

Overview

- Of the 9 EQ Traveller Types identified in Canada, Personal History Explorers rank 7th, making up **147,316** households, or **7.3%** of the total Households in British Columbia (2,018,734).
- The Median Household Maintainer Age is **55**, **46%** of couples have children living at home (Above Average).
- Below Average Household Income of **\$102,730** compared to BC at \$113,574.
- Top 3 Social Values:** Ecological Fatalism, Traditional Family, Multiculturalism
- Top Tourism Activities:** Swimming, Hiking/Backpacking, Camping. **Above average** interest in Snowboarding, Film Festivals
- Average** interest for travelling within Canada (Above Average for Victoria, Toronto, Montreal), Personal History Explorers from British Columbia spent an average of **\$1,650** (Average) on their last vacation.
- 74%** currently use Facebook (Average), **38%** use Instagram (Average), **27%** use Twitter (Average) and **74%** use YouTube (Average).

Market Sizing



Total Population

Target Group: 403,882 | 7.9%
Market: 5,102,265



Total Households

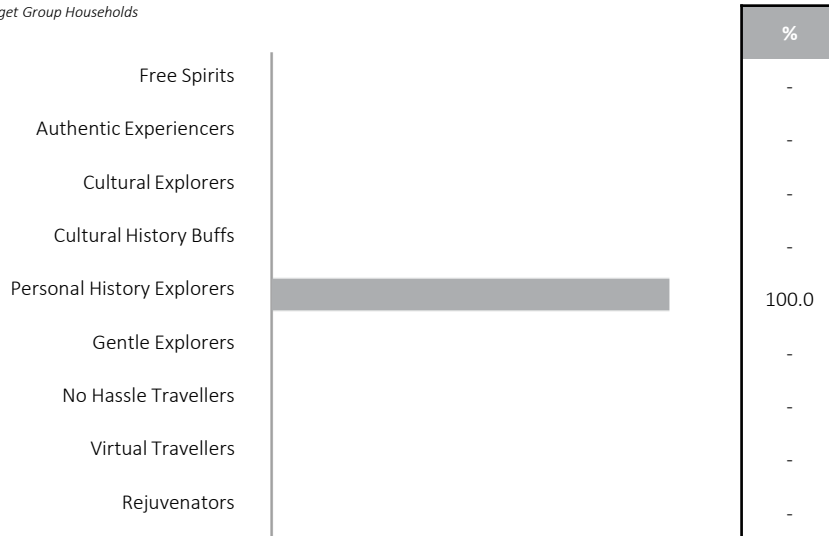
Target Group: 147,316 | 7.3%
Market: 2,018,734

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Vancouver, BC (CY)	50.8	24.7	339	302,650	15.0
Burnaby, BC (CY)	9.7	14.2	195	100,623	5.0
Surrey, BC (CY)	3.4	2.8	38	181,001	9.0
Victoria, BC (CY)	2.0	5.8	80	49,647	2.5
West Vancouver, BC (DM)	1.9	15.6	213	18,201	0.9
Delta, BC (DM)	1.8	6.8	93	38,122	1.9
New Westminster, BC (CY)	1.2	4.8	65	35,558	1.8
Richmond, BC (CY)	1.1	2.0	27	79,821	4.0
Saanich, BC (DM)	1.1	3.3	45	48,518	2.4
Maple Ridge, BC (CY)	1.0	4.7	64	32,426	1.6

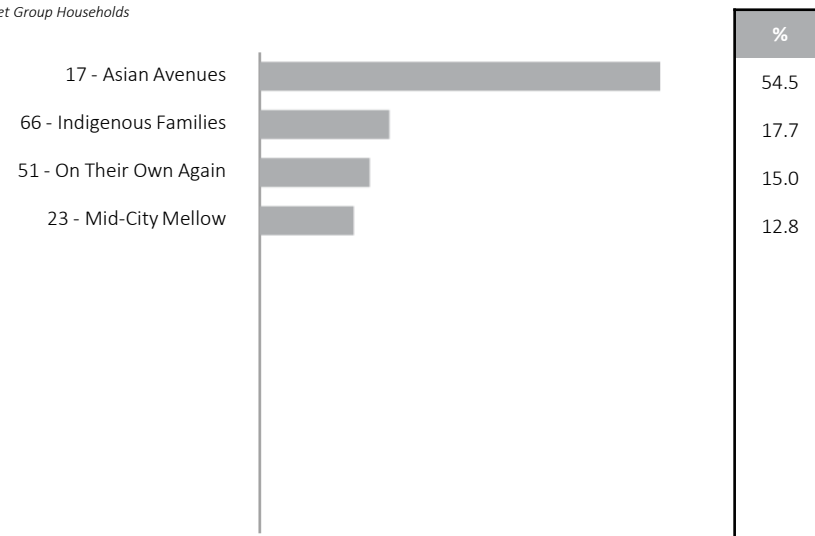
EQ Segments

% of Target Group Households

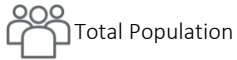


Top PRIZM Segments

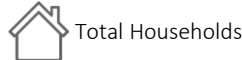
% of Target Group Households



Demographic Profile



Total Population
Target Group: 403,882 | 7.9%
Market: 5,102,265

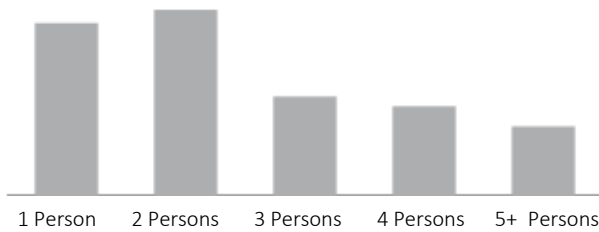


Total Households
Target Group: 147,316 | 7.3%
Market: 2,018,734

Average Household Income

\$102,730
(90)

Household Size*



Median Household Maintainer Age

55
(101)

	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
%	28.0	30.1	16.1	14.5	11.3
Index	97	86	109	113	135

Marital Status**

52.0%
(91)

Married/Common-Law

Family Composition***

46.4%
(111)

Couples With Kids at Home

Education**

30.0%
(102)

High School Certificate Or Equivalent

Visible Minority Presence*

53.0%
(162)

Belong to a visible minority group

Non-Official Language*

7.9%
(236)

No knowledge of English or French

Immigrant Population*

40.8%
(143)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Ecological Fatalism	144	61	Primacy of Environmental Protection
Ostentatious Consumption	142	65	Cultural Assimilation
Status via Home	140	68	Discriminating Consumerism
Traditional Family	138	70	Ecological Concern
Importance of Aesthetics	137	72	Fulfilment Through Work

Key Social Values

Ecological Fatalism Index = 144	Traditional Family Index = 138	Multiculturalism Index = 128
Attraction For Crowds Index = 128	Confidence in Advertising Index = 123	Consumptivity Index = 122
Brand Genuineness Index = 117	Consumption Evangelism Index = 117	Legacy Index = 109
Global Consciousness Index = 108	Social Intimacy Index = 104	Search for Roots Index = 103

































Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	83.0	99
Gardening	57.5	96
Home exercise & home workout	51.4	95
Volunteer work	50.5	94
Swimming	48.9	93

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	56.4	107
Parks & city gardens	40.0	93
Movies at a theatre/drive-in	35.1	95
Bars & restaurant bars	34.8	95
Art galleries, museums & science centres	32.8	98

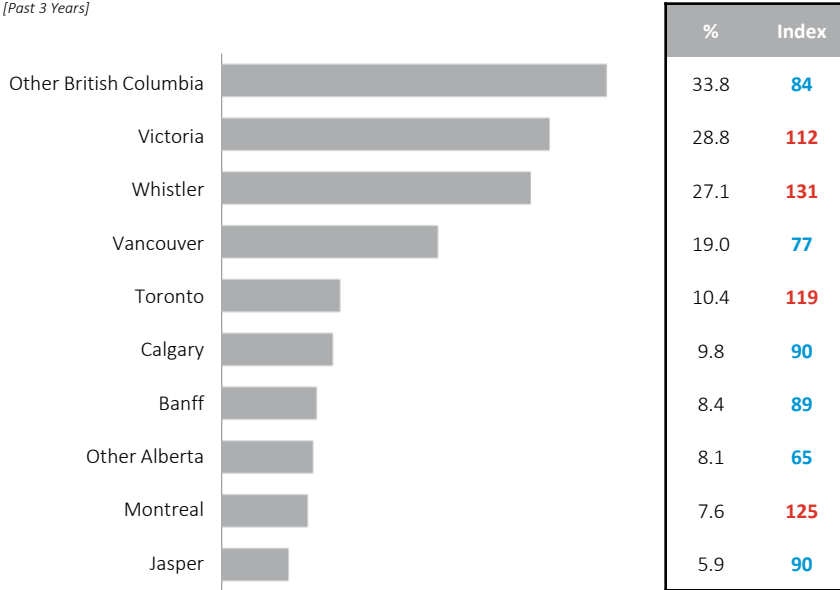
Key Tourism Activities**

Swimming  48.9% (93)	Hiking & backpacking  47.5% (95)	Camping  47.3% (94)	Cycling  41.3% (90)	Parks & city gardens  40.0% (93)	Bars & restaurant bars  34.8% (95)	Photography  34.8% (89)	Canoeing & kayaking  30.3% (86)
National or provincial park  22.9% (80)	Pilates & yoga  22.4% (98)	Cross country skiing & snowshoeing  22.2% (90)	Ice skating  21.1% (93)	Golfing  20.6% (77)	Specialty movie theatres/IMAX  19.5% (93)	Fishing & hunting  18.3% (75)	Video arcades & indoor amusement centres  16.5% (107)
Downhill skiing  16.5% (87)	Zoos & aquariums  14.8% (92)	Historical sites  14.6% (75)	Sporting events  12.8% (75)	Hockey  11.3% (98)	Theme parks, waterparks & water slides  10.8% (89)	Adventure sports  10.7% (90)	Power boating & jet skiing  10.1% (83)
Snowboarding  10.0% (120)	Beer, food & wine festivals  9.3% (84)	ATV & snowmobiling  8.8% (73)	Music festivals  8.7% (104)	Curling  8.4% (108)	Film festivals  7.7% (123)	Marathon or similar event  4.1% (74)	Food & wine shows  3.7% (93)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

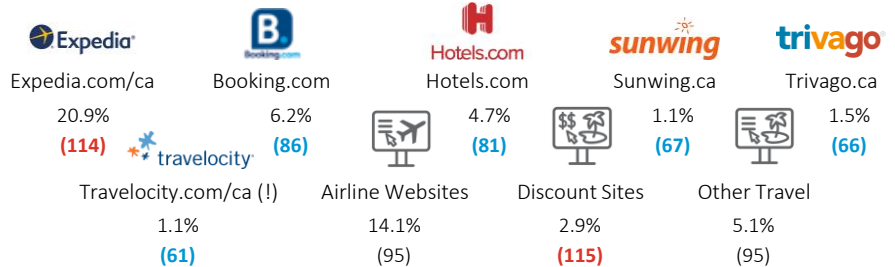


Vacation Booking*

Used [Past 3 Years]

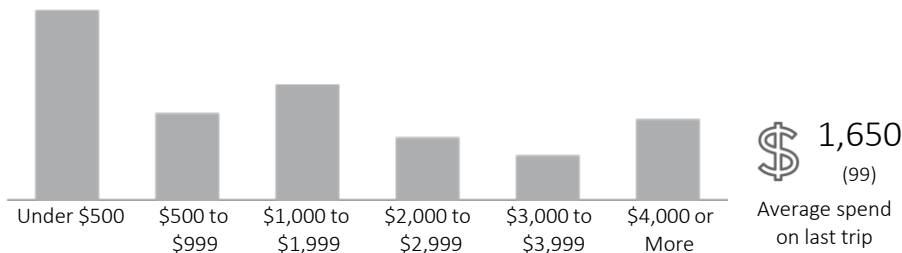


Booked With [Past Year]**



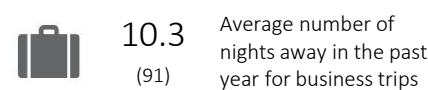
Vacation Spending

Spent Last Vacation

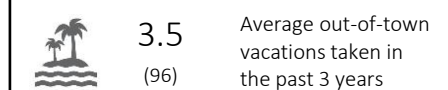


Travel Type & Frequency

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 60.5% (107)	 Friends/relatives 39.4% (93)	 All-inclusive resort 14.2% (91)	 Camping 20.7% (87)	 Vacation rental by owner 23.7% (99)	 Motel 14.9% (76)	 Cottage 8.8% (94)
 B&B 11.1% (80)	 Condo/apartment 11.6% (91)	 RV/camper 9.2% (72)	 Cruise ship 11.1% (99)	 Package tours 4.9% (98)	 Spa resort 5.2% (96)	 Boat 3.3% (88)









Airline Preferences**

Flown [Past Year]

 Air Canada 37.8% (104)	 West Jet 27.0% (89)	 Air Transat 7.7% (124)	 Porter Airlines 0.1% (51)	 Other Canadian 5.0% (89)
 Delta Airlines 4.5% (84)	 United Airlines 5.0% (79)	 American Airlines 3.8% (88)	 Other American 6.8% (84)	
 European Airlines 6.8% (89)	 Asian Airlines 9.0% (144)	 Other Charter 1.5% (70)	 Other 6.6% (94)	

Car Rental*

Rented From [Past Year]

 Enterprise 4.0% (81)	 Budget 2.7% (69)	 Avis 2.0% (95)	 U-Haul 1.0% (66)
 Hertz 2.2% (96)	 National (!) 1.2% (42)	 Discount (!) 0.4% (44)	 Other Rentals 3.2% (86)

Media

Overall Level of Use

Radio



12 hours/week
(101)

Television



1,115 minutes/week
(95)

Newspaper



1 hours/week
(92)

Magazine



6 minutes/day
(76)

Internet



249 minutes/day
(105)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	34.5	97
Adult Contemporary	21.2	109
Mainstream Top 40/CHR	14.3	115
Multi/Variety/Specialty	13.3	91
Classic Hits	12.1	90
Hot Adult Contemporary	11.2	140
Modern/Alternative Rock	10.5	119
Classic Rock	9.2	95
Today's Country	6.9	75
Not Classified	5.0	69

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	44.1	101
Evening local news	38.7	93
Primetime serial dramas	30.8	103
News/current affairs	28.3	88
Suspense/crime dramas	25.7	88
Cooking programs	25.2	114
Hockey (when in season)	21.9	101
Situation comedies	21.7	98
Documentaries	21.6	86
Home renovation/decoration shows	20.5	89

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	51.0	90
National News	50.4	94
International News & World	47.8	92
Health	33.2	98
Movie & Entertainment	32.4	106
Food	29.6	101
Editorials	29.6	96
Business & Financial	24.9	100
Travel	24.2	97
Sports	21.7	89

Top Magazine Publications*

Read [Past Month]

	%	Index
Other U.S. magazines	7.2	74
Other English-Canadian	6.7	66
Canadian Living	4.5	75
National Geographic	4.4	73
Maclean's	4.1	61
Reader's Digest	3.9	72
Cineplex Magazine	3.1	92
Elle Canada (!)	3.1	184
FASHION Magazine (!)	3.1	179
People	2.9	70

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	70.0	102
Send/receive a text/instant message	60.8	98
Participate in an online social network	52.4	97
Take pictures/video	50.3	103
Use maps/directions service	50.2	101
Do banking/pay bills online	49.5	98
Internet search - business, services, products	47.5	104
Use apps	47.3	101
Access a news site	42.1	99
Watch a subscription-based video service	37.2	101

Top Mobile Activities*

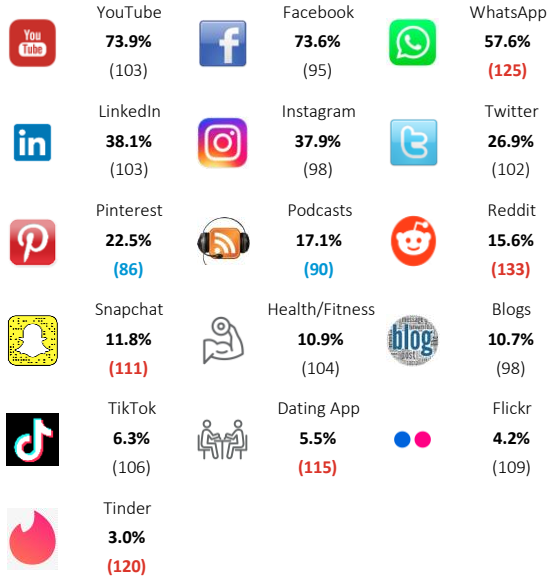
Activity [Past Week]

	%	Index
Send/receive a text/instant message	57.6	101
Send/receive email	51.3	111
Take pictures/video	47.3	104
Use apps	44.0	104
Use maps/directions service	43.2	107
Participate in an online social network	37.5	99
Internet search - business, services, products	33.7	118
Access a news site	27.2	100
Do banking/pay bills online	22.3	99
Watch other online free streaming videos	22.2	112

Media

Social Media Platforms

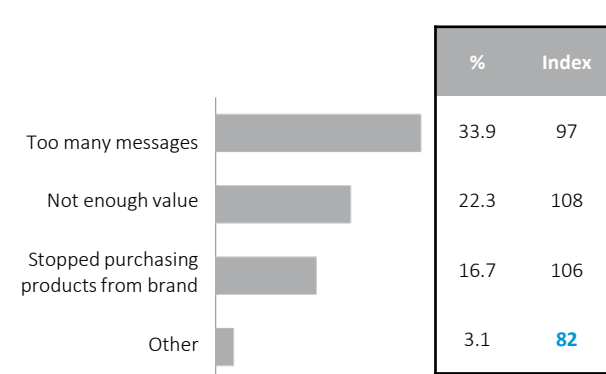
Usage [Currently Use]



Reasons to Follow Brands

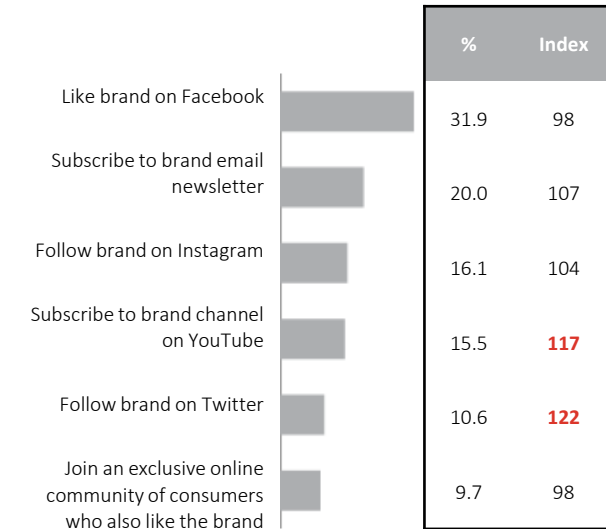


Reasons to Unfollow Brands

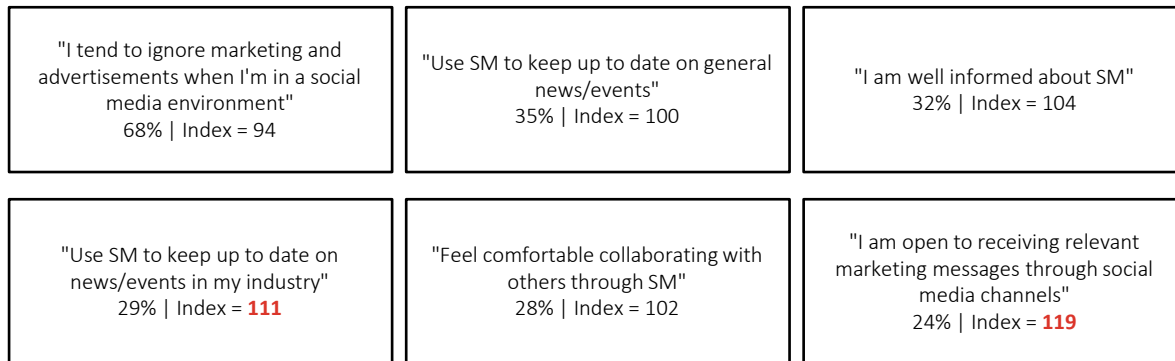


Actions Taken using Social Media

Variables with Response "Yes"



Social Media Attitudes



Product Preferences

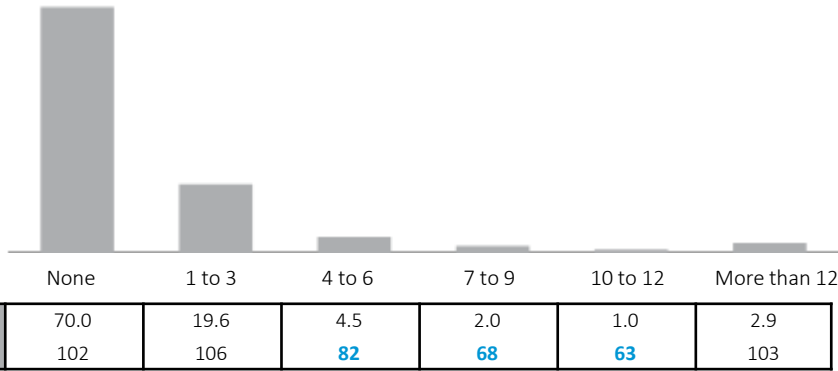
Variables with "Agree" Statements

"I would like to eat healthy foods more often" 76% Index = 101	"I have tried a product/service based on a personal recommendation" 71% Index = 97	"I generally achieve what I set out to do" 66% Index = 95	"I consider myself to be informed on current events or issues" 64% Index = 92	"I am very concerned about the nutritional content of food products I buy" 64% Index = 97
"I value companies who give back to the community" 64% Index = 96	"I make an effort to buy local produce/products" 61% Index = 95	"I am interested in learning about different cultures" 58% Index = 101	"It's important to buy products from socially-responsible/environmentally-friendly companies" 55% Index = 98	"When I shop online I prefer to support Canadian retailers" 55% Index = 96
"I like to try new places to eat" 54% Index = 99	"Family life and having children are most important to me" 54% Index = 94	"I offer recommendations of products/services to other people" 52% Index = 98	"I like to cook" 51% Index = 90	"I like to try new and different products" 46% Index = 97
"Free-trial/product samples can influence my purchase decisions" 40% Index = 100	"Vegetarianism is a healthy option" 39% Index = 106	"I am willing to pay more for eco-friendly products" 36% Index = 96	"I am adventurous/"outdoorsy"" 34% Index = 83	"I prefer to shop online for convenience" 30% Index = 98
"I lead a fairly busy social life" 27% Index = 102	"Staying connected via social media is very important to me" 26% Index = 94	"Advertising is an important source of information to me" 23% Index = 104	"I enjoy being extravagant/indulgent" 20% Index = 107	"I consider myself to be sophisticated" 17% Index = 86

Product Preferences

Beer Consumption

Drinks [Past Week]



Drinks

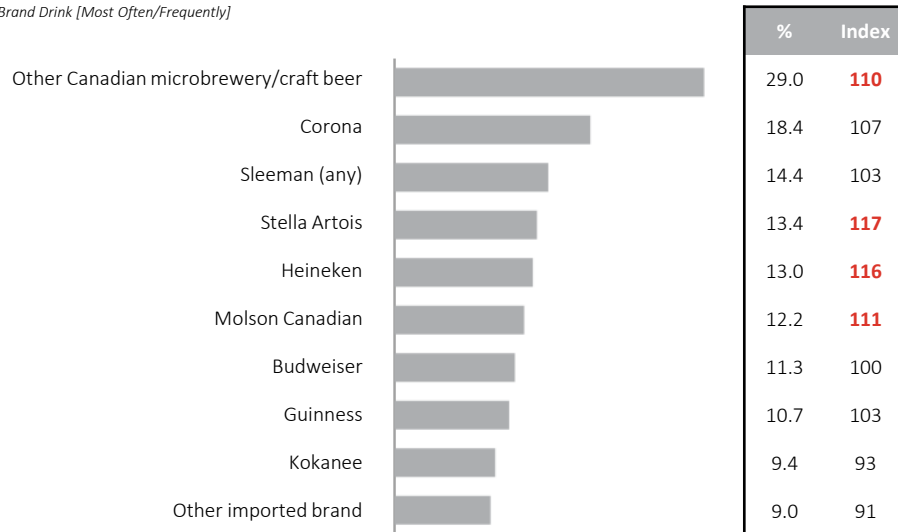
Drank [Past Month]	% Comp	Index
Canadian wine	18.1	84
Cider	12.7	107
Liqueurs (any)	7.8	70

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	15.9	101

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	29.0	110

Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]

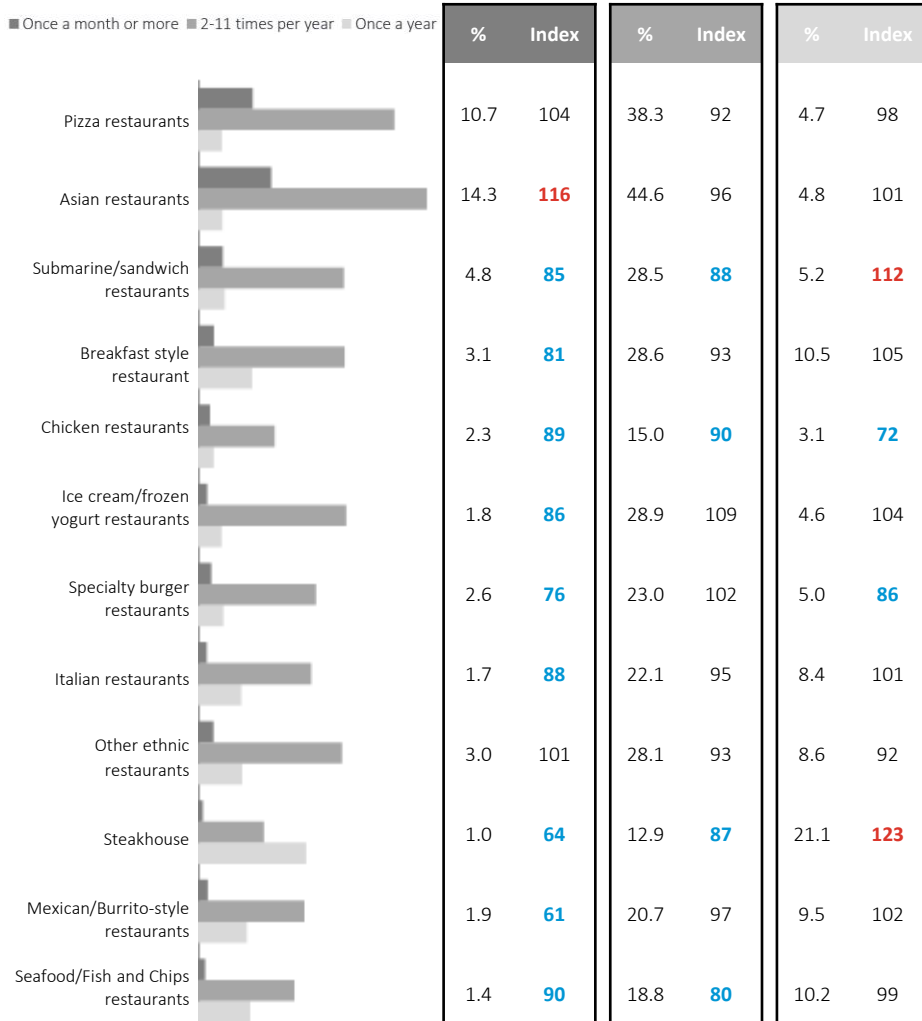


Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

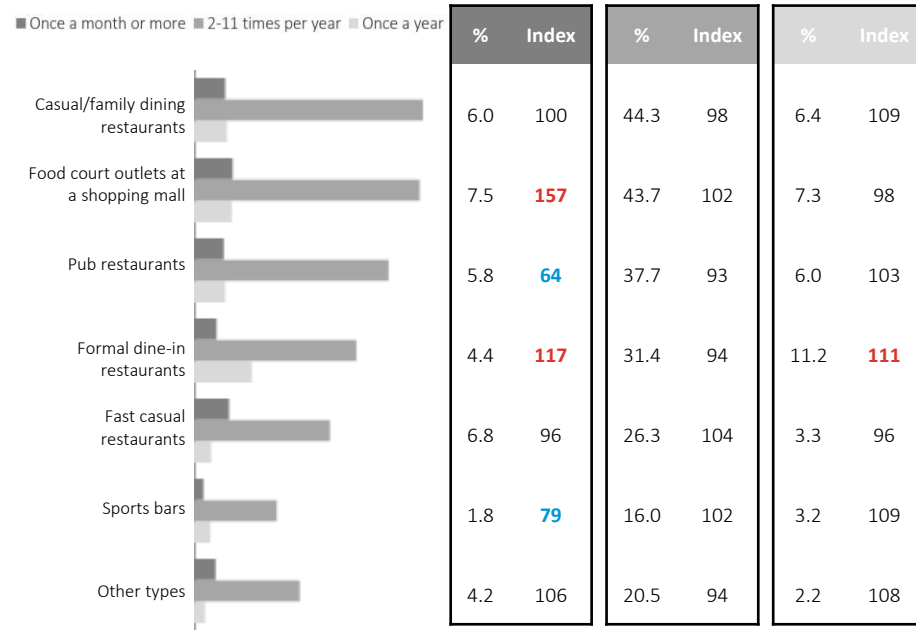
■ Once a month or more ■ 2-11 times per year ■ Once a year



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
30.0%
(98)



Other Organic Food
14.0%
(84)



Organic Meat
7.7%
(74)

Product Preferences

Demographics



Rent
39.0%
(121)

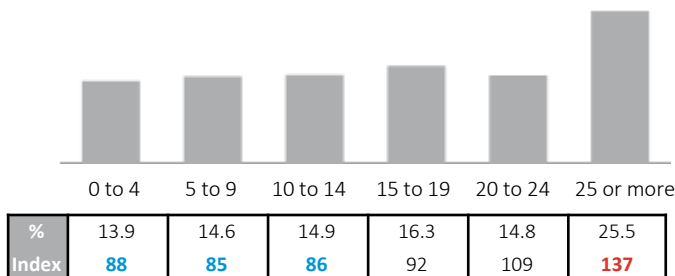


Own
60.1%
(89)

Age of Children at Home

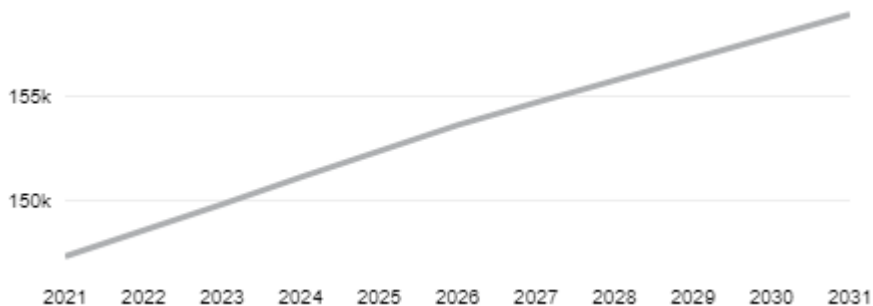


Households with
Children at Home
42.4%
(114)



Demographic Trends

Household Projections

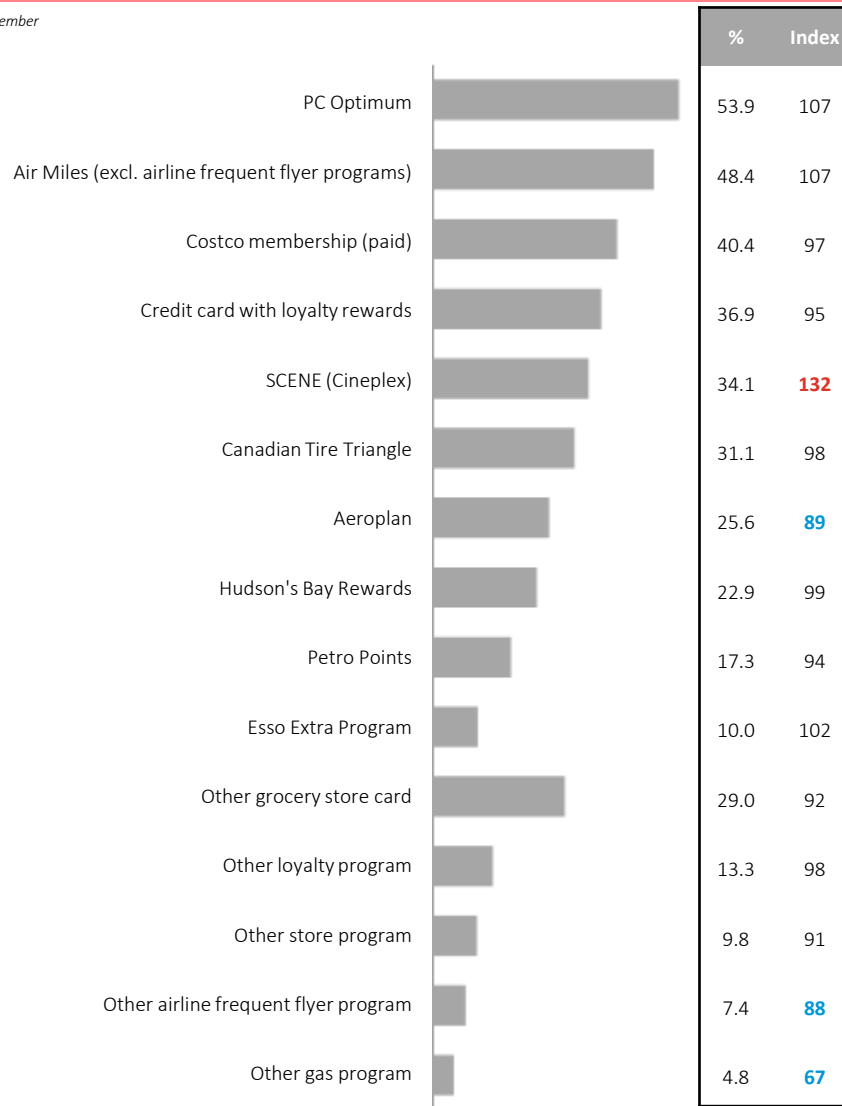


Name	2021	2024	2026	2031
Count	147,316	151,112	153,621	158,934
% Change	-	2.6	4.3	7.9
Index	-	92	92	91

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	70.0	102	51.3	111	10.2	82			
Send/receive a text/instant message	60.8	98	57.6	101	5.1	73			
Participate in an online social network	52.4	97	37.5	99	8.4	90			
Do banking/pay bills online	49.5	98	22.3	99	4.8	77			
Take pictures/video	50.3	103	47.3	104	5.1	76			
Use apps	47.3	101	44.0	104	12.3	100			
Use maps/directions service	50.2	101	43.2	107	4.3	75			
Internet search - business, services, products	47.5	104	33.7	118	10.6	94			
Watch a subscription-based video service (e.g. Netflix)	37.2	101	17.2	106	9.9	108			
Watch free streaming music videos	33.7	107	21.6	111	6.2	91			
Watch other online free streaming videos	31.3	104	22.2	112	6.2	111			
Compare products/prices while shopping	31.3	108	19.9	115	3.6	95			
Play/download online games	24.5	94	14.6	97	5.0	81			
Research products/services	32.5	98	20.0	104	6.4	95			
Listen to music via streaming video service (e.g. YouTube)	24.9	102	15.9	102	2.3	71			
Share/refer/link friends to a website or an article	21.7	99	15.6	100	2.8	92			
Listen to Internet-only music service (e.g. Spotify)	23.8	106	19.4	111	1.4	75			
Purchase products or services	27.4	105	9.8	93	2.6	77			
Consult consumer reviews	24.3	99	15.7	110	5.0	102			
Use online telephone directory	15.7	81	11.0	87	1.6	65			
Use ad blocking software	22.3	115	6.2	94	4.1	110			
Download any video content (free or paid)	10.8	86	3.4	87	2.4	118			
Read or look into online newspapers	9.6	77	4.5	73	3.0	96			
Download music/MP3 files (free or paid)	12.7	97	8.9	103	0.9	47			
Click on an Internet advertisement	11.5	86	5.8	82	1.5	76			
Listen to a podcast	11.8	83	9.5	86	1.2	73			
Listen to a radio broadcast via streaming audio	7.7	97	5.1	109	0.8	82			
Download/print/redeem discount coupon	10.7	100	7.0	110	0.6	100			
Watch a TV broadcast via streaming video	7.7	98	2.6	82	2.2	103			
Enter online contests	9.0	96	5.4	89	0.6	45			
Place/respond to an online classified advertisement	10.0	94	5.4	82	0.8	60			
Receive store offers by SMS	7.9	97	7.8	96	-	-			
Read or look into online magazines	5.4	71	2.1	60	1.1	66			
Scan mobile tagging barcode/QR	6.2	92	6.1	95	-	-			
Watch streaming purchased/rented videos (e.g. iTunes)	1.7	69	-	-	-	-			
Purchase group deal (e.g. Groupon)	3.1	94	2.2	122	-	-			

Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	42.1	99	27.2	100	9.6	98
Access food/recipes content	29.5	101	17.9	115	6.9	91
Access health-related content	17.6	91	10.3	97	5.5	125
Access professional sports content	9.0	86	6.6	88	1.9	76
Access restaurant guides/reviews	15.7	103	11.7	108	2.7	95
Access travel content	13.9	105	8.2	127	3.0	105
Access real estate listings/sites	8.5	76	3.9	95	1.5	71
Access a radio station's website	9.7	105	5.3	105	1.6	114
Access home decor-related content	6.8	83	3.1	73	1.2	72
Access celebrity gossip content	10.2	119	7.2	127	0.7	87
Access a TV station's website	8.4	91	4.5	109	1.6	93
Access fashion or beauty-related content	11.7	131	9.6	156	1.4	141
Access automotive news/content	4.8	73	2.9	68	0.6	47

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	35.4	97
Flyers inserted into a community newspaper	33.4	91
General information from the Internet/websites	31.5	103
Coupons	30.9	109
Direct email offers	26.7	118
Apps/online flyers	26.0	105
Local store catalogues	20.4	97
Flyers inserted into a daily newspaper	16.9	95
Mail order	5.6	81
Yellow Pages (print)	3.6	75
Yellow Pages (online)	2.4	70

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	28.0	99
On bus exteriors	26.0	103
On transit shelters	20.4	107
On street furniture (e.g. bus benches)	18.6	105
Inside shopping malls	16.8	113
Digital billboards	15.0	105
Inside buses	13.3	109
Inside public washrooms	9.9	105
On subway/metro platforms	9.4	112
Screens inside elevators	8.5	105
Inside commuter trains	8.0	119
Inside movie theaters	7.1	120
Inside subway/metro cars	6.8	103
On taxis	2.9	90
Inside airports	2.7	70

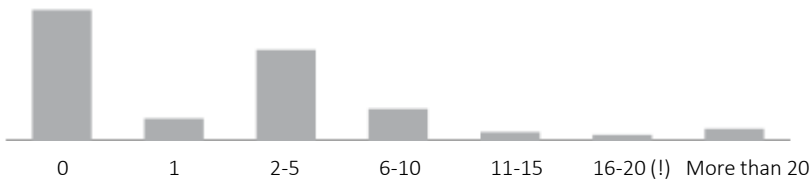
Social Media Usage

Social Media Overview

- **Internet and Social Media Usage: 48%** search for Businesses, Services and Products online (Average), **14%** access Travel Content Websites (Average).
- **63%** of Personal History Explorers from British Columbia tend to access social media on their mobile phones during the morning hours, **61%** during the afternoon hours.
- **12%** seek recommendations for Vacation/Travel Information via social media (Above Average).

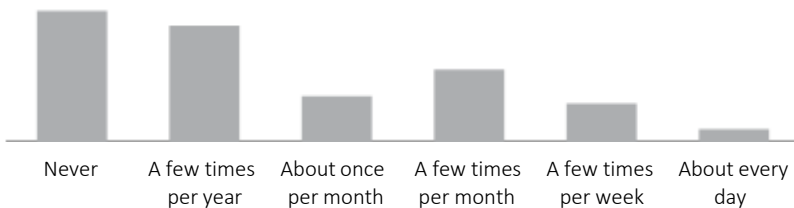
Brand Interaction

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



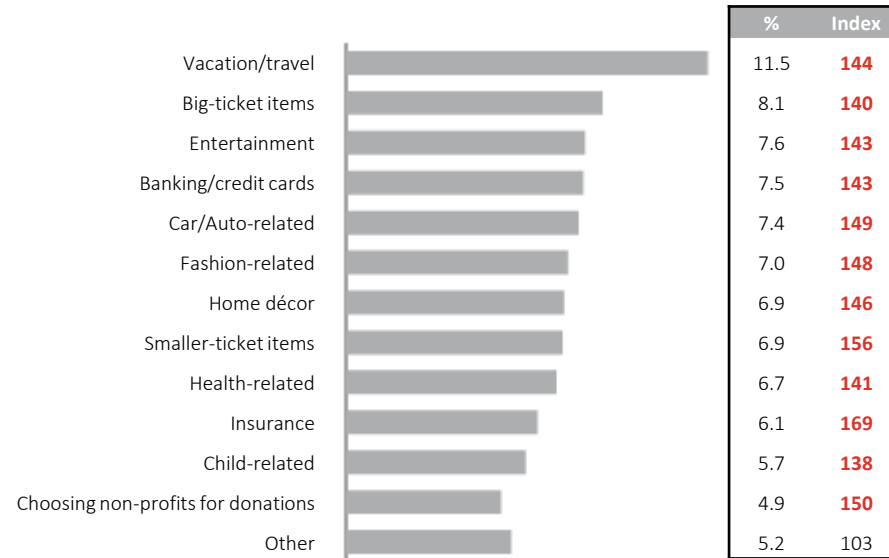
%	43.1	7.4	29.9	10.6	2.9	2.0	4.0
Index	96	107	100	105	83	102	140

Rate or Review Products or Services
[Frequency of Participation]



%	31.4	27.9	11.0	17.4	9.2	3.0
Index	96	93	91	111	135	124

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"
79% | Index = 95

"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"
64% | Index = 95

"Use SM to stay connected with personal contacts"
42% | Index = 94

Social Media Usage

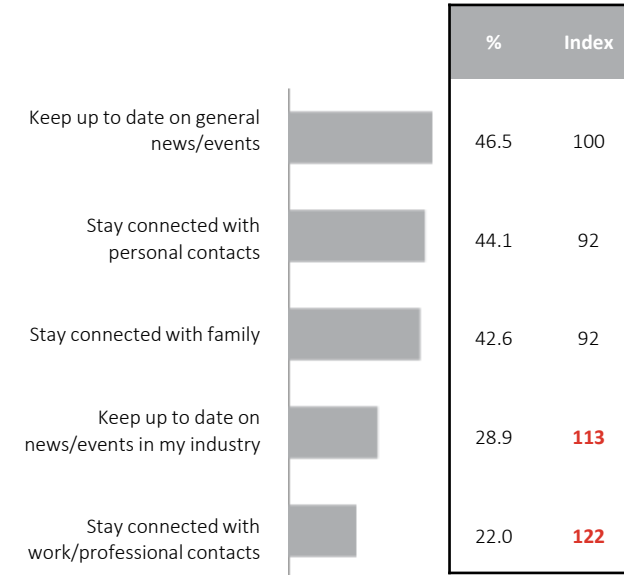
Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
Watch video online	50.5	109
View friends' photos online	46.2	96
Read article comments	43.1	109
Chat in online chats	42.4	104
Listen to radio or stream music online	38.4	110
Read status updates/tweets	37.9	102
Share links with friends and colleagues	32.6	112
Click links in news feeds	26.5	116
Read blogs	19.2	120
Play games with others online	15.6	97
Post photos online	12.7	95
Rate or review products online	12.2	132
Update your status on a social network	11.9	111
Chat in online forums	11.6	113
Comment on articles or blogs	11.2	130
Check in with locations	11.2	127
Share your GPS location	10.9	132
Post videos online	7.0	124
Publish blog, Tumblr, online journal	5.3	143

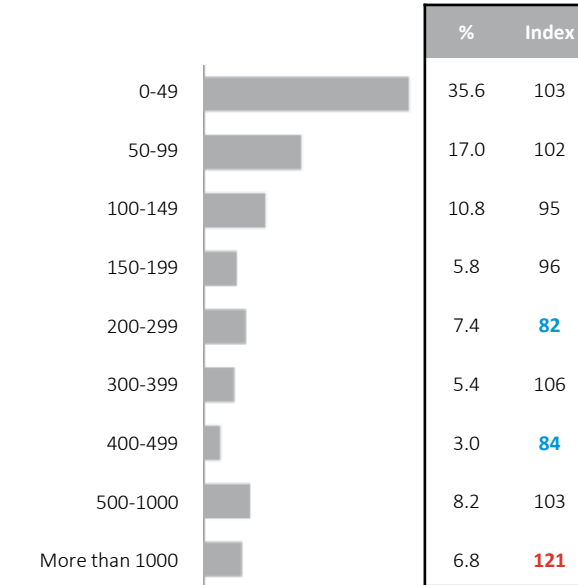
Social Media Uses*

A few times per week or more



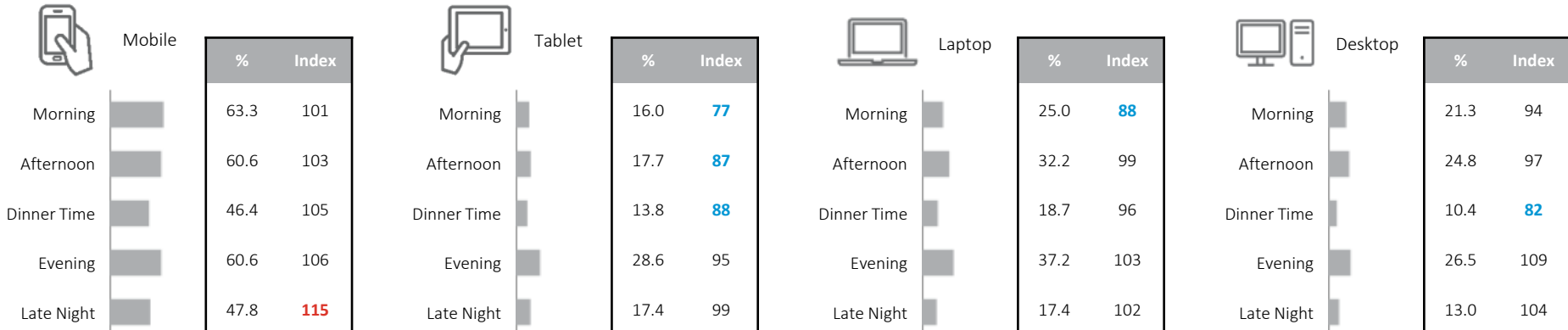
Number of Connections

Across all social media



Social Media Access

Typically use

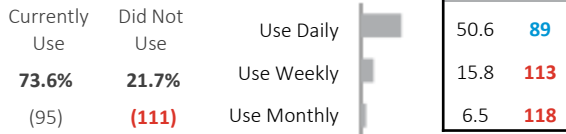


Social Media Usage

Facebook



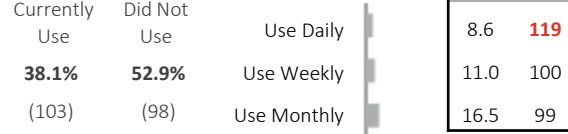
Frequency of Use
[Past Year]



LinkedIn



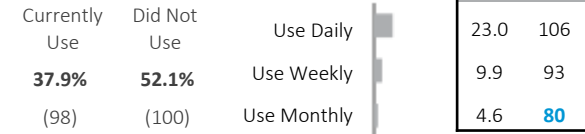
Frequency of Use
[Past Year]



Instagram



Frequency of Use
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	51.2	95
Comment/Like other users' posts	40.1	89
Watch videos	39.4	102
Use Messenger	39.3	90
Watch live videos	18.1	114
Post photos	13.9	103
Update my status	13.3	120
Click on an ad	11.7	116
Like or become a fan of a page	11.0	108
Post videos	7.0	131
Create a Facebook group or fan page	5.8	157
Give to a Facebook fundraiser (!)	4.5	179
Create a Facebook fundraiser (!)	4.5	199

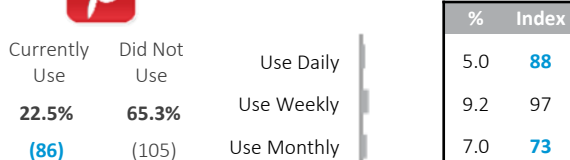
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	8.5	112
View a job posting	7.6	135
Search and review other profiles	5.6	125
Watch videos	4.9	122
Create a connection	3.5	118
Update your profile information	3.1	152
Click on an ad (!)	3.0	153
Comment on content	2.9	122
Participate in LinkedIn forums (!)	2.0	125
Post an article, video or picture (!)	1.9	116
Request a recommendation (!)	1.7	112
Join a LinkedIn group (!)	1.7	131

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	29.8	107
Like photos/videos	24.1	105
Send direct messages	14.7	115
Comment on photos/videos	13.1	101
Watch live videos	12.5	113
View a brand's page	9.9	122
Post photos/videos	8.4	107
Watch IGTV videos	8.3	129
Click on ads	5.6	120

Pinterest



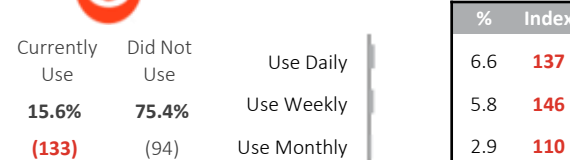
Frequency of Use
[Past Year]



Reddit



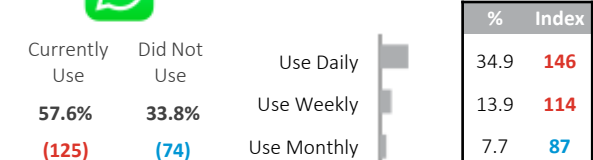
Frequency of Use
[Past Year]



WhatsApp



Frequency of Use
[Past Year]



Participate In* (at least a few times per month)	% Comp	Index
View content	13.2	143
Follow specific Subreddits	6.7	128
Vote on content	6.1	130
Post content	3.4	136

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	43.3	138
Send/receive images	39.0	137
Use group chats	33.8	154
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
26.9%	63.1%	Use Daily	14.0	116
(102)	(98)	Use Weekly	7.3	99
		Use Monthly	4.6	82

YouTube



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
73.9%	15.8%	Use Daily	37.0	125
(103)	(95)	Use Weekly	27.5	92
		Use Monthly	8.9	75

Snapchat



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
11.8%	79.8%	Use Daily	5.2	136
(111)	(97)	Use Weekly	2.9	101
		Use Monthly	3.3	96

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	19.2	113
Watch videos	11.0	124
Tweet	8.2	129
Send or receive direct messages	7.7	137
Respond to tweets	6.8	123
Watch live videos	6.5	142
Retweet	6.5	115
Share a link to a blog post or article of interest	6.3	126
Actively follow new users	5.7	134
Follow users who follow you	5.6	135
Click on an ad	4.9	155

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	53.5	113
Like or dislike videos	18.6	126
Watch live videos	18.6	129
Share videos	12.5	146
Click on an ad	10.6	157
Leave comment or post response on video	10.4	125
Embed a video on a web page or blog	6.2	156
Create and post a video	5.1	155

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	6.3	127
Send photos/videos	5.8	136
Send direct text messages	5.7	131
Use filters or effects	5.0	156
Use group chat	4.0	144
Read Snapchat discover/News	3.1	144
View a brand's snaps	3.0	163
View ads	2.7	145
Use video chat	2.6	137

Audio Podcasts



Currently Use	Did Not Use
17.1%	69.0%
(90)	(104)

Frequency of Use
[Past Year]

	%	Index
Use Daily	5.9	98
Use Weekly	6.2	87
Use Monthly	4.7	89

Participate In* (at least a few times per week)	% Comp	Index
Listen to an educational podcast	5.2	101
Listen to another genre of podcast	5.1	92
Listen to a comedy podcast	4.2	112
Listen to a news podcast	4.2	84
Listen to a business podcast	3.7	100
Subscribe to another genre of podcast	3.3	135
Subscribe to a sports podcast**	2.8	140
Subscribe to a news podcast	2.7	118
Subscribe to a comedy podcast (!)	2.5	119
Listen to a sports podcast	2.4	122
Subscribe to an educational podcast	2.2	101
Listen to a technology focused podcast	2.0	97
Subscribe to a business podcast (!)	1.7	130
Subscribe to a technology podcast (!)	1.5	122

Other Social Media Platforms

Tinder



Currently Use	Did Not Use
3.0%	91.8%
(120)	(98)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	1.1	150
Use Weekly (!)	0.5	86

Tik Tok



Currently Use	Did Not Use
6.3%	84.2%
(106)	(97)