

ONLINE SAFETY RESEARCH 2023

Part I

KAREN HALL
ACCOUNT DIRECTOR

CLAIRE MORAN
SENIOR RESEARCH EXECUTIVE

NOVEMBER 2023

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INTRODUCTION

1

BACKGROUND AND METHODOLOGY

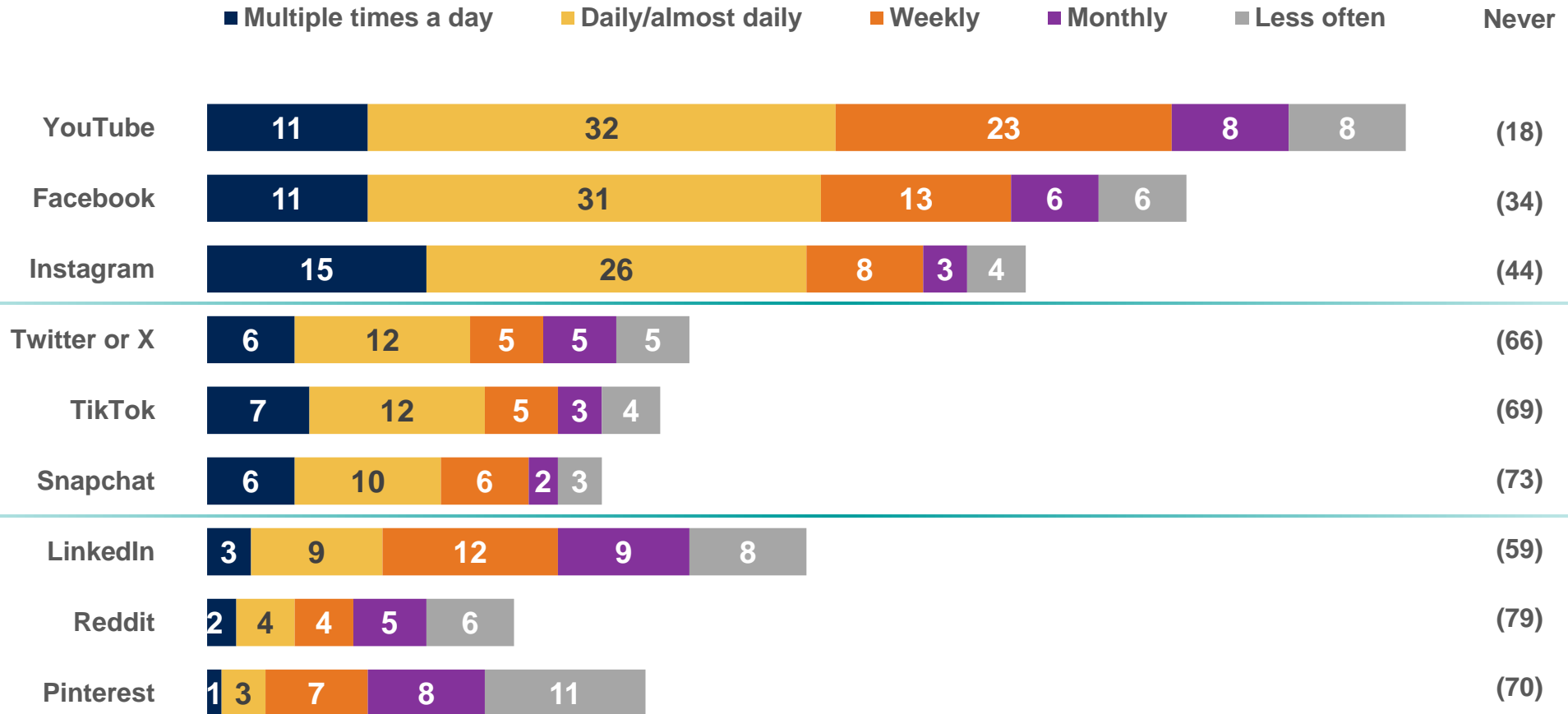
- Interviews were conducted via computer aided telephone interviewing (CATI) using Ipsos B&A's Omnipoll survey.
- Omnipoll is a telephone omnibus that accesses a fresh nationally representative sample of 1,000 adults aged 15+ every two weeks.
- This study was targeted to 18+ only – some additional interviews were conducted among 18+ to ensure the sample reached 1000 interviews.
- This is Part 1 of a two-part programme and addressed usage patterns of social media apps and websites among the general public.
- Fieldwork for this research was conducted from the 17th to 31st of October 2023.

FINDINGS

2

FREQUENCY OF USING WEBSITES/APPS

All respondents

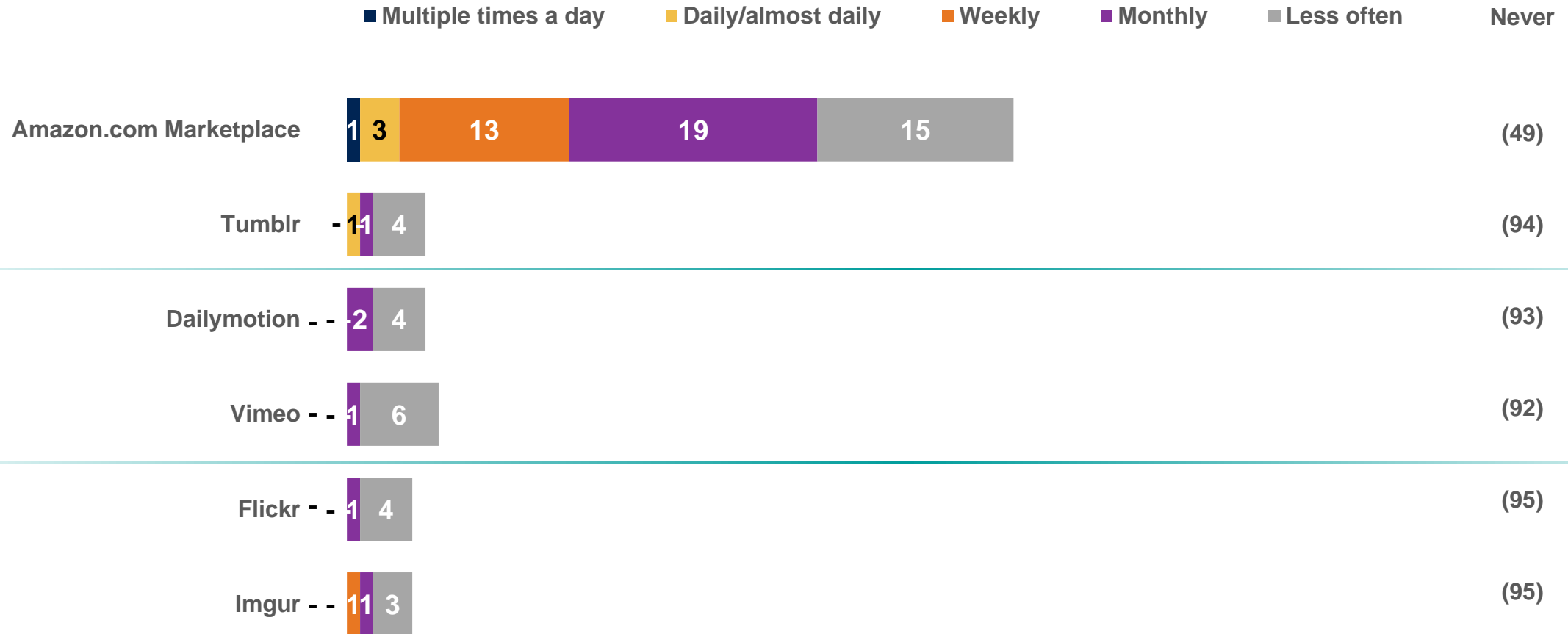


Q.1 I am going to read out a list of websites or apps. For each one, can you tell me about how often, if at all, you use it? For each, would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?

Base: All Respondents: 1,004

FREQUENCY OF USING WEBSITES/APPS

All respondents

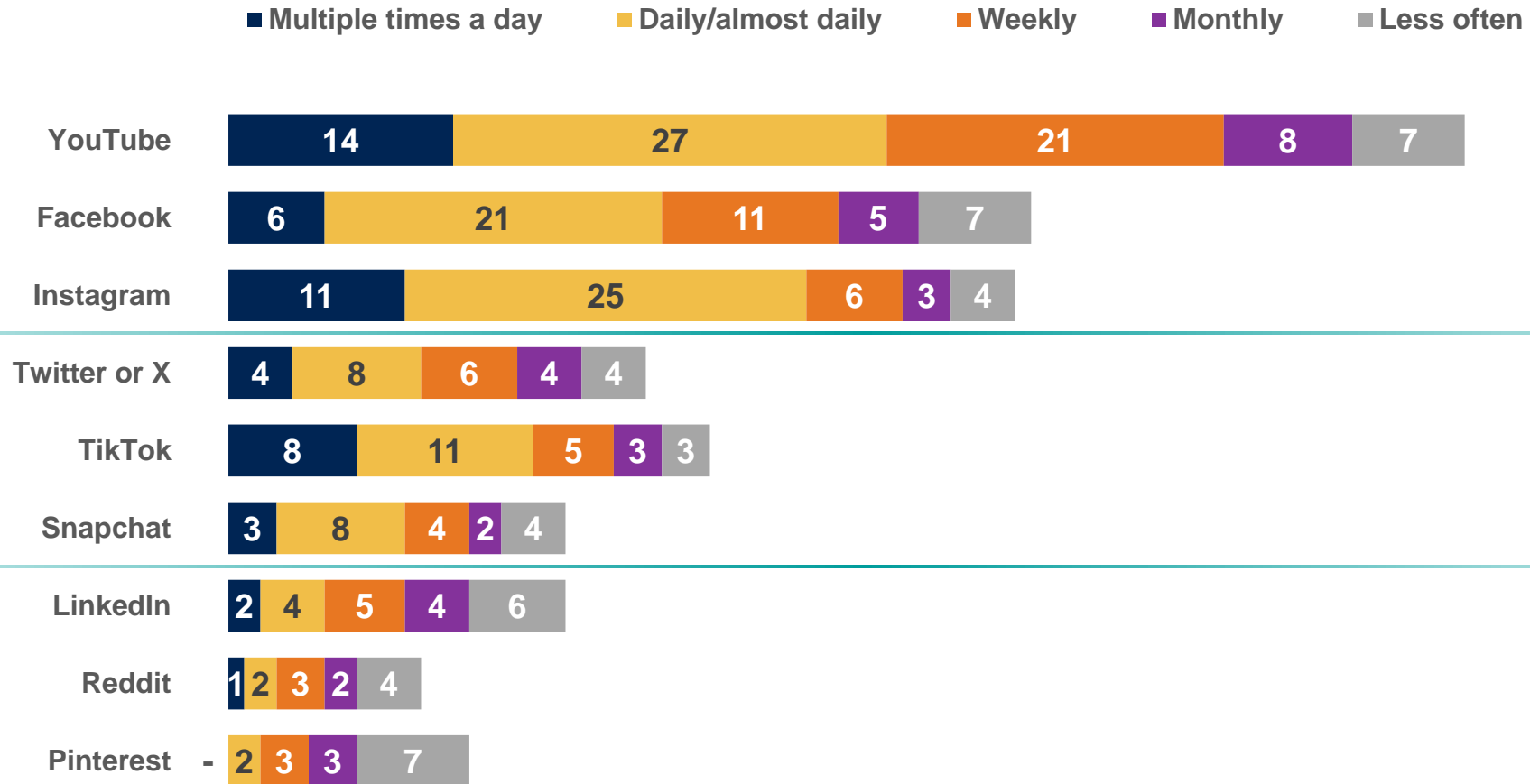


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Base: All Respondents: 1,004

FREQUENCY OF WATCHING VIDEOS

All respondents

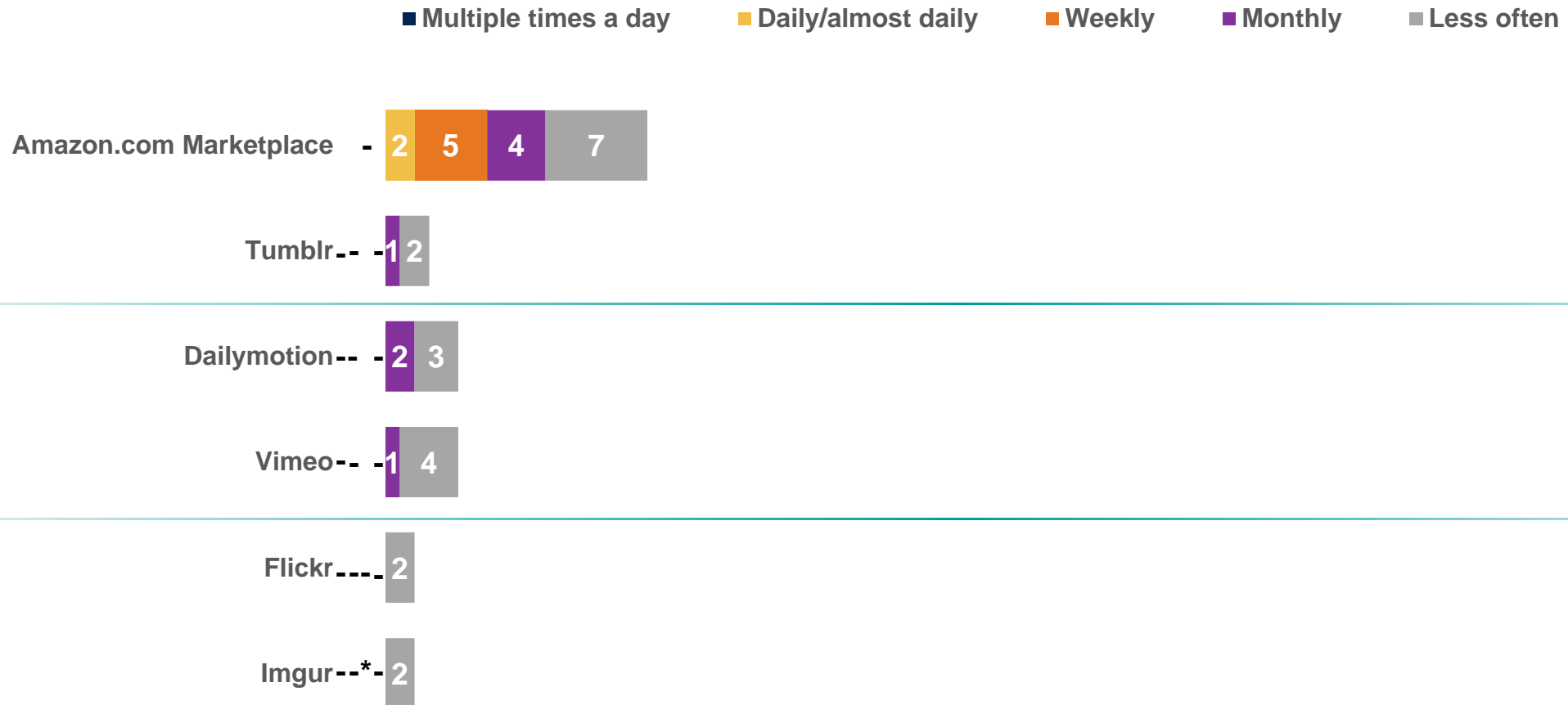


Q.2 And about how often, if at all, do you watch videos on? Would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never.

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FREQUENCY OF WATCHING VIDEOS

All respondents

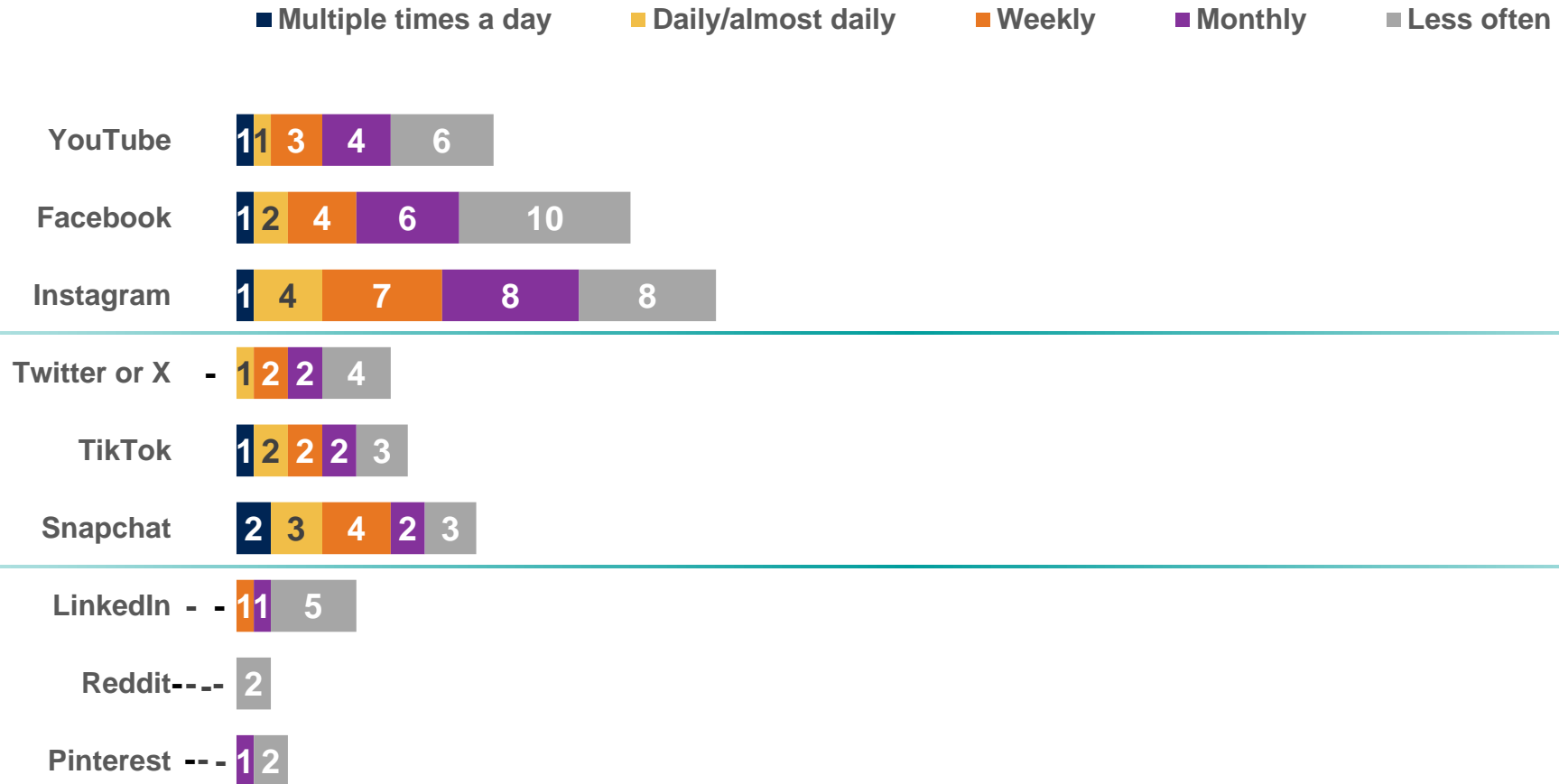


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Base: All Respondents: 1,004

FREQUENCY OF SHARING/UPLOADING A VIDEO

All respondents

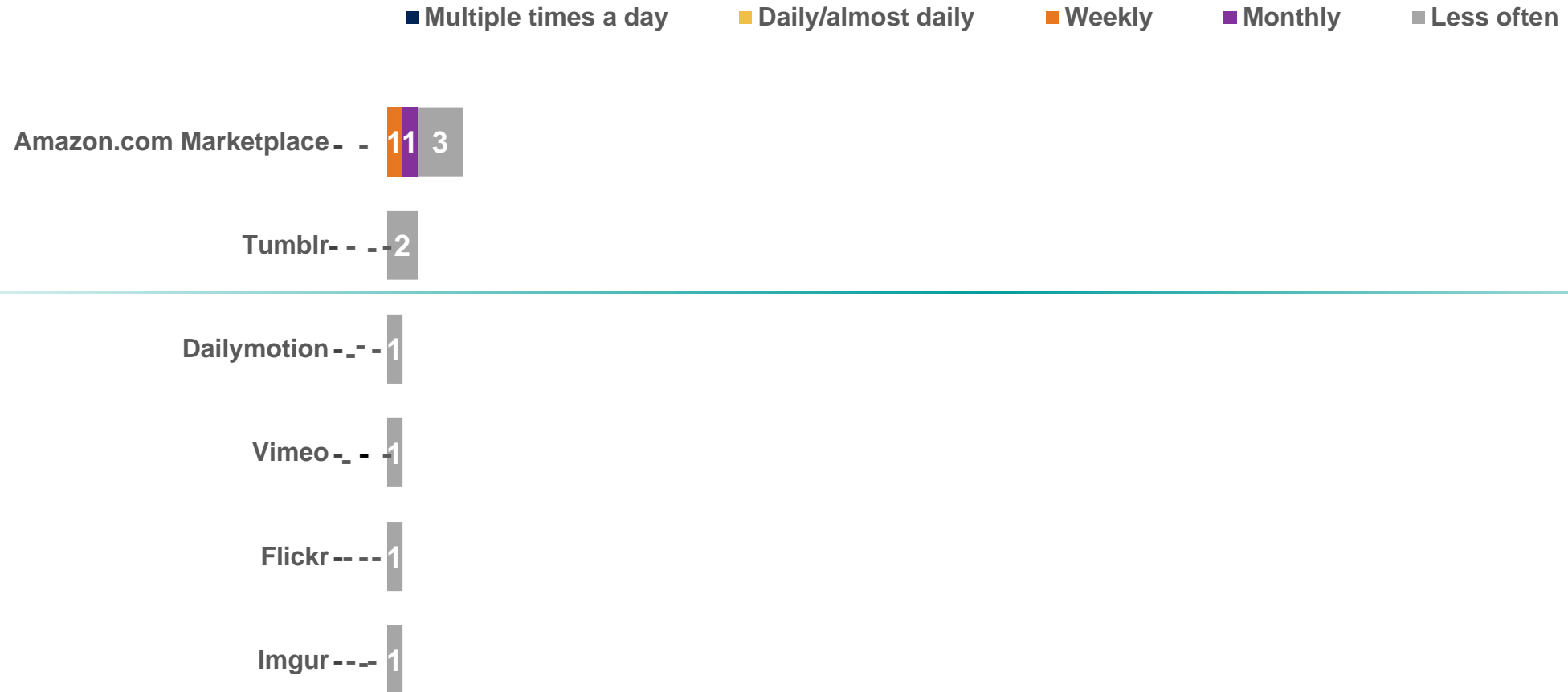


Q.3 And about how often, if at all, do you share a video or upload a video on? Would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?

Base: All respondents = 1,004

FREQUENCY OF SHARING/UPLOADING A VIDEO

All respondents



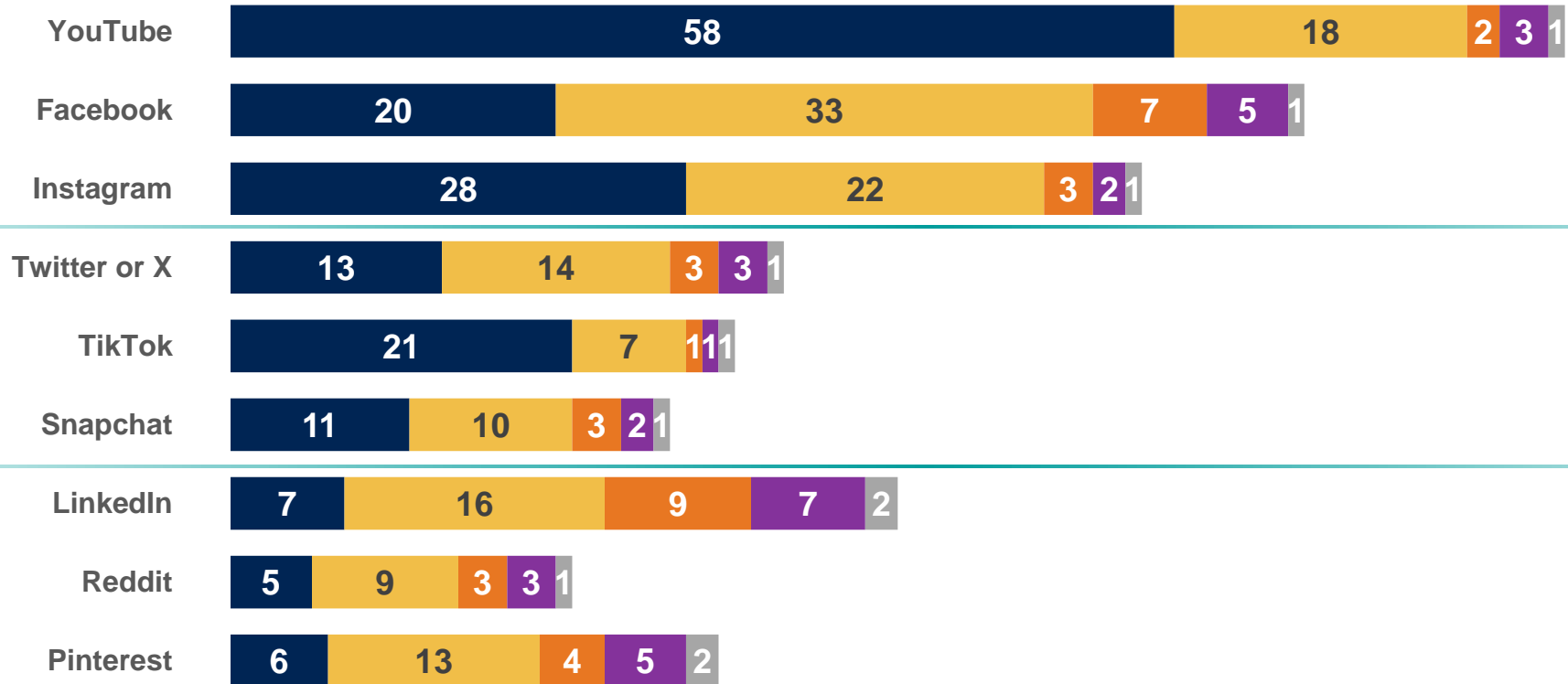
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Base: All respondents = 1,004

VIDEOS AS AN IMPORTANT FEATURE OF APPS/WEBSITES

Level of Agreement

■ Completely Agree ■ Agree to some extent ■ Disagree to some extent ■ Completely disagree ■ Don't know

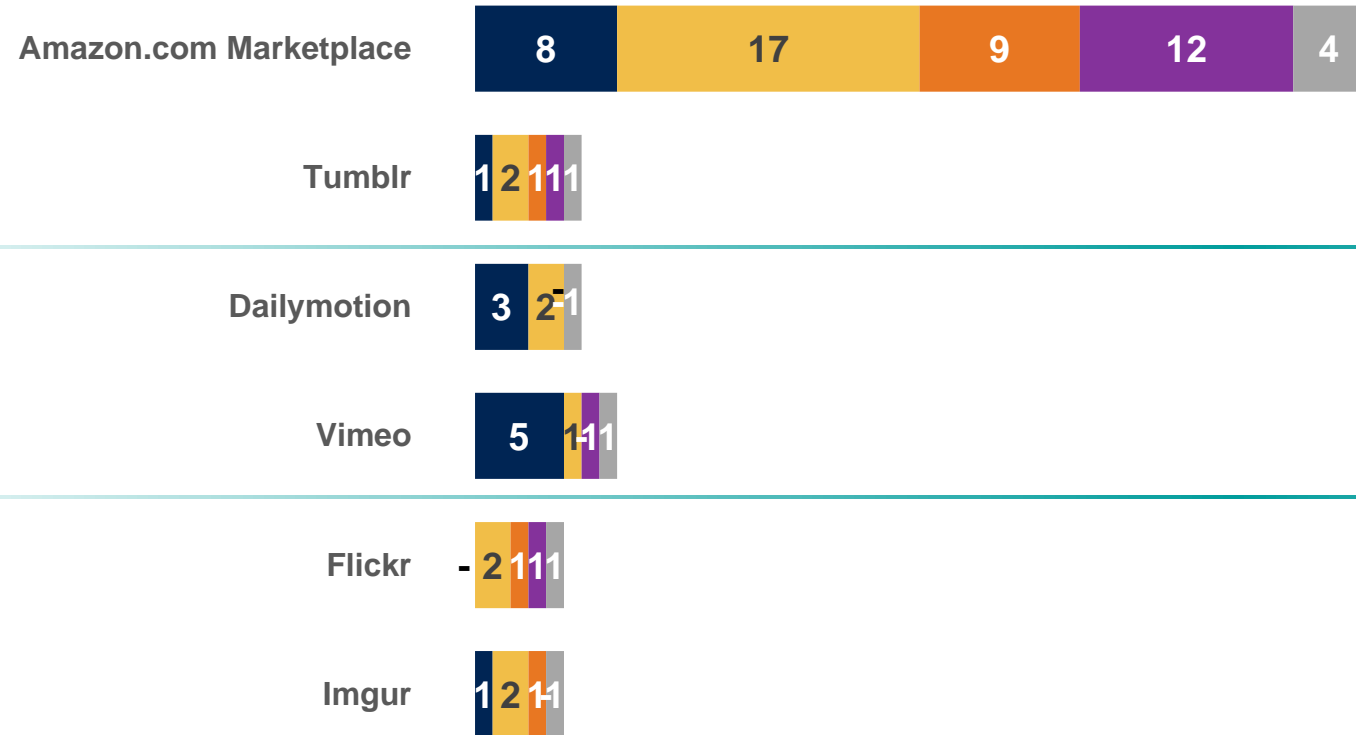


Q.4 To what extent would you agree or disagree that videos are an important feature of? Would you say you completely agree; agree to some extent; disagree to some extent; completely disagree.
Base: All respondents = 1,004

VIDEOS AS AN IMPORTANT FEATURE OF APPS/WEBSITES

Level of Agreement

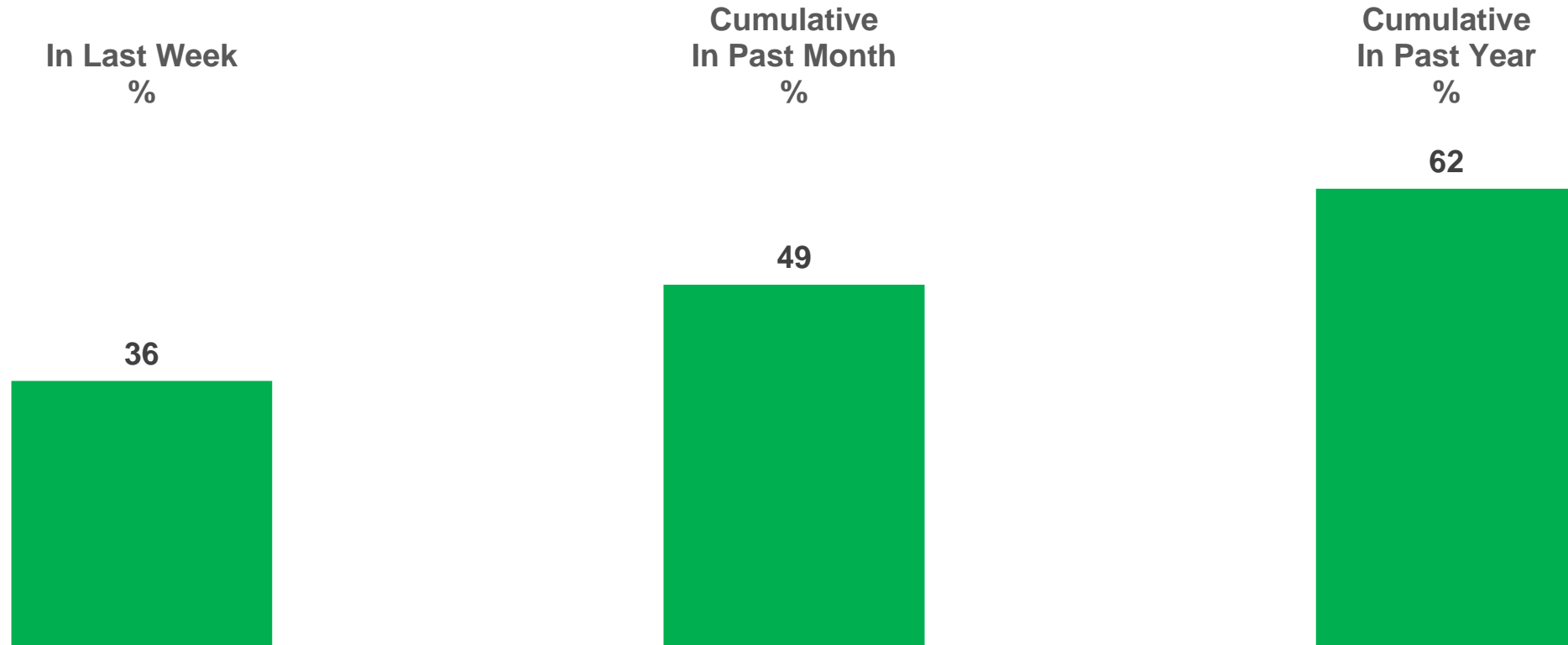
■ Completely Agree ■ Agree to some extent ■ Disagree to some extent ■ Completely disagree ■ Don't know



Q.4 To what extent would you agree or disagree that videos are an important feature of? Would you say you completely agree; agree to some extent; disagree to some extent; completely disagree.
Base: All respondents = 1,004

EXPERIENCE OF SEEING A VIDEO ON SOCIAL MEDIA THAT MADE VIEWER FEEL UNCOMFORTABLE, UPSET, OR NEGATIVE IN ANY WAY

All Users of Websites/Apps



Q.5 In the last week, have you seen a video on social media that made you feel uncomfortable, upset, or negative in any way?

Base: All who use any App/website 929

APPENDIX

3

APP USERS X DEMOGRAPHICS

Net Weekly

	Total	GENDER		AGE						CHILDREN IN HOUSE <18	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No
	%	%	%	%	%	%	%	%	%	%	%
YouTube	66	76	57	89	89	81	62	56	32	71	65
Facebook	54	49	59	44	61	68	61	63	29	67	50
Instagram	49	41	56	89	75	60	44	29	12	62	44
Twitter or X	24	31	18	34	28	35	21	18	11	29	22
TikTok	24	22	26	78	35	19	18	11	3	25	24
Snapchat	22	19	25	86	37	18	9	4	3	27	21
LinkedIn	24	27	21	28	48	33	23	15	1	29	22
Reddit	11	14	8	16	24	18	5	2	1	9	11
Pinterest	11	6	15	23	15	11	8	9	3	9	11
Amazon.com Marketplace	17	16	18	19	28	27	17	11	2	24	15
Tumblr	1	1	1	4	2	1	0	0	0	0	1
Dailymotion	1	1	1	4	1	0	0	0	1	1	1
Vimeo	1	1	1	1	2	1	1	1	0	1	1
Flickr	0	1	0	1	1	0	0	0	0	0	0
Imgur	1	1	0	1	2	2	0	0	0	0	1

Q.1 I am going to read out a list of websites or apps. For each one, can you tell me about how often, if at all, you use it? For each, would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?

Base: All Respondents: 1,004

WATCH VIDEOS WEEKLY X DEMOGRAPHICS

Net Weekly Viewing

		GENDER		AGE						CHILDREN IN HOUSE <18	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No
	%	%	%	%	%	%		%	%	%	%
YouTube	62	72	52	88	86	80	56	48	25	68	60
Facebook	39	36	42	39	48	54	47	36	12	53	34
Instagram	43	35	50	82	73	54	40	20	4	55	38
Twitter or X	18	23	13	30	23	26	18	8	5	24	16
TikTok	24	21	26	79	32	18	19	13	2	25	23
Snapchat	15	15	15	64	24	12	4	4	0	18	14
LinkedIn	10	13	6	10	23	12	10	4	1	13	9
Reddit	6	9	3	8	13	11	2	0	1	5	6
Pinterest	6	4	7	11	9	5	5	6	1	6	6
Amazon.com Marketplace	7	8	6	9	11	10	8	4	1	8	7
Tumblr	1	1	0	3	2	0	0	0	0	0	1
Dailymotion	0	1	0	2	0	1	0	0	0	1	0
Vimeo	1	1	1	1	0	1	2	0	0	2	0
Flickr	n/a										
Imgur	1	1	0	1	2	1	0	0	0	0	1

SHARE/UPLOAD VIDEOS WEEKLY X DEMOGRAPHICS

Net Weekly Sharing/Uploading

	Total	GENDER		AGE						CHILDREN IN HOUSE <18	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No
	%	%	%	%	%	%	%	%	%	%	%
YouTube	5	6	5	4	9	6	6	4	4	6	5
Facebook	7	7	7	3	9	10	9	7	2	10	6
Instagram	12	11	13	26	20	13	11	7	1	14	11
Twitter or X	3	4	1	3	3	4	4	0	2	4	2
TikTok	6	6	6	24	7	3	5	2	1	6	6
Snapchat	9	10	8	41	16	5	3	0	0	10	9
LinkedIn	2	2	1	3	2	1	3	1	0	1	2
Reddit	0	1	0	0	2	0	0	0	0	0	0
Pinterest	1	0	1	1	1	0	0	1	0	0	1
Amazon.com Marketplace	1	1	1	0	1	2	1	0	1	3	0
Tumblr	0	0	0	1	1	0	0	0	0	0	0
Dailymotion	n/a										
Vimeo	0	0	0	0	0	0	0	0	0	0	0
Flickr	0	0	0	0	0	0	0	0	0	0	0
Imgur	0	0	0	0	0	0	0	0	0	0	0

AGREEMENT THAT VIDEOS ARE AN IMPORTANT FEATURE OF WEBSITES/APPS

Net Agree completely/to some extent

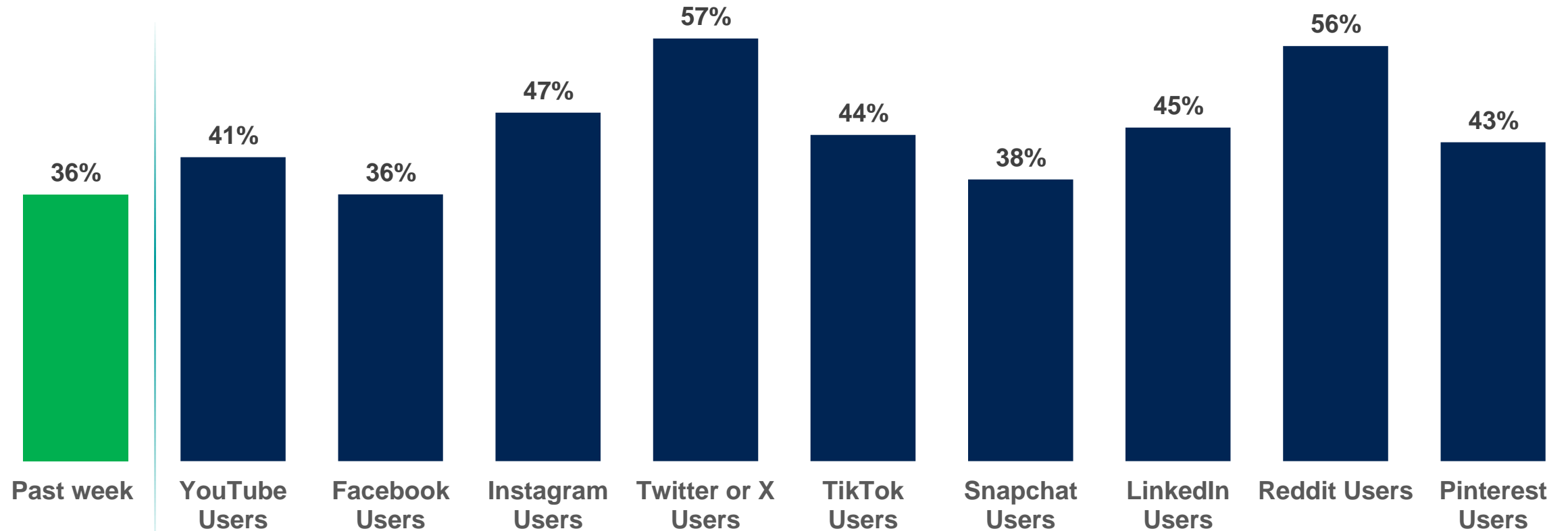
	Total	GENDER		AGE						CHILDREN IN HOUSE <18	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No
	%	%	%	%	%	%	%	%	%	%	%
YouTube	76	80	72	97	97	85	82	69	37	84	73
Facebook	53	50	55	60	67	64	58	50	22	62	49
Instagram	50	44	56	93	79	61	46	29	11	61	46
Twitter or X	27	34	20	45	38	37	22	19	8	32	25
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Dailymotion	5	7	4	13	9	6	2	2	1	5	5
Vimeo	6	7	5	5	9	10	8	3	1	8	6
Flickr	2	3	1	3	2	4	2	0	1	2	2
Imgur	3	4	1	5	7	4	2	0	1	2	3

Q.4 To what extent would you agree or disagree that videos are an important feature of? Would you say you completely agree; agree to some extent; disagree to some extent; completely disagree.

Base: All respondents = 1,004

SEEING A VIDEO ON SOCIAL MEDIA IN THE PAST WEEK THAT MADE YOU FEEL UNCOMFORTABLE, UPSET, OR NEGATIVE IN ANY WAY

Past Week by Weekly Users of Apps



Note: Question does not ask respondents to identify the site where a 'harmful' video was seen. This chart simply analyses the data by User groups.

Q.5 In the last week, have you seen a video on social media that made you feel uncomfortable, upset, or negative in any way?

Base: All who use App/website in past week

EXPERIENCE OF SEEING A VIDEO ON SOCIAL MEDIA THAT MADE VIEWER FEEL UNCOMFORTABLE, UPSET, OR NEGATIVE IN ANY WAY

All Users of Websites/Apps

	Total	GENDER		AGE						CHILDREN IN HOUSE <18	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Yes	No
	%	%	%	%	%	%		%	%	%	%
Yes, past week	36	37	34	38	42	52	37	22	16	44	32
Yes, past month	49	48	49	57	59	64	51	30	22	59	45
Yes, past year	62	61	62	76	73	75	62	46	33	72	58

Q.5 In the last week/month/year have you seen a video on social media that made you feel uncomfortable, upset, or negative in any way?

Base: All who use any App/website

EXPERIENCE OF SEEING A VIDEO ON SOCIAL MEDIA THAT MADE VIEWER FEEL UNCOMFORTABLE, UPSET, OR NEGATIVE IN ANY WAY

X Users of Apps/Websites

	All App Users	You Tube	Facebook	Instagram	Twitter or X	TikTok	Snapchat	LinkedIn	Reddit	Pinterest	Amazon.com Market Place	Tumblr*	Daily motion*	Vimeo*	Flickr*	Imgur*
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yes, past week	36	38	37	44	51	42	39	42	52	46	44	51	42	45	46	52
Yes, past month	49	51	50	60	62	59	56	55	68	61	58	60	50	54	49	65
Yes, past year	62	65	64	74	73	76	74	70	82	75	71	84	71	71	76	84

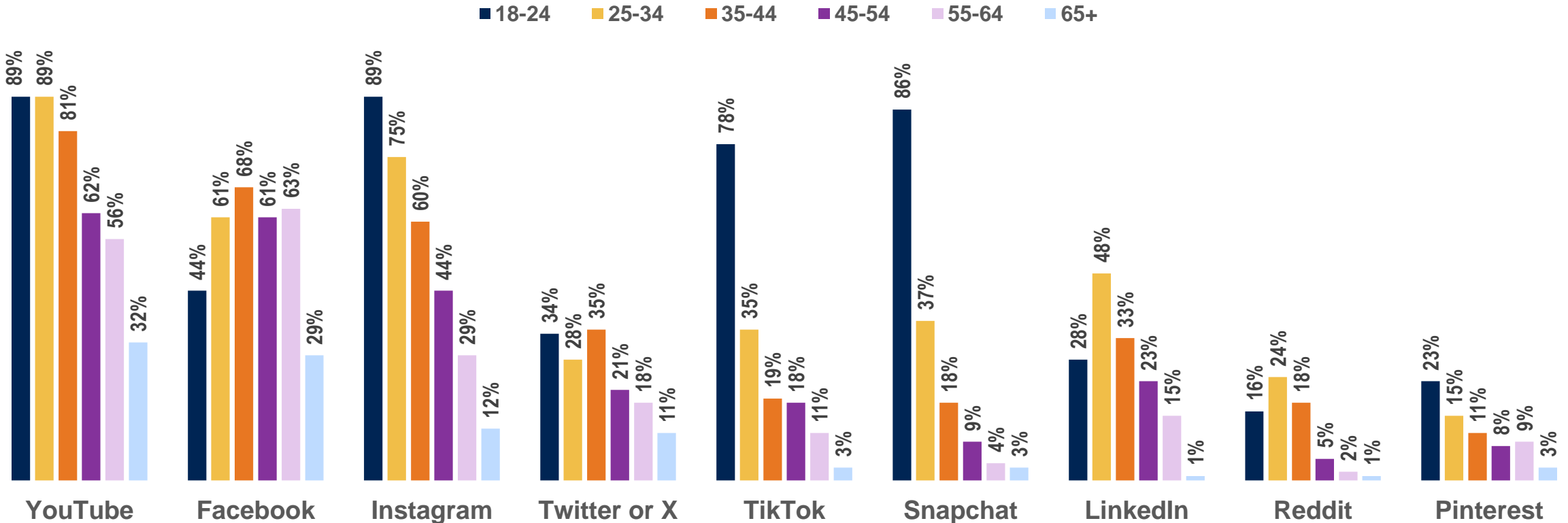
Note: Question does not ask respondents to identify the site where a 'harmful' video was seen. This chart simply analyses the data by User groups.

* Small sample size <80

Q.5 In the last week/month/year, have you seen a video on social media that made you feel uncomfortable, upset, or negative in any way?
Base: All who use any App/website

WEEKLY APP USERS BY AGE GROUPS

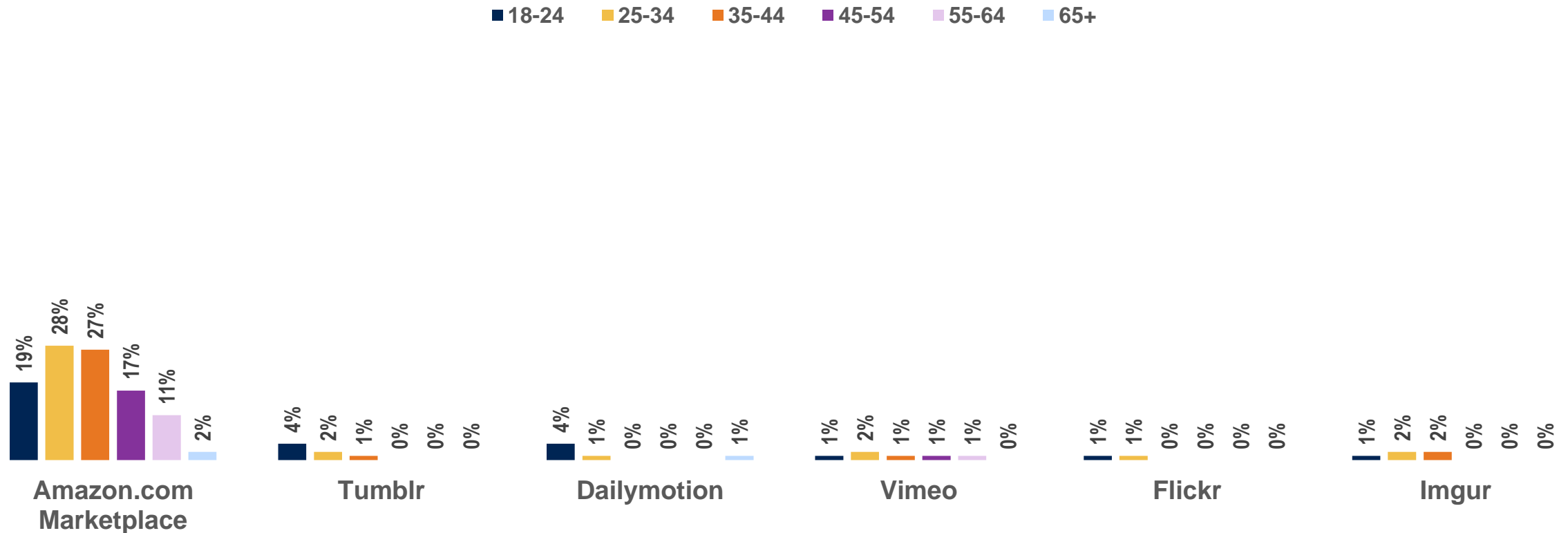
Net Weekly Use



Q.1 I am going to read out a list of websites or apps. For each one, can you tell me about how often, if at all, you use it? For each, would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?

WEEKLY APP USERS BY AGE GROUPS

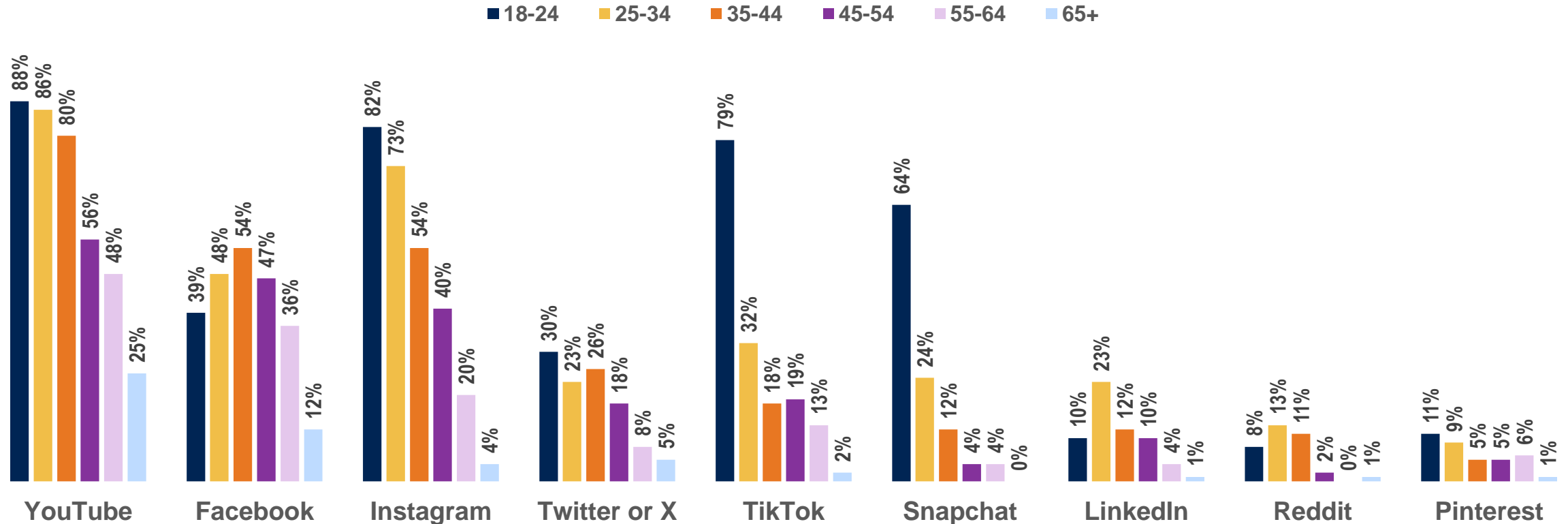
Net Weekly Use



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WATCH VIDEOS WEEKLY BY AGE GROUPS

Net Weekly Viewing



Q.2 And about how often, if at all, do you watch videos on? Would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never.

WATCH VIDEOS WEEKLY BY AGE GROUPS

Net Weekly Viewing

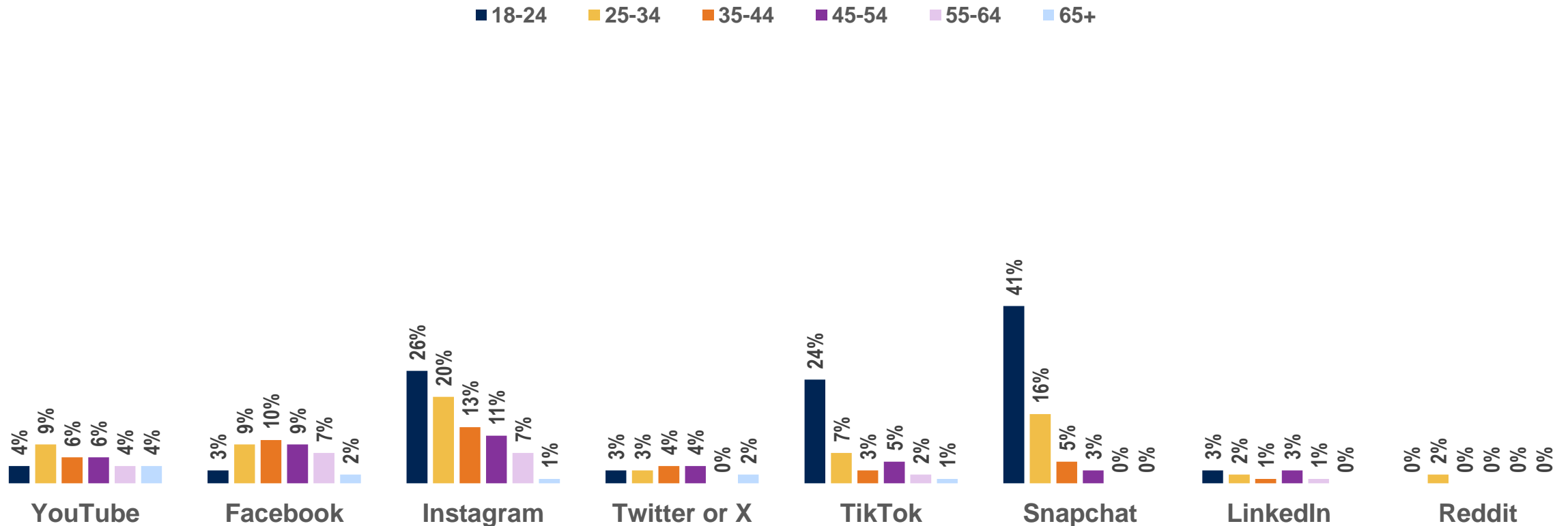
■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+



Q.2 And about how often, if at all, do you watch videos on? Would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never.

SHARE/UPLOAD VIDEOS WEEKLY BY AGE GROUPS

Net Weekly Sharing/Uploading

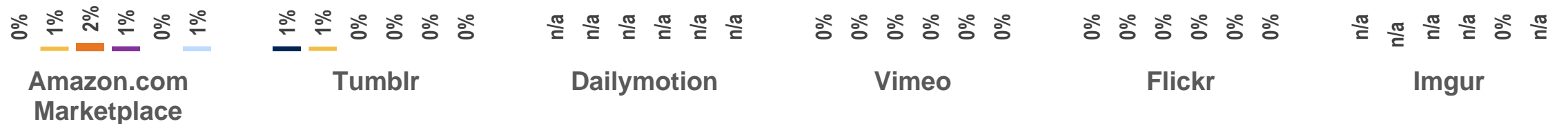


Q.3 And about how often, if at all, do you share a video or upload a video on? Would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?

SHARE/UPLOAD VIDEOS WEEKLY BY AGE GROUPS

Net Weekly Sharing/Uploading

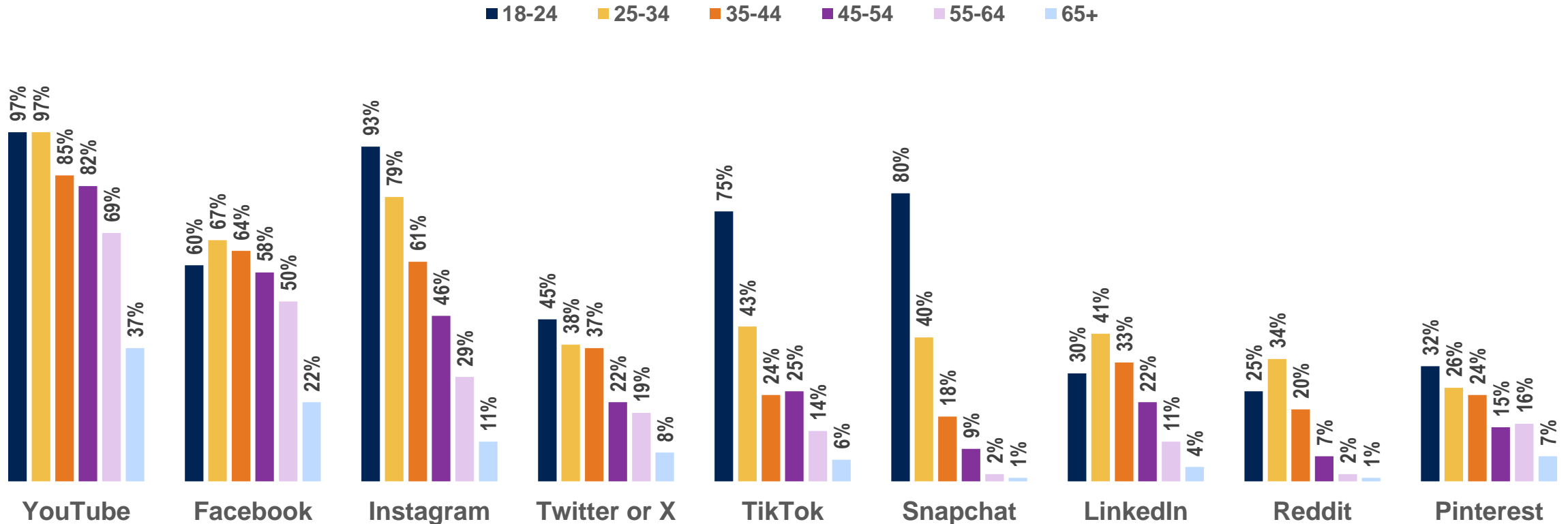
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Q.3 And about how often, if at all, do you share a video or upload a video on? Would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?

VIDEOS AS IMPORTANT FEATURE OF WEBSITES/APPS BY AGE GROUPS

Net Agree – Completely/To some extent

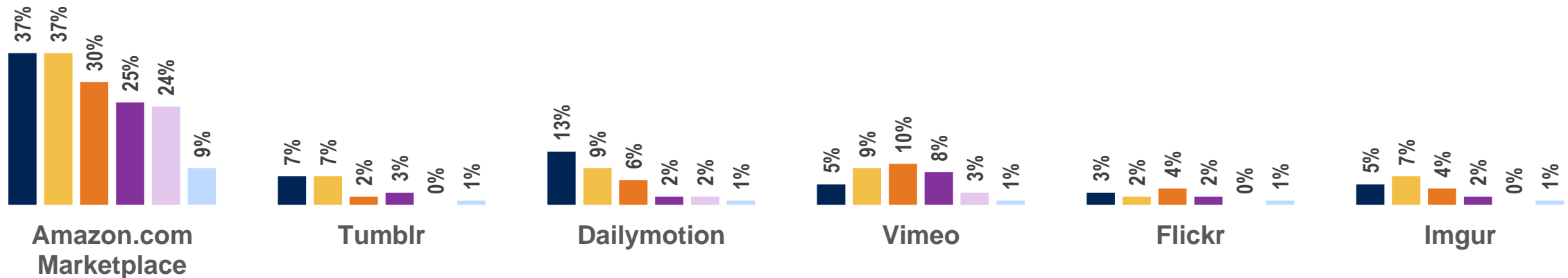


Q.4 To what extent would you agree or disagree that videos are an important feature of? Would you say you completely agree; agree to some extent; disagree to some extent; completely disagree.

VIDEOS AS IMPORTANT FEATURE OF WEBSITES/APPS BY AGE GROUPS

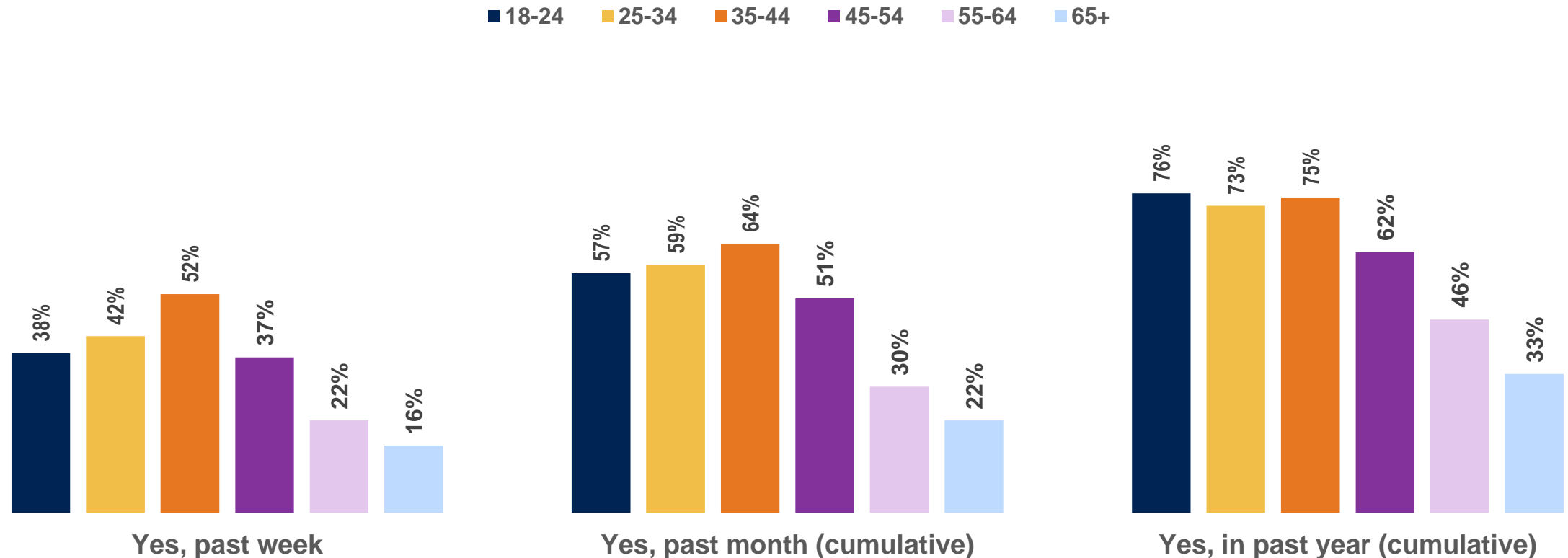
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Q.4 To what extent would you agree or disagree that videos are an important feature of? Would you say you completely agree; agree to some extent; disagree to some extent; completely disagree.

EXPERIENCE OF SEEING A VIDEO ON SOCIAL MEDIA THAT MADE VIEWER FEEL UNCOMFORTABLE, UPSET OR NEGATIVE IN ANY WAY



Q.5 In the last week/month/year have you seen a video on social media that made you feel uncomfortable, upset, or negative in any way?

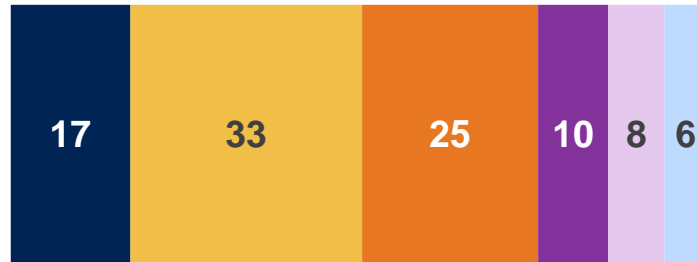
YOUTUBE USERS



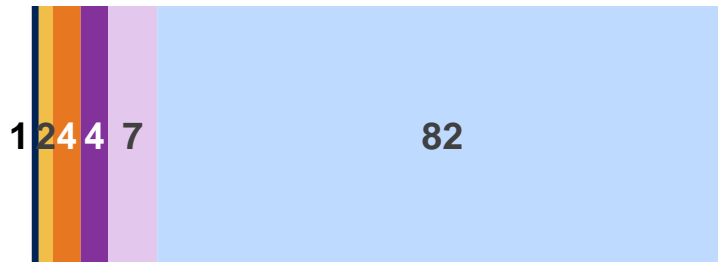
82% use Youtube

■ Multiple times a day
 ■ Daily/ almost daily
 ■ Weekly
 ■ Monthly
 ■ Less often
 ■ Never/ D.K.

Q2. How often watch videos

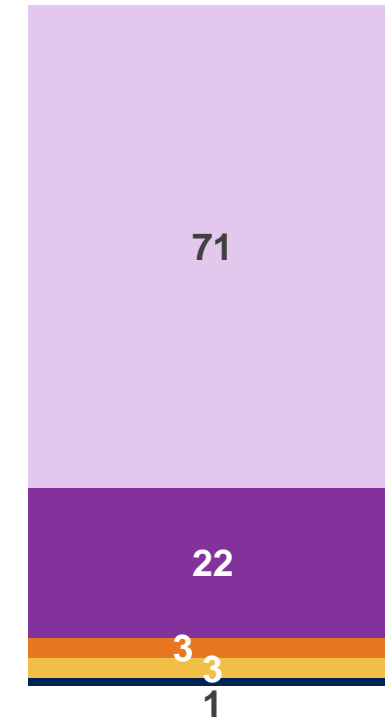


Q3. How often share or upload a video



Q4. Videos important feature of YouTube %

■ Completely Agree
 ■ Agree to some extent
 ■ Disagree to some extent
 ■ Completely disagree
 ■ Don't know



Q.1 I am going to read out a list of websites or apps. For each one, can you tell me about how often, if at all, you use it? For each, would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?
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 Q.3 And about how often, if at all, do you share a video or upload a video on? Would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?
 Q.4 To what extent would you agree or disagree that videos are an important feature of? Would you say you completely agree; agree to some extent; disagree to some extent; completely disagree.
 Base: Youtube users = 820

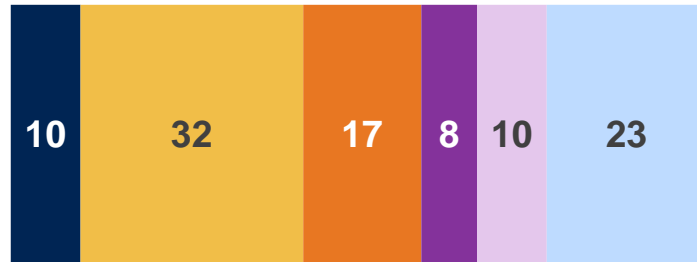


FACEBOOK USERS

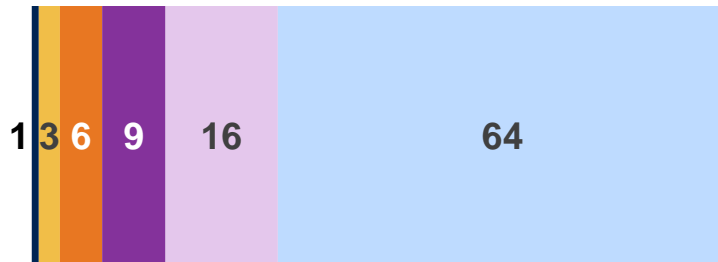
66% use Facebook

■ Multiple times a day
 ■ Daily/ almost daily
 ■ Weekly
 ■ Monthly
 ■ Less often
 ■ Never/ D.K.

Q2. How often watch videos

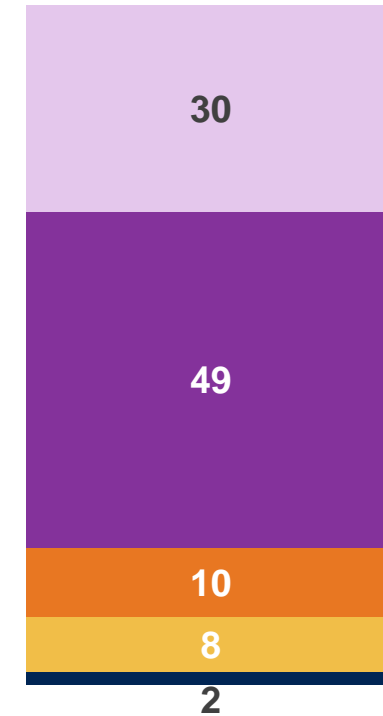


Q3. How often share or upload a video



Q3. Videos important feature of Facebook %

■ Completely Agree
 ■ Agree to some extent
 ■ Disagree to some extent
 ■ Completely disagree
 ■ Don't know



Q.1 I am going to read out a list of websites or apps. For each one, can you tell me about how often, if at all, you use it? For each, would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?
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 Q.3 And about how often, if at all, do you share a video or upload a video on? Would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?
 Q.4 To what extent would you agree or disagree that videos are an important feature of? Would you say you completely agree; agree to some extent; disagree to some extent; completely disagree.
 Base: Facebook users = 665

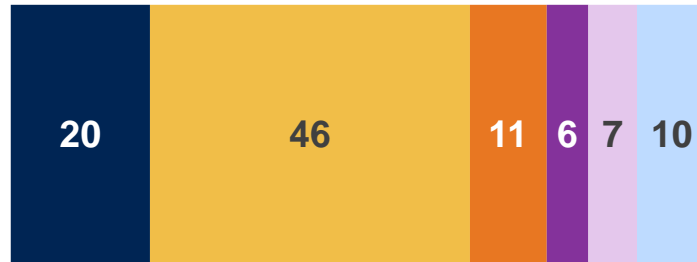
INSTAGRAM USERS



56% use Instagram

■ Multiple times a day
 ■ Daily/ almost daily
 ■ Weekly
 ■ Monthly
 ■ Less often
 ■ Never/ D.K.

Q2. How often watch videos

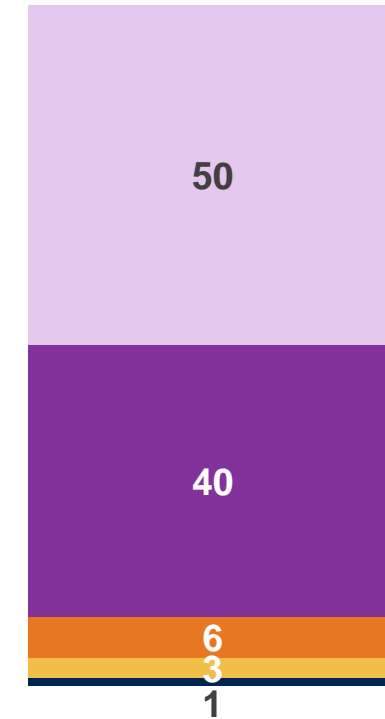


Q3. How often share or upload a video



Q4. Videos important feature of Instagram %

■ Completely Agree
 ■ Agree to some extent
 ■ Disagree to some extent
 ■ Completely disagree
 ■ Don't know



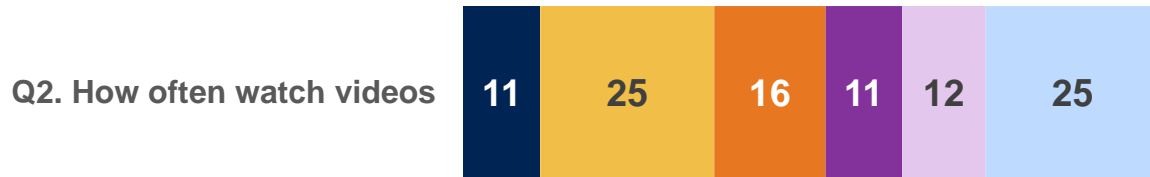
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 Q.4 To what extent would you agree or disagree that videos are an important feature of? Would you say you completely agree; agree to some extent; disagree to some extent; completely disagree.
 Base: Instagram users = 560



TWITTER OR X USERS

34% use Twitter / X

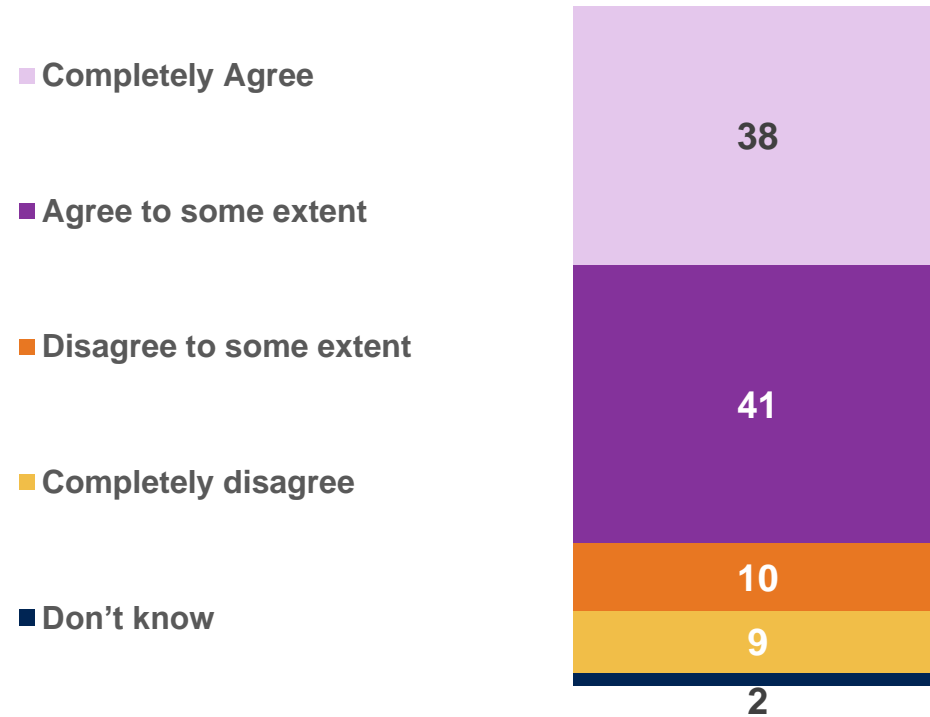
■ Multiple times a day
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■ Monthly
■ Less often
■ Never/ D.K.



Q3. How often watch videos

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 Q.3 And about how often, if at all, do you share a video or upload a video on? Would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?
 Q.4 To what extent would you agree or disagree that videos are an important feature of? Would you say you completely agree; agree to some extent; disagree to some extent; completely disagree.
 Base: Twitter/X users = 342

Q4. Videos important feature of Twitter/X %



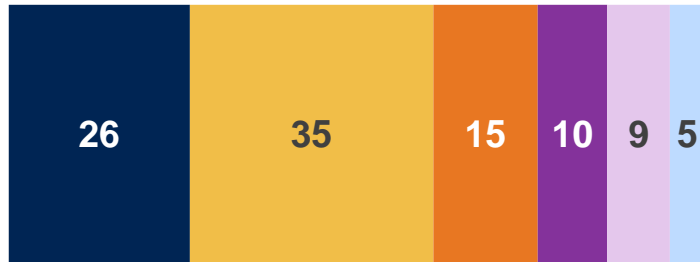
TIKTOK USERS



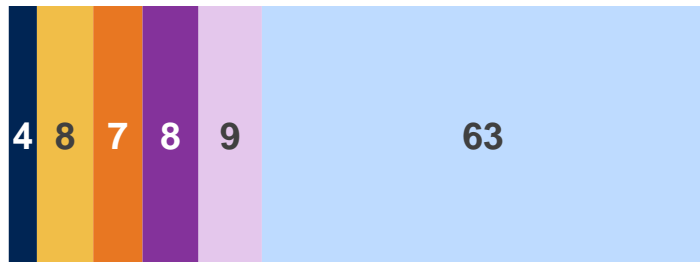
31% use TikTok

■ Multiple times a day
■ Daily/ almost daily
■ Weekly
■ Monthly
■ Less often
■ Never/ D.K.

Q2. How often watch videos

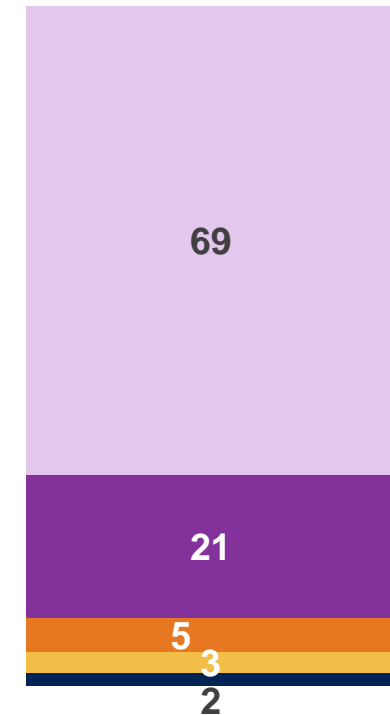


Q3. How often share or upload a video



Q4. Videos important feature of TikTok %

■ Completely Agree
■ Agree to some extent
■ Disagree to some extent
■ Completely disagree
■ Don't know



Q.1 I am going to read out a list of websites or apps. For each one, can you tell me about how often, if at all, you use it? For each, would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?
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 Q.4 To what extent would you agree or disagree that videos are an important feature of? Would you say you completely agree; agree to some extent; disagree to some extent; completely disagree.
 Base: TikTok users = 311



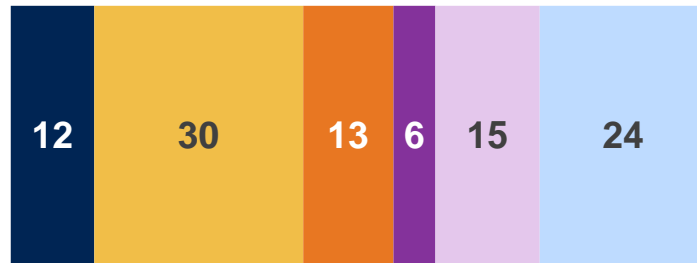
SNAPCHAT USERS



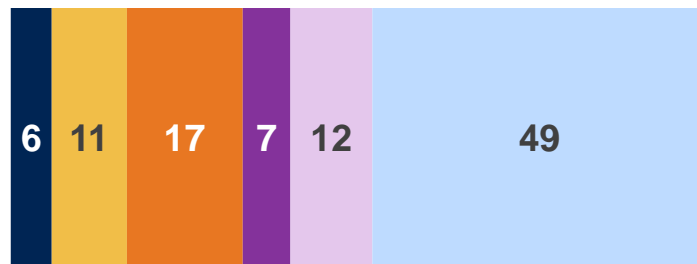
27% use Snapchat

■ Multiple times a day
 ■ Daily/ almost daily
 ■ Weekly
 ■ Monthly
 ■ Less often
 ■ Never/ D.K.

Q2. How often watch videos

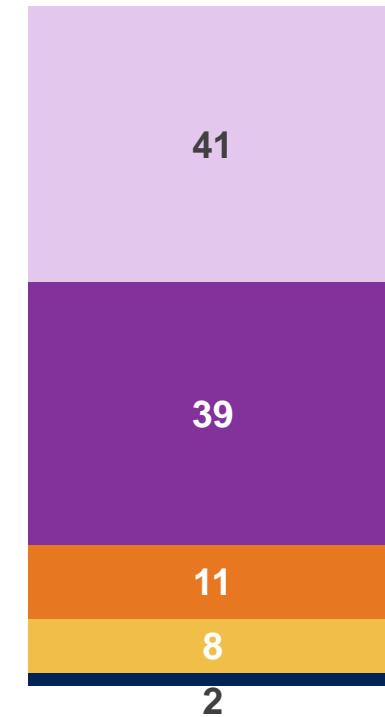


Q3. How often share or upload a video



Q4. Videos important feature of Snapchat %

■ Completely Agree
 ■ Agree to some extent
 ■ Disagree to some extent
 ■ Completely disagree
 ■ Don't know



Q.1 I am going to read out a list of websites or apps. For each one, can you tell me about how often, if at all, you use it? For each, would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?
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 Q.3 And about how often, if at all, do you share a video or upload a video on? Would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?
 Q.4 To what extent would you agree or disagree that videos are an important feature of? Would you say you completely agree; agree to some extent; disagree to some extent; completely disagree.
 Base: Snapchat users = 272

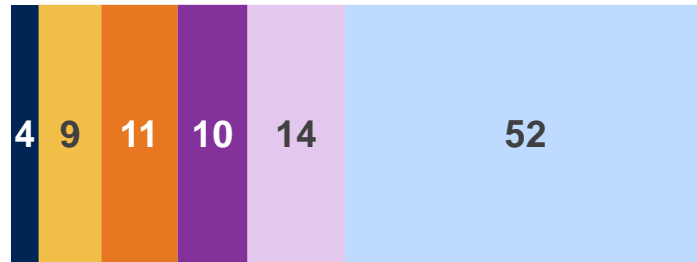


LINKEDIN USERS

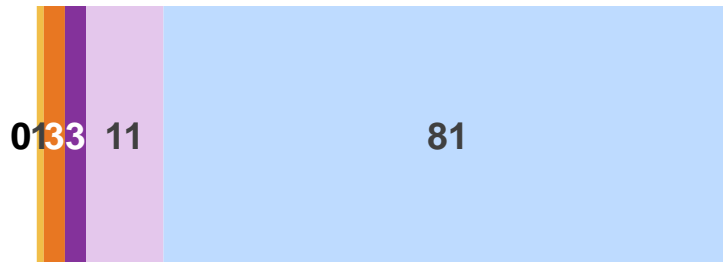
41% use LinkedIn

■ Multiple times a day
■ Daily/ almost daily
■ Weekly
■ Monthly
■ Less often
■ Never/ D.K.

Q2. How often watch videos

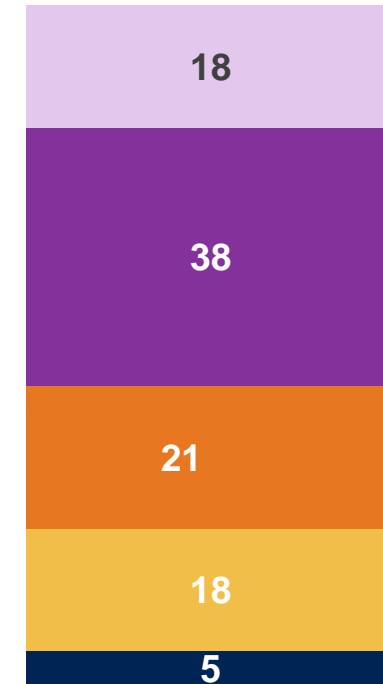


Q3. How often share or upload a video



Q4. Videos important feature of LinkedIn %

■ Completely Agree
■ Agree to some extent
■ Disagree to some extent
■ Completely disagree
■ Don't know



Q.1 I am going to read out a list of websites or apps. For each one, can you tell me about how often, if at all, you use it? For each, would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?
 Q.2 And about how often, if at all, do you watch videos on? Would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never.
 Q.3 And about how often, if at all, do you share a video or upload a video on? Would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?
 Q.4 To what extent would you agree or disagree that videos are an important feature of? Would you say you completely agree; agree to some extent; disagree to some extent; completely disagree.
 Base: LinkedIn users = 414

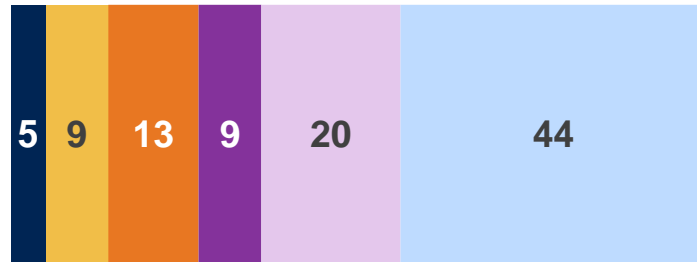
REDDIT USERS



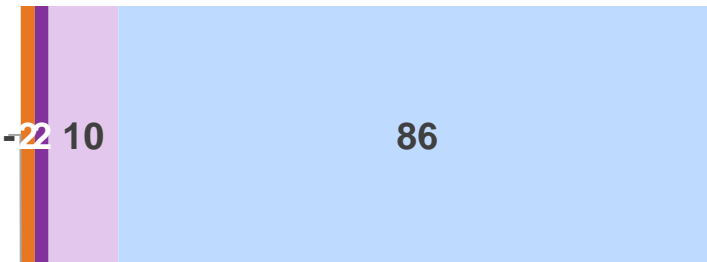
21% use Reddit

■ Multiple times a day
 ■ Daily/ almost daily
 ■ Weekly
 ■ Monthly
 ■ Less often
 ■ Never/ D.K.

Q2. How often watch videos

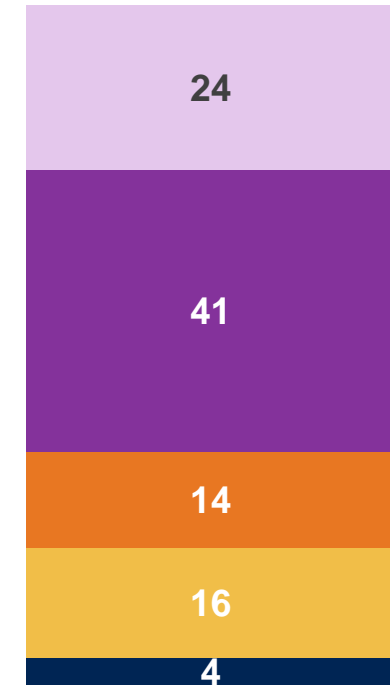


Q3. How often share or upload a video



Q4. Videos important feature of Reddit %

■ Completely Agree
 ■ Agree to some extent
 ■ Disagree to some extent
 ■ Completely disagree
 ■ Don't know



Q.1 I am going to read out a list of websites or apps. For each one, can you tell me about how often, if at all, you use it? For each, would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?
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 Q.4 To what extent would you agree or disagree that videos are an important feature of? Would you say you completely agree; agree to some extent; disagree to some extent; completely disagree.
 Base: Reddit users = 215

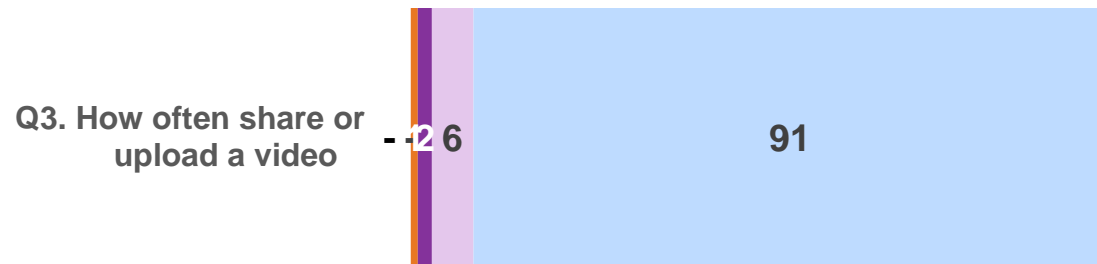


PINTEREST USERS



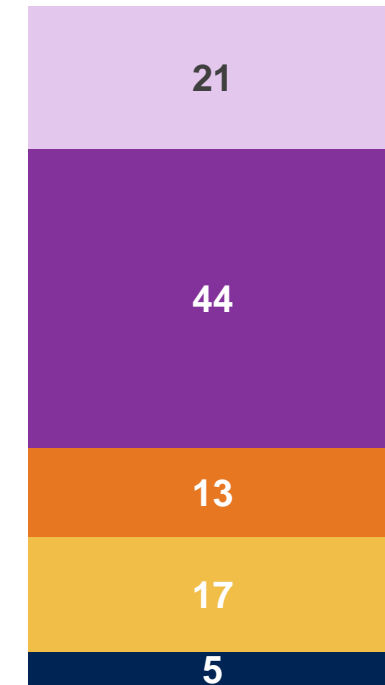
30% use Pinterest

■ Multiple times a day
■ Daily/ almost daily
■ Weekly
■ Monthly
■ Less often
■ Never/ D.K.



Q4. Videos important feature of Pinterest %

■ Completely Agree
■ Agree to some extent
■ Disagree to some extent
■ Completely disagree
■ Don't know

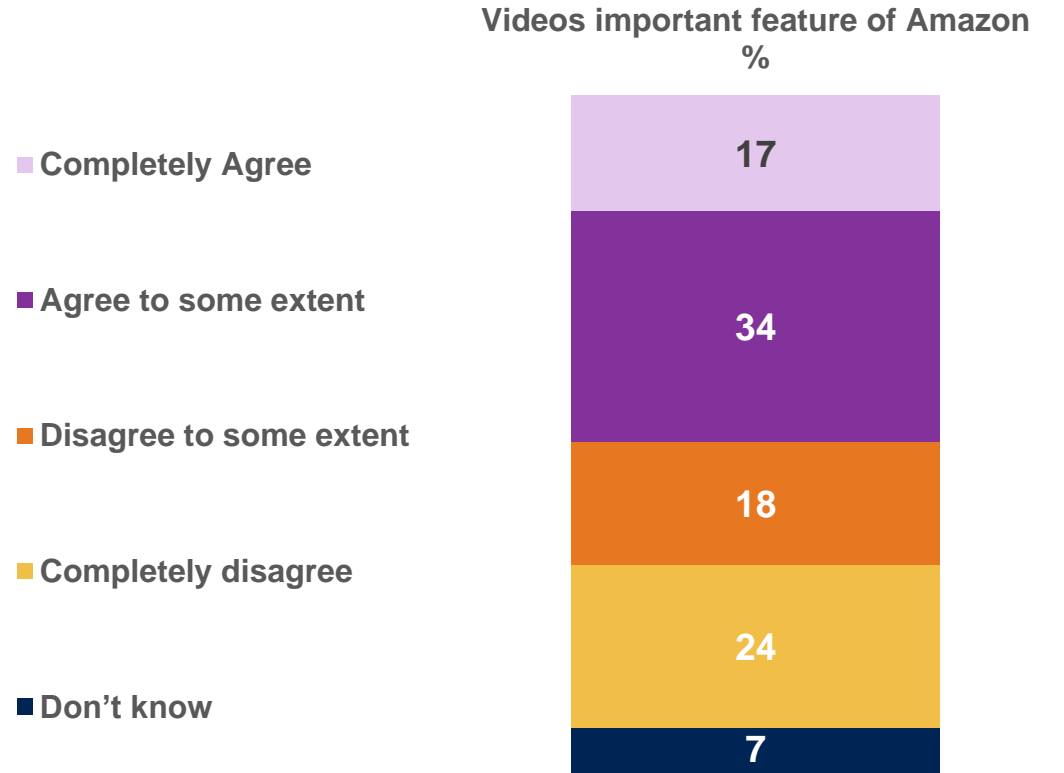
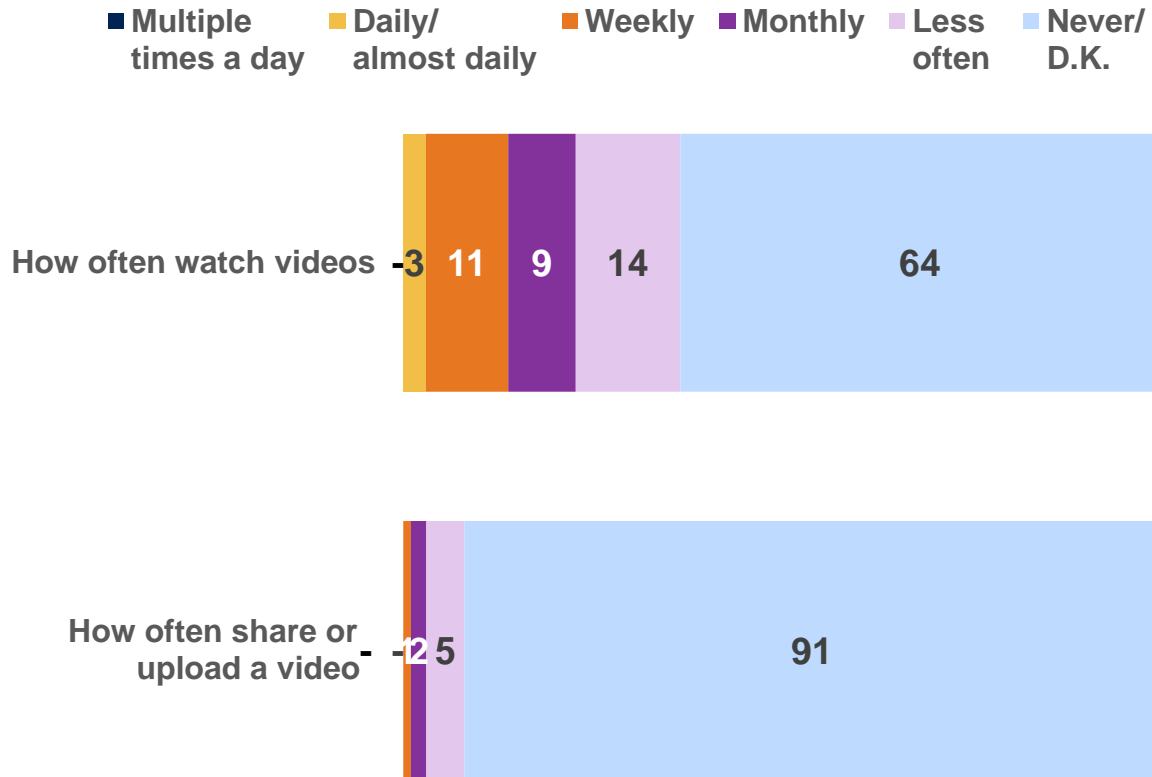


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 Q.4 To what extent would you agree or disagree that videos are an important feature of? Would you say you completely agree; agree to some extent; disagree to some extent; completely disagree.
 Base: Pinterest users = 298



AMAZON USERS

51% use Amazon



Q.1 I am going to read out a list of websites or apps. For each one, can you tell me about how often, if at all, you use it? For each, would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?
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 Q.3 And about how often, if at all, do you share a video or upload a video on? Would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?
 Q.4 To what extent would you agree or disagree that videos are an important feature of? Would you say you completely agree; agree to some extent; disagree to some extent; completely disagree.
 Base: Amazon users = 511

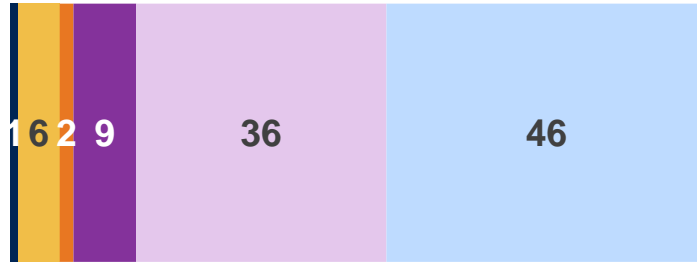
TUMBLR USERS



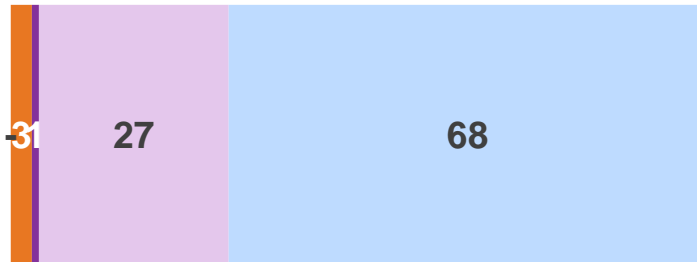
6% use Tumblr

■ Multiple times a day
 ■ Daily/ almost daily
 ■ Weekly
 ■ Monthly
 ■ Less often
 ■ Never/ D.K.

Q2. How often watch videos

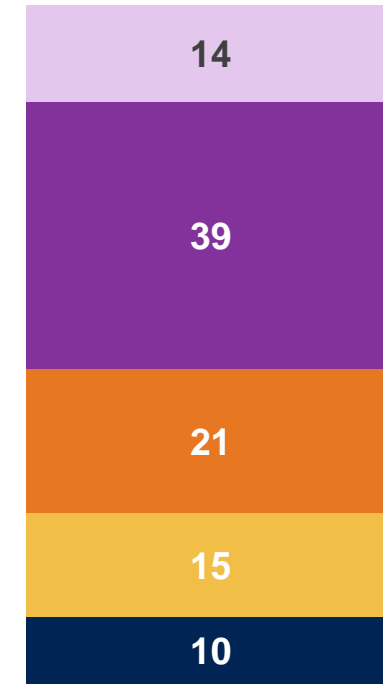


Q3. How often share or upload a video



Q4. Videos important feature of Tumblr %

■ Completely Agree
 ■ Agree to some extent
 ■ Disagree to some extent
 ■ Completely disagree
 ■ Don't know



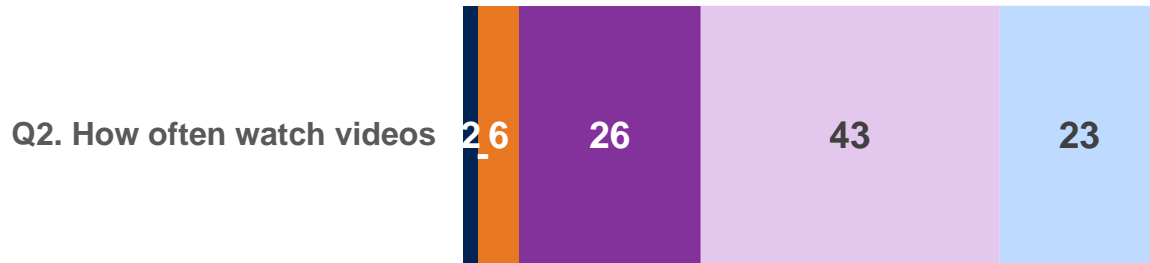
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 Q.3 And about how often, if at all, do you share a video or upload a video on? Would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?
 Q.4 To what extent would you agree or disagree that videos are an important feature of? Would you say you completely agree; agree to some extent; disagree to some extent; completely disagree.
 Base: Tumblr users = 58



DAILY MOTION USERS

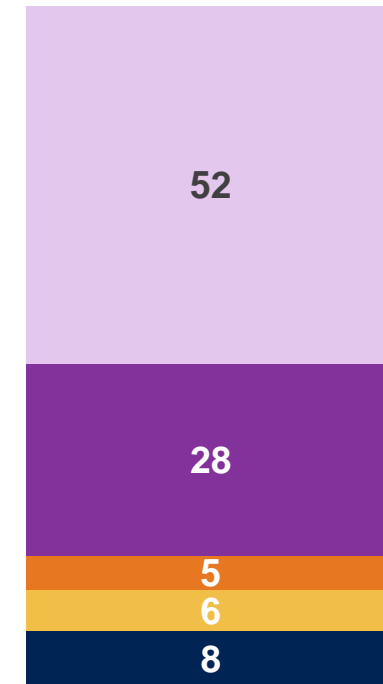
6% use Dailymotion

■ Multiple times a day
■ Daily/ almost daily
■ Weekly
■ Monthly
■ Less often
■ Never/ D.K.



Q4. Videos important feature of Daily Motion %

■ Completely Agree
■ Agree to some extent
■ Disagree to some extent
■ Completely disagree
■ Don't know



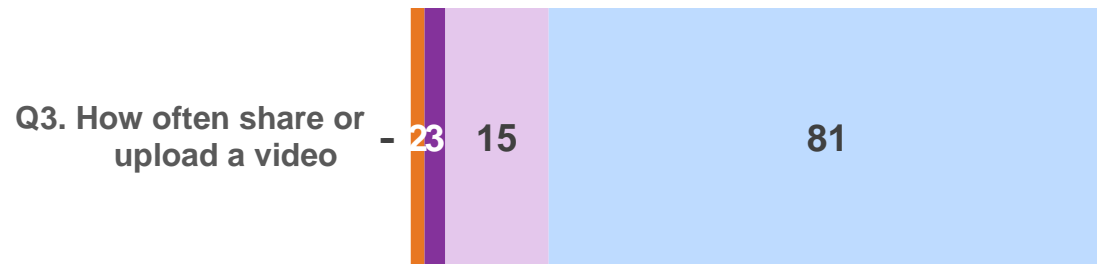
Q.1 I am going to read out a list of websites or apps. For each one, can you tell me about how often, if at all, you use it? For each, would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?
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 Q.4 To what extent would you agree or disagree that videos are an important feature of? Would you say you completely agree; agree to some extent; disagree to some extent; completely disagree.
 Base: Dailymotion users = 64

VIMEO USERS



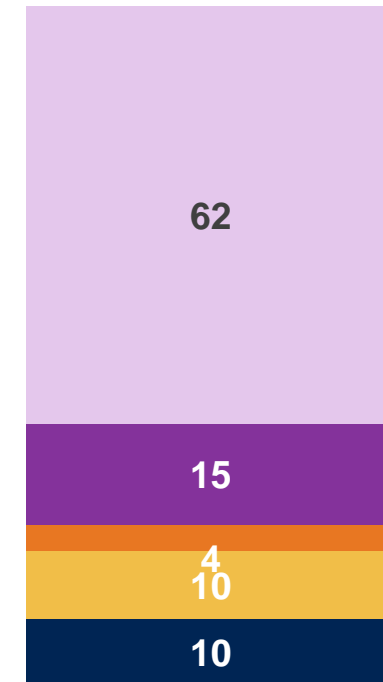
8% use Vimeo

■ Multiple times a day
 ■ Daily/ almost daily
 ■ Weekly
 ■ Monthly
 ■ Less often
 ■ Never/ D.K.



Q4. Videos important feature of Vimeo %

■ Completely Agree
 ■ Agree to some extent
 ■ Disagree to some extent
 ■ Completely disagree
 ■ Don't know



Q.1 I am going to read out a list of websites or apps. For each one, can you tell me about how often, if at all, you use it? For each, would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?

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Q.4 To what extent would you agree or disagree that videos are an important feature of? Would you say you completely agree; agree to some extent; disagree to some extent; completely disagree.

Base: Vimeo users = 79



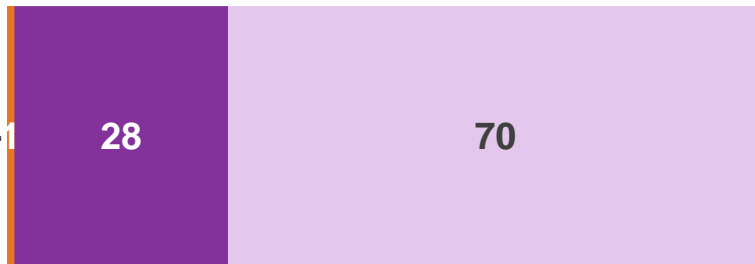
5% use Flickr

■ Multiple times a day
 ■ Daily/ almost daily
 ■ Weekly
 ■ Monthly
 ■ Less often
 ■ Never/ D.K.

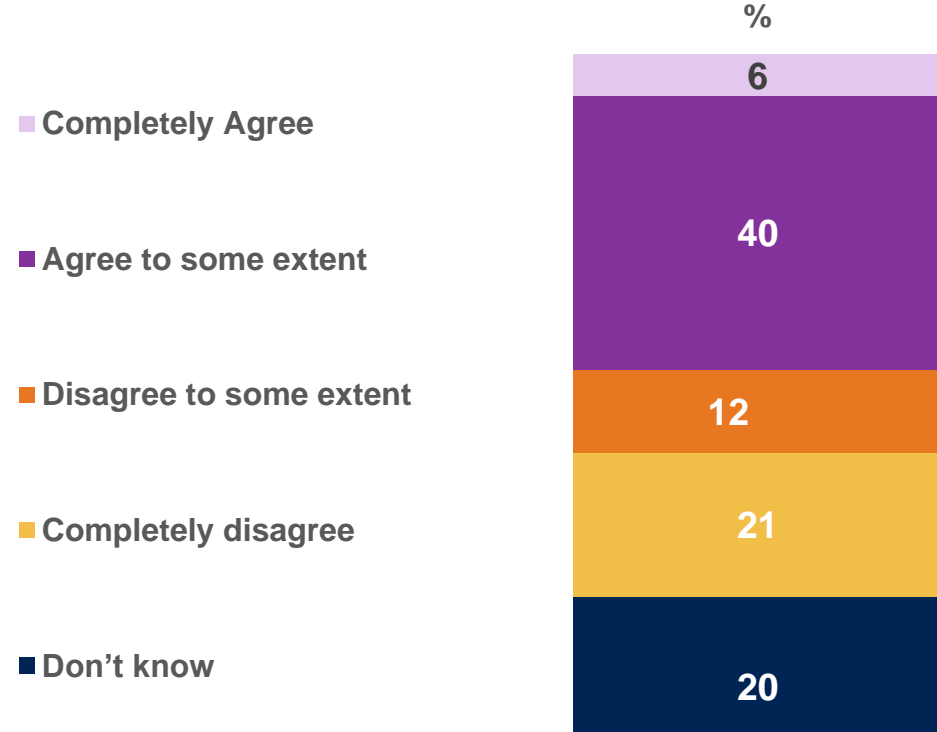
Q2. How often watch videos



Q3. How often share or upload a video



Q4. Videos important feature of Flickr



Q.1 I am going to read out a list of websites or apps. For each one, can you tell me about how often, if at all, you use it? For each, would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?
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 Q.4 To what extent would you agree or disagree that videos are an important feature of? Would you say you completely agree; agree to some extent; disagree to some extent; completely disagree.
 Base: Flickr users = 48

IMGUR USERS



5% use Imgur

■ Multiple times a day
 ■ Daily/ almost daily
 ■ Weekly
 ■ Monthly
 ■ Less often
 ■ Never/ D.K.



Q4. Videos important feature of Imgur %

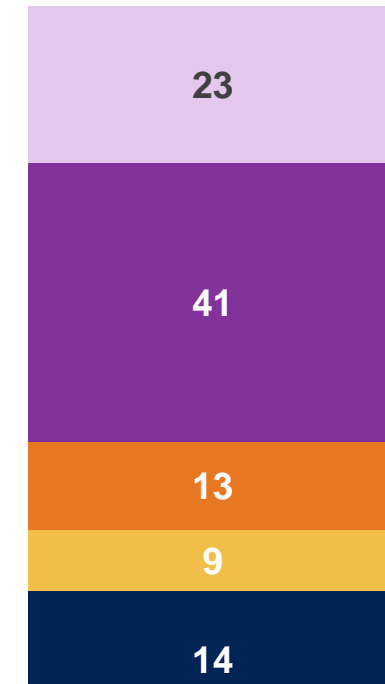
■ Completely Agree

■ Agree to some extent

■ Disagree to some extent

■ Completely disagree

■ Don't know



Q.1 I am going to read out a list of websites or apps. For each one, can you tell me about how often, if at all, you use it? For each, would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?

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Q.3 And about how often, if at all, do you share a video or upload a video on? Would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?

Q.4 To what extent would you agree or disagree that videos are an important feature of? Would you say you completely agree; agree to some extent; disagree to some extent; completely disagree.

Base: Imgur users = 45



THANK YOU