





## TOPLINE & METHODOLOGY

1\_3. How familiar are you, if at all, with the following social media platforms? – Instagram

	<b>Total (N=1,028)</b>
Use it practically every day	19%
Use it from time to time	16%
Have an account, but don't use it often	16%
Know what it is, but don't have an account	43%
Don't know what it is	5%
Skipped	1%
<i>Total Users</i>	<i>35%</i>
<i>Total Account Holders</i>	<i>51%</i>
<i>Total Non-Users</i>	<i>48%</i>

1\_4. How familiar are you, if at all, with the following social media platforms? – Facebook

	<b>Total (N=1,028)</b>
Use it practically every day	37%
Use it from time to time	18%
Have an account, but don't use it often	18%
Know what it is, but don't have an account	24%
Don't know what it is	2%
Skipped	1%
<i>Total Users</i>	<i>55%</i>
<i>Total Account Holders</i>	<i>73%</i>
<i>Total Non-Users</i>	<i>26%</i>

1\_5. How familiar are you, if at all, with the following social media platforms? – TikTok

	<b>Total (N=1,028)</b>
Use it practically every day	10%
Use it from time to time	10%
Have an account, but don't use it often	9%
Know what it is, but don't have an account	65%
Don't know what it is	5%
Skipped	1%
<i>Total Users</i>	<i>20%</i>
<i>Total Account Holders</i>	<i>29%</i>
<i>Total Non-Users</i>	<i>70%</i>





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1\_6. How familiar are you, if at all, with the following social media platforms? – YouTube

	<b>Total (N=1,028)</b>
Use it practically every day	34%
Use it from time to time	33%
Have an account, but don't use it often	10%
Know what it is, but don't have an account	19%
Don't know what it is	2%
Skipped	1%
<i>Total Users</i>	<i>67%</i>
<i>Total Account Holders</i>	<i>77%</i>
<i>Total Non-Users</i>	<i>21%</i>

1\_7. How familiar are you, if at all, with the following social media platforms? – LinkedIn

	<b>Total (N=1,028)</b>
Use it practically every day	3%
Use it from time to time	14%
Have an account, but don't use it often	23%
Know what it is, but don't have an account	44%
Don't know what it is	15%
Skipped	1%
<i>Total Users</i>	<i>17%</i>
<i>Total Account Holders</i>	<i>40%</i>
<i>Total Non-Users</i>	<i>59%</i>

1\_8. How familiar are you, if at all, with the following social media platforms? – WhatsApp

	<b>Total (N=1,028)</b>
Use it practically every day	8%
Use it from time to time	10%
Have an account, but don't use it often	13%
Know what it is, but don't have an account	49%
Don't know what it is	19%
Skipped	1%
<i>Total Users</i>	<i>18%</i>
<i>Total Account Holders</i>	<i>31%</i>
<i>Total Non-Users</i>	<i>68%</i>





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1\_9. How familiar are you, if at all, with the following social media platforms? – Bluesky Social

	<b>Total (N=1,028)</b>
Use it practically every day	1%
Use it from time to time	1%
Have an account, but don't use it often	1%
Know what it is, but don't have an account	14%
Don't know what it is	83%
Skipped	1%
<i>Total Users</i>	<i>2%</i>
<i>Total Account Holders</i>	<i>3%</i>
<i>Total Non-Users</i>	<i>97%</i>

2. As you may know, Instagram recently released its “Threads” app, which is a social platform that allows users to post text, images, and reply to others’ posts in a real-time, open public forum. Instagram users will be able to use the same account to access Threads. How likely are you, if at all, to try Threads in the next few weeks?

	<b>Total (N=1,028)</b>
Already have an account	3%
Very likely	3%
Somewhat likely	10%
Not too likely	24%
Not at all likely	58%
Skipped	1%
<i>Already have/Likely (Net)</i>	<i>16%</i>
<i>Likely (Net)</i>	<i>13%</i>
<i>Not likely (Net)</i>	<i>82%</i>





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### About the Study

This Ipsos poll was conducted July 7-9, 2023, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,028 general population adults age 18 or older.

The margin of sampling error for this study is plus or minus 3.2 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.11 for all respondents.

In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2022 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45–59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Party ID (Democrat, Republican, Independent, Something else)





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### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP [www.ipsos.com](http://www.ipsos.com)

