

Snap Friendship Country Report

United Kingdom





COVID-19 is affecting our friendships

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

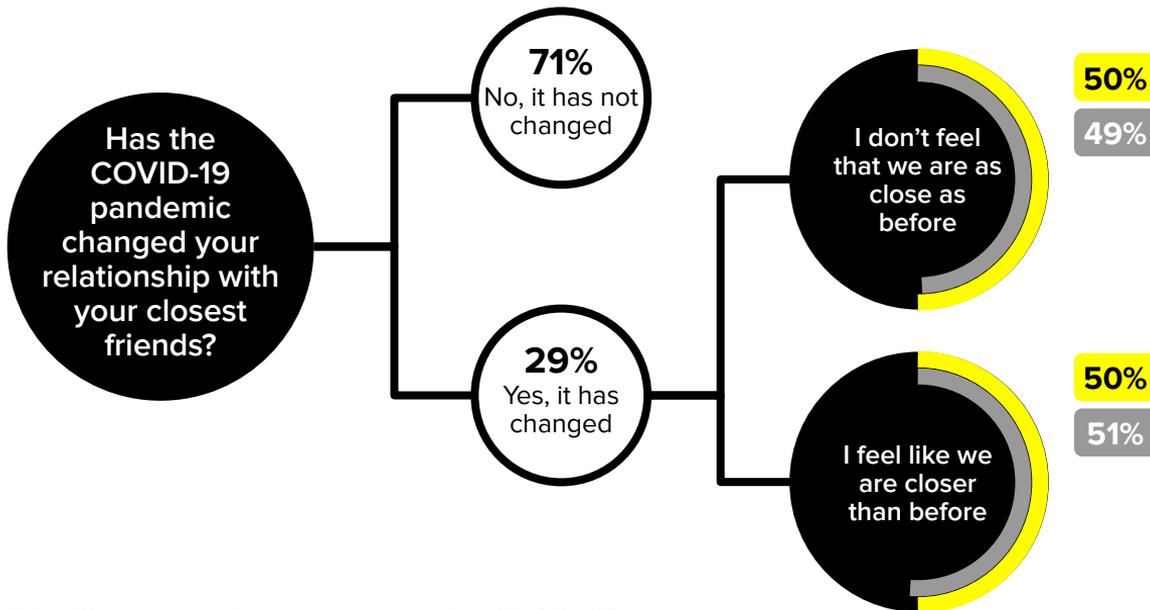


“We’re going through this really weird time together, where in a way it’s actually easier to connect with people because anybody would be happy to have a conversation with you about how weird things are.”

Gillian Sandstrom, researcher

● Snapchatter ● Non-Snapchatter

Friendships impacted by COVID-19



Base: Total UK Respondents (n=2000), UK Snapchatters whose friendship is impacted by COVID-19 (n=390), UK Non-Snapchatters whose friendship is impacted by COVID-19 (n=187)
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

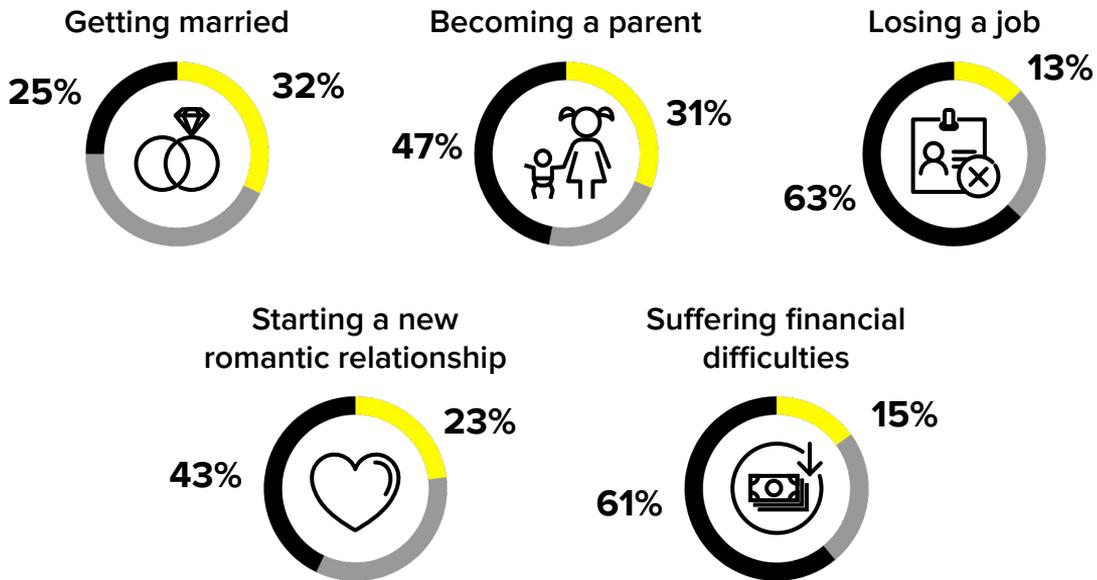


“Younger generations have much more dynamic networks. More new ties but also a greater loss of ties. Their sociability is really evolving. They have many social circles which are changing from one year to another. For example, if you're a student, changing classes, changing universities, entering a new job, are all life events that add new context and drop old context. This then creates these kind of networks in which you have new relationships and lost relationships where you sometimes disconnect one from another.”

Guillaume Favre, researcher

● Positive / strengthens ● No impact ● Negative / weakens

Life events' impact on friendships



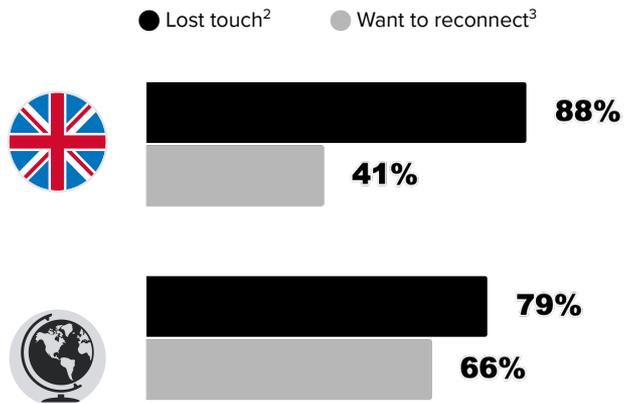
Base: Total UK Respondents who have experienced life event (Base sizes vary)
QE3 Thinking about each life event below, what effect did it have on your existing friendships?



Endships: The friends that got away

Sometimes we do lose touch with close friends

Lost touch and reconnecting¹



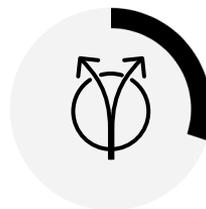
Reasons for losing touch with a close friend



Physical distance



Difficulty making time to connect



We grew apart in terms of interests



We had a fight / argument

Base: UK Respondents who have lost touch with a close friend (n=399)

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

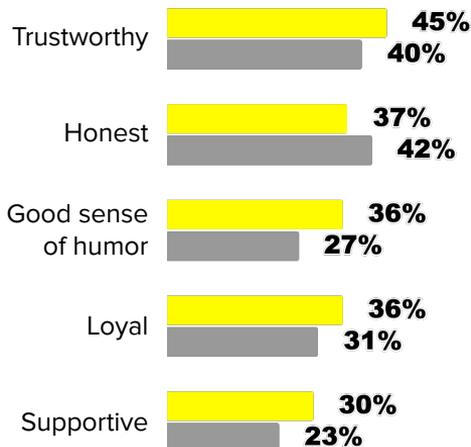


“In order to build closeness with people, you need to be willing to disclose things that are close to you. If you have a rupture and you want to rebuild a relationship, you're going to have to start over. You're going to have to rebuild trust with people, and we do that a little bit at a time.”

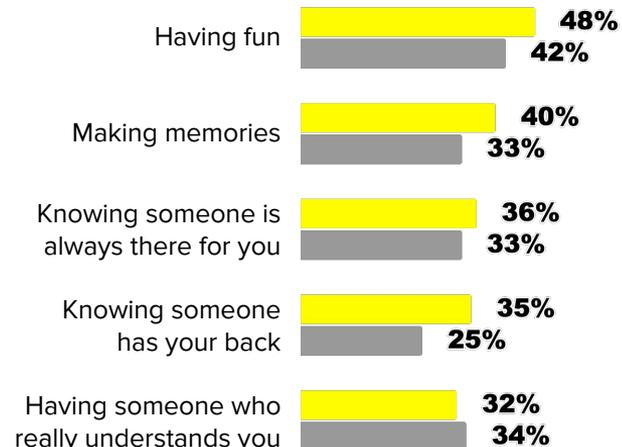
Gillian Sandstrom, researcher

● UK ● Global

Top 5 qualities in a friend



Top 5 benefits of a friend



Base: Total UK Respondents (n=2000)

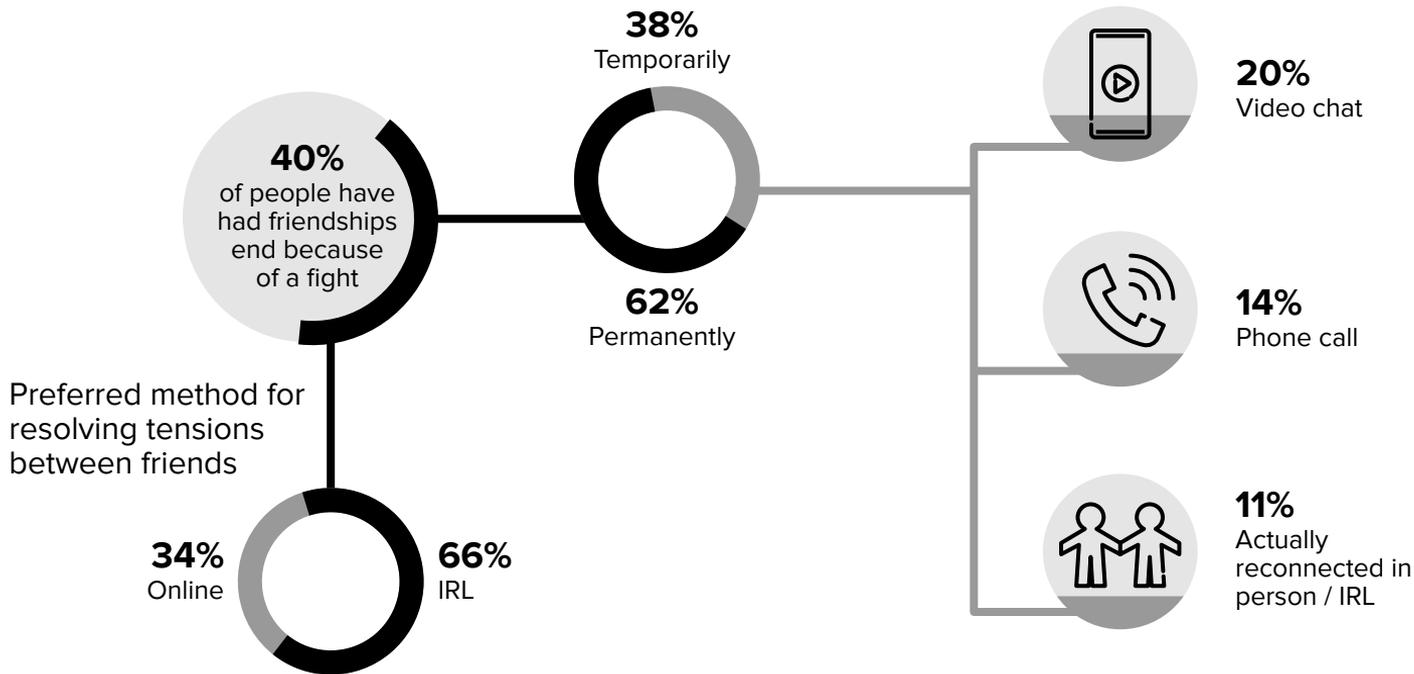
QC9 Now we're going to show you a series of qualities you might want in a friend. Please select the top 5 qualities you consider most important for your closest friends to have.

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 UK Respondents (n=2000), UK Respondents who have had friendships end (n=805), UK Respondents who have repaired friendship (n=306)

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?

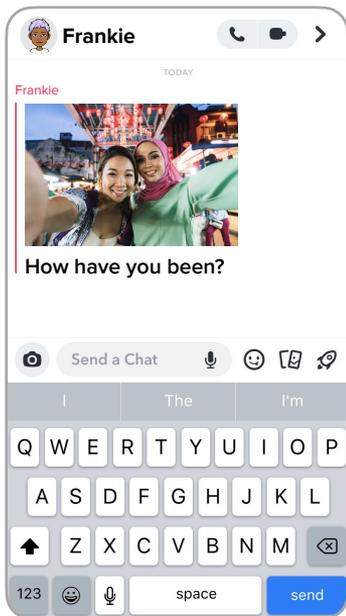
QF11 Which of the following methods of communication, if any, did you use to repair your friendship with them?

QT7 How much do you agree or disagree with the following statements about the role digital communication plays in reconnecting with lost friendships?

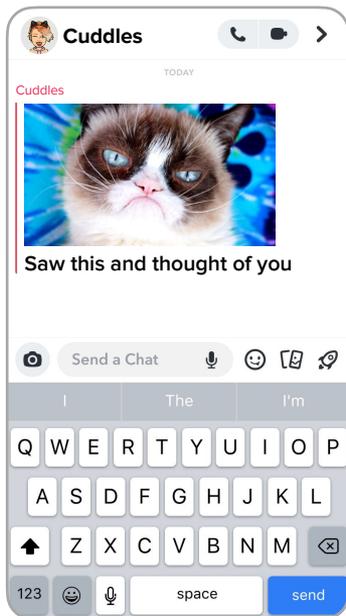


Nearly everyone has a friend that they want to get back in touch with

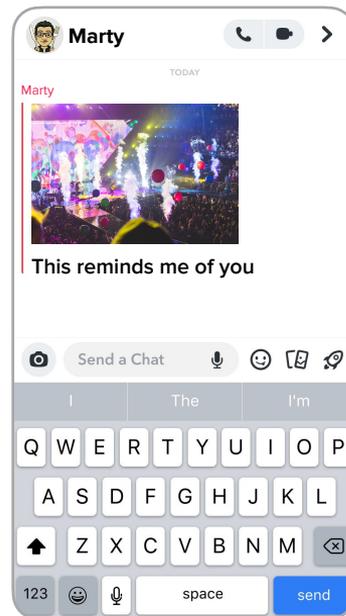
Top reconnecting phrases + imagery



A photo of the two of you (39%)



A meme you thought was funny (34%)



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

Base: Total UK Snapchatters (n=1145)

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*



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=2000

Age 13-40

General population

Nationally representative sample from: **United Kingdom**

Research conducted by independent research firm, Alter Agents



www.snapchat.com

For media inquiries, please contact
press@snap.com



617 S. Olive St, Suite 1010
Los Angeles, California 90014
www.alteragents.com

contact@alteragents.com