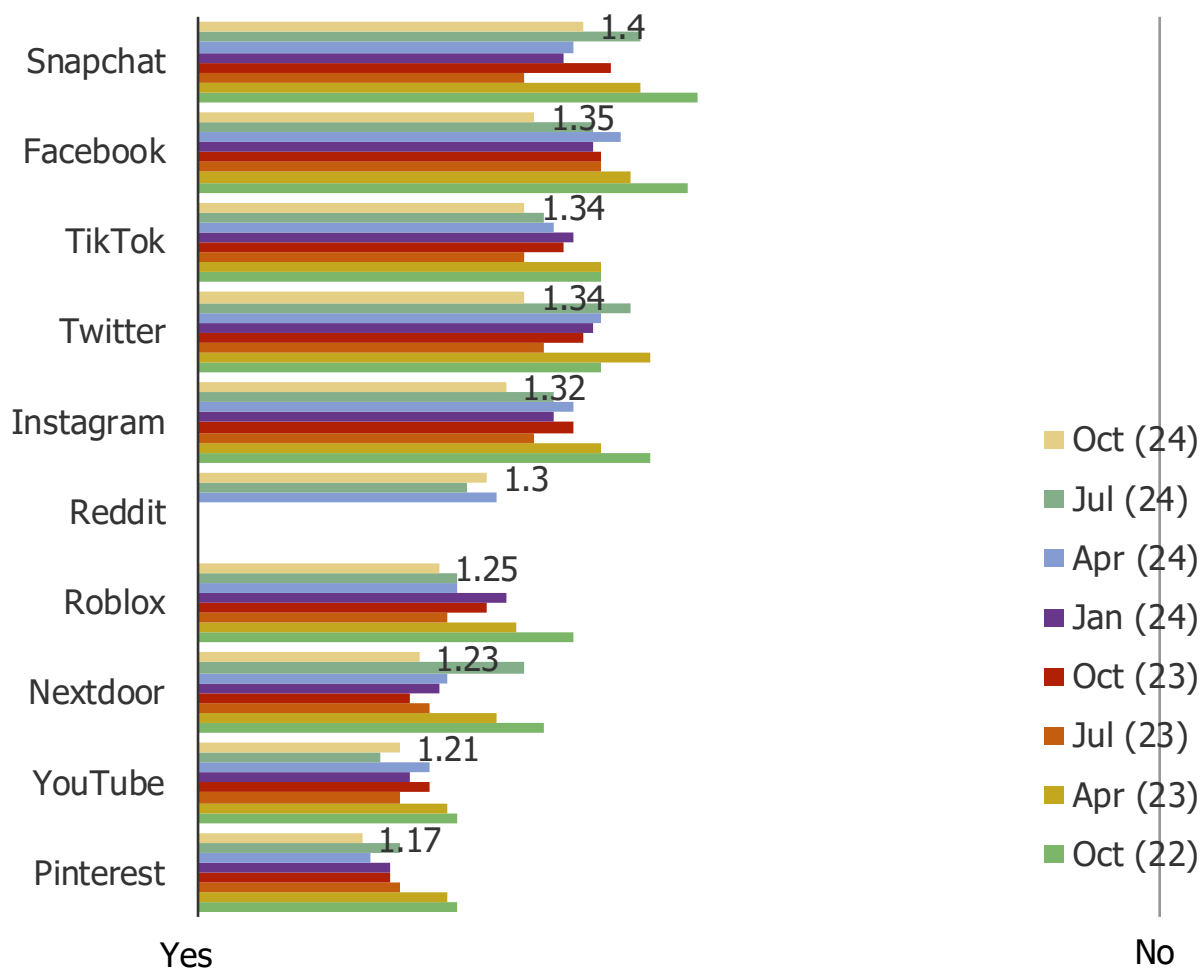
DO YOU FEEL THE FOLLOWING CARE(S) ABOUT YOU?

October 2024.



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

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



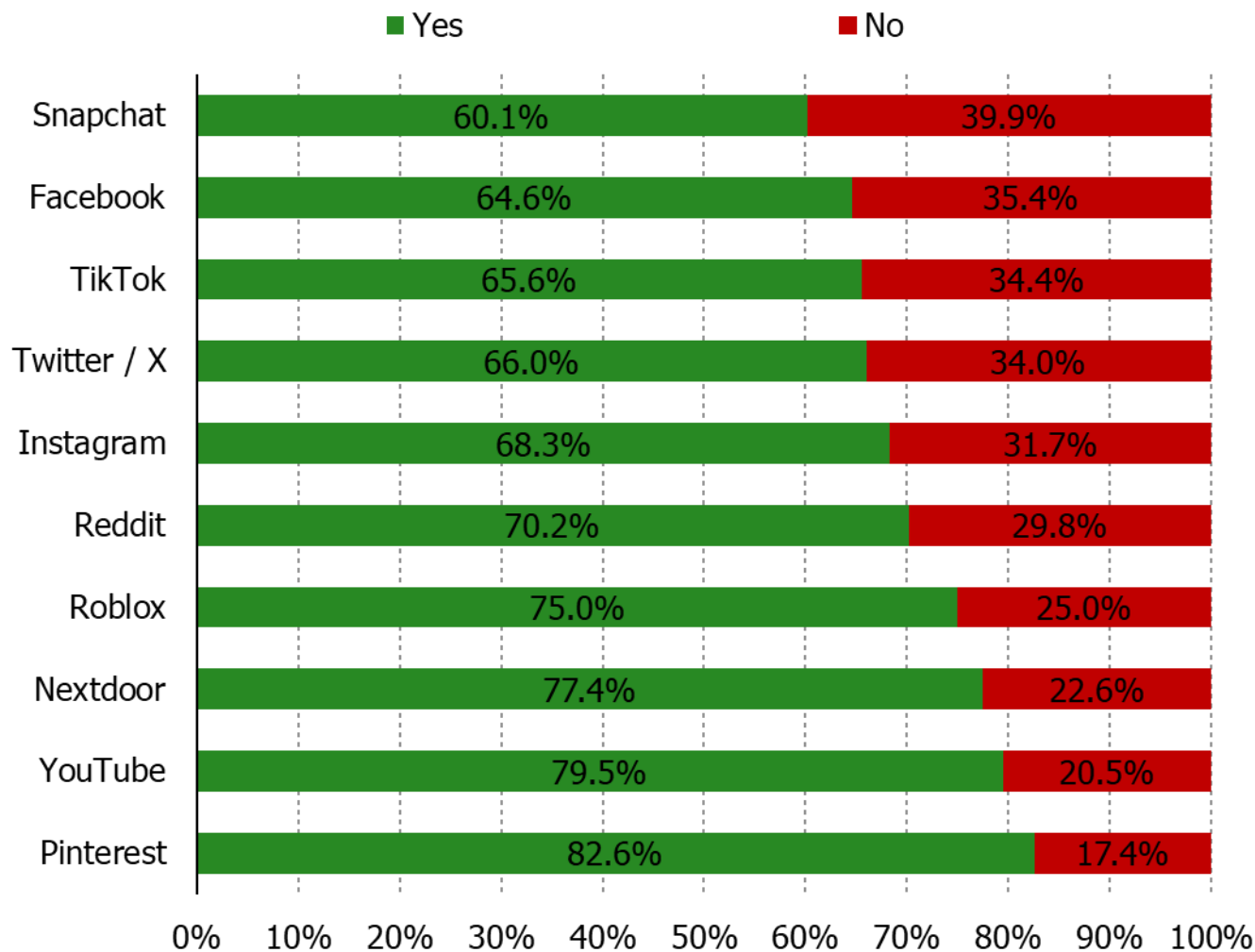
More likely to say yes



	N=
Roblox	76
Nextdoor	164
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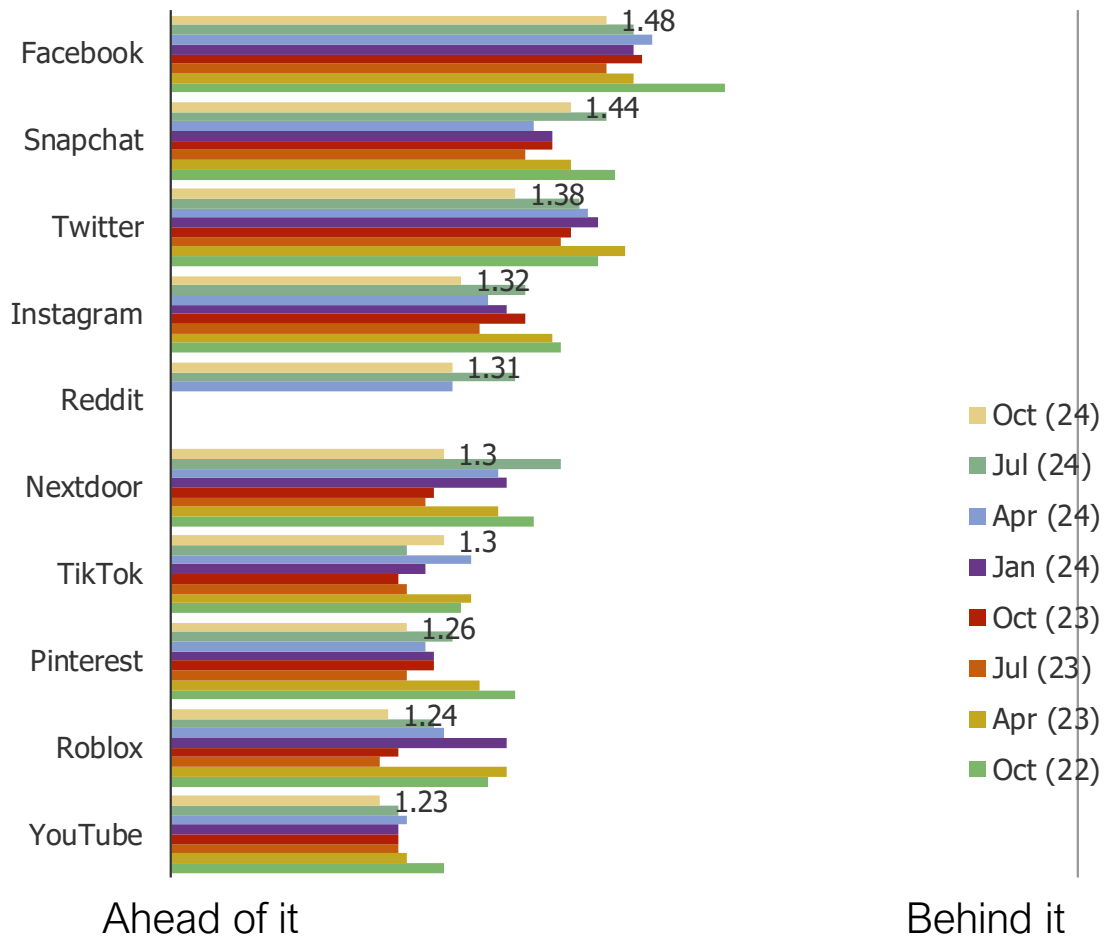
DO YOU FEEL THE FOLLOWING IS/ARE GOOD FOR THE WORLD?

October 2024.



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

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



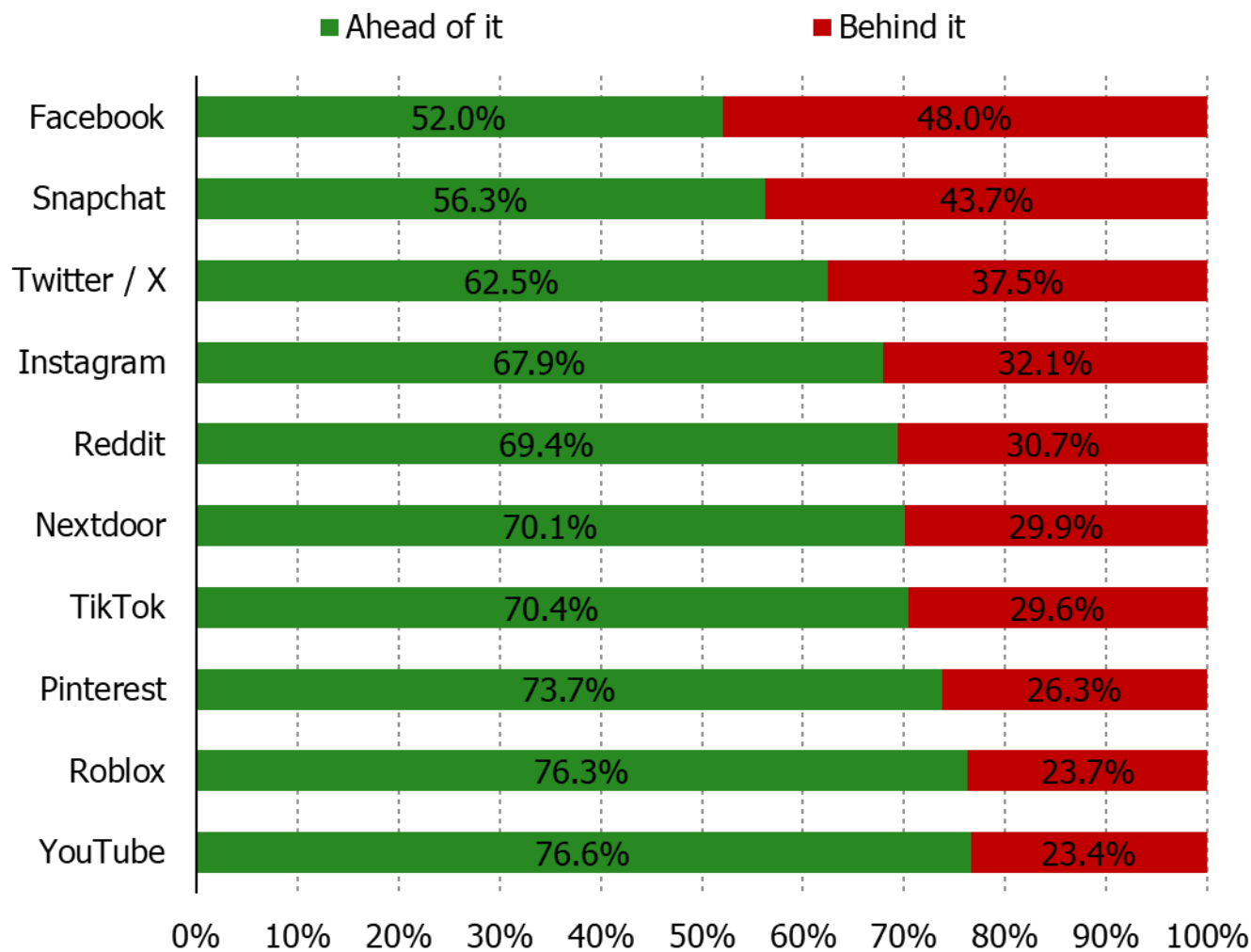
More likely to say ahead of it



	N=
Roblox	76
Nextdoor	164
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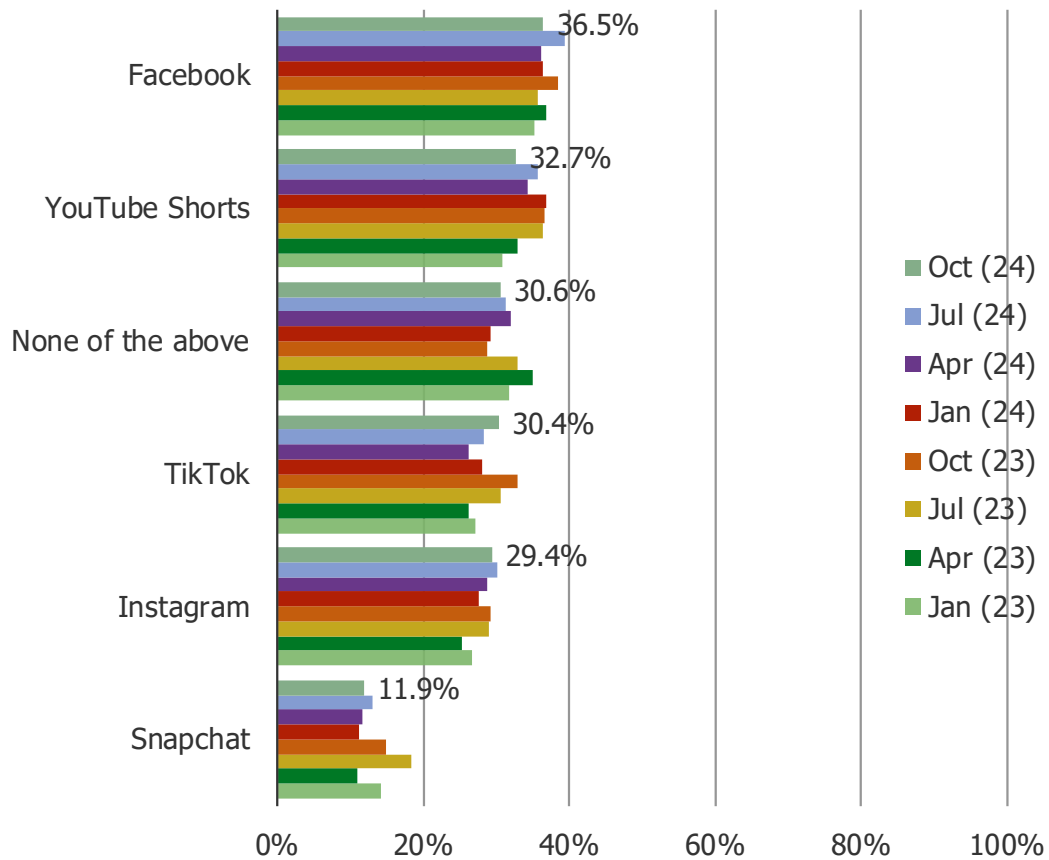
WOULD YOU SAY THAT THIS COMPANY'S BEST DAYS ARE AHEAD OF IT, OR BEHIND IT?

October 2024.



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

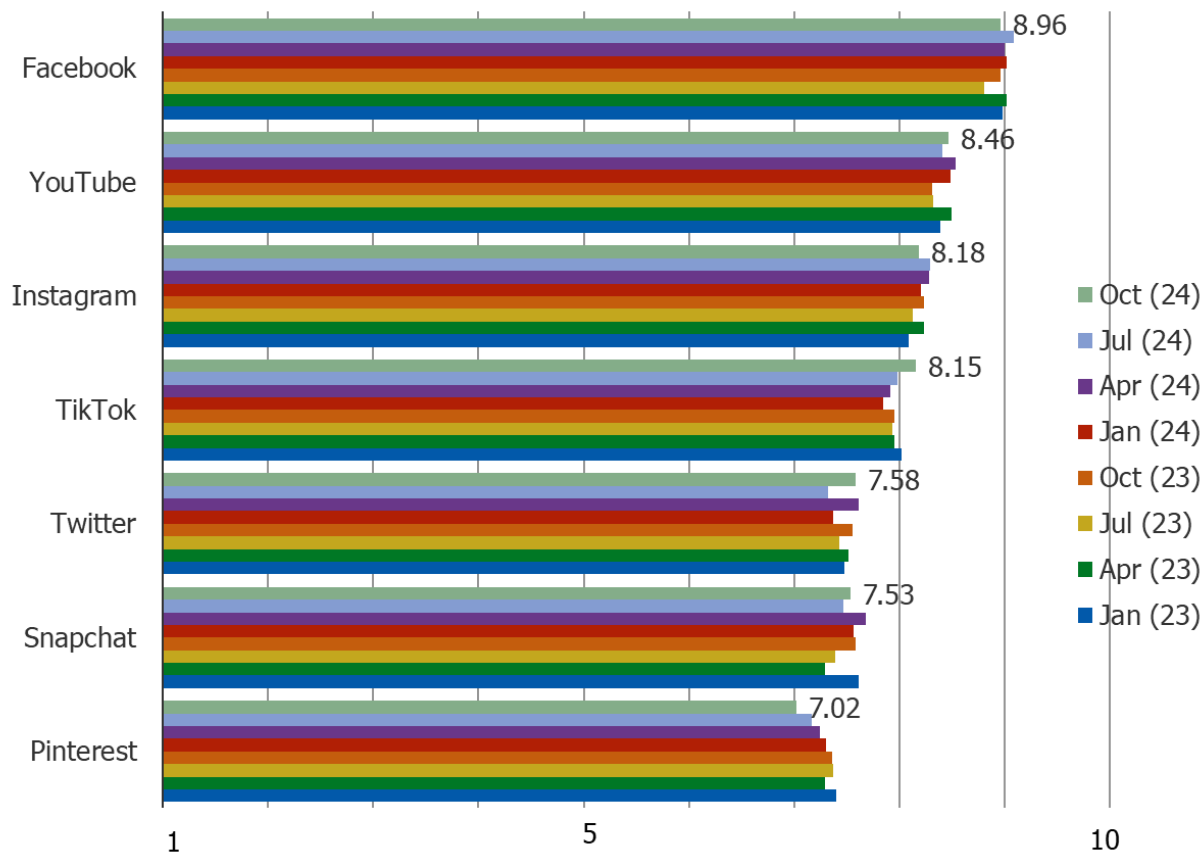
This question was posed to all respondents.





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.

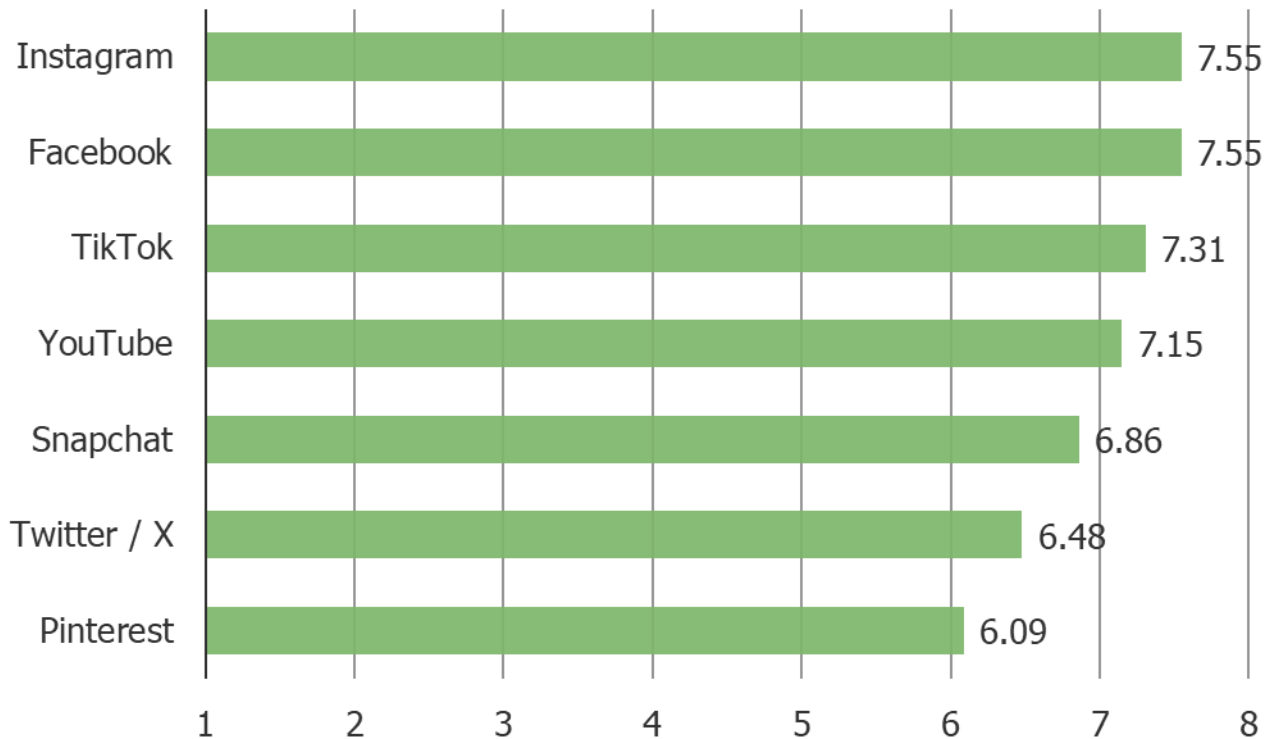


The higher the score, the better the ranking for when users of each platform ranked the order they open apps they use

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:

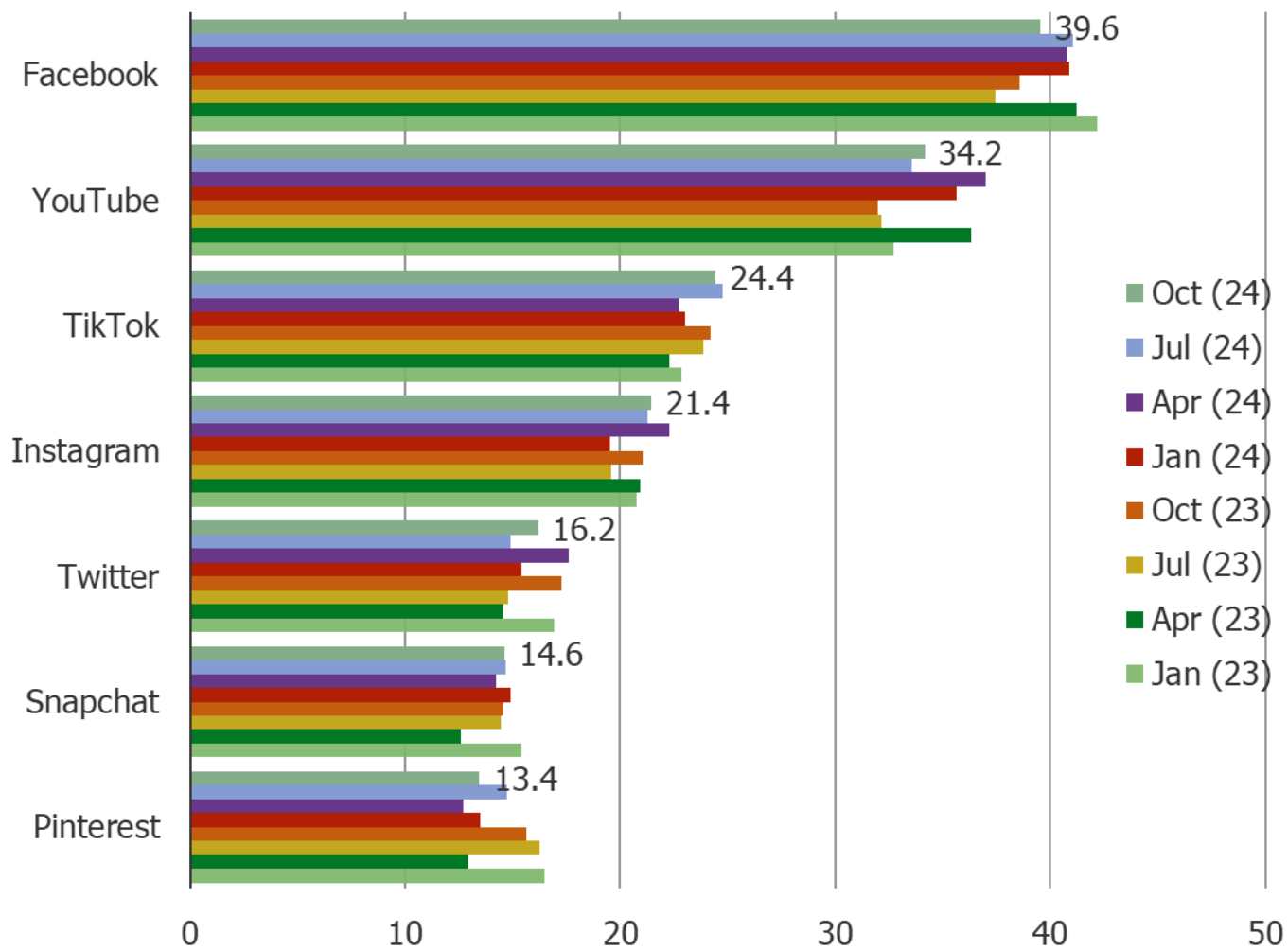
- Facebook
- Twitter
- Snapchat
- TikTok
- Instagram
- Pinterest
- Youtube

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.

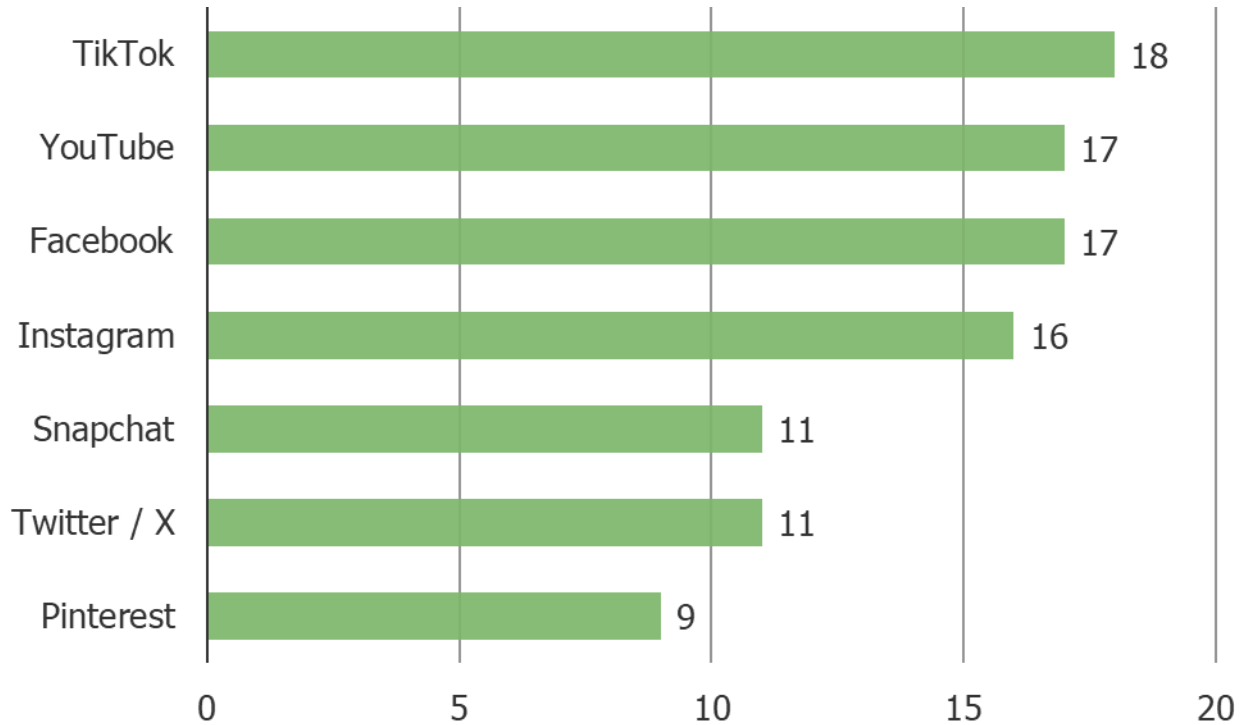
THINKING ABOUT THE TIME YOU SPEND ACROSS ALL OF THESE APPS, WHAT PERCENTAGE WOULD YOU ESTIMATE GOES TO EACH OF THE FOLLOWING? PLEASE ENTER THE NUMBER REPRESENTING THE PERCENTAGE. DO NOT INCLUDE THE "%" SYMBOL AND MAKE SURE THE NUMBERS ADD UP TO 100.

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:

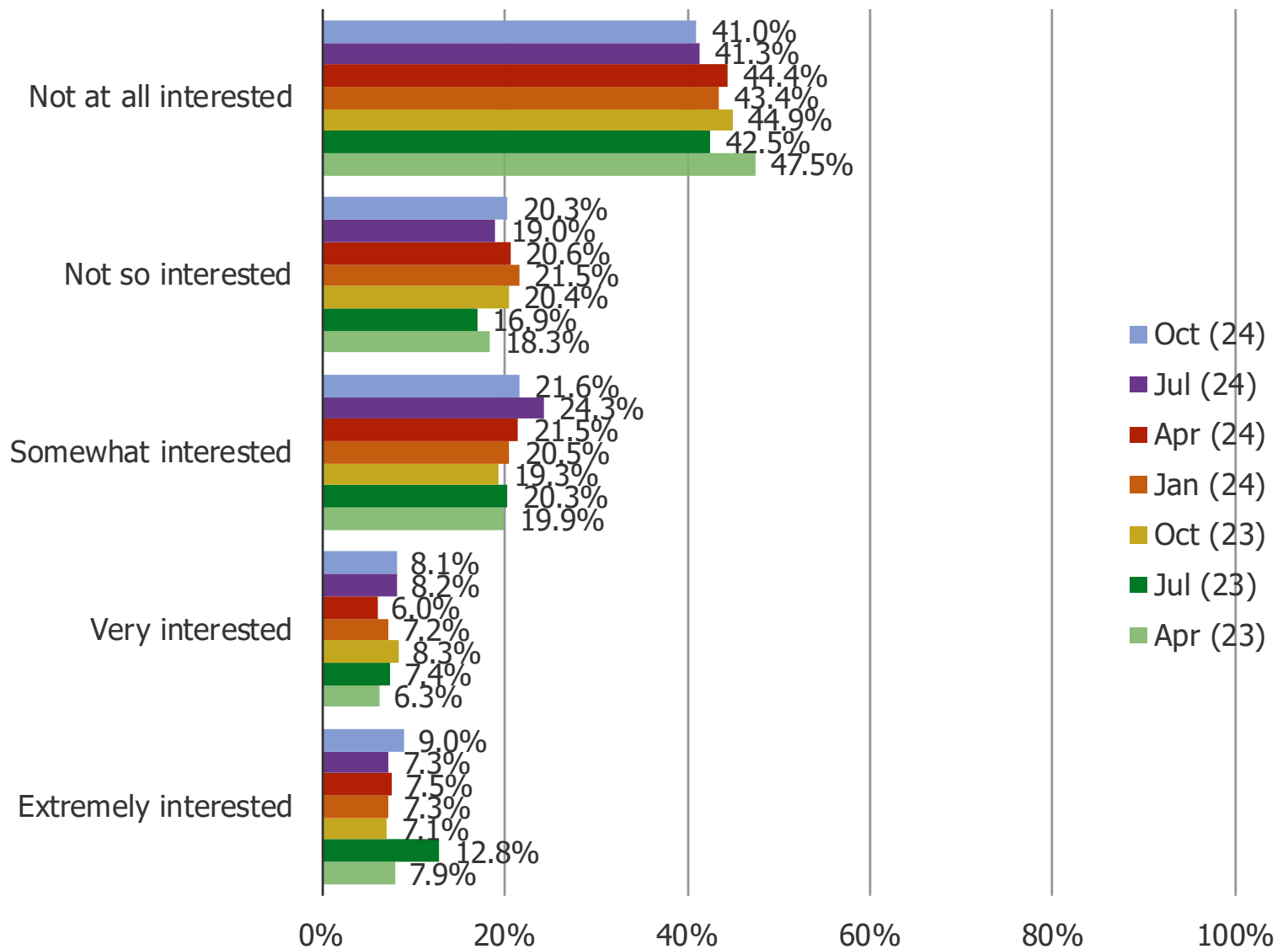
- Facebook
- Twitter
- Snapchat
- TikTok
- Instagram
- Pinterest
- YouTube

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?

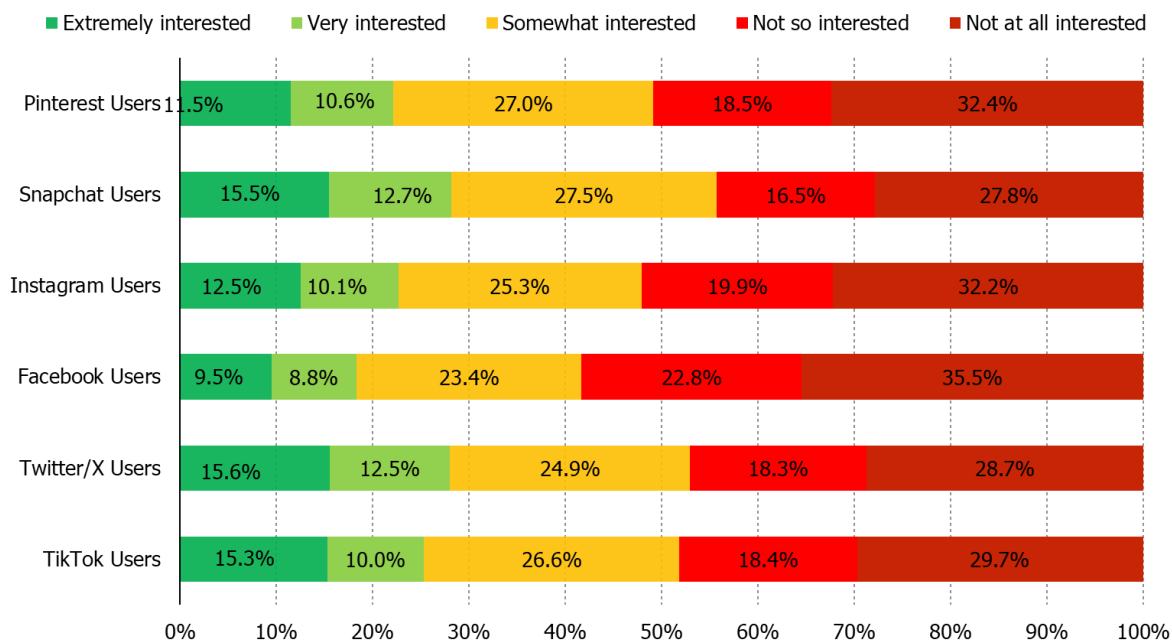
This question was posed to all respondents.



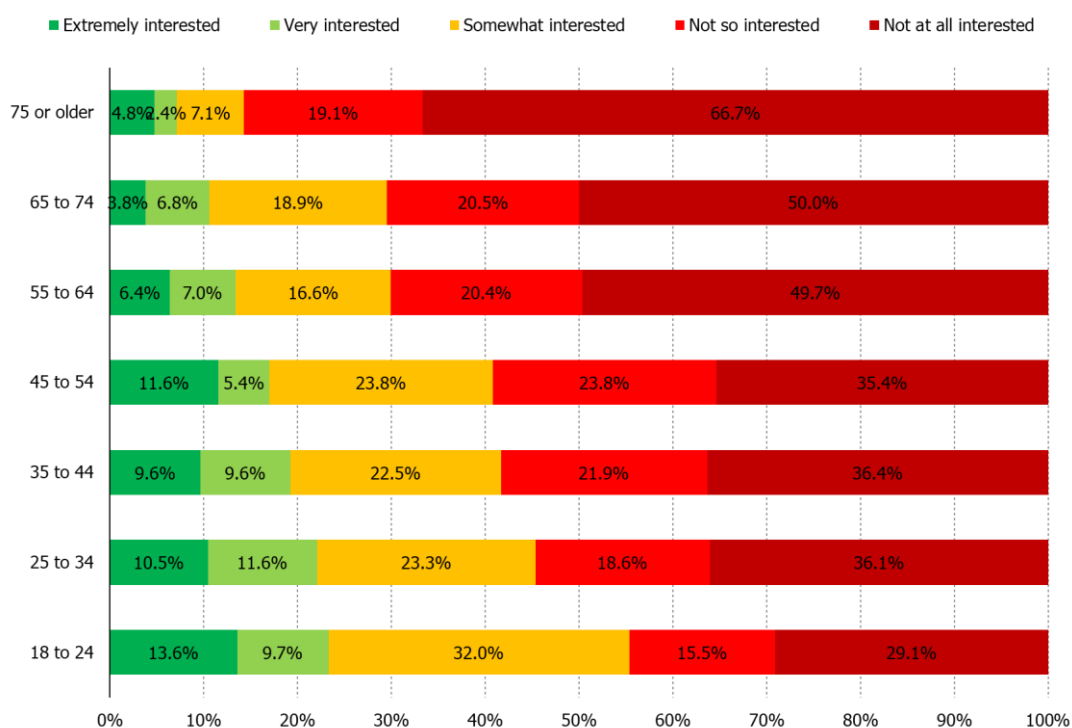
HOW MUCH INTEREST WOULD YOU HAVE IN HAVING A VERIFIED BADGE/TAG ON SOCIAL MEDIA?

Cross-Tab Analysis – By Platforms Respondents Use

October 2024

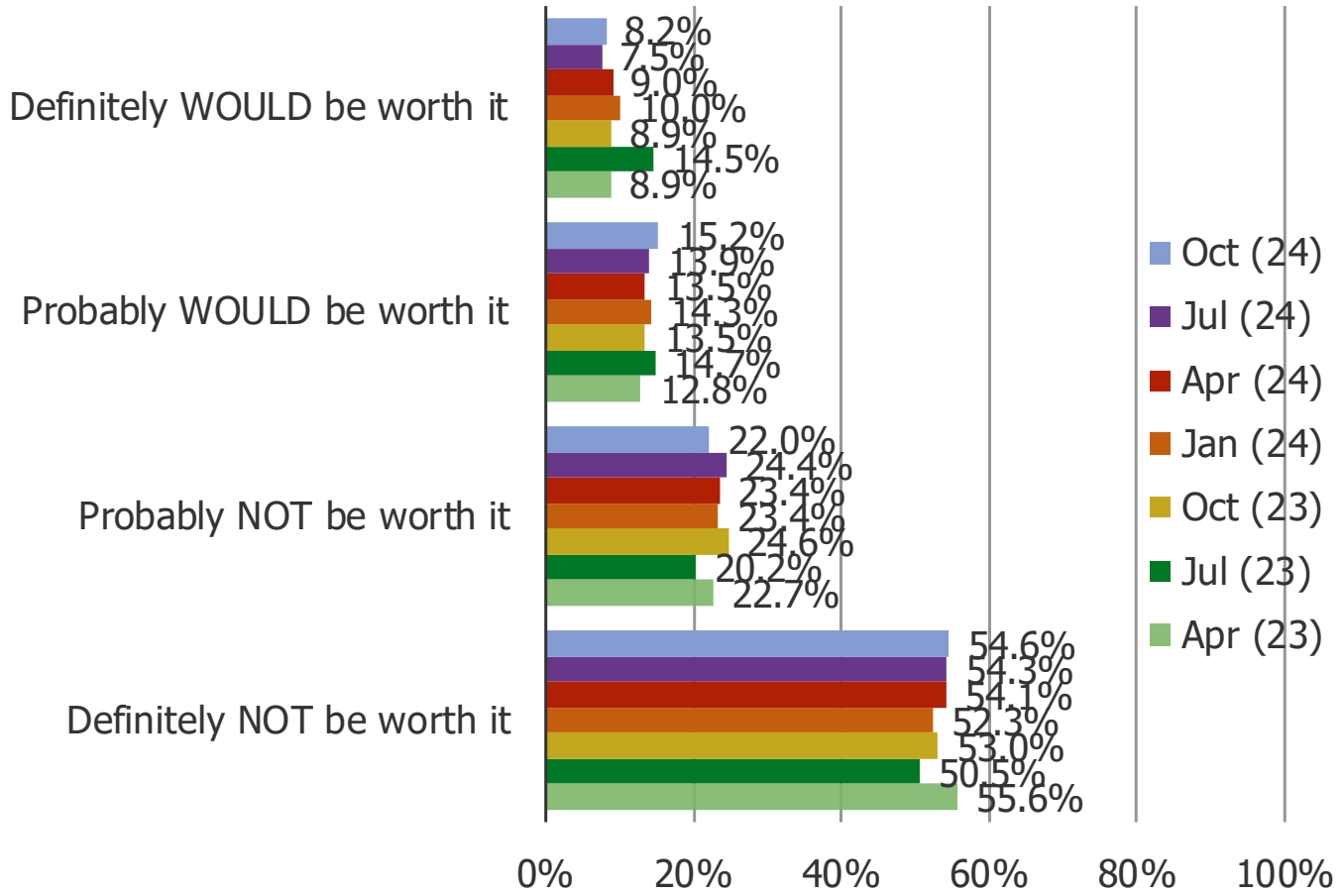


Cross-Tab Analysis – By Age



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.



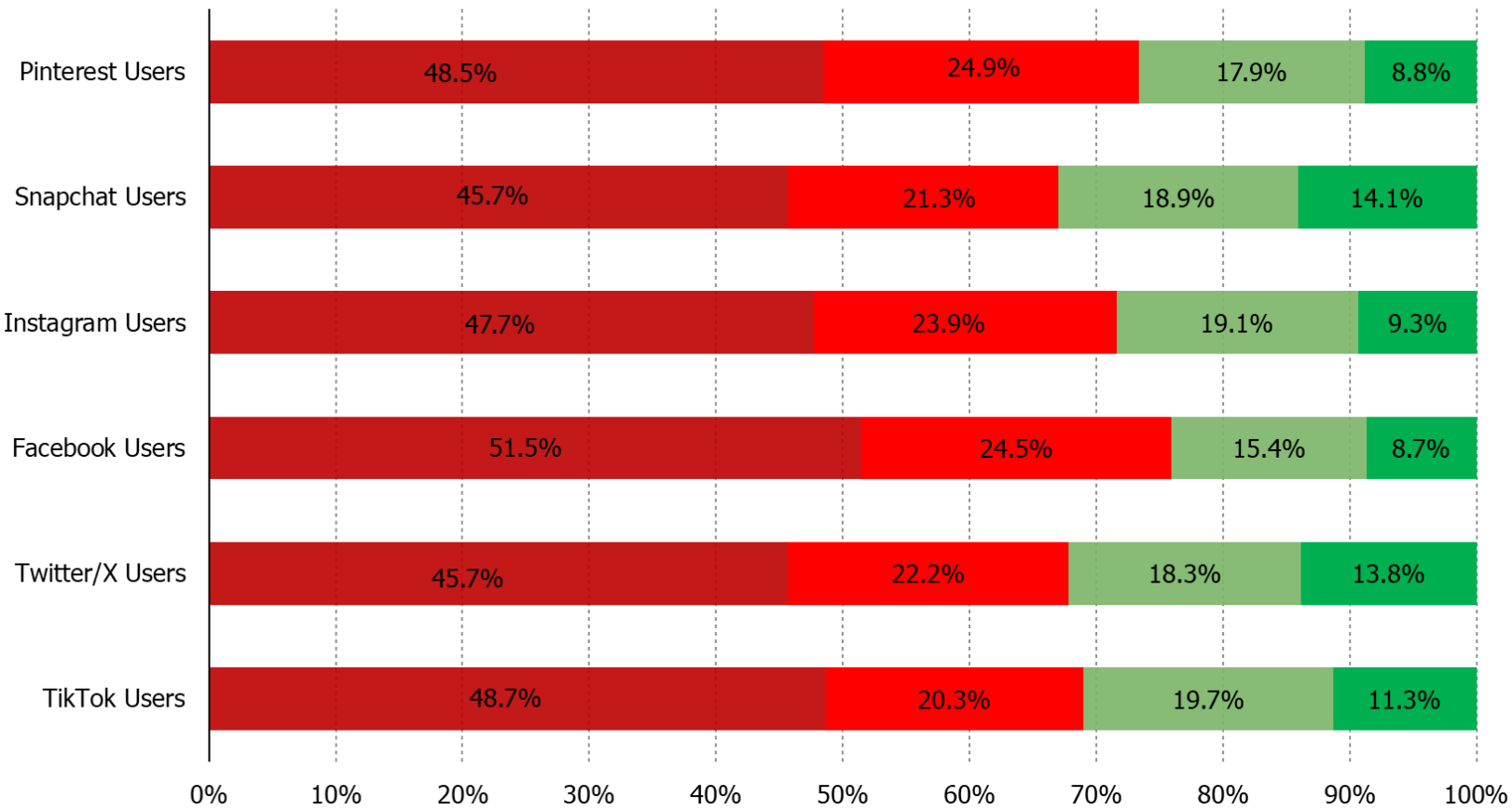


WOULD IT BE WORTH IT TO YOU TO PAY TO HAVE A BADGE THAT VERIFIES YOUR IDENTITY ON SOCIAL MEDIA PLATFORMS?

Cross-Tab Analysis – By Platforms Respondents Use

October 2024

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

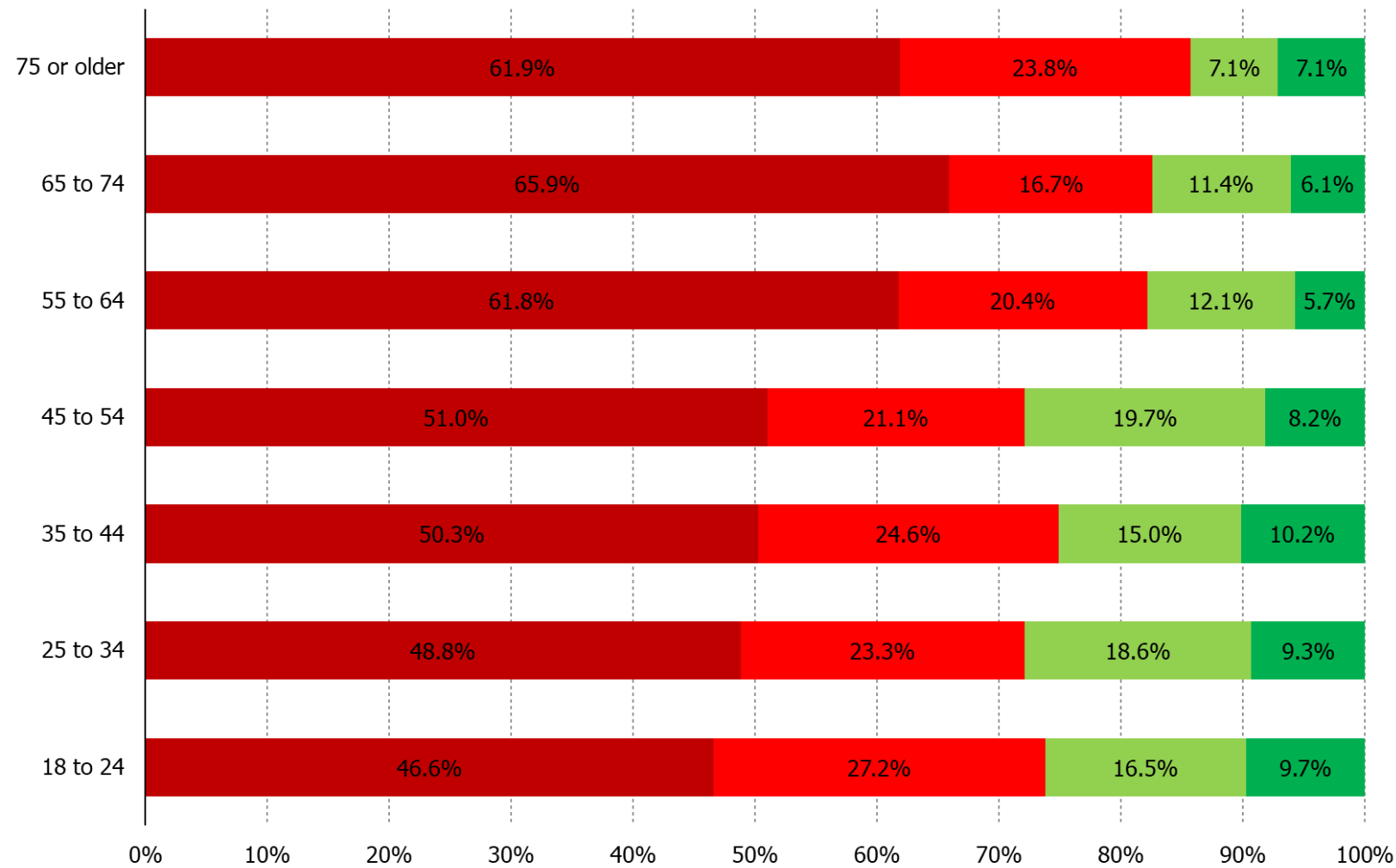


WOULD IT BE WORTH IT TO YOU TO PAY TO HAVE A BADGE THAT VERIFIES YOUR IDENTITY ON SOCIAL MEDIA PLATFORMS?

Cross-Tab Analysis – By Age

October 2024

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



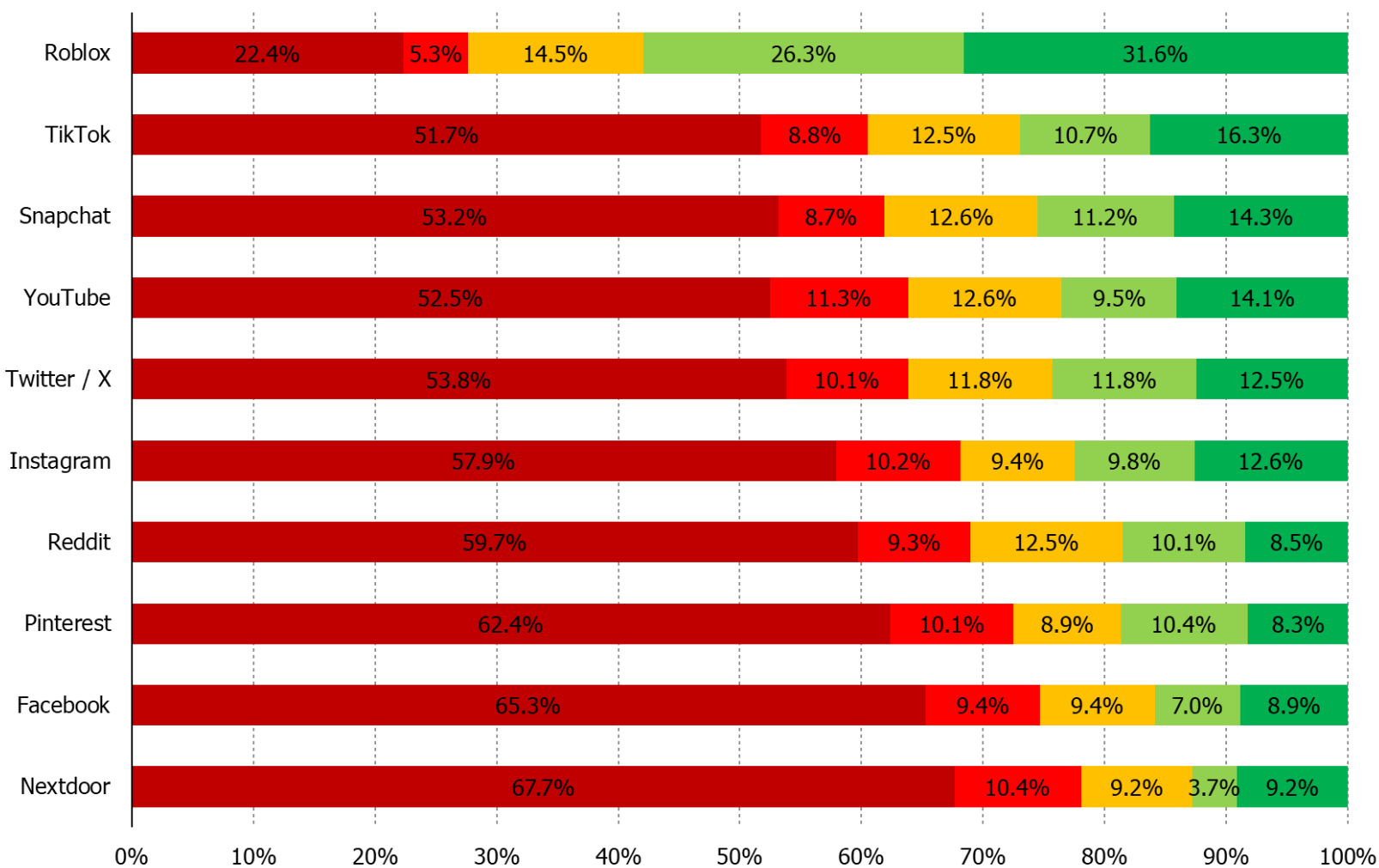
WILLINGNESS TO PAY FOR SOCIAL MEDIA  
EXPERIENCES / SNAPCHAT+ FEEDBACK

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.

October 2024

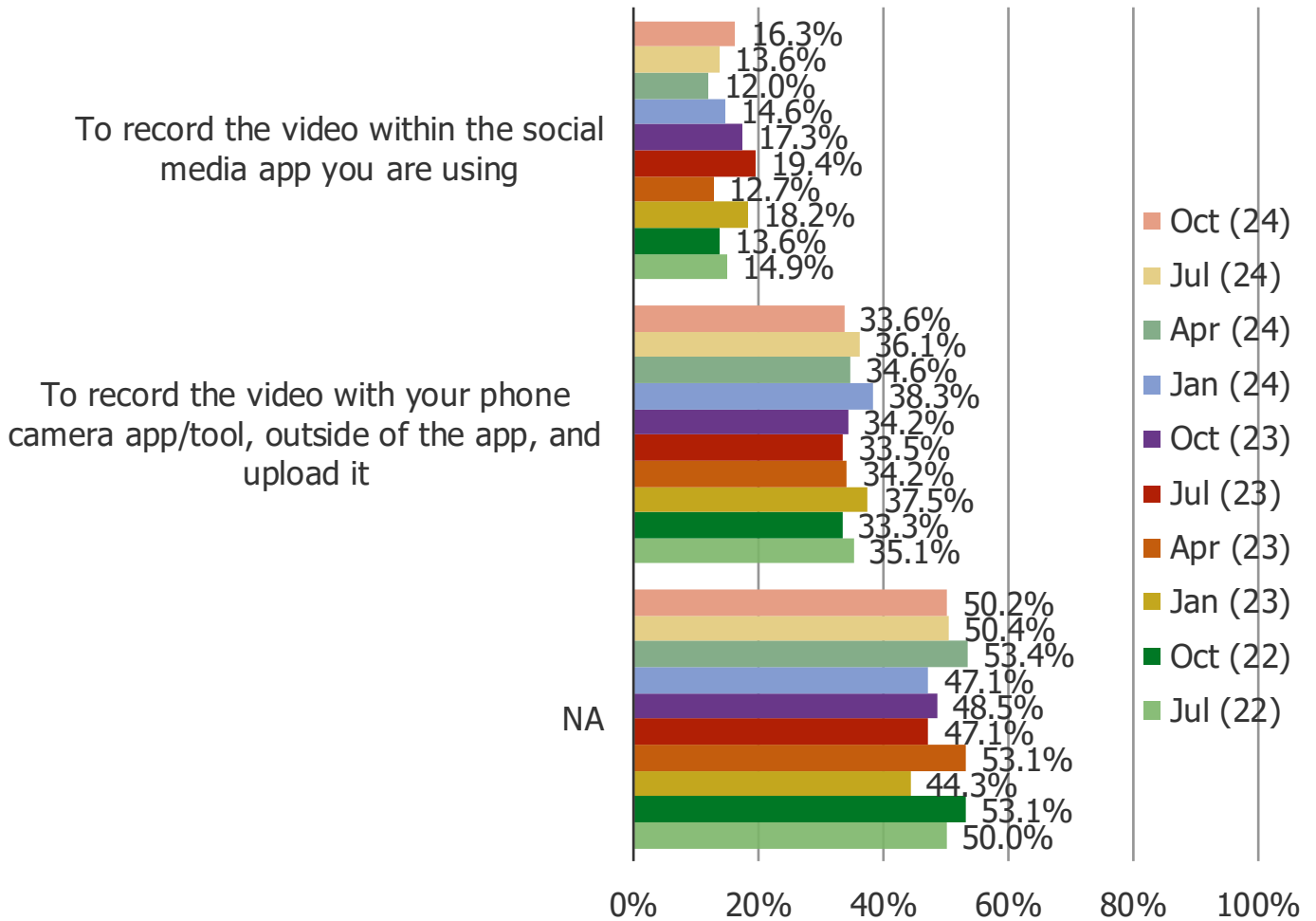
■ Not at all Interested ■ Slightly Interested ■ Moderately Interested ■ Very Interested ■ Extremely Interested



# CREATING AND SHARING VIDEO ON SOCIAL MEDIA

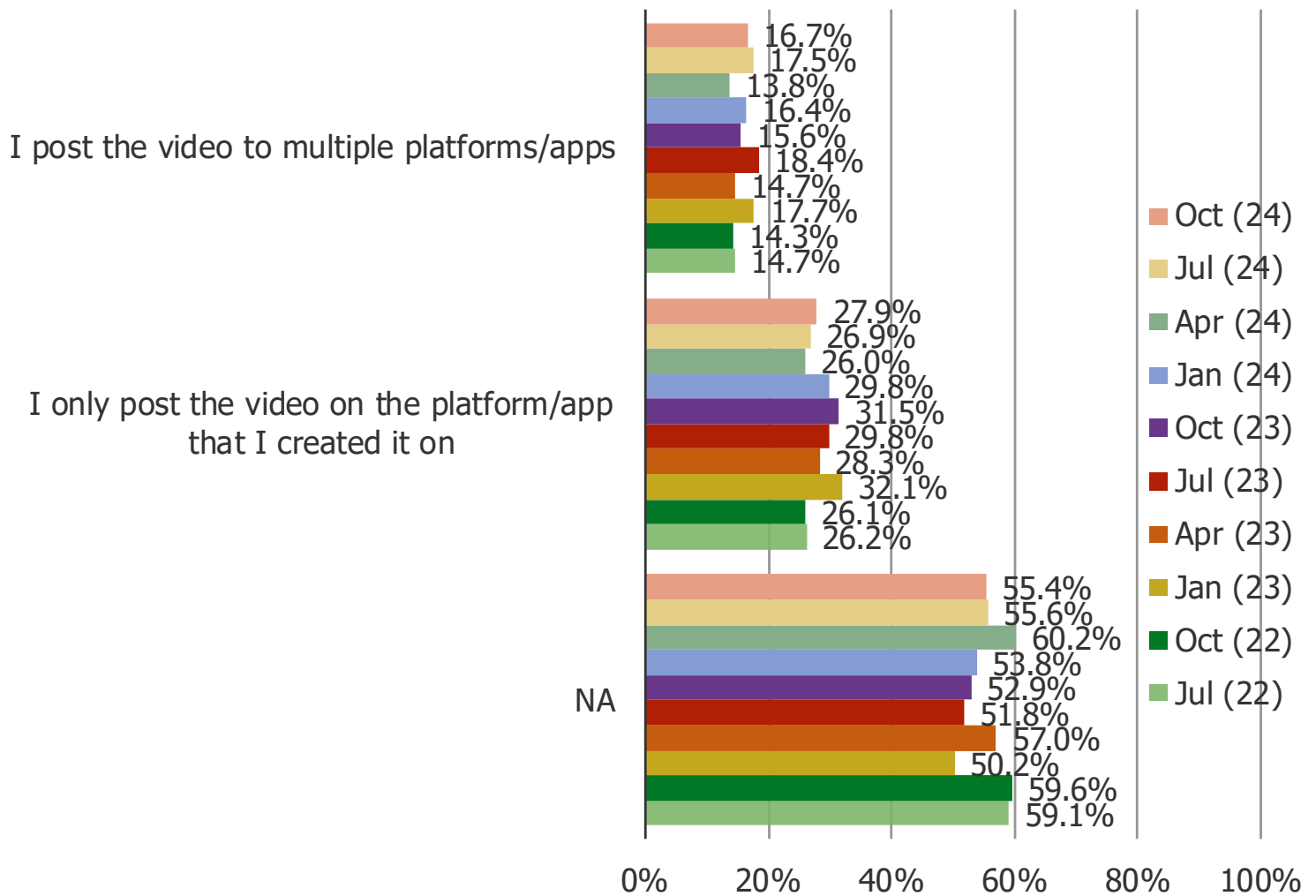
WHEN YOU CREATE VIDEOS TO UPLOAD TO SOCIAL MEDIA, WHICH DO YOU PREFER:

This question was posed to all respondents.



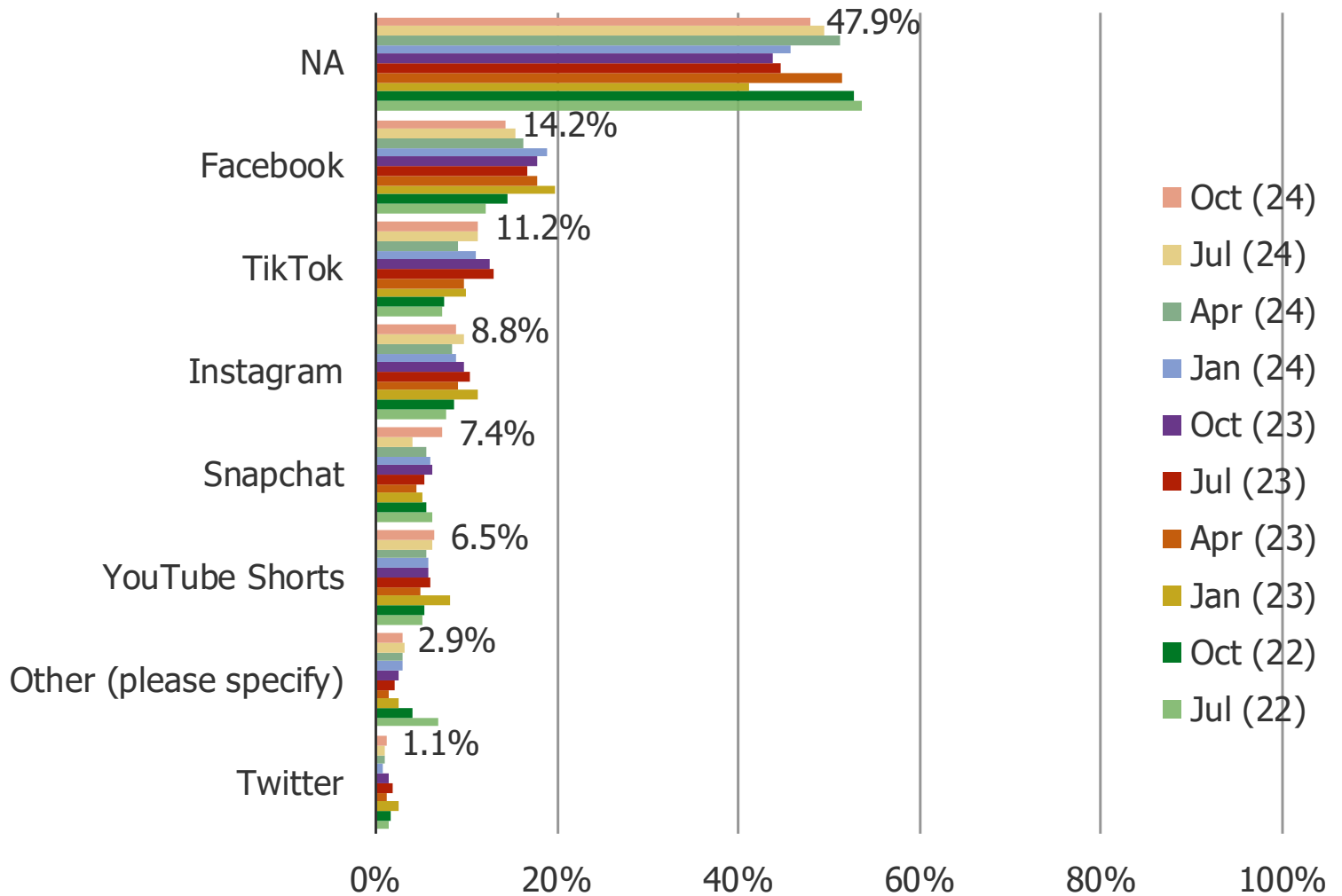
WHEN YOU CREATE VIDEOS WITHIN SOCIAL MEDIA PLATFORMS, WHICH BEST DESCRIBES YOU?

This question was posed to all respondents.



WHICH IS YOUR PREFERRED APP FOR CREATING VIDEOS?

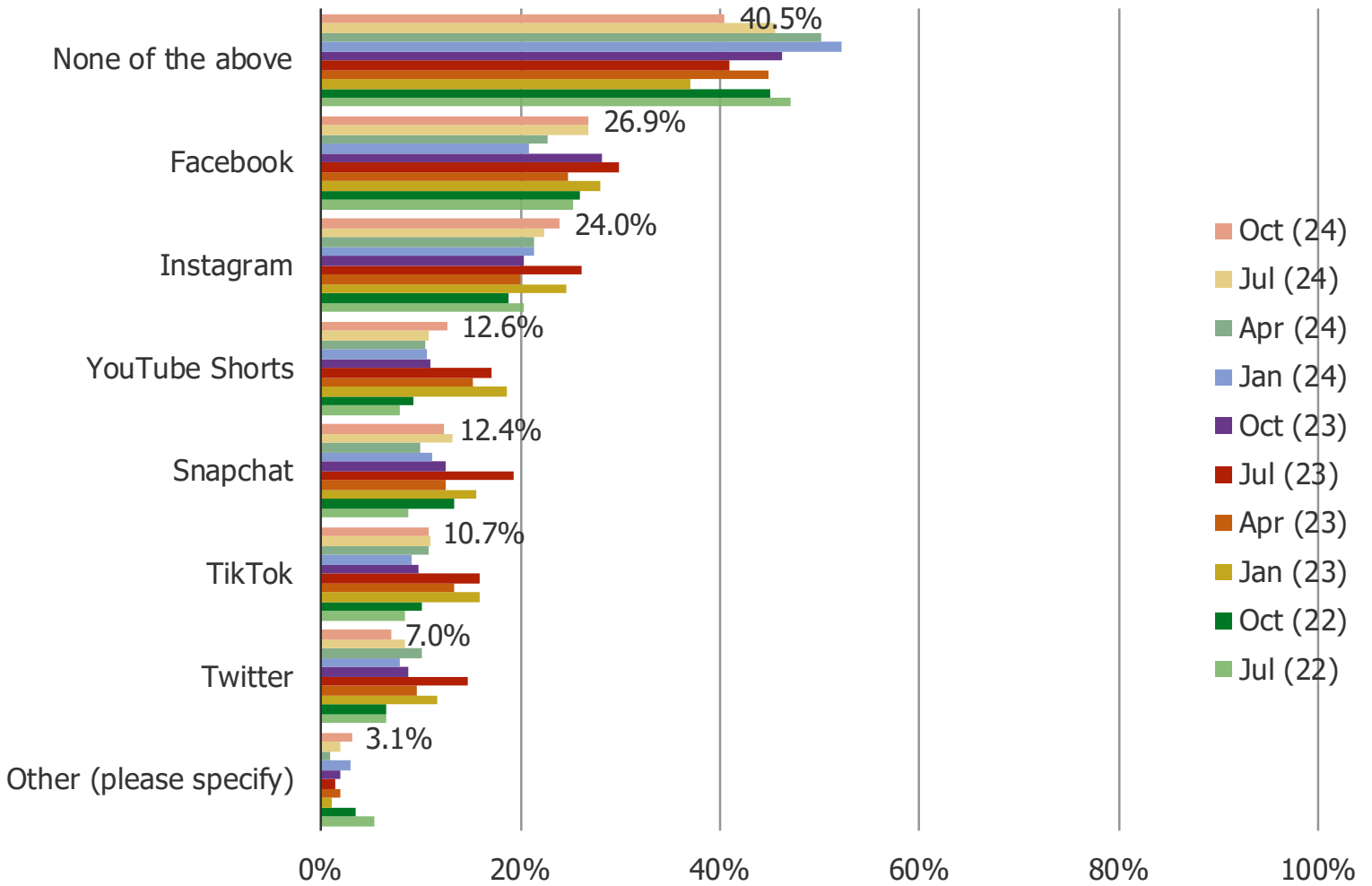
This question was posed to all respondents.





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.

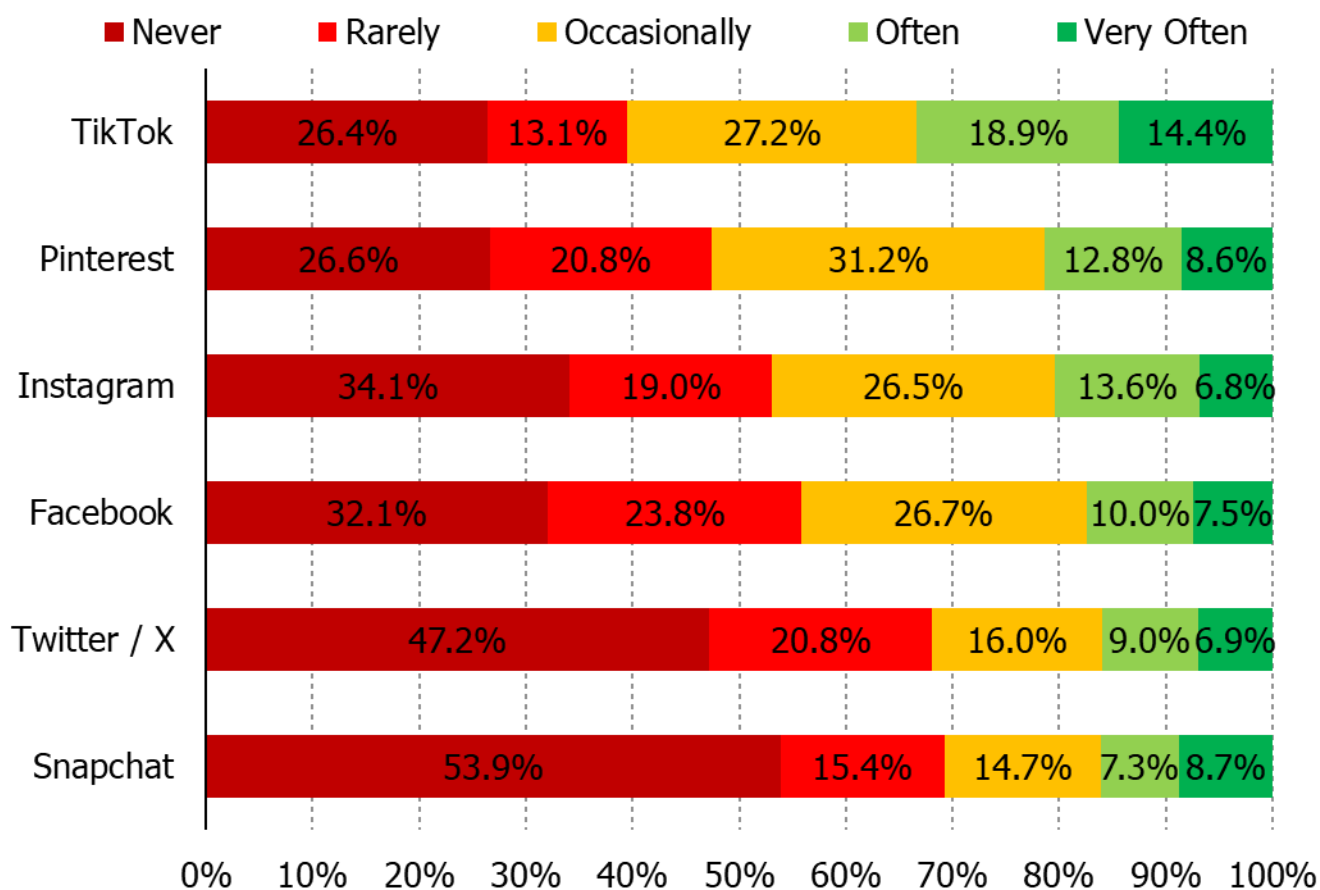


# SOCIAL COMMERCE / AUGMENTED REALITY AND SHOPPING

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

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

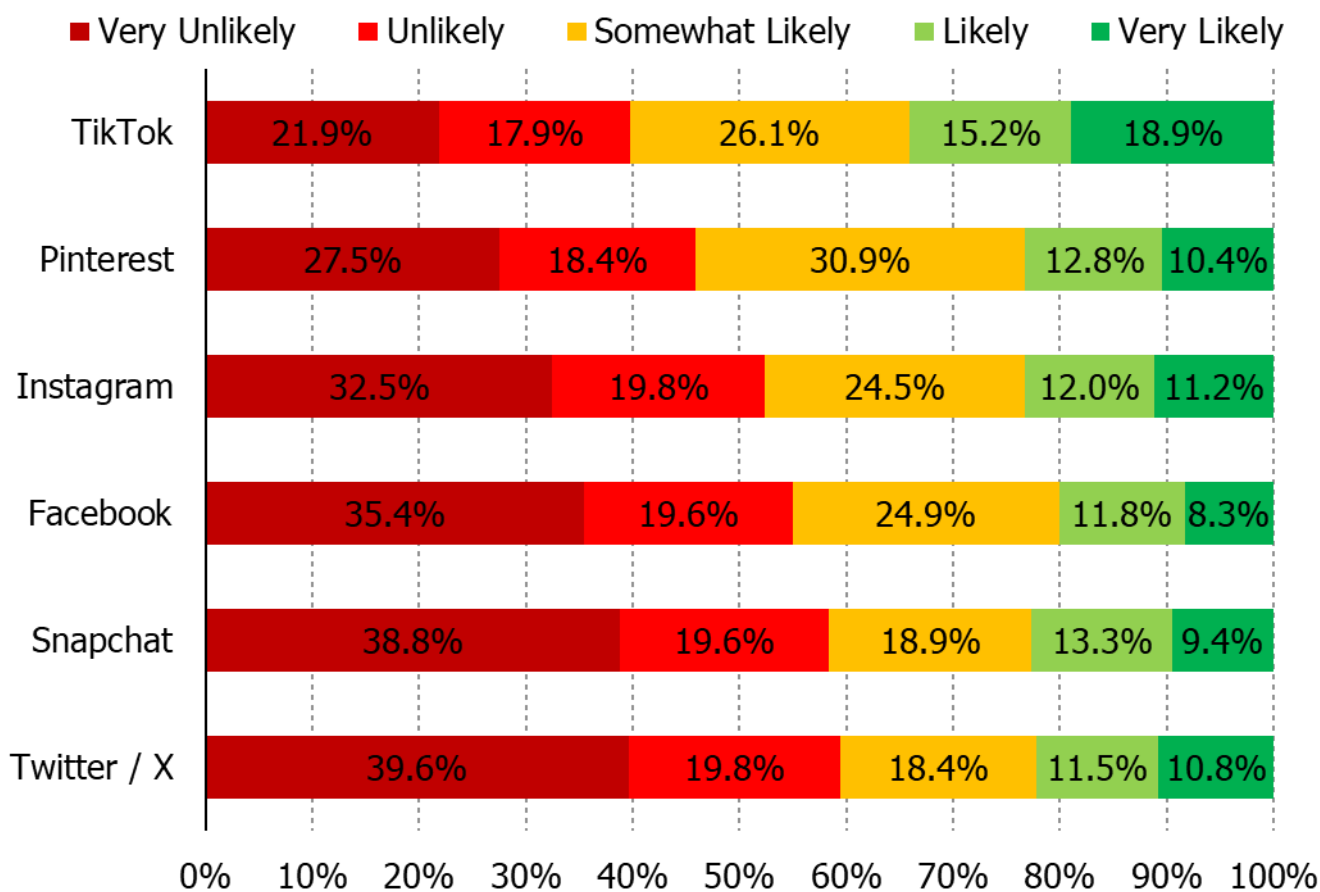
October 2024



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)

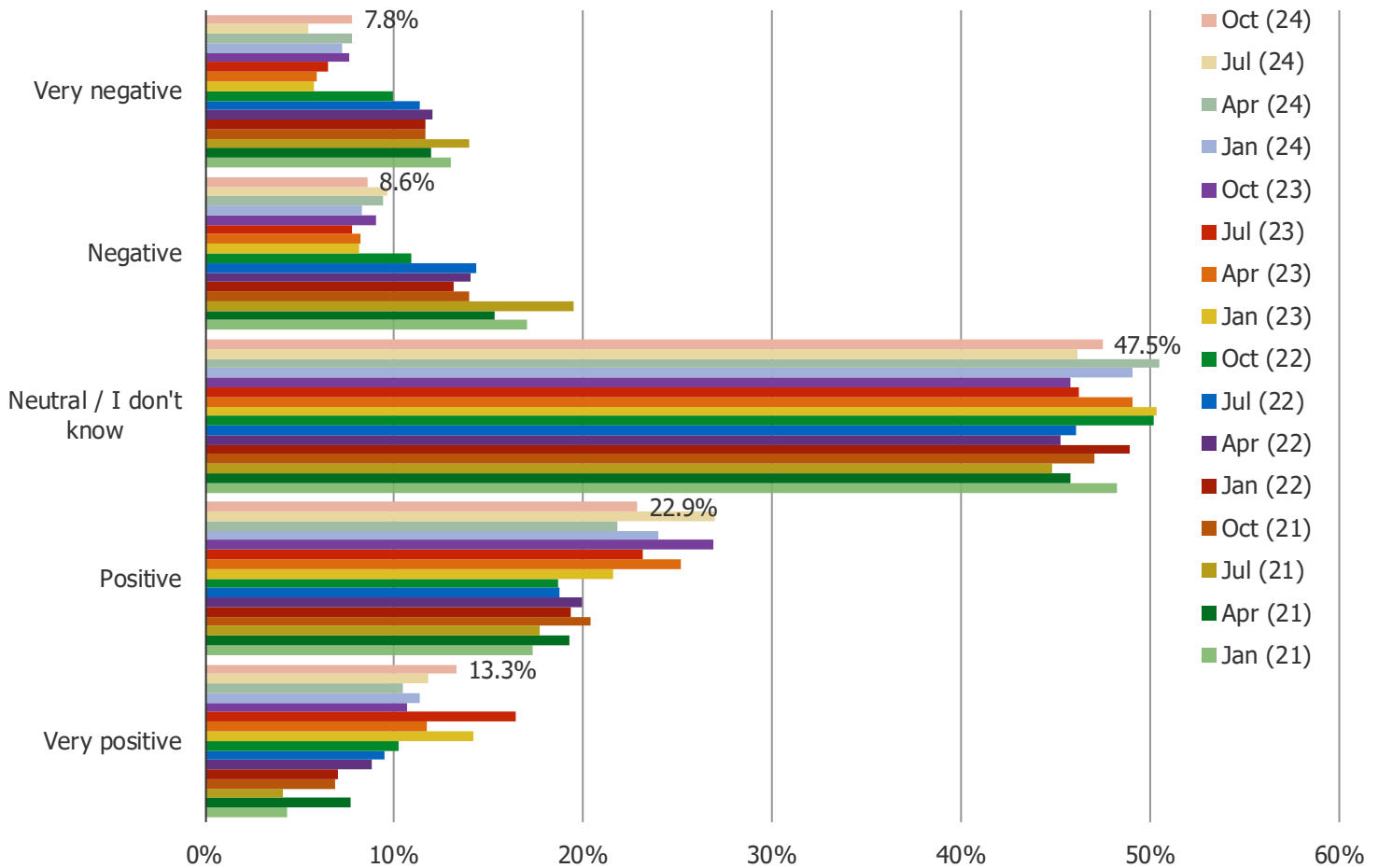
Posed to users of each of the following social media apps.

October 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)?

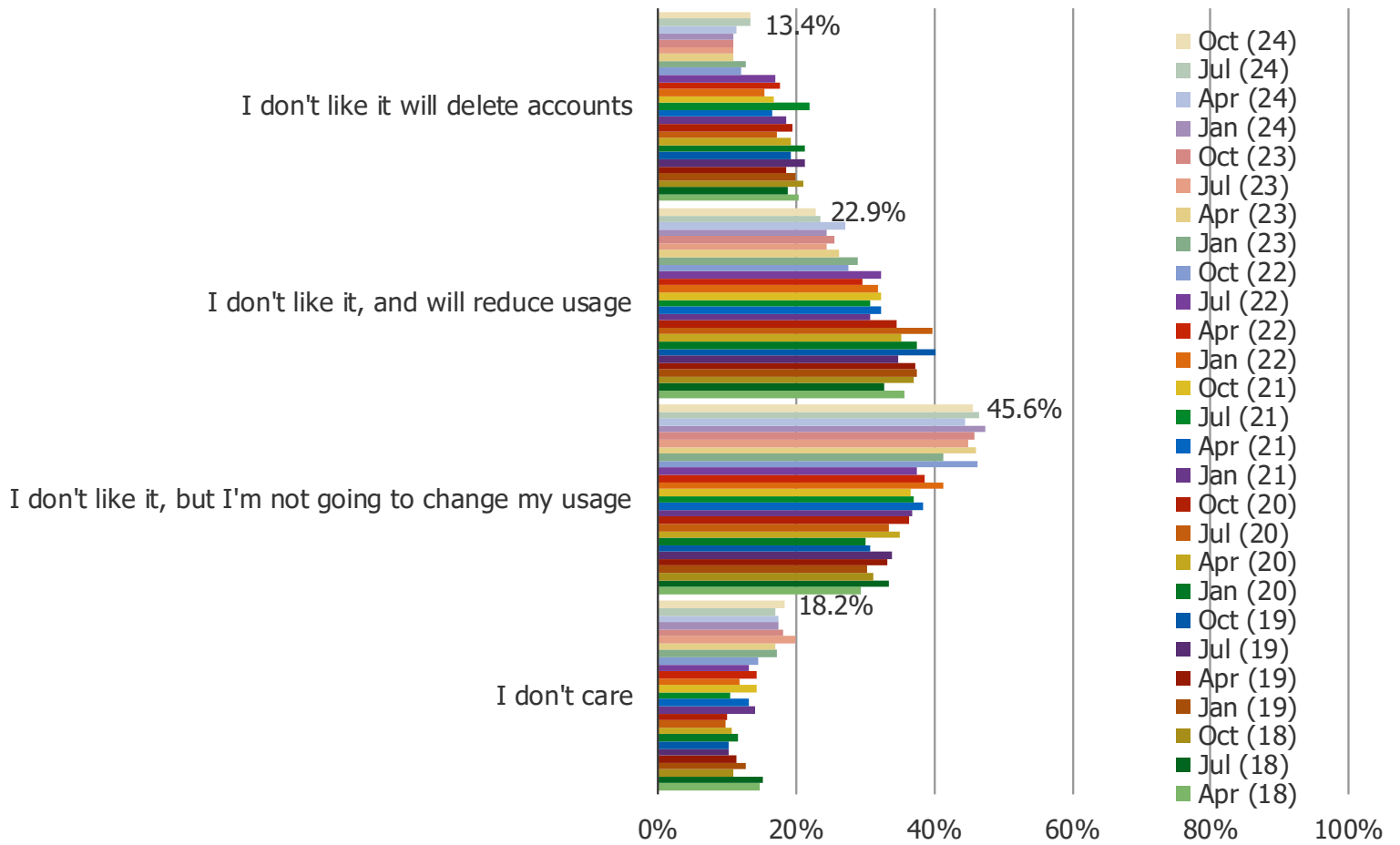
Posed to users of social media apps.



# 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)

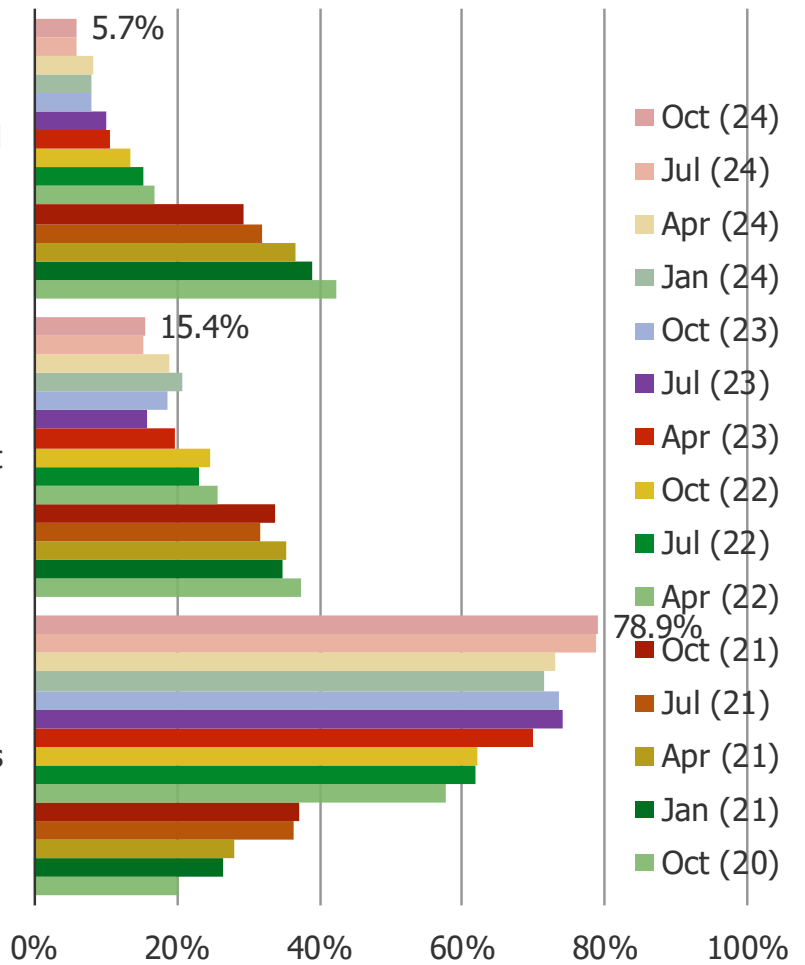
Posted to Instagram Users:



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

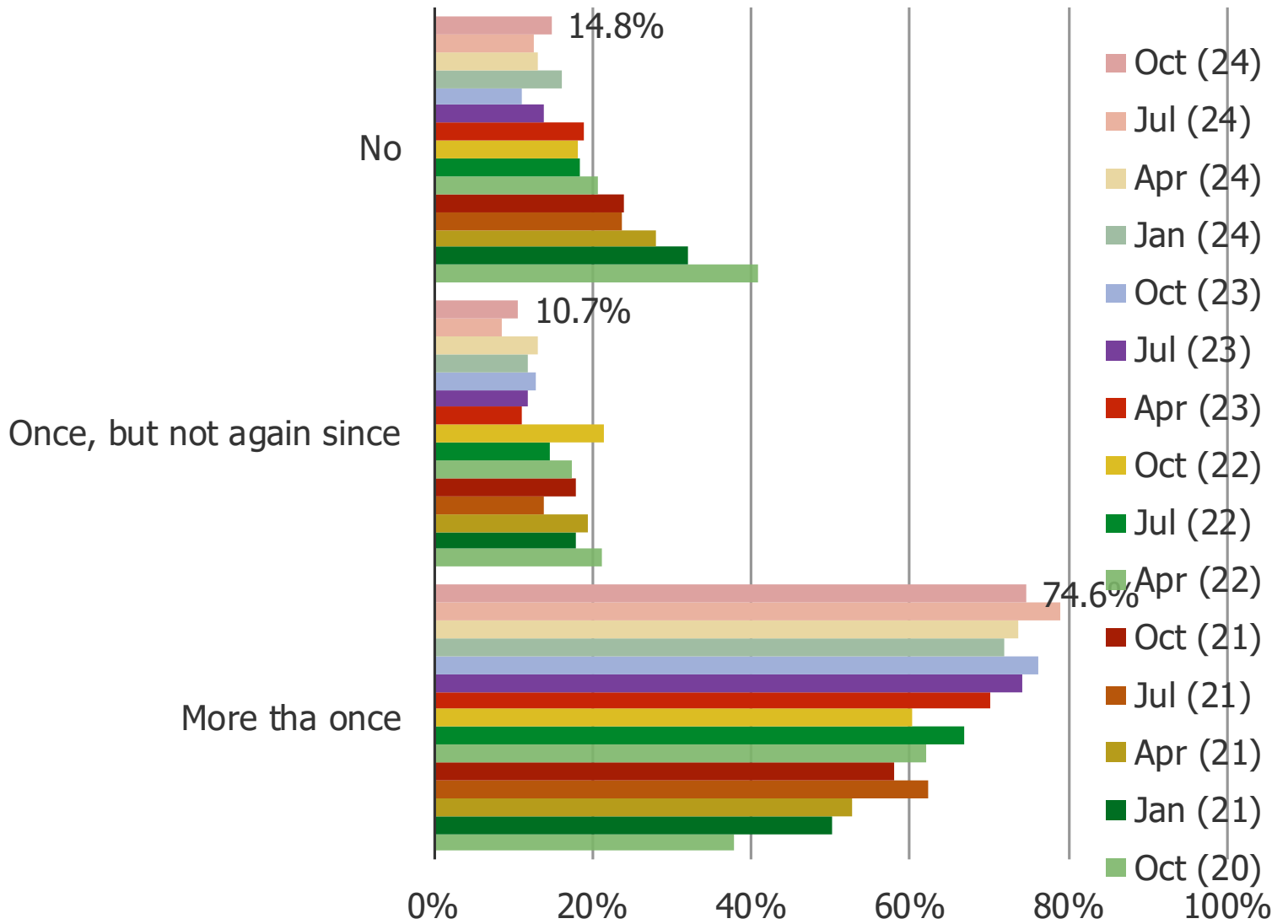
I've heard of it, but don't know much about it

I am familiar with Instagram Reels



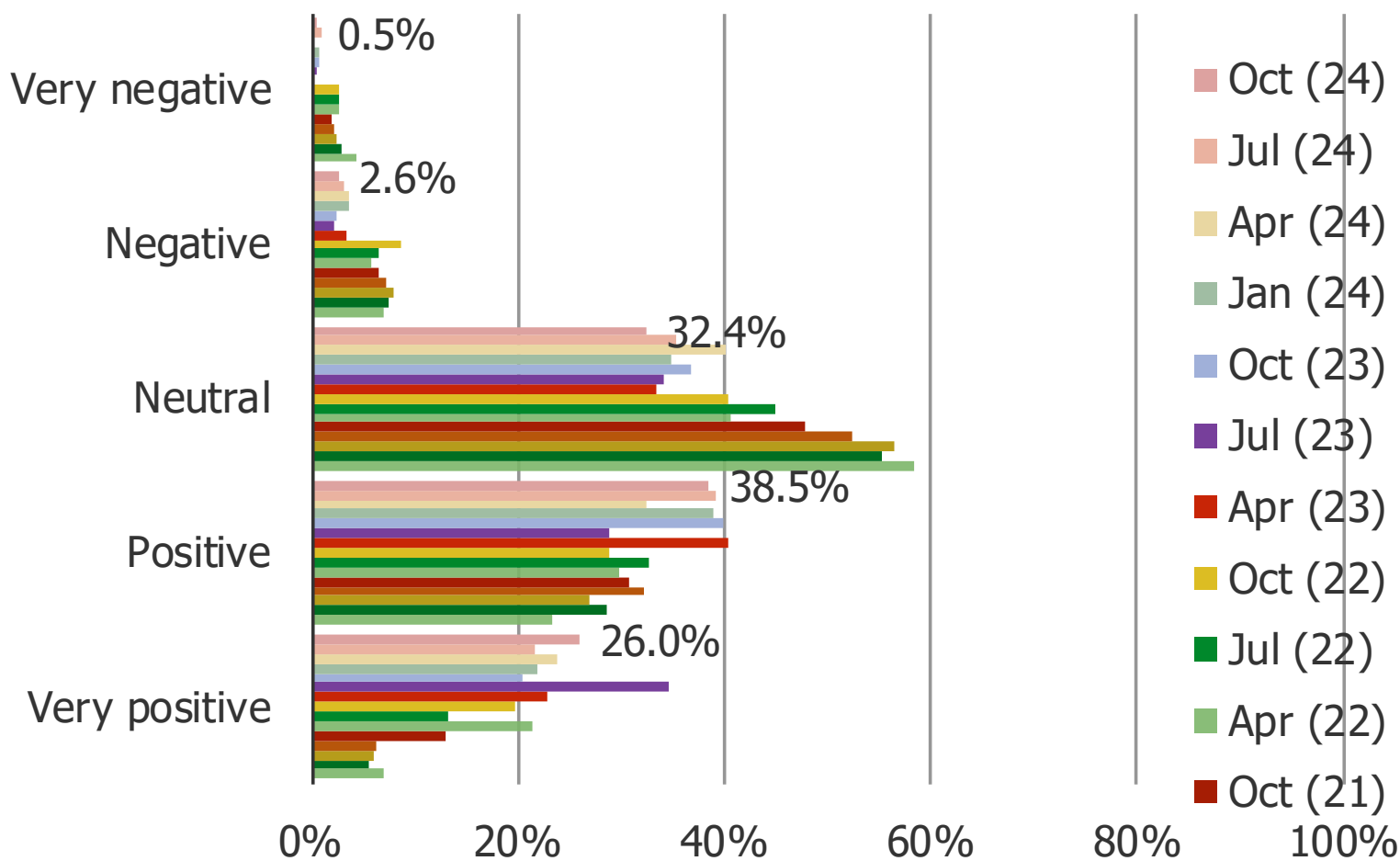
HAVE YOU WATCHED/SEEN ANY INSTAGRAM REELS VIDEOS YET?

Posted to Instagram Users who have heard of Reels:



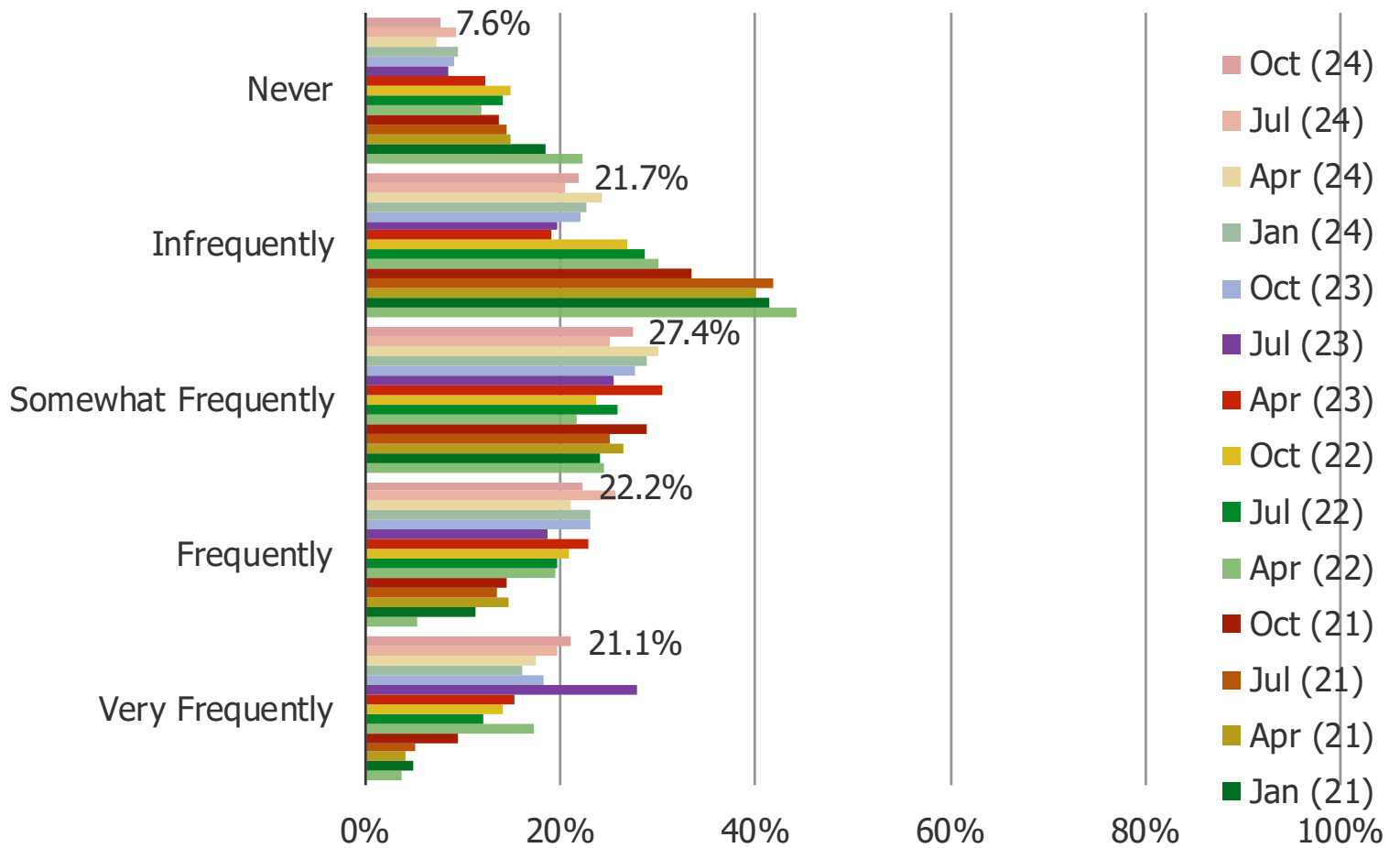
WHAT IS YOUR OPINION OF THE EXPERIENCE WATCHING INSTAGRAM REELS VIDEOS?

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



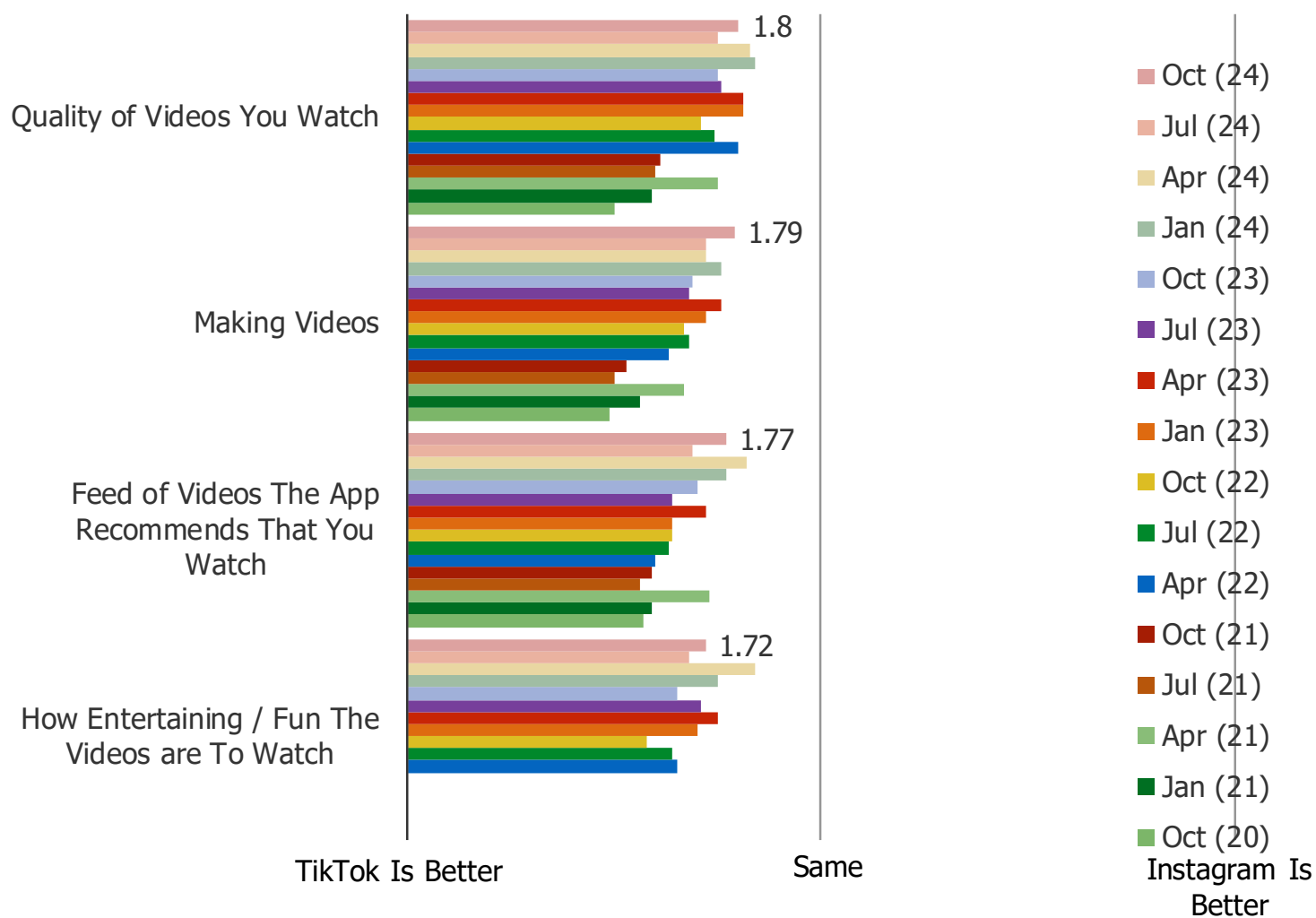
HOW OFTEN DO YOU EXPECT TO WATCH REELS GOING FORWARD?

Posted to Instagram Users who have heard of Reels:



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

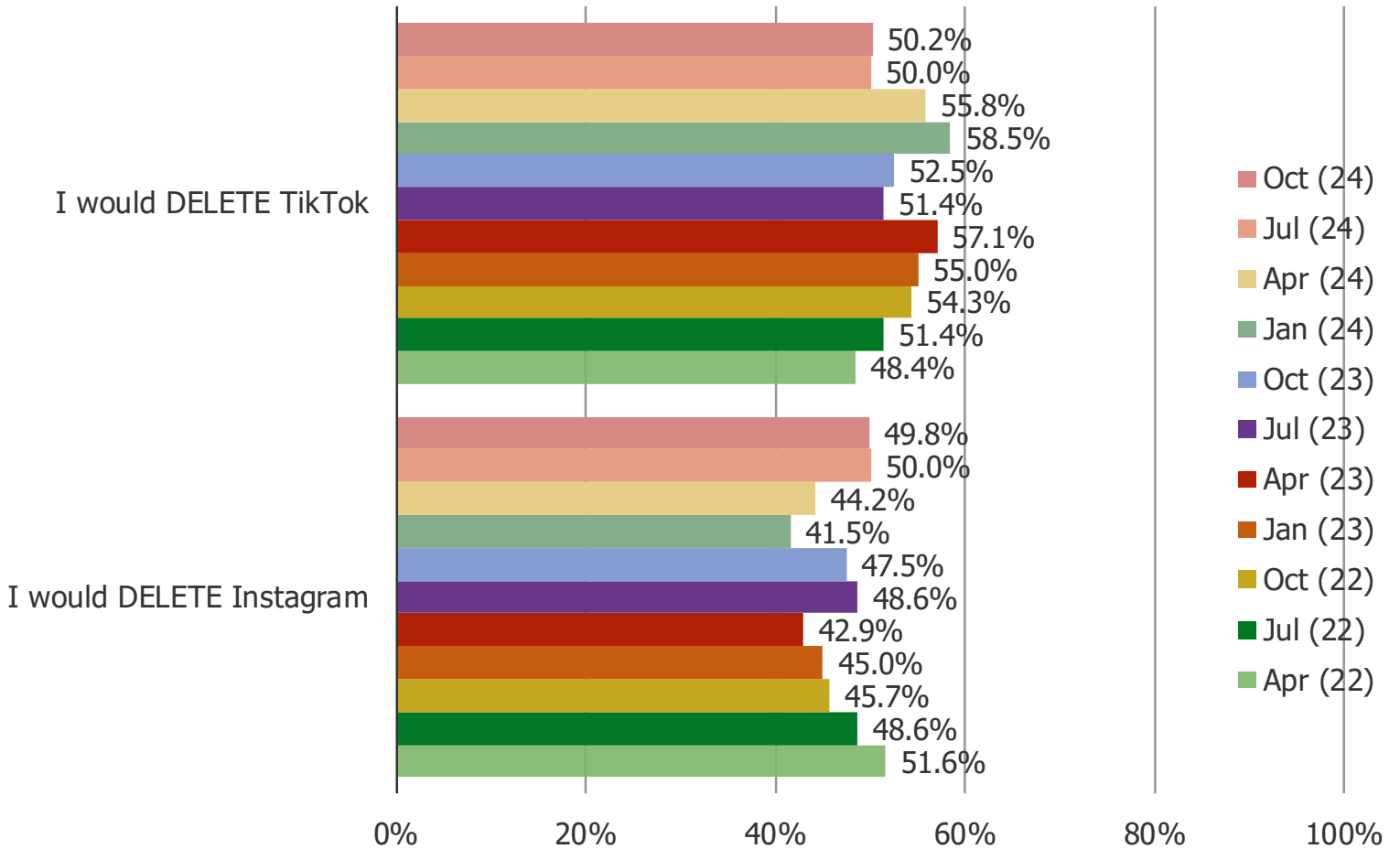
Posted to Instagram Users who have heard of Reels AND use TikTok:



# 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?

I enjoy TikTok more  
I used TikTok more  
Coz I love tiktok  
I would delete instagram because I'm hardly on instagram  
Because I prefer tiktok  
Tik tok is more positive and funny  
Use tik to more  
I would never delete my TikTok account  
I have no preference  
TikTok gives me more useful information  
Don't use much  
I don't use it often  
I don't use Instagram as much as TikTok  
I don't use it as much.  
I don't use it as much  
Don't use it as much  
Cause I already have Facebook that I can use to keep up with friends and family  
TikTok is more my speed  
Tiktok has more engagement than Instagram  
I love TikTok  
I don't really use  
Love the app!  
Don't be on there a lot  
There isn't that much  
I don't really care for Instagram  
Because i use not very often  
I use TikTok more  
Because I hardly ever use instagram  
Lack of communication  
I don't use instagram that much  
Because I don't use it as much as Tik Tok  
Because I enjoy tik tok better  
Because I love the videos on TikTok  
Id rather watch tiktok than looking pictures in instagram  
i like tiktok more  
I like TikTok better  
I really don't want to get rid of neither but I use TikTok more  
I like the tiktok regular people entertainment.  
Instagram is a lot more boring than tiktok  
I love Tiktok  
There's no search button like tiktok

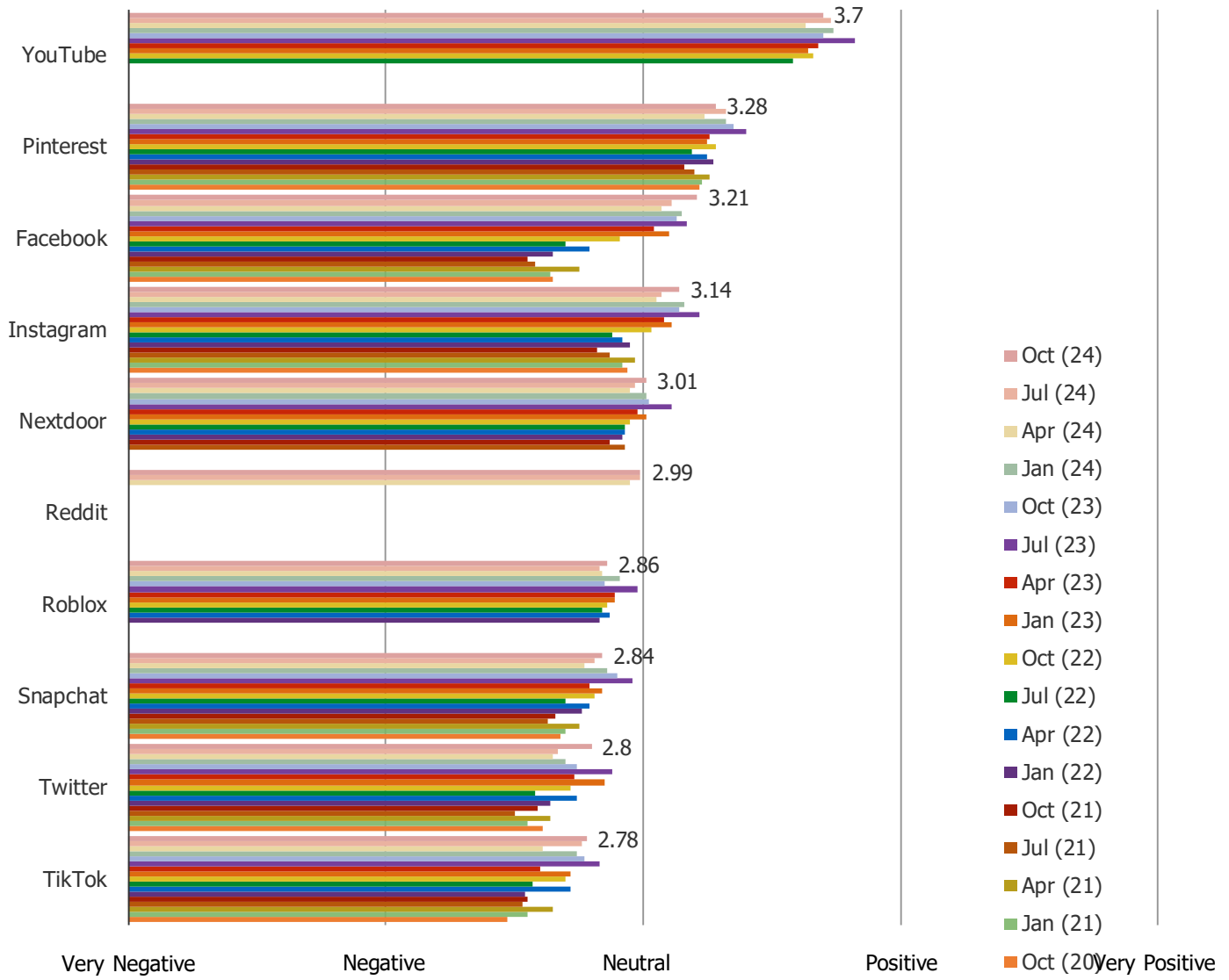


RESPONDENTS WHO WOULD DELETE TIKTOK AND KEEP INSTAGRAM, WHY?

I use Instagram to promote my personal business much more than I use Tik tok, so it just felt like the smarter choice, and I also have more followers and DM more friends on Instagram  
Because I don't communicate much trough tik Tok  
It isn't that important to me  
Because similar video will still be available on instagram  
Use it less  
TikTok kind of not my speed  
Tiktok seems way more toxic, inappropriate, addictive, and attracts worse people.  
I believe instagram offers more than TikTok in terms of both entertainment and serious business  
It's a Chinese app  
Tiktok doesnt have my friends listed on it, cant message them on there, tiktok is mostly stupid stuff  
Ive had instagram longer  
I have heard bad things about this  
I don't use it as often  
I use it less  
Because I like Instagram better  
Its not too appealing  
Because TikTok does not effectively allow you to communicate with friends and others like Instagram does  
It's owned by China  
I like insta better  
Hardly use it  
I would delete tik tok because I use instagram a lot more and I post pictures on instagram and I don't post on tik tok  
Instagram is my photo album  
Never use it  
Personal friends on instagram  
To much time wasted  
I use it less  
Talk with more people on instagram by comparison  
Instagram more relevant  
Tik tok is bad for kids  
Don't have person connection to anyone I follow on Tiktok  
I stay connected with a lot of people on Instagram and it has reels on Instagram  
Watch it the least  
Because instagram is better  
I don't use it as much  
I use it less  
I don't use it much  
I don't use either very often  
Because it consumes most of my time  
I trust Instagram more  
Because I hardly use it  
Because i barely use tiktok  
I've had Instagram longer and have a fitness fan base I wouldn't want to lose

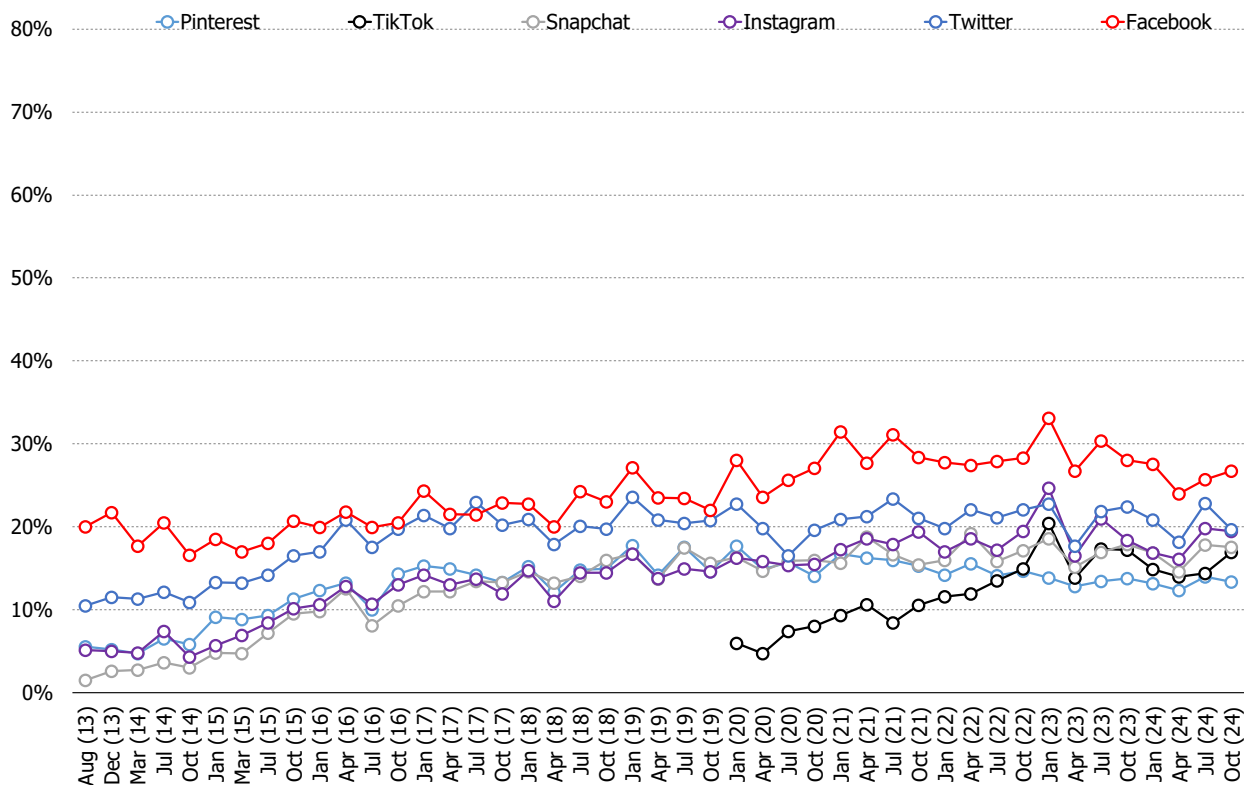
WHAT IS YOUR OPINION OF THE FOLLOWING APPS/SITES?

Posed to all respondents.



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

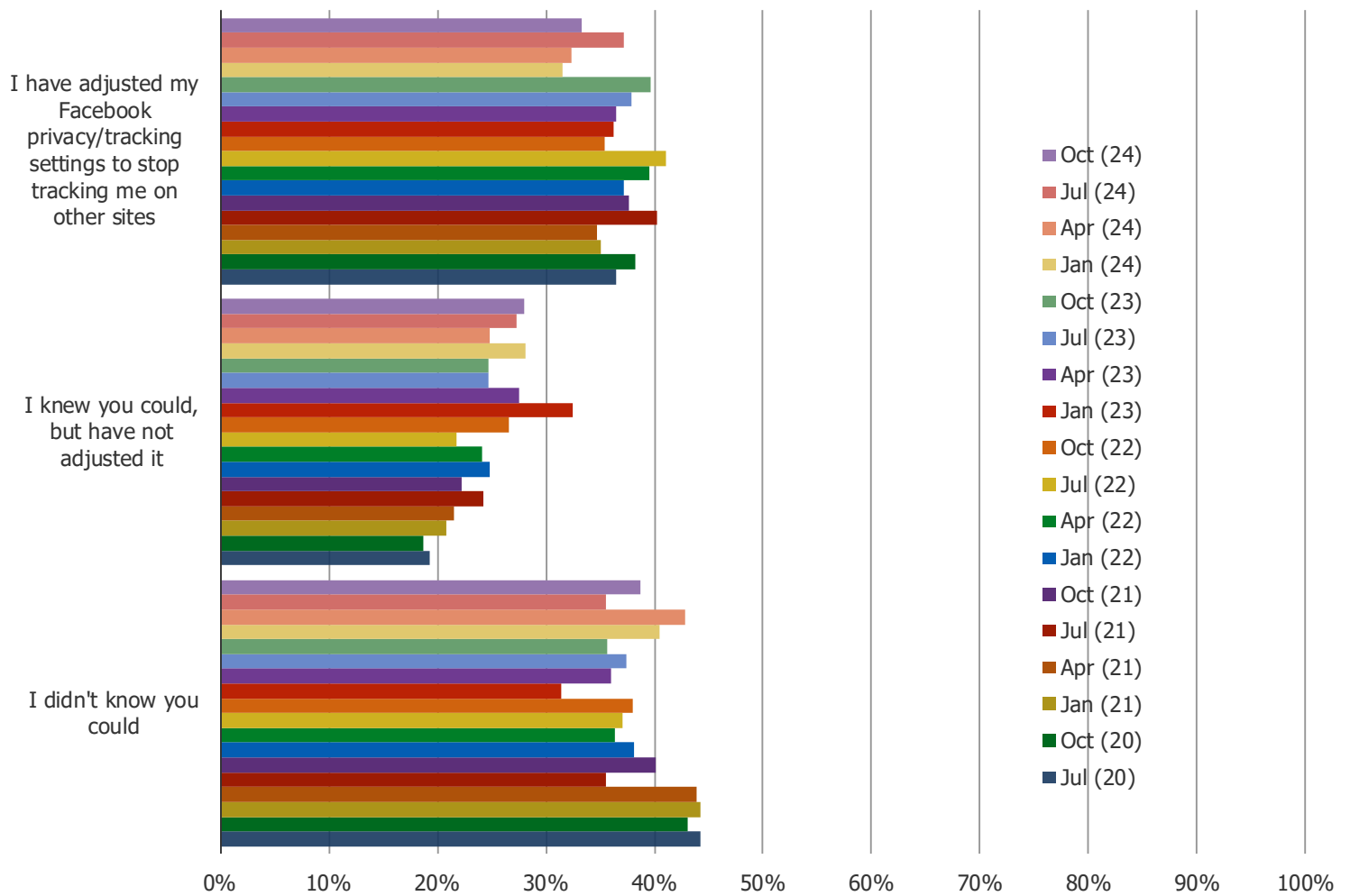
Posed to all respondents.



# FB DEEP DIVE

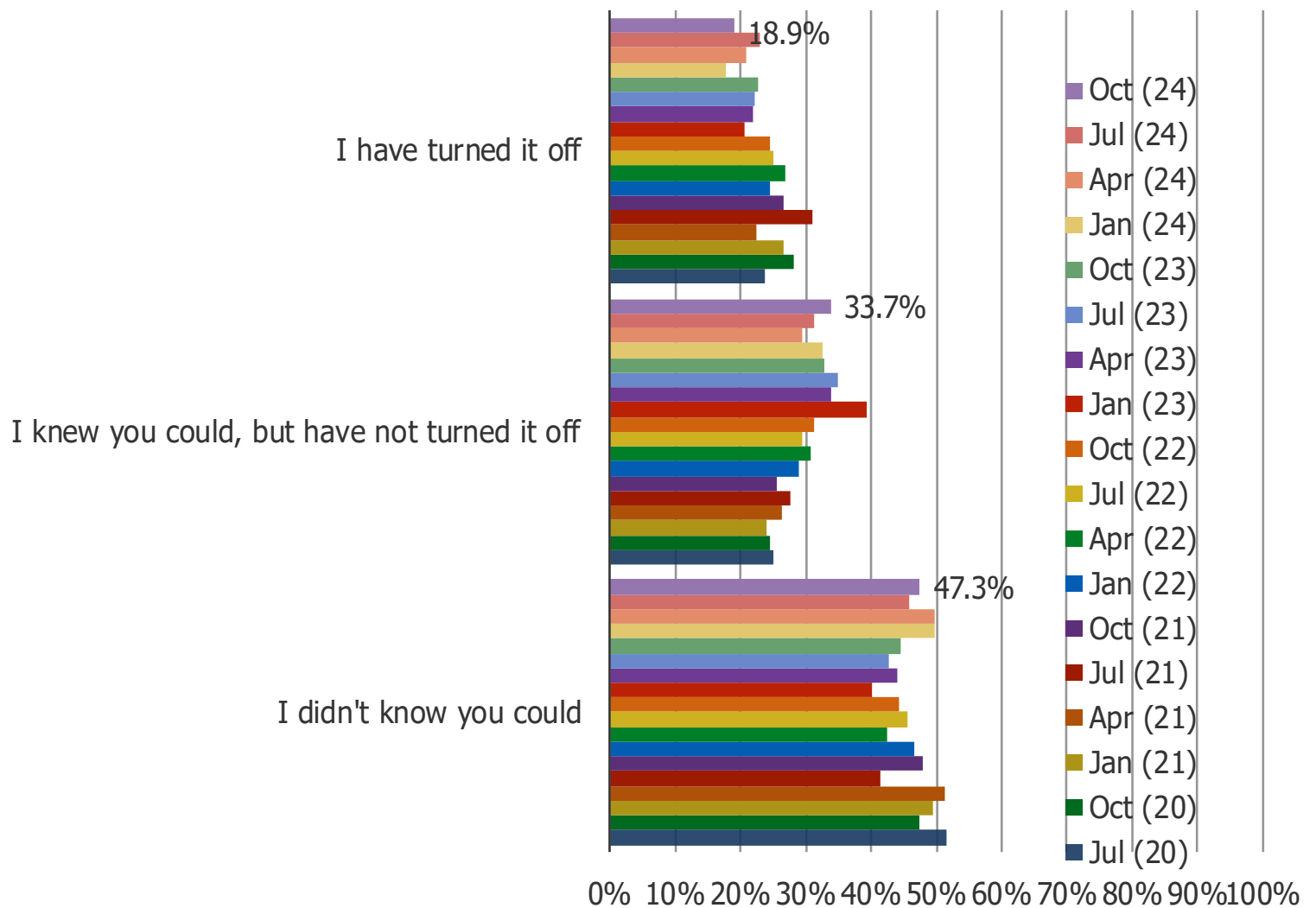
HAVE YOU ADJUSTED YOUR PRIVACY SETTINGS ON FACEBOOK TO PREVENT THEM FROM TRACKING YOUR ACTIVITY ON OTHER SITES (IE, "OFF FACEBOOK ACTIVITY")?

Posed to Facebook users.



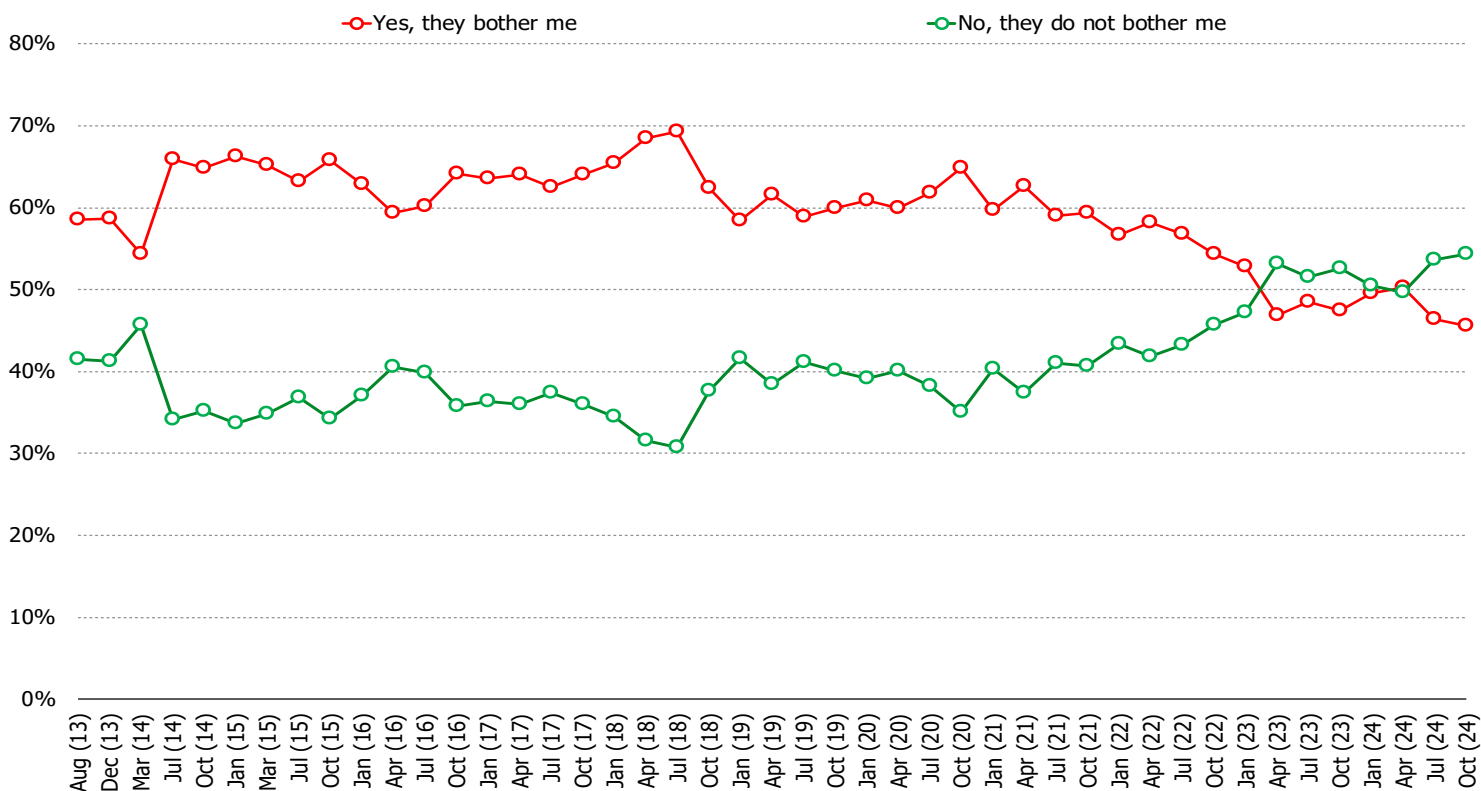
HAVE YOU GONE INTO AD CONTROLS TO TURN OFF “ADS BASED ON DATA FROM PARTNERS”?

Posed to Facebook users.



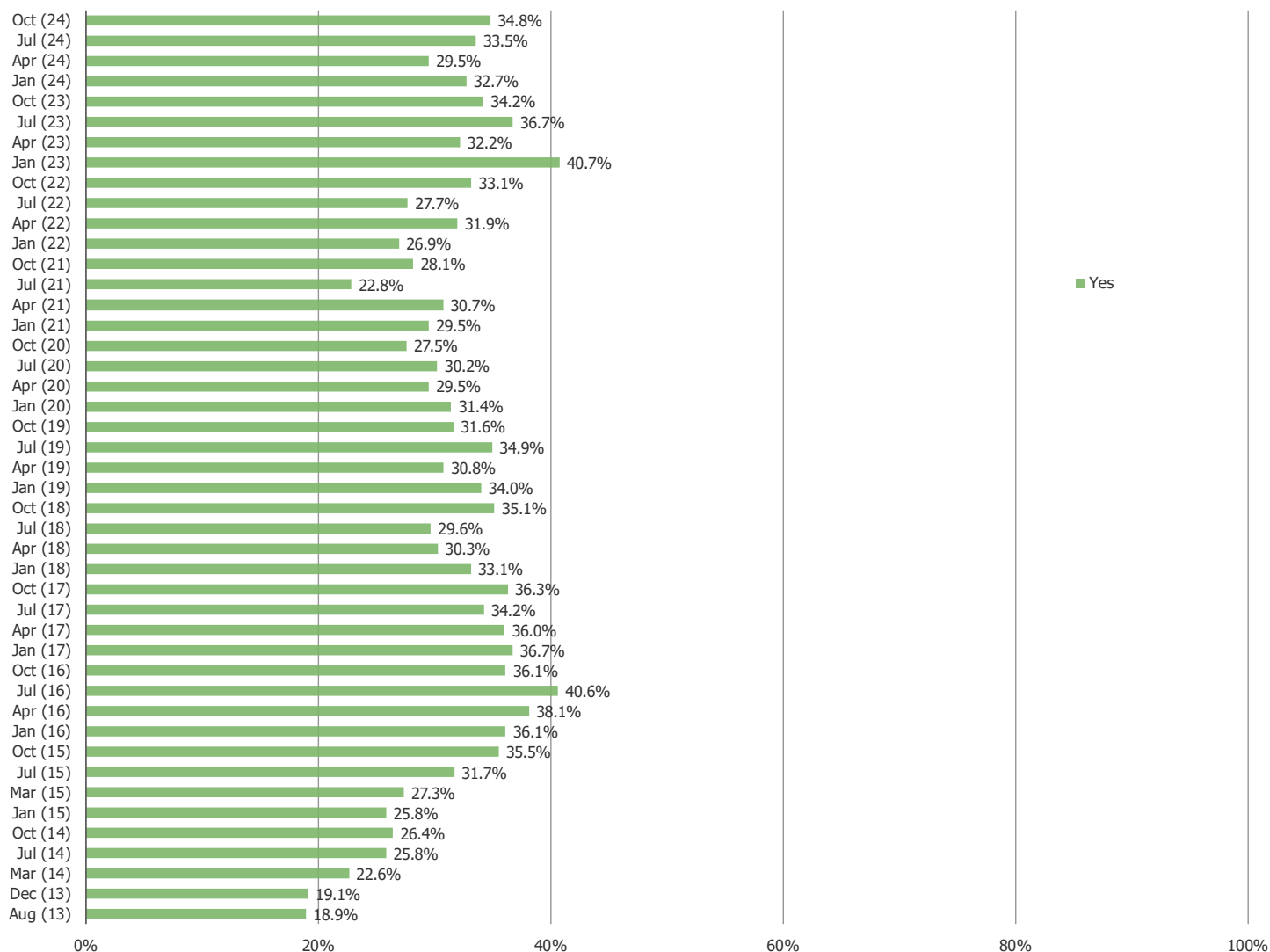
FACEBOOK ACCOUNT HOLDERS – DO ADS IN YOUR NEWSFEED BOTHER YOU?

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?

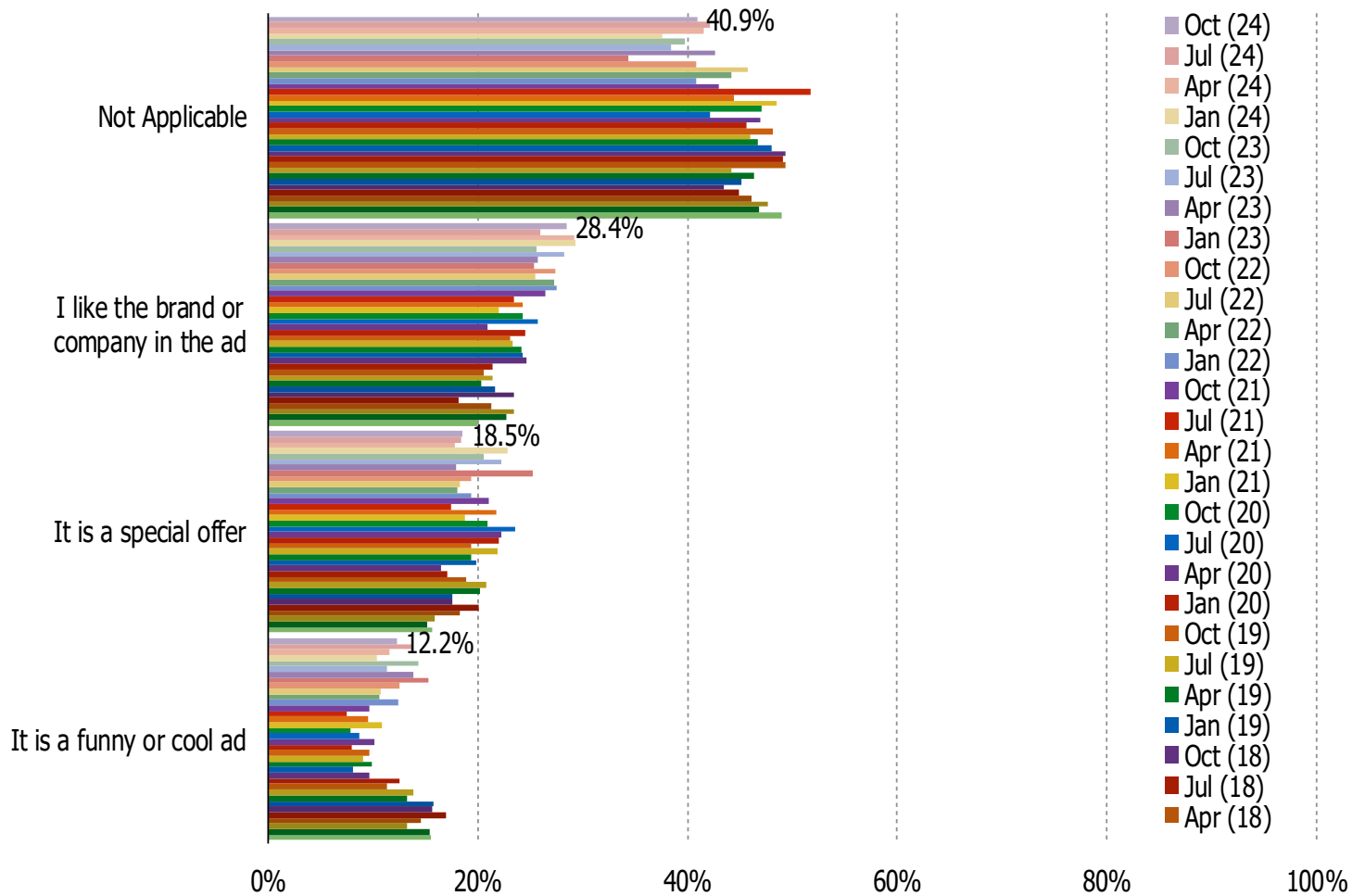
Posed to Facebook account holders.





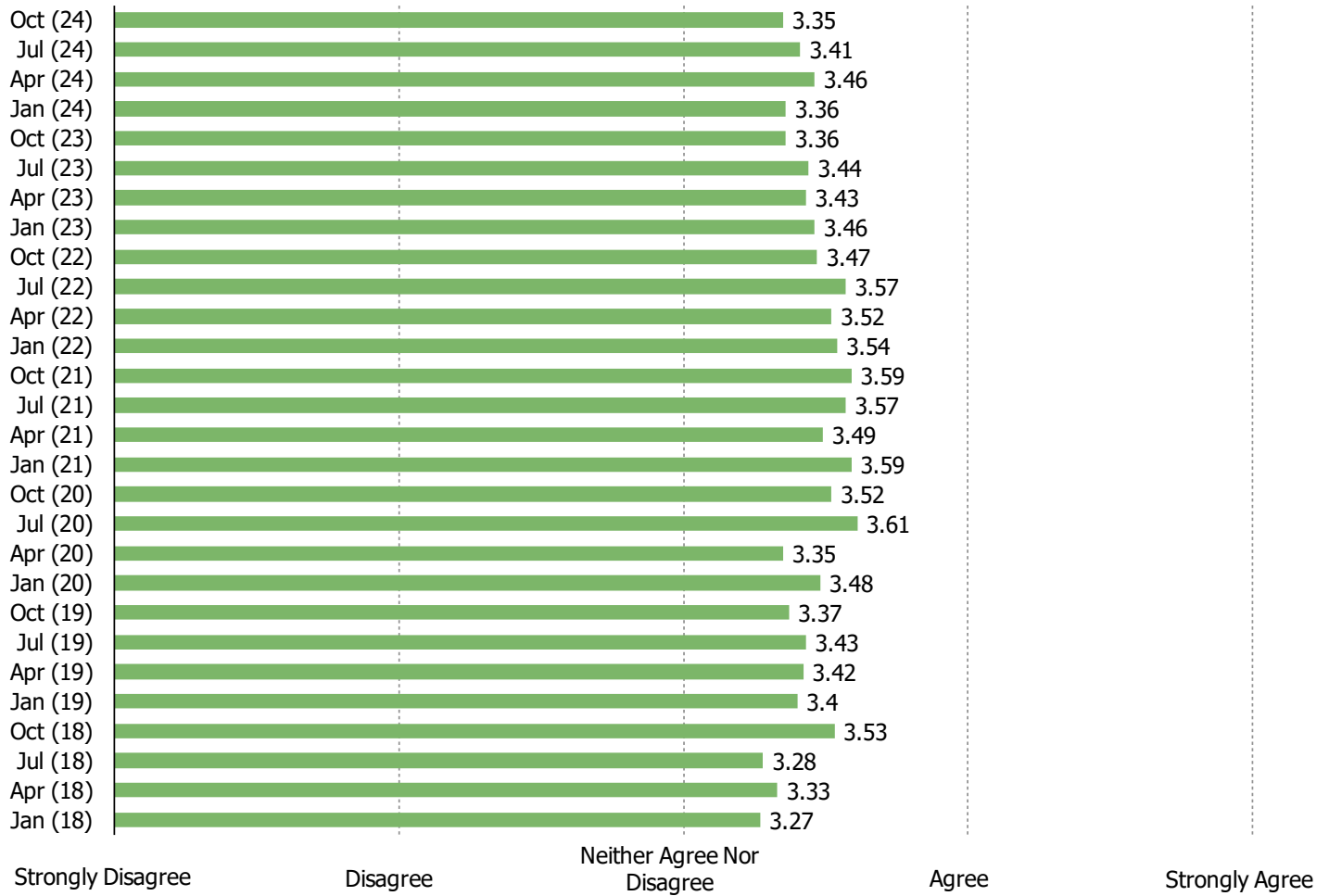
WHEN YOU CLICK ON AN ADVERTISEMENT WHILE ON FACEBOOK, WHAT IS USUALLY THE REASON FOR WHY YOU CLICKED ON THE ADVERTISEMENT?

Posed to Facebook account holders.



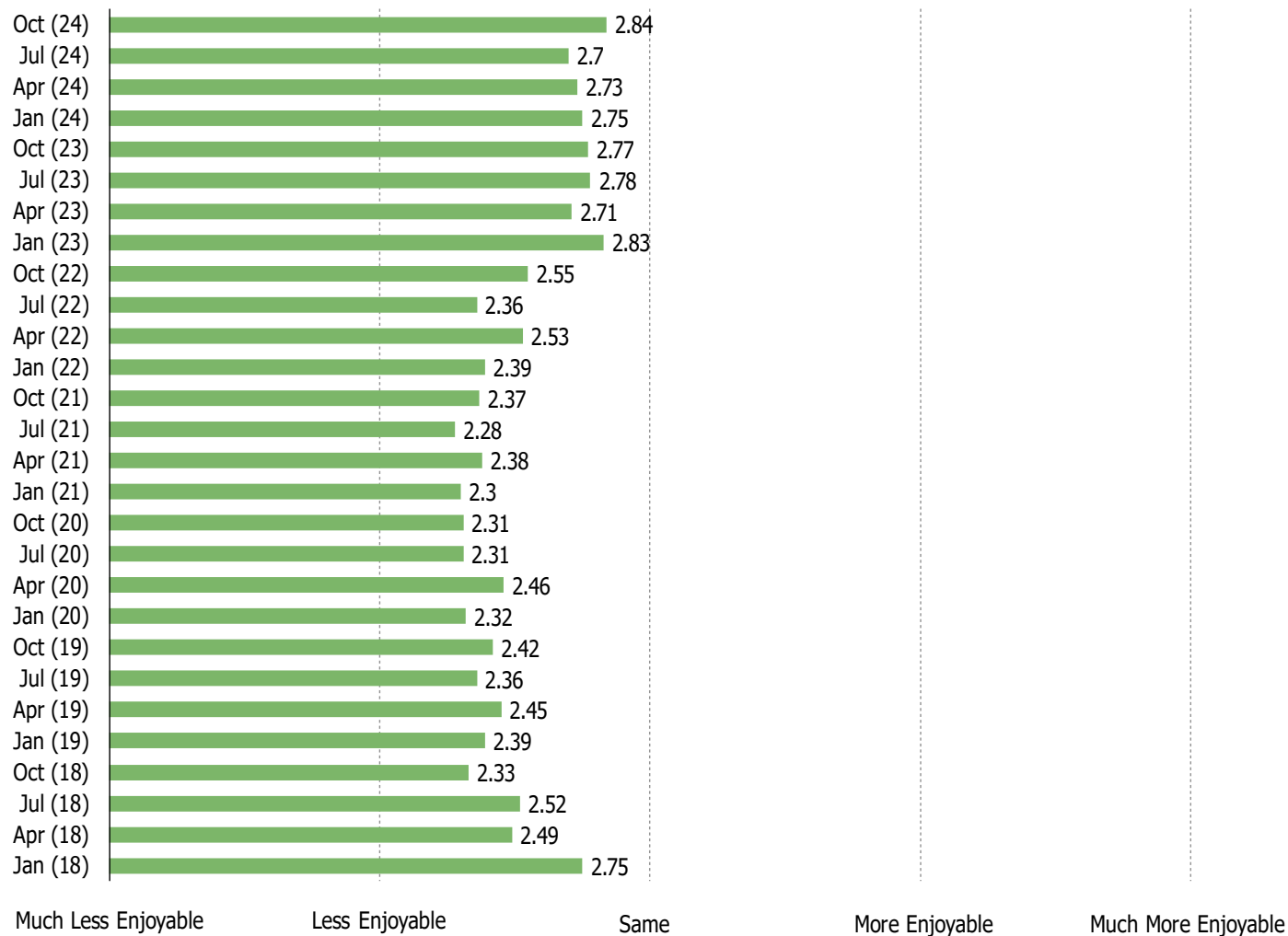
HOW MUCH DO YOU AGREE WITH THE FOLLOWING: "FACEBOOK HAS BECOME LESS SOCIAL OVER TIME."

Posed to Facebook users.



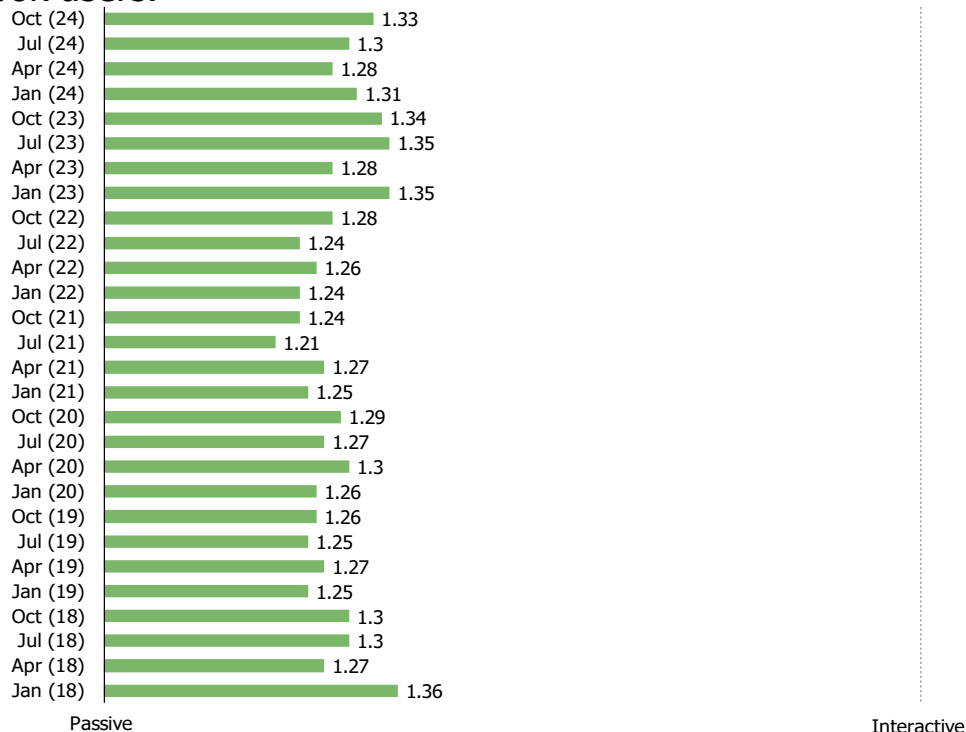
FACEBOOK USERS – IN GENERAL, WOULD YOU SAY FACEBOOK HAS GOTTEN MORE OR LESS ENJOYABLE OVER-TIME?

Posed to Facebook users.



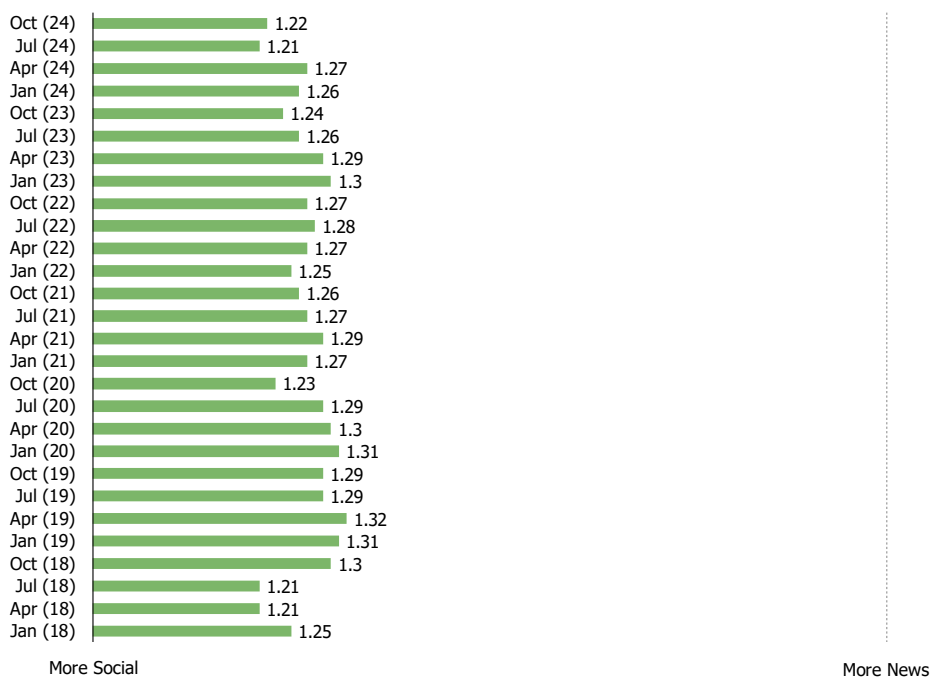
WOULD YOU DESCRIBE YOUR USAGE OF FACEBOOK AS BEING MORE INTERACTIVE OR PASSIVE?

Posed to Facebook users.



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

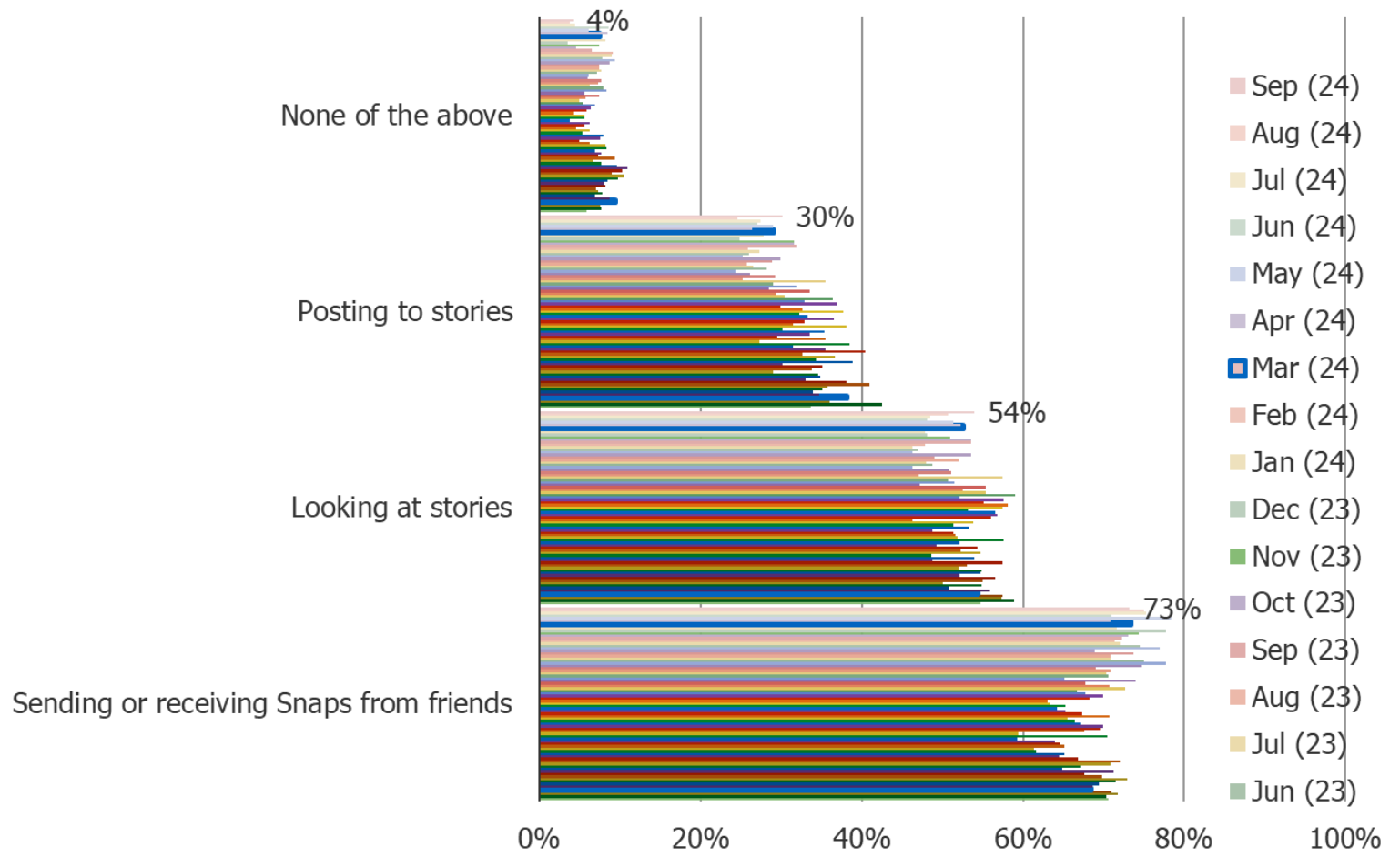
Posed to Facebook users.



# SNAPCHAT USER FEEDBACK

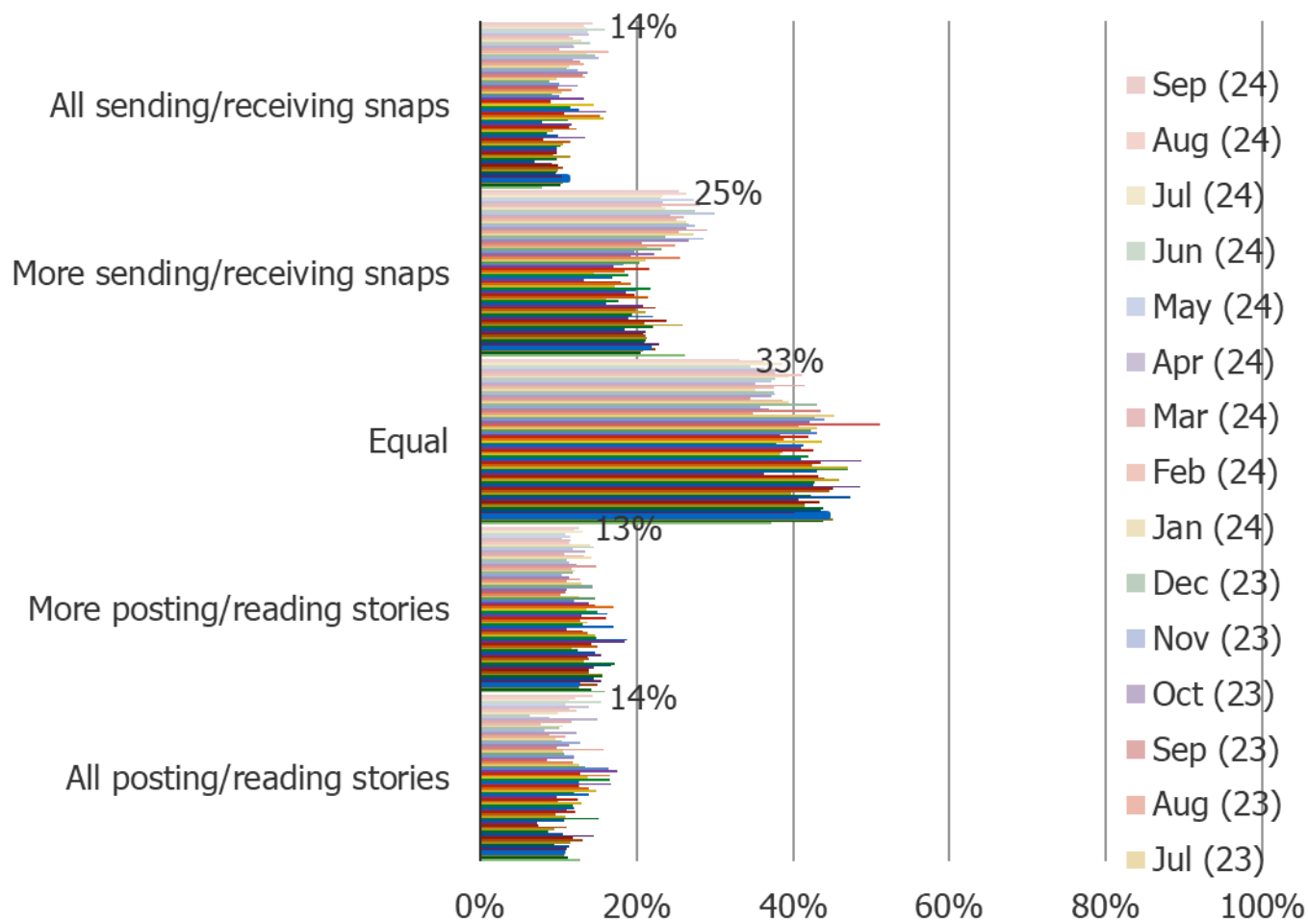
I USE SNAPCHAT FOR

Posed to Snapchat users.



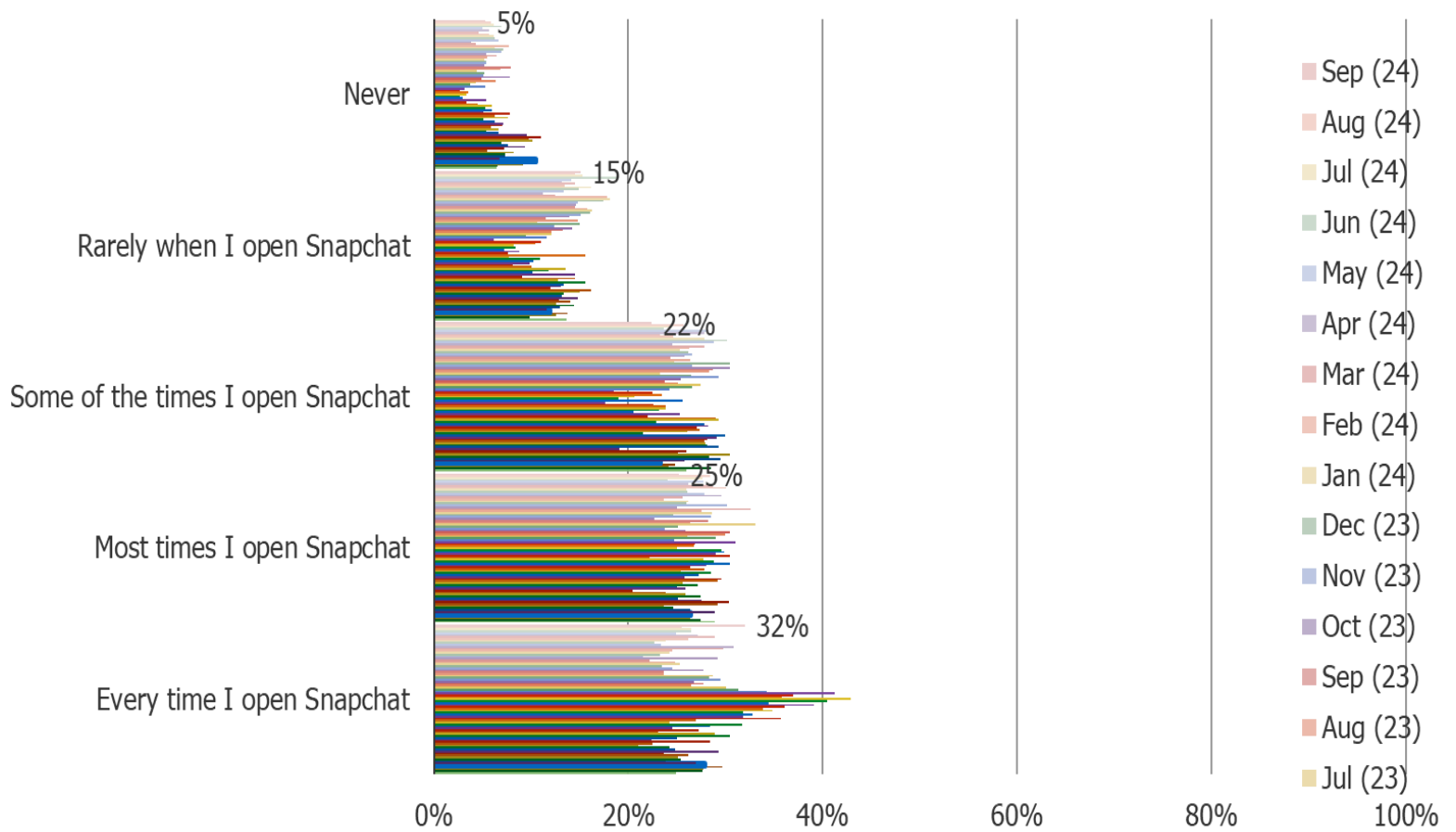
PLEASE ESTIMATE HOW YOU SPEND YOUR TIME ON SNAPCHAT.

Posed to Snapchat users.



I VIEW SNAPCHAT STORIES:

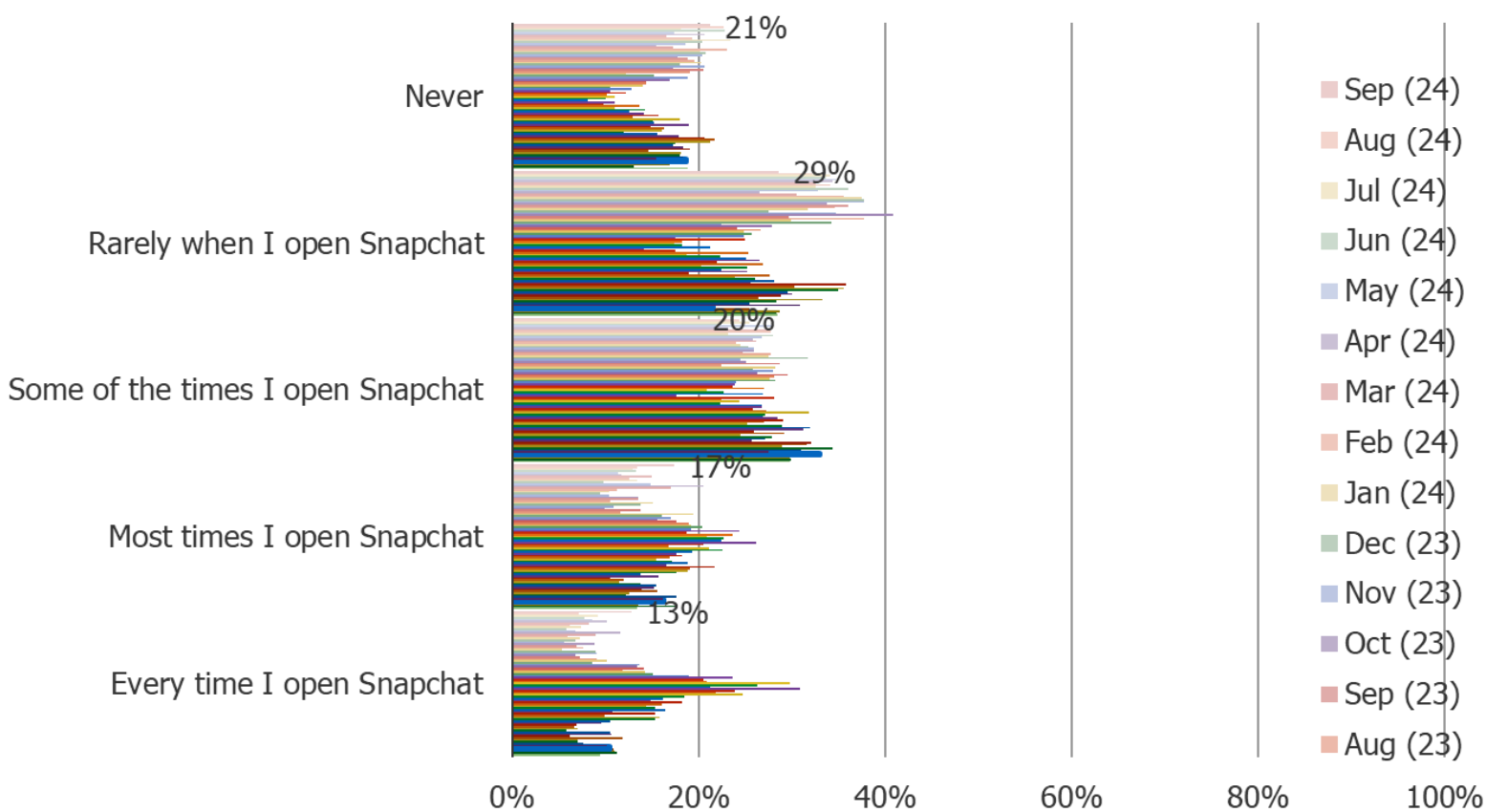
Posed to Snapchat users.





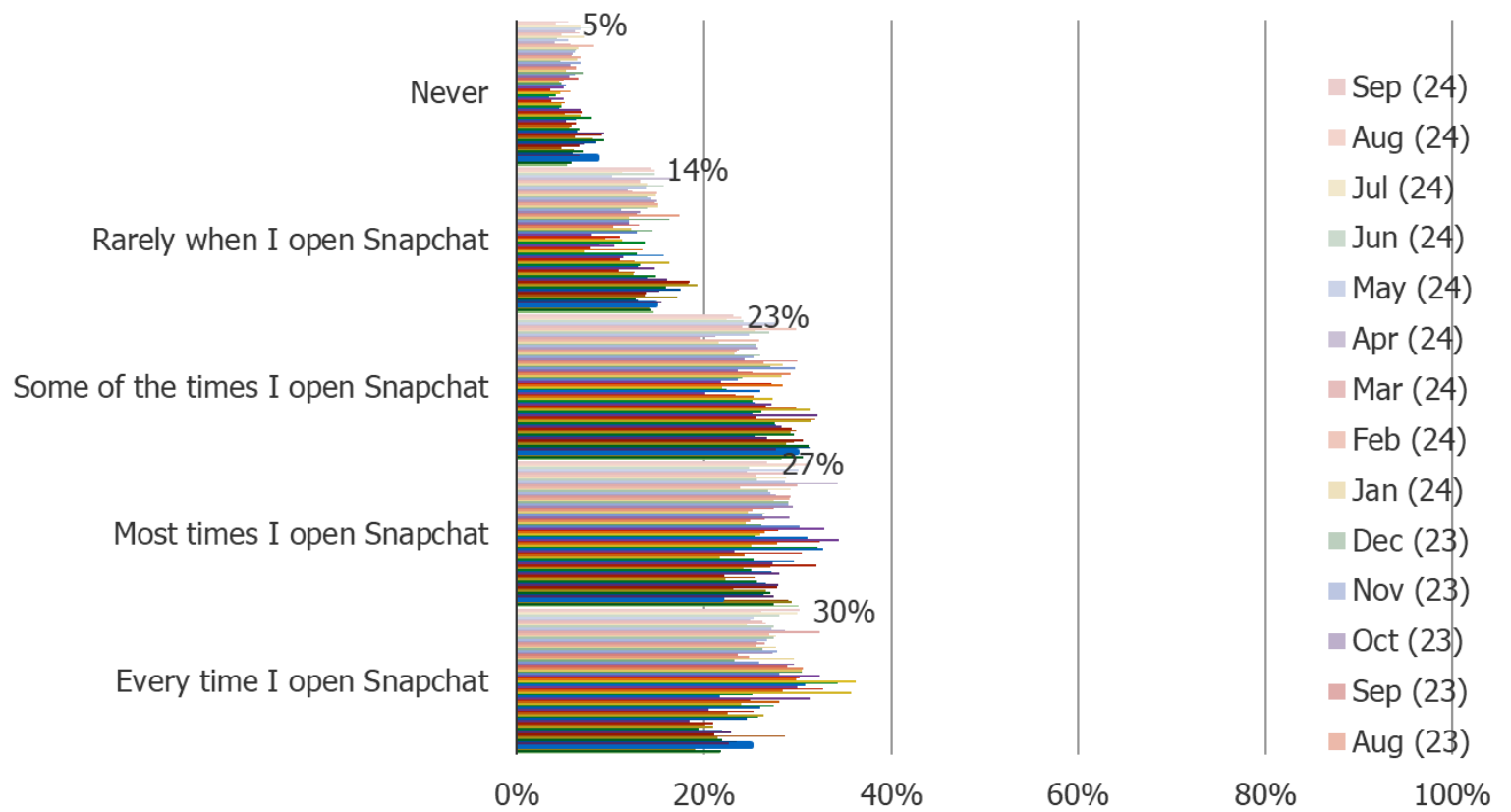
I POST TO SNAPCHAT STORIES:

Posed to Snapchat users.



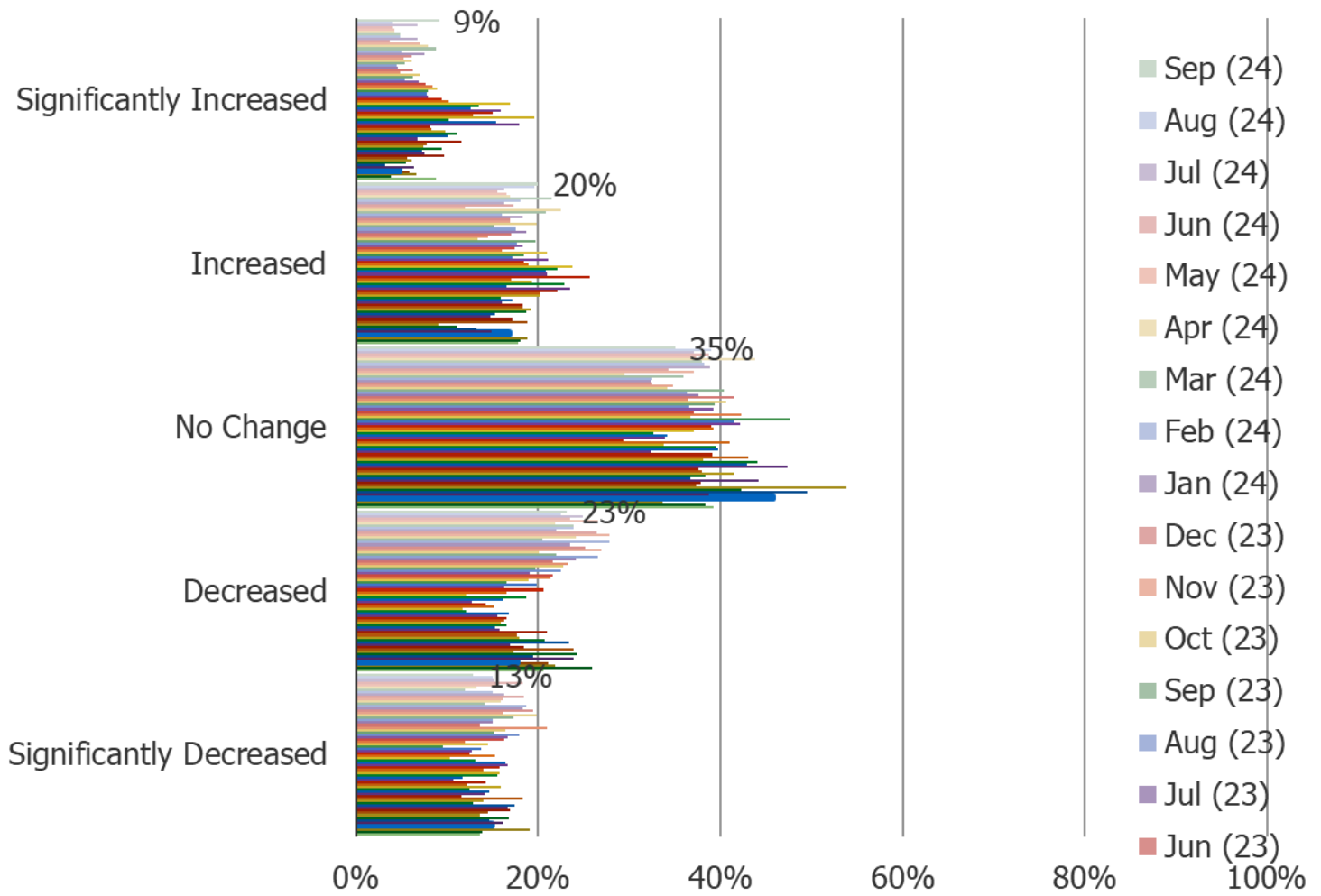
I SEND/RECEIVE SNAPS:

Posed to Snapchat users.



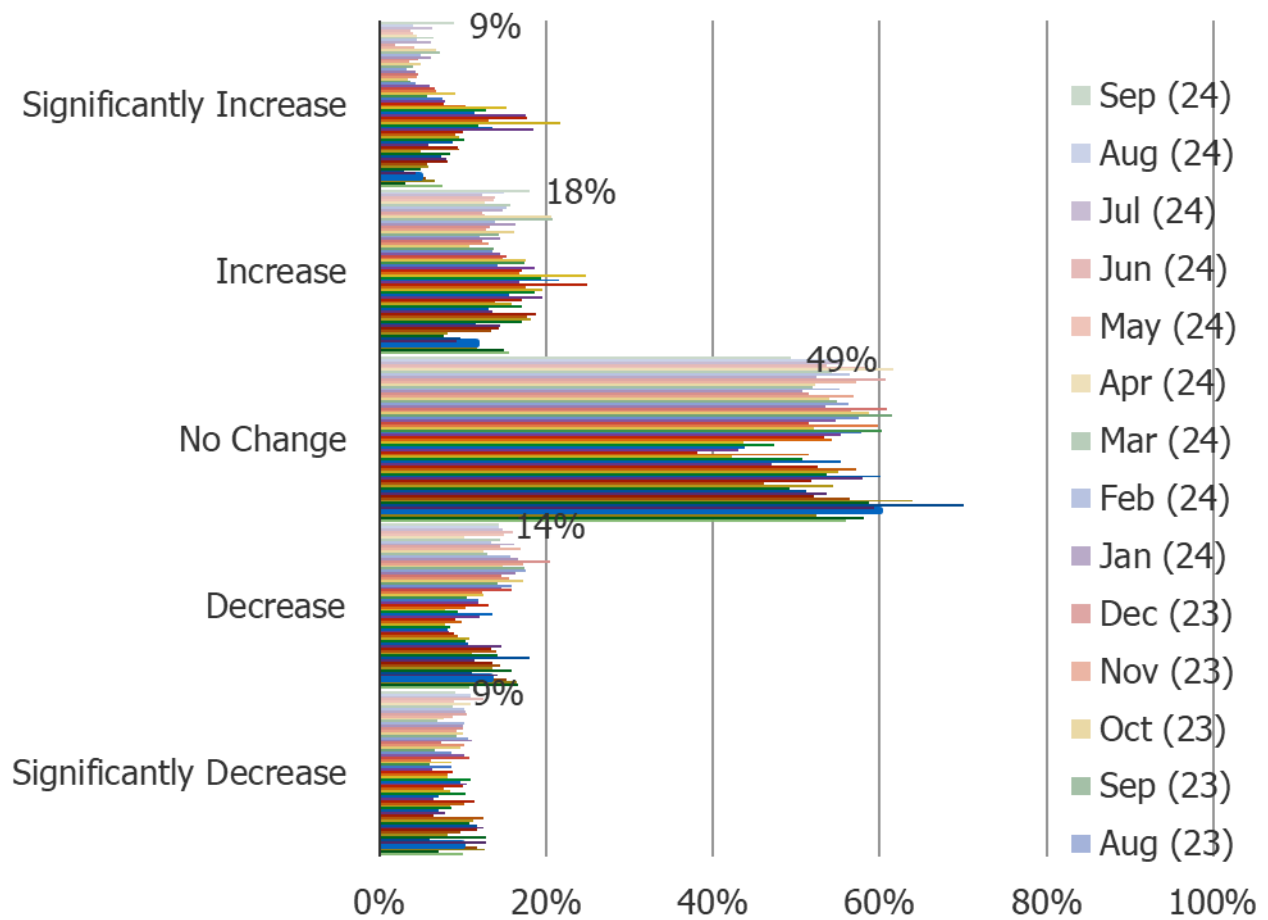
HAS THE AVERAGE TIME YOU CURRENTLY SPEND ON SNAPCHAT PER DAY INCREASED OR DECREASED COMPARED TO 6-12 MONTHS AGO?

Posed to Snapchat users.



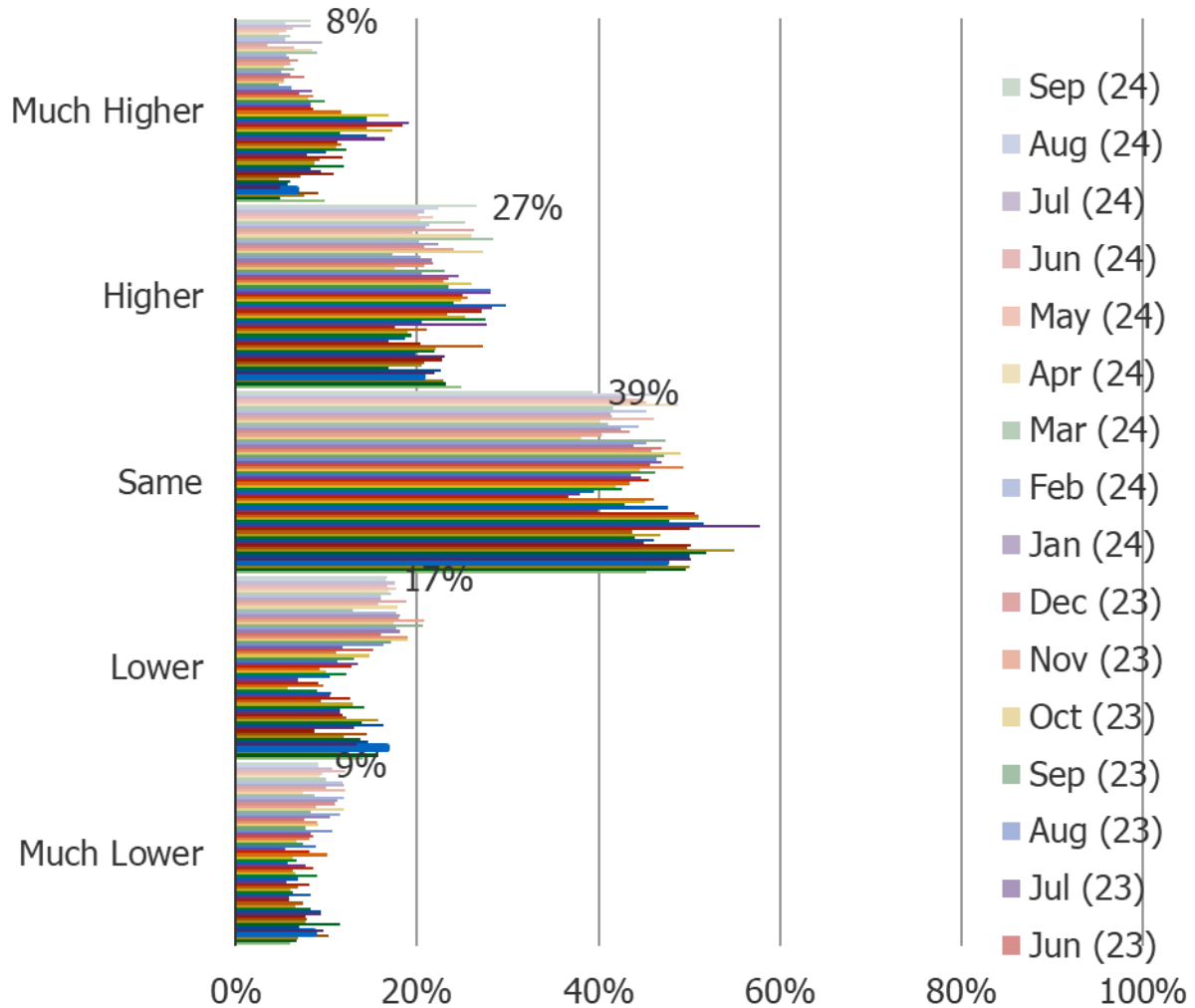
DO YOU EXPECT THE AVERAGE TIME YOU SPEND PER DAY ON SNAPCHAT PER DAY TO INCREASE OR DECREASE GOING FORWARD?

Posed to Snapchat users.



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

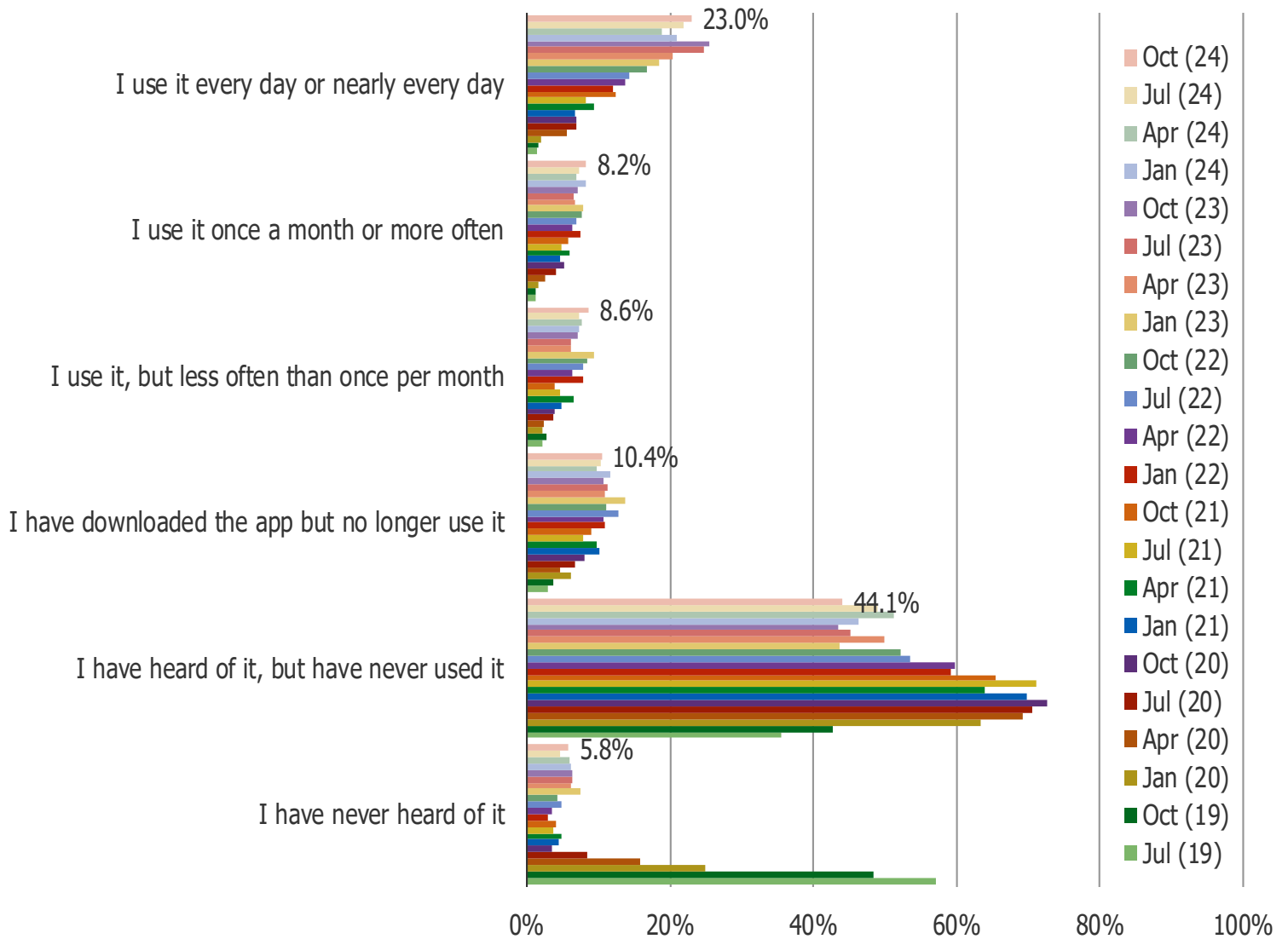
Posed to Snapchat users.



# TIKTOK DEEP DIVE

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

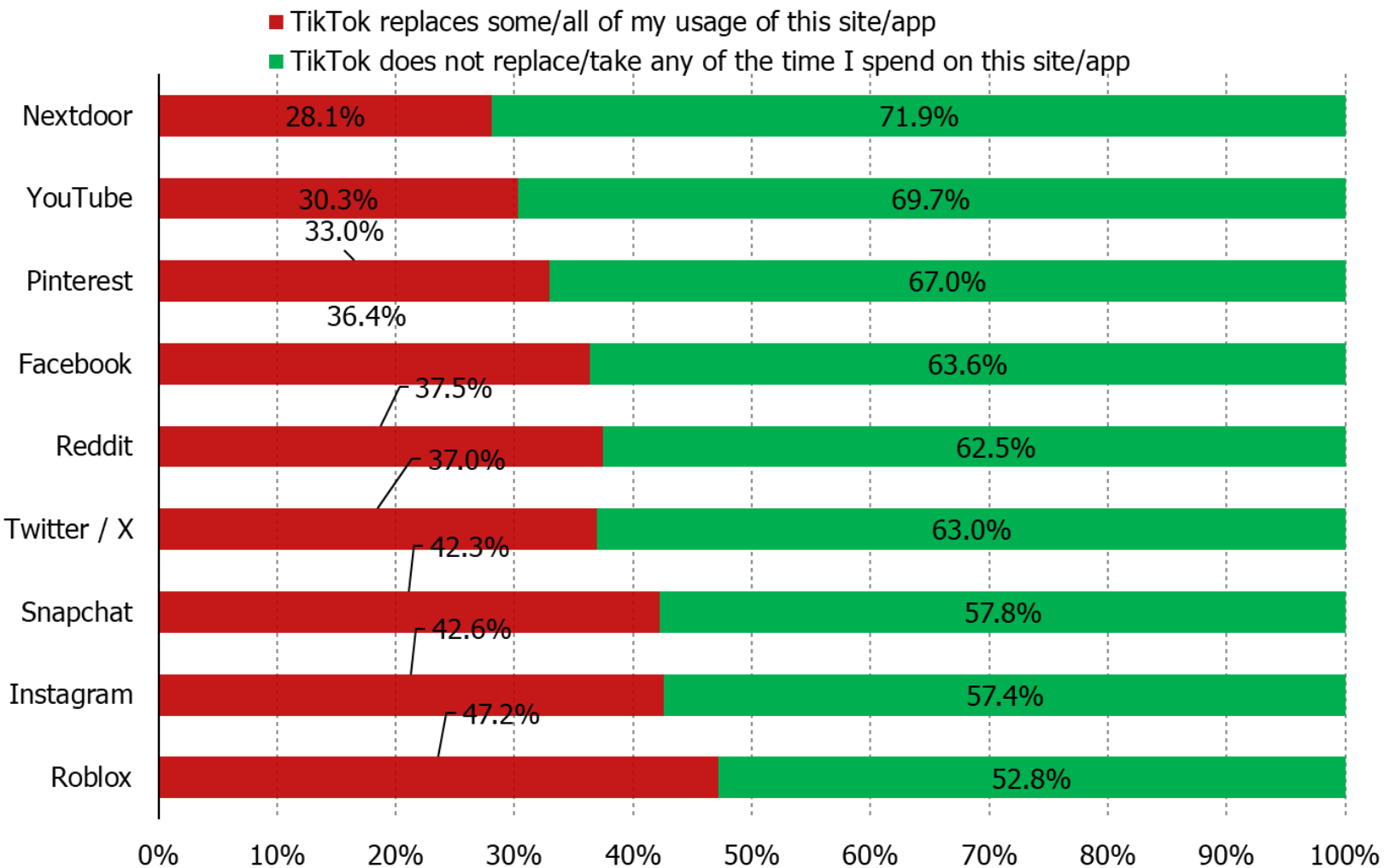
Posed to all respondents



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.

October 2024

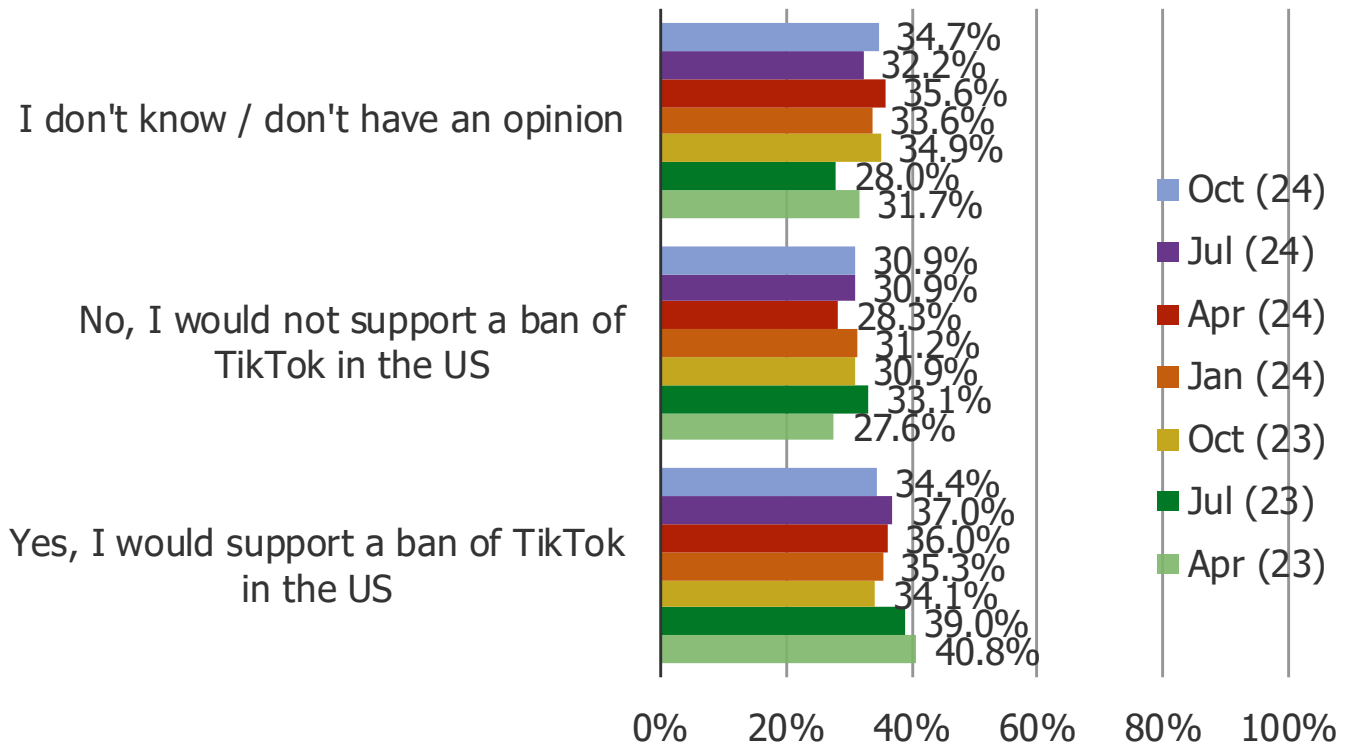




# TIKTOK BAN QUESTIONS

WOULD YOU SUPPORT A BAN OF TIKTOK IN THE US?

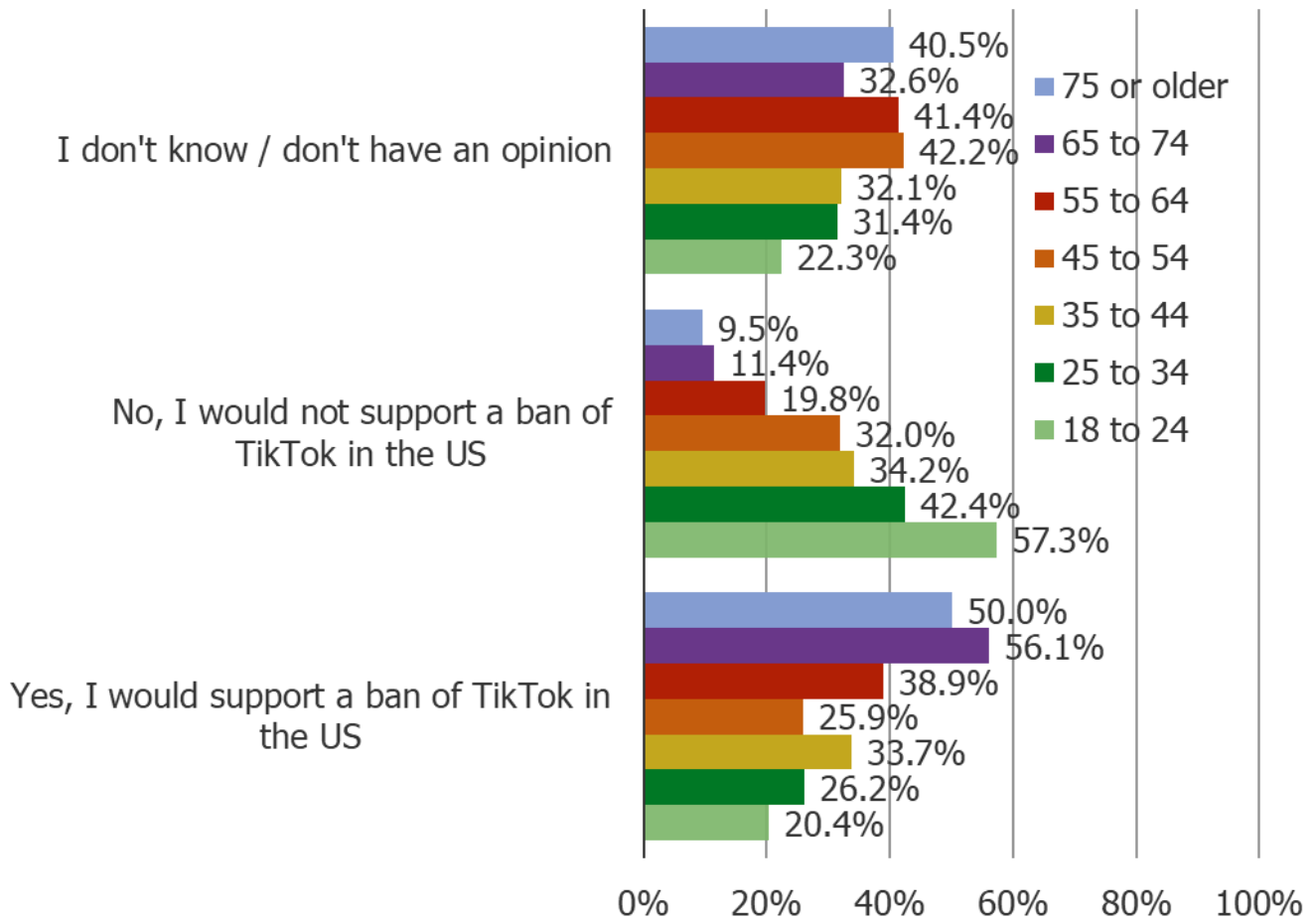
This question was posed to all respondents.



WOULD YOU SUPPORT A BAN OF TIKTOK IN THE US?

Cross-Tab Analysis – By Age

October 2024

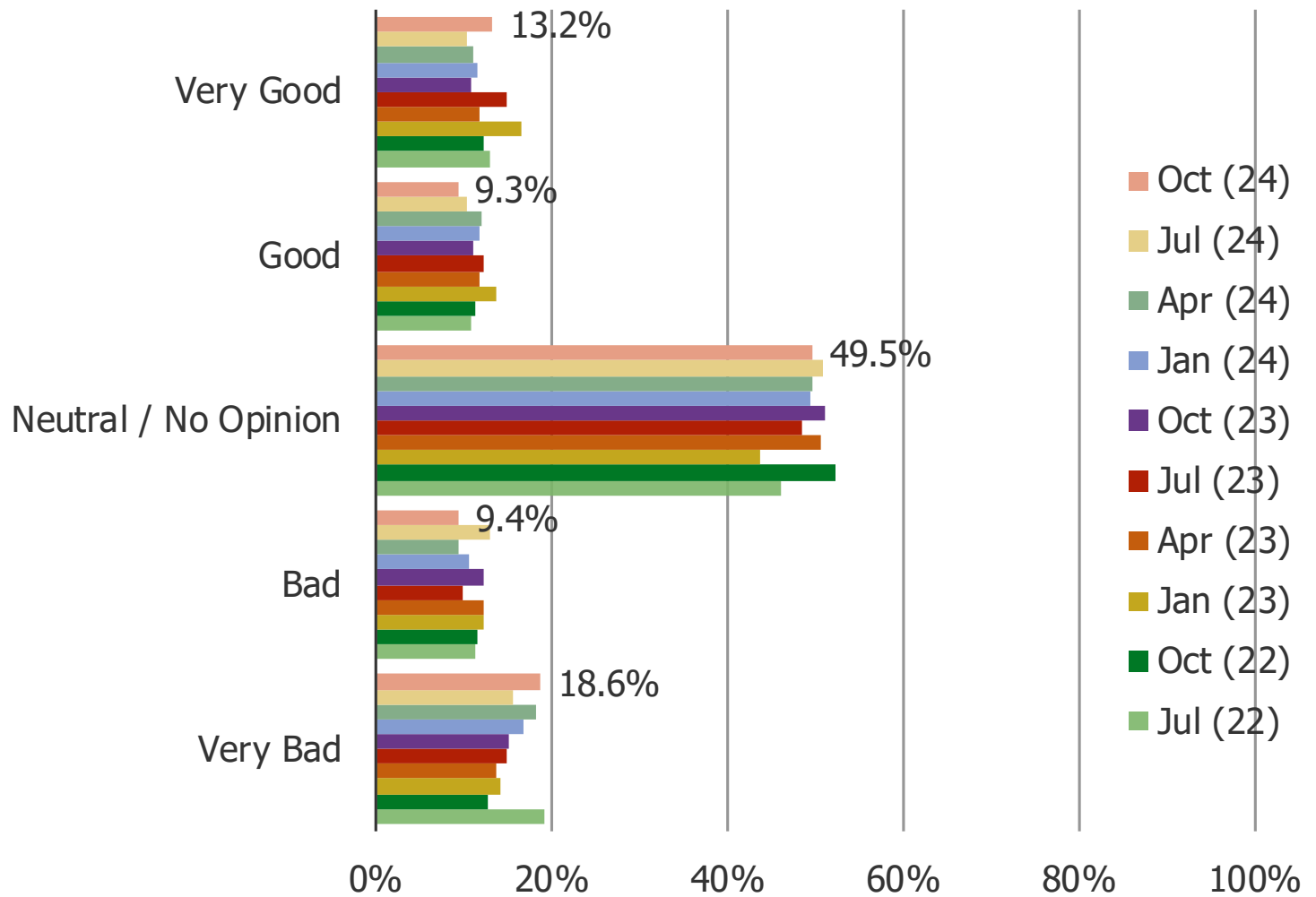




# ELON MUSK + TWITTER

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.

October 2024

