

**A Profile of the  
Snapchat User:  
*Communicating with  
photos, videos... and  
data***

Market Study  
Third Quarter 2016





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# **A Profile of the Snapchat User: *Communicating with photos, videos... and data***

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## **A Market Study**

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## Abstract

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Snapchat claims to have over 100 million daily users that spend an average of 30 minutes per day inside the app. For a social media company that began just four years ago in 2012, these are numbers to take notice of. Snapchat has managed to hook a millennial audience interested in capturing the everyday moments of their lives. More recently, Snapchat has branched out from just being a communication app to providing entertainment services to Snapchat users worldwide through their Discover channels.

This market study profiles the average Snapchat user in terms of who they tend to be, what devices they use, and which other over the top entertainment and communication services they use. In addition, this market study includes a model of how much bandwidth the average Snapchat user consumes.

Key questions addressed in this report include:

- What are the demographics, including age splits, number of children, household income and gender, of the average Snapchat user?
- What devices do Snapchat users have? How does their usage compare to the average U.S. household and non-Snapchat households?
- What devices do Snapchat users use for over the top services?
- How much time does the average Snapchat user spend on the app?
- How much mobile bandwidth do Snapchat households consume?
- How much data does the average Snapchat user consume each month?

Who should read this report?

- Mobile operators
- Device OEMs
- Mobile infrastructure vendors
- Mobile backhaul services and solutions providers
- Financial analysts and investors