

# Bespoke Survey Research

April 2025

## Social Media

Volume 47 | Quarterly Survey

1,000 US Consumers Balanced To Census

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

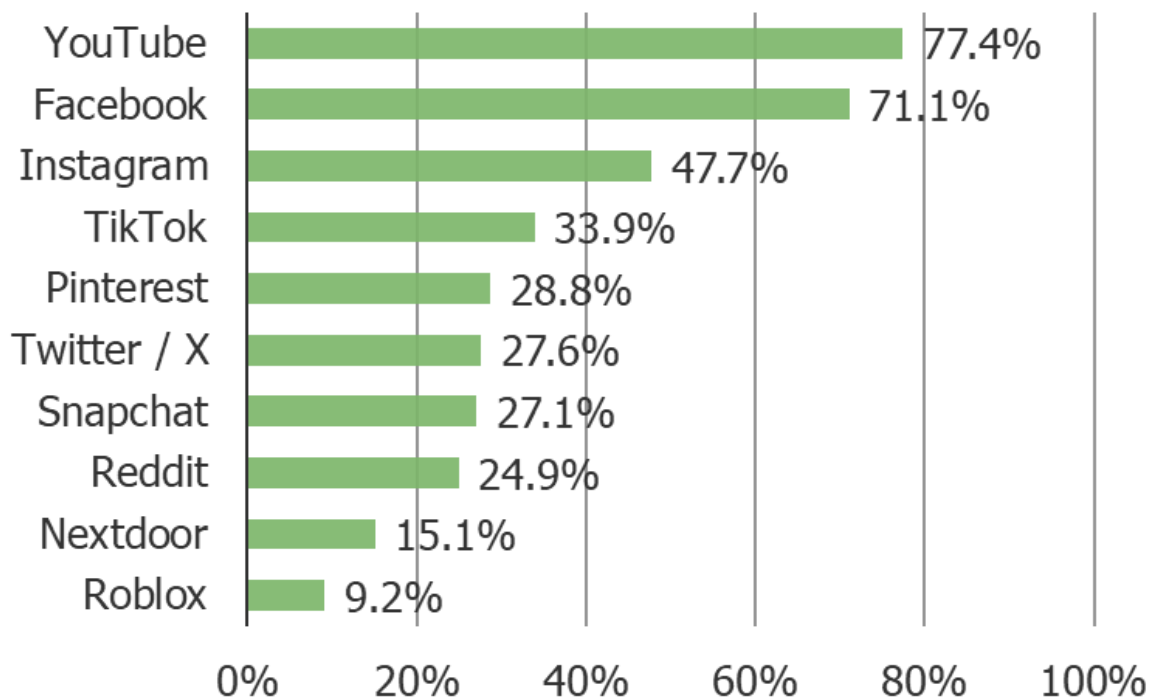
### **Key Takeaways:**

- ❑ Consumers are most likely to have visited Facebook or YouTube on the day they took our survey. When looking at time spent on a typical usage day, YouTube leads, followed by TikTok and Roblox.
- ❑ For continuous video feeds, TikTok users give the strongest feedback on how well the platform understands their interests, followed by Instagram and YouTube Shorts. Snapchat users are more polarized — with a large share saying the platform knows them well, but a large share also saying it doesn't.
- ❑ Overall, users of continuous video feeds report that the quality of videos shown to them has improved, with the most favorable feedback going to TikTok.
- ❑ Reddit users primarily browse rather than post, and the most common access point is via Google search results — ahead of the Reddit app / site or social links.
- ❑ Snapchat users continue to prefer the 3-tab layout over the 5-tab, with preference for 3-tabs increasing quarter-over-quarter.
- ❑ TikTok Shop is gaining traction, particularly among younger users.
- ❑ More broadly, consumer sentiment toward social media platforms has improved — in terms of perceived benefit, engagement, and frequency of use.
- ❑ The share of consumers who feel addicted to social media has increased over the past year. Roblox, YouTube, and Instagram users are the most likely to describe themselves as addicted.
- ❑ Among consumers who watch both YouTube Shorts and TikTok, there's a net preference for Shorts. At the broader level, trust in YouTube is also stronger than in TikTok.
- ❑ Consumer sentiment toward social commerce is positive and has improved over time, with TikTok leading all other platforms on this front.
- ❑ Concerns about social platforms collecting personal data have declined significantly.
- ❑ Facebook users have become less likely over time to say that the ads in their News Feed bother them.
- ❑ Consumers remain split on whether they support a TikTok ban in the U.S., with support declining over time. If a ban were implemented, YouTube, Instagram, and Facebook would likely benefit.
- ❑ Finally, sentiment toward Elon Musk has worsened in our time series. The share of respondents who say it's a bad thing that he owns Twitter/X is at an all-time high. That said, existing Twitter/X users still show a net favorable view of him owning the platform.

## RECENTLY ADDED QUESTIONS

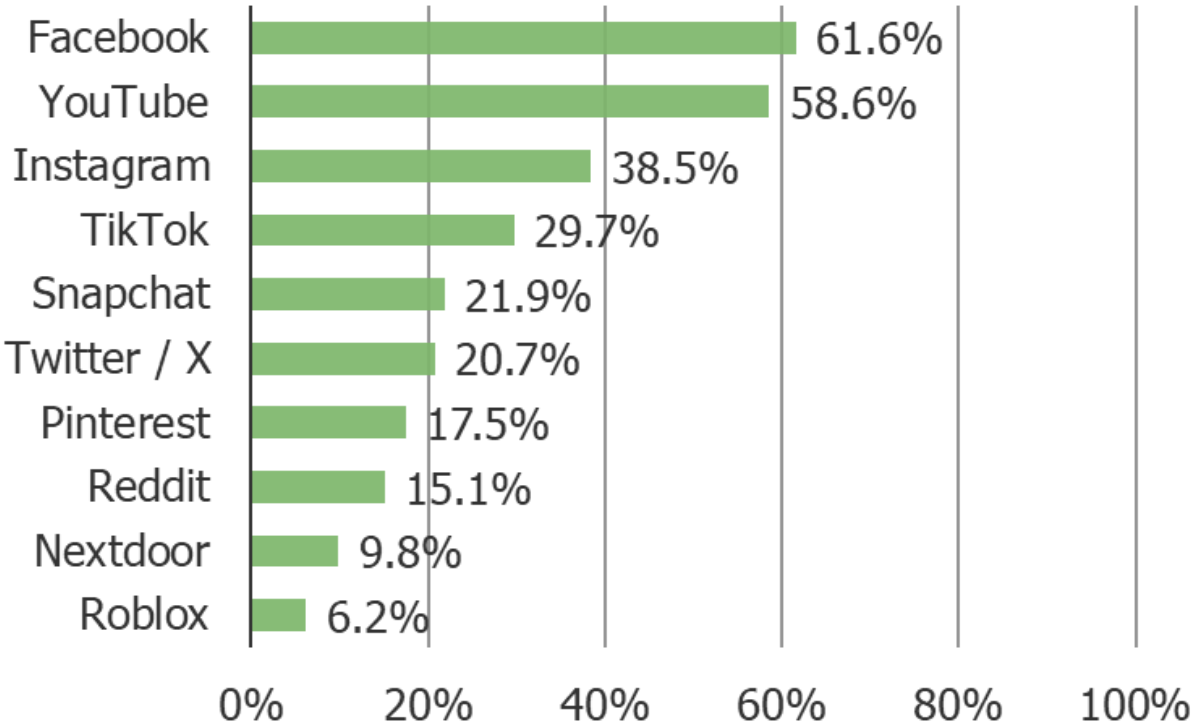
HAVE YOU USED THE FOLLOWING AT ANY POINT IN THE PAST 30 DAYS?

Posed to all respondents.



HAVE YOU (OR WILL YOU) USE ANY OF THE FOLLOWING TODAY?

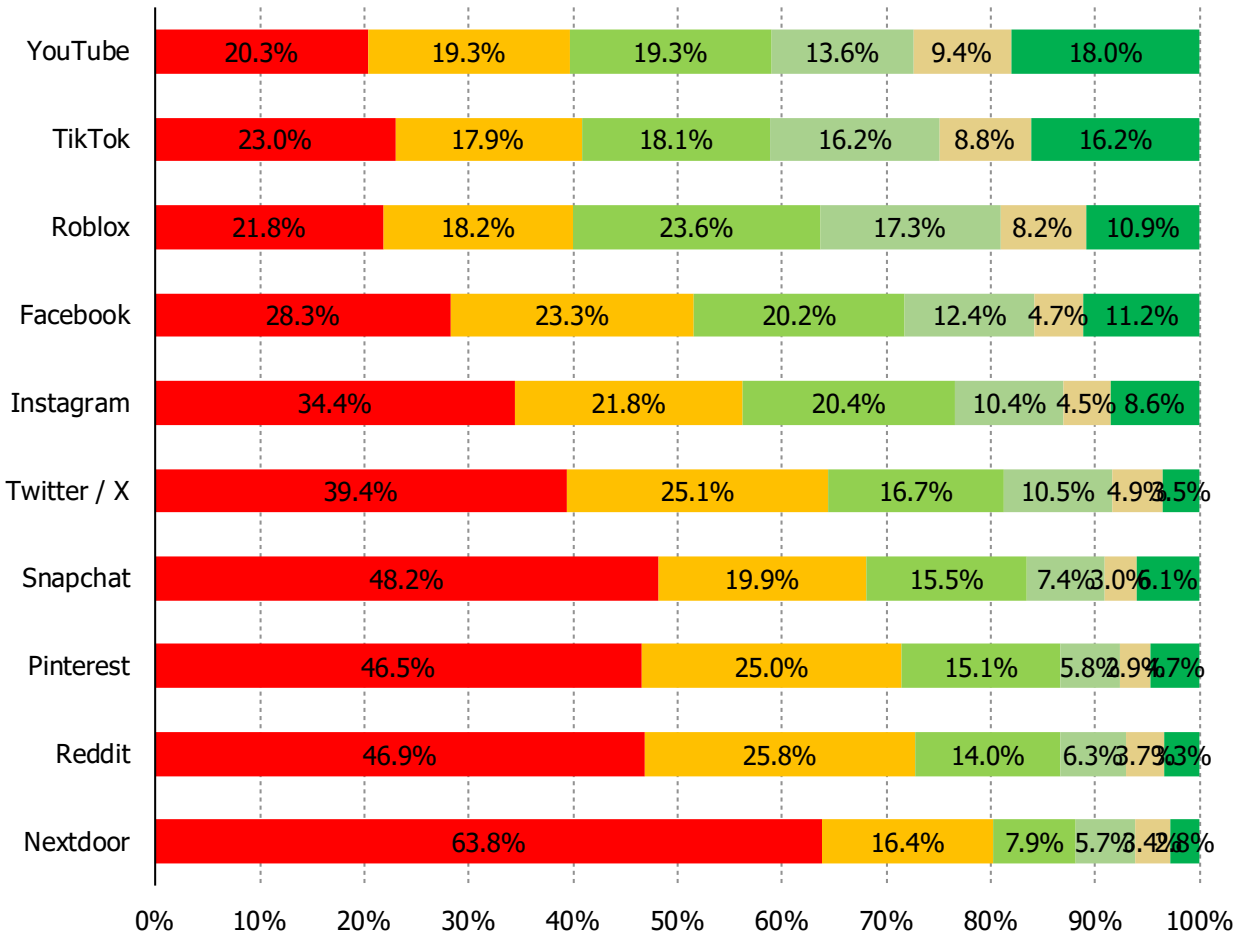
Posed to all respondents.



ON A TYPICAL DAY THAT YOU USE THE FOLLOWING, HOW MUCH TIME DO YOU SPEND ON EACH PLATFORM ACROSS ALL DEVICES (E.G., CELL PHONE, TV, COMPUTER, TABLET/IPAD)?

Posed to all respondents who use the below.

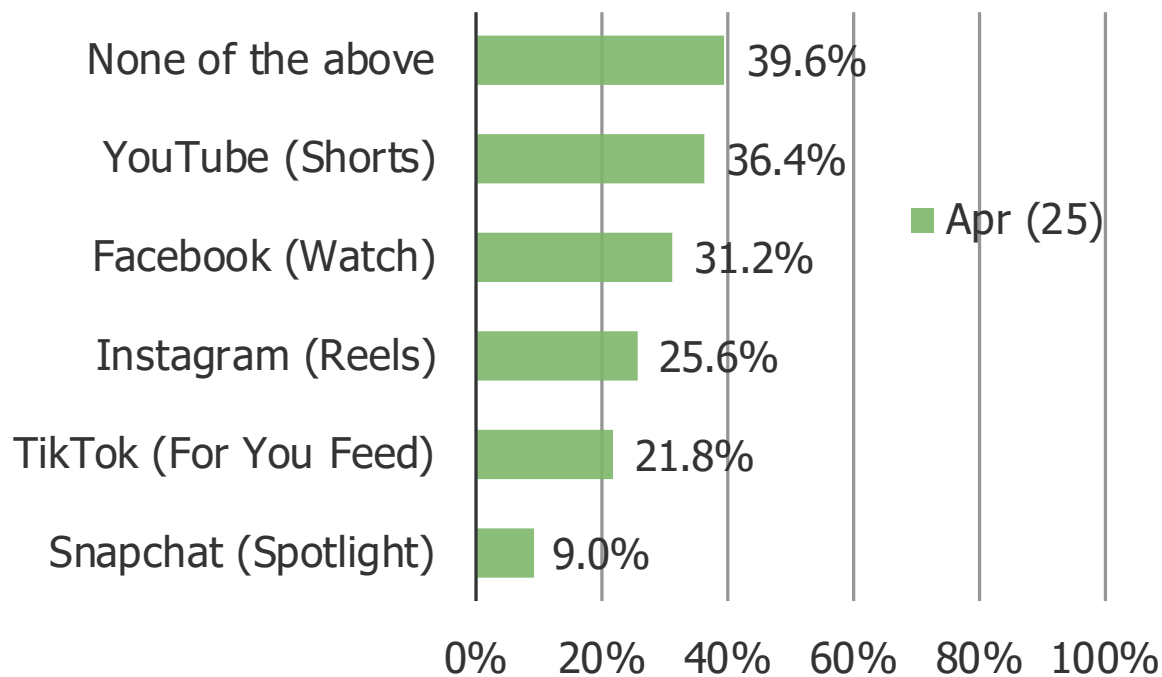
<15 minutes 16-30 minutes 31-60 minutes 61-90 minutes 91-120 minutes More than 2 hours



	N=
Facebook	708
Twitter / X	287
Snapchat	297
Instagram	491
Pinterest	344
TikTok	353
YouTube	787
Nextdoor	177
Reddit	271
Roblox	110

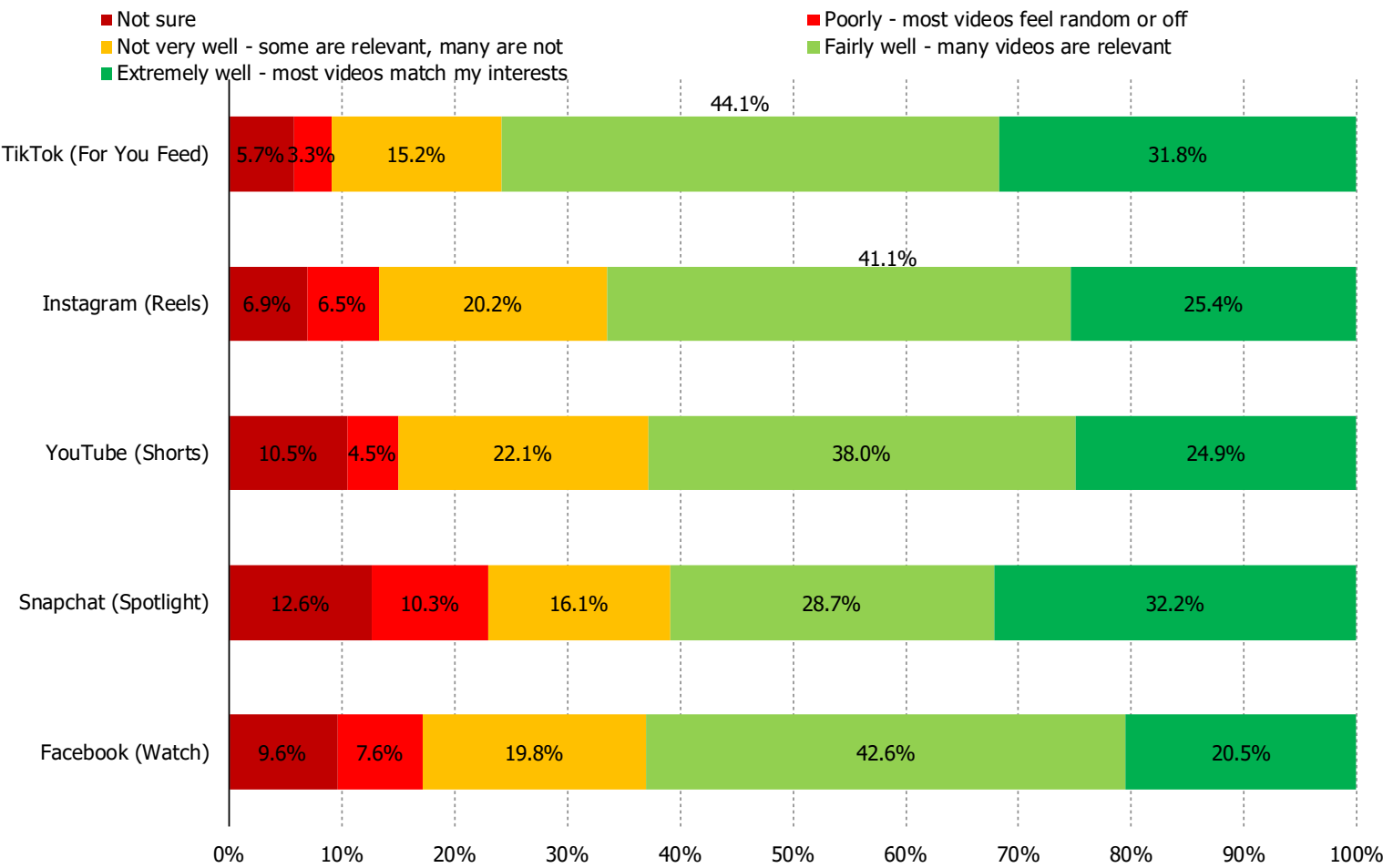
IN THE PAST 30 DAYS, HAVE YOU WATCHED VIDEOS ON ANY OF THE FOLLOWING PLATFORMS WHERE THE NEXT VIDEO IS SHOWN TO YOU AUTOMATICALLY? TO CLARIFY, WE ARE NOT REFERRING TO VIDEOS FROM ACCOUNTS YOU FOLLOW OR FRIENDS YOU KNOW. WE'RE ASKING ABOUT CONTINUOUS VIDEO FEEDS THAT SHOW YOU CONTENT AUTOMATICALLY, REGARDLESS OF WHO THE CREATOR IS.

Posed to all respondents.



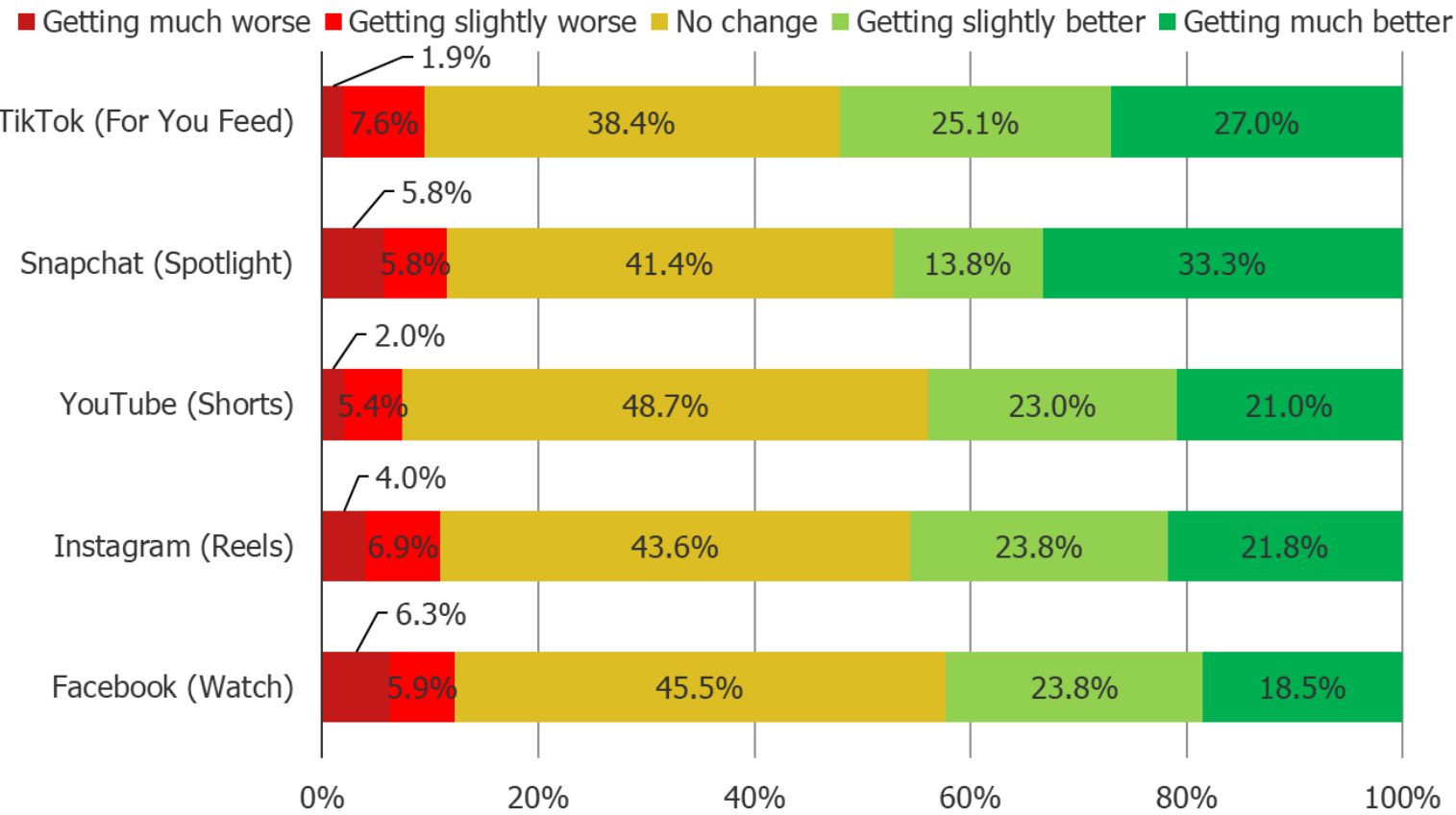
HOW WELL DO YOU THINK THESE PLATFORMS UNDERSTAND YOUR INTERESTS WHEN IT COMES TO SHORT-FORM VIDEOS?

Posed to all respondents who have watched videos on the below.



HAVE YOU NOTICED ANY CHANGES IN HOW MUCH YOU LIKE THE SHORT-FORM VIDEOS AUTOMATICALLY SHOWN TO YOU ON SOCIAL MEDIA?

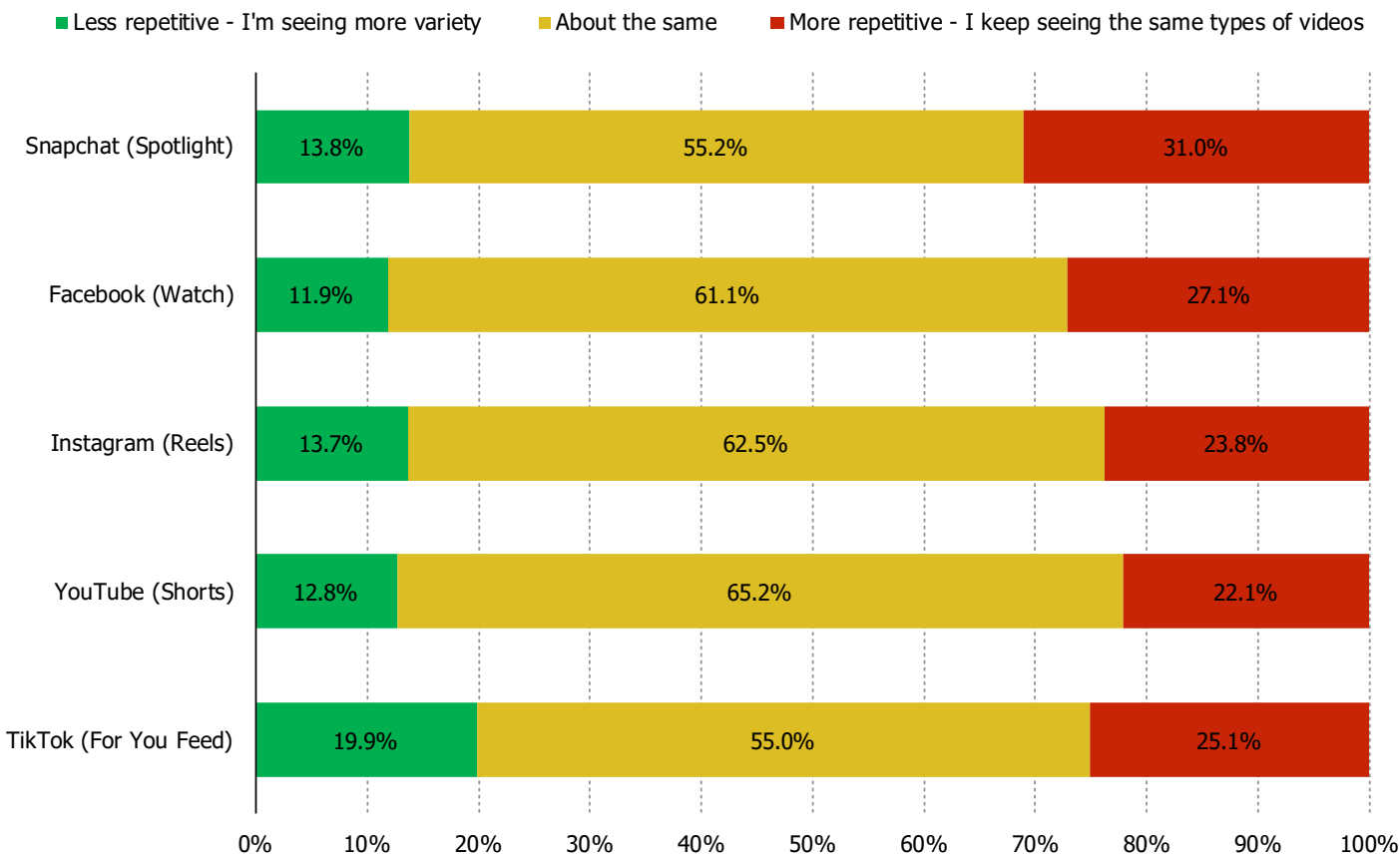
Posed to all respondents who have watched videos on the below.





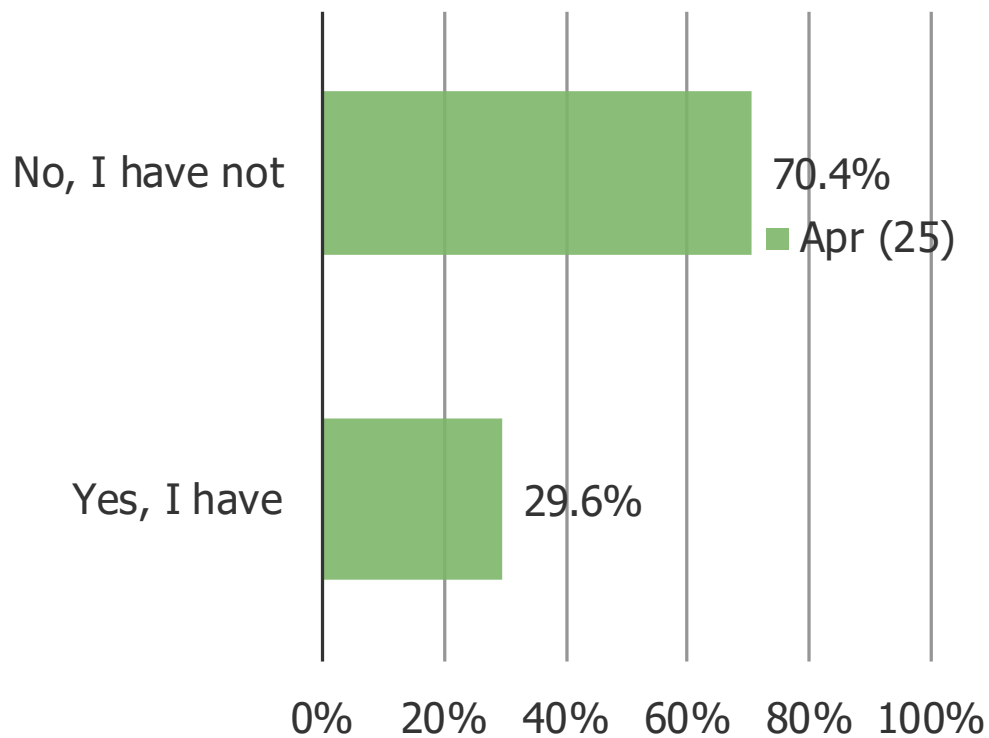
IN THE PAST FEW MONTHS, HAVE THE VIDEOS YOU'RE AUTOMATICALLY SHOWN FELT MORE OR LESS REPETITIVE?

Posed to all respondents who have watched videos on the below.



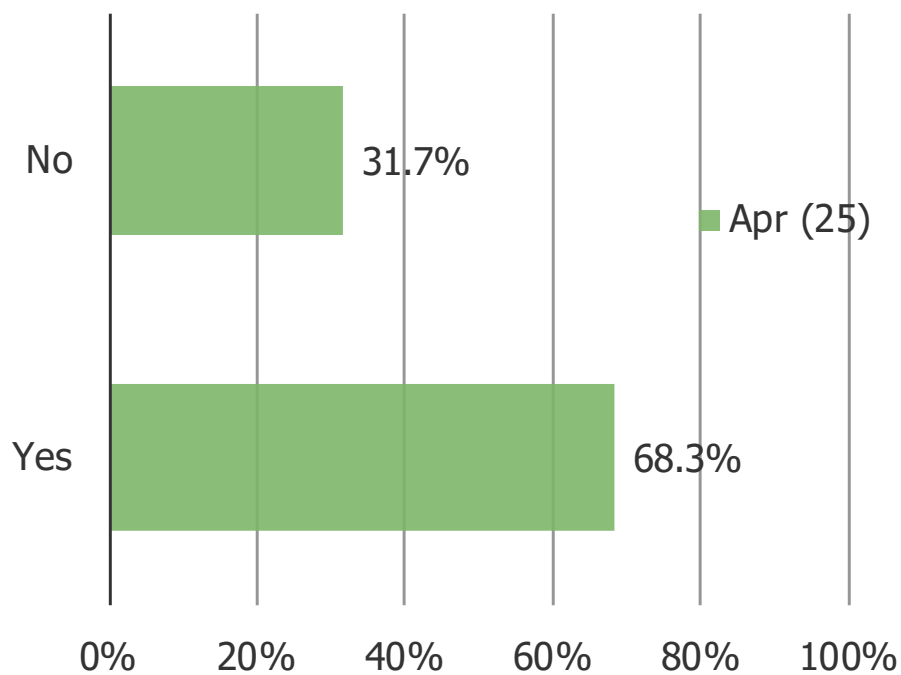
HAVE YOU VISITED REDDIT (WEBSITE OR APP) IN THE PAST 30 DAYS?

Posed to all respondents.



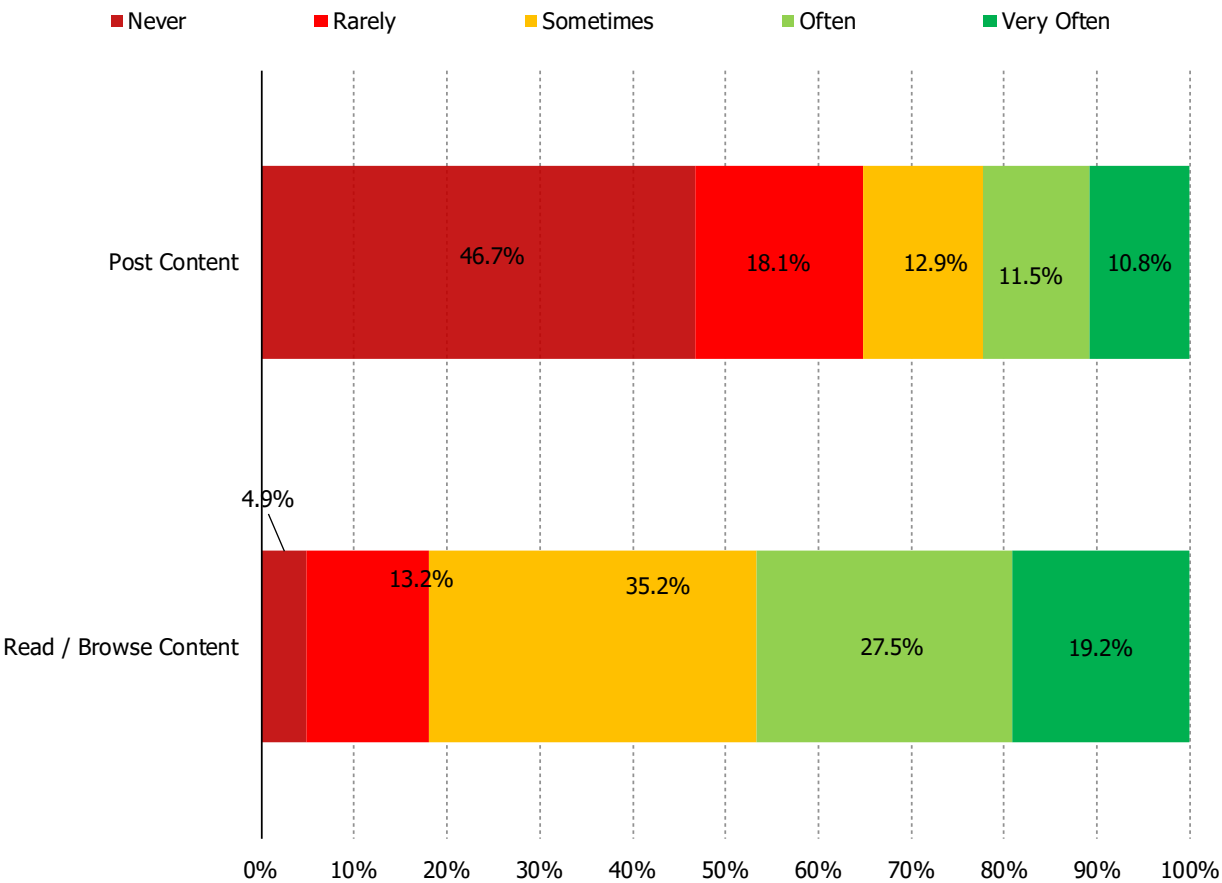
DO YOU HAVE A REDDIT ACCOUNT/LOGIN?

Posed to respondents who have visited Reddit in the past 30 days (N = 287).



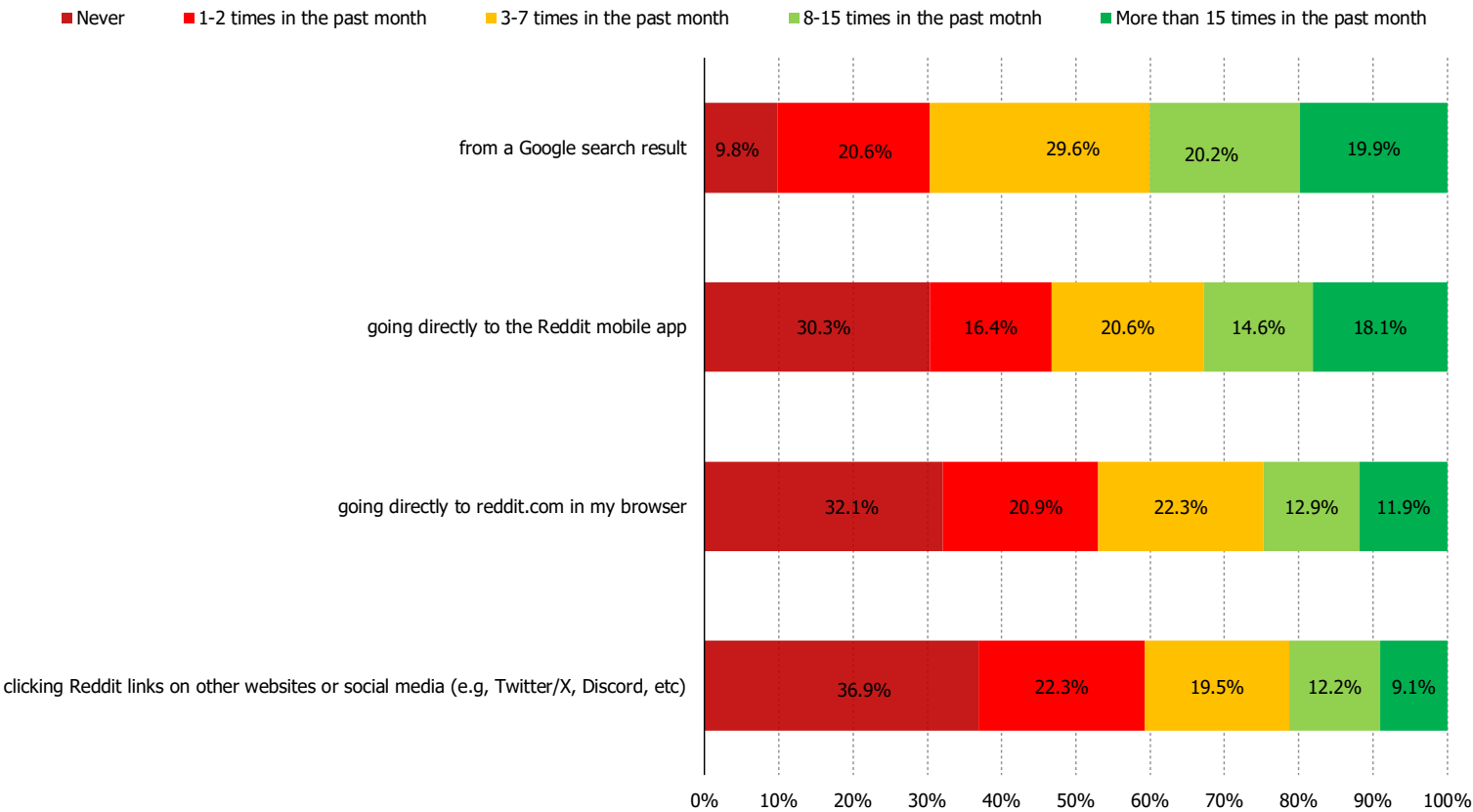
HOW OFTEN DO YOU DO THE FOLLOWING ON REDDIT?

Posed to respondents who have visited Reddit in the past 30 days (N = 287).



HOW MANY TIMES IN THE PAST MONTH WOULD YOU ESTIMATE YOU VISITED REDDIT...

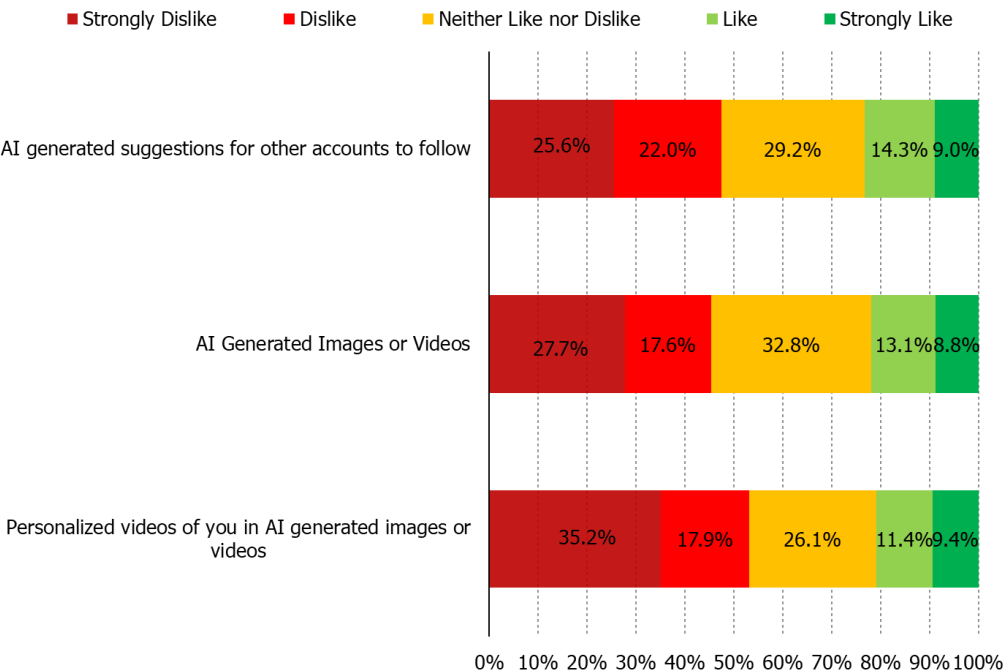
Posed to respondents who have visited Reddit in the past 30 days (N = 287).



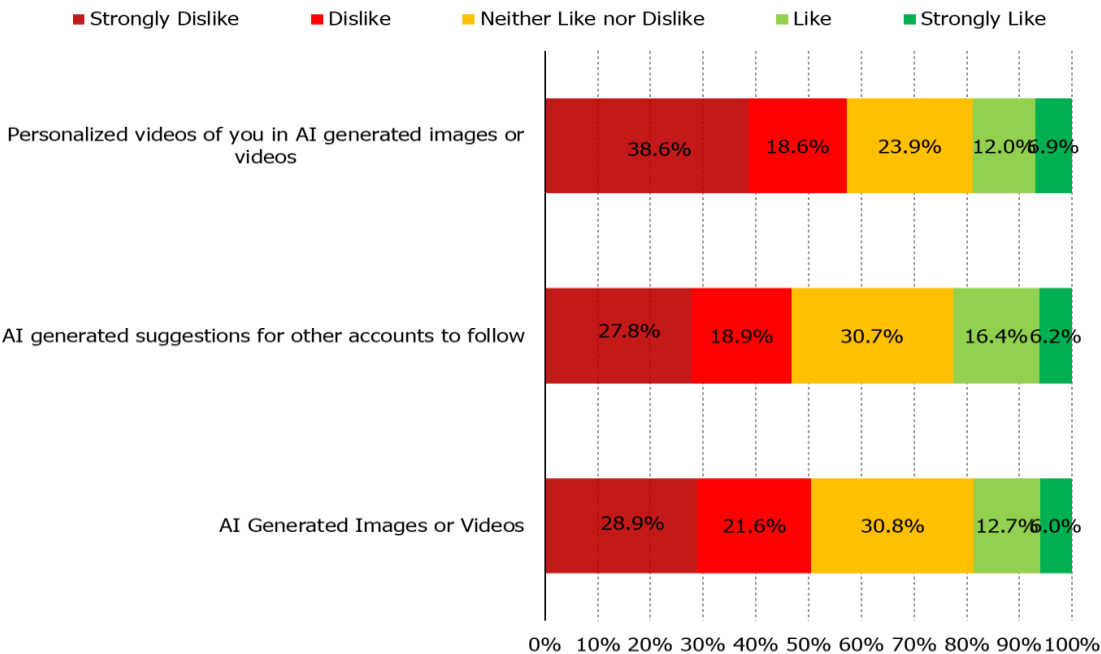
IN GENERAL, HOW WOULD YOU FEEL ABOUT THE FOLLOWING IN YOUR SOCIAL MEDIA FEEDS?

Posed to all respondents

APR 25

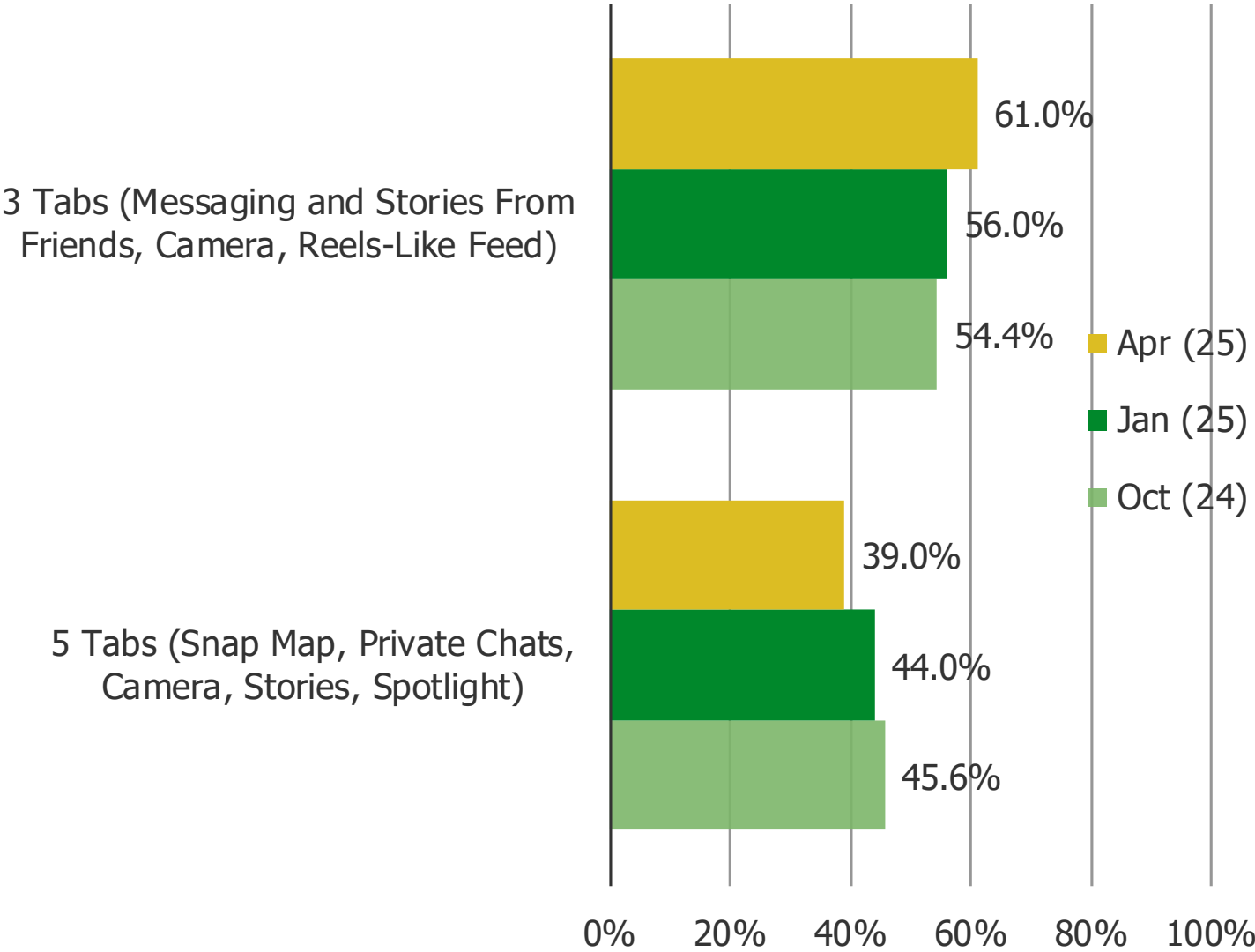


JAN 25



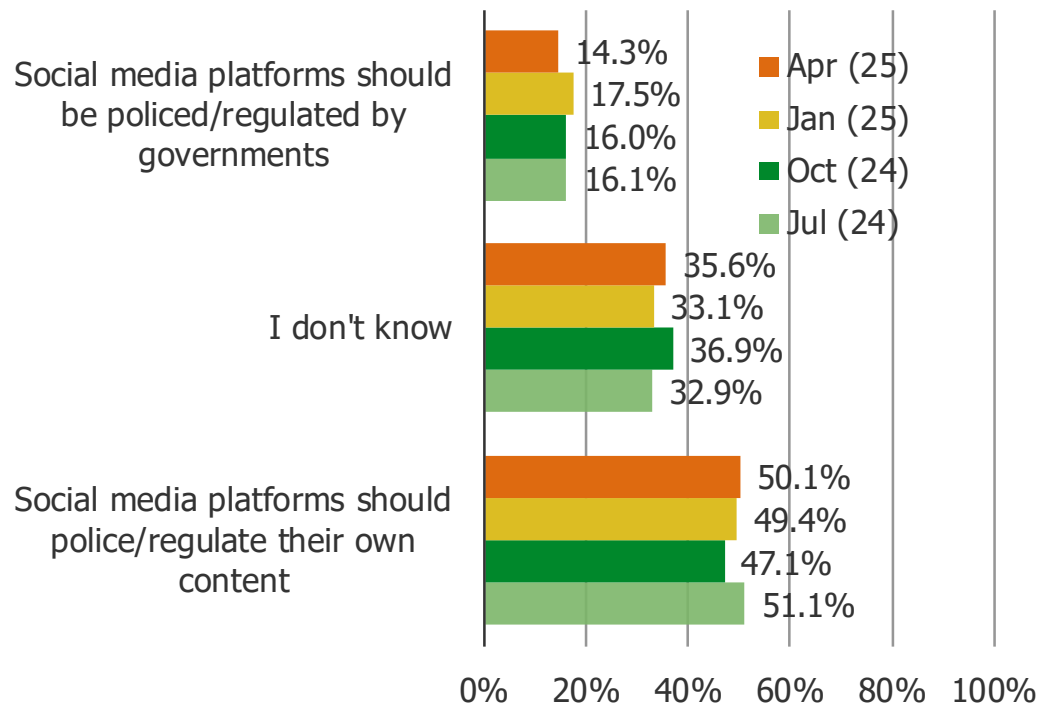
IN YOUR OPINION, IS SNAPCHAT BETTER WITH THREE OR FIVE TABS?

Posed to all respondents who use Snapchat. (N=272)

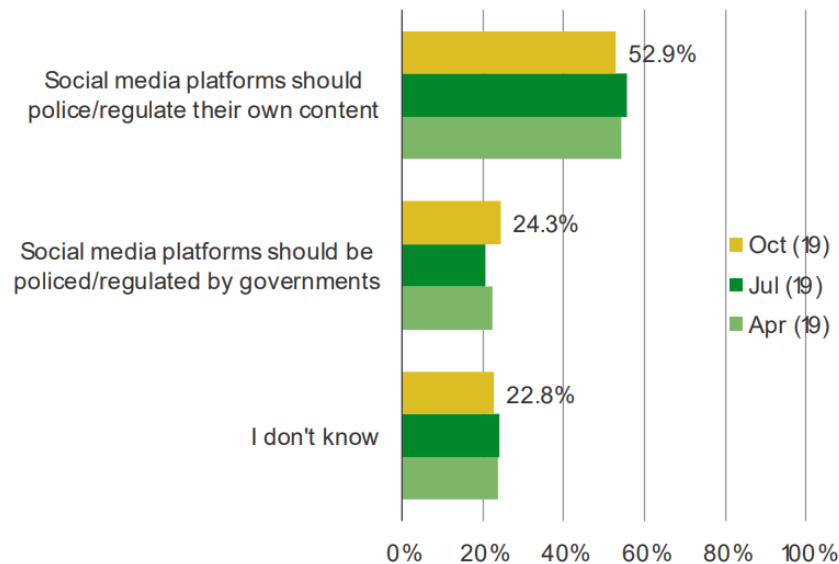


SHOULD SOCIAL MEDIA PLATFORMS POLICE/REGULATE THEIR OWN CONTENT, OR SHOULD THEY BE POLICED/REGULATED BY GOVERNMENTS?

Posed to all respondents



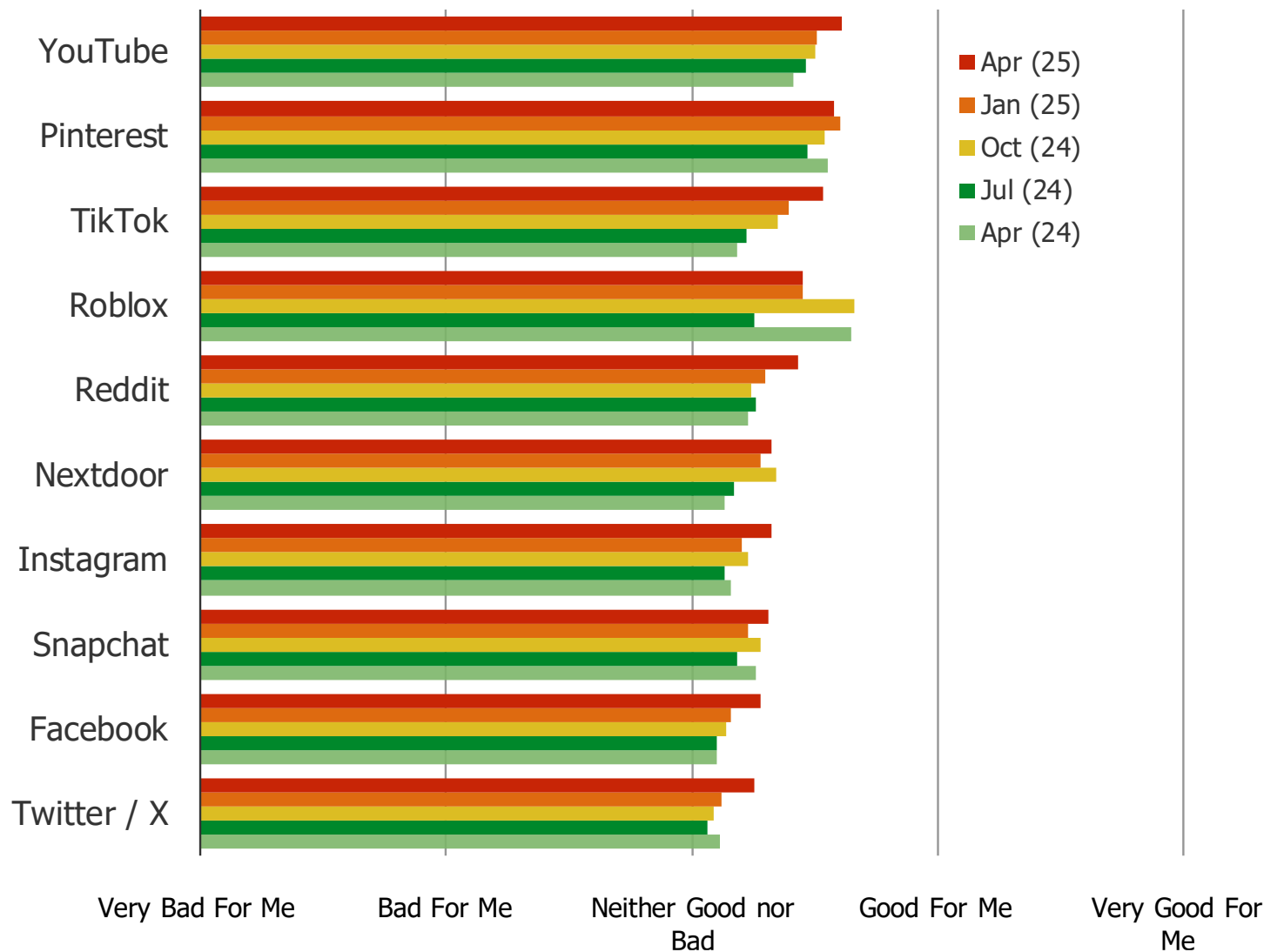
Historical Readings





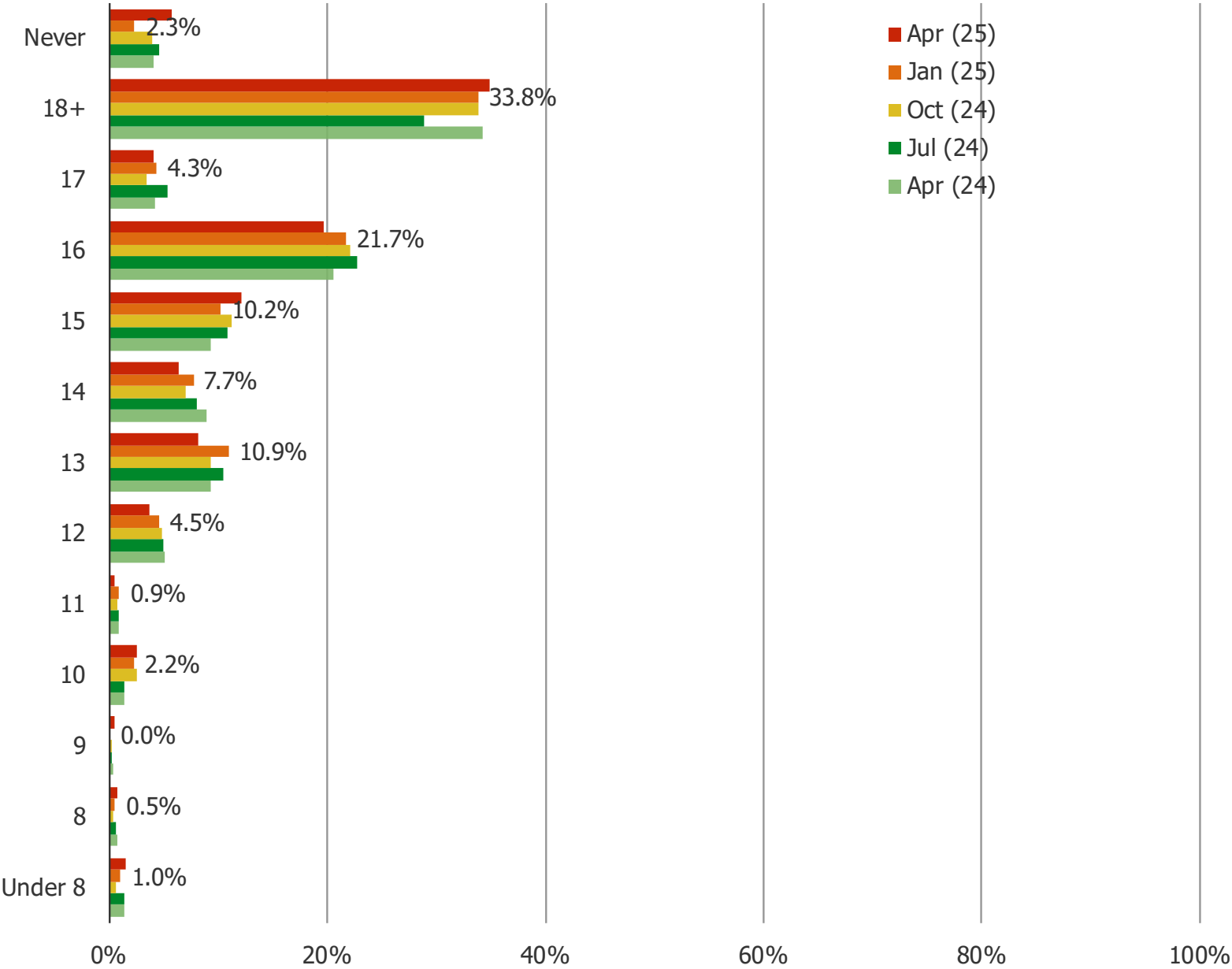
IN YOUR OPINION, ARE THE FOLLOWING GOOD OR BAD FOR YOUR MENTAL HEALTH?

Posed to respondents who use each of the below.



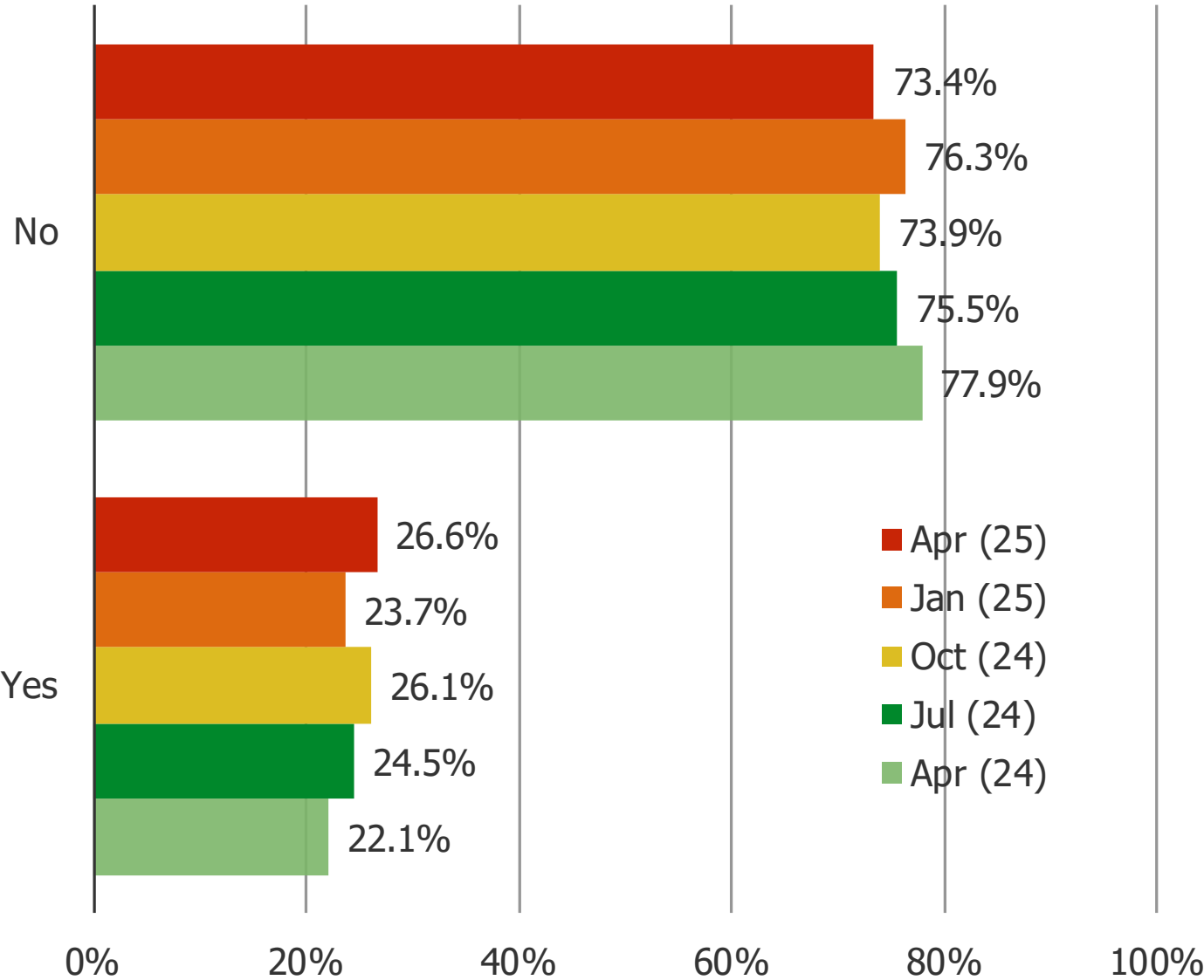
IN YOUR OPINION, AT WHAT AGE IS IT APPROPRIATE FOR PEOPLE TO START USING SOCIAL MEDIA APPS?

Posed to all respondents.



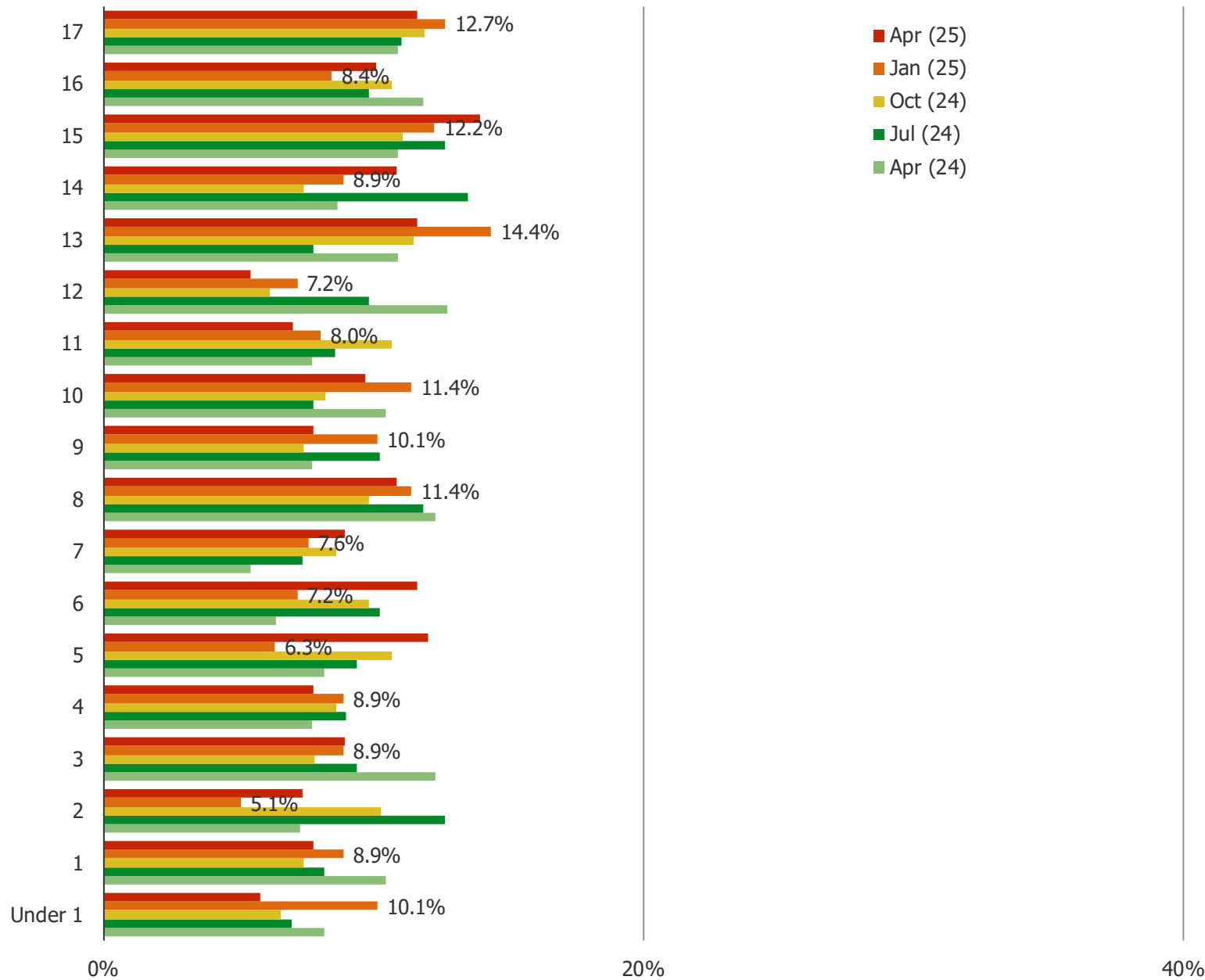
DO YOU HAVE CHILDREN UNDER THE AGE OF 18?

Posed to all respondents.



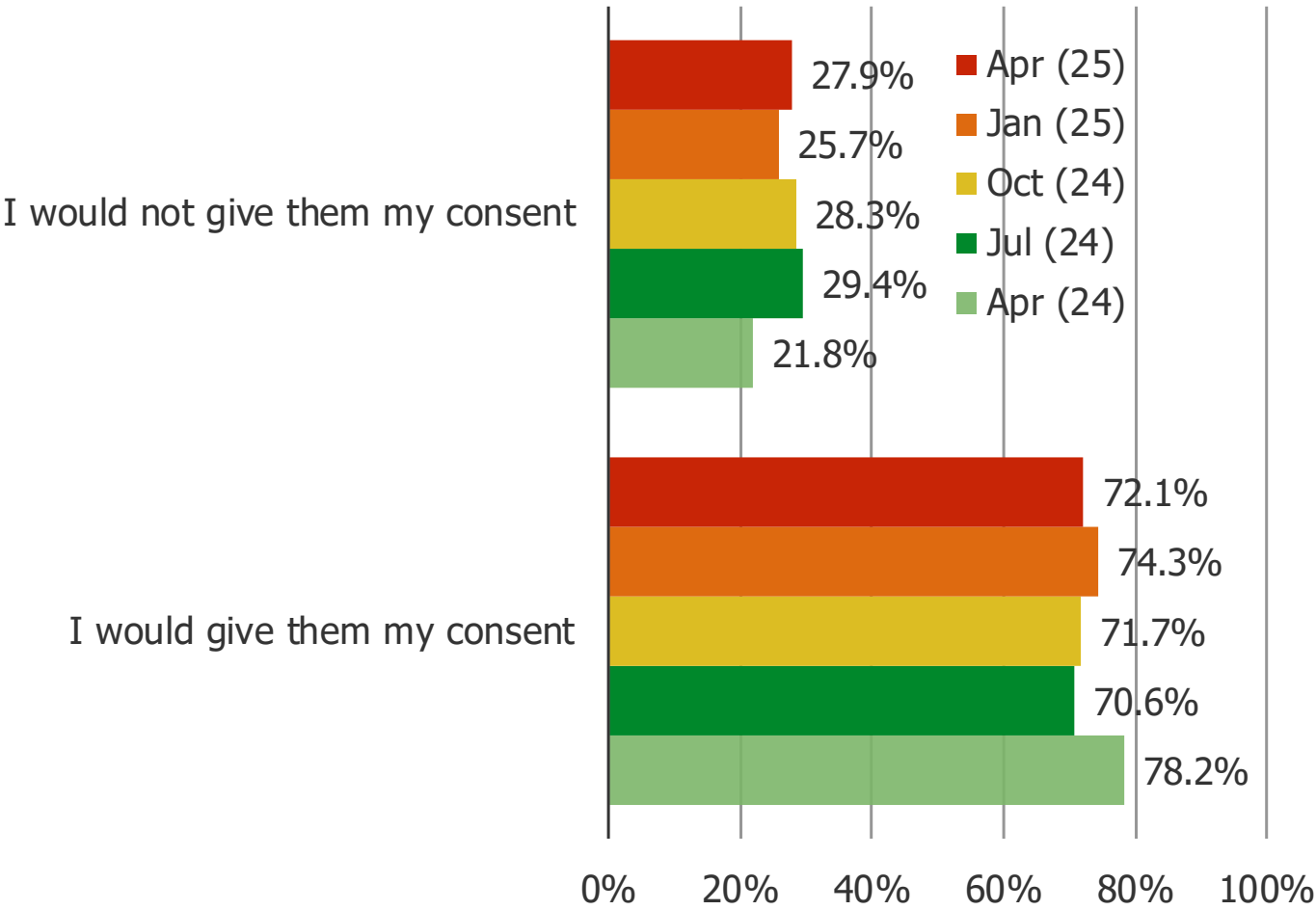
WHAT AGE IS YOUR CHILD(REN)? IF YOU HAVE MORE THAN ONE CHILD UNDER 18, SELECT AS MANY THAT APPLY

Posed to respondents who have children under the age of 18 (N = 258).



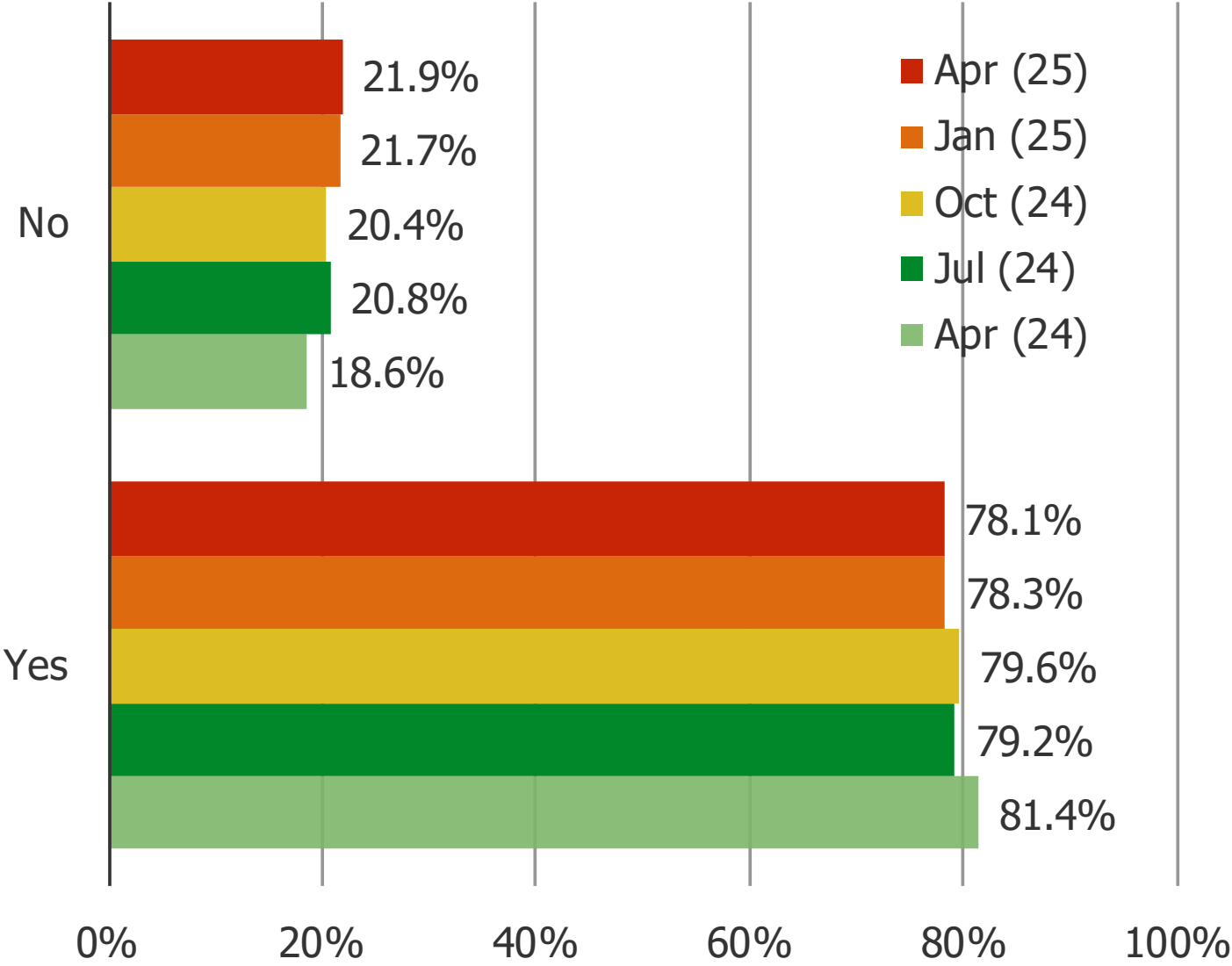
IF YOUR 15 OR 16 YEAR-OLD NEEDED PARENTAL CONSENT TO USE SOCIAL MEDIA, WOULD YOU....?

Posed to respondents who have children under the age of 18 (N = 258).



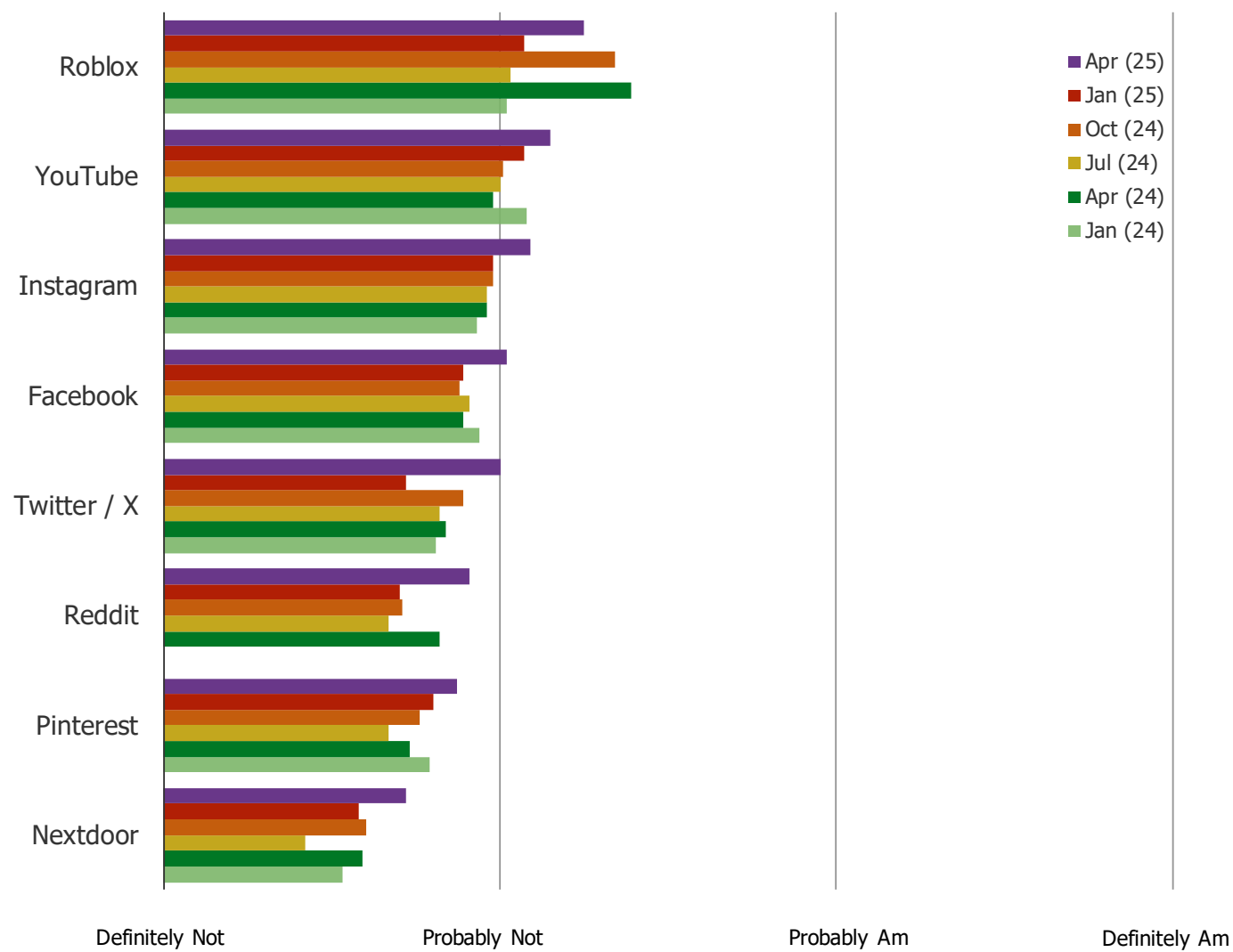
WOULD YOU SUPPORT LAWS THAT PROHIBIT CHILDREN 14 AND UNDER FROM USING SOCIAL MEDIA AND REQUIRE 15 AND 16 YEAR-OLDS TO OBTAIN PARENTAL CONSENT IN ORDER TO USE SOCIAL MEDIA?

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



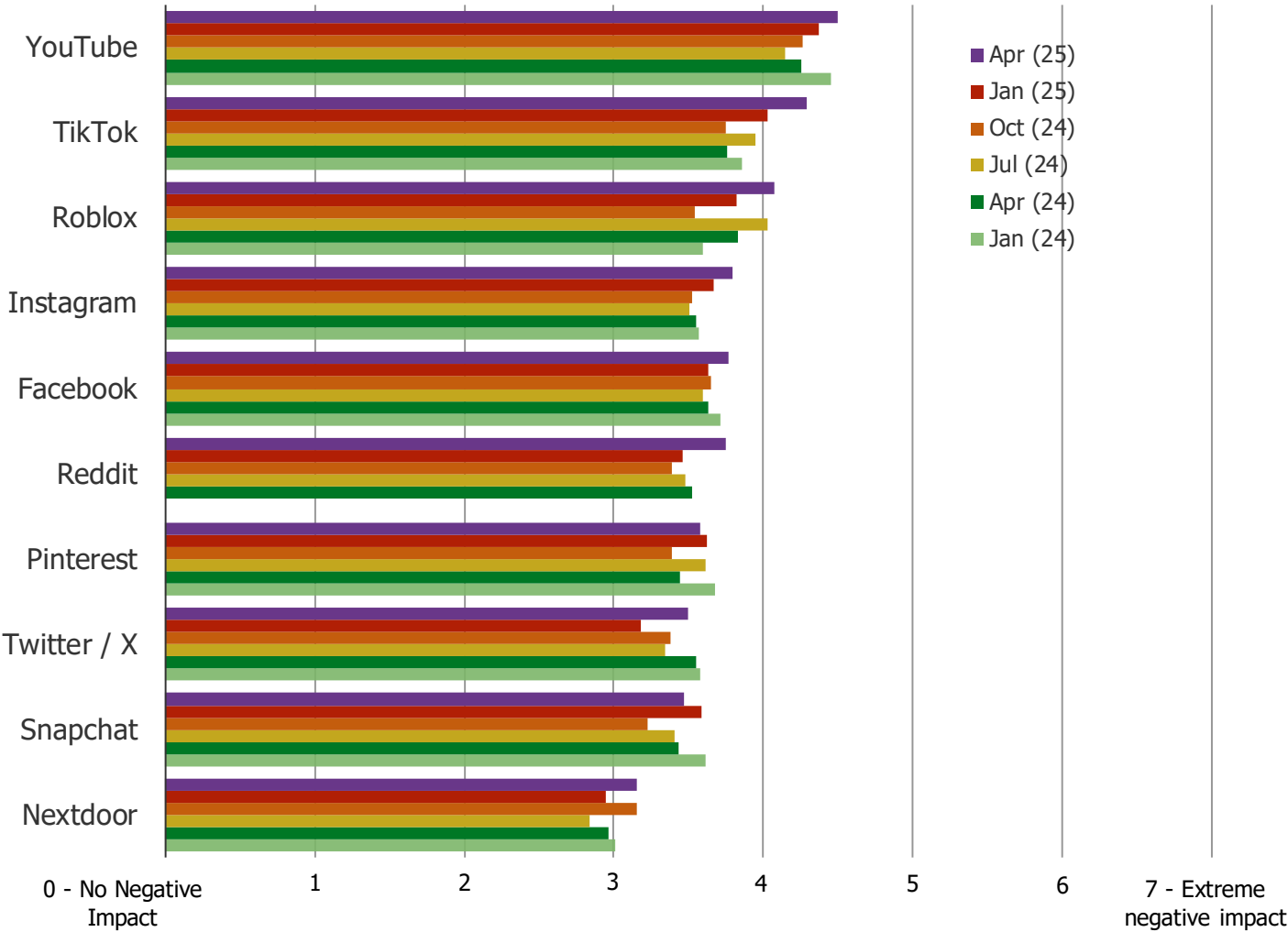
DO YOU FEEL LIKE YOU ARE ADDICTED TO USING THIS APP?

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?

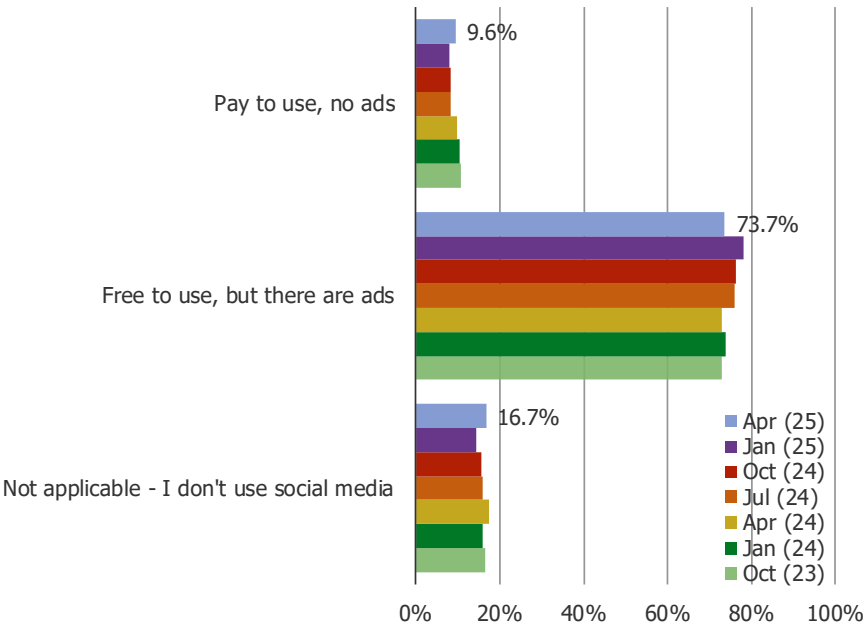
Posed to respondents who use the below.





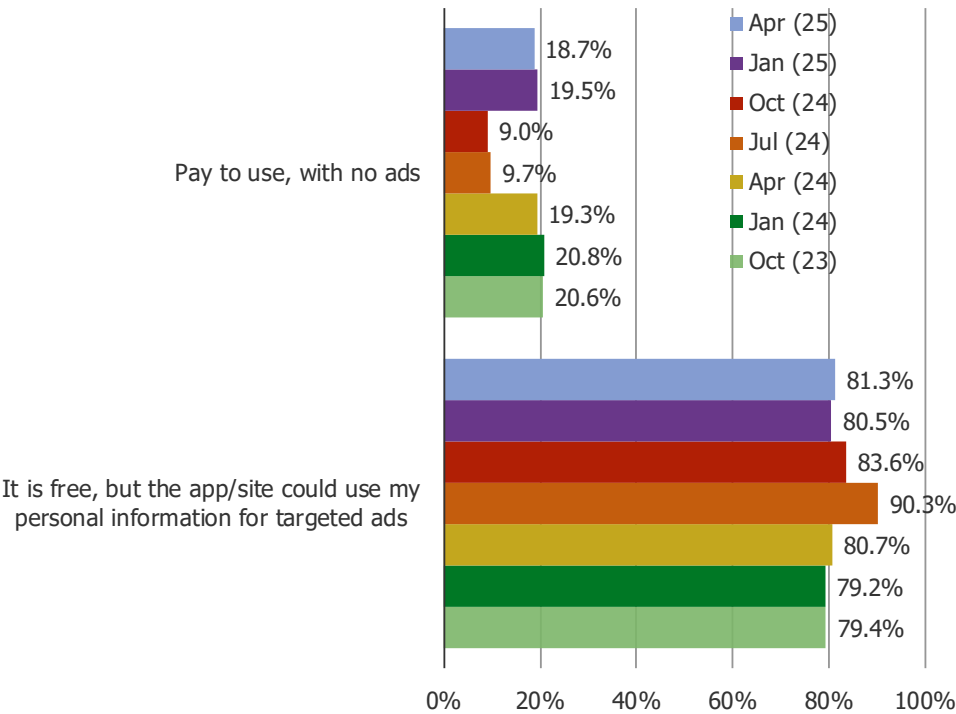
THINKING ABOUT YOUR SOCIAL MEDIA USAGE, WHICH WOULD BE PREFERABLE?

This question was posed to all respondents.



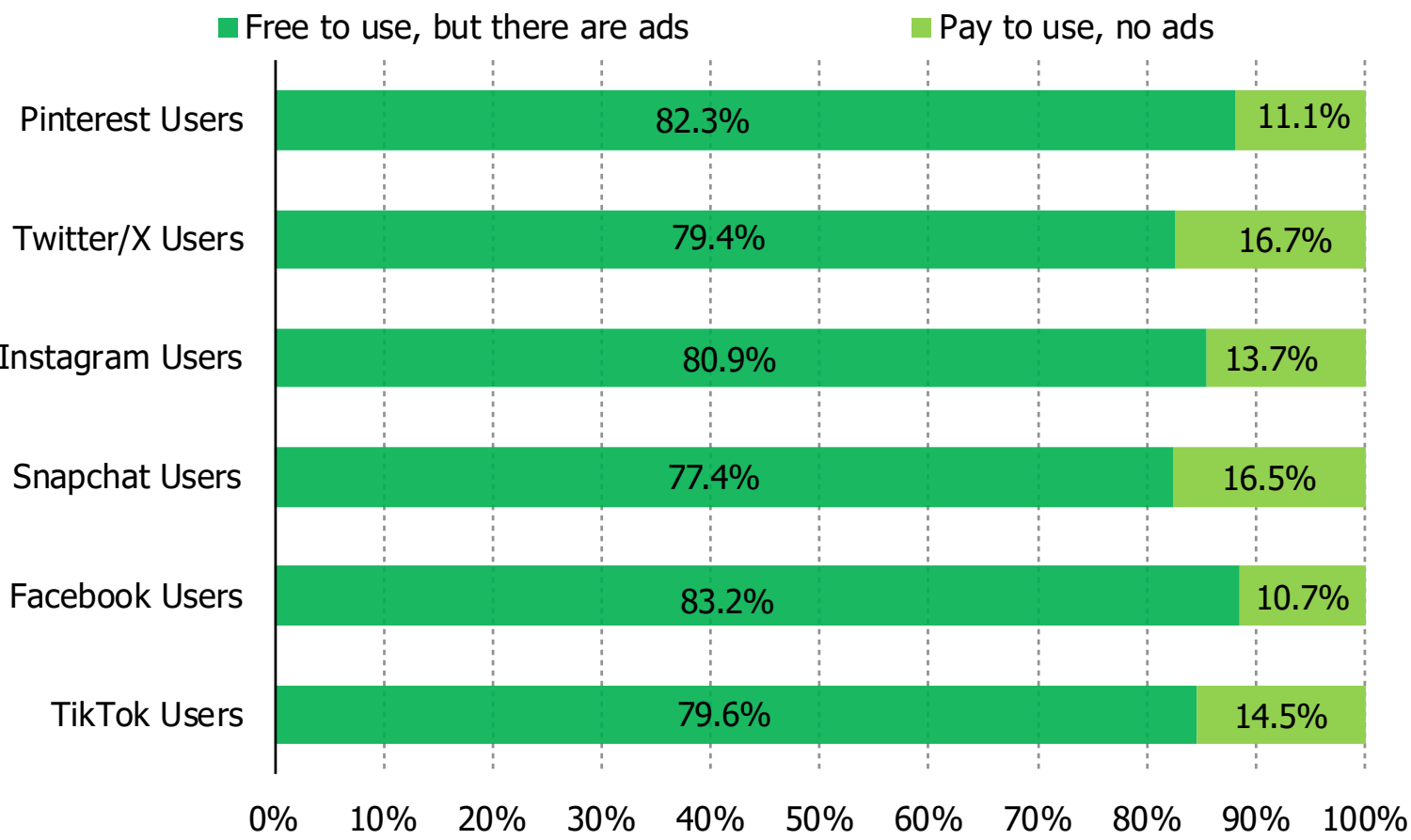
THINKING ABOUT YOUR SOCIAL MEDIA USAGE, WHICH WOULD BE PREFERABLE?

This question was posed to respondents who use social media.



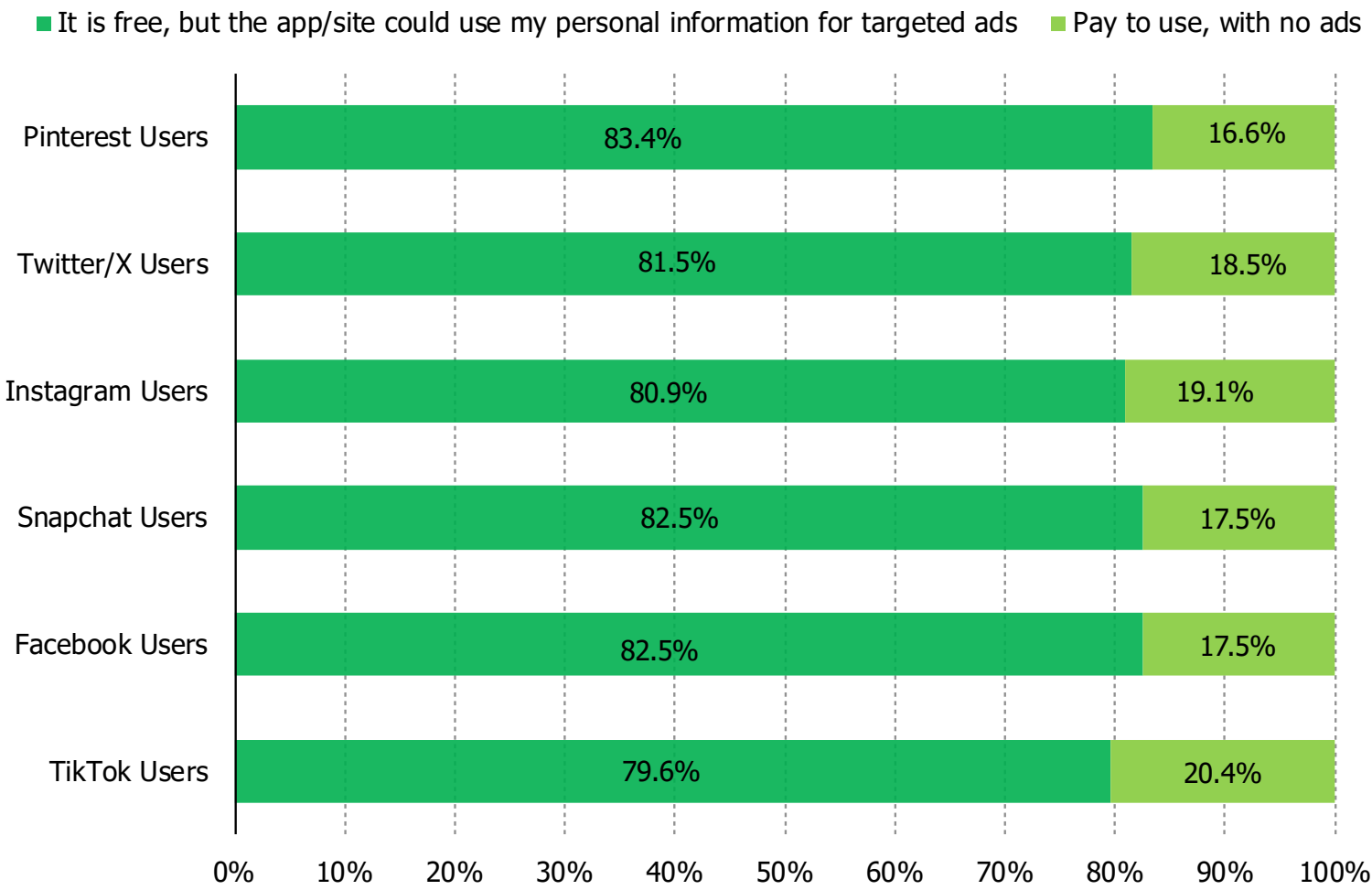
THINKING ABOUT YOUR SOCIAL MEDIA USAGE, WHICH WOULD BE PREFERABLE?

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



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

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



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

TWITTER/X



## INSTAGRAM



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

## PINTEREST



## TIKTOK



## YOUTUBE



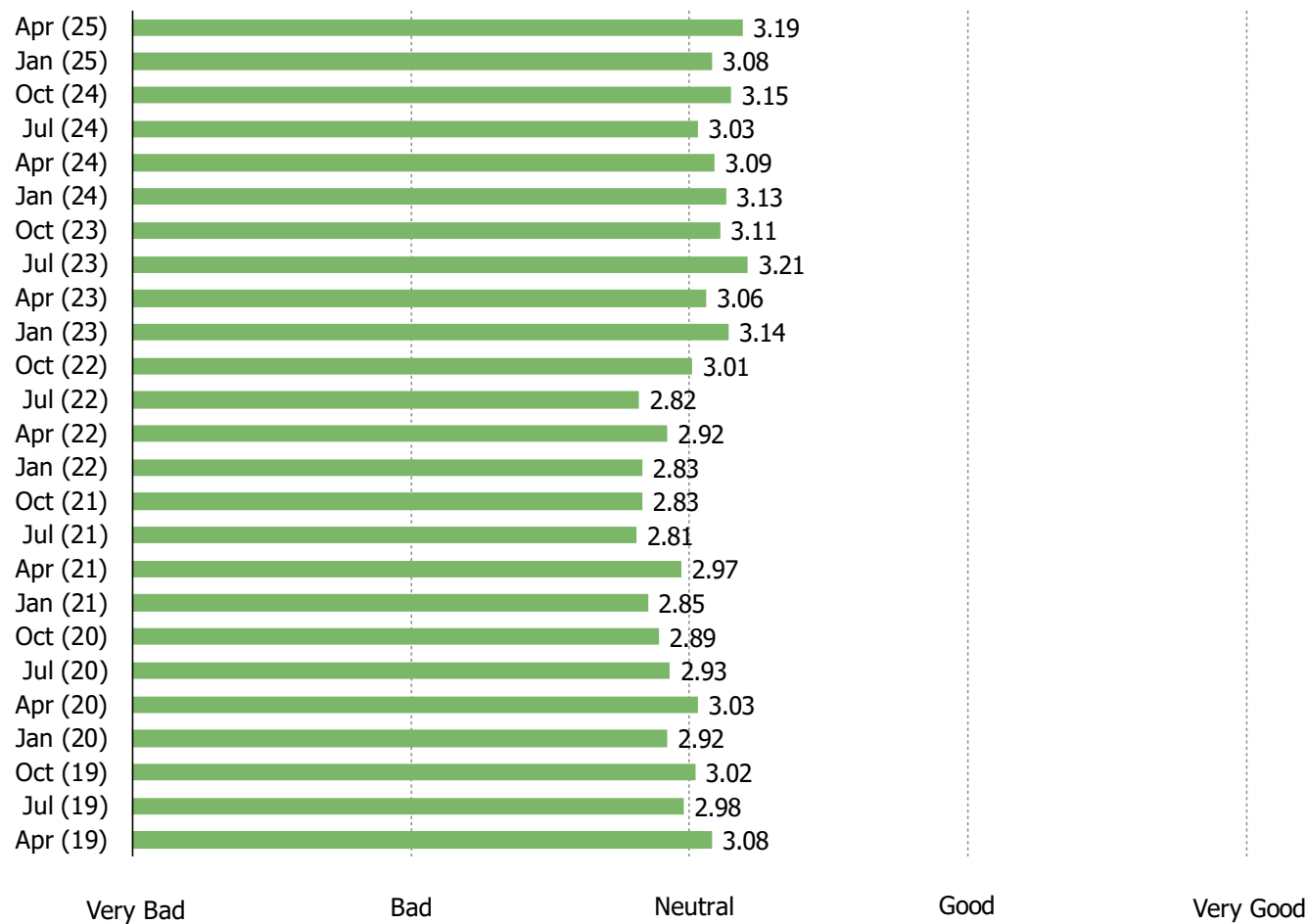
## REDDIT



# SOCIAL MEDIA SECTOR AND COMPETITIVE DYNAMICS QUESTIONS

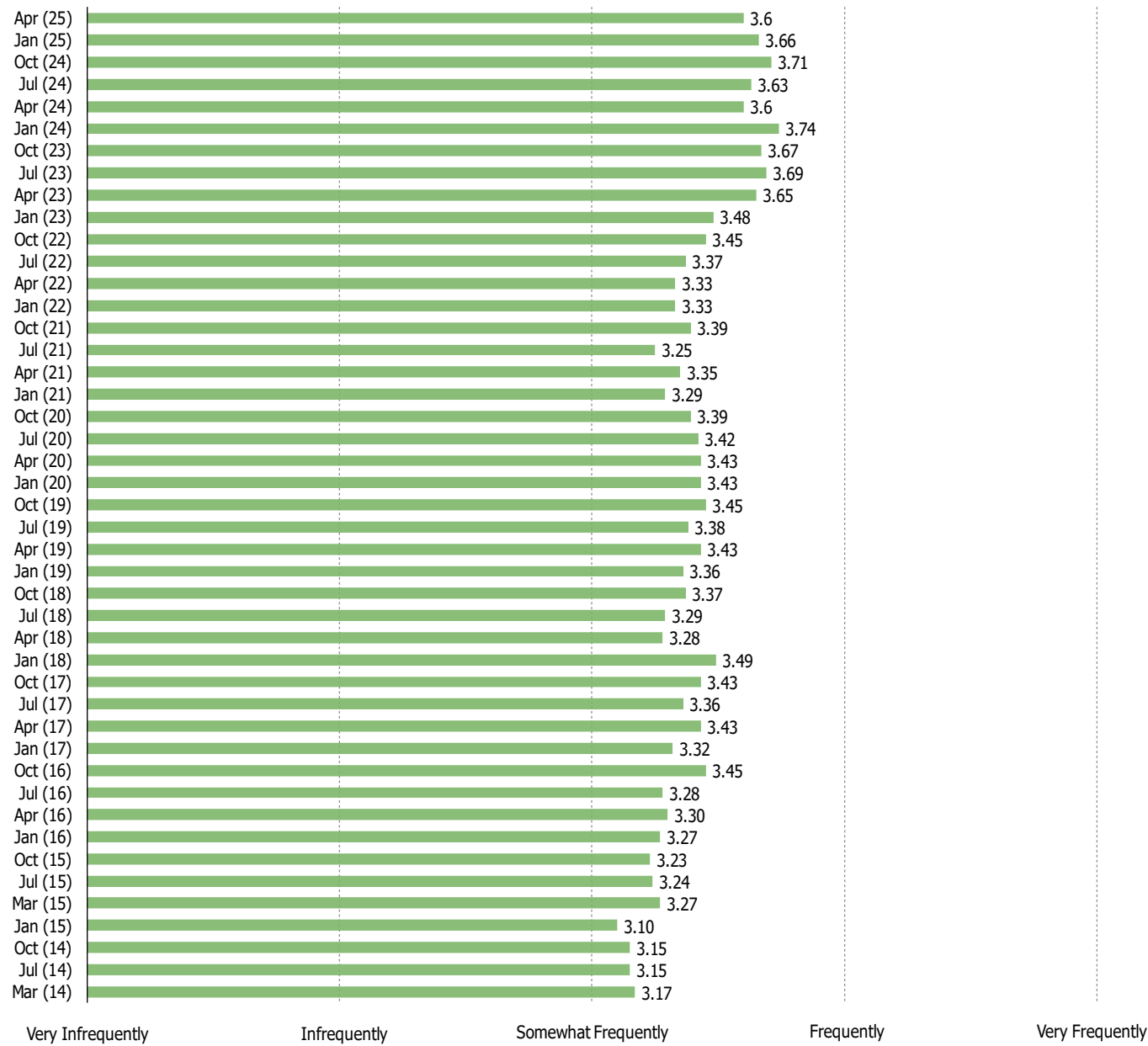
IN YOUR OPINION, IS SOCIAL MEDIA IN GENERAL A GOOD THING OR A BAD THING?

Posed to all respondents



SOCIAL MEDIA USAGE FREQUENCY

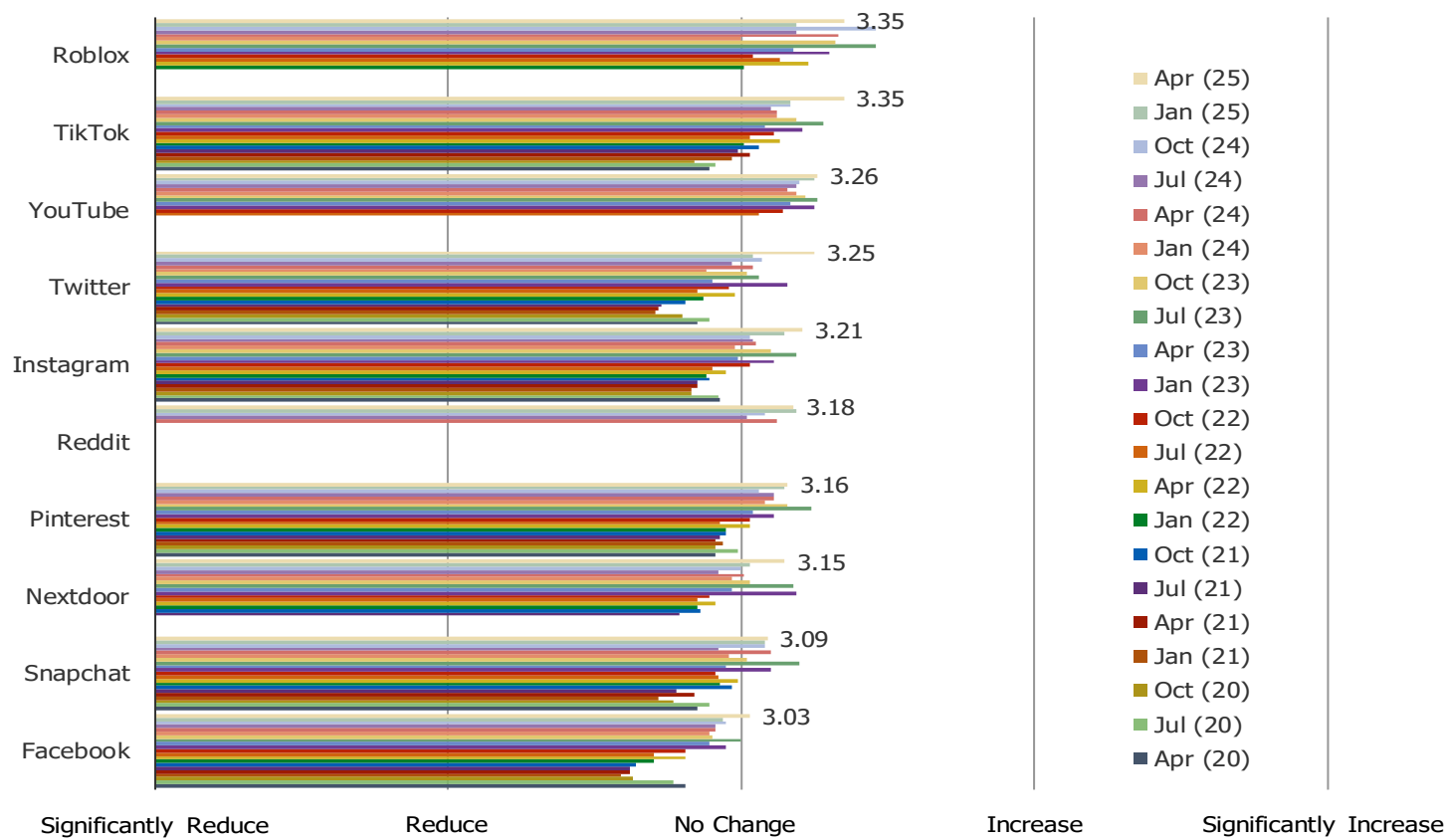
Posed to all consumers.





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

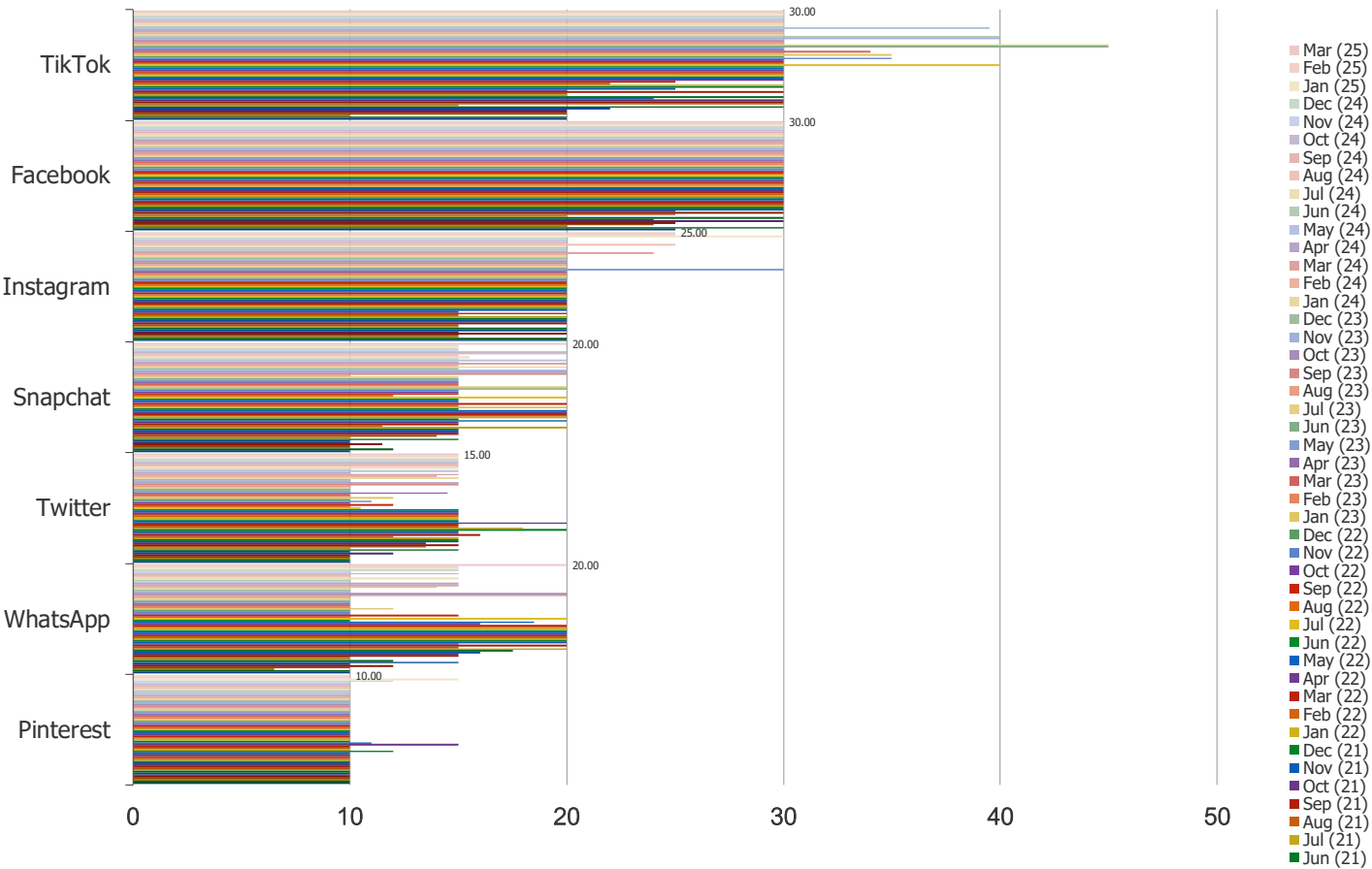
Posed to respondents who use the following platforms.



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

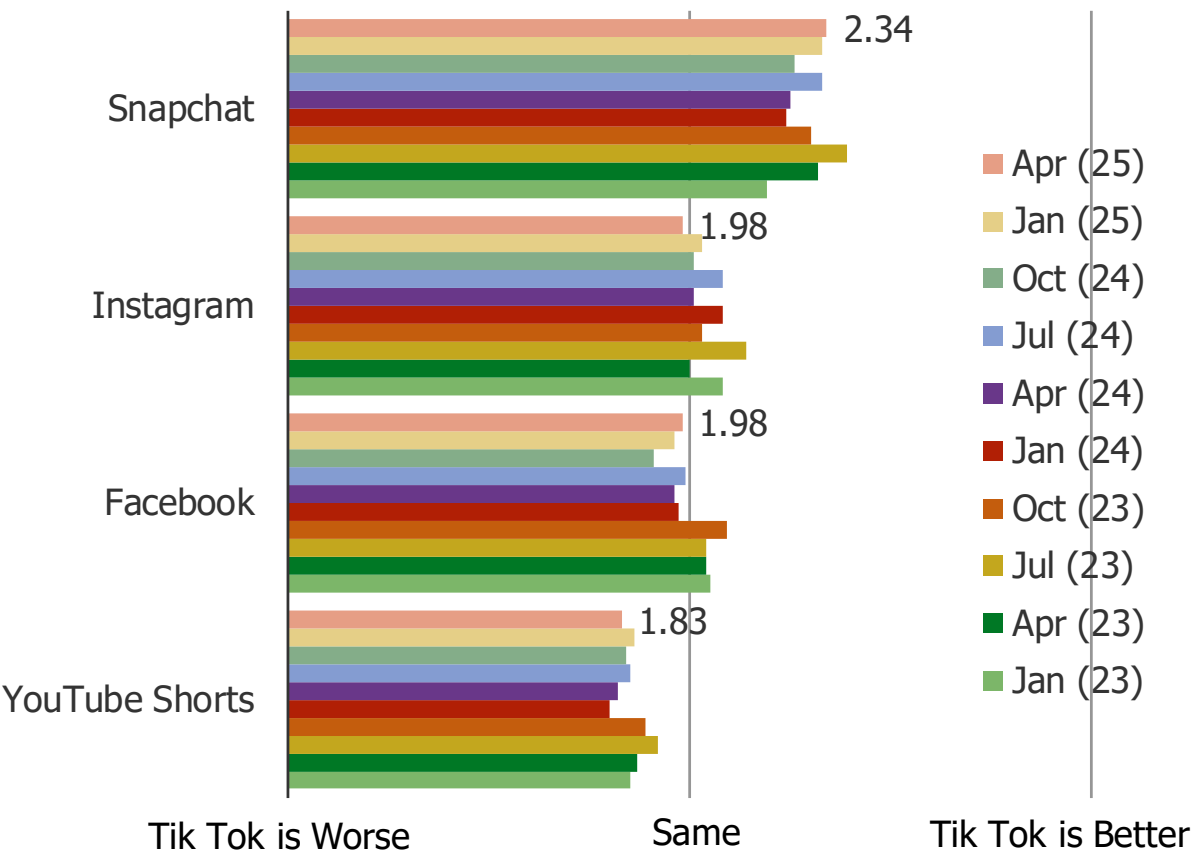
Posed to daily visitors of each platform.

Chart Shows Median



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

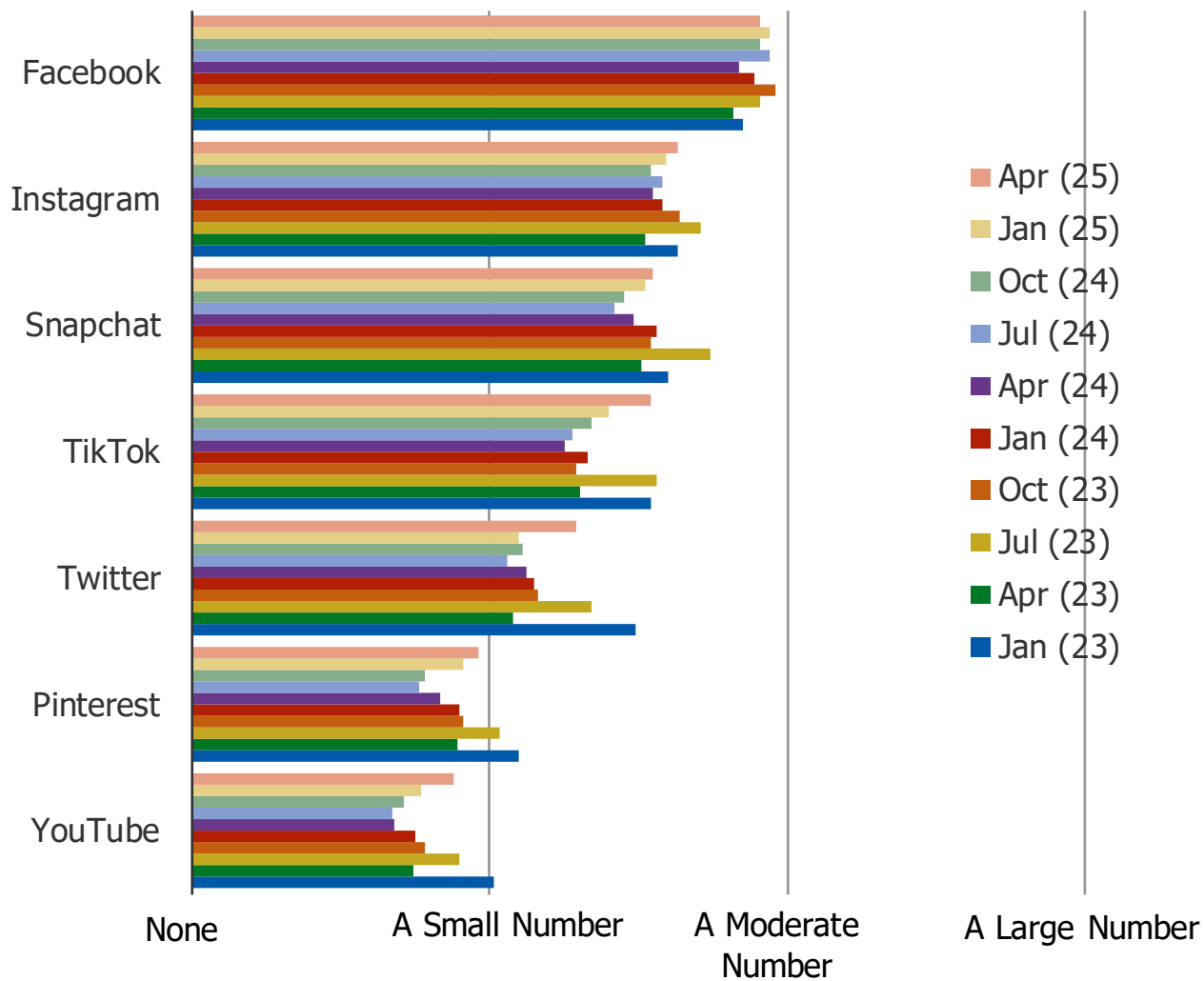
This question was posed respondents who watch multiple videos in a row on TikTok AND on each of the following platforms.



Browse Videos On TikTok And...	N=
Facebook	359
Instagram	298
Snapchat	125
YouTube Shorts	328

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

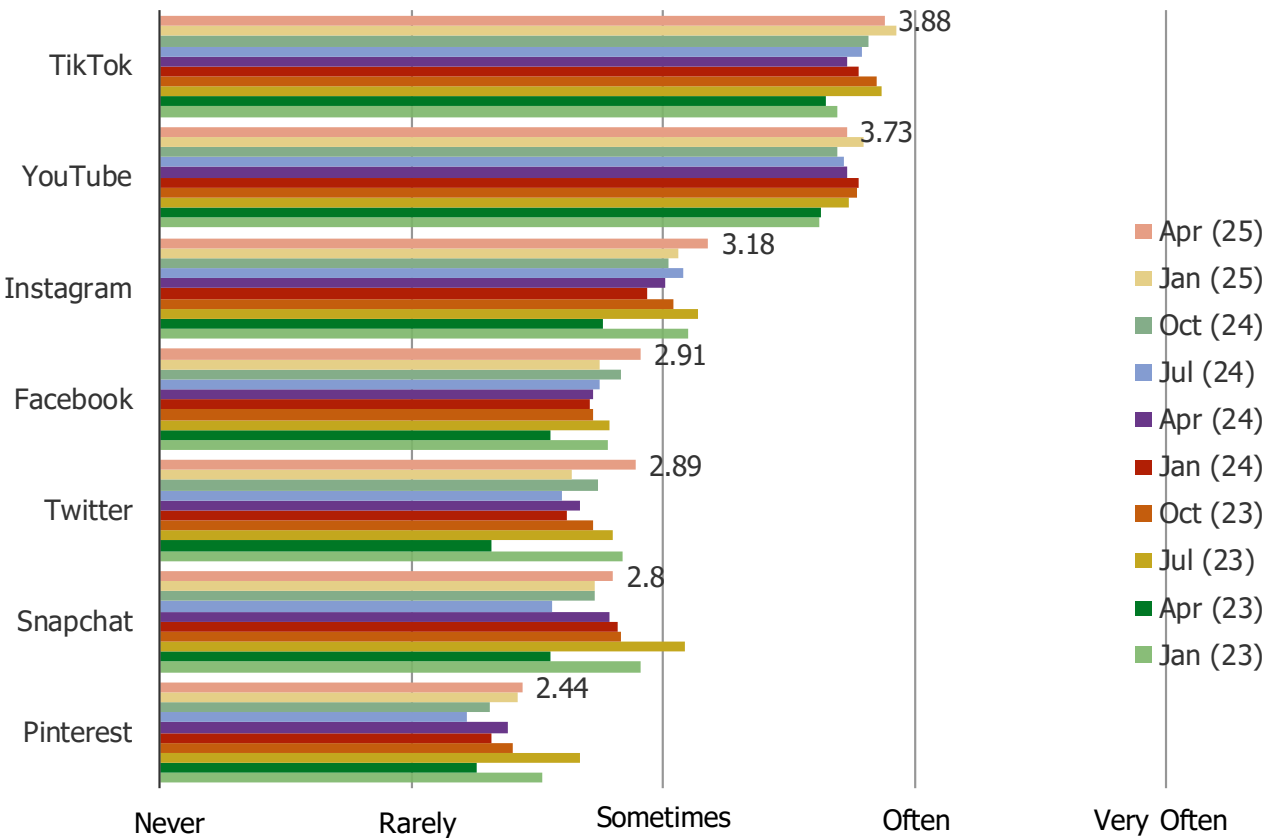
This question was posed to all respondents who use each of the below.



	N=
Facebook	708
Twitter / X	287
Snapchat	297
Instagram	491
Pinterest	344
TikTok	353
YouTube	787

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

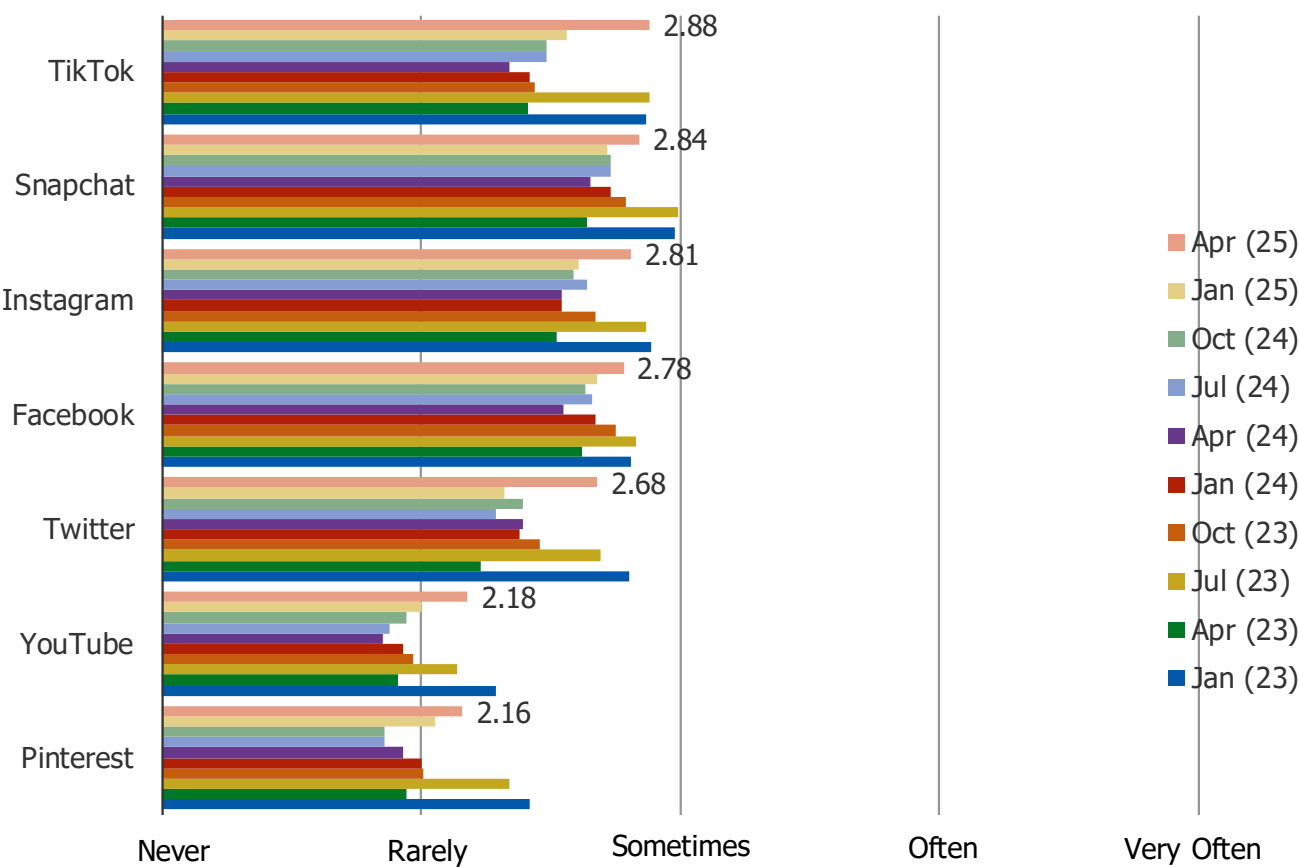
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	N=
Facebook	708
Twitter / X	287
Snapchat	297
Instagram	491
Pinterest	344
TikTok	353
YouTube	787

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

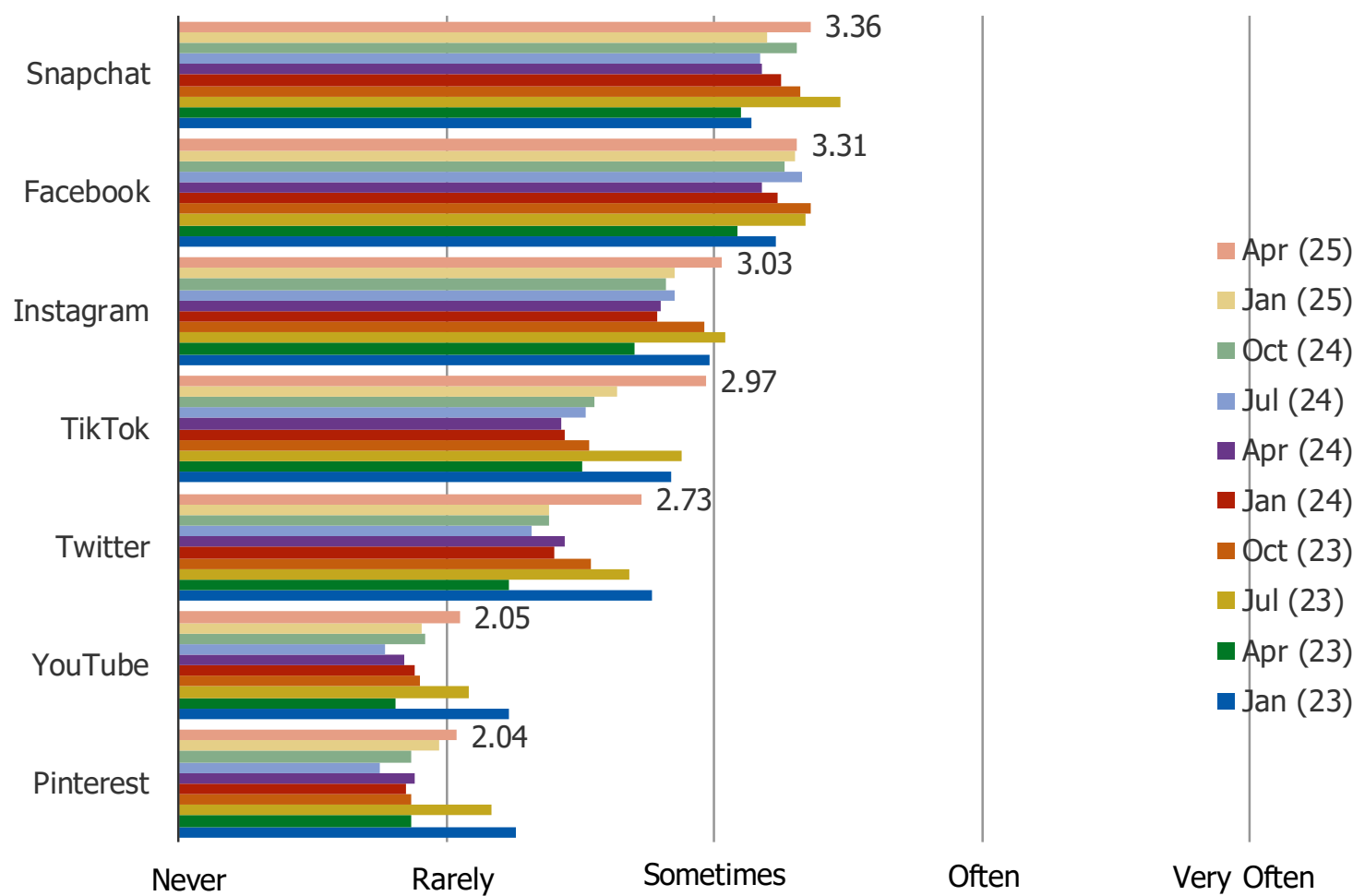
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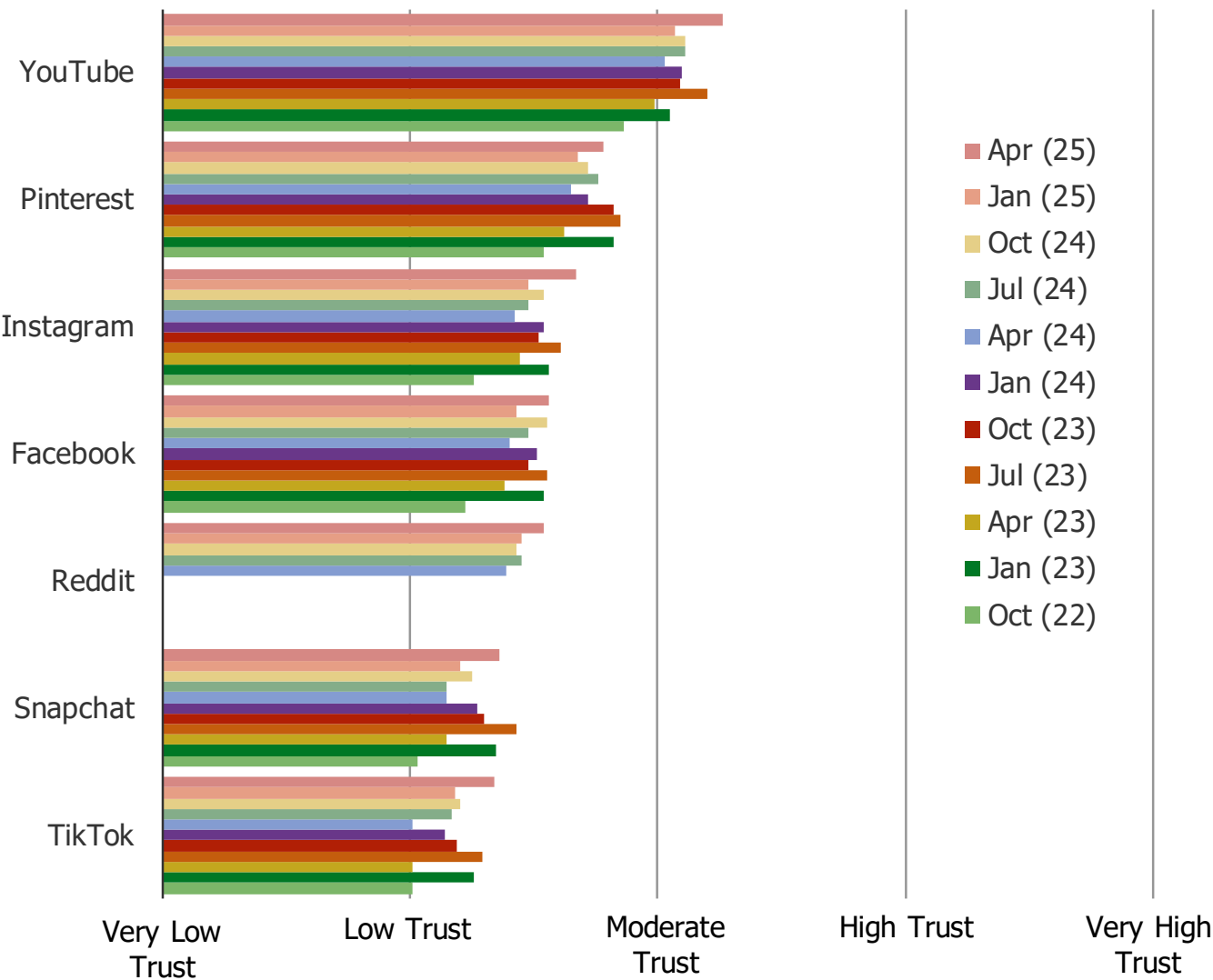
HOW OFTEN DO YOU VISIT THE FOLLOWING TO MESSAGE OR COMMUNICATE WITH OTHER PEOPLE?

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



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

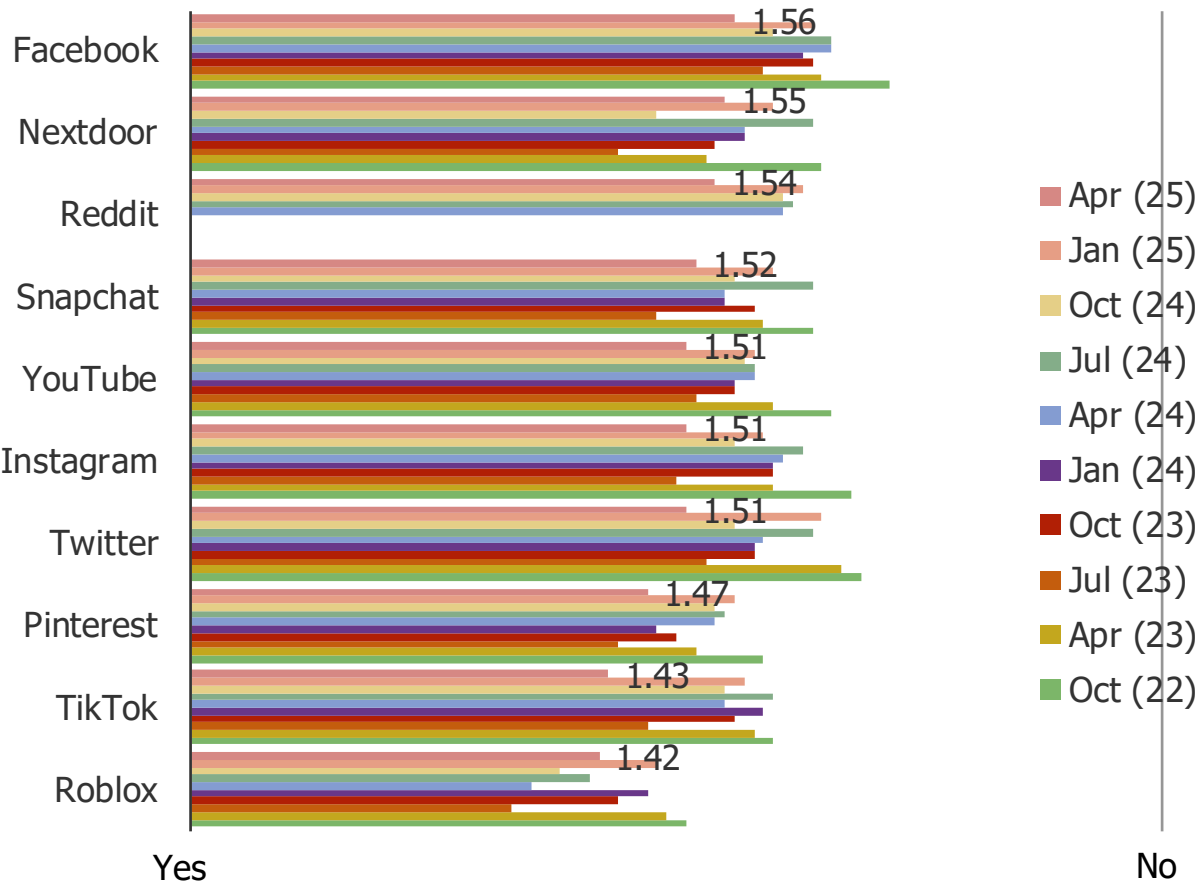
This question was posed to all respondents.





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

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



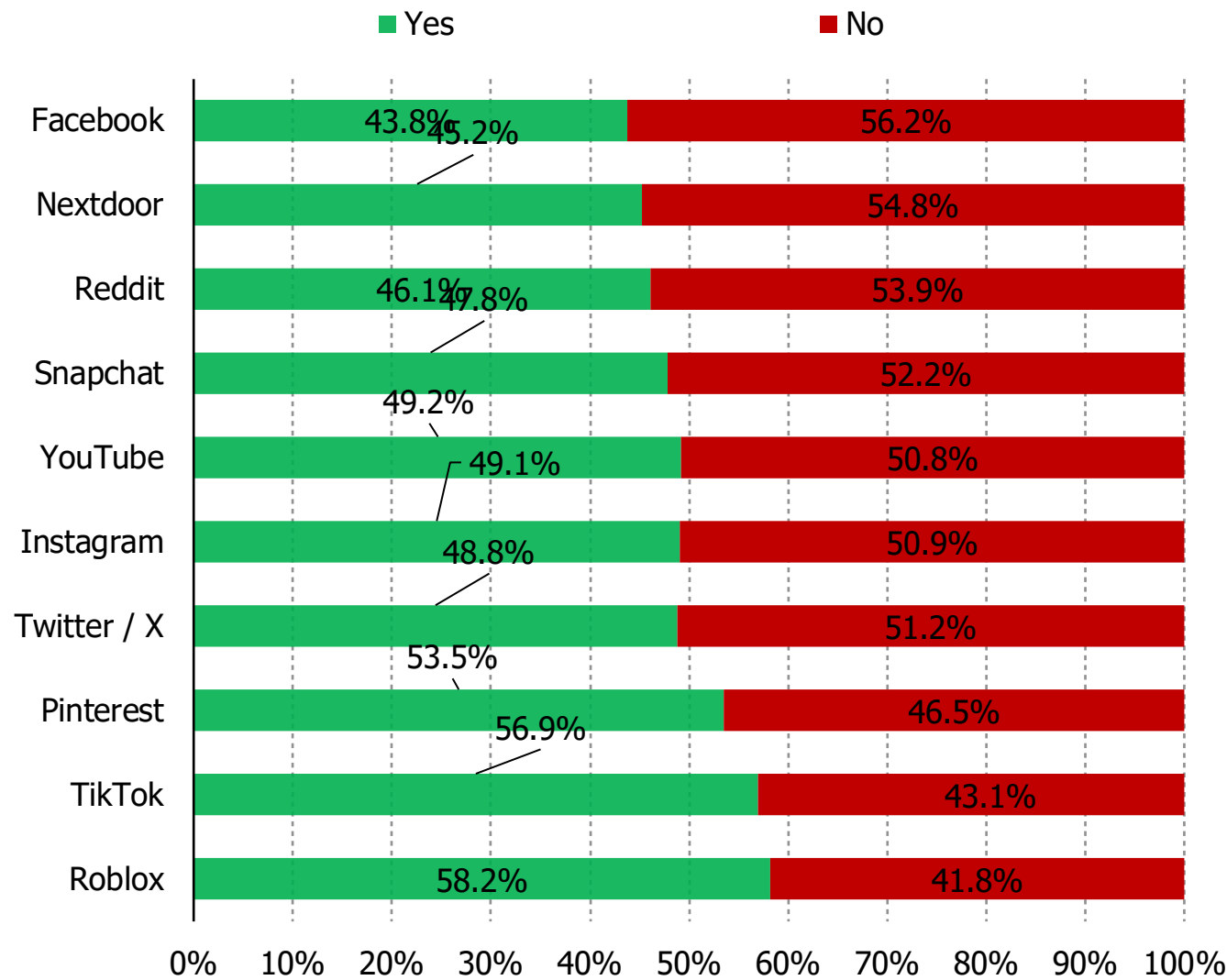
More likely to say yes



	N=
Roblox	110
TikTok	353
Pinterest	344
Twitter / X	287
Instagram	491
YouTube	787
Snapchat	297
Reddit	271
Nextdoor	177
Facebook	708

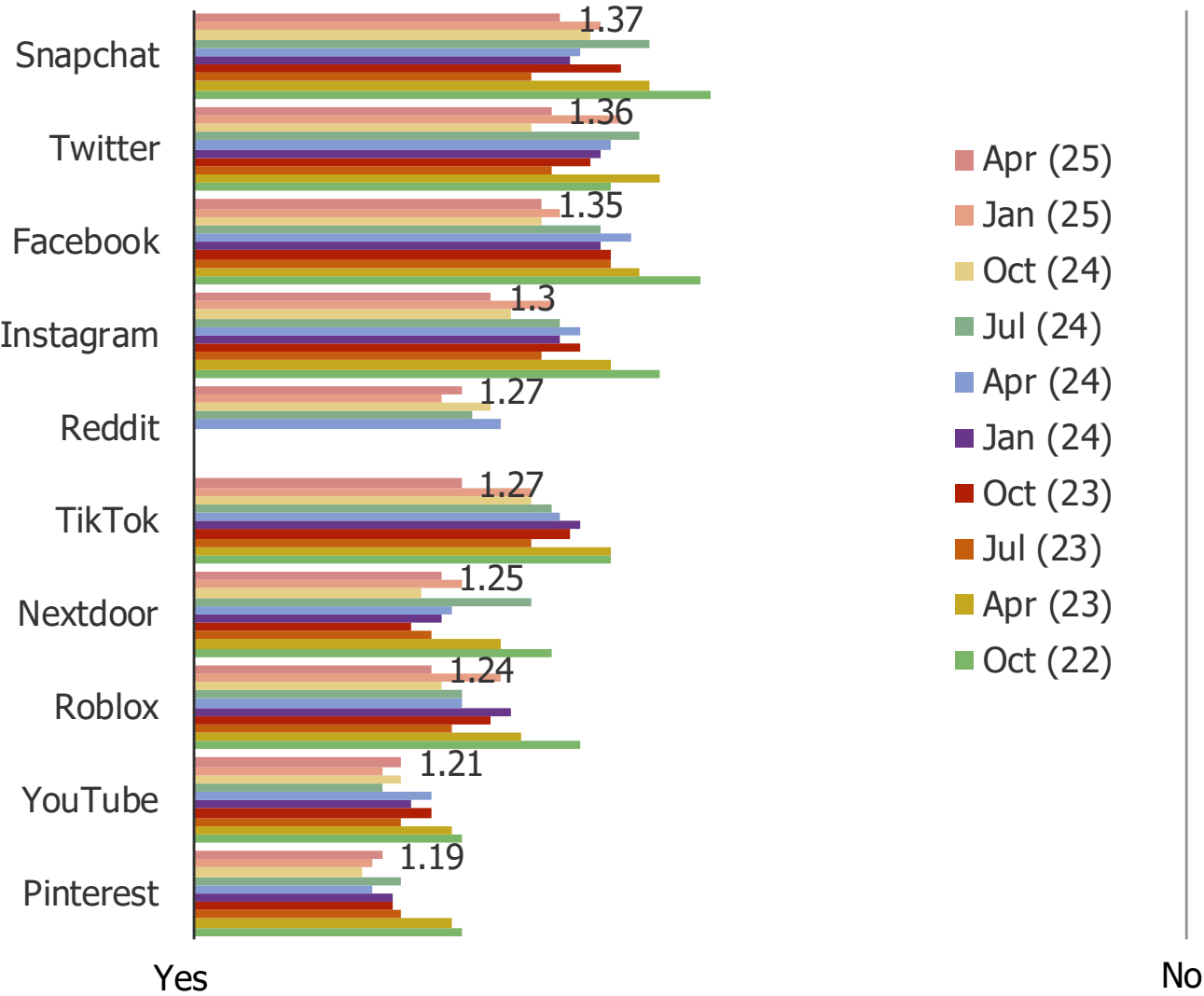
DO YOU FEEL THE FOLLOWING CARE(S) ABOUT YOU?

April 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.



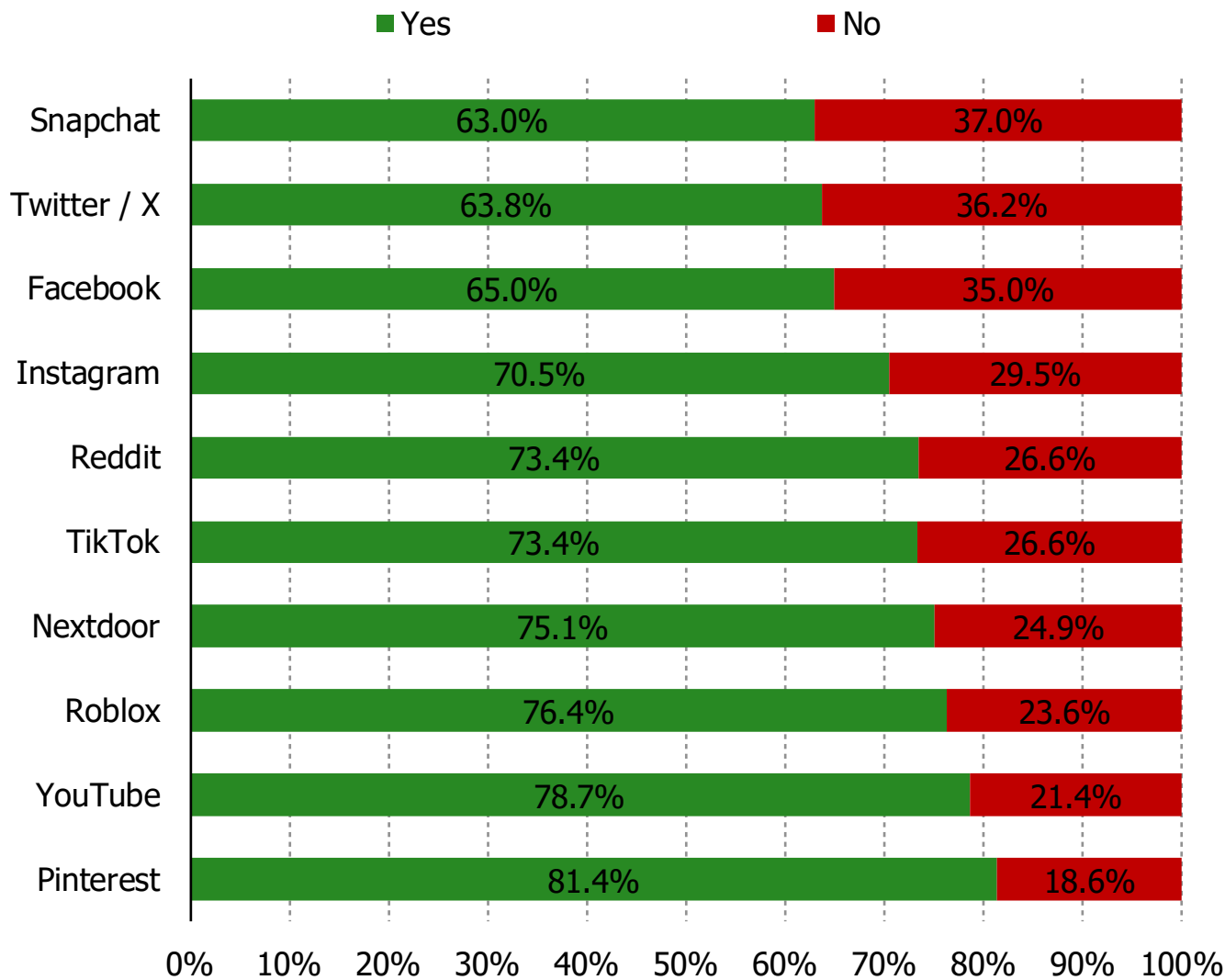
More likely to say yes



	N=
Roblox	110
TikTok	353
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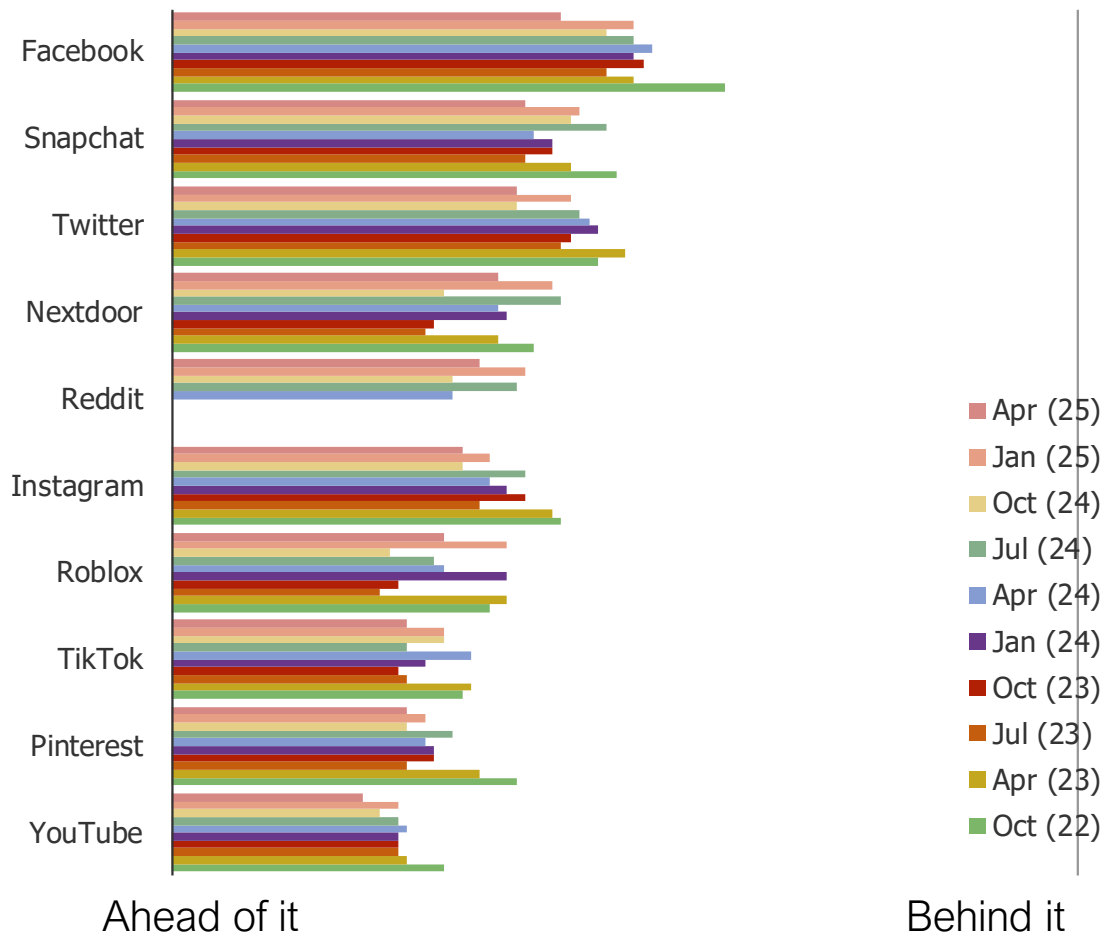
DO YOU FEEL THE FOLLOWING IS/ARE GOOD FOR THE WORLD?

April 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.



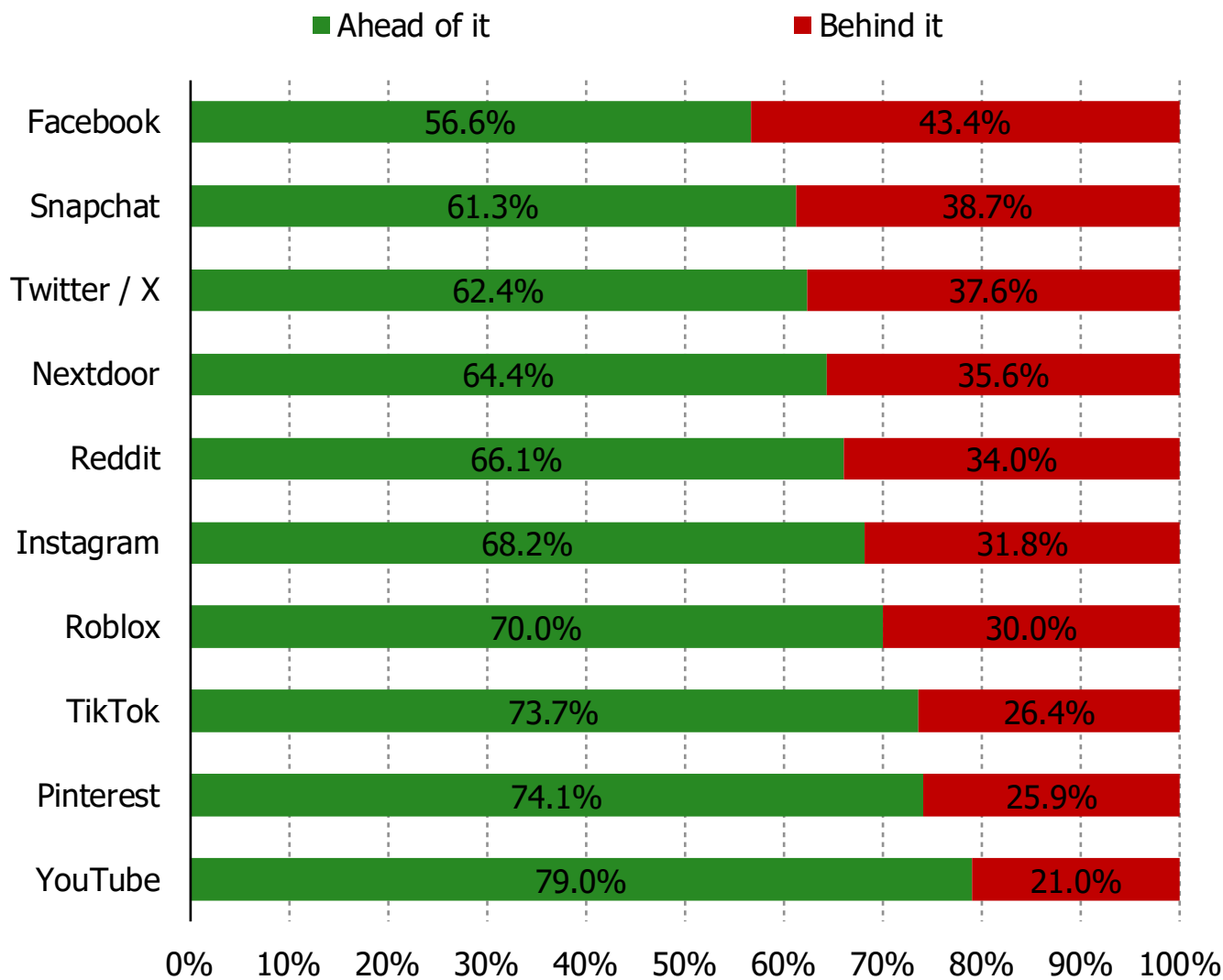
More likely to say ahead of it



	N=
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TikTok	353
Pinterest	344
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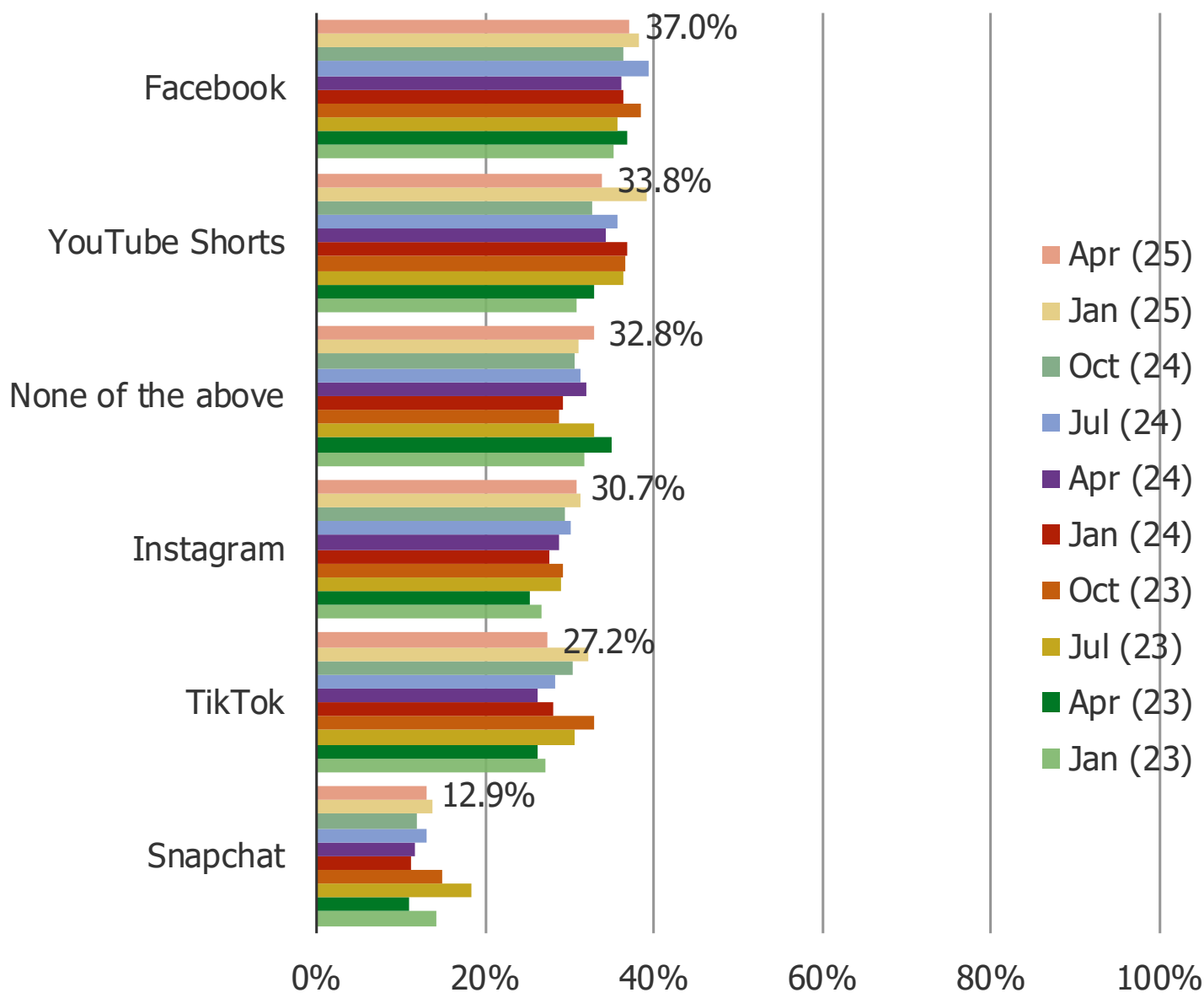
WOULD YOU SAY THAT THIS COMPANY'S BEST DAYS ARE AHEAD OF IT, OR BEHIND IT?

April 2025.



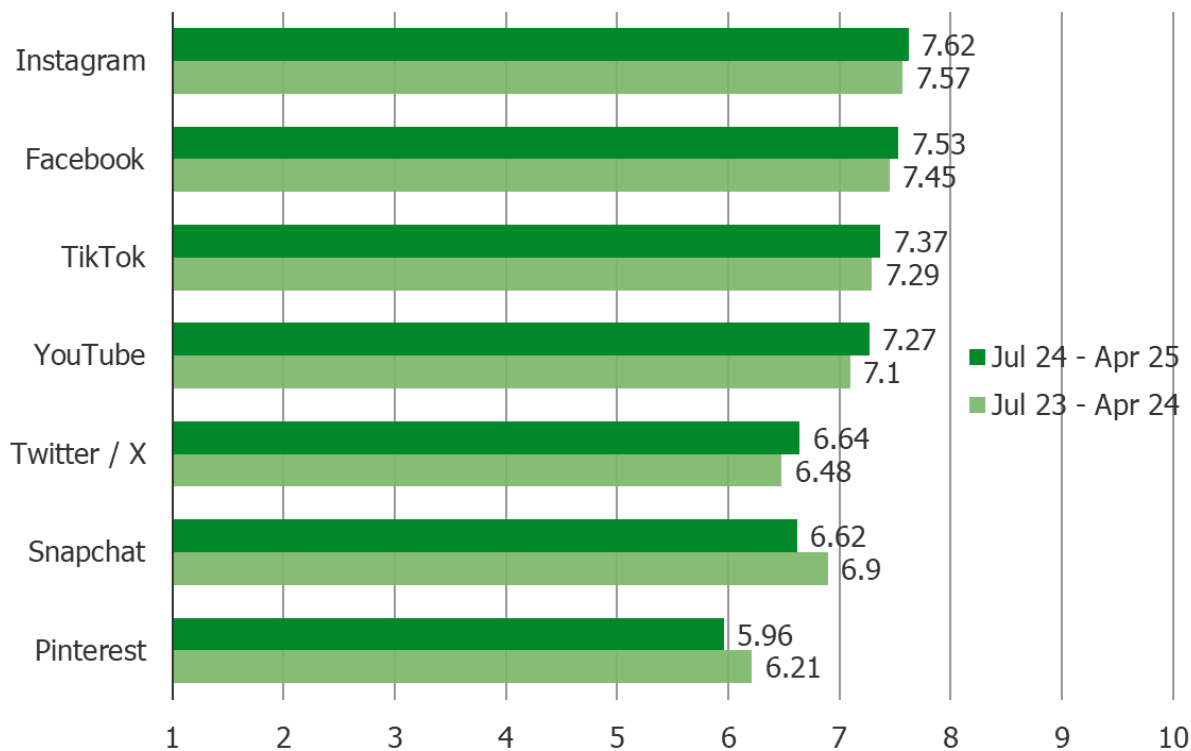
HAVE YOU WATCHED MULTIPLE VIDEO CLIPS IN A ROW ON ANY OF THE FOLLOWING? SELECT ALL THAT APPLY

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 = 357) and comparing to the 4 waves prior.



Respondents who have an account with ALL of the following:

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

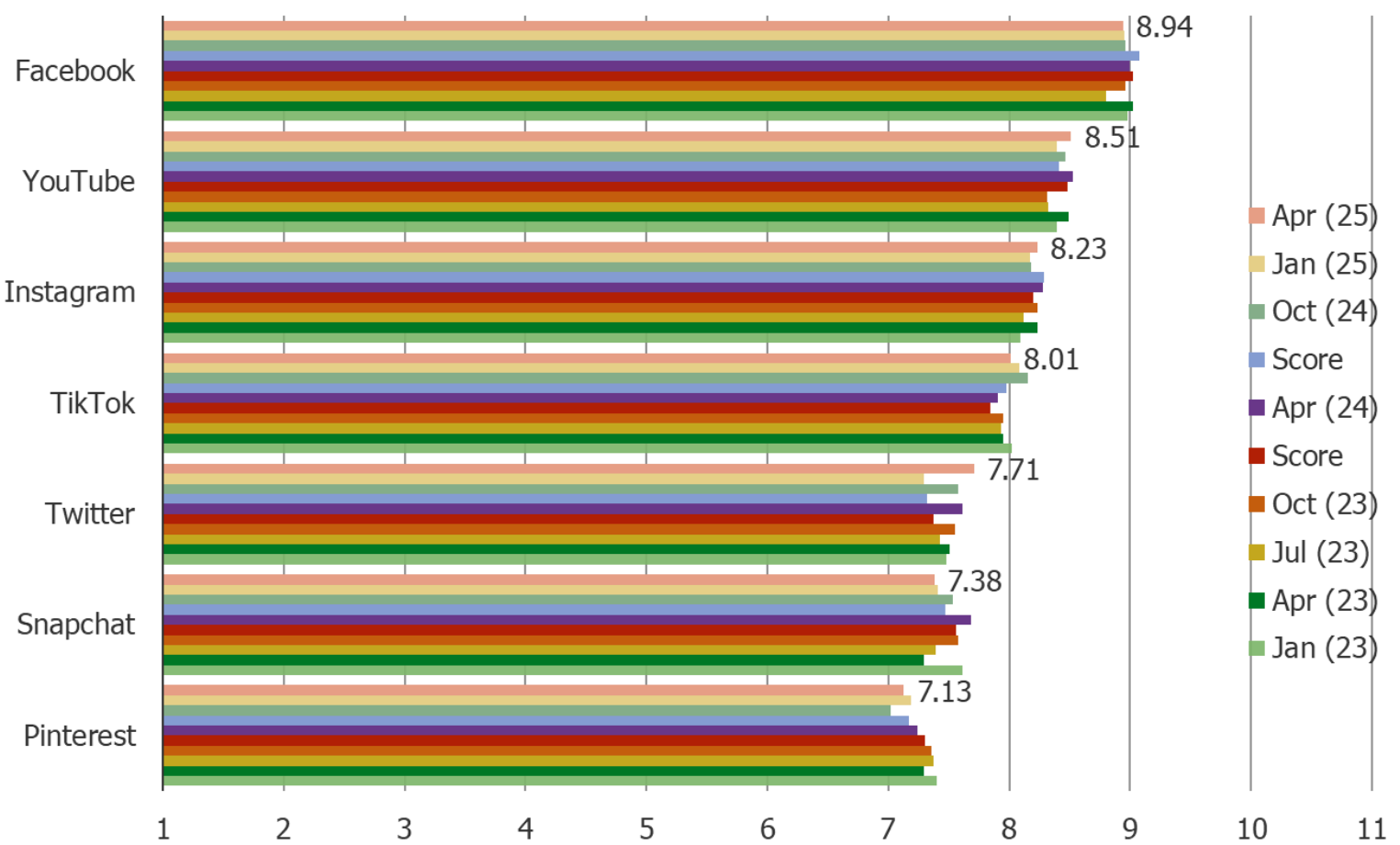
The higher the score, the better the ranking for when users of each platform ranked the order they open apps they use

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.



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.

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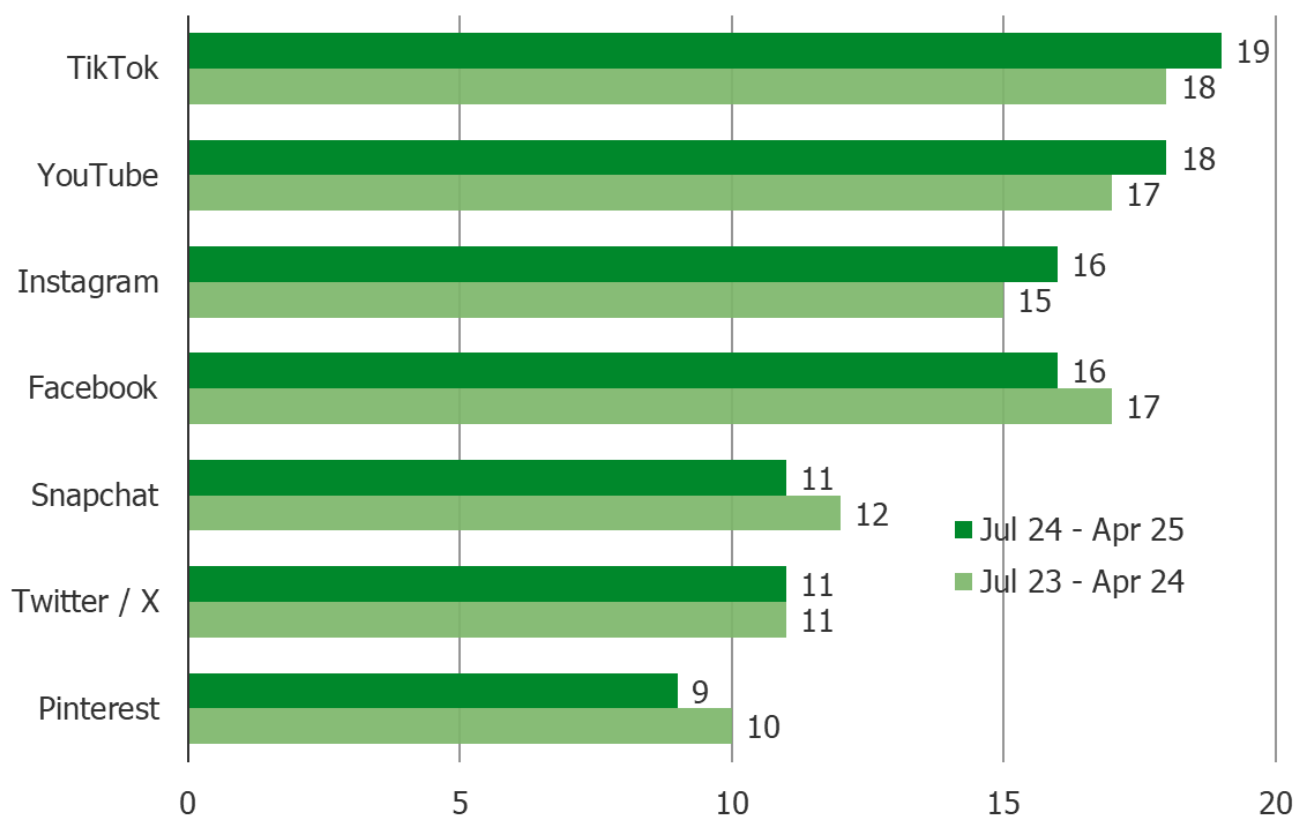
On the prior page, we isolated respondents who use ALL 7 platforms. In this chart above, respondents were only shown the platforms they currently use (and some respondents did not select all 7 platforms).

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 = 357) and comparing to the 4 waves prior.



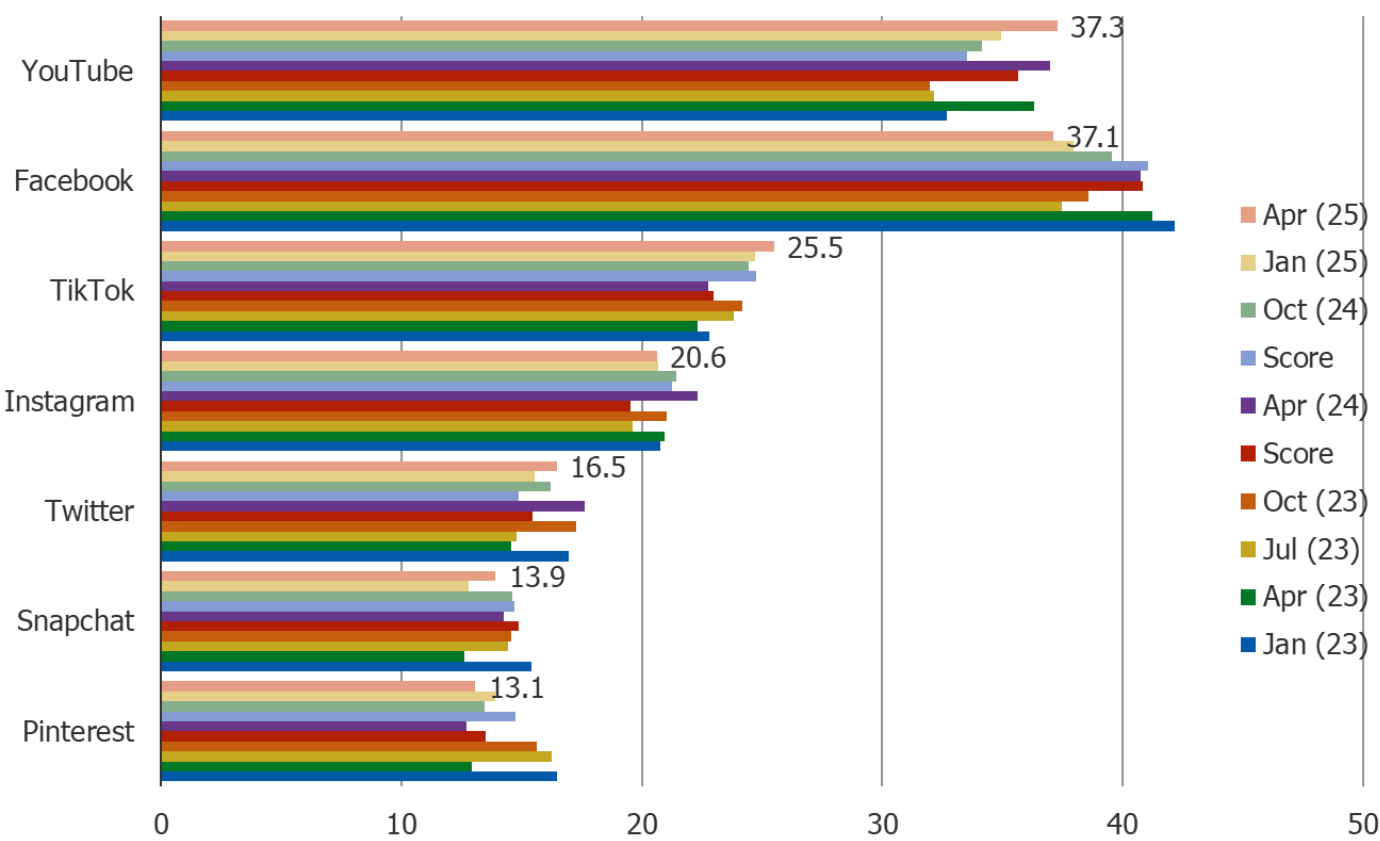
Respondents who have an account with ALL of the following:

- 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.

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.

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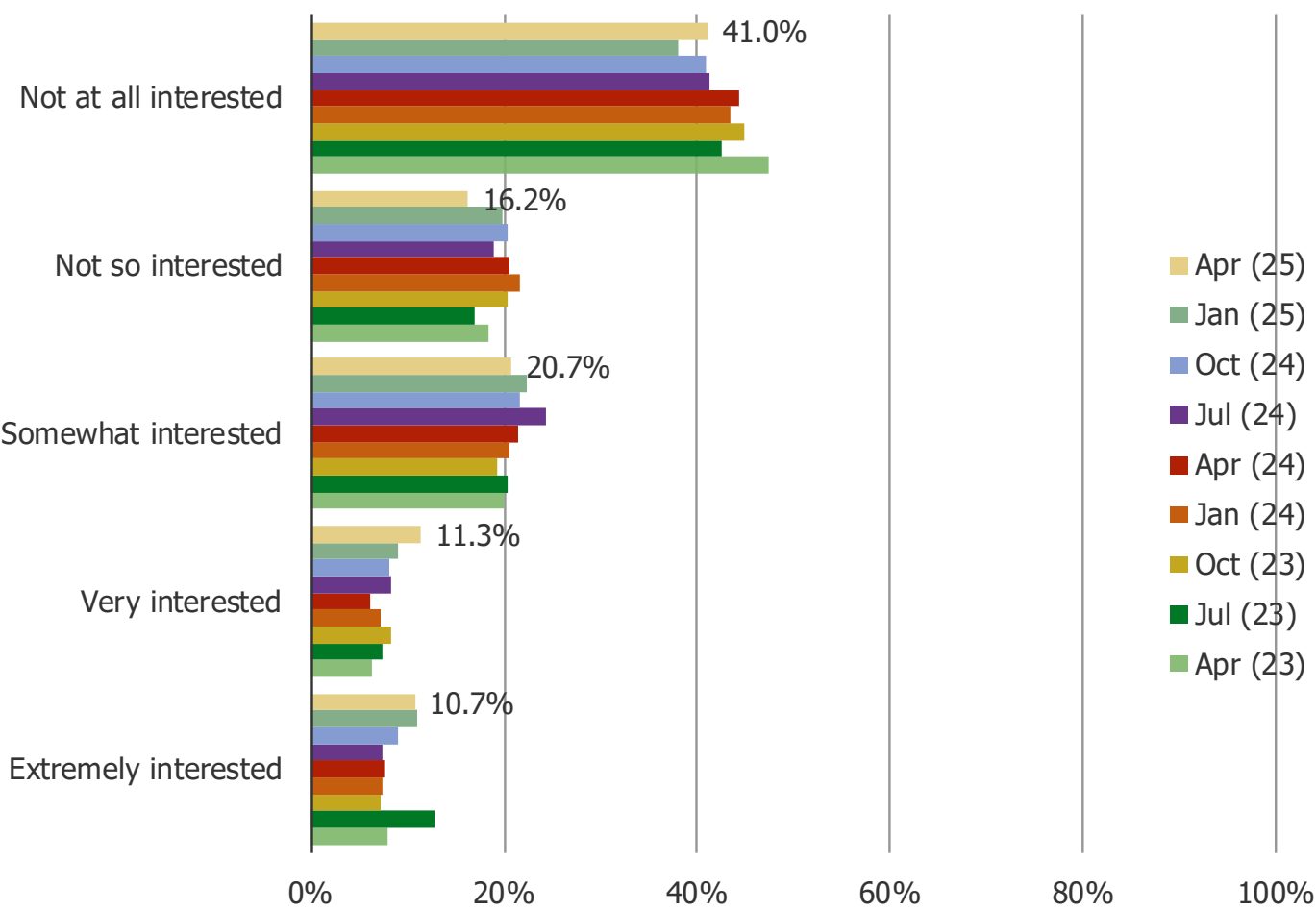
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VERIFIED ON SOCIAL

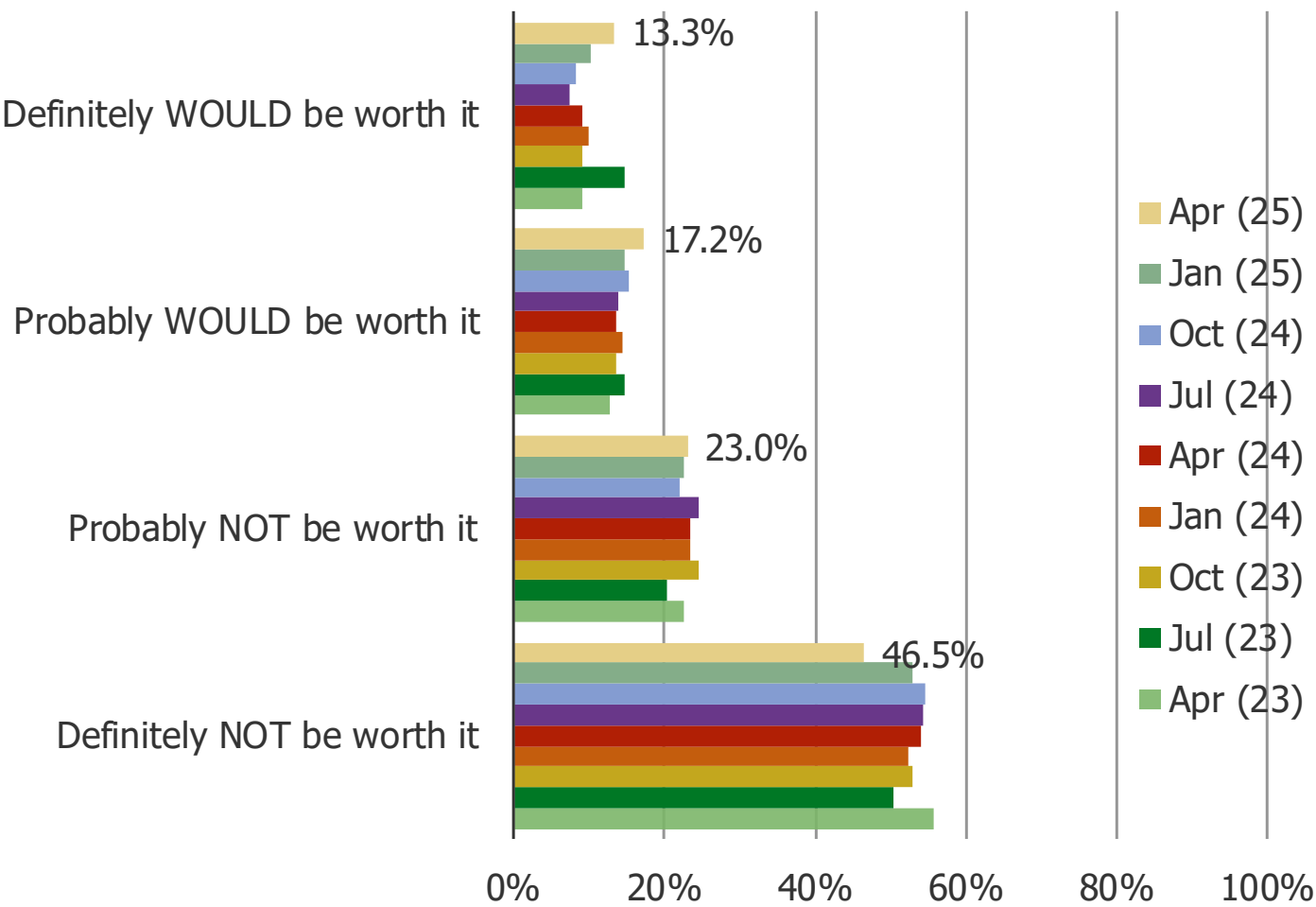
HOW MUCH INTEREST WOULD YOU HAVE IN HAVING A VERIFIED BADGE/TAG ON SOCIAL MEDIA?

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?

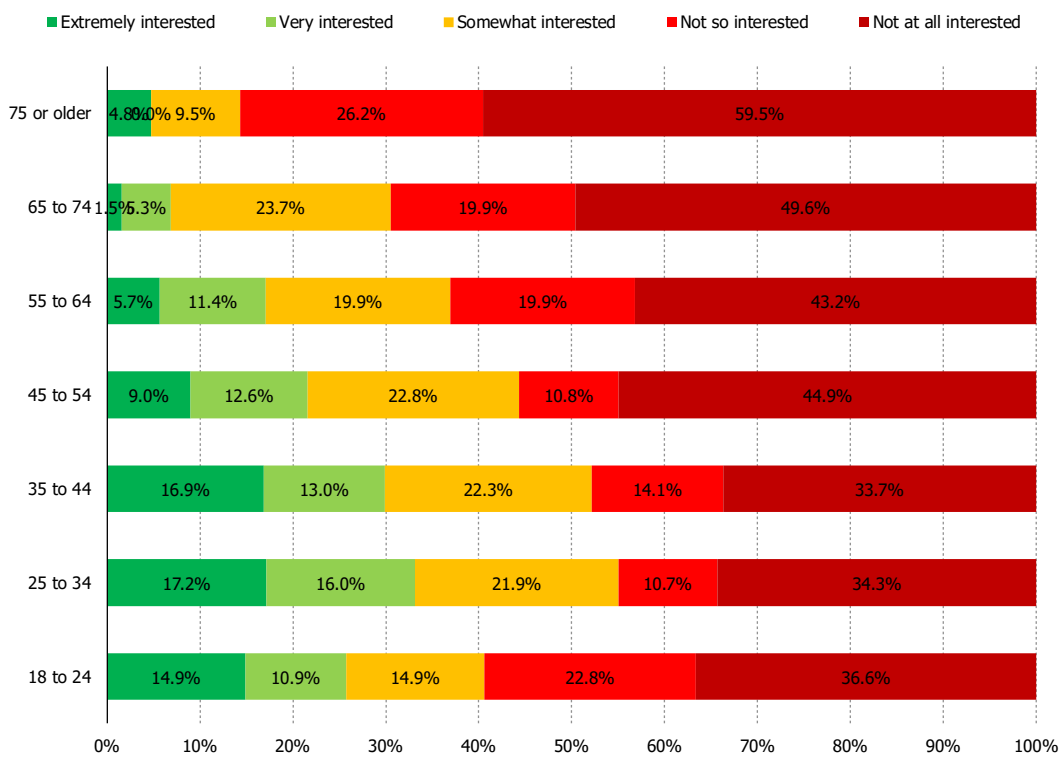
This question was posed to all respondents.



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

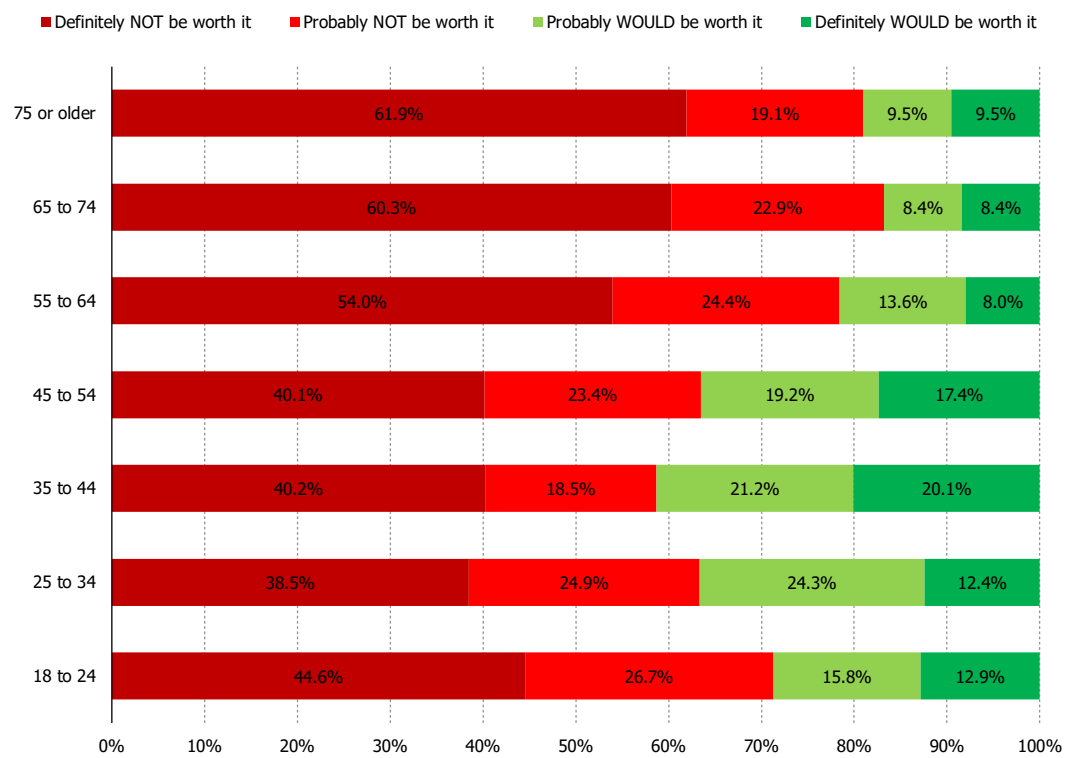
April 2025



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

April 2025



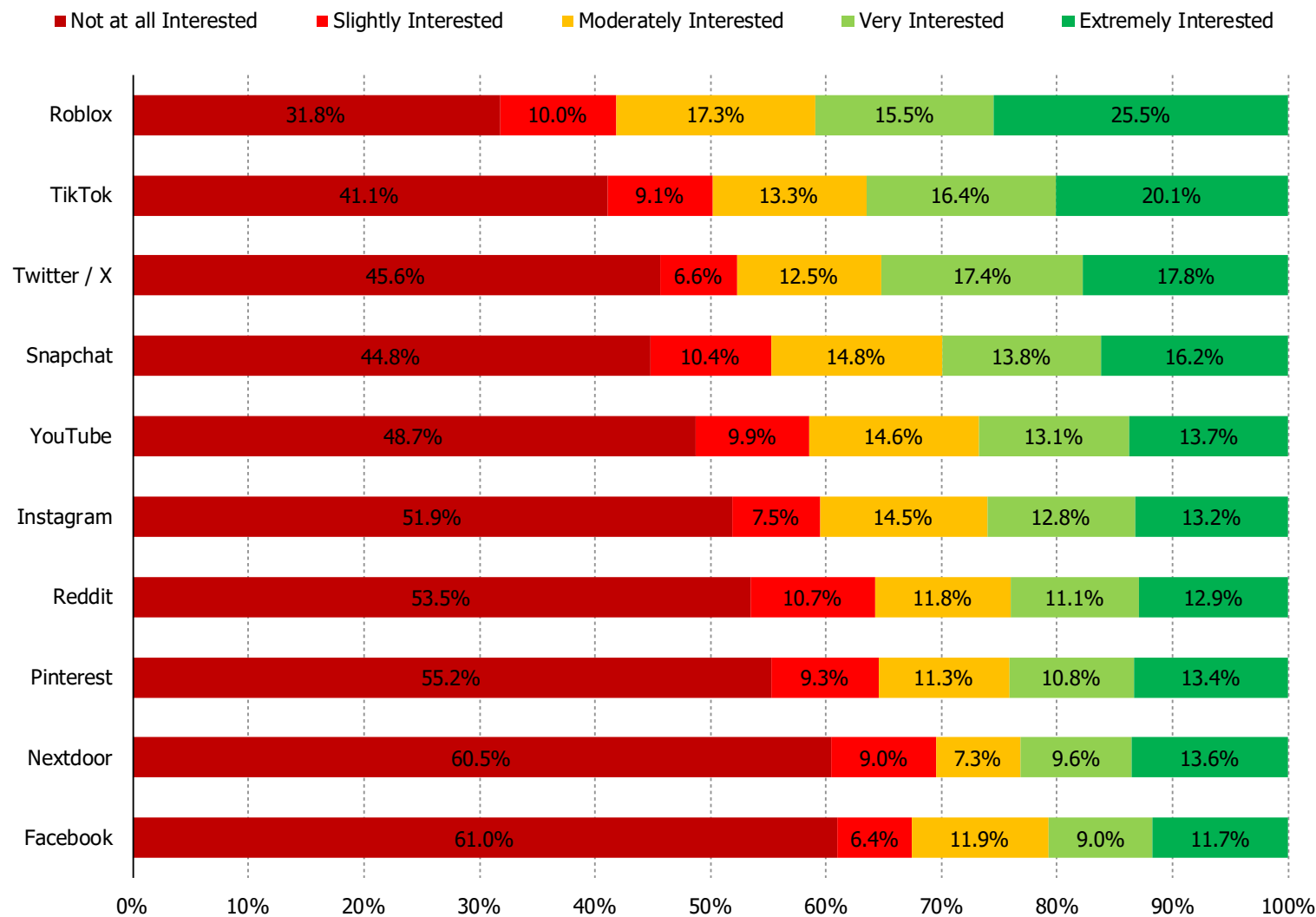


## WILLINGNESS TO PAY FOR SOCIAL MEDIA EXPERIENCES / SNAPCHAT+ FEEDBACK

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.

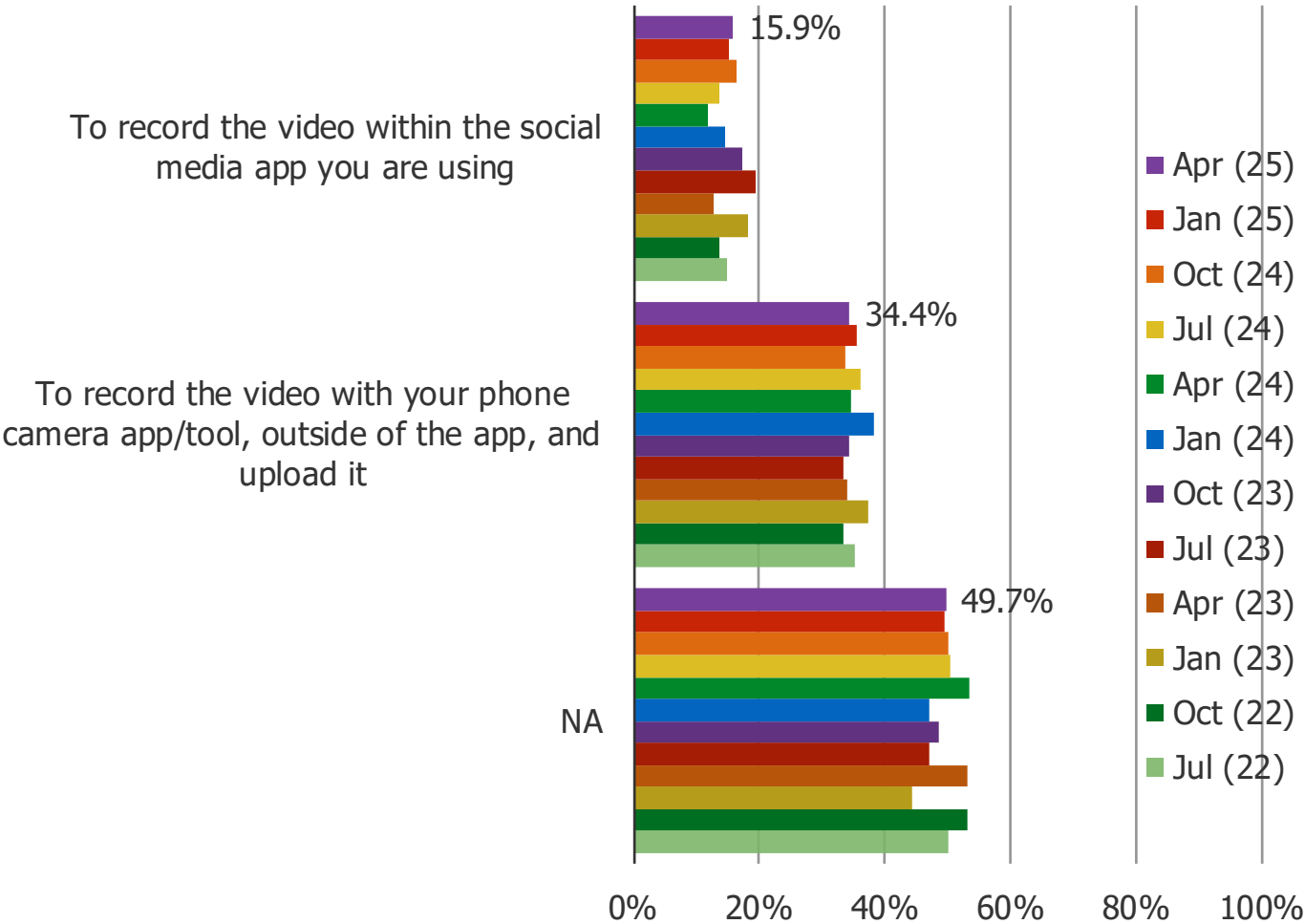
April 2025



## CREATING AND SHARING VIDEO ON SOCIAL MEDIA

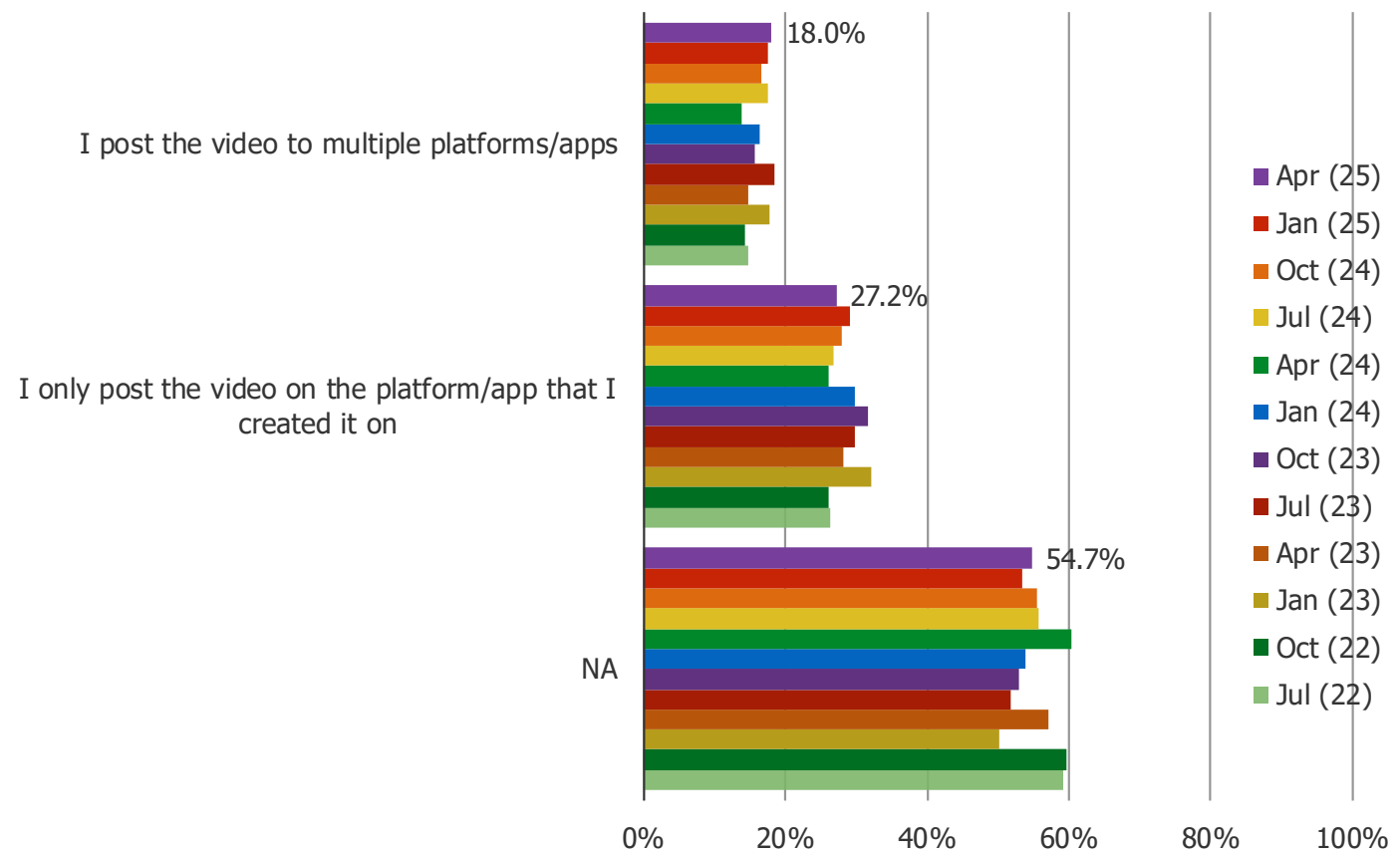
WHEN YOU CREATE VIDEOS TO UPLOAD TO SOCIAL MEDIA, WHICH DO YOU PREFER:

This question was posed to all respondents.



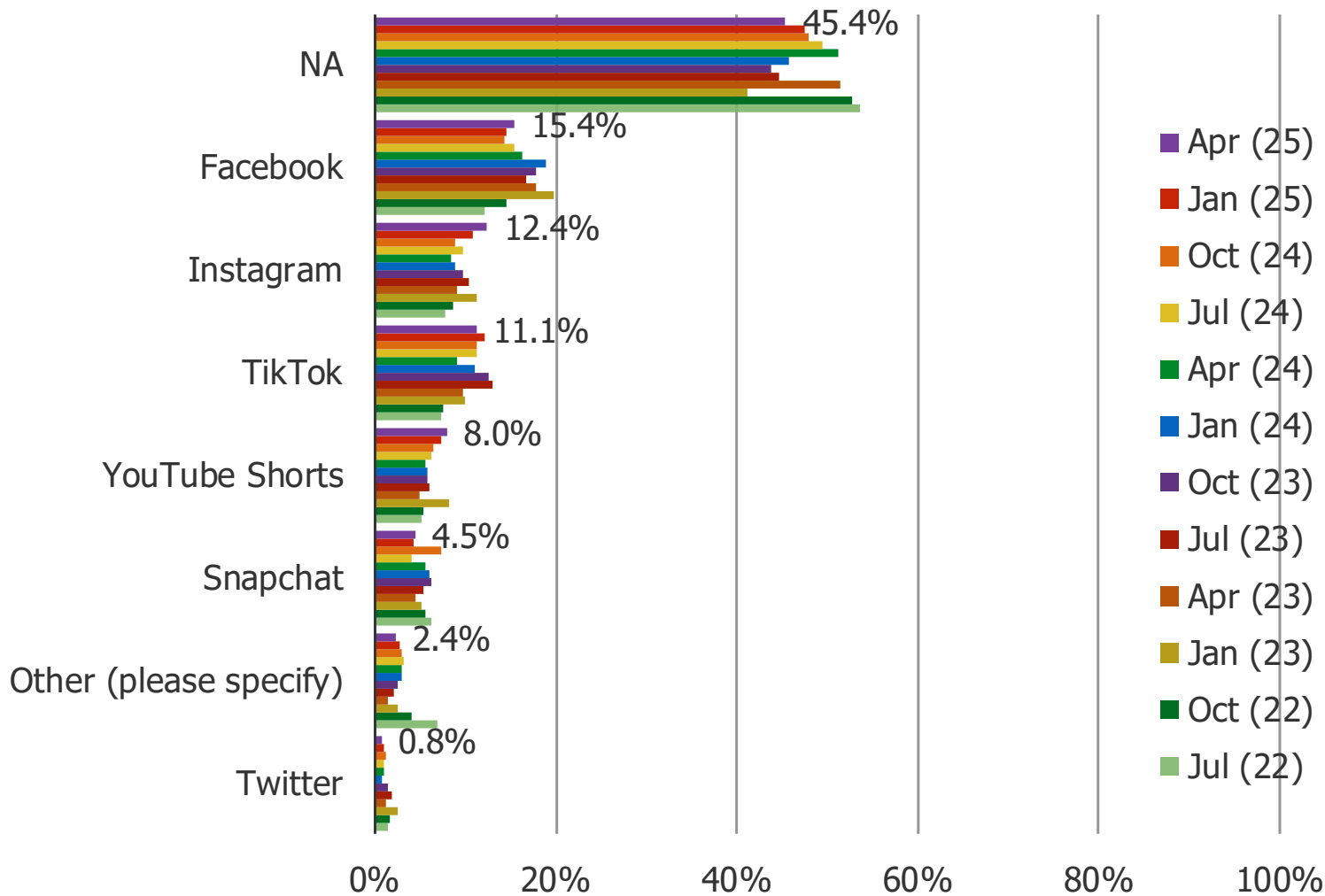
WHEN YOU CREATE VIDEOS WITHIN SOCIAL MEDIA PLATFORMS, WHICH BEST DESCRIBES YOU?

This question was posed to all respondents.



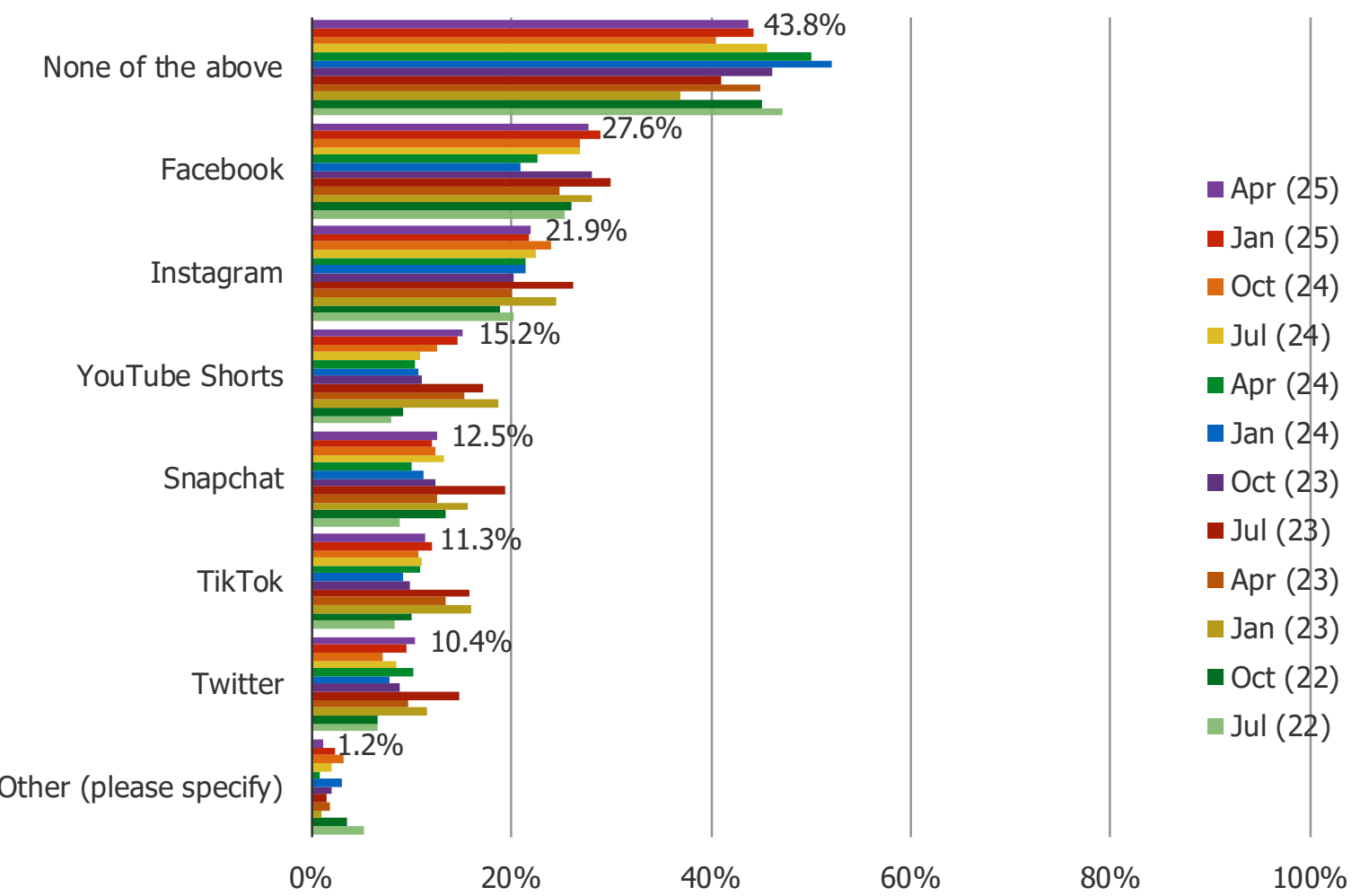
WHICH IS YOUR PREFERRED APP FOR CREATING VIDEOS?

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.

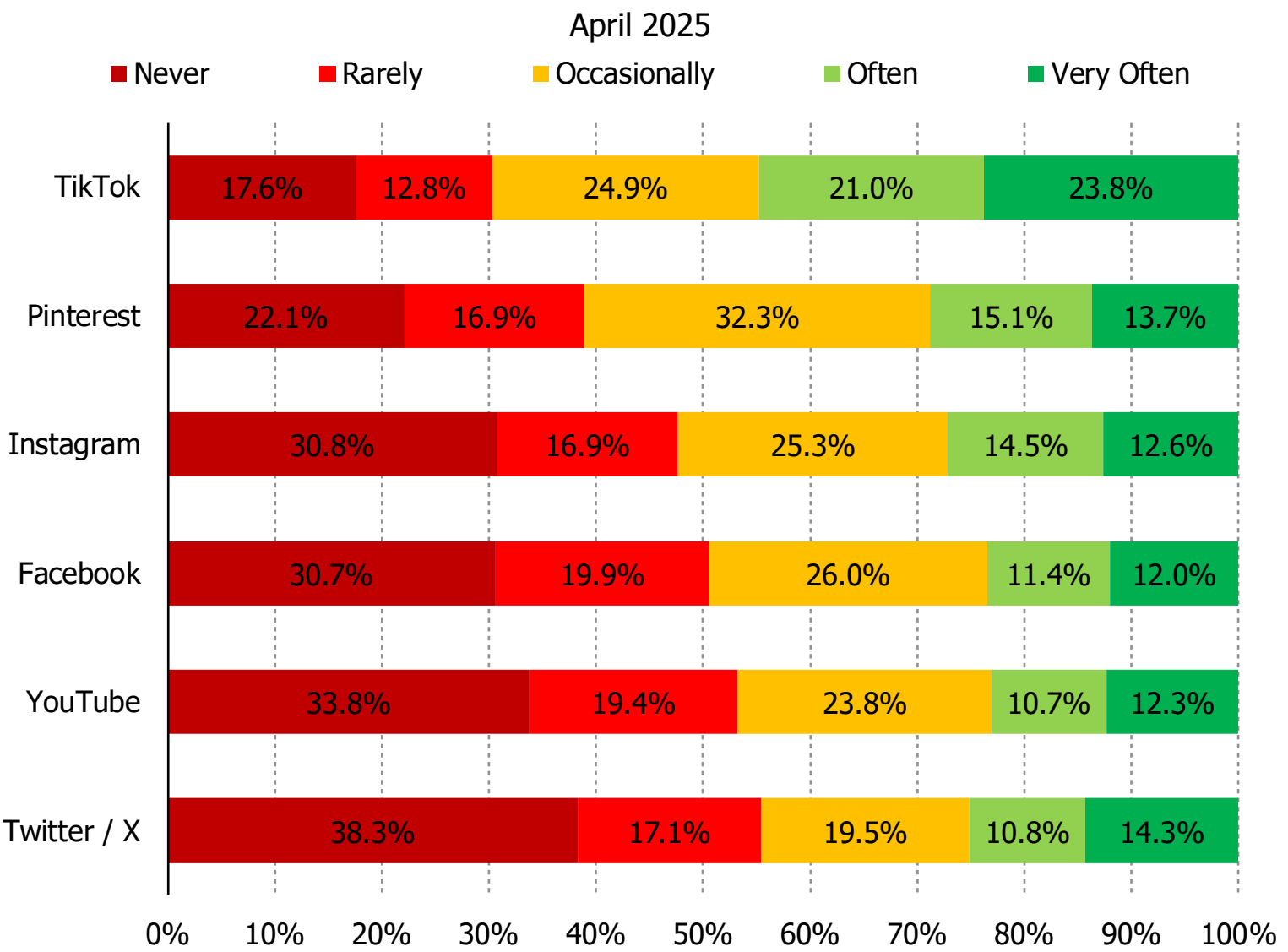


# SOCIAL COMMERCE / AUGMENTED REALITY AND SHOPPING



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

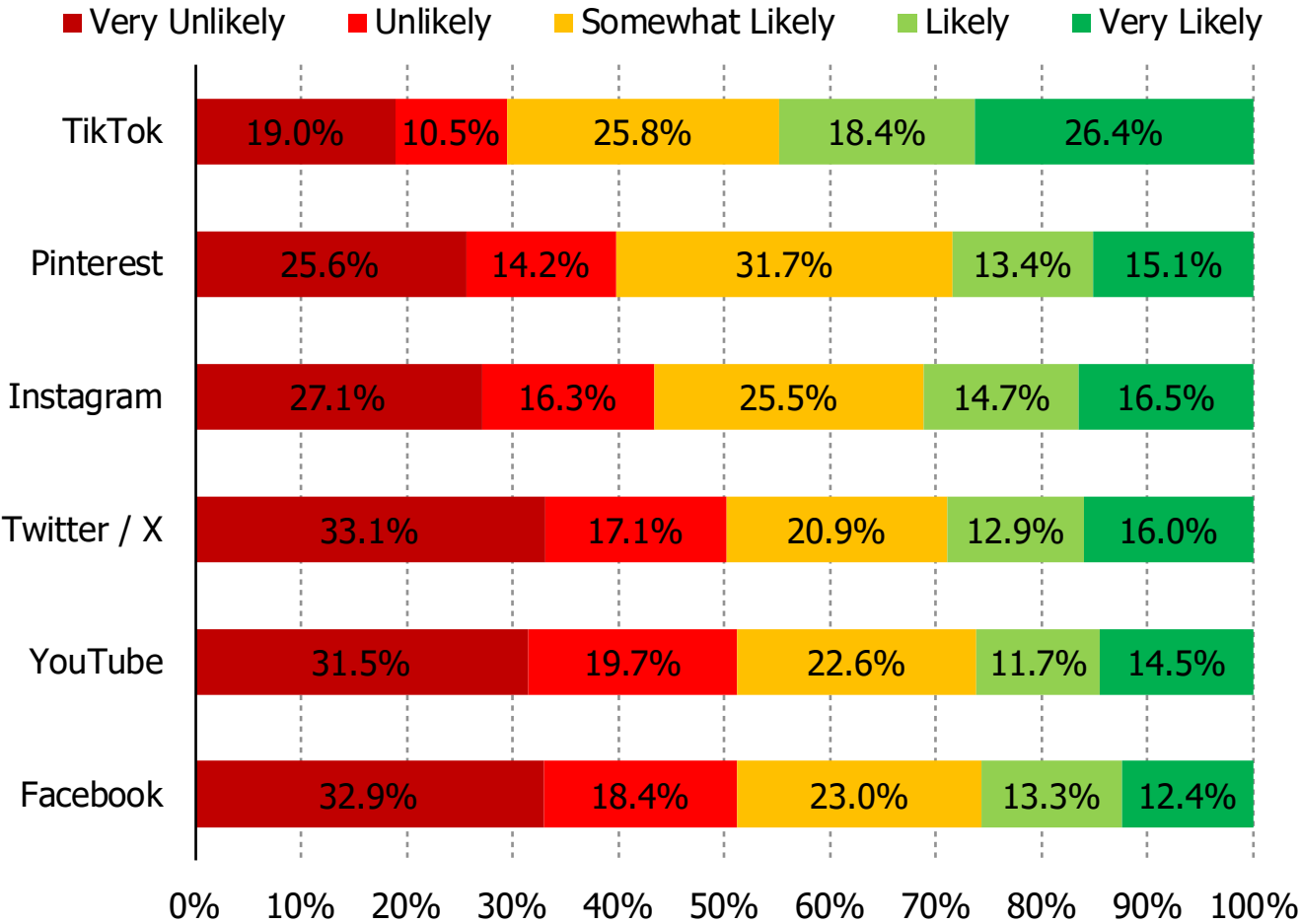
Posed to users of each of the following social media apps.



HOW LIKELY WOULD YOU BE TO BUY PRODUCTS FROM COMPANIES OR BRANDS ON SOCIAL MEDIA PLATFORMS (IE, CHECKING OUT WHILE STILL ON THE SOCIAL MEDIA PLATFORM, THROUGH THE SOCIAL MEDIA PLATFORM)

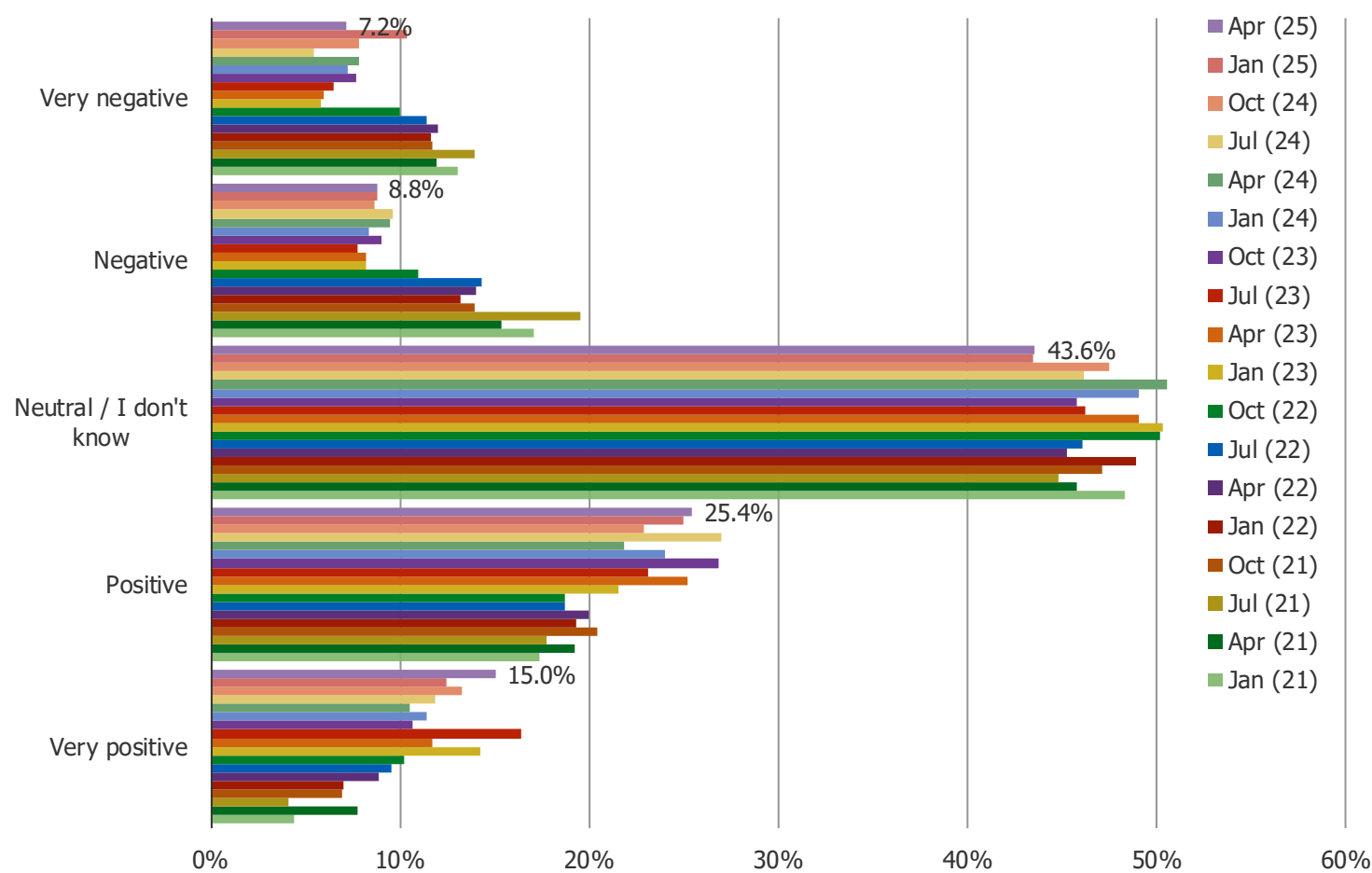
Posed to users of each of the following social media apps.

April 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)?

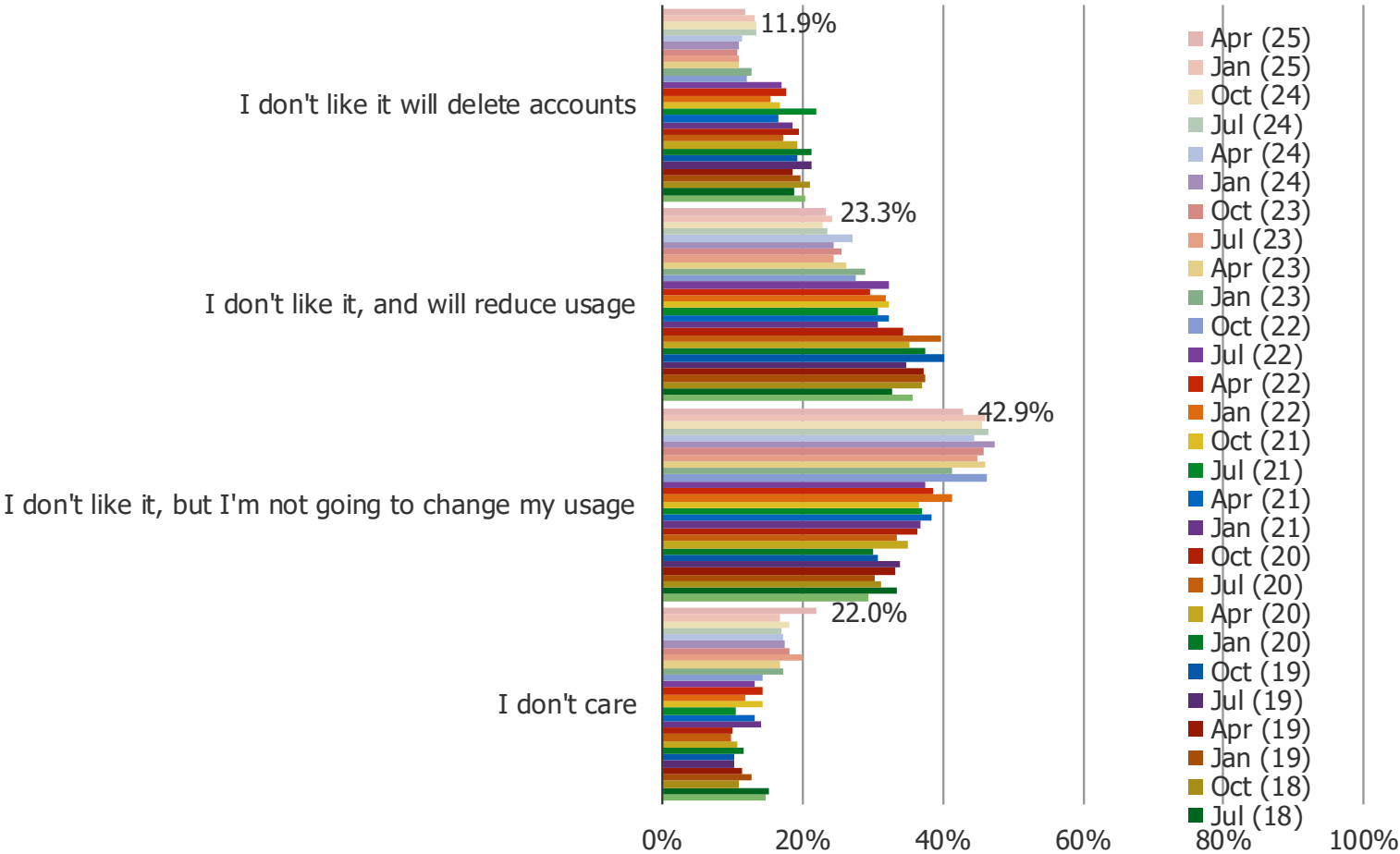
Posed to users of social media apps.



# 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)

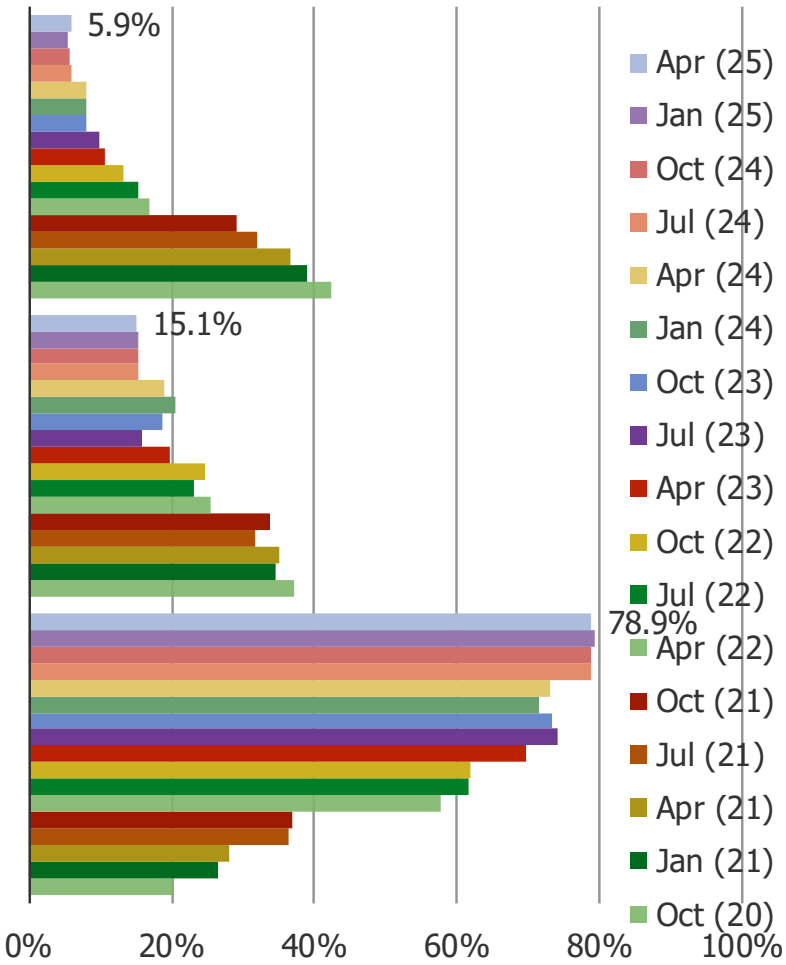
Posted to Instagram Users:



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

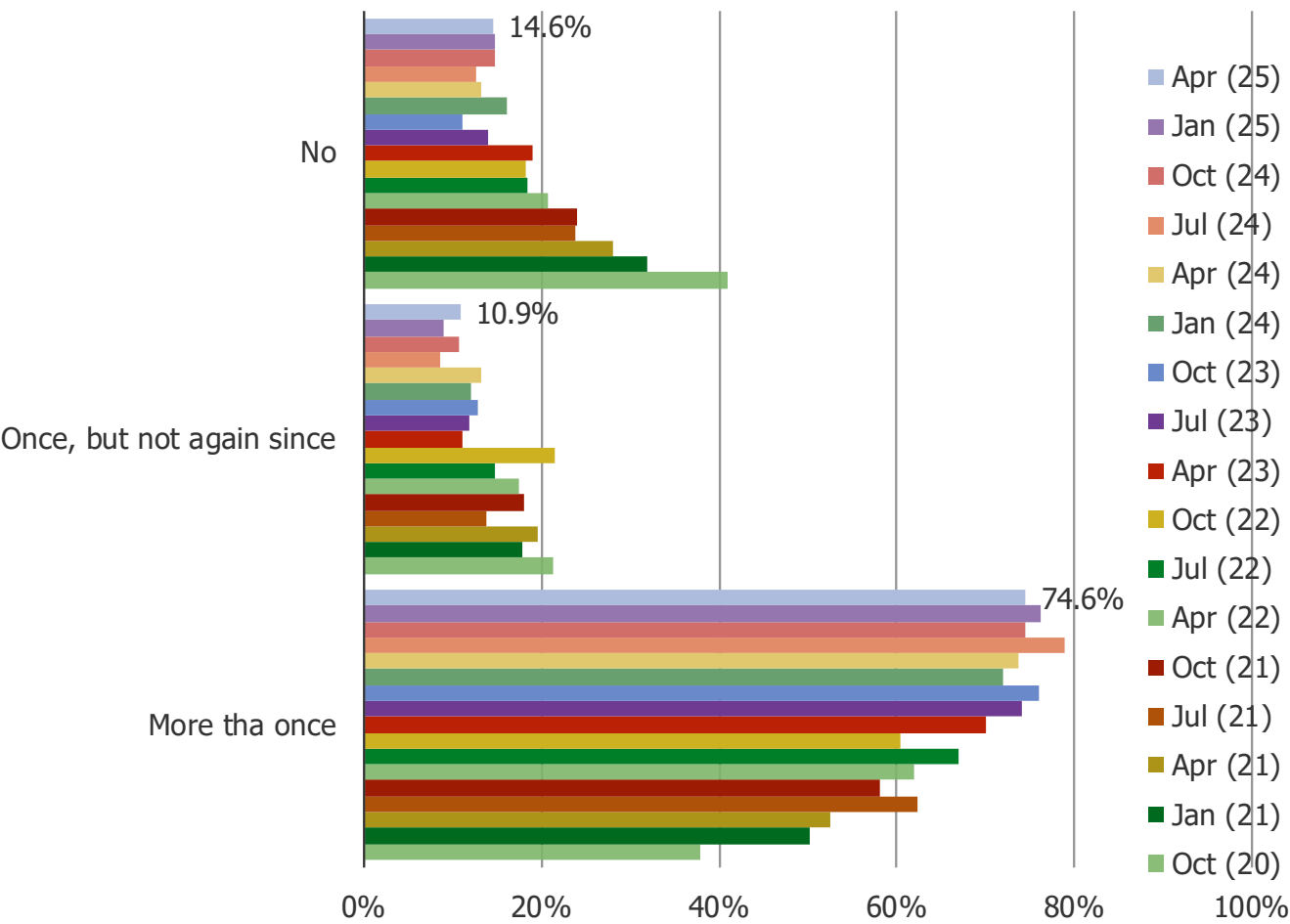
I've heard of it, but don't know much about it

I am familiar with Instagram Reels



HAVE YOU WATCHED/SEEN ANY INSTAGRAM REELS VIDEOS YET?

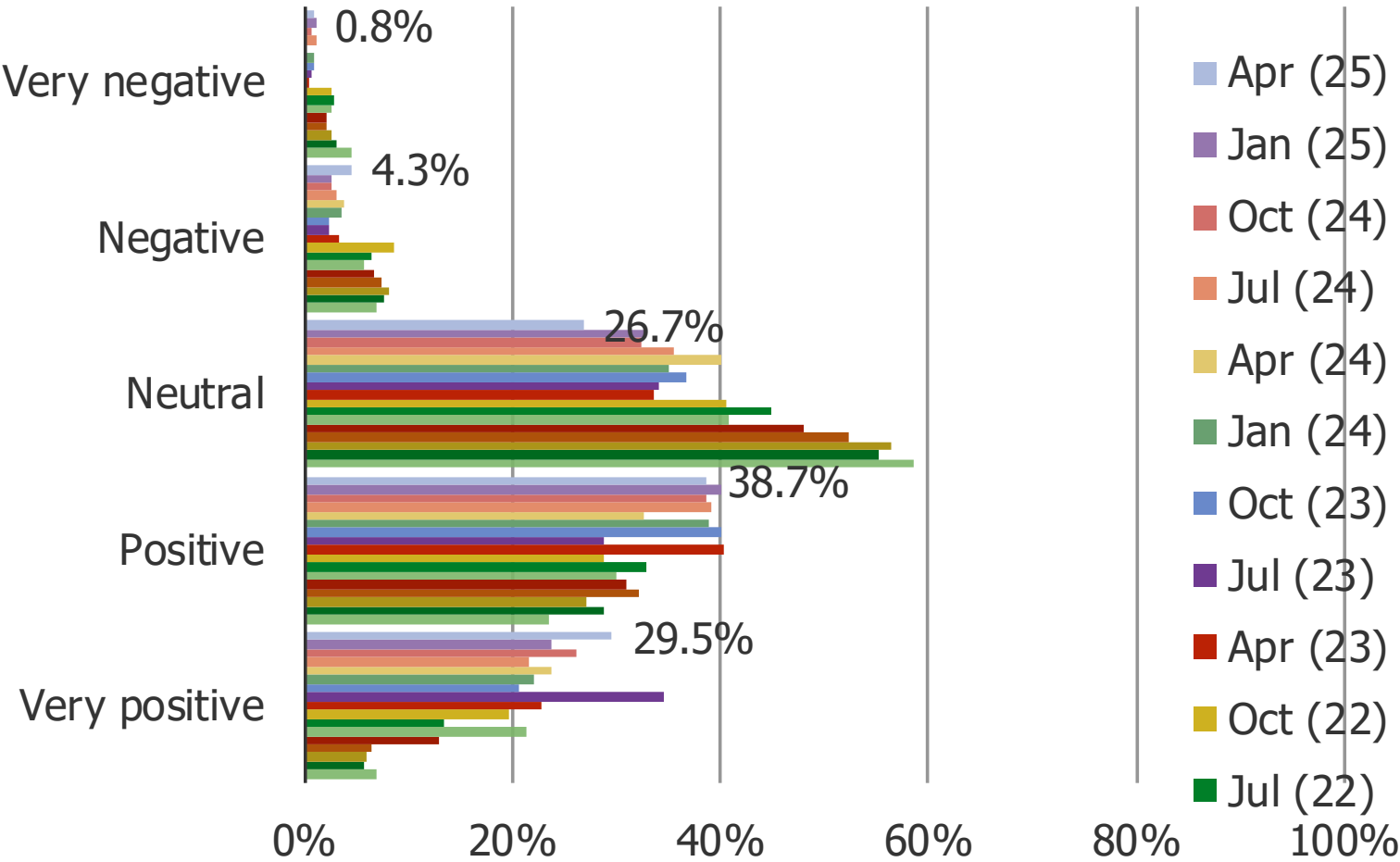
Posted to Instagram Users who have heard of Reels:





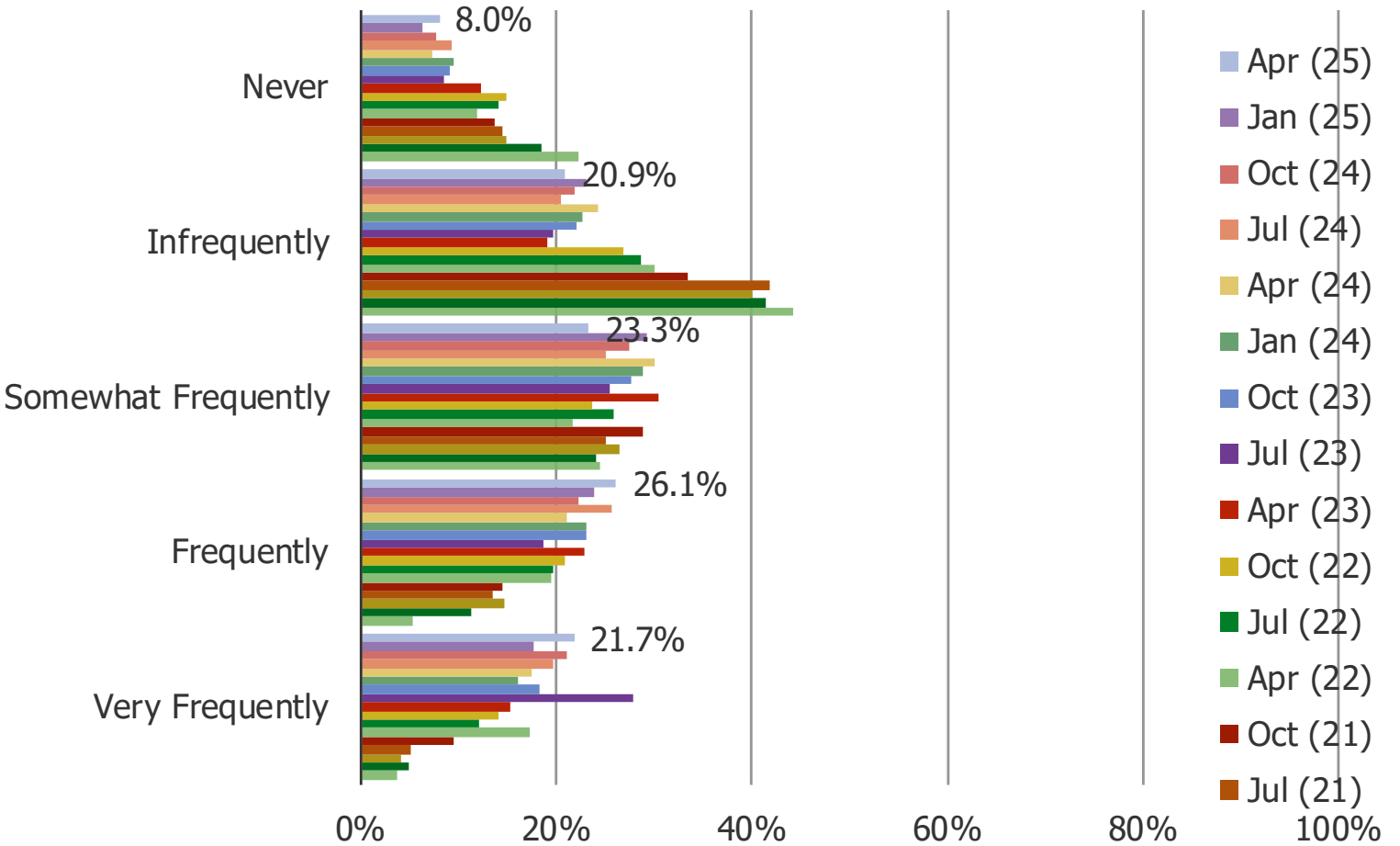
WHAT IS YOUR OPINION OF THE EXPERIENCE WATCHING INSTAGRAM REELS VIDEOS?

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



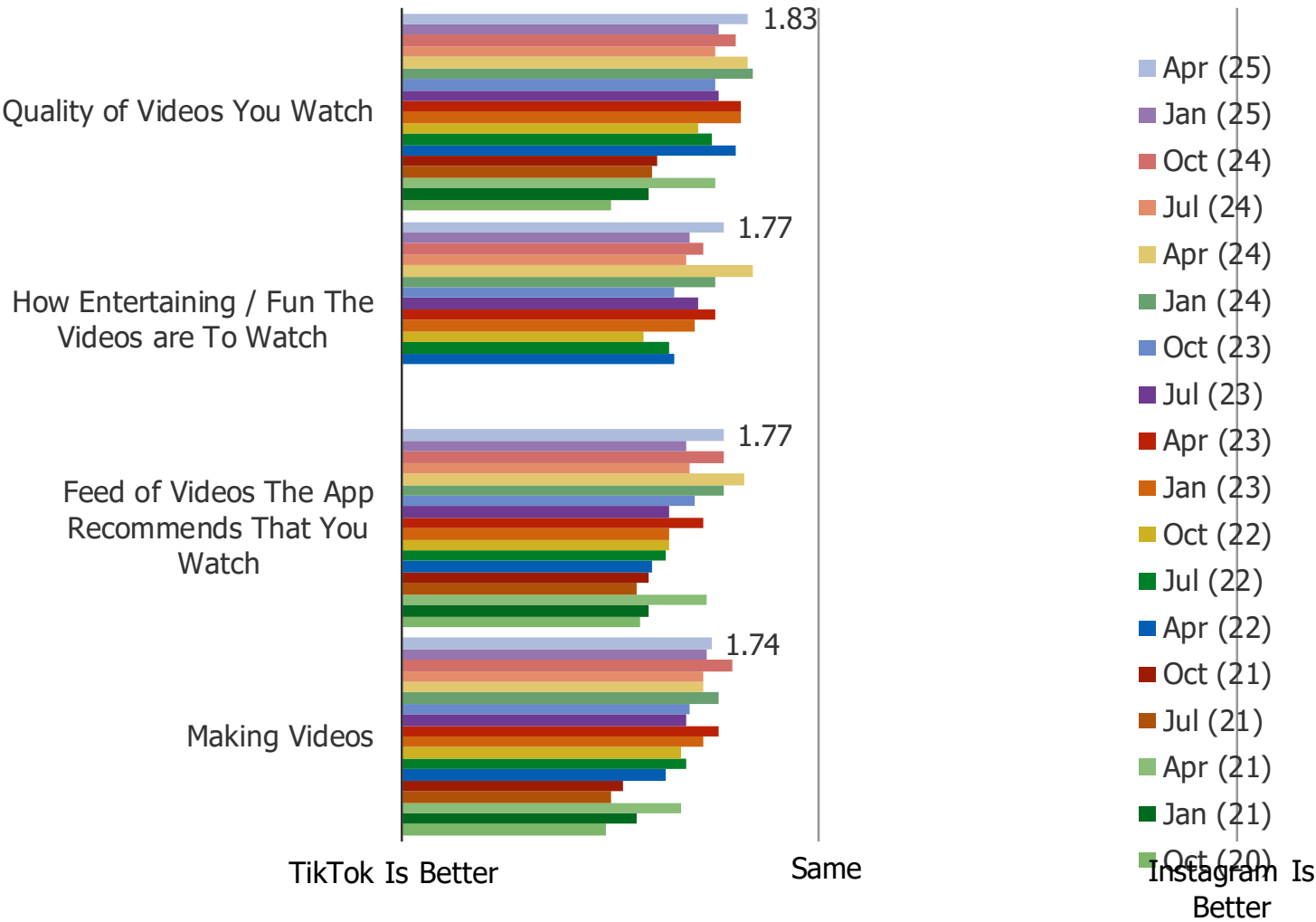
HOW OFTEN DO YOU EXPECT TO WATCH REELS GOING FORWARD?

Posted to Instagram Users who have heard of Reels:



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

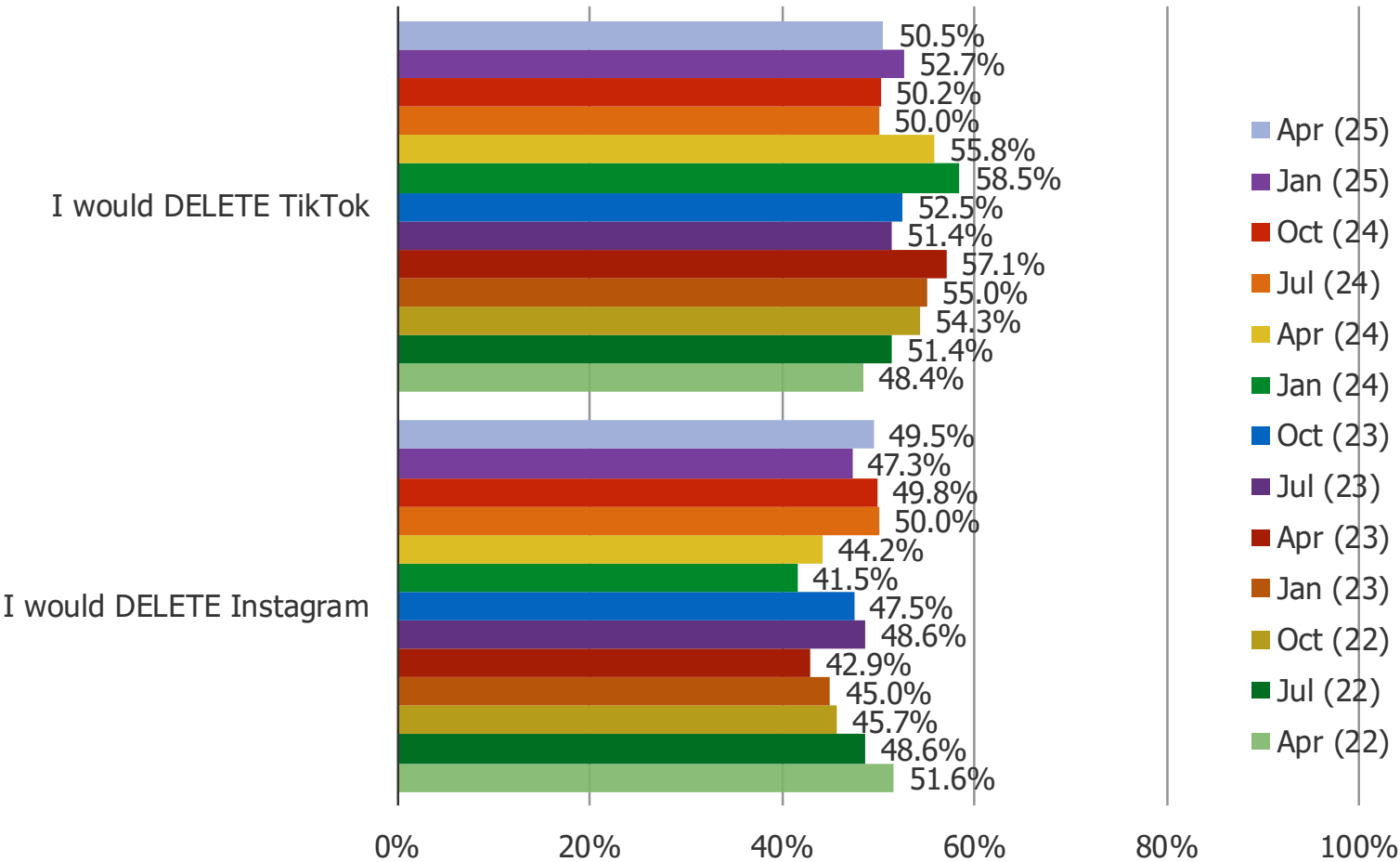
Posted to Instagram Users who have heard of Reels AND use TikTok:



## 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?

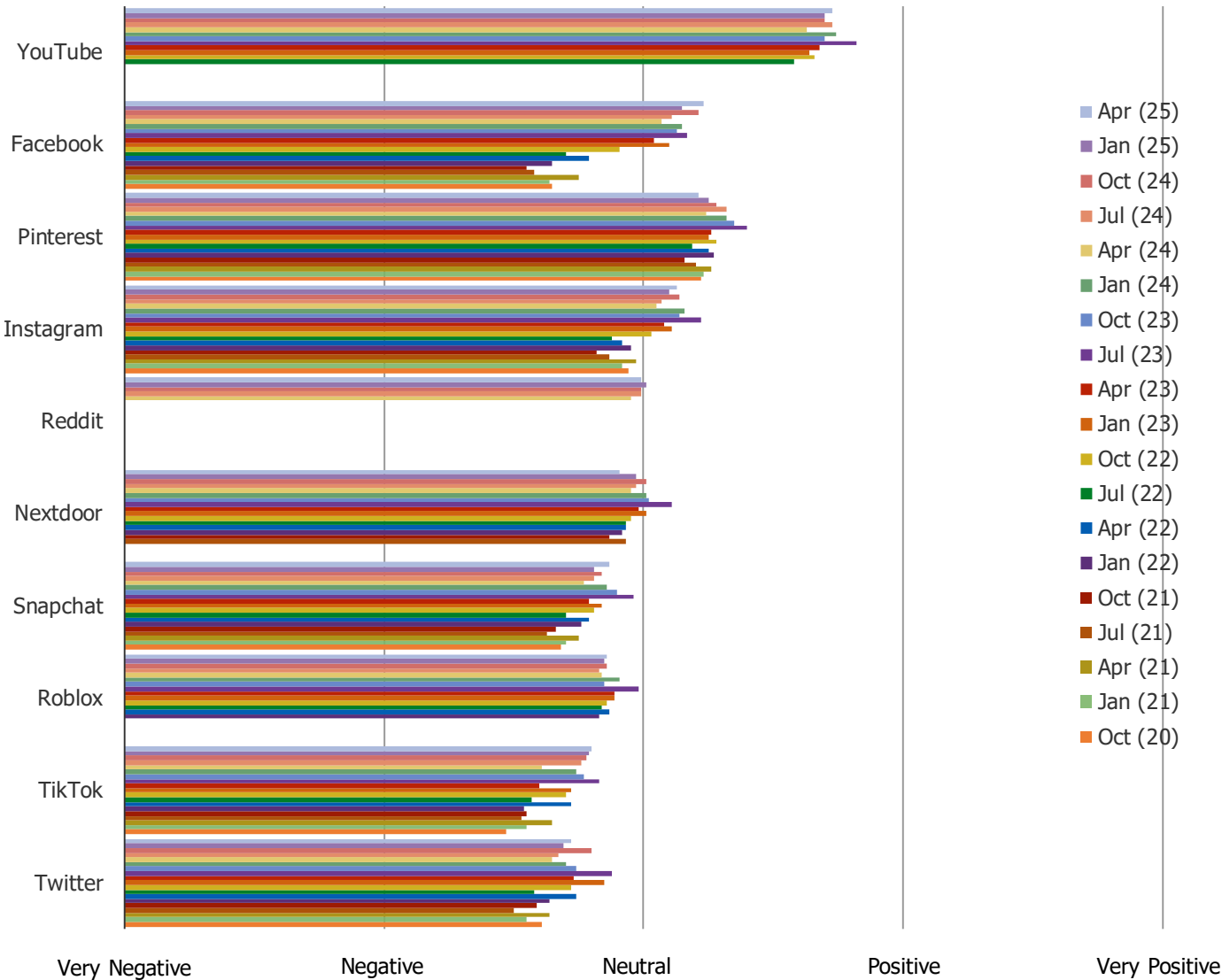
I do not use it as much as TikTok  
 Because i love tik tok and tik tok shop as well, better than instagram  
 I can't live without tiktok  
 I love tik tok more  
 Because I don't really use Instagram for anything too important  
 I would delete Instagram rather than Tik Tok because I use Tiki Tok significantly more than Instagram  
 Cause I use it less  
 I don't use it as much as tik tok  
 Instagram is boring and went downhill over the years  
 Boring  
 I may delete instagram but it will be hard for me to do  
 Do not use much  
 It causes problems in relationships  
 Because they don't have much entertainment  
 I don't care for it as much  
 TikTok is more interesting to me.  
 Not as entertaining  
 I learn more from TikTok  
 Because tiktok is better overall  
 Like it more  
 Because tictok is more fun and easy to use.  
 I use TikTok more often than Instagram, and buy things on TikTok (I don't on Instagram).  
 Tiktok is more enjoyable  
 I find tiktok more entertaining  
 I use TikTok more often  
 It's not that good as the other  
 I love my tik tok  
 It's because it has no impact on my life  
 Because it was not like others  
 I use it the least  
 I don't fancy it that much  
 I get more from TikTok right now  
 Because tiktok is okay  
 I don't be on Instagram like that  
 TikTok is more of my news outlet  
 I'm on tik tok more  
 I have Facebook so I can live without Instagram  
 I use it less  
 Instagram has more relevant contents  
 I love tik tok  
 There are more options on TikTok  
 I use TikTok more  
 TikTok is more informative so I would keep it

**RESPONDENTS WHO WOULD DELETE TIKTOK AND KEEP INSTAGRAM, WHY?**

Everything is on Instagram  
I use instagram more  
IT IS NEW TO ME BUT FUN, BUT I WON'T TRADE INSTAGRAM  
I use instagram way more and TikTok is in the mix of people don't know if they should use it or not  
I don't use it as much  
I use instagram for business  
Instagram is better  
I barely use tiktok  
I use instagram more  
Because it consumes Time  
Because the other one is more relevant than it in every aspect  
I feel like I use instagram more  
I have had Instagram for longer.  
Because I like instagram features  
Because I rely more on Instagram to maintain connection with many friends all over the world  
I love instagram I have a personal connection with  
I use instagram more  
Because i use instagram more to keep up with friends  
Because I use Instagram more than Tik tok  
I dont use it  
I use instagram more.  
Instagram has more utility for me  
I love instagram reels more  
I dont really use it  
Because I really don't use it much  
I have had Instagram since 2012, I have a lot of connections on the app  
I get a lot more utility out of Instagram  
I use instagram far more  
I have more content on instagram  
I would delete TikTok because Instagram is my favorite app and I connect to my family and friends on there more.  
I love instagram better  
I don't trust the Chinese.  
Because it is data consuming  
I have more followers on Instagram and less on tiktok and my content is less advertised on tiktok  
Instagram is more useful for me  
I like Instagram more  
Instagram is better  
Because I use Instagram more

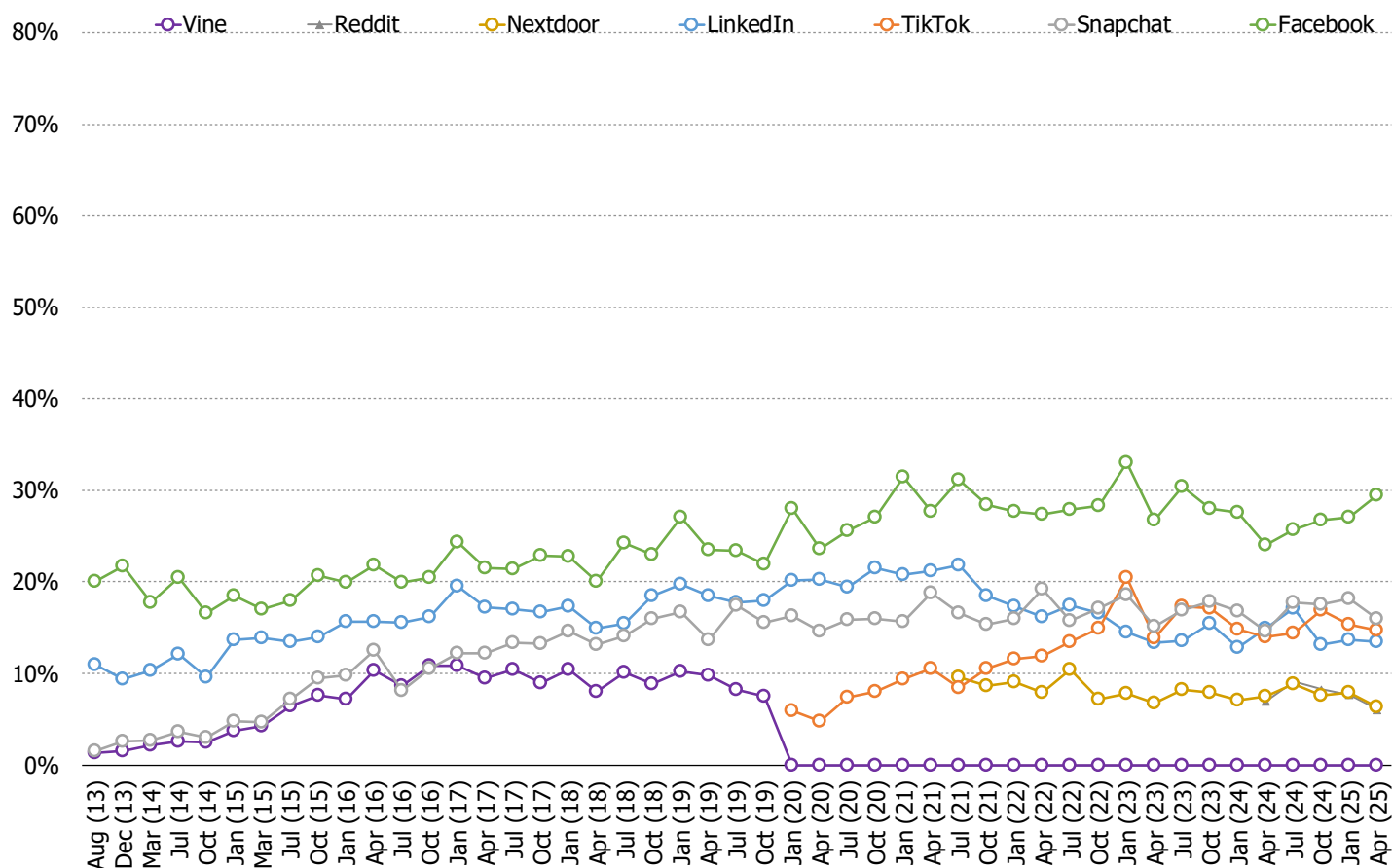
WHAT IS YOUR OPINION OF THE FOLLOWING APPS/SITES?

Posed to all respondents.





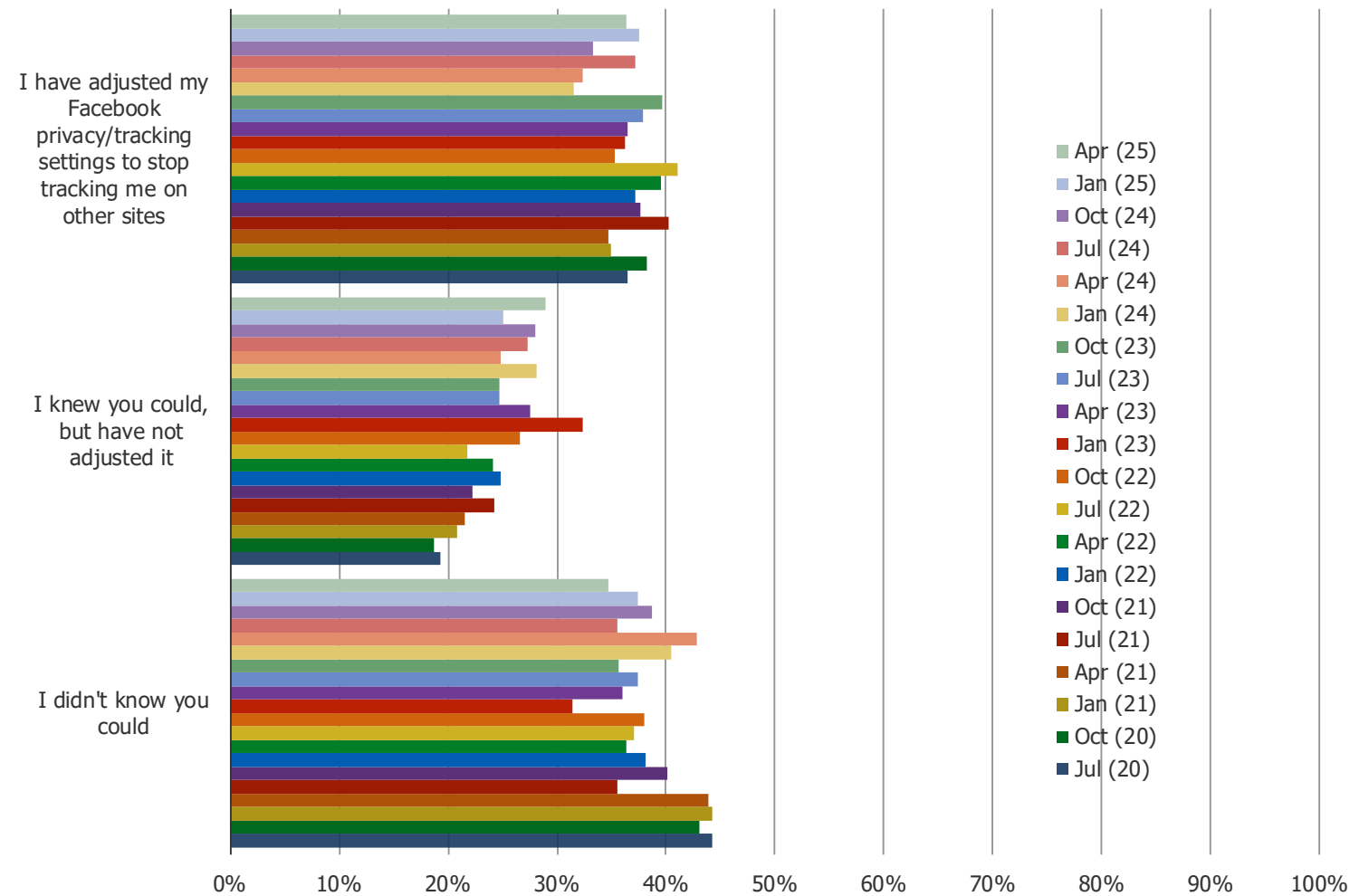
Posed to all respondents.



## FB DEEP DIVE

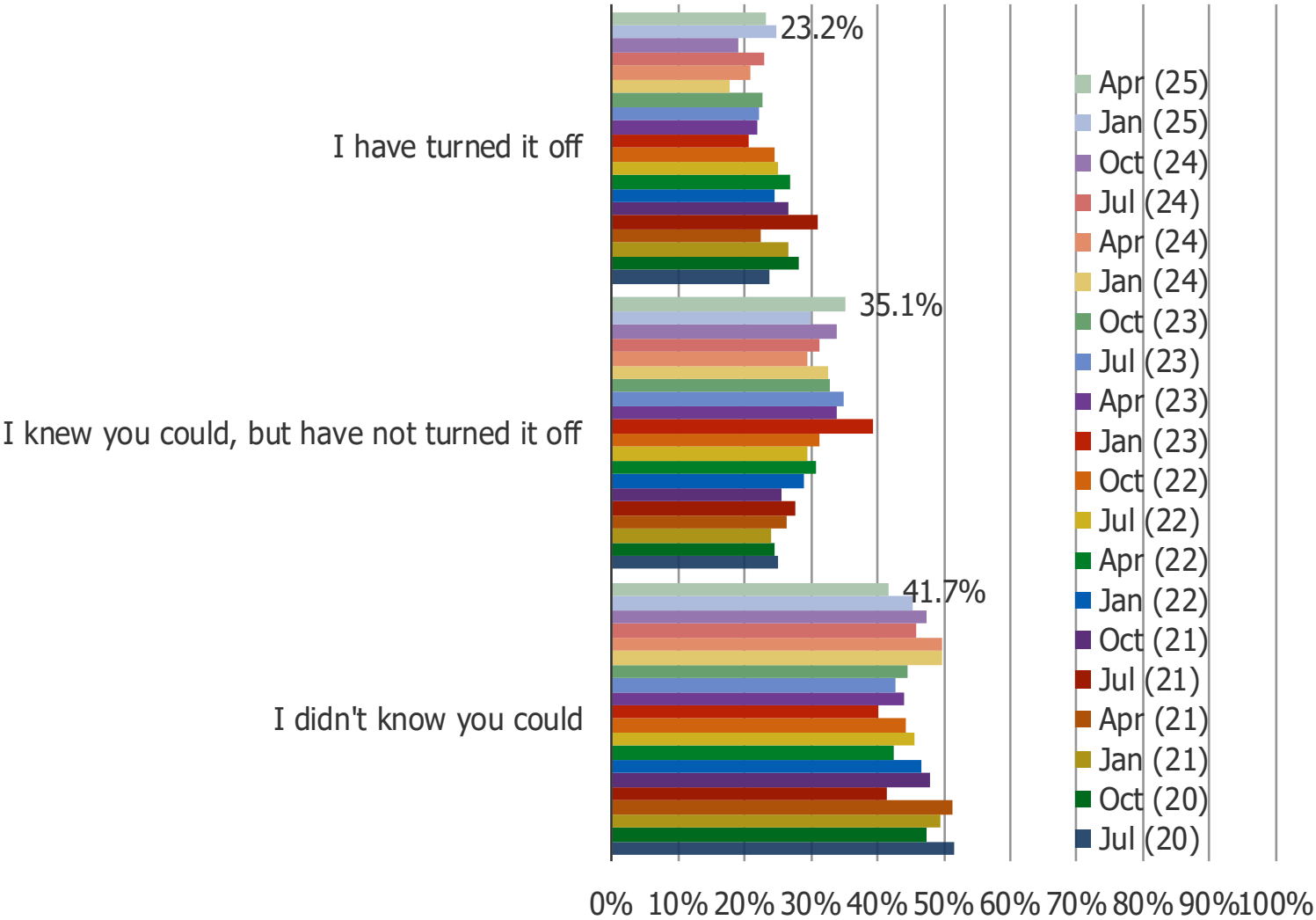
HAVE YOU ADJUSTED YOUR PRIVACY SETTINGS ON FACEBOOK TO PREVENT THEM FROM TRACKING YOUR ACTIVITY ON OTHER SITES (IE, “OFF FACEBOOK ACTIVITY”)?

Posed to Facebook users.



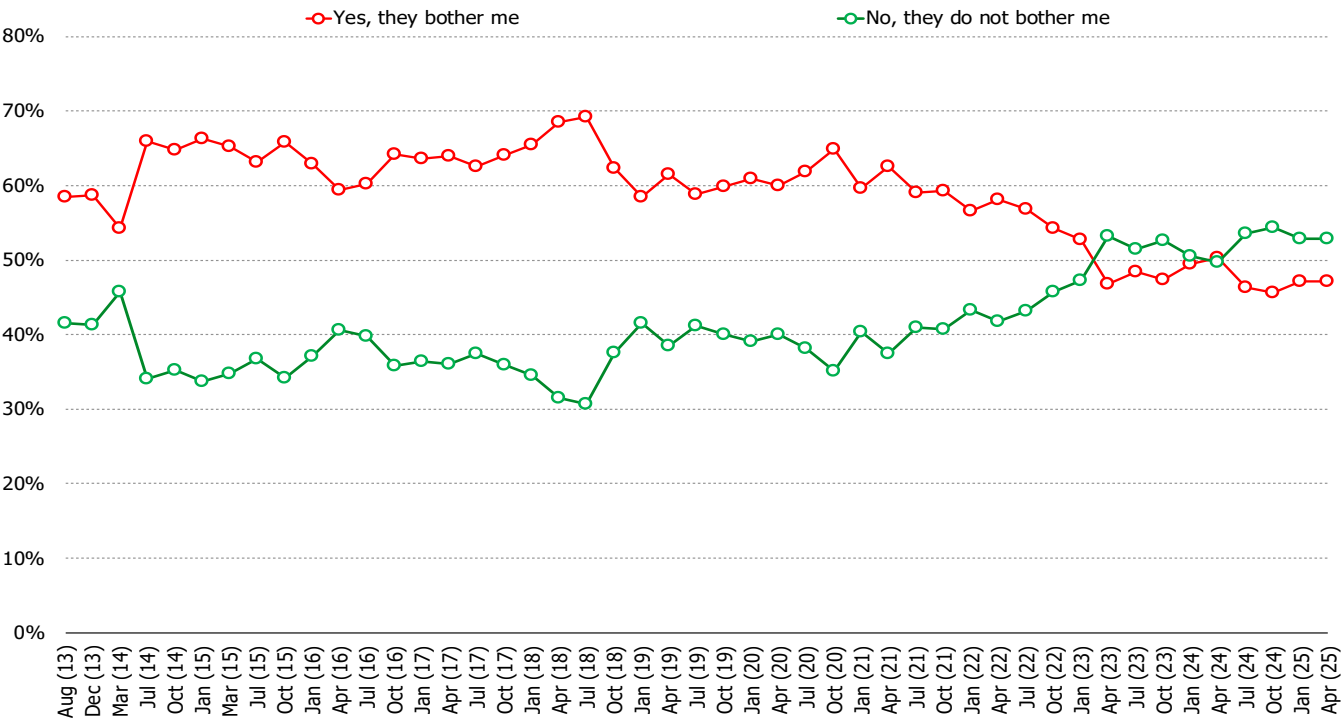
HAVE YOU GONE INTO AD CONTROLS TO TURN OFF “ADS BASED ON DATA FROM PARTNERS”?

Posed to Facebook users.



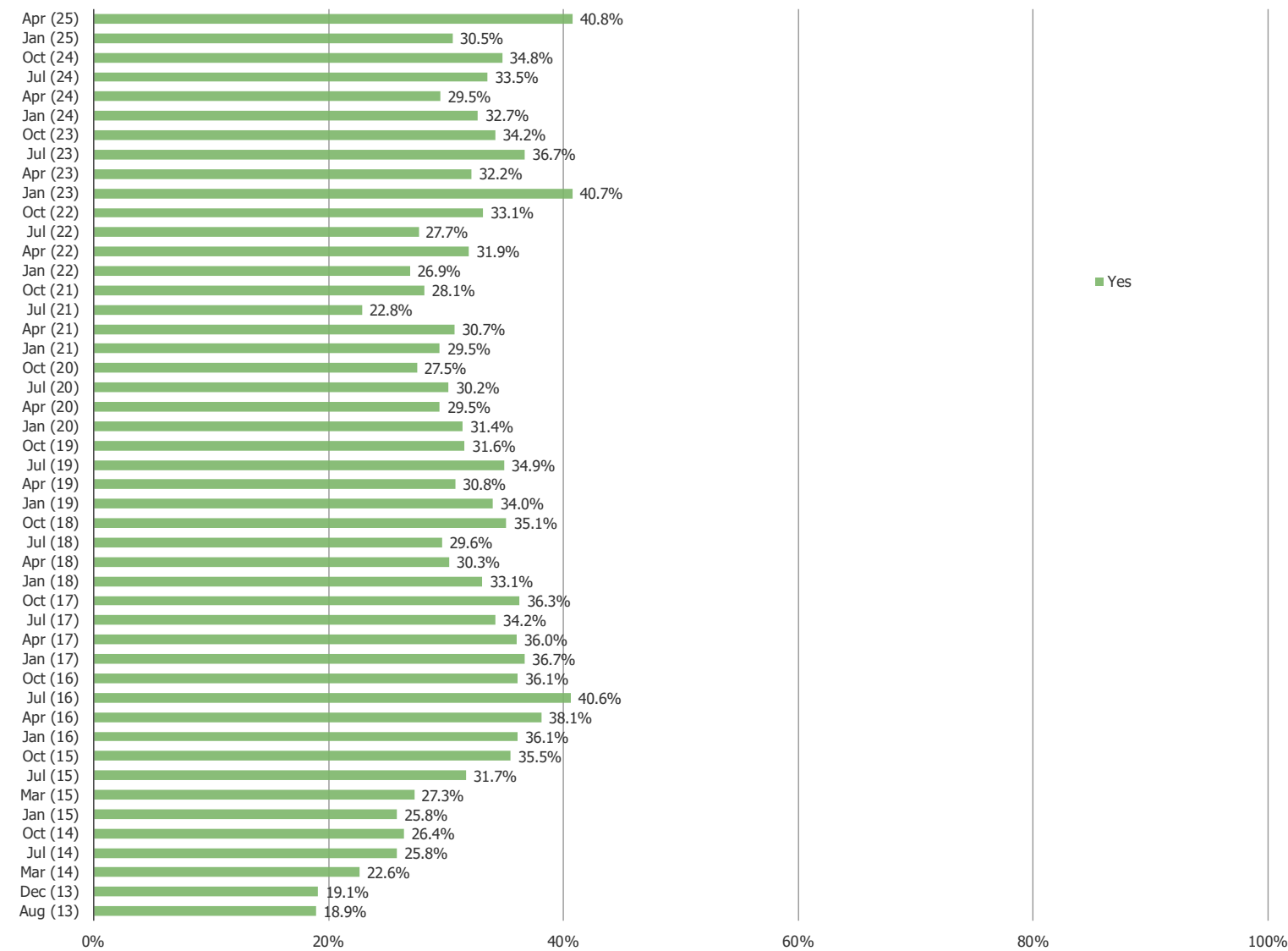
FACEBOOK ACCOUNT HOLDERS – DO ADS IN YOUR NEWSFEED BOTHER YOU?

Posed to Facebook account holders.



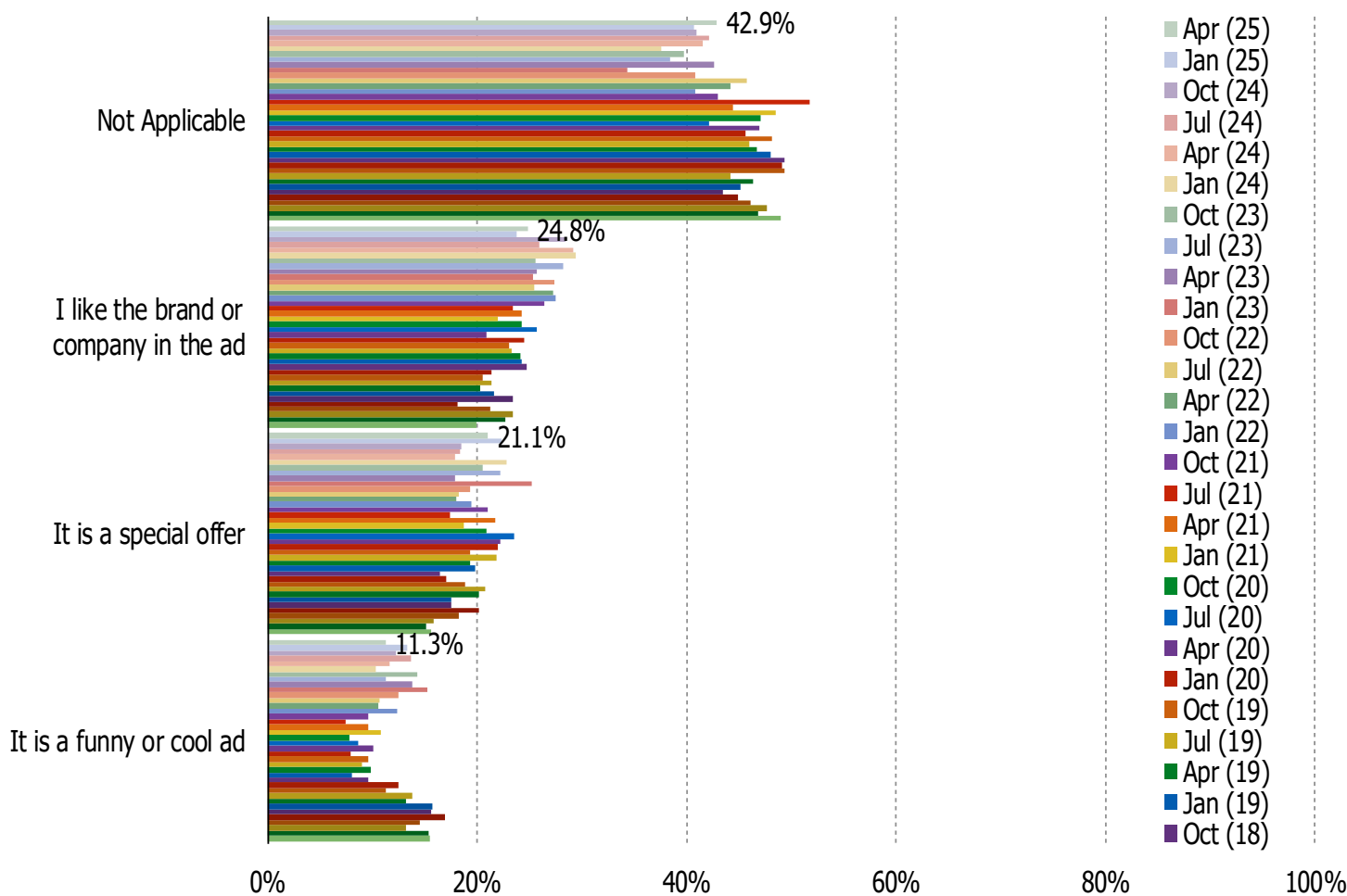
FACEBOOK ACCOUNT HOLDERS – HAVE YOU NOTICED IMPROVEMENT IN THE QUALITY AND RELEVANCE OF THE ADS THAT APPEAR IN YOUR FACEBOOK NEWS FEED?

Posed to Facebook account holders.



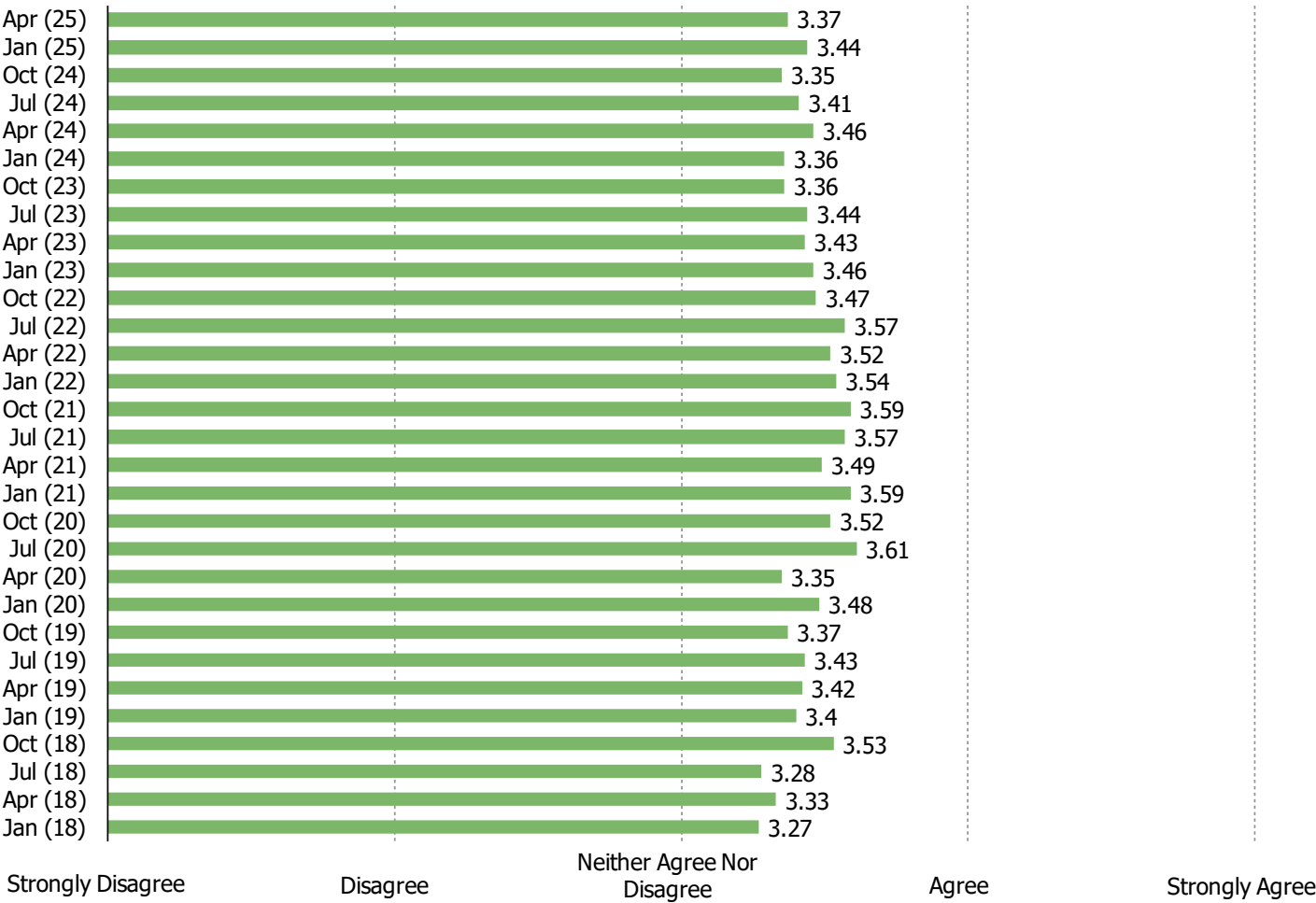
WHEN YOU CLICK ON AN ADVERTISEMENT WHILE ON FACEBOOK, WHAT IS USUALLY THE REASON FOR WHY YOU CLICKED ON THE ADVERTISEMENT?

Posed to Facebook account holders.



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

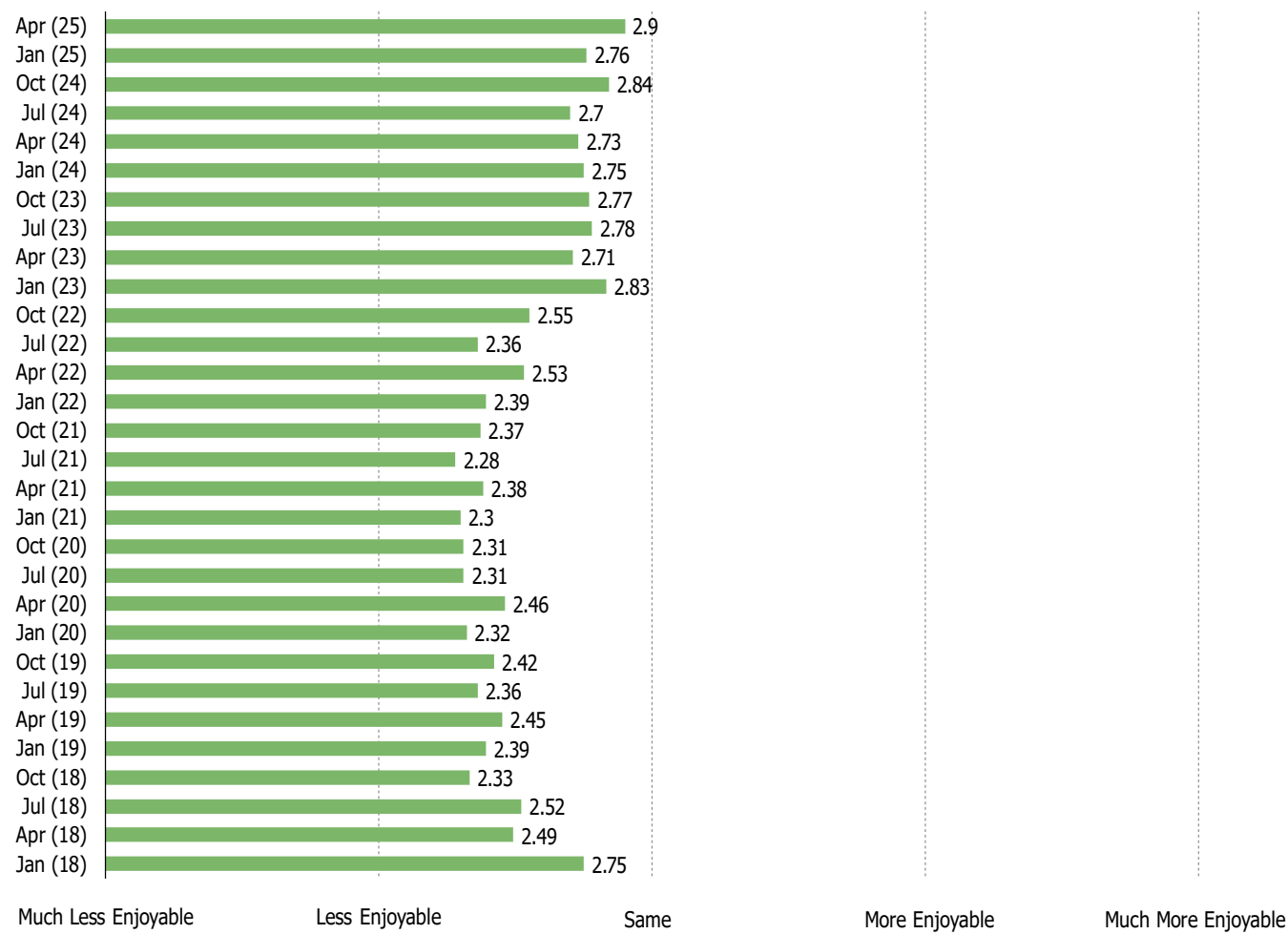
Posed to Facebook users.





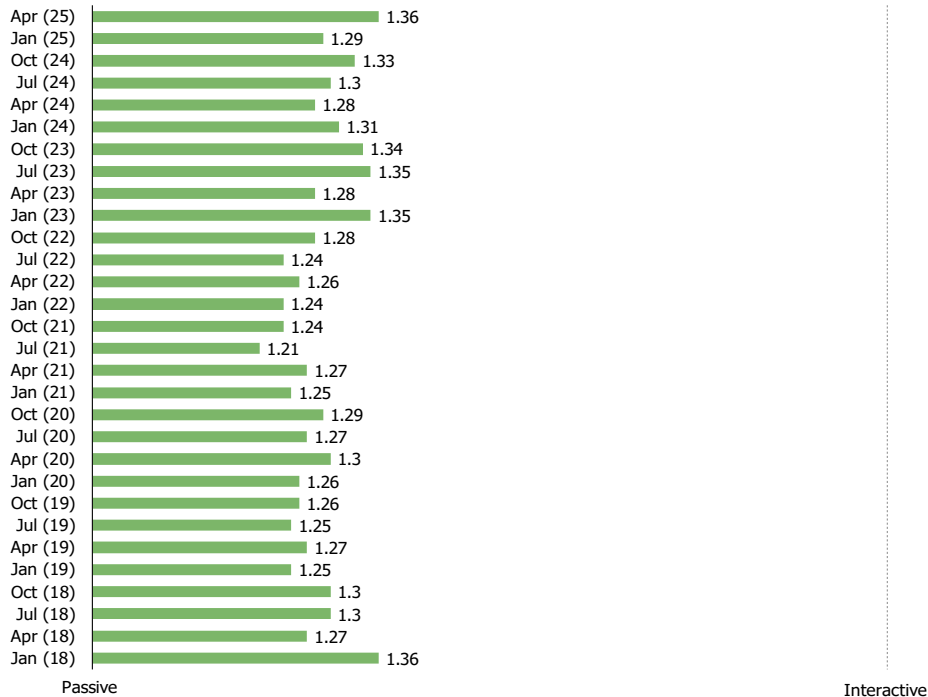
FACEBOOK USERS – IN GENERAL, WOULD YOU SAY FACEBOOK HAS GOTTEN MORE OR LESS ENJOYABLE OVER-TIME?

Posed to Facebook users.



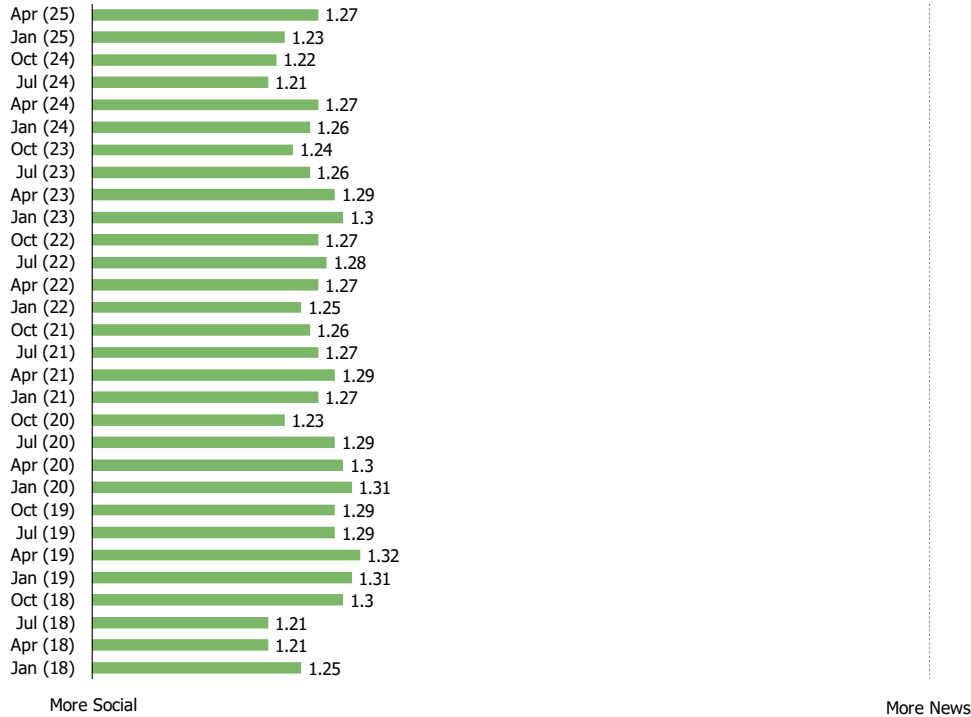
WOULD YOU DESCRIBE YOUR USAGE OF FACEBOOK AS BEING MORE INTERACTIVE OR PASSIVE?

Posed to Facebook users.



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

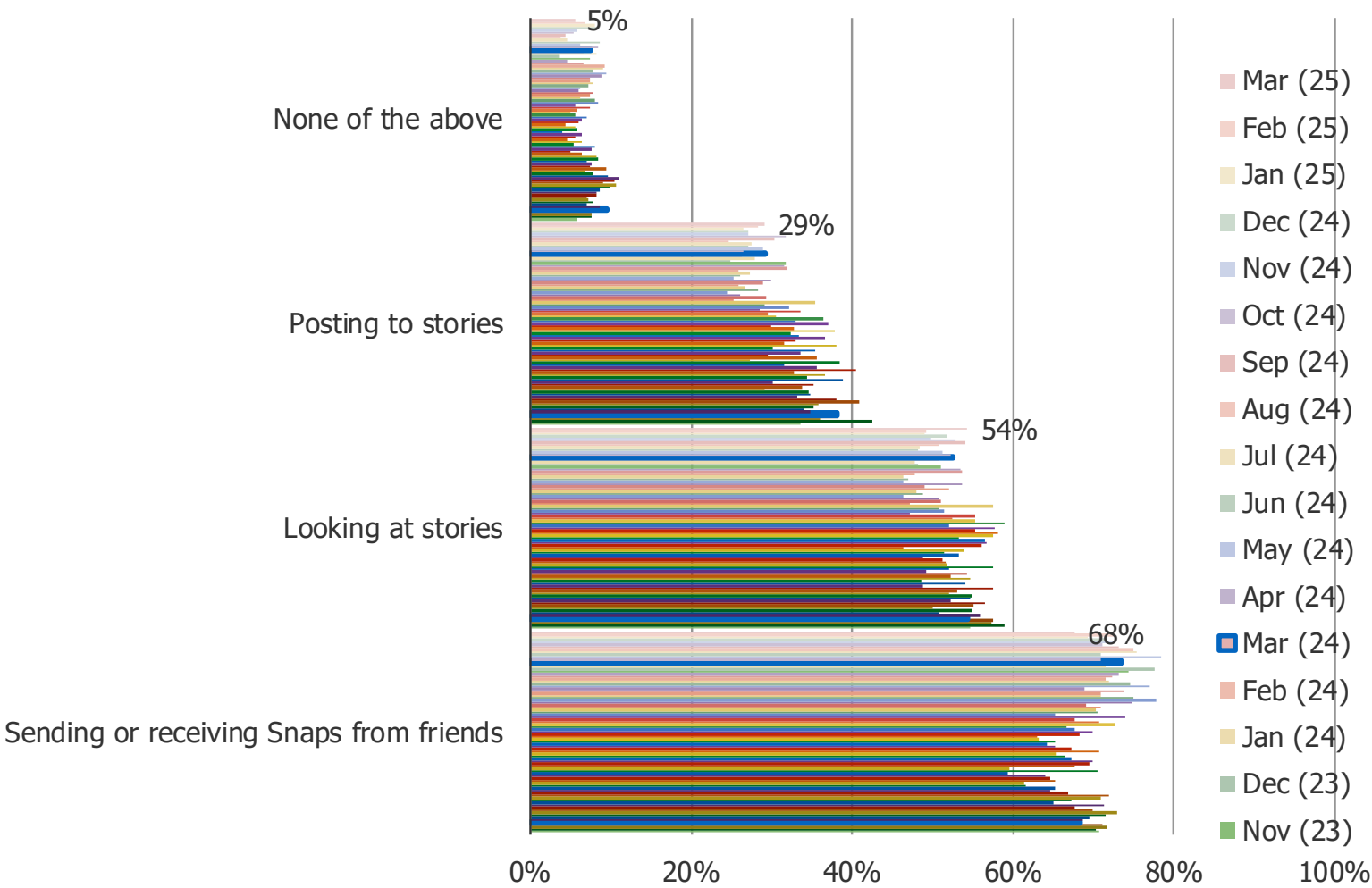
Posed to Facebook users.



## SNAPCHAT USER FEEDBACK

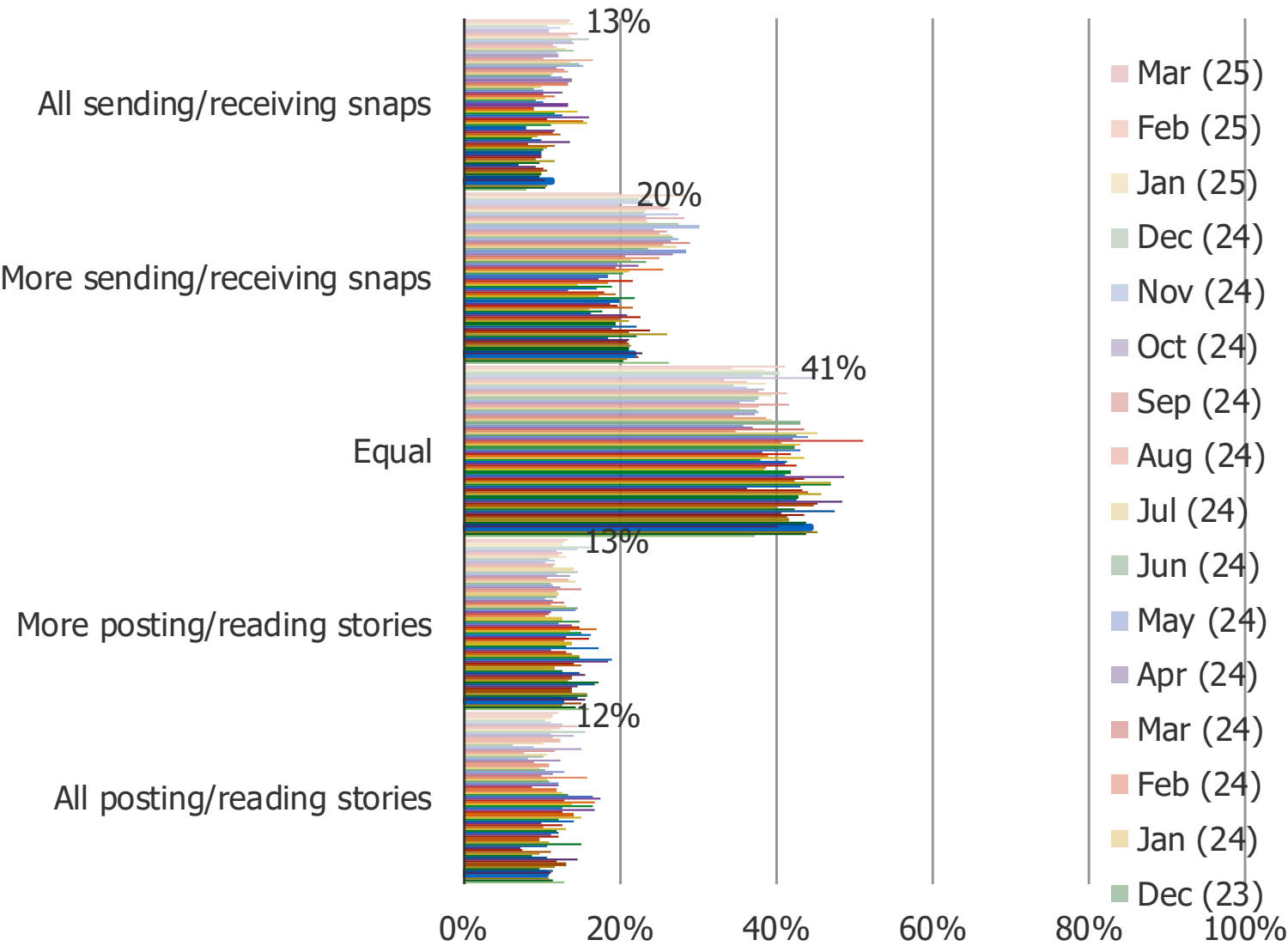
I USE SNAPCHAT FOR

Posed to Snapchat users.



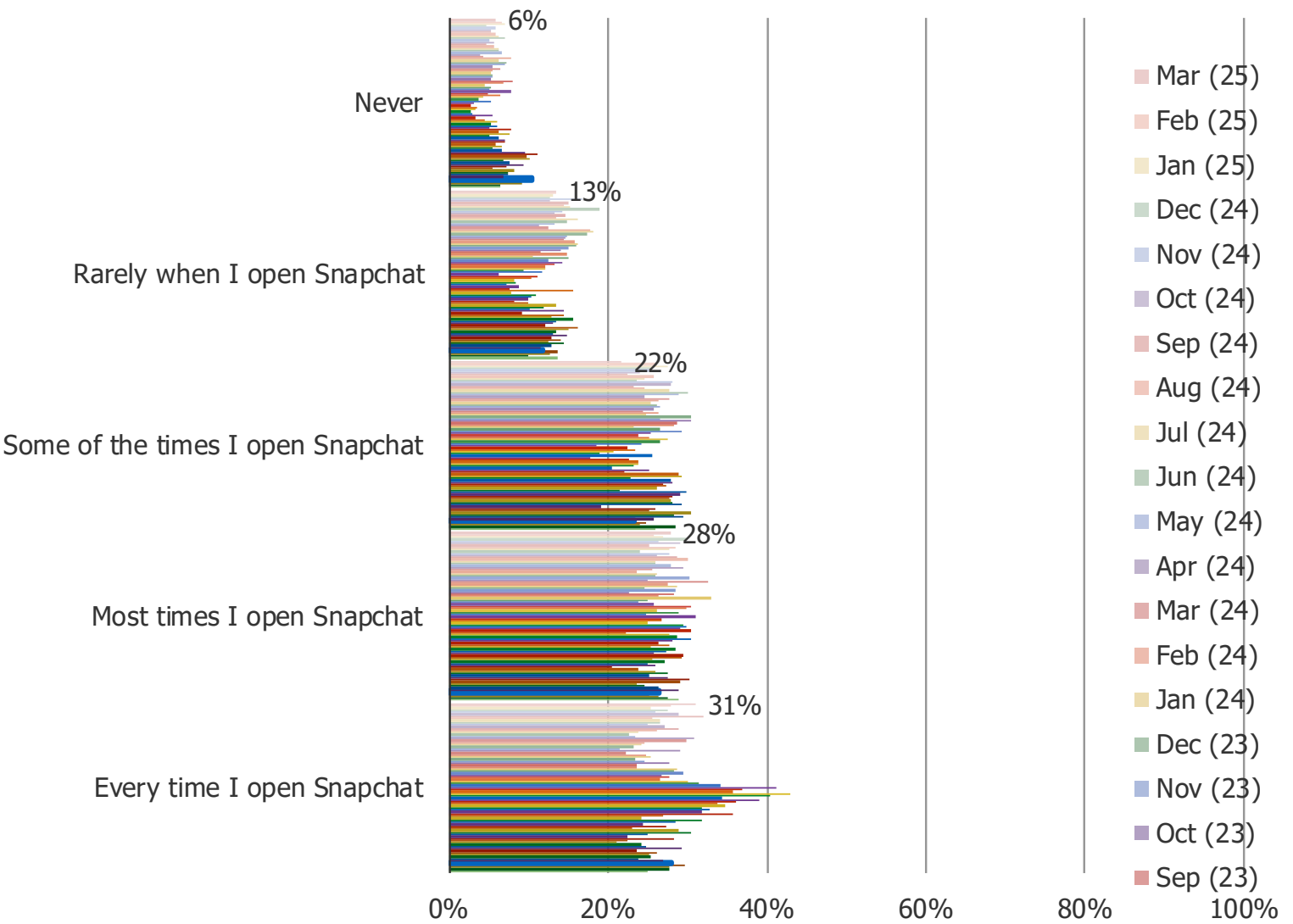
PLEASE ESTIMATE HOW YOU SPEND YOUR TIME ON SNAPCHAT.

Posed to Snapchat users.



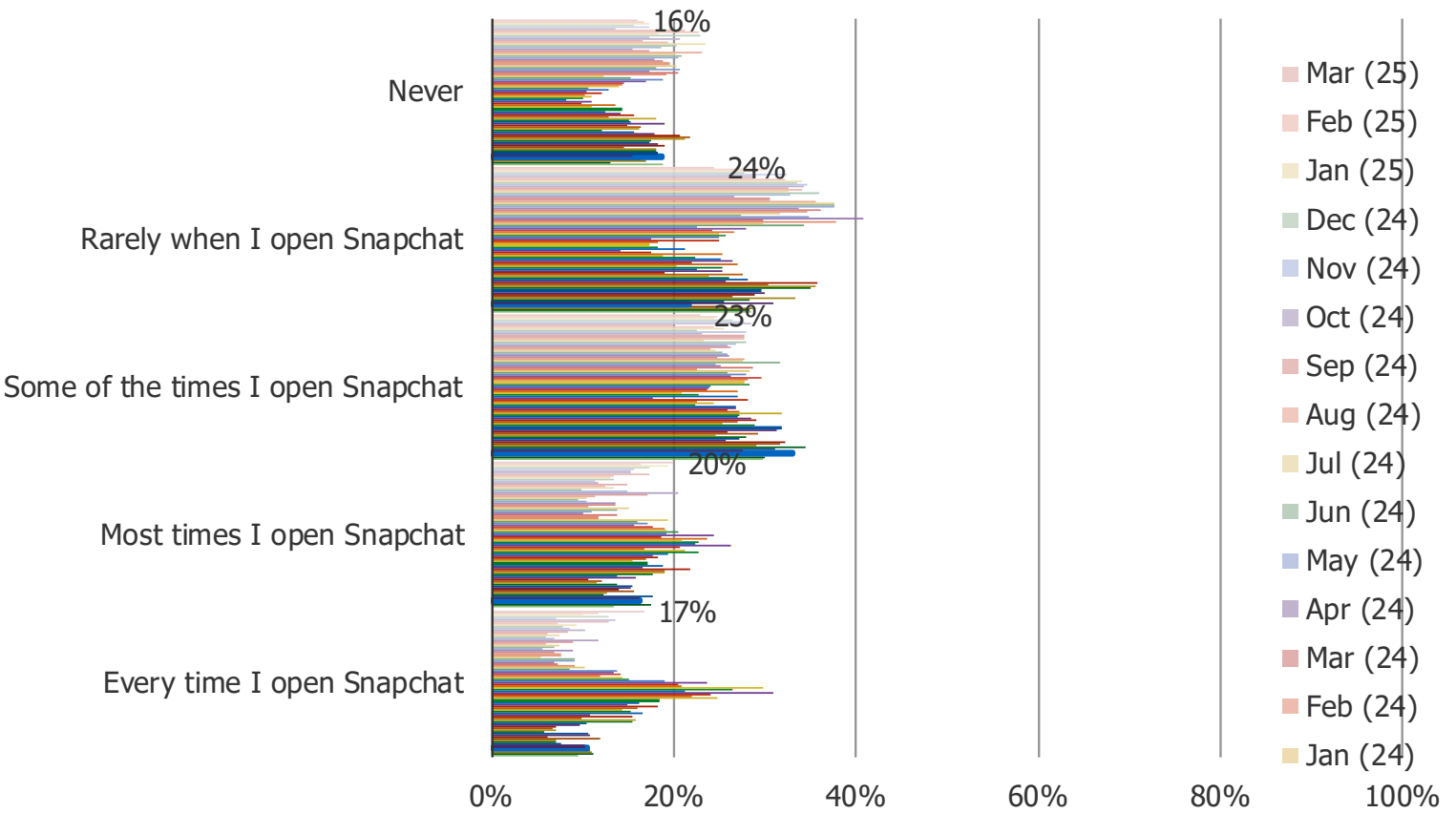
I VIEW SNAPCHAT STORIES:

Posed to Snapchat users.



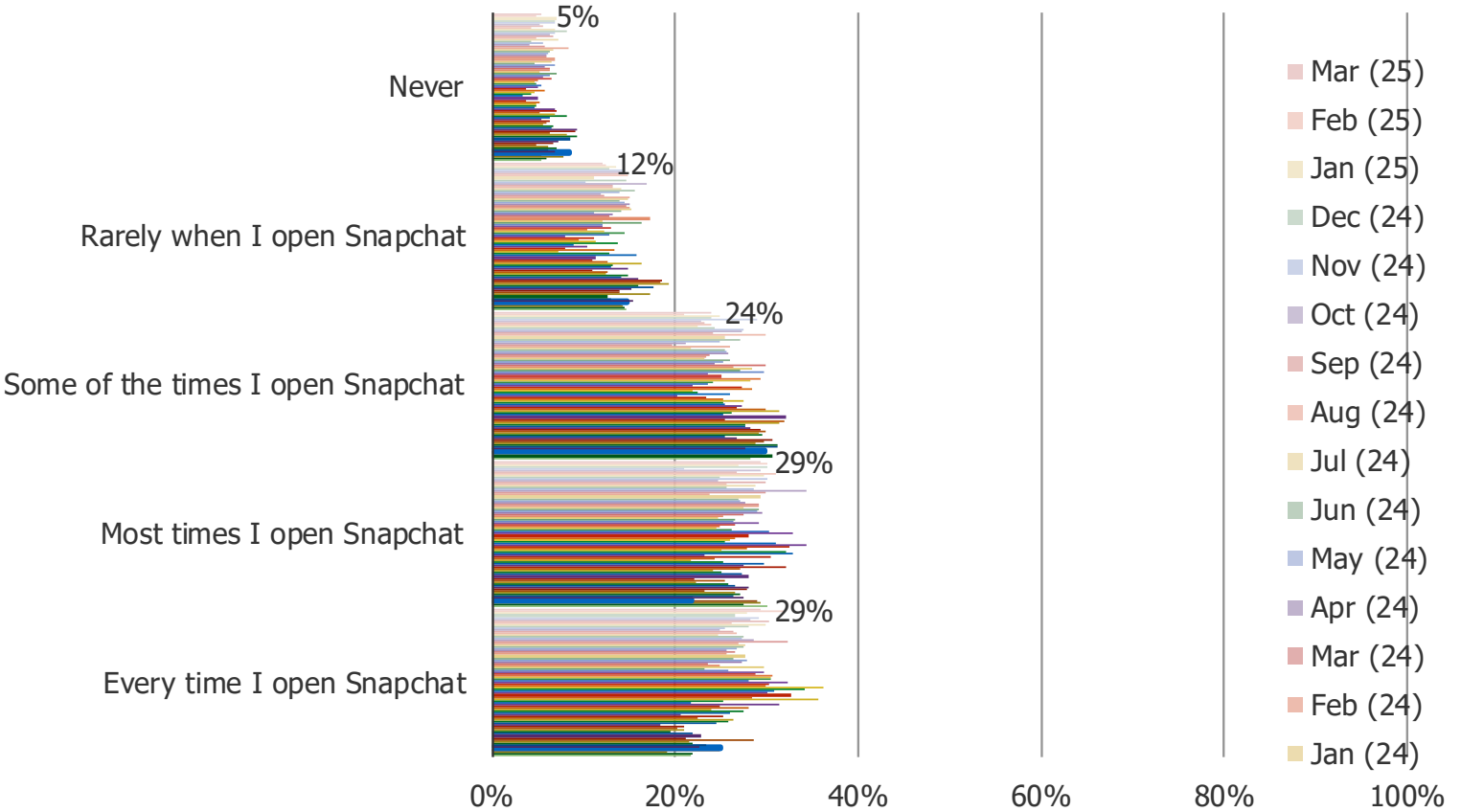
I POST TO SNAPCHAT STORIES:

Posed to Snapchat users.



I SEND/RECEIVE SNAPS:

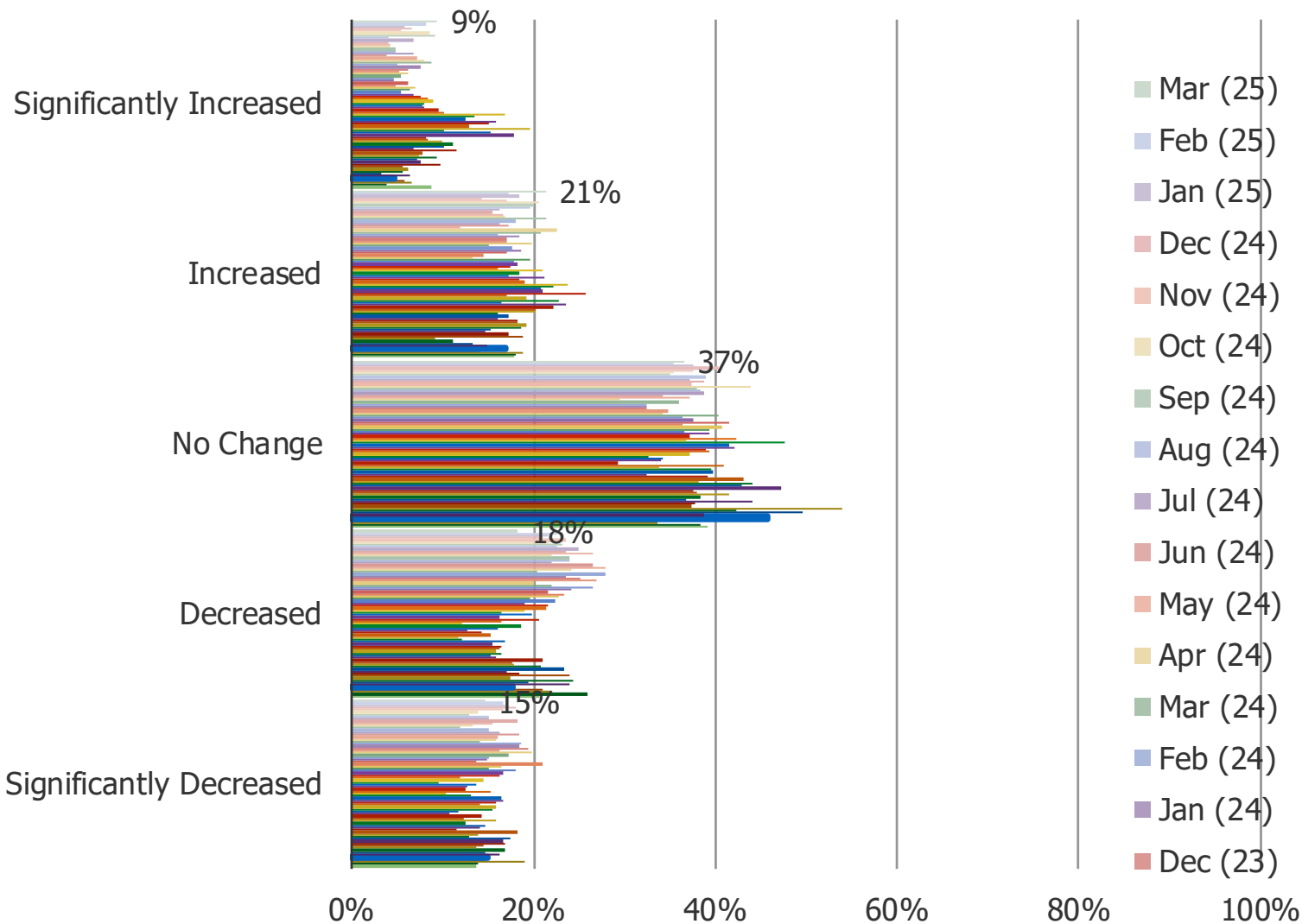
Posed to Snapchat users.





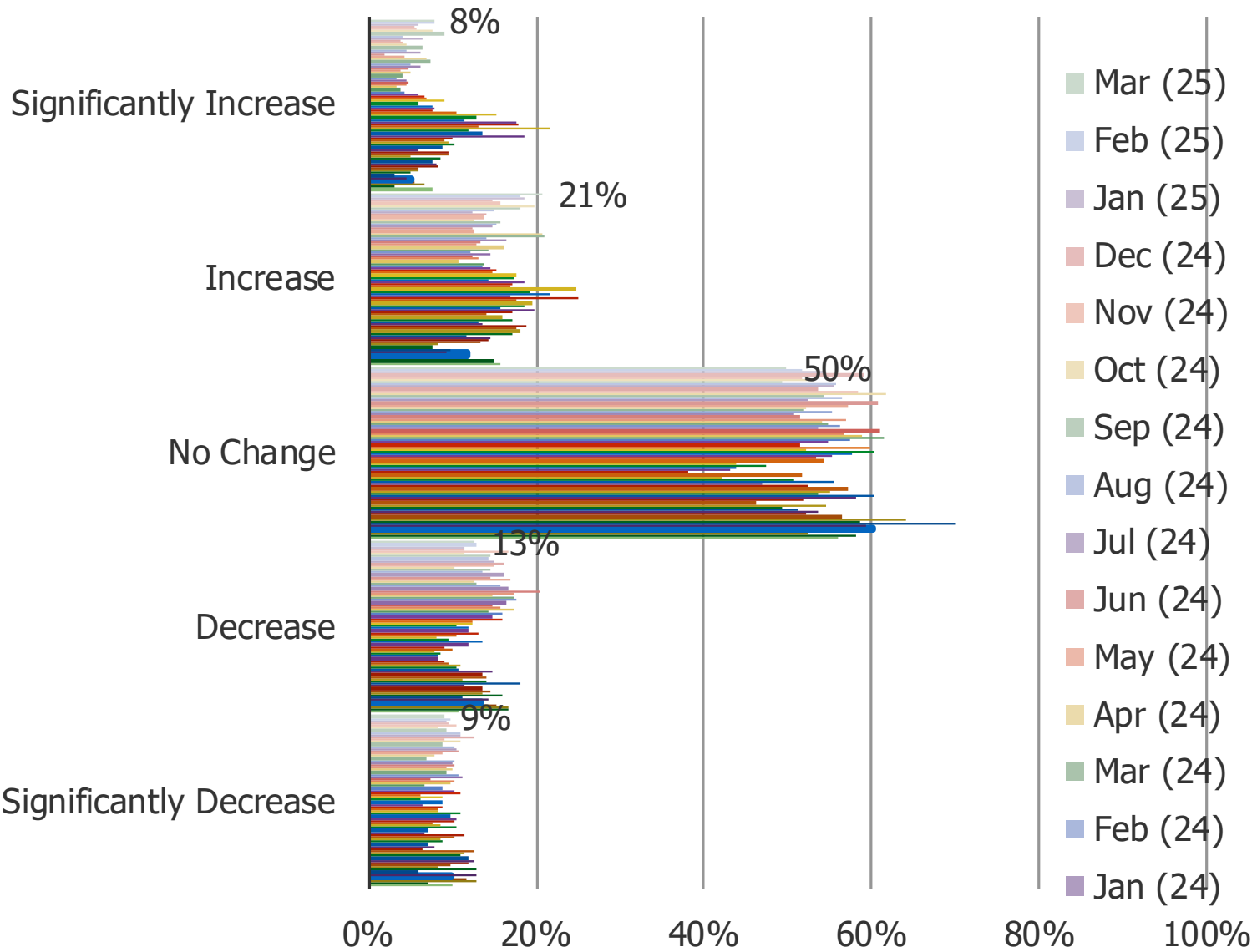
HAS THE AVERAGE TIME YOU CURRENTLY SPEND ON SNAPCHAT PER DAY INCREASED OR DECREASED COMPARED TO 6-12 MONTHS AGO?

Posed to Snapchat users.



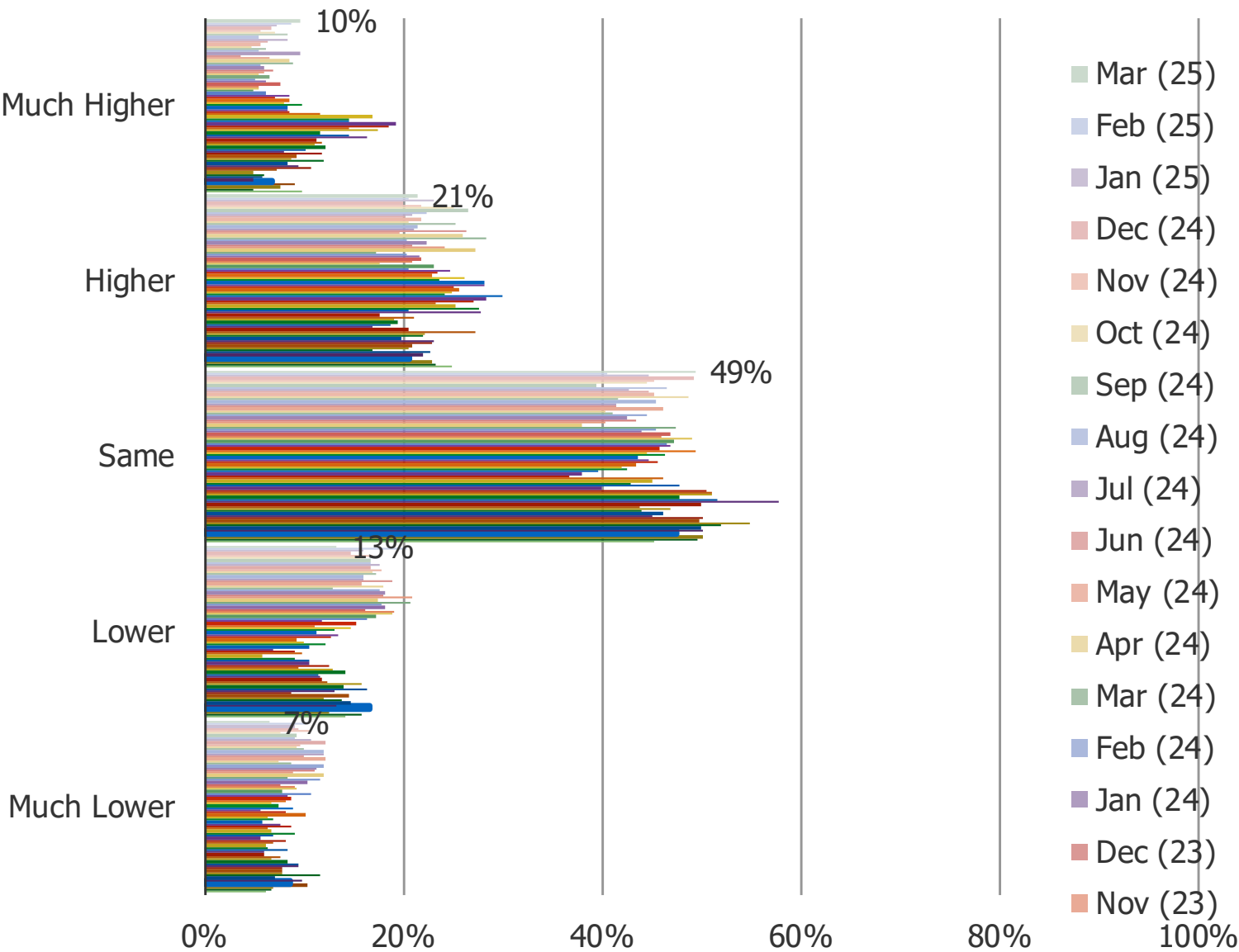
DO YOU EXPECT THE AVERAGE TIME YOU SPEND PER DAY ON SNAPCHAT PER DAY TO INCREASE OR DECREASE GOING FORWARD?

Posed to Snapchat users.



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

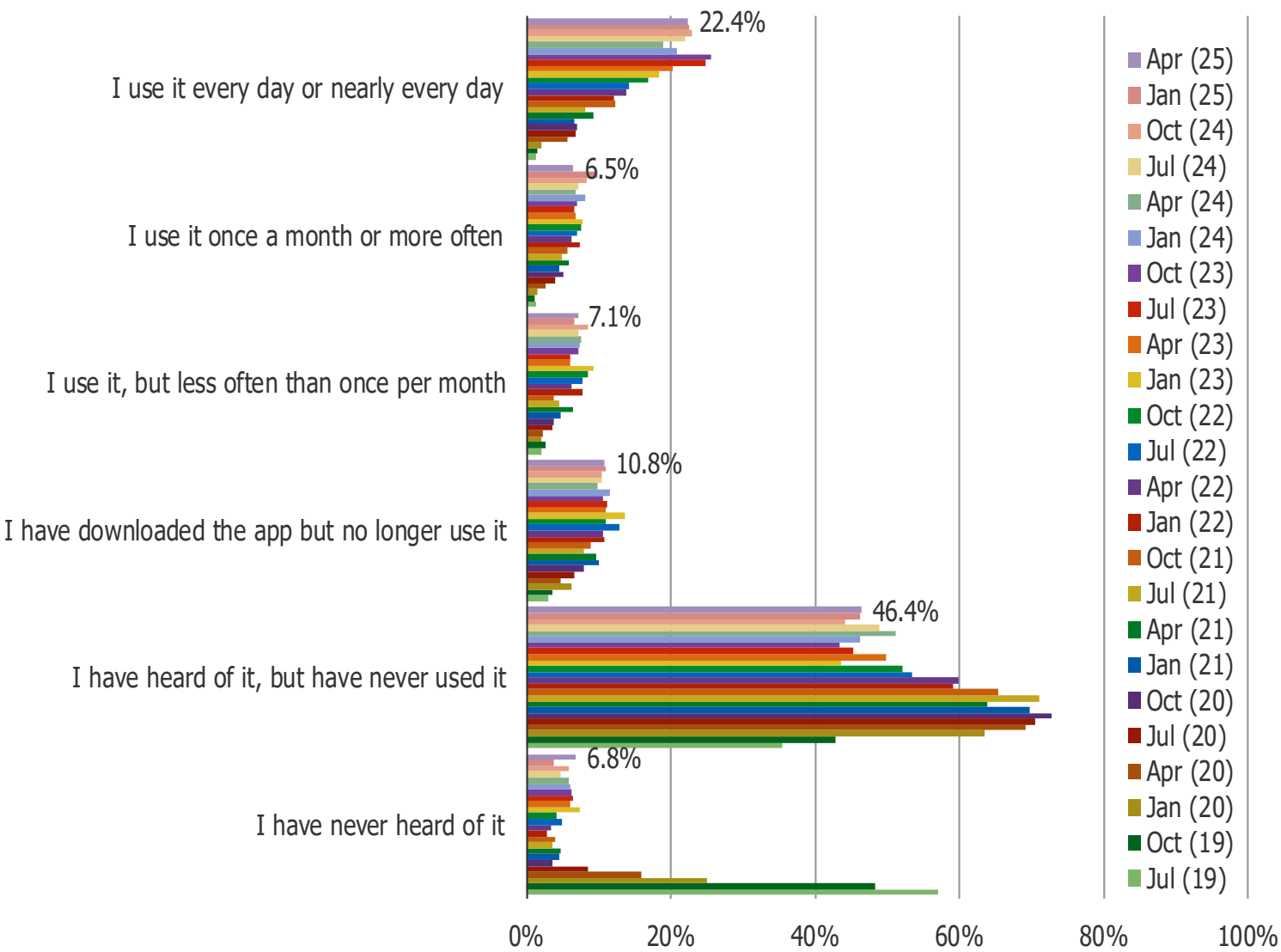
Posed to Snapchat users.



# TIKTOK DEEP DIVE

WHAT IS YOUR EXPERIENCE WITH THE APP “TIK TOK”?

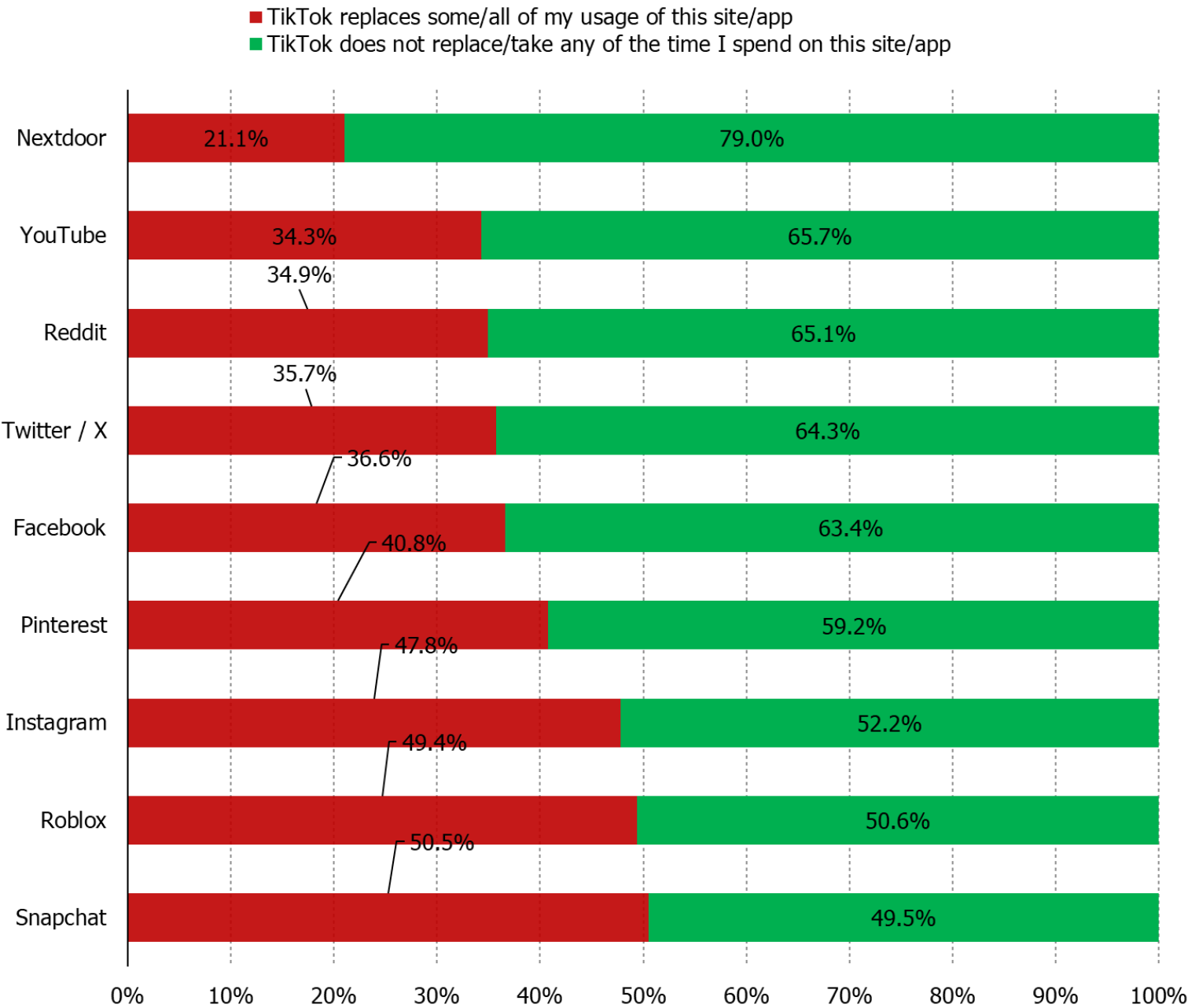
Posed to all respondents



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

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

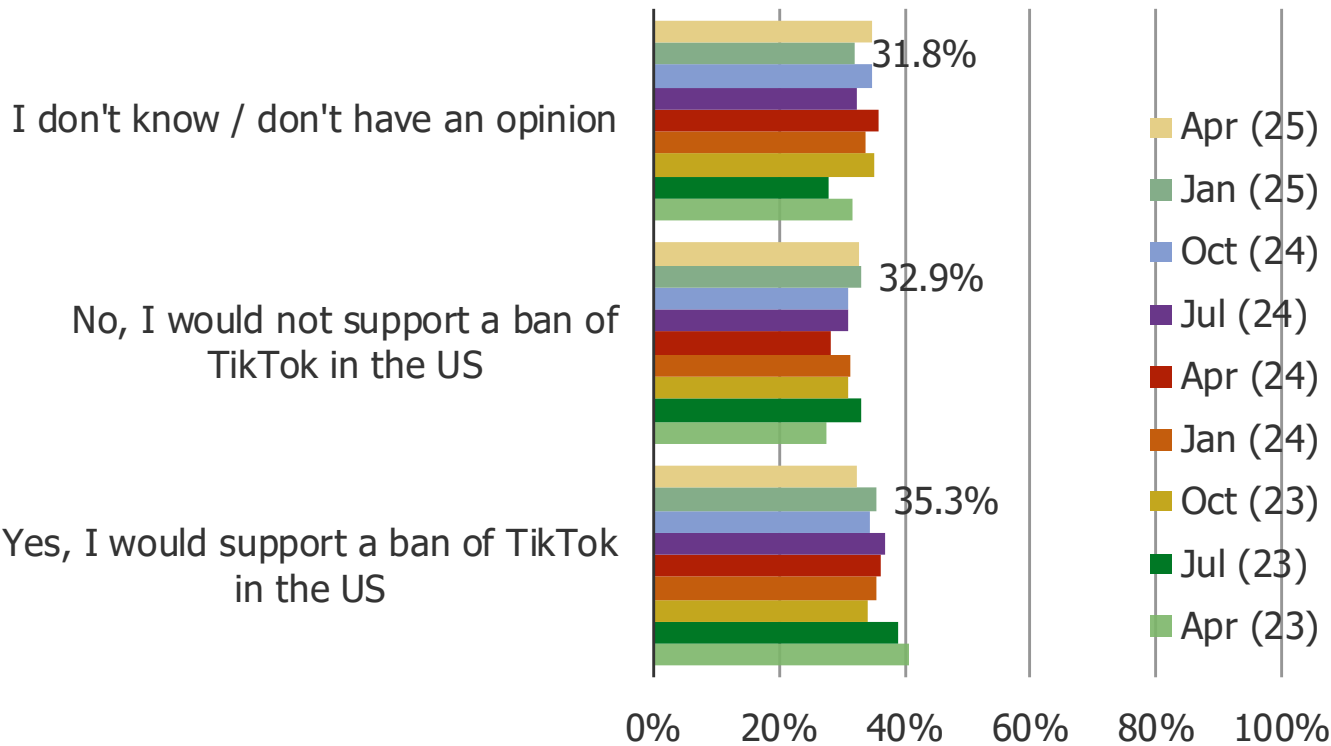
April 2025



# TIKTOK BAN QUESTIONS

WOULD YOU SUPPORT A BAN OF TIKTOK IN THE US?

This question was posed to all respondents.

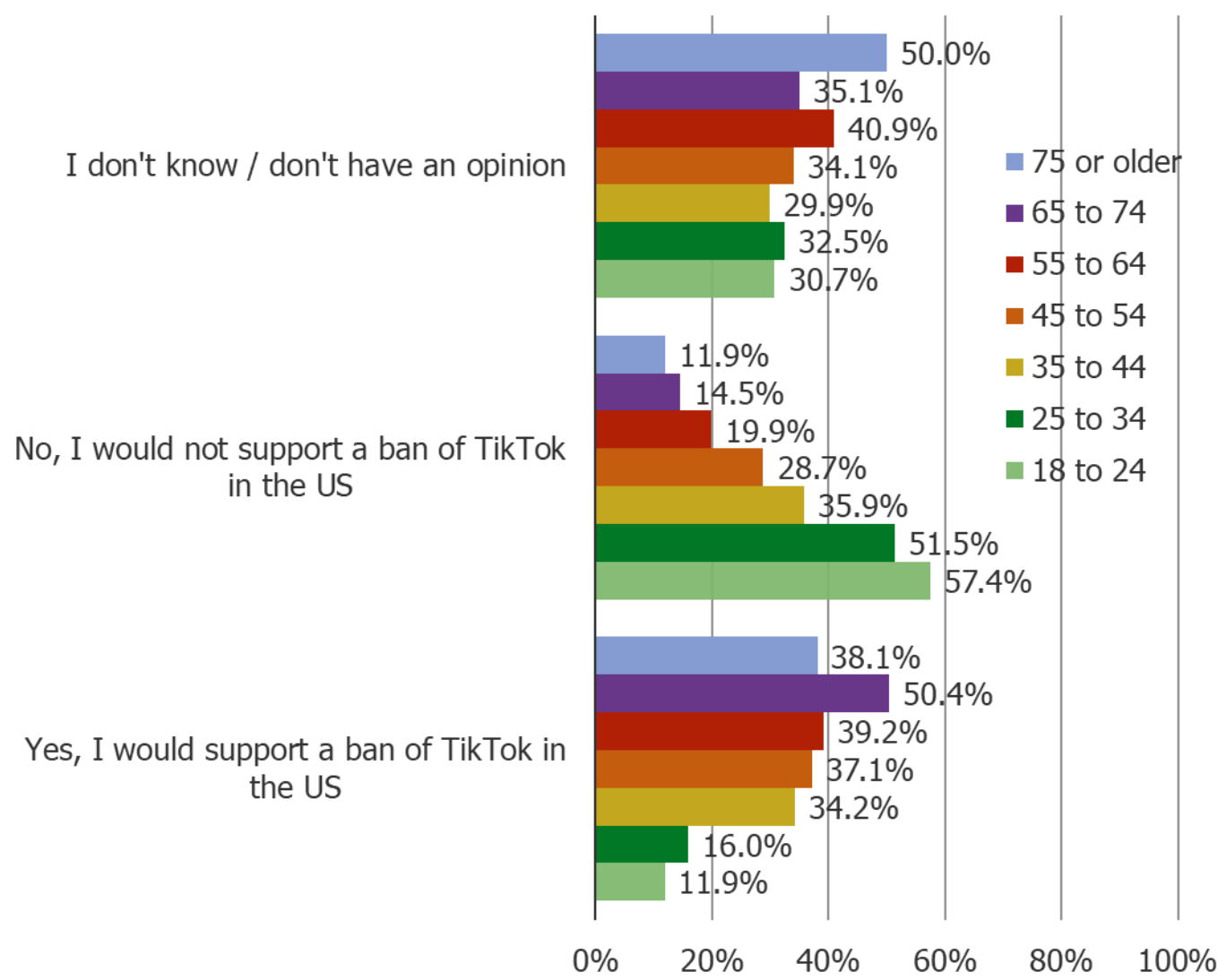




WOULD YOU SUPPORT A BAN OF TIKTOK IN THE US?

Cross-Tab Analysis – By Age

April 2025



Posed to TikTok users.

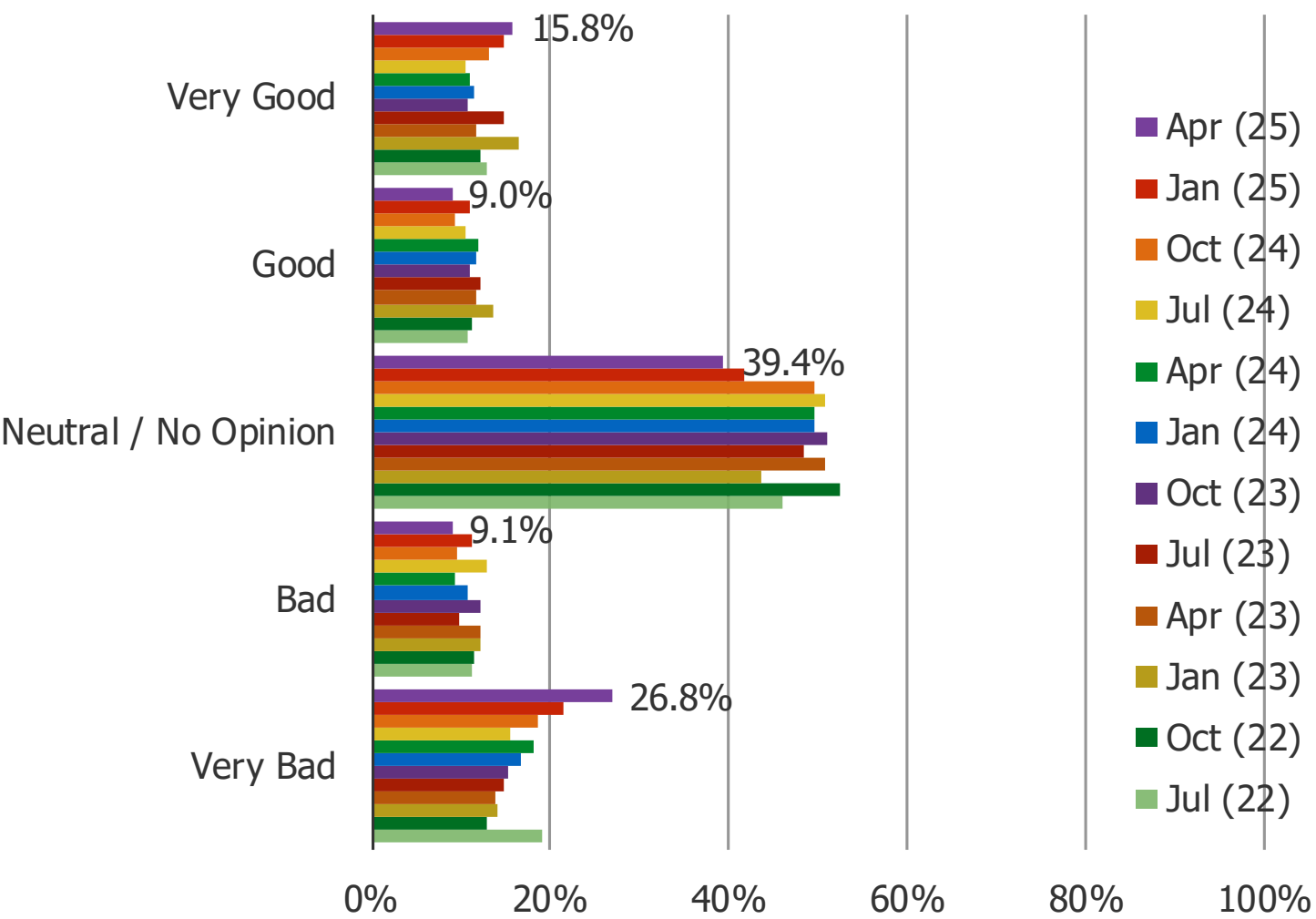
April 2025



# 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.

April 2025

