



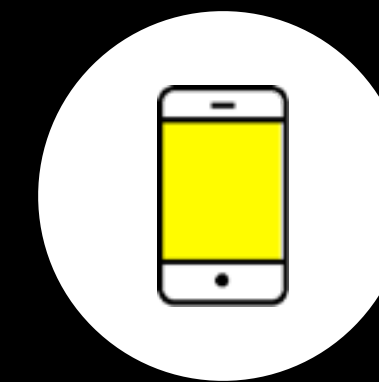
Meet the **Millennial Parents**

July 2021





**¹There are
5.9 Million
Parents
in Australia**

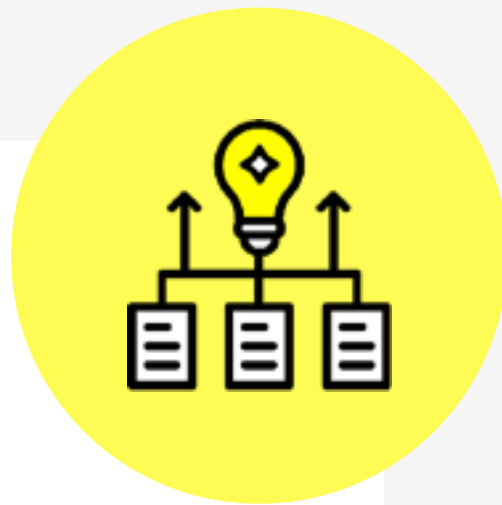


**1 in 4 Australian
Parents are
engaging on
Snapchat**



1 Source: Australian Bureau of Statistics, Labour Force Status of Families. June 2020

2 Kantar - Snapchat Covid Barometer 2020



Online surveys to representative sample

N= 1023
441 Daily Snapchat users,
582 Other



Conducted in Australia

April - May 2021



44 interviews

17 daily Snapchat users,
9 moderate users,
18 Non-Snapchatters

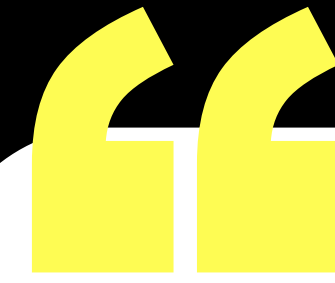


KANTAR parents research; 800 interviews

600 Snapchat Parents,
200 Non-Snapchat Parents
Dec 2020 - Jan 2021



**The pandemic allowed
Millennial parents to
stop & think about what
was truly important to
them and their families**



One year really made a difference to me and made some massive changes to my life; made me appreciate what we've got. We resorted to more time spent as a family, watching movies, things we couldn't do before, because we would just continuously be out.

- Liz, Mum, Active Snapchatter





01

**Families are feeling
more connected**

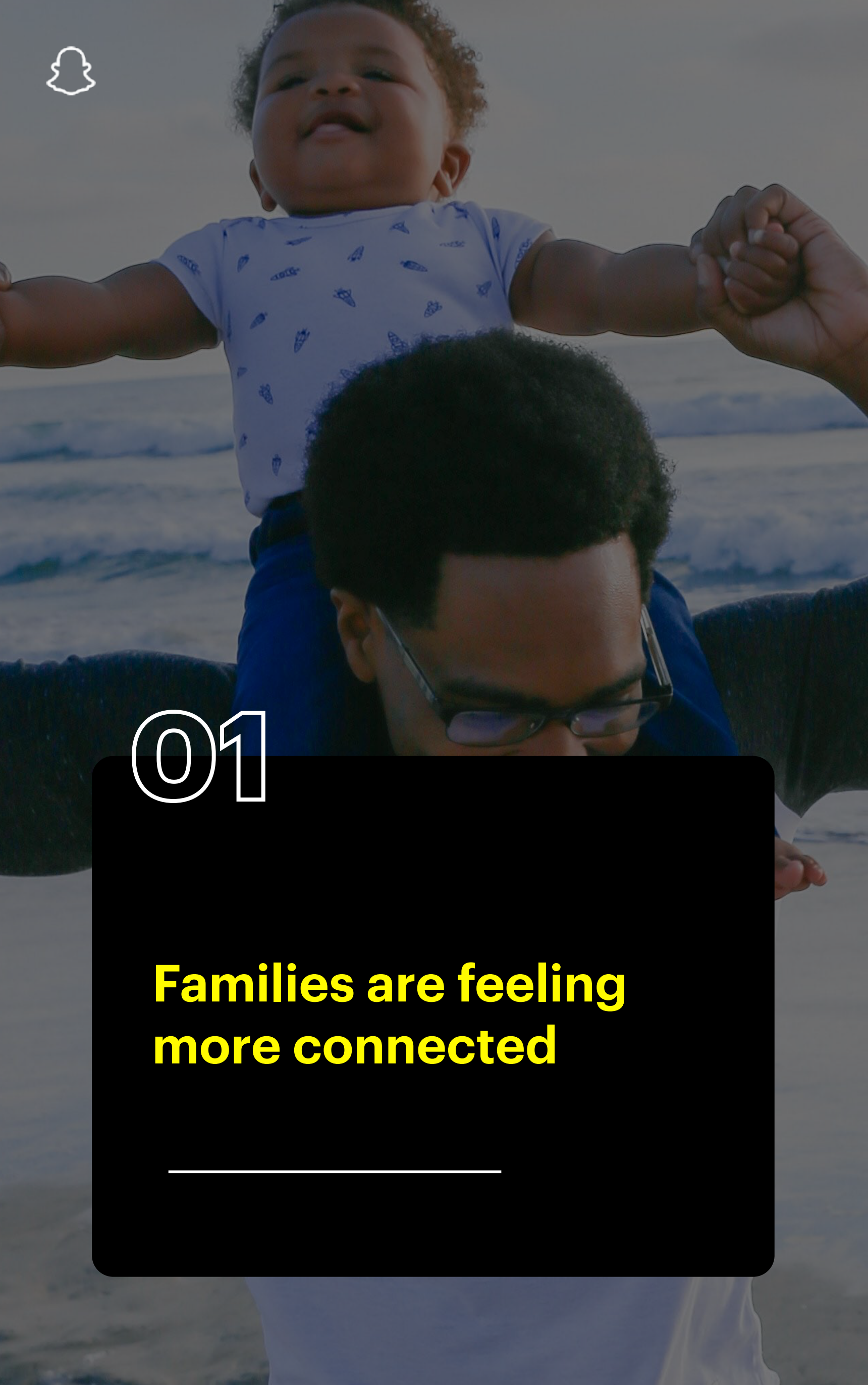


01

**Families are feeling
more connected**

02

**Technology usage
has shifted**



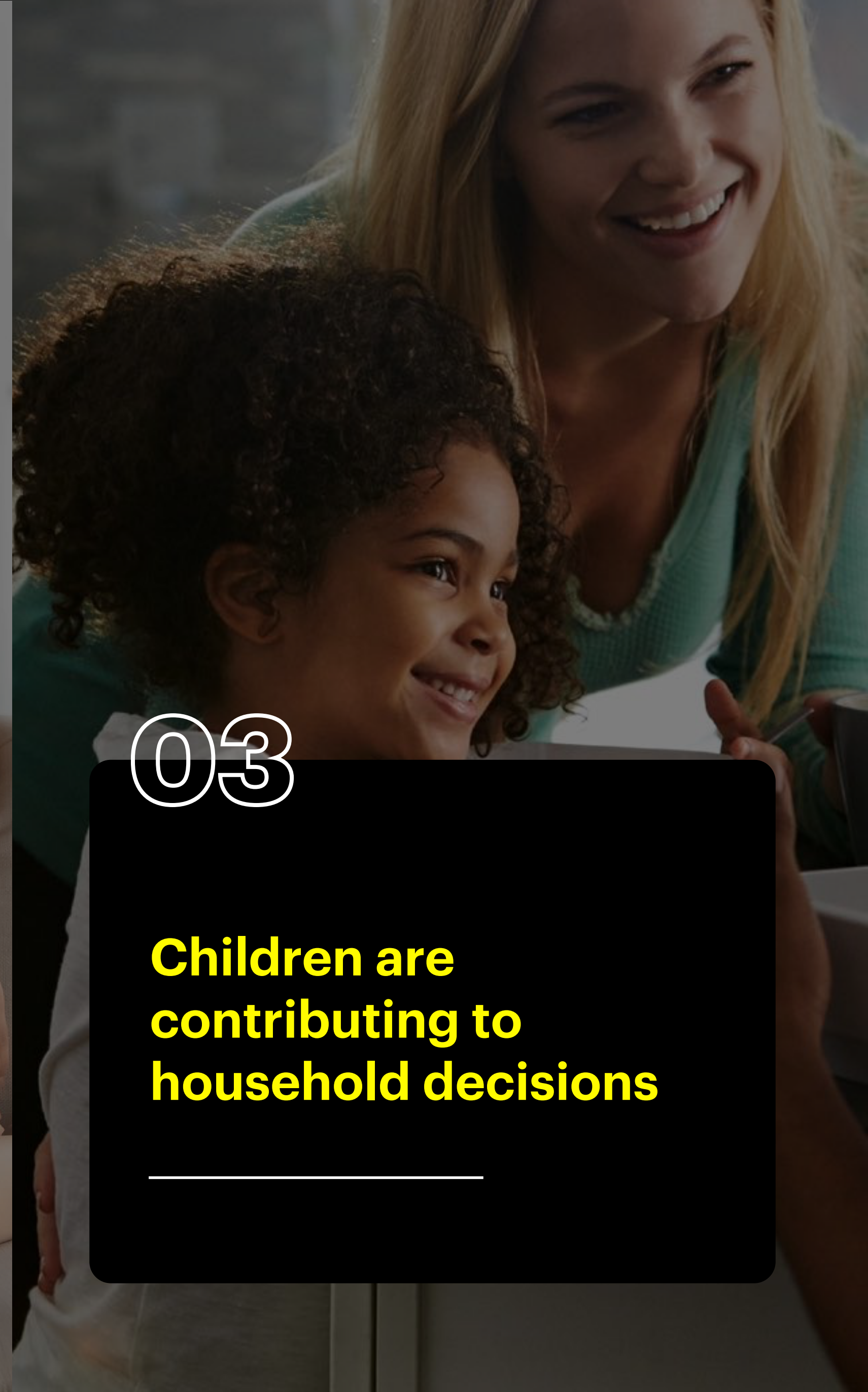
01

Families are feeling more connected



02

Technology usage has shifted



03

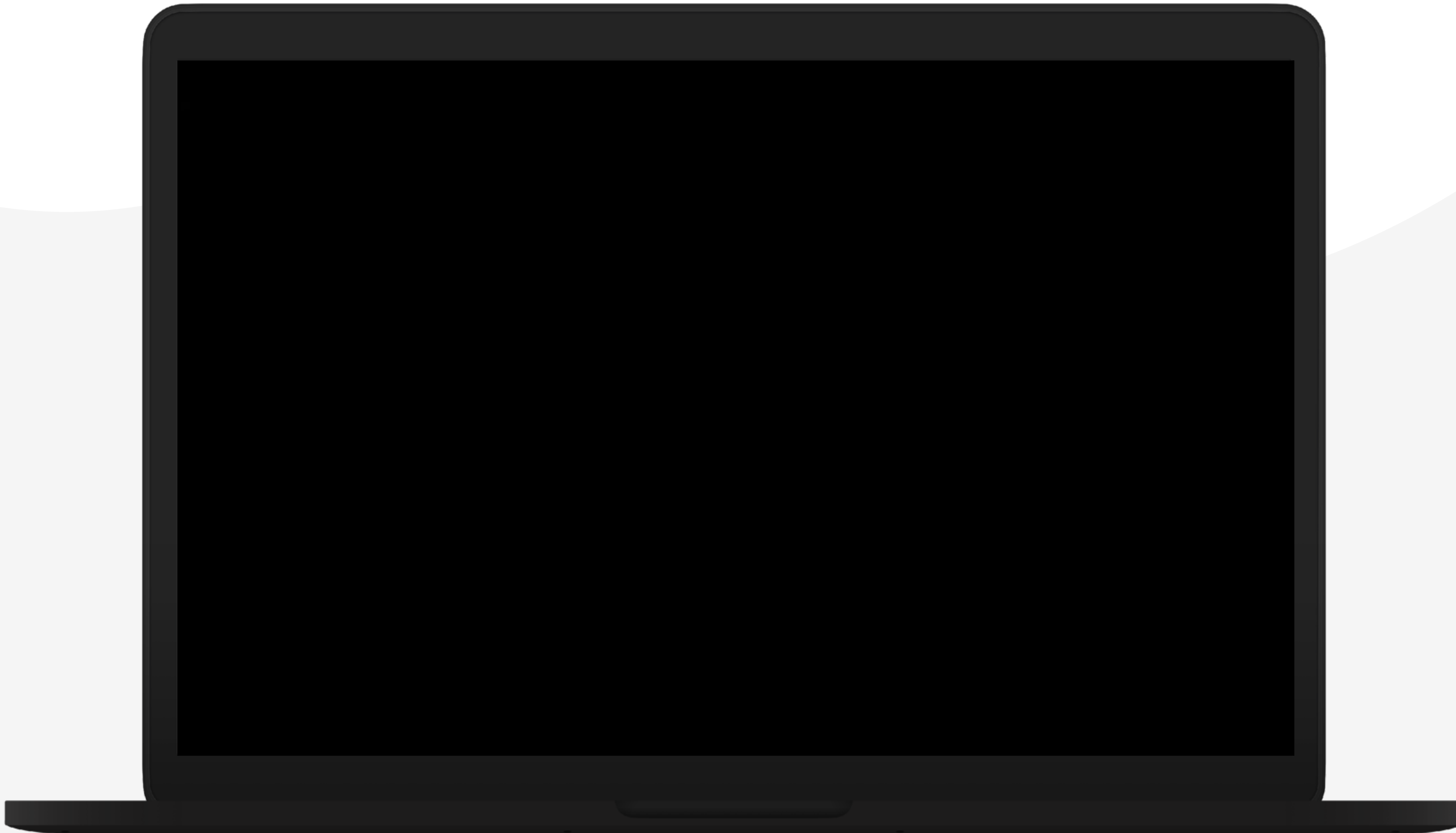
Children are contributing to household decisions



01

Connecting as a Family







63%

Of all parents agree families feel more connected...

This is particularly true for dads with **78%** agreeing

“

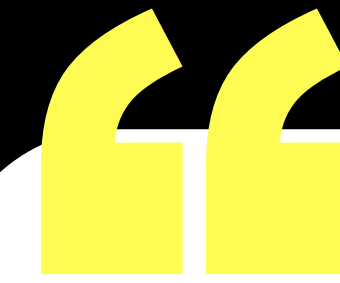
The biggest blessing certainly has been the increased family time, allowing us to bond and create more memories, especially for me, now with the ability to work from home.

- Christian, Dad, Active Snapchat

”



**Through the shift,
parents learned what
was working, and not
working for their families**



Prior to COVID, my kids were in a lot of extracurricular activities... there's social pressures to do so...and then when that all stopped, I realised my kids are actually pretty happy just using their toys in the house. We've cut back on the extra activities that we do in terms of structured stuff, and now we spend a little bit more home time, and the kids enjoy that.

- Kiriana, Mum, Moderate Snapchatter





With parenting perceived to have become easier

78%

Of parents said parenting is less challenging because they are able to do more activities with their children



We had movie nights with special treats and games nights where we played board games.

- Kate, Mum, Moderate Snapchatter





More time is being spent **having movie nights, cooking, or doing creative activities and art projects**

77%

“We stay home and have a home movie night instead of going out”

63%

We’ve tried new things like cooking together

61%

Doing more creative activities or art projects



“

I took up doing more cooking and just getting my daughter to do very basic tasks, like stirring the bowl and that sort of thing. We got enjoyment from that and then taking a photo of it and sharing it and seeing who likes it and that sort of thing.

- Christian, Dad, Active Snapchatter

”



With a greater appreciation of time in, **family time** has changed within the home

53%

Of parents agree that their children are given more responsibility to think of activities for family night



Family movie night brings the family together. The kids alternate choosing what movie they would like to watch

- Hieu, Dad, Moderate Snapchatter





That said the Aussie's love of the outdoors continues for both the health and well being benefits

72%

Of parents say being outdoors is important for our well-being and our health

“
The weekend is really precious time as a family. And we just found that the kids really enjoyed just time with us. Time with us being outdoors with the dog was their idea of heaven. You'd ask them, what do you want to do? And they would say that's what they want to do.

- Sophie, Mum, Moderate Snapchatter





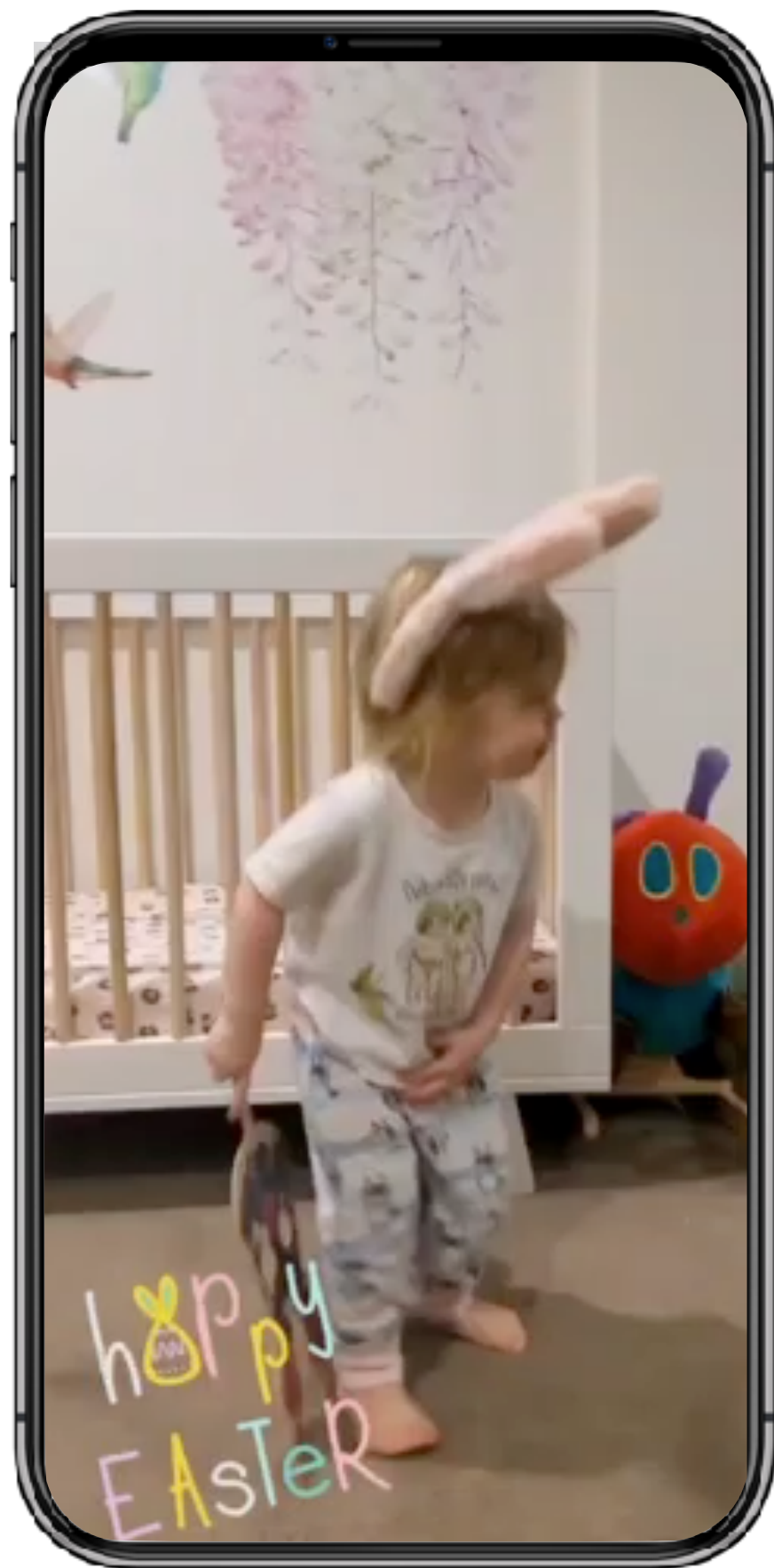
02

Technology shapes their lives





It's no surprise that mobile screen time increased



**65
minutes**

Daily Snapchat parents



**58
minutes**

All other parents



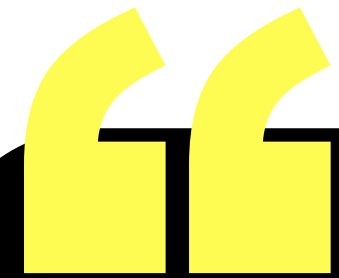
I think I am more open to my kids using technology now because of the pandemic. It was the only way my eldest son could connect to his friends and so it served an important purpose.

- Tess, Mum, Non-Snapchat



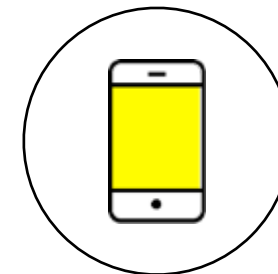


Technology's role increased for everyone as a means for connecting with others and learning

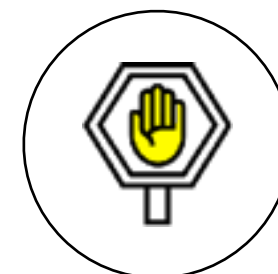


Technology helped keep our sanity during the pandemic and I was quite thankful we have all this technology to reach out. This has widened our view on the variety of entertainment/ connectivity it can provide.

- Alison, Mum, Non-Snapchat



Many parents also relaxed permissions on the 'fun' aspects of technology, allowing them to do more



51% of all parents relaxed restrictions, while only **8%** implemented more



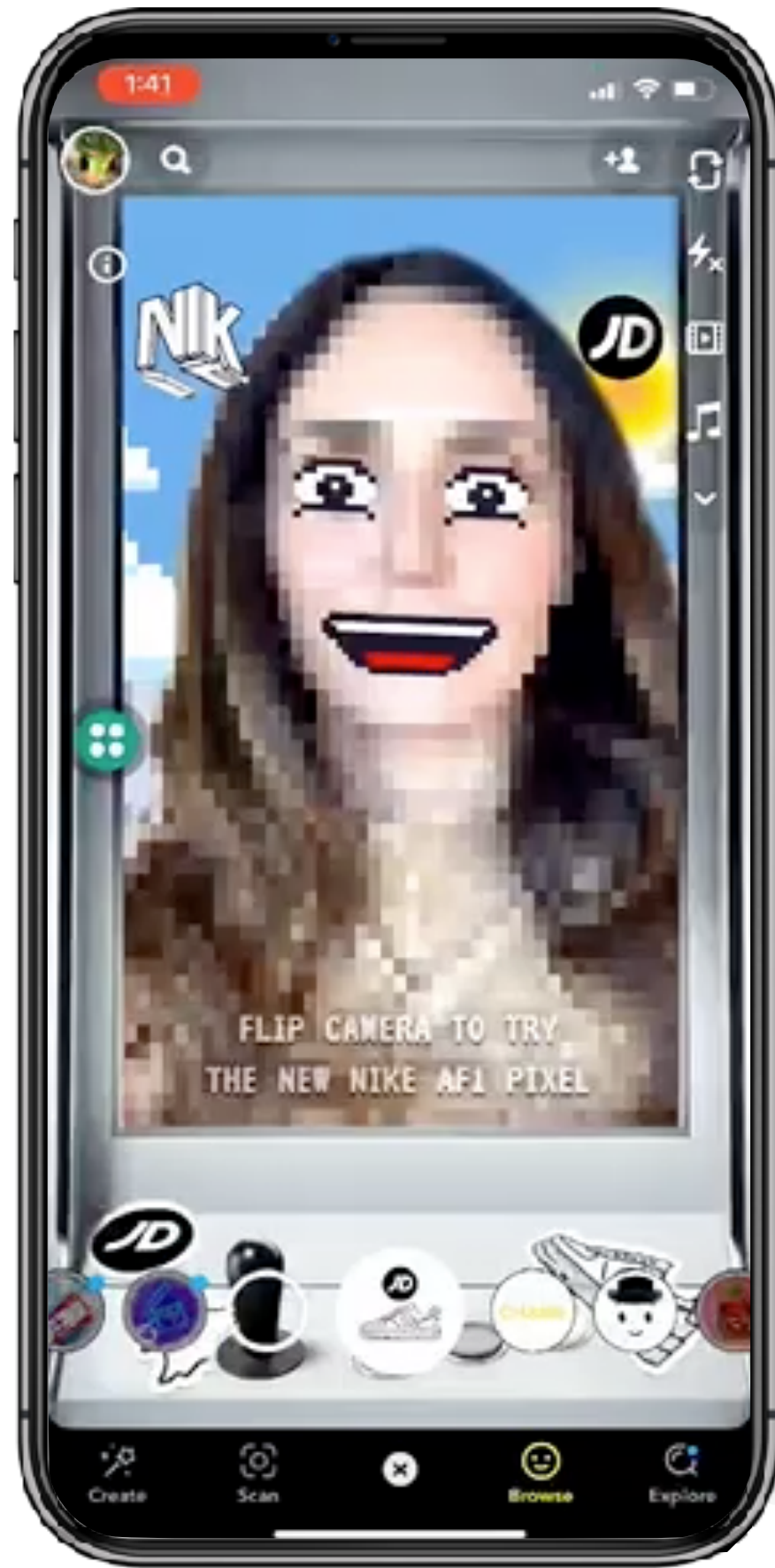
03

Decision making and purchase power





Children are influencing purchases for themselves and the family

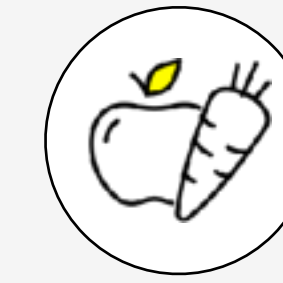


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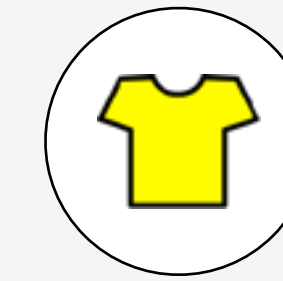
Nike Air Force Ones. Had no idea that all the kids are wearing them at school. My teen only wanted this brand and nothing else.

- David

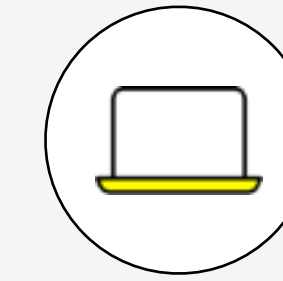
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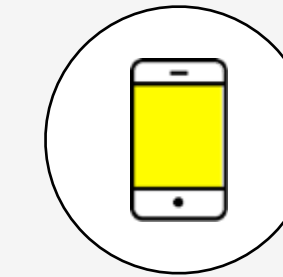
73%
Food and Beverage



68%
Clothing and Luxury



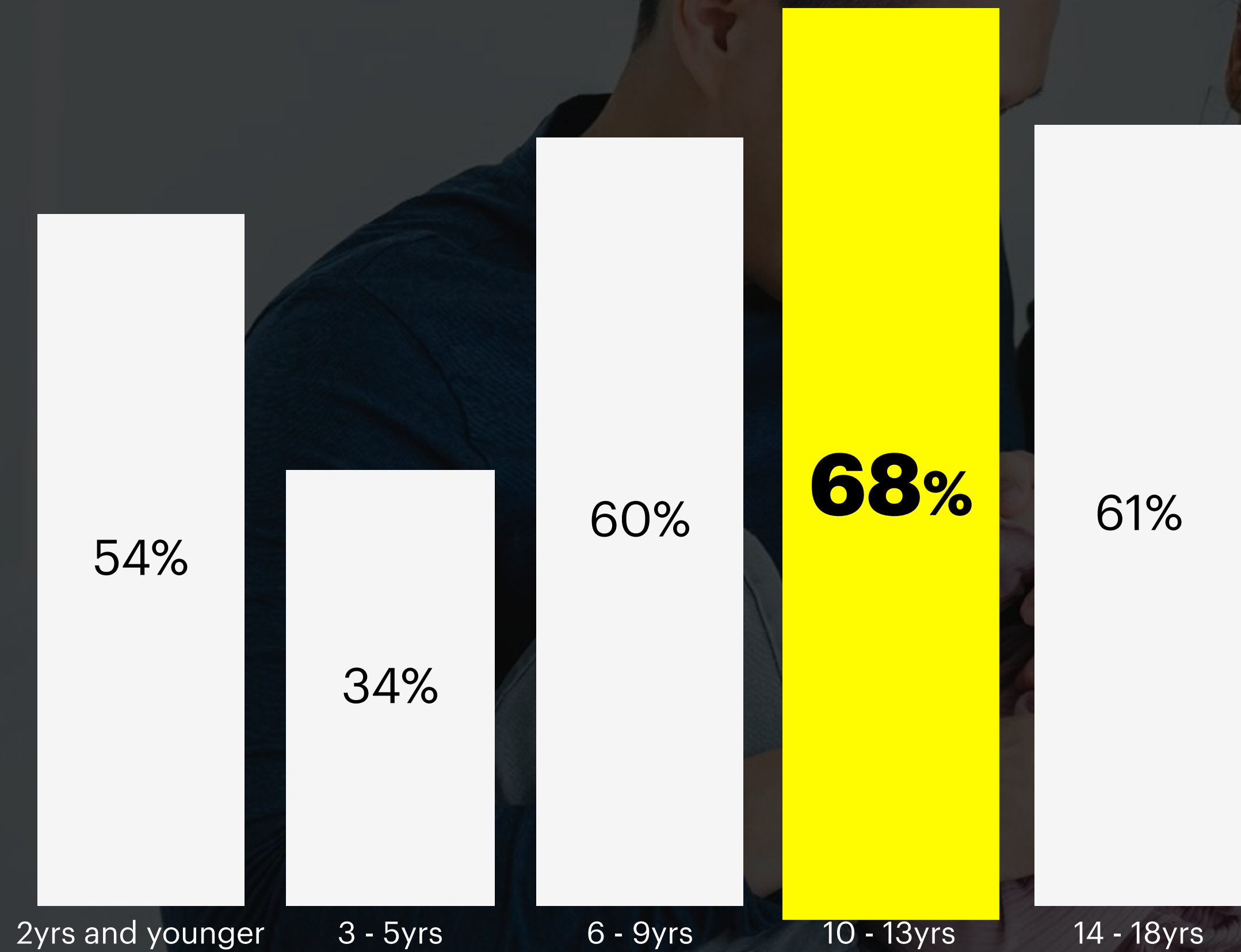
68%
Technology



58%
Telco



61%
Travel



Kids of all ages are having an influence on purchase decisions either directly or indirectly through their needs

Source: Group Solver - AU Millennial Parents, Apr - May 2021, Question: PENDING? n=1023; Source: Kantar - Snapchat Covid Barometer 2020



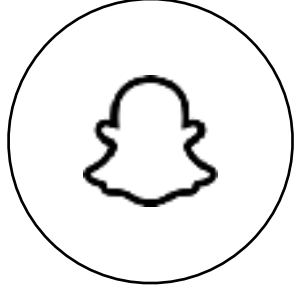
04

A deeper look at Millennial families





Who are Millennial Families?

1/4 

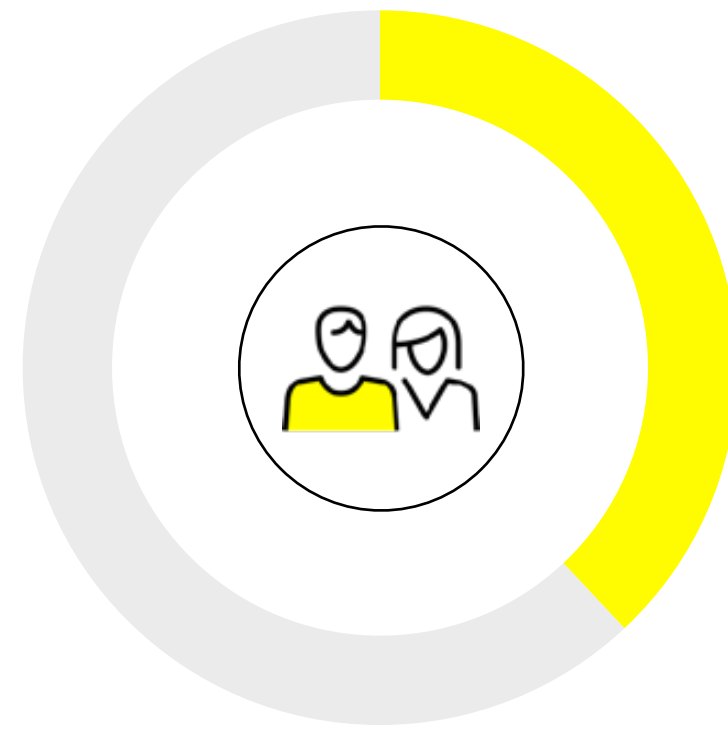
of Australian parents
are on Snapchat*

0 - 8 years old

57%

9 - 17 years old

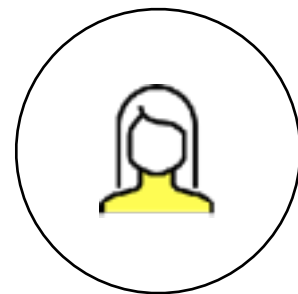
60%



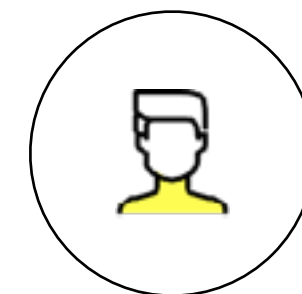
38%

Of parents on Snapchat
are up to **35** yrs old

Gender of Parents on Snapchat



59%
Females



41%
Males



*Data Source: Kantar - Snapchat Covid Barometer 2020, Snap Parents % among households with kids up to 17 years old; Source: Kantar - Snapchat Covid Barometer 2020

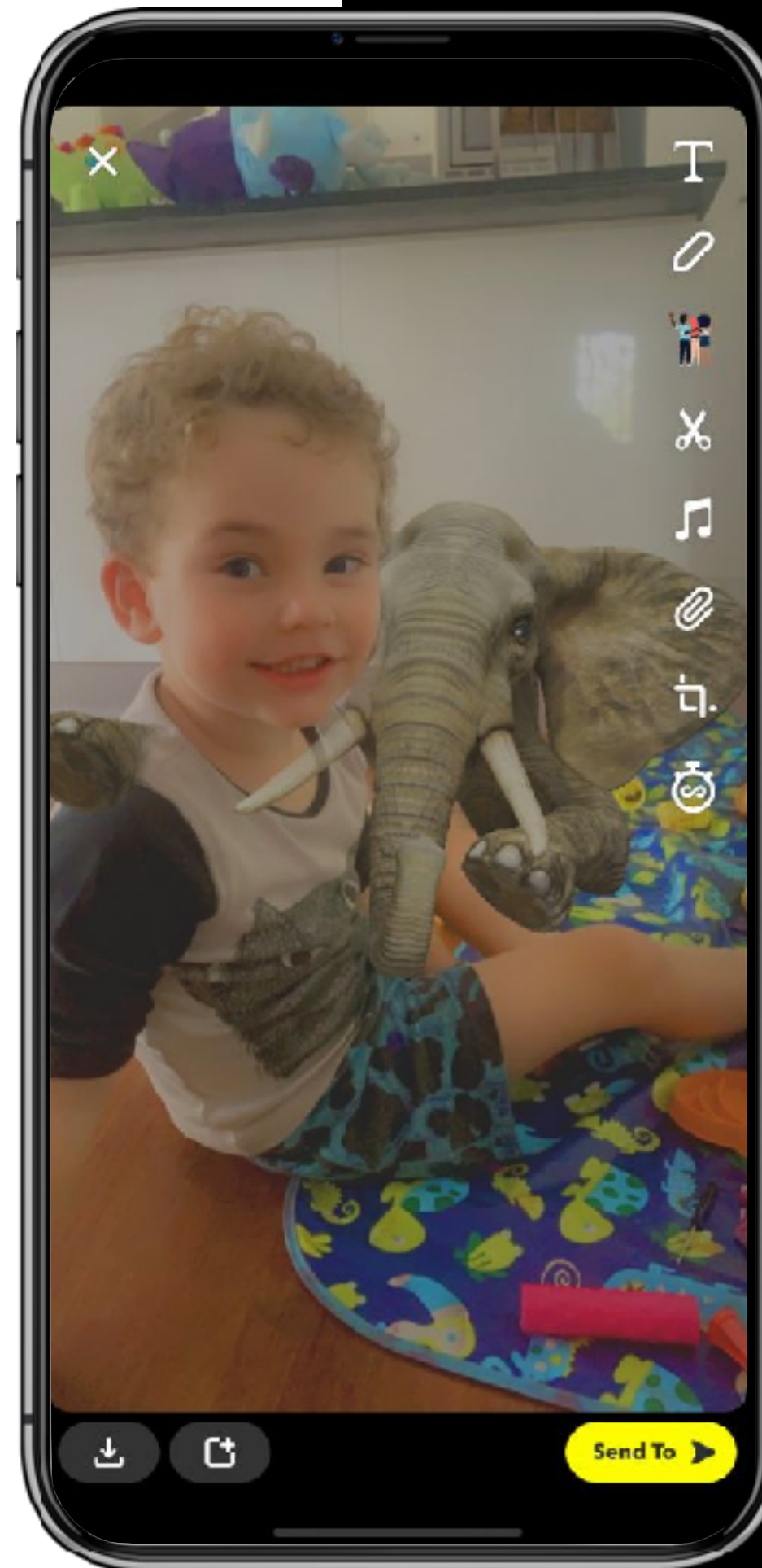


What role does Snapchat play in the relationship with their children?





Parents are using Snapchat to have fun and create bonding moments



62%

Of parents say
snapchat is a **fun way**
for me and my child to
be silly together



It was also an important way to stay connected friends and family



61%

Send snaps to family



Dads use Snapchat for communication



77%
Keep up with
the family



70%
Because of its
stance on safety

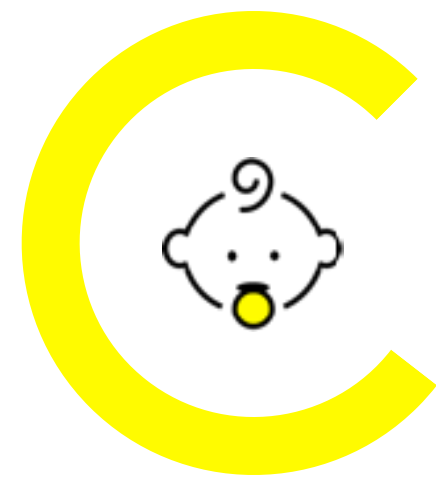


76%
Communicate
with friends

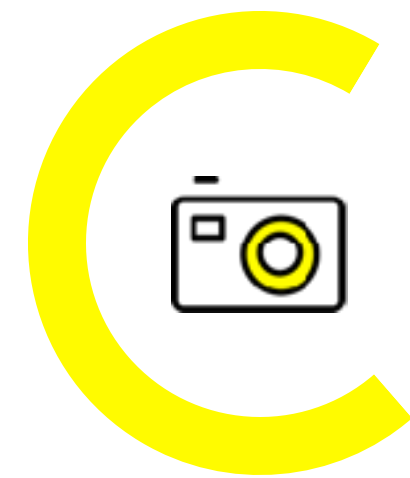
Source: Group Solver - AU Millennial Parents, Apr - May 2021, Question: What role does Snapchat play in your relationship with your child? n=1023



Mum's are using Snapchat to stay connected



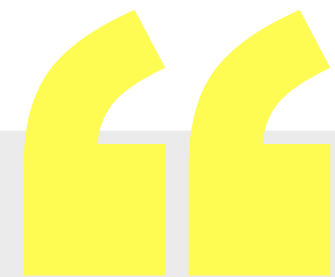
88%
Take photos
of their kids



83%
Use the
memory feature



68%
Feel snapchat is
good to lighten
the mood



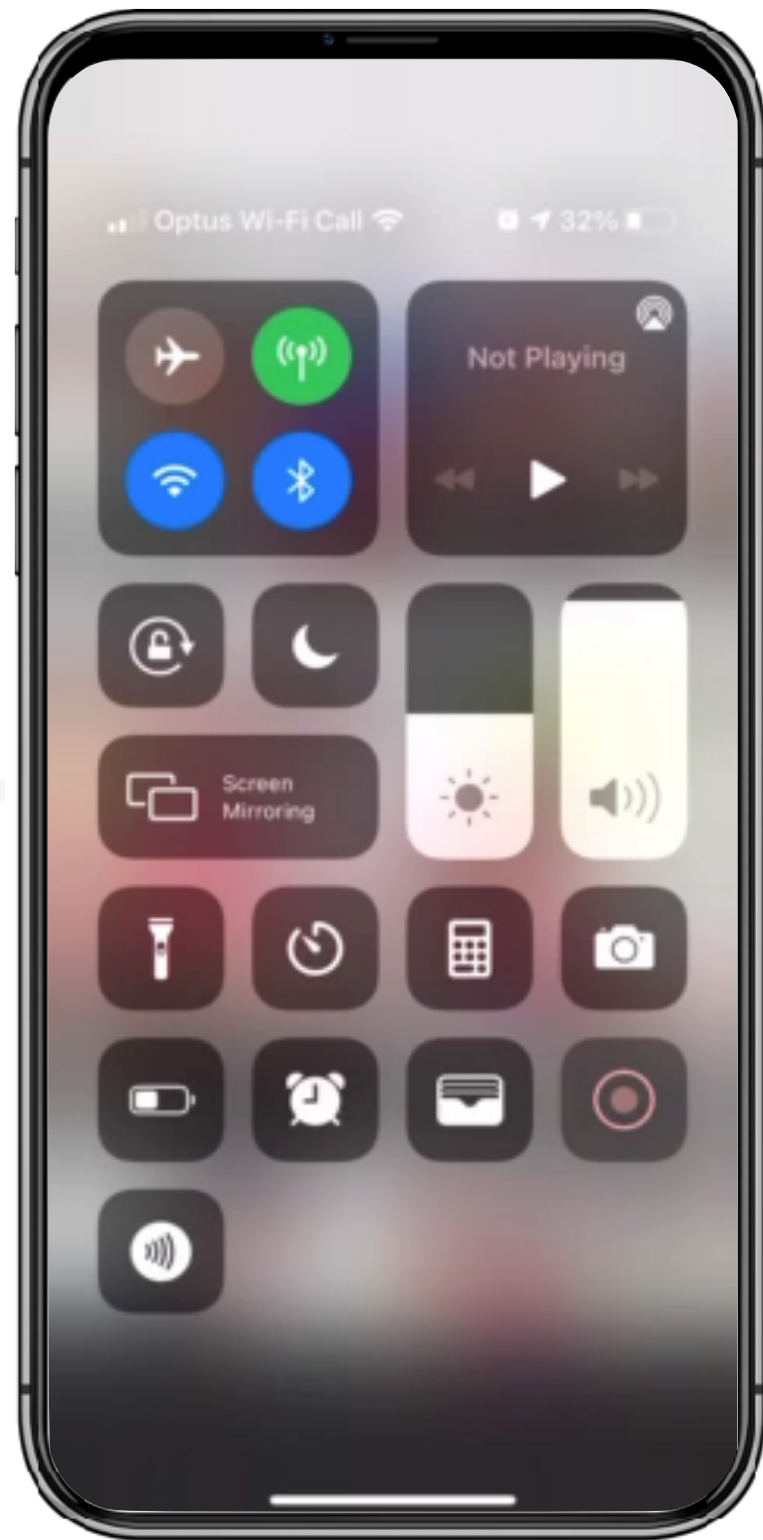
It's a bit of fun that brings fun, more so than playing mindless games. I get to relax for a few minutes as well as have fun with the kids which is like a recharge for me.

- Chalini, Mum, Active Snapchatter





How are Millennial families engaging with Snap?

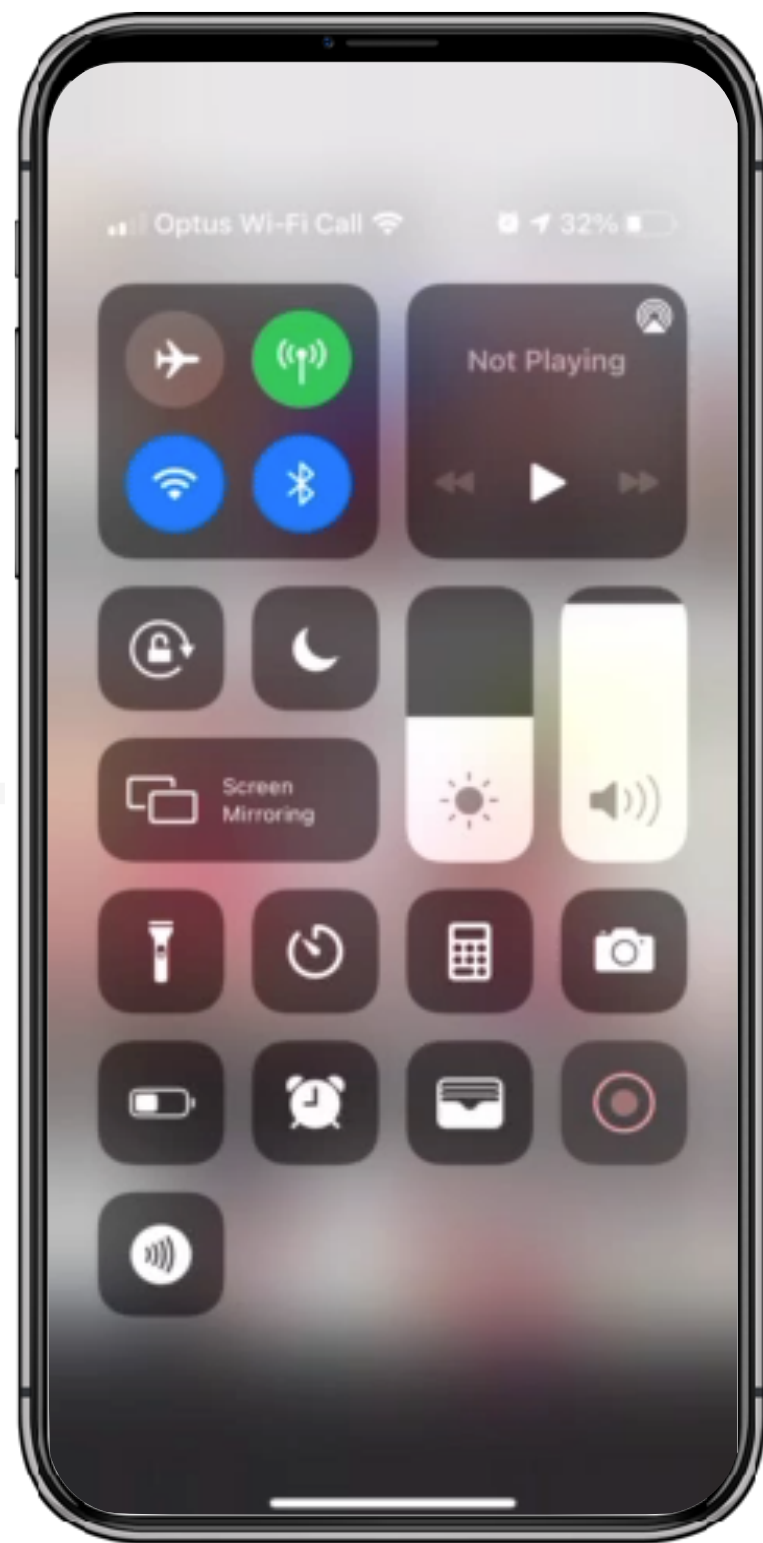


32%
Browse
Discover

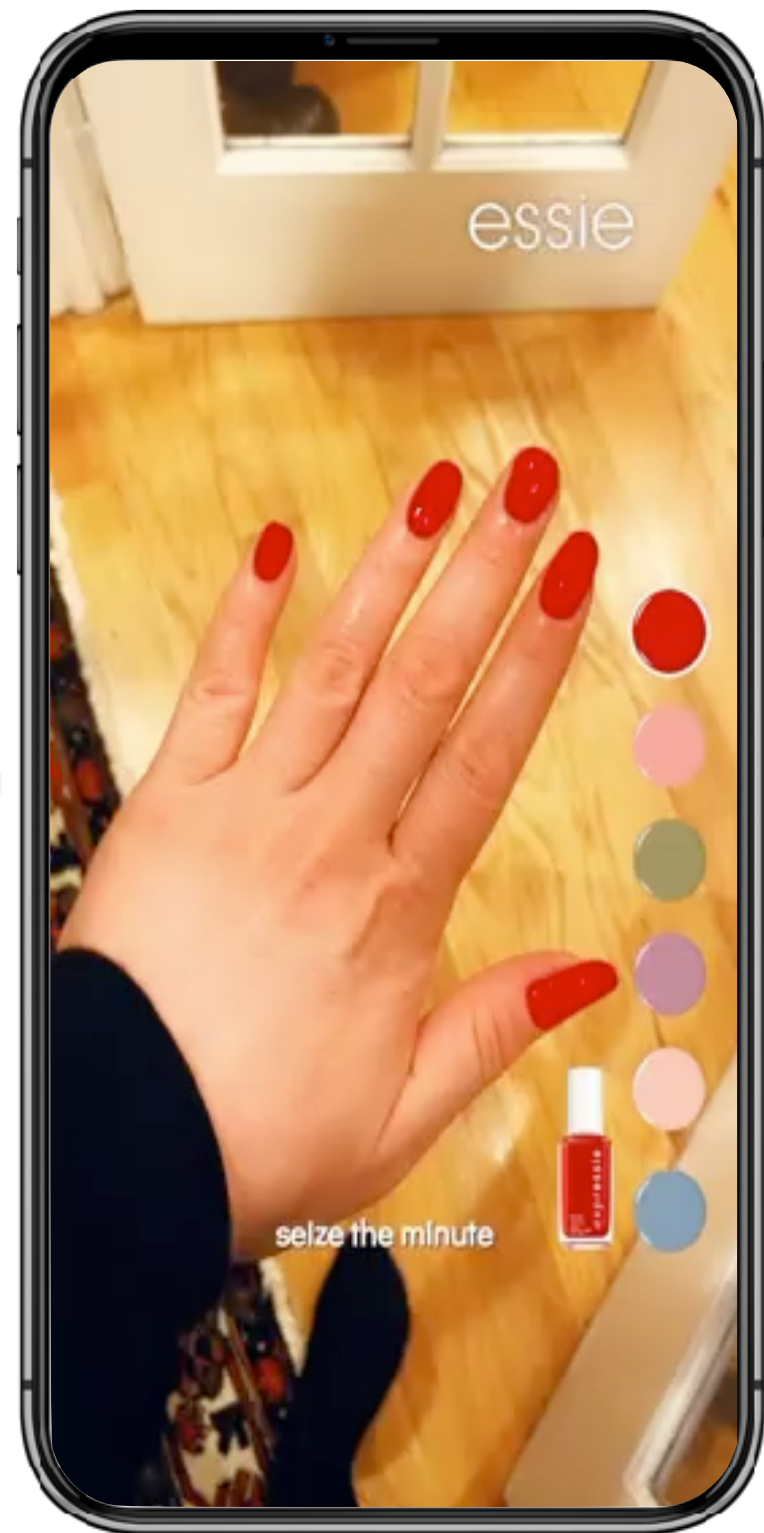




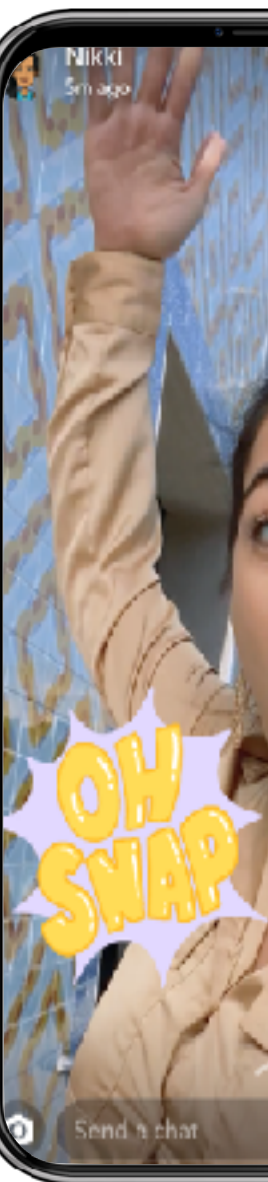
How are Millennial families engaging with Snap?



32%
Browse
Discover



26%
Use the camera
to try products

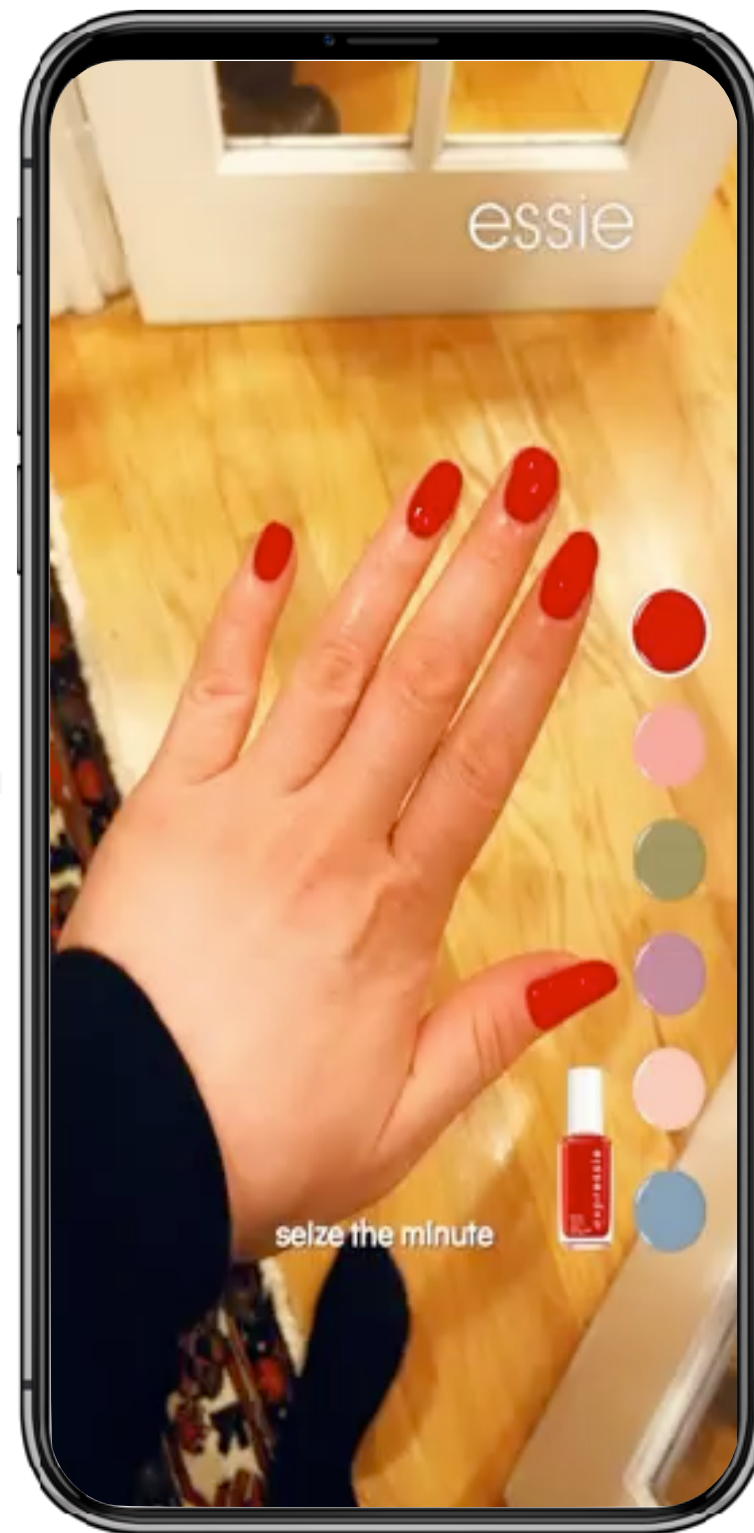




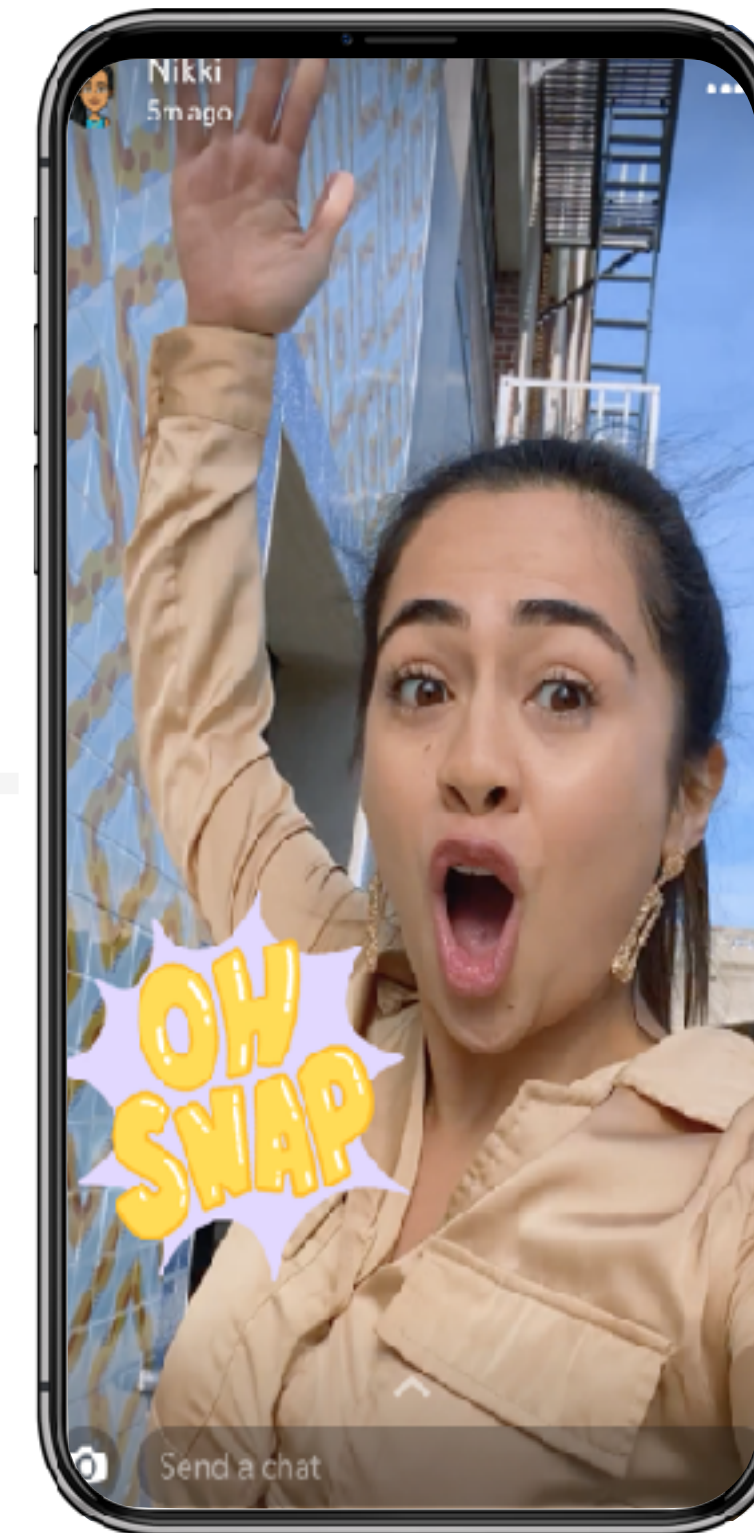
How are Millennial families engaging with Snap?



32%
Browse
Discover



26%
Use the camera
to try products



67%
Consume their
friends content



05

How to connect with families on Snap



A man with a beard and curly hair, wearing a denim shirt, is smiling and looking to his right while holding a smartphone. The background is a blurred outdoor setting with a building featuring a golden dome.

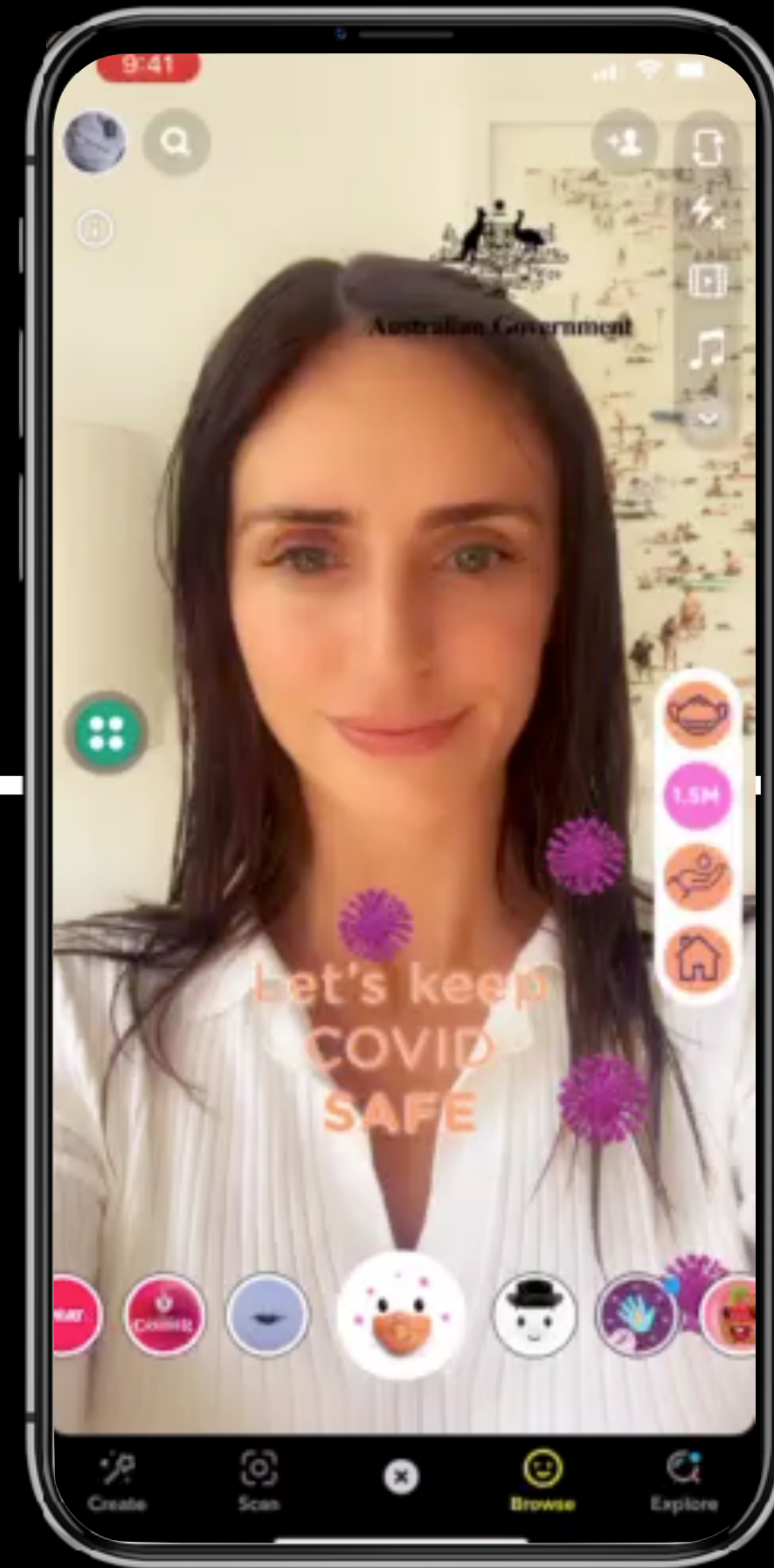
**Make life easier
for Mum's and Dad's**

A woman with dark hair is smiling and holding a baby in her arms. She is also holding a smartphone in her other hand, as if taking a photo or video. The background is a blurred indoor setting.

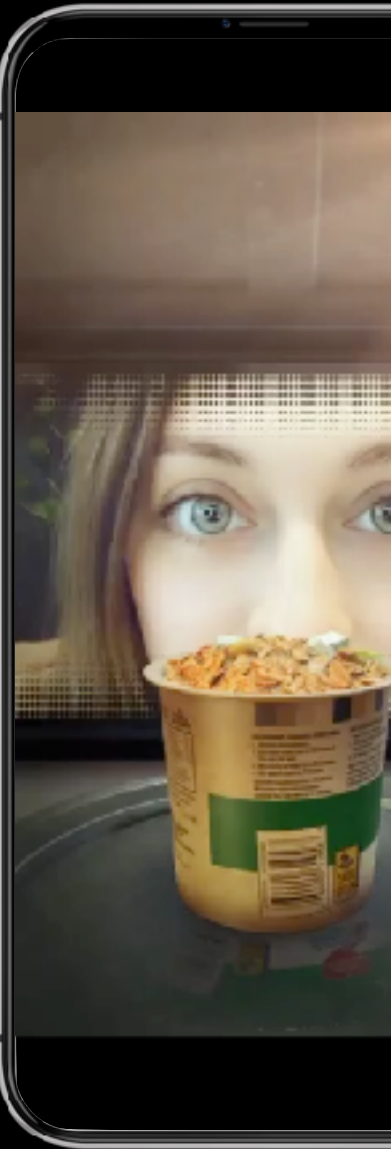
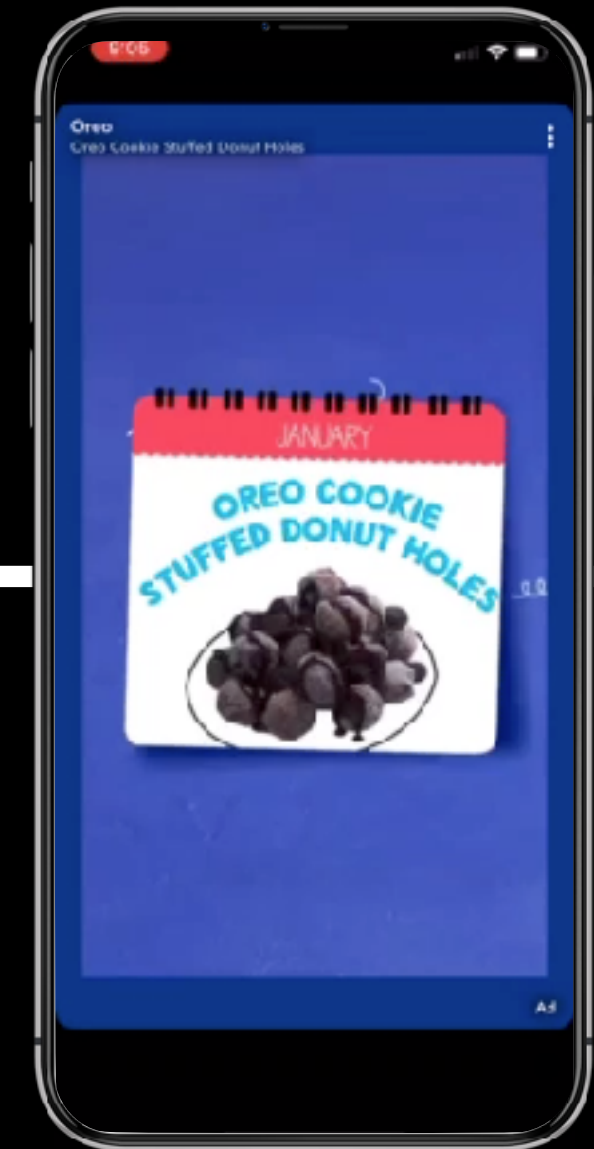
**Create a fun moment
between parents and kids**



Drive brand favourability by providing a utility for busy families

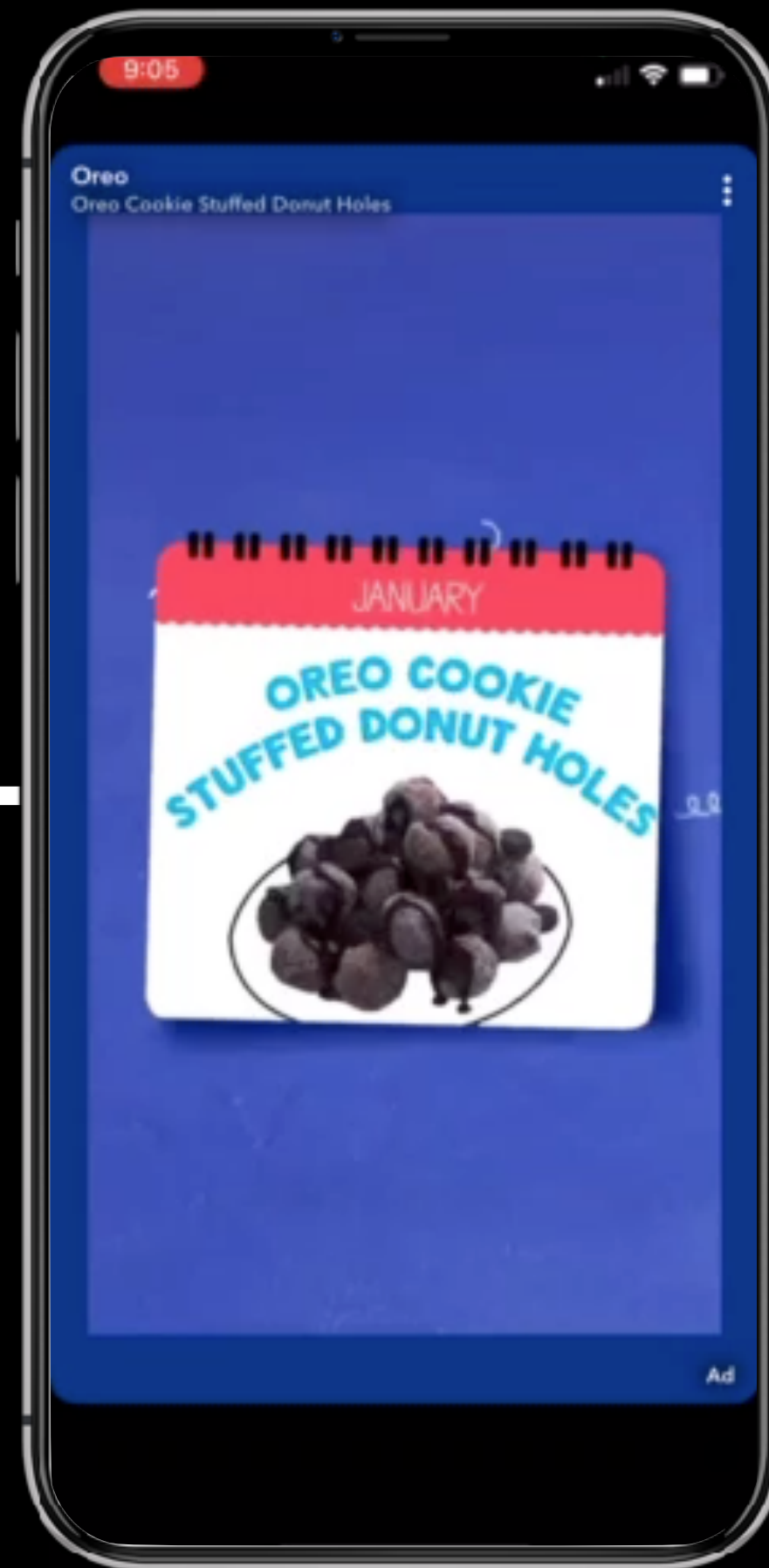
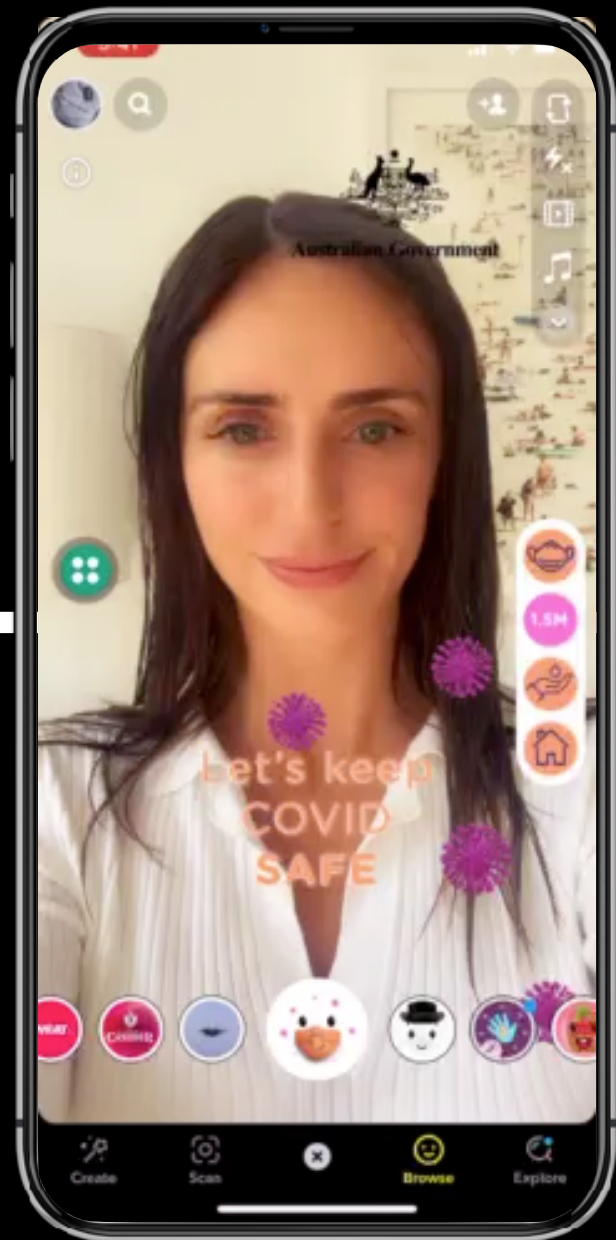


Providing Education

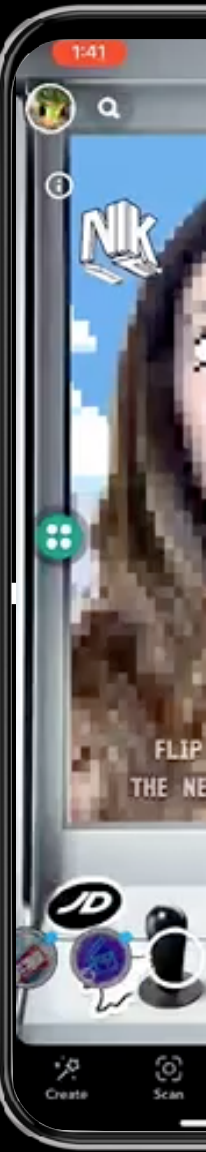
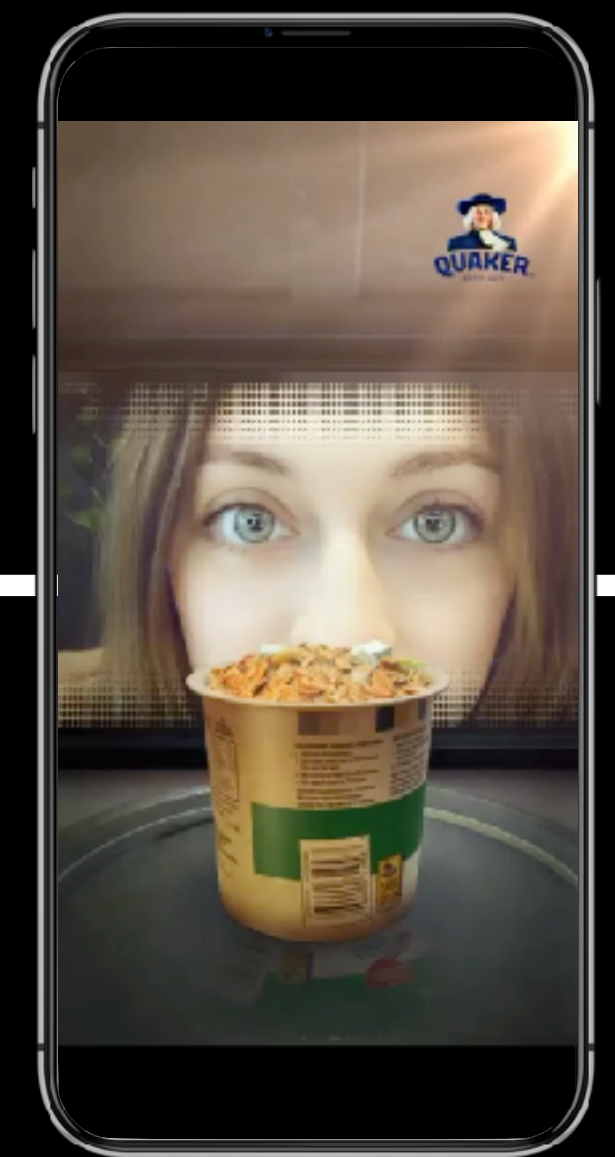




Drive brand favourability by providing a utility for busy families

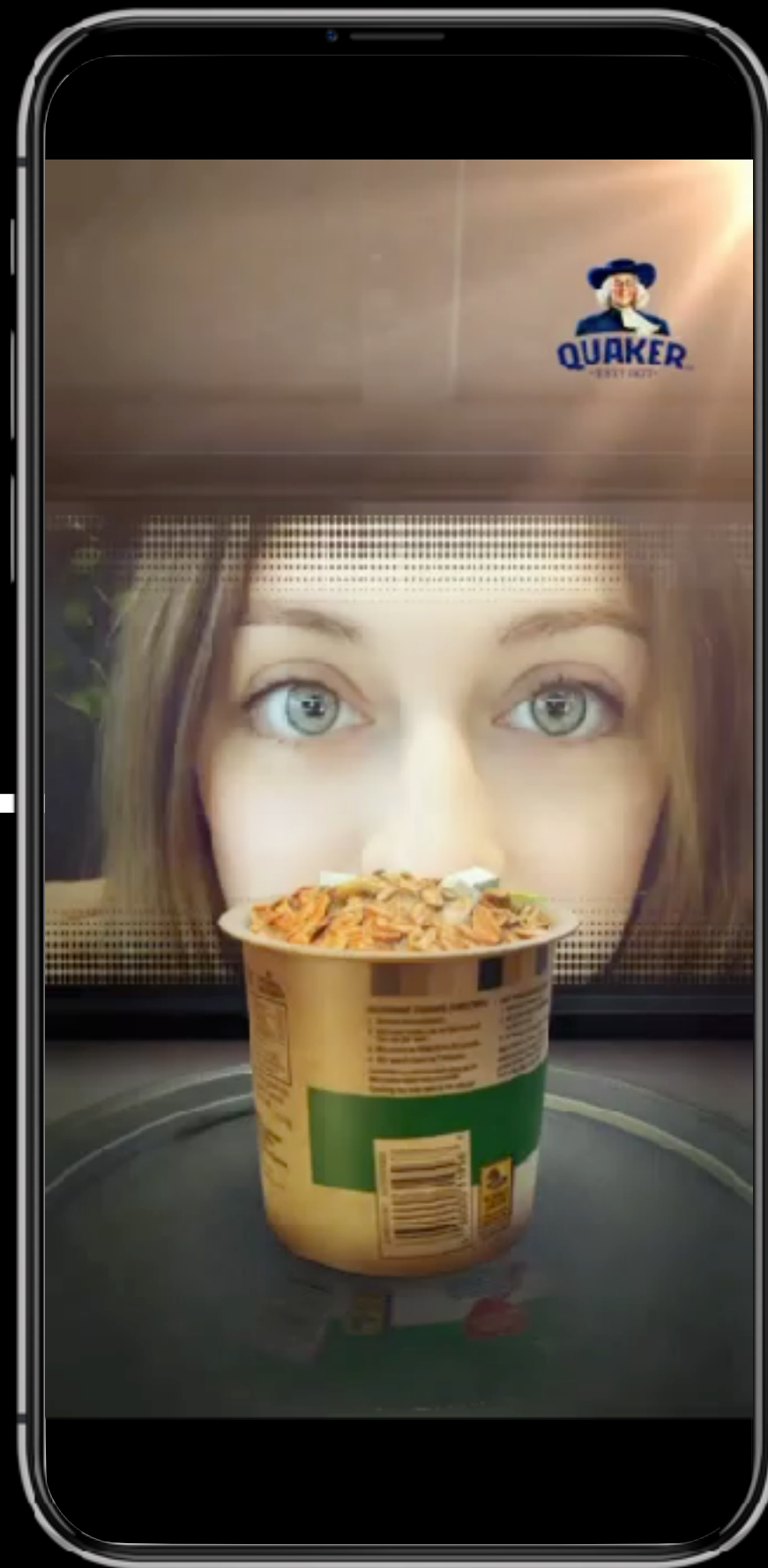
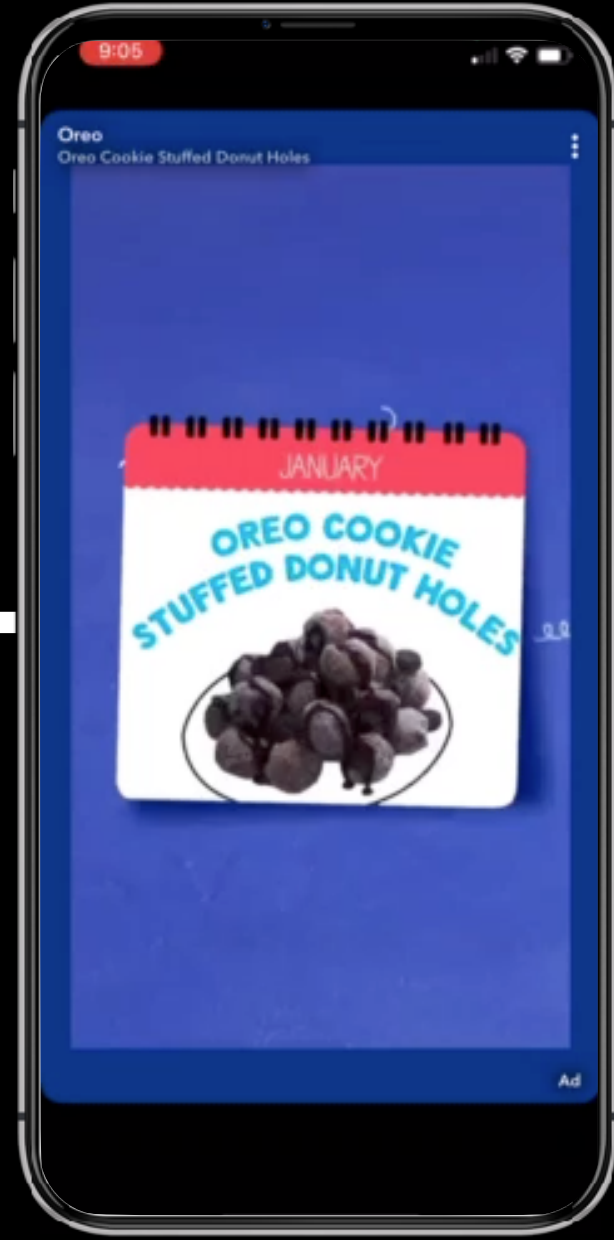
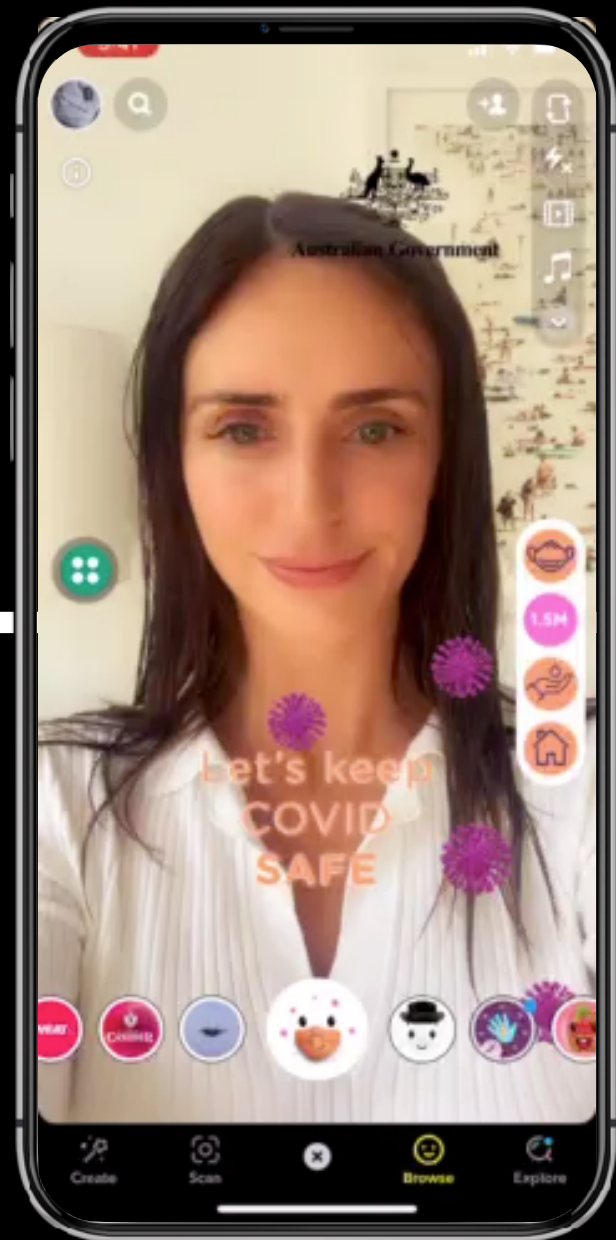


Inspiration
in the kitchen

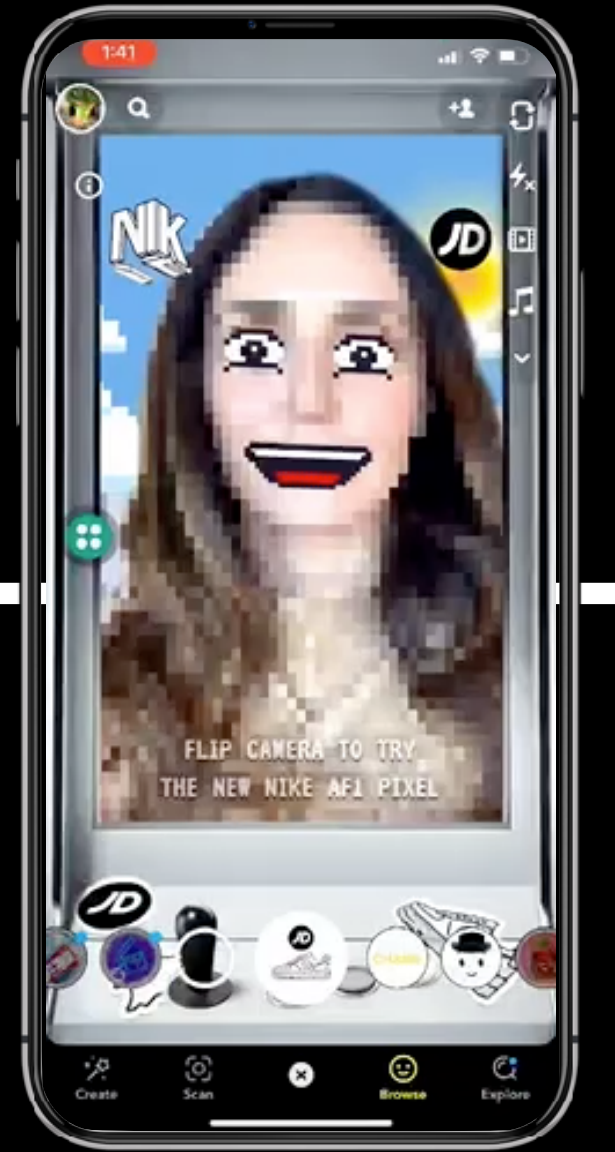




Drive brand favourability by providing a utility for busy families

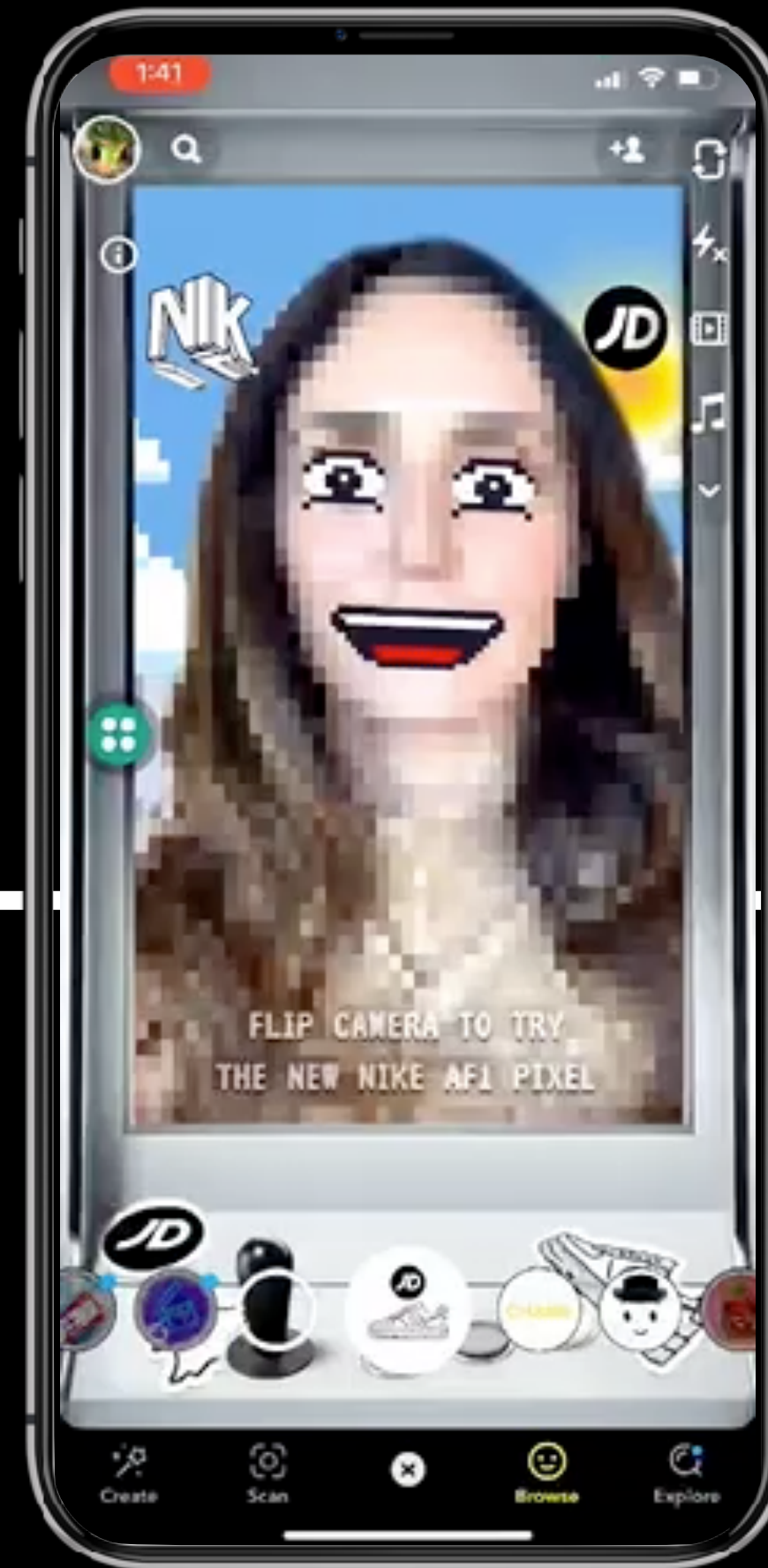
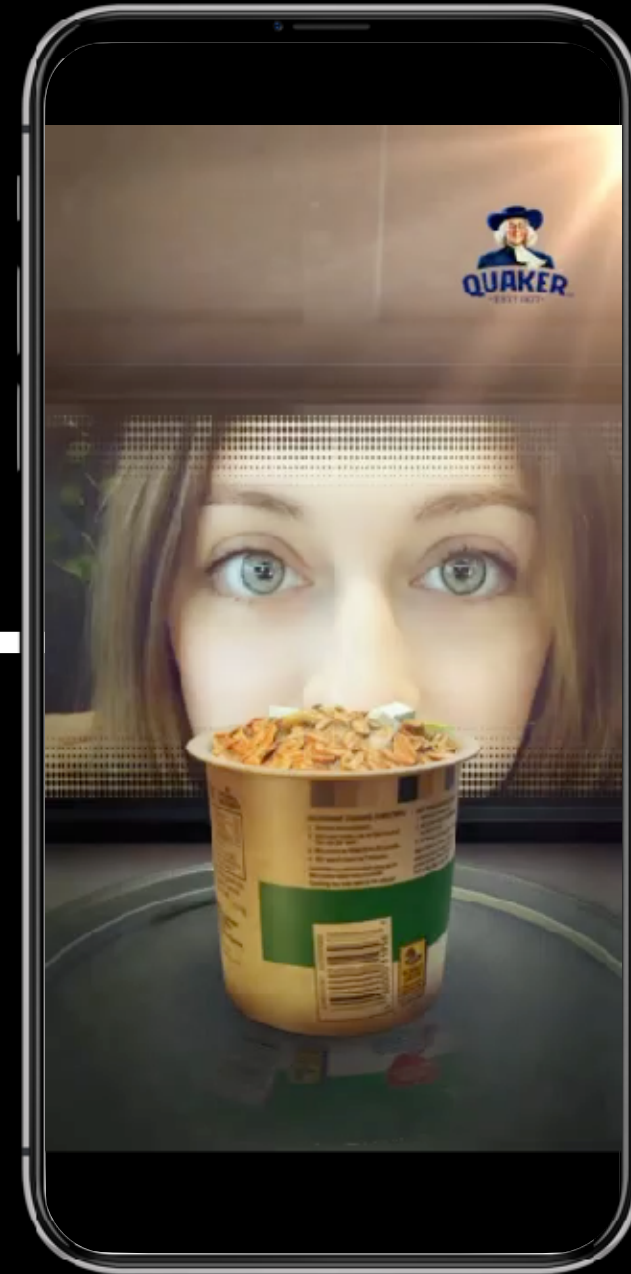
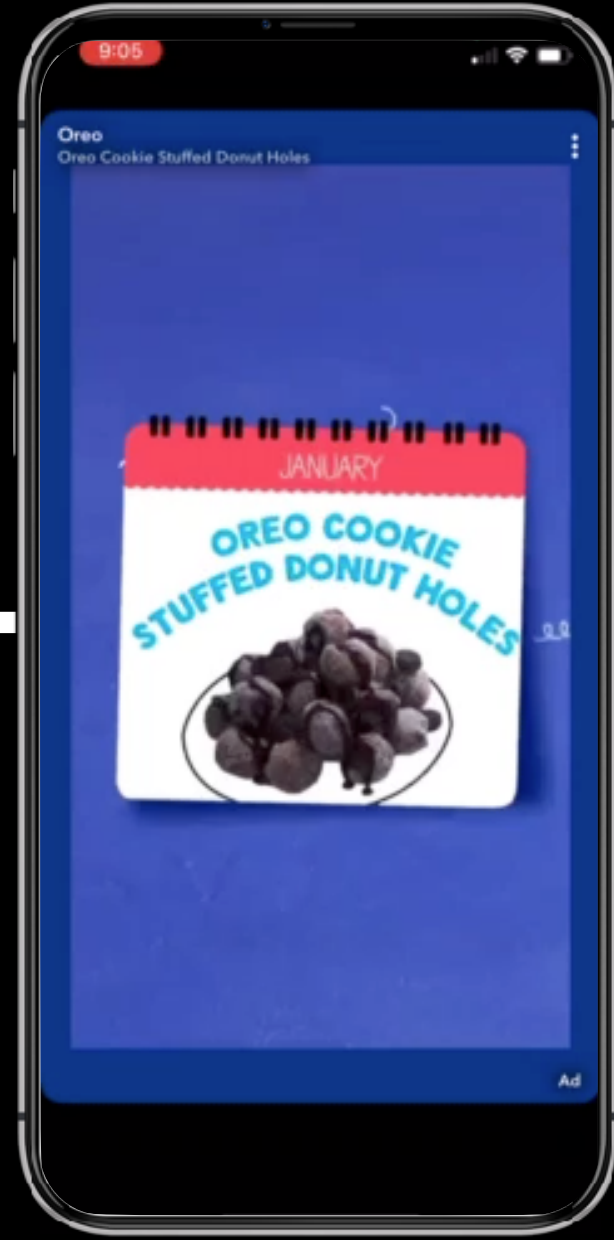
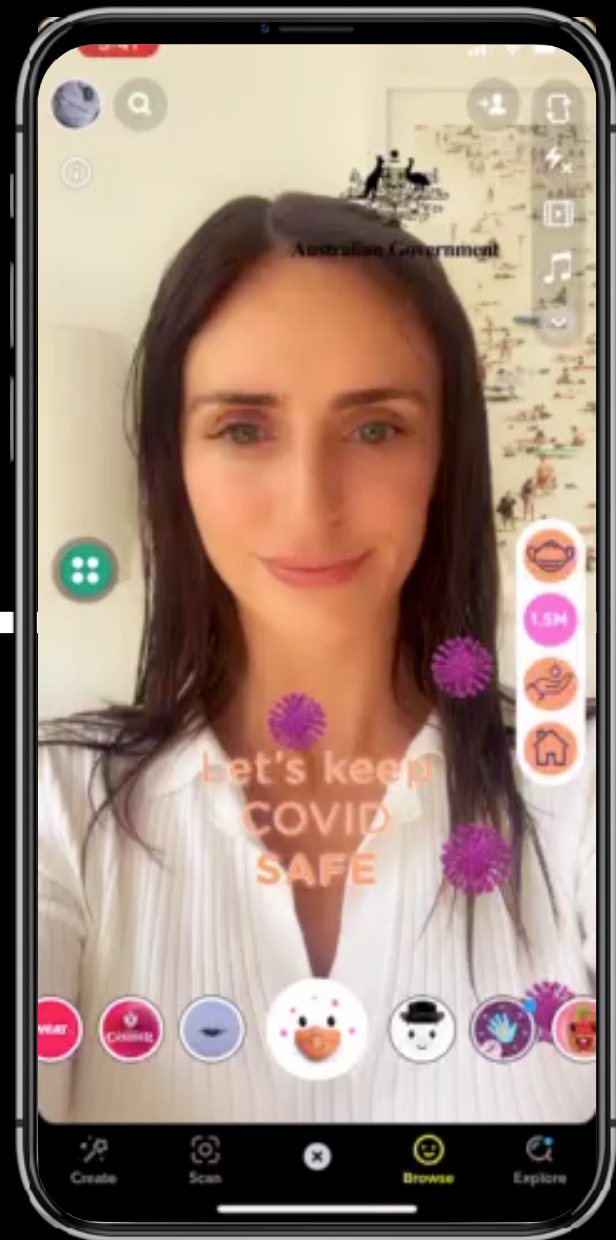


Showcasing Convenience





Drive brand favourability by providing a utility for busy families



Simplify Shopping

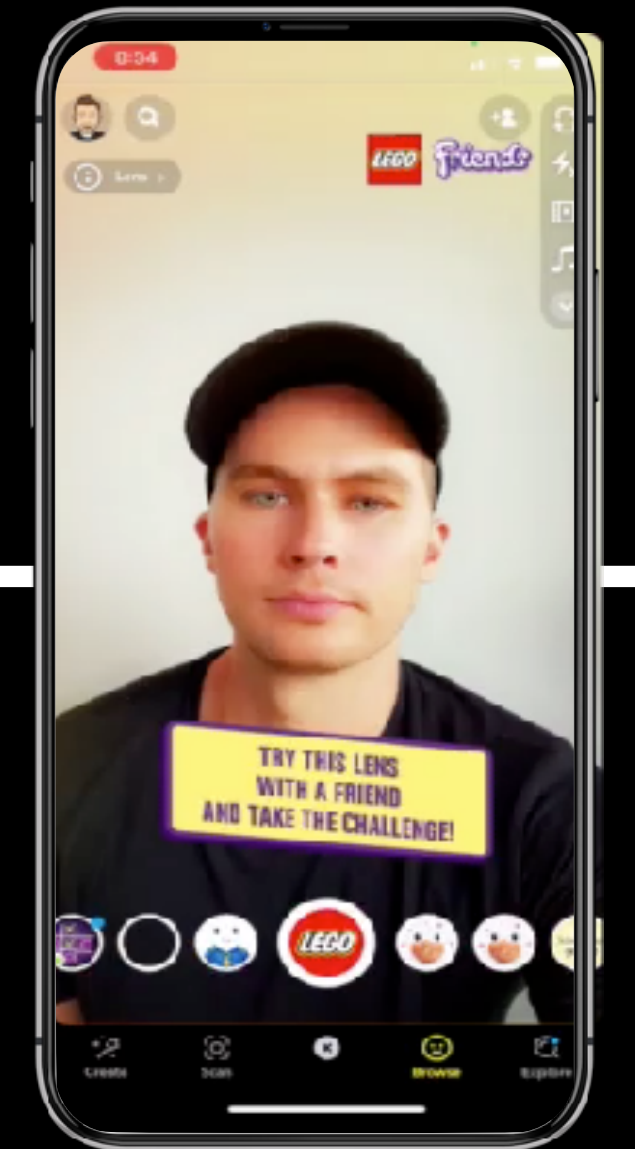


Create a fun and shareable Moment!

Provide parents with a playful and interactive brand moment or create co-viewing experiences for families.



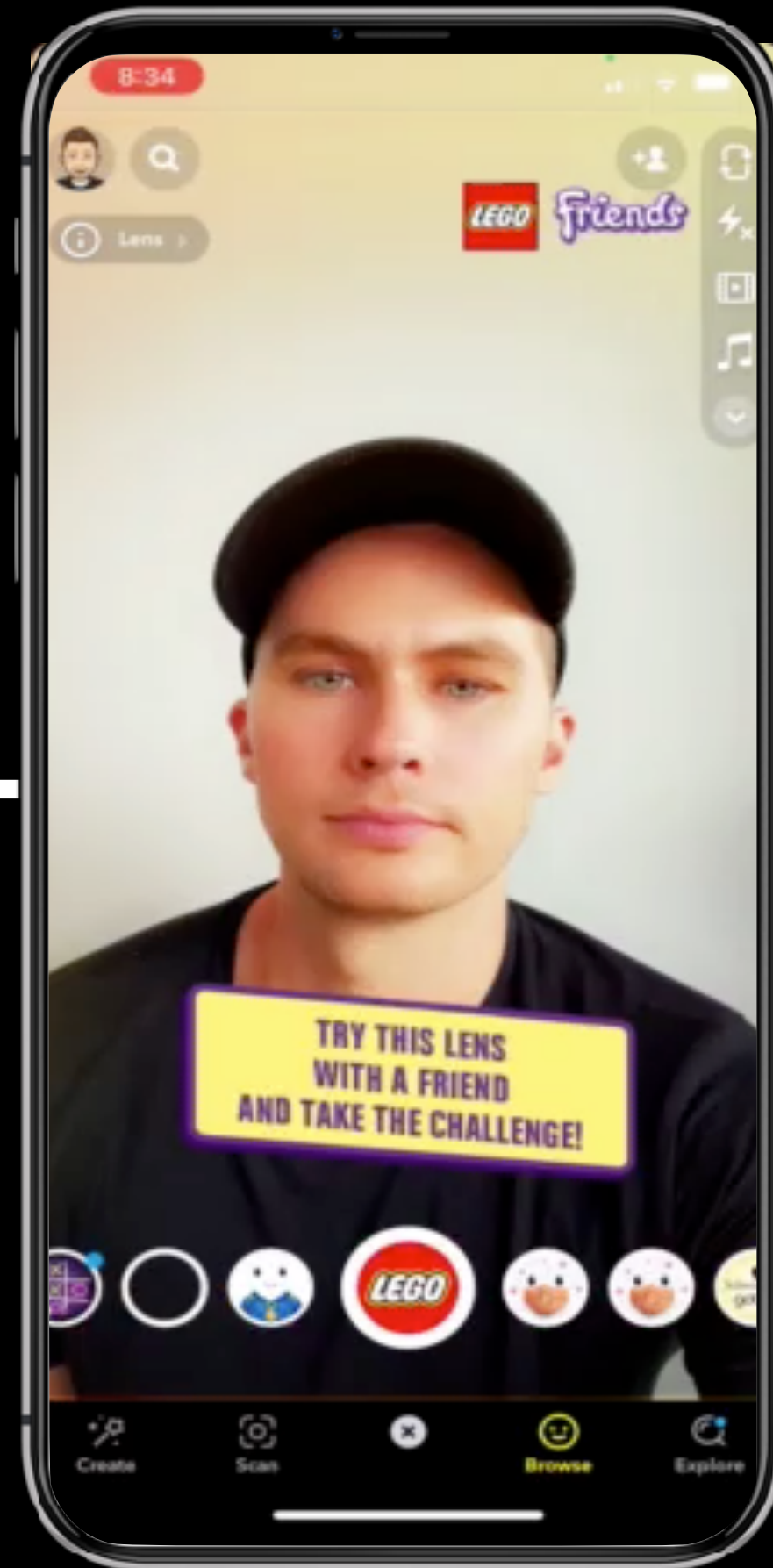
Empower
Parents



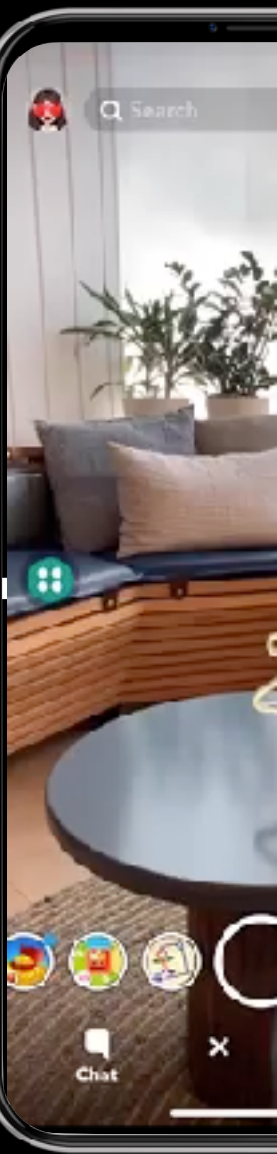
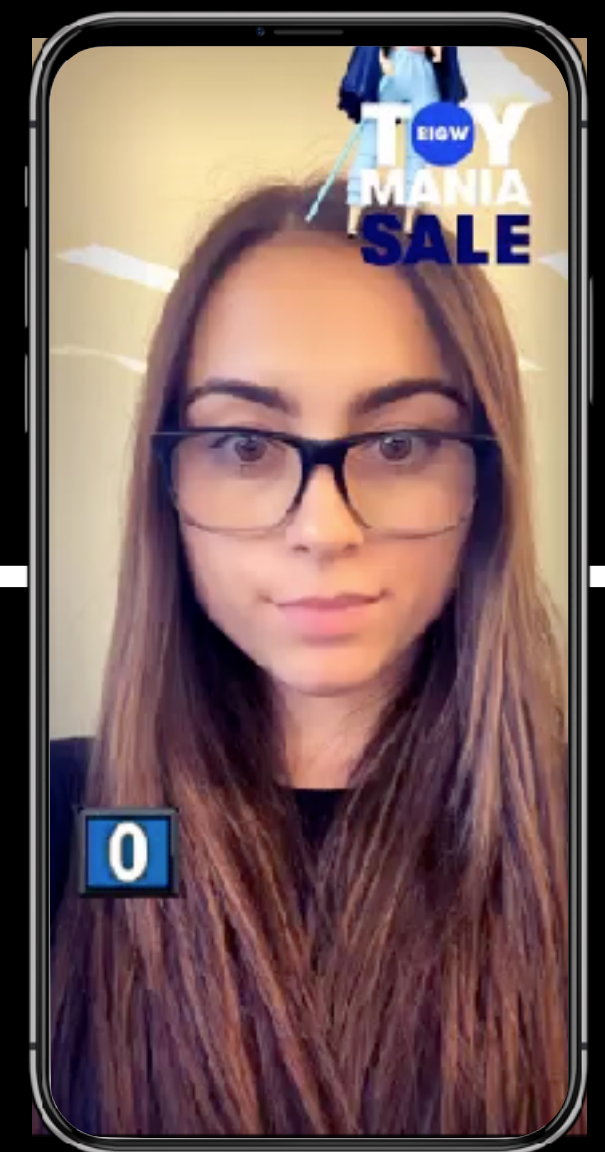


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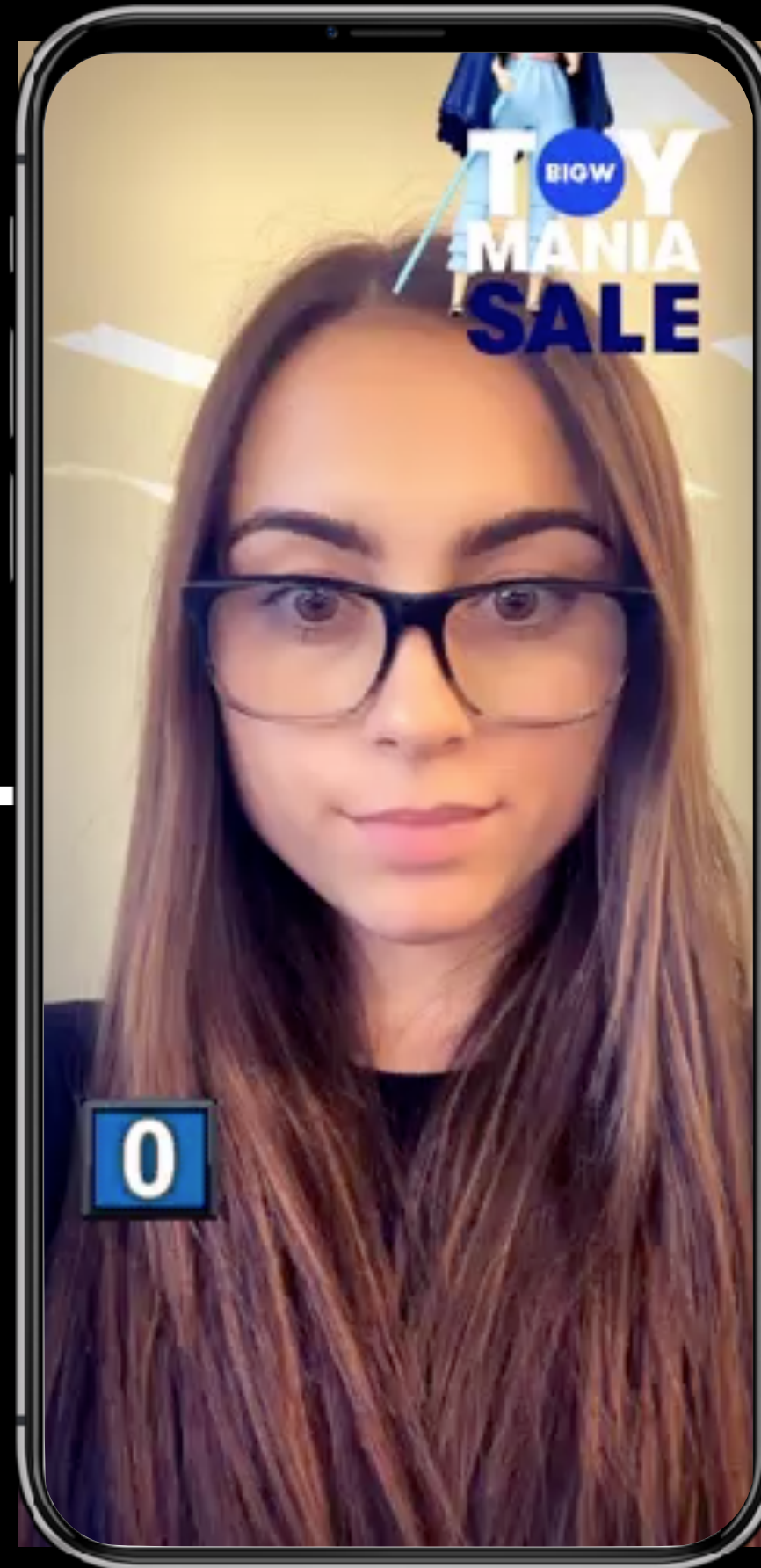
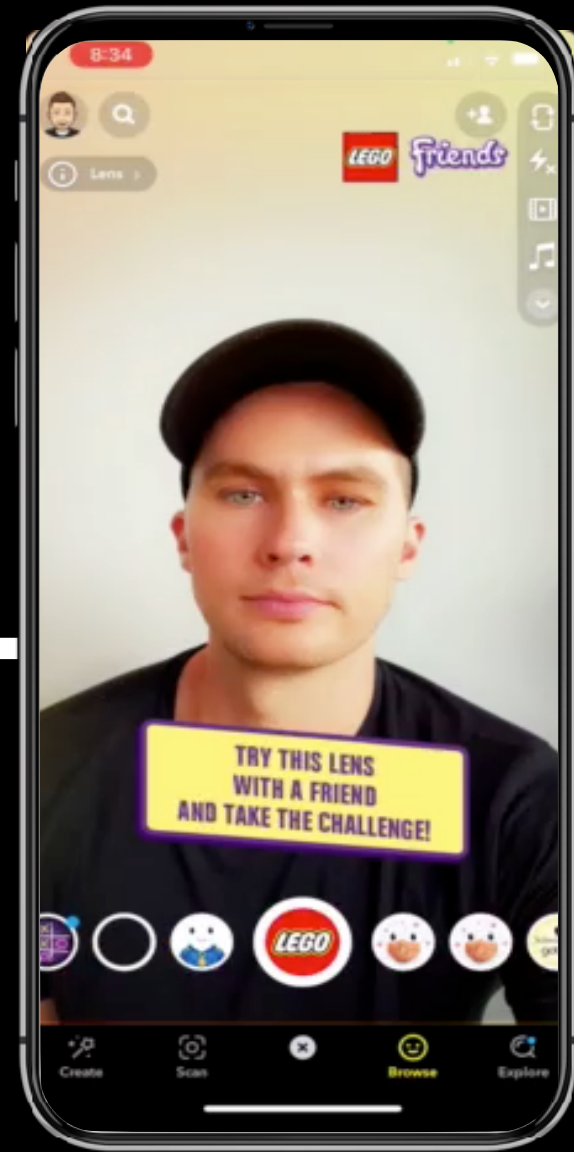
Drive Engagement through interactive AR



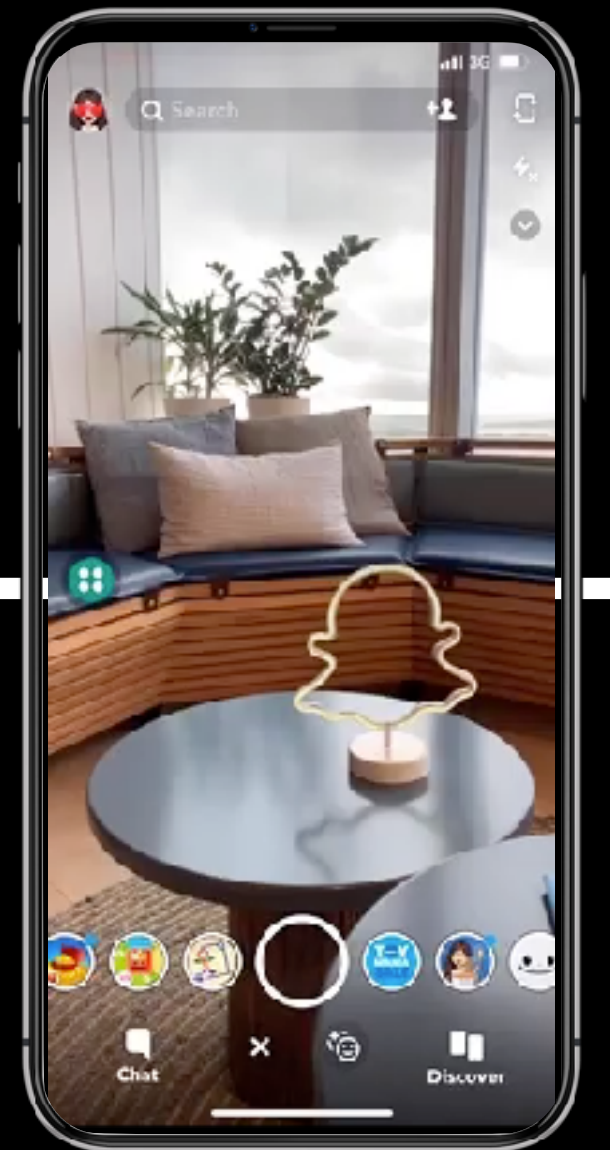


Create a fun and shareable Moment!

Provide parents with a playful and interactive brand moment or create co-viewing experiences for families.



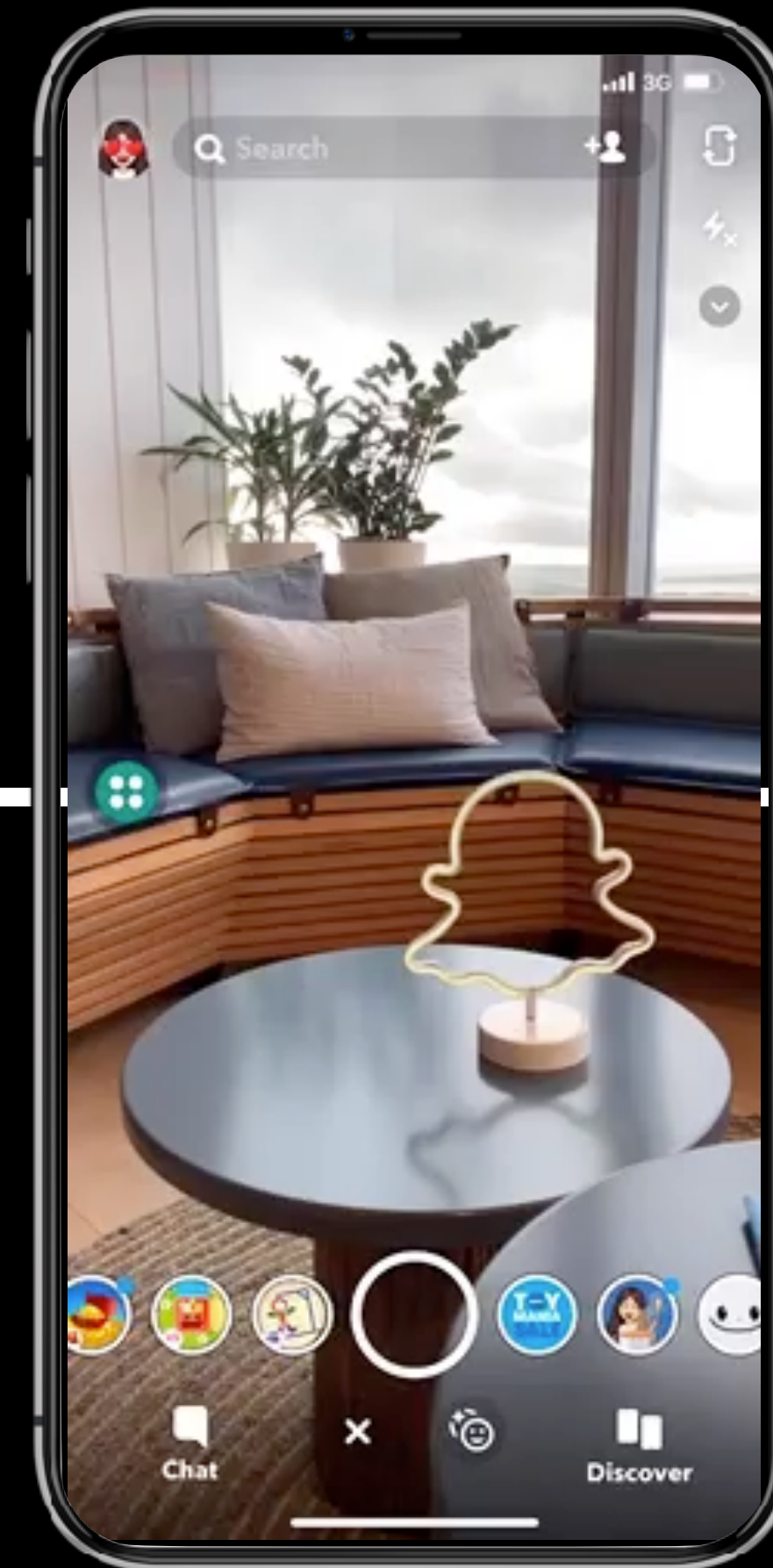
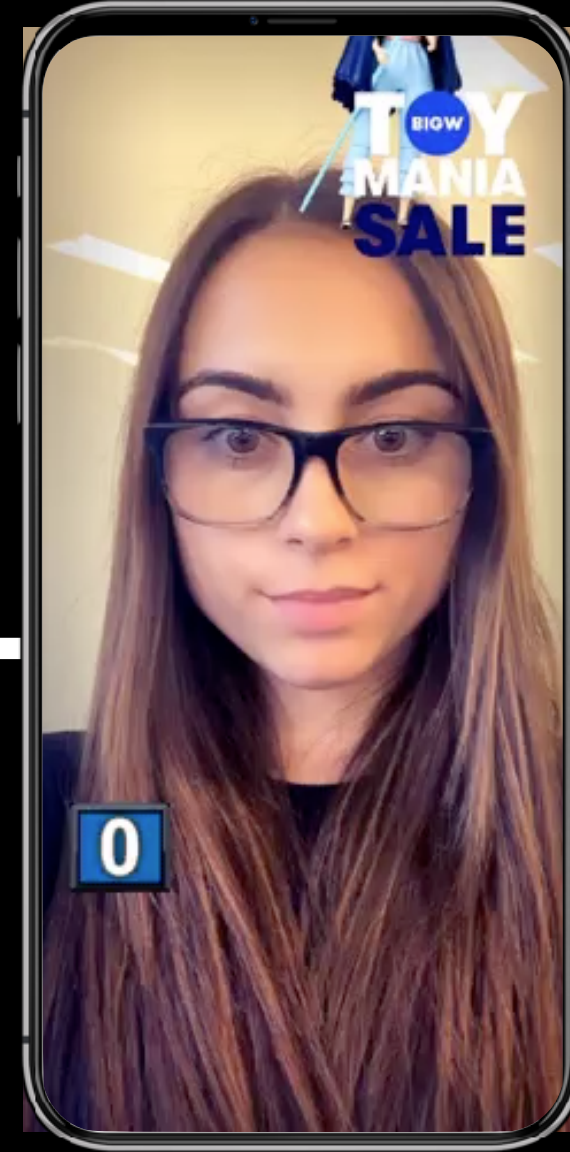
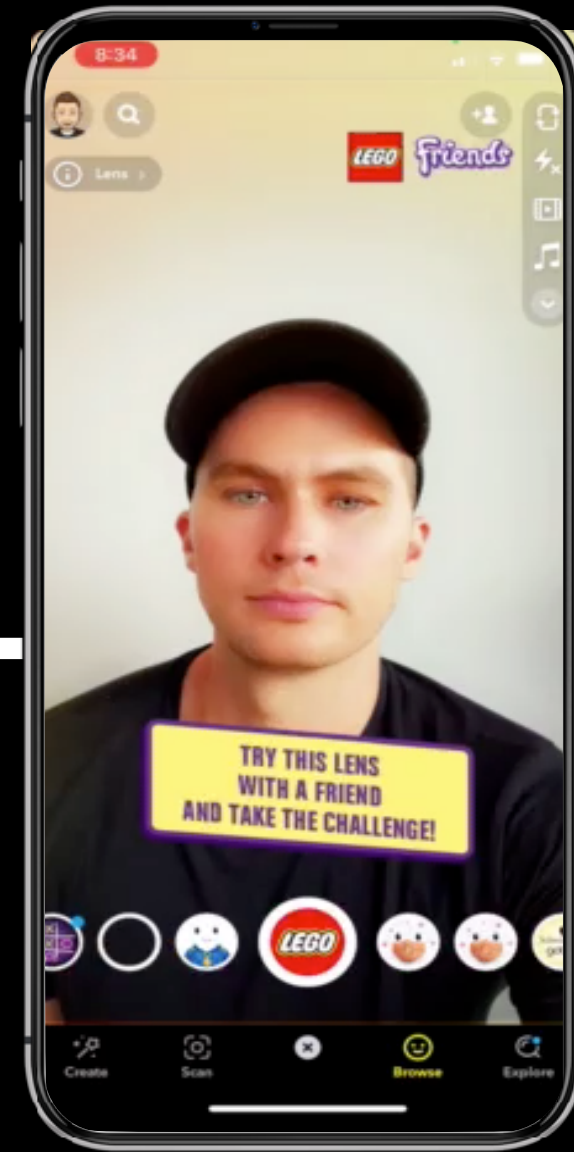
Provide moments of play for parents through gamified AR



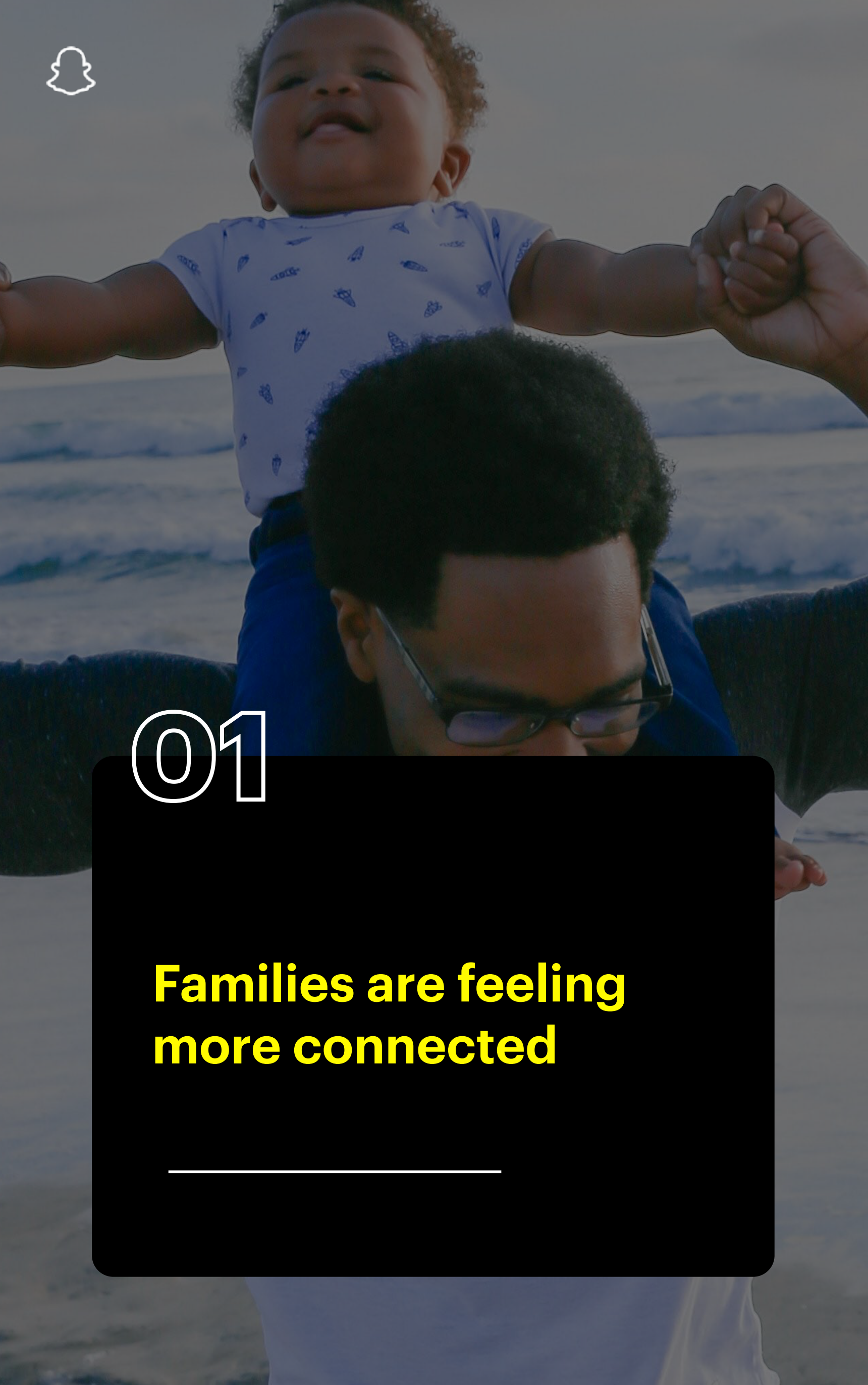


Create a fun and shareable Moment!

Provide parents with a playful and interactive brand moment or create co-viewing experiences for families.



Elevate a brand moment through a unique co-viewing experience



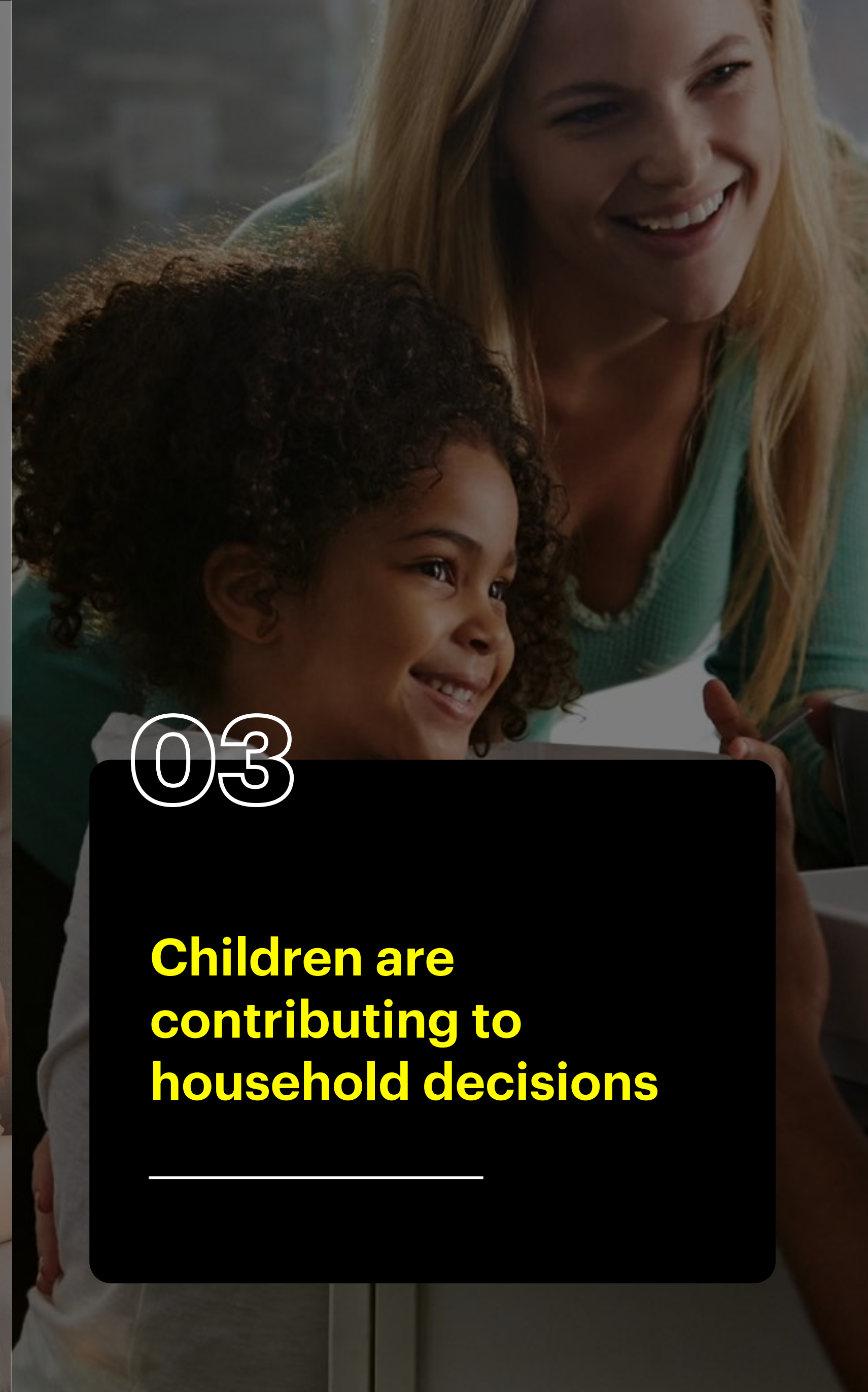
01

Families are feeling more connected



02

Technology usage has shifted



03

Children are contributing to household decisions



Thank you





Appendix

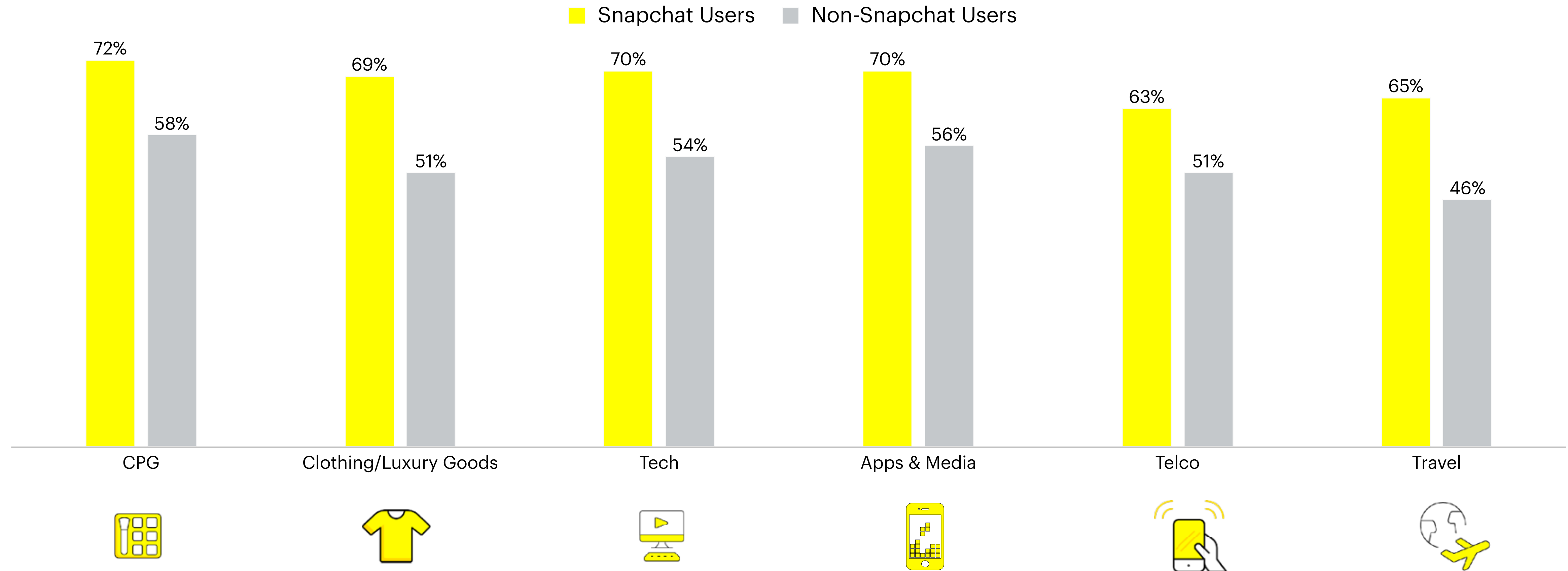


**Advertising plays
a positive role**



Snapchat Parents say that they are more influenced by advertising than non-Snapchat Parents across categories

% of parents who state ads impact their purchase decisions (All the time/sometimes)



Q: How often does advertising impact your purchase decisions for the following types of products?
Respondents said advertising influenced purchase decisions "All of the time" or "Sometimes"



Snapchat Parents feel positively about advertising and are more likely to take action after viewing ads.

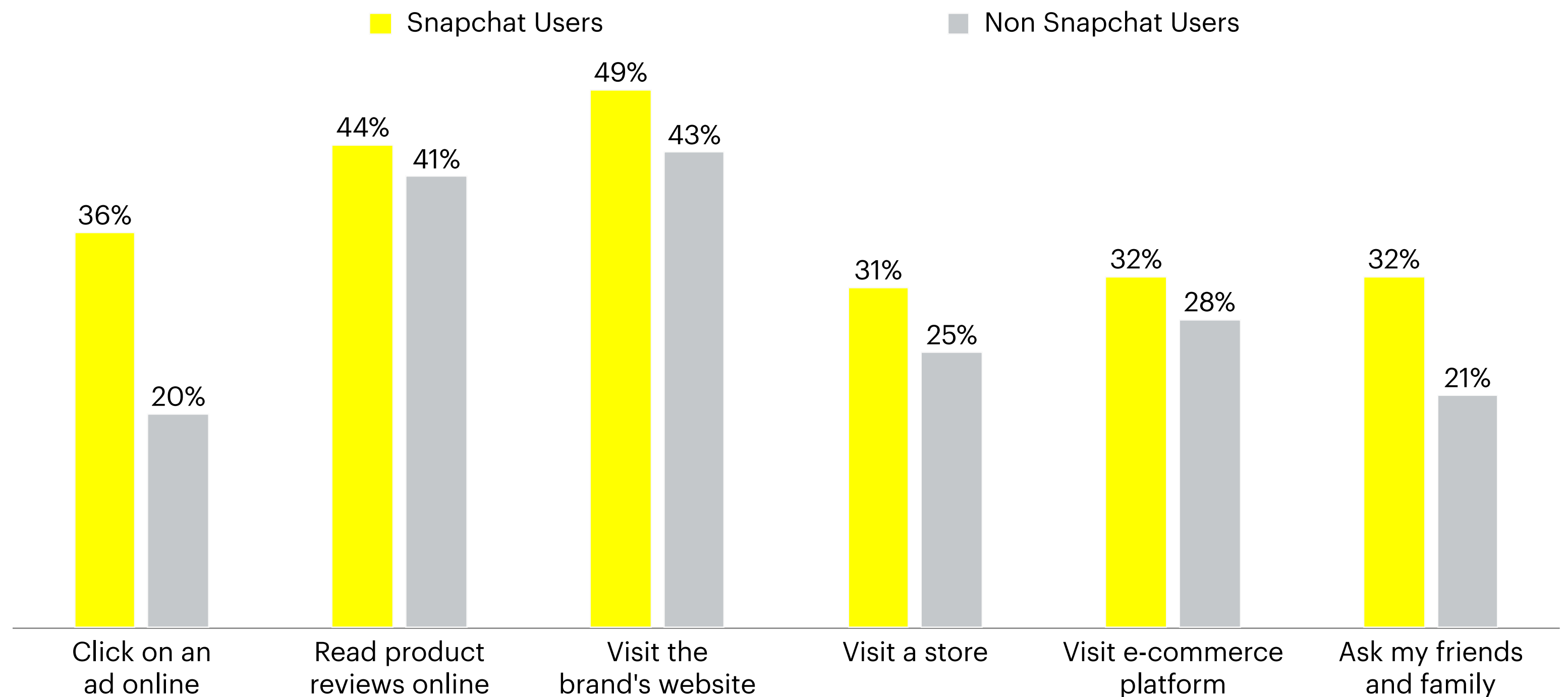
2/3

OF SNAPCHAT PARENTS FEEL POSITIVELY ABOUT ADVERTISING ON SNAPCHAT

1.8X

HIGHER LIKELIHOOD OF CLICKING AN AD FOR PARENTS ON SNAPCHAT

Action taken after seeing ads on Social Platforms



Q: What action do you typically take after seeing an advertisement that interests you?

Q: How would you describe your attitude towards the advertising you see in each of the following places?

Q: Thinking about social networks, how would you describe your attitude towards the advertising you see in each of the following places? (Snapchat Only)



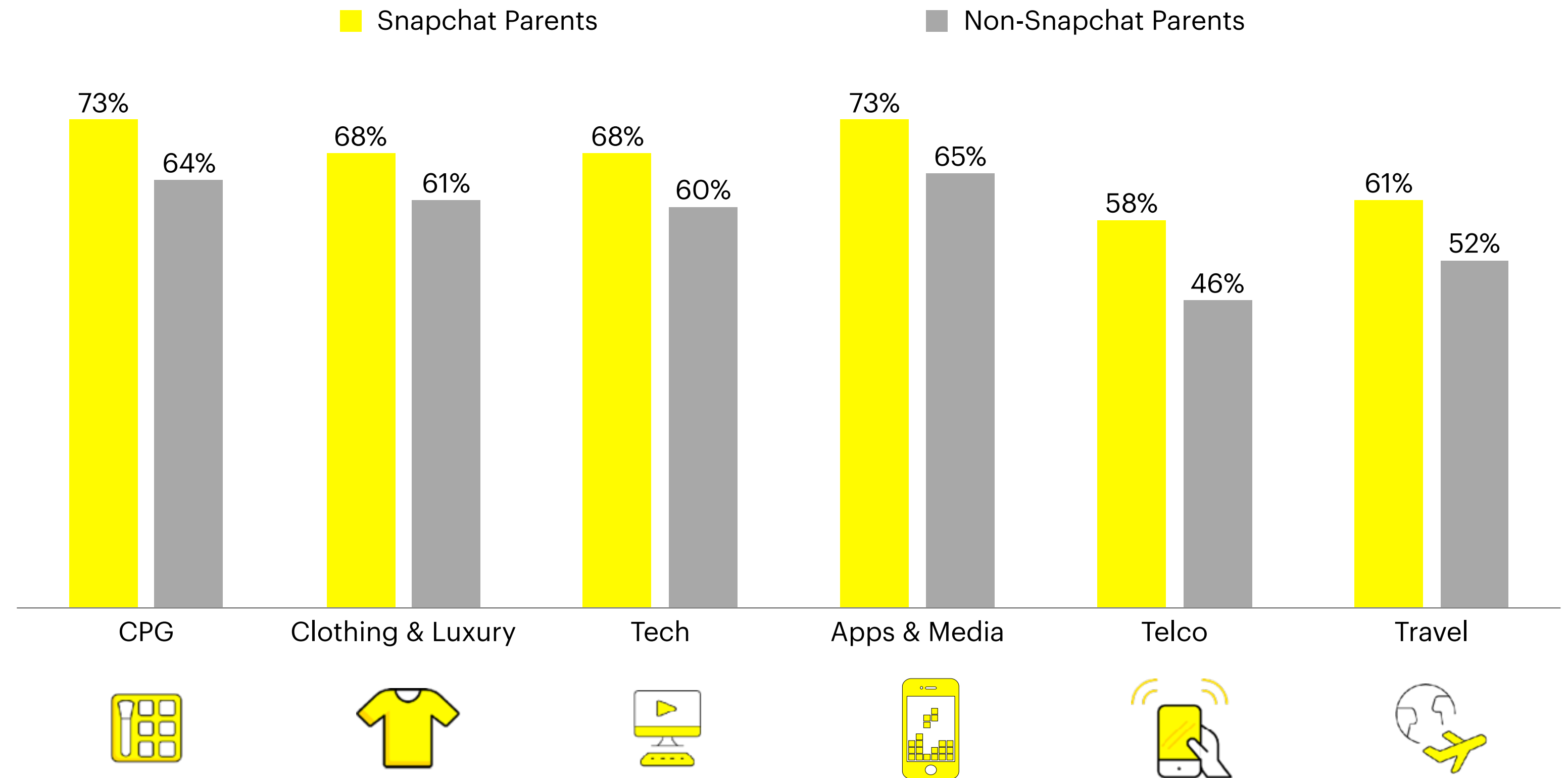
Families buy together



Parents listen to their children when deciding what to buy

% of parents who say their purchases are influenced by their children

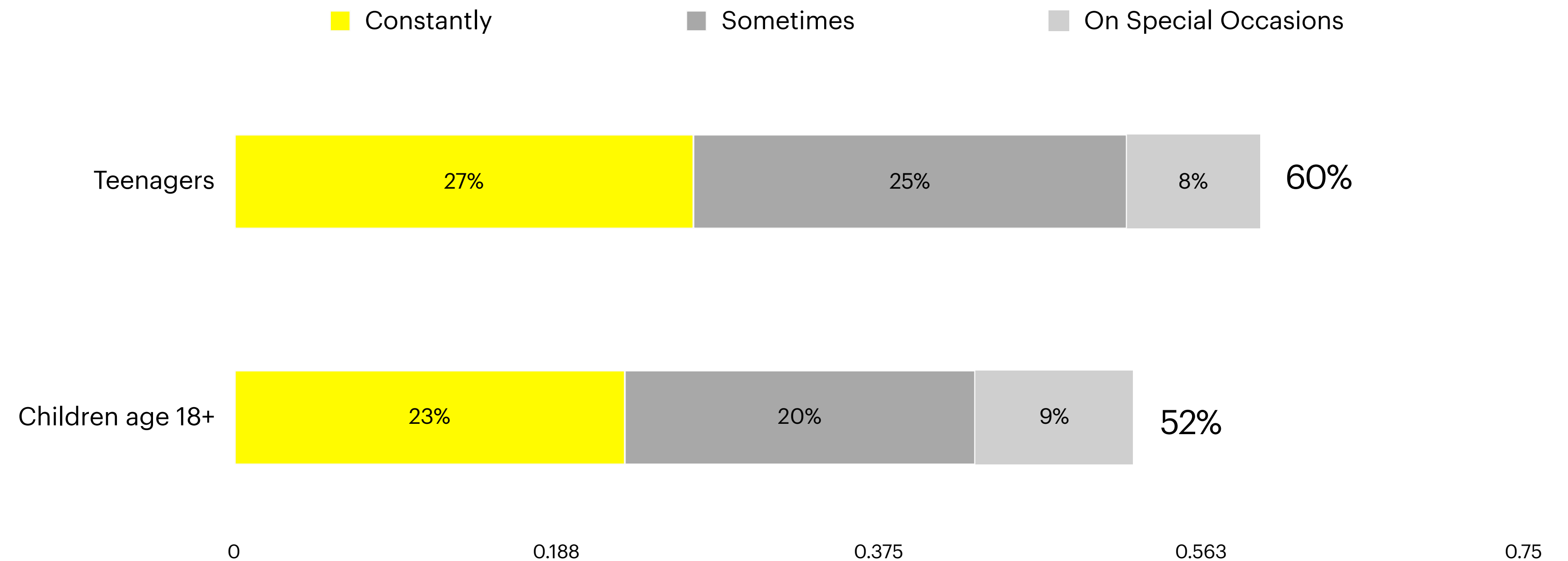
Among parents who use Snapchat, children of all ages highly influence their parents' purchases.



Q: To what extent do your children influence your purchasing decisions on the following categories? Regularly and From time to time

Children draw inspiration from social media

% of parents asked to buy something because their child saw it on social media



Q: Has your child, aged 9-17, asked you to purchase a product or service after seeing an ad or video on the following platforms?
Q: Has your child, aged 18-29, asked you to purchase a product or service after seeing an ad or video on the following platforms?
Teenagers defined as children age 9-17

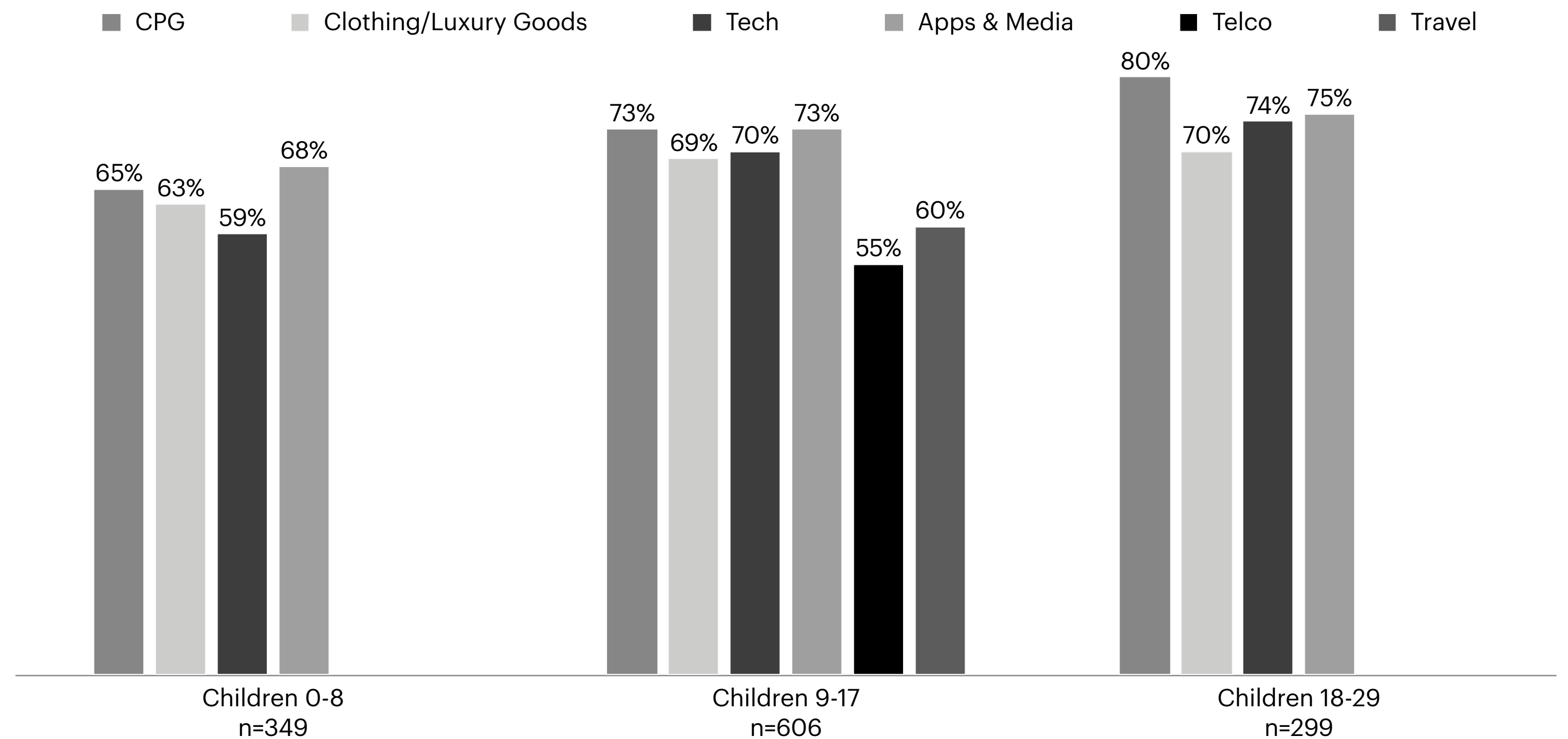
Total Sample Sizes for Children (All Social Media Platforms)
9-17 n=591
18-29 n=296



Influence grows as children age with variation across categories

% of parents who say children influence purchase decisions

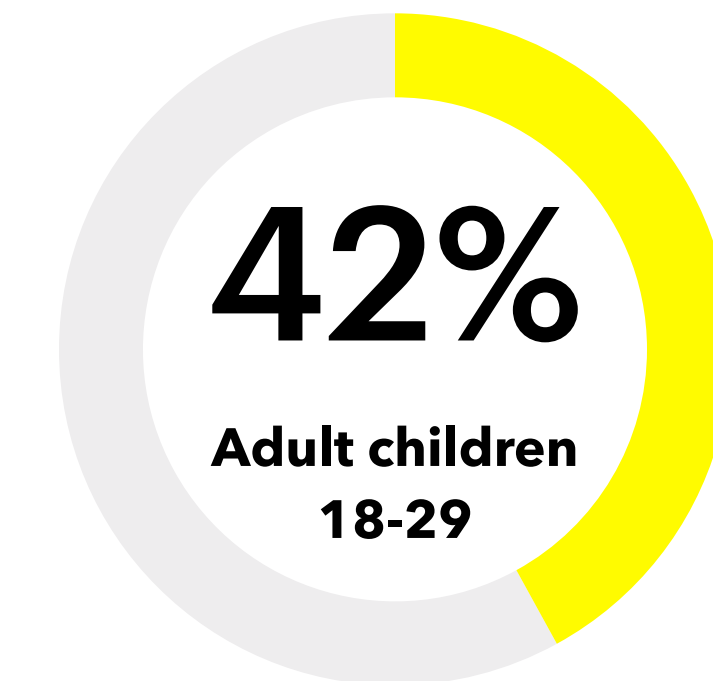
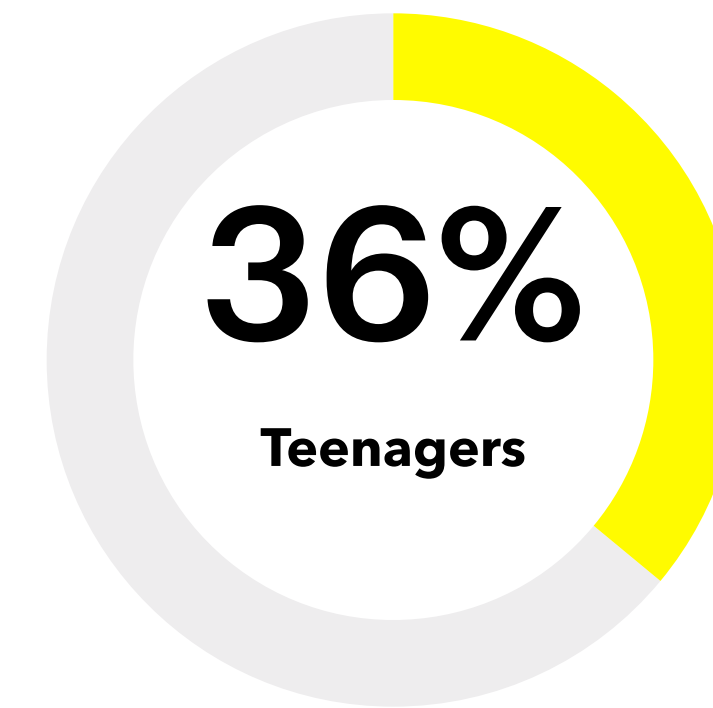
Grown children adopt more advisory roles for their parents for CPG, clothing, tech, and media & apps



Q: To what extent do your children influence your purchasing decisions on the following categories? Regularly and From time to time
Among ALL Parents

Many children shop regularly for their household using various payment methods

% of children who shop regularly for the household



Payment method

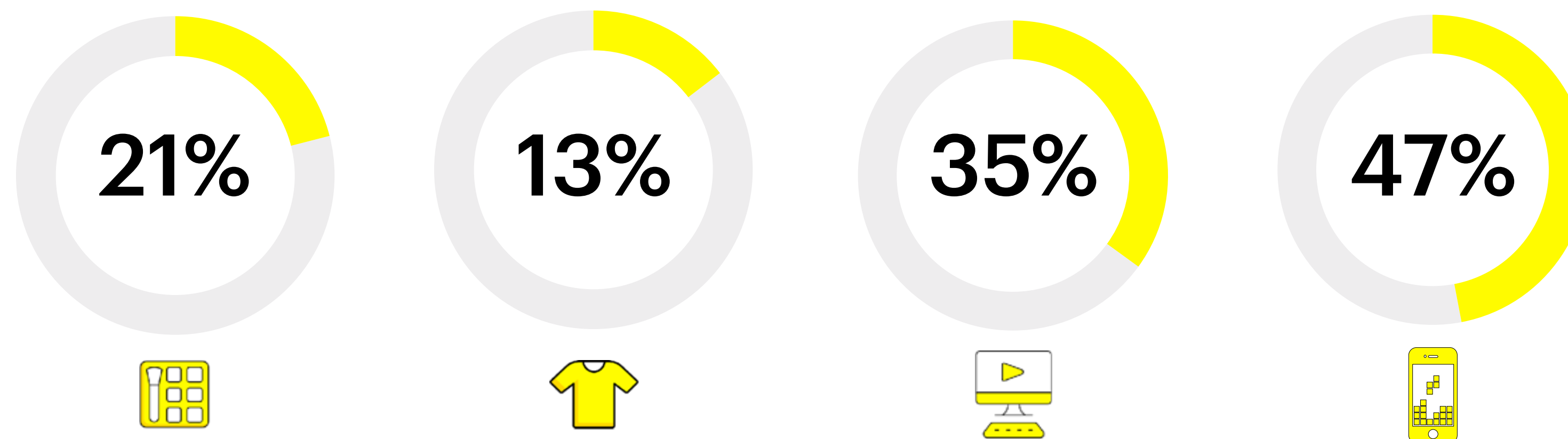
Payment method	Teenagers	Adult children 18-29
Allowance	26%	15%
Earned money from job	27%	45%
Parents provided – app/phone	18%	14%
Parents provided – Cash/Physical card	23%	18%

Q: Who does the shopping regularly in your household for the following categories. My children do the shopping.
 Q: You indicated that your child or children does some or all the shopping for these categories. How do they typically pay for those purchases?
 Teenagers defined as children age 9-17



More than one in three teenagers buy mobile apps and streaming services for their household

% of teenagers who shop regularly for the household



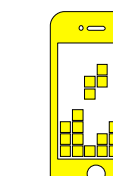
CPG



Clothing & Luxury Goods



Technology



Apps & Media

Payment method %

Payment method	CPG	Clothing & Luxury Goods	Technology	Apps & Media
Allowance	33	13	22	27
Earned money from job	32	31	29	23
Parents provided – app/phone	15	12	18	23
Parents provided – Cash/Physical card	17	40	24	19
Sample size	126	67	295	252

Q: You indicated that your child or children does some or all the shopping for these categories. How do they typically pay for those purchases?

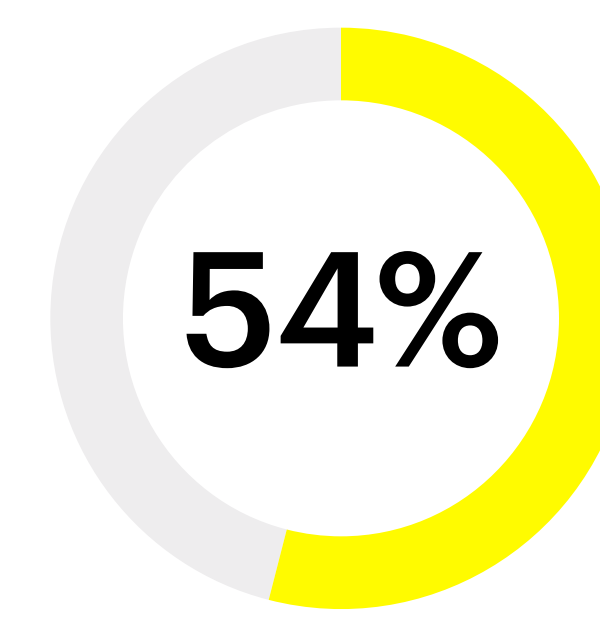
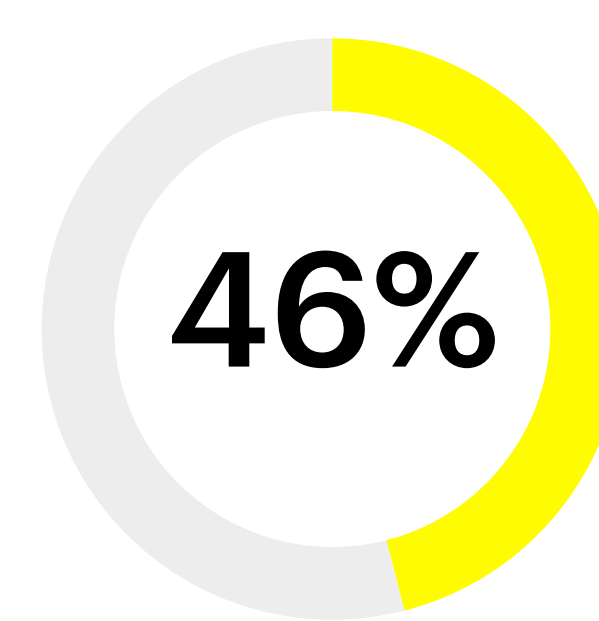
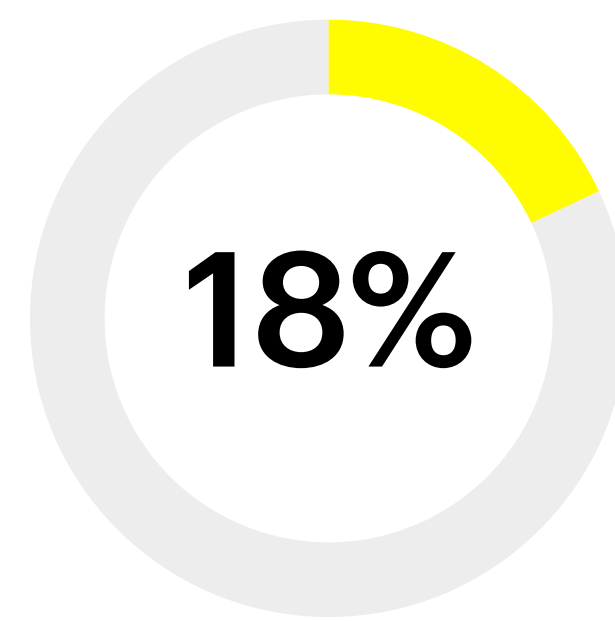
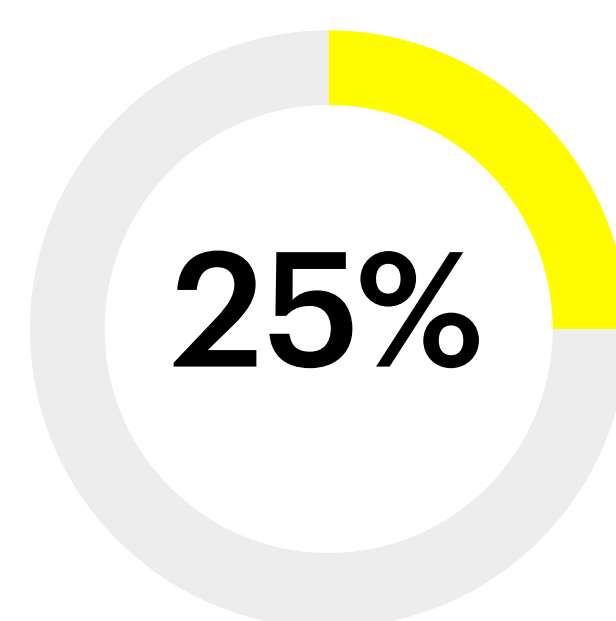
Q: You indicated that your child or children does some or all the shopping for these categories. How do they typically pay for those purchases?

Sample below 30: Telco, Travel

Teenagers defined as age 9-17

Adult children who live at home are likely to shop for their household across categories

% of adult who shop regularly for the household



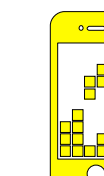
CPG



Clothing & Luxury Goods



Technology



Apps & Media

Payment method %

Allowance

22

10

13

14

Earned money from job

41

48

50

46

Parents provided – app/phone

14

17

13

16

Parents provided – Cash/Physical card

19

21

17

16

Sample size

74

52

132

147

Q: You indicated that your child or children does some or all the shopping for these categories. How do they typically pay for those purchases?

Q: You indicated that your child or children does some or all the shopping for these categories. How do they typically pay for those purchases?

Sample below 30: Telco, Sports and Fitness, Travel

