

Groups:

Detached and Disapproving: -5 and lower

Light and Leery: 0 to -4

Steady and Satisfied: 1 to 10

Heavy and Happy: 11+

Q1. Scored for each item

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:]

+3 Every day or more

+1 More than once a week

0 Once a week or less

-2 Did in the past but not now

-1 Do not use

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]

+2 Love it

+1 Like it

-1 Dislike it

-2 Hate it

Q6.

Base = All

Single choice

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

- +2 Very positive
- +1 More positive than negative
- 1 More negative than positive
- 2 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?

- +2 Very positive
- +1 More positive than negative
- 1 More negative than positive
- 2 Very negative
- Not sure

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

- +2 Strongly agree
- +1 Agree
- 1 Disagree
- 2 Strongly disagree
- Not sure/Can't say