

**Snapchat Questionnaire
Heat Initiative
November 2025**

LENGTH: 12-min

MODE: Online panel

AUDIENCE: n=1,000 10-17 year old Snapchat users nationwide

Screeners and Demographics for Quotas

ASK OF ALL

qAge. How old are you? **OPEN END NUMERIC**

aAgeBucket. CODE FROM qAge

HIDDEN VARIABLE

- | | |
|-----------------------|------------------|
| 1) 9 years or younger | TERMINATE |
| 2) 10-11 years | |
| 3) 12-13 years | |
| 4) 14-15 years | |
| 5) 16-17 years | |
| 6) 18+ years | TERMINATE |

ASK OF ALL

qGender. The following question is about your gender and/or sex. When a person's sex and gender do not match, they might think of themselves as transgender. Sex is what a person is born as. Gender is how a person feels. Which response best describes you?

Note: "Genderqueer" includes non-binary, androgynous, agender, bigender, both, gender blind, pangender, and any other terms that imply fluid or multiple gender identities. **MULTIPLE SELECT**

- | | | |
|---|------------------|---------------|
| 1) I am male | | |
| 2) I am female | | |
| 3) I am transgender and identify as a boy or man | | |
| 4) I am transgender and identify as a girl or woman | | |
| 5) I am transgender and identify in some other way | | |
| 6) I am genderqueer or nonbinary | | |
| 7) I prefer not to disclose | EXCLUSIVE | ANCHOR |
| 8) Other (please specify) | SPECIFY | ANCHOR |

ASK OF ALL

qEthnicity. Which of the following racial or ethnic group(s) do you identify as? **MULTIPLE SELECT, SHOW IN ALPHABETICAL ORDER**

- | | |
|--|----------------|
| 1) White | |
| 2) African American/Black/Caribbean American | |
| 3) Hispanic or Latino/a or Latinx | |
| 4) Native American or American Indian | |
| 5) Asian or Pacific Islander | |
| 6) Middle Eastern | |
| 7) Other | SPECIFY |

ASK OF ALL

qZip. What is your zip code? **OPEN END 5 DIGIT NUMERIC
CODE TO STATE**

Snapchat Screeners

ASK OF ALL

qSS2. Have you used any of the following platforms? *Please select all that apply.* **MULTIPLE SELECT, RANDOMIZE**

- 1) Snapchat **ANCHOR**
- 2) Instagram
- 3) YouTube
- 4) TikTok
- 5) Facebook
- 6) Threads
- 7) I have never used any of these platforms **ANCHOR EXCLUSIVE**

TERMINATE IF DOES NOT USE SNAPCHAT (qSS2=NOT 1)

ASK OF ALL

qSS3. When was the last time you used each of the following?

SET UP CARD SORT

CARDS=

- 1) Within the past 24 hours
- 2) Within the past week
- 3) Within the past month
- 4) Within the past 6 months
- 5) Over 6 months ago

**INSERT ROWS FROM qSS2 IN SAME ORDER
END CARD SORT**

TERMINATE IF USED SNAPCHAT OVER 6 MONTHS AGO (qSS3r1=5)

ASK OF ALL

QSS4. Now you will be asked some more specific questions about one platform in particular. Please indicate the month you were born to determine which platform you'll be asked about. **DROP DOWN LIST**

- 1) January
- 2) February
- 3) March
- 4) April
- 5) May
- 6) June
- 7) July
- 8) August
- 9) September
- 10) October
- 11) November
- 12) December

SHOW TO ALL

Thank you. Based on your response, you will be asked questions about Snapchat today.

ASK OF ALL

qSS5. What is the birthday you gave for your Snapchat account?

If you're uncertain, please take a moment to go to your Snapchat app and check "My Account" on the settings page to confirm.

INSERT DATE DROP-DOWN MENU

ASK OF ALL

QSS6. To the best of your knowledge, have you received an invitation from a parent or guardian to join Family Center on Snapchat? **ROTATE 1-4/4-1**

- 1) Yes, and I accepted the invitation
- 2) Yes, and I declined the invitation
- 3) No, I have not received an invitation
- 4) No, I have never heard of Family Center on Snapchat before today
- 5) Unsure **ANCHOR**

ASK OF ALL

qSS7. On average, how much time do you spend on Snapchat each day? **ROTATE 1-4/4-1**

- 1) Less than 30 minutes
- 2) 30 minutes to 1 hour
- 3) 1 to 3 hours
- 4) 3-5 hours
- 5) More than 6 hours

ASK OF ALL

qSS8. On average, how many times do you check Snapchat each day? **OPEN-END BETWEEN 0-100**

Baseline Experiences

SHOW TO ALL

For the next set of questions, please think back on your experiences using Snapchat within the past year.

ASK OF ALL

qBE1. Please indicate if you have ever seen or received any of the following on Snapchat. *Please select all that apply, and remember your answers are anonymous.* **MULTIPLE SELECT, RANDOMIZE**

- 1) Graphically violent or bloody content or messages
 - 2) Self-harm content or messages
 - 3) Content, messages, or menus related to buying, selling, or using drugs or alcohol
 - 4) Sexually suggestive content or messages
 - 5) Hate speech, racist, or discriminatory content or messages
 - 6) Unwanted messages or contact from another user
 - 7) People bullying or being mean to others in posts or messages
 - 8) I have not experienced any of these on Snapchat
- ANCHOR EXCLUSIVE**

ASK IF ANY EXPERIENCE (qBE1=NOT 8)

qBE2. You indicated you've had the following experiences on Snapchat. To the best of your recollection, when was the last time you had this experience on Snapchat?

SET UP CARD SORT

CARDS, ROTATE 1-5/5-1=

- 1) Within the past week
- 2) Between a week and a month ago
- 3) Between a month and 3 months ago
- 4) Between 3 months and 6 months ago
- 5) Over 6 months ago

ROWS, INSERT SELECTIONS FROM qBE1 IN SAME ORDER
END CARD SORT

ASK IF ANY EXPERIENCE (qBE1=NOT 8)

qBE3. To the best of your ability, how often would you say you have these experiences on Snapchat?

SET UP CARD SORT

CARDS, ROTATE 1-6/6-1=

- 1) Multiple times a day
- 2) Once a day
- 3) Multiple times a week
- 4) Once a week
- 5) Once or twice a month
- 6) Less than once a month
- 7) Unsure **ANCHOR**

ROWS, INSERT SELECTIONS FROM qBE1 IN SAME ORDER
END CARD SORT

ASK IF ANY EXPERIENCE (qBE1=NOT 8)

qBE4. To the best of your ability, which best describes where on Snapchat you have had these experiences?

SET UP CARD SORT

CARDS, MULTIPLE SELECT, RANDOMIZE=

- 1) Direct Snap
- 2) Chat to me
- 3) Stories
- 4) Spotlight
- 5) Snap Map
- 6) Discover
- 7) Unsure **ANCHOR** **EXCLUSIVE**

ROWS, INSERT SELECTIONS FROM qBE1 IN SAME ORDER

END CARD SORT

Actions Taken

ASK IF ANY EXPERIENCE (qBE1=NOT 8)

qA1. You indicated that you've had the following experience(s) on Snapchat in the past year. For each, when this happened to you, did you ever do any of the following in response?

SET UP CARD SORT

CARDS, MULTIPLE SELECT, RANDOMIZE=

- 1) Report a user or post to Snapchat
- 2) Block a user
- 3) Tell someone you trust what happened
- 4) Immediately close the app
- 5) Ignore it **EXCLUSIVE** **ANCHOR**
- 6) Don't remember **EXCLUSIVE** **ANCHOR**

ROWS, INSERT SELECTIONS FROM qBE1 IN SAME ORDER

END CARD SORT

ASK IF IGNORED (qA1=5)

qA1a. When you had the following experience(s) on Snapchat, which of the following best describes why you chose to ignore it or keep scrolling? **RANDOMIZE**

SHOW SELECTIONS FROM qBE1 IN SAME ORDER IF IGNORED (ANY IF qA1=5)

- 1) It happens so often that I am just used to it now
- 2) I did not know what else to do
- 3) I've tried to do something in the past but it didn't work
- 4) Another reason (please specify) **ANCHOR** **SPECIFY**

ASK IF ANY EXPERIENCE (qBE1=NOT 8)

qA2. When you had these experiences on Snapchat, did you feel Snapchat gave you the support that you needed? **ROTATE, 1-3/3-1**

- 1) Yes
- 2) No, and I wanted Snapchat's support
- 3) No, but I did not want Snapchat's support
- 4) Unsure **ANCHOR**

Sentiment and Feelings

ASK IF ANY EXPERIENCE (qBE1=NOT 8)

qOE1. Think generally about these experiences you've been asked about. Overall, how did having these experiences on Snapchat make you feel? **OPEN END**

SHOW SELECTIONS FROM qBE1 IN SAME ORDER

ASK IF ANY EXPERIENCE (qBE1=NOT 8)

qSF1. You indicated you've seen or received the following on Snapchat within the past year. For each, please indicate how it made you feel when you saw or received it? *Please select all that apply. If none of these describe how it made you feel, please select 'None of the above.'*

SET UP GRID

COLUMNS, MULTIPLE SELECT, RANDOMIZE=

- 1) Uncomfortable
 - 2) Disturbed
 - 3) Anxious
 - 4) Depressed
 - 5) None of the above
- ANCHOR EXCLUSIVE**

ROWS, INSERT SELECTIONS FROM qBE1 IN SAME ORDER

END GRID

ASK IF SELECTED ANY FEELING FOR ANY EXPERIENCE (ANY qSF1=1,2,3,4)

qOE2. You indicated that the following experiences made you either uncomfortable, disturbed, anxious, or depressed. To the best of your ability, can you describe in detail what impact these types of experiences have had on you? **OPEN END**

SHOW SELECTIONS FROM qBE1 IF ANY FEELING SELECTED (qSF1=1,2,3,4)

ASK IF ANY FEELING FOR ANY EXPERIENCE (ANY qSF1=1,2,3,4)

qSF2. You indicated that the following experiences made you either uncomfortable, disturbed, anxious, or depressed. For each emotion, please indicate how long you typically feel this way after this happens to you on Snapchat?

SHOW SELECTIONS FROM qBE1 IF DISTURBED (qSF1=2)

SET UP CARD SORT

CARDS, SINGLE SELECT, ROTATE 1-6/6-1

- 1) A few minutes
 - 2) An hour
 - 3) A few hours
 - 4) A day
 - 5) A few days
 - 6) A week or more
 - 7) Not sure
- ANCHOR**

ROWS, RANDOMIZE=

INSERT ROW FOR ANY COLUMN CHOSEN IN QSF1 EXCEPT FOR NONE OF THE ABOVE

Platform Switching & Disappearing Messages

ASK OF ALL

qD1. Has anyone you only know online asked you to move your conversation from another platform to Snapchat?

ROTATE 1-2/2-1

- 1) Yes
- 2) No
- 3) Unsure **ANCHOR**

ASK IF YES IN qD1=1

qOE3. To the best of your ability, please explain why you think they asked you to move your conversation to Snapchat. **OPEN END**

ASK IF YES IN qD1=1

qD2. What was the platform you were originally using when someone you only know online asked you to move your conversation to Snapchat? **RANDOMIZE**

- 1) Among Us
- 2) Call of Duty
- 3) Discord
- 4) Facebook
- 5) Fortnite
- 6) Google Hangouts/Google Meet
- 7) Instagram
- 8) Minecraft
- 9) Reddit
- 10) Roblox
- 11) TikTok
- 12) Texting app on a phone, such as iMessage
- 13) Twitch
- 14) WhatsApp
- 15) X (Twitter)
- 16) Another app, platform, or video game **ANCHOR SPECIFY**
- 17) Unsure **ANCHOR**

Experience Follow-ups

SHOW IF ANY EXPERIENCE (qBE1=NOT 8)

The next few questions will ask you more about these experiences you've had using Snapchat. As a reminder, please think back on your experiences in the past year and remember your answers are anonymous.

ASK IF HAD UNWANTED MESSAGES/CONTACT (qBE1=6)

qEF1. Earlier, you indicated that you had received unwanted messages or contact from another user on Snapchat. To the best of your knowledge, was this user someone you believed to be...? *If this happened more than once, please select all that apply.* **MULTIPLE SELECT, ROTATE 1-2/2-1**

- 1) Under the age of 18
- 2) Over the age of 18
- 3) Unsure **ANCHOR** **EXCLUSIVE**

ASK IF HAD UNWANTED MESSAGES/CONTACT (qBE1=6)

qEF2. And was this user someone you...? *If this happened more than once, please select all that apply.* **MULTIPLE SELECT, ROTATE 1-3/3-1**

- 1) Had met in-person before
- 2) Had only met online before
- 3) Had never met before
- 4) Unsure **ANCHOR** **EXCLUSIVE**

ASK IF HAD UNWANTED MESSAGES/CONTACT (qBE1=6)

qEF3. Which of the following best describes why the Snap or message was unwanted? *If this happened more than once, please select all that apply.* **RANDOMIZE**

- 1) It was a request to send a nude or sexually suggestive photo or video of yourself
- 2) It contained sexual imagery or language
- 3) It contained cursing or profanity
- 4) It was intended to bully you or make you feel bad
- 5) It was spam or from a bot account
- 6) It was from someone you had never met before
- 7) Someone was trying to sell you drugs or alcohol
- 8) Another reason **ANCHOR** **SPECIFY**
- 9) Prefer not to say **ANCHOR** **EXCLUSIVE**

ASK IF HAD UNWANTED MESSAGES/CONTACT (qBE1=6)

qEF4. Has anyone on Snapchat ever threatened to share a sexual image of you with another person or post it online in order to make you do something?

By sexual image, we mean a picture or video (real or fake) that shows you nude or mostly nude.

Remember, your answers are anonymous. It's never your fault if someone attempts to threaten or manipulate you using an explicit image, and you're not alone.

- 1) Yes
- 2) No
- 9) Prefer not to say **ANCHOR**

ASK IF SEEN CONTENT, MESSAGES, OR MENUS RELATED TO DRUGS/ALCOHOL (qBE1=3)

qEF6. Have you or your friends ever bought drugs from or sold drugs to someone on Snapchat? *Remember, your answers are anonymous and will not be used against you.* **ROTATE 1-4/4-1**

- 1) Yes - bought drugs
- 2) Yes - sold drugs
- 3) Yes - both
- 4) No - I have done neither
- 5) Prefer not to say **ANCHOR**

ASK IF SEEN CONTENT, MESSAGES, OR MENUS RELATED TO DRUGS/ALCOHOL (qBE1=3)

qEF7. Even if you have never bought or sold drugs, have you ever had any of the following experiences on Snapchat? Please select all that apply. *Remember, your answers are anonymous and will not be used against you.* **RANDOMIZE, MULTISELECT**

- 1) Saw a menu or list of drugs for sale on another user's story
- 2) Another user offered to sell you drugs directly
- 3) Neither of these have happened **ANCHOR**
- 4) Prefer not to say **ANCHOR**

ASK IF BOUGHT OR OFFERED DRUGS (qEF6=1,3 OR qEF7=1,2)

qEF8. During any of the times you bought or were offered drugs on Snapchat, was the transaction or potential transaction with someone you only knew online? *Remember, your answers are anonymous and will not be used against you.* **ROTATE 1-2/2-1**

- 1) Yes
- 2) No
- 3) Unsure **ANCHOR**
- 4) Prefer not to say **ANCHOR**

Specific Snapchat Features

ASK OF ALL

qSM1. If you use Snap Maps, what do you typically use it for? *Please select all that apply.* **MULTI-SELECT, RANDOMIZE**

- 1) To see your friends' location
- 2) To see how recently a friend has been on Snapchat
- 3) To look up memories
- 4) To check out popular locations or events in your area
- 5) For local news
- 6) Something else **ANCHOR SPECIFY**
- 7) I do not use Snap Maps **ANCHOR EXCLUSIVE**
- 8) Unsure **ANCHOR EXCLUSIVE**

ASK IF USES MAPS FOR FRIENDS (qSM1=1)

qSM2. How does being able to know your friends' location make you feel? **ROTATE 1-2/2-1**

- 1) More connected to them
- 2) Like you are missing out or being excluded
- 3) Both **ANCHOR**
- 4) Neither **ANCHOR**
- 5) Unsure **ANCHOR**

ASK OF ALL

qSM3. Regardless of whether or not you use Snap Maps, do you share your location with others on it? **ROTATE, 1-2/2-1**

- 1) Yes
- 2) No
- 3) Unsure **ANCHOR**

ASK OF ALL

qSM4. In the past year, has Snapchat's "Find Friends" feature (formerly known as "Quick Add") recommended profiles or accounts of people you did not know in real life? **ROTATE 1-2/2-1**

- 1) Yes
- 2) No
- 3) Unsure **ANCHOR**

ASK IF ADDED SOMEONE THEY DID NOT KNOW THROUGH FIND FRIENDS (qSM4=1)

qSM5. To the best of your knowledge, was the user(s) that was recommended to you someone you believed to be...? *If this happened more than once, please select all that apply.* **MULTIPLE SELECT, ROTATE 1-2/2-1**

- 1) Under the age of 18
- 2) Over the age of 18
- 3) Unsure **ANCHOR EXCLUSIVE**

ASK IF ADDED SOMEONE THEY DID NOT KNOW THROUGH FIND FRIENDS (qSM5=2)

qSM6. To the best of your recollection, did you add or view the recommended account of the person you did not know in real life that you believed was over the age of 18? *Please select all that apply.* **ROTATE 1-2/2-1**

- 1) Yes – I added them
- 2) Yes – I visited their profile or viewed their story
- 3) No – I ignored the suggestion **ANCHOR, EXCLUSIVE**
- 4) Not sure **ANCHOR, EXCLUSIVE**

ASK OF ALL

qSM7. As you may know, Snapstreaks is a feature on Snapchat that tracks how many consecutive days two accounts have exchanged photos or videos with one another. Are Snapstreaks something you pay attention to? **ROTATE, 1-3/3-1**

- 1) Yes, and I like Snapstreaks
- 2) Yes, and I don't like Snapstreaks
- 3) No, I don't pay attention to Snapstreaks
- 4) Unsure **ANCHOR**

ASK IF PAYS ATTENTION TO SNAPSTREAKS (qSM7=1,2)

qSM8. Have you ever paid to extend a streak that you otherwise would have lost? **ROTATE, 1-2/2-1**

- 1) Yes
- 2) No
- 3) Unsure **ANCHOR**

ASK OF ALL

QSM9. Do you agree or disagree with any of the following statements regarding Snapstreaks?

SET UP CARD SORT

CARDS, ROTATE 1-4/4-1=

- 1) Strongly agree
- 2) Somewhat agree
- 3) Somewhat disagree
- 4) Strongly disagree

ROWS, RANDOMIZE

- 1) Snapstreaks make me feel closer to the people I care about
- 2) Snapstreaks make me feel pressured to use the app every day
- 3) Snapstreaks make me feel anxious

END CARD SORT

ASK OF ALL

QSM11. Regardless of whether or not you use them personally, please indicate if you like or dislike that each of the following features are available on Snapchat. **ROTATE 1-2/2-1**

SET UP CARD SORT

CARDS, ROTATE 1-3/3-1=

- 1) Like that this feature is on Snapchat
- 2) Dislike that this feature is on Snapchat
- 3) Neither like nor dislike

ROWS, RANDOMIZE

- 1) Snap Maps
- 2) My Eyes Only
- 3) Snapstreaks
- 4) Find Friends (formerly known as Quick Add)

END CARD SORT

Final Demographics

SHOW TO ALL

Thank you for your time so far. The following questions are for statistical purposes only.

ASK OF ALL

qCaregiver. Who has been your primary caregiver growing up? **MULTIPLE SELECT, RANDOMIZE**

- 1) Parent(s)
- 2) Grandparent(s)
- 3) A legal guardian or caregiver who is not your parent or grandparents
- 4) Other **SPECIFY, ANCHOR**

ASK OF ALL

qEdu1. What is your current grade or level of schooling? *Please choose the level you have most recently completed.*

- 1) 4th grade
- 2) 5th grade
- 3) 6th grade
- 4) 7th grade
- 5) 8th grade
- 6) 9th grade/Freshman year of high school
- 7) 10th grade/Sophomore year of high school
- 8) 11th grade/Junior year of high school
- 9) 12th grade/Senior year of high school

ASK OF ALL

qEdu2. Do you attend a...? **ALTERNATE 1-6/6-1**

- 1) Public school, not including charter or magnet school
- 2) Public charter school
- 3) Public magnet school
- 4) Private school, not including religious or parochial school
- 5) Religious or parochial school
- 6) Home school
- 7) Other **SPECIFY, ANCHOR**

ASK OF ALL

qOrientation. For statistical purposes only, which term(s) best describe you? **CAN ONLY CHOOSE 1 OF CHOICES 1-5; 6-98 CAN BE SELECTED IN COMBINATION WITH 1-5**

- 1) Straight or heterosexual
- 2) Lesbian
- 3) Gay
- 4) Bisexual
- 5) Asexual
- 6) Queer
- 7) Pansexual
- 8) Questioning/Unsure
- 98) Other **SPECIFY**
- 99) Prefer not to say **EXCLUSIVE**

ASK OF ALL

qDD1. Do you identify as a person with a disability, neurodivergence, or special needs?

- 1) Yes
- 2) No
- 98) Prefer not to answer