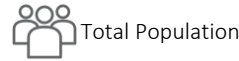


Overview

- Of the 9 EQ Target Groups identified in Canada, No Hassle Travellers rank 8<sup>th</sup>, making up 122,414 households, or 6.1% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 54, 44% of couples have children living at home
- Average Household Income of \$115,202 compared to British Columbia at \$106,682
- **Top Social Value: Need for Escape** - The desire to regularly escape the stress and responsibilities of everyday life
- Above Average interest in Camping, National/Provincial Parks, Golfing, Fishing/Hunting, Cross-Country Skiing/Snowshoeing, and Historical Sites
- Above Average interest in travelling within Canada (Vancouver, Other Alberta, Calgary, Jasper, Other Nova Scotia), No Hassle Travellers from British Columbia spent an average of \$1,527 on their last vacation
- On average, No Hassle Travellers from British Columbia spend 13hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day)
- 79% currently use Facebook, 35% use Instagram and 23% use Twitter

Market Sizing



Total Population  
Target Group: 338,204 | 6.7%  
Market: 5,064,371



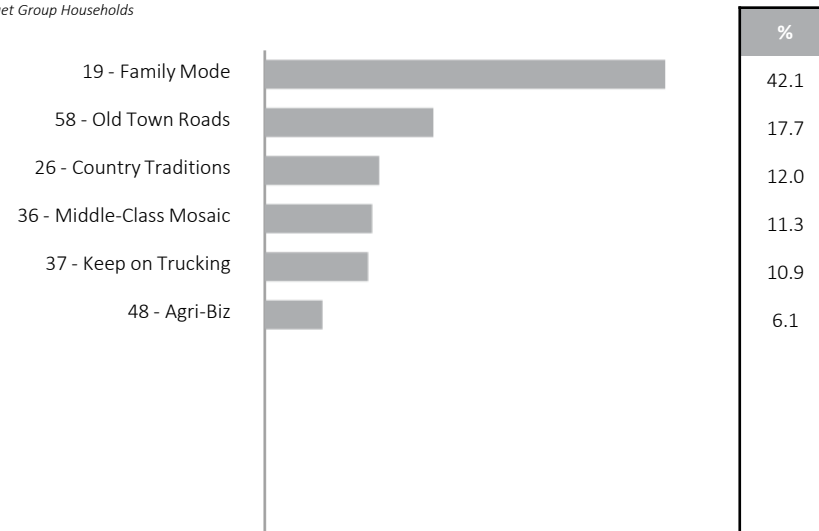
Total Households  
Target Group: 122,414 | 6.1%  
Market: 2,010,897

Top Geographic Markets

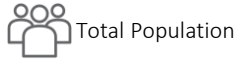
Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Surrey, BC (CY)	7.2	4.8	79	183,889	9.1
Kamloops, BC (CY)	5.7	17.8	292	39,430	2.0
Kelowna, BC (CY)	5.1	10.6	174	59,332	3.0
Maple Ridge, BC (CY)	4.8	18.1	298	32,447	1.6
Chilliwack, BC (CY)	4.2	14.6	240	35,091	1.7
Abbotsford, BC (CY)	3.7	8.6	142	52,381	2.6
Langley, BC (DM)	2.9	7.9	131	45,344	2.3
West Kelowna, BC (DM)	2.8	26.0	426	13,286	0.7
Langford, BC (CY)	2.3	17.4	286	15,925	0.8
Prince Rupert, BC (CY)	2.1	47.9	786	5,283	0.3

Top PRIZM Segments

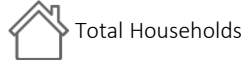
% of Target Group Households



**Demographic Profile**



**Total Population**  
Target Group: 338,204 | 6.7%  
Market: 5,064,371

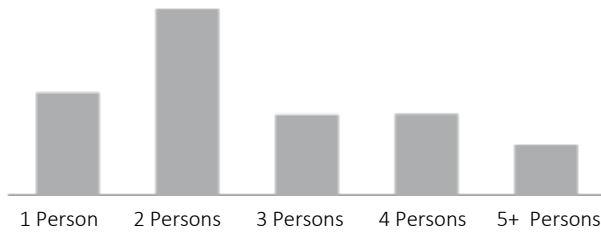


**Total Households**  
Target Group: 122,414 | 6.1%  
Market: 2,010,897

**Average Household Income**

\$115,202  
(108)

**Household Size\***



**Median Household Maintainer Age**

54  
(100)

	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
%	20.5	37.0	16.1	16.3	10.1
Index	71	105	109	126	121

**Marital Status\*\***

62.4%  
(109)

Married/Common-Law

**Family Composition\*\*\***

44.4%  
(106)

Couples With Kids at Home

**Education\*\***

31.3%  
(106)

High School Certificate Or Equivalent

**Visible Minority Presence\***

15.3%  
(46)

Belong to a visible minority group

**Non-Official Language\***

1.0%  
(31)

No knowledge of English or French

**Immigrant Population\***

17.0%  
(59)

Born outside Canada

**Psychographics\*\***

**Strong Values**

**Weak Values**

Need for Escape	124	79	Pursuit of Novelty
Rejection of Orderliness	119	81	Active Government
Racial Fusion	117	82	Joy of Consumption
Attraction to Nature	114	82	Pursuit of Intensity
Financial Concern Regarding the Future	113	83	Brand Genuineness

**Key Social Values**

Need for Escape Index = 124	Racial Fusion Index = 117	Attraction to Nature Index = 114
Work Ethic Index = 111	National Pride Index = 111	Emotional Control Index = 110
Primacy of the Family Index = 108	Flexible Families Index = 107	Brand Apathy Index = 107
Legacy Index = 107	Ethical Consumerism Index = 107	Pursuit of Originality Index = 103

































**Sports & Leisure**

Occasionally/Regularly Participate or Attended/Visited [Past Year]

Top 5 Activities Participated*	% Comp	Index
Reading	84.2	100
Gardening	69.6	106
Swimming	61.6	106
Camping	58.3	110
Home exercise & home workout	53.4	102

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	53.6	97
Parks & city gardens	46.6	105
Bars & restaurant bars	40.2	103
Movies at a theatre/drive-in	39.1	102
National or provincial park	37.5	111

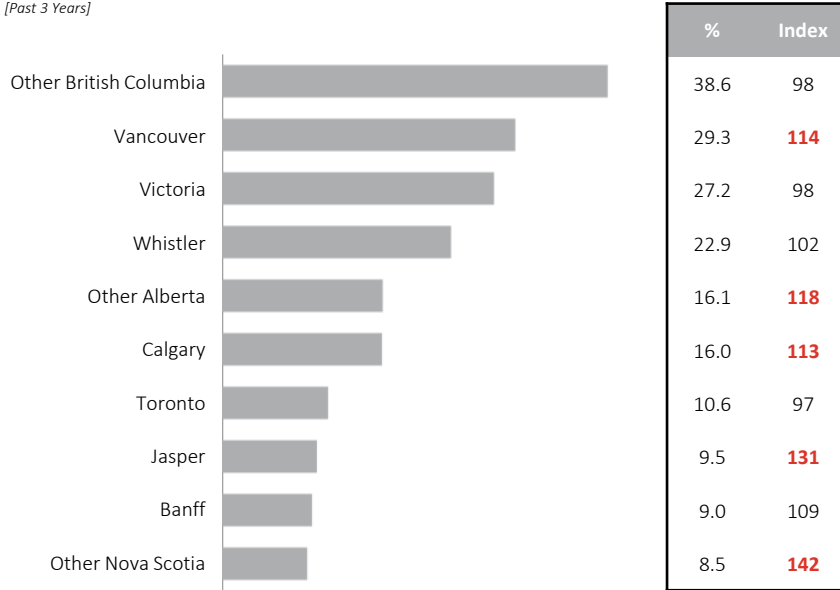
**Key Tourism Activities\*\***

Swimming  61.6% (106)	Camping  58.3% <b>(110)</b>	Hiking & backpacking  50.4% (101)	Cycling  47.0% (108)	Parks & city gardens  46.6% (105)	Photography  43.9% (109)	Bars & restaurant bars  40.2% (103)	Canoeing & kayaking  38.3% (109)
National or provincial park  37.5% <b>(111)</b>	Golfing  29.1% <b>(117)</b>	Fishing & hunting  28.6% <b>(124)</b>	Cross country skiing & snowshoeing  28.0% <b>(116)</b>	Pilates & yoga  27.4% (108)	Ice skating  23.6% (104)	Historical sites  22.1% <b>(119)</b>	Downhill skiing  22.0% (109)
Specialty movie theatres/IMAX  21.2% (103)	Sporting events  20.0% (106)	Zoos & aquariums  17.9% (98)	Video arcades & indoor amusement centres  17.1% (103)	Adventure sports  15.9% <b>(122)</b>	Power boating & jet skiing  15.9% <b>(121)</b>	ATV & snowmobiling  14.4% <b>(131)</b>	Hockey  14.0% <b>(118)</b>
Theme parks, waterparks & water slides  12.1% <b>(119)</b>	Snowboarding  10.8% <b>(128)</b>	Beer, food & wine festivals  10.7% (91)	Music festivals  10.0% (104)	Marathon or similar event  8.4% (108)	Curling  8.1% <b>(116)</b>	Inline skating  7.8% <b>(131)</b>	Film festivals  7.5% (100)

**Travel Profile**

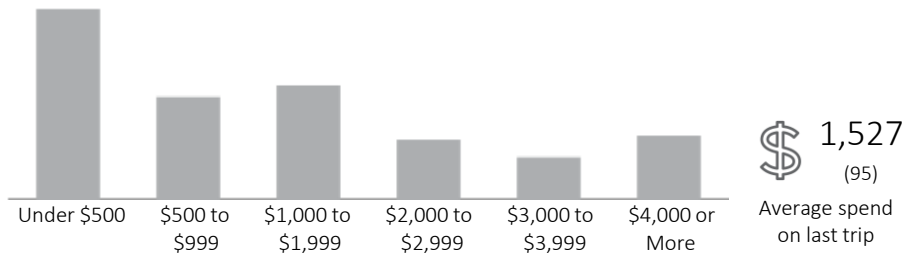
**Top Canadian Destinations\***

Visited [Past 3 Years]



**Vacation Spending**

Spent Last Vacation

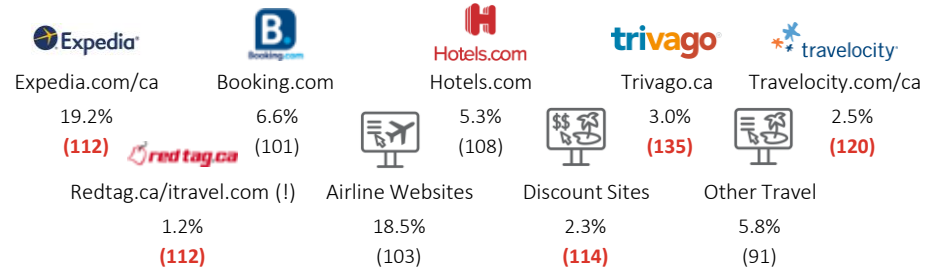


**Vacation Booking\*\***

Used [Past 3 Years]

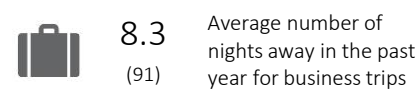


Booked With [Past Year]

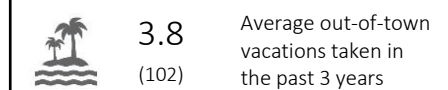


**Travel Type & Frequency**

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 58.6% (100)	 Friends/relatives 39.1% (99)	 All-inclusive resort 16.2% (100)	 Camping 28.1% <b>(113)</b>	 Motel 22.4% (107)	 Vacation rental by owner 21.5% (103)	 Cottage 11.5% <b>(122)</b>
 B&B 15.0% (96)	 Condo/apartment 13.2% (98)	 Cruise ship 13.8% (107)	 RV/camper 15.1% <b>(126)</b>	 Package tours 5.9% <b>(128)</b>	 Spa resort 6.9% <b>(110)</b>	 Boat 2.8% (107)









**Airline Preferences\*\***

Flown [Past Year]

 Air Canada 38.3% (94)	 West Jet 34.7% (103)	 Air Transat 5.5% <b>(81)</b>	 Porter Airlines 1.5% <b>(177)</b>	 Other Canadian 5.9% <b>(110)</b>
 United Airlines 8.1% <b>(117)</b>	 Delta Airlines 6.2% (102)	 American Airlines 3.3% (95)	 Other American 8.6% (98)	
 European Airlines 7.4% (97)	 Asian Airlines 6.8% (98)	 Other Charter 2.3% <b>(122)</b>	 Other 8.5% (102)	

**Car Rental\***

Rented From [Past Year]

 Enterprise 8.2% <b>(126)</b>	 Budget 6.2% <b>(117)</b>	 Avis 2.9% <b>(135)</b>	 National 4.7% <b>(131)</b>
 Hertz 3.2% <b>(118)</b>	 Discount 1.5% (99)	 U-Haul 1.7% <b>(112)</b>	 Other Rentals 3.4% (105)

**Media**

**Overall Level of Use**

Radio



13 hours/week  
(107)

Television



1,148 minutes/week  
(99)

Newspaper



1 hours/week  
**(74)**

Magazine



8 minutes/day  
(94)

Internet



216 minutes/day  
(96)

**Top Radio Programs\***

Programs [Weekly]

	%	Index
News/Talk	35.3	95
Adult Contemporary	19.1	102
Mainstream Top 40/CHR	14.5	97
Classic Hits	14.3	<b>115</b>
Multi/Variety/Specialty	11.7	101
AOR/Mainstream Rock	11.1	<b>153</b>
Today's Country	10.5	<b>122</b>
Hot Adult Contemporary	10.5	100
Modern/Alternative Rock	9.9	97
Classic Rock	8.5	105

**Top Television Programs\***

Programs [Average Week]

	%	Index
Movies	45.5	101
Evening local news	39.7	103
Suspense/crime dramas	30.2	109
Documentaries	30.1	106
News/current affairs	28.9	93
Primetime serial dramas	28.6	102
Hockey (when in season)	28.5	<b>110</b>
Situation comedies	26.3	106
Home renovation/decoration shows	25.6	102
Cooking programs	24.2	98

**Top Newspaper Sections\***

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	56.7	98
International News & World	54.1	102
National News	50.7	97
Health	36.0	99
Movie & Entertainment	30.6	<b>90</b>
Editorials	30.0	95
Food	29.2	<b>90</b>
Sports	28.8	101
Travel	28.1	94
Business & Financial	24.4	96

**Top Magazine Publications\***

Read [Past Month]

	%	Index
Other English-Canadian	11.8	<b>114</b>
Canadian Living	9.8	<b>115</b>
Other U.S. magazines	9.8	98
National Geographic	7.5	<b>111</b>
Maclean's	7.1	<b>110</b>
People	6.3	<b>122</b>
Canadian Geographic	5.7	<b>125</b>
Cineplex Magazine	4.7	109
Reader's Digest	4.3	99
Air Canada enRoute	4.3	105

**Top Internet Activities\***

Activity [Past Week]

	%	Index
Send/receive email	74.2	103
Send/receive a text/instant message	63.7	103
Do banking/pay bills online	54.2	104
Participate in an online social network	53.7	100
Take pictures/video	51.9	100
Use maps/directions service	51.1	100
Use apps	49.5	100
Internet search - business, services, products	45.0	99
Access a news site	41.4	105
Watch a subscription-based video service	31.6	97

**Top Mobile Activities\***

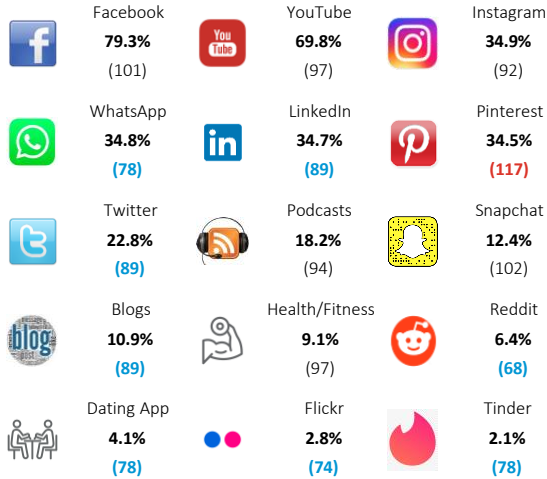
Activity [Past Week]

	%	Index
Send/receive a text/instant message	57.3	102
Send/receive email	50.2	102
Take pictures/video	48.5	100
Use apps	44.4	99
Participate in an online social network	41.0	98
Use maps/directions service	39.9	98
Internet search - business, services, products	26.1	100
Access a news site	24.2	104
Do banking/pay bills online	23.5	101
Compare products/prices while shopping	16.5	98

**Media**

**Social Media Platforms**

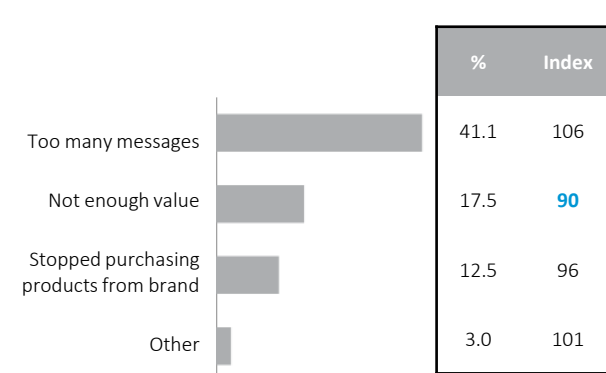
Usage [Currently Use]



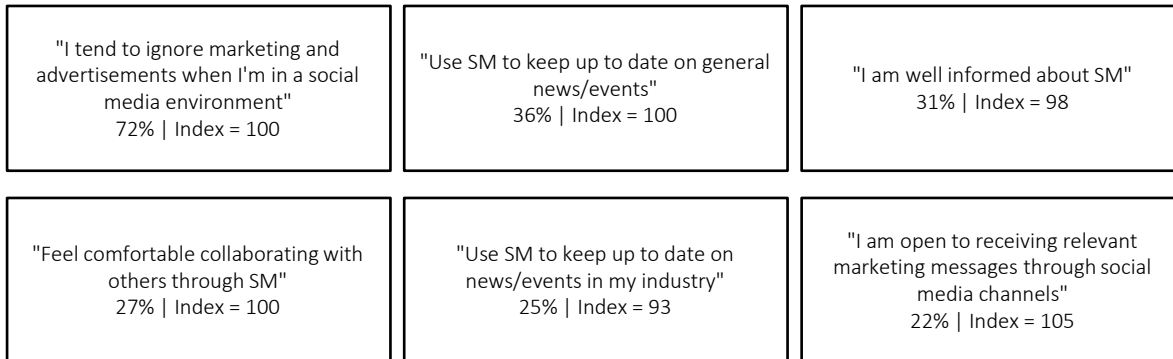
**Reasons to Follow Brands**



**Reasons to Unfollow Brands**

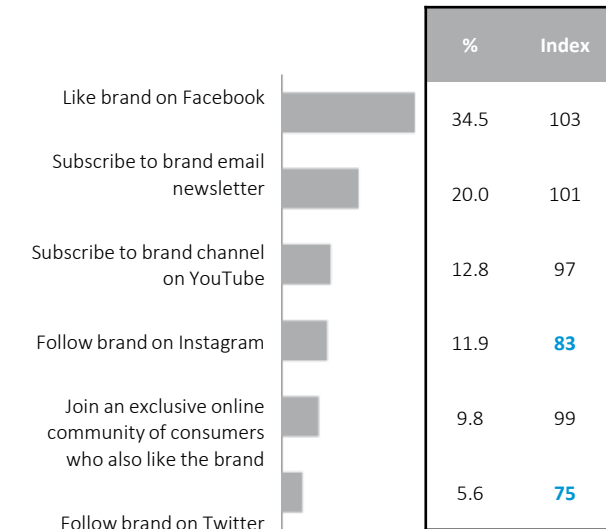


**Social Media Attitudes**



**Actions Taken using Social Media**

Variables with Response "Yes"



**Product Preferences**

Variables with "Agree" Statements

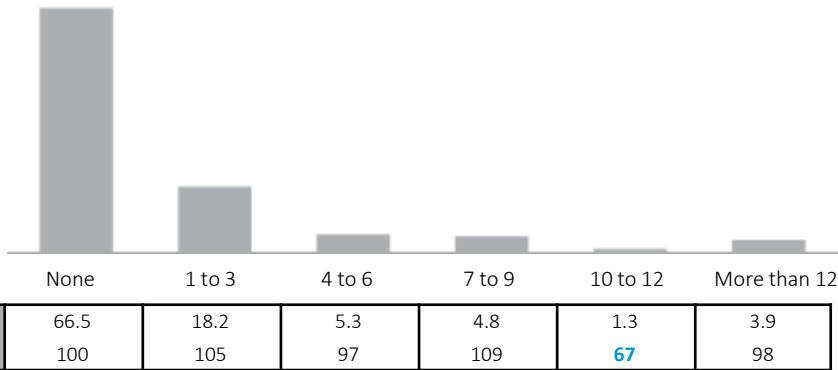
"I would like to eat healthy foods more often" 80%   Index = 103	"I have tried a product/service based on a personal recommendation" 72%   Index = 101	"I generally achieve what I set out to do" 71%   Index = 103	"I am very concerned about the nutritional content of food products I buy" 68%   Index = 101	"I value companies who give back to the community" 66%   Index = 100
"I make an effort to buy local produce/products" 64%   Index = 102	"Family life and having children are most important to me" 62%   Index = 107	"I am interested in learning about different cultures" 61%   Index = 100	"I consider myself to be informed on current events or issues" 61%   Index = 100	"I like to cook" 58%   Index = 103
"I offer recommendations of products/services to other people" 55%   Index = 103	"I like to try new places to eat" 53%   Index = 96	"It's important to buy products from socially-responsible/environmentally-friendly companies" 53%   Index = 98	"I like to try new and different products" 50%   Index = 97	"When I shop online I prefer to support Canadian retailers" 49%   Index = 98
"Free-trial/product samples can influence my purchase decisions" 44%   Index = 105	"I am adventurous/"outdoorsy" 41%   Index = 107	"I am willing to pay more for eco-friendly products" 33%   Index = 96	"I prefer to shop online for convenience" 28%   Index = 98	"Vegetarianism is a healthy option" 27%   Index = <b>87</b>
"Staying connected via social media is very important to me" 26%   Index = 102	"Advertising is an important source of information to me" 26%   Index = 103	"I consider myself to be sophisticated" 21%   Index = 99	"I lead a fairly busy social life" 21%   Index = 100	"I enjoy being extravagant/indulgent" 20%   Index = 104



**Product Preferences**

**Beer Consumption**

Drinks (Past Week)



**Drinks**

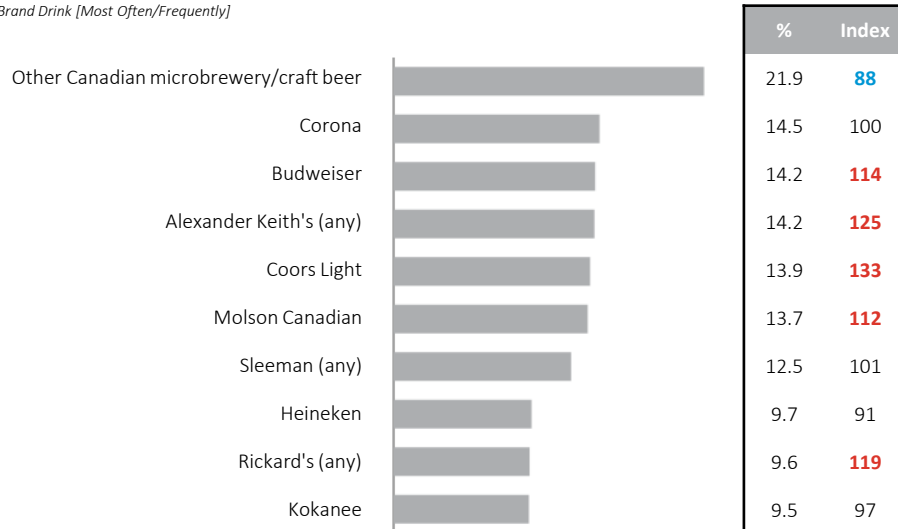
Drank [Past Month]	% Comp	Index
Canadian wine	22.6	102
Cider	10.8	94
Liqueurs (any)	10.2	106

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	16.4	100

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	21.9	88

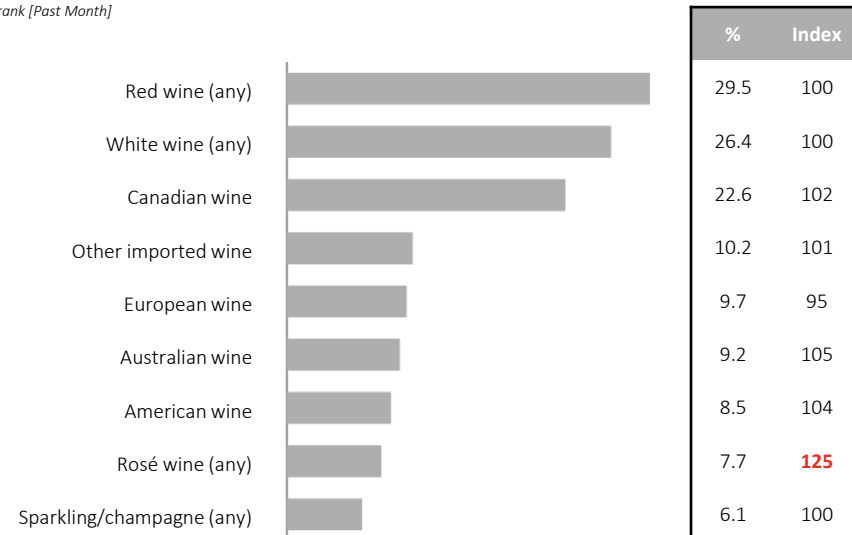
**Top 10 Beers\***

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

	%	Index	%	Index	%	Index
Pizza restaurants	9.4	94	46.3	109	6.4	108
Asian restaurants	11.8	94	44.0	98	5.4	108
Submarine/sandwich restaurants	6.1	90	37.1	111	6.1	102
Breakfast style restaurant	9.3	117	30.6	109	7.3	90
Chicken restaurants	3.3	102	22.3	102	3.6	108
Ice cream/frozen yogurt restaurants	3.7	138	28.0	95	3.6	85
Specialty burger restaurants	3.3	80	22.7	101	5.3	95
Italian restaurants	2.5	99	25.1	103	6.5	88
Steakhouse	0.6	87	20.7	109	18.9	113
Other ethnic restaurants	1.9	77	29.6	97	6.6	99
Mexican/Burrito-style restaurants	2.4	92	24.8	102	7.2	95
Seafood/Fish and Chips restaurants	1.3	94	25.3	109	10.0	107

**Restaurant Service Type\***

Frequency of Visiting [Past Year]

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

	%	Index	%	Index	%	Index
Casual/family dining restaurants	6.2	92	49.1	108	5.2	100
Food court outlets at a shopping mall	4.1	78	40.3	100	12.3	114
Pub restaurants	5.8	95	45.2	105	5.8	104
Formal dine-in restaurants	3.8	94	32.8	98	8.4	99
Fast casual restaurants	10.1	123	29.0	106	1.9	79
Sports bars	0.9	52	18.2	109	4.6	120
Other types	3.1	82	19.9	100	4.1	133

**Purchased Organic Food**

Done [Past Week]



Organic Fruits and Vegetables  
26.3%  
(92)



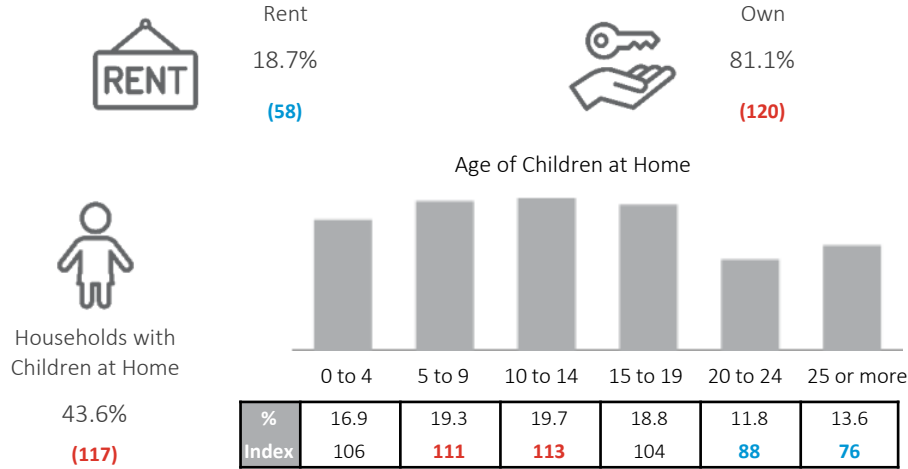
Other Organic Food  
13.8%  
(97)



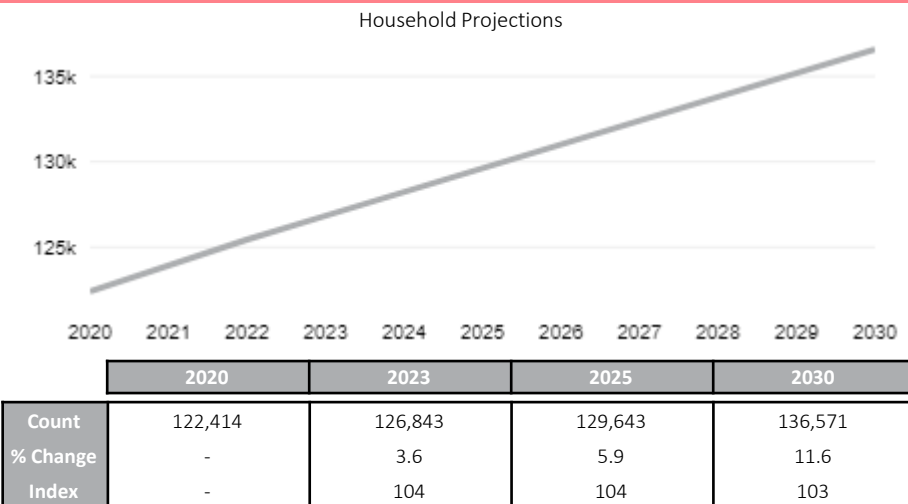
Organic Meat  
9.4%  
(97)

**Product Preferences**

**Demographics**

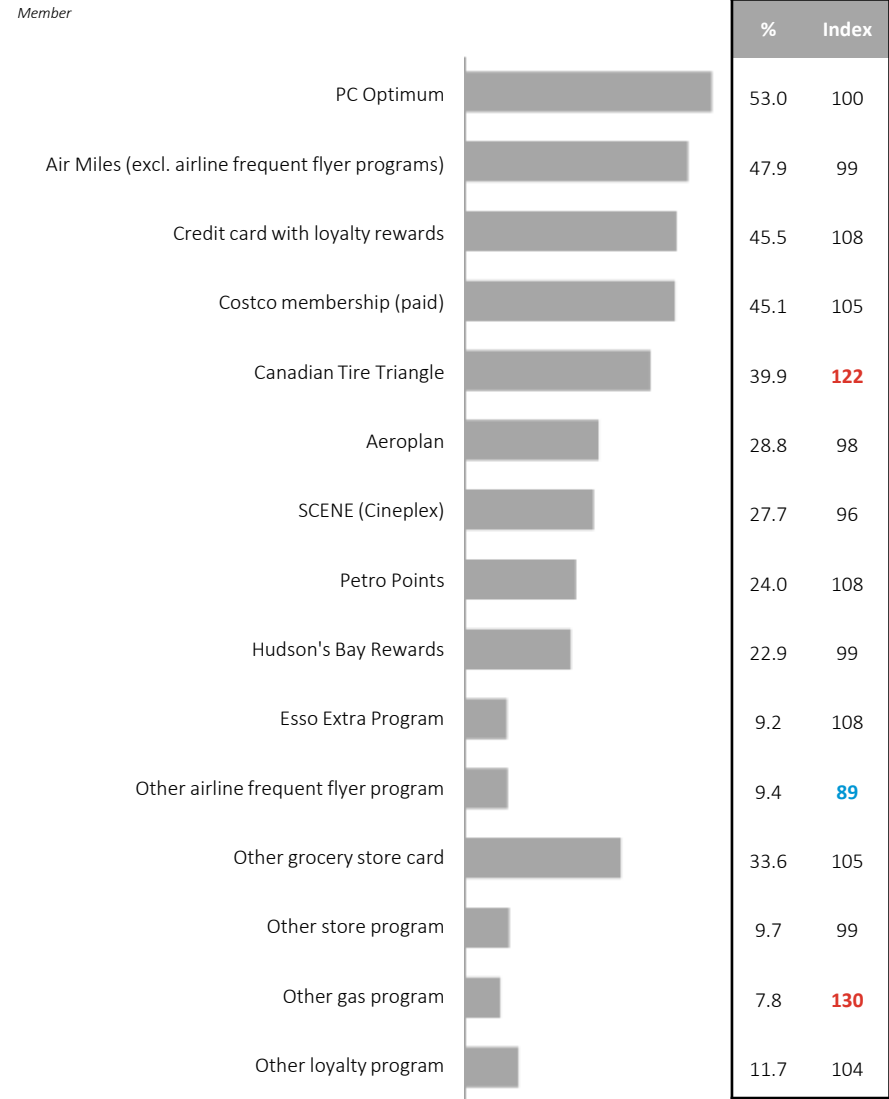


**Demographic Trends**



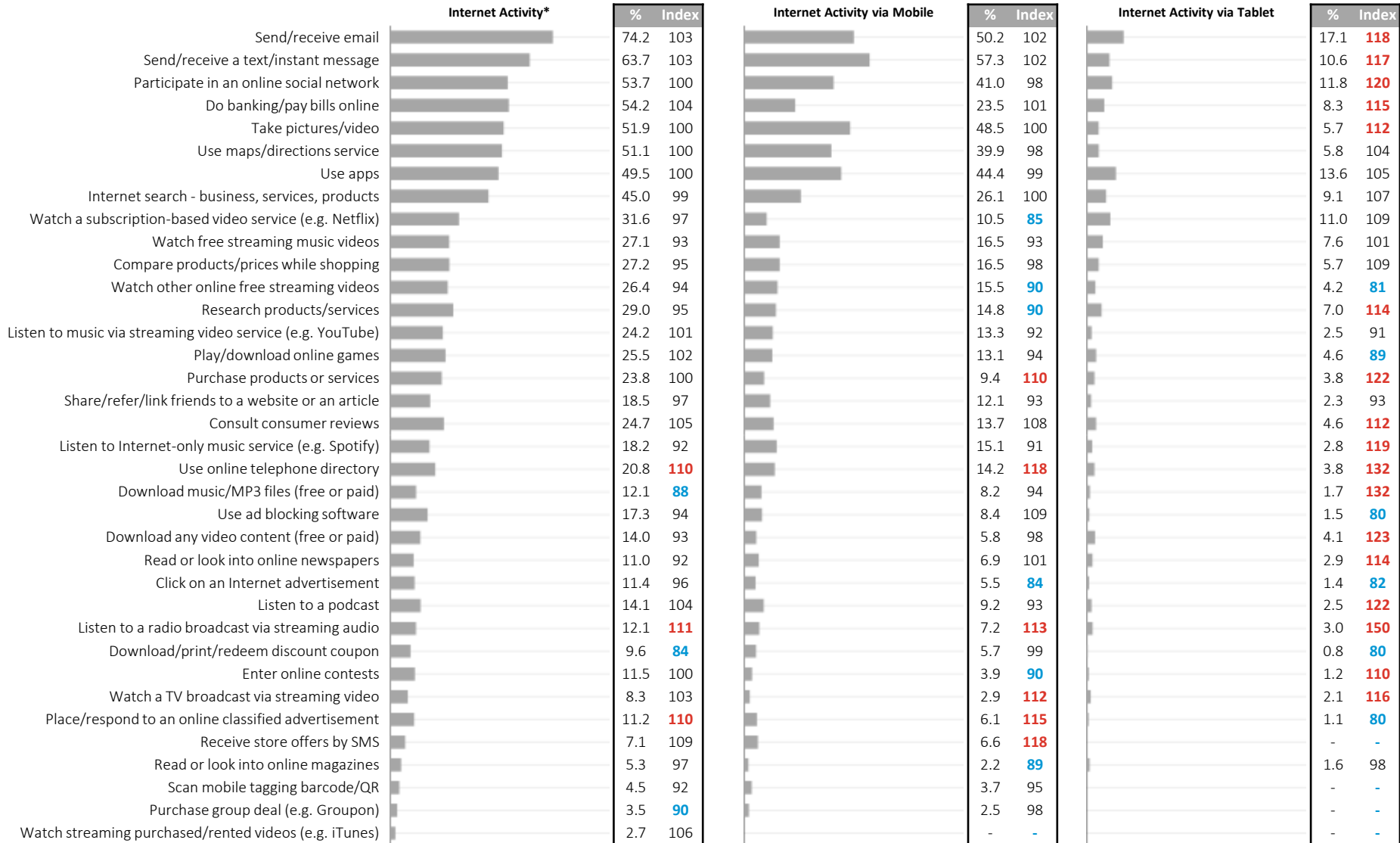
Note: Index compares % change from 2020 target group households to % change from 2020 market households

**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	41.4	105	24.2	104	11.6	108
Access food/recipes content	28.6	94	12.9	90	8.6	122
Access health-related content	20.7	102	11.6	104	5.1	114
Access professional sports content	12.3	108	8.7	109	3.0	110
Access restaurant guides/reviews	12.3	87	8.9	88	3.0	112
Access travel content	15.2	92	8.2	95	4.3	114
Access real estate listings/sites	15.6	114	6.9	106	4.9	129
Access a radio station's website	10.6	98	4.3	96	3.1	109
Access home decor-related content	9.5	105	3.5	101	3.1	133
Access a TV station's website	9.5	109	3.7	135	1.0	90
Access celebrity gossip content	7.5	109	6.2	118	1.5	100
Access fashion or beauty-related content	7.6	89	5.8	93	2.0	94
Access automotive news/content	8.5	132	5.0	144	1.4	140

**Direct Media Usage**

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	42.4	102
Flyers inserted into a community newspaper	42.2	103
General information from the Internet/websites	35.6	107
Coupons	31.1	93
Apps/online flyers	29.4	103
Local store catalogues	25.5	103
Flyers inserted into a daily newspaper	23.9	100
Direct email offers	18.9	88
Mail order	8.0	98
Yellow Pages (print)	4.1	99
Yellow Pages (online)	0.9	75

**Out of Home Advertising**

Noticed Advertising [Past Week]

	%	Index
Billboards	30.6	110
On bus exteriors	24.8	94
On street furniture (e.g. bus benches)	18.3	101
On transit shelters	17.9	95
Inside shopping malls	16.7	98
Digital billboards	15.4	106
Inside public washrooms	10.9	104
On subway/metro platforms	7.5	94
Inside buses	6.9	71
Inside movie theaters	5.8	88
Inside subway/metro cars	5.7	84
Inside airports	5.7	99
Screens inside elevators	4.7	71
Inside commuter trains	4.4	72
On taxis	2.9	89

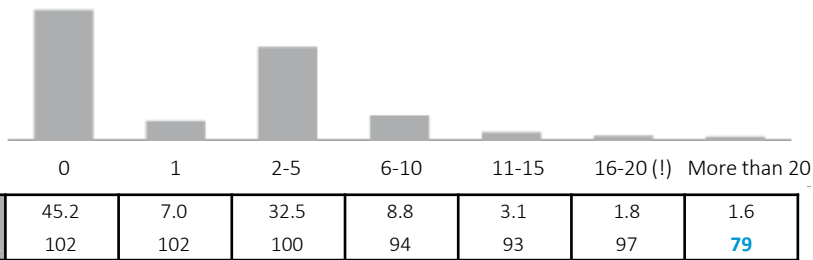
**Social Media Usage**

**Social Media Overview**

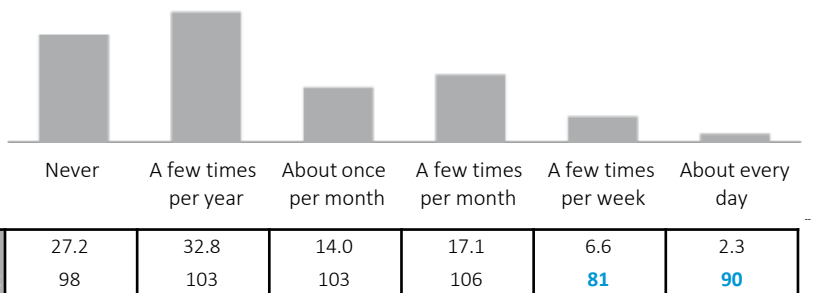
- 60% of No Hassle Travellers from British Columbia tend to access social media on their mobile phones during the morning hours, 56% during the afternoon hours
- 8% seek recommendations for Vacation/Travel Information via social media (Below Average)
- 87% believe that Social media companies should not be allowed to own or share their personal information

**Brand Interaction**

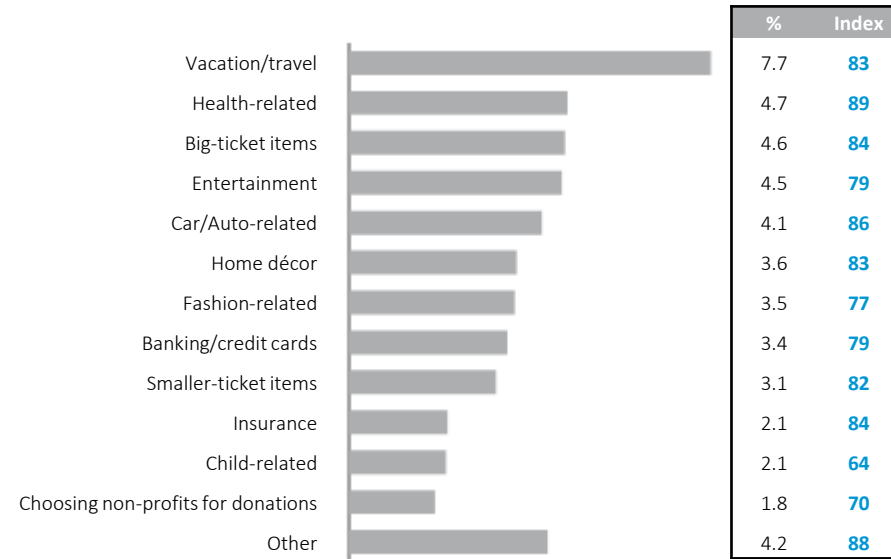
Number of Brands Interacted with via Social Media  
[Past Year]



Rate or Review Products or Services  
[Frequency of Participation]



**Seek Recommendations via Social Media\***



**Top Social Media Attitudes\*\***

No Hassle Travellers from British Columbia are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information"  
87% | Index = 102

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"  
73% | Index = 102

"I tend to ignore marketing and advertisements when I'm in a social media environment"  
72% | Index = 100

"Use SM to stay connected with personal contacts"  
46% | Index = 102

**Social Media Usage**

**Frequency of Participation\***

*A few times per week or more*

Participate In	% Comp	Index
View friends' photos online	47.6	98
Read article comments	43.7	103
Watch video online	43.6	98
Chat in online chats	37.1	94
Read status updates/tweets	36.4	97
Listen to radio or stream music online	35.3	99
Share links with friends and colleagues	27.8	94
Click links in news feeds	23.4	93
Play games with others online	16.0	102
Read blogs	14.8	85
Post photos online	13.9	97
Check in with locations	10.2	88
Comment on articles or blogs	9.7	94
Chat in online forums	9.4	90
Share your GPS location	9.2	88
Update your status on a social network	9.1	86
Rate or review products online	8.9	83
Post videos online	4.5	78
Publish blog, Tumblr, online journal	2.3	66

**Social Media Uses\***

*A few times per week or more*

	%	Index
Keep up to date on general news/events	46.4	100
Stay connected with family	45.4	102
Stay connected with personal contacts	45.3	101
Keep up to date on news/events in my industry	24.4	94
Stay connected with work/professional contacts	16.7	92

**Number of Connections**

*Across all social media*

	%	Index
0-49	38.2	104
50-99	15.9	102
100-149	12.1	101
150-199	7.5	97
200-299	8.4	110
300-399	5.8	102
400-499	3.1	83
500-1000	6.0	93
More than 1000	3.0	69

**Social Media Access**

*Typically use*



Mobile

	%	Index
Morning	60.4	97
Afternoon	56.2	94
Dinner Time	41.4	93
Evening	52.2	94
Late Night	37.4	95



Tablet

	%	Index
Morning	24.8	112
Afternoon	21.9	107
Dinner Time	17.0	104
Evening	34.1	100
Late Night	19.1	99



Laptop

	%	Index
Morning	31.8	104
Afternoon	30.4	100
Dinner Time	16.9	90
Evening	35.2	95
Late Night	15.7	95



Desktop

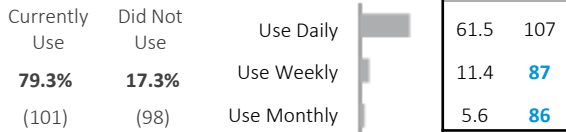
	%	Index
Morning	27.1	102
Afternoon	26.1	98
Dinner Time	13.2	96
Evening	26.0	96
Late Night	12.5	93

**Social Media Usage**

**Facebook**



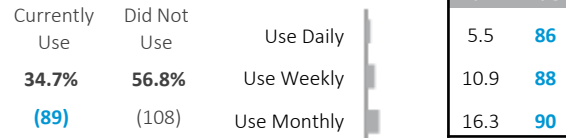
Frequency of Use  
[Past Year]



**LinkedIn**



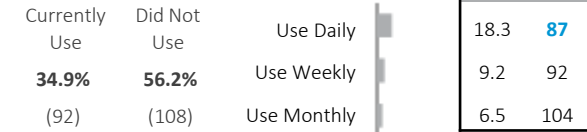
Frequency of Use  
[Past Year]



**Instagram**



Frequency of Use  
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	56.6	103
Comment/Like other users' posts	48.8	108
Use Messenger	42.8	106
Watch videos	38.1	104
Watch live videos	13.7	95
Post photos	13.0	102
Update my status	11.2	96
Like or become a fan of a page	11.2	97
Click on an ad	9.9	100
Post videos	4.6	<b>87</b>
Create a Facebook group or fan page	2.6	<b>72</b>
Give to a Facebook fundraiser (!)	1.3	<b>63</b>
Create a Facebook fundraiser (!)	1.0	<b>56</b>

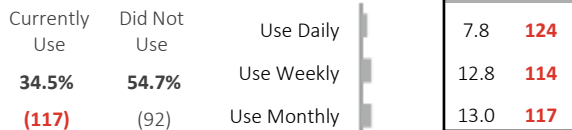
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	5.8	<b>80</b>
Watch videos	3.4	<b>77</b>
View a job posting	3.3	<b>61</b>
Search and review other profiles	2.8	<b>69</b>
Comment on content	2.8	<b>83</b>
Create a connection	1.9	<b>56</b>
Click on an ad (!)	1.9	<b>82</b>
Update your profile information	1.5	<b>60</b>
Post an article, video or picture (!)	1.3	<b>55</b>
Join a LinkedIn group (!)	1.2	<b>73</b>
Participate in LinkedIn forums (!)	0.9	<b>51</b>
Request a recommendation (!)	0.6	<b>37</b>

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	23.9	<b>90</b>
Like photos/videos	19.9	<b>90</b>
Comment on photos/videos	11.7	<b>90</b>
Watch live videos	10.3	<b>88</b>
Send direct messages	8.3	<b>76</b>
Post photos/videos	6.8	<b>83</b>
View a brand's page	5.5	<b>80</b>
Click on ads	4.0	<b>83</b>
Watch IGTV videos	3.6	<b>77</b>

**Pinterest**



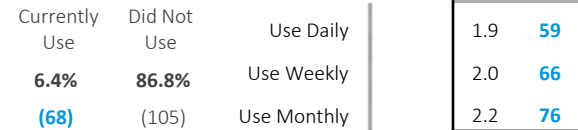
Frequency of Use  
[Past Year]



**Reddit**



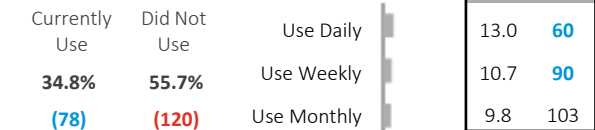
Frequency of Use  
[Past Year]



**WhatsApp**



Frequency of Use  
[Past Year]



Participate In* (at least a few times per month)	% Comp	Index
View content	4.2	<b>63</b>
Vote on content	2.5	<b>66</b>
Follow specific Subreddits	2.5	<b>64</b>
Post content	1.4	<b>64</b>

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	18.3	<b>65</b>
Send/receive images	15.9	<b>63</b>
Use group chats	10.0	<b>56</b>
Use voice calls	6.5	<b>59</b>
Send/receive documents and files	6.4	<b>54</b>



**Social Media Usage**

**Twitter**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
Use Daily	Use Weekly	Use Monthly	9.3	<b>86</b>
			6.8	<b>90</b>
			5.9	97
<b>22.8%</b> (89)	<b>68.1%</b> (106)			

**YouTube**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
Use Daily	Use Weekly	Use Monthly	24.1	<b>85</b>
			28.8	101
			16.3	<b>115</b>
<b>69.8%</b> (97)	<b>17.4%</b> (110)			

**Snapchat**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
Use Daily	Use Weekly	Use Monthly	3.9	96
			3.7	102
			4.2	<b>111</b>
<b>12.4%</b> (102)	<b>79.6%</b> (100)			

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	13.6	<b>89</b>
Watch videos	7.2	<b>86</b>
Tweet	5.0	<b>85</b>
Send or receive direct messages	4.8	<b>89</b>
Respond to tweets	4.4	<b>90</b>
Retweet	4.2	<b>84</b>
Share a link to a blog post or article of interest	4.1	<b>86</b>
Follow users who follow you	4.0	94
Watch live videos	3.7	<b>80</b>
Actively follow new users	3.6	<b>89</b>
Click on an ad	2.3	91

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	43.1	93
Like or dislike videos	11.1	<b>83</b>
Watch live videos	8.9	<b>77</b>
Share videos	5.6	<b>72</b>
Leave comment or post response on video	4.7	<b>80</b>
Click on an ad	4.7	<b>78</b>
Embed a video on a web page or blog	2.3	<b>59</b>
Create and post a video	2.0	<b>64</b>

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	5.7	103
Send direct text messages	4.4	96
Send photos/videos	4.2	102
Use group chat	3.2	<b>111</b>
Read Snapchat discover/News	3.2	97
Use filters or effects	3.0	<b>82</b>
View a brand's snaps	1.9	92
View ads	1.3	<b>75</b>
Use video chat	1.2	<b>69</b>

**Audio Podcasts**



Currently Use	Did Not Use
<b>18.2%</b> (94)	<b>65.5%</b> (101)

Frequency of Use  
[Past Year]

	%	Index
Use Daily	4.7	<b>89</b>
Use Weekly	7.1	97
Use Monthly	5.7	97

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	4.8	100
Listen to a news podcast	3.9	<b>81</b>
Listen to an educational podcast	3.4	<b>87</b>
Listen to a business podcast	3.3	99
Listen to a comedy podcast	2.2	<b>80</b>
Subscribe to another genre of podcast	2.0	91
Subscribe to a educational podcast	1.8	94
Listen to a technology focused podcast	1.4	<b>74</b>
Subscribe to a news podcast	1.4	<b>78</b>
Listen to a sports podcast	1.3	<b>68</b>
Subscribe to a sports podcast**	1.1	<b>64</b>
Subscribe to a comedy podcast (!)	1.0	<b>71</b>
Subscribe to a technology podcast (!)	1.0	<b>77</b>
Subscribe to a business podcast (!)	0.9	<b>72</b>

**Other Social Media Platforms**



**Tinder**

Currently Use	Did Not Use
<b>2.1%</b> (78)	<b>95.7%</b> (102)



**Tik Tok**

Currently Use	Did Not Use
<b>1.5%</b> (88)	<b>96.2%</b> (102)

Frequency of Use -Tinder  
[Past Year]

	%	Index
Use Daily (!)	1.0	<b>80</b>
Use Weekly (!)	0.4	<b>67</b>