

**Overview**

Of the 67 PRIZM Clusters identified in Canada, Backcountry Boomers rank **15<sup>th</sup>**, making up **55,024** households, or **3%** of the total Households in British Columbia (2,018,734).

The Median Household Maintainer Age is **63**, **63.3%** of couples do not have children living at home (Above Average).

Below Average Household Income of **\$90,992** compared to BC at \$113,574.

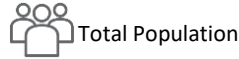
**Top 3 Social Values:** Attraction to Nature, Utilitarian Consumption, and Financial Concern Regarding the Future.

**Top Tourism Activities:** Hiking/Backpacking, Swimming, and Camping. **Above Average** interest in Photography, Fishing/Hunting, and Visiting National/Provincial Parks.

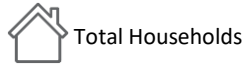
**Above Average** interest for travelling within Canada (Above Average for Other BC, Vancouver, Other Alberta, Calgary Banff, Ottawa, and Manitoba), Backcountry Boomers from British Columbia spent an average of **\$1,865** (Above Average) on their last vacation.

**82.2%** currently use Facebook, **30.2%** use Instagram (Below Average), **19.3%** use Twitter (Below Average), and **67.8%** use YouTube.

**Market Sizing**



**Total Population**  
Target Group: 123,109 | 2.4%  
Market: 5,102,265



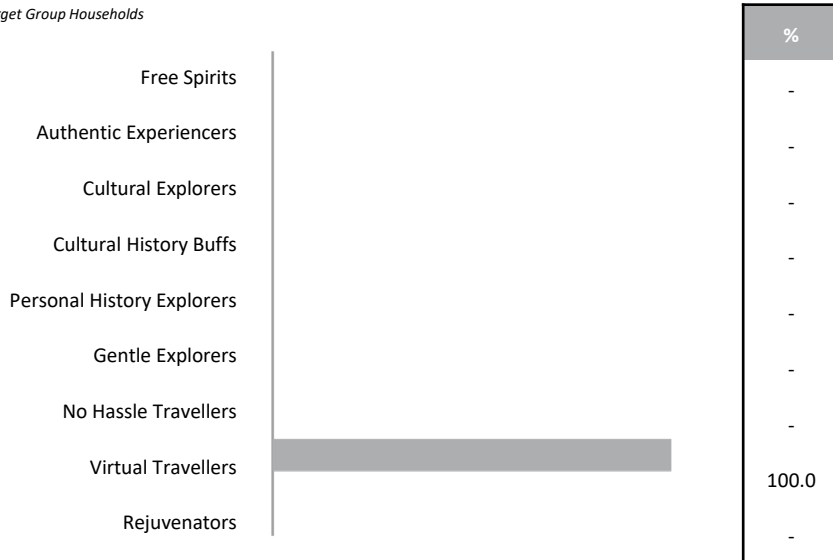
**Total Households**  
Target Group: 55,024 | 2.7%  
Market: 2,018,734

**Top Geographic Markets**

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Southern Gulf Islands, BC (RDA)	4.1	95.3	<b>3,500</b>	2,345	0.1
Comox Valley A, BC (RDA)	3.7	56.7	<b>2,081</b>	3,594	0.2
Columbia-Shuswap C, BC (RDA)	2.7	42.5	<b>1,554</b>	3,523	0.2
Sunshine Coast A, BC (RDA)	2.5	99.3	<b>3,622</b>	1,365	0.1
Sechelt, BC (DM)	2.5	27.1	<b>996</b>	4,985	0.2
Cariboo L, BC (RDA)	2.3	69.0	<b>2,533</b>	1,859	0.1
Nanaimo H, BC (RDA)	2.2	64.1	<b>2,359</b>	1,863	0.1
Okanagan-Similkameen D, BC (RDA)	2.2	43.7	<b>1,606</b>	2,711	0.1
Central Kootenay B, BC (RDA)	2.2	59.1	<b>2,172</b>	2,002	0.1
Columbia-Shuswap F, BC (RDA)	2.0	83.9	<b>3,058</b>	1,284	0.1

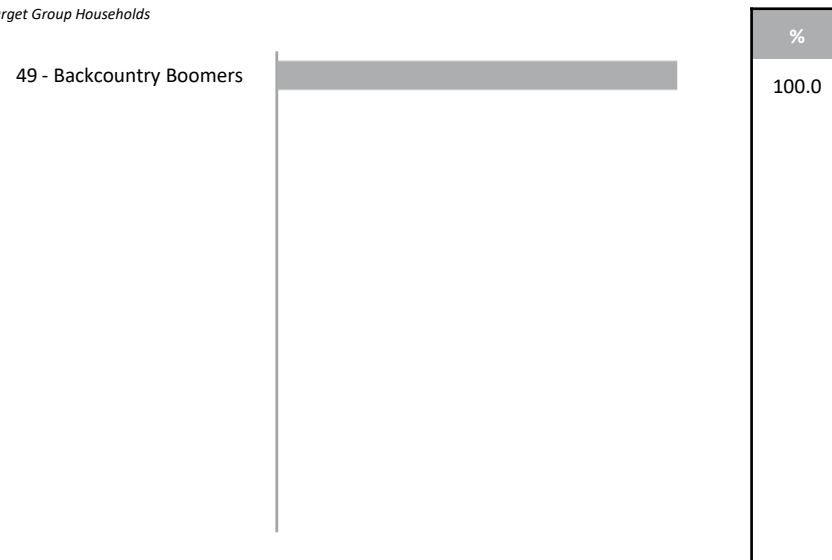
**EQ Segments**

% of Target Group Households

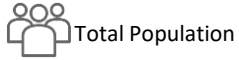


**Top PRIZM Segments**

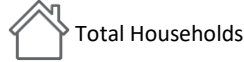
% of Target Group Households



**Demographic Profile**



**Total Population**  
Target Group: 123,109 | 2.4%  
Market: 5,102,265

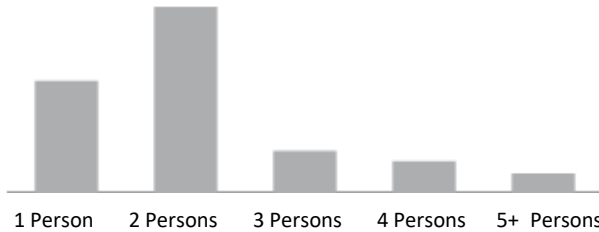


**Total Households**  
Target Group: 55,024 | 2.7%  
Market: 2,018,734

**Average Household Income**

**\$90,992**  
(80)

**Household Size\***



**Median Household Maintainer Age**

**63**  
(117)

**Marital Status\*\***

**63.7%**  
(112)

Married/Common-Law

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

**63.3%**  
(144)

Couples Without Kids at Home

**Education\*\***

**29.2%**  
(99)

High School Certificate Or Equivalent

**Visible Minority Presence\***

**3.8%**  
(12)

Belong to a visible minority group

**Non-Official Language\***

**0.3%**  
(8)

No knowledge of English or French

**Immigrant Population\***

**13.3%**  
(47)

Born outside Canada

**Psychographics\*\***

**Strong Values**

**Weak Values**

Attraction to Nature	152	60	Ostentatious Consumption
Utilitarian Consumerism	142	62	Equal Relationship with Youth
Financial Concern Regarding the Future	135	62	Acceptance of Violence
Emotional Control	133	66	Attraction For Crowds
Primacy of Environmental Protection	127	66	Penchant for Risk

**Key Social Values**

Attraction to Nature Index = 152	Emotional Control Index = 133	Primacy of Environmental Protection Index = 127
Ethical Consumerism Index = 123	Racial Fusion Index = 107	Need for Escape Index = 107
Primacy of the Family Index = 107	Flexible Families Index = 106	Multiculturalism Index = 106
Brand Apathy Index = 104	Work Ethic Index = 101	Ecological Concern Index = 99

































**Sports & Leisure**

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

Top 5 Activities Participated*	% Comp	Index
Reading	87.2	103
Gardening	67.9	114
Volunteer work	60.1	112
Home exercise & home workout	59.7	110
Fitness walking	56.2	108

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	48.7	93
Parks & city gardens	44.2	102
National or provincial park	37.3	130
Bars & restaurant bars	36.2	98
Theatre - Community theatres	31.4	126

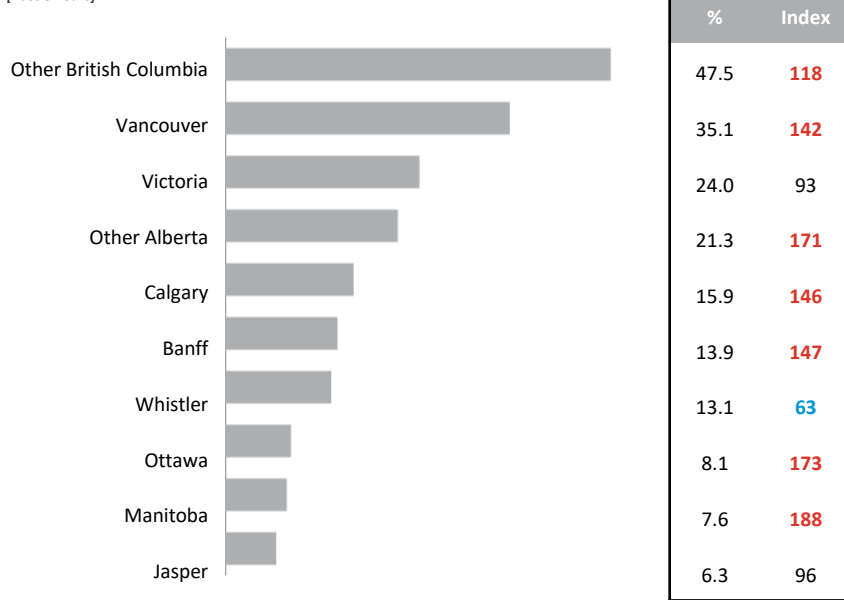
**Key Tourism Activities\*\***

Hiking & backpacking  54.7% (109)	Swimming  54.1% (103)	Camping  52.3% (104)	Photography  49.7% (127)	Cycling  48.8% (106)	Parks & city gardens  44.2% (102)	Fishing & hunting  38.7% (158)	Canoeing & kayaking  38.3% (108)
National or provincial park  37.3% (130)	Bars & restaurant bars  36.2% (98)	Cross country skiing & snowshoeing  34.3% (139)	Historical sites  30.0% (154)	Golfing  26.2% (99)	Specialty movie theatres/IMAX  23.2% (110)	Ice skating  20.3% (90)	Downhill skiing  19.0% (100)
ATV & snowmobiling  18.4% (152)	Pilates & yoga  18.3% (80)	Sporting events  17.5% (103)	Zoos & aquariums  16.4% (101)	Theme parks, waterparks & water slides  14.6% (120)	Beer, food & wine festivals  13.1% (118)	Power boating & jet skiing  12.4% (102)	Hockey  12.0% (104)
Video arcades & indoor amusement centres  11.6% (75)	Adventure sports  10.4% (88)	Music festivals  9.6% (115)	Curling  8.2% (105)	Film festivals  7.9% (126)	Food & wine shows  5.7% (142)	Inline skating  5.6% (125)	Dinner theatres  5.4% (141)

**Travel Profile**

**Top Canadian Destinations\***

Visited [Past 3 Years]

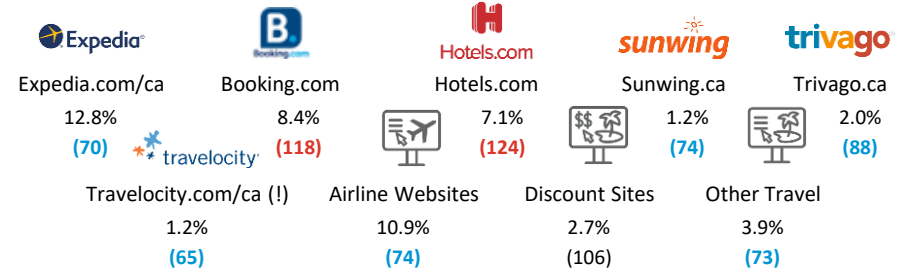


**Vacation Booking\***

Used [Past 3 Years]

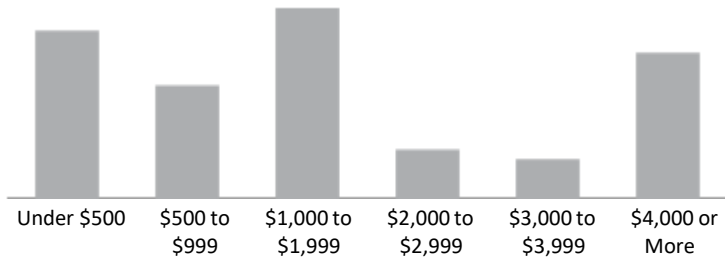


Booked With [Past Year]\*\*



**Vacation Spending**

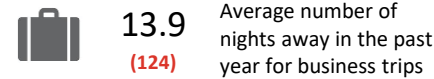
Spent Last Vacation



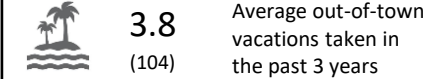
**1,865**  
(112)  
Average spend on last trip

**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 51.5% (91)	 Friends/relatives 46.1% (108)	 All-inclusive resort 13.9% (89)	 Camping 24.2% (101)	 Vacation rental by owner 21.0% (88)	 Motel 31.4% (160)	 Cottage 8.5% (91)
 B&B 10.8% (78)	 Condo/apartment 7.7% (60)	 RV/camper 18.1% (142)	 Cruise ship 10.6% (94)	 Package tours 3.6% (73)	 Spa resort 4.6% (85)	 Boat 5.5% (148)









**Airline Preferences\*\***

Flown [Past Year]

 Air Canada 27.1% (74)	 West Jet 30.9% (102)	 Air Transat 2.1% (33)	 Porter Airlines 0.1% (52)	 Other Canadian 6.0% (106)
 Delta Airlines 3.6% (68)	 United Airlines 6.5% (104)	 American Airlines 3.0% (70)	 Other American 4.9% (60)	
 European Airlines 5.9% (77)	 Asian Airlines 2.9% (47)	 Other Charter 1.3% (61)	 Other 8.0% (114)	

**Car Rental\***

Rented From [Past Year]

 Enterprise 3.7% (74)	 Budget 3.7% (93)	 Avis 2.8% (133)	 U-Haul 1.6% (112)
 Hertz 1.9% (84)	 National (!) 3.6% (127)	 Discount (!) 0.1% (16)	 Other Rentals 1.5% (40)

**Media**

**Overall Level of Use**

**Radio**



13 hours/week  
(107)

**Television**



1,441 minutes/week  
(123)

**Newspaper**



1 hours/week  
(130)

**Magazine**



13 minutes/day  
(166)

**Internet**



203 minutes/day  
(86)

**Top Radio Programs\***

Programs [Weekly]

	%	Index
News/Talk	33.0	93
Multi/Variety/Specialty	21.5	146
Classic Hits	15.4	114
Adult Contemporary	14.6	75
Not Classified	10.4	142
AOR/Mainstream Rock	10.2	269
Today's Country	8.7	94
Classic Rock	6.5	67
Hot Adult Contemporary	3.8	48
Classic Country	3.7	274

**Top Television Programs\***

Programs [Average Week]

	%	Index
Evening local news	57.3	138
Movies	46.6	107
News/current affairs	39.5	123
Suspense/crime dramas	35.5	122
Primetime serial dramas	34.3	115
Documentaries	32.1	129
Morning local news	31.2	137
Cooking programs	25.9	117
Situation comedies	24.9	112
Home renovation/decoration shows	24.0	104

**Top Newspaper Sections\***

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	62.1	110
International News & World	58.8	114
National News	57.6	108
Health	42.4	125
Editorials	34.5	111
Food	33.3	114
Travel	29.3	117
Movie & Entertainment	28.3	93
Sports	28.2	116
Classified Ads (excl. real estate)	26.0	198

**Top Magazine Publications\***

Read [Past Month]

	%	Index
Other English-Canadian	12.9	126
Other U.S. magazines	12.2	126
Maclean's	11.1	167
Reader's Digest	8.3	153
Canadian Living	7.7	128
National Geographic	7.5	124
Canadian Geographic	6.1	188
CAA Magazine	5.8	152
Air Canada enRoute	4.8	143
Better Homes & Gardens	4.5	159

**Top Internet Activities\***

Activity [Past Week]

	%	Index
Send/receive email	66.4	96
Send/receive a text/instant message	58.4	95
Participate in an online social network	48.4	89
Take pictures/video	45.5	93
Use maps/directions service	45.1	91
Do banking/pay bills online	44.5	88
Internet search - business, services, products	43.0	94
Use apps	39.6	84
Access a news site	39.3	92
Watch a subscription-based video service	35.0	95

**Top Mobile Activities\***

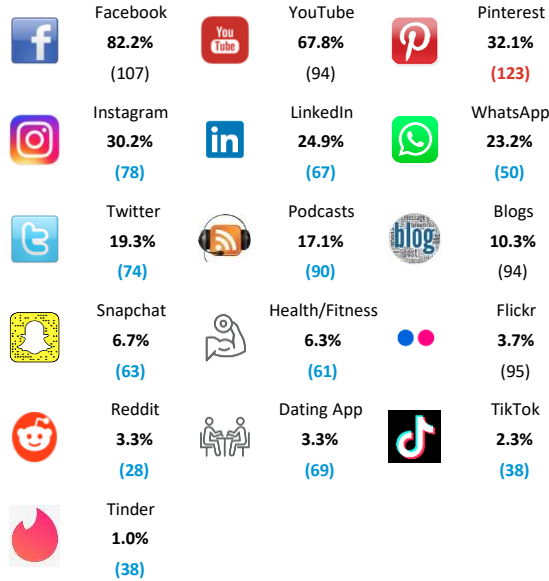
Activity [Past Week]

	%	Index
Send/receive a text/instant message	51.4	90
Take pictures/video	42.0	92
Send/receive email	37.1	80
Use maps/directions service	30.9	77
Use apps	30.9	73
Participate in an online social network	28.7	76
Internet search - business, services, products	24.1	84
Access a news site	22.1	82
Do banking/pay bills online	16.2	72
Compare products/prices while shopping	14.9	86

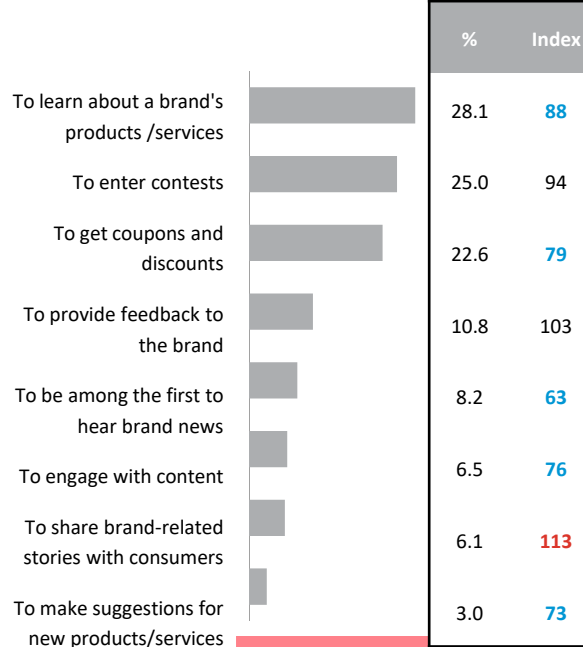
**Media**

**Social Media Platforms**

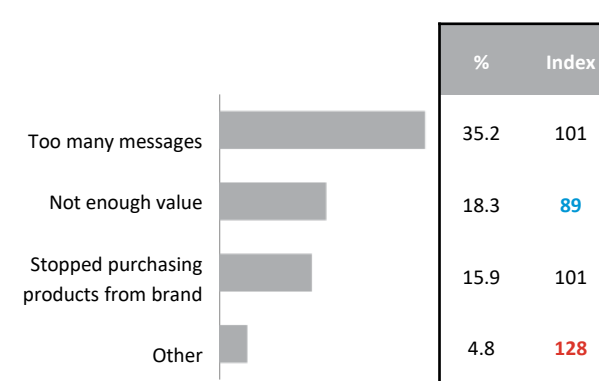
Usage [Currently Use]



**Reasons to Follow Brands**

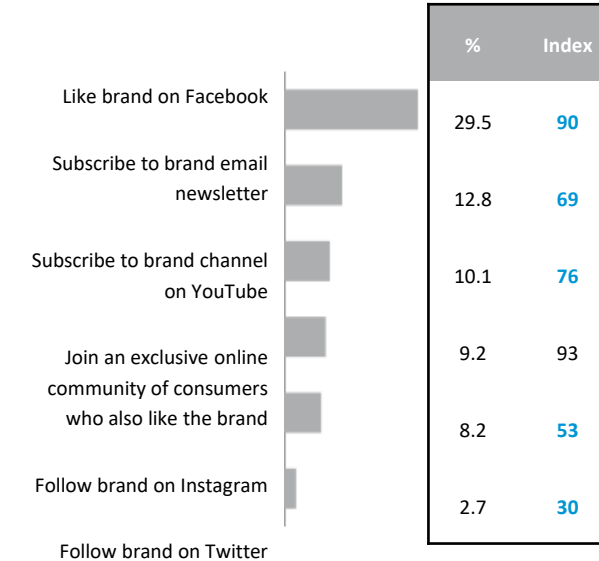


**Reasons to Unfollow Brands**

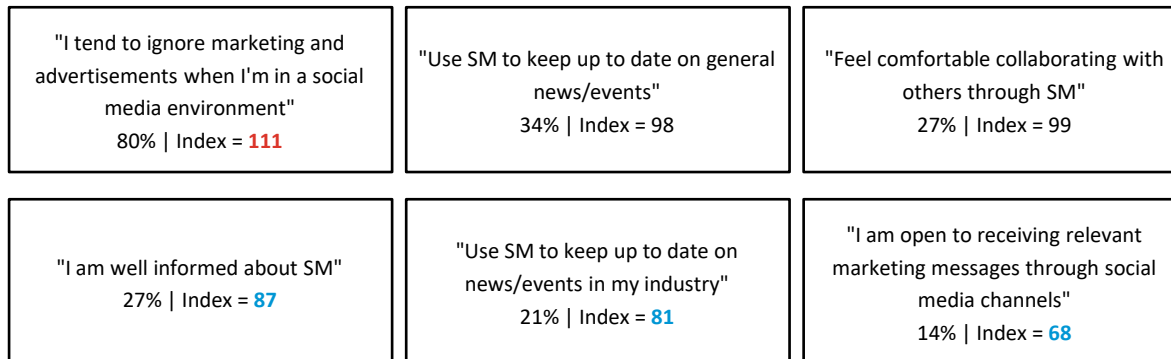


**Actions Taken using Social Media**

Variables with Response "Yes"



**Social Media Attitudes**



**Product Preferences**

Variables with "Agree" Statements

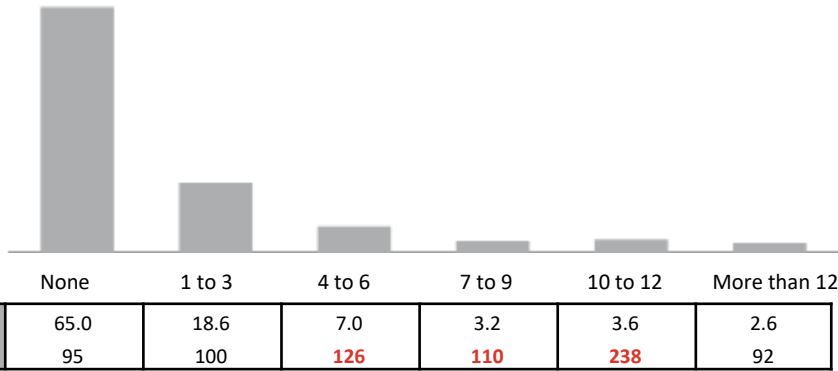
<p>"I have tried a product/service based on a personal recommendation" 78%   Index = 106</p>	<p>"I consider myself to be informed on current events or issues" 75%   Index = 106</p>	<p>"I generally achieve what I set out to do" 74%   Index = 107</p>	<p>"I value companies who give back to the community" 73%   Index = <b>110</b></p>	<p>"I would like to eat healthy foods more often" 72%   Index = 96</p>
<p>"I make an effort to buy local produce/products" 71%   Index = <b>111</b></p>	<p>"Family life and having children are most important to me" 68%   Index = <b>120</b></p>	<p>"I like to cook" 67%   Index = <b>117</b></p>	<p>"I am very concerned about the nutritional content of food products I buy" 65%   Index = 99</p>	<p>"When I shop online I prefer to support Canadian retailers" 64%   Index = <b>112</b></p>
<p>"It's important to buy products from socially-responsible/environmentally-friendly companies" 58%   Index = 103</p>	<p>"I like to try new places to eat" 55%   Index = 101</p>	<p>"I am interested in learning about different cultures" 55%   Index = 96</p>	<p>"I like to try new and different products" 49%   Index = 102</p>	<p>"I offer recommendations of products/services to other people" 47%   Index = <b>90</b></p>
<p>"I am adventurous/"outdoorsy"" 45%   Index = <b>110</b></p>	<p>"Free-trial/product samples can influence my purchase decisions" 38%   Index = 96</p>	<p>"I am willing to pay more for eco-friendly products" 36%   Index = 97</p>	<p>"Vegetarianism is a healthy option" 30%   Index = <b>81</b></p>	<p>"I prefer to shop online for convenience" 27%   Index = <b>86</b></p>
<p>"I lead a fairly busy social life" 25%   Index = 95</p>	<p>"Staying connected via social media is very important to me" 24%   Index = <b>88</b></p>	<p>"Advertising is an important source of information to me" 21%   Index = 93</p>	<p>"I consider myself to be sophisticated" 16%   Index = <b>81</b></p>	<p>"I enjoy being extravagant/indulgent" 16%   Index = <b>85</b></p>



**Product Preferences**

**Beer Consumption**

Drinks [Past Week]



**Drinks**

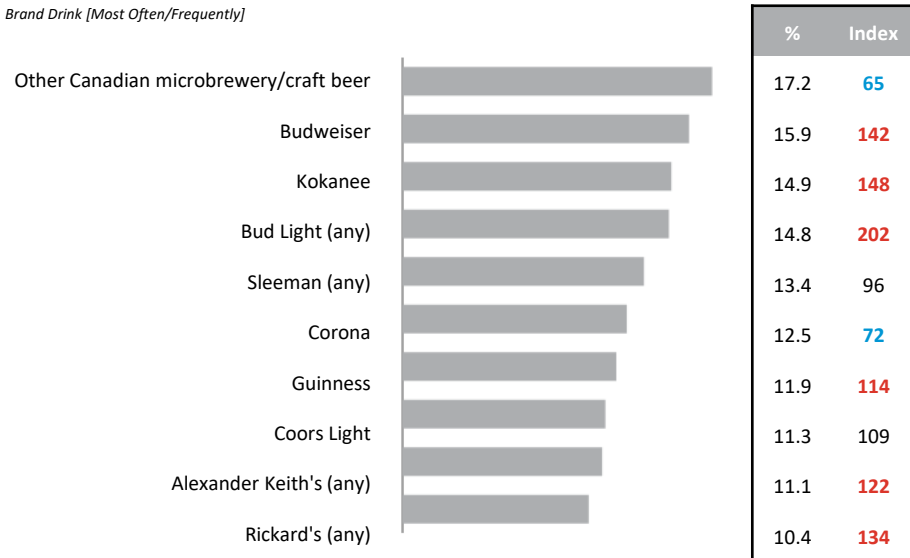
Drank [Past Month]	% Comp	Index
Canadian wine	30.8	143
Liqueurs (any)	18.6	167
Cider	12.9	108

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	15.6	99

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	17.2	65

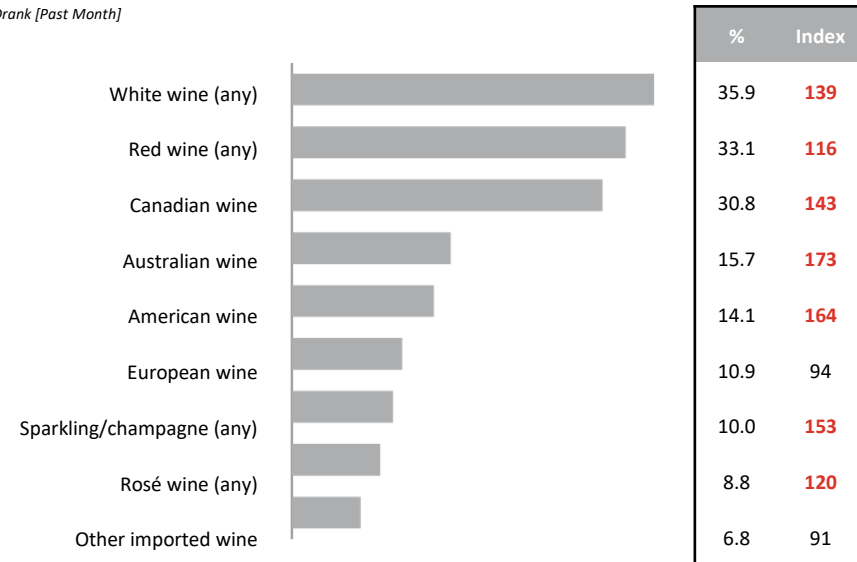
**Top 10 Beers\***

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 Type	%	Index	%	Index	%	Index
Pizza restaurants	6.1	59	39.8	95	4.8	102
Asian restaurants	6.7	54	54.8	118	3.7	79
Submarine/sandwich restaurants	4.0	70	35.9	111	5.4	117
Breakfast style restaurant	2.4	63	35.7	116	5.9	59
Chicken restaurants	2.6	96	18.7	112	2.6	61
Ice cream/frozen yogurt restaurants	1.4	66	13.1	50	3.2	72
Specialty burger restaurants	0.8	23	24.1	106	5.0	86
Italian restaurants	3.1	158	16.4	70	9.0	107
Other ethnic restaurants	0.2	7	28.3	93	9.7	104
Steakhouse	3.8	258	9.4	63	16.6	97
Mexican/Burrito-style restaurants	2.2	69	18.8	88	7.1	76
Seafood/Fish and Chips restaurants	0.3	21	32.3	138	10.6	103

**Restaurant Service Type\***

Frequency of Visiting [Past Year]

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

Service Type	%	Index	%	Index	%	Index
Casual/family dining restaurants	3.7	62	50.1	110	6.3	108
Food court outlets at a shopping mall	0.2	5	38.3	89	5.0	66
Pub restaurants	13.8	153	40.5	101	8.3	141
Formal dine-in restaurants	4.0	106	33.0	98	8.0	79
Fast casual restaurants	8.3	118	19.5	77	2.1	60
Sports bars	3.3	142	11.4	73	3.0	103
Other types	0.9	22	24.3	112	3.7	185

**Purchased Organic Food**

Done [Past Week]



Organic Fruits and Vegetables

32.9%  
(107)



Other Organic Food

18.3%  
(111)



Organic Meat

11.1%  
(107)

**Product Preferences**

**Demographics**



Rent  
16.5%  
(51)

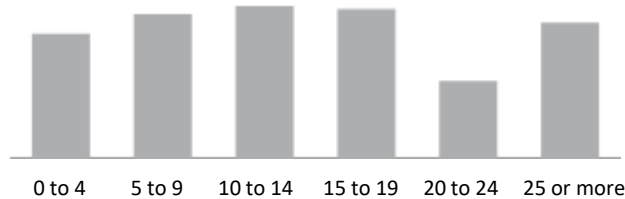


Own  
83.3%  
(123)



Households with  
Children at Home  
24.8%  
(67)

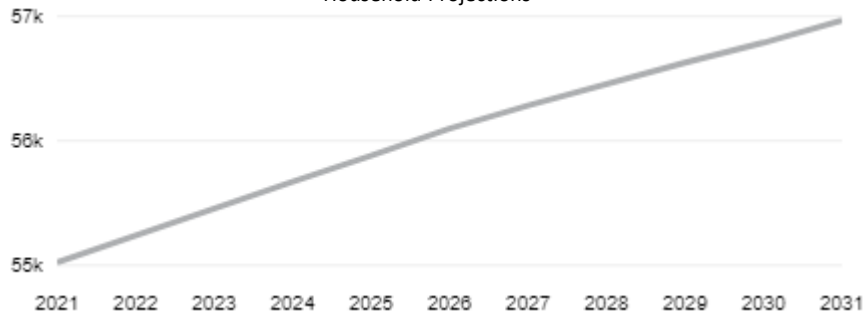
Age of Children at Home



%	15.9	18.4	19.4	19.0	9.9	17.3
Index	101	107	113	107	73	93

**Demographic Trends**

Household Projections



Name	2021	2024	2026	2031
Count	55,024	55,671	56,098	56,968
% Change	-	1.2	2.0	3.5
Index	-	42	42	41

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

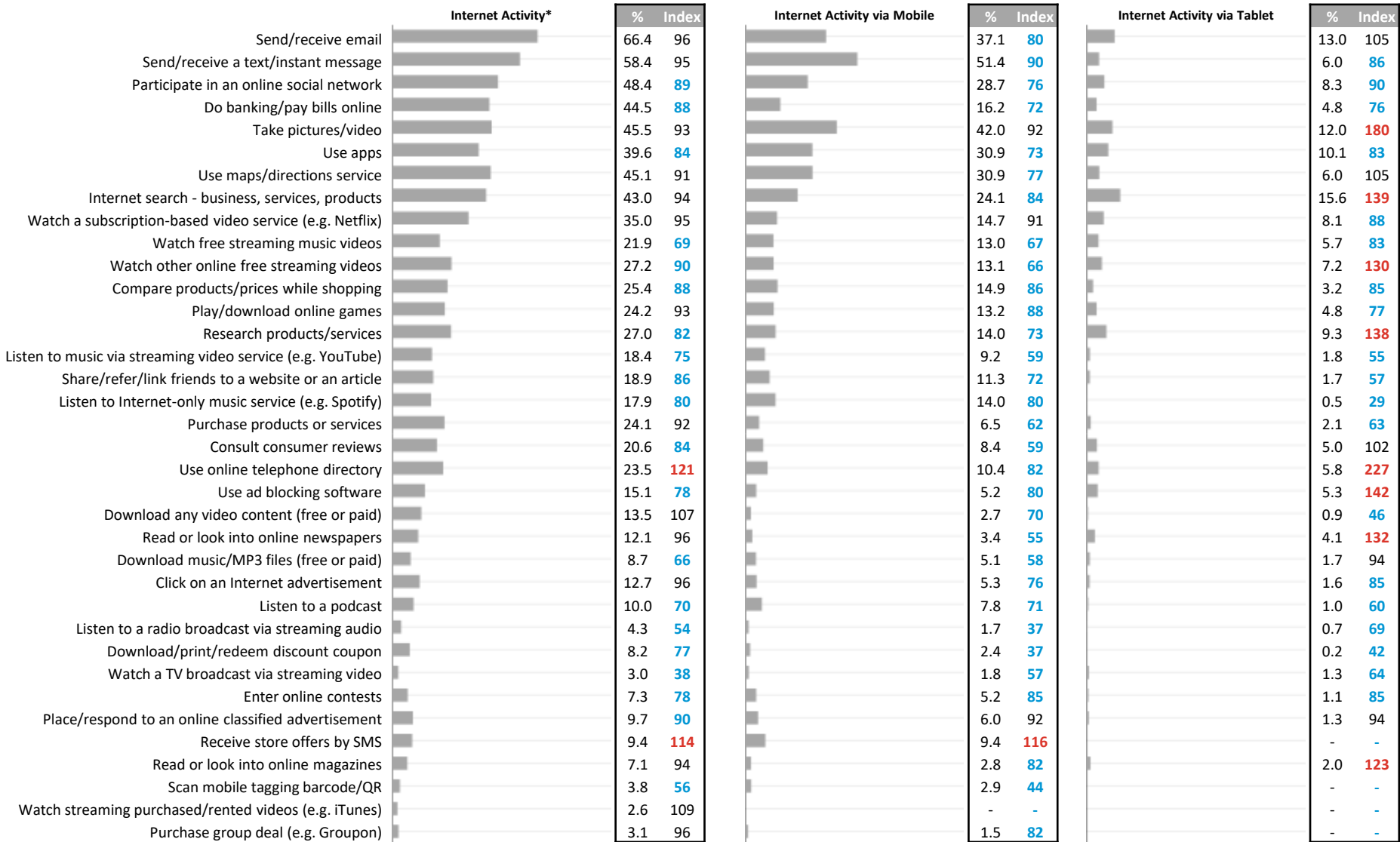
**Loyalty Programs\***

Member



**Internet Activity**

Activity [Past Week]



**Internet Activity**

**Top Website Types\***

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	39.3	92	22.1	82	10.5	107
Access food/recipes content	29.5	101	13.8	89	8.3	110
Access health-related content	20.1	104	7.7	72	4.3	97
Access professional sports content	9.6	92	5.7	76	4.1	164
Access restaurant guides/reviews	13.8	90	8.2	76	2.6	92
Access travel content	12.4	94	4.4	68	2.5	87
Access real estate listings/sites	10.2	91	1.2	28	0.7	36
Access a radio station's website	7.9	86	2.9	58	2.3	165
Access home decor-related content	6.3	76	2.2	52	1.4	80
Access celebrity gossip content	7.7	90	5.8	103	0.6	73
Access a TV station's website	8.4	92	3.4	82	1.2	70
Access fashion or beauty-related content	5.6	63	3.8	61	0.2	16
Access automotive news/content	7.6	117	3.1	72	3.4	274

**Direct Media Usage**

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	46.8	128
Flyers inserted into a community newspaper	46.4	127
Local store catalogues	29.1	139
Coupons	26.9	95
General information from the Internet/websites	26.5	86
Direct email offers	22.4	100
Apps/online flyers	19.7	80
Flyers inserted into a daily newspaper	19.4	109
Yellow Pages (print)	10.9	224
Mail order	10.3	150
Yellow Pages (online)	8.1	237

**Out of Home Advertising**

Noticed Advertising [Past Week]

	%	Index
Billboards	28.7	102
On bus exteriors	16.3	64
On street furniture (e.g. bus benches)	13.1	74
On transit shelters	12.6	66
Inside shopping malls	10.3	69
Inside public washrooms	7.5	80
Digital billboards	6.9	48
Screens inside elevators	5.8	71
Inside buses	5.3	43
On subway/metro platforms	4.8	57
Inside subway/metro cars	3.9	59
Inside movie theaters	3.8	64
On taxis	2.4	75
Inside commuter trains	1.7	26
Inside airports	1.6	41

**Social Media Usage**

**Social Media Overview**

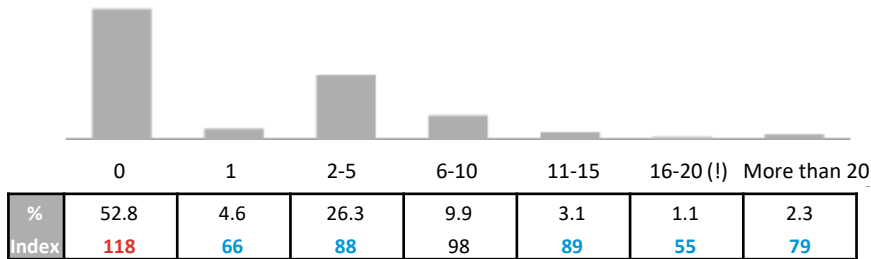
**Internet and Social Media Usage: 43%** search for Businesses, Services and Products online (Average), **9.6%** access Travel Content Websites (Average).

**50.2%** of Backcountry Boomers from British Columbia tend to access social media on their mobile phones during the morning hours (Below Average), **50%** during the afternoon hours (Below Average).

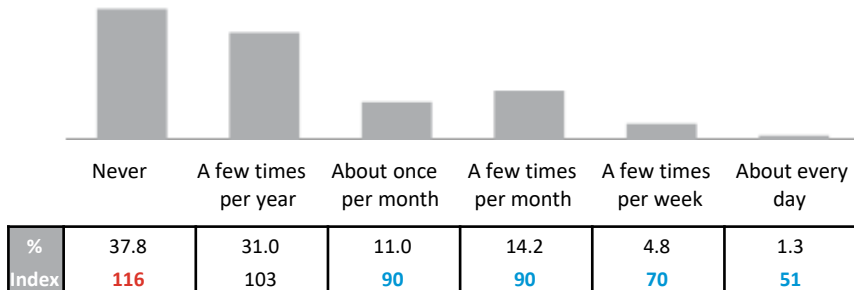
**3.8%** seek recommendations for Vacation/Travel Information via social media (Below Average).

**Brand Interaction**

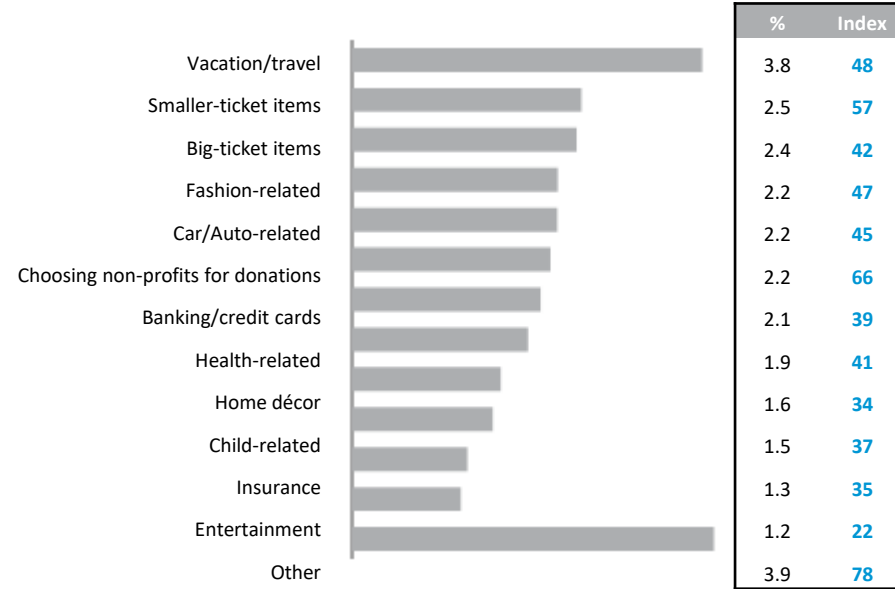
Number of Brands Interacted with via Social Media  
[Past Year]



Rate or Review Products or Services  
[Frequency of Participation]



**Seek Recommendations via Social Media\***



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

**92%** believe that Social Media companies should not be allowed to own or share their personal information (Above Average).

**80%** tend to ignore marketing and advertisements on Social Media (Above Average).

"Social media companies should not be allowed to own or share my personal information" 92%   Index = <b>110</b>	"I tend to ignore marketing and advertisements when I'm in a social media environment" 80%   Index = <b>111</b>
"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company" 71%   Index = 105	"Use SM to stay connected with personal contacts" 49%   Index = 109

**Social Media Usage**

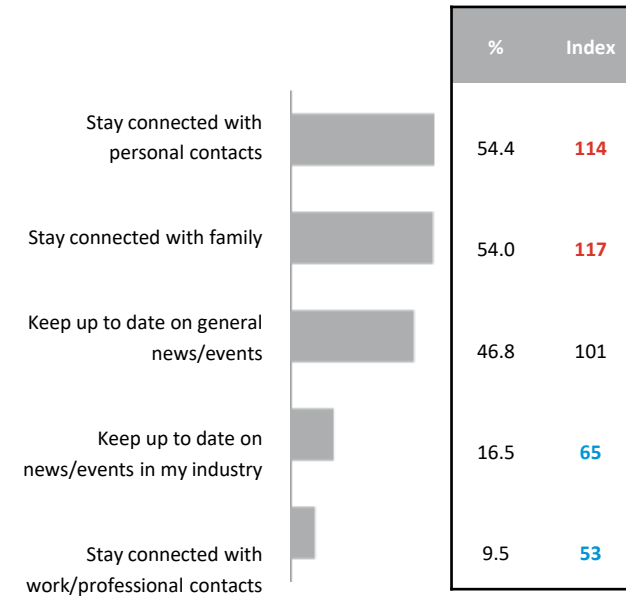
**Frequency of Participation\***

*A few times per week or more*

Participate In	% Comp	Index
View friends' photos online	50.1	105
Read article comments	42.0	106
Chat in online chats	40.1	98
Watch video online	37.5	81
Read status updates/tweets	33.2	90
Listen to radio or stream music online	32.4	92
Share links with friends and colleagues	23.9	82
Play games with others online	16.9	105
Click links in news feeds	14.5	64
Post photos online	13.0	97
Read blogs	12.1	76
Update your status on a social network	10.3	96
Chat in online forums	6.6	64
Comment on articles or blogs	6.5	75
Check in with locations	6.3	71
Rate or review products online	6.0	65
Share your GPS location	4.4	54
Post videos online	3.4	60
Publish blog, Tumblr, online journal	0.9	23

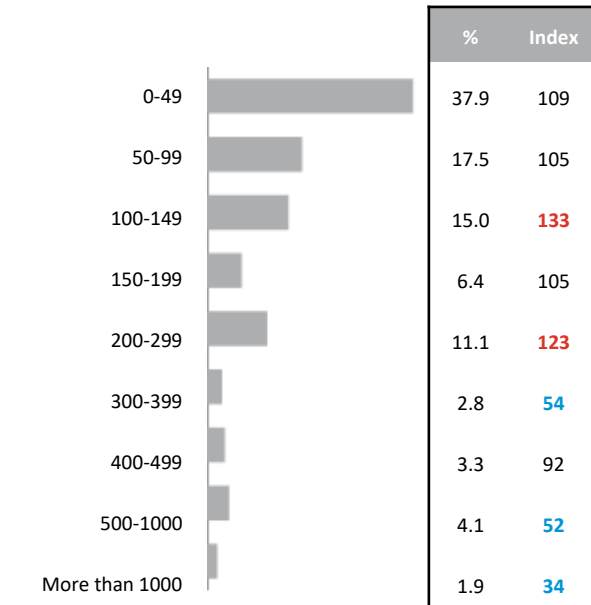
**Social Media Uses\***

*A few times per week or more*



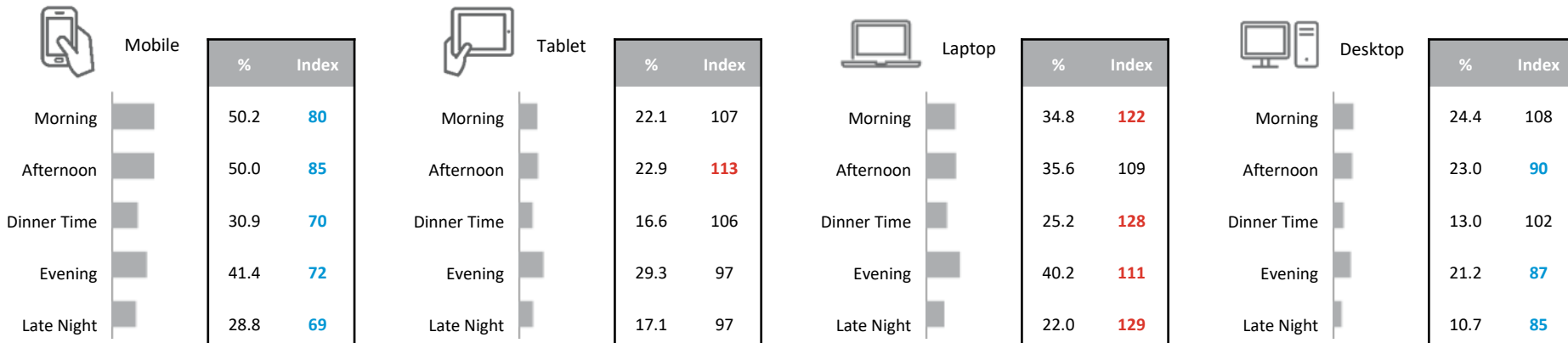
**Number of Connections**

*Across all social media*



**Social Media Access**

*Typically use*

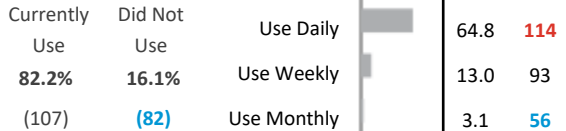


**Social Media Usage**

**Facebook**



Frequency of Use  
[Past Year]

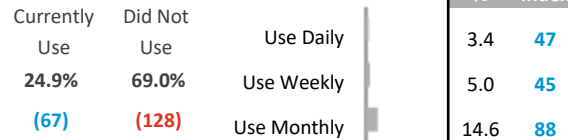


Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	57.6	107
Comment/Like other users' posts	55.1	122
Use Messenger	53.0	121
Watch videos	39.4	101
Watch live videos	14.4	91
Post photos	14.0	104
Update my status	11.1	100
Like or become a fan of a page	8.5	83
Click on an ad	7.8	78
Post videos	4.6	85
Create a Facebook group or fan page	1.8	49
Give to a Facebook fundraiser (!)	0.5	21
Create a Facebook fundraiser (!)	0.5	23

**LinkedIn**



Frequency of Use  
[Past Year]

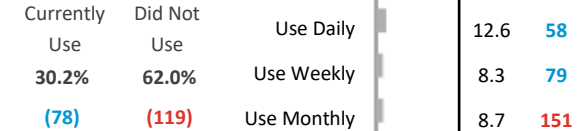


Participate In* (at least a few times per week)	% Comp	Index
View a job posting	2.3	41
Read your newsfeed	2.0	26
Create a connection	1.5	51
Search and review other profiles	1.4	30
Watch videos	1.1	27
Participate in LinkedIn forums (!)	1.0	62
Comment on content	0.8	33
Request a recommendation (!)	0.4	27
Update your profile information	0.3	15
Post an article, video or picture (!)	0.3	19
Click on an ad (!)	0.2	10
Join a LinkedIn group (!)	0.1	11

**Instagram**



Frequency of Use  
[Past Year]

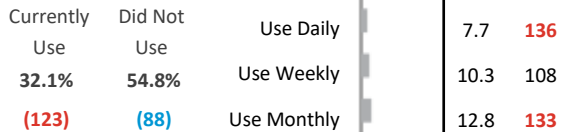


Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	17.4	62
Like photos/videos	14.5	63
Comment on photos/videos	7.4	57
Watch live videos	6.3	57
Send direct messages	5.9	46
Post photos/videos	4.2	53
View a brand's page	3.2	40
Watch IGTV videos	2.2	35
Click on ads	1.8	37

**Pinterest**



Frequency of Use  
[Past Year]

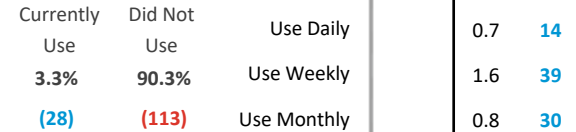


Participate In* (at least a few times per month)	% Comp	Index
View content	2.3	25
Vote on content	1.6	35
Follow specific Subreddits	0.9	18
Post content	0.2	8

**Reddit**



Frequency of Use  
[Past Year]

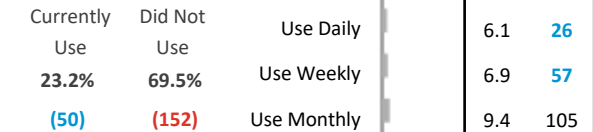


Participate In* (at least a few times per month)	% Comp	Index
View content	2.3	25
Vote on content	1.6	35
Follow specific Subreddits	0.9	18
Post content	0.2	8

**WhatsApp**



Frequency of Use  
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	11.5	37
Send/receive images	9.9	35
Use voice calls	5.6	42
Send/receive documents and files	5.0	36
Use group chats	5.0	23



**Social Media Usage**

**Twitter**



Frequency of Use  
[Past Year]

Currently Use **19.3%** (74)  
Did Not Use **73.4%** (114)  
Use Daily  
Use Weekly  
Use Monthly

%	Index
8.4	<b>70</b>
5.5	<b>75</b>
4.7	<b>85</b>

**YouTube**



Frequency of Use  
[Past Year]

Currently Use **67.8%** (94)  
Did Not Use **21.3%** (128)  
Use Daily  
Use Weekly  
Use Monthly

%	Index
18.5	<b>62</b>
33.4	<b>112</b>
15.4	<b>131</b>

**Snapchat**



Frequency of Use  
[Past Year]

Currently Use **6.7%** (63)  
Did Not Use **87.9%** (107)  
Use Daily  
Use Weekly  
Use Monthly

%	Index
1.3	<b>35</b>
2.5	<b>88</b>
2.6	<b>74</b>

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	11.1	<b>66</b>
Watch videos	4.3	<b>48</b>
Retweet	3.2	<b>58</b>
Send or receive direct messages	3.2	<b>58</b>
Tweet	3.0	<b>48</b>
Respond to tweets	2.7	<b>49</b>
Share a link to a blog post or article of interest	2.4	<b>47</b>
Actively follow new users	1.7	<b>39</b>
Follow users who follow you	1.6	<b>39</b>
Watch live videos	1.3	<b>28</b>
Click on an ad	1.0	<b>30</b>

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	37.5	<b>79</b>
Watch live videos	12.3	<b>85</b>
Like or dislike videos	11.9	<b>80</b>
Leave comment or post response on video	6.5	<b>79</b>
Share videos	4.5	<b>52</b>
Click on an ad	3.8	<b>55</b>
Create and post a video	2.2	<b>68</b>
Embed a video on a web page or blog	1.4	<b>36</b>

Participate In* (at least a few times per week)	% Comp	Index
Send direct text messages	3.2	<b>73</b>
Receive photos/videos	2.7	<b>55</b>
Send photos/videos	1.5	<b>36</b>
Use filters or effects	1.2	<b>38</b>
Use group chat	1.1	<b>39</b>
Use video chat	0.4	<b>22</b>
View ads	0.3	<b>14</b>
Read Snapchat discover/News	0.2	<b>9</b>
View a brand's snaps	0.2	<b>10</b>

**Audio Podcasts**



Currently Use **17.1%** (90)  
Did Not Use **70.9%** (107)

Frequency of Use  
[Past Year]

Use Daily  
Use Weekly  
Use Monthly

%	Index
4.6	<b>77</b>
5.2	<b>73</b>
6.1	<b>115</b>

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	4.6	<b>83</b>
Listen to an educational podcast	4.4	<b>86</b>
Listen to a news podcast	3.8	<b>76</b>
Listen to a business podcast	2.8	<b>76</b>
Subscribe to an educational podcast	1.8	<b>82</b>
Listen to a comedy podcast	1.7	<b>46</b>
Subscribe to a news podcast	1.0	<b>46</b>
Listen to a technology focused podcast	1.0	<b>49</b>
Subscribe to a comedy podcast (!)	0.8	<b>38</b>
Listen to a sports podcast	0.5	<b>26</b>
Subscribe to another genre of podcast	0.5	<b>20</b>
Subscribe to a business podcast (!)	0.4	<b>34</b>
Subscribe to a sports podcast**	0.4	<b>20</b>
Subscribe to a technology podcast (!)	0.3	<b>28</b>

**Other Social Media Platforms**

**Tinder**



Currently Use **1.0%** (38)  
Did Not Use **96.2%** (103)

**Tik Tok**



Currently Use **2.3%** (38)  
Did Not Use **92.7%** (106)

Frequency of Use -Tinder  
[Past Year]

Use Daily (!)  
Use Weekly (!)

%	Index
0.0	<b>3</b>
0.1	<b>15</b>