

BESPOKE SURVEYS

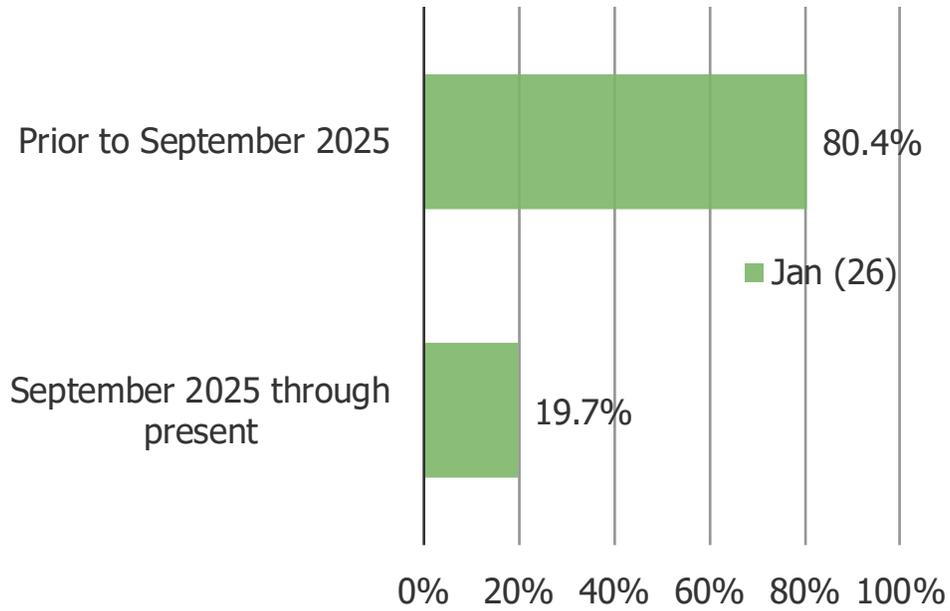
Social Media Consumers, Vol 50

1,000+ Respondents Balanced to US Census, Per Quarter

RECENTLY ADDED QUESTIONS

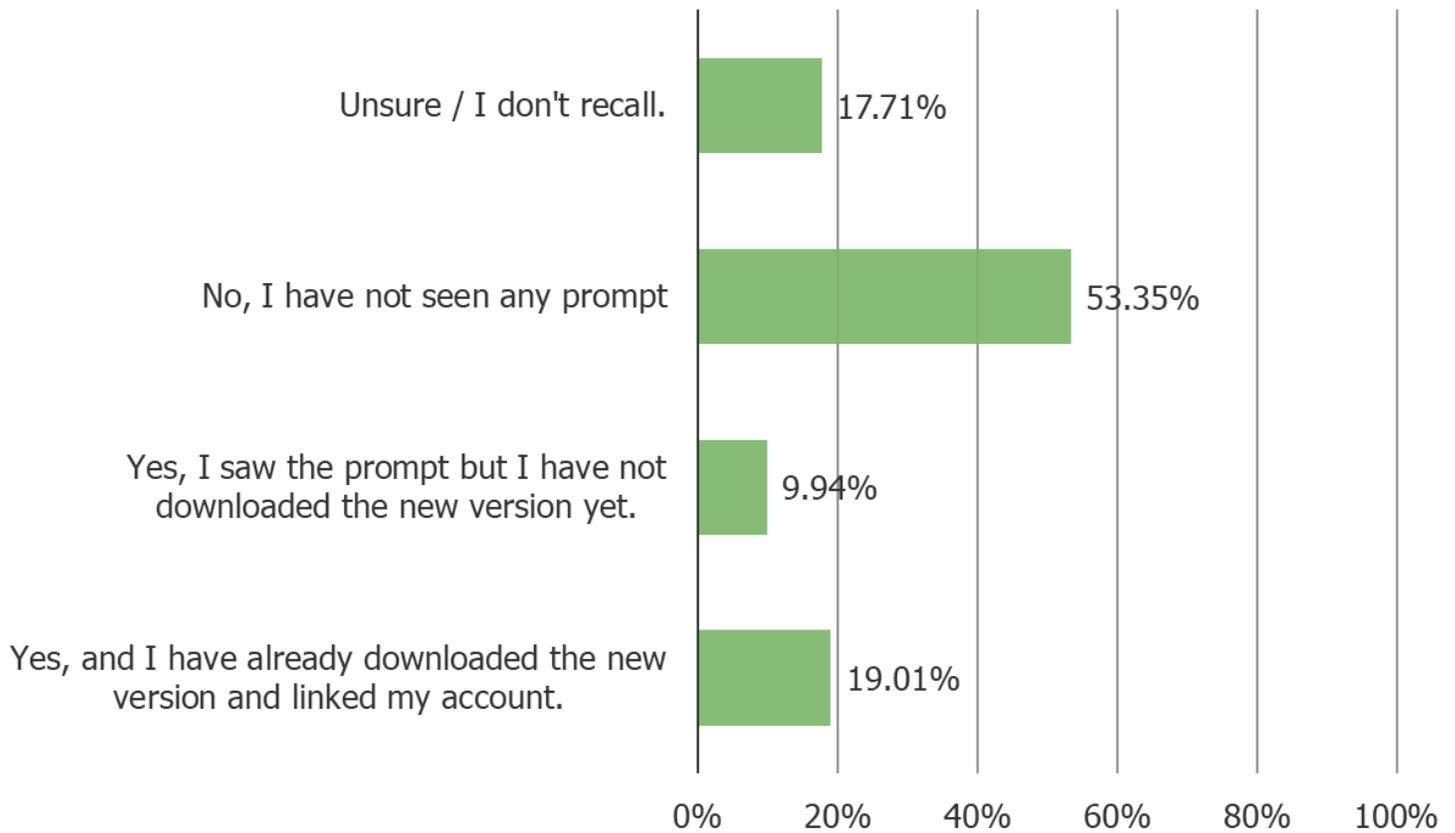
WHEN DID YOU DOWNLOAD TIKTOK FOR THE FIRST TIME?

Posed to all respondents who have downloaded TikTok. (N=463)



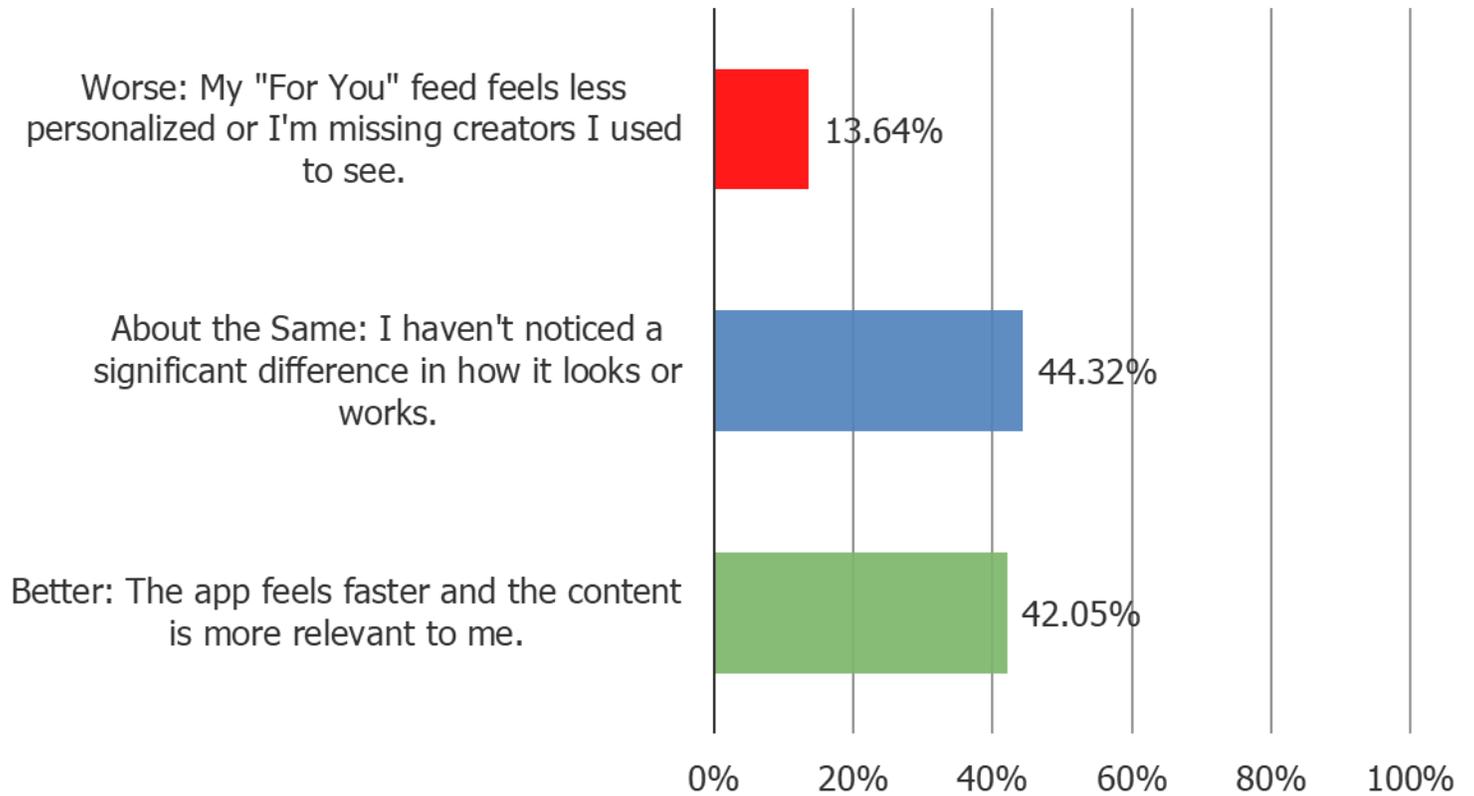
WHILE USING TIKTOK IN THE PAST FEW MONTHS, HAVE YOU SEEN A PROMPT OR "MIGRATION WIZARD" ASKING YOU TO DOWNLOAD A NEW U.S.-EXCLUSIVE VERSION OF THE APP TO LINK YOUR ACCOUNT?

Posed to all respondents who have downloaded TikTok. (N=463)



SINCE SWITCHING TO THE NEW VERSION OF TIKTOK, HOW WOULD YOU DESCRIBE YOUR EXPERIENCE COMPARED TO THE ORIGINAL APP?

Posed to all respondents who have switched to the new version of TikTok. (N=88)



WHY HAVEN'T YOU SWITCHED YET?

Posed to all respondents who have not downloaded the new version of TikTok. (N=375)

Based on an analysis of the open-ended responses regarding why users have not yet switched to the new version of the app, the feedback can be categorized into four primary buckets.

The data reveals that **Comfort with the Current Version** is the leading deterrent, followed by aesthetic preferences and a lack of awareness regarding how to switch or that a new version exists.

Reasons for Not Switching to New App Version

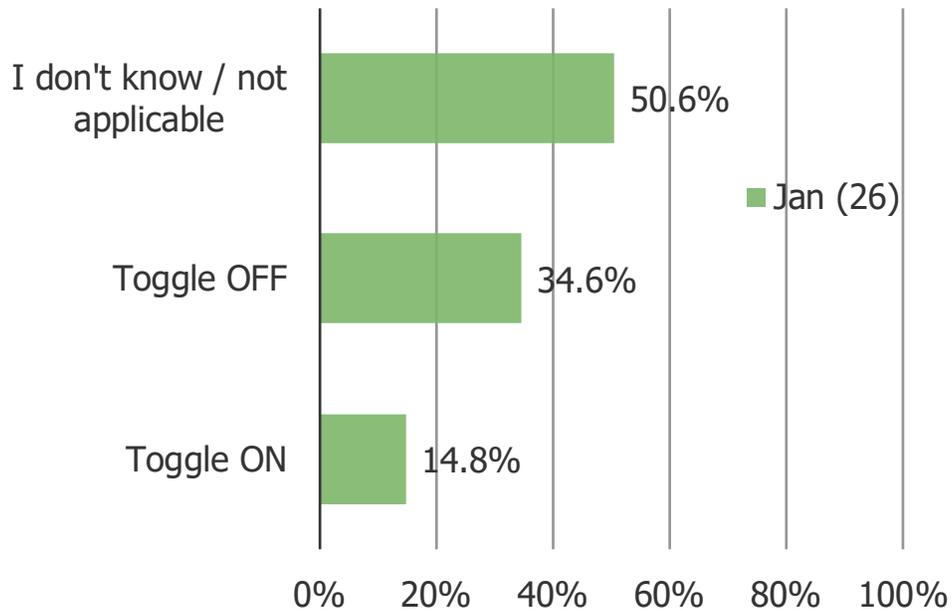
Category	Description	% of Responses
Comfort with Current Version	Users express a preference for the familiar layout, existing habits, and overall comfort with the "old" standard.	53.0%
Design/Aesthetic Preference	Specific resistance to the new visual identity, layout changes, or perceived "cluttered" design of the update.	20.2%
Lack of Awareness	Users were either unaware that a new version existed or did not know how to initiate the switch.	15.0%
Perceived Lack of Value	Users feel the current version meets all their needs and see no compelling "point" or necessity in updating.	11.8%

Analyst Insights

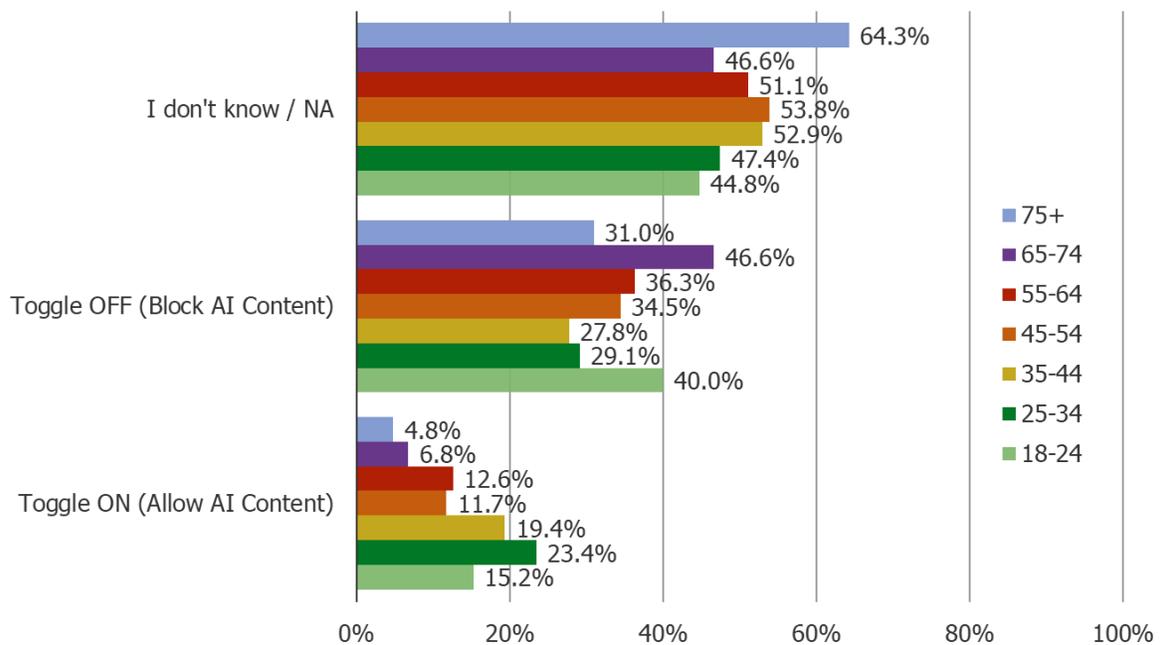
- **High Inertia:** Over 50% of the resistance is purely behavioral. Users are "locked in" to their current habits, suggesting that the new version has not yet communicated a benefit strong enough to overcome the cost of re-learning the interface.
- **The "Unnecessary" Factor:** Nearly 12% of users are functionally satisfied. This segment is the hardest to move because they perceive the update as a solution to a problem they don't have.
- **Communication Gap:** The 15% in "Lack of Awareness" represents the "low-hanging fruit." A simple in-app notification or guided tutorial could capture this segment immediately.

IF YOU COULD TOGGLE AN OPTION ON OR OFF TO EITHER ALLOW OR BLOCK AI CONTENT IN YOUR SOCIAL MEDIA FEEDS, WHICH WOULD YOU PICK?

Posed to all respondents.

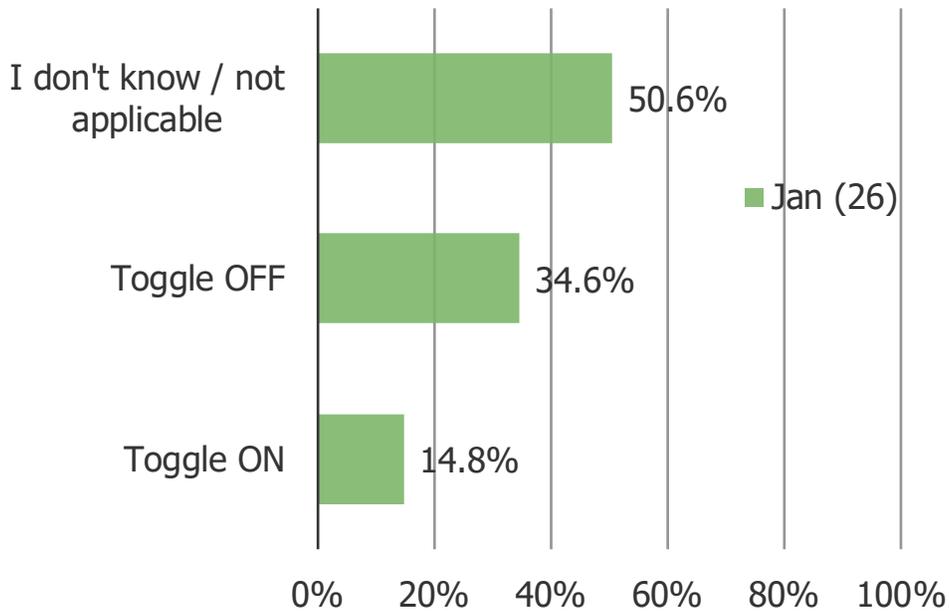


Cutting the data from the above chart by age...

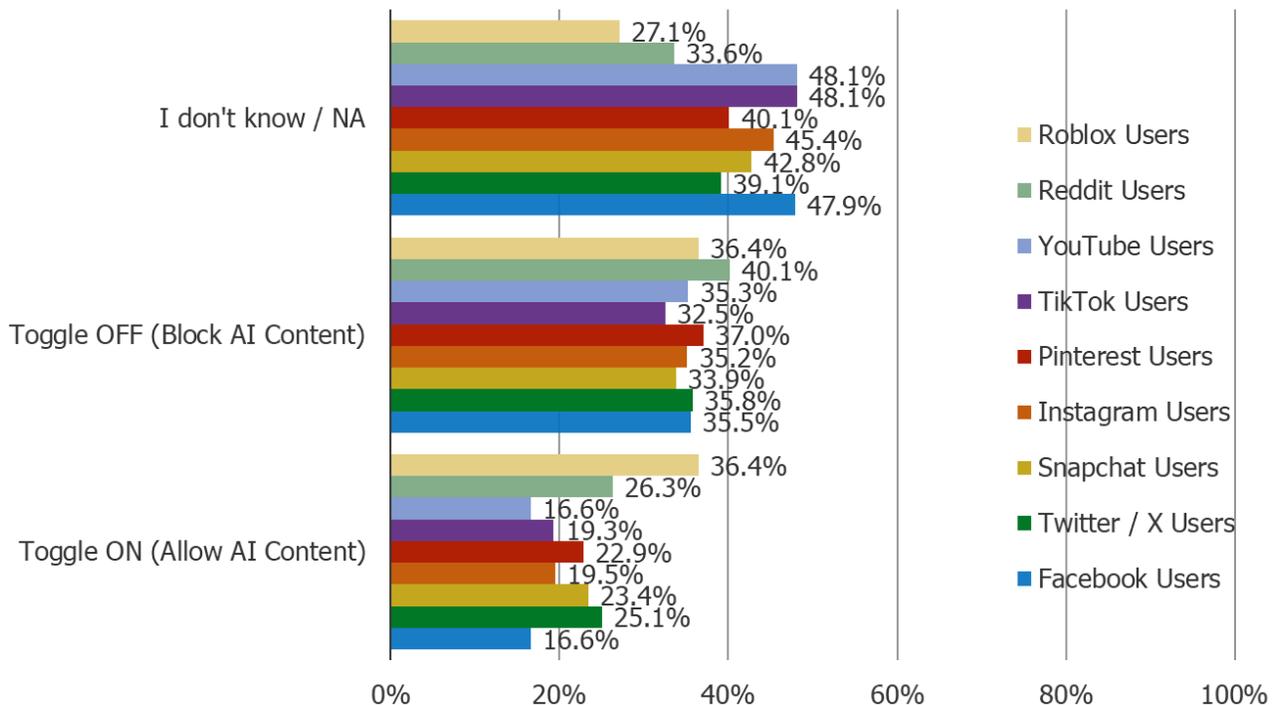


IF YOU COULD TOGGLE AN OPTION ON OR OFF TO EITHER ALLOW OR BLOCK AI CONTENT IN YOUR SOCIAL MEDIA FEEDS, WHICH WOULD YOU PICK?

Posed to all respondents.

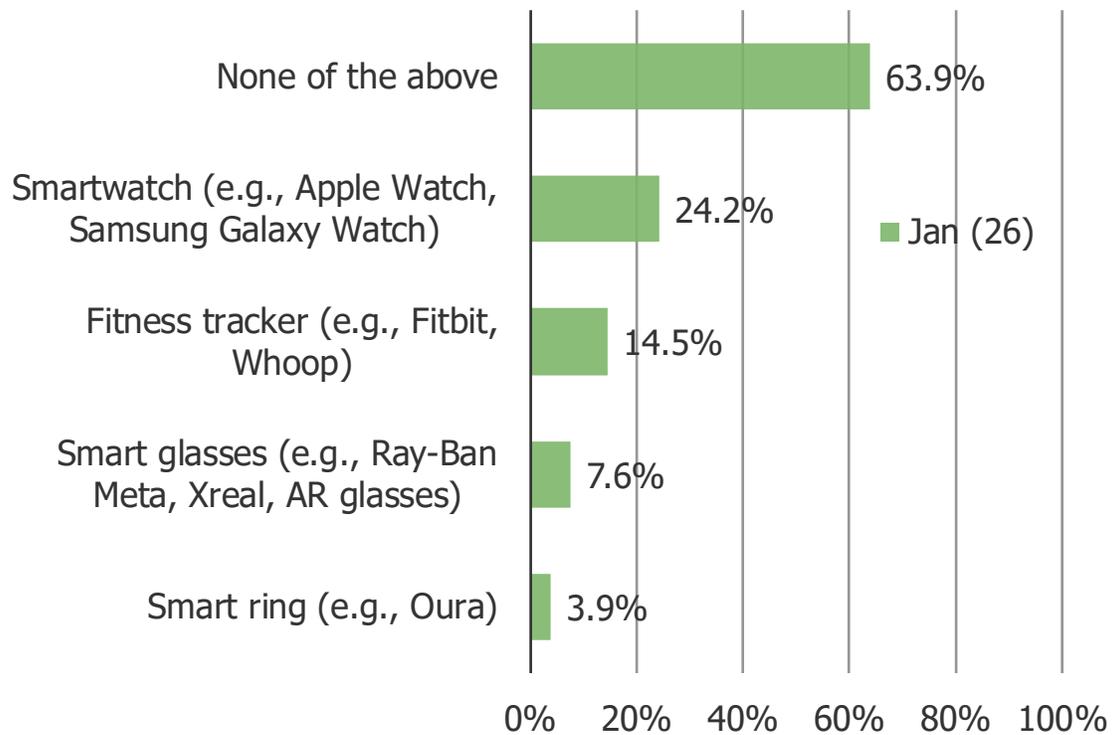


Cutting the data from the above chart by platforms they are a user of...



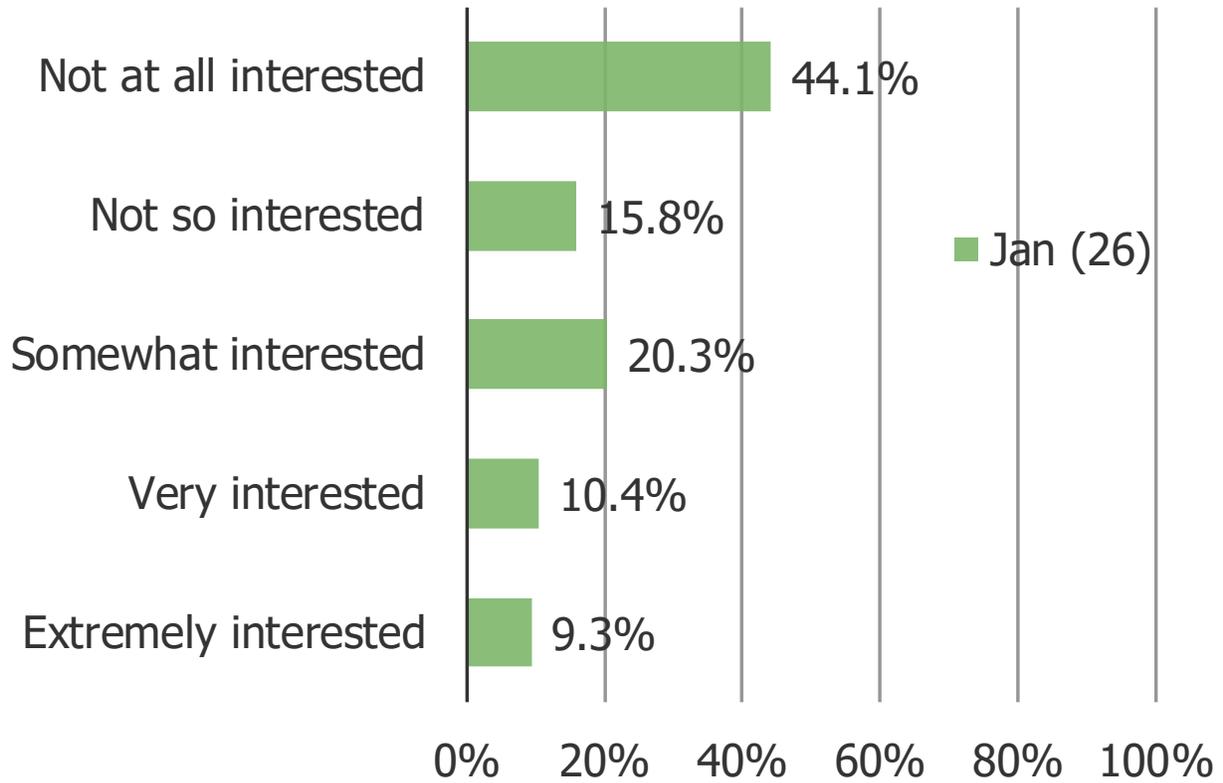
WHICH OF THE FOLLOWING WEARABLE DEVICES, IF ANY, DO YOU CURRENTLY OWN OR REGULARLY USE? (SELECT ALL THAT APPLY)

Posed to all respondents.



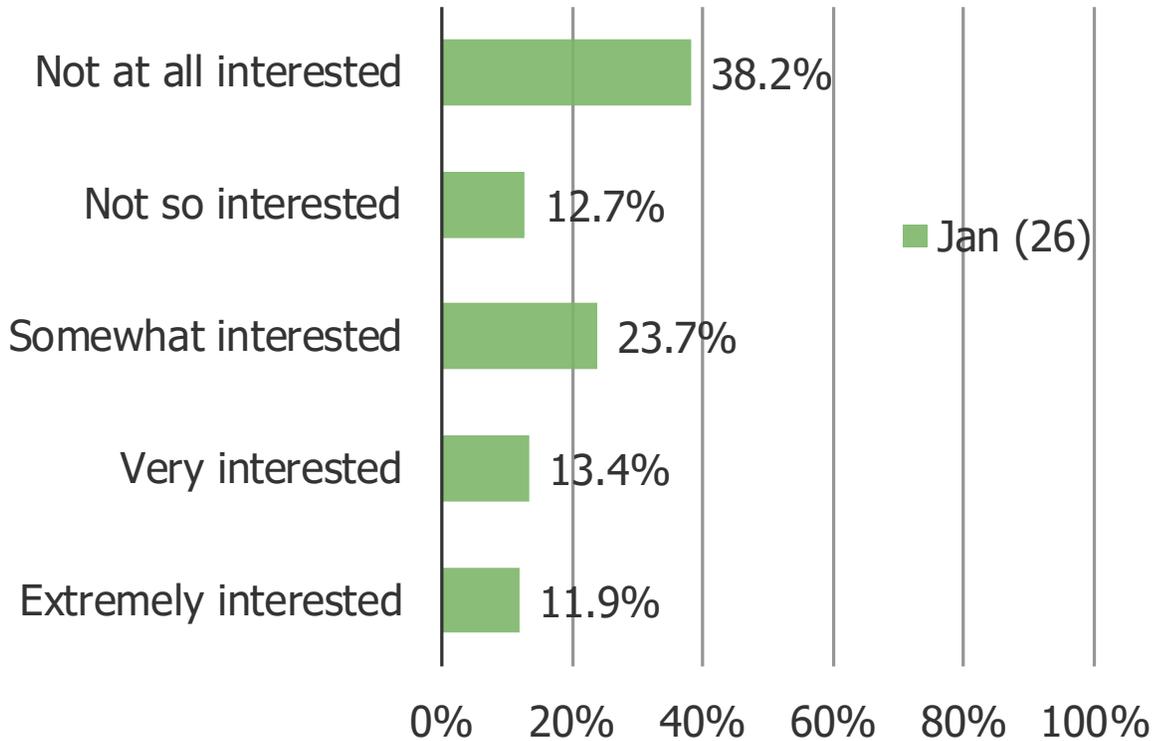
HOW INTERESTED OR UNINTERESTED ARE YOU IN OWNING A PAIR OF SMART GLASSES IN THE FUTURE?

Posed to all respondents.



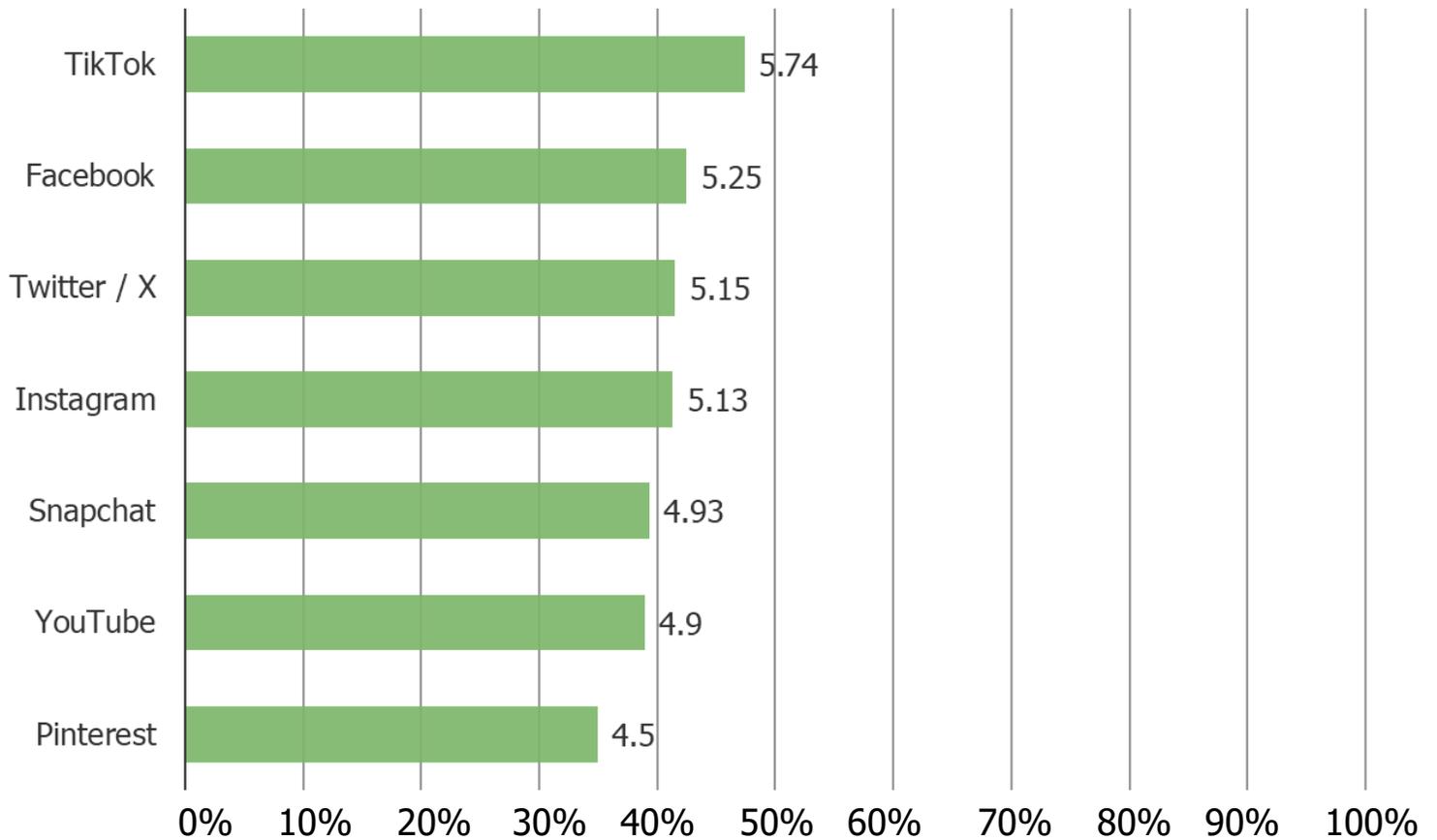
IF SMART GLASSES COULD PROVIDE 'PRIVATE AUDIO ASSISTANCE'—SUCH AS WHISPERING TURN-BY-TURN DIRECTIONS, TRANSLATING A FOREIGN LANGUAGE IN REAL-TIME, OR READING YOUR NOTIFICATIONS OUT LOUD WHILE KEEPING YOUR EARS OPEN TO YOUR SURROUNDINGS—HOW INTERESTED WOULD YOU BE IN USING THEM?

Posed to all respondents.



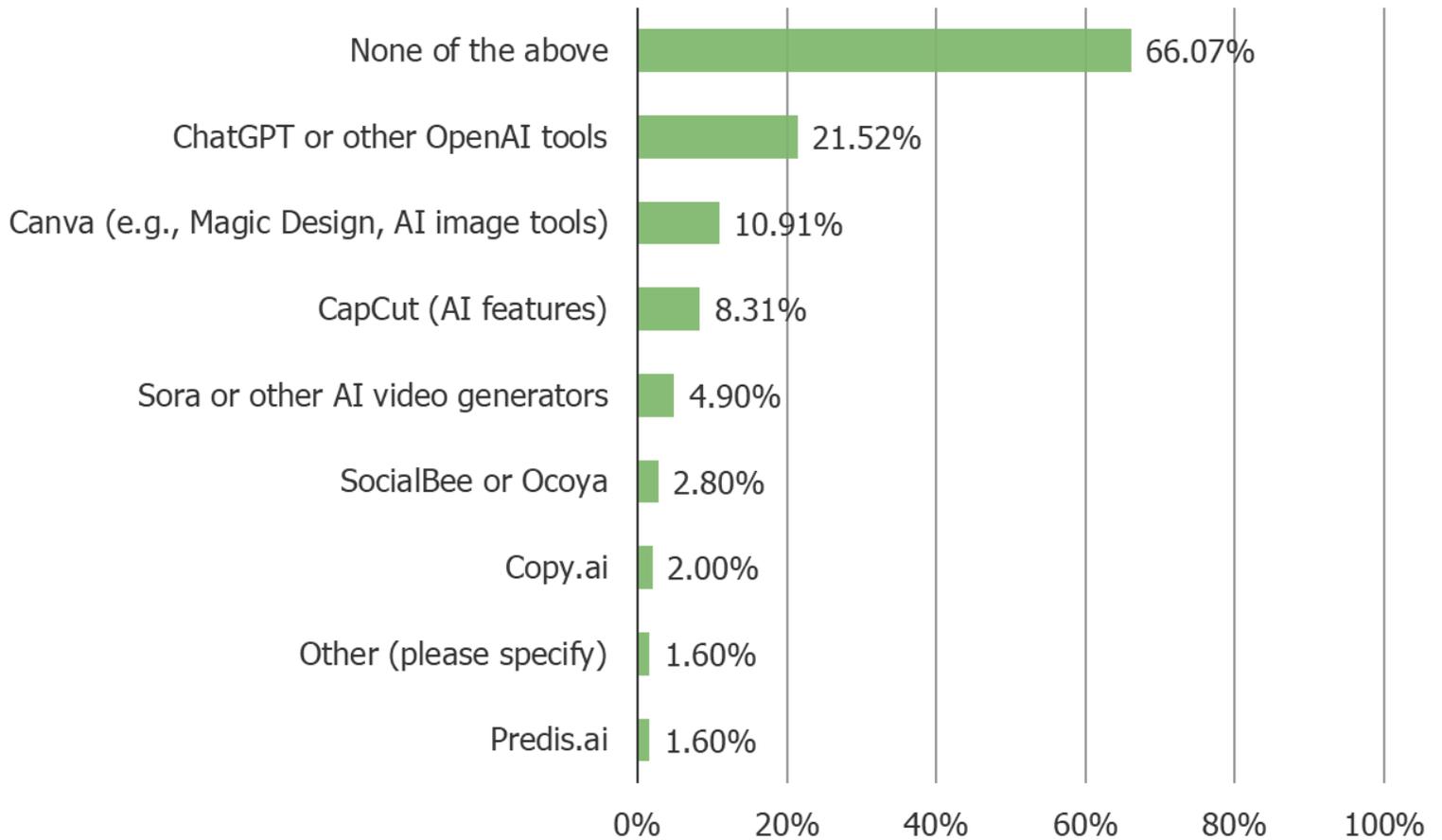
APPROXIMATELY WHAT PERCENTAGE OF THE VIDEOS YOU SEE ON EACH OF THE FOLLOWING PLATFORMS DO YOU BELIEVE ARE AI-GENERATED OR AI-ASSISTED (E.G., AI VOICES, AVATARS, OR AI GENERATED FOOTAGE)?

Posed to all respondents.



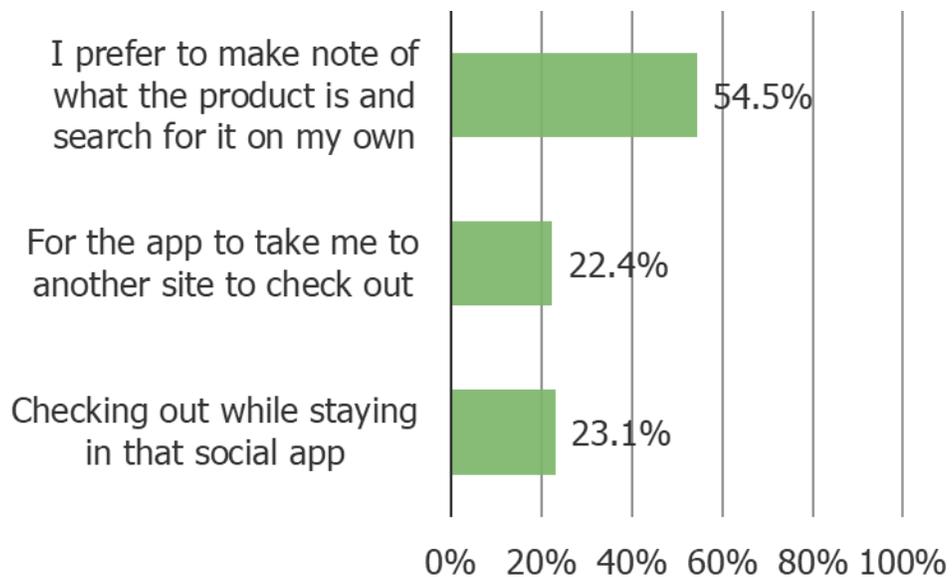
WHICH OF THE FOLLOWING TOOLS OR PLATFORMS HAVE YOU EVER USED TO HELP CREATE CONTENT (TEXT, IMAGES, OR VIDEOS) FOR SOCIAL MEDIA? SELECT ALL THAT APPLY

Posed to all respondents.



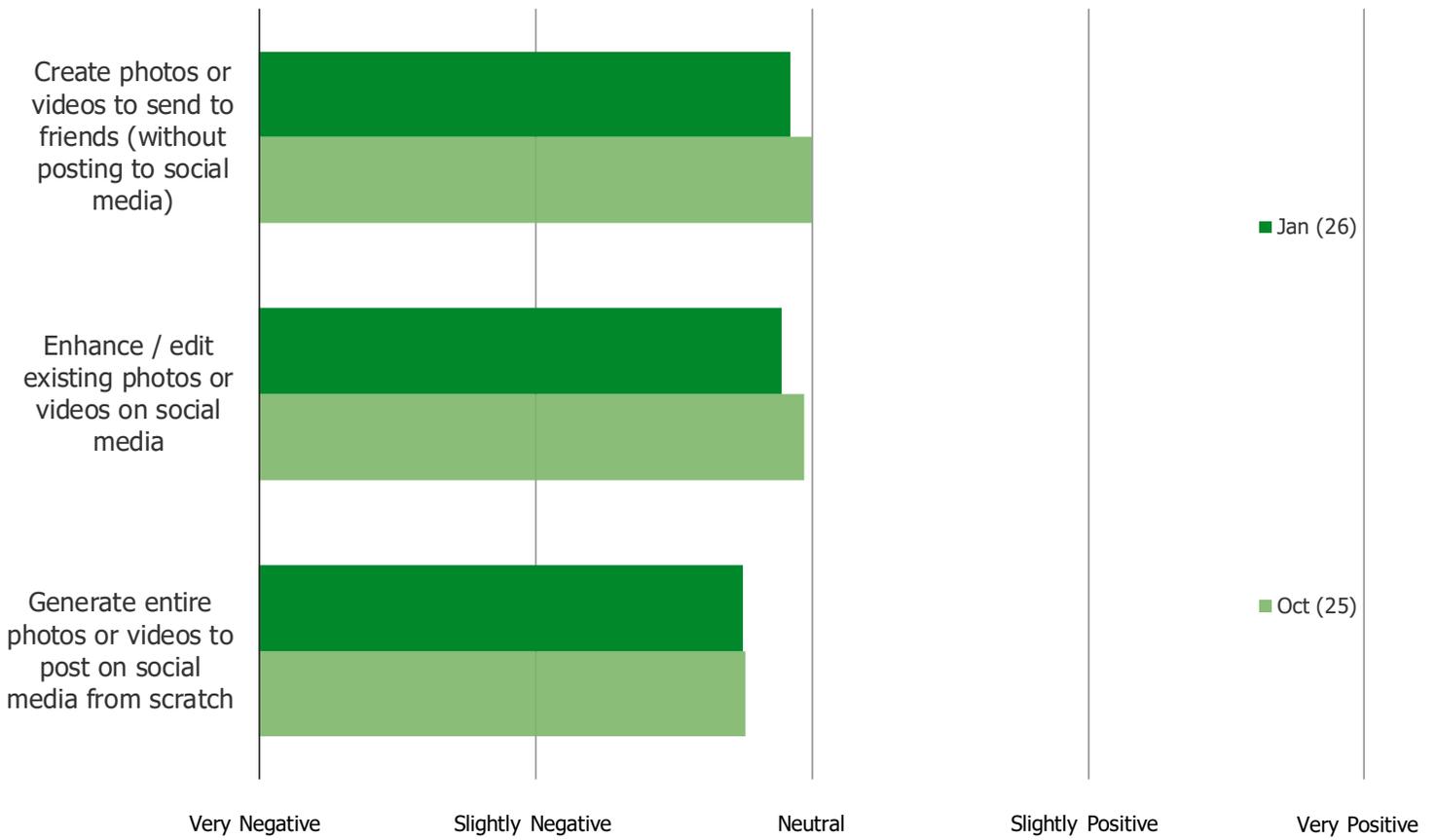
WHEN BUYING SOMETHING YOU DISCOVER IN SOCIAL MEDIA, WHICH DO YOU PREFER...

Posed to all respondents.



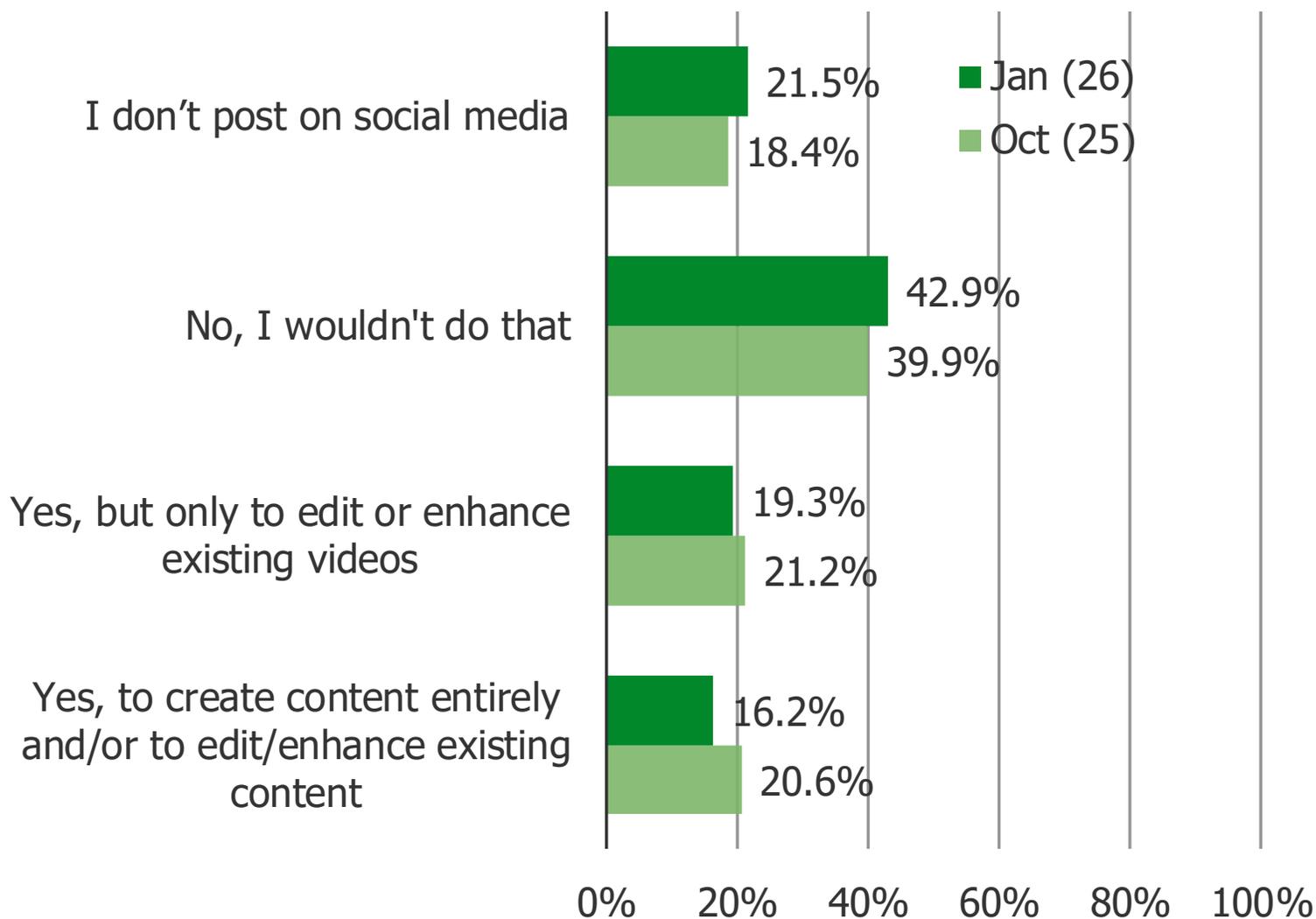
WHAT IS YOUR OPINION OF USING AI TO...

Posed to all respondents.



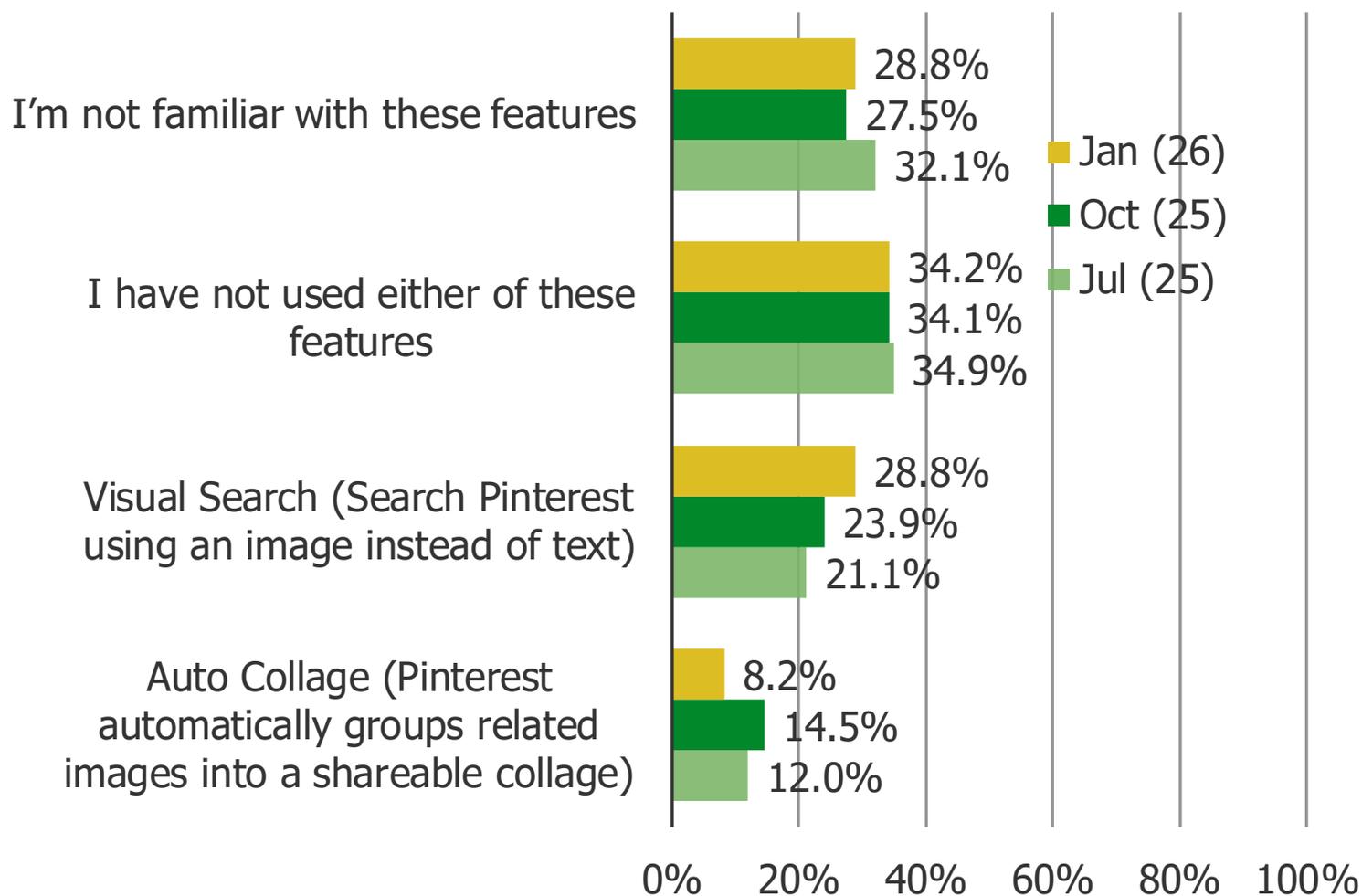
WOULD YOU CONSIDER USING AI TOOLS THAT AUTOMATICALLY CREATE SHORT VIDEOS OR IMAGES FOR YOU TO POST ON SOCIAL MEDIA (E.G., VIDEOS THAT USE YOUR LIKENESS OR VOICE)?

Posed to all respondents.



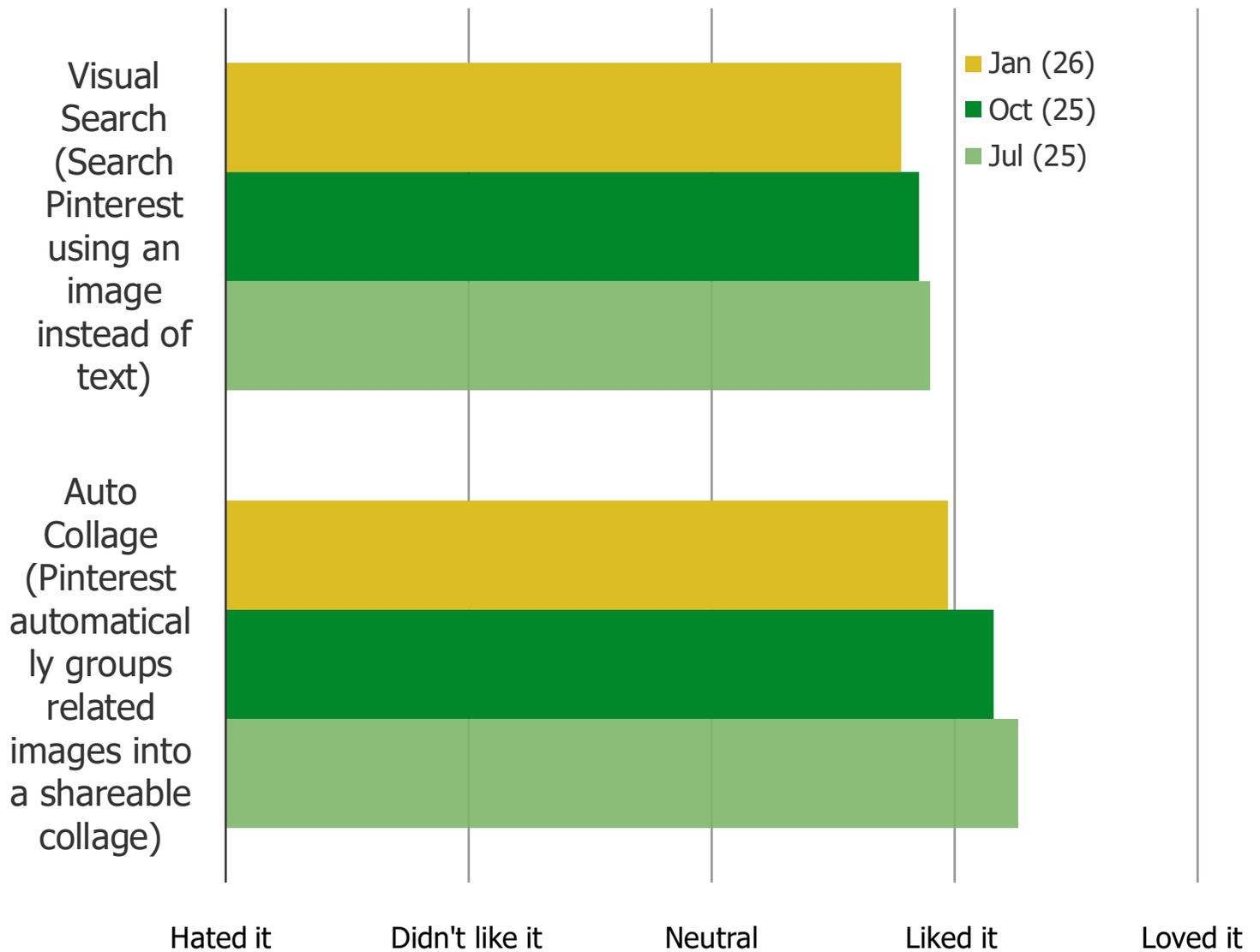
HAVE YOU USED ANY OF THE FOLLOWING PINTEREST FEATURES RECENTLY?

Posed to all Pinterest users (N=393).



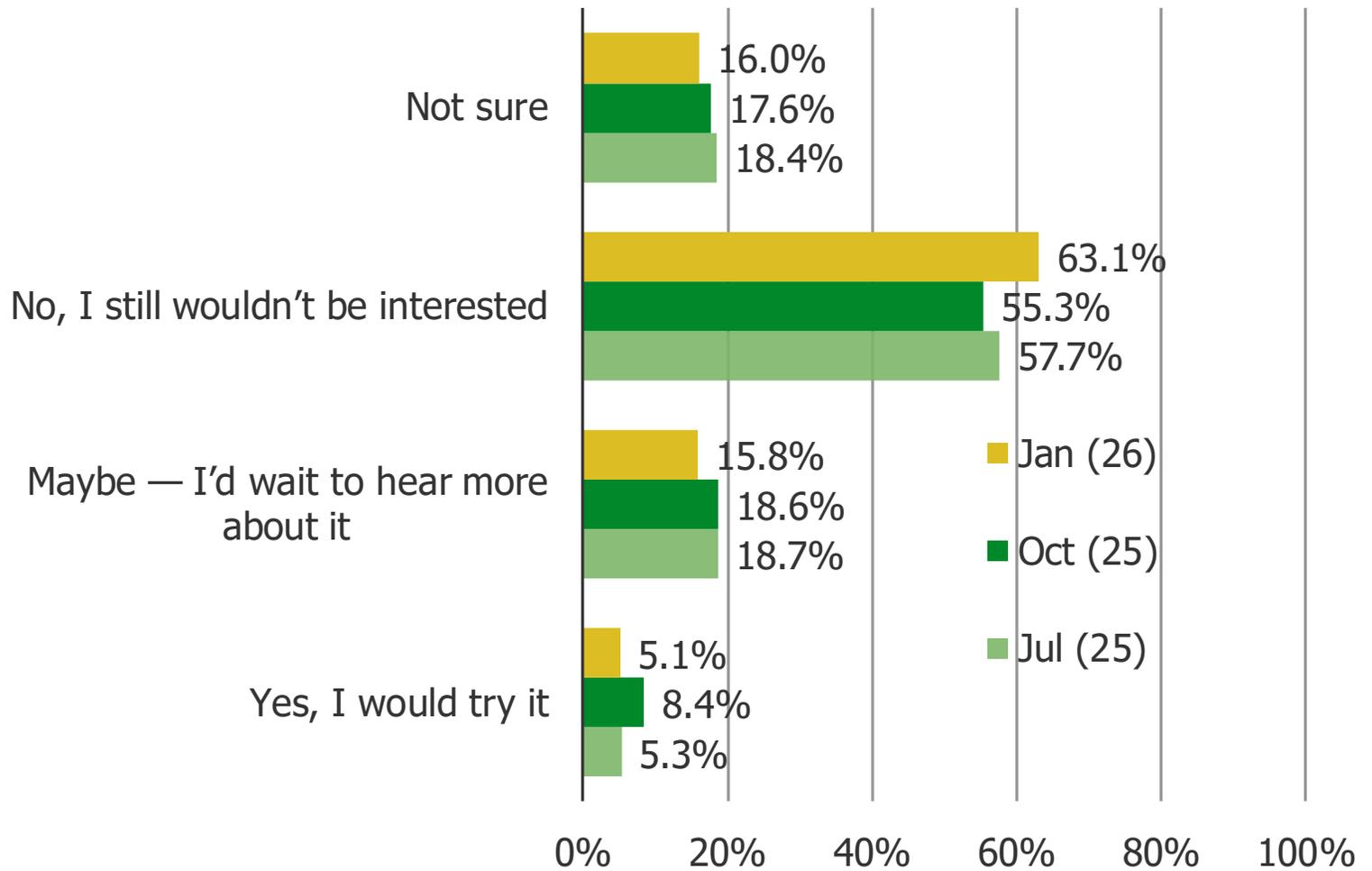
HOW WOULD YOU RATE YOUR EXPERIENCE WITH THESE FEATURES?

Posed to all Pinterest users who have used the below.



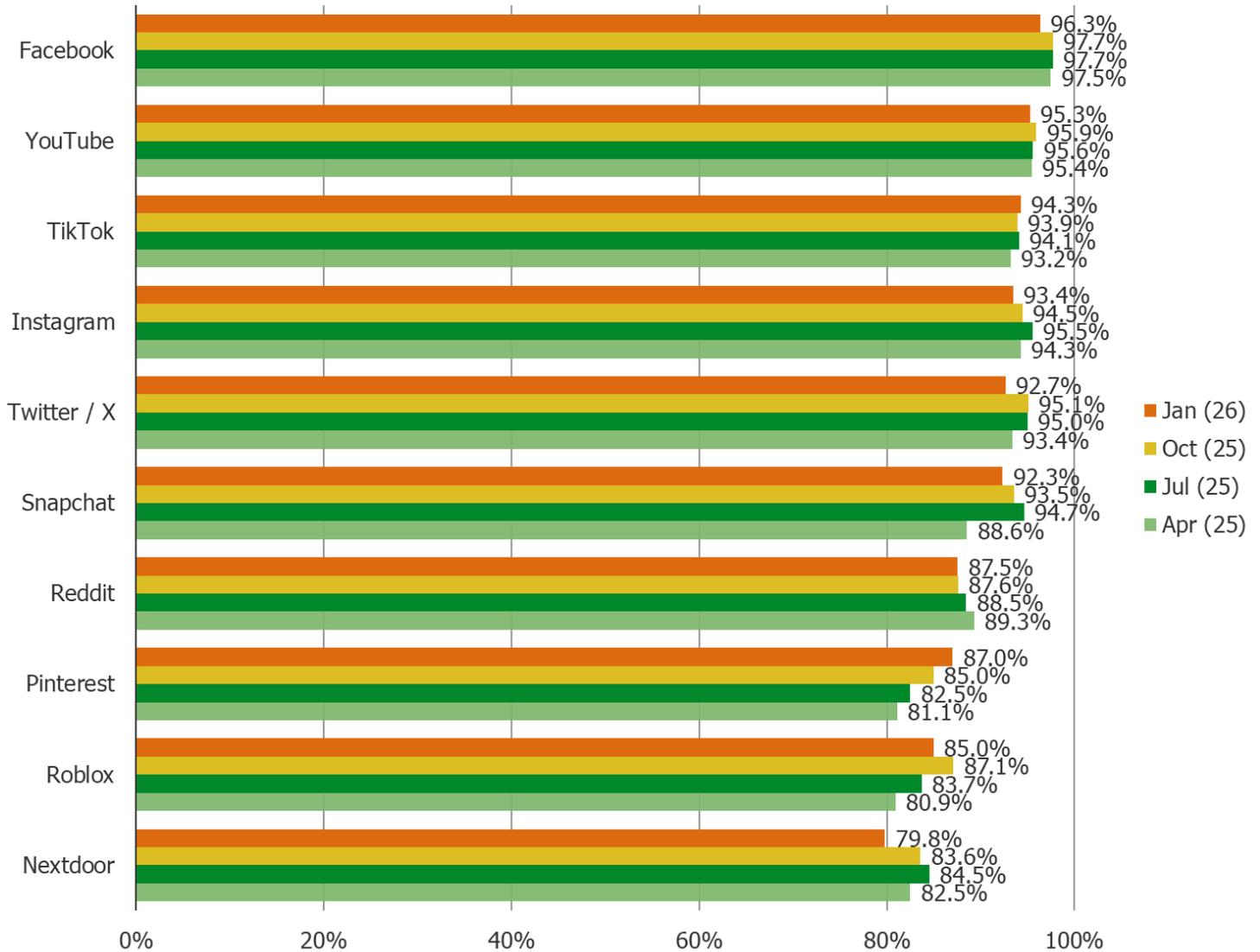
IF TIKTOK WERE SOLD TO A U.S. COMPANY AND A NEW VERSION OF THE APP WAS RELEASED, WOULD YOU CONSIDER DOWNLOADING IT TO USE?

Posed to respondents who do not currently use TikTok.



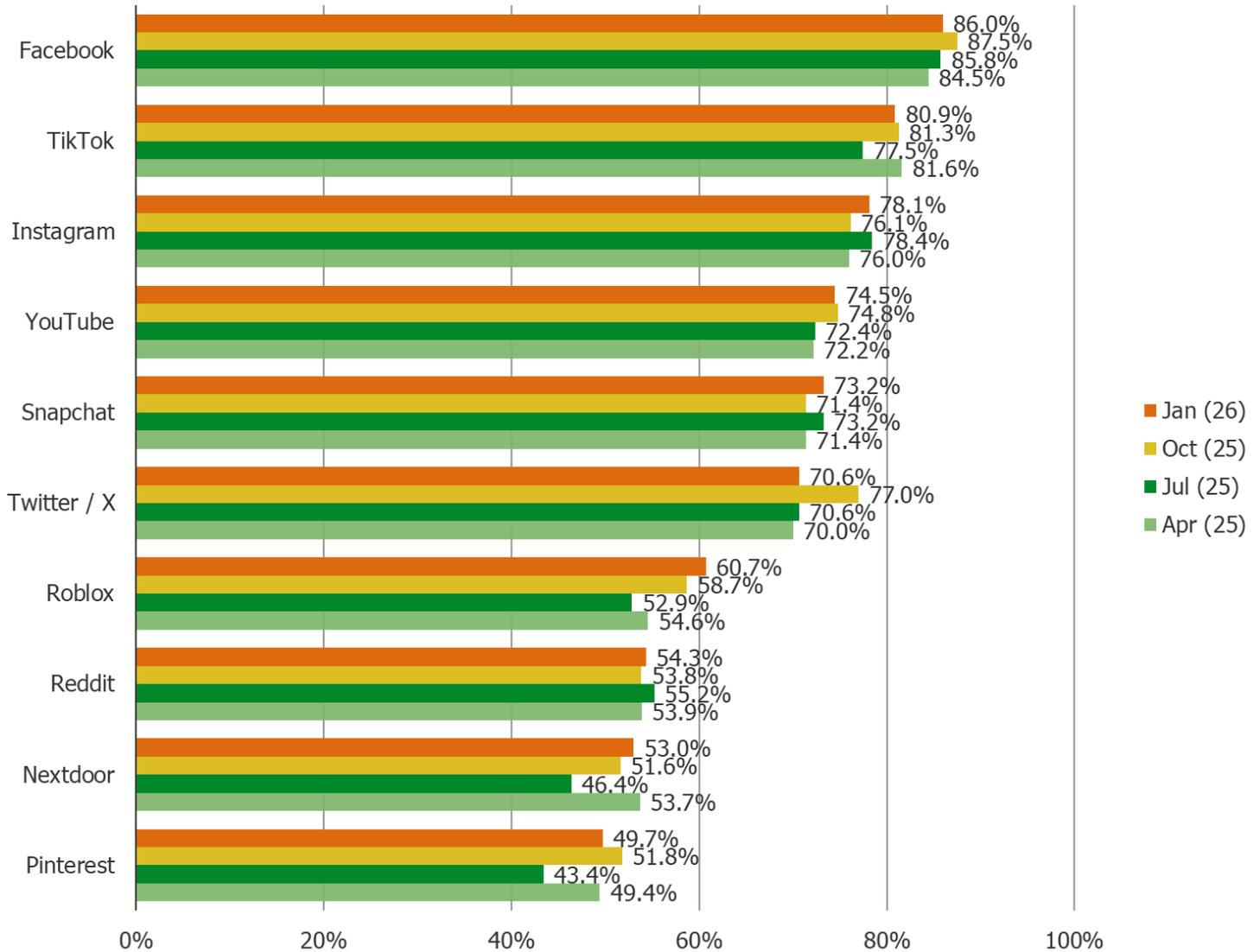
HAVE YOU USED THE FOLLOWING AT ANY POINT IN THE PAST 30 DAYS?

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



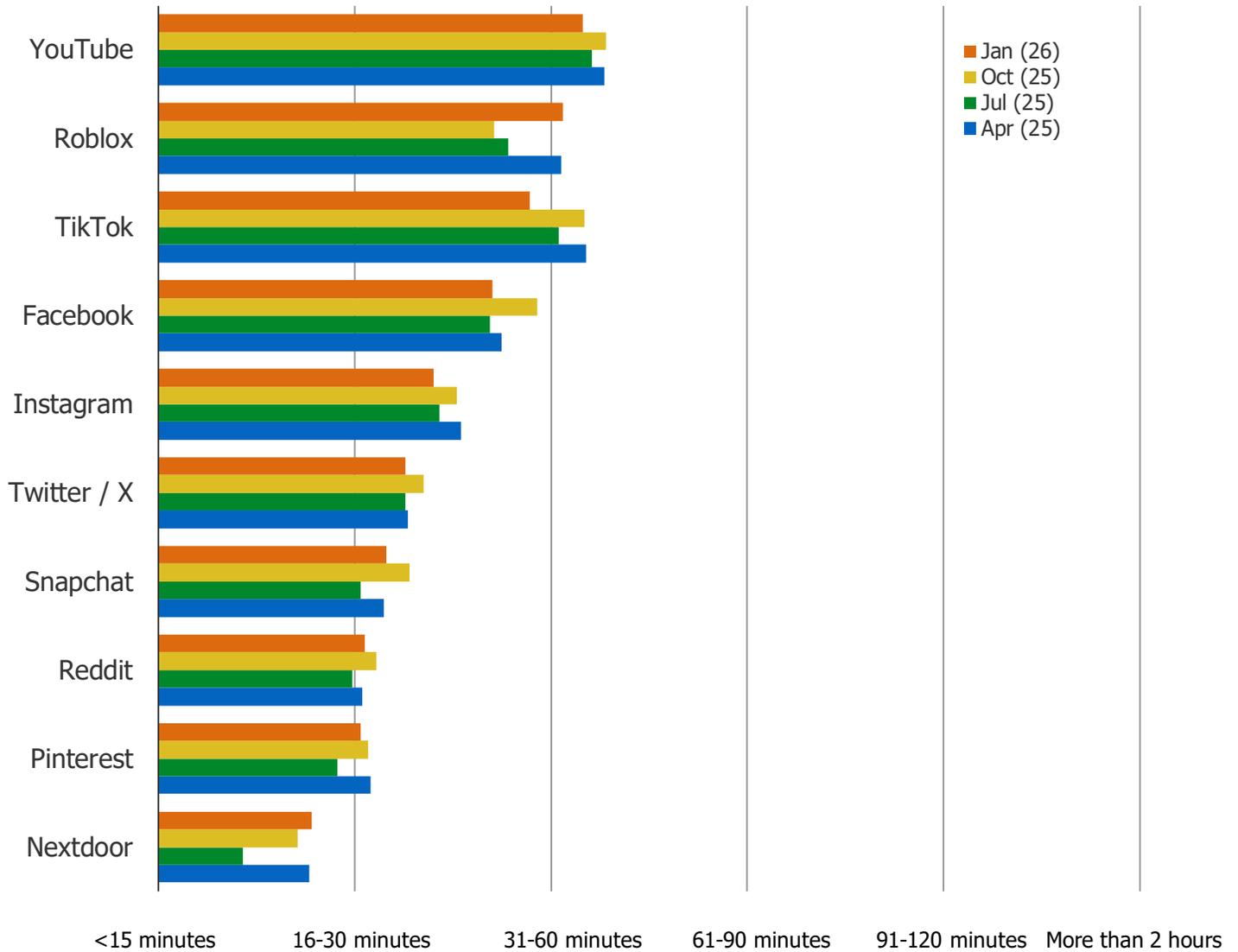
HAVE YOU (OR WILL YOU) USE ANY OF THE FOLLOWING TODAY?

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



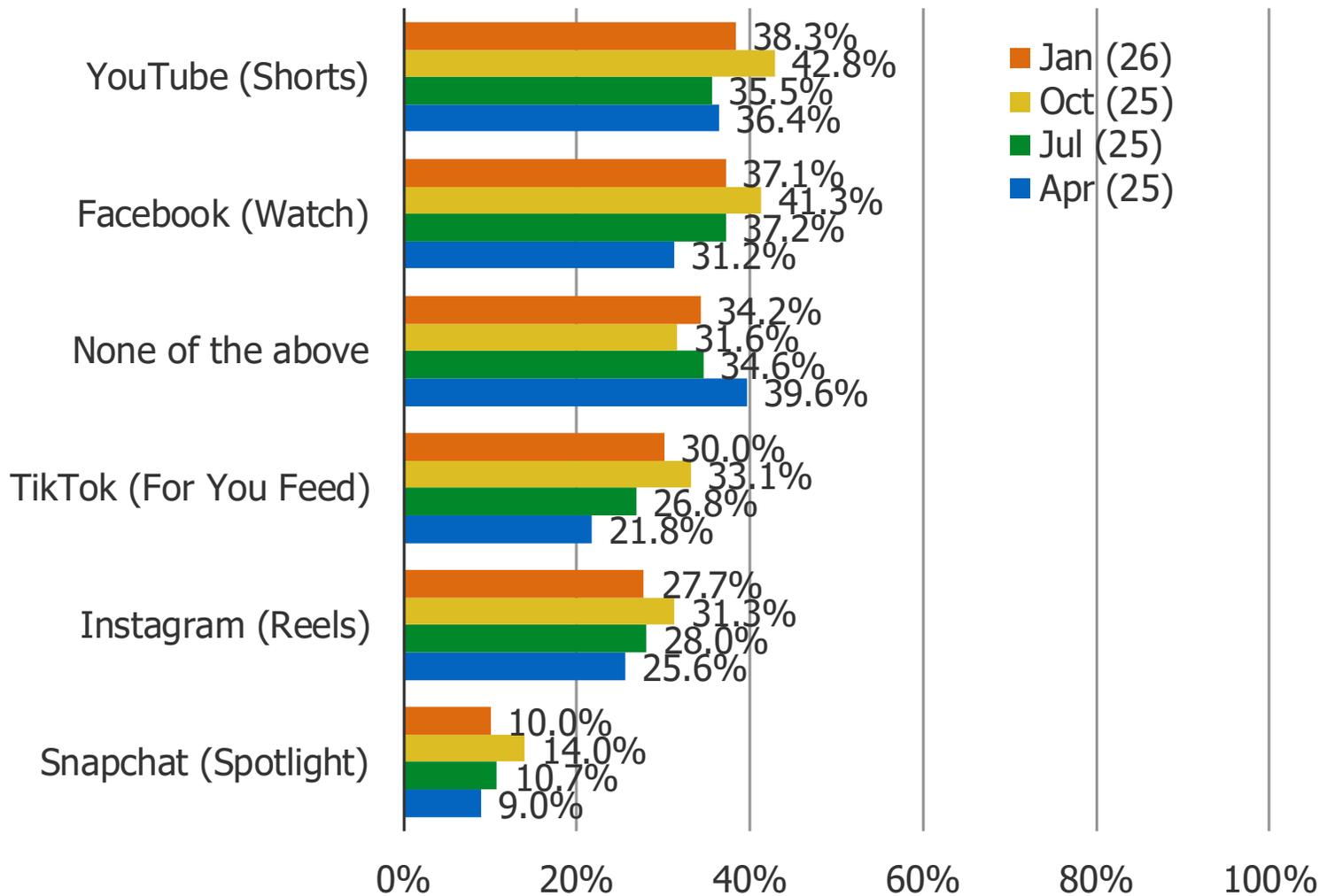
ON A TYPICAL DAY THAT YOU USE THE FOLLOWING, HOW MUCH TIME DO YOU SPEND ON EACH PLATFORM ACROSS ALL DEVICES (E.G., CELL PHONE, TV, COMPUTER, TABLET/IPAD)?

Posed to all respondents who use the below.



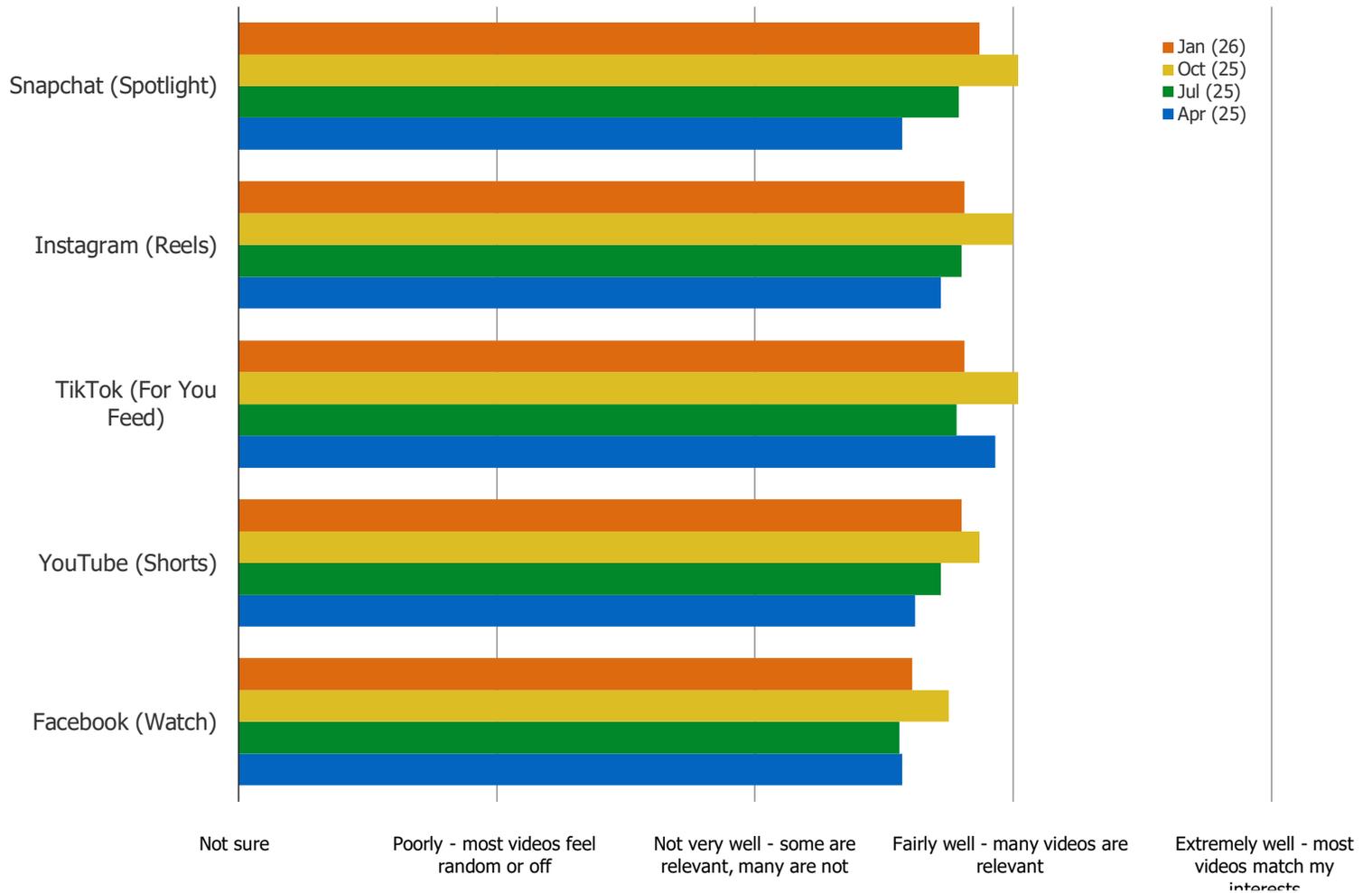
IN THE PAST 30 DAYS, HAVE YOU WATCHED VIDEOS ON ANY OF THE FOLLOWING PLATFORMS WHERE THE NEXT VIDEO IS SHOWN TO YOU AUTOMATICALLY? TO CLARIFY, WE ARE NOT REFERRING TO VIDEOS FROM ACCOUNTS YOU FOLLOW OR FRIENDS YOU KNOW. WE'RE ASKING ABOUT CONTINUOUS VIDEO FEEDS THAT SHOW YOU CONTENT AUTOMATICALLY, REGARDLESS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

Posed to all respondents.



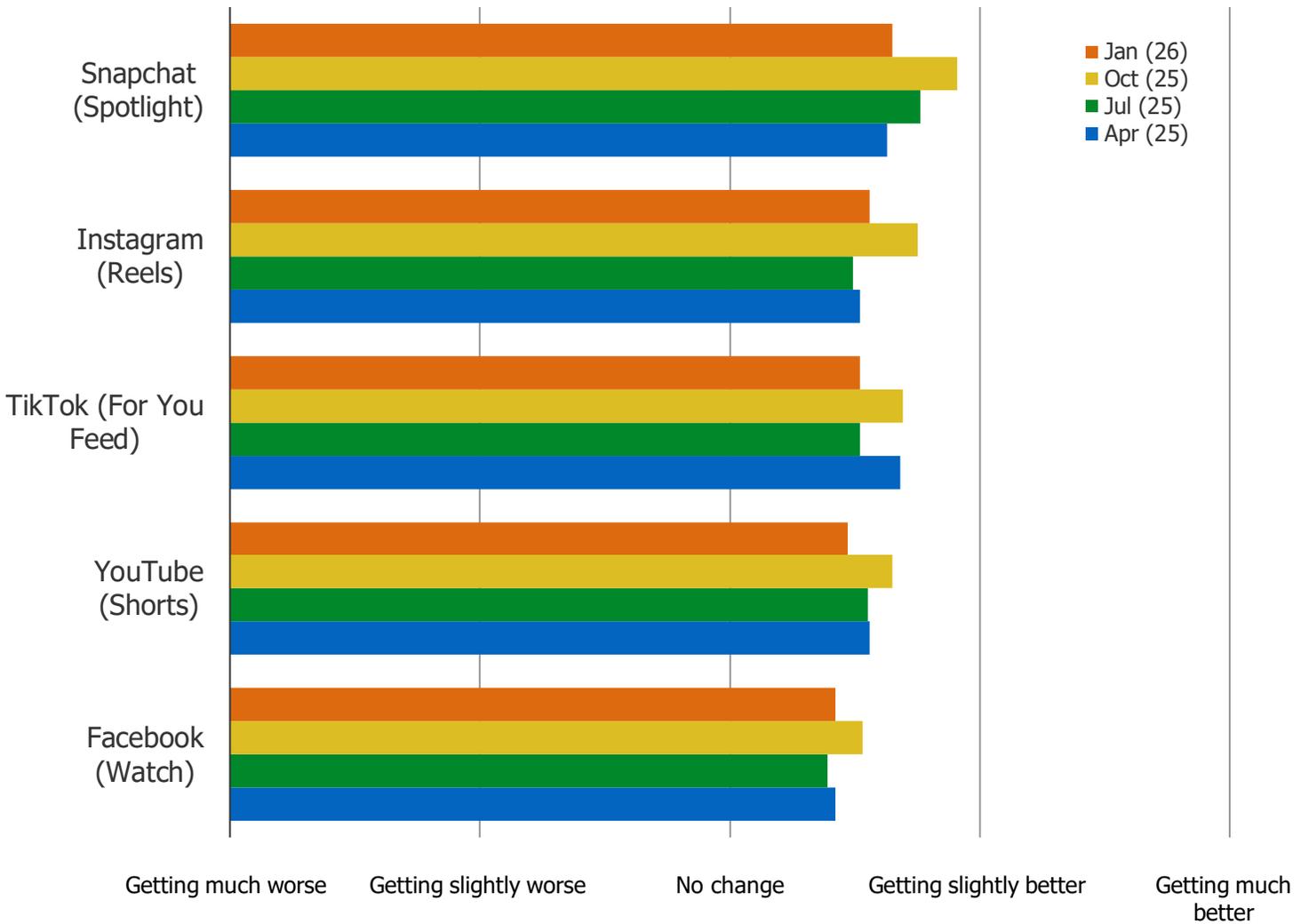
HOW WELL DO YOU THINK THESE PLATFORMS UNDERSTAND YOUR INTERESTS WHEN IT COMES TO SHORT-FORM VIDEOS?

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



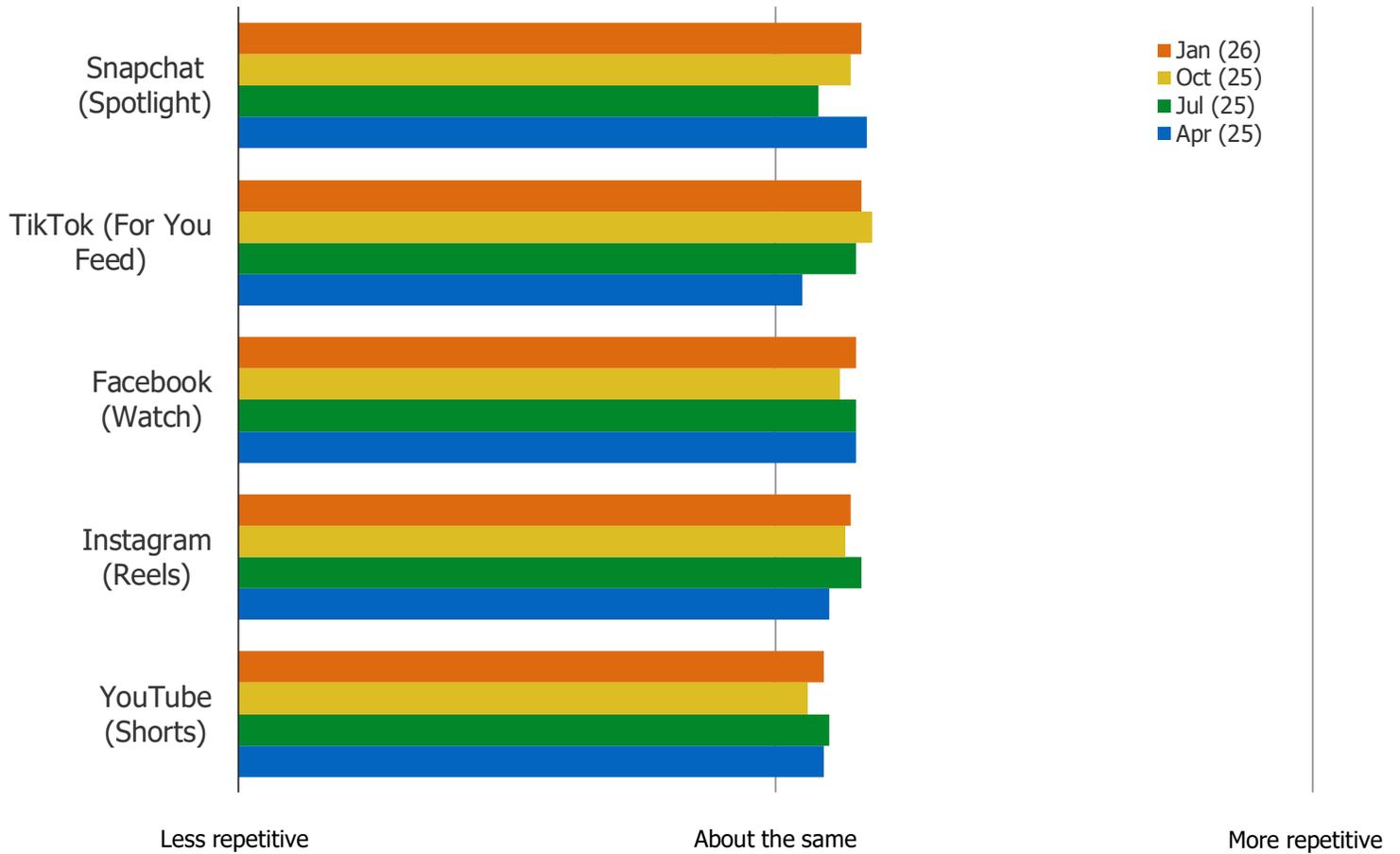
HAVE YOU NOTICED ANY CHANGES IN HOW MUCH YOU LIKE THE SHORT-FORM VIDEOS AUTOMATICALLY SHOWN TO YOU ON SOCIAL MEDIA?

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



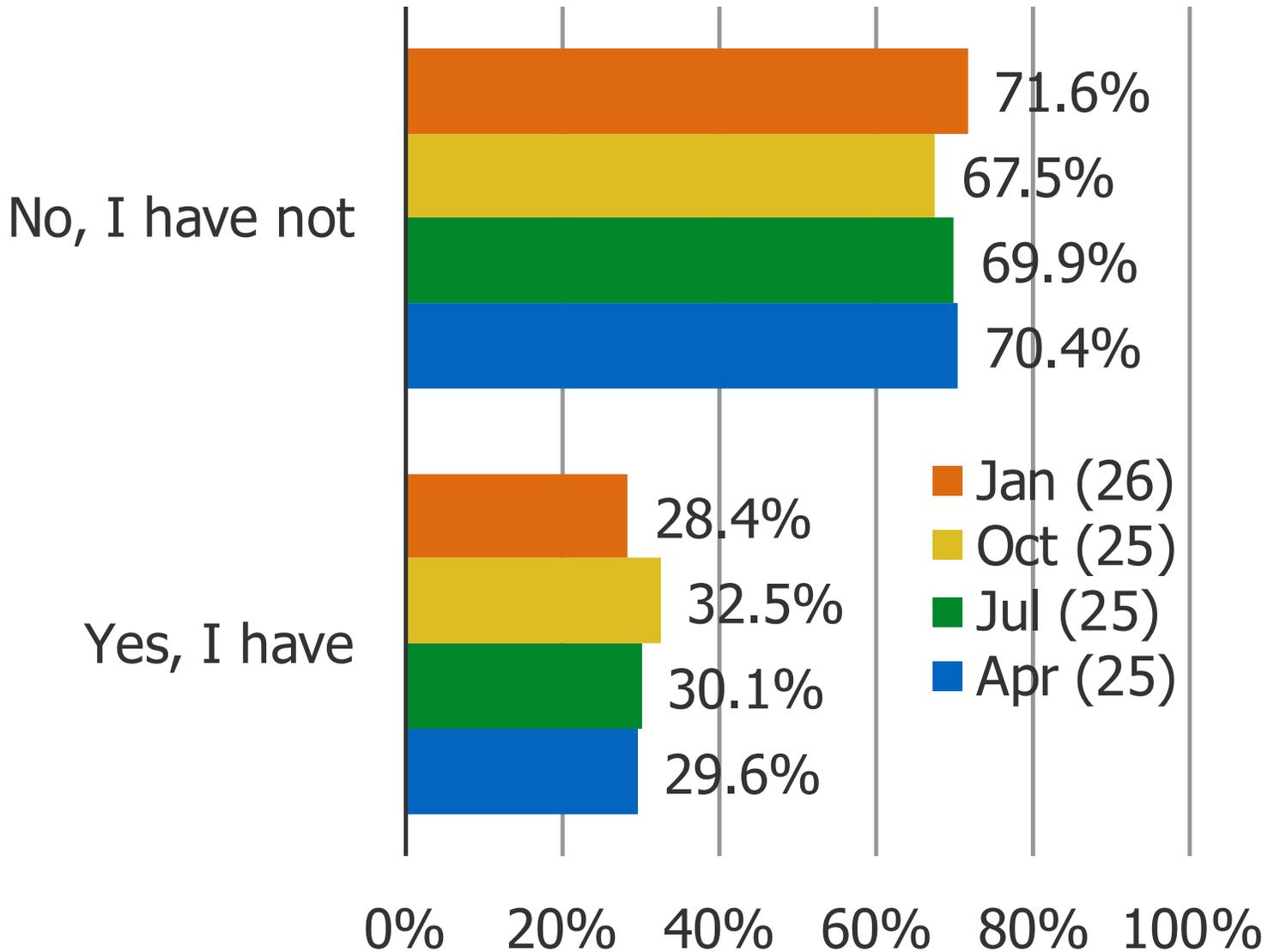
IN THE PAST FEW MONTHS, HAVE THE VIDEOS YOU'RE AUTOMATICALLY SHOWN FELT MORE OR LESS REPETITIVE?

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



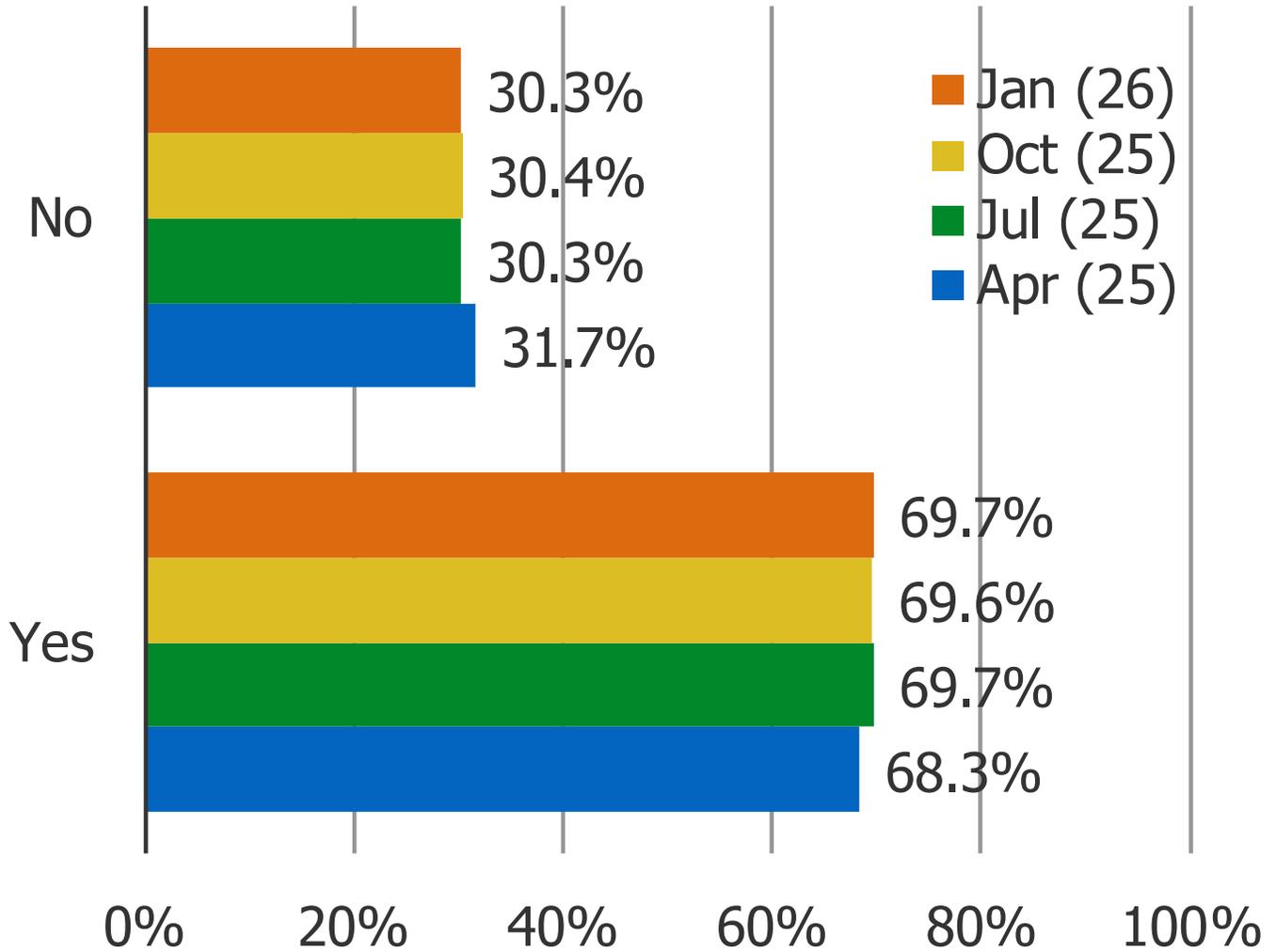
HAVE YOU VISITED REDDIT (WEBSITE OR APP) IN THE PAST 30 DAYS?

Posed to all respondents.



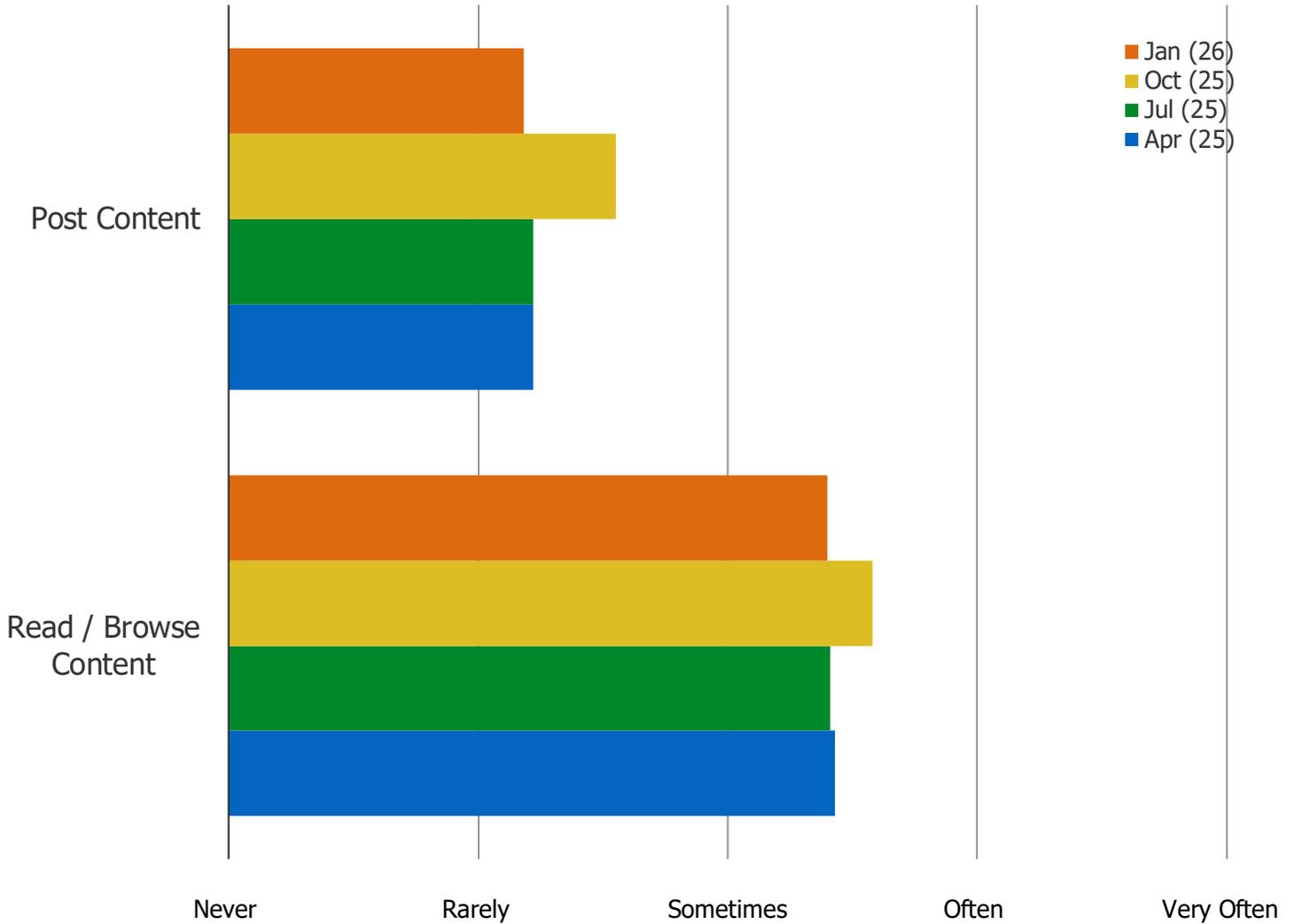
DO YOU HAVE A REDDIT ACCOUNT/LOGIN?

Posed to respondents who have visited Reddit in the past 30 days (N = 284).



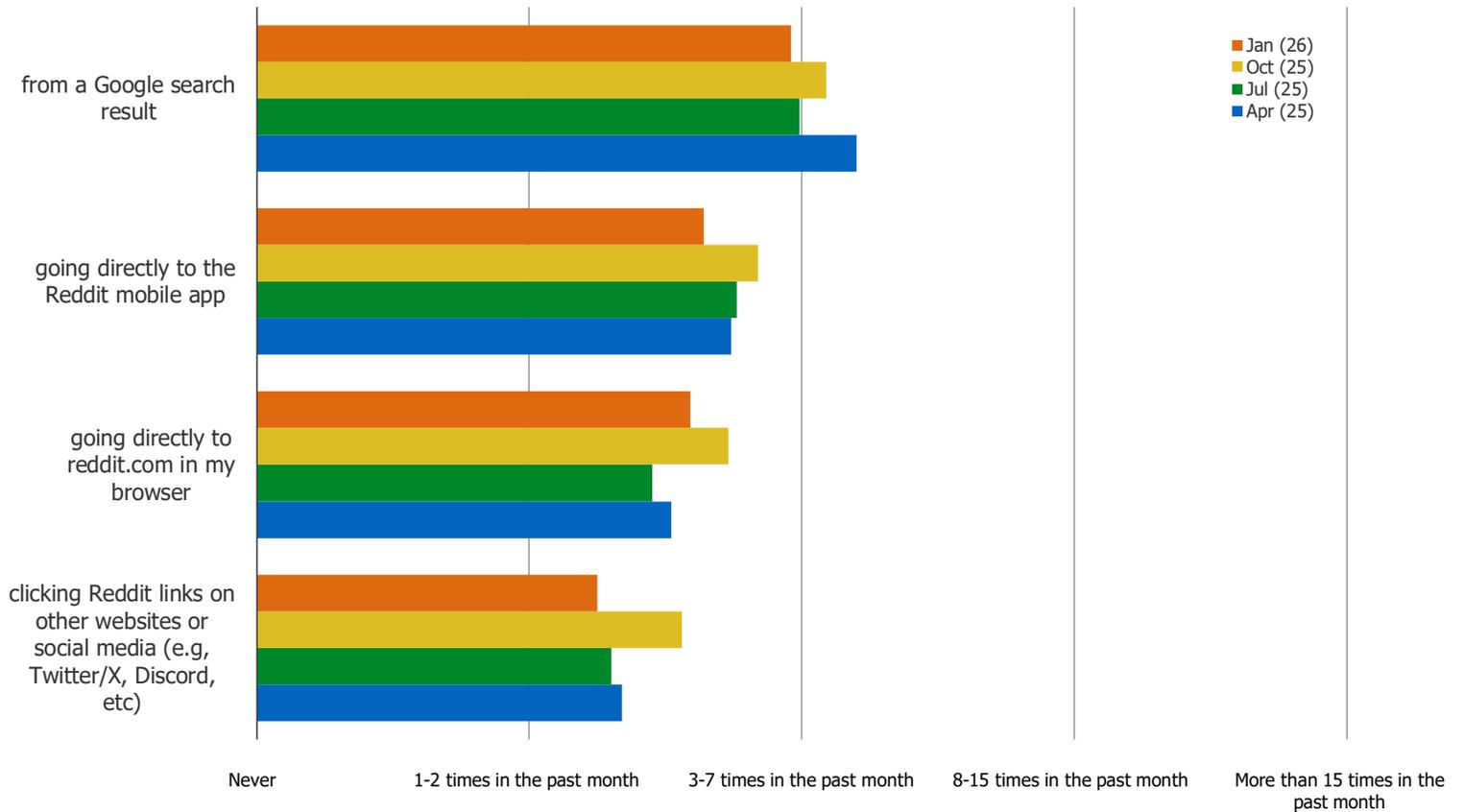
HOW OFTEN DO YOU DO THE FOLLOWING ON REDDIT?

Posed to respondents who have visited Reddit in the past 30 days (N = 284).



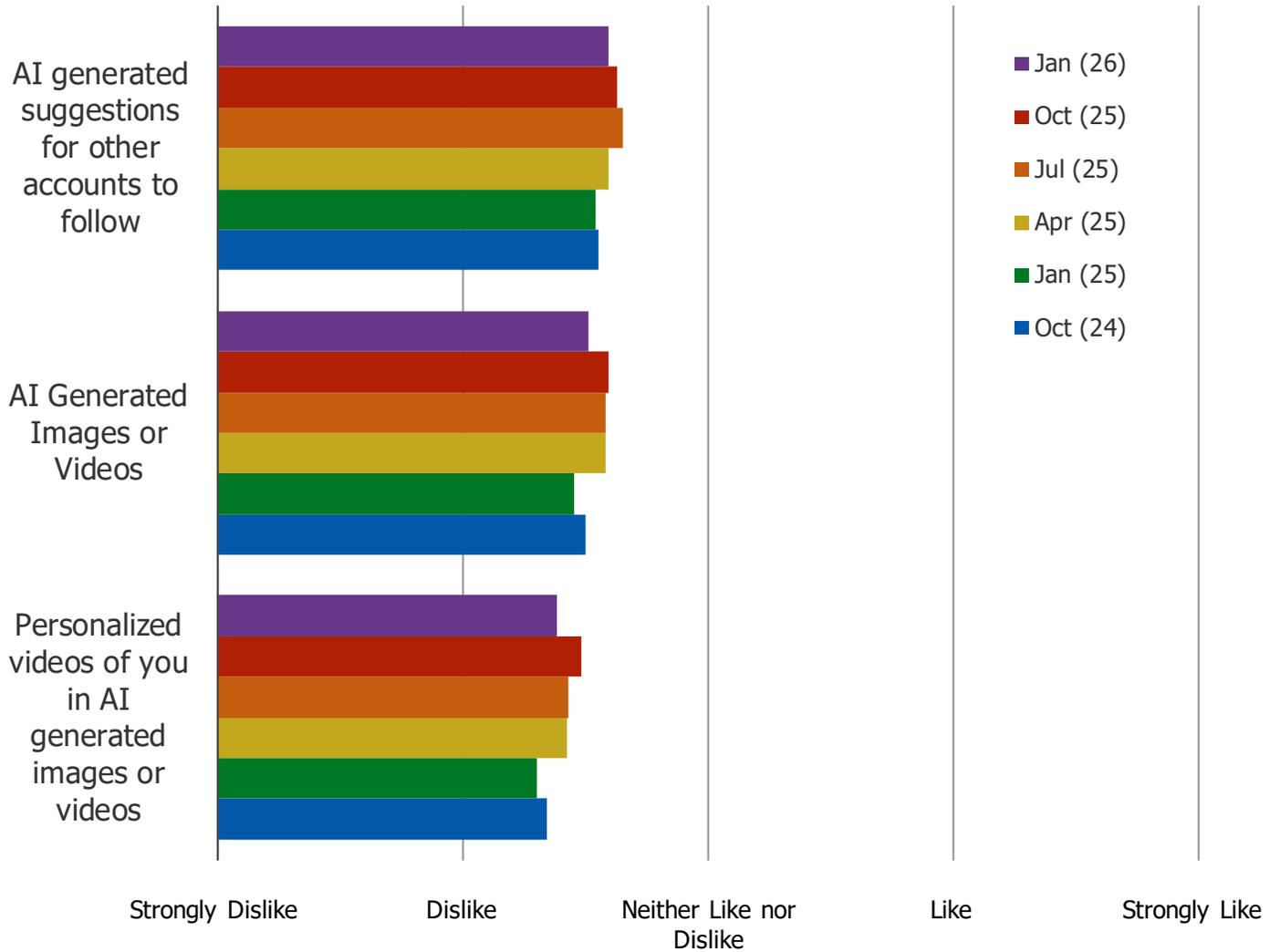
HOW MANY TIMES IN THE PAST MONTH WOULD YOU ESTIMATE YOU VISITED REDDIT...

Posed to respondents who have visited Reddit in the past 30 days (N = 284).



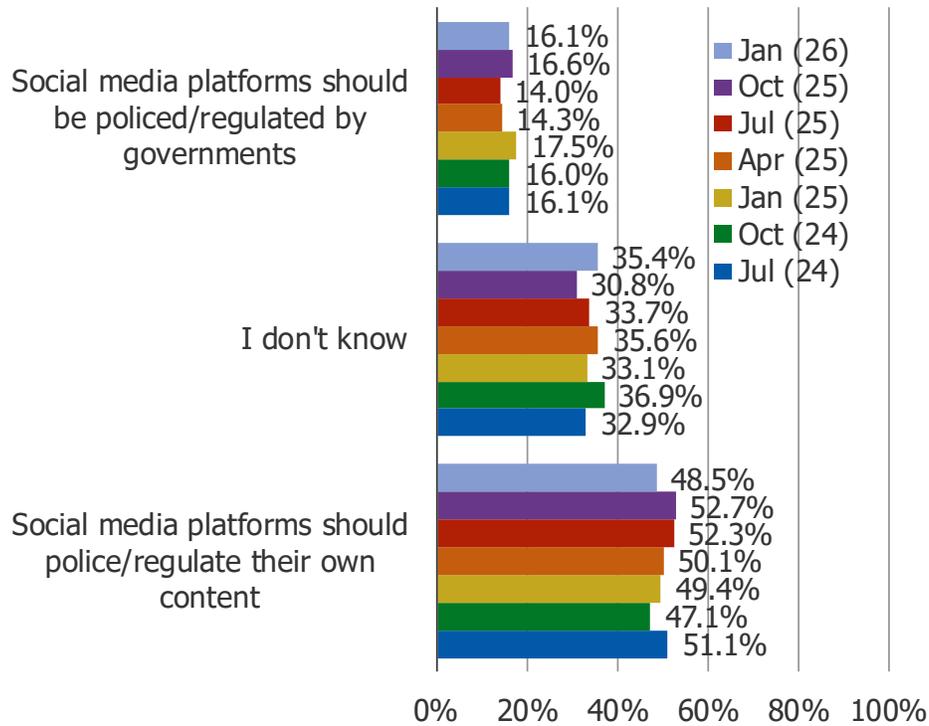
IN GENERAL, HOW WOULD YOU FEEL ABOUT THE FOLLOWING IN YOUR SOCIAL MEDIA FEEDS?

Posed to all respondents

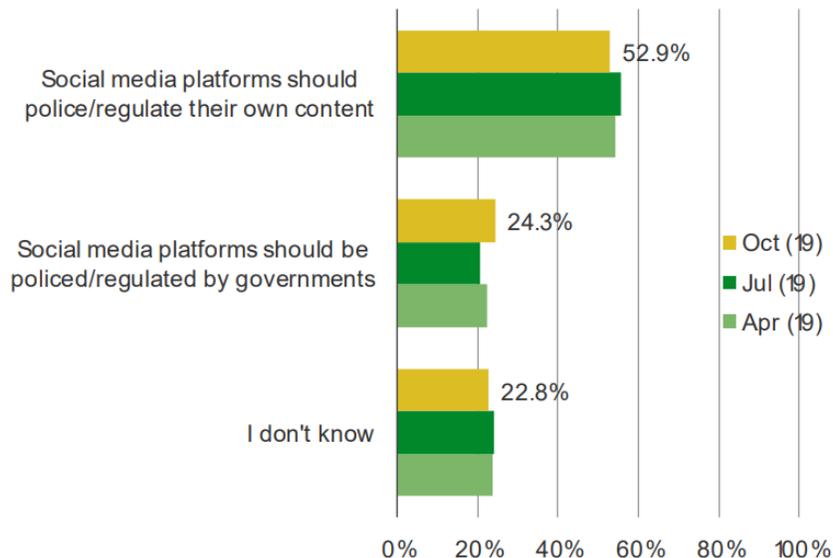


SHOULD SOCIAL MEDIA PLATFORMS POLICE/REGULATE THEIR OWN CONTENT, OR SHOULD THEY BE POLICED/REGULATED BY GOVERNMENTS?

Posed to all respondents

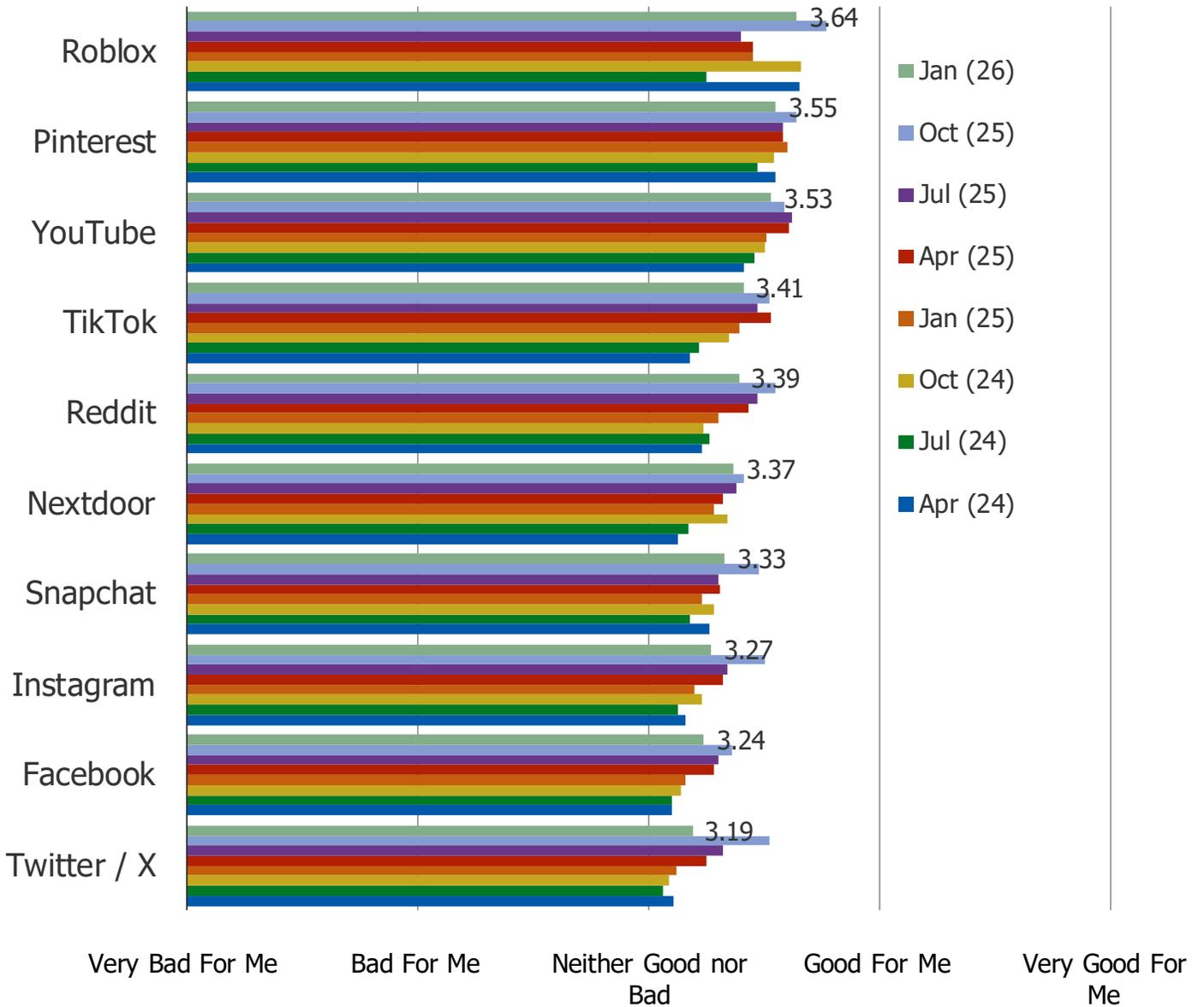


Historical Readings



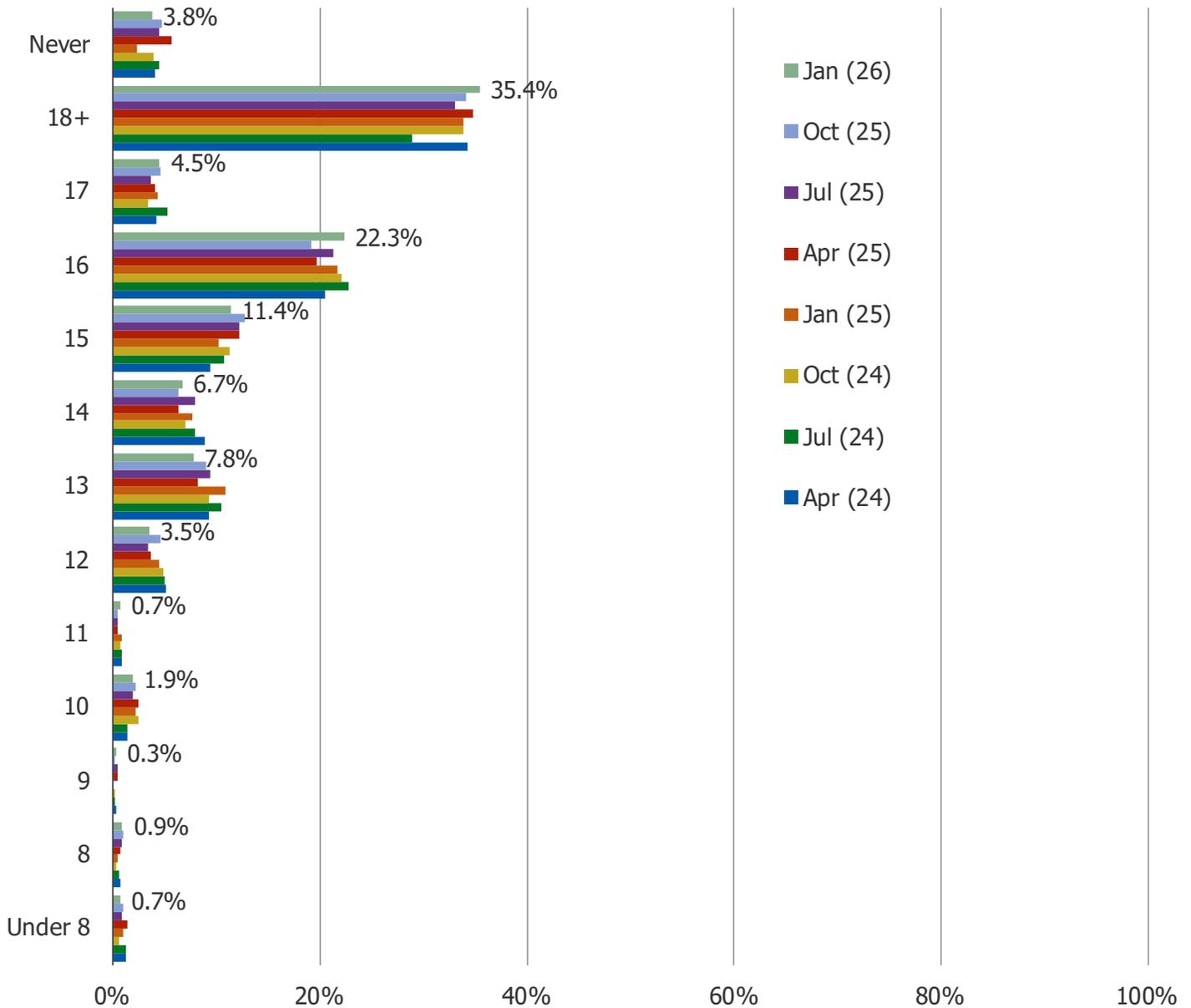
IN YOUR OPINION, ARE THE FOLLOWING GOOD OR BAD FOR YOUR MENTAL HEALTH?

Posed to respondents who use each of the below.



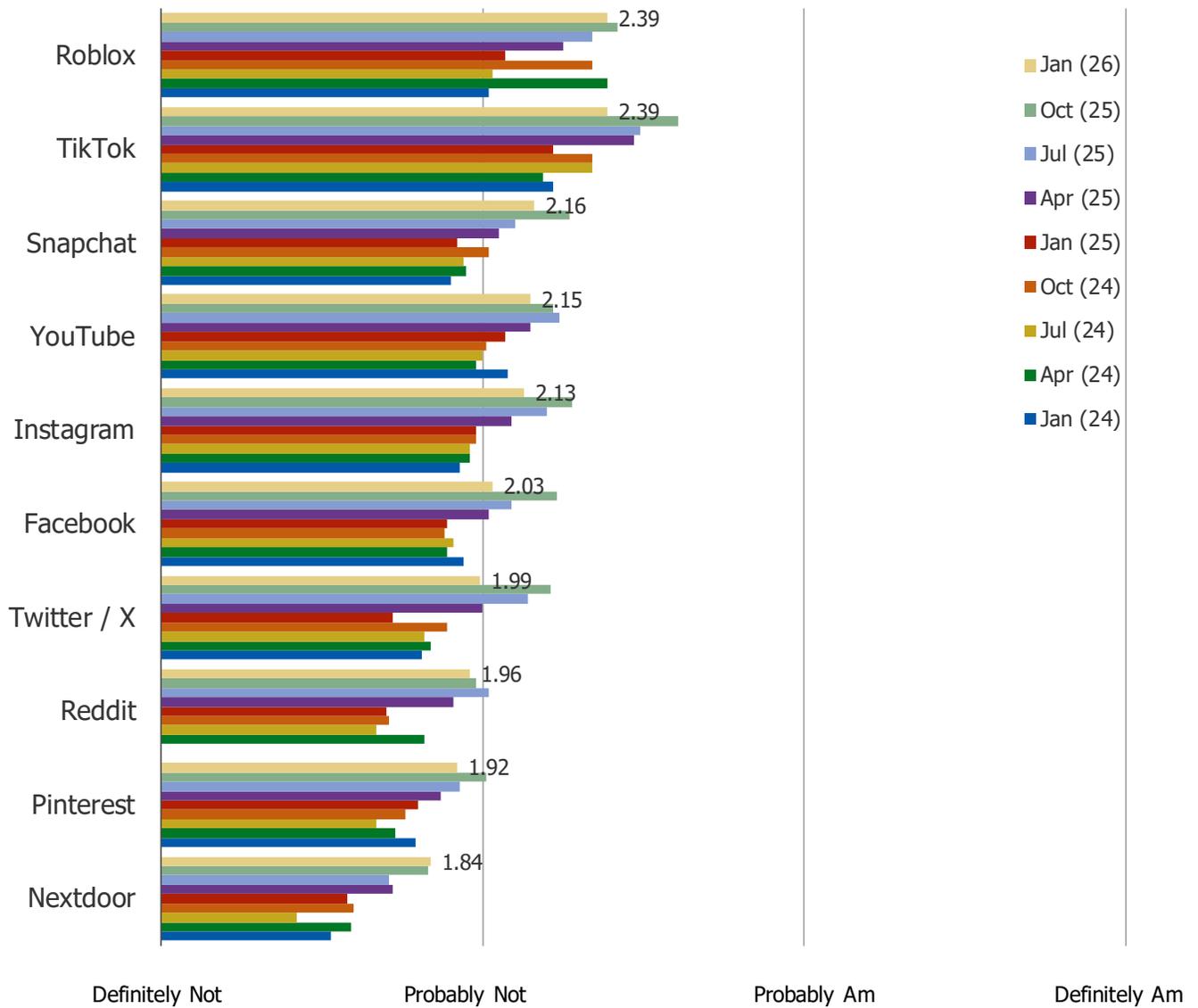
IN YOUR OPINION, AT WHAT AGE IS IT APPROPRIATE FOR PEOPLE TO START USING SOCIAL MEDIA APPS?

Posed to all respondents.



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

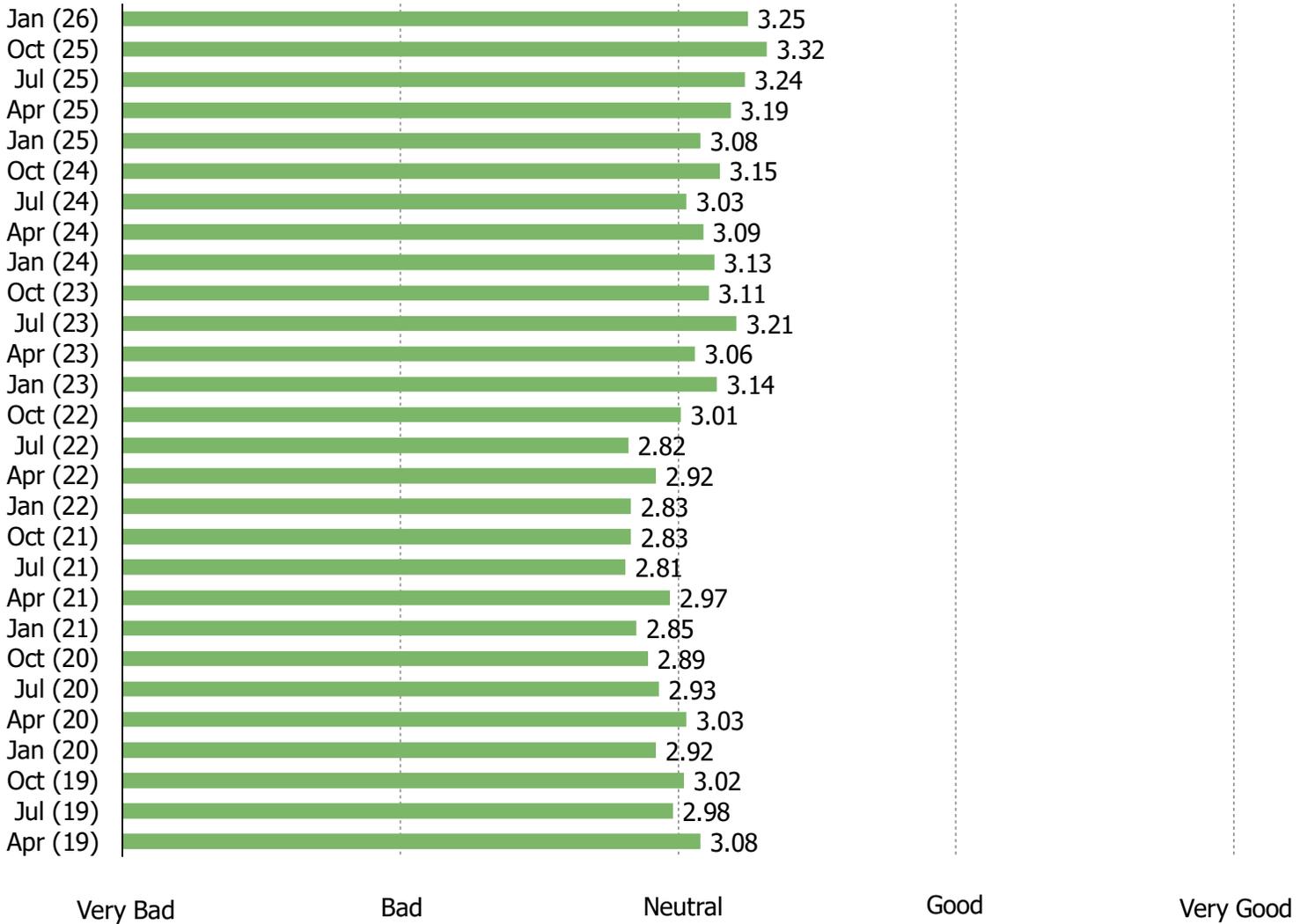
Posed to respondents who use each of the below.



SOCIAL MEDIA SECTOR AND COMPETITIVE DYNAMICS QUESTIONS

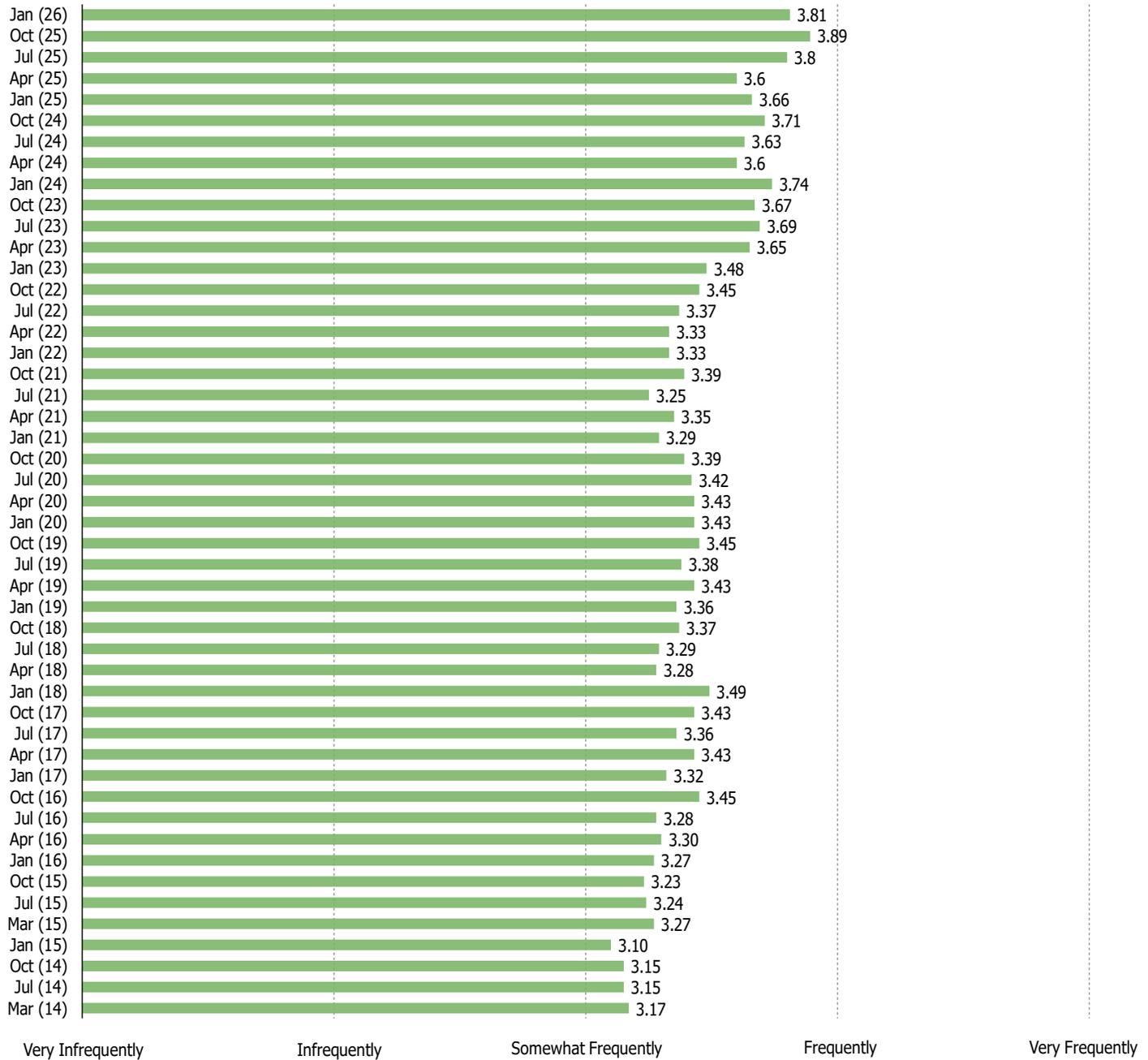
IN YOUR OPINION, IS SOCIAL MEDIA IN GENERAL A GOOD THING OR A BAD THING?

Posed to all respondents



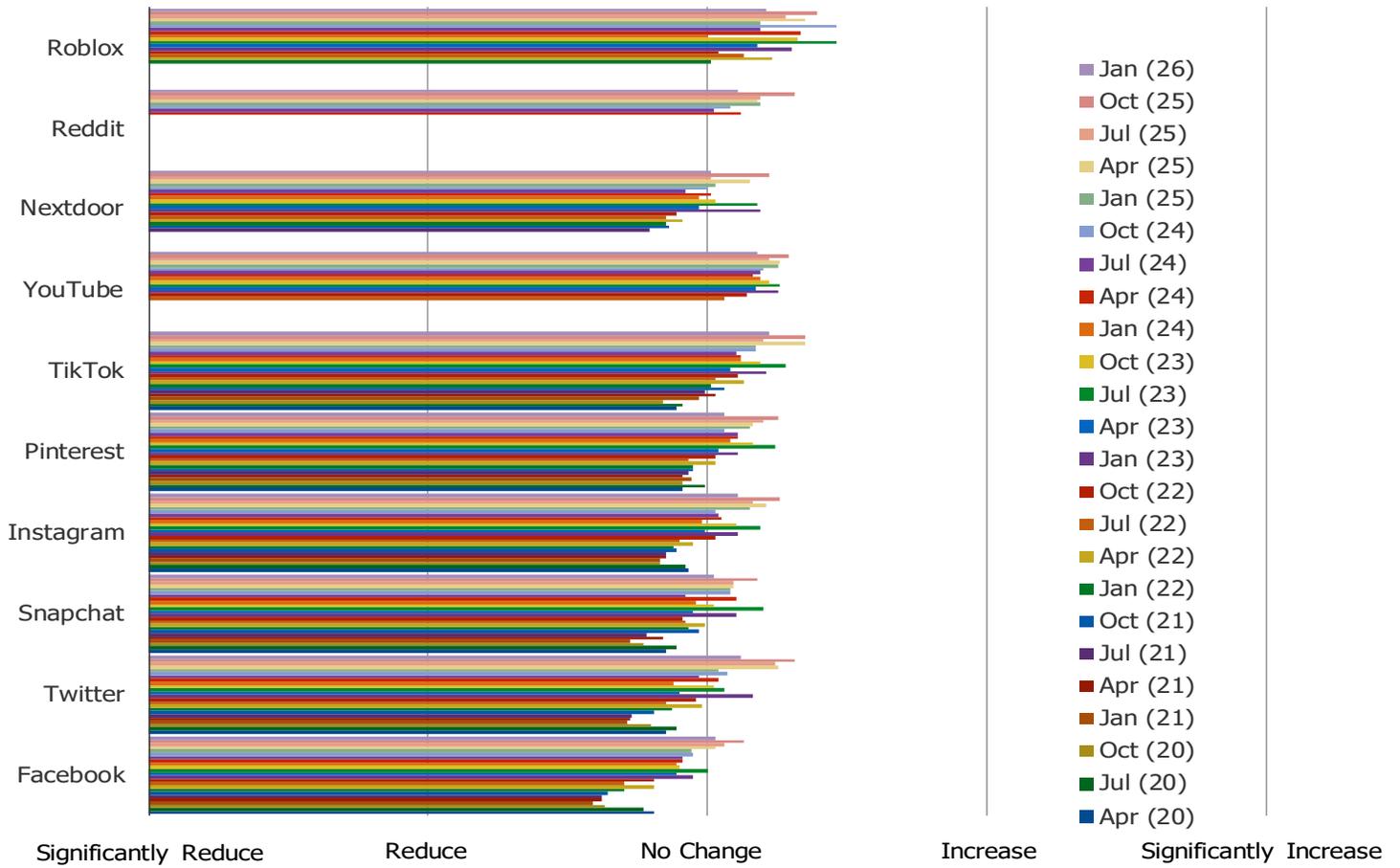
SOCIAL MEDIA USAGE FREQUENCY

Posed to all consumers.



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

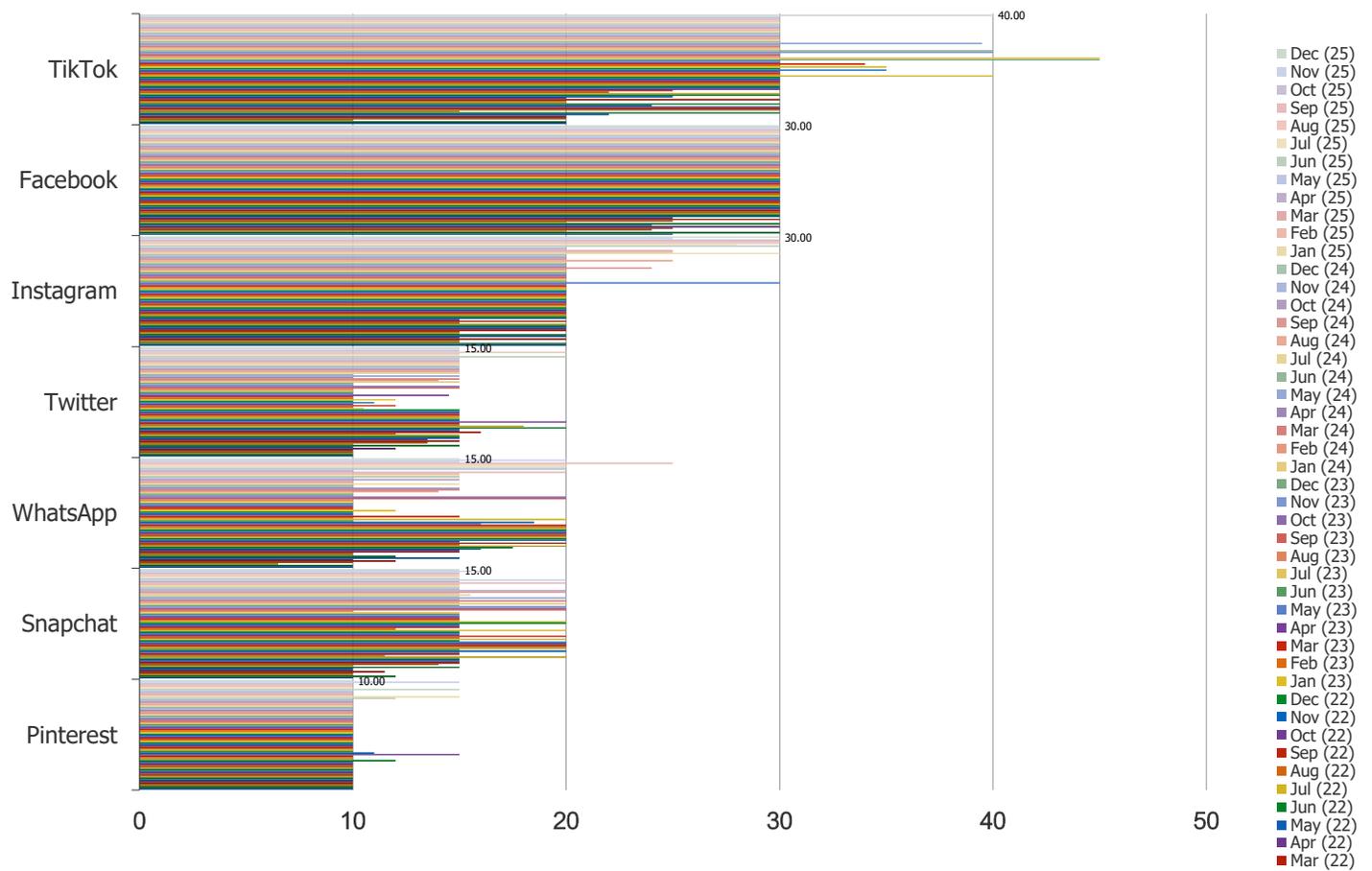
Posed to respondents who use the following platforms.



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

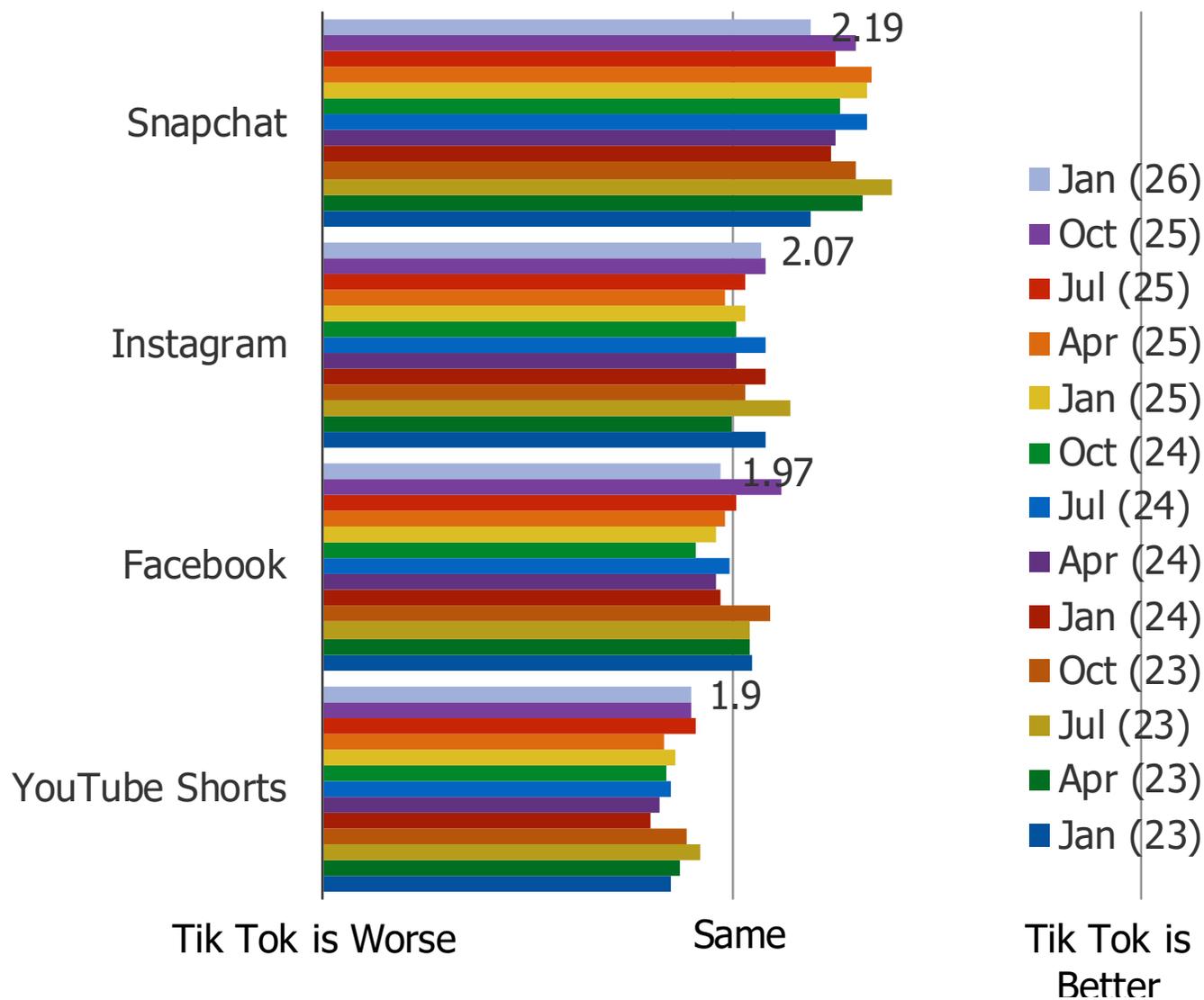
Posed to daily visitors of each platform.

Chart Shows Median



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

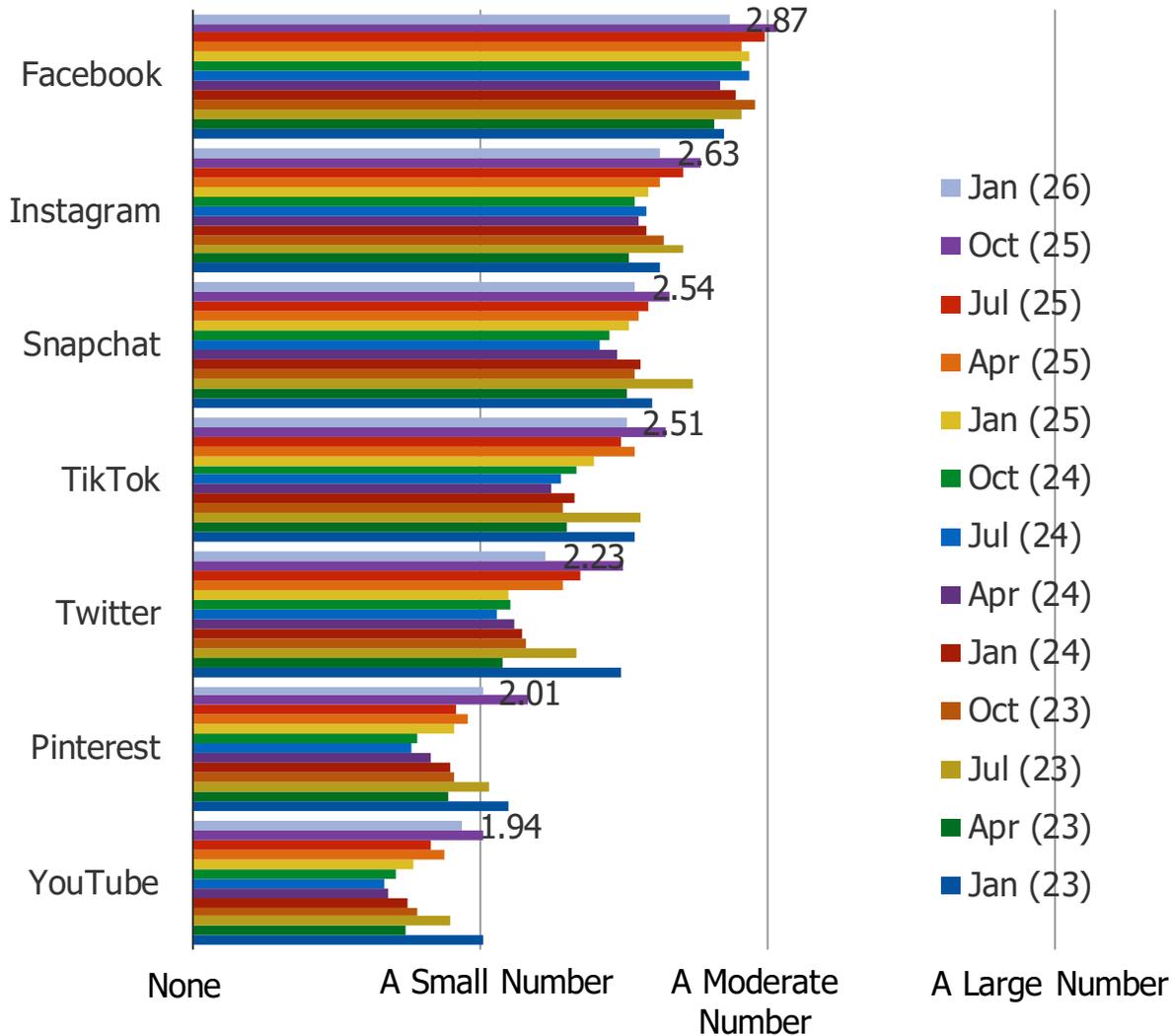
This question was posed respondents who watch multiple videos in a row on TikTok AND on each of the following platforms.



	N=
Facebook	413
Instagram	314
Snapchat	126
YouTube Shorts	362

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

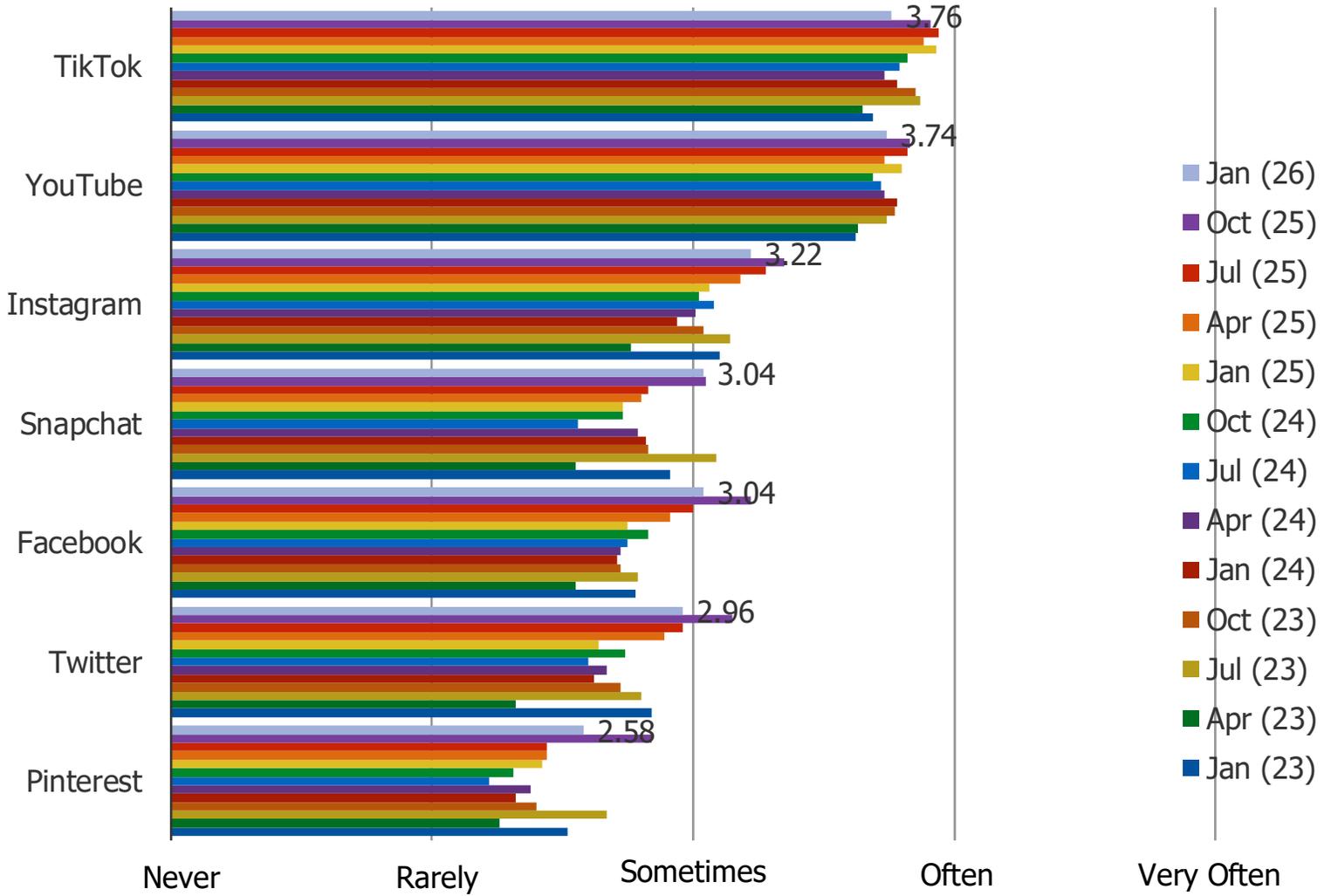
This question was posed to all respondents who use each of the below.



	N=
Facebook	791
Twitter / X	327
Snapchat	325
Instagram	549
Pinterest	354
TikTok	507
YouTube	842

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

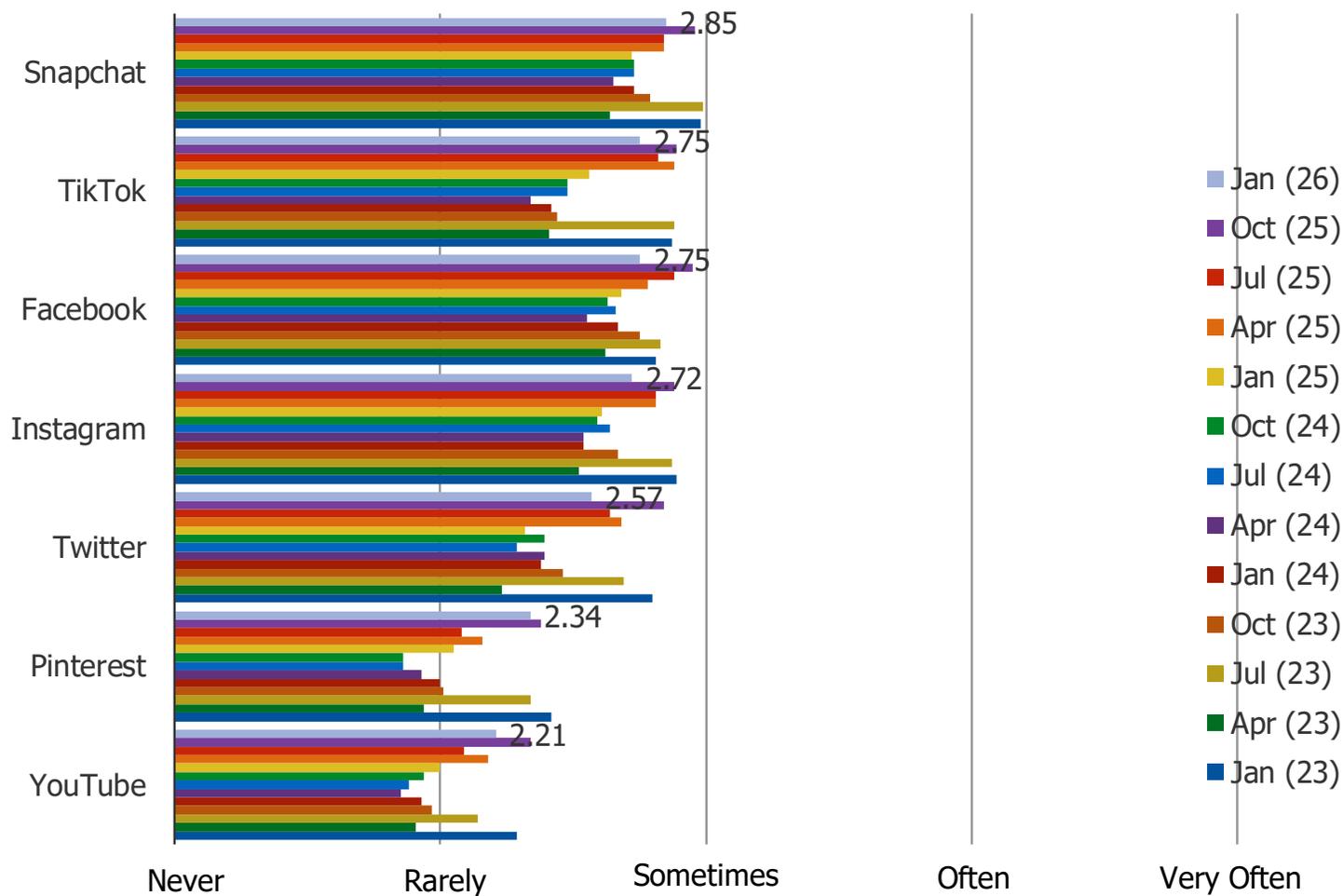
This question was posed to all respondents who use each of the below.



	N=
Facebook	791
Twitter / X	327
Snapchat	325
Instagram	549
Pinterest	354
TikTok	507
YouTube	842

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

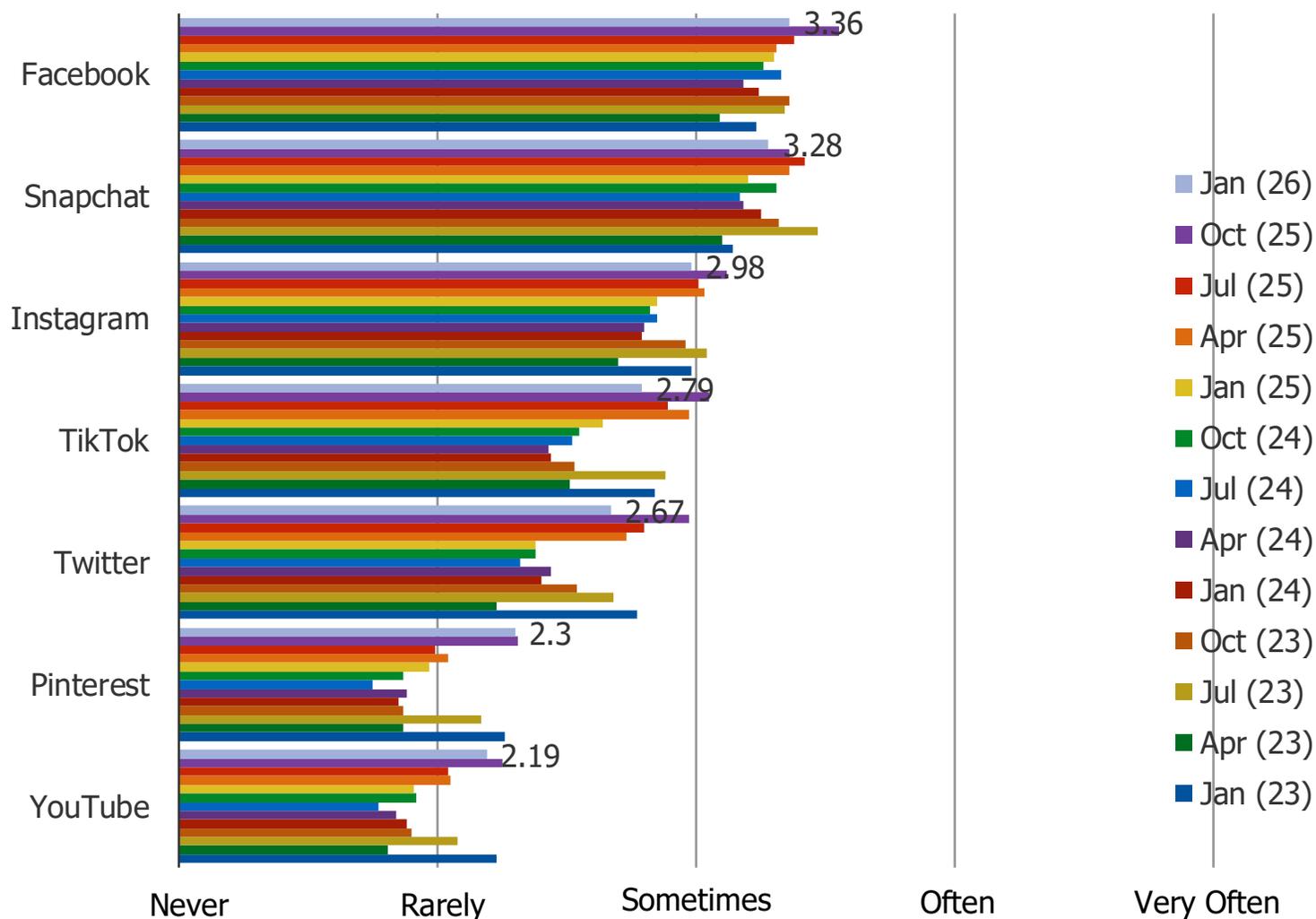
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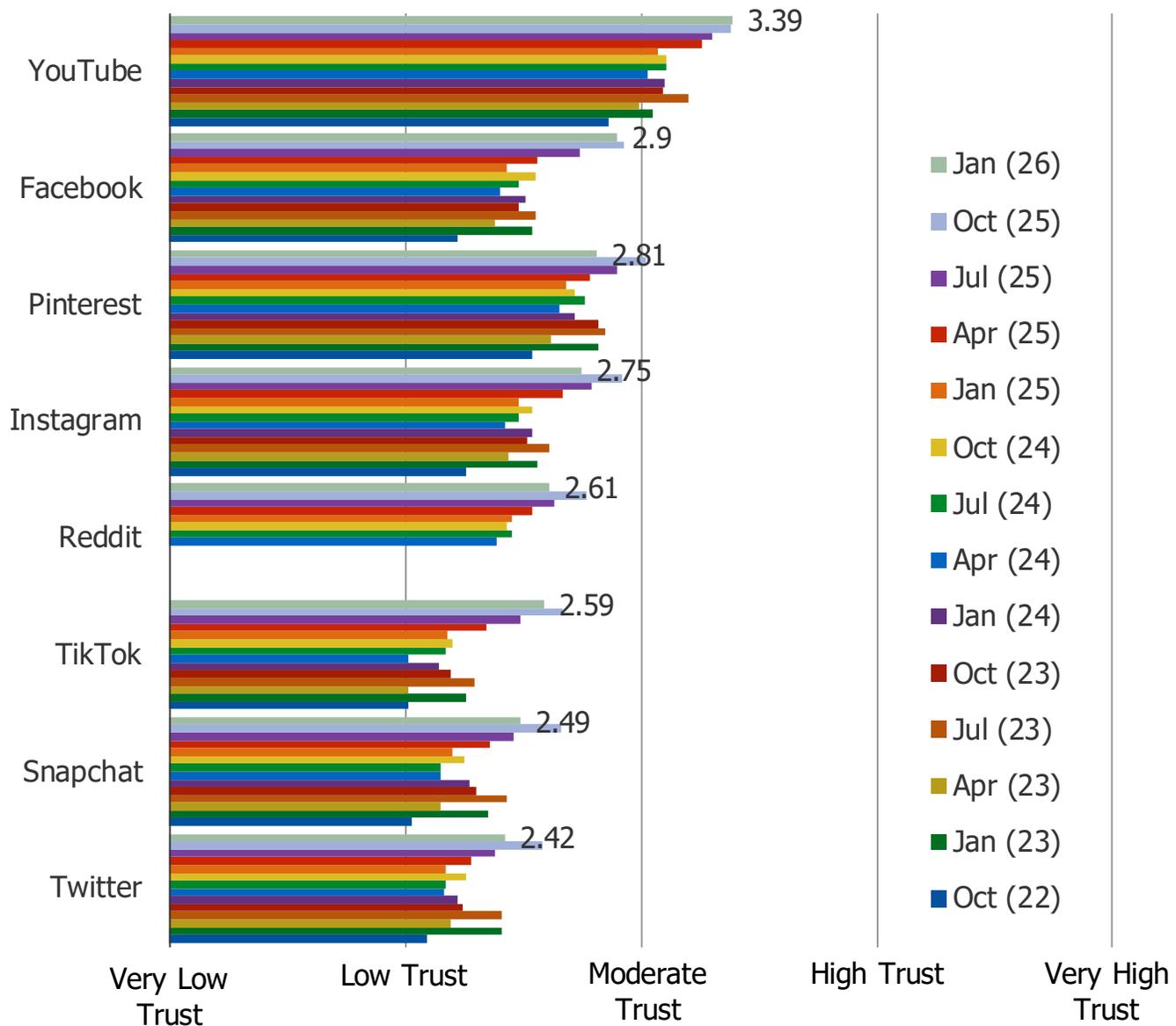
HOW OFTEN DO YOU VISIT THE FOLLOWING TO MESSAGE OR COMMUNICATE WITH OTHER PEOPLE?

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



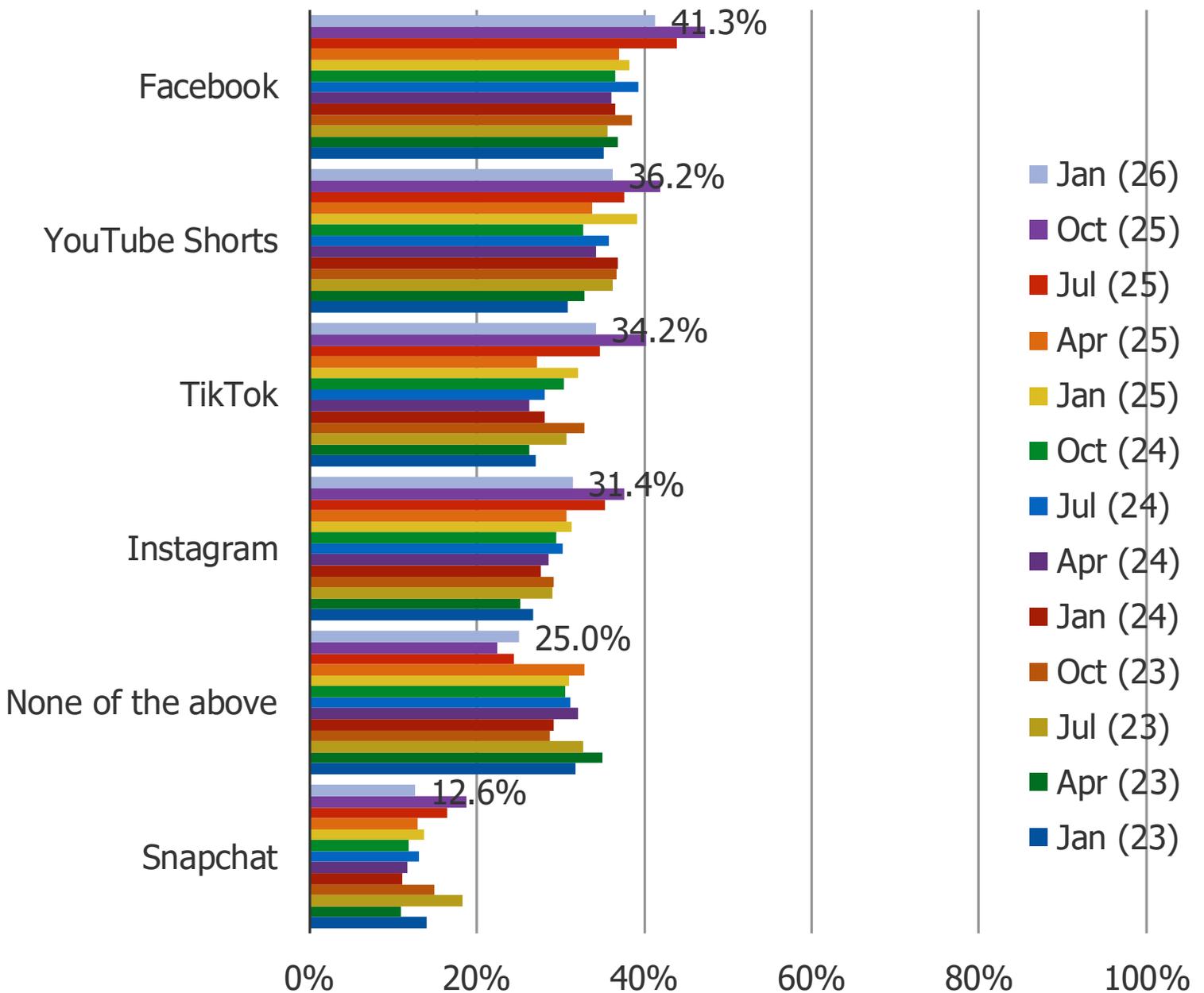
HOW MUCH TRUST DO YOU HAVE IN EACH OF THE FOLLOWING?

This question was posed to all respondents.



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

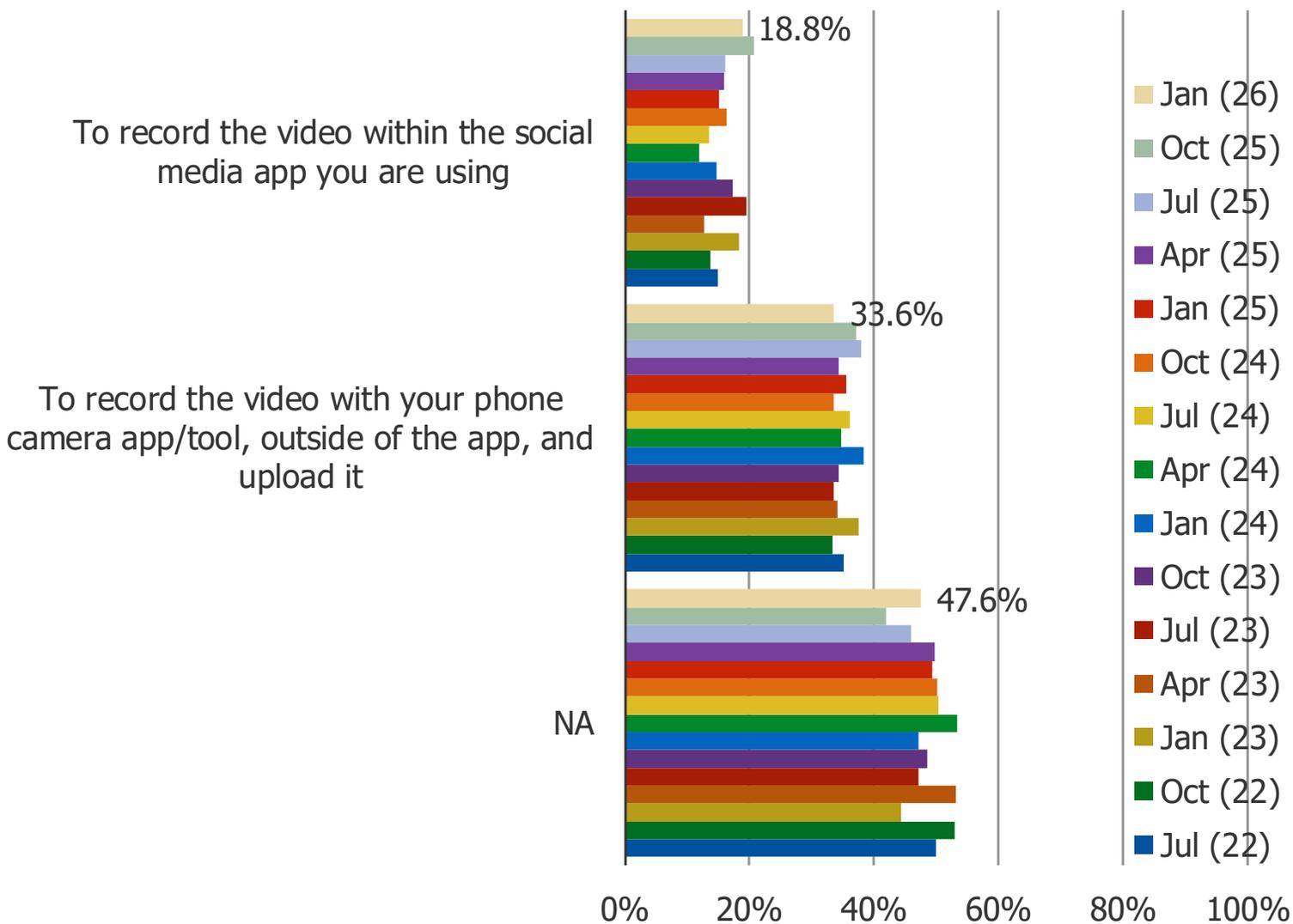
This question was posed to all respondents.



CREATING AND SHARING VIDEO ON SOCIAL MEDIA

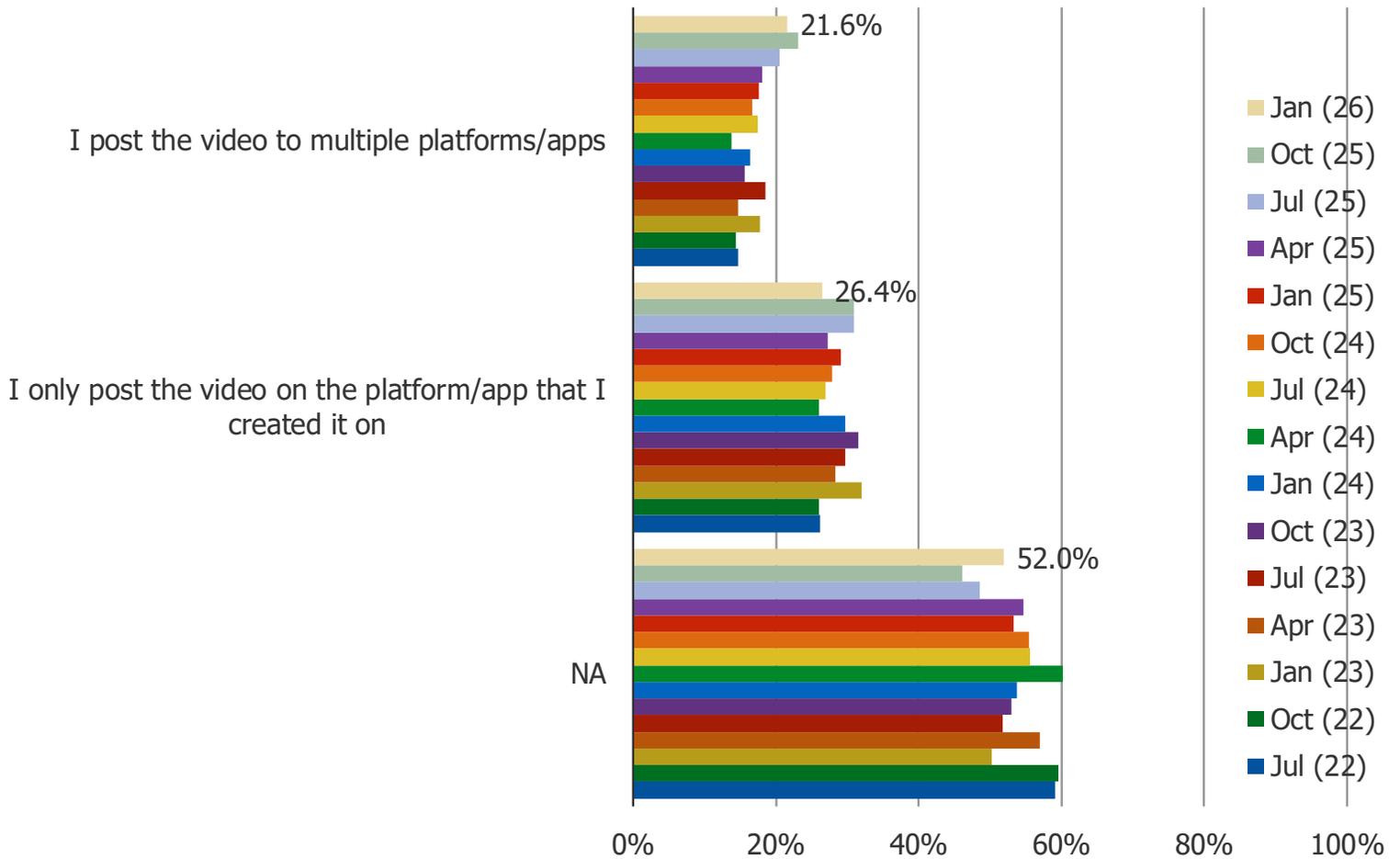
WHEN YOU CREATE VIDEOS TO UPLOAD TO SOCIAL MEDIA, WHICH DO YOU PREFER:

This question was posed to all respondents.



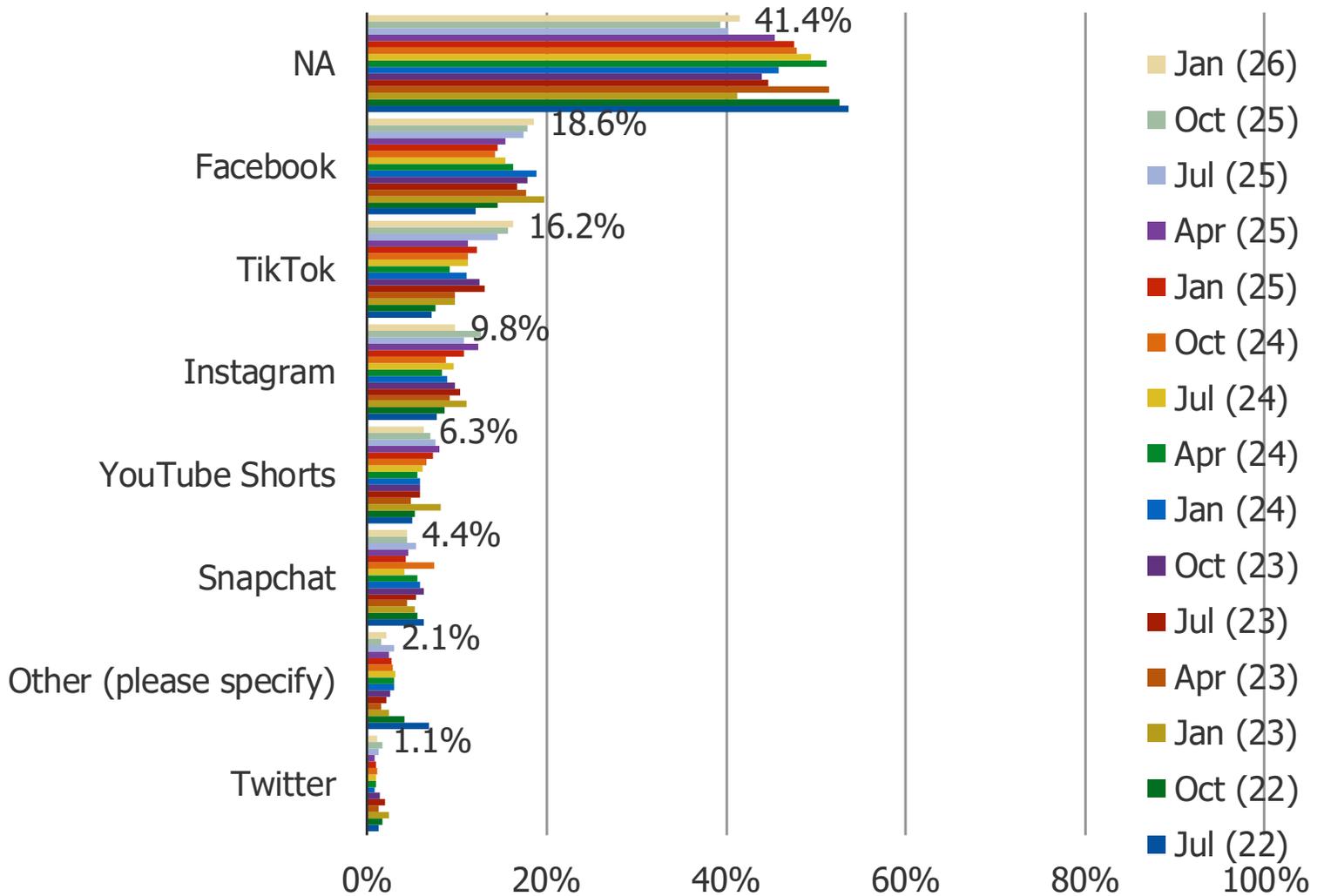
WHEN YOU CREATE VIDEOS WITHIN SOCIAL MEDIA PLATFORMS, WHICH BEST DESCRIBES YOU?

This question was posed to all respondents.



WHICH IS YOUR PREFERRED APP FOR CREATING VIDEOS?

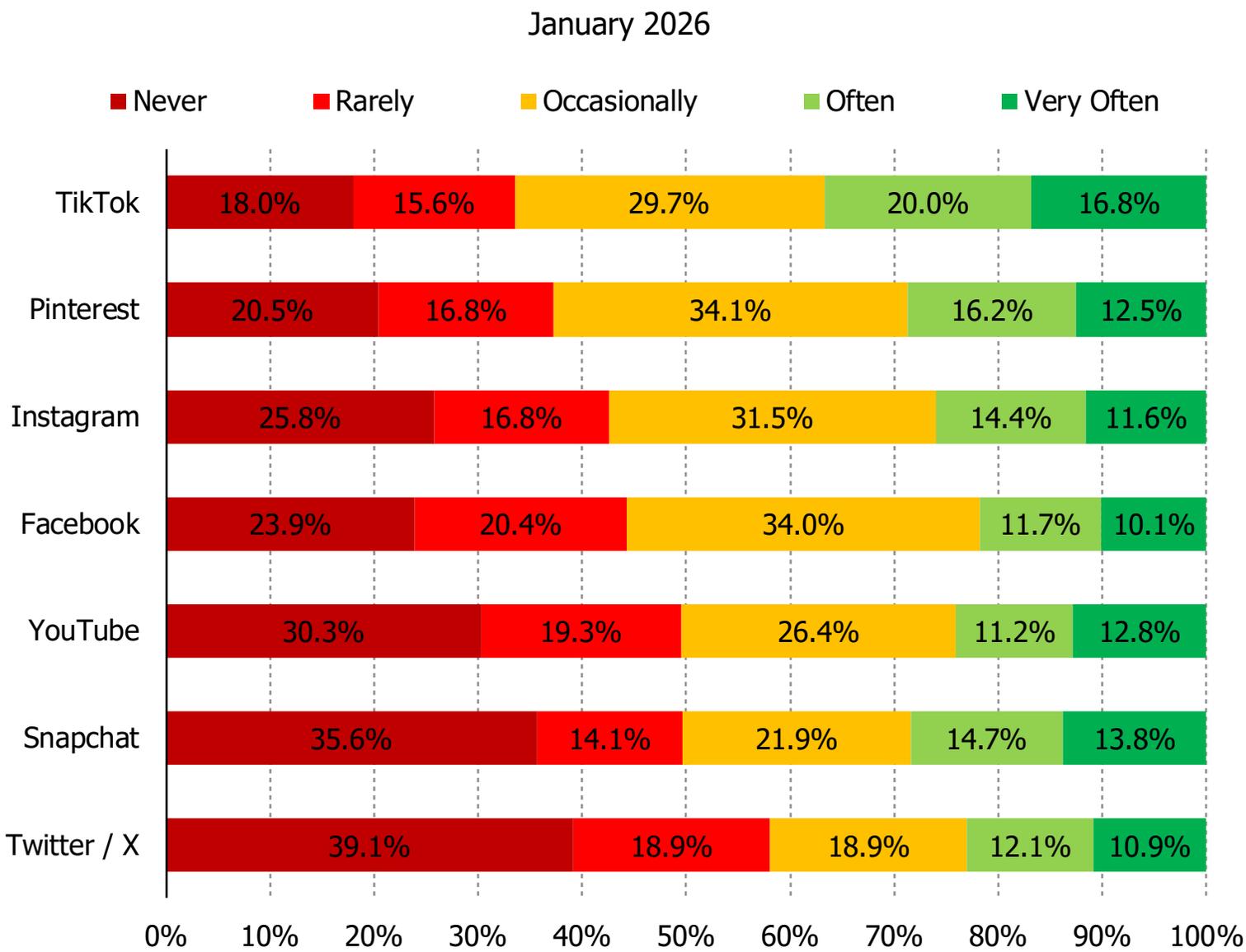
This question was posed to all respondents.



SOCIAL COMMERCE / AUGMENTED REALITY AND SHOPPING

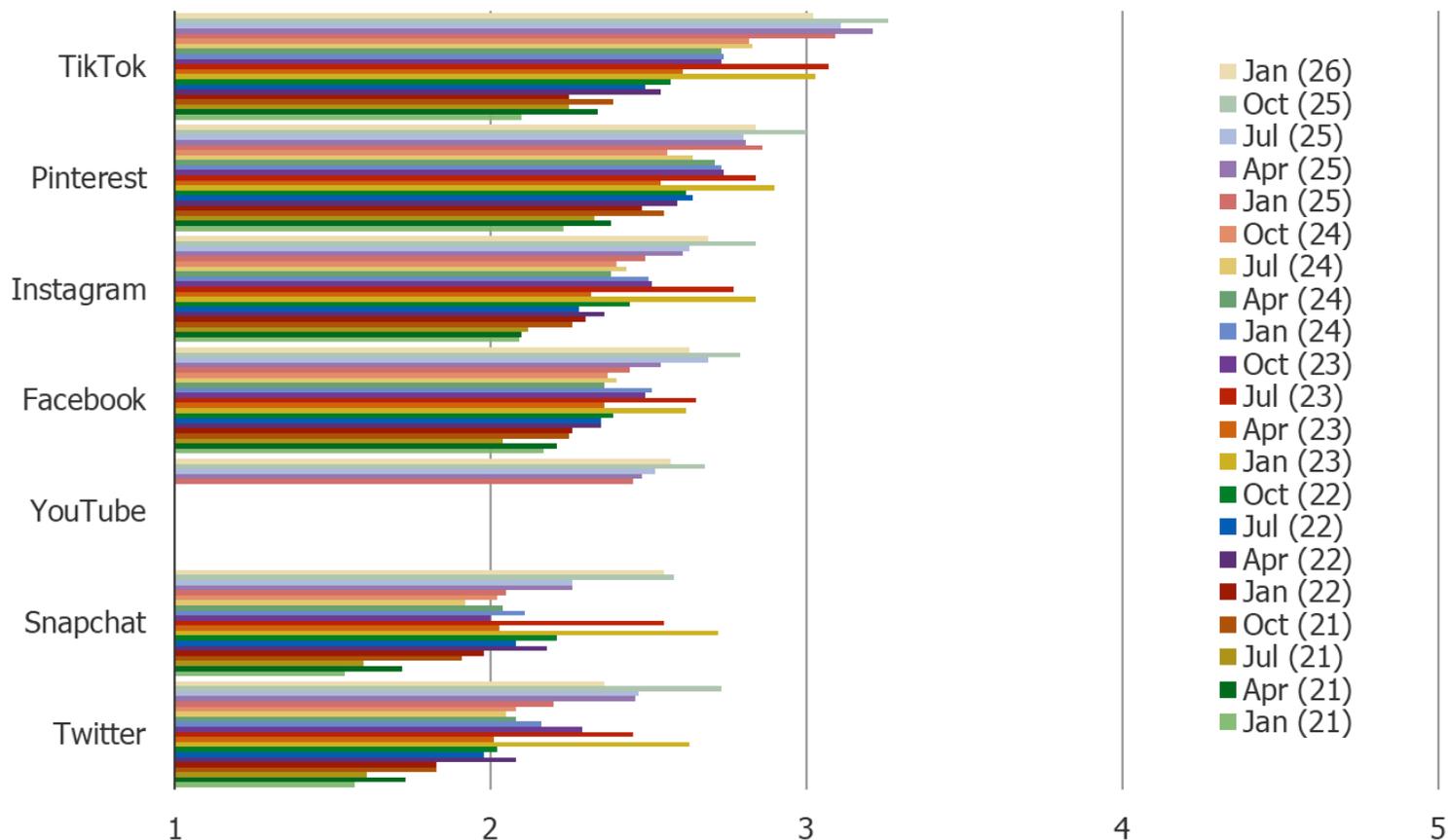
HOW OFTEN DO YOU DISCOVER PRODUCTS TO BUY ON THE FOLLOWING:

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



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

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



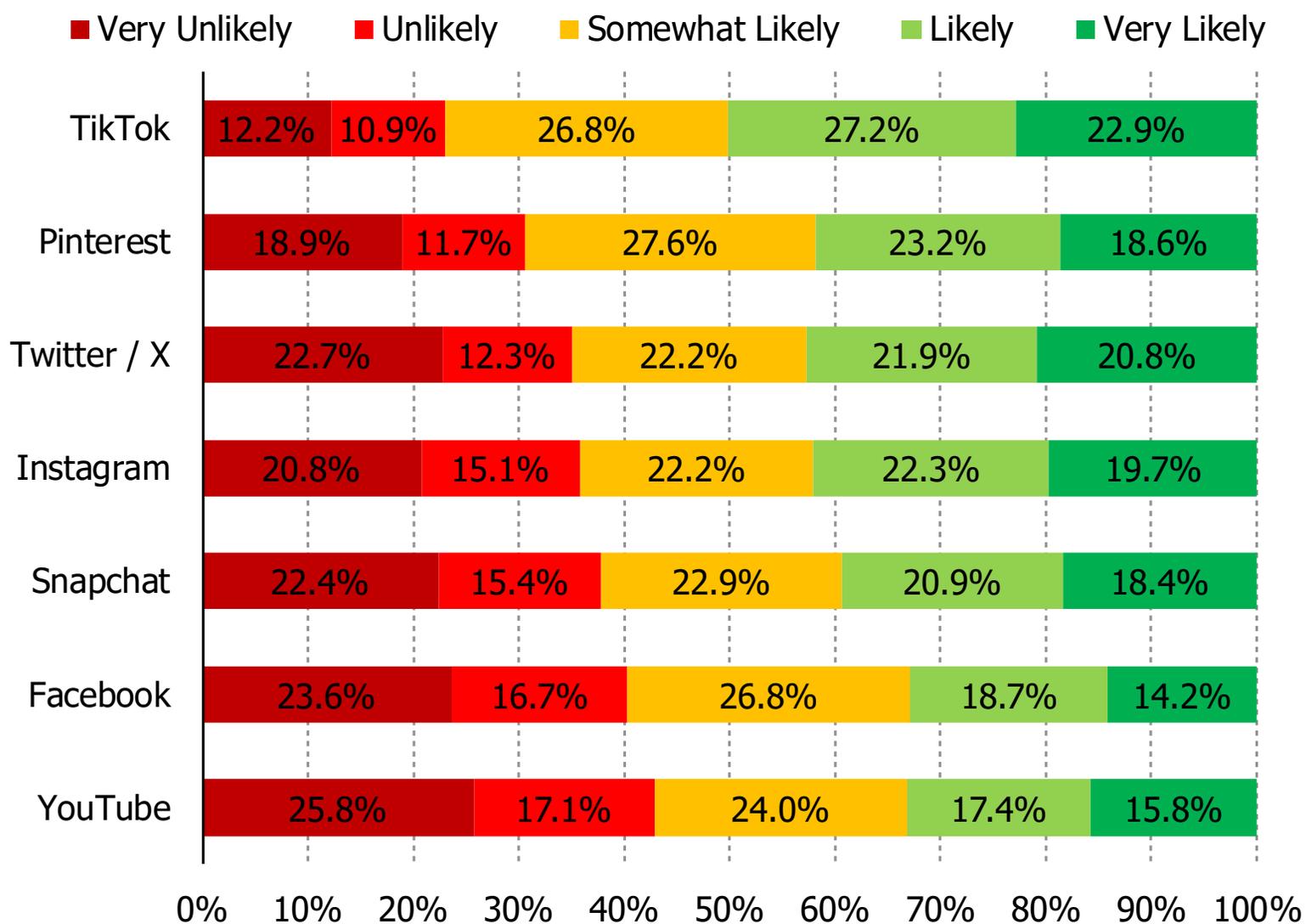
Weighted average, tracked over time:

- 1 = Never
- 2 = Rarely
- 3 = Sometimes
- 4 = Often
- 5 = Very Often

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)

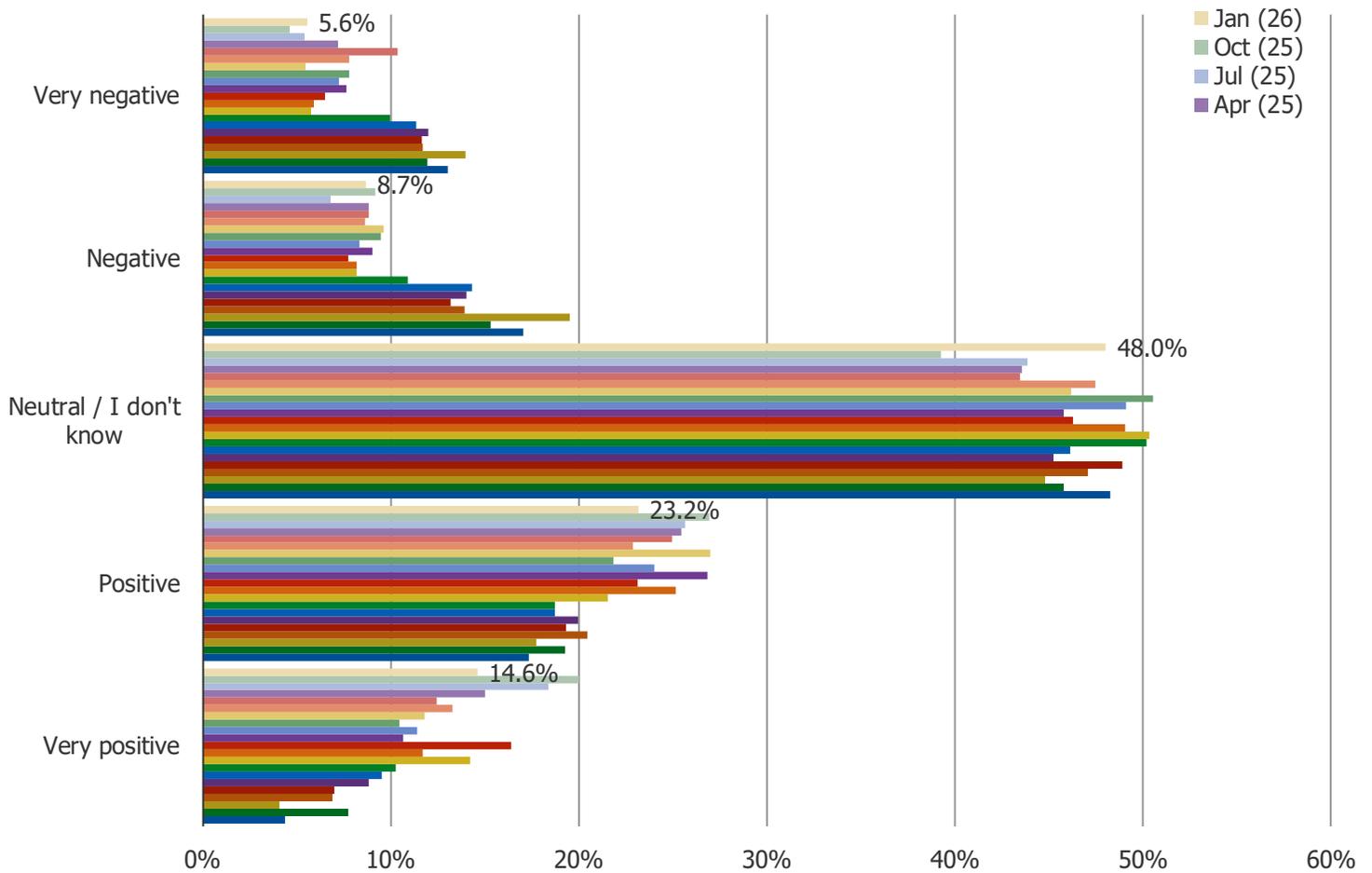
Posed to users of each of the following social media apps.

January 2026



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)?

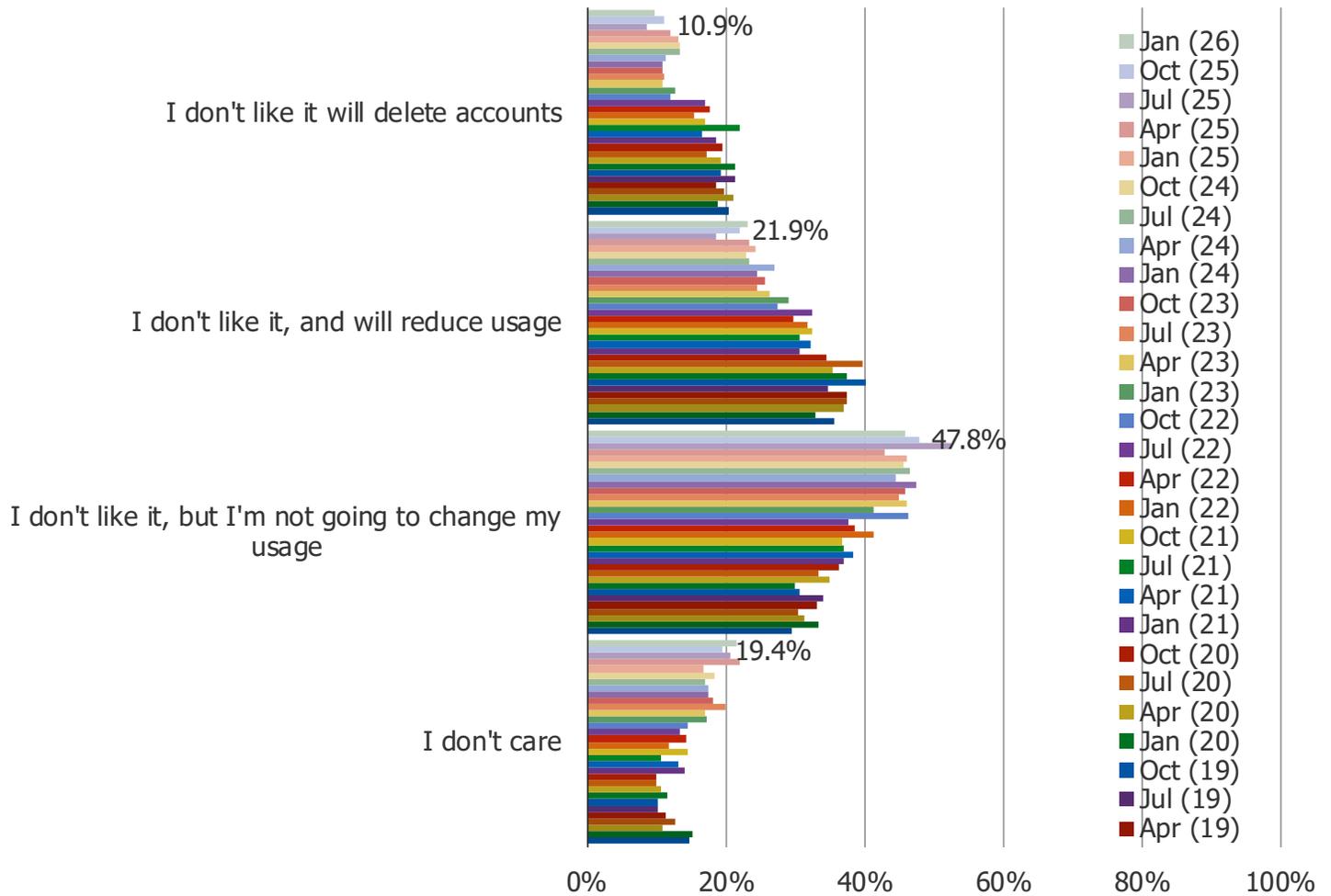
Posed to users of social media apps.



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)

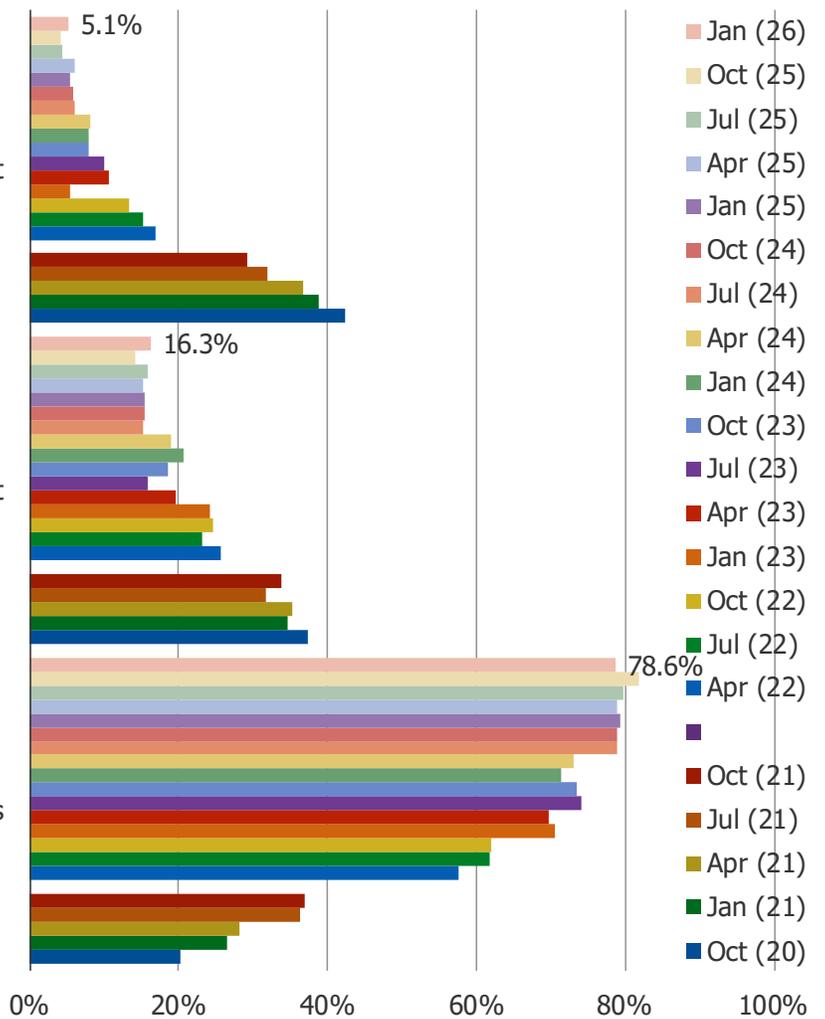
Posted to Instagram Users:



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

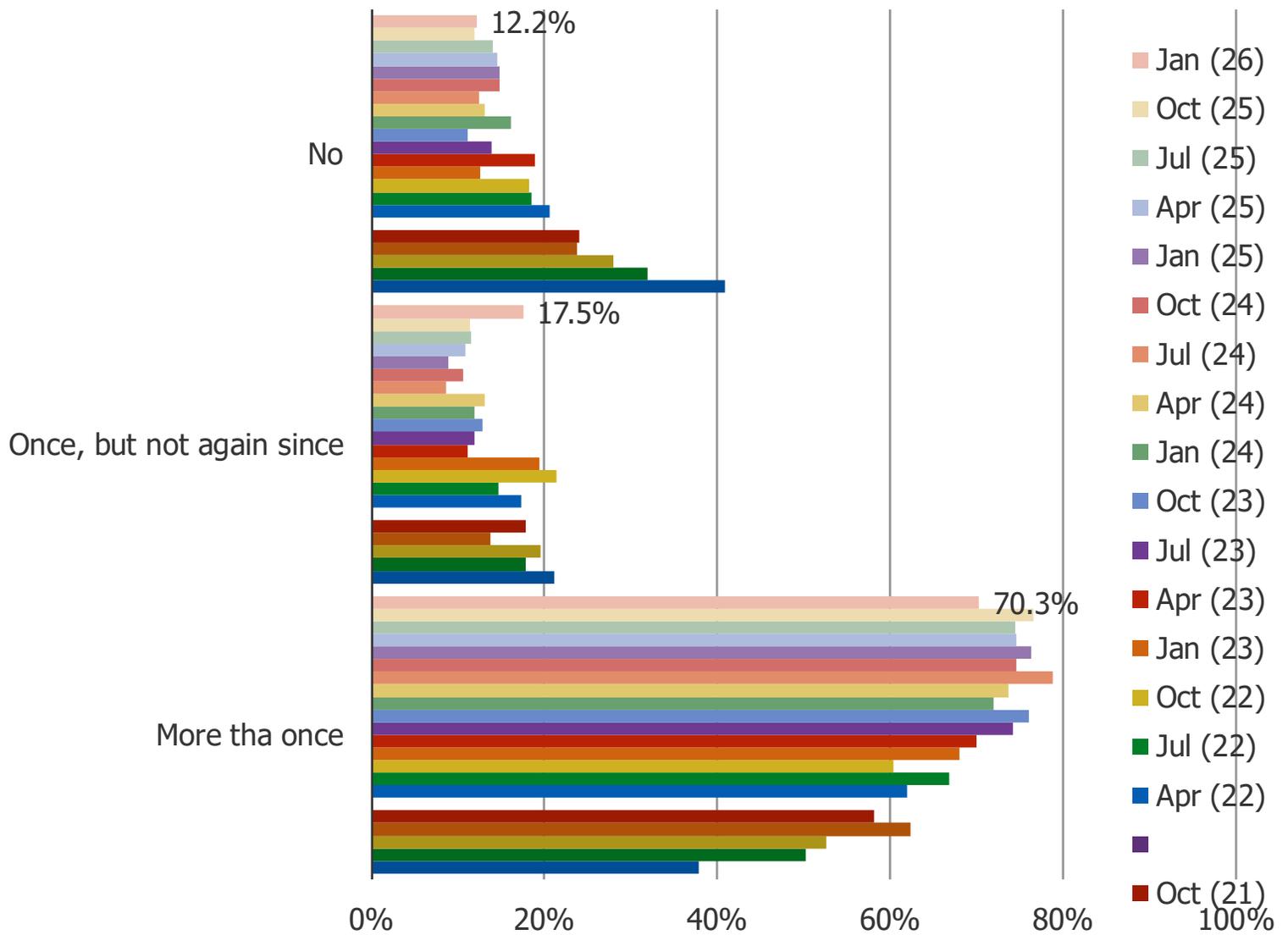
I've heard of it, but don't know much about it

I am familiar with Instagram Reels



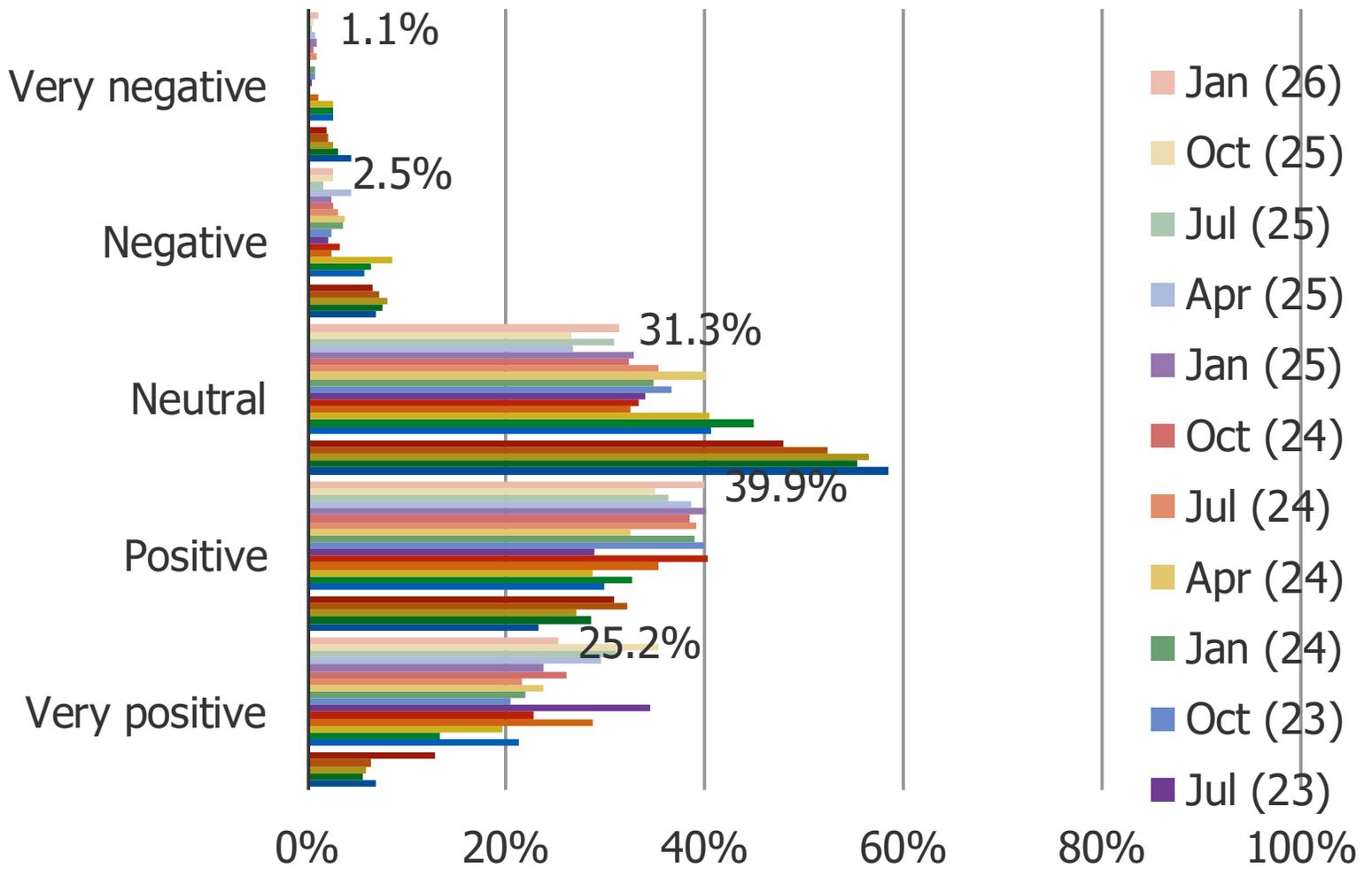
HAVE YOU WATCHED/SEEN ANY INSTAGRAM REELS VIDEOS YET?

Posted to Instagram Users who have heard of Reels:



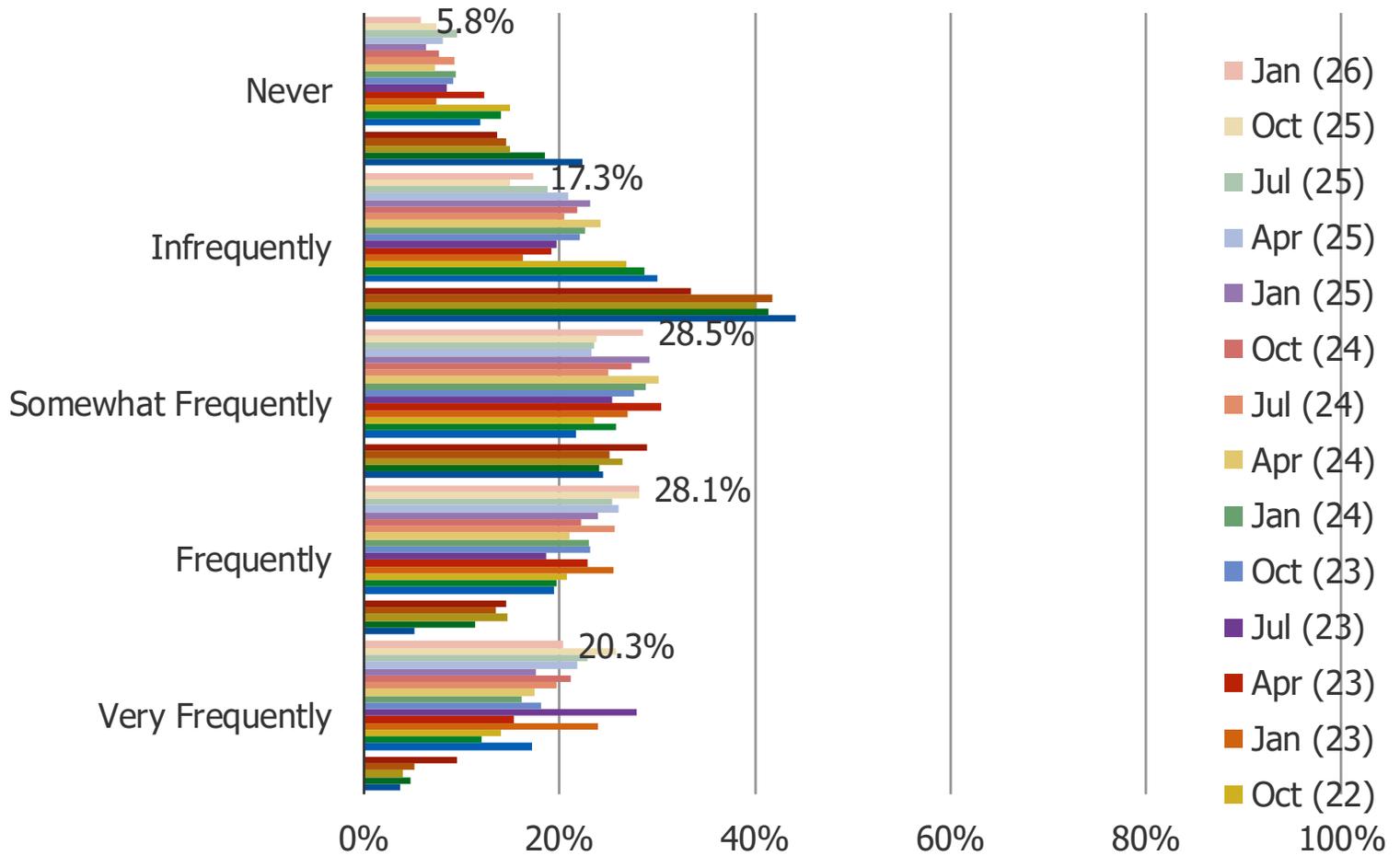
WHAT IS YOUR OPINION OF THE EXPERIENCE WATCHING INSTAGRAM REELS VIDEOS?

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



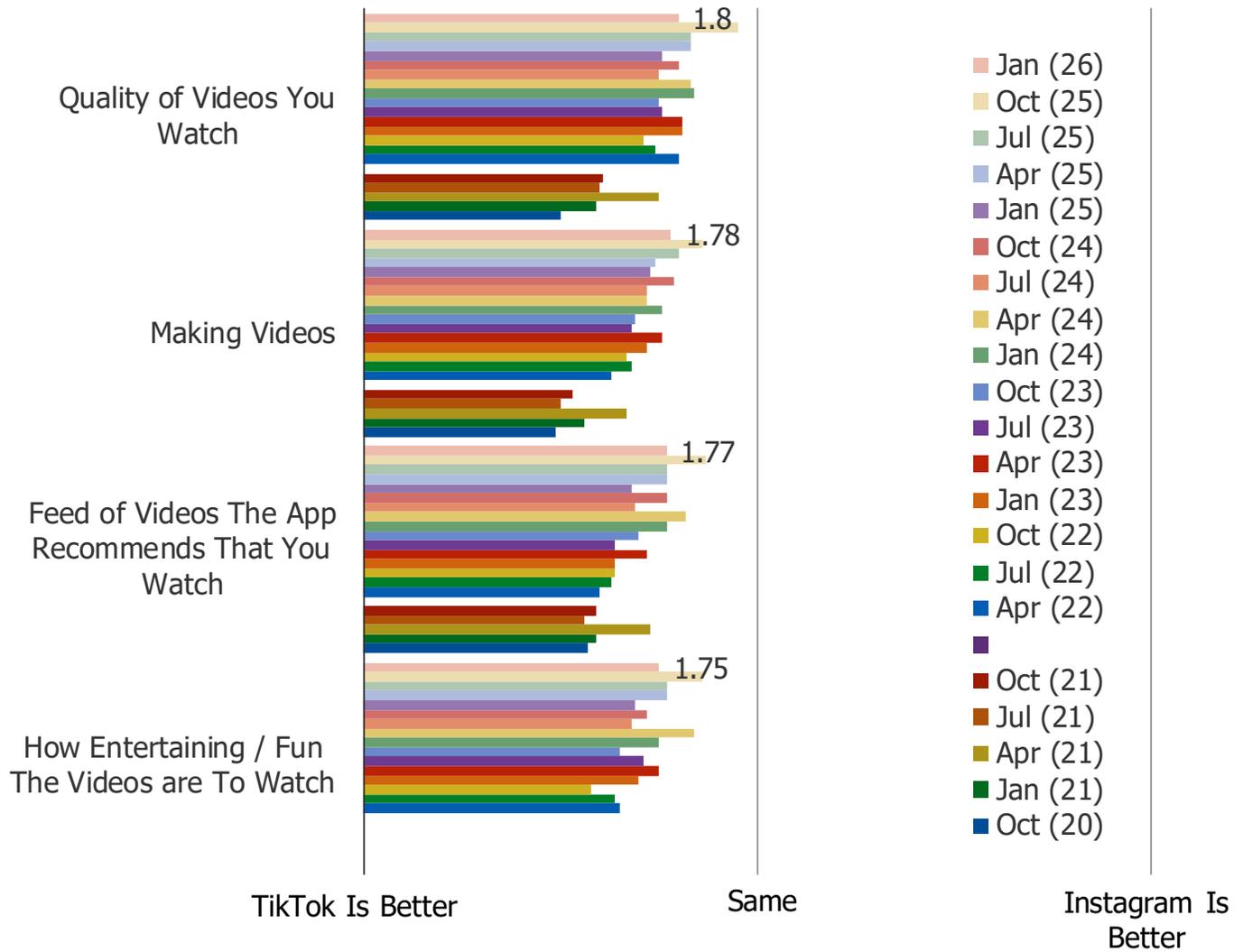
HOW OFTEN DO YOU EXPECT TO WATCH REELS GOING FORWARD?

Posted to Instagram Users who have heard of Reels:



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

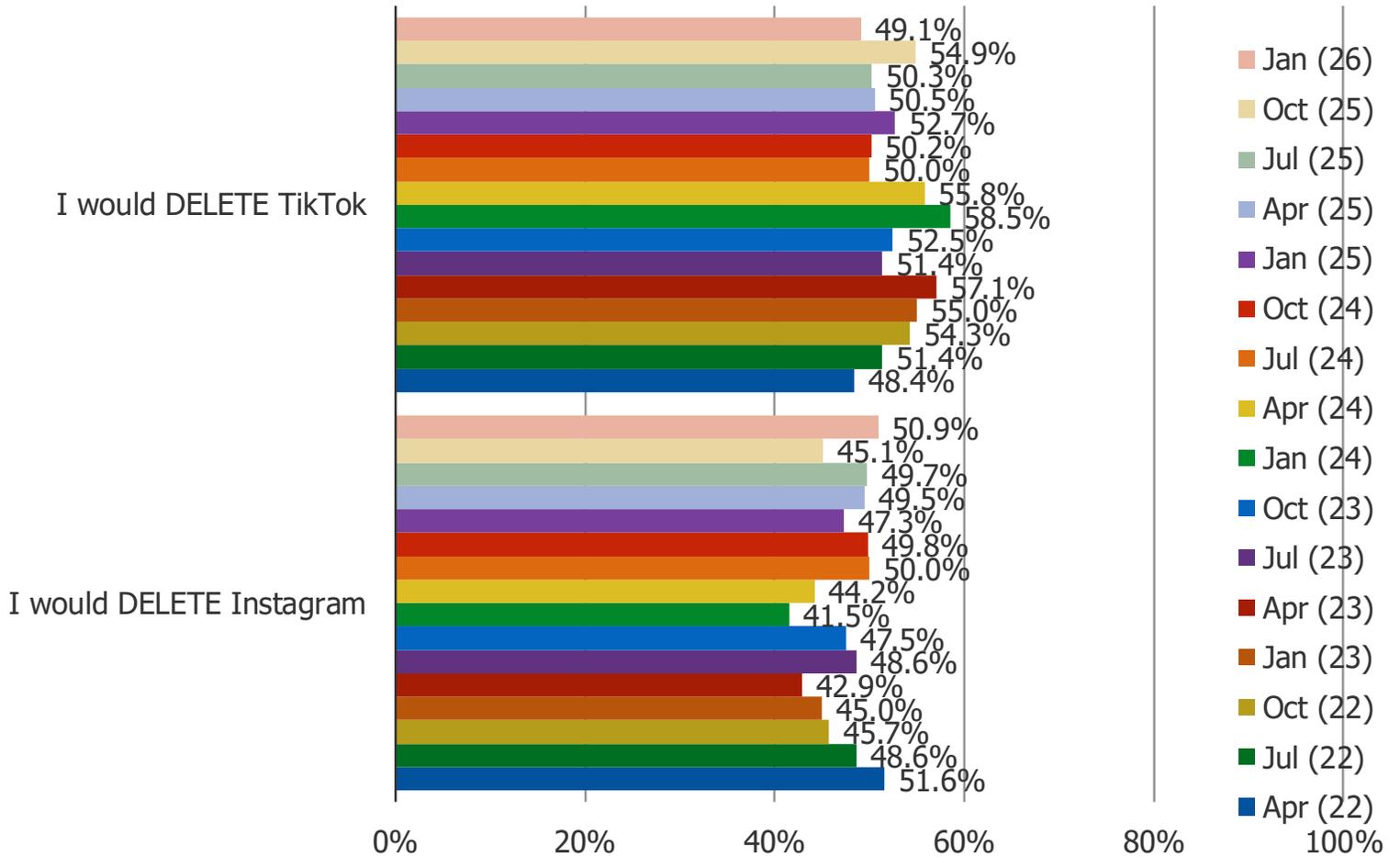
Posted to Instagram Users who have heard of Reels AND use TikTok:



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?

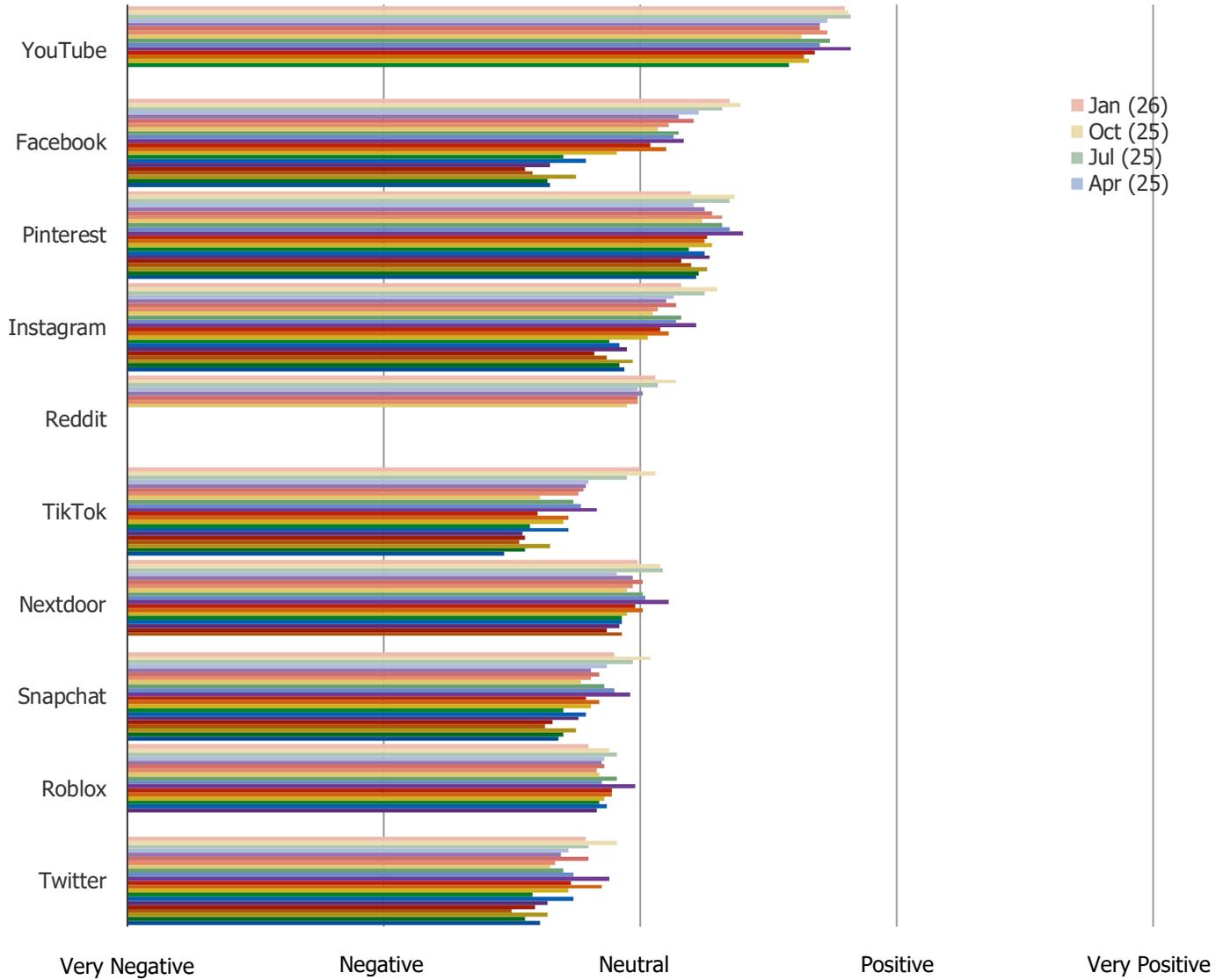
Because i don't use instagram that much
I am okay without instagram but i really like tiktok for entertainment
That app is better and more my favorite
I am obsessed with Tiktok over Instagram
Because instagram has more AI videos than TikTok does
I don't use it as much
I watch tik tok more
I dont use instagram as much
TikTok has a lot of news you dont hear about on any other statiuno
TikTok is more fun
It was a hard choice but that was what I would pick
I like tiktok better
I use it the least
TikTok is better
Tiktok offers more
TikTok is so educational and has been so helpful. Instagram doesn't mean much to me
I use Tiktok for more watching and participare on more things on this platform
I don't use it that much
Because I prefer tiktok to instagram
I don't use it that much.
I use TikTok more
I use it way less often
Don't use as much
I would choose this app because I enjoy TikTok a lot more than instagram
I do not use instagram as much
Quality
Instagram is mostly recycled tiktok videos now
I use TikTok more
I like the layout of tik tok better
I use TikTok more than I use instagram
I love Tik tok more than instagram
Because i rarely use it anyways
I use it less and I get less out of it
Tiktok is better for information
I use tiktok more
Because I don't really use it that much
I like funny videos on tiktok
I love tik tok more because i buy lots on it
I like all the things about tik tok
I use TikTok more than Instagram
Because I use it less.
I use TikTok way more

RESPONDENTS WHO WOULD DELETE TIKTOK AND KEEP INSTAGRAM, WHY?

It is basically the same as youtube shorts
I got too many memories on my Instagram I can't get rid of it
I feel like Instagram was able to copy TikTok's reels well, while still being able to post normal photos
It is not good for the brain
Doesn't keep me up with friends as much and i can jus watch reels instead
TikTok isn't needed over instagram
Because this app is not very fun
I don't use it
I use instagram a lot more the content is entertaining
I use instagram for my ways than just entertainment
I can get similar and more on instagram
It's the one that I use less often
I use the other app more
I like Instagram more
I don't use it as much
Bec I barely use tiktok
I would honestly delete both
I use instagram more
Because it can be bad for you
Tik tok is boring compared to instagram
Lack of decent content
I use instagram more
I love my Instagram
It has less of what I need
Instagram isn't just about video. It allows for high-quality photography, "Stories" for quick daily updates, and "Threads" for text-based conversations. TikTok is almost exclusively short-form video, which can feel one-dimensional over time.
Because I'm a longer customer on IG than tiktok
I use Instagram alot more and my friends use it
TikTok is dumb
I don't want to delete either really
I found something better
I have a lot of friends on instagram
I don't really use it as much as I use the other
Because I don't really use it

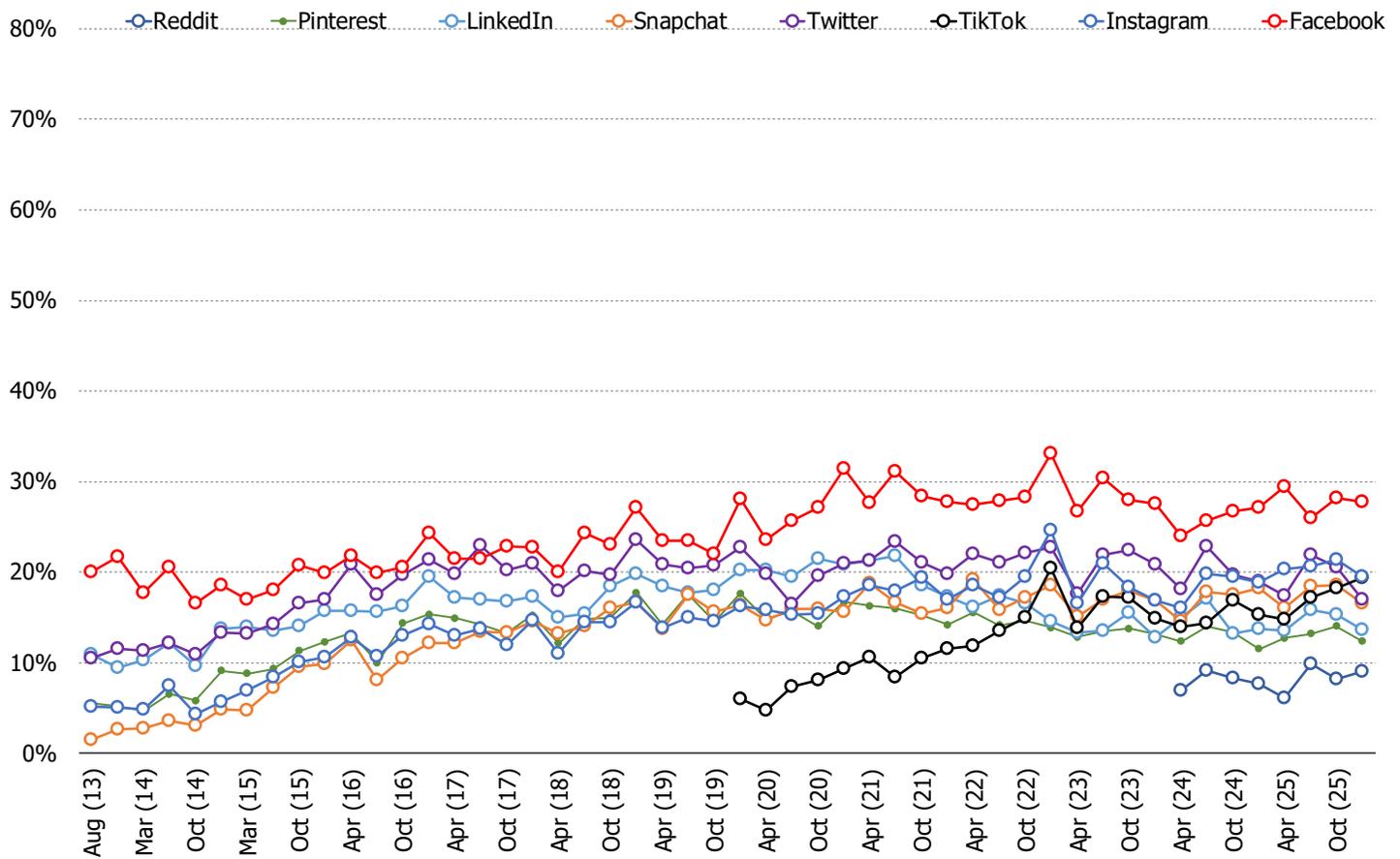
WHAT IS YOUR OPINION OF THE FOLLOWING APPS/SITES?

Posed to all respondents.



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

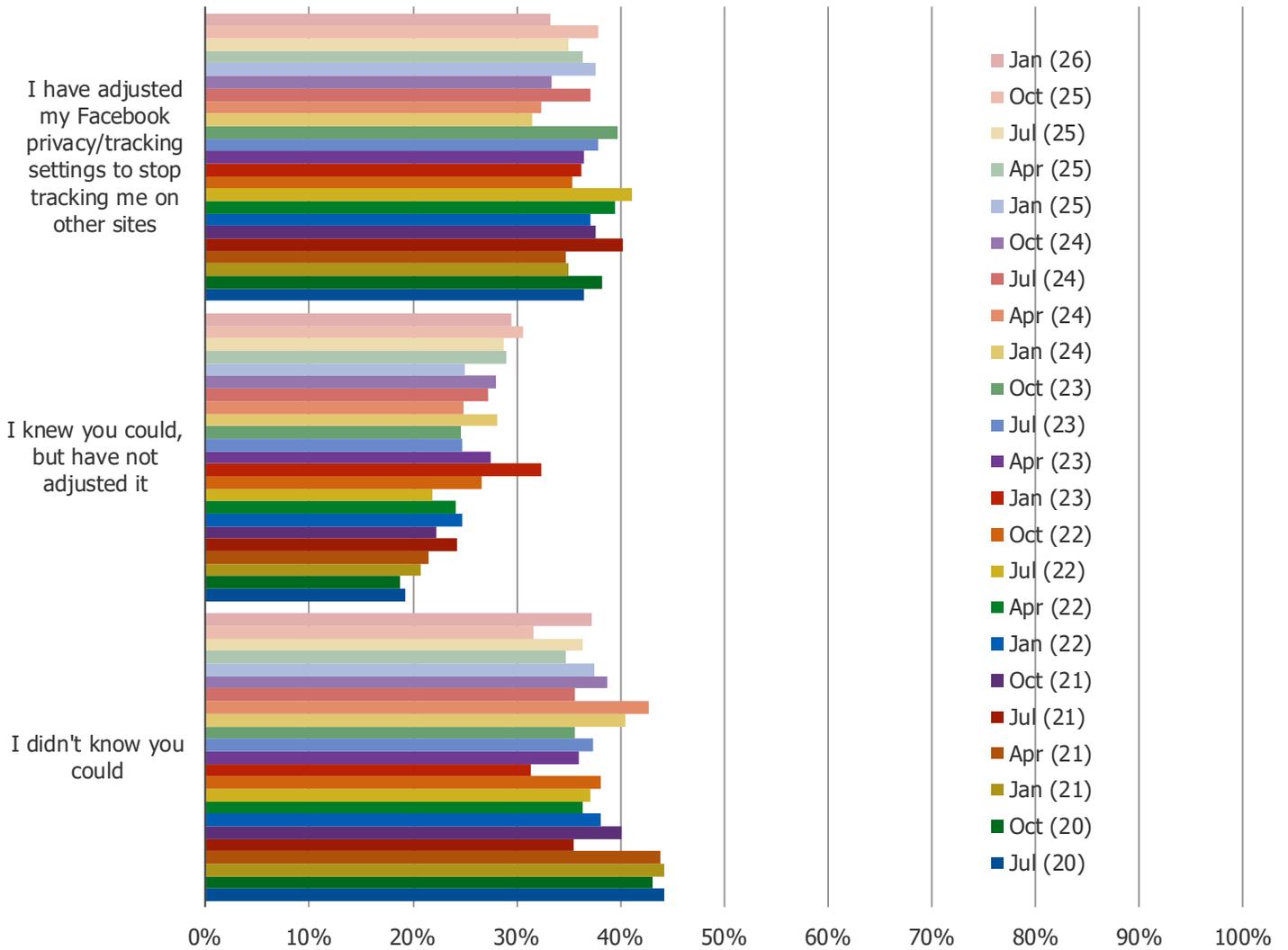
Posed to all respondents.



FB DEEP DIVE

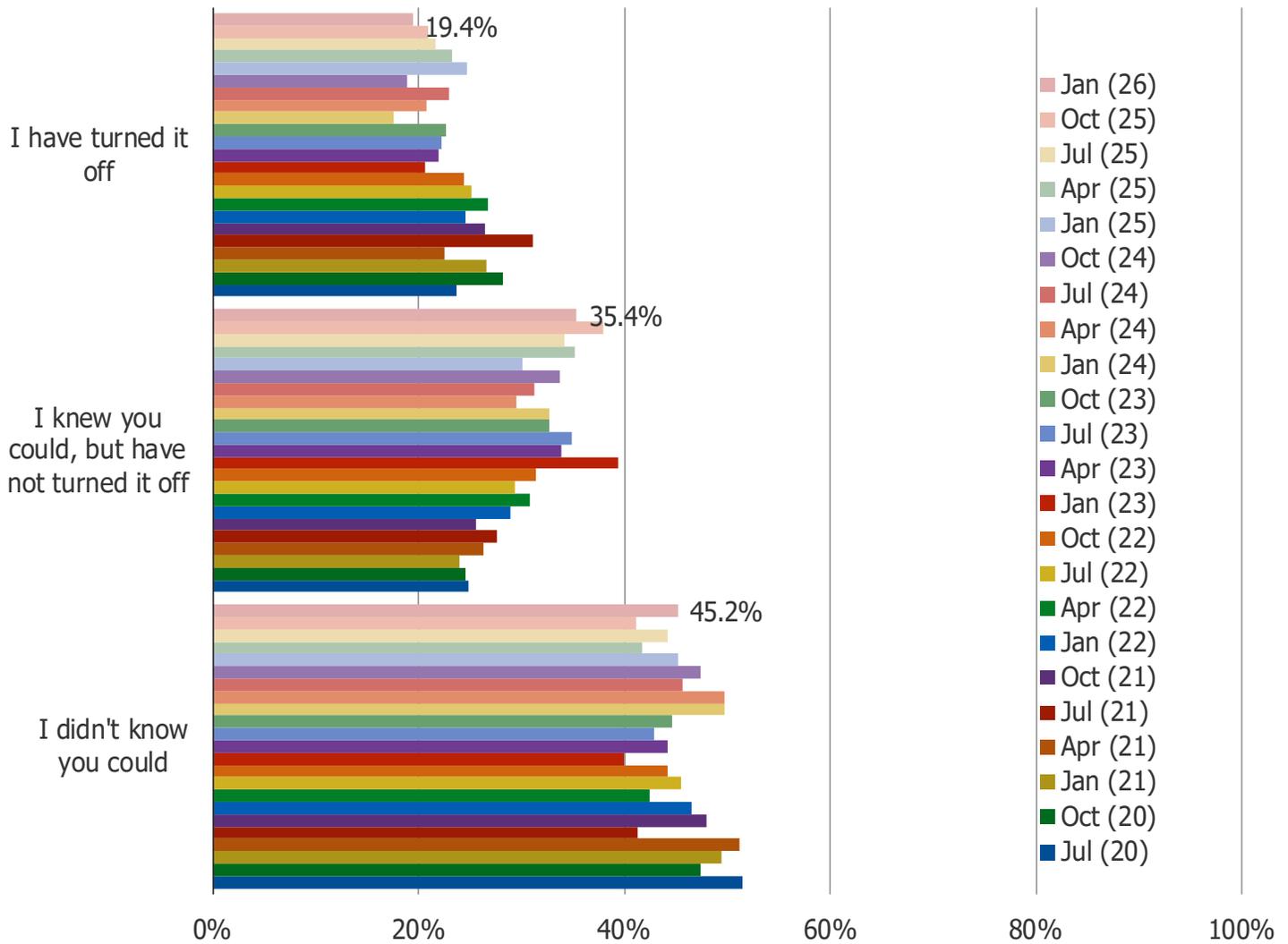
HAVE YOU ADJUSTED YOUR PRIVACY SETTINGS ON FACEBOOK TO PREVENT THEM FROM TRACKING YOUR ACTIVITY ON OTHER SITES (IE, "OFF FACEBOOK ACTIVITY")?

Posed to Facebook users.



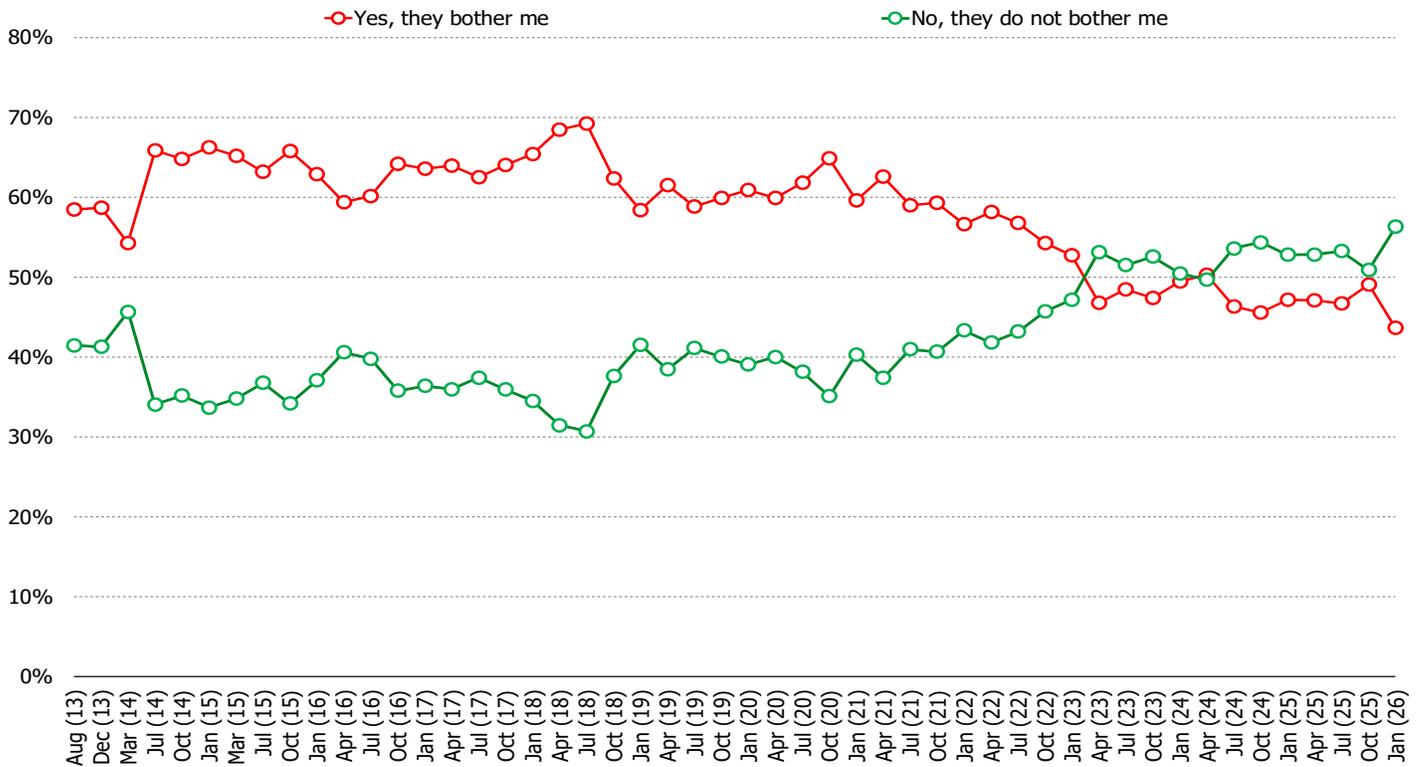
HAVE YOU GONE INTO AD CONTROLS TO TURN OFF “ADS BASED ON DATA FROM PARTNERS”?

Posed to Facebook users.



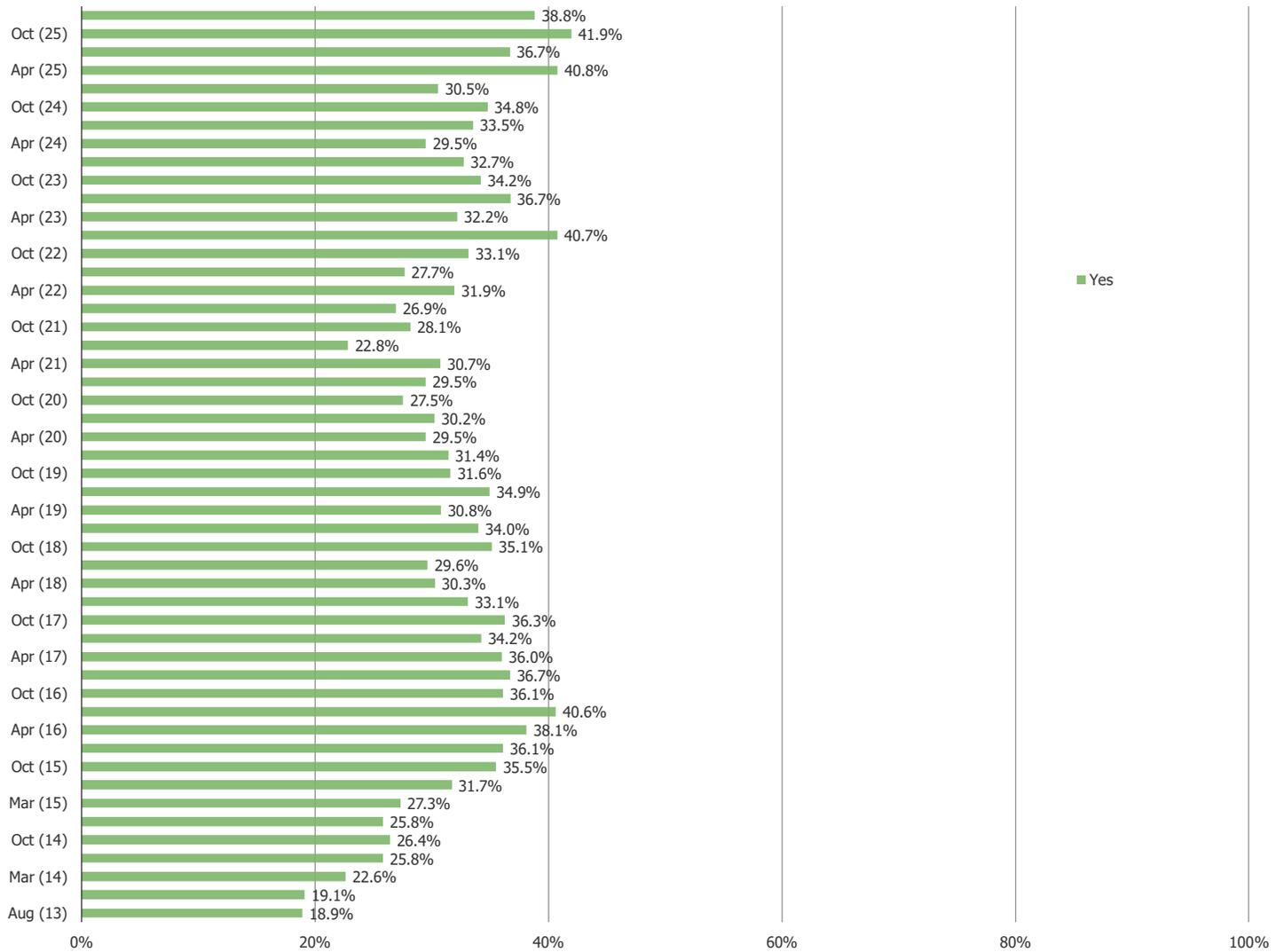
FACEBOOK ACCOUNT HOLDERS – DO ADS IN YOUR NEWSFEED BOTHER YOU?

Posed to Facebook account holders.



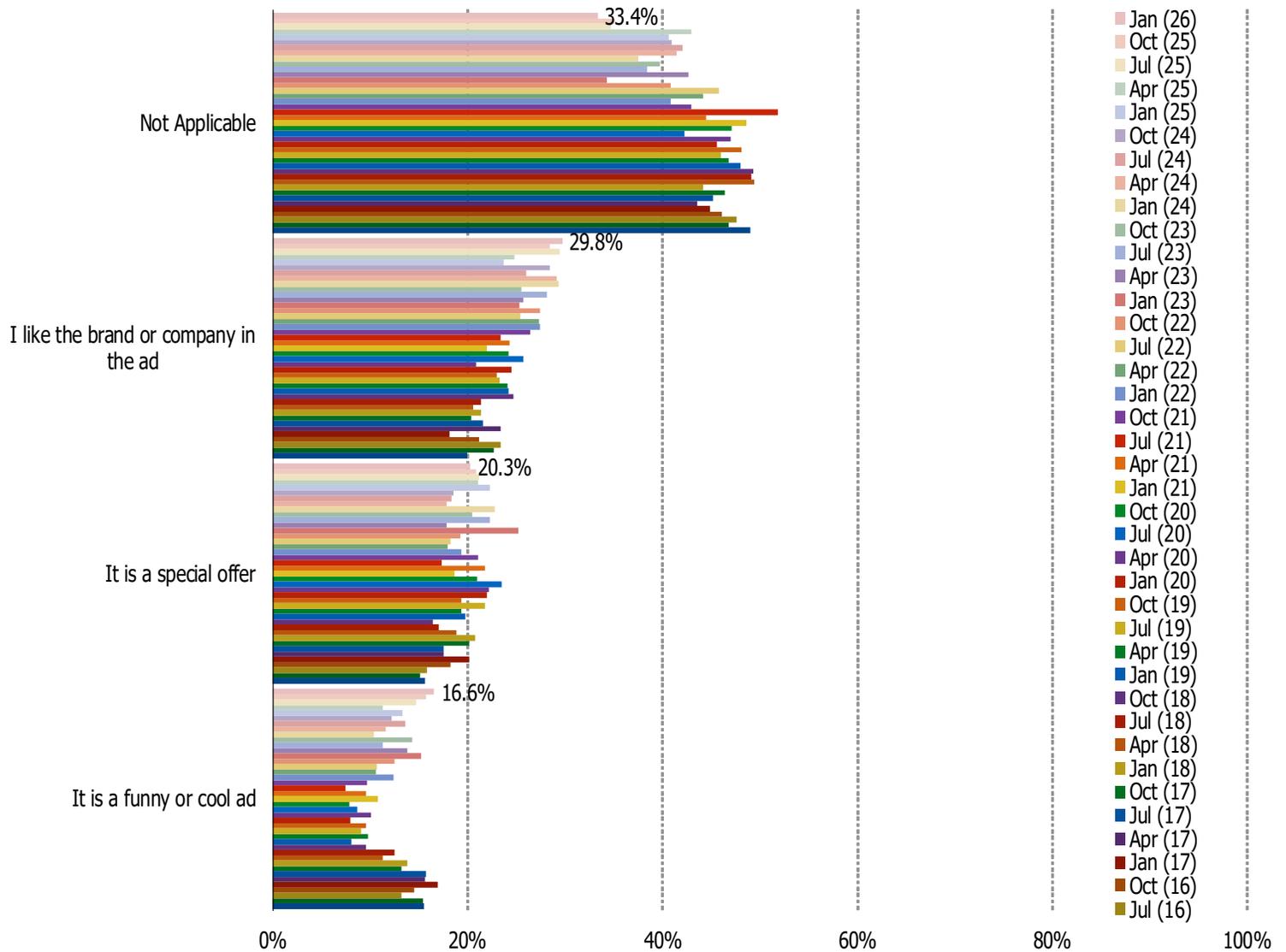
FACEBOOK ACCOUNT HOLDERS – HAVE YOU NOTICED IMPROVEMENT IN THE QUALITY AND RELEVANCE OF THE ADS THAT APPEAR IN YOUR FACEBOOK NEWS FEED?

Posed to Facebook account holders.



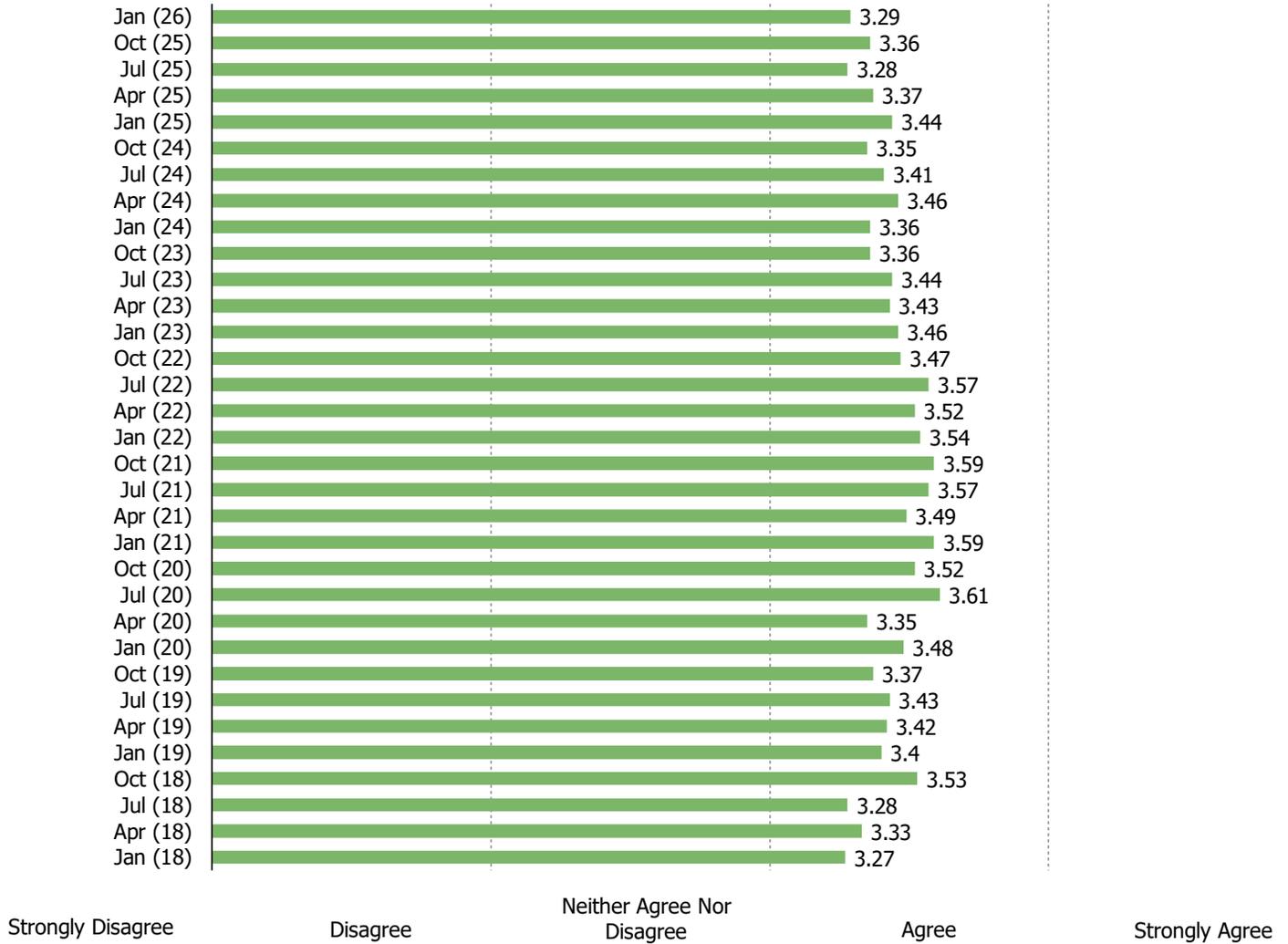
WHEN YOU CLICK ON AN ADVERTISEMENT WHILE ON FACEBOOK, WHAT IS USUALLY THE REASON FOR WHY YOU CLICKED ON THE ADVERTISEMENT?

Posed to Facebook account holders.



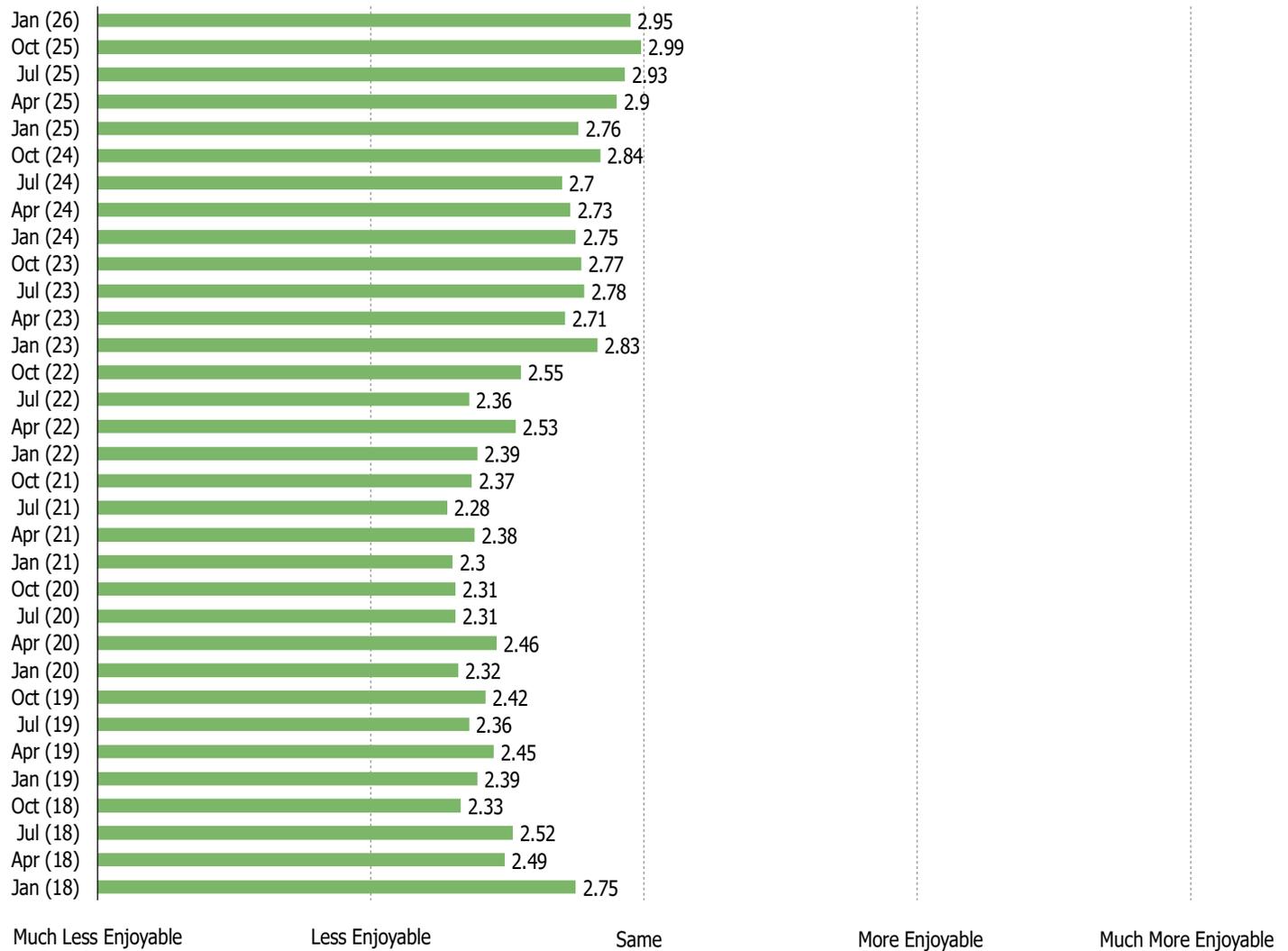
HOW MUCH DO YOU AGREE WITH THE FOLLOWING: "FACEBOOK HAS BECOME LESS SOCIAL OVER TIME."

Posed to Facebook users.



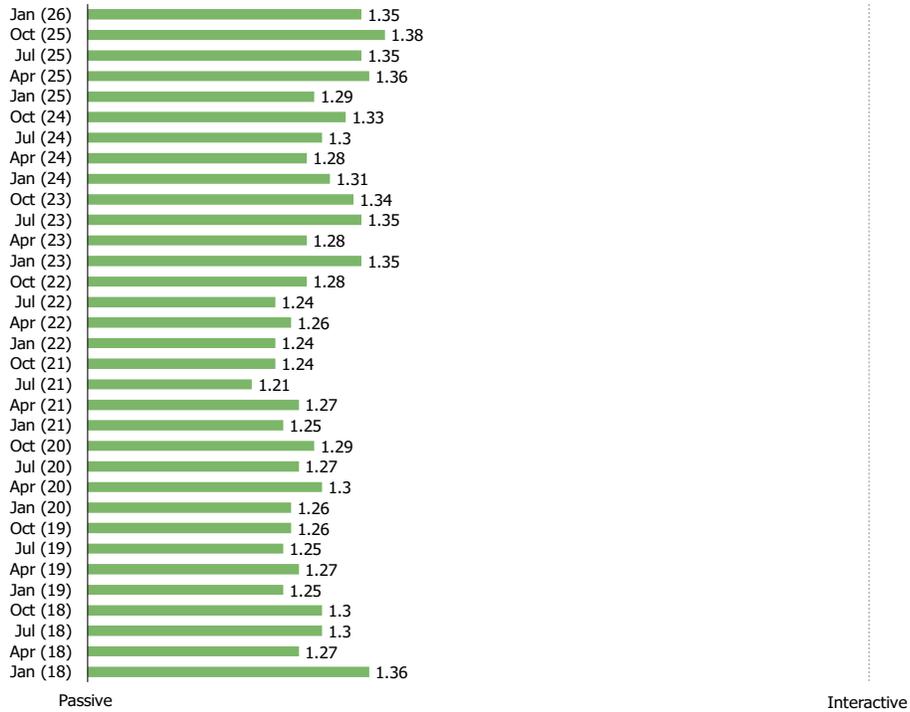
FACEBOOK USERS – IN GENERAL, WOULD YOU SAY FACEBOOK HAS GOTTEN MORE OR LESS ENJOYABLE OVER-TIME?

Posed to Facebook users.



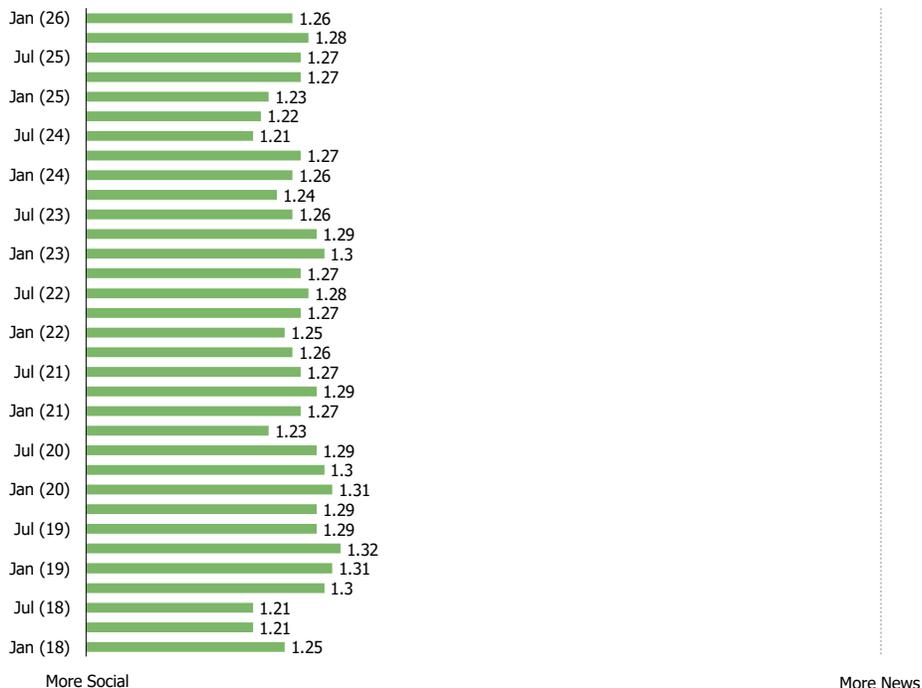
WOULD YOU DESCRIBE YOUR USAGE OF FACEBOOK AS BEING MORE INTERACTIVE OR PASSIVE?

Posed to Facebook users.



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

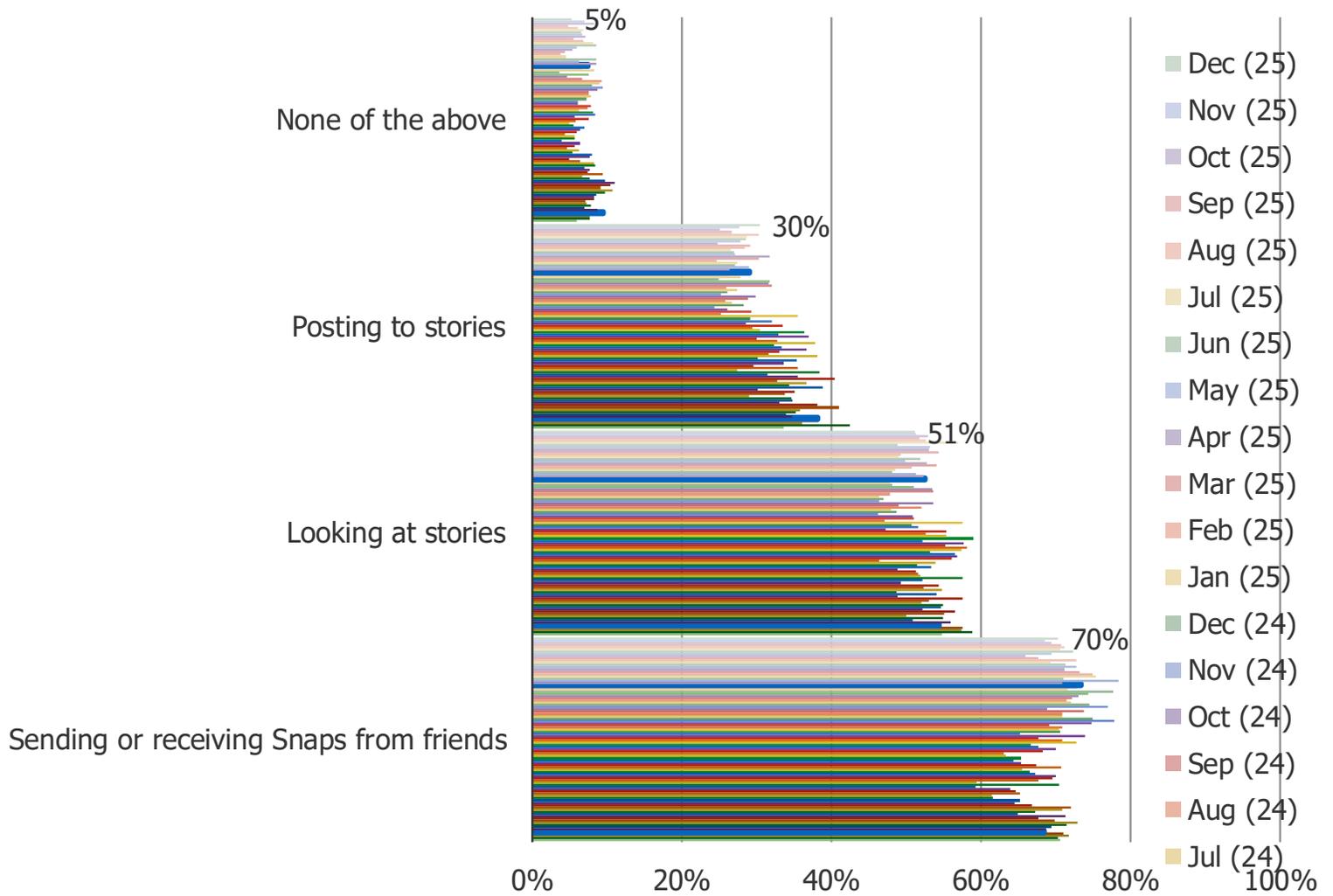
Posed to Facebook users.



SNAPCHAT USER FEEDBACK

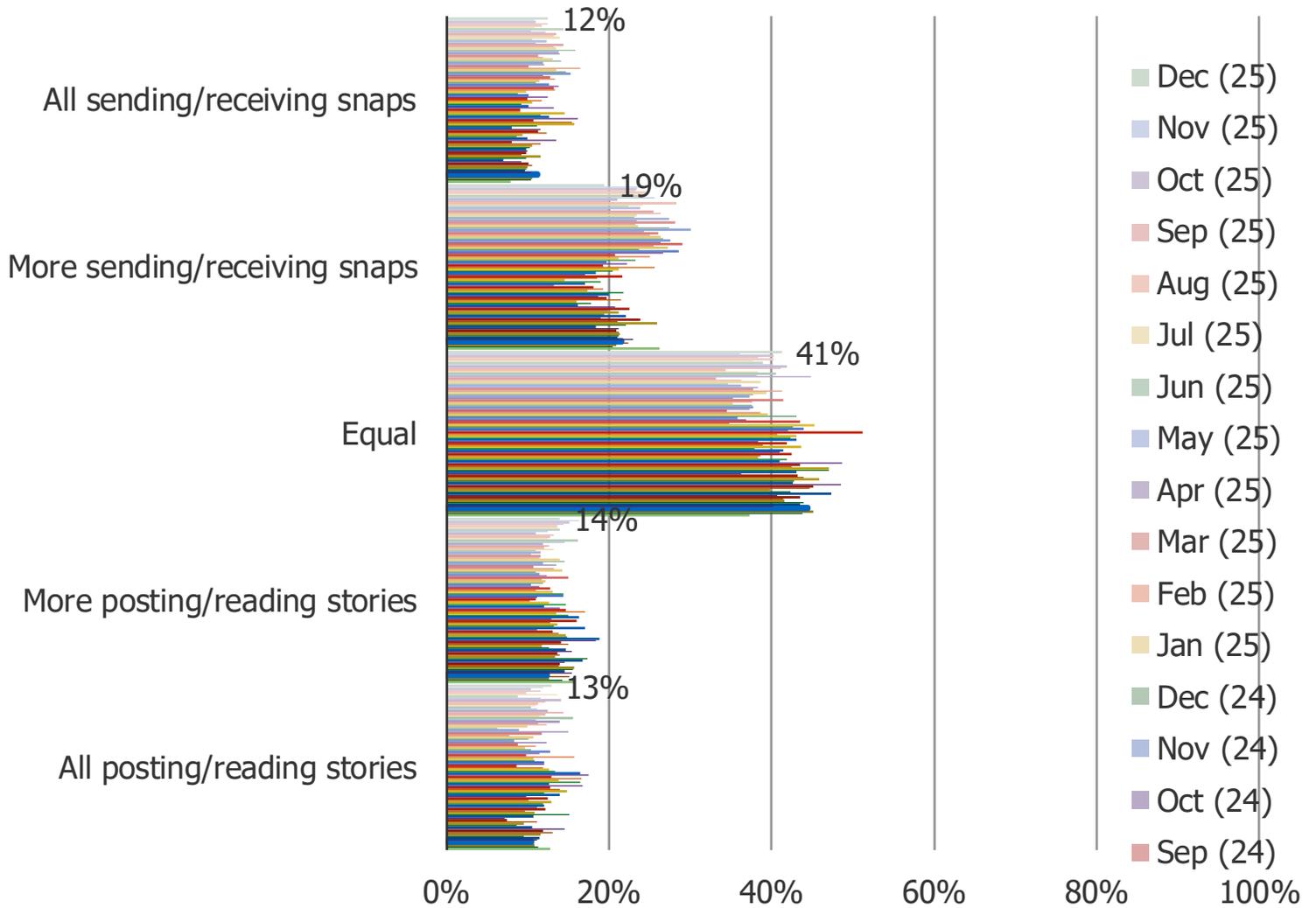
I USE SNAPCHAT FOR

Posed to Snapchat users.



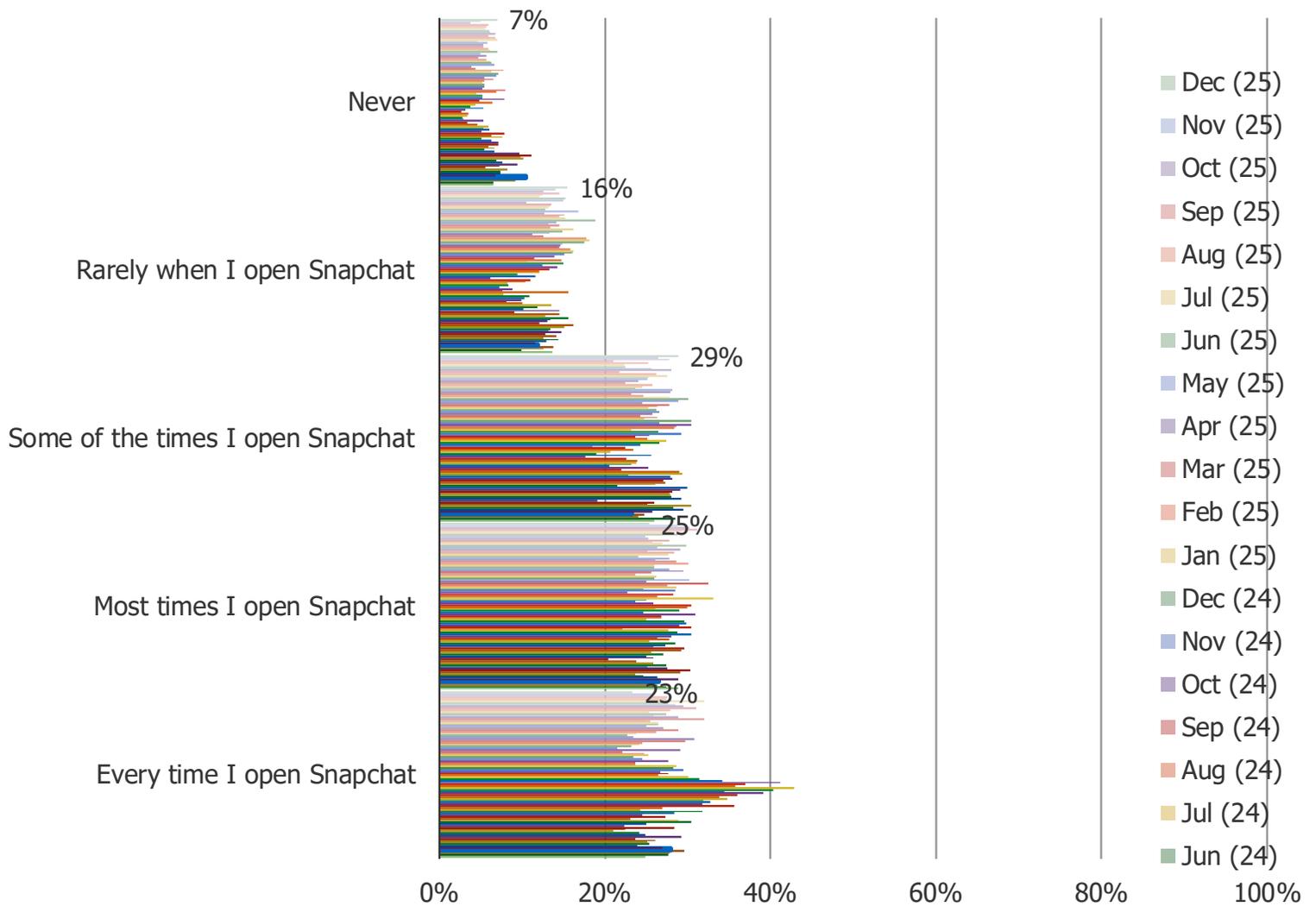
PLEASE ESTIMATE HOW YOU SPEND YOUR TIME ON SNAPCHAT.

Posed to Snapchat users.



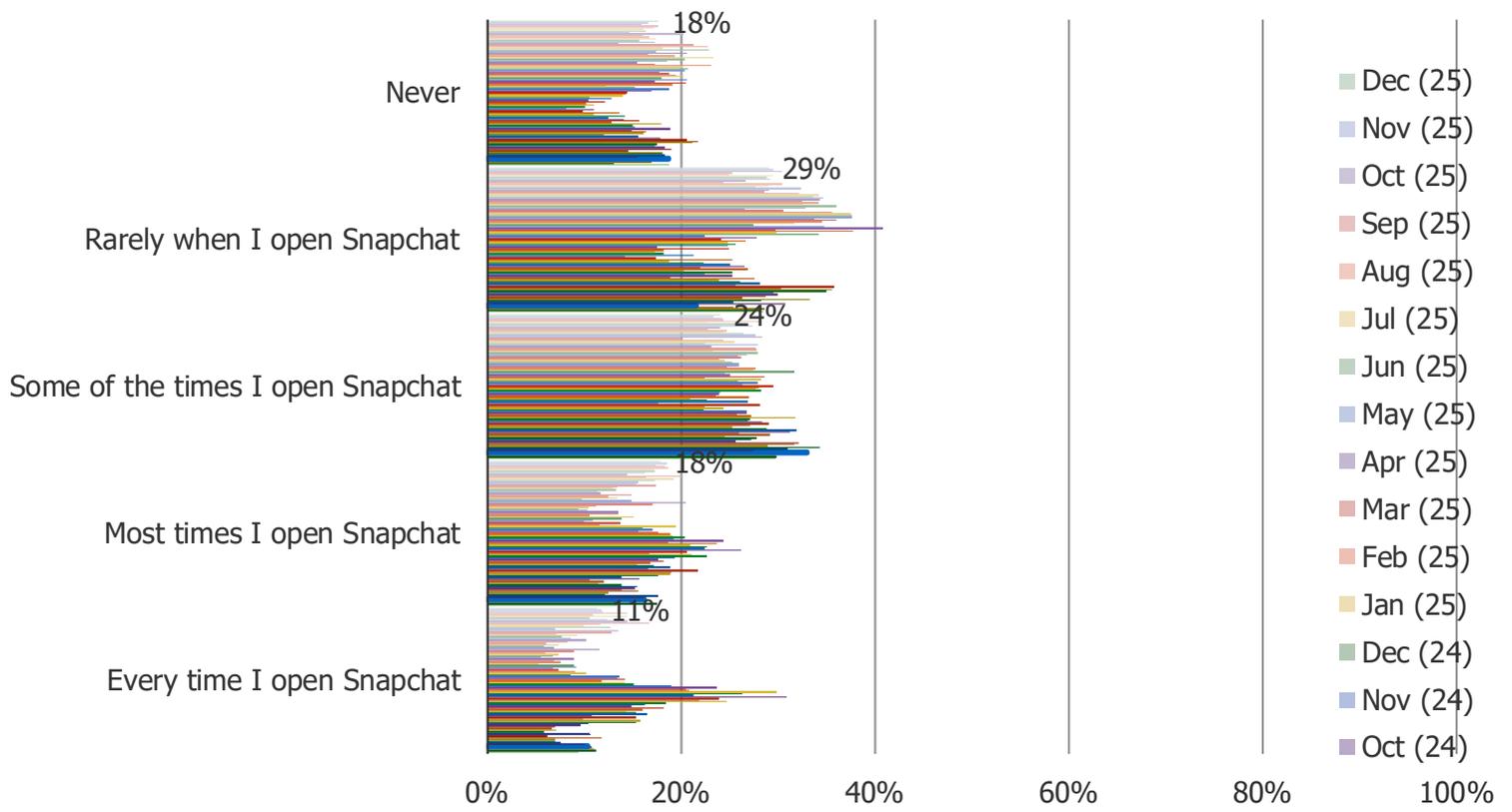
I VIEW SNAPCHAT STORIES:

Posed to Snapchat users.



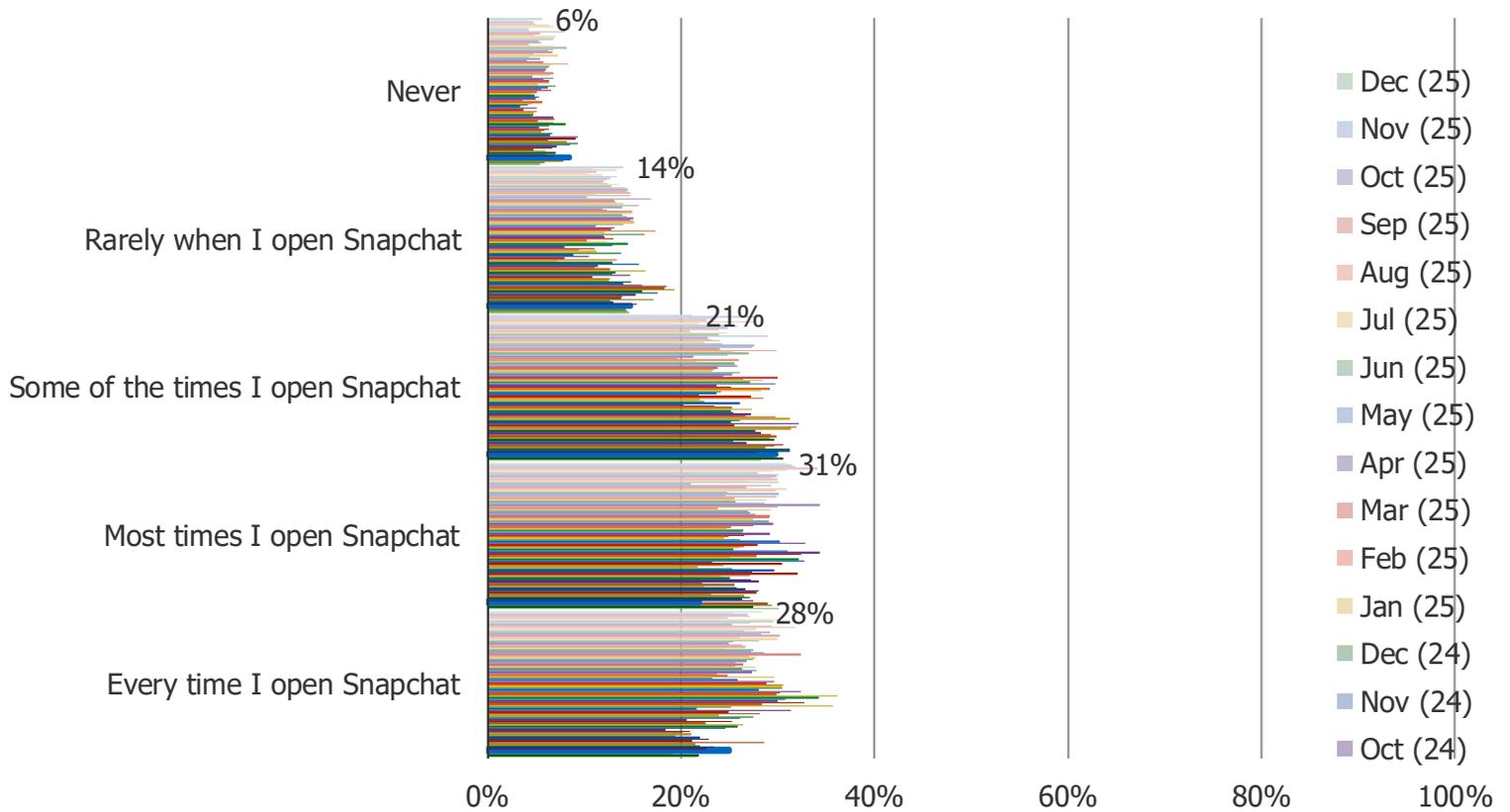
I POST TO SNAPCHAT STORIES:

Posed to Snapchat users.



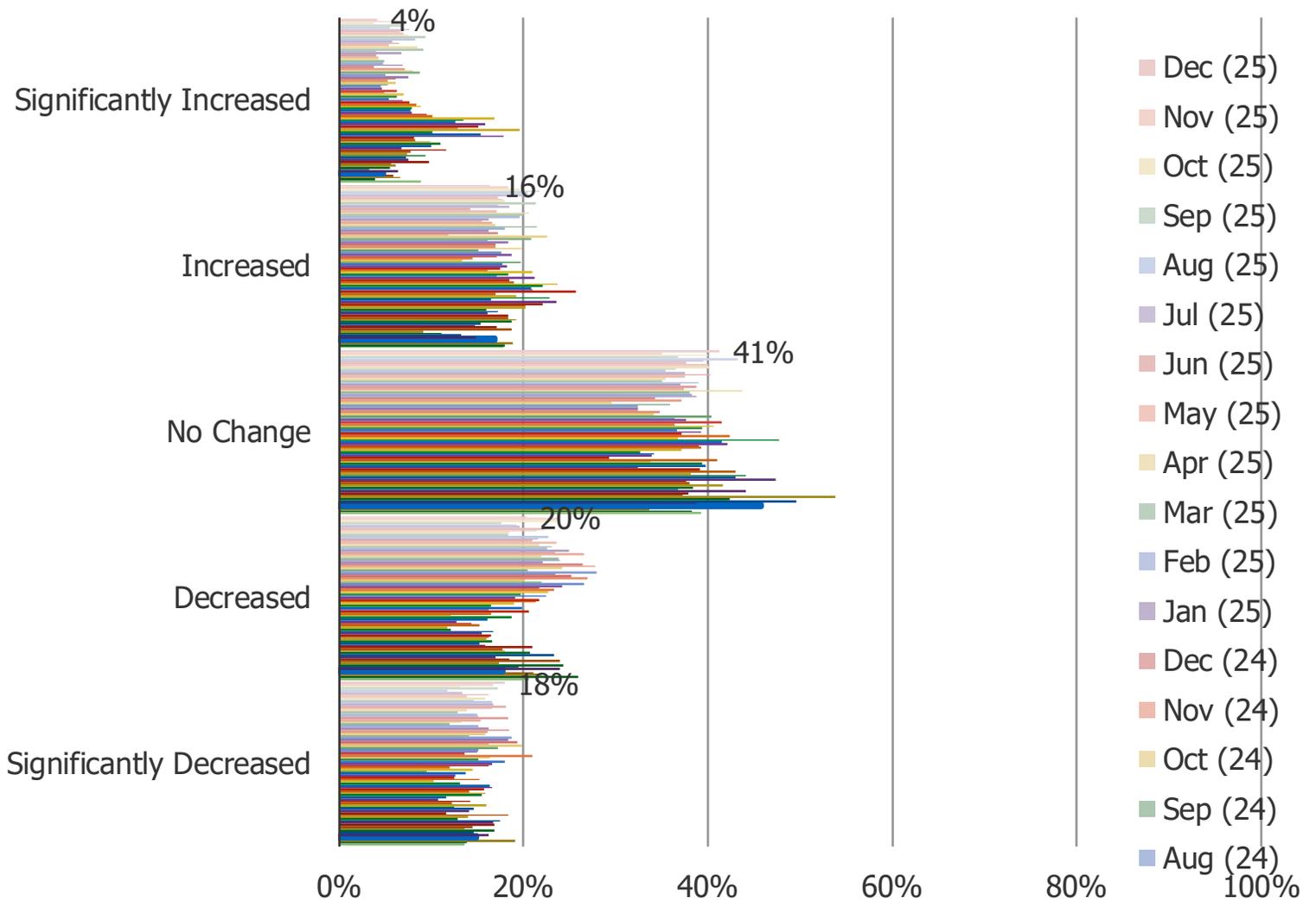
I SEND/RECEIVE SNAPS:

Posed to Snapchat users.



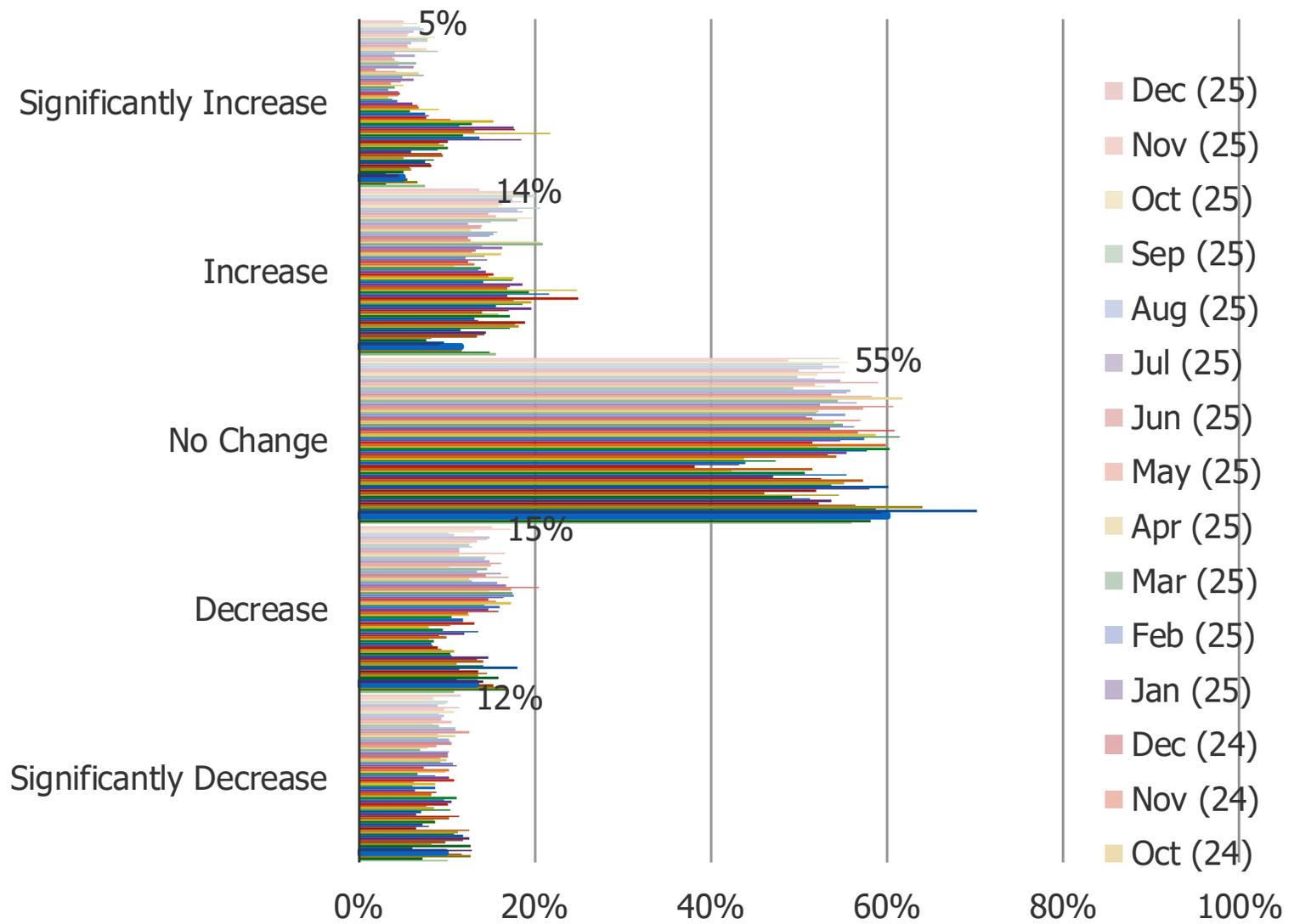
HAS THE AVERAGE TIME YOU CURRENTLY SPEND ON SNAPCHAT PER DAY INCREASED OR DECREASED COMPARED TO 6-12 MONTHS AGO?

Posed to Snapchat users.



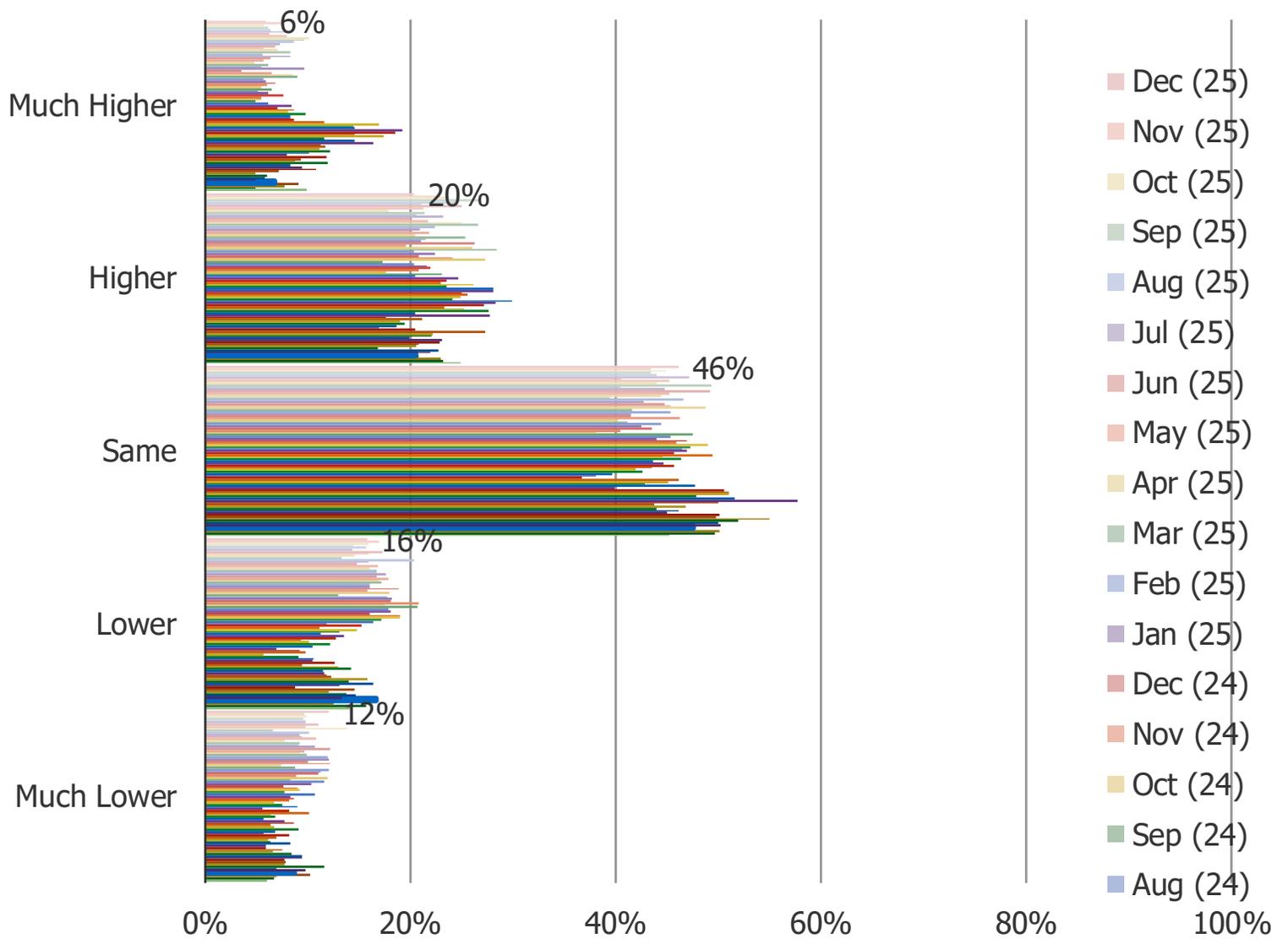
DO YOU EXPECT THE AVERAGE TIME YOU SPEND PER DAY ON SNAPCHAT PER DAY TO INCREASE OR DECREASE GOING FORWARD?

Posed to Snapchat users.



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

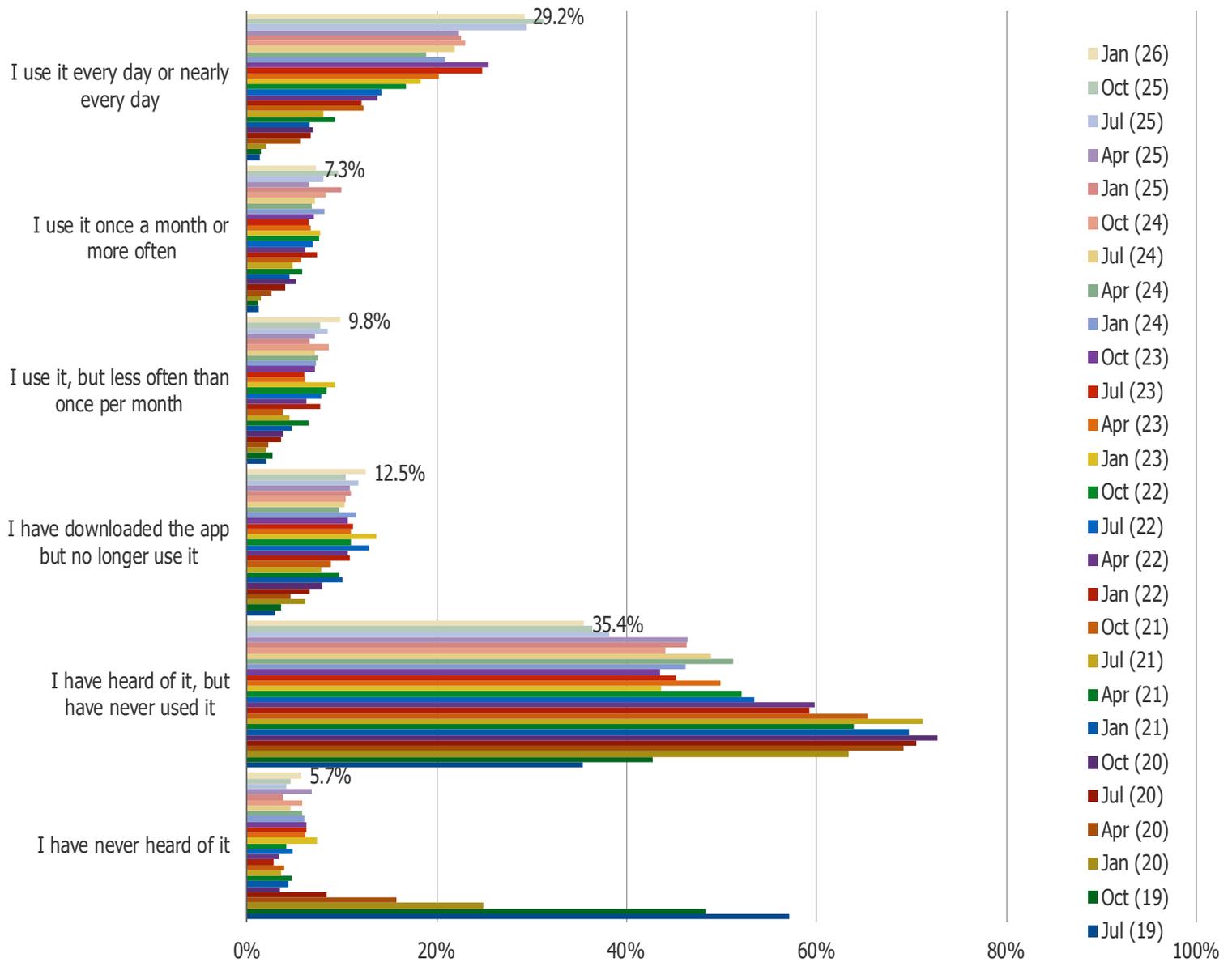
Posed to Snapchat users.



TIKTOK DEEP DIVE

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

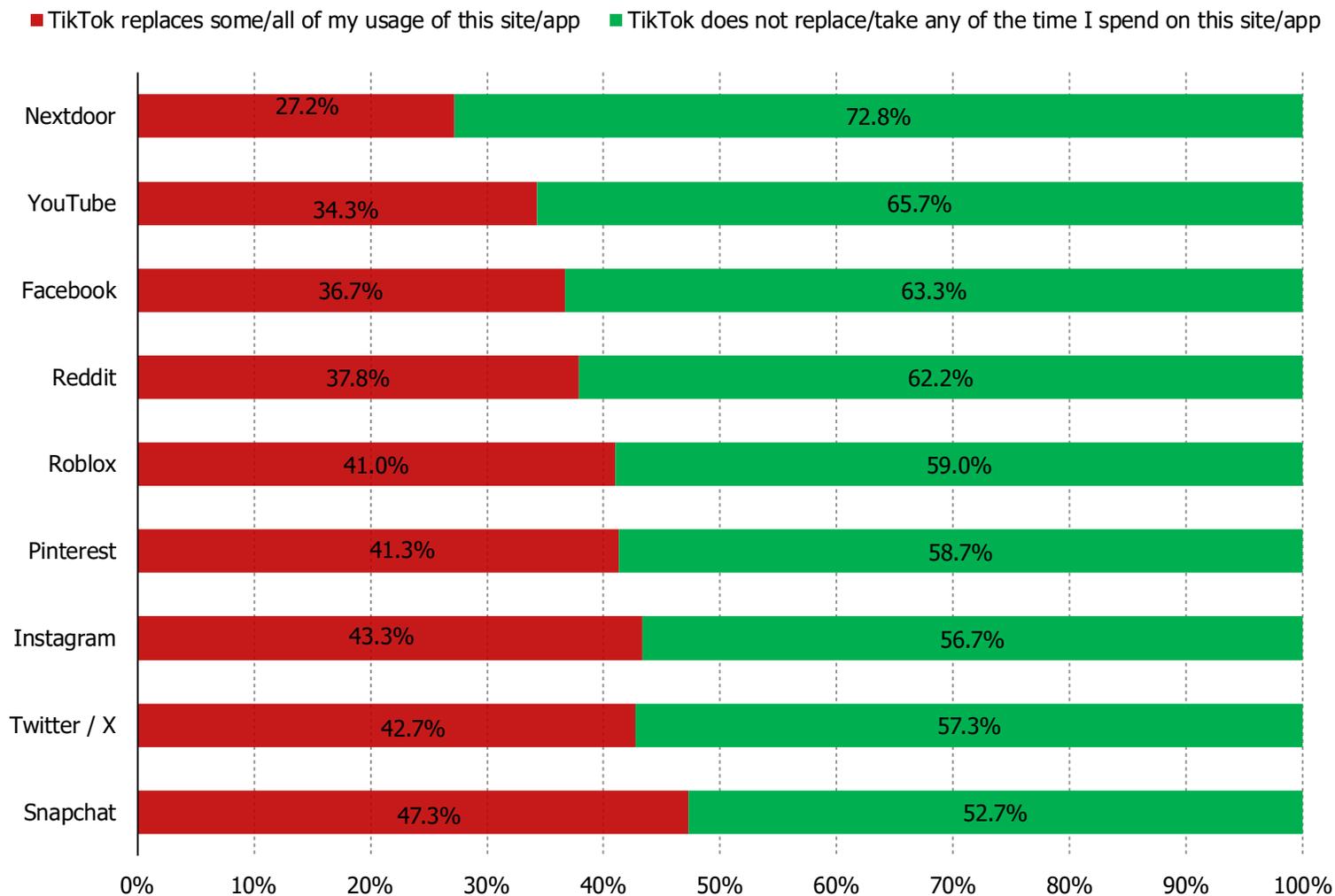
Posed to all respondents



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.

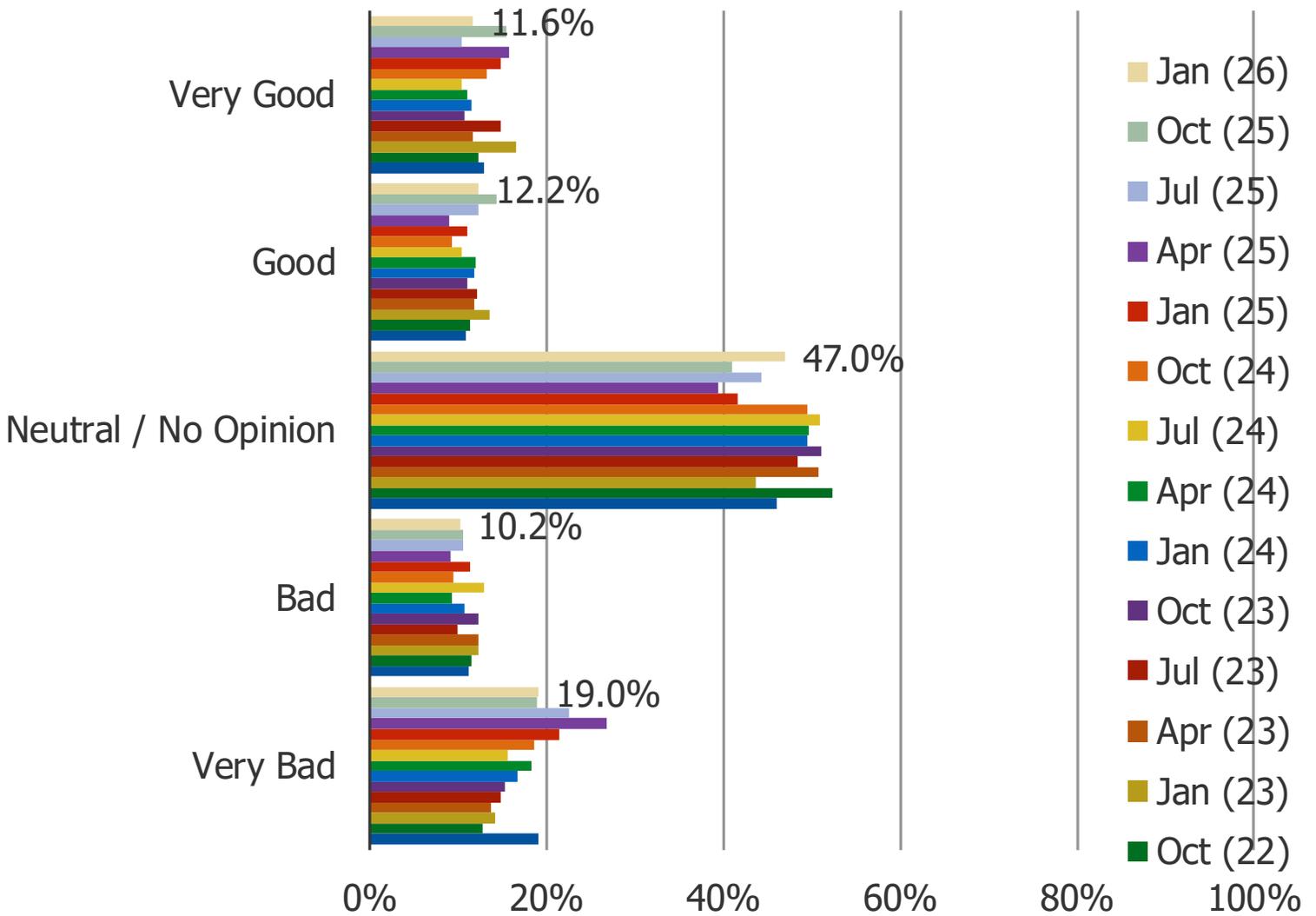
January 2026



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.

2. Qualitative Sentiment: "Why do they feel that way?"

The reasons for these opinions were categorized from the open-ended responses.

Positive Sentiment (Good / Very Good)

- **Free Speech:** The most common driver for positive sentiment (15.4% for "Very Good" users). Supporters view Musk as a defender of the First Amendment and anti-censorship.
- **Business Capability:** Supporters cite his success with Tesla and SpaceX, believing his "genius" and wealth will improve the platform (approx. 7% of positive responses).
- **Platform Improvement:** About 6% believe he is cleaning up bots and fixing long-standing issues with the app's functionality.

Negative Sentiment (Bad / Very Bad)

- **Chaos & Toxicity:** Critics cite an increase in hate speech, misinformation, and a generally "toxic" environment since the takeover (6% of "Very Bad" responses).
- **Political Bias:** Concerns that the platform has become a "political megaphone" or biased toward specific partisan ideologies (approx. 3%).
- **Billionaire Control:** Discomfort with a single wealthy individual having total control over a major global communication channel (approx. 4%).

Neutral Sentiment

- **No Impact:** The vast majority of neutral respondents (9.3%) state they have noticed "no difference" in their daily usage or simply "don't care" about the ownership.

IN YOUR OPINION, IS IT GOOD OR BAD THAT ELON MUSK OWNS TWITTER?

This question was posed to all respondents with filtered analysis of Twitter users.

October 2025

