

INSTAGRAM'S IMPACT ON JAPANESE BUSINESS

SMALL BUSINESSES



40%

see Instagram as being **more essential to their company than a business website**



41%

agree Instagram helps **customers find their business**



94%

of SMBs, Instagram is an **important platform to reach and engage with customers**



48%

Nearly half of SMBs in Japan agree **Instagram helps them find new customers**



48%

of SMBs agree Instagram **brings new customers instore**

Female Entrepreneurs:

56%

agree Instagram **helps drive visits to stores/shops**



48%

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



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.

