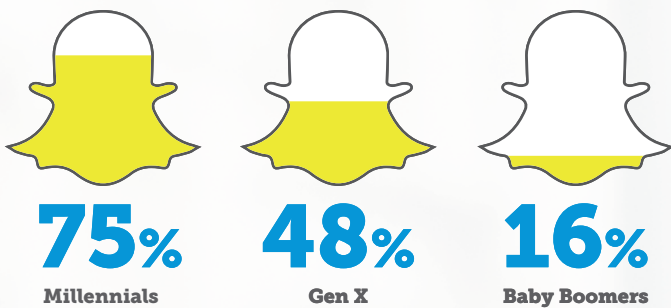


What Brands Need to Know About Snapchat

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.

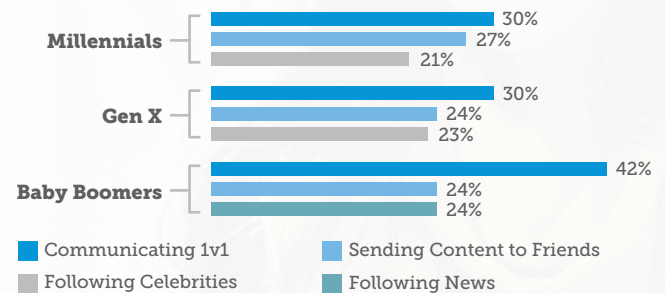
Toluna surveyed more than 1000 consumers in the U.S. to find out how different populations are using Snapchat and how they interact with brands on the social network.

Percentage of Snapchat Users by Demographic



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



What Types of Snapchat Content are People Accessing

