

Asian Avenues

PRIZM Segments Included (by SESI): 17
Market: RDOS - Vancouver

Overview

- Of the 67 PRIZM Clusters identified in Canada, Asian Avenues rank 1st for the Custom Vancouver target area created using Regional District Okanagan Similkameen (RDOS) visitor origin FSA's
- Asian Avenues make up 68,913 households, or 22% of the total Households in the Custom Vancouver target area (311,298)
- The Median Household Maintainer Age is 53, 53% of couples have children living at home
- Average Household Income of \$102,885 compared to the Custom Vancouver target area at \$112,266
- **Top Social Value: Confidence in Advertising:** A tendency to trust and use advertising as a source of reliable information. Also, a tendency to identify with the fashions and the role models promoted by advertising and the consumer society
- Above Average interest in Ice Skating and visiting Video Arcades/Indoor Amusement Centres
- Above average interest in travelling within Canada (Montreal), Asian Avenues from the Custom Vancouver target area spent an average of \$1,603 on their last vacation
- On average, Asian Avenues from the Custom Vancouver target area spend 11hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 3.9hrs/day on the Internet. Daily Magazine usage is minimal (12 min/day)
- 73% currently use Facebook, 42% use Instagram and 23% use Twitter

Market Sizing



Total Population

Target Group: 207,626 | 30.0%
 Market: 691,873



Total Households

Target Group: 68,913 | 22.1%
 Market: 311,298

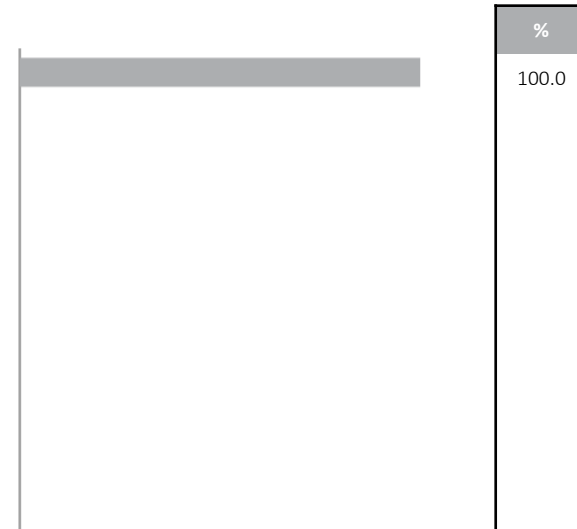
Top Geographic Markets

| Census Subdivision | Target Group | | | Market | |
|--------------------|--------------|-------------|------------|----------|-------------|
| | % of Group | % of Market | Index | HH Count | % of Market |
| Vancouver, BC (CY) | 84.9 | 22.7 | 137 | 303,964 | 61.9 |
| Burnaby, BC (CY) | 14.2 | 11.5 | 69 | 100,030 | 20.4 |
| Richmond, BC (CY) | 0.9 | 1.0 | 6 | 79,185 | 16.1 |

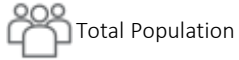
Top PRIZM Segments

% of Target Group Households

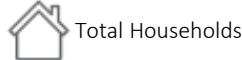
17 - Asian Avenues



Demographic Profile



Total Population
Target Group: 207,626 | 30.0%
Market: 691,873

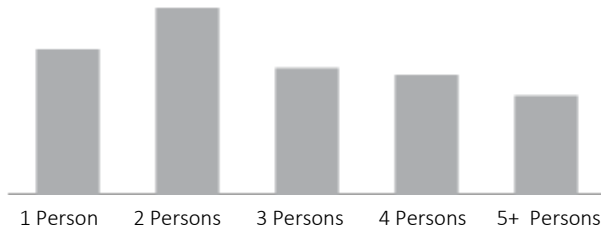


Total Households
Target Group: 68,913 | 22.1%
Market: 311,298

Average Household Income

\$102,885
(92)

Household Size*



Median Household Maintainer Age

53
(111)

| % | 21.4 | 27.5 | 18.7 | 17.7 | 14.6 |
|-------|------|------|------|------|------|
| Index | 55 | 86 | 143 | 174 | 234 |

Marital Status**

51.1%
(103)

Married/Common-Law

Family Composition***

52.8%
(129)

Couples With Kids at Home

Education**

30.4%
(128)

High School Certificate Or Equivalent

Visible Minority Presence*

77.4%
(139)

Belong to a visible minority group

Non-Official Language*

12.4%
(185)

No knowledge of English or French

Immigrant Population*

53.9%
(126)

Born outside Canada

Psychographics**

Strong Values

Weak Values

| | | | |
|----------------------------|-----|----|-------------------------------------|
| Advertising as Stimulus | 173 | 34 | Cultural Assimilation |
| Confidence in Advertising | 170 | 51 | Primacy of Environmental Protection |
| Adaptability to Complexity | 169 | 64 | Effort Toward Health |
| Ecological Fatalism | 169 | 68 | Personal Expression |
| Traditional Family | 168 | 72 | Ecological Concern |

Key Social Values

| | | |
|--|-------------------------------------|---------------------------------------|
| Confidence in Advertising Index = 170 | Ecological Fatalism Index = 169 | Traditional Family Index = 168 |
| Multiculturalism Index = 161 | Global Consciousness Index = 155 | Brand Genuineness Index = 153 |
| Racial Fusion Index = 150 | Culture Sampling Index = 145 | Attraction For Crowds Index = 142 |
| Community Involvement Index = 140 | Ecological Lifestyle Index = 133 | Consumption Evangelism Index = 132 |

Sports & Leisure

Occasionally/Regularly Participate or Attended/Visited (Past Year)

| Top 5 Activities Participated* | % Comp | Index |
|--------------------------------|--------|-------|
| Reading | 81.5 | 96 |
| Volunteer work | 57.8 | 104 |
| Gardening | 56.0 | 95 |
| Fitness walking | 53.5 | 104 |
| Swimming | 51.3 | 99 |

| Top 5 Activities Attended* | % Comp | Index |
|--|--------|-------|
| Exhibitions, carnivals, fairs & markets | 54.1 | 90 |
| Bars & restaurant bars | 35.8 | 94 |
| Parks & city gardens | 34.4 | 86 |
| Movies at a theatre/drive-in | 34.2 | 89 |
| Art galleries, museums & science centres | 31.8 | 90 |

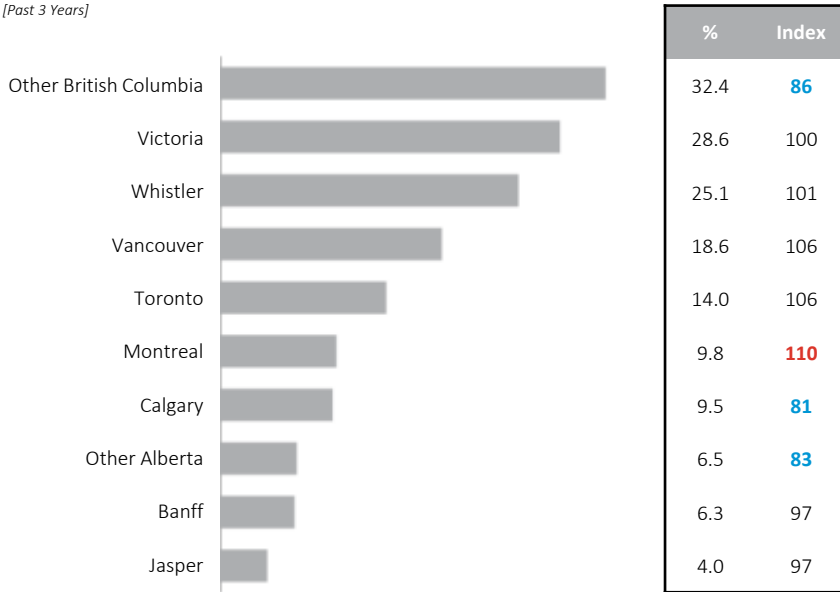
Key Tourism Activities**

| | | | | | | | |
|---|--|---|--|---|--|--|---|
| Swimming 51.3% (99) | Camping 44.9% (98) | Hiking & backpacking 42.6% (86) | Cycling 41.5% (98) | Bars & restaurant bars 35.8% (94) | Parks & city gardens 34.4% (86) | Photography 30.5% (85) | Ice skating 28.1% (126) |
| Canoeing & kayaking 27.0% (84) | Pilates & yoga 26.1% (103) | National or provincial park 23.5% (87) | Golfing 17.8% (94) | Video arcades & indoor amusement centres 17.7% (115) | Zoos & aquariums 17.6% (92) | Cross country skiing & snowshoeing 17.2% (87) | Specialty movie theatres/IMAX 15.2% (90) |
| Downhill skiing 15.0% (90) | Fishing & hunting 13.6% (97) | Beer, food & wine festivals 12.9% (92) | Sporting events 12.8% (87) | Hockey 11.3% (118) | Adventure sports 11.1% (88) | Power boating & jet skiing 10.8% (111) | Film festivals 10.1% (91) |
| Snowboarding 10.0% (142) | Music festivals 9.9% (94) | Historical sites 7.5% (70) | Theme parks, waterparks & water slides 7.3% (92) | Marathon or similar event 6.7% (80) | ATV & snowmobiling 6.3% (97) | Inline skating 5.2% (117) | Curling 4.0% (73) |

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

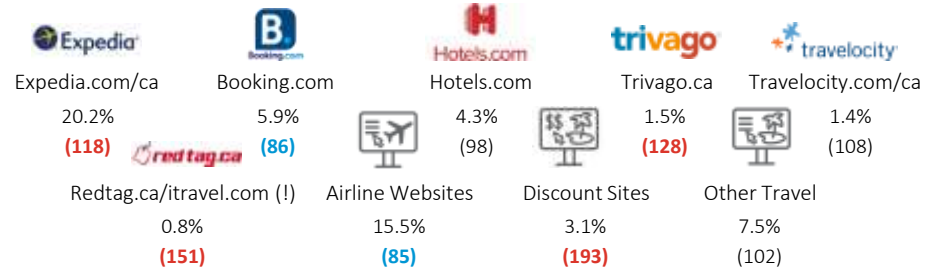


Vacation Booking**

Used [Past 3 Years]

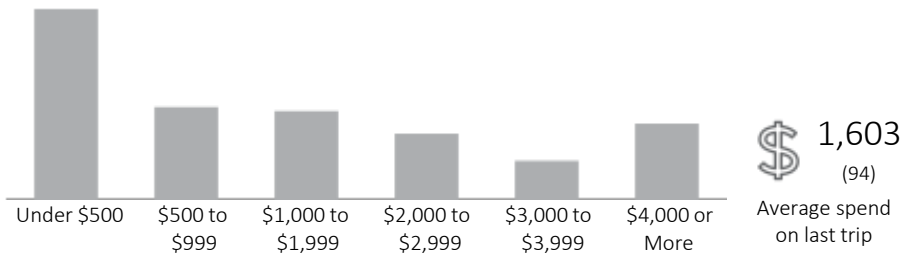


Booked With [Past Year]



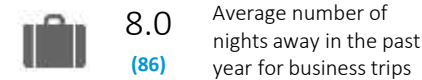
Vacation Spending

Spent Last Vacation

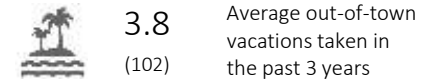


Travel Type & Frequency

Business Trips



Personal Trips



Average number of business trips by mode of transportation in the past year:



Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

| | | | | | | |
|---------------------------------|---|---|--------------------------------------|--|---|------------------------------------|
| Hotel 58.0% (95) | Friends/relatives 34.7% (89) | All-inclusive resort 15.7% (92) | Camping 21.7% (104) | Motel 16.1% (98) | Vacation rental by owner 19.8% (92) | Cottage 6.5% (83) |
| B&B 15.5% (89) | Condo/apartment 13.8% (106) | Cruise ship 12.4% (115) | RV/camper 5.0% (66) | Package tours 2.6% (68) | Spa resort 2.7% (60) | Boat 2.3% (155) |

Airline Preferences**

Flown [Past Year]

| | | | | |
|--|--|--|--|---|
| Air Canada 40.0% (86) | West Jet 30.2% (90) | Air Transat 6.5% (78) | Porter Airlines 0.1% (36) | Other Canadian 3.9% (87) |
| United Airlines 5.4% (90) | Delta Airlines 4.9% (92) | American Airlines 3.1% (109) | Other American 7.9% (90) | |
| European Airlines 7.1% (90) | Asian Airlines 9.5% (120) | Other Charter 0.5% (55) | Other 7.5% (94) | |

Car Rental*

Rented From [Past Year]

| | | | |
|---------------------------------------|-------------------------------------|-----------------------------------|---|
| Enterprise 3.7% (65) | Budget 2.5% (72) | Avis 1.3% (100) | National 1.2% (62) |
| Hertz 4.4% (171) | Discount 0.2% (20) | U-Haul 0.4% (77) | Other Rentals 3.7% (133) |

Media

Overall Level of Use

Radio



11 hours/week
(95)

Television



1,095 minutes/week
(99)

Newspaper



1 hours/week
(65)

Magazine



12 minutes/day
(102)

Internet



238 minutes/day
(99)

Top Radio Programs*

Programs [Weekly]

| | % | Index |
|-------------------------|------|------------|
| News/Talk | 34.9 | 83 |
| Mainstream Top 40/CHR | 22.4 | 131 |
| Adult Contemporary | 20.5 | 128 |
| Hot Adult Contemporary | 15.8 | 138 |
| Multi/Variety/Specialty | 13.3 | 91 |
| Modern/Alternative Rock | 10.9 | 98 |
| Ethnic/Multi-cultural | 8.5 | 192 |
| Not Classified | 8.0 | 113 |
| Sports | 7.4 | 144 |
| Classic Hits | 7.0 | 84 |

Top Television Programs*

Programs [Average Week]

| | % | Index |
|----------------------------------|------|------------|
| Movies | 45.5 | 101 |
| Evening local news | 32.6 | 95 |
| News/current affairs | 32.3 | 98 |
| Primetime serial dramas | 29.3 | 104 |
| Cooking programs | 27.1 | 104 |
| Suspense/crime dramas | 26.1 | 101 |
| Situation comedies | 25.1 | 104 |
| Hockey (when in season) | 22.9 | 115 |
| Documentaries | 22.6 | 91 |
| Home renovation/decoration shows | 21.5 | 96 |

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

| | % | Index |
|----------------------------|------|-----------|
| Local & Regional News | 53.5 | 89 |
| International News & World | 45.3 | 85 |
| National News | 45.2 | 85 |
| Movie & Entertainment | 34.6 | 88 |
| Food | 33.8 | 90 |
| Health | 33.0 | 92 |
| Editorials | 27.0 | 86 |
| Travel | 23.5 | 81 |
| Business & Financial | 22.8 | 89 |
| Sports | 22.3 | 81 |

Top Magazine Publications*

Read [Past Month]

| | % | Index |
|------------------------------|-----|------------|
| Other English-Canadian | 8.9 | 98 |
| Other U.S. magazines | 7.7 | 68 |
| Canadian Living | 5.7 | 91 |
| National Geographic | 4.3 | 85 |
| Maclean's | 4.1 | 65 |
| FASHION Magazine (!) | 3.9 | 143 |
| Food & Drink | 3.3 | 162 |
| Chatelaine (English edition) | 3.1 | 74 |
| Reader's Digest | 2.9 | 89 |
| Cineplex Magazine | 2.3 | 63 |

Top Internet Activities*

Activity [Past Week]

| | % | Index |
|--|------|------------|
| Send/receive email | 70.1 | 100 |
| Send/receive a text/instant message | 62.2 | 104 |
| Use maps/directions service | 53.5 | 100 |
| Participate in an online social network | 51.9 | 96 |
| Take pictures/video | 50.3 | 97 |
| Use apps | 49.0 | 100 |
| Do banking/pay bills online | 48.1 | 97 |
| Internet search - business, services, products | 46.1 | 101 |
| Access a news site | 35.4 | 94 |
| Watch other online free streaming videos | 34.5 | 116 |

Top Mobile Activities*

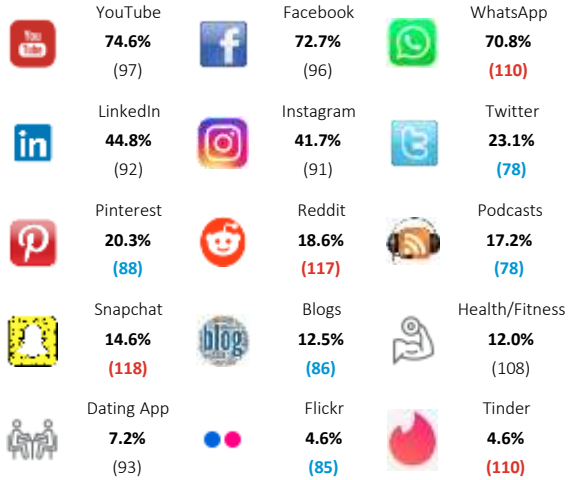
Activity [Past Week]

| | % | Index |
|--|------|------------|
| Send/receive a text/instant message | 59.4 | 104 |
| Send/receive email | 51.5 | 102 |
| Use maps/directions service | 48.3 | 108 |
| Take pictures/video | 48.1 | 99 |
| Use apps | 47.2 | 101 |
| Participate in an online social network | 43.4 | 97 |
| Internet search - business, services, products | 27.6 | 102 |
| Do banking/pay bills online | 26.3 | 113 |
| Watch other online free streaming videos | 24.7 | 119 |
| Listen to Internet-only music service | 23.6 | 123 |

Media

Social Media Platforms

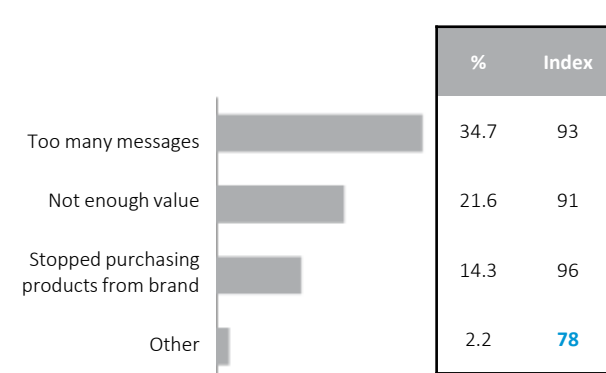
Usage [Currently Use]



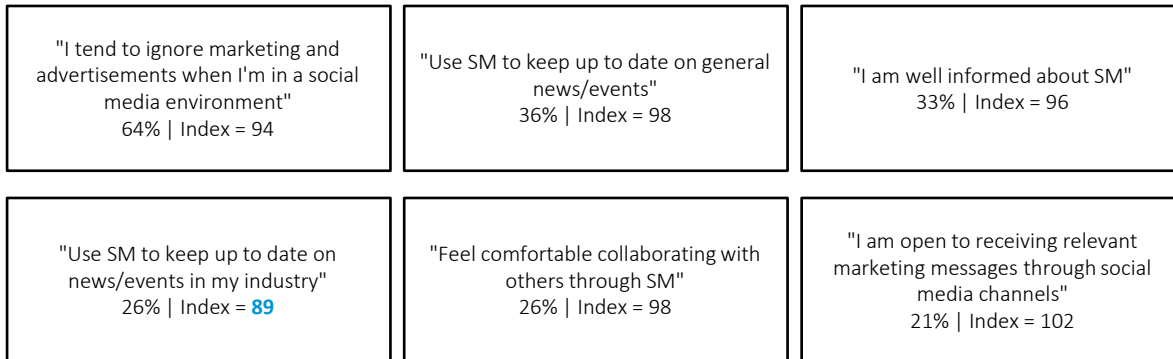
Reasons to Follow Brands



Reasons to Unfollow Brands

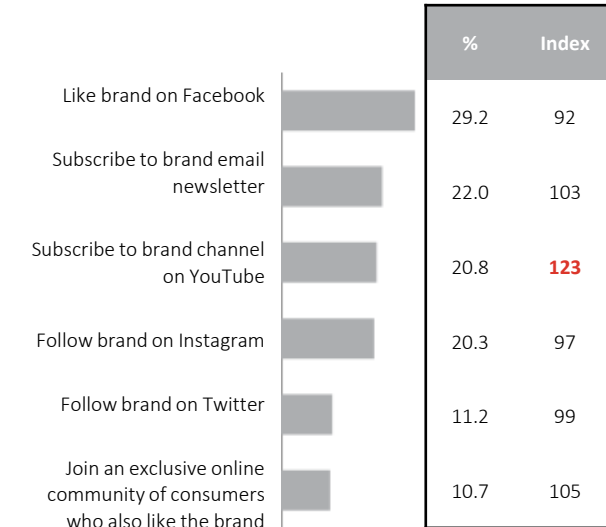


Social Media Attitudes



Actions Taken using Social Media

Variables with Response "Yes"



Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often"
73% | Index = 96

"I have tried a product/service based on a personal recommendation"
69% | Index = 95

"I generally achieve what I set out to do"
63% | Index = 97

"I like to try new places to eat"
61% | Index = 101

"I am interested in learning about different cultures"
60% | Index = 94

"I value companies who give back to the community"
59% | Index = 92

"I am very concerned about the nutritional content of food products I buy"
58% | Index = **87**

"I like to try new and different products"
55% | Index = 104

"I like to cook"
53% | Index = 96

"I consider myself to be informed on current events or issues"
53% | Index = **88**

"I offer recommendations of products/services to other people"
52% | Index = 99

"I make an effort to buy local produce/products"
51% | Index = **86**

"Family life and having children are most important to me"
48% | Index = 101

"When I shop online I prefer to support Canadian retailers"
48% | Index = 98

"It's important to buy products from socially-responsible/environmentally-friendly companies"
46% | Index = **85**

"Vegetarianism is a healthy option"
39% | Index = 100

"Free-trial/product samples can influence my purchase decisions"
38% | Index = 96

"I prefer to shop online for convenience"
33% | Index = 109

"I am willing to pay more for eco-friendly products"
32% | Index = **85**

"I am adventurous/"outdoorsy""
30% | Index = 93

"Advertising is an important source of information to me"
24% | Index = 104

"Staying connected via social media is very important to me"
23% | Index = 93

"I lead a fairly busy social life"
21% | Index = **85**

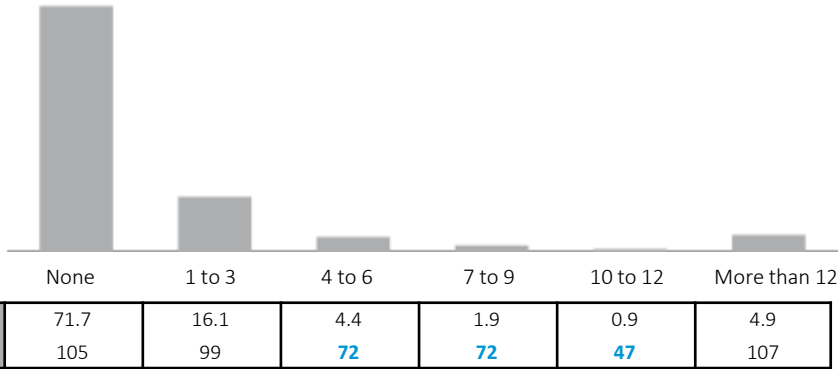
"I enjoy being extravagant/indulgent"
17% | Index = 94

"I consider myself to be sophisticated"
16% | Index = **78**

Product Preferences

Beer Consumption

Drinks (Past Week)



Drinks

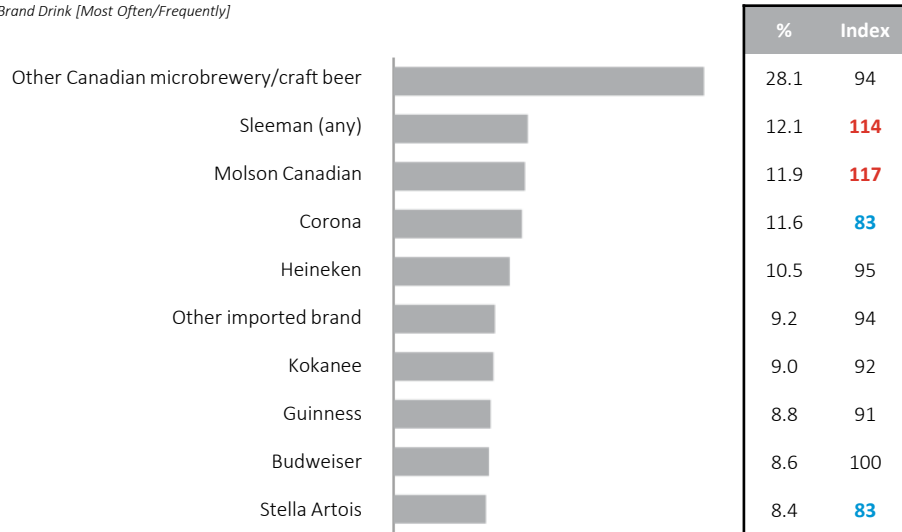
| Drank [Past Month] | % Comp | Index |
|--------------------|--------|-------|
| Canadian wine | 14.9 | 78 |
| Cider | 10.7 | 84 |
| Liqueurs (any) | 5.3 | 71 |

| Type Drank [Past Month] | % Comp | Index |
|-------------------------|--------|-------|
| Microbrewery/craft beer | 12.8 | 80 |

| Brand of Drink [Most Often/Frequent] | % Comp | Index |
|--|--------|-------|
| Other Canadian microbrewery/craft beer | 28.1 | 94 |

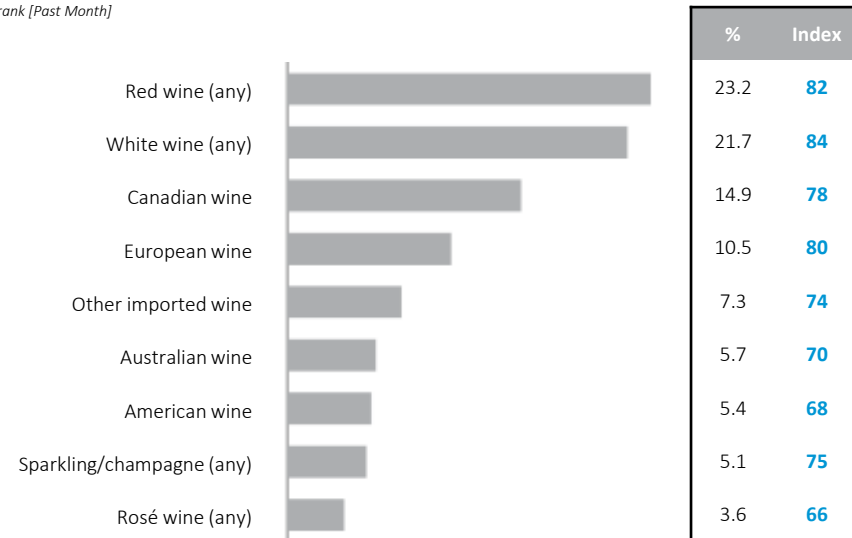
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]

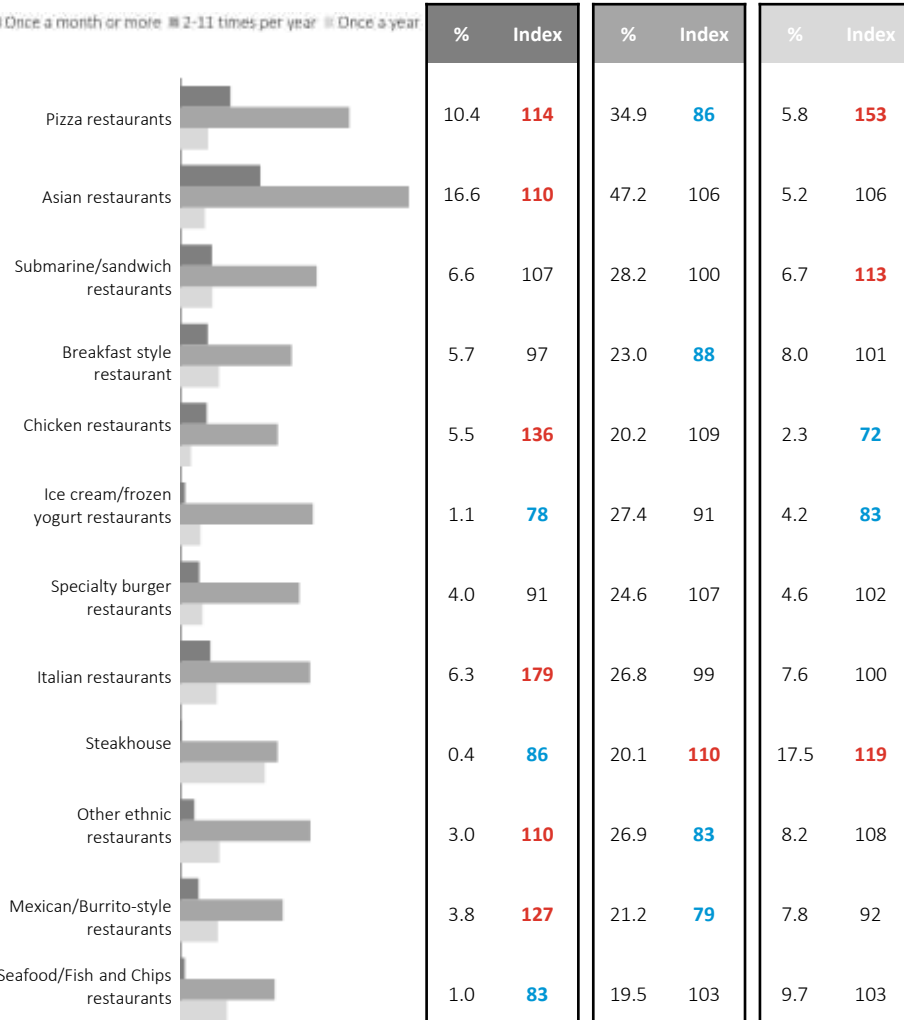


Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

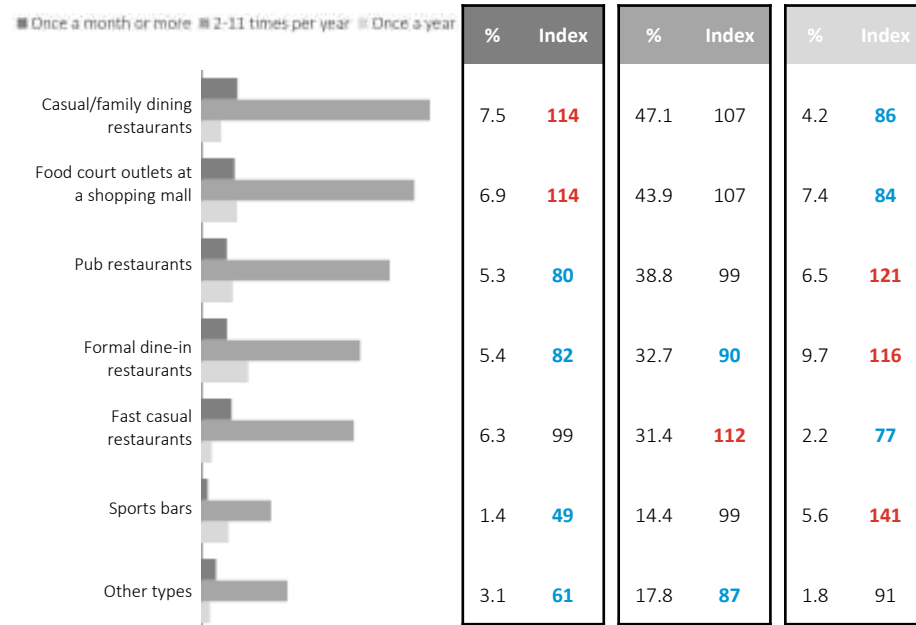
■ Once a month or more ■ 2-11 times per year ■ Once a year



Restaurant Service Type*

Frequency of Visiting [Past Year]

■ Once a month or more ■ 2-11 times per year ■ Once a year



Purchased Organic Food

Done [Past Week]



Organic Fruits and Vegetables
 30.9%
 (91)



Other Organic Food
 11.4%
 (84)

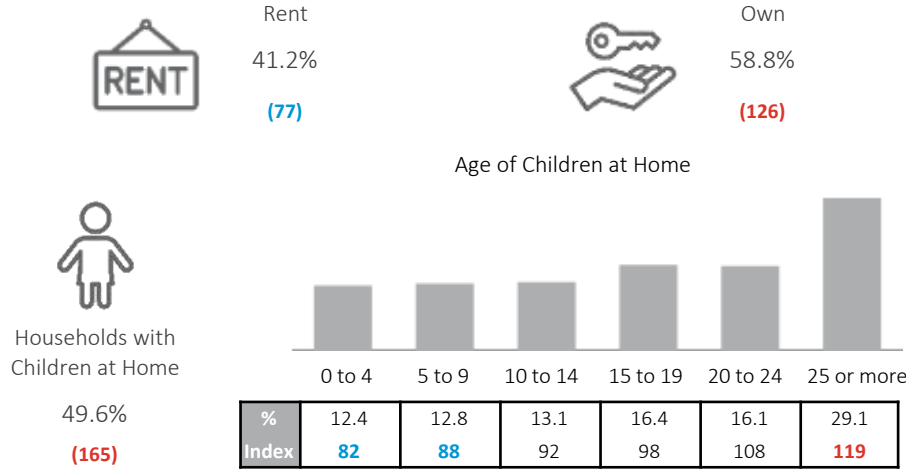


Organic Meat
 7.5%
 (77)

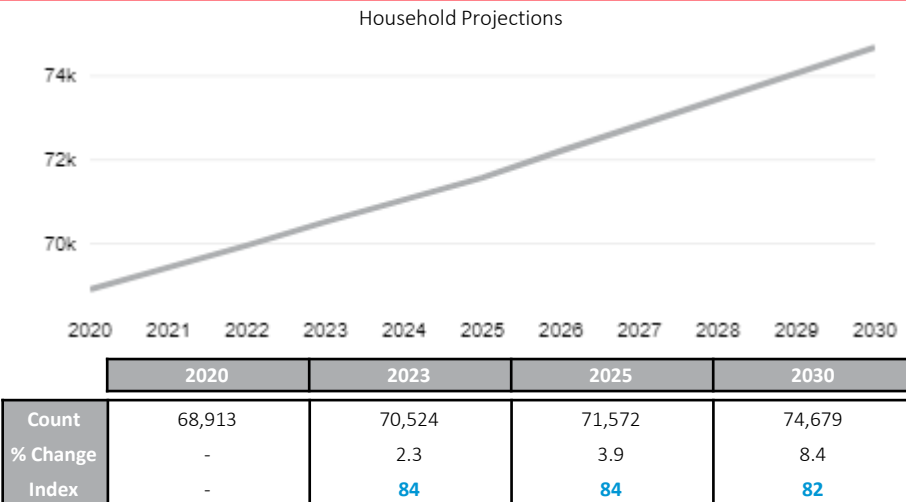


Product Preferences

Demographics

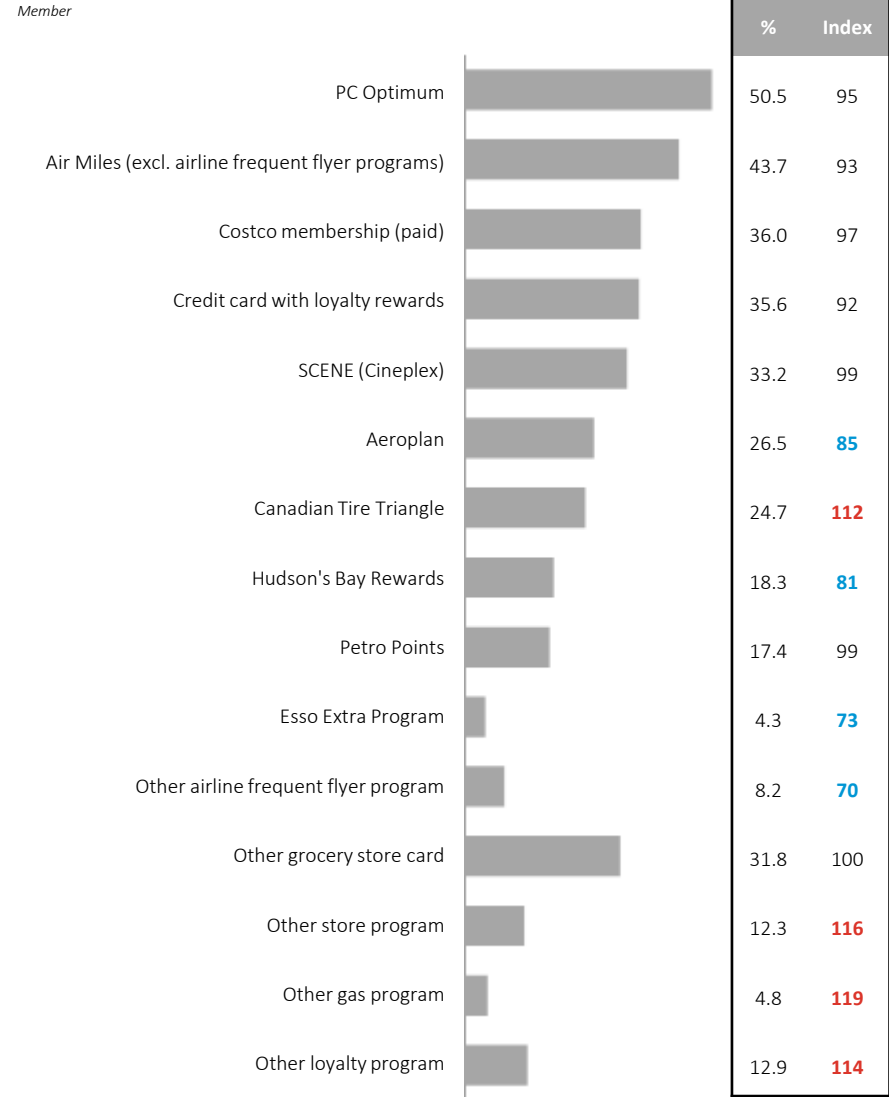


Demographic Trends



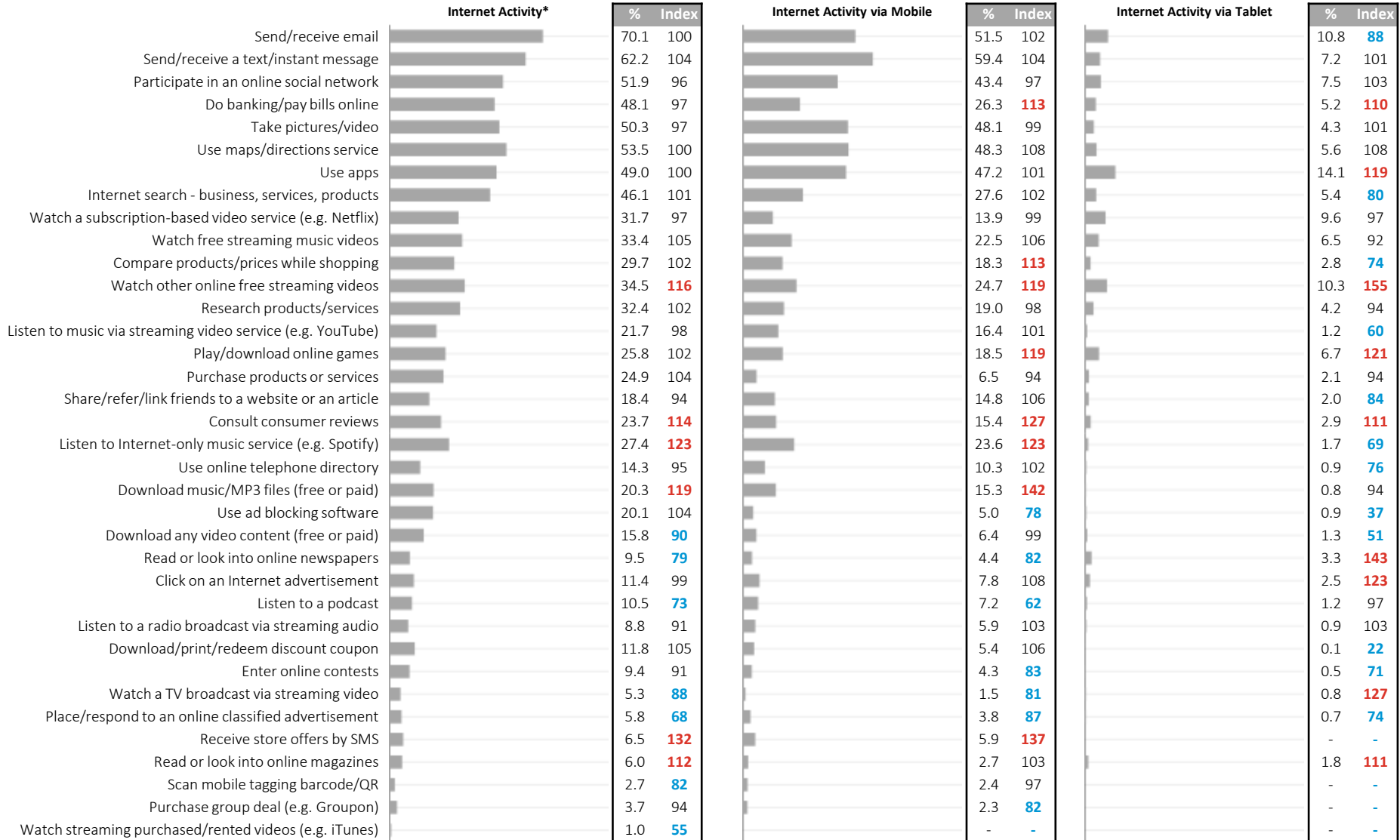
Note: Index compares % change from 2020 target group households to % change from 2020 market households

Loyalty Programs*



Internet Activity

Activity [Past Week]



Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

| | % | Index | % | Index | % | Index |
|--|------|-------|------|-------|-----|-------|
| Access a news site | 35.4 | 94 | 20.6 | 86 | 7.4 | 95 |
| Access food/recipes content | 33.3 | 105 | 21.3 | 123 | 3.0 | 75 |
| Access health-related content | 14.7 | 81 | 7.9 | 81 | 2.9 | 90 |
| Access professional sports content | 12.2 | 127 | 10.4 | 136 | 1.0 | 75 |
| Access restaurant guides/reviews | 14.2 | 89 | 11.3 | 97 | 1.6 | 75 |
| Access travel content | 12.2 | 82 | 8.0 | 94 | 1.7 | 69 |
| Access real estate listings/sites | 8.7 | 96 | 4.3 | 99 | 1.7 | 102 |
| Access a radio station's website | 8.4 | 80 | 5.0 | 105 | 1.4 | 66 |
| Access home decor-related content | 4.8 | 64 | 1.3 | 45 | 0.9 | 80 |
| Access a TV station's website | 7.5 | 96 | 2.0 | 123 | 1.1 | 84 |
| Access celebrity gossip content | 6.1 | 88 | 4.1 | 96 | 0.9 | 45 |
| Access fashion or beauty-related content | 10.6 | 100 | 8.1 | 95 | 0.9 | 42 |
| Access automotive news/content | 2.9 | 97 | 1.5 | 108 | 0.9 | 135 |

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

| | % | Index |
|--|------|-------|
| Coupons | 41.9 | 117 |
| Flyers delivered to the door or in the mail | 40.1 | 107 |
| General information from the Internet/websites | 39.0 | 107 |
| Flyers inserted into a community newspaper | 38.3 | 107 |
| Direct email offers | 28.8 | 117 |
| Apps/online flyers | 28.3 | 103 |
| Flyers inserted into a daily newspaper | 21.8 | 95 |
| Local store catalogues | 20.2 | 91 |
| Mail order | 10.2 | 105 |
| Yellow Pages (print) | 4.6 | 109 |
| Yellow Pages (online) | 1.0 | 89 |

Out of Home Advertising

Noticed Advertising [Past Week]

| | % | Index |
|--|------|-------|
| On bus exteriors | 32.8 | 101 |
| Billboards | 24.5 | 104 |
| Inside shopping malls | 22.0 | 129 |
| On street furniture (e.g. bus benches) | 21.2 | 103 |
| On transit shelters | 20.6 | 87 |
| Digital billboards | 14.4 | 114 |
| Inside buses | 13.6 | 82 |
| Inside subway/metro cars | 11.5 | 107 |
| Screens inside elevators | 9.6 | 99 |
| On subway/metro platforms | 9.5 | 79 |
| Inside public washrooms | 8.3 | 89 |
| Inside commuter trains | 8.1 | 90 |
| Inside movie theaters | 6.7 | 88 |
| Inside airports | 4.0 | 72 |
| On taxis | 2.1 | 62 |

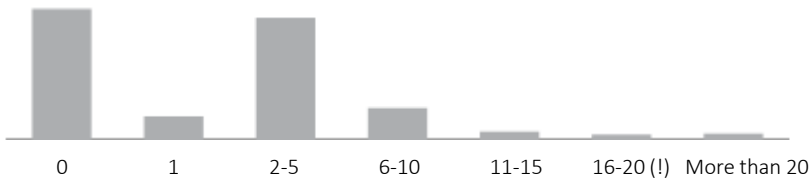
Social Media Usage

Social Media Overview

- 69% of Asian Avenues from the Custom Vancouver target area spent tend to access social media on their mobile phones during the morning hours, 64% during the afternoon hours
- 14% seek recommendations for Vacation/Travel Information via social media (Above Average)
- 78% believe that Social media companies should not be allowed to own or share their personal information

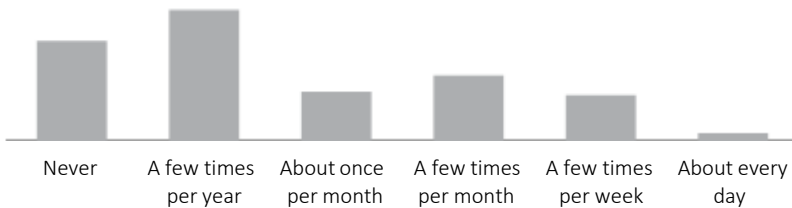
Brand Interaction

Number of Brands Interacted with via Social Media
[Past Year]



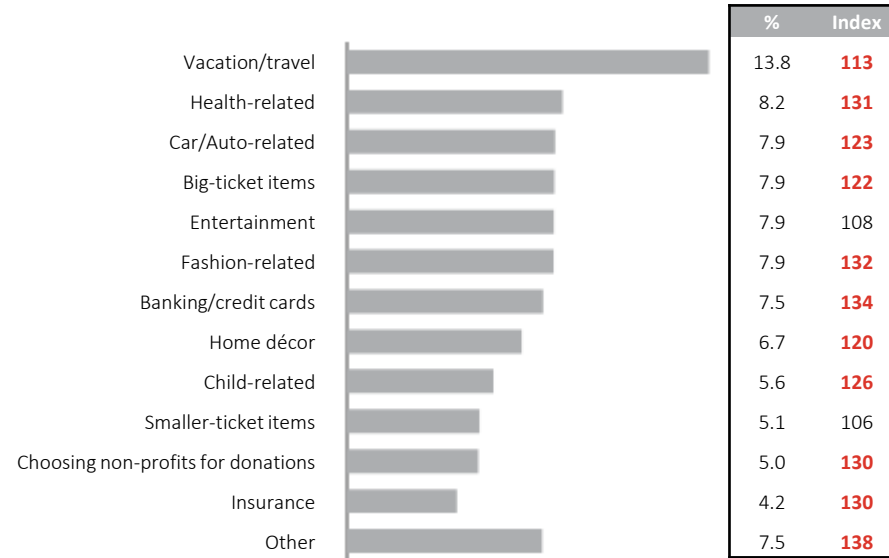
| % | 39.8 | 7.1 | 37.1 | 9.8 | 2.5 | 1.7 | 1.9 |
|-------|------|-----|------|-----|-----|-----|-----|
| Index | 96 | 119 | 111 | 87 | 74 | 90 | 76 |

Rate or Review Products or Services
[Frequency of Participation]



| % | 25.1 | 32.8 | 12.4 | 16.4 | 11.4 | 1.9 |
|-------|------|------|------|------|------|-----|
| Index | 86 | 102 | 105 | 112 | 122 | 66 |

Seek Recommendations via Social Media*



Top Social Media Attitudes**

Asian Avenues from the Custom Vancouver target area are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information"
78% | Index = 96

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
64% | Index = 94

"I tend to ignore marketing and advertisements when I'm in a social media environment"
64% | Index = 94

"Use SM to stay connected with personal contacts"
40% | Index = 94

Social Media Usage

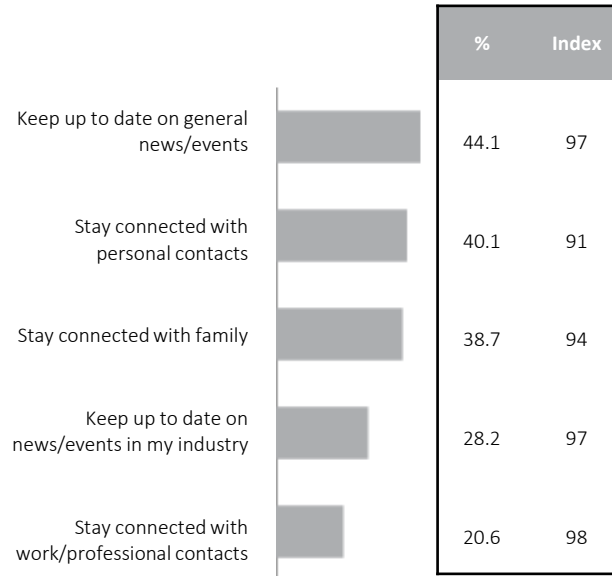
Frequency of Participation*

A few times per week or more

| Participate In | % Comp | Index |
|---|--------|-------|
| Watch video online | 48.9 | 100 |
| View friends' photos online | 46.4 | 91 |
| Chat in online chats | 45.0 | 102 |
| Read article comments | 37.2 | 91 |
| Read status updates/tweets | 36.1 | 92 |
| Listen to radio or stream music online | 35.8 | 98 |
| Share links with friends and colleagues | 28.6 | 91 |
| Click links in news feeds | 27.4 | 99 |
| Read blogs | 20.3 | 98 |
| Play games with others online | 15.5 | 102 |
| Post photos online | 15.2 | 100 |
| Share your GPS location | 13.9 | 116 |
| Rate or review products online | 13.4 | 109 |
| Check in with locations | 12.4 | 99 |
| Update your status on a social network | 12.1 | 105 |
| Chat in online forums | 12.1 | 101 |
| Comment on articles or blogs | 10.6 | 101 |
| Post videos online | 8.5 | 126 |
| Publish blog, Tumblr, online journal | 5.8 | 115 |

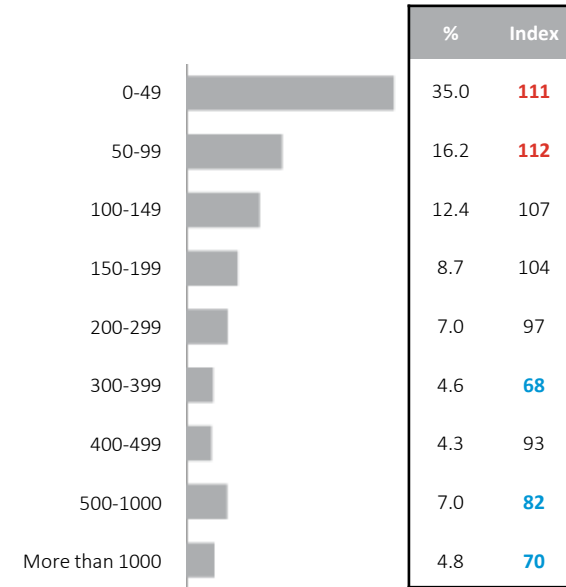
Social Media Uses*

A few times per week or more



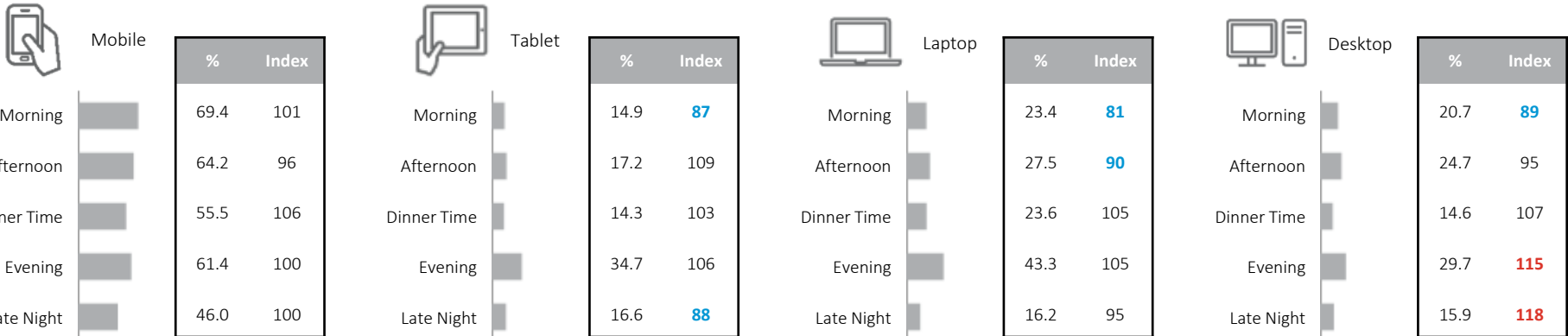
Number of Connections

Across all social media



Social Media Access

Typically use

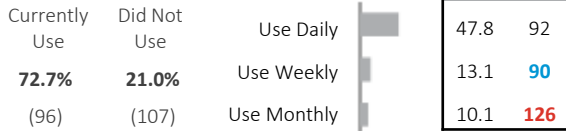


Social Media Usage

Facebook



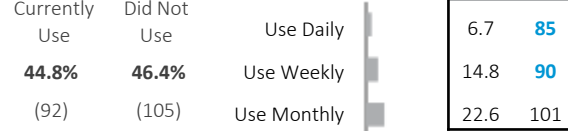
Frequency of Use
[Past Year]



LinkedIn



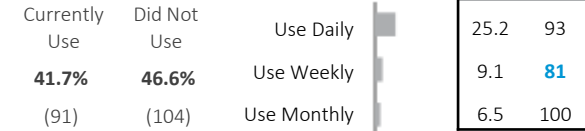
Frequency of Use
[Past Year]



Instagram



Frequency of Use
[Past Year]



| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|------------|
| Read my news feed | 48.6 | 94 |
| Comment/Like other users' posts | 34.2 | 88 |
| Watch videos | 33.0 | 92 |
| Use Messenger | 32.0 | 88 |
| Watch live videos | 17.1 | 111 |
| Like or become a fan of a page | 11.8 | 102 |
| Post photos | 11.8 | 100 |
| Update my status | 11.4 | 102 |
| Click on an ad | 8.7 | 91 |
| Post videos | 7.1 | 131 |
| Create a Facebook group or fan page | 6.2 | 134 |
| Create a Facebook fundraiser (!) | 4.1 | 148 |
| Give to a Facebook fundraiser (!) | 3.7 | 129 |

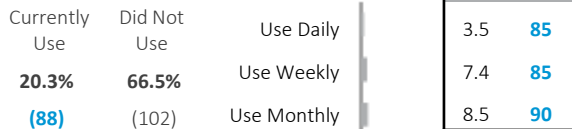
| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|------------|
| View a job posting | 8.5 | 103 |
| Read your newsfeed | 7.6 | 76 |
| Create a connection | 6.4 | 112 |
| Watch videos | 5.6 | 94 |
| Search and review other profiles | 5.6 | 96 |
| Comment on content | 4.8 | 102 |
| Post an article, video or picture (!) | 4.5 | 116 |
| Participate in LinkedIn forums (!) | 4.2 | 146 |
| Request a recommendation (!) | 3.9 | 123 |
| Click on an ad (!) | 3.9 | 113 |
| Update your profile information | 3.9 | 102 |
| Join a LinkedIn group (!) | 2.6 | 125 |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|------------|
| View photos/videos | 32.2 | 96 |
| Like photos/videos | 25.9 | 91 |
| Send direct messages | 16.3 | 104 |
| Watch live videos | 15.2 | 97 |
| Comment on photos/videos | 15.1 | 98 |
| Post photos/videos | 11.0 | 96 |
| View a brand's page | 10.7 | 105 |
| Watch IGTV videos | 8.0 | 115 |
| Click on ads | 7.0 | 103 |

Pinterest



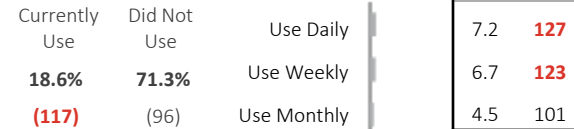
Frequency of Use
[Past Year]



Reddit



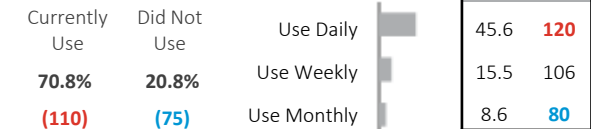
Frequency of Use
[Past Year]



WhatsApp



Frequency of Use
[Past Year]



| Participate In* (at least a few times per month) | % Comp | Index |
|--|--------|------------|
| View content | 14.0 | 124 |
| Follow specific Subreddits | 7.8 | 123 |
| Vote on content | 7.7 | 128 |
| Post content | 5.3 | 149 |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|------------|
| Send/receive messages | 54.3 | 118 |
| Send/receive images | 49.8 | 119 |
| Use group chats | 40.6 | 128 |
| Send/receive documents and files | 27.6 | 129 |
| Use voice calls | 22.4 | 126 |

Social Media Usage

Twitter



Frequency of Use
[Past Year]

| Currently Use | Did Not Use | | % | Index |
|---------------|----------------|-------------|------|-------|
| 23.1% (78) | 63.5% (106) | Use Daily | 10.0 | 77 |
| | | Use Weekly | 6.3 | 83 |
| | | Use Monthly | 5.8 | 75 |

YouTube



Frequency of Use
[Past Year]

| Currently Use | Did Not Use | | % | Index |
|---------------|----------------|-------------|------|-------|
| 74.6% (97) | 15.6% (116) | Use Daily | 39.1 | 112 |
| | | Use Weekly | 24.2 | 84 |
| | | Use Monthly | 9.9 | 86 |

Snapchat



Frequency of Use
[Past Year]

| Currently Use | Did Not Use | | % | Index |
|----------------|---------------|-------------|-----|-------|
| 14.6% (118) | 74.2% (94) | Use Daily | 5.2 | 155 |
| | | Use Weekly | 4.8 | 111 |
| | | Use Monthly | 4.1 | 109 |

| Participate In* (at least a few times per week) | % Comp | Index |
|--|--------|-------|
| Read tweets | 13.7 | 76 |
| Watch videos | 7.3 | 76 |
| Send or receive direct messages | 5.9 | 91 |
| Retweet | 5.0 | 91 |
| Tweet | 4.8 | 73 |
| Share a link to a blog post or article of interest | 4.2 | 73 |
| Watch live videos | 4.0 | 87 |
| Actively follow new users | 3.9 | 85 |
| Respond to tweets | 3.6 | 69 |
| Follow users who follow you | 3.1 | 81 |
| Click on an ad | 2.1 | 86 |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|-------|
| Watch videos | 55.9 | 105 |
| Like or dislike videos | 17.0 | 108 |
| Watch live videos | 16.9 | 116 |
| Share videos | 12.1 | 116 |
| Click on an ad | 9.1 | 130 |
| Leave comment or post response on video | 7.0 | 104 |
| Embed a video on a web page or blog | 6.5 | 117 |
| Create and post a video | 5.4 | 126 |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|-------|
| Receive photos/videos | 6.9 | 130 |
| Use filters or effects | 6.6 | 164 |
| Send photos/videos | 5.9 | 147 |
| Send direct text messages | 5.8 | 138 |
| Use group chat | 4.7 | 170 |
| Read Snapchat discover/News | 4.4 | 160 |
| View a brand's snaps | 3.0 | 158 |
| Use video chat | 2.8 | 148 |
| View ads | 2.5 | 136 |

Audio Podcasts



| Currently Use | Did Not Use |
|---------------|----------------|
| 17.2% (78) | 65.5% (106) |

Frequency of Use
[Past Year]

| | % | Index |
|-------------|-----|-------|
| Use Daily | 5.5 | 78 |
| Use Weekly | 5.1 | 62 |
| Use Monthly | 5.7 | 92 |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|-------|
| Listen to another genre of podcast | 5.8 | 93 |
| Listen to a news podcast | 3.5 | 60 |
| Listen to a business podcast | 3.4 | 90 |
| Subscribe to another genre of podcast | 3.1 | 113 |
| Listen to an educational podcast | 3.0 | 62 |
| Listen to a comedy podcast | 2.9 | 71 |
| Subscribe to a sports podcast** | 2.8 | 92 |
| Listen to a technology focused podcast | 2.5 | 92 |
| Listen to a sports podcast | 2.4 | 89 |
| Subscribe to a comedy podcast (!) | 2.4 | 99 |
| Subscribe to a news podcast | 2.1 | 97 |
| Subscribe to a technology podcast (!) | 2.1 | 120 |
| Subscribe to a business podcast (!) | 2.0 | 103 |
| Subscribe to an educational podcast | 1.8 | 83 |

Other Social Media Platforms



Tinder

| Currently Use | Did Not Use |
|---------------|---------------|
| 4.6% (110) | 88.4% (97) |



Tik Tok

| Currently Use | Did Not Use |
|---------------|---------------|
| 2.7% (144) | 88.5% (96) |

Frequency of Use -Tinder
[Past Year]

| | % | Index |
|----------------|-----|-------|
| Use Daily (!) | 2.1 | 98 |
| Use Weekly (!) | 1.1 | 104 |