



Insights

- 80 % of respondent's don't have experience on social media.
- 70% are interested in politics rather than in finance or economics
- most of people (40%) not comfortable with sharing their age and location
- the main reason for that is safety
- The two main motivations to participate in the protests is "Desire for Change" and "Personal Values and Beliefs"
- 44 % of users value The ability to participate anonymously in technology tools