



# Fact sheet Canada

## Audience

**110M**

MAU<sup>1</sup>

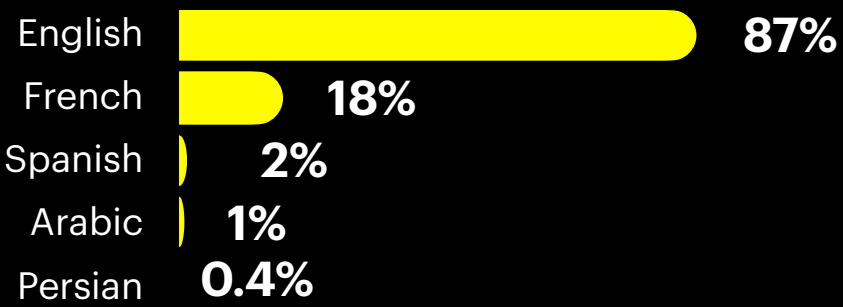
**46%**

Male

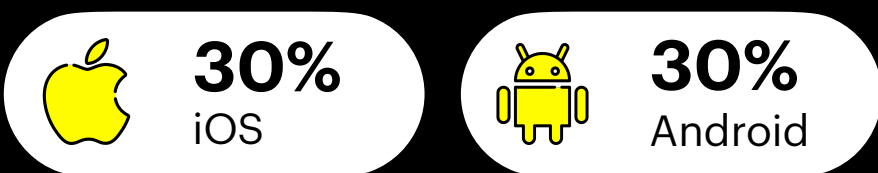
**54%**

Female

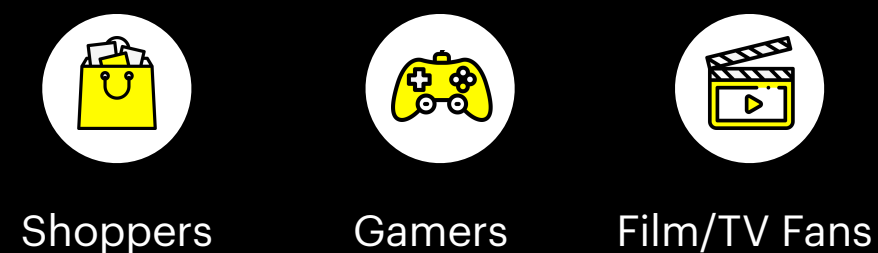
## Languages



## Devices



## Top Snap Lifestyle Categories



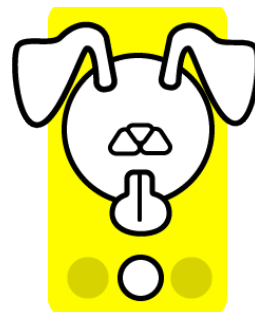
## Reach



**Snapchat reached over 80% 13-24 year olds in Canada**

That means Snapchat reaches more 13-24 year olds in Canada than Facebook or Instagram

## 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

**83%**

**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

**48%**

**Filter Views (Swipes)**  
Organic

**30%**

**Filter Shares/Saves**  
Organic

## What They're Consuming (Content)

**65%**

of Audience Watch **Discover Stories**

**80%**

of Audience Watch **User Stories**

<sup>1</sup>Snap Inc. internal data Q1 2022

Snap Inc. Ads Manager Q2 2022