

BACKGROUND

- ❑ We surveyed 1,500 US consumers balanced to census to collect some feedback on financials.

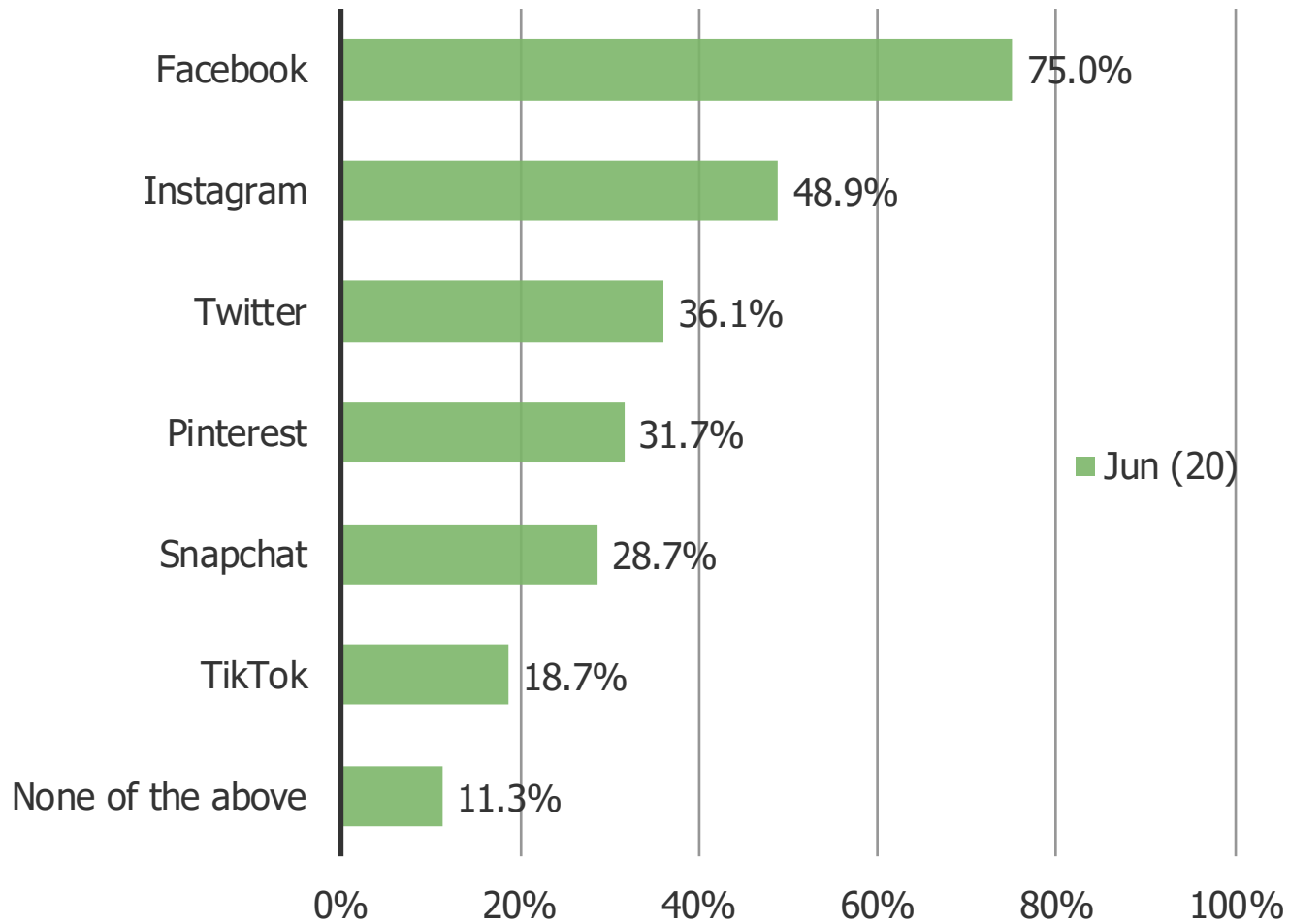
FINDINGS:

- ❑ Close friends have the greatest impact on movement of people between social media platforms (both viewing pictures/videos and messaging).
 - ❑ Snapchat is viewed by users as most useful for interaction with close friends and for messaging. On this critical front, feedback resembles that of Facebook users and is stronger than both TikTok and Instagram.
- ❑ Following the news and content creators/influencers does impact movement of people between platforms as well (more so than following content from companies or celebrities).
- ❑ In our longitudinal SNAP survey work we have seen a shift in usage mix sequentially toward stories/discover. We wanted to dig in deeper on that since a) that usage is more monetizable and b) Snapchat is making strides to make it easier for users to find content creators/influencers in Discover and for influencers to build audiences.
- ❑ First, is there room for improvement?
 - ❑ Snapchat users view it as less useful for following influencers and content creators compared to users of Instagram and TikTok. Though respondents don't complain that it is difficult to find people to follow in Discover, a relatively high % of users on SNAP don't subscribe to various types of Discover content. Feedback is positive/constructive on how they would receive any changes that would make it easier for them to find content creators and influencers that they like in Discover.
- ❑ Feedback is also constructive on SNAP Minis. Nearly 60% of users said they would use the app more if mini-apps were available offering things like ordering movie tickets, comparing schedules, studying a flashcard deck, or going through a guided meditation.
- ❑ TikTok: Viewed as less effective by users when it comes to how useful it is for close friends and messaging (similar to feedback from Twitter users). TikTok's wheelhouse is in being useful for viewing interesting or fun videos/photos, content from creators and influencers that they like.
- ❑ Twitter is viewed as most useful for news, more than any other platform. Given what we are seeing in news consumption trends sent out in our deck this morning, this is a positive engagement tailwind worth watching.



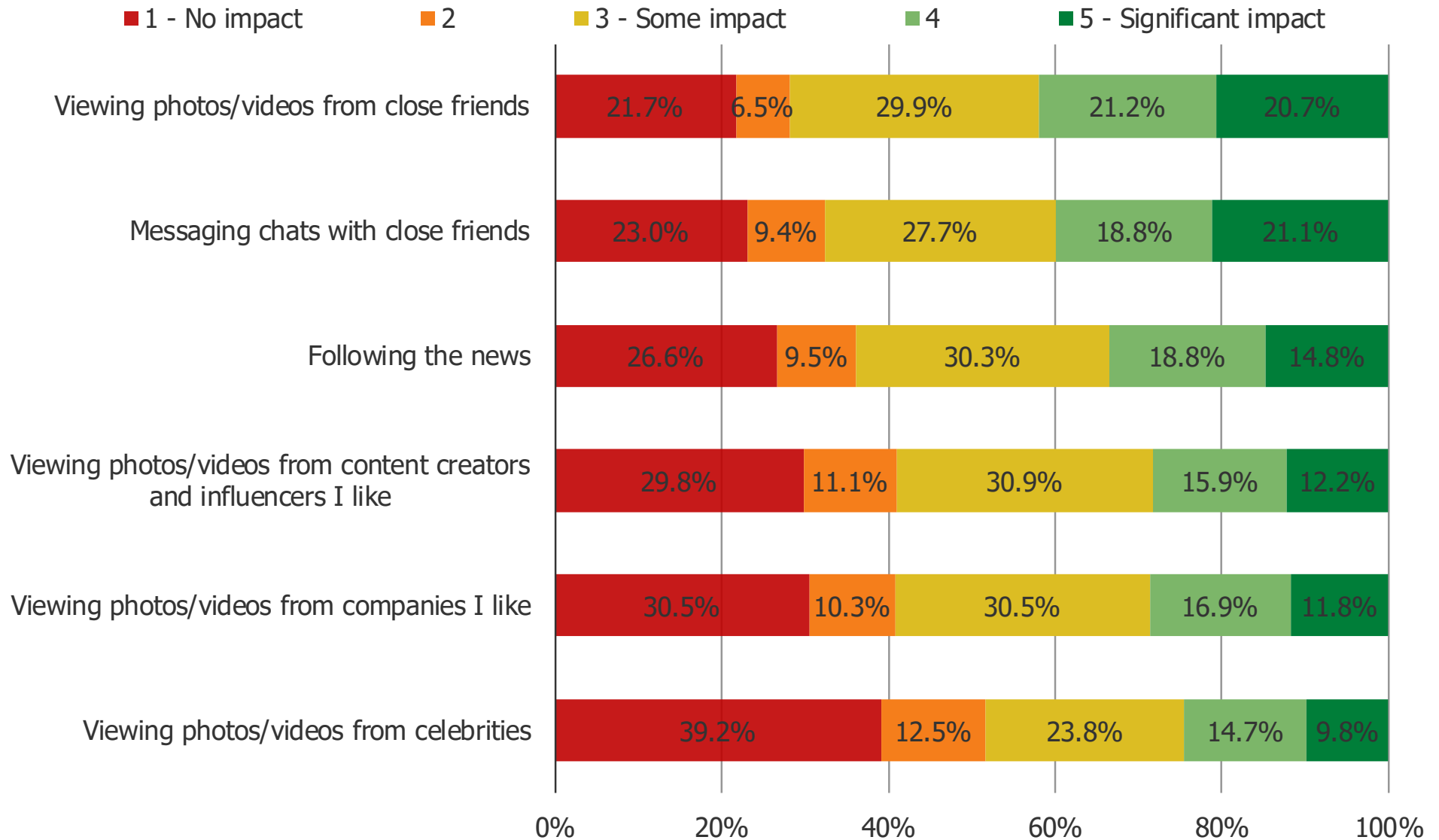
Which of the following social media sites do you have an account with? (Select ALL that apply)

Posed to all respondents



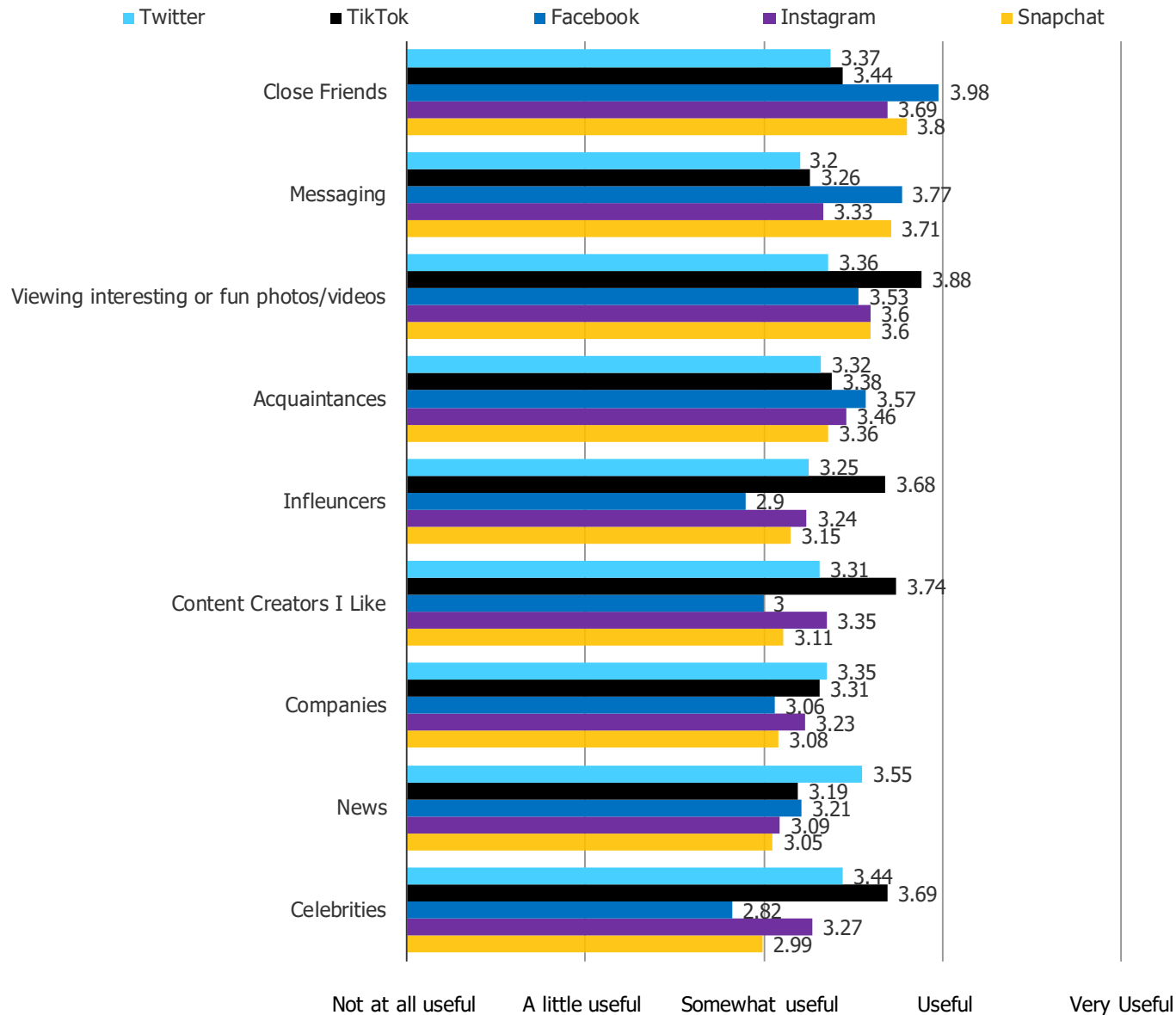
When it comes to social media usage, how much do the following impact which apps you use and how much you use them?

Posed to social media users.



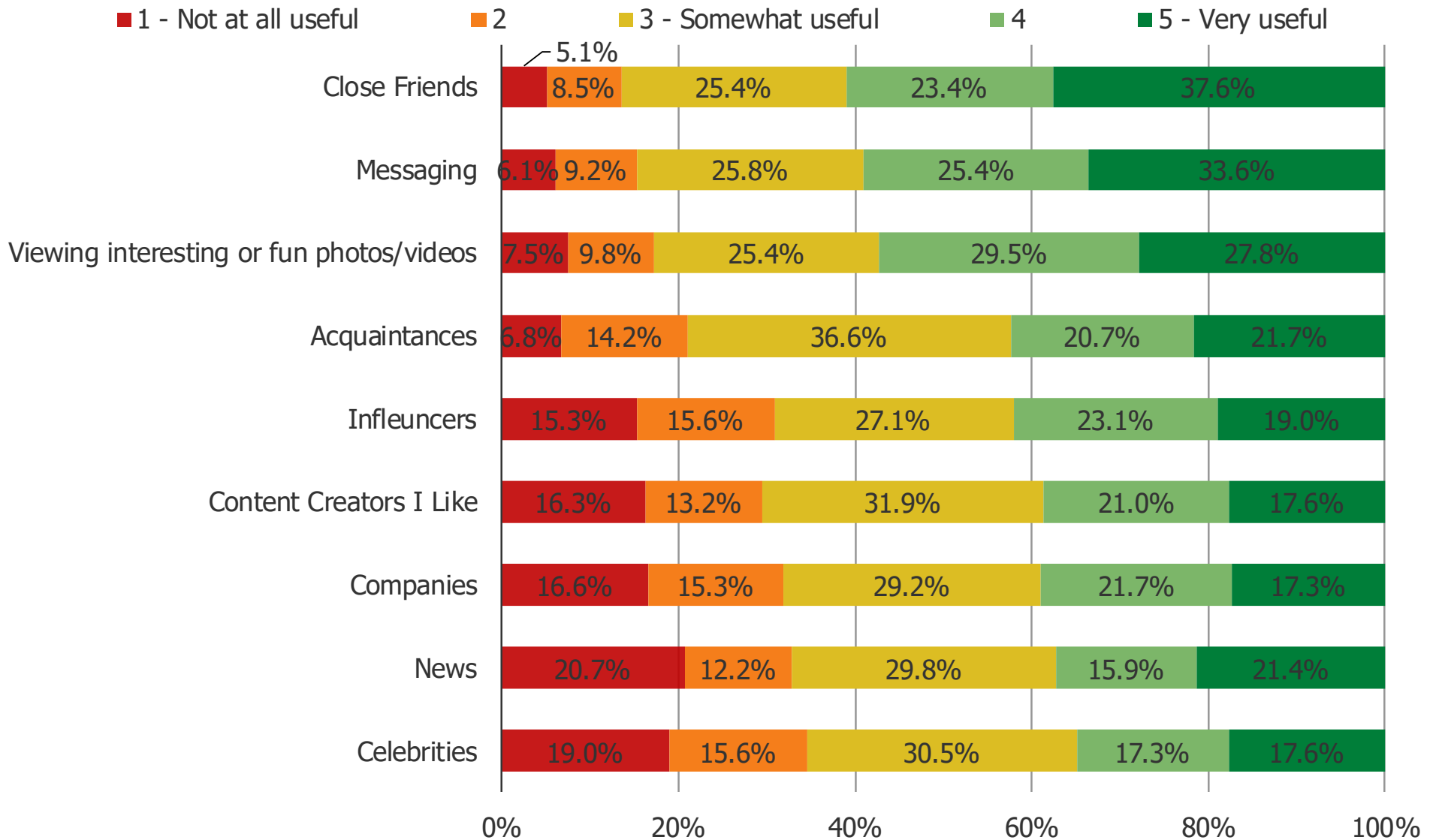
In your opinion, how useful are these social media platforms for following:

Posed to respondents who have an account with each of the following social media apps



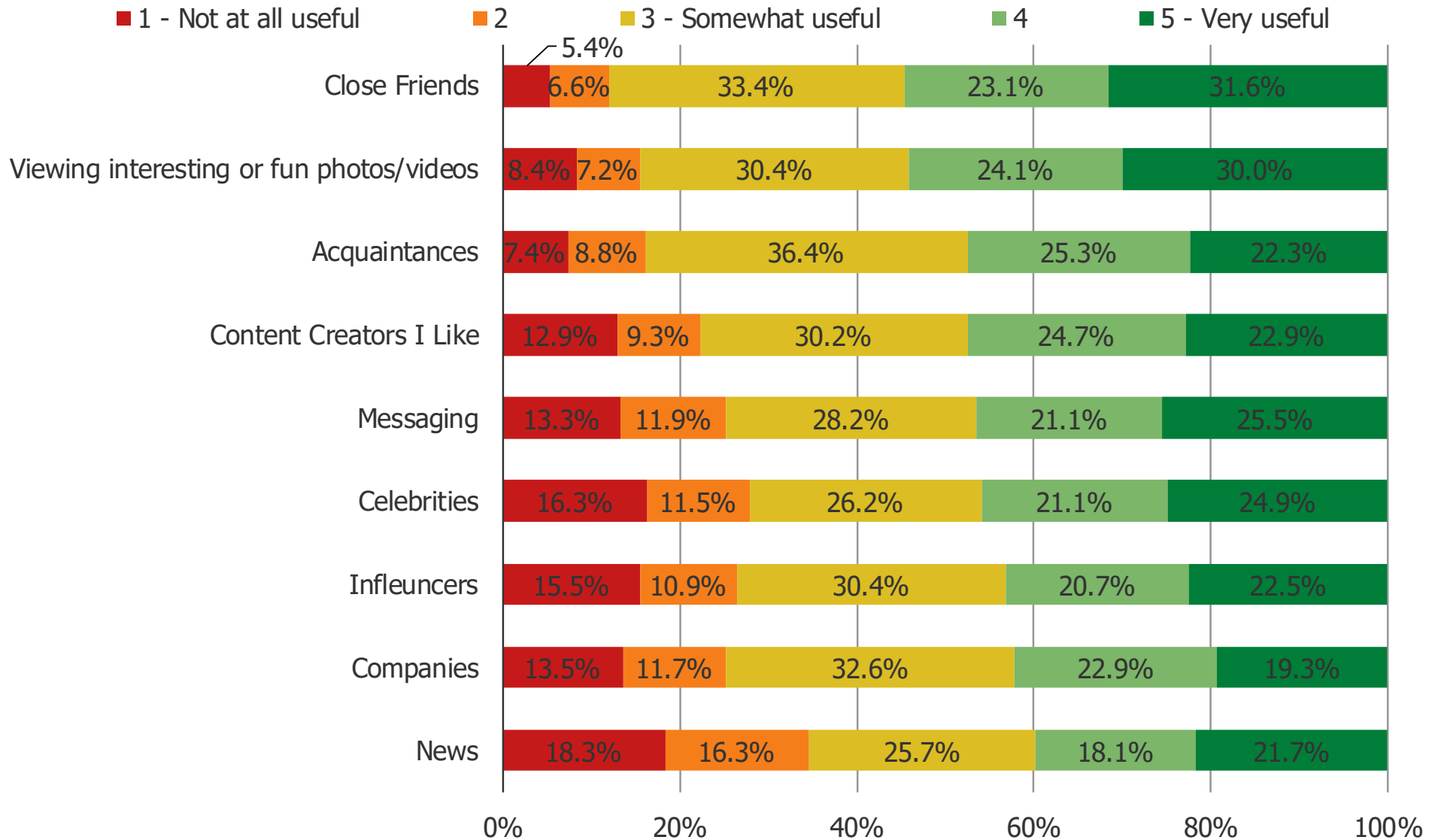
In your opinion, how useful is Snapchat for following:

Posed to respondents who have an account with *Snapchat*



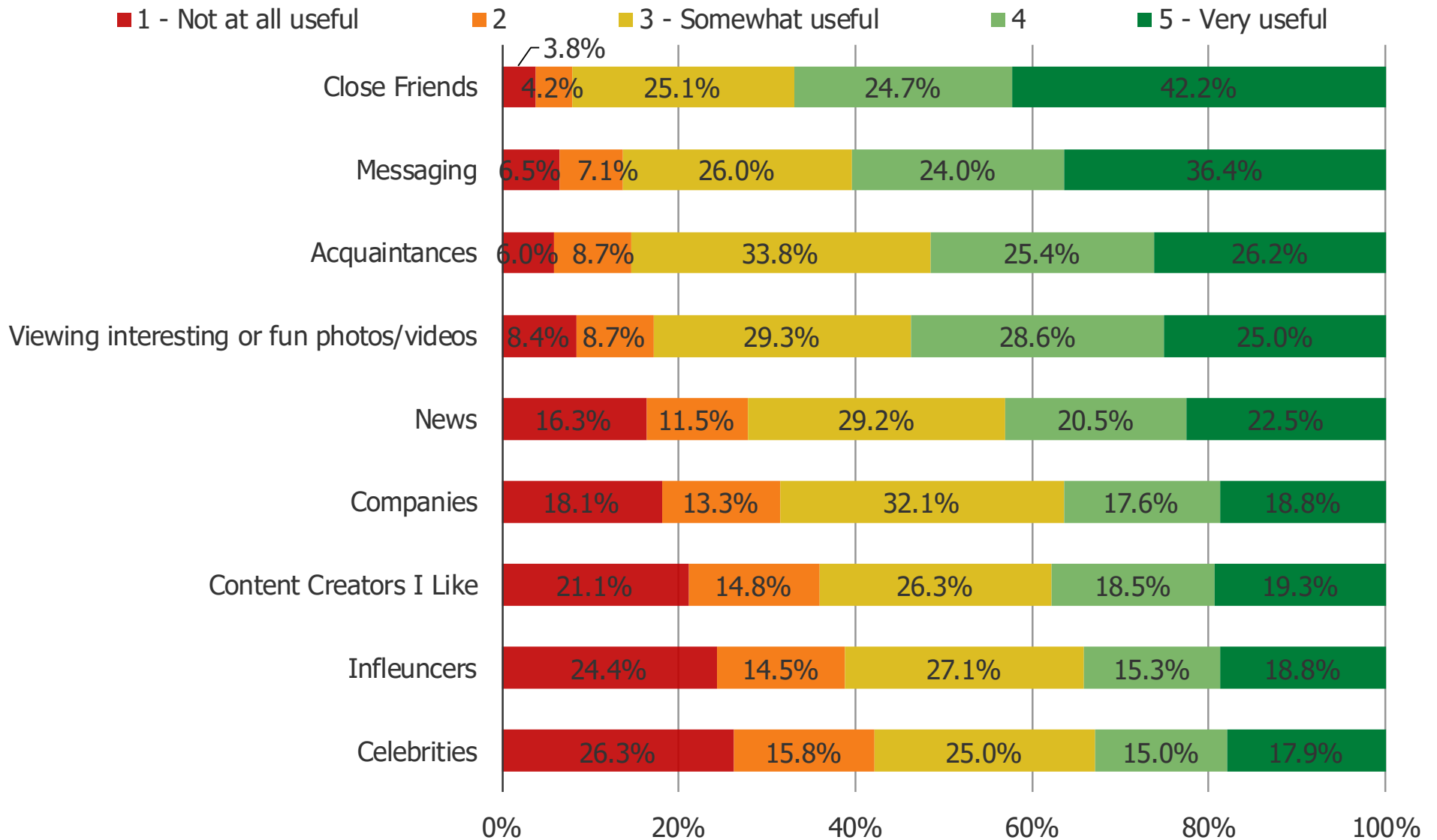
In your opinion, how useful is Instagram for following:

Posed to respondents who have an account with Instagram



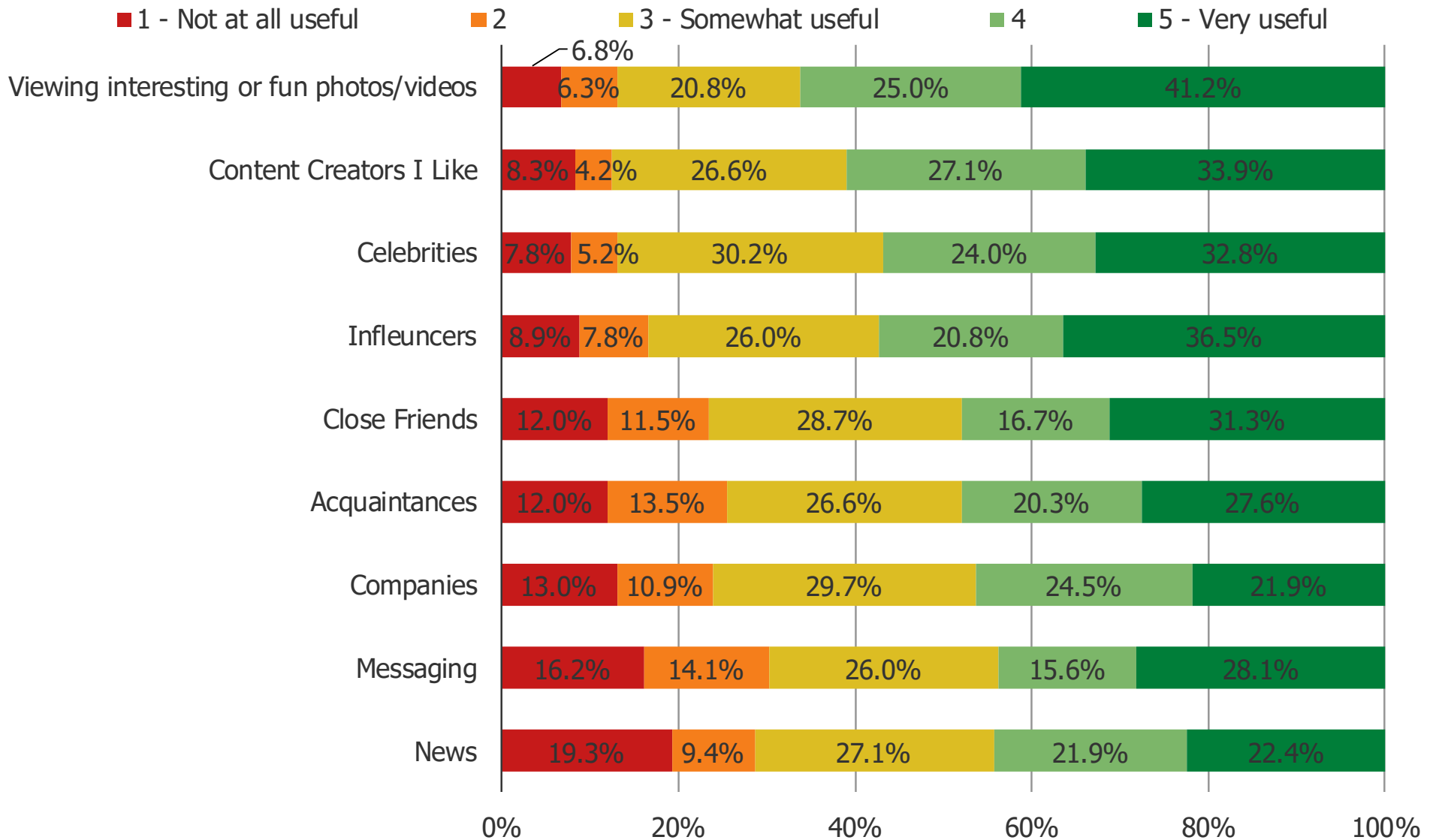
In your opinion, how useful is Facebook for following:

Posed to respondents who have an account with *Facebook*



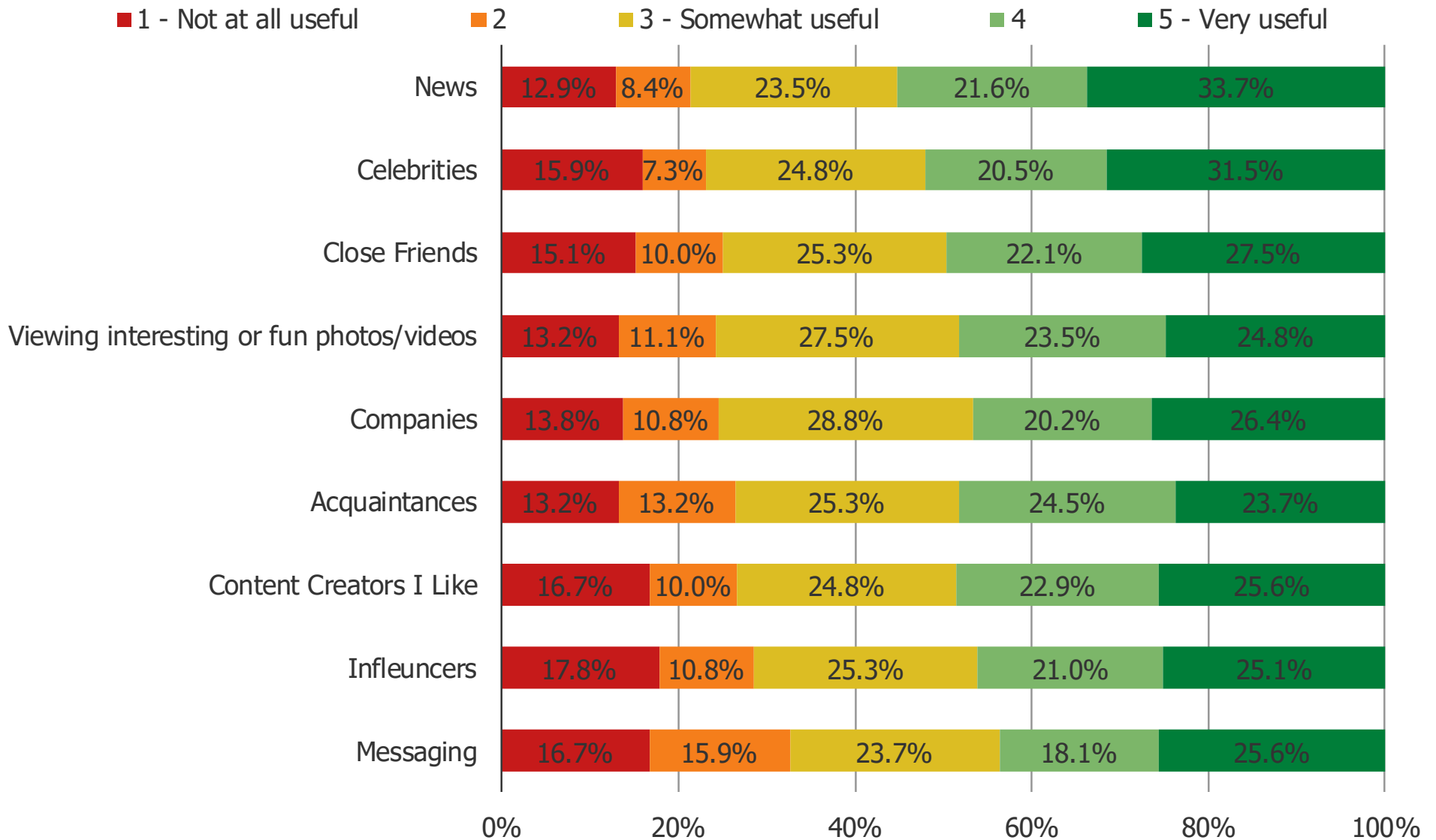
In your opinion, how useful is TikTok for following:

Posed to respondents who have an account with TikTok



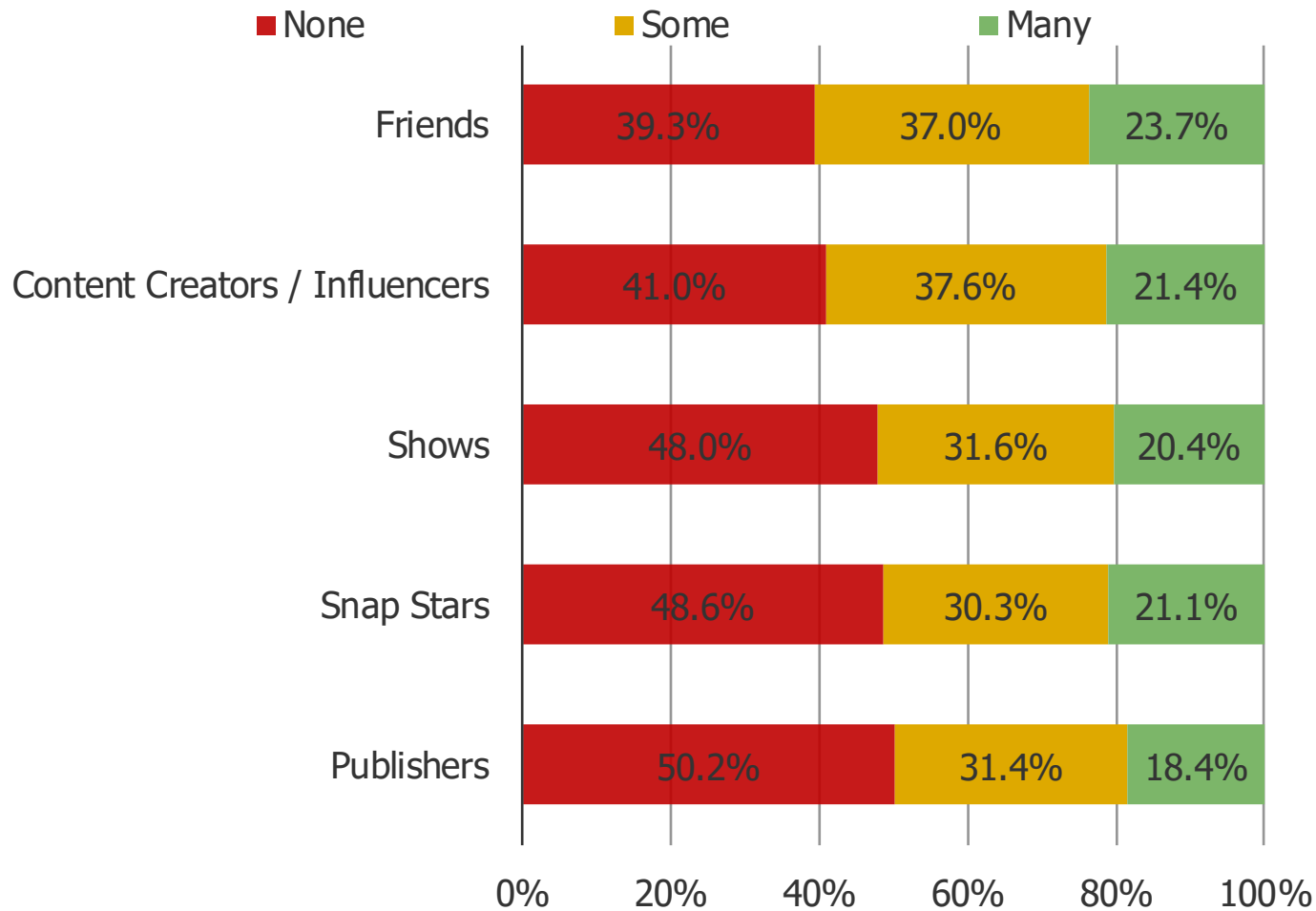
In your opinion, how useful is Twitter for following:

*Posed to respondents who have an account with **Twitter***



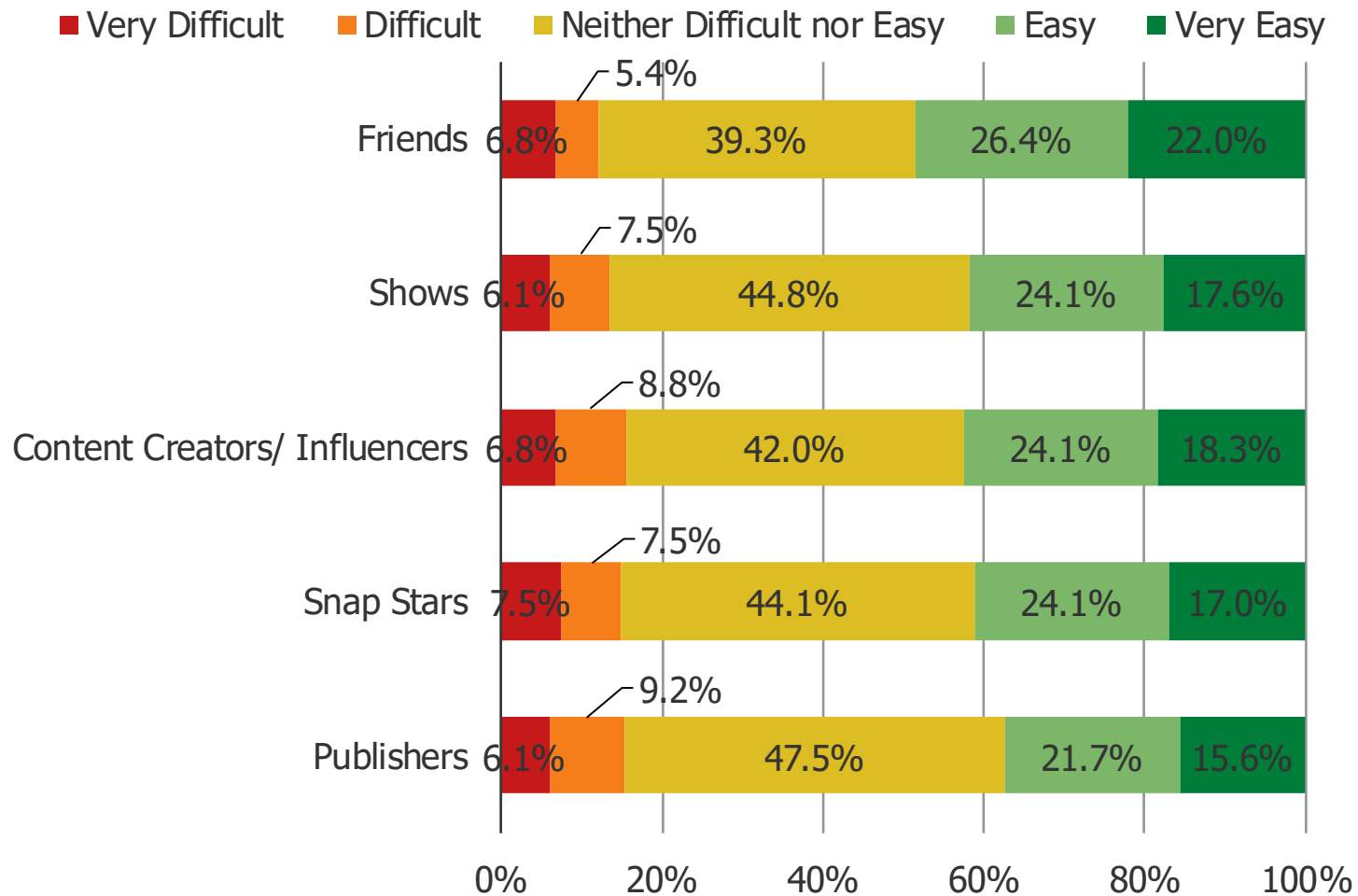
Do you subscribe to any of the following in Discover on Snapchat?

*Posed to respondents who have an account with **Snapchat***



In your opinion, how difficult/easy is it to find the following on Snapchat Discover?

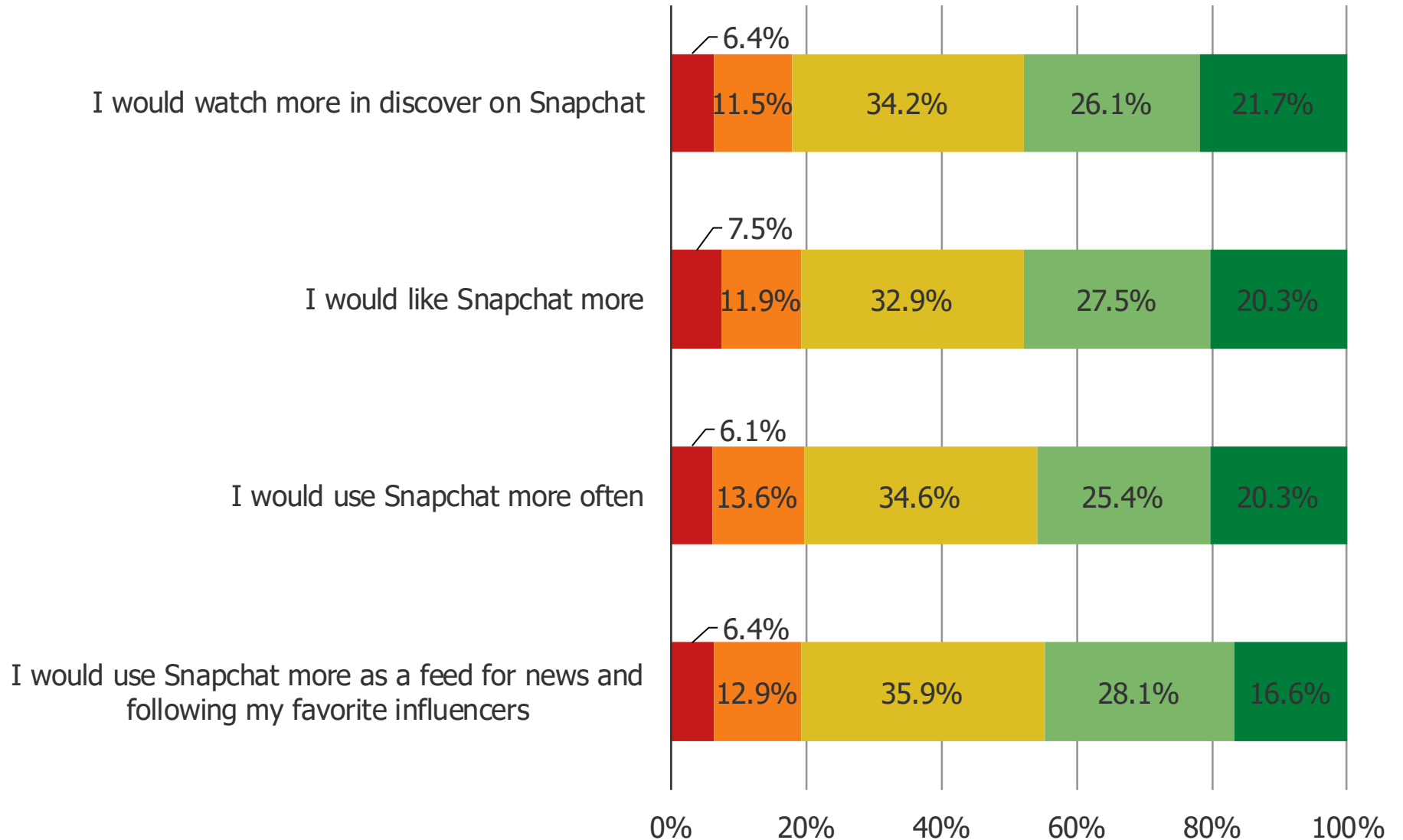
Posed to respondents who have an account with *Snapchat*



Imagine it became easier to find content creators / influencers that you like on Snapchat in discover, how much do you agree with the following:

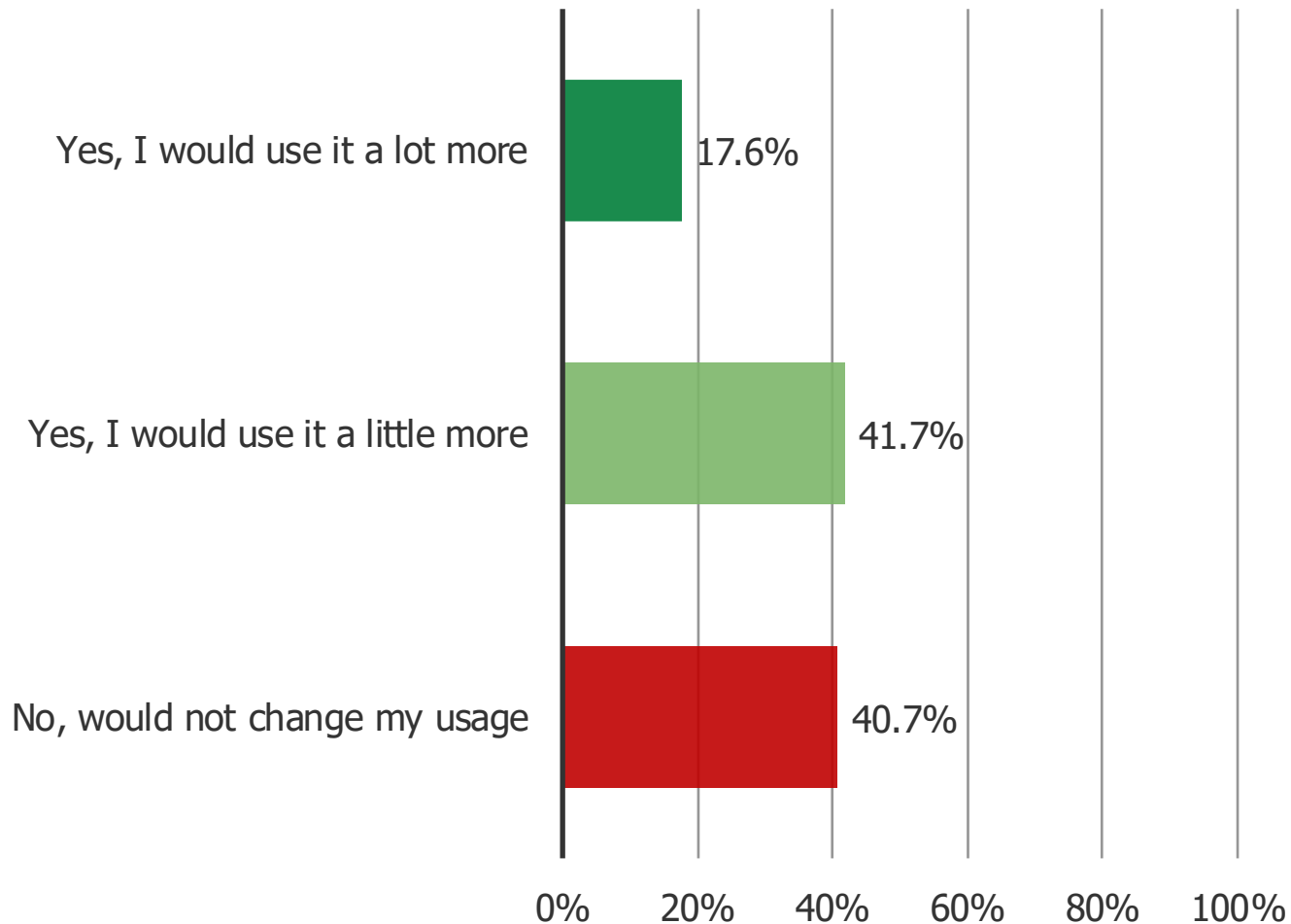
*Posed to respondents who have an account with **Snapchat***

■ Strongly Disagree
 ■ Disagree
 ■ Neither Agree nor Disagree
 ■ Agree
 ■ Strongly Agree



Would you use Snapchat more often if there were mini-apps available within the chat section offering things like: ordering movie tickets, comparing schedules, studying a flashcard deck, or going through a guided meditation?

*Posed to respondents who have an account with **Snapchat***



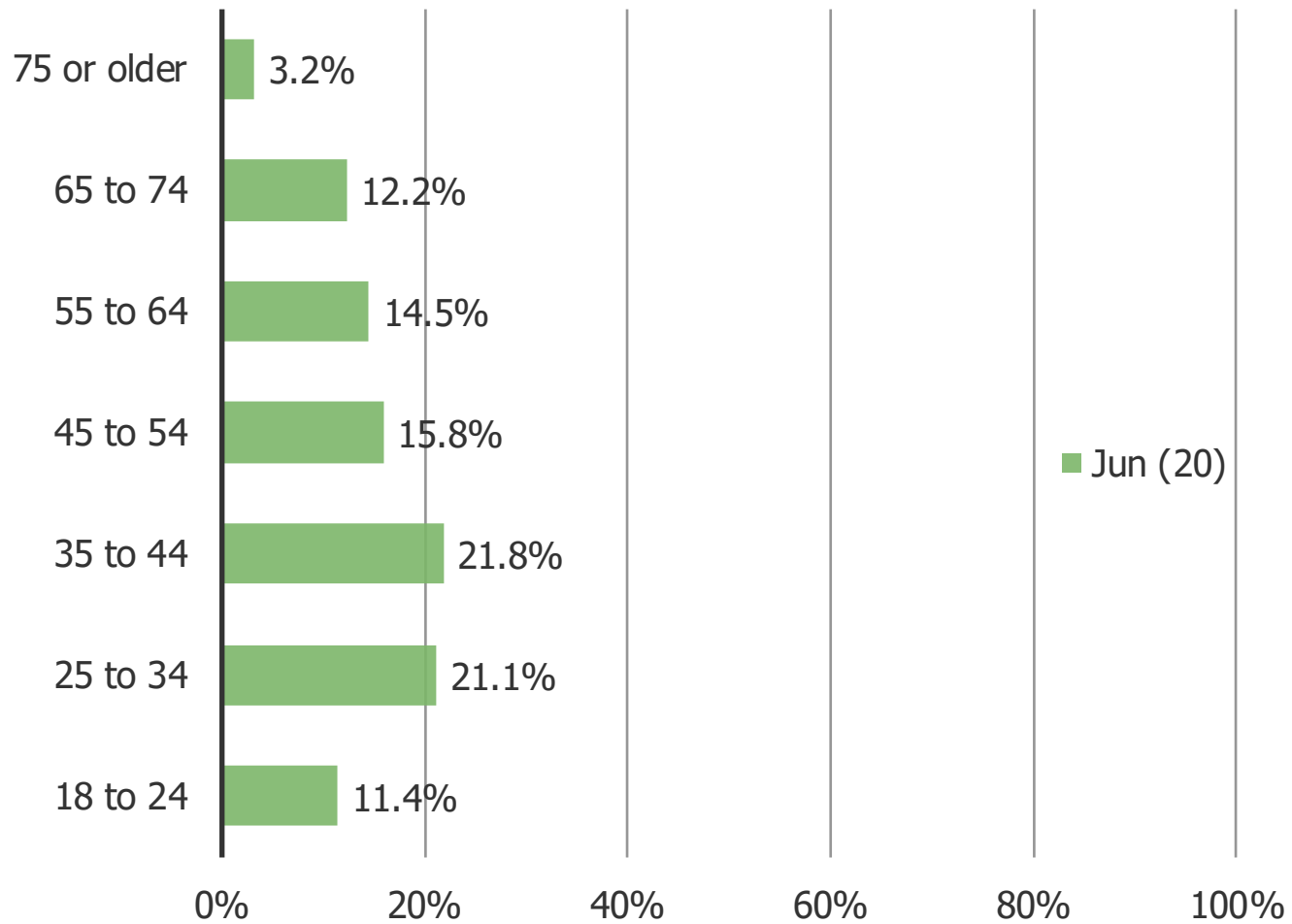
What is your current employment status?

Posed to all respondents



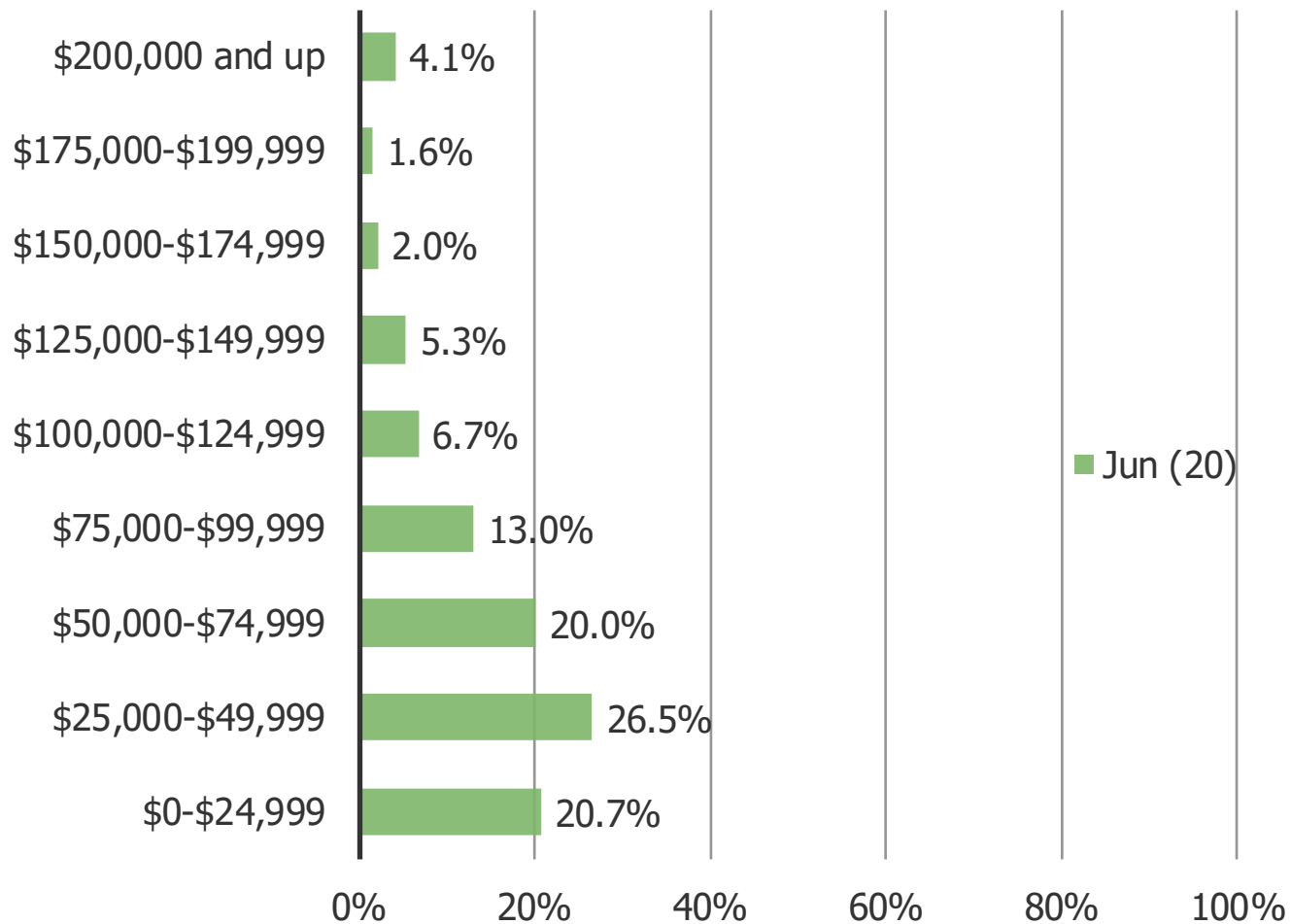
What is your age?

Posed to all respondents



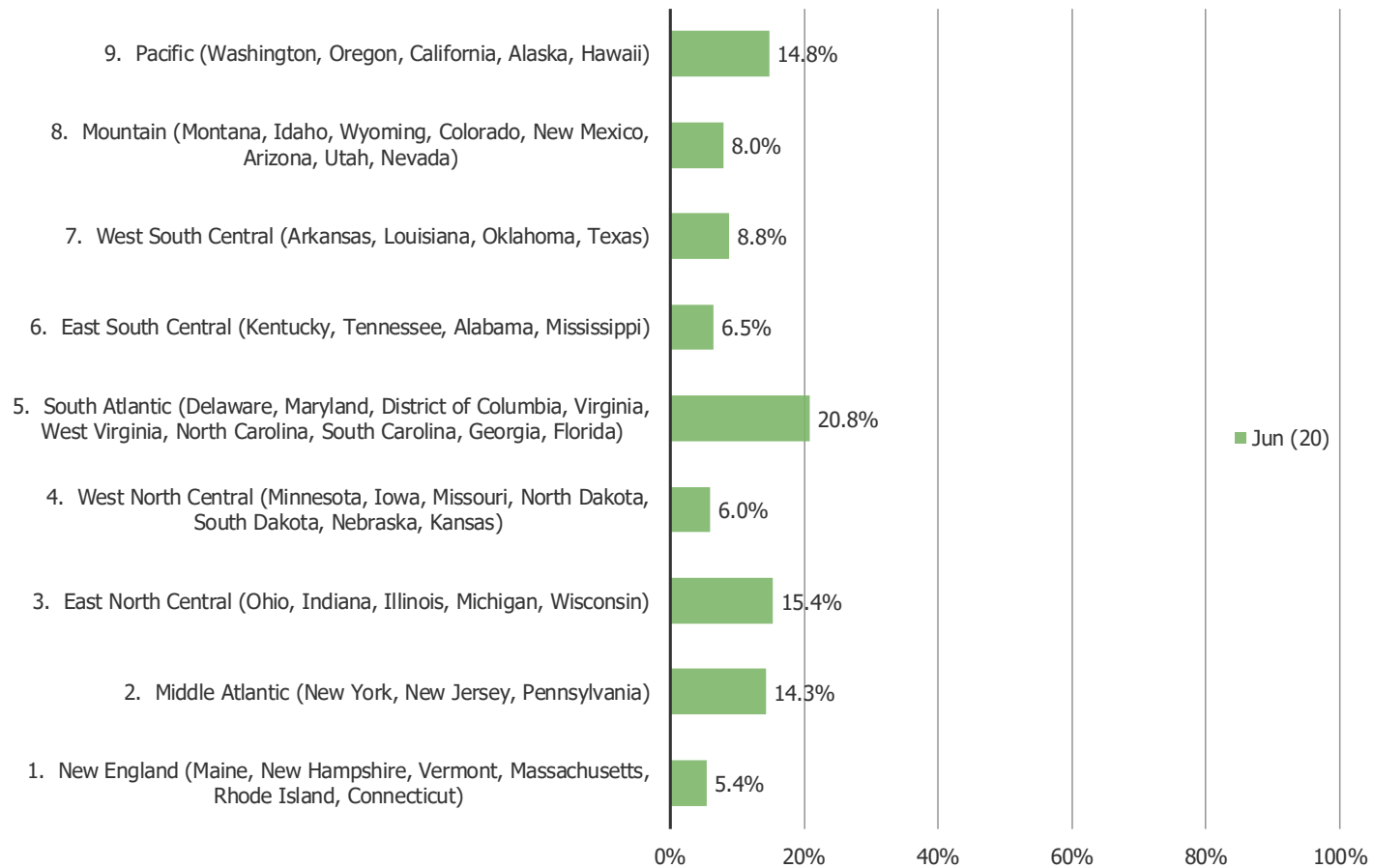
What is your approximate average household income?

Posed to all respondents



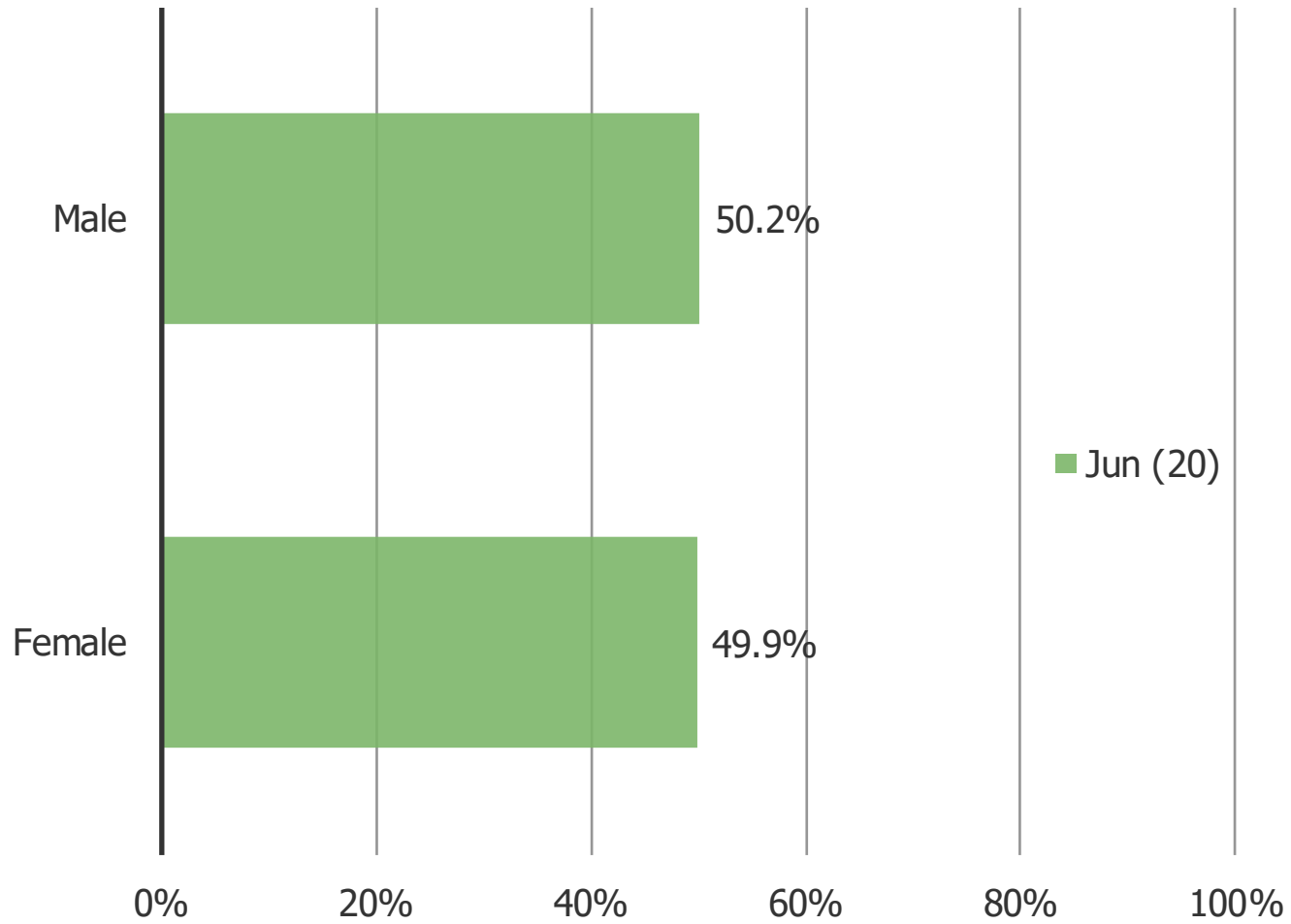
In which region of the United States do you live?

Posed to all respondents



What is your gender?

Posed to all respondents



Which race/ethnicity best describes you? (Please choose only one.)

Posed to all respondents

