

The Weekly Listen: Relocating to 'Free Speech' App Parler, Targeted Network TV Ads, and Linear Netflix

AUDIO |

Mark Dolliver, Nicole Perrin and Blake Droesch

eMarketer principal analysts Mark Dolliver and Nicole Perrin join junior analyst Blake Droesch, and vice president of content studio at Insider Intelligence Paul Verna to discuss the "minimigration" from major social networks to self-proclaimed "free speech" app Parler, targeted ads on network TV, the popularity of Starbucks mobile ordering, Netflix linear TV offering, The New York Times' digital milestone, how to travel to work at the speed of sound, and more.

What Actions Have US Facebook Users Taken to Use Facebook Less?

% of respondents, by demographic, Oct 2019

	Female	Male	18-34	35-54	55+	Total
Turned off Facebook notifications on my phone/tablet	32%	40%	47%	34%	25%	36%
Taken a temporary break from using Facebook	23%	20%	24%	23%	20%	22%
Switched to other social media networks (e.g., Twitter, Instagram, etc.) to do the same things	25%	17%	37%	14%	12%	21%
Stopped logging into other sites through Facebook log-in shortcuts	17%	23%	22%	19%	17%	19%
Deleted the app from my phone/tablet	14%	13%	23%	11%	8%	14%
Demoted the app from my phone/tablet's home screen to another screen	7%	10%	9%	10%	7%	8%
Used the "time limit" setting on Facebook to reduce my usage	3%	3%	3%	5%	0%	3%
None of the above	36%	35%	21%	38%	49%	35%

Note: among those who used Facebook a little/a lot less in the past couple years than they used to

Source: "The eMarketer Facebook Flash Survey" conducted in October 2019 by Bizrate Insights, Oct 9, 2019

250608

www.eMarketer.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#), or [Stitcher](#).