

# THE PULSE OF THE AMERICAN CONSUMER

CONSUMER INSIGHTS FOR BUSINESS

OCTOBER 13, 2021

**Social media's role in society and the political environment in the U.S. are just a few things on the minds of Americans this week.**

Gain insight on these issues and more in this week's The Pulse of the American Consumer.

## Social Media Usage

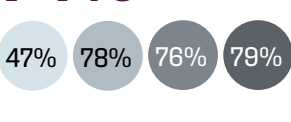
**Which if any of the following social media platforms have you used in the past 7 days?**

\*Base = Have at least one active account for a social media platform

● Gen Z ● Millennials ● Gen X ● Baby Boomers

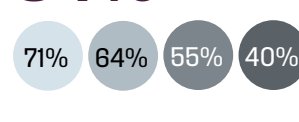
facebook

74%



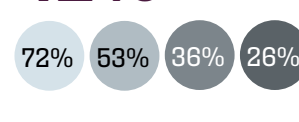
YouTube

54%



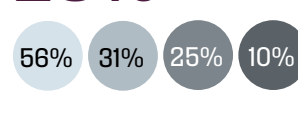
Instagram

42%



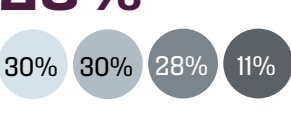
TikTok

25%



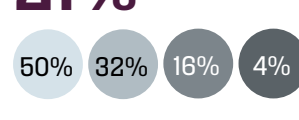
twitter

23%



SnapChat

21%



Pinterest

17%



WhatsApp

14%



LinkedIn

10%



reddit

9%



**As you probably know, earlier this week Facebook and its associated platforms such as Instagram and WhatsApp experienced a service outage that lasted several hours. During this time, which of the following applied to your personally?**

\*Base = Have an active Facebook, Instagram, WhatsApp account and used any of them in the past 7 days

16%

You contacted friends/family members to see if they knew what was happening

15%

You signed on to Facebook as soon as you were aware it came back online

14%

You came to realize you don't 'need' Facebook and its platforms as much as you thought

14%

You felt a **sense of relief** about being able to disconnect for awhile

13%

You felt **anxious** about being disconnected for so long

13%

You were worried that your personally identifiable information (PII) was compromised

8%

You went to Twitter to stay in touch with current events

8%

It directly impacted your ability to work/ do your job/promote your business

27%

I didn't even know there was an outage during this time

**Which of the following do you consider essential functions that social media platforms do for you?**

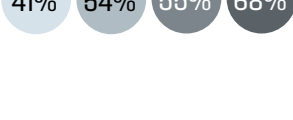
\*Base = Have at least one active account for a social media platform

● Gen Z ● Millennials ● Gen X ● Baby Boomers



57%

Staying in touch with family/friends



33%

Simply having a welcome distraction from everyday life



31%

Learning about local events/things to do in your community



26%

Getting ideas for home décor/recipes/crafts



26%

Following media networks/news stories/current events



23%

Selling and/or seeking products/services



20%

Learning about information related to health/medical issues



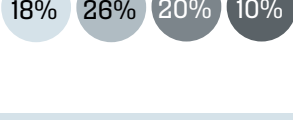
18%

Gathering vacation ideas/vacation planning



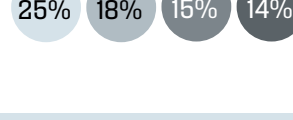
18%

Staying up to date on companies you're interested in



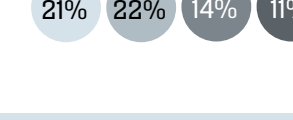
17%

Learning more about political figures/candidates



16%

Following your favorite sports teams/leagues



**Despite extreme polarization on many issues today, Republicans and Democrats are largely aligned when it concerns most of these statements regarding social media platforms.**

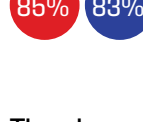
**To what extent do you agree or disagree with these statements regarding the role of social media platforms in society?**

● Agree (Net) ● Strongly Agree \*Demographic differences are based on 'Agree (Net)'

● Republicans ● Democrats

I am concerned about the impact they have on children/young adults

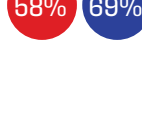
82%



43%

I would feel far less connected to my family and friends if social media didn't exist

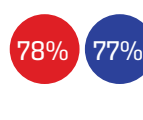
61%



25%

They have too much influence on everyday life

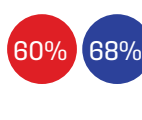
76%



38%

They require more government oversight

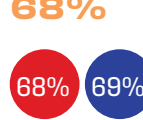
61%



25%

I find myself thinking more and more that social media platforms just aren't worth the trouble

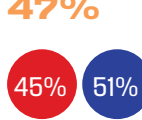
68%



32%

I would like to make a concerted effort to rely on them far less, but just can't seem to do it

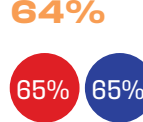
47%



17%

After seeing what happened with the Facebook outage, I am more concerned about the security of my personally identifiable information (PII) over social media

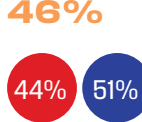
64%



27%

They are important to my daily routines, and I can't ever see myself 'disconnecting'

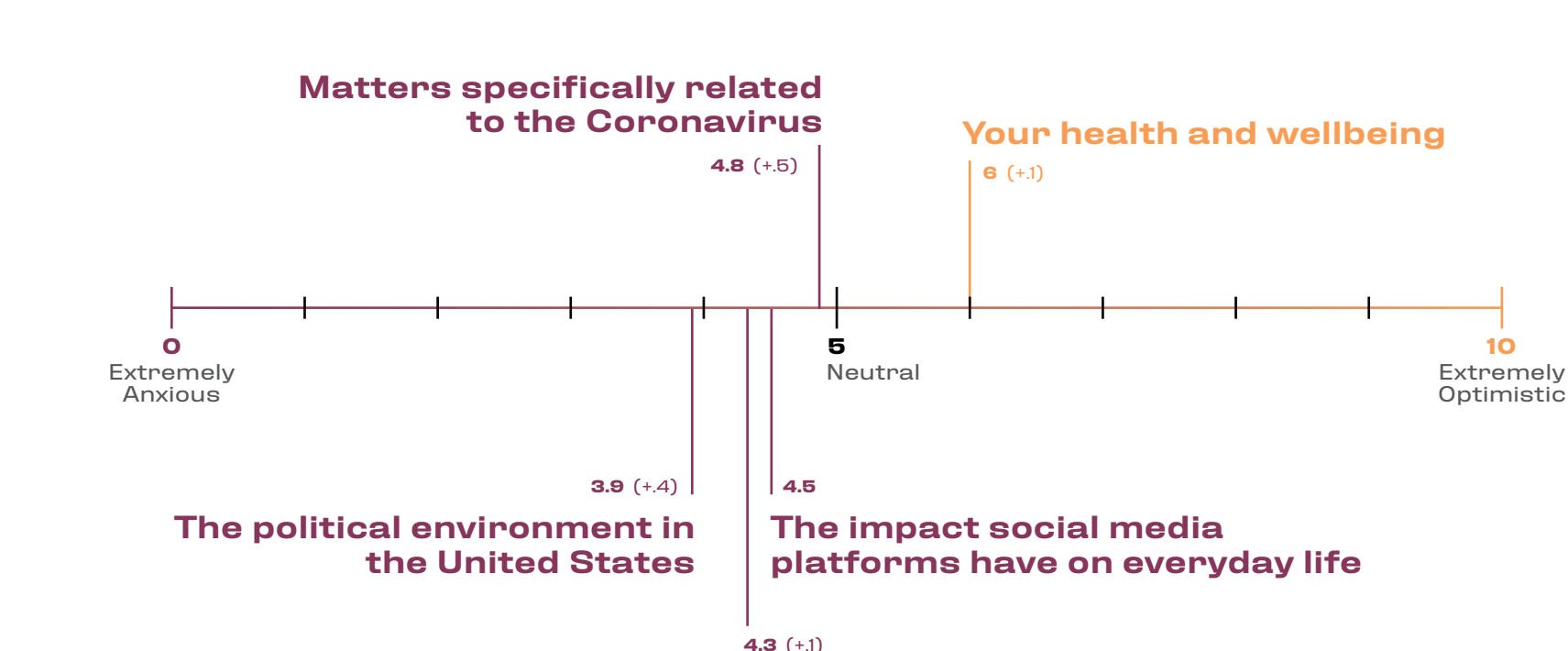
46%



15%

**How optimistic or anxious do each of the following make you at this moment in time?**

\*Comparisons are made from September 4-6, 2021.



**How concerned are you currently about these issues?**

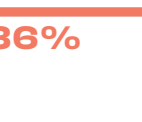
● Concerned (net) ● Very Concerned \*Demographic differences are based on Very Concerned.

● Republicans ● Democrats



The rate by which more and more issues are becoming politicized, rather than trying to find common ground

86%



50%



Information about the Coronavirus and vaccines that is distributed over social media platforms but not based in any fact

80%



46%



The continuing impact of disinformation on society

83%



50%



Legislation that is crucial to the future of the U.S. being stalled in the Senate and not getting passed

77%



40%

**To what extent do you agree or disagree with these statements?**

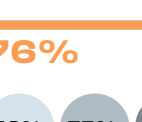
● Agree (Net) ● Strongly Agree \*Demographic differences are based on Agree (Net)

● Republicans ● Democrats ● Gen Z ● Millennials ● Gen X ● Baby Boomers



It is a priority for me to vote in the 2022 midterm elections for Congress and/or Senate

76%

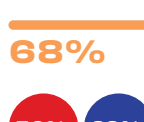


50%



I trust the medical community's recommendations regarding the COVID-19 pandemic and vaccine

68%

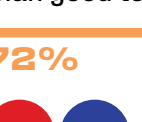


32%



On the whole, social media does more harm than good towards advancing society

72%

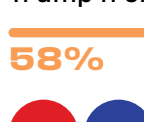


33%



I think Facebook and Twitter have made the proper decision by continuing to ban Donald Trump from their platforms

58%



37%

**45% of U.S. Adults are concerned that COVID-19 will prevent them from celebrating either Christmas/Hanukkah/Kwanzaa, Thanksgiving, or Halloween this year as they normally would (representing a 10% decrease since August 13th-15th, 2021).**

This is much higher among vaccinated respondents (49%) than their unvaccinated counterparts (29%).