

Bespoke Survey Research

January 2025

Social Media

Volume 46 | Quarterly Survey

1,000 US Consumers Balanced To Census

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

Key Takeaways:

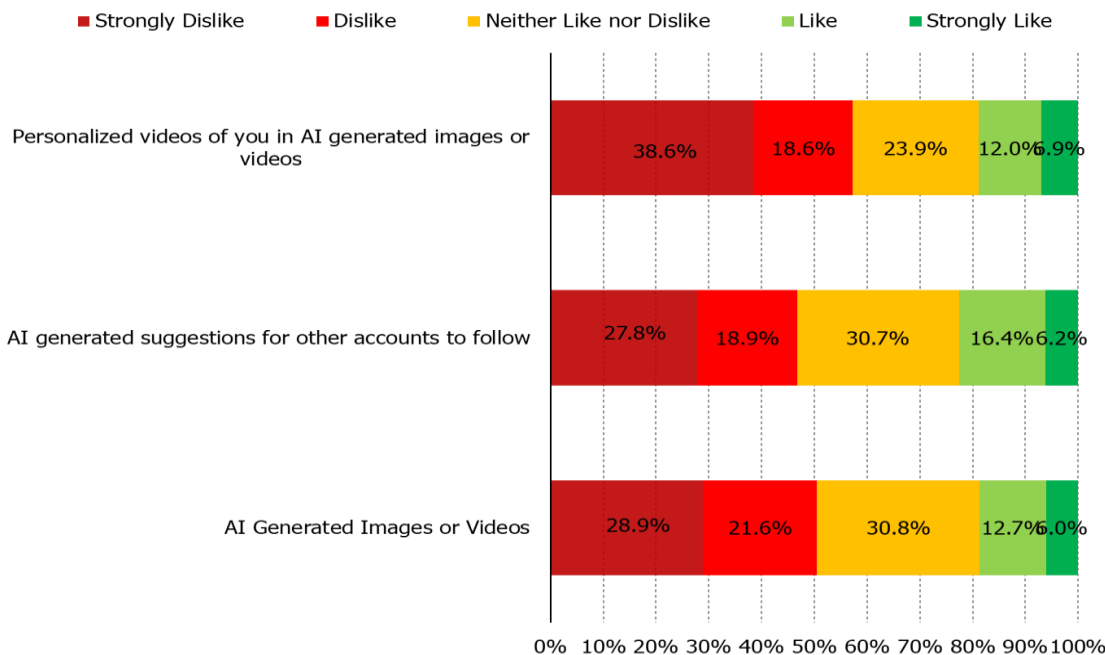
- ❑ Consumers are nearly evenly split on the TikTok ban with a 35.3% supporting it, 32.9% opposing it, and 31.8% saying they don't have an opinion. If TikTok is banned, users say they would shift more time to Instagram, YouTube, and Facebook.
- ❑ Consumer self-reported usage of social media currently sits near series highs. Over the history of our survey, this KPI has gradually increased.
- ❑ Consumers are far more likely to feel that social platforms should police/regulate their own content (as opposed to being policed/regulated by governments).
- ❑ A plurality of respondents feel 18+ is the appropriate age to start using social media apps. Only around 1/3 of respondents feel it is appropriate to start using social media under the age of 15. That said, 74.3% of parents with children under 18 said they would give their 15 or 16 year-old consent to use social media, if needed.
- ❑ YouTube garners more trust as a platform than any other social network that we ask about in our survey. Pinterest comes in second place on this front.
- ❑ Users of TikTok self-report finding products to buy while on platform the most often (followed by Pinterest, Instagram, and YouTube).
- ❑ Consumers have grown more and more accepting of social media sites collecting their personal data while they use them. The share who don't like it but won't change their usage has increased considerably over time.
- ❑ Facebook users are actually more likely to say ads do not bother them in their feed, compared to the share who say the ads do both them. This represents a significant improvement by Facebook on this front.
- ❑ Snapchat users continue to report that they prefer the three tab layout over the five tab layout. When it comes to their engagement mix, the most popular use case is sending or receiving Snaps from friends. Looking at stories is the second most popular use case. The share who say they post to stories has declined over the history of our tracker.

RECENTLY ADDED QUESTIONS

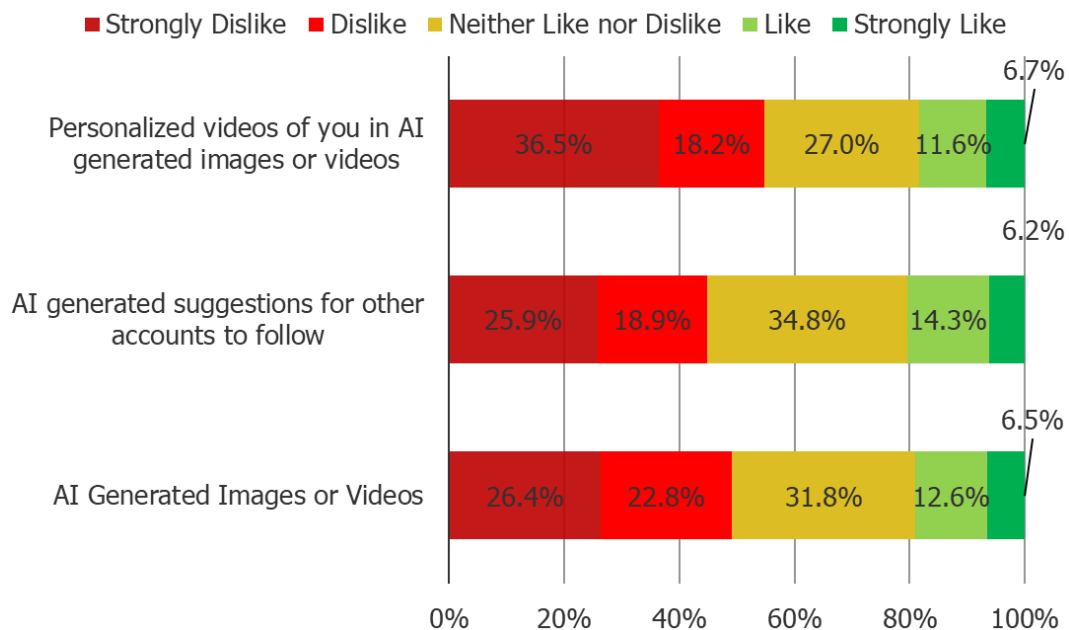
IN GENERAL, HOW WOULD YOU FEEL ABOUT THE FOLLOWING IN YOUR SOCIAL MEDIA FEEDS?

Posed to all respondents

JAN 25

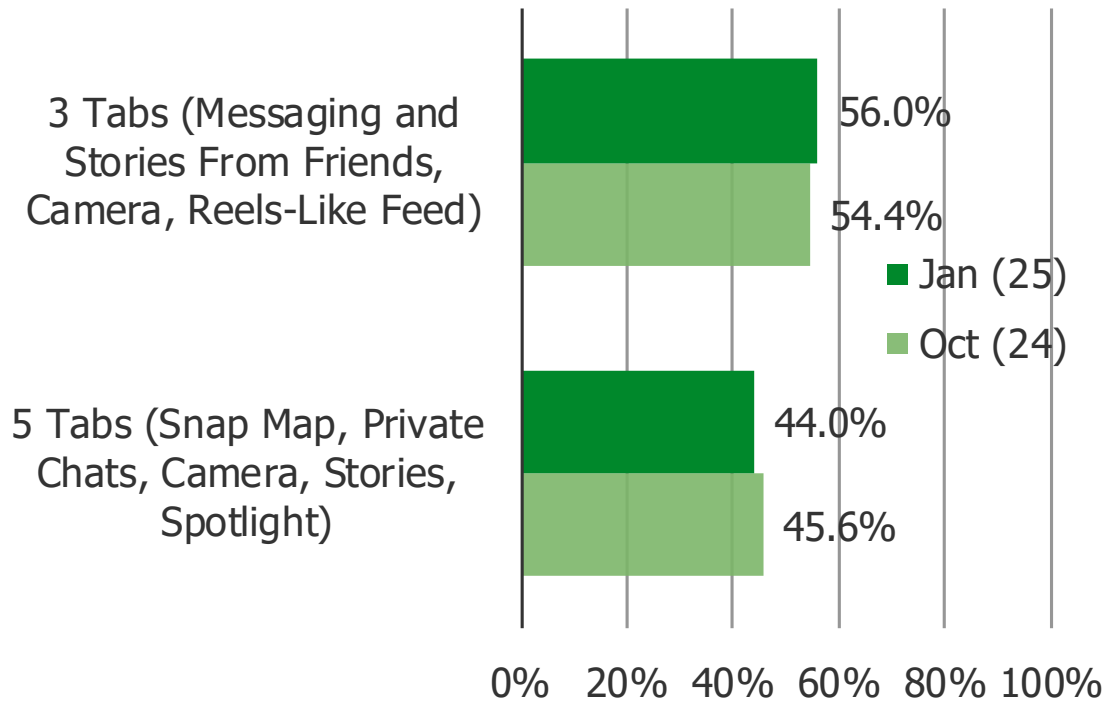


OCT 24



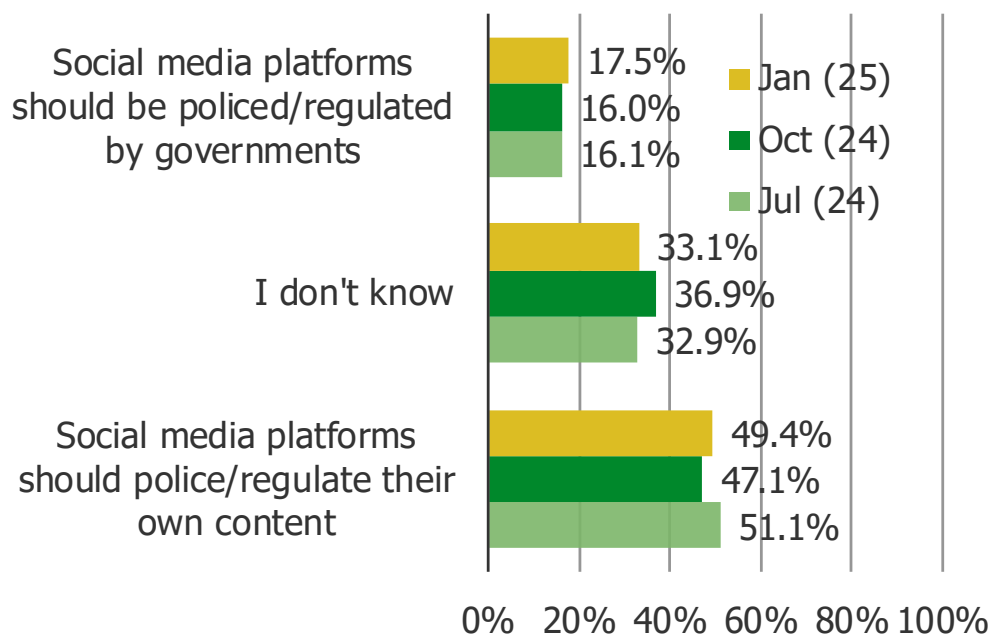
IN YOUR OPINION, IS SNAPCHAT BETTER WITH THREE OR FIVE TABS?

Posed to all respondents who use Snapchat. (N=273)

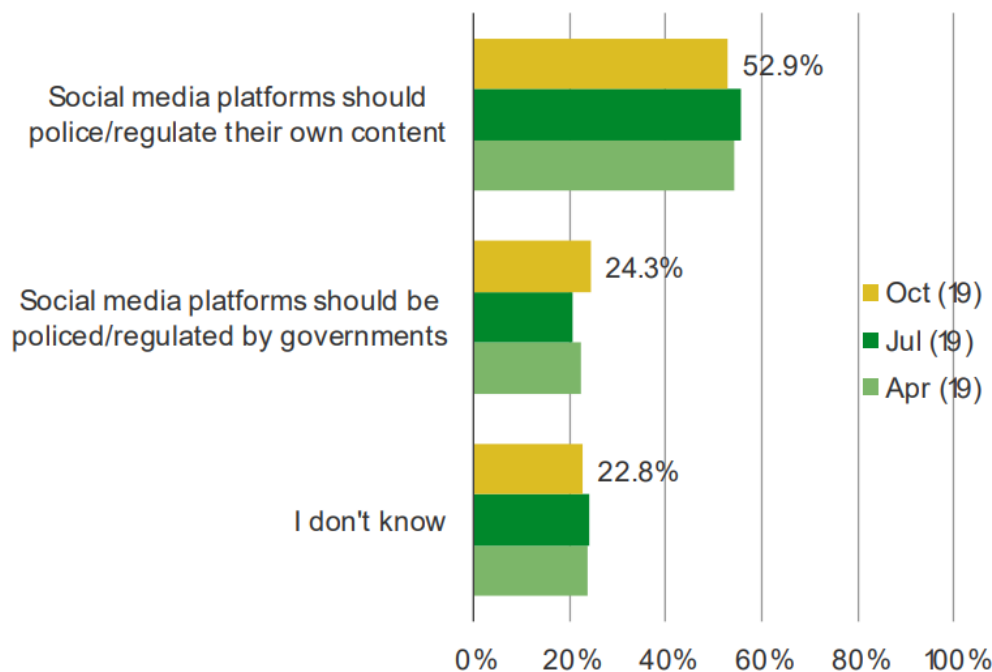


SHOULD SOCIAL MEDIA PLATFORMS POLICE/REGULATE THEIR OWN CONTENT, OR SHOULD THEY BE POLICED/REGULATED BY GOVERNMENTS?

Posed to all respondents

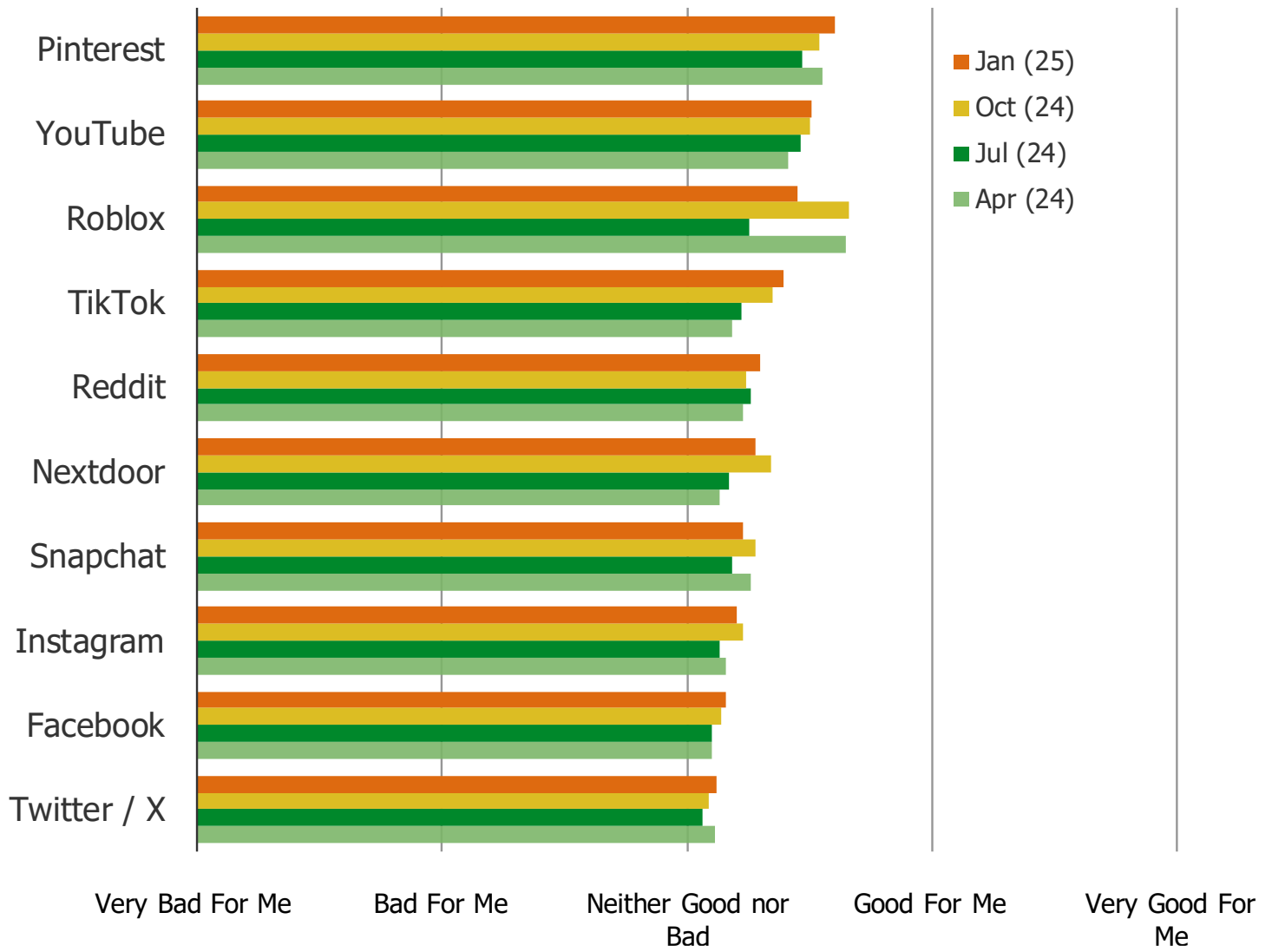


Historical Readings



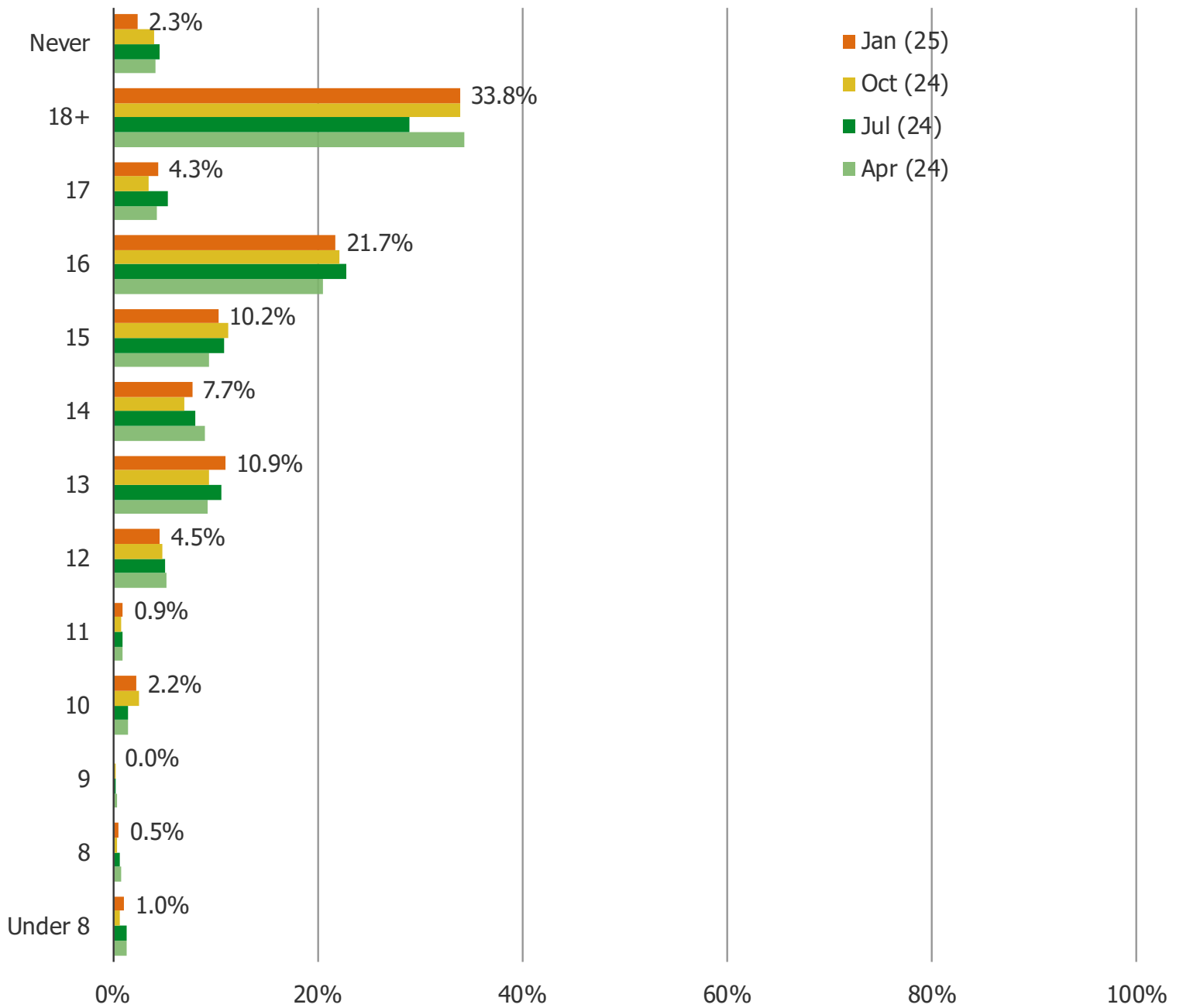
IN YOUR OPINION, ARE THE FOLLOWING GOOD OR BAD FOR YOUR MENTAL HEALTH?

Posed to respondents who use each of the below.



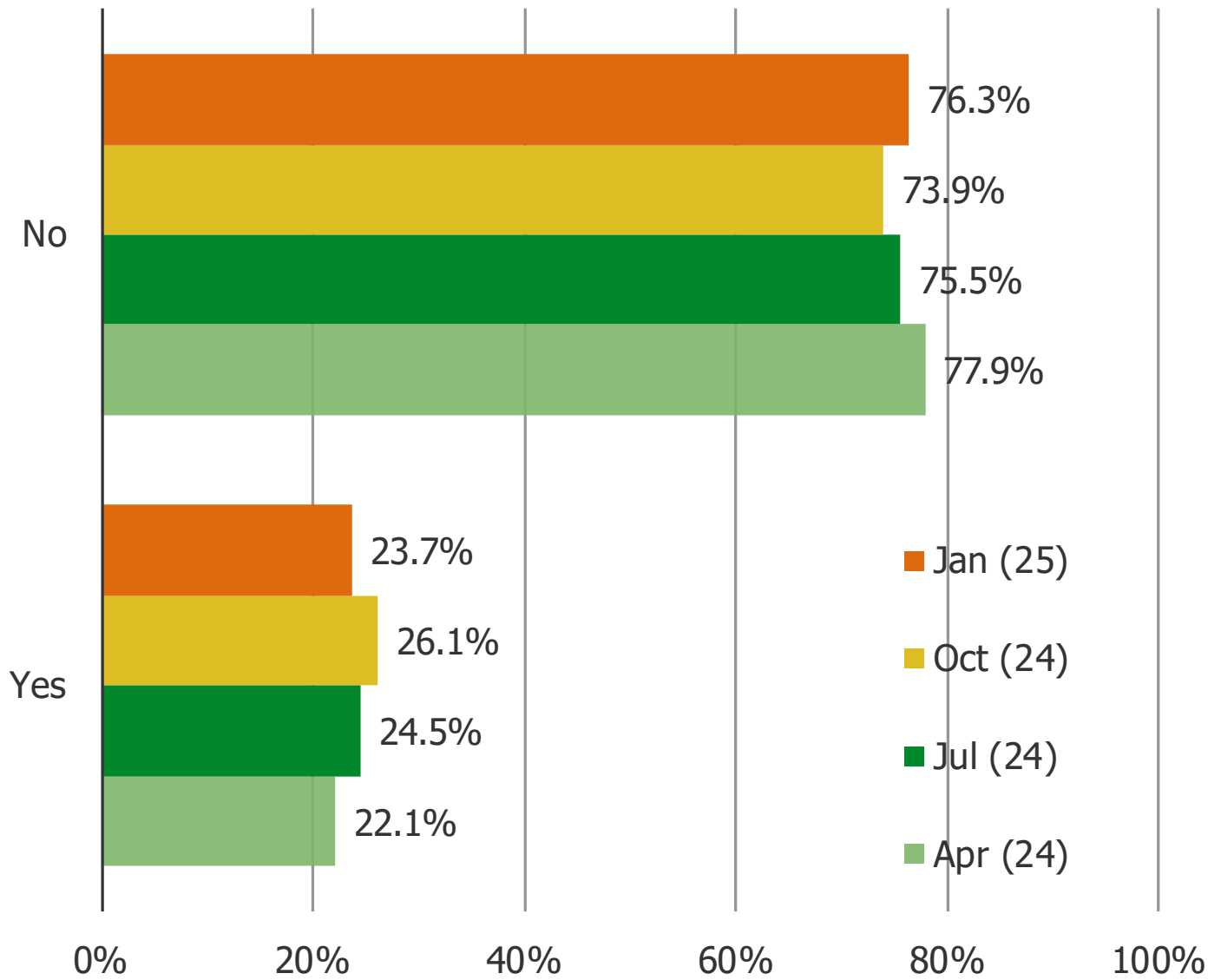
IN YOUR OPINION, AT WHAT AGE IS IT APPROPRIATE FOR PEOPLE TO START USING SOCIAL MEDIA APPS?

Posed to all respondents.



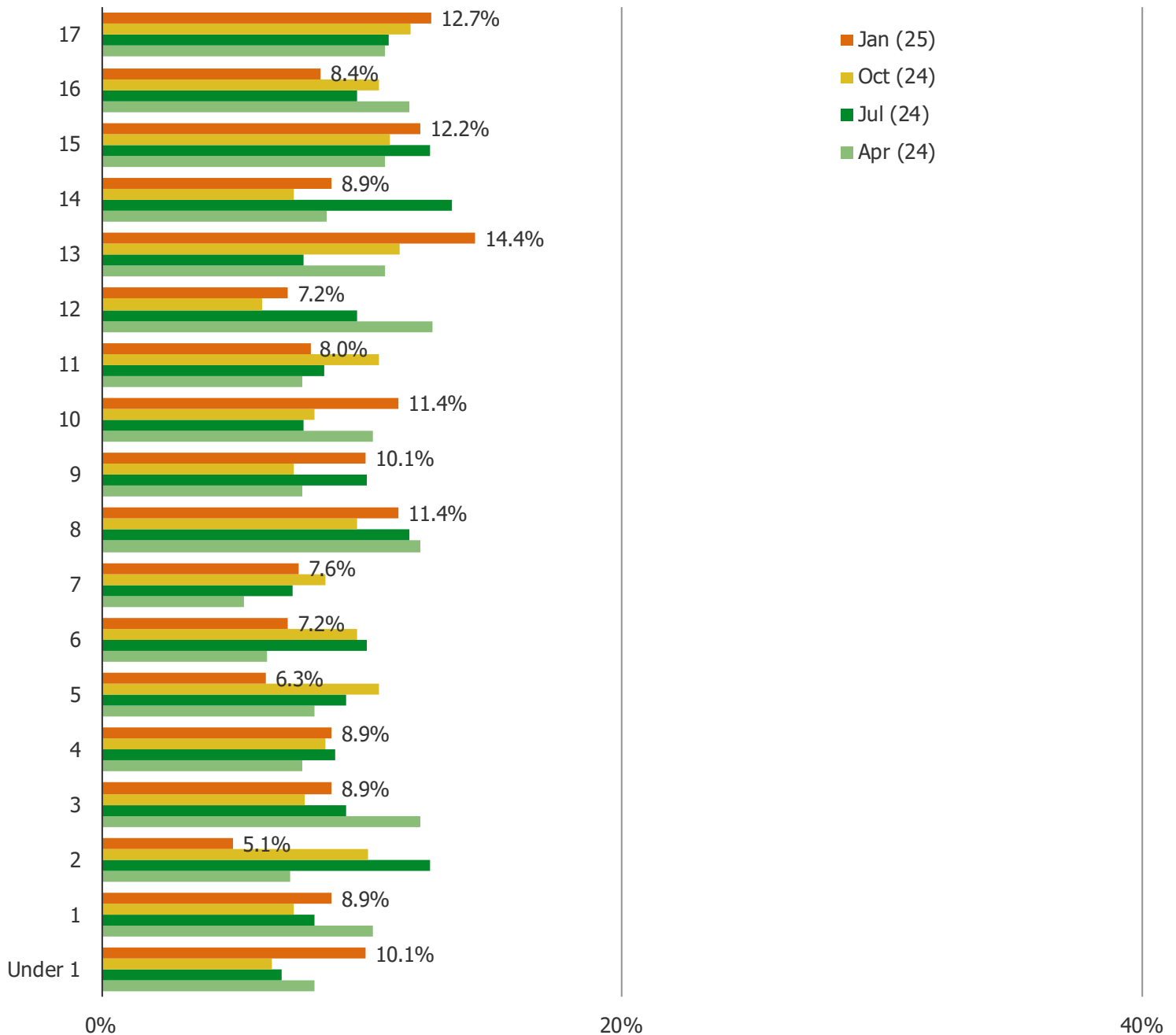
DO YOU HAVE CHILDREN UNDER THE AGE OF 18?

Posed to all respondents.



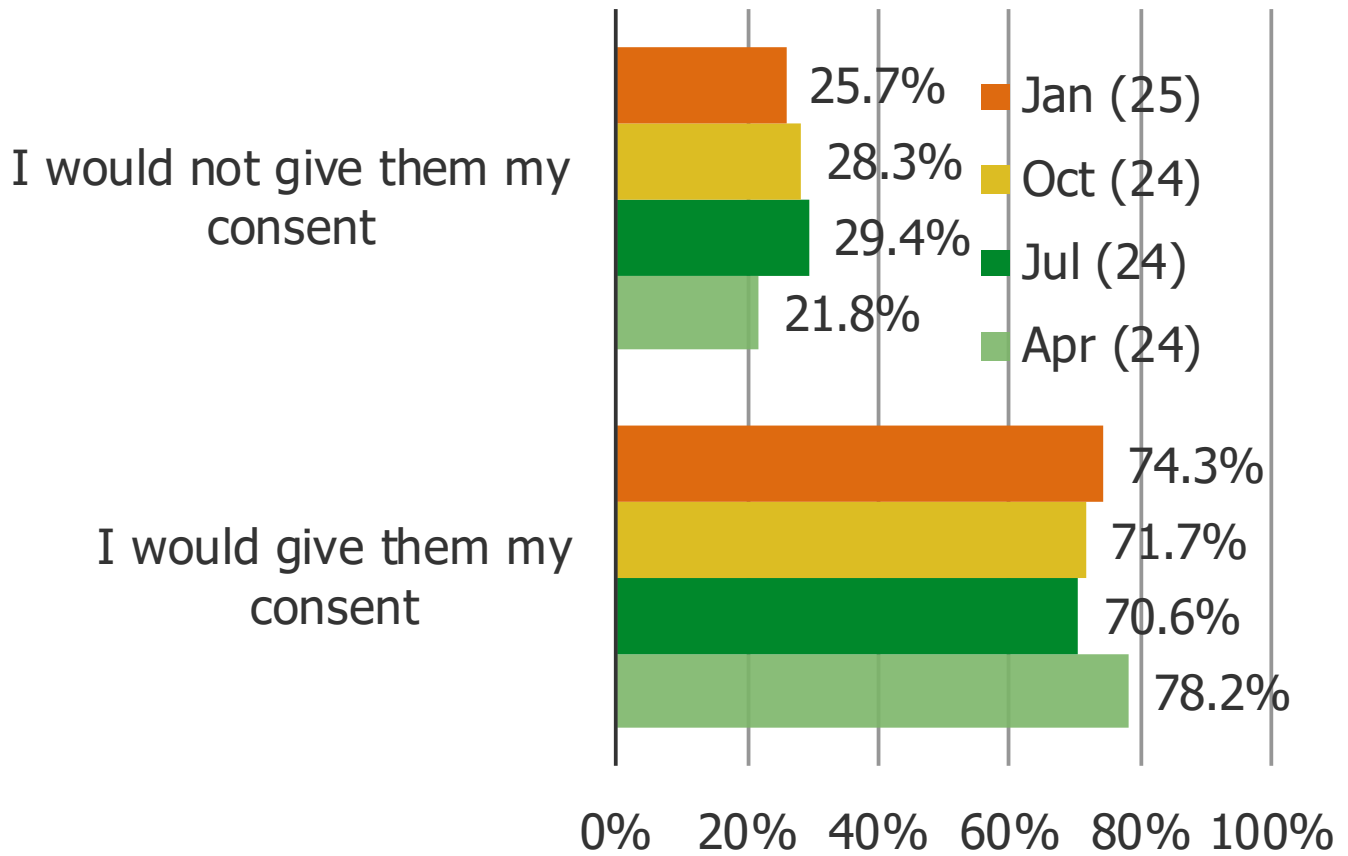
WHAT AGE IS YOUR CHILD(REN)? IF YOU HAVE MORE THAN ONE CHILD UNDER 18, SELECT AS MANY THAT APPLY

Posed to respondents who have children under the age of 18 (N = 237).



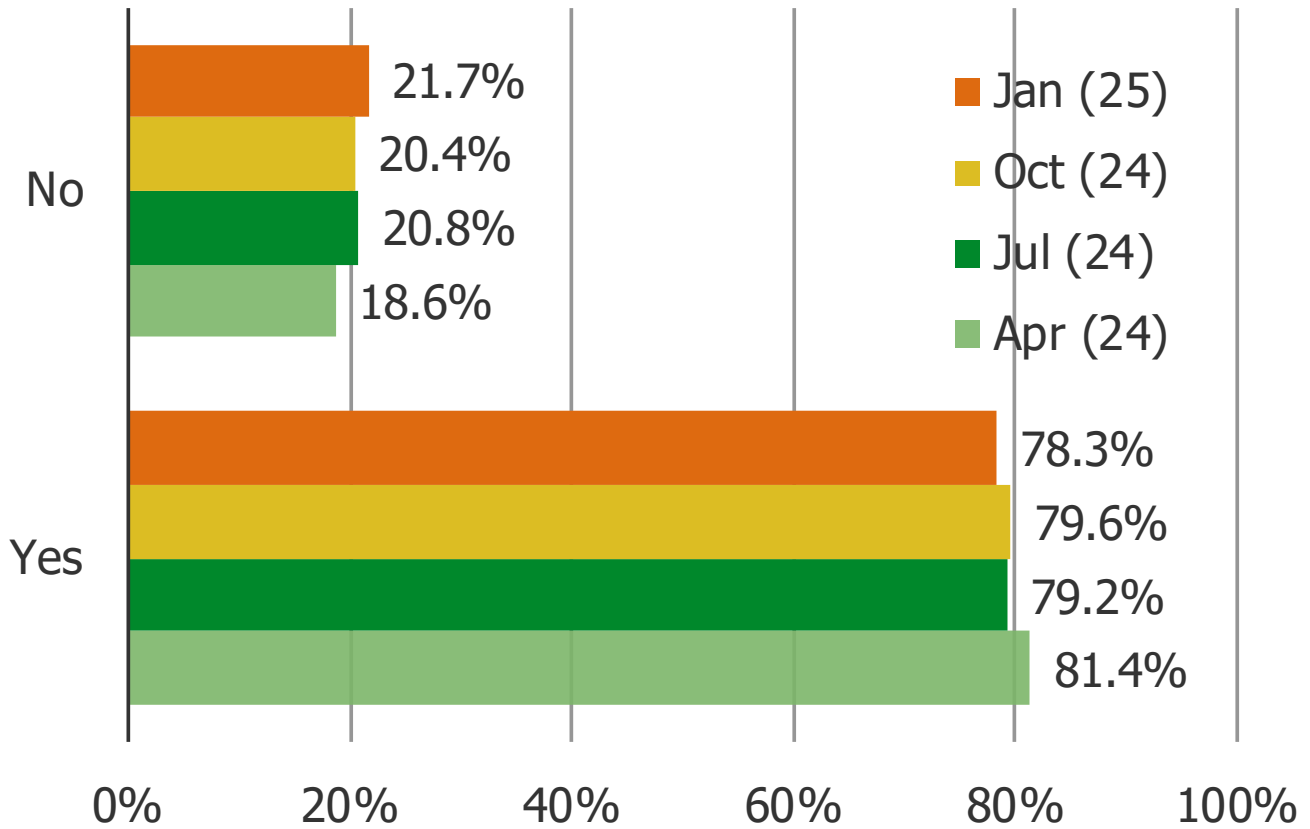
IF YOUR 15 OR 16 YEAR-OLD NEEDED PARENTAL CONSENT TO USE SOCIAL MEDIA, WOULD YOU....?

Posed to respondents who have children under the age of 18 (N = 237).



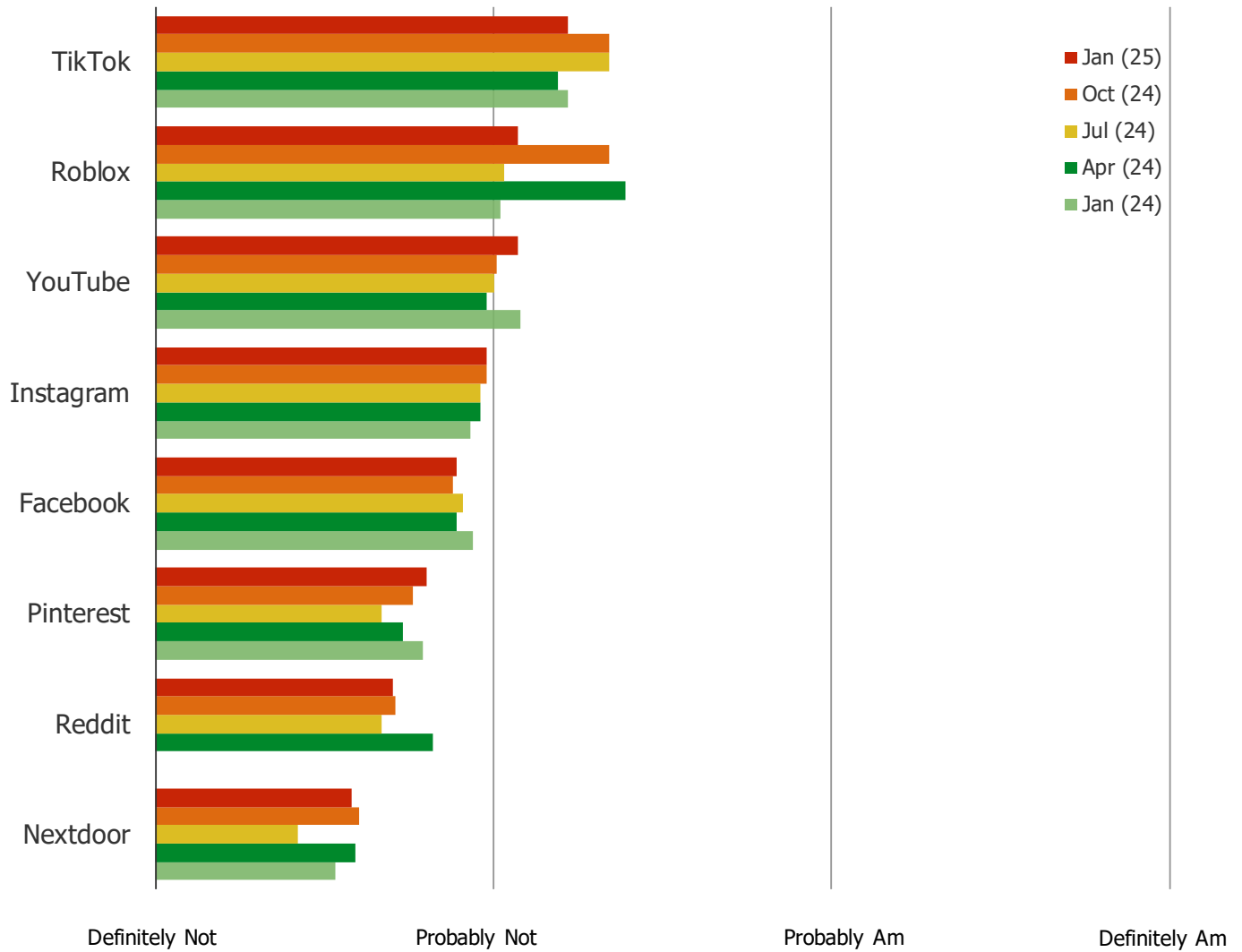
WOULD YOU SUPPORT LAWS THAT PROHIBIT CHILDREN 14 AND UNDER FROM USING SOCIAL MEDIA AND REQUIRE 15 AND 16 YEAR-OLDS TO OBTAIN PARENTAL CONSENT IN ORDER TO USE SOCIAL MEDIA?

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



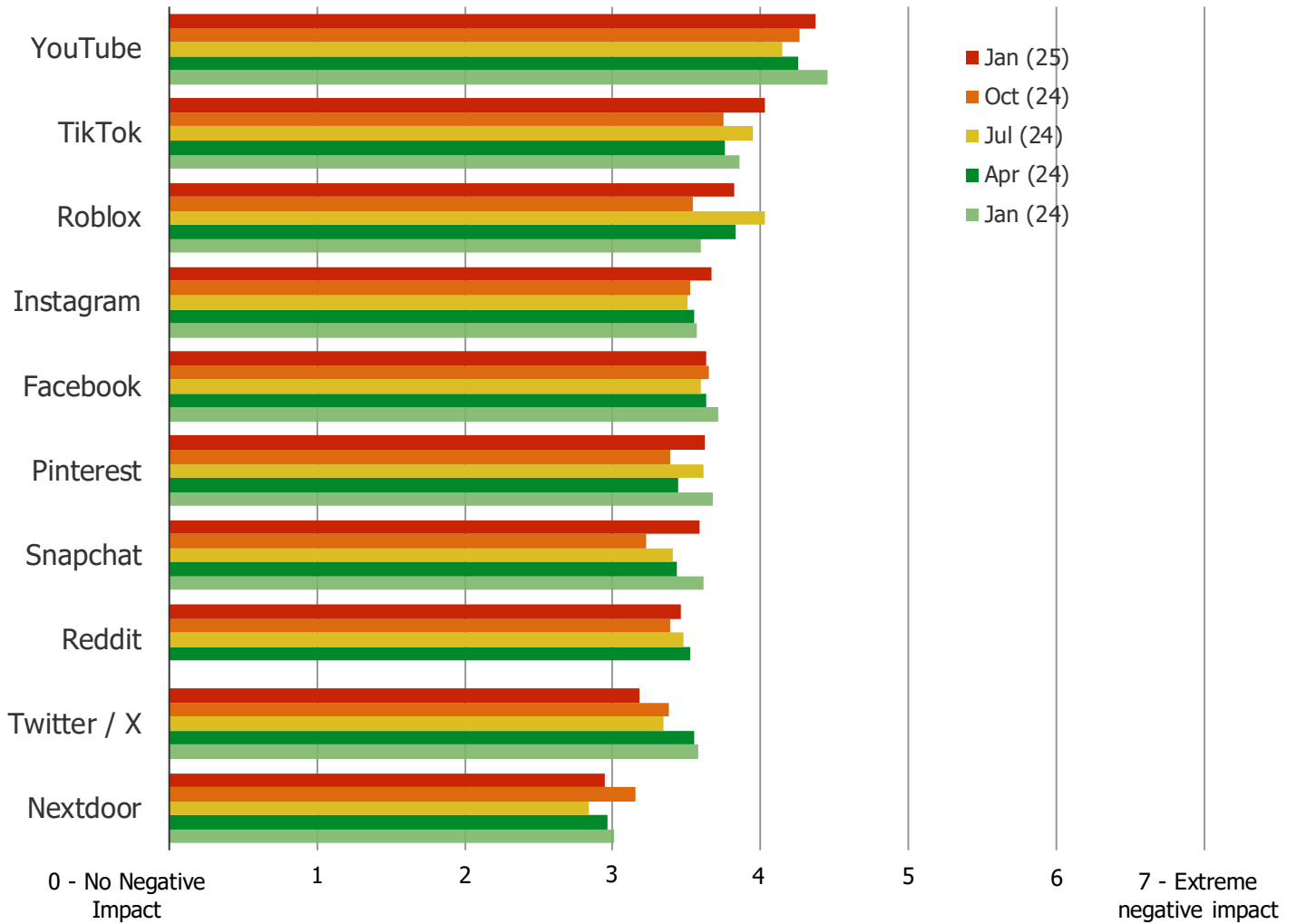
DO YOU FEEL LIKE YOU ARE ADDICTED TO USING THIS APP?

Posed to respondents who use each of the below.



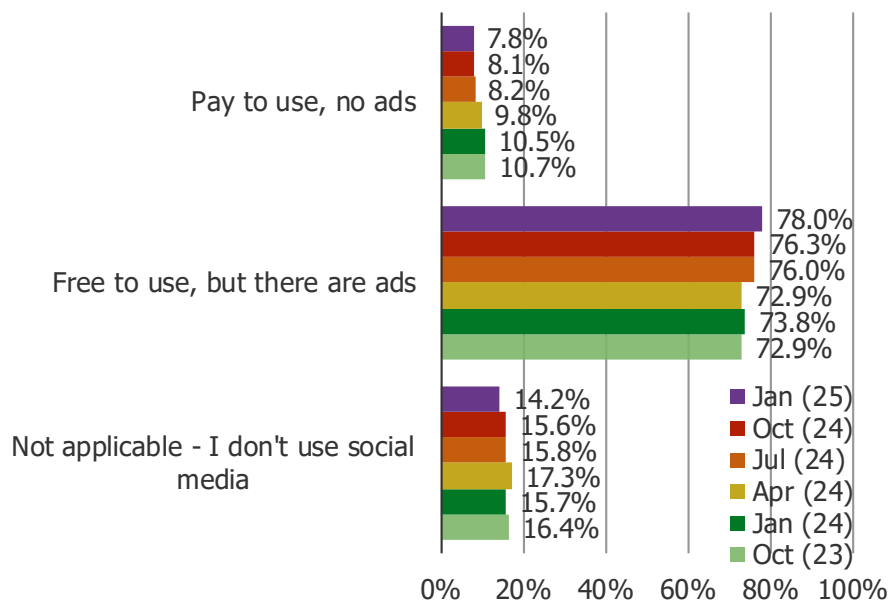
WHAT KIND OF AN IMPACT WOULD THERE BE ON YOUR LIFE IF THE FOLLOWING WENT OUT OF EXISTENCE?

Posed to respondents who use the below.



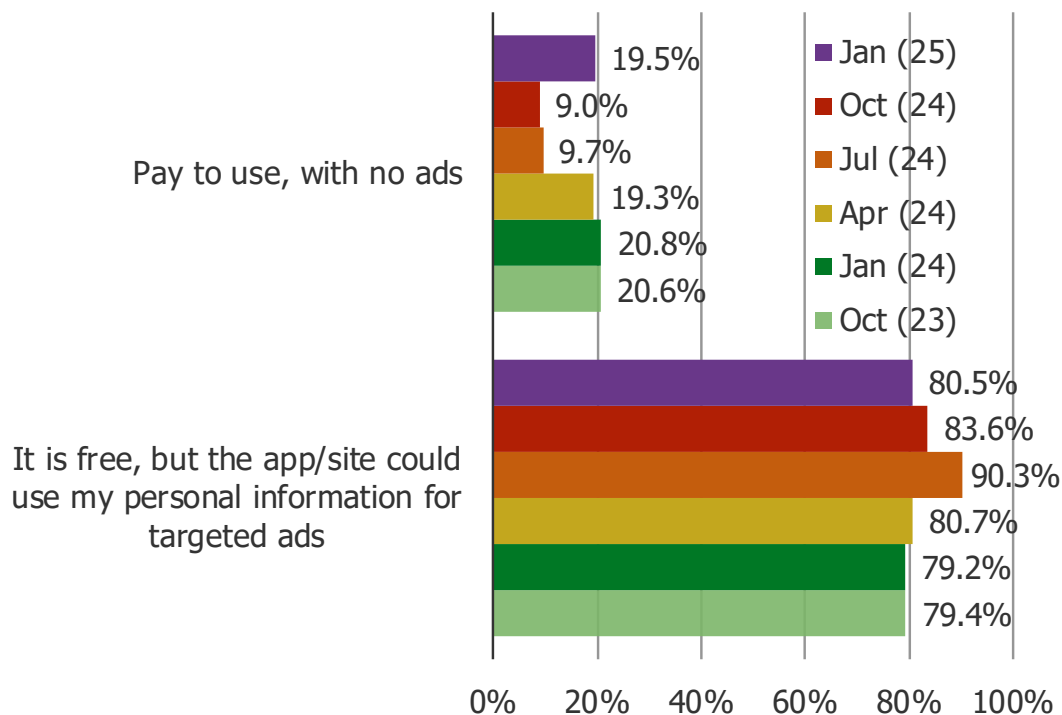
THINKING ABOUT YOUR SOCIAL MEDIA USAGE, WHICH WOULD BE PREFERABLE?

This question was posed to all respondents.



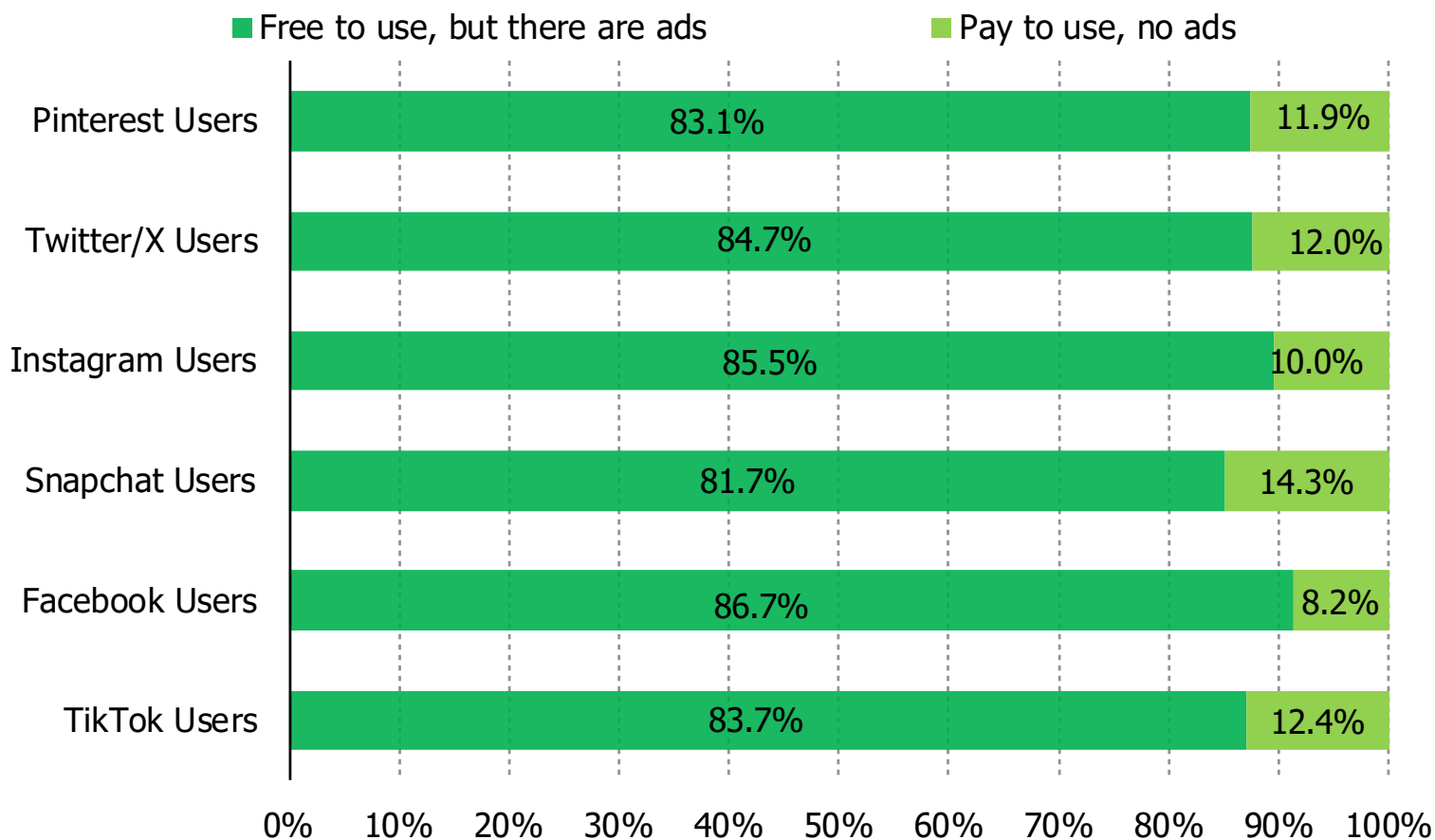
THINKING ABOUT YOUR SOCIAL MEDIA USAGE, WHICH WOULD BE PREFERABLE?

This question was posed to respondents who use social media.



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

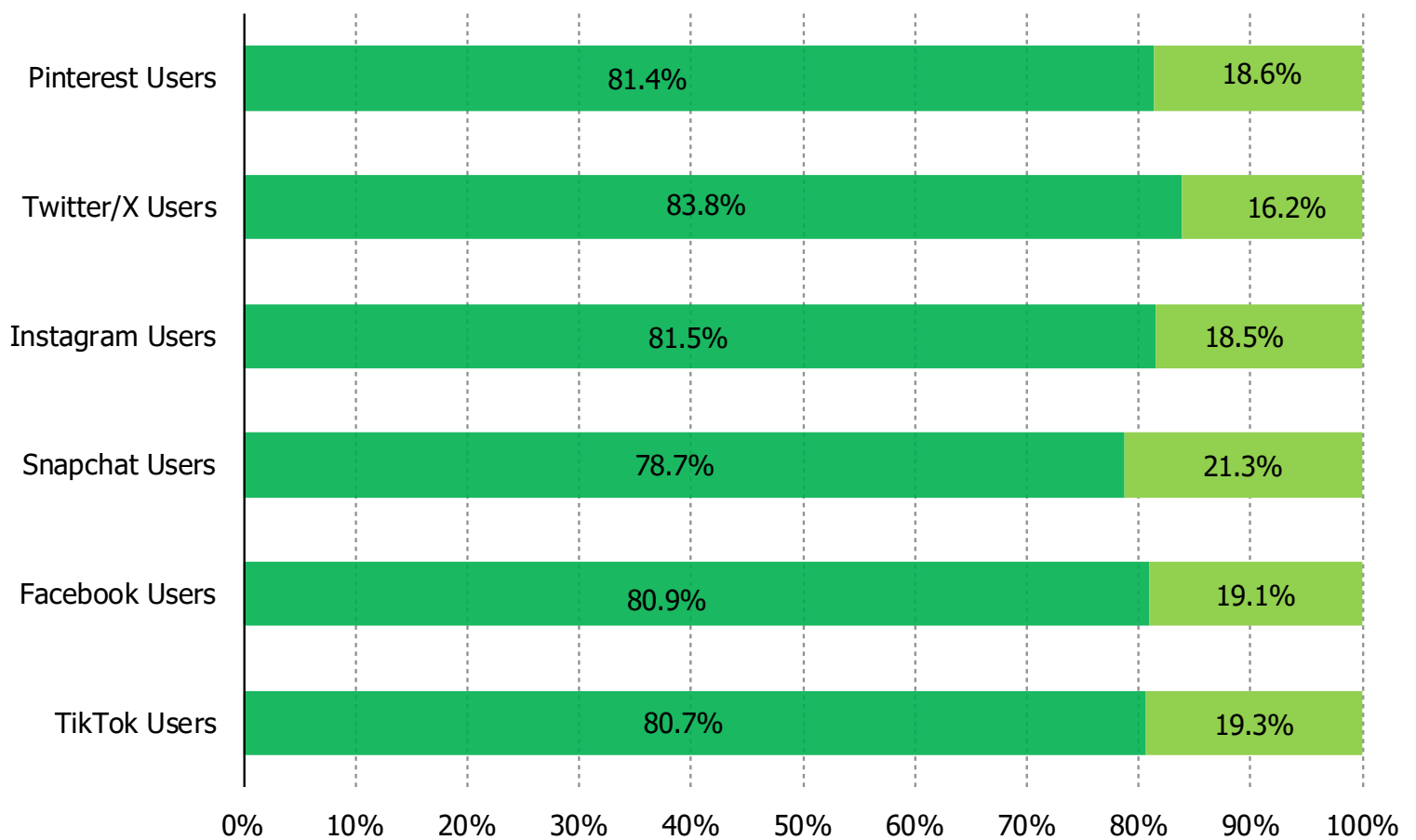
This question was posed to respondents who use social media, cross-tabbed January 25 Wave



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

This question was posed to respondents who use social media, cross-tabbed
January 25 Wave

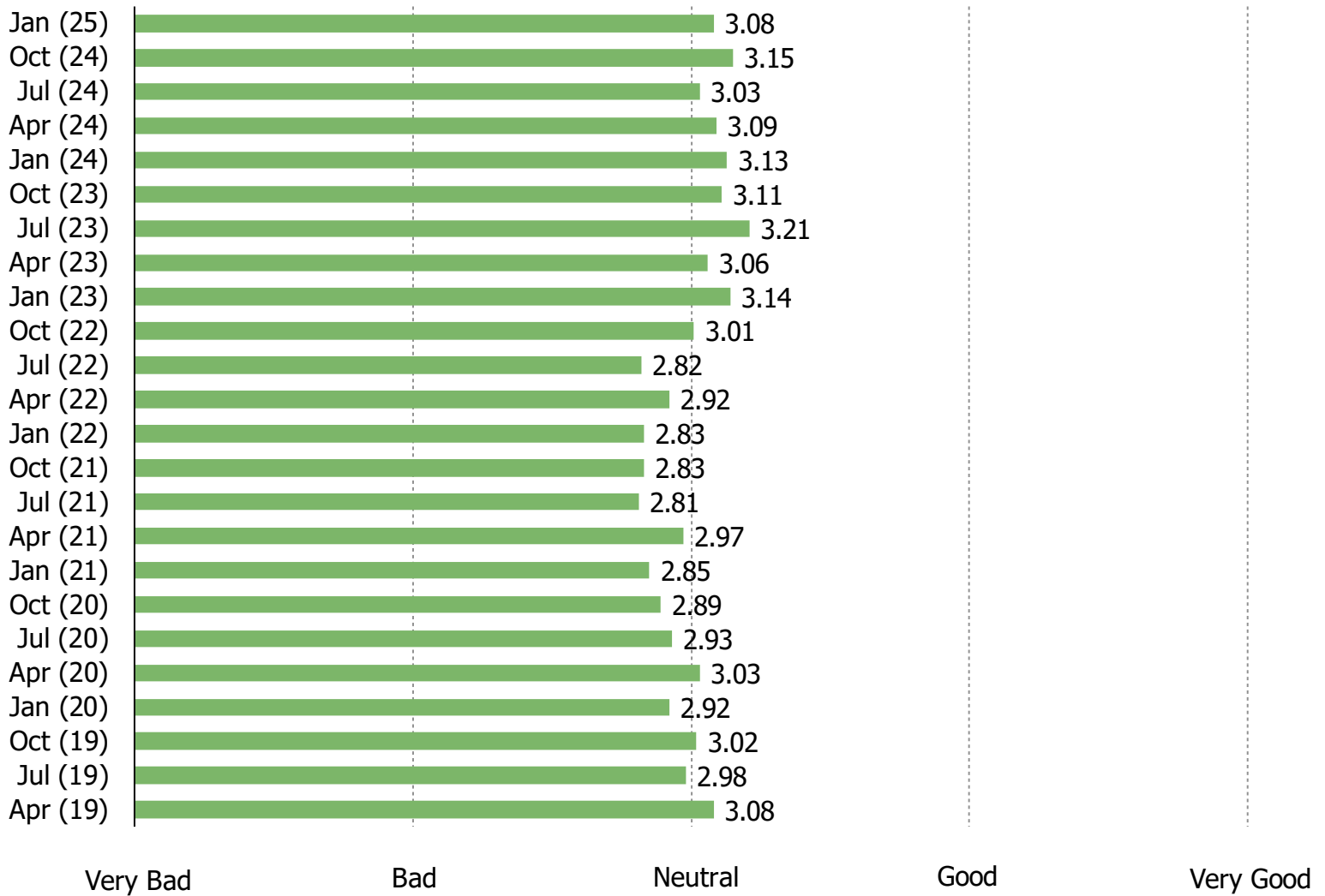
■ It is free, but the app/site could use my personal information for targeted ads ■ Pay to use, with no ads



SOCIAL MEDIA SECTOR AND COMPETITIVE DYNAMICS QUESTIONS

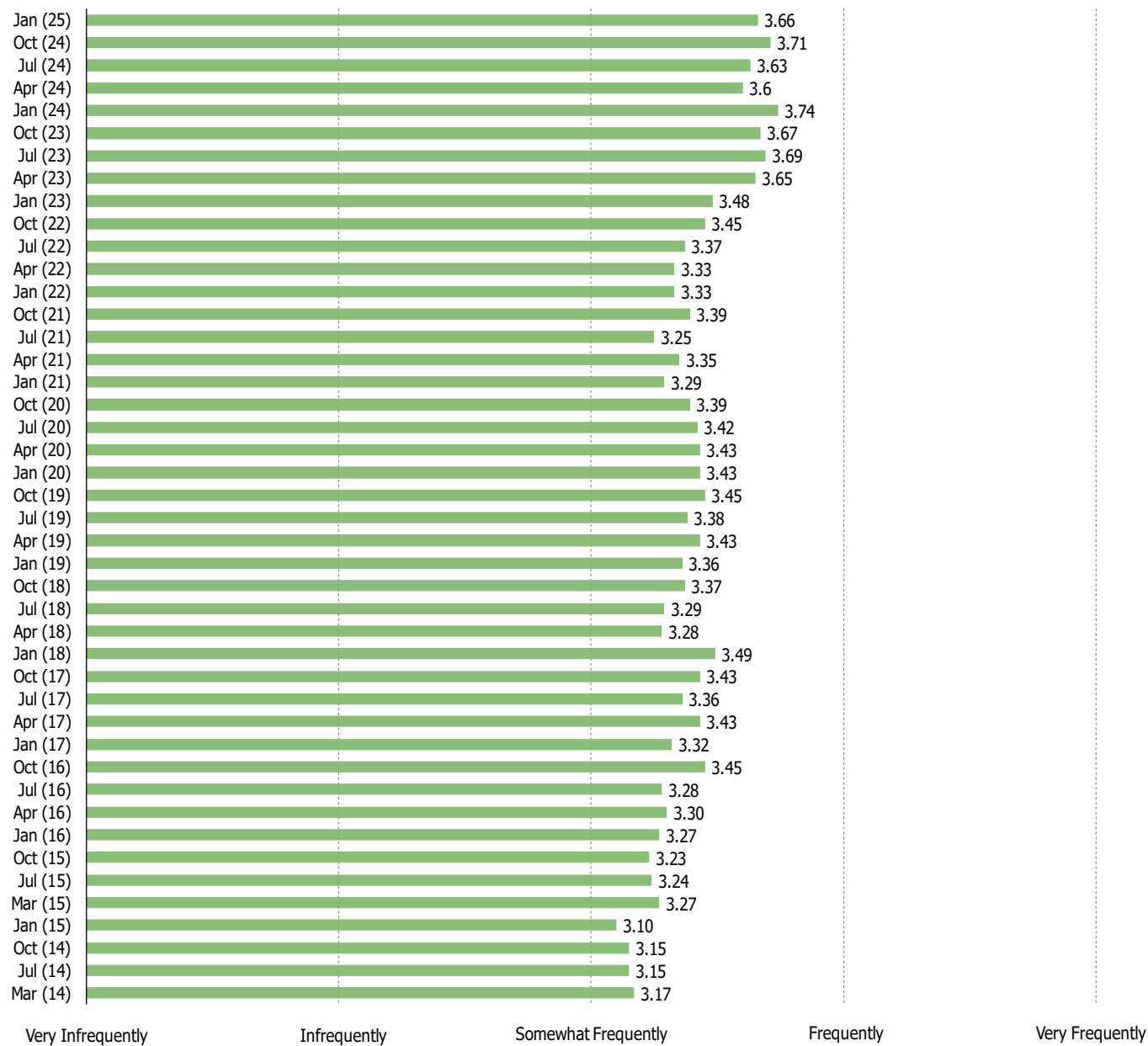
IN YOUR OPINION, IS SOCIAL MEDIA IN GENERAL A GOOD THING OR A BAD THING?

Posed to all respondents



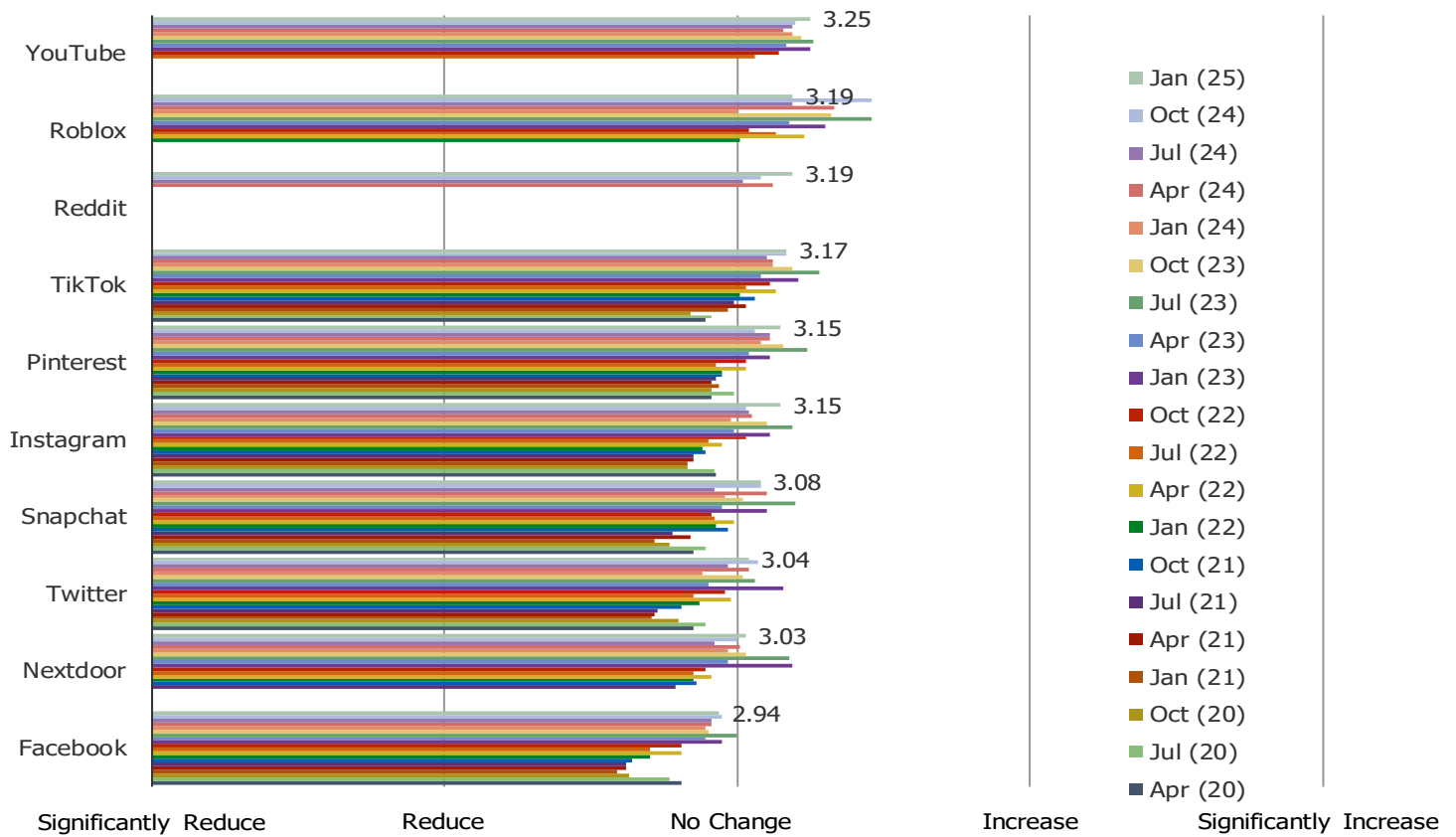
SOCIAL MEDIA USAGE FREQUENCY

Posed to all consumers.



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

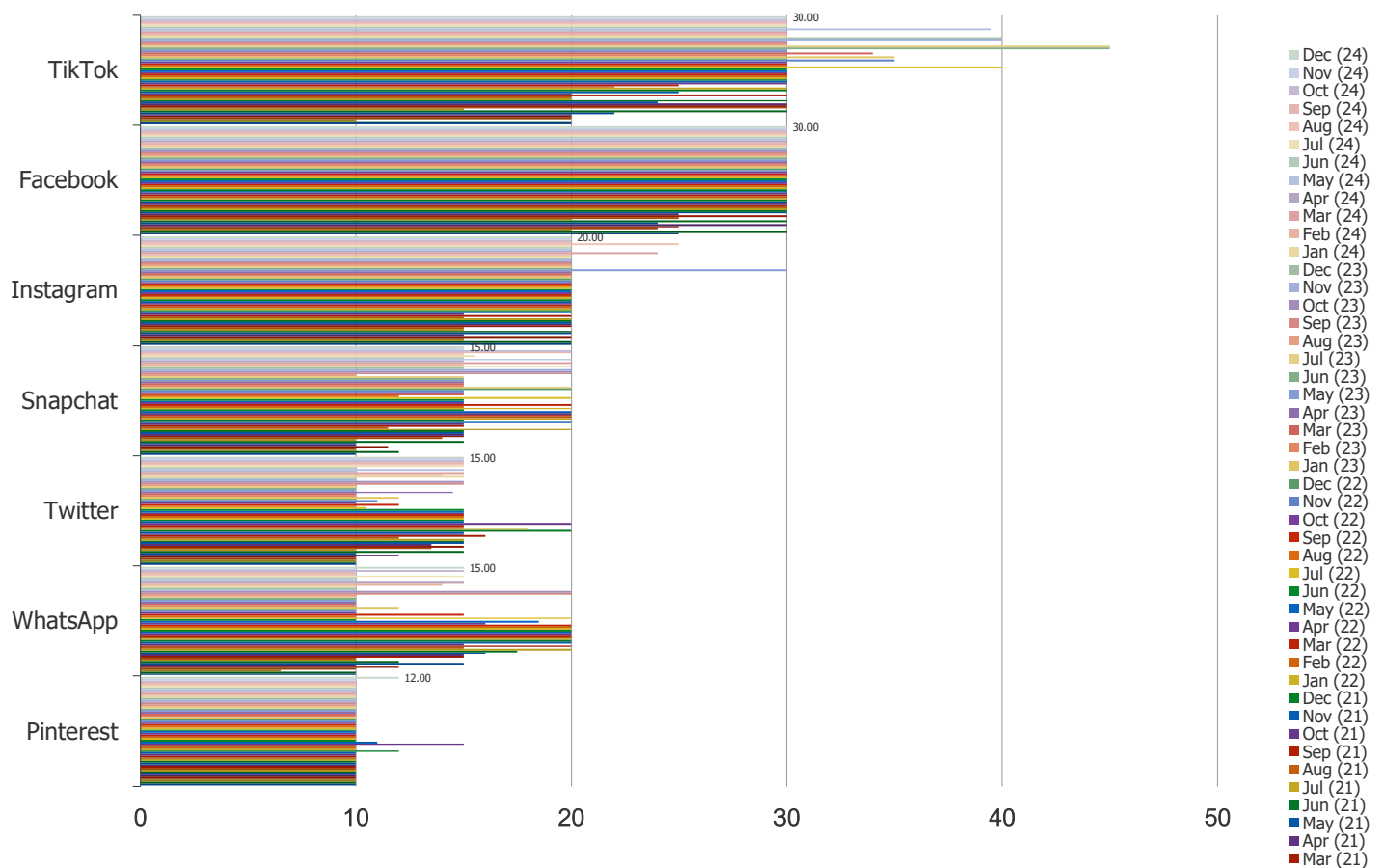
Posed to respondents who use the following platforms.



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

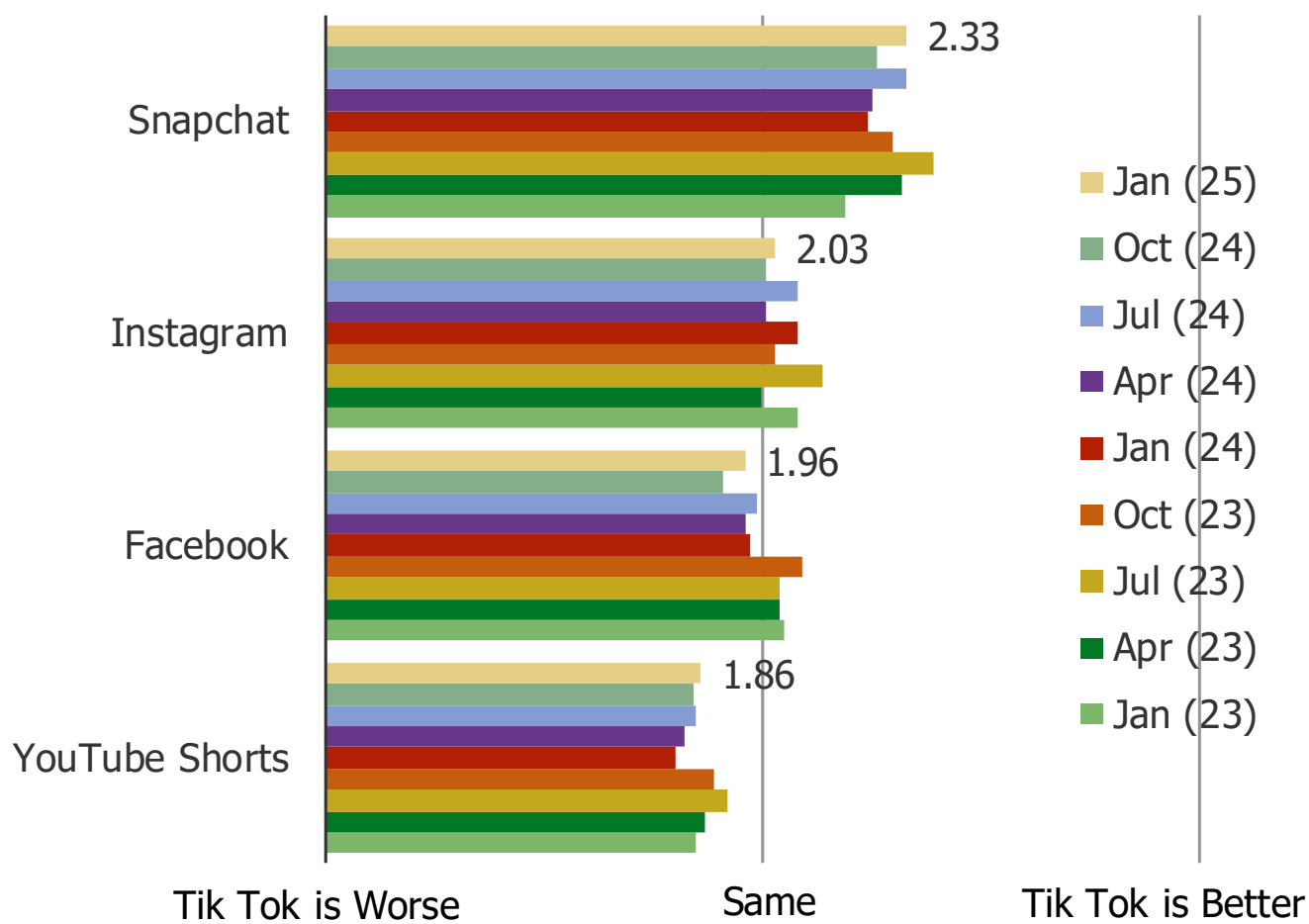
Posed to daily visitors of each platform.

Chart Shows Median



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

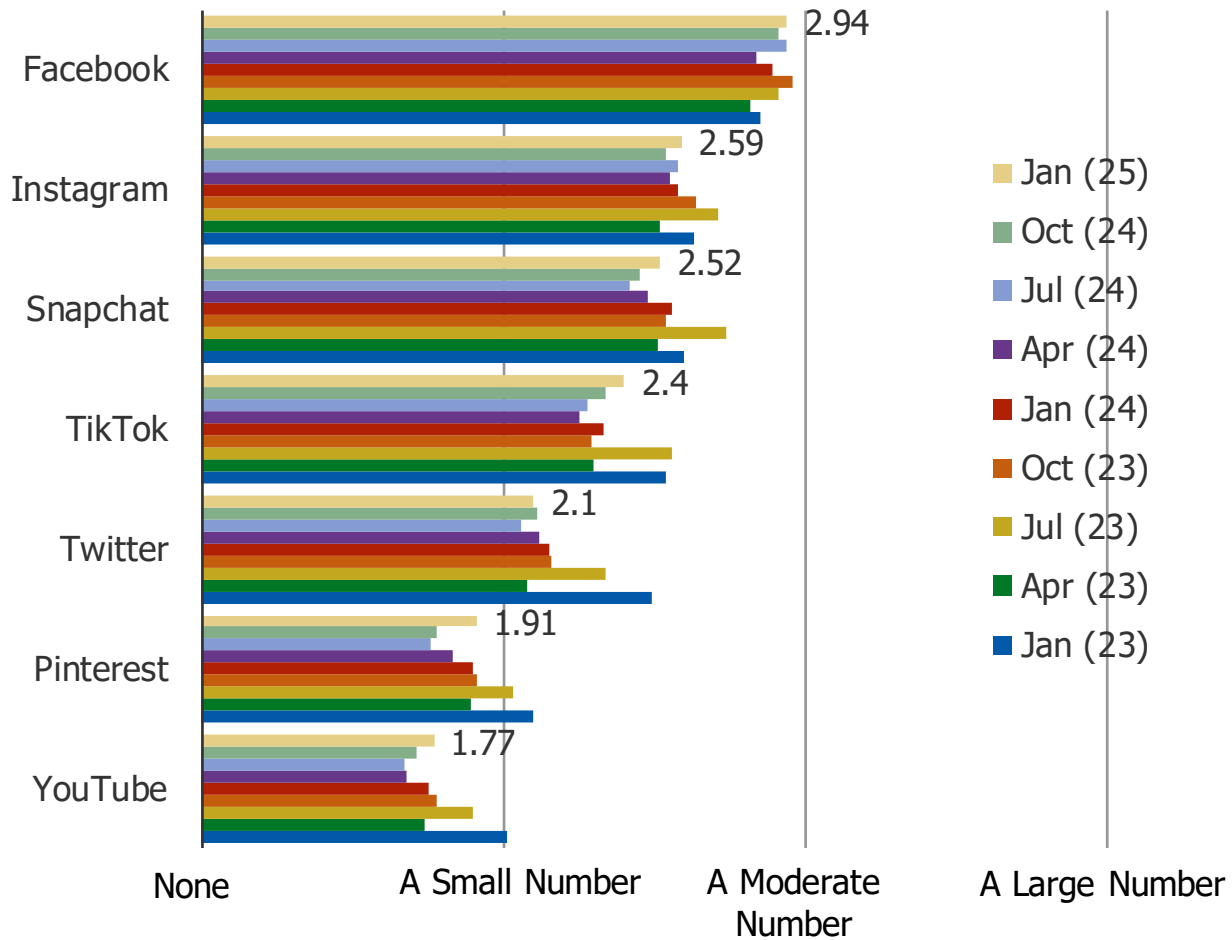
This question was posed respondents who watch multiple videos in a row on TikTok AND on each of the following platforms.



Browse videos on TikTok and...	N=
Facebook	382
Instagram	313
Snapchat	136
YouTube Shorts	391

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

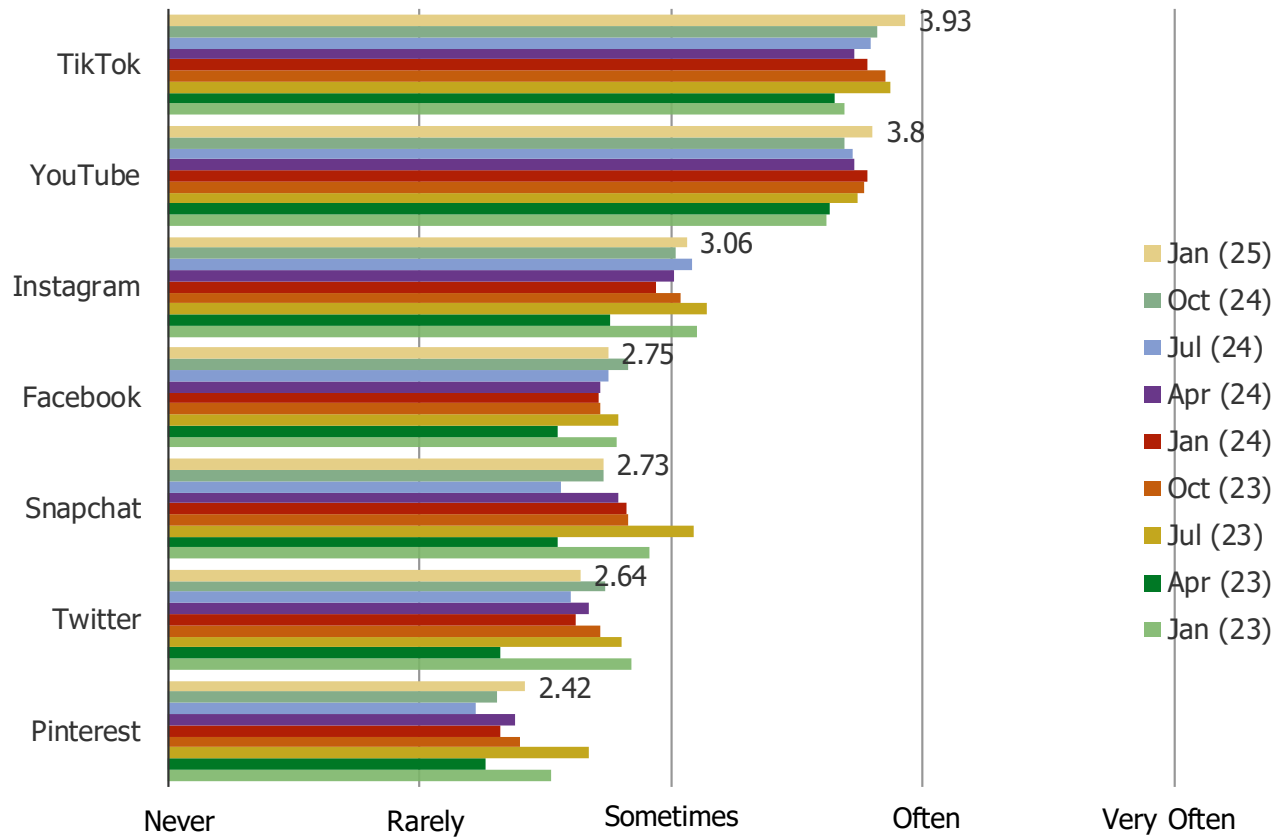
This question was posed to all respondents who use each of the below.



	N=
Facebook	762
Twitter / X	336
Snapchat	302
Instagram	532
Pinterest	362
TikTok	405
YouTube	806

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

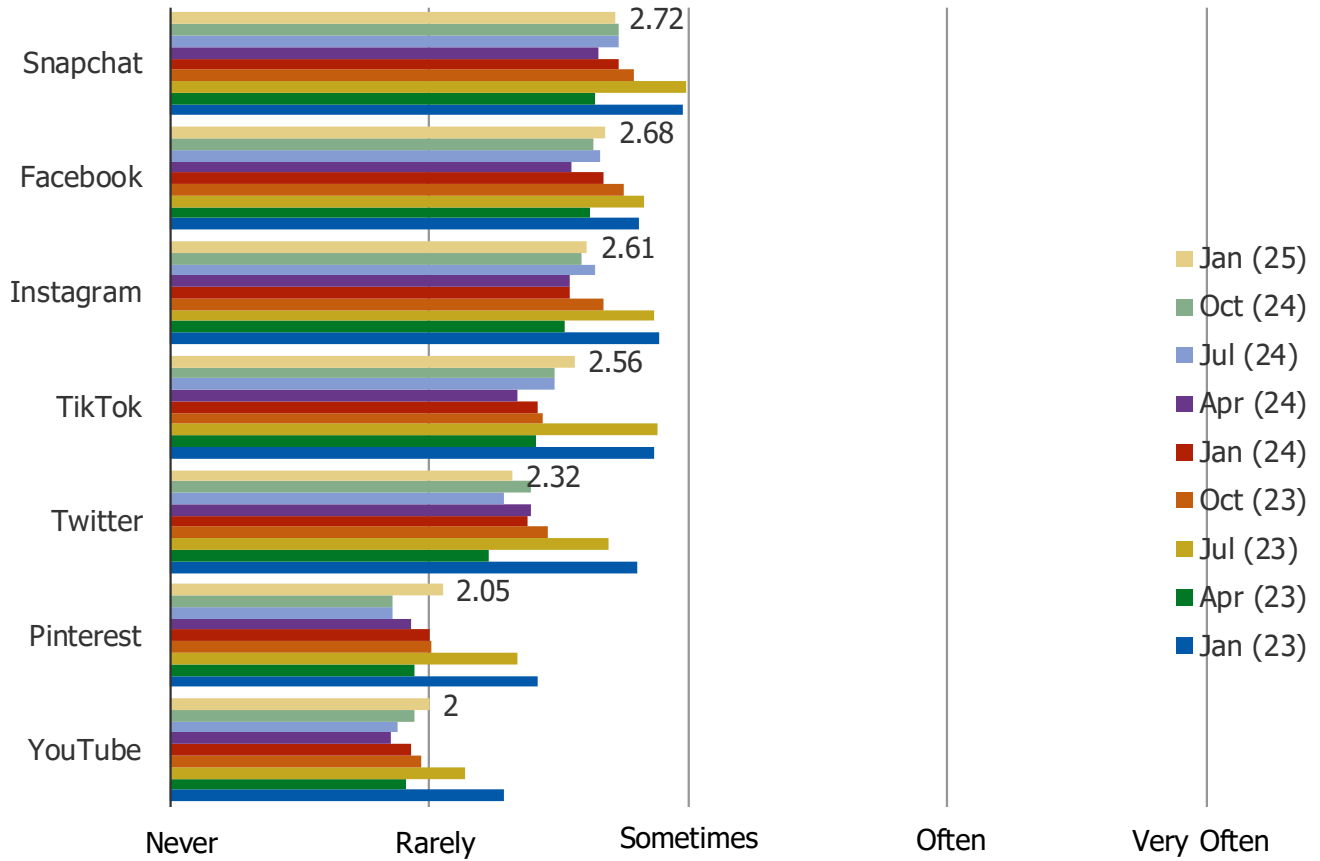
This question was posed to all respondents who use each of the below.



	N=
Facebook	762
Twitter / X	336
Snapchat	302
Instagram	532
Pinterest	362
TikTok	405
YouTube	806

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

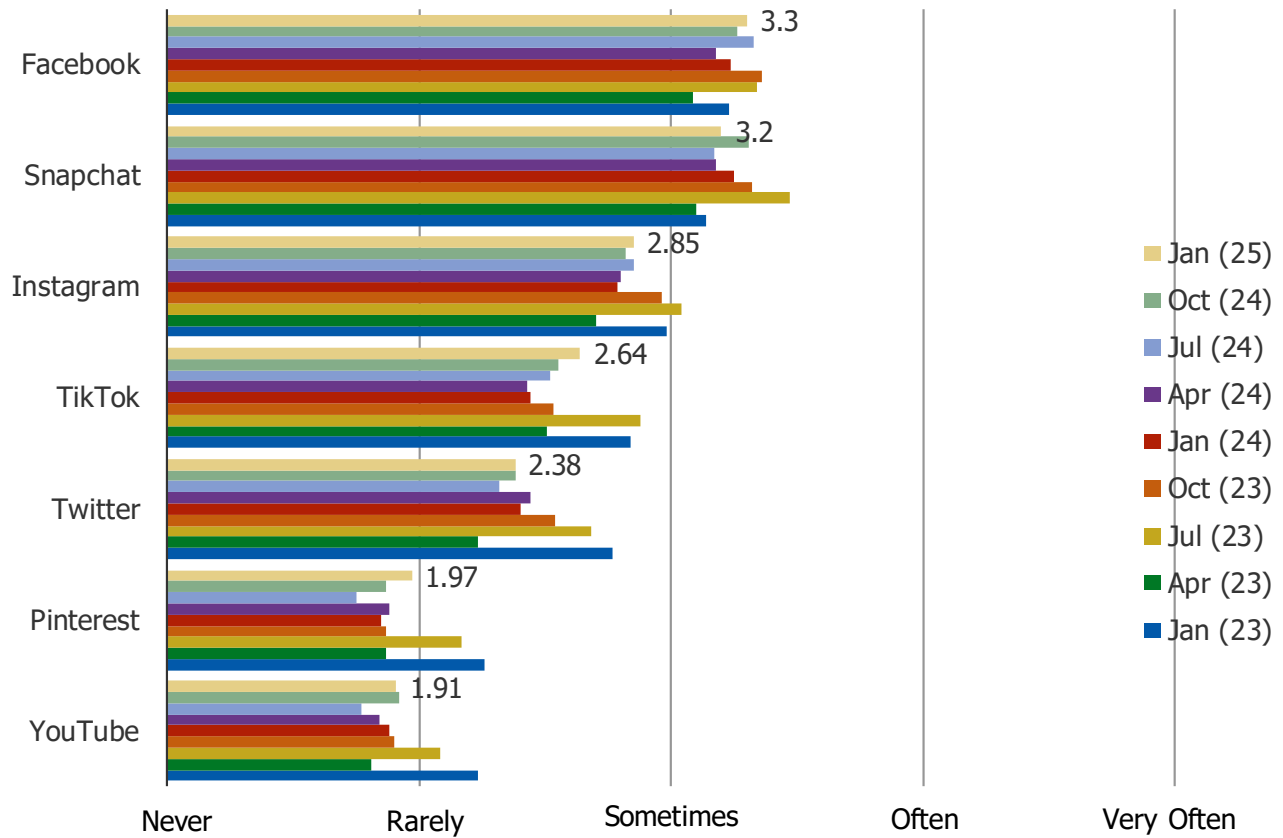
This question was posed to all respondents who use each of the below.



	N=
Facebook	762
Twitter / X	336
Snapchat	302
Instagram	532
Pinterest	362
TikTok	405
YouTube	806

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

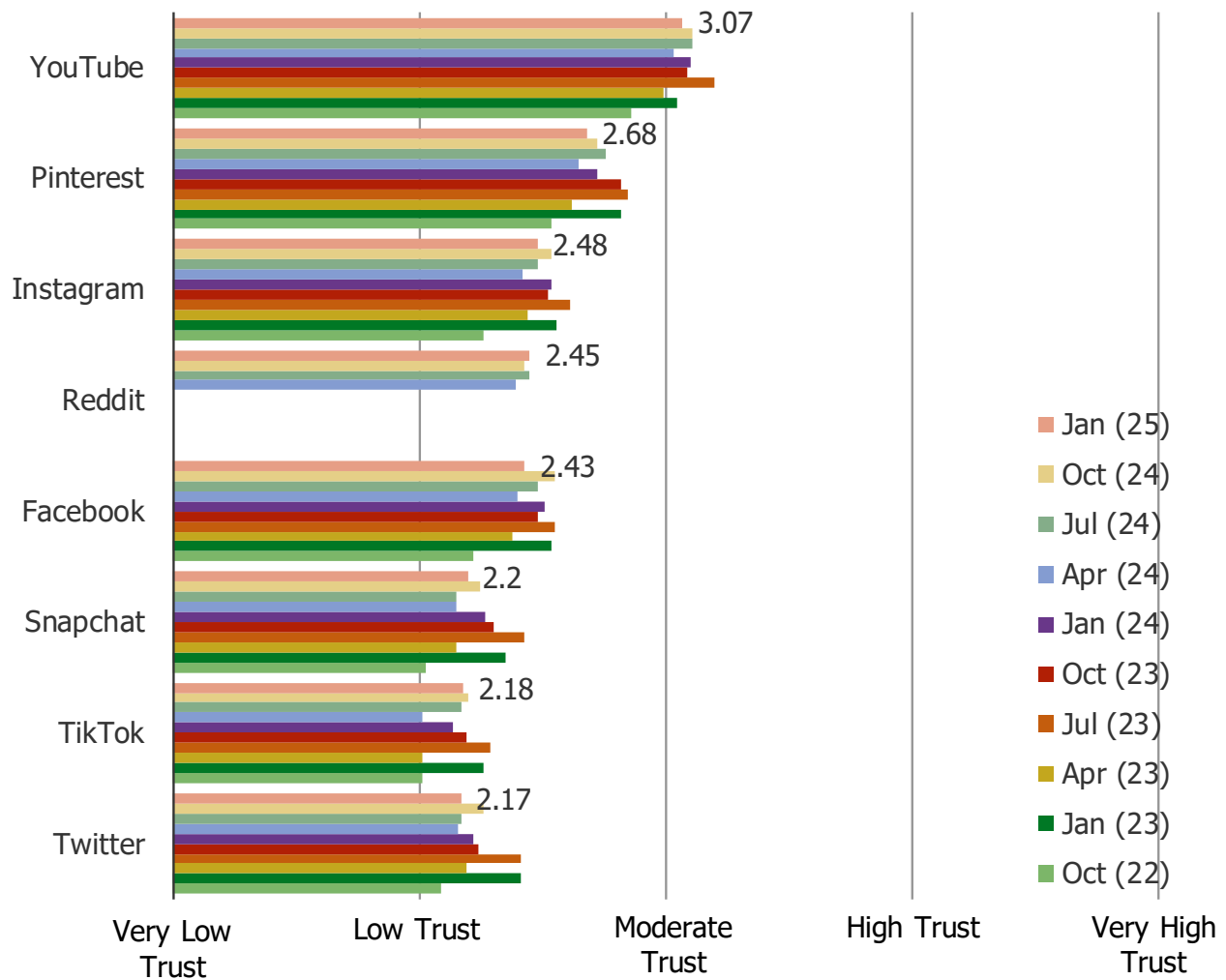
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Facebook	762
Twitter / X	336
Snapchat	302
Instagram	532
Pinterest	362
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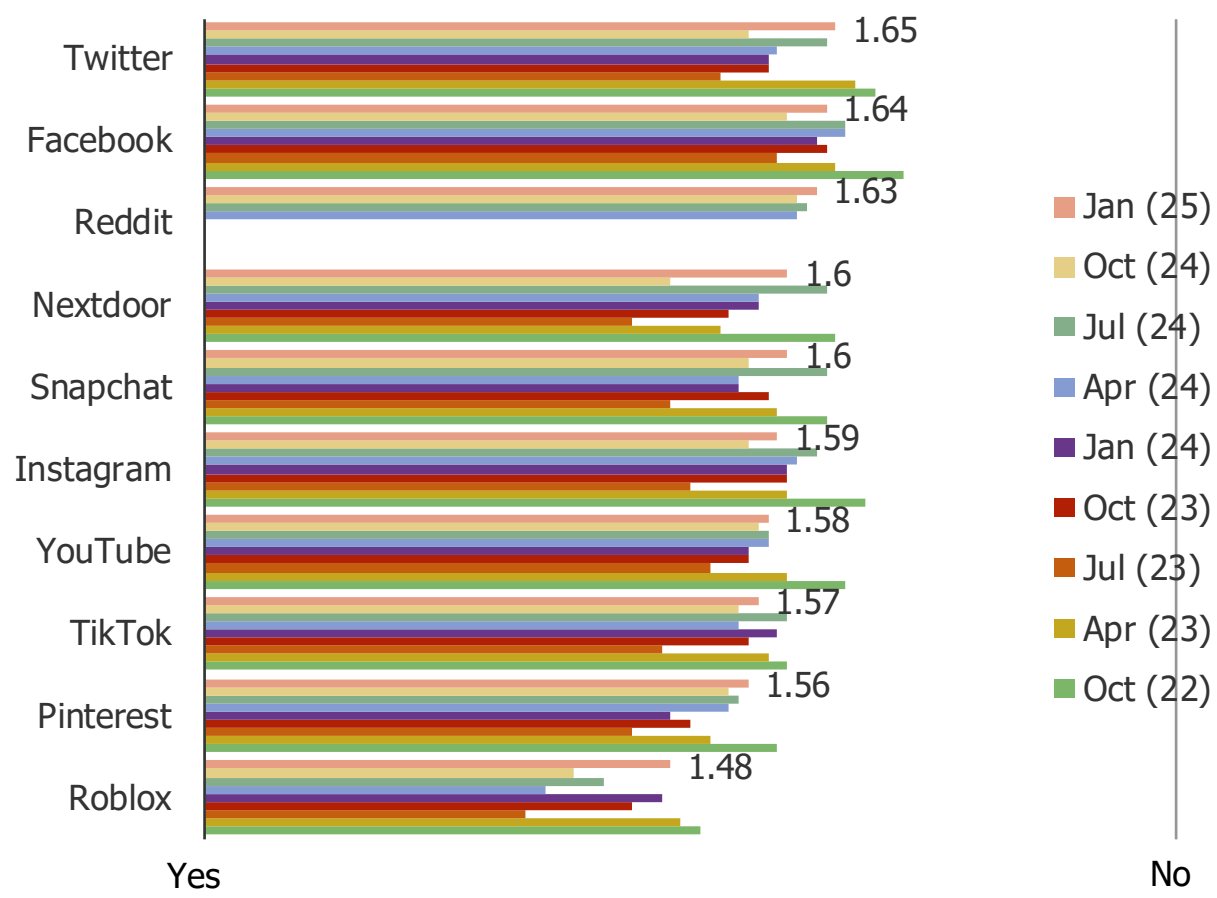
HOW MUCH TRUST DO YOU HAVE IN EACH OF THE FOLLOWING?

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.



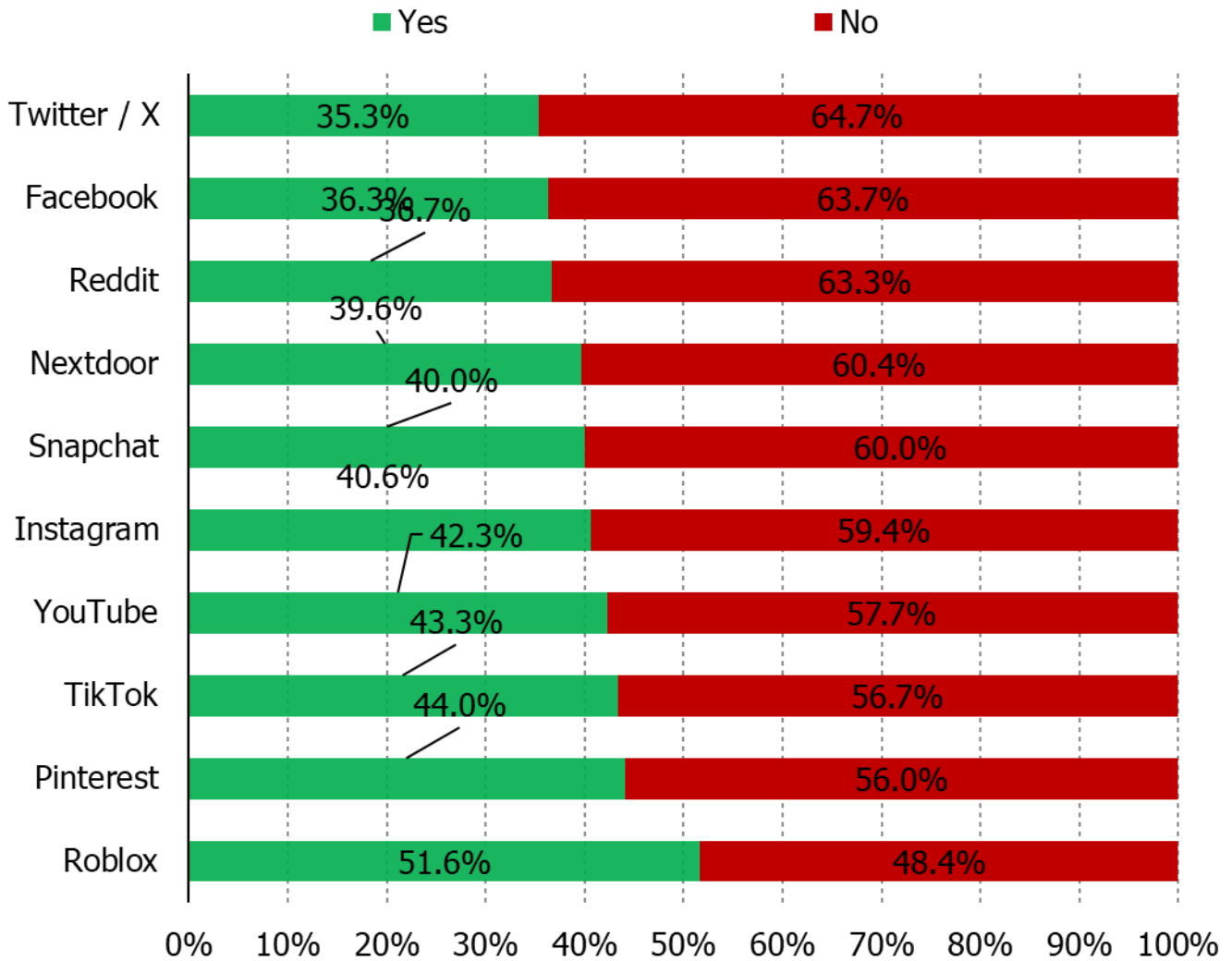
More likely to say yes



	N=
Facebook	760
Twitter / X	334
Snapchat	300
Instagram	530
Pinterest	361
TikTok	404
YouTube	804
Nextdoor	212
Reddit	300
Roblox	122

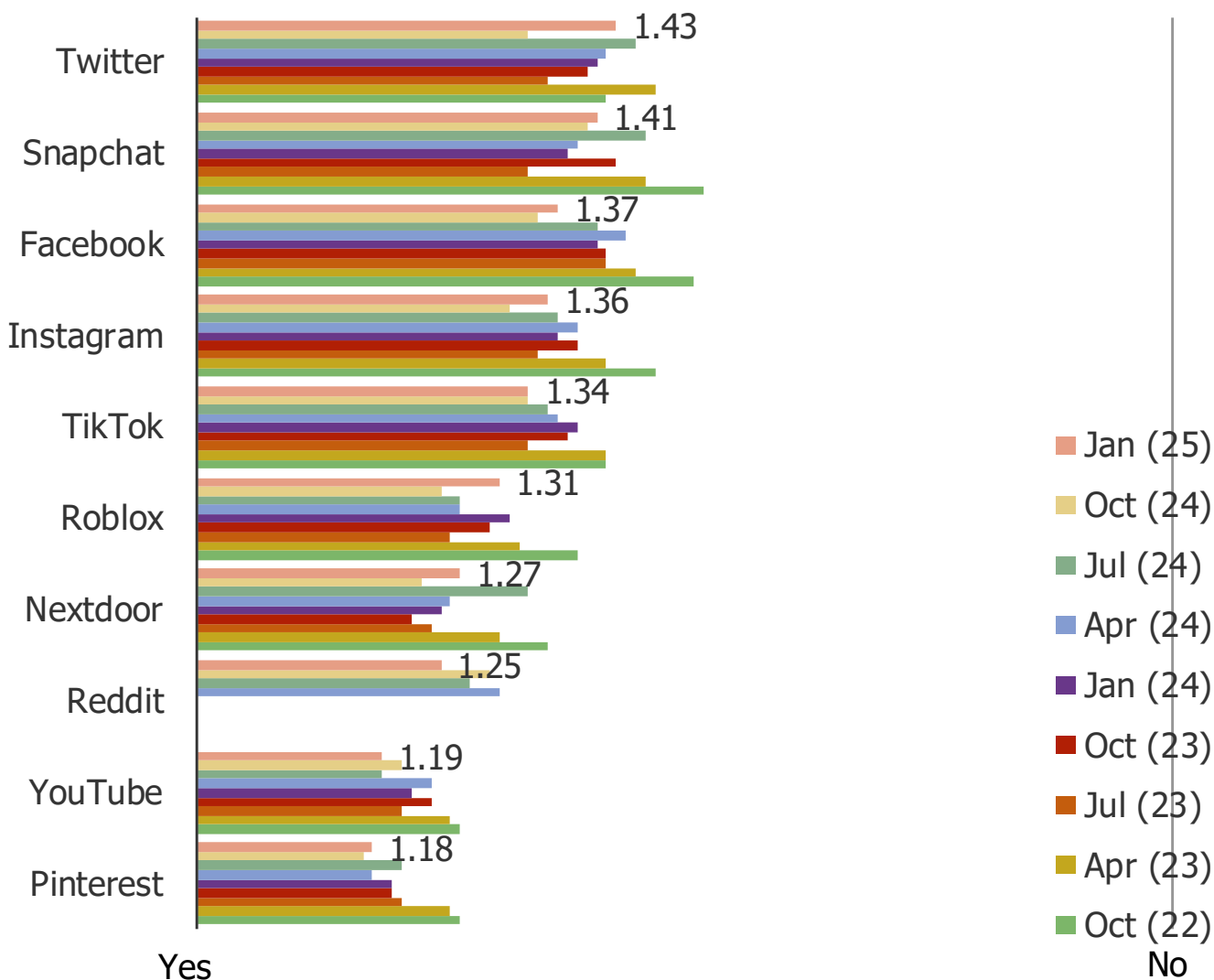
DO YOU FEEL THE FOLLOWING CARE(S) ABOUT YOU?

January 2025.



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

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



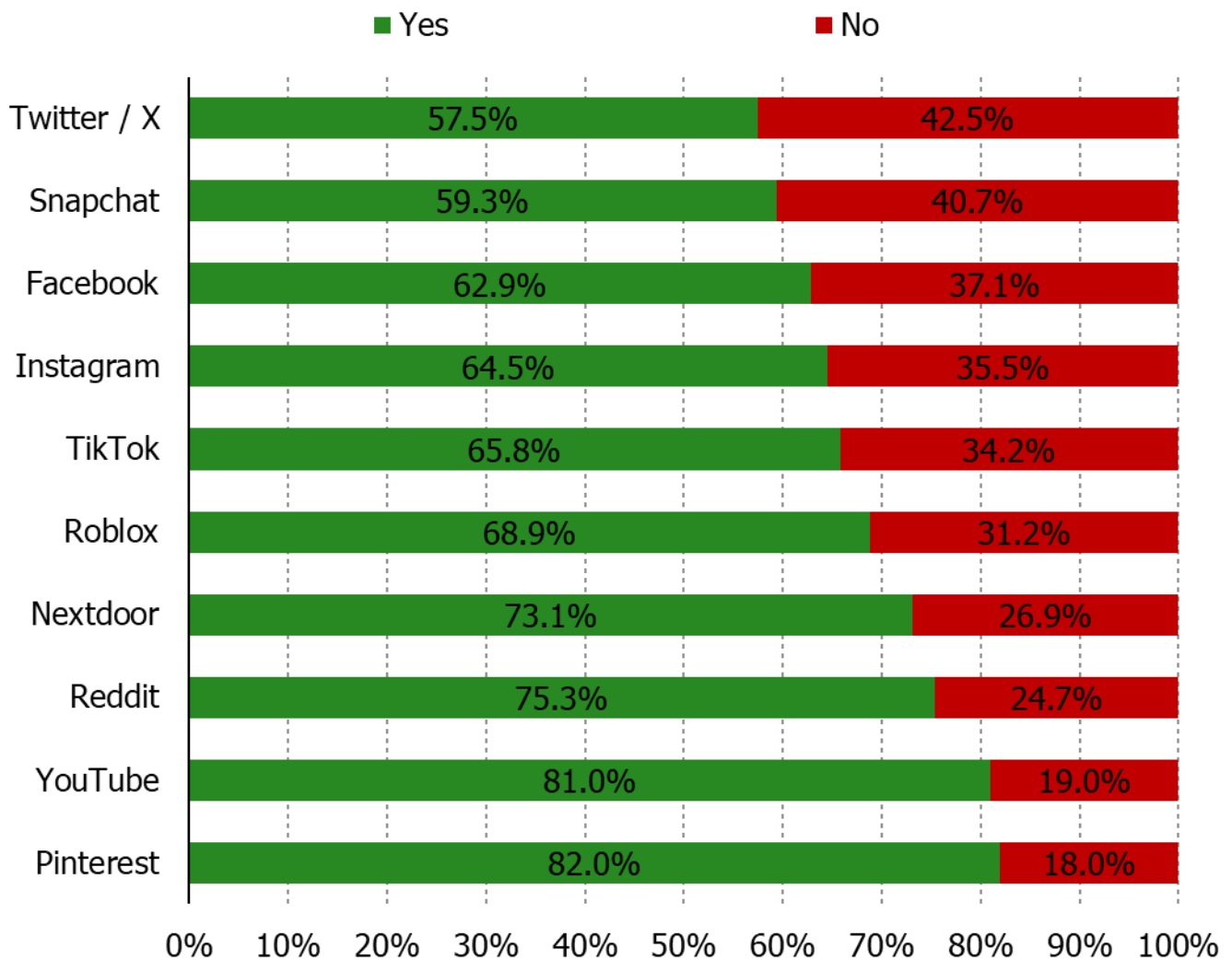
More likely to say yes



	N=
Facebook	760
Twitter / X	334
Snapchat	300
Instagram	530
Pinterest	361
TikTok	404
YouTube	804
Nextdoor	212
Reddit	300
Roblox	122

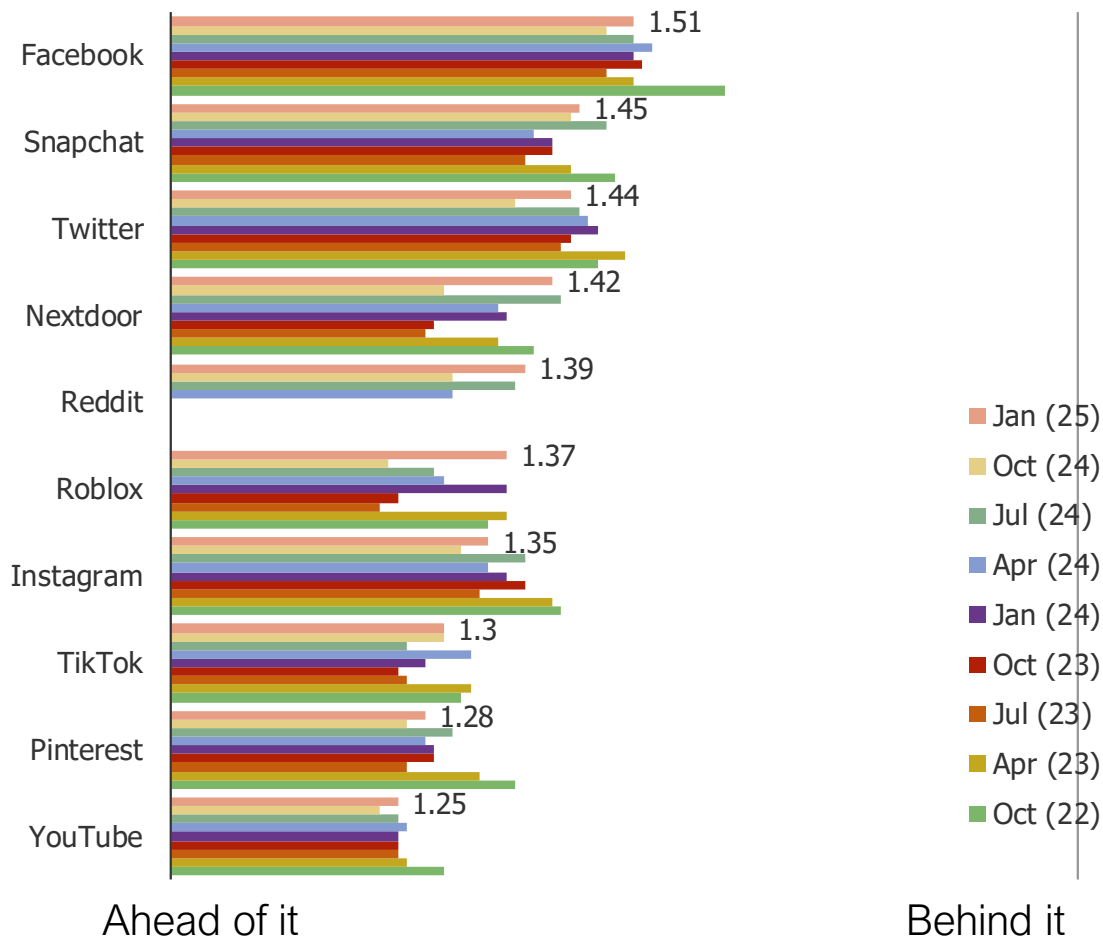
DO YOU FEEL THE FOLLOWING IS/ARE GOOD FOR THE WORLD?

January 2025.



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.



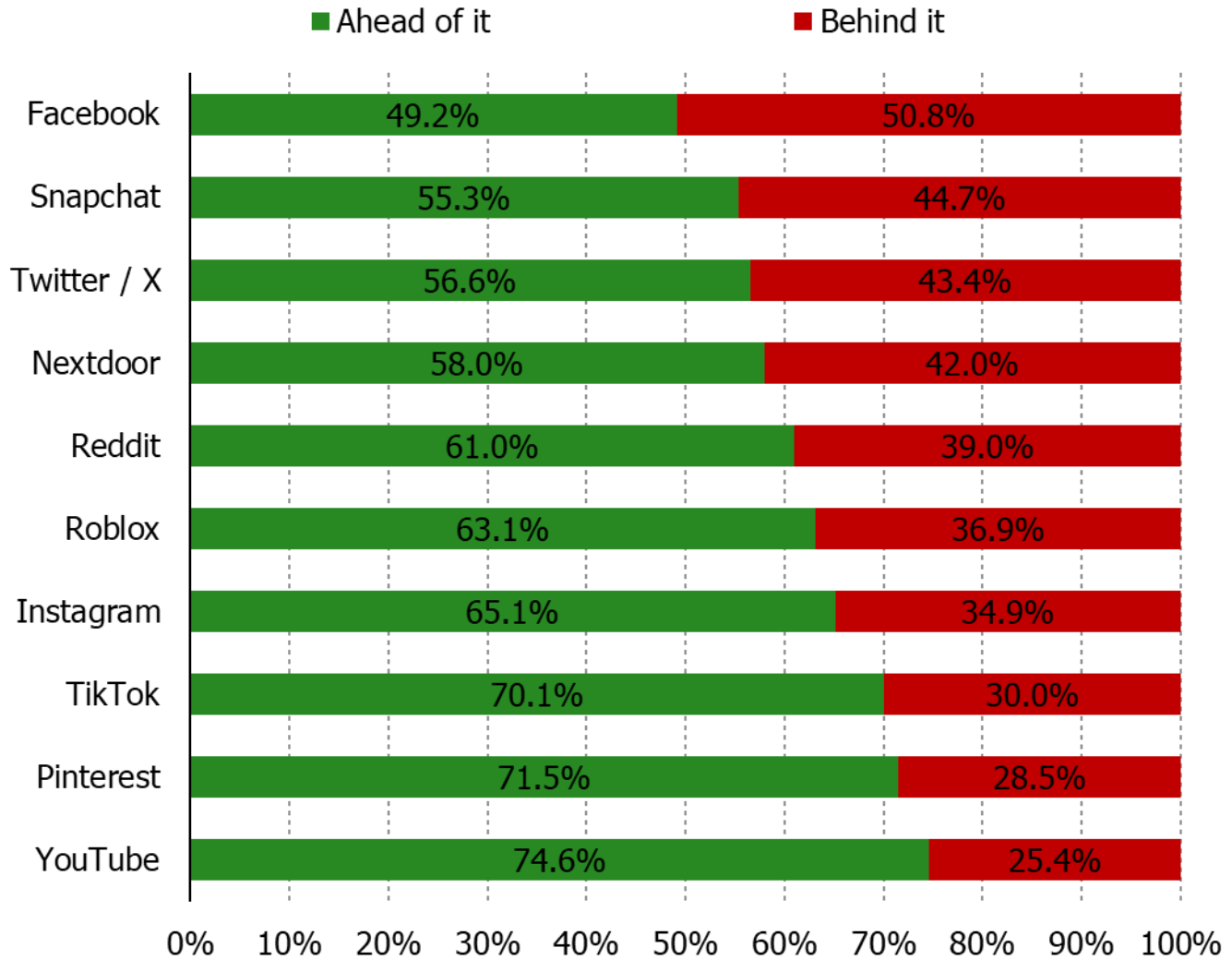
More likely to say ahead of it



	N=
Facebook	760
Twitter / X	334
Snapchat	300
Instagram	530
Pinterest	361
TikTok	404
YouTube	804
Nextdoor	212
Reddit	300
Roblox	122

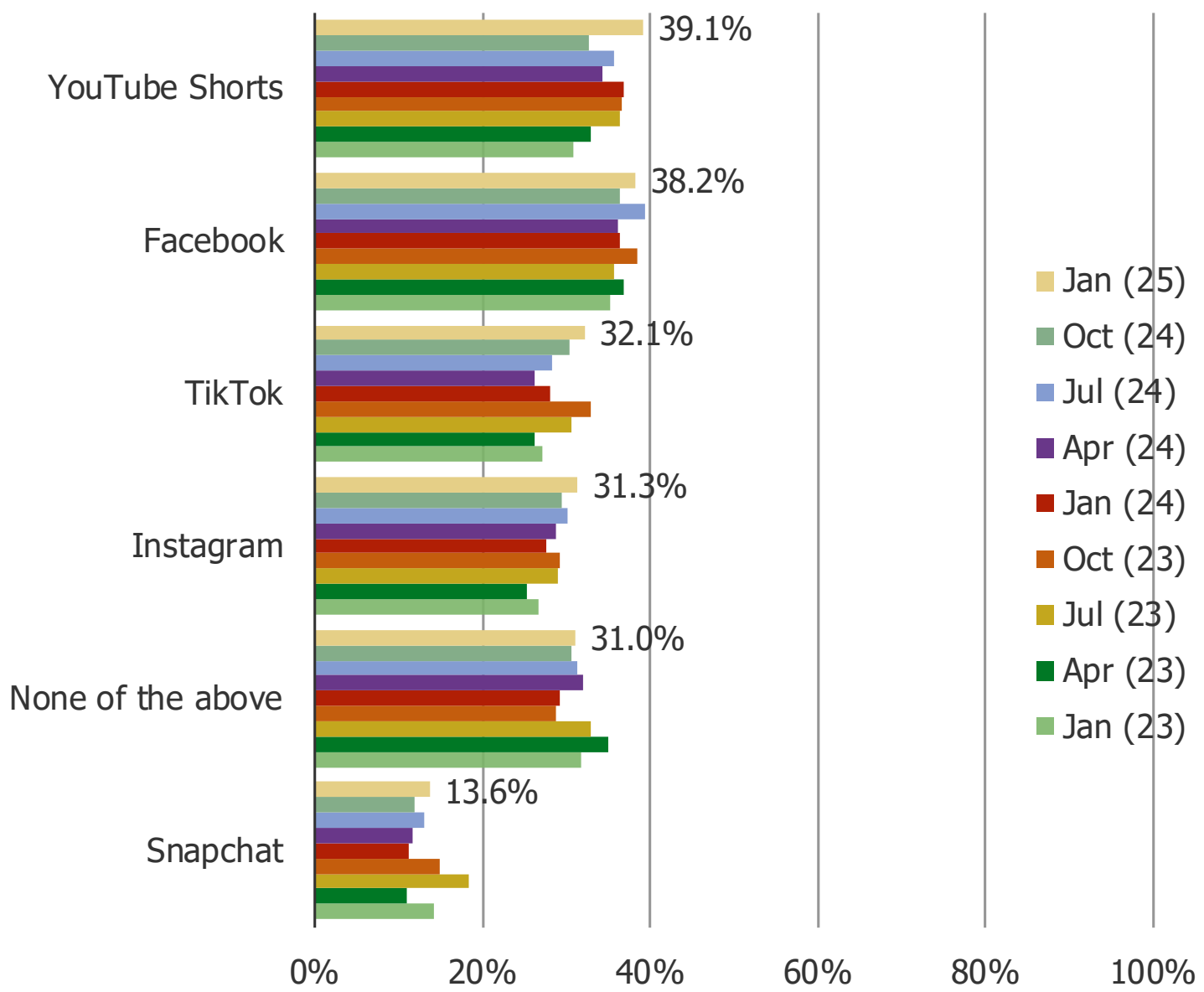
WOULD YOU SAY THAT THIS COMPANY'S BEST DAYS ARE AHEAD OF IT, OR BEHIND IT?

January 2025.



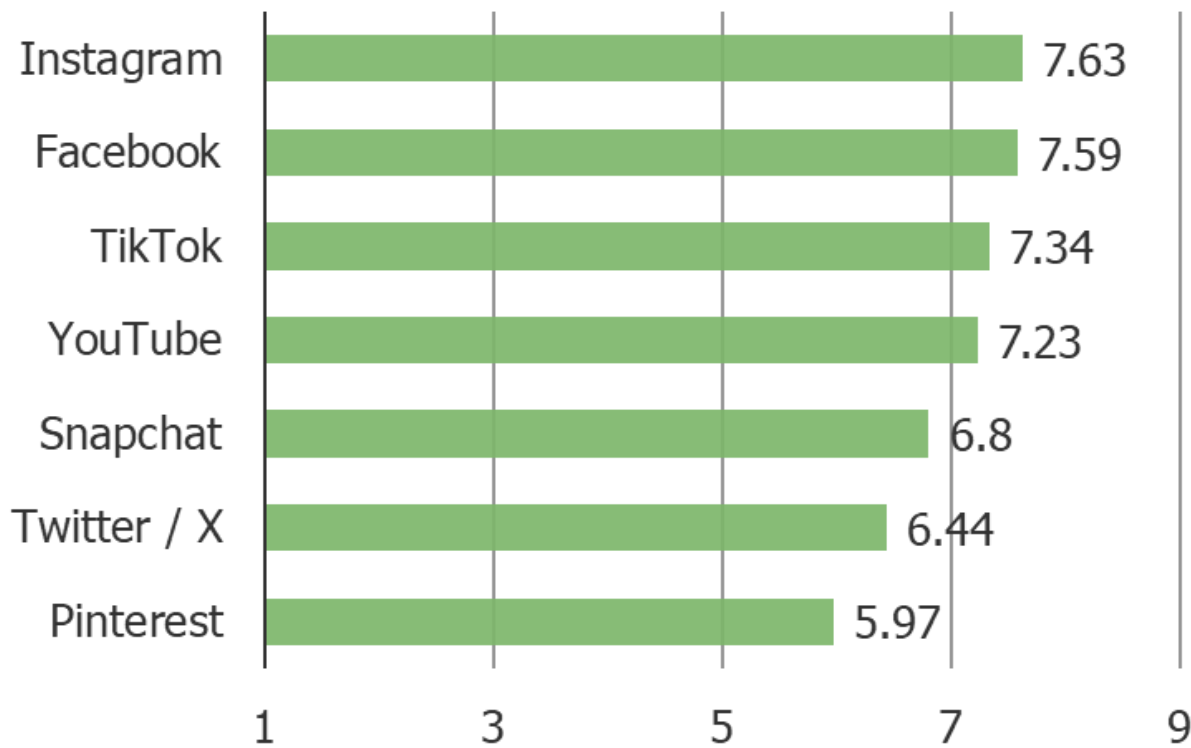
HAVE YOU WATCHED MULTIPLE VIDEO CLIPS IN A ROW ON ANY OF THE FOLLOWING? SELECT ALL THAT APPLY

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. Combining results from past 4 quarterly waves to reach stat sig (N = 340)



Respondents who have an account with ALL of the following:

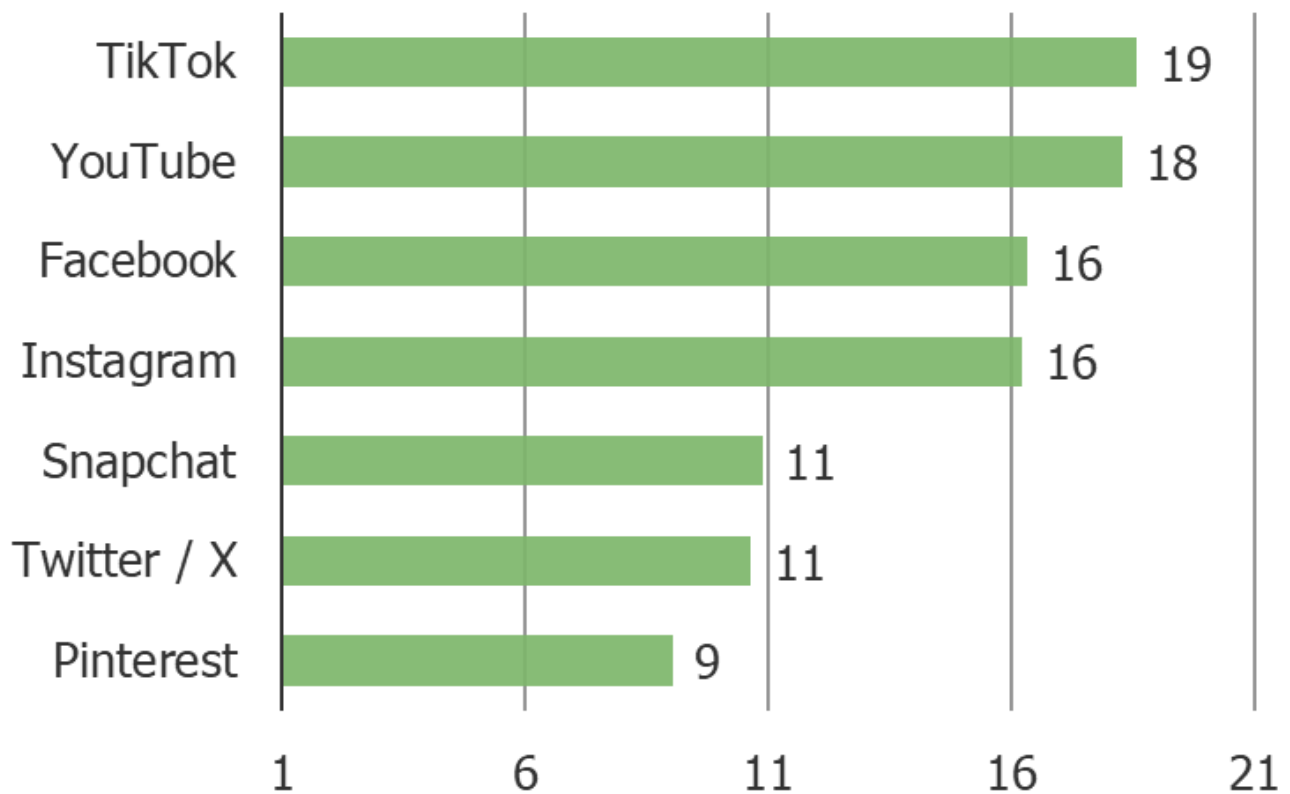
- Facebook
- Twitter
- Snapchat
- TikTok
- Instagram
- Pinterest
- Youtube

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. Combining results from past 4 quarterly waves to reach stat sig (N = 340)



Respondents who have an account with ALL of the following:

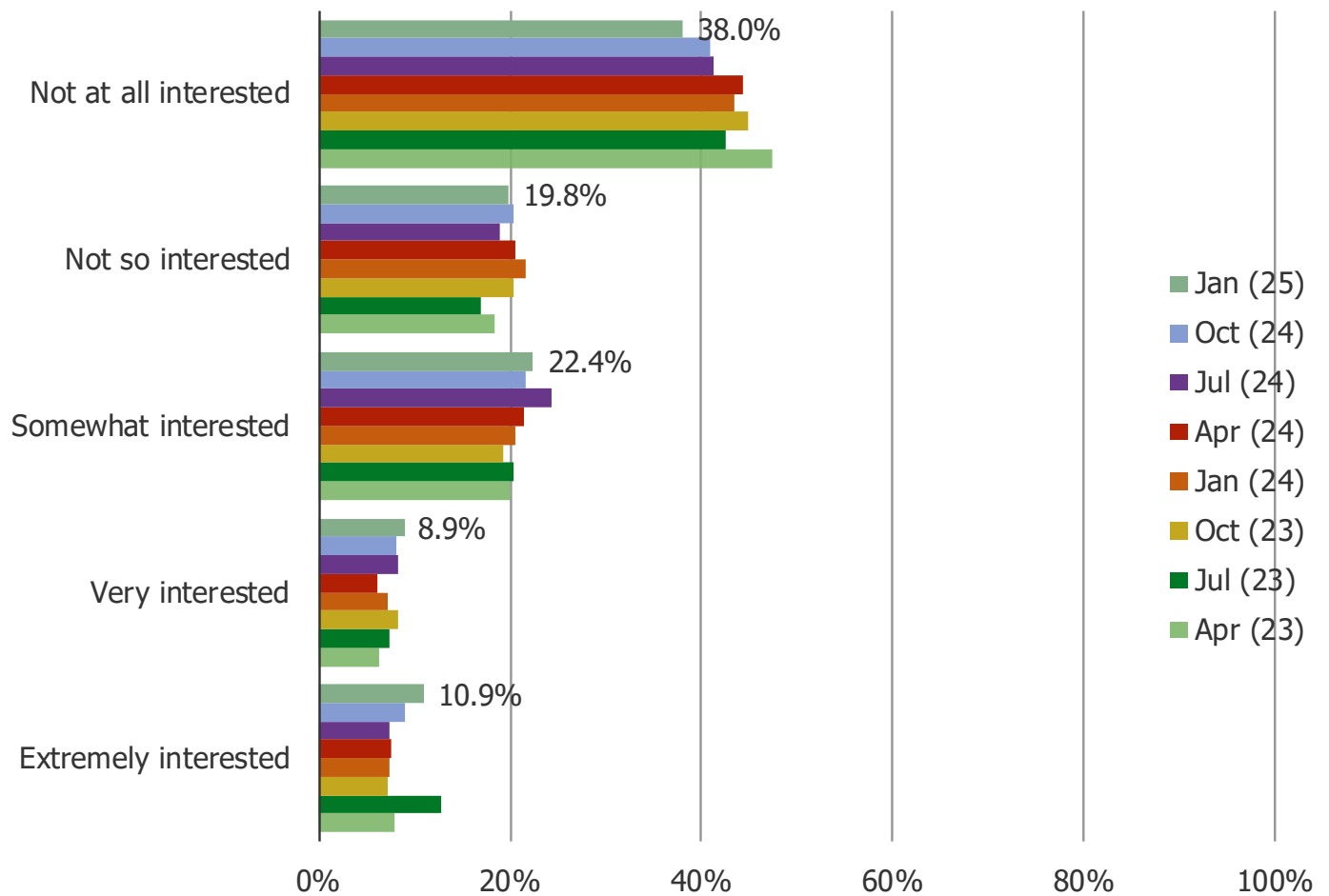
- Facebook
- Twitter
- Snapchat
- TikTok
- Instagram
- Pinterest
- YouTube

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

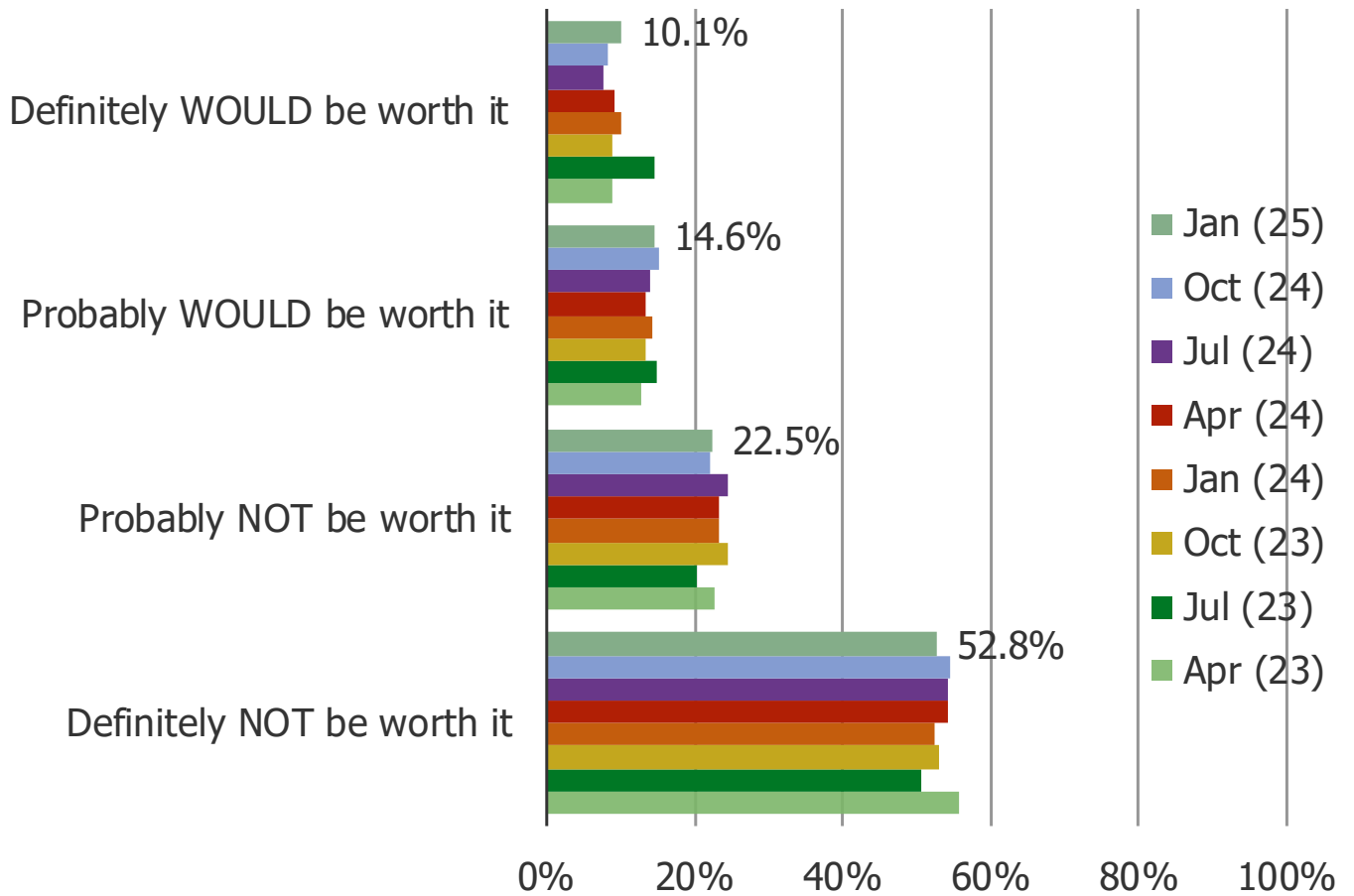
HOW MUCH INTEREST WOULD YOU HAVE IN HAVING A VERIFIED BADGE/TAG ON SOCIAL MEDIA?

This question was posed to all respondents.



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

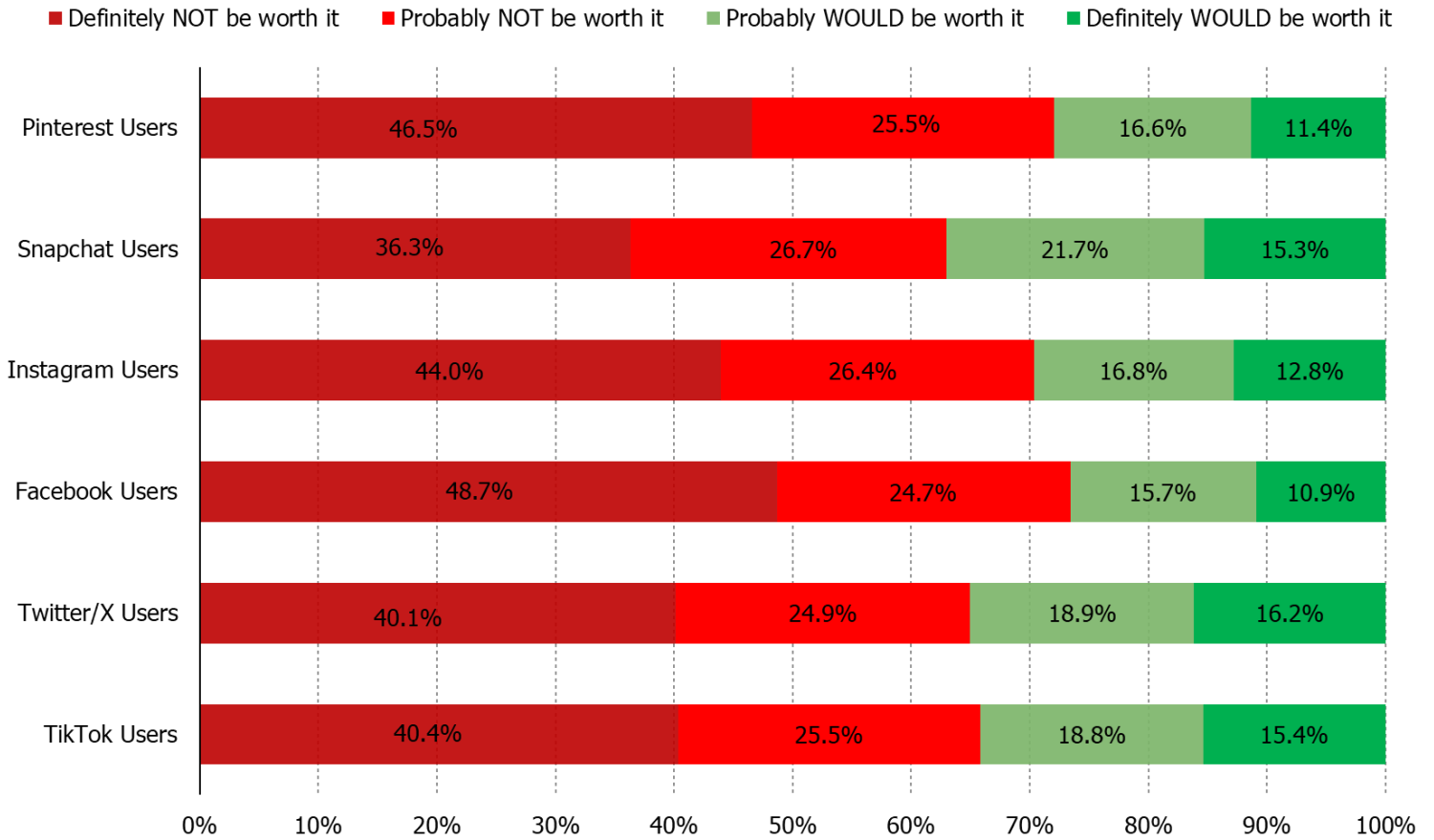
This question was posed to all respondents.



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

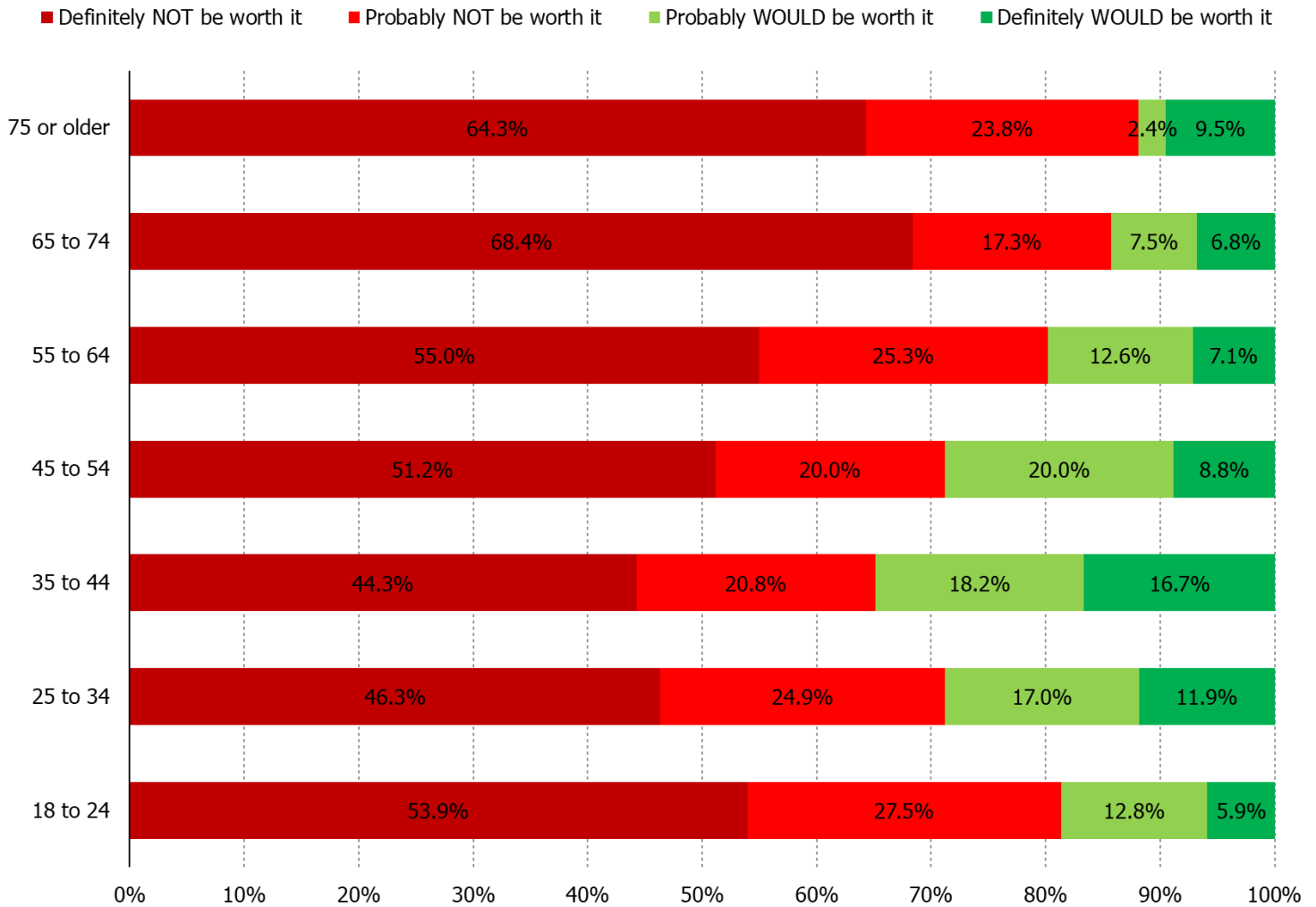
January 2025



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

January 2025

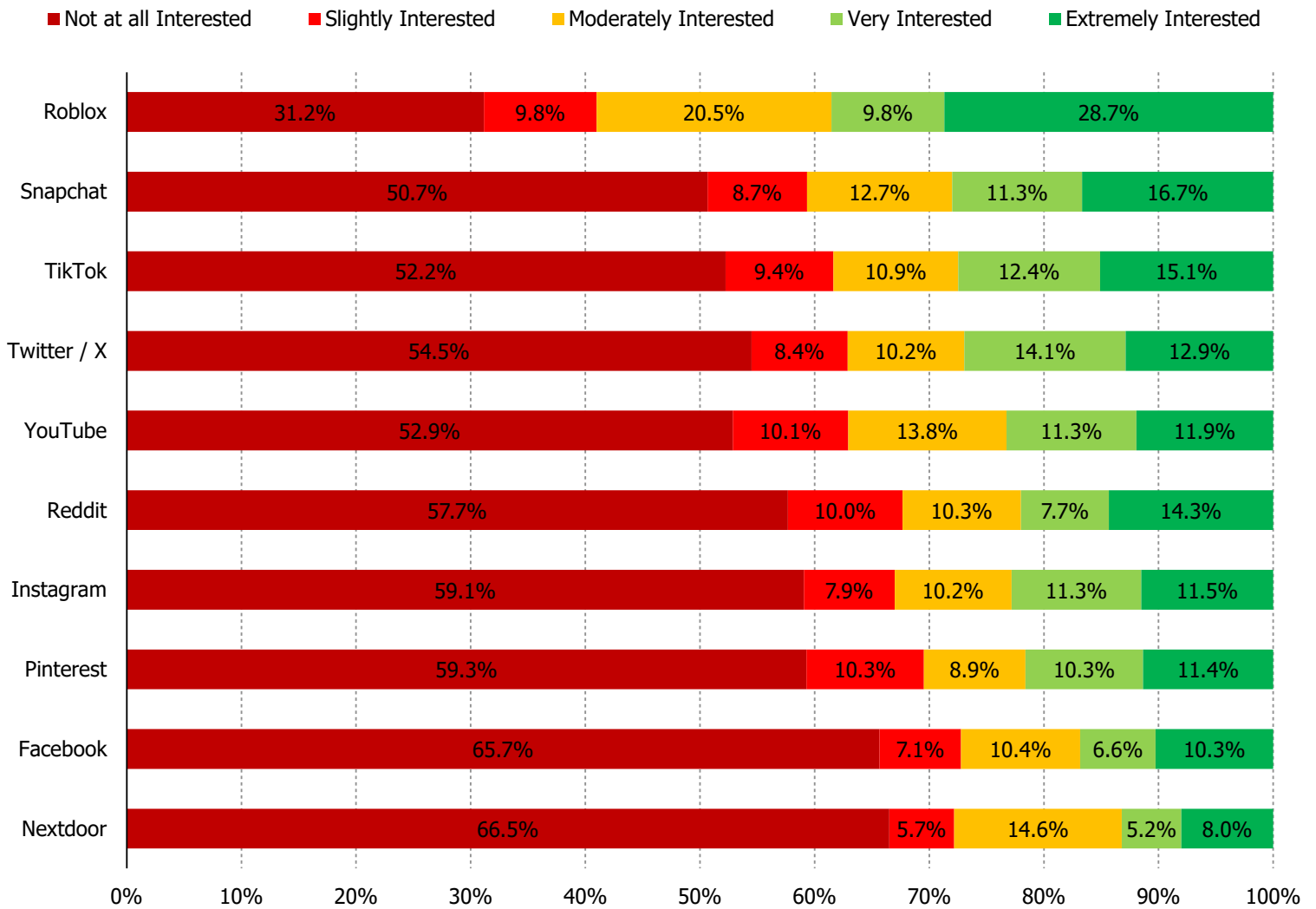


WILLINGNESS TO PAY FOR SOCIAL MEDIA
EXPERIENCES / SNAPCHAT+ FEEDBACK

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.

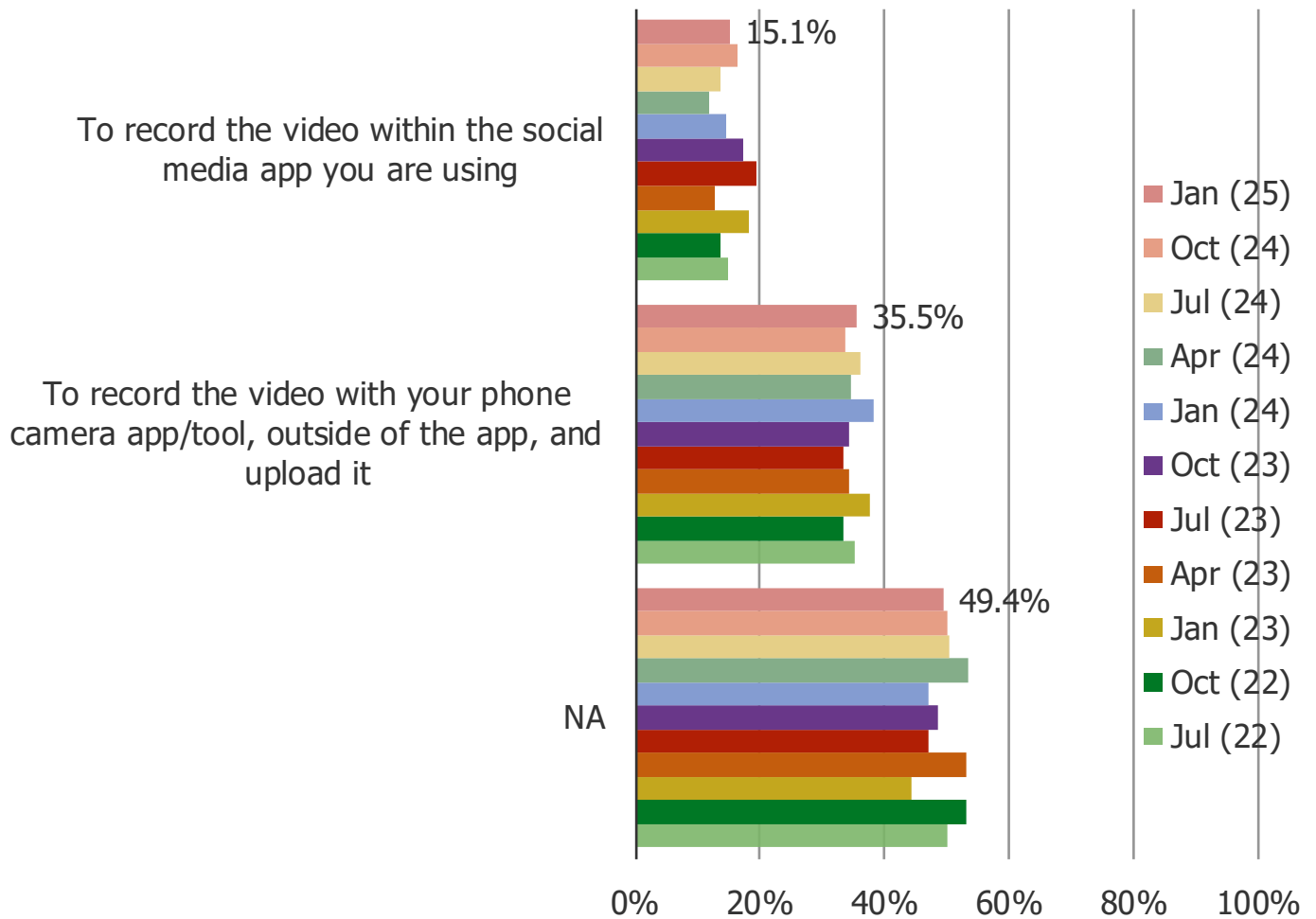
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CREATING AND SHARING VIDEO ON SOCIAL MEDIA

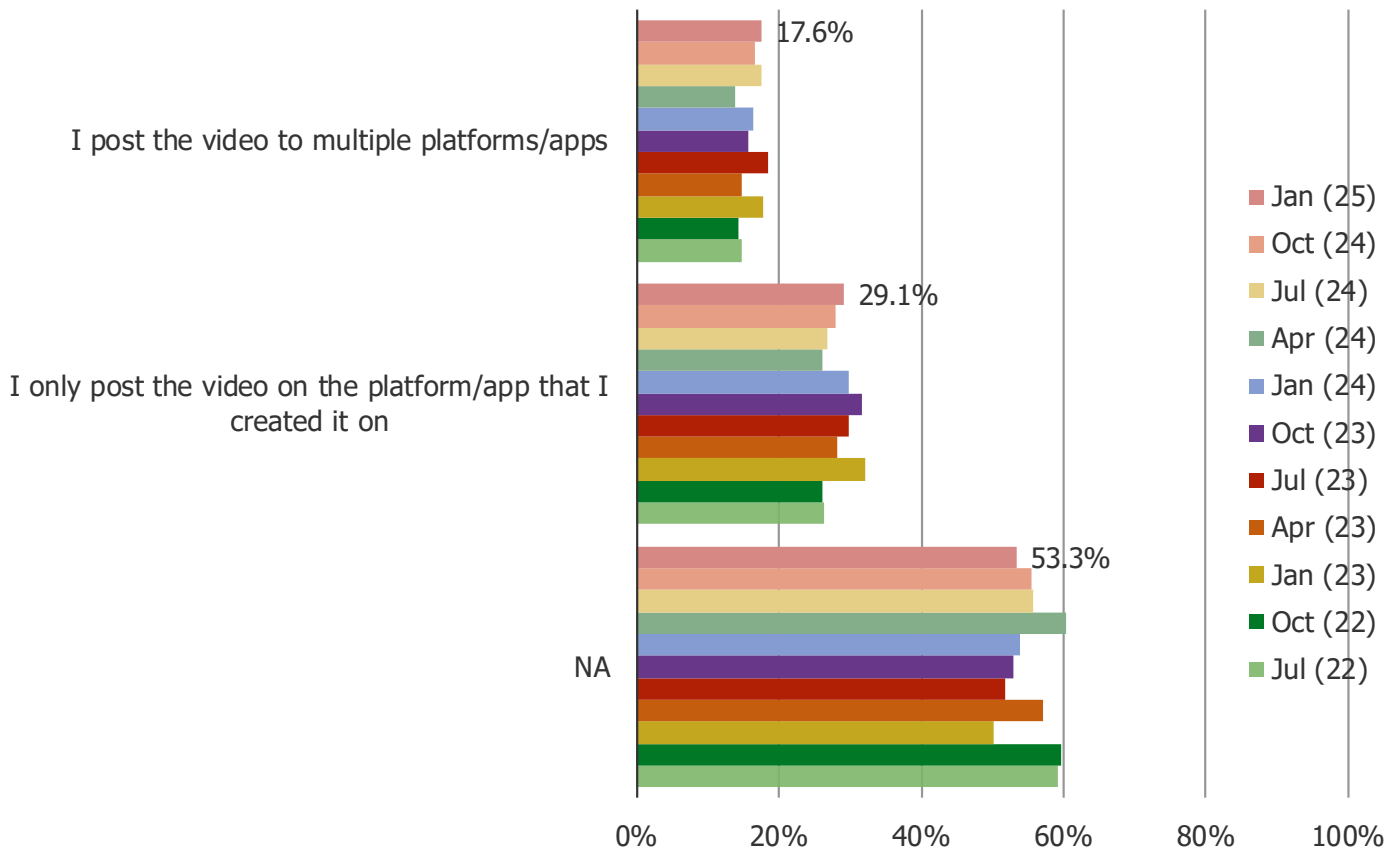
WHEN YOU CREATE VIDEOS TO UPLOAD TO SOCIAL MEDIA, WHICH DO YOU PREFER:

This question was posed to all respondents.



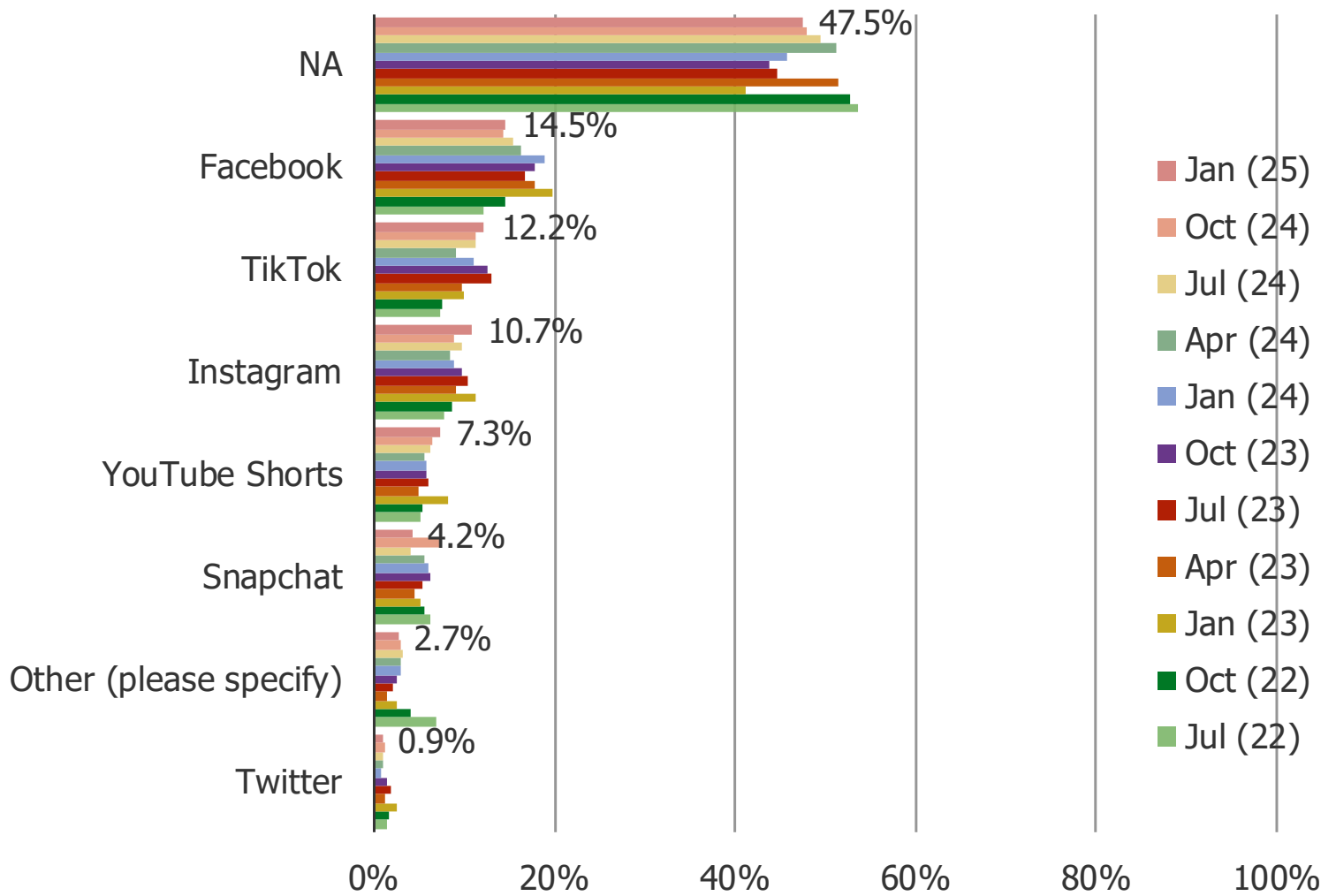
WHEN YOU CREATE VIDEOS WITHIN SOCIAL MEDIA PLATFORMS, WHICH BEST DESCRIBES YOU?

This question was posed to all respondents.



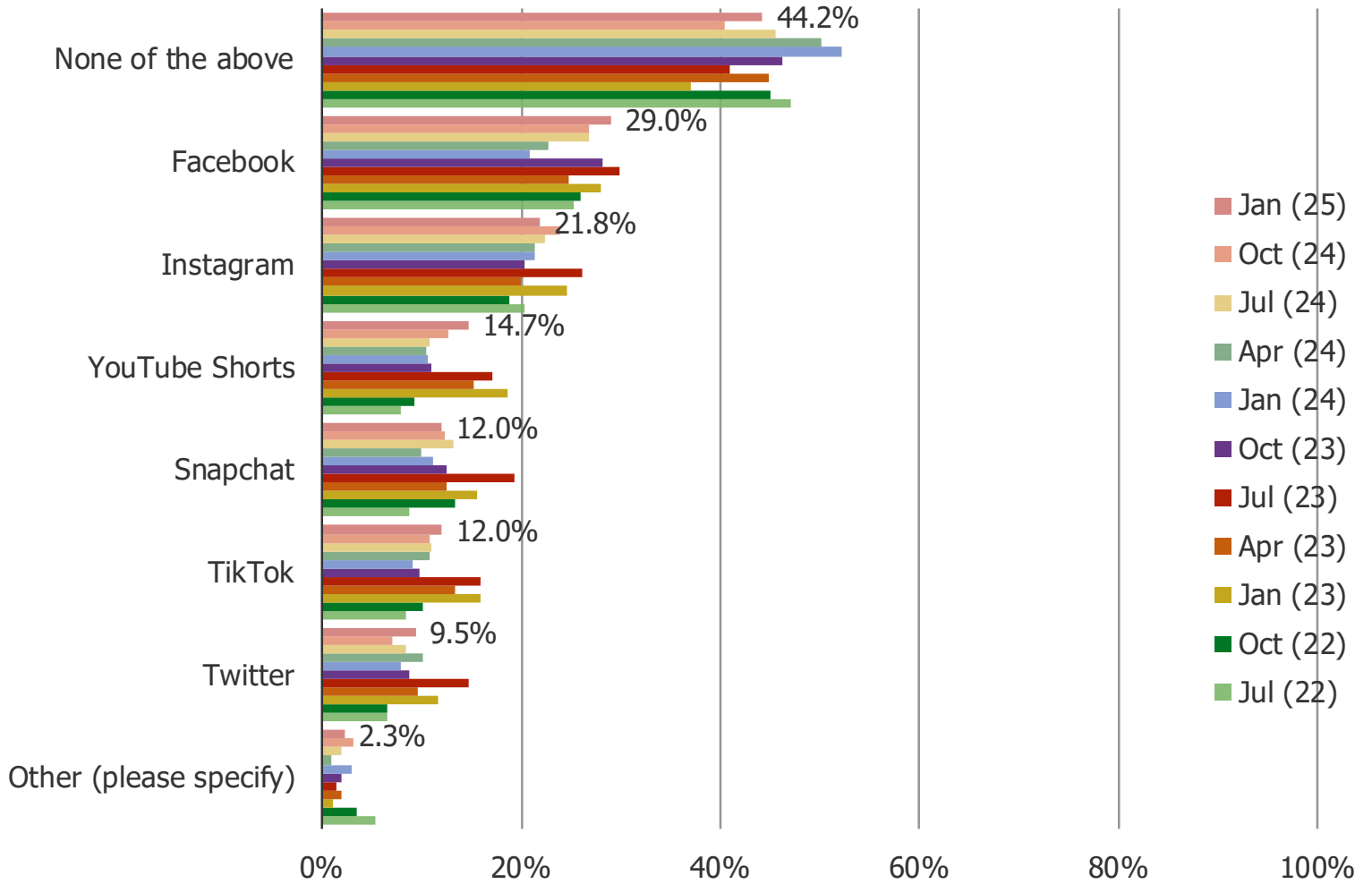
WHICH IS YOUR PREFERRED APP FOR CREATING VIDEOS?

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.

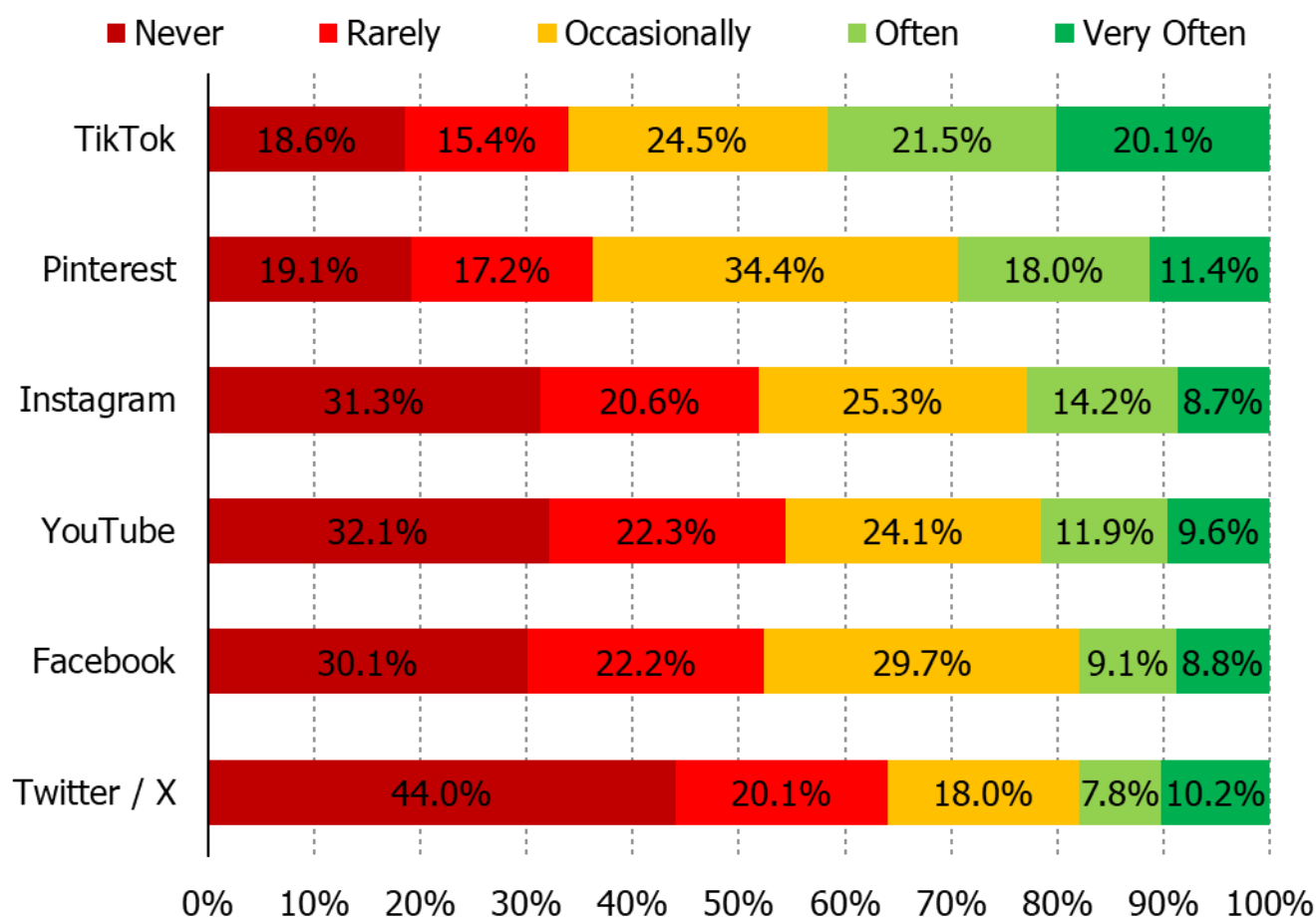


SOCIAL COMMERCE / AUGMENTED REALITY AND SHOPPING

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

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

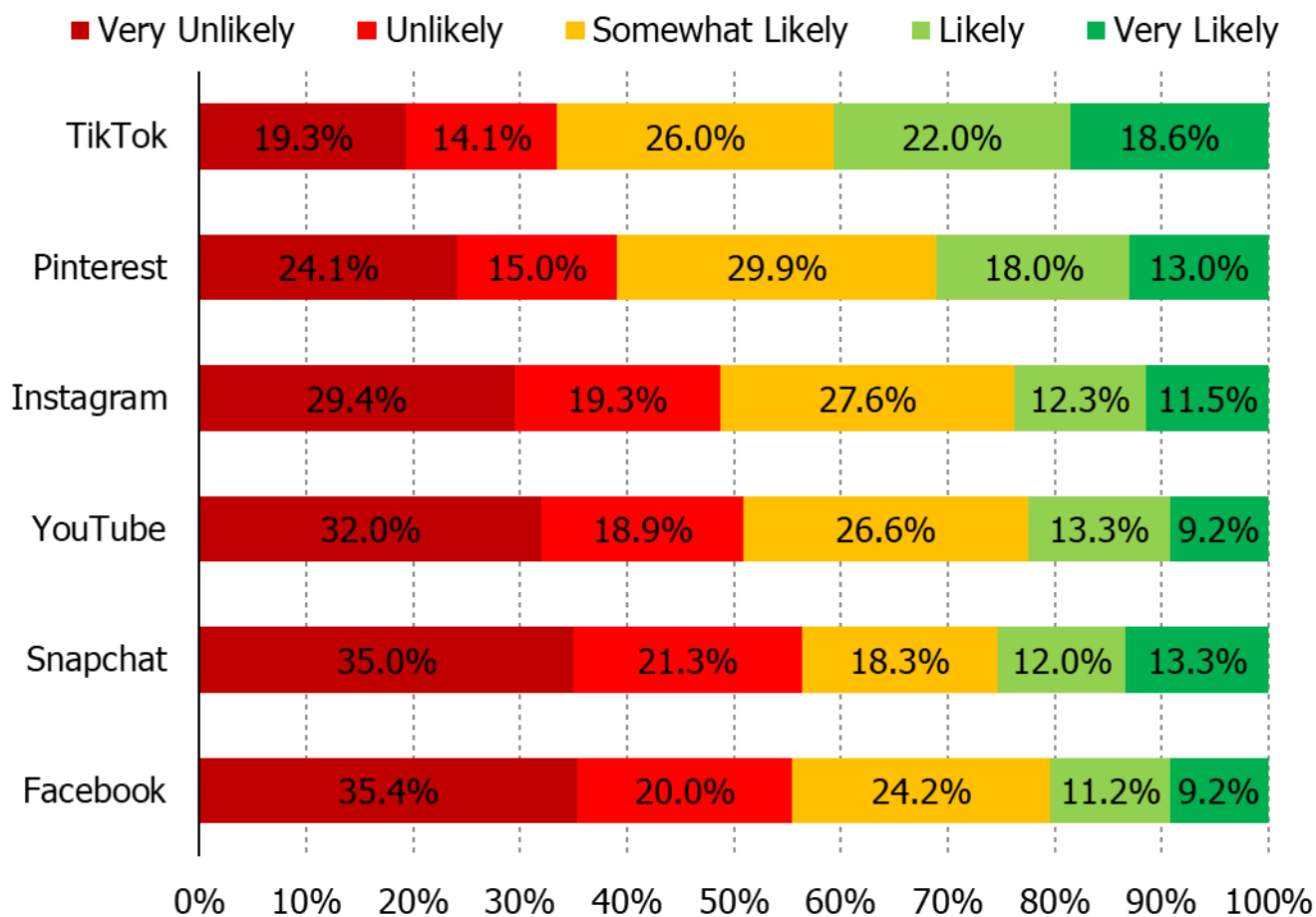
January 2025



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)

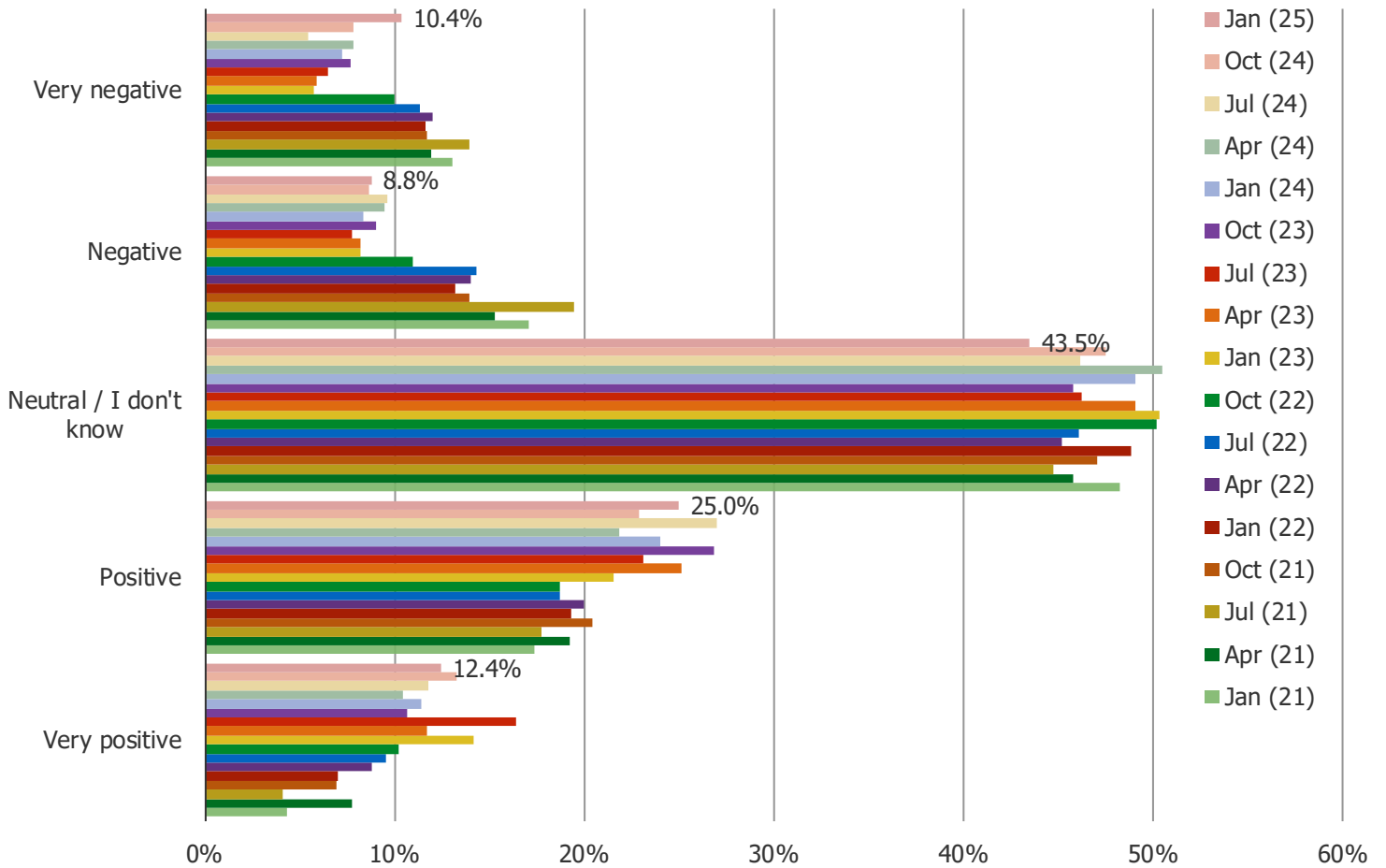
Posed to users of each of the following social media apps.

January 2025



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)?

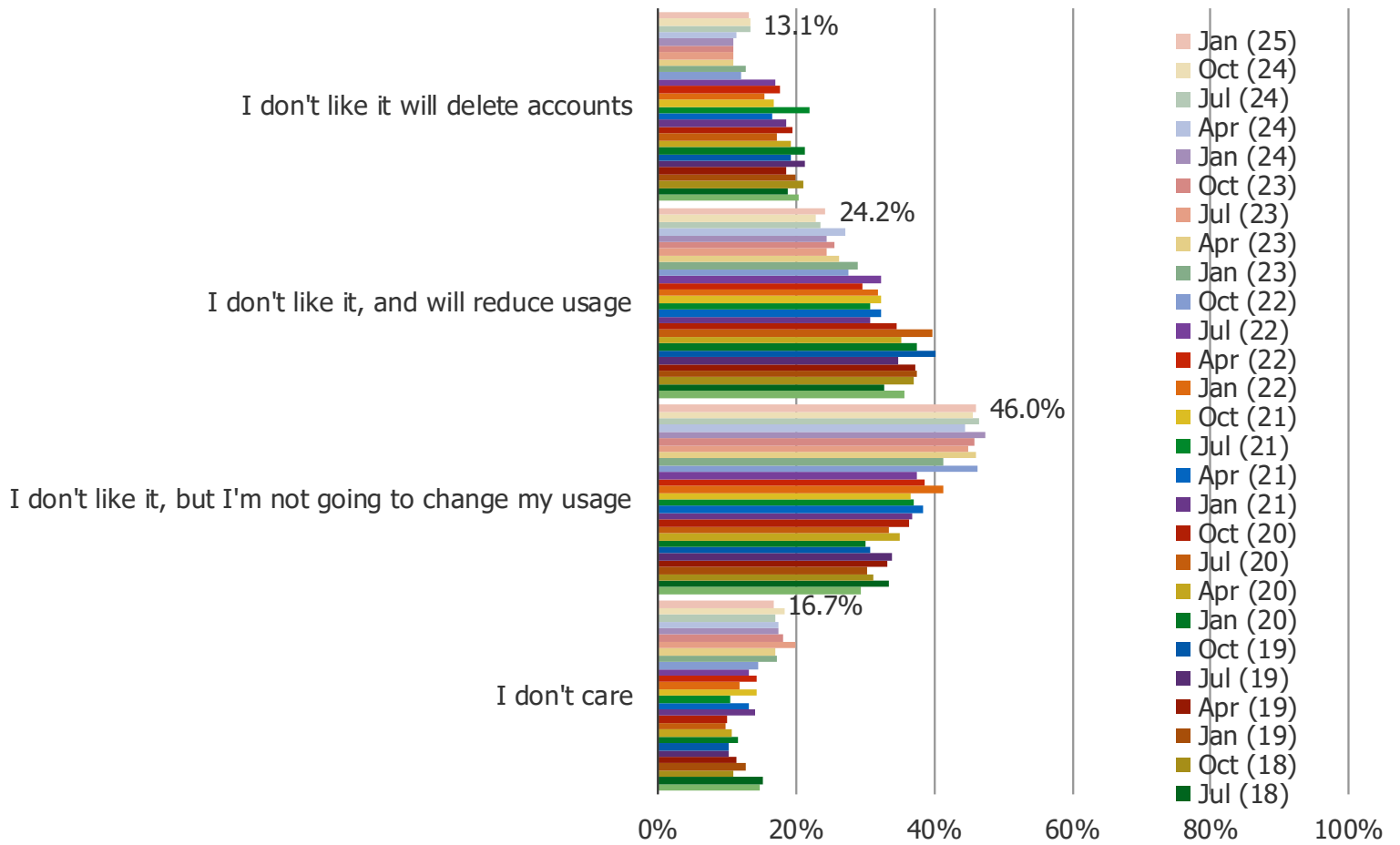
Posed to users of social media apps.



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)

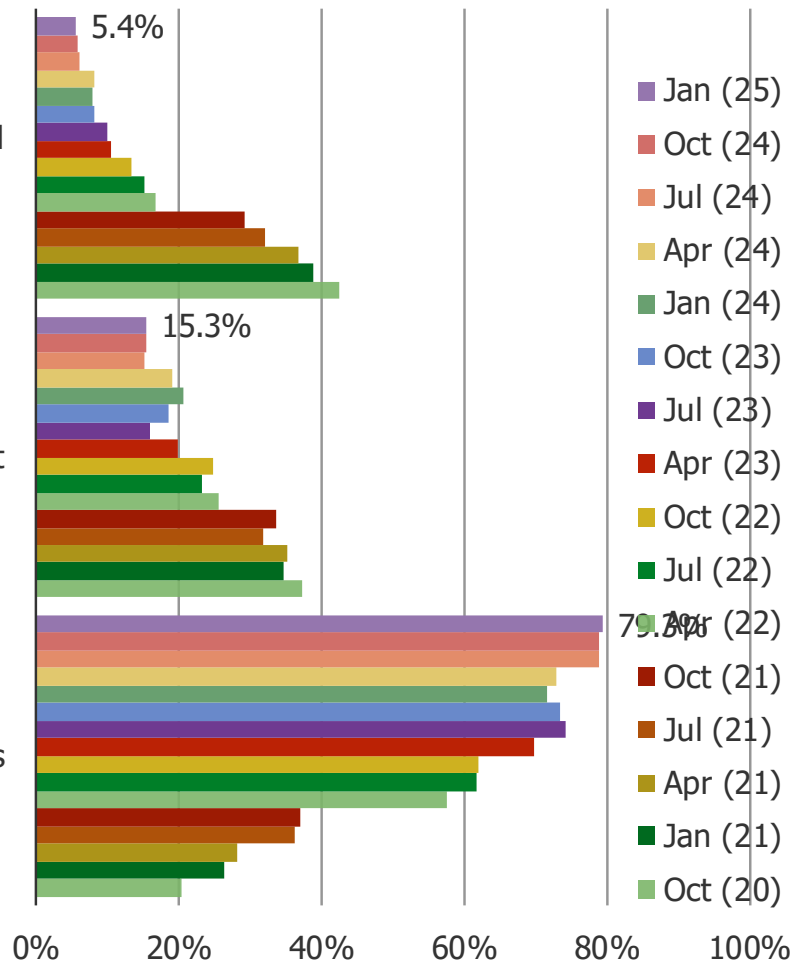
Posted to Instagram Users:



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

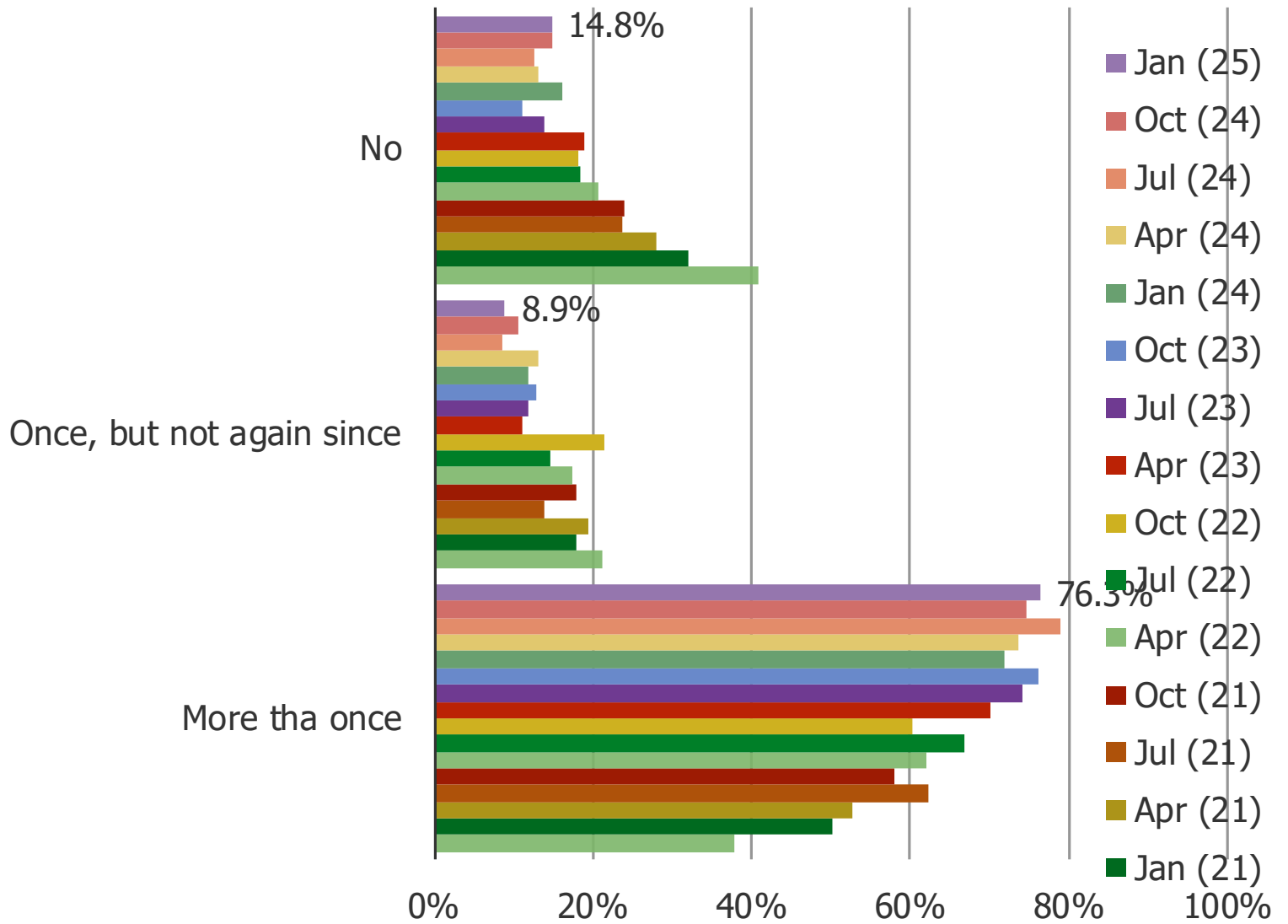
I've heard of it, but don't know much about it

I am familiar with Instagram Reels



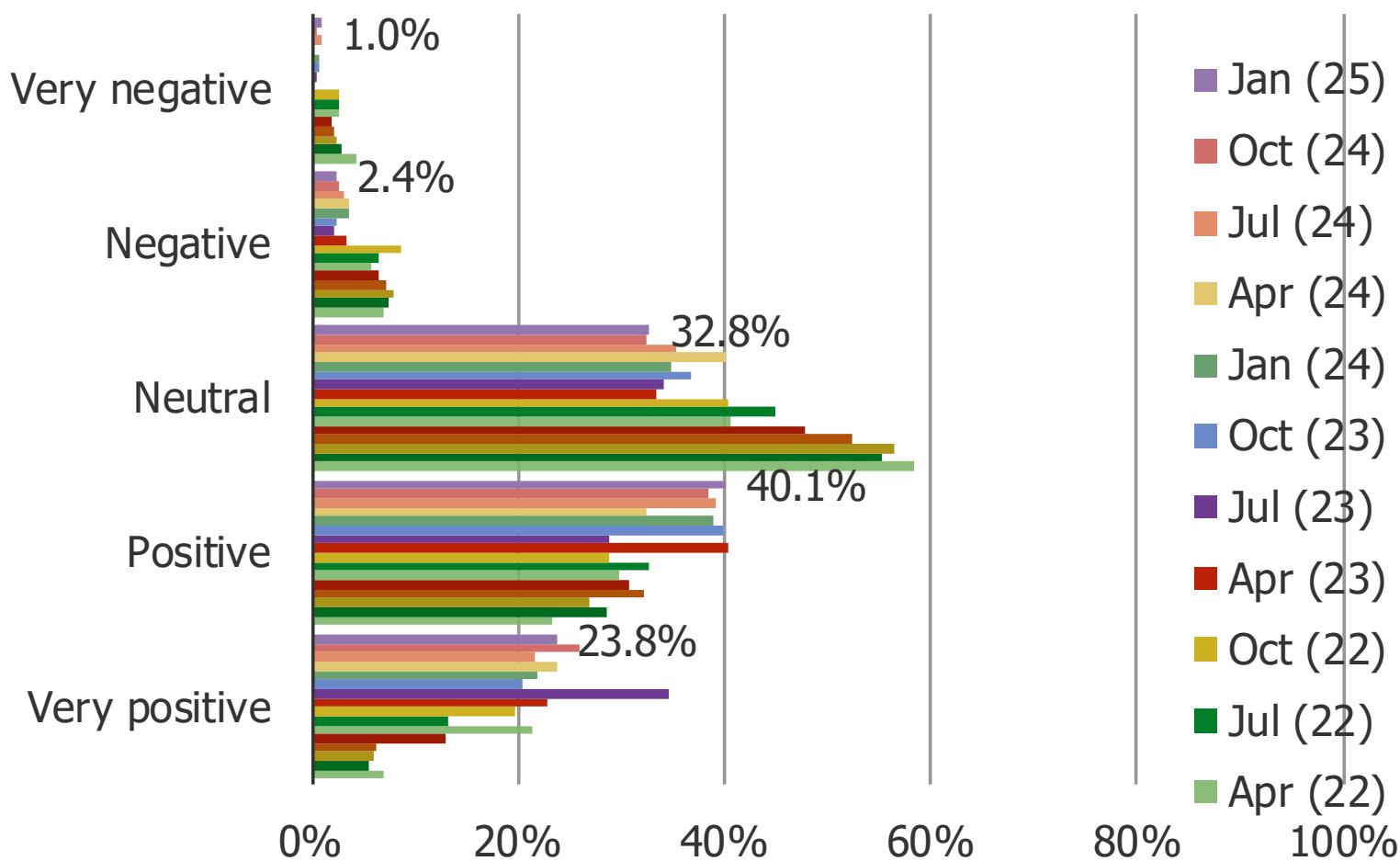
HAVE YOU WATCHED/SEEN ANY INSTAGRAM REELS VIDEOS YET?

Posted to Instagram Users who have heard of Reels:



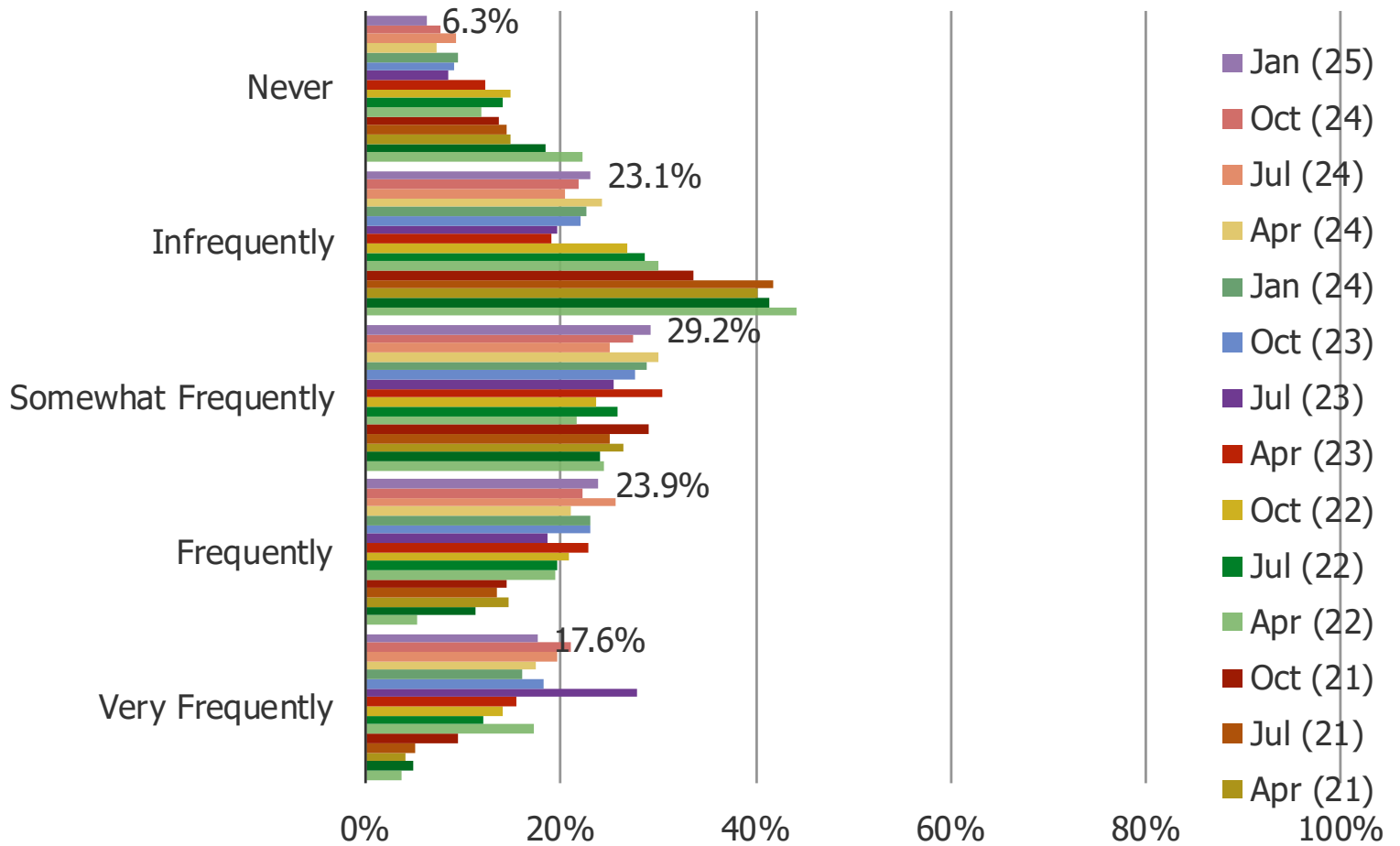
WHAT IS YOUR OPINION OF THE EXPERIENCE WATCHING INSTAGRAM REELS VIDEOS?

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



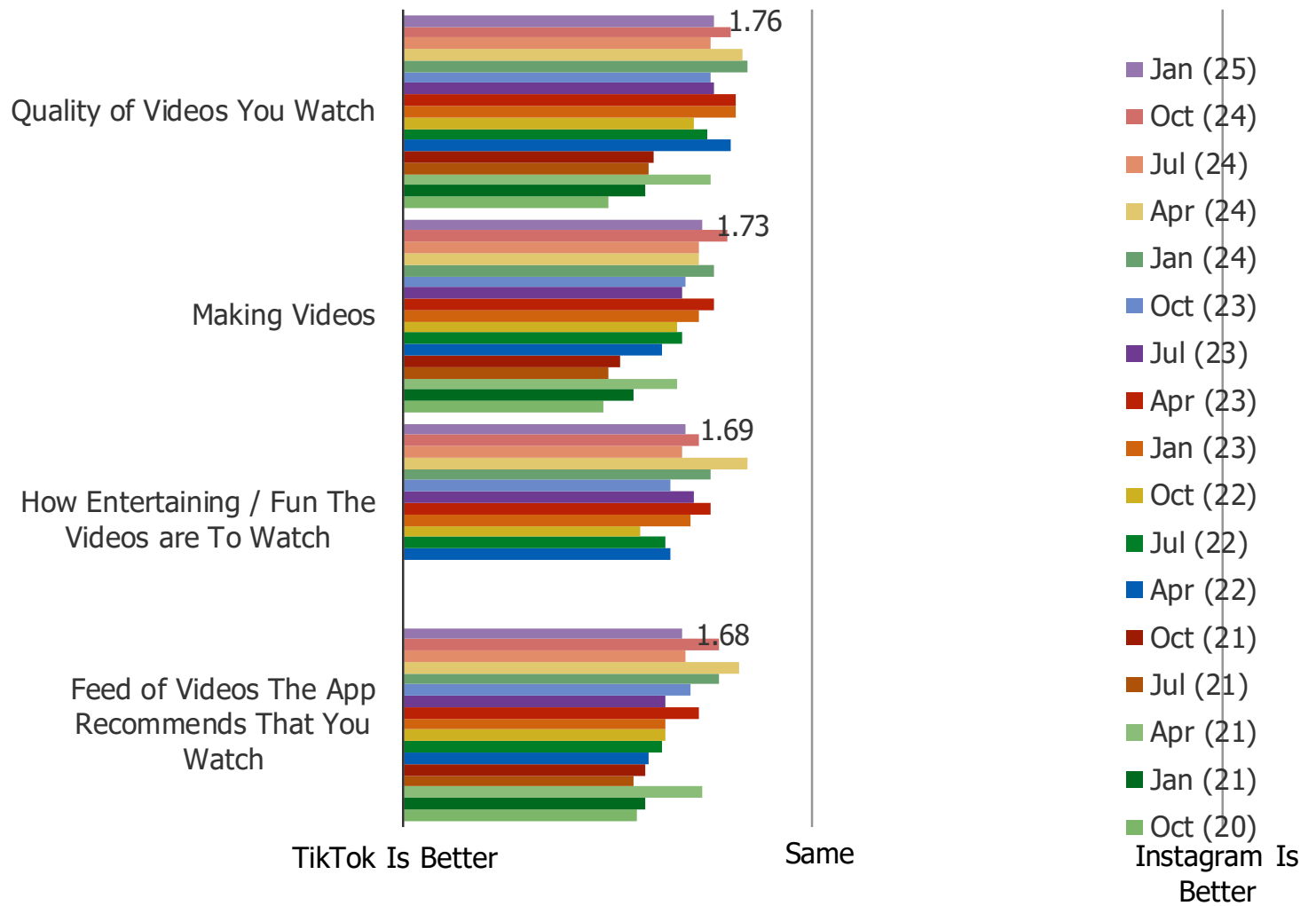
HOW OFTEN DO YOU EXPECT TO WATCH REELS GOING FORWARD?

Posted to Instagram Users who have heard of Reels:



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

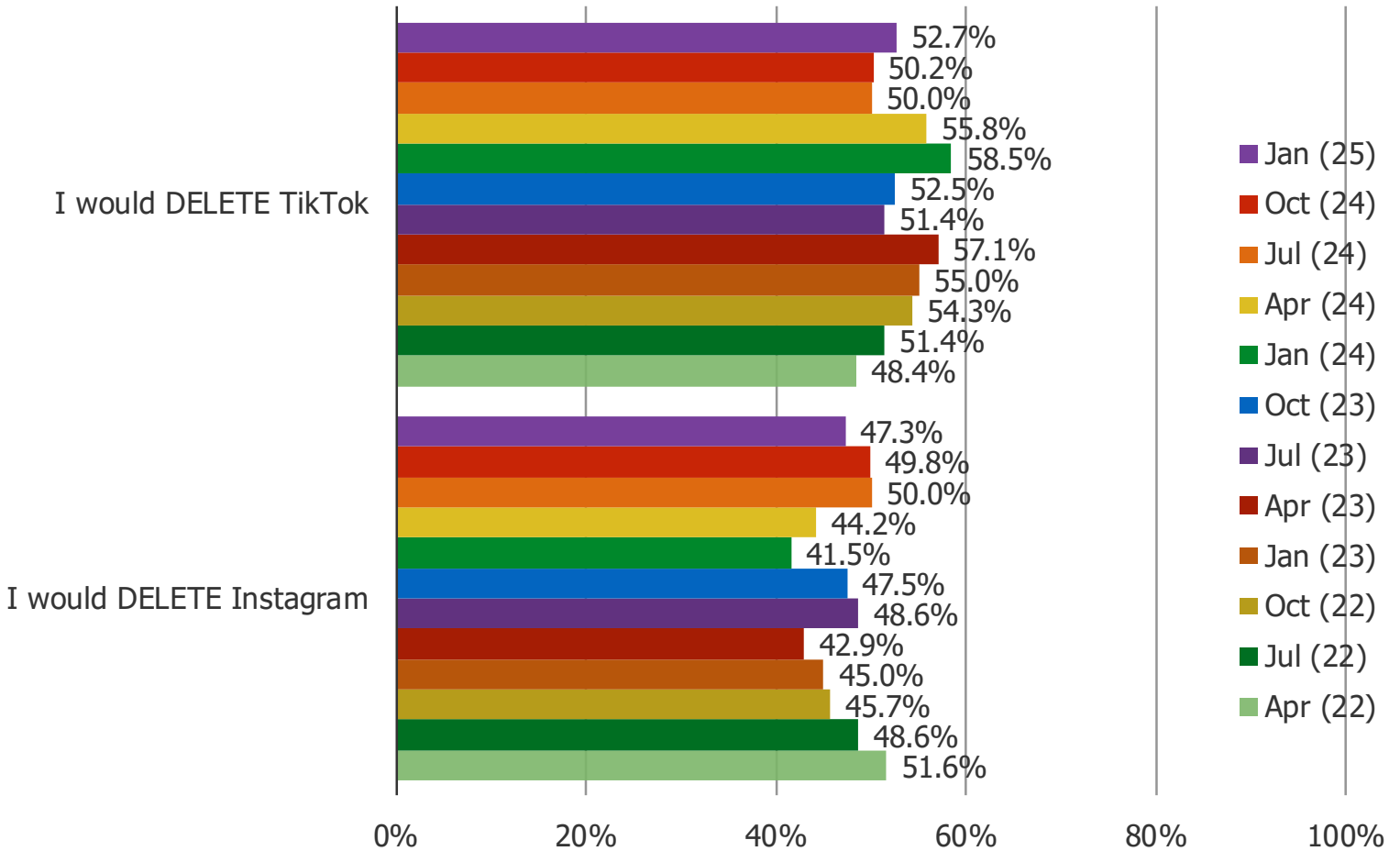
Posted to Instagram Users who have heard of Reels AND use TikTok:



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?

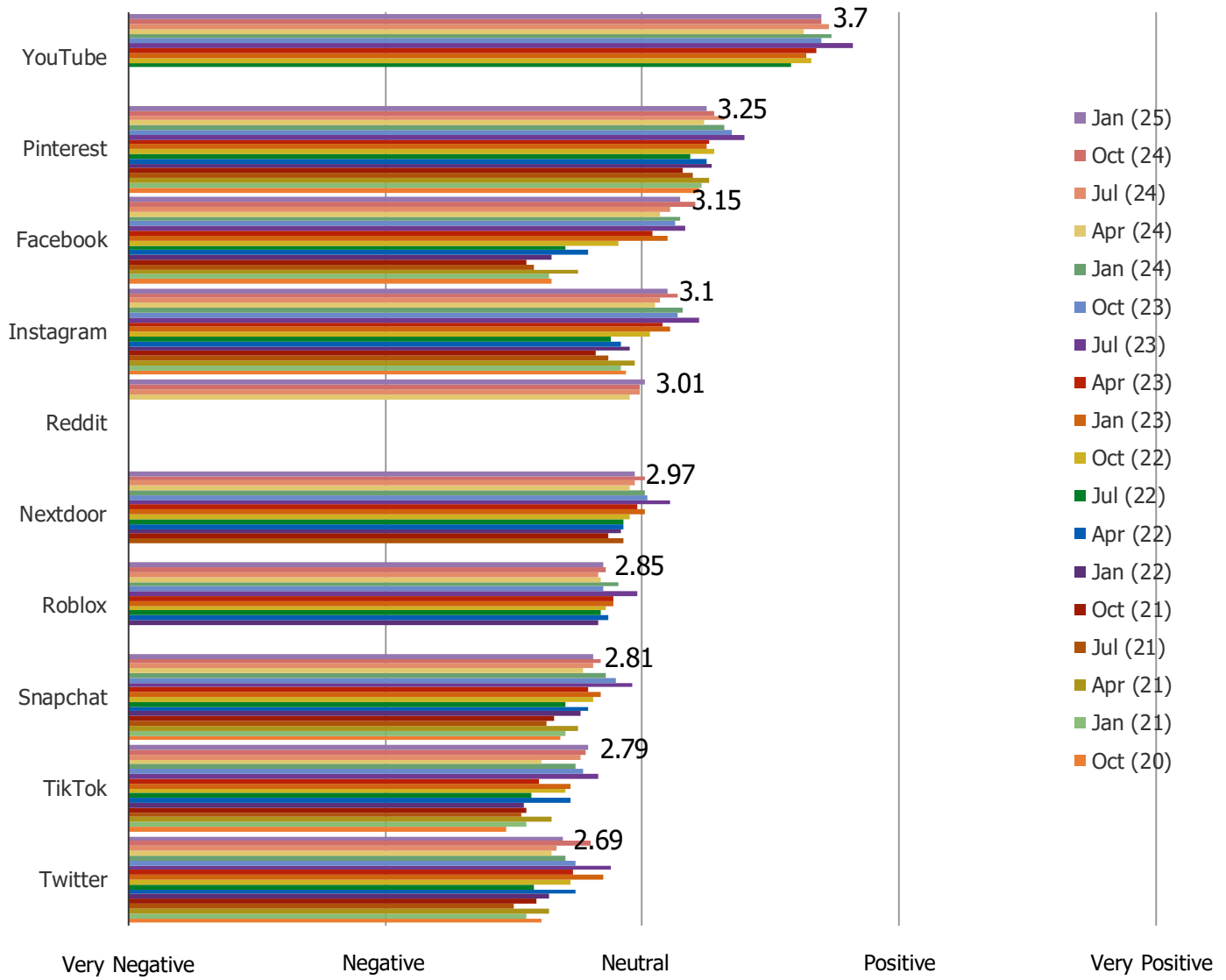
I like TikTok way better its more entertaining
I love just scrolling through tik tok
It consumes much data
I don't really want to delete either one of them, but TikTok is more interesting
TikTok is such a breath of fresh air
I use TikTok more than Instagram
Tiktok way better
Because tik tok is just videos you can scroll
Tiktok is funnier
Because I hardly even use it
Do not use much
Spend too much time scrolling tik tok
Because it's boring
The only reason I use instagram is for following celebrities which really isn't that important
I just prefer TikTok more
I use TikTok a lot more
Because i dont use instagram that much compared to tiktok
Don't use as much
I don't really post or look much on instagram
I feel that I learn more from Tik Tok
I like tik tok more
I'm not on Instagram a lot
TikTok is more entertaining to me
Because tik tok does more for me of what I need
I feel like Instagram's algorithm is corrupted
I enjoy TikTok more, and I'm more connected with friends there.
I use it less
I use TikTok everyday unlike insta
Instagram is fun but I could live without it. TikTok keeps me informed and shows me walks of life I wouldn't have known about before
I use TikTok more often
i like tik tok too much
Tik tok is more informative
Tik tok is more entertaining
I love tik tok more
Because I never use instagram
It's more entertaining
I prefer watching TikTok videos.
I spend a lot of time on TikTok
I rarely use it
I use Tiktok more often than Instagram.
I don't use it that much to start
I prefer TikTok format and learn more.

RESPONDENTS WHO WOULD DELETE TIKTOK AND KEEP INSTAGRAM, WHY?

I don't really care about Tiktok
I like Instagram
I don't follow as many close personal friends on TikTok
I prefer Instagram it feels original
Because it's getting banned
I've been on IG forever and know the platform really well. Most of my friends use it and I like that you can post pictures, reels and stories to connect
Because its going to get banned anyway
Been on instagram longer
Instagram has similar features to tik tok
I will delete tiktok because it's not American own.
Tiktok takes up a lot of my time and may be for the best in the long run that i delete it
I use instagram more
Instagram reels are similar to tik tok videos. i also enjoy seeing what my friends are up to more than videos from random people on the internet.
Instagram keeps me connected to my friends. tiktok is just for temporary entertainment
I don't use Tiktok for personal use, making it an easy choice to delete
I don't really need it, it's only for entertainment
Since TikTok is gonna get removed anyways I would chose TikTok
I don't use it for as important a purpose
I use instagram more
It is really suspicious
No followers on tiktok
I use the other more
i'm on it more and would benefit more without it
I don't use it as much
I don't post anything on TikTok myself whereas I do on Instagram
Instagram has been around and is the site to share and post.
More friam on instagram
Use Instagram for family and friends
I like instagram better
It doesn't have as good of pictures
Don't use it as much
I prefer instagram over TikTok because of the way tik tok is set up, don't get me wrong I love TikTok shop but I'm not a fan of the way it's set up.
I like instagram more
I selected to delete the Tik Tok at because i never used it.
I would choose to delete TikTok because I find Instagram more versatile and useful for keeping in touch with friends and family, as well as staying updated on news and trends.
I believe contents from Instagram is much more authentic
It's already on a bad list with China owning it and I rarely use it .
Because I like Instagram way more

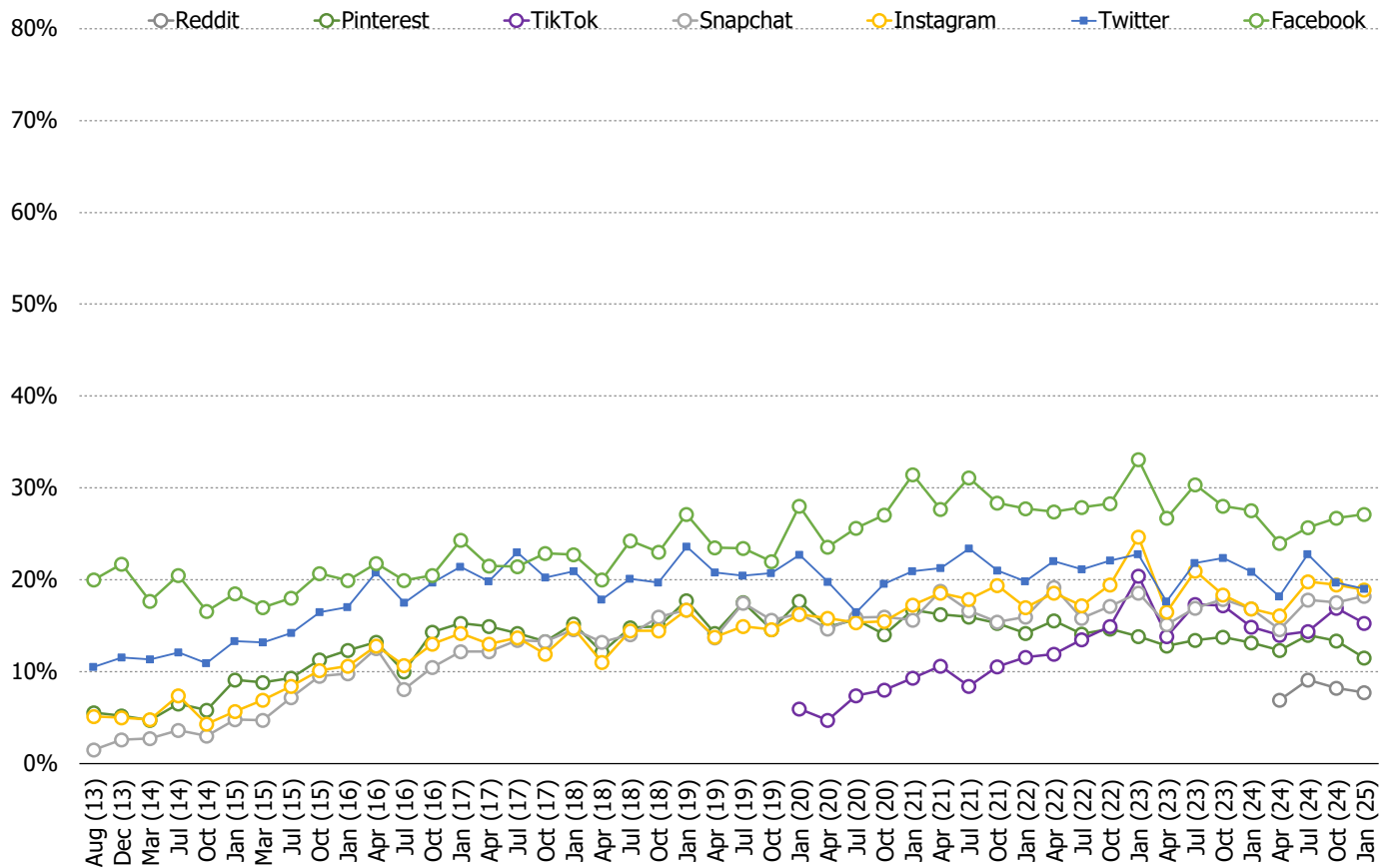
WHAT IS YOUR OPINION OF THE FOLLOWING APPS/SITES?

Posed to all respondents.



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

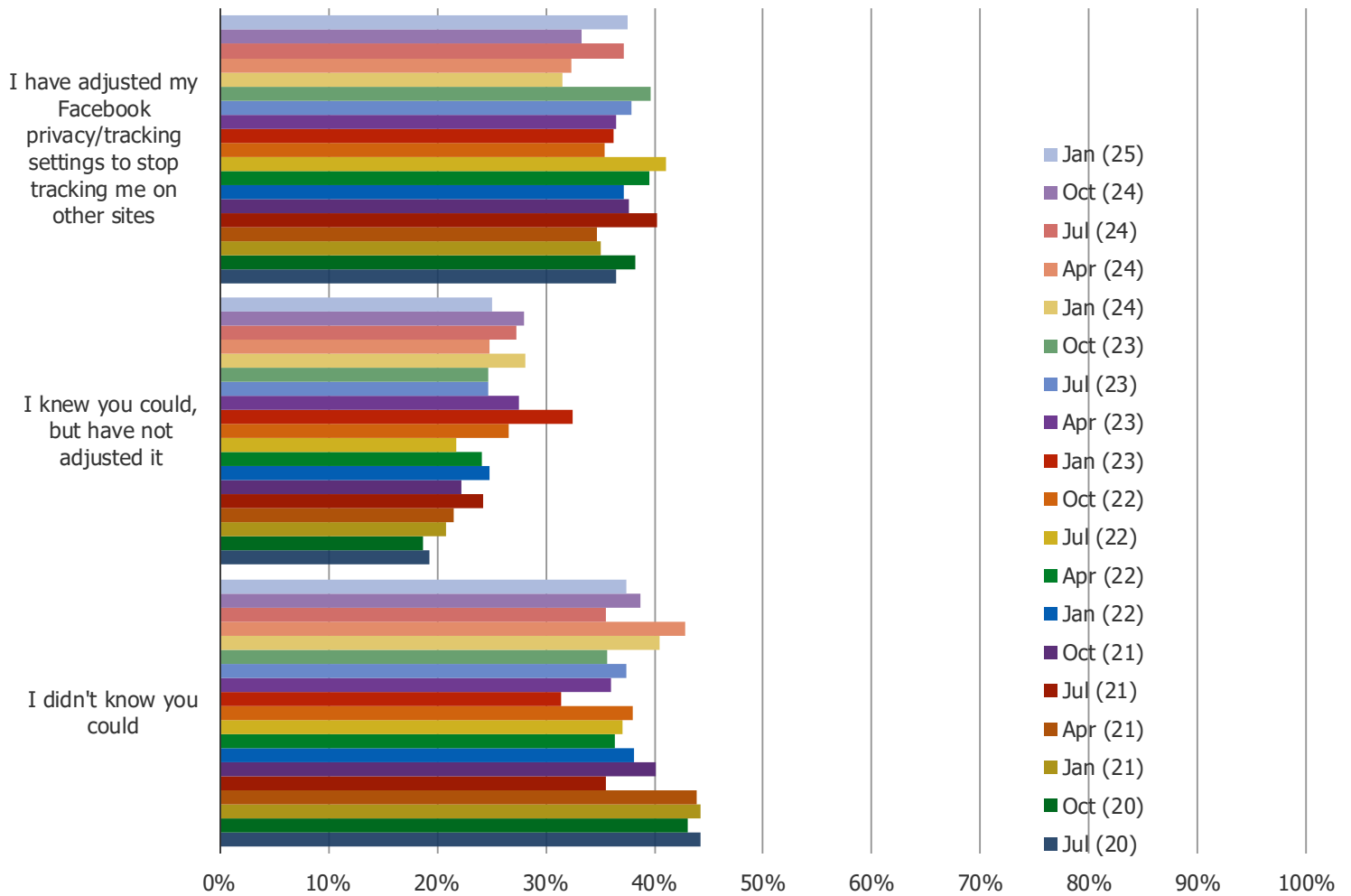
Posed to all respondents.



FB DEEP DIVE

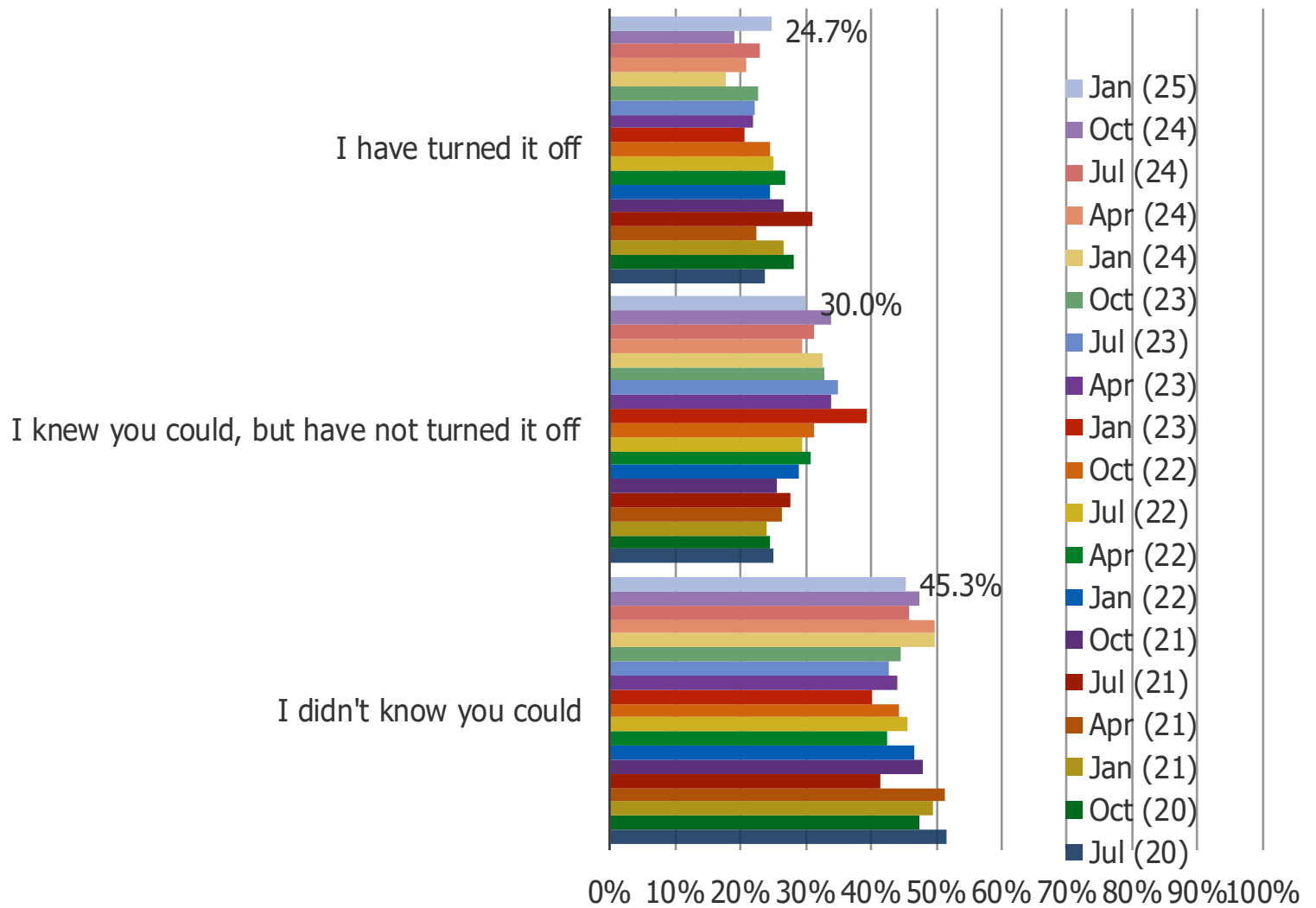
HAVE YOU ADJUSTED YOUR PRIVACY SETTINGS ON FACEBOOK TO PREVENT THEM FROM TRACKING YOUR ACTIVITY ON OTHER SITES (IE, "OFF FACEBOOK ACTIVITY")?

Posed to Facebook users.



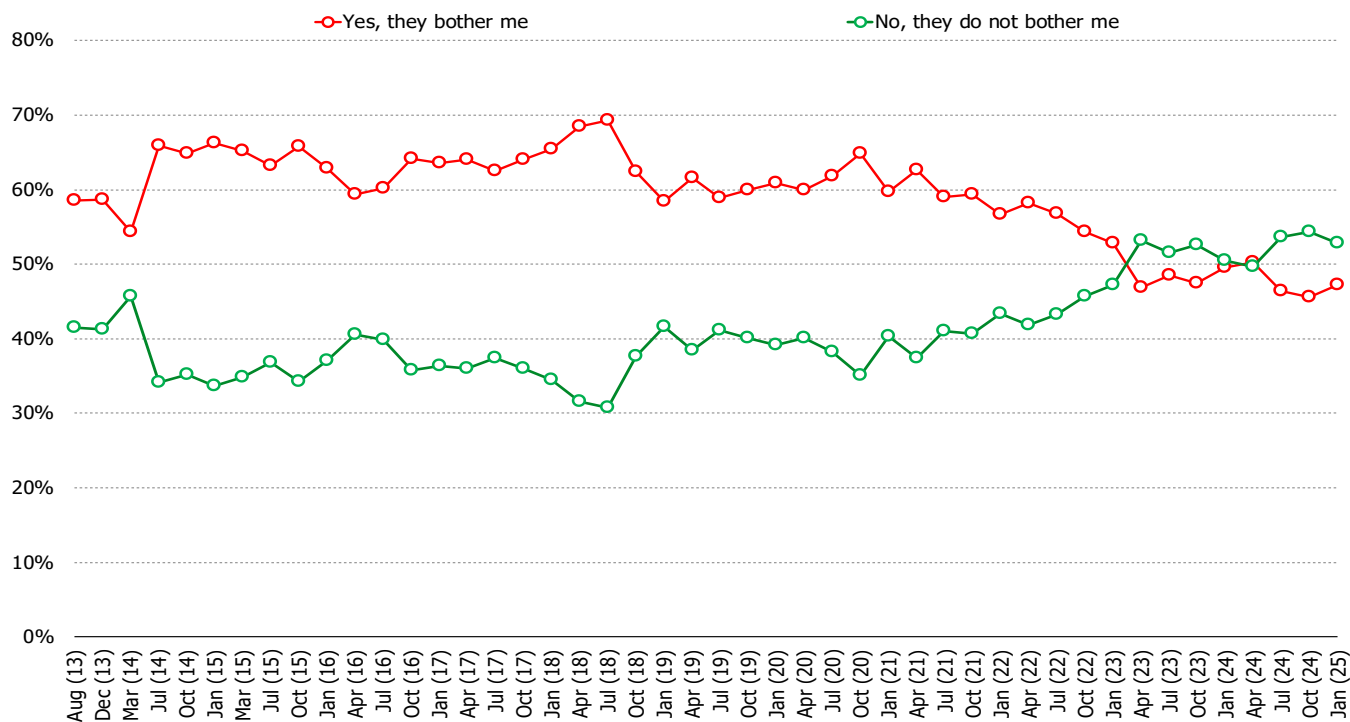
HAVE YOU GONE INTO AD CONTROLS TO TURN OFF “ADS BASED ON DATA FROM PARTNERS”?

Posed to Facebook users.



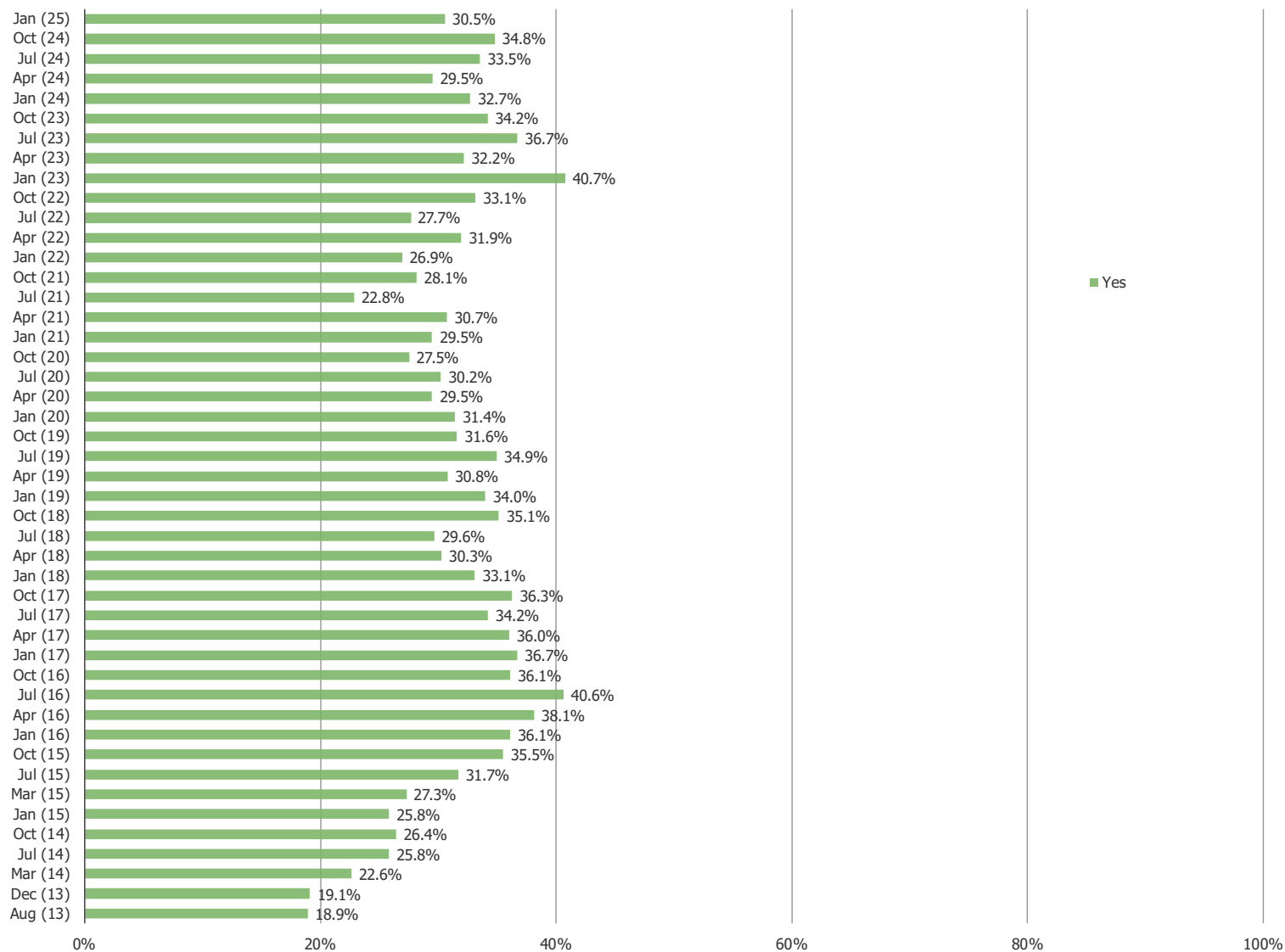
FACEBOOK ACCOUNT HOLDERS – DO ADS IN YOUR NEWSFEED BOTHER YOU?

Posed to Facebook account holders.



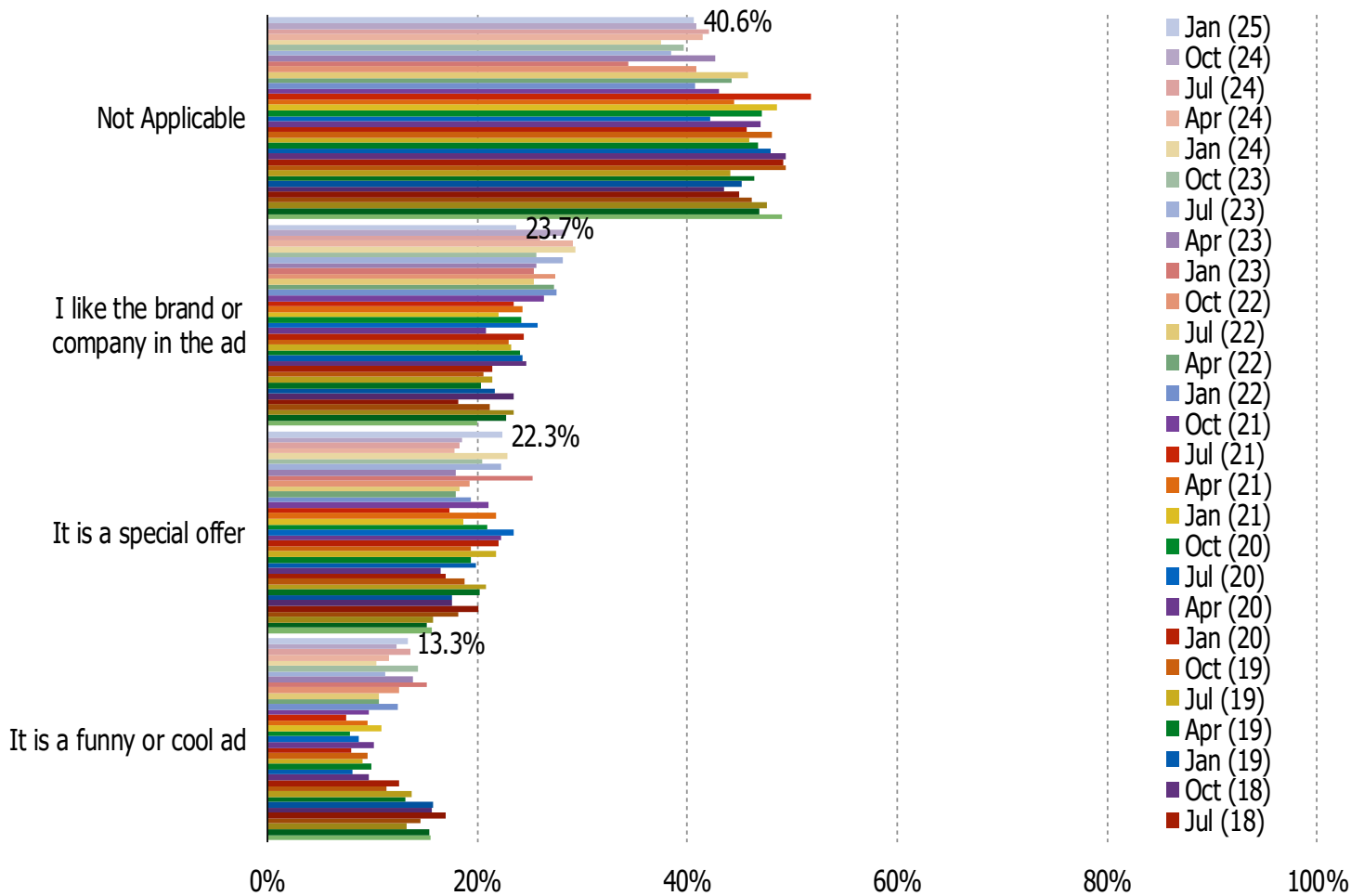
FACEBOOK ACCOUNT HOLDERS – HAVE YOU NOTICED IMPROVEMENT IN THE QUALITY AND RELEVANCE OF THE ADS THAT APPEAR IN YOUR FACEBOOK NEWS FEED?

Posed to Facebook account holders.



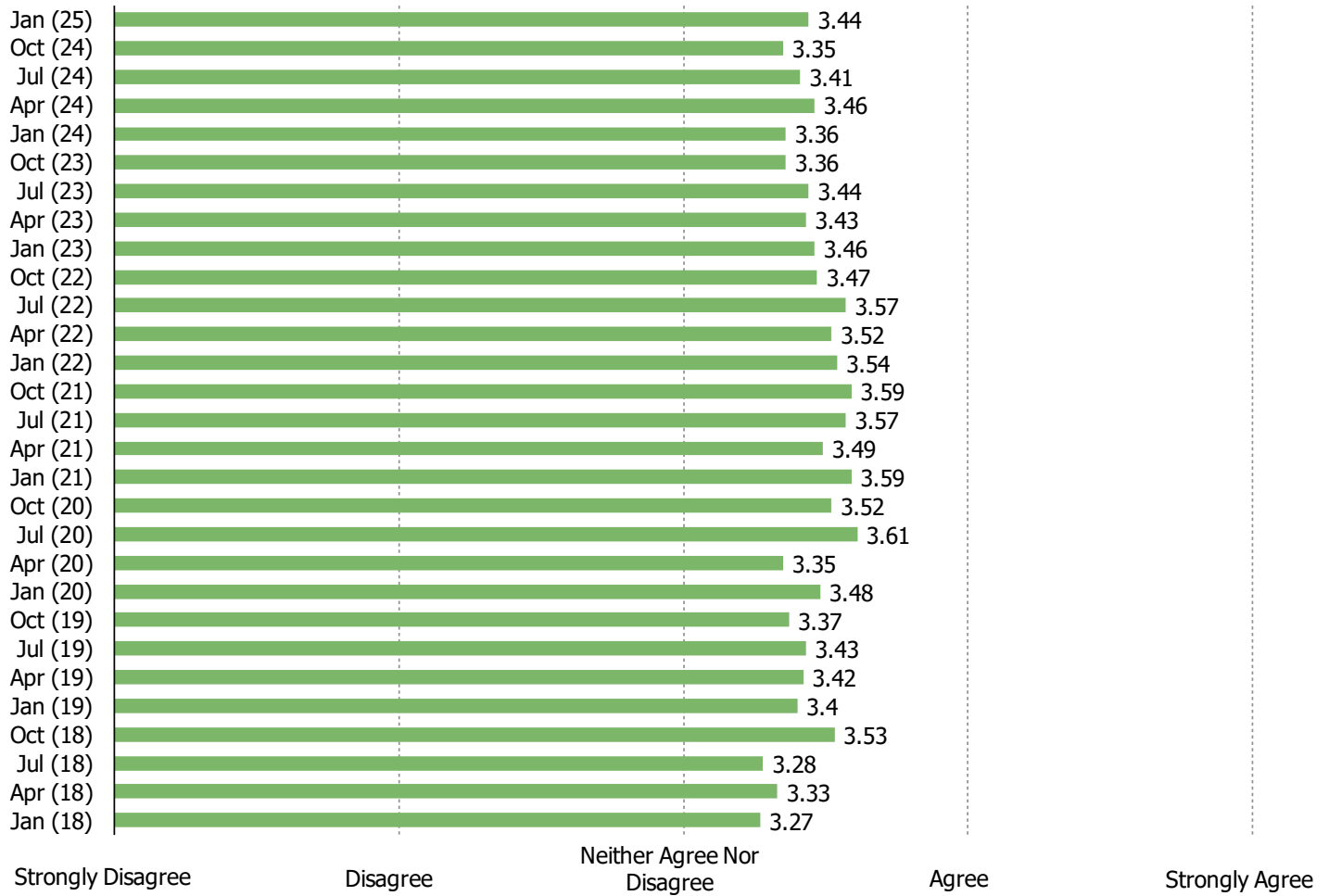
WHEN YOU CLICK ON AN ADVERTISEMENT WHILE ON FACEBOOK, WHAT IS USUALLY THE REASON FOR WHY YOU CLICKED ON THE ADVERTISEMENT?

Posed to Facebook account holders.



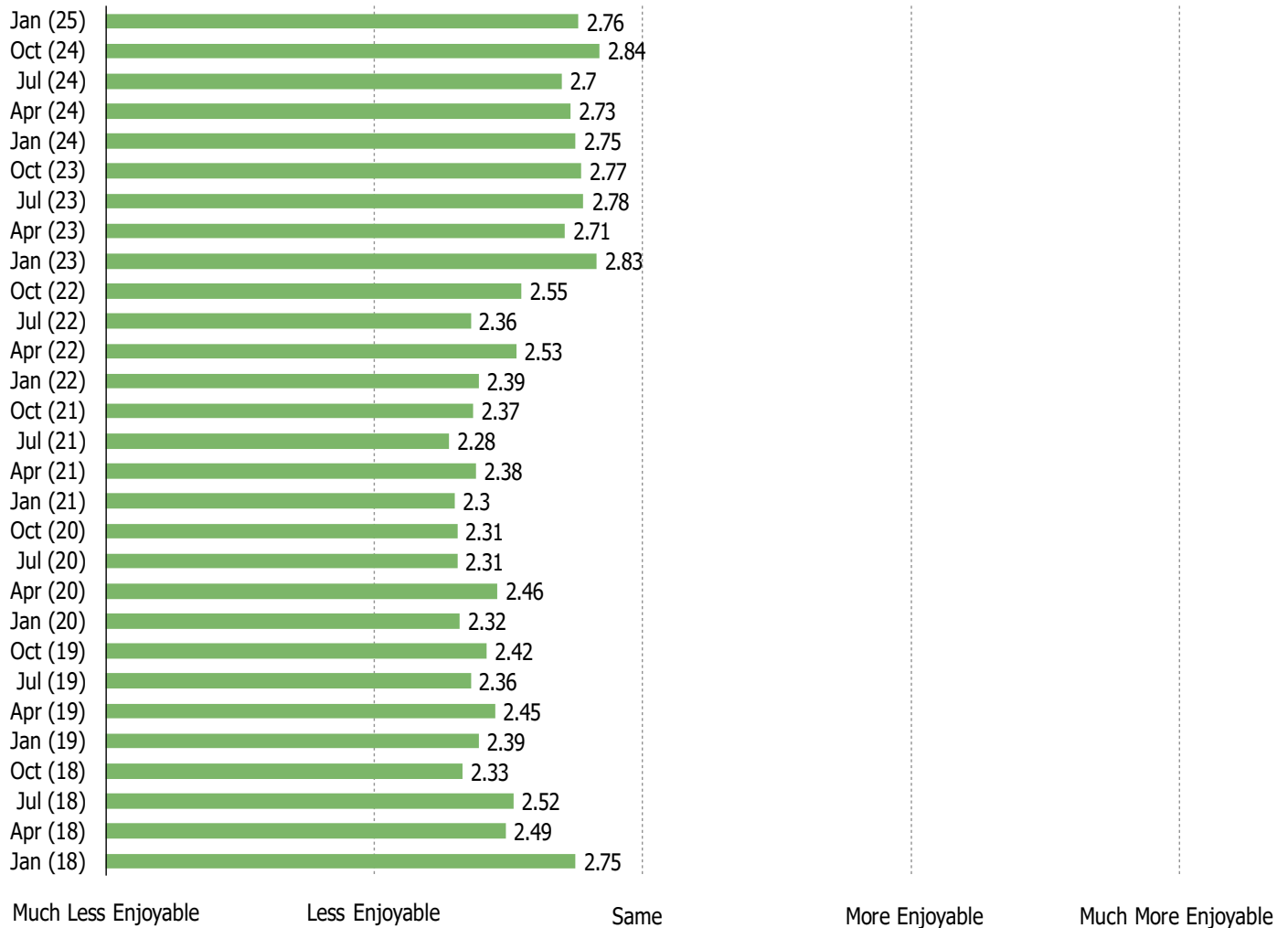
HOW MUCH DO YOU AGREE WITH THE FOLLOWING: "FACEBOOK HAS BECOME LESS SOCIAL OVER TIME."

Posed to Facebook users.



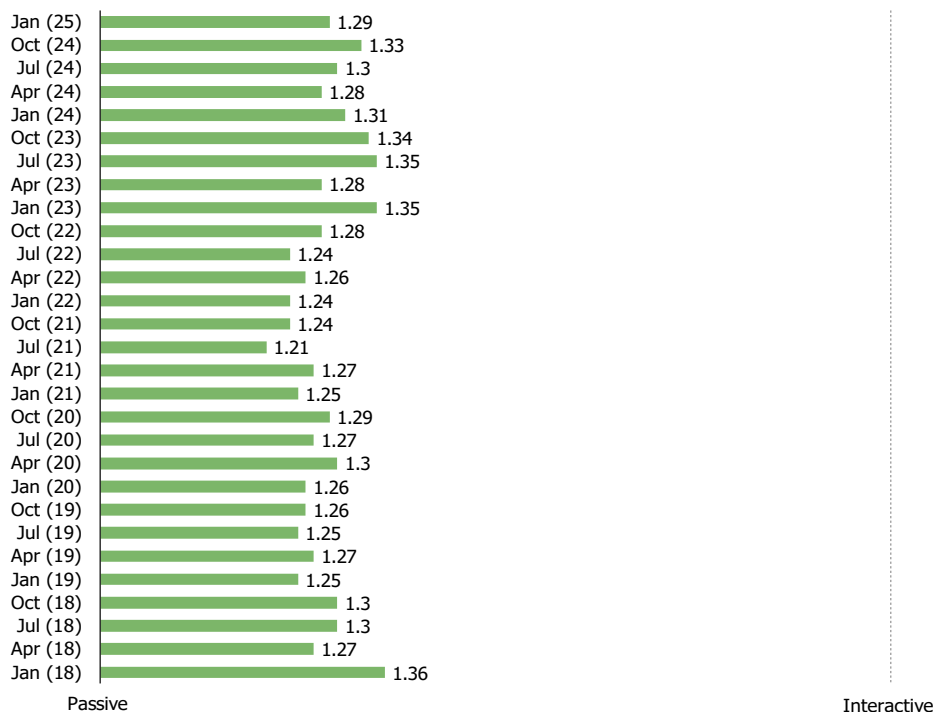
FACEBOOK USERS – IN GENERAL, WOULD YOU SAY FACEBOOK HAS GOTTEN MORE OR LESS ENJOYABLE OVER-TIME?

Posed to Facebook users.



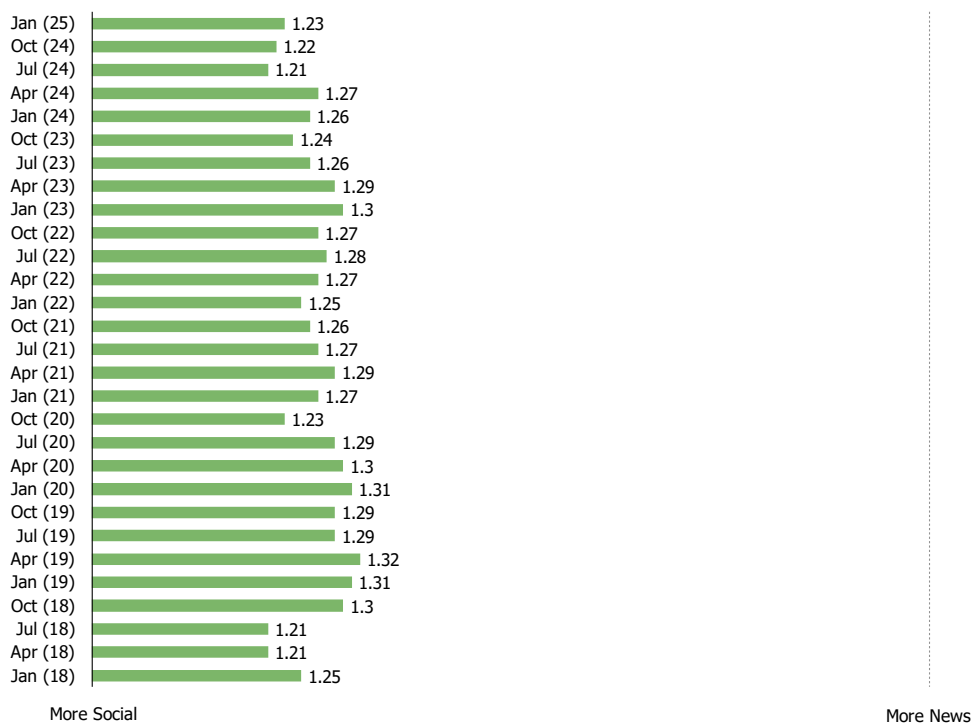
WOULD YOU DESCRIBE YOUR USAGE OF FACEBOOK AS BEING MORE INTERACTIVE OR PASSIVE?

Posed to Facebook users.



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

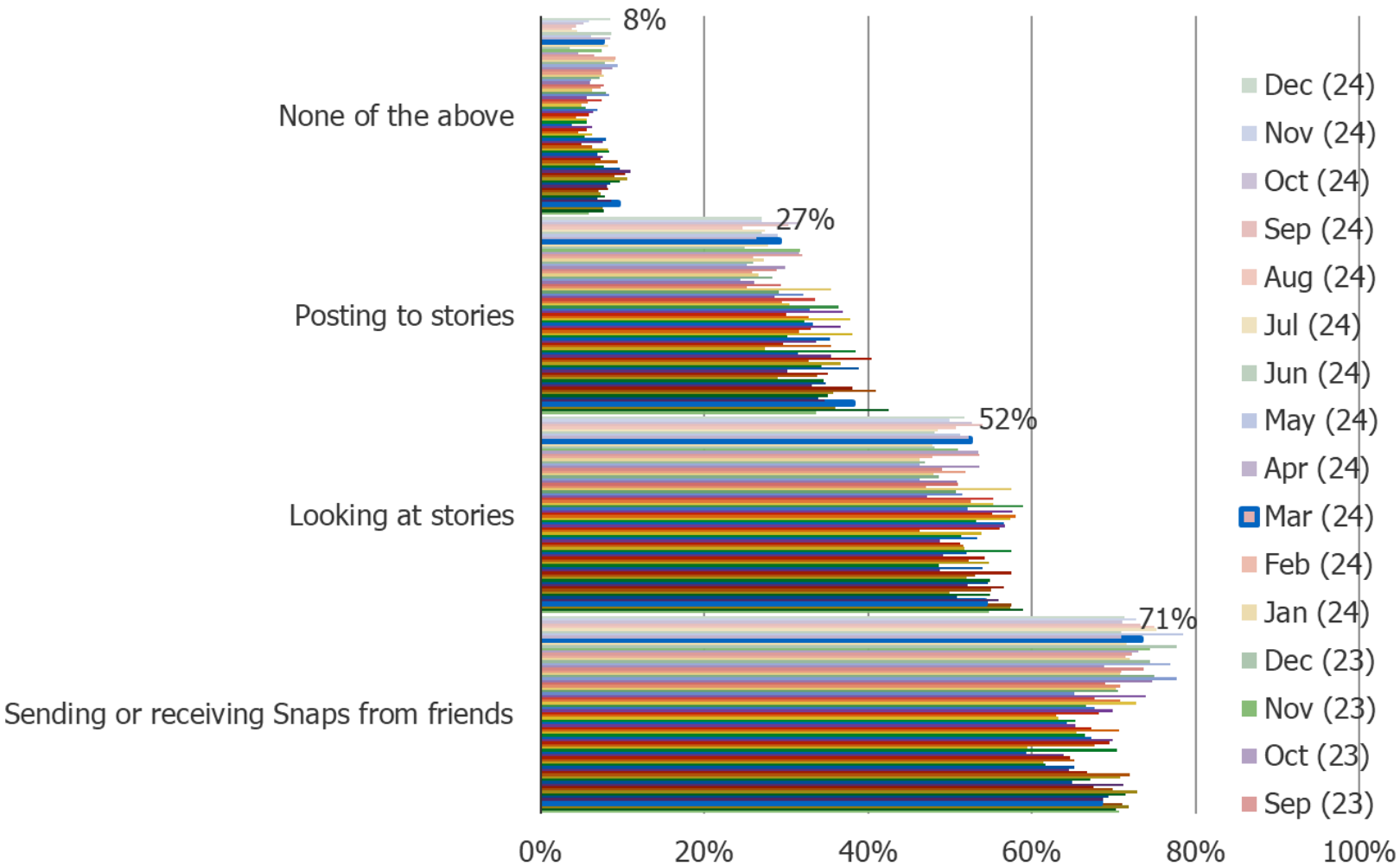
Posed to Facebook users.



SNAPCHAT USER FEEDBACK

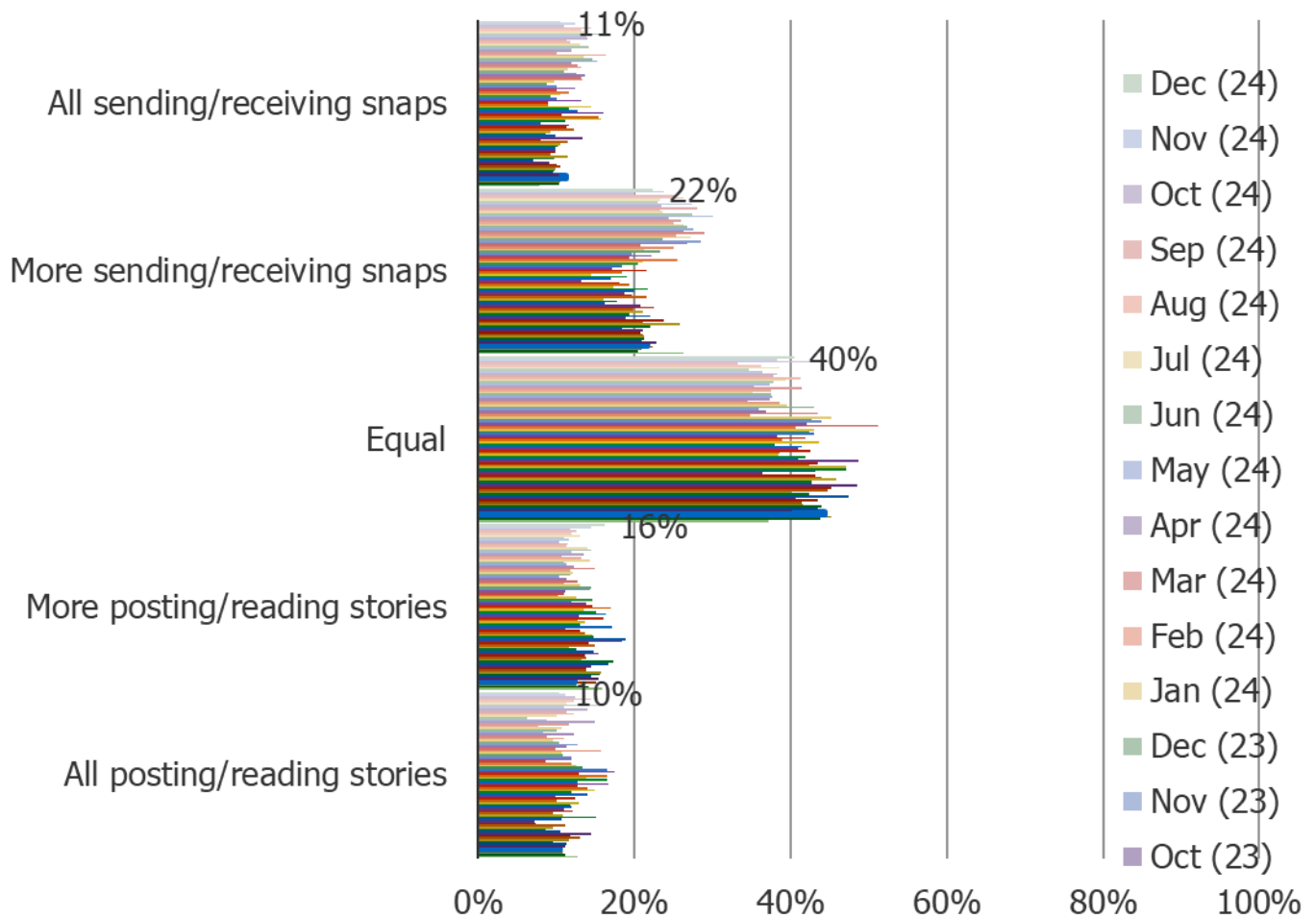
I USE SNAPCHAT FOR

Posed to Snapchat users.



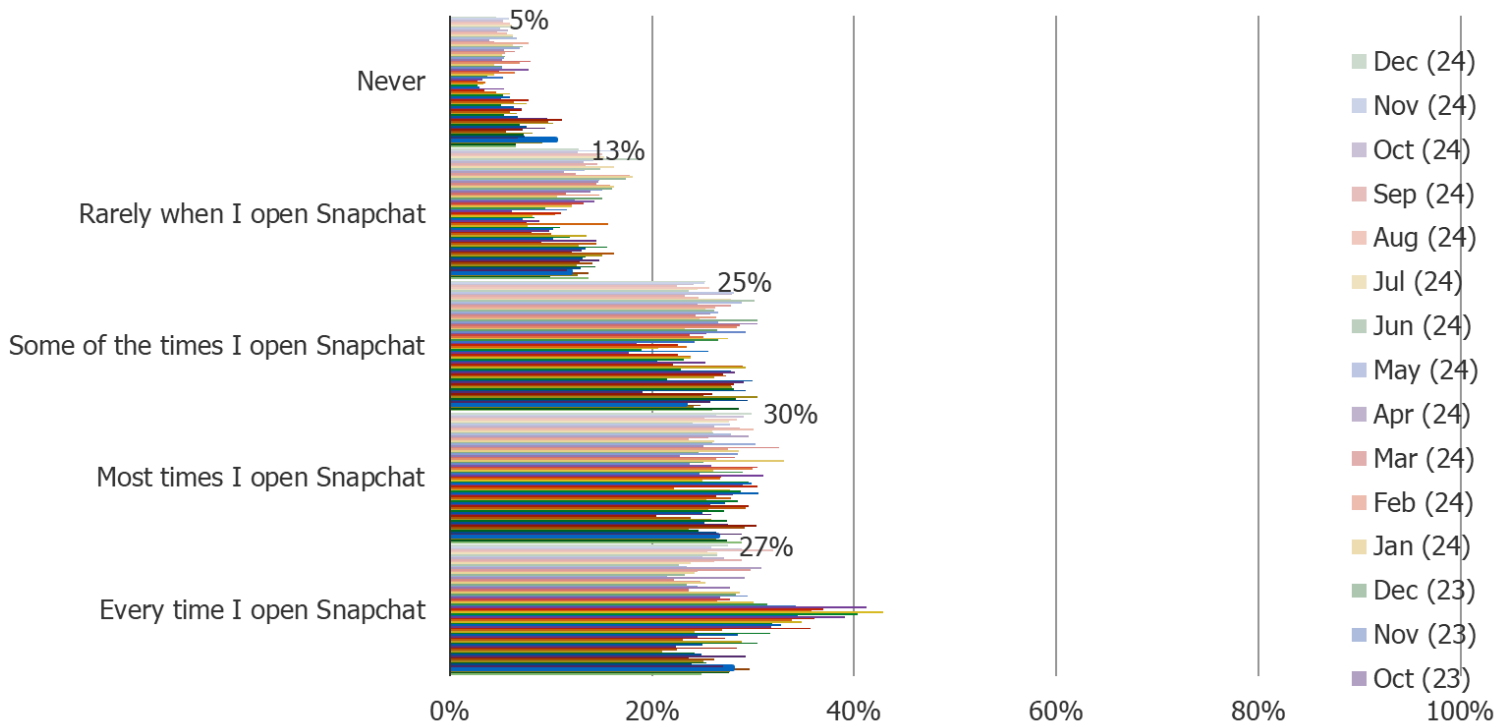
PLEASE ESTIMATE HOW YOU SPEND YOUR TIME ON SNAPCHAT.

Posed to Snapchat users.



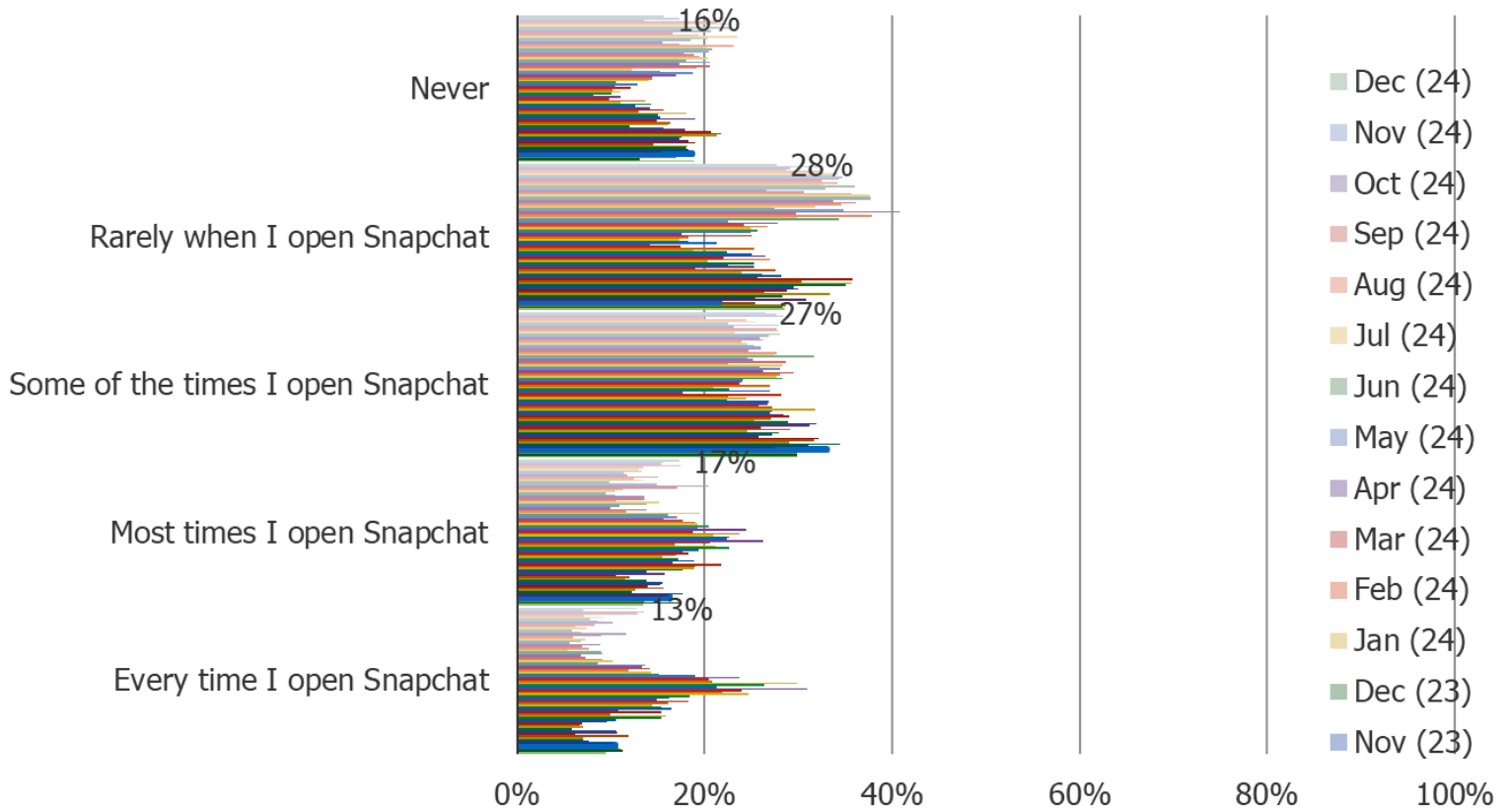
I VIEW SNAPCHAT STORIES:

Posed to Snapchat users.



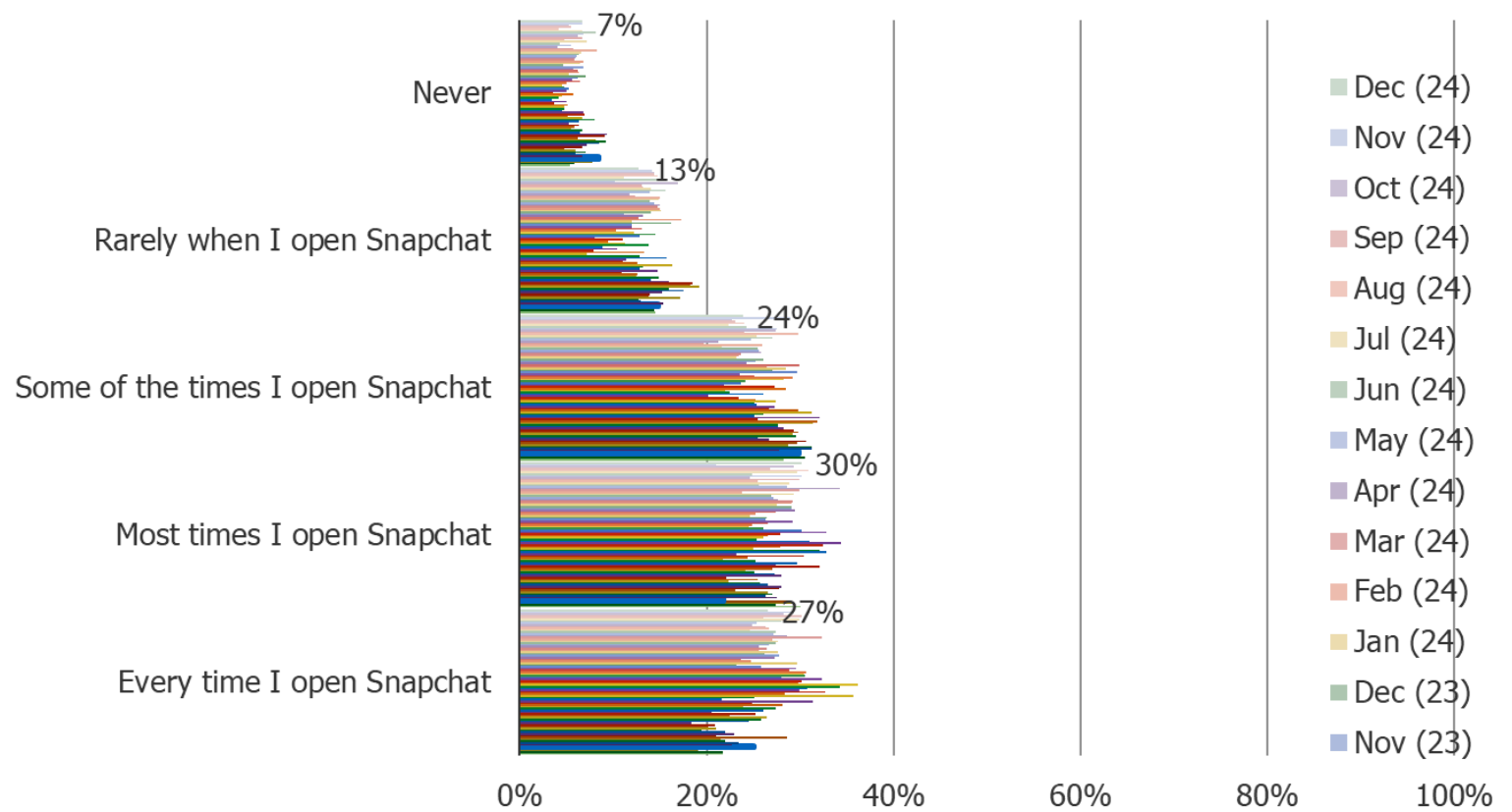
I POST TO SNAPCHAT STORIES:

Posed to Snapchat users.



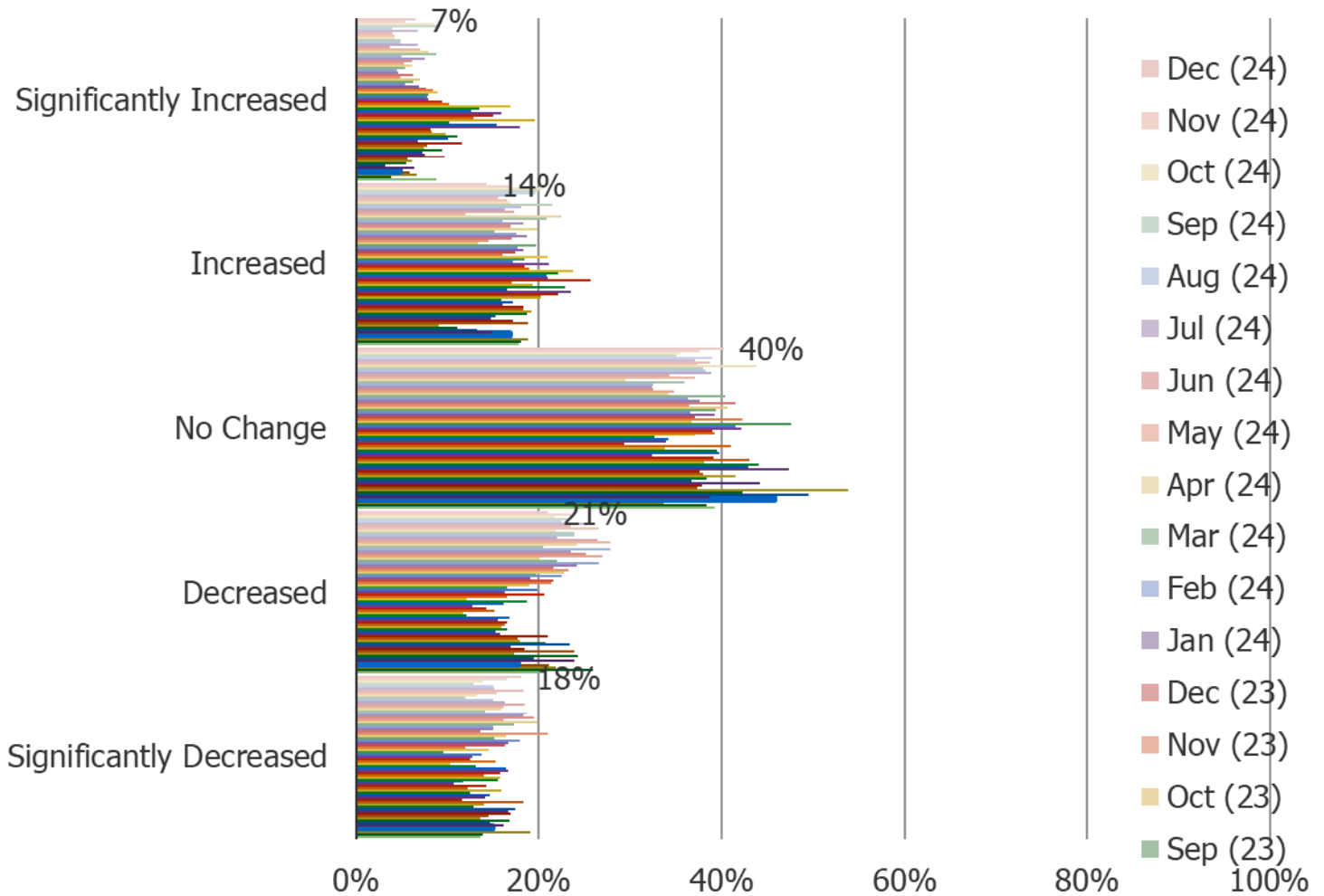
I SEND/RECEIVE SNAPS:

Posed to Snapchat users.



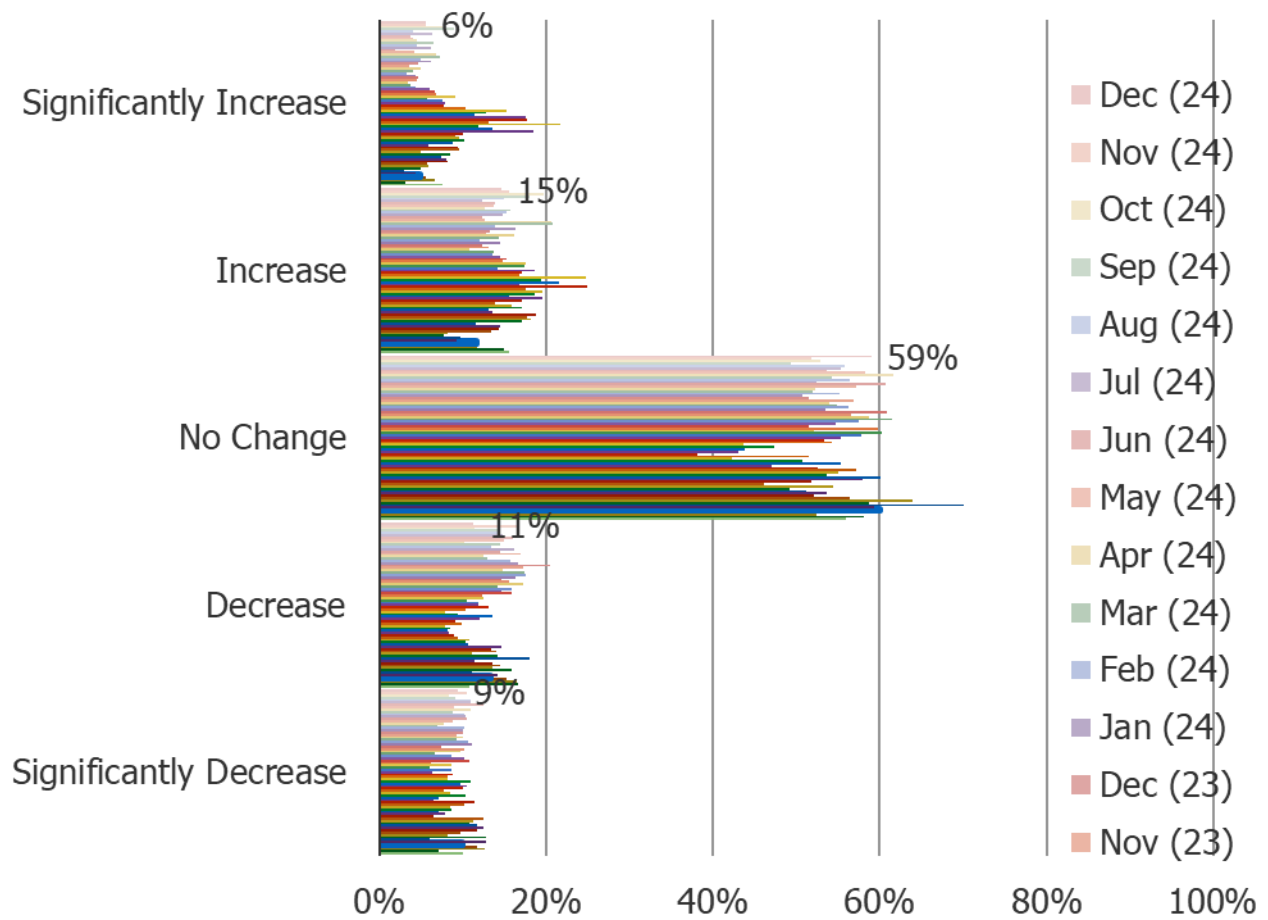
HAS THE AVERAGE TIME YOU CURRENTLY SPEND ON SNAPCHAT PER DAY INCREASED OR DECREASED COMPARED TO 6-12 MONTHS AGO?

Posed to Snapchat users.



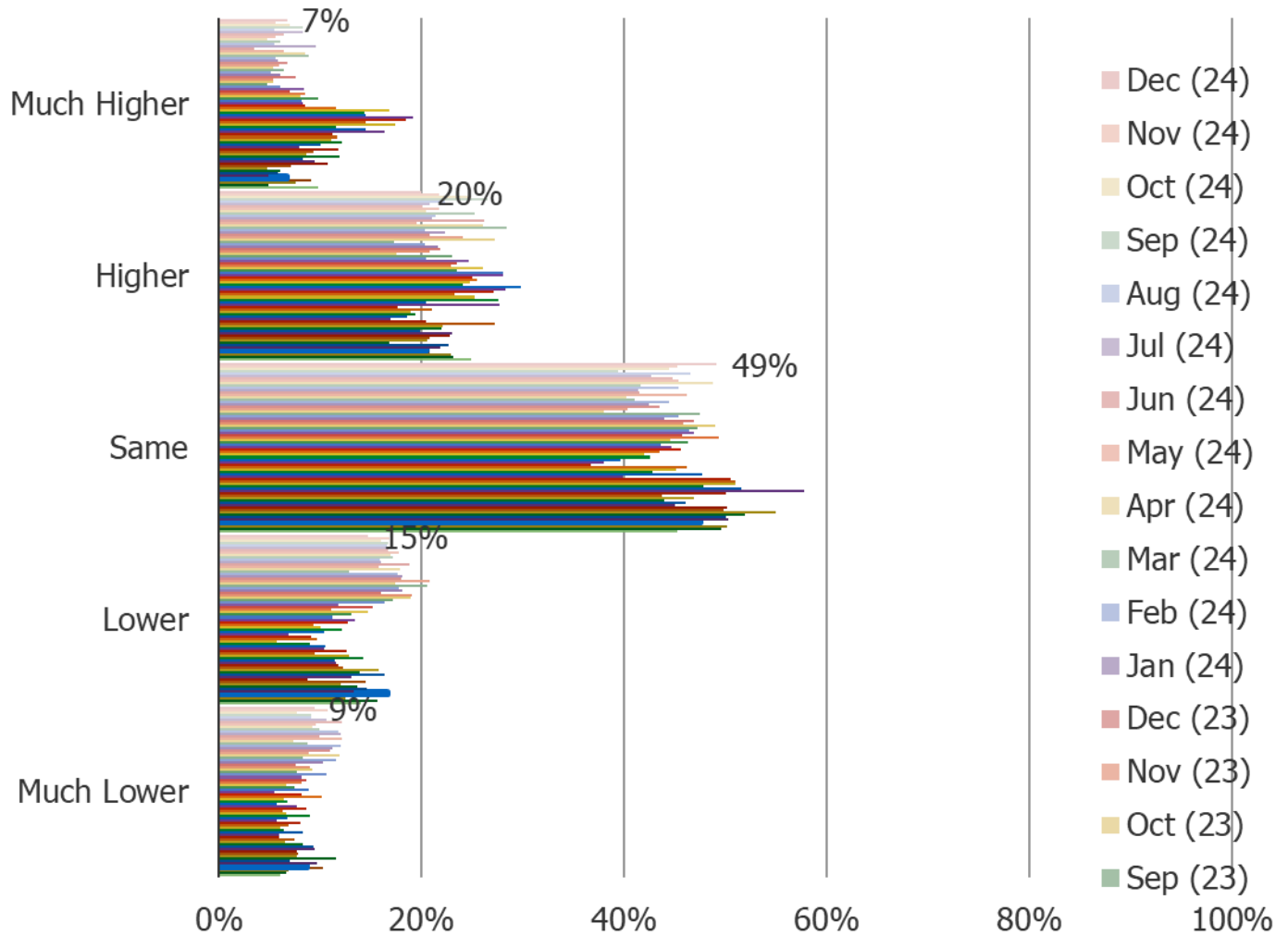
DO YOU EXPECT THE AVERAGE TIME YOU SPEND PER DAY ON SNAPCHAT PER DAY TO INCREASE OR DECREASE GOING FORWARD?

Posed to Snapchat users.



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

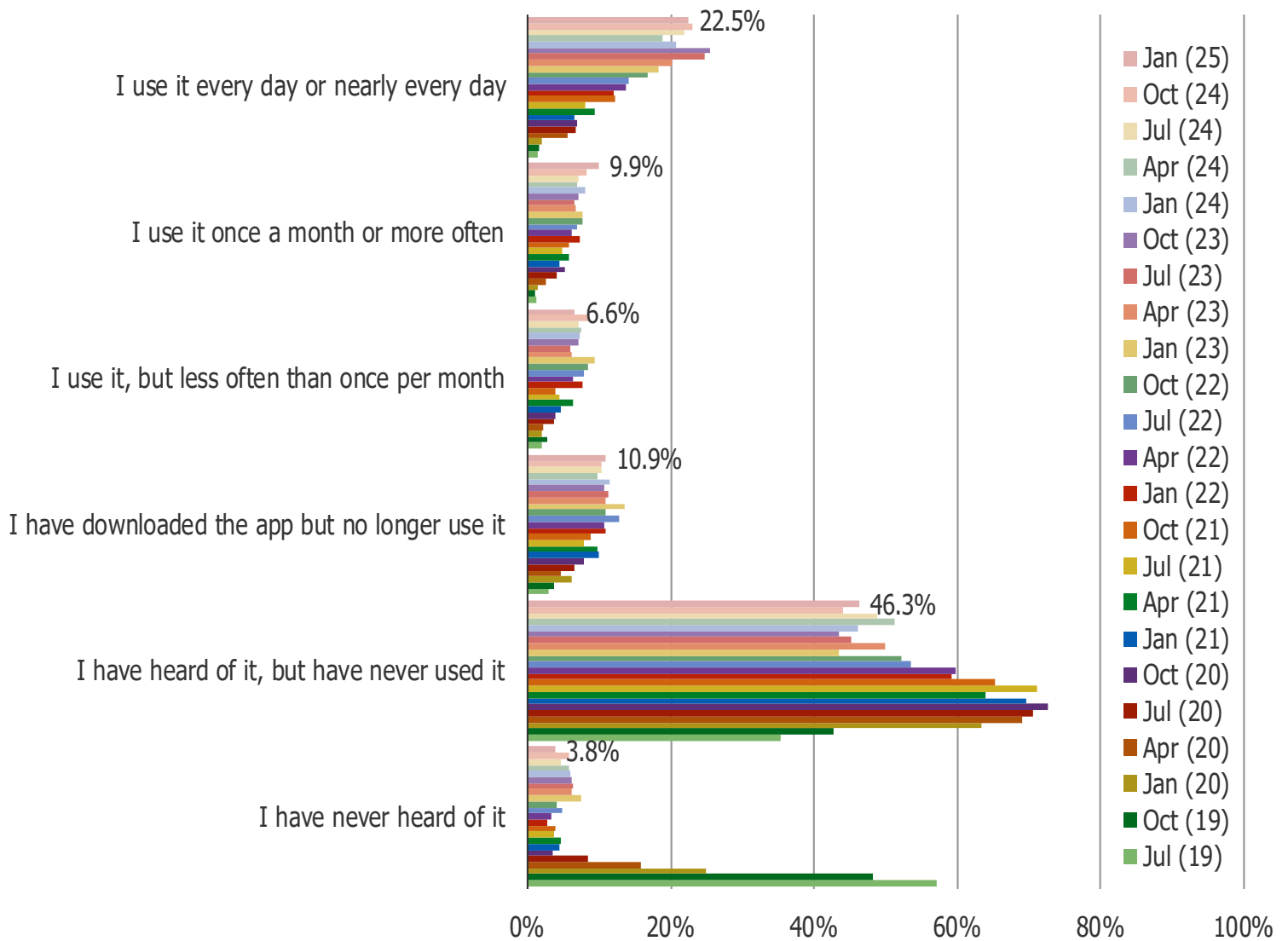
Posed to Snapchat users.



TIKTOK DEEP DIVE

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

Posed to all respondents

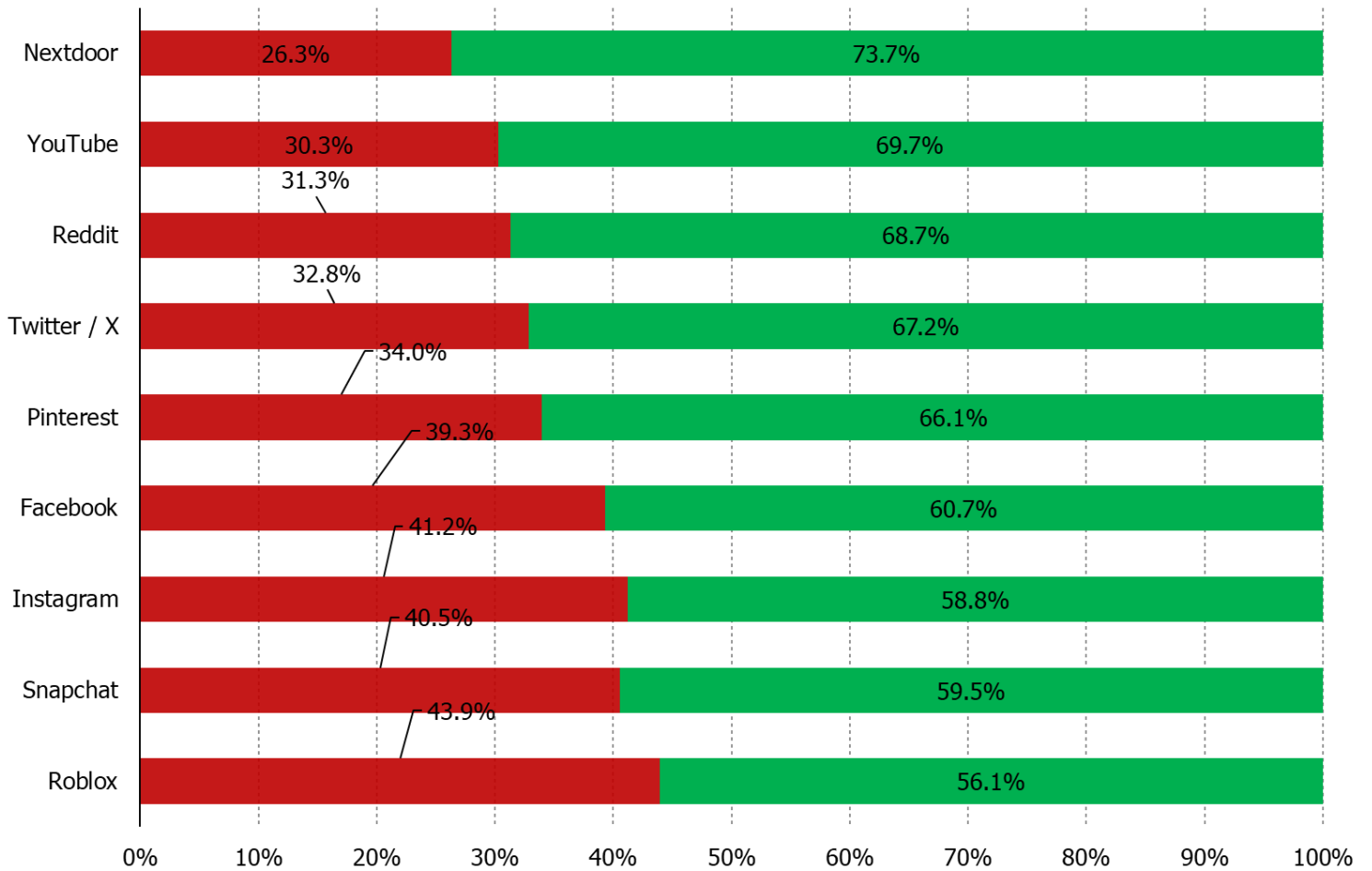


DO YOU VIEW TIKTOK AS REPLACING ANY OF YOUR USAGE OF THE FOLLOWING, OR DO YOU VIEW IT AS ADDITIONAL TIME YOU SPEND ON THIS PLATFORM?

Posed to TikTok users who also use each of the following.

January 2025

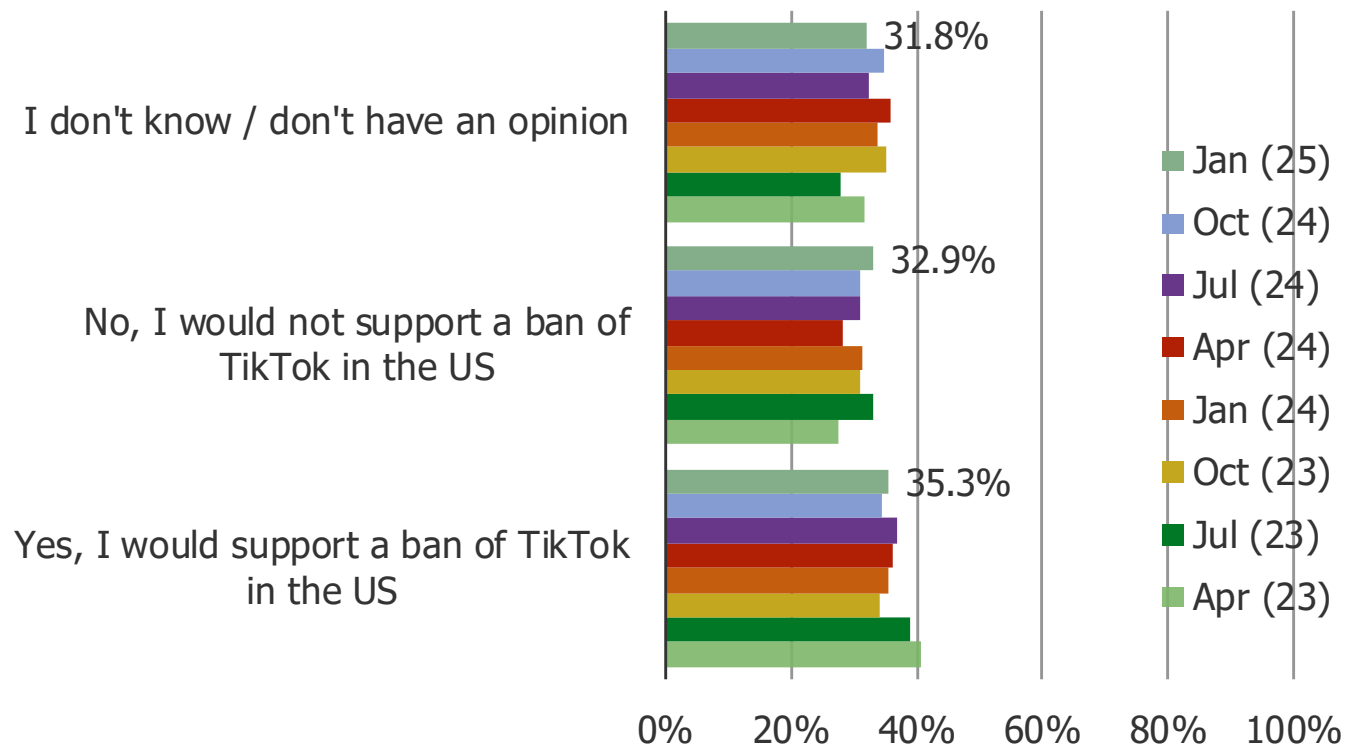
■ TikTok replaces some/all of my usage of this site/app ■ TikTok does not replace/take any of the time I spend on this site/app



TIKTOK BAN QUESTIONS

WOULD YOU SUPPORT A BAN OF TIKTOK IN THE US?

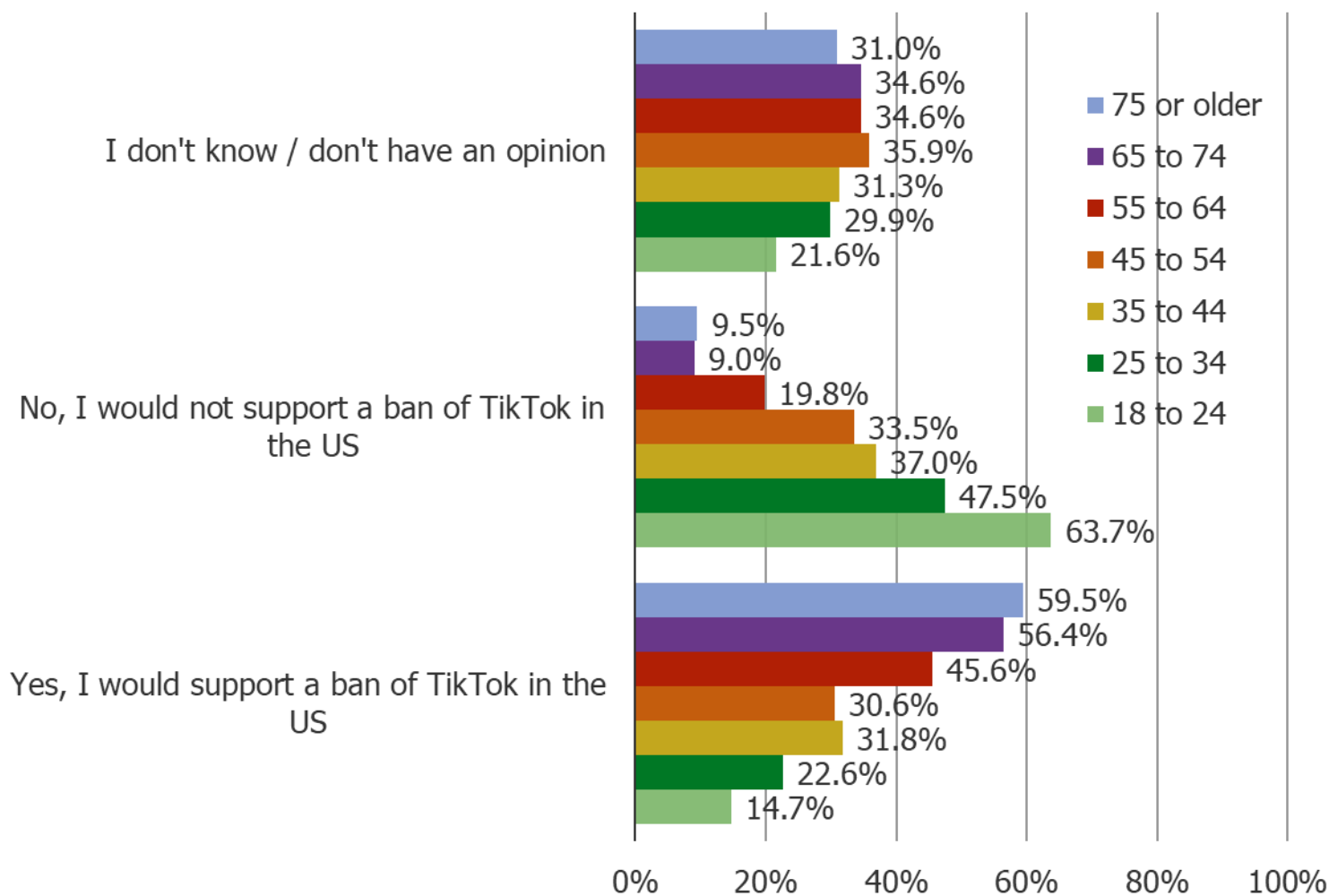
This question was posed to all respondents.



WOULD YOU SUPPORT A BAN OF TIKTOK IN THE US?

Cross-Tab Analysis – By Age

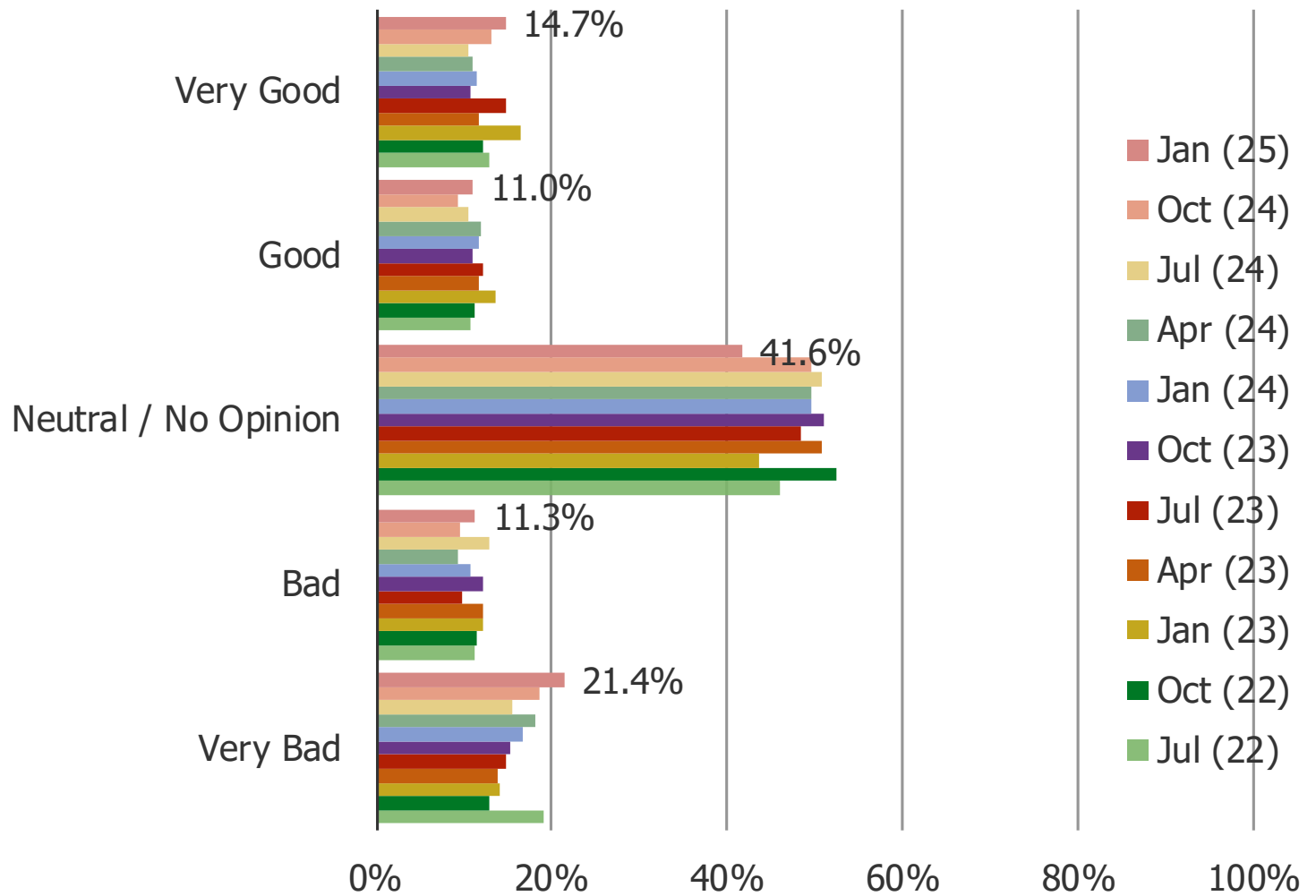
January 2025



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.

January 2025

