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BESPOKE SURVEYS

Social Media Consumers, Vol 53

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

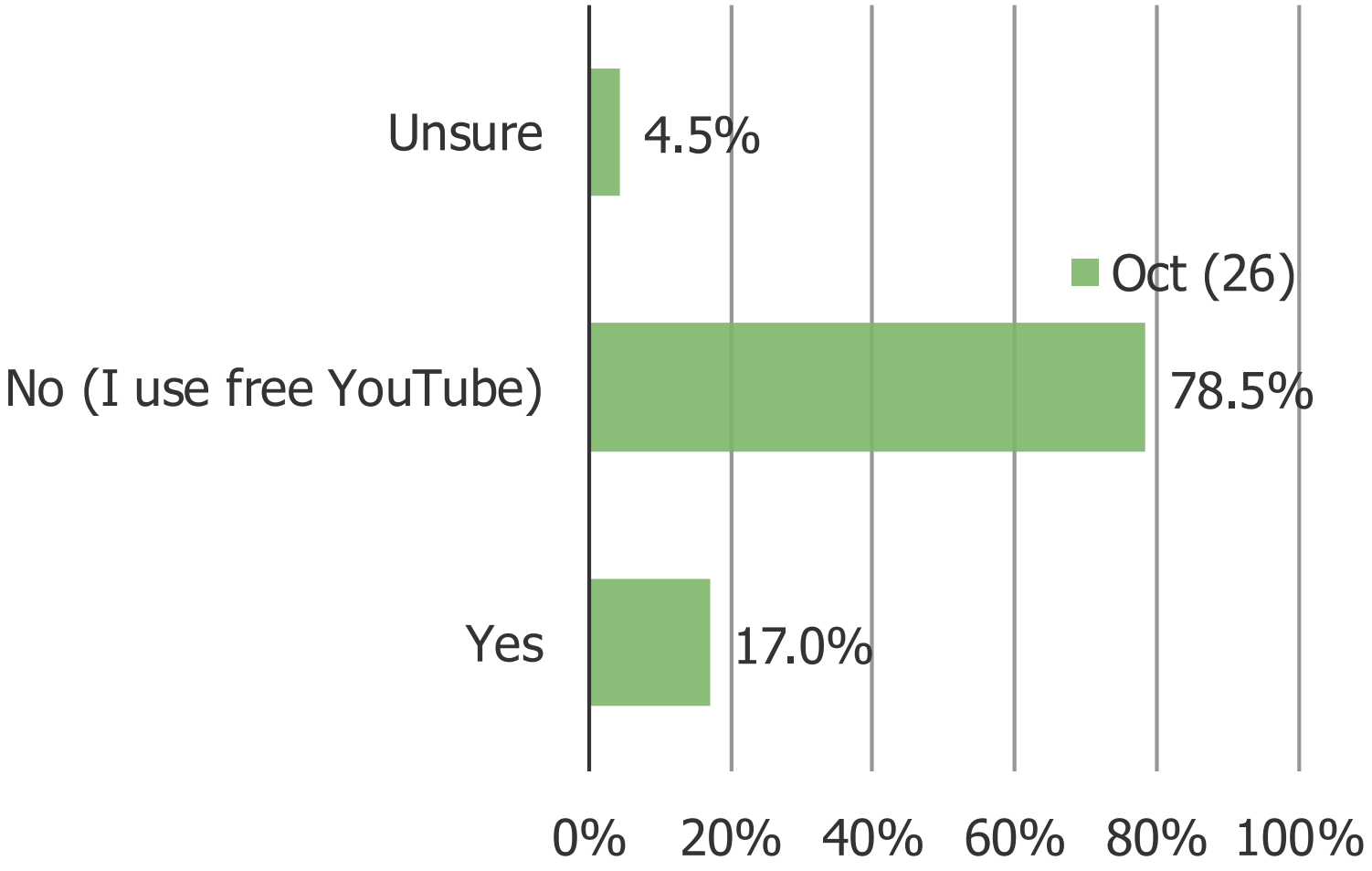
October 2026

RECENTLY ADDED QUESTIONS

FOR PERSONAL USE ONLY—DO NOT FORWARD OR REDISTRIBUTE

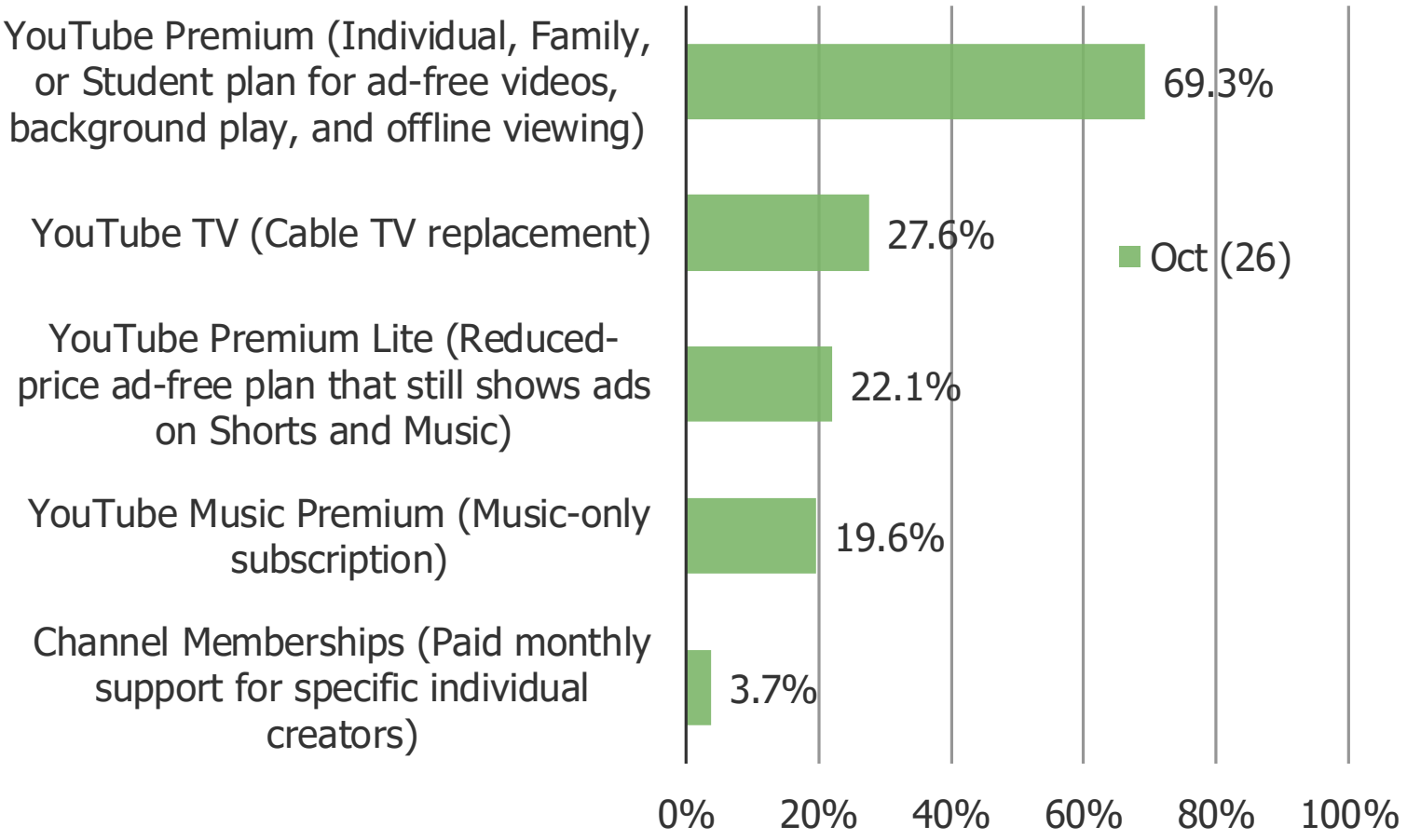
DO YOU CURRENTLY PAY FOR ANY YOUTUBE SUBSCRIPTION OR PAID SERVICE?

Posed to all respondents.



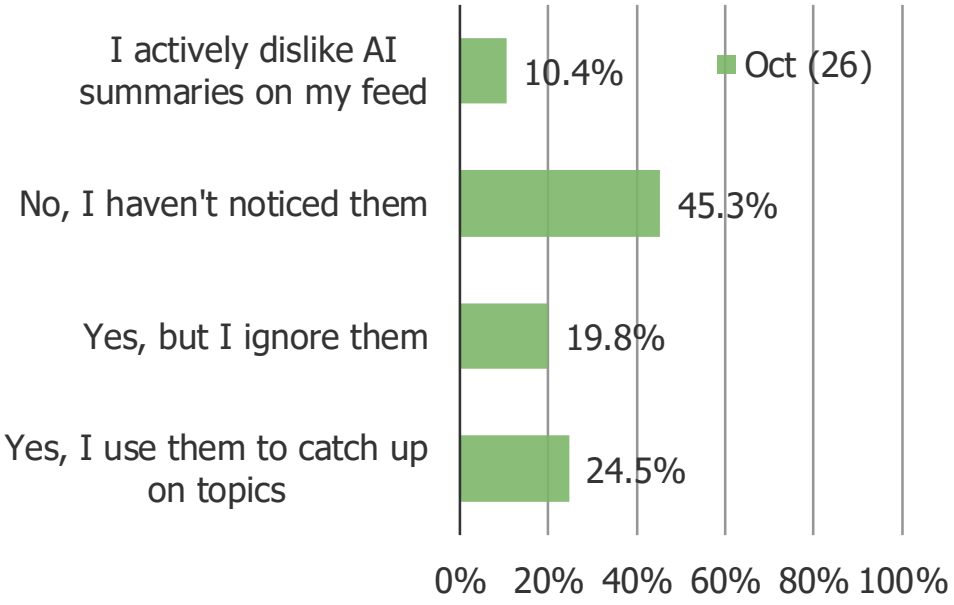
WHICH PAID YOUTUBE SERVICE(S) DO YOU SUBSCRIBE TO? (SELECT ALL THAT APPLY)

Posed to all who pay for any YouTube subscription or paid service. (N=163)



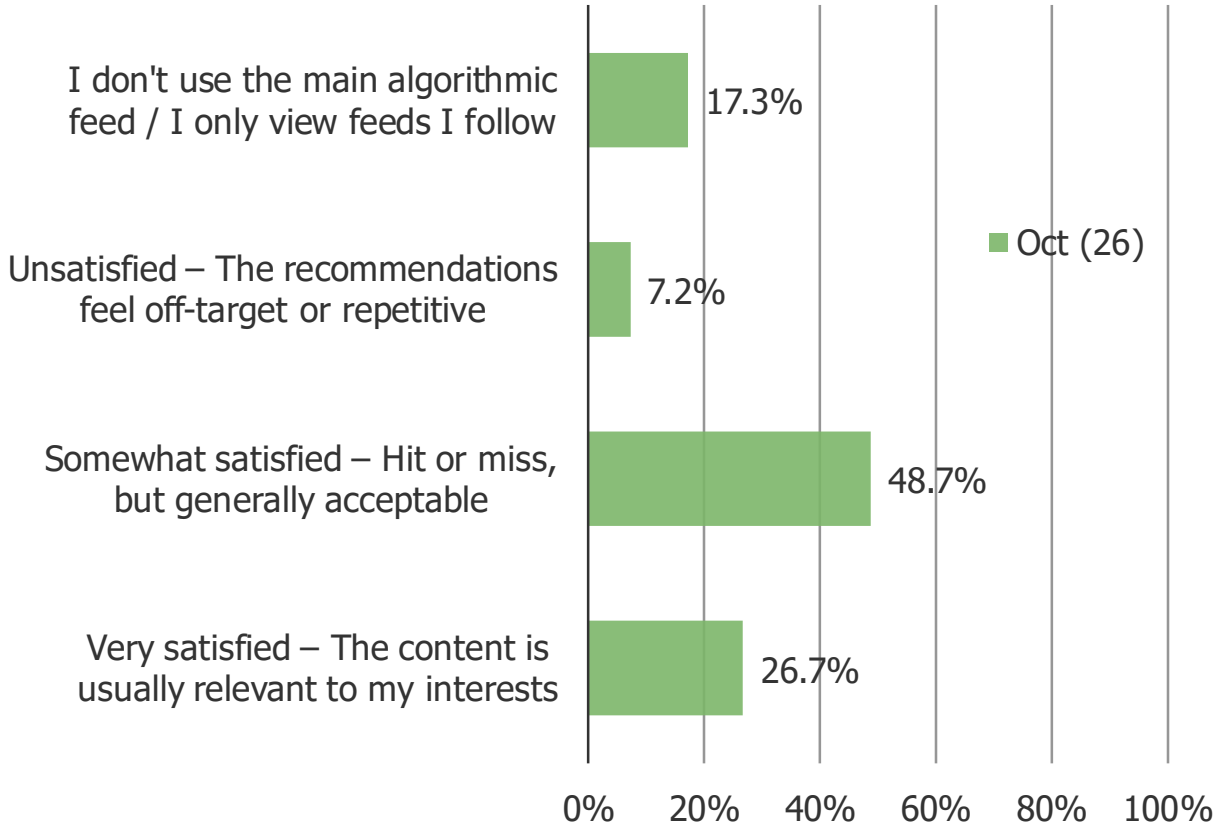
HAVE YOU NOTICED OR USED REDDIT'S AI-GENERATED TRENDING SUMMARIES ON YOUR FEED?

Posed to all Reddit users. (N=318)



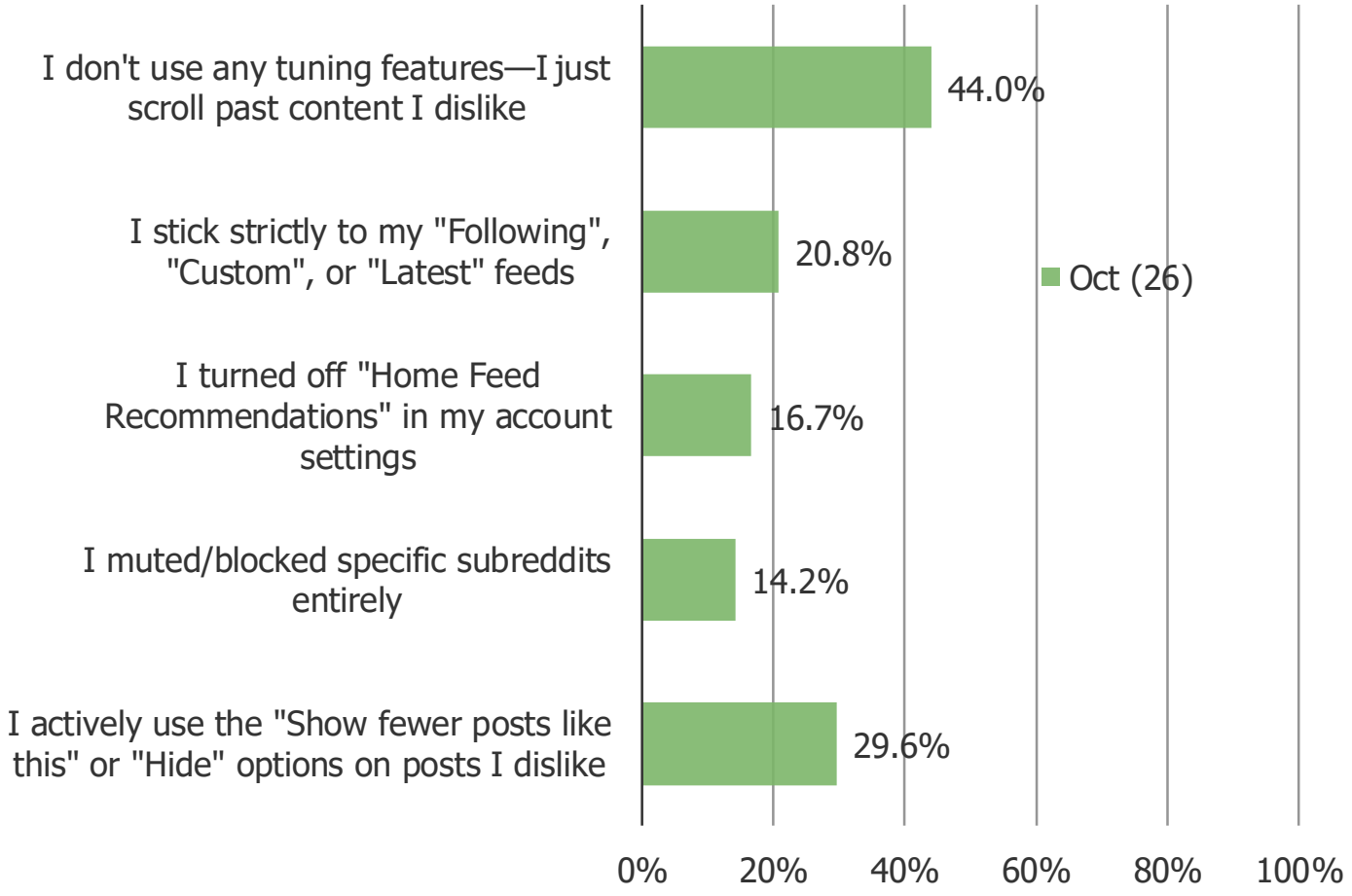
HOW SATISFIED ARE YOU WITH THE POST RECOMMENDATIONS ON YOUR MAIN REDDIT HOME FEED?

Posed to all Reddit users. (N=318)



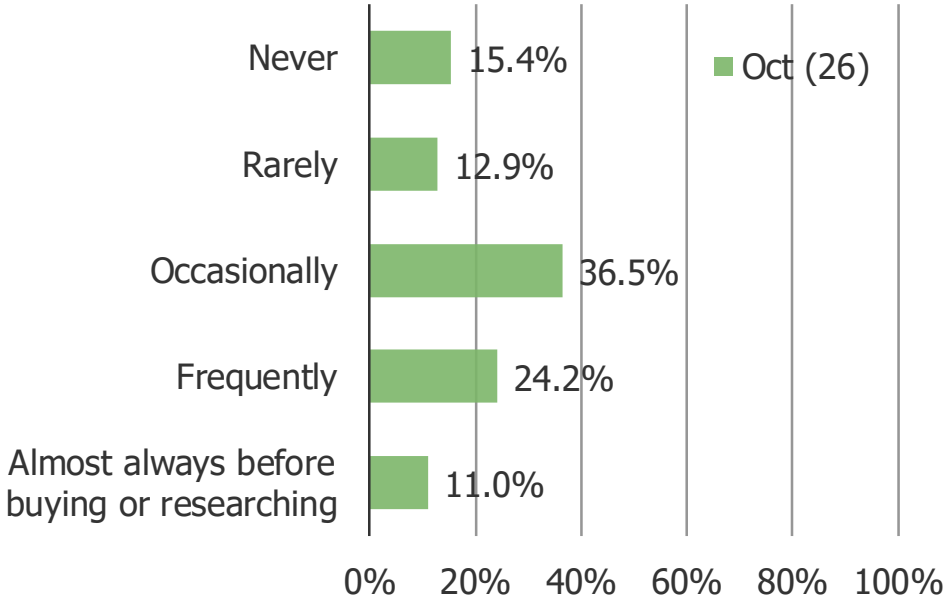
HOW DO YOU MANAGE OR TUNE WHAT APPEARS ON YOUR REDDIT HOME FEED? (SELECT ALL THAT APPLY)

Posed to all Reddit users. (N=318)



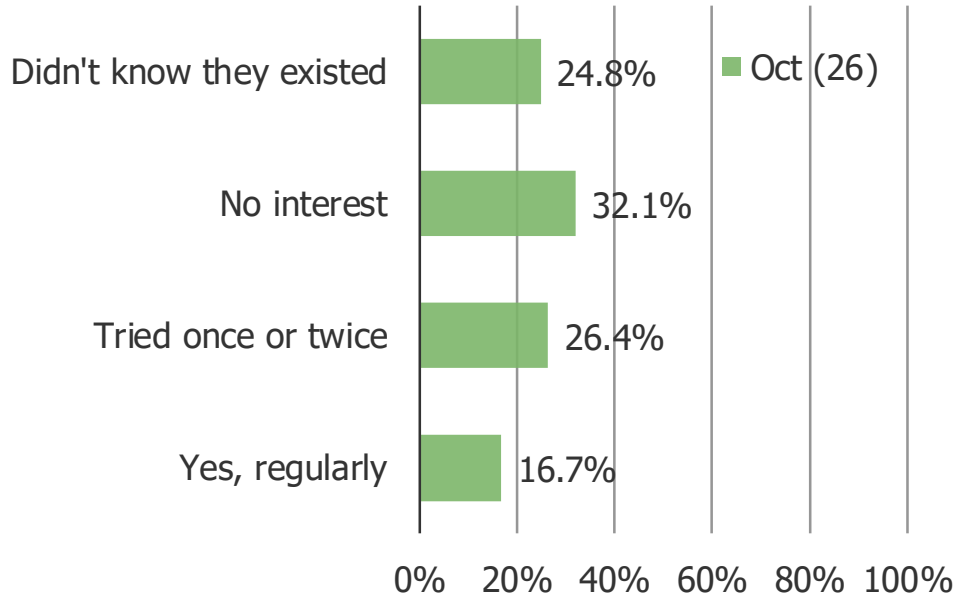
HOW OFTEN DO YOU USE REDDIT AS A PRODUCT RESEARCH OR SEARCH TOOL (E.G., ADDING 'REDDIT' TO GOOGLE SEARCHES OR READING REDDIT THREADS VIA AI SUMMARIES BEFORE BUYING SOMETHING)?

Posed to all Reddit users. (N=318)



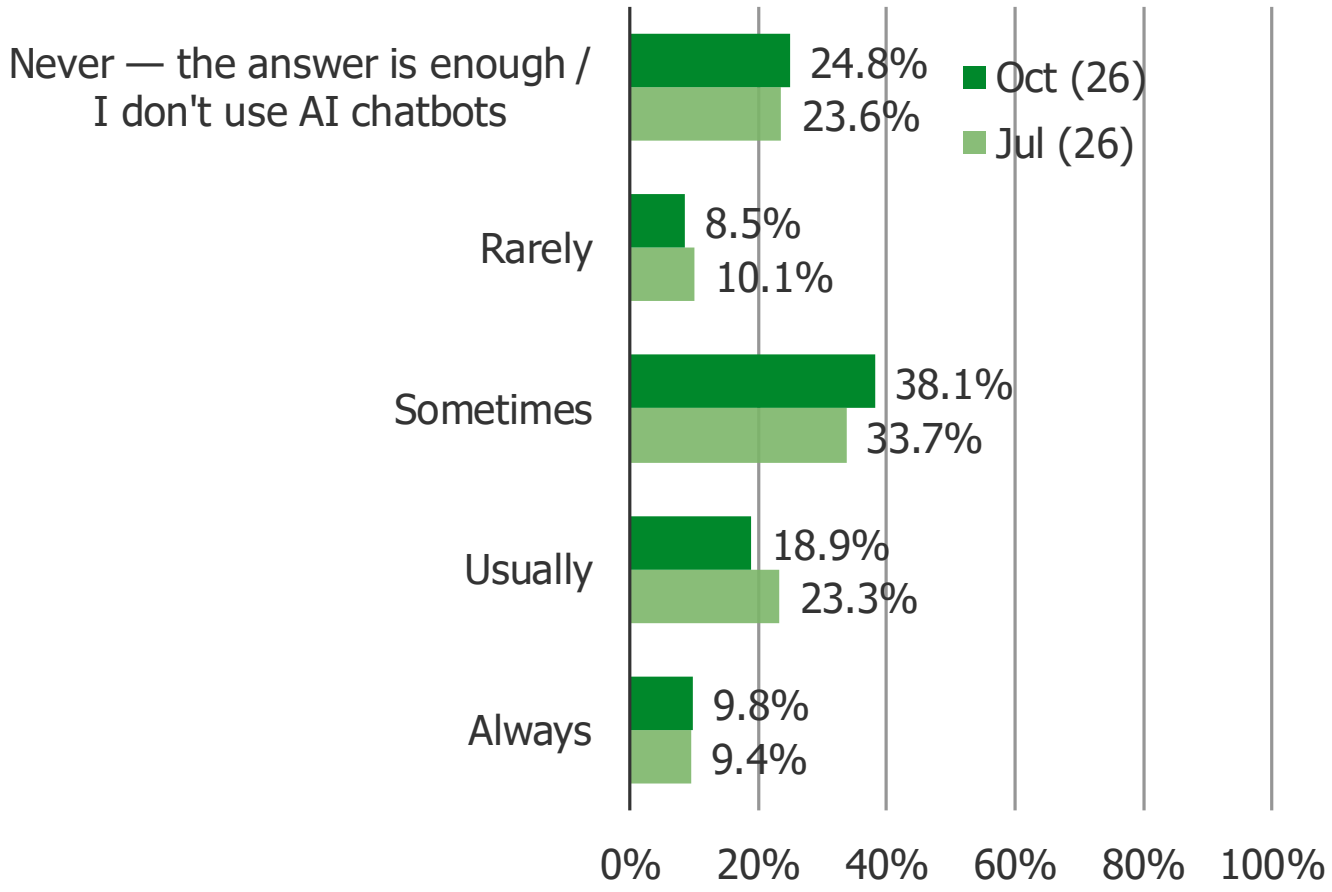
HAVE YOU ENGAGED WITH ANY OF REDDIT'S INTERACTIVE FEATURES OUTSIDE OF TRADITIONAL POSTING/COMMENTING (E.G., REDDIT GAMES HUB, INTERACTIVE POLLS, LIVE CHATS)?

Posed to all Reddit users. (N=318)



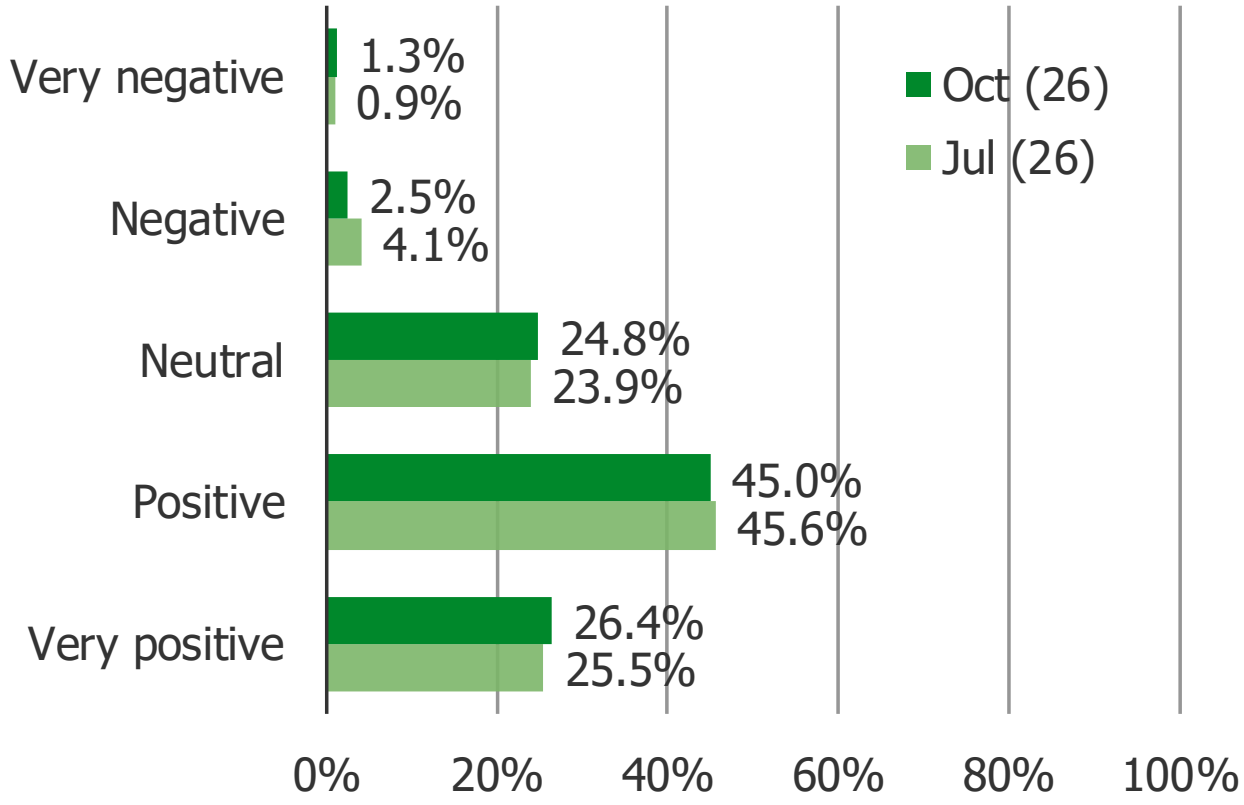
WHEN AN AI CHATBOT CITES OR MENTIONS REDDIT IN AN ANSWER, HOW OFTEN DO YOU CLICK THROUGH TO READ THE ACTUAL THREAD?

Posed to all Reddit users. (N=318)



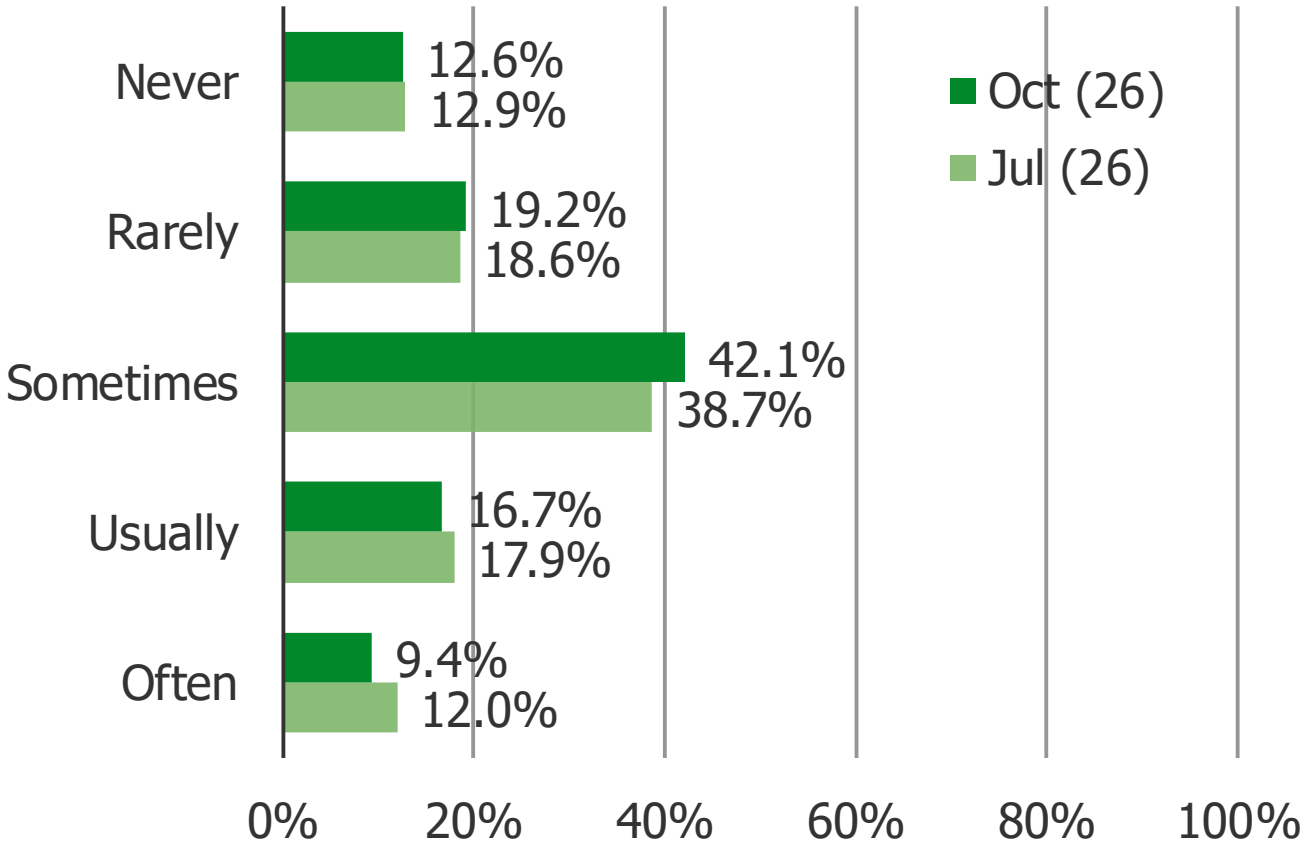
WHAT IS YOUR OPINION OF REDDIT OVERALL?

Posed to all Reddit users. (N=318)



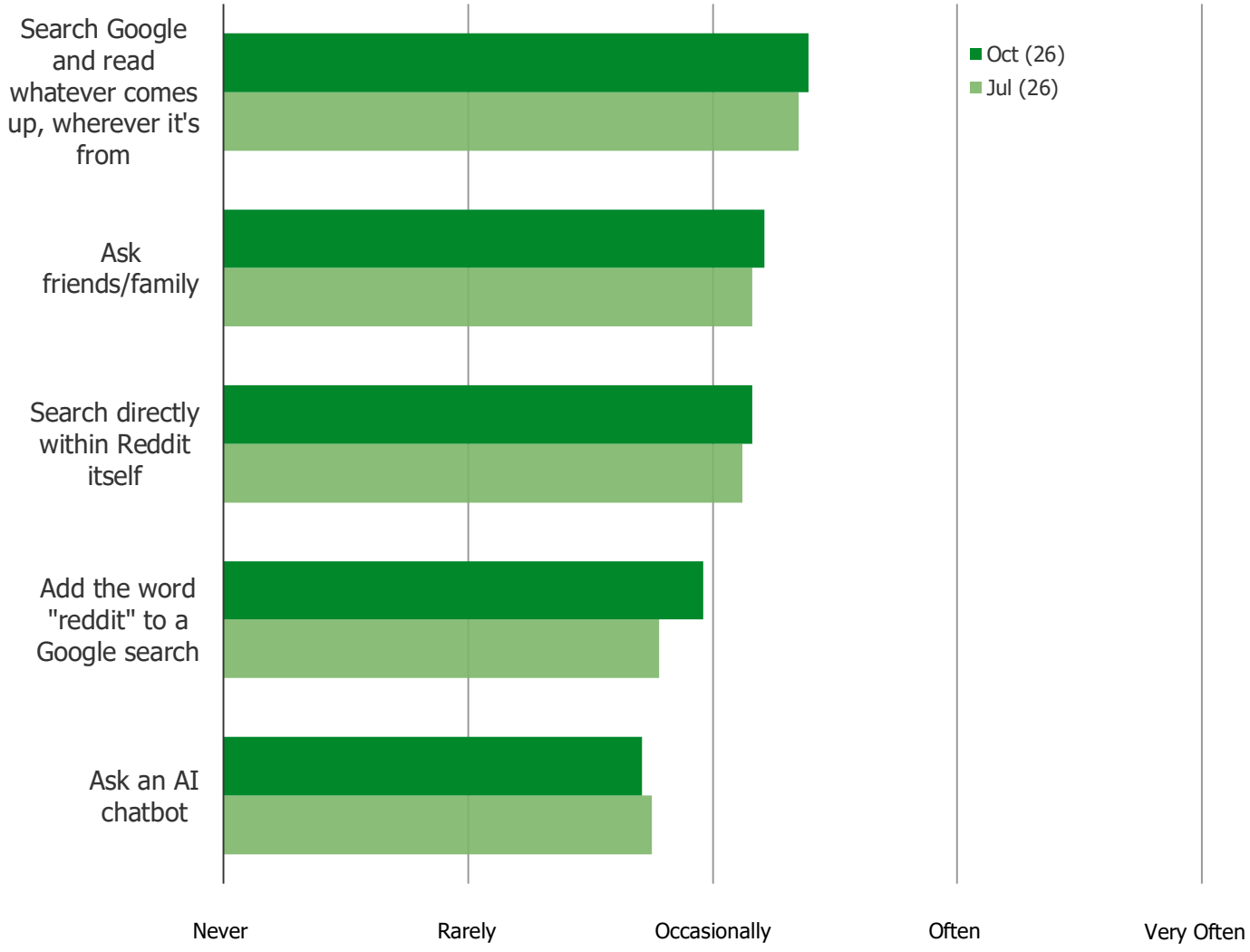
HOW OFTEN DO YOU COME ACROSS POSTS OR COMMENTS ON REDDIT THAT YOU BELIEVE WERE WRITTEN BY AI?

Posed to all Reddit users. (N=318)



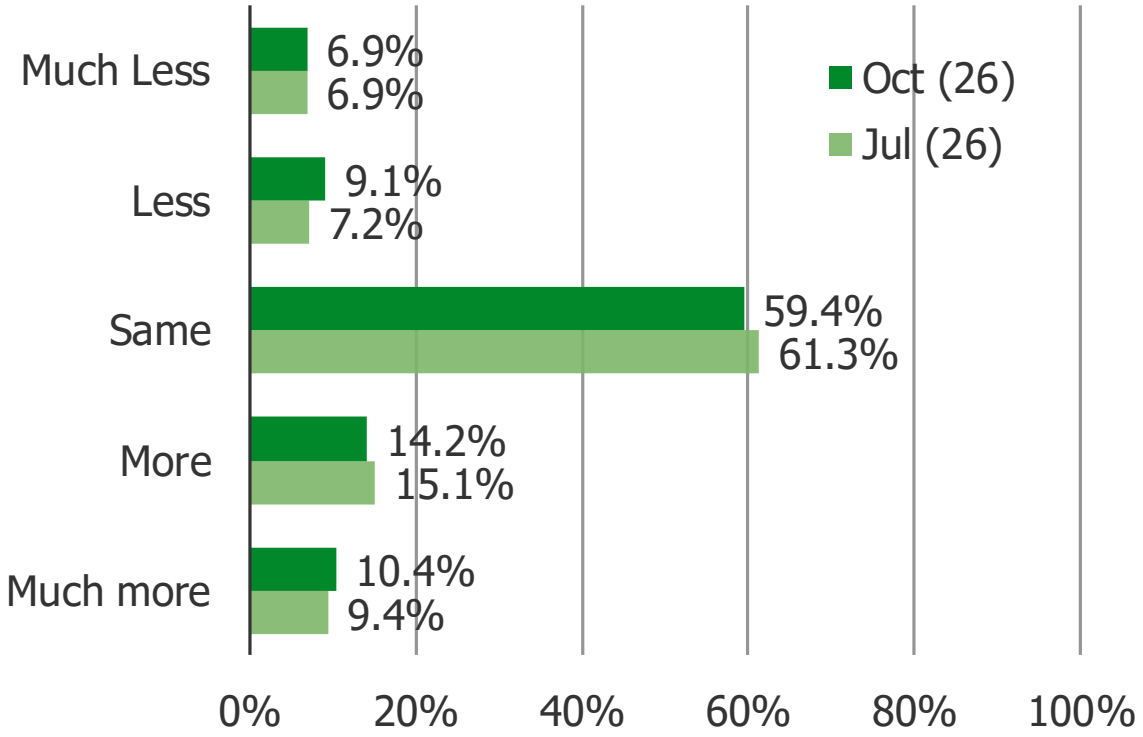
WHEN YOU WANT A REAL PERSON'S OPINION ON SOMETHING (REVIEWS, RECOMMENDATIONS, "IS THIS WORTH IT"), HOW OFTEN DO YOU…

Posed to all Reddit users. (N=318)



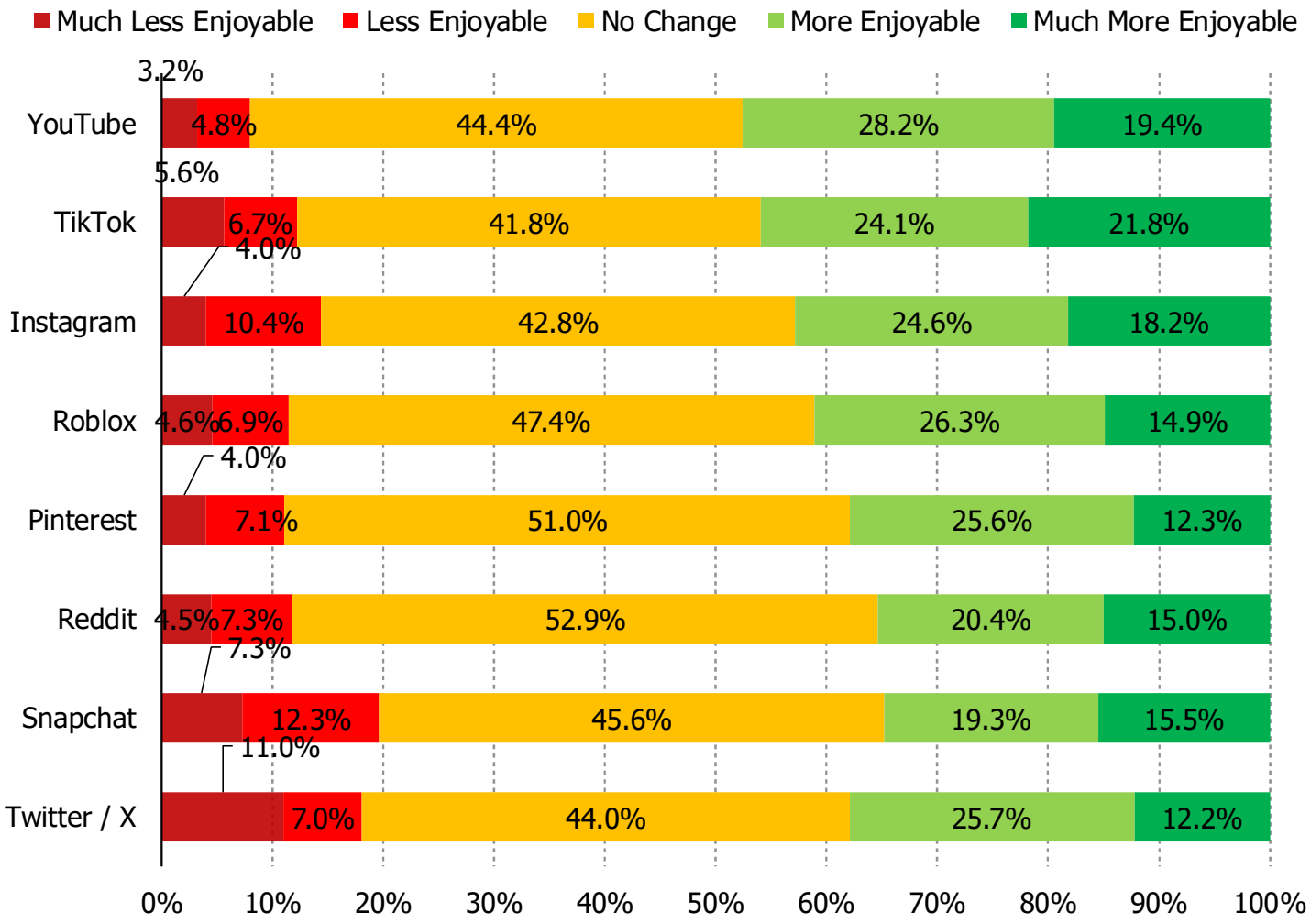
COMPARED TO A YEAR AGO, ARE YOU POSTING/COMMENTING ON REDDIT MORE, THE SAME, OR LESS?

Posed to all Reddit users. (N=318)



IN GENERAL, WOULD YOU SAY THE FOLLOWING HAVE GOTTEN MORE OR LESS ENJOYABLE TO USE OVER TIME?

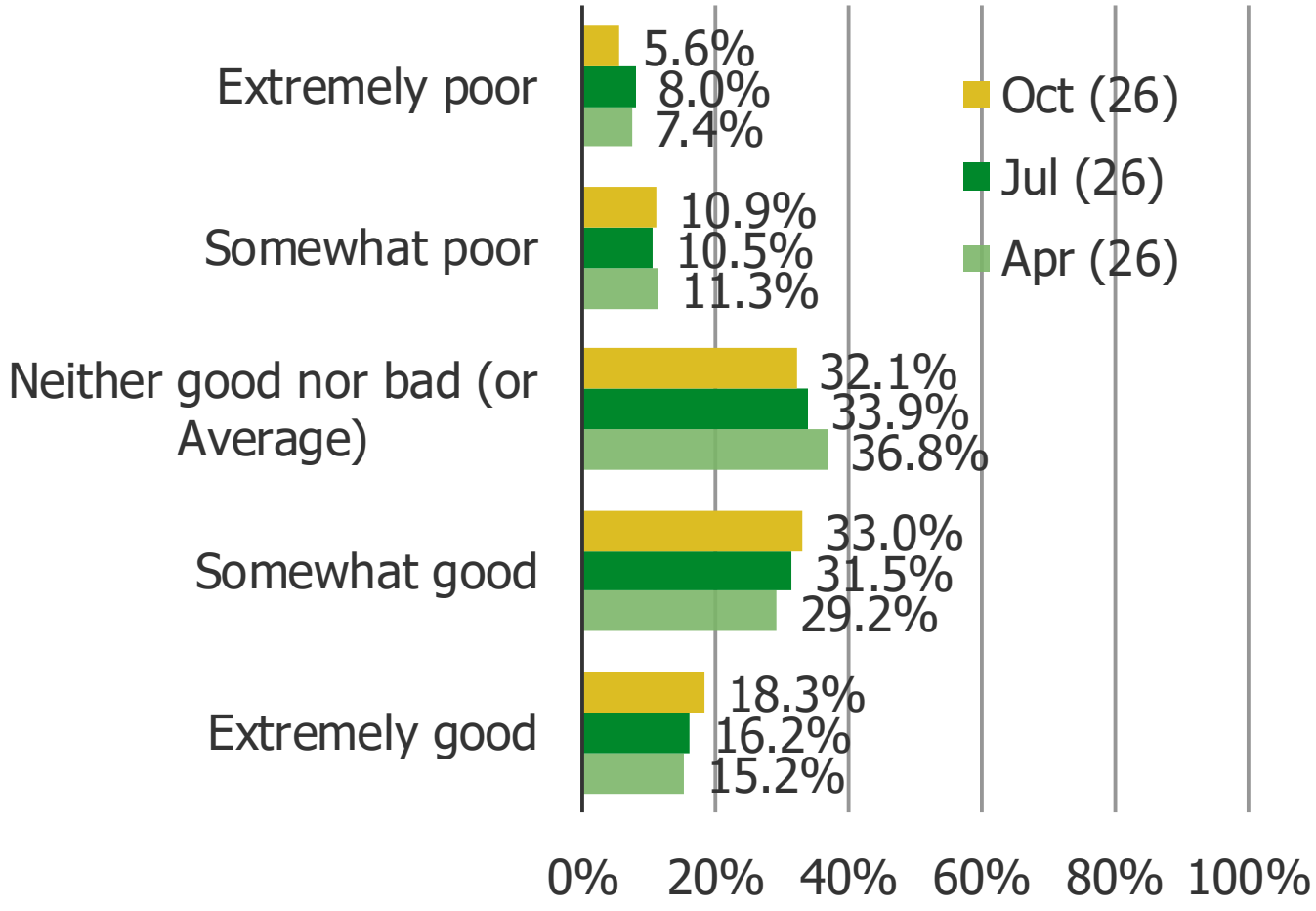
Posed to all respondents who use each of the below.



	N=
Twitter / X	350
Snapchat	318
Instagram	552
Pinterest	364
TikTok	460
YouTube	835
Reddit	329
Roblox	185
Muse (by Meta)	118

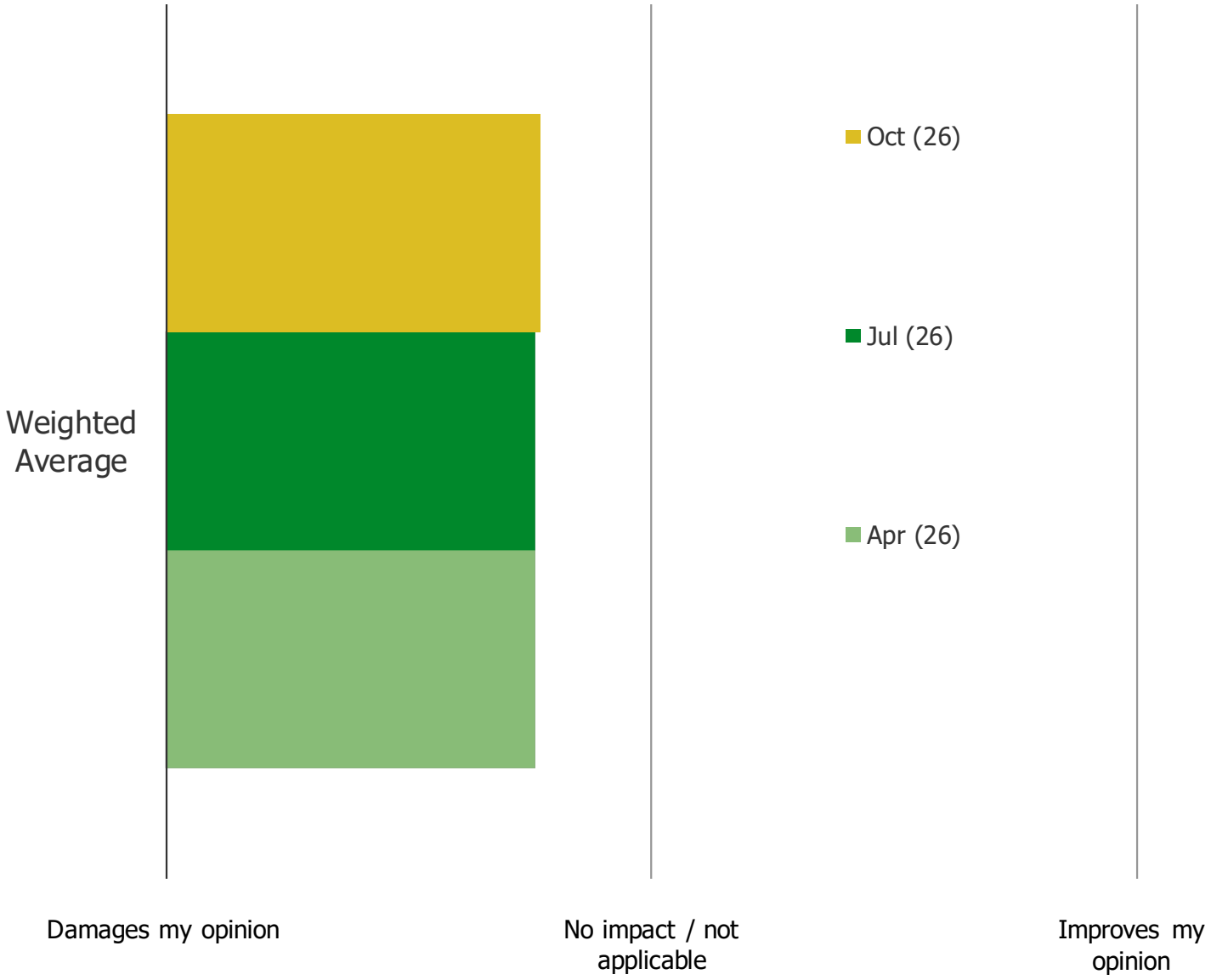
HOW GOOD DO YOU THINK YOU ARE AT TELLING THE DIFFERENCE BETWEEN REAL VIDEOS AND AI GENERATED VIDEOS?

Posed to all respondents.



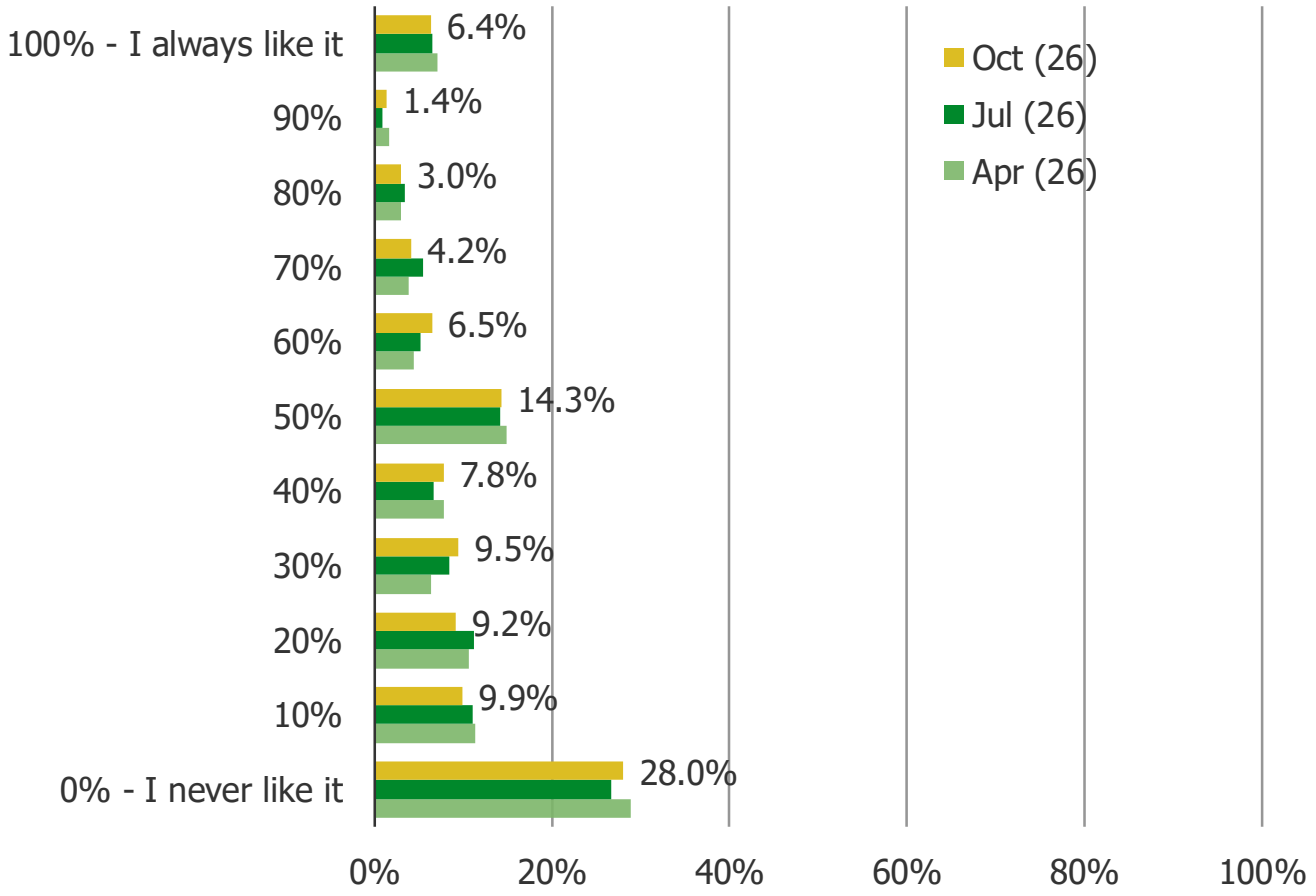
WHEN YOU SEE AN AD FOR A WELL-KNOWN BRAND PLACED NEXT TO OR IMMEDIATELY FOLLOWING AN OBVIOUSLY AI-GENERATED, LOW-QUALITY VIDEO (AI SLOP), HOW DOES IT AFFECT YOUR PERCEPTION OF THE BRAND?

Posed to all respondents.



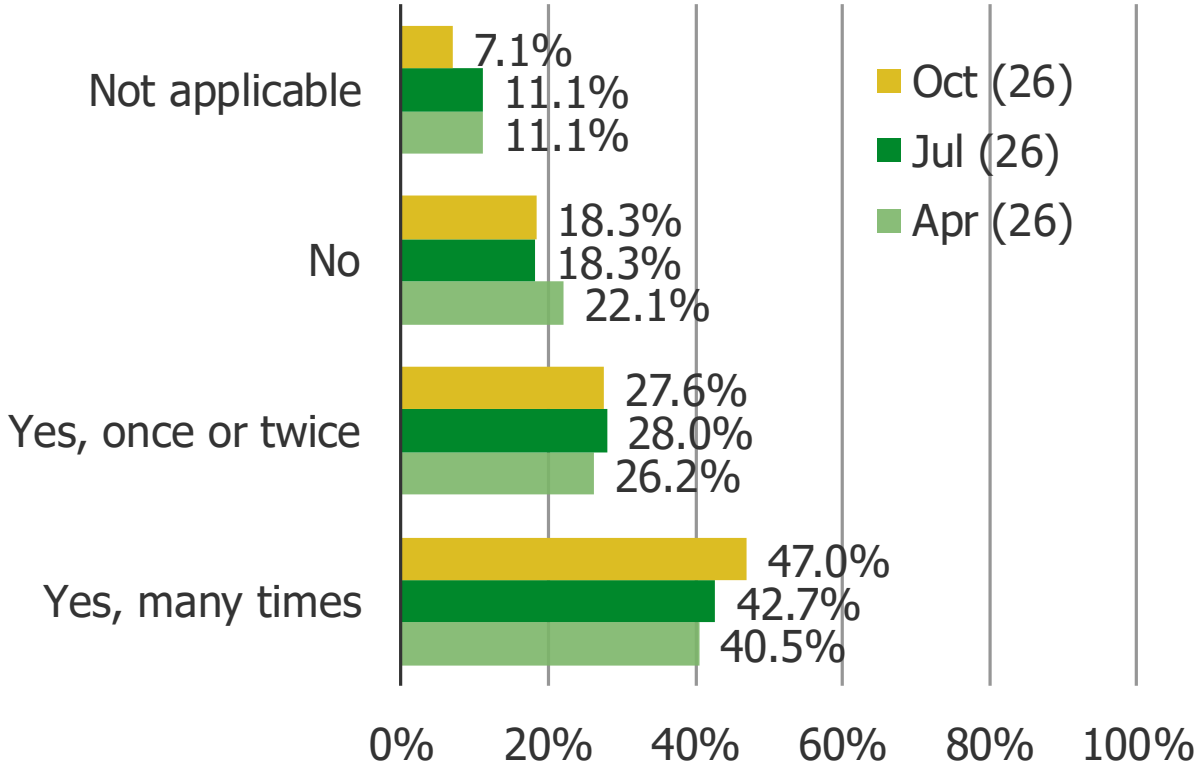
WHAT PERCENTAGE OF AI CONTENT YOU SEE ON YOUR SOCIAL MEDIA APPS DO YOU ENJOY SEEING/WATCHING?

Posed to all respondents.



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

Posed to all respondents.



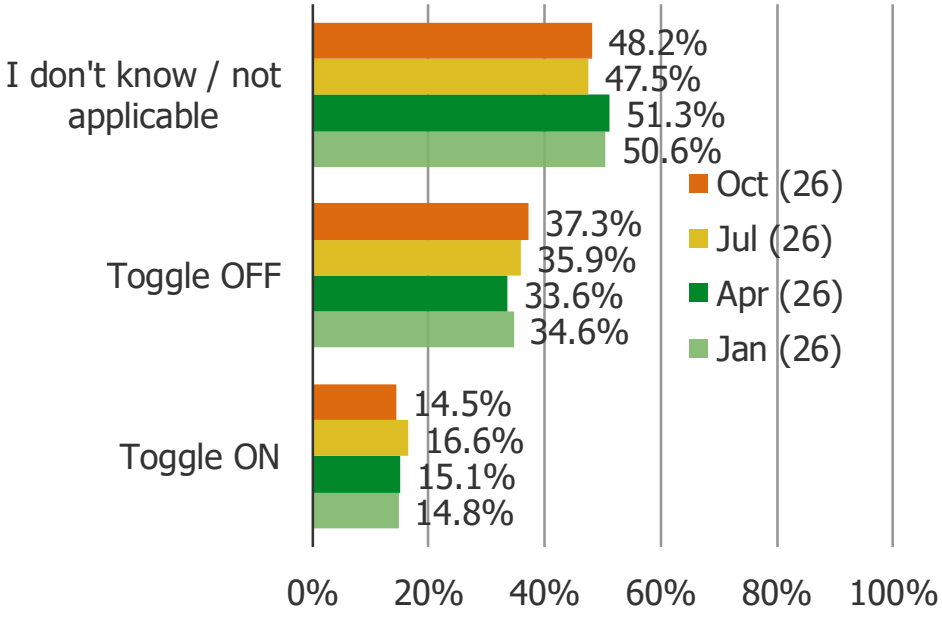
WHAT DID YOU DO WHEN YOU ENCOUNTERED THE AI GENERATED CONTENT?

Posed to all respondents who have encountered AI generated content.

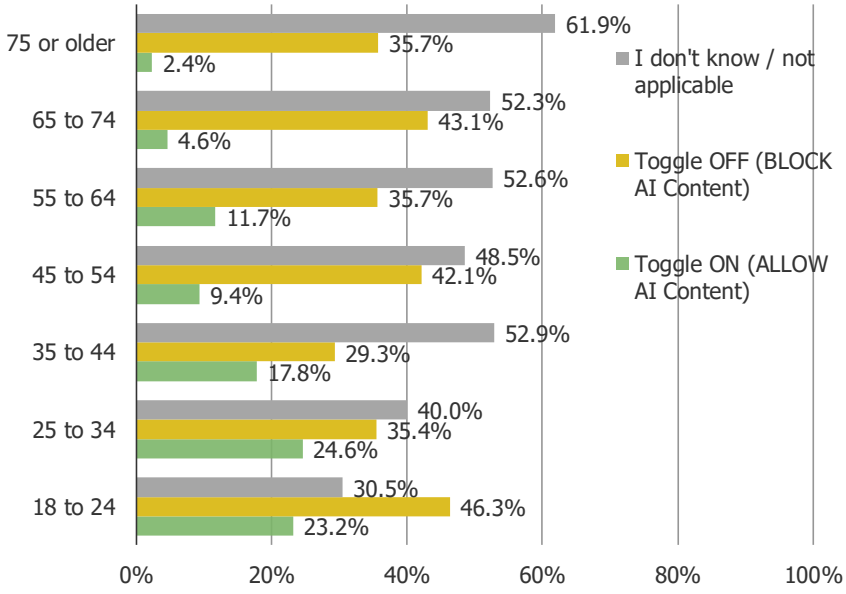
Category	% of Total Responses	Key Terms & Groupings Captured
Ignored / Scrolled Past	**42.15%**	Ignored it, scrolled past, kept scrolling, nothing, skipped
Read / Engaged out of Curiosity	**21.30%**	Read it, watched it anyway, curious, looked at it
Fact-Checked / Verified	**14.85%**	Fact-checked, Googled it, verified, looked for a source, searched
Reported / Blocked Account	**10.20%**	Reported, flagged, blocked, muted, unfollowed
Shared / Laughed At It	**7.40%**	Laughed, shared it, sent to a friend, thought it was funny
Other / Unclassified	**4.10%**	Ambiguous or unique responses that could not be mapped

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.

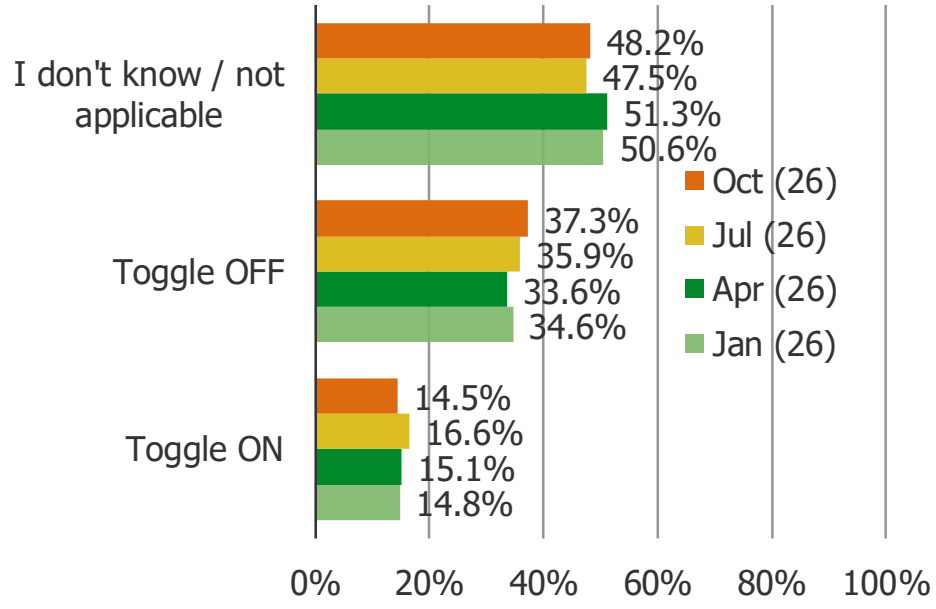


Cutting the data from the above chart by age…

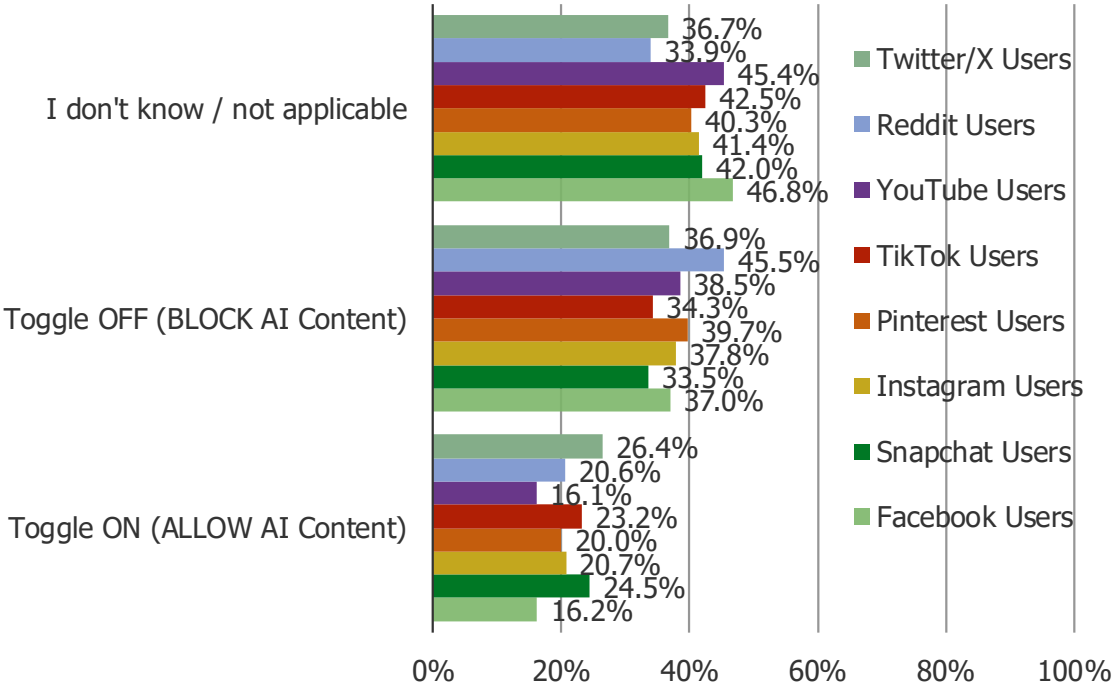


IF YOU COULD TOGGLE AN OPTION ON OR OFF TO EITHER ALLOW OR BLOCK AI CONTENT IN YOUR SOCIAL MEDIA FEEDS, WHICH WOULD YOU PICK?

Posed to all respondents.

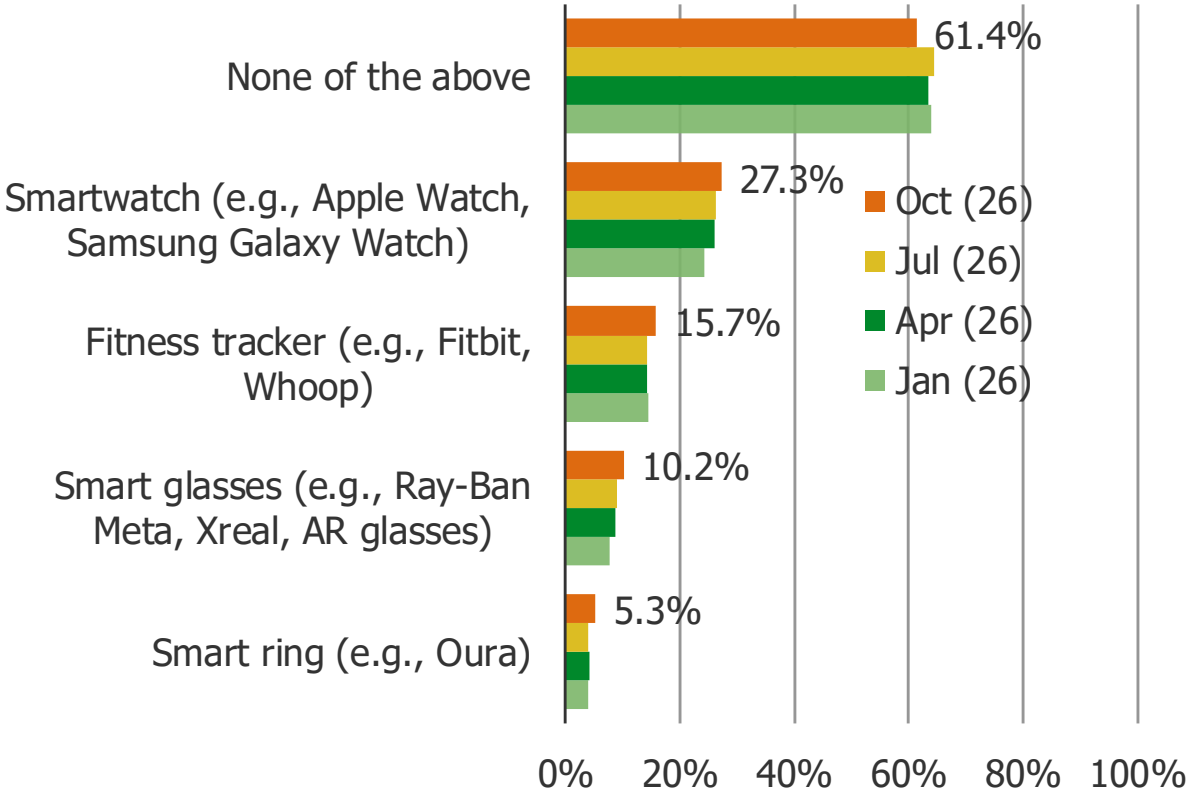


Cutting the data from the above chart by platforms they are a user of…



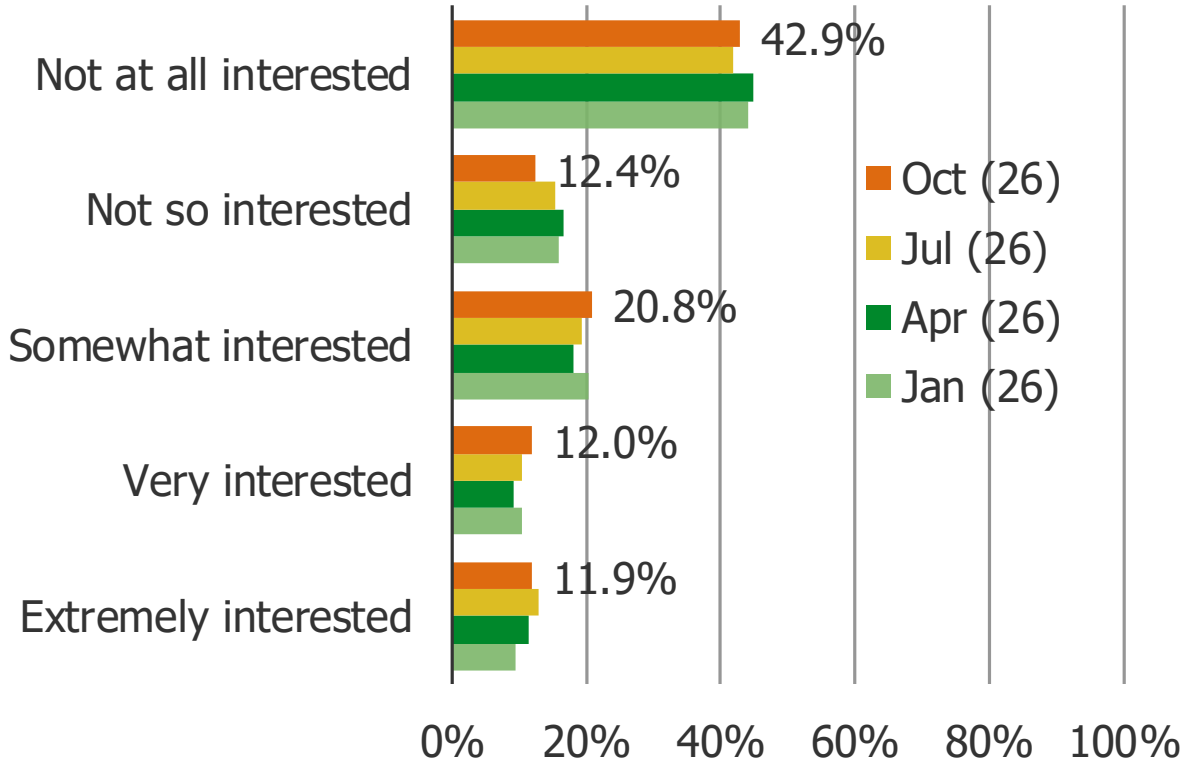
WHICH OF THE FOLLOWING WEARABLE DEVICES, IF ANY, DO YOU CURRENTLY OWN OR REGULARLY USE? (SELECT ALL THAT APPLY)

Posed to all respondents.



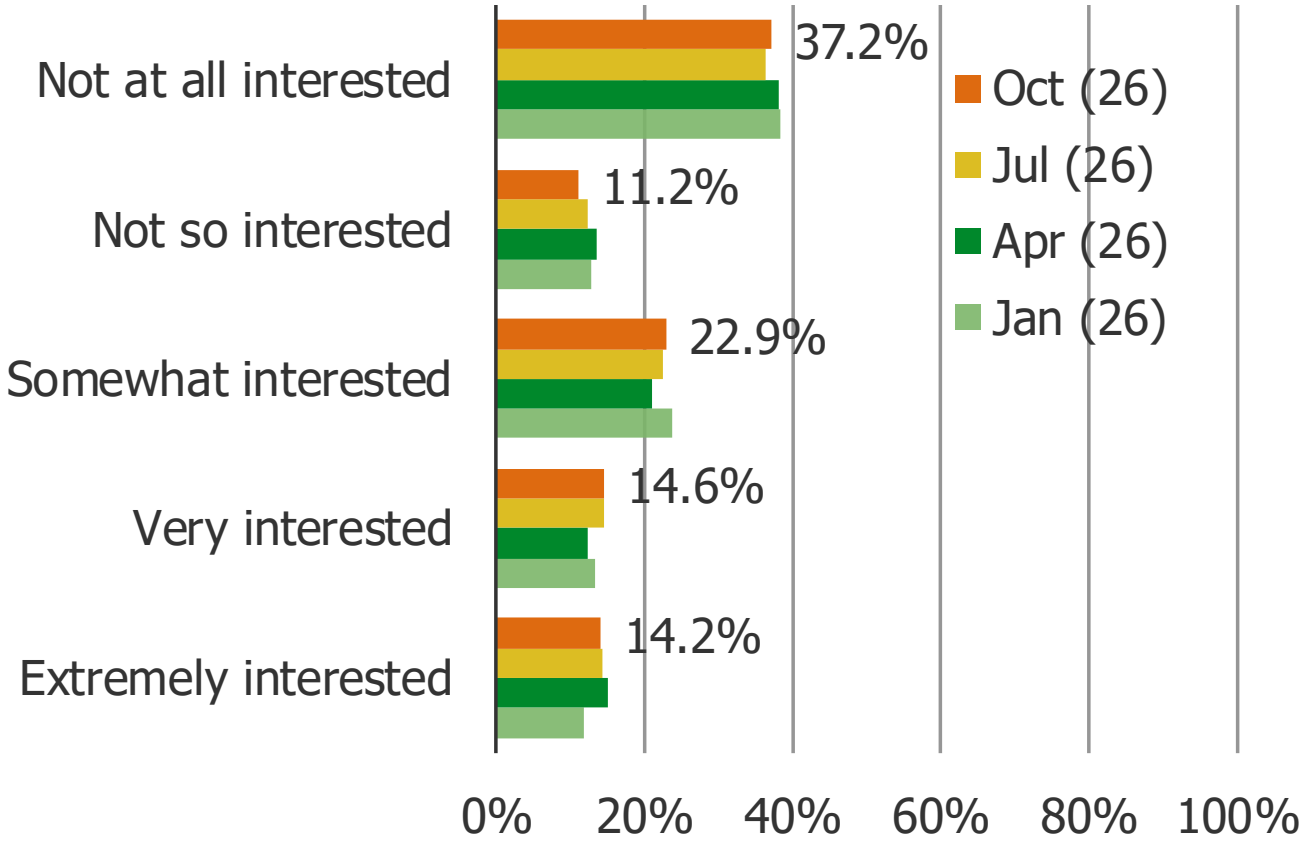
HOW INTERESTED OR UNINTERESTED ARE YOU IN OWNING A PAIR OF SMART GLASSES IN THE FUTURE?

Posed to all respondents.



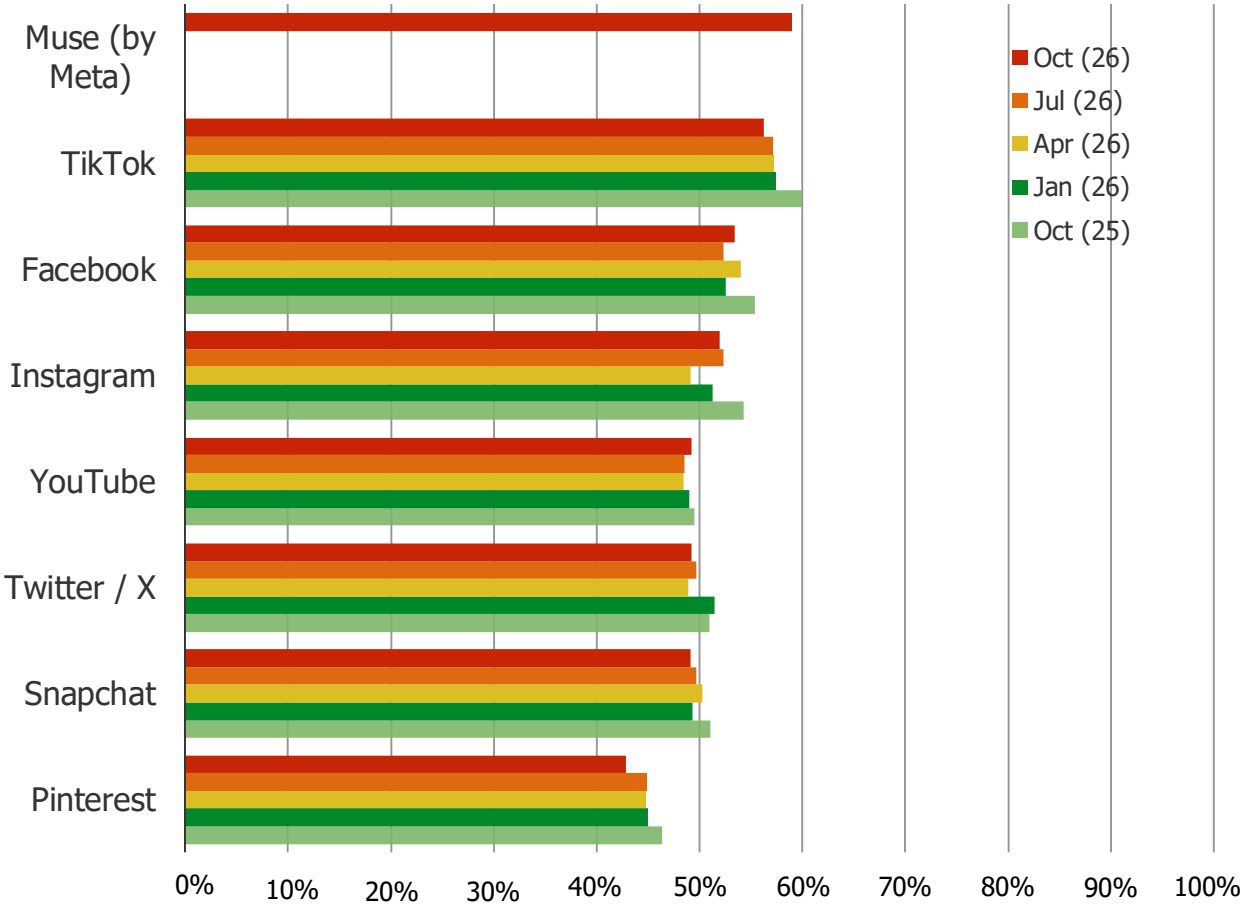
IF SMART GLASSES COULD PROVIDE 'PRIVATE AUDIO ASSISTANCE'—SUCH AS WHISPERING TURN-BY-TURN DIRECTIONS, TRANSLATING A FOREIGN LANGUAGE IN REAL-TIME, OR READING YOUR NOTIFICATIONS OUT LOUD WHILE KEEPING YOUR EARS OPEN TO YOUR SURROUNDINGS—HOW INTERESTED WOULD YOU BE IN USING THEM?

Posed to all respondents.



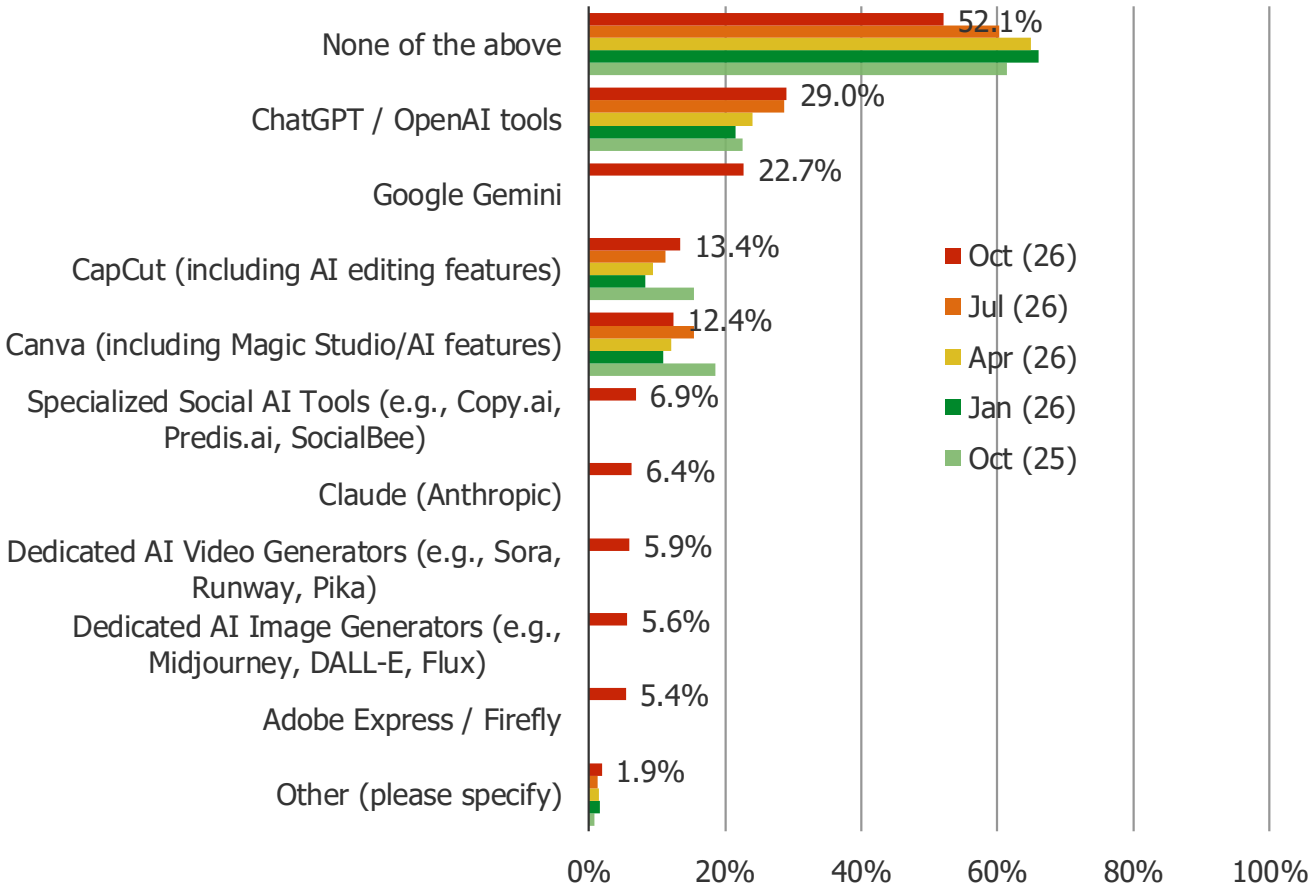
APPROXIMATELY WHAT PERCENTAGE OF THE VIDEOS YOU SEE ON EACH OF THE FOLLOWING PLATFORMS DO YOU BELIEVE ARE AI-GENERATED OR AI-ASSISTED (E.G., AI VOICES, AVATARS, OR AI GENERATED FOOTAGE)?

Posed to all respondents.



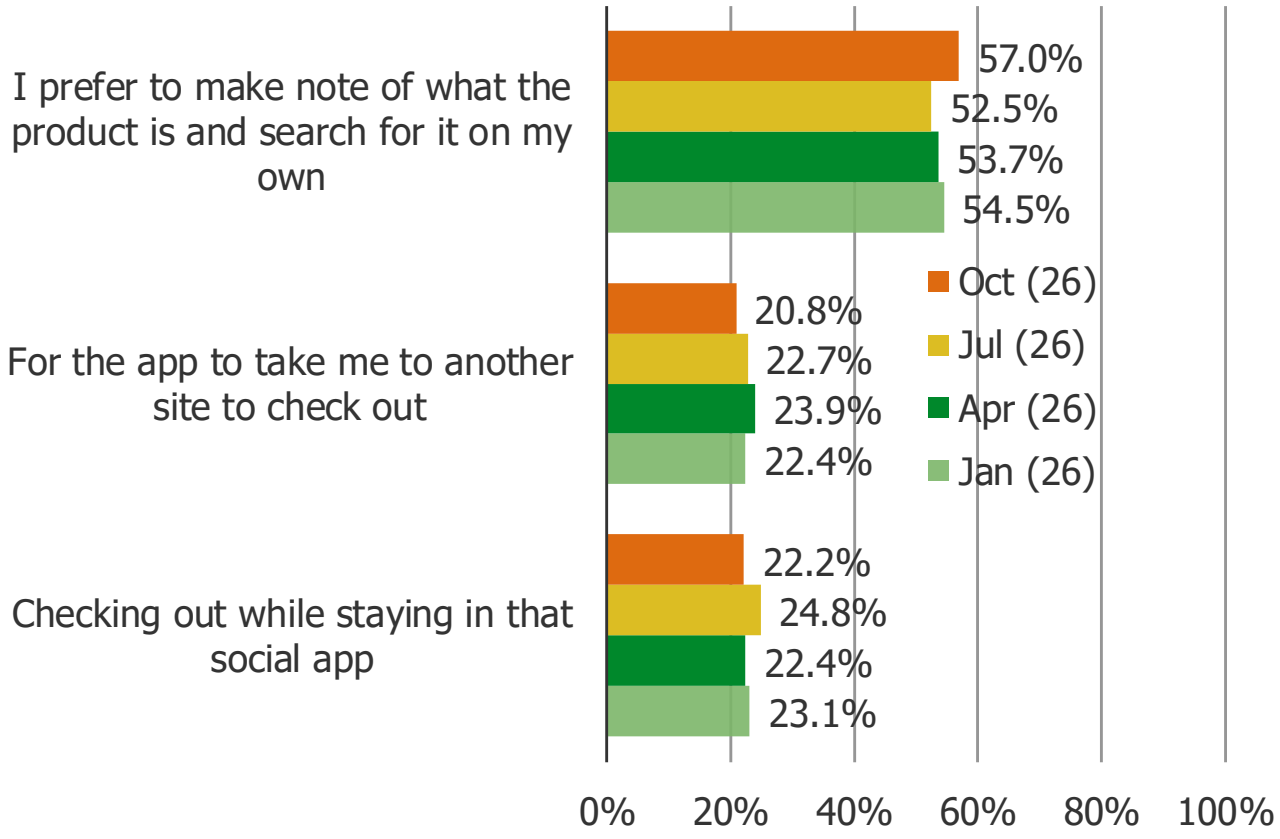
WHICH OF THE FOLLOWING TOOLS OR PLATFORMS HAVE YOU EVER USED TO HELP CREATE CONTENT (TEXT, IMAGES, OR VIDEOS) FOR SOCIAL MEDIA? SELECT ALL THAT APPLY

Posed to all respondents.



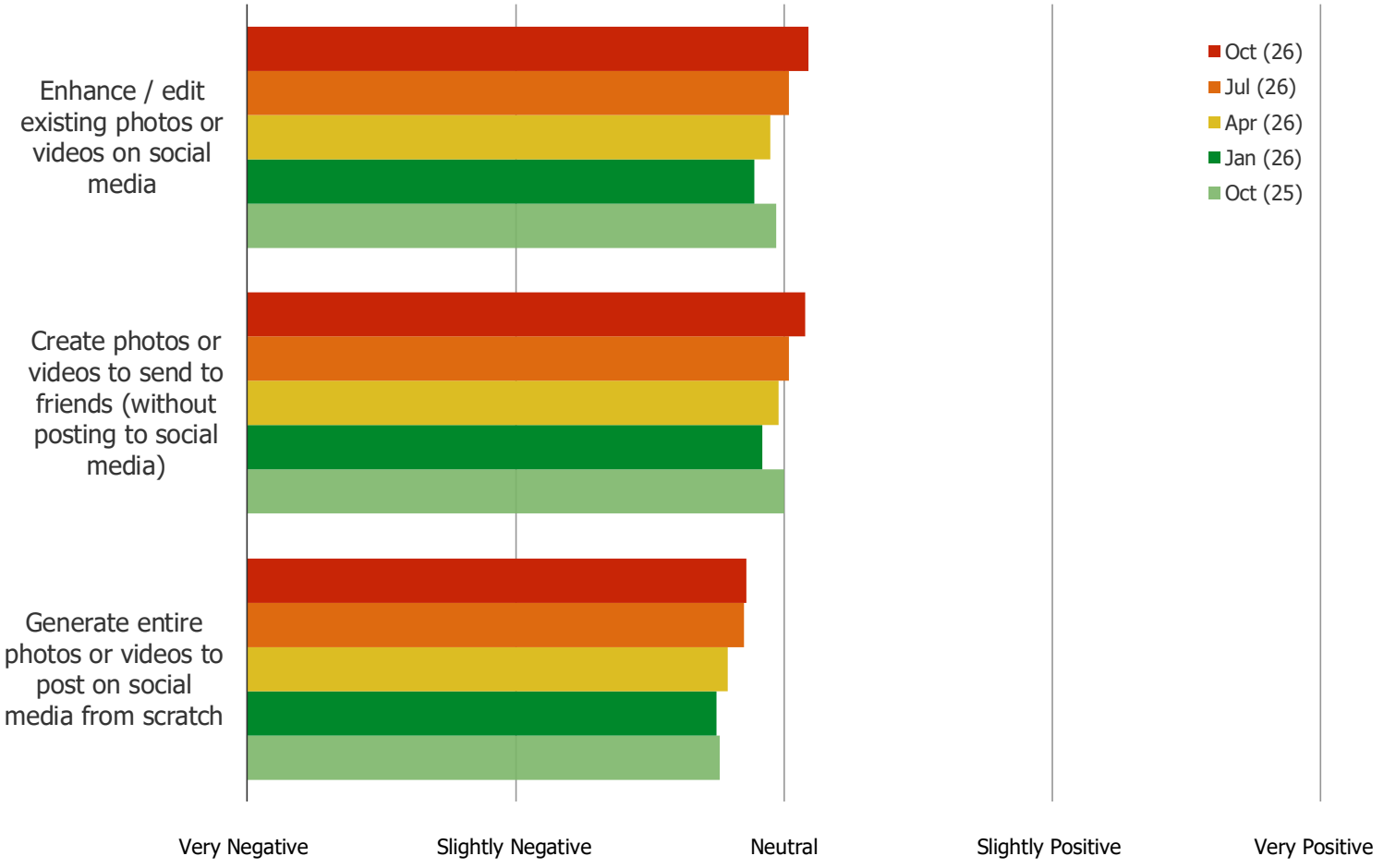
WHEN BUYING SOMETHING YOU DISCOVER IN SOCIAL MEDIA, WHICH DO YOU PREFER…

Posed to all respondents.



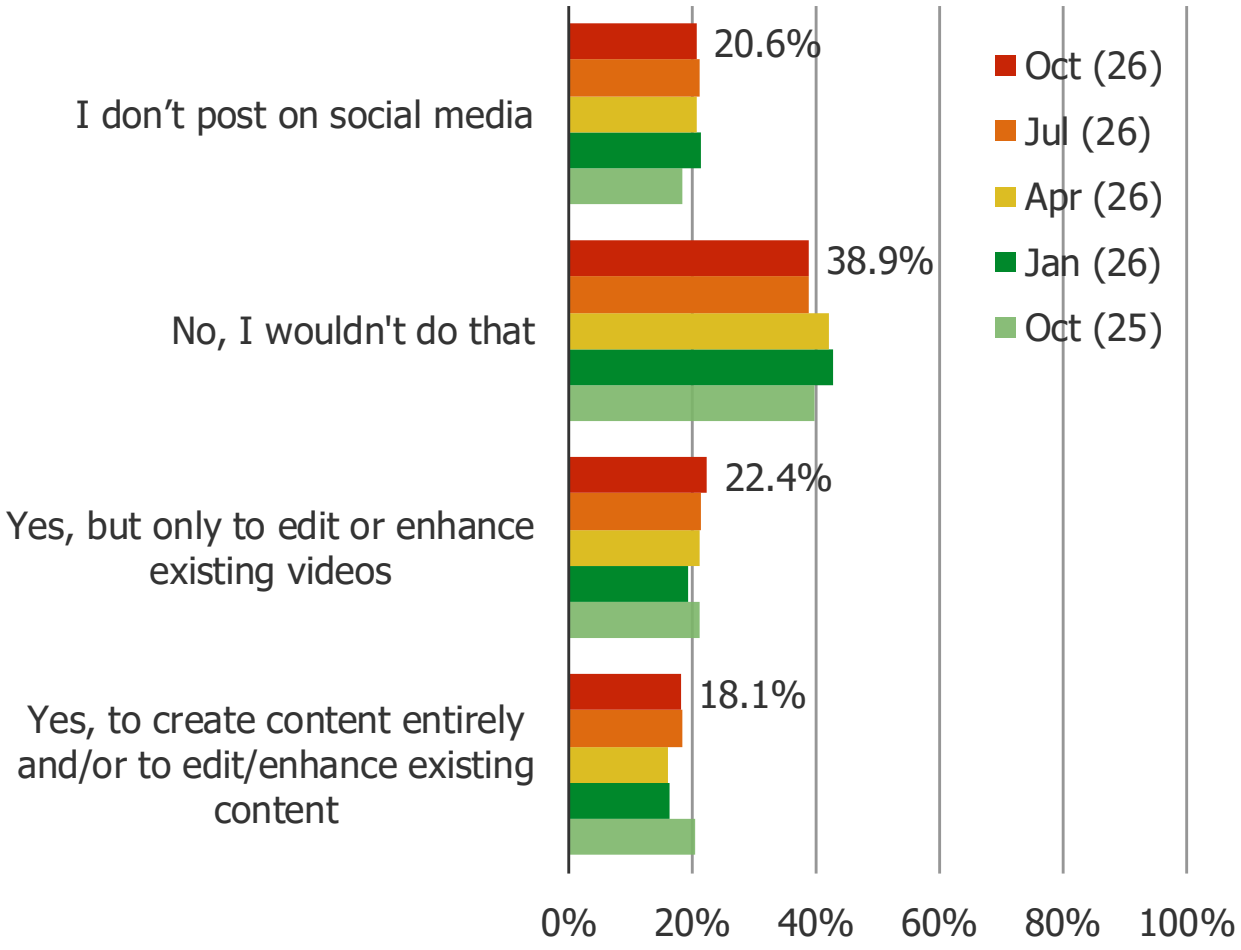
WHAT IS YOUR OPINION OF USING AI TO...

Posed to all respondents.



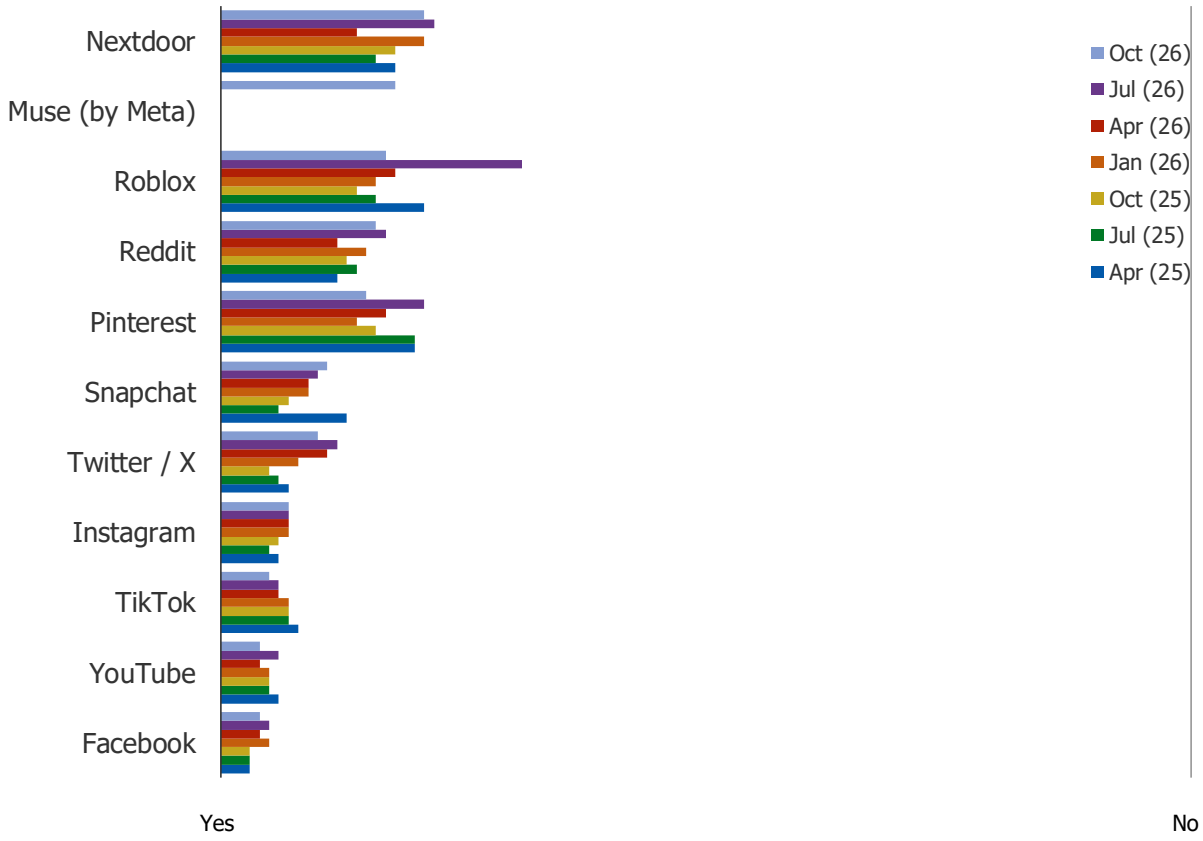
WOULD YOU CONSIDER USING AI TOOLS THAT AUTOMATICALLY CREATE SHORT VIDEOS OR IMAGES FOR YOU TO POST ON SOCIAL MEDIA (E.G., VIDEOS THAT USE YOUR LIKENESS OR VOICE)?

Posed to all respondents.



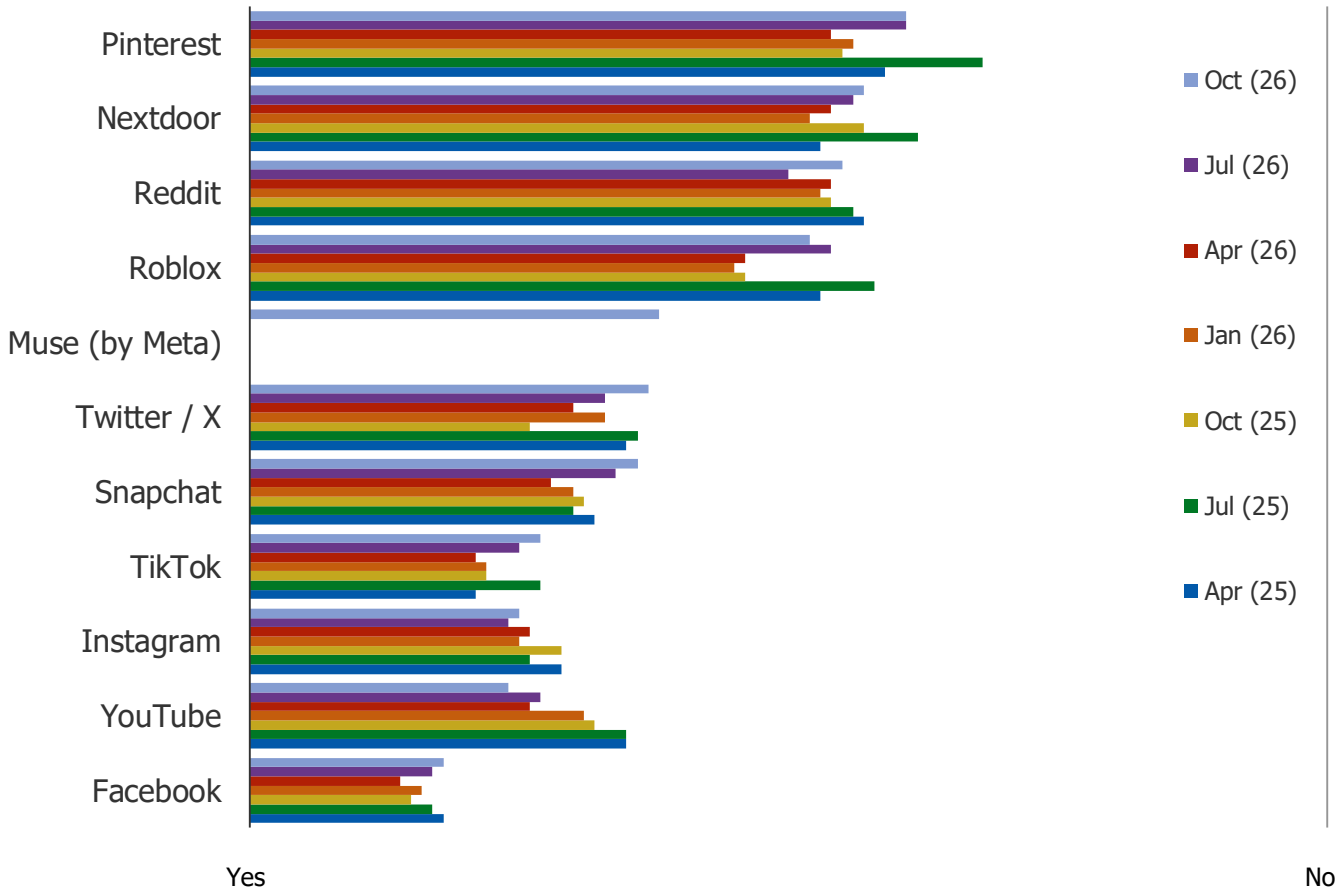
HAVE YOU USED THE FOLLOWING AT ANY POINT IN THE PAST 30 DAYS?

Posed to users of each of the following platforms…



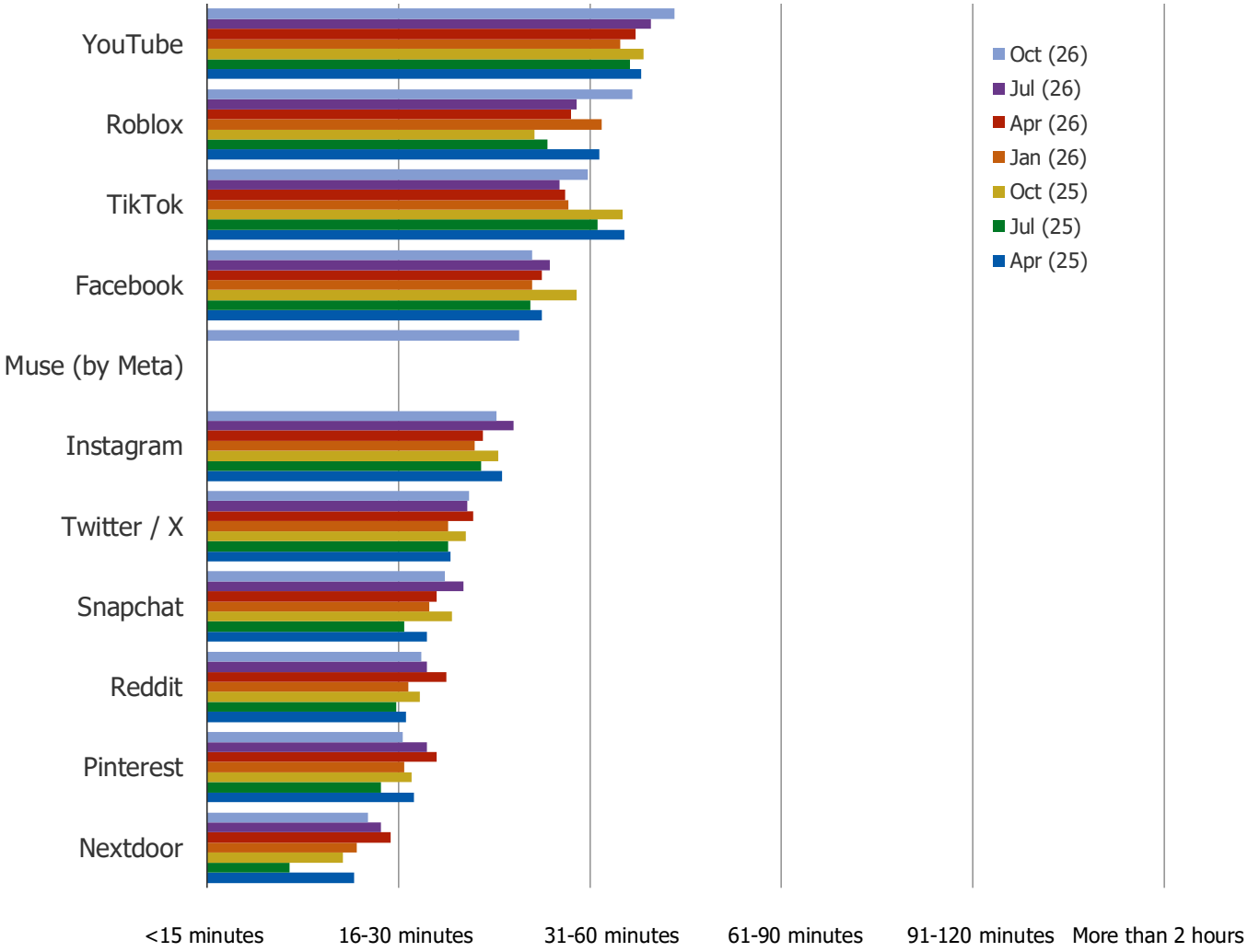
HAVE YOU (OR WILL YOU) USE ANY OF THE FOLLOWING TODAY?

Posed to users of each of the following platforms…



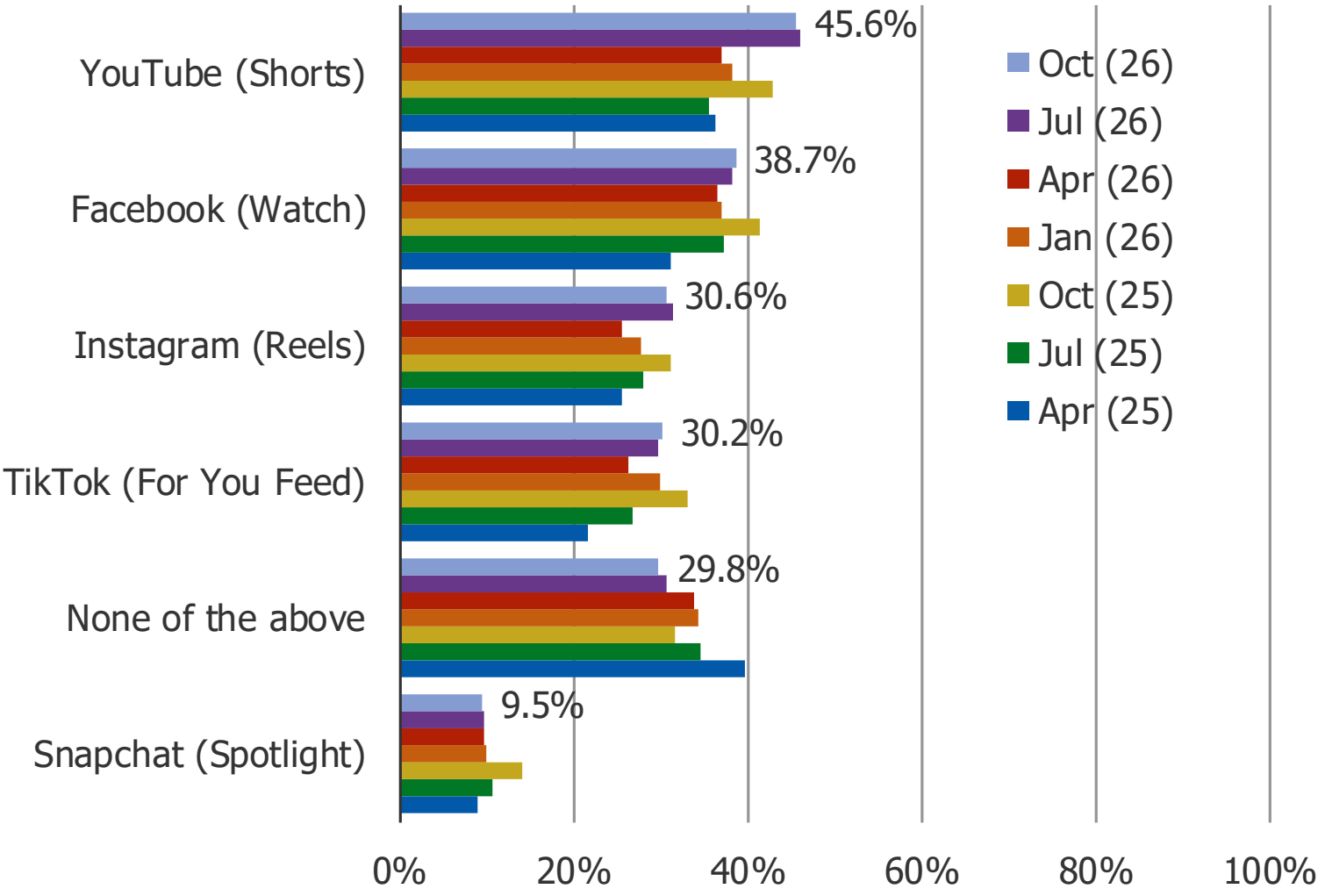
ON A TYPICAL DAY THAT YOU USE THE FOLLOWING, HOW MUCH TIME DO YOU SPEND ON EACH PLATFORM ACROSS ALL DEVICES (E.G., CELL PHONE, TV, COMPUTER, TABLET/IPAD)?

Posed to all respondents who use the below.



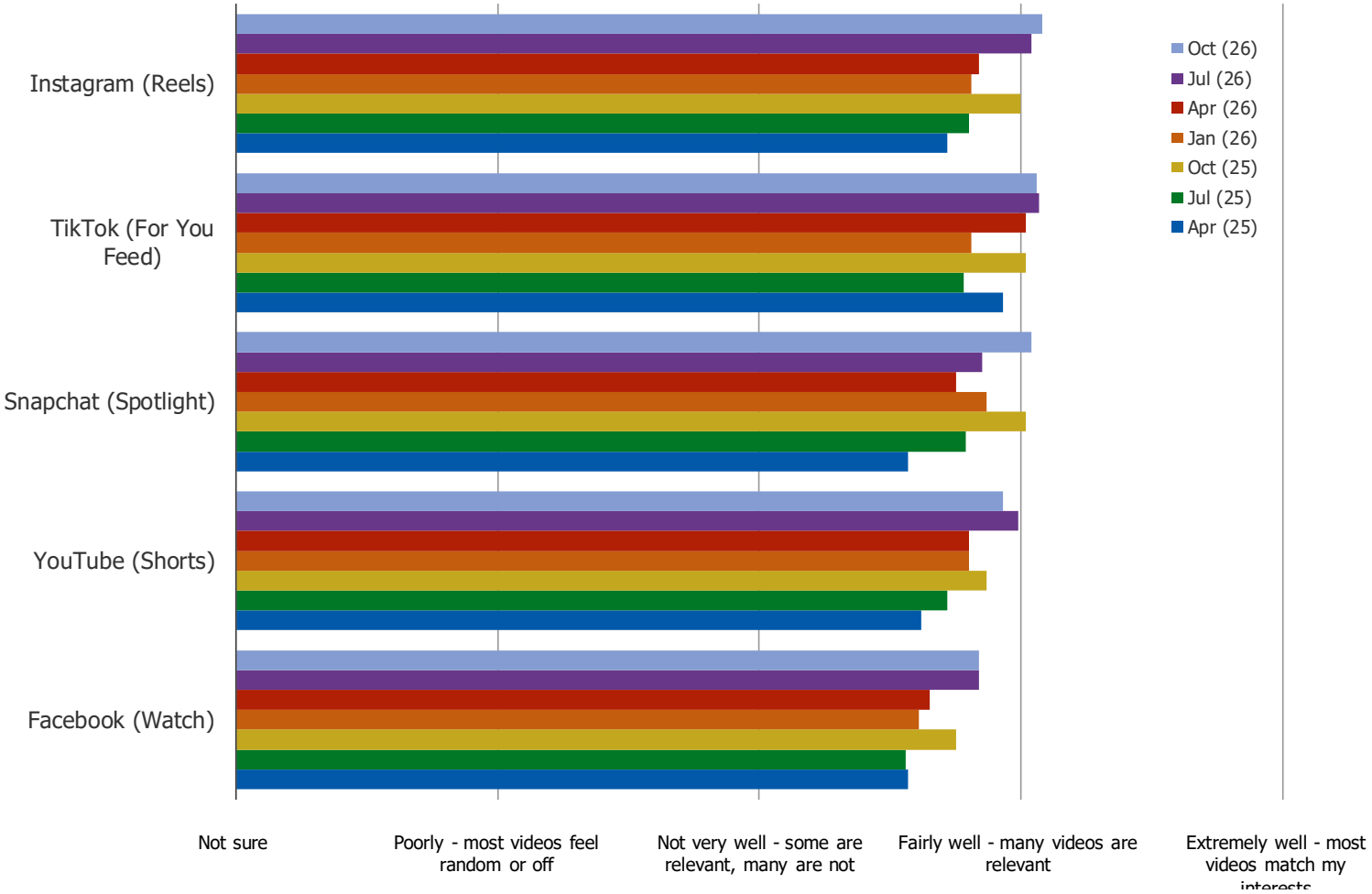
IN THE PAST 30 DAYS, HAVE YOU WATCHED VIDEOS ON ANY OF THE FOLLOWING PLATFORMS WHERE THE NEXT VIDEO IS SHOWN TO YOU AUTOMATICALLY? TO CLARIFY, WE ARE NOT REFERRING TO VIDEOS FROM ACCOUNTS YOU FOLLOW OR FRIENDS YOU KNOW. WE'RE ASKING ABOUT CONTINUOUS VIDEO FEEDS THAT SHOW YOU CONTENT AUTOMATICALLY, REGARDLESS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

Posed to all respondents.



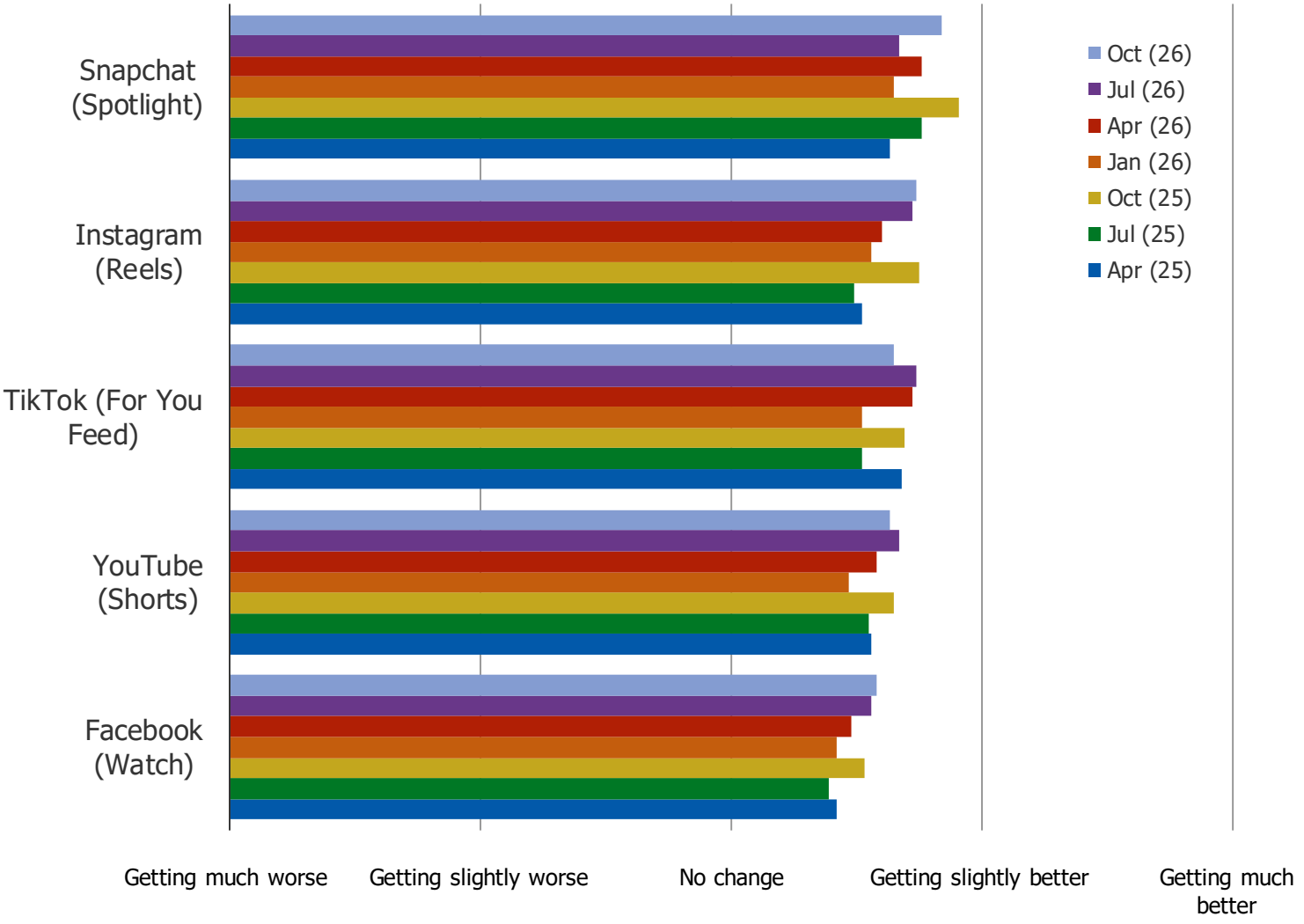
HOW WELL DO YOU THINK THESE PLATFORMS UNDERSTAND YOUR INTERESTS WHEN IT COMES TO SHORT-FORM VIDEOS?

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



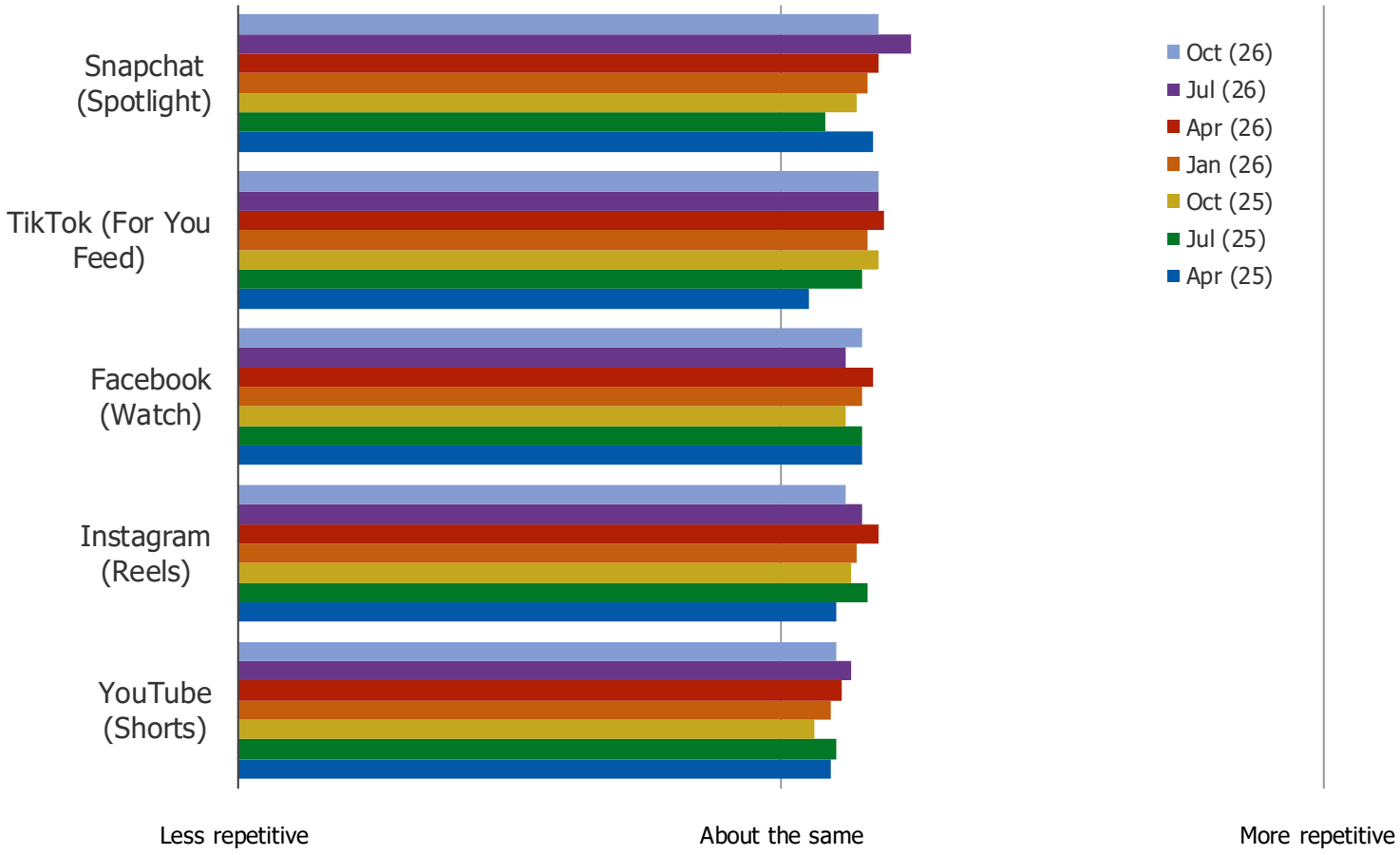
HAVE YOU NOTICED ANY CHANGES IN HOW MUCH YOU LIKE THE SHORT-FORM VIDEOS AUTOMATICALLY SHOWN TO YOU ON SOCIAL MEDIA?

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



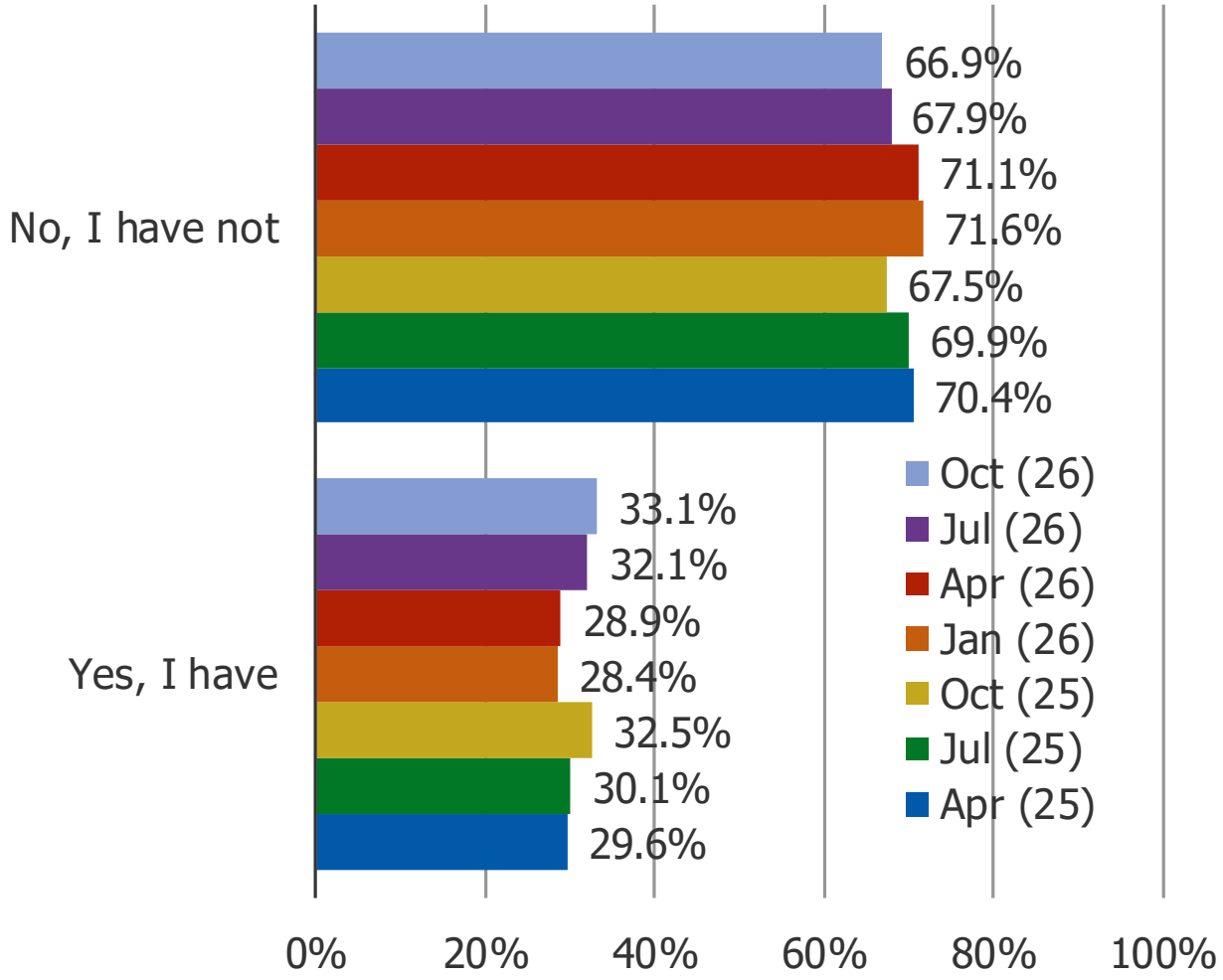
IN THE PAST FEW MONTHS, HAVE THE VIDEOS YOU'RE AUTOMATICALLY SHOWN FELT MORE OR LESS REPETITIVE?

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



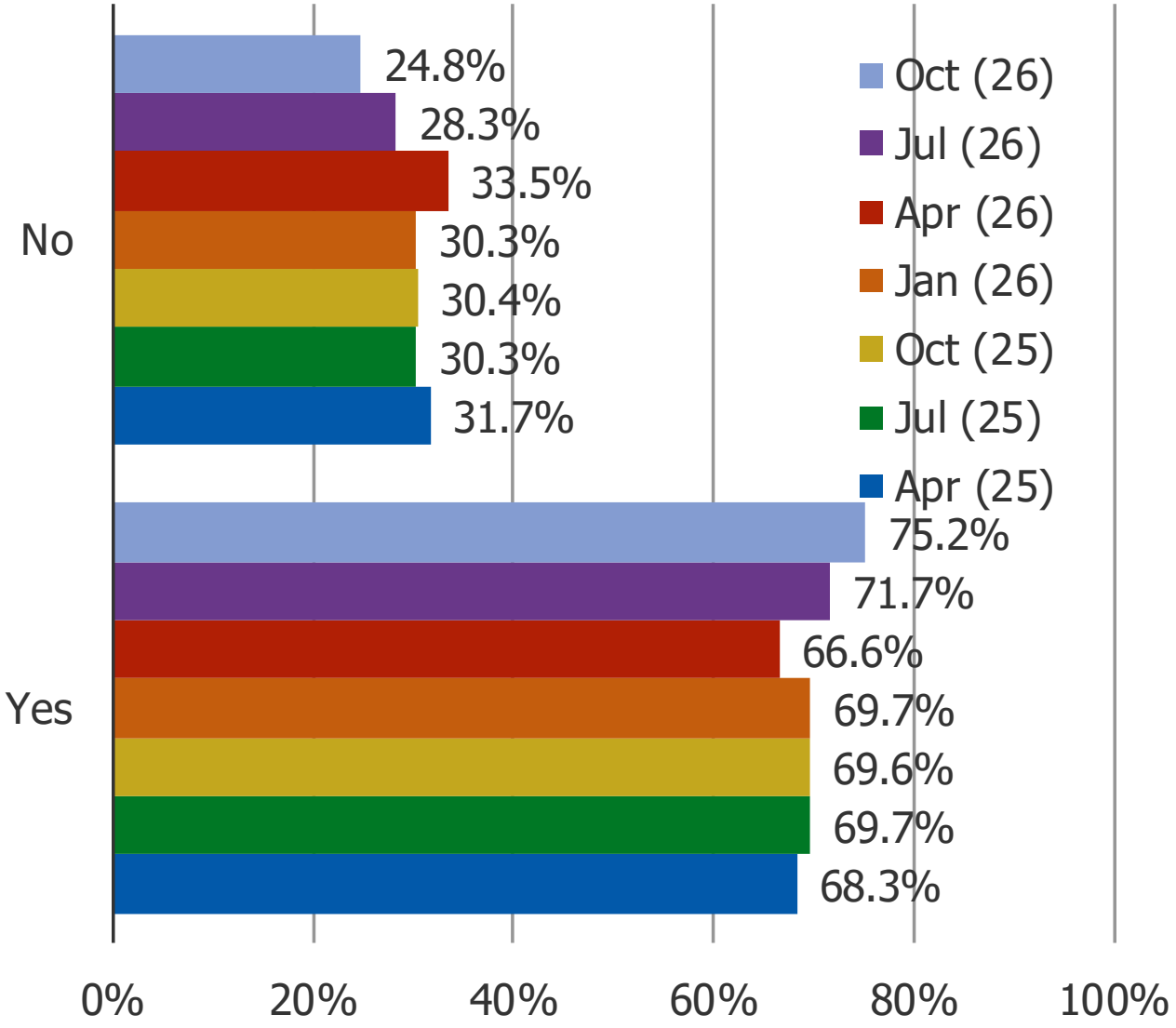
HAVE YOU VISITED REDDIT (WEBSITE OR APP) IN THE PAST 30 DAYS?

Posed to all respondents.



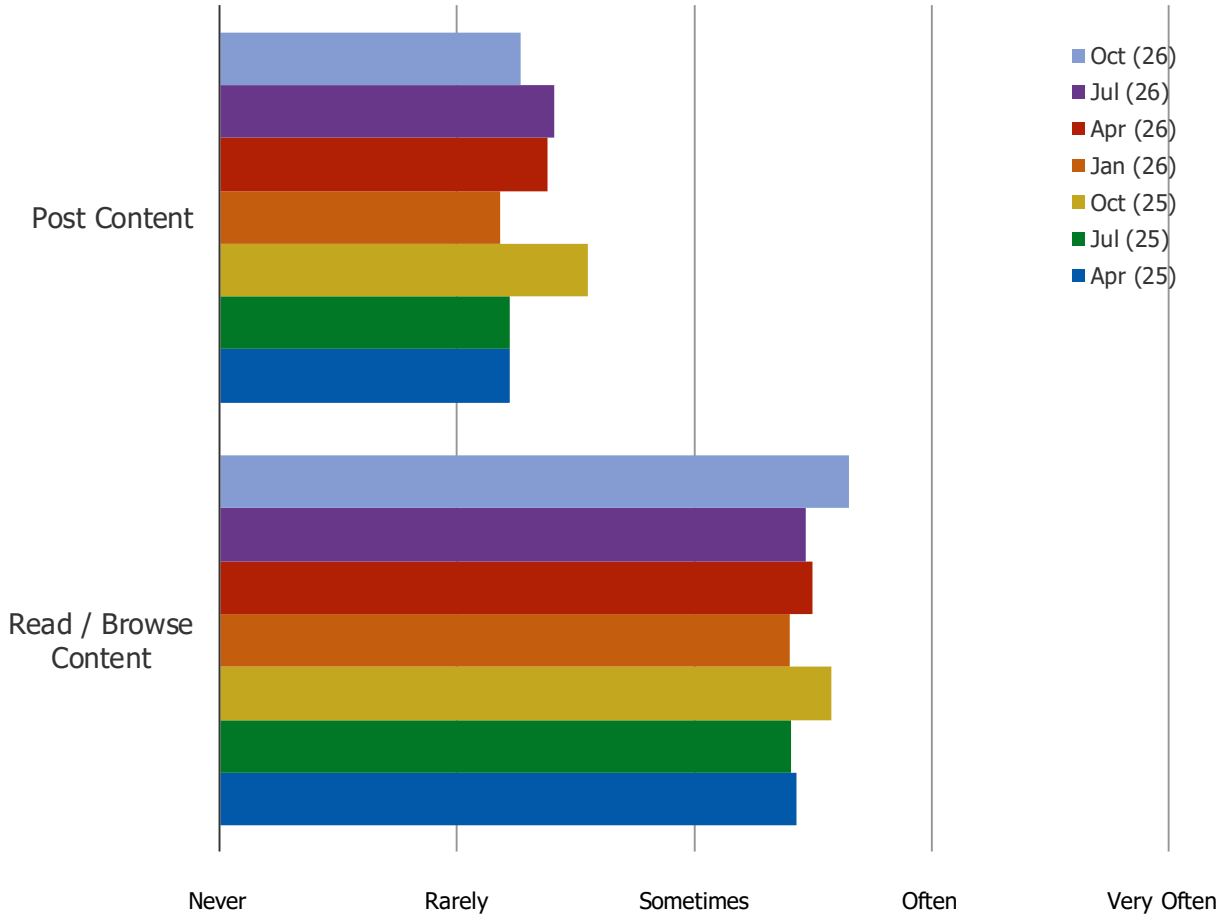
DO YOU HAVE A REDDIT ACCOUNT/LOGIN?

Posed to respondents who have visited Reddit in the past 30 days (N = 318).



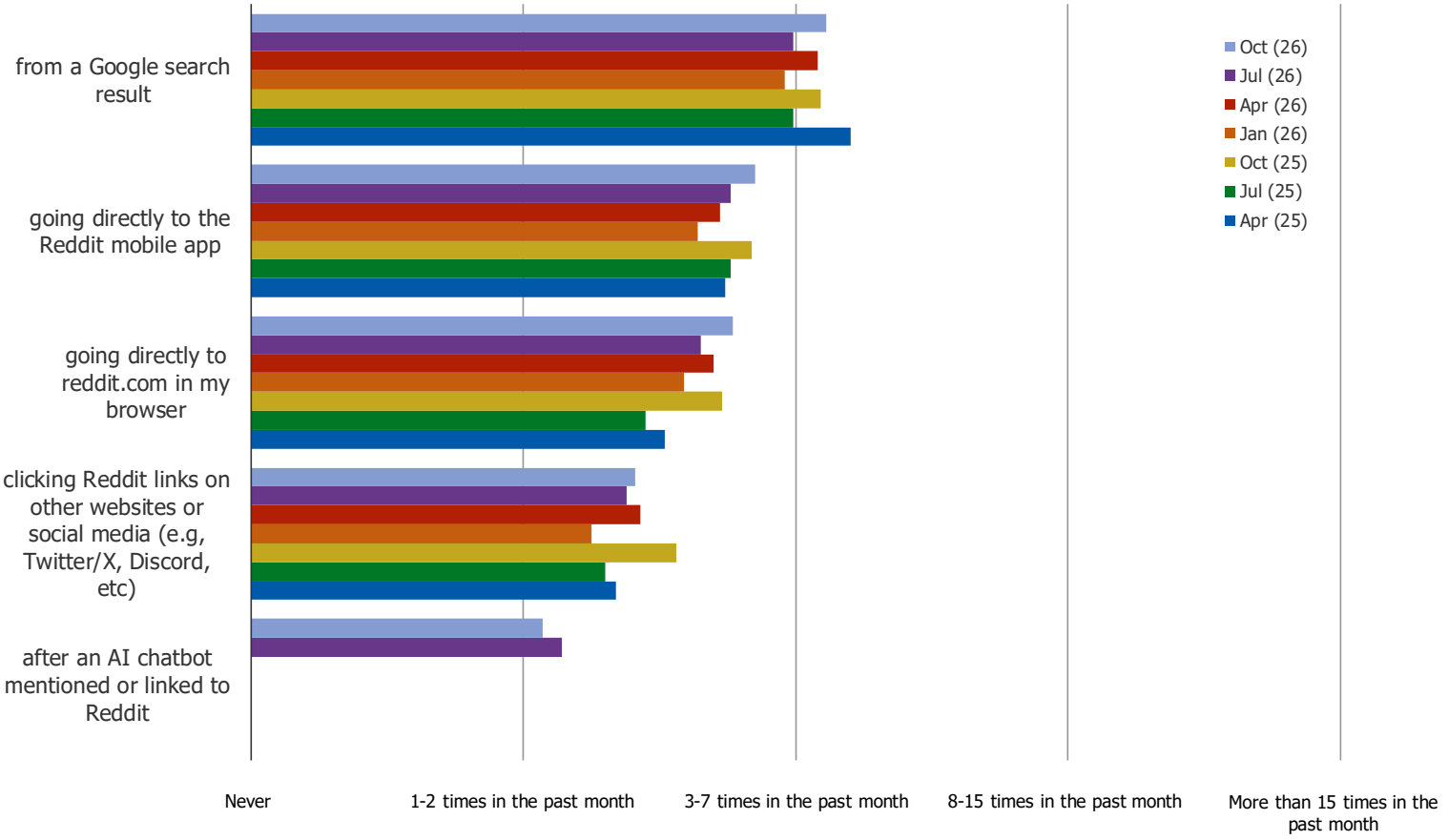
HOW OFTEN DO YOU DO THE FOLLOWING ON REDDIT?

Posed to respondents who have visited Reddit in the past 30 days (N = 318).



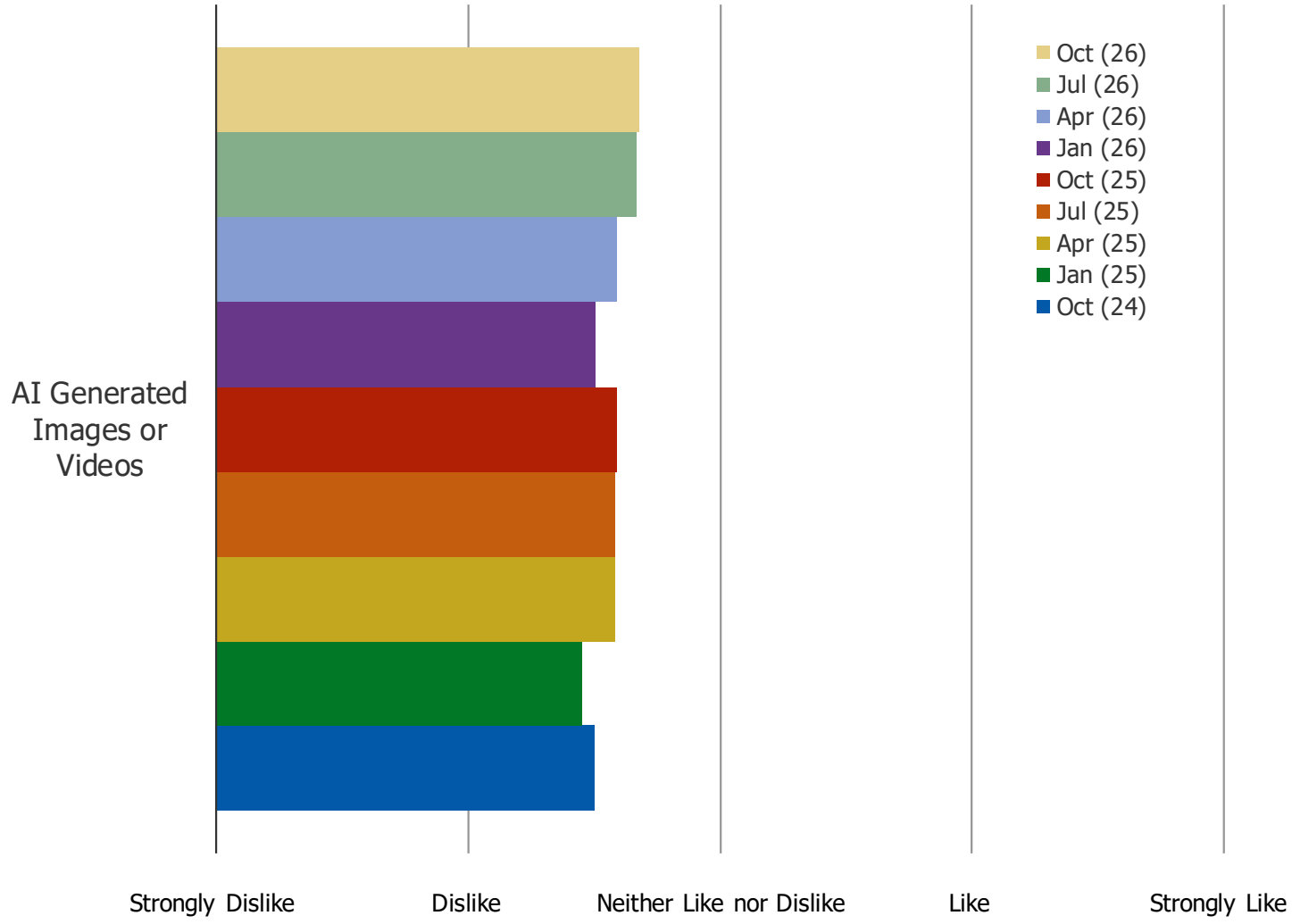
HOW MANY TIMES IN THE PAST MONTH WOULD YOU ESTIMATE YOU VISITIED REDDIT...

Posed to respondents who have visited Reddit in the past 30 days (N = 318).



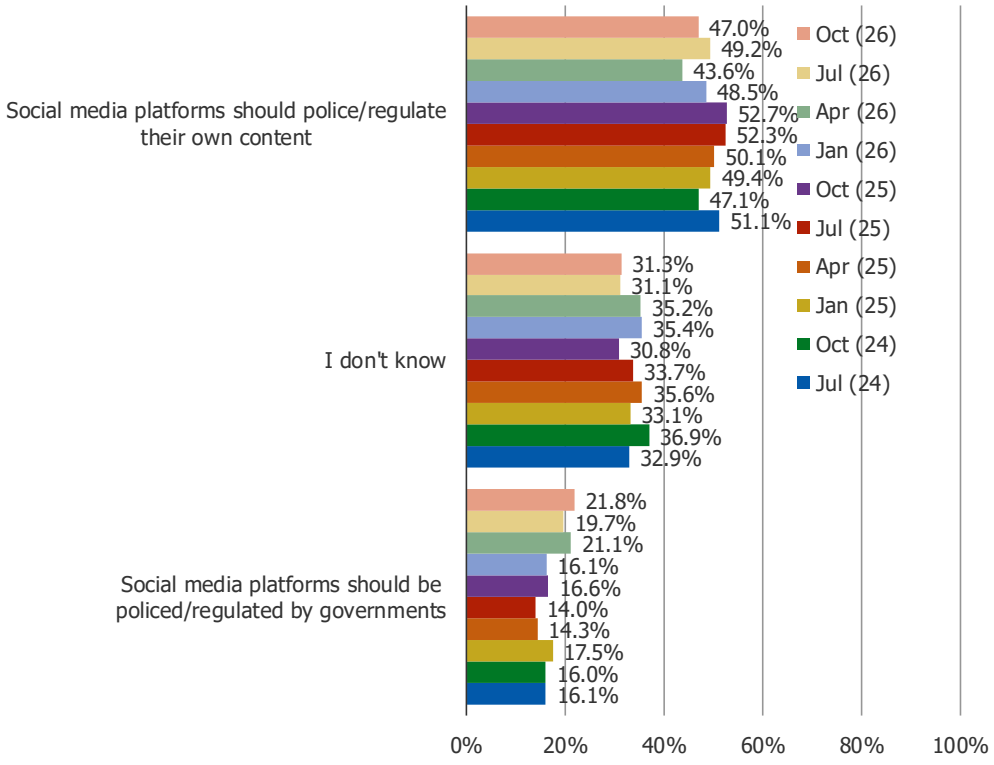
IN GENERAL, HOW WOULD YOU FEEL ABOUT THE FOLLOWING IN YOUR SOCIAL MEDIA FEEDS?

Posed to all respondents

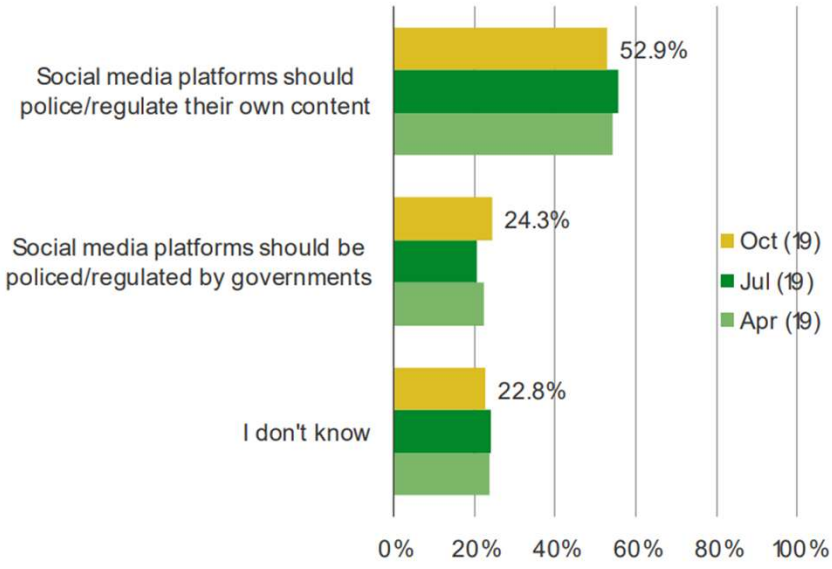


SHOULD SOCIAL MEDIA PLATFORMS POLICE/REGULATE THEIR OWN CONTENT, OR SHOULD THEY BE POLICED/REGULATED BY GOVERNMENTS?

Posed to all respondents

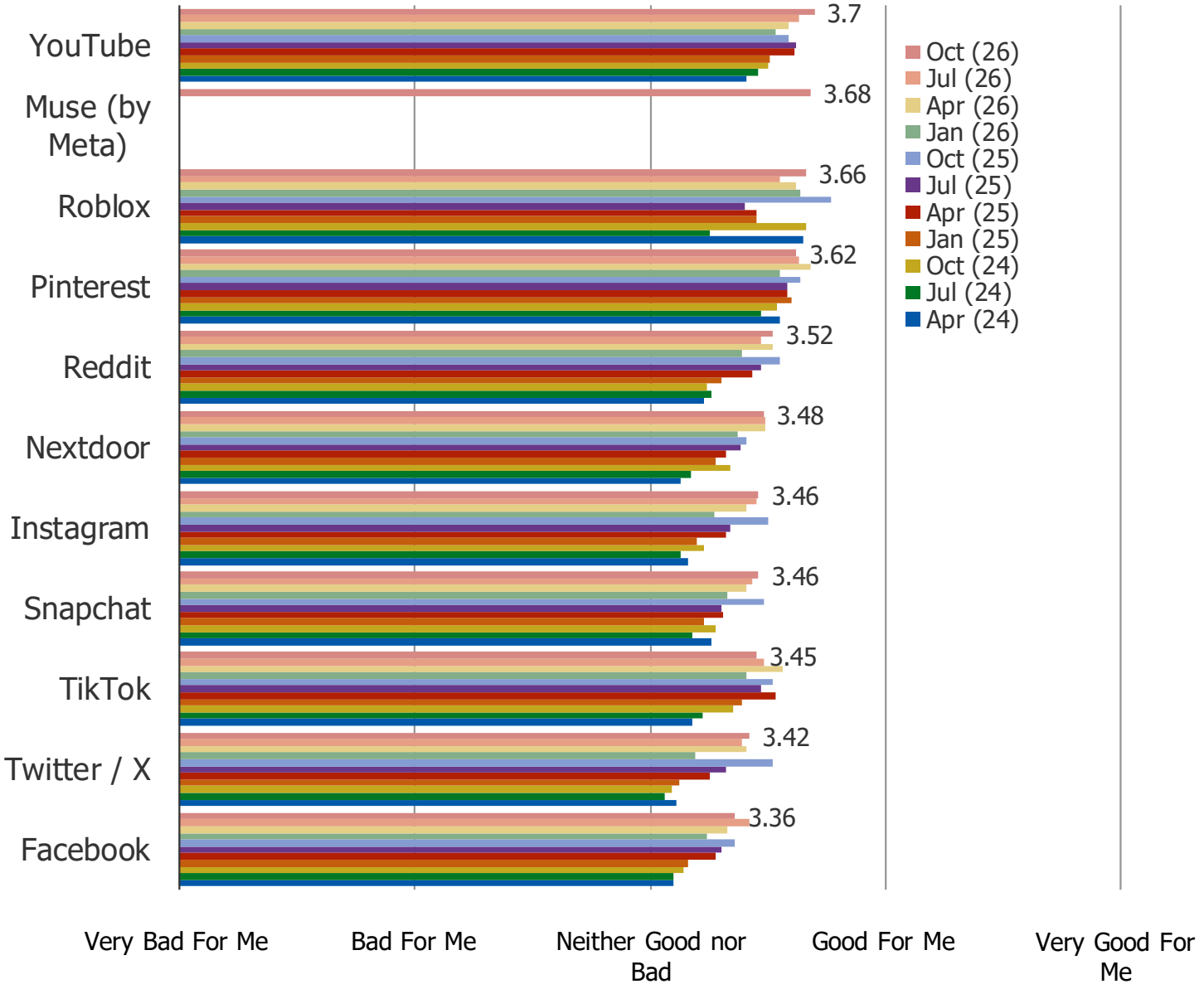


Historical Readings



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

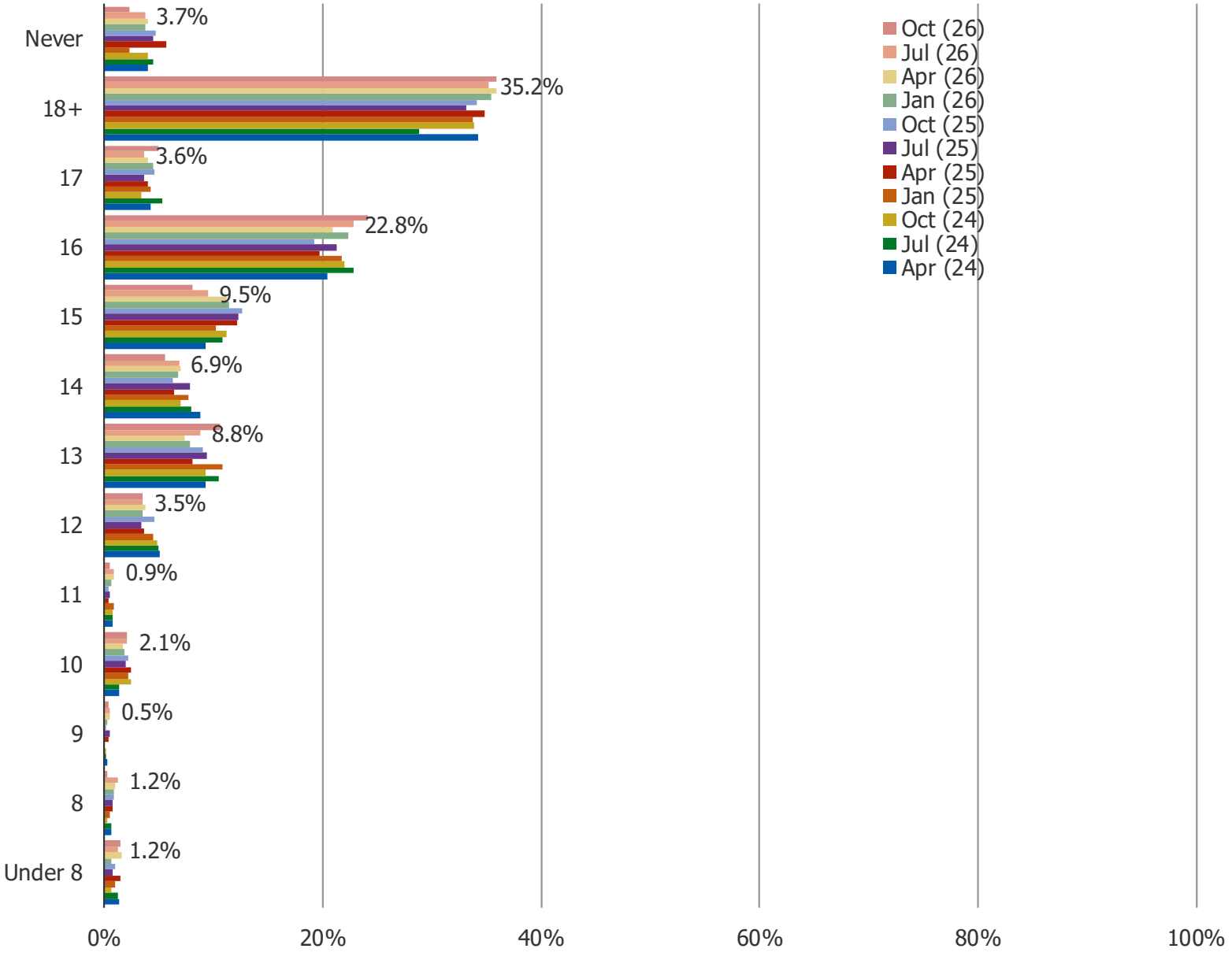
Posed to respondents who use each of the below.



Tickers: RBLX, RDDT, META, SNAP, TikTok, GOOGL, PINS, Twitter/X

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

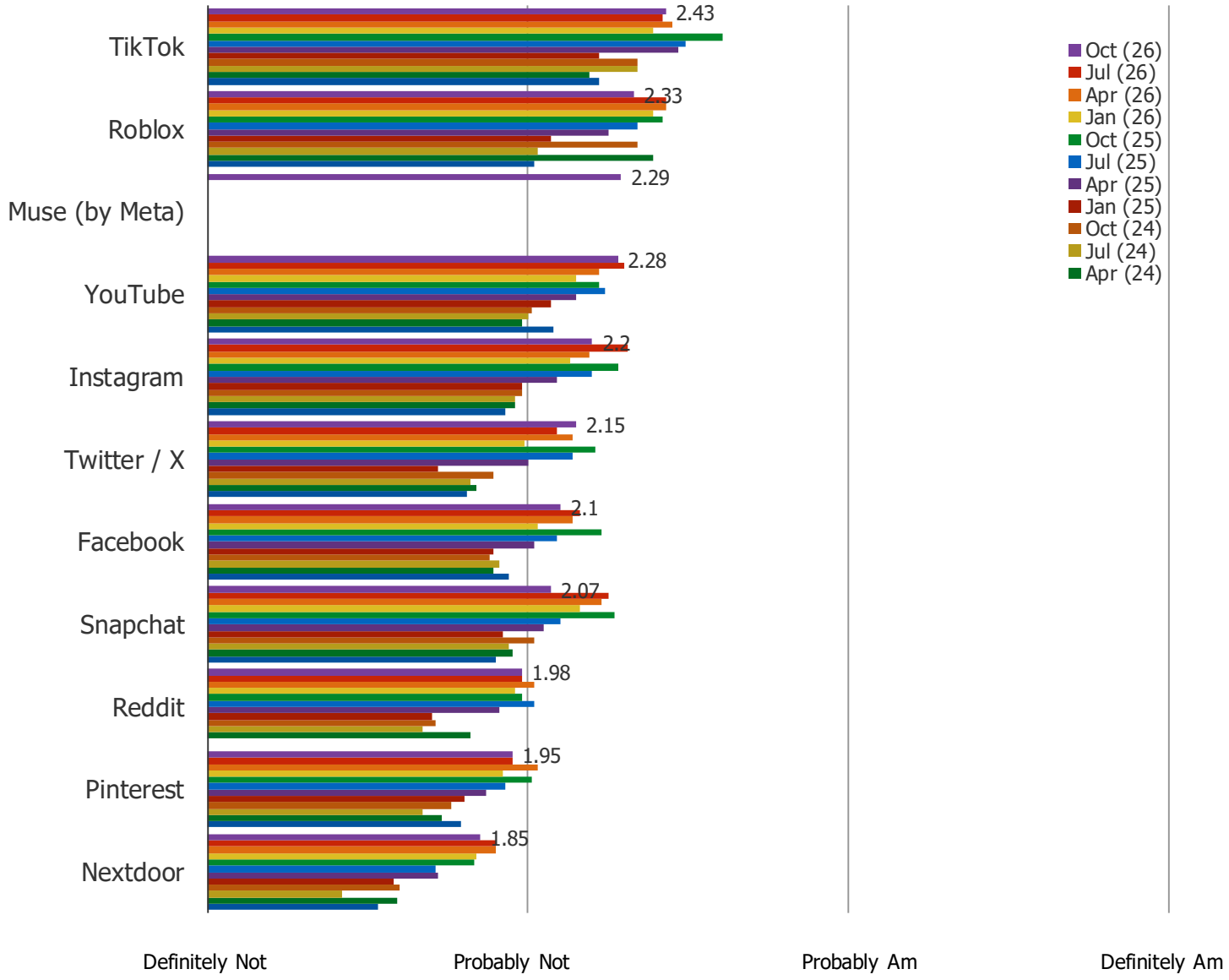
Posed to all respondents.



Tickers: RBLX, RDDT, META, SNAP, TikTok, GOOGL, PINS, Twitter/X

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

Posed to respondents who use each of the below.



Tickers: RBLX, RDDT, META, SNAP, TikTok, GOOGL, PINS, Twitter/X

WHAT DO YOU USE THE FOLLOWING APPS/SITES FOR?

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

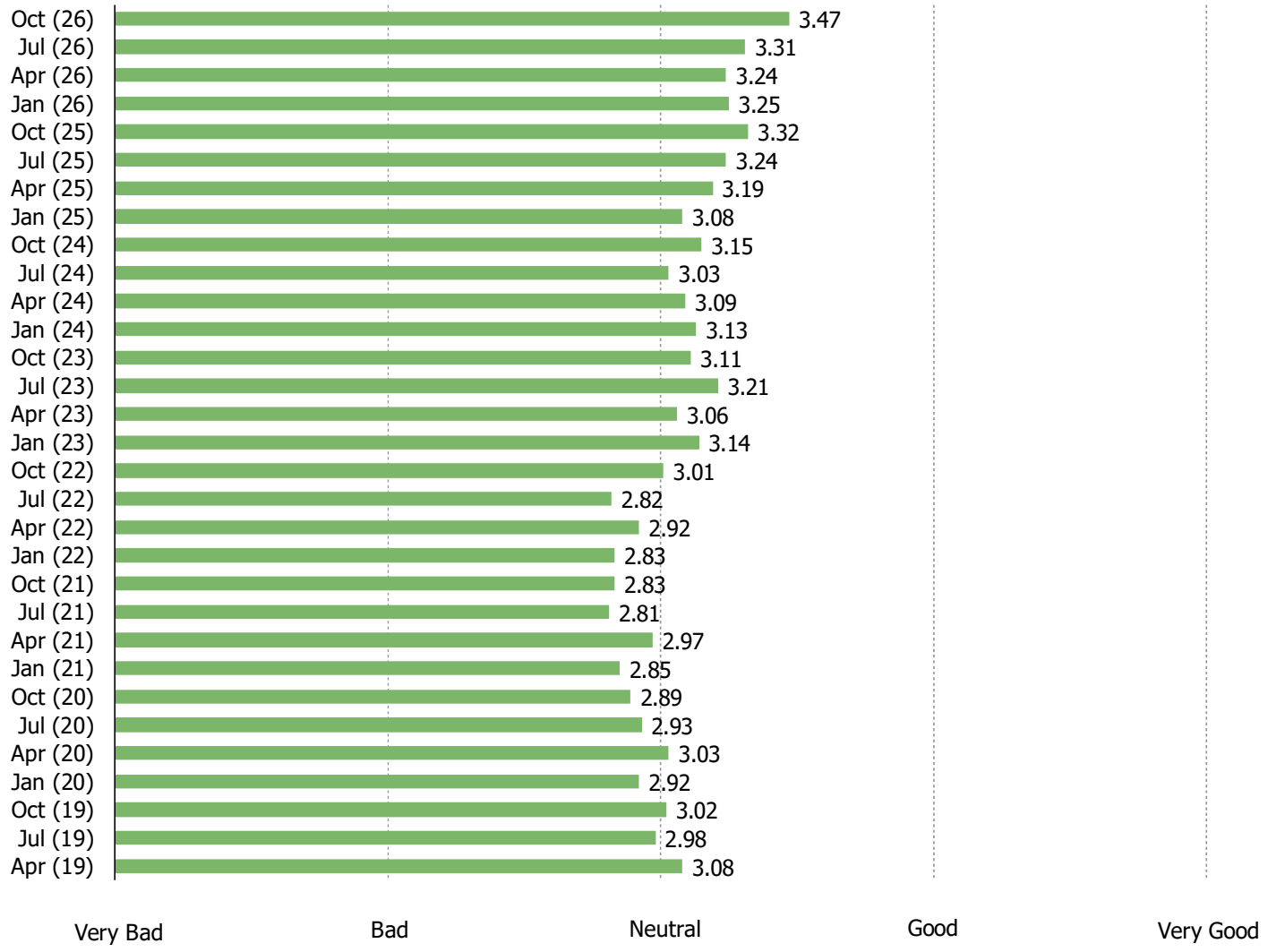
App	Social / Communication	Entertainment / Videos / Music	Learning . Research
Facebook	**60.65%**	10.37%	4.56%
Snapchat	**44.07%**	15.09%	1.97%
Instagram	28.66%	21.93%	6.88%
Twitter / X	10.27%	16.33%	**35.31%**
Pinterest	2.49%	6.14%	**54.32%**
Reddit	4.98%	13.86%	**38.01%**
TikTok	7.18%	**57.49%**	5.56%
YouTube	1.56%	**66.97%**	12.01%

SOCIAL MEDIA SECTOR AND COMPETITIVE DYNAMICS QUESTIONS

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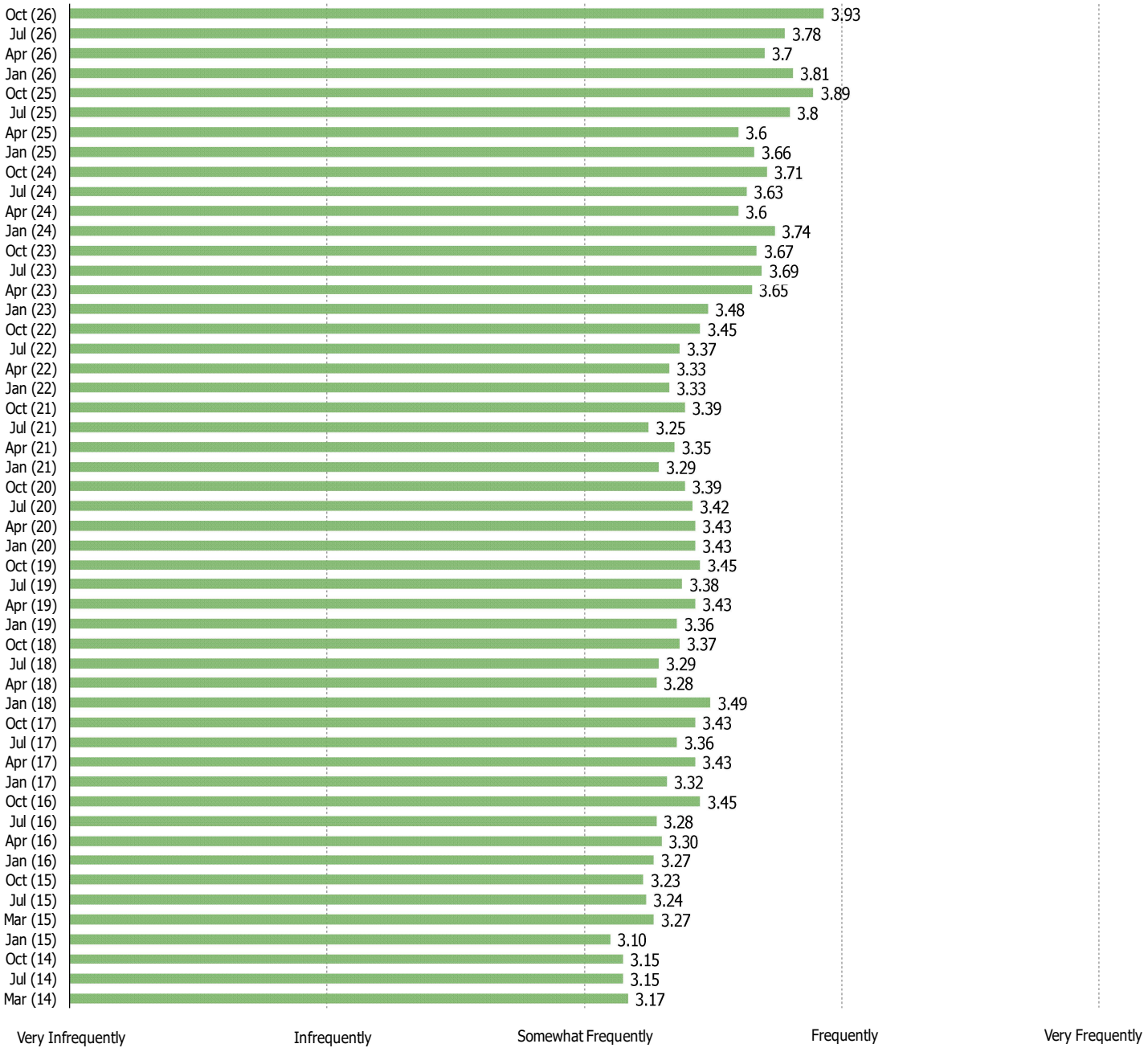
IN YOUR OPINION, IS SOCIAL MEDIA IN GENERAL A GOOD THING OR A BAD THING?

Posed to all respondents



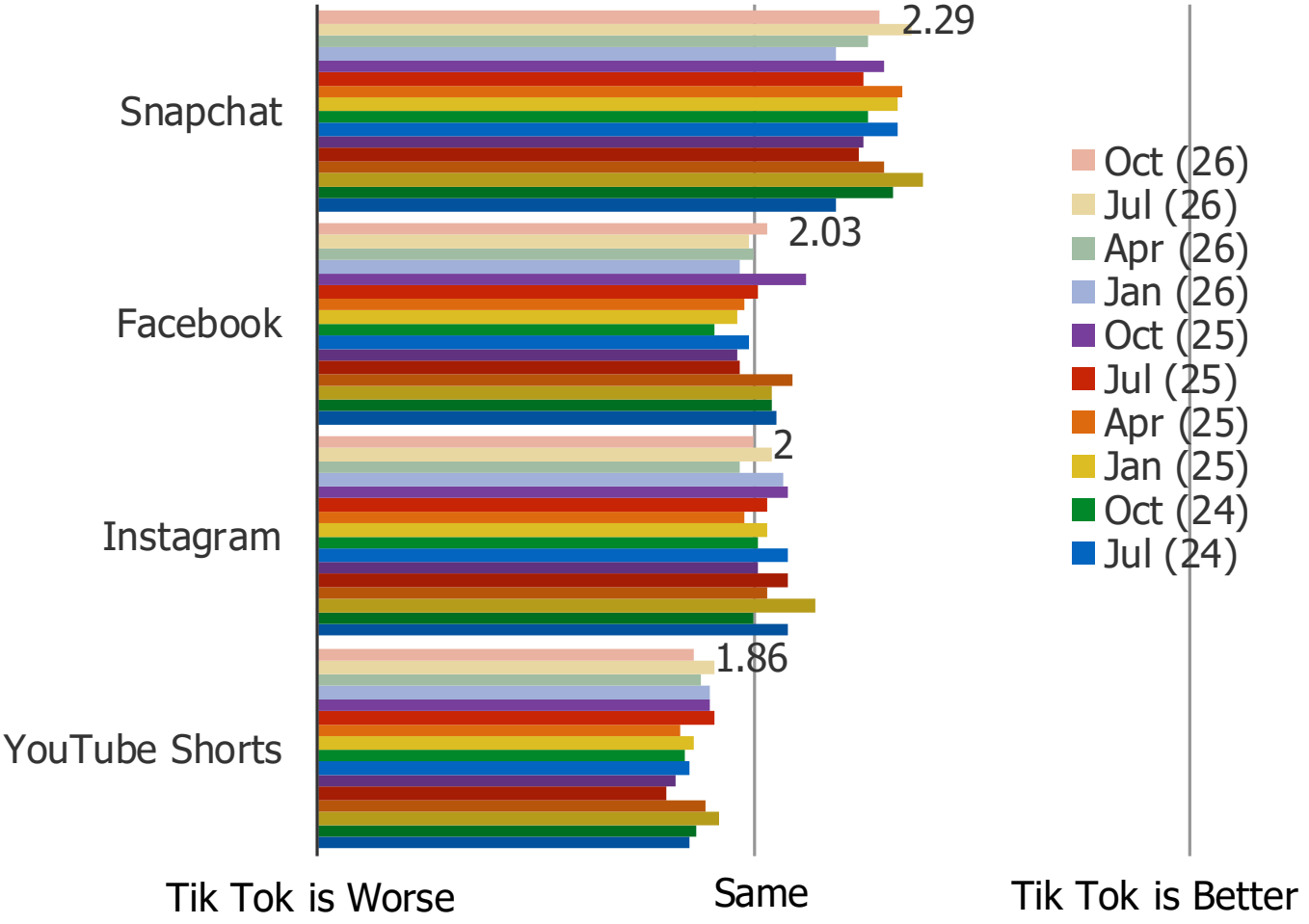
SOCIAL MEDIA USAGE FREQUENCY

Posed to all consumers.



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

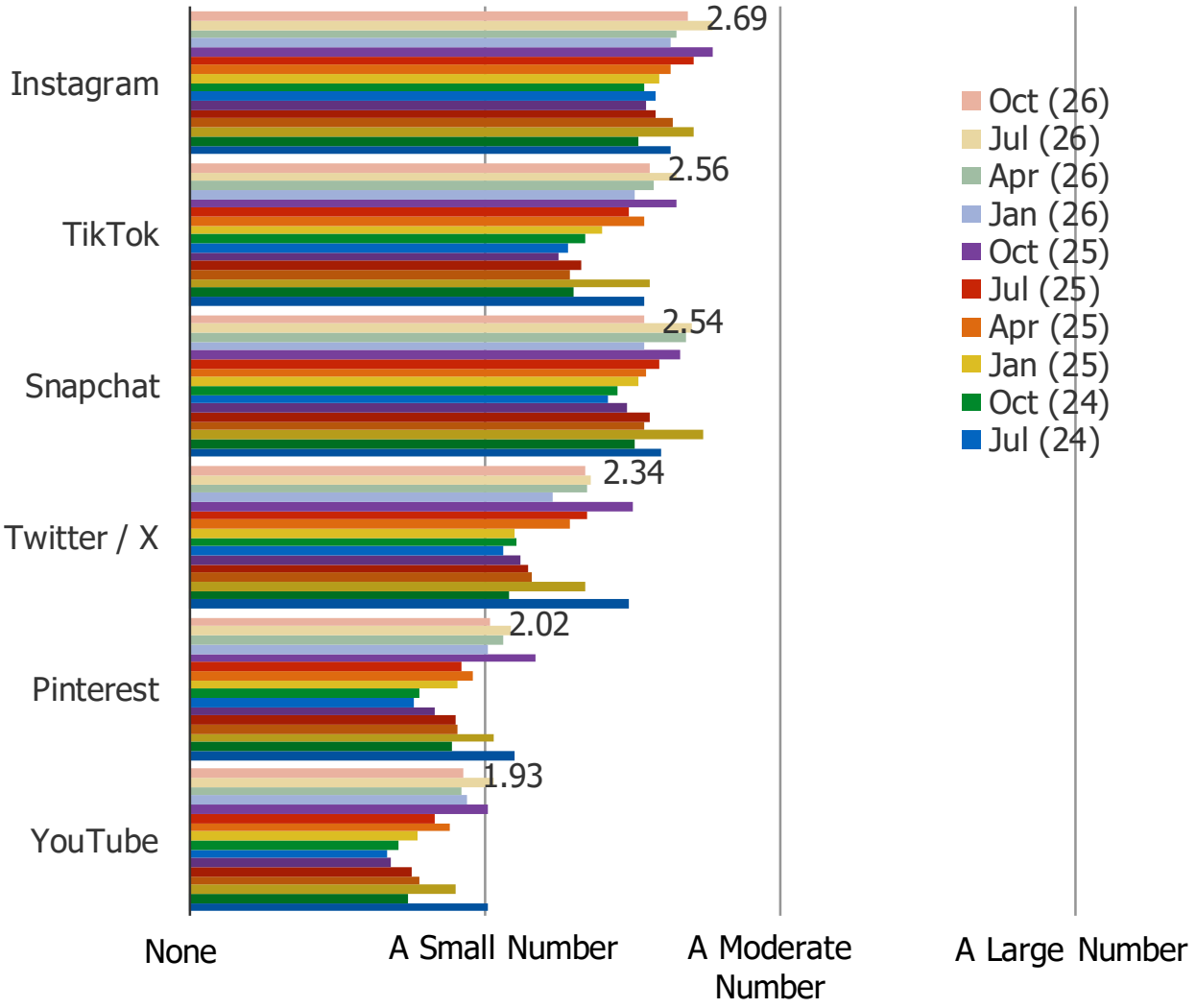
This question was posed respondents who watch multiple videos in a row on TikTok AND on each of the following platforms.



	N=
Snapchat	125
Instagram	340
YouTube Shorts	439
Facebook	446

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

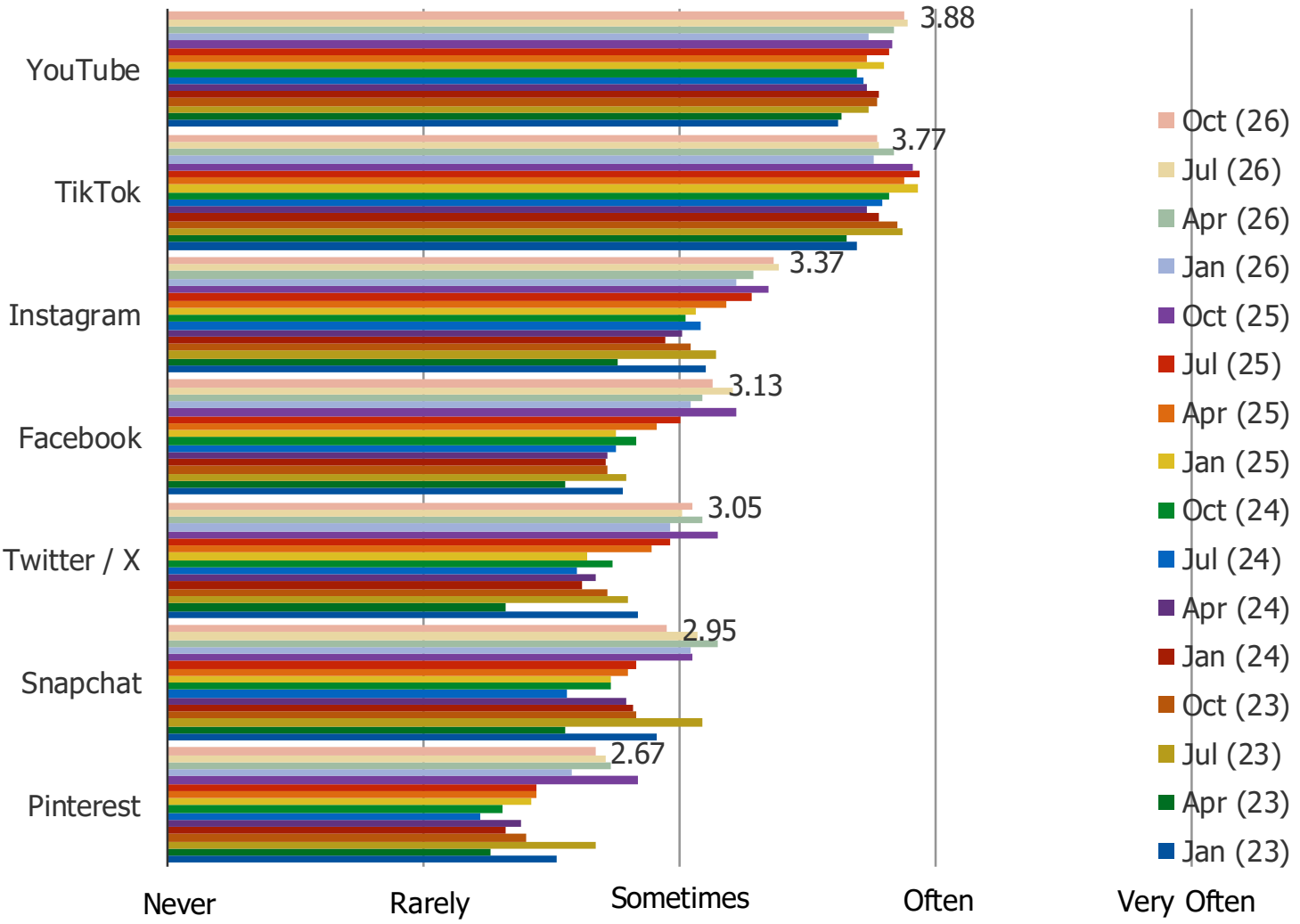
This question was posed to all respondents who use each of the below.



	N=
Facebook	764
Twitter / X	350
Snapchat	318
Instagram	552
Pinterest	364
TikTok	460
YouTube	835

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

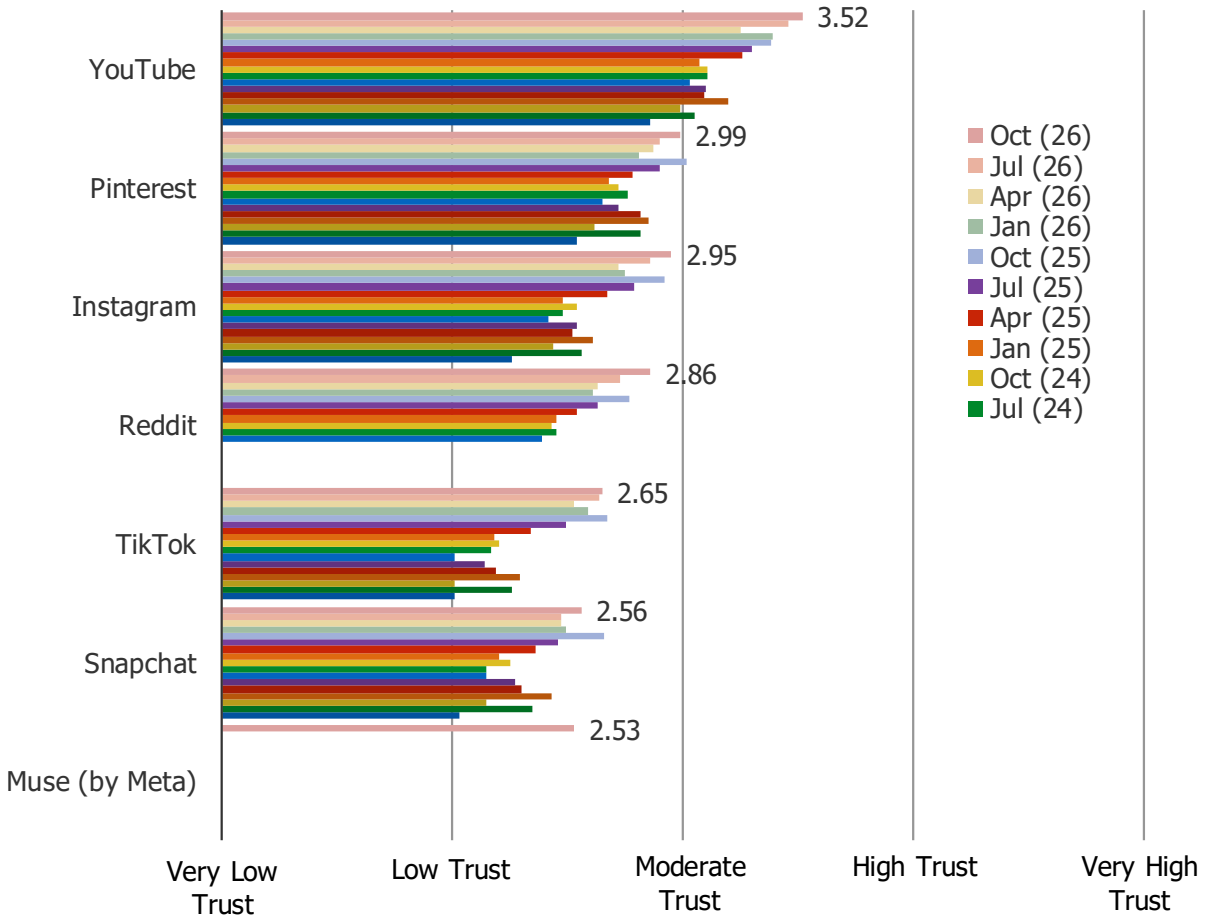
This question was posed to all respondents who use each of the below.



	N=
Facebook	764
Twitter / X	350
Snapchat	318
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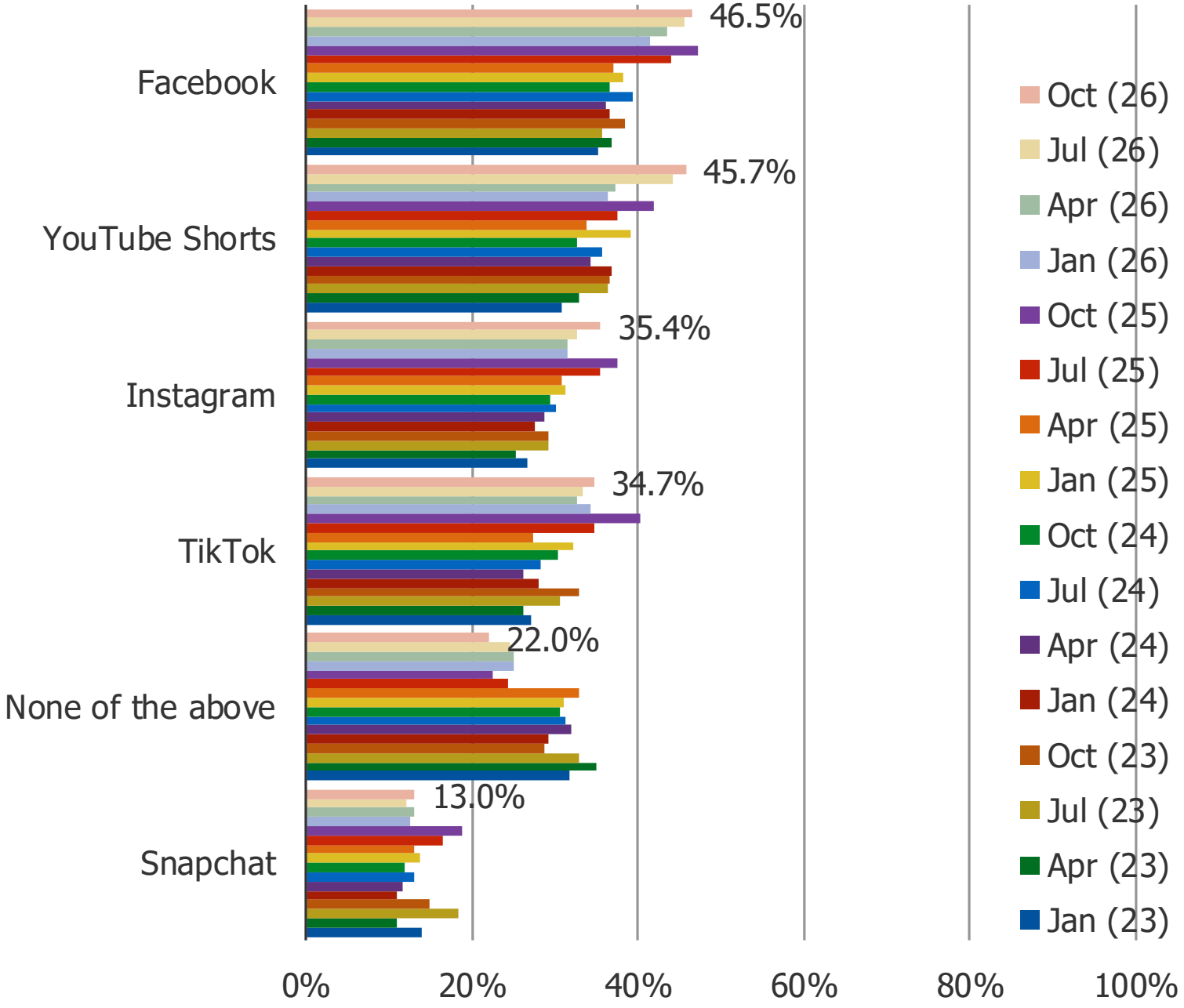
HOW MUCH TRUST DO YOU HAVE IN EACH OF THE FOLLOWING?

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.

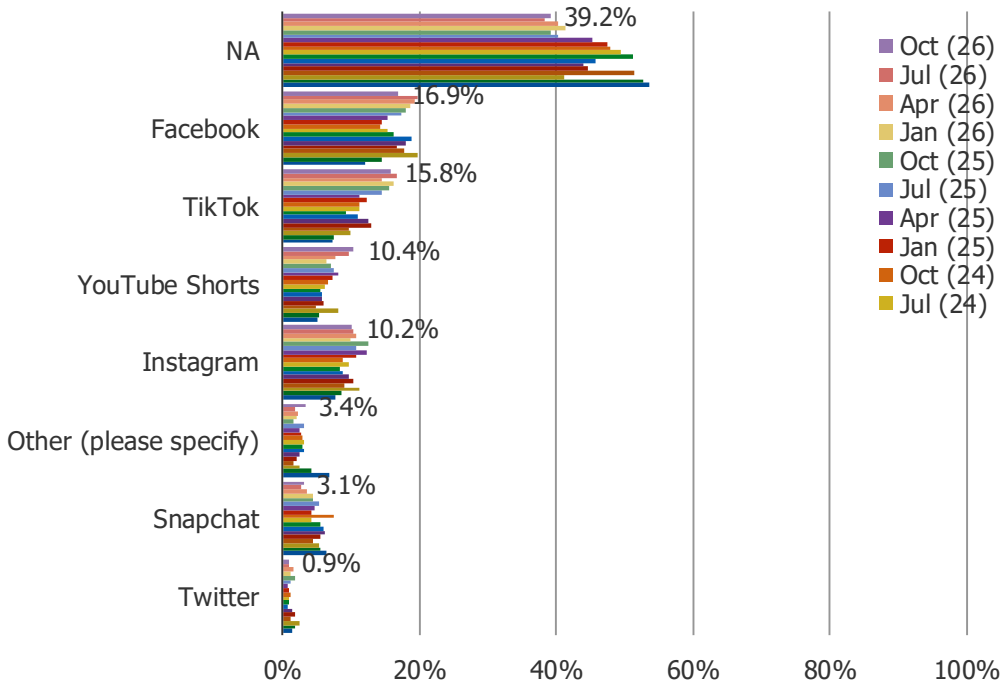


CREATING AND SHARING VIDEO ON SOCIAL MEDIA

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WHICH IS YOUR PREFERRED APP FOR CREATING VIDEOS?

This question was posed to all respondents.

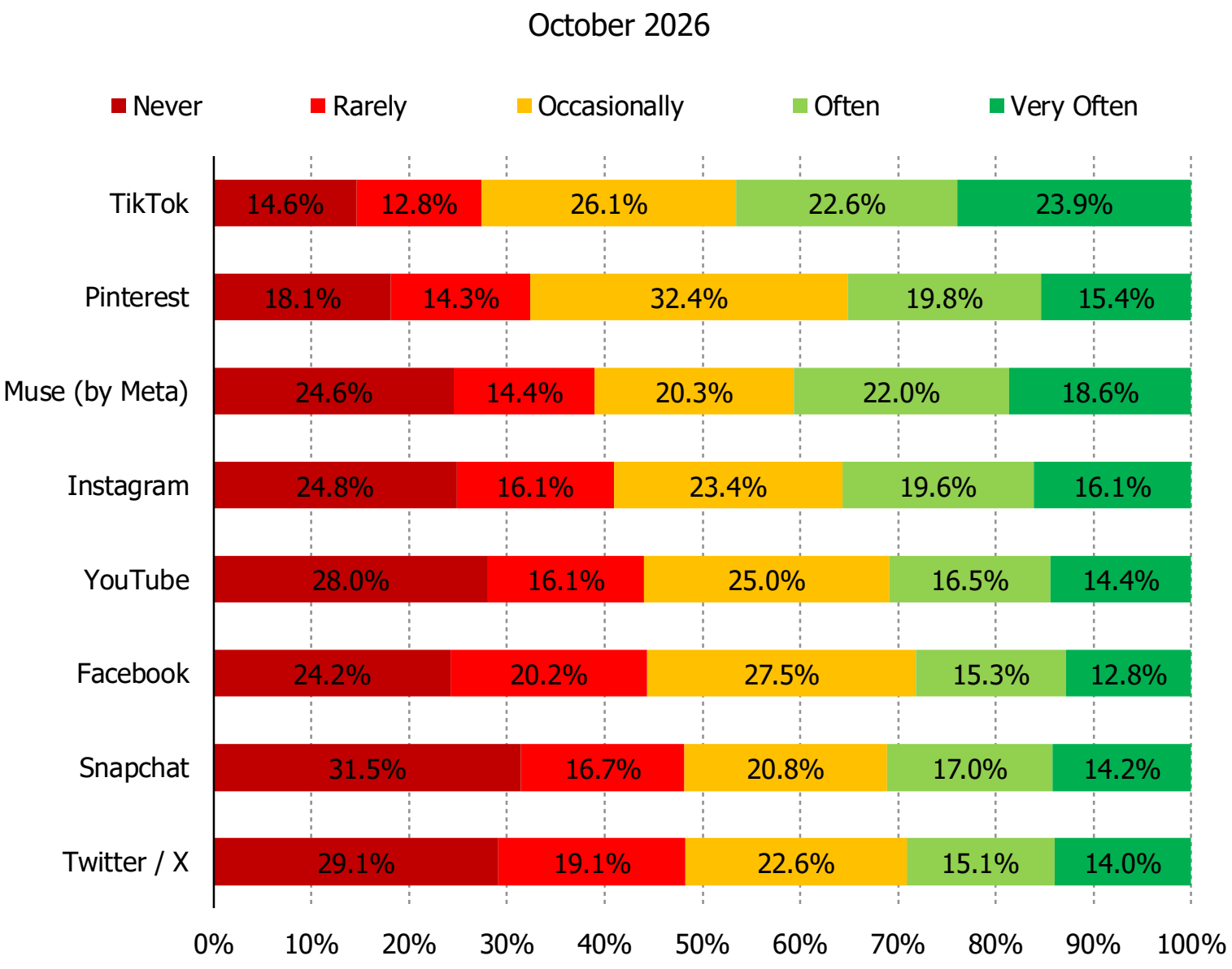


SOCIAL COMMERCE / AUGMENTED REALITY AND SHOPPING

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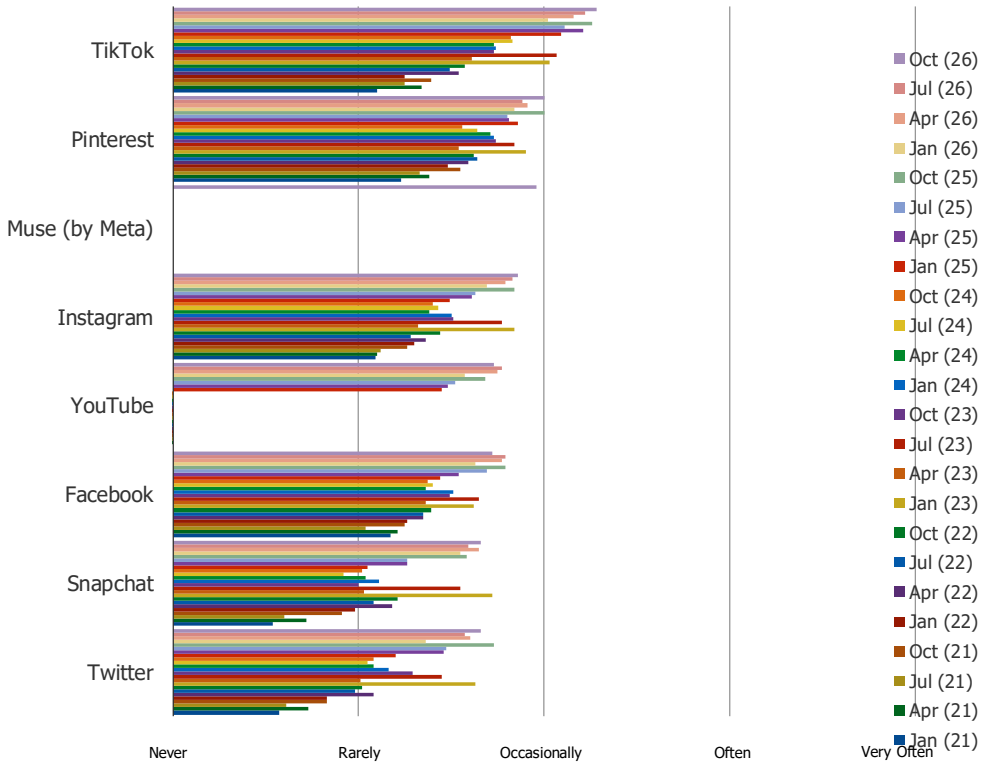
HOW OFTEN DO YOU DISCOVER PRODUCTS TO BUY ON THE FOLLOWING:

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



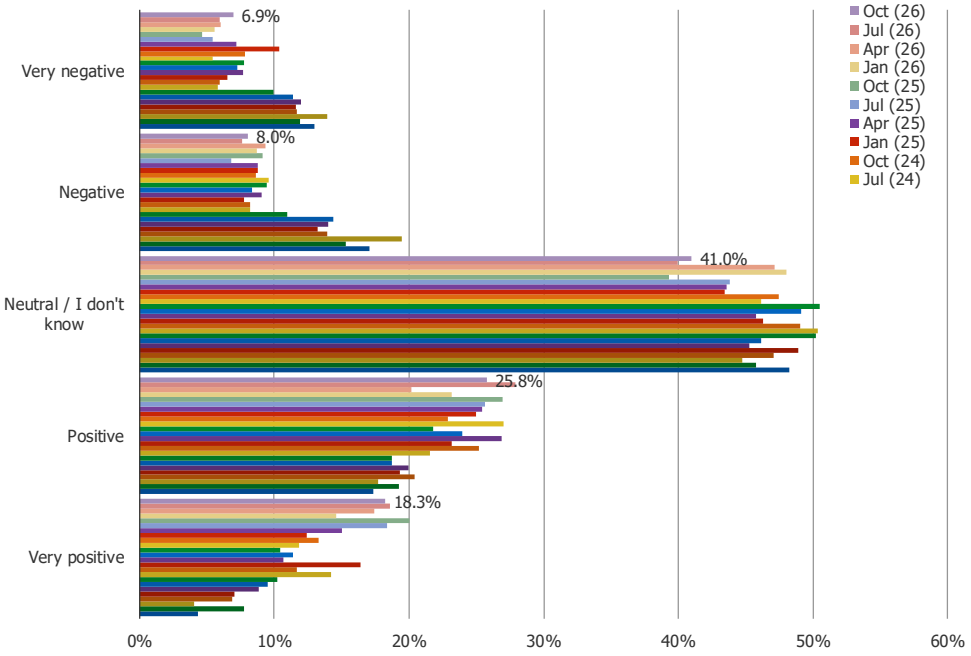
HOW OFTEN DO YOU DISCOVER PRODUCTS TO BUY ON THE FOLLOWING:

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



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.

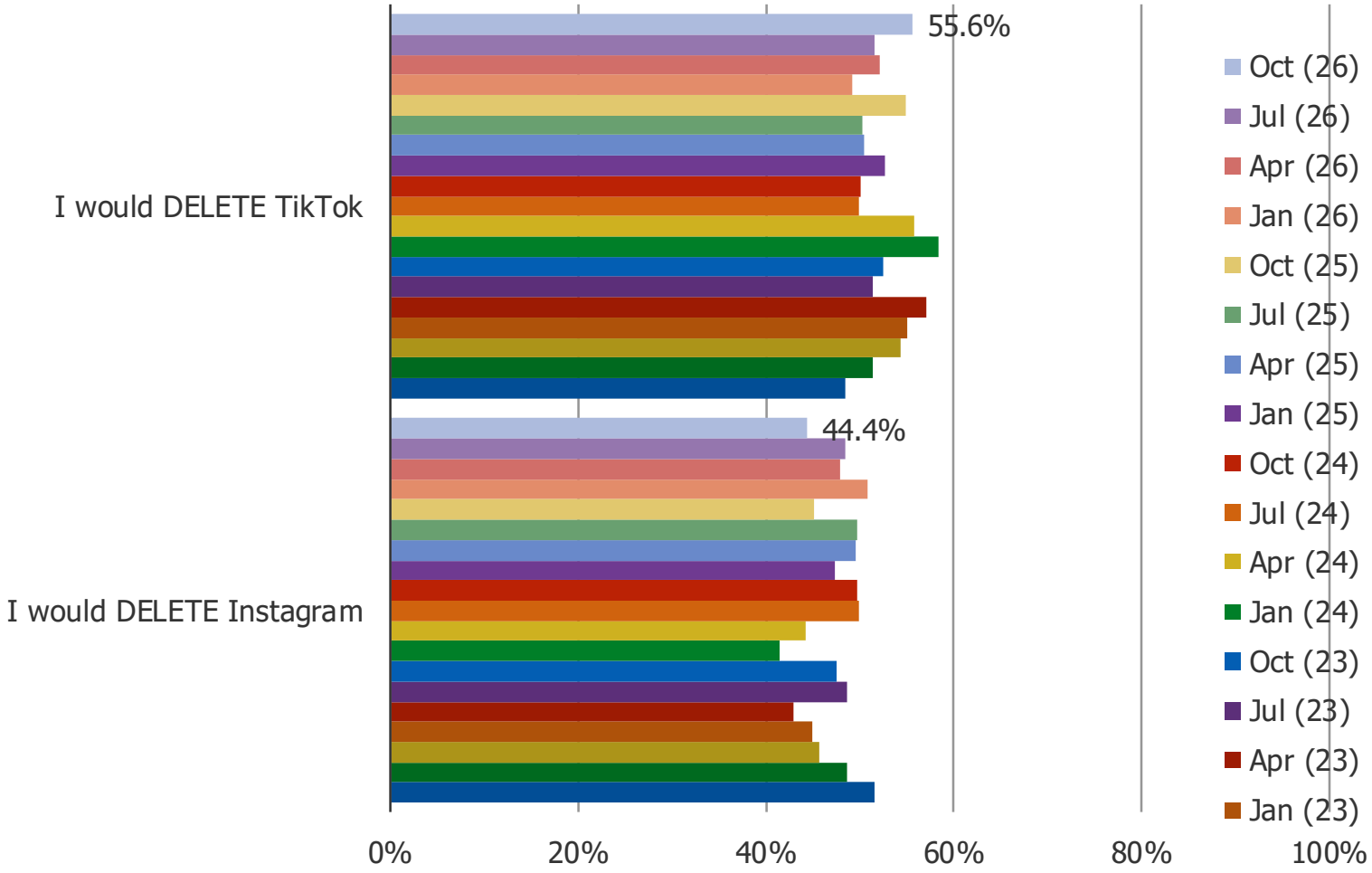


TIKTOK VS. INSTAGRAM/FACEBOOK

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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

Key Takeaways from the Data:

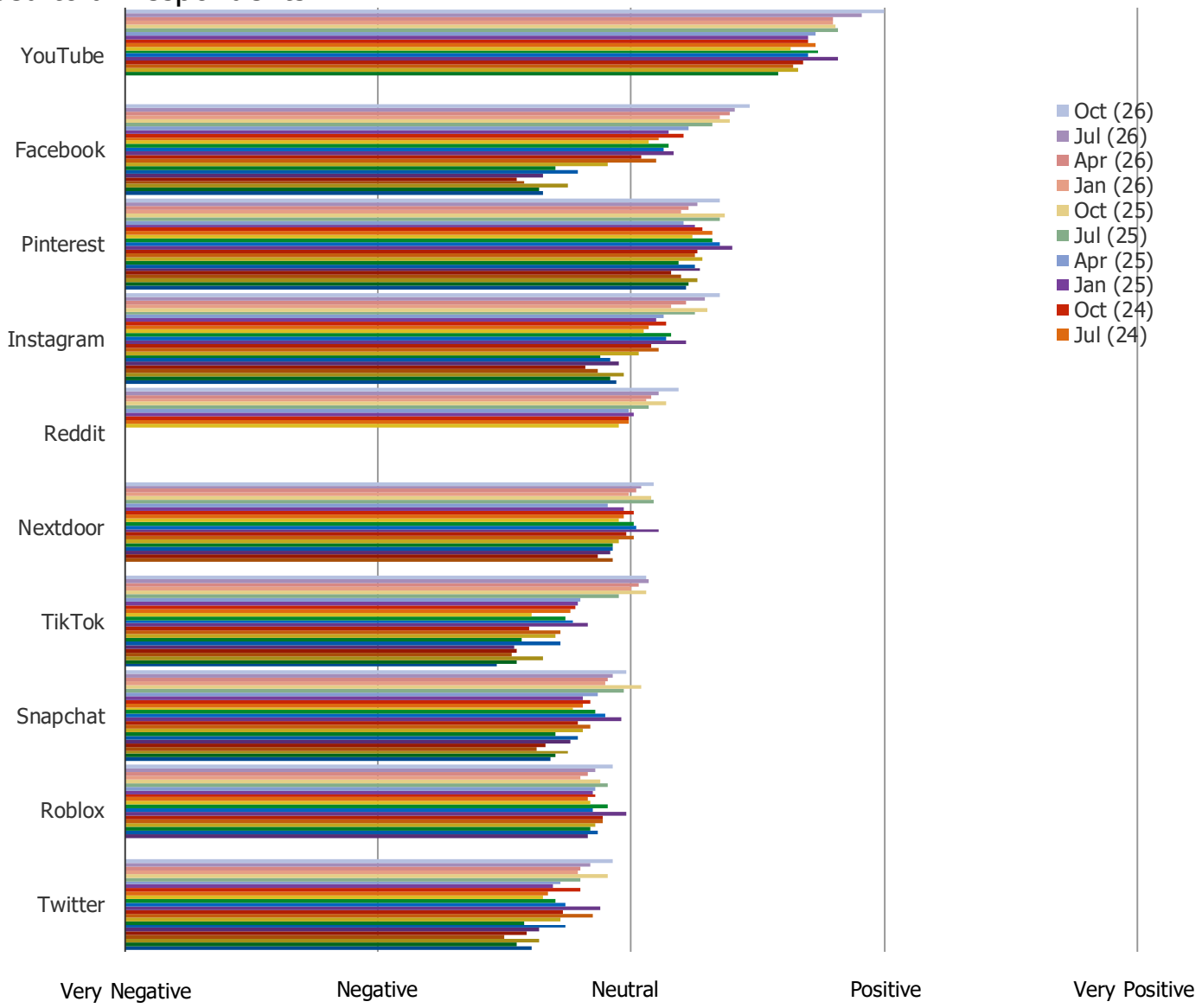
- **Habit Trumps Features:** Over a third of the panel (37.09%) made their decision simply based on which app they happen to open more frequently. Very few consumers are actively comparing the technical features, algorithms, or utility of the apps; they simply keep the one that is currently dominating their screen time.
- **Instagram Wins on Utility, TikTok Wins on Entertainment:** When consumers *do* cite specific reasons, TikTok is almost universally praised for its "Superior Entertainment" and raw content delivery. Conversely, Instagram is kept primarily because it offers "Feature Versatility" (the ability to post static photos *and* watch Reels) and deep "Social Connection" via DMs and saved life memories.
- **The Privacy Outrage is a Niche Issue:** Despite massive congressional hearings and media narratives surrounding TikTok's Chinese ownership and data privacy concerns, only 2.94% of the panel cited "Privacy, Security & Corporate Distrust" as their reason for deleting an app. The average consumer does not factor corporate ownership into their daily digital habits.
- **Mental Health Friction:** While not the primary driver, 4.23% of respondents actively deleted an app due to its toxicity, addictiveness, or negative impact on their mental health. Consumers are increasingly self-aware of the "brain rot" associated with endless short-form video scrolling and will voluntarily cut access to protect their time.

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

Reason for Deletion	Deleted Instagram (Kept TikTok)	Deleted TikTok (Kept Instagram)
Usage Frequency & General Preference	**41.39%**	**33.21%**
Other / Unclassified	31.04%	34.18%
Superior Entertainment & Content Quality	**14.23%**	6.51%
Social Connection (Friends, Family, Memories)	1.56%	**7.88%**
Invalid / Unsure / Noise	4.73%	5.03%
Toxicity, Boring/Annoying Content & Mental Health	3.66%	4.74%
Privacy, Security & Corporate Distrust	1.12%	**4.58%**
Feature Superiority / Versatility	1.25%	2.41%
Business & Monetization	1.03%	1.45%

WHAT IS YOUR OPINION OF THE FOLLOWING APPS/SITES?

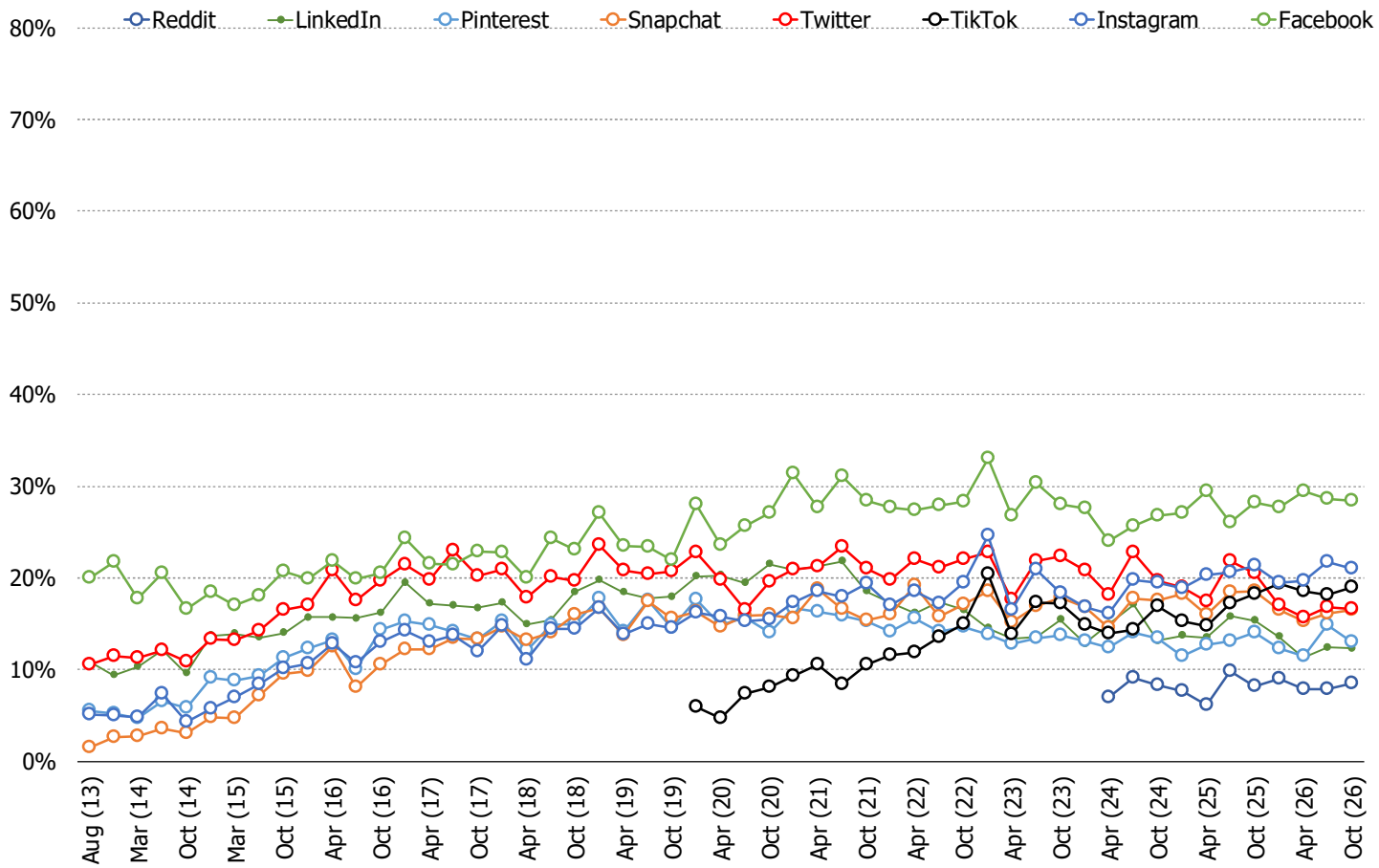
Posed to all respondents.



Tickers: RBLX, RDDT, META, SNAP, TikTok, GOOGL, PINS, Twitter/X

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

Posed to all respondents.



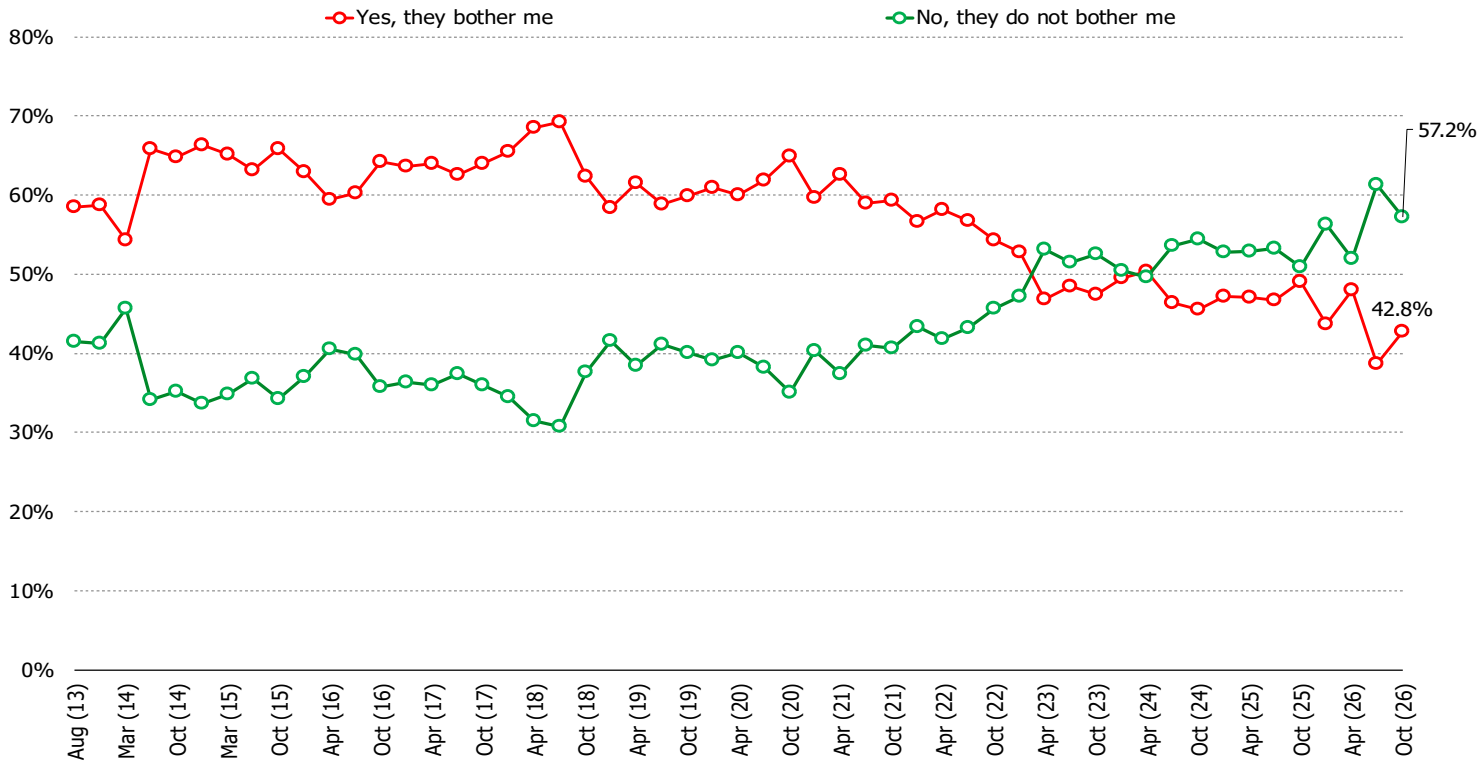
Tickers: RBLX, RDDT, META, SNAP, TikTok, GOOGL, PINS, Twitter/X

FB DEEP DIVE

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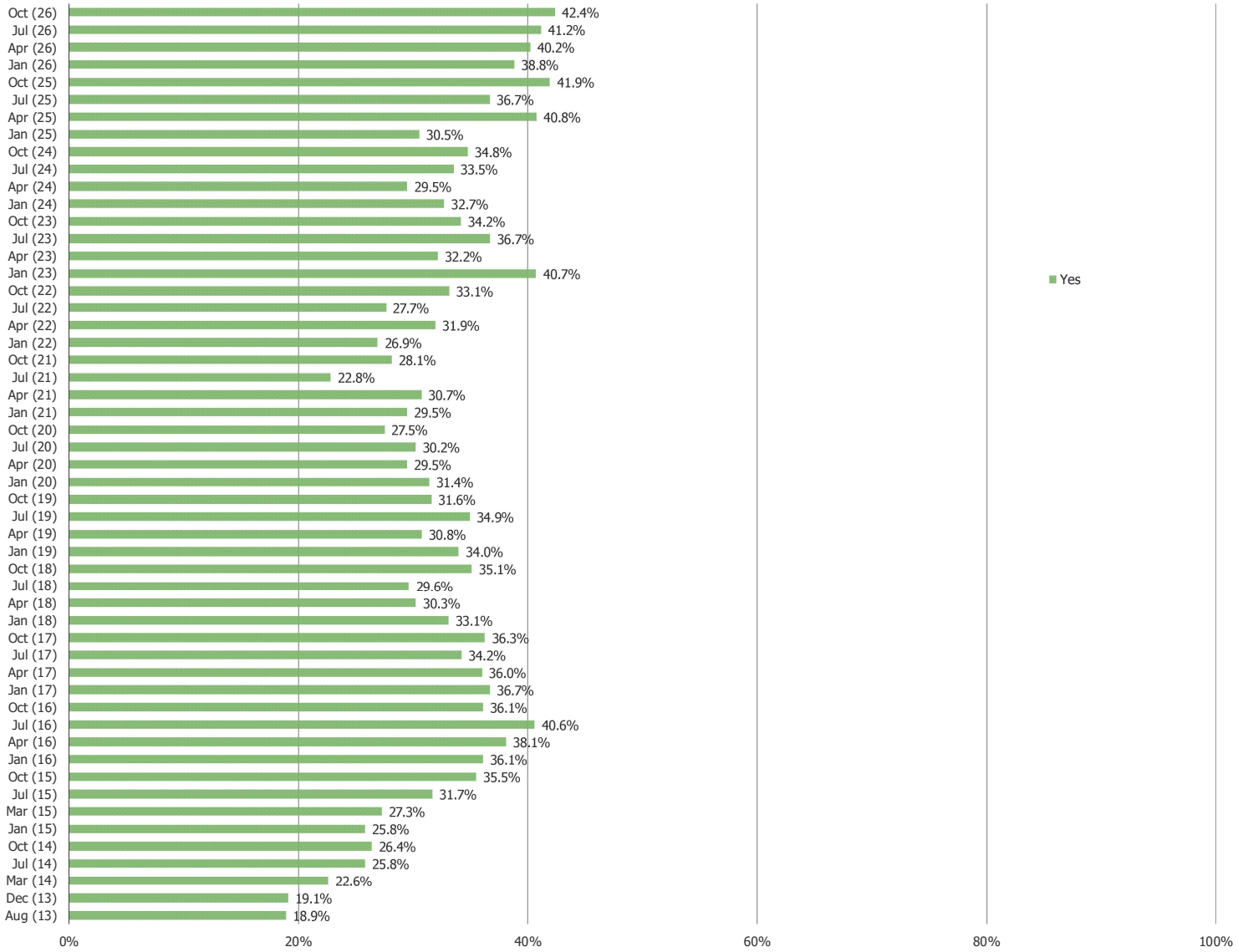
FACEBOOK ACCOUNT HOLDERS – DO ADS IN YOUR NEWSFEED BOTHER YOU?

Posed to Facebook account holders.



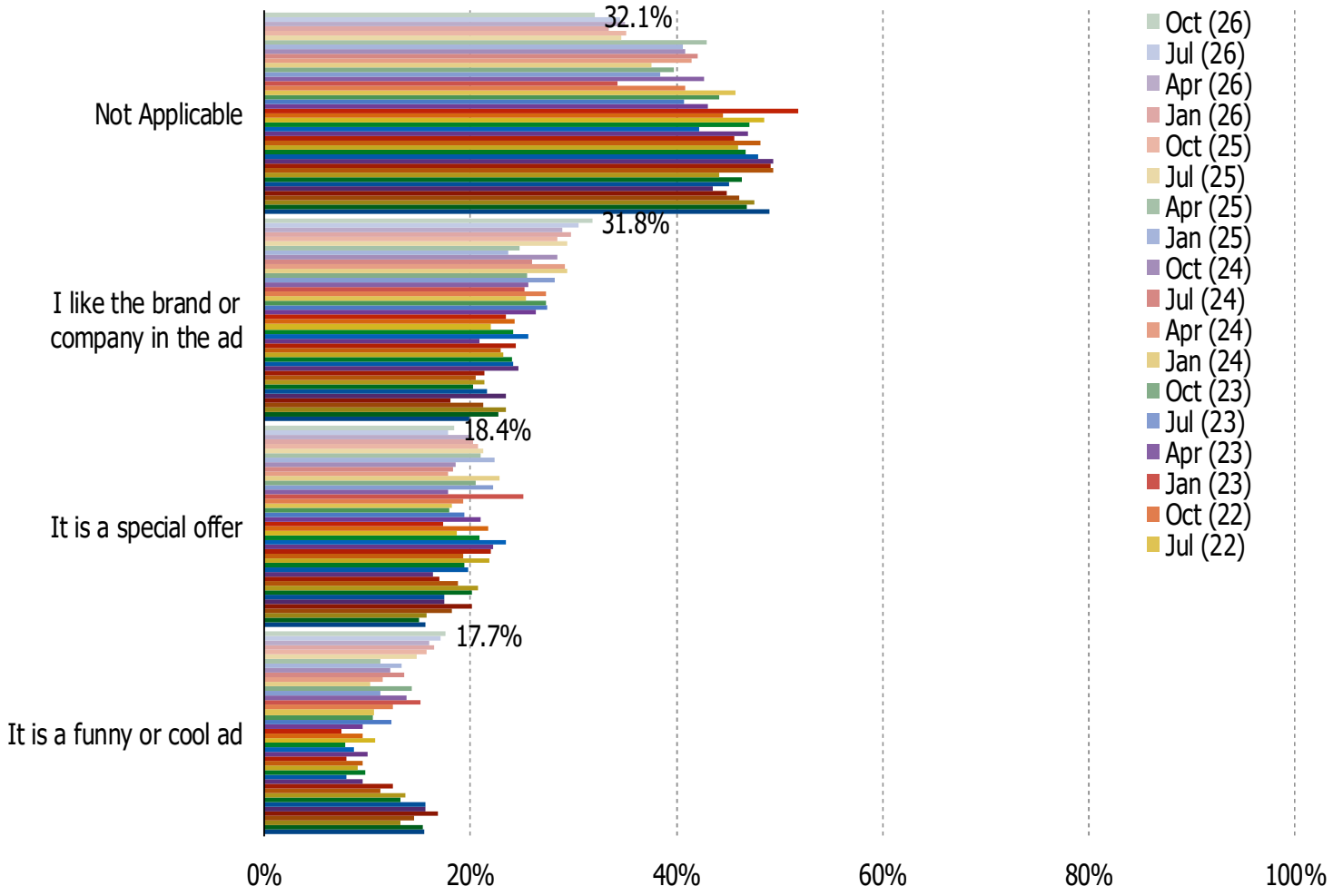
FACEBOOK ACCOUNT HOLDERS – HAVE YOU NOTICED IMPROVEMENT IN THE QUALITY AND RELEVANCE OF THE ADS THAT APPEAR IN YOUR FACEBOOK NEWS FEED?

Posed to Facebook account holders.



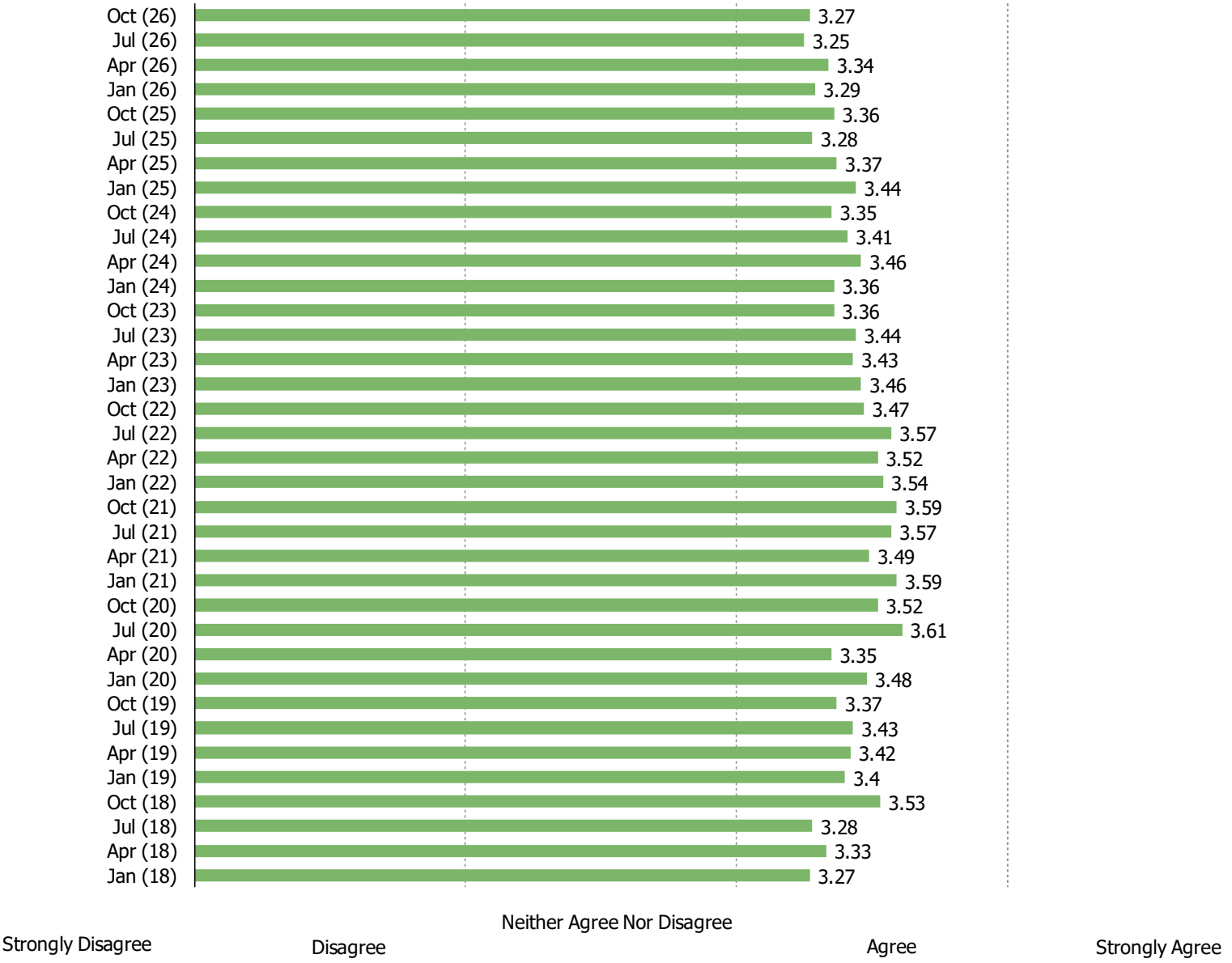
WHEN YOU CLICK ON AN ADVERTISEMENT WHILE ON FACEBOOK, WHAT IS USUALLY THE REASON FOR WHY YOU CLICKED ON THE ADVERTISEMENT?

Posed to Facebook account holders.



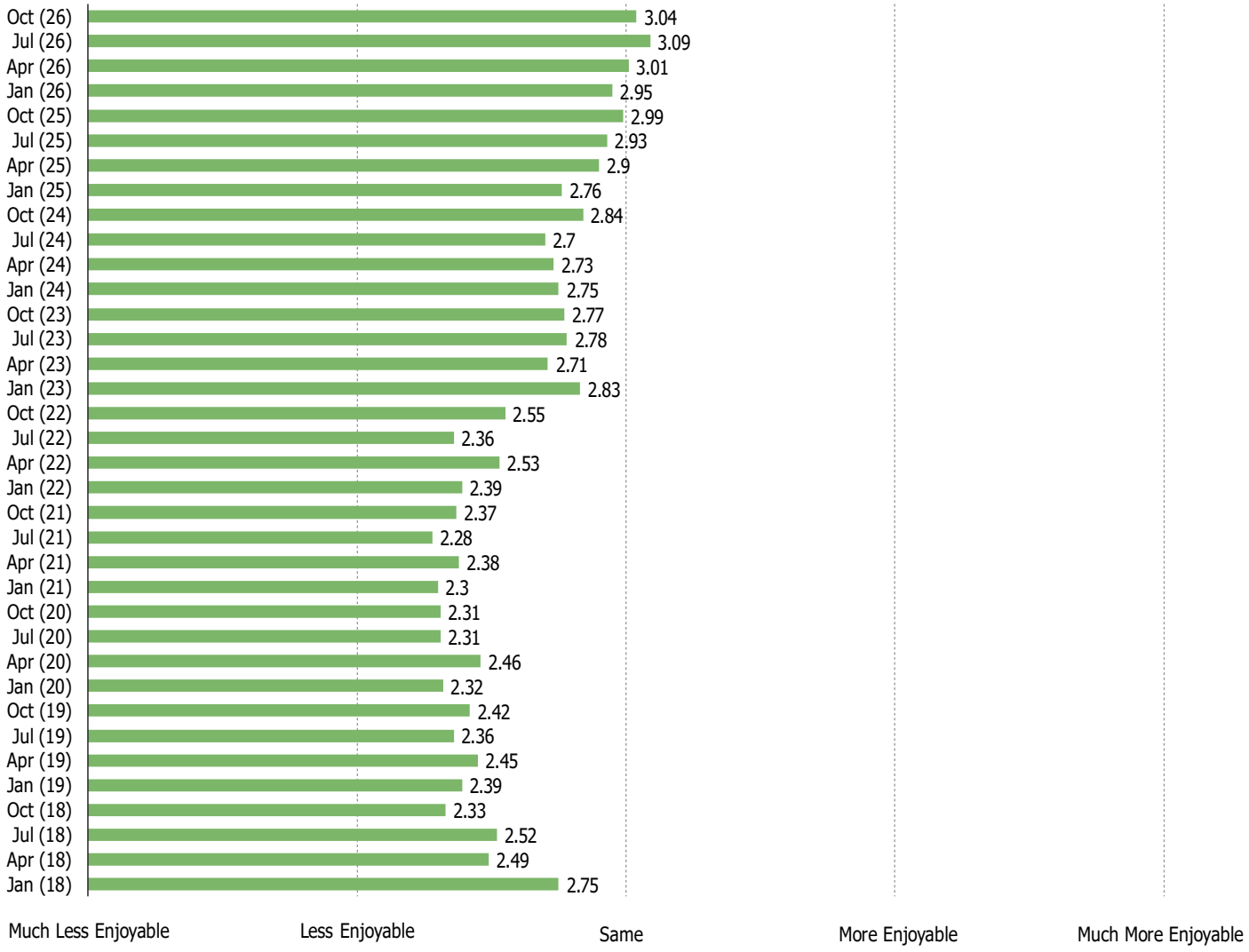
HOW MUCH DO YOU AGREE WITH THE FOLLOWING: "FACEBOOK HAS BECOME LESS SOCIAL OVER TIME."

Posed to Facebook users.



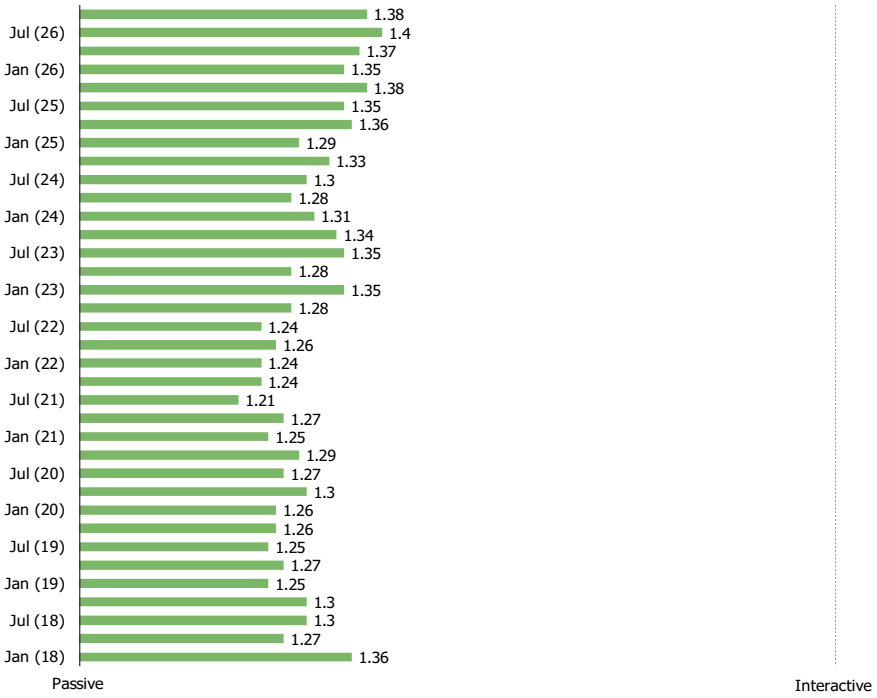
FACEBOOK USERS – IN GENERAL, WOULD YOU SAY FACEBOOK HAS GOTTEN MORE OR LESS ENJOYABLE OVER-TIME?

Posed to Facebook users.



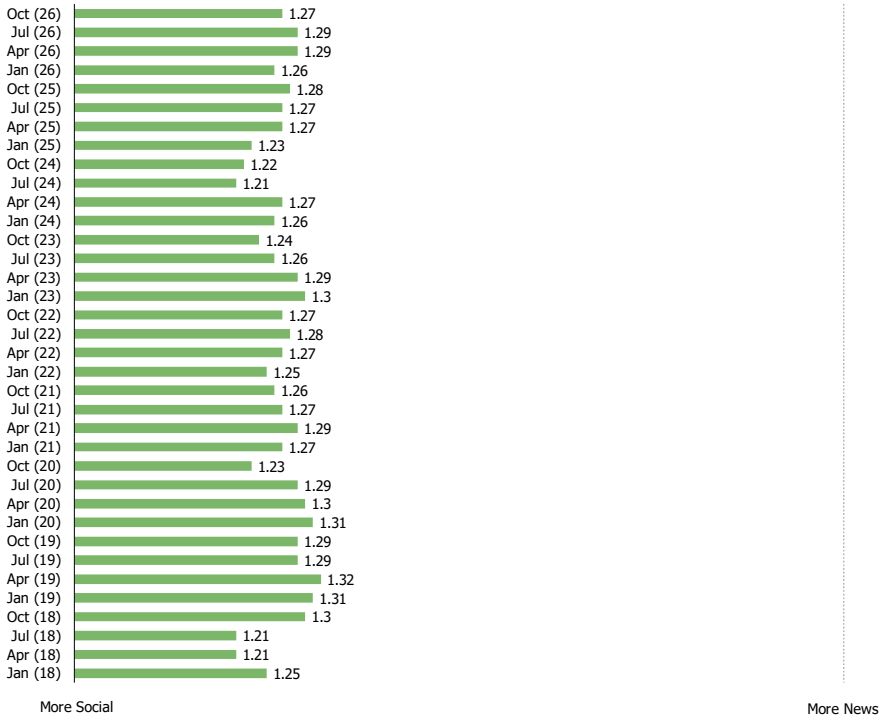
WOULD YOU DESCRIBE YOUR USAGE OF FACEBOOK AS BEING MORE INTERACTIVE OR PASSIVE?

Posed to Facebook users.



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

Posed to Facebook users.

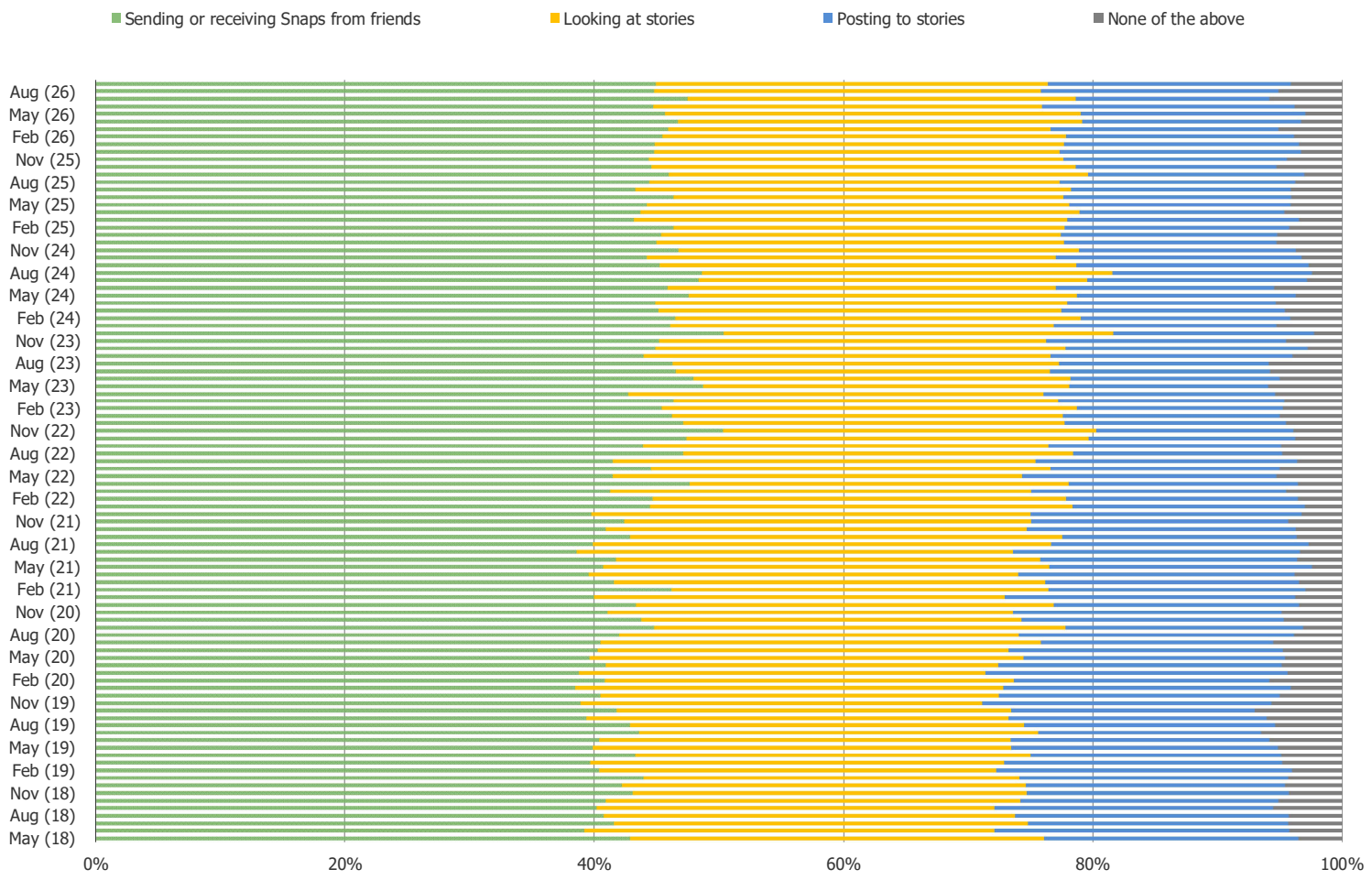


SNAPCHAT USER FEEDBACK

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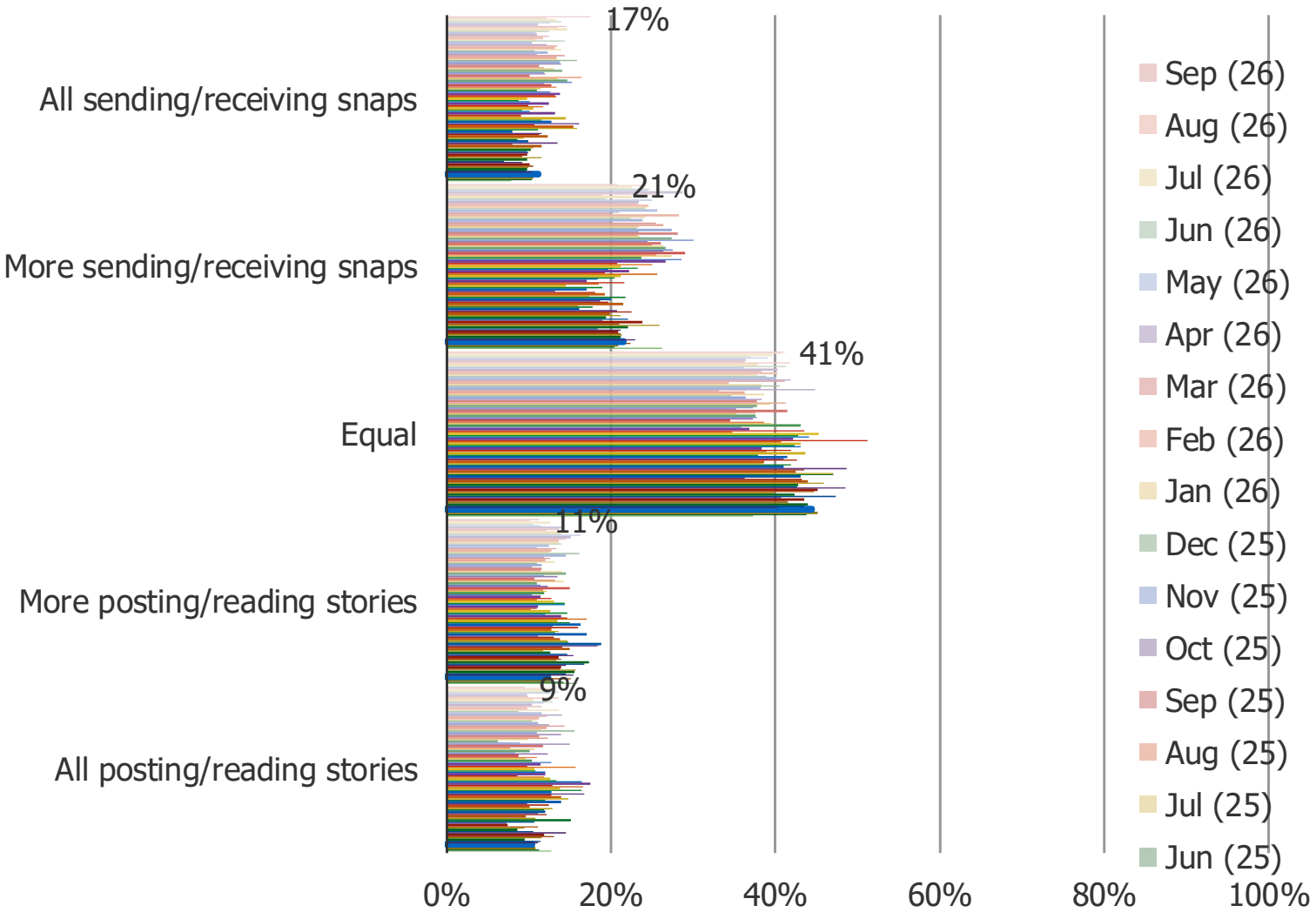
I USE SNAPCHAT FOR

Posed to Snapchat users.



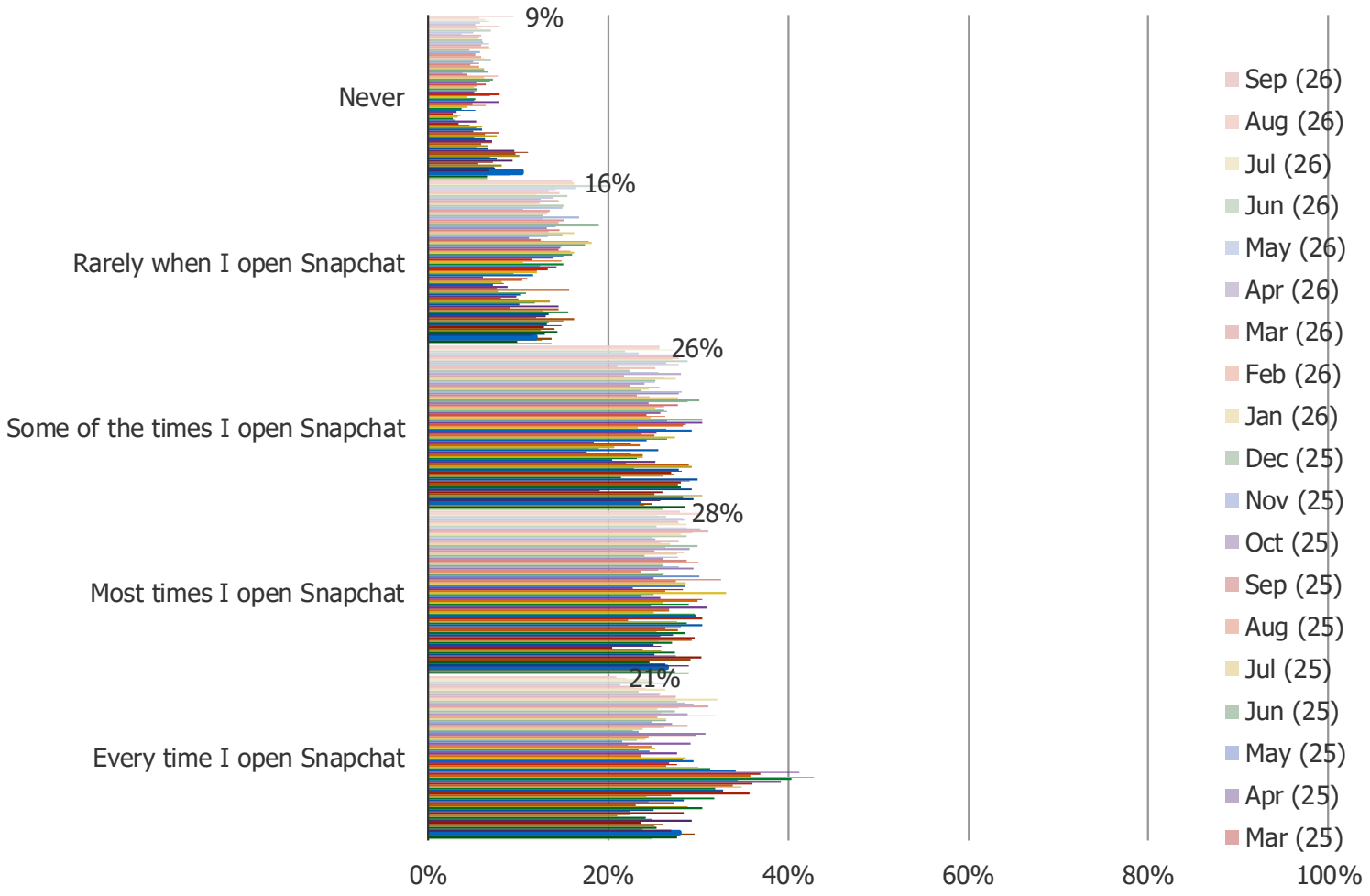
PLEASE ESTIMATE HOW YOU SPEND YOUR TIME ON SNAPCHAT.

Posed to Snapchat users.



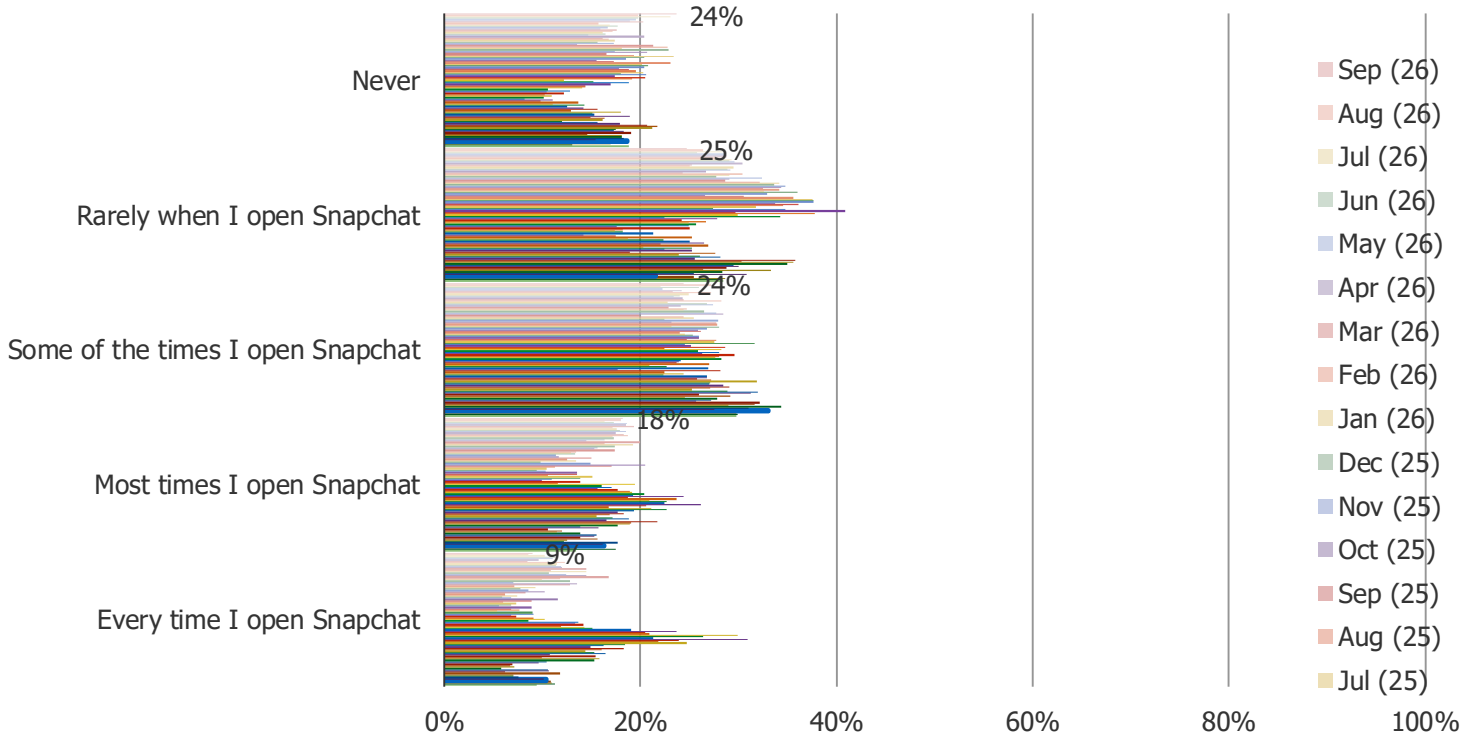
I VIEW SNAPCHAT STORIES:

Posed to Snapchat users.



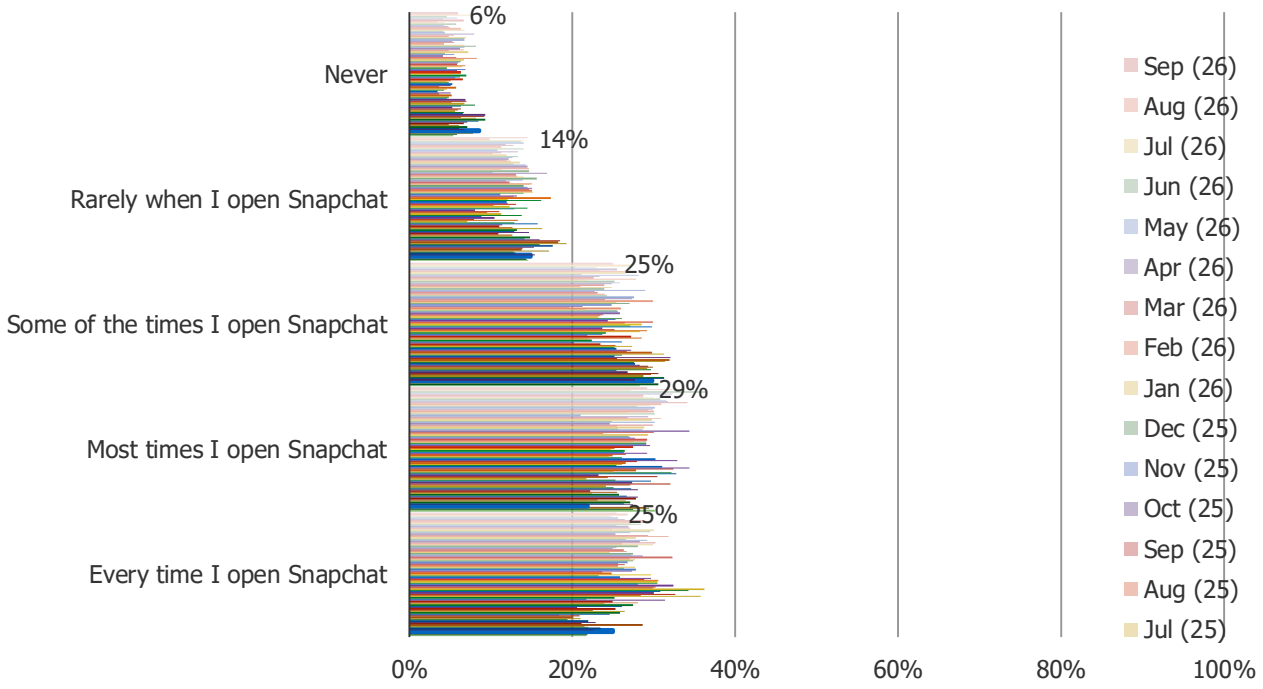
I POST TO SNAPCHAT STORIES:

Posed to Snapchat users.



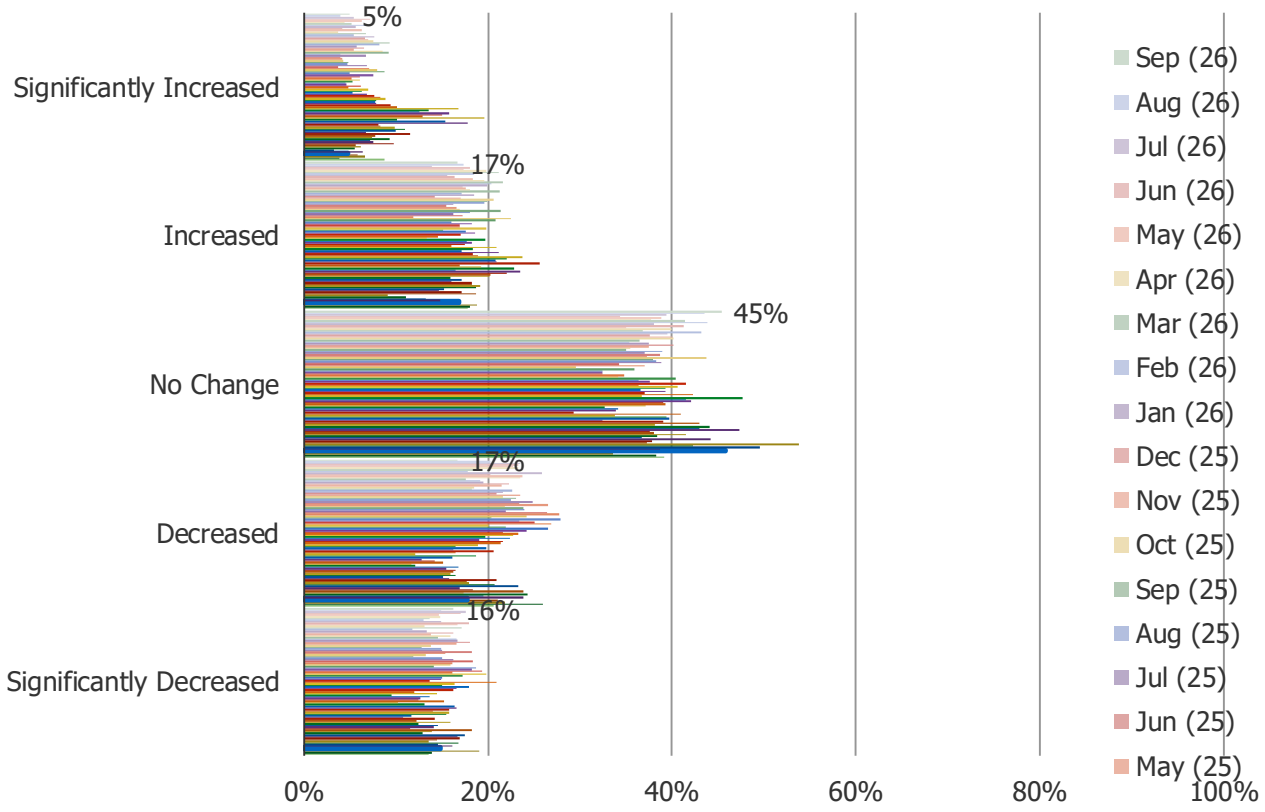
I SEND/RECEIVE SNAPS:

Posed to Snapchat users.



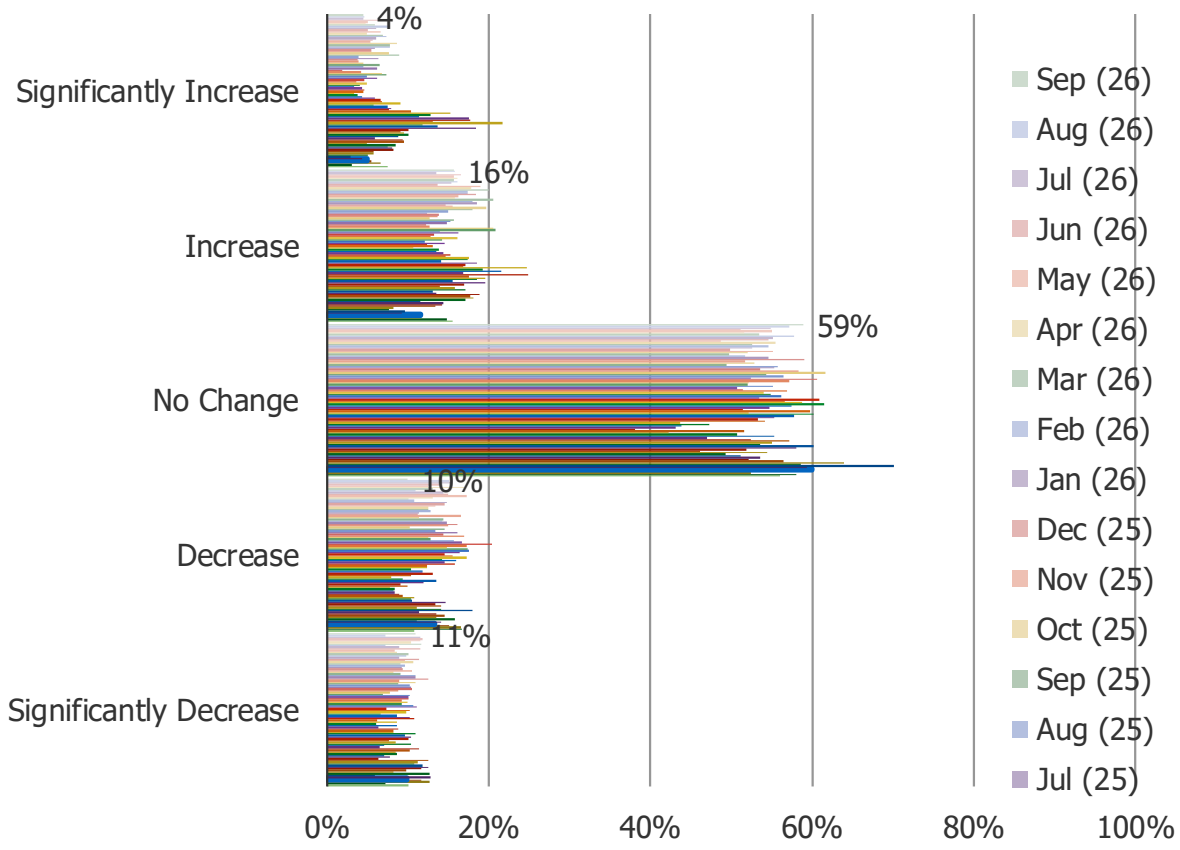
HAS THE AVERAGE TIME YOU CURRENTLY SPEND ON SNAPCHAT PER DAY INCREASED OR DECREASED COMPARED TO 6-12 MONTHS AGO?

Posed to Snapchat users.



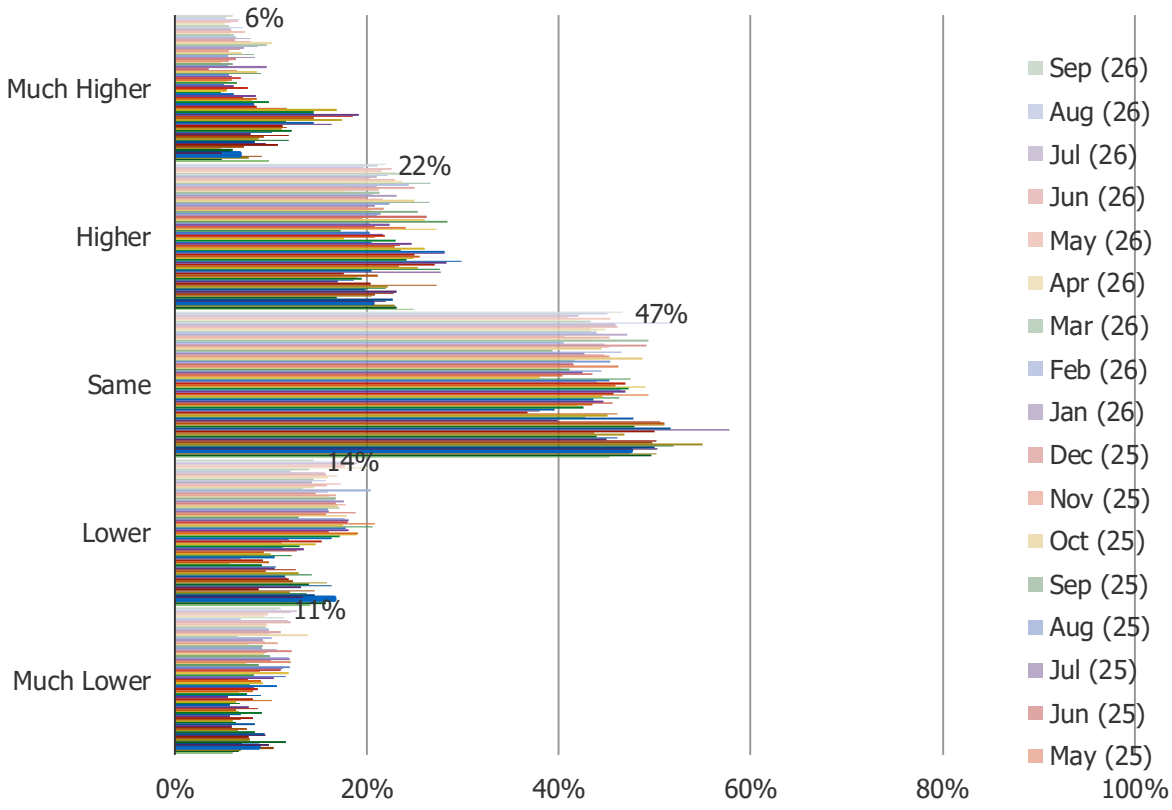
DO YOU EXPECT THE AVERAGE TIME YOU SPEND PER DAY ON SNAPCHAT PER DAY TO INCREASE OR DECREASE GOING FORWARD?

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.

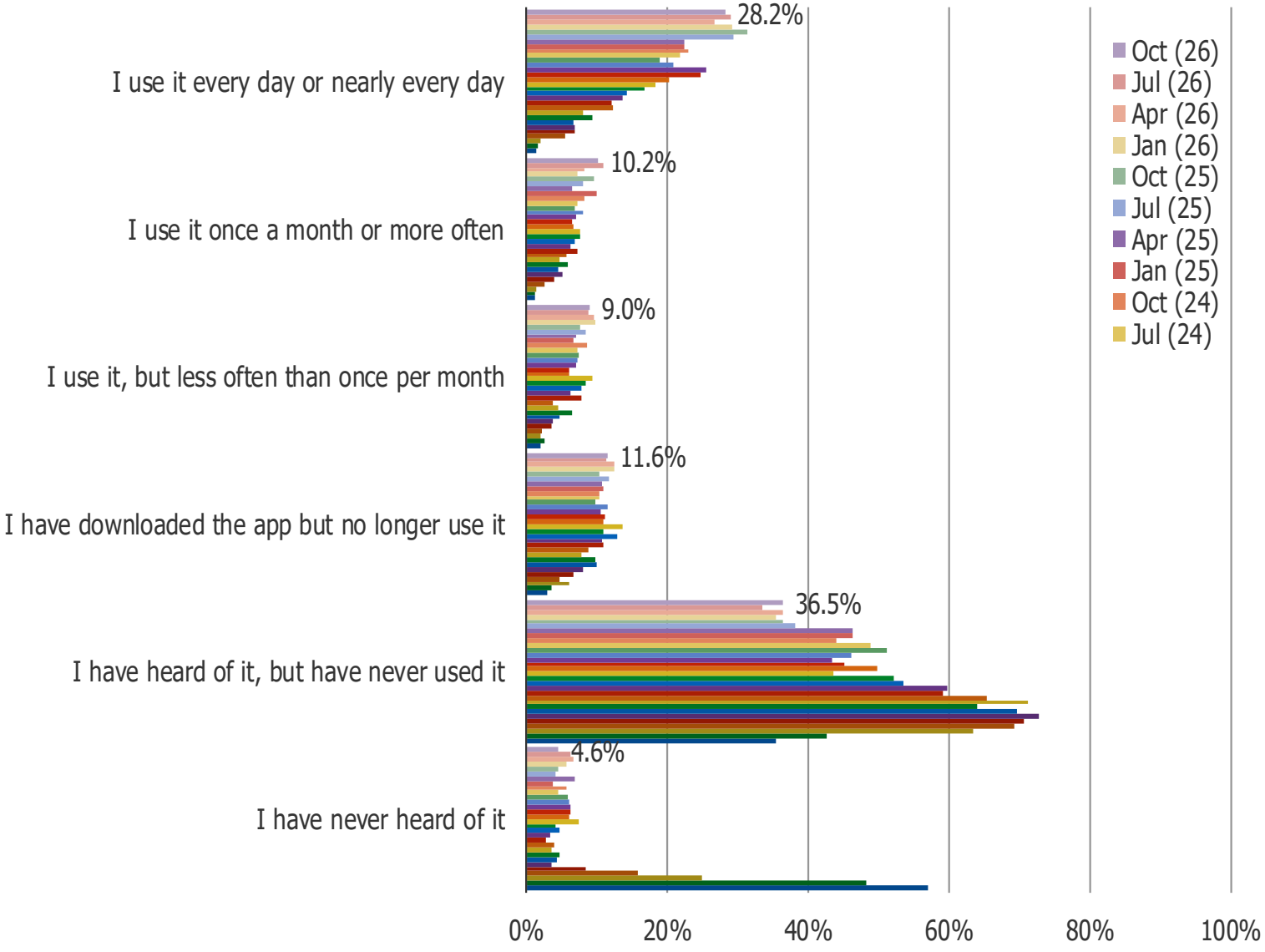


TIKTOK DEEP DIVE

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

Posed to all respondents

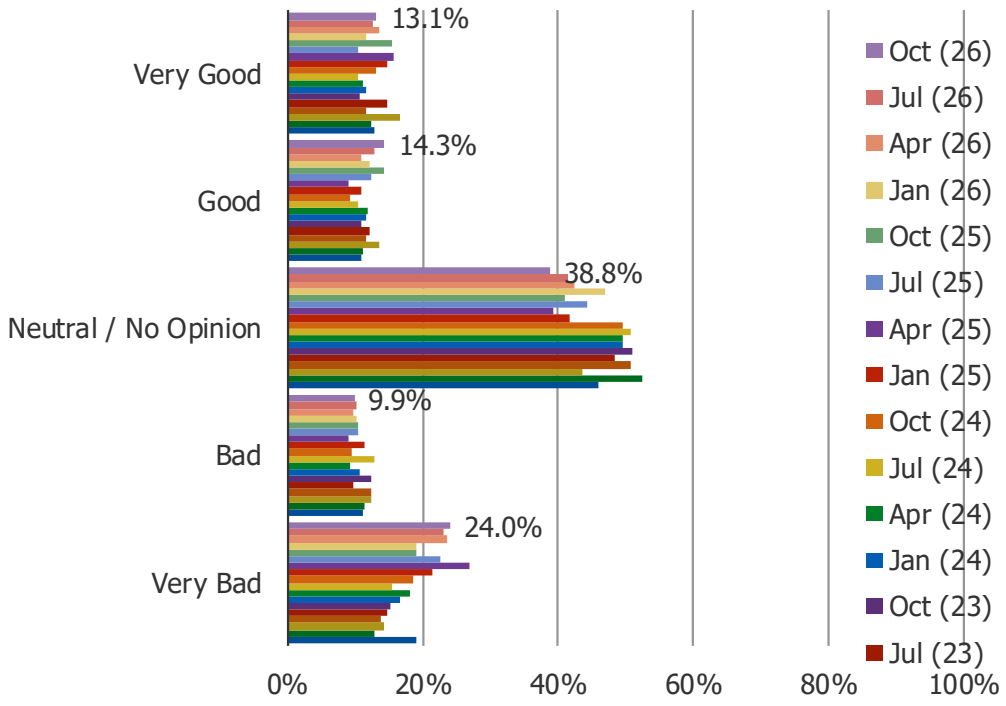


ELON MUSK + TWITTER

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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.

Category	% of Total Responses	Key Terms & Groupings Captured
Free Speech / Less Censorship (Positive)	25.10%	Free speech, less censorship, truth, uncensored, open dialogue
Hate Speech / Toxicity / Lack of Moderation (Negative)	22.45%	Hate speech, toxic, racism, bots, unmoderated, echo chamber
Indifference / Don't Care / Don't Use Twitter	18.30%	Don't care, doesn't affect me, don't use it, never used Twitter
General Positive / Good Business (Positive)	14.50%	Good for business, smart guy, innovative, better now, positive
Erratic Changes / Technical Issues (Negative)	10.15%	Name change, X, glitches, erratic, paywalls, blue checkmark
Other / Unclassified	6.80%	Ambiguous or unique responses that could not be mapped
Invalid / Unsure / Noise	2.70%	"Not sure," "I don't know," keyboard smashes

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

This question was posed to all respondents.

Category	Trend Direction	R^2	P-Value
Indifference / Don't Care / Don't Use Twitter	Up	0.6120	0.0125
Erratic Changes / Technical Issues (Negative)	Down	0.5430	0.0210
Hate Speech / Toxicity / Lack of Moderation (Negative)	Up	0.3845	0.0815
Free Speech / Less Censorship (Positive)	Down	0.2910	0.1540
General Positive / Good Business (Positive)	Flat	0.0450	0.6520
Other / Unclassified	Down	0.0310	0.7100
Invalid / Unsure / Noise	Down	0.0105	0.8500

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.

