

**Overview**

Of the 67 PRIZM Clusters identified in Canada, Country & Western rank 5<sup>th</sup>, making up **85,872** households, or **4%** of the total Households in British Columbia (2,018,734).

The Median Household Maintainer Age is **57**, **52.7%** of couples do not have children living at home (Above Average).

Below Average Household Income of **\$97,206** compared to BC at \$113,574.

**Top 3 Social Values:** Attraction to Nature, Emotional Control, and Utilitarian Consumerism.

**Top Tourism Activities:** Hiking/Backpacking, Camping, and Swimming. **Above Average** interest in Cycling, Photography, and Canoeing/Kayaking.

**Above Average** interest for travelling within Canada (Above Average for Vancouver, Banff, Other Alberta, Calgary, Jasper, Ottawa, and Manitoba), Country & Western from British Columbia spent an average of **\$1,750** (Average) on their last vacation.

**83.4%** currently use Facebook, **30.7%** use Instagram (Below Average), **20.5%** use Twitter (Below Average), and **68.9%** use YouTube.

**Market Sizing**



Total Population

Target Group: 205,921 | 4.0%  
Market: 5,102,265



Total Households

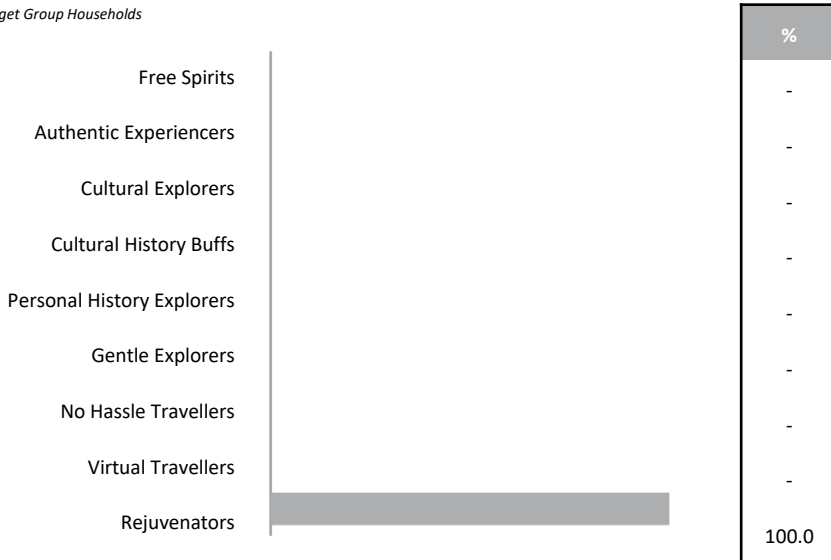
Target Group: 85,872 | 4.3%  
Market: 2,018,734

**Top Geographic Markets**

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Revelstoke, BC (CY)	3.3	74.1	<b>1,739</b>	3,786	0.2
Port Hardy, BC (DM)	1.8	67.2	<b>1,575</b>	2,253	0.1
Golden, BC (T)	1.7	79.4	<b>1,871</b>	1,800	0.1
Rossland, BC (CY)	1.6	77.7	<b>1,829</b>	1,799	0.1
Lake Cowichan, BC (T)	1.5	71.2	<b>1,675</b>	1,857	0.1
Columbia-Shuswap A, BC (RDA)	1.5	92.9	<b>2,191</b>	1,418	0.1
Squamish, BC (DM)	1.5	16.4	<b>387</b>	7,830	0.4
Princeton, BC (T)	1.5	81.0	<b>1,901</b>	1,551	0.1
Mackenzie, BC (DM)	1.4	71.3	<b>1,668</b>	1,708	0.1
Smithers, BC (T)	1.4	56.2	<b>1,321</b>	2,120	0.1

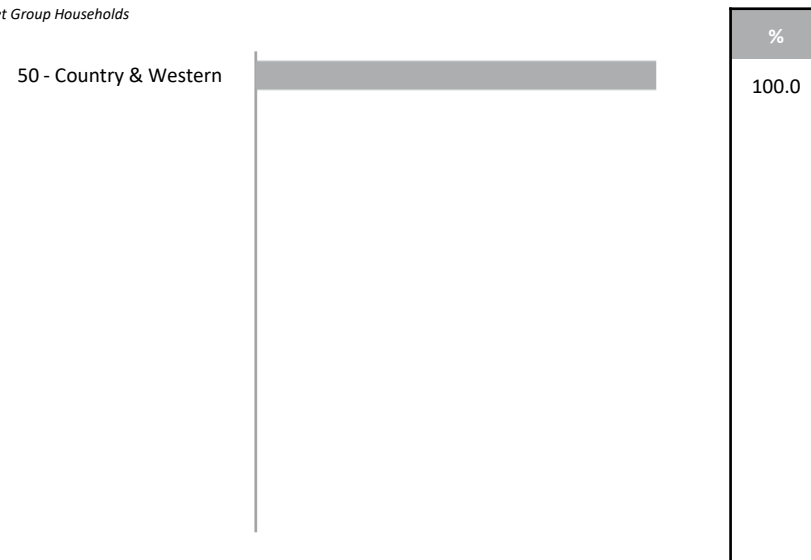
**EQ Segments**

% of Target Group Households

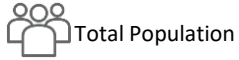


**Top PRIZM Segments**

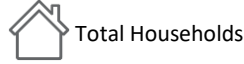
% of Target Group Households



**Demographic Profile**



**Total Population**  
Target Group: 205,921 | 4.0%  
Market: 5,102,265

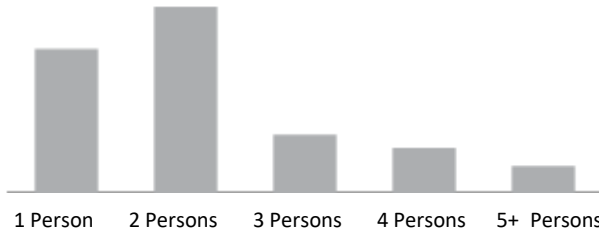


**Total Households**  
Target Group: 85,872 | 4.3%  
Market: 2,018,734

**Average Household Income**

**\$97,206**  
(86)

**Household Size\***



**Median Household Maintainer Age**

**57**  
(107)

**Marital Status\*\***

**60.2%**  
(106)

Married/Common-Law

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

**52.7%**  
(120)

Couples Without Kids at Home

**Education\*\***

**30.5%**  
(104)

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\***

**10.1%**  
(35)

Born outside Canada

**Psychographics\*\***

**Strong Values**

**Weak Values**

Attraction to Nature	132	60	Need for Status Recognition
Emotional Control	132	61	Ostentatious Consumption
Utilitarian Consumerism	129	61	Pursuit of Novelty
Skepticism Towards Advertising	127	64	Pursuit of Intensity
Ecological Fatalism	123	65	Active Government

**Key Social Values**

Attraction to Nature Index = 132	Emotional Control Index = 132	Ecological Fatalism Index = 123
Racial Fusion Index = 118	Community Involvement Index = 115	Brand Apathy Index = 114
Multiculturalism Index = 109	Need for Escape Index = 107	Traditional Family Index = 105
Search for Roots Index = 104	Social Intimacy Index = 104	Primacy of the Family Index = 100

































**Sports & Leisure**

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

Top 5 Activities Participated*	% Comp	Index
Reading	89.9	107
Gardening	65.6	110
Volunteer work	58.8	110
Home exercise & home workout	58.2	107
Hiking & backpacking	58.2	116

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	44.6	85
Parks & city gardens	39.5	91
Bars & restaurant bars	34.1	93
National or provincial park	33.9	118
Movies at a theatre/drive-in	28.6	78

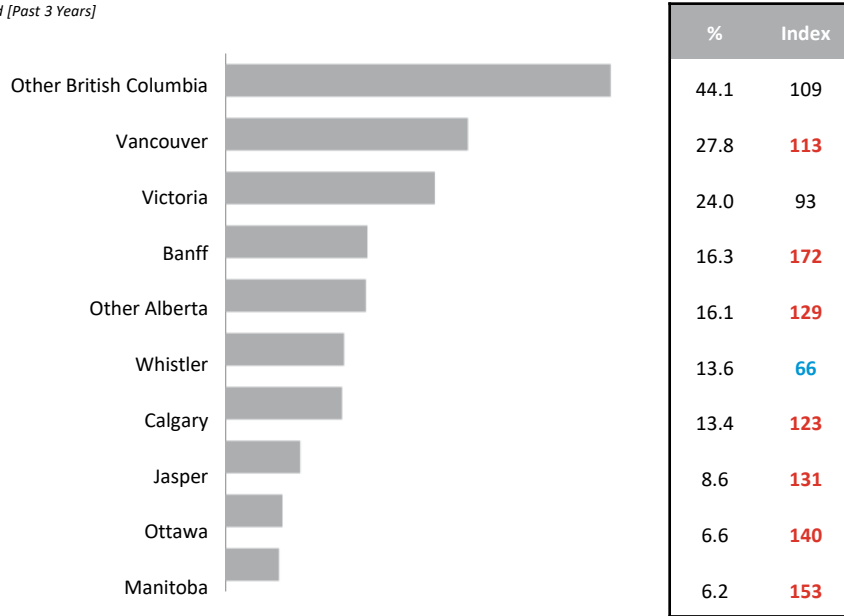
**Key Tourism Activities\*\***

Hiking & backpacking  58.2% <b>(116)</b>	Camping  54.3% <b>(108)</b>	Swimming  53.0% <b>(101)</b>	Cycling  51.5% <b>(112)</b>	Photography  47.3% <b>(121)</b>	Canoeing & kayaking  42.9% <b>(122)</b>	Parks & city gardens  39.5% <b>(91)</b>	Fishing & hunting  37.6% <b>(153)</b>
Bars & restaurant bars  34.1% <b>(93)</b>	National or provincial park  33.9% <b>(118)</b>	Cross country skiing & snowshoeing  32.7% <b>(133)</b>	Golfing  29.4% <b>(111)</b>	Historical sites  26.0% <b>(134)</b>	Ice skating  22.9% <b>(101)</b>	ATV & snowmobiling  18.8% <b>(155)</b>	Pilates & yoga  17.5% <b>(77)</b>
Zoos & aquariums  17.2% <b>(106)</b>	Downhill skiing  16.9% <b>(89)</b>	Specialty movie theatres/IMAX  16.0% <b>(76)</b>	Theme parks, waterparks & water slides  15.0% <b>(123)</b>	Sporting events  14.9% <b>(87)</b>	Hockey  11.4% <b>(98)</b>	Power boating & jet skiing  11.3% <b>(93)</b>	Beer, food & wine festivals  10.8% <b>(97)</b>
Adventure sports  9.5% <b>(80)</b>	Video arcades & indoor amusement centres  9.1% <b>(59)</b>	Music festivals  7.7% <b>(92)</b>	Curling  7.3% <b>(93)</b>	Film festivals  5.3% <b>(86)</b>	Inline skating  4.4% <b>(98)</b>	Snowboarding  4.1% <b>(49)</b>	Food & wine shows  3.8% <b>(95)</b>

**Travel Profile**

**Top Canadian Destinations\***

Visited [Past 3 Years]



**Vacation Booking\***

Used [Past 3 Years]

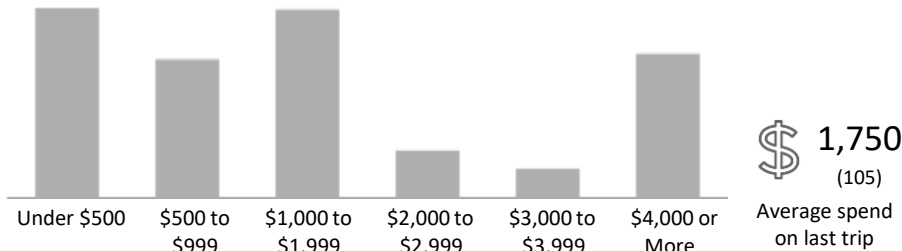


Booked With [Past Year]\*\*



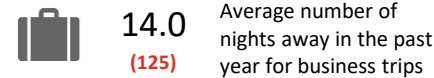
**Vacation Spending**

Spent Last Vacation

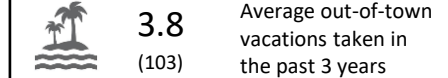


**Travel Type & Frequency**

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 48.5% <b>(86)</b>	 Friends/relatives 46.0% <b>(108)</b>	 All-inclusive resort 14.2% <b>(91)</b>	 Camping 25.2% <b>(105)</b>	 Vacation rental by owner 19.2% <b>(81)</b>	 Motel 28.2% <b>(144)</b>	 Cottage 8.9% <b>(96)</b>
 B&B 9.8% <b>(71)</b>	 Condo/apartment 7.7% <b>(60)</b>	 RV/camper 17.7% <b>(139)</b>	 Cruise ship 11.2% <b>(99)</b>	 Package tours 3.0% <b>(61)</b>	 Spa resort 3.7% <b>(68)</b>	 Boat 3.3% <b>(89)</b>









**Airline Preferences\*\***

Flown [Past Year]

 Air Canada 22.7% <b>(62)</b>	 West Jet 31.8% <b>(105)</b>	 Air Transat 3.1% <b>(49)</b>	 Porter Airlines 0.1% <b>(94)</b>	 Other Canadian 4.9% <b>(88)</b>
 Delta Airlines 3.0% <b>(55)</b>	 United Airlines 7.2% <b>(114)</b>	 American Airlines 3.1% <b>(71)</b>	 Other American 6.3% <b>(77)</b>	
 European Airlines 6.2% <b>(82)</b>	 Asian Airlines 2.3% <b>(37)</b>	 Other Charter 1.5% <b>(71)</b>	 Other 5.5% <b>(79)</b>	

**Car Rental\***

Rented From [Past Year]

 Enterprise 3.4% <b>(68)</b>	 Budget 5.9% <b>(151)</b>	 Avis 2.8% <b>(133)</b>	 U-Haul 2.5% <b>(170)</b>
 Hertz 1.4% <b>(64)</b>	 National (!) 3.2% <b>(113)</b>	 Discount (!) 0.1% <b>(15)</b>	 Other Rentals 2.0% <b>(54)</b>

**Media**

**Overall Level of Use**

**Radio**



13 hours/week

**(114)**

**Television**



1,447 minutes/week

**(124)**

**Newspaper**



1 hours/week

**(106)**

**Magazine**



11 minutes/day

**(137)**

**Internet**



223 minutes/day

**(94)**

**Top Radio Programs\***

Programs [Weekly]

	%	Index
News/Talk	33.7	95
Multi/Variety/Specialty	20.6	<b>140</b>
Adult Contemporary	16.4	<b>84</b>
Classic Hits	15.7	<b>116</b>
Today's Country	8.2	<b>89</b>
Classic Rock	7.9	<b>81</b>
AOR/Mainstream Rock	7.8	<b>205</b>
Not Classified	7.5	103
Classic Country	4.6	<b>344</b>
Mainstream Top 40/CHR	4.0	<b>33</b>

**Top Television Programs\***

Programs [Average Week]

	%	Index
Evening local news	53.9	<b>130</b>
Movies	43.9	101
News/current affairs	38.2	<b>119</b>
Suspense/crime dramas	33.4	<b>115</b>
Primetime serial dramas	32.4	108
Documentaries	30.1	<b>121</b>
Morning local news	28.3	<b>124</b>
Cooking programs	25.6	<b>116</b>
Situation comedies	23.7	107
Home renovation/decoration shows	22.6	98

**Top Newspaper Sections\***

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	59.1	105
International News & World	55.7	107
National News	55.2	103
Health	33.2	98
Editorials	30.6	99
Food	28.8	99
Movie & Entertainment	28.0	92
Sports	25.2	104
Travel	24.1	96
Business & Financial	22.0	<b>88</b>

**Top Magazine Publications\***

Read [Past Month]

	%	Index
Other English-Canadian	10.9	107
Other U.S. magazines	8.7	<b>90</b>
Maclean's	7.3	109
National Geographic	7.2	<b>120</b>
Reader's Digest	7.0	<b>129</b>
Canadian Living	6.2	103
Canadian Geographic	5.7	<b>174</b>
Air Canada enRoute	4.5	<b>134</b>
Time	4.0	<b>146</b>
CAA Magazine	4.0	104

**Top Internet Activities\***

Activity [Past Week]

	%	Index
Send/receive email	66.4	96
Send/receive a text/instant message	64.4	104
Participate in an online social network	52.8	97
Do banking/pay bills online	47.0	93
Internet search - business, services, products	46.2	101
Take pictures/video	46.1	94
Use maps/directions service	43.5	<b>88</b>
Access a news site	41.9	98
Use apps	40.2	<b>85</b>
Watch a subscription-based video service	32.5	<b>88</b>

**Top Mobile Activities\***

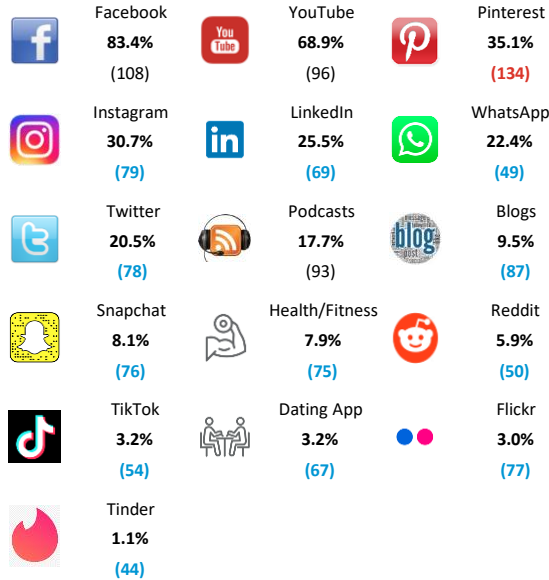
Activity [Past Week]

	%	Index
Send/receive a text/instant message	59.2	104
Take pictures/video	43.3	95
Send/receive email	38.8	<b>84</b>
Use apps	33.5	<b>79</b>
Use maps/directions service	33.3	<b>83</b>
Participate in an online social network	30.4	<b>80</b>
Internet search - business, services, products	25.4	<b>89</b>
Access a news site	20.8	<b>77</b>
Do banking/pay bills online	18.7	<b>83</b>
Watch free streaming music videos	17.3	<b>89</b>

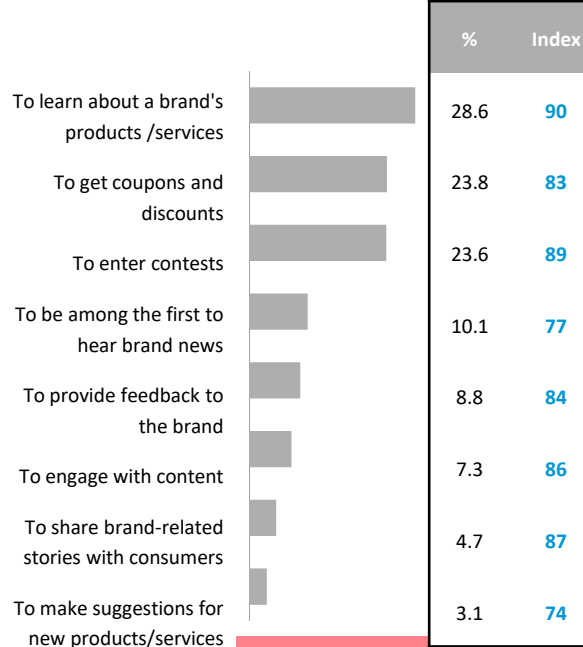
**Media**

**Social Media Platforms**

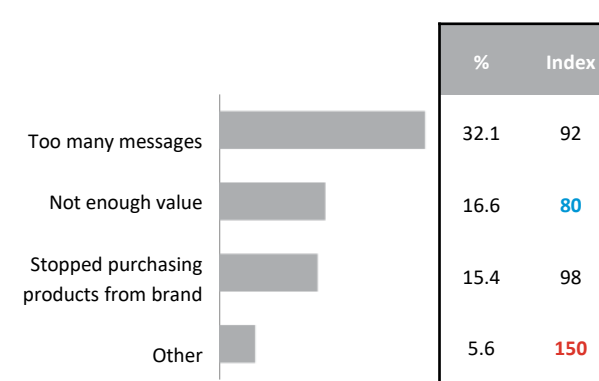
Usage [Currently Use]



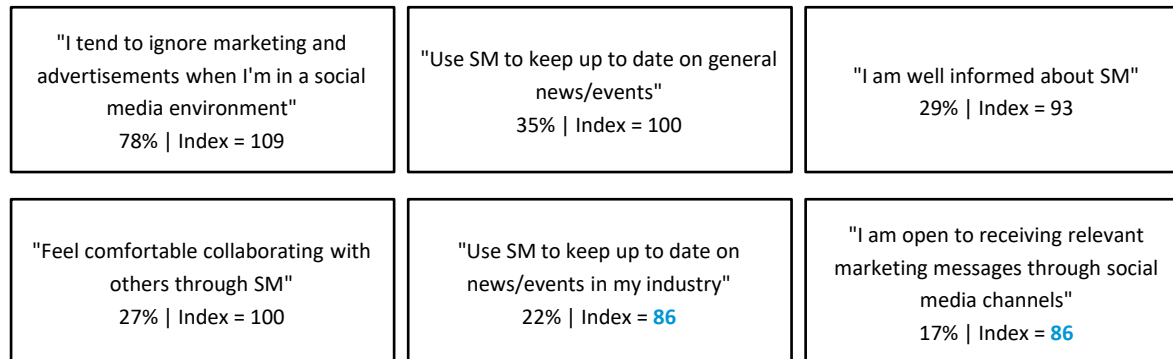
**Reasons to Follow Brands**



**Reasons to Unfollow Brands**

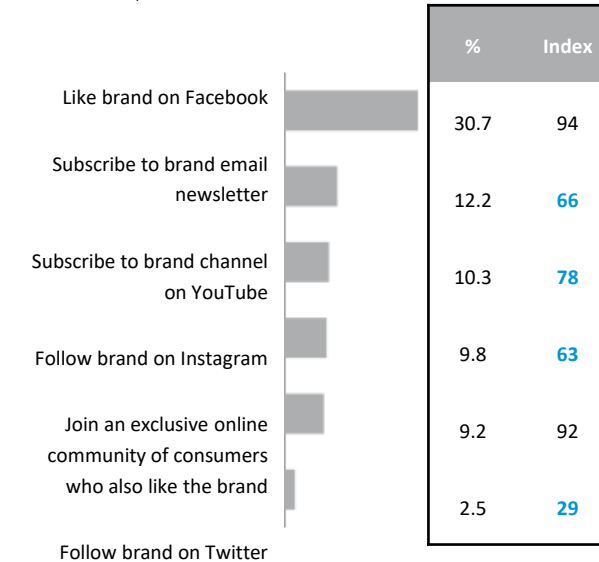


**Social Media Attitudes**



**Actions Taken using Social Media**

Variables with Response "Yes"



**Product Preferences**

Variables with "Agree" Statements

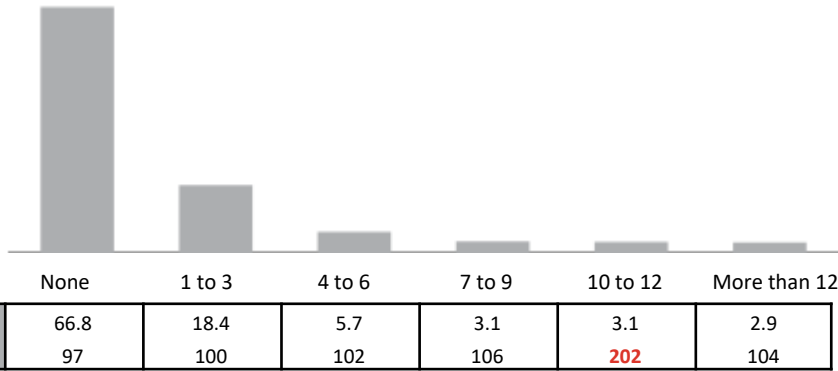
"I consider myself to be informed on current events or issues" 77%   Index = 109	"I have tried a product/service based on a personal recommendation" 75%   Index = 102	"I generally achieve what I set out to do" 74%   Index = 107	"I would like to eat healthy foods more often" 70%   Index = 94	"I like to cook" 70%   Index = <b>123</b>
"I make an effort to buy local produce/products" 70%   Index = 109	"I value companies who give back to the community" 69%   Index = 103	"Family life and having children are most important to me" 67%   Index = <b>119</b>	"When I shop online I prefer to support Canadian retailers" 64%   Index = <b>113</b>	"I am very concerned about the nutritional content of food products I buy" 63%   Index = 96
"It's important to buy products from socially-responsible/environmentally-friendly companies" 55%   Index = 98	"I am interested in learning about different cultures" 55%   Index = 96	"I like to try new places to eat" 53%   Index = 97	"I like to try new and different products" 49%   Index = 103	"I am adventurous/"outdoorsy" 48%   Index = <b>116</b>
"I offer recommendations of products/services to other people" 47%   Index = <b>89</b>	"Free-trial/product samples can influence my purchase decisions" 39%   Index = 97	"I am willing to pay more for eco-friendly products" 32%   Index = <b>87</b>	"Vegetarianism is a healthy option" 30%   Index = <b>81</b>	"I prefer to shop online for convenience" 29%   Index = 95
"Staying connected via social media is very important to me" 25%   Index = 92	"Advertising is an important source of information to me" 24%   Index = <b>110</b>	"I lead a fairly busy social life" 23%   Index = <b>88</b>	"I consider myself to be sophisticated" 18%   Index = 91	"I enjoy being extravagant/indulgent" 16%   Index = <b>88</b>



**Product Preferences**

**Beer Consumption**

Drinks [Past Week]



**Drinks**

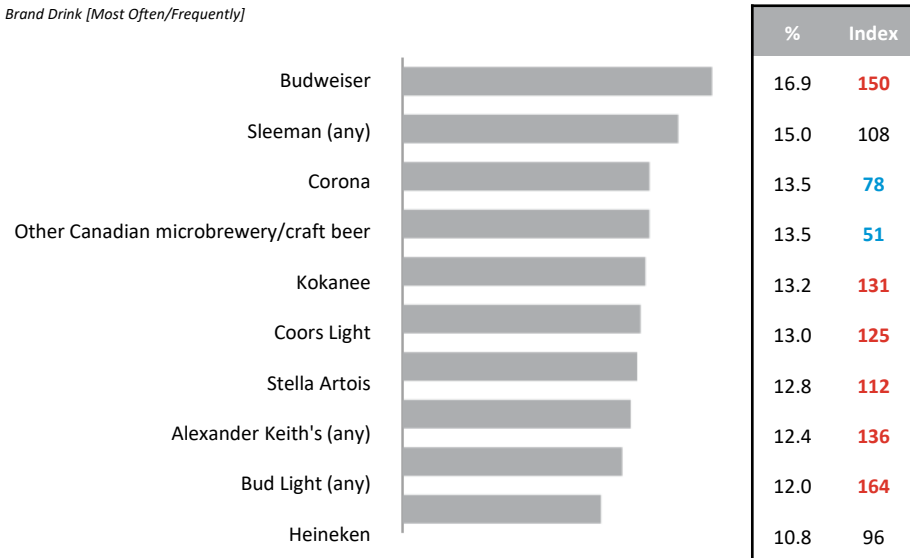
Drank [Past Month]	% Comp	Index
Canadian wine	29.0	135
Liqueurs (any)	18.5	166
Cider	13.6	115

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	15.7	100

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	13.5	51

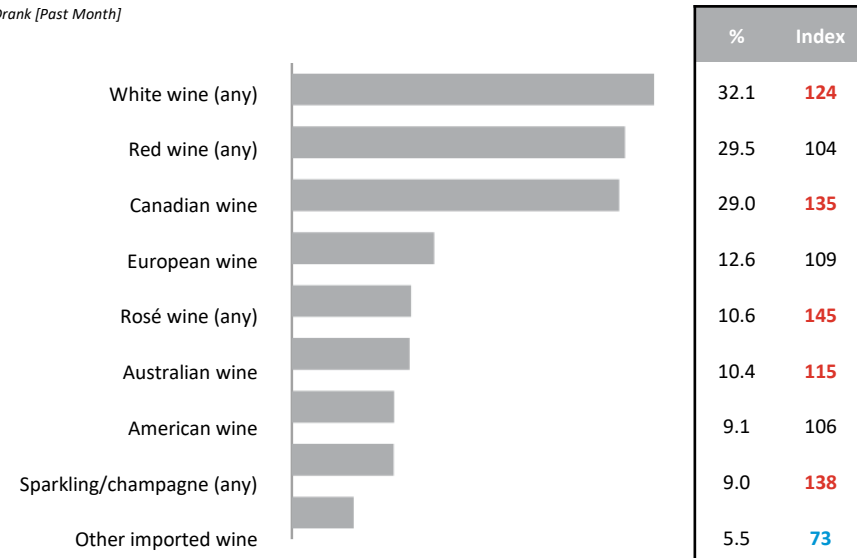
**Top 10 Beers\***

Brand Drink [Most Often/Frequently]



**Wine Details**

Drank [Past Month]

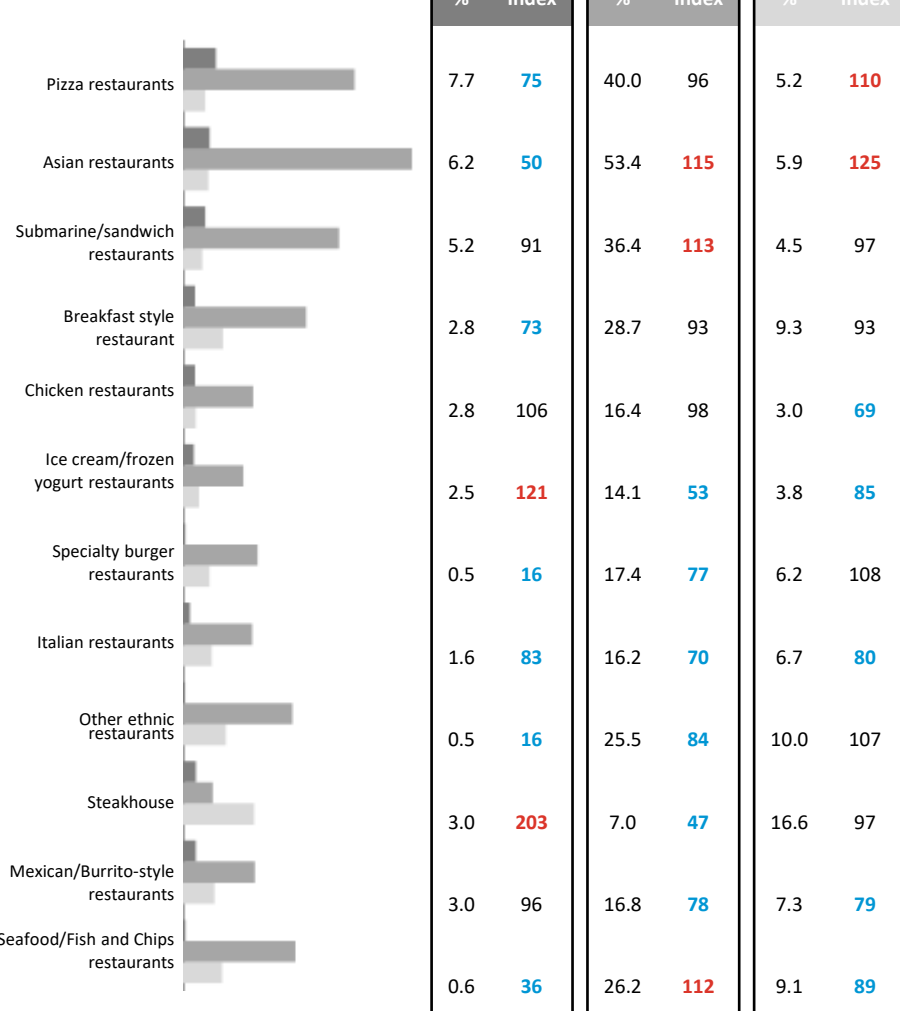


**Product Preferences**

**Restaurant Type Visited\***

Frequency of Visiting [Past Year]

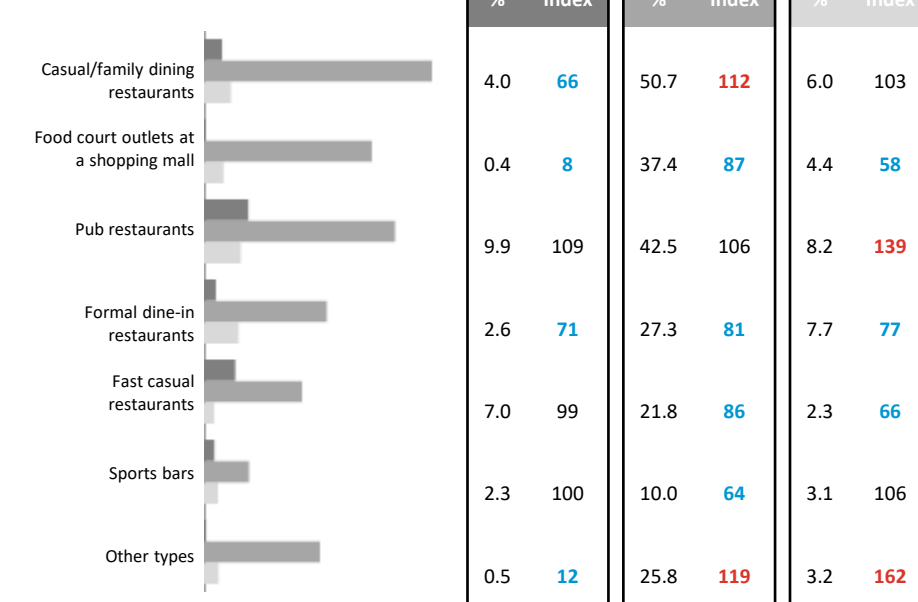
■ Once a month or more ■ 2-11 times per year ■ Once a year



**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

34.2%  
**(111)**



Other Organic Food

18.7%  
**(113)**



Organic Meat

11.1%  
**(107)**

**Product Preferences**

**Demographics**



Rent  
22.3%  
(69)

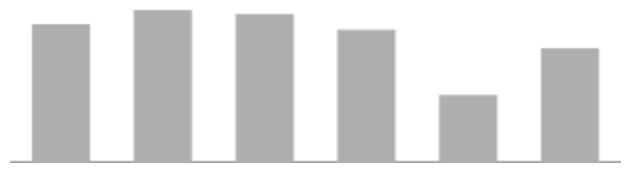


Own  
76.1%  
(113)



Households with  
Children at Home  
30.9%  
(83)

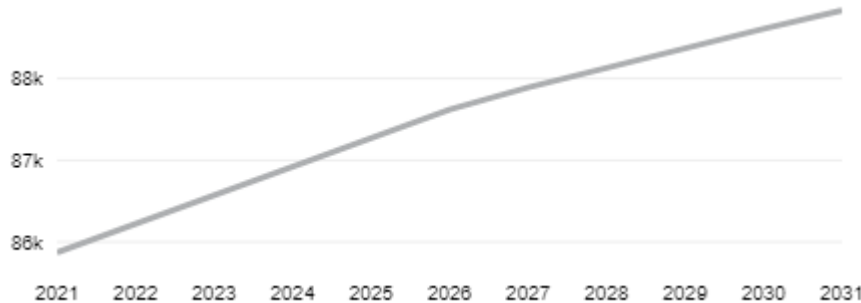
Age of Children at Home



	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25 or more
%	18.4	20.2	19.7	17.6	9.0	15.1
Index	116	118	114	100	66	82

**Demographic Trends**

Household Projections



Name	2021	2024	2026	2031
Count	85,872	86,929	87,619	88,832
% Change	-	1.2	2.0	3.4
Index	-	44	44	40

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*	%	Index	Internet Activity via Mobile	%	Index	Internet Activity via Tablet	%	Index
Send/receive email	66.4	96	38.8	84	12.8	103			
Send/receive a text/instant message	64.4	104	59.2	104	6.2	89			
Participate in an online social network	52.8	97	30.4	80	10.6	114			
Do banking/pay bills online	47.0	93	18.7	83	7.7	123			
Take pictures/video	46.1	94	43.3	95	11.8	177			
Use apps	40.2	85	33.5	79	8.1	66			
Use maps/directions service	43.5	88	33.3	83	6.5	114			
Internet search - business, services, products	46.2	101	25.4	89	14.6	130			
Watch a subscription-based video service (e.g. Netflix)	32.5	88	16.0	99	7.2	78			
Watch free streaming music videos	30.9	98	17.3	89	6.1	89			
Watch other online free streaming videos	27.3	90	16.7	85	6.5	116			
Compare products/prices while shopping	24.5	84	11.9	68	2.7	70			
Play/download online games	23.4	90	12.8	85	4.3	69			
Research products/services	29.2	88	14.7	76	7.9	117			
Listen to music via streaming video service (e.g. YouTube)	19.7	81	10.5	67	2.9	91			
Share/refer/link friends to a website or an article	18.4	84	12.5	80	3.0	98			
Listen to Internet-only music service (e.g. Spotify)	17.6	79	12.3	71	0.5	26			
Purchase products or services	28.4	108	9.4	90	2.9	87			
Consult consumer reviews	22.2	90	10.8	75	5.4	112			
Use online telephone directory	20.0	103	12.0	95	4.4	173			
Use ad blocking software	16.2	83	4.8	74	6.3	168			
Download any video content (free or paid)	10.4	82	2.0	51	1.3	66			
Read or look into online newspapers	11.3	90	1.8	30	3.3	105			
Download music/MP3 files (free or paid)	8.9	68	5.9	68	0.8	45			
Click on an Internet advertisement	12.0	90	6.2	87	1.8	96			
Listen to a podcast	9.4	66	7.2	65	1.7	103			
Listen to a radio broadcast via streaming audio	5.1	64	3.2	68	1.0	102			
Download/print/redeem discount coupon	8.0	74	3.3	51	0.1	10			
Watch a TV broadcast via streaming video	4.2	53	2.2	70	1.3	60			
Enter online contests	6.5	70	5.0	83	0.6	45			
Place/respond to an online classified advertisement	11.1	104	8.3	126	1.7	126			
Receive store offers by SMS	8.7	106	8.7	108	-	-			
Read or look into online magazines	7.8	103	2.3	68	1.9	118			
Scan mobile tagging barcode/QR	3.5	52	2.8	43	-	-			
Watch streaming purchased/rented videos (e.g. iTunes)	1.8	73	-	-	-	-			
Purchase group deal (e.g. Groupon)	3.1	95	1.7	97	-	-			

**Internet Activity**

**Top Website Types\***

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	41.9	98	20.8	77	11.9	121
Access food/recipes content	28.5	97	12.6	81	6.9	92
Access health-related content	18.6	96	9.1	85	4.4	101
Access professional sports content	12.0	115	8.0	107	3.7	149
Access restaurant guides/reviews	13.0	85	8.0	74	2.3	82
Access travel content	11.7	89	4.9	76	2.9	100
Access real estate listings/sites	9.4	84	1.4	33	0.7	33
Access a radio station's website	5.5	60	2.0	40	1.4	100
Access home decor-related content	7.6	93	3.7	88	0.7	41
Access celebrity gossip content	8.4	98	6.0	106	0.9	112
Access a TV station's website	7.7	84	3.0	73	1.3	75
Access fashion or beauty-related content	5.8	66	4.1	67	0.1	12
Access automotive news/content	7.9	122	4.3	99	2.9	231

**Direct Media Usage**

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers inserted into a community newspaper	46.0	126
Flyers delivered to the door or in the mail	45.0	123
General information from the Internet/websites	27.8	90
Coupons	26.7	94
Local store catalogues	25.9	123
Apps/online flyers	21.7	88
Direct email offers	20.1	89
Flyers inserted into a daily newspaper	20.0	112
Yellow Pages (print)	11.1	229
Mail order	10.0	146
Yellow Pages (online)	9.7	284

**Out of Home Advertising**

Noticed Advertising [Past Week]

	%	Index
Billboards	26.3	93
On bus exteriors	15.1	60
On street furniture (e.g. bus benches)	12.3	69
On transit shelters	10.8	56
Digital billboards	10.7	75
Inside shopping malls	7.5	50
Inside public washrooms	5.4	57
Screens inside elevators	5.4	66
Inside buses	5.3	44
Inside subway/metro cars	4.9	74
On subway/metro platforms	4.4	53
Inside movie theaters	3.7	61
Inside airports	2.2	56
On taxis	2.0	63
Inside commuter trains	1.5	22

**Social Media Usage**

**Social Media Overview**

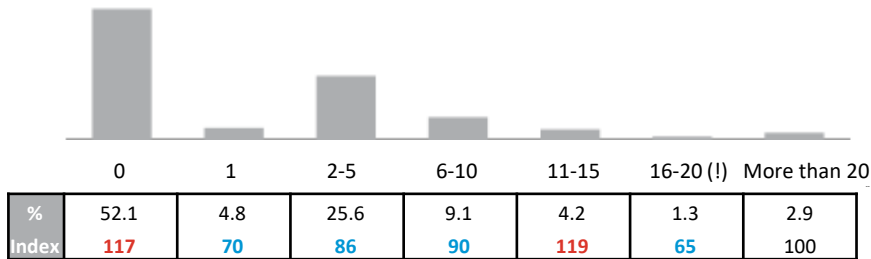
**Internet and Social Media Usage: 46.2%** search for Businesses, Services and Products online (Average), **12%** access Travel Content Websites (Above Average).

**52.6%** of Country & Western from British Columbia tend to access social media on their mobile phones during the morning hours (Below Average), **51.1%** during the afternoon hours (Below Average).

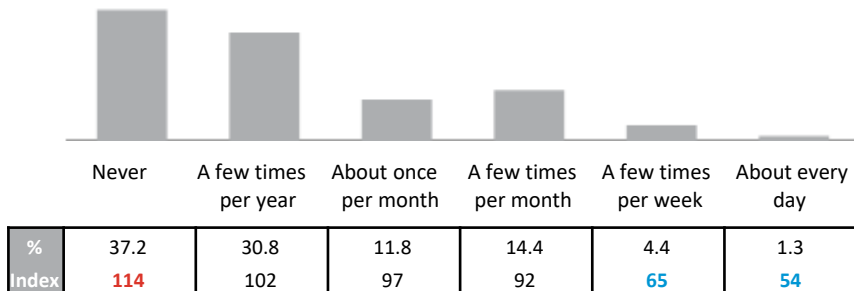
**3%** seek recommendations for Vacation/Travel Information via social media (Below Average).

**Brand Interaction**

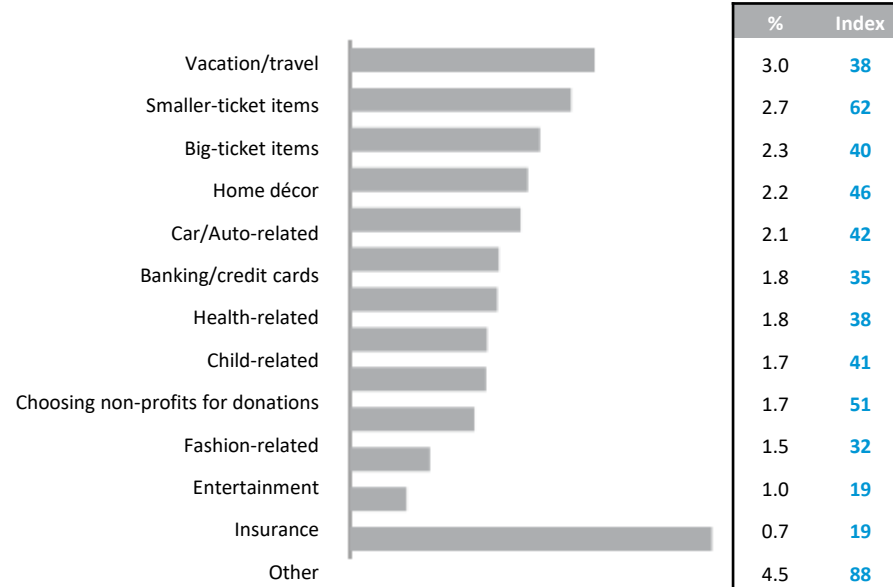
Number of Brands Interacted with via Social Media  
[Past Year]



Rate or Review Products or Services  
[Frequency of Participation]



**Seek Recommendations via Social Media\***



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

**93%** believe that Social Media companies should not be allowed to own or share their personal information (Above Average).

**78%** tend to ignore marketing and advertisements on Social Media (Average).

"Social media companies should not be allowed to own or share my personal information" 93%   Index = 111	"I tend to ignore marketing and advertisements when I'm in a social media environment" 78%   Index = 109
"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company" 72%   Index = 106	"Use SM to stay connected with personal contacts" 51%   Index = 114

**Social Media Usage**

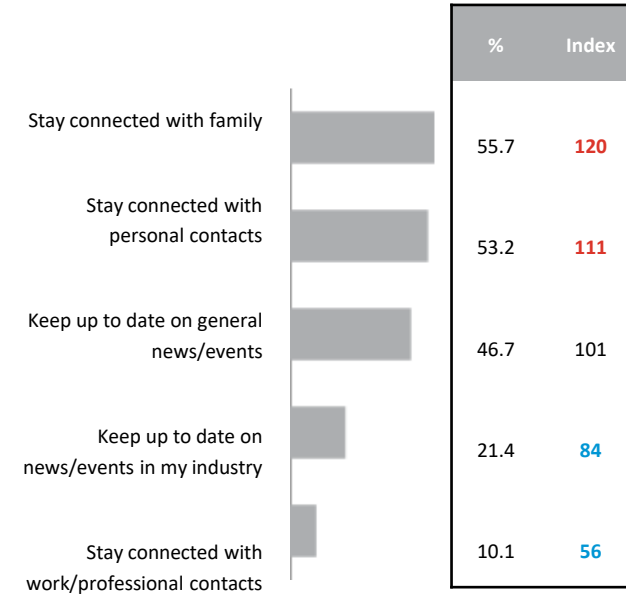
**Frequency of Participation\***

*A few times per week or more*

Participate In	% Comp	Index
View friends' photos online	53.6	112
Read article comments	43.5	110
Watch video online	39.7	86
Chat in online chats	38.8	95
Read status updates/tweets	36.0	97
Listen to radio or stream music online	30.2	86
Share links with friends and colleagues	24.7	85
Play games with others online	19.0	118
Click links in news feeds	16.2	71
Post photos online	13.7	102
Read blogs	10.8	67
Update your status on a social network	9.9	92
Chat in online forums	7.1	69
Comment on articles or blogs	5.9	68
Rate or review products online	5.8	62
Check in with locations	5.5	62
Post videos online	4.9	87
Share your GPS location	3.8	46
Publish blog, Tumblr, online journal	1.0	28

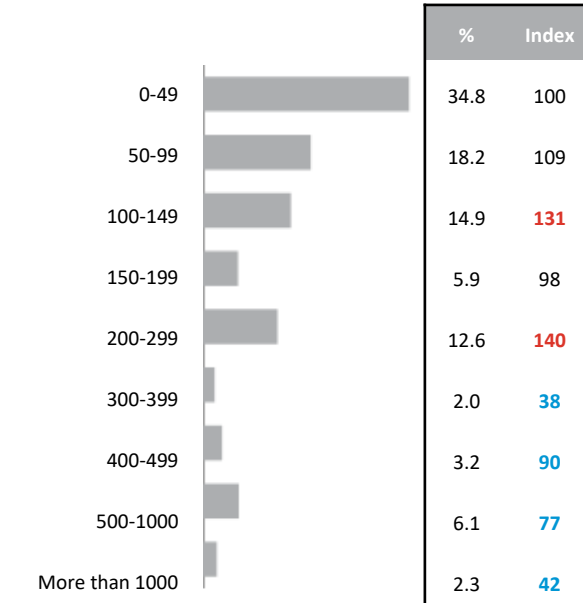
**Social Media Uses\***

*A few times per week or more*



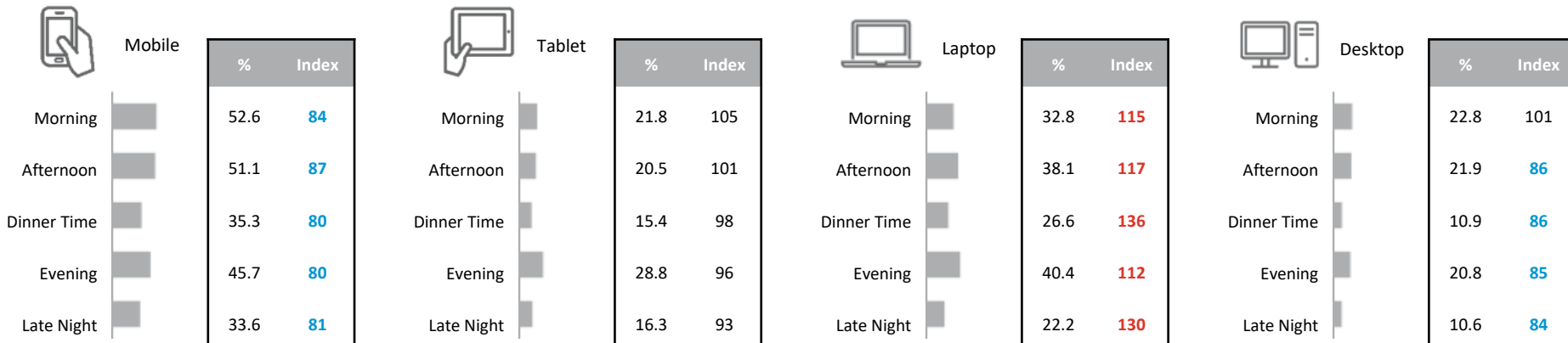
**Number of Connections**

*Across all social media*



**Social Media Access**

*Typically use*

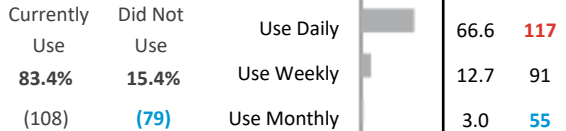


**Social Media Usage**

**Facebook**



Frequency of Use  
[Past Year]

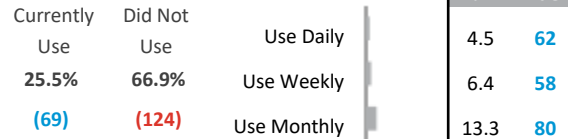


Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	58.5	109
Comment/Like other users' posts	55.6	123
Use Messenger	53.4	122
Watch videos	42.5	109
Watch live videos	16.1	101
Post photos	15.3	113
Update my status	11.5	103
Like or become a fan of a page	8.3	81
Click on an ad	7.1	70
Post videos	5.0	93
Create a Facebook group or fan page	2.5	66
Give to a Facebook fundraiser (!)	0.4	16
Create a Facebook fundraiser (!)	0.4	18

**LinkedIn**



Frequency of Use  
[Past Year]

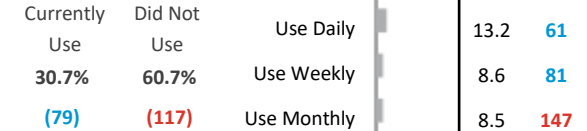


Participate In* (at least a few times per week)	% Comp	Index
View a job posting	4.0	71
Read your newsfeed	3.3	43
Watch videos	2.2	55
Create a connection	1.5	52
Search and review other profiles	1.5	32
Comment on content	1.1	45
Participate in LinkedIn forums (!)	0.9	56
Request a recommendation (!)	0.5	30
Post an article, video or picture (!)	0.4	25
Click on an ad (!)	0.4	19
Update your profile information	0.3	17
Join a LinkedIn group (!)	0.1	11

**Instagram**



Frequency of Use  
[Past Year]

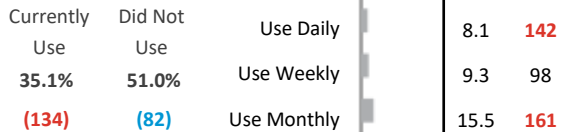


Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	18.6	66
Like photos/videos	17.0	74
Comment on photos/videos	8.3	64
Watch live videos	7.9	72
Send direct messages	7.1	56
Post photos/videos	4.9	62
View a brand's page	4.3	53
Watch IGTV videos	2.6	40
Click on ads	1.9	41

**Pinterest**



Frequency of Use  
[Past Year]

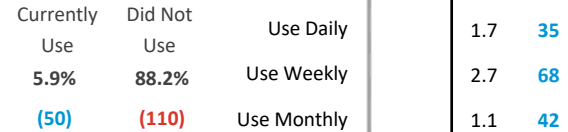


Participate In* (at least a few times per month)	% Comp	Index
View content	4.3	47
Vote on content	3.2	69
Follow specific Subreddits	2.2	42
Post content	0.5	18

**Reddit**



Frequency of Use  
[Past Year]

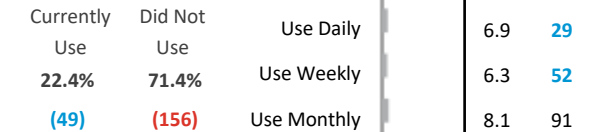


Participate In* (at least a few times per month)	% Comp	Index
View content	4.3	47
Vote on content	3.2	69
Follow specific Subreddits	2.2	42
Post content	0.5	18

**WhatsApp**



Frequency of Use  
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	12.2	39
Send/receive images	11.0	38
Use group chats	7.2	33
Send/receive documents and files	5.4	39
Use voice calls	4.9	37



**Social Media Usage**

**Twitter**



Frequency of Use  
[Past Year]

Currently Use **20.5%** (78)  
Did Not Use **71.6%** (111)  
Use Daily  
Use Weekly  
Use Monthly

%	Index
7.7	64
7.1	96
4.6	83

**YouTube**



Frequency of Use  
[Past Year]

Currently Use **68.9%** (96)  
Did Not Use **18.3%** (110)  
Use Daily  
Use Weekly  
Use Monthly

%	Index
17.4	59
36.3	122
14.4	122

**Snapchat**



Frequency of Use  
[Past Year]

Currently Use **8.1%** (76)  
Did Not Use **86.9%** (105)  
Use Daily  
Use Weekly  
Use Monthly

%	Index
2.6	69
2.5	85
2.6	75

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	11.4	67
Tweet	4.3	68
Watch videos	4.1	46
Send or receive direct messages	3.5	62
Retweet	3.5	62
Share a link to a blog post or article of interest	2.8	55
Respond to tweets	2.5	46
Actively follow new users	2.1	49
Follow users who follow you	2.0	48
Click on an ad	1.1	36
Watch live videos	1.1	24

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	38.5	81
Like or dislike videos	11.5	78
Watch live videos	10.7	74
Leave comment or post response on video	7.1	86
Share videos	4.9	58
Click on an ad	4.0	58
Create and post a video	2.4	73
Embed a video on a web page or blog	2.2	56

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	3.8	76
Send direct text messages	3.5	80
Send photos/videos	2.9	68
Use filters or effects	1.8	57
Use group chat	1.8	64
Use video chat	0.9	47
Read Snapchat discover/News	0.8	35
View a brand's snaps	0.5	28
View ads	0.5	27

**Audio Podcasts**



Currently Use **17.7%** (93)  
Did Not Use **69.1%** (104)

Frequency of Use  
[Past Year]

	%	Index
Use Daily	5.7	94
Use Weekly	4.9	69
Use Monthly	6.1	115

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	4.8	87
Listen to an educational podcast	4.6	90
Listen to a news podcast	3.3	66
Listen to a business podcast	2.5	67
Subscribe to an educational podcast	2.4	107
Subscribe to a news podcast	1.4	64
Listen to a comedy podcast	1.4	37
Subscribe to another genre of podcast	1.1	44
Listen to a technology focused podcast	0.9	43
Subscribe to a comedy podcast (!)	0.8	39
Listen to a sports podcast	0.7	36
Subscribe to a technology podcast (!)	0.4	37
Subscribe to a sports podcast**	0.4	18
Subscribe to a business podcast (!)	0.1	10

**Other Social Media Platforms**

**Tinder**



Currently Use **1.1%** (44)  
Did Not Use **95.3%** (102)

Frequency of Use -Tinder  
[Past Year]

	%	Index
Use Daily (!)	0.1	7
Use Weekly (!)	0.1	10

**Tik Tok**



Currently Use **3.2%** (54)  
Did Not Use **91.8%** (105)