

# Snap Friendship Country Report

United States





# COVID-19 is affecting our friendships

While our friendships have been challenged, Snapchat helps users stay connected with friends

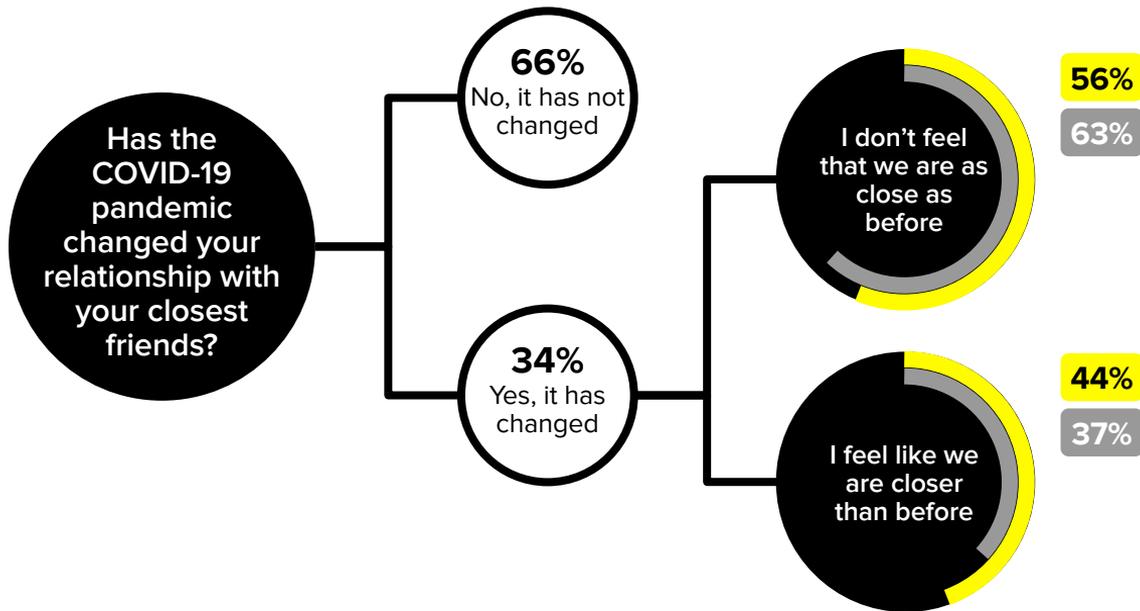


“Now, there's a whole other thing going on where COVID is, of course, a threat to our lives, so there's a kind of constant reactivity of danger going on, which is a whole other layer that needs to be addressed. But the need for close friendships is going to be there.”

Dr. Dan Siegel, professor

● Snapchatter ● Non-Snapchatter

## Friendships impacted by COVID-19



Base: Total US Respondents (n=2504), US Snapchatters whose friendship is impacted by COVID-19 (n=534), US Non-Snapchatters whose friendship is impacted by COVID-19 (n=318)  
Q10 Thinking about how close you feel to your closest friends, has the COVID pandemic changed your relationship with them?  
Q10A How has the COVID pandemic changed your relationship with your closest friends?



# Life events that impact friendships

Even without the stress of COVID-19, friendships go through lots of ups and downs

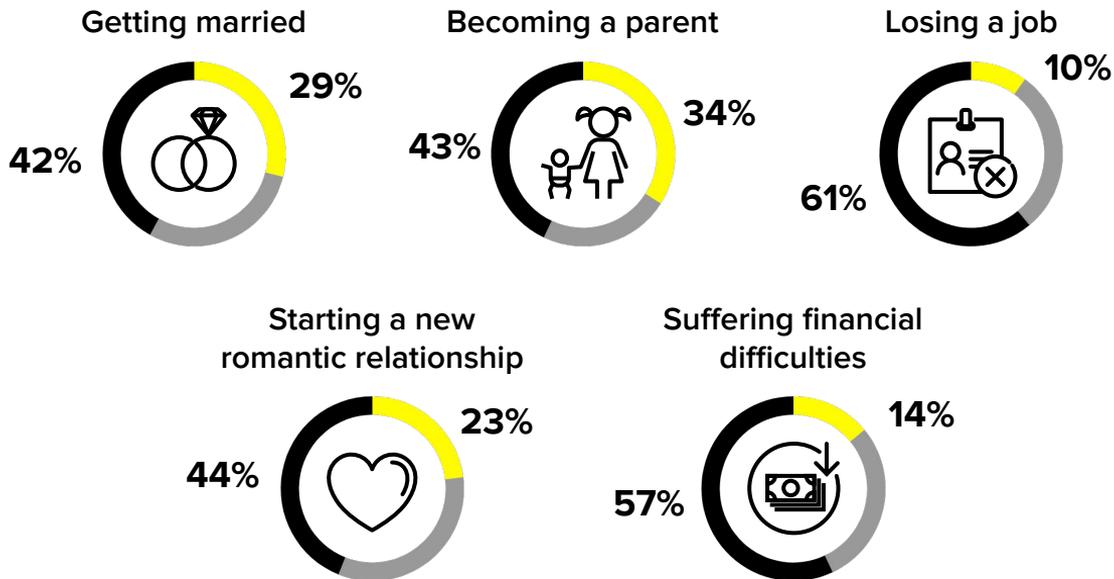


“In our 30s and 40s, we’re building a career, starting to have more responsibility, and maybe having a family, getting married, or having kids. And not too surprising, it feels like that’s where friendships go to die. If we’re feeling under the gun with work and family pressures, we really let our friendships slide.”

Lydia Denworth, journalist and author

● Positive / strengthens    ● No impact    ● Negative / weakens

## Life events’ impact on friendships



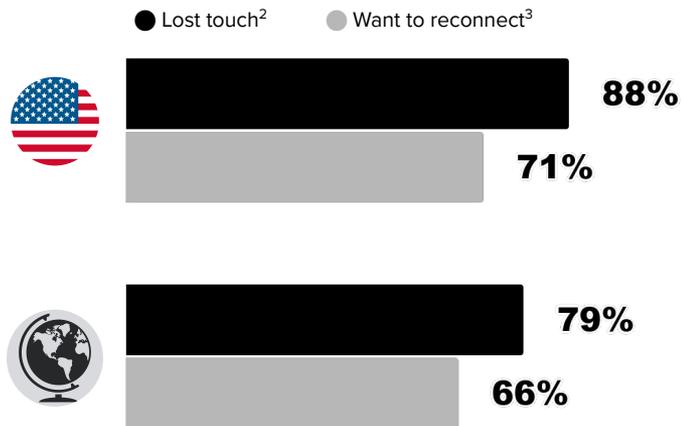
Base: Total US Respondents who have experienced life event (Base sizes vary)  
QE3 Thinking about each life event below, what effect did it have on your existing friendships?



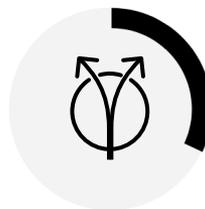
# Endships: The friends that got away

Sometimes we do lose touch with close friends

## Lost touch and reconnecting<sup>1</sup>



## Reasons for losing touch with a close friend



Base: Total US Respondents who have lost touch with a close friend (n=593)

QL13 Which of the following factors contributed to losing touch with them?

<sup>1</sup> Snap Inc. internal data September 1, 2020

<sup>2</sup> Have you ever lost touch with a close friend?

<sup>3</sup> Is there a close friend from your past that you would like to reconnect with?



# Trust is the key to successful friendships

Creating strong and secure bonds with friends allows for fun, playfulness, and lasting memories

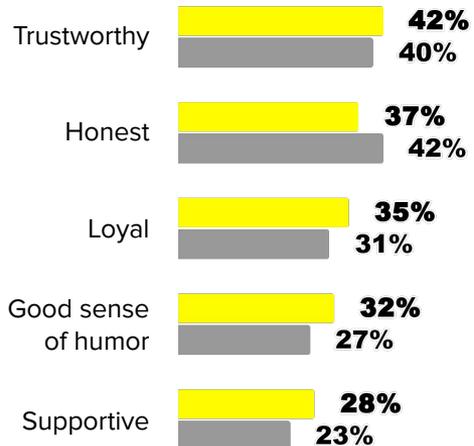


“Sometimes relationships can't go into a closed place because that person isn't trustworthy and doesn't know how to be a part of that and so you move on to another friend. We want to make sure and need to find the right match of people to be our close friends. On the attachment side of this is that you don't need 100 close friends, you can't even have 100 close friends.”

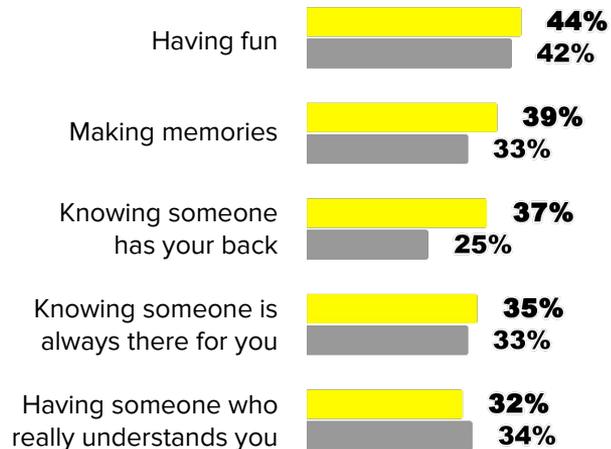
Dr. Dan Siegel, professor

● France ● Global

## Top 5 qualities in a friend



## Top 5 benefits of a friend



Base: Total US Respondents (n=2504)

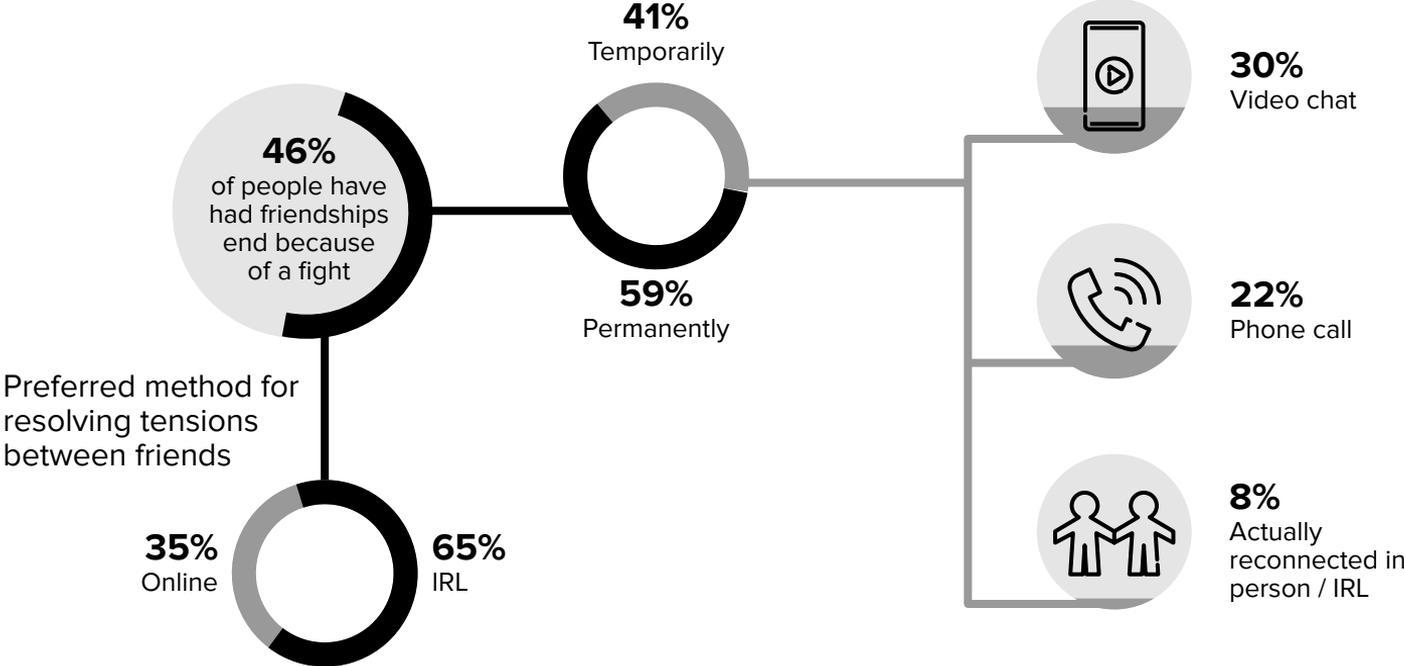
QC9 Now we're going to show you a series of qualities you might want in a friend. Please select the top 5 qualities you consider most important for your closest friends to have.

QC11 Now we're going to show you a series of positive benefits you might get from friendships. Please select the top 5 benefits you want to get out of your friendships.



# Conflict is a natural part of friendship

While they aren't the primary reason we lose touch, disagreements have an outsized impact

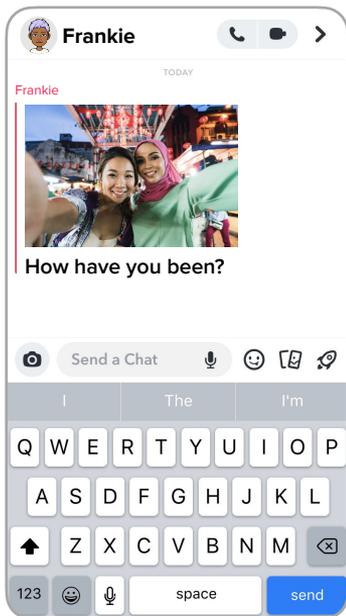


Base: Total US Respondents (n=2504), US Respondents who have had friendships end (n=1149), US Respondents who have repaired friendship (n=469)  
QF1 Have you ever had a friendship end (either temporarily or permanently) because of something hurtful one of you did or said?  
QF6 Since your conflict with them, have you been able to make up and resume your friendship?  
QF11 Which of the following methods of communication, if any, did you use to repair your friendship with them?  
QT7 How much do you agree or disagree with the following statements about the role digital communication plays in reconnecting with lost friendships?

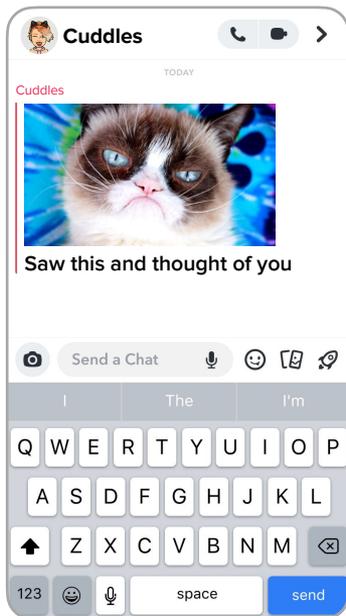


# Nearly everyone has a friend that they want to get back in touch with

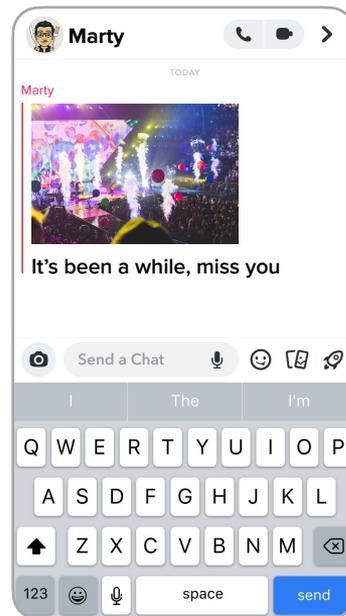
## Top reconnecting phrases + imagery



*A photo of the two of you (39%)*



*A meme you thought was funny (38%)*



*A photo that reminded you of a shared memory (34%)*

Base: Total US Snapchatters (n=1458)

QSF5 Below is a list of "reconnecting phrases" that you could use to send to a lost or lapsed friend through Snapchat. Which would you be most likely to use and send to a friend?

QSF6 Below is a list of "reconnecting imagery" that you could use to send to a lost or lapsed friend through Snapchat. Which would you be most likely to use and send to a friend?

# Our friendship experts



**MALAYSIA**  
**Nur Hafeeza Ahmad Pazil**  
Professor of Anthropology and Sociology, University Sains Malaysia



**KINGDOM OF SAUDI ARABIA / AUSTRALIA**  
**Yeslam Al-Saggaf**  
Associate Professor in Information Technology at Charles Sturt University



**AUSTRALIA**  
**Dana Kerford**  
*Teacher and Friendship Expert, Founder of URSTRONG*



**JAPAN**  
**Yohsuke Ohtsubo**  
Professor, Evolutionary Social Psychology Lab at Kobe University



**NORWAY / CANADA**  
**Julien S. Bourrelle**  
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**FRANCE**  
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**INDIA**  
**Rhea Gandhi**  
Psychotherapist specializing in interpersonal dialogue



**UNITED STATES**  
**Jeffrey Hall**  
Professor, Communication Studies at University of Kansas



**UNITED STATES**  
**Dr. Dan Siegel**  
Clinical Professor of Psychiatry at UCLA, Mental Health Expert, and author of *Whole Brain Child*



**UNITED STATES**  
**Lydia Denworth**  
*Journalist and Author of Friendship: The Evolution, Biology, and Extraordinary Power of Life's Fundamental Bond*



**UNITED STATES**  
**William Rawlins**  
Stocker Professor Emeritus of Interpersonal Communication at Ohio University, Author of *Friendship Matters*



# Methodology

## Research Overview

### Global, Quantitative Evolution of Friendship Online Survey

20-minute online survey among international respondents conducted July-August, 2020

### Alignment with Interdisciplinary Experts

Experts from each key region participated in in-depth interviews to provide context for friendship findings and contribute guidance on mending and maintaining friendships.

## Respondent Qualifications

n=2504

Age 13-40

General population

Nationally representative sample from: **United States**

Research conducted by independent research firm, Alter Agents



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