

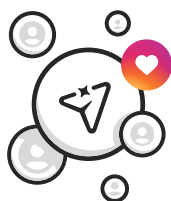
INSTAGRAM'S IMPACT ON JAPANESE BUSINESS

YOUNG ENTREPRENEURS

56%



Over half of under 35s believe **Instagram helps them grow their business**



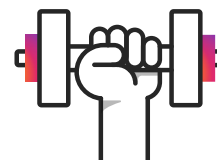
49%

Almost half of under 35s agree **their business grew out of their Instagram account**



51%

of under 35s agree Instagram **enables the rise of young entrepreneurs**



51%

of under 35s agree their **business is stronger** because of Instagram, (compared to **36% over 35s**)

Helping Young Entrepreneurs

47%



agree that Instagram has **helped increase sales for their business**

42%



agree Instagram helps young entrepreneurs **achieve their business goals particularly for new businesses** (i.e. those under 5 years old)

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.

