

**Overview**

- Of the 9 EQ Target Groups identified in Canada, Virtual Travellers rank 9<sup>th</sup>, making up 96,134 households, or 4.8% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 58, 48% of couples have children living at home
- Average Household Income of \$99,624 compared to British Columbia at \$106,682
- Top Social Value: Emotional Control:** The desire to live in a cool and controlled way. Also, a tendency to be guided less by one's emotions, feelings and intuition than by reason and logic. No great tendency to explore emotion-based experiences
- Above Average interest in Photography, National/Provincial Parks, Canoeing/Kayaking, Golfing, Cross-Country Skiing/Snowshoeing, Historical Sites, Fishing/Hunting, Sporting Events, and Specialty Movie Theatres/IMAX
- Above Average interest in travelling within Canada (Vancouver, Victoria, Other Alberta, Calgary, Banff, Jasper, Other Ontario), Virtual Travellers from British Columbia spent an average of \$1,617 on their last vacation
- On average, Virtual Travellers from British Columbia spend 14hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.5hrs/day on the Internet. Daily Magazine usage is minimal (9 min/day)
- 80% currently use Facebook, 35% use Instagram and 23% use Twitter

**Market Sizing**



Total Population

Target Group: 233,304 | 4.6%  
Market: 5,064,371



Total Households

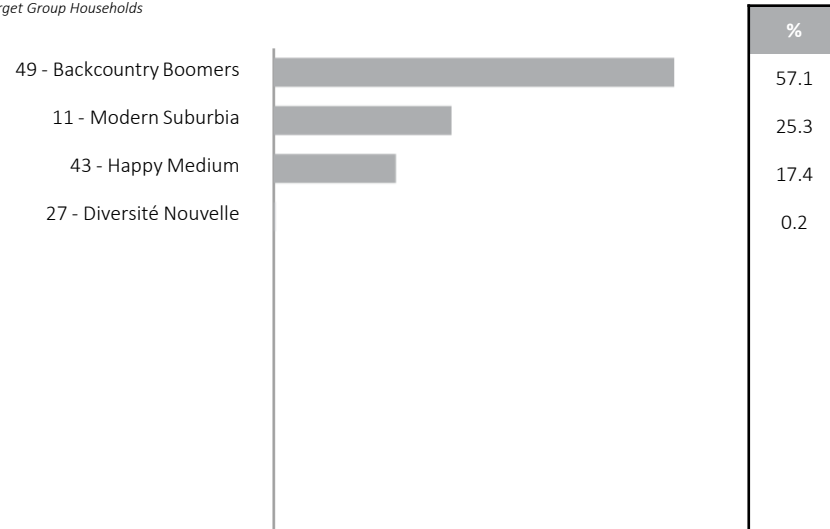
Target Group: 96,134 | 4.8%  
Market: 2,010,897

**Top Geographic Markets**

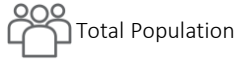
Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Surrey, BC (CY)	12.4	6.5	<b>136</b>	183,889	9.1
Langley, BC (DM)	7.4	15.8	<b>330</b>	45,344	2.3
Coquitlam, BC (CY)	2.9	5.0	104	55,399	2.8
Southern Gulf Islands, BC (RDA)	2.3	95.4	<b>1,992</b>	2,329	0.1
Comox Valley A, BC (RDA)	2.0	57.4	<b>1,199</b>	3,414	0.2
Columbia-Shuswap C, BC (RDA)	1.5	41.1	<b>861</b>	3,523	0.2
Sechelt, BC (DM)	1.4	26.8	<b>560</b>	5,040	0.3
Cariboo L, BC (RDA)	1.4	70.2	<b>1,465</b>	1,906	0.1
Sunshine Coast A, BC (RDA)	1.4	99.5	<b>2,089</b>	1,333	0.1
Nanaimo H, BC (RDA)	1.3	66.4	<b>1,388</b>	1,850	0.1

**Top PRIZM Segments**

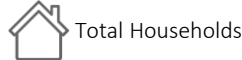
% of Target Group Households



**Demographic Profile**



Total Population  
Target Group: 233,304 | 4.6%  
Market: 5,064,371



Total Households  
Target Group: 96,134 | 4.8%  
Market: 2,010,897

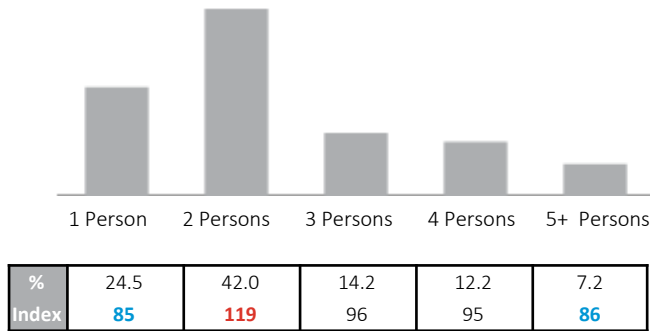
Average Household Income

\$99,624  
(93)

Household Size\*

Median Household  
Maintainer Age

58  
(107)



Marital Status\*\*

64.3%  
(113)

Married/Common-Law

Family Composition\*\*\*

51.9%  
(119)

Couples Without Kids at Home

Education\*\*

29.1%  
(99)

High School Certificate Or  
Equivalent

Visible Minority Presence\*

18.9%  
(57)

Belong to a visible minority  
group

Non-Official Language\*

1.3%  
(39)

No knowledge of English or  
French

Immigrant Population\*

20.4%  
(70)

Born outside Canada

**Psychographics\*\***

**Strong Values**

**Weak Values**

Emotional Control	121	79	Enthusiasm for Technology
Attraction to Nature	118	81	Advertising as Stimulus
Technology Anxiety	116	82	Joy of Consumption
Need for Escape	116	82	Active Government
Ethical Consumerism	115	84	Equal Relationship with Youth

**Key Social Values**

Emotional Control Index = 121	Attraction to Nature Index = 118	Need for Escape Index = 116
Ethical Consumerism Index = 115	Racial Fusion Index = 114	National Pride Index = 112
Work Ethic Index = 109	Ecological Fatalism Index = 106	Traditional Family Index = 106
Primacy of the Family Index = 105	Legacy Index = 104	Confidence in Advertising Index = 104

































**Sports & Leisure**

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

Top 5 Activities Participated*	% Comp	Index
Reading	85.5	101
Gardening	72.1	110
Swimming	61.5	106
Fitness walking	55.7	107
Camping	55.7	105

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	55.8	101
Parks & city gardens	48.5	109
Art galleries, museums & science centres	40.6	110
National or provincial park	40.3	120
Bars & restaurant bars	40.0	102

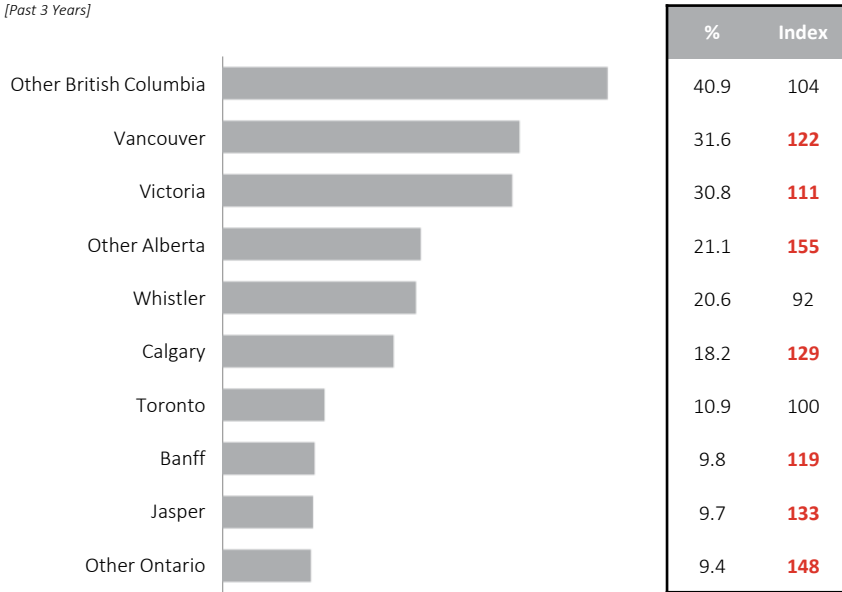
**Key Tourism Activities\*\***

Swimming  61.5% (106)	Camping  55.7% (105)	Hiking & backpacking  50.4% (102)	Photography  49.1% <b>(122)</b>	Parks & city gardens  48.5% (109)	Cycling  45.9% (105)	National or provincial park  40.3% <b>(120)</b>	Bars & restaurant bars  40.0% (102)
Canoeing & kayaking  39.6% <b>(112)</b>	Golfing  30.7% <b>(123)</b>	Cross country skiing & snowshoeing  30.5% <b>(126)</b>	Historical sites  28.7% <b>(154)</b>	Fishing & hunting  28.4% <b>(123)</b>	Pilates & yoga  26.8% (106)	Sporting events  23.4% <b>(124)</b>	Specialty movie theatres/IMAX  22.7% <b>(111)</b>
Ice skating  22.6% (100)	Downhill skiing  19.7% (98)	Zoos & aquariums  17.1% (93)	Video arcades & indoor amusement centres  15.7% (95)	Power boating & jet skiing  15.3% <b>(116)</b>	ATV & snowmobiling  14.7% <b>(134)</b>	Theme parks, waterparks & water slides  12.8% <b>(126)</b>	Adventure sports  12.7% (98)
Beer, food & wine festivals  11.0% (94)	Hockey  10.8% (91)	Music festivals  10.2% (106)	Snowboarding  8.4% (100)	Inline skating  8.0% <b>(135)</b>	Curling  7.8% <b>(112)</b>	Marathon or similar event  6.4% <b>(82)</b>	Film festivals  6.1% <b>(81)</b>

**Travel Profile**

**Top Canadian Destinations\***

Visited [Past 3 Years]

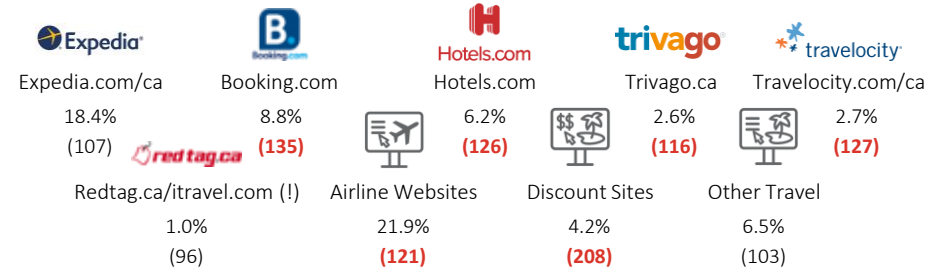


**Vacation Booking\*\***

Used [Past 3 Years]

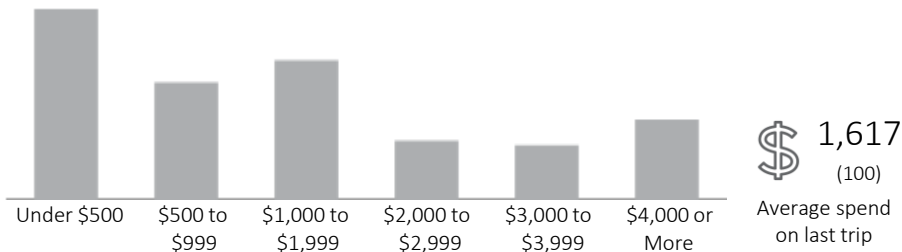


Booked With [Past Year]



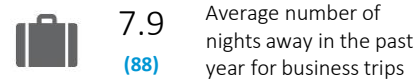
**Vacation Spending**

Spent Last Vacation

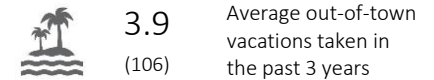


**Travel Type & Frequency**

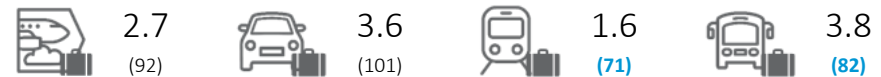
Business Trips



Personal Trips

















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



**Travel Profile**


**Accommodation Preferences\***

Used [Past 3 Years]

 Hotel 63.0% (107)	 Friends/relatives 39.7% (100)	 All-inclusive resort 18.1% <b>(112)</b>	 Camping 29.2% <b>(117)</b>	 Motel 24.6% <b>(117)</b>	 Vacation rental by owner 25.0% <b>(119)</b>	 Cottage 11.0% <b>(116)</b>
 B&B 15.9% (102)	 Condo/apartment 17.1% <b>(127)</b>	 Cruise ship 18.2% <b>(140)</b>	 RV/camper 14.0% <b>(116)</b>	 Package tours 7.3% <b>(156)</b>	 Spa resort 9.1% <b>(146)</b>	 Boat 3.3% <b>(127)</b>









**Airline Preferences\*\***

Flown [Past Year]

 Air Canada 40.5% (99)	 West Jet 37.0% (109)	 Air Transat 7.1% (103)	 Porter Airlines 1.9% <b>(225)</b>	 Other Canadian 5.9% <b>(111)</b>
 United Airlines 8.8% <b>(128)</b>	 Delta Airlines 7.5% <b>(125)</b>	 American Airlines 3.6% (103)	 Other American 9.9% <b>(112)</b>	
 European Airlines 9.6% <b>(126)</b>	 Asian Airlines 7.1% (104)	 Other Charter 1.9% (104)	 Other 9.8% <b>(118)</b>	

**Car Rental\***

Rented From [Past Year]

 Enterprise 6.4% (98)	 Budget 8.4% <b>(158)</b>	 Avis 3.2% <b>(149)</b>	 National 4.9% <b>(137)</b>
 Hertz 3.4% <b>(125)</b>	 Discount 2.6% <b>(168)</b>	 U-Haul 2.1% <b>(140)</b>	 Other Rentals 3.8% <b>(118)</b>

**Media**

**Overall Level of Use**

Radio



14 hours/week

**(115)**

Television



1,252 minutes/week

**(108)**

Newspaper



1 hours/week

**(91)**

Magazine



9 minutes/day

**(96)**

Internet



212 minutes/day

**(94)**

**Top Radio Programs\***

Programs [Weekly]

	%	Index
News/Talk	36.2	98
Adult Contemporary	22.9	<b>122</b>
Multi/Variety/Specialty	13.6	<b>117</b>
Classic Hits	12.8	103
Mainstream Top 40/CHR	12.6	<b>84</b>
AOR/Mainstream Rock	11.5	<b>158</b>
Hot Adult Contemporary	9.4	<b>89</b>
Modern/Alternative Rock	9.1	<b>89</b>
Today's Country	8.3	96
Not Classified	7.4	100

**Top Television Programs\***

Programs [Average Week]

	%	Index
Movies	47.0	104
Evening local news	44.8	<b>117</b>
Documentaries	33.9	<b>119</b>
News/current affairs	33.6	109
Suspense/crime dramas	30.8	<b>112</b>
Hockey (when in season)	29.0	<b>112</b>
Home renovation/decoration shows	27.9	<b>111</b>
Primetime serial dramas	27.0	97
Cooking programs	26.5	107
Situation comedies	25.9	104

**Top Newspaper Sections\***

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	60.5	104
International News & World	55.2	104
National News	52.0	100
Editorials	34.3	109
Health	33.9	94
Sports	29.9	105
Travel	29.7	100
Food	28.6	<b>88</b>
Movie & Entertainment	28.3	<b>83</b>
Business & Financial	27.4	107

**Top Magazine Publications\***

Read [Past Month]

	%	Index
Other English-Canadian	10.7	103
Canadian Living	9.3	109
Other U.S. magazines	9.1	91
National Geographic	8.1	<b>119</b>
Maclean's	8.1	<b>125</b>
Canadian Geographic	7.2	<b>159</b>
People	6.3	<b>122</b>
Air Canada enRoute	5.2	<b>126</b>
Canadian House and Home	4.8	<b>157</b>
Cineplex Magazine	4.4	103

**Top Internet Activities\***

Activity [Past Week]

	%	Index
Send/receive email	76.3	106
Send/receive a text/instant message	64.9	105
Participate in an online social network	57.7	107
Do banking/pay bills online	57.3	109
Use maps/directions service	56.3	<b>110</b>
Use apps	55.3	<b>112</b>
Take pictures/video	54.7	106
Internet search - business, services, products	44.5	98
Access a news site	43.6	<b>111</b>
Watch a subscription-based video service	35.5	<b>110</b>

**Top Mobile Activities\***

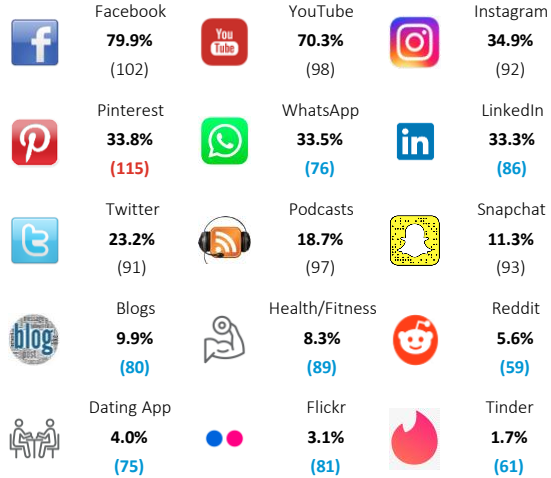
Activity [Past Week]

	%	Index
Send/receive a text/instant message	56.2	100
Send/receive email	51.5	105
Take pictures/video	51.1	106
Use apps	49.6	<b>110</b>
Participate in an online social network	43.5	104
Use maps/directions service	41.7	102
Do banking/pay bills online	24.5	105
Access a news site	24.3	105
Internet search - business, services, products	23.5	<b>90</b>
Listen to Internet-only music service	17.1	103

**Media**

**Social Media Platforms**

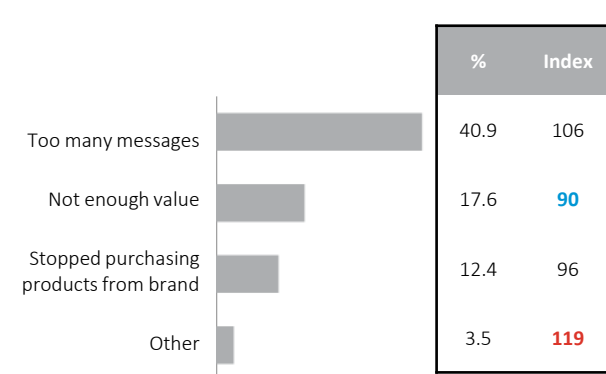
Usage [Currently Use]



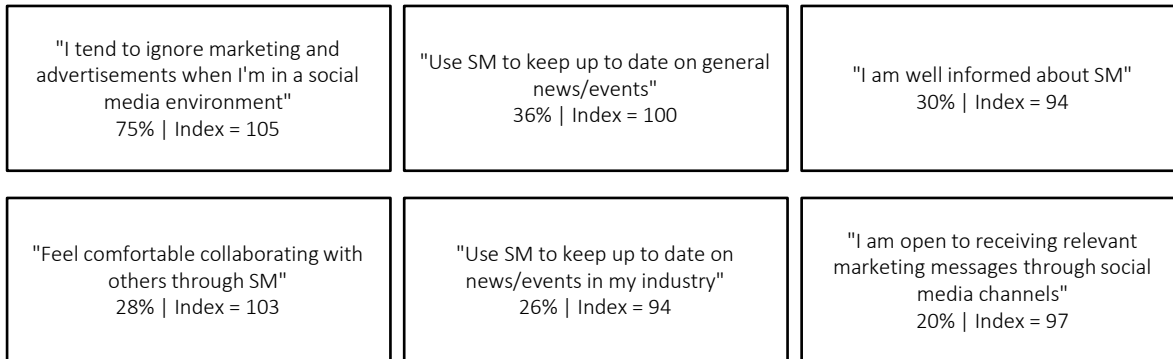
**Reasons to Follow Brands**



**Reasons to Unfollow Brands**

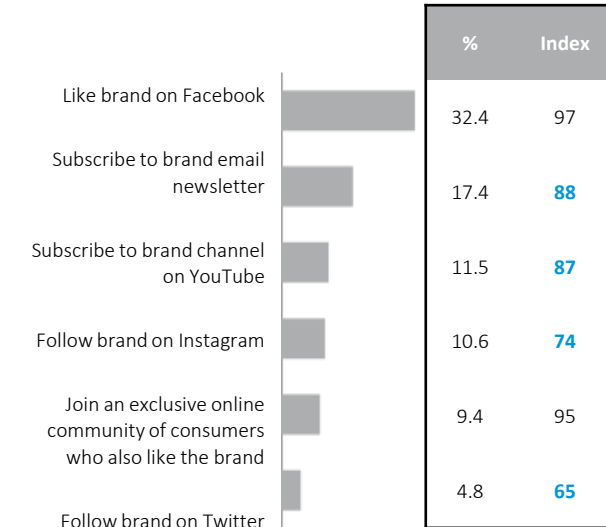


**Social Media Attitudes**



**Actions Taken using Social Media**

Variables with Response "Yes"



**Product Preferences**

Variables with "Agree" Statements

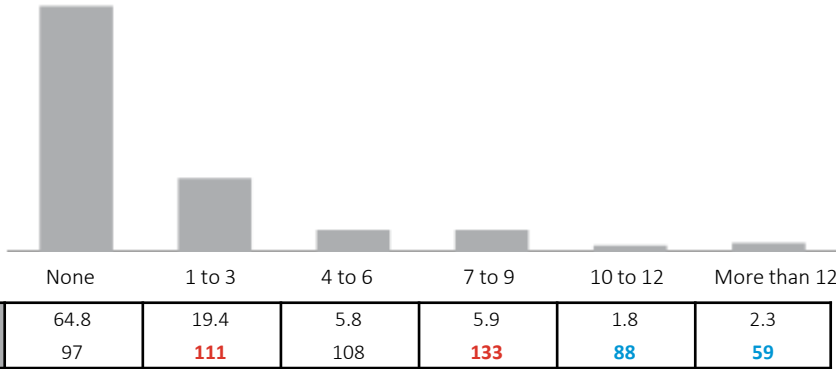
"I would like to eat healthy foods more often" 80%   Index = 103	"I generally achieve what I set out to do" 76%   Index = <b>112</b>	"I have tried a product/service based on a personal recommendation" 73%   Index = 102	"I am very concerned about the nutritional content of food products I buy" 72%   Index = 106	"I value companies who give back to the community" 67%   Index = 103
"I make an effort to buy local produce/products" 67%   Index = 107	"Family life and having children are most important to me" 66%   Index = <b>113</b>	"I am interested in learning about different cultures" 65%   Index = 106	"I consider myself to be informed on current events or issues" 63%   Index = 104	"I like to try new places to eat" 58%   Index = 106
"I like to cook" 58%   Index = 102	"It's important to buy products from socially-responsible/environmentally-friendly companies" 56%   Index = 103	"I offer recommendations of products/services to other people" 54%   Index = 101	"I like to try new and different products" 53%   Index = 104	"When I shop online I prefer to support Canadian retailers" 50%   Index = 101
"Free-trial/product samples can influence my purchase decisions" 44%   Index = 105	"I am adventurous/"outdoorsy"" 42%   Index = 109	"I am willing to pay more for eco-friendly products" 35%   Index = 102	"I prefer to shop online for convenience" 31%   Index = 106	"Vegetarianism is a healthy option" 25%   Index = <b>80</b>
"Advertising is an important source of information to me" 25%   Index = 99	"Staying connected via social media is very important to me" 22%   Index = <b>87</b>	"I enjoy being extravagant/indulgent" 22%   Index = <b>113</b>	"I consider myself to be sophisticated" 21%   Index = 98	"I lead a fairly busy social life" 20%   Index = 94



**Product Preferences**

**Beer Consumption**

Drinks (Past Week)



**Drinks**

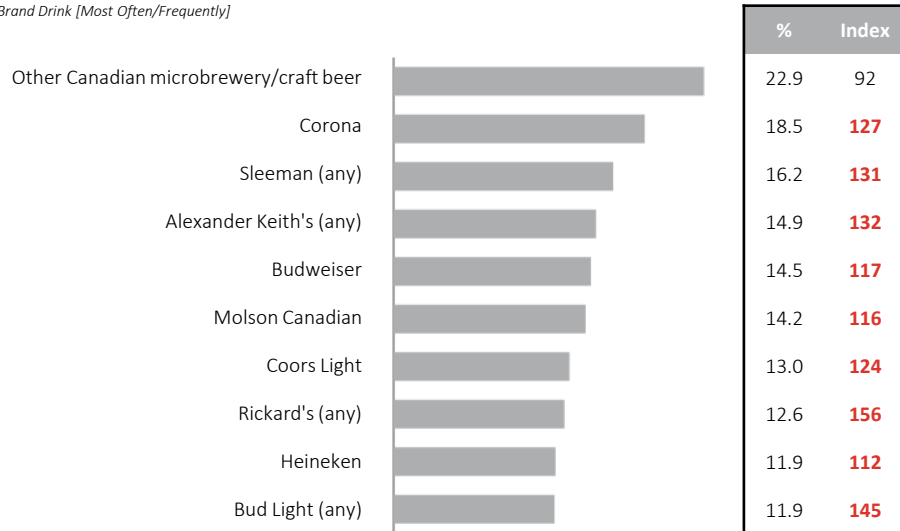
Drank [Past Month]	% Comp	Index
Canadian wine	27.6	124
Cider	12.5	108
Liqueurs (any)	10.8	111

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	21.0	128

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	22.9	92

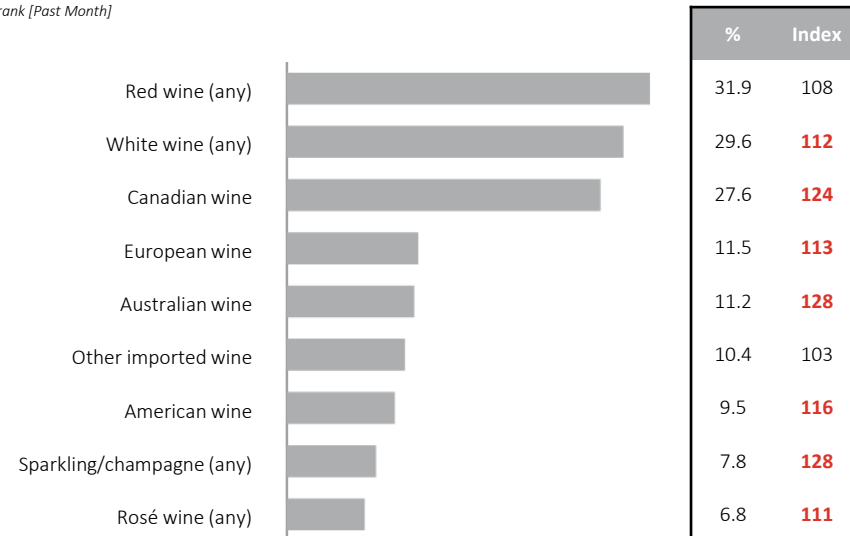
**Top 10 Beers\***

Brand Drink [Most Often/Frequently]



**Wine Details**

Drank [Past Month]

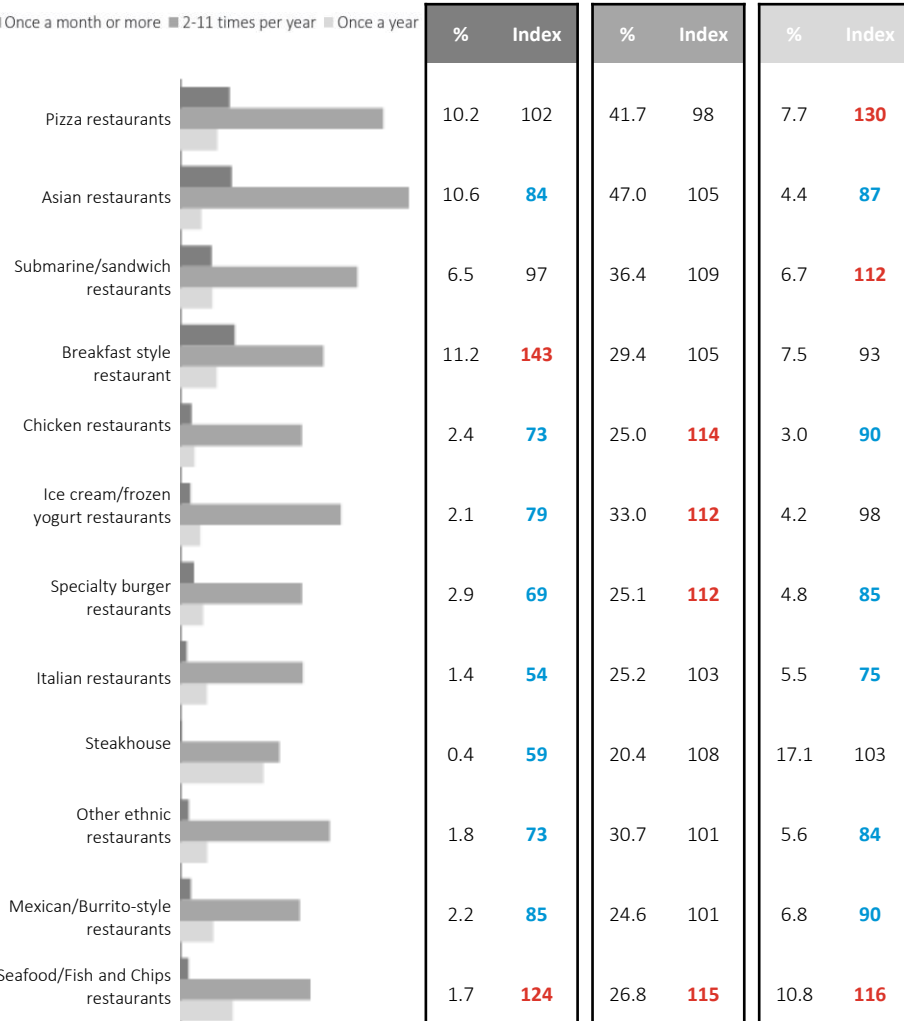


**Product Preferences**

**Restaurant Type Visited\***

Frequency of Visiting [Past Year]

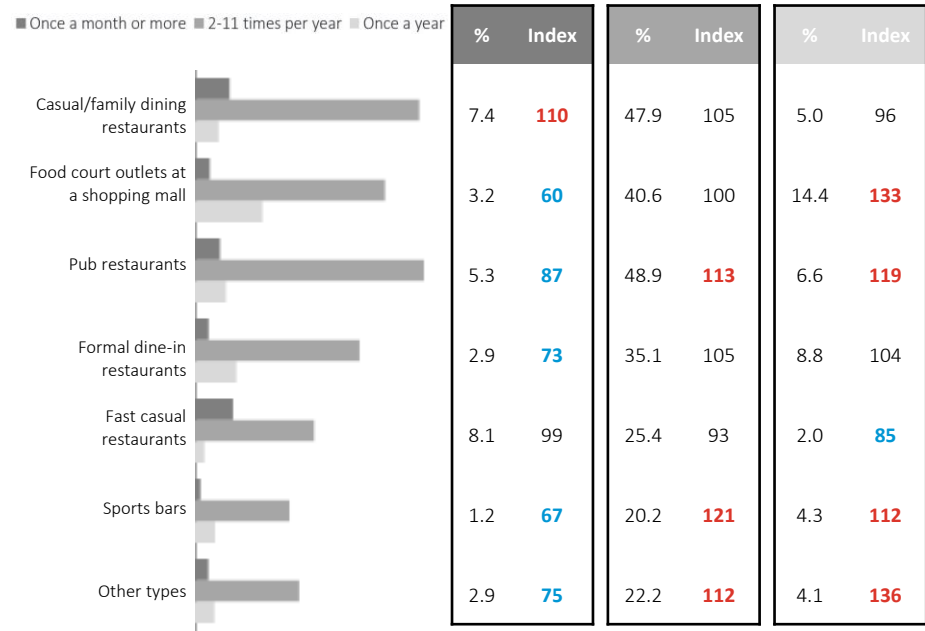
■ Once a month or more ■ 2-11 times per year ■ Once a year



**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  
28.7%  
(101)



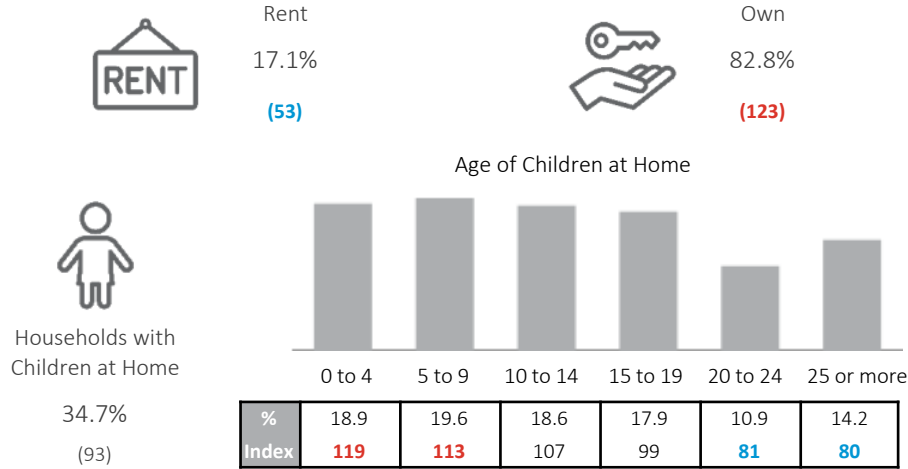
Other Organic Food  
14.9%  
(104)



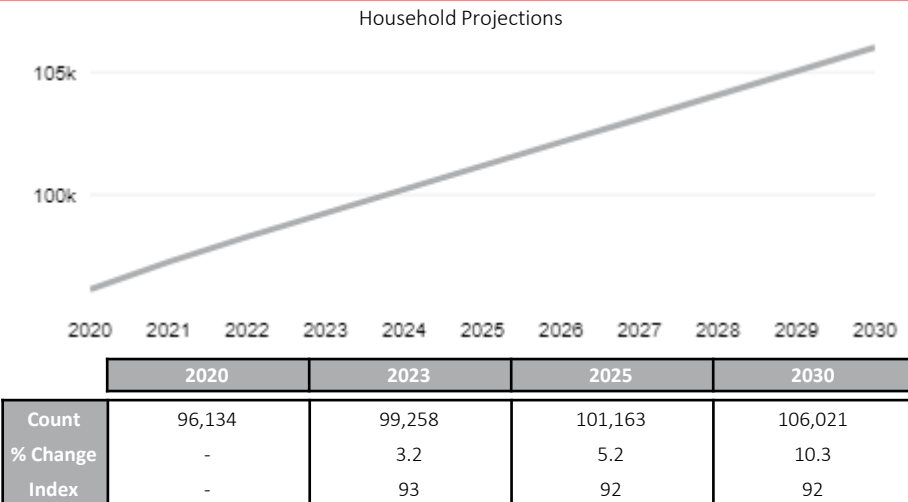
Organic Meat  
10.7%  
(111)

**Product Preferences**

**Demographics**

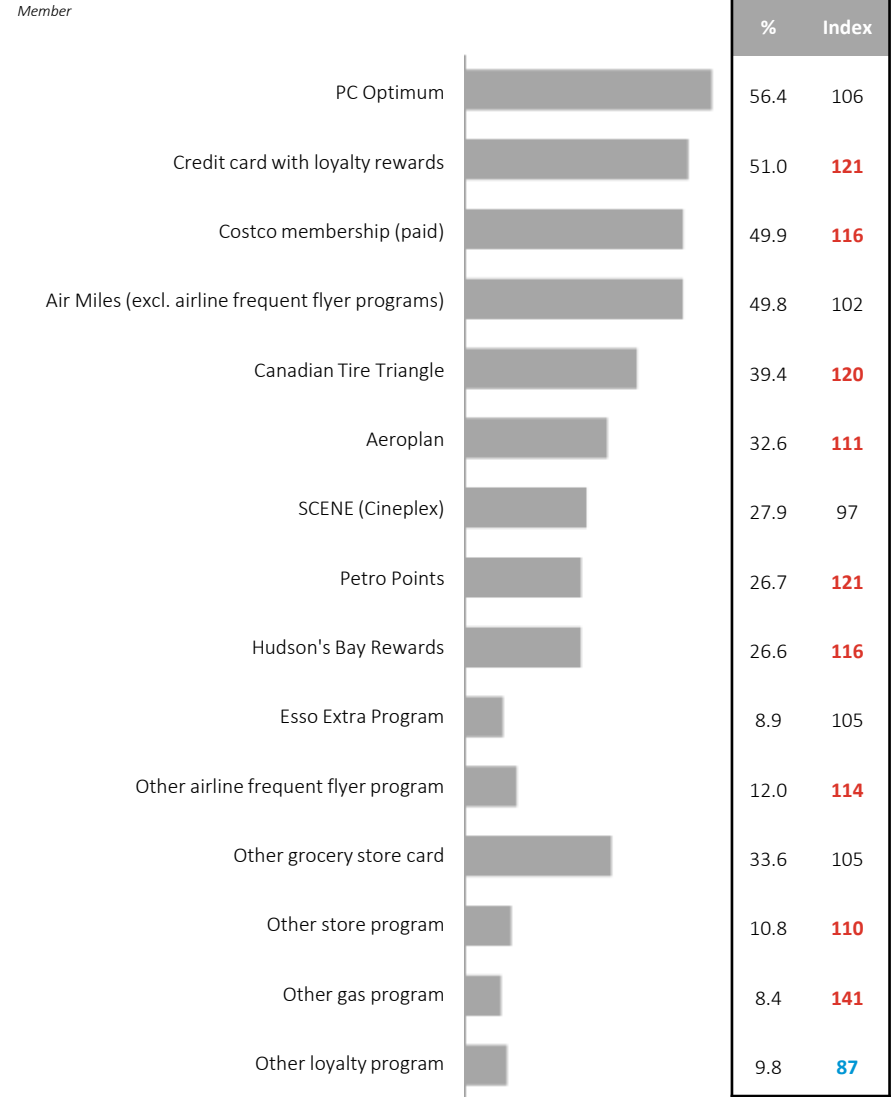


**Demographic Trends**



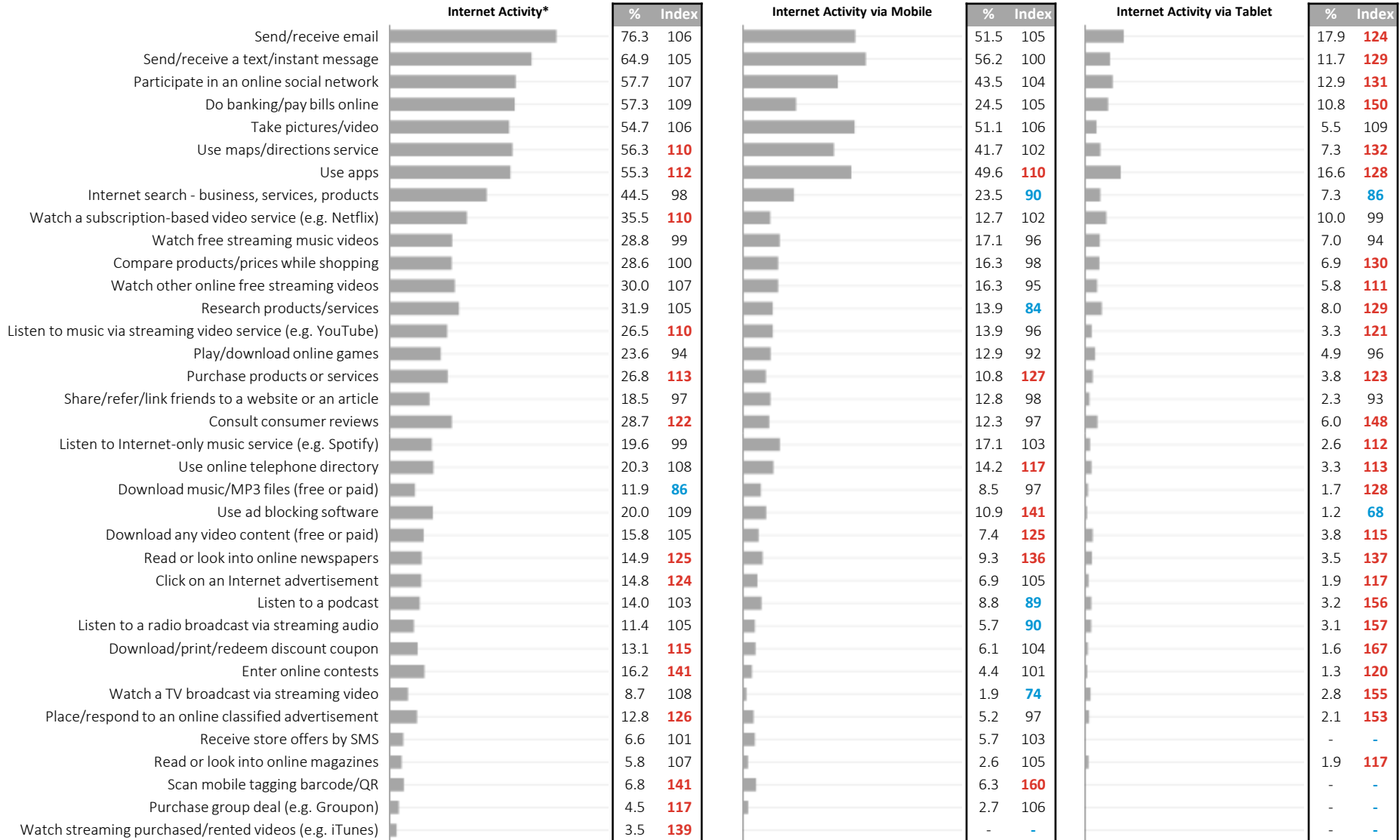
Note: Index compares % change from 2020 target group households to % change from 2020 market households

**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	43.6	111	24.3	105	13.1	121
Access food/recipes content	29.2	96	10.9	76	9.3	133
Access health-related content	25.0	124	12.5	112	6.5	145
Access professional sports content	15.6	137	10.7	136	3.3	125
Access restaurant guides/reviews	12.9	91	8.2	82	3.4	128
Access travel content	21.2	129	10.4	120	5.3	142
Access real estate listings/sites	19.9	145	9.2	140	6.8	179
Access a radio station's website	10.7	99	3.4	76	3.4	122
Access home decor-related content	9.6	105	4.0	118	3.1	135
Access a TV station's website	11.1	127	4.2	155	0.9	86
Access celebrity gossip content	6.4	92	5.0	95	1.3	87
Access fashion or beauty-related content	7.5	87	5.4	87	2.0	95
Access automotive news/content	9.4	145	5.2	151	1.0	100

**Direct Media Usage**

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	45.8	111
Flyers inserted into a community newspaper	43.3	105
Coupons	32.5	97
General information from the Internet/websites	32.5	98
Apps/online flyers	30.4	107
Local store catalogues	28.9	117
Flyers inserted into a daily newspaper	26.1	109
Direct email offers	20.3	94
Mail order	9.6	118
Yellow Pages (print)	4.2	101
Yellow Pages (online)	1.4	120

**Out of Home Advertising**

Noticed Advertising [Past Week]

	%	Index
Billboards	32.0	115
On bus exteriors	23.2	88
On street furniture (e.g. bus benches)	18.8	103
Inside shopping malls	17.9	105
On transit shelters	17.8	95
Digital billboards	15.4	106
Inside public washrooms	13.5	128
Inside buses	6.9	70
Inside airports	6.5	113
On subway/metro platforms	6.4	81
Inside subway/metro cars	5.9	87
Inside movie theaters	5.4	81
Screens inside elevators	4.8	71
Inside commuter trains	3.9	64
On taxis	2.9	89

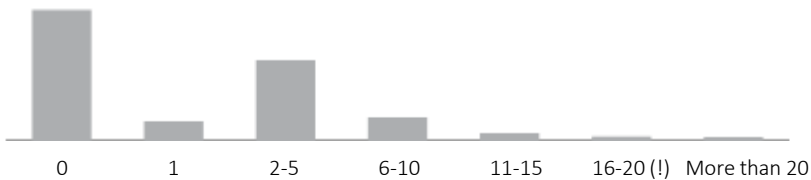
**Social Media Usage**

**Social Media Overview**

- 58% of Virtual 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)
- 88% believe that Social media companies should not be allowed to own or share their personal information

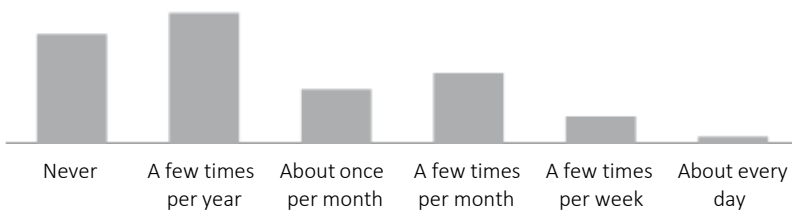
**Brand Interaction**

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



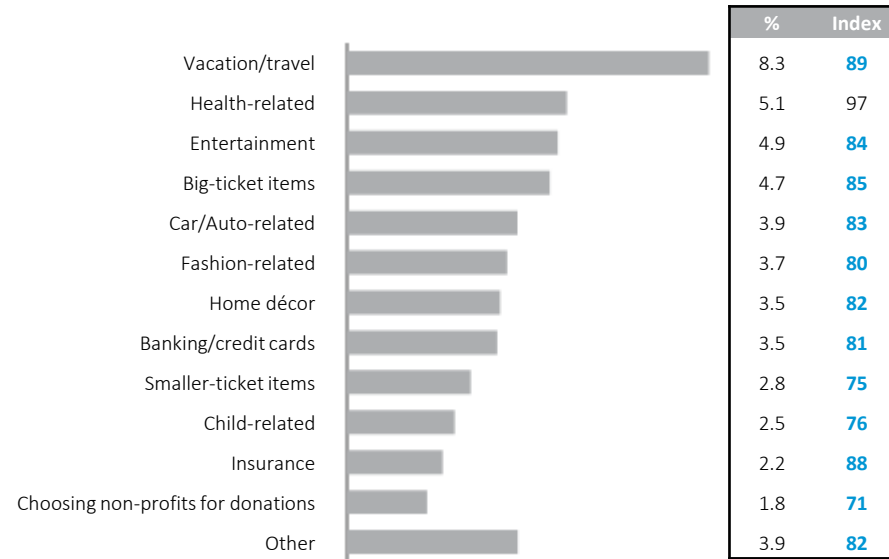
%	48.4	7.3	29.8	8.6	2.9	1.6	1.4
Index	109	106	92	92	88	84	71

Rate or Review Products or Services  
[Frequency of Participation]



%	27.4	32.7	13.6	17.6	6.9	1.8
Index	99	103	101	110	84	71

**Seek Recommendations via Social Media\***



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

Virtual 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"  
88% | Index = 103

"I tend to ignore marketing and advertisements when I'm in a social media environment"  
75% | Index = 105

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"  
72% | Index = 100

"Use SM to stay connected with personal contacts"  
48% | Index = 106

**Social Media Usage**

**Frequency of Participation\***

*A few times per week or more*

Participate In	% Comp	Index
View friends' photos online	47.1	97
Read article comments	42.3	100
Watch video online	40.9	92
Chat in online chats	38.1	96
Read status updates/tweets	35.9	96
Listen to radio or stream music online	34.8	98
Share links with friends and colleagues	27.5	93
Click links in news feeds	22.0	88
Play games with others online	16.0	102
Read blogs	14.7	85
Post photos online	13.3	93
Check in with locations	11.2	97
Comment on articles or blogs	10.2	99
Update your status on a social network	9.2	87
Share your GPS location	9.1	88
Rate or review products online	8.7	81
Chat in online forums	8.4	81
Post videos online	4.0	70
Publish blog, Tumblr, online journal	2.4	69

**Social Media Uses\***

*A few times per week or more*

	%	Index
Stay connected with family	47.3	106
Keep up to date on general news/events	46.7	100
Stay connected with personal contacts	45.9	102
Keep up to date on news/events in my industry	24.0	92
Stay connected with work/professional contacts	16.1	89

**Number of Connections**

*Across all social media*

	%	Index
0-49	37.3	101
50-99	16.3	105
100-149	12.8	108
150-199	7.2	93
200-299	9.0	117
300-399	5.8	103
400-499	3.2	86
500-1000	5.6	86
More than 1000	2.8	65

**Social Media Access**

*Typically use*



Mobile

	%	Index
Morning	58.0	93
Afternoon	55.7	93
Dinner Time	37.8	85
Evening	50.4	91
Late Night	34.7	88



Tablet

	%	Index
Morning	24.6	112
Afternoon	22.7	111
Dinner Time	16.7	101
Evening	32.5	96
Late Night	18.7	97



Laptop

	%	Index
Morning	33.7	110
Afternoon	31.1	102
Dinner Time	17.6	93
Evening	36.8	99
Late Night	16.6	100



Desktop

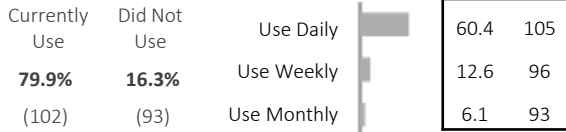
	%	Index
Morning	27.0	101
Afternoon	26.4	99
Dinner Time	12.8	93
Evening	25.9	96
Late Night	12.6	94

**Social Media Usage**

**Facebook**



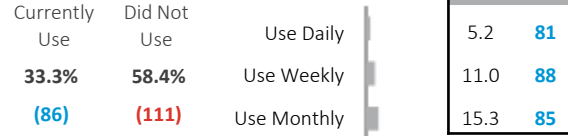
Frequency of Use  
[Past Year]



**LinkedIn**



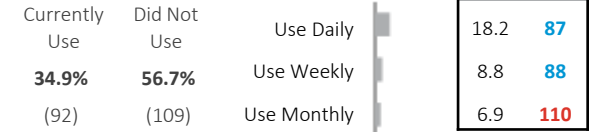
Frequency of Use  
[Past Year]



**Instagram**



Frequency of Use  
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	56.9	103
Comment/Like other users' posts	49.2	109
Use Messenger	43.1	106
Watch videos	35.0	96
Watch live videos	13.4	93
Post photos	13.2	104
Like or become a fan of a page	11.4	99
Update my status	11.2	96
Click on an ad	9.4	95
Post videos	4.9	94
Create a Facebook group or fan page	2.6	<b>72</b>
Give to a Facebook fundraiser (!)	1.3	<b>61</b>
Create a Facebook fundraiser (!)	0.9	<b>53</b>

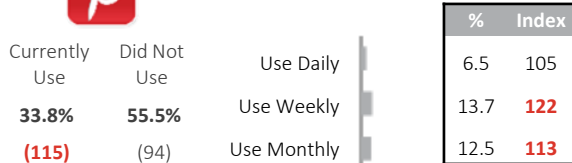
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	5.9	<b>82</b>
View a job posting	4.2	<b>78</b>
Watch videos	3.3	<b>76</b>
Comment on content	2.5	<b>74</b>
Search and review other profiles	2.4	<b>60</b>
Create a connection	2.4	<b>69</b>
Update your profile information	2.1	<b>85</b>
Click on an ad (!)	1.9	<b>82</b>
Join a LinkedIn group (!)	1.5	<b>90</b>
Post an article, video or picture (!)	1.4	<b>57</b>
Participate in LinkedIn forums (!)	1.0	<b>59</b>
Request a recommendation (!)	0.6	<b>39</b>

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	22.7	<b>85</b>
Like photos/videos	18.5	<b>84</b>
Comment on photos/videos	11.6	<b>90</b>
Watch live videos	9.6	<b>82</b>
Send direct messages	8.2	<b>75</b>
Post photos/videos	6.2	<b>76</b>
View a brand's page	5.0	<b>73</b>
Click on ads	3.5	<b>72</b>
Watch IGTV videos	3.2	<b>68</b>

**Pinterest**



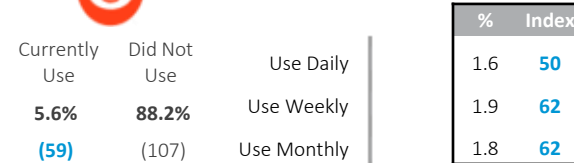
Frequency of Use  
[Past Year]



**Reddit**



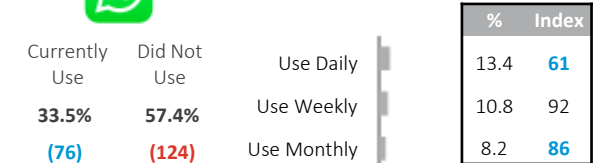
Frequency of Use  
[Past Year]



**WhatsApp**



Frequency of Use  
[Past Year]



Participate In* (at least a few times per month)	% Comp	Index
View content	3.6	<b>54</b>
Follow specific Subreddits	2.2	<b>58</b>
Vote on content	2.2	<b>59</b>
Post content	1.2	<b>56</b>

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	18.5	<b>66</b>
Send/receive images	16.3	<b>65</b>
Use group chats	10.8	<b>60</b>
Use voice calls	7.6	<b>69</b>
Send/receive documents and files	7.1	<b>60</b>



**Social Media Usage**

**Twitter**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
23.2% (91)	68.1% (106)	Use Daily	9.8	90
		Use Weekly	7.0	93
		Use Monthly	5.4	88

**YouTube**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
70.3% (98)	16.7% (105)	Use Daily	25.0	89
		Use Weekly	28.5	99
		Use Monthly	16.4	115

**Snapchat**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
11.3% (93)	80.8% (102)	Use Daily	3.8	92
		Use Weekly	3.3	89
		Use Monthly	3.8	99

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	13.8	90
Watch videos	8.5	102
Tweet	4.8	82
Watch live videos	4.5	96
Send or receive direct messages	4.3	79
Respond to tweets	4.1	83
Share a link to a blog post or article of interest	3.9	82
Retweet	3.7	73
Follow users who follow you	3.7	86
Actively follow new users	3.5	86
Click on an ad	2.1	85

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	41.5	90
Like or dislike videos	11.3	85
Watch live videos	8.9	78
Share videos	6.4	82
Click on an ad	5.5	92
Leave comment or post response on video	4.4	75
Embed a video on a web page or blog	2.6	65
Create and post a video	2.3	77

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	5.2	93
Send direct text messages	4.5	97
Send photos/videos	3.8	92
Read Snapchat discover/News	3.4	106
Use filters or effects	2.7	74
Use group chat	2.4	84
View a brand's snaps	2.2	107
Use video chat	1.2	72
View ads	1.1	64

**Audio Podcasts**



Currently Use	Did Not Use
18.7% (97)	66.6% (103)

Frequency of Use  
[Past Year]

	%	Index
Use Daily	4.5	85
Use Weekly	7.9	108
Use Monthly	5.5	94

Participate In* (at least a few times per week)	% Comp	Index
Listen to a news podcast	4.5	94
Listen to another genre of podcast	4.0	83
Listen to an educational podcast	3.6	93
Listen to a business podcast	2.9	89
Listen to a comedy podcast	2.6	95
Listen to a sports podcast	1.6	83
Subscribe to another genre of podcast	1.6	72
Subscribe to a educational podcast	1.5	76
Listen to a technology focused podcast	1.4	72
Subscribe to a sports podcast**	1.2	70
Subscribe to a news podcast	1.2	68
Subscribe to a comedy podcast (!)	1.2	83
Subscribe to a business podcast (!)	0.8	62
Subscribe to a technology podcast (!)	0.8	61

**Other Social Media Platforms**



**Tinder**

Currently Use	Did Not Use
1.7% (61)	96.0% (102)

Frequency of Use -Tinder  
[Past Year]

	%	Index
Use Daily (!)	0.5	38
Use Weekly (!)	0.3	45



**Tik Tok**

Currently Use	Did Not Use
1.6% (99)	95.8% (101)

	%	Index
Use Daily (!)	0.5	38
Use Weekly (!)	0.3	45