

## Suburban Sports

PRIZM Segments Included (by SESI): 25  
**Market:** RDOS - Maple Ridge

### Overview

- Of the 67 PRIZM Clusters identified in Canada, Suburban Sports rank 1<sup>st</sup> for the Custom Maple Ridge target area created using Regional District Okanagan Similkameen (RDOS) visitor origin FSA's
- Suburban Sports make up 8,393 households, or 26% of the total Households in the Custom Maple Ridge target area (32,463)
- The Median Household Maintainer Age is 53, 52% of couples have children living at home
- Average Household Income of \$123,165 compared to the Custom Maple Ridge target area at \$115,861
- **Top Social Value: Racial Fusion** - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives
- Average interest in Swimming, Camping and Cycling
- Average interest in travelling within Canada, Suburban Sports from the Custom Maple Ridge target area spent an average of \$1,489 on their last vacation
- On average, Suburban Sports from the Custom Maple Ridge target area spend 12hrs/week listening to the Radio, 18hrs/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, 37% use Instagram and 25% use Twitter

### Market Sizing



Total Population

Target Group: 26,422 | 28.8%  
 Market: 91,760



Total Households

Target Group: 8,393 | 25.9%  
 Market: 32,463

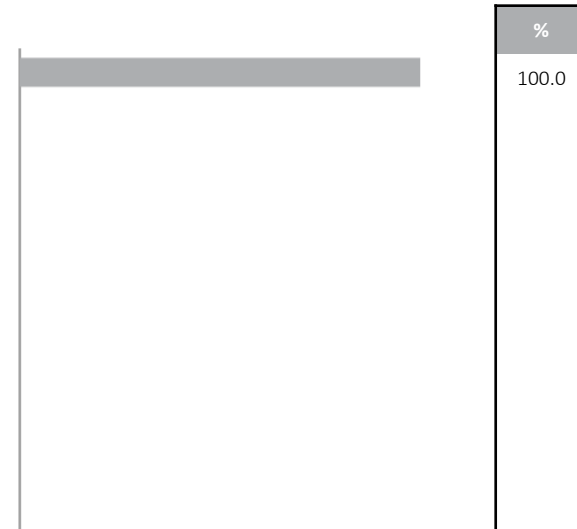
### Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Maple Ridge, BC (CY)	52.4	25.9	88	32,447	59.4
Mission, BC (DM)	34.6	38.2	130	14,485	26.5
Pitt Meadows, BC (CY)	13.0	27.1	93	7,692	14.1

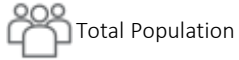
### Top PRIZM Segments

% of Target Group Households

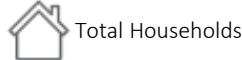
25 - Suburban Sports



**Demographic Profile**



**Total Population**  
Target Group: 26,422 | 28.8%  
Market: 91,760

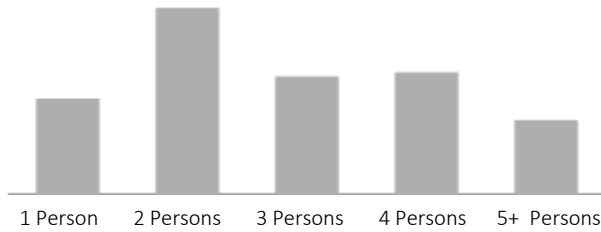


**Total Households**  
Target Group: 8,393 | 25.9%  
Market: 32,463

**Average Household Income**

\$123,165  
(106)

**Household Size\***



**Median Household Maintainer Age**

53  
(99)

**Marital Status\*\***

60.1%  
(102)

Married/Common-Law

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

51.9%  
(106)

Couples With Kids at Home

**Education\*\***

34.7%  
(105)

High School Certificate Or Equivalent

**Visible Minority Presence\***

19.7%  
(109)

Belong to a visible minority group

**Non-Official Language\***

1.0%  
(105)

No knowledge of English or French

**Immigrant Population\***

20.4%  
(100)

Born outside Canada

**Psychographics\*\***

**Strong Values**

**Weak Values**

Rejection of Orderliness	135	75	Sexism
Racial Fusion	132	77	Status via Home
Primacy of the Family	124	77	Ostentatious Consumption
Need for Escape	123	78	Active Government
Ethical Consumerism	116	81	Patriarchy

**Key Social Values**

Racial Fusion Index = 132	Primacy of the Family Index = 124	Need for Escape Index = 123
Ethical Consumerism Index = 116	National Pride Index = 116	Flexible Families Index = 114
Legacy Index = 112	Work Ethic Index = 110	Community Involvement Index = 108
Pursuit of Originality Index = 106	Culture Sampling Index = 105	Social Learning Index = 105

**Sports & Leisure**

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

Top 5 Activities Participated*	% Comp	Index
Reading	82.9	99
Gardening	64.4	100
Swimming	63.2	104
Camping	57.8	101
Home exercise & home workout	51.9	99

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	49.2	96
Movies at a theatre/drive-in	42.4	101
Parks & city gardens	41.5	98
Bars & restaurant bars	36.3	96
Auditoriums, arenas & stadiums (any)	35.4	101

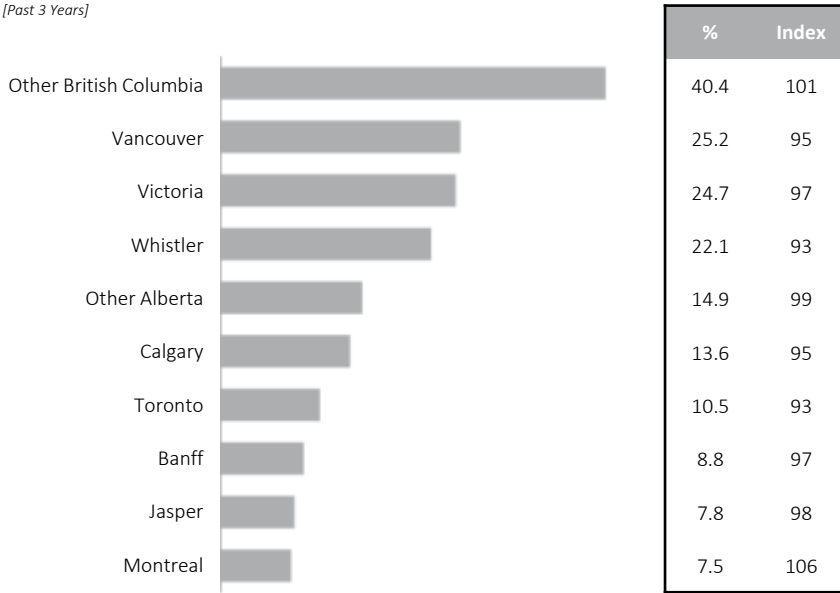
**Key Tourism Activities\*\***

Swimming  63.2% (104)	Camping  57.8% (101)	Cycling  48.4% (102)	Hiking & backpacking  47.8% (101)	Photography  43.4% (104)	Parks & city gardens  41.5% (98)	Canoeing & kayaking  36.7% (103)	Bars & restaurant bars  36.3% (96)
National or provincial park  35.3% (101)	Fishing & hunting  27.5% (105)	Pilates & yoga  26.9% (97)	Golfing  26.0% (96)	Cross country skiing & snowshoeing  25.6% (98)	Ice skating  25.3% (103)	Downhill skiing  24.7% (102)	Specialty movie theatres/IMAX  22.0% (104)
Sporting events  21.4% (105)	Zoos & aquariums  19.9% (104)	Video arcades & indoor amusement centres  19.0% (105)	Historical sites  18.5% (97)	Power boating & jet skiing  17.0% (106)	Hockey  15.3% (104)	Adventure sports  14.5% (99)	Theme parks, waterparks & water slides  13.1% (98)
ATV & snowmobiling  11.7% (96)	Snowboarding  11.5% (108)	Marathon or similar event  10.3% (100)	Beer, food & wine festivals  10.1% (97)	Curling  9.6% (107)	Inline skating  9.1% (107)	Music festivals  8.7% (91)	Film festivals  7.8% (106)

**Travel Profile**

**Top Canadian Destinations\***

Visited [Past 3 Years]



**Vacation Booking\*\***

Used [Past 3 Years]

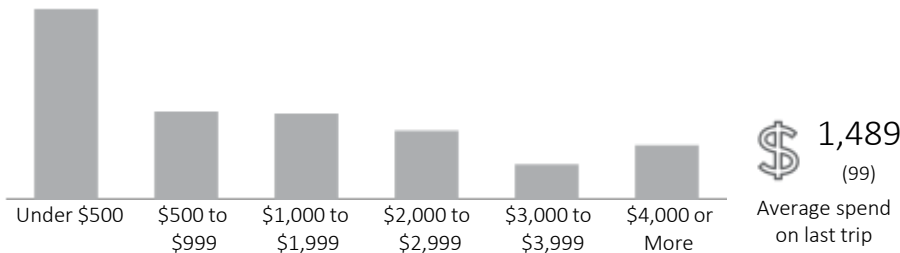


Booked With [Past Year]



**Vacation Spending**

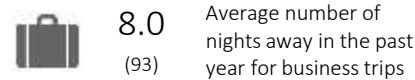
Spent Last Vacation



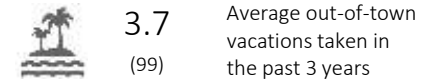
**\$1,489**  
(99)  
Average spend on last trip

**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 54.4% (98)	 Friends/relatives 38.3% (98)	 All-inclusive resort 17.0% (102)	 Camping 32.0% (107)	 Motel 22.2% (101)	 Vacation rental by owner 22.1% (104)	 Cottage 12.2% (107)
 B&B 15.7% (104)	 Condo/apartment 13.6% (102)	 Cruise ship 11.3% (96)	 RV/camper 17.6% (107)	 Package tours 5.1% (95)	 Spa resort 4.7% <b>(90)</b>	 Boat 2.6% (102)

**Airline Preferences\*\***

Flown [Past Year]

 Air Canada 35.1% (97)	 West Jet 35.8% (98)	 Air Transat 5.0% <b>(86)</b>	 Porter Airlines 1.2% <b>(83)</b>	 Other Canadian 5.9% (101)
 United Airlines 6.4% <b>(88)</b>	 Delta Airlines 5.5% (94)	 American Airlines 3.7% (97)	 Other American 7.9% (96)	
 European Airlines 6.7% (92)	 Asian Airlines 6.2% (93)	 Other Charter 1.5% (94)	 Other 8.6% (100)	

**Car Rental\***

Rented From [Past Year]

 Enterprise 6.7% <b>(83)</b>	 Budget 4.9% <b>(82)</b>	 Avis 2.4% <b>(88)</b>	 National 4.2% (96)
 Hertz 2.9% <b>(83)</b>	 Discount 0.7% <b>(82)</b>	 U-Haul 1.5% <b>(111)</b>	 Other Rentals 3.1% (99)

**Media**

**Overall Level of Use**

Radio



12 hours/week  
(97)

Television



1,061 minutes/week  
(95)

Newspaper



1 hours/week  
(93)

Magazine



8 minutes/day  
**(85)**

Internet



214 minutes/day  
(99)

**Top Radio Programs\***

Programs [Weekly]

	%	Index
News/Talk	32.7	96
Adult Contemporary	20.6	102
Mainstream Top 40/CHR	18.9	101
Hot Adult Contemporary	13.3	<b>110</b>
Today's Country	13.3	106
Classic Hits	13.3	95
Classic Rock	12.0	<b>115</b>
Modern/Alternative Rock	11.1	93
Multi/Variety/Specialty	8.6	92
AOR/Mainstream Rock	7.7	107

**Top Television Programs\***

Programs [Average Week]

	%	Index
Movies	46.1	98
Evening local news	36.4	96
Primetime serial dramas	30.6	99
Hockey (when in season)	28.8	103
News/current affairs	28.2	92
Situation comedies	26.7	101
Suspense/crime dramas	26.6	95
Home renovation/decoration shows	25.9	98
Documentaries	25.3	95
Cooking programs	24.8	98

**Top Newspaper Sections\***

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	56.1	100
International News & World	52.8	98
National News	51.6	100
Health	38.5	100
Movie & Entertainment	35.7	101
Travel	29.5	100
Food	29.4	100
Editorials	29.2	101
Sports	27.0	100
Business & Financial	20.4	95

**Top Magazine Publications\***

Read [Past Month]

	%	Index
Canadian Living	13.0	106
Other U.S. magazines	11.0	94
Other English-Canadian	9.9	92
National Geographic	6.7	96
People	6.1	97
Maclean's	6.1	93
Cineplex Magazine	5.0	104
Reader's Digest	4.9	103
Canadian Geographic	4.6	95
Hello! Canada	3.7	<b>80</b>

**Top Internet Activities\***

Activity [Past Week]

	%	Index
Send/receive email	71.4	99
Send/receive a text/instant message	61.8	100
Participate in an online social network	53.0	99
Take pictures/video	51.5	100
Use apps	49.9	99
Do banking/pay bills online	48.3	97
Use maps/directions service	46.6	100
Internet search - business, services, products	44.2	99
Access a news site	37.0	97
Watch a subscription-based video service	33.1	101

**Top Mobile Activities\***

Activity [Past Week]

	%	Index
Send/receive a text/instant message	56.0	101
Send/receive email	51.0	103
Take pictures/video	48.3	101
Use apps	44.8	100
Participate in an online social network	42.5	101
Use maps/directions service	37.9	100
Internet search - business, services, products	29.6	102
Access a news site	24.3	100
Do banking/pay bills online	21.6	95
Research products/services	17.0	102

**Media**

**Social Media Platforms**

Usage [Currently Use]

	Facebook <b>79.0%</b> (100)		YouTube <b>70.2%</b> (100)		WhatsApp <b>40.4%</b> (100)
	LinkedIn <b>39.5%</b> (101)		Instagram <b>37.2%</b> (101)		Pinterest <b>33.3%</b> (101)
	Twitter <b>24.5%</b> (99)		Podcasts <b>19.9%</b> (103)		Snapchat <b>12.4%</b> (99)
	Blogs <b>10.7%</b> (97)		Health/Fitness <b>9.3%</b> (105)		Reddit <b>8.8%</b> (108)
	Flickr <b>4.1%</b> <b>(110)</b>		Dating App <b>4.0%</b> (93)		Tinder <b>1.7%</b> <b>(111)</b>

**Reasons to Follow Brands**

		%	Index
To enter contests		31.8	102
To get coupons and discounts		31.1	101
To learn about a brand's products /services		31.1	102
To provide feedback to the brand		12.1	101
To be among the first to hear brand news		10.6	104
To engage with content		7.0	102
To make suggestions for new products/services		6.0	99
To share brand-related stories with consumers		4.6	104

**Reasons to Unfollow Brands**

	%	Index
Too many messages		39.8   101
Not enough value		20.0   103
Stopped purchasing products from brand		12.3   101
Other		2.9   93

**Social Media Attitudes**

"I tend to ignore marketing and advertisements when I'm in a social media environment" 72%   Index = 100	"Use SM to keep up to date on general news/events" 34%   Index = 96	"I am well informed about SM" 31%   Index = 100
"Feel comfortable collaborating with others through SM" 26%   Index = 97	"Use SM to keep up to date on news/events in my industry" 24%   Index = 98	"I am open to receiving relevant marketing messages through social media channels" 20%   Index = 99

**Actions Taken using Social Media**

Variables with Response "Yes"

	%	Index
Like brand on Facebook		35.3   100
Subscribe to brand email newsletter		20.2   101
Follow brand on Instagram		13.7   103
Subscribe to brand channel on YouTube		13.1   97
Join an exclusive online community of consumers who also like the brand		10.6   99
Follow brand on Twitter		6.5   102

**Product Preferences**

Variables with "Agree" Statements

"I would like to eat healthy foods more often"  
78% | Index = 99

"I have tried a product/service based on a personal recommendation"  
70% | Index = 98

"I value companies who give back to the community"  
66% | Index = 100

"I am very concerned about the nutritional content of food products I buy"  
66% | Index = 99

"I generally achieve what I set out to do"  
65% | Index = 99

"Family life and having children are most important to me"  
64% | Index = 101

"I am interested in learning about different cultures"  
61% | Index = 101

"I consider myself to be informed on current events or issues"  
59% | Index = 99

"I make an effort to buy local produce/products"  
58% | Index = 96

"I like to cook"  
57% | Index = 98

"I offer recommendations of products/services to other people"  
54% | Index = 99

"I like to try new places to eat"  
50% | Index = 97

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

"It's important to buy products from socially-responsible/environmentally-friendly companies"  
48% | Index = 93

"I like to try new and different products"  
45% | Index = 95

"Free-trial/product samples can influence my purchase decisions"  
42% | Index = 98

"I am adventurous/"outdoorsy""  
39% | Index = 99

"I am willing to pay more for eco-friendly products"  
30% | Index = 99

"Staying connected via social media is very important to me"  
28% | Index = 103

"I prefer to shop online for convenience"  
27% | Index = 96

"Vegetarianism is a healthy option"  
25% | Index = 96

"Advertising is an important source of information to me"  
25% | Index = 99

"I consider myself to be sophisticated"  
23% | Index = 100

"I lead a fairly busy social life"  
23% | Index = 95

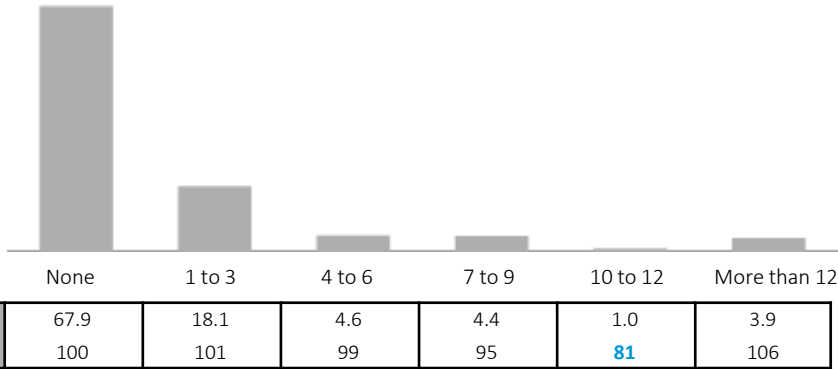
"I enjoy being extravagant/indulgent"  
17% | Index = 99



**Product Preferences**

**Beer Consumption**

Drinks (Past Week)



**Drinks**

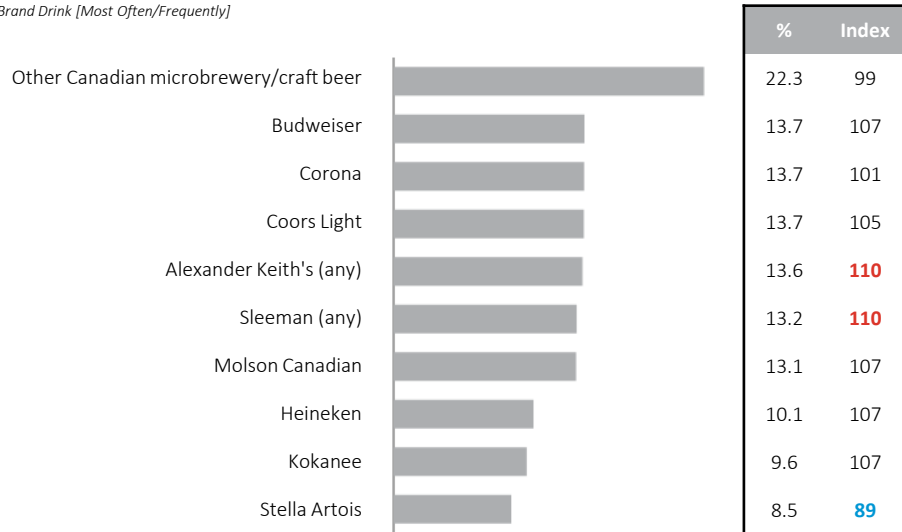
Drank [Past Month]	% Comp	Index
Canadian wine	20.9	94
Cider	10.7	97
Liqueurs (any)	9.0	102

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	15.2	97

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	22.3	99

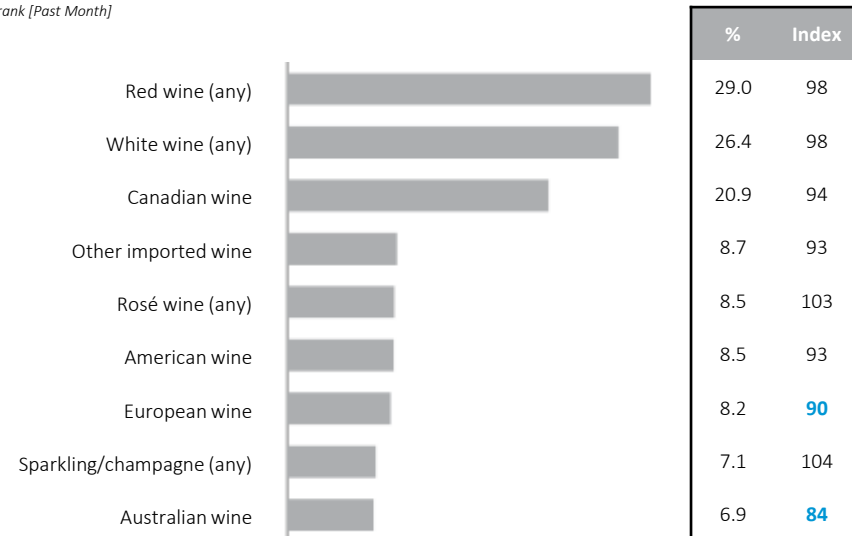
**Top 10 Beers\***

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	105	46.8	101	5.9	97
Asian restaurants	11.2	96	43.5	99	4.7	97
Submarine/sandwich restaurants	6.7	98	35.2	99	5.6	100
Breakfast style restaurant	7.5	98	31.2	99	8.3	<b>113</b>
Chicken restaurants	3.5	95	19.6	96	4.1	101
Ice cream/frozen yogurt restaurants	2.9	102	30.8	100	3.6	92
Specialty burger restaurants	4.8	103	22.6	99	4.8	95
Italian restaurants	3.2	95	24.2	102	9.3	102
Steakhouse	0.9	96	21.0	102	19.0	102
Other ethnic restaurants	2.4	97	29.7	98	7.6	95
Mexican/Burrito-style restaurants	2.6	<b>83</b>	24.0	97	9.1	108
Seafood/Fish and Chips restaurants	1.8	99	23.3	101	9.5	91

**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	6.4	104	47.3	96	6.8	<b>119</b>
Food court outlets at a shopping mall	4.1	95	41.2	100	11.0	98
Pub restaurants	6.1	95	42.4	97	4.3	98
Formal dine-in restaurants	3.8	108	30.5	97	9.2	102
Fast casual restaurants	10.7	103	30.4	101	1.5	103
Sports bars	1.3	<b>116</b>	16.6	98	3.7	100
Other types	3.4	94	19.5	97	2.7	91

**Purchased Organic Food**

Done [Past Week]



Organic Fruits and Vegetables  
24.7%  
(96)



Other Organic Food  
13.6%  
(96)



Organic Meat  
9.8%  
(102)

**Product Preferences**

**Demographics**



Rent  
16.6%  
**(82)**



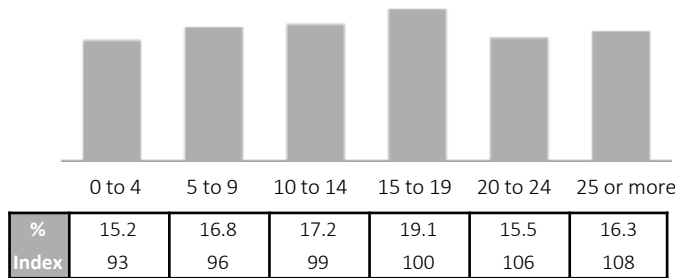
Own  
83.4%  
(105)



Households with  
Children at Home

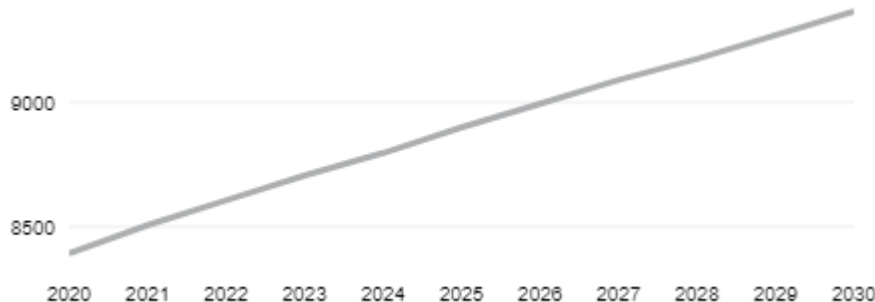
54.1%  
**(113)**

Age of Children at Home



**Demographic Trends**

Household Projections

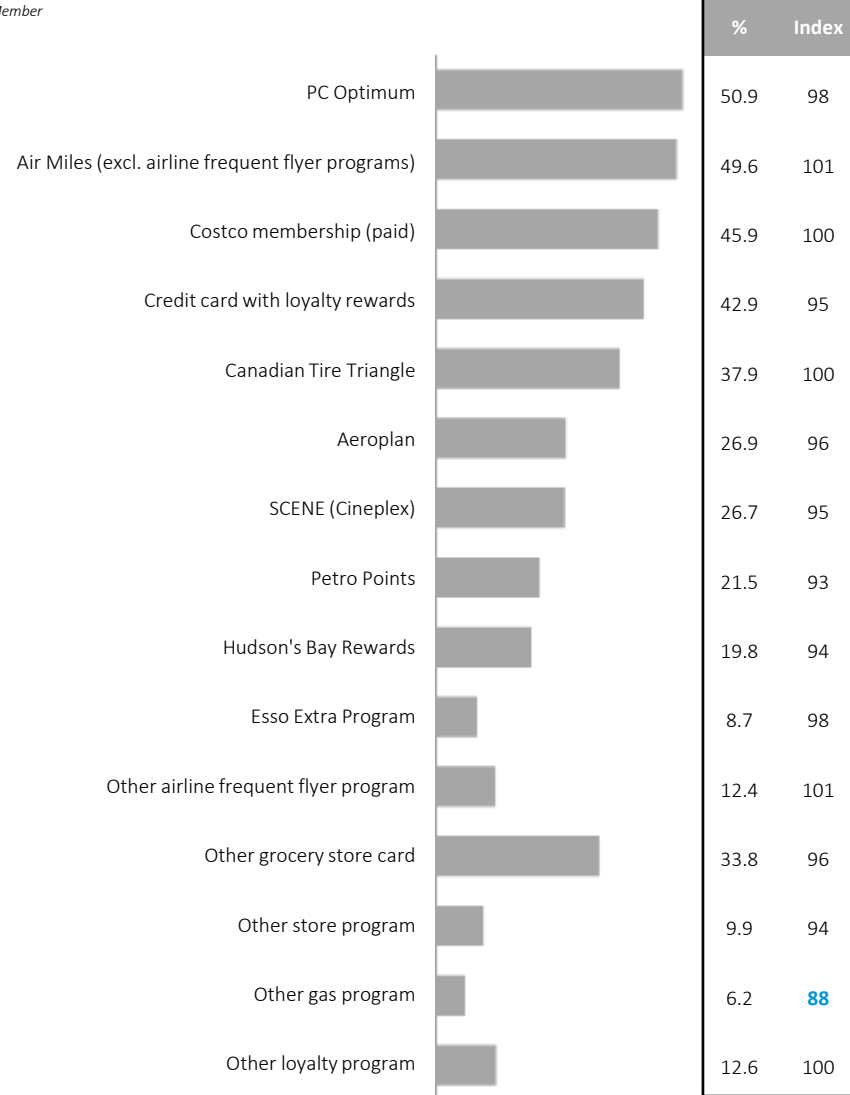


	2020	2023	2025	2030
Count	8,393	8,706	8,899	9,366
% Change	-	3.7	6.0	11.6
Index	-	<b>84</b>	<b>84</b>	<b>88</b>

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

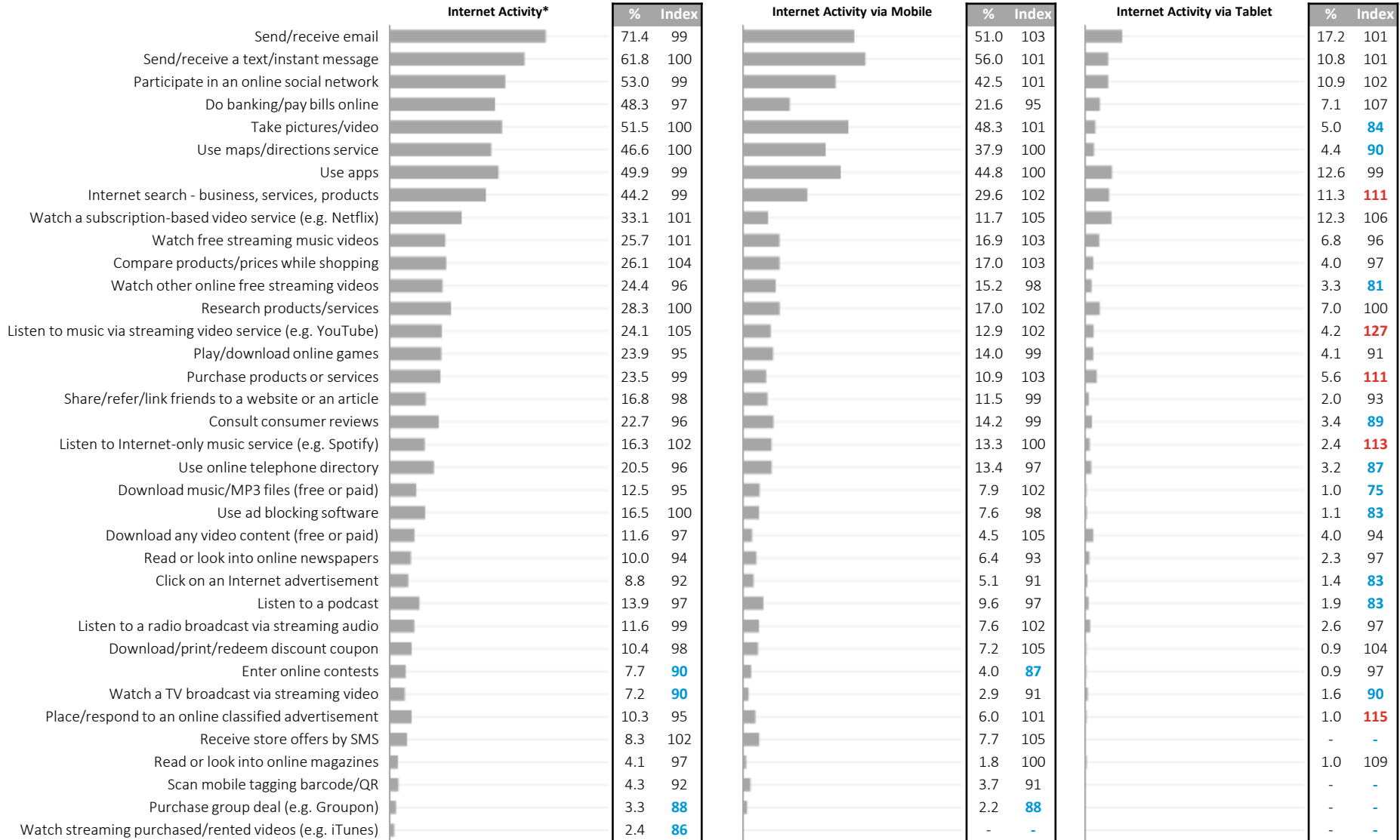
**Loyalty Programs\***

Member



**Internet Activity**

Activity [Past Week]



**Internet Activity**

**Top Website Types\***

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	37.0	97	24.3	100	9.5	100
Access food/recipes content	29.5	101	12.1	101	9.4	108
Access health-related content	17.0	96	9.7	104	3.5	87
Access professional sports content	11.6	94	8.4	93	2.8	95
Access restaurant guides/reviews	13.0	92	9.1	93	3.3	93
Access travel content	12.2	87	6.3	84	3.4	91
Access real estate listings/sites	14.4	100	7.4	107	3.5	96
Access a radio station's website	10.6	91	4.5	103	2.9	93
Access home decor-related content	8.9	98	3.2	100	2.9	88
Access a TV station's website	7.5	97	2.9	92	1.1	93
Access celebrity gossip content	7.3	104	5.8	103	1.0	94
Access fashion or beauty-related content	7.3	96	5.2	92	1.6	95
Access automotive news/content	6.5	93	3.9	85	0.8	94

**Direct Media Usage**

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers inserted into a community newspaper	44.9	103
Flyers delivered to the door or in the mail	42.6	103
General information from the Internet/websites	34.1	99
Coupons	31.8	100
Apps/online flyers	28.9	103
Local store catalogues	21.9	93
Flyers inserted into a daily newspaper	21.5	99
Direct email offers	18.3	95
Mail order	8.6	109
Yellow Pages (print)	3.1	76
Yellow Pages (online)	1.1	101

**Out of Home Advertising**

Noticed Advertising [Past Week]

	%	Index
Billboards	28.6	100
On bus exteriors	25.7	98
On street furniture (e.g. bus benches)	18.9	99
Inside shopping malls	16.0	92
On transit shelters	15.9	95
Digital billboards	13.8	96
Inside public washrooms	10.5	97
On subway/metro platforms	7.9	92
Inside buses	7.4	91
Inside movie theaters	6.3	96
Inside airports	6.0	98
Inside subway/metro cars	6.0	104
Screens inside elevators	5.5	95
Inside commuter trains	4.8	100
On taxis	2.4	99

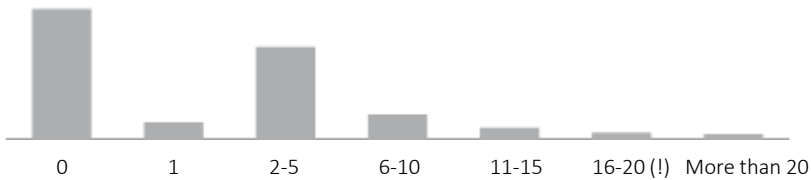
**Social Media Usage**

**Social Media Overview**

- 62% of Suburban Sports from the Custom Maple Ridge target area spent tend to access social media on their mobile phones during the morning hours, 58% during the afternoon hours
- 8% seek recommendations for Vacation/Travel Information via social media (Average)
- 86% believe that Social media companies should not be allowed to own or share their personal information

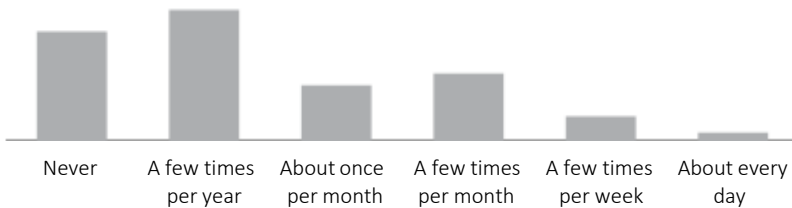
**Brand Interaction**

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



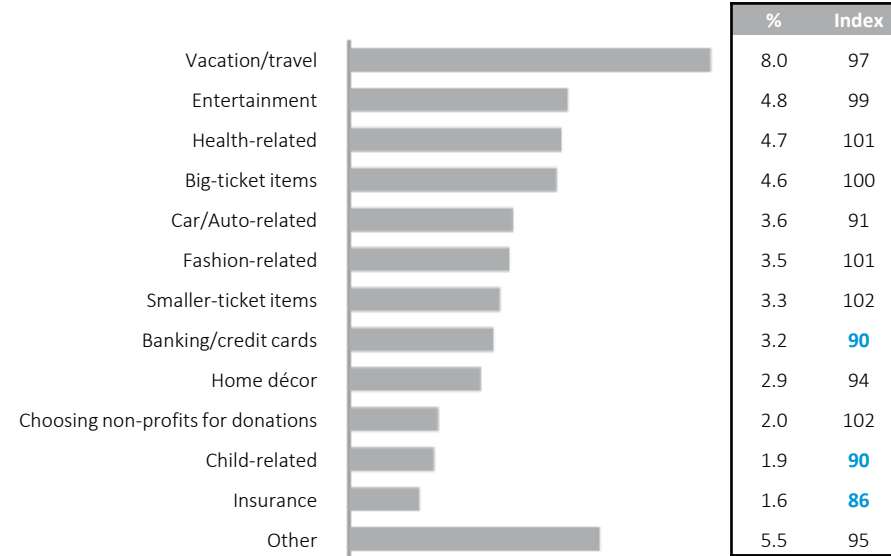
%	44.7	6.1	31.7	8.8	4.1	2.6	2.0
Index	100	97	100	98	108	101	110

Rate or Review Products or Services  
[Frequency of Participation]



%	27.6	33.1	14.0	17.1	6.2	2.1
Index	99	102	101	98	102	95

**Seek Recommendations via Social Media\***



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

Suburban Sports from the Custom Maple Ridge target area are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information"  
86% | Index = 100

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"  
73% | Index = 101

"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"  
43% | Index = 98

**Social Media Usage**

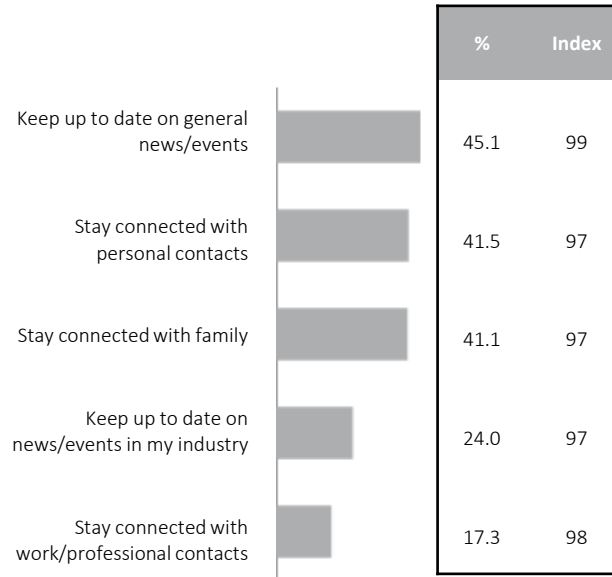
**Frequency of Participation\***

*A few times per week or more*

Participate In	% Comp	Index
View friends' photos online	46.1	100
Watch video online	43.7	102
Read article comments	41.9	100
Read status updates/tweets	37.8	99
Listen to radio or stream music online	36.2	101
Chat in online chats	35.3	99
Share links with friends and colleagues	27.6	98
Click links in news feeds	24.8	101
Play games with others online	15.0	97
Read blogs	14.6	102
Post photos online	13.2	100
Check in with locations	10.4	101
Update your status on a social network	9.9	98
Comment on articles or blogs	9.4	103
Chat in online forums	9.4	106
Rate or review products online	8.3	100
Share your GPS location	7.7	96
Post videos online	3.7	97
Publish blog, Tumblr, online journal	2.2	89

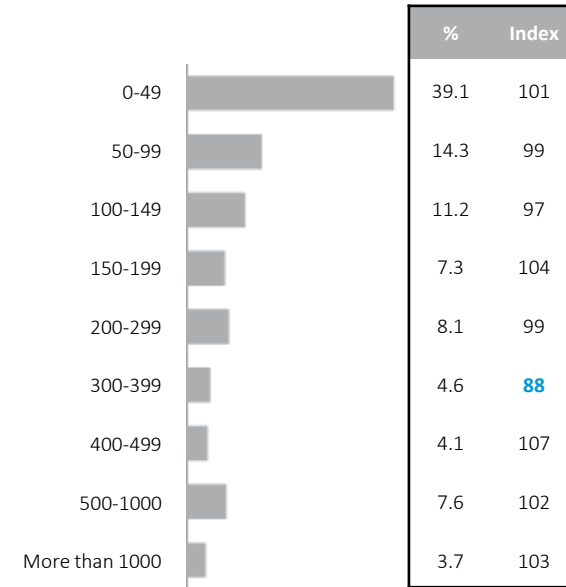
**Social Media Uses\***

*A few times per week or more*



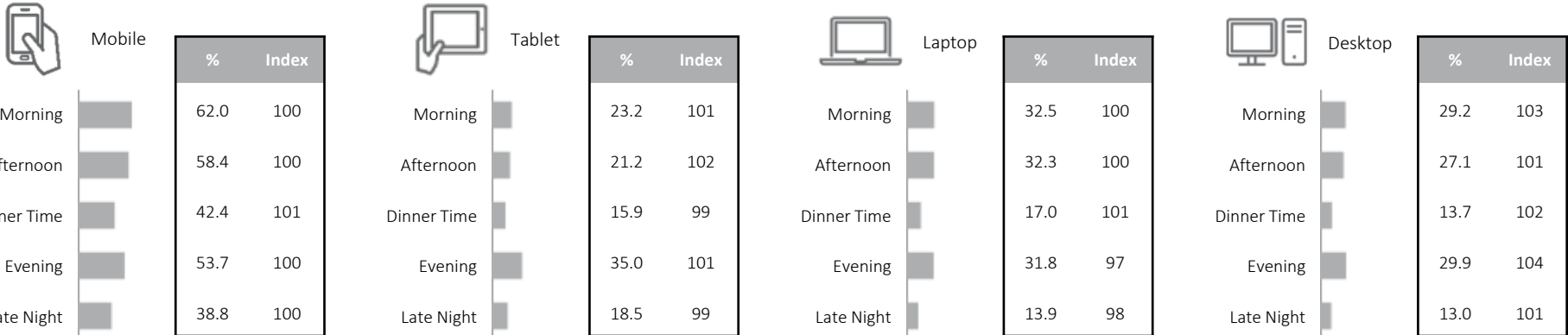
**Number of Connections**

*Across all social media*



**Social Media Access**

*Typically use*

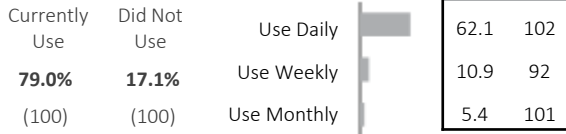


Social Media Usage

Facebook



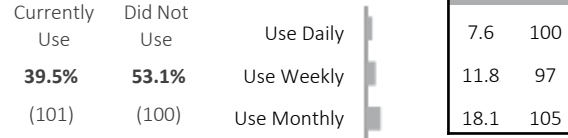
Frequency of Use  
[Past Year]



LinkedIn



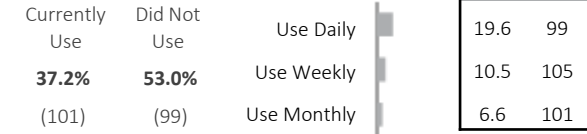
Frequency of Use  
[Past Year]



Instagram



Frequency of Use  
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	55.1	100
Comment/Like other users' posts	46.4	100
Use Messenger	41.1	99
Watch videos	38.6	103
Watch live videos	13.6	101
Post photos	12.0	96
Update my status	12.0	98
Like or become a fan of a page	11.1	99
Click on an ad	10.3	100
Post videos	3.8	96
Create a Facebook group or fan page	2.0	85
Give to a Facebook fundraiser (!)	1.1	87
Create a Facebook fundraiser (!)	0.6	80

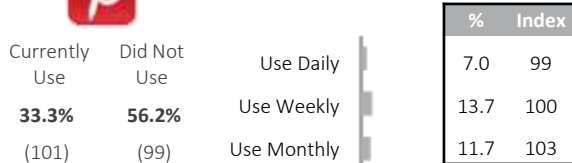
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	6.5	96
Watch videos	3.6	93
Comment on content	3.6	99
View a job posting	3.4	93
Search and review other profiles	3.2	99
Create a connection	2.9	96
Click on an ad (!)	2.4	100
Post an article, video or picture (!)	1.9	97
Update your profile information	1.7	85
Join a LinkedIn group (!)	1.0	86
Participate in LinkedIn forums (!)	0.6	84
Request a recommendation (!)	0.4	74

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	25.8	101
Like photos/videos	21.5	100
Comment on photos/videos	11.7	94
Watch live videos	9.5	95
Send direct messages	9.0	96
Post photos/videos	6.1	91
View a brand's page	6.0	96
Click on ads	4.6	100
Watch IGTV videos	4.2	100

Pinterest



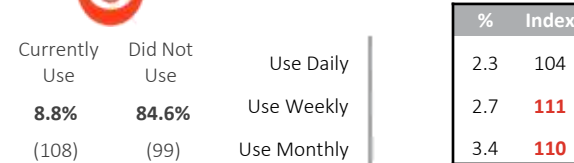
Frequency of Use  
[Past Year]



Reddit



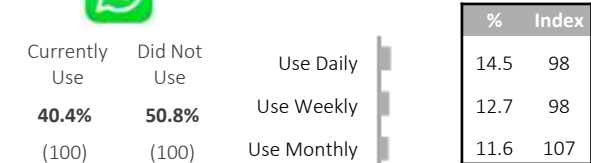
Frequency of Use  
[Past Year]



WhatsApp



Frequency of Use  
[Past Year]



Participate In* (at least a few times per month)	% Comp	Index
View content	5.8	109
Vote on content	3.4	110
Follow specific Subreddits	3.3	110
Post content	1.8	106

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	22.3	100
Send/receive images	18.6	99
Use group chats	12.1	97
Send/receive documents and files	7.1	97
Use voice calls	6.4	91



**Social Media Usage**

**Twitter**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
Use Daily			10.1	96
Use Weekly			7.9	104
Use Monthly			5.9	99
<b>24.5%</b> (99)	<b>66.4%</b> (100)			

**YouTube**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
Use Daily			22.8	98
Use Weekly			31.3	103
Use Monthly			15.4	96
<b>70.2%</b> (100)	<b>16.4%</b> (101)			

**Snapchat**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
Use Daily			3.4	102
Use Weekly			3.8	99
Use Monthly			4.7	99
<b>12.4%</b> (99)	<b>79.6%</b> (100)			

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	15.3	99
Watch videos	8.7	98
Tweet	6.5	100
Retweet	5.6	102
Respond to tweets	5.0	94
Send or receive direct messages	4.8	97
Share a link to a blog post or article of interest	4.7	93
Follow users who follow you	4.4	99
Watch live videos	4.2	97
Actively follow new users	3.7	94
Click on an ad	3.3	98

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	44.6	101
Like or dislike videos	9.9	94
Watch live videos	8.5	93
Share videos	5.5	96
Click on an ad	4.8	92
Leave comment or post response on video	4.6	95
Embed a video on a web page or blog	2.4	91
Create and post a video	1.3	85

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	5.4	102
Send direct text messages	4.0	95
Send photos/videos	4.0	105
Use group chat	3.3	103
Read Snapchat discover/News	3.0	101
Use filters or effects	2.8	102
View a brand's snaps	1.5	93
Use video chat	1.0	89
View ads	1.0	94

**Audio Podcasts**



Currently Use	Did Not Use
<b>19.9%</b> (103)	<b>62.5%</b> (98)

Frequency of Use  
[Past Year]

	%	Index
Use Daily	6.2	103
Use Weekly	6.8	98
Use Monthly	6.4	110

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	5.4	99
Listen to a news podcast	4.1	94
Listen to an educational podcast	3.8	100
Listen to a business podcast	3.5	100
Listen to a comedy podcast	2.9	104
Listen to a technology focused podcast	2.2	104
Subscribe to another genre of podcast	2.0	89
Subscribe to a technology podcast (!)	1.7	106
Subscribe to a sports podcast**	1.6	96
Subscribe to a news podcast	1.6	100
Subscribe to an educational podcast	1.6	91
Listen to a sports podcast	1.6	90
Subscribe to a comedy podcast (!)	1.4	100
Subscribe to a business podcast (!)	1.3	104

**Other Social Media Platforms**



**Tinder**

Currently Use	Did Not Use
<b>1.7%</b> (111)	<b>96.6%</b> (100)



**Tik Tok**

Currently Use	Did Not Use
<b>0.8%</b> (95)	<b>96.8%</b> (100)

Frequency of Use -Tinder  
[Past Year]

	%	Index
Use Daily (!)	0.8	109
Use Weekly (!)	0.3	109