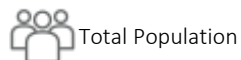


### Overview

- Of the 67 PRIZM Clusters identified in Canada, Eat, Play, Love rank 2<sup>nd</sup>, for the Custom Vancouver target area created using Regional District Okanagan Similkameen (RDOS) visitor origin FSA's
- Eat, Play, Love make up 66,936 households, or 22% of the total Households in the Custom Vancouver target area (311,298)
- The Median Household Maintainer Age is 42, 34% of couples have children living at home
- Average Household Income of \$112,105 compared to the Custom Vancouver target area at \$112,266
- **Top Social Value: Culture Sampling** - This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives
- Above Average interest in Hiking/Backpacking, Photography and Canoeing/Kayaking
- Above Average interest in travelling within Canada (Calgary, Montreal), Eat, Play, Love from the Custom Vancouver target area spent an average of \$1,888 on their last vacation
- On average, Eat, Play, Love from the Custom Vancouver target area spend 12hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 4.2hrs/day on the Internet. Daily Magazine usage is minimal (14 min/day)
- 81% currently use Facebook, 54% use Instagram and 37% use Twitter

### Market Sizing



Total Population  
 Target Group: 111,561 | 16.1%  
 Market: 691,873



Total Households  
 Target Group: 66,936 | 21.5%  
 Market: 311,298

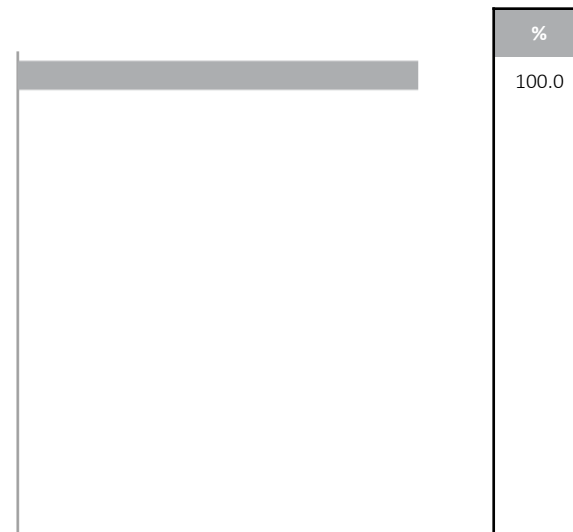
### Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Vancouver, BC (CY)	99.7	22.0	<b>161</b>	303,964	61.9
Burnaby, BC (CY)	0.3	0.2	<b>1</b>	100,030	20.4

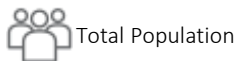
### Top PRIZM Segments

% of Target Group Households

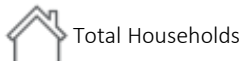
12 - Eat, Play, Love



### Demographic Profile



Total Population  
 Target Group: 111,561 | 16.1%  
 Market: 691,873



Total Households  
 Target Group: 66,936 | 21.5%  
 Market: 311,298

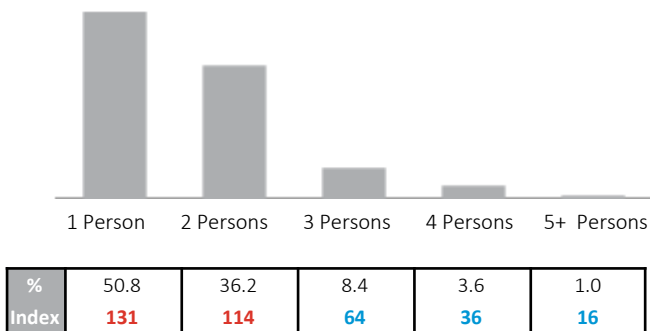
Average Household Income

\$112,105  
 (100)

Household Size\*

Median Household  
 Maintainer Age

42  
 (88)



Marital Status\*\*

48.7%  
 (98)

Married/Common-Law

Family Composition\*\*\*

66.0%  
 (150)

Couples Without Kids at Home

Education\*\*

55.8%  
 (129)

University Degree

Visible Minority Presence\*

44.2%  
 (79)

Belong to a visible minority  
 group

Non-Official Language\*

2.3%  
 (34)

No knowledge of English or  
 French

Immigrant Population\*

37.2%  
 (87)

Born outside Canada

### Psychographics\*\*

**Strong Values**

**Weak Values**

Culture Sampling	156	55	Primacy of the Family
Rejection of Authority	148	55	Attraction to Nature
Sexual Permissiveness	148	72	Parochialism
Ecological Concern	146	73	Cultural Assimilation
Effort Toward Health	144	73	Saving on Principle

### Key Social Values

Culture Sampling Index = 156	Ecological Concern Index = 146	Effort Toward Health Index = 144
Pursuit of Originality Index = 139	Flexible Families Index = 137	Social Learning Index = 133
Consumption Evangelism Index = 127	Community Involvement Index = 126	Global Consciousness Index = 125
Racial Fusion Index = 125	Consumptivity Index = 124	Brand Genuineness Index = 120

































**Sports & Leisure**

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

Top 5 Activities Participated*	% Comp	Index
Reading	89.4	105
Hiking & backpacking	57.9	<b>117</b>
Home exercise & home workout	54.7	106
Swimming	52.2	100
Gardening	50.5	<b>86</b>

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	65.4	109
Theatre - Major theatres, halls & auditoriums	44.8	<b>119</b>
Concerts - Theatres & halls	44.6	<b>123</b>
Parks & city gardens	40.1	101
Art galleries, museums & science centres	39.6	<b>112</b>

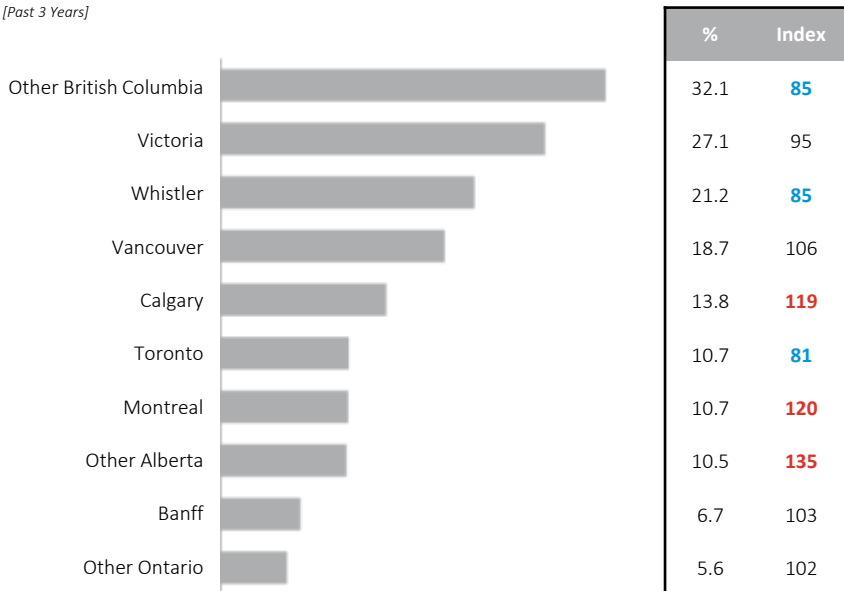
**Key Tourism Activities\*\***

Hiking & backpacking  57.9% <b>(117)</b>	Swimming  52.2% (100)	Camping  44.6% (97)	Photography  42.9% <b>(120)</b>	Parks & city gardens  40.1% (101)	Bars & restaurant bars  38.0% (100)	Cycling  37.9% <b>(89)</b>	Canoeing & kayaking  37.5% <b>(117)</b>
National or provincial park  31.8% <b>(118)</b>	Pilates & yoga  20.4% <b>(80)</b>	Zoos & aquariums  20.3% (107)	Cross country skiing & snowshoeing  18.4% (93)	Specialty movie theatres/IMAX  18.3% (108)	Golfing  18.2% (96)	Adventure sports  17.7% <b>(141)</b>	Sporting events  15.9% (108)
Downhill skiing  14.3% <b>(86)</b>	Film festivals  13.1% <b>(118)</b>	Ice skating  11.5% <b>(52)</b>	Beer, food & wine festivals  11.3% <b>(80)</b>	Fishing & hunting  10.5% <b>(75)</b>	Video arcades & indoor amusement centres  10.0% <b>(65)</b>	Marathon or similar event  9.0% (107)	Theme parks, waterparks & water slides  8.6% (108)
Music festivals  8.4% <b>(79)</b>	Historical sites  8.4% <b>(79)</b>	ATV & snowmobiling  7.3% <b>(112)</b>	Power boating & jet skiing  7.2% <b>(74)</b>	Food & wine shows  5.0% <b>(120)</b>	Travel shows  4.9% <b>(228)</b>	Curling  4.7% <b>(86)</b>	Inline skating  4.7% (106)

**Travel Profile**

**Top Canadian Destinations\***

Visited [Past 3 Years]



**Vacation Booking\*\***

Used [Past 3 Years]

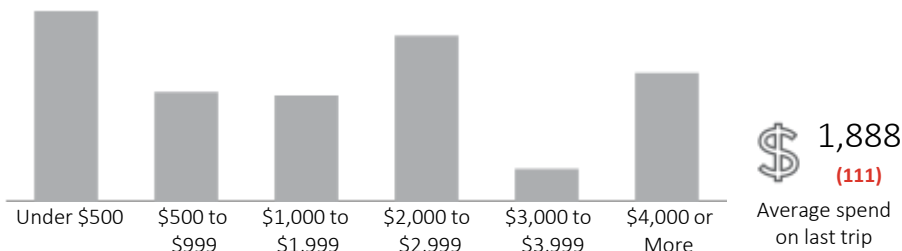


Booked With [Past Year]



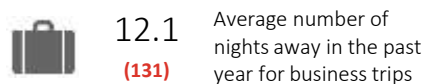
**Vacation Spending**

Spent Last Vacation

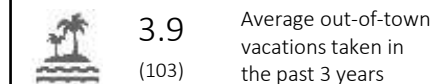


**Travel Type & Frequency**

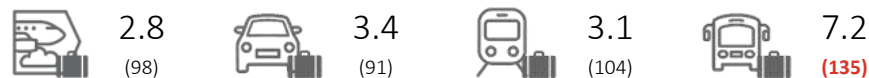
Business Trips



Personal Trips

















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



**Travel Profile**











**Accommodation Preferences\***

Used [Past 3 Years]

 Hotel 72.8% <b>(119)</b>	 Friends/relatives 42.6% (109)	 All-inclusive resort 20.8% <b>(122)</b>	 Camping 20.0% (95)	 Motel 11.3% <b>(69)</b>	 Vacation rental by owner 25.5% <b>(118)</b>	 Cottage 6.9% <b>(88)</b>
 B&B 17.4% (99)	 Condo/apartment 10.3% <b>(79)</b>	 Cruise ship 10.4% (96)	 RV/camper 6.9% <b>(90)</b>	 Package tours 6.7% <b>(176)</b>	 Spa resort 3.6% <b>(80)</b>	 Boat 0.6% <b>(42)</b>









**Airline Preferences\*\***

Flown [Past Year]

 Air Canada 61.6% <b>(132)</b>	 West Jet 41.8% <b>(125)</b>	 Air Transat 11.7% <b>(140)</b>	 Porter Airlines 0.2% <b>(52)</b>	 Other Canadian 4.0% (91)
 United Airlines 7.5% <b>(126)</b>	 Delta Airlines 5.8% (109)	 American Airlines 3.1% (108)	 Other American 13.0% <b>(147)</b>	
 European Airlines 12.0% <b>(154)</b>	 Asian Airlines 10.6% <b>(133)</b>	 Other Charter 1.1% <b>(119)</b>	 Other 9.1% <b>(115)</b>	

**Car Rental\***

Rented From [Past Year]

 Enterprise 6.2% (108)	 Budget 4.4% <b>(126)</b>	 Avis 2.2% <b>(161)</b>	 National 3.0% <b>(147)</b>
 Hertz 0.7% <b>(26)</b>	 Discount 0.6% <b>(58)</b>	 U-Haul 0.4% <b>(82)</b>	 Other Rentals 1.9% <b>(71)</b>

**Media**

**Overall Level of Use**

Radio



12 hours/week  
(103)

Television



1,254 minutes/week  
(113)

Newspaper



1 hours/week  
(133)

Magazine



14 minutes/day  
(120)

Internet



252 minutes/day  
(104)

**Top Radio Programs\***

Programs [Weekly]

	%	Index
News/Talk	41.5	99
Multi/Variety/Specialty	16.5	<b>113</b>
Modern/Alternative Rock	12.5	<b>111</b>
Mainstream Top 40/CHR	12.3	<b>72</b>
Adult Contemporary	11.4	<b>71</b>
Classic Rock	8.0	<b>111</b>
Classic Hits	6.3	<b>76</b>
Not Classified	5.2	<b>74</b>
Hot Adult Contemporary	4.2	<b>36</b>
Today's Country	3.1	<b>66</b>

**Top Television Programs\***

Programs [Average Week]

	%	Index
Movies	45.4	101
Evening local news	37.8	<b>111</b>
News/current affairs	35.6	108
Primetime serial dramas	32.2	<b>114</b>
Cooking programs	30.7	<b>118</b>
Documentaries	27.5	<b>111</b>
Suspense/crime dramas	27.1	105
Situation comedies	23.8	99
Home renovation/decoration shows	22.6	102
Morning local news	20.5	<b>112</b>

**Top Newspaper Sections\***

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	64.7	108
International News & World	63.7	<b>120</b>
National News	56.4	107
Movie & Entertainment	46.8	<b>119</b>
Food	41.5	<b>110</b>
Health	38.4	107
Editorials	38.0	<b>121</b>
Travel	36.6	<b>126</b>
Sports	34.7	<b>126</b>
Business & Financial	26.9	105

**Top Magazine Publications\***

Read [Past Month]

	%	Index
Other U.S. magazines	15.7	<b>138</b>
Other English-Canadian	10.6	<b>116</b>
Maclean's	9.5	<b>150</b>
Canadian Living	7.1	<b>112</b>
Air Canada enRoute	7.0	<b>182</b>
Hello! Canada	6.2	<b>142</b>
Time	6.1	<b>203</b>
Cineplex Magazine	5.6	<b>150</b>
National Geographic	5.1	102
CAA Magazine	4.6	<b>187</b>

**Top Internet Activities\***

Activity [Past Week]

	%	Index
Send/receive email	74.2	105
Use maps/directions service	57.3	107
Send/receive a text/instant message	56.7	94
Use apps	55.5	<b>113</b>
Participate in an online social network	55.4	102
Take pictures/video	53.5	104
Do banking/pay bills online	49.3	99
Internet search - business, services, products	48.0	105
Access a news site	38.9	103
Research products/services	34.3	108

**Top Mobile Activities\***

Activity [Past Week]

	%	Index
Send/receive a text/instant message	53.5	94
Use apps	53.1	<b>114</b>
Send/receive email	52.8	105
Take pictures/video	50.6	104
Participate in an online social network	46.3	103
Use maps/directions service	44.4	99
Internet search - business, services, products	28.1	104
Access a news site	24.1	100
Research products/services	21.9	<b>113</b>
Watch free streaming music videos	18.4	<b>86</b>

**Media**

**Social Media Platforms**

Usage [Currently Use]

	YouTube <b>80.8%</b> (105)		Facebook <b>77.2%</b> (102)		WhatsApp <b>64.5%</b> (100)
	LinkedIn <b>57.4%</b> (118)		Instagram <b>53.5%</b> (117)		Twitter <b>36.9%</b> (125)
	Podcasts <b>29.7%</b> (134)		Pinterest <b>26.6%</b> (115)		Reddit <b>18.2%</b> (114)
	Blogs <b>16.3%</b> (112)		Health/Fitness <b>10.5%</b> (94)		Snapchat <b>10.1%</b> (81)
	Dating App <b>9.7%</b> (125)		Flickr <b>5.8%</b> (106)		Tinder <b>5.2%</b> (124)

**Reasons to Follow Brands**

	%	Index
To learn about a brand's products /services	33.4	109
To get coupons and discounts	32.2	95
To enter contests	28.0	96
To be among the first to hear brand news	20.9	<b>126</b>
To provide feedback to the brand	12.4	108
To engage with content	8.4	94
To share brand-related stories with consumers	6.7	106
To make suggestions for new products/services	6.2	104

**Reasons to Unfollow Brands**

	%	Index
Too many messages	39.1	104
Not enough value	27.6	<b>116</b>
Stopped purchasing products from brand	16.2	109
Other	2.8	102

**Social Media Attitudes**

"I tend to ignore marketing and advertisements when I'm in a social media environment" 68%   Index = 99	"Use SM to keep up to date on general news/events" 39%   Index = 106	"I am well informed about SM" 38%   Index = <b>110</b>
"Use SM to keep up to date on news/events in my industry" 34%   Index = <b>114</b>	"Feel comfortable collaborating with others through SM" 28%   Index = 104	"I am open to receiving relevant marketing messages through social media channels" 23%   Index = 108

**Actions Taken using Social Media**

Variables with Response "Yes"

	%	Index
Like brand on Facebook	32.1	102
Follow brand on Instagram	23.2	<b>111</b>
Subscribe to brand email newsletter	21.4	100
Subscribe to brand channel on YouTube	15.3	91
Follow brand on Twitter	13.3	<b>119</b>
Join an exclusive online community of consumers who also like the brand	9.4	92

**Product Preferences**

*Variables with "Agree" Statements*

"I would like to eat healthy foods more often"  
 81% | Index = 107

"I am very concerned about the nutritional content of food products I buy"  
 76% | Index = **114**

"I have tried a product/service based on a personal recommendation"  
 75% | Index = 104

"I value companies who give back to the community"  
 70% | Index = **110**

"I generally achieve what I set out to do"  
 69% | Index = 107

"I am interested in learning about different cultures"  
 67% | Index = 106

"I consider myself to be informed on current events or issues"  
 65% | Index = **110**

"I make an effort to buy local produce/products"  
 64% | Index = 107

"I like to try new places to eat"  
 62% | Index = 104

"It's important to buy products from socially-responsible/environmentally-friendly companies"  
 62% | Index = **115**

"I offer recommendations of products/services to other people"  
 56% | Index = 107

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

"I like to try new and different products"  
 50% | Index = 95

"When I shop online I prefer to support Canadian retailers"  
 50% | Index = 101

"Family life and having children are most important to me"  
 45% | Index = 95

"Free-trial/product samples can influence my purchase decisions"  
 44% | Index = **110**

"Vegetarianism is a healthy option"  
 41% | Index = 106

"I am willing to pay more for eco-friendly products"  
 41% | Index = **110**

"I am adventurous/"outdoorsy""  
 32% | Index = 97

"I lead a fairly busy social life"  
 29% | Index = **118**

"I prefer to shop online for convenience"  
 28% | Index = 93

"Staying connected via social media is very important to me"  
 27% | Index = 108

"I consider myself to be sophisticated"  
 24% | Index = **113**

"I enjoy being extravagant/indulgent"  
 23% | Index = **126**

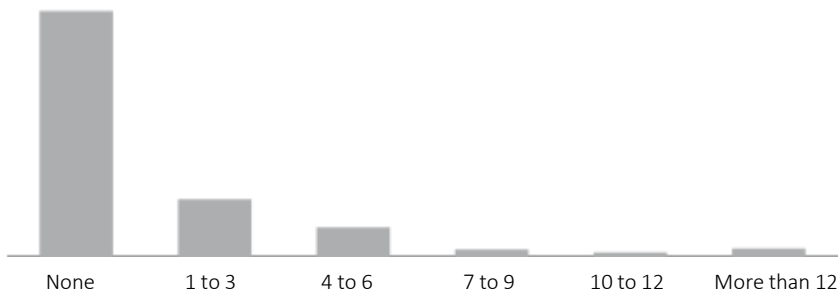
"Advertising is an important source of information to me"  
 22% | Index = 93



**Product Preferences**

**Beer Consumption**

Drinks (Past Week)



%	69.5	16.3	8.4	2.1	1.2	2.4
Index	102	100	138	80	62	52

**Drinks**

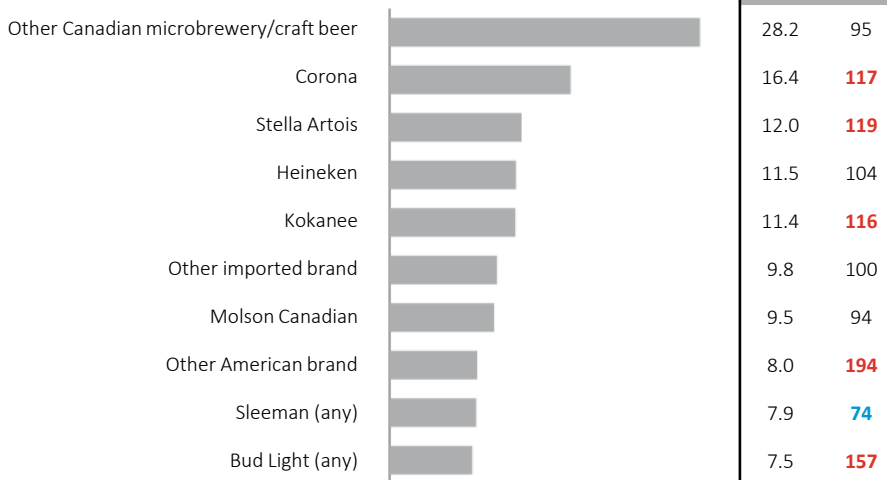
Drank [Past Month]	% Comp	Index
Canadian wine	19.2	101
Cider	16.3	128
Liqueurs (any)	12.1	162

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	13.5	84

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	28.2	95

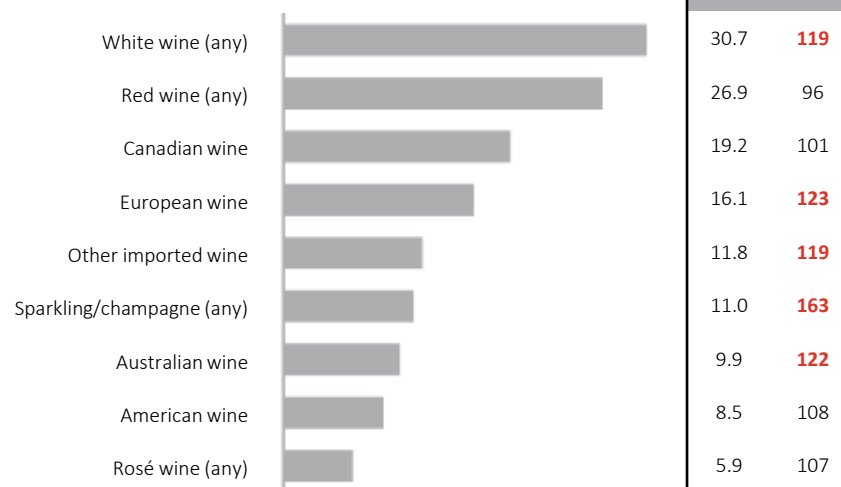
**Top 10 Beers\***

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	9.5	104	42.2	104	1.8	48
Asian restaurants	13.4	90	40.6	91	3.8	78
Submarine/sandwich restaurants	3.8	61	22.8	81	7.9	134
Breakfast style restaurant	7.5	125	24.3	93	7.8	98
Chicken restaurants	3.2	80	13.6	73	2.8	87
Ice cream/frozen yogurt restaurants	0.5	39	33.1	110	4.1	80
Specialty burger restaurants	3.6	83	22.0	96	1.8	39
Italian restaurants	1.6	46	28.5	105	8.4	110
Steakhouse	0.6	117	18.0	98	11.4	77
Other ethnic restaurants	1.8	65	34.2	106	4.1	54
Mexican/Burrito-style restaurants	1.5	51	34.4	129	6.8	80
Seafood/Fish and Chips restaurants	1.2	99	18.6	98	9.4	100

**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	5.2	78	40.1	92	7.1	147
Food court outlets at a shopping mall	4.1	69	34.2	84	9.2	104
Pub restaurants	6.6	99	34.0	87	6.0	112
Formal dine-in restaurants	12.3	187	35.3	97	6.2	74
Fast casual restaurants	8.7	137	23.7	85	2.7	93
Sports bars	4.2	150	14.5	100	3.7	94
Other types	7.0	139	22.0	107	2.2	107

**Purchased Organic Food**

Done [Past Week]



Organic Fruits and Vegetables

36.3%  
(106)



Other Organic Food

15.1%  
(112)



Organic Meat

10.3%  
(105)

**Product Preferences**

**Demographics**



Rent  
59.3%  
**(111)**



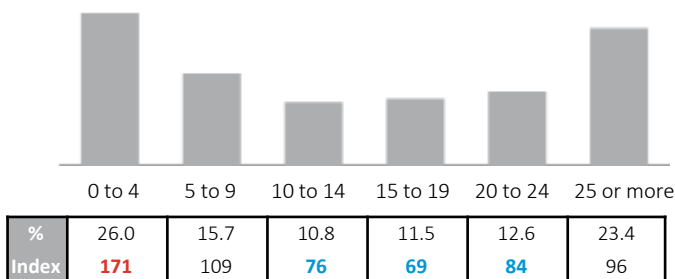
Own  
40.7%  
**(87)**



Households with  
Children at Home

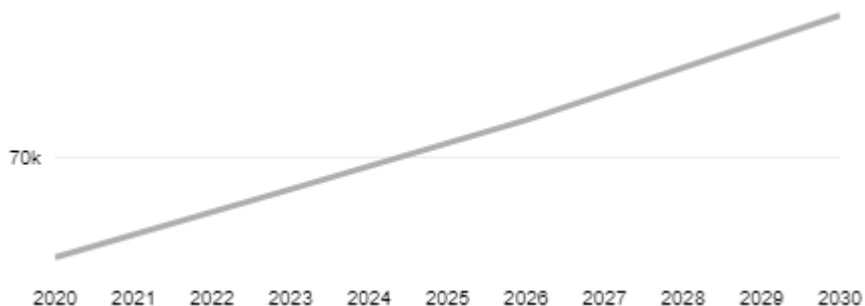
14.2%  
**(47)**

Age of Children at Home



**Demographic Trends**

Household Projections

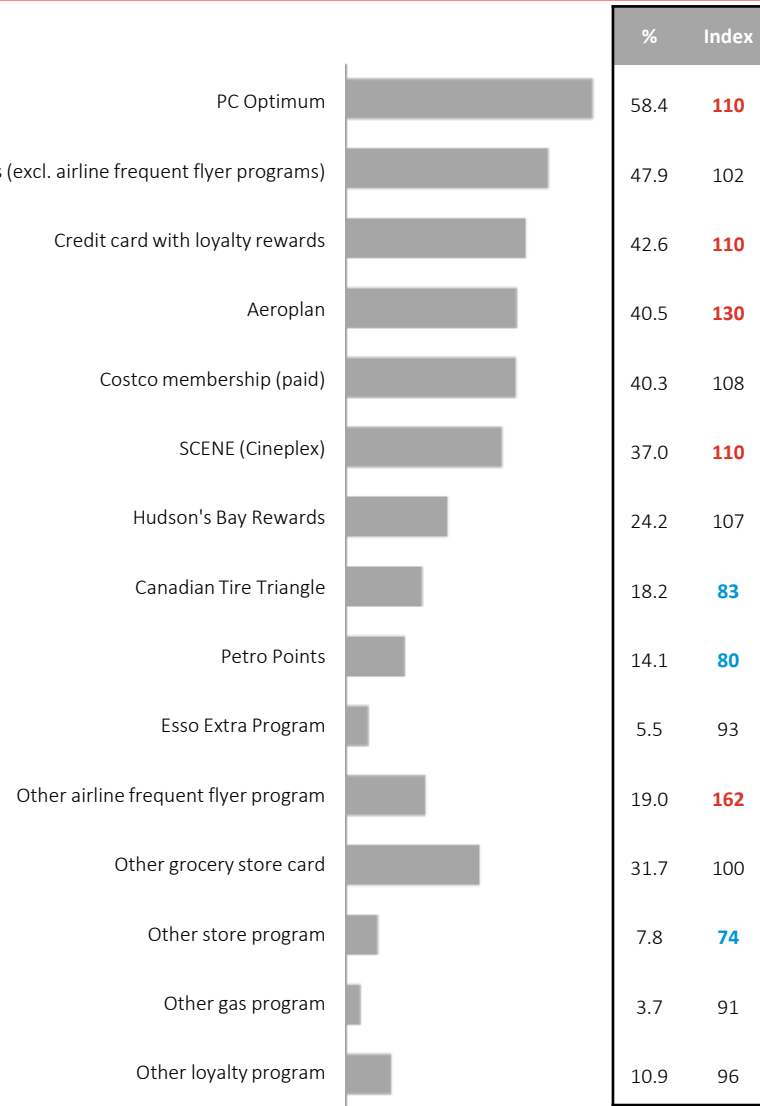


	2020	2023	2025	2030
Count	66,936	69,023	70,409	74,343
% Change	-	3.1	5.2	11.1
Index	-	<b>113</b>	<b>113</b>	109

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

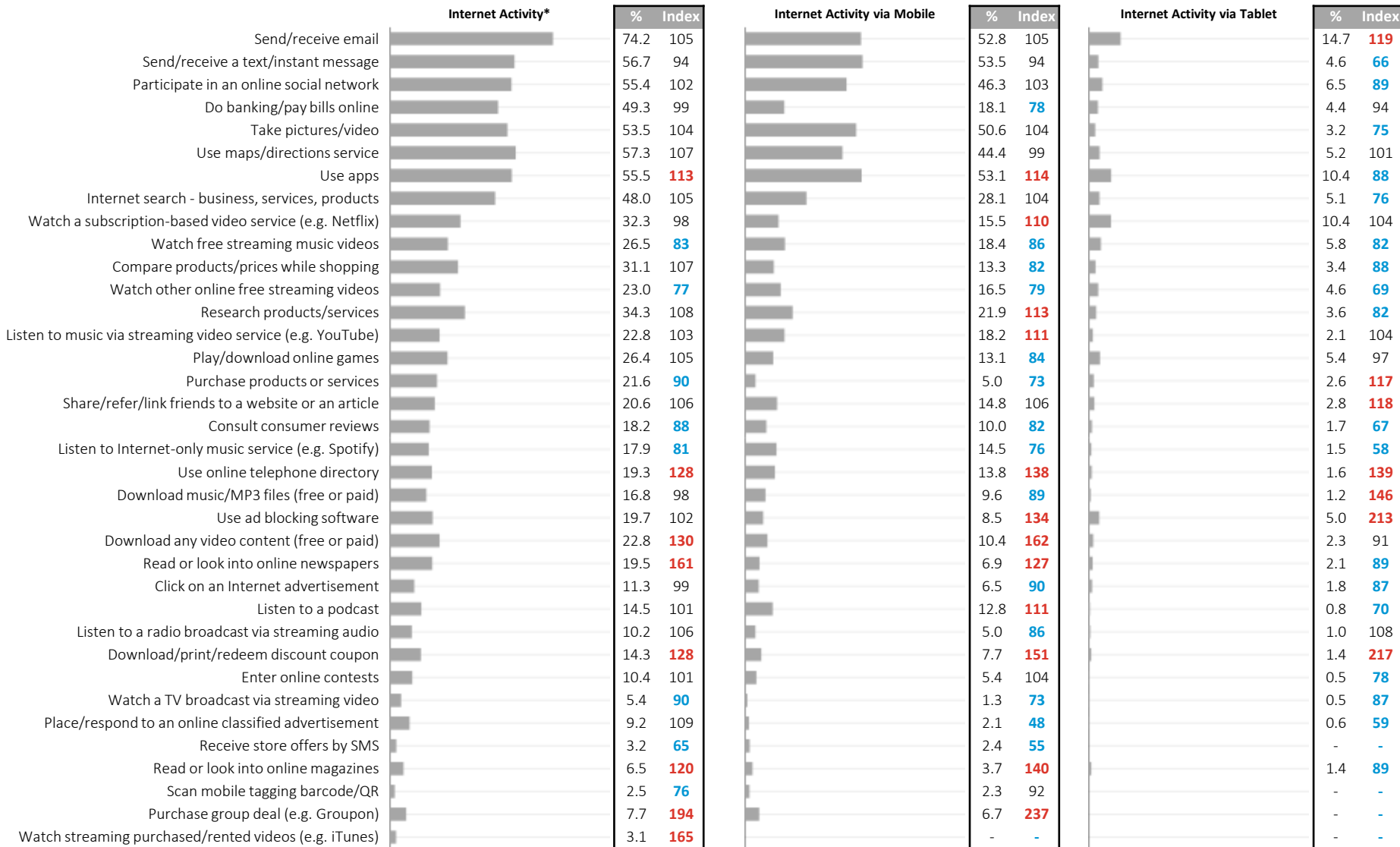
**Loyalty Programs\***

Member



**Internet Activity**

Activity [Past Week]

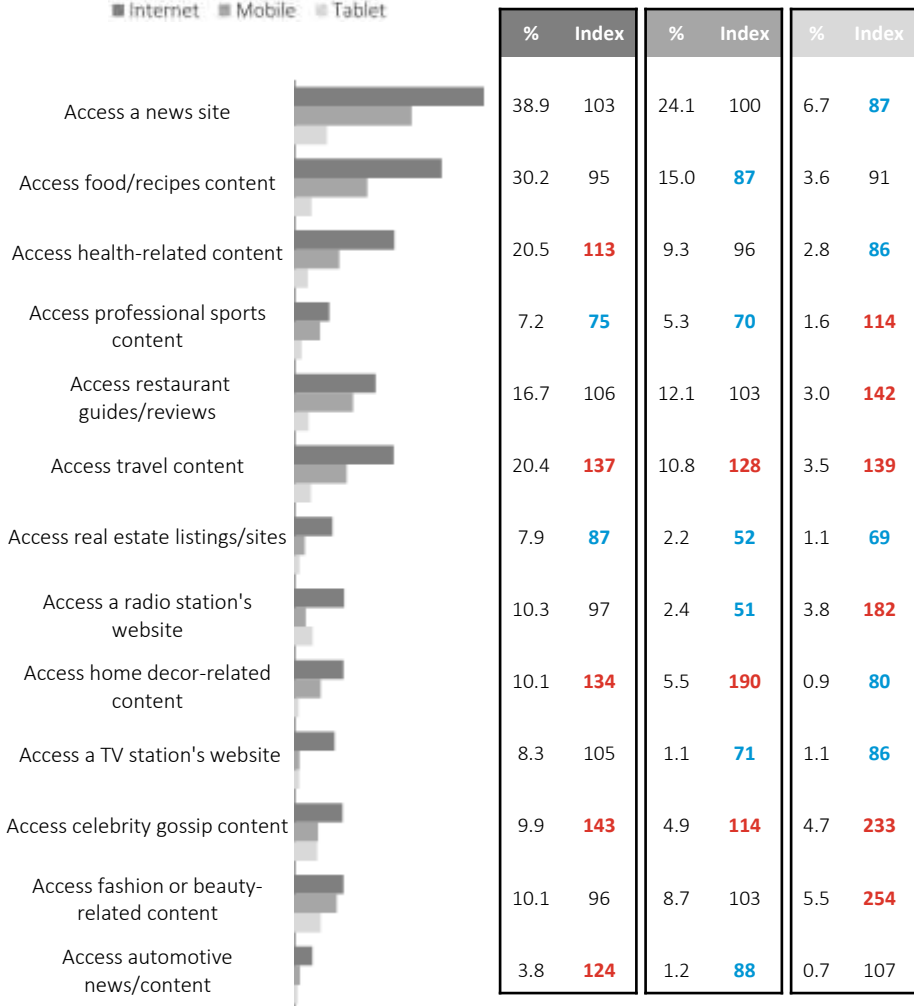


**Internet Activity**

**Top Website Types\***

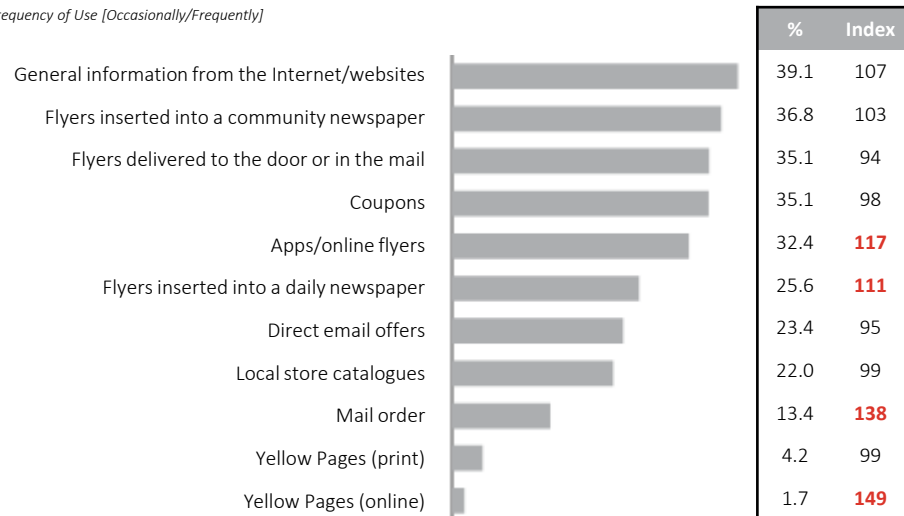
Activity [Past Week]

■ Internet ■ Mobile ■ Tablet



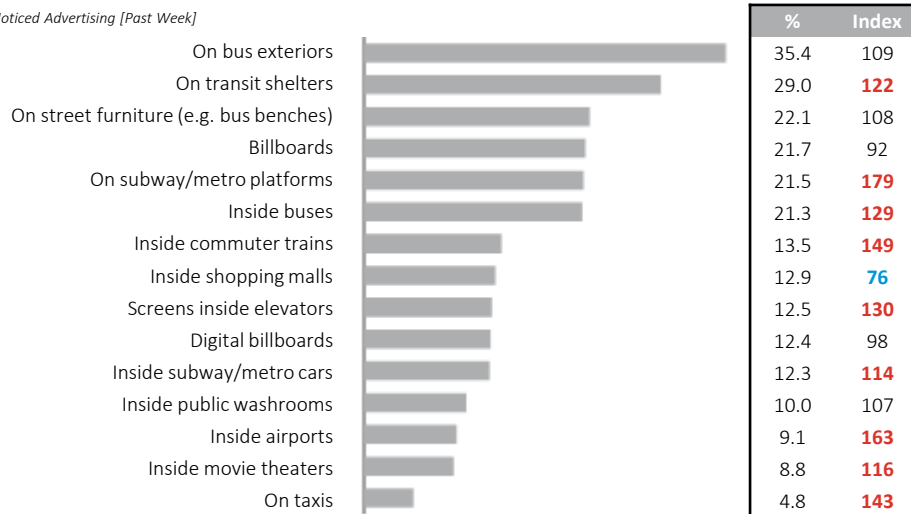
**Direct Media Usage**

Frequency of Use [Occasionally/Frequently]



**Out of Home Advertising**

Noticed Advertising [Past Week]



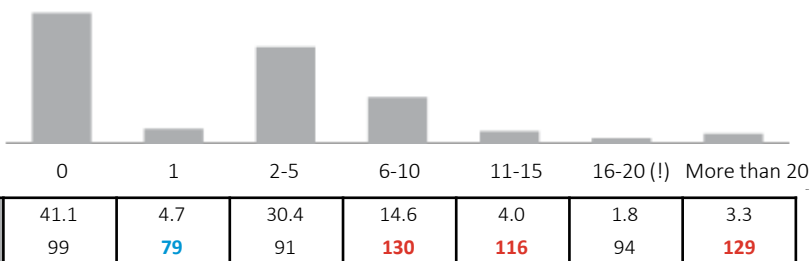
**Social Media Usage**

**Social Media Overview**

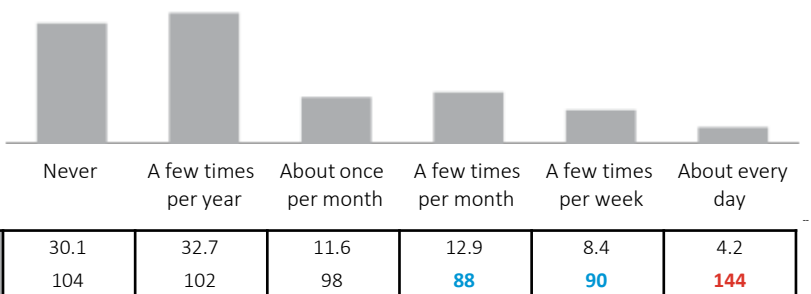
- 72% of Eat, Play, Love from the Custom Vancouver target area spend tend to access social media on their mobile phones during the afternoon hours, 70% during the morning hours
- 12% seek recommendations for Vacation/Travel Information via social media (Average)
- 82% believe that Social media companies should not be allowed to own or share their personal information

**Brand Interaction**

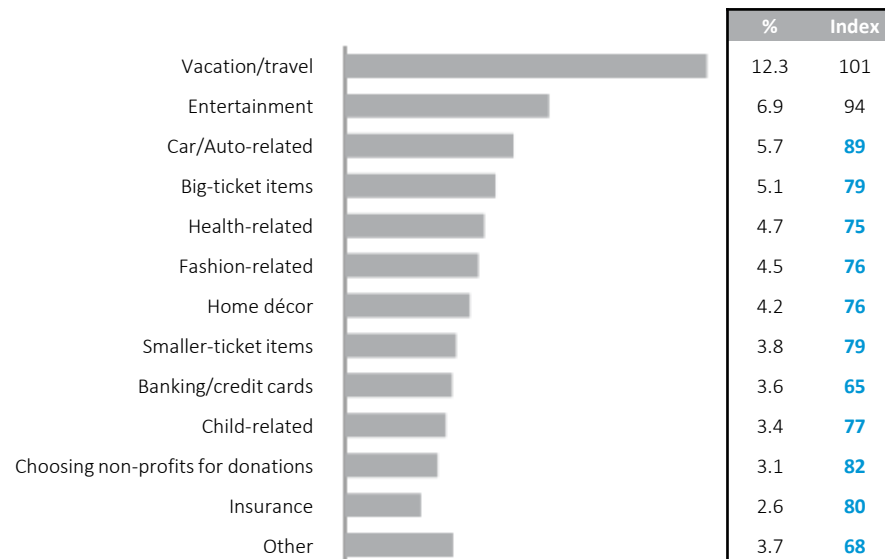
Number of Brands Interacted with via Social Media  
[Past Year]



Rate or Review Products or Services  
[Frequency of Participation]



**Seek Recommendations via Social Media\***



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

Eat, Play, Love 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"  
82% | Index = 101

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"  
72% | Index = 105

"I tend to ignore marketing and advertisements when I'm in a social media environment"  
68% | Index = 99

"Use SM to stay connected with personal contacts"  
45% | Index = 106

**Social Media Usage**

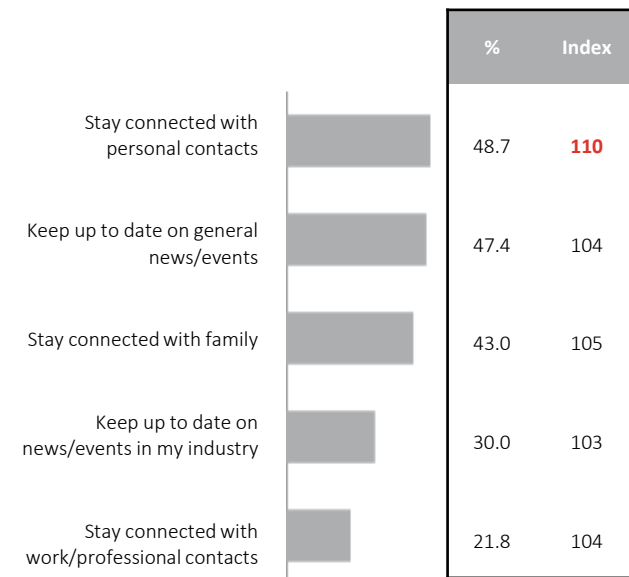
**Frequency of Participation\***

*A few times per week or more*

Participate In	% Comp	Index
View friends' photos online	58.6	<b>115</b>
Watch video online	52.9	108
Read article comments	46.6	<b>114</b>
Chat in online chats	44.8	101
Read status updates/tweets	44.5	<b>113</b>
Listen to radio or stream music online	37.7	103
Share links with friends and colleagues	32.9	105
Click links in news feeds	26.5	96
Read blogs	22.1	107
Post photos online	15.4	101
Play games with others online	14.3	94
Check in with locations	13.3	106
Rate or review products online	12.7	103
Chat in online forums	12.7	106
Update your status on a social network	11.1	97
Share your GPS location	10.4	<b>87</b>
Comment on articles or blogs	10.1	97
Post videos online	5.0	<b>75</b>
Publish blog, Tumblr, online journal	4.2	<b>84</b>

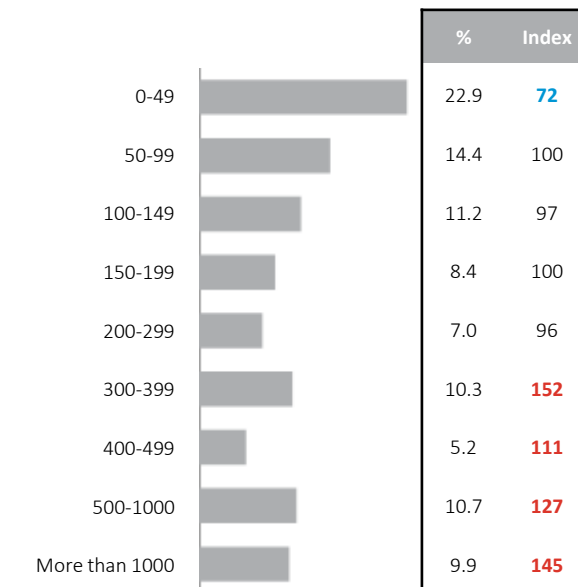
**Social Media Uses\***

*A few times per week or more*



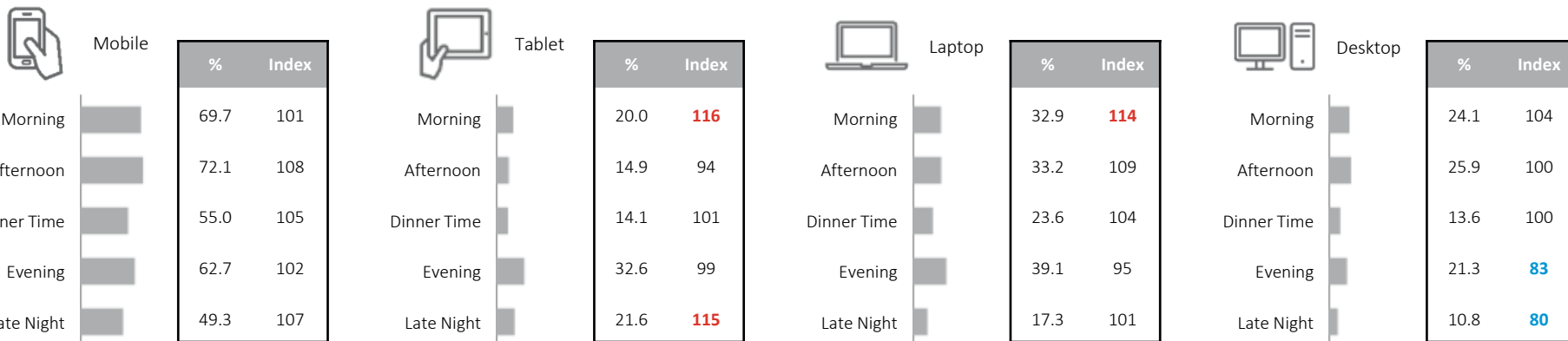
**Number of Connections**

*Across all social media*



**Social Media Access**

*Typically use*

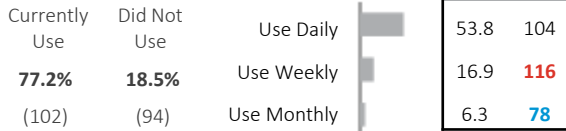


**Social Media Usage**

**Facebook**



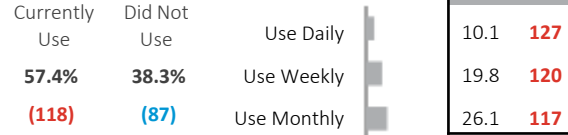
Frequency of Use  
[Past Year]



**LinkedIn**



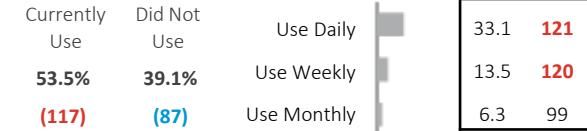
Frequency of Use  
[Past Year]



**Instagram**



Frequency of Use  
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	54.3	105
Comment/Like other users' posts	44.3	114
Watch videos	40.1	111
Use Messenger	39.8	110
Watch live videos	16.2	105
Post photos	12.0	102
Click on an ad	11.6	121
Like or become a fan of a page	11.5	100
Update my status	10.5	94
Post videos	3.9	72
Create a Facebook group or fan page	3.7	81
Create a Facebook fundraiser (!)	2.0	72
Give to a Facebook fundraiser (!)	1.7	57

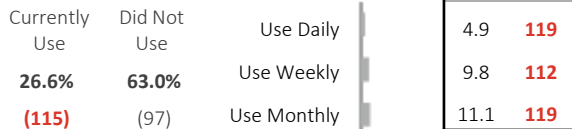
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	14.7	146
View a job posting	9.9	120
Watch videos	7.2	120
Search and review other profiles	6.8	116
Comment on content	5.8	123
Create a connection	5.8	101
Update your profile information	4.9	129
Post an article, video or picture (!)	4.5	116
Click on an ad (!)	4.4	126
Request a recommendation (!)	4.1	128
Participate in LinkedIn forums (!)	2.3	80
Join a LinkedIn group (!)	1.5	74

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	37.8	112
Like photos/videos	31.9	112
Watch live videos	17.8	114
Send direct messages	16.6	107
Comment on photos/videos	15.9	103
Post photos/videos	13.2	114
View a brand's page	11.5	112
Click on ads	8.6	126
Watch IGTV videos	7.6	110

**Pinterest**



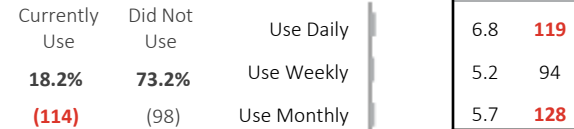
Frequency of Use  
[Past Year]



**Reddit**



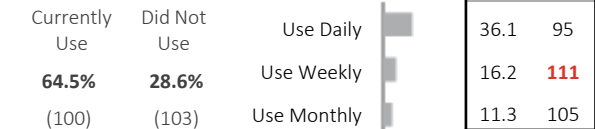
Frequency of Use  
[Past Year]



**WhatsApp**



Frequency of Use  
[Past Year]



Participate In* (at least a few times per month)	% Comp	Index
View content	12.1	108
Follow specific Subreddits	6.7	105
Vote on content	6.3	104
Post content	3.0	85

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	43.5	95
Send/receive images	40.4	96
Use group chats	28.2	89
Send/receive documents and files	19.4	91
Use voice calls	15.5	87

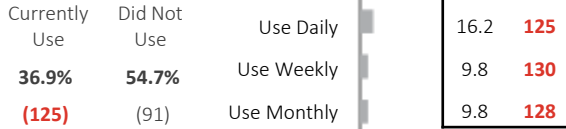


**Social Media Usage**

**Twitter**



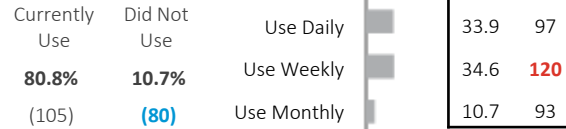
Frequency of Use  
[Past Year]



**YouTube**



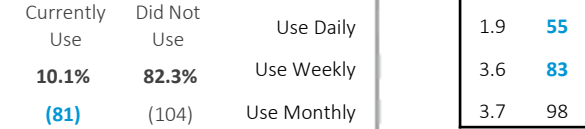
Frequency of Use  
[Past Year]



**Snapchat**



Frequency of Use  
[Past Year]

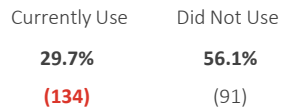


Participate In* (at least a few times per week)	% Comp	Index
Read tweets	23.6	131
Watch videos	12.1	127
Tweet	8.3	126
Send or receive direct messages	7.9	122
Share a link to a blog post or article of interest	7.5	130
Respond to tweets	6.9	130
Actively follow new users	5.8	127
Retweet	5.6	102
Watch live videos	5.4	118
Follow users who follow you	4.8	123
Click on an ad	2.6	107

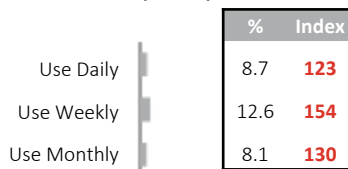
Participate In* (at least a few times per week)	% Comp	Index
Watch videos	54.3	102
Like or dislike videos	18.4	118
Watch live videos	14.7	100
Share videos	12.1	115
Leave comment or post response on video	6.6	98
Click on an ad	6.1	87
Embed a video on a web page or blog	5.9	106
Create and post a video	4.1	96

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	4.5	86
Send direct text messages	4.2	100
Send photos/videos	3.6	90
Use filters or effects	1.9	47
Use group chat	1.7	61
View ads	1.3	72
Use video chat	1.3	68
View a brand's snaps	1.1	58
Read Snapchat discover/News	1.1	40

**Audio Podcasts**



Frequency of Use  
[Past Year]

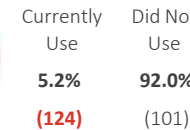


Participate In* (at least a few times per week)	% Comp	Index
Listen to a news podcast	7.4	126
Listen to another genre of podcast	7.3	117
Listen to an educational podcast	7.1	145
Listen to a comedy podcast	5.7	137
Listen to a business podcast	4.9	129
Listen to a technology focused podcast	3.6	133
Subscribe to a sports podcast**	3.1	103
Subscribe to a comedy podcast (!)	3.1	129
Listen to a sports podcast	2.9	104
Subscribe to an educational podcast	2.5	114
Subscribe to another genre of podcast	2.3	85
Subscribe to a business podcast (!)	2.2	117
Subscribe to a technology podcast (!)	1.9	109
Subscribe to a news podcast	1.8	81

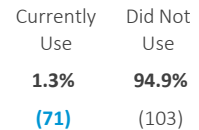
**Other Social Media Platforms**



**Tinder**



**Tik Tok**



Frequency of Use -Tinder  
[Past Year]

