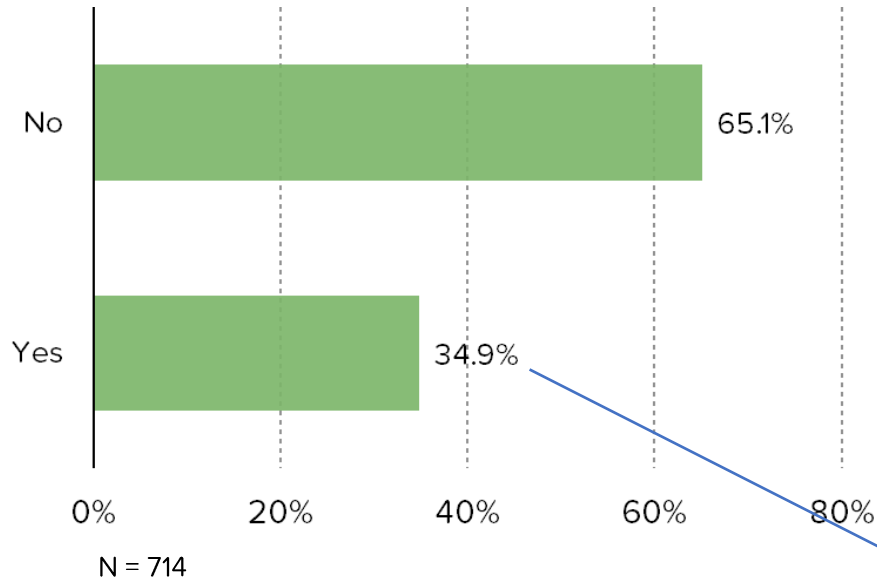


Snapchat Issues Tracked Monthly

Android App Update

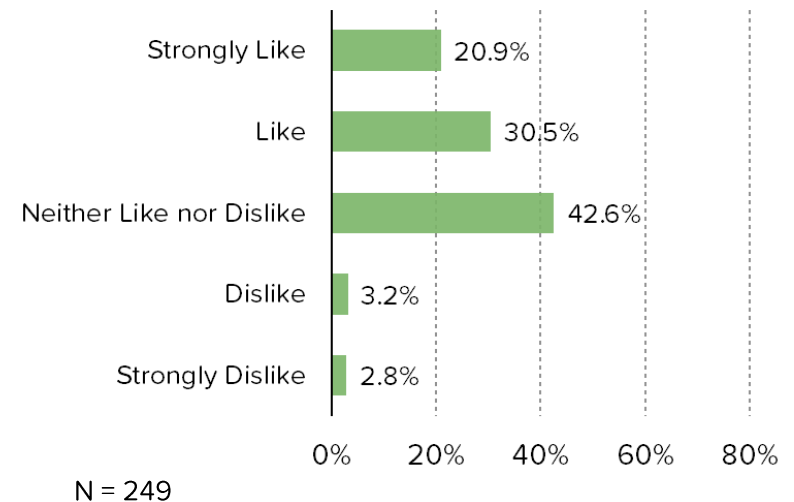
Have you downloaded the Snapchat Alpha / Beta app update for Android users?

Posed to Snapchat users who own an Android smartphone.



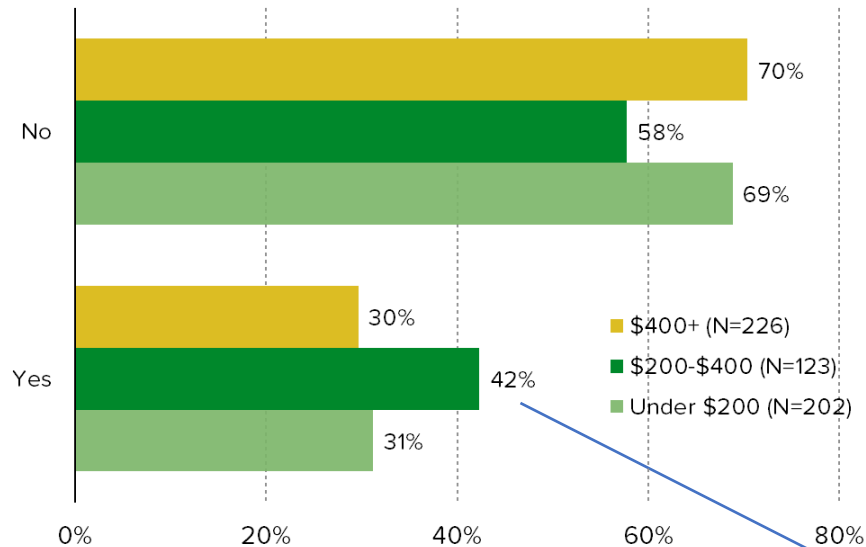
What is your opinion of the update?

Posed to Snapchat users who own an Android smartphone AND downloaded the app update.



Have you downloaded the Snapchat Alpha / Beta app update for Android users?

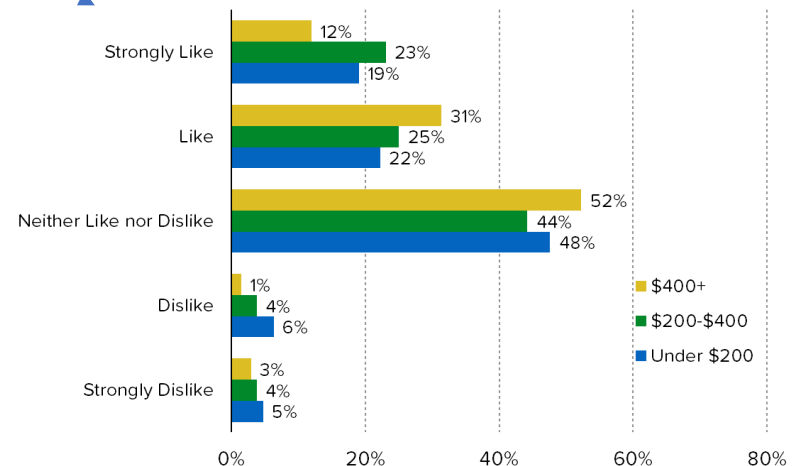
Posed to Snapchat users who own an Android smartphone.



Data from prior page cross-tabbed by the amount of money their Android smartphone costs.

What is your opinion of the update?

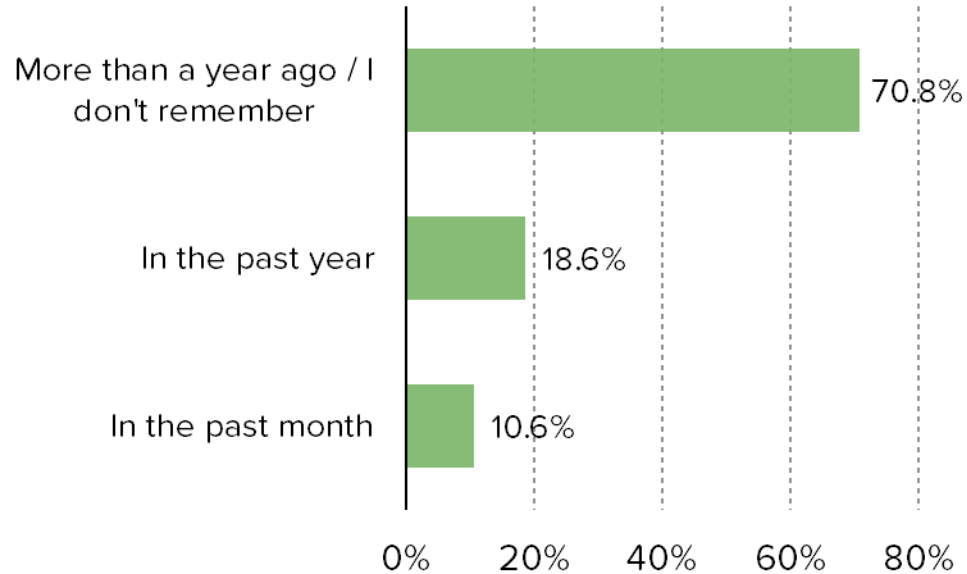
Posed to Snapchat users who own an Android smartphone AND downloaded the app update.



Gender Filters

When did you download the Snapchat app?

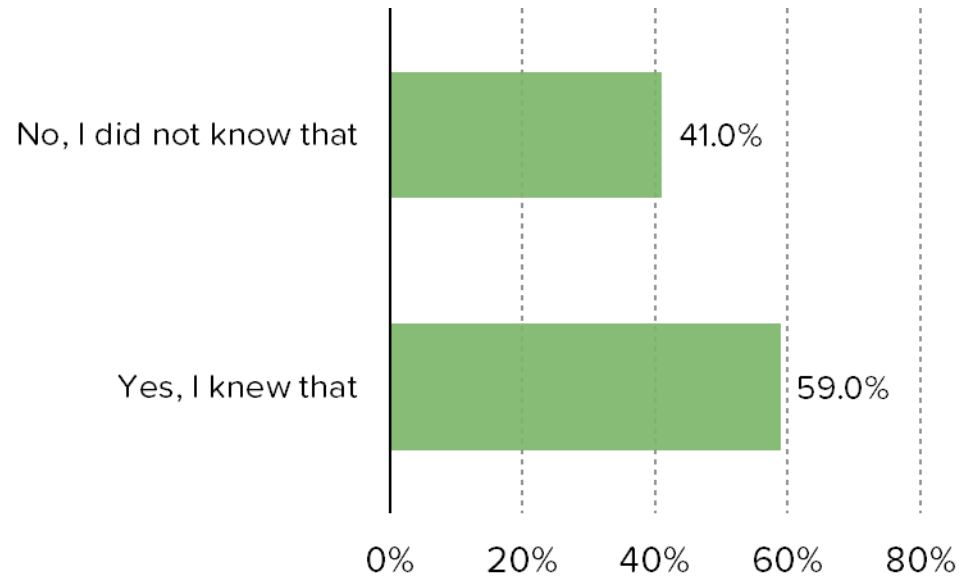
Posed to Snapchat users.



N = 463

Did you know that Snapchat launched gender filters?

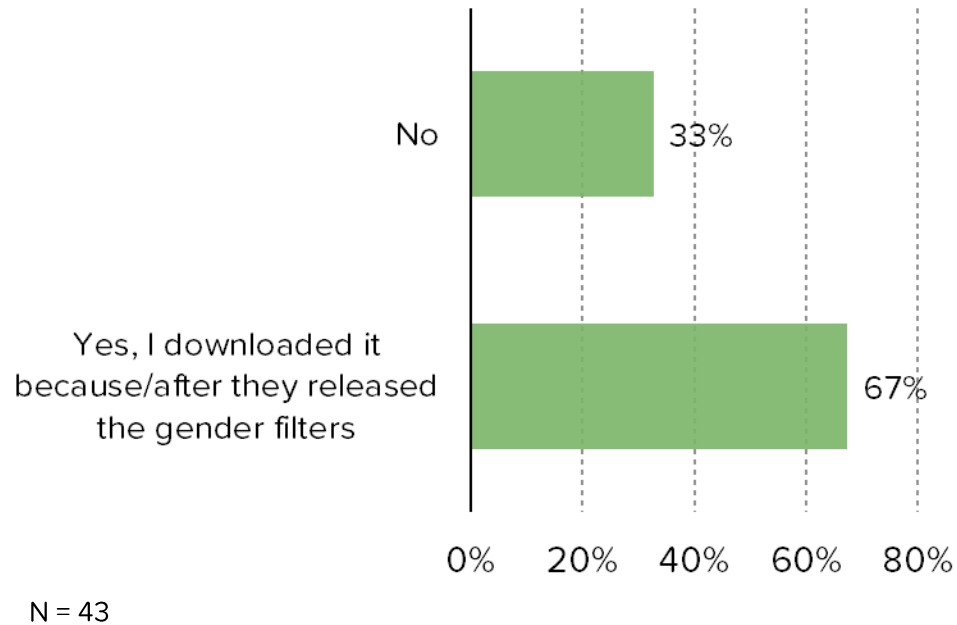
Posed to Snapchat users.



N = 463

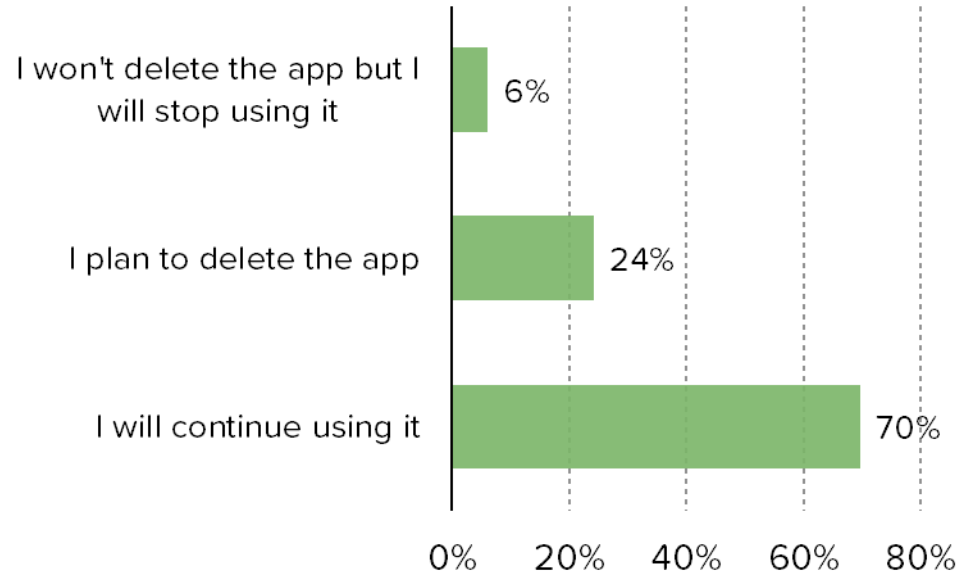
Did you know that Snapchat launched gender filters?

Posed to Snapchat users who downloaded Snapchat in the past month.



Do you plan to continue using the Snapchat app going forward?

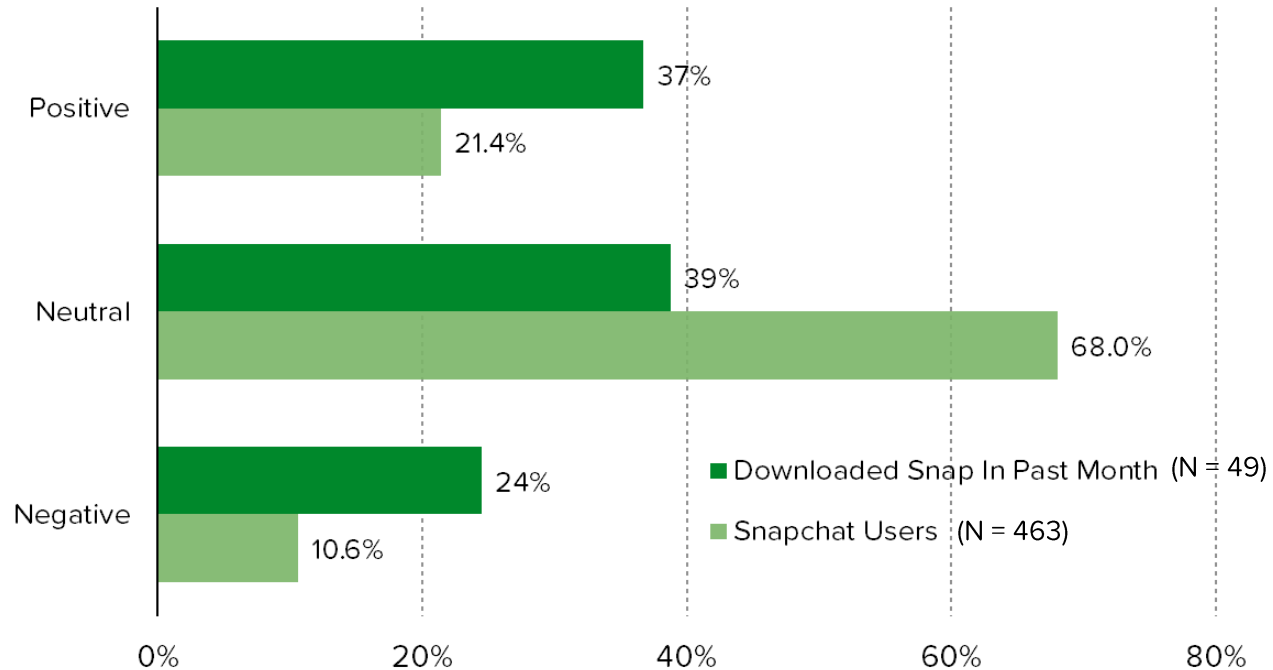
Posed to Snapchat users who downloaded Snapchat in the past month BECAUSE/After Gender Filters Launched.



N = 33

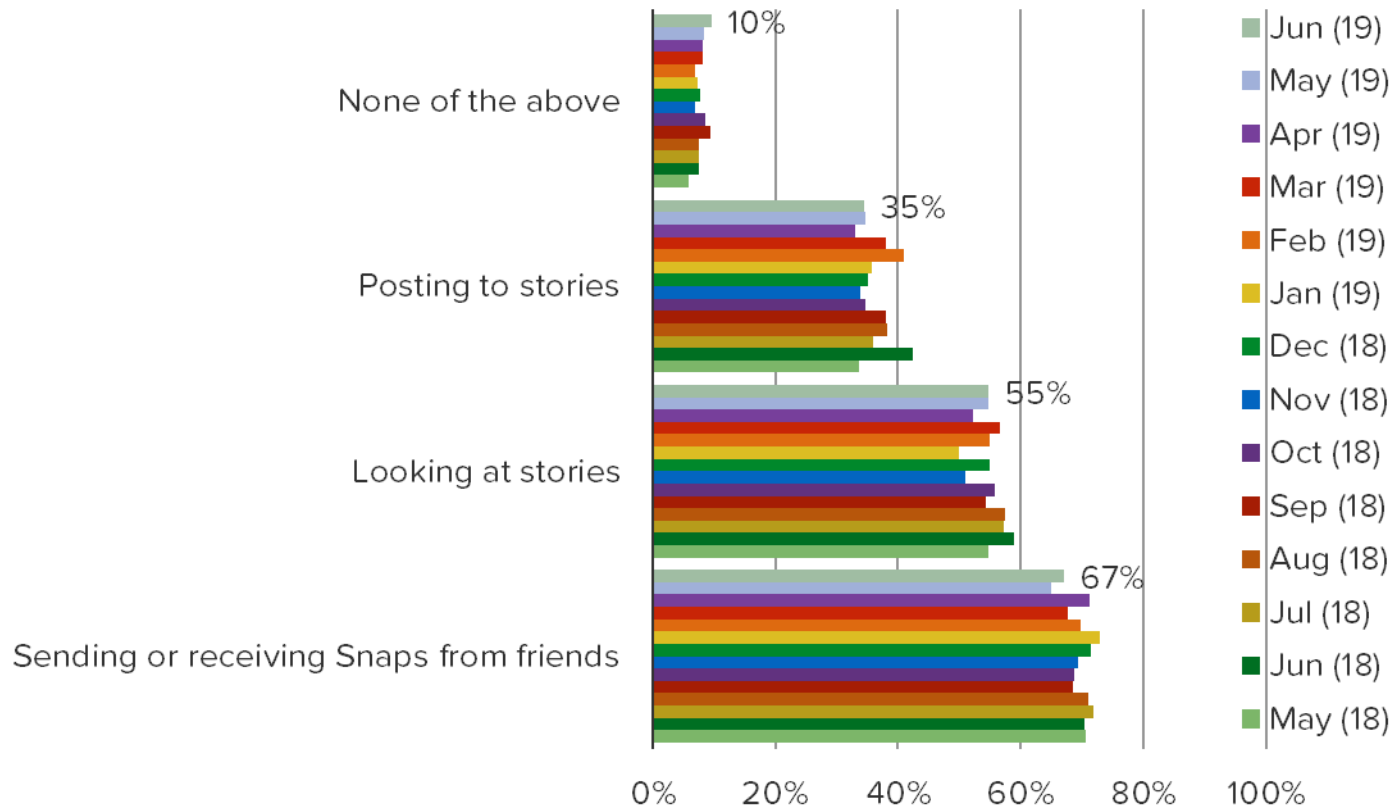
What is your opinion of the gender filters?

Posed to Snapchat users.



Usage Mix

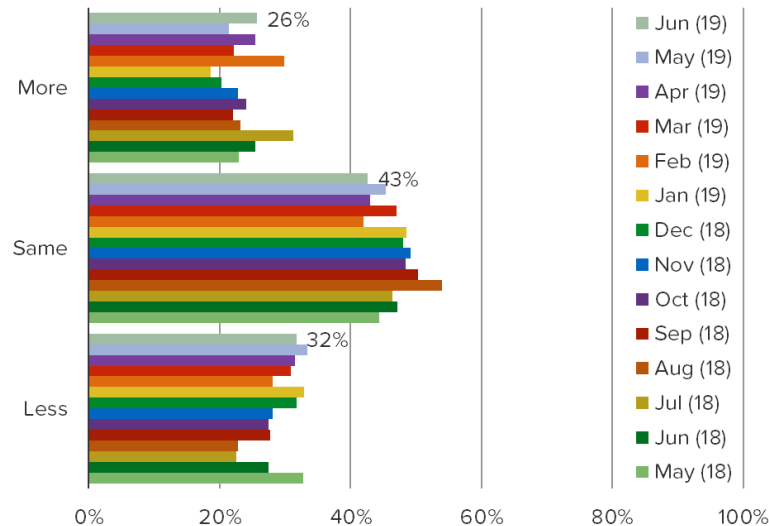
I use Snapchat for...
Posed to Snapchat users.



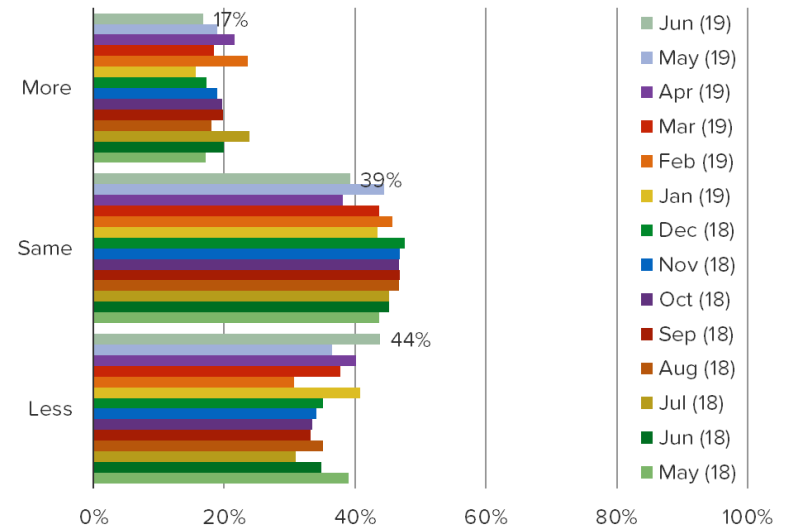
Compared to when you first started using Snapchat, are you using the following more or less?

Posed to Snapchat users.

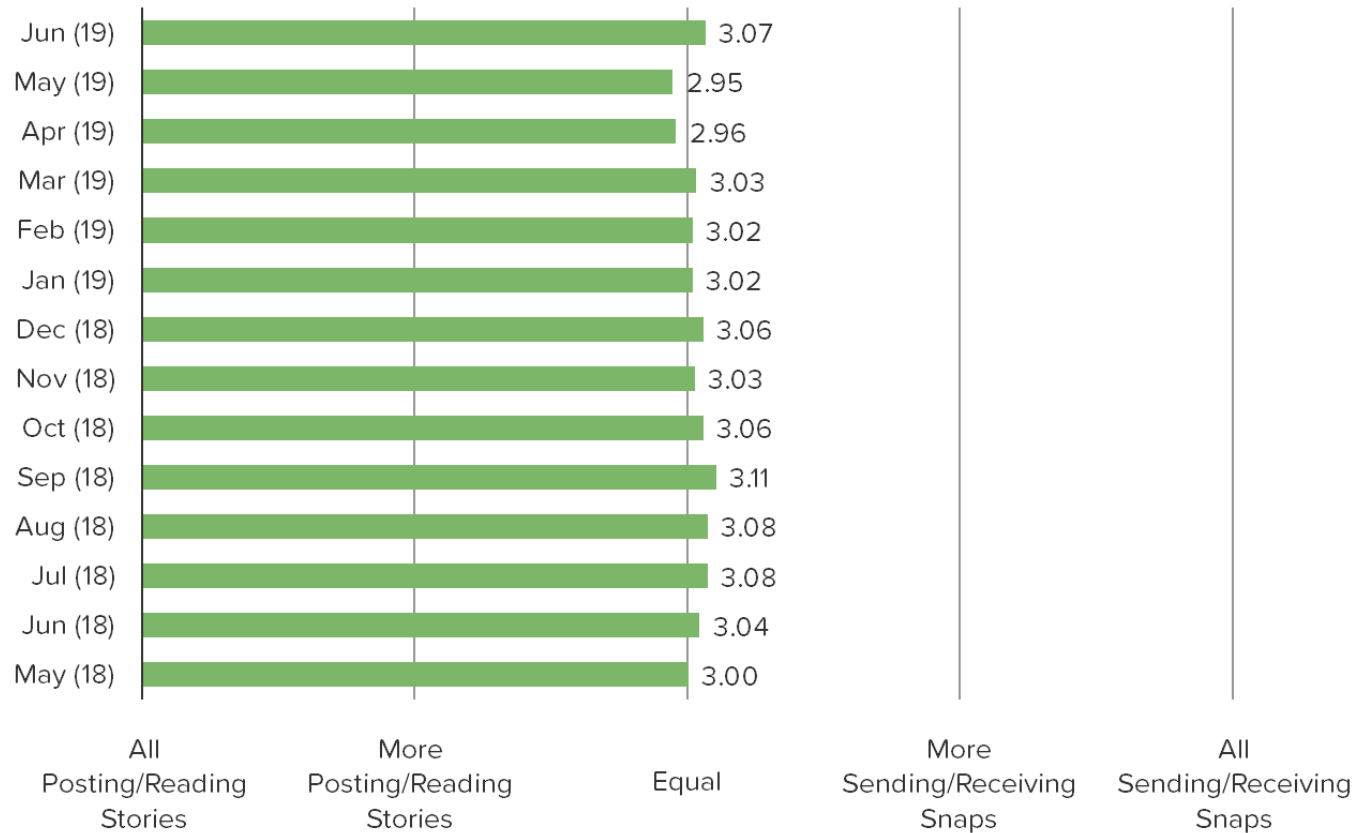
Looking at stories



Posting to stories

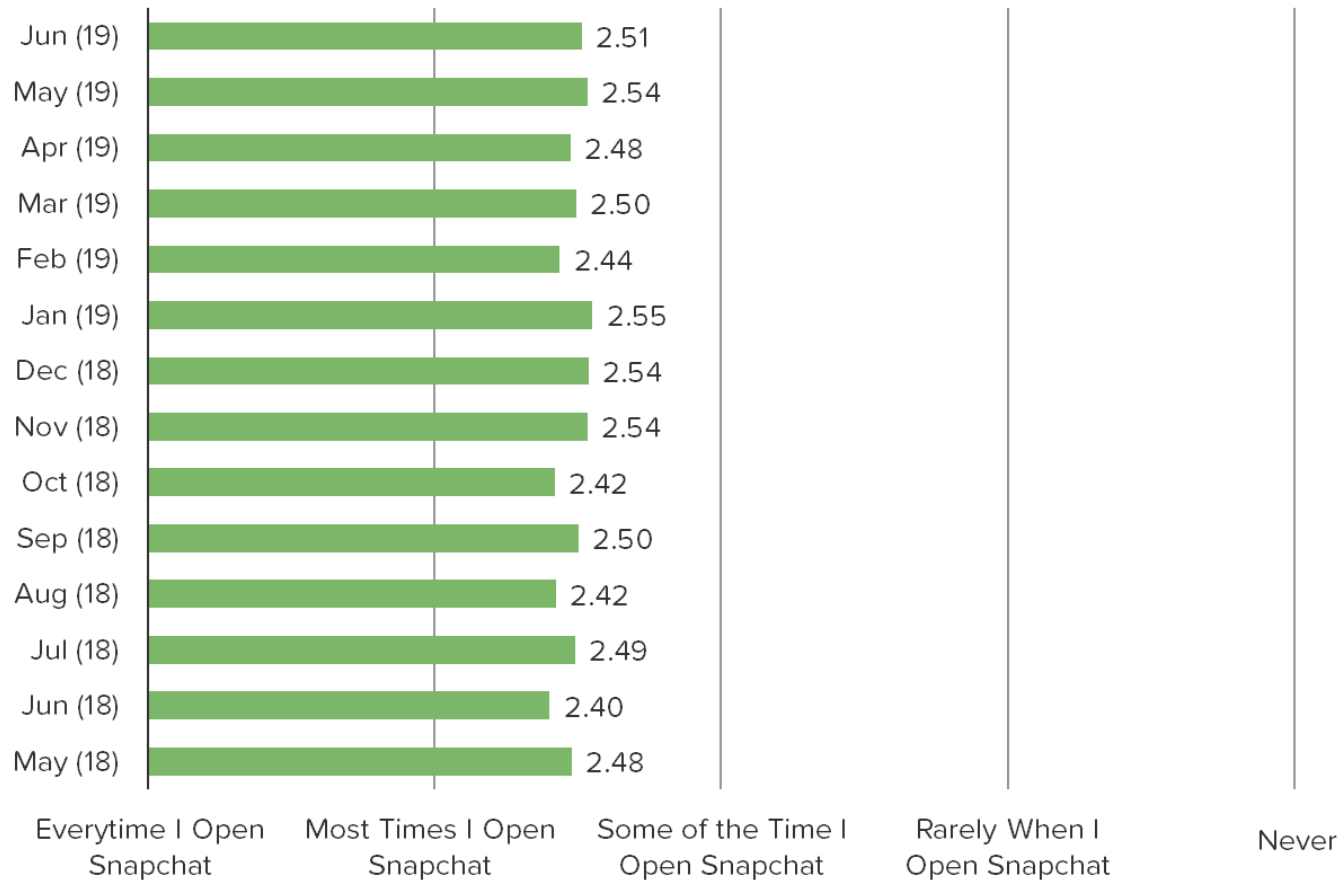


Please estimate how you spend your time on Snapchat:
Posed to Snapchat users.



I view Snapchat stories....

Posed to Snapchat users.

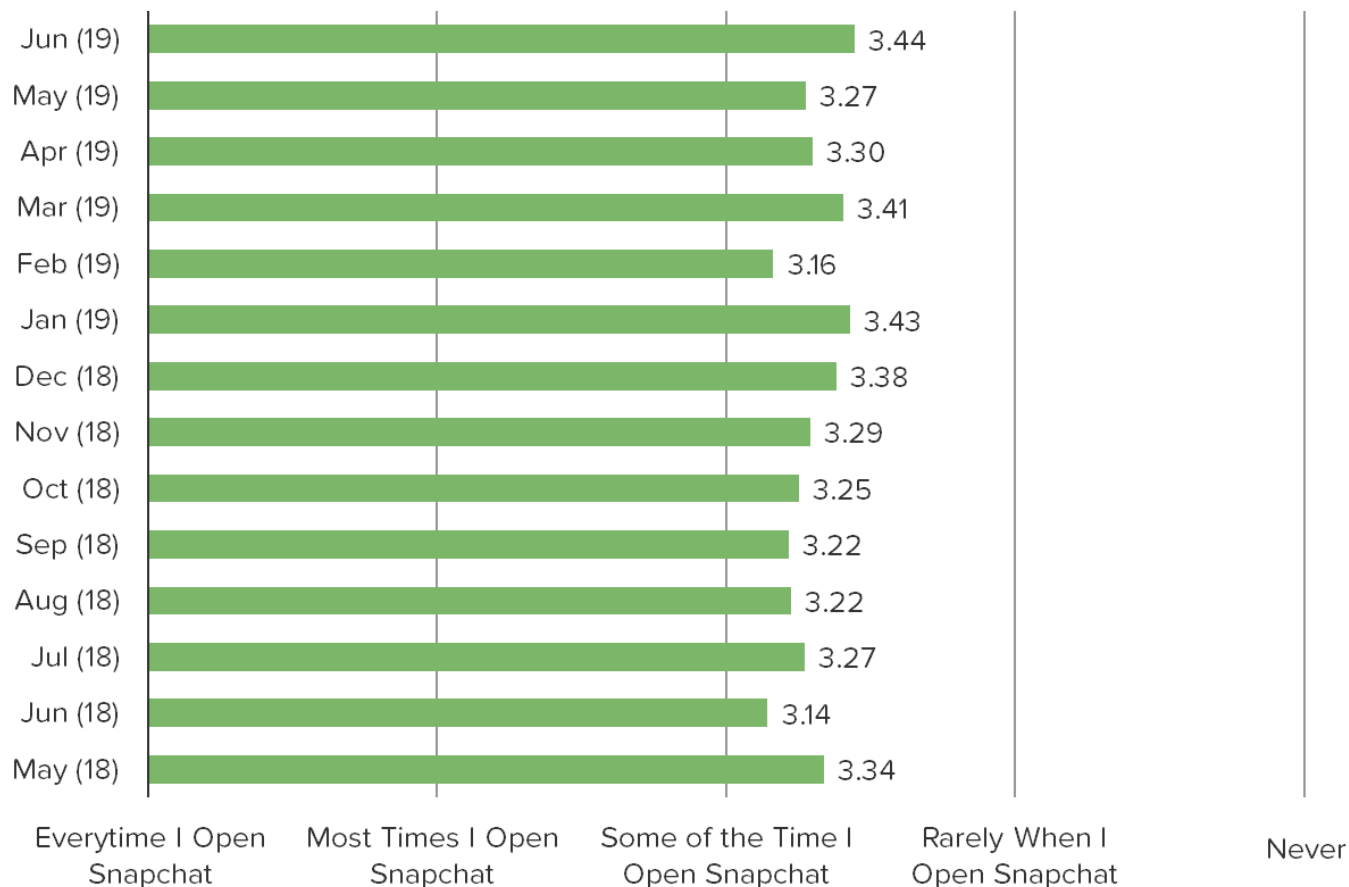


More Frequent



I post to Snapchat stories...

Posed to Snapchat users.

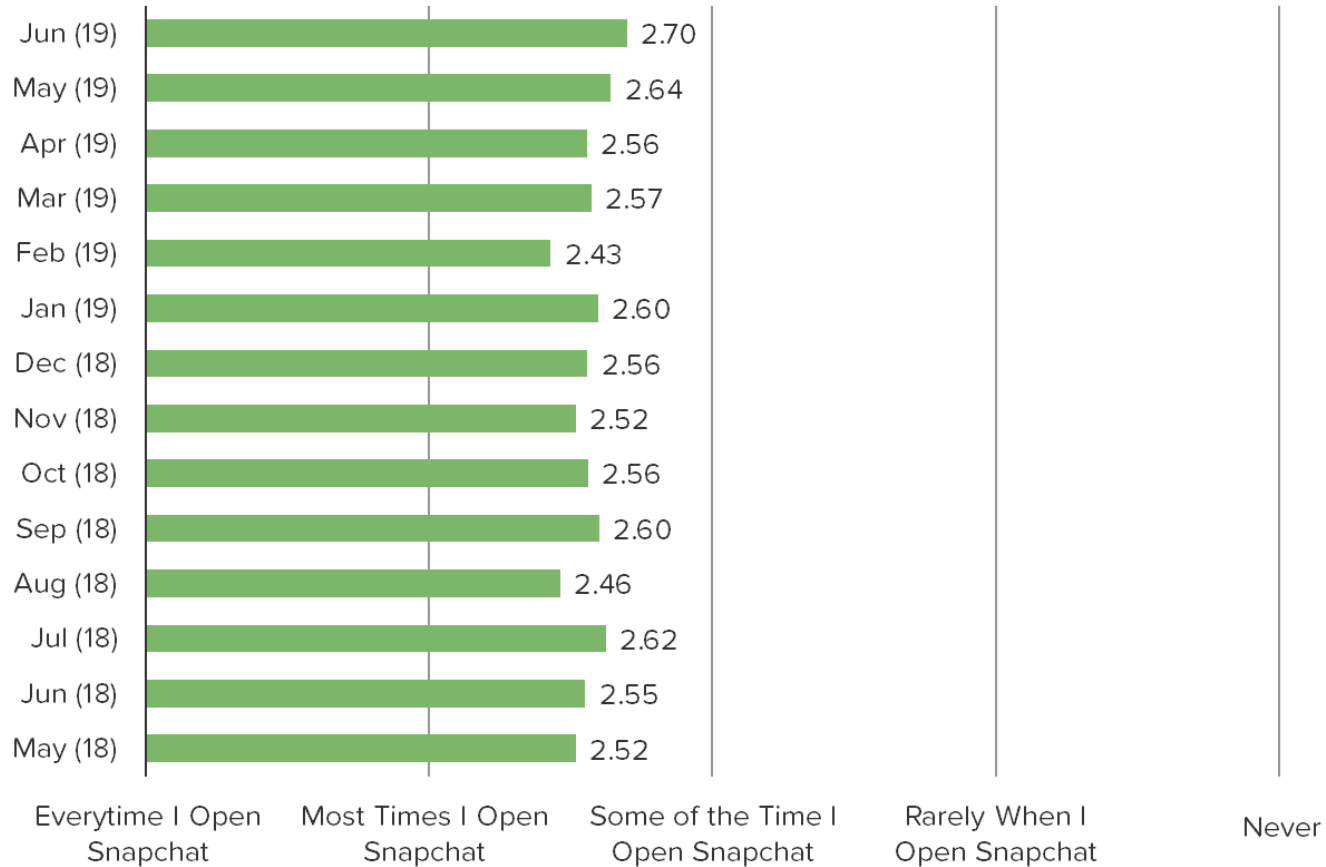


More Frequent



I send/receive Snaps...

Posed to Snapchat users.



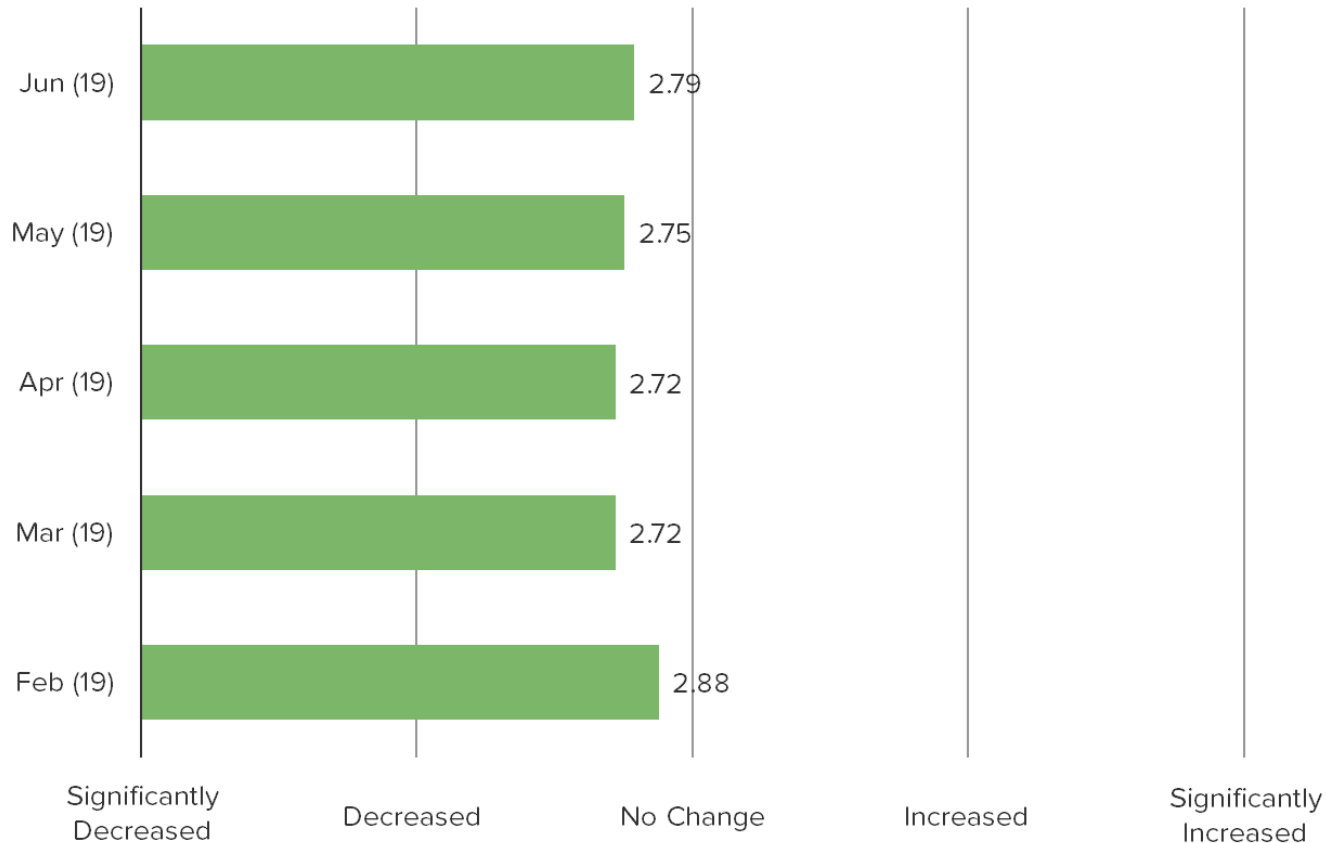
More Frequent



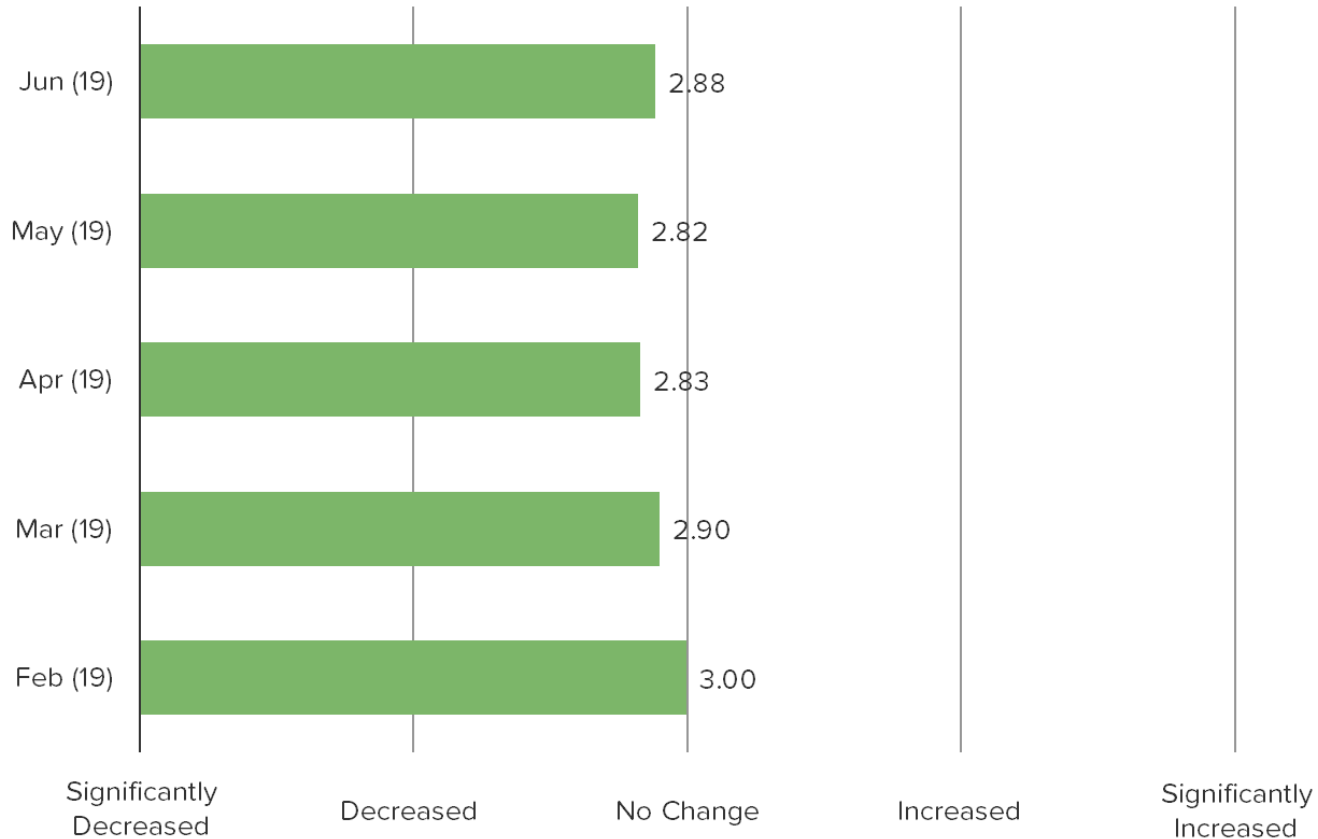
Tracking Engagement

Has the average time you currently spend on Snapchat per day increased or decreased compared to 6-12 months ago?

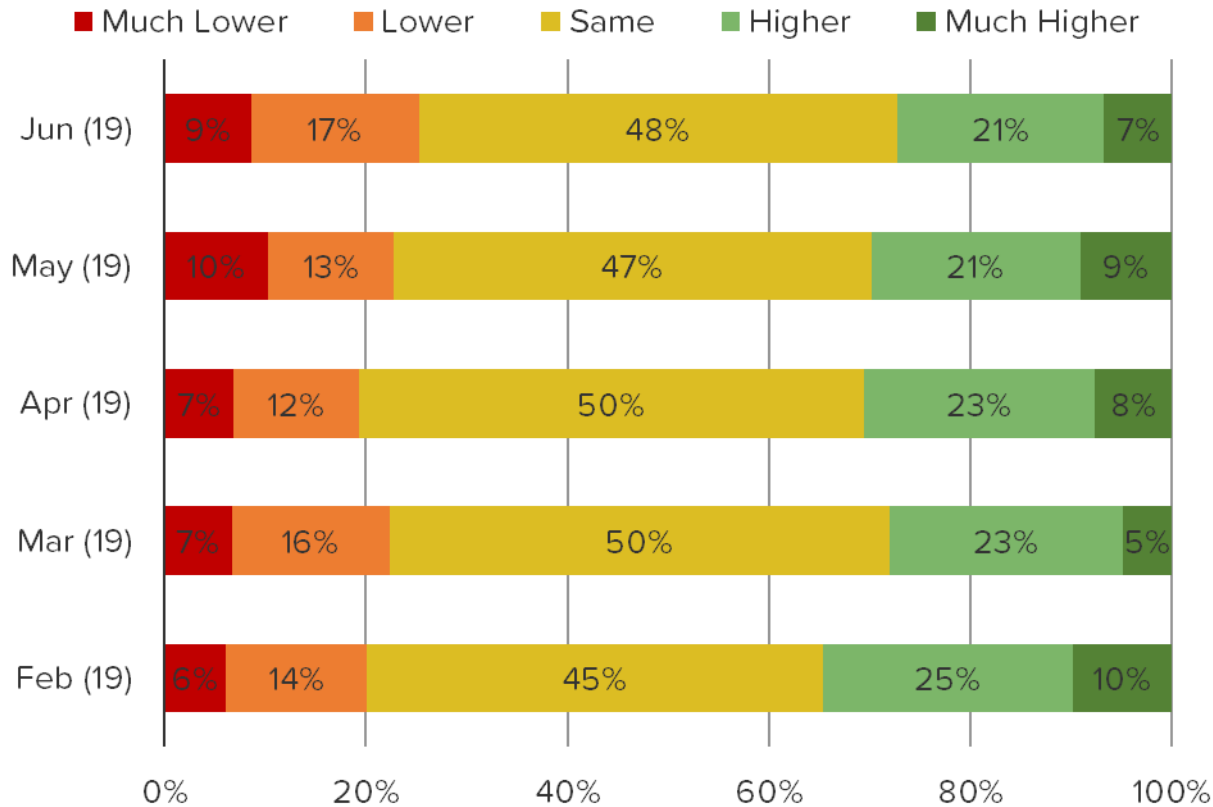
Posed to Snapchat users.



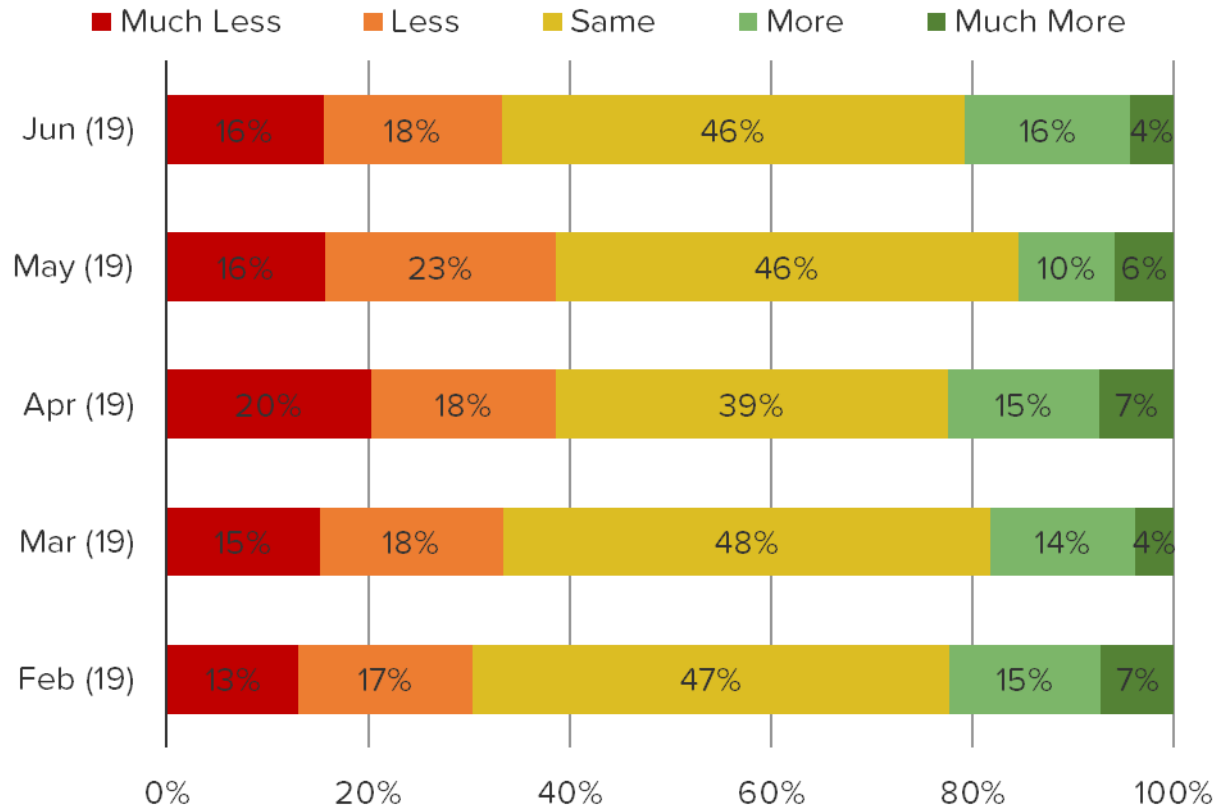
Do you expect the average time you spend on Snapchat per day to increase going forward compared to today?
Posed to Snapchat users.



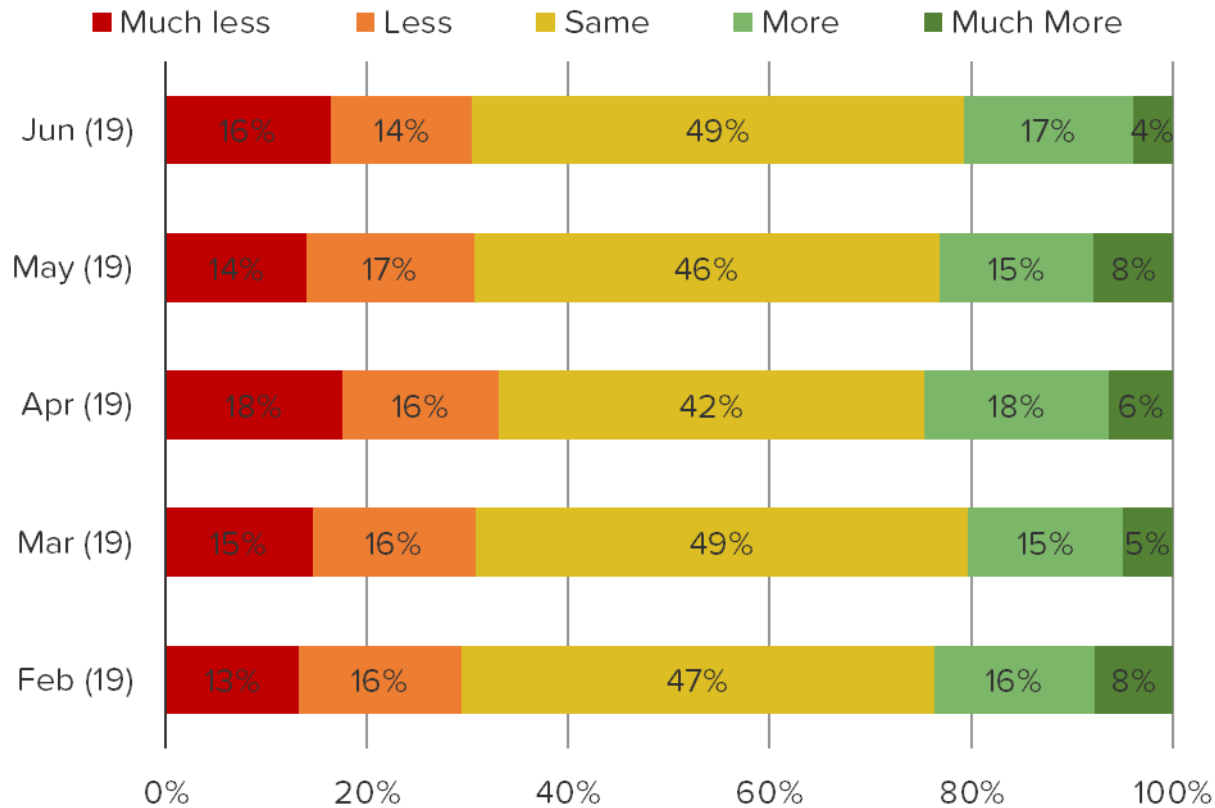
Is the number of your friends using Snapchat higher or lower than it was 6-12 months ago?
Posed to Snapchat users.



Compared to 6-12 months ago, are you sending more or less Snaps / Stories per day on average on Snapchat?
Posed to Snapchat users.

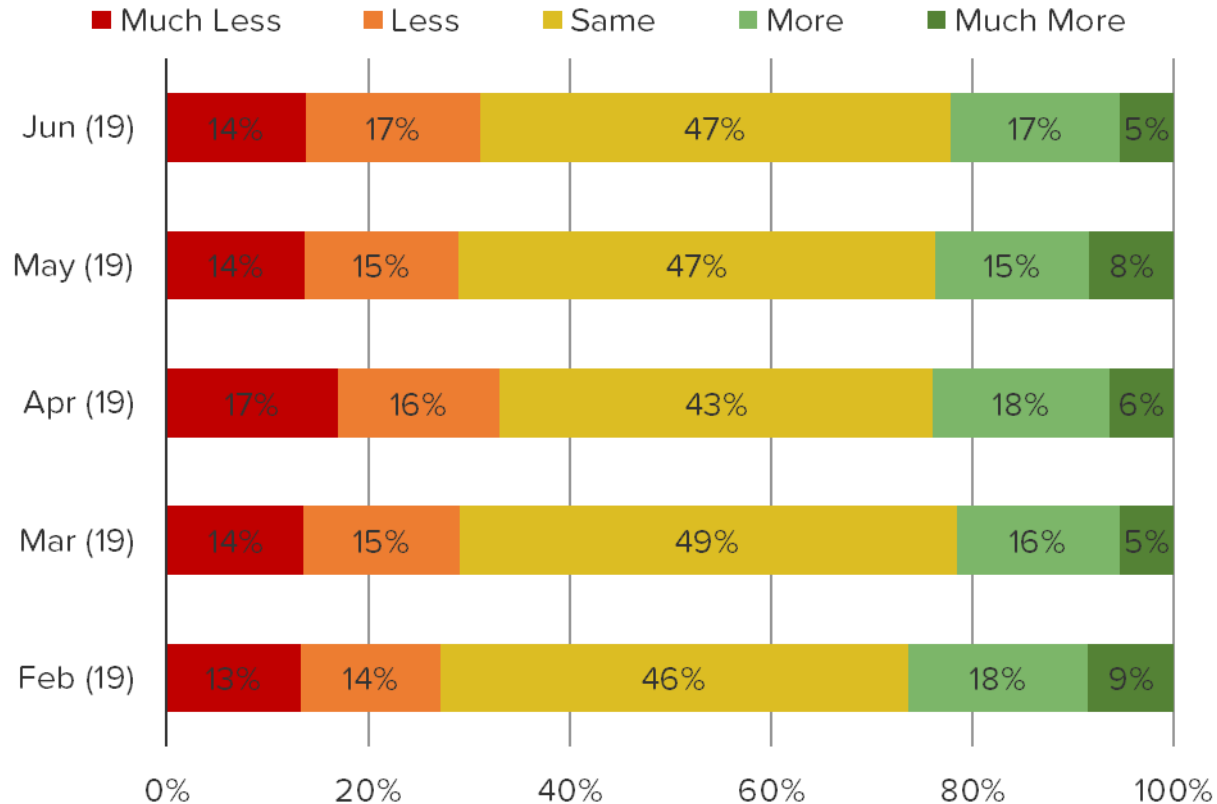


Compared to 6-12 months ago, are you viewing discover content more or less on Snapchat?
Posed to Snapchat users.

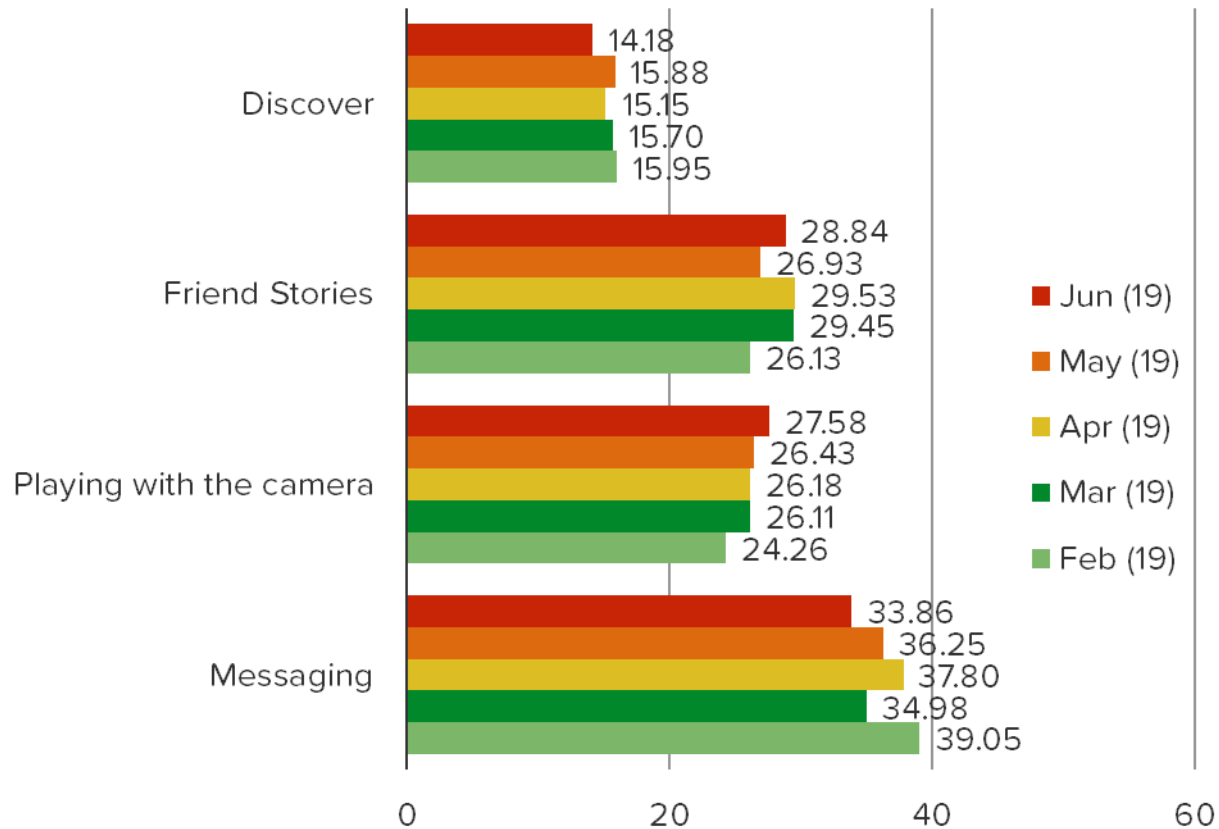


Compared to 6-12 months ago, are you viewing friend stories more or less on Snapchat?

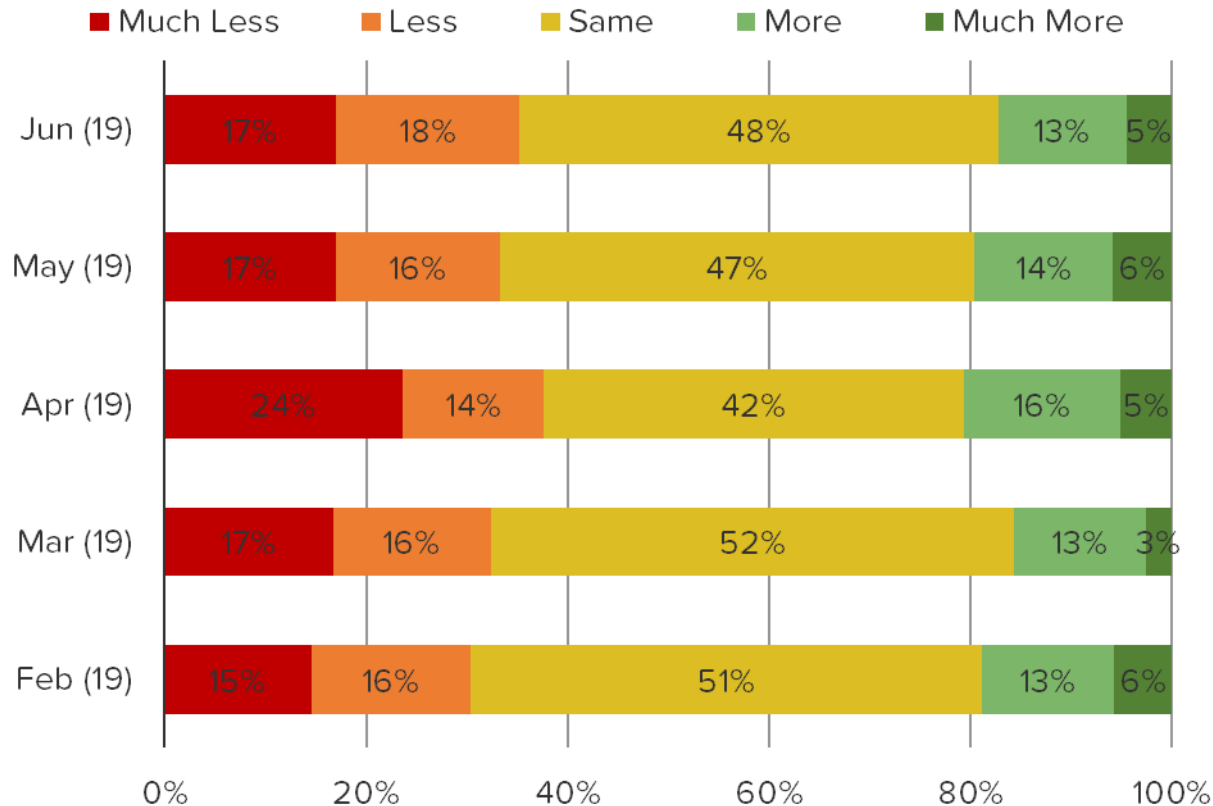
Posed to Snapchat users.



Please allocate the % of time you spend on Snapchat between:
 Posed to Snapchat users.



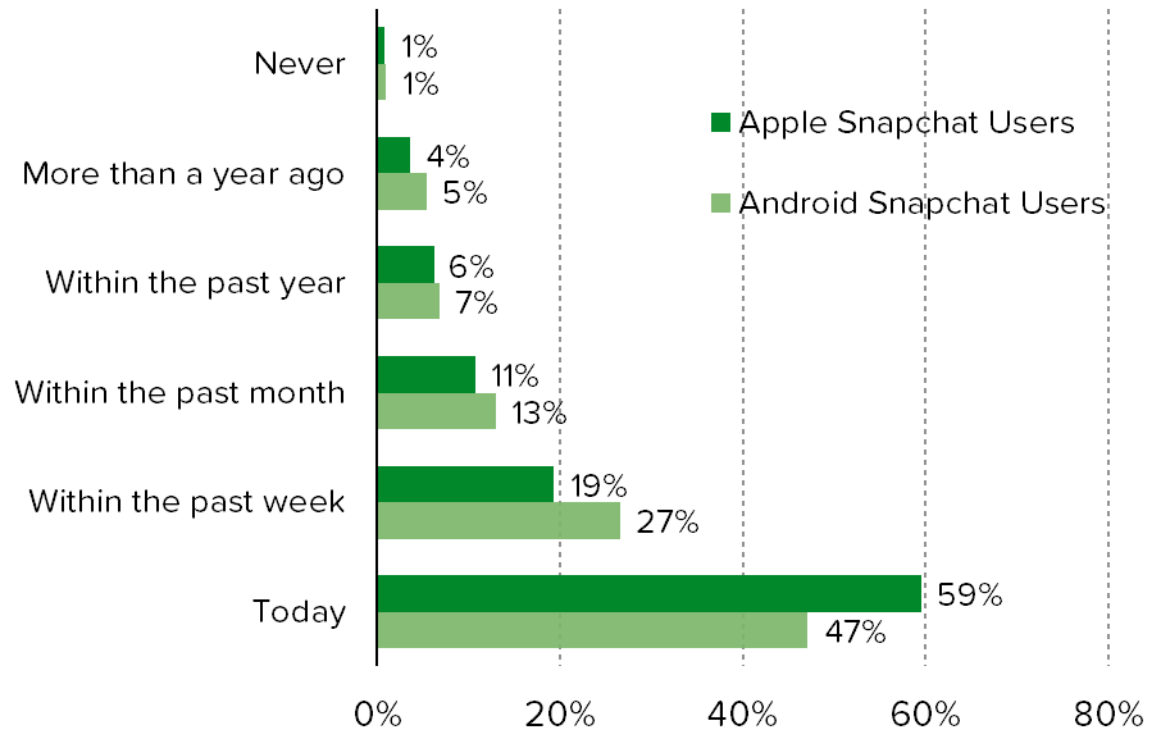
Are you watching more or less Discover content on Snapchat than you were 6-12 months ago?
Posed to Snapchat users.



Comparing Snapchat Android and Apple Users

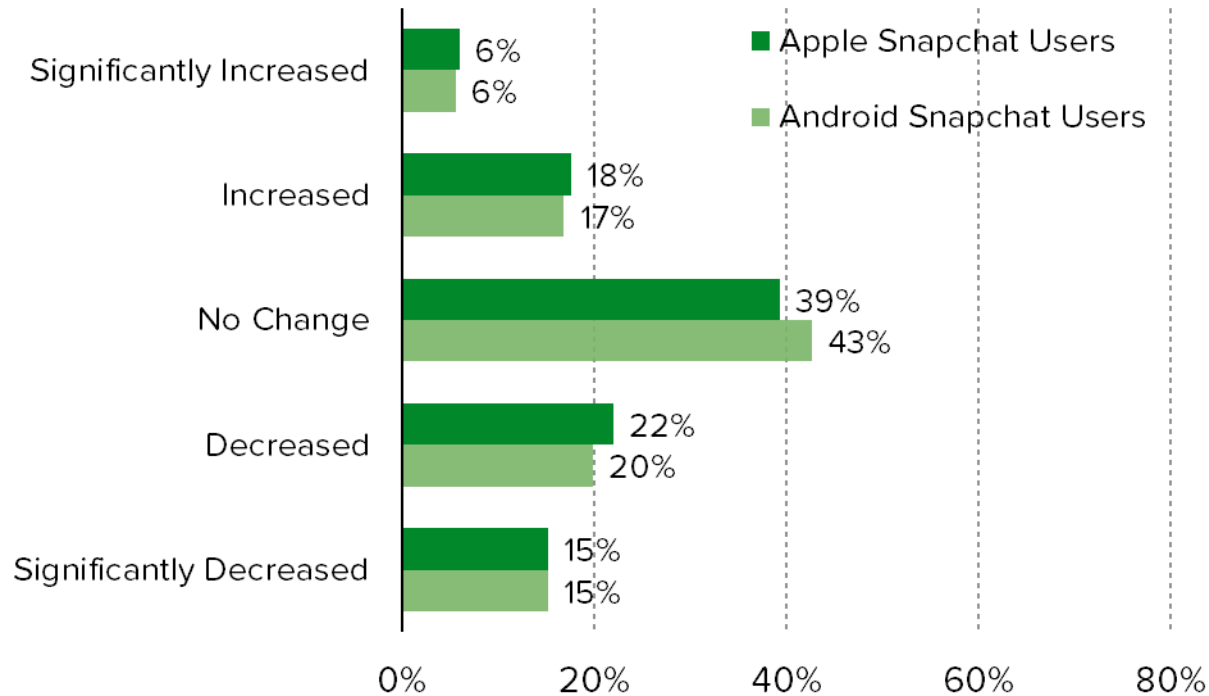
When was the last time you visited the following website or app?

Posed to Snapchat users.

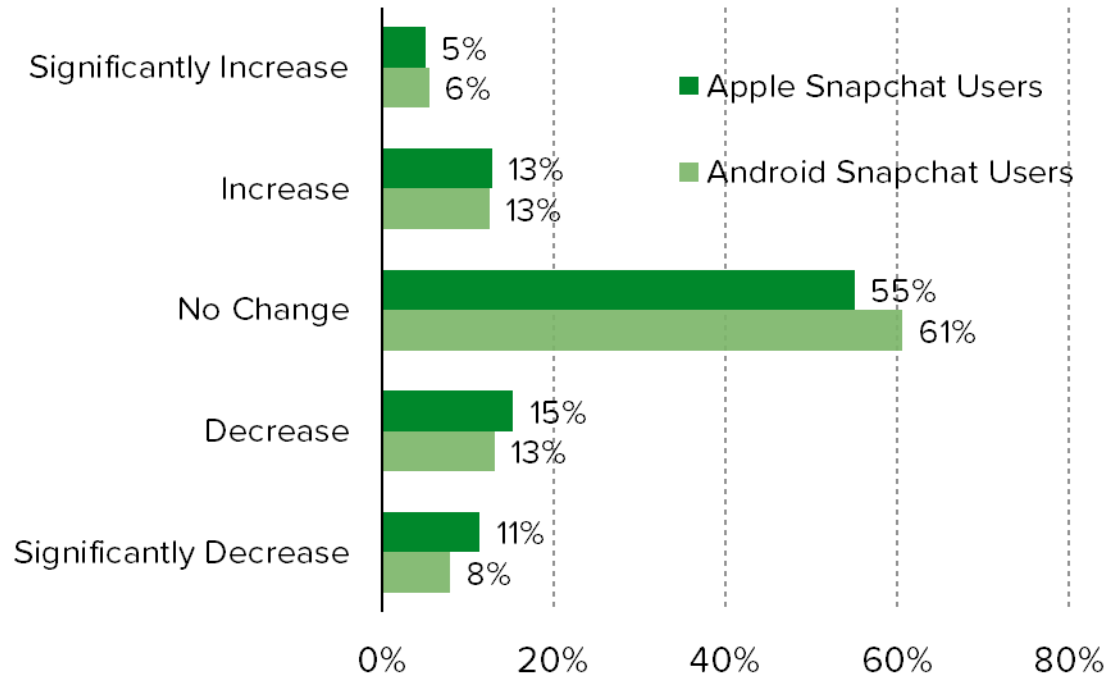


Has the average time you currently spend on Snapchat per day increased or decreased compared to 6-12 months ago?

Posed to Snapchat users.



Do you expect the average time you spend on Snapchat per day to increase going forward compared to today?
Posed to Snapchat users.



Is the number of your friends using Snapchat higher or lower than it was 6-12 months ago?
Posed to Snapchat users.

