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 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.

**Men and Women Engage with Snapchat Differently**

- **Women**
  - Communicating 1v1: 44%
  - Sending Content to Friends: 28%
  - Following Celebrities: 12%
  - Following News: 12%
  - Others: 4%

- **Men**
  - Communicating 1v1: 34%
  - Sending Content to Friends: 25%
  - Following Celebrities: 15%
  - Following News: 20%
  - Others: 6%

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

- **Entertainment**
  - Women: 56%
  - Men: 35%

- **Food & Beverage**
  - Women: 38%
  - Men: 28%

- **Clothing**
  - Women: 42%
  - Men: 27%

- **Technology**
  - Women: 22%
  - Men: 36%

- **Media/News**
  - Women: 49%
  - Men: 37%

- **Sport**
  - Women: 16%
  - Men: 37%

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