Twitter Thread by Annanth Aravinthan

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Piper Sandler's Spring 21 US teen survey:

"Snapchat is the favorite social media platform (31% share) followed by TikTok (30%) & Instagram (24%, down 700 bps Y/Y)"

Fall 20 survey below. Surprised by the $PINS gains. $TWTR similar aging to $FB. TikTok numbers are ■

Which social platform do you use at least once per month?

	Spring 2016	Fall 2016	Spring 2017	Fall 2017	Spring 2018	Fall 2018	Spring 2019	Fall 2019	Spring 2020	Fall 2020
Instagram	74%	79%	79%	81%	82%	85%	84%	85%	85%	84%
Snapchat	75%	80%	81%	82%	83%	84%	81%	81%	82%	80%
TikTok	-	-	-	-	-	-	-	-	62%	69%
Twitter	58%	56%	56%	50%	53%	47%	44%	40%	41%	39%
Pinterest	27%	25%	25%	23%	24%	23%	25%	25%	27%	32%
Facebook	60%	52%	51%	45%	45%	36%	36%	31%	34%	28%

What is your favorite social platform?

	Spring 2016	Fall 2016	Spring 2017	Fall 2017	Spring 2018	Fall 2018	Spring 2019	Fall 2019	Spring 2020	Fall 2020
Snapchat	24%	35%	39%	47%	45%	46%	41%	44%	36%	34%
TikTok	-	-	-	-	-	-	-	-	13%	29%
Instagram	23%	24%	23%	24%	26%	32%	35%	35%	31%	25%
Twitter	16%	13%	11%	7%	9%	6%	6%	3%	4%	3%
Discord	-	-	-	-	-	-	2%	2%	2%	3%
Facebook	15%	13%	11%	9%	8%	5%	6%	3%	4%	2%