

BESPOKE SURVEYS

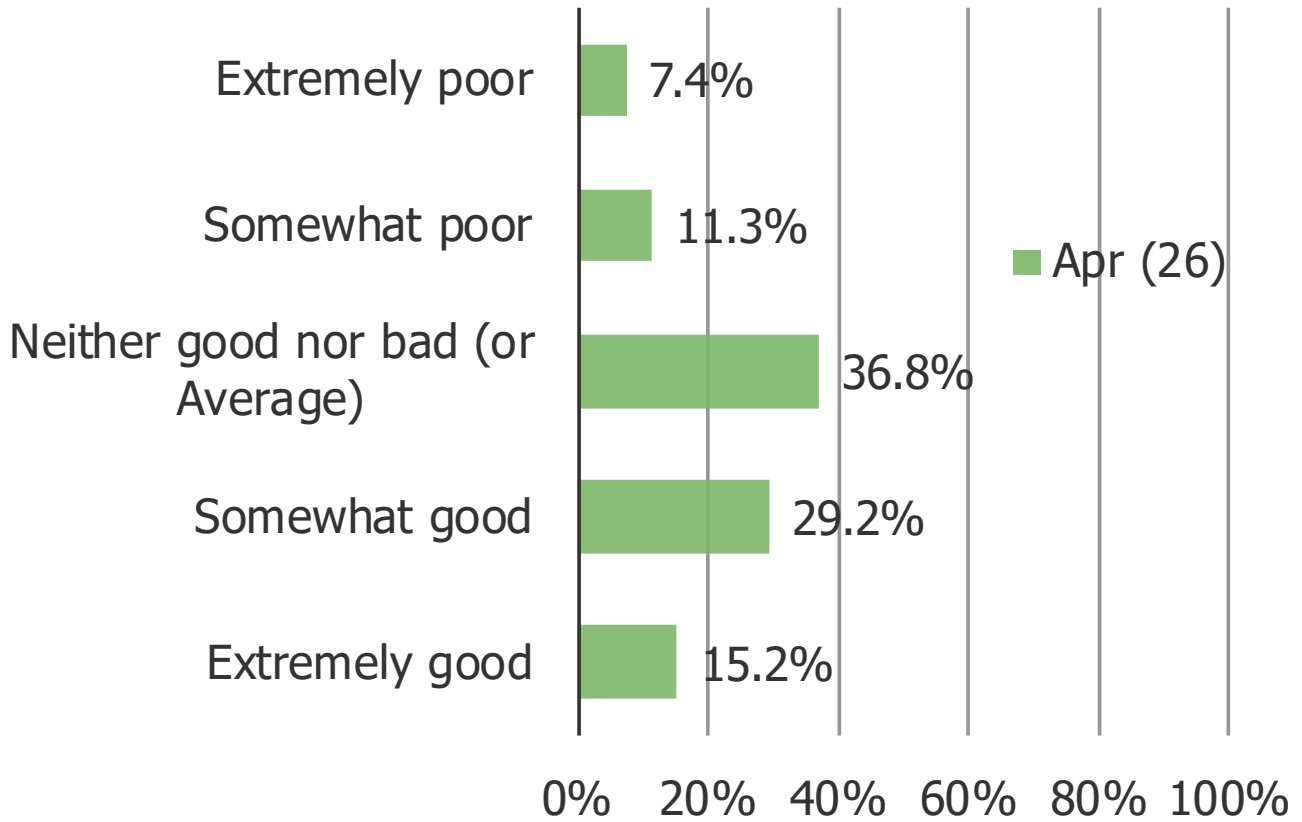
Social Media Consumers, Vol 51

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

RECENTLY ADDED QUESTIONS

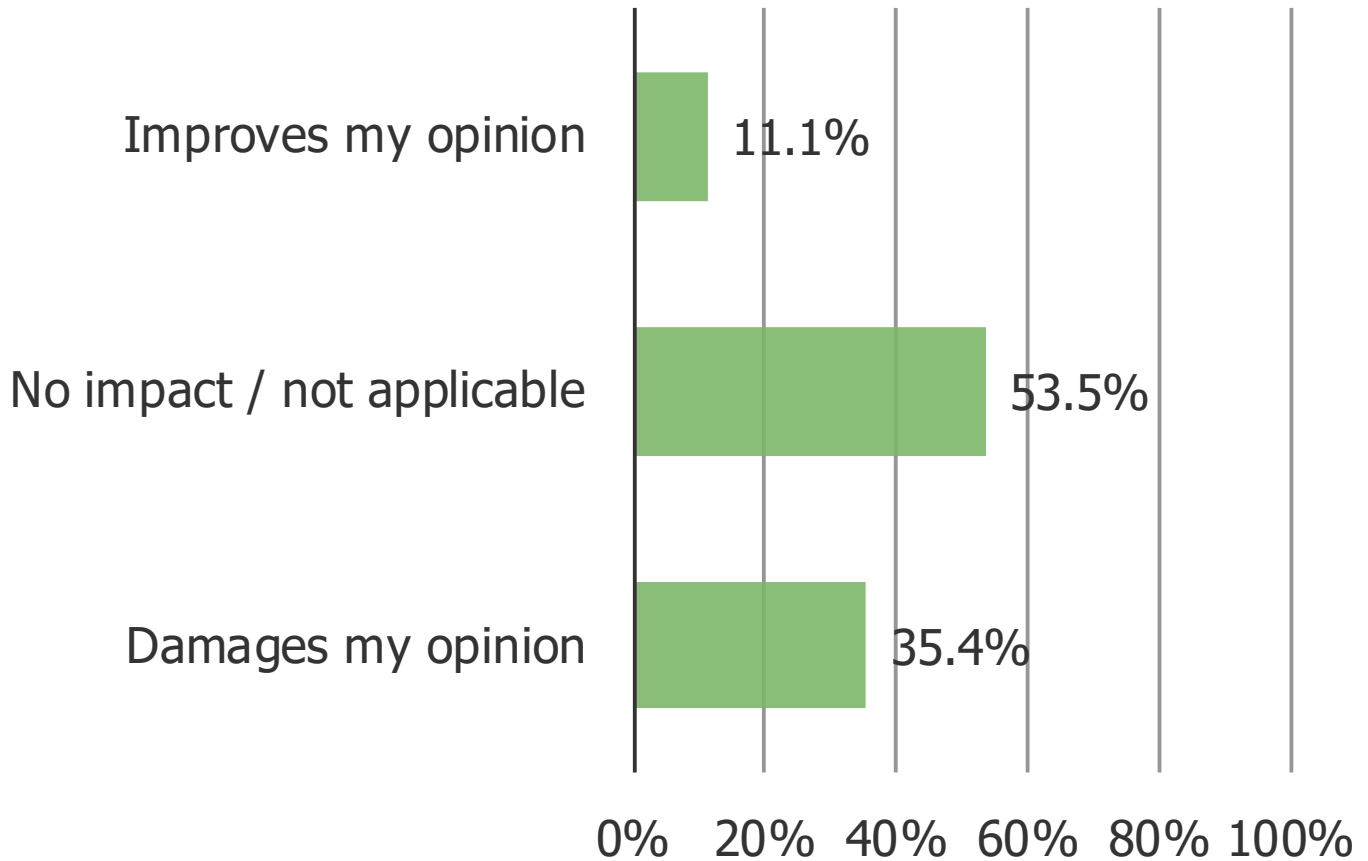
HOW GOOD DO YOU THINK YOU ARE AT TELLING THE DIFFERENCE BETWEEN REAL VIDEOS AND AI GENERATED VIDEOS?

Posed to all respondents.



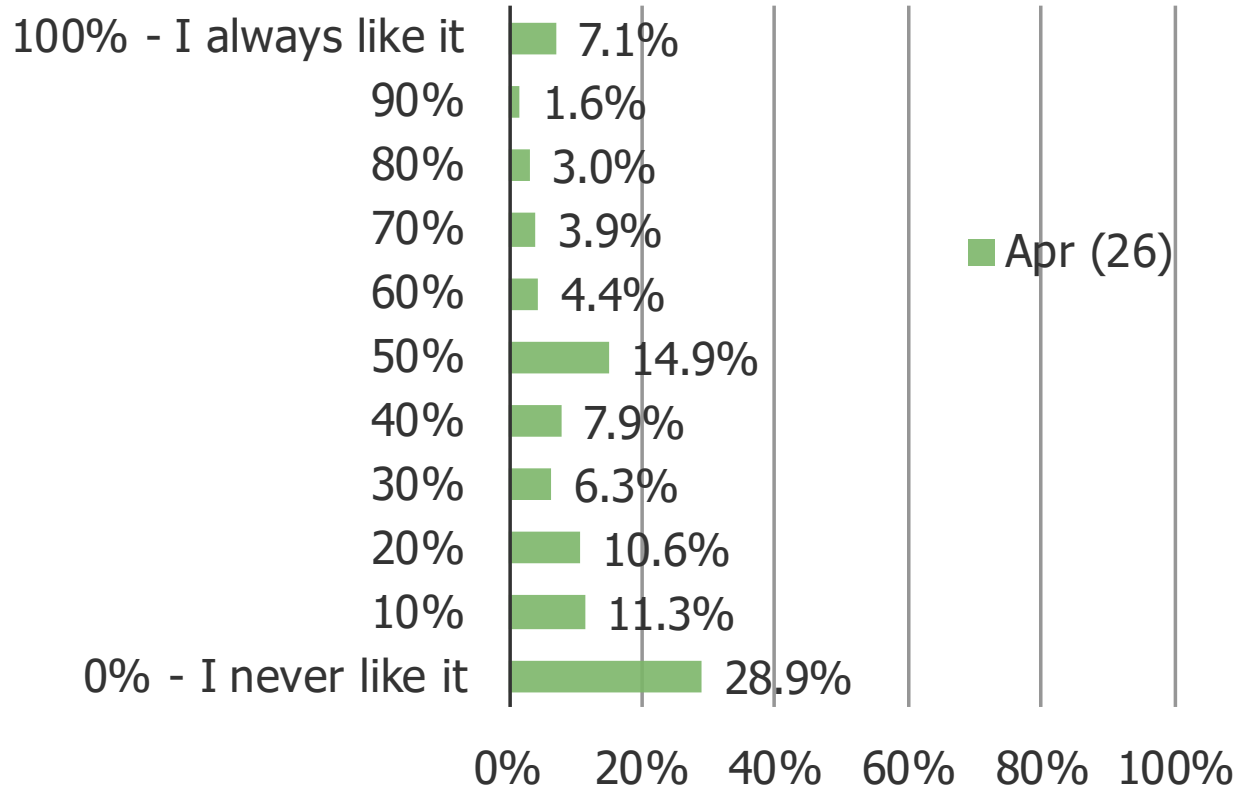
WHEN YOU SEE AN AD FOR A WELL-KNOWN BRAND PLACED NEXT TO OR IMMEDIATELY FOLLOWING AN OBVIOUSLY AI-GENERATED, LOW-QUALITY VIDEO (AI SLOP), HOW DOES IT AFFECT YOUR PERCEPTION OF THE BRAND?

Posed to all respondents.



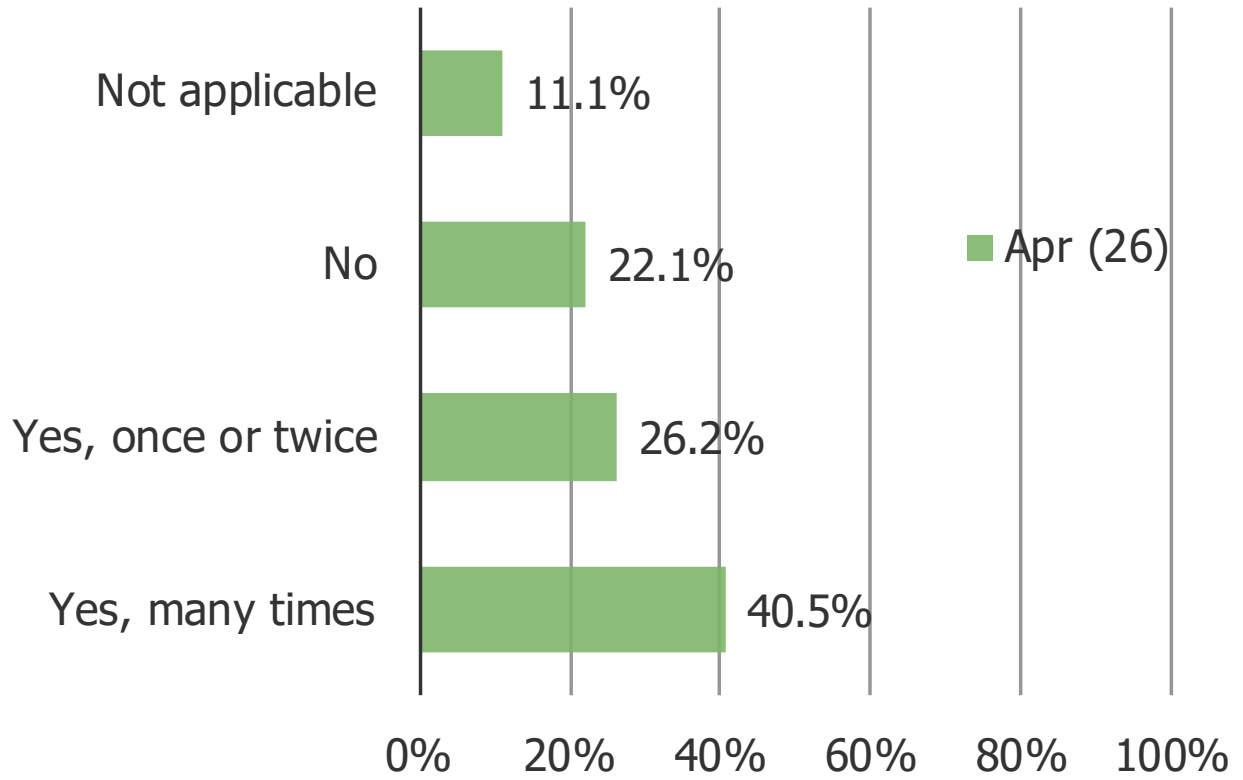
WHAT PERCENTAGE OF AI CONTENT YOU SEE ON YOUR SOCIAL MEDIA APPS DO YOU ENJOY SEEING/WATCHING?

Posed to all respondents.



HAVE YOU NOTICED AI GENERATED CONTENT ON SOCIAL MEDIA APPS IN THE PAST WEEK OR SO?

Posed to all respondents.



WHAT DID YOU DO WHEN YOU ENCOUNTERED THE AI GENERATED CONTENT?

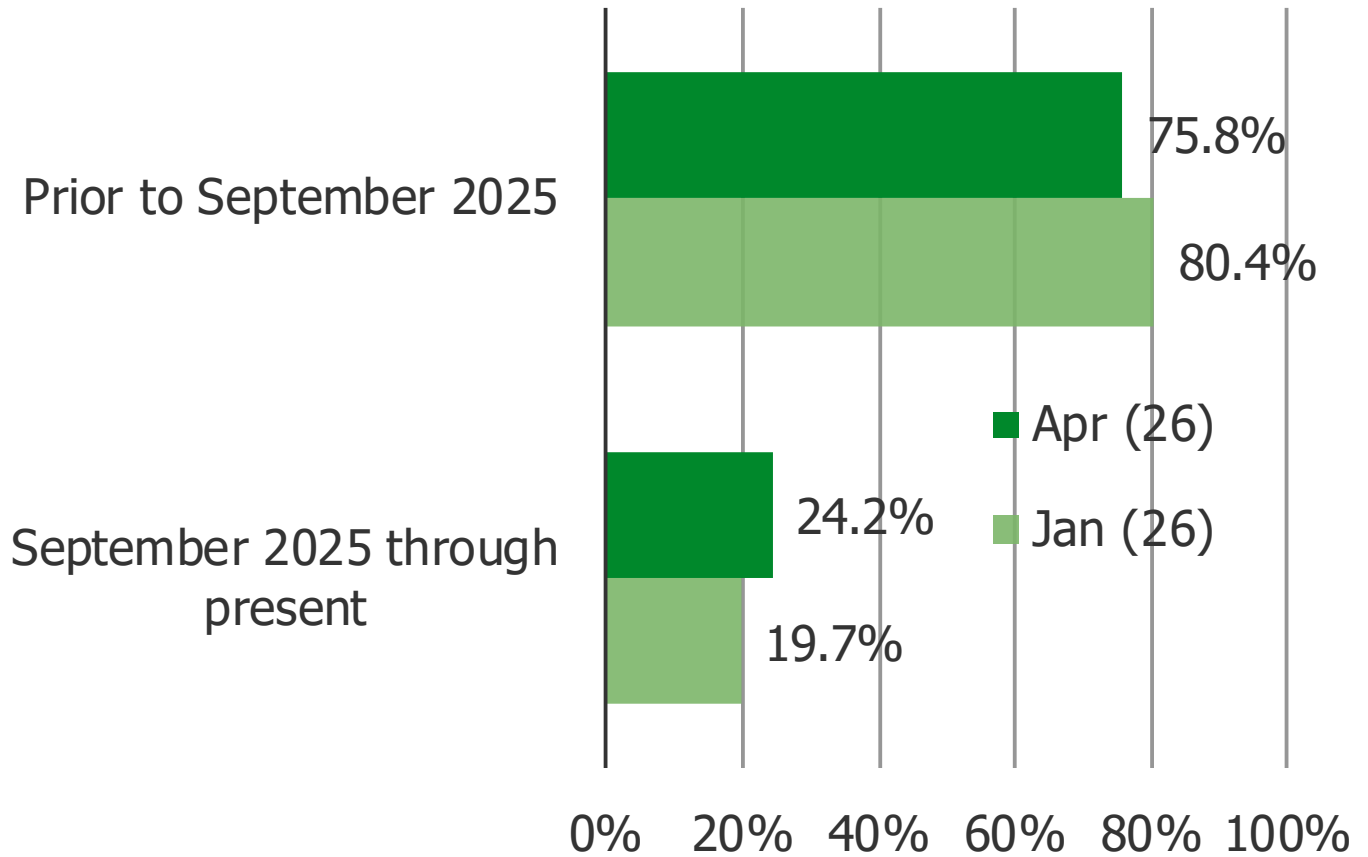
Posed to all respondents who have encountered AI generated content. (N=667)

Here is what users did when they realized content was AI-generated:

- **Ignored / Scrolled / Clicked Away:** 39.45% (e.g., "kept scrolling", "skipped past", "clicked off")
- **Engaged / Watched / Used:** 24.43% (e.g., "watched the whole thing", "laughed", "asked it a question")
- **Did Nothing / Indifferent:** 11.23% (e.g., "nothing", "didn't care", "no reaction")
- **Blocked / Disliked / Negative Reaction:** 5.77% (e.g., "reported it", "turned it off because it was stupid")
- **Evaluated / Checked Authenticity:** 5.77% (e.g., "looked closely to see if it was fake", "double-checked the facts")
- **Unsure / Don't Know:** 0.46% (e.g., "idk")
- **Other / Unclassified:** 12.90% (Meaningless entries like "Everything", "3", or "Math")

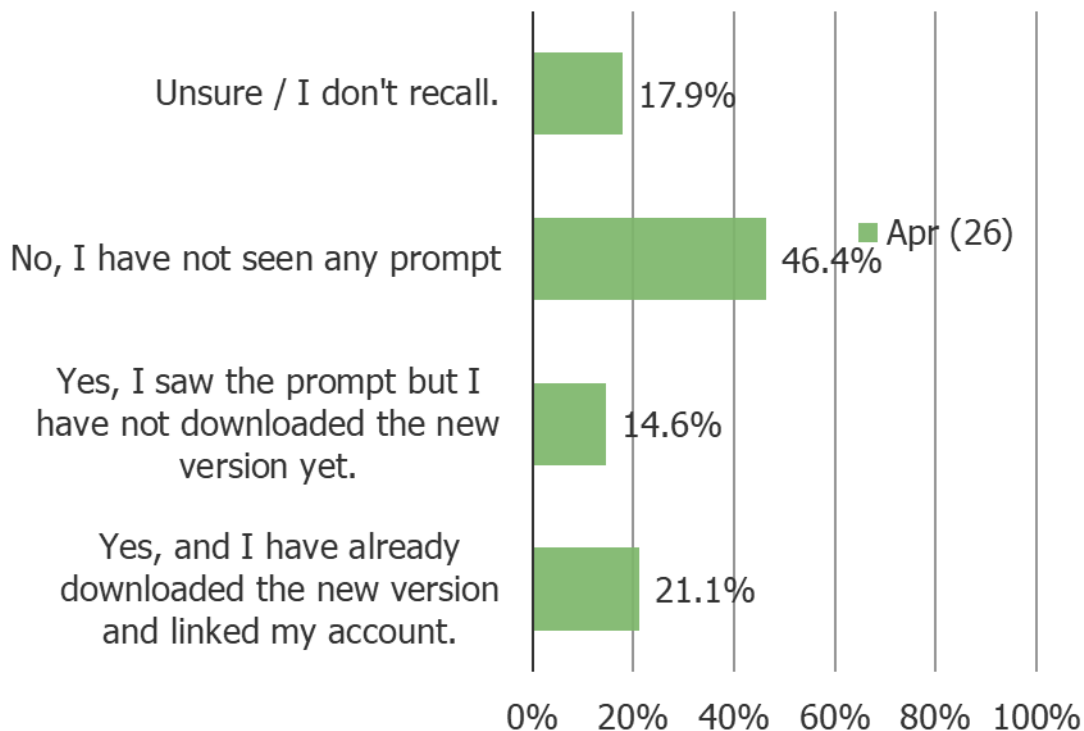
WHEN DID YOU DOWNLOAD TIKTOK FOR THE FIRST TIME?

Posed to all respondents who have downloaded TikTok. (N=446)



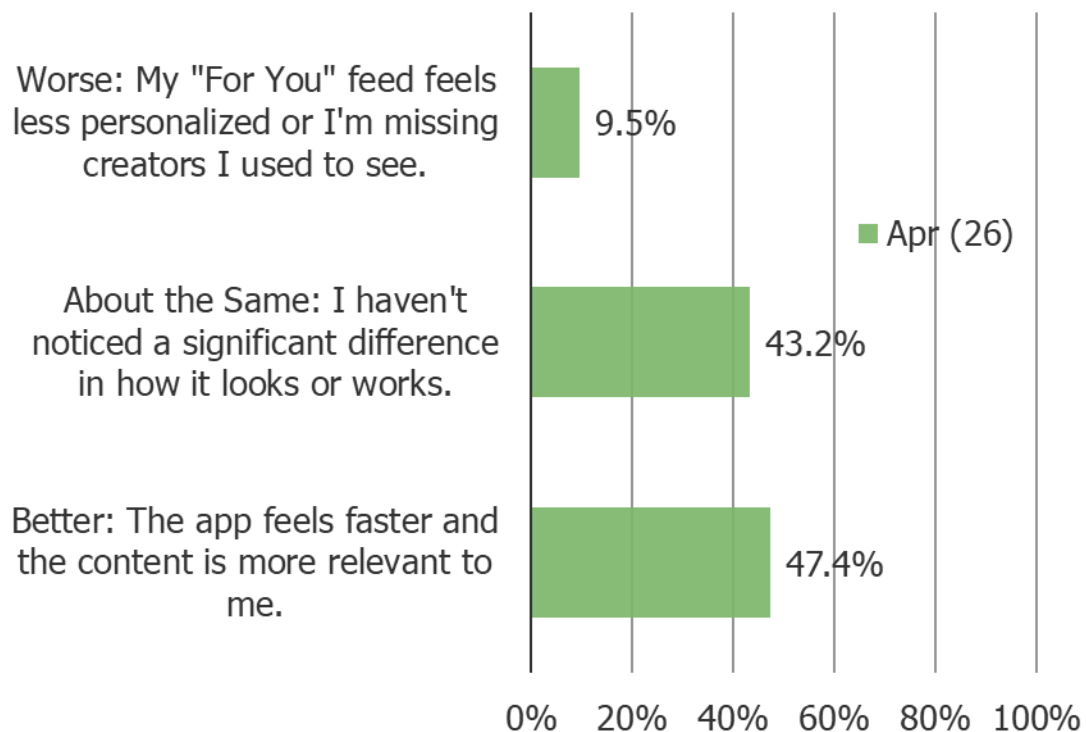
WHILE USING TIKTOK IN THE PAST FEW MONTHS, HAVE YOU SEEN A PROMPT OR "MIGRATION WIZARD" ASKING YOU TO DOWNLOAD A NEW U.S.-EXCLUSIVE VERSION OF THE APP TO LINK YOUR ACCOUNT?

Posed to all respondents who have downloaded TikTok. (N=446)



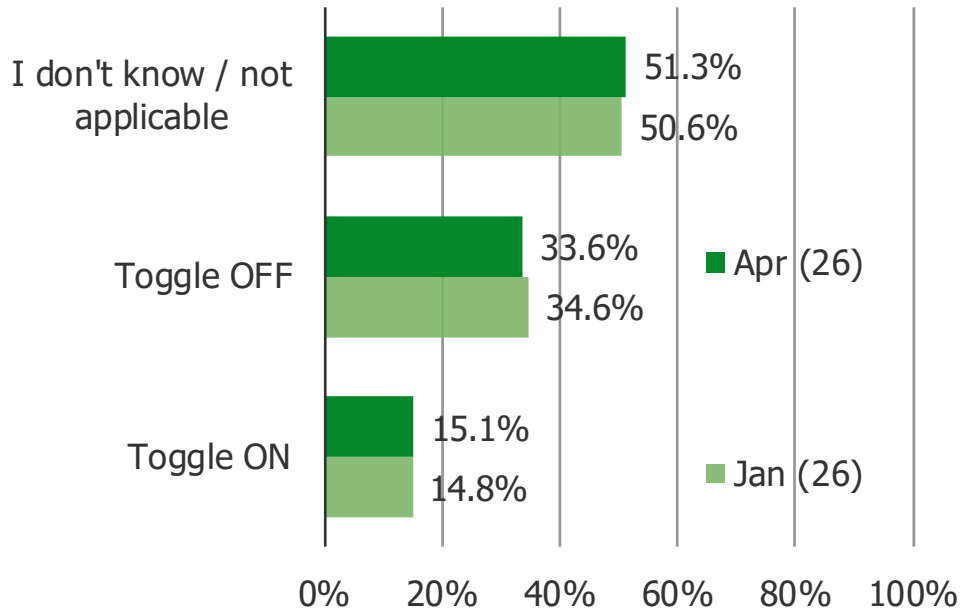
SINCE SWITCHING TO THE NEW VERSION OF TIKTOK, HOW WOULD YOU DESCRIBE YOUR EXPERIENCE COMPARED TO THE ORIGINAL APP?

Posed to all respondents who have switched to the new version of TikTok. (N=95)

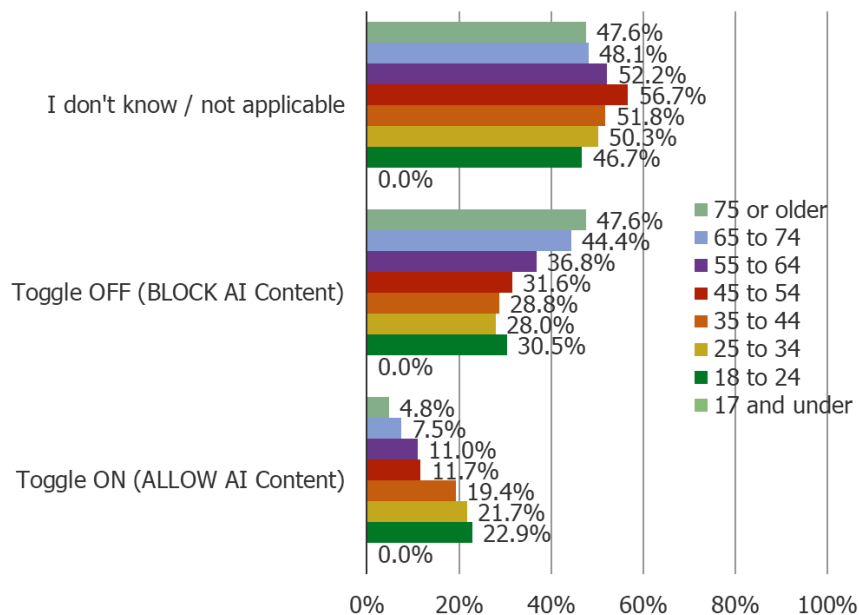


IF YOU COULD TOGGLE AN OPTION ON OR OFF TO EITHER ALLOW OR BLOCK AI CONTENT IN YOUR SOCIAL MEDIA FEEDS, WHICH WOULD YOU PICK?

Posed to all respondents.

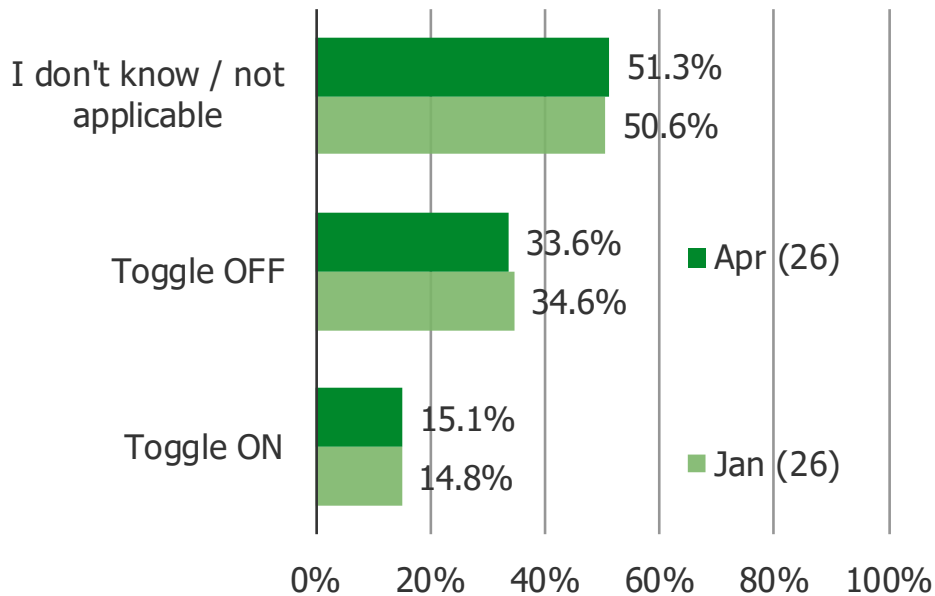


Cutting the data from the above chart by age...

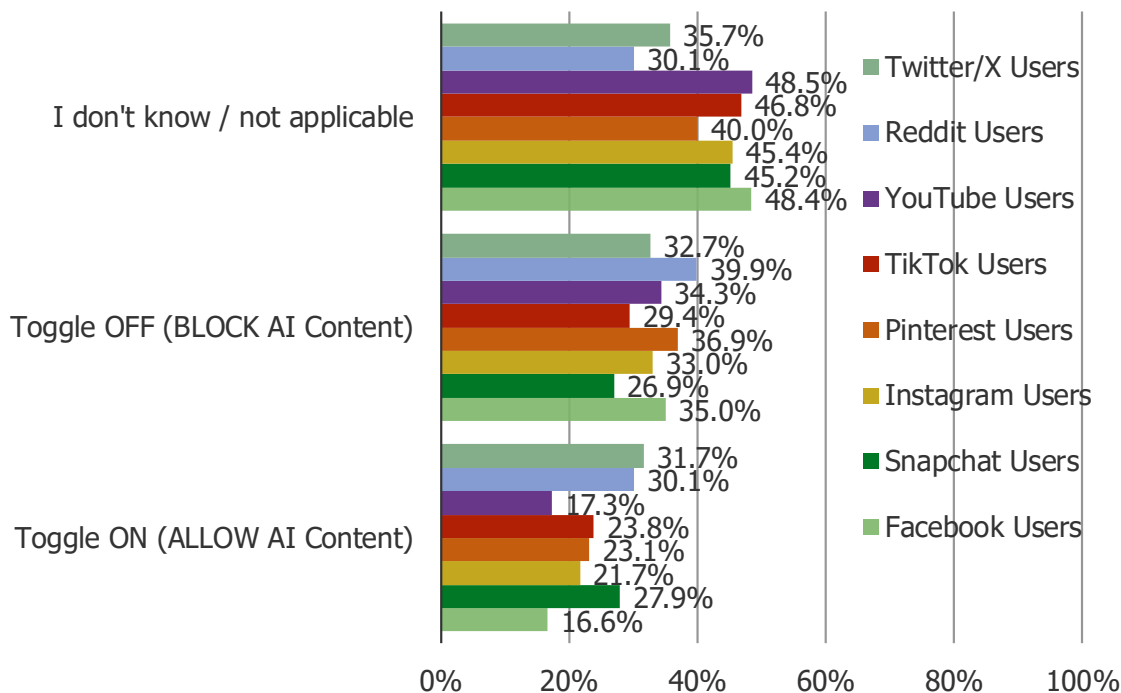


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Posed to all respondents.

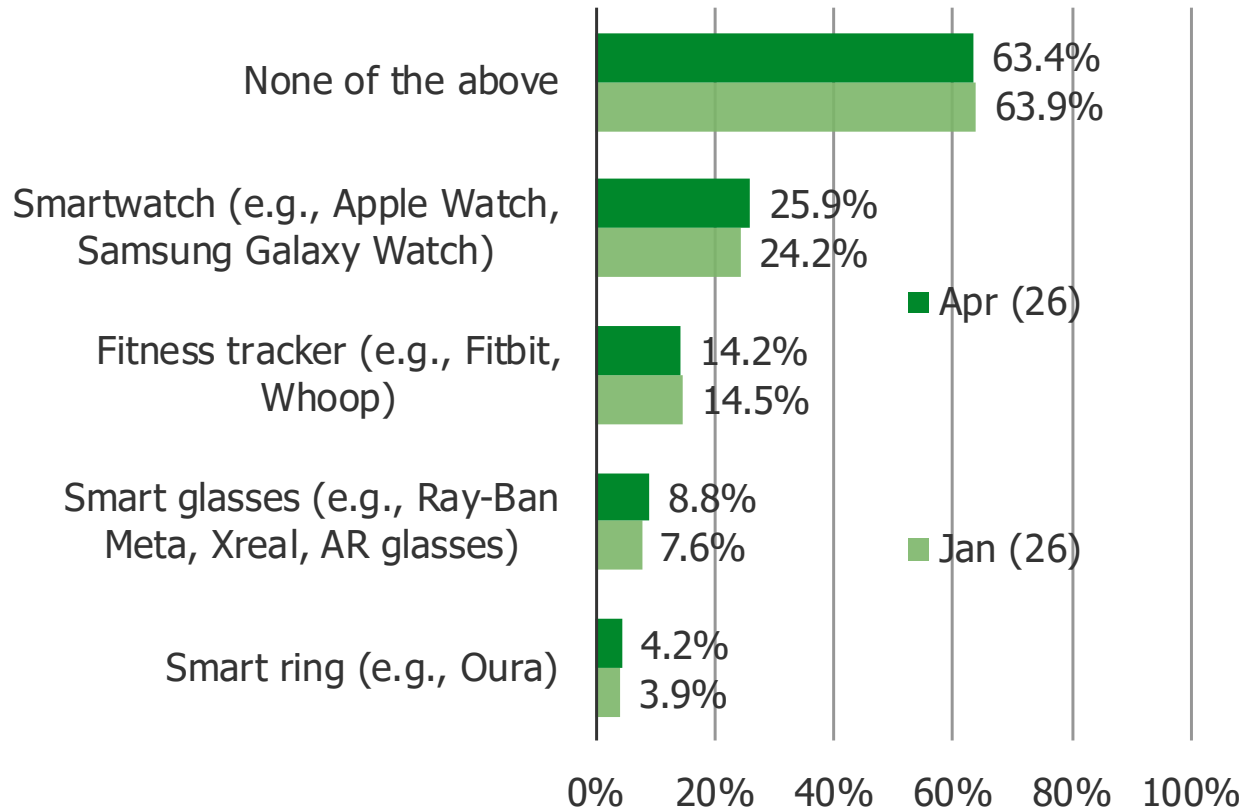


Cutting the data from the above chart by platforms they are a user of...



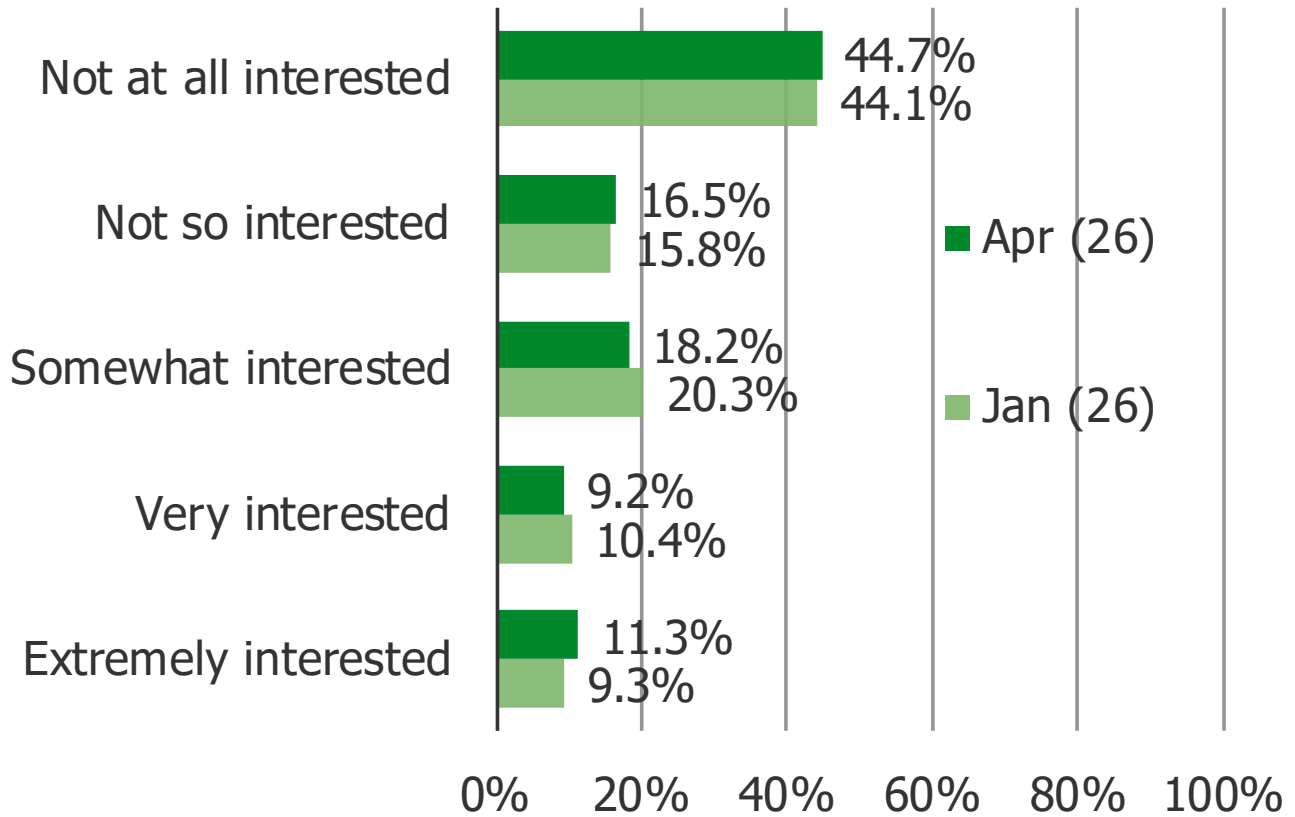
WHICH OF THE FOLLOWING WEARABLE DEVICES, IF ANY, DO YOU CURRENTLY OWN OR REGULARLY USE? (SELECT ALL THAT APPLY)

Posed to all respondents.



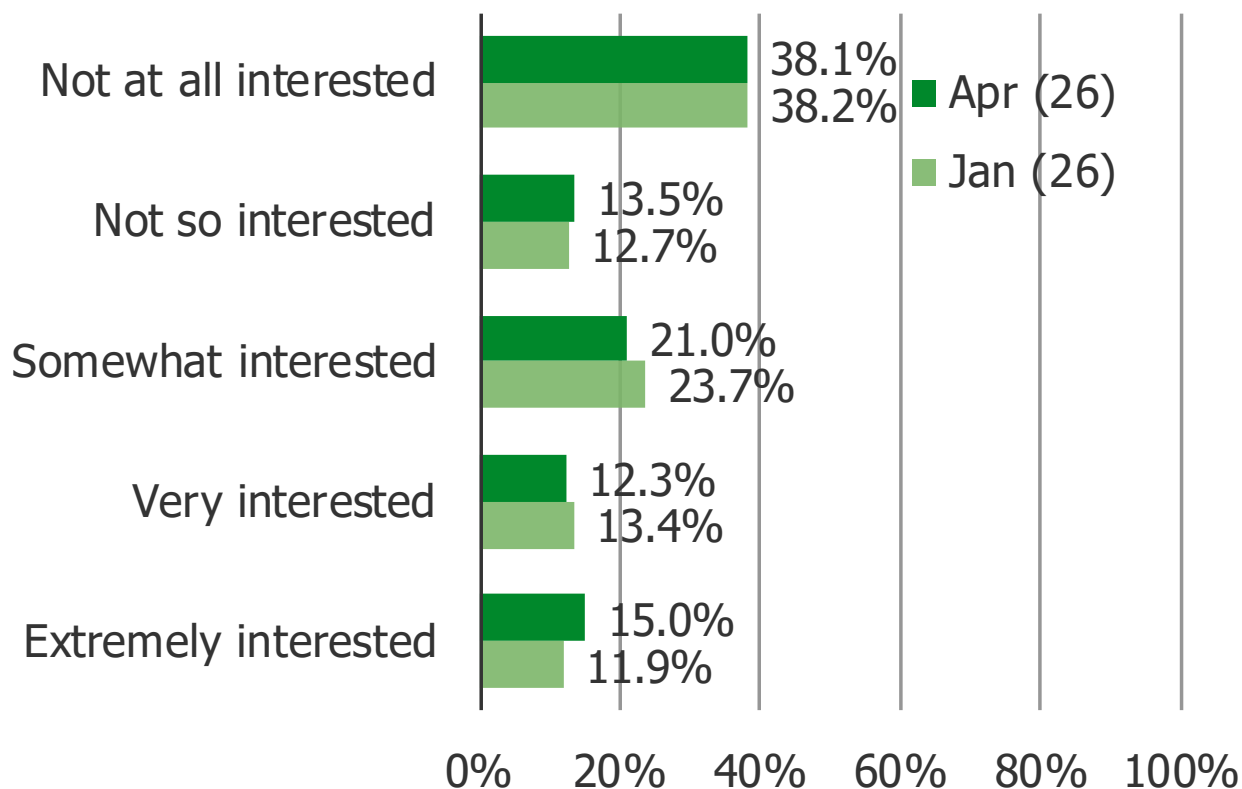
HOW INTERESTED OR UNINTERESTED ARE YOU IN OWNING A PAIR OF SMART GLASSES IN THE FUTURE?

Posed to all respondents.



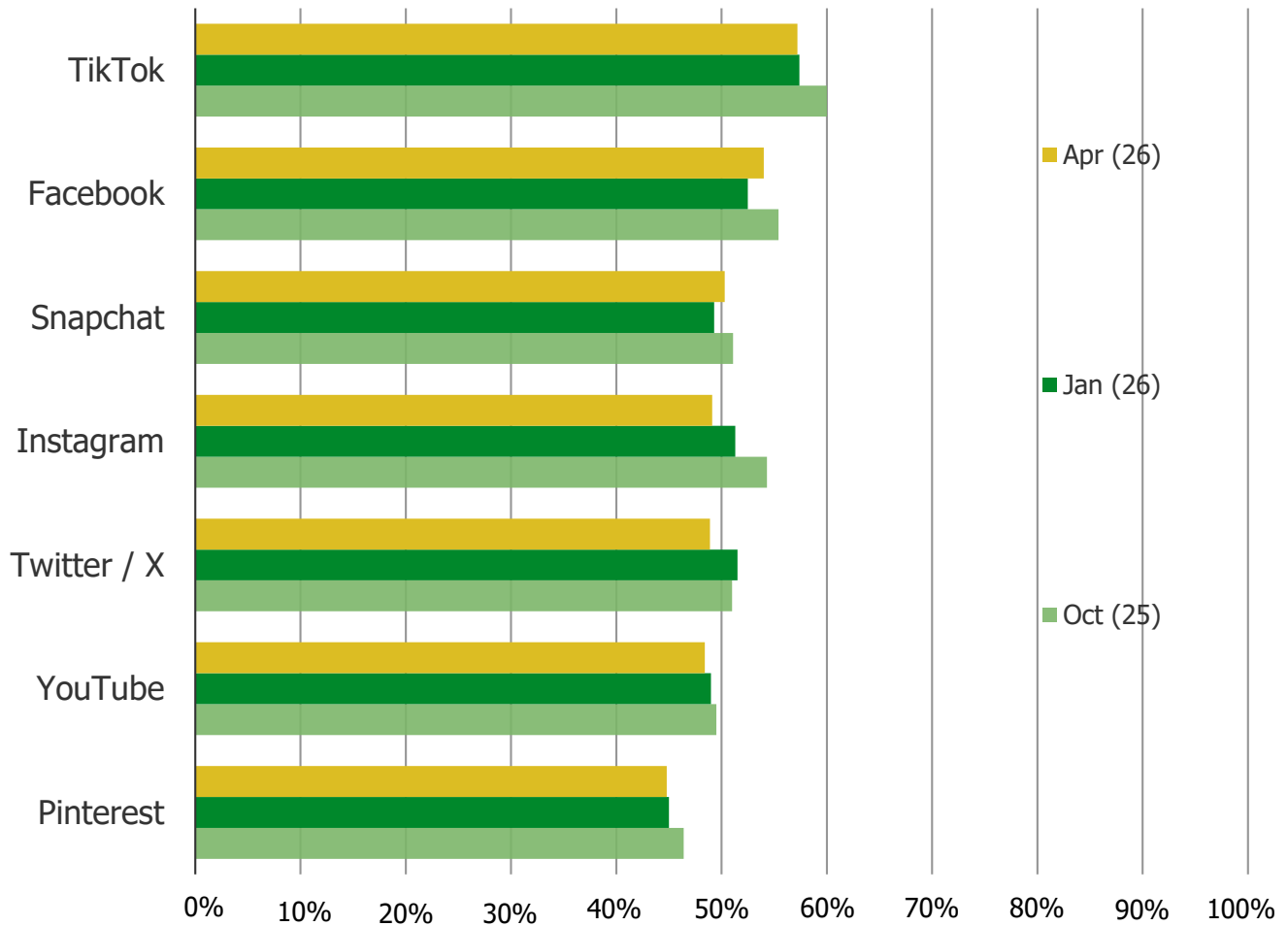
IF SMART GLASSES COULD PROVIDE 'PRIVATE AUDIO ASSISTANCE'—SUCH AS WHISPERING TURN-BY-TURN DIRECTIONS, TRANSLATING A FOREIGN LANGUAGE IN REAL-TIME, OR READING YOUR NOTIFICATIONS OUT LOUD WHILE KEEPING YOUR EARS OPEN TO YOUR SURROUNDINGS—HOW INTERESTED WOULD YOU BE IN USING THEM?

Posed to all respondents.



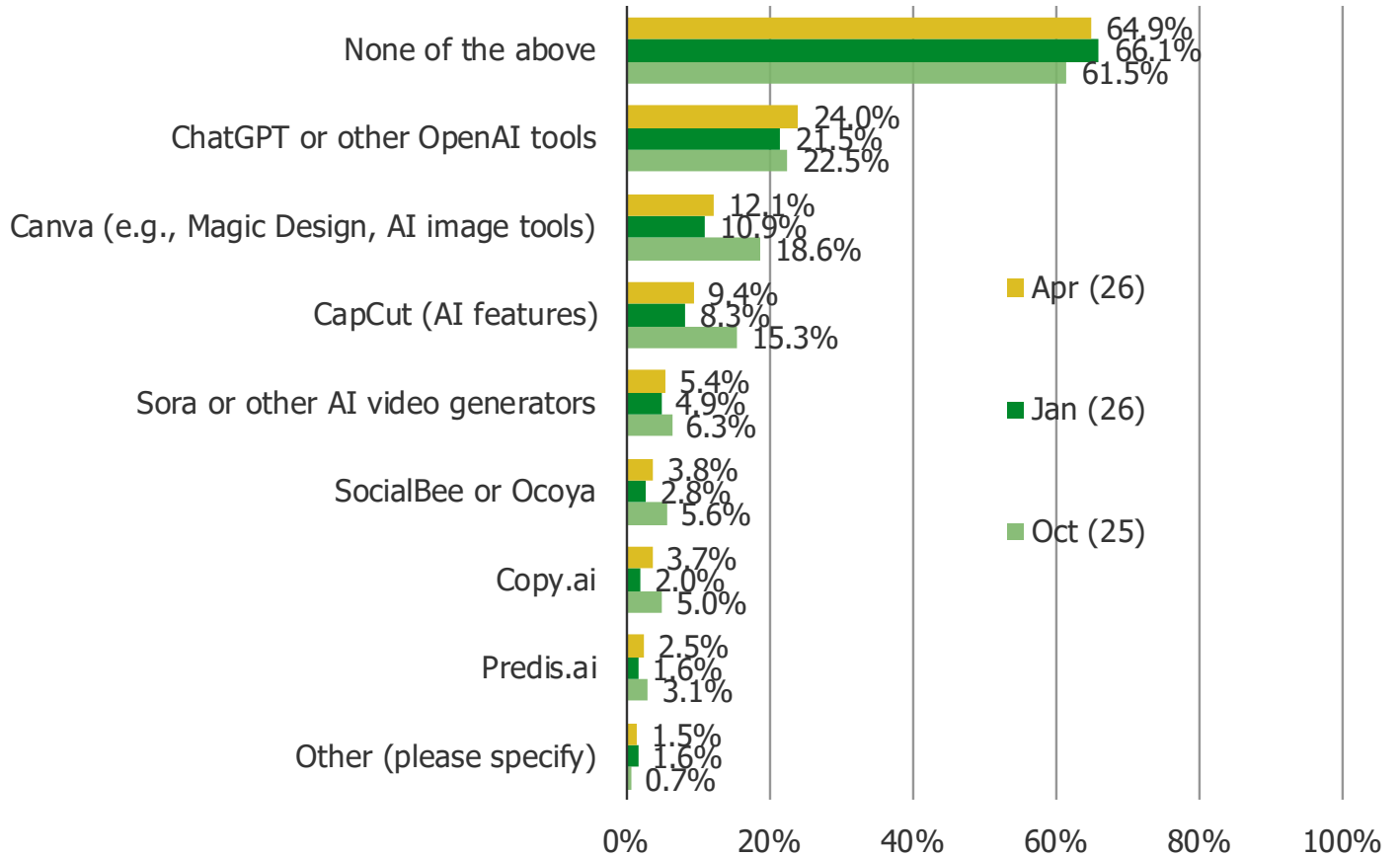
APPROXIMATELY WHAT PERCENTAGE OF THE VIDEOS YOU SEE ON EACH OF THE FOLLOWING PLATFORMS DO YOU BELIEVE ARE AI-GENERATED OR AI-ASSISTED (E.G., AI VOICES, AVATARS, OR AI GENERATED FOOTAGE)?

Posed to all respondents.



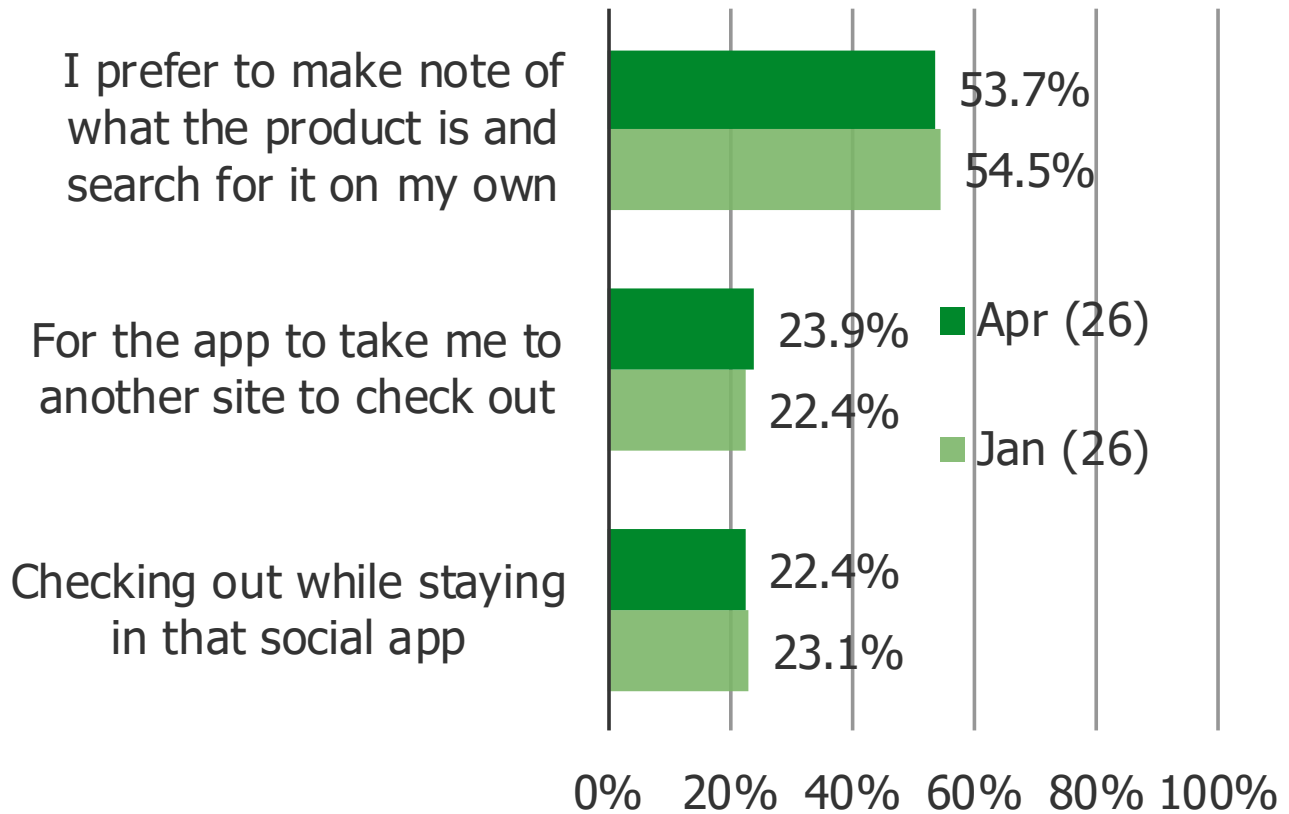
WHICH OF THE FOLLOWING TOOLS OR PLATFORMS HAVE YOU EVER USED TO HELP CREATE CONTENT (TEXT, IMAGES, OR VIDEOS) FOR SOCIAL MEDIA? SELECT ALL THAT APPLY

Posed to all respondents.



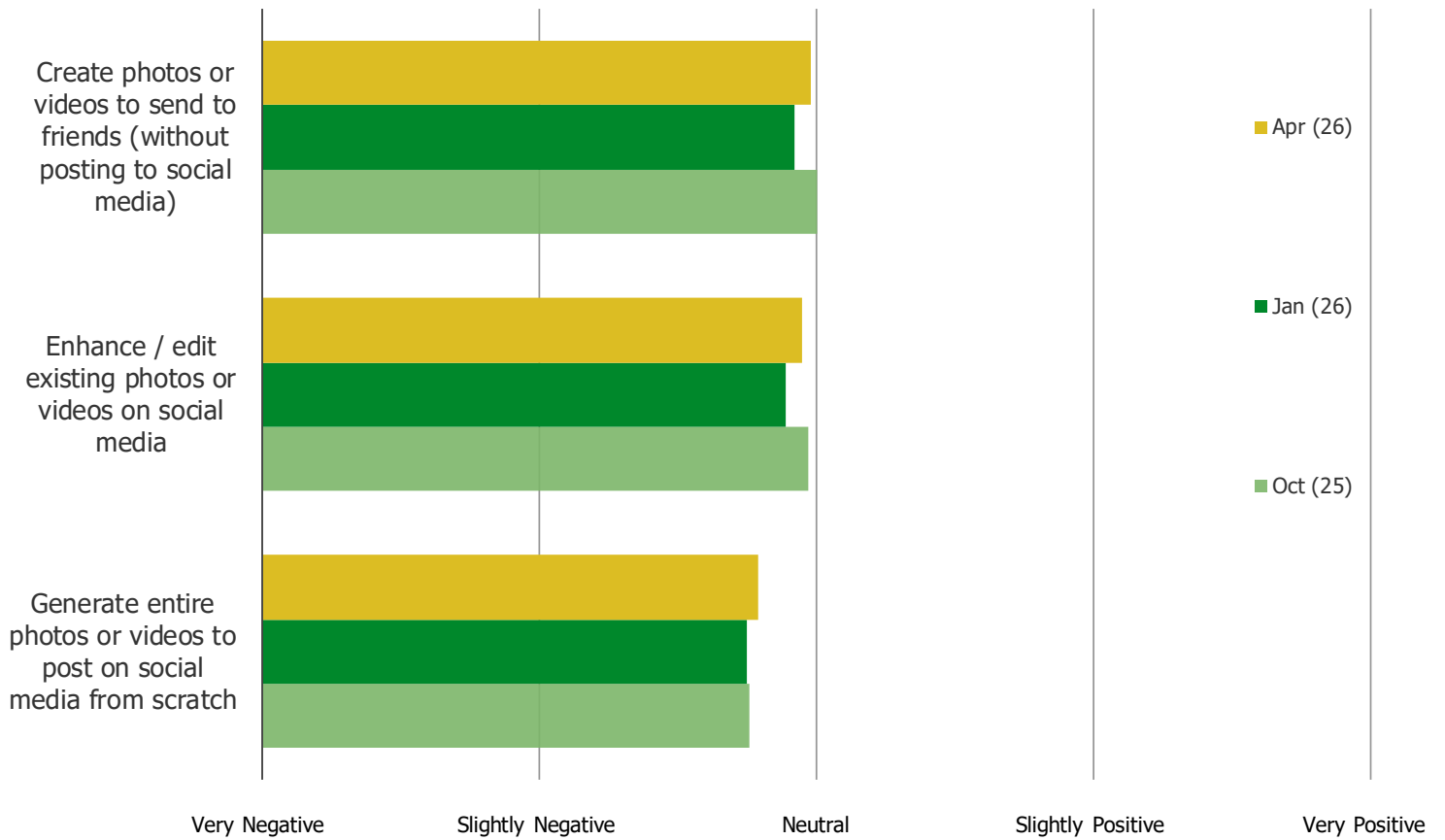
WHEN BUYING SOMETHING YOU DISCOVER IN SOCIAL MEDIA, WHICH DO YOU PREFER...

Posed to all respondents.



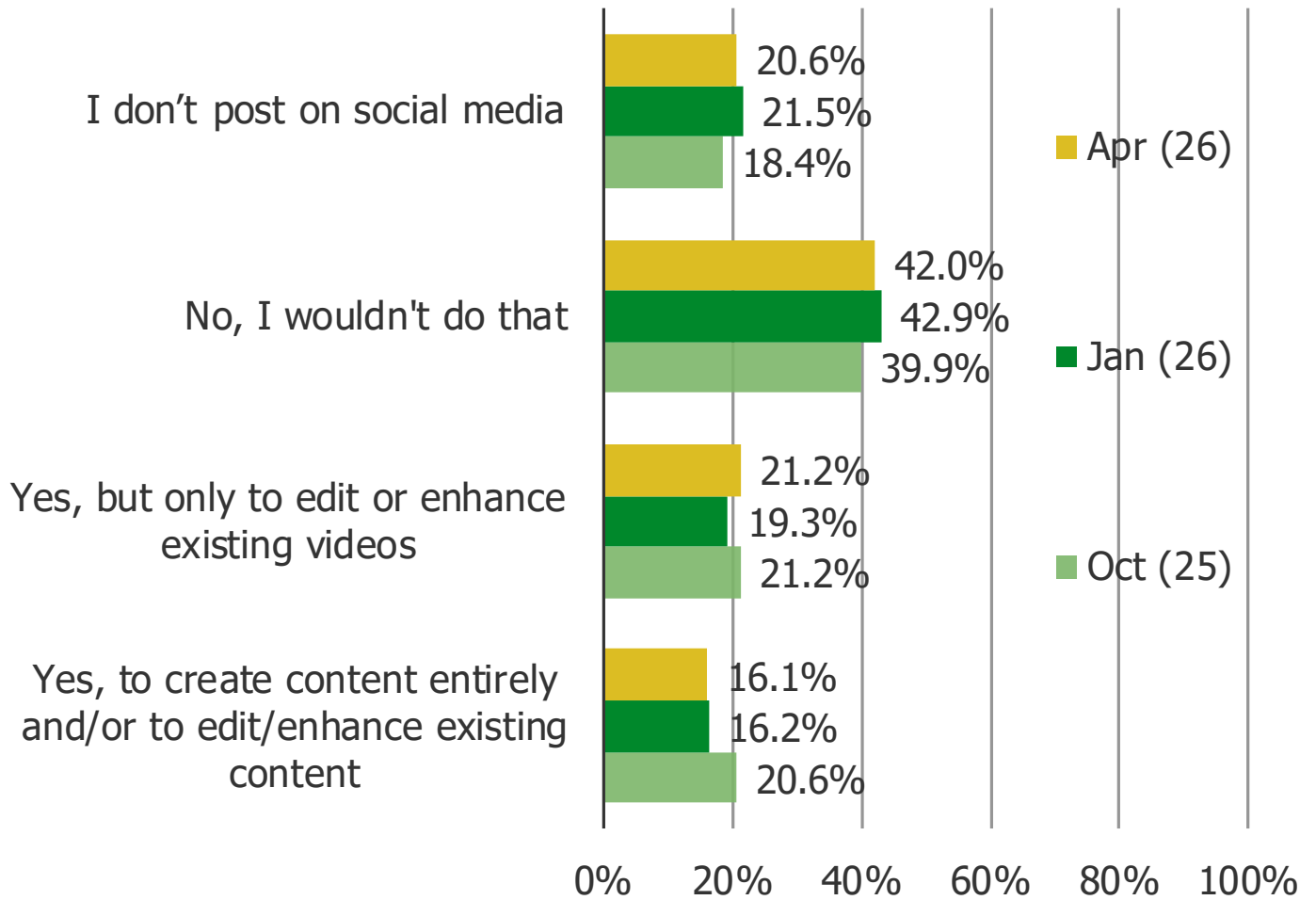
WHAT IS YOUR OPINION OF USING AI TO...

Posed to all respondents.



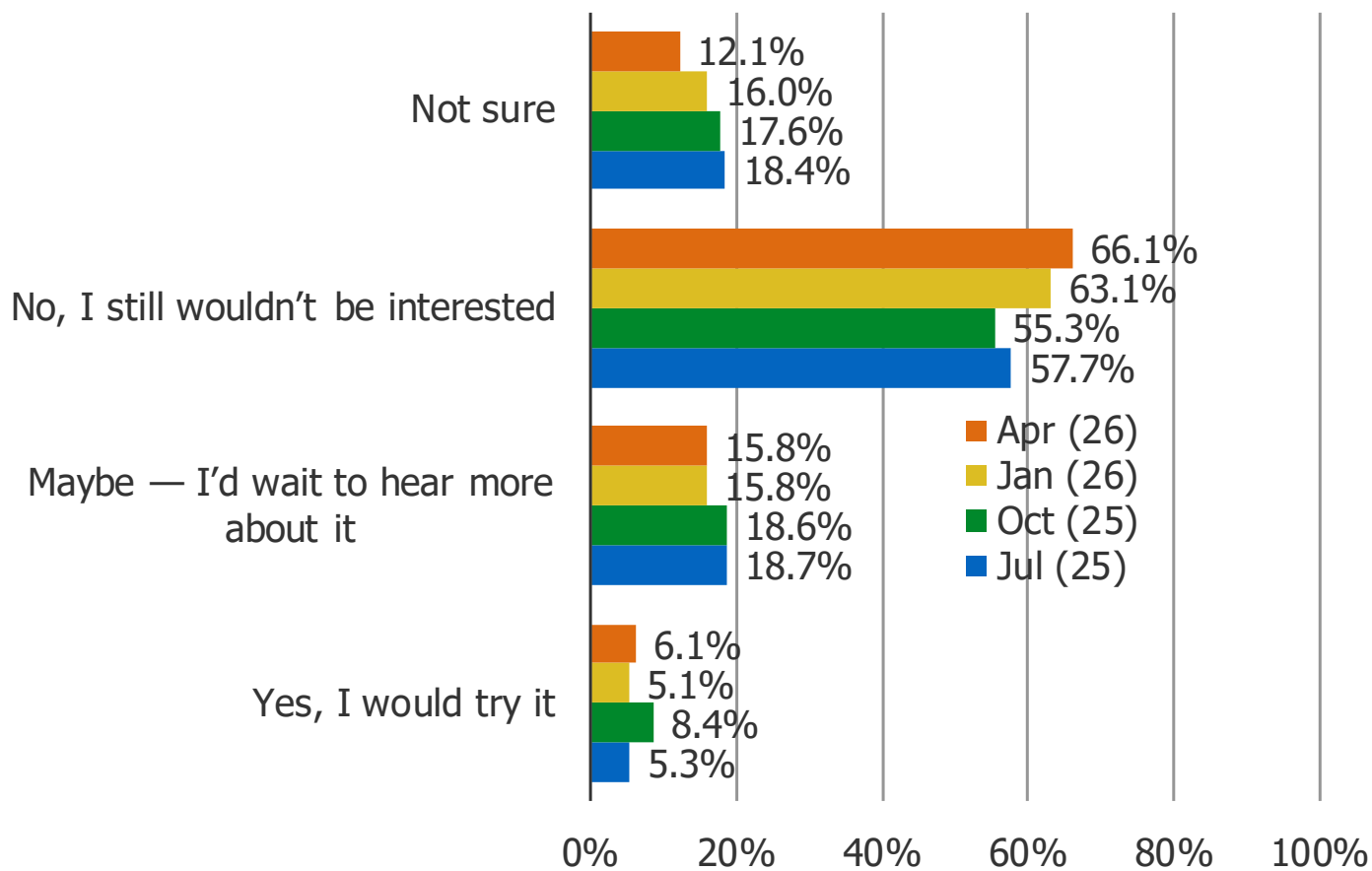
WOULD YOU CONSIDER USING AI TOOLS THAT AUTOMATICALLY CREATE SHORT VIDEOS OR IMAGES FOR YOU TO POST ON SOCIAL MEDIA (E.G., VIDEOS THAT USE YOUR LIKENESS OR VOICE)?

Posed to all respondents.



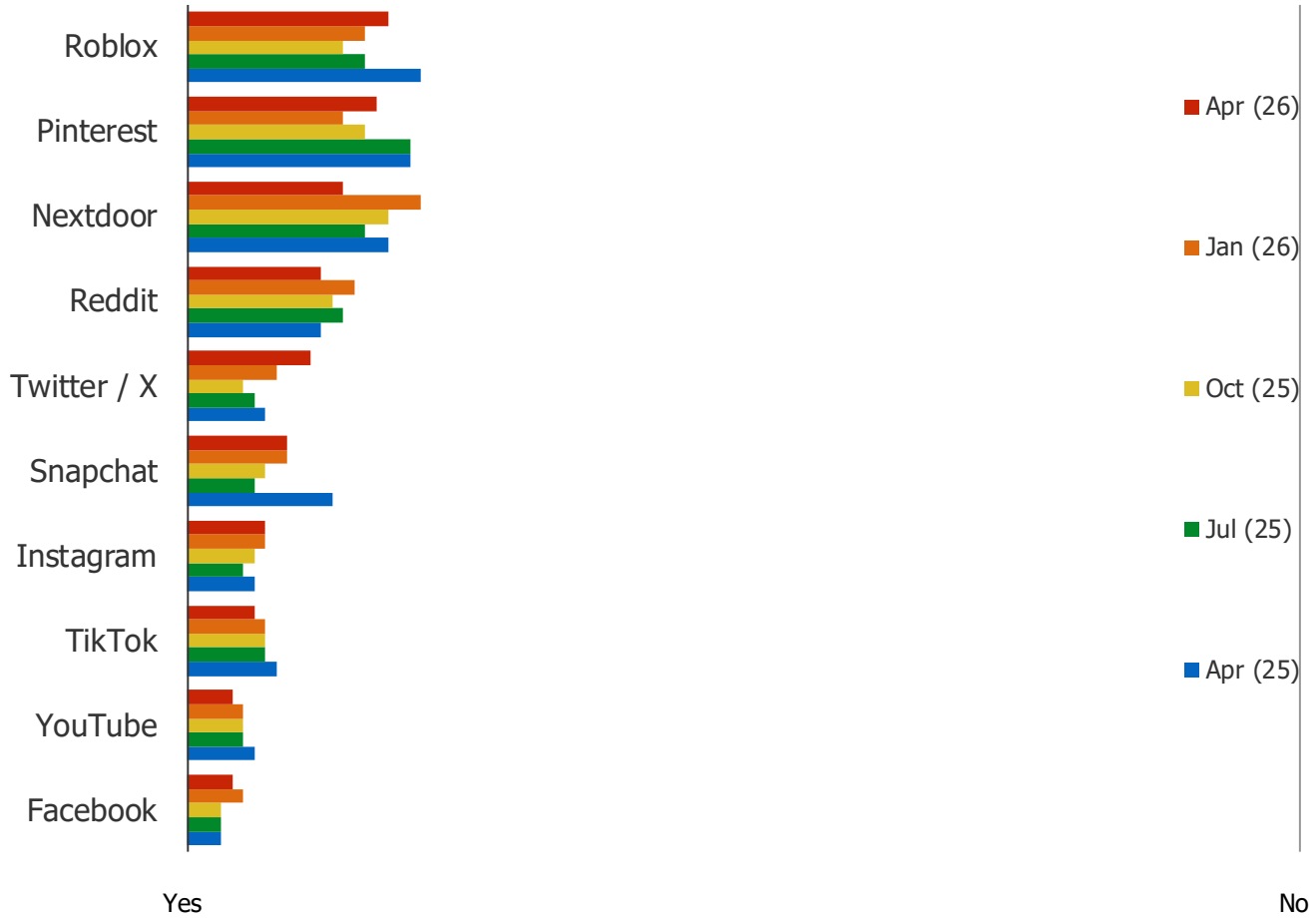
IF TIKTOK WERE SOLD TO A U.S. COMPANY AND A NEW VERSION OF THE APP WAS RELEASED, WOULD YOU CONSIDER DOWNLOADING IT TO USE?

Posed to respondents who do not currently use TikTok.



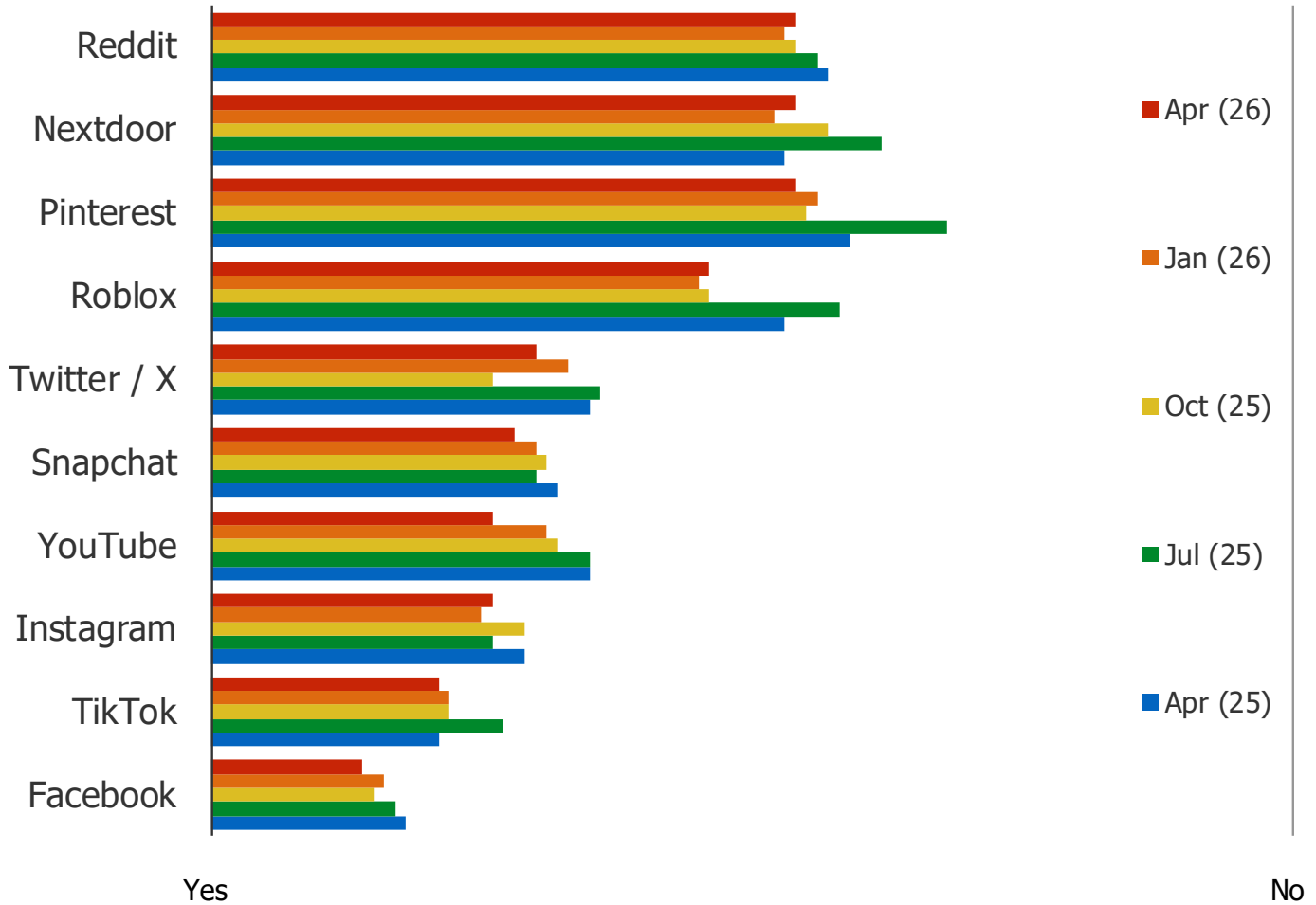
HAVE YOU USED THE FOLLOWING AT ANY POINT IN THE PAST 30 DAYS?

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



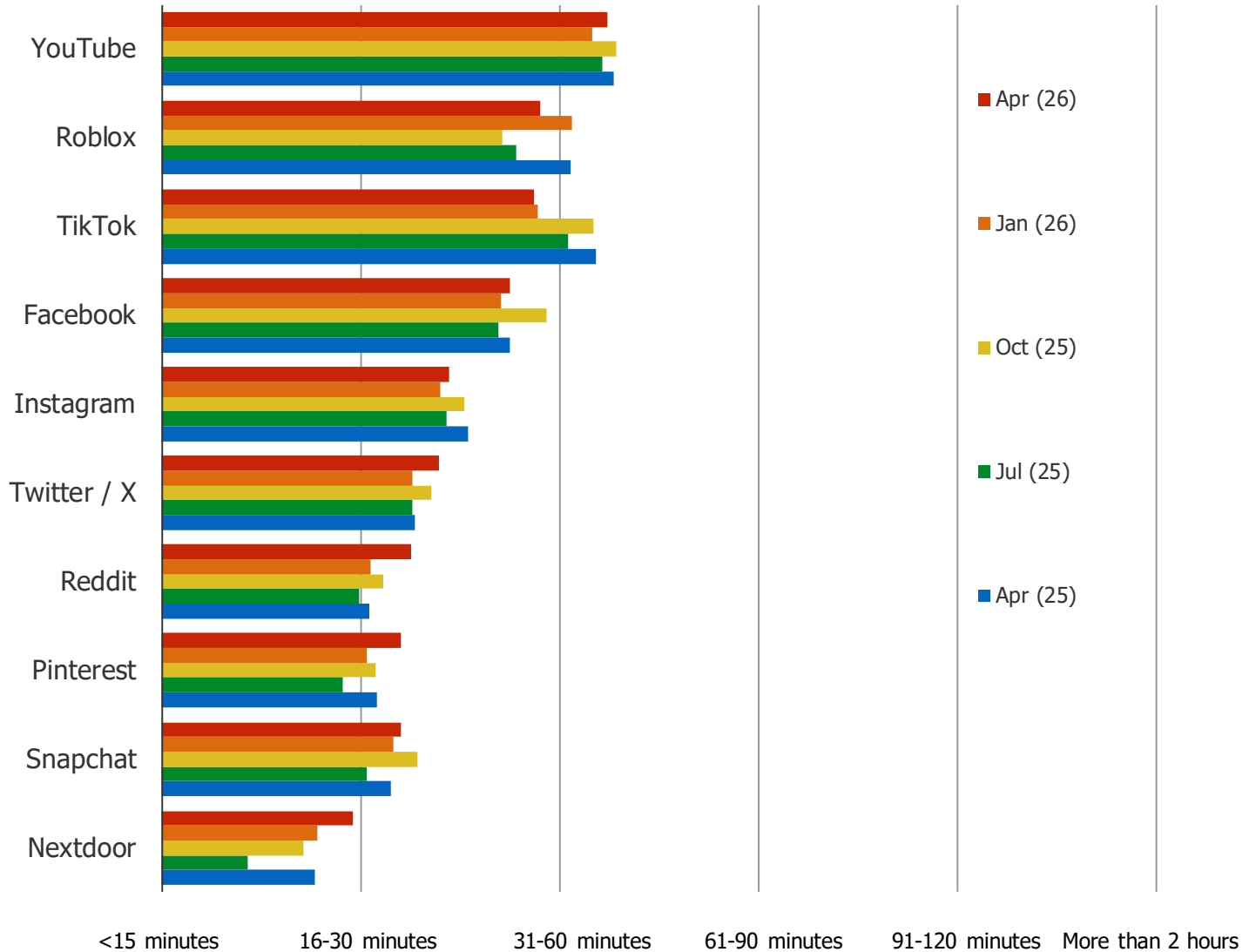
HAVE YOU (OR WILL YOU) USE ANY OF THE FOLLOWING TODAY?

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



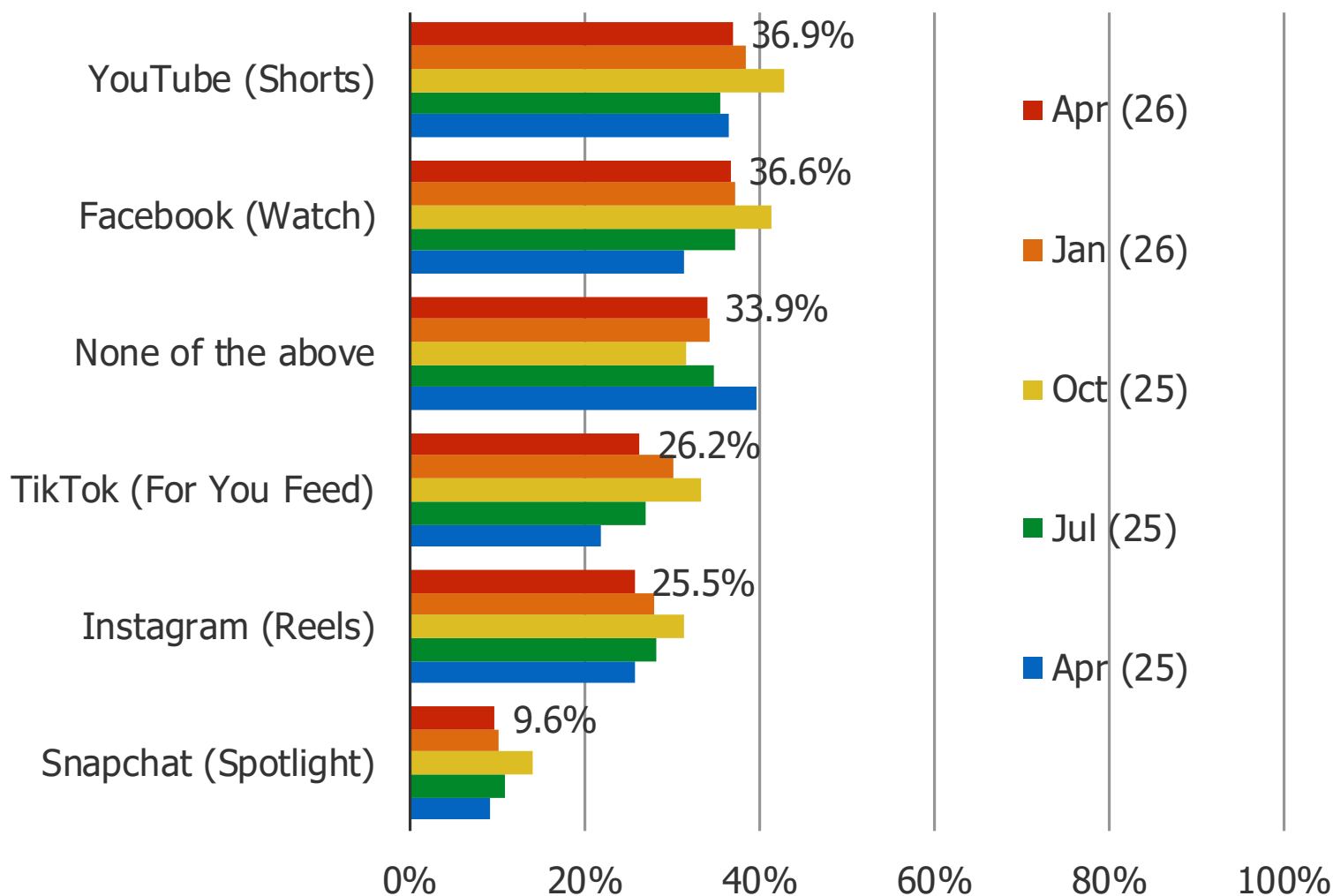
ON A TYPICAL DAY THAT YOU USE THE FOLLOWING, HOW MUCH TIME DO YOU SPEND ON EACH PLATFORM ACROSS ALL DEVICES (E.G., CELL PHONE, TV, COMPUTER, TABLET/IPAD)?

Posed to all respondents who use the below.



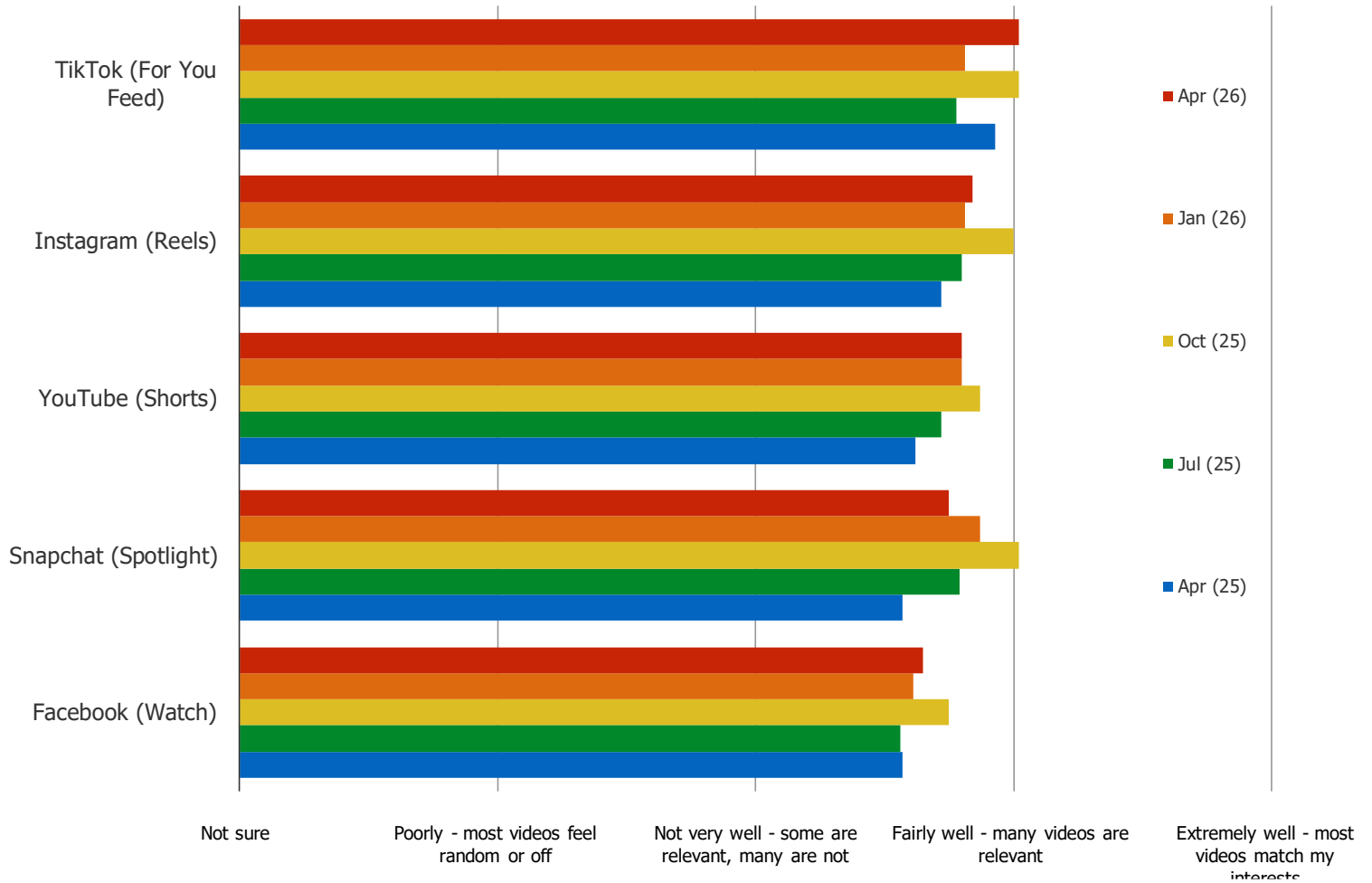
IN THE PAST 30 DAYS, HAVE YOU WATCHED VIDEOS ON ANY OF THE FOLLOWING PLATFORMS WHERE THE NEXT VIDEO IS SHOWN TO YOU AUTOMATICALLY? TO CLARIFY, WE ARE NOT REFERRING TO VIDEOS FROM ACCOUNTS YOU FOLLOW OR FRIENDS YOU KNOW. WE'RE ASKING ABOUT CONTINUOUS VIDEO FEEDS THAT SHOW YOU CONTENT AUTOMATICALLY, REGARDLESS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

Posed to all respondents.



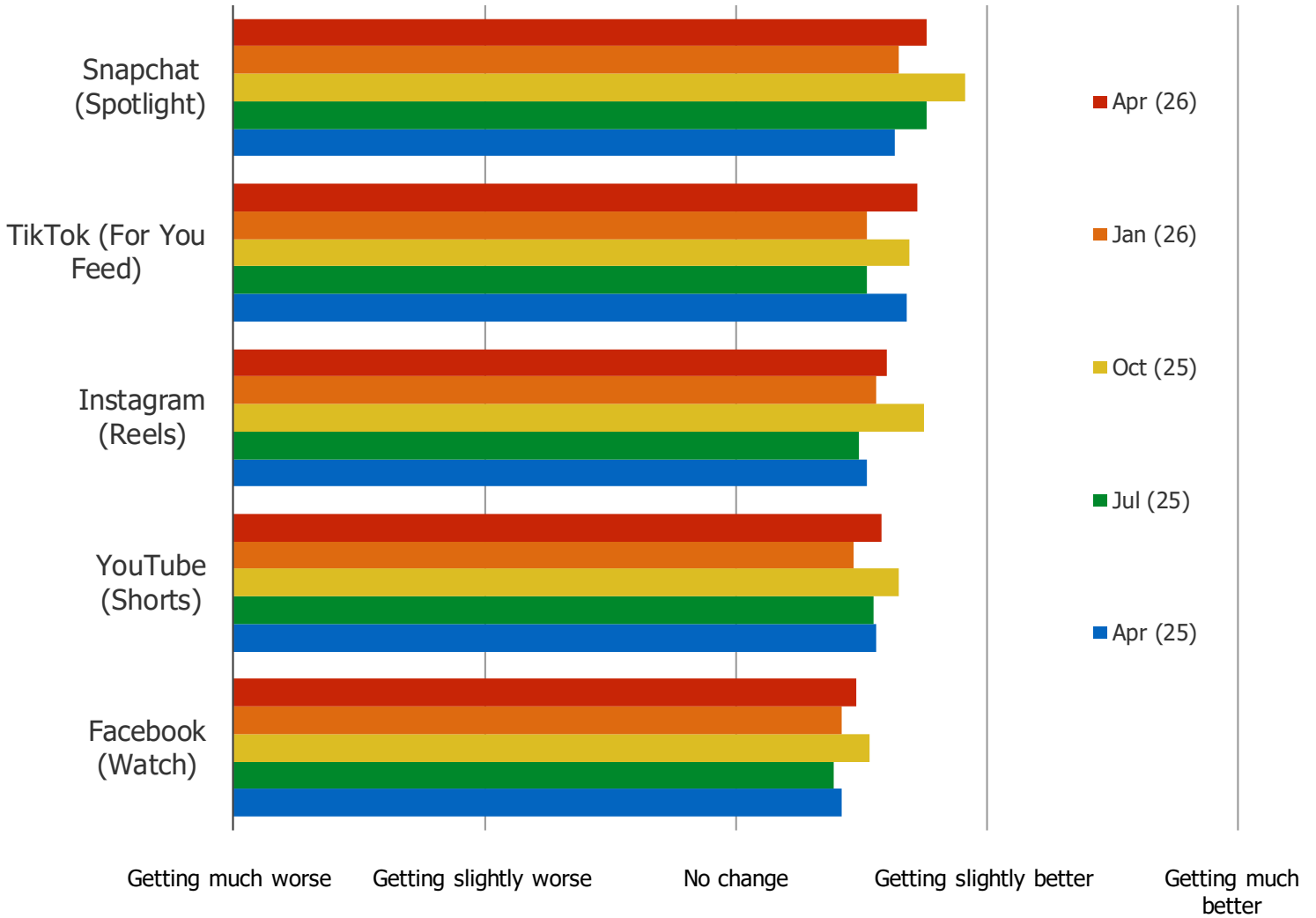
HOW WELL DO YOU THINK THESE PLATFORMS UNDERSTAND YOUR INTERESTS WHEN IT COMES TO SHORT-FORM VIDEOS?

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



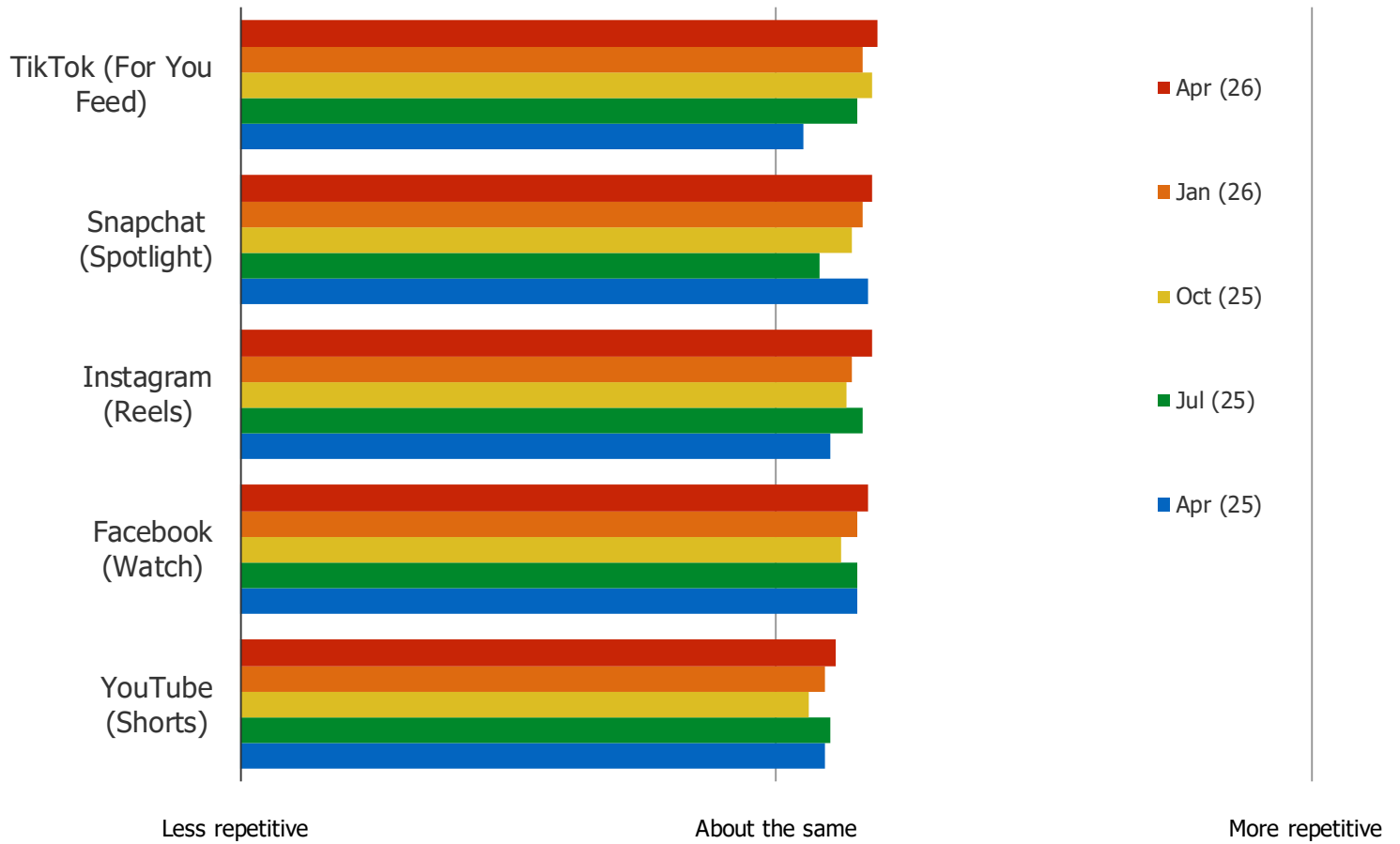
HAVE YOU NOTICED ANY CHANGES IN HOW MUCH YOU LIKE THE SHORT-FORM VIDEOS AUTOMATICALLY SHOWN TO YOU ON SOCIAL MEDIA?

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



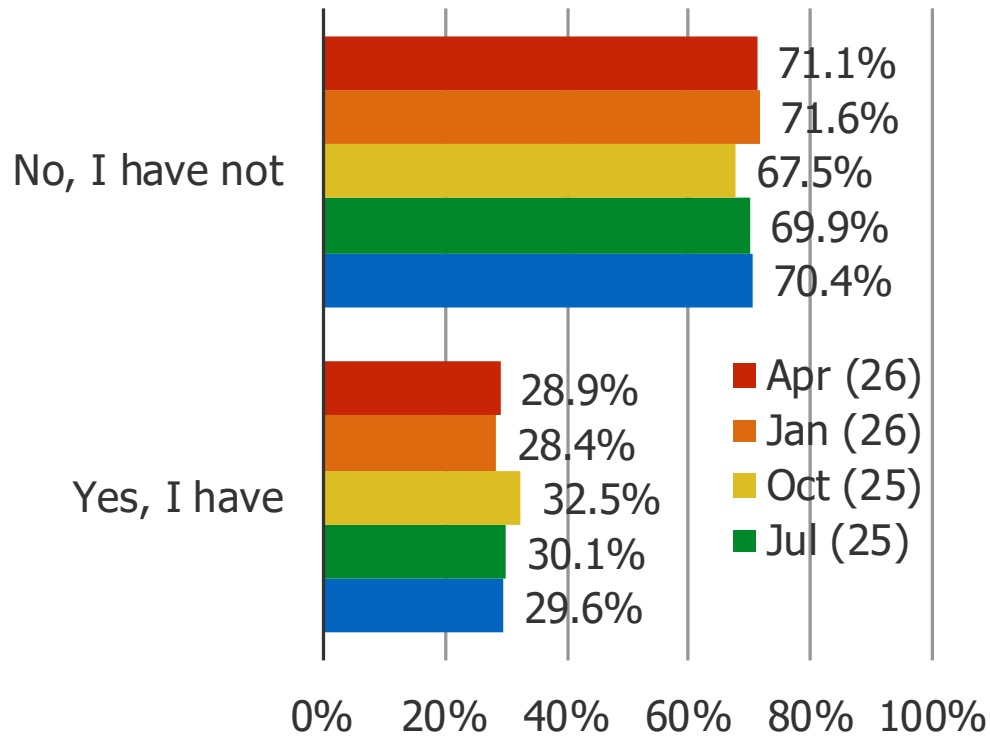
IN THE PAST FEW MONTHS, HAVE THE VIDEOS YOU'RE AUTOMATICALLY SHOWN FELT MORE OR LESS REPETITIVE?

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



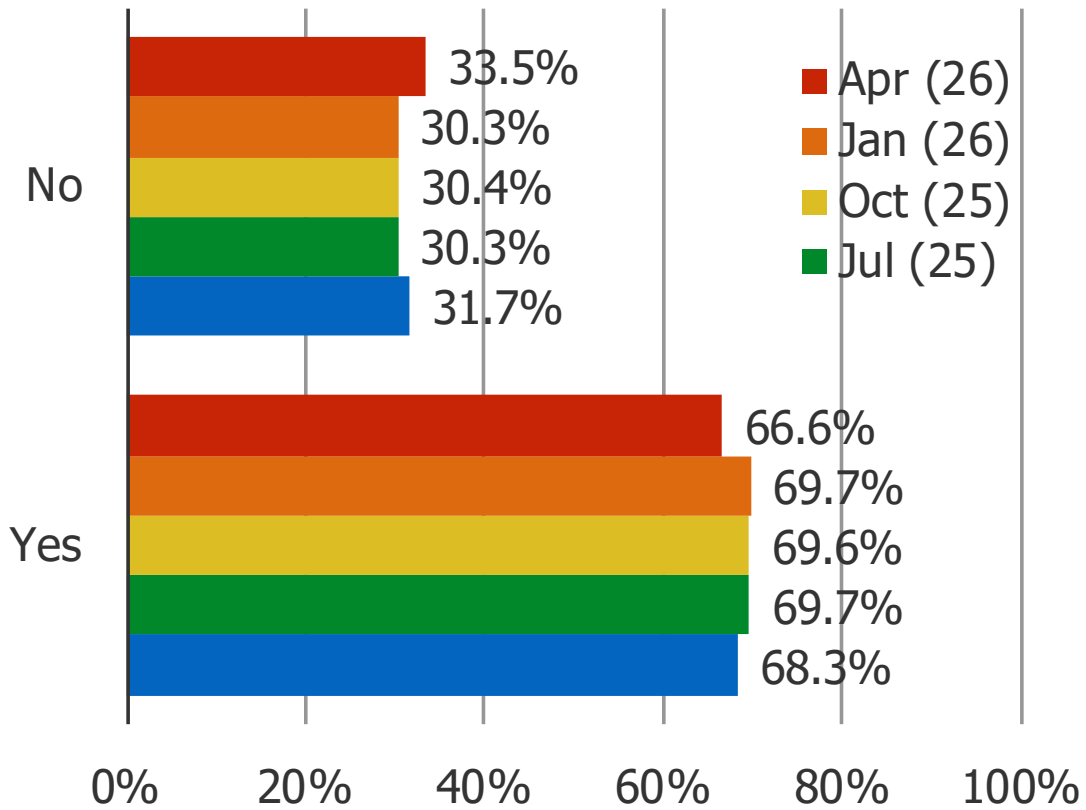
HAVE YOU VISITED REDDIT (WEBSITE OR APP) IN THE PAST 30 DAYS?

Posed to all respondents.



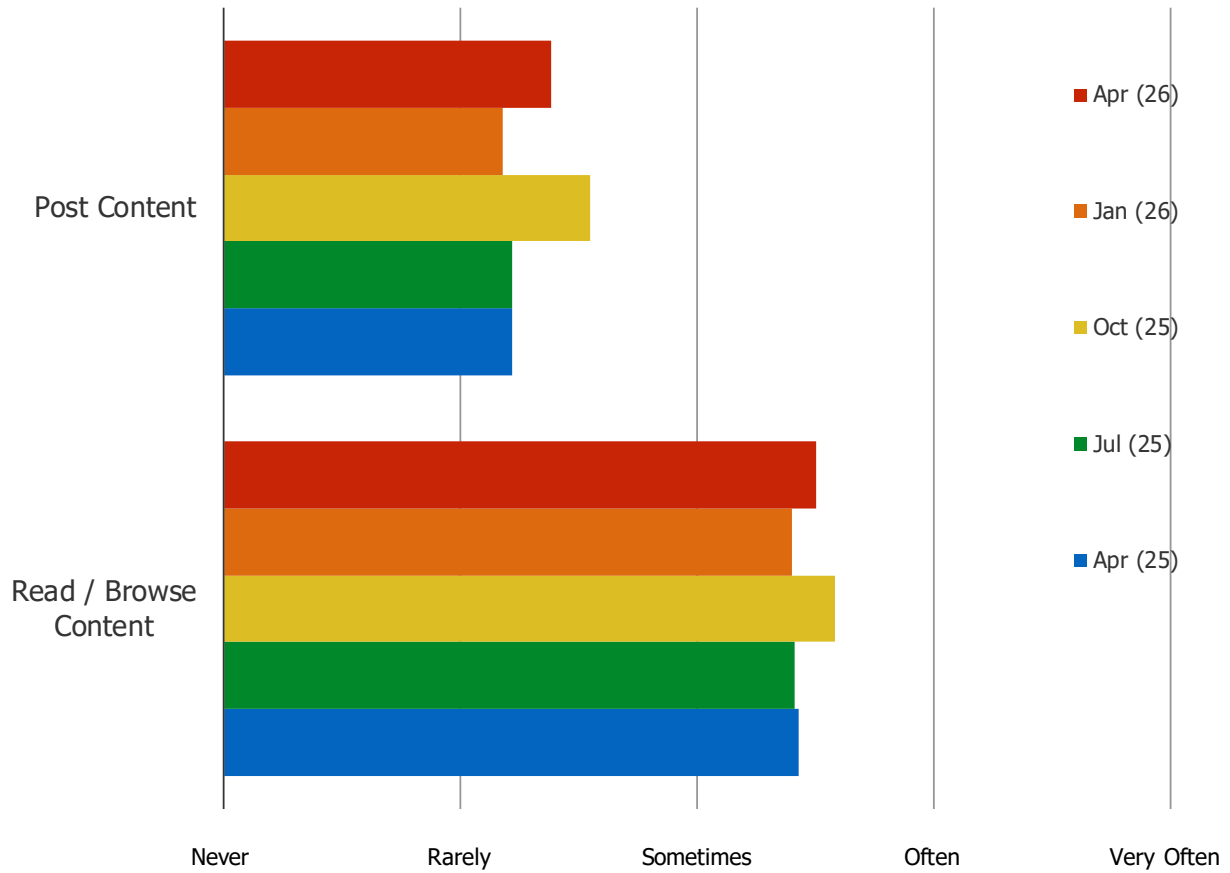
DO YOU HAVE A REDDIT ACCOUNT/LOGIN?

Posed to respondents who have visited Reddit in the past 30 days (N = 290).



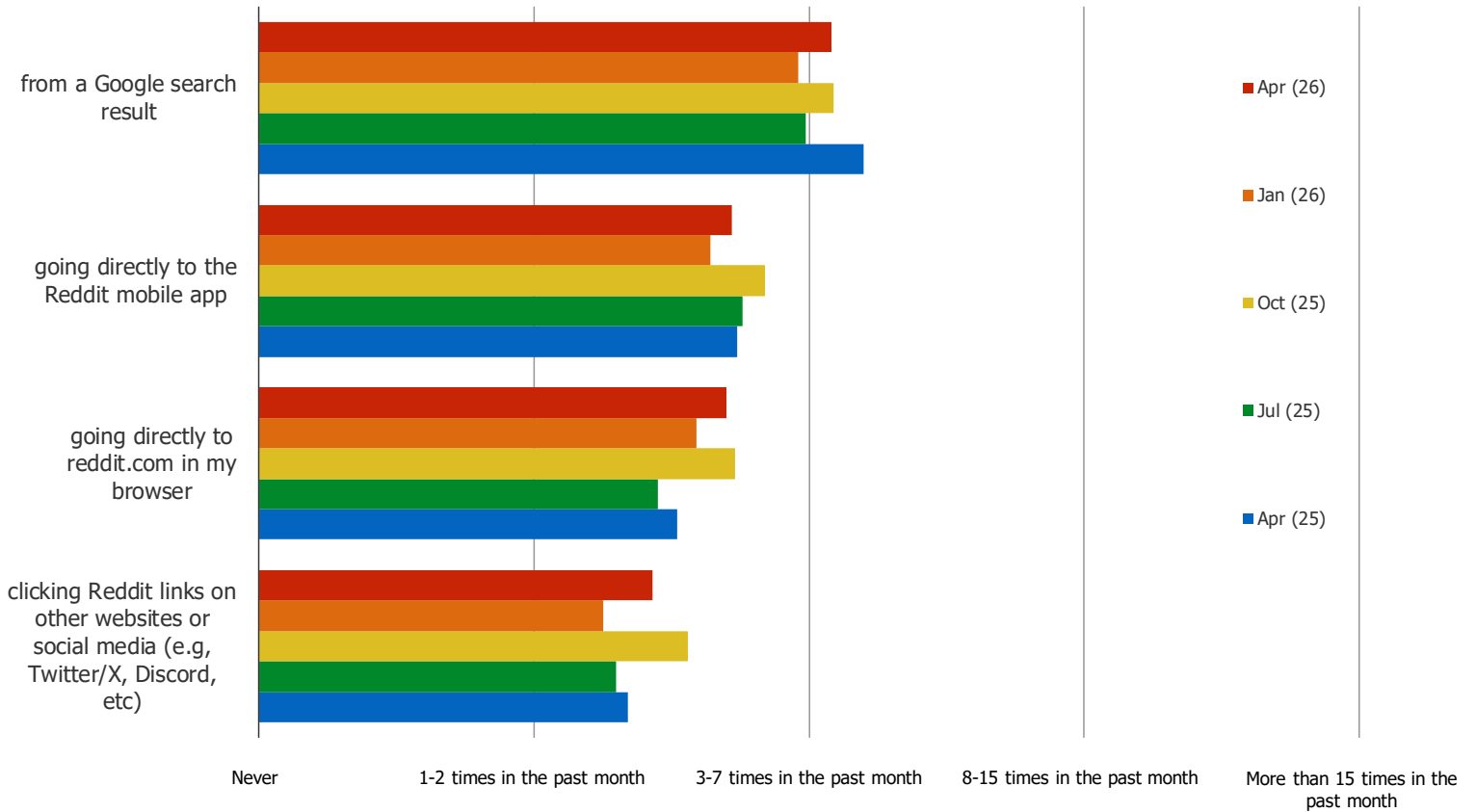
HOW OFTEN DO YOU DO THE FOLLOWING ON REDDIT?

Posed to respondents who have visited Reddit in the past 30 days (N = 290).



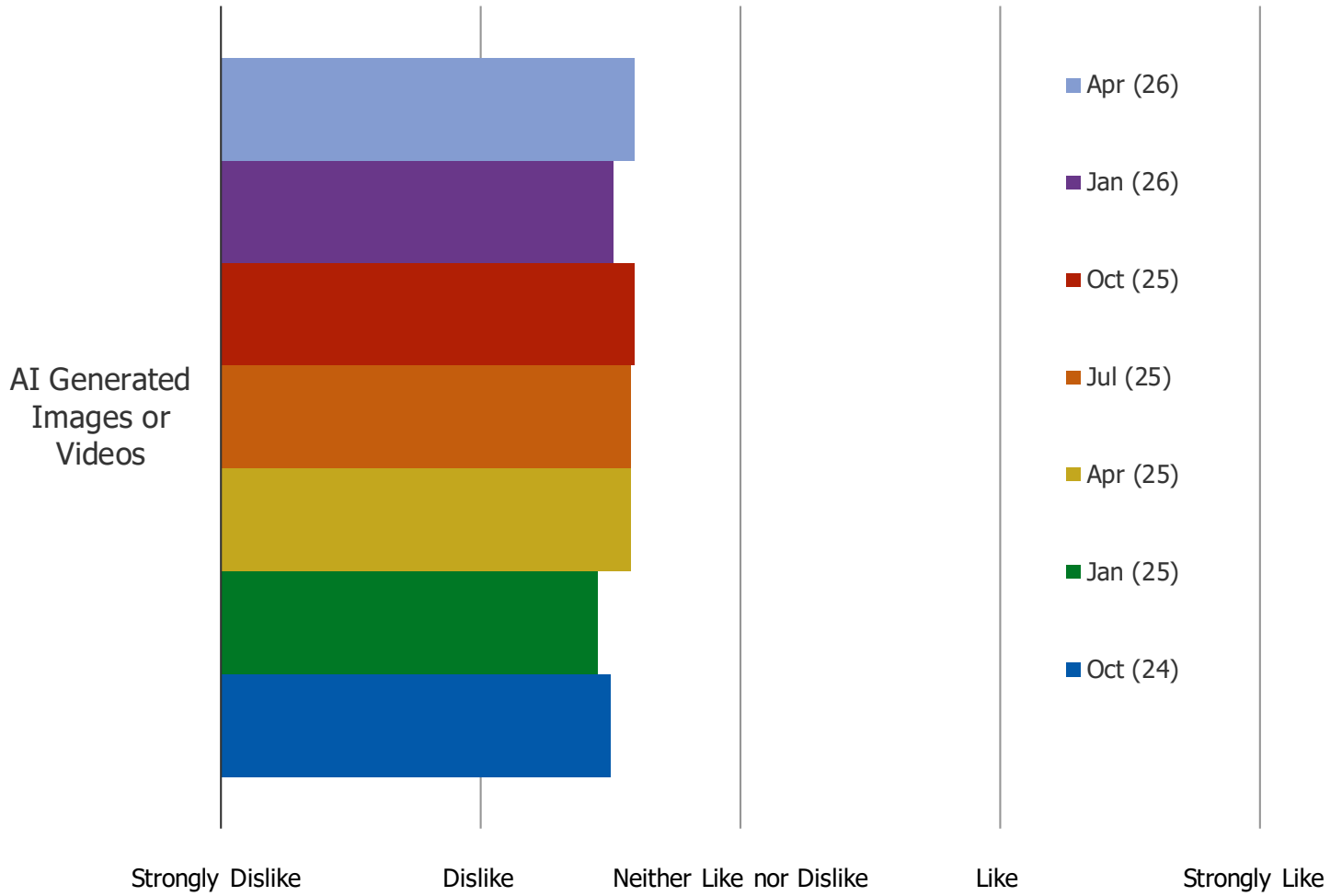
HOW MANY TIMES IN THE PAST MONTH WOULD YOU ESTIMATE YOU VISITED REDDIT...

Posed to respondents who have visited Reddit in the past 30 days (N = 290).



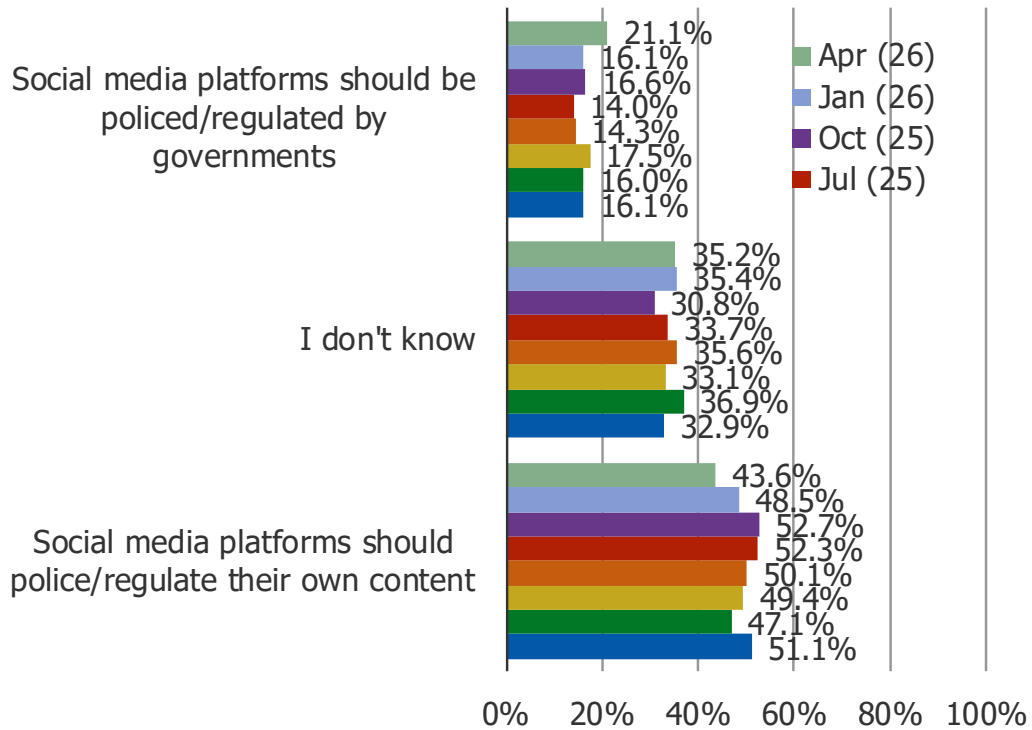
IN GENERAL, HOW WOULD YOU FEEL ABOUT THE FOLLOWING IN YOUR SOCIAL MEDIA FEEDS?

Posed to all respondents

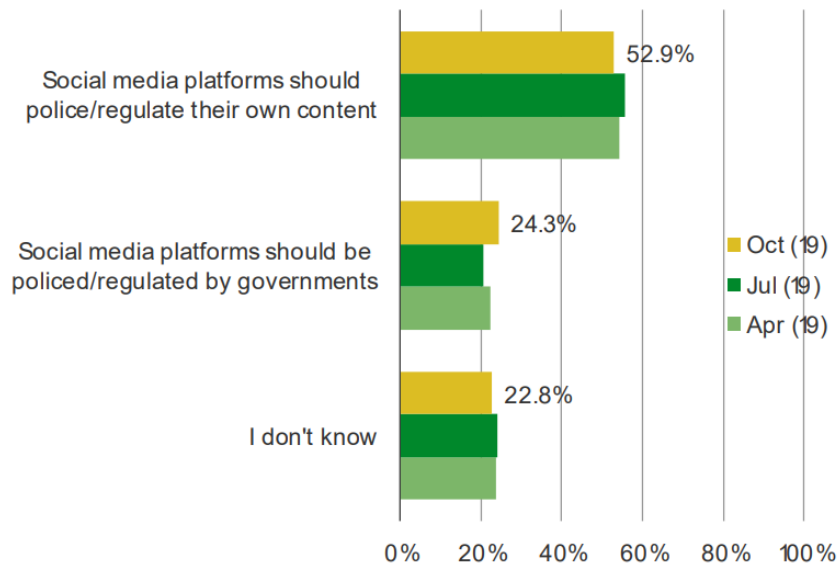


SHOULD SOCIAL MEDIA PLATFORMS POLICE/REGULATE THEIR OWN CONTENT, OR SHOULD THEY BE POLICED/REGULATED BY GOVERNMENTS?

Posed to all respondents

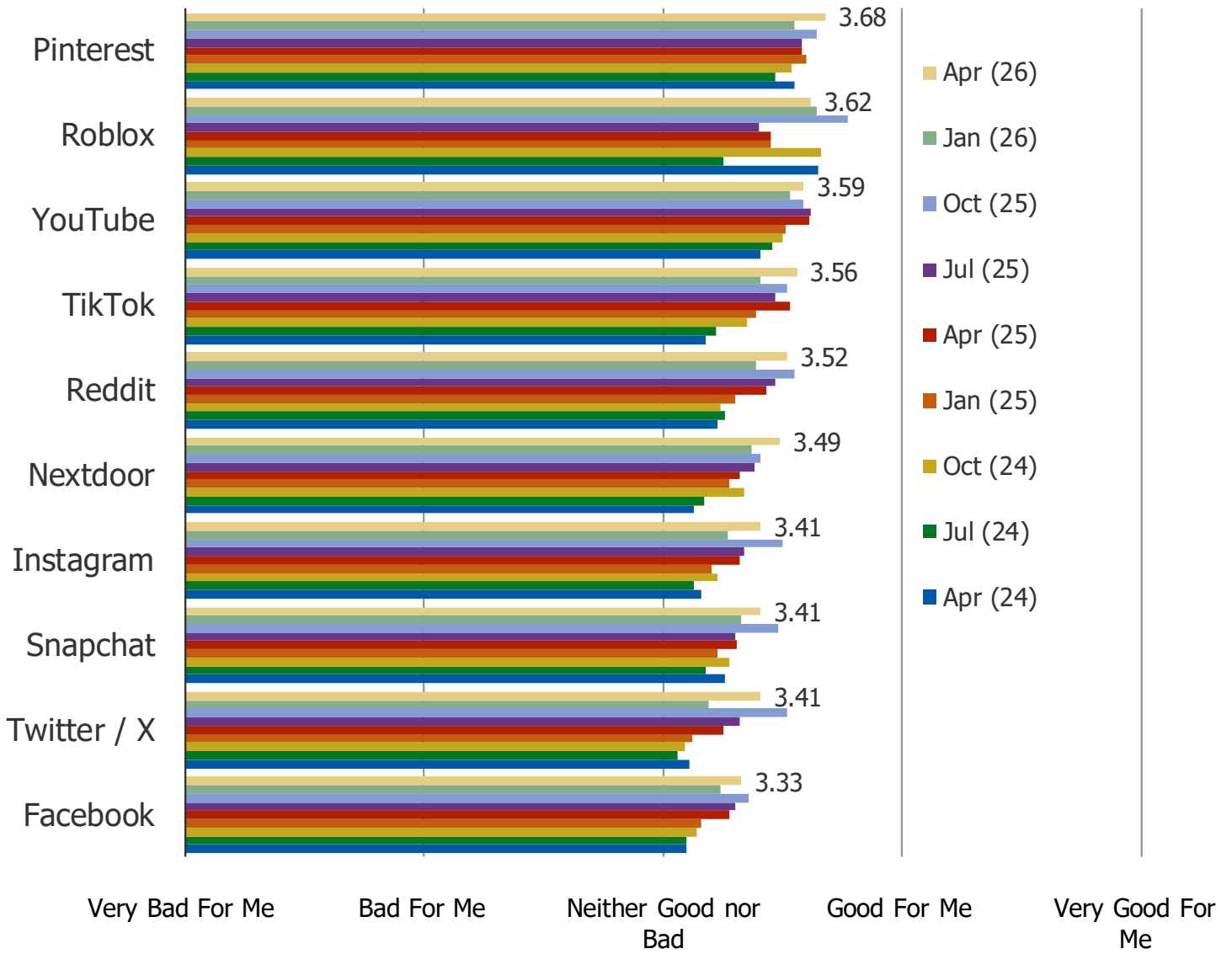


Historical Readings



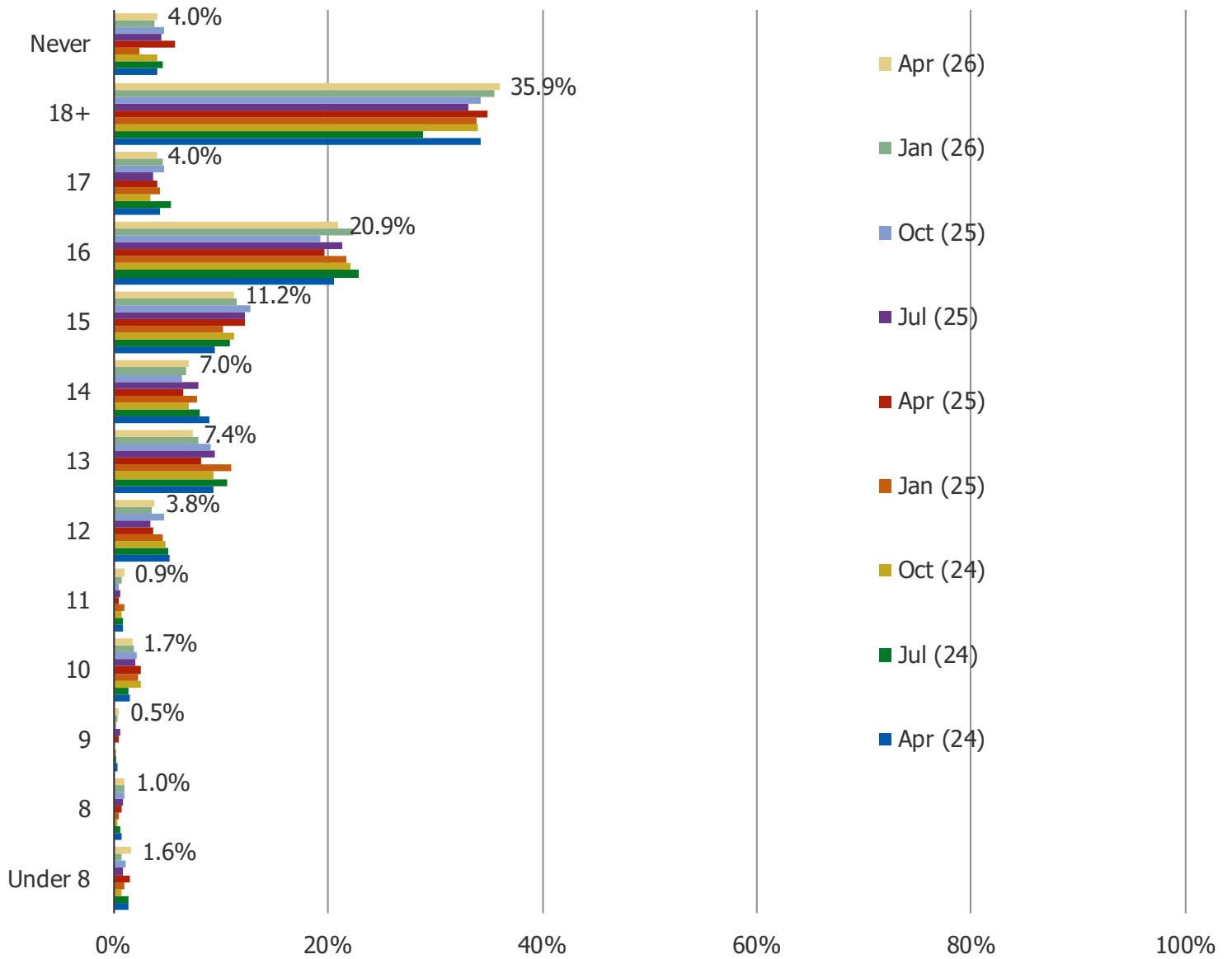
IN YOUR OPINION, ARE THE FOLLOWING GOOD OR BAD FOR YOUR MENTAL HEALTH?

Posed to respondents who use each of the below.



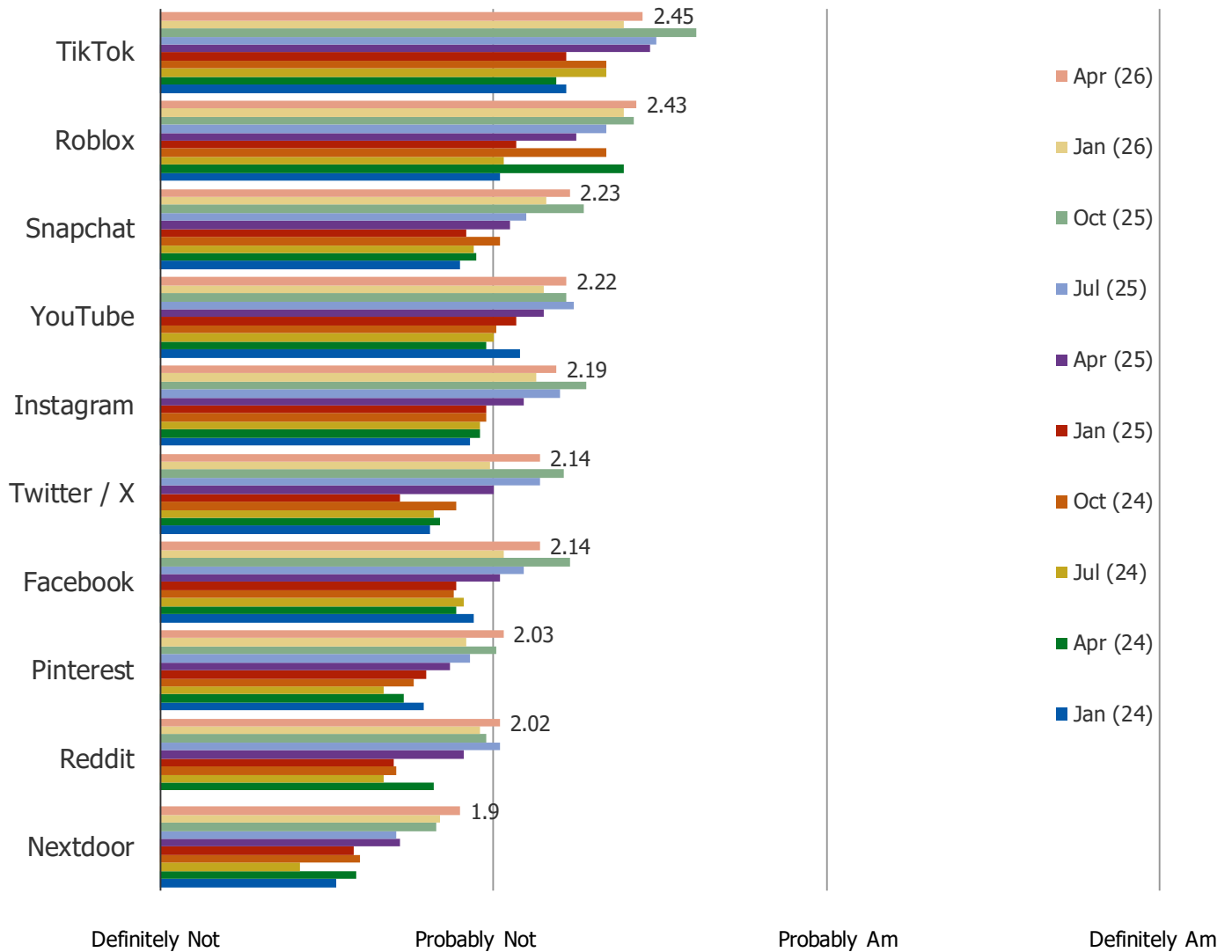
IN YOUR OPINION, AT WHAT AGE IS IT APPROPRIATE FOR PEOPLE TO START USING SOCIAL MEDIA APPS?

Posed to all respondents.



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

Posed to respondents who use each of the below.



WHAT DO YOU USE THE FOLLOWING APPS/SITES FOR?

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

Here is what users overwhelmingly rely on each app for (in percentages):

App	Social / Communication	Entertainment / Videos / Music	Learning / Advice / Research
Facebook	64.84%	10.05%	0.72%
Snapchat	49.99%	14.66%	0.21%
Instagram	34.17%	20.97%	1.03%
Twitter / X	14.13%	15.04%	3.79%
Pinterest	3.96%	6.31%	2.63%
Reddit	6.77%	13.23%	25.93%
TikTok	9.71%	55.94%	1.96%
YouTube	2.76%	55.90%	13.51%

WHAT DO YOU USE THE FOLLOWING APPS/SITES FOR?

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

I ran an OLS regression (R^2 and p -values) on every single category for every single platform across fiscal quarters (Q2 2022 to Q2 2026). Below are the **statistically significant** ($p < 0.05$) **trends** indicating how consumer behavior is fundamentally shifting:

The Shift from "Social" to "Entertainment"

The most pronounced trend in the data is the migration away from communicating with friends/family toward passive video consumption on older legacy platforms:

- **Facebook - Social/Communication:** Decreasing over time (R^2 : 0.6340, p -value: 0.0019)
- **Facebook - Entertainment/Videos:** Increasing over time (R^2 : 0.6244, p -value: 0.0022)
- **Instagram - Entertainment/Videos:** Increasing over time (R^2 : 0.6551, p -value: 0.0014)
- **Snapchat - Social/Communication:** Decreasing over time (R^2 : 0.5526, p -value: 0.0056)
- **Snapchat - Entertainment/Videos:** Increasing over time (R^2 : 0.6401, p -value: 0.0018)

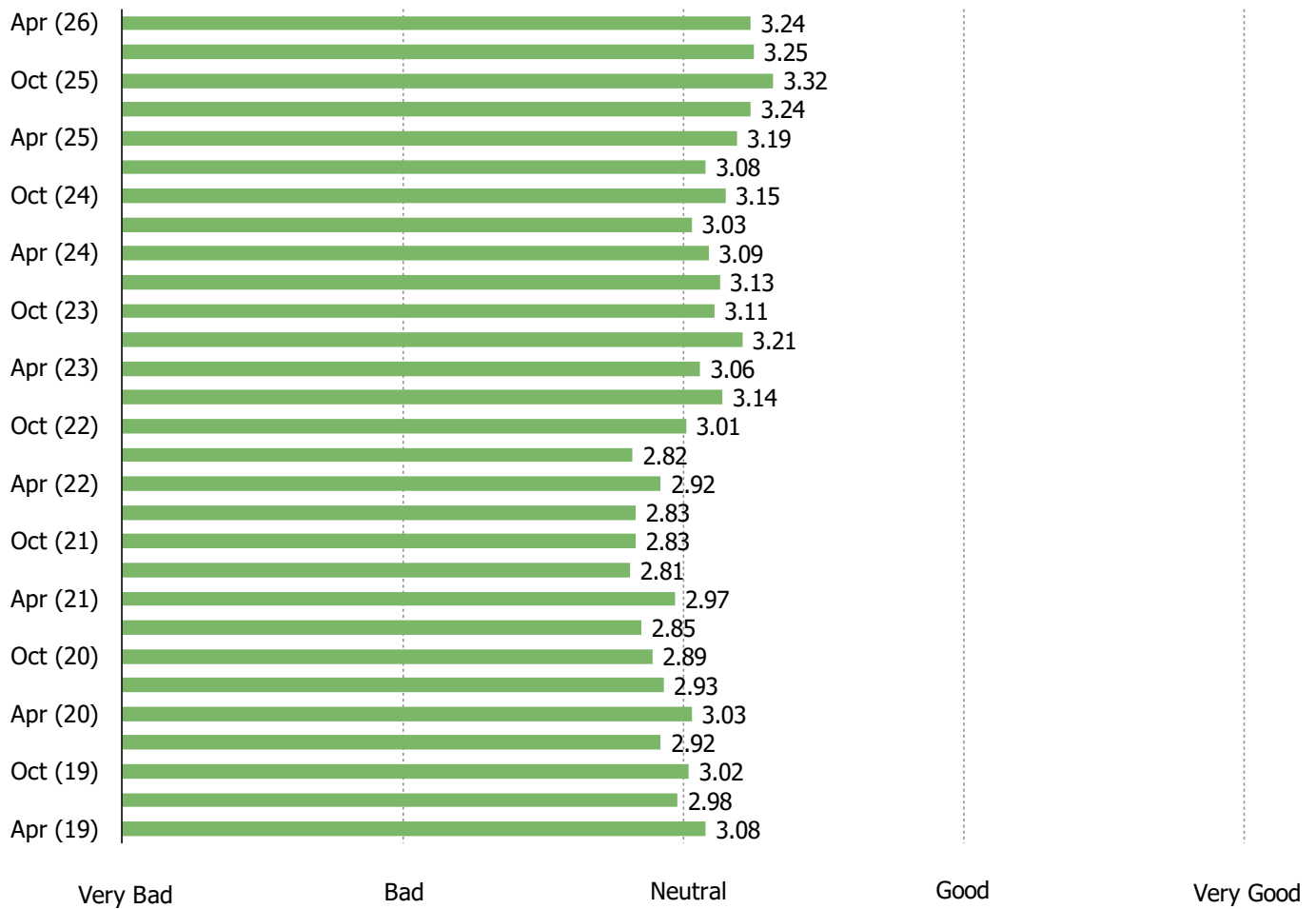
Other Statistically Significant Shifts:

- **TikTok - Shopping / Marketplace:** Small but officially Increasing (R^2 : 0.3991, p -value: 0.0275). Showing a slow build in TikTok Shop usage.
- **TikTok - Photos / Posting:** Increasing (R^2 : 0.3799, p -value: 0.0328). Shows rising use of the TikTok photo carousel formats.
- **Pinterest - Inspiration / Ideas / Recipes:** Decreasing (R^2 : 0.3404, p -value: 0.0465).

SOCIAL MEDIA SECTOR AND COMPETITIVE DYNAMICS QUESTIONS

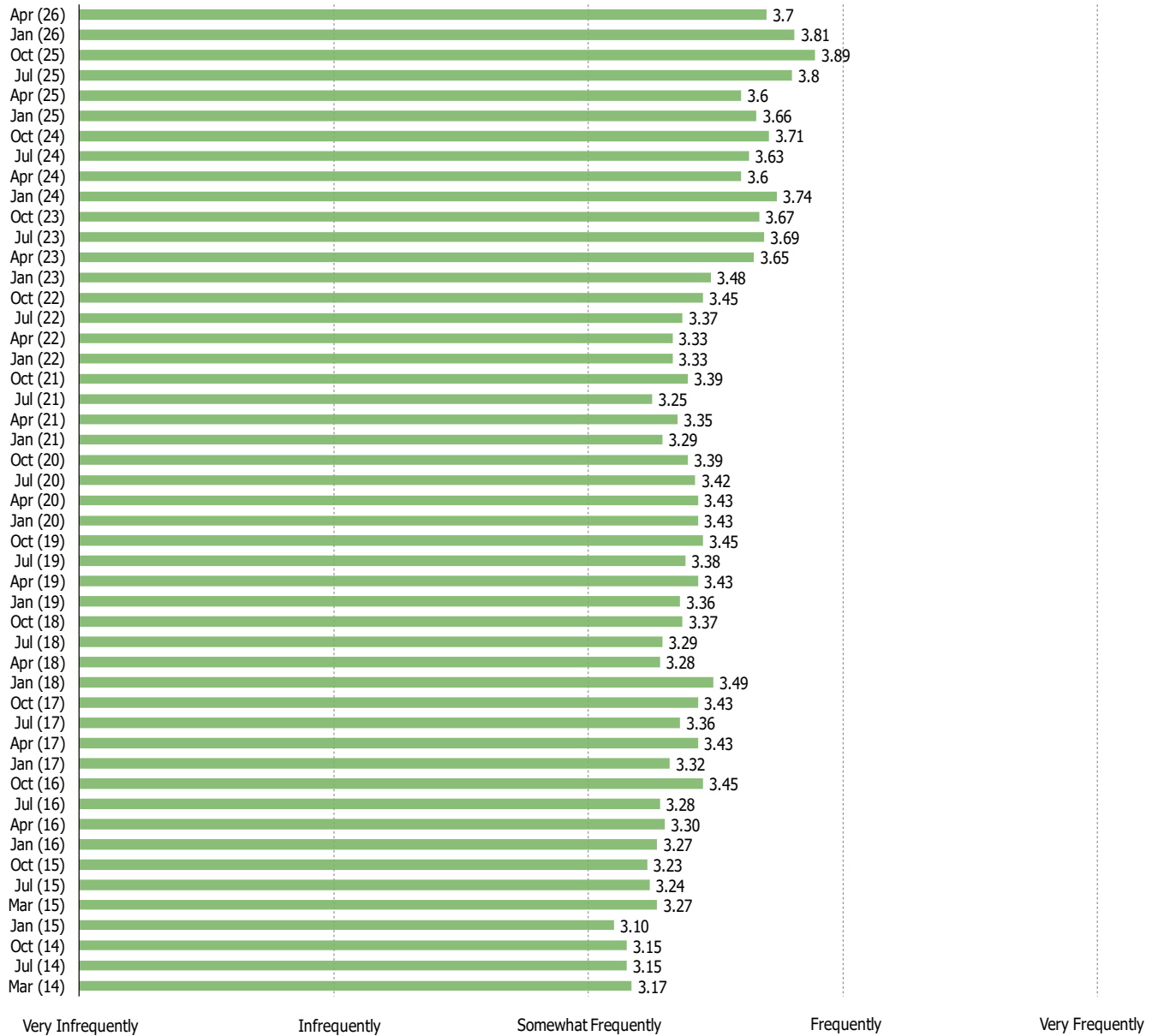
IN YOUR OPINION, IS SOCIAL MEDIA IN GENERAL A GOOD THING OR A BAD THING?

Posed to all respondents



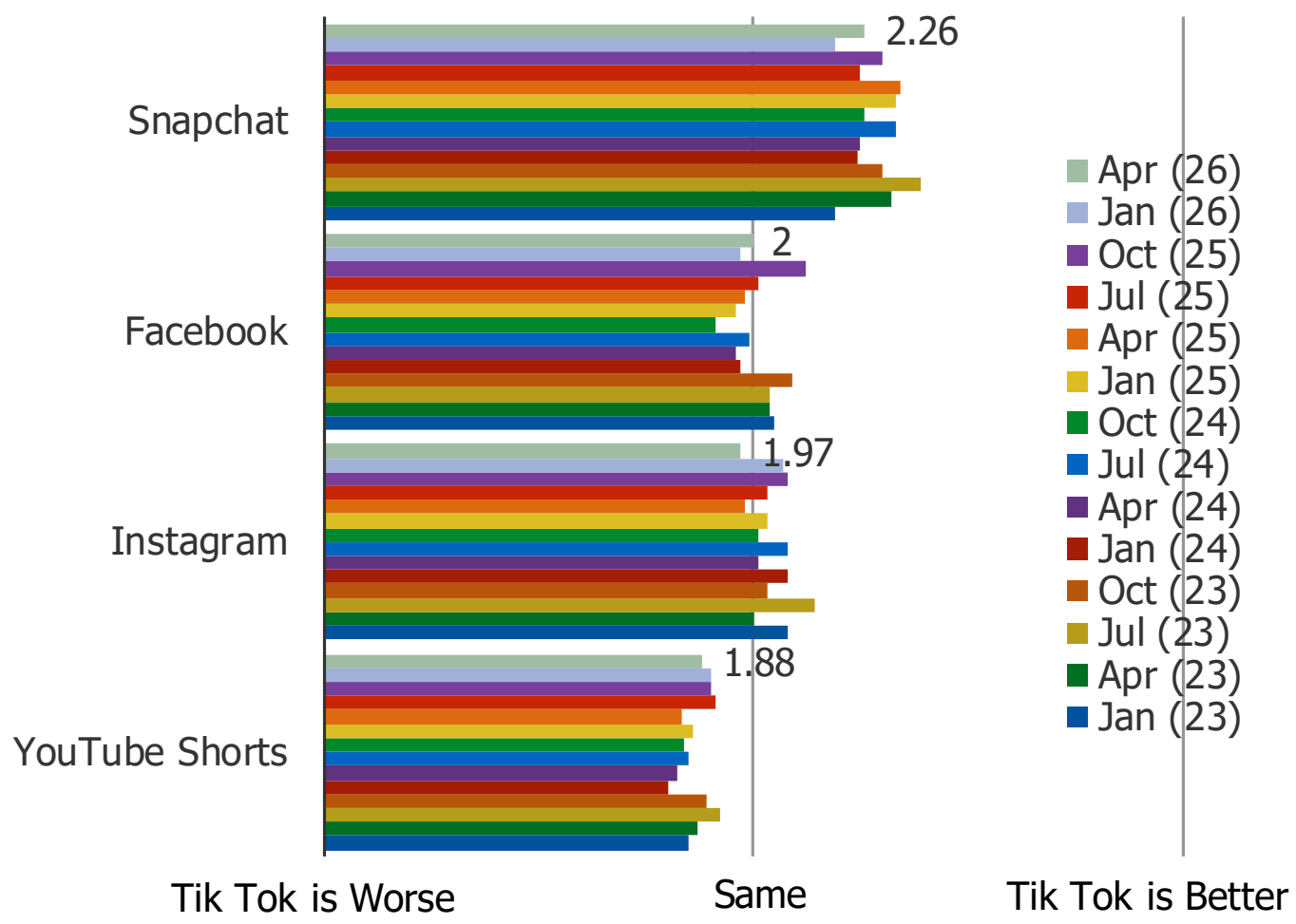
SOCIAL MEDIA USAGE FREQUENCY

Posed to all consumers.



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

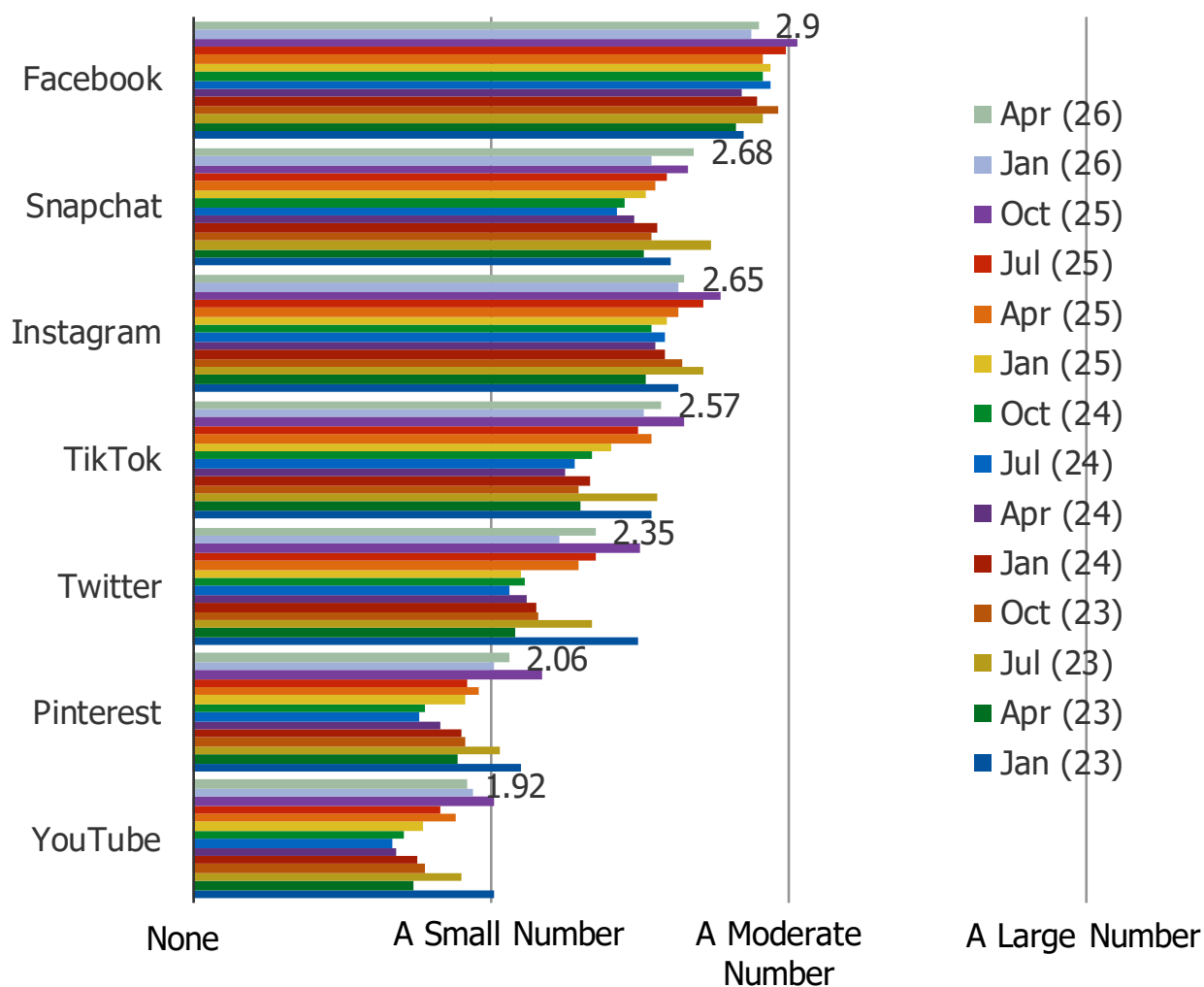
This question was posed respondents who watch multiple videos in a row on TikTok AND on each of the following platforms.



	N=
Facebook	434
Instagram	314
Snapchat	131
YouTube Shorts	373

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

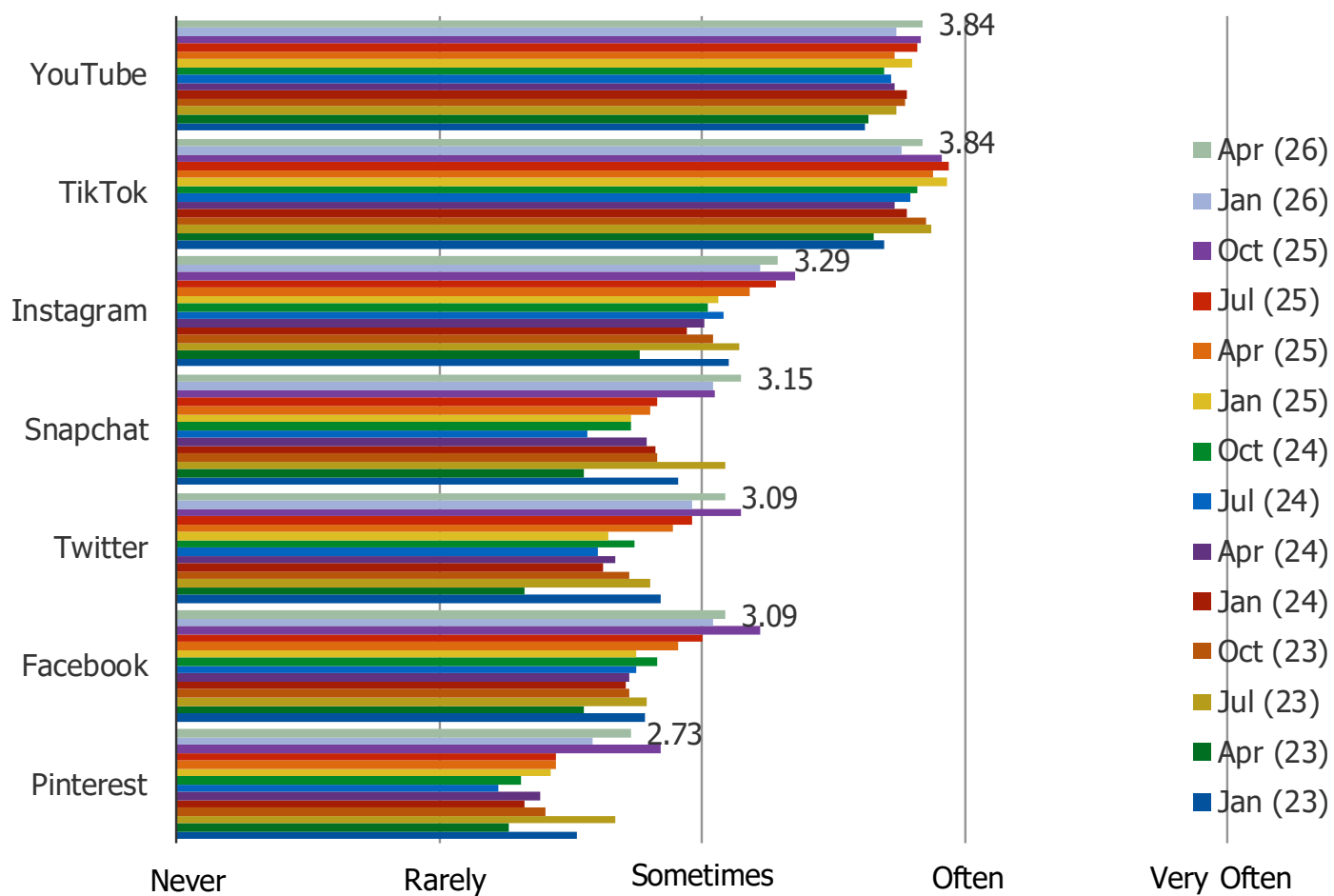
This question was posed to all respondents who use each of the below.



	N=
Facebook	758
Twitter / X	297
Snapchat	312
Instagram	522
Pinterest	320
TikTok	449
YouTube	811

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

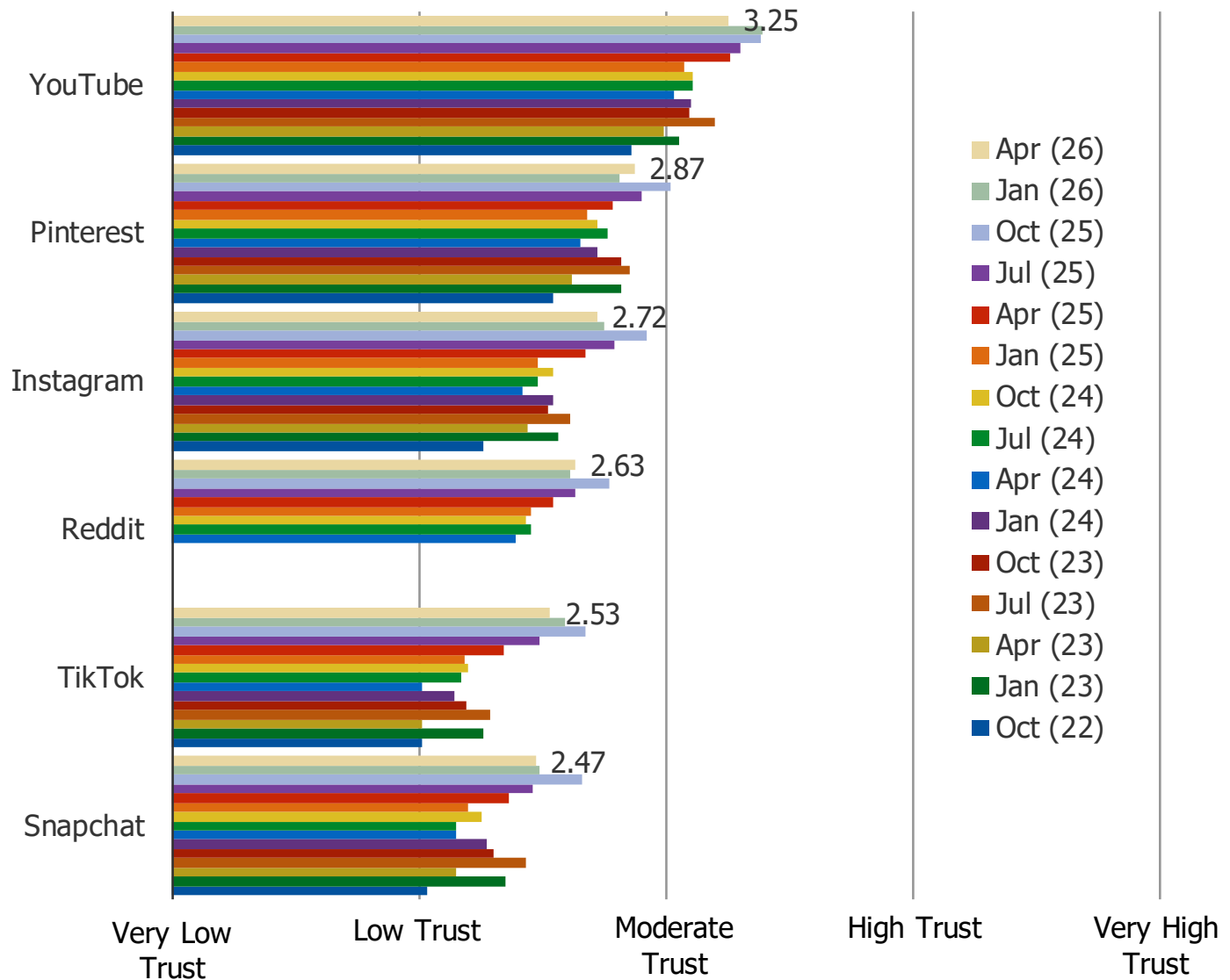
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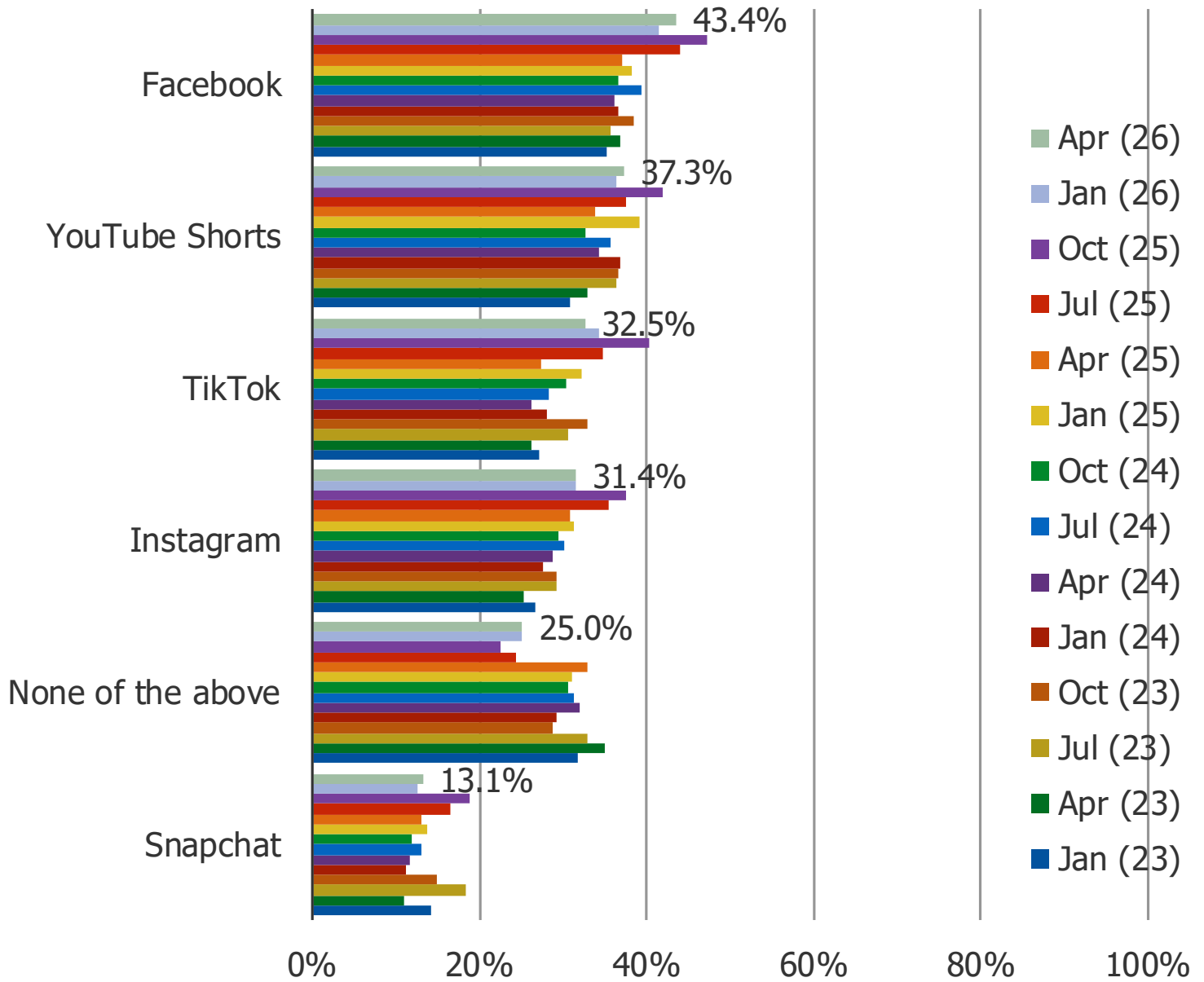
HOW MUCH TRUST DO YOU HAVE IN EACH OF THE FOLLOWING?

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

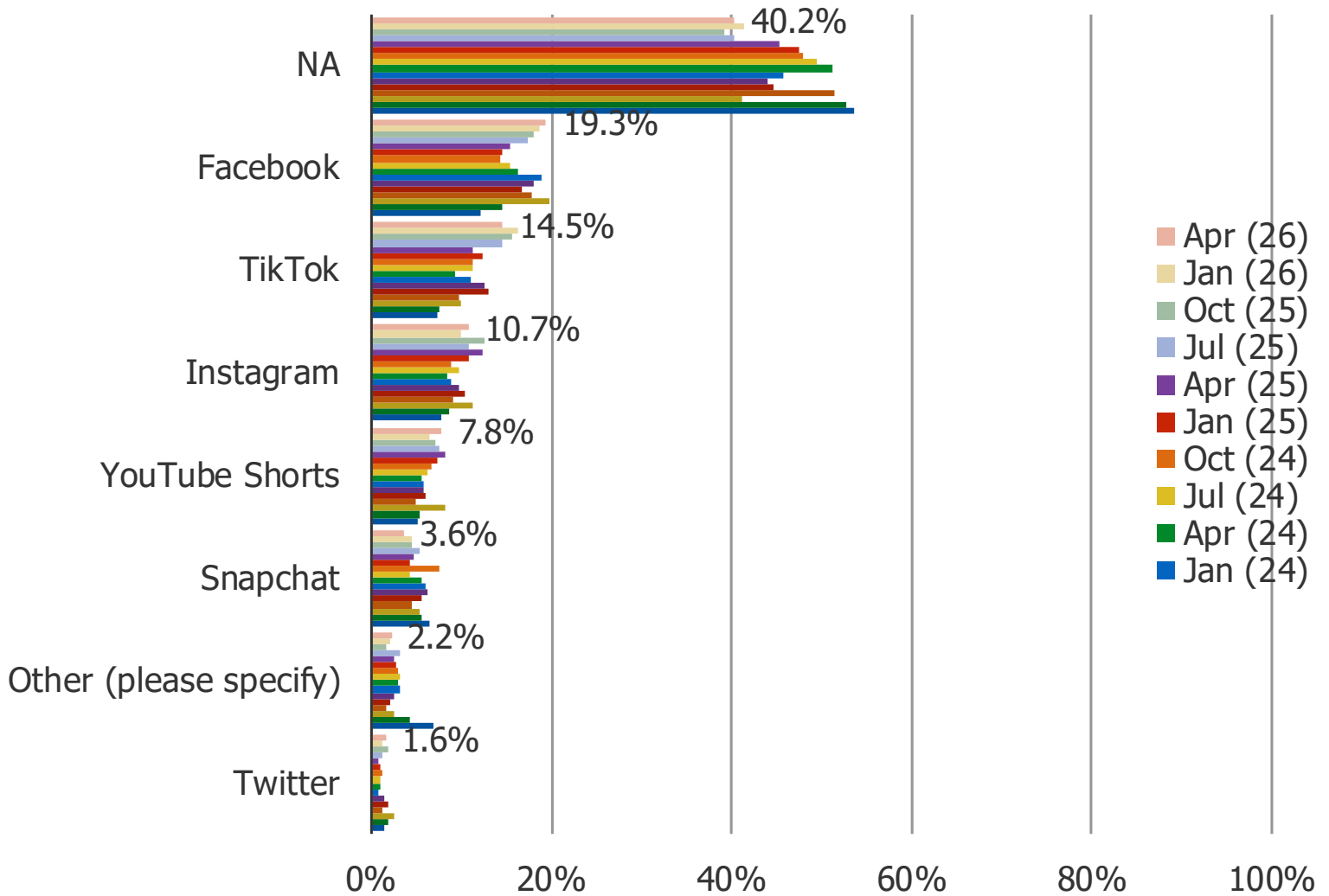
This question was posed to all respondents.



CREATING AND SHARING VIDEO ON SOCIAL MEDIA

WHICH IS YOUR PREFERRED APP FOR CREATING VIDEOS?

This question was posed to all respondents.

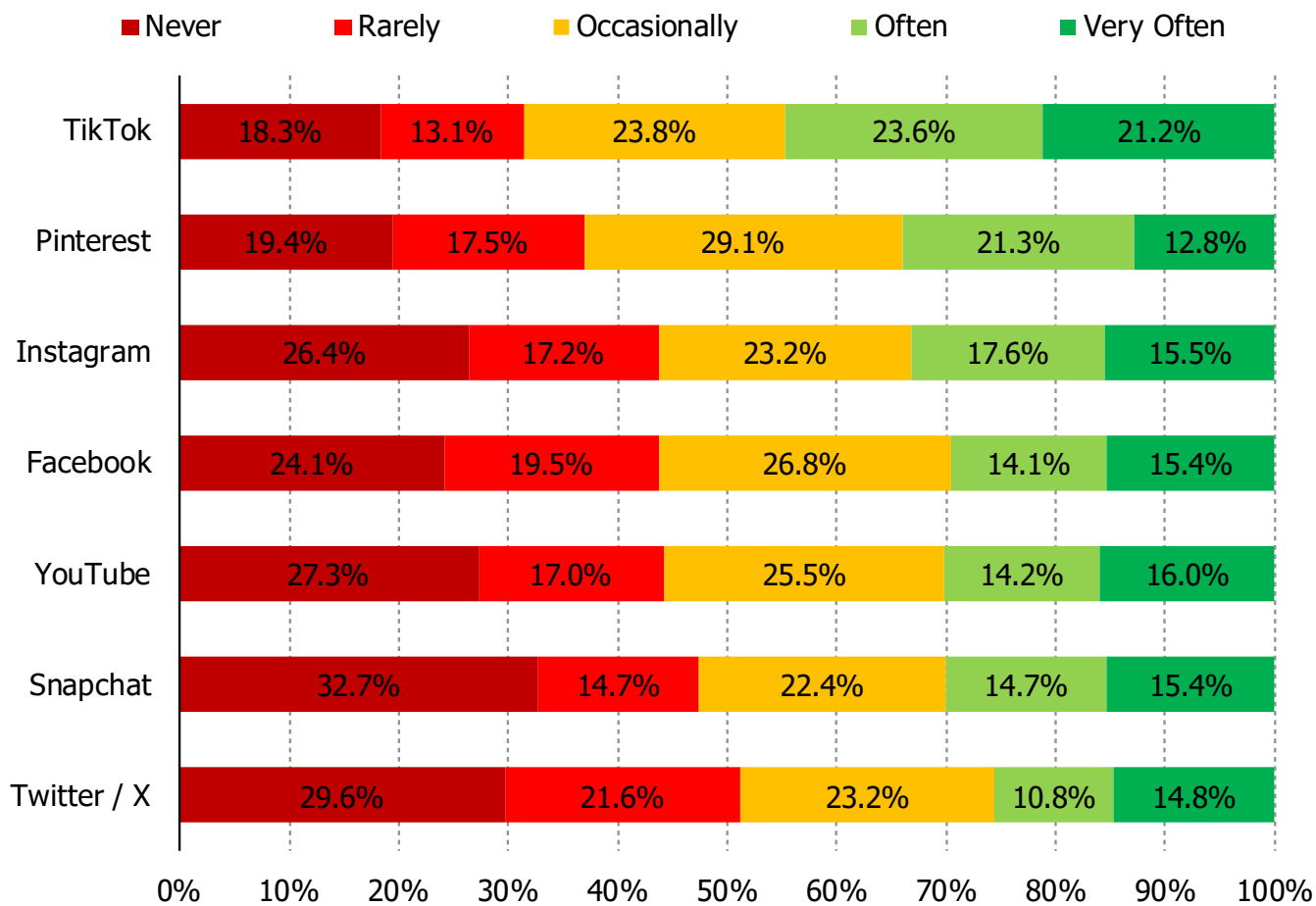


SOCIAL COMMERCE / AUGMENTED REALITY AND SHOPPING

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

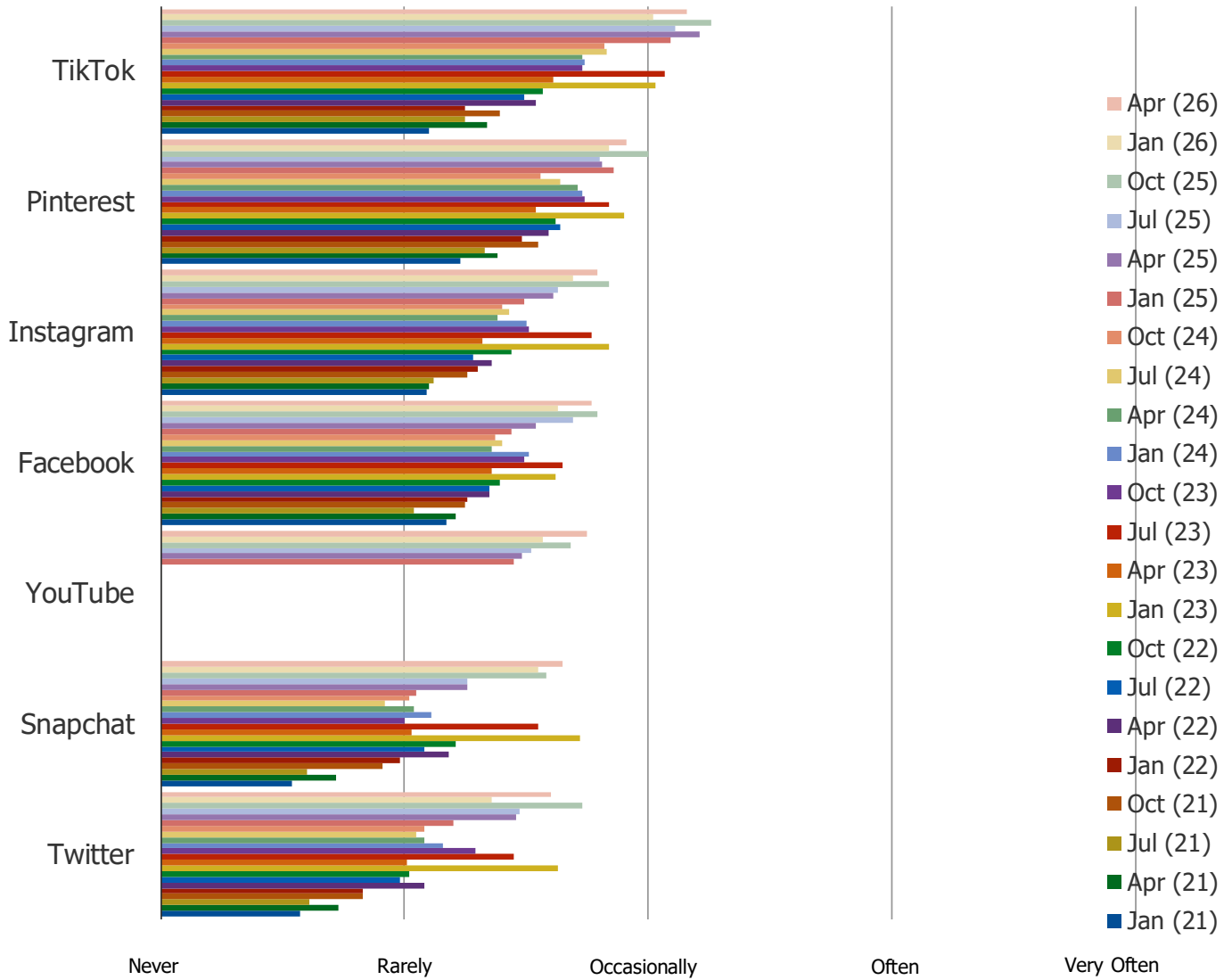
Posed to users of each of the following social media apps.

April 2026



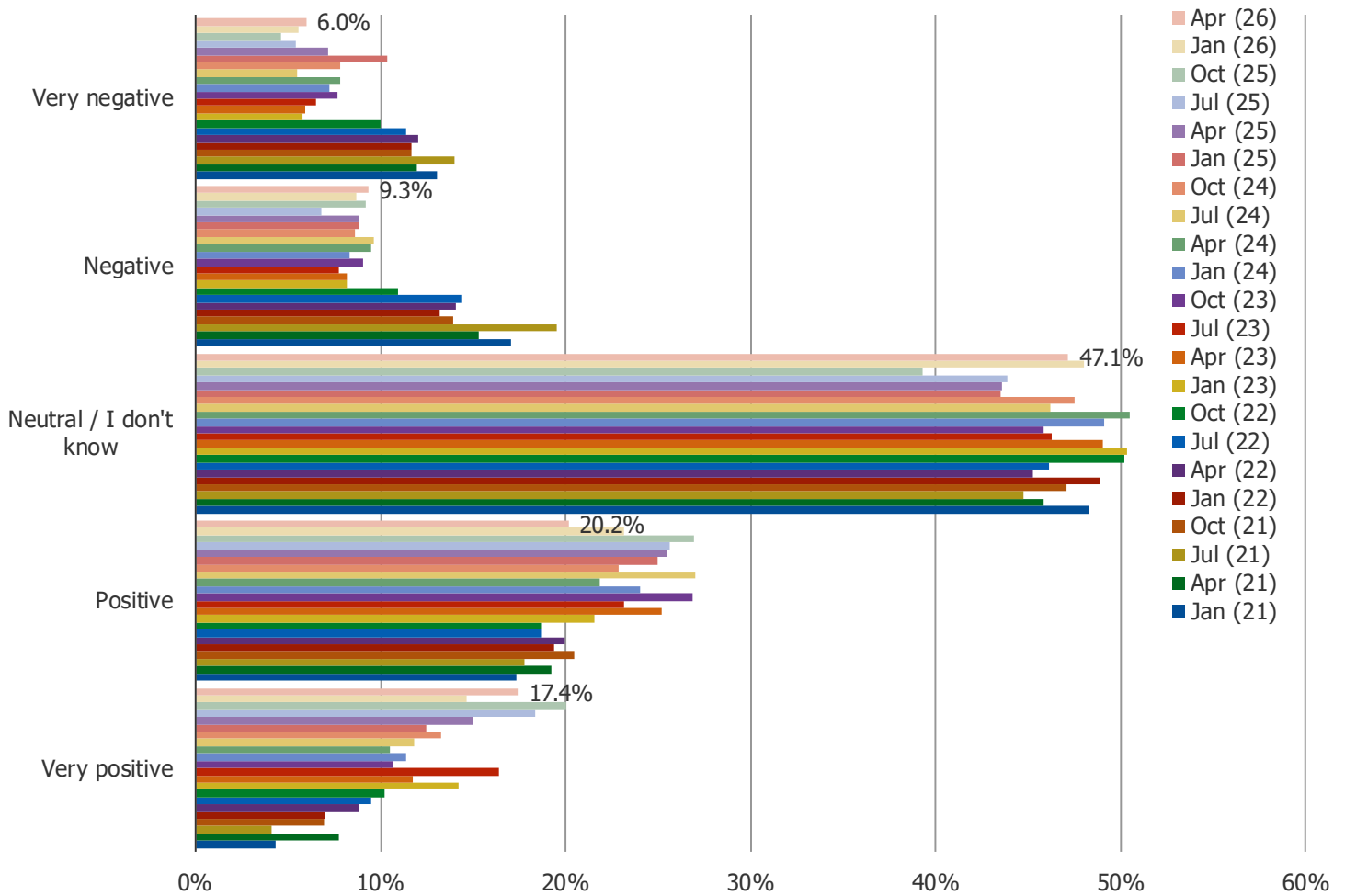
HOW OFTEN DO YOU DISCOVER PRODUCTS TO BUY ON THE FOLLOWING:

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)?

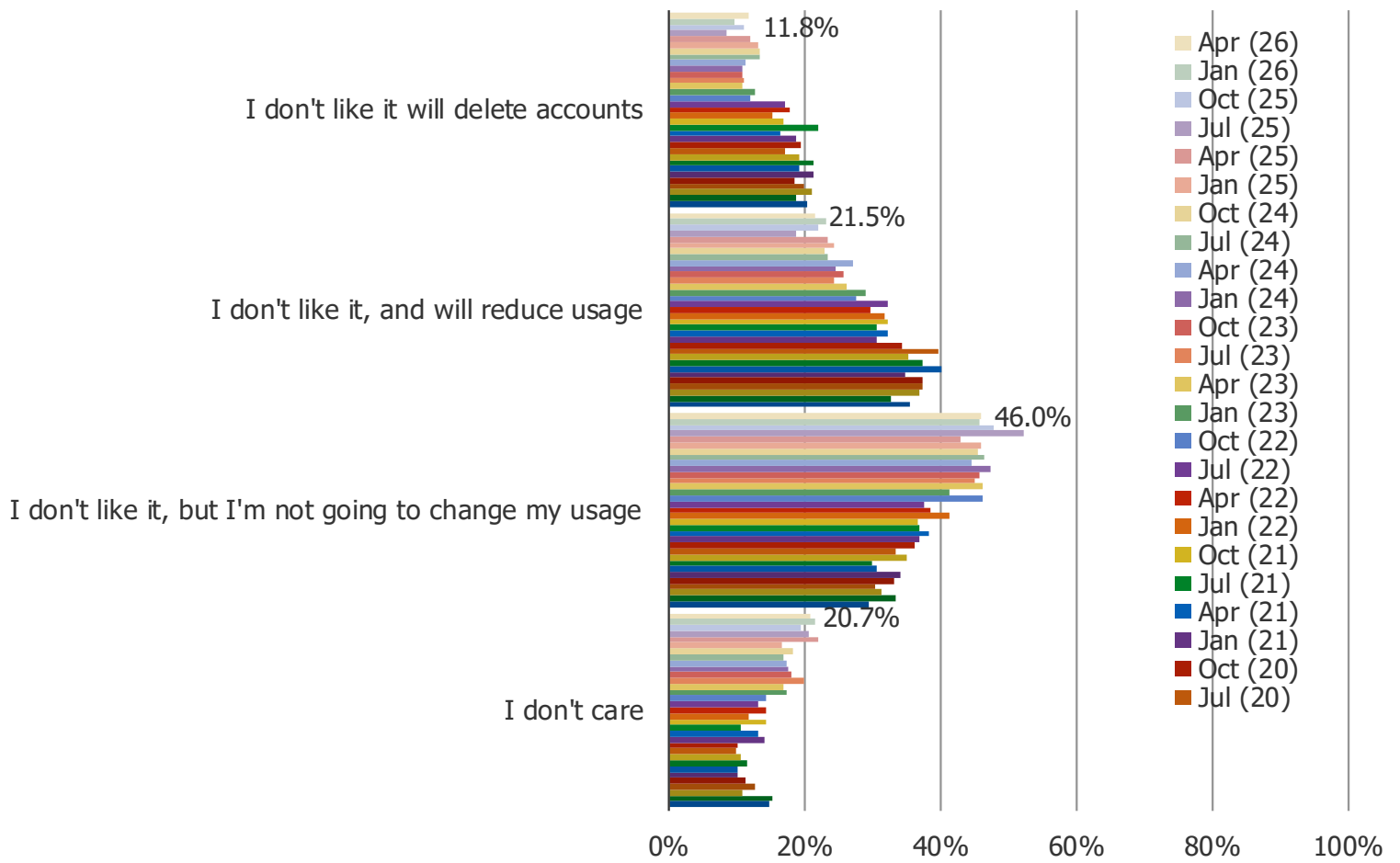
Posed to users of social media apps.



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)

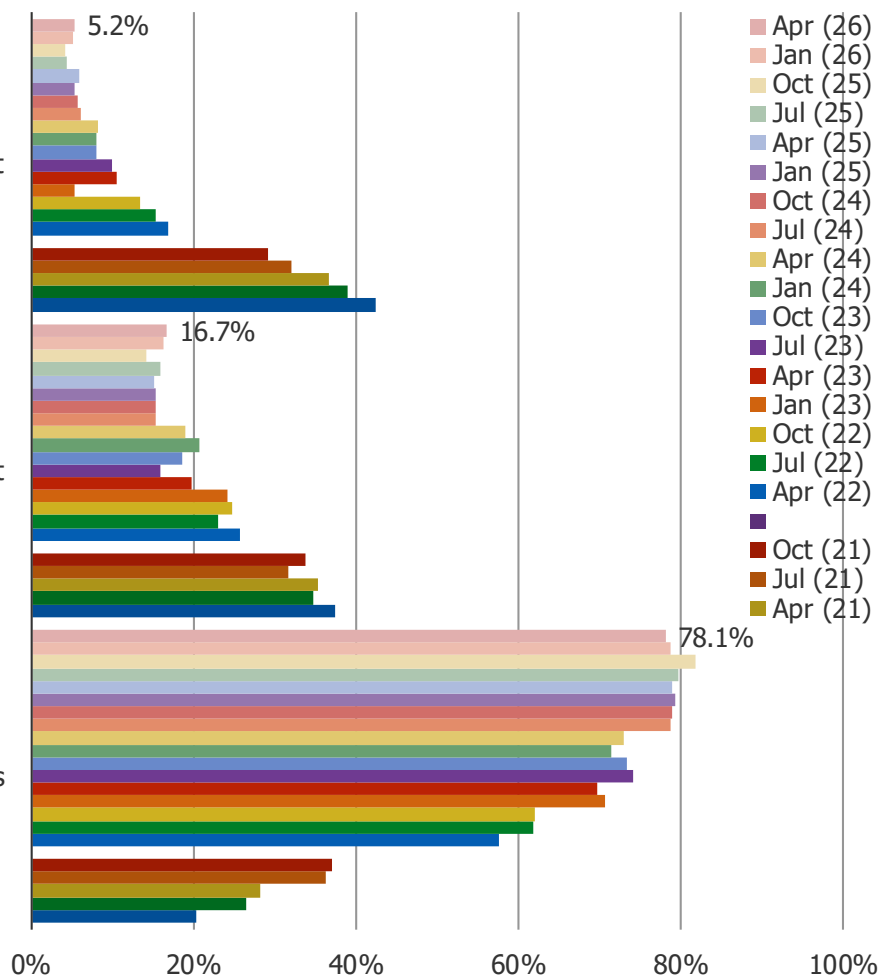
Posted to Instagram Users:



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

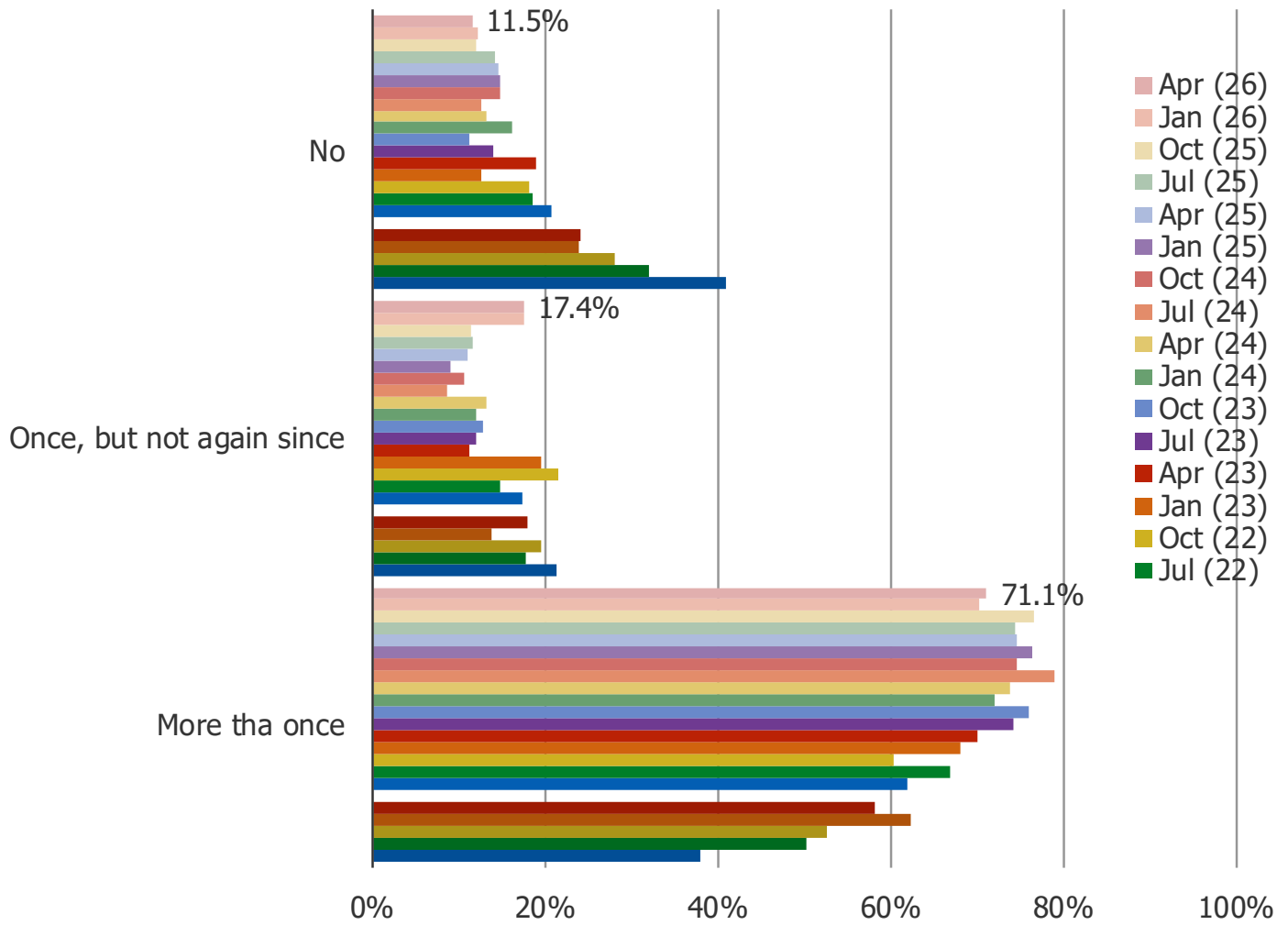
I've heard of it, but don't know much about it

I am familiar with Instagram Reels



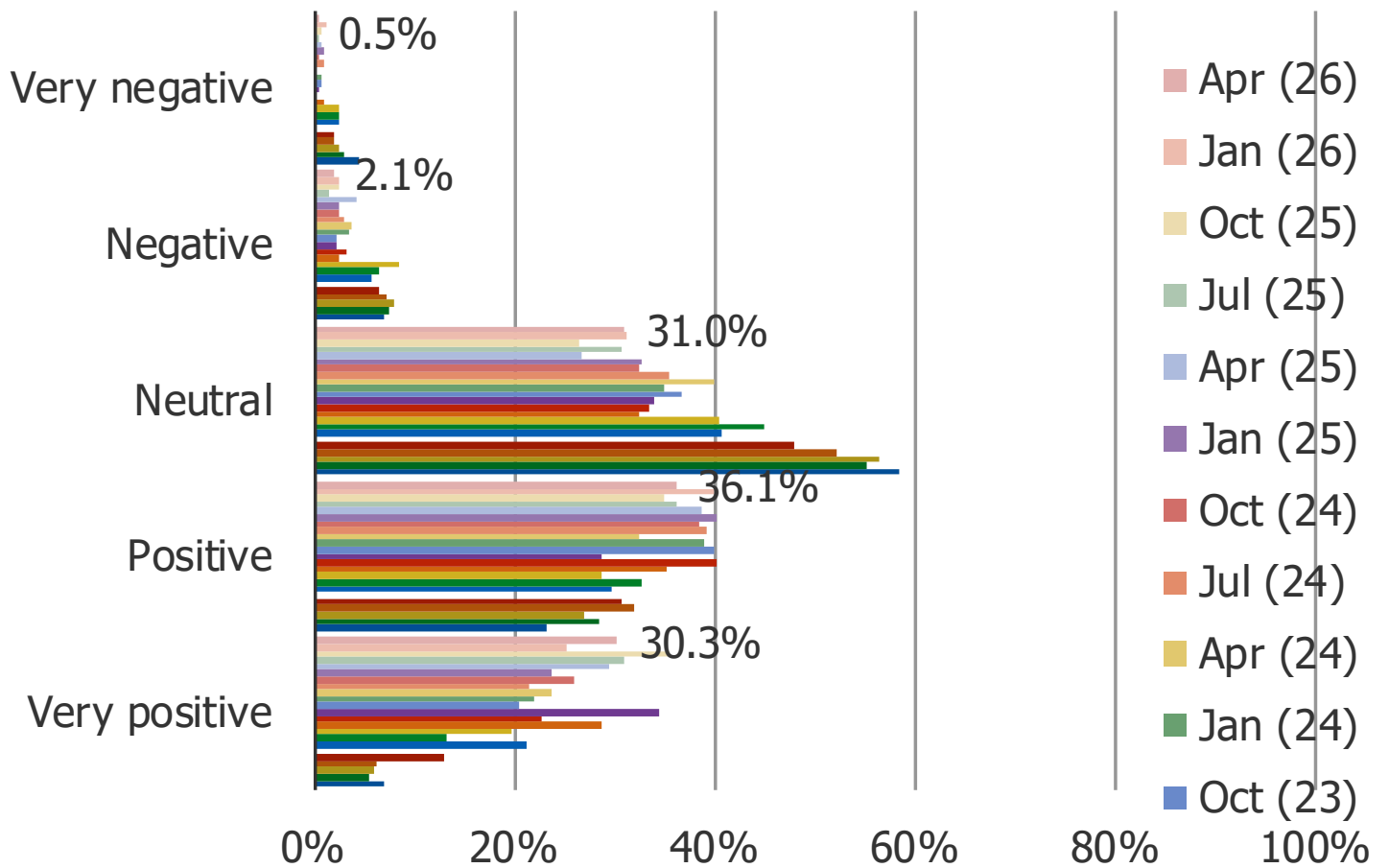
HAVE YOU WATCHED/SEEN ANY INSTAGRAM REELS VIDEOS YET?

Posted to Instagram Users who have heard of Reels:



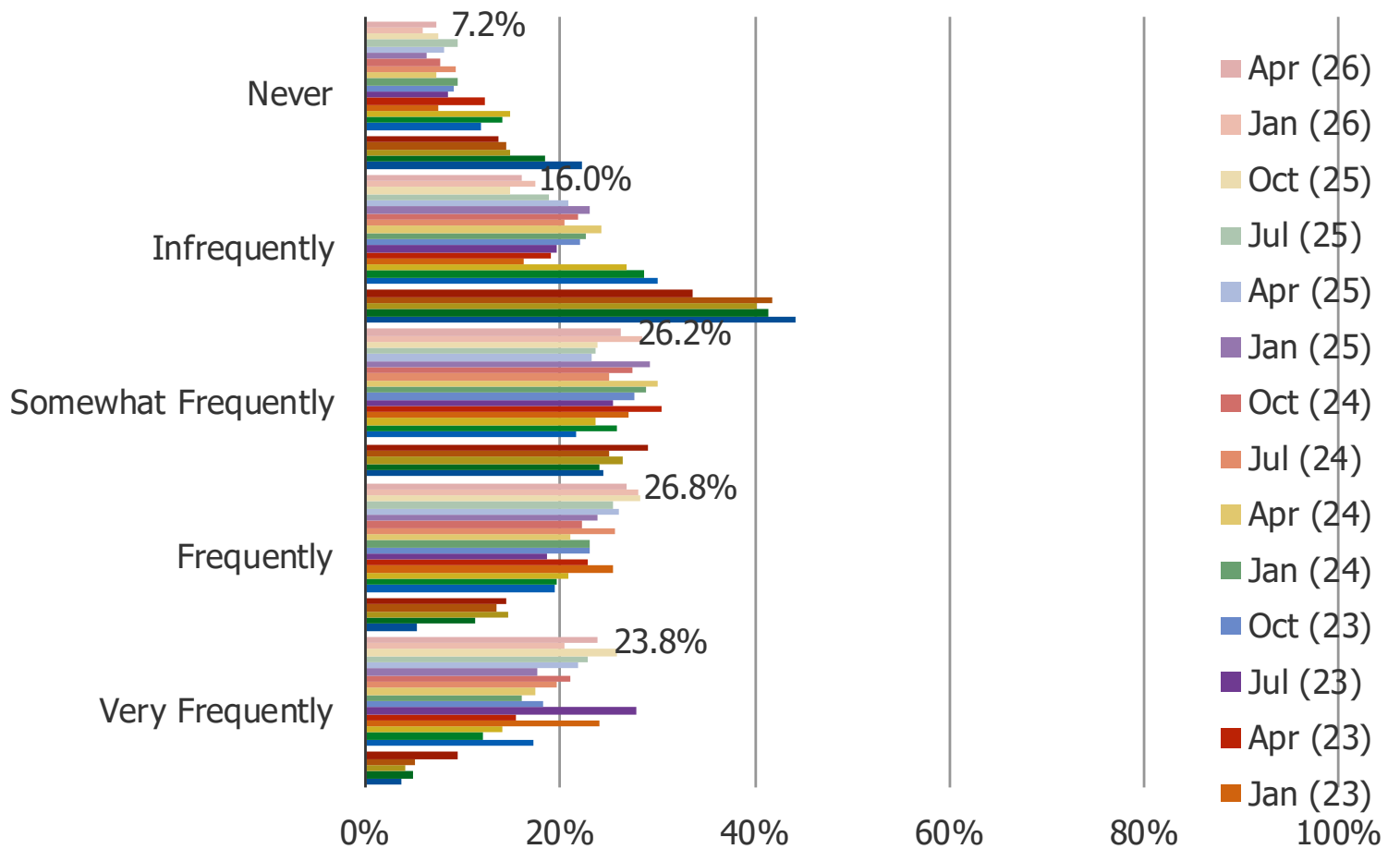
WHAT IS YOUR OPINION OF THE EXPERIENCE WATCHING INSTAGRAM REELS VIDEOS?

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



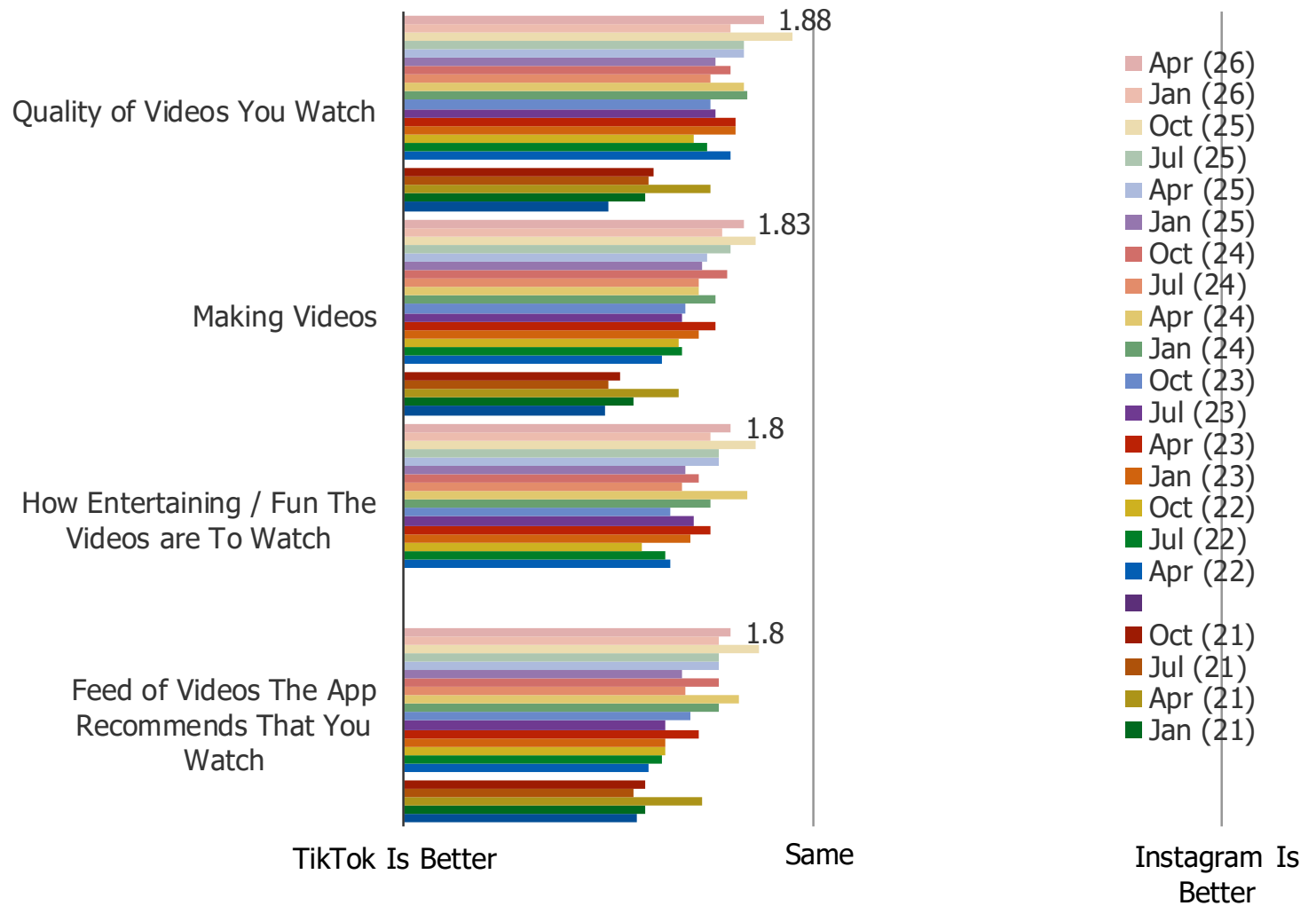
HOW OFTEN DO YOU EXPECT TO WATCH REELS GOING FORWARD?

Posted to Instagram Users who have heard of Reels:



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

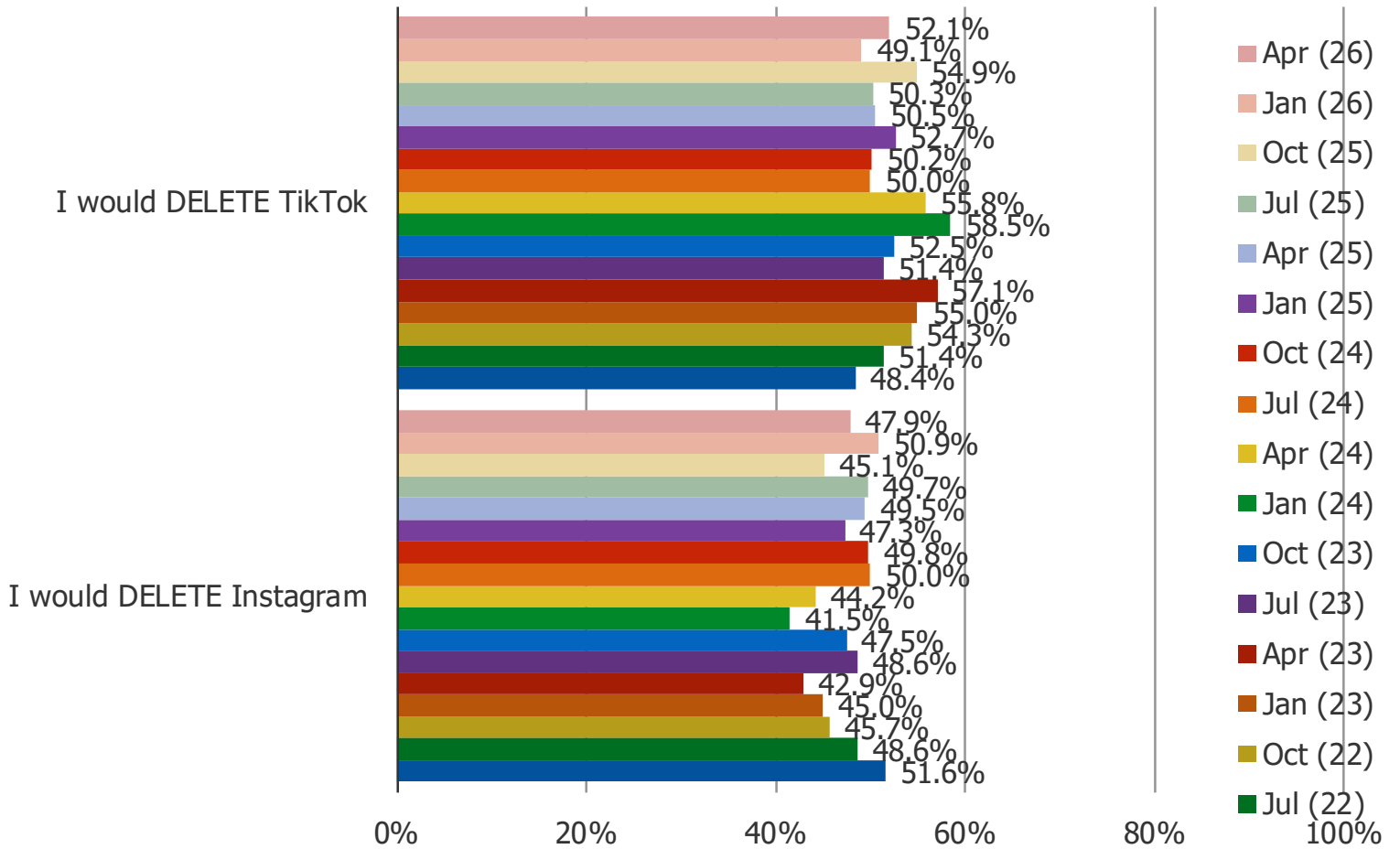
Posted to Instagram Users who have heard of Reels AND use TikTok:



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.



WHAT APP RESPONDENTS WOULD KEEP OR DELETE - INSTAGRAM VS. TIKTOK

Out of 4,138 valid written explanations for deleting an app, here is the aggregate distribution:

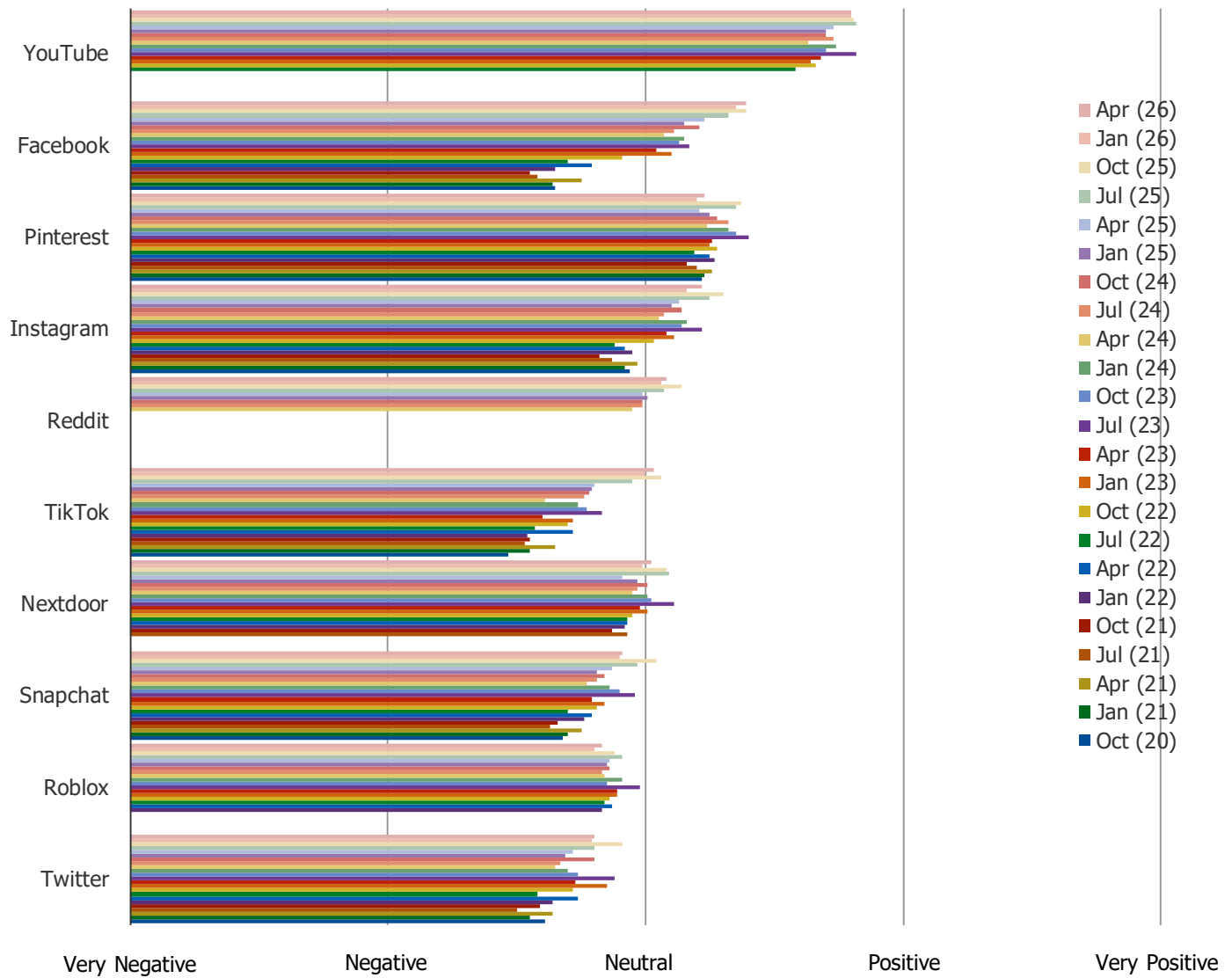
- **Usage Frequency / Time Spent:** 60.17% (e.g., "I use the other app more," "I never open it")
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- **Content / Features / Entertainment:** 4.78% (e.g., "Better videos," "More entertaining algorithm")
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- **Social Connections / Platform Redundancy:** 3.04% (e.g., "My friends are on IG," "I can just use YouTube Shorts")
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- **Account History / Memories:** 0.94% (e.g., "I've had it longer," "Don't want to lose memories")
- **Other / Unclassified:** 12.98%

WHAT APP RESPONDENTS WOULD KEEP OR DELETE - INSTAGRAM VS. TIKTOK (CONTINUED...)

Category	Trend Direction	R^2	P-Value
General Preference	Increasing	0.2378	0.0471
Other / Unclassified	Increasing	0.0545	0.3672
Account History / Memories	Decreasing	0.0447	0.4153
Usage Frequency / Time Spent	Decreasing	0.0353	0.4705
Social Connections	Decreasing	0.0223	0.5675
Privacy / Security / Politics	Decreasing	0.0171	0.6166
Content / Entertainment	Decreasing	0.0165	0.6236
Negative Experience / Dislike	Decreasing	0.0147	0.6435
No Specific Reason	Decreasing	0.0001	0.9696

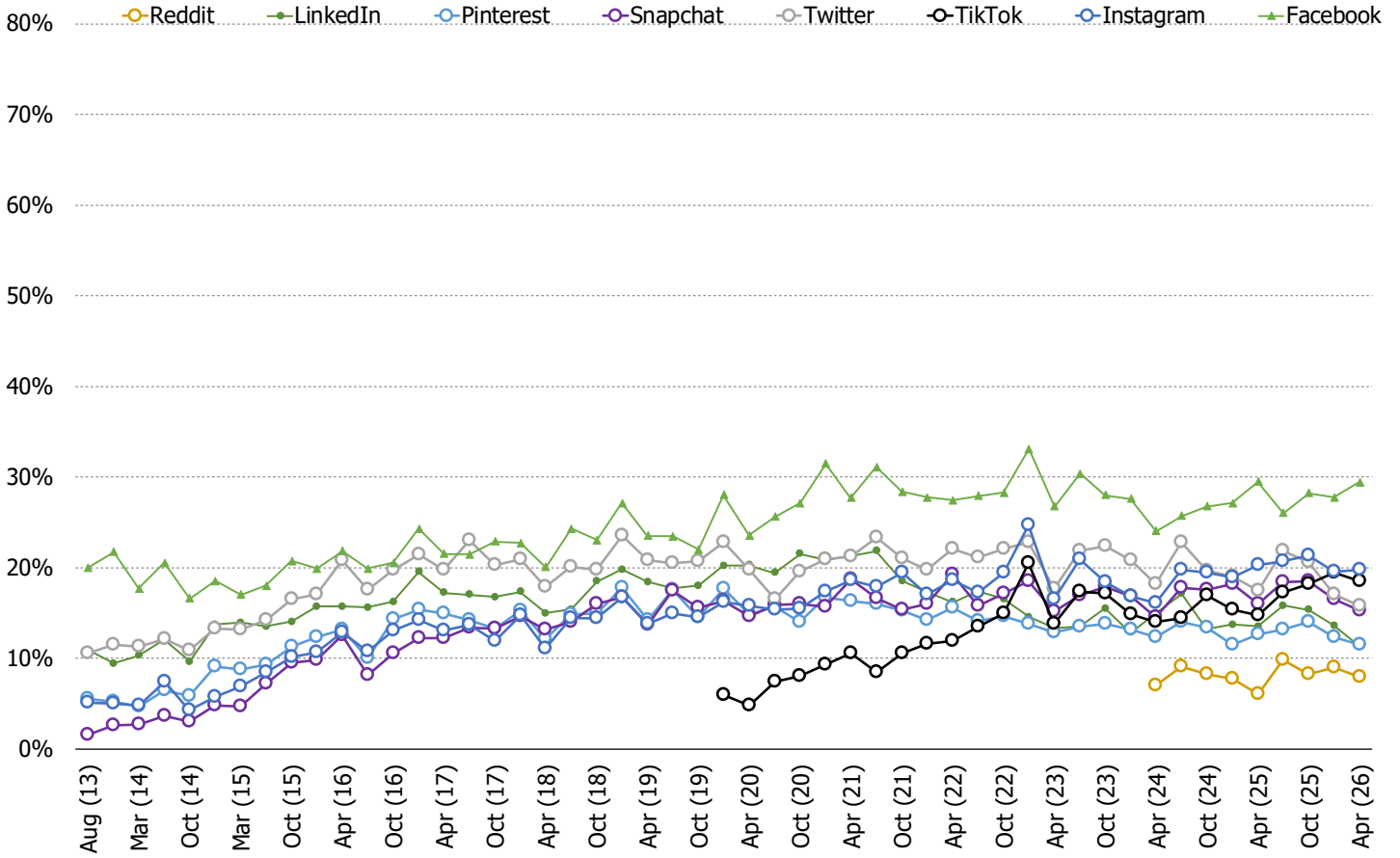
WHAT IS YOUR OPINION OF THE FOLLOWING APPS/SITES?

Posed to all respondents.



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

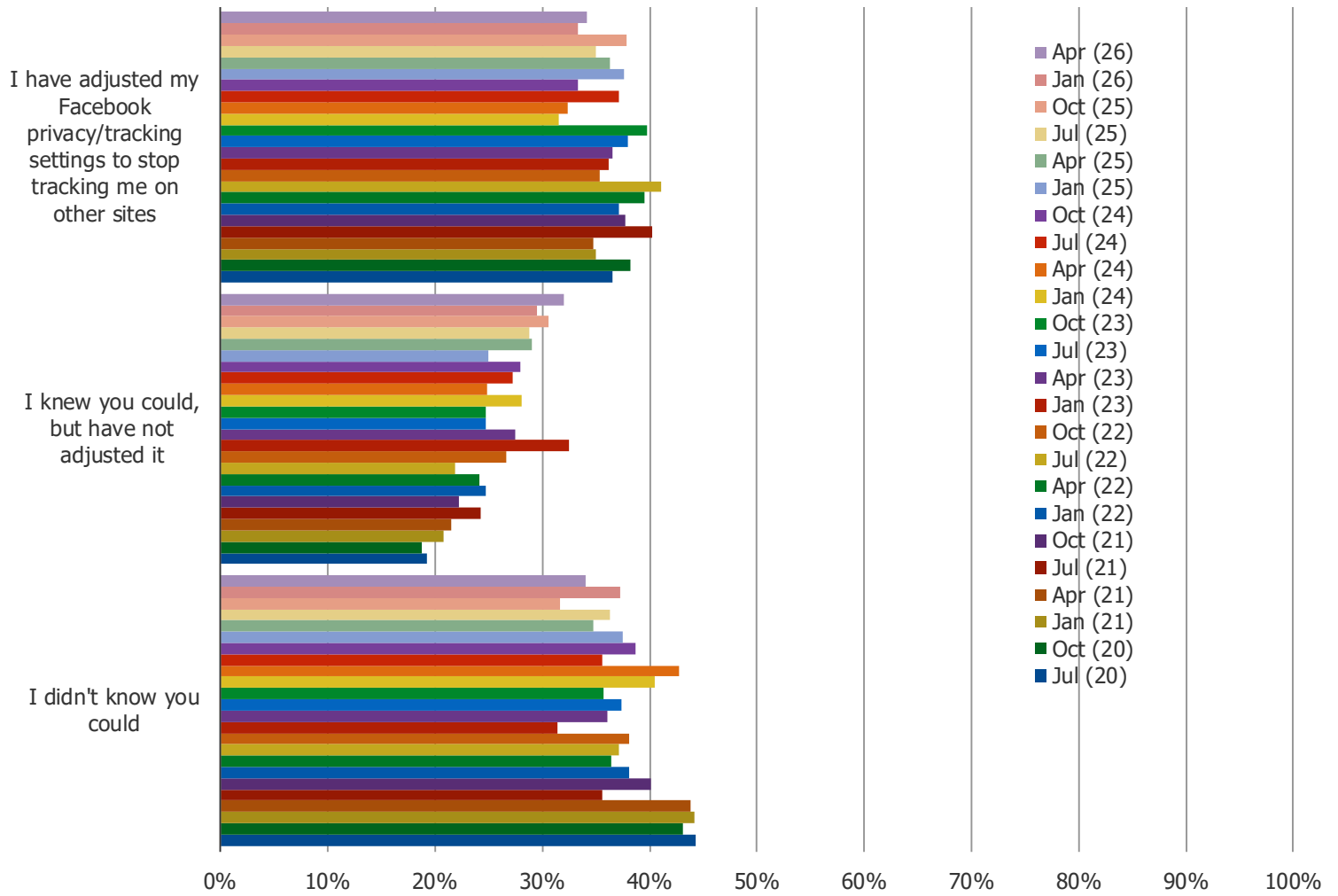
Posed to all respondents.



FB DEEP DIVE

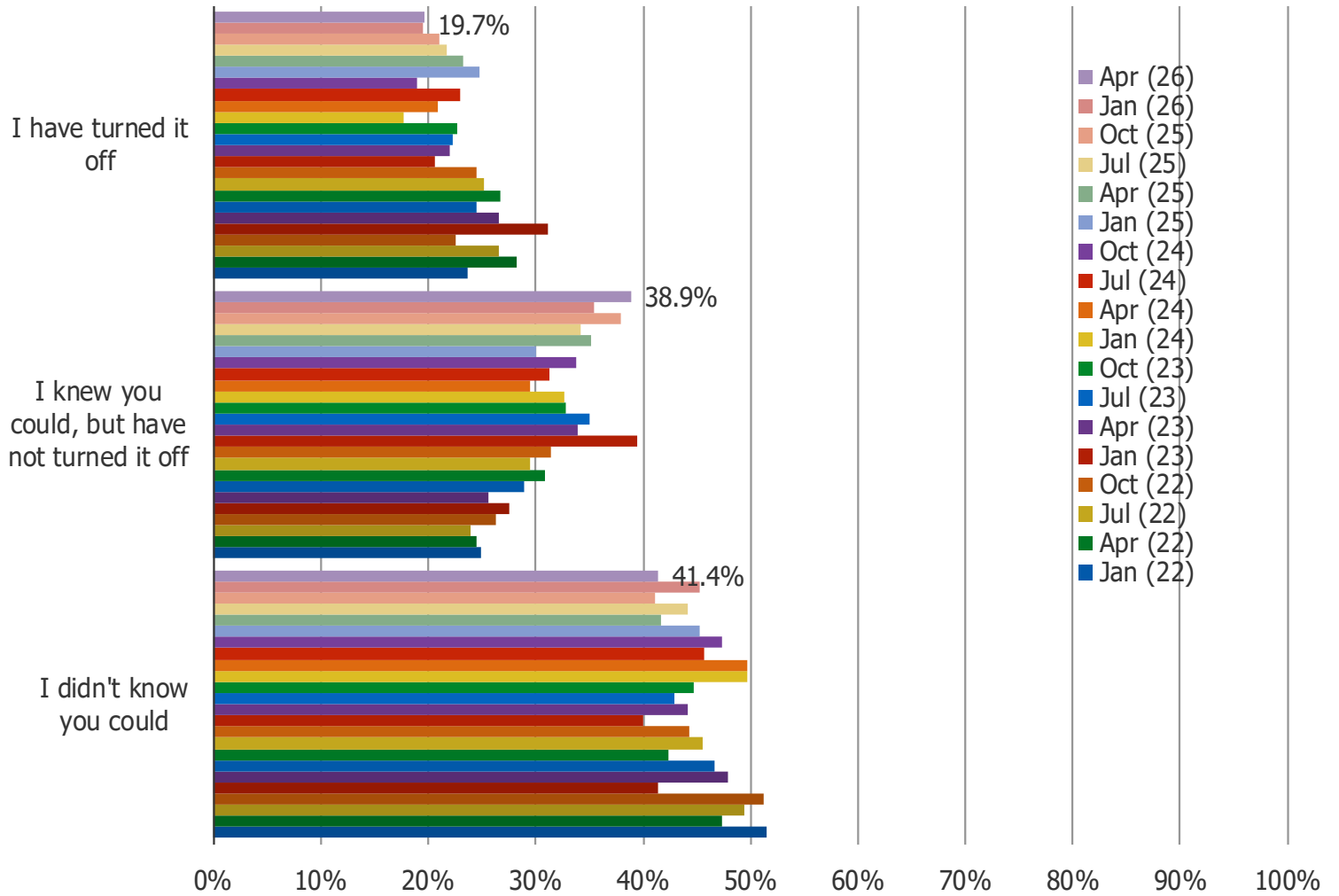
HAVE YOU ADJUSTED YOUR PRIVACY SETTINGS ON FACEBOOK TO PREVENT THEM FROM TRACKING YOUR ACTIVITY ON OTHER SITES (IE, "OFF FACEBOOK ACTIVITY")?

Posed to Facebook users.



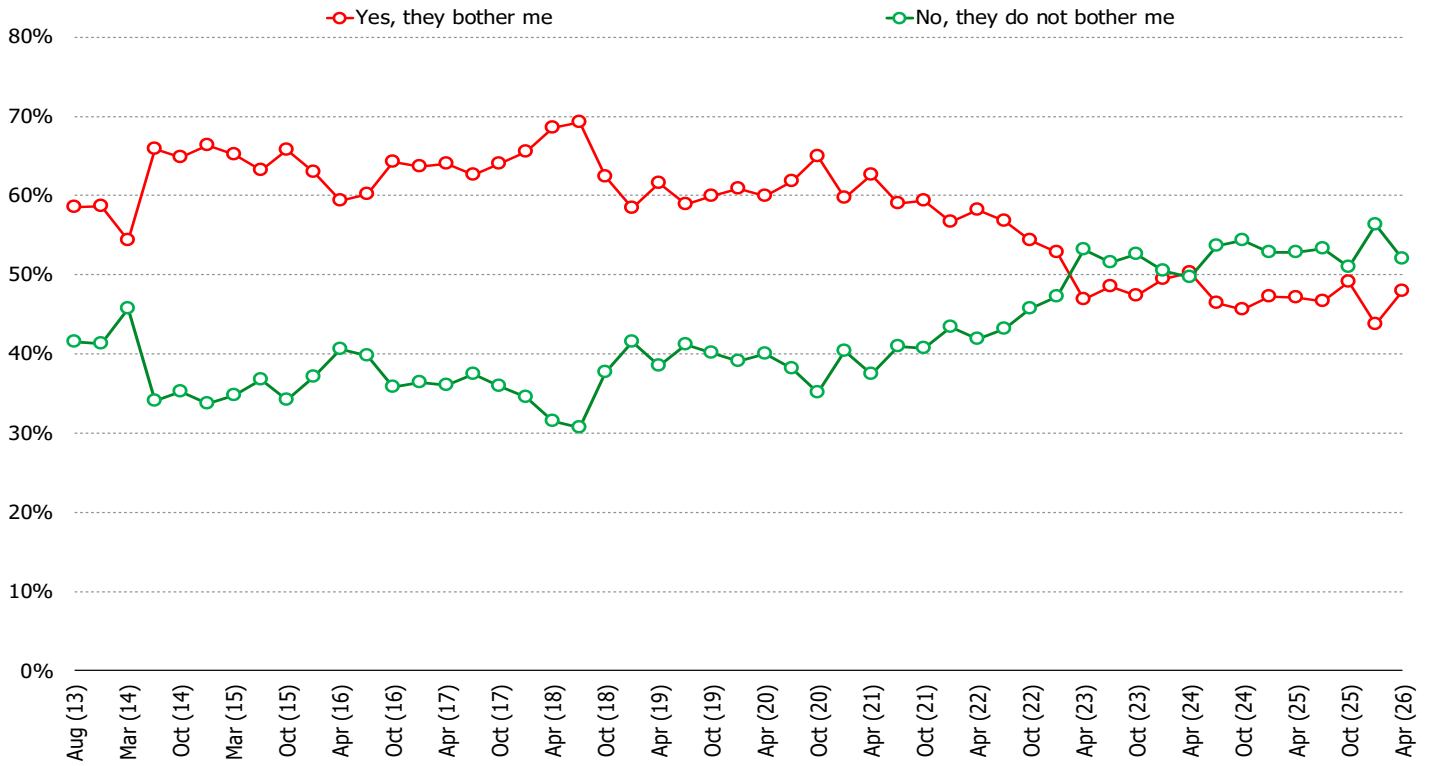
HAVE YOU GONE INTO AD CONTROLS TO TURN OFF “ADS BASED ON DATA FROM PARTNERS”?

Posed to Facebook users.



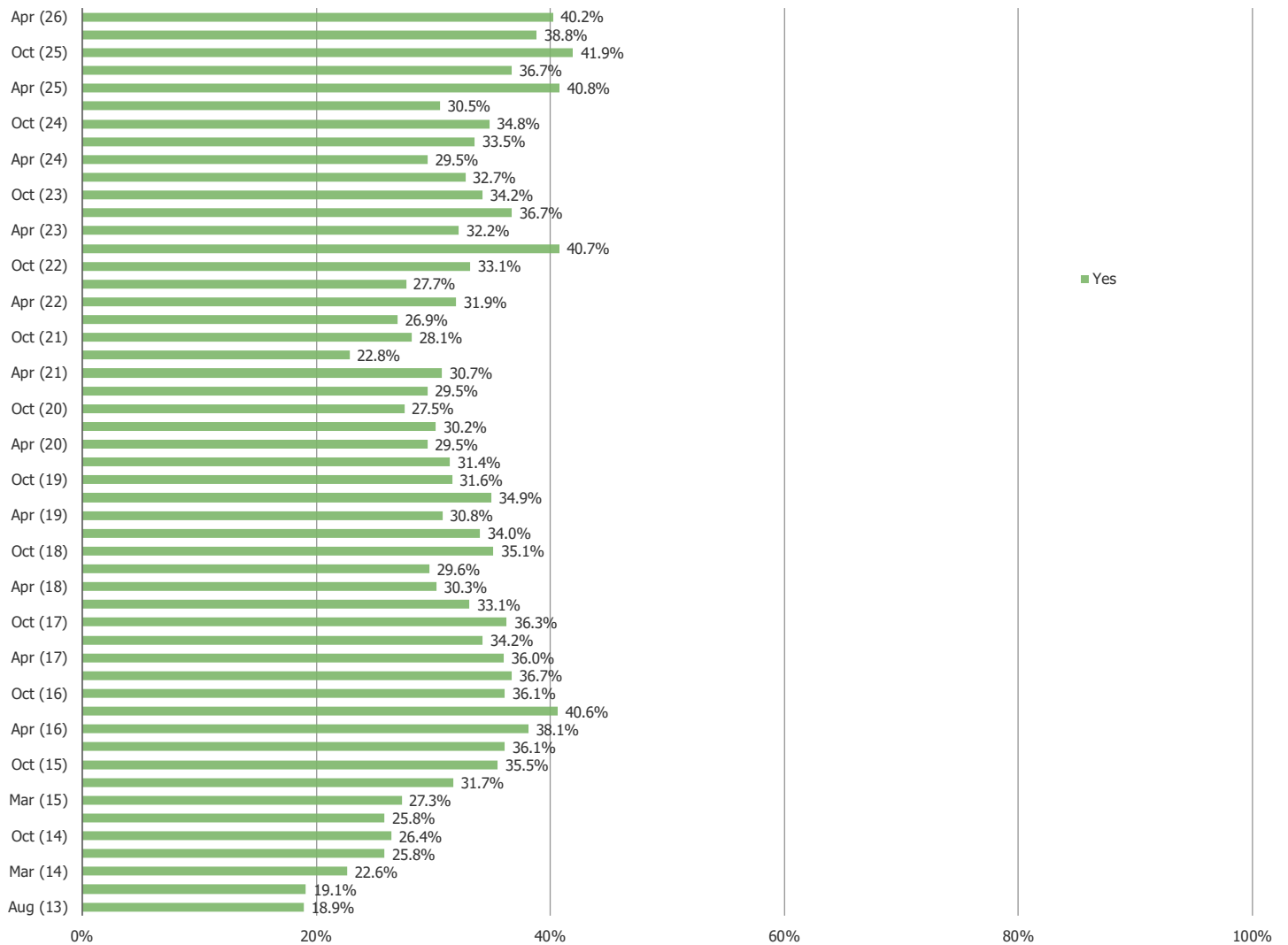
FACEBOOK ACCOUNT HOLDERS – DO ADS IN YOUR NEWSFEED BOTHER YOU?

Posed to Facebook account holders.



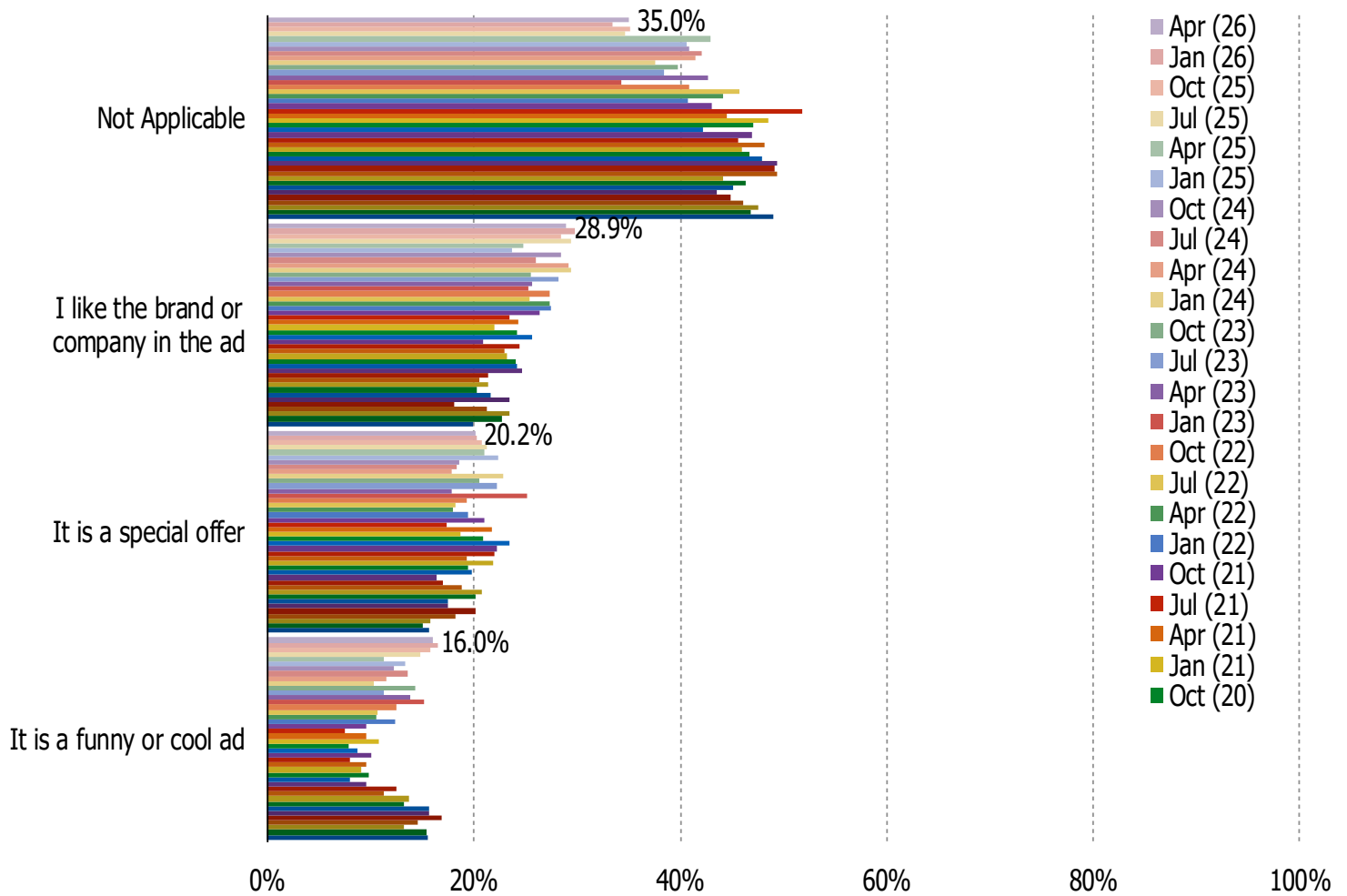
FACEBOOK ACCOUNT HOLDERS – HAVE YOU NOTICED IMPROVEMENT IN THE QUALITY AND RELEVANCE OF THE ADS THAT APPEAR IN YOUR FACEBOOK NEWS FEED?

Posed to Facebook account holders.



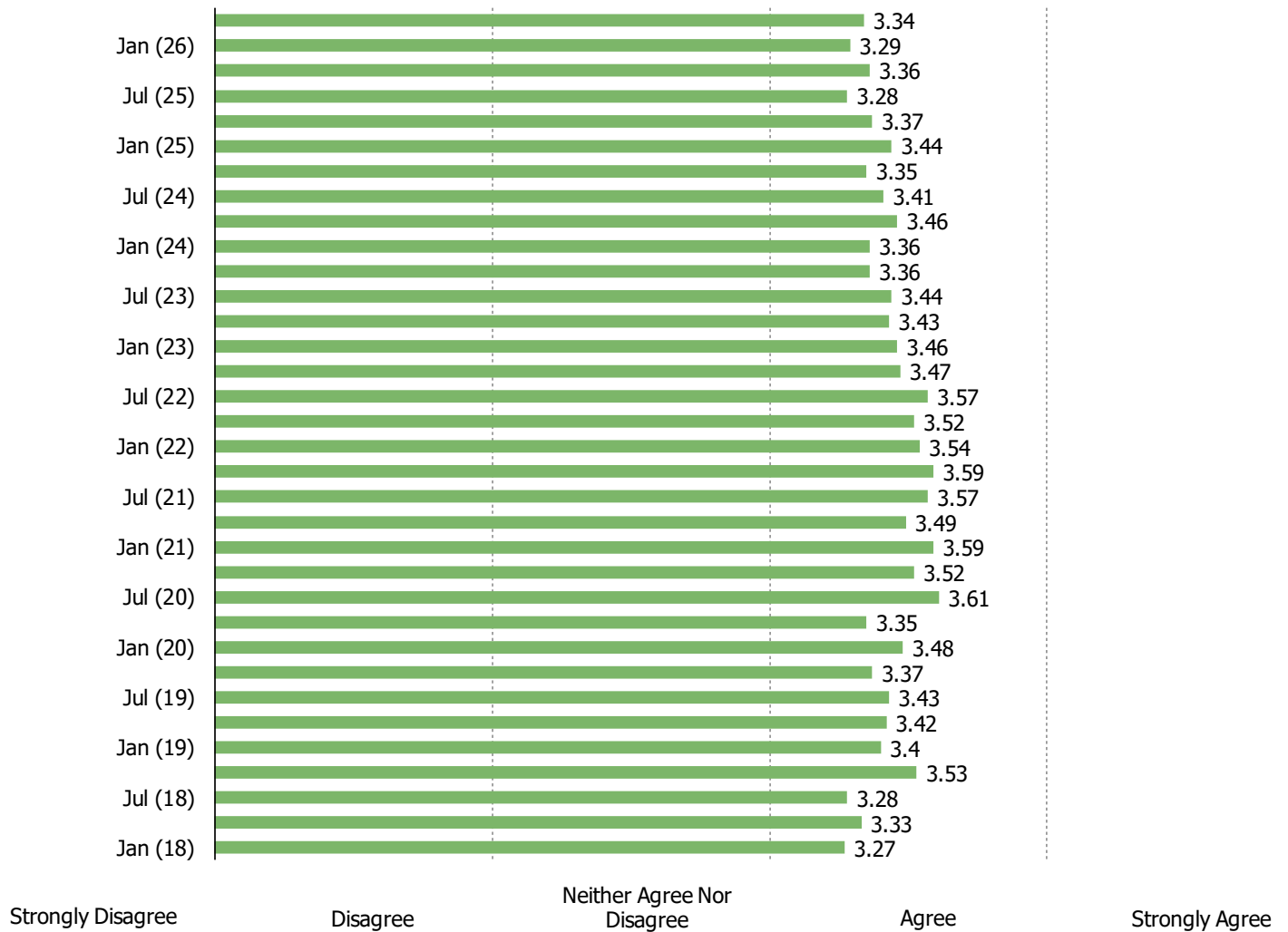
WHEN YOU CLICK ON AN ADVERTISEMENT WHILE ON FACEBOOK, WHAT IS USUALLY THE REASON FOR WHY YOU CLICKED ON THE ADVERTISEMENT?

Posed to Facebook account holders.



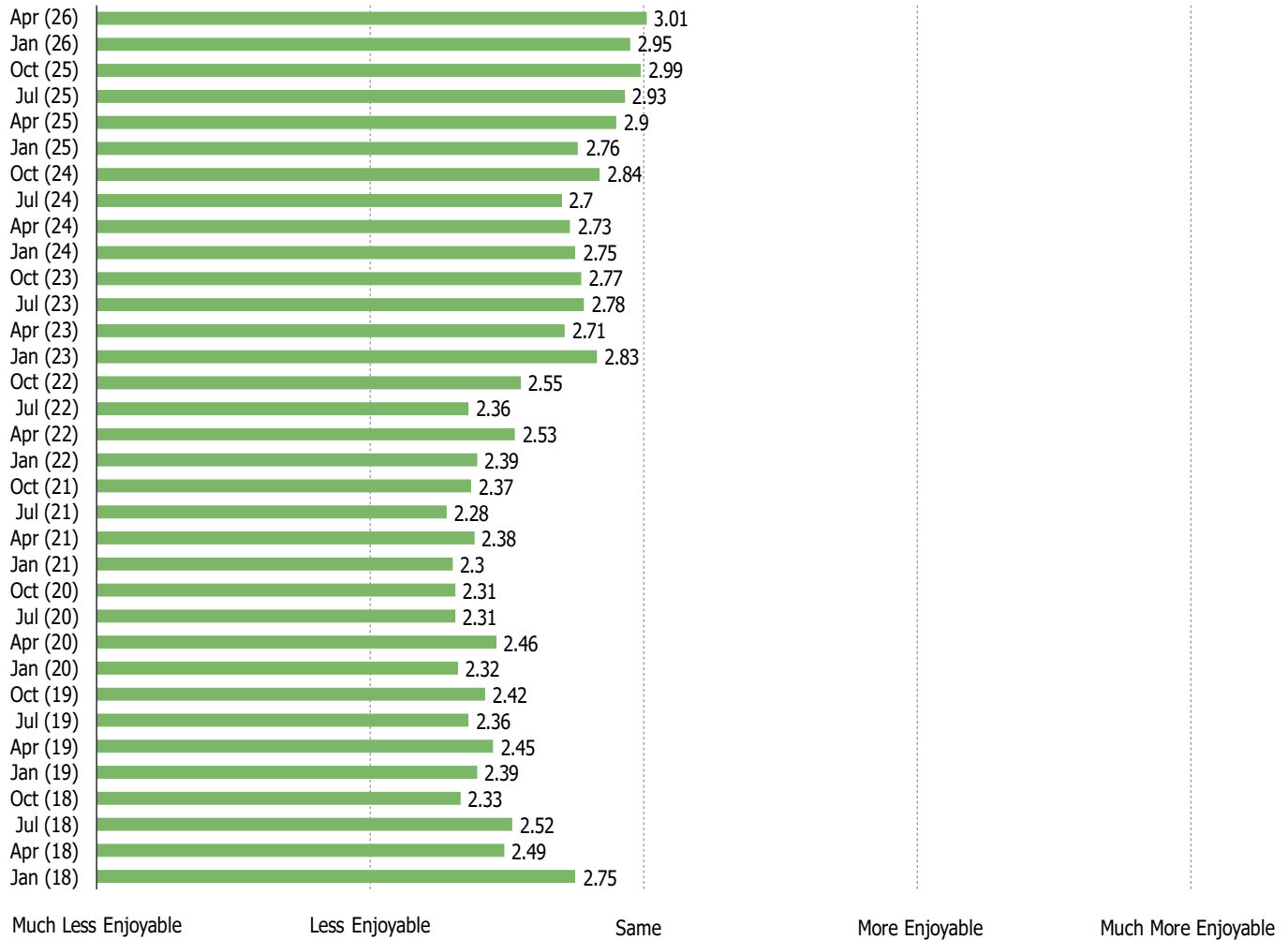
HOW MUCH DO YOU AGREE WITH THE FOLLOWING: "FACEBOOK HAS BECOME LESS SOCIAL OVER TIME."

Posed to Facebook users.



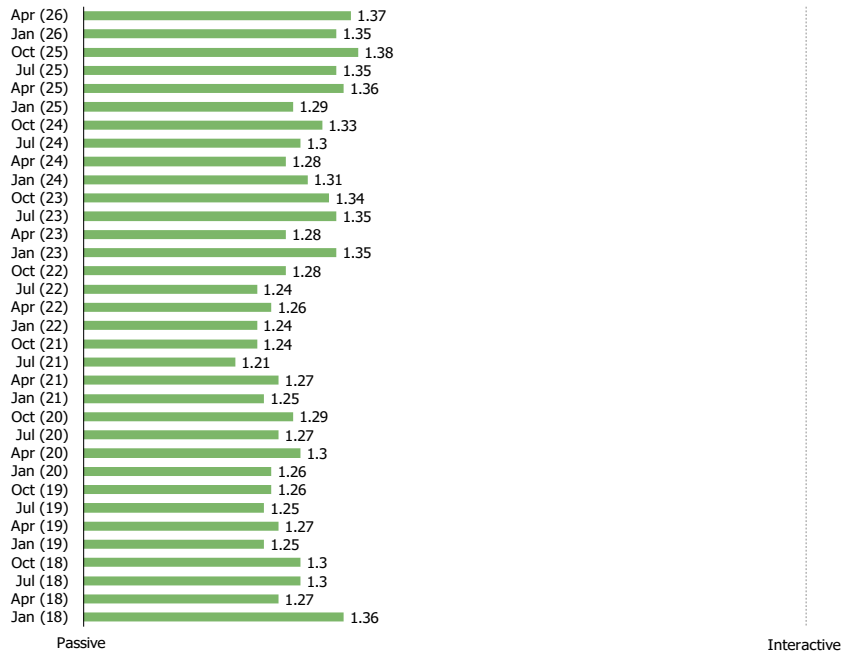
FACEBOOK USERS – IN GENERAL, WOULD YOU SAY FACEBOOK HAS GOTTEN MORE OR LESS ENJOYABLE OVER-TIME?

Posed to Facebook users.



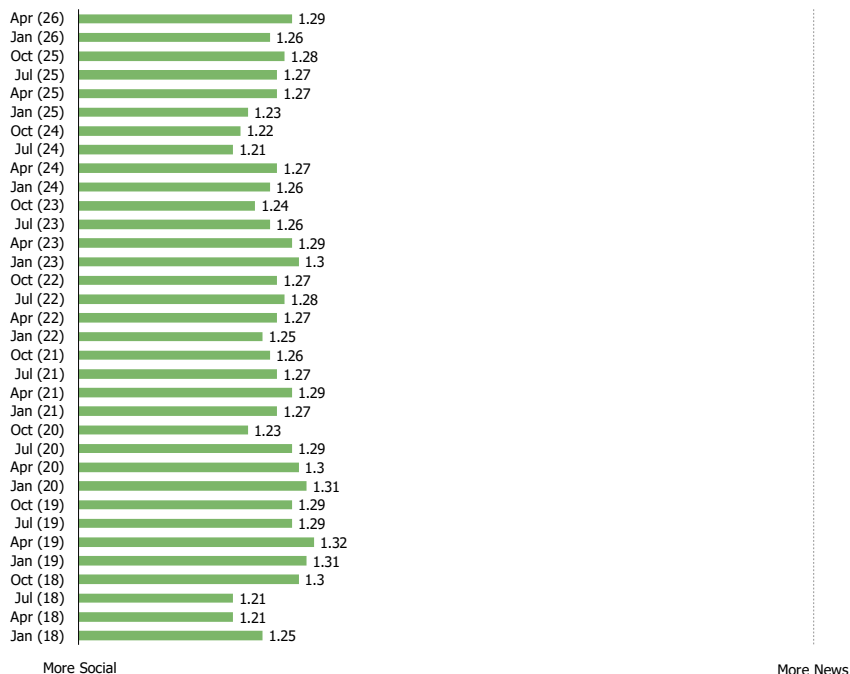
WOULD YOU DESCRIBE YOUR USAGE OF FACEBOOK AS BEING MORE INTERACTIVE OR PASSIVE?

Posed to Facebook users.



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

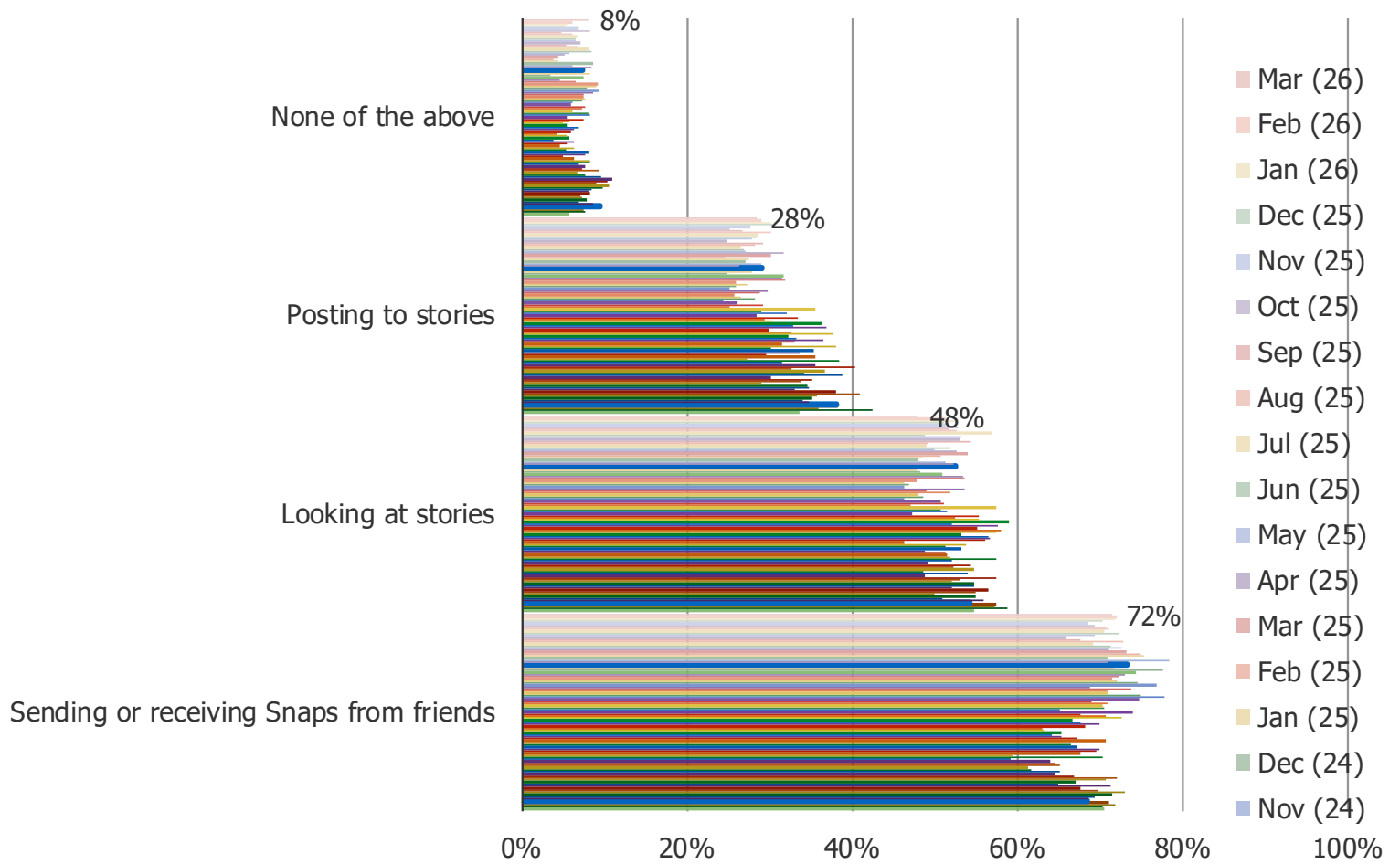
Posed to Facebook users.



SNAPCHAT USER FEEDBACK

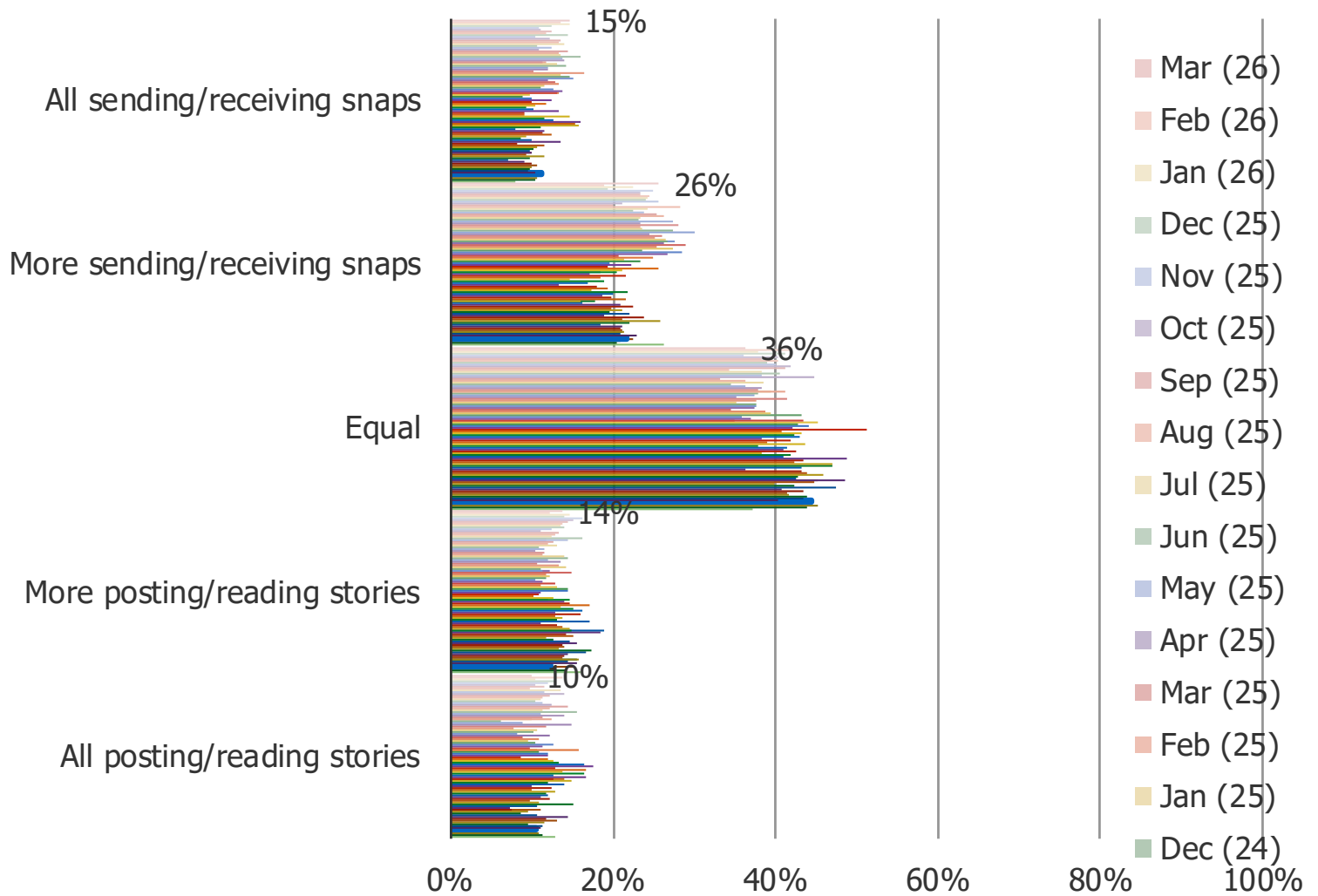
I USE SNAPCHAT FOR

Posed to Snapchat users.



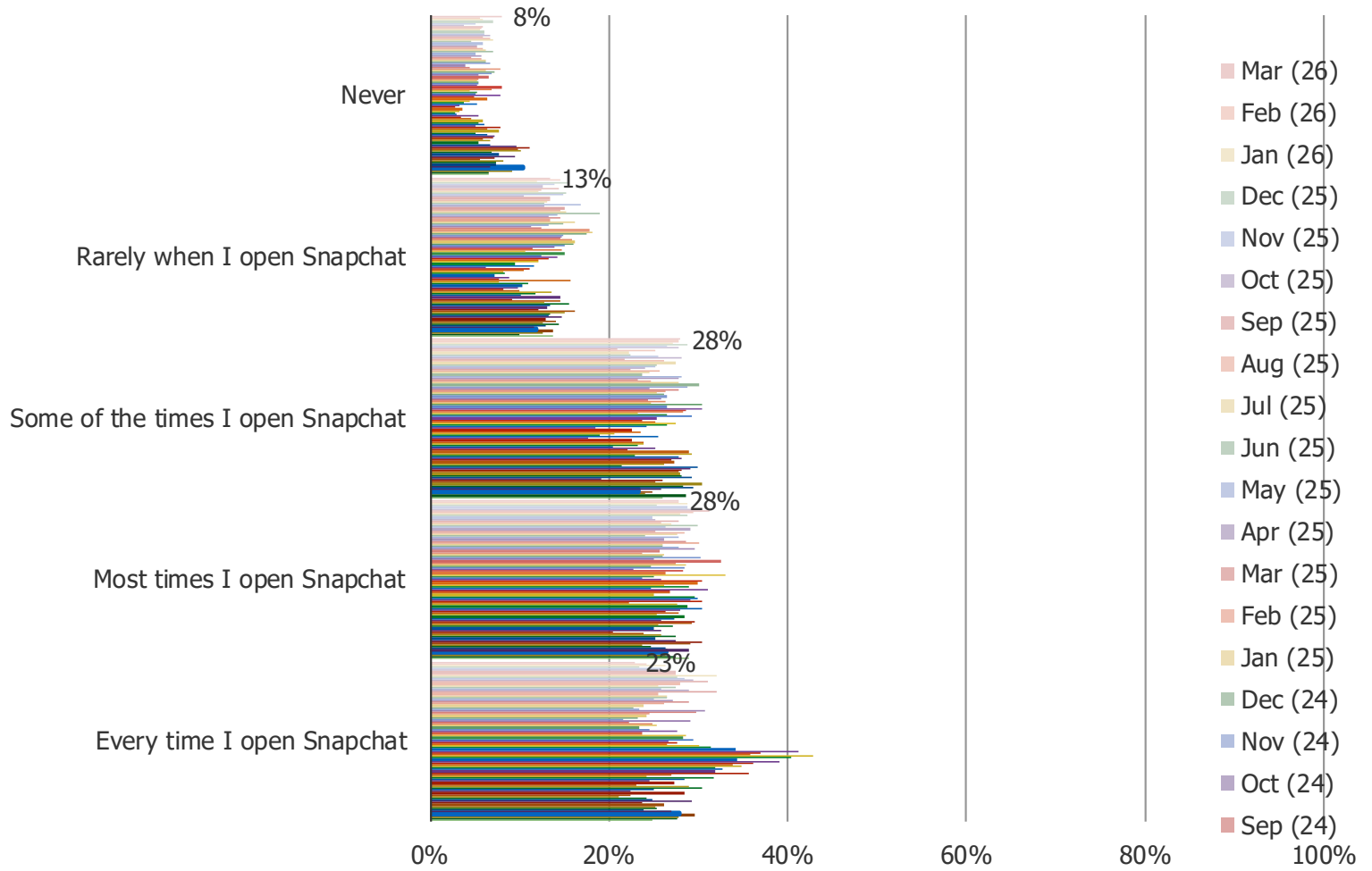
PLEASE ESTIMATE HOW YOU SPEND YOUR TIME ON SNAPCHAT.

Posed to Snapchat users.



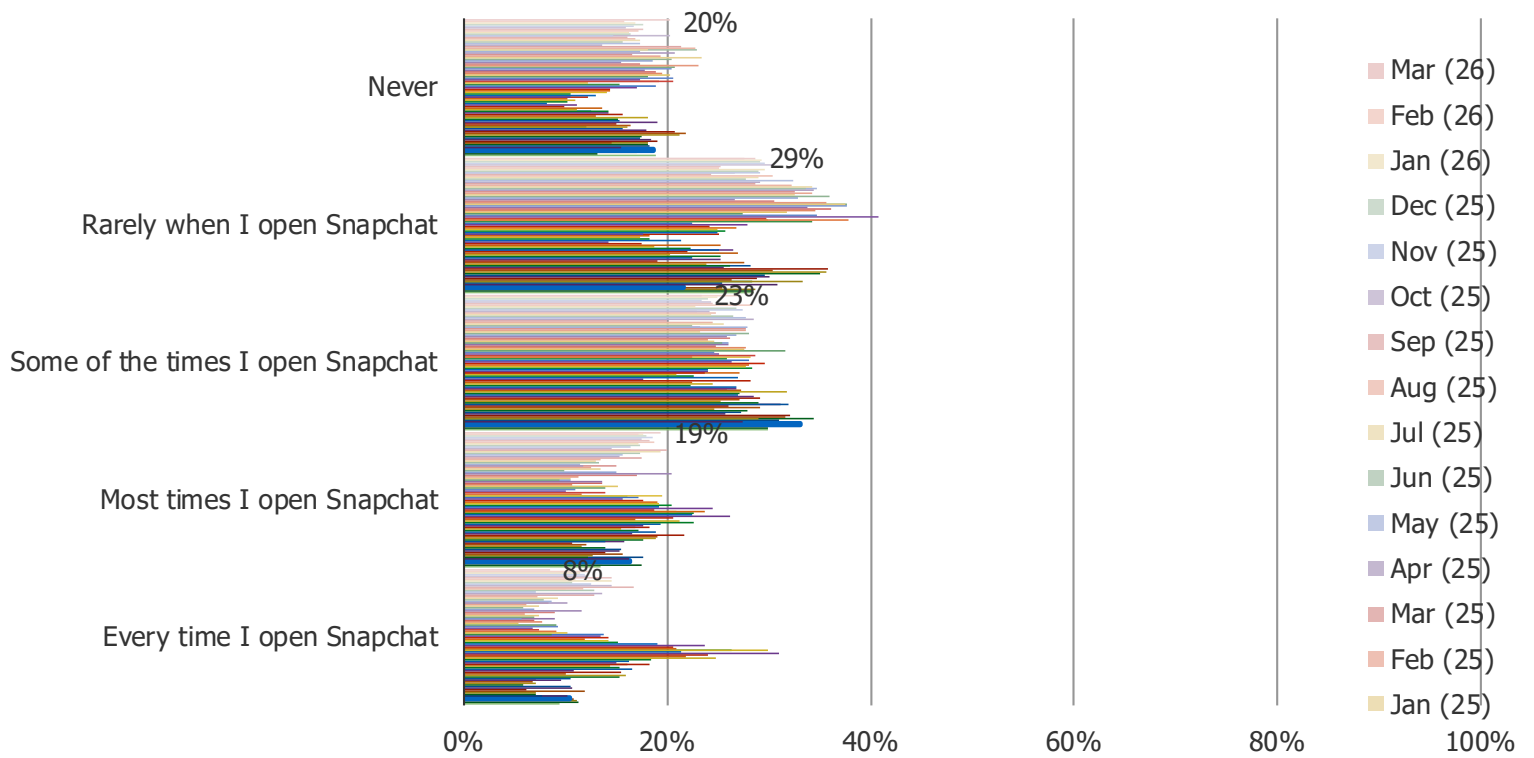
I VIEW SNAPCHAT STORIES:

Posed to Snapchat users.



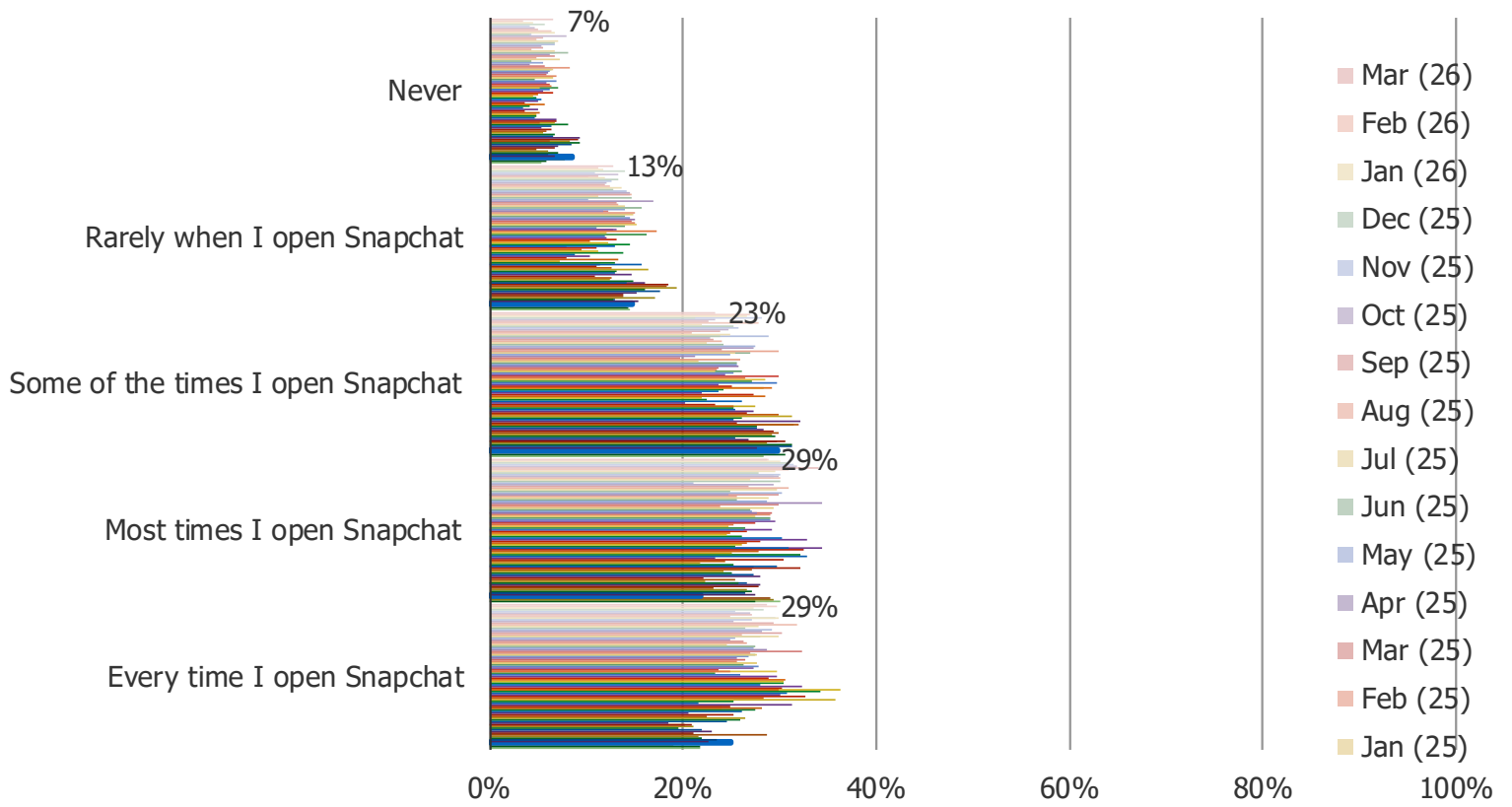
I POST TO SNAPCHAT STORIES:

Posed to Snapchat users.



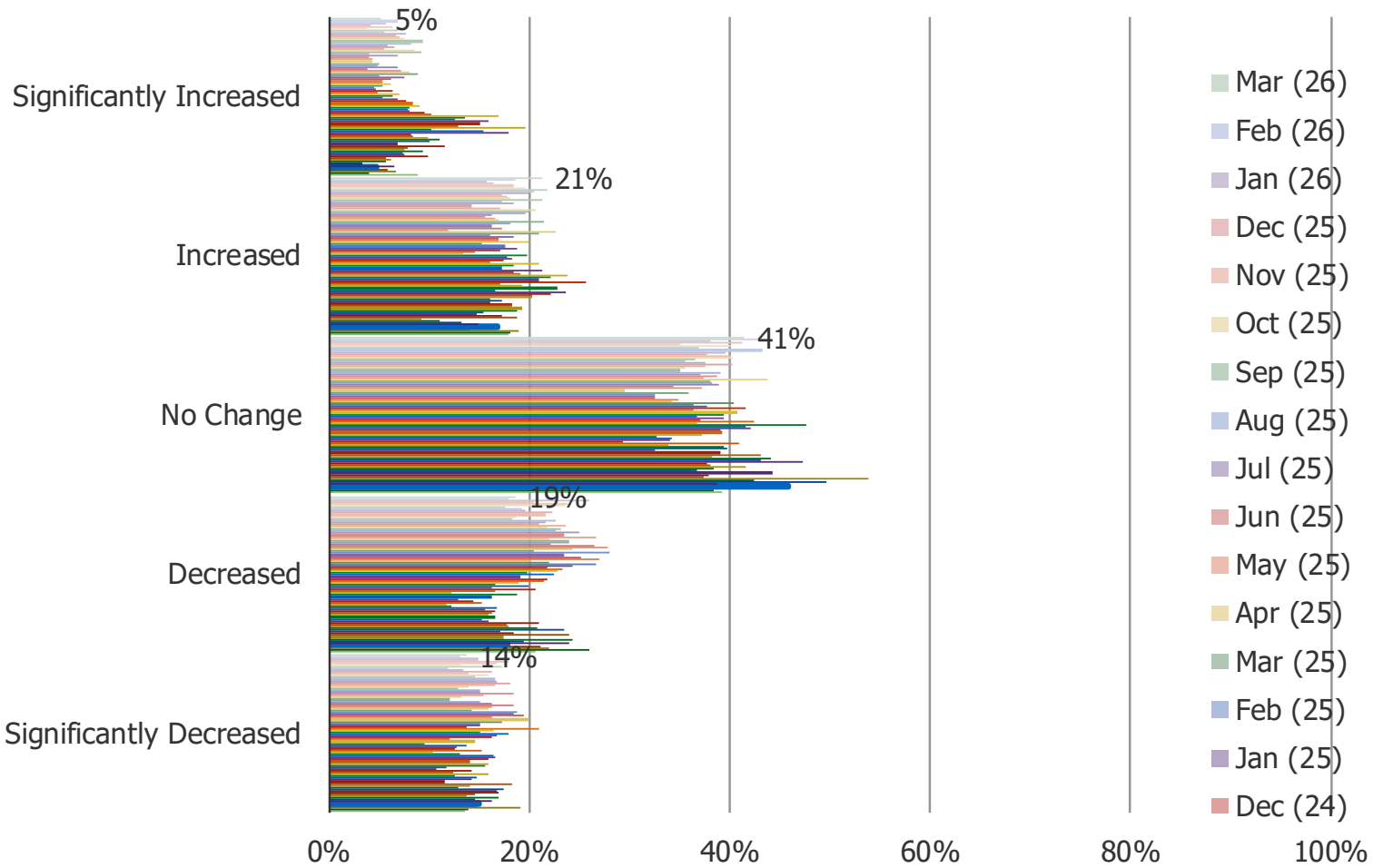
I SEND/RECEIVE SNAPS:

Posed to Snapchat users.



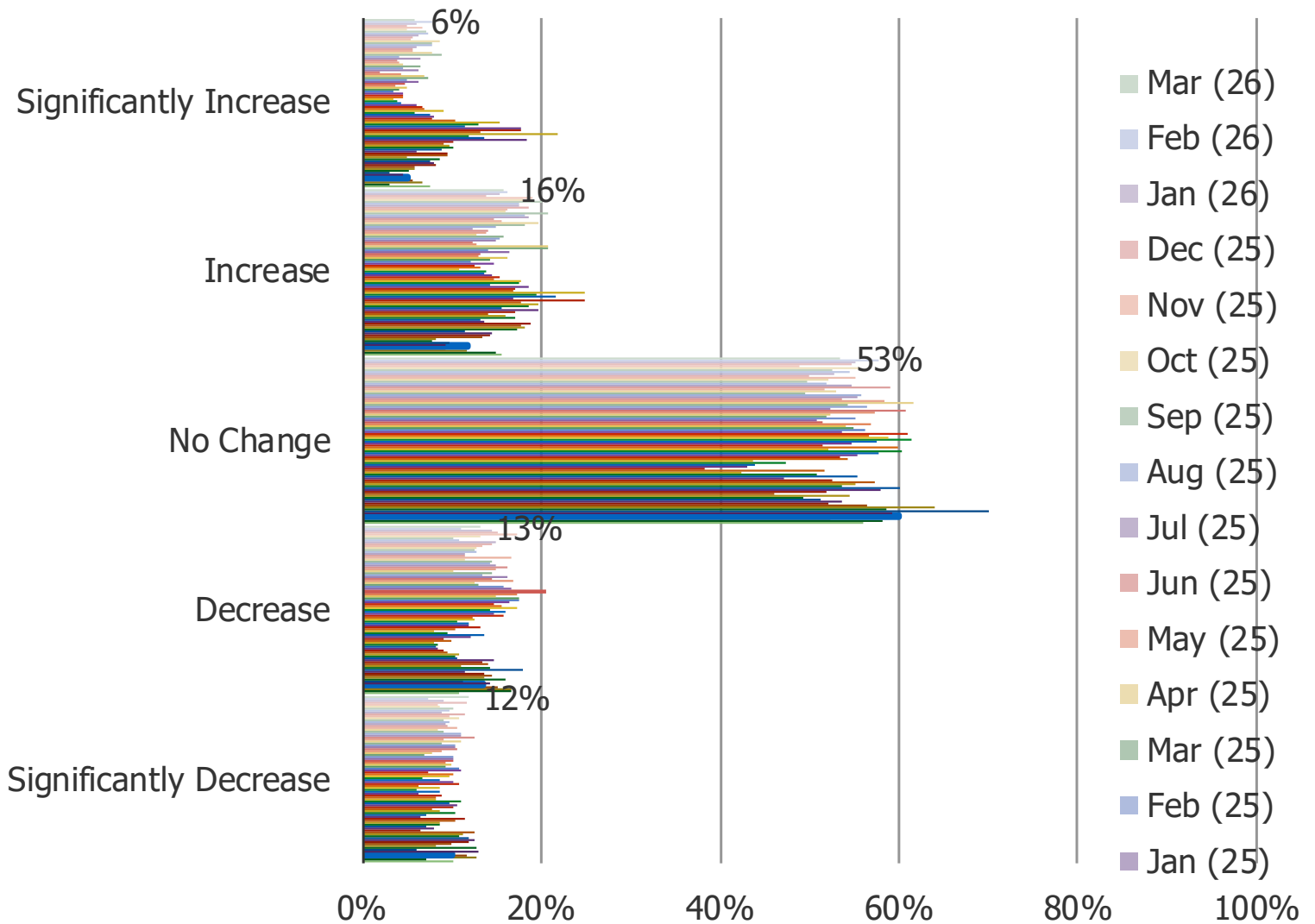
HAS THE AVERAGE TIME YOU CURRENTLY SPEND ON SNAPCHAT PER DAY INCREASED OR DECREASED COMPARED TO 6-12 MONTHS AGO?

Posed to Snapchat users.



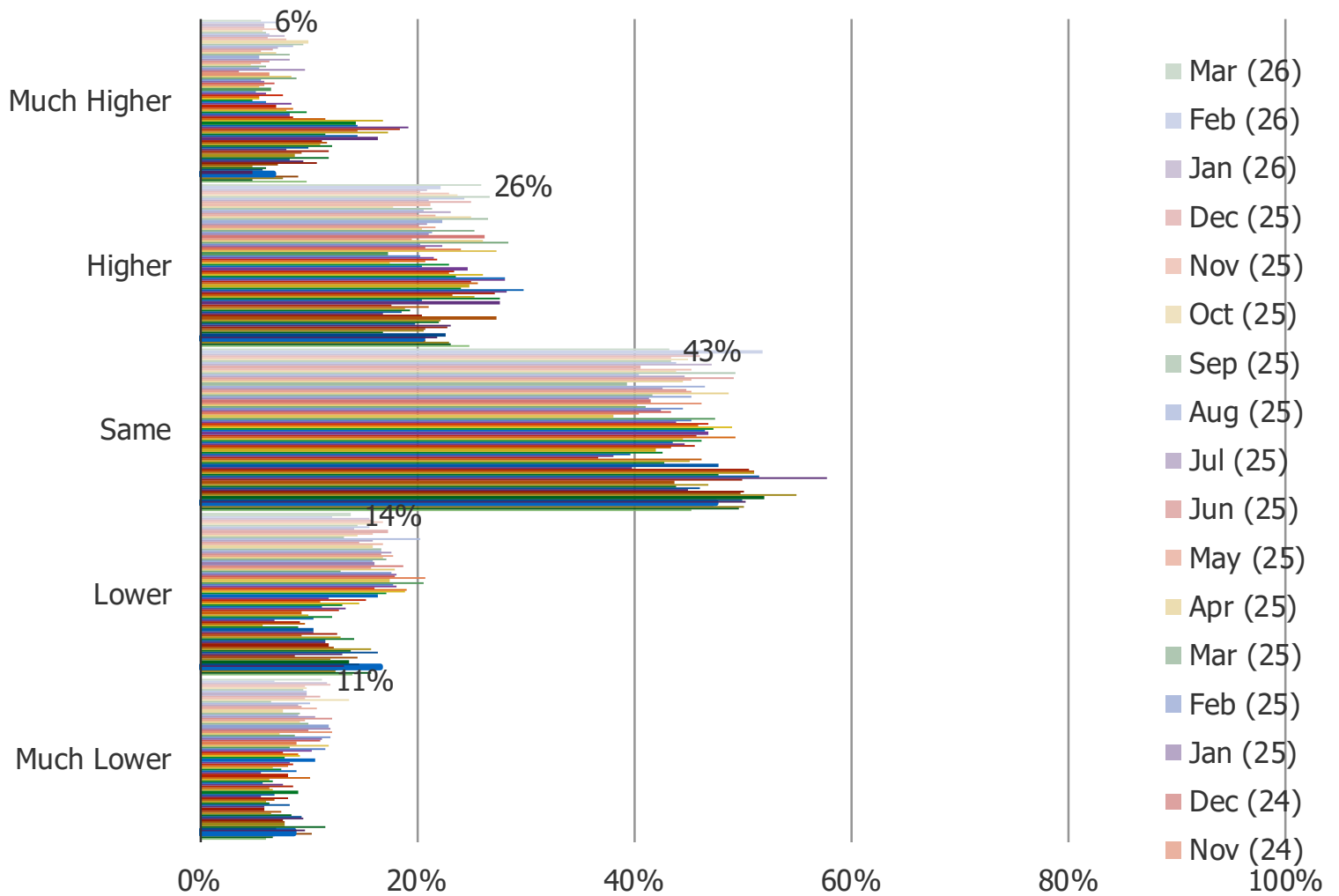
DO YOU EXPECT THE AVERAGE TIME YOU SPEND PER DAY ON SNAPCHAT PER DAY TO INCREASE OR DECREASE GOING FORWARD?

Posed to Snapchat users.



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

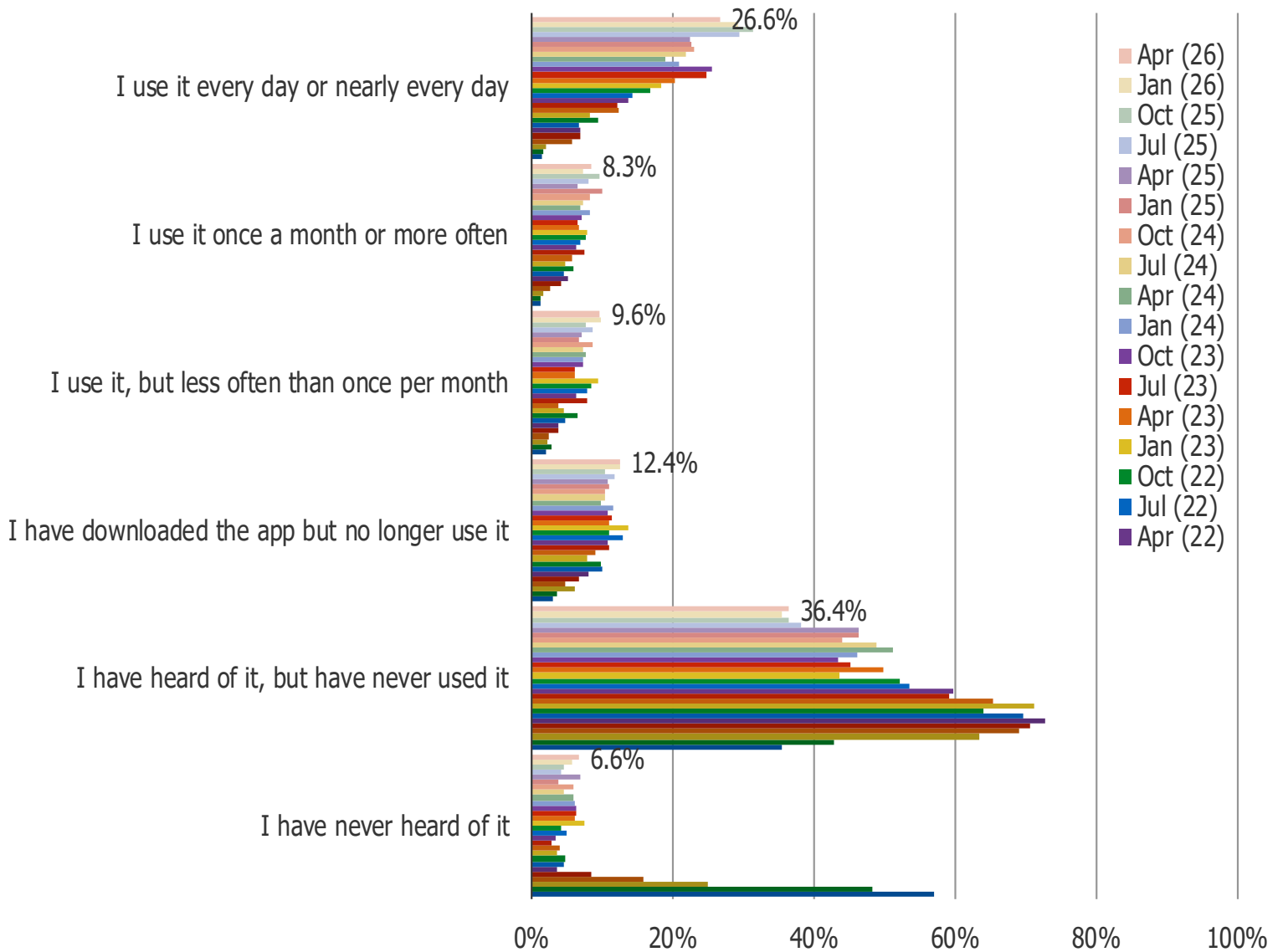
Posed to Snapchat users.



TIKTOK DEEP DIVE

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

Posed to all respondents

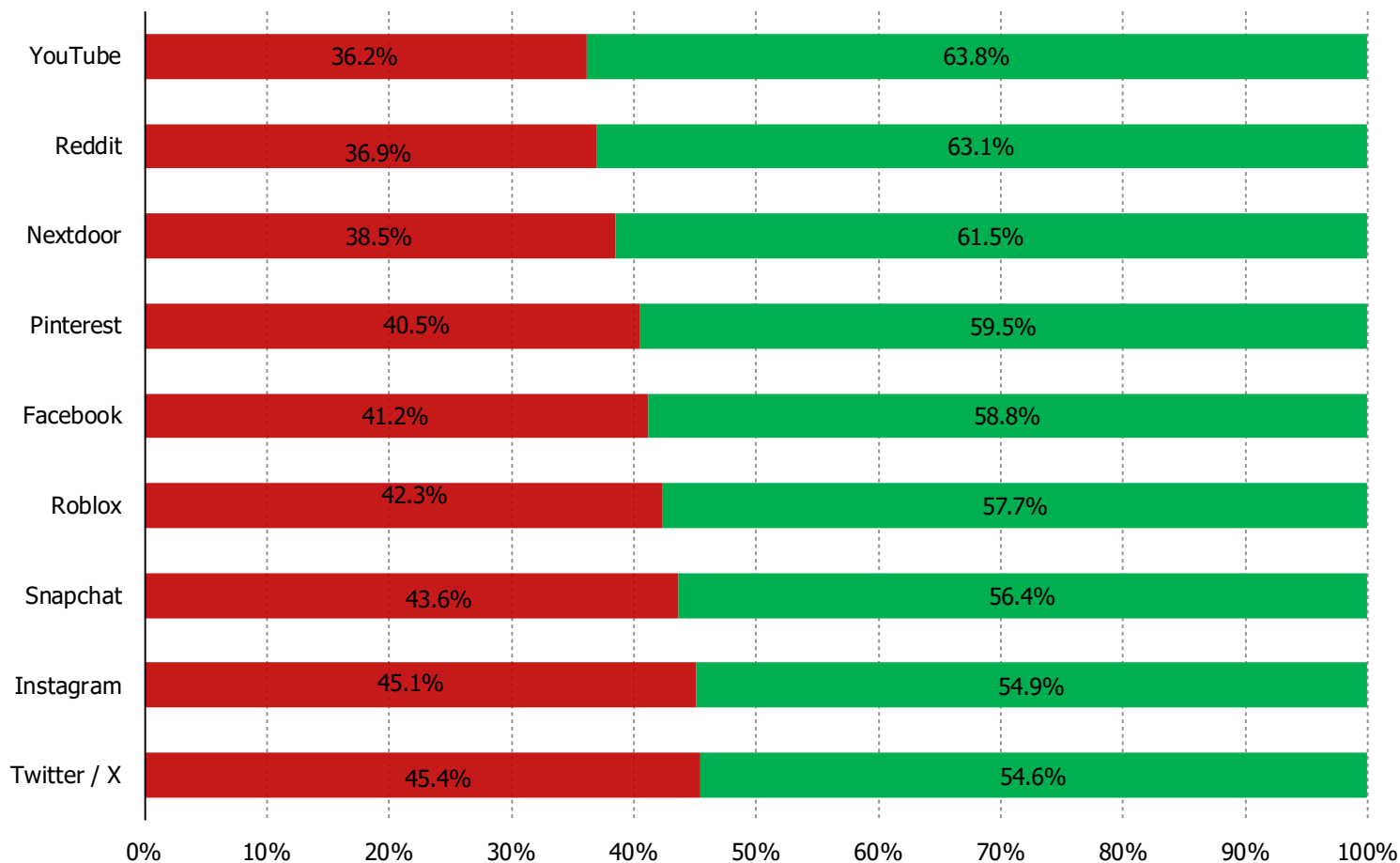


DO YOU VIEW TIKTOK AS REPLACING ANY OF YOUR USAGE OF THE FOLLOWING, OR DO YOU VIEW IT AS ADDITIONAL ON TOP OF THE TIME YOU ALREADY SPEND ON THIS PLATFORM?

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

April 2026

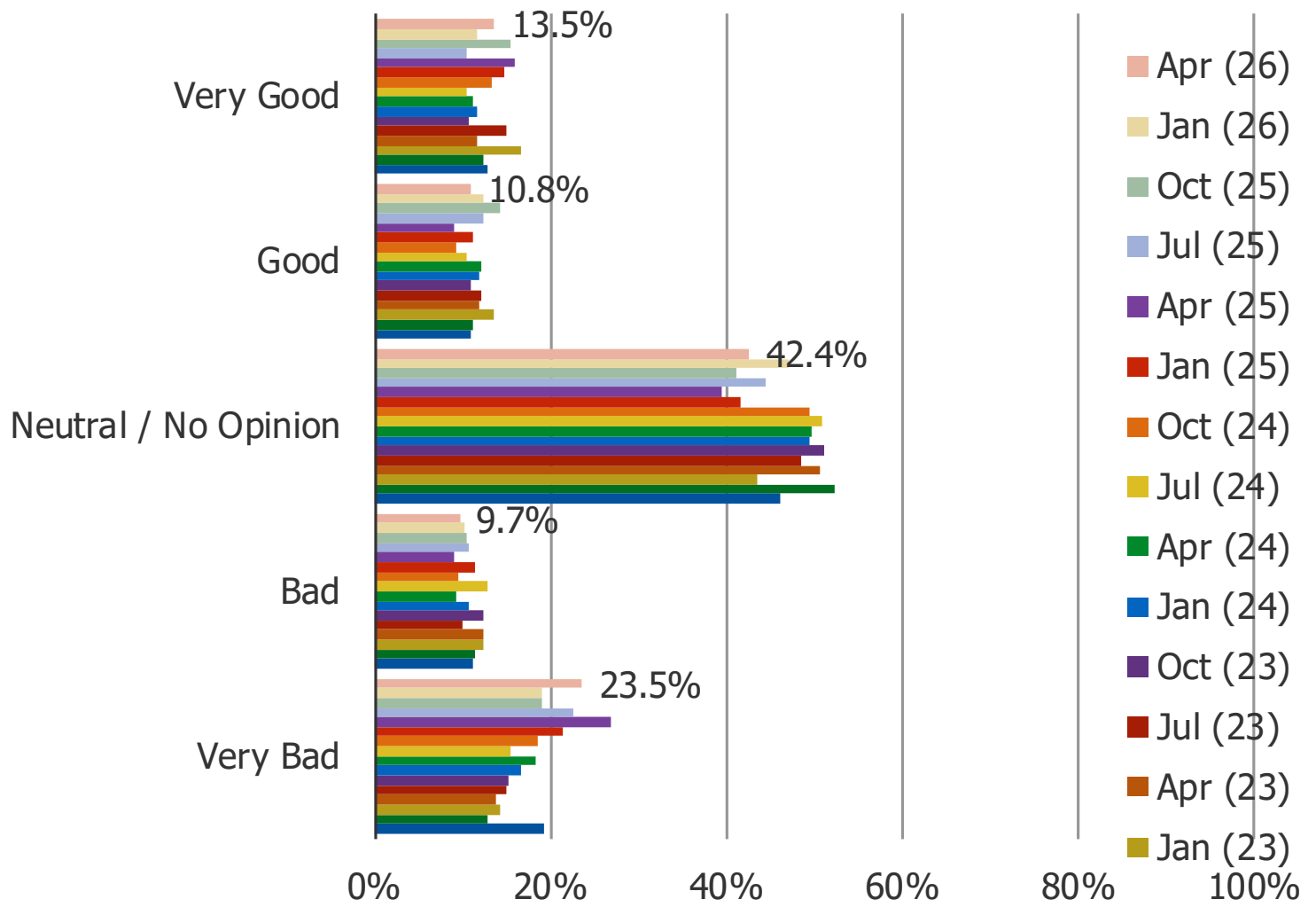
■ TikTok replaces some/all of my usage of this site/app ■ TikTok does not replace/take any of the time I spend on this site/app



ELON MUSK + TWITTER

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

This question was posed to all respondents.



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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 2026

