

# COVID-19's New World of Financial Services

How Snapchatters Are Planning Finances Today

Snapchatters are uncertain about their financial future.

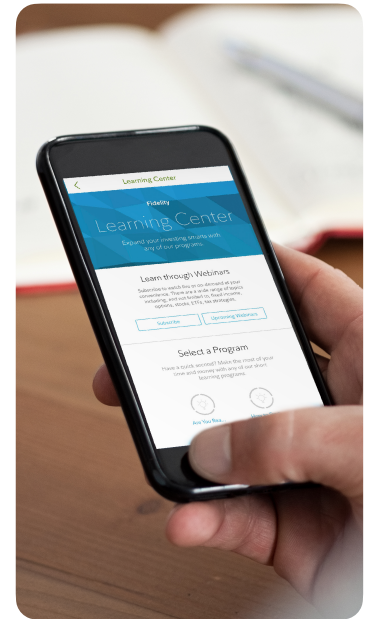
**Only 12%**

feel strongly financially prepared for the future.<sup>1</sup>

They're using this time to establish financial fundamentals.

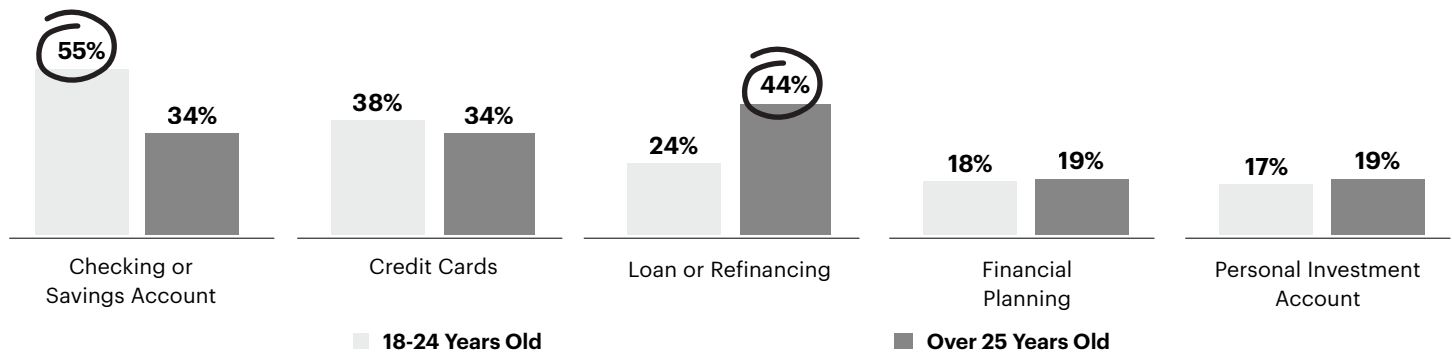
**55%**

of Snapchatters in the US expect to spend more time planning their finances in the next month.<sup>2</sup>



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

Financial Products and Services Considered by Snapchatters<sup>3</sup>

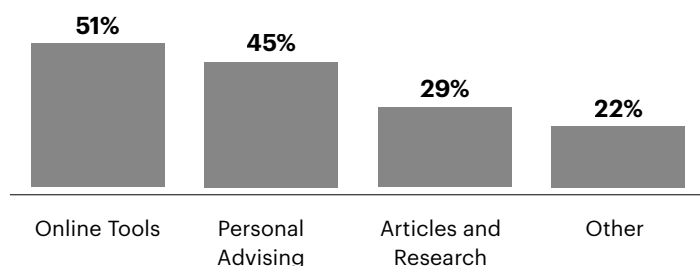


## Snapchatters are seeking financial resources now more than ever.

**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.<sup>4</sup>

Financial Resources Sought Out by Snapchatters<sup>5</sup>



<sup>1</sup> Snap Inc. survey of US Snapchat users 18+, 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: "How much do you agree or disagree with the following statement? 'I feel financially prepared for the future'" 801 respondents.

<sup>2</sup> Snap Inc. survey of US Snapchat users 18+, 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: "Do you expect to spend more time planning your finances in the next month?" 867 respondents.

<sup>3</sup> 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.

<sup>4</sup> Snap Inc. survey of US Snapchat users 18+, 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, if any, would help you feel more confident managing your finances in the next month?" 772 respondents.

<sup>5</sup> Snap Inc. survey of US Snapchat users 18+, 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, if any, would help you feel more confident managing your finances in the next month?" 394 respondents after excluding "None of the above" responses.