

INSTAGRAM'S IMPACT ON JAPANESE BUSINESS

FEMALE ENTREPRENEURSHIP

57%

of working women agree that **Instagram helps create opportunities for women**, compared to the 39% of men

56%

of females in SMBs have identified Instagram as the **platform that most helps grow their business**



50%

of women agree their business is **stronger today because of Instagram**



57%

of women agree Instagram **creates opportunities for female entrepreneurs**

Female Entrepreneurs:

57%

of females in SMBs see Instagram as the **best place to reach customers on mobile**



44%

of female entrepreneurs claim to have **grown their businesses out of their Instagram accounts**



48%

agree Instagram gives them the power to **build their business on their terms**

Lowering Barriers:

50%

believe Instagram helps to **overcome gender stereotypes**



Methodology

In a study commissioned by Instagram, Ipsos interviewed online a representative quota sample (with quotas set by age and gender) of 3,023 Instagram users aged 13+ across Japan (Instagrammers) as well as 500 Instagram Business users from small and medium sized businesses (under 250 employees). We interviewed 85 company owners / founders within the SMB sample. The SMB sample were all solely or jointly responsible for their company's advertising, marketing, PR or communication activities and use Instagram on behalf of their company. Interviews were conducted online between September 4th and September 17th, 2018.

Sample size of the subgroups included:

Instagrammers sample: Males (n= 1523), Females (1500), Under 35s (n= 1878), 35s and over (n= 1145), Regular travellers: those that take 3-5 trips in the last 3 years (n= 753), less frequent travellers 1-2 trips (n= 728), Frequent Travellers 5+ trips (n=718)
SMB sample: Owners / founders (n=85)
Under 35s (n= 187), over 35s (313). Businesses in tourism related industries (n= 81). Daily Instagram users (n=192), Weekly (n=132), Less often (n=176). Statistics included are representative of those surveyed.

