072222 - HOD FLASH (24 HOUR) SURVEY

QS1Q1: How frequently do you use each of the following social media platforms?

Facebook

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	**Male (B)**	**Female (C)**	**18-34 (D)**	**35-44 (E)**	**45-54 (F)**	**55-64 (G)**	**65+ (H)**	**18-34 (I)**	**35-44 (J)**	**45-54 (K)**	**55-64 (L)**	**65+ (M)**	**18-34 (N)**	**35-44 (O)**	**45-54 (P)**	**55-64 (Q)**	**65+ (R)**	**Northeast (S)**	**South (T)**	**Midwest (U)**	**West (V)**
Total	N=1076	N=510	N=550	N=312	N=179	N=168	N=178	N=238	N=156	N=89 *	N=81 *	N=85 *	N=107	N=157	N=91 *	N=86 *	N=93 *	N=131	N=186	N=413	N=223	N=255
Total (Unweighted)	N=1076	N=437	N=626	N=243	N=172	N=171	N=195	N=295	N=94 *	N=75 *	N=60 *	N=69 *	N=144	N=149	N=97 *	N=111	N=126	N=151	N=221	N=432	N=222	N=201
At least once a day	56%	53%	60% b	53%	59% h	60% h	65% DH	49%	51%	54%	54%	59%	47%	56%	64% r	65% r	70% NR	51%	59%	55%	61%	52%
At least once a week	12%	12%	12%	11%	9%	10%	12%	17% dEf	11%	8%	9%	10%	20% J	11%	11%	11%	14%	15%	11%	13%	13%	11%
At least once a month	6%	5%	6%	11% eFGH	5%	4%	4%	3%	11% lM	5%	7%	2%	2%	11% PqR	5%	2%	5%	3%	9%	5%	5%	7%
Less than once a month	6%	7%	5%	6%	9% gH	9% gH	4%	3%	6%	11% m	11%	6%	4%	6% q	6% q	8% Q	1%	3%	4%	6%	7%	7%
N/A - I don't use this social media platform.	20%	22% c	17%	18%	18%	16%	16%	28% DEFG	21%	22%	19%	22%	26%	16%	14%	14%	10%	29% NOPQ	18%	20%	15%	24% U

* Table Base: US RESPONDENTS

Instagram

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	**Male (B)**	**Female (C)**	**18-34 (D)**	**35-44 (E)**	**45-54 (F)**	**55-64 (G)**	**65+ (H)**	**18-34 (I)**	**35-44 (J)**	**45-54 (K)**	**55-64 (L)**	**65+ (M)**	**18-34 (N)**	**35-44 (O)**	**45-54 (P)**	**55-64 (Q)**	**65+ (R)**	**Northeast (S)**	**South (T)**	**Midwest (U)**	**West (V)**
Total	N=1076	N=510	N=550	N=312	N=179	N=168	N=178	N=238	N=156	N=89 *	N=81 *	N=85 *	N=107	N=157	N=91 *	N=86 *	N=93 *	N=131	N=186	N=413	N=223	N=255
Total (Unweighted)	N=1076	N=437	N=626	N=243	N=172	N=171	N=195	N=295	N=94 *	N=75 *	N=60 *	N=69 *	N=144	N=149	N=97 *	N=111	N=126	N=151	N=221	N=432	N=222	N=201
At least once a day	34%	33%	34%	57% eFGH	47% FGH	29% GH	17% h	11%	57% KLM	42% LM	30% LM	10%	11%	57% PQR	52% PQR	27% R	23% R	10%	31%	34%	31%	39%
At least once a week	13%	13%	14%	17% H	12%	14% h	17% H	8%	16%	8%	15%	19% m	8%	17% R	16% r	13%	14% r	7%	14%	15%	13%	12%
At least once a month	6%	7%	5%	7%	7% gh	10% GH	3%	3%	10% L	11% L	9% l	1%	4%	3%	4%	10% nR	5%	3%	6%	7% u	3%	6%
Less than once a month	6%	5%	7%	5%	10% h	5%	7%	4%	4%	12% kM	2%	7%	3%	6%	8%	8%	7%	6%	7%	7%	7%	4%
N/A - I don't use this social media platform.	41%	42%	40%	15%	24% d	42% DE	56% DEF	74% DEFG	13%	27% i	43% I	63% IJk	74% IJK	17%	20%	42% NO	51% NO	74% NOPQ	42%	38%	46%	39%

* Table Base: US RESPONDENTS

Twitter

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	**Male (B)**	**Female (C)**	**18-34 (D)**	**35-44 (E)**	**45-54 (F)**	**55-64 (G)**	**65+ (H)**	**18-34 (I)**	**35-44 (J)**	**45-54 (K)**	**55-64 (L)**	**65+ (M)**	**18-34 (N)**	**35-44 (O)**	**45-54 (P)**	**55-64 (Q)**	**65+ (R)**	**Northeast (S)**	**South (T)**	**Midwest (U)**	**West (V)**
Total	N=1076	N=510	N=550	N=312	N=179	N=168	N=178	N=238	N=156	N=89 *	N=81 *	N=85 *	N=107	N=157	N=91 *	N=86 *	N=93 *	N=131	N=186	N=413	N=223	N=255
Total (Unweighted)	N=1076	N=437	N=626	N=243	N=172	N=171	N=195	N=295	N=94 *	N=75 *	N=60 *	N=69 *	N=144	N=149	N=97 *	N=111	N=126	N=151	N=221	N=432	N=222	N=201
At least once a day	23%	26% c	20%	33% FGH	34% FGH	19% H	16% h	9%	38% LM	38% LM	25% M	13%	12%	29% PqR	31% PqR	14%	18% R	7%	25%	21%	24%	25%
At least once a week	12%	12%	12%	14% H	13% H	12% H	15% H	4%	12% M	19% M	15% M	12% M	3%	17% oR	7%	10%	17% oR	5%	10%	14%	10%	10%
At least once a month	7%	8% C	5%	12% FGH	6%	5%	4%	3%	17% jkLM	6%	5%	5%	4%	6%	6%	5%	3%	3%	8%	6%	6%	7%
Less than once a month	7%	6%	7%	11% FGH	8% fg	3%	3%	4%	11% k	5%	1%	5%	5%	11% QR	12% QR	5%	2%	4%	10% V	7% V	7% V	2%
N/A - I don't use this social media platform.	52%	48%	57% B	30%	38%	61% DE	62% DE	79% DEFG	22%	32%	54% IJ	65% IJ	76% IJK	38%	44%	67% NO	60% NO	81% NOPQ	47%	51%	53%	56%

* Table Base: US RESPONDENTS

Snapchat

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	**Male (B)**	**Female (C)**	**18-34 (D)**	**35-44 (E)**	**45-54 (F)**	**55-64 (G)**	**65+ (H)**	**18-34 (I)**	**35-44 (J)**	**45-54 (K)**	**55-64 (L)**	**65+ (M)**	**18-34 (N)**	**35-44 (O)**	**45-54 (P)**	**55-64 (Q)**	**65+ (R)**	**Northeast (S)**	**South (T)**	**Midwest (U)**	**West (V)**
Total	N=1076	N=510	N=550	N=312	N=179	N=168	N=178	N=238	N=156	N=89 *	N=81 *	N=85 *	N=107	N=157	N=91 *	N=86 *	N=93 *	N=131	N=186	N=413	N=223	N=255
Total (Unweighted)	N=1076	N=437	N=626	N=243	N=172	N=171	N=195	N=295	N=94 *	N=75 *	N=60 *	N=69 *	N=144	N=149	N=97 *	N=111	N=126	N=151	N=221	N=432	N=222	N=201
At least once a day	20%	20%	21%	40% EFGH	26% GH	17% GH	8% H	3%	39% jKLM	23% LM	18% lM	7%	3%	41% PQR	29% pQR	16% R	9% r	3%	23%	19%	19%	21%
At least once a week	11%	13%	10%	20% EFGH	12% H	10% H	9% H	2%	24% lM	13% M	11% M	11% M	0%	17% QR	10% r	9%	7%	3%	12%	14% U	8%	9%
At least once a month	5%	6%	4%	8% gH	6% H	5% H	4% H	0%	10% M	6% M	6% M	4% M	0%	7% R	6% R	3%	3%	0%	4%	5%	4%	6%
Less than once a month	6%	5%	7%	8% H	11% GH	5%	4%	3%	5%	9% M	4%	4%	2%	10% R	12% qR	7%	5%	3%	5%	7%	6%	6%
N/A - I don't use this social media platform.	57%	57%	58%	24%	46% D	63% DE	75% DEF	93% DEFG	23%	49% I	60% I	74% IJ	95% IJKL	25%	42% N	66% NO	76% NO	91% NOPQ	55%	55%	63% t	57%

* Table Base: US RESPONDENTS

TikTok

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	**Male (B)**	**Female (C)**	**18-34 (D)**	**35-44 (E)**	**45-54 (F)**	**55-64 (G)**	**65+ (H)**	**18-34 (I)**	**35-44 (J)**	**45-54 (K)**	**55-64 (L)**	**65+ (M)**	**18-34 (N)**	**35-44 (O)**	**45-54 (P)**	**55-64 (Q)**	**65+ (R)**	**Northeast (S)**	**South (T)**	**Midwest (U)**	**West (V)**
Total	N=1076	N=510	N=550	N=312	N=179	N=168	N=178	N=238	N=156	N=89 *	N=81 *	N=85 *	N=107	N=157	N=91 *	N=86 *	N=93 *	N=131	N=186	N=413	N=223	N=255
Total (Unweighted)	N=1076	N=437	N=626	N=243	N=172	N=171	N=195	N=295	N=94 *	N=75 *	N=60 *	N=69 *	N=144	N=149	N=97 *	N=111	N=126	N=151	N=221	N=432	N=222	N=201
At least once a day	27%	27%	27%	48% eFGH	36% FGH	24% GH	9%	8%	49% jKLM	32% LM	23% LM	8%	10%	47% PQR	41% PQR	25% QR	10%	6%	24%	31% U	21%	27%
At least once a week	13%	12%	14%	22% EGH	11% H	15% H	8% h	4%	23% JLM	8%	15% lM	4%	3%	21% qR	15% R	15% R	12% r	5%	17% uv	15%	10%	9%
At least once a month	3%	4% C	2%	4% h	7% H	2%	3%	1%	5%	10% M	2%	5%	1%	3%	3%	2%	1%	1%	5%	4%	2%	2%
Less than once a month	4%	3%	5%	4% h	4% h	6% H	3%	1%	2%	2%	5%	3%	2%	6% R	7% R	7% R	3%	1%	4%	3%	5%	4%
N/A - I don't use this social media platform.	53%	55%	53%	22%	41% D	53% De	77% DEF	86% DEFG	21%	48% I	55% I	80% IJK	83% IJK	23%	35% n	51% No	74% NOP	88% NOPQ	50%	47%	63% ST	57% t

* Table Base: US RESPONDENTS

YouTube

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	**Male (B)**	**Female (C)**	**18-34 (D)**	**35-44 (E)**	**45-54 (F)**	**55-64 (G)**	**65+ (H)**	**18-34 (I)**	**35-44 (J)**	**45-54 (K)**	**55-64 (L)**	**65+ (M)**	**18-34 (N)**	**35-44 (O)**	**45-54 (P)**	**55-64 (Q)**	**65+ (R)**	**Northeast (S)**	**South (T)**	**Midwest (U)**	**West (V)**
Total	N=1076	N=510	N=550	N=312	N=179	N=168	N=178	N=238	N=156	N=89 *	N=81 *	N=85 *	N=107	N=157	N=91 *	N=86 *	N=93 *	N=131	N=186	N=413	N=223	N=255
Total (Unweighted)	N=1076	N=437	N=626	N=243	N=172	N=171	N=195	N=295	N=94 *	N=75 *	N=60 *	N=69 *	N=144	N=149	N=97 *	N=111	N=126	N=151	N=221	N=432	N=222	N=201
At least once a day	49%	56% C	42%	67% FGH	61% GH	52% H	42% H	20%	74% kLM	70% LM	58% M	47% M	24%	60% pQR	52% qR	47% R	39% R	16%	53%	49%	46%	50%
At least once a week	23%	21%	26% b	17%	23%	29% D	20%	29% Dg	13%	16%	33% Ij	19%	26% i	21%	30%	26%	22%	32% n	17%	24%	26% s	24%
At least once a month	8%	8%	9%	9%	7%	5%	11%	9%	9%	4%	2%	15% jK	10% k	9%	9%	9%	8%	8%	8%	7%	10%	9%
Less than once a month	7%	4%	9% B	3%	7%	5%	8% D	12% Df	2%	7%	2%	6%	6%	4%	7%	9%	10% n	17% No	5%	7%	7%	7%
N/A - I don't use this social media platform.	12%	11%	13%	4%	3%	8% e	18% DEF	30% DEFG	2%	3%	6%	14% Ij	34% IJKL	6%	2%	10% O	21% NOP	27% NOP	17% v	13%	11%	9%

* Table Base: US RESPONDENTS

Twitch

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	**Male (B)**	**Female (C)**	**18-34 (D)**	**35-44 (E)**	**45-54 (F)**	**55-64 (G)**	**65+ (H)**	**18-34 (I)**	**35-44 (J)**	**45-54 (K)**	**55-64 (L)**	**65+ (M)**	**18-34 (N)**	**35-44 (O)**	**45-54 (P)**	**55-64 (Q)**	**65+ (R)**	**Northeast (S)**	**South (T)**	**Midwest (U)**	**West (V)**
Total	N=1076	N=510	N=550	N=312	N=179	N=168	N=178	N=238	N=156	N=89 *	N=81 *	N=85 *	N=107	N=157	N=91 *	N=86 *	N=93 *	N=131	N=186	N=413	N=223	N=255
Total (Unweighted)	N=1076	N=437	N=626	N=243	N=172	N=171	N=195	N=295	N=94 *	N=75 *	N=60 *	N=69 *	N=144	N=149	N=97 *	N=111	N=126	N=151	N=221	N=432	N=222	N=201
At least once a day	7%	9% C	5%	10% GH	14% GH	8% H	4% H	0%	14% M	17% lM	9% M	6% m	1%	7% qR	12% QR	6% qR	1%	0%	9% U	9% U	2%	7% U
At least once a week	8%	11% C	6%	18% FGH	12% GH	5% GH	0%	0%	24% kLM	13% LM	9% LM	0%	1%	13% PQR	11% PQR	1%	0%	0%	12% u	9%	6%	7%
At least once a month	4%	6% C	3%	9% fGH	5% GH	4% H	1%	0%	12% LM	8% M	5% m	2%	0%	7% QR	3% r	3%	1%	0%	5%	5%	5%	3%
Less than once a month	8%	9%	7%	15% FGH	9% fH	3%	5% H	1%	15% M	7% M	7% M	8% M	1%	14% PQR	11% PQR	0%	3%	2%	8%	9%	7%	6%
N/A - I don't use this social media platform.	73%	65%	80% B	47%	59% D	80% DE	90% DEF	98% DEFG	35%	54% I	71% I	84% IJ	97% IJKL	59%	64%	90% NO	95% NO	98% NOP	65%	68%	80% ST	78% ST

* Table Base: US RESPONDENTS

Reddit

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	**Male (B)**	**Female (C)**	**18-34 (D)**	**35-44 (E)**	**45-54 (F)**	**55-64 (G)**	**65+ (H)**	**18-34 (I)**	**35-44 (J)**	**45-54 (K)**	**55-64 (L)**	**65+ (M)**	**18-34 (N)**	**35-44 (O)**	**45-54 (P)**	**55-64 (Q)**	**65+ (R)**	**Northeast (S)**	**South (T)**	**Midwest (U)**	**West (V)**
Total	N=1076	N=510	N=550	N=312	N=179	N=168	N=178	N=238	N=156	N=89 *	N=81 *	N=85 *	N=107	N=157	N=91 *	N=86 *	N=93 *	N=131	N=186	N=413	N=223	N=255
Total (Unweighted)	N=1076	N=437	N=626	N=243	N=172	N=171	N=195	N=295	N=94 *	N=75 *	N=60 *	N=69 *	N=144	N=149	N=97 *	N=111	N=126	N=151	N=221	N=432	N=222	N=201
At least once a day	11%	14% C	7%	16% GH	16% GH	13% GH	4%	3%	21% LM	21% LM	17% LM	3%	4%	11% qR	11% qR	10% R	4%	2%	8%	12% u	6%	15% SU
At least once a week	13%	15% c	11%	22% FGH	17% GH	12% H	9% H	2%	26% LM	17% M	16% M	11% M	2%	17% QR	17% QR	9% r	7%	3%	17%	13%	11%	12%
At least once a month	6%	5%	6%	8% H	10% gH	5%	4%	2%	6%	10% M	6%	5%	2%	10% QR	9% qR	4%	3%	2%	7%	6%	6%	4%
Less than once a month	7%	9% C	5%	9% H	11% H	6% h	6% H	2%	9% m	18% M	9%	8%	3%	9% R	4%	3%	5% r	1%	7%	6%	10%	5%
N/A - I don't use this social media platform.	64%	56%	71% B	45%	47%	64% DE	77% DEF	91% DEFG	37%	34%	53% j	73% IJk	89% IJKL	52%	59%	74% NO	81% NO	92% NOPQ	61%	63%	67%	63%

* Table Base: US RESPONDENTS

QS1Q6: Which of the following apply to you? Please select all that apply.

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	**Male (B)**	**Female (C)**	**18-34 (D)**	**35-44 (E)**	**45-54 (F)**	**55-64 (G)**	**65+ (H)**	**18-34 (I)**	**35-44 (J)**	**45-54 (K)**	**55-64 (L)**	**65+ (M)**	**18-34 (N)**	**35-44 (O)**	**45-54 (P)**	**55-64 (Q)**	**65+ (R)**	**Northeast (S)**	**South (T)**	**Midwest (U)**	**West (V)**
Total	N=514	N=267	N=235	N=219	N=111	N=66 *	N=67 *	N=51 *	N=122	N=60 *	N=37 *	N=30 *	N=26 **	N=97 *	N=51 *	N=29 **	N=37 *	N=25 **	N=98 *	N=200	N=104	N=111
Total (Unweighted)	N=482	N=217	N=257	N=165	N=106	N=71 *	N=71 *	N=69 *	N=76 *	N=53 *	N=32 *	N=23 **	N=38 *	N=89 *	N=53 *	N=39 *	N=48 *	N=31 *	N=102	N=198	N=94 *	N=88 *
I have discovered a brand on Twitter.	48%	48%	49%	51%	48%	46%	41%	50%	50%	50%	46%	34%	47%	53%	46%	46%	46%	52%	42%	43%	58% sT	54%
I am more likely to purchase products from brands that p	46%	45%	46%	52% H	46% H	44% h	38%	28%	49% M	53% M	41%	41%	21%	56% q	39%	49%	35%	36%	46%	51% U	34%	45%
I would buy a product promoted in a livestream on Twitte	39%	40%	37%	39%	47%	33%	35%	33%	39%	45%	34%	41%	47%	39% r	49% qR	32%	30%	19%	35%	44%	35%	37%
Count	1.33	1.33	1.32	1.42	1.41	1.24	1.13	1.11	1.38	1.48	1.21	1.15	1.14	1.48	1.33	1.27	1.11	1.07	1.24	1.38	1.28	1.36

* Table Base: TWITTER USERS

QS1Q2: For each of the following statements regarding current events, please indicate whether you know the statement is true or false. If you do not know for sure whether the statement is true or false, please select "Not at all sure".

Earlier this year, Twitter's Board of Directors agreed to sell the social media platform to Elon Musk, CEO of Tesla, Inc. for $44 billion.

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	**Male (B)**	**Female (C)**	**18-34 (D)**	**35-44 (E)**	**45-54 (F)**	**55-64 (G)**	**65+ (H)**	**18-34 (I)**	**35-44 (J)**	**45-54 (K)**	**55-64 (L)**	**65+ (M)**	**18-34 (N)**	**35-44 (O)**	**45-54 (P)**	**55-64 (Q)**	**65+ (R)**	**Northeast (S)**	**South (T)**	**Midwest (U)**	**West (V)**
Total	N=1076	N=510	N=550	N=312	N=179	N=168	N=178	N=238	N=156	N=89 *	N=81 *	N=85 *	N=107	N=157	N=91 *	N=86 *	N=93 *	N=131	N=186	N=413	N=223	N=255
Total (Unweighted)	N=1076	N=437	N=626	N=243	N=172	N=171	N=195	N=295	N=94 *	N=75 *	N=60 *	N=69 *	N=144	N=149	N=97 *	N=111	N=126	N=151	N=221	N=432	N=222	N=201
True	71%	75% c	68%	67%	69%	65%	78% DF	77% DF	73%	67%	66%	83% jk	84% JK	61%	71%	64%	73% n	71%	70%	71%	69%	74%
False	6%	7%	5%	9% fGH	12% FGH	4% g	1%	3%	9% LM	18% kLM	6% lM	0%	0%	9% pQ	6% q	2%	1%	5%	5%	5%	9% t	6%
Not at all sure	23%	19%	27% B	24%	19%	31% EgH	22%	21%	18%	15%	28%	17%	16%	30%	23%	34%	26%	24%	25%	25%	22%	20%

* Table Base: US RESPONDENTS

Netflix executives recently announced that the company is considering adding a low-cost, ad-supported tier to its subscription offerings at the beginning of 2023.

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	**Male (B)**	**Female (C)**	**18-34 (D)**	**35-44 (E)**	**45-54 (F)**	**55-64 (G)**	**65+ (H)**	**18-34 (I)**	**35-44 (J)**	**45-54 (K)**	**55-64 (L)**	**65+ (M)**	**18-34 (N)**	**35-44 (O)**	**45-54 (P)**	**55-64 (Q)**	**65+ (R)**	**Northeast (S)**	**South (T)**	**Midwest (U)**	**West (V)**
Total	N=1076	N=510	N=550	N=312	N=179	N=168	N=178	N=238	N=156	N=89 *	N=81 *	N=85 *	N=107	N=157	N=91 *	N=86 *	N=93 *	N=131	N=186	N=413	N=223	N=255
Total (Unweighted)	N=1076	N=437	N=626	N=243	N=172	N=171	N=195	N=295	N=94 *	N=75 *	N=60 *	N=69 *	N=144	N=149	N=97 *	N=111	N=126	N=151	N=221	N=432	N=222	N=201
True	47%	53% C	42%	50% G	55% Gh	46%	37%	45%	56%	72% iKLM	46%	44%	45%	44% Q	39%	46% Q	30%	45% Q	50%	45%	46%	50%
False	5%	6%	5%	7% H	7% H	6% H	5% h	2%	7%	7%	10% m	3%	3%	6% r	7% R	2%	7% R	1%	6%	7%	4%	4%
Not at all sure	48%	41%	53% B	43%	38%	48%	58% DE	53% dE	36% j	22%	44% J	53% iJ	52% IJ	50%	54%	51%	63% n	54%	45%	49%	50%	46%

* Table Base: US RESPONDENTS

Last month, TikTok implemented a rating system to prevent young audiences from seeing inappropriate videos.

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	**Male (B)**	**Female (C)**	**18-34 (D)**	**35-44 (E)**	**45-54 (F)**	**55-64 (G)**	**65+ (H)**	**18-34 (I)**	**35-44 (J)**	**45-54 (K)**	**55-64 (L)**	**65+ (M)**	**18-34 (N)**	**35-44 (O)**	**45-54 (P)**	**55-64 (Q)**	**65+ (R)**	**Northeast (S)**	**South (T)**	**Midwest (U)**	**West (V)**
Total	N=1076	N=510	N=550	N=312	N=179	N=168	N=178	N=238	N=156	N=89 *	N=81 *	N=85 *	N=107	N=157	N=91 *	N=86 *	N=93 *	N=131	N=186	N=413	N=223	N=255
Total (Unweighted)	N=1076	N=437	N=626	N=243	N=172	N=171	N=195	N=295	N=94 *	N=75 *	N=60 *	N=69 *	N=144	N=149	N=97 *	N=111	N=126	N=151	N=221	N=432	N=222	N=201
True	32%	34%	31%	43% FGH	43% FGH	26% h	27% H	18%	46% LM	44% lM	32% M	28% m	15%	40% PQR	41% PQR	21%	26%	20%	32%	33%	28%	33%
False	8%	8%	8%	13% GH	8% g	11% GH	3%	4%	16% LM	9% L	8% l	0%	5%	11% r	7%	14% QR	5%	4%	8%	11%	7%	6%
Not at all sure	60%	58%	61%	44%	50%	63% DE	70% DE	78% DEF	38%	48%	61% I	72% IJ	81% IJK	49%	52%	65% N	69% NO	75% NO	60%	56%	65% t	61%

* Table Base: US RESPONDENTS

QS1Q7: In a previous question, you indicated that you were aware that Twitter's Board of Directors agreed to sell the social media platform to Elon Musk, CEO of Tesla, Inc. for $44 billion in April 2022. How much better or worse was your opinion of Twitter after its Board of Directors agreed to the sale?

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	**Male (B)**	**Female (C)**	**18-34 (D)**	**35-44 (E)**	**45-54 (F)**	**55-64 (G)**	**65+ (H)**	**18-34 (I)**	**35-44 (J)**	**45-54 (K)**	**55-64 (L)**	**65+ (M)**	**18-34 (N)**	**35-44 (O)**	**45-54 (P)**	**55-64 (Q)**	**65+ (R)**	**Northeast (S)**	**South (T)**	**Midwest (U)**	**West (V)**
Total	N=764	N=380	N=376	N=210	N=124	N=109	N=139	N=183	N=114	N=59 *	N=54 *	N=71 *	N=89 *	N=96 *	N=64 *	N=56 *	N=68 *	N=93 *	N=130	N=292	N=154	N=188
Total (Unweighted)	N=760	N=331	N=423	N=151	N=120	N=108	N=146	N=235	N=63 *	N=53 *	N=43 *	N=55 *	N=121	N=88 *	N=67 *	N=65 *	N=91 *	N=114	N=157	N=300	N=149	N=154
Better opinion (Net)	30%	36% C	25%	34% H	43% GH	39% GH	25% h	16%	40% M	47% M	44% M	30%	20%	26% R	39% QR	34% qR	19%	12%	36% U	28%	20%	38% tU
Much better opinion	14%	16%	12%	12% H	27% DGH	22% dgH	12% H	3%	12%	34% ILM	25% M	14% m	5%	12% R	21% R	19% R	11% R	1%	19% Tu	10%	11%	19% Tu
Somewhat better opinion	16%	19% c	13%	22% gh	16%	17%	13%	13%	28% jm	13%	19%	17%	15%	14%	19% q	15%	8%	11%	17% u	18% U	9%	19% U
No change	52%	49%	55%	49%	38%	43%	58% EF	65% DEF	50%	43%	35%	50%	58% K	49% o	33%	51% o	68% NOp	72% NOP	40%	57% SV	65% SV	43%
Worse opinion (Net)	18%	15%	20%	17%	19%	18%	17%	19%	10%	10%	21%	20%	22%	25% q	28% Q	15%	13%	16%	24% t	16%	15%	19%
Somewhat worse opinion	11%	8%	13% b	13%	12%	8%	8%	12%	8%	4%	7%	9%	14%	18% q	19% q	9%	8%	11%	14% t	8%	12%	14%
Much worse opinion	7%	7%	7%	4%	8%	10%	9%	6%	2%	6%	13% i	11% i	8%	7%	9%	6%	6%	5%	10% u	8%	4%	5%

* Table Base: AWARE OF TWITTER SALE

QS1Q3: Based on what you have seen or heard, who do you think should win the lawsuit between Elon Musk and Twitter?

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	**Male (B)**	**Female (C)**	**18-34 (D)**	**35-44 (E)**	**45-54 (F)**	**55-64 (G)**	**65+ (H)**	**18-34 (I)**	**35-44 (J)**	**45-54 (K)**	**55-64 (L)**	**65+ (M)**	**18-34 (N)**	**35-44 (O)**	**45-54 (P)**	**55-64 (Q)**	**65+ (R)**	**Northeast (S)**	**South (T)**	**Midwest (U)**	**West (V)**
Total	N=764	N=380	N=376	N=210	N=124	N=109	N=139	N=183	N=114	N=59 *	N=54 *	N=71 *	N=89 *	N=96 *	N=64 *	N=56 *	N=68 *	N=93 *	N=130	N=292	N=154	N=188
Total (Unweighted)	N=760	N=331	N=423	N=151	N=120	N=108	N=146	N=235	N=63 *	N=53 *	N=43 *	N=55 *	N=121	N=88 *	N=67 *	N=65 *	N=91 *	N=114	N=157	N=300	N=149	N=154
Elon Musk	41%	44% c	37%	35%	42%	46%	48% dh	37%	36%	45%	48%	52%	44%	33%	38%	45%	44% r	30%	42%	39%	39%	43%
Twitter	35%	31%	39% b	39% G	43% Gh	40% G	25%	32%	37%	38%	37%	21%	27%	40%	48% Q	44% q	28%	36%	46% tUV	35%	31%	32%
Not at all sure	24%	24%	24%	27% EF	15%	13%	27% EF	31% EF	27%	16%	15%	26%	28%	27% op	14%	11%	28% oP	34% OP	12%	25% S	30% S	25% S

* Table Base: AWARE OF TWITTER SALE

QS1Q4: Before taking this survey, how familiar were you with the term bots (i.e., computer programs that act like human users, particularly on social media platforms)?

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	**Male (B)**	**Female (C)**	**18-34 (D)**	**35-44 (E)**	**45-54 (F)**	**55-64 (G)**	**65+ (H)**	**18-34 (I)**	**35-44 (J)**	**45-54 (K)**	**55-64 (L)**	**65+ (M)**	**18-34 (N)**	**35-44 (O)**	**45-54 (P)**	**55-64 (Q)**	**65+ (R)**	**Northeast (S)**	**South (T)**	**Midwest (U)**	**West (V)**
Total	N=1076	N=510	N=550	N=312	N=179	N=168	N=178	N=238	N=156	N=89 *	N=81 *	N=85 *	N=107	N=157	N=91 *	N=86 *	N=93 *	N=131	N=186	N=413	N=223	N=255
Total (Unweighted)	N=1076	N=437	N=626	N=243	N=172	N=171	N=195	N=295	N=94 *	N=75 *	N=60 *	N=69 *	N=144	N=149	N=97 *	N=111	N=126	N=151	N=221	N=432	N=222	N=201
Never heard the term	15%	13%	16%	6%	12% d	17% D	14% D	25% DEG	4%	13% i	17% I	18% I	21% I	9%	12%	18% n	10%	29% NOQ	17%	14%	11%	17%
Only heard the term	25%	23%	28%	19%	16%	28% dE	32% DE	34% DE	18%	20%	23%	26%	30% i	20%	12%	32% nO	38% NO	37% NO	24%	28%	28%	21%
Somewhat familiar	33%	31%	36%	35%	33%	32%	32%	31%	35% j	21%	31%	28%	35% j	36%	45% R	34%	36%	28%	31%	32%	34%	37%
Very familiar	27%	33% C	21%	39% FGH	38% FGH	22% H	22% H	9%	44% LM	46% klM	29% M	29% M	13%	35% PQR	30% PQR	16% R	15% R	6%	28%	27%	28%	26%

* Table Base: U.S. RESPONDENTS

QS1Q5: How much do you agree or disagree with each of the following statements?

Misinformation on social media is primarily spread by bot accounts.

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	**Male (B)**	**Female (C)**	**18-34 (D)**	**35-44 (E)**	**45-54 (F)**	**55-64 (G)**	**65+ (H)**	**18-34 (I)**	**35-44 (J)**	**45-54 (K)**	**55-64 (L)**	**65+ (M)**	**18-34 (N)**	**35-44 (O)**	**45-54 (P)**	**55-64 (Q)**	**65+ (R)**	**Northeast (S)**	**South (T)**	**Midwest (U)**	**West (V)**
Total	N=920	N=442	N=463	N=292	N=157	N=138	N=154	N=178	N=150	N=78 *	N=67 *	N=70 *	N=85 *	N=142	N=80 *	N=71 *	N=83 *	N=94 *	N=154	N=356	N=198	N=212
Total (Unweighted)	N=925	N=379	N=535	N=228	N=155	N=144	N=168	N=230	N=90 *	N=67 *	N=53 *	N=59 *	N=115	N=138	N=88 *	N=91 *	N=109	N=115	N=180	N=377	N=195	N=173
Agree (Net)	61%	68% C	54%	65% H	71% FH	57%	61% H	48%	70%	75% m	58%	76% km	59%	59% R	67% QR	55% R	49%	37%	69% UV	64% U	52%	56%
Strongly agree	25%	29% C	20%	24%	38% DFGH	25%	21%	18%	25%	41% i	31%	28%	28%	23% R	36% nPQR	19% r	14%	8%	20%	31% SU	19%	24%
Somewhat agree	36%	38%	34%	41% H	33%	32%	41% h	30%	45% km	34%	27%	48% km	31%	36%	31%	37%	35%	29%	50% TUV	34%	33%	32%
Disagree (Net)	14%	13%	14%	19% eGH	10%	18% gh	9%	10%	18% M	8%	21% jlM	8%	5%	20% q	12%	14%	10%	14%	10%	13%	15%	17%
Somewhat disagree	10%	7%	12% b	14% eG	7%	10%	6%	8%	11%	4%	8%	6%	5%	17% Q	9%	12%	7%	11%	8%	9%	11%	11%
Strongly disagree	4%	5%	3%	5%	4%	8% H	3%	2%	7% M	4%	13% lM	3%	0%	2%	3%	2%	3%	3%	2%	5%	3%	5%
Not at all sure	26%	19%	31% B	17%	19%	26% d	29% De	42% DEFG	13%	17%	21%	16%	36% IJkL	21%	21%	30%	41% NO	48% NOP	21%	23%	33% ST	27%

* Table Base: U.S. RESPONDENTS

Bot accounts are used to harass genuine users on social media.

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	**Male (B)**	**Female (C)**	**18-34 (D)**	**35-44 (E)**	**45-54 (F)**	**55-64 (G)**	**65+ (H)**	**18-34 (I)**	**35-44 (J)**	**45-54 (K)**	**55-64 (L)**	**65+ (M)**	**18-34 (N)**	**35-44 (O)**	**45-54 (P)**	**55-64 (Q)**	**65+ (R)**	**Northeast (S)**	**South (T)**	**Midwest (U)**	**West (V)**
Total	N=920	N=442	N=463	N=292	N=157	N=138	N=154	N=178	N=150	N=78 *	N=67 *	N=70 *	N=85 *	N=142	N=80 *	N=71 *	N=83 *	N=94 *	N=154	N=356	N=198	N=212
Total (Unweighted)	N=925	N=379	N=535	N=228	N=155	N=144	N=168	N=230	N=90 *	N=67 *	N=53 *	N=59 *	N=115	N=138	N=88 *	N=91 *	N=109	N=115	N=180	N=377	N=195	N=173
Agree (Net)	62%	70% C	54%	63% h	74% dGH	64% h	54%	53%	69%	79% lM	78% m	63%	62%	57% r	69% PQR	51%	47%	44%	63%	63%	60%	61%
Strongly agree	31%	35% c	27%	30% h	42% DGH	37% H	27%	21%	31%	39%	48% iM	30%	29%	29% R	45% NPQR	26% r	24% r	13%	23%	33% s	31%	33%
Somewhat agree	31%	35% C	27%	33%	32%	28%	27%	32%	38%	40%	31%	33%	33%	29%	24%	25%	23%	30%	40% tuv	30%	29%	28%
Disagree (Net)	13%	12%	14%	21% EfgH	9%	11%	12%	7%	19% kM	11%	7%	14%	6%	22% OQR	7%	16%	10%	9%	16%	12%	13%	14%
Somewhat disagree	10%	8%	11%	13% h	8%	10%	9%	7%	9%	8%	5%	13%	5%	17% oQr	7%	14%	6%	8%	14% tv	8%	11%	8%
Strongly disagree	4%	4%	3%	8% EFgH	1%	2%	3%	1%	10% klM	2%	2%	1%	1%	5% or	0%	2%	4% o	1%	1%	4%	2%	7% Su
Not at all sure	25%	18%	32% B	16%	17%	24%	34% DE	40% DEF	12%	10%	15%	23% j	32% IJK	21%	24%	33% n	43% NO	47% NOp	21%	25%	28%	25%

* Table Base: U.S. RESPONDENTS

Bot accounts share useful information with genuine users via social media.

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	**Male (B)**	**Female (C)**	**18-34 (D)**	**35-44 (E)**	**45-54 (F)**	**55-64 (G)**	**65+ (H)**	**18-34 (I)**	**35-44 (J)**	**45-54 (K)**	**55-64 (L)**	**65+ (M)**	**18-34 (N)**	**35-44 (O)**	**45-54 (P)**	**55-64 (Q)**	**65+ (R)**	**Northeast (S)**	**South (T)**	**Midwest (U)**	**West (V)**
Total	N=920	N=442	N=463	N=292	N=157	N=138	N=154	N=178	N=150	N=78 *	N=67 *	N=70 *	N=85 *	N=142	N=80 *	N=71 *	N=83 *	N=94 *	N=154	N=356	N=198	N=212
Total (Unweighted)	N=925	N=379	N=535	N=228	N=155	N=144	N=168	N=230	N=90 *	N=67 *	N=53 *	N=59 *	N=115	N=138	N=88 *	N=91 *	N=109	N=115	N=180	N=377	N=195	N=173
Agree (Net)	32%	35%	29%	41% GH	36% gH	35% H	25% h	16%	46% kLM	50% KLM	28%	25%	16%	37% oqR	23%	41% OQR	24%	15%	33%	33%	32%	28%
Strongly agree	11%	11%	11%	13% H	18% fGH	10% h	8%	4%	11%	23% ikLM	8%	7%	6%	15% R	14% R	11% R	10% r	3%	10%	12%	9%	12%
Somewhat agree	21%	23%	18%	28% EGH	18%	25% H	17%	12%	35% lM	27% M	20%	19%	10%	22% O	9%	30% OQR	15%	13%	23%	21%	23%	16%
Disagree (Net)	41%	45% C	37%	43%	43%	39%	41%	37%	42%	33%	54% j	54% j	49% j	45% PqR	53% PQR	25%	31%	26%	47%	38%	37%	46%
Somewhat disagree	19%	20%	16%	20%	19%	18%	18%	16%	24% j	11%	22%	23%	21%	16%	28% npQR	14%	13%	12%	20%	19%	13%	21%
Strongly disagree	23%	25%	20%	23%	24%	21%	23%	21%	18%	23%	32% i	30%	28%	29% PqR	25% Pr	10%	18%	14%	26% t	19%	24%	25%
Not at all sure	27%	20%	34% B	15%	21%	26% D	34% DE	47% DEFG	13%	17%	18%	21%	34% IJk	18%	24%	35% N	44% NO	59% NOPq	20%	29% s	31% s	26%

* Table Base: U.S. RESPONDENTS

There are more bot accounts on Twitter than on other social media platforms.

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	**Male (B)**	**Female (C)**	**18-34 (D)**	**35-44 (E)**	**45-54 (F)**	**55-64 (G)**	**65+ (H)**	**18-34 (I)**	**35-44 (J)**	**45-54 (K)**	**55-64 (L)**	**65+ (M)**	**18-34 (N)**	**35-44 (O)**	**45-54 (P)**	**55-64 (Q)**	**65+ (R)**	**Northeast (S)**	**South (T)**	**Midwest (U)**	**West (V)**
Total	N=920	N=442	N=463	N=292	N=157	N=138	N=154	N=178	N=150	N=78 *	N=67 *	N=70 *	N=85 *	N=142	N=80 *	N=71 *	N=83 *	N=94 *	N=154	N=356	N=198	N=212
Total (Unweighted)	N=925	N=379	N=535	N=228	N=155	N=144	N=168	N=230	N=90 *	N=67 *	N=53 *	N=59 *	N=115	N=138	N=88 *	N=91 *	N=109	N=115	N=180	N=377	N=195	N=173
Agree (Net)	43%	48% C	38%	52% GH	52% GH	45% GH	31%	27%	57% M	58% M	41%	41%	29%	48% QR	47% QR	48% QR	22%	25%	50% U	45%	36%	40%
Strongly agree	18%	20%	15%	22% GH	30% FGH	15%	9%	10%	21% l	37% iKLM	17%	9%	13%	22% QR	22% QR	13%	10%	7%	15%	19%	17%	17%
Somewhat agree	25%	28%	23%	31% gH	23%	30% H	21%	17%	35% M	21%	24%	32% M	17%	26% Q	25% Q	36% QR	12%	18%	34% tUv	26%	19%	23%
Disagree (Net)	13%	13%	11%	20% EgH	8%	14% H	11% H	4%	19% JM	4%	22% JM	16% jm	6%	21% PQR	12% R	6%	8%	3%	10%	13%	13%	14%
Somewhat disagree	9%	9%	9%	13% eH	6%	11% H	9% H	3%	10% j	1%	20% JM	16% JM	4%	17% PQR	11% pqR	3%	4%	2%	9%	8%	10%	10%
Strongly disagree	3%	4%	3%	7% egH	2%	2%	2%	1%	10% LM	3%	2%	0%	1%	4%	1%	3%	4%	1%	1%	4%	3%	4%
Not at all sure	45%	39%	50% B	28%	39% D	42% D	58% DEF	69% DEFg	24%	38%	37%	43% I	65% IJKL	32%	40%	46% n	70% NOP	72% NOP	40%	43%	51% s	46%

* Table Base: U.S. RESPONDENTS

Posting on Twitter is a good way for brands to reach consumers.

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	**Male (B)**	**Female (C)**	**18-34 (D)**	**35-44 (E)**	**45-54 (F)**	**55-64 (G)**	**65+ (H)**	**18-34 (I)**	**35-44 (J)**	**45-54 (K)**	**55-64 (L)**	**65+ (M)**	**18-34 (N)**	**35-44 (O)**	**45-54 (P)**	**55-64 (Q)**	**65+ (R)**	**Northeast (S)**	**South (T)**	**Midwest (U)**	**West (V)**
Total	N=1076	N=510	N=550	N=312	N=179	N=168	N=178	N=238	N=156	N=89 *	N=81 *	N=85 *	N=107	N=157	N=91 *	N=86 *	N=93 *	N=131	N=186	N=413	N=223	N=255
Total (Unweighted)	N=1076	N=437	N=626	N=243	N=172	N=171	N=195	N=295	N=94 *	N=75 *	N=60 *	N=69 *	N=144	N=149	N=97 *	N=111	N=126	N=151	N=221	N=432	N=222	N=201
Agree (Net)	61%	63%	60%	68% GH	73% GH	69% GH	55% H	43%	71% M	75% lM	69% M	58% m	44%	65% qR	71% QR	69% QR	51%	43%	69% U	60%	56%	62%
Strongly agree	25%	28%	22%	33% GH	37% GH	27% H	20% H	7%	37% lM	42% LM	30% M	21% M	5%	28% R	31% qR	24% R	19% R	9%	28% U	25% U	16%	29% U
Somewhat agree	37%	36%	37%	35%	36%	42%	35%	36%	34%	32%	39%	38%	39%	36%	40%	45% q	33%	34%	41%	35%	40%	33%
Disagree (Net)	15%	17%	13%	18% F	13%	8%	17% F	17% F	18%	13%	11%	18%	23% k	18% P	13%	5%	17% P	12%	12%	14%	22% STV	13%
Somewhat disagree	8%	9%	8%	12% Ef	5%	5%	9%	8%	11%	6%	8%	7%	10%	13% OP	3%	3%	10% op	7%	8%	7%	13% T	7%
Strongly disagree	7%	8%	6%	6%	8% f	3%	9% f	9% F	7%	6%	3%	11%	13% k	5%	10% p	3%	7%	5%	5%	8%	9%	5%
Not at all sure	24%	20%	27% B	14%	14%	23% de	28% DE	40% DEFG	11%	12%	20%	24% i	33% IJ	18%	16%	26%	32% NO	45% NOPq	19%	25%	22%	25%

* Table Base: U.S. RESPONDENTS

Twitter advertisements (i.e., sponsored posts) are a good way for brands to reach consumers.

		Gender		Age					Male Age					Female Age					Region			
	Total (A)	**Male (B)**	**Female (C)**	**18-34 (D)**	**35-44 (E)**	**45-54 (F)**	**55-64 (G)**	**65+ (H)**	**18-34 (I)**	**35-44 (J)**	**45-54 (K)**	**55-64 (L)**	**65+ (M)**	**18-34 (N)**	**35-44 (O)**	**45-54 (P)**	**55-64 (Q)**	**65+ (R)**	**Northeast (S)**	**South (T)**	**Midwest (U)**	**West (V)**
Total	N=1076	N=510	N=550	N=312	N=179	N=168	N=178	N=238	N=156	N=89 *	N=81 *	N=85 *	N=107	N=157	N=91 *	N=86 *	N=93 *	N=131	N=186	N=413	N=223	N=255
Total (Unweighted)	N=1076	N=437	N=626	N=243	N=172	N=171	N=195	N=295	N=94 *	N=75 *	N=60 *	N=69 *	N=144	N=149	N=97 *	N=111	N=126	N=151	N=221	N=432	N=222	N=201
Agree (Net)	60%	63%	59%	68% GH	75% FGH	60% H	57% H	41%	76% KlM	78% KlM	55% m	61% M	39%	61% R	72% QR	65% R	54%	43%	63% u	62% u	54%	60%
Strongly agree	24%	25%	22%	28% gH	38% dFGH	23% H	19% H	10%	33% M	38% lM	24% M	22% M	8%	24% R	39% NPQR	22% r	16%	11%	24%	26% U	18%	23%
Somewhat agree	37%	37%	37%	40% h	37%	37%	38%	31%	43%	40%	31%	38%	32%	37%	33%	42%	38%	31%	40%	36%	36%	37%
Disagree (Net)	16%	18% c	13%	19%	12%	13%	16%	16%	16%	12%	21%	17%	23%	22% oPR	12%	6%	14% p	11%	16%	12%	23% Tv	15%
Somewhat disagree	11%	12%	10%	14% e	8%	8%	12%	10%	11%	7%	14%	14%	15%	18% oPqR	8%	3%	9% p	6%	13% T	6%	18% Tv	11%
Strongly disagree	5%	6%	4%	5%	5%	5%	4%	6%	6%	5%	7%	3%	8%	4%	4%	3%	5%	4%	4%	6%	5%	4%
Not at all sure	24%	19%	28% B	13%	13%	27% DE	27% DE	43% DEFG	8%	9%	24% Ij	22% Ij	38% IJ	18%	16%	30% no	32% NO	47% NOPQ	20%	26%	23%	24%

* Table Base: U.S. RESPONDENTS

072222 - HOD FLASH (24 HOUR) SURVEY

QS1Q1: How frequently do you use each of the following social media platforms?

Facebook

	Total (A)	Household Income: Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	Education: HS or Less (F)	Some College (G)	College Grad+ (H)	Employed: Yes (I)	No (J)	Children in HH: Yes (K)	No (L)	Parent of Child Under 18: Yes (M)	No (N)	Home Ownership: Homeowner (O)	Renter (P)	Marital Status: Married (Q)	Not married (R)	Race/Ethnicity: White (S)	AA (T)	Hispanic (U)
Total	N=1076	N=315	N=173	N=139	N=432	N=372	N=326	N=235	N=642	N=434	N=396	N=680	N=329	N=747	N=740	N=307	N=506	N=570	N=663	N=130	N=179
Total (Unweighted)	N=1076	N=377	N=186	N=154	N=342	N=345	N=296	N=270	N=595	N=481	N=356	N=720	N=305	N=771	N=734	N=323	N=545	N=531	N=778	N=131	N=78 *
At least once a day	56%	58%	56%	54%	56%	59% h	56%	50%	58%	53%	60%	54%	65% N	52%	57%	55%	59%	54%	58%	53%	57%
At least once a week	12%	11%	10%	15%	13%	11%	9%	16% g	10%	15% i	12%	12%	10%	13%	14% P	8%	12%	12%	14% u	13%	6%
At least once a month	6%	7%	8%	4%	5%	7%	6%	7%	7%	5%	8% l	5%	8%	5%	5%	8%	5%	7%	5%	6%	9%
Less than once a month	6%	7%	7%	4%	5%	6%	5%	8%	8% J	3%	6%	6%	6%	6%	5%	7%	6%	6%	6%	6%	10%
N/A - I don't use this social media platform.	20%	16%	19%	23%	21%	17%	23%	19%	17%	23% I	14%	23% K	11%	23% M	19%	22%	18%	21%	18%	21%	19%

* Table Base: US RESPONDENTS

Instagram

	Total (A)	Household Income: Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	Education: HS or Less (F)	Some College (G)	College Grad+ (H)	Employed: Yes (I)	No (J)	Children in HH: Yes (K)	No (L)	Parent of Child Under 18: Yes (M)	No (N)	Home Ownership: Homeowner (O)	Renter (P)	Marital Status: Married (Q)	Not married (R)	Race/Ethnicity: White (S)	AA (T)	Hispanic (U)
Total	N=1076	N=315	N=173	N=139	N=432	N=372	N=326	N=235	N=642	N=434	N=396	N=680	N=329	N=747	N=740	N=307	N=506	N=570	N=663	N=130	N=179
Total (Unweighted)	N=1076	N=377	N=186	N=154	N=342	N=345	N=296	N=270	N=595	N=481	N=356	N=720	N=305	N=771	N=734	N=323	N=545	N=531	N=778	N=131	N=78 *
At least once a day	34%	34%	40%	33%	33%	33%	38%	32%	41% J	24%	45% L	28%	45% N	29%	34%	36%	30%	37% Q	25%	54% S	48% S
At least once a week	13%	11%	11%	13%	16%	10%	12%	19% Fg	16% J	10%	16%	12%	16%	12%	13%	14%	12%	15%	11%	13%	16%
At least once a month	6%	7%	5%	4%	6%	6%	7%	4%	7% j	4%	8% l	5%	9% N	4%	6%	6%	5%	6%	6%	5%	3%
Less than once a month	6%	7%	9%	4%	5%	7%	4%	7%	6%	6%	6%	6%	6%	6%	6%	5%	6%	6%	6%	3%	11% T
N/A - I don't use this social media platform.	41%	41%	36%	45%	40%	43%	39%	38%	30%	56% I	26%	49% K	25%	48% M	40%	39%	47% R	35%	51% TU	25%	22%

* Table Base: US RESPONDENTS

Twitter

	Total (A)	Household Income: Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	Education: HS or Less (F)	Some College (G)	College Grad+ (H)	Employed: Yes (I)	No (J)	Children in HH: Yes (K)	No (L)	Parent of Child Under 18: Yes (M)	No (N)	Home Ownership: Homeowner (O)	Renter (P)	Marital Status: Married (Q)	Not married (R)	Race/Ethnicity: White (S)	AA (T)	Hispanic (U)
Total	N=1076	N=315	N=173	N=139	N=432	N=372	N=326	N=235	N=642	N=434	N=396	N=680	N=329	N=747	N=740	N=307	N=506	N=570	N=663	N=130	N=179
Total (Unweighted)	N=1076	N=377	N=186	N=154	N=342	N=345	N=296	N=270	N=595	N=481	N=356	N=720	N=305	N=771	N=734	N=323	N=545	N=531	N=778	N=131	N=78 *
At least once a day	23%	20%	25%	24%	25%	19%	22%	29% F	28% J	16%	31% L	19%	33% N	19%	23%	23%	23%	23%	19%	35% S	29% s
At least once a week	12%	10%	14%	7%	14% d	7%	13% f	17% F	17% J	4%	16% L	9%	18% N	9%	13%	10%	13%	11%	9%	14%	18% S
At least once a month	7%	7%	6%	7%	7%	8%	6%	7%	7%	5%	8%	6%	7%	7%	7%	6%	3%	10% Q	6%	6%	7%
Less than once a month	7%	6%	10% e	5%	5%	9% H	6%	4%	7%	6%	8%	5%	6%	7%	6%	7%	4%	9% Q	6%	7%	6%
N/A - I don't use this social media platform.	52%	57% C	45%	57% c	50%	57% H	53% h	44%	41%	68% I	37%	61% K	37%	59% M	52%	53%	57% R	48%	60% TU	38%	39%

* Table Base: US RESPONDENTS

Snapchat

	Total (A)	Household Income: Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	Education: HS or Less (F)	Some College (G)	College Grad+ (H)	Employed: Yes (I)	No (J)	Children in HH: Yes (K)	No (L)	Parent of Child Under 18: Yes (M)	No (N)	Home Ownership: Homeowner (O)	Renter (P)	Marital Status: Married (Q)	Not married (R)	Race/Ethnicity: White (S)	AA (T)	Hispanic (U)
Total	N=1076	N=315	N=173	N=139	N=432	N=372	N=326	N=235	N=642	N=434	N=396	N=680	N=329	N=747	N=740	N=307	N=506	N=570	N=663	N=130	N=179
Total (Unweighted)	N=1076	N=377	N=186	N=154	N=342	N=345	N=296	N=270	N=595	N=481	N=356	N=720	N=305	N=771	N=734	N=323	N=545	N=531	N=778	N=131	N=78 *
At least once a day	20%	21%	21%	17%	21%	25% H	21%	15%	25% J	13%	31% L	14%	30% N	16%	19%	21%	17%	23% Q	18%	26% s	21%
At least once a week	11%	11%	14%	8%	12%	11%	12%	14%	15% J	5%	16% L	9%	20% N	8%	12%	10%	10%	12%	8%	16% S	19% S
At least once a month	5%	4%	4%	6%	5%	4%	4%	6%	6% j	3%	8% L	3%	9% N	3%	5%	5%	5%	5%	3%	10% S	6%
Less than once a month	6%	7%	9% e	8%	4%	7%	6%	6%	7%	6%	6%	6%	6%	6%	5%	8%	5%	7%	5%	3%	11% sT
N/A - I don't use this social media platform.	57%	57%	52%	61%	58%	53%	57%	59%	47%	73% I	38%	69% K	36%	67% M	58%	56%	63% R	52%	66% TU	45%	43%

* Table Base: US RESPONDENTS

TikTok

	Total (A)	Household Income: Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	Education: HS or Less (F)	Some College (G)	College Grad+ (H)	Employed: Yes (I)	No (J)	Children in HH: Yes (K)	No (L)	Parent of Child Under 18: Yes (M)	No (N)	Home Ownership: Homeowner (O)	Renter (P)	Marital Status: Married (Q)	Not married (R)	Race/Ethnicity: White (S)	AA (T)	Hispanic (U)
Total	N=1076	N=315	N=173	N=139	N=432	N=372	N=326	N=235	N=642	N=434	N=396	N=680	N=329	N=747	N=740	N=307	N=506	N=570	N=663	N=130	N=179
Total (Unweighted)	N=1076	N=377	N=186	N=154	N=342	N=345	N=296	N=270	N=595	N=481	N=356	N=720	N=305	N=771	N=734	N=323	N=545	N=531	N=778	N=131	N=78 *
At least once a day	27%	30% D	28%	20%	26%	27%	29%	26%	31% J	21%	40% L	19%	41% N	21%	24%	33% O	22%	31% Q	20%	42% S	40% S
At least once a week	13%	13%	15%	13%	12%	16%	11%	16%	17% J	7%	18% L	10%	18% N	10%	14%	12%	11%	14%	11%	19% S	18% s
At least once a month	3%	3%	5%	4%	3%	2%	4%	5% f	5% J	1%	4%	2%	5% n	2%	3%	4%	2%	4%	2%	7% S	4%
Less than once a month	4%	4%	5%	3%	4%	4%	4%	4%	4%	3%	3%	4%	2%	5%	4%	3%	3%	4%	4%	1%	2%
N/A - I don't use this social media platform.	53%	50%	48%	60% bc	56%	51%	52%	49%	43%	68% I	35%	64% K	34%	62% M	55%	48%	61% R	47%	64% TU	31%	36%

* Table Base: US RESPONDENTS

YouTube

	Total (A)	Household Income: Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	Education: HS or Less (F)	Some College (G)	College Grad+ (H)	Employed: Yes (I)	No (J)	Children in HH: Yes (K)	No (L)	Parent of Child Under 18: Yes (M)	No (N)	Home Ownership: Homeowner (O)	Renter (P)	Marital Status: Married (Q)	Not married (R)	Race/Ethnicity: White (S)	AA (T)	Hispanic (U)
Total	N=1076	N=315	N=173	N=139	N=432	N=372	N=326	N=235	N=642	N=434	N=396	N=680	N=329	N=747	N=740	N=307	N=506	N=570	N=663	N=130	N=179
Total (Unweighted)	N=1076	N=377	N=186	N=154	N=342	N=345	N=296	N=270	N=595	N=481	N=356	N=720	N=305	N=771	N=734	N=323	N=545	N=531	N=778	N=131	N=78 *
At least once a day	49%	57% cdE	48%	46%	45%	51%	52%	45%	56% J	38%	60% L	43%	59% N	45%	46%	59% O	40%	57% Q	40%	63% S	64% S
At least once a week	23%	17%	20%	20%	30% BCd	19%	21%	31% FG	23%	23%	23%	23%	25%	22%	26% P	15%	29% R	18%	27% U	21%	15%
At least once a month	8%	8%	11%	10%	6%	8%	11% H	5%	9%	8%	7%	9%	7%	9%	8%	9%	9%	8%	9%	8%	9%
Less than once a month	7%	6%	8%	6%	7%	7%	6%	7%	5%	10% I	4%	9% K	4%	8% M	6%	6%	7%	7%	9% t	3%	5%
N/A - I don't use this social media platform.	12%	11%	13%	18%	11%	15%	9%	12%	7%	21% I	6%	16% K	4%	16% M	13%	11%	15% R	10%	16% T	5%	8%

* Table Base: US RESPONDENTS

Twitch

	Total (A)	Household Income: Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	Education: HS or Less (F)	Some College (G)	College Grad+ (H)	Employed: Yes (I)	No (J)	Children in HH: Yes (K)	No (L)	Parent of Child Under 18: Yes (M)	No (N)	Home Ownership: Homeowner (O)	Renter (P)	Marital Status: Married (Q)	Not married (R)	Race/Ethnicity: White (S)	AA (T)	Hispanic (U)
Total	N=1076	N=315	N=173	N=139	N=432	N=372	N=326	N=235	N=642	N=434	N=396	N=680	N=329	N=747	N=740	N=307	N=506	N=570	N=663	N=130	N=179
Total (Unweighted)	N=1076	N=377	N=186	N=154	N=342	N=345	N=296	N=270	N=595	N=481	N=356	N=720	N=305	N=771	N=734	N=323	N=545	N=531	N=778	N=131	N=78 *
At least once a day	7%	9%	6%	4%	8%	8% h	7%	4%	10% J	4%	10% L	5%	12% N	5%	6%	9%	7%	8%	5%	10% S	14% S
At least once a week	8%	8%	8%	7%	10%	6%	8%	13% F	12% J	3%	16% L	4%	18% N	4%	10% P	5%	9%	8%	6%	11% s	16% S
At least once a month	4%	3%	6%	4%	4%	5%	2%	6% g	6% J	3%	6% L	3%	7% n	3%	5%	4%	3%	6% q	4%	5%	2%
Less than once a month	8%	5%	15% BE	8%	6%	9%	9%	6%	8%	7%	6%	8%	4%	9% M	7%	8%	5%	10% Q	5%	7%	12% S
N/A - I don't use this social media platform.	73%	75% c	65%	76% c	72%	72%	74%	71%	65%	84% I	61%	79% K	59%	78% M	72%	74%	77% R	68%	80% TU	66%	56%

* Table Base: US RESPONDENTS

Reddit

	Total (A)	Household Income: Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	Education: HS or Less (F)	Some College (G)	College Grad+ (H)	Employed: Yes (I)	No (J)	Children in HH: Yes (K)	No (L)	Parent of Child Under 18: Yes (M)	No (N)	Home Ownership: Homeowner (O)	Renter (P)	Marital Status: Married (Q)	Not married (R)	Race/Ethnicity: White (S)	AA (T)	Hispanic (U)
Total	N=1076	N=315	N=173	N=139	N=432	N=372	N=326	N=235	N=642	N=434	N=396	N=680	N=329	N=747	N=740	N=307	N=506	N=570	N=663	N=130	N=179
Total (Unweighted)	N=1076	N=377	N=186	N=154	N=342	N=345	N=296	N=270	N=595	N=481	N=356	N=720	N=305	N=771	N=734	N=323	N=545	N=531	N=778	N=131	N=78 *
At least once a day	11%	10%	9%	9%	13%	8%	13% f	12%	14% J	6%	15% L	8%	17% N	8%	12%	8%	11%	11%	8%	11%	21% St
At least once a week	13%	8%	13%	14%	17% B	11%	12%	19% Fg	19% J	5%	18% L	10%	20% N	10%	13%	14%	13%	13%	11%	16%	14%
At least once a month	6%	8%	5%	4%	5%	6%	6%	7%	8% J	3%	7%	5%	6%	6%	5%	7%	5%	7%	5%	7%	9%
Less than once a month	7%	6%	12% BE	7%	6%	6%	4%	10% G	9% J	4%	8%	6%	8%	6%	7%	8%	6%	8%	6%	7%	7%
N/A - I don't use this social media platform.	64%	68% e	60%	66%	60%	69% H	65% H	52%	51%	82% I	53%	70% K	49%	70% M	63%	63%	65%	62%	69% tU	59%	48%

* Table Base: US RESPONDENTS

QS1Q6: Which of the following apply to you? Please select all that apply.

	Total (A)	Household Income: Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	Education: HS or Less (F)	Some College (G)	College Grad+ (H)	Employed: Yes (I)	No (J)	Children in HH: Yes (K)	No (L)	Parent of Child Under 18: Yes (M)	No (N)	Home Ownership: Homeowner (O)	Renter (P)	Marital Status: Married (Q)	Not married (R)	Race/Ethnicity: White (S)	AA (T)	Hispanic (U)
Total	N=514	N=136	N=95 *	N=60 *	N=217	N=160	N=153	N=132	N=376	N=137	N=249	N=265	N=208	N=306	N=359	N=143	N=218	N=296	N=268	N=81 *	N=108
Total (Unweighted)	N=482	N=154	N=94 *	N=61 *	N=168	N=128	N=136	N=141	N=328	N=154	N=218	N=264	N=190	N=292	N=330	N=144	N=234	N=248	N=306	N=83 *	N=44 *
I have discovered a brand on Twitter.	48%	34%	44%	56% B	57% Bc	41%	47%	56% F	50%	44%	47%	50%	46%	50%	51% P	39%	48%	49%	47%	45%	52%
I am more likely to purchase products from brands that pc	46%	54% Cd	37%	36%	47%	44%	43%	45%	47%	41%	49%	43%	54% N	40%	46%	48%	49%	43%	44%	51%	48%
I would buy a product promoted in a livestream on Twitte	39%	37%	37%	44%	39%	40%	29%	49% G	42% j	31%	46% L	32%	47% N	33%	40%	37%	49% R	31%	40%	34%	43%
Count	1.33	1.24	1.18	1.36	1.44	1.24	1.19	1.50	1.39	1.15	1.41	1.25	1.47	1.23	1.38	1.24	1.45	1.24	1.31	1.31	1.44

* Table Base: TWITTER USERS

QS1Q2: For each of the following statements regarding current events, please indicate whether you know the statement is true or false. If you do not know for sure whether the statement is true or false, please select "Not at all sure".

Earlier this year, Twitter's Board of Directors agreed to sell the social media platform to Elon Musk, CEO of Tesla, Inc. for $44 billion.

	Total (A)	Household Income: Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	Education: HS or Less (F)	Some College (G)	College Grad+ (H)	Employed: Yes (I)	No (J)	Children in HH: Yes (K)	No (L)	Parent of Child Under 18: Yes (M)	No (N)	Home Ownership: Homeowner (O)	Renter (P)	Marital Status: Married (Q)	Not married (R)	Race/Ethnicity: White (S)	AA (T)	Hispanic (U)
Total	N=1076	N=315	N=173	N=139	N=432	N=372	N=326	N=235	N=642	N=434	N=396	N=680	N=329	N=747	N=740	N=307	N=506	N=570	N=663	N=130	N=179
Total (Unweighted)	N=1076	N=377	N=186	N=154	N=342	N=345	N=296	N=270	N=595	N=481	N=356	N=720	N=305	N=771	N=734	N=323	N=545	N=531	N=778	N=131	N=78 *
True	71%	57%	72% B	71% B	81% BCD	63%	72% F	75% F	71%	70%	72%	70%	71%	71%	75% P	65%	79% R	64%	74% T	62%	70%
False	6%	10% dE	8% e	4%	3%	8%	4%	7%	7% J	4%	6%	6%	7%	5%	6%	5%	4%	8% Q	5%	4%	8%
Not at all sure	23%	33% CE	20%	25% E	15%	29% H	23%	18%	21%	26%	22%	24%	22%	24%	19%	30% O	17%	28% Q	21%	33% S	22%

* Table Base: US RESPONDENTS

Netflix executives recently announced that the company is considering adding a low-cost, ad-supported tier to its subscription offerings at the beginning of 2023.

	Total (A)	Household Income: Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	Education: HS or Less (F)	Some College (G)	College Grad+ (H)	Employed: Yes (I)	No (J)	Children in HH: Yes (K)	No (L)	Parent of Child Under 18: Yes (M)	No (N)	Home Ownership: Homeowner (O)	Renter (P)	Marital Status: Married (Q)	Not married (R)	Race/Ethnicity: White (S)	AA (T)	Hispanic (U)
Total	N=1076	N=315	N=173	N=139	N=432	N=372	N=326	N=235	N=642	N=434	N=396	N=680	N=329	N=747	N=740	N=307	N=506	N=570	N=663	N=130	N=179
Total (Unweighted)	N=1076	N=377	N=186	N=154	N=342	N=345	N=296	N=270	N=595	N=481	N=356	N=720	N=305	N=771	N=734	N=323	N=545	N=531	N=778	N=131	N=78 *
True	47%	37%	49% B	49% B	54% B	40%	48% f	52% F	53% J	38%	57% L	41%	58% N	42%	50% P	40%	51% r	44%	47%	47%	51%
False	5%	9% DE	8% DE	1%	3%	6%	6%	6%	7% J	3%	6%	5%	7% n	4%	5%	5%	4%	6%	4%	7%	9% s
Not at all sure	48%	54% CE	43%	50%	43%	55% gH	46%	42%	40%	58% I	37%	54% K	35%	53% M	45%	55% O	45%	50%	50%	46%	40%

* Table Base: US RESPONDENTS

Last month, TikTok implemented a rating system to prevent young audiences from seeing inappropriate videos.

	Total (A)	Household Income: Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	Education: HS or Less (F)	Some College (G)	College Grad+ (H)	Employed: Yes (I)	No (J)	Children in HH: Yes (K)	No (L)	Parent of Child Under 18: Yes (M)	No (N)	Home Ownership: Homeowner (O)	Renter (P)	Marital Status: Married (Q)	Not married (R)	Race/Ethnicity: White (S)	AA (T)	Hispanic (U)
Total	N=1076	N=315	N=173	N=139	N=432	N=372	N=326	N=235	N=642	N=434	N=396	N=680	N=329	N=747	N=740	N=307	N=506	N=570	N=663	N=130	N=179
Total (Unweighted)	N=1076	N=377	N=186	N=154	N=342	N=345	N=296	N=270	N=595	N=481	N=356	N=720	N=305	N=771	N=734	N=323	N=545	N=531	N=778	N=131	N=78 *
True	32%	35%	37%	27%	31%	31%	33%	31%	36% J	26%	41% L	27%	42% N	28%	32%	35%	29%	35%	28%	37%	44% S
False	8%	11% D	7% D	1%	9% D	12% G	5%	9% g	9%	8%	12% L	6%	12% N	7%	8%	7%	6%	10% Q	5%	15% S	12% S
Not at all sure	60%	54%	56%	72% BCE	60%	56%	63%	60%	55%	66% I	47%	67% K	46%	66% M	60%	59%	65% R	55%	66% TU	48%	44%

* Table Base: US RESPONDENTS

QS1Q7: In a previous question, you indicated that you were aware that Twitter's Board of Directors agreed to sell the social media platform to Elon Musk, CEO of Tesla, Inc. for $44 billion in April 2022. How much better or worse was your opinion of Twitter after its Board of Directors agreed to the sale?

	Total (A)	Household Income: Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	Education: HS or Less (F)	Some College (G)	College Grad+ (H)	Employed: Yes (I)	No (J)	Children in HH: Yes (K)	No (L)	Parent of Child Under 18: Yes (M)	No (N)	Home Ownership: Homeowner (O)	Renter (P)	Marital Status: Married (Q)	Not married (R)	Race/Ethnicity: White (S)	AA (T)	Hispanic (U)
Total	N=764	N=179	N=125	N=98 *	N=352	N=233	N=235	N=176	N=459	N=306	N=287	N=478	N=235	N=529	N=557	N=199	N=398	N=367	N=491	N=81 *	N=126
Total (Unweighted)	N=760	N=222	N=137	N=110	N=281	N=217	N=201	N=205	N=420	N=340	N=248	N=512	N=213	N=547	N=546	N=207	N=429	N=331	N=569	N=79 *	N=54 *
Better opinion (Net)	30%	34%	24%	30%	32%	30%	28%	34%	39% J	17%	39% L	25%	43% N	24%	31%	27%	32%	28%	30%	28%	34%
Much better opinion	14%	16% C	5%	12%	17% C	11%	15%	16%	19% J	7%	19% L	11%	20% N	11%	14%	11%	17% r	11%	15%	9%	16%
Somewhat better opinion	16%	17%	19%	18%	15%	19%	13%	17%	20% J	10%	19%	14%	23% N	13%	17%	16%	16%	17%	15%	19%	19%
No change	52%	51%	54%	54%	50%	56%	53%	48%	46%	61% I	45%	57% K	40%	58% M	51%	54%	50%	54%	54%	58%	47%
Worse opinion (Net)	18%	15%	22%	16%	18%	14%	18%	18%	15%	22% i	17%	18%	17%	18%	18%	19%	18%	18%	16%	14%	19%
Somewhat worse opinion	11%	9%	10%	11%	12%	9%	12%	13%	8%	16% I	12%	11%	11%	11%	11%	11%	11%	11%	9%	8%	12%
Much worse opinion	7%	6%	12% be	5%	6%	6%	7%	6%	7%	6%	5%	8%	6%	7%	7%	8%	7%	7%	6%	6%	6%

* Table Base: AWARE OF TWITTER SALE

QS1Q3: Based on what you have seen or heard, who do you think should win the lawsuit between Elon Musk and Twitter?

	Total (A)	Household Income: Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	Education: HS or Less (F)	Some College (G)	College Grad+ (H)	Employed: Yes (I)	No (J)	Children in HH: Yes (K)	No (L)	Parent of Child Under 18: Yes (M)	No (N)	Home Ownership: Homeowner (O)	Renter (P)	Marital Status: Married (Q)	Not married (R)	Race/Ethnicity: White (S)	AA (T)	Hispanic (U)
Total	N=764	N=179	N=125	N=98 *	N=352	N=233	N=235	N=176	N=459	N=306	N=287	N=478	N=235	N=529	N=557	N=199	N=398	N=367	N=491	N=81 *	N=126
Total (Unweighted)	N=760	N=222	N=137	N=110	N=281	N=217	N=201	N=205	N=420	N=340	N=248	N=512	N=213	N=547	N=546	N=207	N=429	N=331	N=569	N=79 *	N=54 *
Elon Musk	41%	42%	41%	45%	39%	39%	44%	40%	44% J	35%	44%	38%	48% N	37%	41%	39%	44% r	36%	44% T	29%	39%
Twitter	35%	35%	37%	27%	38%	32%	32%	40%	37%	33%	35%	36%	37%	35%	34%	39%	33%	38%	30%	45% S	43% s
Not at all sure	24%	22%	23%	28%	23%	29% h	24%	20%	19%	32% I	20%	26%	15%	28% M	25%	22%	23%	25%	26%	26%	19%

* Table Base: AWARE OF TWITTER SALE

QS1Q4: Before taking this survey, how familiar were you with the term bots (i.e., computer programs that act like human users, particularly on social media platforms)?

	Total (A)	Household Income: Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	Education: HS or Less (F)	Some College (G)	College Grad+ (H)	Employed: Yes (I)	No (J)	Children in HH: Yes (K)	No (L)	Parent of Child Under 18: Yes (M)	No (N)	Home Ownership: Homeowner (O)	Renter (P)	Marital Status: Married (Q)	Not married (R)	Race/Ethnicity: White (S)	AA (T)	Hispanic (U)
Total	N=1076	N=315	N=173	N=139	N=432	N=372	N=326	N=235	N=642	N=434	N=396	N=680	N=329	N=747	N=740	N=307	N=506	N=570	N=663	N=130	N=179
Total (Unweighted)	N=1076	N=377	N=186	N=154	N=342	N=345	N=296	N=270	N=595	N=481	N=356	N=720	N=305	N=771	N=734	N=323	N=545	N=531	N=778	N=131	N=78 *
Never heard the term	15%	19% cE	12%	14%	12%	20% gH	14%	12%	10%	22% I	11%	16% k	13%	15%	14%	13%	16%	14%	15%	11%	17%
Only heard the term	25%	29% e	28%	27%	21%	26%	25%	22%	22%	30% I	21%	28% k	22%	27%	26%	24%	27%	24%	28% t	19%	21%
Somewhat familiar	33%	33%	36%	29%	33%	31%	36%	35%	35%	31%	31%	34%	31%	34%	32%	37%	34%	32%	34%	27%	34%
Very familiar	27%	19%	24%	29% B	33% Bc	22%	26%	31% f	33% J	18%	36% L	22%	35% N	24%	27%	26%	24%	30% q	23%	43% SU	27%

* Table Base: U.S. RESPONDENTS

QS1Q5: How much do you agree or disagree with each of the following statements?

Misinformation on social media is primarily spread by bot accounts.

	Total (A)	Household Income: Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	Education: HS or Less (F)	Some College (G)	College Grad+ (H)	Employed: Yes (I)	No (J)	Children in HH: Yes (K)	No (L)	Parent of Child Under 18: Yes (M)	No (N)	Home Ownership: Homeowner (O)	Renter (P)	Marital Status: Married (Q)	Not married (R)	Race/Ethnicity: White (S)	AA (T)	Hispanic (U)
Total	N=920	N=255	N=153	N=119	N=378	N=296	N=280	N=208	N=580	N=339	N=352	N=568	N=287	N=632	N=633	N=268	N=427	N=493	N=567	N=116	N=148
Total (Unweighted)	N=925	N=313	N=167	N=129	N=303	N=272	N=258	N=240	N=543	N=382	N=319	N=606	N=271	N=654	N=625	N=289	N=466	N=459	N=663	N=118	N=65 *
Agree (Net)	61%	55%	62%	67% b	63%	56%	67% F	64%	67% J	49%	66% L	57%	67% N	58%	61%	60%	62%	59%	57%	66%	69% s
Strongly agree	25%	20%	21%	29% b	29% B	19%	23%	34% FG	28% J	20%	31% L	21%	33% N	21%	26%	23%	28% r	22%	23%	30%	21%
Somewhat agree	36%	35%	41%	38%	34%	36%	44% H	30%	40% J	29%	34%	37%	34%	37%	35%	38%	34%	38%	34%	36%	48% S
Disagree (Net)	14%	12%	19%	10%	15%	12%	10%	16%	15%	12%	13%	14%	13%	14%	15%	11%	14%	14%	14%	14%	13%
Somewhat disagree	10%	8%	12%	8%	11%	9%	6%	13% G	9%	10%	10%	10%	10%	10%	11%	8%	9%	10%	11%	6%	9%
Strongly disagree	4%	4%	6%	2%	4%	3%	4%	3%	6% J	2%	4%	4%	4%	4%	4%	4%	4%	4%	4%	7%	3%
Not at all sure	26%	33% CE	19%	23%	23%	32% gH	23%	20%	18%	39% I	21%	29% K	19%	28% M	23%	28%	24%	27%	29%	21%	19%

* Table Base: U.S. RESPONDENTS

Bot accounts are used to harass genuine users on social media.

	Total (A)	Household Income: Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	Education: HS or Less (F)	Some College (G)	College Grad+ (H)	Employed: Yes (I)	No (J)	Children in HH: Yes (K)	No (L)	Parent of Child Under 18: Yes (M)	No (N)	Home Ownership: Homeowner (O)	Renter (P)	Marital Status: Married (Q)	Not married (R)	Race/Ethnicity: White (S)	AA (T)	Hispanic (U)
Total	N=920	N=255	N=153	N=119	N=378	N=296	N=280	N=208	N=580	N=339	N=352	N=568	N=287	N=632	N=633	N=268	N=427	N=493	N=567	N=116	N=148
Total (Unweighted)	N=925	N=313	N=167	N=129	N=303	N=272	N=258	N=240	N=543	N=382	N=319	N=606	N=271	N=654	N=625	N=289	N=466	N=459	N=663	N=118	N=65 *
Agree (Net)	62%	50%	64% B	65% B	68% B	53%	66% F	68% F	66% J	54%	67% L	58%	67% N	59%	62%	61%	64%	59%	60%	65%	63%
Strongly agree	31%	28%	33%	28%	33%	30%	30%	33%	33%	27%	34%	29%	33%	30%	31%	31%	32%	30%	30%	26%	34%
Somewhat agree	31%	22%	31% b	37% B	35% B	23%	37% F	34% F	33% j	27%	33%	29%	34%	29%	32%	30%	32%	30%	30%	38%	29%
Disagree (Net)	13%	17% E	16% e	12%	10%	16%	11%	11%	15% j	10%	11%	15%	12%	14%	13%	13%	11%	15%	11%	17%	21% S
Somewhat disagree	10%	12%	12%	8%	8%	10%	9%	10%	11% j	7%	9%	10%	10%	10%	9%	11%	9%	10%	9%	10%	15%
Strongly disagree	4%	5% e	5%	4%	2%	6% gH	3%	1%	4%	3%	2%	5% k	2%	4%	4% p	2%	2%	5% Q	2%	7% S	6%
Not at all sure	25%	33% CE	19%	23%	22%	31% gH	22%	21%	19%	36% I	22%	27%	21%	27%	24%	27%	25%	26%	30% TU	19%	15%

* Table Base: U.S. RESPONDENTS

Bot accounts share useful information with genuine users via social media.

	Total (A)	Household Income: Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	Education: HS or Less (F)	Some College (G)	College Grad+ (H)	Employed: Yes (I)	No (J)	Children in HH: Yes (K)	No (L)	Parent of Child Under 18: Yes (M)	No (N)	Home Ownership: Homeowner (O)	Renter (P)	Marital Status: Married (Q)	Not married (R)	Race/Ethnicity: White (S)	AA (T)	Hispanic (U)
Total	N=920	N=255	N=153	N=119	N=378	N=296	N=280	N=208	N=580	N=339	N=352	N=568	N=287	N=632	N=633	N=268	N=427	N=493	N=567	N=116	N=148
Total (Unweighted)	N=925	N=313	N=167	N=129	N=303	N=272	N=258	N=240	N=543	N=382	N=319	N=606	N=271	N=654	N=625	N=289	N=466	N=459	N=663	N=118	N=65 *
Agree (Net)	32%	34% c	25%	33%	33%	31%	28%	38% g	38% J	20%	42% L	26%	44% N	26%	30%	35%	34%	30%	28%	43% S	39%
Strongly agree	11%	12%	8%	13%	11%	9%	10%	15%	14% J	5%	15% L	8%	17% N	8%	10%	14% o	13%	9%	10%	15%	13%
Somewhat agree	21%	22%	17%	20%	22%	21%	18%	23%	24% J	15%	27% L	17%	27% N	18%	21%	21%	21%	21%	18%	29% S	26%
Disagree (Net)	41%	34%	54% BE	43%	41%	38%	44%	41%	43%	38%	35%	45% K	35%	44% M	44%	37%	38%	44%	41%	40%	42%
Somewhat disagree	19%	16%	22%	24%	18%	18%	19%	14%	19%	17%	18%	19%	19%	18%	19%	18%	17%	20%	17%	21%	20%
Strongly disagree	23%	18%	33% BDE	19%	23%	20%	24%	27%	23%	21%	17%	26% K	16%	25% M	24%	19%	21%	23%	23%	20%	22%
Not at all sure	27%	32% C	20%	24%	26%	31% H	28%	22%	19%	41% I	23%	30% k	21%	30% M	26%	28%	28%	26%	31% Tu	16%	19%

* Table Base: U.S. RESPONDENTS

There are more bot accounts on Twitter than on other social media platforms.

	Total (A)	Household Income: Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	Education: HS or Less (F)	Some College (G)	College Grad+ (H)	Employed: Yes (I)	No (J)	Children in HH: Yes (K)	No (L)	Parent of Child Under 18: Yes (M)	No (N)	Home Ownership: Homeowner (O)	Renter (P)	Marital Status: Married (Q)	Not married (R)	Race/Ethnicity: White (S)	AA (T)	Hispanic (U)
Total	N=920	N=255	N=153	N=119	N=378	N=296	N=280	N=208	N=580	N=339	N=352	N=568	N=287	N=632	N=633	N=268	N=427	N=493	N=567	N=116	N=148
Total (Unweighted)	N=925	N=313	N=167	N=129	N=303	N=272	N=258	N=240	N=543	N=382	N=319	N=606	N=271	N=654	N=625	N=289	N=466	N=459	N=663	N=118	N=65 *
Agree (Net)	43%	39%	40%	48%	46%	39%	44%	46%	50% J	30%	54% L	36%	58% N	36%	45% P	37%	46%	40%	36%	50% S	58% S
Strongly agree	18%	15%	16%	19%	20%	13%	18%	24% F	21% J	12%	26% L	12%	27% N	13%	19%	15%	21% R	14%	17%	22%	19%
Somewhat agree	25%	24%	24%	29%	26%	26%	27%	22%	29% J	19%	28%	24%	30% N	23%	26%	22%	24%	26%	20%	28% s	38% S
Disagree (Net)	13%	10%	19% B	11%	12%	12%	11%	14%	15% J	8%	11%	14%	10%	14%	13%	13%	9%	16% Q	13%	16%	8%
Somewhat disagree	9%	8%	11%	10%	9%	9%	8%	10%	12% J	4%	7%	10%	7%	10%	9%	10%	6%	12% Q	10%	11%	8%
Strongly disagree	3%	2%	7% Bd	2%	4%	3%	3%	4%	3%	4%	4%	3%	3%	4%	4%	3%	3%	4%	3%	5% u	0%
Not at all sure	45%	51% e	42%	41%	42%	49% h	45%	40%	35%	61% I	35%	51% K	32%	50% M	42%	50% o	45%	44%	51% TU	34%	34%

* Table Base: U.S. RESPONDENTS

Posting on Twitter is a good way for brands to reach consumers.

	Total (A)	Household Income: Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	Education: HS or Less (F)	Some College (G)	College Grad+ (H)	Employed: Yes (I)	No (J)	Children in HH: Yes (K)	No (L)	Parent of Child Under 18: Yes (M)	No (N)	Home Ownership: Homeowner (O)	Renter (P)	Marital Status: Married (Q)	Not married (R)	Race/Ethnicity: White (S)	AA (T)	Hispanic (U)
Total	N=1076	N=315	N=173	N=139	N=432	N=372	N=326	N=235	N=642	N=434	N=396	N=680	N=329	N=747	N=740	N=307	N=506	N=570	N=663	N=130	N=179
Total (Unweighted)	N=1076	N=377	N=186	N=154	N=342	N=345	N=296	N=270	N=595	N=481	N=356	N=720	N=305	N=771	N=734	N=323	N=545	N=531	N=778	N=131	N=78 *
Agree (Net)	61%	57%	59%	63%	66% B	57%	61%	65%	69% J	50%	70% L	56%	72% N	56%	62%	61%	62%	61%	57%	65%	70% S
Strongly agree	25%	23%	25%	30%	25%	26%	23%	24%	30% J	16%	35% L	19%	35% N	20%	24%	27%	22%	27%	20%	35% S	36% S
Somewhat agree	37%	34%	34%	33%	41%	31%	39%	41% F	39%	34%	36%	37%	37%	37%	38%	34%	39%	34%	37%	30%	35%
Disagree (Net)	15%	14%	22% BE	16%	13%	14%	16%	17%	15%	16%	11%	17% K	11%	17% m	17% p	12%	17%	13%	16%	18%	12%
Somewhat disagree	8%	7%	12%	11%	7%	8%	7%	10%	8%	8%	7%	9%	7%	9%	9%	8%	9%	8%	8%	9%	7%
Strongly disagree	7%	7%	10%	5%	6%	6%	9%	7%	6%	8%	5%	8% k	5%	8%	8% P	4%	8%	6%	8%	9%	6%
Not at all sure	24%	30% CdE	19%	21%	21%	28% H	23%	19%	16%	34% I	18%	27% K	16%	27% M	21%	27% o	21%	26%	28% Tu	17%	17%

* Table Base: U.S. RESPONDENTS

Twitter advertisements (i.e., sponsored posts) are a good way for brands to reach consumers.

	Total (A)	Household Income: Less than $50K (B)	$50K - $74.9K (C)	$75K - $99.9K (D)	$100K+ (E)	Education: HS or Less (F)	Some College (G)	College Grad+ (H)	Employed: Yes (I)	No (J)	Children in HH: Yes (K)	No (L)	Parent of Child Under 18: Yes (M)	No (N)	Home Ownership: Homeowner (O)	Renter (P)	Marital Status: Married (Q)	Not married (R)	Race/Ethnicity: White (S)	AA (T)	Hispanic (U)
Total	N=1076	N=315	N=173	N=139	N=432	N=372	N=326	N=235	N=642	N=434	N=396	N=680	N=329	N=747	N=740	N=307	N=506	N=570	N=663	N=130	N=179
Total (Unweighted)	N=1076	N=377	N=186	N=154	N=342	N=345	N=296	N=270	N=595	N=481	N=356	N=720	N=305	N=771	N=734	N=323	N=545	N=531	N=778	N=131	N=78 *
Agree (Net)	60%	56%	60%	58%	65% b	55%	62%	63%	69% J	48%	70% L	55%	72% N	55%	62%	58%	62%	59%	55%	71% S	67% s
Strongly agree	24%	24%	25%	19%	24%	22%	23%	26%	28% J	17%	32% L	18%	35% N	18%	22%	27%	23%	24%	21%	38% Su	25%
Somewhat agree	37%	32%	35%	39%	40% b	33%	39%	37%	40% J	31%	37%	36%	37%	37%	40% P	31%	38%	35%	34%	33%	43%
Disagree (Net)	16%	14%	21% e	20%	14%	16%	15%	17%	15%	16%	12%	18% k	11%	18% M	17% p	12%	17%	15%	17%	12%	16%
Somewhat disagree	11%	11%	12%	14%	10%	12%	9%	12%	11%	10%	10%	11%	8%	12%	12%	9%	11%	10%	11%	6%	14%
Strongly disagree	5%	3%	9% BE	6%	4%	4%	6%	6%	4%	6%	3%	6% K	3%	6%	6%	3%	6%	4%	6%	5%	2%
Not at all sure	24%	29% Ce	19%	22%	22%	29% H	23%	20%	16%	36% I	18%	28% K	17%	27% M	21%	30% O	21%	26%	28% Tu	17%	17%

* Table Base: U.S. RESPONDENTS

072222 - HOD FLASH (24 HOUR) SURVEY

QS1Q1: How frequently do you use each of the following social media platforms?

Facebook

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1076		N=143		N=304		N=283		N=299		N=47	*
Total (Unweighted)	N=1076		N=118		N=253		N=288		N=369		N=48	*
At least once a day	56%	B	28%		69%	ABDEF	59%	Bf	57%	B	42%	
At least once a week	12%	c	16%	C	7%		10%		14%	C	26%	ACDe
At least once a month	6%	E	17%	ACDEf	6%	e	5%		2%		4%	
Less than once a month	6%	E	7%	e	7%	E	8%	E	3%		7%	
N/A - I don't use this social media platform.	20%	C	32%	ACD	11%		18%	C	24%	C	21%	

* Table Base: US RESPONDENTS

Instagram

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1076		N=143		N=304		N=283		N=299		N=47	*
Total (Unweighted)	N=1076		N=118		N=253		N=288		N=369		N=48	*
At least once a day	34%	EF	62%	AcDEF	51%	ADEF	29%	EF	12%		12%	
At least once a week	13%		14%		15%	f	14%		12%		5%	
At least once a month	6%		4%		8%	ef	7%		4%		0%	
Less than once a month	6%		6%		7%		6%		5%		6%	
N/A - I don't use this social media platform.	41%	BC	14%		18%		44%	BC	67%	ABCD	77%	ABCD

* Table Base: US RESPONDENTS

Twitter

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1076		N=143		N=304		N=283		N=299		N=47	*
Total (Unweighted)	N=1076		N=118		N=253		N=288		N=369		N=48	*
At least once a day	23%	EF	28%	EF	38%	ADEF	20%	Ef	12%		6%	
At least once a week	12%		17%	Ef	11%		14%	E	8%		5%	
At least once a month	7%		11%	E	9%	E	5%		4%		3%	
Less than once a month	7%		15%	AcDEf	7%		4%		4%		3%	
N/A - I don't use this social media platform.	52%	BC	29%		35%		57%	BC	72%	ABCD	83%	ABCD

* Table Base: US RESPONDENTS

Snapchat

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1076		N=143		N=304		N=283		N=299		N=47	*
Total (Unweighted)	N=1076		N=118		N=253		N=288		N=369		N=48	*
At least once a day	20%	dEF	48%	ACDEF	30%	ADEF	15%	EF	5%		2%	
At least once a week	11%	EF	17%	EF	18%	ADEF	10%	Ef	5%		0%	
At least once a month	5%	E	5%	E	9%	AEf	6%	E	0%		0%	
Less than once a month	6%	E	10%	E	7%	e	7%	E	3%		3%	
N/A - I don't use this social media platform.	57%	BC	19%		37%	B	62%	BC	86%	ABCD	96%	ABCD

* Table Base: US RESPONDENTS

TikTok

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1076		N=143		N=304		N=283		N=299		N=47	*
Total (Unweighted)	N=1076		N=118		N=253		N=288		N=369		N=48	*
At least once a day	27%	dEF	59%	ACDEF	39%	ADEF	21%	EF	9%	f	0%	
At least once a week	13%	E	20%	aEf	17%	E	14%	E	5%		6%	
At least once a month	3%		3%		5%		3%		2%		0%	
Less than once a month	4%		6%		4%		5%		2%		1%	
N/A - I don't use this social media platform.	53%	BC	11%		36%	B	58%	BC	81%	ABCD	93%	ABCDe

* Table Base: US RESPONDENTS

YouTube

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1076		N=143		N=304		N=283		N=299		N=47	*
Total (Unweighted)	N=1076		N=118		N=253		N=288		N=369		N=48	*
At least once a day	49%	EF	75%	AcDEF	64%	ADEF	49%	EF	27%		15%	
At least once a week	23%	b	13%		19%		29%	BC	27%	BC	22%	
At least once a month	8%		5%		9%		8%		9%		10%	
Less than once a month	7%		4%		5%		5%		10%	bCd	21%	ABCDe
N/A - I don't use this social media platform.	12%	BC	3%		4%		9%	c	26%	ABCD	31%	ABCD

* Table Base: US RESPONDENTS

Twitch

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1076		N=143		N=304		N=283		N=299		N=47	*
Total (Unweighted)	N=1076		N=118		N=253		N=288		N=369		N=48	*
At least once a day	7%	E	11%	E	13%	ADEf	7%	E	0%		2%	
At least once a week	8%	DEf	19%	ADEF	16%	ADEF	4%	E	0%		0%	
At least once a month	4%	E	13%	ACDEF	5%	E	4%	E	1%		0%	
Less than once a month	8%	dEf	20%	ACDEF	10%	DEf	4%		4%		0%	
N/A - I don't use this social media platform.	73%	BC	37%		55%	B	81%	ABC	95%	ABCD	98%	ABCD

* Table Base: US RESPONDENTS

Reddit

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1076		N=143		N=304		N=283		N=299		N=47	*
Total (Unweighted)	N=1076		N=118		N=253		N=288		N=369		N=48	*
At least once a day	11%	E	16%	EF	17%	ADEF	10%	E	3%		3%	
At least once a week	13%	EF	16%	EF	21%	AdEF	13%	EF	5%		0%	
At least once a month	6%	E	10%	E	8%	E	6%	E	2%		3%	
Less than once a month	7%	e	9%	ef	10%	Ef	7%		4%		0%	
N/A - I don't use this social media platform.	64%	BC	48%		44%		64%	BC	85%	ABCD	94%	ABCD

* Table Base: US RESPONDENTS

QS1Q6: Which of the following apply to you? Please select all that apply.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=514		N=102		N=199		N=122		N=83	*	N=8	**
Total (Unweighted)	N=482		N=84	*	N=160		N=125		N=103		N=10	**
I have discovered a brand on Twitter.	48%		52%		48%		46%		49%		42%	
I am more likely to purchase products from brands that pc	46%	eF	43%	F	54%	EF	44%	F	34%	f	4%	
I would buy a product promoted in a livestream on Twitte	39%		29%		50%	aBDE	34%		32%		54%	
Count	1.33		1.23		1.52		1.24		1.15		1.00	

* Table Base: TWITTER USERS

QS1Q2: For each of the following statements regarding current events, please indicate whether you know the statement is true or false. If you do not know for sure whether the statement is true or false, please select "Not at all sure".

Earlier this year, Twitter's Board of Directors agreed to sell the social media platform to Elon Musk, CEO of Tesla, Inc. for $44 billion.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1076		N=143		N=304		N=283		N=299		N=47	*
Total (Unweighted)	N=1076		N=118		N=253		N=288		N=369		N=48	*
True	71%		64%		68%		71%		78%	ABCd	72%	
False	6%	dE	12%	ADEF	11%	ADEF	2%		2%		0%	
Not at all sure	23%		24%		22%		27%	e	20%		28%	

* Table Base: US RESPONDENTS

Netflix executives recently announced that the company is considering adding a low-cost, ad-supported tier to its subscription offerings at the beginning of 2023.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1076		N=143		N=304		N=283		N=299		N=47	*
Total (Unweighted)	N=1076		N=118		N=253		N=288		N=369		N=48	*
True	47%		44%		58%	ABDEf	43%		43%		42%	
False	5%	E	8%	E	6%	E	6%	E	2%		4%	
Not at all sure	48%	C	48%	c	36%		51%	C	55%	AC	54%	C

* Table Base: US RESPONDENTS

Last month, TikTok implemented a rating system to prevent young audiences from seeing inappropriate videos.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1076		N=143		N=304		N=283		N=299		N=47	*
Total (Unweighted)	N=1076		N=118		N=253		N=288		N=369		N=48	*
True	32%	E	45%	ADEF	43%	ADEF	29%	E	20%		21%	
False	8%	ef	14%	aEF	11%	EF	8%	f	5%		0%	
Not at all sure	60%	BC	41%		46%		64%	BC	75%	ABCD	79%	ABCd

* Table Base: US RESPONDENTS

QS1Q7: In a previous question, you indicated that you were aware that Twitter's Board of Directors agreed to sell the social media platform to Elon Musk, CEO of Tesla, Inc. for $44 billion in April 2022. How much better or worse was your opinion of Twitter after its Board of Directors agreed to the sale?

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=764		N=92	*	N=207		N=200		N=232		N=34	*
Total (Unweighted)	N=760		N=70	*	N=168		N=194		N=293		N=35	*
Better opinion (Net)	30%	EF	27%		42%	AbEF	34%	EF	21%		11%	
Much better opinion	14%	Ef	11%		19%	EF	20%	aEF	7%		1%	
Somewhat better opinion	16%		15%		23%	adE	14%		14%		10%	
No change	52%	c	52%		43%		49%		60%	ACD	70%	aCD
Worse opinion (Net)	18%		21%		15%		17%		19%		18%	
Somewhat worse opinion	11%		16%		11%		9%		11%		13%	
Much worse opinion	7%		5%		5%		9%		8%		5%	

* Table Base: AWARE OF TWITTER SALE

QS1Q3: Based on what you have seen or heard, who do you think should win the lawsuit between Elon Musk and Twitter?

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=764		N=92	*	N=207		N=200		N=232		N=34	*
Total (Unweighted)	N=760		N=70	*	N=168		N=194		N=293		N=35	*
Elon Musk	41%	Bf	25%		41%	b	46%	BF	44%	Bf	24%	
Twitter	35%		38%		42%	E	33%		30%		37%	
Not at all sure	24%	c	37%	aCD	16%		21%		26%	C	39%	aCD

* Table Base: AWARE OF TWITTER SALE

QS1Q4: Before taking this survey, how familiar were you with the term bots (i.e., computer programs that act like human users, particularly on social media platforms)?

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1076		N=143		N=304		N=283		N=299		N=47	*
Total (Unweighted)	N=1076		N=118		N=253		N=288		N=369		N=48	*
Never heard the term	15%	C	9%		9%		15%	c	20%	aBC	34%	ABCDe
Only heard the term	25%	BC	15%		18%		30%	BC	30%	BC	49%	ABCDE
Somewhat familiar	33%	F	37%	F	34%	F	32%	F	35%	F	13%	
Very familiar	27%	EF	39%	ADEF	39%	ADEF	24%	EF	15%		5%	

* Table Base: U.S. RESPONDENTS

QS1Q5: How much do you agree or disagree with each of the following statements?

Misinformation on social media is primarily spread by bot accounts.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=920		N=130		N=278		N=241		N=240		N=31	*
Total (Unweighted)	N=925		N=108		N=233		N=251		N=300		N=33	*
Agree (Net)	61%	eF	61%	F	68%	EF	64%	EF	54%	F	23%	
Strongly agree	25%	F	24%	f	30%	EF	26%	F	20%		7%	
Somewhat agree	36%	F	38%	f	38%	F	38%	F	33%	f	16%	
Disagree (Net)	14%		19%	e	15%		14%		10%		10%	
Somewhat disagree	10%		14%		11%		8%		8%		7%	
Strongly disagree	4%		5%		4%		5%		2%		3%	
Not at all sure	26%	C	20%		17%		22%		36%	ABCD	67%	ABCDE

* Table Base: U.S. RESPONDENTS

Bot accounts are used to harass genuine users on social media.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=920		N=130		N=278		N=241		N=240		N=31	*
Total (Unweighted)	N=925		N=108		N=233		N=251		N=300		N=33	*
Agree (Net)	62%	eF	58%	f	70%	AbEF	65%	EF	54%	f	36%	
Strongly agree	31%	F	28%	F	36%	eF	34%	F	27%	F	0%	
Somewhat agree	31%		31%		34%		31%		27%		36%	
Disagree (Net)	13%		23%	ADE	16%	de	9%		10%		8%	
Somewhat disagree	10%		19%	ACDE	9%		8%		8%		7%	
Strongly disagree	4%		4%		7%	aDE	2%		1%		2%	
Not at all sure	25%	C	18%		14%		26%	C	36%	ABCD	55%	ABCDe

* Table Base: U.S. RESPONDENTS

Bot accounts share useful information with genuine users via social media.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=920		N=130		N=278		N=241		N=240		N=31	*
Total (Unweighted)	N=925		N=108		N=233		N=251		N=300		N=33	*
Agree (Net)	32%	Ef	37%	EF	44%	ADEF	30%	Ef	19%		13%	
Strongly agree	11%	f	9%		19%	AbDEF	8%		7%		0%	
Somewhat agree	21%	E	29%	E	25%	E	21%	E	12%		13%	
Disagree (Net)	41%	F	44%	F	40%	F	45%	F	40%	F	18%	
Somewhat disagree	19%		21%		19%		21%		15%		13%	
Strongly disagree	23%	F	22%	f	22%	f	24%	F	25%	F	5%	
Not at all sure	27%	C	19%		16%		25%	C	41%	ABCD	69%	ABCDE

* Table Base: U.S. RESPONDENTS

There are more bot accounts on Twitter than on other social media platforms.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=920		N=130		N=278		N=241		N=240		N=31	*
Total (Unweighted)	N=925		N=108		N=233		N=251		N=300		N=33	*
Agree (Net)	43%	EF	49%	EF	55%	ADEF	44%	EF	28%		16%	
Strongly agree	18%	EF	22%	EF	25%	ADEF	16%	f	10%		2%	
Somewhat agree	25%	E	27%	e	30%	E	28%	E	17%		15%	
Disagree (Net)	13%		23%	AcDEF	13%		12%		9%		2%	
Somewhat disagree	9%		15%	eF	9%		10%		7%		0%	
Strongly disagree	3%		8%	aDE	4%		2%		2%		2%	
Not at all sure	45%	BC	28%		32%		45%	BC	63%	ABCD	82%	ABCDe

* Table Base: U.S. RESPONDENTS

Posting on Twitter is a good way for brands to reach consumers.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1076		N=143		N=304		N=283		N=299		N=47	*
Total (Unweighted)	N=1076		N=118		N=253		N=288		N=369		N=48	*
Agree (Net)	61%	E	69%	Ef	68%	aEF	67%	Ef	46%		50%	
Strongly agree	25%	EF	33%	EF	35%	ADEF	25%	EF	12%		8%	
Somewhat agree	37%		37%		33%		42%	c	34%		42%	
Disagree (Net)	15%	d	18%	d	16%	d	10%		19%	Df	7%	
Somewhat disagree	8%	d	13%	D	9%		5%		10%	D	3%	
Strongly disagree	7%		5%		8%		5%		9%		4%	
Not at all sure	24%	BC	13%		15%		23%	bc	35%	ABCD	43%	ABCD

* Table Base: U.S. RESPONDENTS

Twitter advertisements (i.e., sponsored posts) are a good way for brands to reach consumers.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1076		N=143		N=304		N=283		N=299		N=47	*
Total (Unweighted)	N=1076		N=118		N=253		N=288		N=369		N=48	*
Agree (Net)	60%	EF	63%	EF	73%	AbDEF	62%	EF	47%		40%	
Strongly agree	24%	E	24%	E	35%	AbDEF	24%	E	13%		12%	
Somewhat agree	37%		39%		38%		38%		34%		27%	
Disagree (Net)	16%	d	21%	Df	16%		11%		19%	Df	7%	
Somewhat disagree	11%		18%	acDf	10%		7%		13%	d	5%	
Strongly disagree	5%		3%		6%		4%		7%		2%	
Not at all sure	24%	C	16%		11%		27%	bC	34%	ABCd	53%	ABCDE

* Table Base: U.S. RESPONDENTS

072222 - HOD FLASH (24 HOUR) SURVEY

QS1Q1: How frequently do you use each of the following social media platforms?

Facebook

				Twitter Usage					
	Total (A)	Any Twitter Usage (B)		Daily (C)		Weekly (D)		Monthly or less (E)	
Total	N=1076	N=514		N=248		N=124		N=142	
Total (Unweighted)	N=1076	N=482		N=226		N=120		N=136	
At least once a day	56%	63%	d	73%	BDE	52%		54%	
At least once a week	12%	12%	C	6%		20%	BC	15%	C
At least once a month	6%	8%		7%		9%		9%	
Less than once a month	6%	5%	c	2%		6%		11%	bC
N/A - I don't use this social media platform.	20%	12%		12%		12%		11%	

* Table Base: US RESPONDENTS

Instagram

				Twitter Usage					
	Total (A)	Any Twitter Usage (B)		Daily (C)		Weekly (D)		Monthly or less (E)	
Total	N=1076	N=514		N=248		N=124		N=142	
Total (Unweighted)	N=1076	N=482		N=226		N=120		N=136	
At least once a day	34%	51%	DE	67%	BDE	33%		38%	
At least once a week	13%	19%		14%		35%	BCE	14%	
At least once a month	6%	8%		4%		7%		13%	C
Less than once a month	6%	8%	c	4%		9%		17%	BC
N/A - I don't use this social media platform.	41%	14%		11%		16%		18%	

* Table Base: US RESPONDENTS

Twitter

				Twitter Usage					
	Total (A)	Any Twitter Usage (B)		Daily (C)		Weekly (D)		Monthly or less (E)	
Total	N=1076	N=514		N=248		N=124		N=142	
Total (Unweighted)	N=1076	N=482		N=226		N=120		N=136	
At least once a day	23%	48%	DE	100%	BDE	0%		0%	
At least once a week	12%	24%	CE	0%		100%	BCE	0%	
At least once a month	7%	14%	CD	0%		0%		50%	BCD
Less than once a month	7%	14%	CD	0%		0%		50%	BCD
N/A - I don't use this social media platform.	52%	0%		0%		0%		0%	

* Table Base: US RESPONDENTS

Snapchat

				Twitter Usage					
	Total (A)	Any Twitter Usage (B)		Daily (C)		Weekly (D)		Monthly or less (E)	
Total	N=1076	N=514		N=248		N=124		N=142	
Total (Unweighted)	N=1076	N=482		N=226		N=120		N=136	
At least once a day	20%	33%	D	45%	BDE	13%		29%	D
At least once a week	11%	19%		13%		35%	BCE	14%	
At least once a month	5%	7%		5%		8%		8%	
Less than once a month	6%	9%		6%		9%		17%	bC
N/A - I don't use this social media platform.	57%	32%		30%		36%		32%	

* Table Base: US RESPONDENTS

TikTok

				Twitter Usage					
	Total (A)	Any Twitter Usage (B)		Daily (C)		Weekly (D)		Monthly or less (E)	
Total	N=1076	N=514		N=248		N=124		N=142	
Total (Unweighted)	N=1076	N=482		N=226		N=120		N=136	
At least once a day	27%	42%	D	52%	BDE	27%		37%	
At least once a week	13%	20%		18%		31%	BCE	15%	
At least once a month	3%	5%		3%		8%	C	8%	c
Less than once a month	4%	6%		3%		2%		14%	BCD
N/A - I don't use this social media platform.	53%	27%		24%		32%		26%	

* Table Base: US RESPONDENTS

YouTube

				Twitter Usage					
	Total (A)	Any Twitter Usage (B)		Daily (C)		Weekly (D)		Monthly or less (E)	
Total	N=1076	N=514		N=248		N=124		N=142	
Total (Unweighted)	N=1076	N=482		N=226		N=120		N=136	
At least once a day	49%	63%	e	73%	BDE	53%		52%	
At least once a week	23%	23%		19%		34%	bCe	21%	
At least once a month	8%	7%		4%		7%		14%	bC
Less than once a month	7%	4%		2%		5%		8%	C
N/A - I don't use this social media platform.	12%	3%		2%		1%		5%	

* Table Base: US RESPONDENTS

Twitch

				Twitter Usage					
	Total (A)	Any Twitter Usage (B)		Daily (C)		Weekly (D)		Monthly or less (E)	
Total	N=1076	N=514		N=248		N=124		N=142	
Total (Unweighted)	N=1076	N=482		N=226		N=120		N=136	
At least once a day	7%	14%		20%	bDE	8%		8%	
At least once a week	8%	16%	E	19%	E	21%	E	7%	
At least once a month	4%	9%		6%		11%		12%	
Less than once a month	8%	13%	C	6%		11%		26%	BCD
N/A - I don't use this social media platform.	73%	48%		49%		48%		48%	

* Table Base: US RESPONDENTS

Reddit

				Twitter Usage					
	Total (A)	Any Twitter Usage (B)		Daily (C)		Weekly (D)		Monthly or less (E)	
Total	N=1076	N=514		N=248		N=124		N=142	
Total (Unweighted)	N=1076	N=482		N=226		N=120		N=136	
At least once a day	11%	17%	E	25%	BDE	12%		6%	
At least once a week	13%	21%		19%		30%	bcE	16%	
At least once a month	6%	11%		9%		16%		9%	
Less than once a month	7%	12%	d	10%		6%		22%	BCD
N/A - I don't use this social media platform.	64%	40%		37%		37%		47%	

* Table Base: US RESPONDENTS

QS1Q6: Which of the following apply to you? Please select all that apply.

				Twitter Usage					
	Total (A)	Any Twitter Usage (B)		Daily (C)		Weekly (D)		Monthly or less (E)	
Total	N=514	N=514		N=248		N=124		N=142	
Total (Unweighted)	N=482	N=482		N=226		N=120		N=136	
I have discovered a brand on Twitter.	48%	48%		49%		49%		46%	
I am more likely to purchase products from brands that pc	46%	46%		52%	e	41%		39%	
I would buy a product promoted in a livestream on Twitte	39%	39%	e	43%	E	44%	E	28%	
Count	1.33	1.33		1.43		1.35		1.13	

* Table Base: TWITTER USERS

QS1Q2: For each of the following statements regarding current events, please indicate whether you know the statement is true or false. If you do not know for sure whether the statement is true or false, please select "Not at all sure".

Earlier this year, Twitter's Board of Directors agreed to sell the social media platform to Elon Musk, CEO of Tesla, Inc. for $44 billion.

				Twitter Usage					
	Total (A)	Any Twitter Usage (B)		Daily (C)		Weekly (D)		Monthly or less (E)	
Total	N=1076	N=514		N=248		N=124		N=142	
Total (Unweighted)	N=1076	N=482		N=226		N=120		N=136	
True	71%	78%	D	88%	BDE	66%		71%	
False	6%	7%		5%		15%	BCe	6%	
Not at all sure	23%	15%	C	8%		19%	C	23%	bC

* Table Base: US RESPONDENTS

Netflix executives recently announced that the company is considering adding a low-cost, ad-supported tier to its subscription offerings at the beginning of 2023.

				Twitter Usage					
	Total (A)	Any Twitter Usage (B)		Daily (C)		Weekly (D)		Monthly or less (E)	
Total	N=1076	N=514		N=248		N=124		N=142	
Total (Unweighted)	N=1076	N=482		N=226		N=120		N=136	
True	47%	56%		65%	bDE	48%		46%	
False	5%	8%		6%		13%	C	6%	
Not at all sure	48%	37%		29%		38%		48%	bC

* Table Base: US RESPONDENTS

Last month, TikTok implemented a rating system to prevent young audiences from seeing inappropriate videos.

				Twitter Usage					
	Total (A)	Any Twitter Usage (B)		Daily (C)		Weekly (D)		Monthly or less (E)	
Total	N=1076	N=514		N=248		N=124		N=142	
Total (Unweighted)	N=1076	N=482		N=226		N=120		N=136	
True	32%	46%		50%		41%		43%	
False	8%	10%		11%		10%		10%	
Not at all sure	60%	44%		40%		50%		47%	

* Table Base: US RESPONDENTS

QS1Q7: In a previous question, you indicated that you were aware that Twitter's Board of Directors agreed to sell the social media platform to Elon Musk, CEO of Tesla, Inc. for $44 billion in April 2022. How much better or worse was your opinion of Twitter after its Board of Directors agreed to the sale?

				Twitter Usage					
	Total (A)	Any Twitter Usage (B)		Daily (C)		Weekly (D)		Monthly or less (E)	
Total	N=764	N=400		N=218		N=82	*	N=100	
Total (Unweighted)	N=760	N=368		N=194		N=84	*	N=90	*
Better opinion (Net)	30%	41%		41%		42%		39%	
Much better opinion	14%	19%		21%		20%		14%	
Somewhat better opinion	16%	22%		20%		21%		25%	
No change	52%	41%		37%		41%		50%	
Worse opinion (Net)	18%	19%		23%	e	17%		11%	
Somewhat worse opinion	11%	11%		14%		9%		6%	
Much worse opinion	7%	8%		9%		8%		5%	

* Table Base: AWARE OF TWITTER SALE

QS1Q3: Based on what you have seen or heard, who do you think should win the lawsuit between Elon Musk and Twitter?

				Twitter Usage					
	Total (A)	Any Twitter Usage (B)		Daily (C)		Weekly (D)		Monthly or less (E)	
Total	N=764	N=400		N=218		N=82	*	N=100	
Total (Unweighted)	N=760	N=368		N=194		N=84	*	N=90	*
Elon Musk	41%	40%		36%		44%		46%	
Twitter	35%	42%	e	49%	E	43%		28%	
Not at all sure	24%	17%		15%		13%		26%	cd

* Table Base: AWARE OF TWITTER SALE

QS1Q4: Before taking this survey, how familiar were you with the term bots (i.e., computer programs that act like human users, particularly on social media platforms)?

				Twitter Usage					
	Total (A)	Any Twitter Usage (B)		Daily (C)		Weekly (D)		Monthly or less (E)	
Total	N=1076	N=514		N=248		N=124		N=142	
Total (Unweighted)	N=1076	N=482		N=226		N=120		N=136	
Never heard the term	15%	7%		7%		10%		5%	
Only heard the term	25%	20%		14%		23%	c	26%	C
Somewhat familiar	33%	35%		36%		37%		33%	
Very familiar	27%	38%		43%	d	30%		37%	

* Table Base: U.S. RESPONDENTS

QS1Q5: How much do you agree or disagree with each of the following statements?

Misinformation on social media is primarily spread by bot accounts.

				Twitter Usage					
	Total (A)	Any Twitter Usage (B)		Daily (C)		Weekly (D)		Monthly or less (E)	
Total	N=920	N=477		N=231		N=112		N=135	
Total (Unweighted)	N=925	N=452		N=213		N=111		N=128	
Agree (Net)	61%	70%		72%		68%		66%	
Strongly agree	25%	31%		35%		26%		29%	
Somewhat agree	36%	39%		38%		42%		38%	
Disagree (Net)	14%	16%		17%		15%		15%	
Somewhat disagree	10%	11%		11%		8%		11%	
Strongly disagree	4%	5%		6%		7%		3%	
Not at all sure	26%	14%		10%		16%		19%	c

* Table Base: U.S. RESPONDENTS

Bot accounts are used to harass genuine users on social media.

				Twitter Usage					
	Total (A)	Any Twitter Usage (B)		Daily (C)		Weekly (D)		Monthly or less (E)	
Total	N=920	N=477		N=231		N=112		N=135	
Total (Unweighted)	N=925	N=452		N=213		N=111		N=128	
Agree (Net)	62%	70%		72%		73%		66%	
Strongly agree	31%	36%		36%		39%		32%	
Somewhat agree	31%	35%		35%		34%		34%	
Disagree (Net)	13%	16%		16%		14%		17%	
Somewhat disagree	10%	11%		10%		12%		11%	
Strongly disagree	4%	5%		6%		2%		6%	
Not at all sure	25%	13%		12%		13%		17%	

* Table Base: U.S. RESPONDENTS

Bot accounts share useful information with genuine users via social media.

				Twitter Usage					
	Total (A)	Any Twitter Usage (B)		Daily (C)		Weekly (D)		Monthly or less (E)	
Total	N=920	N=477		N=231		N=112		N=135	
Total (Unweighted)	N=925	N=452		N=213		N=111		N=128	
Agree (Net)	32%	41%		48%	E	39%		32%	
Strongly agree	11%	16%		21%	E	12%		9%	
Somewhat agree	21%	26%		27%		27%		22%	
Disagree (Net)	41%	45%		45%		47%		45%	
Somewhat disagree	19%	20%		23%		18%		17%	
Strongly disagree	23%	25%		22%		29%		28%	
Not at all sure	27%	13%	c	7%		14%		23%	BC

* Table Base: U.S. RESPONDENTS

There are more bot accounts on Twitter than on other social media platforms.

				Twitter Usage					
	Total (A)	Any Twitter Usage (B)		Daily (C)		Weekly (D)		Monthly or less (E)	
Total	N=920	N=477		N=231		N=112		N=135	
Total (Unweighted)	N=925	N=452		N=213		N=111		N=128	
Agree (Net)	43%	55%		60%	E	55%		46%	
Strongly agree	18%	24%		28%		19%		21%	
Somewhat agree	25%	31%		32%		35%		25%	
Disagree (Net)	13%	19%		22%		14%		19%	
Somewhat disagree	9%	14%		16%		11%		12%	
Strongly disagree	3%	5%		6%		3%		6%	
Not at all sure	45%	26%	c	18%		31%	C	36%	bC

* Table Base: U.S. RESPONDENTS

Posting on Twitter is a good way for brands to reach consumers.

				Twitter Usage					
	Total (A)	Any Twitter Usage (B)		Daily (C)		Weekly (D)		Monthly or less (E)	
Total	N=1076	N=514		N=248		N=124		N=142	
Total (Unweighted)	N=1076	N=482		N=226		N=120		N=136	
Agree (Net)	61%	81%	E	86%	E	82%	e	69%	
Strongly agree	25%	39%		46%	dE	33%		32%	
Somewhat agree	37%	42%		40%		49%		37%	
Disagree (Net)	15%	12%		10%		10%		17%	c
Somewhat disagree	8%	7%		7%		6%		10%	
Strongly disagree	7%	5%		3%		4%		8%	
Not at all sure	24%	7%		4%		7%		13%	C

* Table Base: U.S. RESPONDENTS

Twitter advertisements (i.e., sponsored posts) are a good way for brands to reach consumers.

				Twitter Usage					
	Total (A)	Any Twitter Usage (B)		Daily (C)		Weekly (D)		Monthly or less (E)	
Total	N=1076	N=514		N=248		N=124		N=142	
Total (Unweighted)	N=1076	N=482		N=226		N=120		N=136	
Agree (Net)	60%	78%		80%		82%		71%	
Strongly agree	24%	35%		41%	E	30%		27%	
Somewhat agree	37%	44%		39%		52%	c	44%	
Disagree (Net)	16%	16%		15%		13%		20%	
Somewhat disagree	11%	12%		10%		12%		16%	
Strongly disagree	5%	4%		5%		1%		4%	
Not at all sure	24%	5%		4%		5%		8%	

* Table Base: U.S. RESPONDENTS