



Contact iGR

Iain Gillott

iain@iGR-inc.com

New iGR study profiles typical Snapchat users and estimates their data usage

Study compares the demographic variables of mobile consumers who use Snapchat with those who do not

AUSTIN, Texas, August 10th, 2016 – 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.

Through its primary research, iGR, a market research consultancy focused on the wireless and mobile industry, has profiled the average Snapchat consumer – who they tend to be, and which devices and other OTT services they use. In addition, iGR has modeled how much bandwidth the average Snapchat user consumes. This data is detailed in their newest market study, [A Profile of the Snapchat User: Communicating with photos, videos... and data](#).

“The amount of data traffic on the mobile networks is increasing rapidly, partly because of mobile consumers’ fascination with new OTT communication services, such as Snapchat,” said Iain Gillott, president and founder of iGR. “Because Snapchat users are contributing significantly to the growing mobile data usage, iGR wanted to understand which consumers use this OTT service and how their usage potentially affects broadband networks.”

iGR’s new market study, [A Profile of the Snapchat User: Communicating with photos, videos... and data](#), provides a profile of the average Snapchat user, including demographic variables, usage of the mobile network, usage of other OTT services, devices used, and typical broadband data plans used. The consumer data in this report is based on a Web-based survey of over 1,000 U.S. mobile consumers that iGR fielded during May 2016. The market study also includes a model of how much bandwidth the average Snapchat user consumes.

The following key questions are addressed in the new study:

- 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?

The information in this market study will be valuable for:

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

The new report can be [purchased](#) and downloaded directly from *iGR*'s website at www.iGR-inc.com. Alternatively, contact Iain Gillott at (512) 263-5682 or at iain@iGR-inc.com for additional details.

About *iGR*

iGR is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now in its sixteenth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

iGR researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile wearable devices; connected cars; mobile applications; bandwidth demand and use; small cell and het-net architectures; mobile EPC and RAN virtualization; DAS; LTE; VoLTE; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC.

A more complete profile of the company can be found at www.igr-inc.com.