

What counts as social media

GB18 Sample: 3rd - 5th May 2024

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
	A	B	C	D	E	F	G	H	I

For each of the following websites/apps, please say whether or not you consider them to be "social media".

Facebook

Unweighted base	2002	969	1033	229	340	325	299	809	1159	843
Base: All GB adults	2002	971	1031	222	349	326	310	795	1141	861
I do consider this to be social media	96%	95%	96%	91%	96%	97%	99%	95%	96%	95%
I do not consider this to be social media	3%	4%	2%	6%	C	C.G	C.G	3%	3%	3%
Don't know	2%	2%	2%	D.E.F.G	3%	0%	-	2%	1%	2%
				E.F	F			E.F		

YouTube

Unweighted base	2002	969	1033	229	340	325	299	809	1159	843
Base: All GB adults	2002	971	1031	222	349	326	310	795	1141	861
I do consider this to be social media	45%	43%	46%	54%	38%	37%	43%	49%	45%	44%
I do not consider this to be social media	50%	52%	48%	41%	59%	62%	54%	43%	51%	50%
Don't know	5%	5%	6%	5%	C.G	C.F.G	C.G	8%	4%	6%
				E	3%	1%	4%	D.E.F		

WhatsApp

Unweighted base	2002	969	1033	229	340	325	299	809	1159	843
Base: All GB adults	2002	971	1031	222	349	326	310	795	1141	861
I do consider this to be social media	42%	45%	39%	53%	31%	25%	33%	54%	41%	44%
I do not consider this to be social media	53%	B	54%	D.E.F	67%	73%	63%	D.E.F	55%	49%
Don't know	5%	51%	4%	43%	C.G	C.F.G	C.G	37%	I	7%
		4%	6%	4%	3%	2%	4%	9%	4%	H
		A						C.D.E.F		

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Total	Social Media/ Messaging service (within the last month)								
	Facebook	X	LinkedIn	Instagram	Snapchat	TikTok	WhatsApp	Reddit	Youtube
	BD	BE	BF	BH	BI	BJ	BL	BN	BO

For each of the following websites/apps, please say whether or not you consider them to be "social media".

Facebook										
Unweighted base	2002	1323	594	388	900	239	383	1632	233	913
Base: All GB adults	2002	1323	597	385	905	238	385	1636	234	914
I do consider this to be social media	96%	98%	96%	98%	98%	94%	97%	97%	99%	97%
		BI.BL.BM		BI	BI.BL.BM					
I do not consider this to be social media	3%	2%	3%	2%	2%	4%	3%	2%	1%	2%
						BD.BH.BK		BD.BK		
Don't know	2%	1%	1%	-	1%	2%	1%	1%	-	1%
			BF		BF	BD.BF		BD.BF		
YouTube										
Unweighted base	2002	1323	594	388	900	239	383	1632	233	913
Base: All GB adults	2002	1323	597	385	905	238	385	1636	234	914
I do consider this to be social media	45%	46%	46%	46%	45%	46%	51%	45%	39%	47%
							BD.BH.BK.BL			BN
I do not consider this to be social media	50%	49%	50%	52%	52%	52%	47%	51%	58%	50%
				BM	BD.BJ.BM				BO	
Don't know	5%	4%	3%	1%	3%	2%	2%	4%	3%	3%
		BF.BH.BI.BJ.BL	BF		BF			BF.BJ		
WhatsApp										
Unweighted base	2002	1323	594	388	900	239	383	1632	233	913
Base: All GB adults	2002	1323	597	385	905	238	385	1636	234	914
I do consider this to be social media	42%	44%	42%	36%	38%	47%	38%	39%	24%	40%
		BF.BH.BJ.BL	BF			BF.BH.BJ.BL				BN
I do not consider this to be social media	53%	52%	55%	63%	59%	51%	60%	58%	73%	56%
			BM	D.BE.BI.BK.BL.BBD.BE.BI.BK.BM			BD.BI.BK.BM	BD.BI.BK.BM	BO	
Don't know	5%	4%	3%	1%	2%	2%	2%	3%	3%	4%
		BE.BF.BH.BJ.BL						BF		

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	Total	Gender		Age					Social Grade		
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	
		A	B	C	D	E	F	G	H	I	
Instagram											
	Unweighted base	2002	969	1033	229	340	325	299	809	1159	843
	Base: All GB adults	2002	971	1031	222	349	326	310	795	1141	861
	I do consider this to be social media	90%	88%	92%	97%	97%	96%	96%	81%	93%	87%
				A	G	G	G	G		I	
	I do not consider this to be social media	4%	6%	3%	2%	2%	3%	2%	7%	3%	6%
			B						C.D.E.F		H
	Don't know	5%	6%	5%	1%	1%	1%	2%	11%	4%	7%
									C.D.E.F		H
Twitter / X											
	Unweighted base	2002	969	1033	229	340	325	299	809	1159	843
	Base: All GB adults	2002	971	1031	222	349	326	310	795	1141	861
	I do consider this to be social media	91%	91%	91%	91%	96%	95%	97%	84%	93%	87%
					G	C.G	G	C.G		I	
	I do not consider this to be social media	4%	5%	3%	7%	3%	3%	1%	6%	3%	6%
					D.E.F		F		D.E.F		H
	Don't know	5%	4%	6%	2%	1%	2%	2%	10%	3%	7%
									C.D.E.F		H
Snapchat											
	Unweighted base	2002	969	1033	229	340	325	299	809	1159	843
	Base: All GB adults	2002	971	1031	222	349	326	310	795	1141	861
	I do consider this to be social media	72%	71%	73%	88%	78%	71%	70%	66%	74%	70%
					D.E.F.G	E.F.G					
	I do not consider this to be social media	13%	14%	12%	9%	18%	19%	18%	8%	13%	13%
						C.G	C.G	C.G			
	Don't know	15%	15%	14%	3%	4%	9%	12%	26%	13%	17%
							C.D	C.D	C.D.E.F		H

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		Total	Social Media/ Messaging service (within the last month)								
			Facebook	X	LinkedIn	Instagram	Snapchat	TikTok	WhatsApp	Reddit	Youtube
			BD	BE	BF	BH	BI	BJ	BL	BN	BO
Instagram											
	Unweighted base	2002	1323	594	388	900	239	383	1632	233	913
	Base: All GB adults	2002	1323	597	385	905	238	385	1636	234	914
	I do consider this to be social media	90%	91%	95%	96%	98%	97%	97%	92%	98%	94%
	I do not consider this to be social media	4%	4%	3%	2%	1%	2%	3%	4%	2%	3%
	Don't know	5%	6%	2%	2%	1%	1%	0%	4%	0%	3%
			F.BG.BH.BI.BJ.E	BH.BJ	BJ				BE.BF.BG.BH.BI.BJ		BN
Twitter / X											
	Unweighted base	2002	1323	594	388	900	239	383	1632	233	913
	Base: All GB adults	2002	1323	597	385	905	238	385	1636	234	914
	I do consider this to be social media	91%	91%	98%	95%	96%	95%	96%	92%	98%	94%
	I do not consider this to be social media	4%	4%	2%	4%	2%	3%	4%	4%	2%	3%
	Don't know	5%	5%	0%	1%	2%	1%	1%	4%	0%	3%
			BF.BG.BH.BI.BJ.BL		BE	BE.BJ			BE.BF.BG.BH.BI.BJ		BN
Snapchat											
	Unweighted base	2002	1323	594	388	900	239	383	1632	233	913
	Base: All GB adults	2002	1323	597	385	905	238	385	1636	234	914
	I do consider this to be social media	72%	71%	75%	80%	78%	90%	79%	74%	78%	76%
	I do not consider this to be social media	13%	14%	14%	15%	14%	9%	18%	14%	17%	14%
	Don't know	15%	15%	11%	5%	8%	1%	4%	12%	5%	10%
			F.BG.BH.BI.BJ.E	BF.BH.BI.BJ	BI	BF.BI.BJ		BI	BF.BH.BI.BJ		BN

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	Total	Gender		Age					Social Grade		
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	
		A	B	C	D	E	F	G	H	I	
TikTok											
	Unweighted base	2002	969	1033	229	340	325	299	809	1159	843
	Base: All GB adults	2002	971	1031	222	349	326	310	795	1141	861
	I do consider this to be social media	84%	80%	87%	90%	87%	87%	89%	77%	86%	80%
				A	G	G	G		I		
	I do not consider this to be social media	9%	12%	6%	9%	11%	10%	6%	8%	7%	11%
			B								H
	Don't know	8%	9%	7%	1%	3%	3%	5%	15%	7%	9%
							C	C.D.E.F			H
LinkedIn											
	Unweighted base	2002	969	1033	229	340	325	299	809	1159	843
	Base: All GB adults	2002	971	1031	222	349	326	310	795	1141	861
	I do consider this to be social media	43%	46%	41%	48%	51%	43%	43%	38%	48%	36%
			B		G	F.G			I		
	I do not consider this to be social media	41%	41%	41%	40%	41%	47%	47%	38%	40%	43%
							G	G			
	Don't know	16%	13%	18%	11%	8%	10%	11%	24%	12%	20%
				A					C.D.E.F		H
Reddit											
	Unweighted base	2002	969	1033	229	340	325	299	809	1159	843
	Base: All GB adults	2002	971	1031	222	349	326	310	795	1141	861
	I do consider this to be social media	38%	42%	34%	59%	43%	38%	40%	28%	41%	34%
			B		D.E.F.G	G	G	G		I	
	I do not consider this to be social media	27%	27%	27%	30%	43%	38%	26%	15%	28%	26%
					G	C.F.G	C.F.G	G			
	Don't know	35%	31%	39%	11%	13%	24%	35%	57%	32%	40%
				A			C.D	C.D.E	C.D.E.F		H

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		Total	Social Media/ Messaging service (within the last month)								
			Facebook	X	LinkedIn	Instagram	Snapchat	TikTok	WhatsApp	Reddit	Youtube
			BD	BE	BF	BH	BI	BJ	BL	BN	BO
TikTok											
	Unweighted base	2002	1323	594	388	900	239	383	1632	233	913
	Base: All GB adults	2002	1323	597	385	905	238	385	1636	234	914
	I do consider this to be social media	84%	83%	88% BD.BK	89% BD.BK.BL	90% BD.BK.BL.BM	90% BD.BK.BL	94% BF.BG.BH.BI.BK	86% BD.BK	91%	88%
	I do not consider this to be social media	9%	9% BH.BJ	8%	7%	7%	10% BJ	6% BJ	8%	9%	8%
	Don't know	8%	8% F.BG.BH.BI.BJ.E	5% BH.BI.BJ	4% BI.BJ	3% BI.BJ	0%	0%	6% BE.BF.BH.BI.BJ	1%	4% BN
LinkedIn											
	Unweighted base	2002	1323	594	388	900	239	383	1632	233	913
	Base: All GB adults	2002	1323	597	385	905	238	385	1636	234	914
	I do consider this to be social media	43%	43%	45% BD.BE.BG.BH.BI.BJ.BK.BL	60%	45%	44%	45%	44%	50%	45%
	I do not consider this to be social media	41%	42%	45% BF.BK	37%	46% BD.BF.BK.BL	46% BF	47% BD.BF.BK	43% BF.BK	46%	43%
	Don't know	16%	15% E.BF.BH.BI.BJ.E	10% BF	3%	9% BF	10% BF	8% BF	13% BE.BF.BH.BJ	4%	11% BN
Reddit											
	Unweighted base	2002	1323	594	388	900	239	383	1632	233	913
	Base: All GB adults	2002	1323	597	385	905	238	385	1636	234	914
	I do consider this to be social media	38%	36%	48% BD.BH.BK.BL	47% BD.BK.BL	43% BD.BK.BL	52% 3D.BG.BH.BK.BI	47% BD.BK.BL	39% BD.BK	63% BO	46%
	I do not consider this to be social media	27%	27%	28% BD.BE.BK.BL.BM	33% 3D.BE.BK.BL.BM	32% 3D.BE.BK.BL.BM	35% 3D.BE.BK.BL.BM	35% 3D.BE.BK.BL.BM	28% BD	33%	29%
	Don't know	35%	37% BG.BH.BI.BJ.BK	24% BI.BJ	21% BI	25% BF.BI.BJ	13% BI	18% BI	33% BF.BG.BH.BI.BJ.BM	4%	24% BN

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	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
		A	B	C	D	E	F	G	H	I
Threads										
Unweighted base	2002	969	1033	229	340	325	299	809	1159	843
Base: All GB adults	2002	971	1031	222	349	326	310	795	1141	861
I do consider this to be social media	45%	47%	43%	67%	61%	54%	46%	27%	49%	39%
				E.F.G	F.G	F.G	G		I	
I do not consider this to be social media	9%	9%	8%	14%	14%	9%	8%	5%	8%	10%
				F.G	F.G	G				H
Don't know	47%	44%	49%	20%	25%	37%	46%	68%	43%	51%
			A			C.D	C.D.E	C.D.E.F		H

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G, H/I, J/K/L/M/N/O/P/Q, R/S/T/U/V/W/X/Y/Z/AA/AB/A

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GB18 Sample: 3rd - 5th May 2024

		Social Media/ Messaging service (within the last month)									
		Facebook	X	LinkedIn	Instagram	Snapchat	TikTok	WhatsApp	Reddit	Youtube	
		BD	BE	BF	BH	BI	BJ	BL	BN	BO	
Threads											
	Unweighted base	2002	1323	594	388	900	239	383	1632	233	913
	Base: All GB adults	2002	1323	597	385	905	238	385	1636	234	914
	I do consider this to be social media	45%	46%	63%	60%	65%	65%	64%	47%	70%	55%
	I do not consider this to be social media	9%	8%	7%	8%	8%	14%	12%	9%	6%	9%
	Don't know	47%	46%	30%	32%	26%	20%	24%	44%	24%	36%

Cell Contents (C,C, AD/AE/AF/AG/AH/AI/AJ, AK/AL/AM/AN/AO, AP/AQ/AR/AS/AT/AU, AV/AW/AX/AY/AZ/BA/BB/BC, BD/BE/BF/BG/BH/BI/BJ/BK/BL/BM, BN/BO, Minimu