

Overview

- Of the 9 EQ Traveller Types identified in Canada, Cultural History Buffs rank 5th, making up **243,289** households, or **12.1%** of the total Households in British Columbia (2,018,734).
- The Median Household Maintainer Age is **46**, **47%** of couples do not have children living at home (Average).
- Below Average Household Income of **\$88,193** compared to BC at \$113,574.
- Top 3 Social Values:** Culture Sampling, Attraction for Crowds, Ecological Concern
- Top Tourism Activities:** Swimming, Hiking/Backpacking, Visiting Parks/City Gardens. **Above average** interest in Pilates/Yoga, Beer/Food/Wine Festivals, Music Festivals, Snowboarding, Film Festivals
- Average** interest for travelling within Canada (Above Average for Toronto), Cultural History Buffs from British Columbia spent an average of **\$1,715** (Average) on their last vacation.
- 76%** currently use Facebook (Average), **47%** use Instagram (Above Average), **34%** use Twitter (Above Average) and **77%** use YouTube (Average).

Market Sizing



Total Population

Target Group: 468,665 | 9.2%
Market: 5,102,265



Total Households

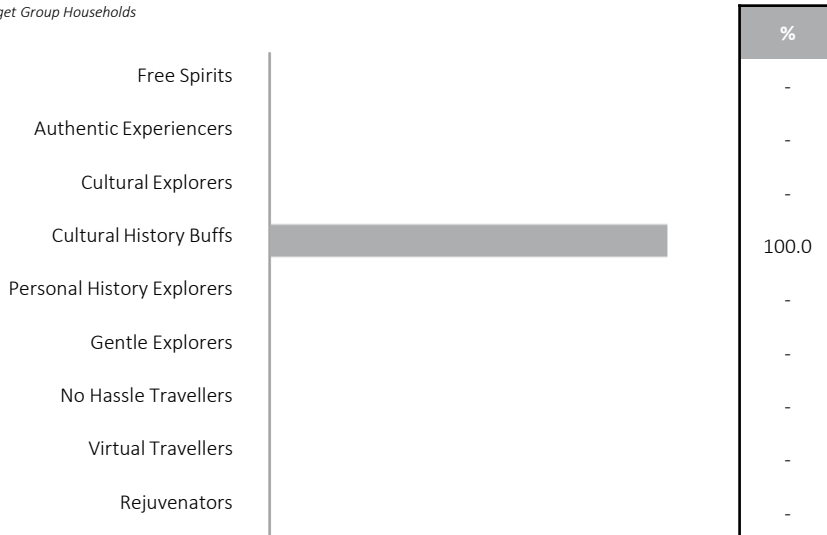
Target Group: 243,289 | 12.1%
Market: 2,018,734

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Vancouver, BC (CY)	30.9	24.8	206	302,650	15.0
Burnaby, BC (CY)	16.0	38.8	322	100,623	5.0
Richmond, BC (CY)	9.1	27.9	231	79,821	4.0
Surrey, BC (CY)	8.7	11.7	97	181,001	9.0
New Westminster, BC (CY)	6.2	42.2	350	35,558	1.8
Coquitlam, BC (CY)	5.2	22.8	189	55,346	2.7
North Vancouver, BC (CY)	3.3	30.4	252	26,626	1.3
Port Coquitlam, BC (CY)	2.5	26.4	219	23,343	1.2
Greater Vancouver A, BC (RDA)	2.1	74.2	616	6,965	0.3
Langley, BC (CY)	2.0	38.0	315	12,822	0.6

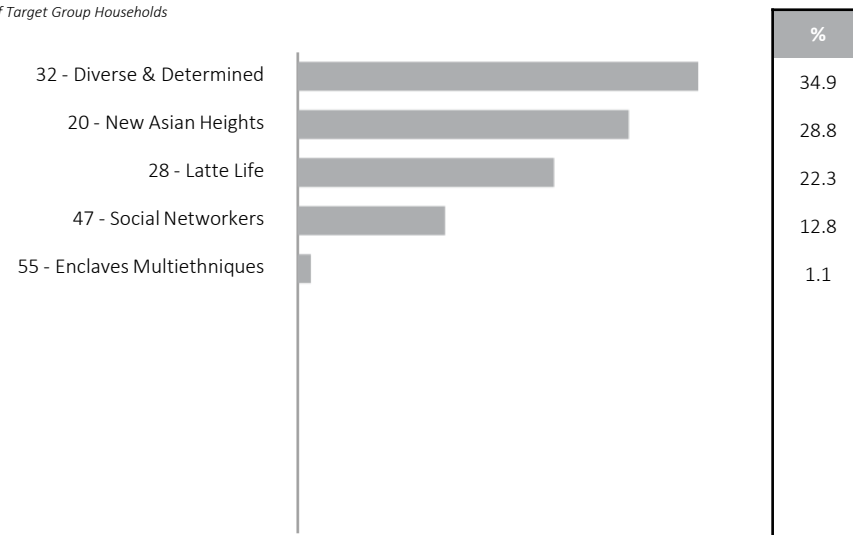
EQ Segments

% of Target Group Households

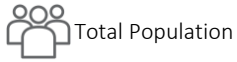


Top PRIZM Segments

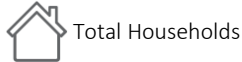
% of Target Group Households



Demographic Profile



Total Population
Target Group: 468,665 | 9.2%
Market: 5,102,265

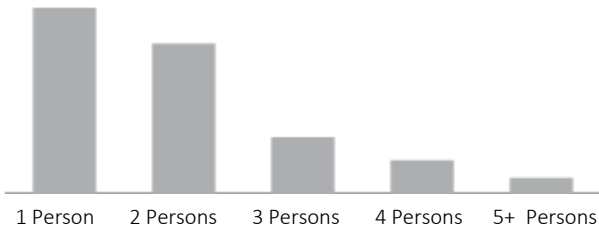


Total Households
Target Group: 243,289 | 12.1%
Market: 2,018,734

Average Household Income

\$88,193
(78)

Household Size*



Median Household Maintainer Age

46
(86)

Marital Status**

49.3%
(86)

Married/Common-Law

Family Composition***

46.5%
(106)

Couples Without Kids at Home

Education**

38.1%
(140)

University Degree

Visible Minority Presence*

50.1%
(154)

Belong to a visible minority group

Non-Official Language*

5.0%
(149)

No knowledge of English or French

Immigrant Population*

41.3%
(145)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Value	Strong Index	Weak Index
Culture Sampling	137	62
Status via Home	132	70
Rejection of Authority	132	78
Ostentatious Consumption	125	80
Attraction For Crowds	124	81
Attraction to Nature		
Cultural Assimilation		
Utilitarian Consumerism		
Parochialism		
Primacy of the Family		

Key Social Values

Culture Sampling Index = 137	Attraction For Crowds Index = 124	Ecological Concern Index = 124
Multiculturalism Index = 124	Brand Genuineness Index = 119	Social Learning Index = 118
Global Consciousness Index = 118	Ecological Lifestyle Index = 117	Consumptivity Index = 116
Confidence in Advertising Index = 114	Racial Fusion Index = 113	Pursuit of Originality Index = 113

































Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	84.0	100
Gardening	57.6	96
Volunteer work	53.4	100
Home exercise & home workout	52.3	96
Swimming	50.5	96

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	57.9	110
Parks & city gardens	46.1	107
Movies at a theatre/drive-in	40.0	109
Art galleries, museums & science centres	39.6	119
Bars & restaurant bars	37.1	101

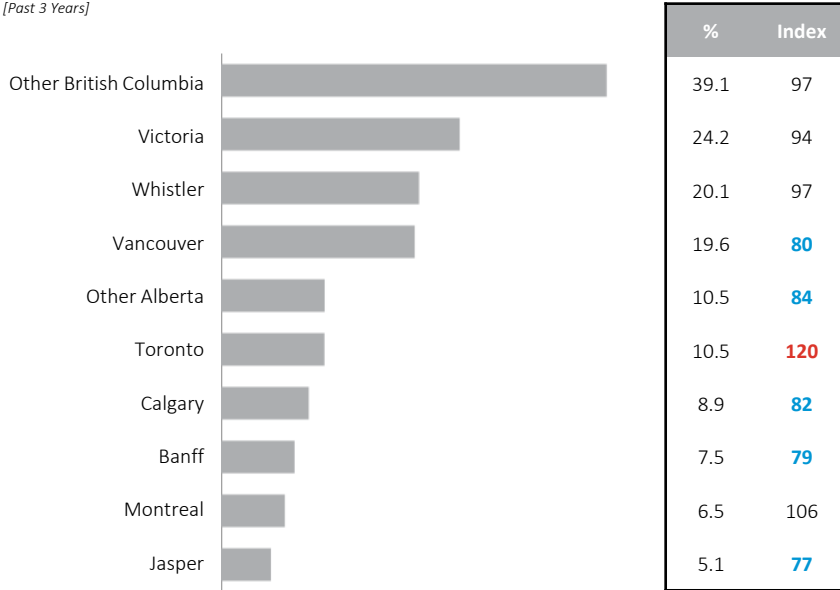
Key Tourism Activities**

Swimming  50.5% (96)	Hiking & backpacking  48.7% (97)	Parks & city gardens  46.1% (107)	Camping  45.6% (91)	Cycling  41.8% (91)	Photography  38.7% (99)	Bars & restaurant bars  37.1% (101)	Canoeing & kayaking  35.4% (100)
Pilates & yoga  26.4% (115)	National or provincial park  25.6% (89)	Ice skating  23.1% (102)	Golfing  21.8% (82)	Specialty movie theatres/IMAX  21.1% (100)	Cross country skiing & snowshoeing  18.9% (77)	Historical sites  17.3% (89)	Sporting events  17.3% (101)
Fishing & hunting  17.0% (70)	Video arcades & indoor amusement centres  16.5% (108)	Zoos & aquariums  14.8% (91)	Downhill skiing  14.5% (76)	Beer, food & wine festivals  13.2% (119)	Power boating & jet skiing  12.3% (101)	Adventure sports  11.4% (96)	Hockey  11.1% (96)
Music festivals  10.7% (128)	ATV & snowmobiling  10.0% (83)	Snowboarding  9.5% (113)	Film festivals  9.2% (148)	Theme parks, waterparks & water slides  8.3% (68)	Curling  8.2% (105)	Marathon or similar event  7.4% (134)	Food & wine shows  4.8% (121)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]



Vacation Booking*

Used [Past 3 Years]

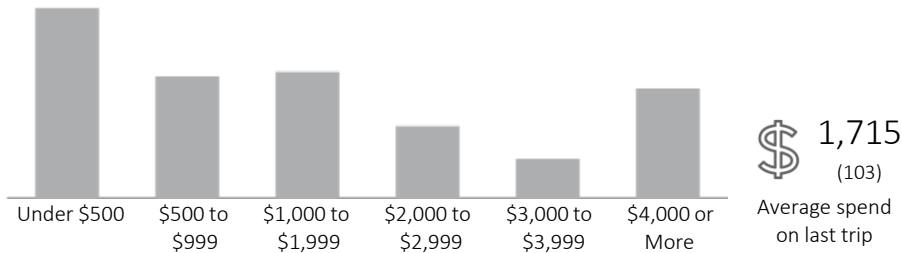


Booked With [Past Year]**



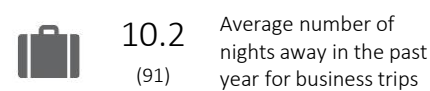
Vacation Spending

Spent Last Vacation

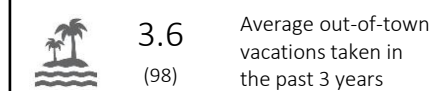


Travel Type & Frequency

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 57.2% (101)	 Friends/relatives 41.5% (97)	 All-inclusive resort 15.7% (101)	 Camping 21.1% (88)	 Vacation rental by owner 28.4% (119)	 Motel 16.9% (86)	 Cottage 7.8% (83)
 B&B 18.1% (131)	 Condo/apartment 14.5% (114)	 RV/camper 9.3% (73)	 Cruise ship 12.3% (110)	 Package tours 6.5% (131)	 Spa resort 5.9% (107)	 Boat 4.2% (115)









Airline Preferences**

Flown [Past Year]

 Air Canada 42.3% (116)	 West Jet 31.0% (103)	 Air Transat 7.8% (125)	 Porter Airlines 0.1% (72)	 Other Canadian 6.1% (109)
 Delta Airlines 6.2% (115)	 United Airlines 5.6% (89)	 American Airlines 5.0% (115)	 Other American 7.8% (96)	
 European Airlines 8.0% (105)	 Asian Airlines 7.6% (121)	 Other Charter 2.6% (121)	 Other 9.4% (133)	

Car Rental*

Rented From [Past Year]

 Enterprise 6.7% (134)	 Budget 3.0% (78)	 Avis 1.5% (72)	 U-Haul 0.9% (62)
 Hertz 2.0% (88)	 National (!) 2.6% (90)	 Discount (!) 2.0% (225)	 Other Rentals 4.0% (109)

Media

Overall Level of Use

Radio



11 hours/week
(91)

Television



1,131 minutes/week
(97)

Newspaper



1 hours/week
(114)

Magazine



8 minutes/day
(94)

Internet



247 minutes/day
(104)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	35.9	101
Adult Contemporary	18.4	95
Multi/Variety/Specialty	14.2	97
Mainstream Top 40/CHR	12.8	103
Modern/Alternative Rock	12.3	140
Classic Hits	9.8	72
Classic Rock	7.8	80
Hot Adult Contemporary	6.7	84
Not Classified	6.3	87
Today's Country	5.6	61

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	43.6	100
Evening local news	37.0	89
Suspense/crime dramas	30.2	104
News/current affairs	28.4	88
Primetime serial dramas	27.2	91
Home renovation/decoration shows	25.5	111
Documentaries	24.5	98
Cooking programs	23.9	108
Hockey (when in season)	23.4	108
Situation comedies	22.1	99

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	58.6	104
National News	56.2	105
International News & World	55.7	107
Health	33.9	100
Editorials	32.6	105
Movie & Entertainment	32.5	107
Food	32.4	111
Business & Financial	30.3	121
Travel	28.5	113
Sports	27.7	114

Top Magazine Publications*

Read [Past Month]

	%	Index
Other English-Canadian	12.1	119
Other U.S. magazines	10.6	110
National Geographic	6.9	114
Maclean's	6.6	98
Canadian Living	5.7	94
Hello! Canada	4.5	121
Reader's Digest	4.1	76
CAA Magazine	3.9	103
People	3.7	90
Cineplex Magazine	3.5	104

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	69.6	101
Send/receive a text/instant message	60.1	97
Participate in an online social network	55.0	102
Do banking/pay bills online	54.6	108
Use maps/directions service	54.3	110
Use apps	49.1	104
Take pictures/video	48.7	99
Internet search - business, services, products	46.5	101
Access a news site	44.1	103
Watch a subscription-based video service	36.9	100

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	55.9	98
Send/receive email	47.9	103
Use apps	45.6	107
Take pictures/video	44.8	98
Use maps/directions service	44.6	111
Participate in an online social network	43.0	113
Internet search - business, services, products	30.9	108
Access a news site	28.8	106
Do banking/pay bills online	27.4	121
Watch other online free streaming videos	24.1	122

Media

Social Media Platforms

Usage [Currently Use]

	YouTube 77.3% (107)		Facebook 76.0% (99)		WhatsApp 62.0% (134)
	LinkedIn 46.6% (125)		Instagram 46.5% (120)		Twitter 34.2% (130)
	Pinterest 22.9% (88)		Podcasts 22.1% (117)		Reddit 18.4% (157)
	Blogs 12.9% (118)		Health/Fitness 12.6% (121)		Snapchat 12.0% (112)
	TikTok 8.0% (134)		Dating App 7.3% (154)		Flickr 5.2% (133)
	Tinder 3.6% (142)				

Reasons to Follow Brands

	%	Index
To get coupons and discounts	33.5	117
To learn about a brand's products/services	33.3	105
To enter contests	29.1	110
To be among the first to hear brand news	15.2	116
To provide feedback to the brand	13.0	124
To engage with content	10.9	127
To make suggestions for new products/services	6.6	159
To share brand-related stories with consumers	5.8	108

Reasons to Unfollow Brands

	%	Index
Too many messages	37.9	108
Not enough value	27.9	135
Stopped purchasing products from brand	18.3	117
Other	4.0	107

Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	38.1	117
Follow brand on Instagram	22.4	145
Subscribe to brand email newsletter	21.9	118
Subscribe to brand channel on YouTube	16.9	128
Follow brand on Twitter	14.1	162
Join an exclusive online community of consumers who also like the brand	12.2	123

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment" 68% Index = 94	"Use SM to keep up to date on general news/events" 38% Index = 109	"I am well informed about SM" 35% Index = 113
"Feel comfortable collaborating with others through SM" 30% Index = 111	"Use SM to keep up to date on news/events in my industry" 29% Index = 111	"I am open to receiving relevant marketing messages through social media channels" 22% Index = 109

Product Preferences

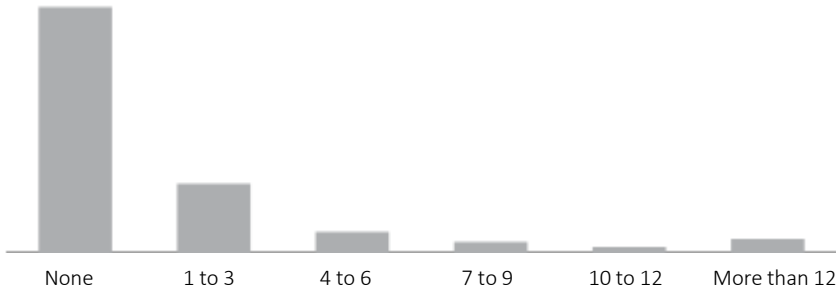
Variables with "Agree" Statements

"I would like to eat healthy foods more often" 76% Index = 102	"I consider myself to be informed on current events or issues" 72% Index = 102	"I have tried a product/service based on a personal recommendation" 71% Index = 97	"I value companies who give back to the community" 68% Index = 102	"I am very concerned about the nutritional content of food products I buy" 67% Index = 101
"I make an effort to buy local produce/products" 67% Index = 104	"I generally achieve what I set out to do" 66% Index = 96	"I am interested in learning about different cultures" 63% Index = 111	"It's important to buy products from socially-responsible/environmentally-friendly companies" 57% Index = 102	"I offer recommendations of products/services to other people" 56% Index = 108
"I like to try new places to eat" 56% Index = 102	"I like to cook" 55% Index = 97	"When I shop online I prefer to support Canadian retailers" 53% Index = 93	"I like to try new and different products" 49% Index = 103	"Family life and having children are most important to me" 48% Index = 85
"Free-trial/product samples can influence my purchase decisions" 42% Index = 104	"I am willing to pay more for eco-friendly products" 40% Index = 108	"Vegetarianism is a healthy option" 40% Index = 108	"I am adventurous/"outdoorsy"" 37% Index = 91	"I prefer to shop online for convenience" 31% Index = 101
"Staying connected via social media is very important to me" 27% Index = 99	"I lead a fairly busy social life" 24% Index = 93	"I consider myself to be sophisticated" 23% Index = 116	"Advertising is an important source of information to me" 21% Index = 93	"I enjoy being extravagant/indulgent" 20% Index = 110

Product Preferences

Beer Consumption

Drinks [Past Week]



%	67.0	18.8	5.7	3.0	1.6	3.9
Index	97	102	104	102	106	137

Drinks

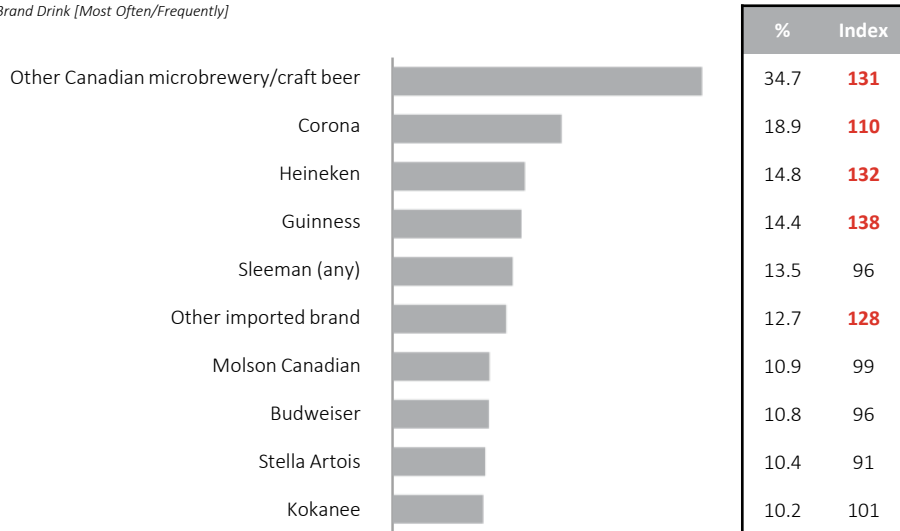
Drank [Past Month]	% Comp	Index
Canadian wine	18.2	85
Cider	12.2	103
Liqueurs (any)	10.7	96

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	16.8	106

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	34.7	131

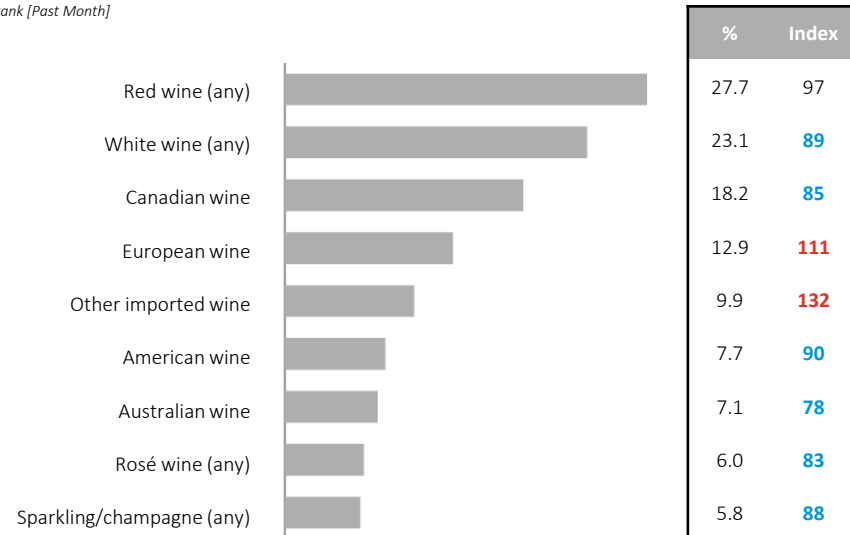
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]

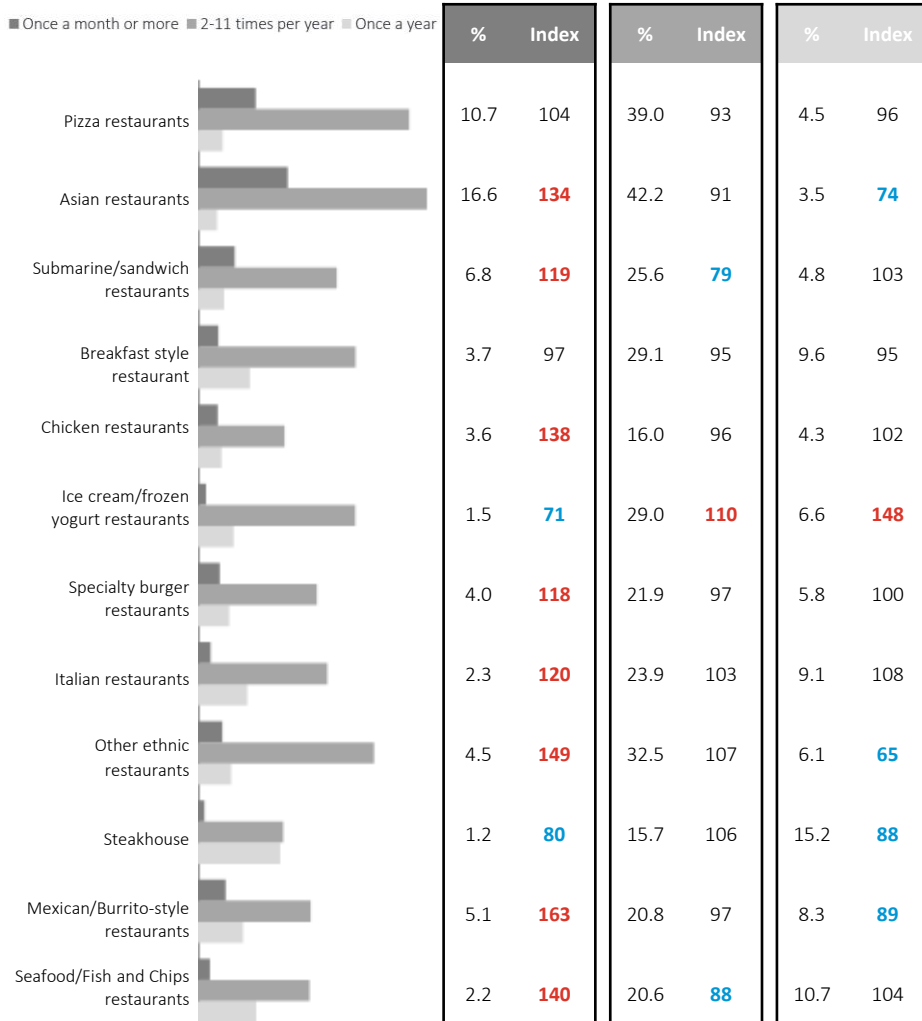


Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

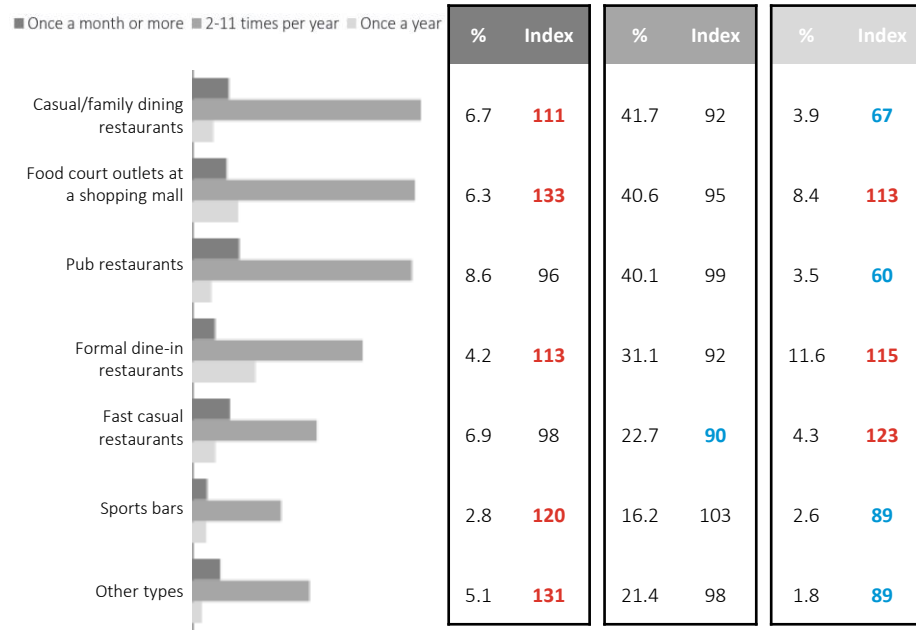
■ Once a month or more ■ 2-11 times per year ■ Once a year



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%
(112)



Other Organic Food
17.0%
(103)



Organic Meat
11.2%
(107)

Product Preferences

Demographics



Rent
49.9%
(154)



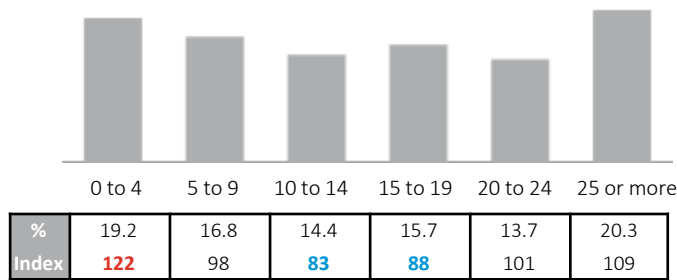
Own
50.1%
(74)



Households with
Children at Home

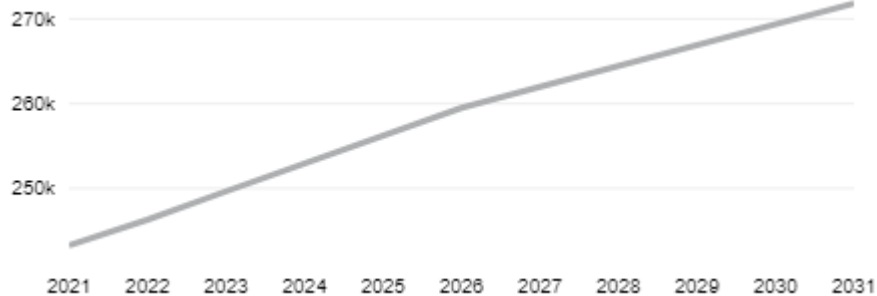
27.1%
(73)

Age of Children at Home



Demographic Trends

Household Projections

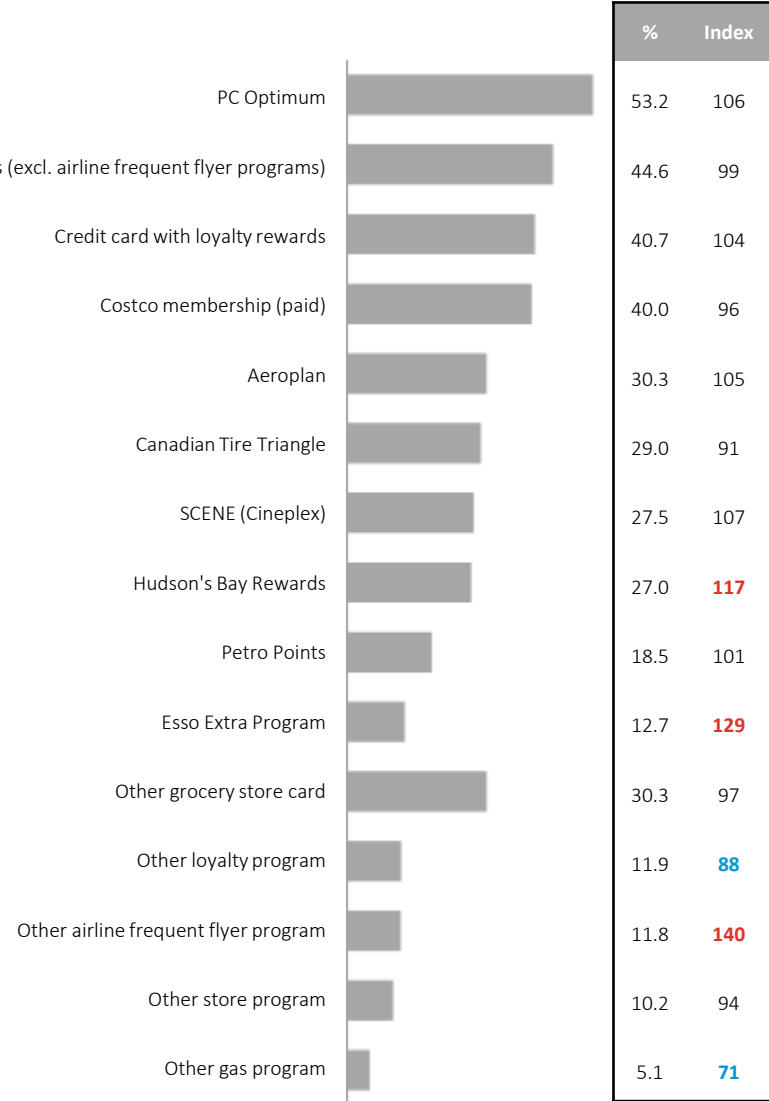


Name	2021	2024	2026	2031
Count	243,289	252,983	259,516	271,829
% Change	-	4.0	6.7	11.7
Index	-	143	143	135

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

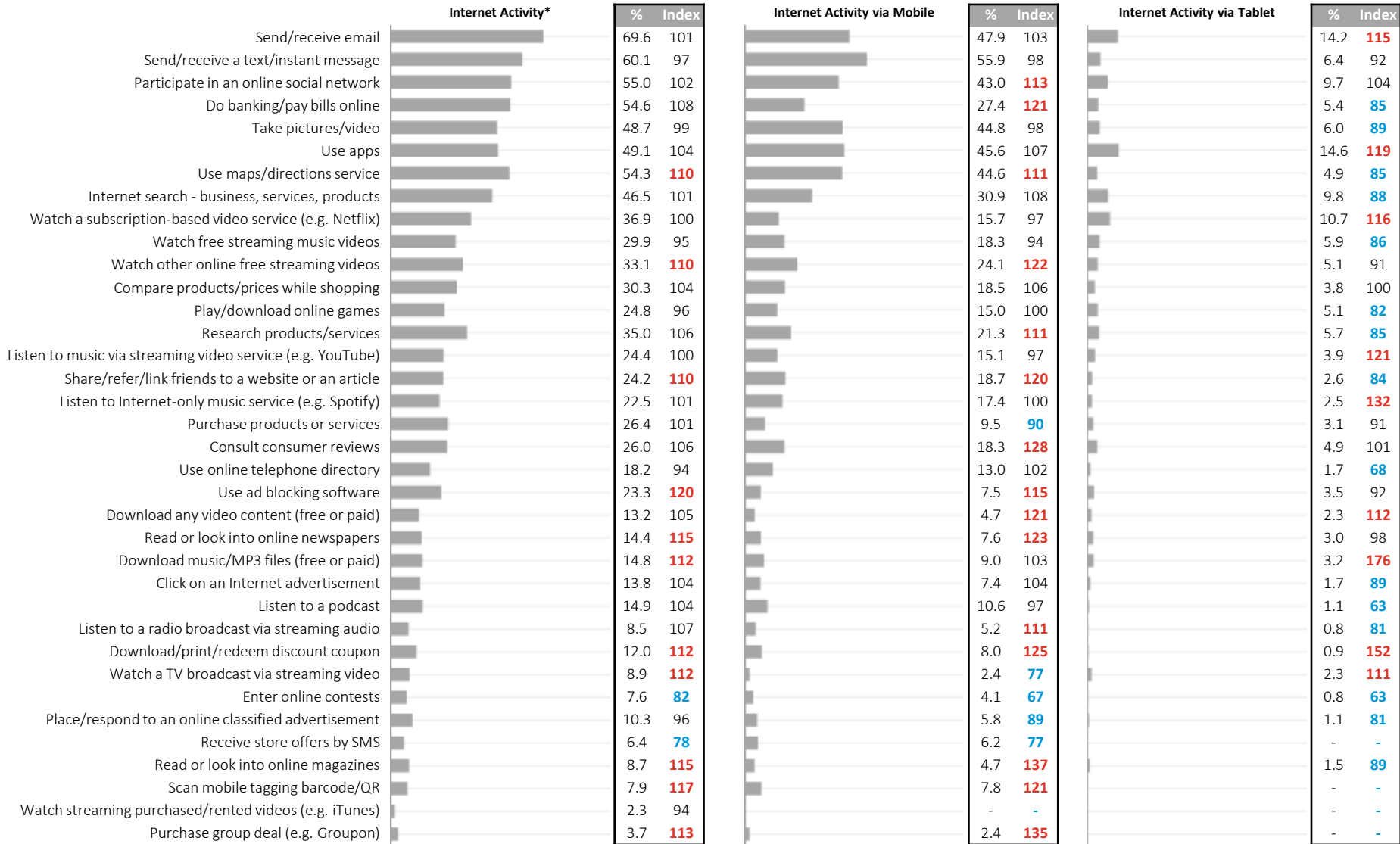
Loyalty Programs*

Member



Internet Activity

Activity [Past Week]



Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	44.1	103	28.8	106	8.7	89
Access food/recipes content	31.6	108	18.0	116	6.1	81
Access health-related content	21.8	112	12.6	118	4.2	95
Access professional sports content	9.7	93	6.9	93	2.3	90
Access restaurant guides/reviews	14.5	95	10.5	97	3.4	119
Access travel content	14.1	107	6.3	98	2.8	97
Access real estate listings/sites	10.8	96	5.0	122	2.7	131
Access a radio station's website	10.8	117	6.2	122	1.2	85
Access home decor-related content	7.1	87	3.8	90	1.4	80
Access celebrity gossip content	11.0	128	7.6	135	0.9	113
Access a TV station's website	9.9	108	4.4	105	2.0	112
Access fashion or beauty-related content	11.5	130	7.5	122	1.2	126
Access automotive news/content	5.9	90	4.5	104	0.7	54

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	32.4	88
General information from the Internet/websites	32.2	105
Flyers inserted into a community newspaper	31.0	85
Coupons	28.7	101
Apps/online flyers	23.4	95
Direct email offers	22.7	101
Local store catalogues	19.2	92
Flyers inserted into a daily newspaper	18.0	101
Mail order	5.4	79
Yellow Pages (print)	3.4	70
Yellow Pages (online)	2.1	62

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
On bus exteriors	29.6	117
Billboards	26.2	93
On transit shelters	25.9	135
On street furniture (e.g. bus benches)	19.4	109
Inside buses	18.0	148
Inside shopping malls	17.7	119
Digital billboards	15.2	106
Screens inside elevators	13.4	164
On subway/metro platforms	13.1	155
Inside public washrooms	12.3	131
Inside commuter trains	12.0	178
Inside subway/metro cars	10.2	153
Inside movie theaters	8.2	137
Inside airports	5.2	134
On taxis	4.0	121

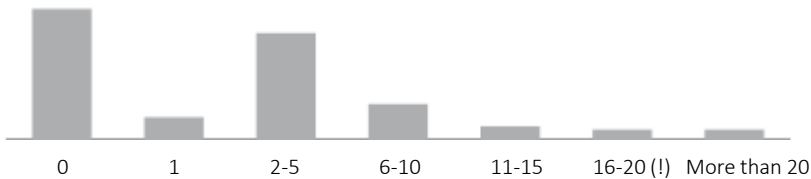
Social Media Usage

Social Media Overview

- **Internet and Social Media Usage: 47%** search for Businesses, Services and Products online (Average), **14%** access Travel Content Websites (Average).
- **70%** of Cultural History Buffs from British Columbia tend to access social media on their mobile phones during the morning hours, **64%** during the afternoon hours.
- **9%** seek recommendations for Vacation/Travel Information via social media (Above Average).

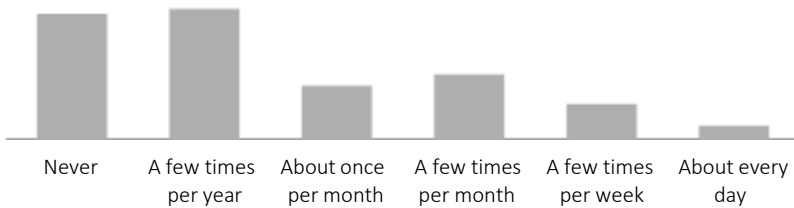
Brand Interaction

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



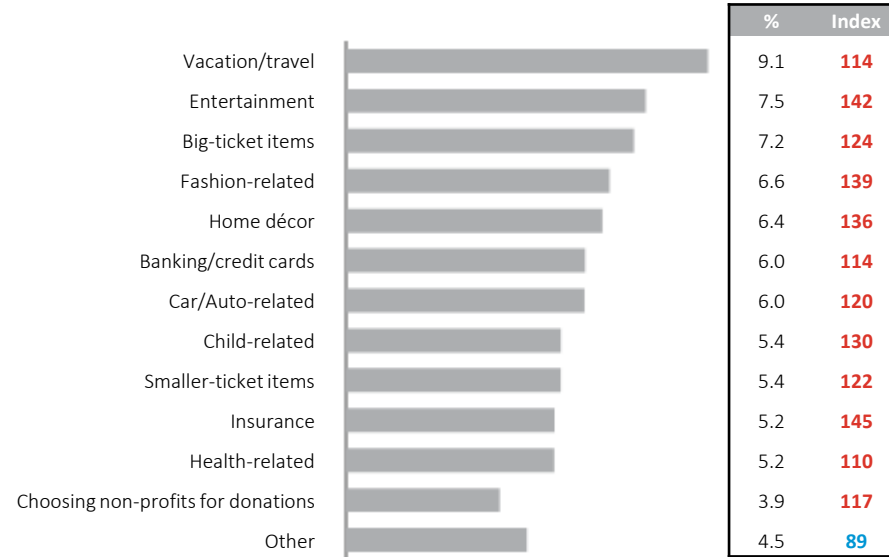
%	39.5	6.9	32.3	10.9	4.1	3.1	3.1
Index	88	99	108	107	116	158	110

Rate or Review Products or Services
[Frequency of Participation]



%	29.5	30.7	12.7	15.4	8.4	3.4
Index	90	102	104	98	124	136

Seek Recommendations via Social Media*



Top Social Media Attitudes**

68% tend to ignore marketing and advertising on Social Media

"Social media companies should not be allowed to own or share my personal information"
77% | Index = 92

"I tend to ignore marketing and advertisements when I'm in a social media environment"
68% | Index = 94

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
62% | Index = 92

"Use SM to stay connected with personal contacts"
47% | Index = 103

Social Media Usage

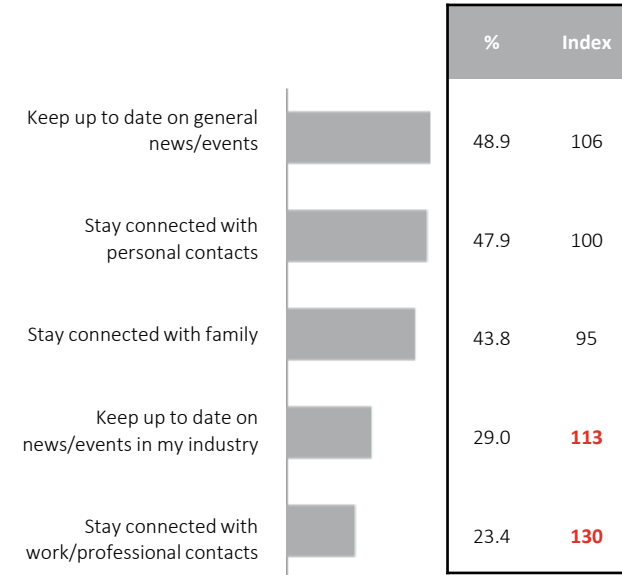
Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
Watch video online	53.3	115
View friends' photos online	48.6	101
Chat in online chats	43.4	106
Read status updates/tweets	42.0	113
Read article comments	41.8	106
Listen to radio or stream music online	37.7	108
Share links with friends and colleagues	33.5	115
Click links in news feeds	28.8	126
Read blogs	20.7	130
Play games with others online	15.8	98
Post photos online	14.9	111
Update your status on a social network	12.5	117
Chat in online forums	12.3	120
Rate or review products online	11.8	127
Comment on articles or blogs	10.5	122
Check in with locations	10.4	118
Share your GPS location	9.3	112
Publish blog, Tumblr, online journal	6.0	163
Post videos online	5.9	103

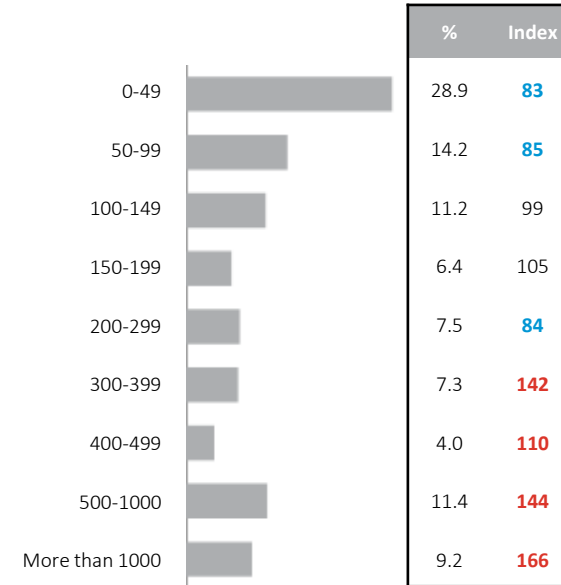
Social Media Uses*

A few times per week or more



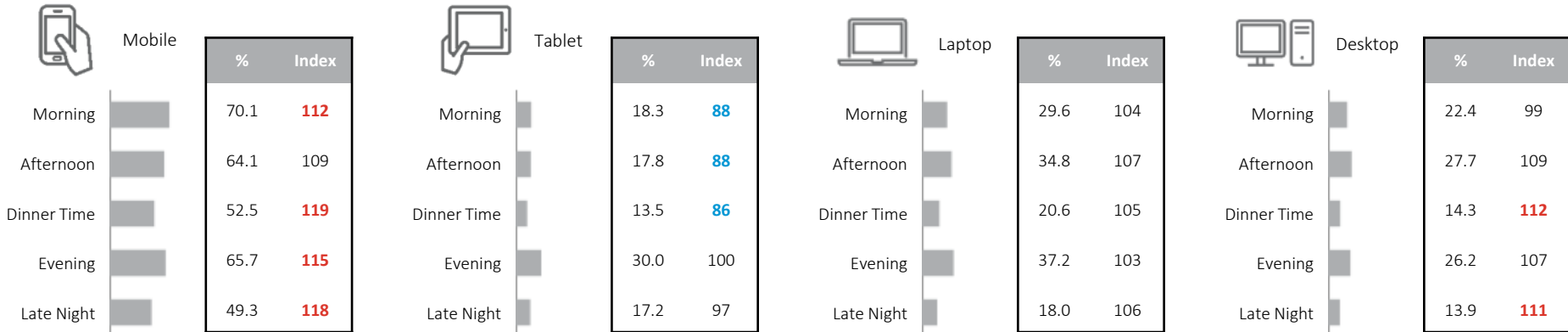
Number of Connections

Across all social media



Social Media Access

Typically use



Social Media Usage

Facebook



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
76.0% (99)	19.7% (101)	Use Daily	56.0	98
		Use Weekly	12.9	92
		Use Monthly	6.4	116

LinkedIn



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
46.6% (125)	44.2% (82)	Use Daily	10.6	147
		Use Weekly	13.6	123
		Use Monthly	19.7	118

Instagram



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
46.5% (120)	43.5% (84)	Use Daily	27.5	126
		Use Weekly	11.9	112
		Use Monthly	6.1	105

Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	54.7	102
Comment/Like other users' posts	43.7	97
Use Messenger	41.5	95
Watch videos	40.6	105
Watch live videos	16.6	104
Post photos	15.2	112
Update my status	12.3	111
Click on an ad	12.0	119
Like or become a fan of a page	11.6	114
Post videos	5.2	97
Create a Facebook group or fan page	4.3	115
Give to a Facebook fundraiser (!)	3.1	122
Create a Facebook fundraiser (!)	2.6	116

Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	12.5	165
View a job posting	8.7	155
Search and review other profiles	7.3	163
Watch videos	6.6	164
Create a connection	4.6	154
Comment on content	4.0	165
Update your profile information	3.6	175
Click on an ad (!)	2.9	149
Post an article, video or picture (!)	2.8	175
Participate in LinkedIn forums (!)	2.4	151
Request a recommendation (!)	2.4	159
Join a LinkedIn group (!)	2.1	157

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	33.8	121
Like photos/videos	27.7	120
Send direct messages	17.3	136
Comment on photos/videos	16.7	129
Watch live videos	14.0	127
View a brand's page	11.3	139
Post photos/videos	10.9	140
Watch IGTV videos	9.0	139
Click on ads	6.8	145

Pinterest



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
22.9% (88)	66.0% (106)	Use Daily	4.7	82
		Use Weekly	8.1	85
		Use Monthly	8.5	89

Reddit



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
18.4% (157)	72.1% (90)	Use Daily	6.8	142
		Use Weekly	7.1	179
		Use Monthly	4.0	149

WhatsApp



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
62.0% (134)	30.2% (66)	Use Daily	36.4	153
		Use Weekly	15.5	127
		Use Monthly	8.8	99

Participate In* (at least a few times per month)	% Comp	Index
View content	14.3	155
Follow specific Subreddits	7.9	152
Vote on content	7.1	151
Post content	4.0	159

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	45.0	143
Send/receive images	41.1	144
Use group chats	32.7	149
Send/receive documents and files	20.3	147
Use voice calls	19.0	145

Social Media Usage

Twitter



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
34.2% (130)	56.3% (87)	Use Daily	16.2	135
		Use Weekly	9.5	128
		Use Monthly	6.8	123

YouTube



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
77.3% (107)	13.4% (81)	Use Daily	37.8	128
		Use Weekly	28.1	94
		Use Monthly	11.0	94

Snapchat



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
12.0% (112)	79.8% (97)	Use Daily	3.2	84
		Use Weekly	3.6	125
		Use Monthly	4.6	133

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	22.3	132
Watch videos	12.9	146
Respond to tweets	8.5	155
Tweet	8.4	133
Send or receive direct messages	8.1	145
Retweet	7.7	138
Watch live videos	6.9	150
Share a link to a blog post or article of interest	6.4	128
Follow users who follow you	6.4	153
Actively follow new users	6.0	141
Click on an ad	4.1	128

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	55.3	116
Like or dislike videos	17.9	121
Watch live videos	16.7	116
Share videos	11.6	135
Click on an ad	9.2	136
Leave comment or post response on video	8.9	108
Embed a video on a web page or blog	5.7	144
Create and post a video	4.1	124

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	4.1	82
Send direct text messages	3.8	87
Send photos/videos	3.6	84
Read Snapchat discover/News	2.9	131
Use group chat	2.8	99
Use filters or effects	2.6	82
View ads	2.3	127
View a brand's snaps	2.3	127
Use video chat	1.8	94

Audio Podcasts



Currently Use	Did Not Use
22.1% (117)	62.3% (94)

Frequency of Use
[Past Year]

	%	Index
Use Daily	8.0	132
Use Weekly	8.4	118
Use Monthly	5.0	94

Participate In* (at least a few times per week)	% Comp	Index
Listen to an educational podcast	6.5	128
Listen to a news podcast	6.5	132
Listen to another genre of podcast	6.1	110
Listen to a business podcast	4.7	127
Listen to a comedy podcast	4.5	121
Subscribe to another genre of podcast	3.1	129
Subscribe to a news podcast	3.0	133
Listen to a technology focused podcast	2.8	135
Subscribe to a comedy podcast (!)	2.7	130
Subscribe to an educational podcast	2.7	122
Listen to a sports podcast	2.5	125
Subscribe to a sports podcast**	2.2	109
Subscribe to a business podcast (!)	2.0	156
Subscribe to a technology podcast (!)	1.4	112

Other Social Media Platforms

Tinder



Currently Use	Did Not Use
3.6% (142)	91.9% (98)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	1.5	192
Use Weekly (!)	0.8	145

Tik Tok



Currently Use	Did Not Use
8.0% (134)	84.2% (97)