

Snap Friendship Country Report

Australia





COVID-19 is affecting our friendships

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

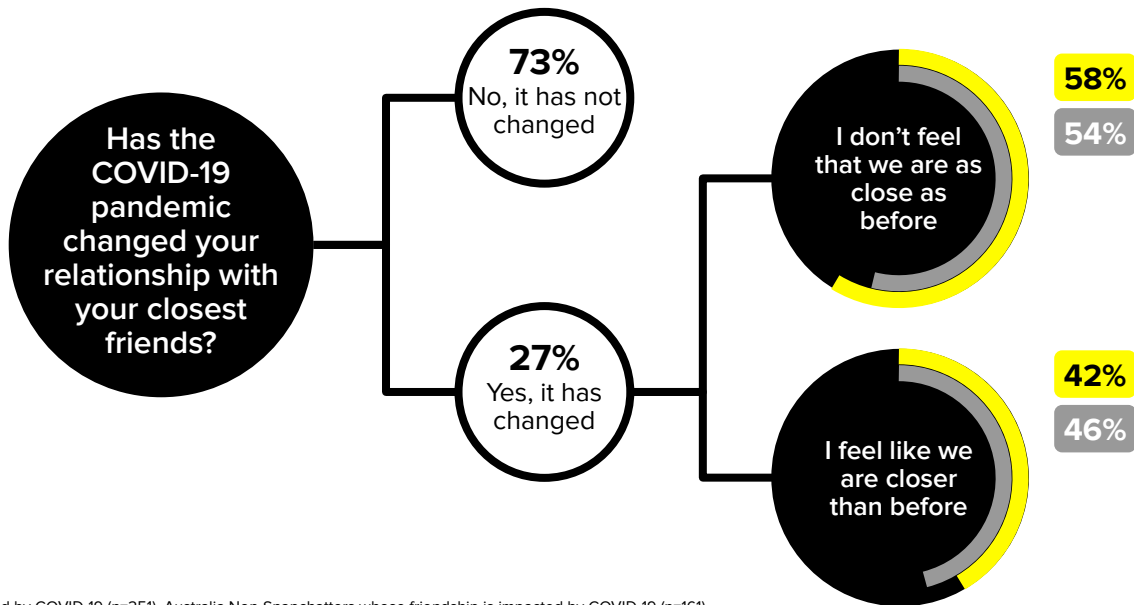


“Friendships are the most important thing to children. You ask any kid what they love most about school and they will say friends. During COVID and school shutdowns, what do kids miss most about school? Friends.”

Dana Kerford, teacher and trainer

● Snapchatter ● Non-Snapchatter

Friendships impacted by COVID-19



Base: Total Australia Respondents (n=1500), Australia Snapchatters whose friendship is impacted by COVID-19 (n=251), Australia Non-Snapchatters whose friendship is impacted by COVID-19 (n=161)
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

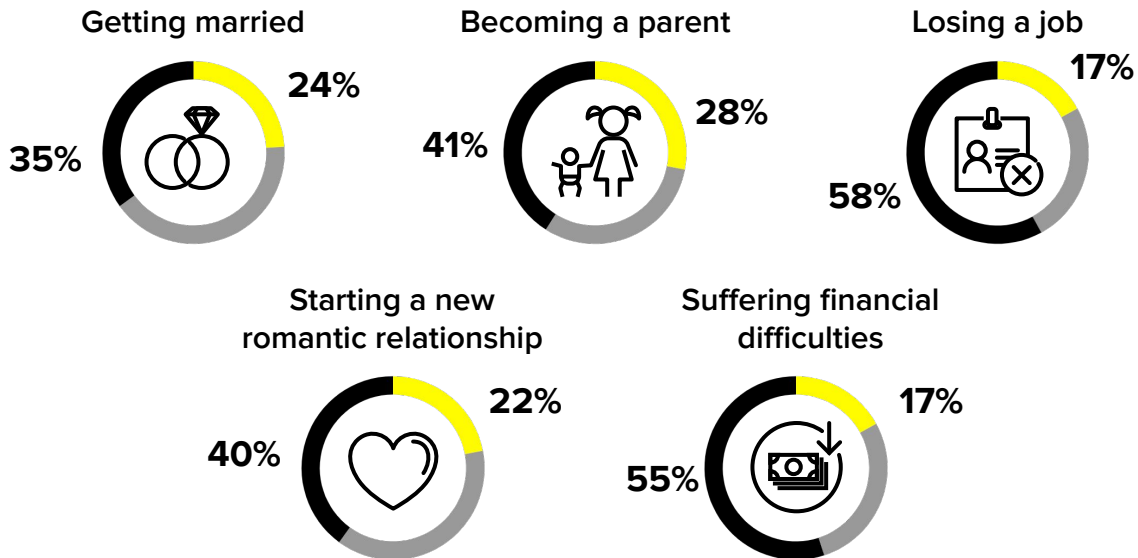


“In our 30s and 40s, we’re building a career, starting to have more responsibility, and maybe having a family, getting married, or having kids. And not too surprising, it feels like that’s where friendships go to die. If we’re feeling under the gun with work and family pressures, we really let our friendships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

Lydia Denworth, journalist and author

● Positive / strengthens ● No impact ● Negative / weakens

Life events' impact on friendships



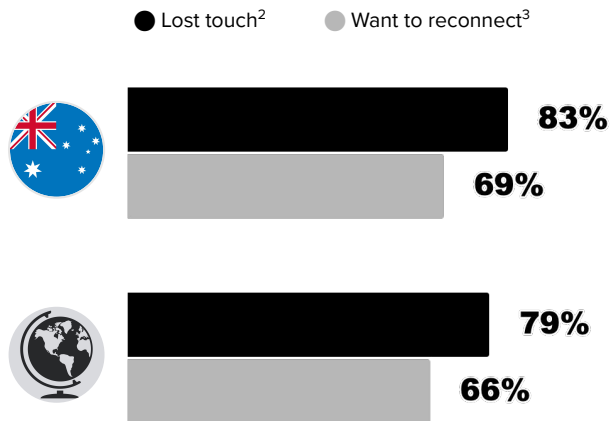
Base: Total Australia Respondents who have experienced life event (Base sizes vary)
QE3 Thinking about each life event below, what effect did it have on your existing friendships?



Endships: The friends that got away

Sometimes we do lose touch with close friends

Lost touch and reconnecting¹



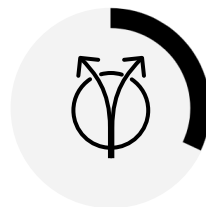
Reasons for losing touch with a close friend



Physical distance



Difficulty making time to connect



We grew apart in terms of interests



We had a fight / argument

Base: Australia Respondents who have lost touch with a close friend (n=311)

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

¹ Snap Inc. internal data September 1, 2020

² Have you ever lost touch with a close friend?

³ 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

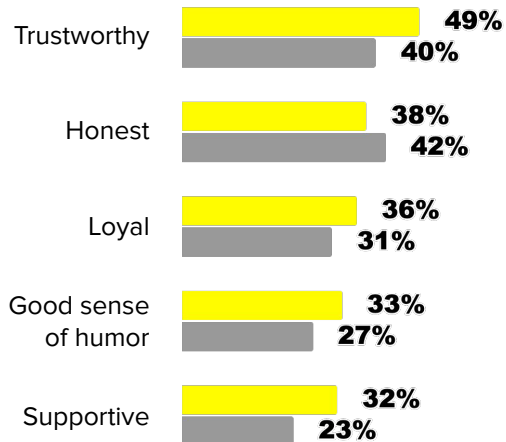


“We reserve friendship, this special relationship, for those people that we feel good around, have trust and respect with, click with, and bring out the best in us.”

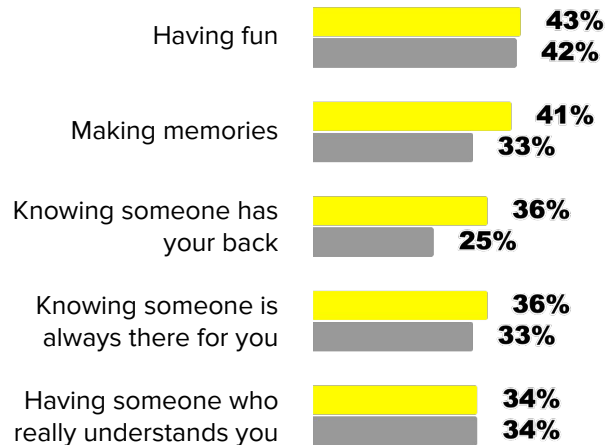
Dana Kerford, teacher and trainer

● Australia ● Global

Top 5 qualities in a friend



Top 5 benefits of a friend



Base: Total Australia Respondents (n=1500)

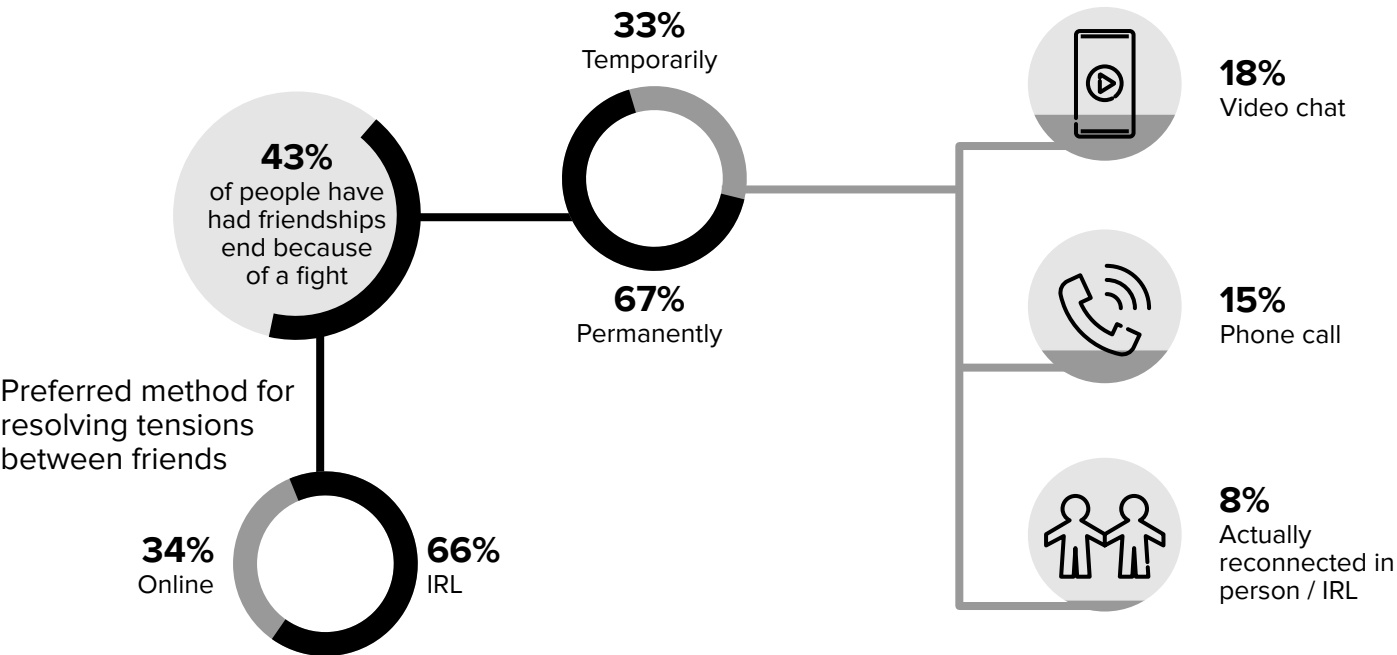
QC9 Now we're going to show you a series of qualities you might want in a friend. Please select the top 5 qualities you consider most important for your closest friends to have.

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

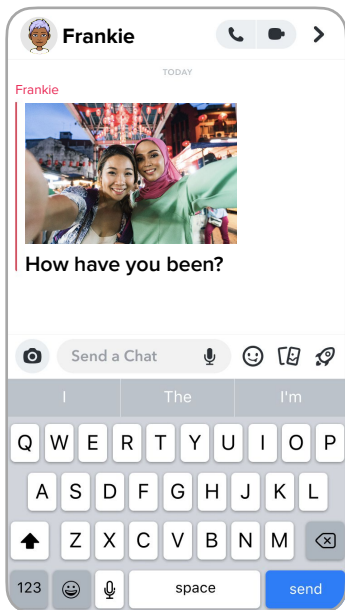


Base: Total Australia Respondents (n=1500), Australia Respondents who have had friendships end (n=645), Australia Respondents who have repaired friendship (n=213)
QF1 Have you ever had a friendship end (either temporarily or permanently) because of something hurtful one of you did or said?
QF6 Since 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?

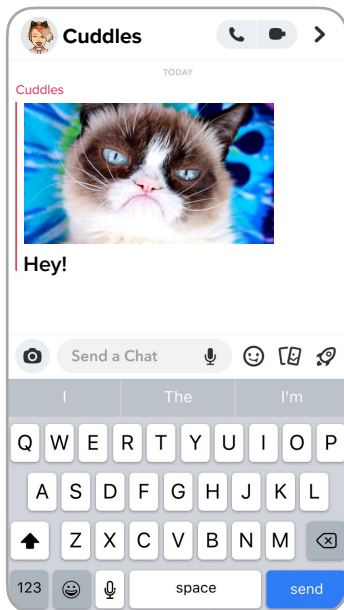


Nearly everyone has a friend that they want to get back in touch with

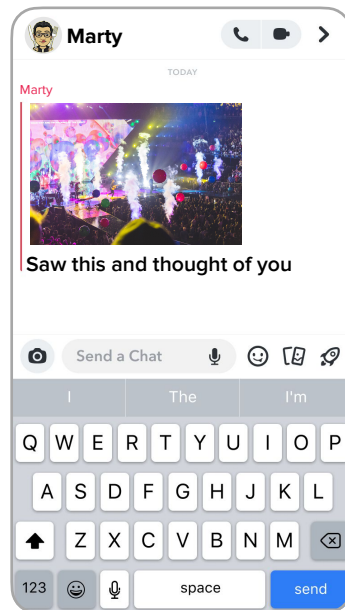
Top reconnecting phrases + imagery



A photo of the two of you (42%)



A meme you thought was funny (38%)



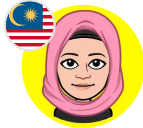
A photo that reminded you of a shared memory (35%)

Base: Total Australia Snapchatters (n=846)

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



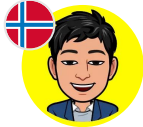
KINGDOM OF SAUDI ARABIA / AUSTRALIA
Yeslam Al-Saggaf
Associate Professor in Information Technology at Charles Sturt University



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
Public Speaker and Culture Expert, Author of *The Social Guidebook to Norway*



UNITED ARAB EMIRATES / SINGAPORE
Laavanya Kathiravelu
Assistant Professor, School of Social Sciences, Nanyang Technological University



CANADA / UNITED STATES
Kelci Harris
Assistant Professor of Psychology at University of Victoria



THE NETHERLANDS
Donya Alinejad
Postdoctoral researcher in the Department of Media and Culture Studies at Utrecht University



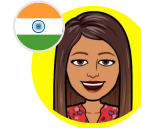
INDONESIA
Dwi Noverini Djenar
Associate Professor and Chair, Department of Indonesian Studies University of Sydney



GERMANY
Janosch Schobin
Faculty of Social Sciences and Chair of Macrosociology at University of Kassel



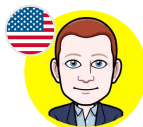
FRANCE
Guillaume Favre
Researcher and Associate Professor of Sociology at Toulouse Jean Jaurès University



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*



UNITED KINGDOM
Gillian Sandstrom
Senior Lecturer, Department of Psychology at University of Essex

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-depth interviews to provide context for friendship findings and contribute guidance on mending and maintaining friendships.

Respondent Qualifications

n=1500

Age 13-40

General population

Nationally representative sample from: **Australia**

Research conducted by independent research firm, Alter Agents



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