

Bespoke Survey Research

July 2025

Social Media

Volume 48 | Quarterly Survey

1,000 US Consumers Balanced To Census

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

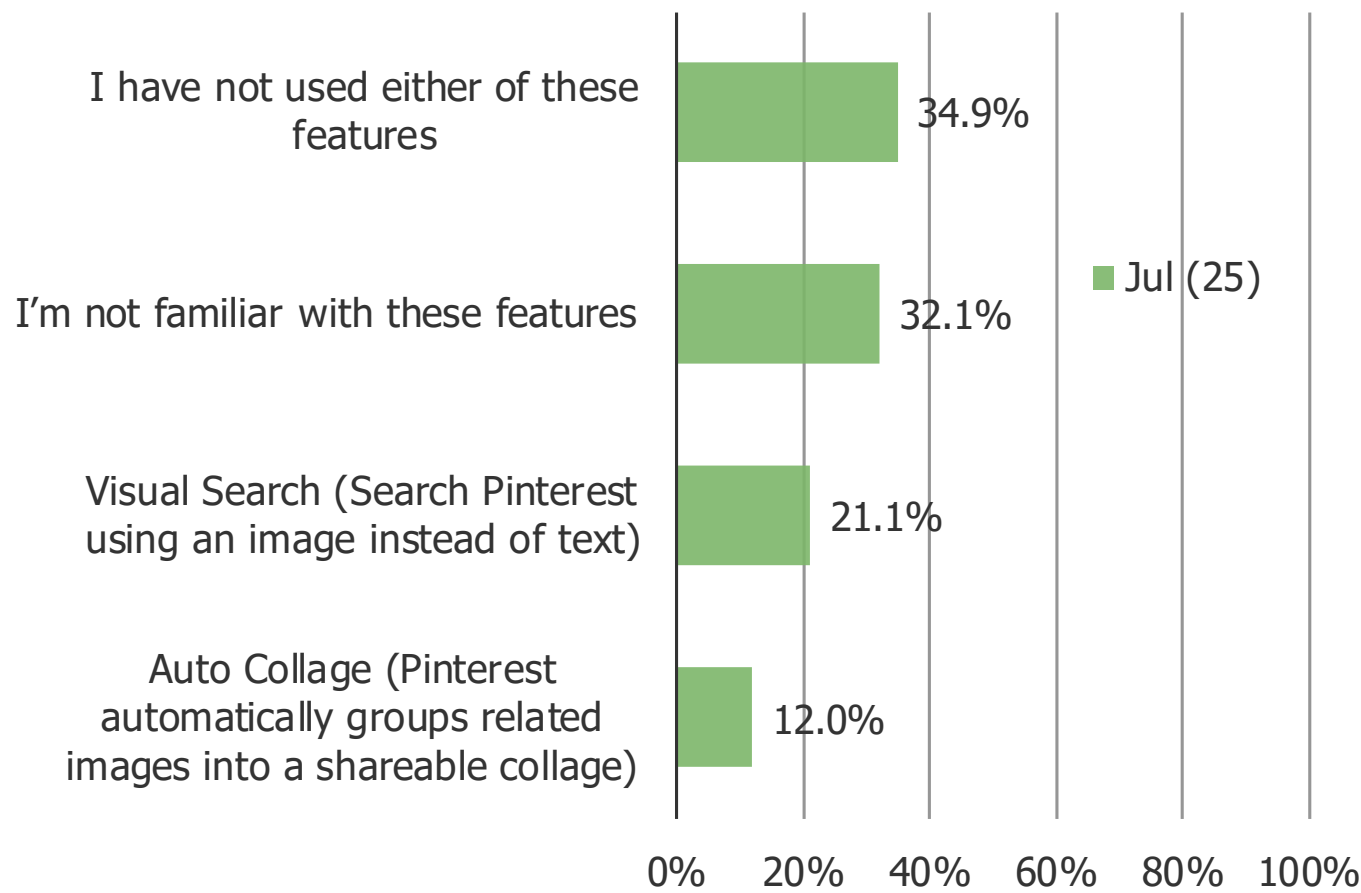
Key Takeaways:

- ❑ Social media usage has strengthened q/q.
- ❑ The share of social media users who feel they are “addicted” to each app has been increasing.
- ❑ Those who have tried Visual Search and Auto Collage on Pinterest provided positive feedback.
- ❑ Around 35% of TikTok users indicated that they would download the new version of TikTok if the company released a new version of its app. The remainder would either wait to see what others thought or would wait until they were forced to download the new version. The top reasons for the hesitancy include not wanting to start over with a new algorithm / feed, and not wanting to lose their history.
- ❑ YouTube and TikTok are in the lead when we ask respondents about time spent on the platform on a typical day.
- ❑ Consumers continue to think that social media platforms should regulate their own content (the share who hold this view has increased over time).
- ❑ On TikTok, daily users increased sequentially with readings at series highs.

RECENTLY ADDED QUESTIONS

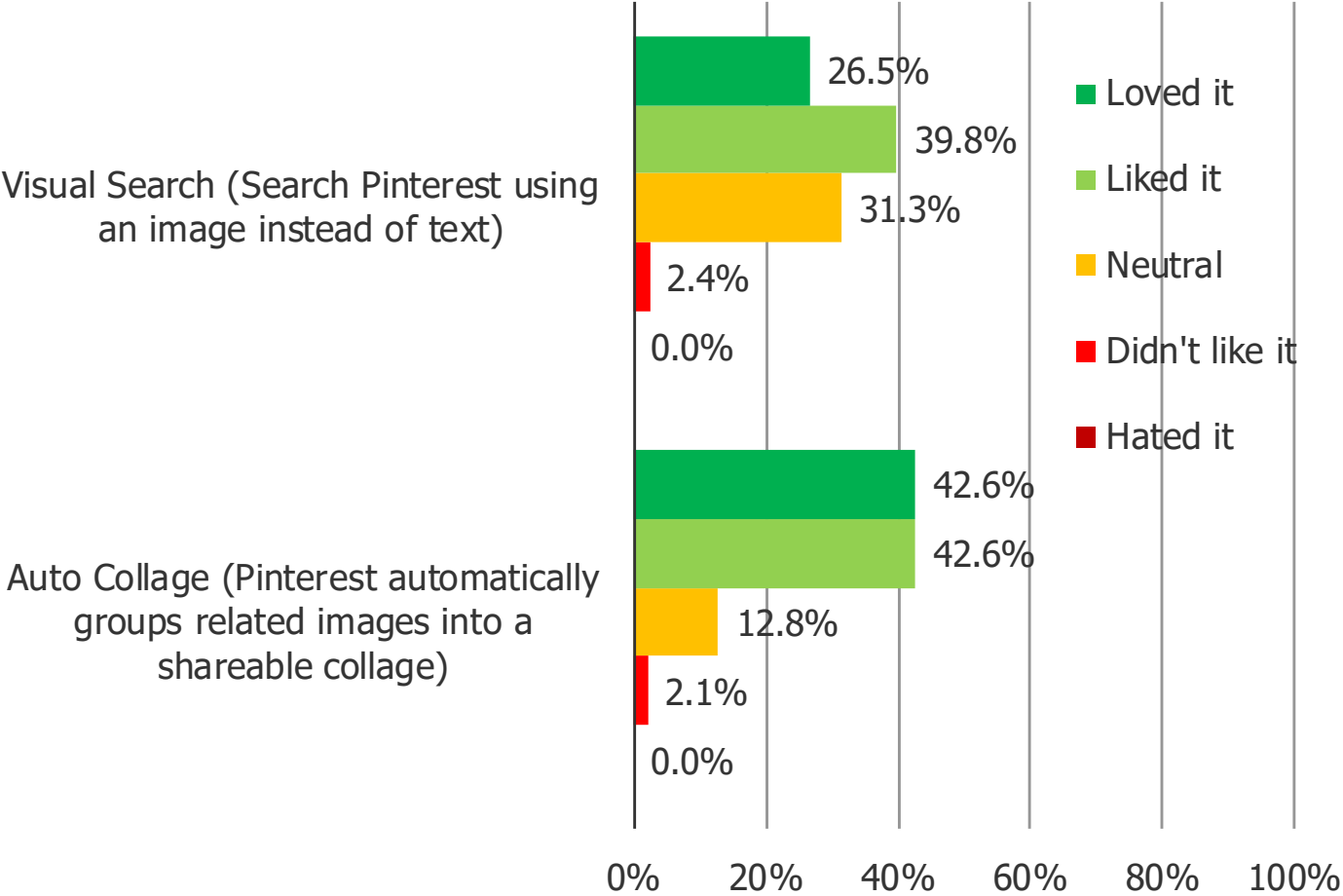
HAVE YOU USED ANY OF THE FOLLOWING PINTEREST FEATURES RECENTLY?

Posed to all Pinterest users (N=393).



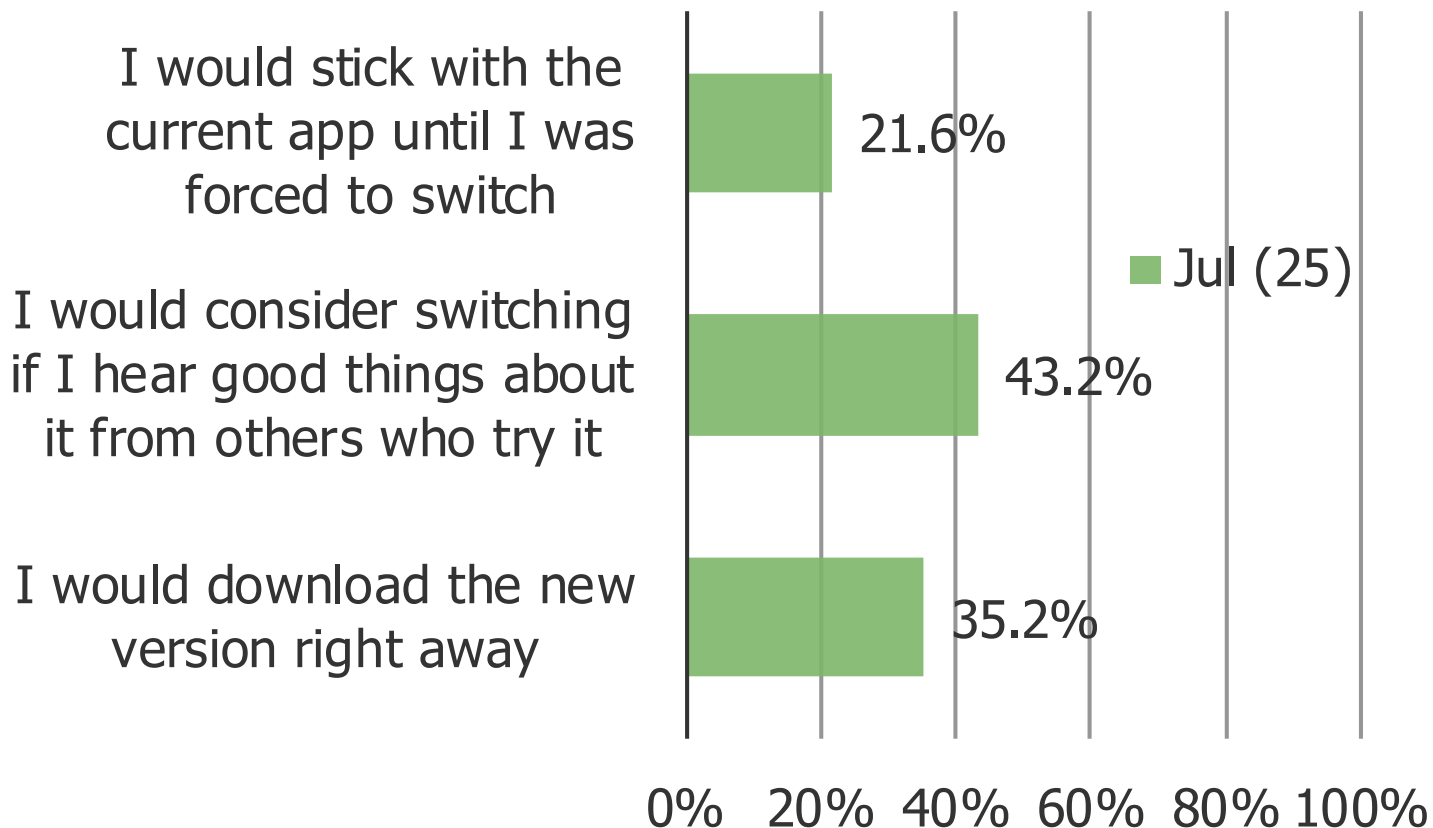
HOW WOULD YOU RATE YOUR EXPERIENCE WITH THESE FEATURES?

Posed to all Pinterest users who have used the below.



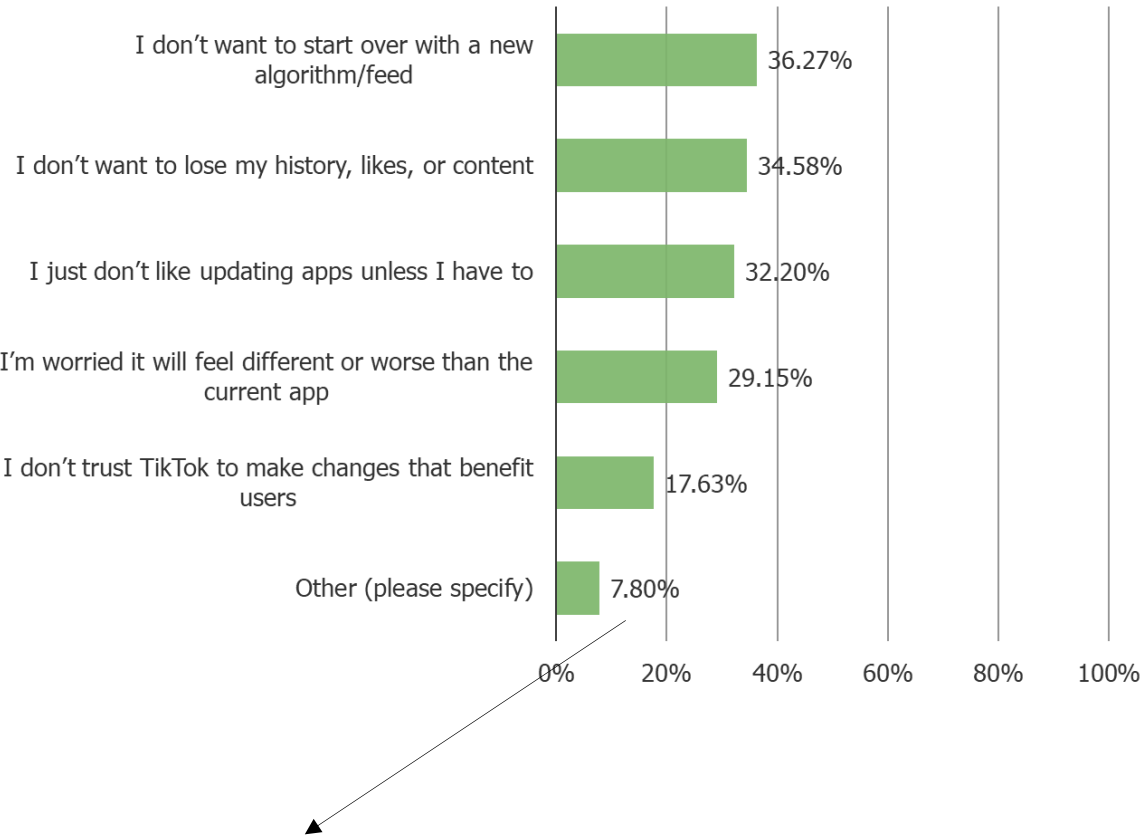
TIKTOK MAY RELEASE A NEW VERSION OF ITS APP IN SEPTEMBER 2025. IF THE NEW VERSION WERE OPTIONAL TO DOWNLOAD UPON RELEASE, WHAT WOULD YOU DO?

Posed to all TikTok users.



WHY WOULD YOU HESITATE TO DOWNLOAD THE NEW VERSION OF THE TIKTOK APP? (SELECT ALL THAT APPLY)

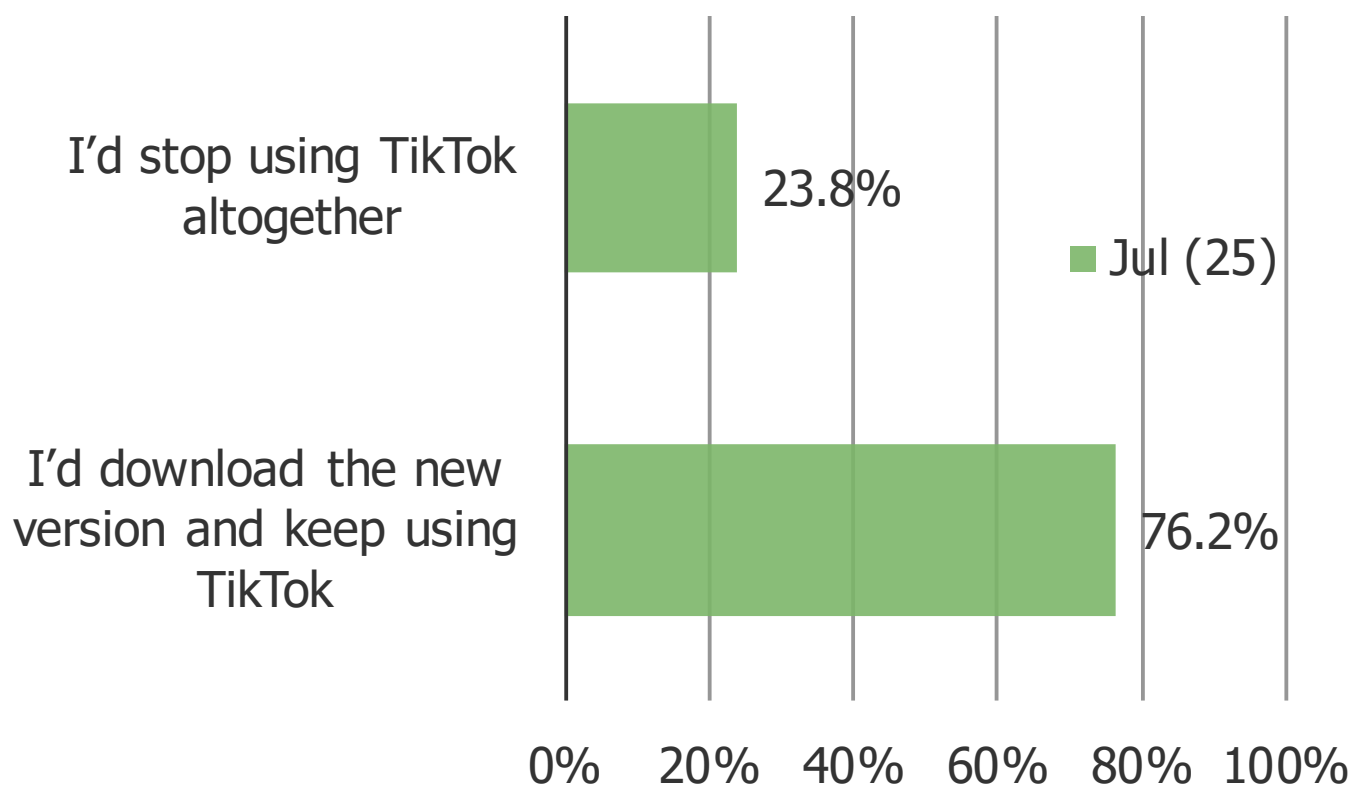
Posed to all TikTok users who would not download it right away (N = 295).



Most respondents expressed little urgency or enthusiasm about downloading a new version of TikTok. Many cited a lack of interest in the app or said they simply don't use it enough to care. Others mentioned that they would need a compelling reason to switch, with concerns about potential bugs, losing their existing following, or the app becoming more censored. A few respondents flagged privacy or government trust issues, while some said they'd wait to see what features the new version offered or preferred to let others try it first. Overall, hesitation was driven more by apathy and uncertainty than by strong opposition.

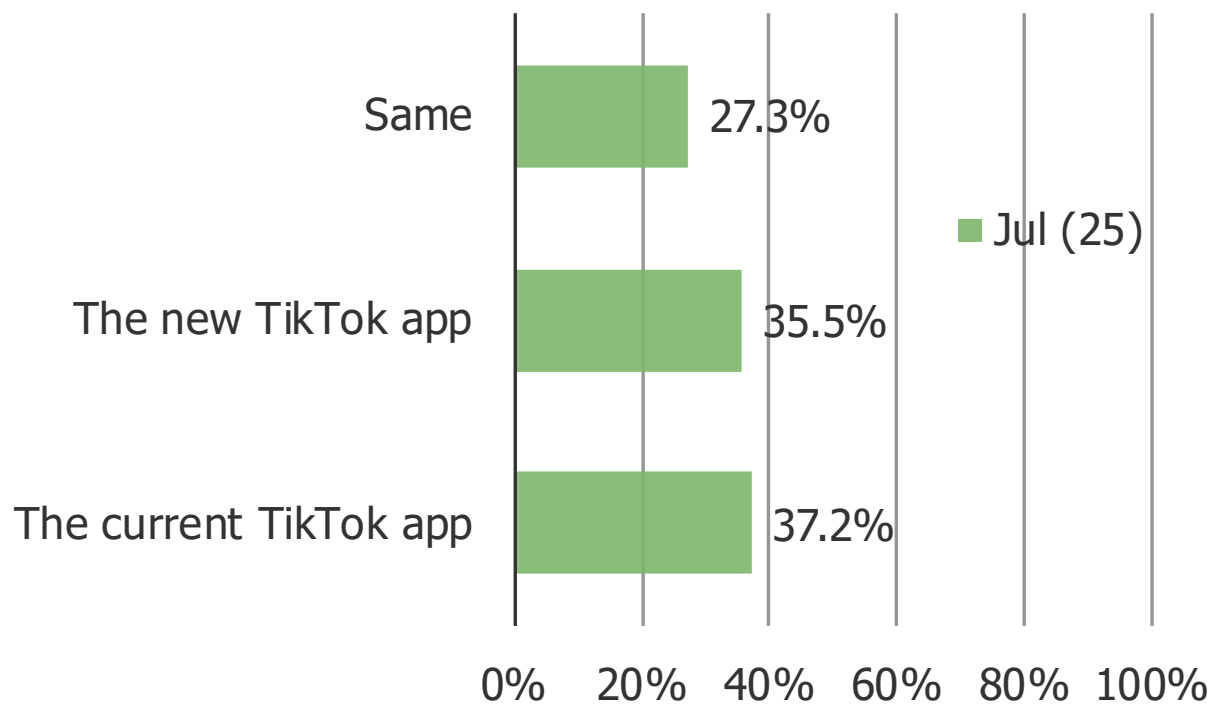
SAY IN MARCH 2026, TIKTOK SAYS YOU MUST DOWNLOAD THE NEW VERSION TO KEEP USING THE PLATFORM. WHAT WOULD YOU DO?

Posed to all TikTok users.



IF TIKTOK WERE SOLD TO A U.S. COMPANY AND RELEASED A NEW VERSION OF THE APP IN SEPTEMBER 2025, WHICH WOULD YOU EXPECT TO BE BETTER?

Posed to all TikTok users.

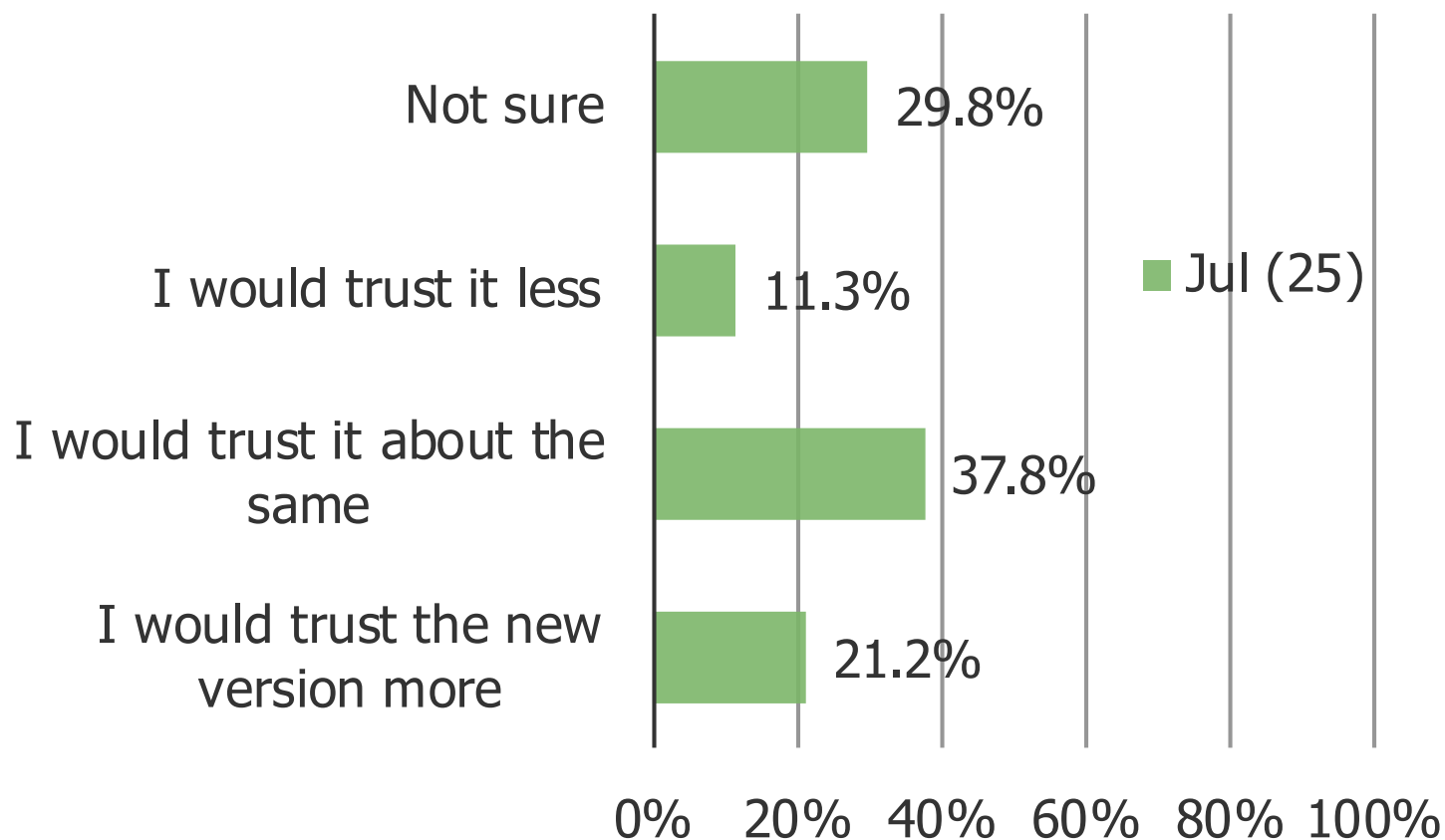


Optional Comments – Why?

Respondents offered a wide range of thoughts on whether they'd expect a new U.S.-based TikTok app to differ from the current version. Many said they wouldn't expect much change, especially if the algorithm, features, and user experience remain consistent—highlighting comfort with the familiar and skepticism that a new version would offer meaningful improvements. Several mentioned concerns about potential political or regulatory interference, with some saying the U.S. might overregulate or censor the platform more. Others were cautiously optimistic, noting that a U.S.-made app could feel safer, more transparent, or come with better security features. Some hoped for improvements in content quality or bugs, while a few simply stated loyalty to the original app or distrust in any change. Overall, most people appear to be in a “wait and see” mode, with reactions shaped by a mix of habit, mistrust, and curiosity.

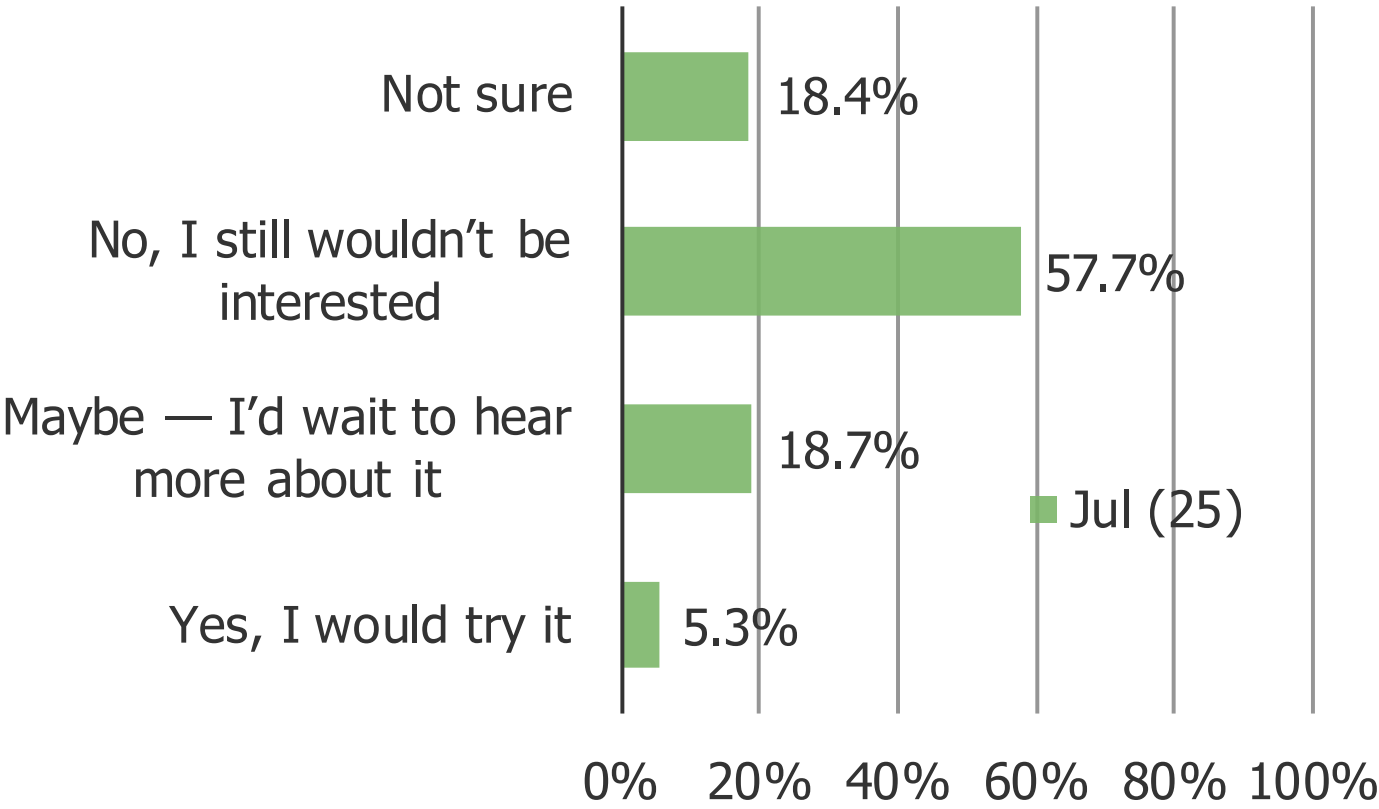
IF TIKTOK WERE SOLD TO A U.S. COMPANY, HOW WOULD YOUR LEVEL OF TRUST IN THE APP CHANGE?

Posed to all respondents.



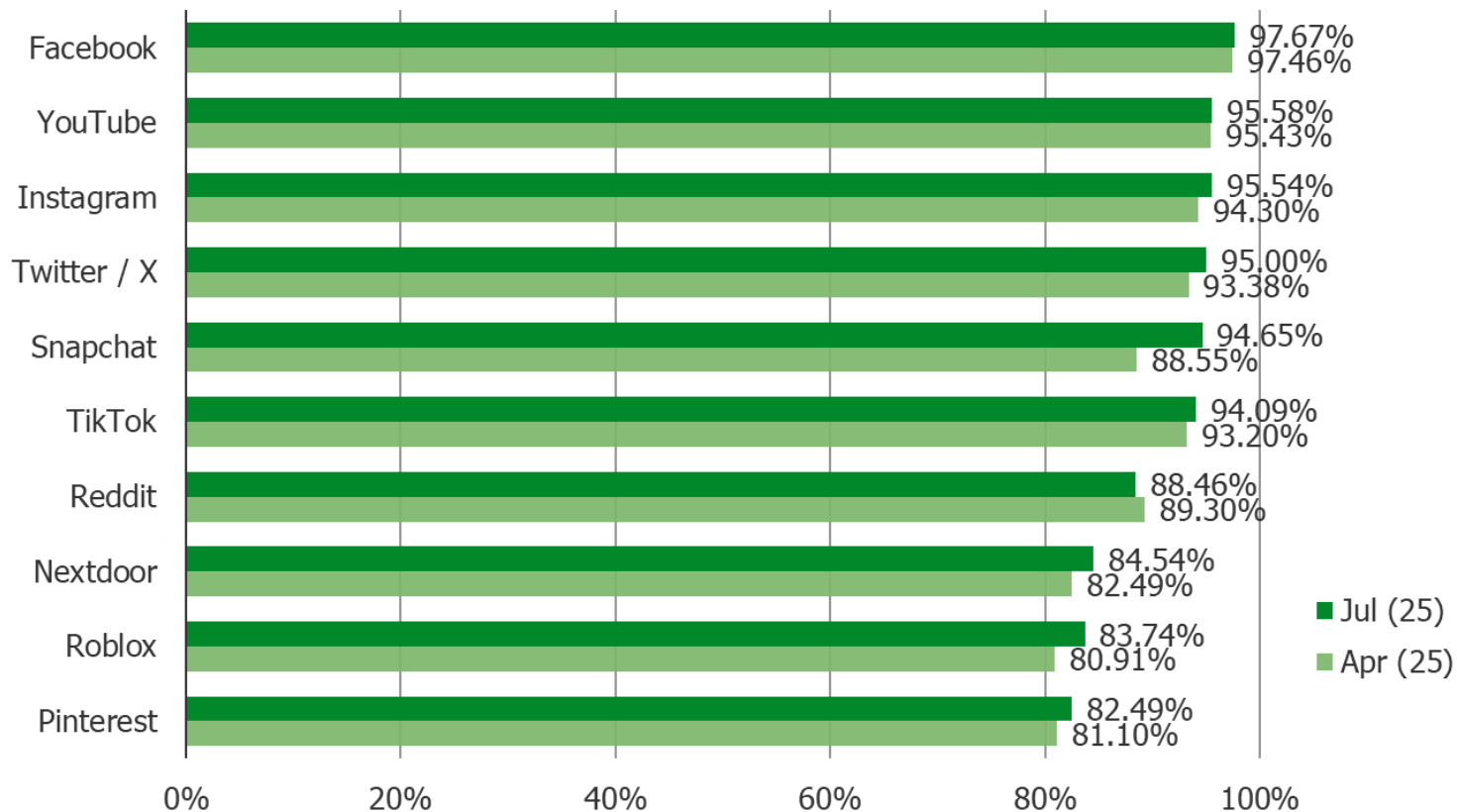
IF TIKTOK WERE SOLD TO A U.S. COMPANY AND A NEW VERSION OF THE APP WAS RELEASED, WOULD YOU CONSIDER DOWNLOADING IT TO USE?

Posed to respondents who do not currently use TikTok.



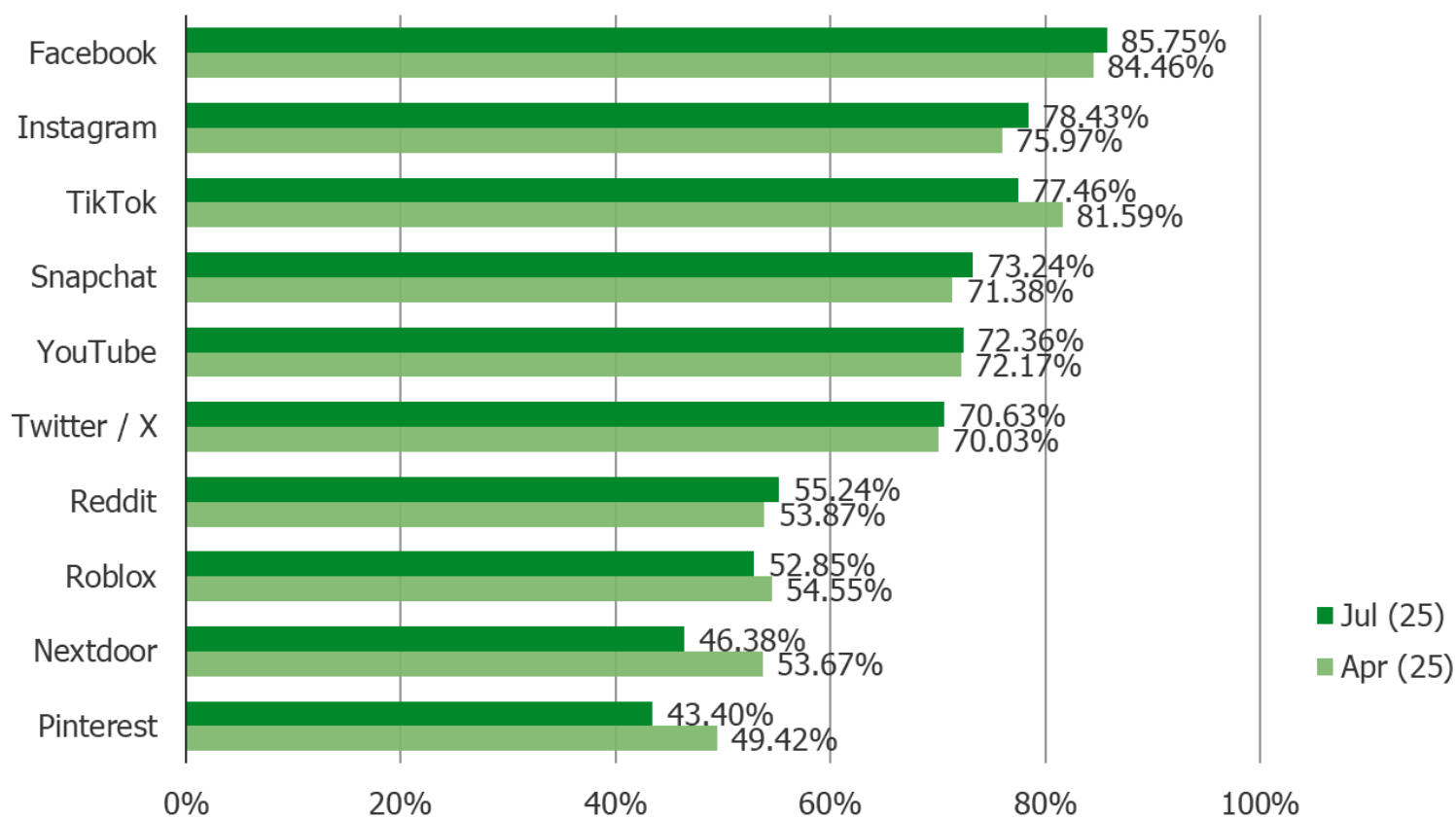
HAVE YOU USED THE FOLLOWING AT ANY POINT IN THE PAST 30 DAYS?

Posed to users of each of the following platforms...



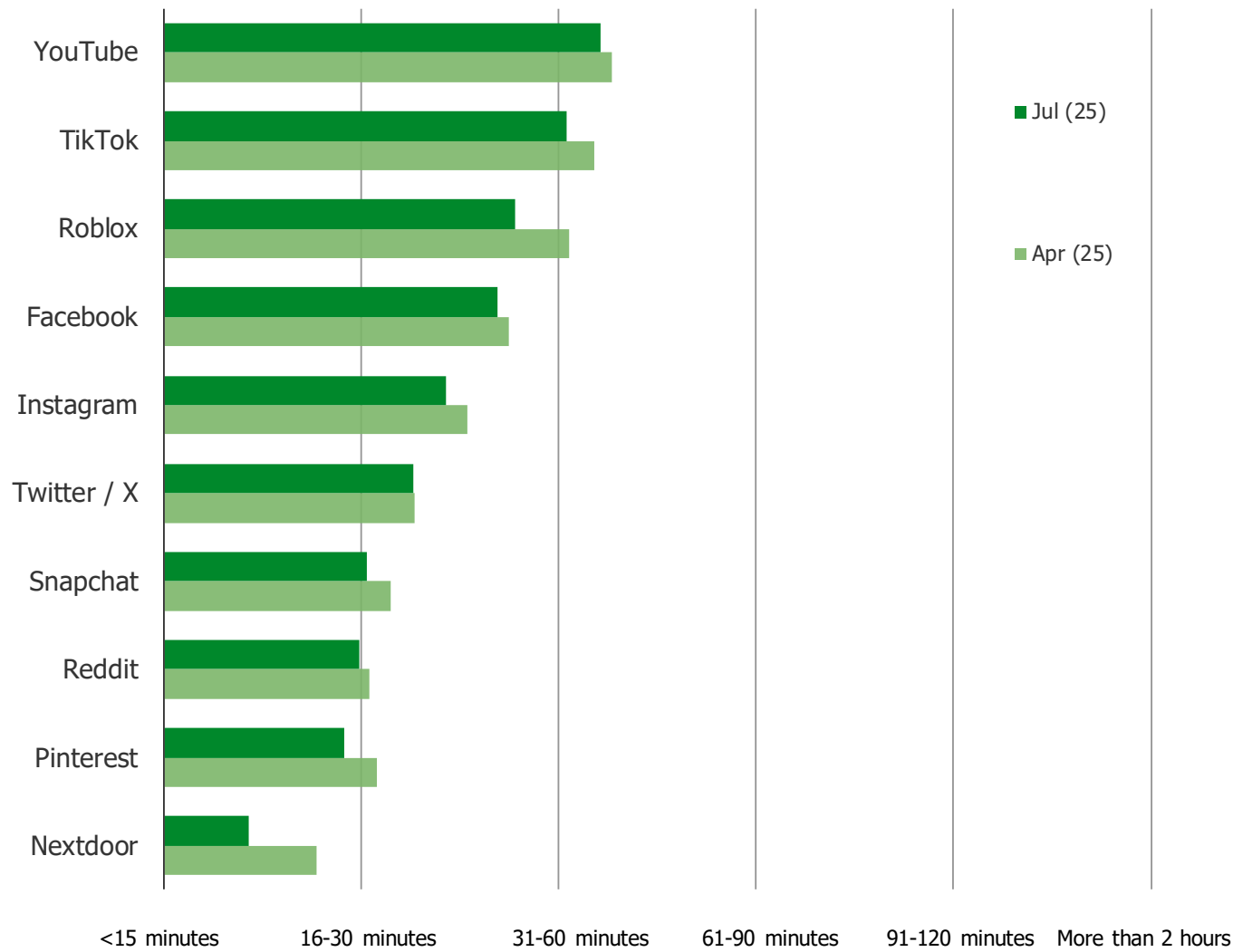
HAVE YOU (OR WILL YOU) USE ANY OF THE FOLLOWING TODAY?

Posed to users of each of the following platforms...



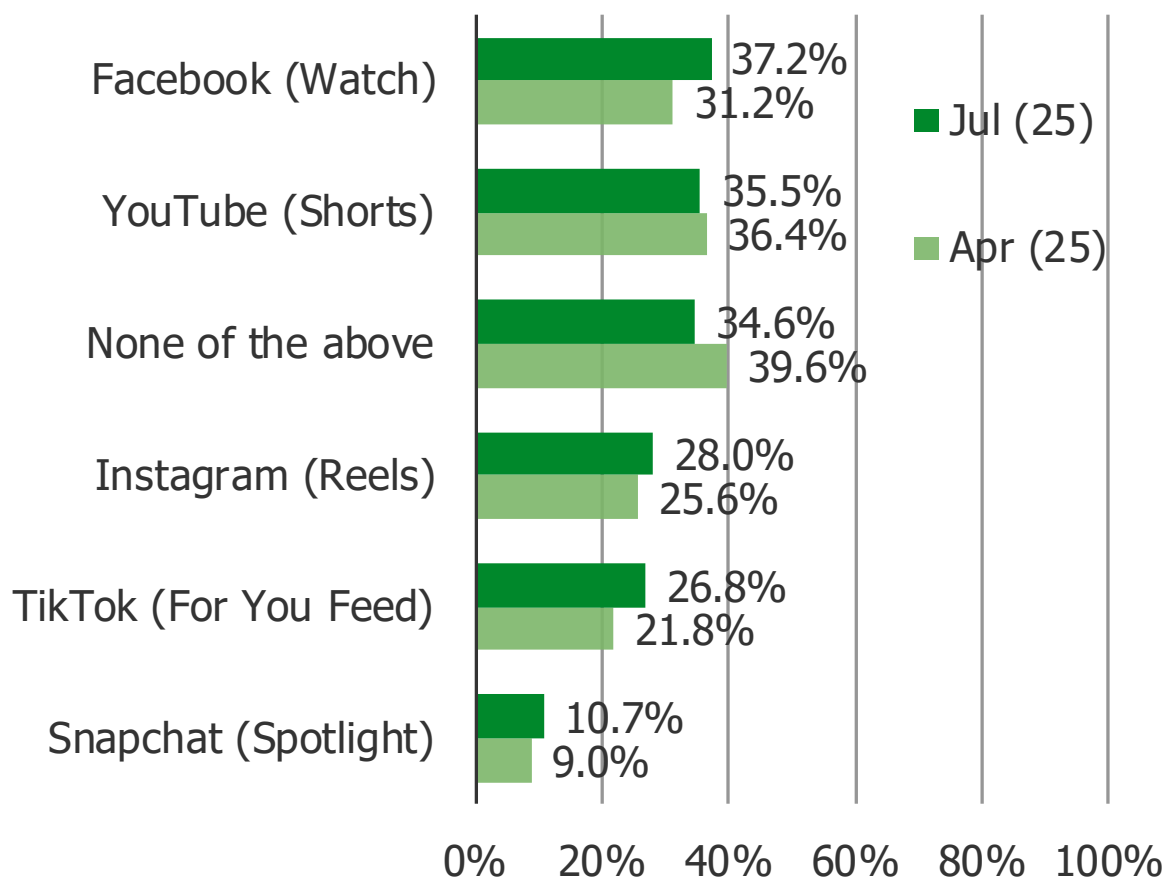
ON A TYPICAL DAY THAT YOU USE THE FOLLOWING, HOW MUCH TIME DO YOU SPEND ON EACH PLATFORM ACROSS ALL DEVICES (E.G., CELL PHONE, TV, COMPUTER, TABLET/IPAD)?

Posed to all respondents who use the below.



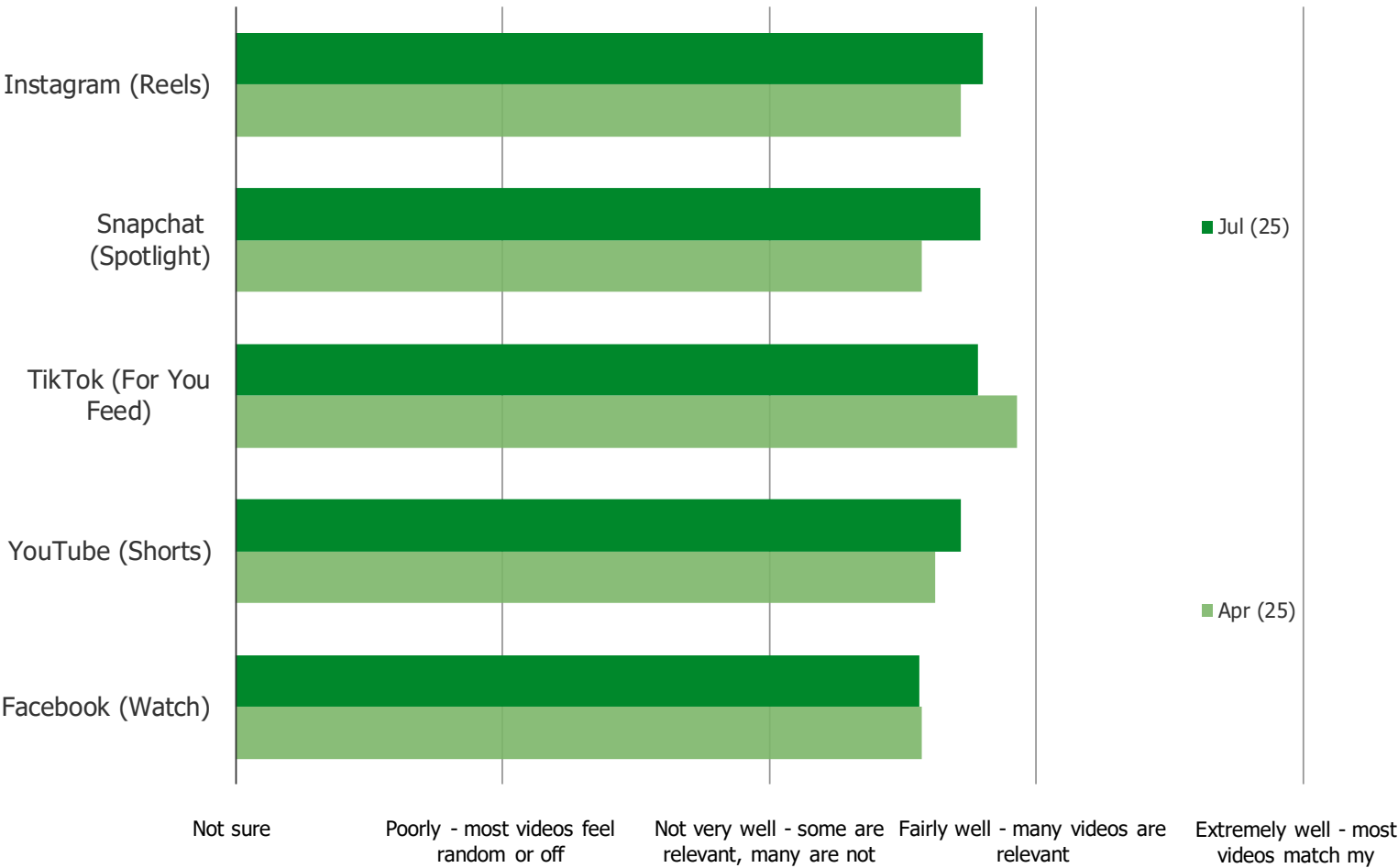
IN THE PAST 30 DAYS, HAVE YOU WATCHED VIDEOS ON ANY OF THE FOLLOWING PLATFORMS WHERE THE NEXT VIDEO IS SHOWN TO YOU AUTOMATICALLY? TO CLARIFY, WE ARE NOT REFERRING TO VIDEOS FROM ACCOUNTS YOU FOLLOW OR FRIENDS YOU KNOW. WE'RE ASKING ABOUT CONTINUOUS VIDEO FEEDS THAT SHOW YOU CONTENT AUTOMATICALLY, REGARDLESS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

Posed to all respondents.



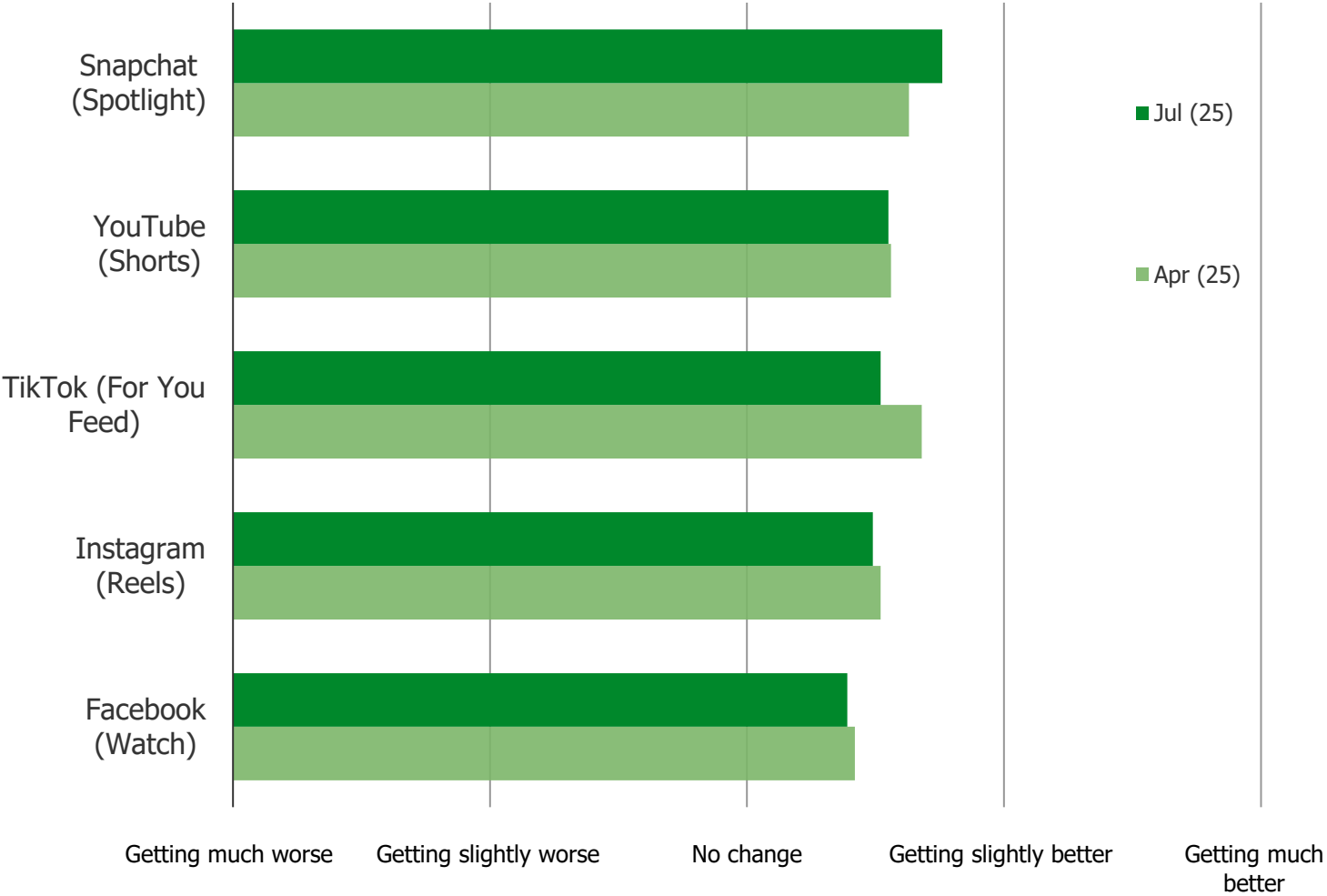
HOW WELL DO YOU THINK THESE PLATFORMS UNDERSTAND YOUR INTERESTS WHEN IT COMES TO SHORT-FORM VIDEOS?

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



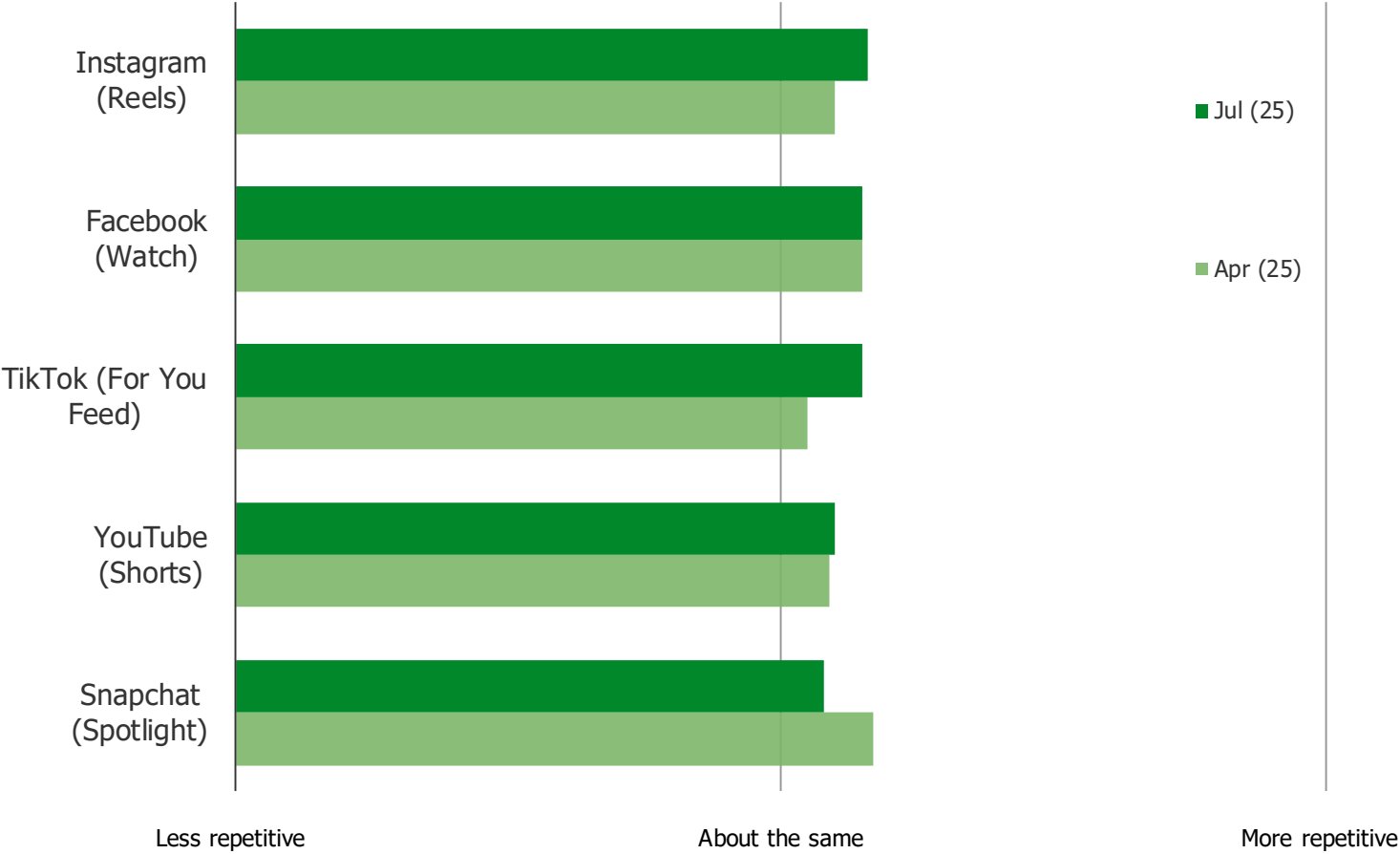
HAVE YOU NOTICED ANY CHANGES IN HOW MUCH YOU LIKE THE SHORT-FORM VIDEOS AUTOMATICALLY SHOWN TO YOU ON SOCIAL MEDIA?

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



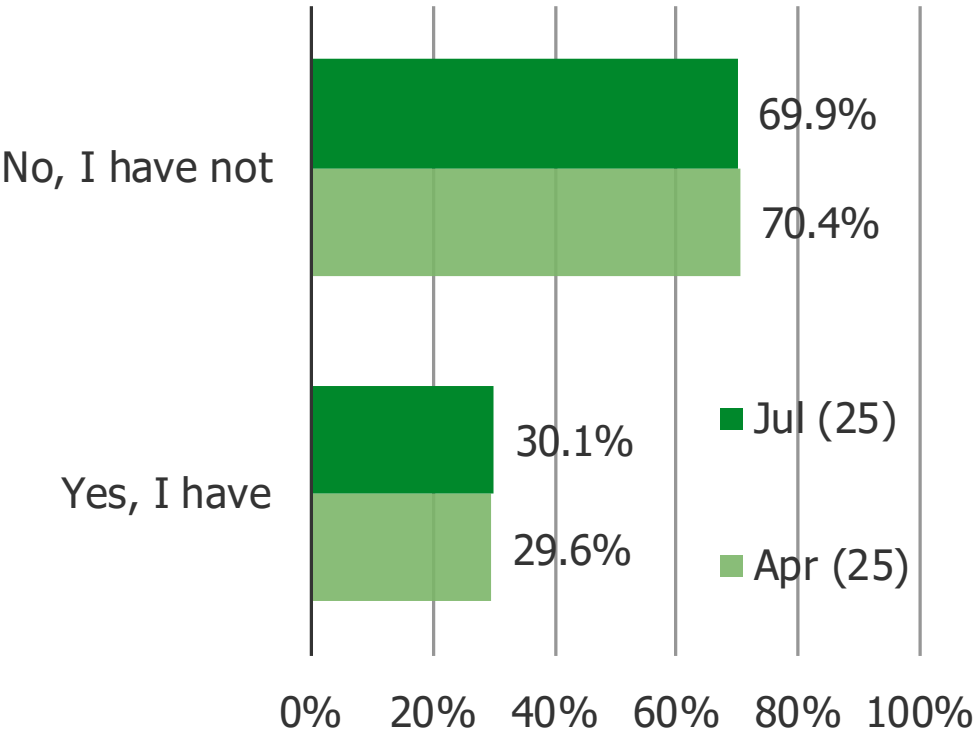
IN THE PAST FEW MONTHS, HAVE THE VIDEOS YOU'RE AUTOMATICALLY SHOWN FELT MORE OR LESS REPETITIVE?

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



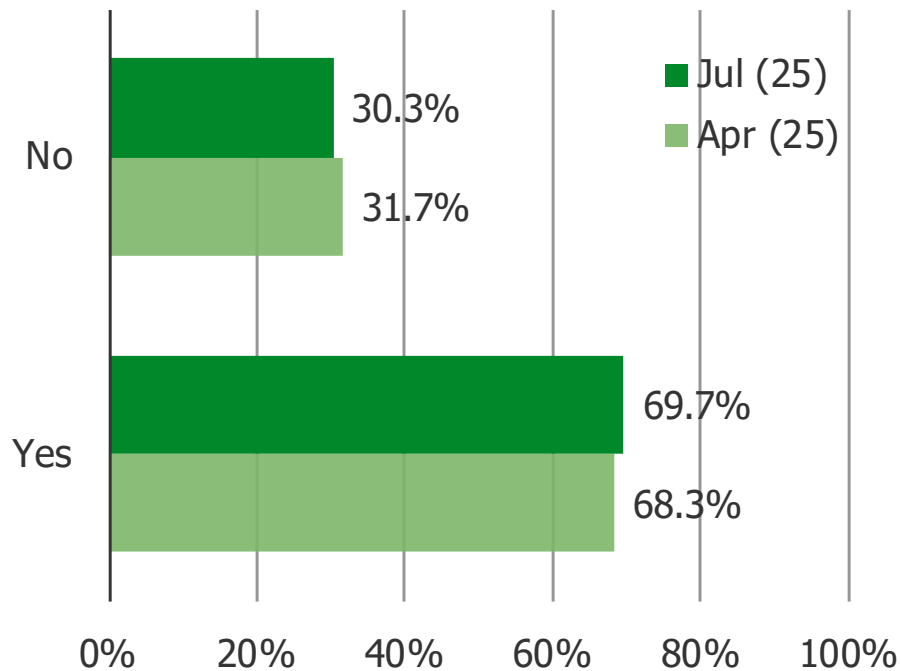
HAVE YOU VISITED REDDIT (WEBSITE OR APP) IN THE PAST 30 DAYS?

Posed to all respondents.



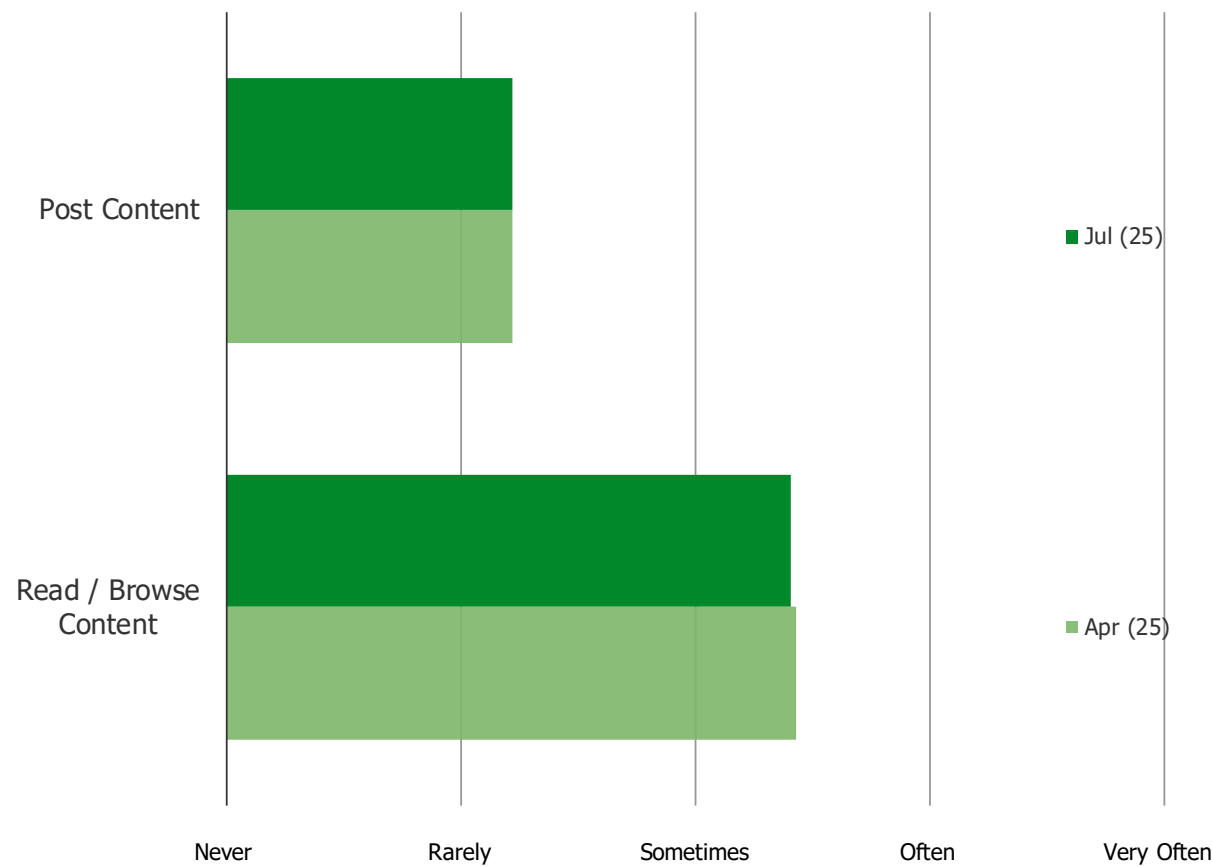
DO YOU HAVE A REDDIT ACCOUNT/LOGIN?

Posed to respondents who have visited Reddit in the past 30 days (N = 297).



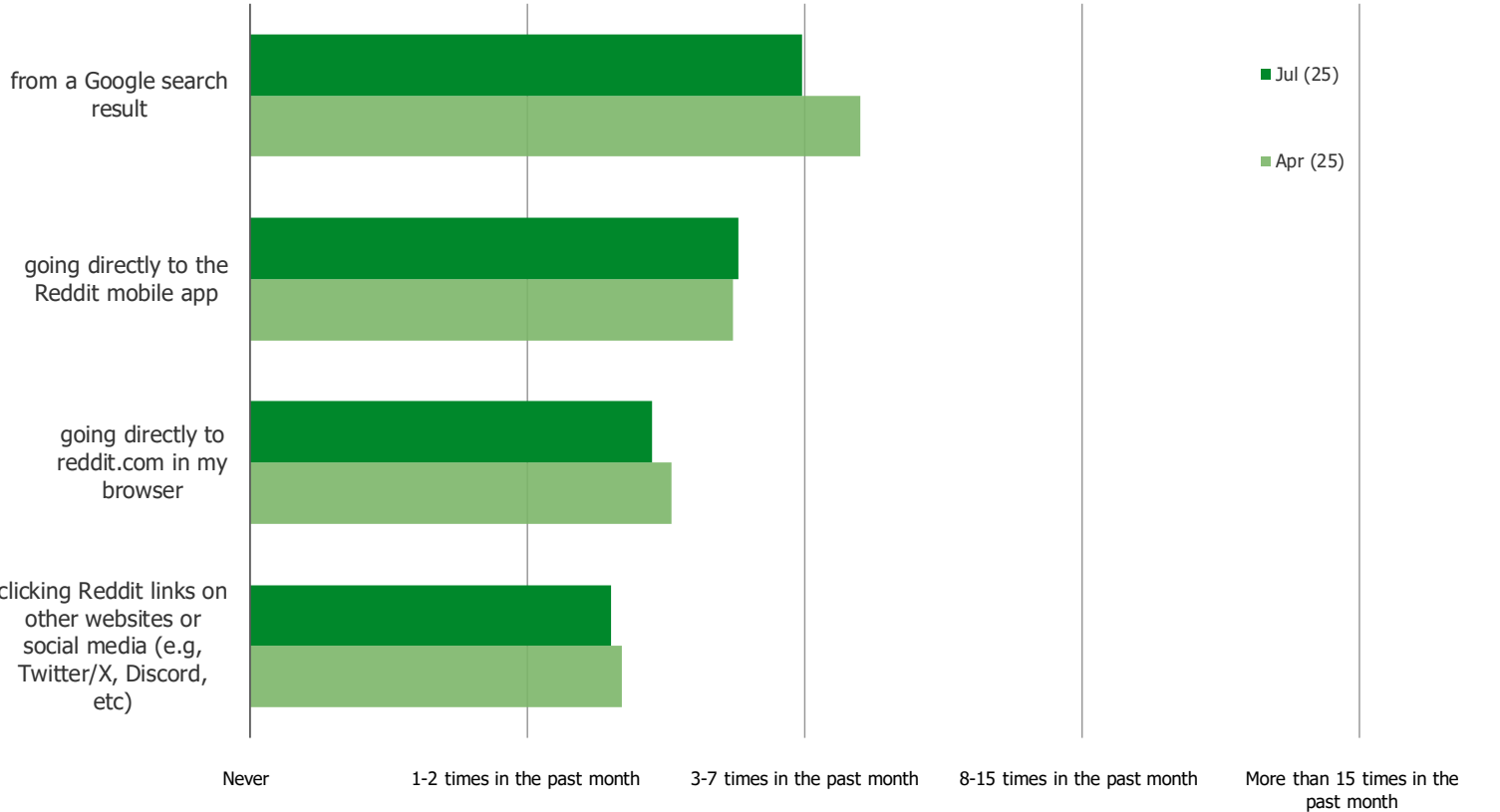
HOW OFTEN DO YOU DO THE FOLLOWING ON REDDIT?

Posed to respondents who have visited Reddit in the past 30 days (N = 297).



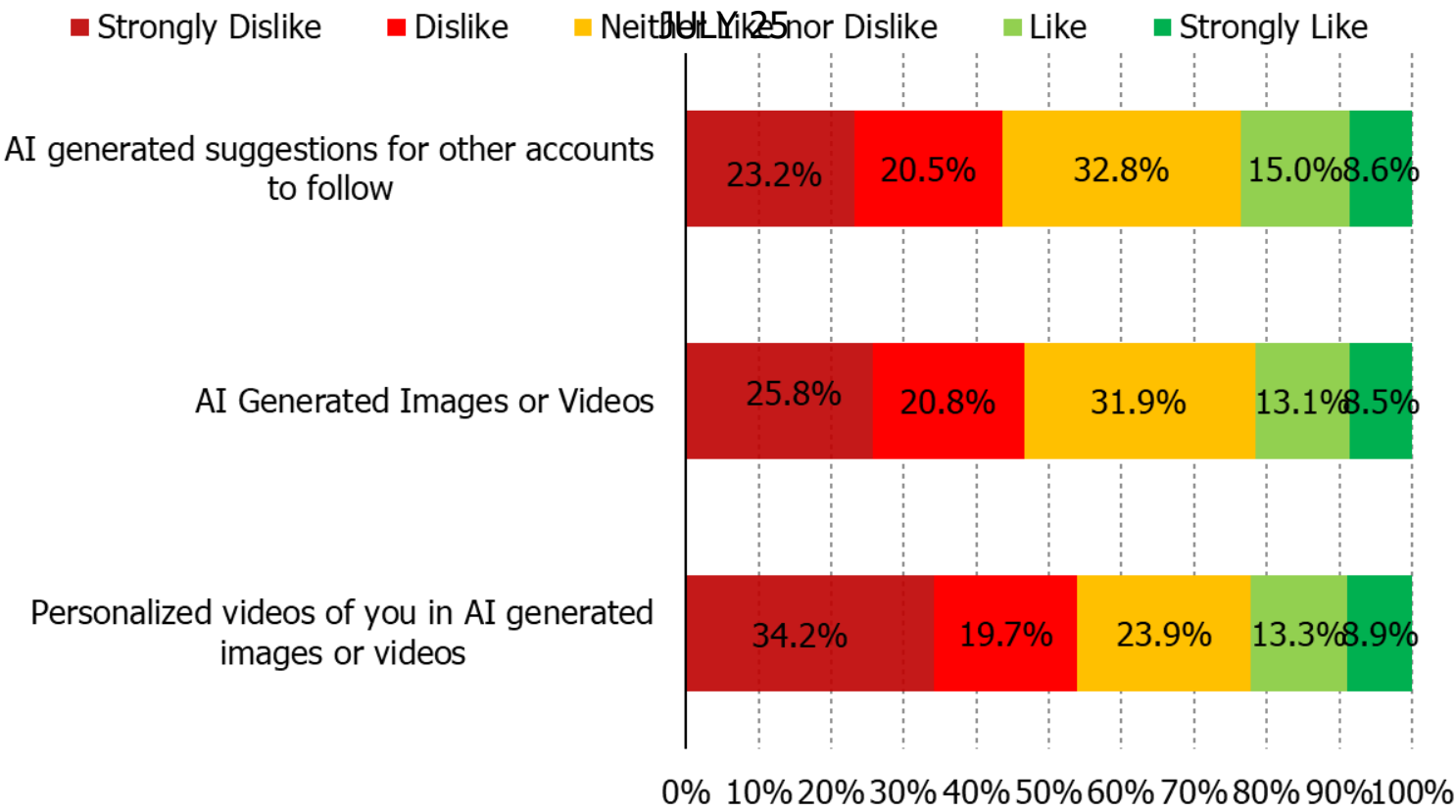
HOW MANY TIMES IN THE PAST MONTH WOULD YOU ESTIMATE YOU VISITED REDDIT...

Posed to respondents who have visited Reddit in the past 30 days (N = 297).



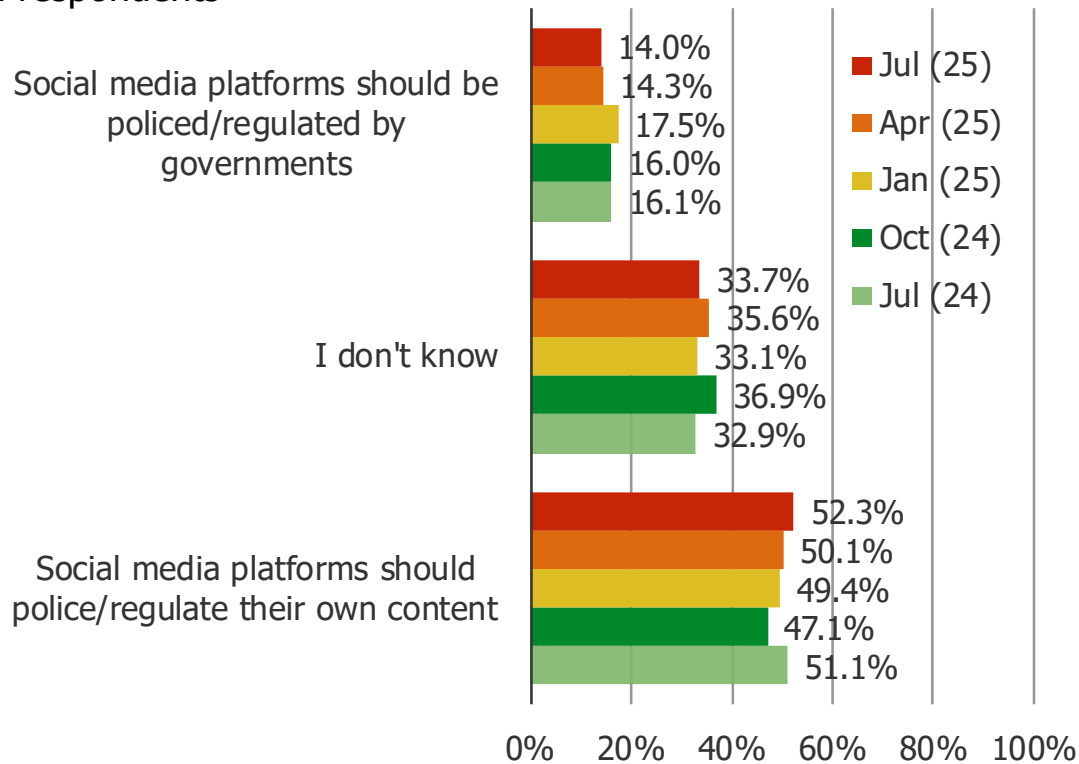
IN GENERAL, HOW WOULD YOU FEEL ABOUT THE FOLLOWING IN YOUR SOCIAL MEDIA FEEDS?

Posed to all respondents

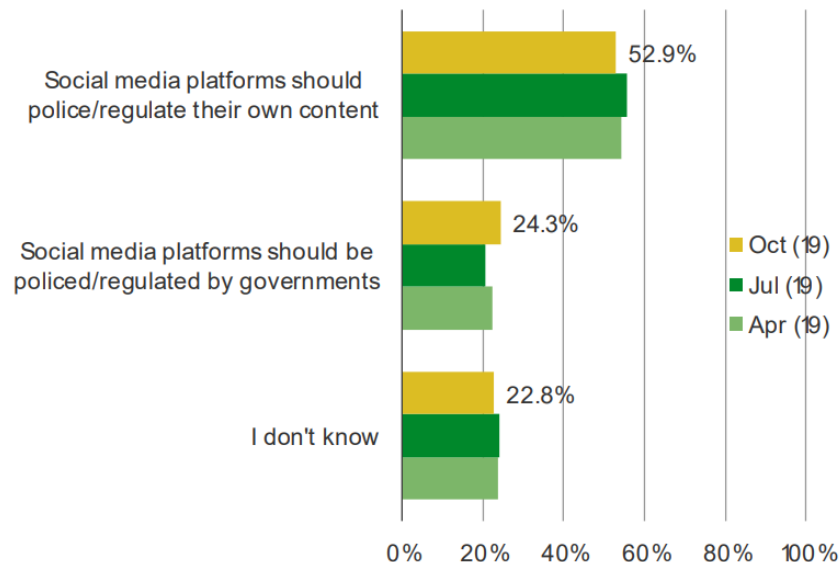


SHOULD SOCIAL MEDIA PLATFORMS POLICE/REGULATE THEIR OWN CONTENT, OR SHOULD THEY BE POLICED/REGULATED BY GOVERNMENTS?

Posed to all respondents

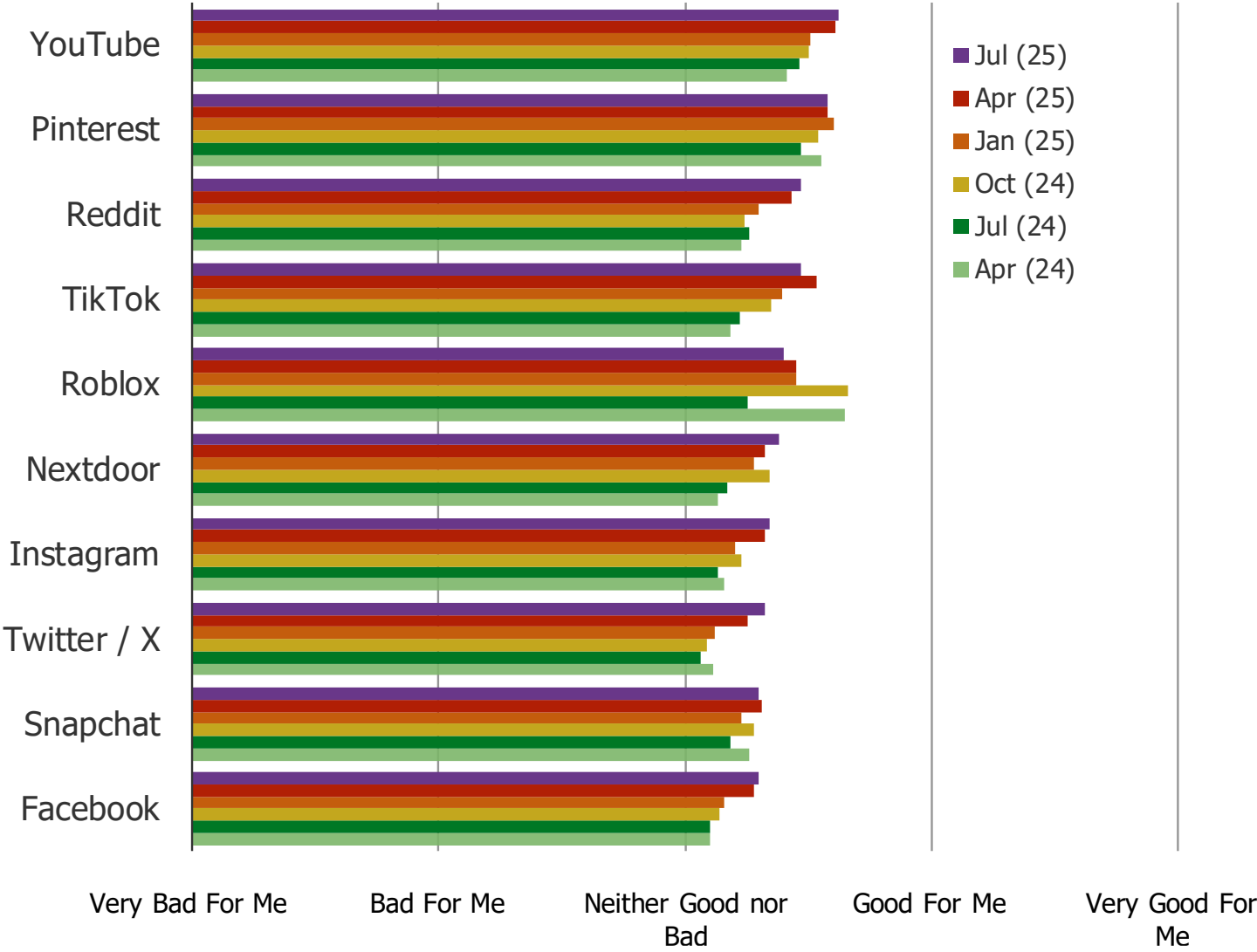


Historical Readings



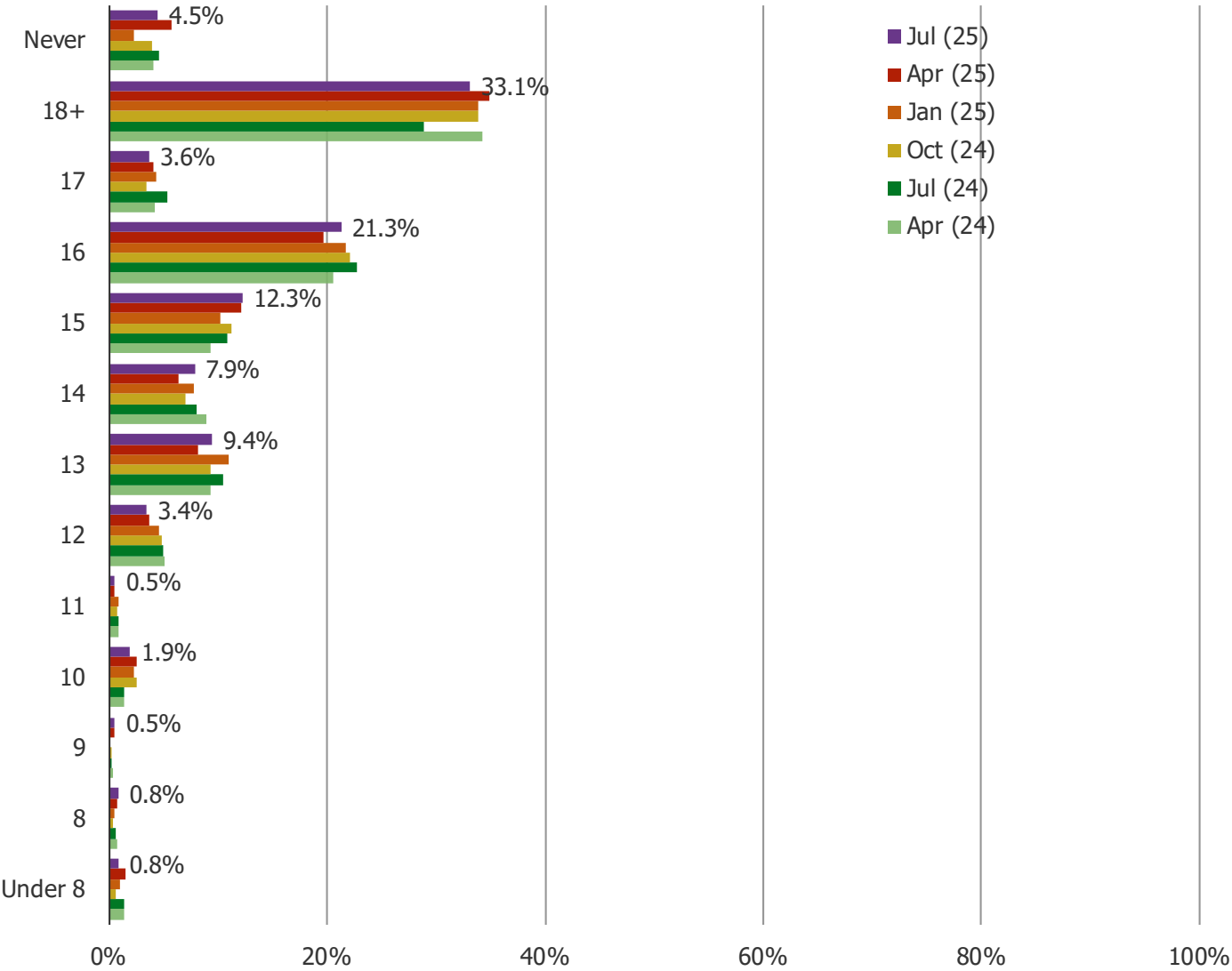
IN YOUR OPINION, ARE THE FOLLOWING GOOD OR BAD FOR YOUR MENTAL HEALTH?

Posed to respondents who use each of the below.



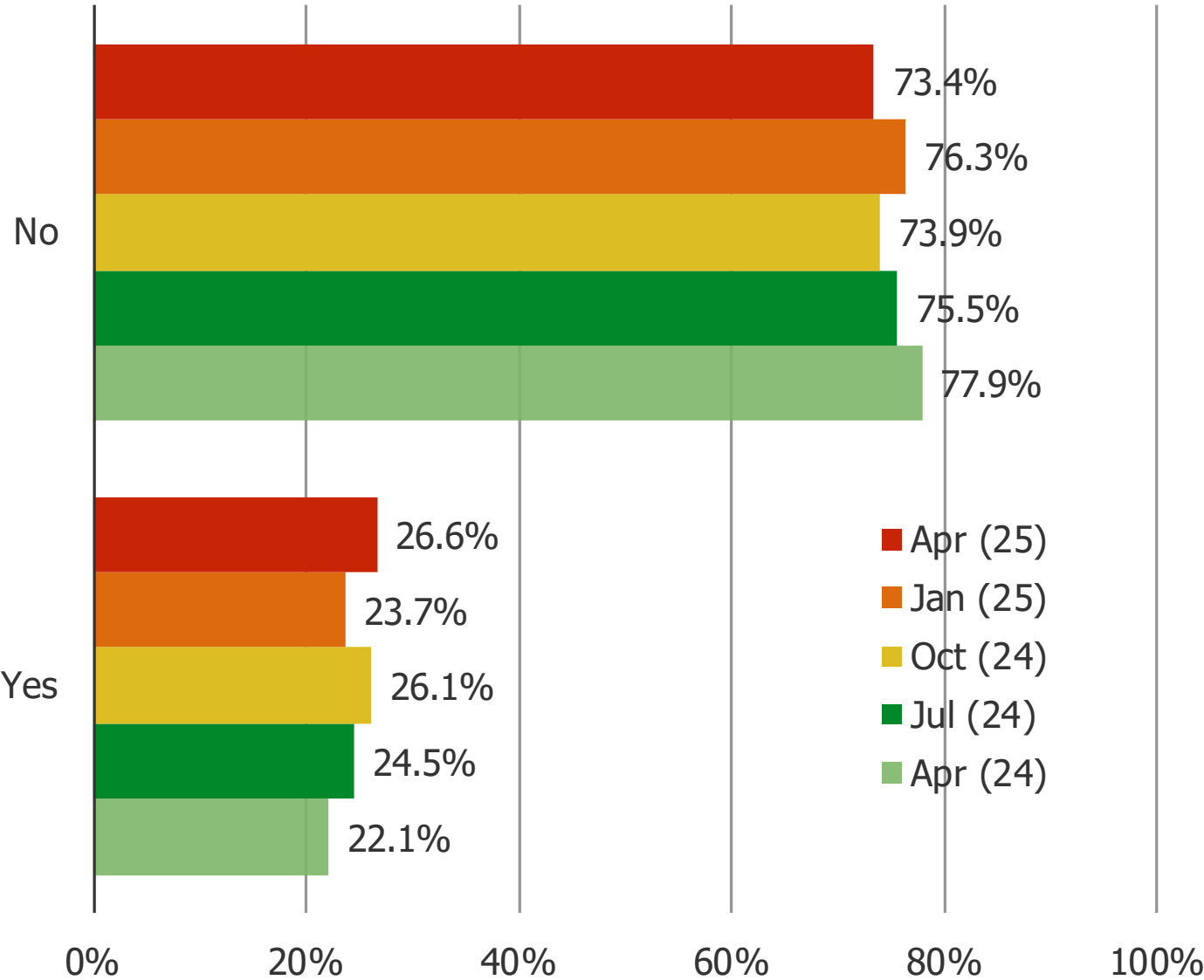
IN YOUR OPINION, AT WHAT AGE IS IT APPROPRIATE FOR PEOPLE TO START USING SOCIAL MEDIA APPS?

Posed to all respondents.



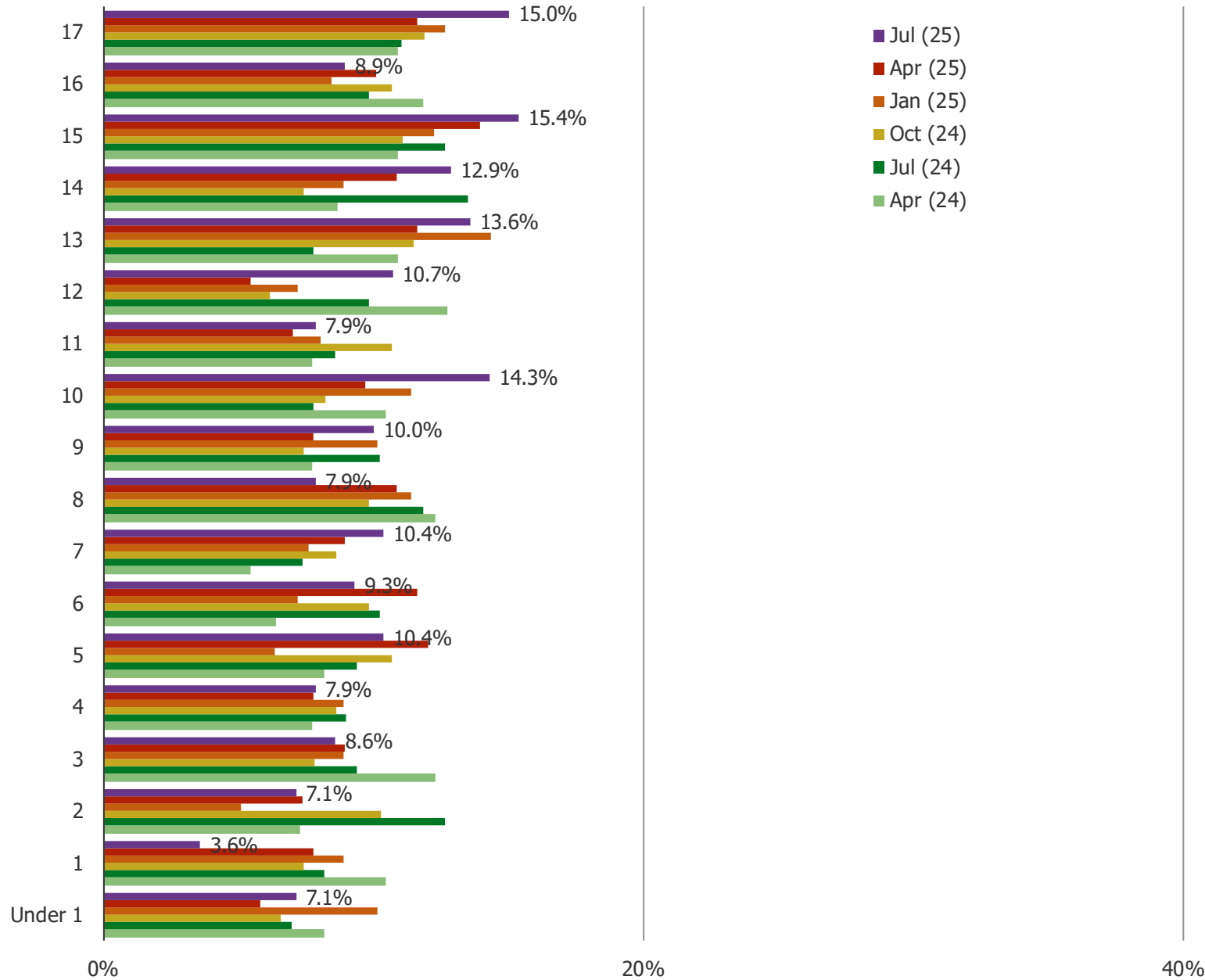
DO YOU HAVE CHILDREN UNDER THE AGE OF 18?

Posed to all respondents.



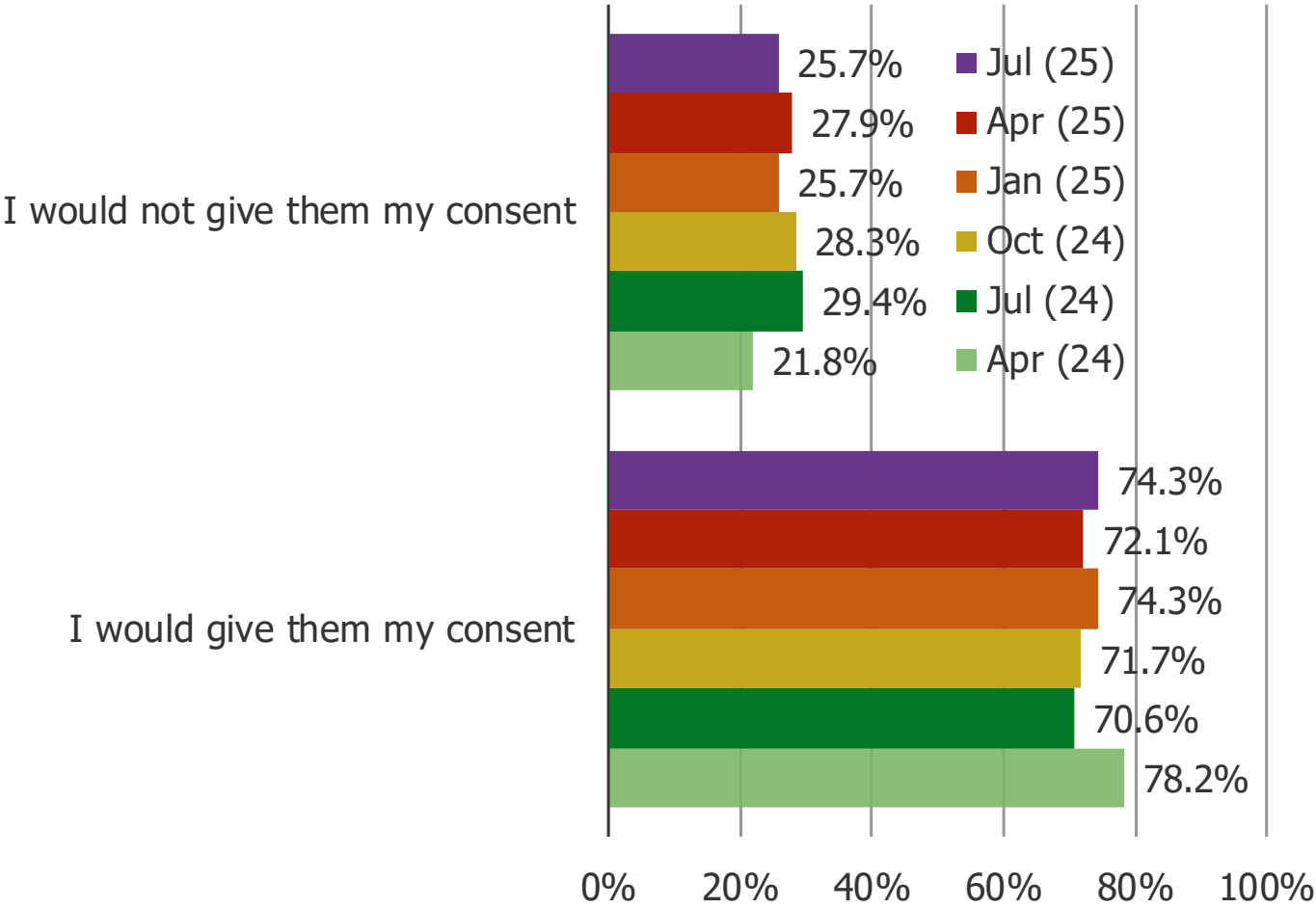
WHAT AGE IS YOUR CHILD(REN)? IF YOU HAVE MORE THAN ONE CHILD UNDER 18, SELECT AS MANY THAT APPLY

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



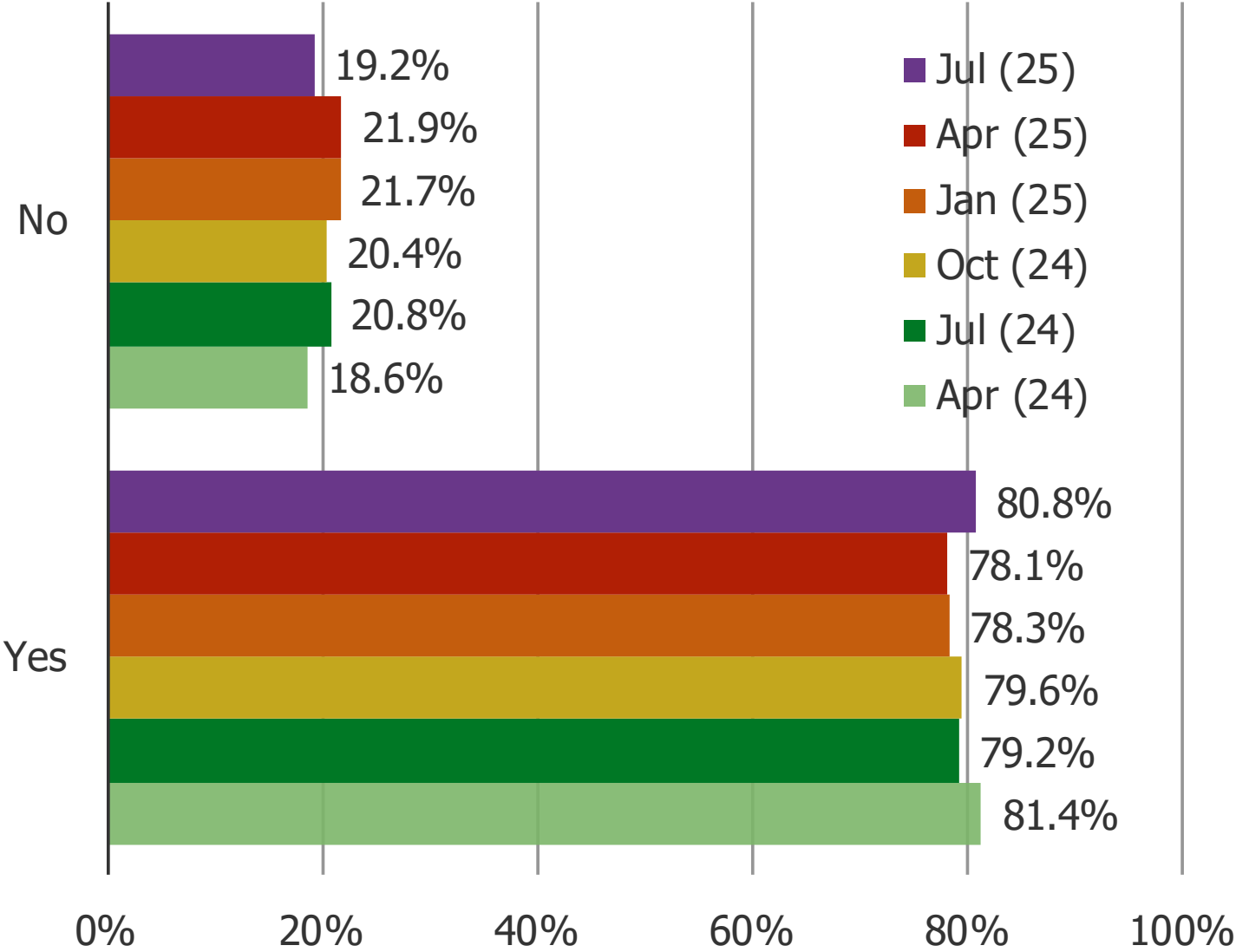
IF YOUR 15 OR 16 YEAR-OLD NEEDED PARENTAL CONSENT TO USE SOCIAL MEDIA, WOULD YOU....?

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



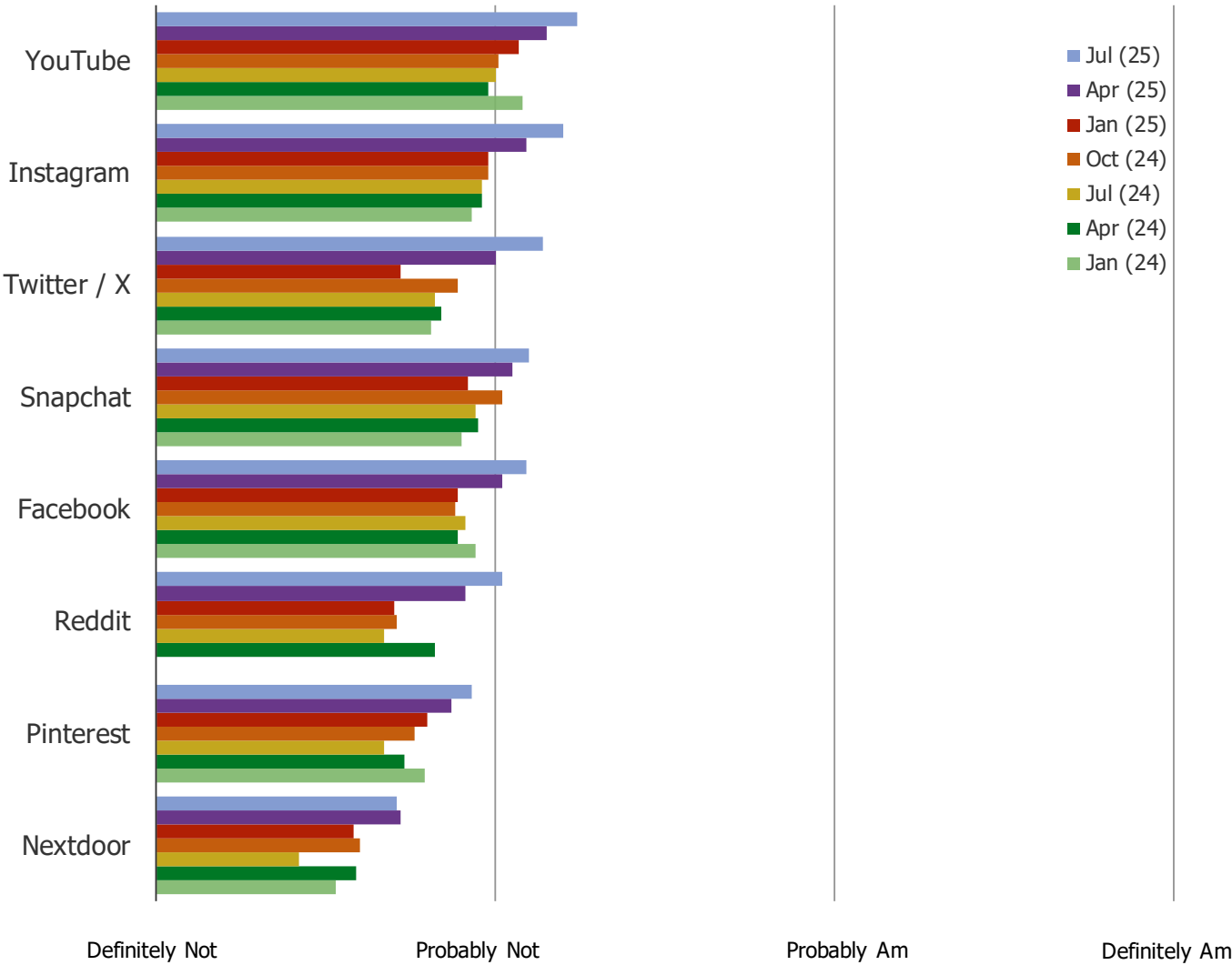
WOULD YOU SUPPORT LAWS THAT PROHIBIT CHILDREN 14 AND UNDER FROM USING SOCIAL MEDIA AND REQUIRE 15 AND 16 YEAR-OLDS TO OBTAIN PARENTAL CONSENT IN ORDER TO USE SOCIAL MEDIA?

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



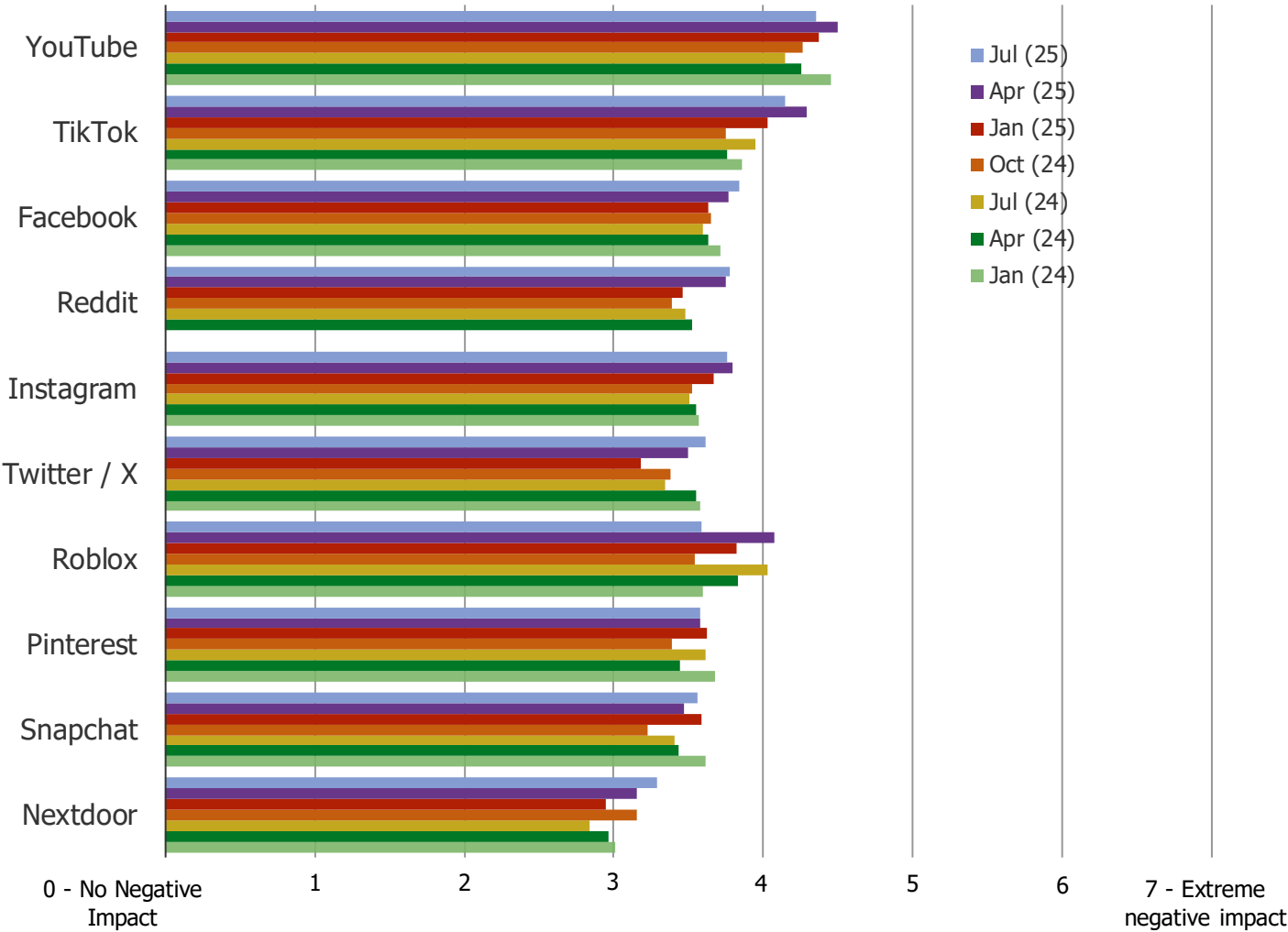
DO YOU FEEL LIKE YOU ARE ADDICTED TO USING THIS APP?

Posed to respondents who use each of the below.



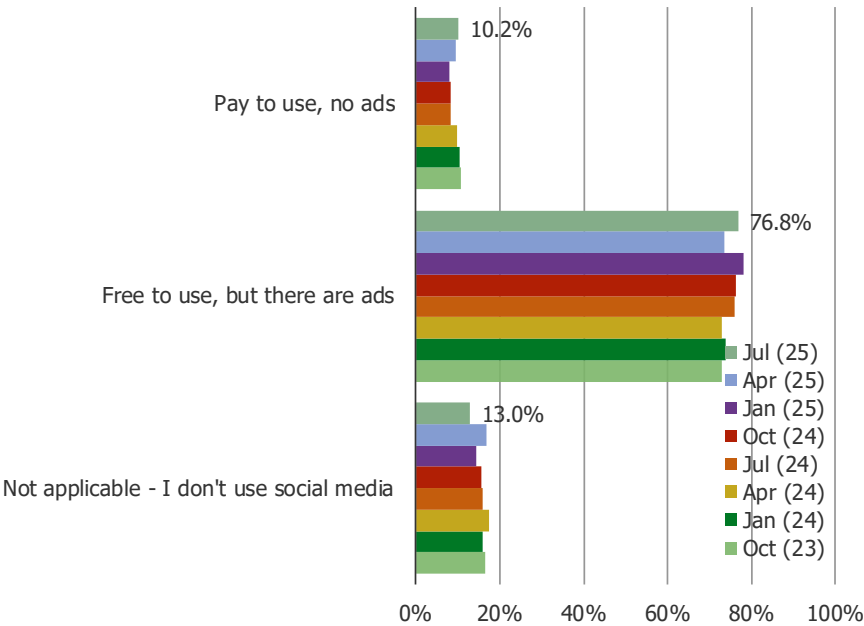
WHAT KIND OF AN IMPACT WOULD THERE BE ON YOUR LIFE IF THE FOLLOWING WENT OUT OF EXISTENCE?

Posed to respondents who use the below.



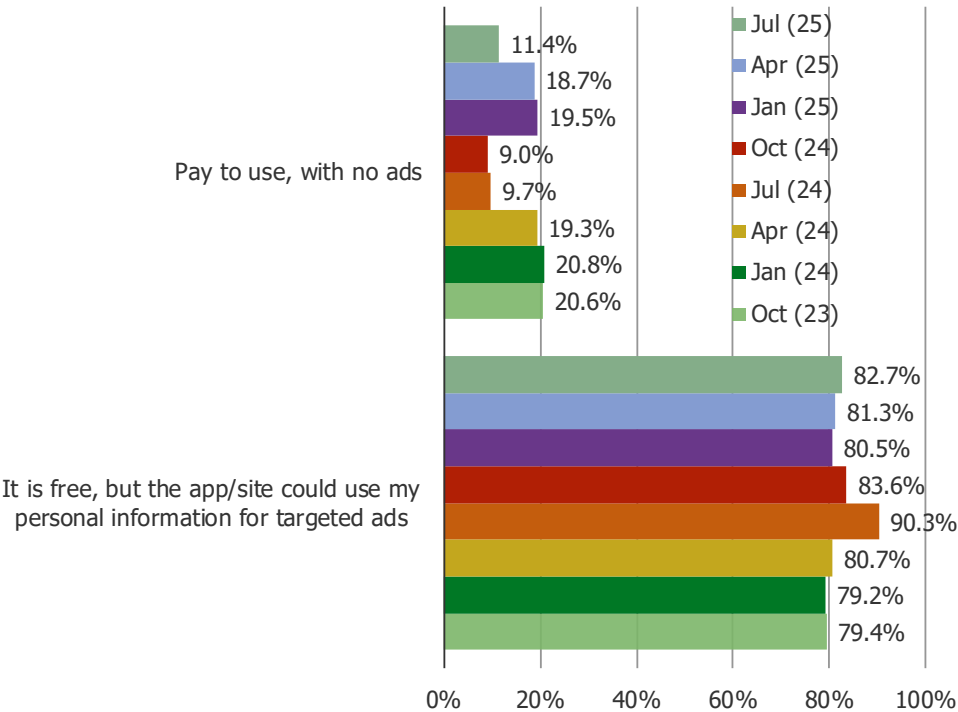
THINKING ABOUT YOUR SOCIAL MEDIA USAGE, WHICH WOULD BE PREFERABLE?

This question was posed to all respondents.



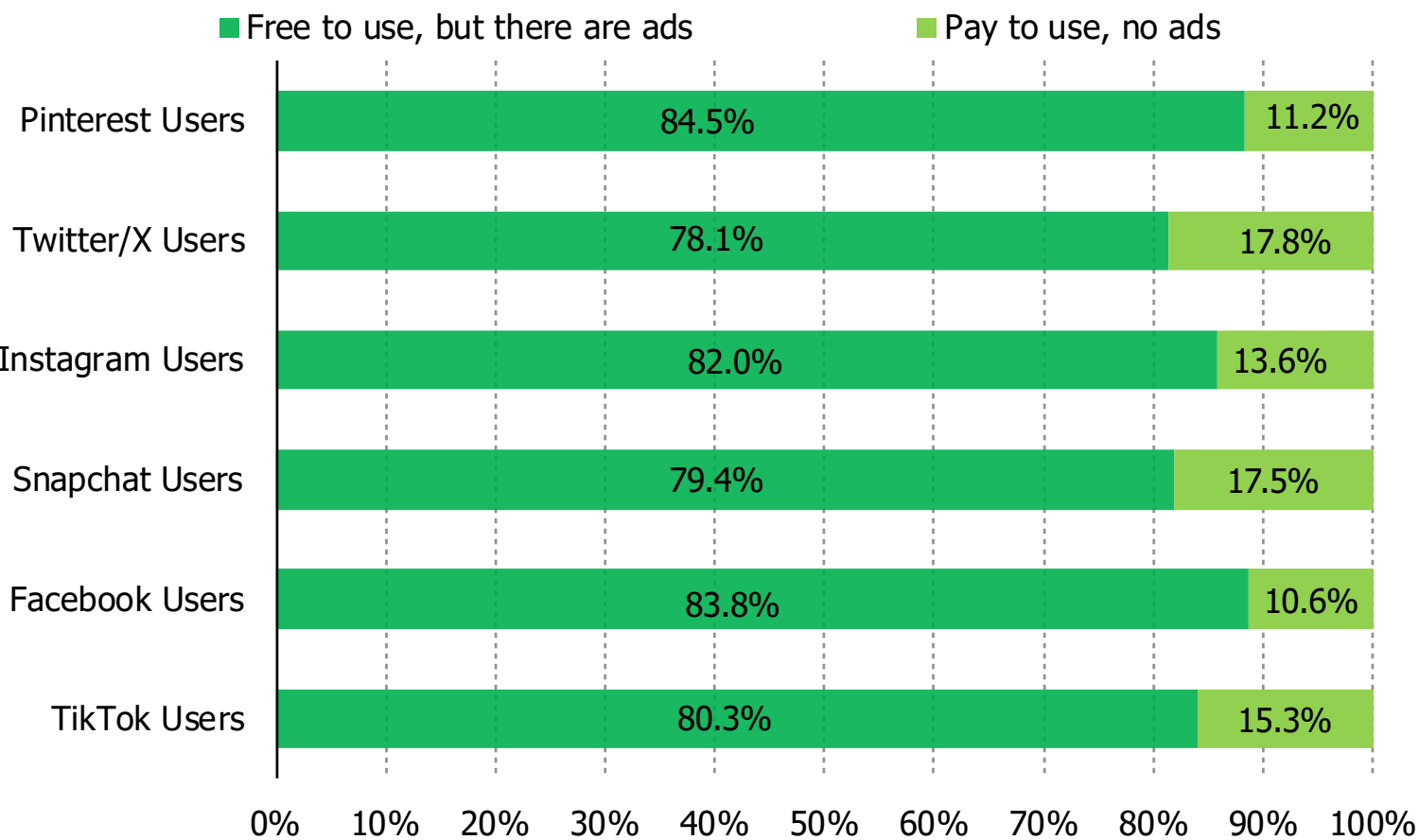
THINKING ABOUT YOUR SOCIAL MEDIA USAGE, WHICH WOULD BE PREFERABLE?

This question was posed to respondents who use social media.



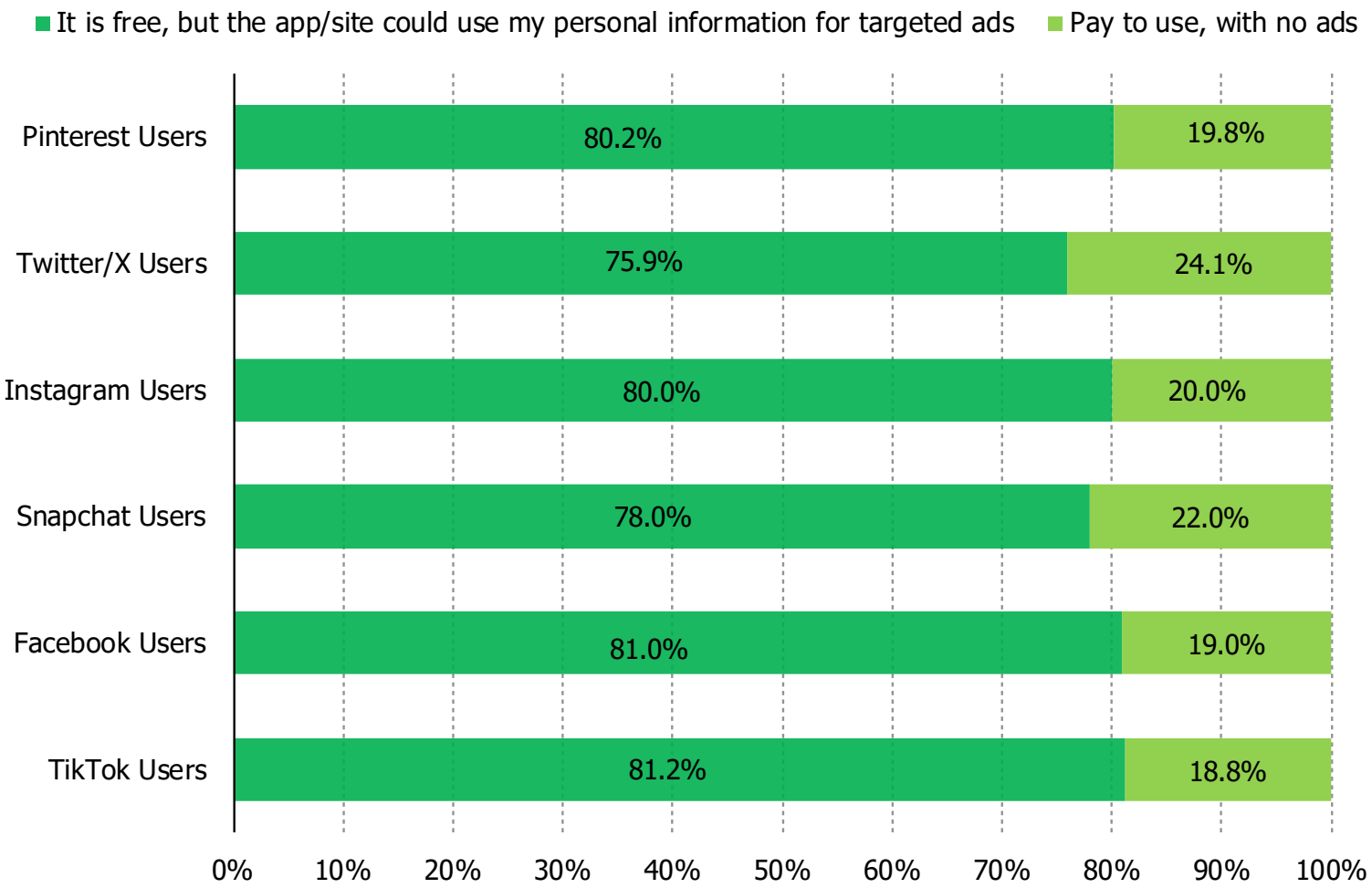
THINKING ABOUT YOUR SOCIAL MEDIA USAGE, WHICH WOULD BE PREFERABLE?

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



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

This question was posed to respondents who use social media, cross-tabbed
July 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.

TIKTOK



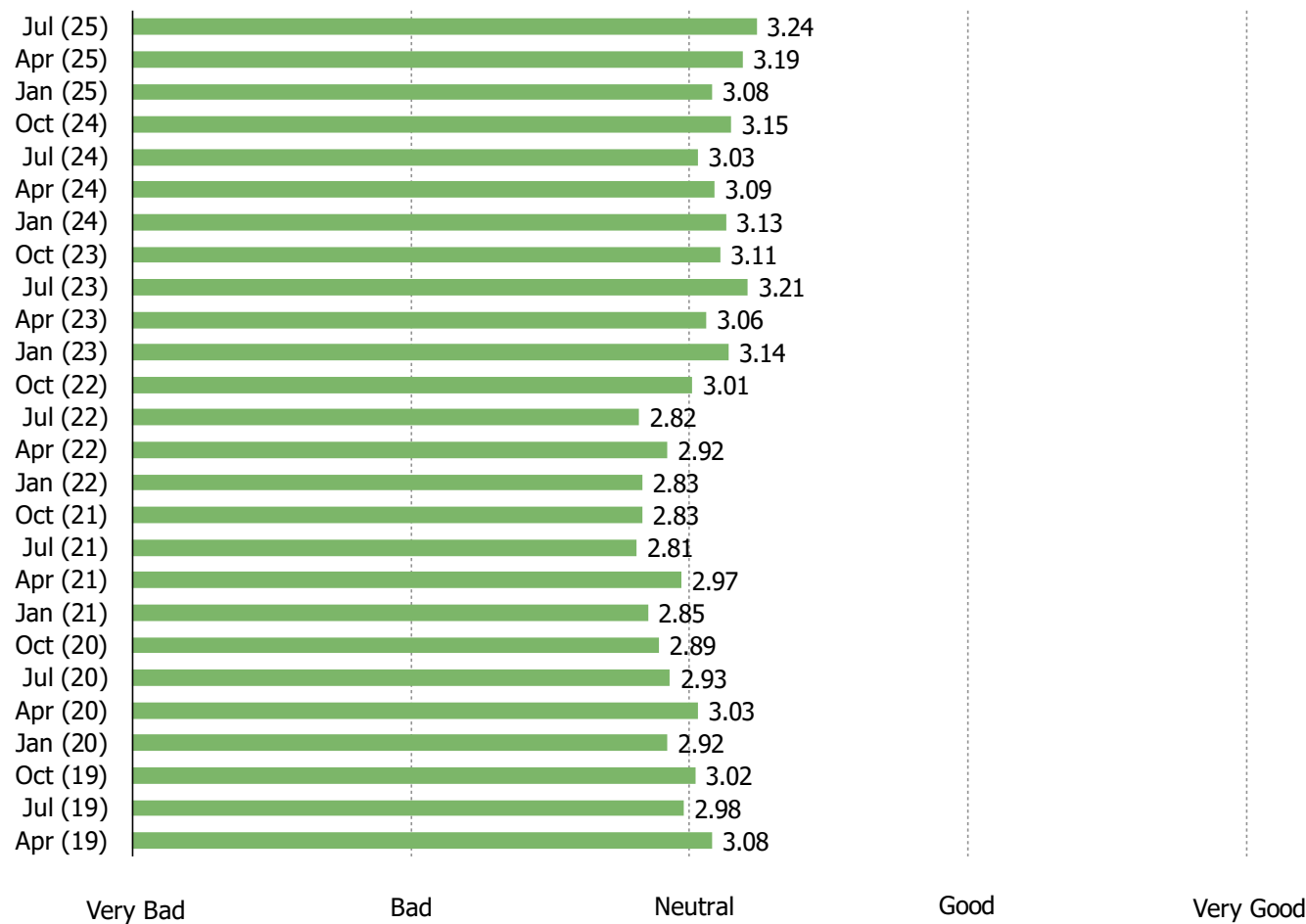
REDDIT



SOCIAL MEDIA SECTOR AND COMPETITIVE DYNAMICS QUESTIONS

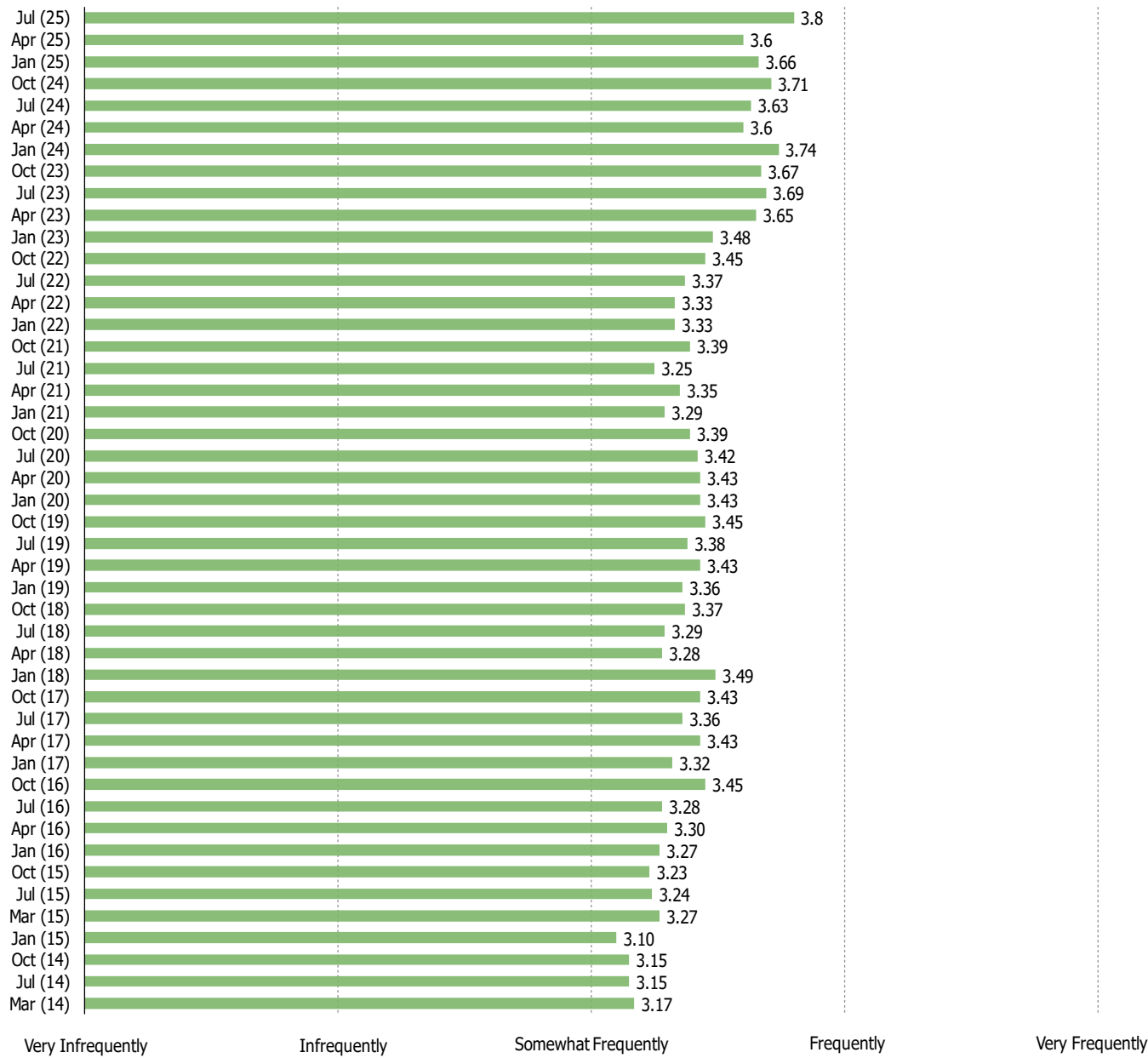
IN YOUR OPINION, IS SOCIAL MEDIA IN GENERAL A GOOD THING OR A BAD THING?

Posed to all respondents



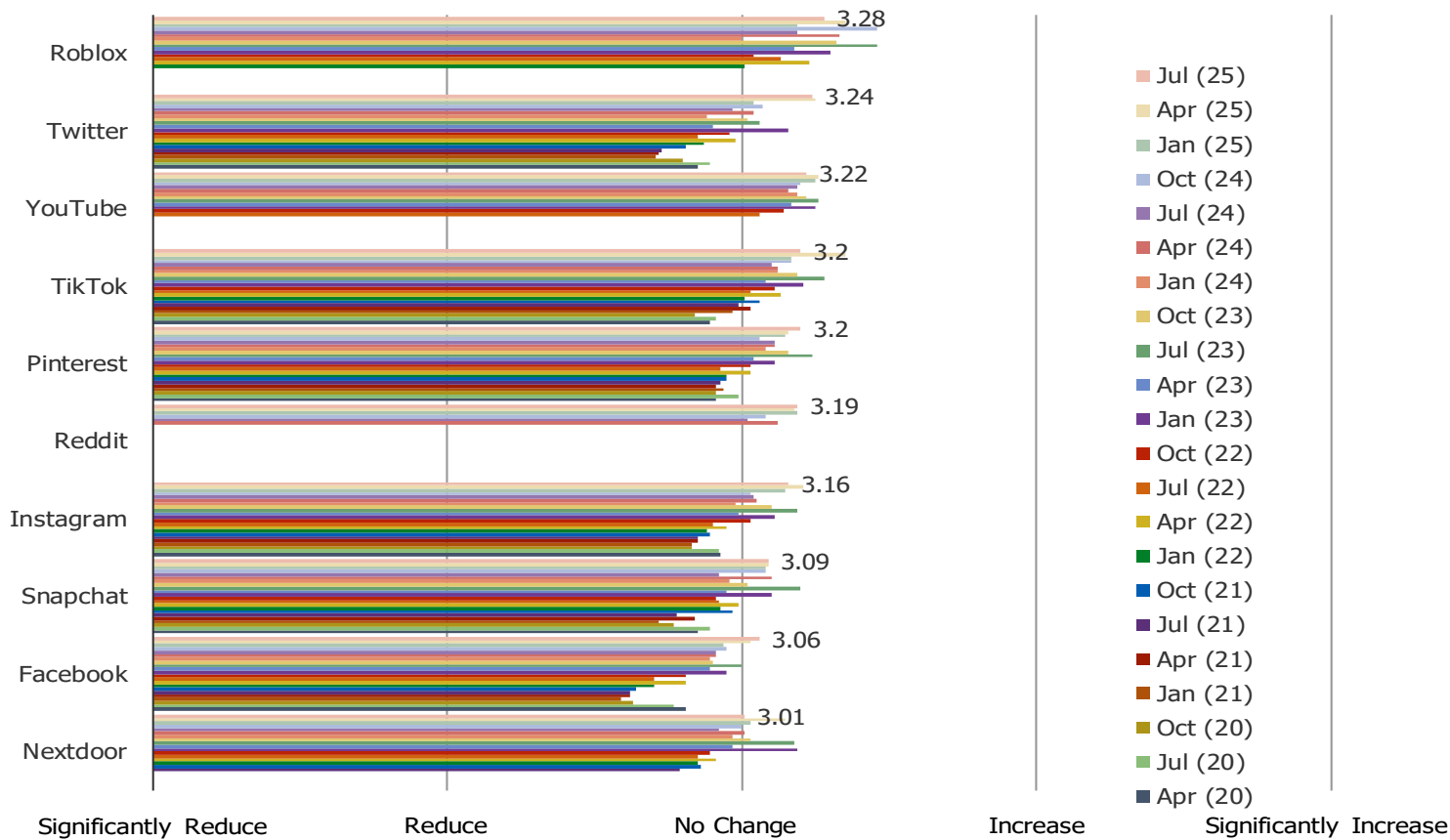
SOCIAL MEDIA USAGE FREQUENCY

Posed to all consumers.



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

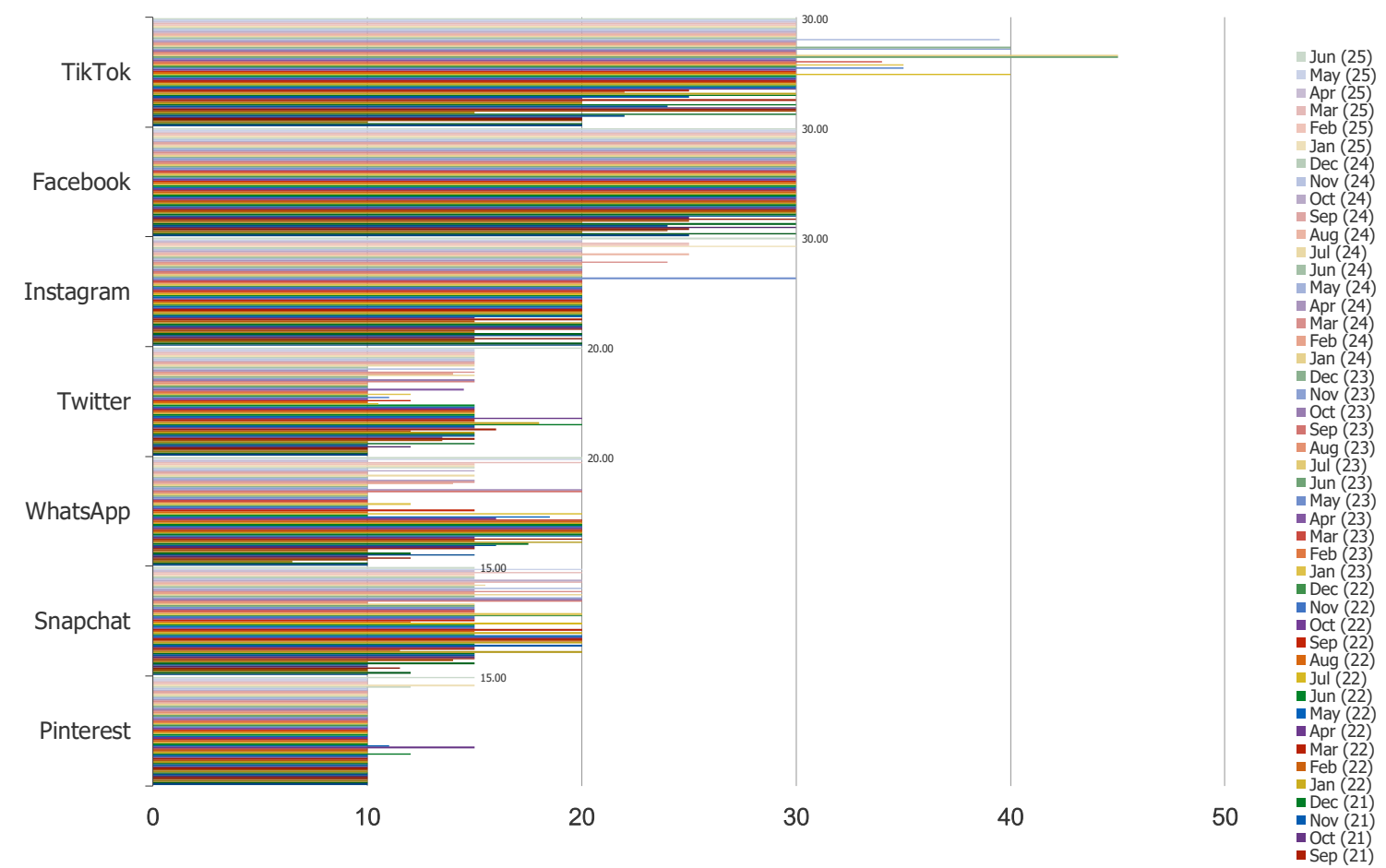
Posed to respondents who use the following platforms.



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

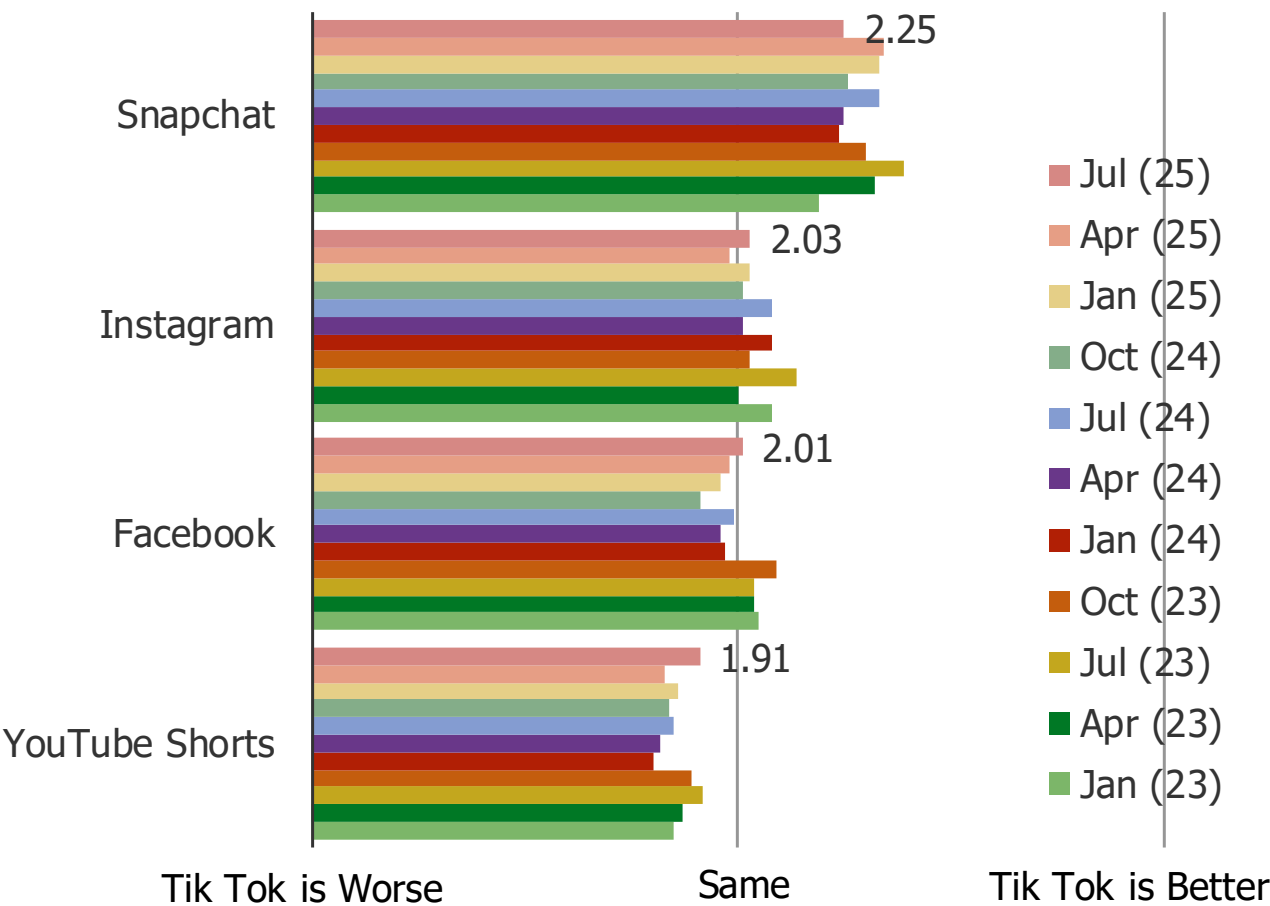
Posed to daily visitors of each platform.

Chart Shows Median



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

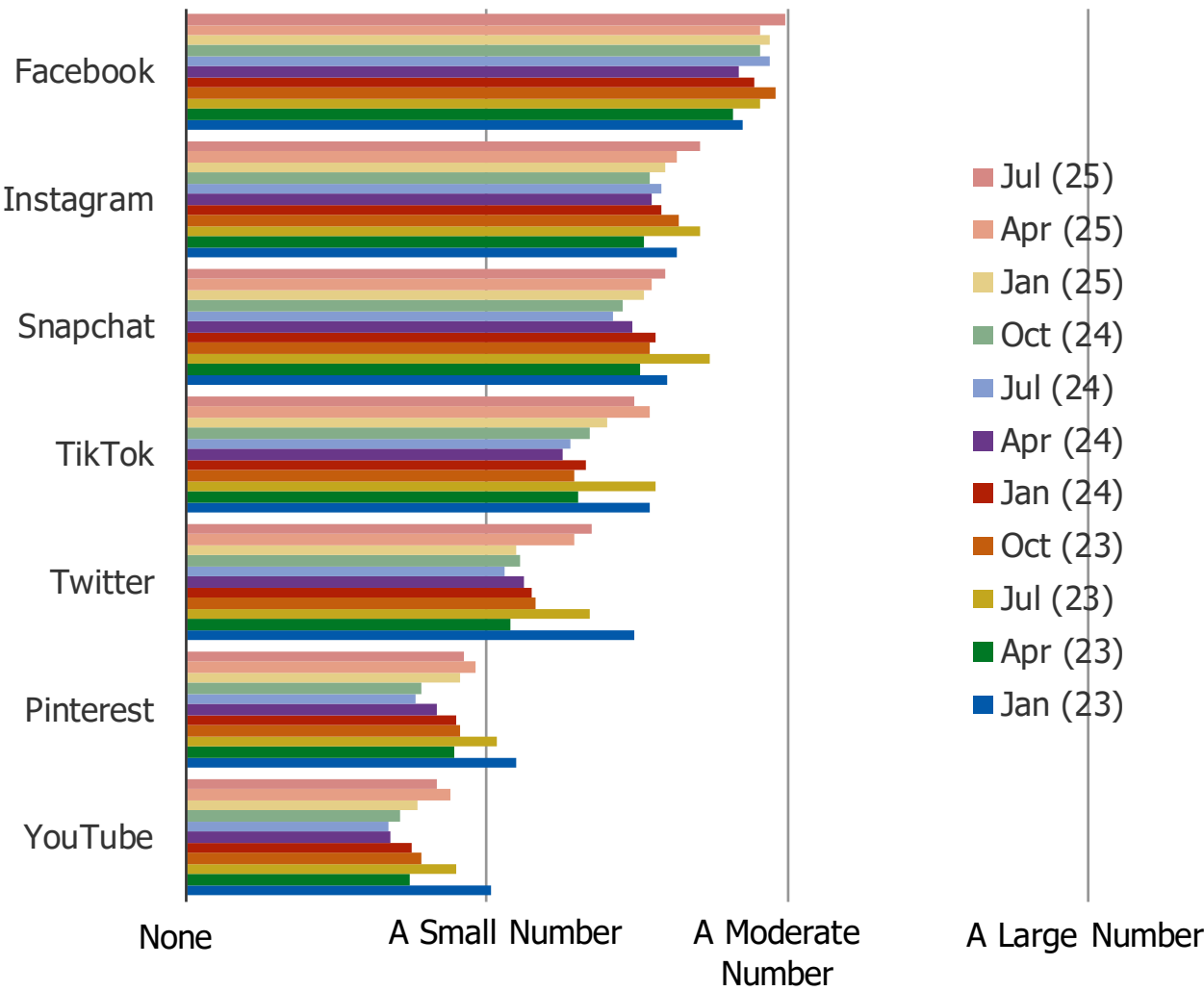
This question was posed respondents who watch multiple videos in a row on TikTok AND on each of the following platforms.



Browse Videos on TikTok and...	N=
Facebook	434
Instagram	349
Snapchat	162
YouTube Shorts	371

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

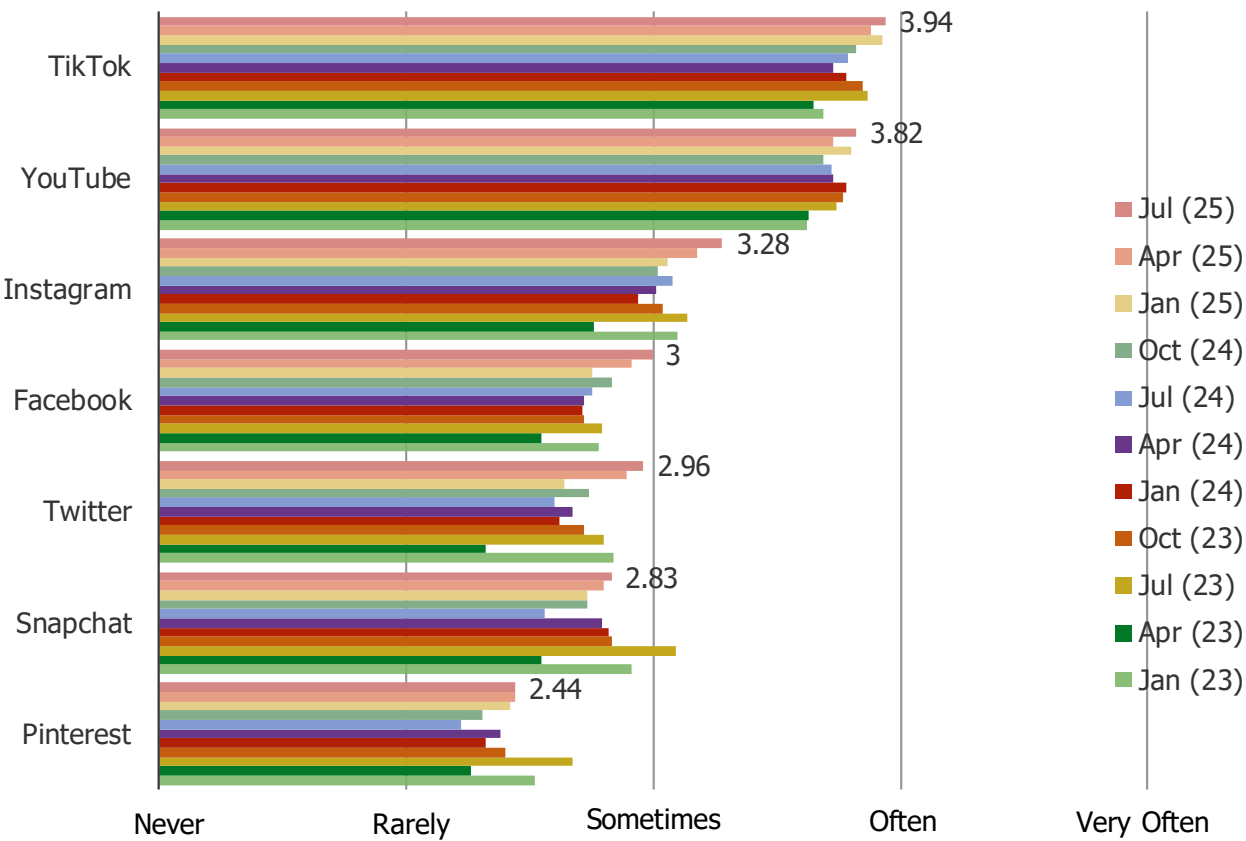
This question was posed to all respondents who use each of the below.



	N=
Facebook	771
Twitter / X	318
Snapchat	352
Instagram	558
Pinterest	393
TikTok	454
YouTube	811

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

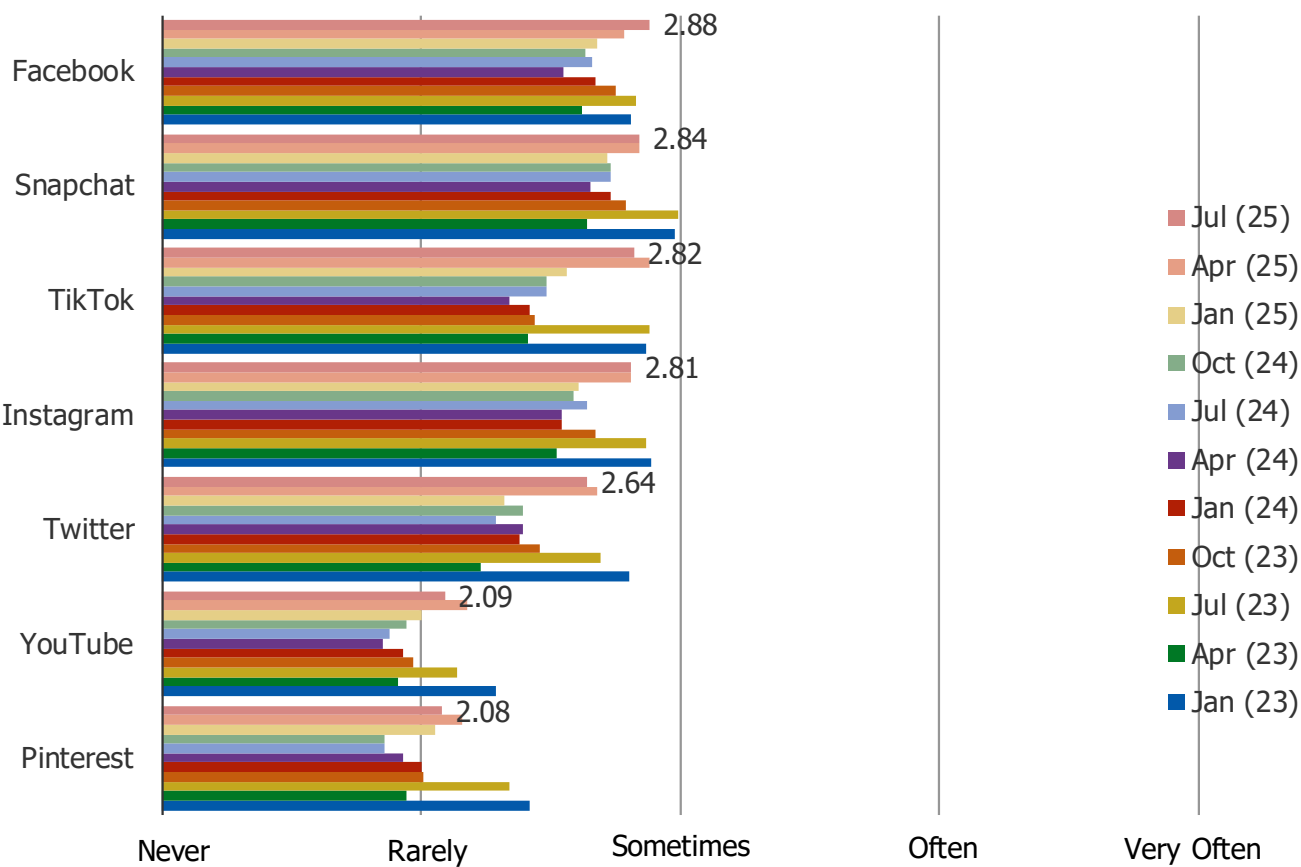
This question was posed to all respondents who use each of the below.



	N=
Facebook	771
Twitter / X	318
Snapchat	352
Instagram	558
Pinterest	393
TikTok	454
YouTube	811

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

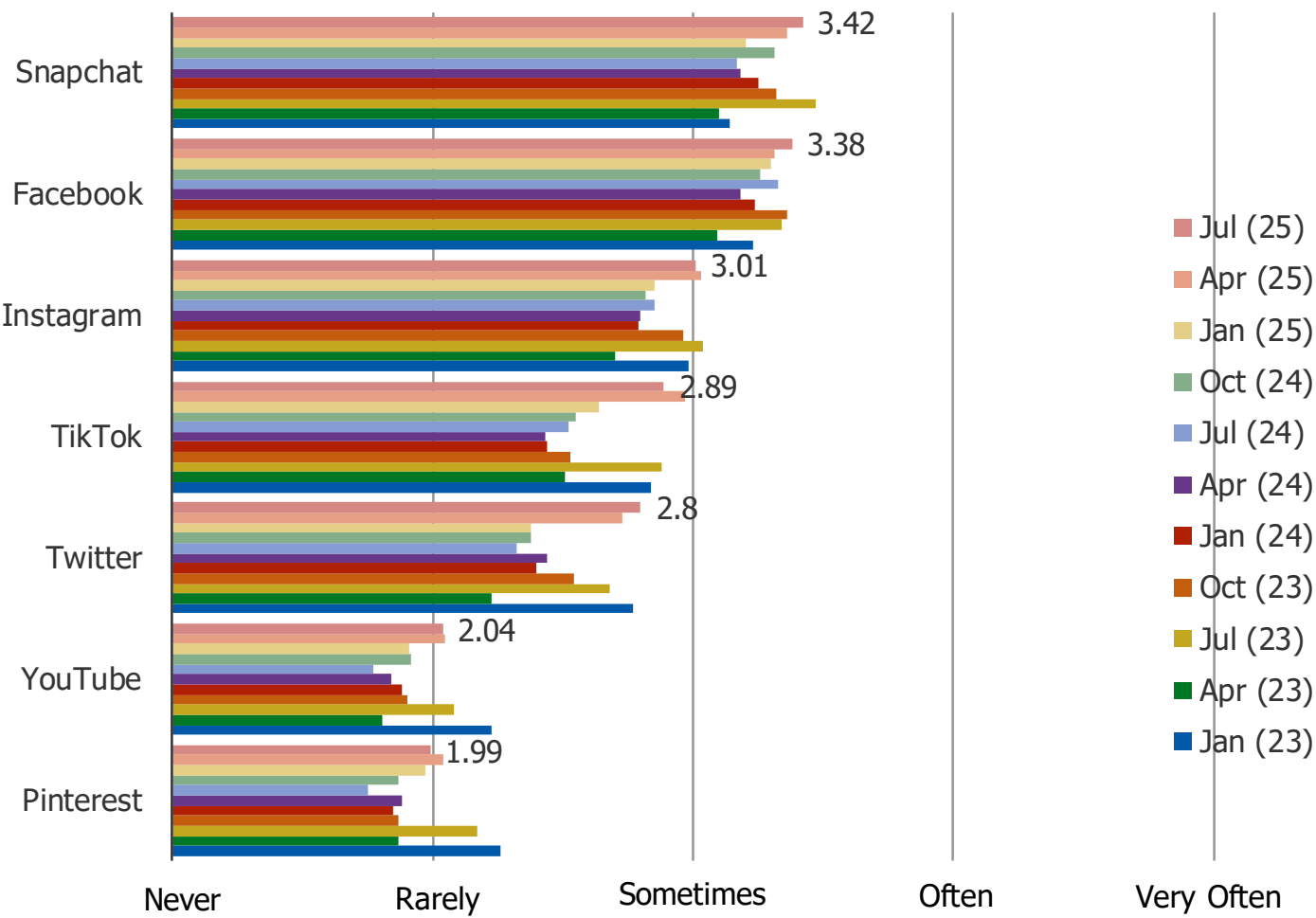
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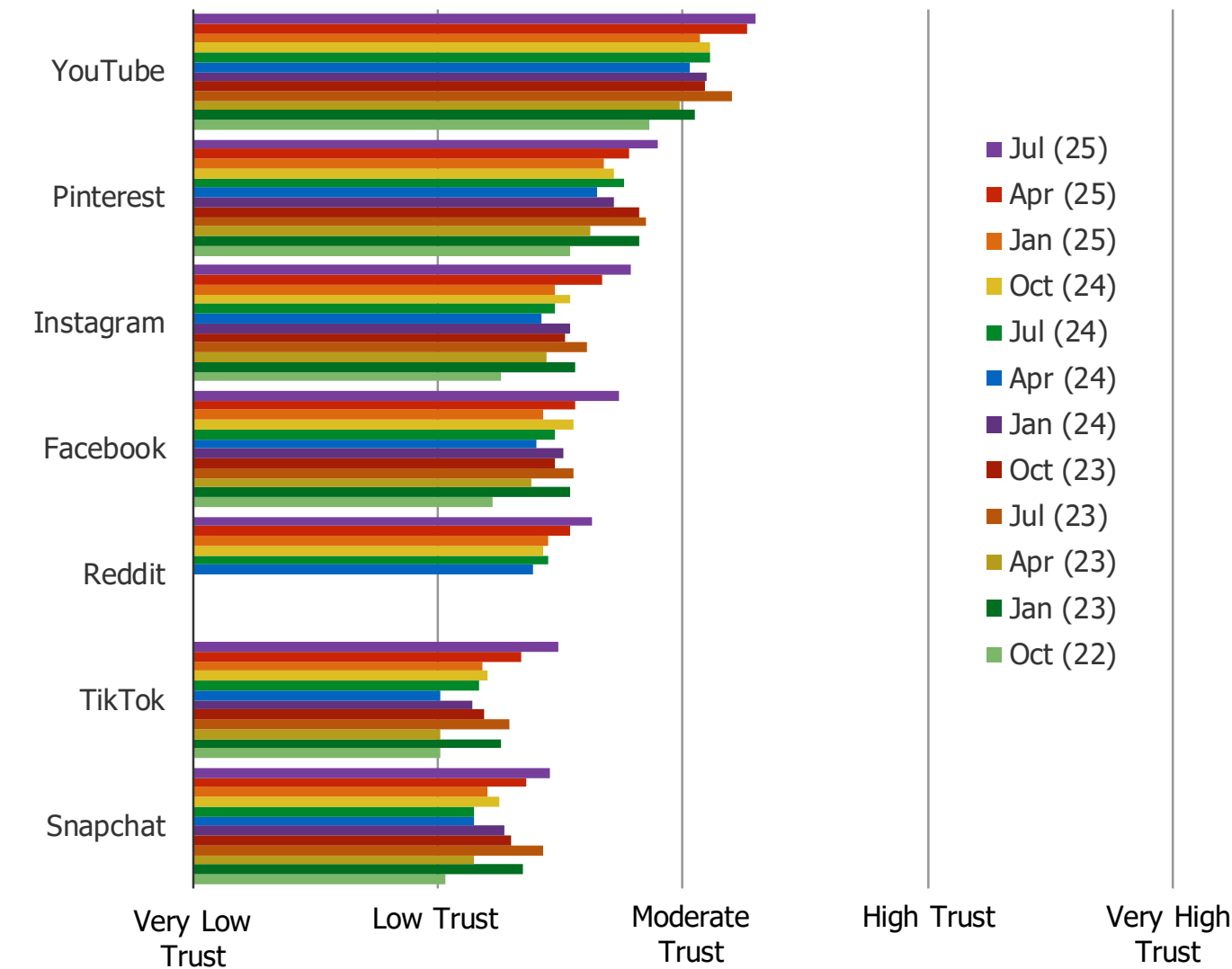
HOW OFTEN DO YOU VISIT THE FOLLOWING TO MESSAGE OR COMMUNICATE WITH OTHER PEOPLE?

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



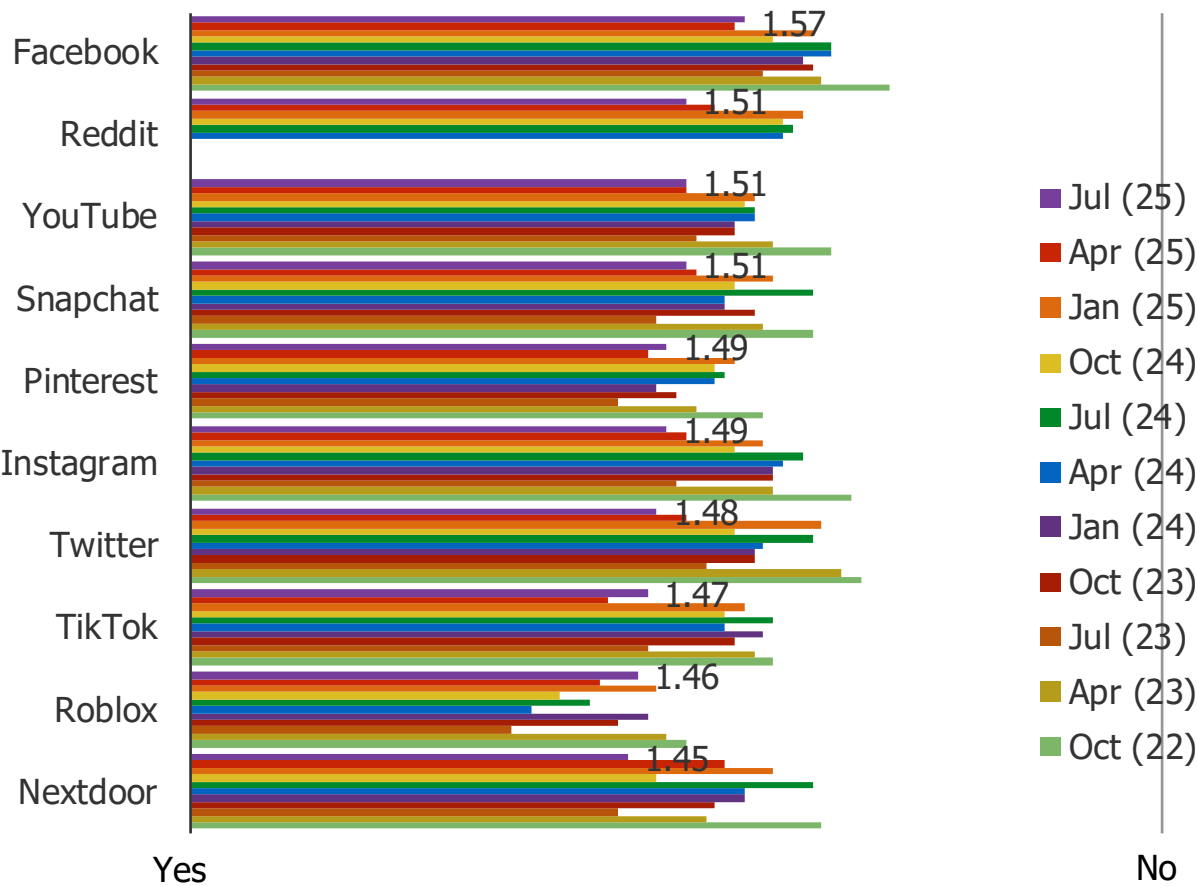
HOW MUCH TRUST DO YOU HAVE IN EACH OF THE FOLLOWING?

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.



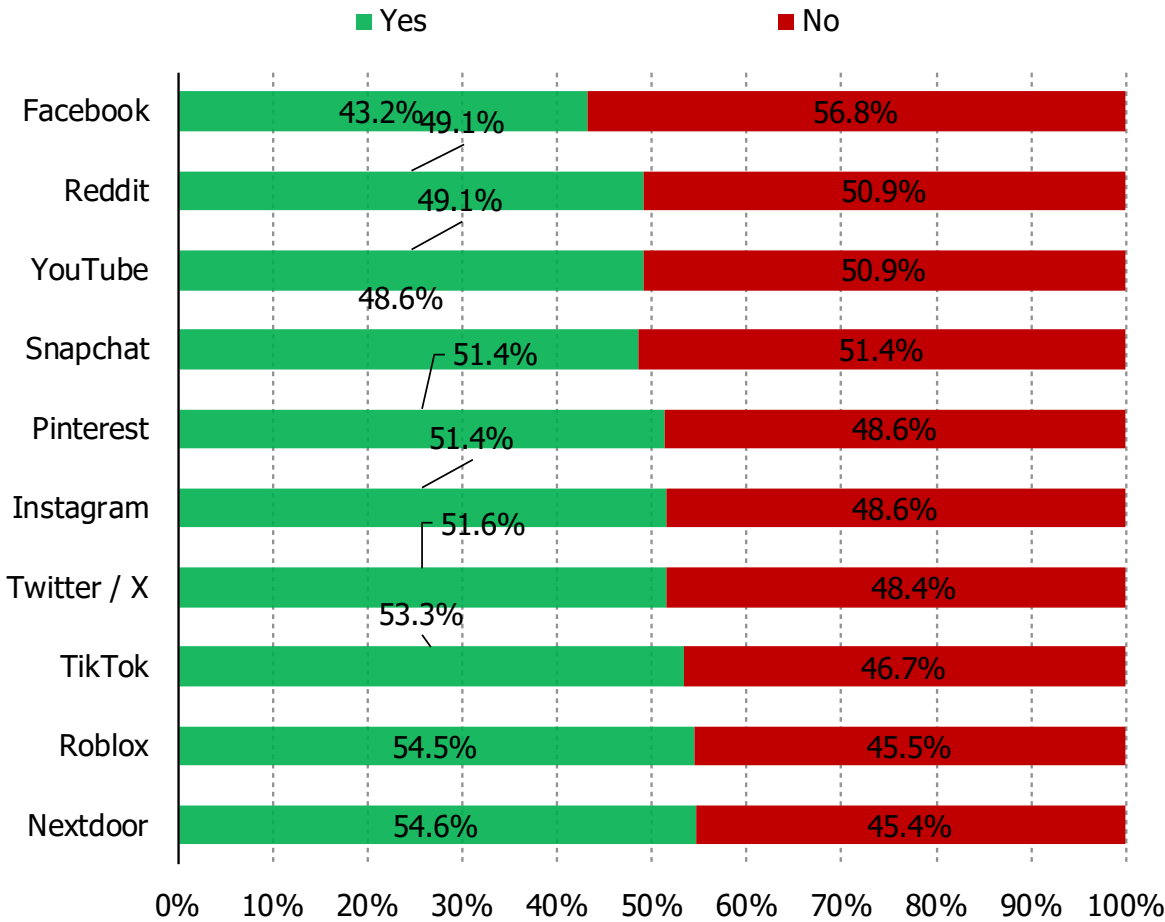
More likely to say yes



	N=
Nextdoor	207
Roblox	123
TikTok	454
Twitter / X	318
Instagram	558
Pinterest	393
Snapchat	352
YouTube	811
Reddit	283
Facebook	771

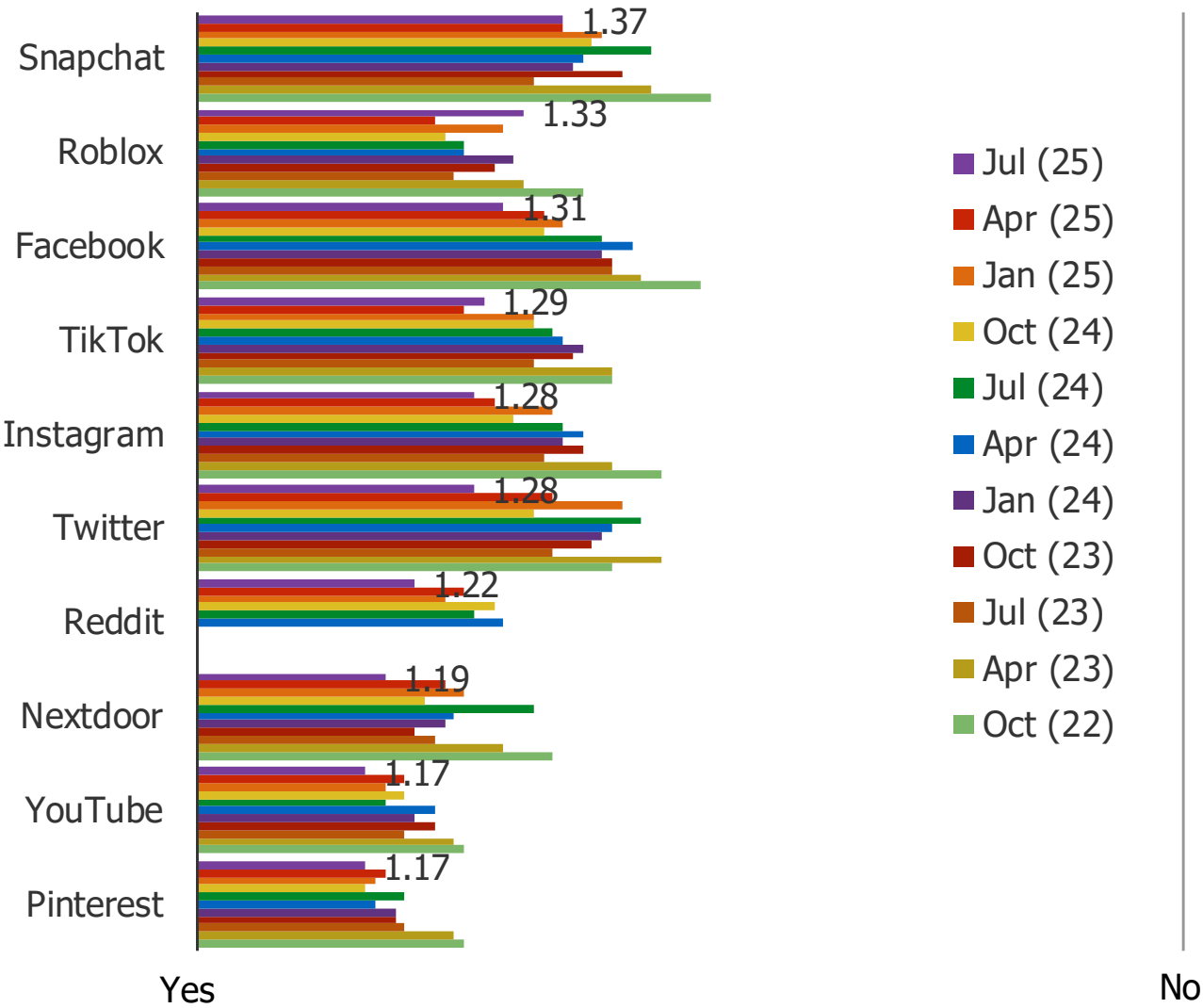
DO YOU FEEL THE FOLLOWING CARE(S) ABOUT YOU?

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

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



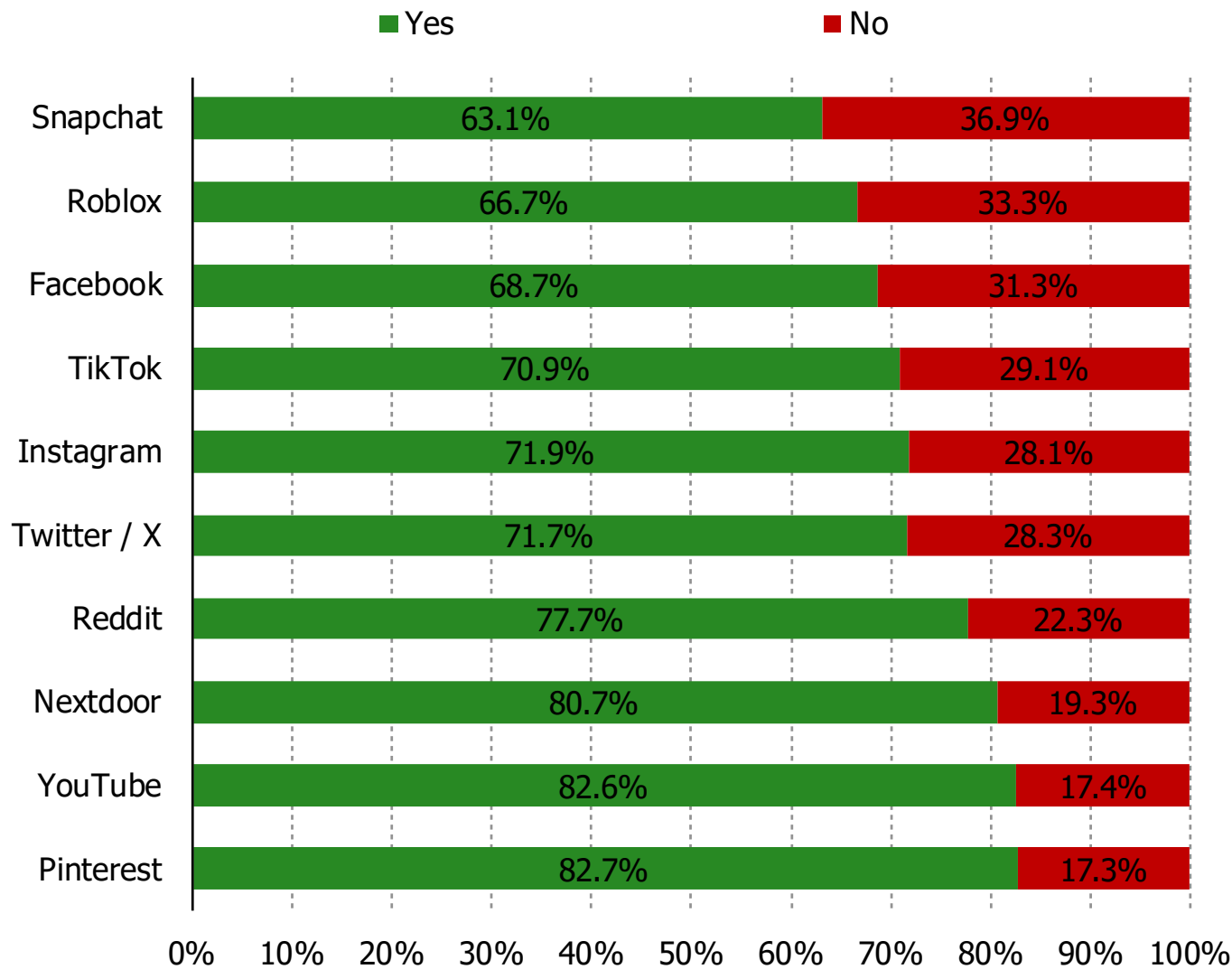
More likely to say yes



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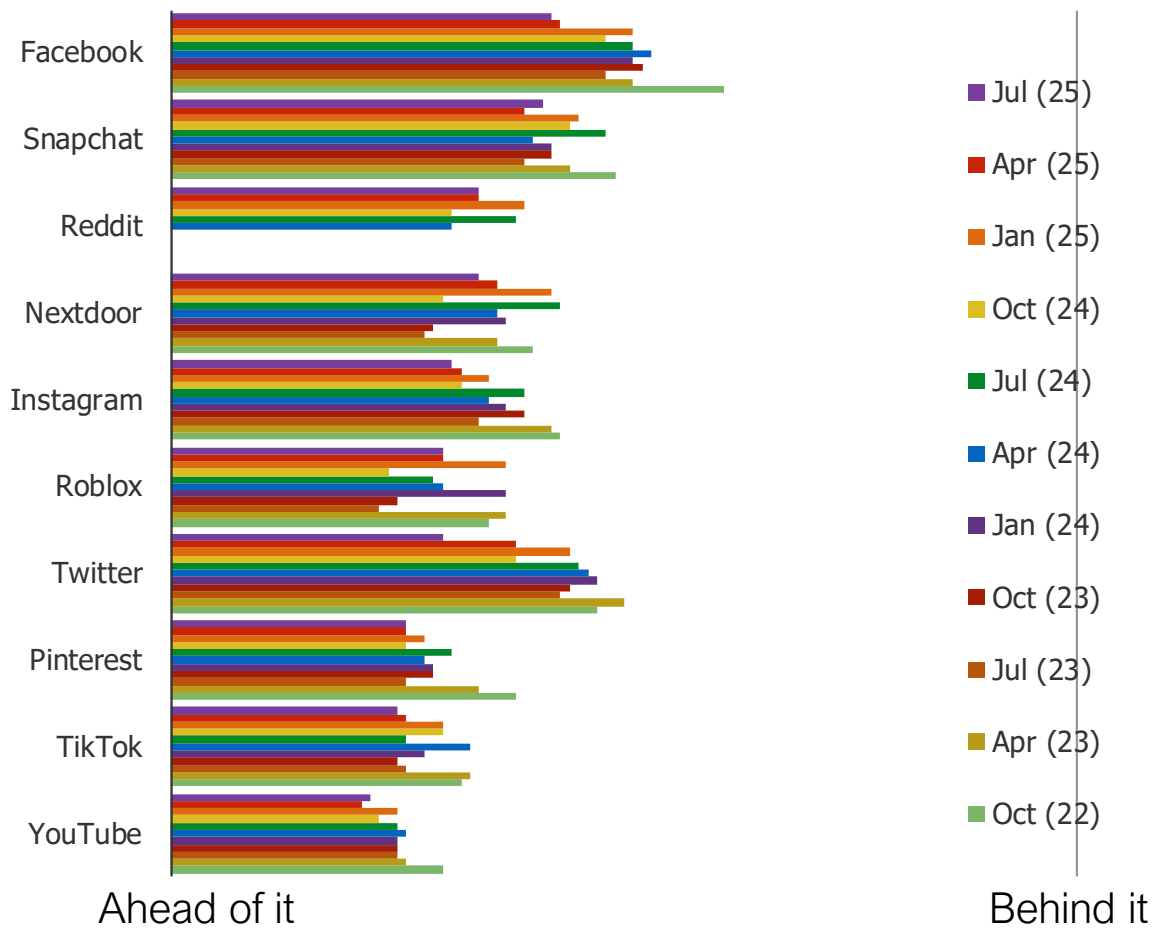
DO YOU FEEL THE FOLLOWING IS/ARE GOOD FOR THE WORLD?

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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.



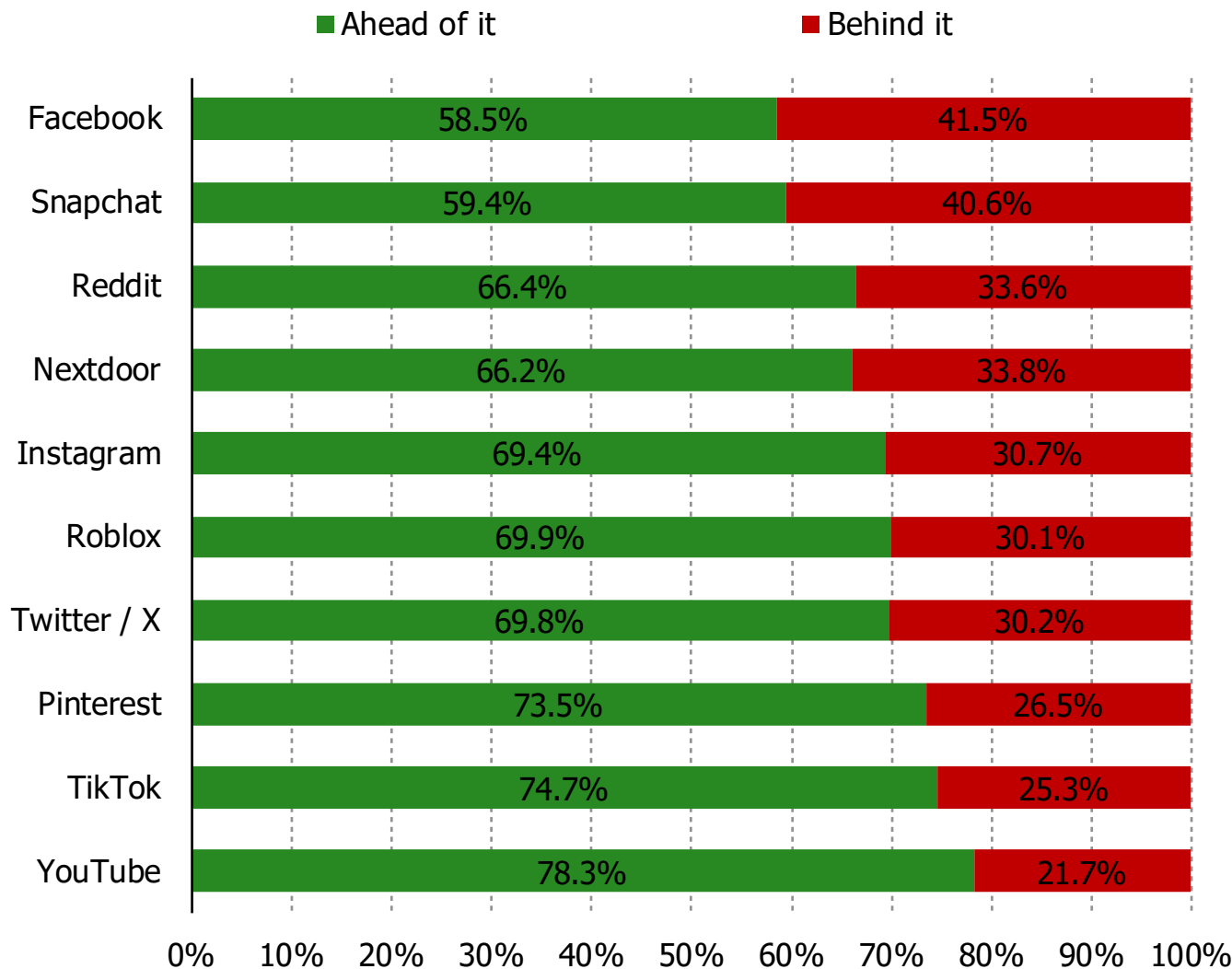
More likely to say ahead of it



	N=
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TikTok	454
Pinterest	393
Twitter / X	318
Roblox	123
Instagram	558
Nextdoor	207
Reddit	283
Snapchat	352
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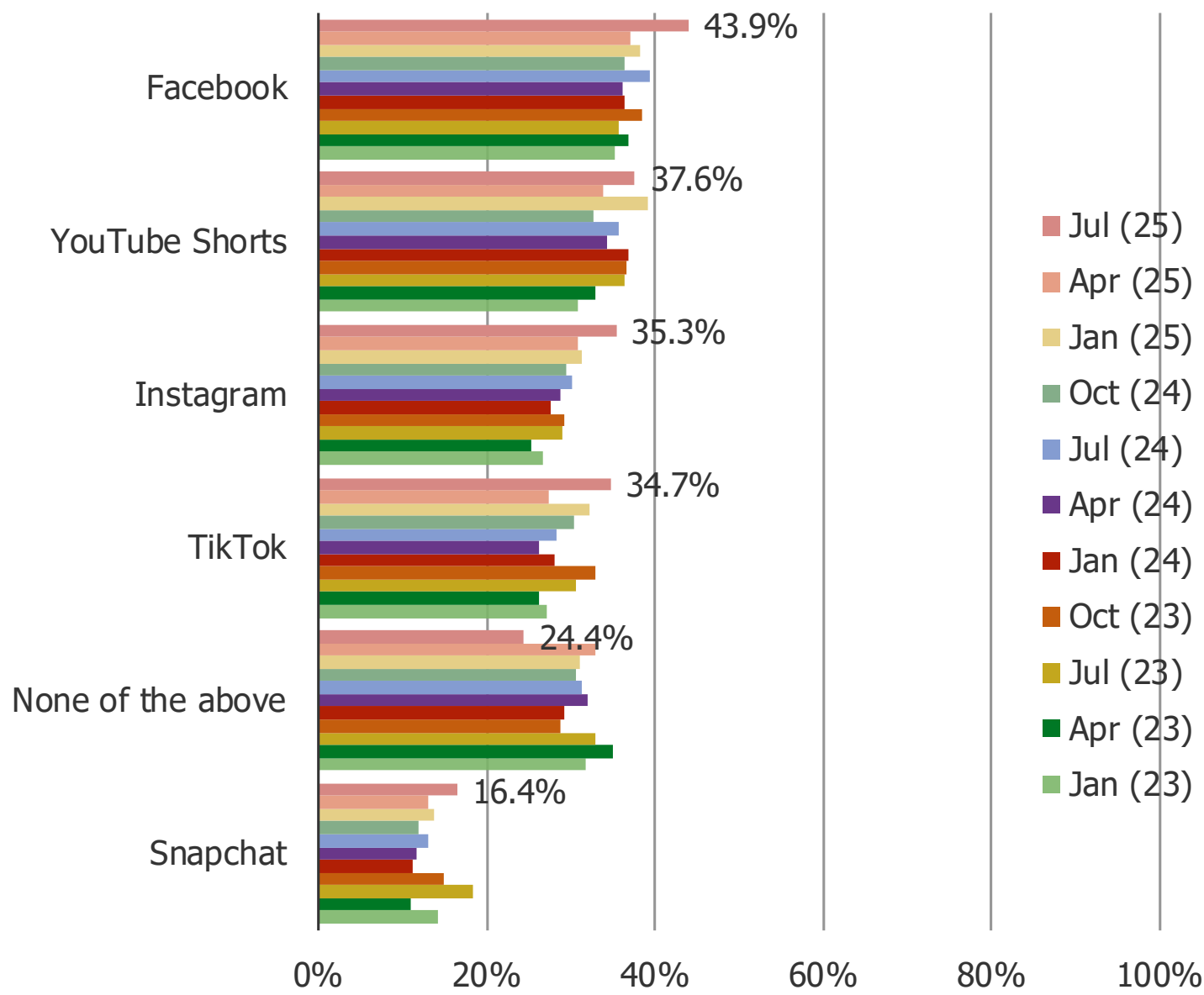
WOULD YOU SAY THAT THIS COMPANY'S BEST DAYS ARE AHEAD OF IT, OR BEHIND IT?

July 2025.



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

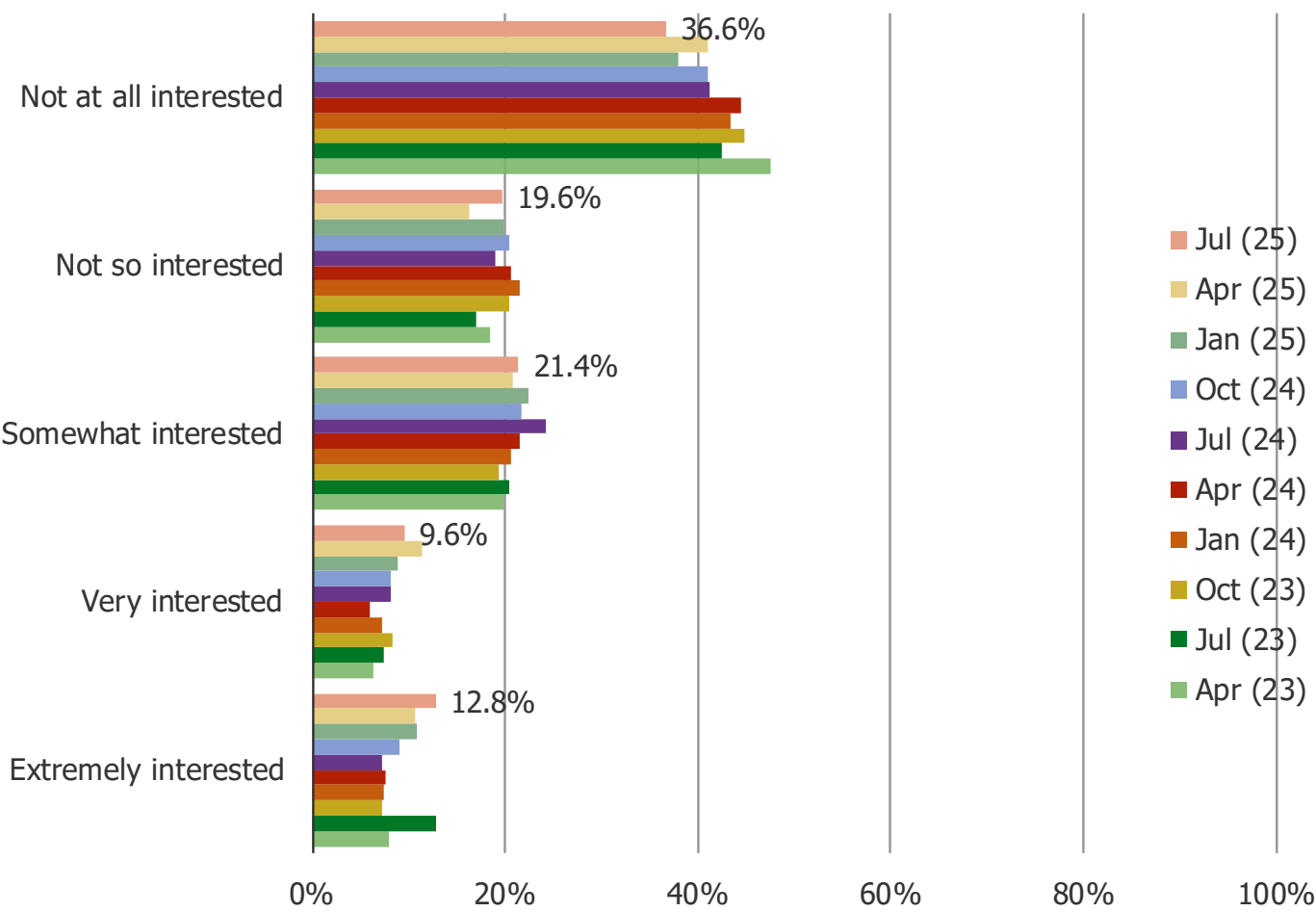
This question was posed to all respondents.



VERIFIED ON SOCIAL

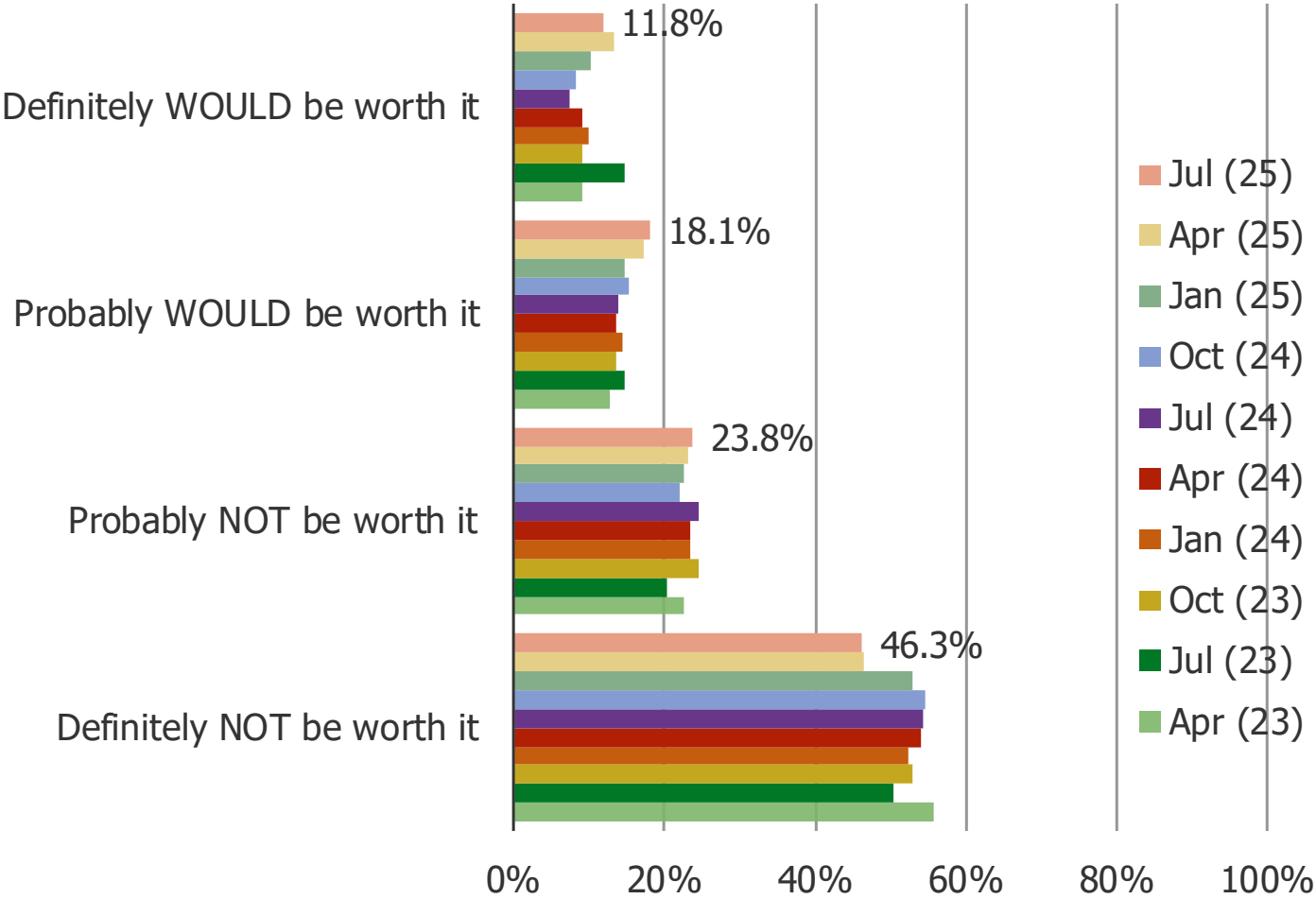
HOW MUCH INTEREST WOULD YOU HAVE IN HAVING A VERIFIED BADGE/TAG ON SOCIAL MEDIA?

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?

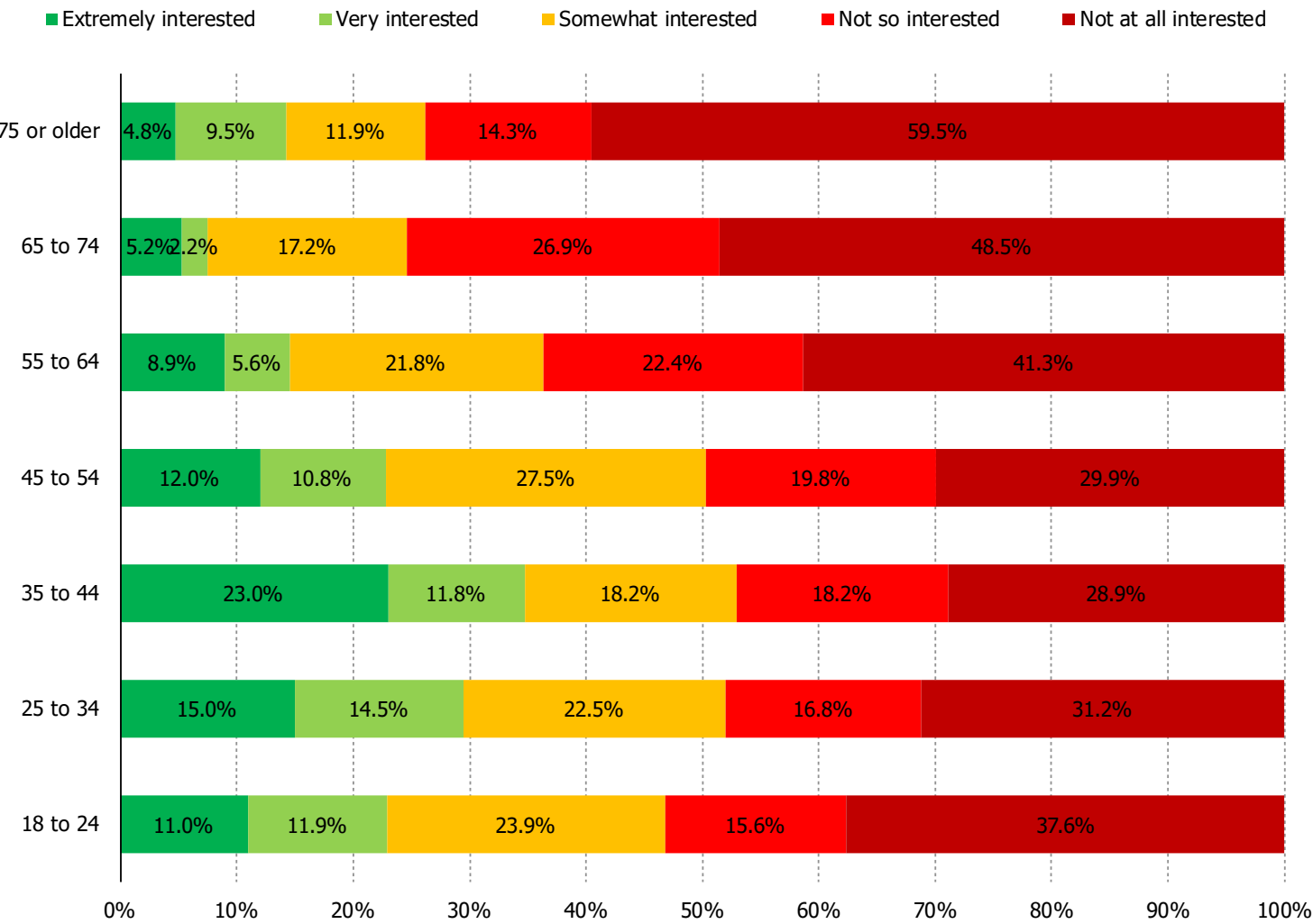
This question was posed to all respondents.



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

July 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

July 2025

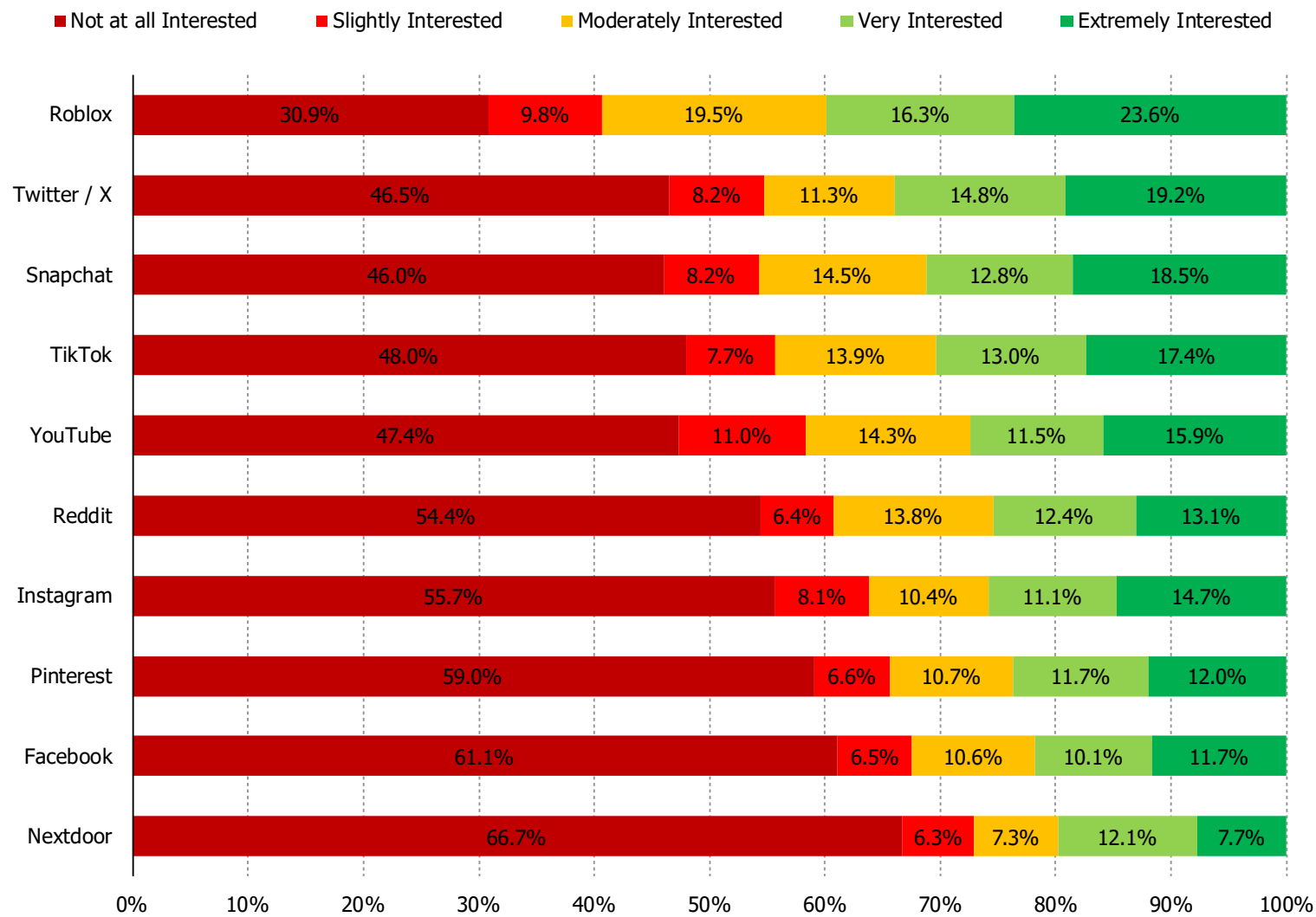


WILLINGNESS TO PAY FOR SOCIAL MEDIA EXPERIENCES / SNAPCHAT+ FEEDBACK

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.

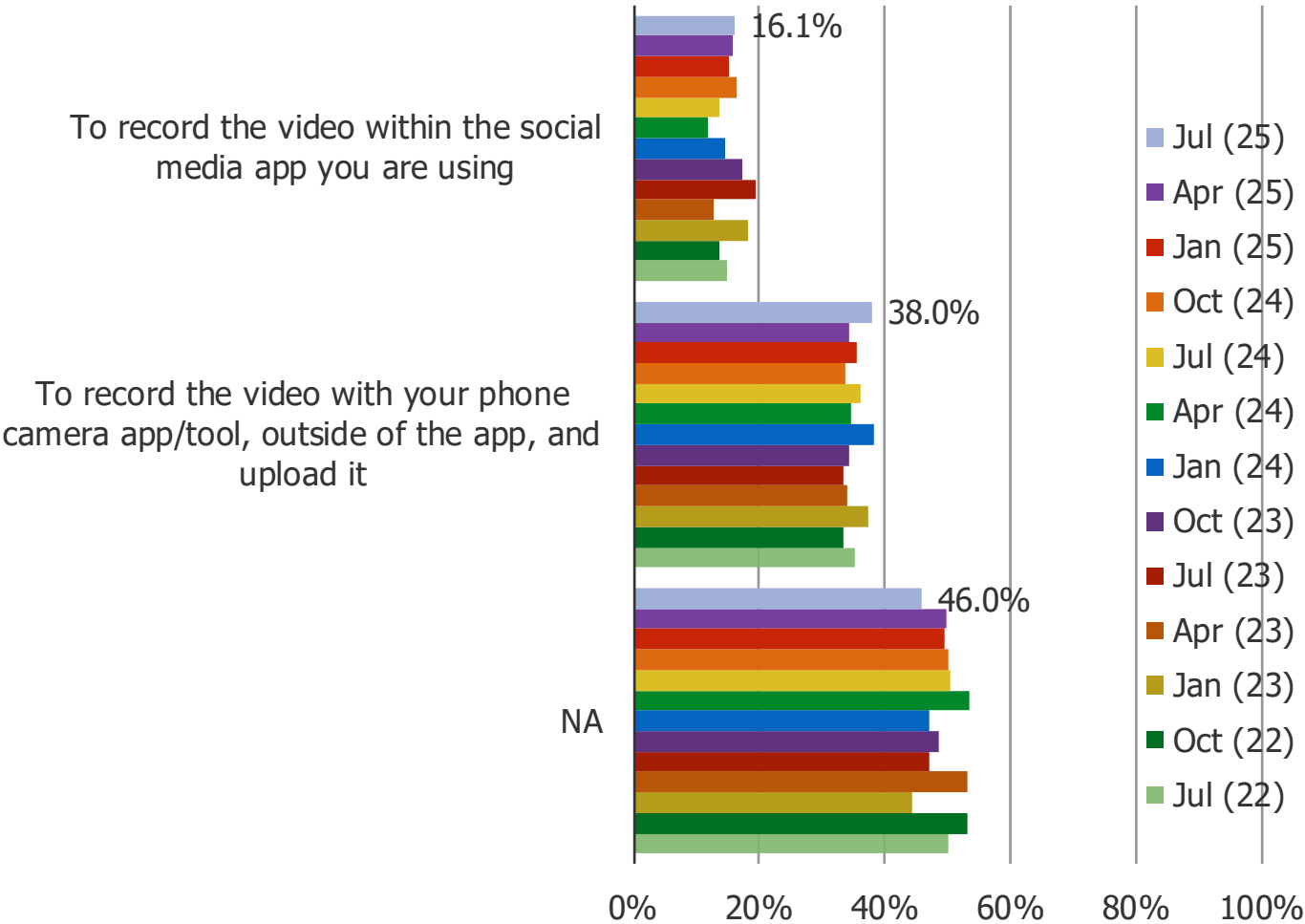
July 2025



CREATING AND SHARING VIDEO ON SOCIAL MEDIA

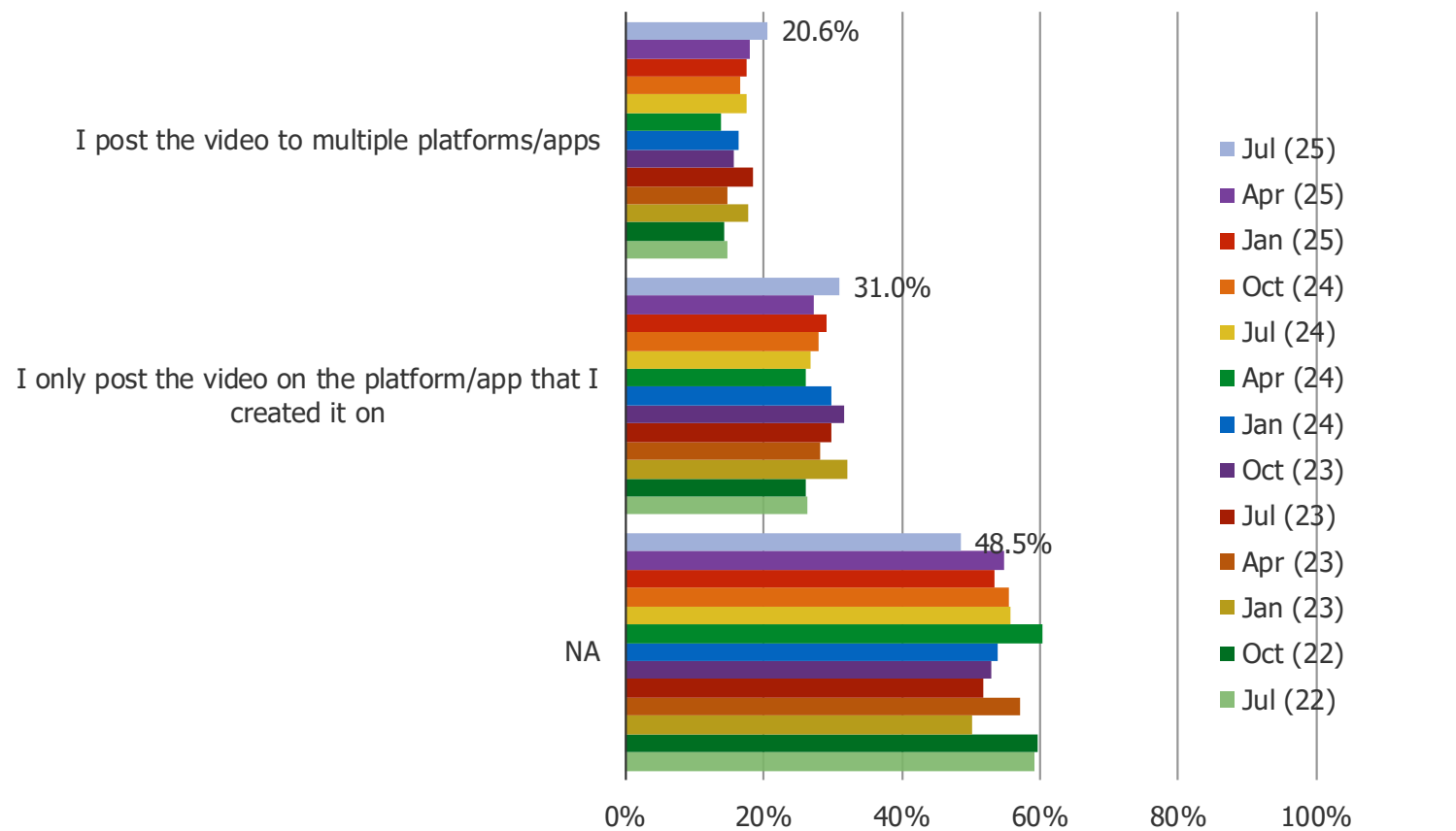
WHEN YOU CREATE VIDEOS TO UPLOAD TO SOCIAL MEDIA, WHICH DO YOU PREFER:

This question was posed to all respondents.



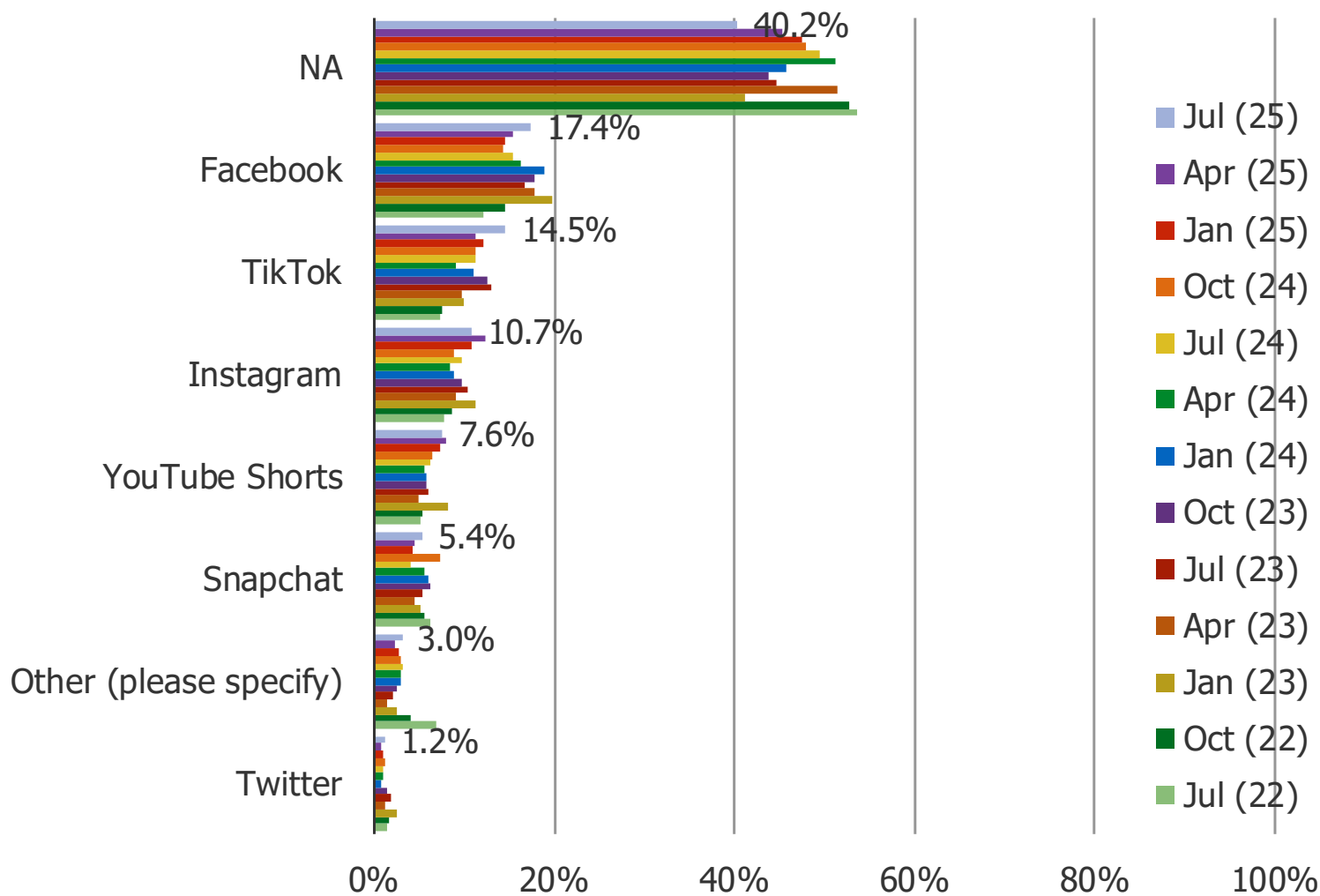
WHEN YOU CREATE VIDEOS WITHIN SOCIAL MEDIA PLATFORMS, WHICH BEST DESCRIBES YOU?

This question was posed to all respondents.



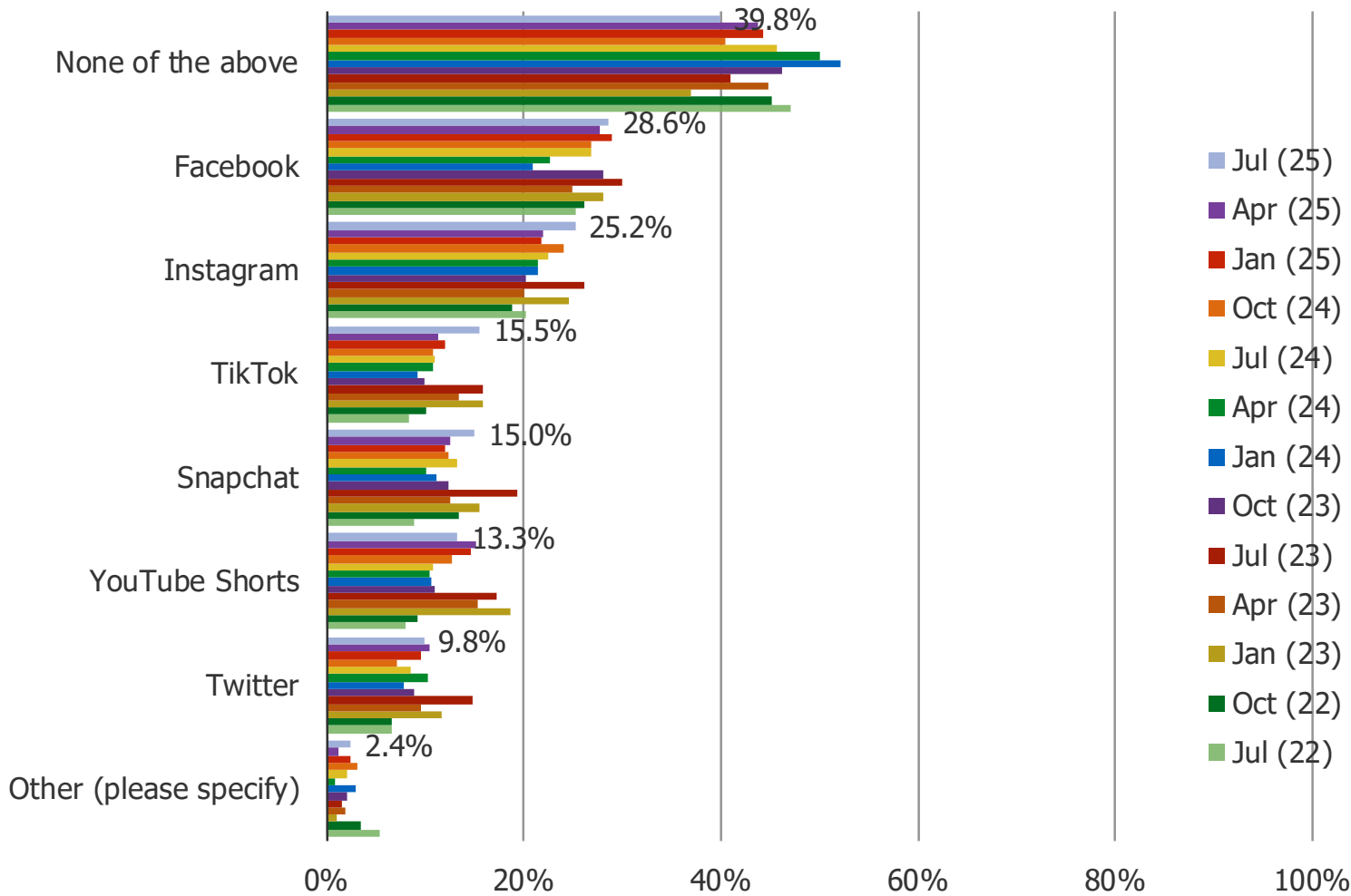
WHICH IS YOUR PREFERRED APP FOR CREATING VIDEOS?

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.

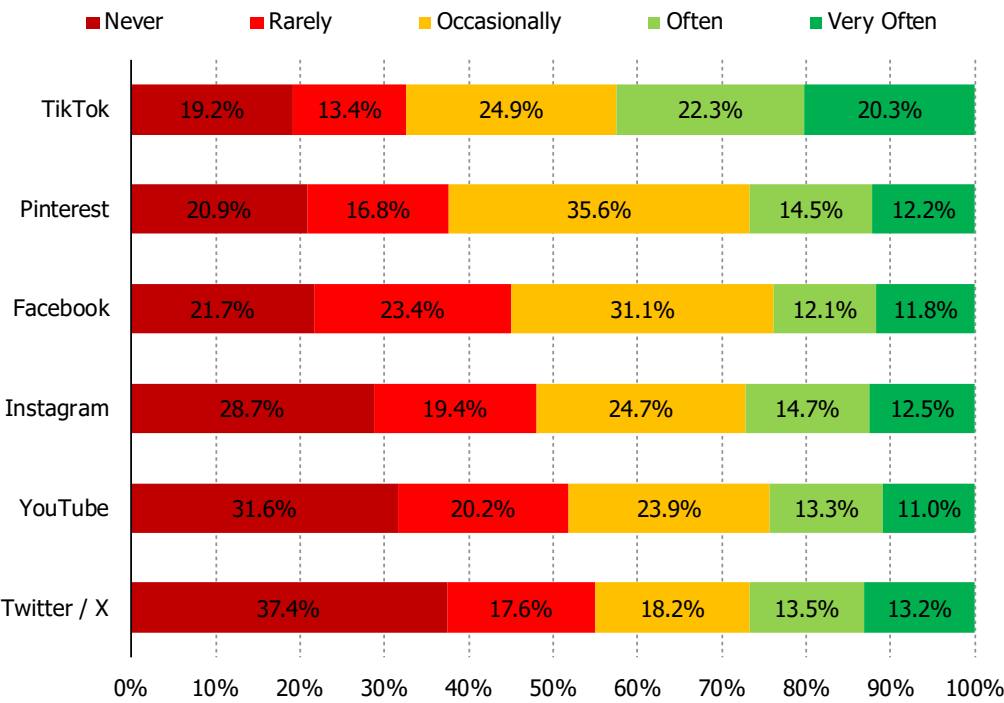


SOCIAL COMMERCE / AUGMENTED REALITY AND SHOPPING

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

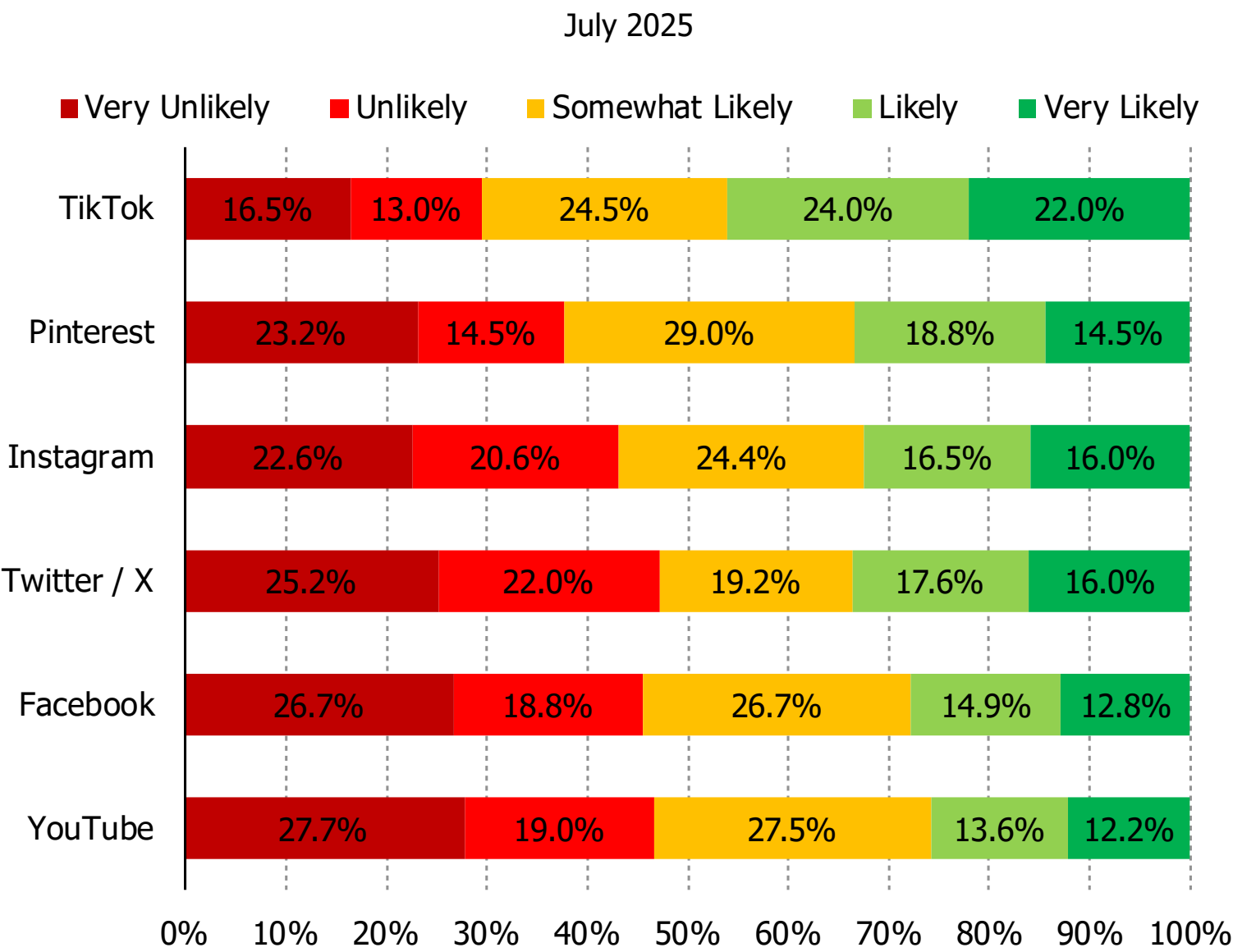
Posed to users of each of the following social media apps.

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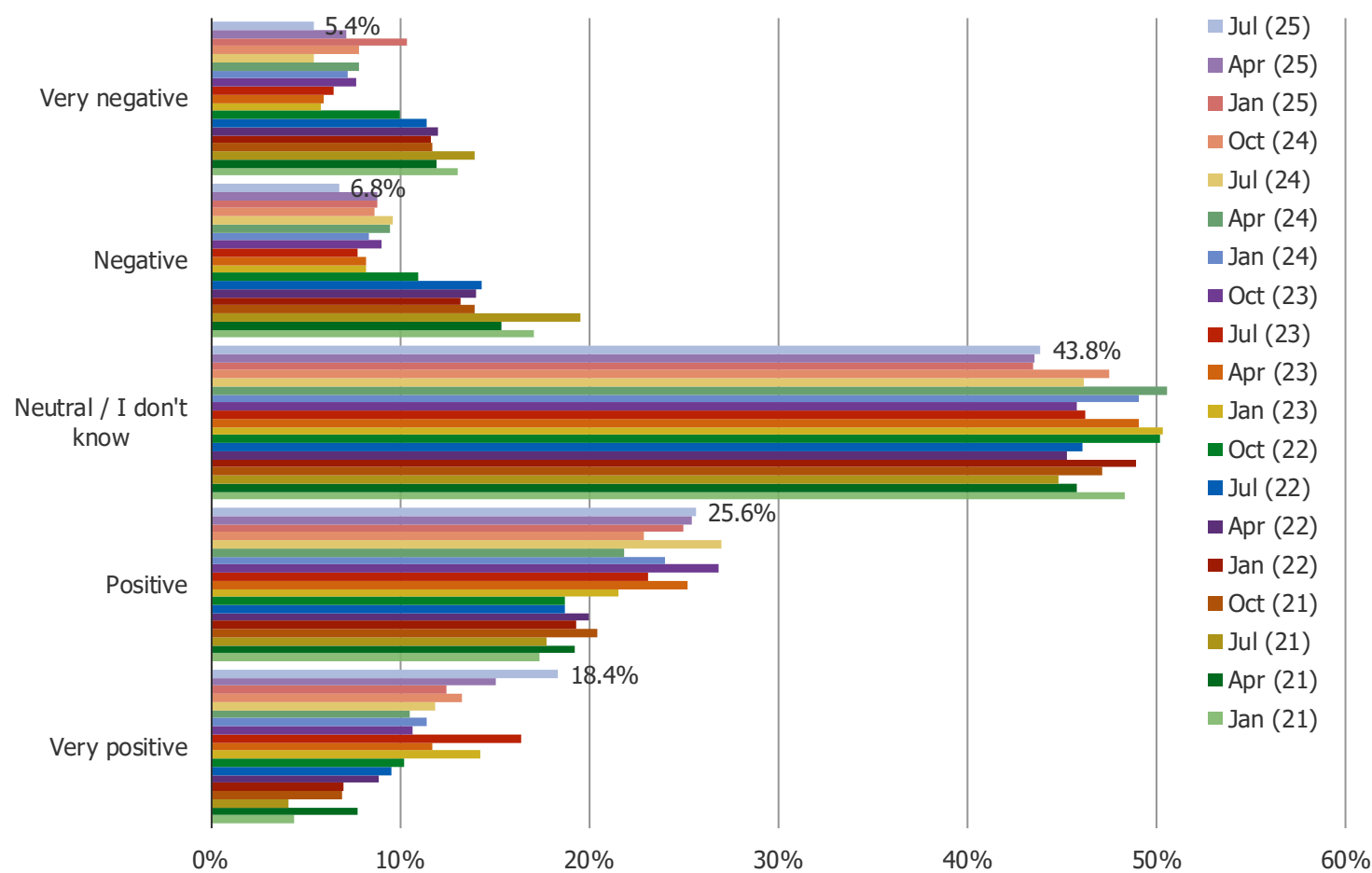
HOW LIKELY WOULD YOU BE TO BUY PRODUCTS FROM COMPANIES OR BRANDS ON SOCIAL MEDIA PLATFORMS (IE, CHECKING OUT WHILE STILL ON THE SOCIAL MEDIA PLATFORM, THROUGH THE SOCIAL MEDIA PLATFORM)

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



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)?

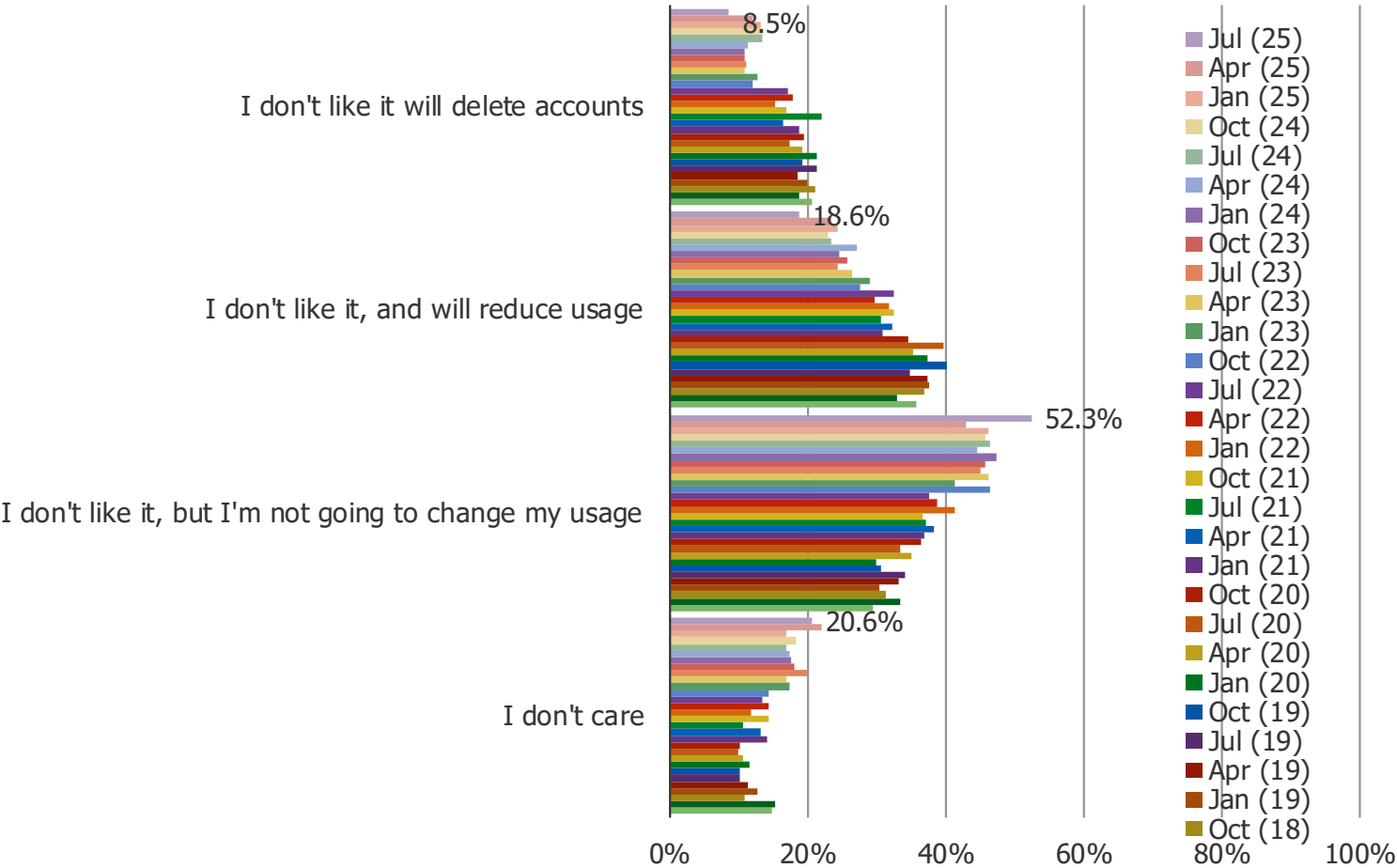
Posed to users of social media apps.



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)

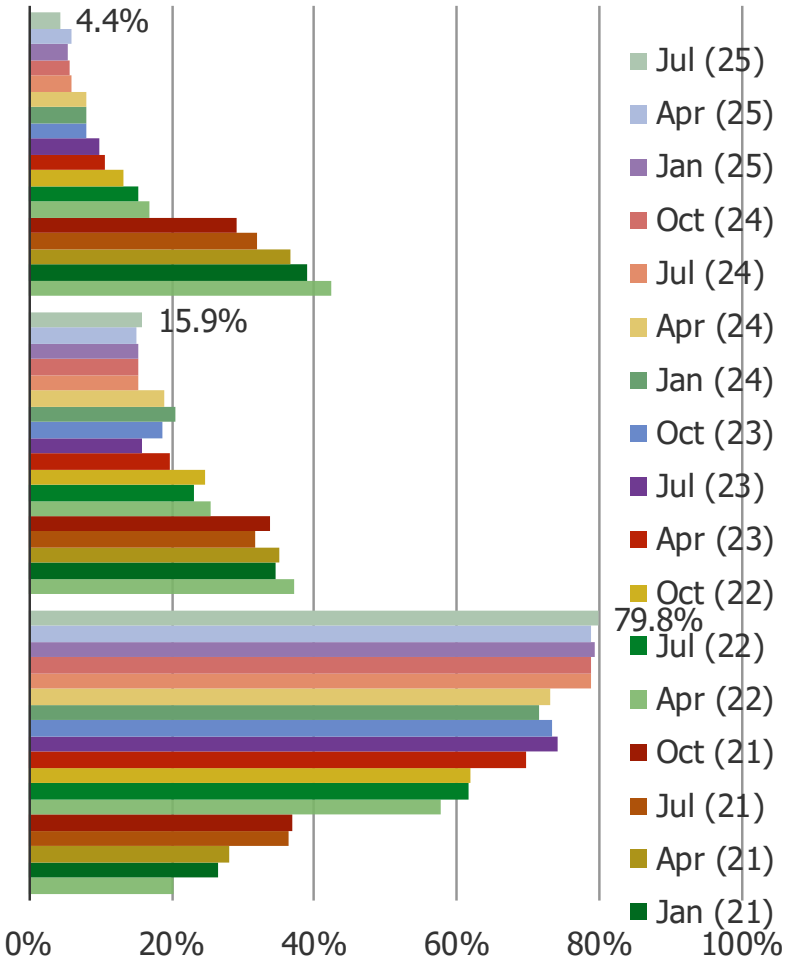
Posted to Instagram Users:



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

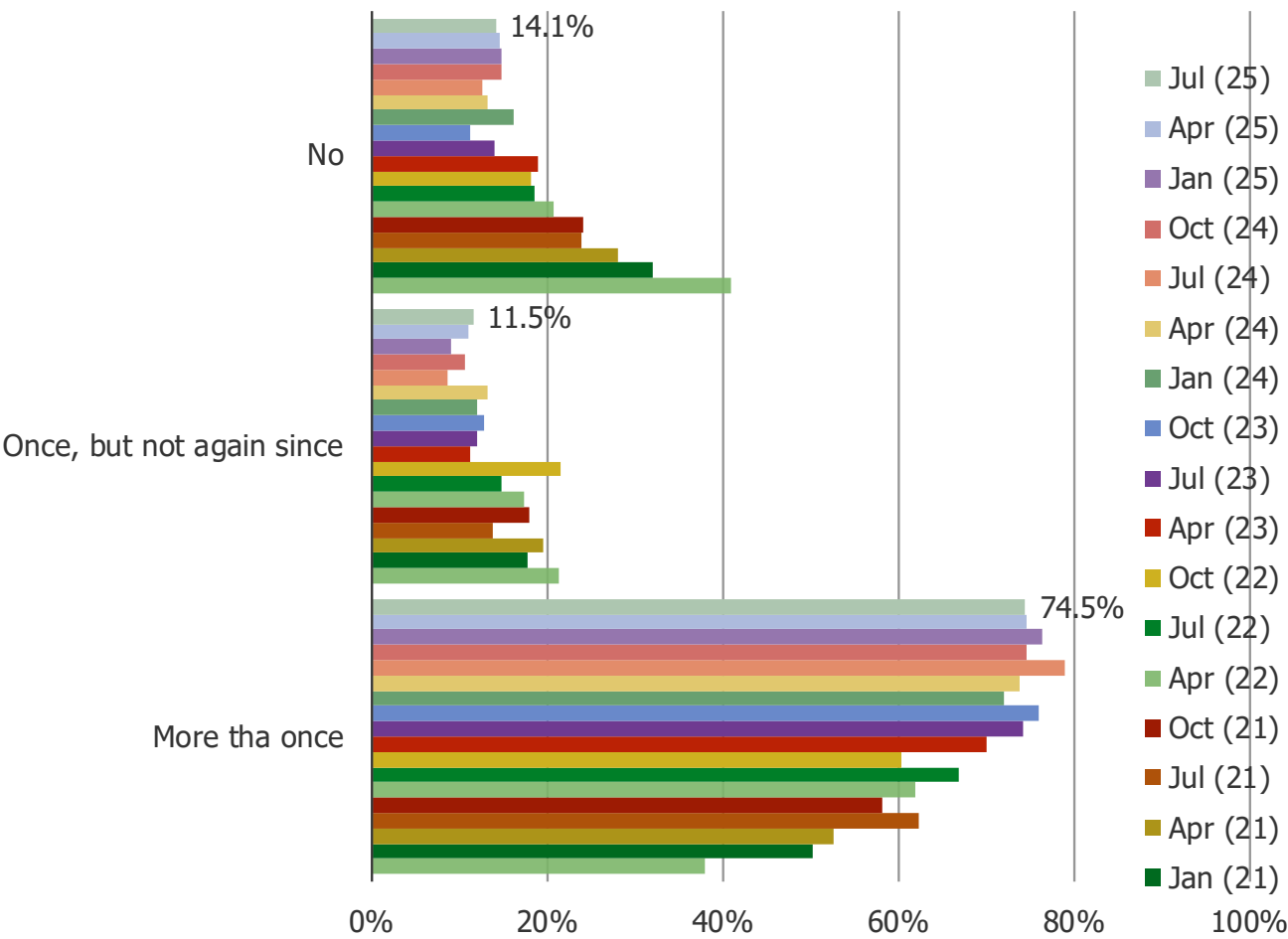
I've heard of it, but don't know much about it

I am familiar with Instagram Reels



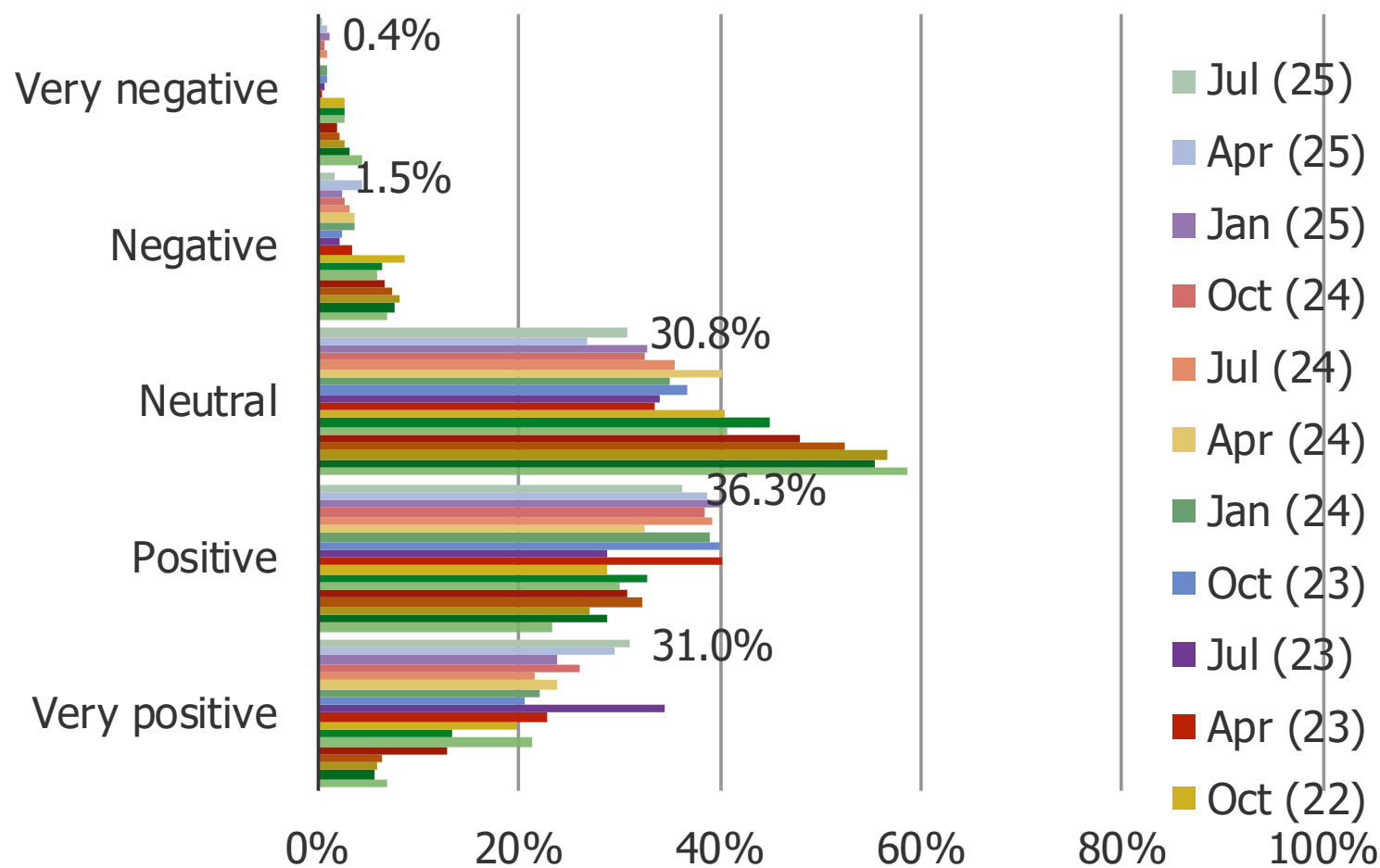
HAVE YOU WATCHED/SEEN ANY INSTAGRAM REELS VIDEOS YET?

Posted to Instagram Users who have heard of Reels:



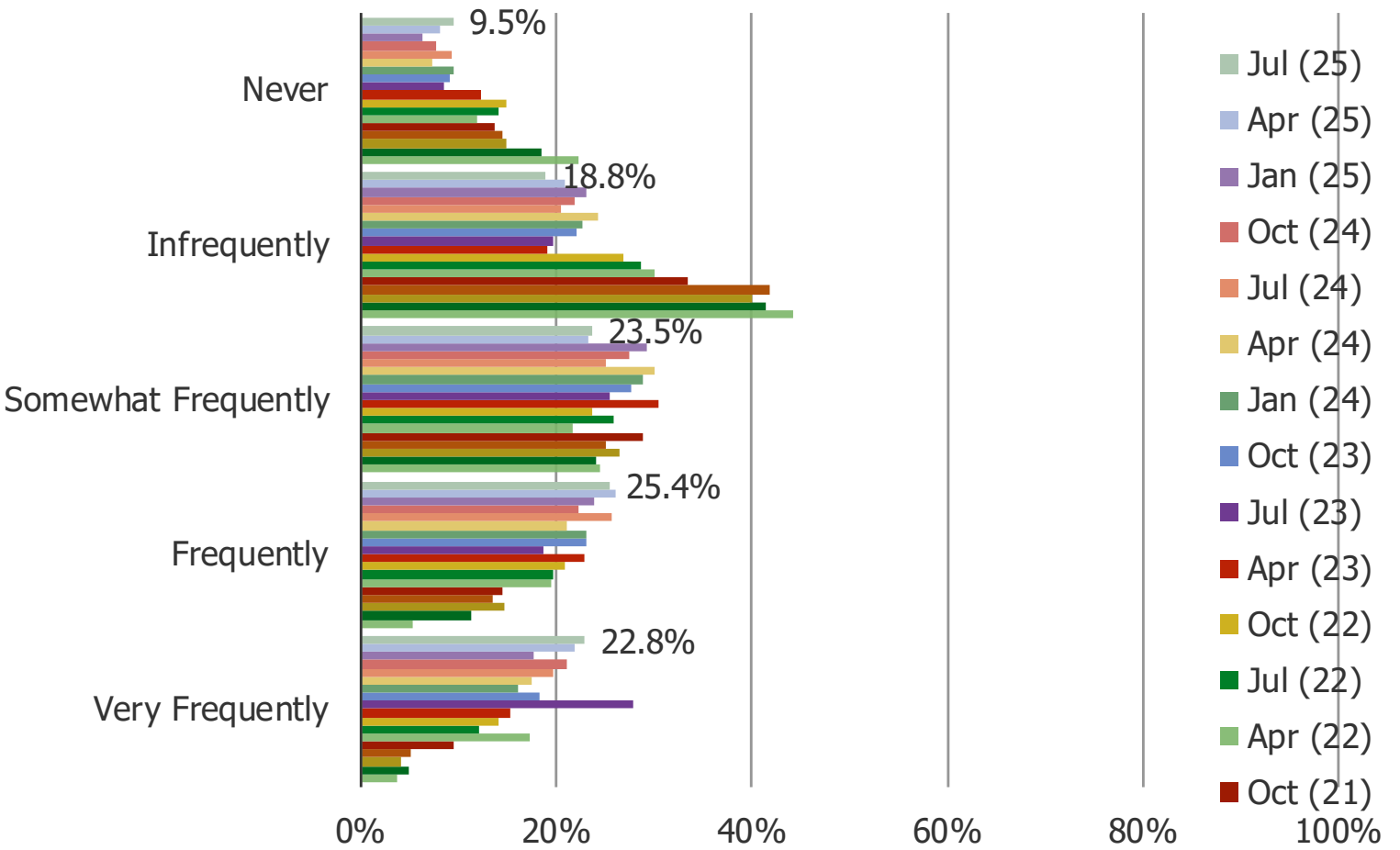
WHAT IS YOUR OPINION OF THE EXPERIENCE WATCHING INSTAGRAM REELS VIDEOS?

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



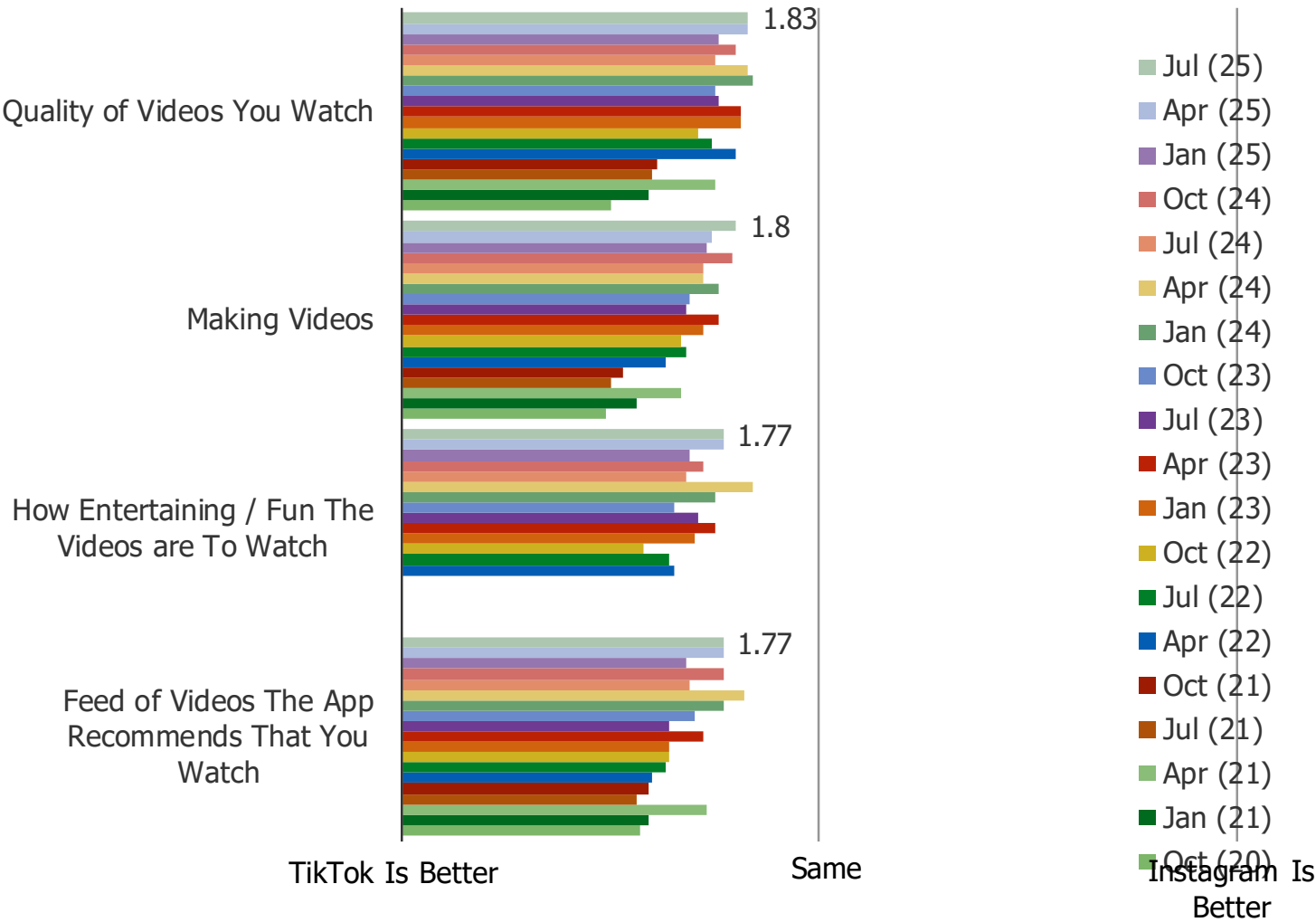
HOW OFTEN DO YOU EXPECT TO WATCH REELS GOING FORWARD?

Posted to Instagram Users who have heard of Reels:



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

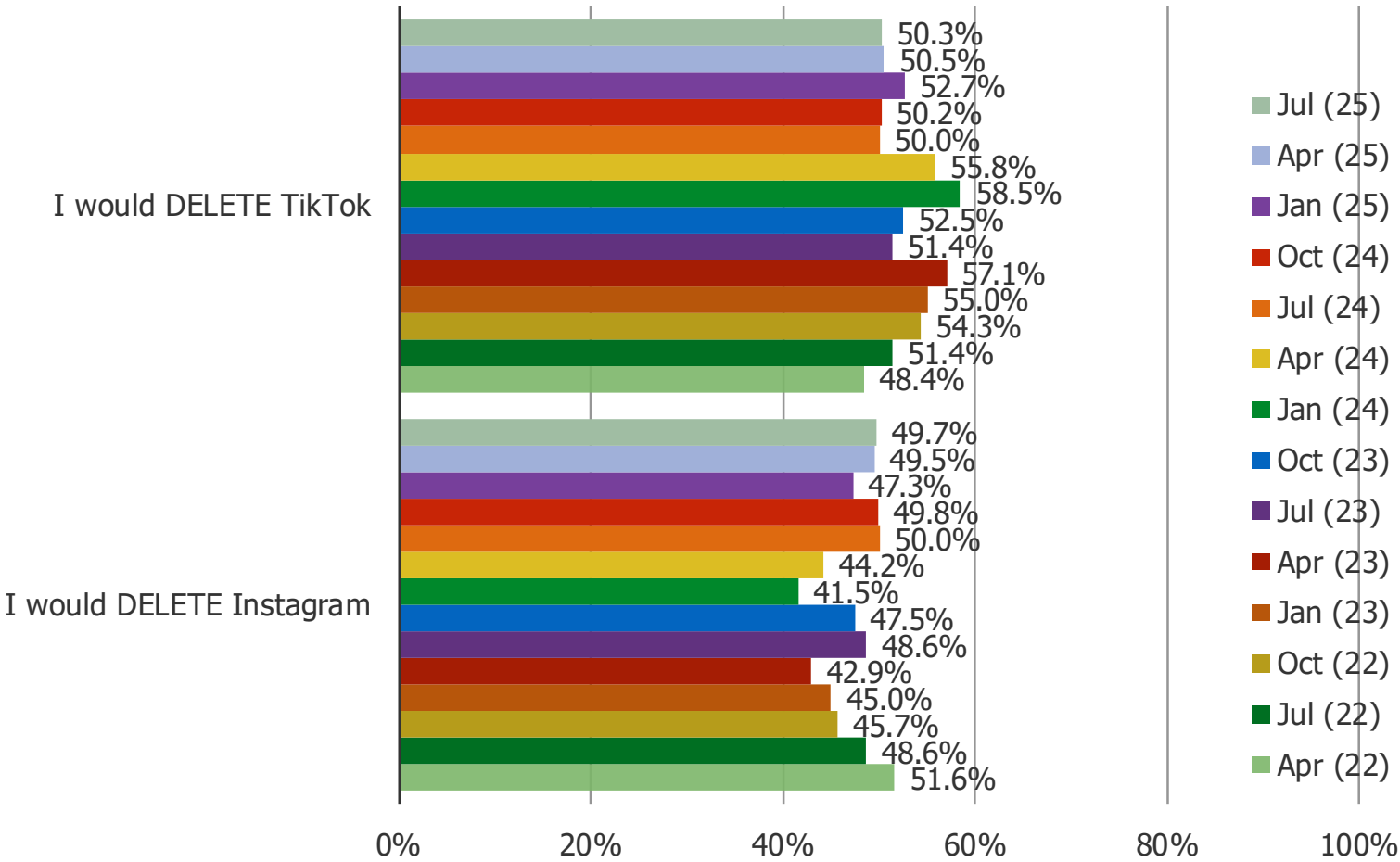
Posted to Instagram Users who have heard of Reels AND use TikTok:



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?

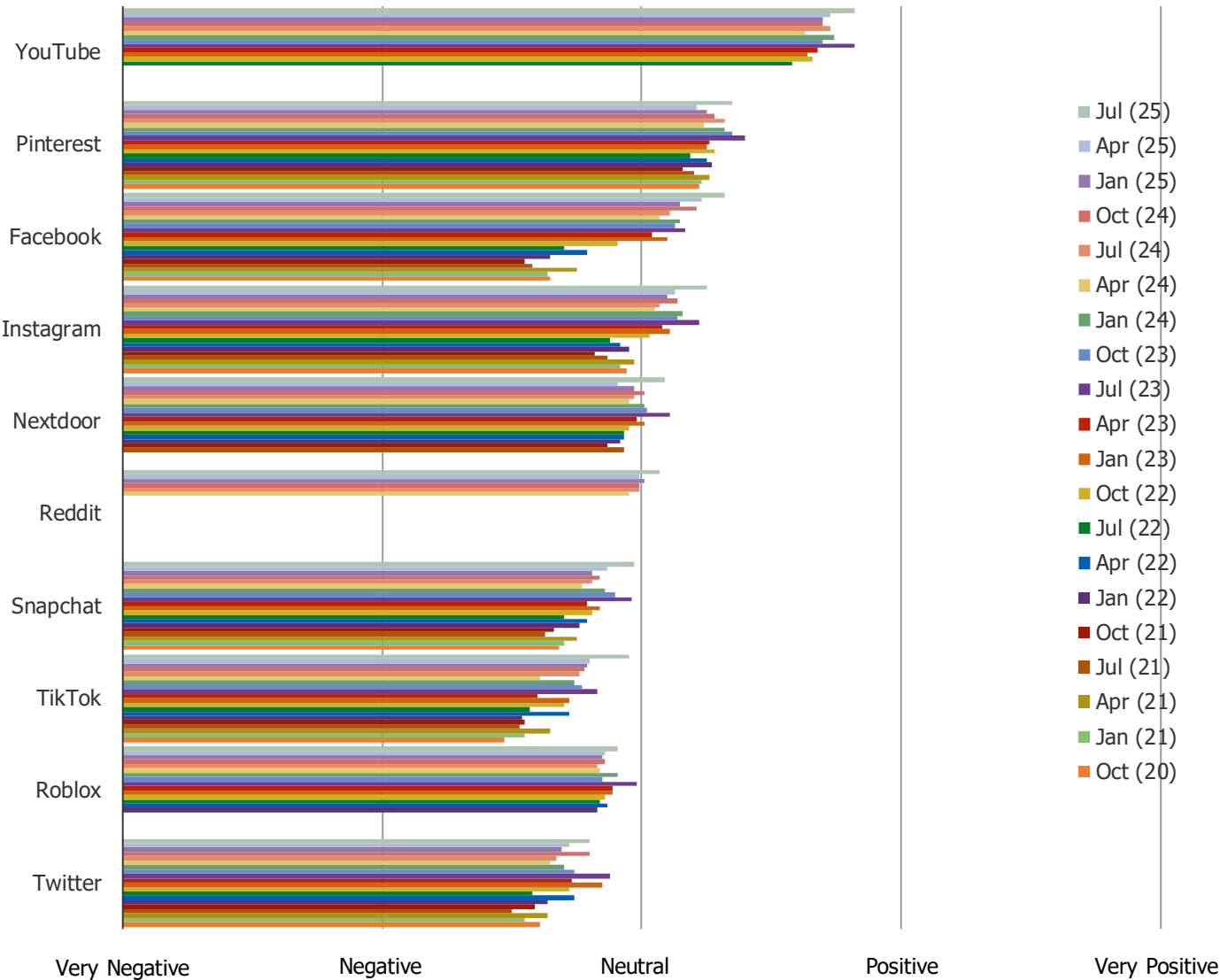
Tiktok is close to being able to pay my bills
I dont care for it as much its becoming more boring and toxic anyway tiktok is way more entertaining and relevant
I'm on tiktok more
I use TikTok more and it has the same features as instagram
TikTok is way better in showing me content that is related to me or what I want to see, but I use Instagram and TikTok for completely different purposes. Instagram is to keep up with my friends.
Instagram is too curated
I like Instagram, but TikTok is so much more impactful
I use TikTok more
Because Tiktok is superior in the social hierarchy
TikTok is more interesting
I would delete instagram because i feel like tik tok is more essential
Because I like tictok better
I use tik tok more often
I use Tik Tok way more than instagram
I prefer tiktok
I don't use it as much as tik tok
I feel like you get more of a global outreach on tiktok which I like
I do not like the algorithm changes on Instagram and I hate the AI search feature.
Instagram isn't as enjoyable as Tiktok
I find tik tok more valuable to me
I like the brand
TikTok more interesting
Use TikTok more
I use tik tok far more than instagram
Because TikTok is more fun than instagram
I don't use IG as often
I use Tiktok more
Don't use it that often
I shop tik tok stores
Because i can do more on TikTok
I have more memories on tiktok
Because it's so boring
TikTok makes me laugh more
I like the design of TikTok better
Instagram is not as entertaining and engaging as TikTok
Because I love it so much better than expected

RESPONDENTS WHO WOULD DELETE TIKTOK AND KEEP INSTAGRAM, WHY?

I've never used an app as much as instagram.
Instagram has reels and I have made a lot more meaningful connections on Instagram
I use Instagram as my primary way to text my friends, and I generally find that my Instagram algorithm has a better Because
instagram is more important than TikTok
Because i have been using instagram way longer than i have been using tik tok
I feel like I like scrolling on TikTok way more, but I want to connect to my friends, which Instagram does great.
Had insta longer
I don't use TikTok that much
Instagram is more funny and valuable
Instagram is my favorite that's why
Because I am still connected with friends on instagram and I don't wanna cut off my friends
I prefer Instagram
Instagram just is better overall
TikTok is very addicting
Insta was 1st. Brand loyalty
I don't be on TikTok as much
I barely even use TikTok and that means that I can delete it without much change.
Because I am not used to tiktok.instagram has more benefits for me than tiktok
It would be beneficial for my attention span to delete it rather than Instagram.
I enjoy Instagram more than tiktok
Because TikTok has been brain rot lately
I rarely use tiktok and I use instagram frequently
I don't post much on TikTok
Using instagram first.
It's better
Because i enjoy instagram more
Instagram is more important
Because I like Instagram more than Tik Tok
I use Instagram to keep up with friends
One of the only ways I can talk to my brother is through Instagram
I got more friends on Instagram
Tiktok is not that important to my everyday life vs Instagram
I can watch funny videos on Instagram.
Instagram is more photos / info
Because I majorly use TikTok for fun while I use instagram for work.

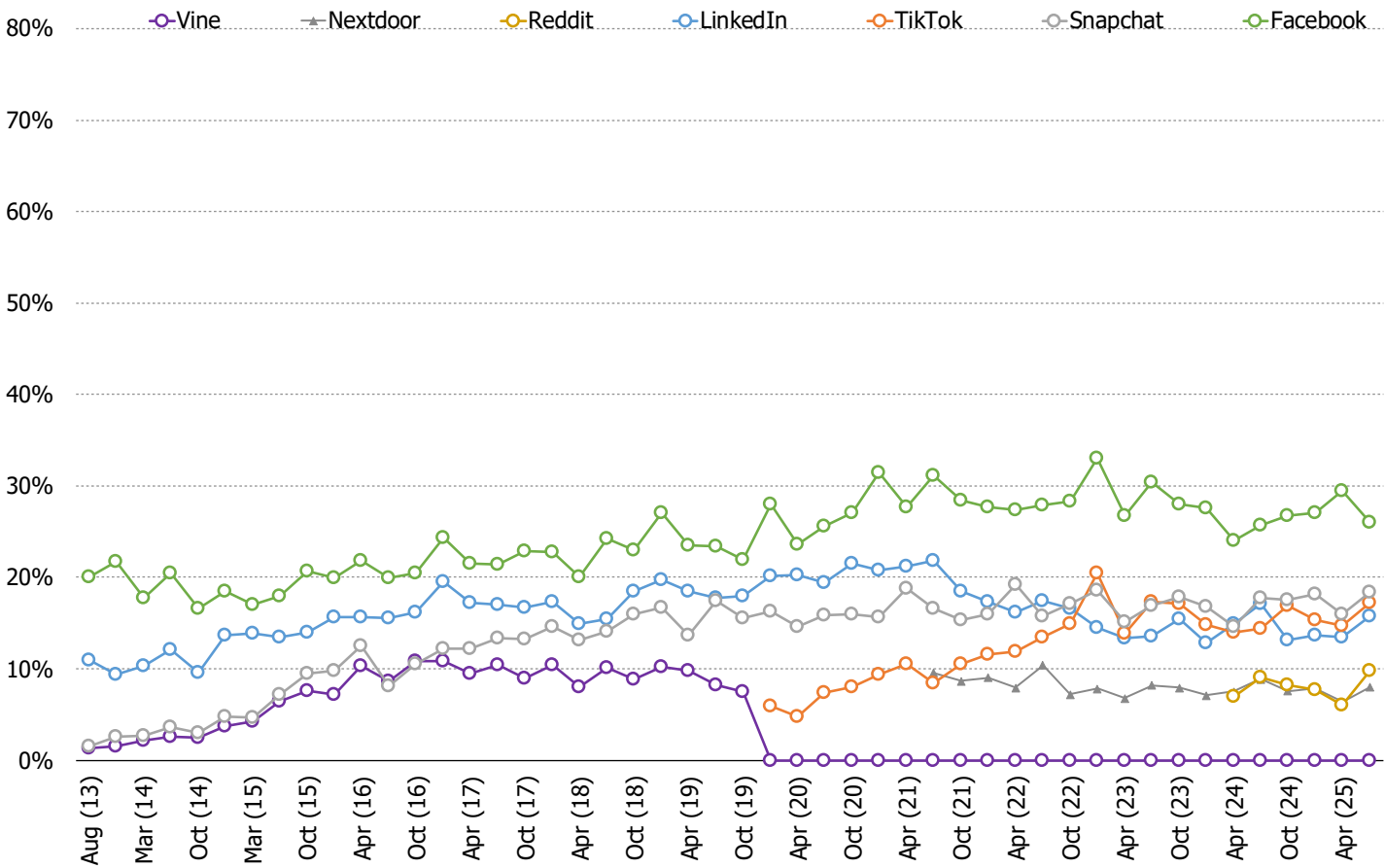
WHAT IS YOUR OPINION OF THE FOLLOWING APPS/SITES?

Posed to all respondents.



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

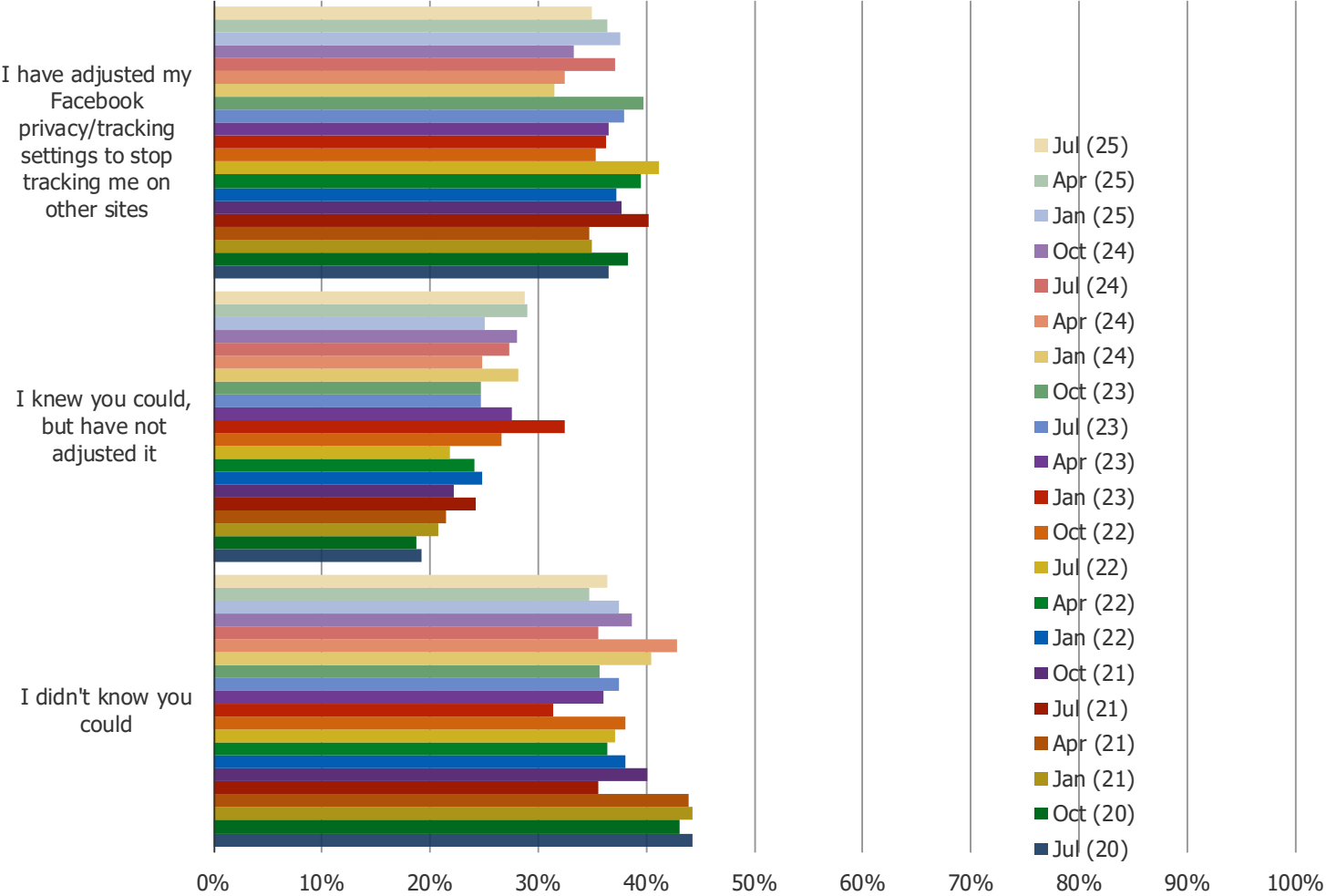
Posed to all respondents.



FB DEEP DIVE

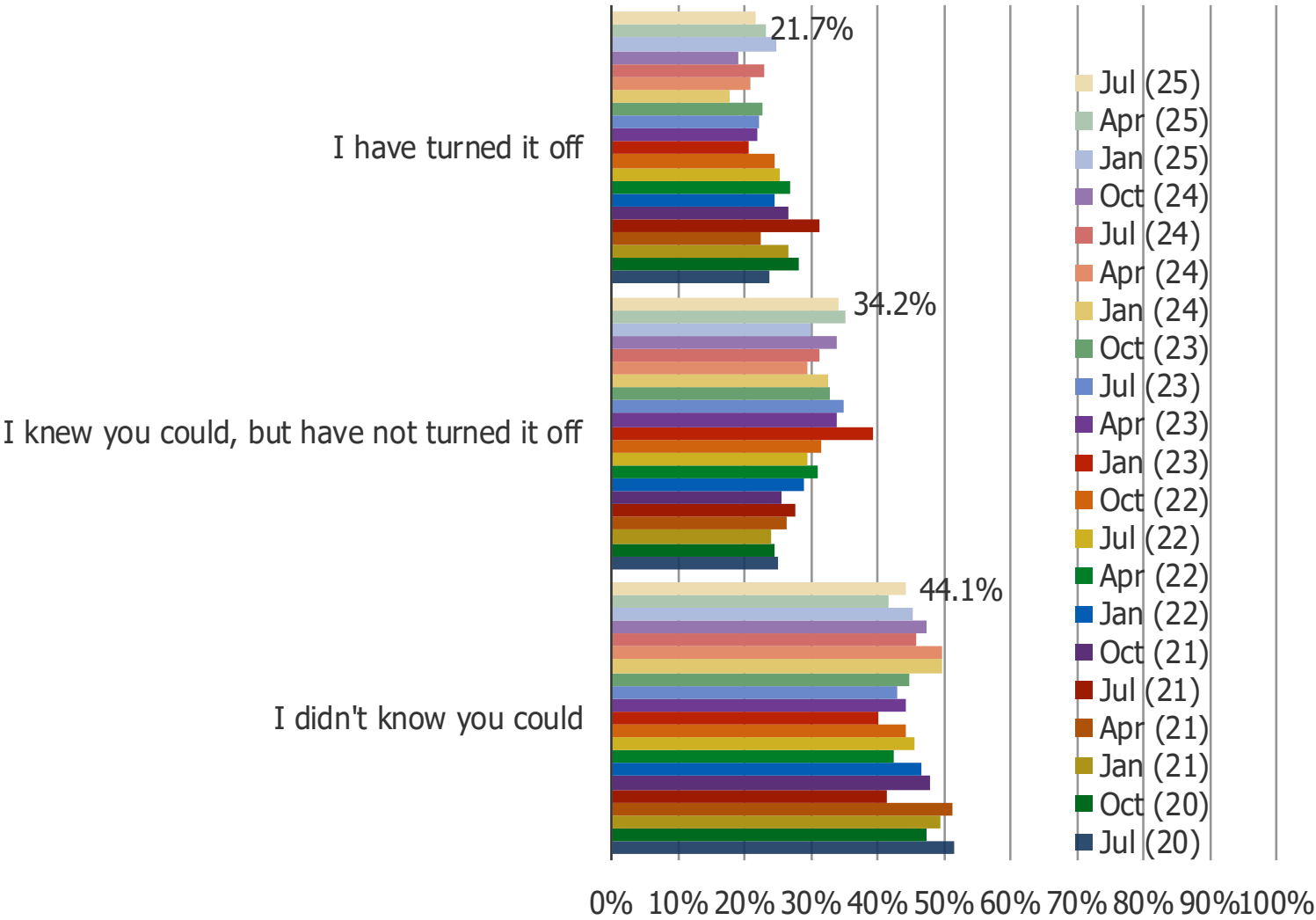
HAVE YOU ADJUSTED YOUR PRIVACY SETTINGS ON FACEBOOK TO PREVENT THEM FROM TRACKING YOUR ACTIVITY ON OTHER SITES (IE, “OFF FACEBOOK ACTIVITY”)?

Posed to Facebook users.



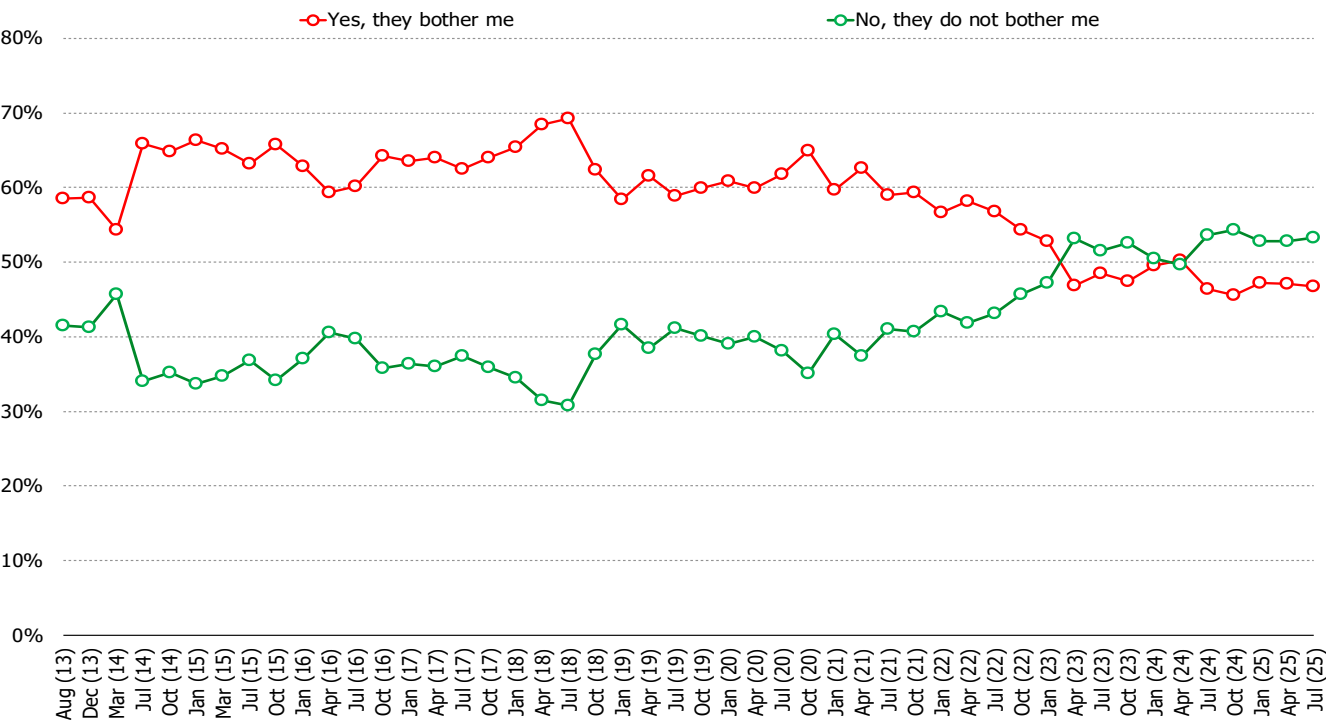
HAVE YOU GONE INTO AD CONTROLS TO TURN OFF “ADS BASED ON DATA FROM PARTNERS”?

Posed to Facebook users.



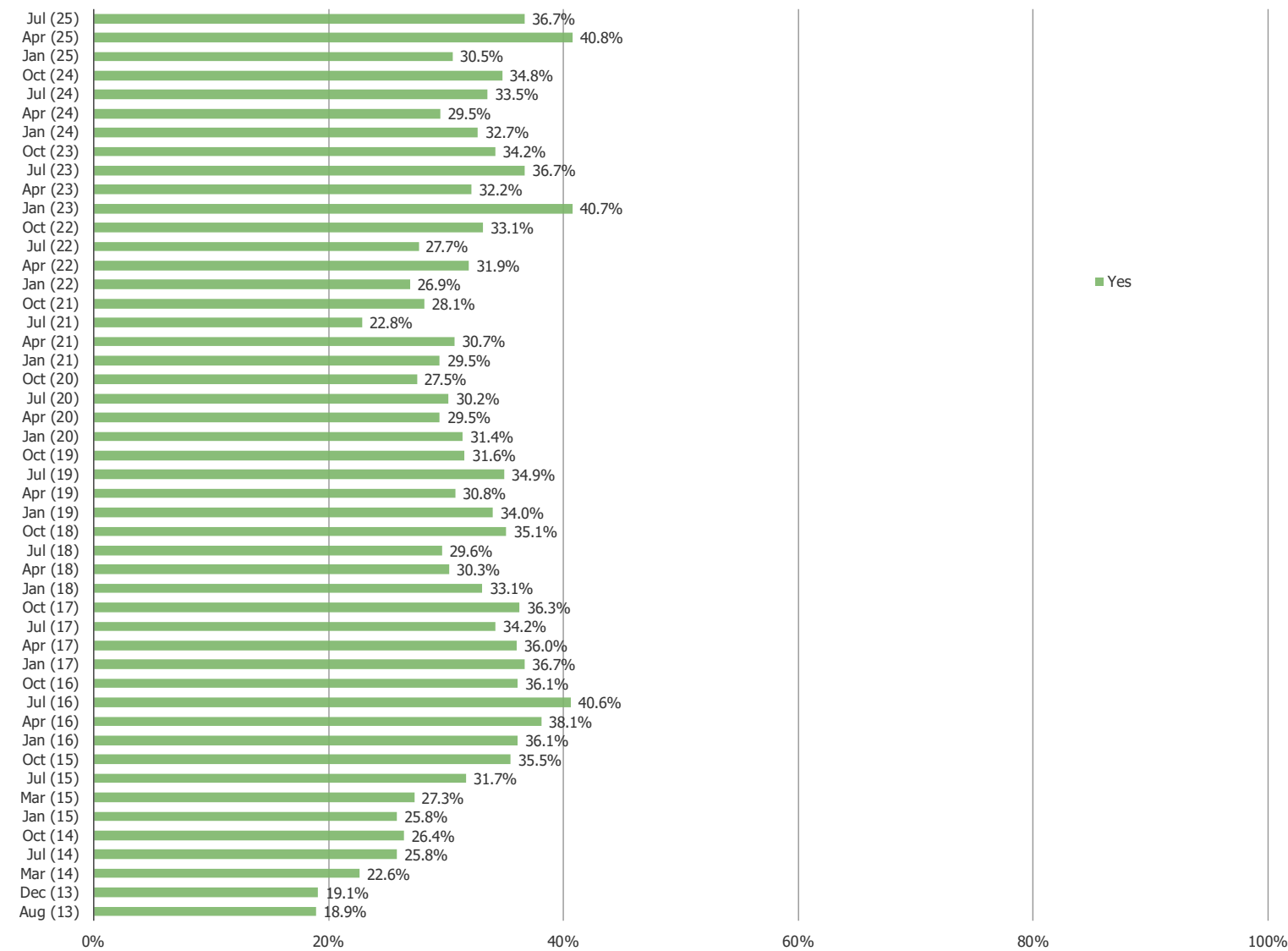
FACEBOOK ACCOUNT HOLDERS – DO ADS IN YOUR NEWSFEED BOTHER YOU?

Posed to Facebook account holders.



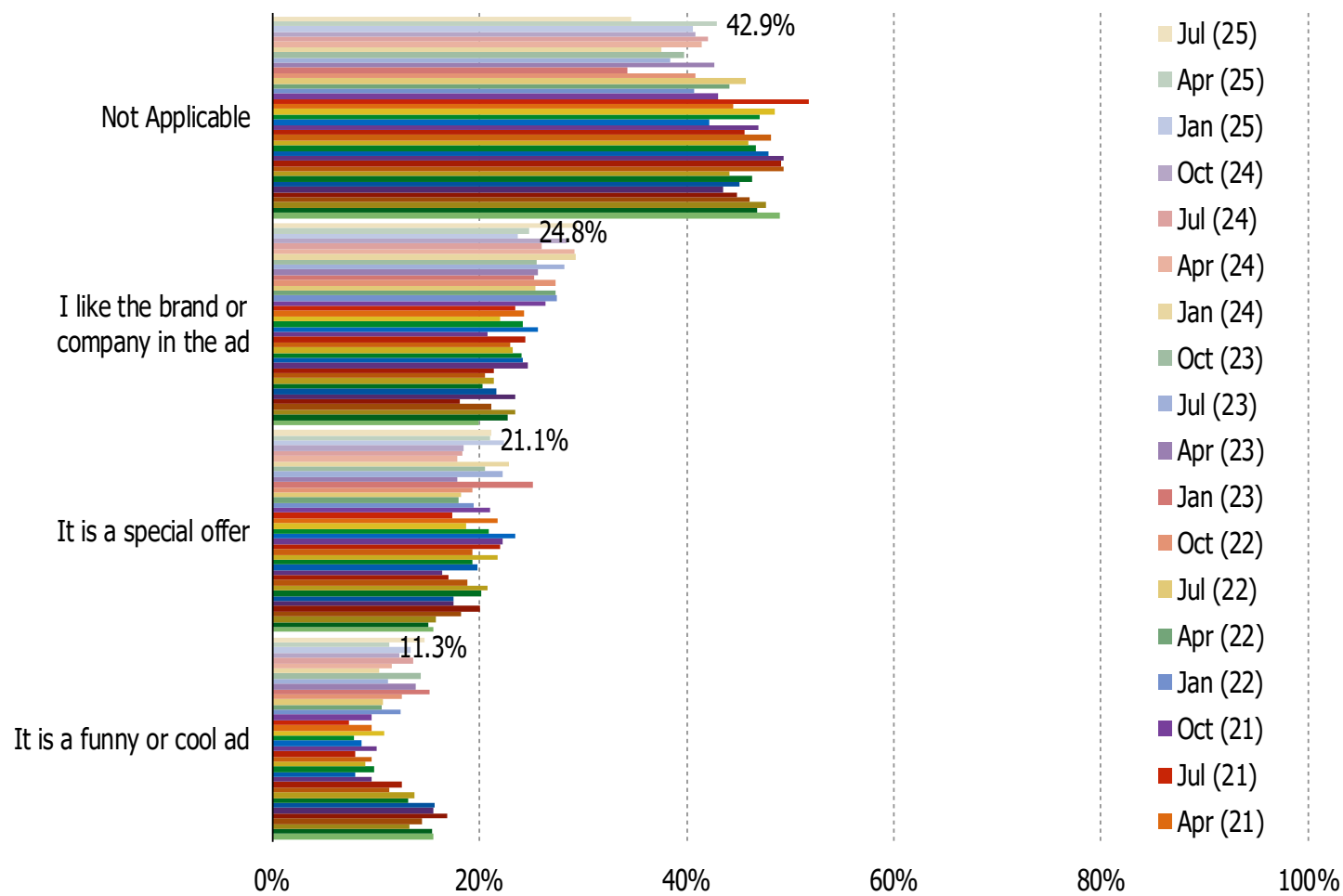
FACEBOOK ACCOUNT HOLDERS – HAVE YOU NOTICED IMPROVEMENT IN THE QUALITY AND RELEVANCE OF THE ADS THAT APPEAR IN YOUR FACEBOOK NEWS FEED?

Posed to Facebook account holders.



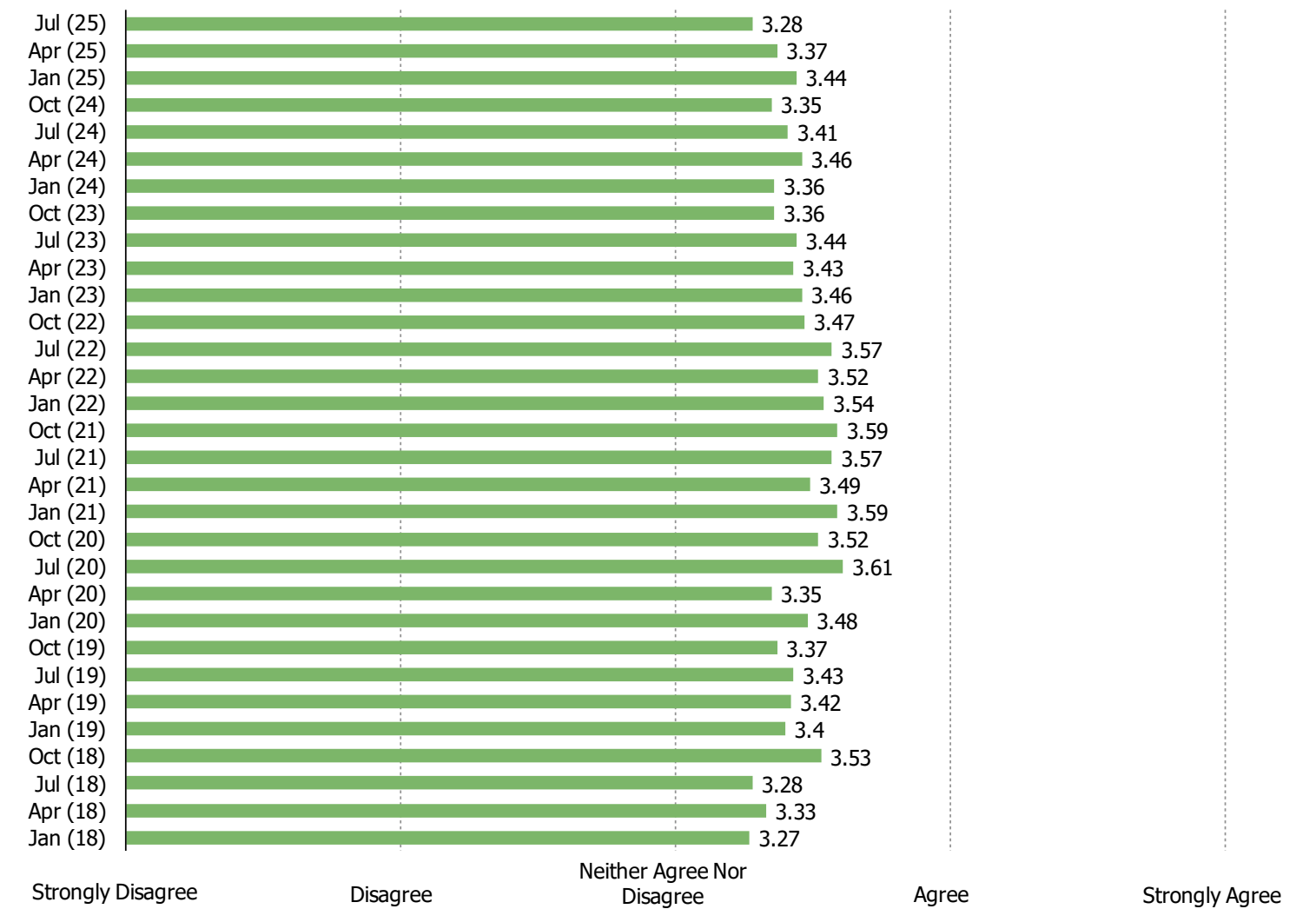
WHEN YOU CLICK ON AN ADVERTISEMENT WHILE ON FACEBOOK, WHAT IS USUALLY THE REASON FOR WHY YOU CLICKED ON THE ADVERTISEMENT?

Posed to Facebook account holders.



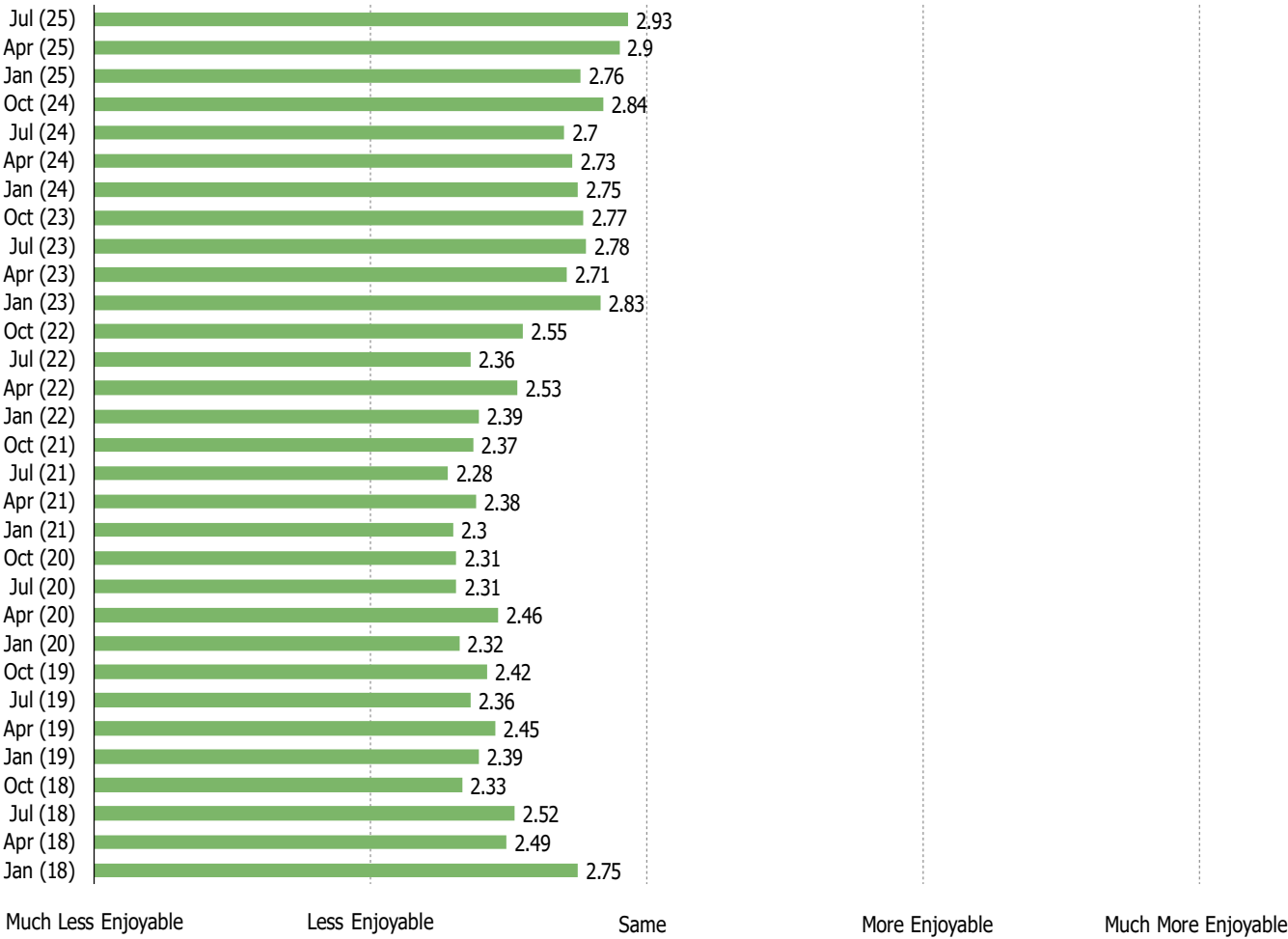
HOW MUCH DO YOU AGREE WITH THE FOLLOWING: "FACEBOOK HAS BECOME LESS SOCIAL OVER TIME."

Posed to Facebook users.



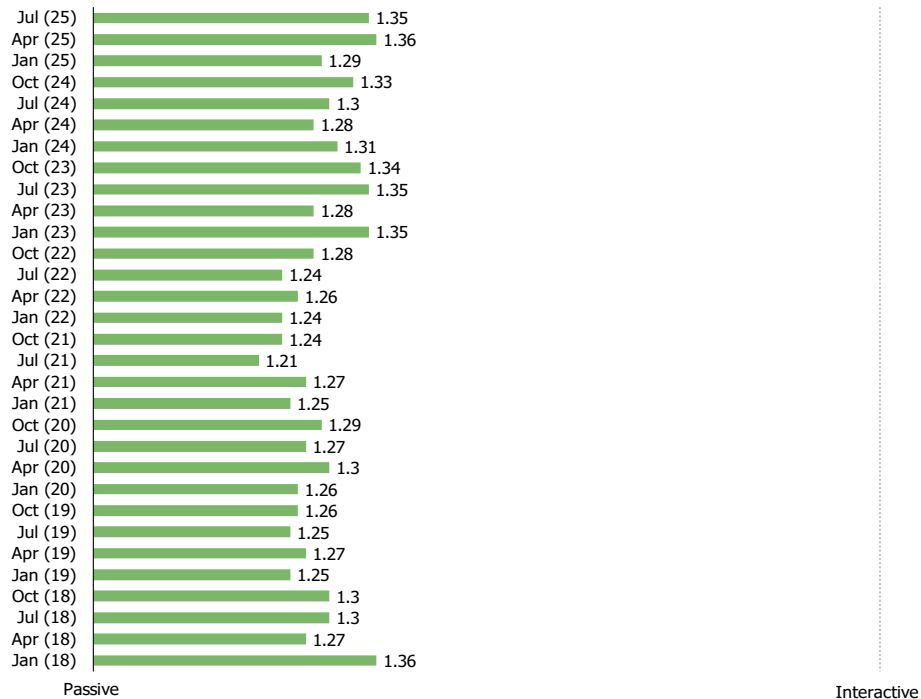
FACEBOOK USERS – IN GENERAL, WOULD YOU SAY FACEBOOK HAS GOTTEN MORE OR LESS ENJOYABLE OVER-TIME?

Posed to Facebook users.



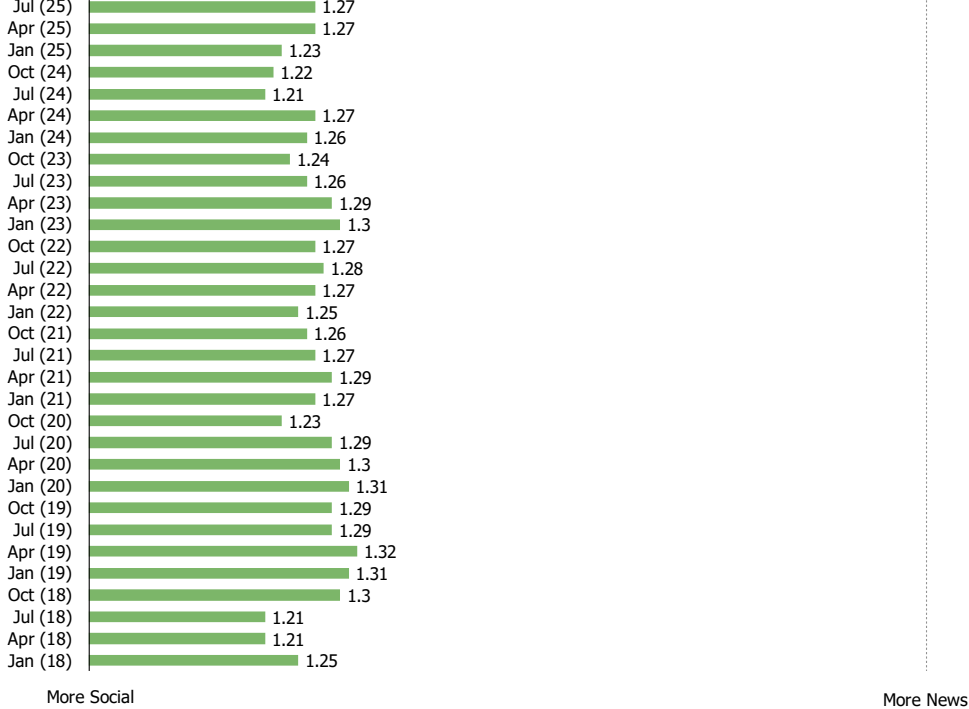
WOULD YOU DESCRIBE YOUR USAGE OF FACEBOOK AS BEING MORE INTERACTIVE OR PASSIVE?

Posed to Facebook users.



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

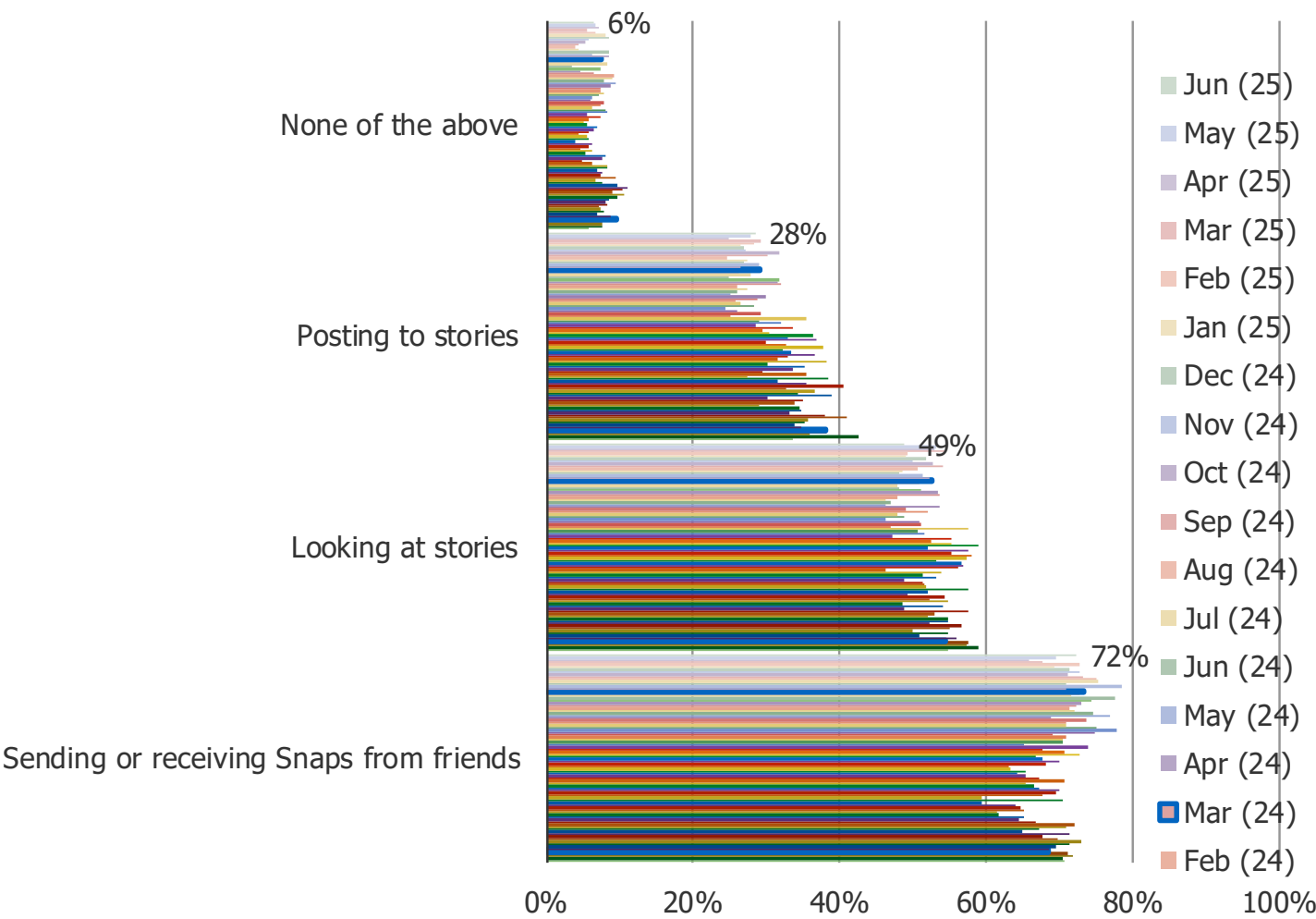
Posed to Facebook users.



SNAPCHAT USER FEEDBACK

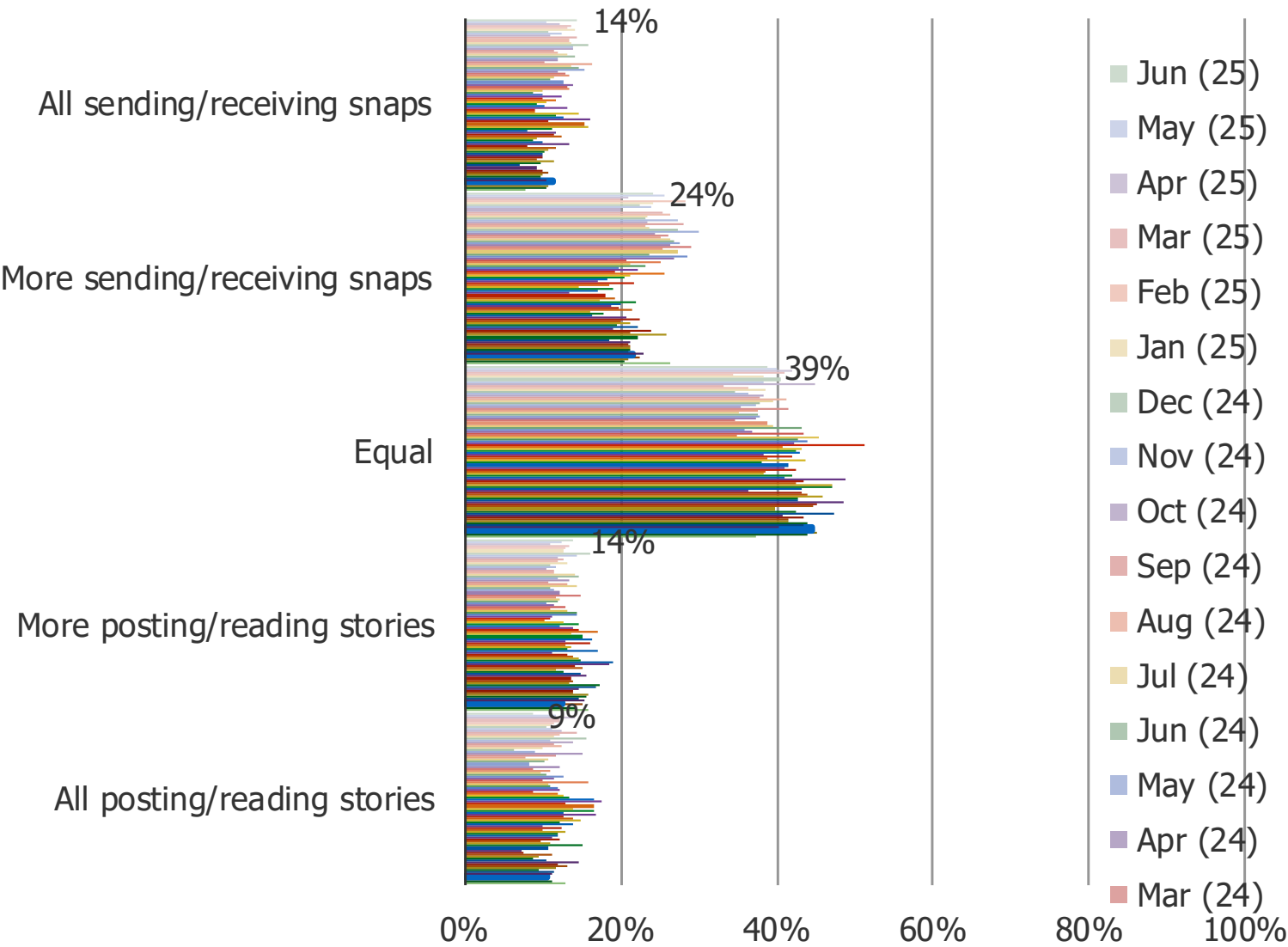
I USE SNAPCHAT FOR

Posed to Snapchat users.



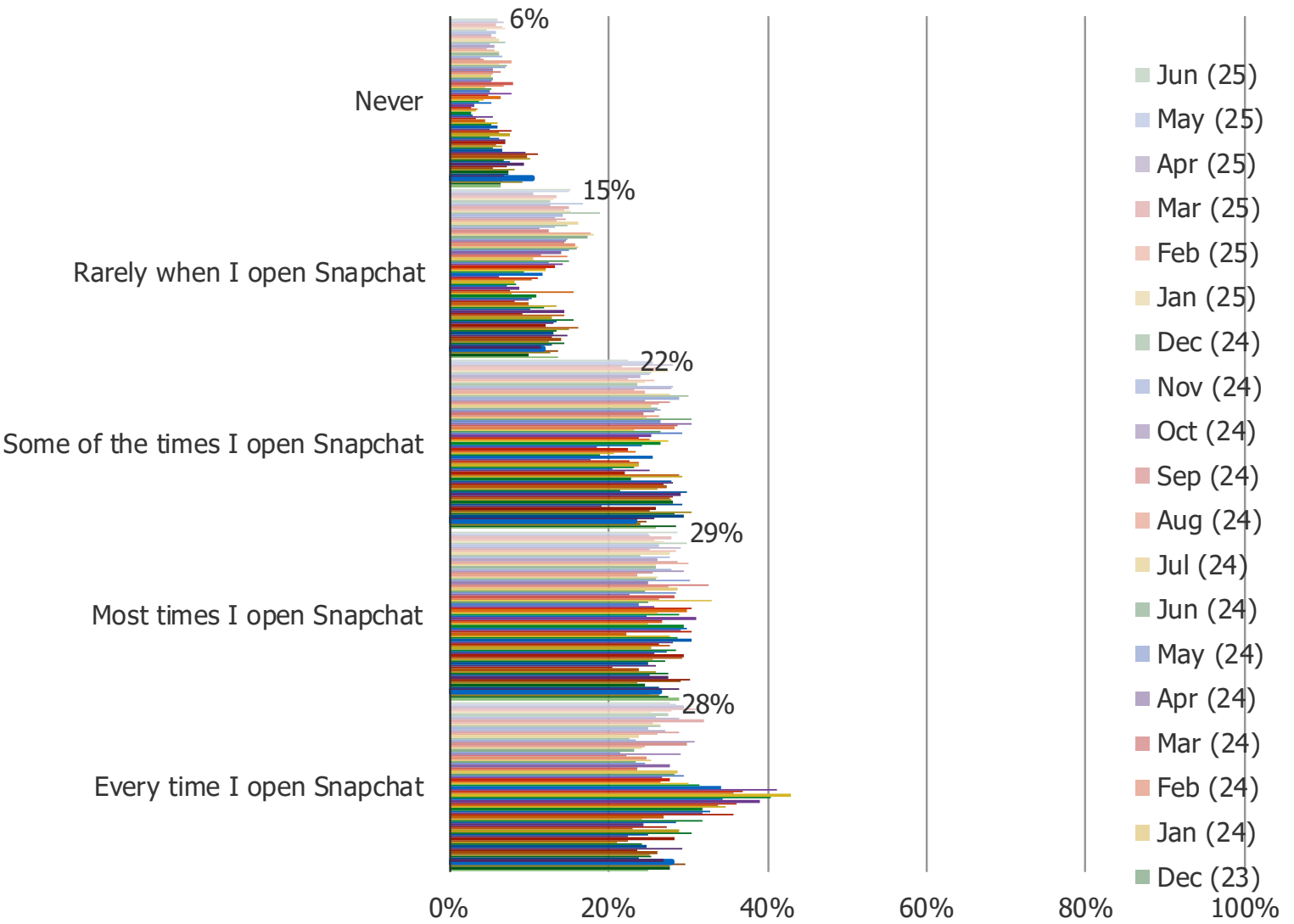
PLEASE ESTIMATE HOW YOU SPEND YOUR TIME ON SNAPCHAT.

Posed to Snapchat users.



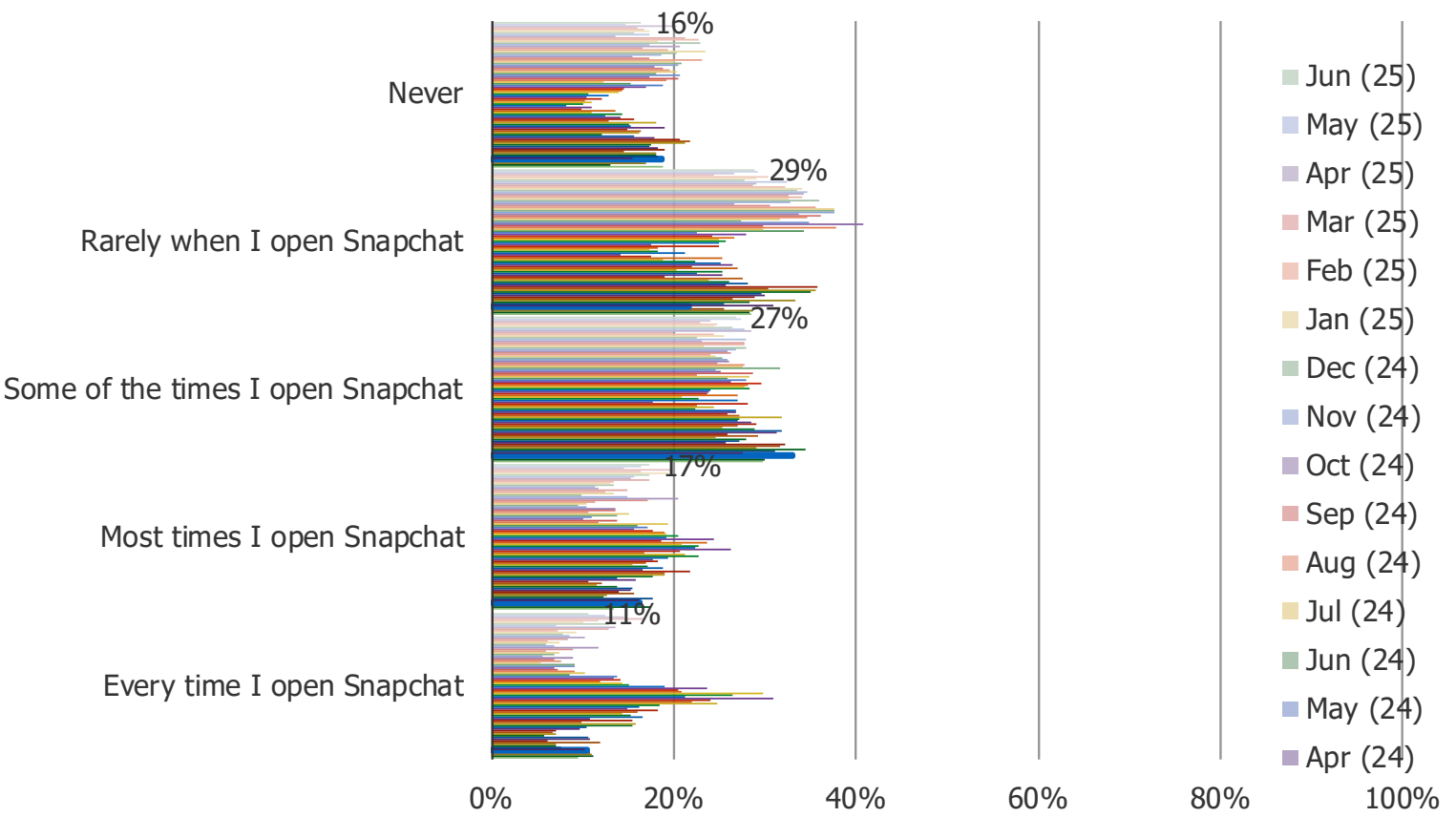
I VIEW SNAPCHAT STORIES:

Posed to Snapchat users.



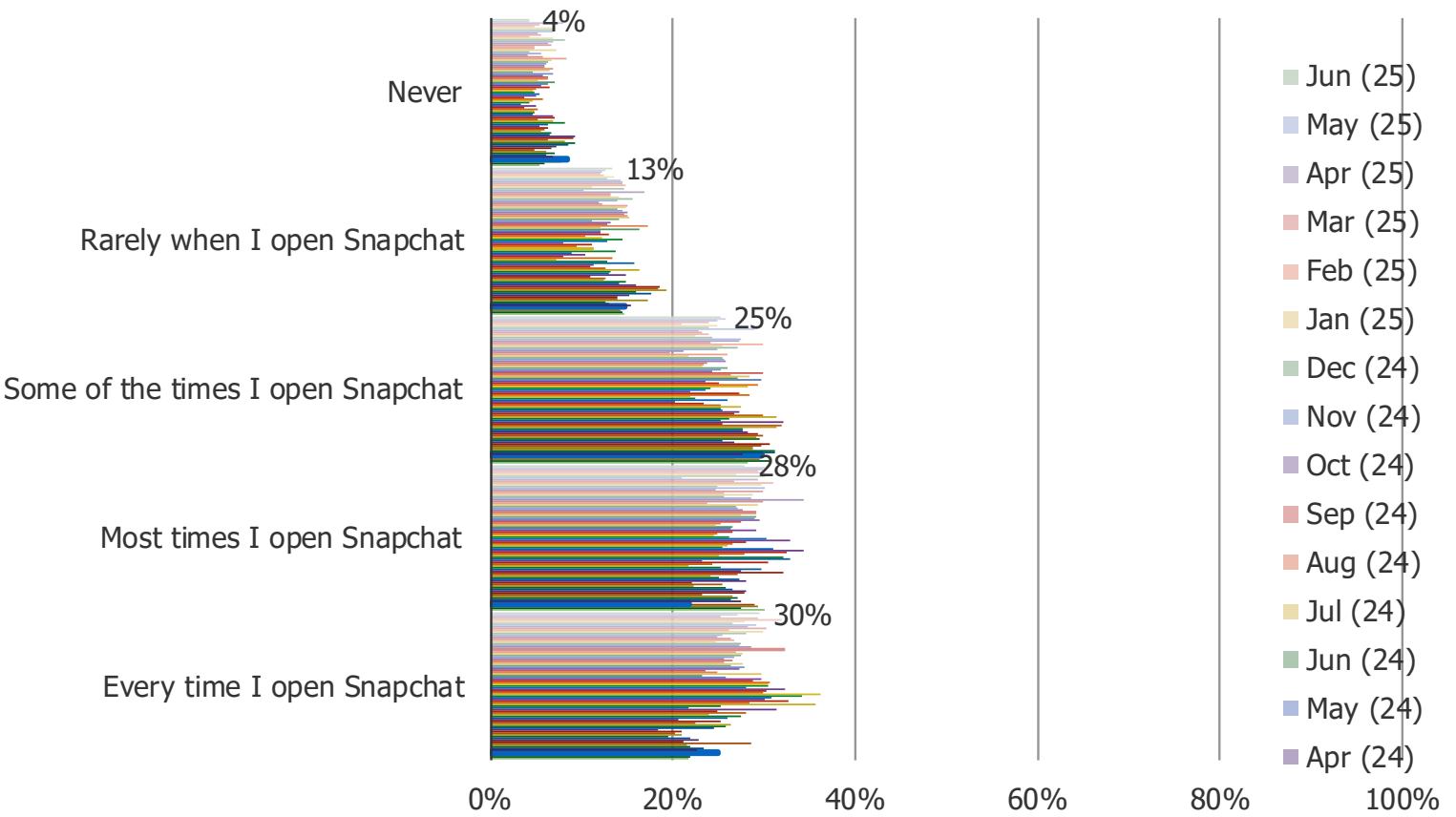
I POST TO SNAPCHAT STORIES:

Posed to Snapchat users.



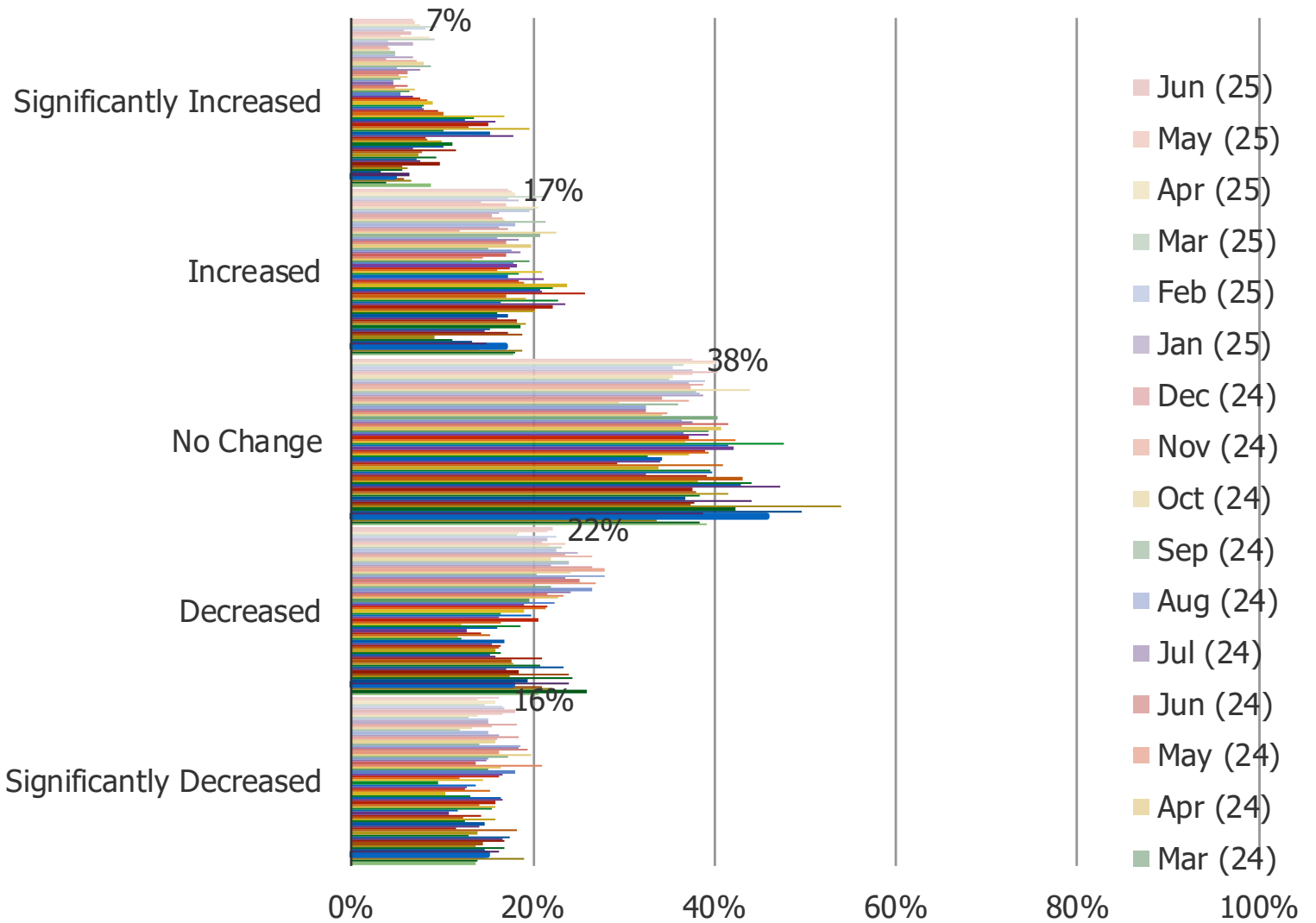
I SEND/RECEIVE SNAPS:

Posed to Snapchat users.



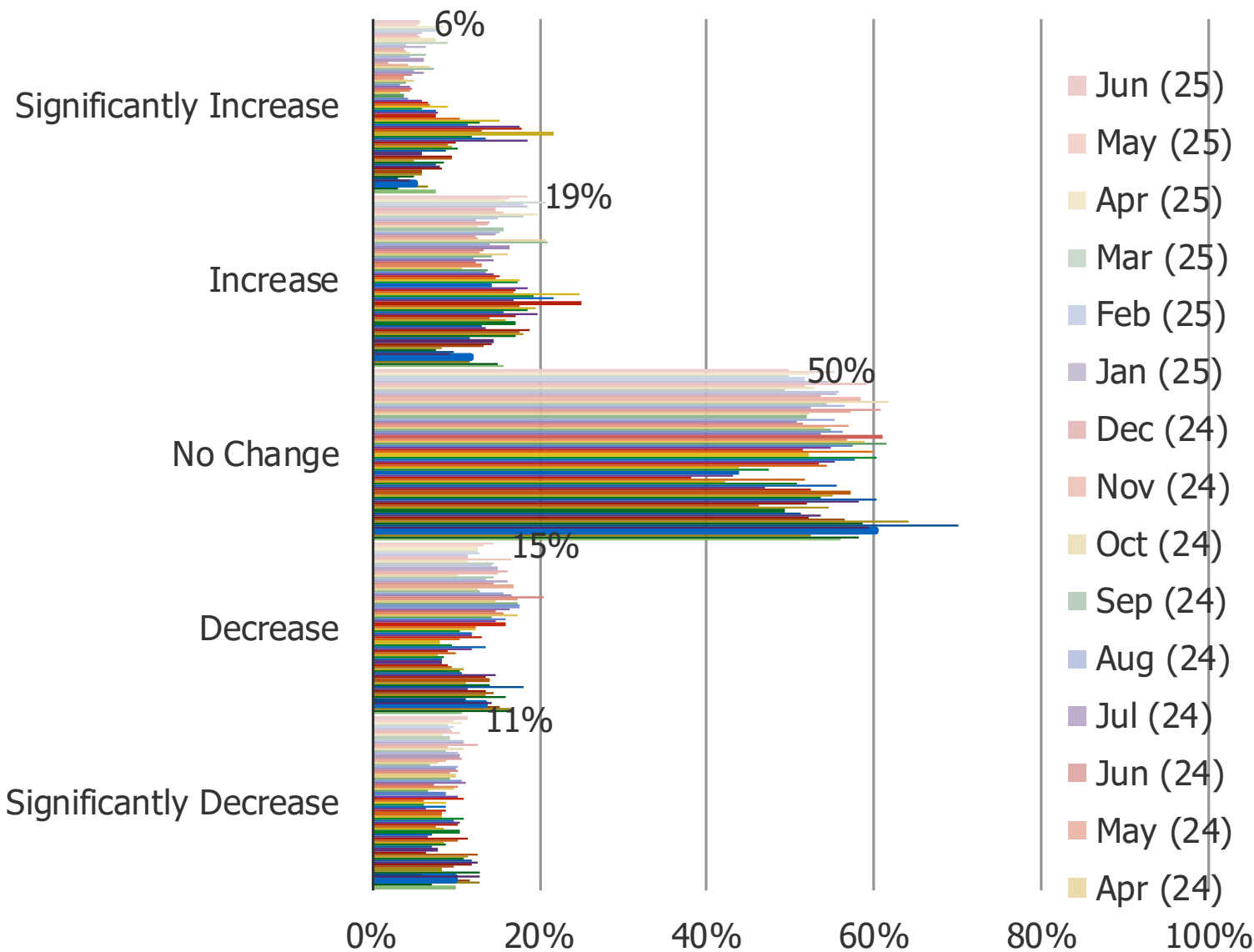
HAS THE AVERAGE TIME YOU CURRENTLY SPEND ON SNAPCHAT PER DAY INCREASED OR DECREASED COMPARED TO 6-12 MONTHS AGO?

Posed to Snapchat users.



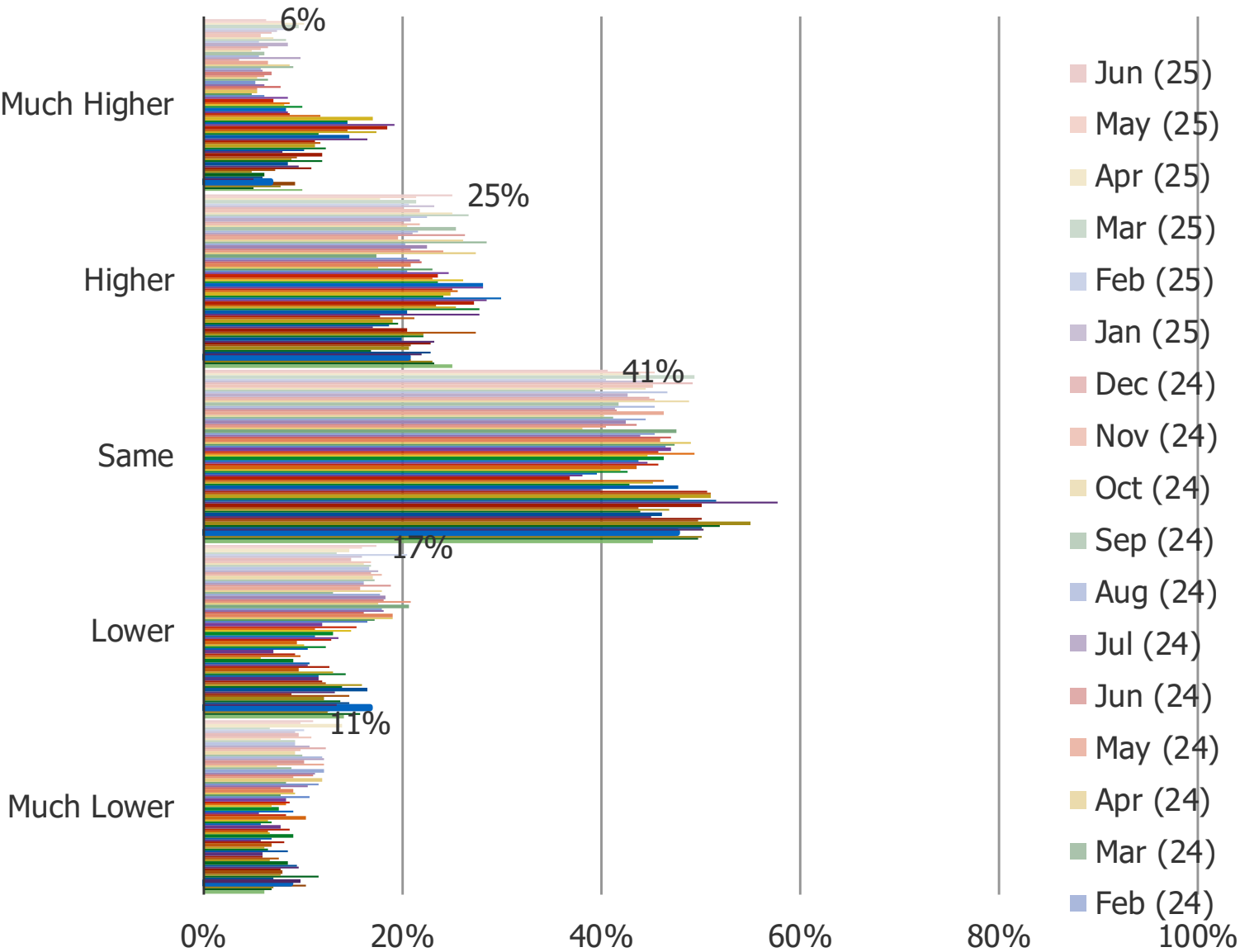
DO YOU EXPECT THE AVERAGE TIME YOU SPEND PER DAY ON SNAPCHAT PER DAY TO INCREASE OR DECREASE GOING FORWARD?

Posed to Snapchat users.



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

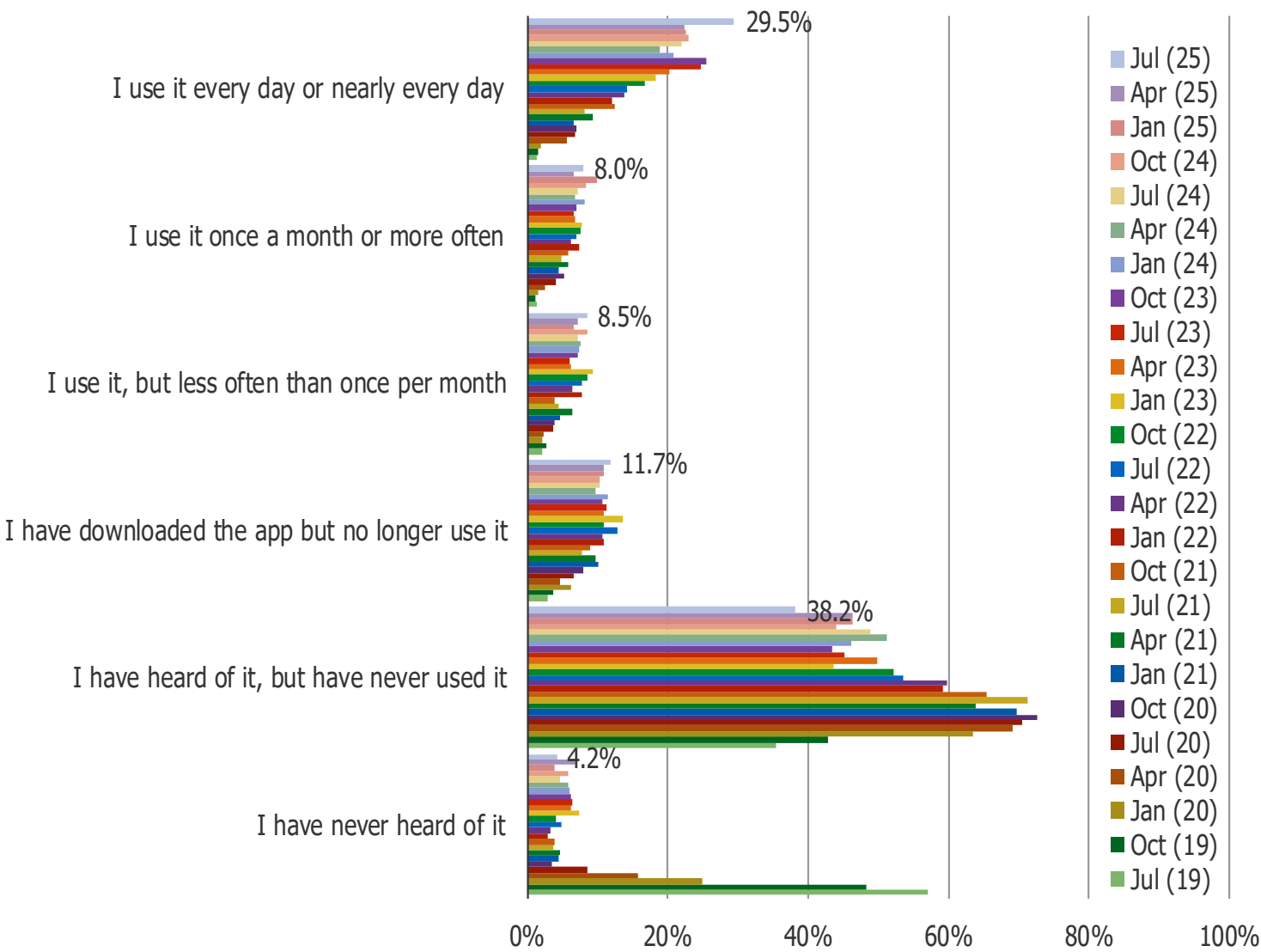
Posed to Snapchat users.



TIKTOK DEEP DIVE

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

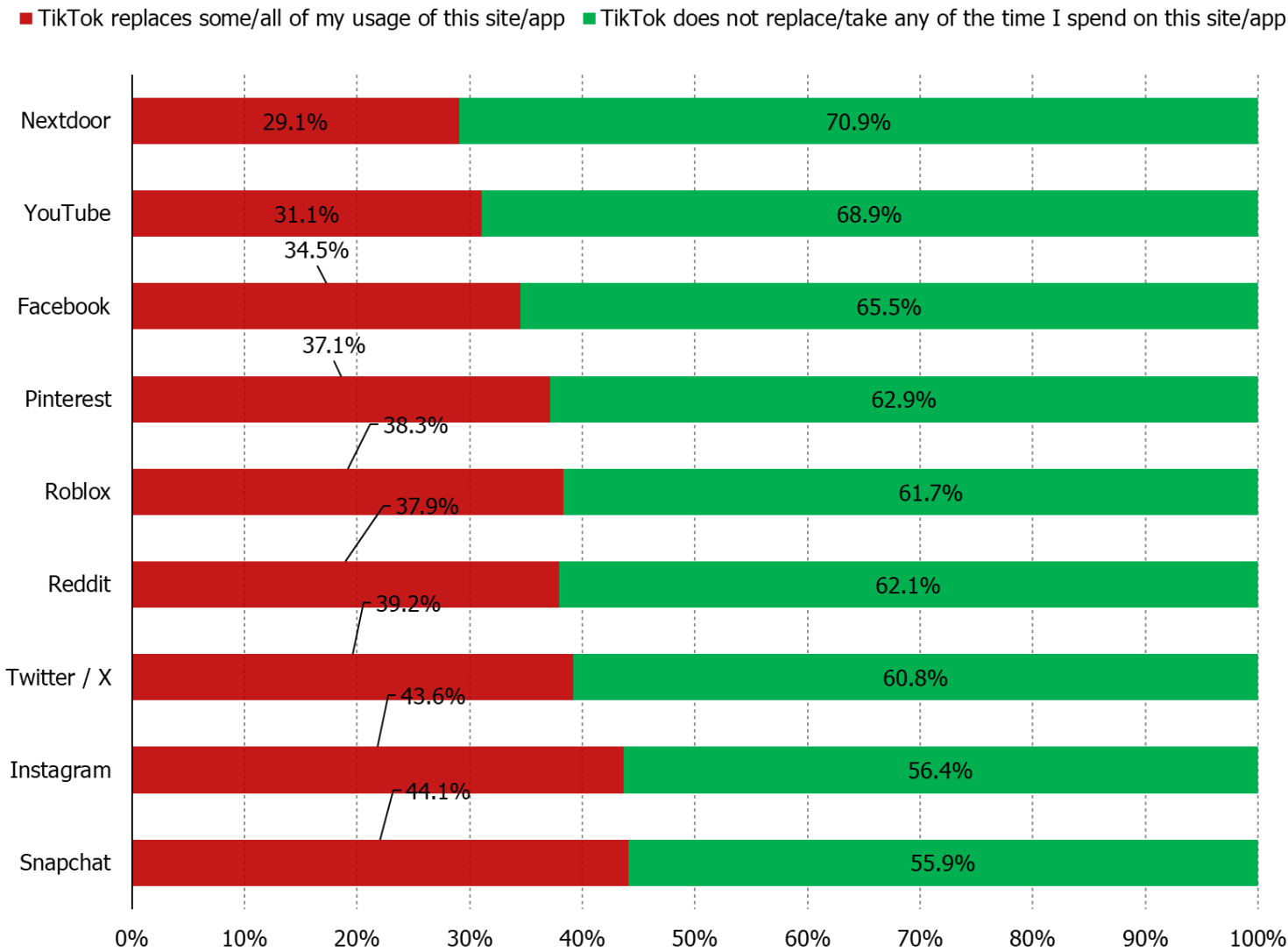
Posed to all respondents



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

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

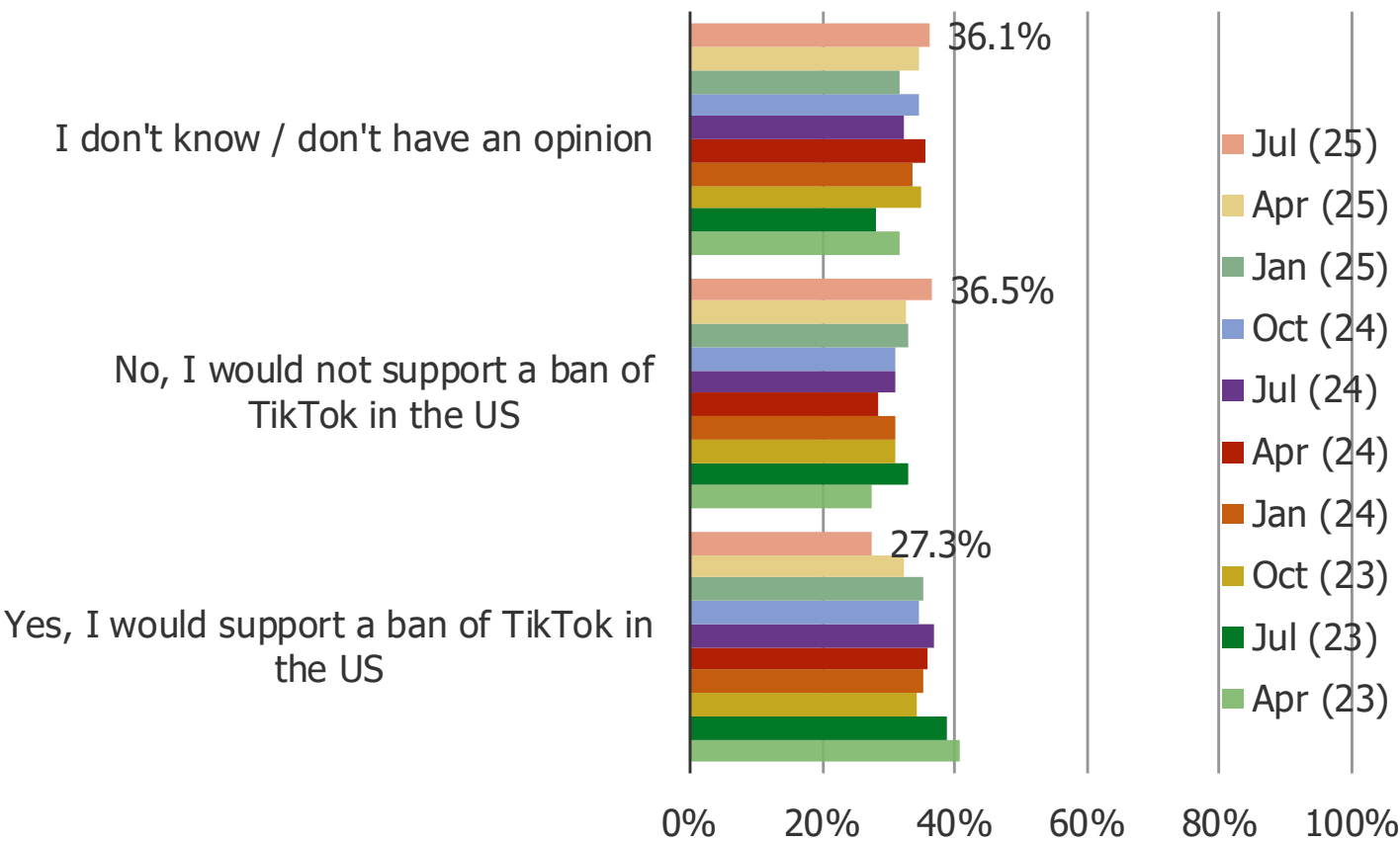
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TIKTOK BAN QUESTIONS

WOULD YOU SUPPORT A BAN OF TIKTOK IN THE US?

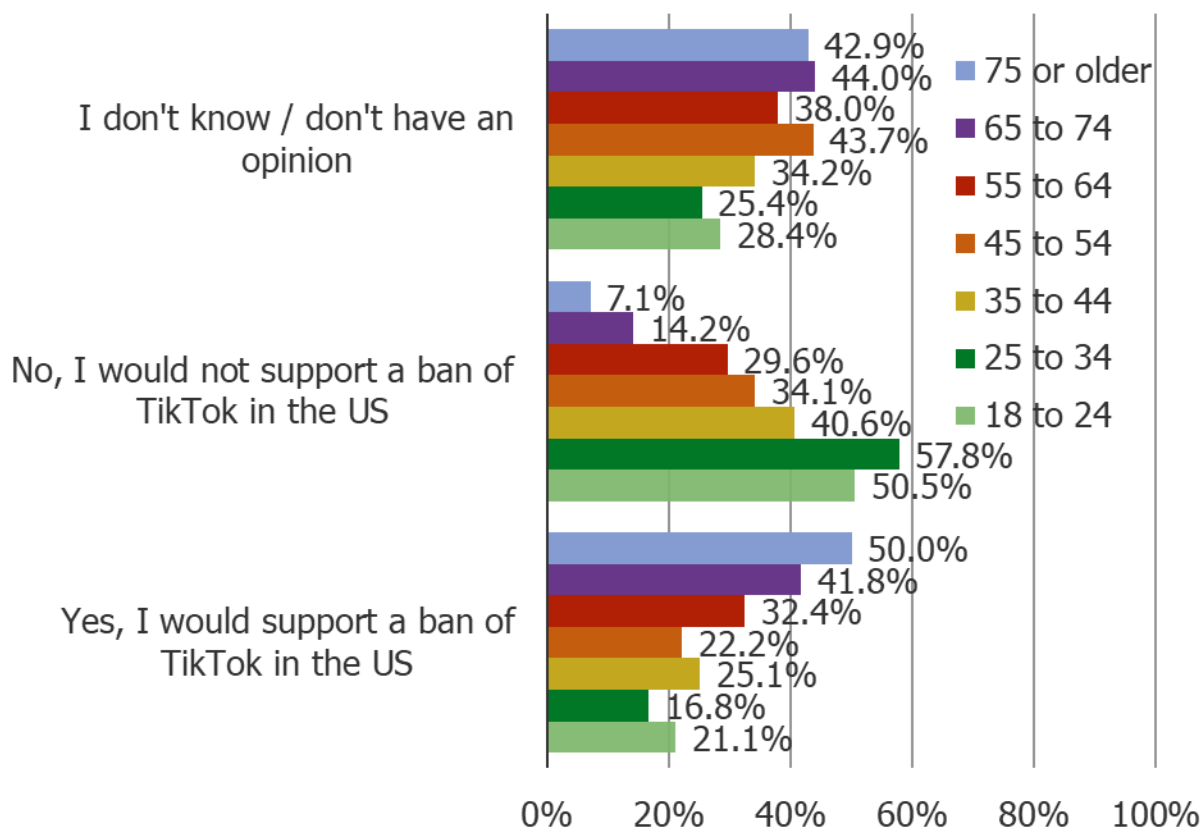
This question was posed to all respondents.



WOULD YOU SUPPORT A BAN OF TIKTOK IN THE US?

Cross-Tab Analysis – By Age

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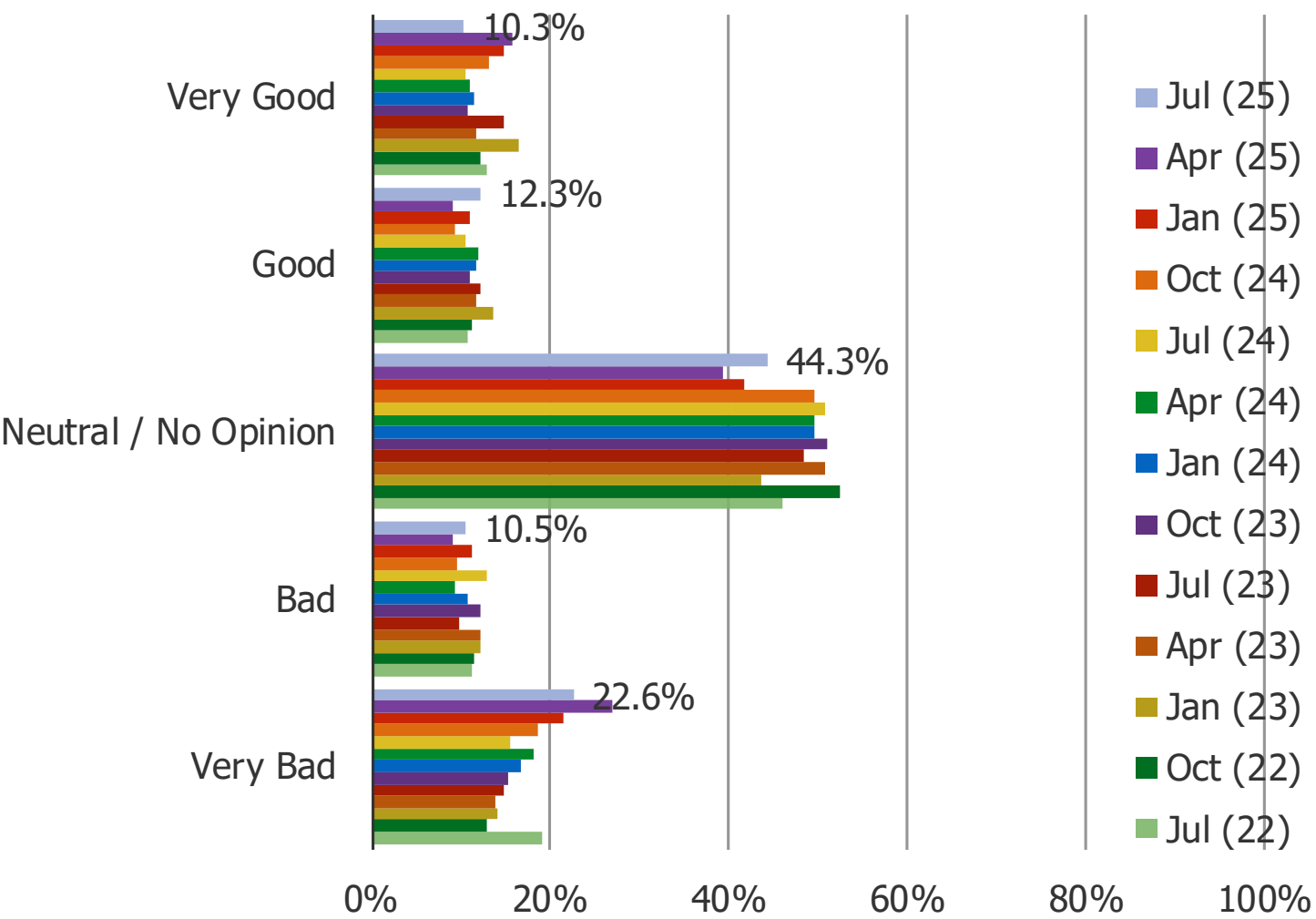
Posed to TikTok users.

[illegible]

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.

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