

The Demographics of /r/ShingekiNoKyojin – 2nd Survey – Results

In order to see the demographics of the subreddit, I conducted a 2nd short survey end of August 2018, after the first took place in February. In total, 2,620 users participated. This is a huge increase compared to February when 1,428 users participated.

METHODOLOGY

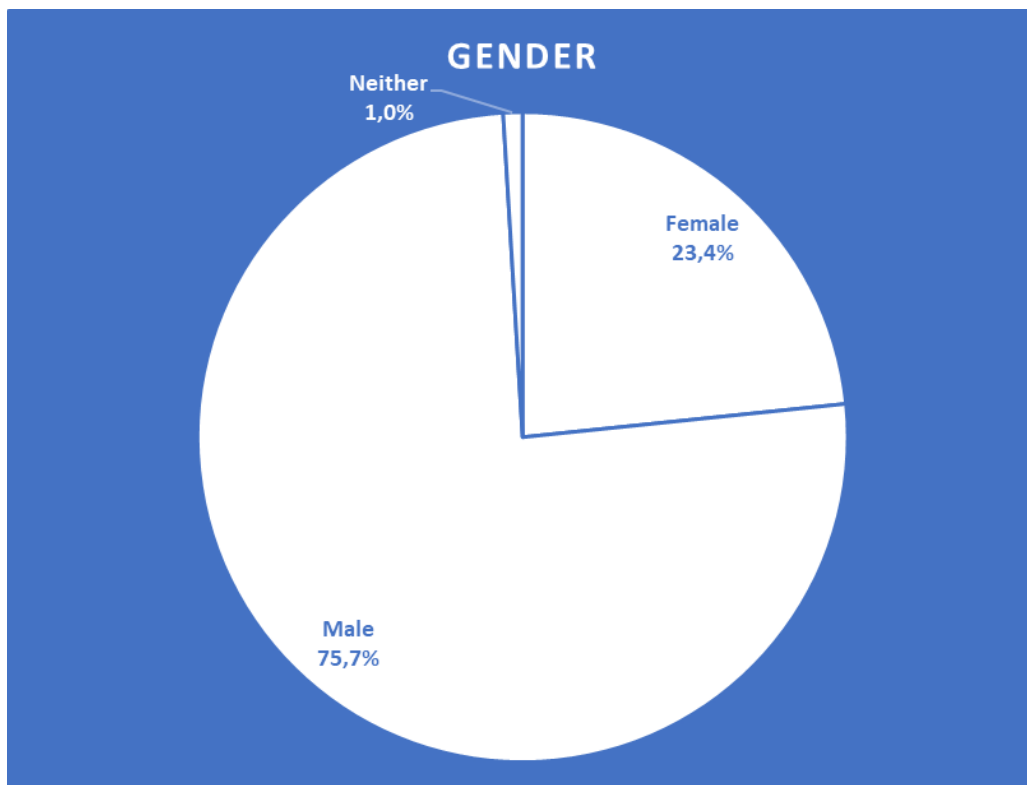
The survey took place from 21st August (Tuesday) to 27th August of 2018 (Monday) UTC, and thus, two days longer than the first survey. A Google Forms link with an English language questionnaire has been shared on the subreddit [/r/ShingekiNoKyojin](#) and pinned for three to four days.

THE RESULTS

GENDER

In contrast to other online communities, Reddit is usually said to be male-dominated. A rule of thumb is that about 80% of Redditors are male. In February, the subreddit fit well into this and still does. Although, the August survey saw an increase of the female share from 18.6% to 23.4% (↑ 4.8%), while the share of male users drop from 80.2% to 75.7% (↓ 4.5%). The amount of people who stated neither of the two genders stood similar, at 1% (February: 1.2%).

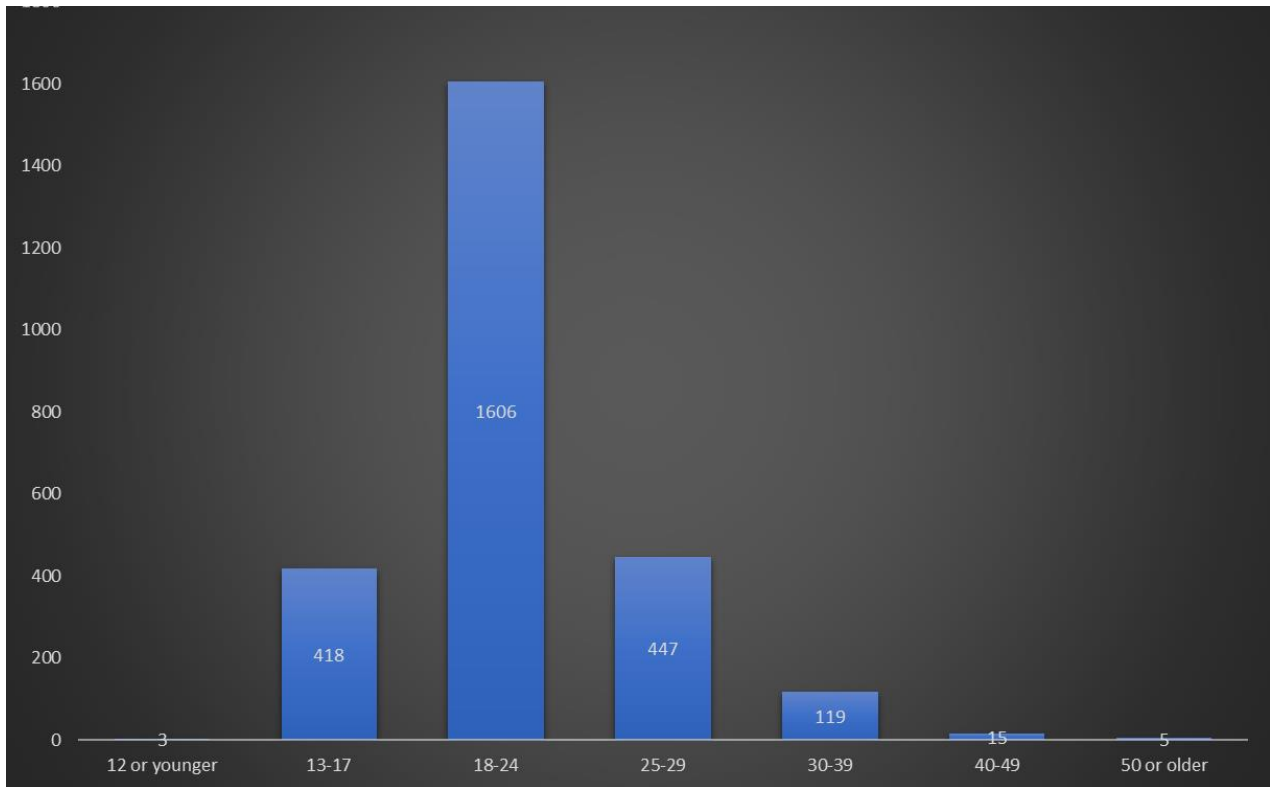
Figure 1: Gender (n=2611)



AGE

Compared with last time, the sub indeed seems a little bit overall. But it is not really significant. The ages 13 to 29 years already take 94.6% cumulated. Adding the span from 30 to 39 years, it 99.2 % of the sub are covered. Barely anyone is younger than 12. Even less people than last time. So, maybe they became 13 in the meantime.

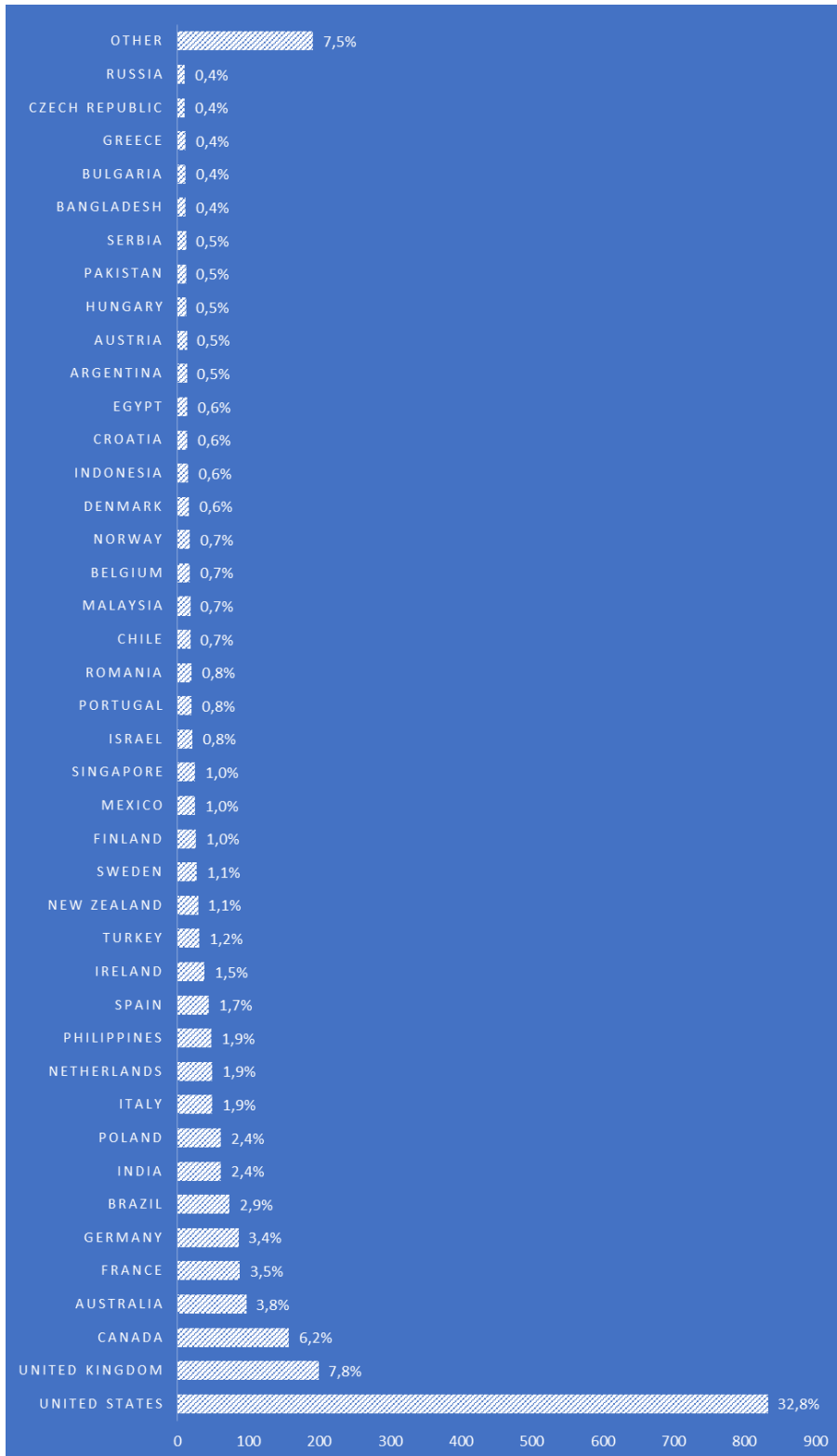
Figure 2: What is your age? (n=2613).



PLACE OF LIVING

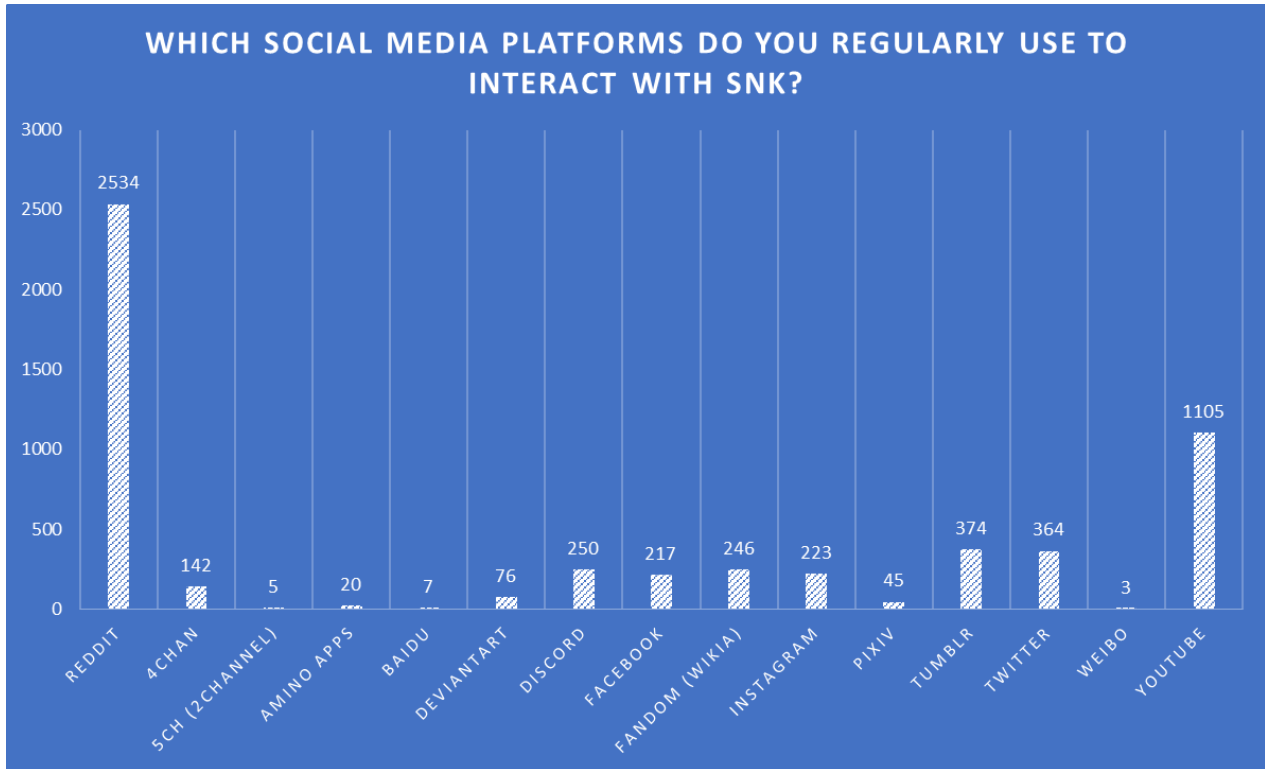
No Surprises. Quite similar to last time. About a third of the sub lives in the US. Half of the sub lives in the big countries of the Anglosphere: USA, United Kingdom, Canada, and Australia. Then followed by France, Germany, Brazil, India, and Poland.

Figure 3: n = 2542



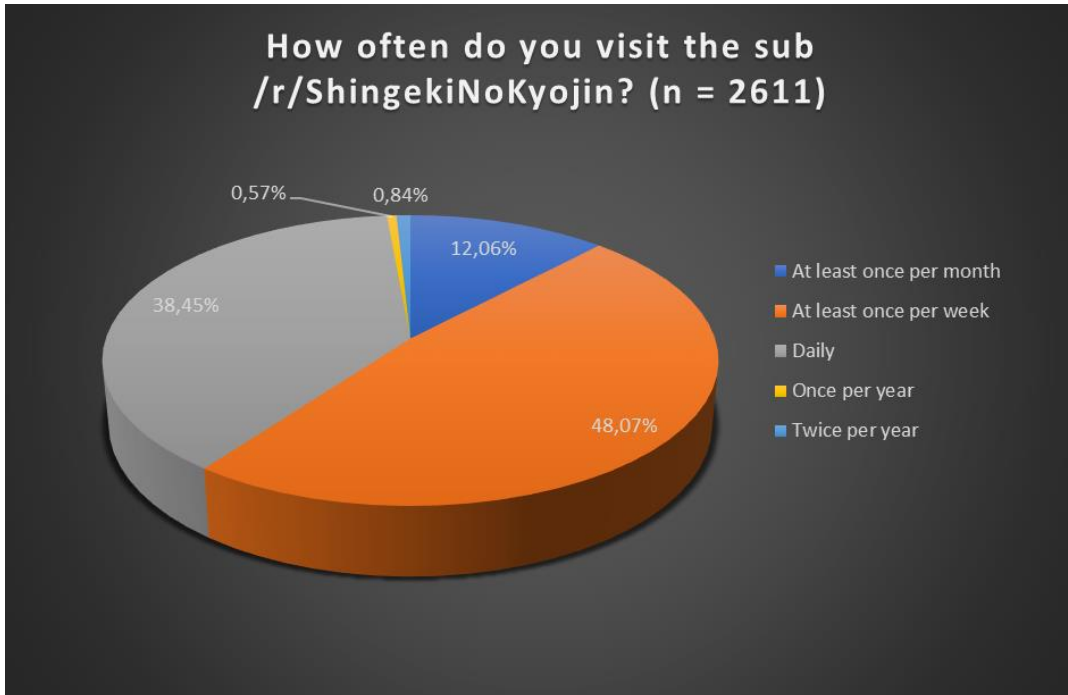
SOCIAL MEDIA USE

Figure 4: Which social media platforms do you regularly use to interact with SNK official materials and/or fan content? (n = 2582)



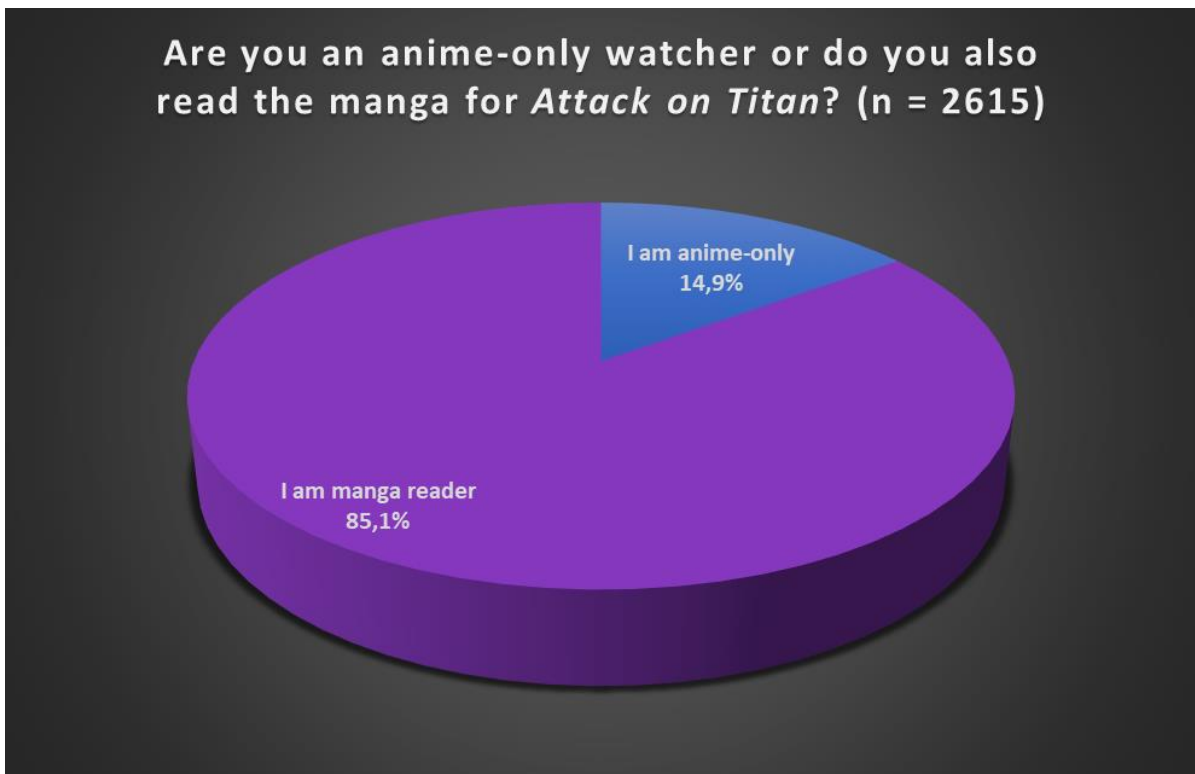
Unsurprisingly, most people use Reddit (98.1%). Since this is a Reddit survey, every other result would be surprising. Additionally, users frequent Youtube for *Attack on Titan* content. Some users (~14%) use Tumblr and/or Twitter to interact with the Franchise. Twitter is very popular in Japan and thus a good source for news. About 10% of Redditors then also use Discord and Fandom (Attack on Titan Wiki). Overall, the results are similar to February, with some increase in Youtube and Twitter usage.

ACTIVITY ON THE SUB



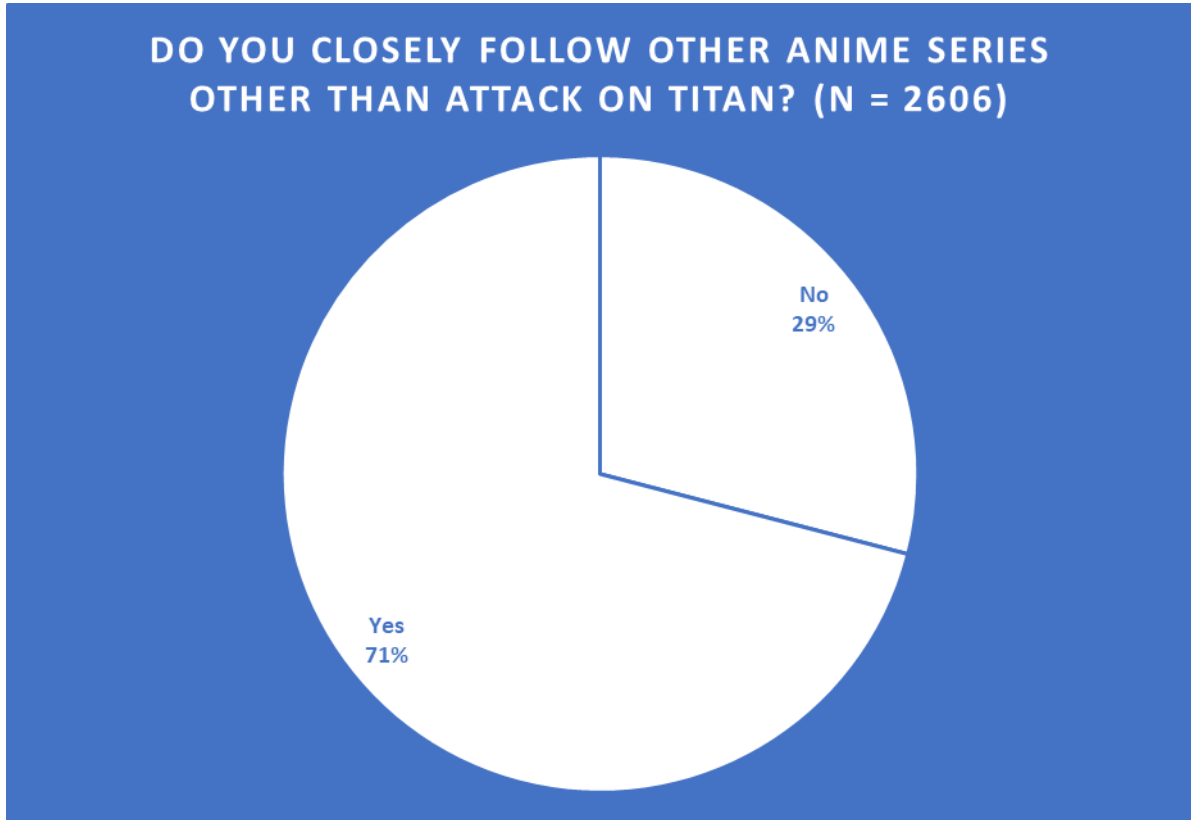
The activity of surveyed users changed compared to February. Most users answered, they visit the sub at least once per week. In February, daily users had the highest share. A reason could be that this survey was open two days longer and even when an anime episode aired where users who come once a week could be expected.

ANIME-ONLY VS. MANGA READERS



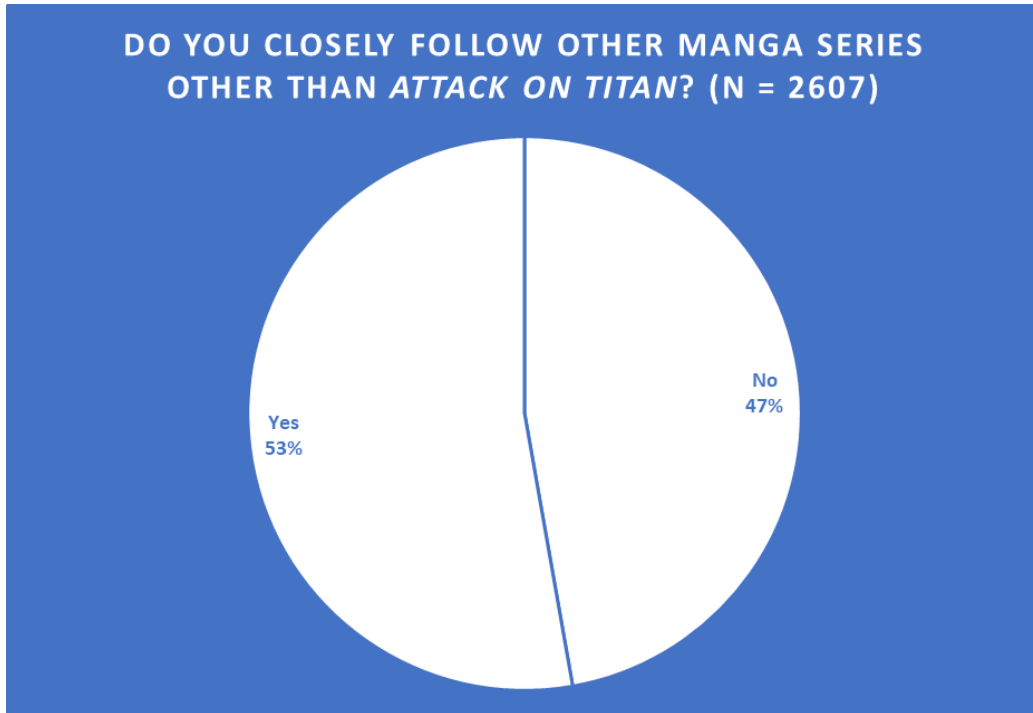
A quite big change happened in the Manga-Reader-Anime-Only relation. While before it was about 97% to 3%, the share of anime-onlies increased by 12.7 percentage points up to 14.9%. An expected increase since season 3 of *Attack on Titan* started in July 2018.

OTHER ANIME SERIES



There are anime watchers on the sub. The majority doesn't only watch *Attack on Titan* but also other cartoon series from Japan. The percentage for people who watch other anime series increased by about 6 percentage points. About 29% watch *Attack on Titan* as their only anime.

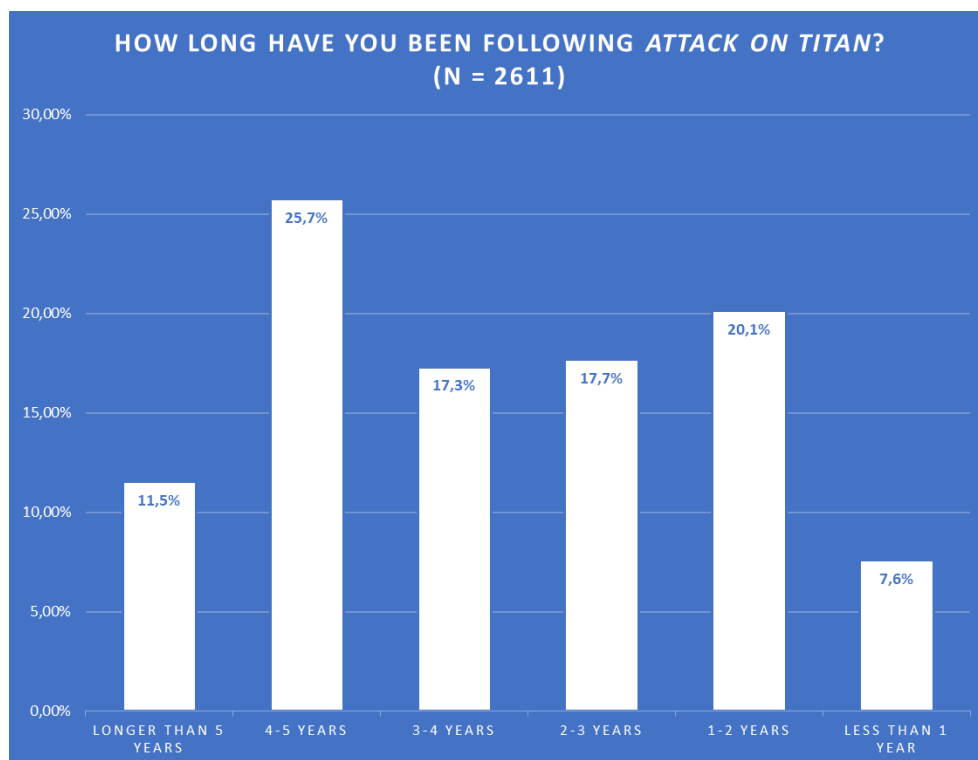
OTHER MANGA SERIES



For the manga, it is almost the same like the February survey with no significant change. About half of the sub spends time for other manga, while the other half does not.

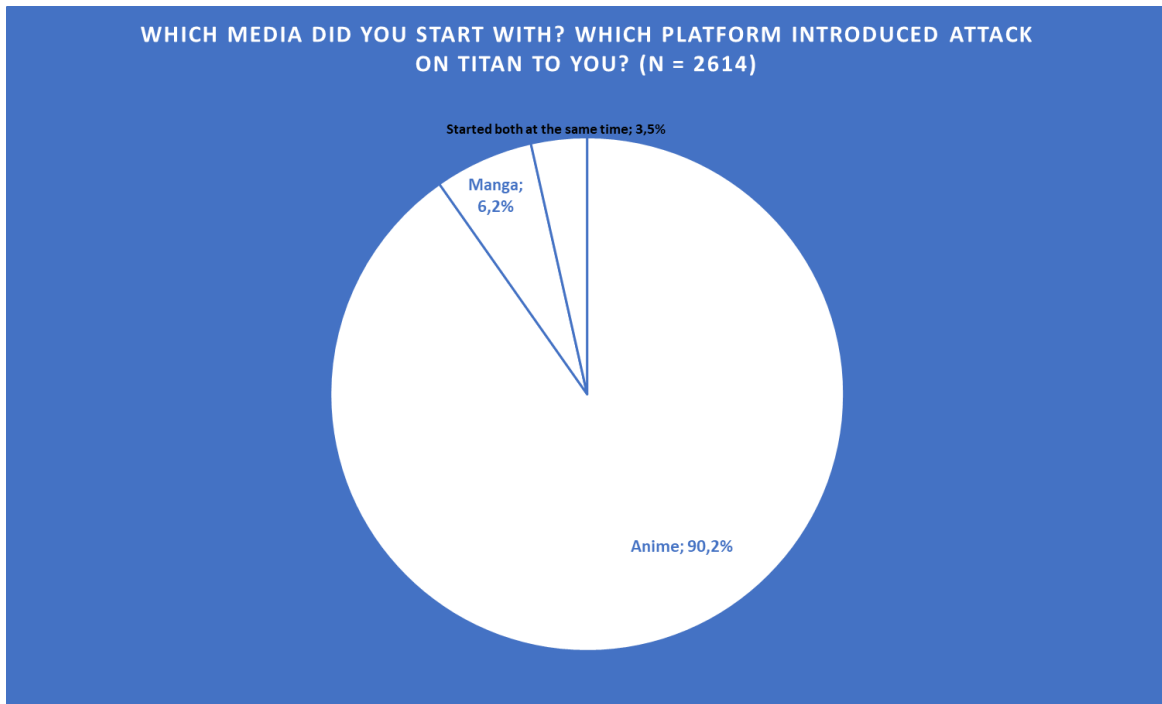
HOW LONG ARE THE USERS FOLLOWING THE SERIES

In the past year, so far, only 7.6% became newly introduced to *Attack on Titan*. In February, this number was higher (12.1%). Probably because season 2 brought new people in. Most of the user base started when the anime became super successful. Since then, there is still a constant growth in the series' fandom.



INTRODUCTION TO ATTACK ON TITAN

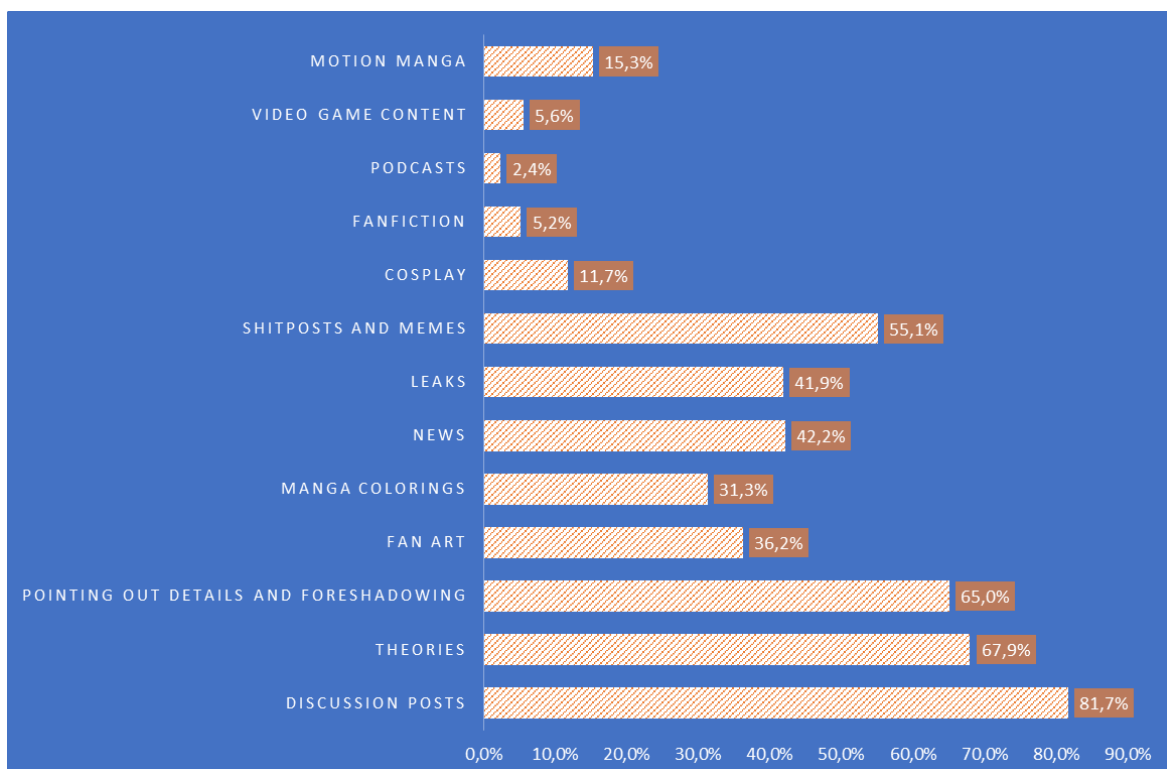
As most would expect, most people were introduced to *Attack on Titan* by the very hyped anime series. Numbers almost the same to February.



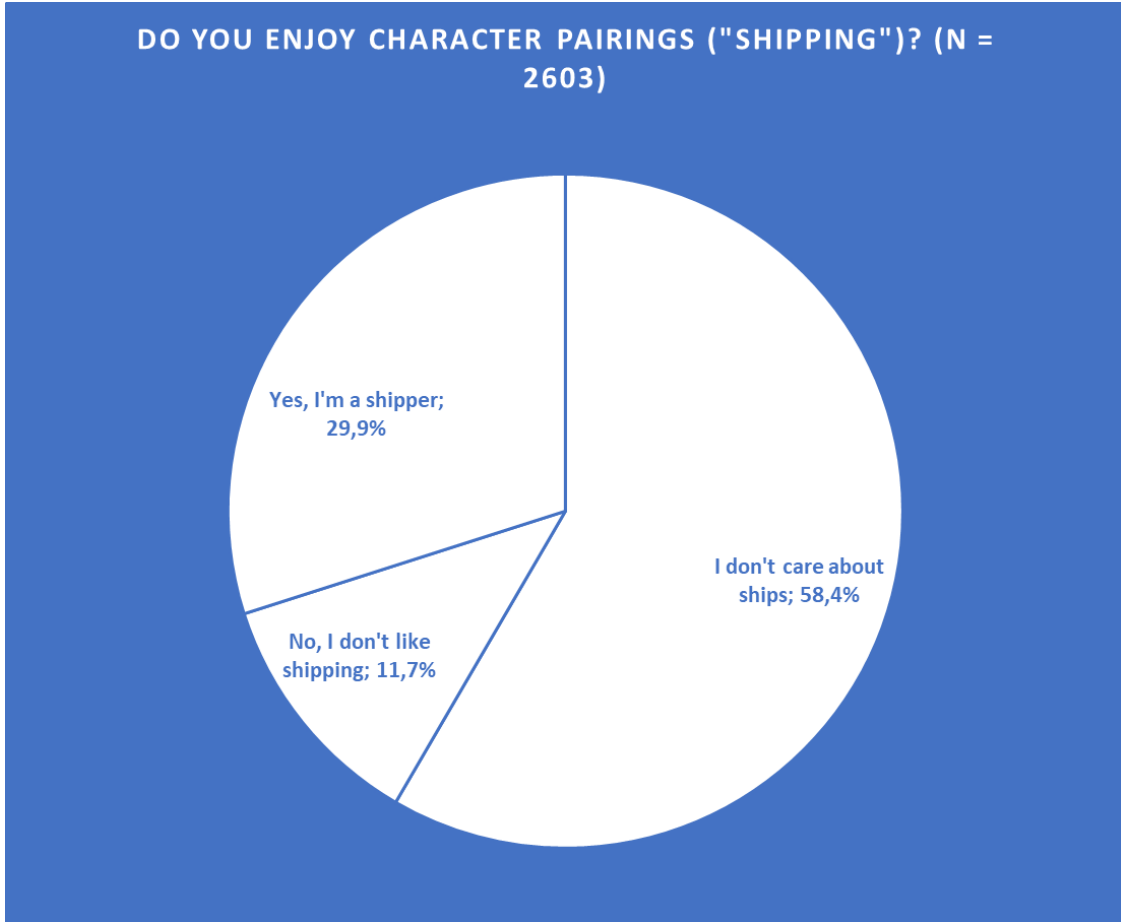
POST TYPES

For the content being enjoyed by most Redditors, Leaks fall back in popularity from 58.1% to 41.9%. At the same time, the popularity of shitposts increased from 46.9% to 55.1% of the user base.

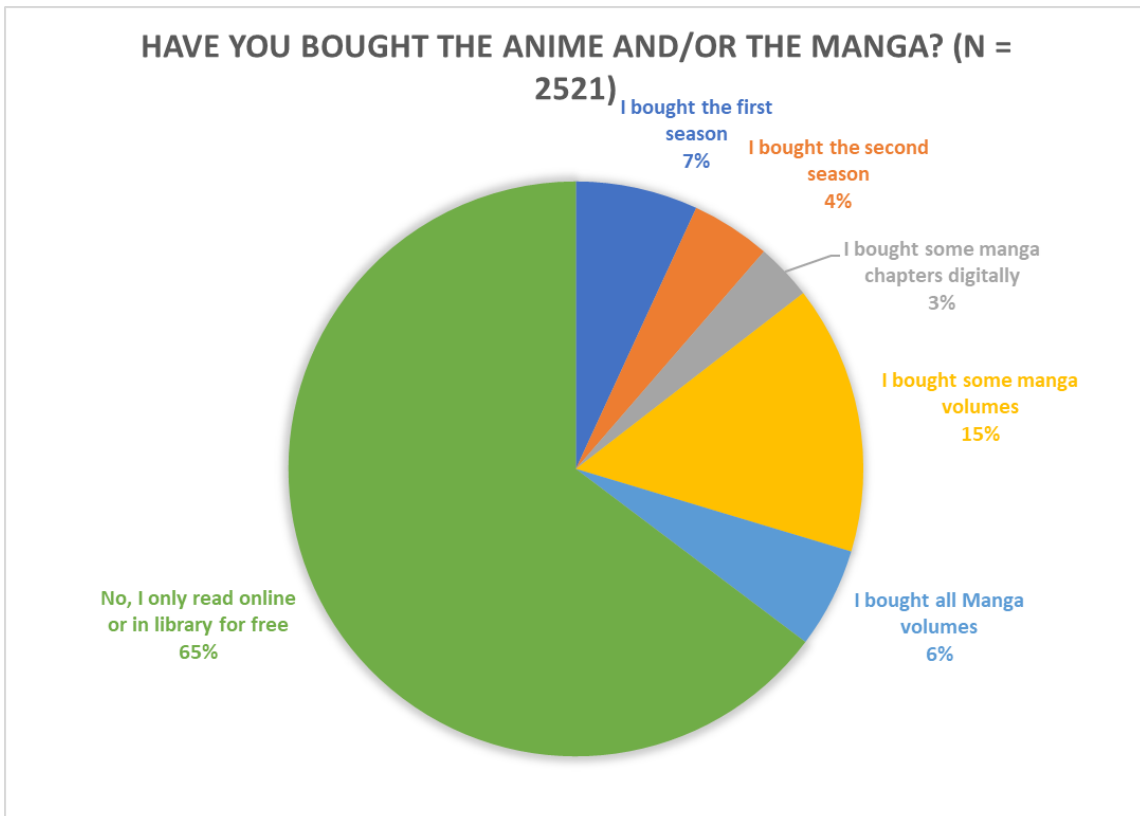
Figure 5: Which content on the sub do you enjoy the most? (n = 2589)



SHIPPING

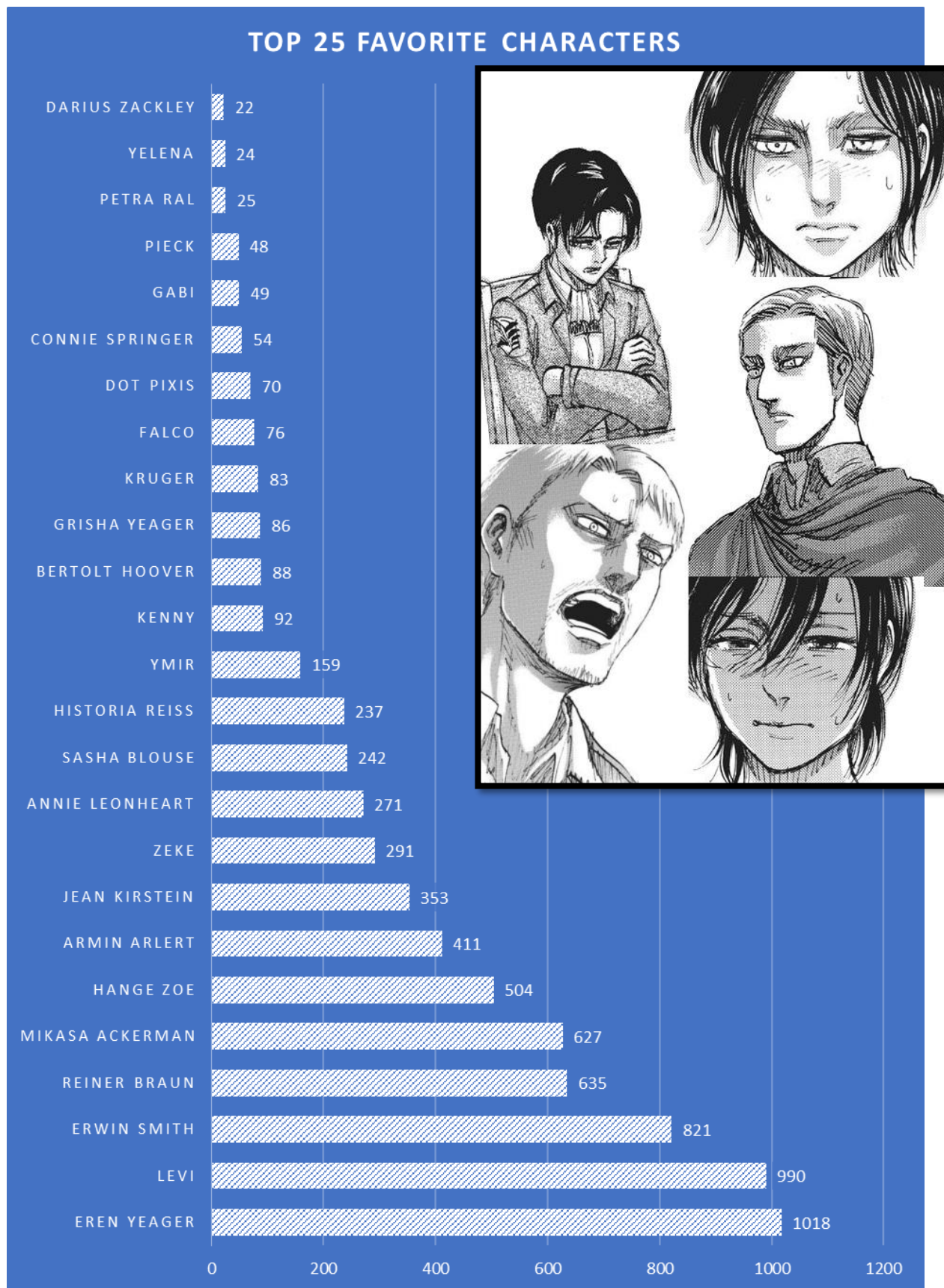


HAVE YOU BOUGHT THE ANIME AND/OR THE MANGA?



FAVORITE CHARACTERS

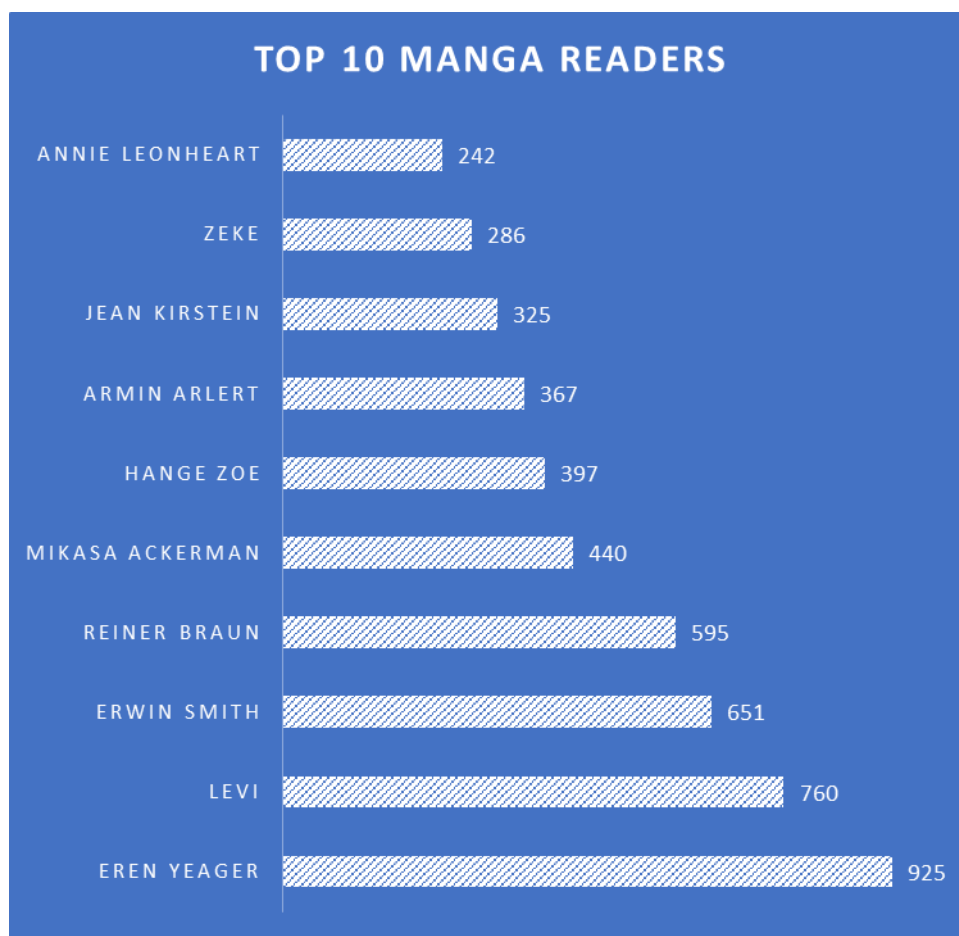
Figure 6 n = 2591



There has been a change in the leadership of the most popular character ranking with Eren surpassing Levi. Compared to last time, also Erwin overtook Reiner, while overall, the character in the top 10 remained the same, just with some change in the order. Hange's popularity improved, too, now reaching the 6th rank. Historia's popularity doubled, but she still has the same ranking as in February. Though, before, Sasha was much more popular than Historia while know, there is no significant difference anymore. For the relatively new Marley characters, Falco and Gabi, both, surpassed Pieck.

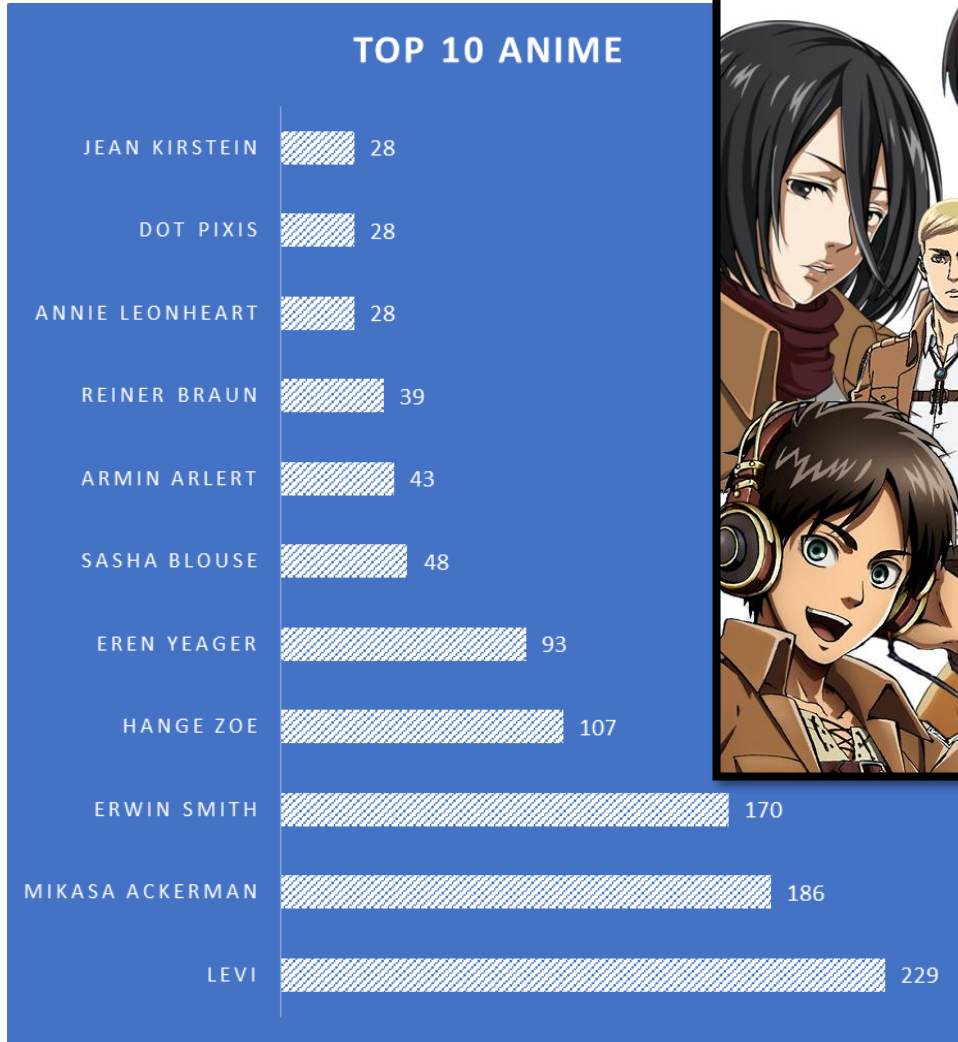
POPULAR CHARACTERS (MANGA)

The manga reader only top 10 are actually the same as the overall top 10.



POPULAR CHARACTERS (ANIME)

The top 10 of the anime are like the overall AoT ranking of the sub before the Marley arc, with Levi ranking first and Mikasa and Erwin making the eternal top 3. Hange ranks 4th and the main character, Eren, comes in 5th. Sasha is also very popular among anime-onlies.

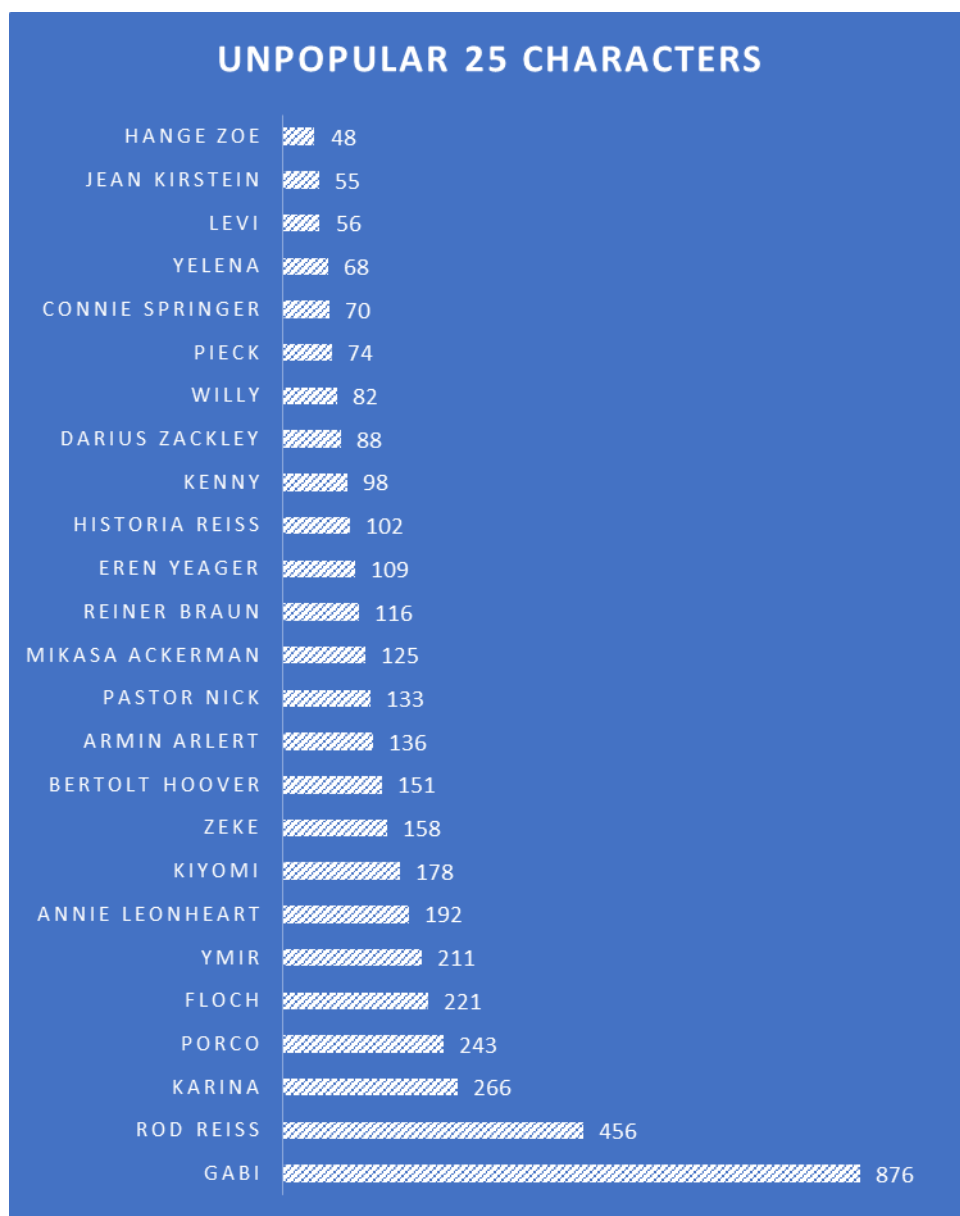


MOST DISLIKED CHARACTERS

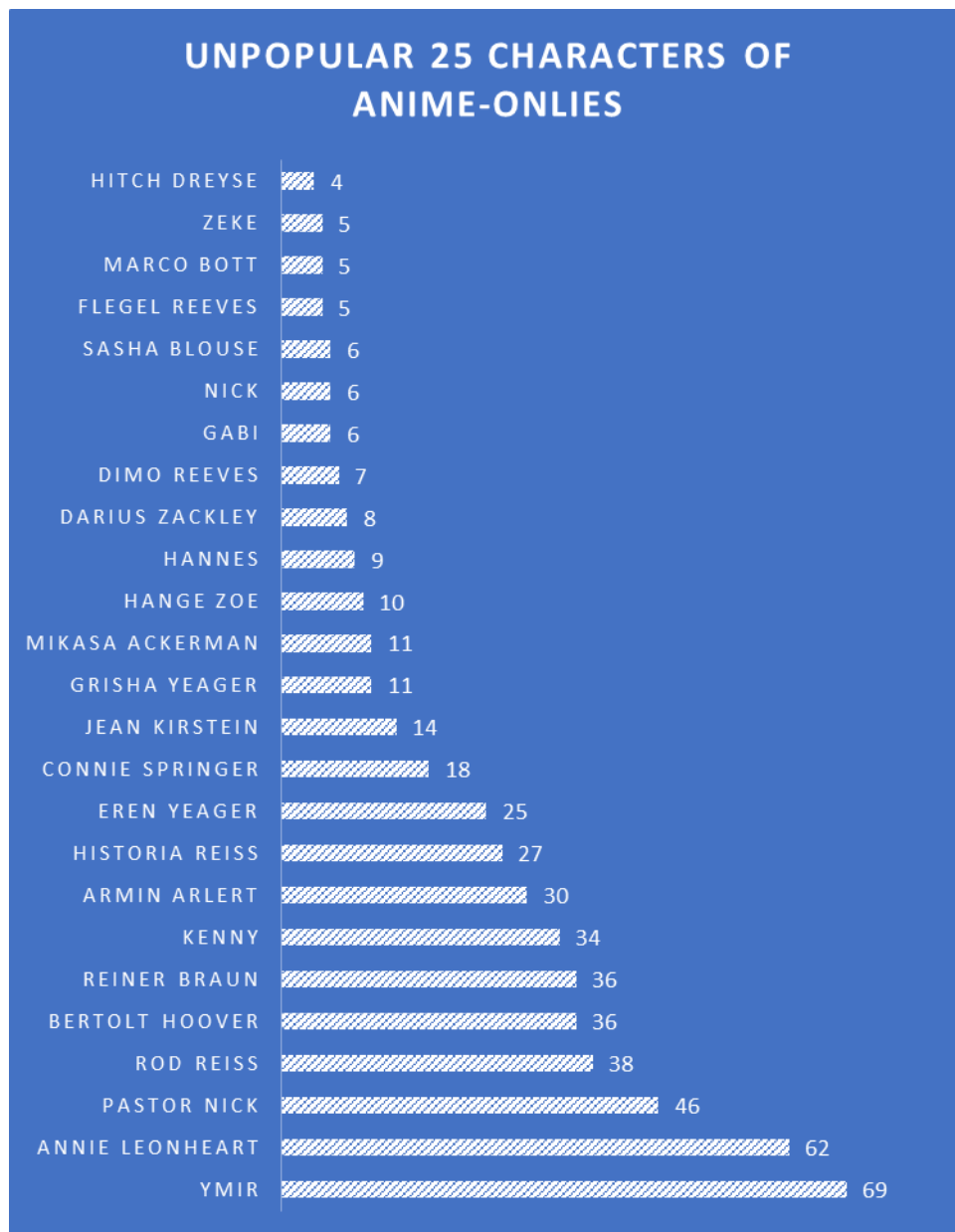
For two characters, the unpopularity increased a lot: Gabi Braun and Rod Reiss. While in February 30.6% of the users put Gabi in their “worst 3”, by now, it increased by about 10 percentage points to 41%. One reason could be that Redditors don’t like that Gabi killed Sasha. Rod’s unpopularity increased from 15.3% to 21.3%. A reason could be his appearance in the anime. Also, Annie got more haters, going up from 7.7% to 9%. Other characters mostly became less unpopular. It must be noted that 2137 participants of the survey chose at least on unfavorable character while about 500 users didn’t choose anyone. The percentage is in relation to $n = 2137$. When considering that some users do not dislike characters, the percentages would be lower.

When considering only manga readers who chose an unfavorable character, Gabi’s unpopularity reaches 46.5% (39.1% when considering manga reader who did not choose any character). Before the Marley arc, Eren used to top that ranking.

Figure 7: $n = 2137$



ANIME UNPOPULAR



THANK YOUR FOR
PARTICIPATING! 😊