



Fact sheet

United States

Audience

48%

Male

55%

Female

Devices



75%
iOS



25%
Android

Top Snap Lifestyle Categories



Shoppers

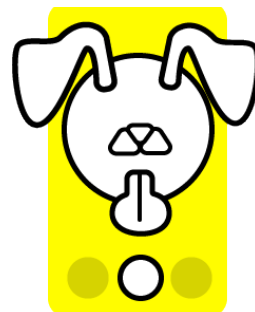


Gamers



Sports Fans

How They're Snapping



Lenses

1 in 2 share or save Lenses on a monthly basis

4 in 5 are in the **Lens Carousel** on a monthly basis

84%

Lens Views (Swipes)
Organic

56%

Lens Shares/Saves
Organic



Filters

1 in 4 share or save Filters on a monthly basis

2 in 5 are in the **Filter Carousel** on a monthly basis

50%

Filter Views (Swipes)
Organic

32%

Filter Shares/Saves
Organic

What They're Consuming (Content)

69%

of Audience Watch **Discover Stories**

84%

of Audience Watch **User Stories**

