What Brands Need to Know About Snapchat

Global clients of all sizes and industries partner with Toluna as their all-in-one provider for actionable consumer insights. With the world’s largest social voting community of 10 million members, our customers can brainstorm innovative ideas, uncover new business opportunities and answer marketing questions that transform their businesses.
What Brands Need to Know About Snapchat

Since its debut in 2011, Snapchat has been gaining momentum. Users first gravitated toward the social network because it offered something no other social network did at the time: users could share images with their friends that would automatically disappear. Since then it has significantly expanded its features, and exploded in popularity.

Toluna surveyed more than 1000 consumers in the U.S. to find out how different populations are using Snapchat and how they interact with brands on the social network.

Percentage of Snapchat Users by Demographic

- Millennials: 75%
- Gen X: 48%
- Baby Boomers: 16%

Top Snapchat Uses

- Across all age groups, ‘Communicating 1v1’ was the top Snapchat use.
- ‘Sending Content to Friends’ was the second use for Millennials and Gen X whereas ‘Following the News’ and ‘Sending Content to Friends’ were joint second for Baby Boomers.

Men and Women Engage with Snapchat Differently

- Women: 38%
- Men: 25%

What Types of Snapchat Content are People Accessing?

- Entertainment: Women: 44%, Men: 44%
- Food & Beverage: Women: 44%, Men: 44%
- Clothing: Women: 35%, Men: 61%
- Technology: Women: 31%, Men: 51%
- Media/News: Women: 35%, Men: 61%
- Sport: Women: 31%, Men: 51%

How do other platforms compare?

- Do people like that social media channels are becoming less focused on text based content and more focused on photo sharing features?
  - Yes: 48%
  - No: 35%
  - I’ll use both as I do today: 17%

- Which of the following social media properties are used most?
  - Facebook: 67%
  - Instagram: 16%
  - Twitter: 6%
  - Pinterest: 5%
  - Snapchat: 3%
  - Other: 3%

- Would people consider using Facebook and Instagram more since they now offer similar features to Snapchat?
  - Yes: 46%
  - No: 35%
  - I’ll use both as I do today: 19%

Research was completed via Toluna QuickSurveys between March 2 and March 5 2017.
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Toluna surveyed more than 600 consumers in the U.K. to find out how different populations are using Snapchat and how they interact with brands on the social network.

**Percentage of Snapchat Users by Demographic**

- **62%** Millennials
- **26%** Gen X
- **13%** Baby Boomers

**Top Snapchat Uses**

Across all age groups, 'Communicating 1v1' was the top Snapchat use. ‘Sending Content to Friends’ was the second use for Millennials and Gen X whereas ‘Following the News’ was second for Baby Boomers.

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Communicating 1v1</th>
<th>Sending Content to Friends</th>
<th>Following Celebrities</th>
<th>Following News</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Millennials</strong></td>
<td>44%</td>
<td>32%</td>
<td>14%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Gen X</strong></td>
<td>37%</td>
<td>23%</td>
<td>20%</td>
<td>27%</td>
</tr>
<tr>
<td><strong>Baby Boomers</strong></td>
<td>32%</td>
<td>11%</td>
<td>20%</td>
<td>2.7%</td>
</tr>
</tbody>
</table>

**Men and Women Engage with Snapchat Differently**

- **Women**: 44% Communicating 1v1, 28% Sending Content to Friends, 12% Following Celebrities, 12% Following News, 4% Others
- **Men**: 34% Communicating 1v1, 25% Sending Content to Friends, 15% Following Celebrities, 20% Following News, 6% Others

**What Types of Snapchat Content are People Accessing**

- **Entertainment**: 56% Women, 38% Men
- **Food & Beverage**: 35% Women, 28% Men
- **Clothing**: 42% Women, 27% Men
- **Technology**: 38% Women, 22% Men
- **Media/News**: 16% Women, 37% Men
- **Sport**: 49% Women, 33% Men

**How do other platforms compare?**

Do people like that social media channels are becoming less focused on text based content and more focused on photo sharing features?

- **Yes**: 35%
- **No**: 65%

Which of the following social media properties are used most?

- **Facebook**: 8%
- **Twitter**: 8%
- **Instagram**: 7%
- **Snapchat**: 6%
- **Pinterest**: 5%

Would people consider using Facebook and Instagram more since they now offer similar features to Snapchat?

- **Yes**: 24%
- **No**: 76%

Research was completed via Toluna QuickSurveys between March 2 and March 5 2017.