Snapchatters Are Staying Connected More Than Ever While Apart

Snapchatters value unlimited plans as their need for social connection is increasing.3

- Unlimited Data: 74%
- Unlimited Talk/Text: 60%

Snapchatters are seeking greater online experiences now more than ever before.4

- Easy Navigation to Pay: 43%
- Fast Customer Service: 42%
- Easy Access to Plan Details: 36%
- Detailed Phone Device View: 25%
- Device/Plan Comparison Feature: 24%

Snapchatters are becoming more price-sensitive as COVID-19 uncertainty continues.5

- 45% of Snapchatters would consider changing their internet service plan for a cheaper plan.  
- +14 pts Since Late March6