



# HOW WE SNAP



December 2024



## Background

Despite Snapchat being an app that empowers people of all life stages to express themselves, live in the moment, learn about the world, and have fun together, there is still a misconception that it is predominantly a space where teenagers send messages. This has led to missed opportunities for advertisers to connect with an engaged audience in a positive space.

While Snapchat reaches over 90% of 13-24 year-olds in many markets, older user groups also make up a significant portion of its users who engage daily with multiple features. **This study surveyed 18,000+ to delve into what, why, and how different audience cohorts use Snapchat.**

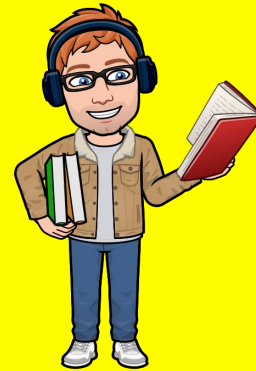
By understanding the unique use cases and journey of each cohort—**Students, Early Jobbers, Parents, and Childfree Adults**—brands can better engage with their target audience in a relevant and meaningful way.



**We spoke to 18,000+ consumers across 12 countries.**

# Who We Spoke To

## STUDENTS



## EARLY JOBBERS



## PARENTS



## CHILDFREE ADULTS



### Who They Are

School, college or university students aged 13+

Gen Z professionals aged 18+ in the early years of their career

Parents aged 18+ responsible for children under 18

Millennials & Gen X living without children (incl. Empty Nesters)

### Key Demographics

Ages 13-27  
Avg. age: 16

Ages 18-27  
Avg. age: 22

Ages 18-59  
Avg. age: 33

Ages 28-59  
Avg. age: 38

49% Male  
48% Female

43% Male  
55% Female

46% Male  
53% Female

51% Male  
47% Female



NOTE: 'Snapchatters' in this report are defined as daily users. This is done intentionally to be able to collect granular platform behaviors

Source: 2024 Alter Agents Study 'How We Snap' Commissioned by Snap Inc. | Students on Snapchat (n=4281), Early Jobbers on Snapchat (n=1175), Parents on Snapchat (n=3295), Childfree Adults on Snapchat (n=2231)



# Snapchat connects users, drives brand discovery, and influences purchases globally

## Motivations

59% of users are motivated by connecting with friends and family

1.6x higher than on other platforms

Engagement on Snapchat is less passive, with users favoring content sharing over scrolling

## Brand Discovery

Snapchat's Discover and Spotlight tabs are highly effective for brand engagement

Particularly impactful in India, KSA, and UAE

## Ad Engagement

55% of Snapchatters share ads with others

Popular formats include video ads between Stories and branded AR lenses

## Purchase Influence

63% of users have made a purchase influenced by Snapchat

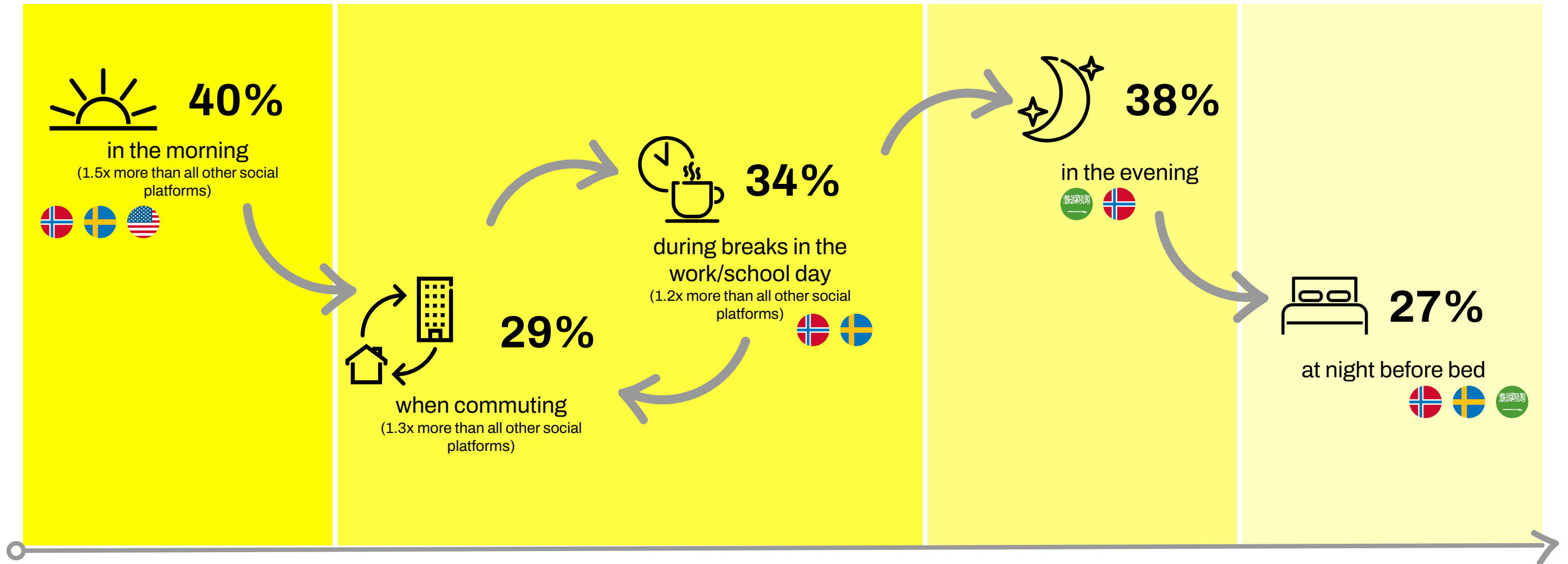
Especially prevalent in the UAE and India



# Snapchat - Meant for Connections

# Users **start their day with Snap** and use it throughout the day


Norway & Sweden over index on usage at key points throughout the day, indicating Snapchatters are active and always connected





# Snapchat brings friends and family closer, more than other social platforms

Top 5 reasons for using Snapchat



**59%**  
To connect with friends / family  
1.6x more than all other social platforms

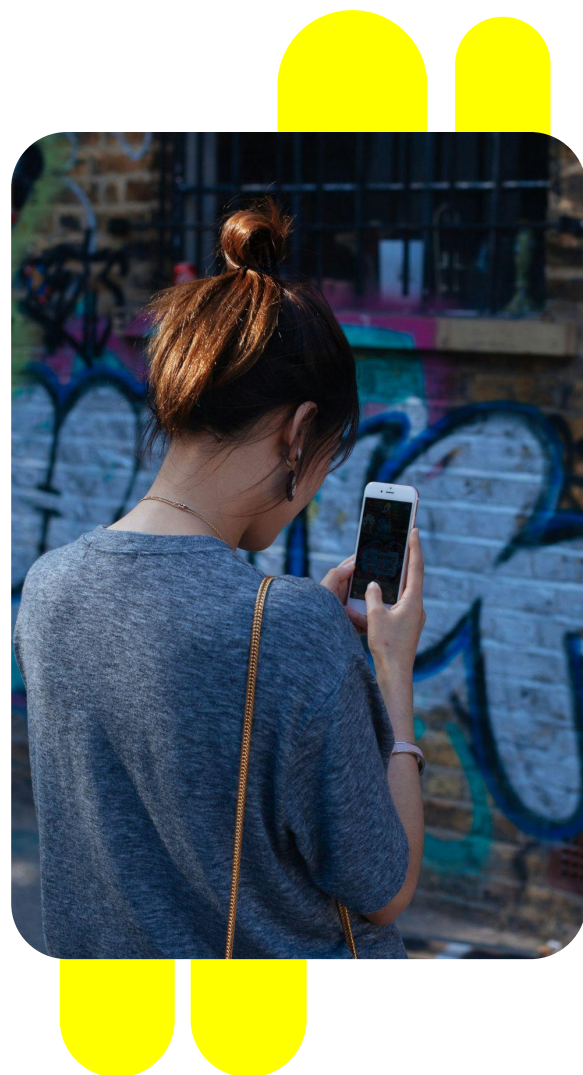
**47%**  
To be entertained

**49%**  
To share content with friends/family  
1.4x more than all other social platforms

**44%**  
To see what others are doing

**43%**  
To kill time / pass time  
*(Score is lower than competition - Indicating engagement is less passive on Snapchat vs. Facebook, Instagram, TikTok, Youtube)*

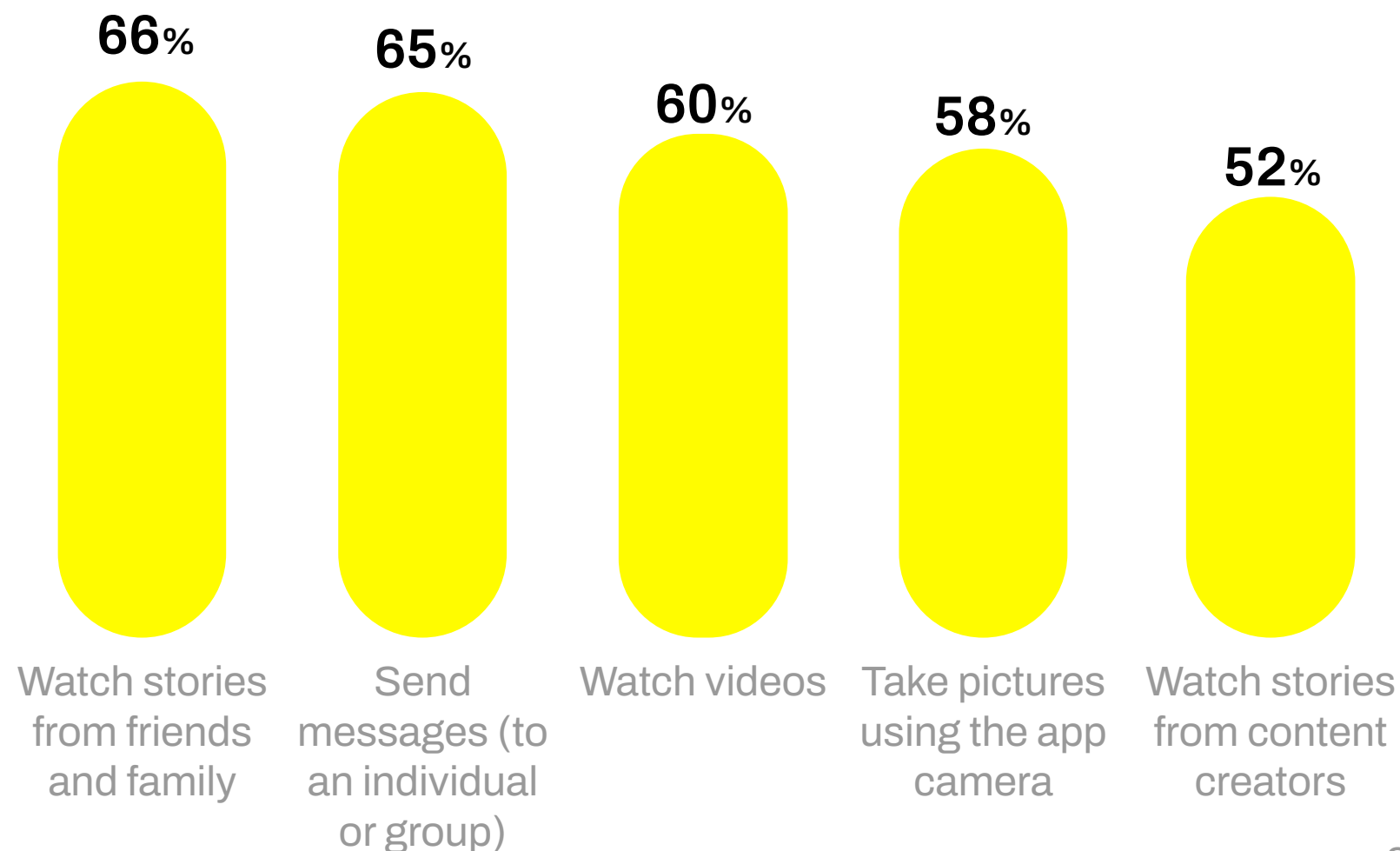
# Connecting with friends goes beyond Chat as Snapchatters navigate through several tabs within a single session



**Gen Z** are 1.4x more likely than Millennials and Gen X to **take pictures** daily, and 1.3x more likely to **send messages**

**Women** are more likely to watch stories from **friends/family**, while **Men** watch stories from **content creators**

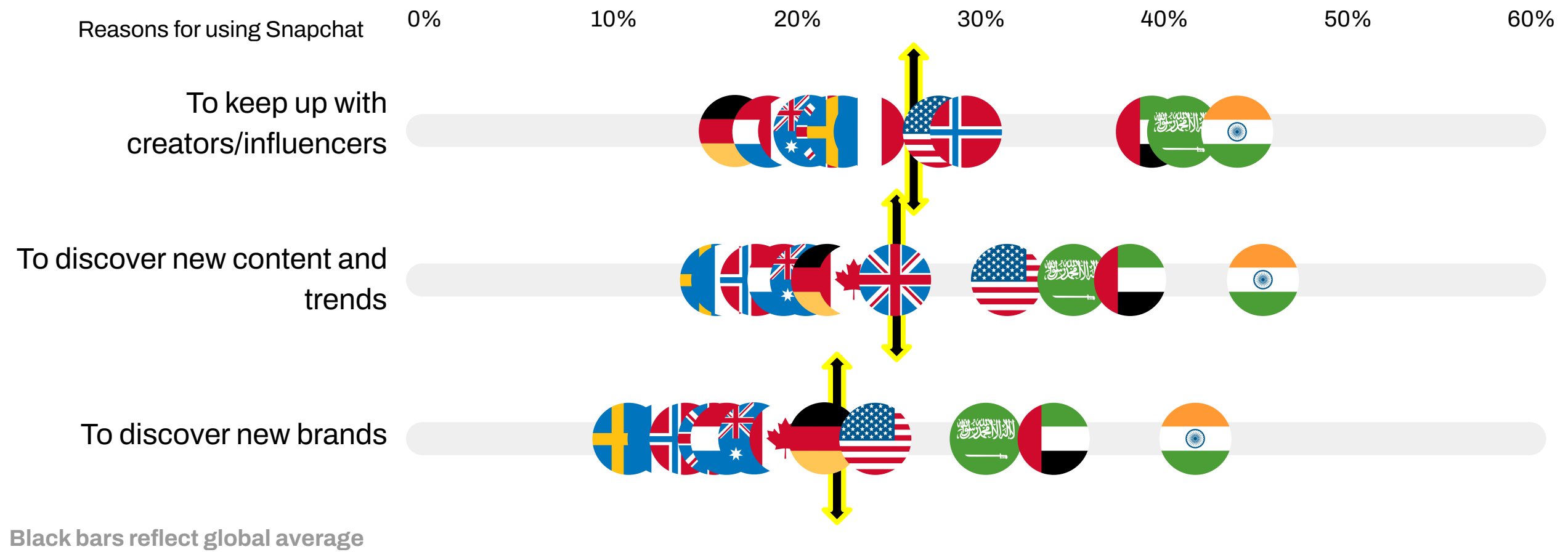
## Top 5 Daily Activities on Snapchat





# In some markets, engagement on Snapchat expands to include a broader community of creators, trending content, and brands

Users in India and the GCC are more likely to use Snapchat for discovery and keeping up

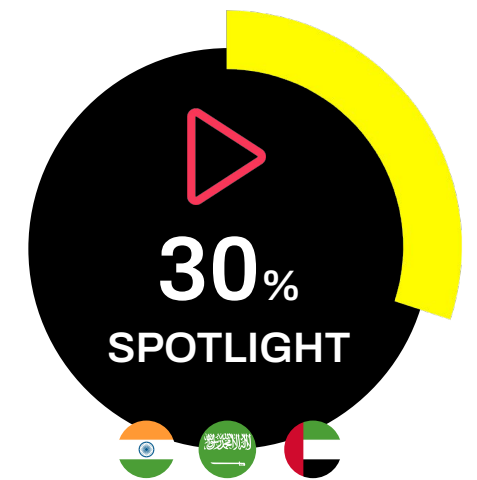
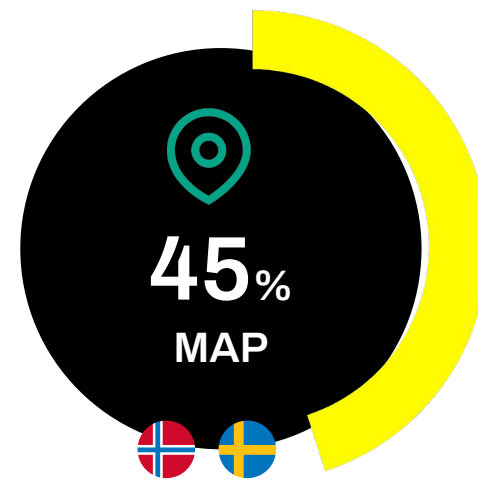
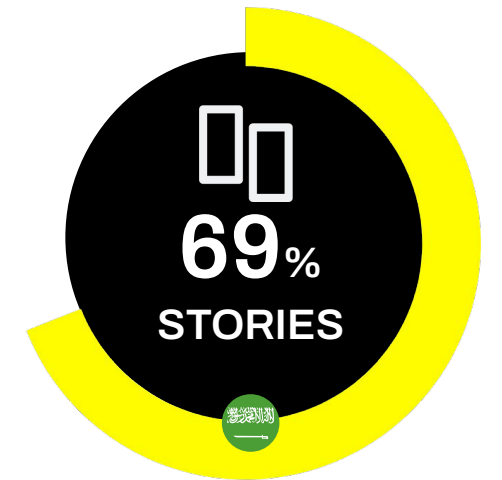
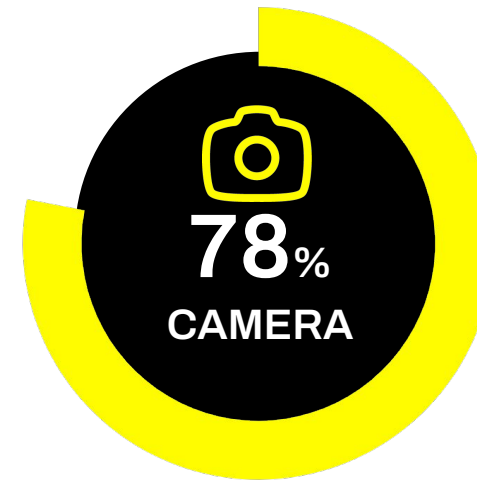
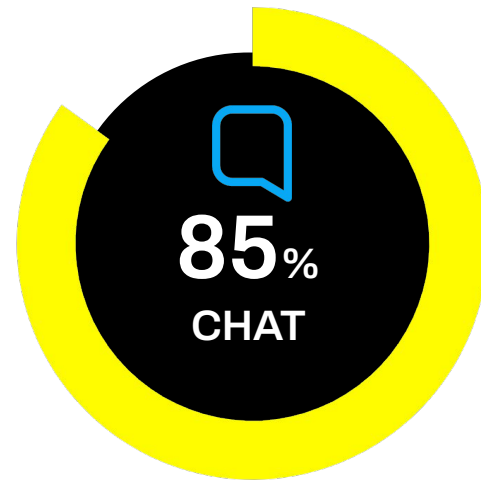


# While Chat is most used on Snapchat, Camera and Stories are not far behind

*% claimed usage of tabs regularly*

# 97%

of Snapchatters visit multiple tabs in a single session



*Net usage of Discover + Spotlight*

**55%**

*Net: Discover + Spotlight*



*Net usage of Discover, Spotlight and Stories*

**82%**

*Net: Story + Discover + Spotlight*





# Snapchat's features across tabs provide both connection and entertainment

Stories, Discover, and Spotlight provide an opportunity for Snapchatters to discover brands while being entertained

## CHAT

|            |               |            |
|------------|---------------|------------|
| Sentiment  | Keeping up    | <b>57%</b> |
| Motivation | Stay in touch | <b>64%</b> |

## CAMERA

|            |                |            |
|------------|----------------|------------|
| Sentiment  | Favorite thing | <b>35%</b> |
| Motivation | Snap a friend  | <b>63%</b> |

## STORIES

|            |              |            |
|------------|--------------|------------|
| Sentiment  | Entertaining | <b>34%</b> |
| Motivation | Keeping up   | <b>60%</b> |

## MAP

|            |             |            |
|------------|-------------|------------|
| Sentiment  | Keeping up  | <b>20%</b> |
| Motivation | Checking in | <b>62%</b> |

## SPOTLIGHT

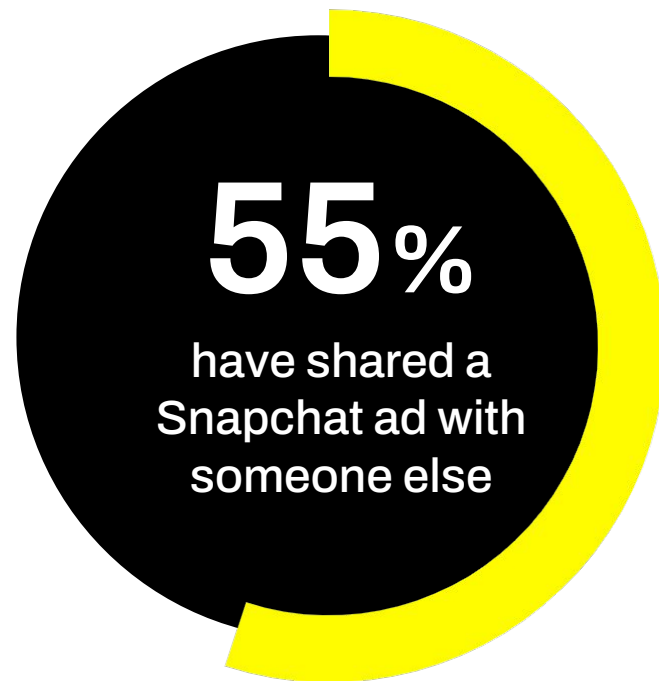
|            |                |            |
|------------|----------------|------------|
| Sentiment  | Entertaining   | <b>35%</b> |
| Motivation | Be entertained | <b>55%</b> |

## DISCOVER

|            |                 |            |
|------------|-----------------|------------|
| Sentiment  | Brand discovery | <b>51%</b> |
| Motivation | Be entertained  | <b>56%</b> |

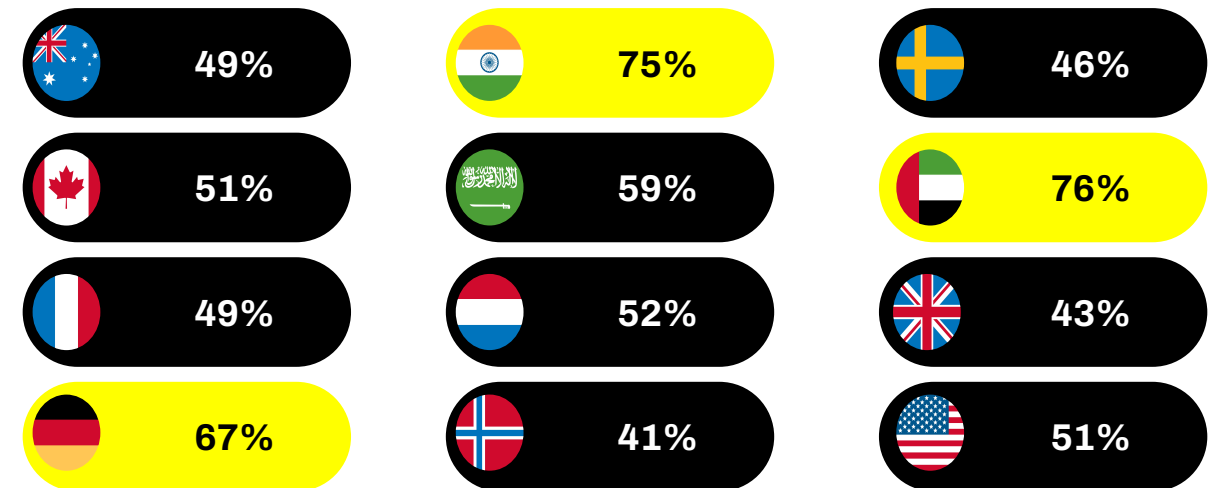
Source: 2024 Alter Agents Study 'How We Snap' Commissioned by Snap  
 Sentiments are where each tab is unique / over-indexes vs all other tabs. Motivations listed are the top motivation for each tab.  
 Global Snapchatters (n=12000); Those who use each tab: Stories (n=8271), Camera (n=9320), Chat (n=10205), Map (n=5459), Spotlight (n=3545), Discover (n=5415)

# When ads appear in this **context of connection or entertainment**, Snapchatters share them with others



primarily driven by sponsored/branded lenses/filters

## Snapchat Ad Sharing





# Beyond sharing ads with others, Snapchatters are **making purchases influenced by Snapchat**



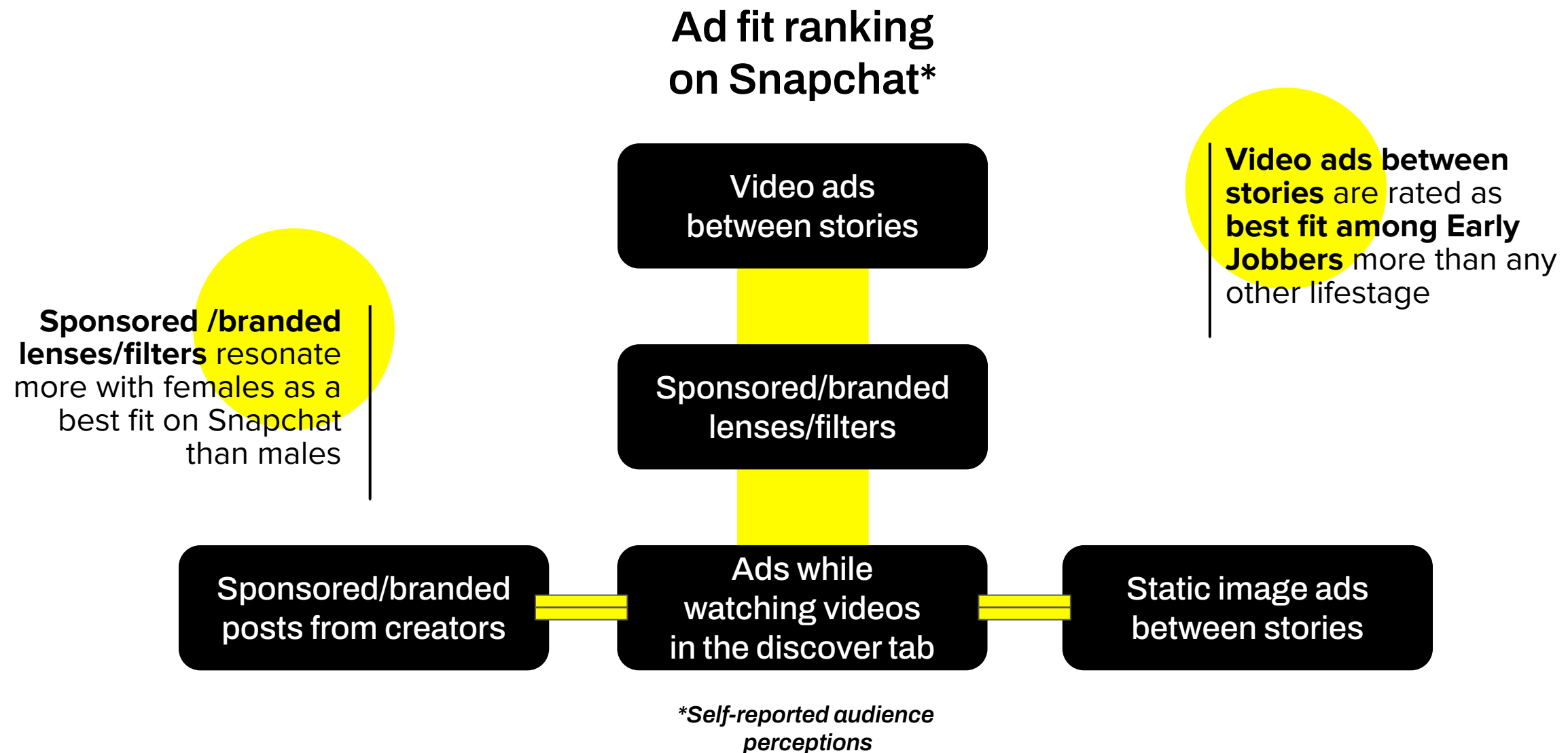
**63%**

have ever made a purchase influenced by Snapchat



Snapchatters in the UAE and India are most likely to be influenced to purchase

# Snapchatters like to see ads on the platform in a variety of formats, including **videos between stories and branded AR lenses**



# Meet the Life Stages



# How to navigate the report

For each life stage, this report covers three sections: What drives them | How they use Snapchat | Why they're a valuable audience



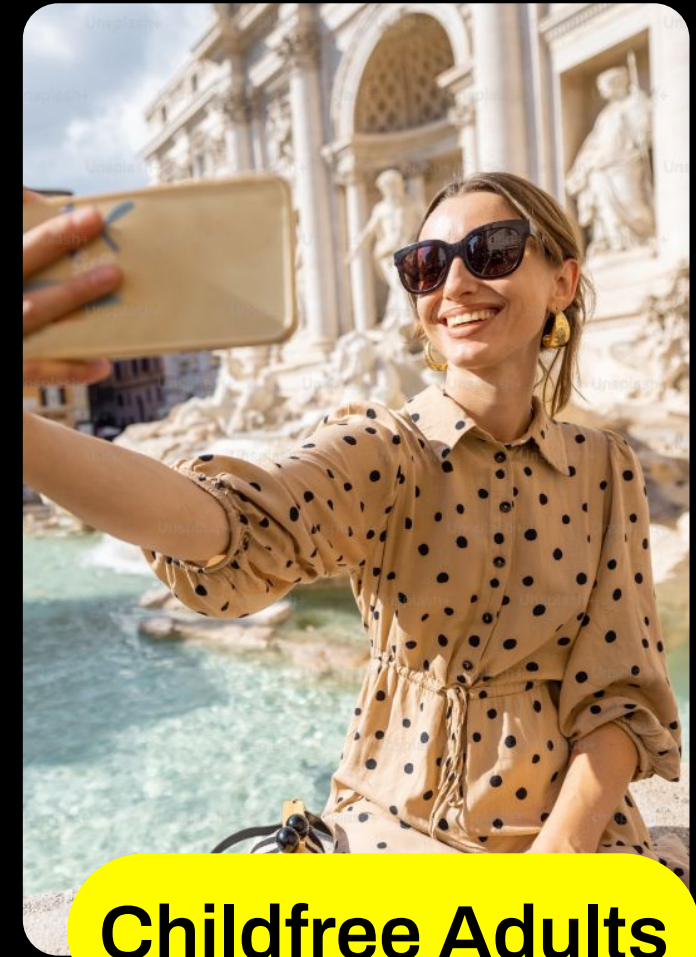
**Students**



**Early Jobbers**



**Parents**



**Childfree Adults**




**Click on the image to go straight to that section**

NOTE: 'Snapchatters' in this report are defined as daily users. This is done intentionally to be able to collect granular platform behaviors



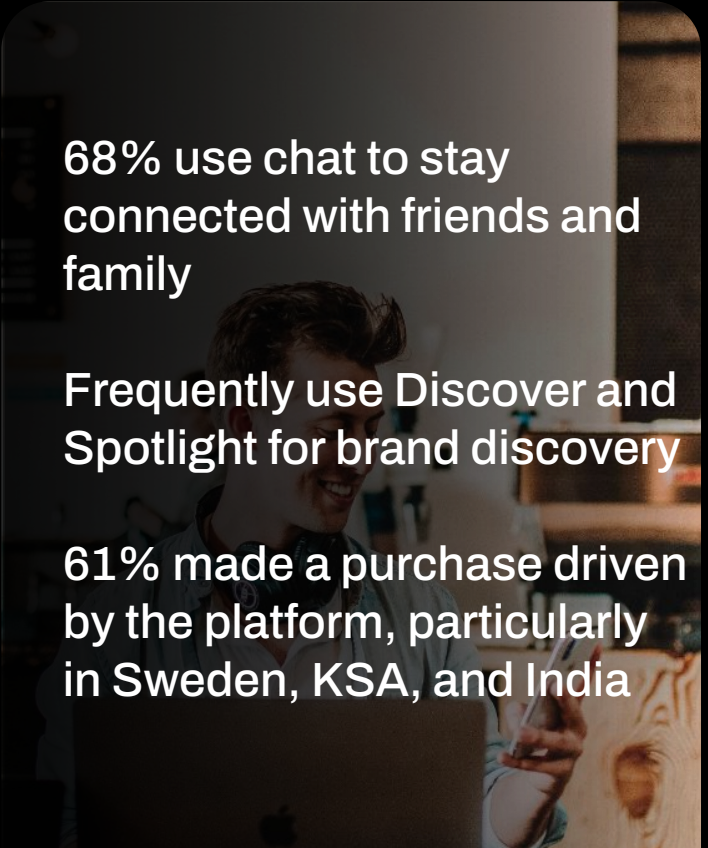
# TL:DR - Snapchat drives unique behaviors across life stages



64% made a purchase influenced by Snapchat

More likely to share ads with others, especially in UAE and India

**Students**




68% use chat to stay connected with friends and family

Frequently use Discover and Spotlight for brand discovery

61% made a purchase driven by the platform, particularly in Sweden, KSA, and India

**Early Jobbers**



70% made a purchase influenced by Snapchat, the highest among all life stages

61% have shared ads, especially in Germany, India, and UAE

**Parents**



56% have made a purchase influenced by Snapchat

Use multiple tabs in a session for entertainment and communication

**Childfree Adults**

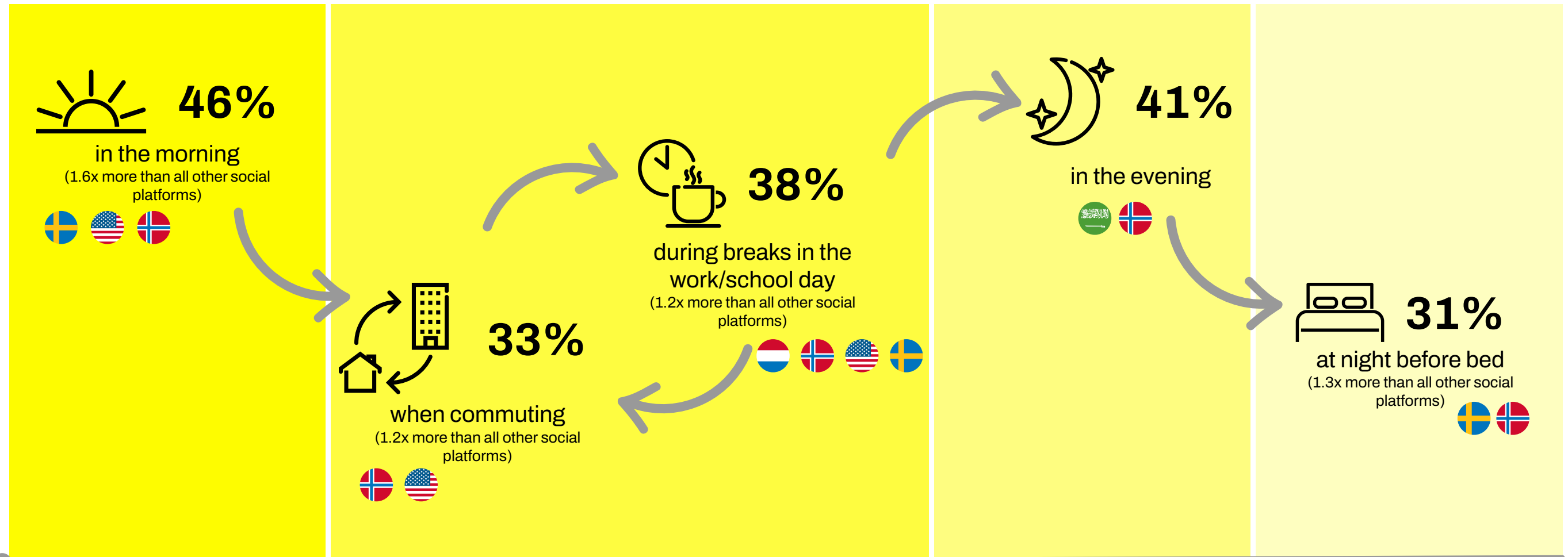


# Students

*School, college or university students aged 13+*



# Students are using **Snapchat to start their day** more than any other social platform



# Students' interests connect them with friends and online communities

Top 5 hobbies and interests



Students on Snapchat have unique interests in **Gaming** compared to other life stages



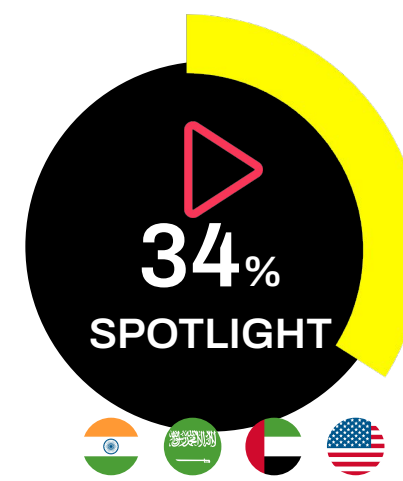
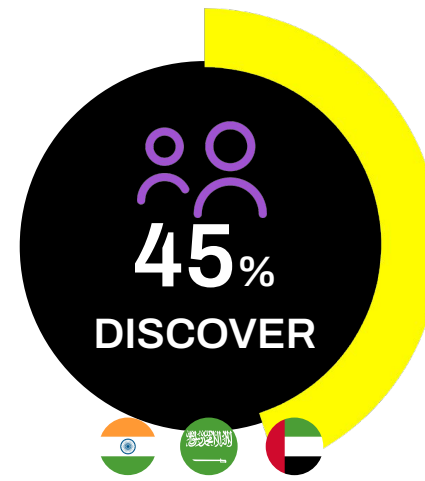
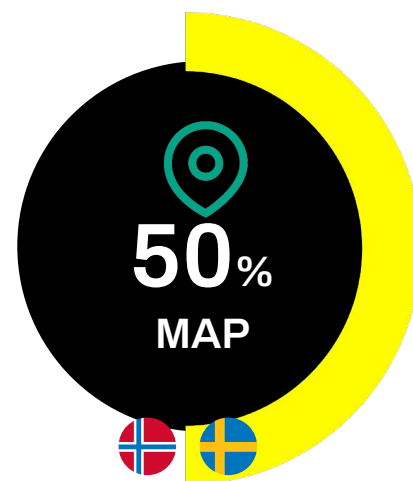
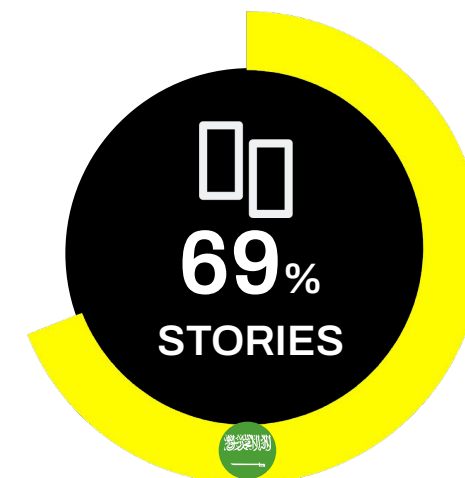
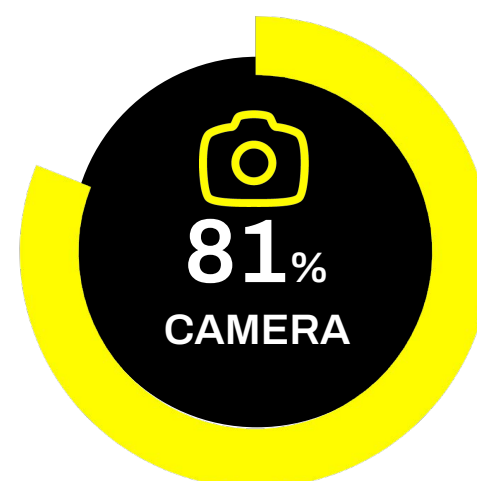
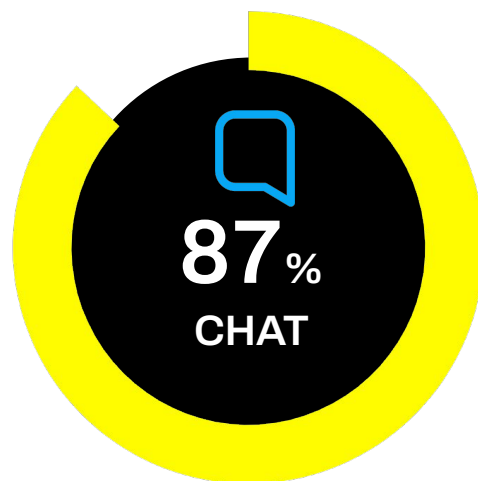
Source: 2024 Alter Agents Study 'How We Snap' Commissioned by Snap  
Highlighting indicates unique interests for Students on Snapchat compared to other life stages.  
Students on Snapchat (n=4281)  
\*Snapchat Student vs. Non-Snapchat Student comparison based on GWI data and can be found in speaker notes

# More than 8-in-10 Snapchatter students use the **Camera regularly**

*% claimed usage of tabs regularly*

# 98%

of Students visit multiple tabs in a single session



*Net usage of combined tabs*

**57%**

*Net: Discover + Spotlight*



**83%**

*Net: Story + Discover + Spotlight*





# Many features are **entertaining** or a place to keep up or stay in **touch** with friends and family

## CHAT

|            |               |            |
|------------|---------------|------------|
| Sentiment  | Keeping up    | <b>58%</b> |
| Motivation | Stay in touch | <b>66%</b> |

## CAMERA

|            |                |            |
|------------|----------------|------------|
| Sentiment  | Favorite thing | <b>33%</b> |
| Motivation | Snap a friend  | <b>66%</b> |

## STORIES

|            |                       |            |
|------------|-----------------------|------------|
| Sentiment  | Connect with creators | <b>28%</b> |
| Motivation | Keeping up            | <b>59%</b> |

## MAP

|            |             |            |
|------------|-------------|------------|
| Sentiment  | Keeping up  | <b>20%</b> |
| Motivation | Checking in | <b>67%</b> |


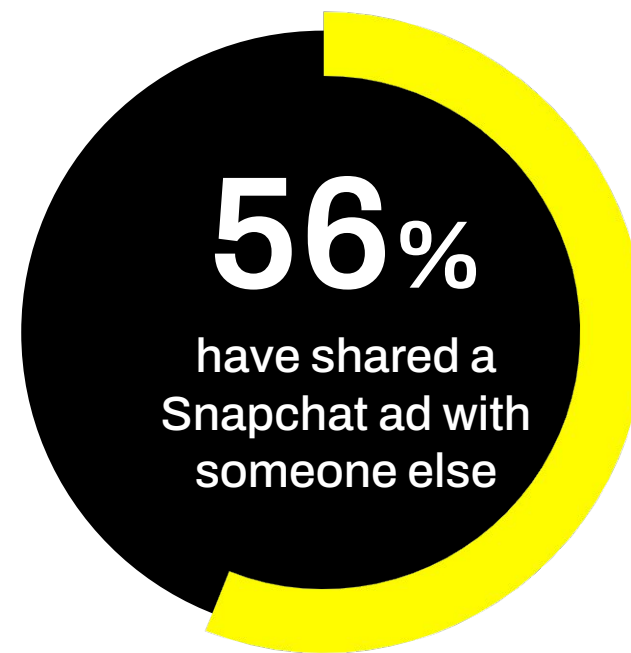
## SPOTLIGHT

|            |                 |            |
|------------|-----------------|------------|
| Sentiment  | Is entertaining | <b>35%</b> |
| Motivation | Be entertained  | <b>58%</b> |

## DISCOVER

|            |  |            |
|------------|--|------------|
| Sentiment  | Brand discovery<br>(Highest vs. all other life stages) | <b>54%</b> |
| Motivation | Be entertained   | <b>57%</b> |

# Over half of students have **shared ads on Snapchat**



Primarily driven by  
students in UAE and  
India

# Students are making purchases influenced by Snapchat



**64%**

have ever made a purchase influenced by Snapchat



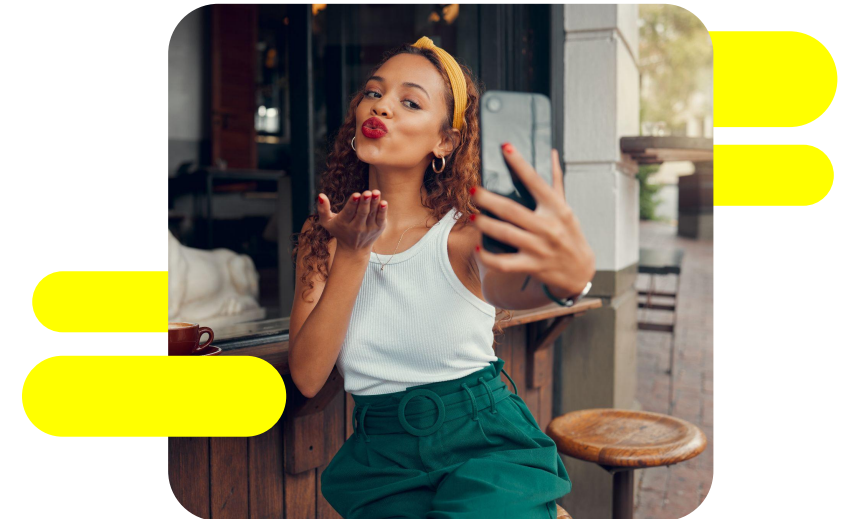
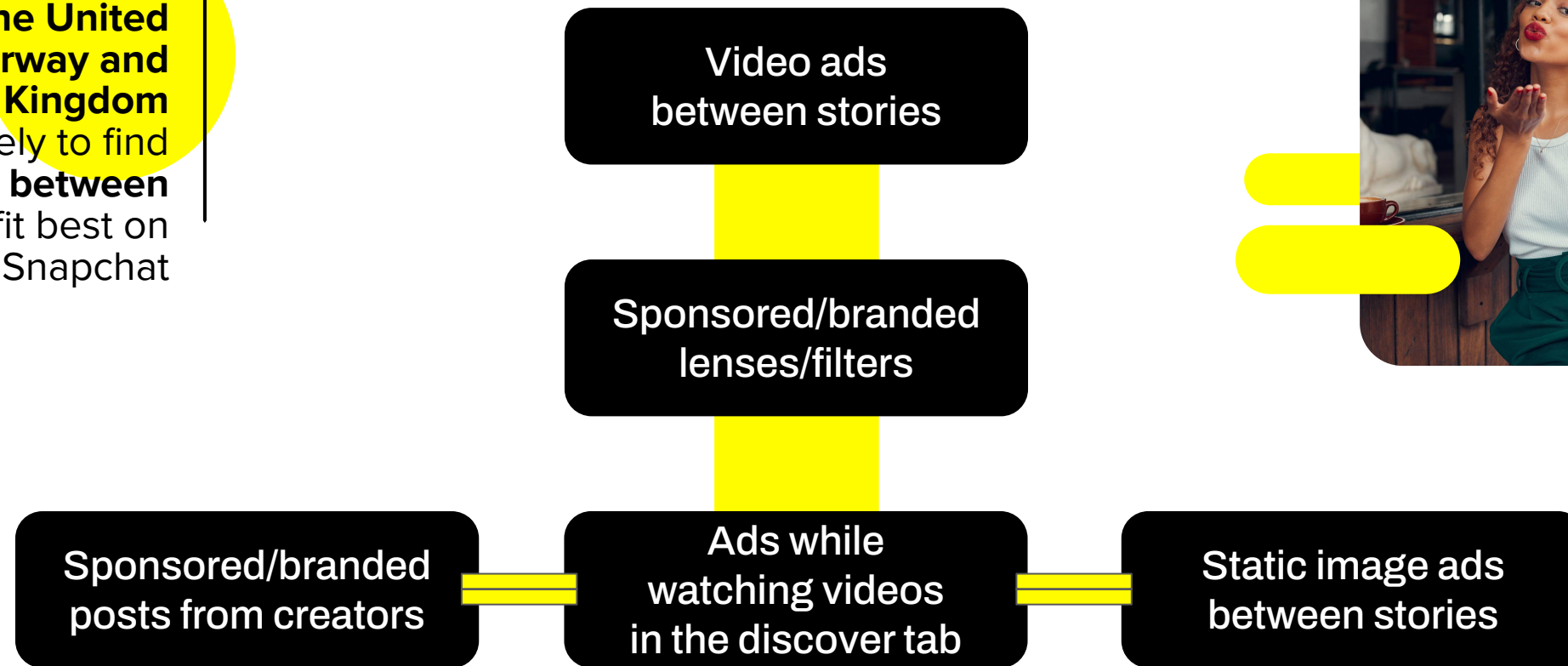
Students in the US, UAE, and India are most likely to be influenced to purchase

# Brands using different **ad formats and shareable features** facilitate sharing ads with others



Students in The United States, Norway and The United Kingdom are most likely to find **video ads between stories** to fit best on Snapchat

## Ad fit ranking on Snapchat\*



*\*Self-reported audience perceptions*

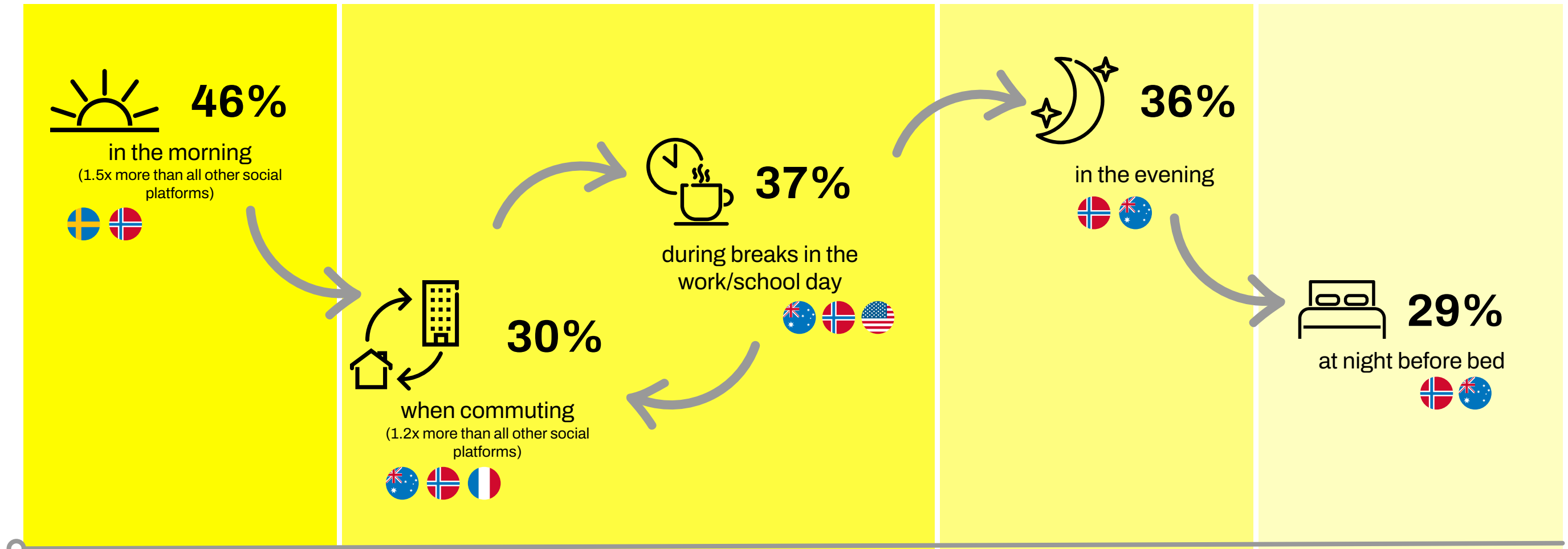




# Early Jobbers

*Gen Z professionals in the early years of their career*

# Early Jobbers in Norway and Australia are using Snapchat throughout their daily routine



# Early Jobbers on Snapchat's interests evolve as they have more disposable income

Top 5 hobbies and interests



Early Jobbers on Snapchat have unique interests in **Fashion/Beauty** compared to other life stages  

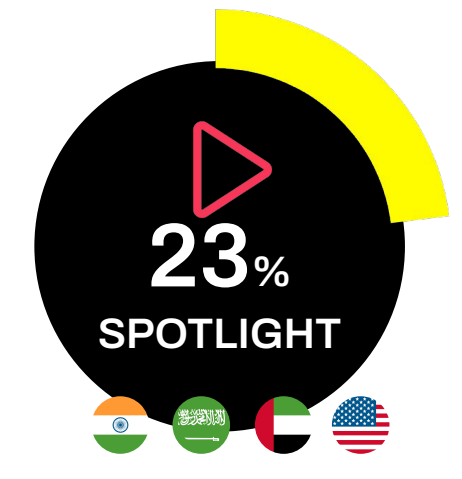
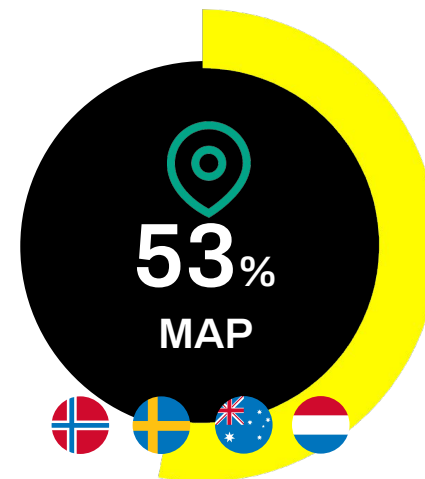
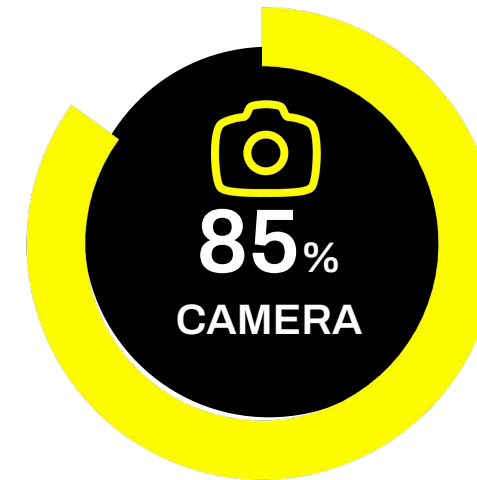
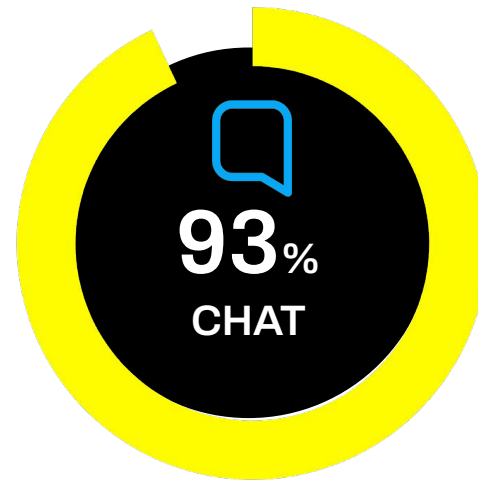


# Though Chat is most used on Snapchat, Camera and Stories are also used regularly

*% claimed usage of tabs regularly*

# 98%

of Early Jobbers visit multiple tabs in a single session



### Net usage of combined tabs

**48%**  
Net: Discover + Spotlight



**81%**  
Net: Story + Discover + Spotlight





# Each tab fulfills a different need for Early Jobbers

Stories, Discover, and Spotlight provide an opportunity for Snapchatters to discover brands while being entertained

## **CHAT**

|            |   |            |
|------------|---|------------|
| Sentiment  | Keeping up<br><small>(Highest vs. all other life stages)</small>    | <b>59%</b> |
| Motivation | Stay in touch<br><small>(Highest vs. all other life stages)</small> | <b>68%</b> |

## **CAMERA**

|            |   |            |
|------------|---|------------|
| Sentiment  | Favorite thing  | <b>35%</b> |
| Motivation | Snap a friend<br><small>(Highest vs. all other life stages)</small> | <b>70%</b> |

## **STORIES**

|            |   |            |
|------------|---|------------|
| Sentiment  | Brand discovery<br><small>(1.2x higher vs. all other life stages)</small> | <b>34%</b> |
| Motivation | Keeping up  | <b>62%</b> |

## **MAP**

|            |   |            |
|------------|---|------------|
| Sentiment  | Keeping up  | <b>21%</b> |
| Motivation | Checking in<br><small>(Highest vs. all other life stages)</small> | <b>69%</b> |

## **SPOTLIGHT**

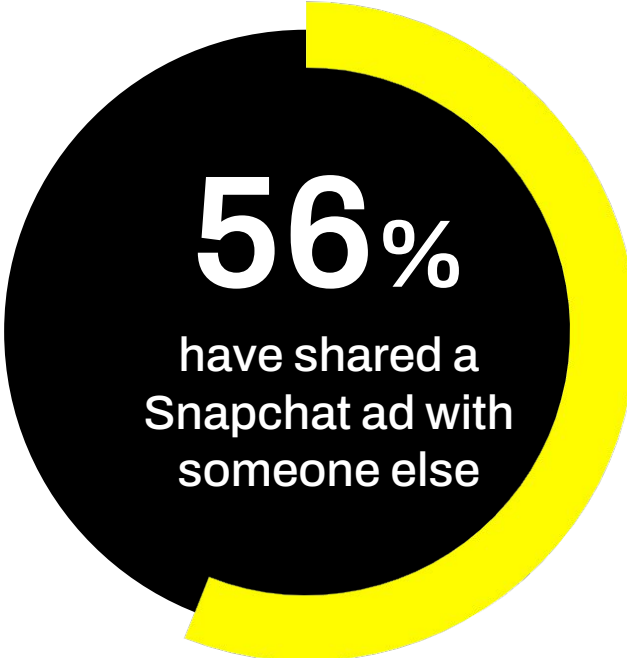
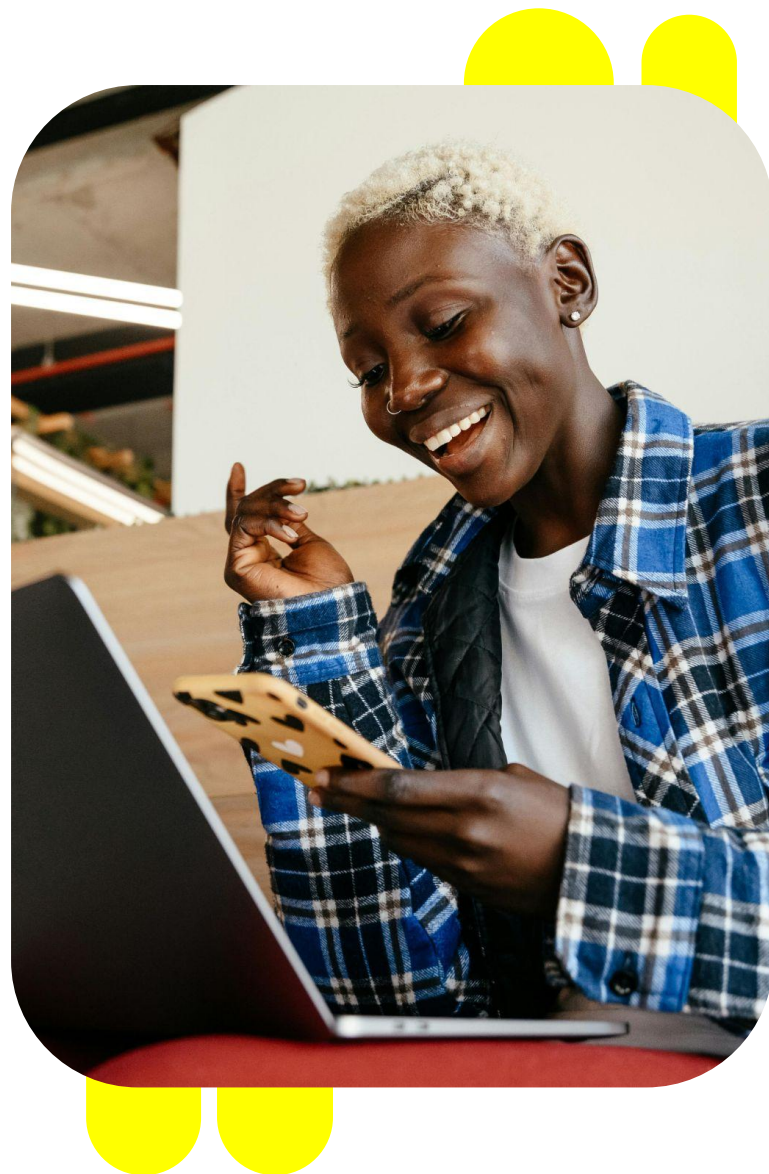
|            |                 |            |
|------------|-----------------|------------|
| Sentiment  | Is entertaining | <b>36%</b> |
| Motivation | Be entertained  | <b>57%</b> |

## **DISCOVER**

|            |                 |            |
|------------|-----------------|------------|
| Sentiment  | Brand discovery | <b>51%</b> |
| Motivation | Be entertained  | <b>58%</b> |

Source: 2024 Alter Agents Study 'How We Snap' Commissioned by Snap  
 Sentiments are where each tab is unique / over-indexes vs all other tabs. Motivations listed are the top motivation for each tab.  
 Early Jobbers on Snapchat (n=1175); Early Jobbers who use each tab: Stories (n=822), Camera (n=1003), Chat (n=1096), Map (n=628), Spotlight (n=266), Discover (n=467)

# Early Jobbers are **sharing Snapchat ads** with others



  
**Primarily driven by Early  
Jobbers in UAE,  
Sweden, and India**

# Early Jobbers are making purchases influenced by Snapchat



**61%**

have ever made a purchase influenced by Snapchat

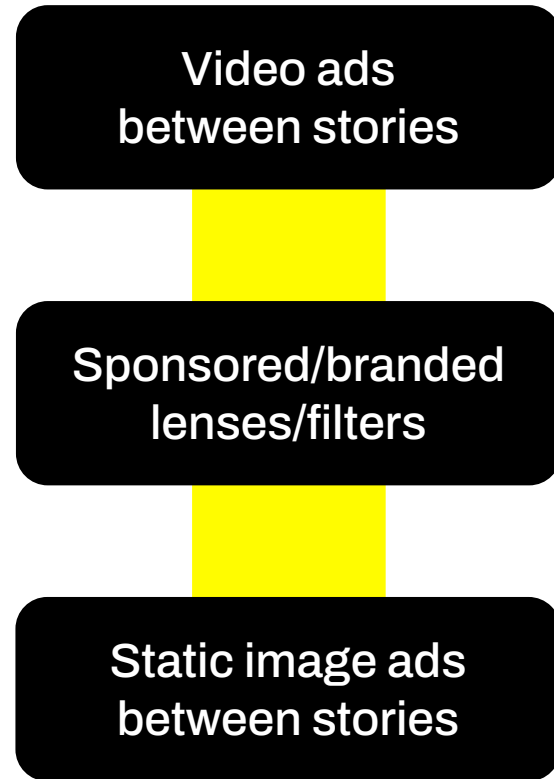


Early Jobbers in Sweden, KSA, and India are most likely to be influenced to purchase

# Early Jobbers engage with a variety of ad formats, allowing brands to connect across ad types on different tabs

  
Early Jobbers in Norway, The United States, KSA and Australia are most likely to find video ads between stories to fit best on Snapchat

## Ad fit ranking on Snapchat\*



  
Early Jobbers in The United States, France, India, UAE and Canada are most likely to find sponsored/branded lenses/filters to fit best on Snapchat

*\*Self-reported audience perceptions*

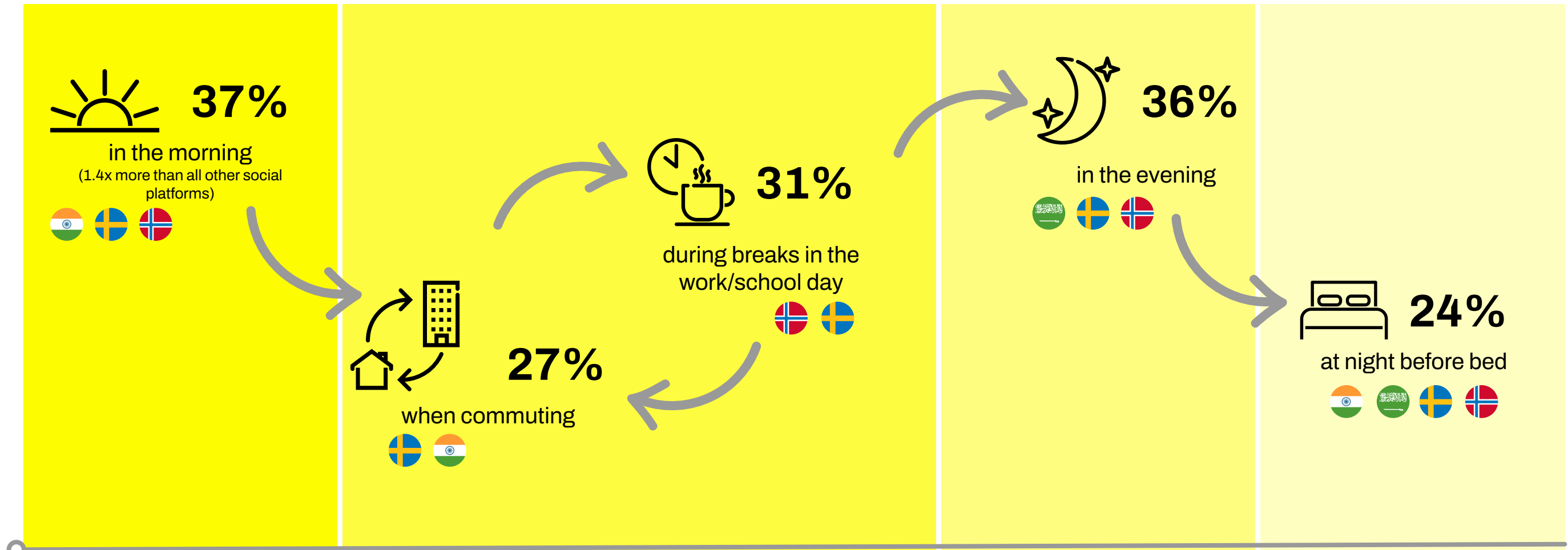




# Parents

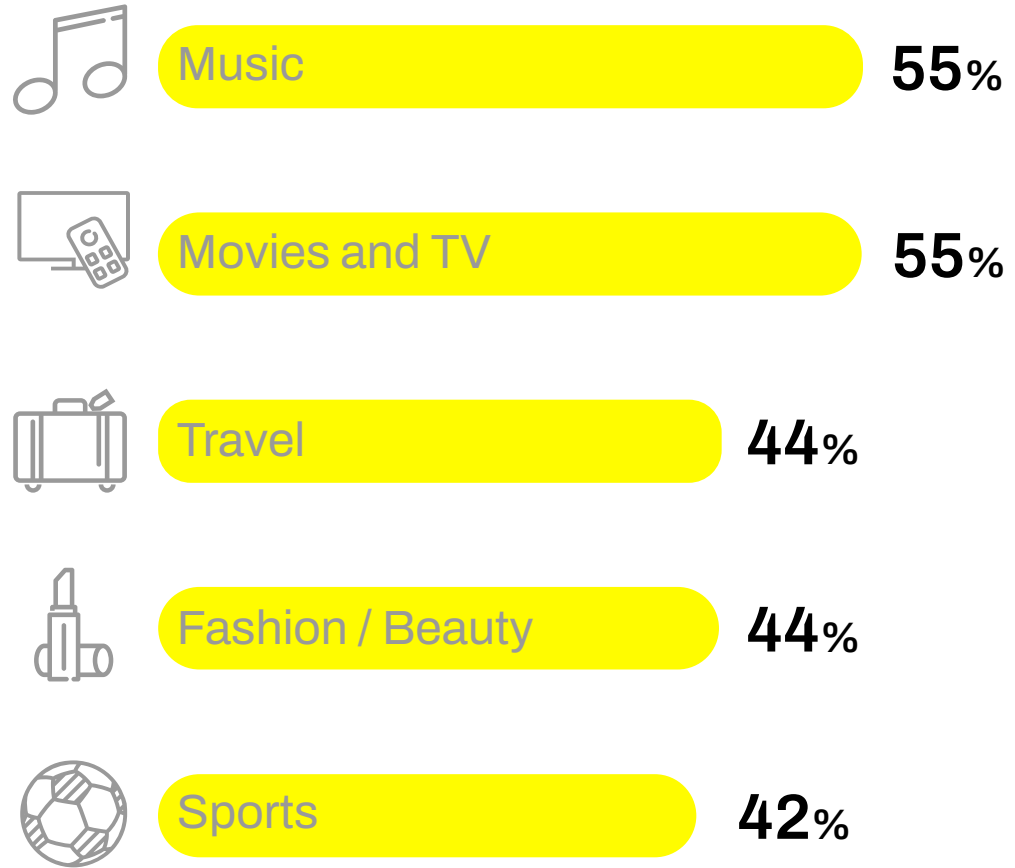
*Parents responsible for children under 18*

# Parents in India, Norway, and Sweden especially are using Snapchat throughout their day



# Parents on Snapchat have a variety of interests

Top 5 hobbies and interests



**1-in-4**  
Parents are also interested in  
**Creating content online**



Source: 2024 Alter Agents Study 'How We Snap' Commissioned by Snap  
Highlighting indicates unique interests for Parents on Snapchat.  
Parents on Snapchat (n=3295)

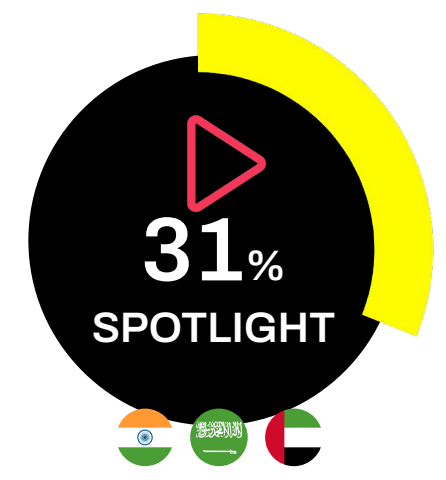
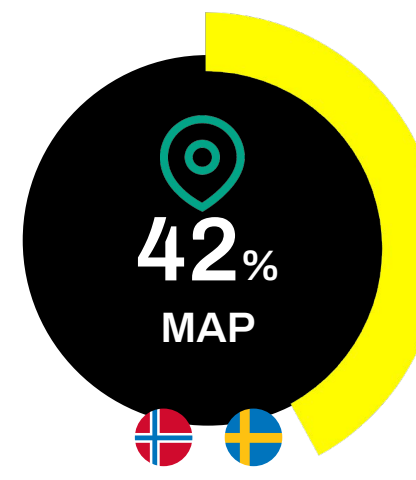
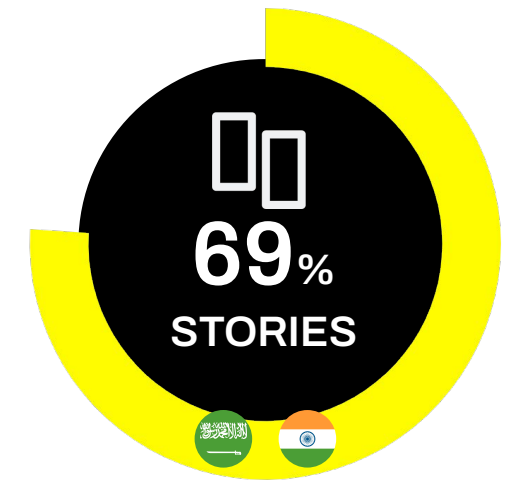
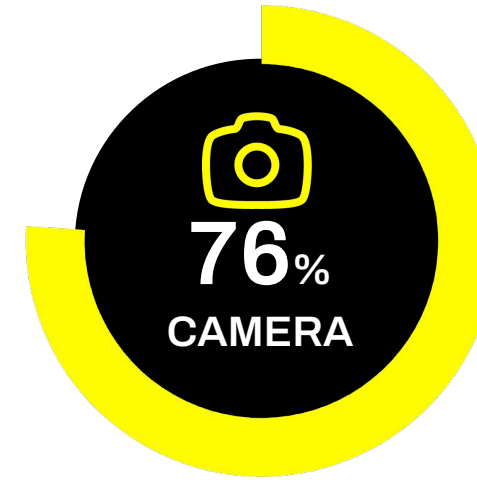
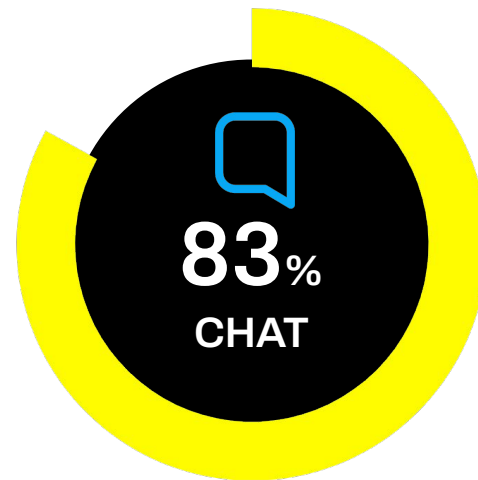
\*Snapchat Parents vs. Non-Snapchat Parents comparison based on GWI data and can be found in speaker notes

# Though Chat is most used on Snapchat, Camera and Stories are not far behind

*% claimed usage of tabs regularly*

# 97%

of Parents visit multiple tabs in a single session



## Net usage of combined tabs

**59%**

Net: Discover + Spotlight



**84%**

Net: Story + Discover + Spotlight



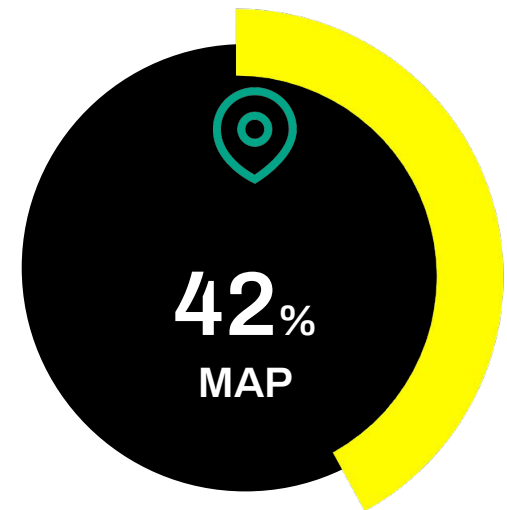
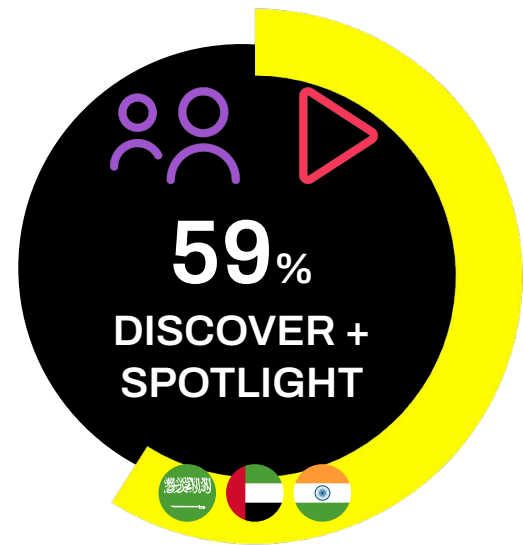
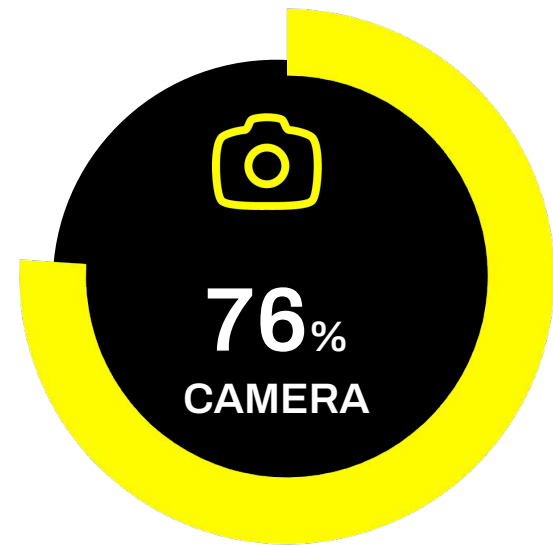
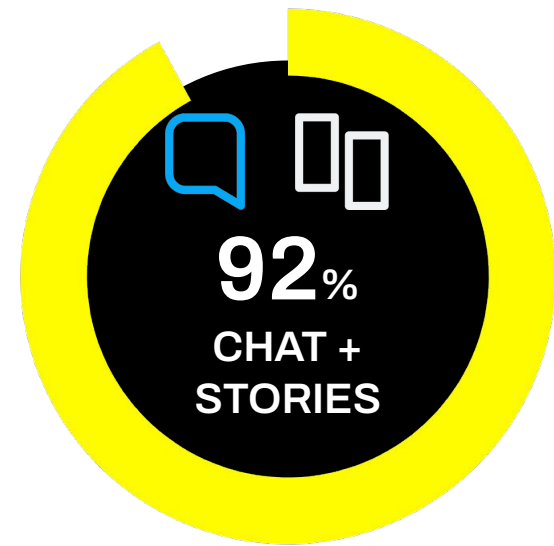


# More than half of Parents are regularly watching Discover and Spotlight

*% claimed usage of tabs regularly*

# 97%

of Parents visit multiple tabs in a single session



Source: 2024 Alter Agents Study 'How We Snap' Commissioned by Snap  
Parents on Snapchat (n=3295)  
Data is consumer stated from survey and not based on observed in platform behavior

# Each Snapchat feature helps Parents **stay in touch**

Stories, Spotlight, and Discover are all features where Snapchatters go to discover new brands and products

## CHAT

|            |               |            |
|------------|---------------|------------|
| Sentiment  | Keeping up    | <b>54%</b> |
| Motivation | Stay in touch | <b>60%</b> |

## CAMERA

|            |   |            |
|------------|---|------------|
| Sentiment  | Favorite thing<br>(Highest vs. all other life stages) | <b>38%</b> |
| Motivation | Snap a friend   | <b>58%</b> |

## STORIES

|            |                 |            |
|------------|-----------------|------------|
| Sentiment  | Is entertaining | <b>32%</b> |
| Motivation | Keeping up      | <b>60%</b> |

## MAP

|            |             |            |
|------------|-------------|------------|
| Sentiment  | Keeping up  | <b>21%</b> |
| Motivation | Checking in | <b>52%</b> |


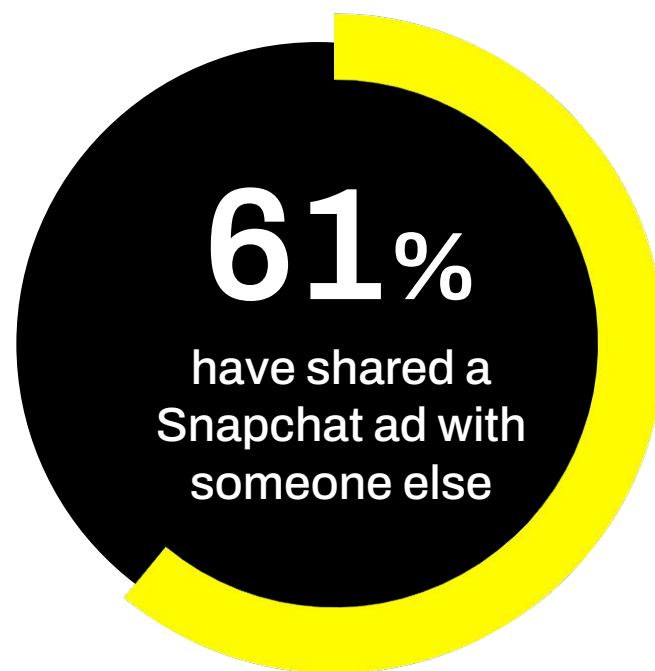
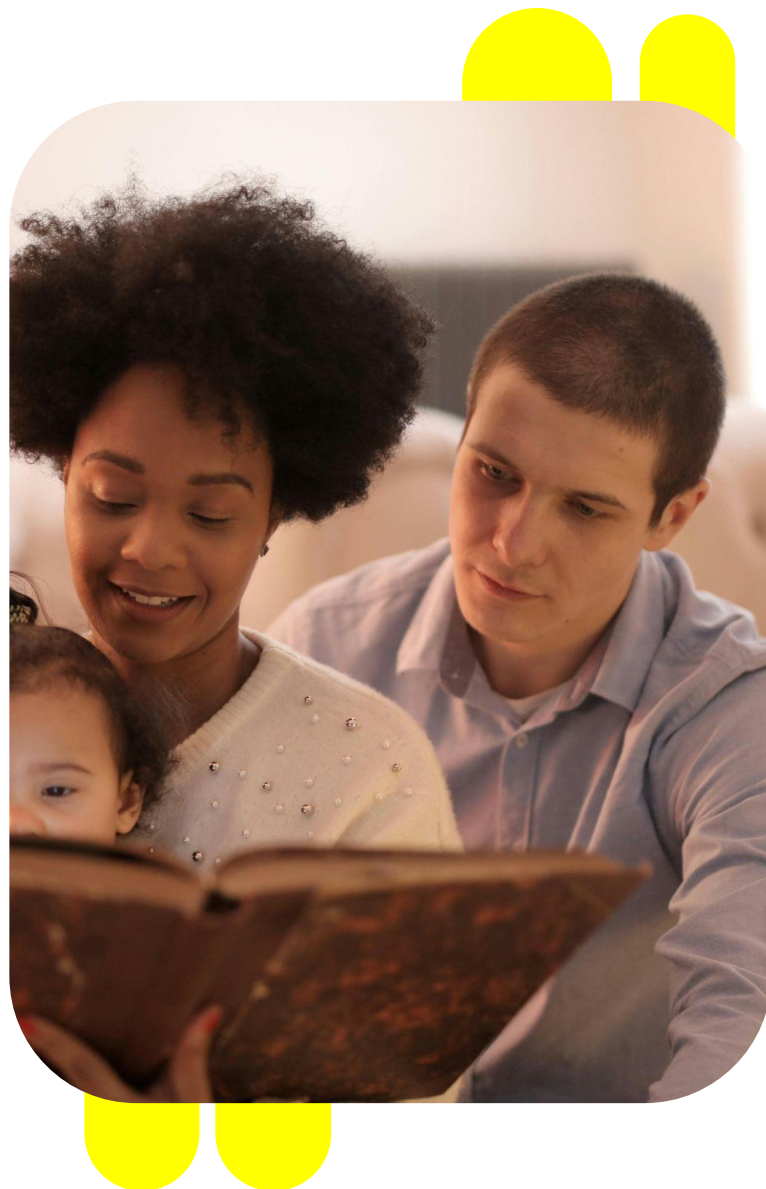
## SPOTLIGHT

|            |                 |            |
|------------|-----------------|------------|
| Sentiment  | Is entertaining | <b>36%</b> |
| Motivation | Be entertained  | <b>52%</b> |

## DISCOVER

|            |                 |            |
|------------|-----------------|------------|
| Sentiment  | Brand discovery | <b>49%</b> |
| Motivation | Be entertained  | <b>55%</b> |

# Parents share ads that are seen on Snapchat



Primarily driven by  
Parents in Germany,  
UAE, and India

# Parents are making purchases influenced by Snapchat



70%

have ever made a purchase influenced by Snapchat



Parents in Germany, the UAE, and India are most likely to be influenced to purchase

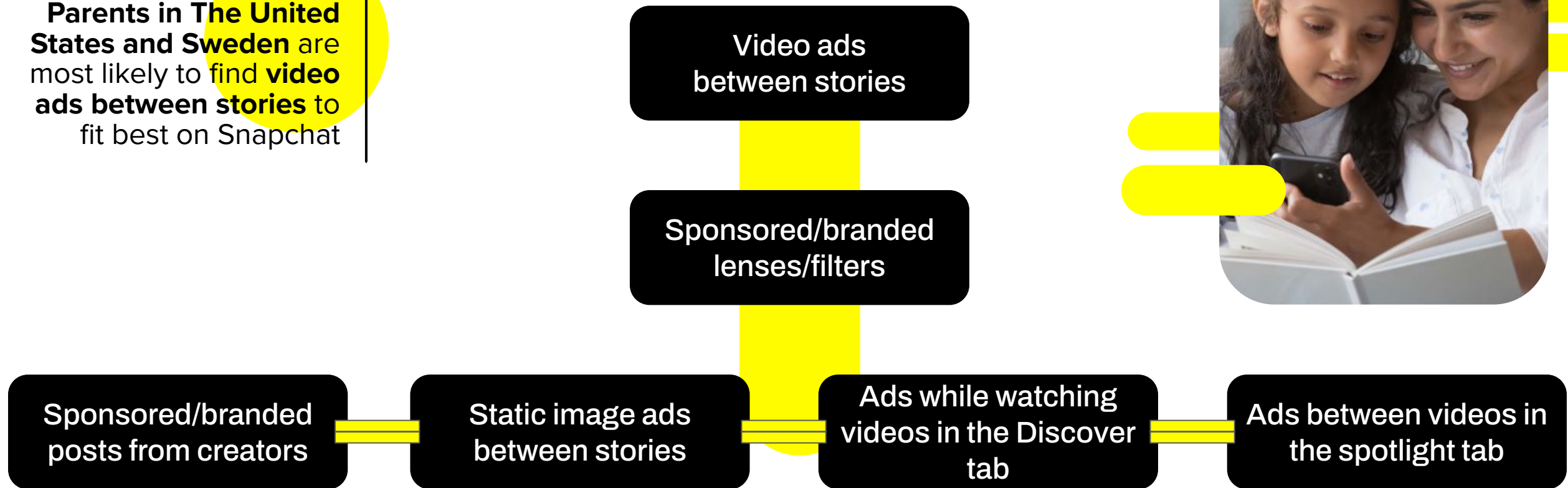


# Parents engage with a variety of ad formats, allowing brands to connect across ad types on different tabs



Parents in The United States and Sweden are most likely to find **video ads between stories** to fit best on Snapchat

## Ad fit ranking on Snapchat\*



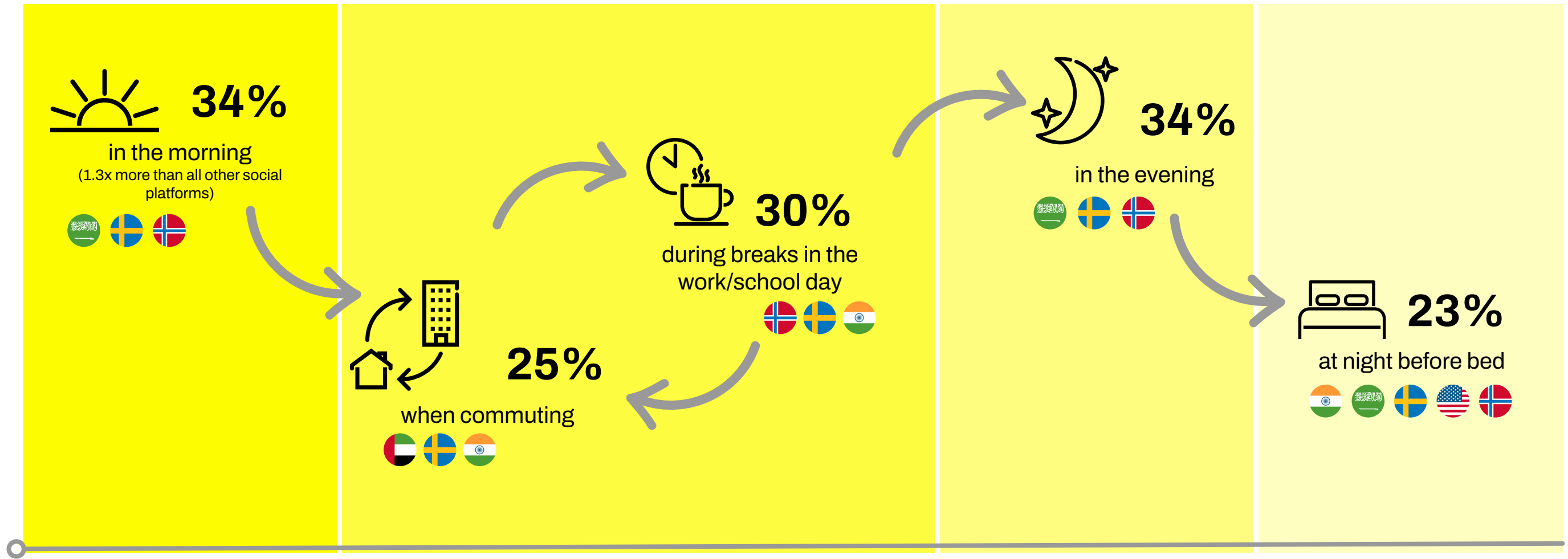
*\*Self-reported audience perceptions*



# Childfree Adults

*Millennials & Gen X living without children (incl. Empty Nesters)*


# Childfree Adults in Norway, Sweden, and KSA close out their days on Snapchat



# Childfree Adults on Snapchat have a **variety of interests**

Top 5 hobbies and interests



Childfree Adults on Snapchat have unique interests in **Travel** compared to other life stages 



Source: 2024 Alter Agents Study 'How We Snap' Commissioned by Snap  
Highlighting indicates unique interests for Childfree Adults on Snapchat  
Childfree Adults on Snapchat (n=2231)

\*Snapchat Childfree Adults vs. Non-Snapchat Childfree Adults comparison based on GWI data and can be found in speaker notes

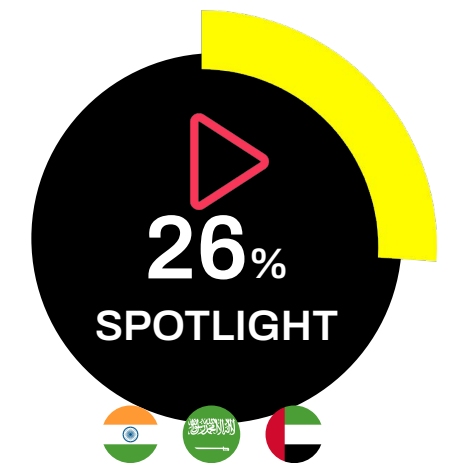
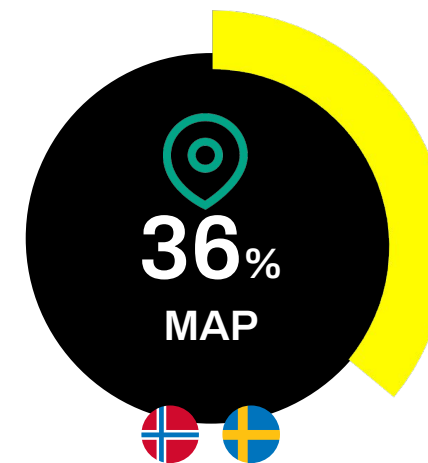
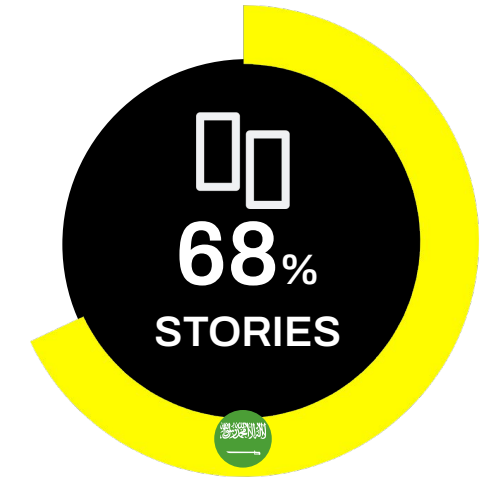
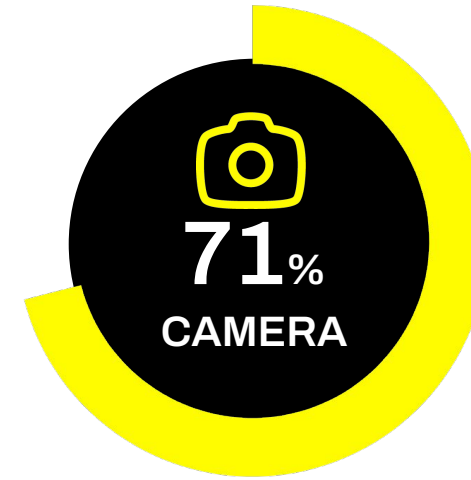
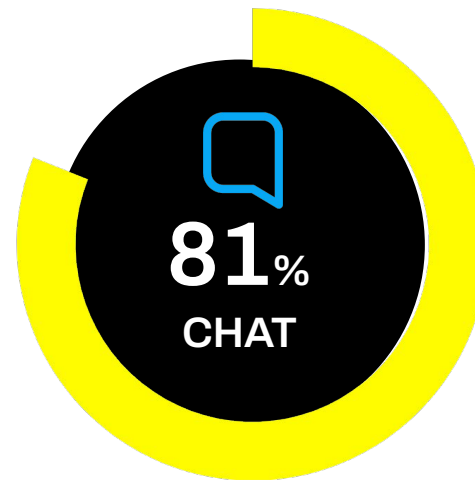


# Though Chat is most used on Snapchat, Camera and Stories are not far behind

*% claimed usage of tabs regularly*

# 95%

of Childfree Adults visit multiple tabs in a single session



*Net usage of combined tabs*

**52%**

Net: Discover + Spotlight



**80%**

Net: Story + Discover + Spotlight



# Snapchat features each fulfill different motivations and emotions for Childfree Adults

## CHAT

|            |               |            |
|------------|---------------|------------|
| Sentiment  | Keeping up    | <b>58%</b> |
| Motivation | Stay in touch | <b>63%</b> |

## CAMERA

|            |                |            |
|------------|----------------|------------|
| Sentiment  | Favorite thing | <b>36%</b> |
| Motivation | Snap a friend  | <b>64%</b> |

## STORIES

|            |   |            |
|------------|---|------------|
| Sentiment  | Is entertaining<br><small>(Highest vs. all other life stages)</small> | <b>36%</b> |
| Motivation | Keeping up  | <b>62%</b> |

## MAP

|            |             |            |
|------------|-------------|------------|
| Sentiment  | Keeping up  | <b>19%</b> |
| Motivation | Checking in | <b>58%</b> |

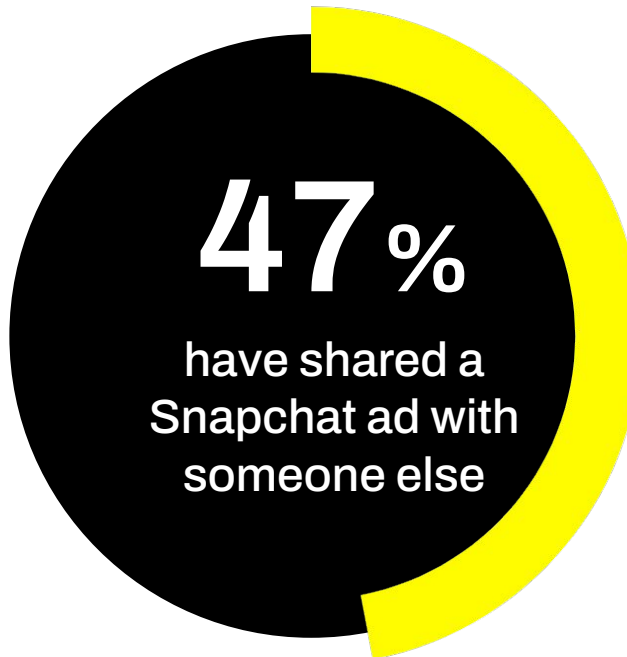
## SPOTLIGHT

|            |   |            |
|------------|---|------------|
| Sentiment  | Connect with creators<br><small>(Highest vs. all other life stages)</small> | <b>30%</b> |
| Motivation | Be entertained<br><small>(Highest vs. all other life stages)</small>        | <b>59%</b> |

## DISCOVER

|            |                 |            |
|------------|-----------------|------------|
| Sentiment  | Brand discovery | <b>49%</b> |
| Motivation | Be entertained  | <b>58%</b> |

# Nearly half of Childfree Adults share ads they see on Snapchat with someone else



  
**Primarily driven by  
Childfree Adults in  
Germany, UAE, and India**

# Childfree Adults are making purchases influenced by Snapchat



**56%**

have ever made a purchase influenced by Snapchat



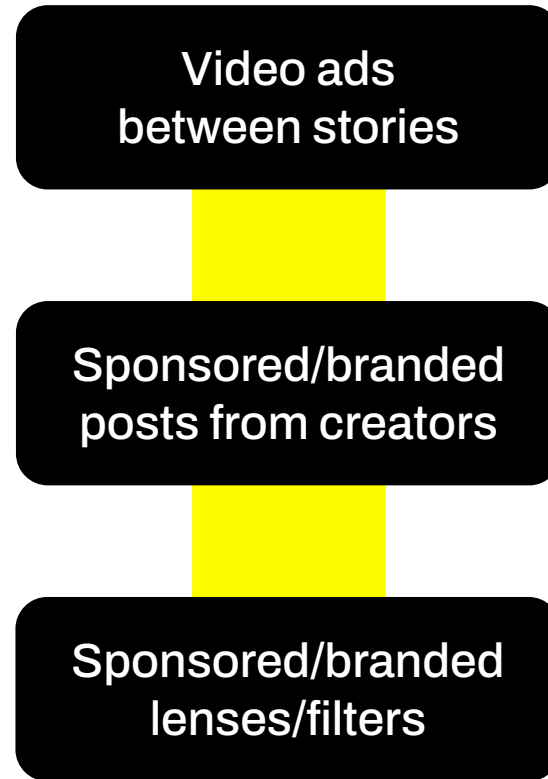
Childfree Adults in Germany, the UAE, and India are most likely to be influenced to purchase




# Childfree Adults engage with a variety of ad formats, allowing brands to connect across ad types on different tabs

  
**Childfree Adults in The United States and KSA** are most likely to find **video ads between stories** to fit best on Snapchat

## Ad fit ranking on Snapchat\*



  
**Childfree Adults in The United States, India and UAE** are most likely to find **sponsored posts from creators** to fit best on Snapchat

*\*Self-reported audience perceptions*

# SNAPCHAT

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# Appendix

# Approach



## Quantitative Survey

Alter Agents conducted a 20-minute, custom online Attitudes & Usage (A&U) survey across 12 markets. We implemented an Implicit Response/Association Test (IAT) exercise to capture associations of Snapchat and competitive apps with sought benefits.

### Respondent Qualifications:

- Ages 13-59
- Daily social platform users:
  - Snapchat
  - Facebook
  - Instagram
  - TikTok (excluded in India)
  - Pinterest (excluded in the Kingdom of Saudi Arabia and United Arab Emirates)
  - YouTube















## Mobile Ethnographies

Alter Agents conducted a longitudinal virtual community over the course of three days. We collected rich insights through in-depth questioning and activities, as well as video uploads.

Diaries were conducted in the United States, United Kingdom, France, Kingdom of Saudi Arabia, and India.



## Sample

-  Australia
-  Canada
-  France
-  Germany
-  India
-  Kingdom of Saudi Arabia
-  Netherlands
-  Norway
-  Sweden
-  United Arab Emirates
-  United Kingdom
-  United States