

Dining Behaviors Have Shifted During COVID-19

How US Snapchatters Are Dining With Restaurants Today

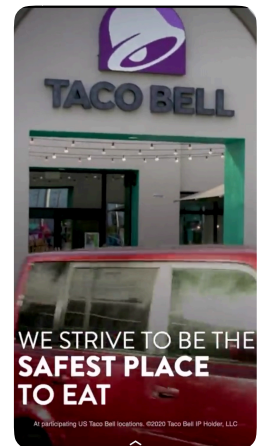
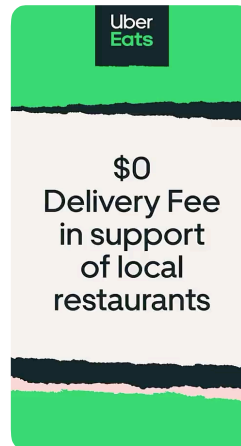


83 million
Daily Active Users in North America, On Average¹

Snapchatters are turning to delivery apps to satisfy their food cravings.

66%

of Snapchatters are likely to use a select **food delivery app** in the next month.²



They're supporting their favorite restaurants now more than ever.

57%

of Snapchatters are likely to order food for **delivery** from a restaurant in the next month.³

57%

of Snapchatters are likely to order food for **pickup** from a restaurant in the next month.⁴

36%

of Snapchatters expect to order food for delivery or pickup **more than usual** over the next month.⁵

¹ Source: Snap Inc. internal data Q2 2019. North America includes Mexico, the Caribbean, and Central America. See Snap Inc. public filings with the SEC.

² Snap Inc. survey of U.S. Snapchat users 13+, March 26 - 29, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Question: "Which of these food delivery apps are you likely to use in the next month?" (choices include: Caviar, Uber Eats, Grubhub, Postmates, DoorDash, none of the above) 1,953 respondents.

³ Snap Inc. survey of U.S. Snapchat users 13+, March 26 - 29, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Question: "How likely are you to order food from a restaurant for delivery in the next month?" 2,160 respondents.

⁴ Snap Inc. survey of U.S. Snapchat users 13+, March 26 - 29, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Question: "How likely are you to order food from a restaurant for pickup in the next month?" 2,075 respondents.

⁵ Snap Inc. survey of U.S. Snapchat users 13+, March 26 - 29, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Question: "In general, how frequently do you expect to order food for delivery or pickup in the next month?" 1,984 respondents.