

GEN POP

Q1.

Base=All

Single choice grid

Which, if any, of the following social media apps do you use - and how often?

Facebook

X/Twitter

YouTube

LinkedIn

Reddit

Snapchat

Instagram

TikTok

[Columns:]

Every day or more

More than once a week

Once a week or less

Did in the past but not now

Do not use

Q2.

Base=All

Single choice grid

And even if you don't currently use them, do you have a positive or negative opinion of each:

[Rows – Same Order as Q1]

Facebook

X/Twitter

YouTube

LinkedIn

Reddit

Snapchat

Instagram

TikTok

Very positive

Positive

Negative

Very negative

Not sure

Q3.

Base=Show items selected in Q1

Single choice grid

And of the social media apps that you use, how would you describe your experience with each:

[List those used]

Love it

Like it

Dislike it

Hate it

Q4.

Base=If “Did in the past but do not anymore” for TWITTER or FACEBOOK

Single choice grid

How long ago did you stop using this platform?

[Selected in Q1] Facebook

[Selected in Q1] X/Twitter

Within the last month

Within the last six months

Within the last year

More than a year ago

Q5.

Base = Former users (Did in the past but not now for any in Q1

Multi choice

You mentioned you no longer use at least one social media app. Why did you quit?

Please select all that apply.

Too time consuming

Negative impact on mental health

Too much misinformation

Political content or arguments

Privacy/personal information concerns

Harassment or bullying

Exposure to inappropriate content

It wasn't useful to me

To send a message to the company owner/leadership

Other (specify)

Prefer not to say

Q6.

Base = All

Single choice

Overall, would you say social media companies are having a positive or negative impact on society?

Very positive

More positive than negative

More negative than positive

Very negative

Not sure

Q7.

Base = All

Single choice

And would you say social media companies are having a positive or negative impact on you, personally?

Very positive

More positive than negative

More negative than positive

Very negative

Not sure

Q8.

Base = All

Multi choice – top three

Overall, which of the following do you see as the main benefits of social media?

Select up to three

[Randomize]

Staying connected with friends and family

Access to news and information

Giving people a platform to express their views

Helping people find communities or support networks

Entertainment and enjoyment

Supporting small businesses and creators

Learning new skills or discovering new interests

Raising awareness of social or political issues

[Fixed] Other (please specify)

[Fixed, Exclusive] None of these

Q9.

Base = All

Multi choice – top three

And which of the following do you see as the *main negative impacts* of social media?

- Spread of misinformation and false news
- Negative effects on mental health
- Cyberbullying or online harassment
- Excessive screen time or addiction
- Exposure to inappropriate or explicit content
- Increased polarization or social division
- Privacy and data collection concerns
- Harmful impacts on children and teenagers
- [Fixed] Other (please specify)
- [Fixed, Exclusive] None of these

QR1.

Base = All

Single choice grid

To what extent do you agree or disagree with the following statements?

- Social media is essential for staying informed in today's world
- Algorithm-driven content ruined social media

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- Not sure/Can't say