

YouGov
Snapchat

US_nat Sample: 23rd - 26th August 2016



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

social_nets_mem. Social networks membership

Unweighted base	2224	959	1265	547	734	943	376	540	851	457	1678	210	179	157
Base: All US adults	2218	1102	1116	706	716	796	379	511	849	479	1447	274	344	153
Facebook	83%	79%	87%	88%	84%	79%	83%	83%	84%	84%	82%	88%	90%	78%
Twitter	40%	41%	39%	52%	43%	27%	42%	39%	41%	38%	37%	52%	43%	47%
LinkedIn	28%	31%	25%	25%	32%	28%	28%	30%	27%	29%	31%	23%	22%	28%
Google+	41%	41%	41%	51%	40%	31%	42%	35%	42%	43%	34%	51%	58%	44%
MySpace	7%	7%	7%	8%	9%	4%	6%	7%	8%	6%	6%	15%	5%	8%
Pinterest	25%	13%	36%	29%	25%	20%	21%	29%	24%	24%	27%	20%	18%	23%
Tumblr	9%	9%	8%	17%	7%	3%	11%	8%	8%	8%	8%	12%	4%	13%
Instagram	31%	29%	33%	53%	31%	12%	33%	24%	31%	37%	25%	39%	45%	41%
Vine	3%	3%	3%	6%	3%	1%	3%	4%	3%	3%	3%	4%	1%	4%
Snapchat	18%	16%	19%	39%	14%	2%	17%	14%	18%	22%	15%	21%	27%	16%
Periscope	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	-	0%	-
Other	5%	5%	4%	5%	5%	4%	3%	4%	4%	7%	5%	1%	6%	6%
Don't know	1%	1%	1%	2%	1%	0%	1%	1%	0%	2%	1%	-	1%	3%
None	14%	18%	9%	8%	14%	19%	14%	15%	14%	13%	15%	10%	10%	17%

ZIS_q1. Recently Instagram rolled out Instagram Stories which lets users create compilations of photos and videos that disappear after 24 hours. Before taking this survey how aware, if at all, were you that Instagram had rolled out Instagram Stories?

Unweighted base	1994	820	1174	523	670	801	337	487	765	405	1492	196	171	135
Base: All US adults who use social media	2013	975	1038	677	654	683	348	462	768	435	1297	257	327	132
Fully aware	14%	16%	13%	30%	10%	3%	16%	13%	12%	19%	11%	18%	24%	15%
Somewhat aware	12%	10%	13%	18%	11%	6%	10%	12%	14%	9%	11%	13%	11%	17%
Not very aware	12%	13%	11%	11%	13%	11%	13%	12%	12%	10%	10%	16%	15%	13%
Not at all aware	62%	62%	63%	40%	65%	81%	62%	64%	62%	62%	68%	52%	50%	55%

ZIS_q2a_1. How often, if ever, do you look at or post Instagram Stories? Please selection one option on each row.

- Look at

Unweighted base	599	201	398	272	217	110	99	124	250	126	391	77	74	57
Base: All US adults who use Instagram	690	323	367	372	220	98	125	121	267	177	363	107	156	63
A few times a day	16%	21%	11%	22%	10%	8%	14%	6%	17%	23%	11%	19%	29%	7%
Once a day	11%	11%	12%	14%	9%	4%	14%	17%	12%	5%	10%	21%	7%	16%
A few times a week	11%	10%	12%	13%	10%	9%	6%	7%	13%	16%	8%	12%	16%	18%
Once a week	7%	6%	8%	4%	11%	9%	6%	4%	7%	10%	6%	11%	8%	6%
Less often than once a week	11%	11%	11%	10%	14%	12%	13%	14%	12%	7%	15%	13%	4%	8%
Never	43%	41%	44%	37%	46%	58%	46%	53%	40%	39%	51%	24%	37%	45%

ZIS_q2a_2. How often, if ever, do you look at or post Instagram Stories? Please selection one option on each row.

- Post

Unweighted base	599	201	398	272	217	110	99	124	250	126	391	77	74	57
Base: All US adults who use Instagram	690	323	367	372	220	98	125	121	267	177	363	107	156	63
A few times a day	5%	6%	4%	5%	5%	3%	8%	2%	6%	3%	5%	7%	6%	-
Once a day	6%	9%	3%	9%	2%	-	4%	4%	5%	9%	3%	8%	12%	4%
A few times a week	6%	6%	7%	7%	7%	2%	10%	3%	8%	4%	5%	7%	7%	16%
Once a week	4%	3%	6%	5%	4%	2%	3%	5%	4%	5%	4%	3%	5%	7%
Less often than once a week	18%	18%	18%	18%	17%	18%	8%	23%	19%	18%	15%	28%	16%	19%
Never	61%	59%	63%	55%	63%	75%	67%	63%	58%	60%	69%	47%	54%	54%

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

social_nets_mem. Social networks membership

Unweighted base	2224	772	779	432	241	1165	39	246	97	565	90
Base: All US adults	2218	927	698	383	211	1049	38	219	93	698	97
Facebook	83%	84%	84%	83%	79%	81%	92%	82%	80%	86%	94%
Twitter	40%	34%	45%	46%	42%	36%	39%	33%	17%	52%	42%
LinkedIn	28%	14%	29%	44%	59%	31%	13%	27%	17%	27%	27%
Google+	41%	41%	43%	36%	39%	34%	49%	38%	38%	50%	52%
MySpace	7%	8%	7%	6%	2%	6%	7%	5%	1%	9%	7%
Pinterest	25%	18%	29%	29%	29%	28%	14%	19%	11%	23%	22%
Tumblr	9%	5%	11%	11%	8%	5%	6%	4%	-	16%	12%
Instagram	31%	29%	34%	33%	28%	25%	32%	23%	11%	44%	41%
Vine	3%	2%	4%	4%	2%	2%	5%	1%	1%	5%	2%
Snapchat	18%	17%	20%	18%	11%	11%	12%	7%	2%	31%	31%
Periscope	0%	0%	0%	0%	0%	1%	-	0%	-	-	-
Other	5%	4%	6%	4%	4%	4%	13%	4%	4%	5%	5%
Don't know	1%	2%	1%	0%	0%	1%	-	2%	2%	1%	-
None	14%	15%	13%	13%	13%	15%	8%	15%	20%	12%	7%

ZIS_q1. Recently Instagram rolled out Instagram Stories which lets users create compilations of photos and videos that disappear after 24 hours. Before taking this survey how aware, if at all, were you that Instagram had rolled out Instagram Stories?

Unweighted base	1994	683	700	395	216	1031	39	214	81	519	88
Base: All US adults who use social media	2013	838	636	348	191	937	38	194	78	650	94
Fully aware	14%	15%	14%	15%	11%	9%	4%	5%	6%	25%	15%
Somewhat aware	12%	8%	14%	15%	12%	11%	10%	7%	4%	17%	9%
Not very aware	12%	12%	12%	11%	12%	12%	8%	13%	15%	13%	4%
Not at all aware	62%	65%	59%	59%	64%	68%	77%	75%	75%	46%	72%

ZIS_q2a_1. How often, if ever, do you look at or post Instagram Stories? Please selection one option on each row.

- Look at

Unweighted base	599	175	233	132	59	272	14	51	10	214	29
Base: All US adults who use Instagram	690	267	239	126	58	263	12	51	10	304	40
A few times a day	16%	24%	11%	12%	7%	10%	17%	8%	8%	23%	8%
Once a day	11%	15%	8%	11%	10%	11%	13%	2%	29%	12%	12%
A few times a week	11%	10%	16%	7%	9%	14%	9%	9%	21%	10%	10%
Once a week	7%	6%	7%	9%	5%	8%	15%	13%	16%	4%	-
Less often than once a week	11%	6%	14%	19%	10%	15%	11%	11%	7%	9%	10%
Never	43%	39%	44%	42%	58%	42%	34%	57%	18%	41%	61%

ZIS_q2a_2. How often, if ever, do you look at or post Instagram Stories? Please selection one option on each row.

- Post

Unweighted base	599	175	233	132	59	272	14	51	10	214	29
Base: All US adults who use Instagram	690	267	239	126	58	263	12	51	10	304	40
A few times a day	5%	5%	4%	6%	7%	6%	7%	2%	-	4%	5%
Once a day	6%	10%	2%	5%	3%	3%	5%	-	-	10%	-
A few times a week	6%	7%	7%	3%	6%	7%	-	4%	19%	6%	5%
Once a week	4%	4%	7%	3%	3%	5%	23%	1%	11%	4%	5%
Less often than once a week	18%	15%	21%	19%	10%	17%	11%	19%	25%	17%	17%
Never	61%	59%	59%	64%	71%	62%	53%	74%	44%	59%	68%

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Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

social_nets_mem. Social networks membership

Unweighted base	2224	571	1546	834	656	431	280
Base: All US adults	2218	580	1529	873	626	401	295
Facebook	83%	89%	81%	87%	82%	83%	76%
Twitter	40%	45%	39%	39%	36%	50%	40%
LinkedIn	28%	28%	28%	18%	29%	50%	27%
Google+	41%	46%	38%	44%	35%	43%	37%
MySpace	7%	8%	6%	10%	4%	7%	3%
Pinterest	25%	27%	23%	23%	26%	28%	21%
Tumblr	9%	7%	9%	8%	6%	12%	10%
Instagram	31%	41%	26%	32%	27%	36%	28%
Vine	3%	4%	3%	3%	2%	5%	2%
Snapchat	18%	23%	15%	19%	16%	20%	14%
Periscope	0%	0%	0%	0%	0%	1%	-
Other	5%	4%	5%	5%	5%	5%	5%
Don't know	1%	1%	1%	1%	0%	0%	3%
None	14%	8%	17%	12%	16%	11%	19%

ZIS_q1. Recently Instagram rolled out Instagram Stories which lets users create compilations of photos and videos that disappear after 24 hours. Before taking this survey how aware, if at all, were you that Instagram had rolled out Instagram Stories?

Unweighted base	1994	540	1349	758	583	396	234
Base: All US adults who use social media	2013	552	1354	804	559	371	255
Fully aware	14%	18%	13%	13%	14%	15%	14%
Somewhat aware	12%	15%	10%	11%	13%	12%	12%
Not very aware	12%	14%	11%	12%	10%	10%	17%
Not at all aware	62%	54%	66%	63%	63%	63%	56%

ZIS_q2a_1. How often, if ever, do you look at or post Instagram Stories? Please selection one option on each row.

- Look at

Unweighted base	599	227	326	232	149	140	69
Base: All US adults who use Instagram	690	239	403	283	170	143	83
A few times a day	16%	15%	17%	22%	8%	11%	19%
Once a day	11%	14%	9%	9%	19%	8%	9%
A few times a week	11%	16%	9%	10%	20%	7%	7%
Once a week	7%	9%	5%	10%	3%	7%	1%
Less often than once a week	11%	8%	13%	10%	12%	14%	9%
Never	43%	37%	47%	39%	37%	52%	55%

ZIS_q2a_2. How often, if ever, do you look at or post Instagram Stories? Please selection one option on each row.

- Post

Unweighted base	599	227	326	232	149	140	69
Base: All US adults who use Instagram	690	239	403	283	170	143	83
A few times a day	5%	6%	4%	7%	1%	7%	4%
Once a day	6%	5%	7%	7%	9%	1%	3%
A few times a week	6%	13%	3%	8%	7%	3%	3%
Once a week	4%	6%	4%	6%	3%	3%	4%
Less often than once a week	18%	14%	19%	14%	28%	15%	9%
Never	61%	56%	64%	57%	53%	71%	76%

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Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

social_nets_mem. Social networks membership

Unweighted base	2224	1831	836	665	830	146	589	172	599	65	318	7	104	19	322
Base: All US adults	2218	1851	891	627	900	153	545	188	690	68	389	7	105	21	305
Facebook	83%	100%	93%	93%	94%	96%	96%	94%	96%	93%	94%	100%	87%	58%	18%
Twitter	40%	45%	100%	60%	58%	68%	60%	89%	69%	86%	68%	100%	56%	18%	7%
LinkedIn	28%	31%	42%	100%	37%	40%	46%	53%	38%	49%	34%	60%	35%	9%	9%
Google+	41%	45%	58%	53%	100%	72%	56%	71%	63%	89%	67%	73%	50%	29%	11%
MySpace	7%	8%	12%	10%	12%	100%	12%	17%	12%	41%	15%	-	8%	-	1%
Pinterest	25%	28%	37%	40%	34%	43%	100%	59%	42%	62%	43%	90%	27%	3%	3%
Tumblr	9%	10%	19%	16%	15%	21%	21%	100%	20%	57%	22%	39%	16%	-	2%
Instagram	31%	36%	54%	40%	49%	52%	53%	73%	100%	83%	80%	100%	37%	14%	3%
Vine	3%	3%	7%	5%	7%	18%	8%	21%	8%	100%	12%	-	6%	-	-
Snapchat	18%	20%	30%	21%	29%	38%	31%	45%	45%	69%	100%	89%	20%	25%	1%
Periscope	0%	0%	1%	1%	1%	-	1%	1%	1%	-	2%	100%	-	-	-
Other	5%	5%	7%	6%	6%	5%	5%	9%	6%	9%	5%	-	100%	12%	2%
Don't know	1%	1%	0%	0%	1%	-	0%	-	0%	-	1%	-	2%	100%	2%
None	14%	3%	2%	4%	4%	2%	2%	3%	1%	-	1%	-	5%	30%	100%

ZIS_q1. Recently Instagram rolled out Instagram Stories which lets users create compilations of photos and videos that disappear after 24 hours. Before taking this survey how aware, if at all, were you that Instagram had rolled out Instagram Stories?

Unweighted base	1994	1831	836	665	830	146	589	172	599	65	318	7	104	14	95
Base: All US adults who use social media	2013	1851	891	627	900	153	545	188	690	68	389	7	105	15	104
Fully aware	14%	14%	21%	15%	19%	17%	19%	33%	32%	34%	43%	52%	14%	-	1%
Somewhat aware	12%	12%	14%	13%	13%	14%	14%	18%	17%	28%	19%	27%	10%	33%	8%
Not very aware	12%	12%	13%	12%	14%	13%	10%	11%	14%	7%	8%	11%	12%	13%	11%
Not at all aware	62%	62%	52%	60%	54%	56%	56%	38%	37%	31%	30%	10%	65%	53%	79%

ZIS_q2a_1. How often, if ever, do you look at or post Instagram Stories? Please selection one option on each row.

- Look at

Unweighted base	599	571	415	248	362	76	291	121	599	53	249	7	34	3	4
Base: All US adults who use Instagram	690	659	478	250	438	80	288	138	690	56	312	7	39	3	8
A few times a day	16%	16%	16%	11%	16%	22%	14%	19%	16%	16%	24%	-	11%	-	-
Once a day	11%	12%	9%	9%	11%	9%	10%	9%	11%	9%	12%	-	2%	-	9%
A few times a week	11%	11%	9%	8%	13%	8%	12%	13%	11%	14%	14%	38%	16%	39%	-
Once a week	7%	7%	7%	5%	8%	11%	7%	3%	7%	3%	4%	11%	3%	-	-
Less often than once a week	11%	11%	12%	17%	11%	16%	14%	13%	11%	21%	12%	39%	2%	-	24%
Never	43%	43%	47%	50%	42%	34%	43%	43%	43%	37%	34%	13%	65%	61%	67%

ZIS_q2a_2. How often, if ever, do you look at or post Instagram Stories? Please selection one option on each row.

- Post

Unweighted base	599	571	415	248	362	76	291	121	599	53	249	7	34	3	4
Base: All US adults who use Instagram	690	659	478	250	438	80	288	138	690	56	312	7	39	3	8
A few times a day	5%	5%	6%	5%	6%	9%	5%	10%	5%	4%	8%	-	2%	-	-
Once a day	6%	6%	7%	2%	6%	4%	6%	3%	6%	3%	8%	-	2%	-	9%
A few times a week	6%	7%	6%	5%	7%	11%	6%	7%	6%	4%	8%	16%	7%	39%	-
Once a week	4%	5%	4%	4%	5%	6%	5%	3%	4%	11%	4%	11%	5%	-	-
Less often than once a week	18%	18%	15%	13%	21%	21%	15%	19%	18%	29%	18%	11%	11%	-	24%
Never	61%	60%	63%	71%	56%	49%	63%	59%	61%	49%	54%	62%	73%	61%	67%

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIS_q3a_1. How often, if ever, do you look at or post Snapchat Stories? Please selection one option on each row.

- Look at

Unweighted base	318	101	217	205	93	20	53	70	132	63	211	41	42	24
Base: All US adults who use Snapchat	389	179	210	273	100	16	63	70	149	107	215	57	92	25
A few times a day	31%	36%	27%	37%	19%	-	26%	35%	29%	34%	27%	26%	45%	25%
Once a day	12%	5%	18%	13%	11%	10%	24%	15%	10%	6%	15%	6%	8%	12%
A few times a week	15%	21%	9%	18%	8%	5%	22%	12%	19%	7%	18%	24%	-	21%
Once a week	7%	5%	9%	6%	8%	13%	-	3%	10%	8%	5%	10%	8%	7%
Less often than once a week	12%	9%	14%	10%	14%	14%	13%	13%	11%	10%	14%	19%	1%	11%
Never	24%	24%	23%	16%	41%	58%	15%	22%	21%	34%	20%	15%	39%	24%

ZIS_q3a_2. How often, if ever, do you look at or post Snapchat Stories? Please selection one option on each row.

- Post

Unweighted base	318	101	217	205	93	20	53	70	132	63	211	41	42	24
Base: All US adults who use Snapchat	389	179	210	273	100	16	63	70	149	107	215	57	92	25
A few times a day	16%	18%	15%	19%	13%	-	20%	6%	19%	18%	12%	21%	28%	3%
Once a day	4%	3%	6%	4%	6%	-	7%	9%	4%	1%	6%	2%	1%	8%
A few times a week	16%	16%	16%	19%	9%	5%	14%	27%	20%	3%	18%	24%	7%	14%
Once a week	8%	6%	11%	9%	7%	9%	7%	6%	10%	8%	9%	3%	9%	15%
Less often than once a week	17%	15%	18%	19%	11%	18%	25%	17%	17%	11%	23%	11%	2%	29%
Never	38%	43%	35%	31%	53%	68%	26%	34%	30%	60%	33%	39%	53%	31%

ZIS_q4. Given the choice, would you rather use Snapchat Stories or Instagram Stories, or do you have no preference?

Unweighted base	434	150	284	244	145	45	72	91	186	85	272	64	60	38
Base: All US adults who ever use Instagram Stories or Snapchat Stories	514	243	271	329	140	45	87	92	208	127	269	95	109	42
I would much rather use Snapchat Stories	27%	25%	28%	36%	12%	2%	37%	29%	23%	24%	34%	14%	23%	22%
I would somewhat rather use Snapchat Stories	8%	7%	9%	9%	7%	2%	5%	4%	11%	7%	6%	7%	9%	18%
I have no preference	41%	42%	39%	34%	53%	56%	29%	51%	43%	38%	42%	43%	37%	37%
I would somewhat rather use Instagram Stories	13%	15%	11%	11%	14%	24%	12%	9%	8%	25%	8%	17%	21%	11%
I would much rather use Instagram Stories	12%	10%	13%	10%	14%	17%	17%	7%	15%	6%	10%	19%	10%	13%

ZIS_q4a. To what extent do you agree or disagree with the following statement? Snapchat or Instagram stories are a more honest presentation of people's lives than their other social media posts.

Unweighted base	1994	820	1174	523	670	801	337	487	765	405	1492	196	171	135
Base: All US adults who use social media	2013	975	1038	677	654	683	348	462	768	435	1297	257	327	132
Strongly agree	8%	9%	7%	16%	5%	2%	9%	8%	6%	9%	4%	15%	16%	6%
Somewhat agree	11%	10%	11%	17%	10%	5%	9%	7%	15%	9%	10%	20%	7%	14%
Neither agree nor disagree	64%	64%	64%	47%	67%	78%	64%	64%	63%	66%	68%	52%	62%	57%
Somewhat disagree	8%	8%	8%	11%	8%	5%	8%	12%	8%	5%	9%	5%	6%	9%
Strongly disagree	9%	9%	10%	10%	9%	9%	10%	9%	9%	11%	9%	8%	10%	13%
Net: Agree	18%	19%	18%	33%	15%	7%	18%	15%	21%	18%	14%	35%	23%	21%
Net: Disagree	18%	17%	18%	21%	18%	15%	18%	21%	16%	16%	19%	14%	16%	22%

YouGov
Snapchat

US_nat Sample: 23rd - 26th August 2016



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

ZIS_q3a_1. How often, if ever, do you look at or post Snapchat Stories? Please selection one option on each row.

- Look at

	Unweighted base	318	95	132	67	24	118	5	17	1	151	20
Base: All US adults who use Snapchat		389	157	138	70	24	117	5	15	2	215	30
A few times a day		31%	41%	30%	17%	15%	26%	19%	5%	100%	37%	19%
Once a day		12%	10%	12%	15%	19%	17%	64%	-	-	10%	13%
A few times a week		15%	15%	15%	17%	8%	11%	-	11%	-	18%	6%
Once a week		7%	2%	9%	12%	8%	9%	16%	5%	-	6%	3%
Less often than once a week		12%	5%	13%	22%	18%	13%	-	35%	-	11%	-
Never		24%	28%	21%	18%	32%	25%	-	44%	-	18%	59%

ZIS_q3a_2. How often, if ever, do you look at or post Snapchat Stories? Please selection one option on each row.

- Post

	Unweighted base	318	95	132	67	24	118	5	17	1	151	20
Base: All US adults who use Snapchat		389	157	138	70	24	117	5	15	2	215	30
A few times a day		16%	25%	12%	10%	9%	18%	19%	-	100%	16%	11%
Once a day		4%	4%	4%	3%	16%	7%	-	5%	-	2%	9%
A few times a week		16%	13%	24%	9%	10%	10%	-	5%	-	20%	18%
Once a week		8%	7%	9%	10%	11%	13%	25%	-	-	8%	-
Less often than once a week		17%	7%	21%	28%	16%	14%	40%	15%	-	18%	6%
Never		38%	45%	31%	38%	39%	37%	16%	74%	-	36%	56%

ZIS_q4. Given the choice, would you rather use Snapchat Stories or Instagram Stories, or do you have no preference?

	Unweighted base	434	130	173	98	33	181	11	24	9	178	21
Base: All US adults who ever use Instagram Stories or Snapchat Stories		514	198	184	100	32	181	10	26	10	255	21
I would much rather use Snapchat Stories		27%	30%	27%	21%	23%	22%	9%	6%	-	33%	35%
I would somewhat rather use Snapchat Stories		8%	6%	9%	11%	-	5%	17%	-	19%	10%	6%
I have no preference		41%	38%	39%	44%	62%	46%	43%	54%	43%	35%	32%
I would somewhat rather use Instagram Stories		13%	14%	14%	10%	13%	12%	24%	37%	11%	11%	18%
I would much rather use Instagram Stories		12%	13%	12%	14%	2%	15%	7%	2%	27%	10%	9%

ZIS_q4a. To what extent do you agree or disagree with the following statement? Snapchat or Instagram stories are a more honest presentation of people's lives than their other social media posts.

	Unweighted base	1994	683	700	395	216	1031	39	214	81	519	88
Base: All US adults who use social media		2013	838	636	348	191	937	38	194	78	650	94
Strongly agree		8%	11%	4%	7%	2%	5%	2%	3%	3%	14%	4%
Somewhat agree		11%	10%	13%	12%	7%	9%	11%	10%	8%	14%	8%
Neither agree nor disagree		64%	64%	64%	62%	66%	69%	66%	70%	66%	54%	70%
Somewhat disagree		8%	5%	9%	11%	12%	7%	7%	7%	11%	10%	8%
Strongly disagree		9%	9%	10%	8%	12%	10%	14%	11%	11%	8%	9%
Net: Agree		18%	21%	17%	19%	10%	14%	13%	13%	12%	28%	13%
Net: Disagree		18%	15%	19%	19%	24%	17%	21%	17%	22%	18%	17%

YouGov
Snapchat

US_nat Sample: 23rd - 26th August 2016



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIS_q3a_1. How often, if ever, do you look at or post Snapchat Stories? Please selection one option on each row.

- Look at

	Unweighted base	318	124	171	123	78	72	39
Base: All US adults who use Snapchat		389	136	230	163	101	78	41
A few times a day	31%	28%	35%	38%	19%	31%	35%	
Once a day	12%	14%	12%	11%	18%	8%	11%	
A few times a week	15%	12%	15%	13%	20%	14%	7%	
Once a week	7%	7%	5%	6%	10%	4%	5%	
Less often than once a week	12%	8%	12%	7%	11%	20%	13%	
Never	24%	31%	21%	24%	22%	23%	29%	

ZIS_q3a_2. How often, if ever, do you look at or post Snapchat Stories? Please selection one option on each row.

- Post

	Unweighted base	318	124	171	123	78	72	39
Base: All US adults who use Snapchat		389	136	230	163	101	78	41
A few times a day	16%	20%	15%	22%	12%	16%	7%	
Once a day	4%	7%	3%	2%	6%	7%	4%	
A few times a week	16%	16%	16%	17%	11%	20%	19%	
Once a week	8%	7%	9%	8%	14%	4%	5%	
Less often than once a week	17%	9%	20%	12%	21%	16%	20%	
Never	38%	40%	38%	40%	36%	37%	45%	

ZIS_q4. Given the choice, would you rather use Snapchat Stories or Instagram Stories, or do you have no preference?

	Unweighted base	434	174	222	165	119	90	50
Base: All US adults who ever use Instagram Stories or Snapchat Stories		514	181	293	207	147	96	51
I would much rather use Snapchat Stories	27%	28%	29%	28%	23%	29%	32%	
I would somewhat rather use Snapchat Stories	8%	8%	7%	7%	10%	5%	10%	
I have no preference	41%	38%	41%	41%	39%	41%	37%	
I would somewhat rather use Instagram Stories	13%	12%	13%	13%	15%	13%	9%	
I would much rather use Instagram Stories	12%	14%	10%	11%	13%	12%	13%	

ZIS_q4a. To what extent do you agree or disagree with the following statement? Snapchat or Instagram stories are a more honest presentation of people's lives than their other social media posts.

	Unweighted base	1994	540	1349	758	583	396	234
Base: All US adults who use social media		2013	552	1354	804	559	371	255
Strongly agree	8%	10%	7%	10%	5%	5%	11%	
Somewhat agree	11%	13%	9%	11%	13%	9%	7%	
Neither agree nor disagree	64%	58%	66%	62%	64%	69%	63%	
Somewhat disagree	8%	9%	8%	6%	11%	9%	8%	
Strongly disagree	9%	10%	9%	11%	8%	8%	12%	
Net: Agree	18%	23%	16%	21%	18%	14%	17%	
Net: Disagree	18%	18%	18%	17%	18%	17%	20%	

YouGov
Snapchat

US_nat Sample: 23rd - 26th August 2016



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

ZIS_q3a_1. How often, if ever, do you look at or post Snapchat Stories? Please selection one option on each row.

- Look at

	Unweighted base	318	300	220	123	208	54	157	75	249	43	318	6	19	4	3
Base: All US adults who use Snapchat		389	367	266	134	262	58	167	84	312	47	389	6	21	5	4
A few times a day		31%	31%	33%	19%	28%	29%	29%	32%	37%	31%	-	17%	37%	72%	-
Once a day		12%	12%	11%	11%	12%	13%	17%	13%	13%	10%	12%	-	14%	-	-
A few times a week		15%	15%	15%	21%	15%	13%	12%	16%	12%	9%	15%	32%	8%	-	-
Once a week		7%	7%	6%	7%	8%	7%	9%	5%	6%	8%	7%	30%	5%	45%	28%
Less often than once a week		12%	11%	13%	19%	11%	17%	13%	18%	12%	20%	12%	12%	16%	-	-
Never		24%	25%	23%	24%	27%	21%	20%	16%	25%	16%	24%	26%	40%	19%	-

ZIS_q3a_2. How often, if ever, do you look at or post Snapchat Stories? Please selection one option on each row.

- Post

	Unweighted base	318	300	220	123	208	54	157	75	249	43	318	6	19	4	3
Base: All US adults who use Snapchat		389	367	266	134	262	58	167	84	312	47	389	6	21	5	4
A few times a day		16%	15%	20%	10%	19%	18%	18%	16%	18%	20%	16%	-	8%	37%	72%
Once a day		4%	4%	5%	5%	4%	5%	7%	5%	5%	4%	4%	-	-	-	-
A few times a week		16%	16%	17%	18%	18%	18%	16%	24%	15%	27%	16%	-	13%	-	-
Once a week		8%	9%	6%	7%	8%	10%	10%	10%	7%	-	8%	50%	19%	22%	-
Less often than once a week		17%	16%	16%	18%	14%	13%	19%	18%	16%	21%	17%	-	8%	23%	28%
Never		38%	39%	36%	42%	38%	36%	31%	28%	39%	28%	38%	50%	52%	19%	-

ZIS_q4. Given the choice, would you rather use Snapchat Stories or Instagram Stories, or do you have no preference?

	Unweighted base	434	410	284	164	273	59	210	92	380	45	259	6	18	3	5
Base: All US adults who ever use Instagram Stories or Snapchat Stories		514	484	332	172	331	66	215	108	453	51	321	6	20	4	7
I would much rather use Snapchat Stories		27%	26%	32%	27%	29%	29%	28%	34%	24%	30%	40%	-	27%	-	17%
I would somewhat rather use Snapchat Stories		8%	7%	8%	6%	9%	11%	7%	6%	7%	8%	10%	33%	5%	-	-
I have no preference		41%	42%	37%	48%	38%	41%	43%	36%	42%	39%	33%	43%	18%	55%	27%
I would somewhat rather use Instagram Stories		13%	13%	12%	8%	14%	11%	11%	13%	15%	11%	11%	12%	43%	-	-
I would much rather use Instagram Stories		12%	11%	11%	11%	11%	8%	11%	11%	13%	12%	6%	12%	8%	45%	55%

ZIS_q4a. To what extent do you agree or disagree with the following statement? Snapchat or Instagram stories are a more honest presentation of people's lives than their other social media posts.

	Unweighted base	1994	1831	836	665	830	146	589	172	599	65	318	7	104	14	95
Base: All US adults who use social media		2013	1851	891	627	900	153	545	188	690	68	389	7	105	15	104
Strongly agree		8%	8%	11%	6%	10%	11%	7%	11%	13%	12%	21%	-	3%	-	6%
Somewhat agree		11%	11%	14%	10%	13%	16%	13%	20%	17%	30%	21%	22%	9%	9%	5%
Neither agree nor disagree		64%	64%	59%	64%	61%	59%	62%	51%	52%	41%	41%	62%	62%	70%	65%
Somewhat disagree		8%	8%	9%	11%	8%	5%	8%	11%	8%	11%	9%	-	14%	-	6%
Strongly disagree		9%	9%	7%	9%	9%	9%	9%	8%	10%	5%	8%	16%	12%	21%	18%
Net: Agree		18%	19%	25%	16%	23%	26%	20%	31%	30%	42%	42%	22%	12%	9%	11%
Net: Disagree		18%	17%	16%	20%	17%	14%	18%	18%	18%	17%	17%	16%	26%	21%	24%

YouGov
Snapchat

US_nat Sample: 23rd - 26th August 2016



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIS_q5. Which, if any, of the following statements do you agree with? Please select all that apply.

	1994	820	1174	523	670	801	337	487	765	405	1492	196	171	135	
Unweighted base	2013	975	1038	677	654	683	348	462	768	435	1297	257	327	132	
Base: All US adults who use social media	I have seen a friend active on social media even though they didn't reply to my text	24%	23%	26%	40%	21%	12%	21%	22%	27%	26%	23%	32%	21%	26%
I caught a friend lying about where they were because of social media	13%	14%	13%	23%	13%	4%	13%	13%	13%	15%	11%	22%	15%	16%	
When I'm mad at my friends I won't 'like' their photos on social media	7%	6%	9%	13%	7%	2%	9%	5%	8%	8%	8%	8%	4%	12%	
I have regretted posting something that I have put on social media	22%	22%	22%	33%	19%	14%	19%	23%	22%	24%	23%	21%	17%	25%	
The amount of 'likes' I'll get is my biggest concern when posting a picture to social media	7%	6%	8%	12%	6%	3%	8%	7%	8%	4%	5%	18%	4%	7%	
Social media posts make me think my friends are living more fun lives than I am	21%	18%	23%	34%	20%	8%	17%	22%	20%	22%	20%	26%	17%	27%	
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
None of these	52%	54%	50%	30%	54%	72%	57%	52%	51%	50%	55%	39%	55%	43%	

ZIS_q6a.1. How popular, if at all, are each of the following apps amongst your friends? Please select one option on each row.

- Instagram

	1994	820	1174	523	670	801	337	487	765	405	1492	196	171	135
Unweighted base	2013	975	1038	677	654	683	348	462	768	435	1297	257	327	132
Base: All US adults who use social media	Very popular	24%	22%	26%	43%	22%	8%	29%	18%	23%	18%	39%	39%	18%
Somewhat popular	27%	25%	28%	31%	31%	19%	28%	28%	27%	24%	27%	30%	20%	35%
Not very popular	11%	12%	10%	8%	13%	11%	8%	12%	10%	12%	10%	7%	13%	14%
Not at all popular	11%	12%	10%	5%	12%	16%	9%	15%	11%	9%	13%	6%	7%	15%
Don't know	27%	28%	27%	13%	22%	46%	26%	27%	26%	31%	32%	18%	20%	18%
Net: Popular	51%	48%	54%	73%	53%	27%	57%	46%	54%	47%	45%	69%	59%	53%
Net: Not popular	22%	24%	19%	13%	25%	27%	17%	28%	20%	21%	23%	13%	20%	29%

ZIS_q6a.2. How popular, if at all, are each of the following apps amongst your friends? Please select one option on each row.

- Snapchat

	1994	820	1174	523	670	801	337	487	765	405	1492	196	171	135
Unweighted base	2013	975	1038	677	654	683	348	462	768	435	1297	257	327	132
Base: All US adults who use social media	Very popular	20%	19%	21%	41%	14%	5%	26%	19%	20%	18%	30%	29%	18%
Somewhat popular	20%	18%	21%	22%	24%	13%	21%	19%	20%	17%	19%	18%	23%	23%
Not very popular	13%	14%	13%	12%	17%	11%	12%	13%	15%	12%	13%	16%	11%	18%
Not at all popular	15%	17%	14%	9%	17%	19%	13%	19%	13%	16%	17%	9%	10%	16%
Don't know	32%	32%	31%	16%	28%	51%	29%	30%	31%	37%	35%	27%	27%	25%
Net: Popular	40%	37%	42%	63%	38%	18%	47%	38%	40%	35%	35%	48%	52%	40%
Net: Not popular	28%	30%	27%	21%	34%	30%	25%	32%	28%	28%	30%	25%	21%	35%

YouGov
Snapchat

US_nat Sample: 23rd - 26th August 2016



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

ZIS_q5. Which, if any, of the following statements do you agree with? Please select all that apply.

	1994	683	700	395	216	1031	39	214	81	519	88
Unweighted base	2013	838	636	348	191	937	38	194	78	650	94
Base: All US adults who use social media											
I have seen a friend active on social media even though they didn't reply to my text.	24%	22%	30%	24%	18%	19%	28%	14%	9%	34%	34%
I caught a friend lying about where they were because of social media	13%	12%	17%	12%	10%	9%	13%	11%	3%	21%	11%
When I'm mad at my friends I won't 'like' their photos on social media	7%	6%	8%	10%	7%	6%	10%	5%	2%	10%	9%
I have regretted posting something that I have put on social media	22%	17%	30%	21%	21%	19%	16%	19%	11%	28%	26%
The amount of 'likes' I'll get is my biggest concern when posting a picture to social media	7%	7%	8%	6%	7%	6%	20%	3%	1%	9%	5%
Social media posts make me think my friends are living more fun lives than I am	21%	19%	24%	21%	15%	16%	24%	16%	9%	30%	23%
None of these	-	-	-	-	-	-	-	-	-	-	-
None of these	52%	55%	46%	53%	56%	58%	51%	61%	77%	39%	49%

ZIS_q6a_1. How popular, if at all, are each of the following apps amongst your friends? Please select one option on each row.

- Instagram

	1994	683	700	395	216	1031	39	214	81	519	88
Unweighted base	2013	838	636	348	191	937	38	194	78	650	94
Base: All US adults who use social media											
Very popular	24%	26%	25%	24%	13%	18%	27%	13%	15%	37%	20%
Somewhat popular	27%	21%	30%	31%	34%	27%	35%	27%	11%	28%	23%
Not very popular	11%	10%	9%	12%	17%	11%	4%	12%	10%	7%	27%
Not at all popular	11%	12%	10%	11%	10%	14%	-	13%	10%	8%	8%
Don't know	27%	31%	25%	22%	26%	30%	34%	35%	53%	19%	22%
Net: Popular	51%	48%	55%	55%	47%	45%	62%	40%	26%	65%	43%
Net: Not popular	22%	21%	20%	23%	27%	25%	4%	25%	20%	16%	35%

ZIS_q6a_2. How popular, if at all, are each of the following apps amongst your friends? Please select one option on each row.

- Snapchat

	1994	683	700	395	216	1031	39	214	81	519	88
Unweighted base	2013	838	636	348	191	937	38	194	78	650	94
Base: All US adults who use social media											
Very popular	20%	22%	22%	16%	12%	13%	11%	10%	8%	36%	13%
Somewhat popular	20%	17%	20%	25%	19%	19%	30%	19%	14%	20%	16%
Not very popular	13%	11%	15%	15%	18%	15%	17%	17%	9%	10%	19%
Not at all popular	15%	15%	13%	18%	18%	18%	8%	16%	10%	12%	23%
Don't know	32%	36%	30%	26%	33%	35%	35%	39%	59%	22%	27%
Net: Popular	40%	39%	43%	42%	31%	33%	41%	29%	22%	56%	31%
Net: Not popular	28%	25%	28%	33%	37%	32%	25%	32%	19%	22%	42%

YouGov
Snapchat

US_nat Sample: 23rd - 26th August 2016



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIS_q5. Which, if any, of the following statements do you agree with? Please select all that apply.

	1994	540	1349	758	583	396	234
Unweighted base	2013	552	1354	804	559	371	255
Base: All US adults who use social media							
I have seen a friend active on social media even though they didn't reply to my text.	24%	26%	23%	26%	24%	19%	24%
I caught a friend lying about where they were because of social media	13%	15%	12%	17%	11%	11%	9%
When I'm mad at my friends I won't 'like' their photos on social media	7%	10%	6%	8%	8%	7%	4%
I have regretted posting something that I have put on social media	22%	23%	21%	23%	22%	22%	19%
The amount of 'likes' I'll get is my biggest concern when posting a picture to social media	7%	11%	5%	7%	5%	9%	7%
Social media posts make me think my friends are living more fun lives than I am	21%	24%	19%	20%	20%	21%	22%
None of these	-	-	-	-	-	-	-
None of these	52%	43%	57%	48%	55%	55%	56%

ZIS_q6a_1. How popular, if at all, are each of the following apps amongst your friends? Please select one option on each row.

- Instagram

	1994	540	1349	758	583	396	234
Unweighted base	2013	552	1354	804	559	371	255
Base: All US adults who use social media							
Very popular	24%	30%	21%	26%	21%	22%	29%
Somewhat popular	27%	28%	26%	24%	28%	33%	21%
Not very popular	11%	14%	9%	11%	10%	13%	8%
Not at all popular	11%	11%	12%	11%	11%	12%	10%
Don't know	27%	17%	32%	28%	30%	20%	32%
Net: Popular	51%	59%	47%	50%	50%	55%	50%
Net: Not popular	22%	25%	21%	23%	21%	25%	17%

ZIS_q6a_2. How popular, if at all, are each of the following apps amongst your friends? Please select one option on each row.

- Snapchat

	1994	540	1349	758	583	396	234
Unweighted base	2013	552	1354	804	559	371	255
Base: All US adults who use social media							
Very popular	20%	22%	19%	21%	18%	19%	23%
Somewhat popular	20%	23%	18%	20%	22%	19%	15%
Not very popular	13%	16%	12%	11%	16%	18%	10%
Not at all popular	15%	17%	15%	16%	13%	20%	11%
Don't know	32%	20%	37%	33%	32%	24%	41%
Net: Popular	40%	46%	37%	41%	39%	38%	38%
Net: Not popular	28%	34%	27%	26%	29%	38%	22%

YouGov
Snapchat

US_nat Sample: 23rd - 26th August 2016



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

ZIS_q5. Which, if any, of the following statements do you agree with? Please select all that apply.

	1994	1831	836	665	830	146	589	172	599	65	318	7	104	14	95
Unweighted base	1994	1831	836	665	830	146	589	172	599	65	318	7	104	14	95
Base: All US adults who use social media	2013	1851	891	627	900	153	545	188	690	68	389	7	105	15	104
I have seen a friend active on social media even though they didn't reply to my text.	24%	25%	32%	24%	30%	39%	31%	45%	37%	46%	43%	63%	35%	16%	13%
I caught a friend lying about where they were because of social media	13%	14%	18%	13%	18%	20%	15%	23%	23%	24%	25%	28%	18%	-	7%
When I'm mad at my friends I won't 'like' their photos on social media	7%	8%	11%	9%	9%	9%	11%	15%	14%	18%	14%	52%	9%	-	-
I have regretted posting something that I have put on social media	22%	23%	30%	25%	27%	33%	29%	38%	31%	46%	33%	50%	39%	5%	7%
The amount of 'likes' I'll get is my biggest concern when posting a picture to social media	7%	7%	10%	6%	9%	13%	9%	16%	12%	27%	16%	-	8%	-	-
Social media posts make me think my friends are living more fun lives than I am	21%	21%	26%	21%	25%	30%	28%	37%	28%	46%	30%	21%	30%	16%	7%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	52%	50%	40%	49%	44%	36%	41%	28%	36%	26%	31%	26%	33%	62%	80%

ZIS_q6a.1. How popular, if at all, are each of the following apps amongst your friends? Please select one option on each row.

- Instagram

	1994	1831	836	665	830	146	589	172	599	65	318	7	104	14	95
Unweighted base	1994	1831	836	665	830	146	589	172	599	65	318	7	104	14	95
Base: All US adults who use social media	2013	1851	891	627	900	153	545	188	690	68	389	7	105	15	104
Very popular	24%	25%	31%	25%	31%	34%	30%	42%	44%	39%	48%	50%	22%	27%	17%
Somewhat popular	27%	27%	33%	29%	29%	32%	33%	36%	39%	46%	32%	-	30%	32%	19%
Not very popular	11%	11%	11%	13%	11%	6%	10%	12%	8%	9%	10%	39%	12%	-	6%
Not at all popular	11%	11%	8%	11%	10%	7%	8%	3%	3%	4%	2%	-	15%	4%	20%
Don't know	27%	27%	17%	22%	19%	22%	19%	7%	7%	2%	8%	10%	21%	36%	39%
Net: Popular	51%	52%	64%	55%	60%	65%	62%	78%	82%	85%	80%	50%	52%	60%	36%
Net: Not popular	22%	21%	20%	23%	21%	12%	18%	15%	11%	13%	12%	39%	27%	4%	26%

ZIS_q6a.2. How popular, if at all, are each of the following apps amongst your friends? Please select one option on each row.

- Snapchat

	1994	1831	836	665	830	146	589	172	599	65	318	7	104	14	95
Unweighted base	1994	1831	836	665	830	146	589	172	599	65	318	7	104	14	95
Base: All US adults who use social media	2013	1851	891	627	900	153	545	188	690	68	389	7	105	15	104
Very popular	20%	21%	27%	19%	26%	29%	26%	44%	33%	43%	50%	45%	13%	35%	17%
Somewhat popular	20%	20%	21%	20%	22%	25%	24%	18%	26%	31%	24%	-	24%	14%	9%
Not very popular	13%	13%	15%	17%	14%	13%	15%	12%	16%	16%	12%	32%	19%	15%	21%
Not at all popular	15%	15%	15%	17%	14%	9%	12%	13%	10%	7%	7%	13%	20%	-	14%
Don't know	32%	32%	21%	27%	25%	24%	24%	14%	16%	3%	6%	10%	23%	36%	38%
Net: Popular	40%	40%	48%	38%	47%	54%	49%	62%	58%	74%	75%	45%	37%	48%	27%
Net: Not popular	28%	28%	31%	34%	28%	22%	27%	25%	26%	23%	19%	45%	39%	15%	35%

YouGov
Snapchat

US_nat Sample: 23rd - 26th August 2016



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIS_q6a_3. How popular, if at all, are each of the following apps amongst your friends? Please select one option on each row. - Facebook

Unweighted base	1994	820	1174	523	670	801	337	487	765	405	1492	196	171	135
Base: All US adults who use social media	2013	975	1038	677	654	683	348	462	768	435	1297	257	327	132
Very popular	60%	56%	65%	62%	65%	54%	65%	62%	61%	54%	59%	67%	68%	46%
Somewhat popular	28%	31%	25%	26%	23%	35%	25%	28%	28%	30%	29%	26%	20%	36%
Not very popular	3%	4%	3%	4%	3%	3%	4%	3%	4%	3%	3%	3%	4%	8%
Not at all popular	2%	2%	2%	2%	3%	1%	1%	2%	3%	2%	2%	1%	2%	2%
Don't know	6%	7%	5%	6%	6%	7%	6%	5%	4%	11%	7%	3%	6%	8%
Net: Popular	88%	87%	90%	88%	88%	89%	90%	90%	89%	84%	88%	93%	88%	82%
Net: Not popular	6%	6%	5%	6%	6%	4%	5%	5%	6%	6%	5%	4%	6%	10%

ZIS_q6a_4. How popular, if at all, are each of the following apps amongst your friends? Please select one option on each row.

- Twitter

Unweighted base	1994	820	1174	523	670	801	337	487	765	405	1492	196	171	135
Base: All US adults who use social media	2013	975	1038	677	654	683	348	462	768	435	1297	257	327	132
Very popular	17%	20%	15%	25%	18%	9%	25%	15%	18%	12%	13%	29%	27%	15%
Somewhat popular	24%	23%	25%	24%	27%	22%	26%	23%	26%	19%	25%	23%	21%	28%
Not very popular	20%	19%	20%	23%	21%	14%	16%	22%	17%	24%	20%	17%	20%	22%
Not at all popular	14%	13%	14%	12%	12%	17%	11%	17%	12%	14%	16%	8%	7%	16%
Don't know	26%	25%	27%	16%	22%	38%	22%	23%	26%	31%	27%	23%	25%	19%
Net: Popular	41%	43%	39%	49%	44%	30%	51%	38%	44%	31%	37%	52%	48%	43%
Net: Not popular	33%	32%	34%	35%	33%	31%	27%	40%	29%	38%	36%	25%	27%	38%

YouGov
Snapchat

US_nat Sample: 23rd - 26th August 2016



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

ZIS_q6a_3. How popular, if at all, are each of the following apps amongst your friends? Please select one option on each row. - Facebook

	1994	683	700	395	216	1031	39	214	81	519	88
Unweighted base	1994	683	700	395	216	1031	39	214	81	519	88
Base: All US adults who use social media	2013	838	636	348	191	937	38	194	78	650	94
Very popular	60%	63%	61%	58%	51%	63%	68%	64%	48%	55%	69%
Somewhat popular	28%	25%	28%	29%	38%	26%	25%	25%	38%	32%	21%
Not very popular	3%	3%	3%	4%	4%	2%	2%	2%	5%	5%	4%
Not at all popular	2%	2%	2%	2%	2%	3%	2%	2%	-	2%	1%
Don't know	6%	6%	6%	7%	5%	6%	2%	7%	8%	6%	5%
Net: Popular	88%	89%	89%	87%	89%	89%	93%	89%	87%	87%	90%
Net: Not popular	6%	5%	5%	6%	6%	5%	5%	3%	5%	7%	5%

ZIS_q6a_4. How popular, if at all, are each of the following apps amongst your friends? Please select one option on each row.

- Twitter

	1994	683	700	395	216	1031	39	214	81	519	88
Unweighted base	1994	683	700	395	216	1031	39	214	81	519	88
Base: All US adults who use social media	2013	838	636	348	191	937	38	194	78	650	94
Very popular	17%	21%	15%	14%	11%	14%	11%	11%	13%	26%	10%
Somewhat popular	24%	20%	26%	29%	26%	26%	24%	20%	14%	24%	18%
Not very popular	20%	16%	21%	21%	28%	18%	23%	19%	14%	21%	34%
Not at all popular	14%	12%	15%	15%	11%	15%	9%	16%	10%	11%	13%
Don't know	26%	30%	23%	21%	23%	27%	32%	34%	50%	18%	25%
Net: Popular	41%	42%	41%	43%	37%	40%	36%	31%	27%	49%	28%
Net: Not popular	33%	29%	36%	36%	39%	33%	32%	35%	23%	32%	47%

YouGov
Snapchat

US_nat Sample: 23rd - 26th August 2016



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIS_q6a_3. How popular, if at all, are each of the following apps amongst your friends? Please select one option on each row. - Facebook

	1994	540	1349	758	583	396	234
Unweighted base	1994	540	1349	758	583	396	234
Base: All US adults who use social media	2013	552	1354	804	559	371	255
Very popular	60%	71%	55%	66%	59%	55%	54%
Somewhat popular	28%	19%	32%	25%	28%	35%	28%
Not very popular	3%	2%	4%	3%	3%	4%	5%
Not at all popular	2%	3%	2%	1%	3%	3%	4%
Don't know	6%	5%	7%	5%	8%	3%	9%
Net: Popular	88%	90%	87%	91%	86%	90%	82%
Net: Not popular	6%	5%	6%	4%	6%	7%	9%

ZIS_q6a_4. How popular, if at all, are each of the following apps amongst your friends? Please select one option on each row.

- Twitter

	1994	540	1349	758	583	396	234
Unweighted base	1994	540	1349	758	583	396	234
Base: All US adults who use social media	2013	552	1354	804	559	371	255
Very popular	17%	18%	17%	18%	15%	16%	21%
Somewhat popular	24%	25%	23%	22%	24%	27%	22%
Not very popular	20%	21%	19%	19%	20%	26%	13%
Not at all popular	14%	14%	14%	14%	13%	15%	13%
Don't know	26%	22%	28%	27%	28%	17%	32%
Net: Popular	41%	43%	40%	41%	39%	42%	43%
Net: Not popular	33%	35%	32%	32%	33%	41%	25%

YouGov
Snapchat

US_nat Sample: 23rd - 26th August 2016



Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know

ZIS_q6a_3. How popular, if at all, are each of the following apps amongst your friends? Please select one option on each row. - Facebook

Unweighted base	1994	1831	836	665	830	146	589	172	599	65	318	7	104	14	95
Base: All US adults who use social media	2013	1851	891	627	900	153	545	188	690	68	389	7	105	15	104
Very popular	60%	63%	64%	62%	64%	69%	63%	53%	67%	62%	67%	89%	67%	55%	33%
Somewhat popular	28%	28%	26%	28%	27%	23%	30%	37%	24%	30%	23%	11%	16%	31%	26%
Not very popular	3%	3%	4%	3%	3%	2%	3%	4%	4%	4%	4%	-	7%	5%	7%
Not at all popular	2%	1%	2%	2%	1%	1%	2%	3%	1%	3%	1%	-	5%	9%	10%
Don't know	8%	5%	4%	5%	5%	3%	3%	2%	4%	1%	5%	-	5%	-	24%
Net: Popular	88%	91%	91%	90%	91%	93%	93%	91%	91%	92%	90%	100%	84%	86%	59%
Net: Not popular	6%	4%	6%	5%	4%	4%	4%	7%	5%	7%	5%	-	12%	14%	17%

ZIS_q6a_4. How popular, if at all, are each of the following apps amongst your friends? Please select one option on each row.

- Twitter

Unweighted base	1994	1831	836	665	830	146	589	172	599	65	318	7	104	14	95
Base: All US adults who use social media	2013	1851	891	627	900	153	545	188	690	68	389	7	105	15	104
Very popular	17%	17%	24%	16%	23%	23%	15%	29%	23%	30%	26%	13%	17%	27%	18%
Somewhat popular	24%	24%	32%	30%	23%	31%	29%	31%	27%	28%	24%	37%	31%	13%	19%
Not very popular	20%	20%	25%	22%	25%	17%	23%	24%	25%	28%	29%	50%	22%	20%	9%
Not at all popular	14%	13%	9%	12%	11%	11%	13%	8%	11%	8%	10%	-	16%	11%	20%
Don't know	26%	26%	11%	20%	18%	18%	19%	8%	14%	6%	11%	-	13%	28%	33%
Net: Popular	41%	41%	56%	46%	53%	45%	45%	60%	50%	58%	50%	50%	48%	41%	37%
Net: Not popular	33%	33%	34%	34%	35%	29%	36%	32%	36%	36%	39%	50%	38%	32%	29%

YouGov
Snapchat

US_nat Sample: 23rd - 26th August 2016



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZIS_q7a_1. And how popular, if at all, do you believe each of the following apps will be amongst your friends 2 years from now (i.e., in late 2018? Please select one option on each row.

- Instagram

	1994	820	1174	523	670	801	337	487	765	405	1492	196	171	135	
Unweighted base	2013	975	1038	677	654	683	348	462	768	435	1297	257	327	132	
Base: All US adults who use social media	Very popular	21%	21%	22%	34%	20%	10%	19%	18%	24%	23%	16%	39%	29%	22%
Somewhat popular	27%	24%	29%	32%	29%	20%	29%	26%	29%	23%	27%	21%	31%	28%	
Not very popular	11%	13%	9%	13%	11%	9%	12%	11%	9%	12%	10%	11%	11%	16%	
Not at all popular	9%	8%	9%	6%	10%	10%	7%	12%	8%	7%	10%	8%	5%	10%	
Don't know	32%	33%	32%	16%	30%	51%	33%	33%	30%	35%	37%	20%	25%	25%	
Net: Popular	48%	45%	51%	65%	50%	30%	48%	44%	53%	46%	43%	60%	60%	50%	
Net: Not popular	19%	22%	18%	19%	20%	19%	19%	23%	17%	19%	20%	20%	15%	25%	

ZIS_q7a_2. And how popular, if at all, do you believe each of the following apps will be amongst your friends 2 years from now (i.e., in late 2018? Please select one option on each row.

- Snapchat

	1994	820	1174	523	670	801	337	487	765	405	1492	196	171	135	
Unweighted base	2013	975	1038	677	654	683	348	462	768	435	1297	257	327	132	
Base: All US adults who use social media	Very popular	18%	17%	18%	30%	16%	7%	19%	14%	20%	17%	13%	28%	30%	14%
Somewhat popular	22%	21%	24%	28%	23%	16%	19%	23%	25%	20%	22%	20%	24%	28%	
Not very popular	14%	15%	13%	14%	16%	12%	17%	13%	13%	14%	13%	19%	13%	13%	
Not at all popular	12%	12%	11%	11%	13%	11%	12%	13%	11%	11%	13%	10%	5%	15%	
Don't know	34%	34%	35%	17%	33%	53%	33%	36%	32%	39%	39%	23%	27%	29%	
Net: Popular	40%	38%	41%	58%	39%	23%	38%	37%	45%	37%	35%	48%	55%	42%	
Net: Not popular	26%	27%	24%	25%	28%	24%	29%	27%	24%	25%	26%	29%	18%	28%	

ZIS_q7a_3. And how popular, if at all, do you believe each of the following apps will be amongst your friends 2 years from now (i.e., in late 2018? Please select one option on each row.

- Facebook

	1994	820	1174	523	670	801	337	487	765	405	1492	196	171	135	
Unweighted base	2013	975	1038	677	654	683	348	462	768	435	1297	257	327	132	
Base: All US adults who use social media	Very popular	42%	40%	43%	45%	44%	37%	43%	43%	42%	39%	37%	52%	53%	34%
Somewhat popular	28%	30%	27%	29%	28%	28%	27%	29%	28%	29%	30%	21%	27%	31%	
Not very popular	8%	8%	8%	11%	7%	6%	9%	8%	9%	5%	8%	10%	6%	10%	
Not at all popular	4%	5%	4%	5%	4%	4%	4%	3%	5%	5%	4%	6%	2%	8%	
Don't know	18%	18%	18%	10%	18%	26%	17%	16%	16%	22%	21%	10%	12%	16%	
Net: Popular	70%	70%	71%	74%	72%	65%	70%	72%	70%	67%	67%	74%	80%	65%	
Net: Not popular	12%	13%	12%	16%	11%	10%	13%	11%	14%	10%	12%	16%	8%	18%	

ZIS_q7a_4. And how popular, if at all, do you believe each of the following apps will be amongst your friends 2 years from now (i.e., in late 2018? Please select one option on each row.

- Twitter

	1994	820	1174	523	670	801	337	487	765	405	1492	196	171	135	
Unweighted base	2013	975	1038	677	654	683	348	462	768	435	1297	257	327	132	
Base: All US adults who use social media	Very popular	17%	18%	15%	24%	17%	9%	22%	12%	19%	13%	13%	30%	24%	15%
Somewhat popular	25%	26%	24%	27%	25%	22%	22%	27%	26%	22%	23%	24%	28%	32%	
Not very popular	15%	15%	16%	16%	16%	14%	13%	16%	15%	18%	16%	15%	13%	17%	
Not at all popular	12%	13%	12%	15%	14%	9%	12%	15%	11%	13%	13%	10%	10%	14%	
Don't know	31%	29%	32%	18%	28%	46%	31%	31%	29%	34%	35%	21%	25%	21%	
Net: Popular	42%	44%	39%	51%	43%	31%	44%	39%	45%	35%	36%	55%	51%	47%	
Net: Not popular	28%	27%	29%	31%	30%	23%	25%	31%	26%	31%	29%	25%	23%	32%	

YouGov
Snapchat

US_nat Sample: 23rd - 26th August 2016



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

ZIS_q7a_1. And how popular, if at all, do you believe each of the following apps will be amongst your friends 2 years from now (i.e., in late 2018? Please select one option on each row.

- Instagram

	1994	683	700	395	216	1031	39	214	81	519	88
Unweighted base	1994	683	700	395	216	1031	39	214	81	519	88
Base: All US adults who use social media	2013	838	636	348	191	937	38	194	78	650	94
Very popular	21%	22%	22%	23%	14%	19%	13%	14%	20%	27%	30%
Somewhat popular	27%	23%	29%	30%	30%	25%	43%	25%	13%	31%	25%
Not very popular	11%	10%	10%	11%	16%	11%	6%	13%	10%	10%	8%
Not at all popular	9%	9%	8%	10%	8%	10%	3%	9%	3%	8%	8%
Don't know	32%	36%	30%	26%	33%	35%	35%	39%	54%	24%	29%
Net: Popular	48%	45%	51%	53%	44%	44%	56%	39%	33%	58%	55%
Net: Not popular	19%	19%	18%	21%	24%	21%	9%	22%	13%	18%	16%

ZIS_q7a_2. And how popular, if at all, do you believe each of the following apps will be amongst your friends 2 years from now (i.e., in late 2018? Please select one option on each row.

- Snapchat

	1994	683	700	395	216	1031	39	214	81	519	88
Unweighted base	1994	683	700	395	216	1031	39	214	81	519	88
Base: All US adults who use social media	2013	838	636	348	191	937	38	194	78	650	94
Very popular	18%	22%	15%	15%	11%	14%	26%	7%	18%	25%	21%
Somewhat popular	22%	19%	25%	25%	23%	20%	15%	22%	15%	26%	25%
Not very popular	14%	10%	17%	15%	15%	14%	17%	18%	11%	12%	14%
Not at all popular	12%	11%	10%	14%	13%	13%	9%	10%	3%	11%	10%
Don't know	34%	37%	32%	30%	37%	39%	33%	43%	53%	25%	30%
Net: Popular	40%	41%	40%	40%	34%	34%	41%	29%	33%	51%	46%
Net: Not popular	26%	22%	28%	29%	29%	27%	26%	28%	14%	24%	24%

ZIS_q7a_3. And how popular, if at all, do you believe each of the following apps will be amongst your friends 2 years from now (i.e., in late 2018? Please select one option on each row.

- Facebook

	1994	683	700	395	216	1031	39	214	81	519	88
Unweighted base	1994	683	700	395	216	1031	39	214	81	519	88
Base: All US adults who use social media	2013	838	636	348	191	937	38	194	78	650	94
Very popular	42%	48%	39%	35%	35%	42%	63%	39%	42%	40%	46%
Somewhat popular	28%	24%	30%	36%	31%	29%	16%	30%	36%	28%	22%
Not very popular	8%	5%	10%	8%	11%	7%	4%	6%	-	11%	7%
Not at all popular	4%	4%	5%	4%	6%	3%	2%	6%	2%	6%	6%
Don't know	18%	18%	17%	18%	17%	19%	14%	20%	21%	15%	19%
Net: Popular	70%	72%	68%	70%	66%	71%	80%	69%	77%	68%	68%
Net: Not popular	12%	10%	15%	12%	17%	11%	6%	12%	2%	17%	12%

ZIS_q7a_4. And how popular, if at all, do you believe each of the following apps will be amongst your friends 2 years from now (i.e., in late 2018? Please select one option on each row.

- Twitter

	1994	683	700	395	216	1031	39	214	81	519	88
Unweighted base	1994	683	700	395	216	1031	39	214	81	519	88
Base: All US adults who use social media	2013	838	636	348	191	937	38	194	78	650	94
Very popular	17%	21%	14%	15%	11%	12%	20%	15%	19%	24%	11%
Somewhat popular	25%	22%	25%	29%	30%	27%	28%	19%	18%	24%	24%
Not very popular	15%	12%	18%	17%	19%	16%	19%	16%	10%	15%	14%
Not at all popular	12%	12%	13%	12%	12%	12%	4%	12%	3%	13%	22%
Don't know	31%	33%	30%	27%	28%	33%	28%	37%	50%	24%	29%
Net: Popular	42%	43%	39%	43%	41%	39%	48%	35%	37%	48%	35%
Net: Not popular	28%	24%	31%	30%	31%	28%	23%	28%	13%	28%	36%

YouGov
Snapchat

US_nat Sample: 23rd - 26th August 2016



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZIS_q7a_1. And how popular, if at all, do you believe each of the following apps will be amongst your friends 2 years from now (i.e., in late 2018? Please select one option on each row.

- Instagram

	1994	540	1349	758	583	396	234
Unweighted base	1994	540	1349	758	583	396	234
Base: All US adults who use social media	2013	552	1354	804	559	371	255
Very popular	21%	31%	16%	27%	20%	17%	14%
Somewhat popular	27%	29%	26%	21%	29%	33%	30%
Not very popular	11%	10%	11%	11%	9%	15%	7%
Not at all popular	9%	9%	9%	8%	10%	9%	8%
Don't know	32%	21%	38%	33%	32%	25%	41%
Net: Popular	48%	59%	43%	48%	49%	51%	44%
Net: Not popular	19%	19%	20%	19%	19%	24%	15%

ZIS_q7a_2. And how popular, if at all, do you believe each of the following apps will be amongst your friends 2 years from now (i.e., in late 2018? Please select one option on each row.

- Snapchat

	1994	540	1349	758	583	396	234
Unweighted base	1994	540	1349	758	583	396	234
Base: All US adults who use social media	2013	552	1354	804	559	371	255
Very popular	18%	25%	14%	23%	13%	14%	14%
Somewhat popular	22%	26%	21%	19%	26%	23%	22%
Not very popular	14%	15%	14%	13%	14%	19%	10%
Not at all popular	12%	12%	12%	11%	12%	14%	10%
Don't know	34%	22%	40%	33%	35%	30%	45%
Net: Popular	40%	51%	35%	42%	40%	37%	36%
Net: Not popular	26%	27%	25%	24%	26%	33%	20%

ZIS_q7a_3. And how popular, if at all, do you believe each of the following apps will be amongst your friends 2 years from now (i.e., in late 2018? Please select one option on each row.

- Facebook

	1994	540	1349	758	583	396	234
Unweighted base	1994	540	1349	758	583	396	234
Base: All US adults who use social media	2013	552	1354	804	559	371	255
Very popular	42%	53%	36%	49%	38%	35%	34%
Somewhat popular	28%	27%	29%	26%	33%	31%	24%
Not very popular	8%	6%	9%	5%	8%	13%	9%
Not at all popular	4%	3%	5%	4%	4%	6%	7%
Don't know	18%	12%	21%	17%	17%	15%	25%
Net: Popular	70%	80%	65%	75%	71%	66%	58%
Net: Not popular	12%	9%	14%	9%	12%	19%	16%

ZIS_q7a_4. And how popular, if at all, do you believe each of the following apps will be amongst your friends 2 years from now (i.e., in late 2018? Please select one option on each row.

- Twitter

	1994	540	1349	758	583	396	234
Unweighted base	1994	540	1349	758	583	396	234
Base: All US adults who use social media	2013	552	1354	804	559	371	255
Very popular	17%	20%	15%	19%	15%	15%	16%
Somewhat popular	25%	27%	24%	22%	26%	30%	21%
Not very popular	15%	16%	15%	15%	14%	22%	10%
Not at all popular	12%	14%	12%	11%	14%	12%	13%
Don't know	31%	23%	35%	32%	32%	22%	40%
Net: Popular	42%	47%	39%	42%	41%	45%	37%
Net: Not popular	28%	30%	27%	27%	27%	33%	23%

YouGov
Snapchat

US_nat Sample: 23rd - 26th August 2016



Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know

ZIS_q7a_1. And how popular, if at all, do you believe each of the following apps will be amongst your friends 2 years from now (i.e., in late 2018? Please select one option on each row.

- Instagram

	1994	1831	836	665	830	146	589	172	599	65	318	7	104	14	95
Unweighted base	2013	1851	891	627	900	153	545	188	690	68	389	7	105	15	104
Base: All US adults who use social media	Very popular	21%	22%	26%	18%	28%	24%	29%	38%	42%	39%	40%	21%	20%	9%
Somewhat popular	27%	28%	33%	34%	31%	28%	33%	38%	35%	37%	35%	22%	33%	31%	11%
Not very popular	11%	11%	11%	11%	11%	11%	12%	12%	10%	9%	12%	28%	6%	13%	20%
Not at all popular	9%	8%	7%	9%	8%	8%	7%	5%	3%	4%	3%	-	17%	-	17%
Don't know	32%	31%	23%	27%	23%	25%	25%	16%	14%	8%	11%	10%	23%	36%	43%
Net: Popular	48%	50%	59%	52%	58%	56%	56%	66%	73%	79%	74%	61%	54%	51%	20%
Net: Not popular	19%	19%	18%	20%	19%	19%	19%	17%	13%	13%	15%	28%	23%	13%	37%

ZIS_q7a_2. And how popular, if at all, do you believe each of the following apps will be amongst your friends 2 years from now (i.e., in late 2018? Please select one option on each row.

- Snapchat

	1994	1831	836	665	830	146	589	172	599	65	318	7	104	14	95
Unweighted base	2013	1851	891	627	900	153	545	188	690	68	389	7	105	15	104
Base: All US adults who use social media	Very popular	18%	18%	22%	12%	23%	27%	17%	23%	29%	28%	16%	13%	20%	8%
Somewhat popular	22%	22%	26%	26%	26%	26%	28%	32%	28%	34%	32%	52%	28%	31%	19%
Not very popular	14%	14%	15%	16%	15%	15%	16%	16%	16%	21%	13%	-	13%	13%	16%
Not at all popular	12%	11%	11%	13%	12%	10%	10%	9%	9%	9%	6%	21%	19%	-	18%
Don't know	34%	34%	26%	32%	25%	22%	29%	20%	18%	8%	10%	10%	28%	36%	38%
Net: Popular	40%	41%	48%	39%	49%	53%	46%	55%	57%	62%	71%	68%	40%	51%	27%
Net: Not popular	26%	25%	26%	29%	26%	25%	25%	25%	25%	30%	19%	21%	32%	13%	35%

ZIS_q7a_3. And how popular, if at all, do you believe each of the following apps will be amongst your friends 2 years from now (i.e., in late 2018? Please select one option on each row.

- Facebook

	1994	1831	836	665	830	146	589	172	599	65	318	7	104	14	95
Unweighted base	2013	1851	891	627	900	153	545	188	690	68	389	7	105	15	104
Base: All US adults who use social media	Very popular	42%	44%	43%	41%	47%	49%	41%	39%	48%	43%	46%	46%	44%	21%
Somewhat popular	28%	29%	30%	30%	28%	29%	34%	26%	28%	35%	32%	60%	26%	28%	25%
Not very popular	8%	8%	8%	8%	8%	6%	8%	14%	9%	13%	10%	-	9%	-	8%
Not at all popular	4%	3%	5%	5%	4%	5%	3%	9%	4%	3%	4%	-	9%	14%	18%
Don't know	18%	16%	14%	16%	12%	11%	14%	13%	10%	6%	8%	-	10%	13%	29%
Net: Popular	70%	73%	73%	71%	75%	78%	75%	65%	77%	78%	78%	100%	72%	73%	45%
Net: Not popular	12%	11%	14%	13%	12%	11%	11%	23%	13%	16%	14%	-	18%	14%	26%

ZIS_q7a_4. And how popular, if at all, do you believe each of the following apps will be amongst your friends 2 years from now (i.e., in late 2018? Please select one option on each row.

- Twitter

	1994	1831	836	665	830	146	589	172	599	65	318	7	104	14	95
Unweighted base	2013	1851	891	627	900	153	545	188	690	68	389	7	105	15	104
Base: All US adults who use social media	Very popular	17%	17%	22%	15%	21%	23%	15%	22%	24%	25%	-	21%	27%	13%
Somewhat popular	25%	26%	32%	31%	27%	24%	31%	32%	29%	32%	28%	89%	26%	13%	12%
Not very popular	15%	15%	15%	17%	19%	16%	18%	18%	18%	20%	17%	11%	19%	33%	12%
Not at all popular	12%	12%	11%	12%	13%	12%	13%	13%	14%	11%	17%	-	14%	8%	21%
Don't know	31%	30%	19%	25%	22%	22%	25%	15%	16%	10%	13%	-	21%	19%	41%
Net: Popular	42%	42%	54%	46%	49%	47%	46%	54%	52%	59%	53%	89%	47%	41%	25%
Net: Not popular	28%	28%	27%	29%	30%	31%	29%	31%	32%	30%	34%	11%	32%	40%	34%