



Fact sheet

United Kingdom

Audience

18M

MAU¹

45%

Male

55%

Female

Devices



67%
iOS



34%
Android

Top Snap Lifestyle Categories



Shoppers



Gamers



Film/TV Fans

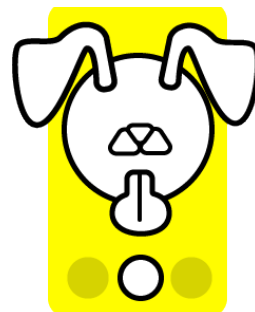
Reach



Snapchat reached over 90% 13-24 year olds in the UK

That means Snapchat reaches more 13-24 year olds in the UK than Facebook

How They're Snapping



Lenses

3 in 5 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

61%

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

28%

Filter Shares/Saves
Organic

What They're Consuming (Content)

65%

of Audience Watch **Discover Stories**

78%

of Audience Watch **User Stories**