

The Demographics of /r/ShingekiNoKyojin – Results

In order to see the demographics of the subreddit, I conducted a short survey mid-February 2017. In the end, 1,428 users participated. This is a huge number compared to the “[Best of /r/ShingekiNoKyojin Awards 2017](#)” from last year December where 795 users participated. In /u/Momtaku’s poll for chapter 101, 1,315 users stated that they are active on Reddit.

Methodology

The survey took place from 13th February (Tuesday) to 17th February of 2018 (Saturday) UTC. A Google Forms link with an English language questionnaire has been shared on the subreddit [/r/ShingekiNoKyojin](#) and pinned for two days, Wednesday and Thursday.

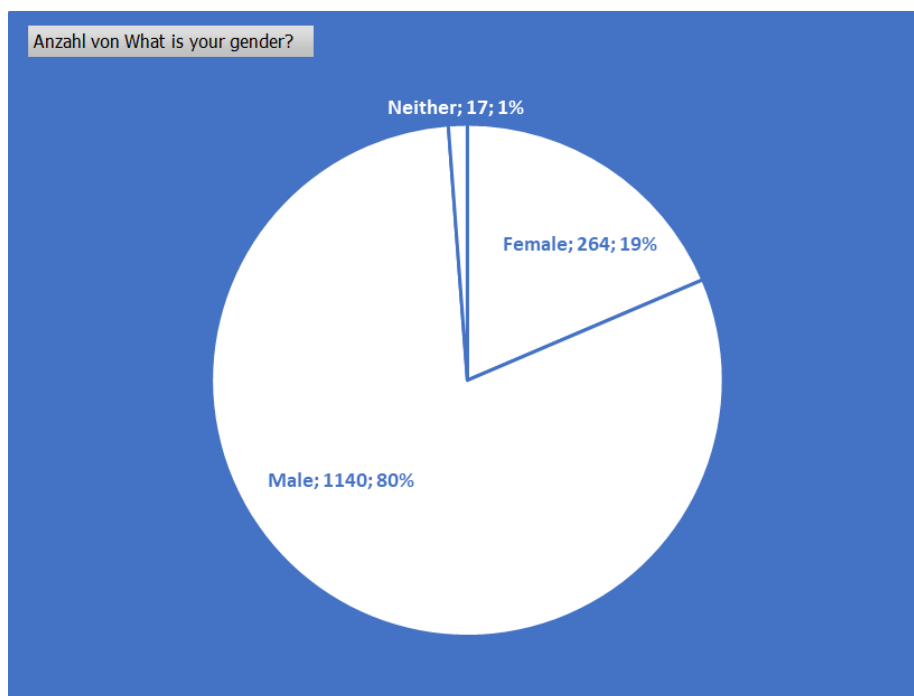
Limitations

Since voting took place for only roughly two days, daily visitors of the sub should be overstated compared to people who do not frequent the sub so often, and thus, did not see the survey. Moreover, one could argue that the airing of the anime has an influence on demographics of the sub. Season 2 of *Attack on Titan* showed a huge activity on the sub. Season 2 aired from April to June 2017, Season 3 will start in July 2018. This survey was conducted between those seasons.

The Results

Gender

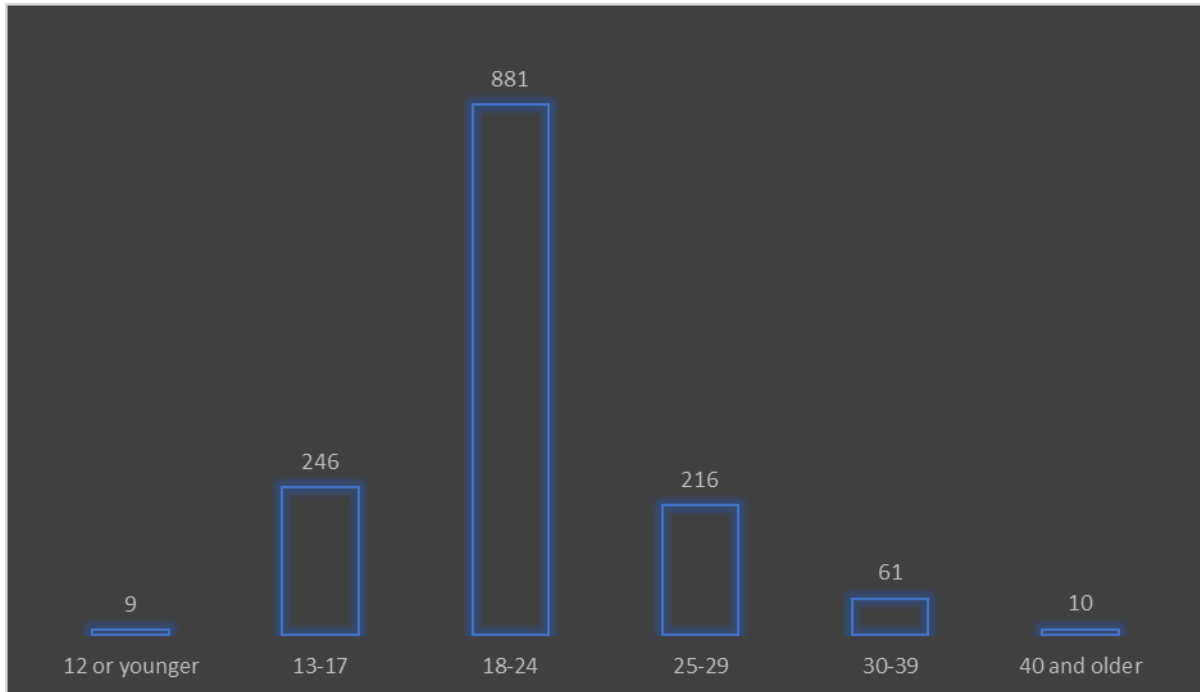
Figure 1: Gender (n=1421)



The subreddit is mostly frequented by male users. While seven users did not submit anything here, 17 stated they are neither. Close to 1/5th of the users are female while male users take around 80% of the cake.

Age

Figure 2: What is your age? (n=1423).



The majority of the sub is between 18 and 24 years old. They take up more than 61% of the subs population. Only 9 people stated they are younger than 12 years old. The results are quite similar to a previous survey among the SNK fan community.

What is your age?	Percentage
12 or younger	0,6%
13-17	17,3%
18-24	61,9%
25-29	15,2%
30-39	4,3%
40 and older	0,7%
Total	100,0%

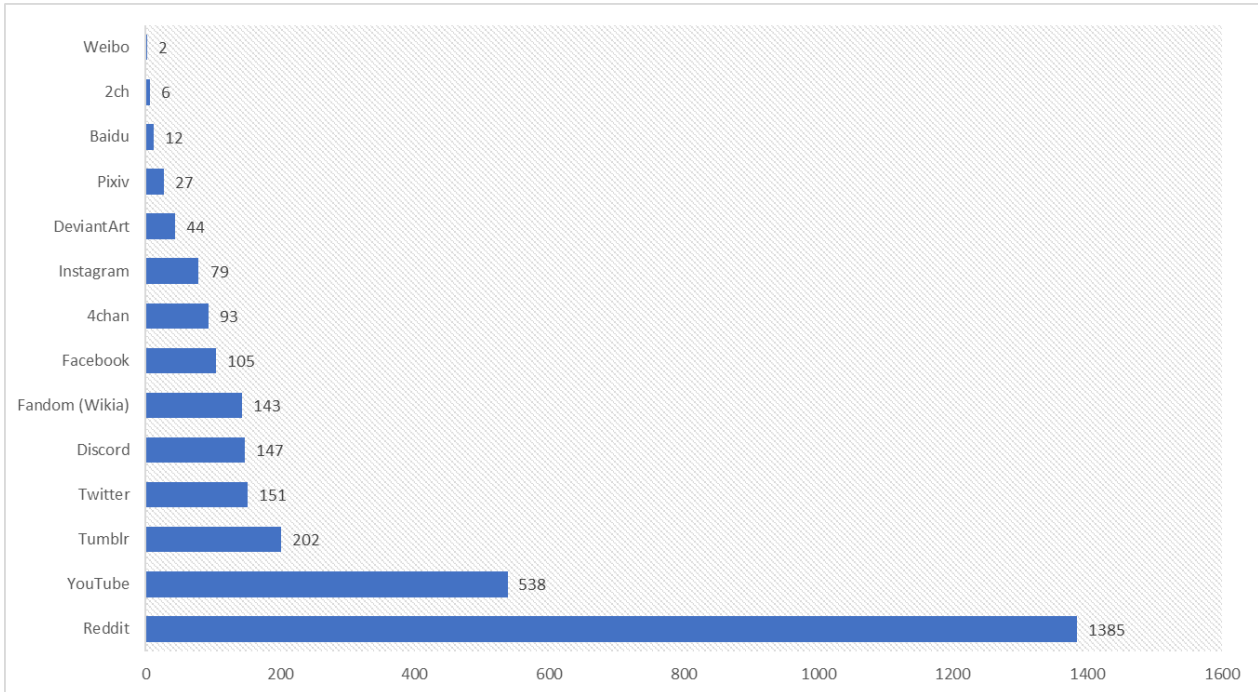
Place of Living

1398 shared the country they live in. More than a third of the user live in the United States, followed by the English language countries the UK, Canada and Australia. For of the submitters were lazy to find their country or wanted to make fun, so they chose Antarctica. Probably lazy because no one chose North Korea.

Country	No. of People	Percentage
United States	478	34,2%
United Kingdom	121	8,7%
Canada	68	4,9%
Australia	43	3,1%
France	42	3,0%
Germany	41	2,9%
Brazil	36	2,6%
Netherlands	34	2,4%
Poland	32	2,3%
Italy	29	2,1%
India	28	2,0%
Philippines	24	1,7%
Spain	21	1,5%
Portugal	20	1,4%
Chile	20	1,4%
Sweden	18	1,3%
Belgium	17	1,2%
Singapore	16	1,1%
Ireland	16	1,1%
Finland	15	1,1%
Argentina	14	1,0%
Croatia	14	1,0%
Norway	12	0,9%
Romania	12	0,9%
Israel	12	0,9%
Turkey	11	0,8%
Russia	10	0,7%
Serbia	10	0,7%
Malaysia	10	0,7%
Mexico	10	0,7%
Other	164	11,7%

Social Media

Figure 3: Which social media platforms do you REGULARLY use to interact with SNK official materials and/or fan content? (n=1412).

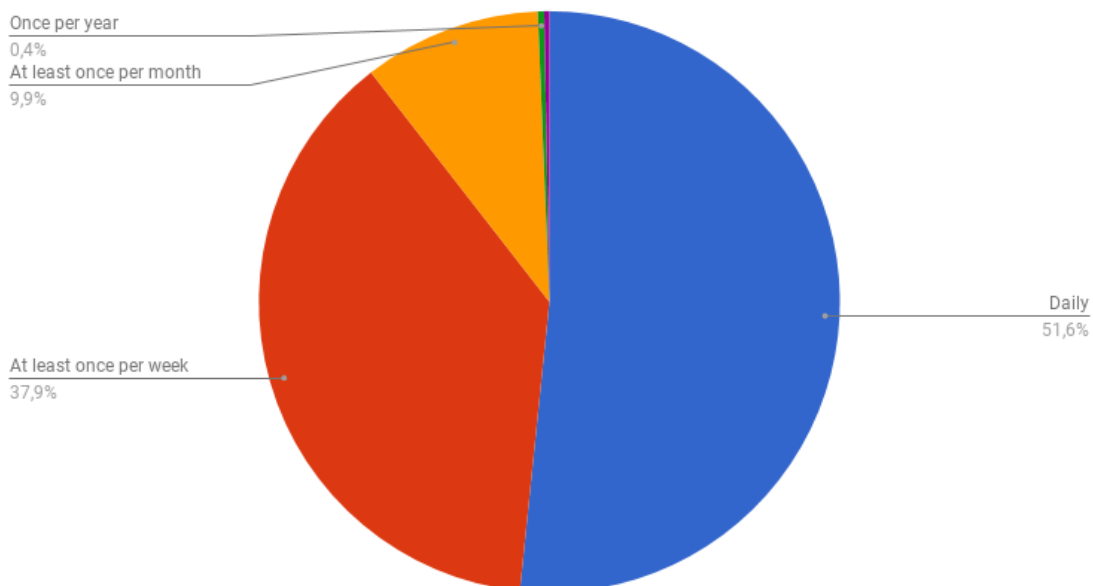


Since the form was shared on Reddit, it is not surprising that it leads by a wide margin. Surprisingly, not all of the 1412 participants for this question answered "Reddit". The community also strongly interacts on YouTube, with many also using Tumblr, Twitter, Discord, and Fandom, probably the *Attack on Titan Wiki* for the latter.

Activity

Figure 4: n=1416.

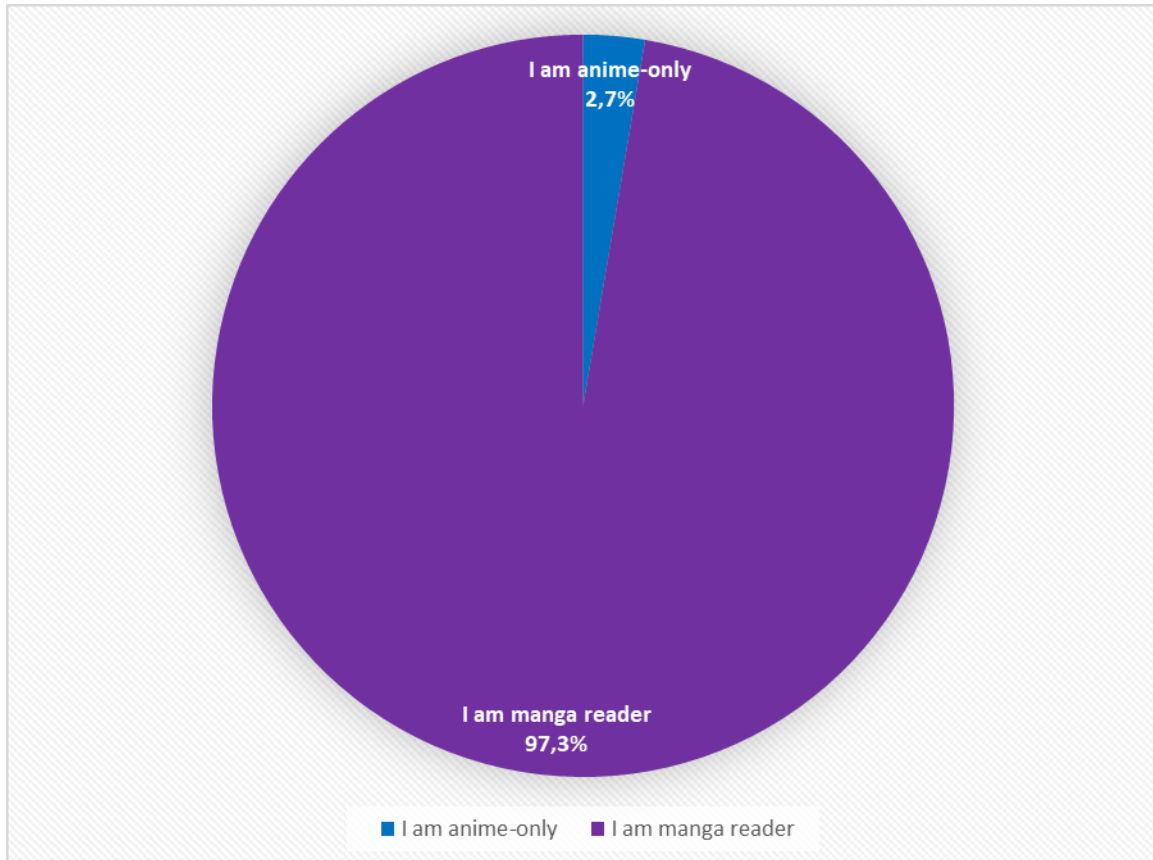
How often do you visit the sub /r/ShingekiNoKyojin



Most users who participated visit the sub daily, 51.6%. About 38% visit it at least once per week. Thus, round 90% are at least weekly users, which is not surprising for a survey that was conducted for four days. 9.9% stated they come at least once per month. One could only assume it would be around the time the leaks are expected.

Anime or Manga

Figure 5: Are you an anime-only watcher or do you also read the manga for Attack on Titan? (n=1421).



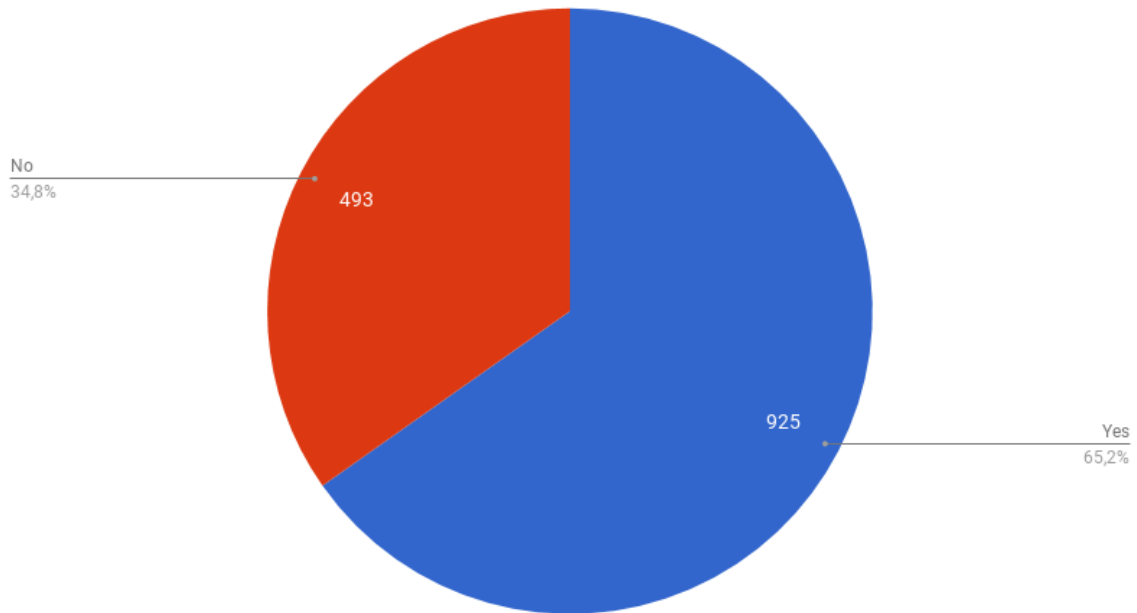
As recent polls, such as the “Best of /r/ShingekiNoKyojin awards” showed, currently about 97% of the sub’s active users are caught up with the manga. 38 of the submitters stated, they only watch the anime and do not read the manga. Let’s see in how this chart looks like in half a year!

Other Anime Series

925 users (65.2%) stated that they also follow other anime series. For about 1/3, *Attack on Titan* is the only anime series they watch. For this survey, it would be interesting how other subs perform, are they more of anime fans in general or only fans of a specific franchise?

Figure 6: n=1418.

Do you closely follow other Anime series other than Attack on Titan?

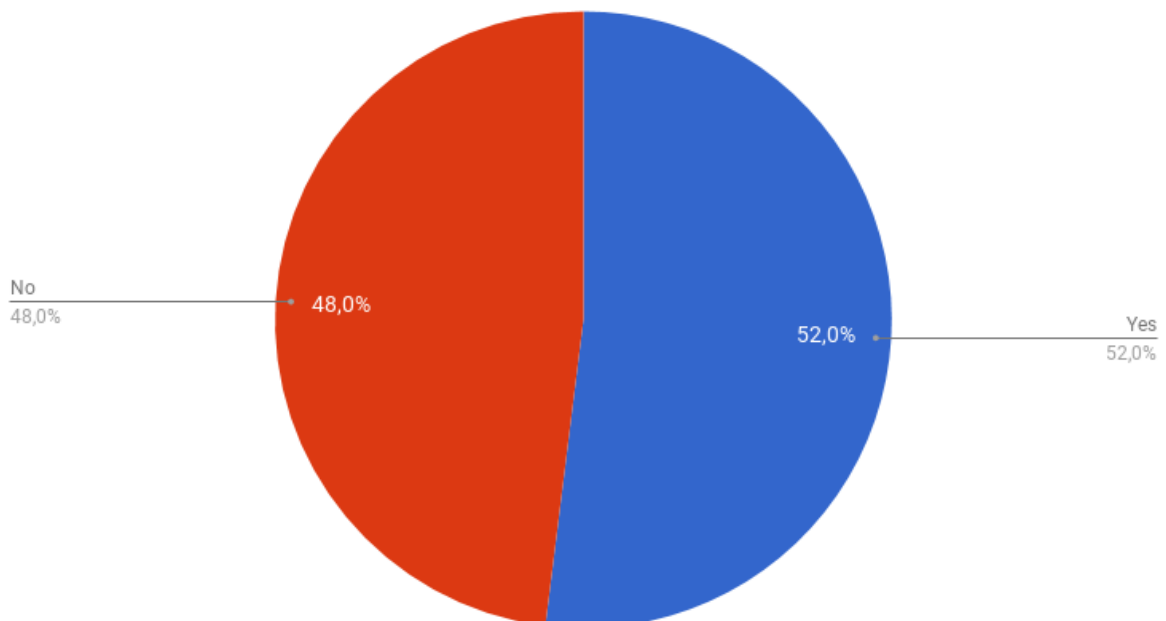


Other Manga Series

For the manga, users are a little less enthusiastic about other series. About half of the sub spends time for other manga, while the other half does not.

Figure 7: n=1420.

Do you closely follow other Manga series other than Attack on Titan?

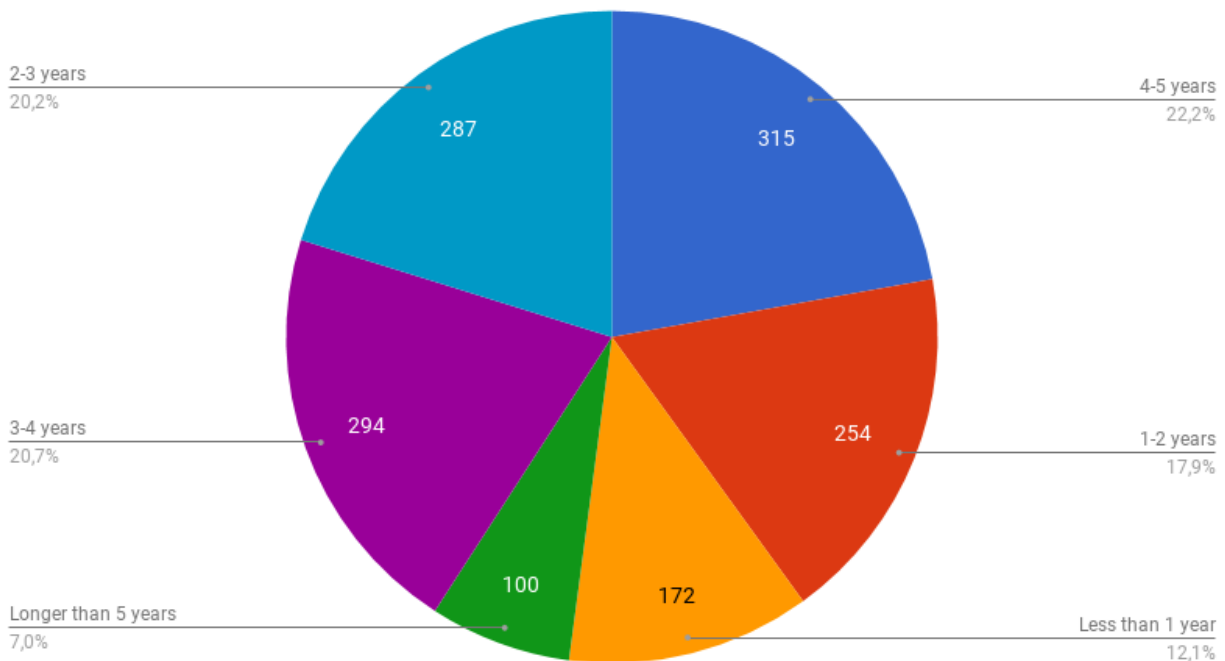


How long have you been following Attack on Titan?

7% stated that they are following Attack on Titan for more than five years. However, when looking which media introduced them *Attack on Titan*, 56 of these 100 said “anime”, for 38, it was the “manga”, and 6 “started both at the same time”. The first season of *Attack on Titan* aired in April 2013, which is a little less than 5 years ago. 33 of the 56 who were introduced to AoT by the anime and still follow for longer than 5 years also said they follow other anime series. So, maybe these considered the trailers and thus stated anime. A bit surprising could be the relatively low amount of people who follow for less than a year, considering how many new people the second season brought to the sub. However, you could assume that many of these watched the first season when it aired and just subscribed to the sub last year. Also, a lot probably remained anime-onlies and are currently not active on the sub.

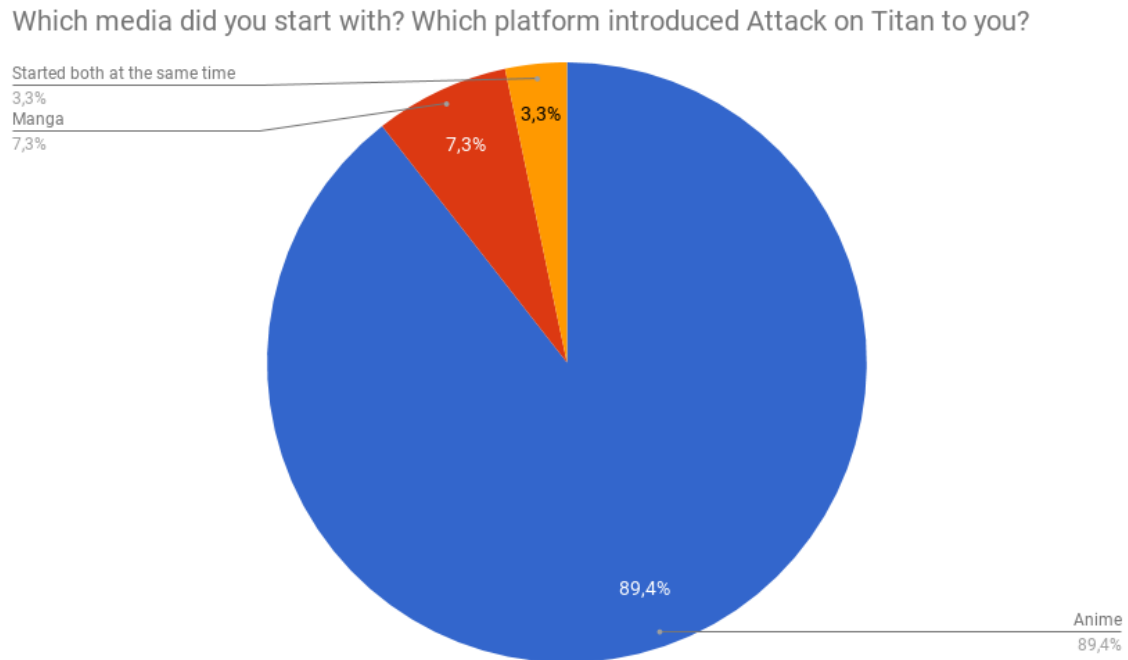
Figure 8: n=1422.

How long have you been following Attack on Titan



Which media did you start with? Which platform introduced Attack on Titan to you?

Figure 9: n=1419.

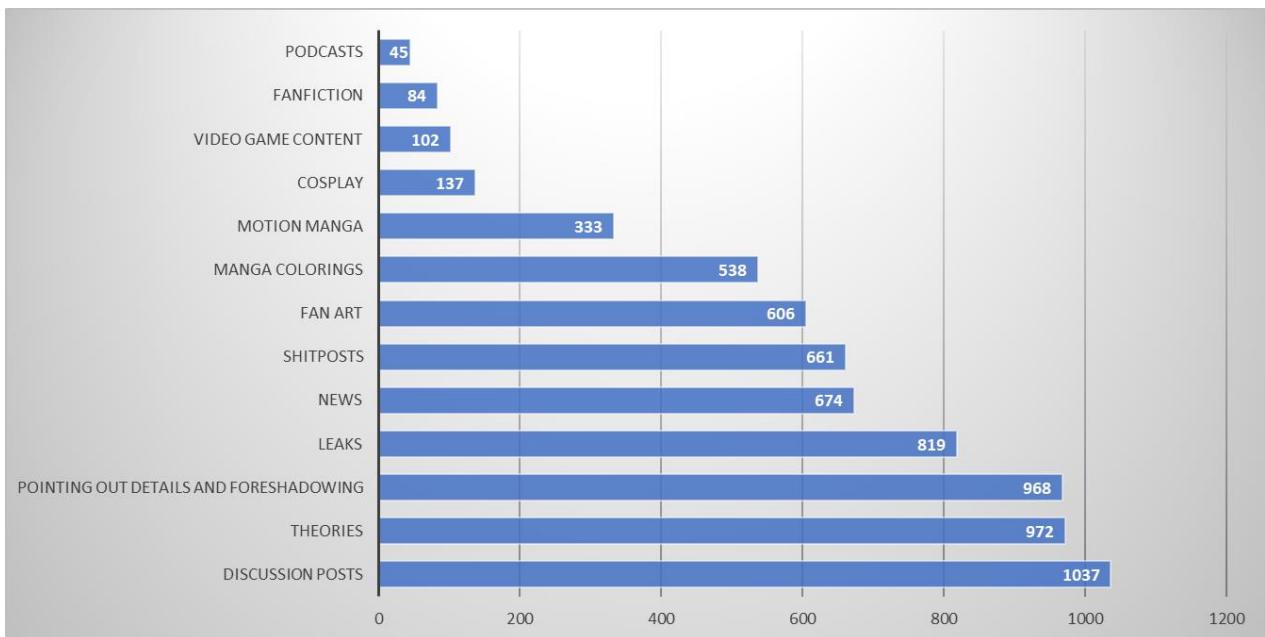


As most would expect, most people were introduced to Attack on Titan by the very hyped anime series.

Which content on the sub do you enjoy the most?

The sub enjoys discussions, theories, details, and leaks the most. But it is important, too, to stay informed about it, so news ranks 5. Followed by the more creative aspects, shitposts, fan art and manga colorings.

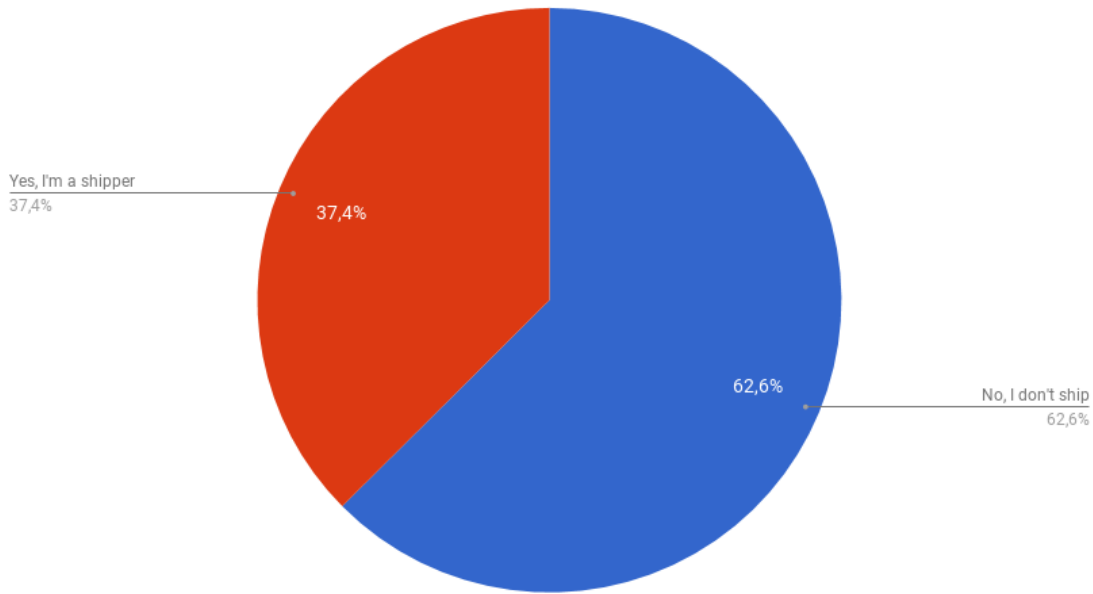
Figure 10: n=1410.



Shipping

Figure 11: n=1410.

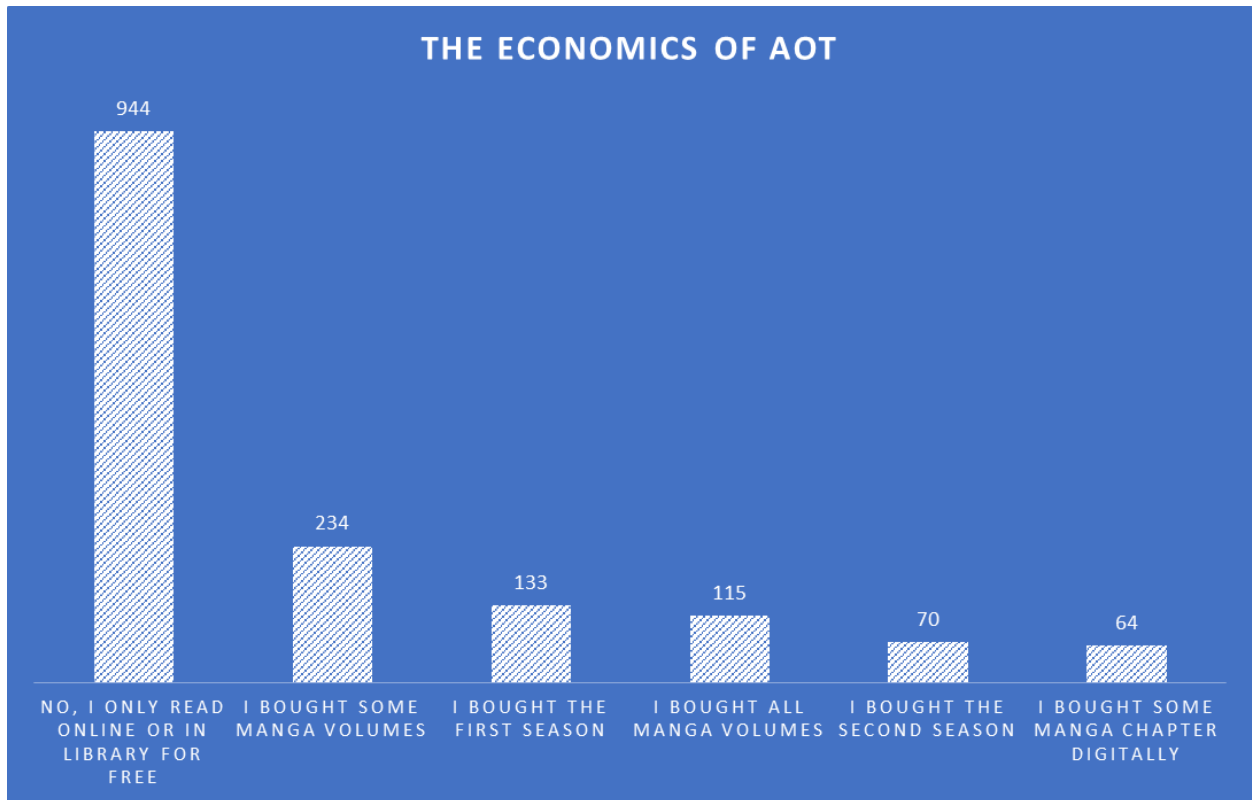
Anzahl von Do you enjoy character pairings ("shipping")



Have you bought the anime and/or the manga?

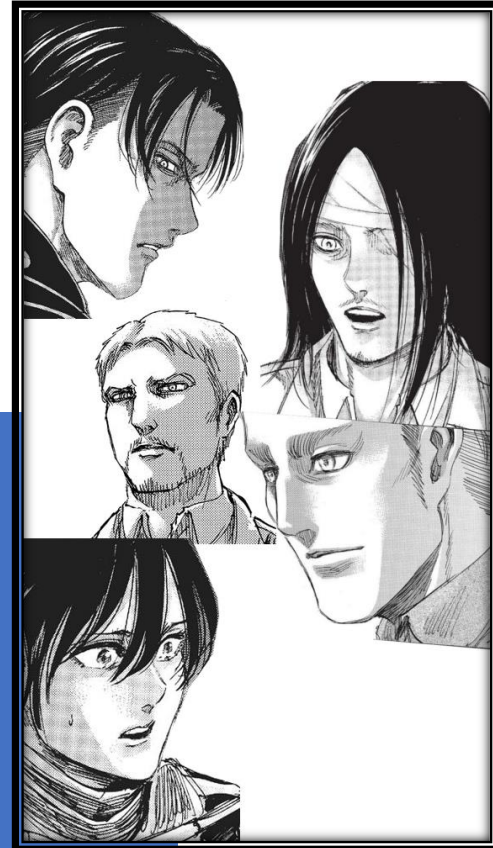
The sub mostly reads for free. 68% of the sub did not buy the manga nor the anime, using only free resources.

Figure 12: n=1407.

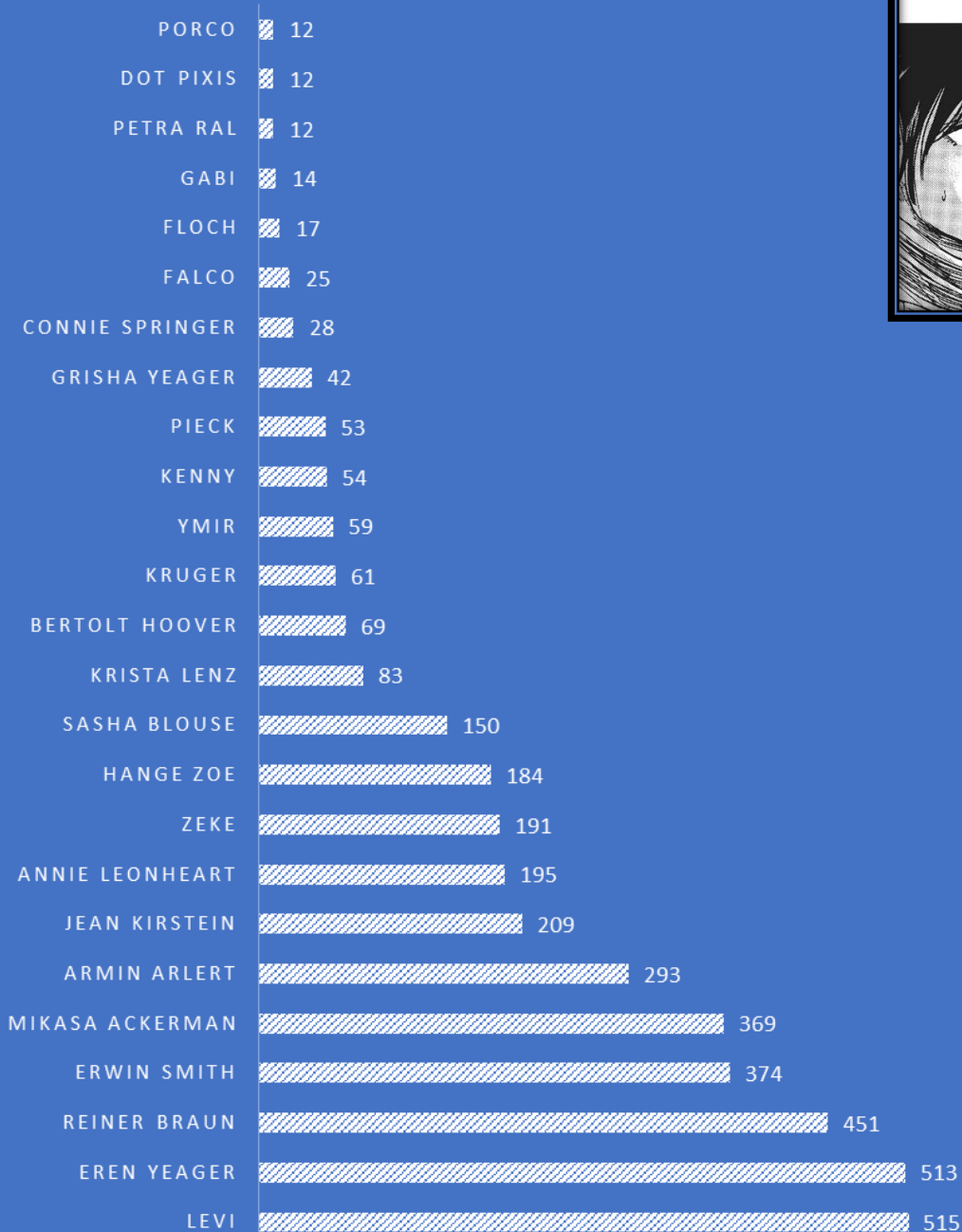


Favorite Characters

Levi won! By a very small margin, he is the most popular character. Especially Eren's and Reiner's popularity soared compared to the previous survey of /u/Moabittle. The top 10 consist of six SC members who graduated from the 104th cadet class, supplemented by the Survey Corps leadership Erwin, Levi, and Hange. The only relatively new character is Zeke. Some probably expected Pieck to rank higher, considered the amount of posts on the sub. But she could not make it in the top 3 of many. Still, she is the most popular of the new Marley cast. Erwin has the highest "like/dislike" ratio.

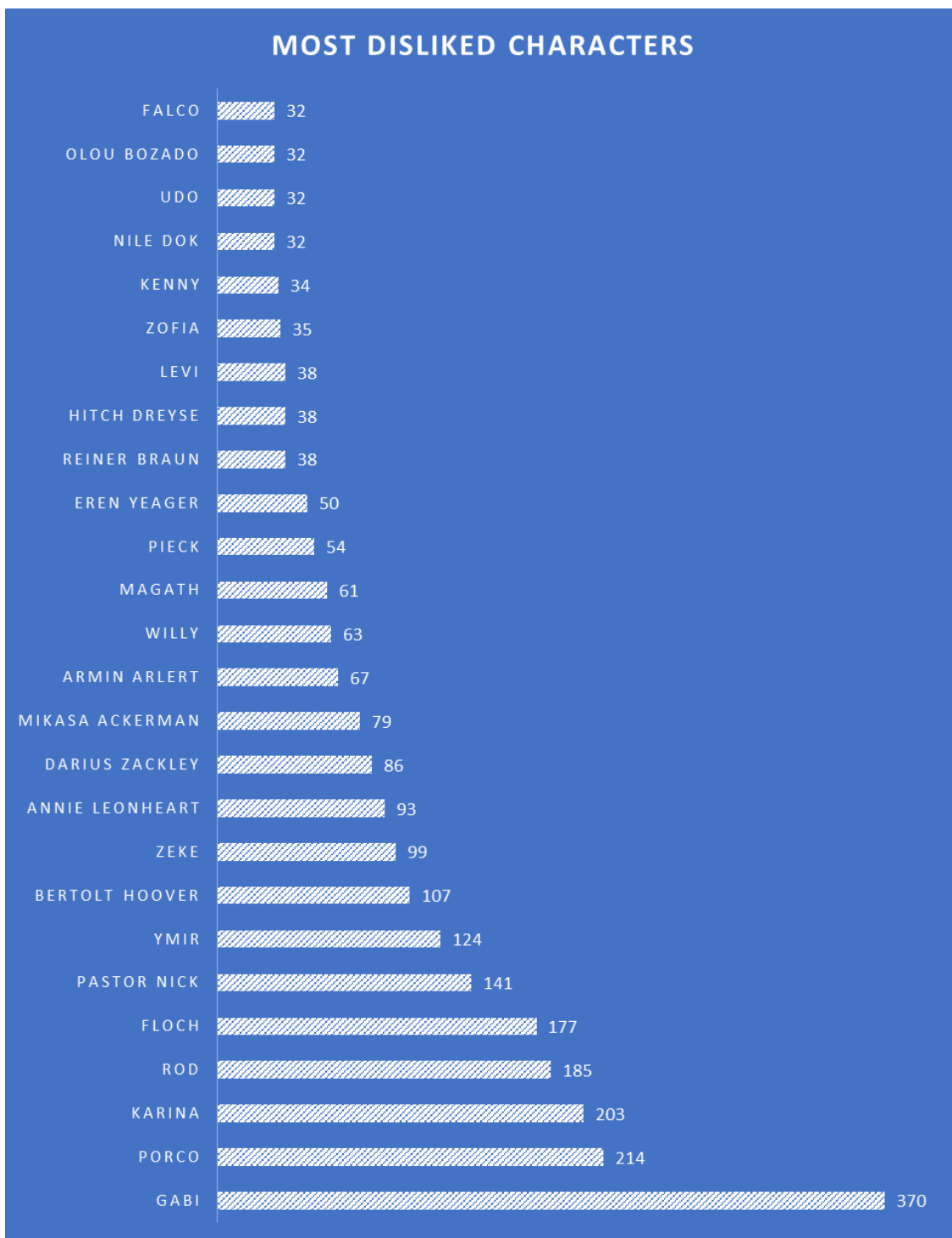


TOP 25 FAVORITE CHARACTERS



Most Disliked Characters

The sub really seems to dislike Gabi. During the time the survey took place, a Gabi hate post even got a lot of upvotes. Considered should be that Karina was added later and Rod even later. So, the first users could not vote them as disliked characters, unless they edited their post. Before, Eren was the least favorite character. Followed by Reiner and Mikasa. Since these characters were very popular, they could have been considered as divisive or polarizing to the community. However, not much of this previous “hate” is left. Instead, these three are “generally loved”. Now, Gabi, Porco, Karina, Rod and Floch take the lead as disliked characters.



THANK YOUR FOR
PARTICIPATING! 😊