

Overview

- Of the 9 EQ Traveller Types identified in Canada, Gentle Explorers rank **2nd**, making up **320,030** households, or **15.9%** of the total Households in British Columbia (2,018,734).
- The Median Household Maintainer Age is **54**, **43%** of couples do not have children living at home (Average).
- Below Average Household Income of **\$99,208** compared to BC at \$113,574.
- Top 3 Social Values:** Need for Escape, Racial Fusion, Flexible Families
- Top Tourism Activities:** Swimming, Hiking/Backpacking, Camping. **Above average** interest in Canoeing/Kayaking, Visiting National/Provincial Parks, Golfing, Fishing/Hunting, Cross Country Skiing/Snowshoeing
- Average** interest for travelling within Canada (Above Average for Vancouver, Alberta, Banff, Jasper). Gentle Explorers from British Columbia spent an average of **\$1,558** (Average) on their last vacation.
- 79%** currently use Facebook (Average), **37%** use Instagram (Average), **24%** use Twitter (Average) and **70%** use YouTube (Average).

Market Sizing



Total Population

Target Group: 783,446 | 15.4%
Market: 5,102,265



Total Households

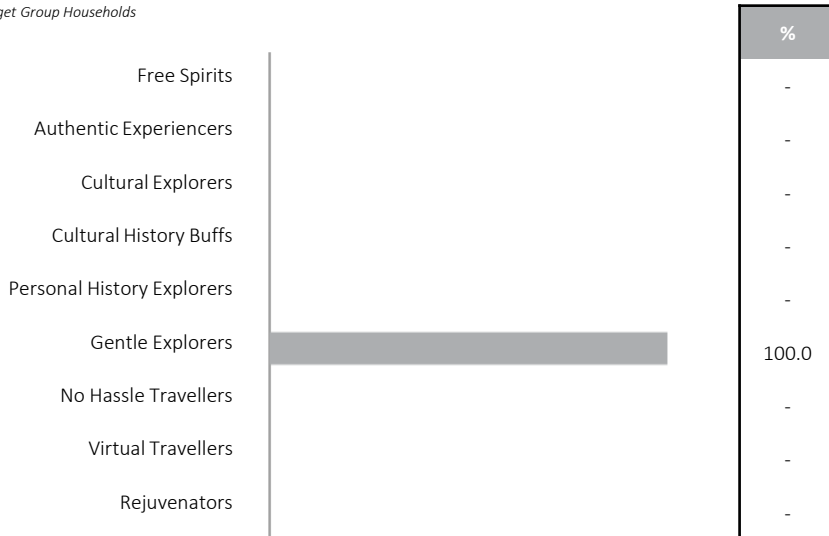
Target Group: 320,030 | 15.9%
Market: 2,018,734

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Abbotsford, BC (CY)	6.3	38.9	245	52,233	2.6
Kelowna, BC (CY)	5.9	31.4	198	60,470	3.0
Prince George, BC (CY)	5.9	58.4	369	32,424	1.6
Nanaimo, BC (CY)	5.6	42.3	267	42,228	2.1
Kamloops, BC (CY)	5.4	43.2	273	39,686	2.0
Chilliwack, BC (CY)	5.1	45.7	288	35,457	1.8
Surrey, BC (CY)	4.3	7.5	48	181,001	9.0
Maple Ridge, BC (CY)	4.1	40.9	258	32,426	1.6
Langley, BC (DM)	3.3	23.2	146	45,647	2.3
Mission, BC (DM)	2.7	59.9	378	14,514	0.7

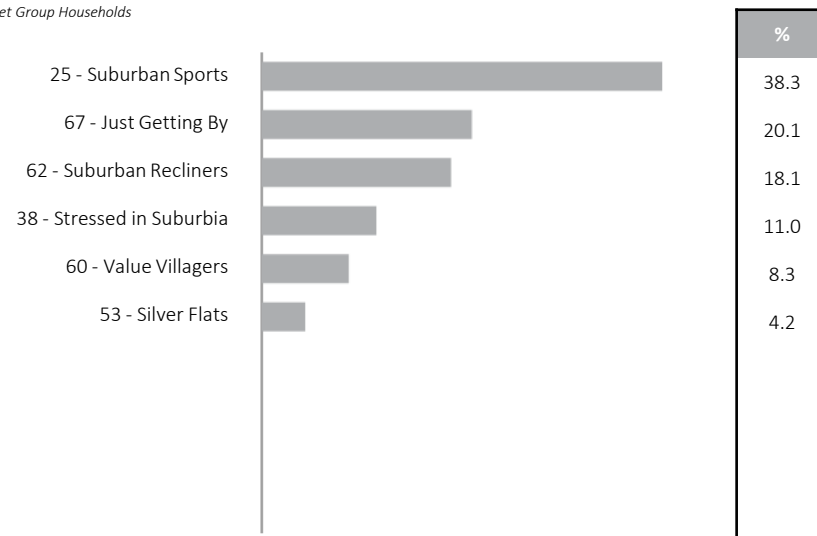
EQ Segments

% of Target Group Households

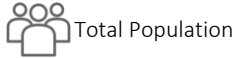


Top PRIZM Segments

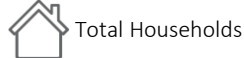
% of Target Group Households



Demographic Profile



Total Population
Target Group: 783,446 | 15.4%
Market: 5,102,265

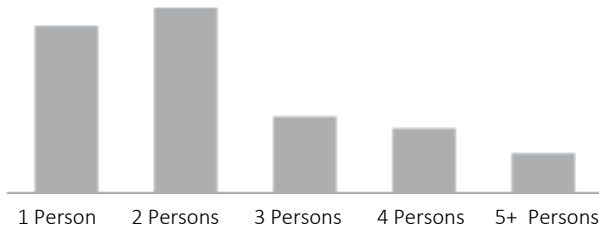


Total Households
Target Group: 320,030 | 15.9%
Market: 2,018,734

Average Household Income

\$99,208
(87)

Household Size*



Median Household
Maintainer Age

54
(100)

	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
%	31.3	34.6	14.4	12.2	7.5
Index	108	98	98	95	90

Marital Status**



Married/Common-Law

Family Composition***



Couples Without Kids at Home

Education**



High School Certificate Or
Equivalent

Visible Minority Presence*



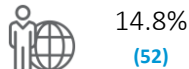
Belong to a visible minority
group

Non-Official Language*



No knowledge of English or
French

Immigrant Population*



Born outside Canada

Psychographics**

Strong Values

Weak Values

Need for Escape	127	73	Ostentatious Consumption
Rejection of Orderliness	121	75	Sexism
Racial Fusion	118	76	Need for Status Recognition
Financial Concern Regarding the Future	117	77	Pursuit of Novelty
Rejection of Inequality	115	81	Status via Home

Key Social Values

Need for Escape Index = 127	Racial Fusion Index = 118	Flexible Families Index = 114
Ethical Consumerism Index = 114	National Pride Index = 113	Emotional Control Index = 110
Primacy of Environmental Protection Index = 108	Work Ethic Index = 107	Brand Apathy Index = 107
Multiculturalism Index = 106	Legacy Index = 105	Attraction to Nature Index = 103

































Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	84.8	101
Gardening	61.3	103
Swimming	55.8	106
Home exercise & home workout	54.3	100
Hiking & backpacking	54.1	108

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	48.5	92
Parks & city gardens	43.2	100
Movies at a theatre/drive-in	38.2	104
Bars & restaurant bars	35.4	96
National or provincial park	34.0	118

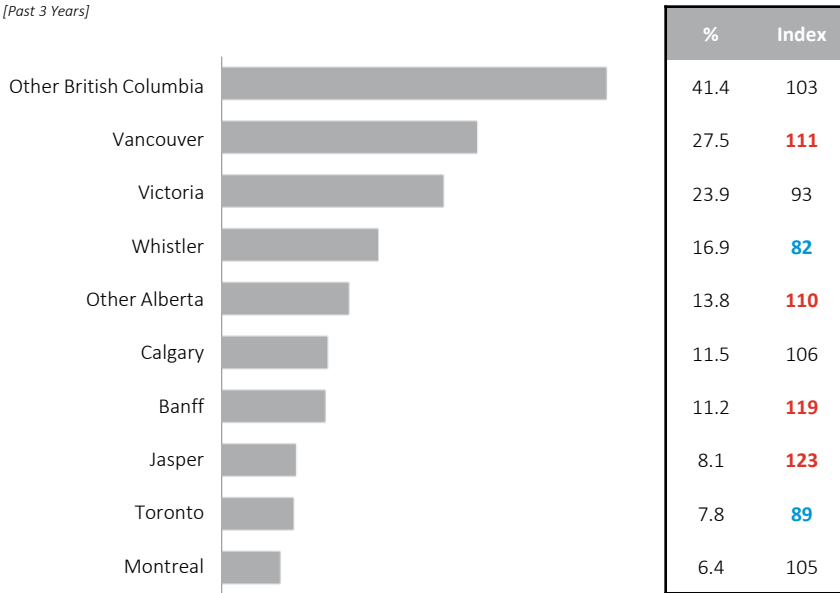
Key Tourism Activities**

Swimming  55.8% (106)	Hiking & backpacking  54.1% (108)	Camping  52.6% (105)	Cycling  49.4% (108)	Parks & city gardens  43.2% (100)	Photography  40.0% (102)	Canoeing & kayaking  39.1% (111)	Bars & restaurant bars  35.4% (96)
National or provincial park  34.0% (118)	Golfing  30.2% (114)	Fishing & hunting  28.6% (117)	Cross country skiing & snowshoeing  27.8% (113)	Ice skating  24.7% (109)	Historical sites  22.6% (116)	Pilates & yoga  22.6% (99)	Specialty movie theatres/IMAX  19.8% (94)
Downhill skiing  19.3% (102)	Sporting events  18.3% (107)	Zoos & aquariums  17.0% (105)	Video arcades & indoor amusement centres  15.1% (98)	Theme parks, waterparks & water slides  14.6% (120)	ATV & snowmobiling  14.3% (118)	Power boating & jet skiing  12.8% (105)	Beer, food & wine festivals  12.3% (111)
Adventure sports  11.2% (95)	Hockey  11.0% (95)	Music festivals  9.3% (111)	Curling  7.9% (101)	Snowboarding  6.9% (83)	Marathon or similar event  5.5% (100)	Inline skating  5.3% (118)	Film festivals  5.2% (83)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]



Vacation Booking*

Used [Past 3 Years]

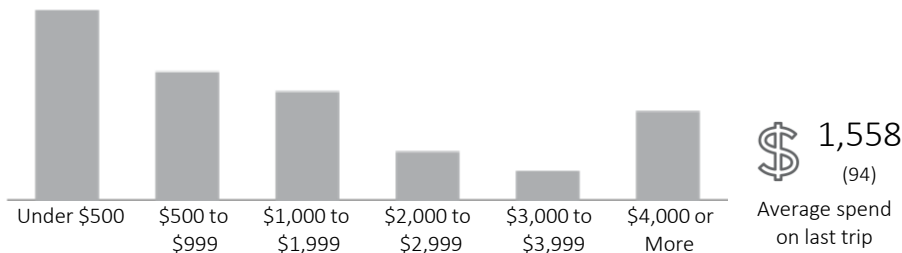


Booked With [Past Year]**



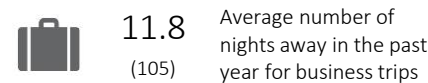
Vacation Spending

Spent Last Vacation

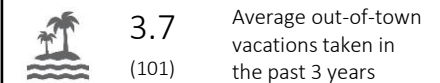


Travel Type & Frequency

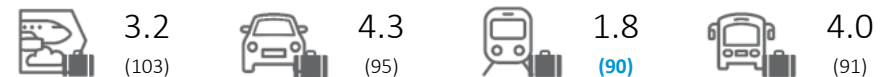
Business Trips



Personal Trips

















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



Travel Profile














Accommodation Preferences*

Used [Past 3 Years]

 Hotel 54.6% (96)	 Friends/relatives 44.7% (105)	 All-inclusive resort 15.5% (99)	 Camping 26.5% (111)	 Vacation rental by owner 23.3% (98)	 Motel 21.9% (111)	 Cottage 10.3% (110)
 B&B 13.2% (96)	 Condo/apartment 11.4% (89)	 RV/camper 14.5% (114)	 Cruise ship 10.3% (92)	 Package tours 4.8% (97)	 Spa resort 5.6% (102)	 Boat 3.4% (93)









Airline Preferences**

Flown [Past Year]

 Air Canada 32.4% (89)	 West Jet 30.5% (101)	 Air Transat 6.5% (103)	 Porter Airlines 0.1% (99)	 Other Canadian 5.9% (104)
 Delta Airlines 5.3% (98)	 United Airlines 6.6% (105)	 American Airlines 4.7% (108)	 Other American 8.3% (103)	
 European Airlines 7.6% (99)	 Asian Airlines 4.8% (76)	 Other Charter 2.7% (123)	 Other 7.3% (104)	

Car Rental*

Rented From [Past Year]

 Enterprise 6.4% (127)	 Budget 5.5% (141)	 Avis 2.5% (121)	 U-Haul 2.1% (144)
 Hertz 2.8% (122)	 National (!) 3.6% (126)	 Discount (!) 0.9% (98)	 Other Rentals 4.0% (108)

Media

Overall Level of Use

Radio



12 hours/week
(104)

Television



1,280 minutes/week
(109)

Newspaper



1 hours/week
(87)

Magazine



8 minutes/day
(103)

Internet



231 minutes/day
(97)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	33.8	95
Adult Contemporary	19.7	101
Classic Hits	14.7	109
Multi/Variety/Specialty	13.4	91
Today's Country	12.0	130
Classic Rock	11.1	114
Mainstream Top 40/CHR	10.7	87
Modern/Alternative Rock	7.3	83
Not Classified	7.3	99
Hot Adult Contemporary	6.1	76

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	46.3	106
Evening local news	44.7	108
News/current affairs	35.3	110
Suspense/crime dramas	31.5	108
Primetime serial dramas	30.7	103
Documentaries	27.3	110
Situation comedies	25.0	113
Morning local news	24.7	109
Home renovation/decoration shows	24.7	107
Hockey (when in season)	21.3	98

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	58.5	103
National News	53.2	100
International News & World	50.0	96
Editorials	30.4	98
Health	29.9	88
Movie & Entertainment	27.8	91
Food	26.5	91
Sports	24.0	99
Business & Financial	23.0	92
Travel	22.9	91

Top Magazine Publications*

Read [Past Month]

	%	Index
Other English-Canadian	9.7	95
Other U.S. magazines	9.0	93
Maclean's	7.9	117
National Geographic	7.2	121
Reader's Digest	6.8	126
Canadian Living	6.4	106
People	4.9	121
Hello! Canada	4.6	124
Canadian Geographic	4.4	134
Cineplex Magazine	3.8	112

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	69.1	100
Send/receive a text/instant message	64.0	104
Participate in an online social network	56.7	105
Do banking/pay bills online	51.1	101
Take pictures/video	48.1	98
Use maps/directions service	47.9	97
Use apps	46.4	99
Internet search - business, services, products	44.0	96
Access a news site	42.8	100
Watch a subscription-based video service	37.4	102

Top Mobile Activities*

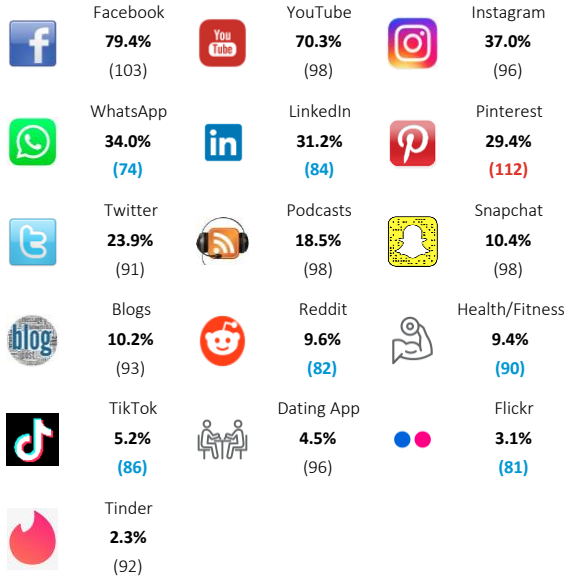
Activity [Past Week]

	%	Index
Send/receive a text/instant message	59.2	104
Send/receive email	44.7	96
Take pictures/video	44.5	98
Use apps	41.1	97
Use maps/directions service	37.8	94
Participate in an online social network	37.4	99
Access a news site	26.4	97
Internet search - business, services, products	24.5	86
Do banking/pay bills online	22.7	101
Watch free streaming music videos	19.7	101

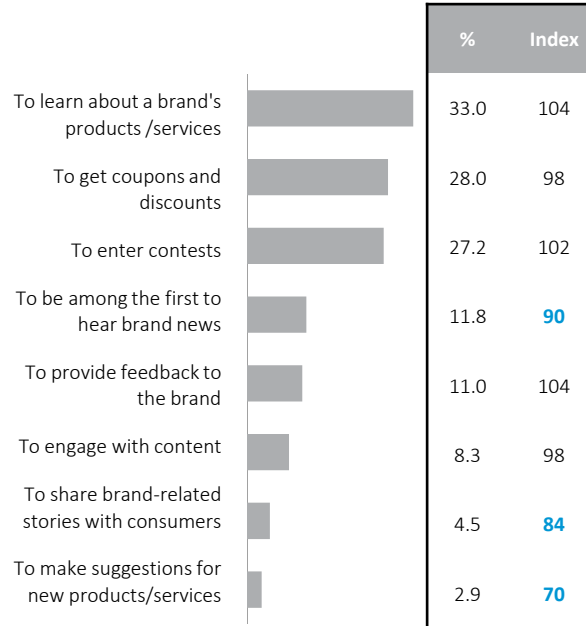
Media

Social Media Platforms

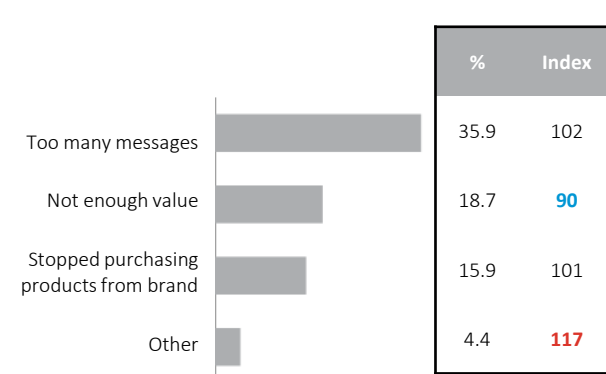
Usage [Currently Use]



Reasons to Follow Brands

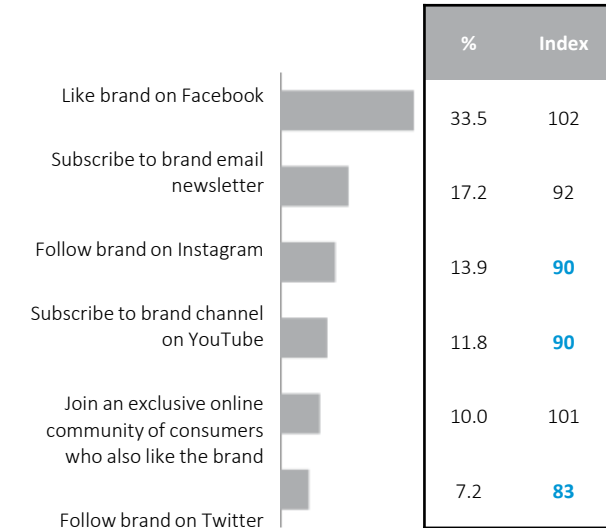


Reasons to Unfollow Brands

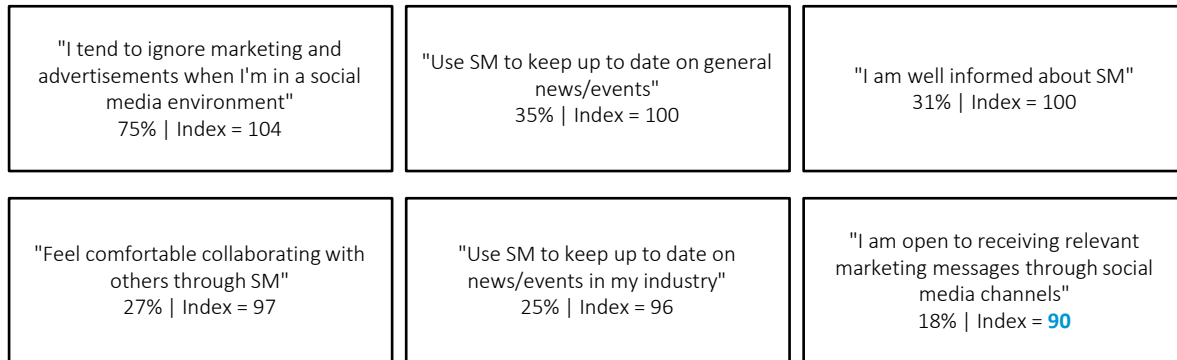


Actions Taken using Social Media

Variables with Response "Yes"



Social Media Attitudes



Product Preferences

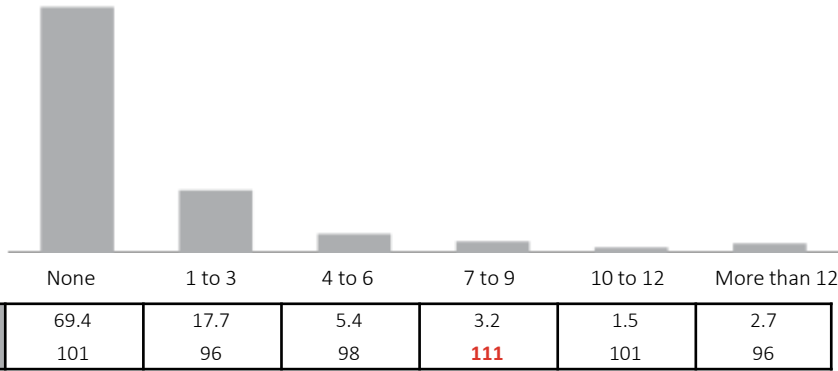
Variables with "Agree" Statements

"I would like to eat healthy foods more often" 74% Index = 99	"I have tried a product/service based on a personal recommendation" 74% Index = 101	"I consider myself to be informed on current events or issues" 73% Index = 104	"I generally achieve what I set out to do" 71% Index = 103	"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" 66% Index = 99	"I make an effort to buy local produce/products" 64% Index = 100	"I like to cook" 62% Index = 108	"Family life and having children are most important to me" 61% Index = 107	"When I shop online I prefer to support Canadian retailers" 59% Index = 104
"I am interested in learning about different cultures" 57% Index = 99	"It's important to buy products from socially-responsible/environmentally-friendly companies" 55% Index = 98	"I like to try new places to eat" 54% Index = 99	"I offer recommendations of products/services to other people" 51% Index = 96	"I like to try new and different products" 47% Index = 99
"I am adventurous/"outdoorsy" 44% Index = 106	"Free-trial/product samples can influence my purchase decisions" 41% Index = 103	"I am willing to pay more for eco-friendly products" 36% Index = 96	"Vegetarianism is a healthy option" 34% Index = 93	"I prefer to shop online for convenience" 30% Index = 98
"Staying connected via social media is very important to me" 30% Index = 109	"I lead a fairly busy social life" 25% Index = 96	"Advertising is an important source of information to me" 25% Index = 111	"I consider myself to be sophisticated" 20% Index = 101	"I enjoy being extravagant/indulgent" 19% Index = 100

Product Preferences

Beer Consumption

Drinks [Past Week]



Drinks

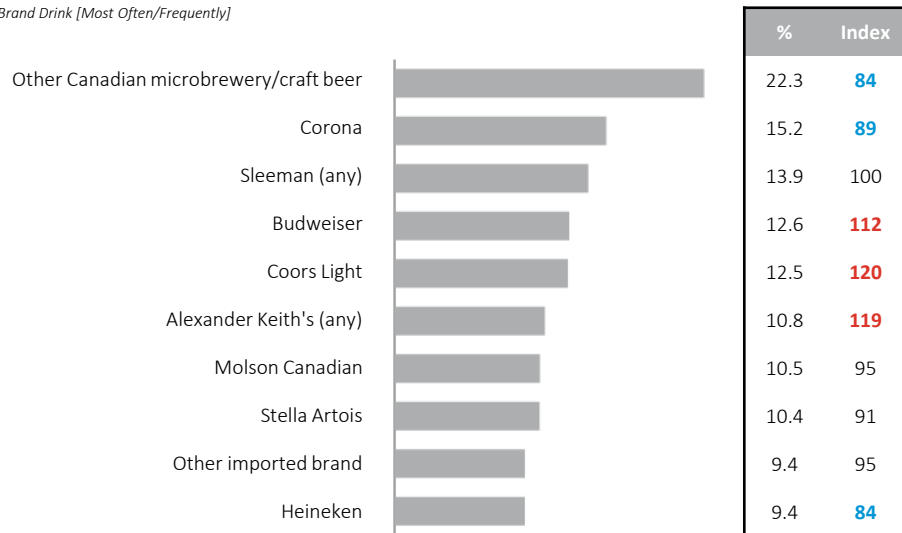
Drank [Past Month]	% Comp	Index
Canadian wine	21.6	101
Liqueurs (any)	12.9	115
Cider	11.7	99

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	16.0	102

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	22.3	84

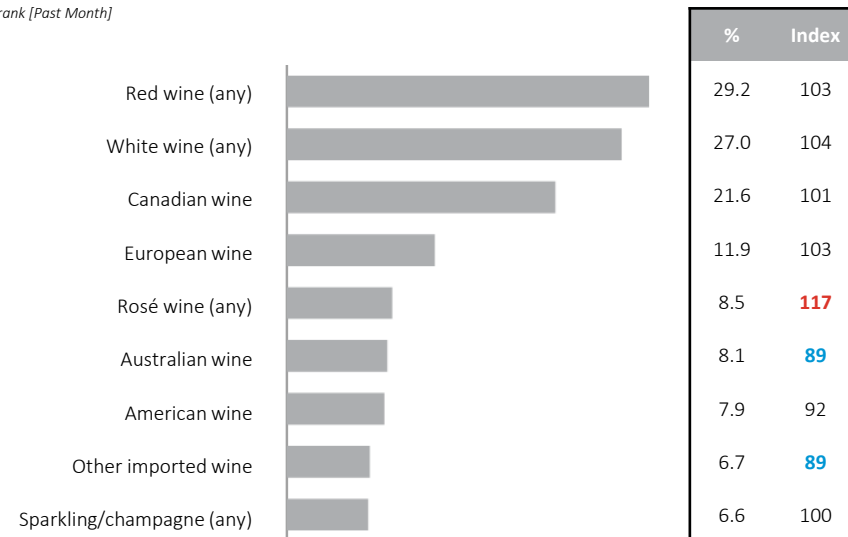
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]

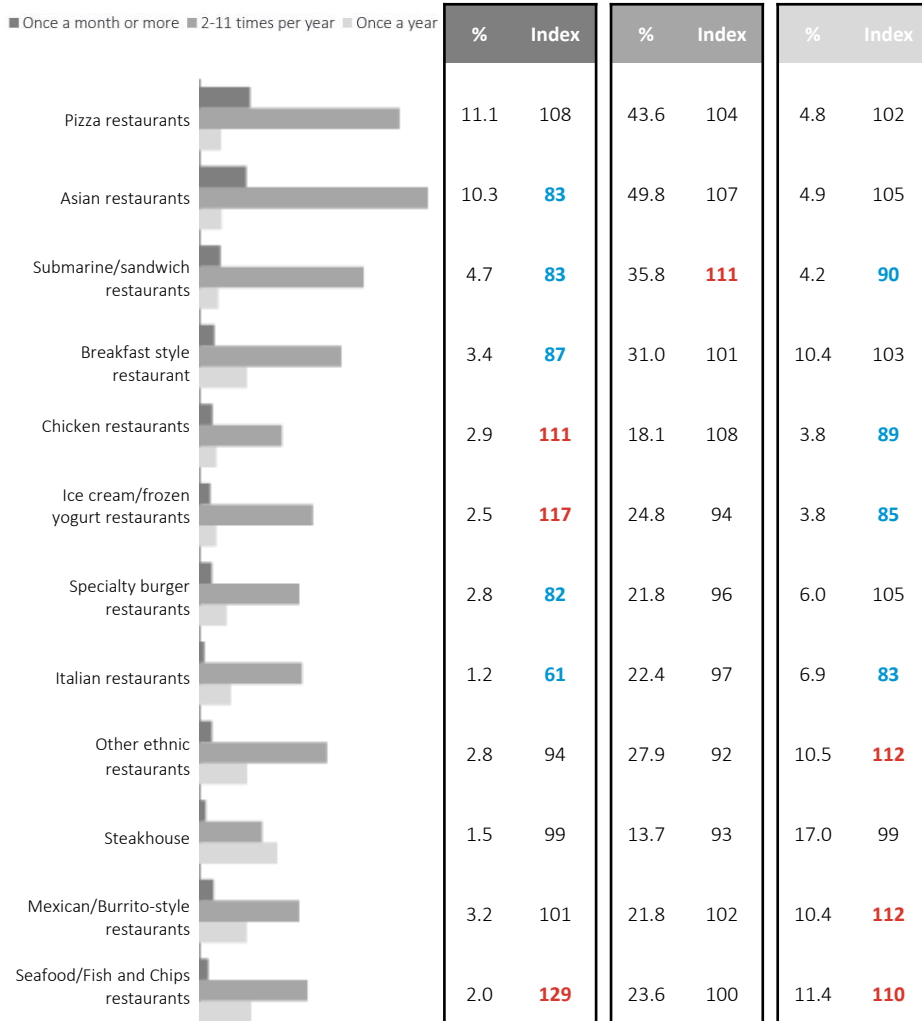


Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

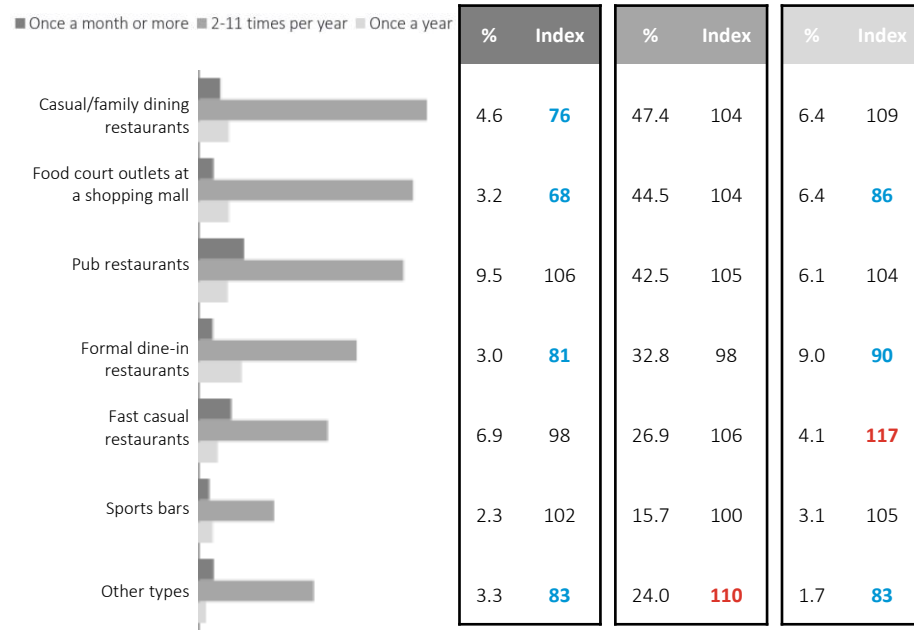
■ Once a month or more ■ 2-11 times per year ■ Once a year



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
29.2%
(95)



Other Organic Food
17.2%
(104)



Organic Meat
11.4%
(110)

Product Preferences

Demographics



Rent
35.6%
(110)

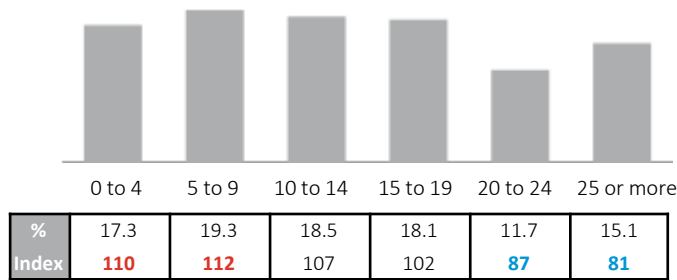


Own
64.3%
(95)



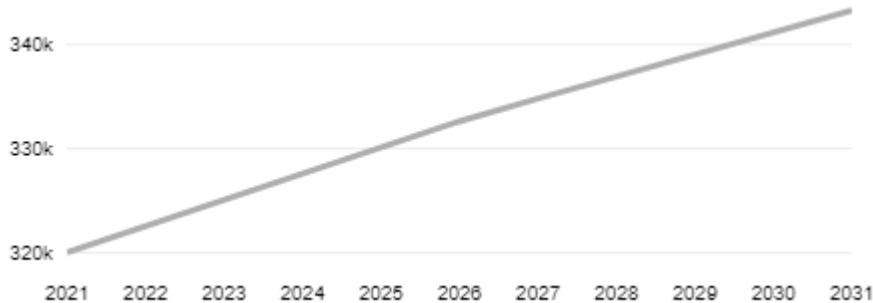
Households with
Children at Home
36.4%
(98)

Age of Children at Home



Demographic Trends

Household Projections

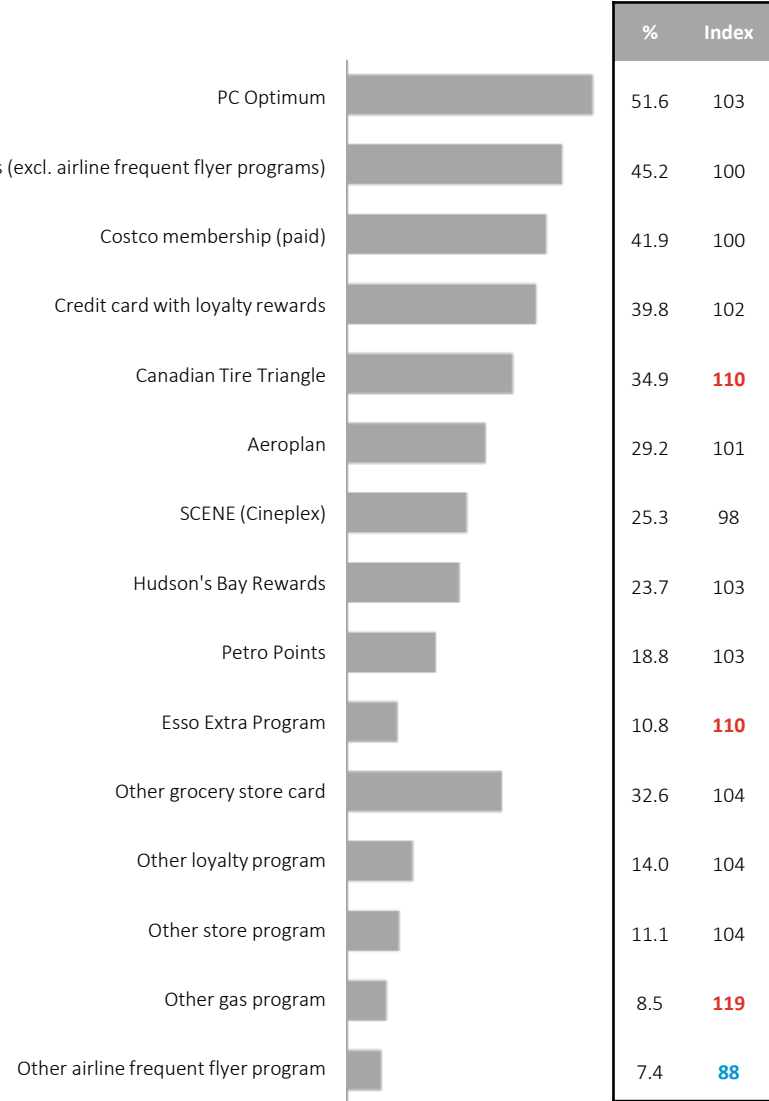


Name	2021	2024	2026	2031
Count	320,030	327,587	332,627	343,276
% Change	-	2.4	3.9	7.3
Index	-	85	84	84

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	69.1	100	44.7	96	12.7	103			
Send/receive a text/instant message	64.0	104	59.2	104	7.1	102			
Participate in an online social network	56.7	105	37.4	99	10.7	116			
Do banking/pay bills online	51.1	101	22.7	101	8.1	129			
Take pictures/video	48.1	98	44.5	98	7.1	107			
Use apps	46.4	99	41.1	97	12.6	103			
Use maps/directions service	47.9	97	37.8	94	5.6	99			
Internet search - business, services, products	44.0	96	24.5	86	11.1	99			
Watch a subscription-based video service (e.g. Netflix)	37.4	102	17.8	109	9.0	98			
Watch free streaming music videos	32.9	105	19.7	101	7.2	105			
Watch other online free streaming videos	29.3	97	18.5	94	5.3	96			
Compare products/prices while shopping	28.5	98	16.2	93	3.6	94			
Play/download online games	26.7	103	14.6	97	7.5	121			
Research products/services	32.8	99	18.6	97	7.3	109			
Listen to music via streaming video service (e.g. YouTube)	25.2	103	16.4	105	4.1	127			
Share/refer/link friends to a website or an article	23.8	108	16.2	103	3.6	119			
Listen to Internet-only music service (e.g. Spotify)	23.3	105	17.1	98	2.4	128			
Purchase products or services	27.7	106	11.5	109	4.2	125			
Consult consumer reviews	24.5	99	13.2	92	4.8	98			
Use online telephone directory	20.3	105	14.0	110	2.8	111			
Use ad blocking software	19.2	99	6.6	101	3.7	98			
Download any video content (free or paid)	12.5	99	3.4	87	2.1	103			
Read or look into online newspapers	12.3	98	5.9	95	2.9	94			
Download music/MP3 files (free or paid)	13.1	100	9.2	106	1.6	90			
Click on an Internet advertisement	14.0	105	6.8	97	2.3	120			
Listen to a podcast	14.7	103	11.2	102	2.6	154			
Listen to a radio broadcast via streaming audio	7.8	98	5.1	107	1.1	118			
Download/print/redeem discount coupon	11.2	104	6.6	103	0.6	96			
Watch a TV broadcast via streaming video	8.1	102	3.6	115	2.0	95			
Enter online contests	10.0	107	6.6	109	1.9	150			
Place/respond to an online classified advertisement	12.6	117	8.2	124	1.8	134			
Receive store offers by SMS	9.8	119	9.7	120	-	-			
Read or look into online magazines	7.4	98	3.1	91	1.6	101			
Scan mobile tagging barcode/QR	7.0	103	6.6	103	-	-			
Watch streaming purchased/rented videos (e.g. iTunes)	2.7	111	-	-	-	-			
Purchase group deal (e.g. Groupon)	3.9	119	1.9	107	-	-			

Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	42.8	100	26.4	97	10.7	109
Access food/recipes content	29.1	99	13.6	88	8.3	109
Access health-related content	19.2	99	10.8	101	4.6	104
Access professional sports content	10.4	100	7.9	106	2.3	92
Access restaurant guides/reviews	14.2	93	9.6	89	2.3	80
Access travel content	12.7	96	6.3	98	3.2	113
Access real estate listings/sites	11.8	106	3.5	84	2.2	106
Access a radio station's website	9.1	98	4.9	98	1.3	90
Access home decor-related content	9.1	112	4.8	114	1.6	93
Access celebrity gossip content	7.1	82	4.2	74	0.8	102
Access a TV station's website	10.0	109	3.9	93	2.4	134
Access fashion or beauty-related content	7.6	86	5.2	84	0.7	73
Access automotive news/content	7.1	109	4.7	108	1.5	115

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers inserted into a community newspaper	40.5	111
Flyers delivered to the door or in the mail	39.2	107
General information from the Internet/websites	30.8	100
Coupons	27.1	95
Apps/online flyers	25.2	102
Local store catalogues	20.7	99
Direct email offers	20.3	90
Flyers inserted into a daily newspaper	18.5	103
Mail order	7.3	106
Yellow Pages (print)	6.7	137
Yellow Pages (online)	4.4	128

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	29.4	104
On bus exteriors	23.9	94
On street furniture (e.g. bus benches)	17.6	99
On transit shelters	17.1	89
Digital billboards	16.1	113
Inside shopping malls	13.3	89
Inside buses	10.1	83
Inside public washrooms	8.5	90
Screens inside elevators	7.1	87
On subway/metro platforms	6.0	71
Inside subway/metro cars	5.6	84
Inside movie theaters	5.2	87
Inside commuter trains	4.9	72
Inside airports	4.6	120
On taxis	3.5	108

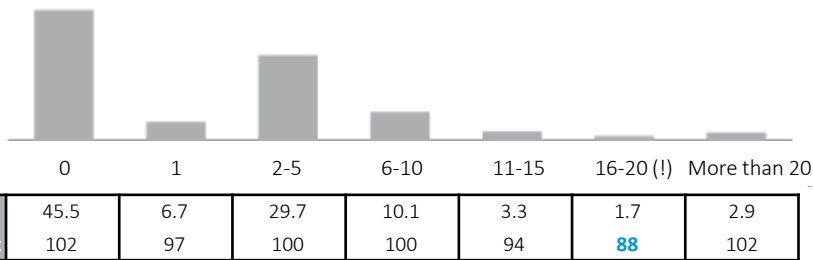
Social Media Usage

Social Media Overview

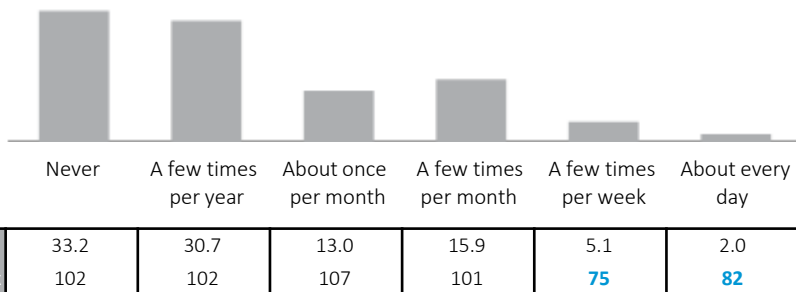
- **Internet and Social Media Usage: 44%** search for Businesses, Services and Products online (Average), **13%** access Travel Content Websites (Average).
- **61%** of Gentle Explorers from British Columbia tend to access social media on their mobile phones during the morning hours, **57%** during the afternoon hours.
- **5%** seek recommendations for Vacation/Travel Information via social media (Below Average).

Brand Interaction

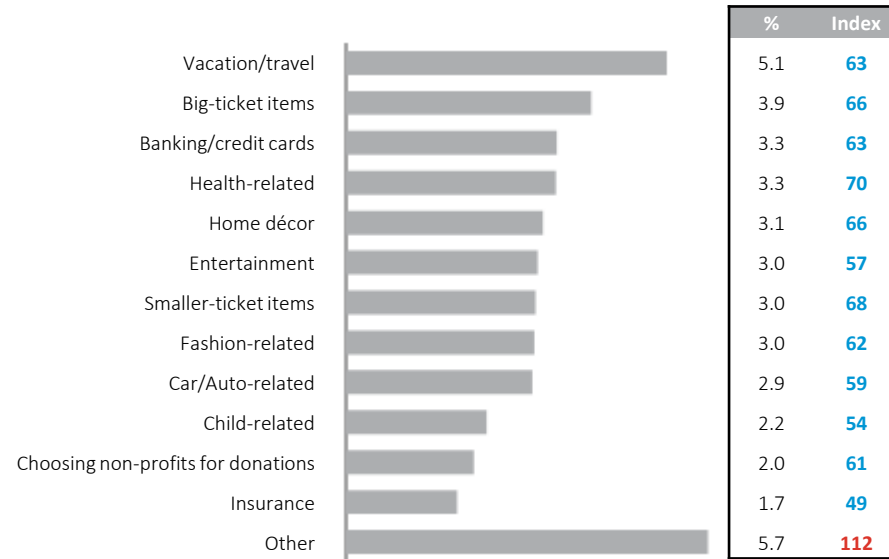
Number of Brands Interacted with via Social Media
[Past Year]



Rate or Review Products or Services
[Frequency of Participation]



Seek Recommendations via Social Media*



Top Social Media Attitudes**

75% tend to ignore marketing and advertising on Social Media

"Social media companies should not be allowed to own or share my personal information"
88% | Index = 105

"I tend to ignore marketing and advertisements when I'm in a social media environment"
75% | Index = 104

"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"
48% | Index = 105

Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	49.8	104
Watch video online	43.9	95
Chat in online chats	40.4	99
Read article comments	39.6	100
Read status updates/tweets	37.3	101
Listen to radio or stream music online	32.2	92
Share links with friends and colleagues	26.8	92
Click links in news feeds	20.8	91
Play games with others online	16.7	103
Read blogs	13.5	85
Post photos online	13.0	97
Update your status on a social network	10.4	97
Chat in online forums	8.9	86
Comment on articles or blogs	7.7	89
Check in with locations	7.3	82
Rate or review products online	7.1	77
Share your GPS location	6.6	80
Post videos online	4.4	77
Publish blog, Tumblr, online journal	2.4	64

Social Media Uses*

A few times per week or more

	%	Index
Stay connected with personal contacts	49.4	103
Stay connected with family	48.8	105
Keep up to date on general news/events	47.1	102
Keep up to date on news/events in my industry	24.6	96
Stay connected with work/professional contacts	15.5	86

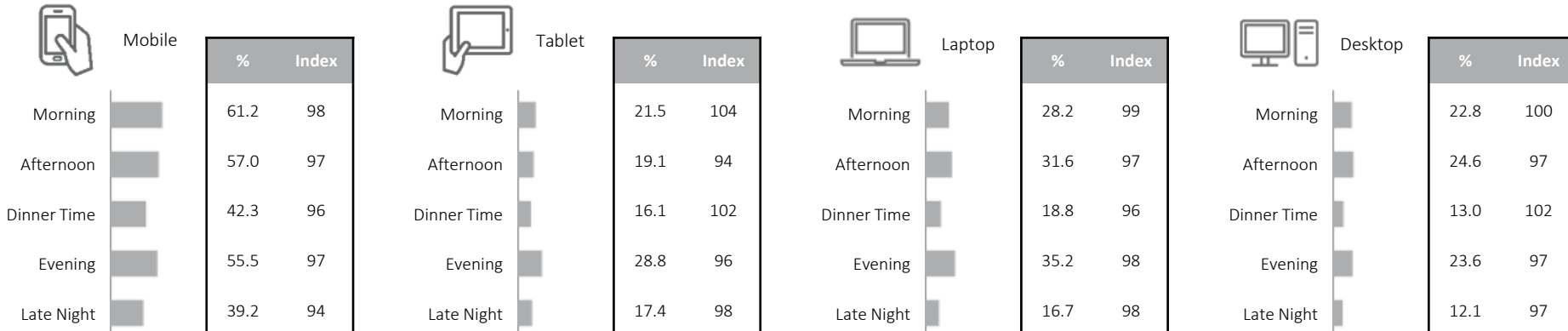
Number of Connections

Across all social media

	%	Index
0-49	36.2	104
50-99	17.1	102
100-149	11.9	105
150-199	5.4	89
200-299	9.9	110
300-399	3.9	77
400-499	3.7	103
500-1000	7.0	88
More than 1000	4.9	87

Social Media Access

Typically use



Social Media Usage

Facebook



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
79.4% (103)	18.3% (94)	Use Daily	61.7	108
		Use Weekly	12.5	90
		Use Monthly	4.5	81

LinkedIn



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
31.2% (84)	60.1% (111)	Use Daily	5.2	72
		Use Weekly	9.1	83
		Use Monthly	15.1	90

Instagram



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
37.0% (96)	54.4% (105)	Use Daily	19.3	89
		Use Weekly	10.4	98
		Use Monthly	6.7	116

Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	56.2	104
Comment/Like other users' posts	49.5	110
Use Messenger	47.7	109
Watch videos	39.8	102
Watch live videos	15.6	98
Post photos	13.2	98
Update my status	10.5	95
Like or become a fan of a page	9.6	94
Click on an ad	8.9	88
Post videos	4.6	85
Create a Facebook group or fan page	2.5	67
Give to a Facebook fundraiser (!)	1.1	43
Create a Facebook fundraiser (!)	1.0	42

Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	5.6	73
View a job posting	3.9	68
Watch videos	3.0	76
Search and review other profiles	2.9	65
Create a connection	1.9	63
Comment on content	1.4	58
Update your profile information	1.1	51
Click on an ad (!)	1.0	52
Participate in LinkedIn forums (!)	0.9	58
Request a recommendation (!)	0.8	56
Post an article, video or picture (!)	0.8	48
Join a LinkedIn group (!)	0.6	45

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	25.6	92
Like photos/videos	21.5	93
Comment on photos/videos	12.0	92
Send direct messages	11.3	89
Watch live videos	9.6	87
Post photos/videos	6.9	88
View a brand's page	6.6	81
Watch IGTV videos	4.7	73
Click on ads	3.5	75

Pinterest



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
29.4% (112)	60.1% (96)	Use Daily	6.2	109
		Use Weekly	9.5	100
		Use Monthly	11.6	121

Reddit



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
9.6% (82)	83.5% (104)	Use Daily	4.1	84
		Use Weekly	2.9	73
		Use Monthly	2.4	90

WhatsApp



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
34.0% (74)	58.9% (129)	Use Daily	12.8	54
		Use Weekly	10.3	84
		Use Monthly	9.5	107

Participate In* (at least a few times per month)	% Comp	Index
View content	7.2	78
Follow specific Subreddits	4.7	90
Vote on content	4.2	90
Post content	2.0	80

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	20.0	64
Send/receive images	17.6	62
Use group chats	11.8	54
Use voice calls	7.3	56
Send/receive documents and files	6.8	49

Social Media Usage

Twitter



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
23.9%	68.4%		10.4	87
(91)	(106)	Use Weekly	6.8	92
		Use Monthly	5.2	94

YouTube



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
70.3%	17.3%		24.4	82
(98)	(104)	Use Weekly	31.7	106
		Use Monthly	13.5	114

Snapchat



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
10.4%	84.1%		3.8	100
(98)	(102)	Use Weekly	3.3	114
		Use Monthly	2.8	81

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	15.1	89
Watch videos	7.1	80
Tweet	5.6	88
Retweet	4.9	87
Share a link to a blog post or article of interest	4.7	94
Send or receive direct messages	4.7	84
Respond to tweets	4.5	82
Actively follow new users	3.4	80
Watch live videos	3.1	68
Follow users who follow you	2.9	70
Click on an ad	2.2	69

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	43.0	90
Like or dislike videos	13.0	88
Watch live videos	11.8	82
Leave comment or post response on video	7.7	93
Share videos	6.2	73
Click on an ad	4.3	63
Embed a video on a web page or blog	2.4	61
Create and post a video	2.3	70

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	4.9	99
Send direct text messages	4.0	92
Send photos/videos	4.0	93
Use filters or effects	2.7	86
Use group chat	2.5	89
Use video chat	1.7	88
Read Snapchat discover/News	1.4	63
View ads	1.2	66
View a brand's snaps	1.2	66

Audio Podcasts



Currently Use	Did Not Use
18.5%	66.7%
(98)	(101)

Frequency of Use
[Past Year]

	%	Index
Use Daily	6.0	99
Use Weekly	7.1	100
Use Monthly	4.8	91

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	5.9	108
Listen to a news podcast	4.6	93
Listen to an educational podcast	4.4	85
Listen to a comedy podcast	3.4	90
Listen to a business podcast	2.6	70
Subscribe to an educational podcast	1.9	87
Subscribe to another genre of podcast	1.9	79
Subscribe to a news podcast	1.8	81
Subscribe to a comedy podcast (!)	1.8	86
Listen to a technology focused podcast	1.7	82
Listen to a sports podcast	1.6	80
Subscribe to a sports podcast**	1.2	62
Subscribe to a technology podcast (!)	1.1	87
Subscribe to a business podcast (!)	0.6	46

Other Social Media Platforms

Tinder



Currently Use	Did Not Use
2.3%	94.9%
(92)	(101)

Tik Tok



Currently Use	Did Not Use
5.2%	89.6%
(86)	(103)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	0.6	79
Use Weekly (!)	0.4	78