

SNAPCHAT 

LESS LIKES MORE LOVE

SNAPCHAT 

Snapchat

Audience Insights and Canadian Newcomers





**Snapchat
enhances
relationships
between
friends, family,
and the world.**

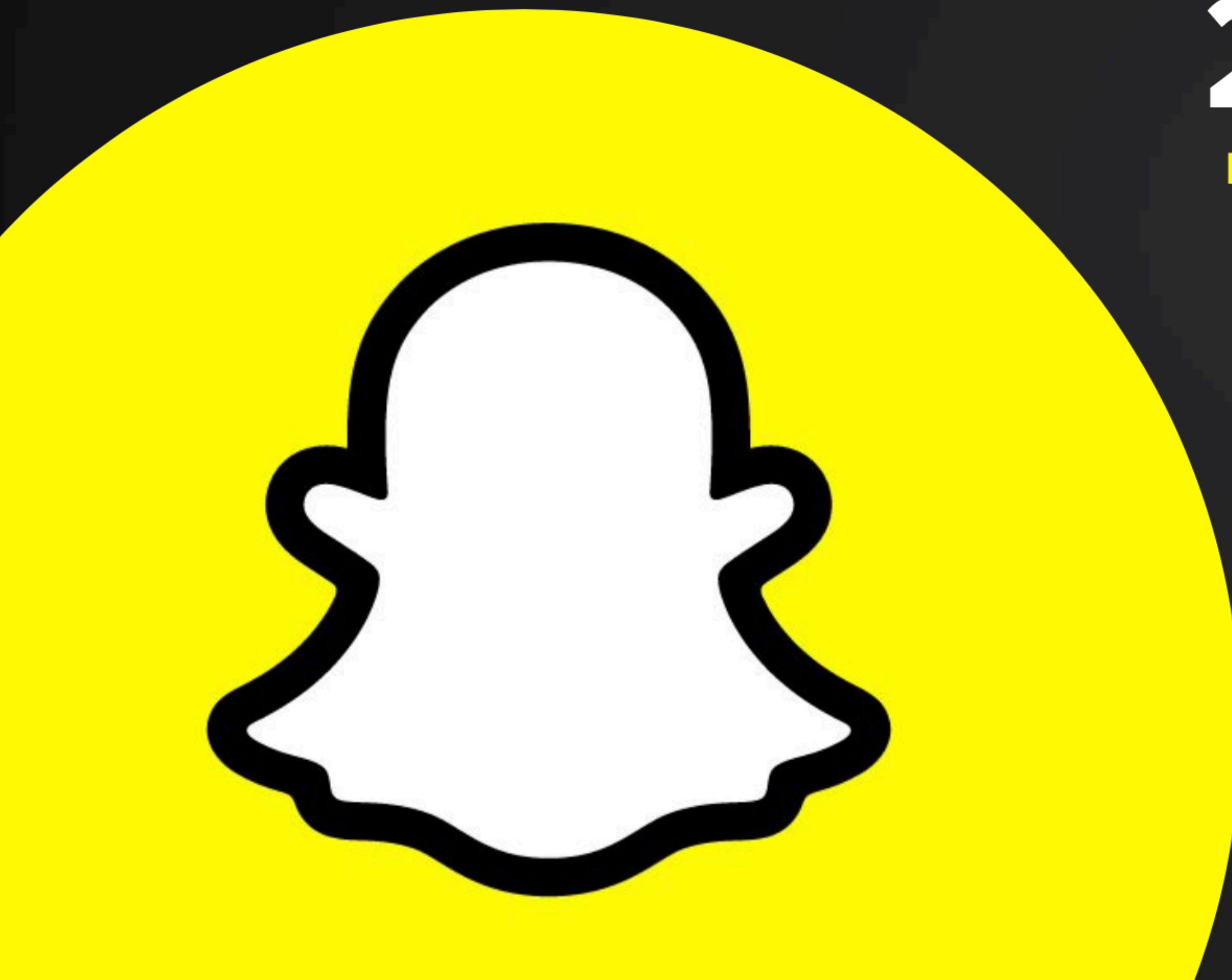
75%

of people come to Snapchat
to interact with their closest circle
of family and friends.



RESEARCH CONFIRMS:

People use **Snapchat** to connect with friends, more so than other apps



2.7x

MORE THAN



1.3x

MORE THAN



1.0x

ON PAR WITH



Source: 2023 Alter Agents Real Relationships, Real Impact study commissioned by Snap Inc.
Base: US Vertical Exposure Total (n=1216)
Snapchat (n=202); Facebook (n=203); Instagram (n=202); TikTok (n=204); YouTube (n=202)
QADE1. Please tell us how you use this social app.

Our audience has **literally grown up** using Snapchat to celebrate their everyday and most important moments

And they **stay on Snapchat** to keep sharing those moments as their **life stages evolve.**

50%+

of Snapchatters are 25+

81%+

of Snapchatters are 18+

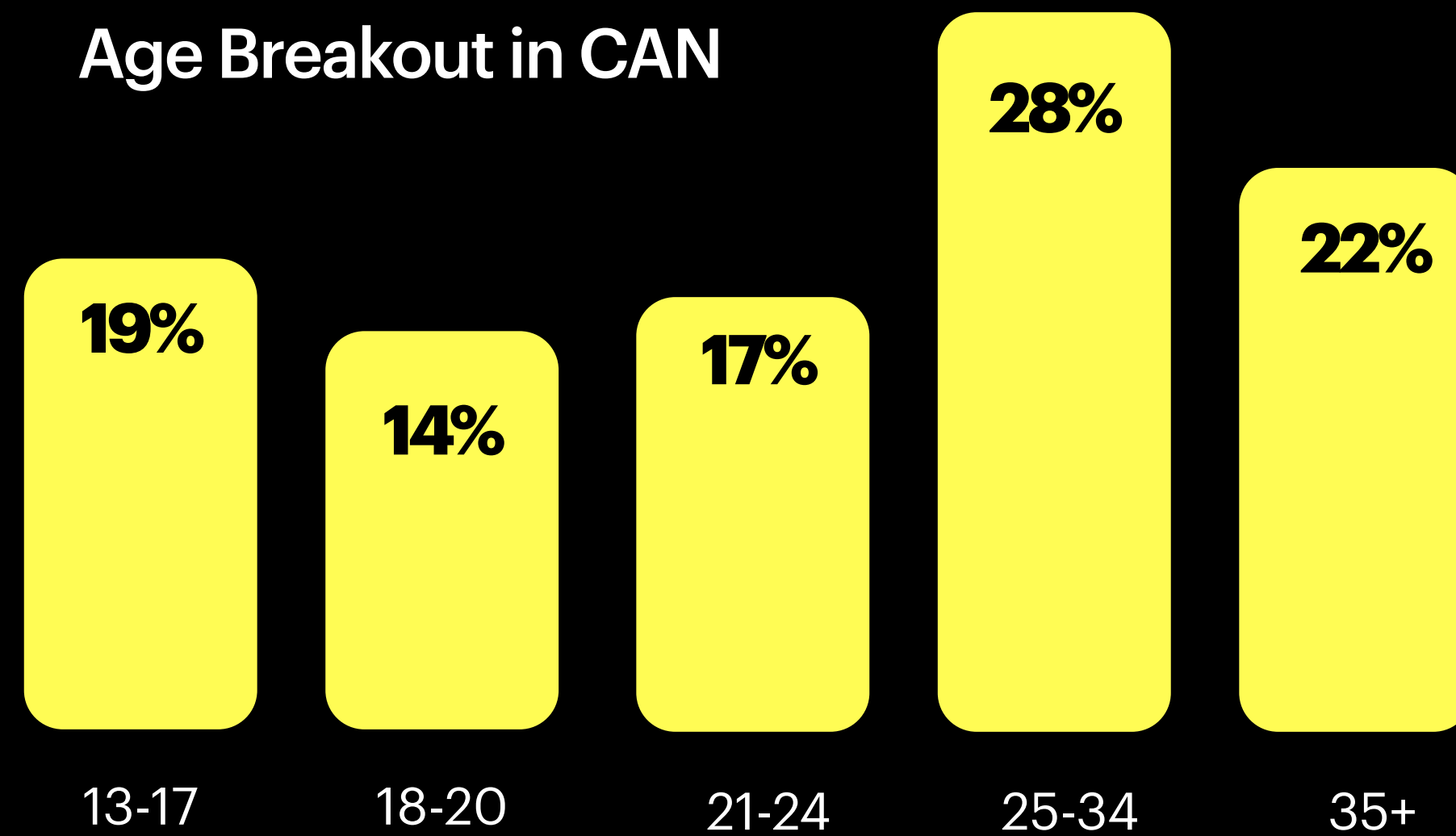


The Snapchat generation is your current and future customer

13.2 Million+

Canadian Monthly Active Users

Age Breakout in CAN



81%
of CAN
Snapchatters
are A18+

50%
of CAN
Snapchatters
are 25+

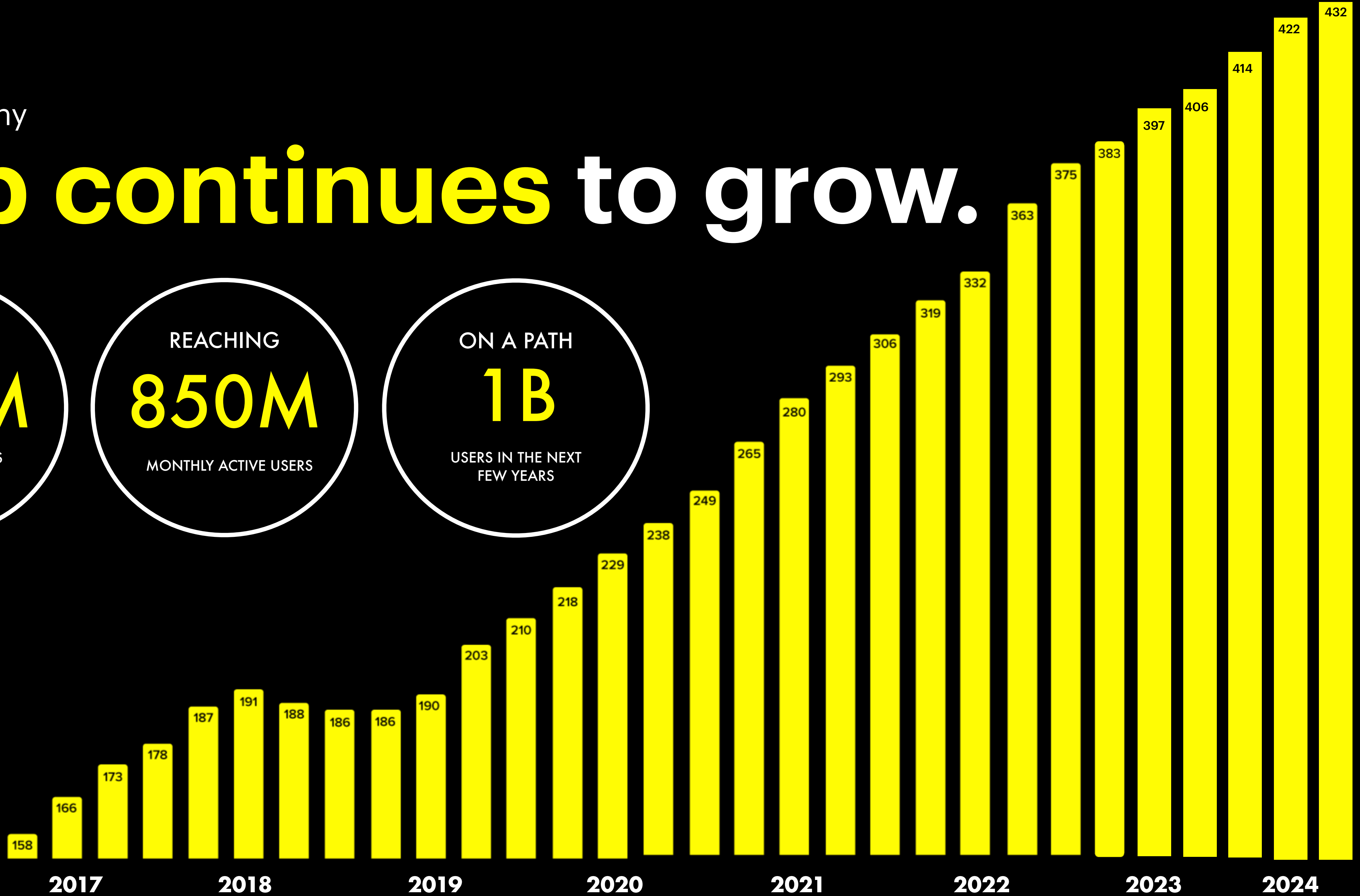
This explains why

Snap continues to grow.

REACHING
432M
DAILY ACTIVE USERS

REACHING
850M
MONTHLY ACTIVE USERS

ON A PATH
1B
USERS IN THE NEXT
FEW YEARS





ESPECIALLY WITH **GEN Z AND MILLENNIALS**

We reach over...

90%

13- to 24-year-olds in Canada

and

75%

13- to 34-year-olds in more than 25
countries, including Canada





Much of who actually...

CAN'T BE REACHED ON ANY OTHER PLATFORM...

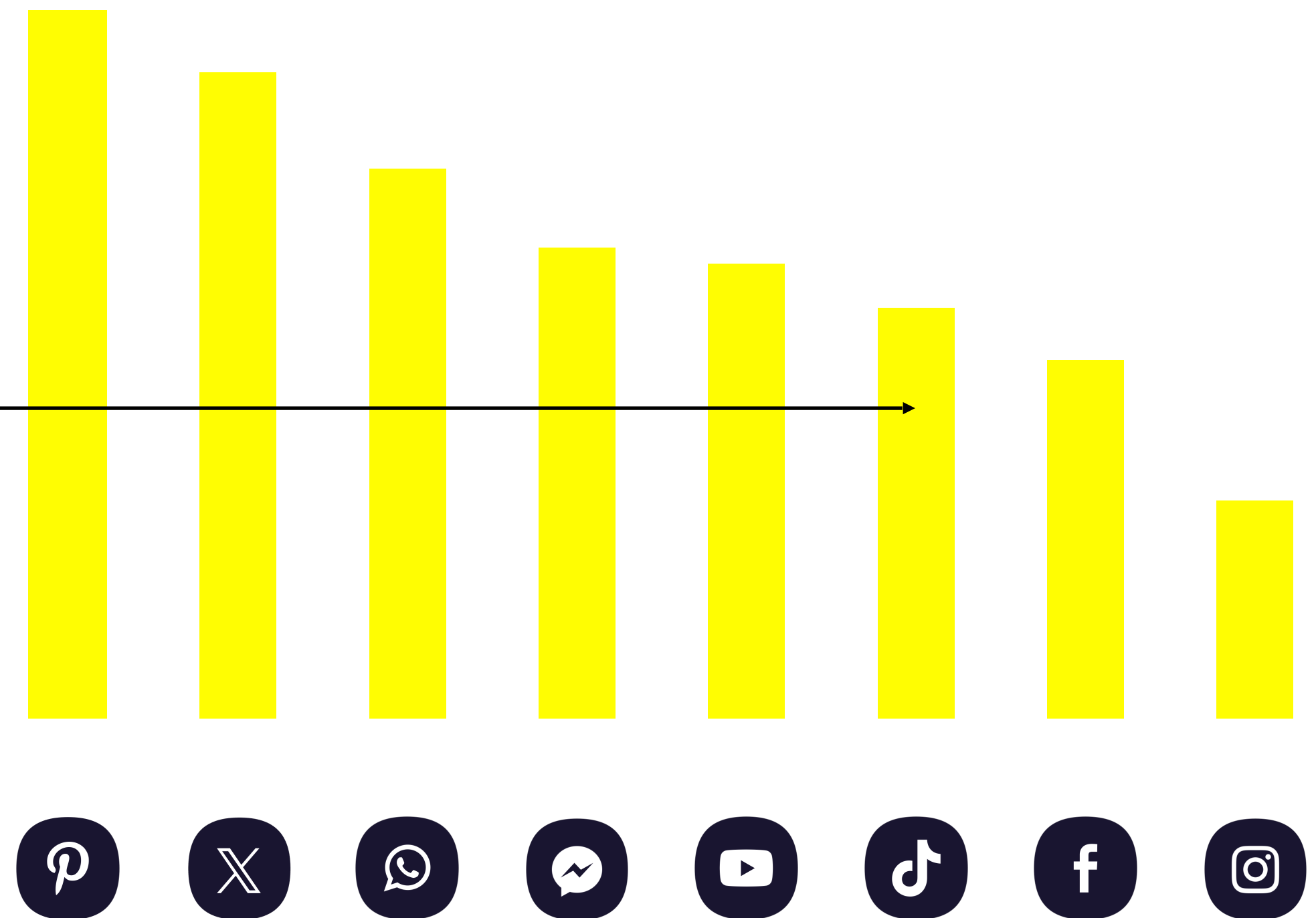
In fact,

47%

of our 18+ audience isn't on TikTok daily.

Source: GWI Q1 & Q2 2024. Sample Size: 1,629 Snapchatters aged 18-64 who use the platform daily. Market: Canada.

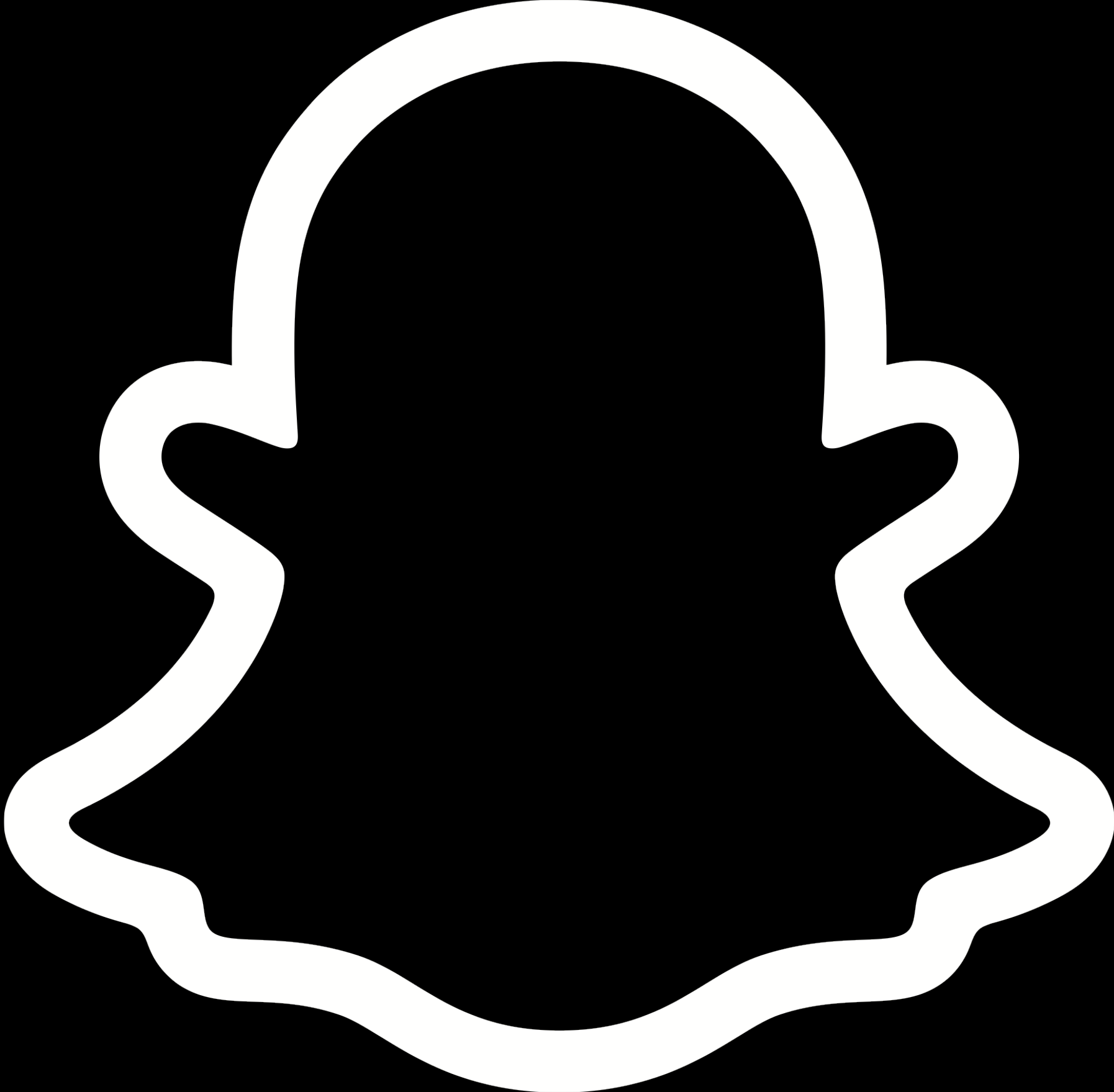
Exclusive daily reach of Snapchatters (18+)
% of Snapchatters who do not use this platform daily



Snapchat Canadian Newcomers



October 2024

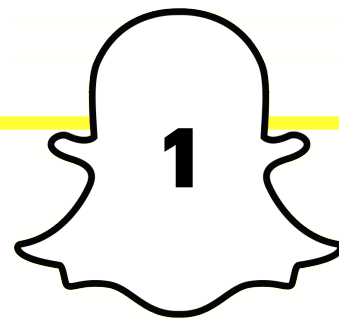


Research Objective & Methodology

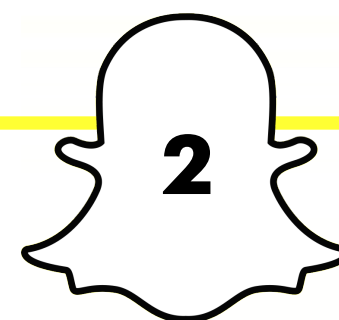
Kantar conducted a custom quantitative survey to understand how Canadian Newcomers make decisions and the role that Snap plays within their decision making journeys.

Recruitment Period: 2/1/24 - 2/26/24

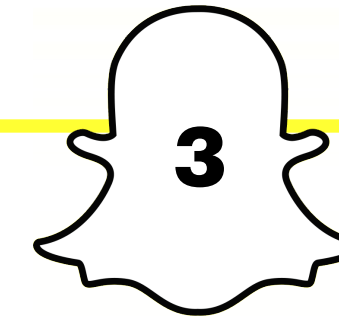
Research Target Audience: n=1800 CA A18-55



**Who are
Canadian
Newcomers?**



**How do
Canadian
Newcomers
make decisions?**



**What role does
social media play
among Canadian
Newcomers?**



Who are Canadian Newcomers?

Canadian Newcomers are...

YOUNGER

45%

of Canadian Newcomers are Gen Z, compared to 37% of non-Newcomers

STUDENTS

19%

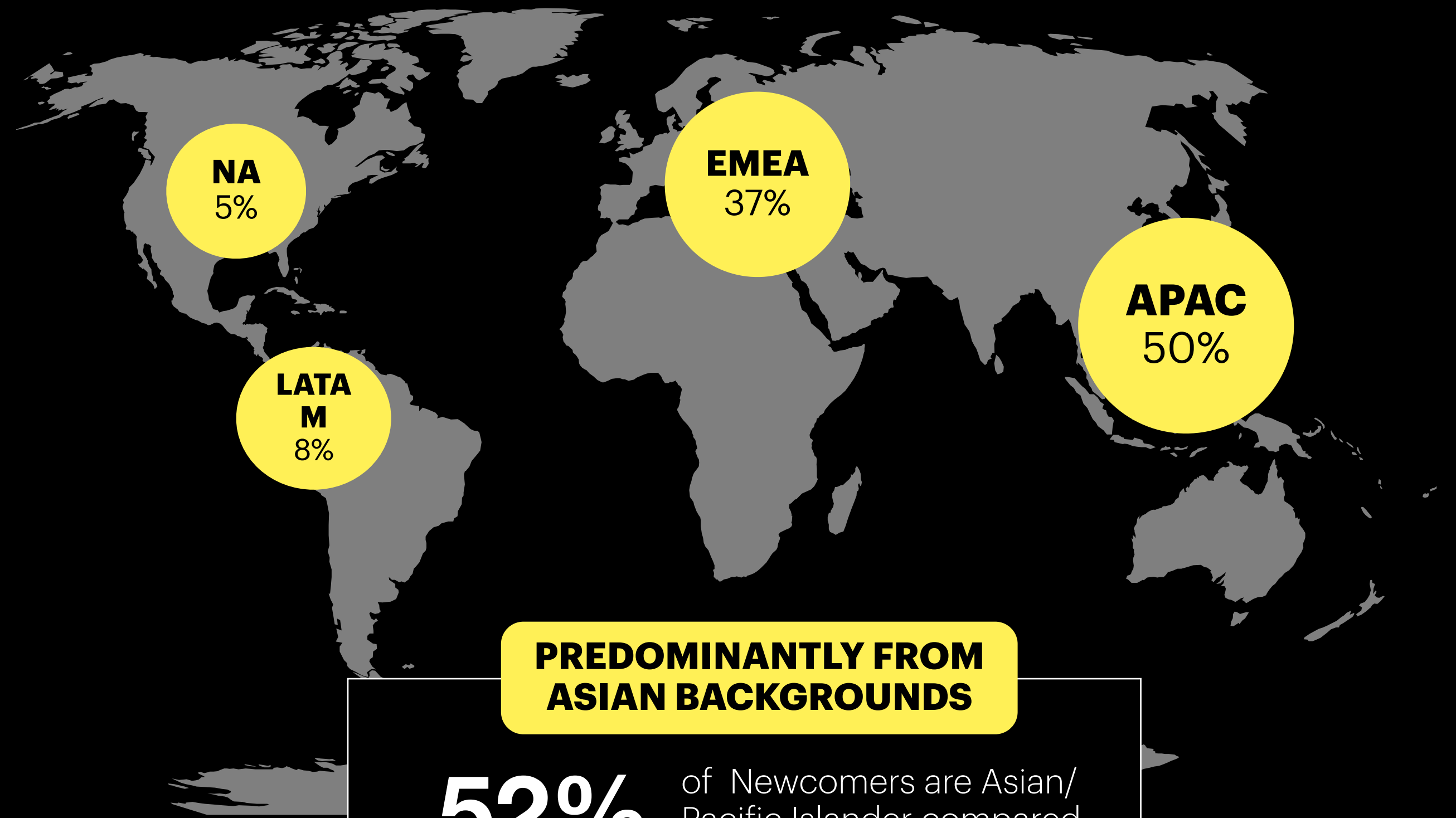
are students, compared to 10% of non-Newcomers

UNEMPLOYED

32%

are unemployed, compared to 25% of non-Newcomers

Newcomers by Birth Country



PREDOMINANTLY FROM ASIAN BACKGROUNDS

52%

of Newcomers are Asian/Pacific Islander compared to 20% of non-Newcomers



Recent Newcomers have been more likely to move for employment or education

48%

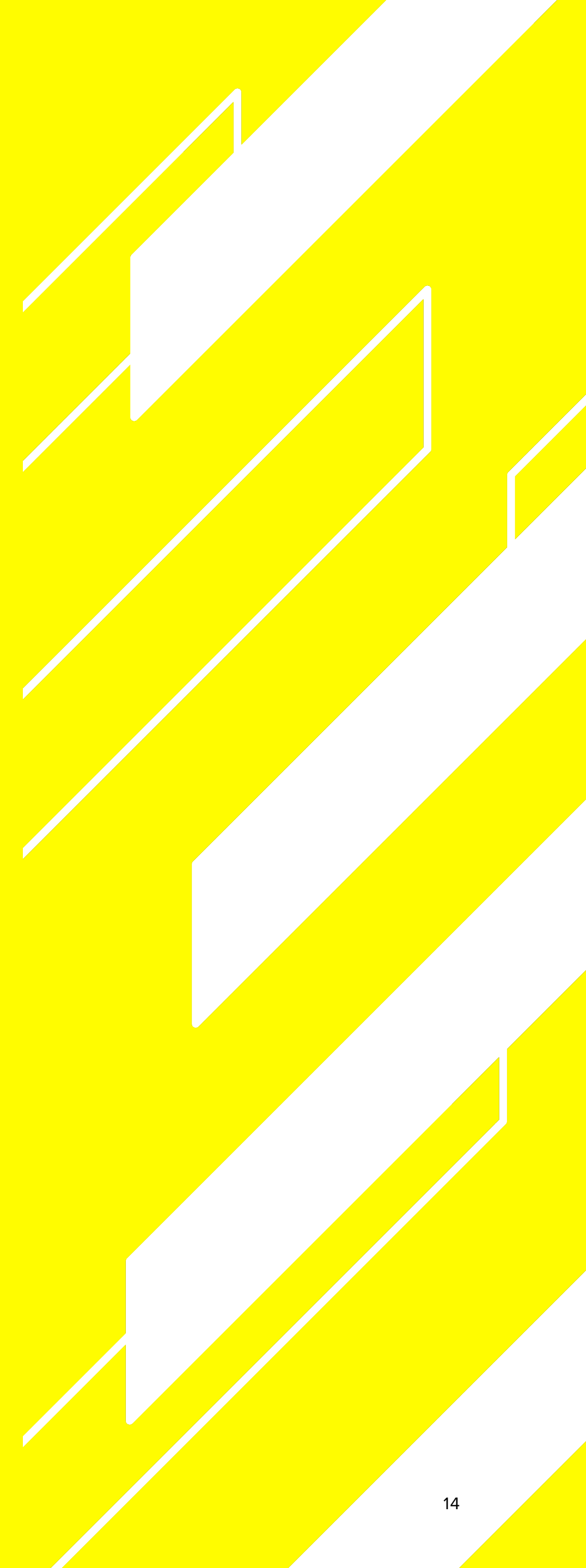
of recent Newcomers (post-2018) have moved to Canada for education, compared to 31% of Newcomers who moved pre-2018

23%

of recent Newcomers (post-2018) have moved to Canada for prospective employment opportunities, compared to 19% of Newcomers who moved pre-2018



What Role Does Social Media Play Among Canadian Newcomers?





73%

**of Newcomer Snapchatters
started using Snapchat in their
home country**



Canadian Newcomers are active Snapchatters

1.3X

More likely to be **weekly Snapchatters** than non-Newcomers

1.5X

More likely to use Snapchat **5 or more times a day** than non-Newcomers

Snapchat is one of the top platforms Newcomers use to keep in contact with family and friends

42%

of Canadian Newcomers are motivated to use Snapchat to keep in contact with family and friends

Top Snapchat Activities among Newcomers

- Message friends or family back home
- Share photos or videos
- Use the camera to play with and try on filters
- Watch or read content from other people or brands
- Share content from other people or brands



**Newcomers on
Snapchat are
content sharers,
particularly when
it comes to
posting to their
story**

1.7X

More likely to share content
they saw on Snap by posting to
their story than non-Newcomers



From initial discovery of a brand to purchase, Snapchat plays an important role among Newcomers

Canadian Newcomers are...

1.9X

More likely to **discover** a brand on Snapchat compared than non-Newcomers

1.7X

More likely to **consider purchasing** from a brand following exposure on Snapchat than non-Newcomers



Snapchat drives action among Newcomers, who are particularly influenced by friends and family

56%

of Newcomers are at least somewhat likely to take any action (including researching, purchasing, sharing, etc) after viewing Snapchat content through any method

TOP METHOD
That drives action

44%

of Newcomers are likely to take any action after seeing Snapchat content through chat with friends or family



How Do Canadian Newcomers Make Decisions?



Newcomers are more influenced by cultural factors in advertising than Non-Newcomers

86%

of Newcomers find **any cultural factor** in advertising for a specific brand to be important in influencing their purchasing decision of the brand compared to 77% of Non-Newcomers

Top 3 Influential Cultural Factors in Advertising among Newcomers

	Newcomers	Non-Newcomers
Shows people from diverse ethnicities	62%	47%
Talks about socio-cultural issues that are relevant for my home country	59%	41%
Celebrates my cultural holidays	58%	39%



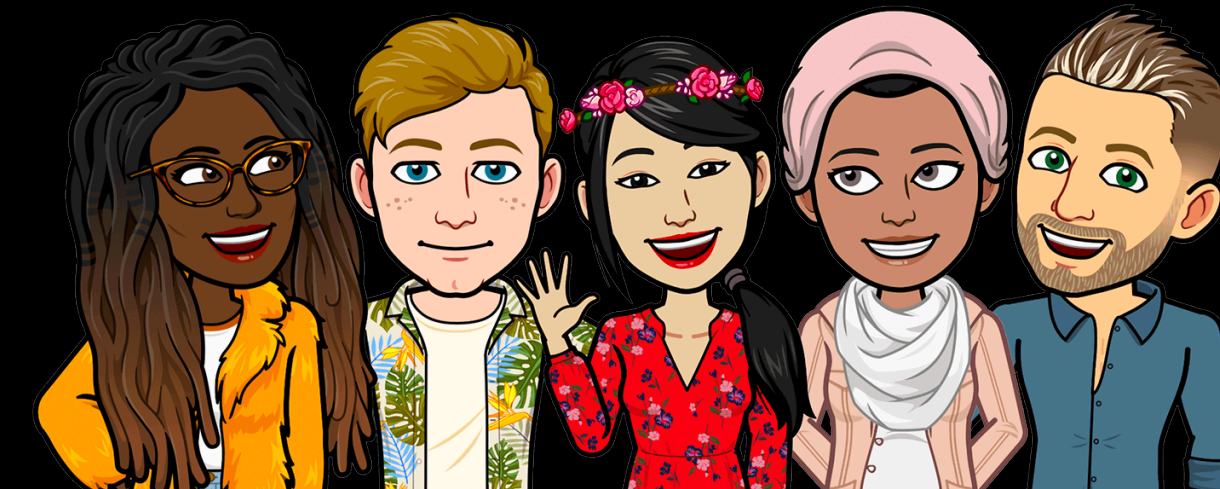
Newcomers find cultural elements within advertising influential

62%

of Newcomers believe showing people from diverse ethnicities within advertising is an important factor in influencing purchasing decisions regarding the advertised brand

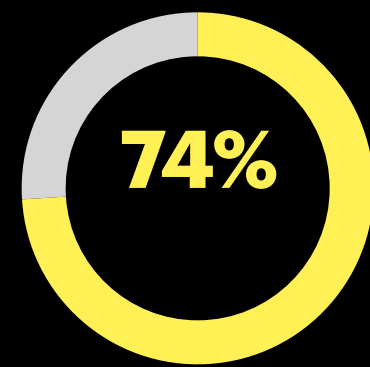
52%

of Newcomers are also more likely to consider switching to a new brand if they see an ad for the brand that has more diversity and representation than the brand they currently use

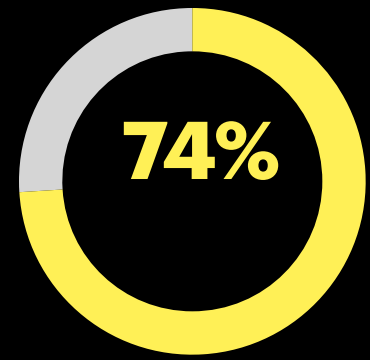




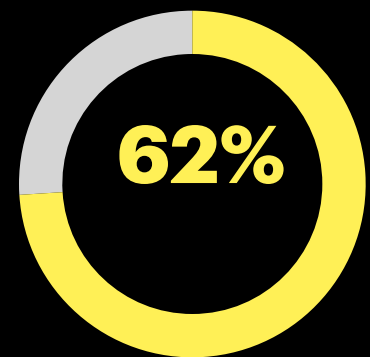
Newcomers are more likely to select brands based on reputation, recommendations, and familiarity across categories compared to non-Newcomers



of Newcomers select brands that are **well known or reputable in Canada** compared to 67% of non-Newcomers

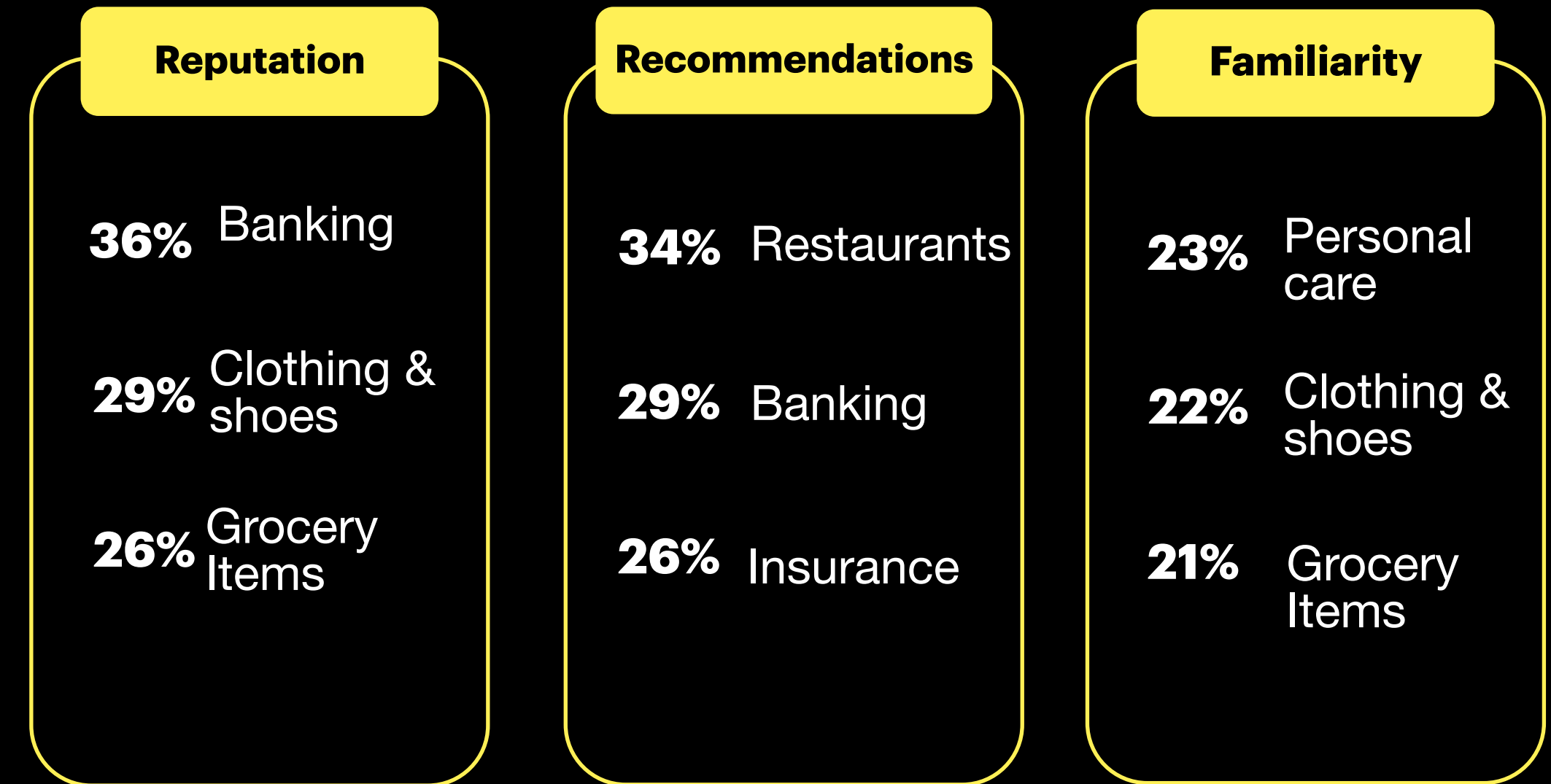


of Newcomers select brands that were **recommended by friends and family** compared to 61% of non-Newcomers



Of Newcomers select **familiar brands from their home country** compared to 47% of non-Newcomers

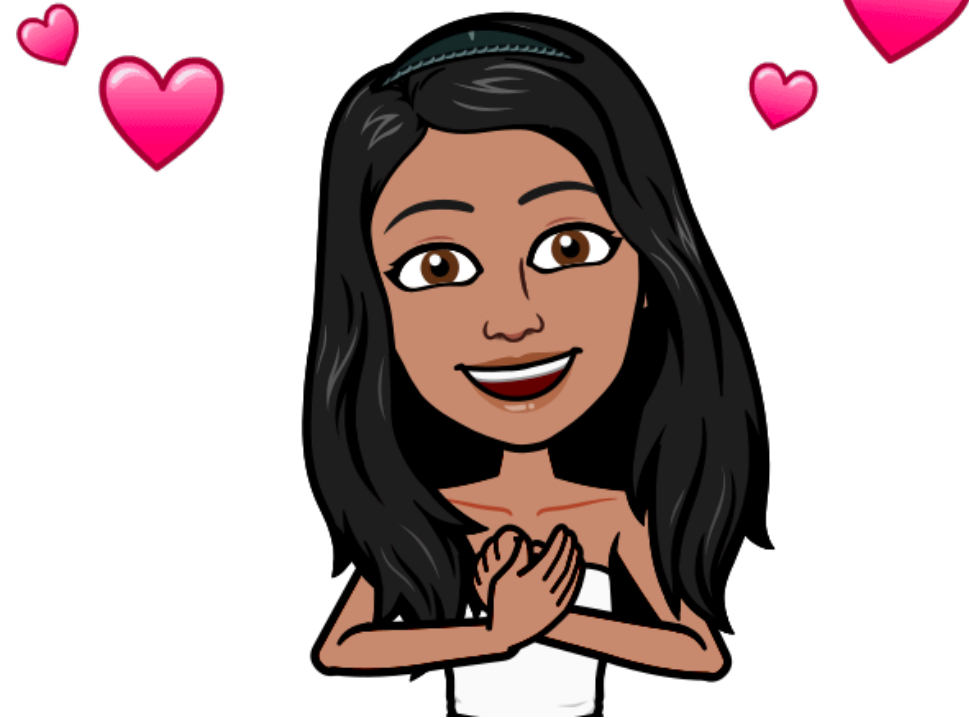
Top Categories by Important Brand Factors Among Newcomers





Key Takeaways

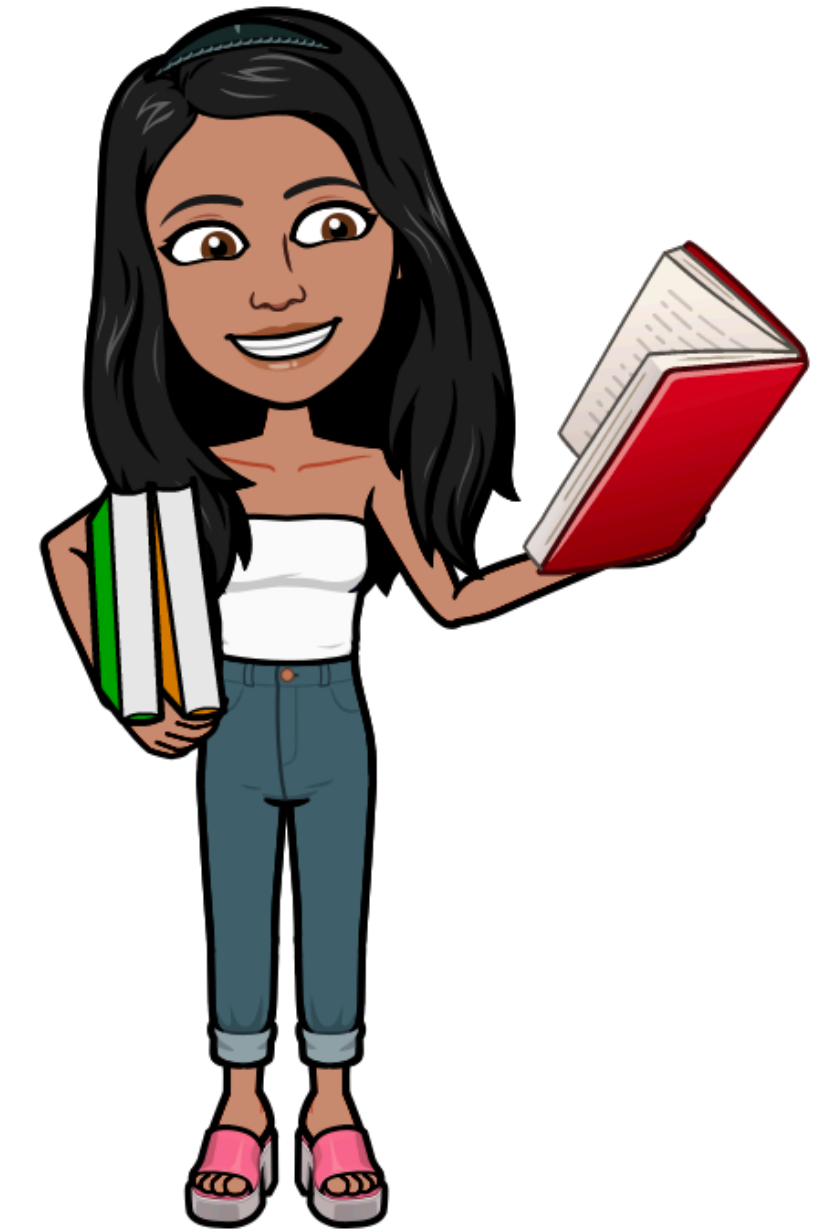
BFF



Canadian newcomers use Snapchat to connect with their friends and family



Canadian Newcomers are likely to take action after seeing content on Snapchat



Diversity and ethnic representation in ads is key to resonating with Canadian Newcomers

SNAPCHAT 