COVID-19’s New World of Financial Services
How Snapchatters Are Planning Finances Today

Snapchatters are uncertain about their financial future.

Only 12% feel strongly financially prepared for the future.¹

They’re using this time to establish financial fundamentals.

55% of Snapchatters in the US expect to spend more time planning their finances in the next month.²

Snapchatters are leaning into products that meet their financial needs and life stage.

Financial Products and Services Considered by Snapchatters³

<table>
<thead>
<tr>
<th>Product/Service</th>
<th>18-24 Years Old</th>
<th>Over 25 Years Old</th>
</tr>
</thead>
<tbody>
<tr>
<td>Checking or Savings Account</td>
<td>55%</td>
<td>34%</td>
</tr>
<tr>
<td>Credit Cards</td>
<td>38%</td>
<td>34%</td>
</tr>
<tr>
<td>Loan or Refinancing</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>Financial Planning</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>Personal Investment Account</td>
<td>17%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Snapchatters are seeking financial resources now more than ever.

1 in 2 of Snapchatters in the US feel a variety of financial resources would help them feel more confident managing their finances in the next month.⁴

Question: “How much do you agree or disagree with the following statement? ‘I feel financially prepared for the future’” 801 respondents.

Question: “Do you expect to spend more time planning your finances in the next month?” 867 respondents.

³ Snap Inc. survey of US Snapchat users 18-24 and 25+, March 19 - March 23, 2020. Age and location data subject to restrictions. See https://businesshelp.snapchat.com/en-US/a/audience-size-tool for details. Question: “Which of the following financial products / services are you likely to consider applying for in the next month?” 95 respondents 18 - 24 after excluding “None of the above” responses, 170 respondents 25+ after excluding “None of the above” responses.
