


**Overview**

- Of the 9 EQ Target Groups identified in Canada, Authentic Experiencers rank 3<sup>rd</sup>, making up 207,086 households, or 12.6% of the total Households in Alberta (1,644,476)
- The Median Household Maintainer Age is 57, 49.3% of couples have children living at home
- Above Average Household Income of \$211,249 compared to Alberta at \$125,945
- **Top Social Value: Culture Sampling** - This construct identifies the view that other cultures have a great deal to teach us and measures people's inclination to incorporate some of these cultural influences into their own lives
- Above Average interest in Bars/Restaurant Bars and Pilates/Yoga
- Above Average interest in travelling within Canada (Other British Columbia, Saskatchewan, Manitoba, Toronto), Authentic Experiencers from Alberta spent an average of \$1,603 on their last vacation
- On average, Authentic Experiencers from Alberta spend 13hrs/week listening to the Radio, 19.3hrs/week watching TV, 1hr/week reading the Newspaper and 3.8hrs/day on the Internet. Daily Magazine usage is minimal (7 min/day)
- 76% currently use Facebook, 37% use Instagram and 30% use Twitter

**Market Sizing**

 Total Population  
Target Group: 593,804 | 13.3%  
Market: 4,472,482

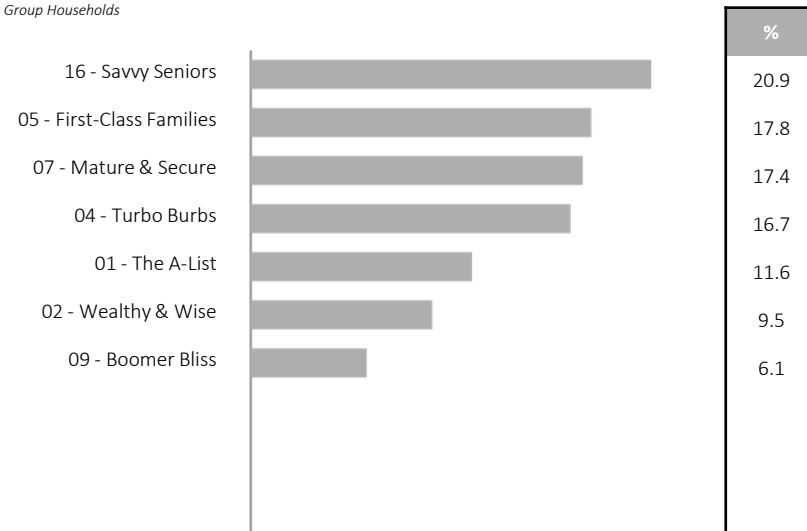
 Total Households  
Target Group: 207,086 | 12.6%  
Market: 1,644,476

**Top Geographic Markets**

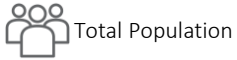
Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Calgary, AB (CY)	47.0	19.3	153	504,320	30.7
Edmonton, AB (CY)	23.4	12.4	98	392,545	23.9
Strathcona County, AB (SM)	5.2	27.9	222	38,575	2.3
St. Albert, AB (CY)	4.3	34.7	276	25,755	1.6
Rocky View County, AB (MD)	3.4	48.9	388	14,248	0.9
Red Deer, AB (CY)	2.1	10.1	81	42,867	2.6
Foothills No. 31, AB (MD)	2.0	49.8	395	8,183	0.5
Lethbridge, AB (CY)	1.9	9.8	78	40,477	2.5
Medicine Hat, AB (CY)	1.5	10.7	85	28,423	1.7
Parkland County, AB (MD)	1.3	23.0	183	11,960	0.7

**Top PRIZM Segments**

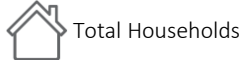
% of Target Group Households



**Demographic Profile**



Total Population  
Target Group: 593,804 | 13.3%  
Market: 4,472,482

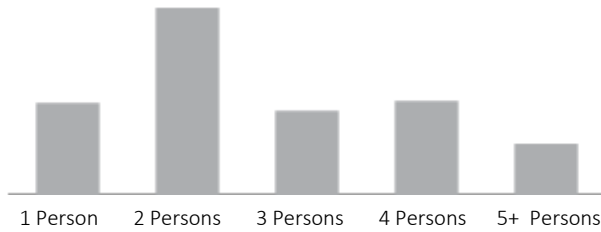


Total Households  
Target Group: 207,086 | 12.6%  
Market: 1,644,476

Average Household Income

\$211,249  
(168)

Household Size\*



Median Household Maintainer Age

57  
(115)

Marital Status\*\*

63.6%  
(106)

Married/Common-Law

Family Composition\*\*\*

49.3%  
(106)

Couples With Kids at Home

Education\*\*

38.4%  
(151)

University Degree

Visible Minority Presence\*

23.0%  
(81)

Belong to a visible minority group

Non-Official Language\*

1.0%  
(65)

No knowledge of English or French

Immigrant Population\*

21.8%  
(96)

Born outside Canada

**Psychographics\*\***

**Strong Values**

**Weak Values**

Culture Sampling	123	66	Attraction to Nature
Personal Control	121	78	Active Government
Legacy	117	78	Sexism
Equal Relationship with Youth	117	81	Anomie-Aimlessness
Effort Toward Health	117	82	Acceptance of Violence

**Key Social Values**

Culture Sampling Index = 123	Legacy Index = 117	Effort Toward Health Index = 117
Emotional Control Index = 113	Flexible Families Index = 112	Racial Fusion Index = 111
Consumptivity Index = 110	Community Involvement Index = 110	Pursuit of Originality Index = 110
National Pride Index = 110	Primacy of Environmental Protection Index = 107	Social Learning Index = 106

































**Sports & Leisure**

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

Top 5 Activities Participated*	% Comp	Index
Reading	81.7	100
Gardening	60.6	102
Camping	58.1	98
Home exercise & home workout	54.6	99
Volunteer work	52.1	102

Top 5 Activities Attended*	% Comp	Index
Other activities & attractions	48.3	104
Auditoriums, arenas & stadiums (any)	47.2	100
Sporting events	43.8	107
Bars & restaurant bars	40.6	110
National or provincial park	40.5	100

**Key Tourism Activities\*\***

Camping  58.1% (98)	Swimming  50.2% (97)	Cycling  46.5% (102)	Sporting events  43.8% (107)	Bars & restaurant bars  40.6% <b>(110)</b>	Hiking & backpacking  40.5% (99)	National or provincial park  40.5% (100)	Parks & city gardens  37.1% (94)
Golfing  33.9% (108)	Photography  32.2% (104)	Zoos & aquariums  31.7% (101)	Ice skating  31.0% (102)	Fishing & hunting  27.6% (97)	Canoeing & kayaking  27.4% (101)	Pilates & yoga  24.9% <b>(110)</b>	Historical sites  24.1% (97)
Specialty movie theatres/IMAX  22.3% <b>(88)</b>	Cross country skiing & snowshoeing  22.2% (105)	Theme parks, waterparks & water slides  21.3% (101)	Downhill skiing  21.1% (106)	ATV & snowmobiling  16.6% (95)	Hockey  15.2% (97)	Adventure sports  14.1% <b>(112)</b>	Video arcades & indoor amusement centres  13.7% (104)
Dinner theatres  13.4% (107)	Power boating & jet skiing  13.1% (97)	Curling  12.1% (99)	Beer, food & wine festivals  9.2% <b>(116)</b>	Snowboarding  8.7% (107)	Music festivals  8.3% (102)	Inline skating  7.5% (94)	Marathon or similar event  5.6% <b>(129)</b>

Sources: Opticks Powered by Numeris 2020  
Note: Base variables are default and vary based on database

Index: At least 10% above or below the average

Source: Environics Analytics 2020

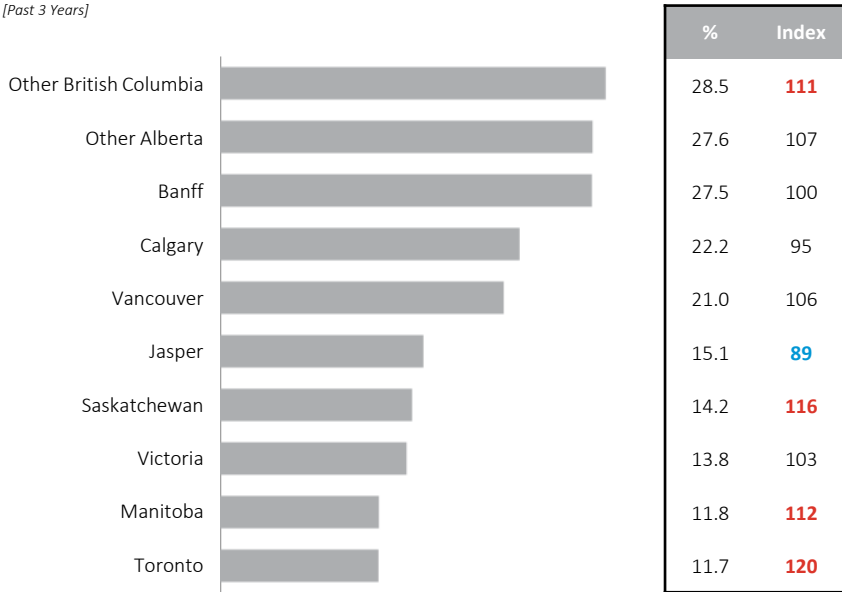
(!) Indicates small sample size  
Based on Household Population 12+

\*Selected and ranked by percent composition  
\*\*Ranked by percent composition

**Travel Profile**

**Top Canadian Destinations\***

Visited [Past 3 Years]

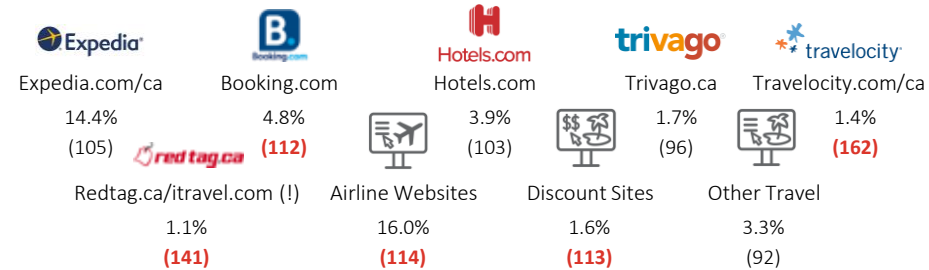


**Vacation Booking\*\***

Used [Past 3 Years]

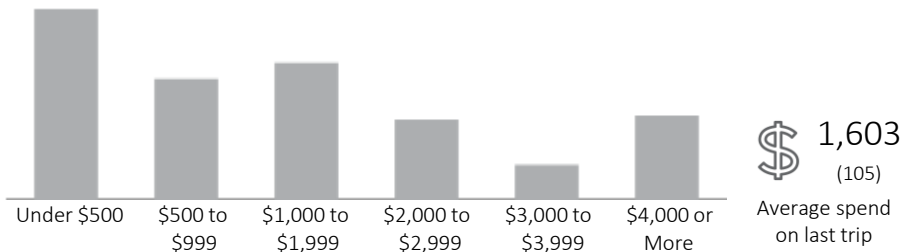


Booked With [Past Year]



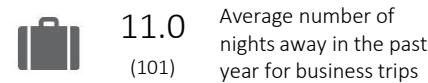
**Vacation Spending**

Spent Last Vacation

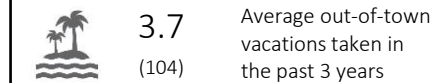


**Travel Type & Frequency**

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 60.6% (102)	 Friends/relatives 38.2% (106)	 All-inclusive resort 22.4% (109)	 Camping 26.1% (100)	 Motel 20.6% (106)	 Vacation rental by owner 19.8% <b>(110)</b>	 Cottage 11.1% <b>(126)</b>
 B&B 11.6% (107)	 Condo/apartment 14.2% <b>(125)</b>	 Cruise ship 7.3% <b>(143)</b>	 RV/camper 14.0% (101)	 Package tours 2.9% (102)	 Spa resort 3.6% <b>(125)</b>	 Boat 3.2% <b>(114)</b>









**Airline Preferences\*\***

Flown [Past Year]

 Air Canada 34.9% (106)	 West Jet 47.9% <b>(110)</b>	 Air Transat 4.5% <b>(116)</b>	 Porter Airlines 0.0% <b>(64)</b>	 Other Canadian 2.6% (93)
 United Airlines 6.7% <b>(130)</b>	 Delta Airlines 6.4% <b>(111)</b>	 American Airlines 1.8% <b>(128)</b>	 Other American 1.3% (92)	
 European Airlines 5.4% <b>(134)</b>	 Asian Airlines 1.2% (95)	 Other Charter 3.7% <b>(142)</b>	 Other 4.0% (109)	

**Car Rental\***

Rented From [Past Year]

 Enterprise 6.8% <b>(112)</b>	 Budget 4.3% <b>(111)</b>	 Avis 3.3% <b>(122)</b>	 National 2.7% <b>(122)</b>
 Hertz 2.6% <b>(158)</b>	 Discount 0.8% <b>(151)</b>	 U-Haul 1.0% <b>(144)</b>	 Other Rentals 2.3% <b>(134)</b>

**Media**

**Overall Level of Use**



**Top Radio Programs\***

Programs [Weekly]

	%	Index
News/Talk	33.3	130
Mainstream Top 40/CHR	20.7	106
Classic Hits	17.6	101
Adult Contemporary	17.5	110
Today's Country	16.0	99
Multi/Variety/Specialty	14.6	127
AOR/Mainstream Rock	10.0	99
Classic Rock	8.1	118
Modern/Alternative Rock	6.7	95
Sports	6.2	125

**Top Television Programs\***

Programs [Average Week]

	%	Index
Movies	50.9	99
Evening local news	38.1	109
Hockey (when in season)	33.0	109
Primetime serial dramas	28.3	98
News/current affairs	27.4	109
Home renovation/decoration shows	27.1	107
CFL football (when in season)	24.8	111
Situation comedies	24.6	103
Suspense/crime dramas	24.1	99
Documentaries	23.1	100

**Top Newspaper Sections\***

Frequency Read [Occasionally/Frequently]

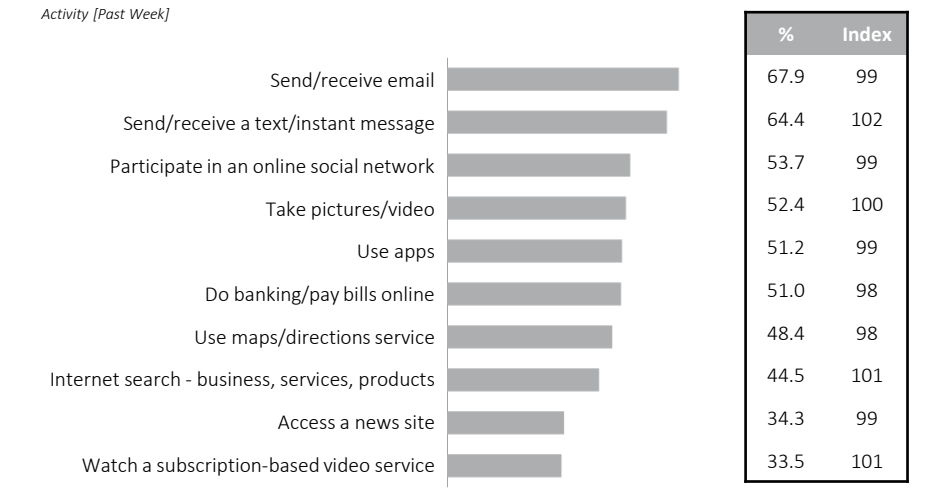
	%	Index
Local & Regional News	53.8	101
National News	51.0	103
International News & World	46.5	103
Movie & Entertainment	31.6	97
Editorials	30.3	109
Health	29.8	111
Sports	29.4	103
Food	27.5	105
Business & Financial	26.7	113
Travel	25.8	121

**Top Magazine Publications\***

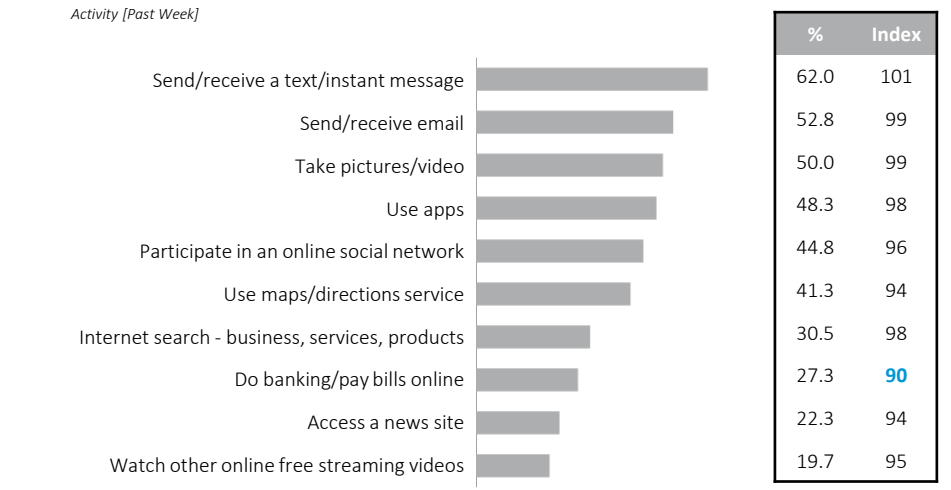
Read [Past Month]

	%	Index
Other U.S. magazines	7.7	105
CAA Magazine	7.1	129
Other English-Canadian	6.6	96
Canadian Living	5.9	119
Reader's Digest	5.2	103
Maclean's	4.8	112
People	4.4	117
Hello! Canada	4.2	116
National Geographic	4.0	94
Cineplex Magazine	3.1	101

**Top Internet Activities\***



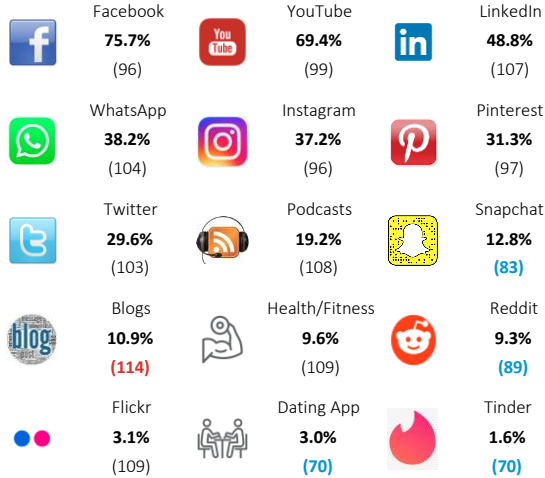
**Top Mobile Activities\***



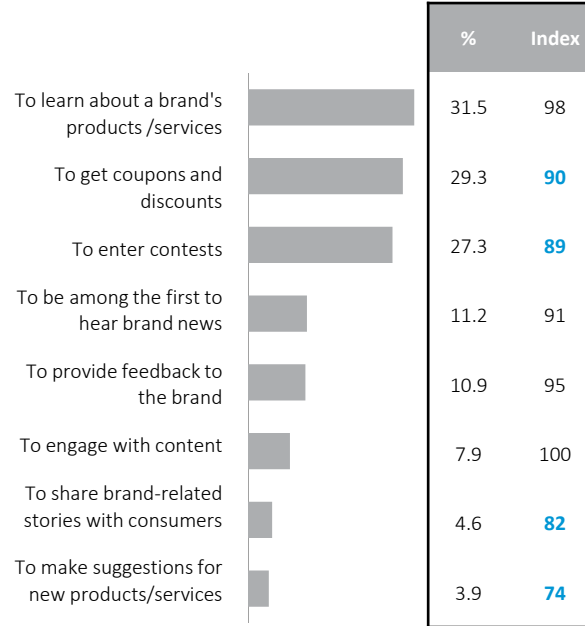
**Media**

**Social Media Platforms**

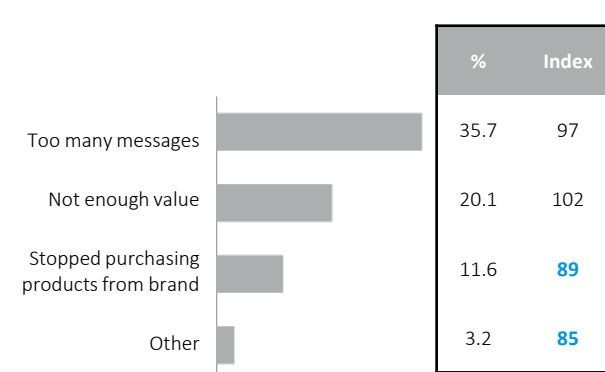
Usage [Currently Use]



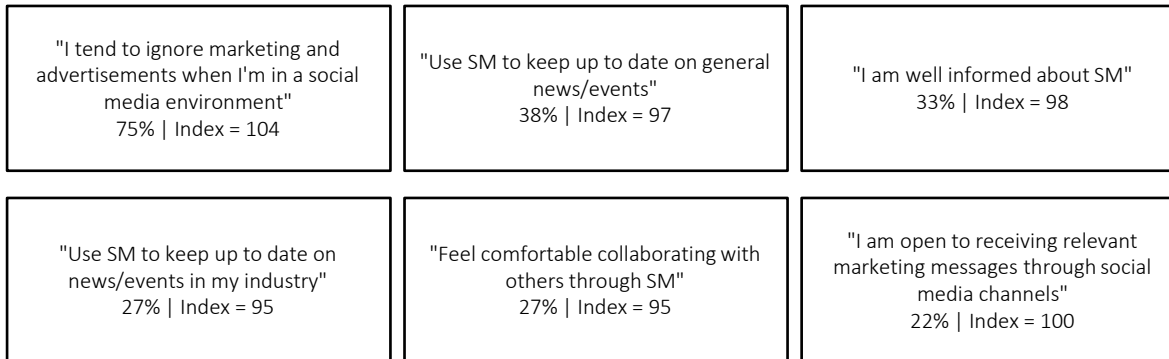
**Reasons to Follow Brands**



**Reasons to Unfollow Brands**

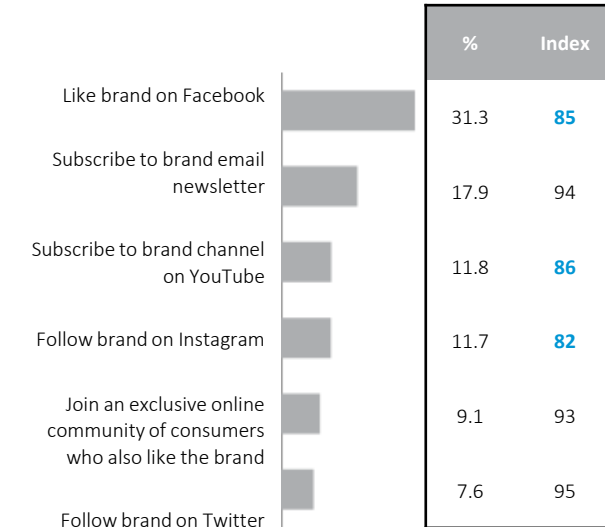


**Social Media Attitudes**



**Actions Taken using Social Media**

Variables with Response "Yes"



**Product Preferences**

Variables with "Agree" Statements

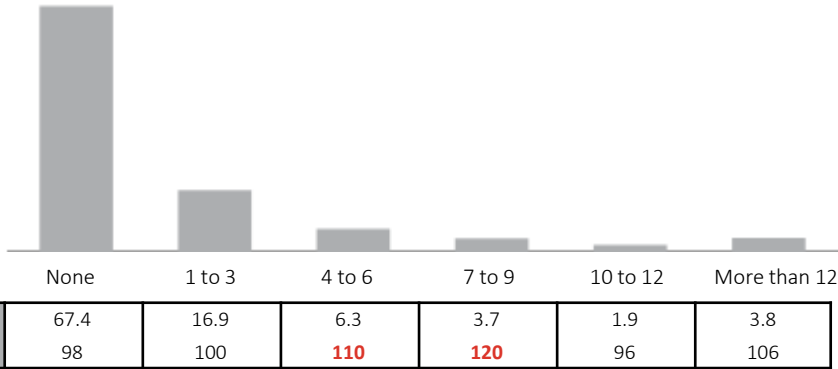
"I would like to eat healthy foods more often" 73%   Index = 99	"I have tried a product/service based on a personal recommendation" 72%   Index = 102	"I generally achieve what I set out to do" 70%   Index = 99	"I am very concerned about the nutritional content of food products I buy" 63%   Index = 102	"Family life and having children are most important to me" 62%   Index = 100
"I value companies who give back to the community" 61%   Index = 99	"I consider myself to be informed on current events or issues" 59%   Index = 103	"I offer recommendations of products/services to other people" 58%   Index = 100	"I like to cook" 57%   Index = 100	"I am interested in learning about different cultures" 56%   Index = 98
"I like to try new places to eat" 55%   Index = 103	"I make an effort to buy local produce/products" 53%   Index = 100	"When I shop online I prefer to support Canadian retailers" 49%   Index = 102	"I like to try new and different products" 48%   Index = 104	"It's important to buy products from socially-responsible/environmentally-friendly companies" 47%   Index = 98
"Free-trial/product samples can influence my purchase decisions" 40%   Index = 95	"I am adventurous/"outdoorsy" 39%   Index = 96	"I prefer to shop online for convenience" 29%   Index = 98	"Staying connected via social media is very important to me" 29%   Index = 94	"Advertising is an important source of information to me" 25%   Index = 93
"I am willing to pay more for eco-friendly products" 25%   Index = 97	"I lead a fairly busy social life" 25%   Index = 96	"I consider myself to be sophisticated" 25%   Index = 101	"Vegetarianism is a healthy option" 24%   Index = 91	"I enjoy being extravagant/indulgent" 18%   Index = 95



**Product Preferences**

**Beer Consumption**

Drinks (Past Week)



**Drinks**

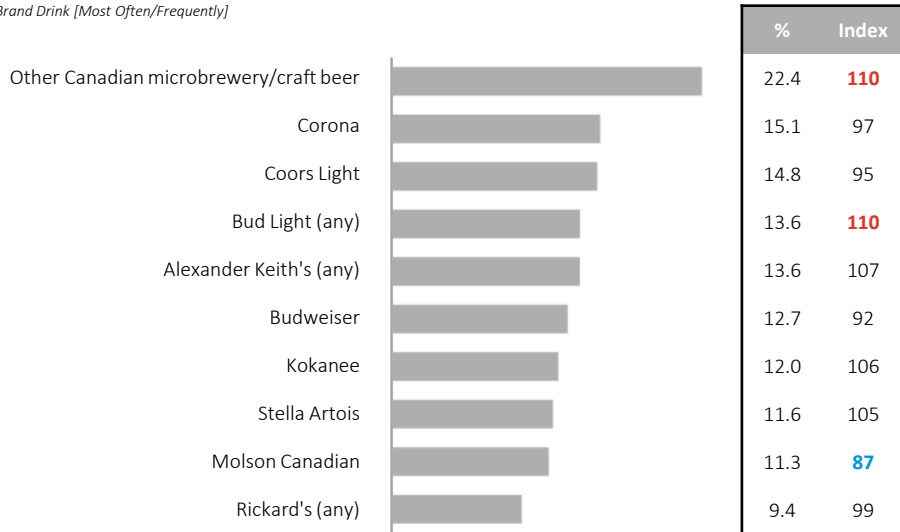
Drank [Past Month]	% Comp	Index
Canadian wine	14.4	116
Liqueurs (any)	7.7	114
Cider	6.3	103

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	12.7	109

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	22.4	110

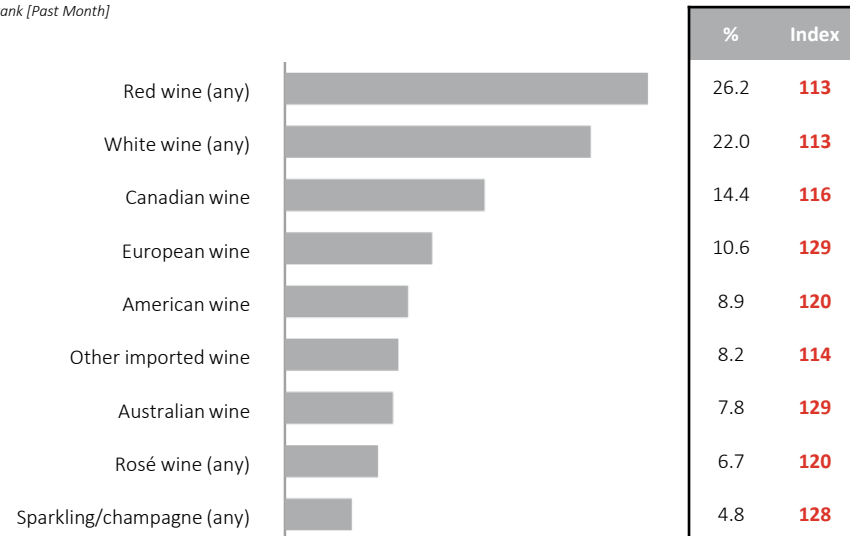
**Top 10 Beers\***

Brand Drink [Most Often/Frequently]



**Wine Details**

Drank [Past Month]

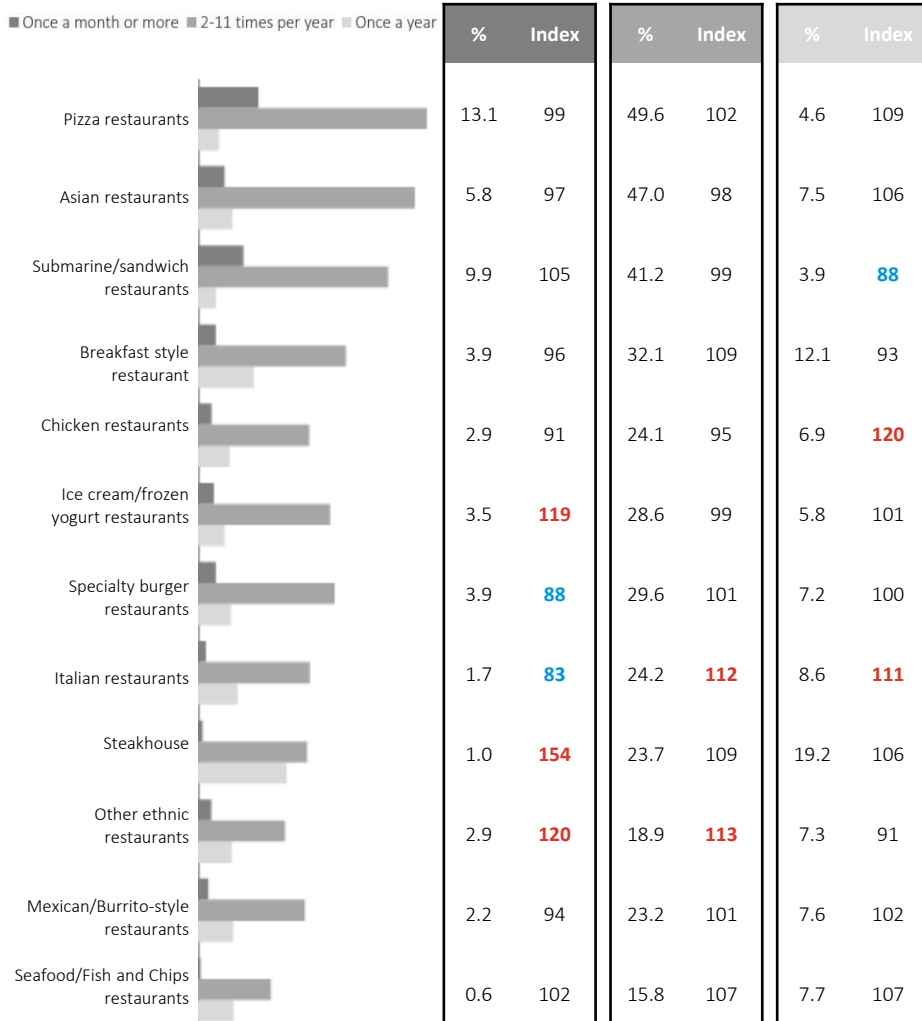


**Product Preferences**

**Restaurant Type Visited\***

Frequency of Visiting [Past Year]

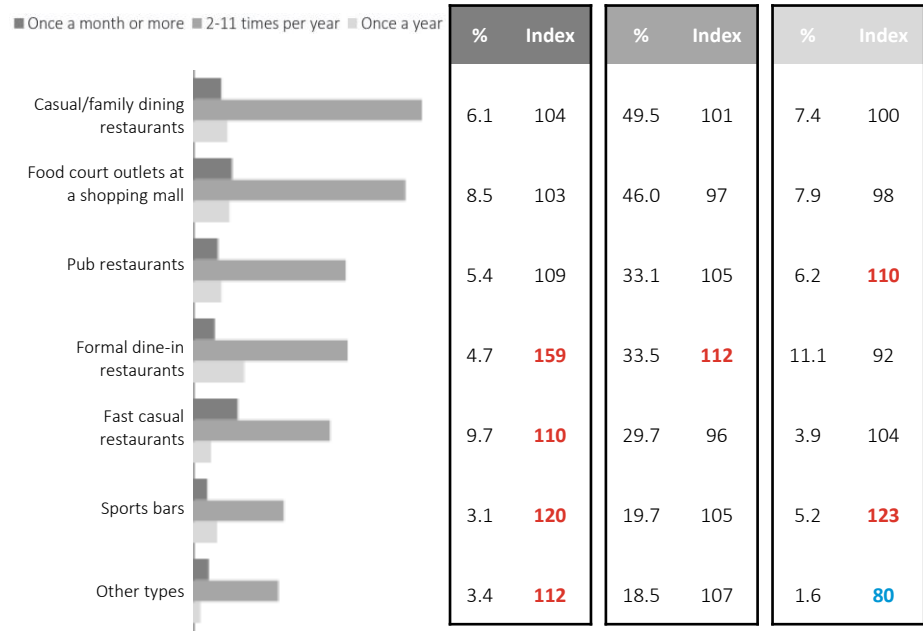
■ Once a month or more ■ 2-11 times per year ■ Once a year



**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  
23.0%  
(106)



Other Organic Food  
8.8%  
(98)



Organic Meat  
6.7%  
(103)

**Product Preferences**

**Demographics**



Rent  
12.5%  
**(46)**

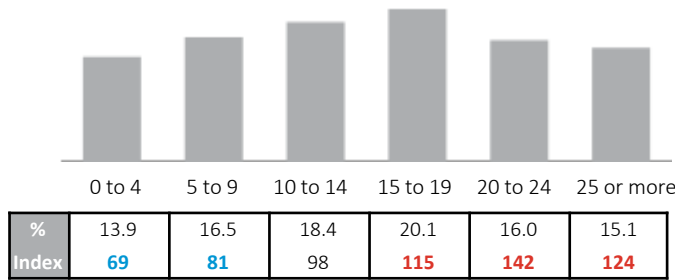


Own  
87.4%  
**(121)**



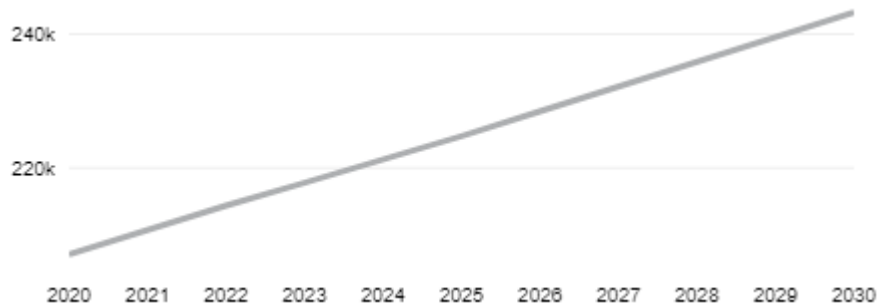
Households with  
Children at Home  
46.1%  
**(108)**

Age of Children at Home



**Demographic Trends**

Household Projections

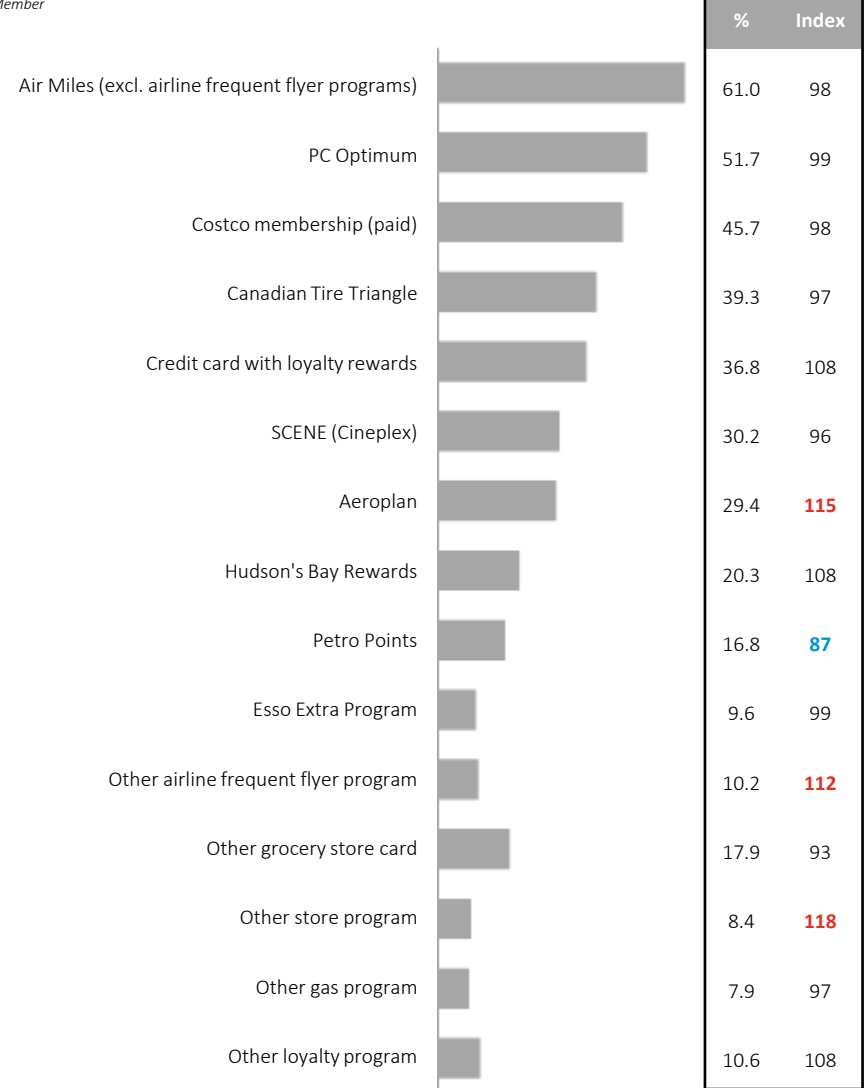


	2020	2023	2025	2030
Count	207,086	217,791	224,729	243,232
% Change	-	5.2	8.5	17.5
Index	-	104	104	109

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

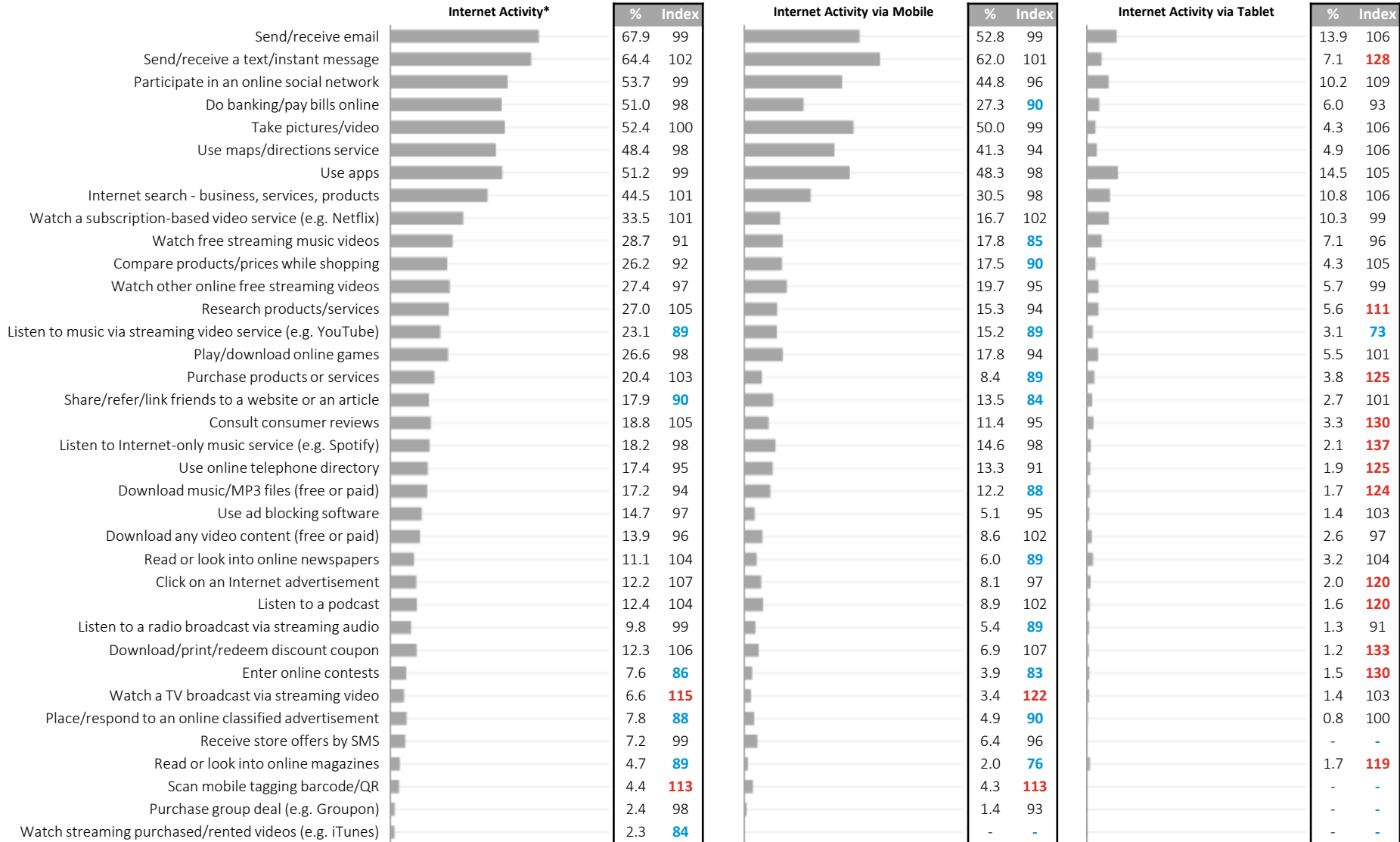
**Loyalty Programs\***

Member



**Internet Activity**

Activity [Past Week]



**Internet Activity**

**Top Website Types\***

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	34.3	99	22.3	94	7.2	110
Access food/recipes content	26.5	98	15.9	97	6.7	99
Access health-related content	13.0	99	7.8	90	2.9	101
Access professional sports content	14.6	117	11.3	118	3.8	144
Access restaurant guides/reviews	12.8	107	9.4	100	2.5	158
Access travel content	11.2	111	5.0	90	2.8	118
Access real estate listings/sites	9.0	102	4.1	95	2.4	148
Access a radio station's website	10.5	99	4.5	86	1.0	112
Access home decor-related content	8.0	109	4.5	105	1.7	103
Access a TV station's website	7.3	96	2.5	83	2.1	100
Access celebrity gossip content	6.3	88	4.4	85	1.4	119
Access fashion or beauty-related content	5.3	109	3.9	115	0.9	101
Access automotive news/content	4.9	115	2.1	105	0.7	96

**Direct Media Usage**

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	40.6	102
Coupons	35.7	107
General information from the Internet/websites	30.0	104
Apps/online flyers	27.5	92
Flyers inserted into a community newspaper	26.2	107
Direct email offers	24.4	102
Local store catalogues	21.7	106
Flyers inserted into a daily newspaper	20.8	117
Mail order	7.9	101
Yellow Pages (print)	4.3	123
Yellow Pages (online)	3.3	98

**Out of Home Advertising**

Noticed Advertising [Past Week]

	%	Index
Billboards	35.2	105
Digital billboards	24.9	101
On street furniture (e.g. bus benches)	22.5	107
On bus exteriors	20.7	105
Inside shopping malls	19.3	97
Inside public washrooms	15.6	94
On transit shelters	12.3	98
Inside movie theaters	9.3	100
Inside buses	7.7	96
Screens inside elevators	7.4	113
Inside airports	6.0	120
Inside commuter trains	4.2	92
On subway/metro platforms	3.4	139
On taxis	3.3	104
Inside subway/metro cars	3.0	135

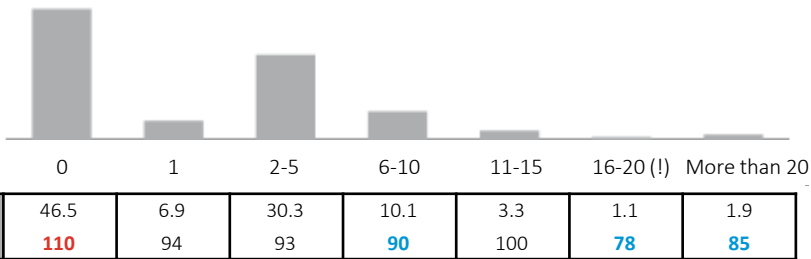
**Social Media Usage**

**Social Media Overview**

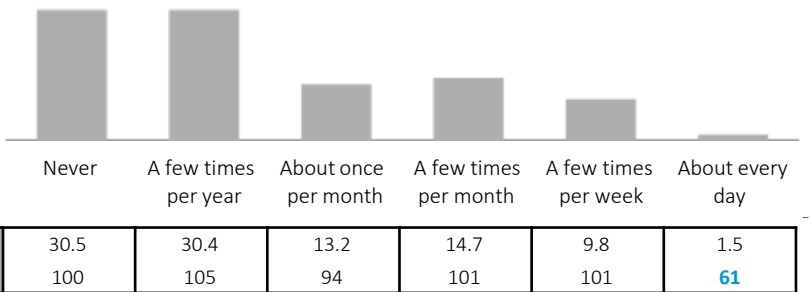
- 65% of Authentic Experiencers from Alberta tend to access social media on their mobile phones during the morning hours, 63.1% during the afternoon hours
- 9% seek recommendations for Vacation/Travel Information via social media (Average)
- 89% believe that Social media companies should not be allowed to own or share their personal information

**Brand Interaction**

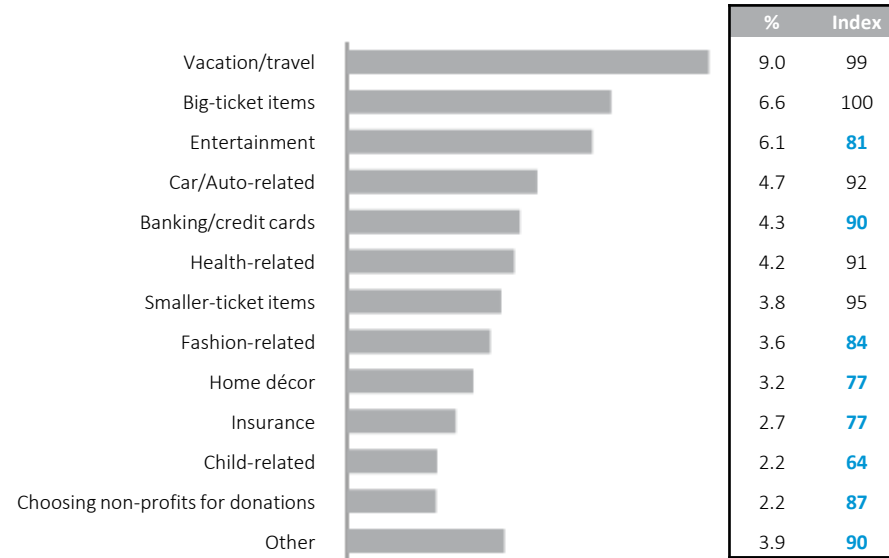
Number of Brands Interacted with via Social Media  
[Past Year]



Rate or Review Products or Services  
[Frequency of Participation]



**Seek Recommendations via Social Media\***



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

Authentic Experiencers from Alberta are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information" 89% | Index = 104

"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" 75% | Index = 103

"Use SM to stay connected with personal contacts" 41% | Index = 92

**Social Media Usage**

**Frequency of Participation\***

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	46.8	96
Read article comments	43.7	99
Watch video online	41.9	91
Read status updates/tweets	38.3	90
Listen to radio or stream music online	35.3	99
Chat in online chats	33.0	93
Share links with friends and colleagues	28.0	96
Click links in news feeds	23.6	100
Read blogs	15.5	97
Play games with others online	13.7	80
Post photos online	11.3	85
Rate or review products online	11.3	93
Update your status on a social network	9.8	77
Chat in online forums	9.5	86
Comment on articles or blogs	9.5	92
Check in with locations	9.2	96
Share your GPS location	8.2	91
Post videos online	4.7	82
Publish blog, Tumblr, online journal	2.5	74

**Social Media Uses\***

A few times per week or more

	%	Index
Keep up to date on general news/events	48.0	96
Stay connected with family	44.3	97
Stay connected with personal contacts	43.3	96
Keep up to date on news/events in my industry	29.5	102
Stay connected with work/professional contacts	19.3	96

**Number of Connections**

Across all social media

	%	Index
0-49	38.4	114
50-99	14.6	102
100-149	10.1	90
150-199	8.0	97
200-299	6.8	73
300-399	5.2	86
400-499	4.2	100
500-1000	8.4	104
More than 1000	4.3	88

**Social Media Access**

Typically use



Mobile

	%	Index
Morning	65.0	96
Afternoon	63.1	98
Dinner Time	44.5	90
Evening	59.0	95
Late Night	38.5	87



Tablet

	%	Index
Morning	25.6	111
Afternoon	20.6	106
Dinner Time	16.7	109
Evening	38.3	110
Late Night	20.0	109



Laptop

	%	Index
Morning	27.9	109
Afternoon	29.1	108
Dinner Time	15.7	98
Evening	34.3	97
Late Night	14.8	95



Desktop

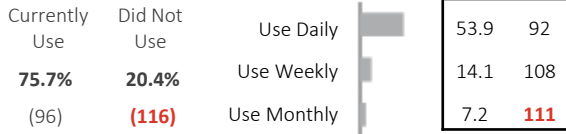
	%	Index
Morning	29.0	111
Afternoon	28.6	107
Dinner Time	11.1	96
Evening	27.4	117
Late Night	11.7	107

**Social Media Usage**

**Facebook**



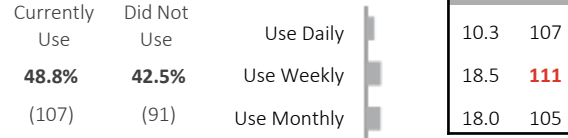
Frequency of Use  
[Past Year]



**LinkedIn**



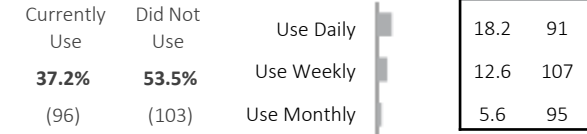
Frequency of Use  
[Past Year]



**Instagram**



Frequency of Use  
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	52.1	94
Comment/Like other users' posts	42.4	<b>90</b>
Watch videos	35.2	<b>90</b>
Use Messenger	34.8	<b>88</b>
Watch live videos	14.1	<b>81</b>
Post photos	11.5	<b>88</b>
Click on an ad	11.4	<b>89</b>
Like or become a fan of a page	11.0	<b>76</b>
Update my status	10.5	<b>85</b>
Post videos	4.7	<b>73</b>
Create a Facebook group or fan page	3.3	<b>80</b>
Give to a Facebook fundraiser (!)	1.9	<b>76</b>
Create a Facebook fundraiser (!)	1.6	<b>82</b>

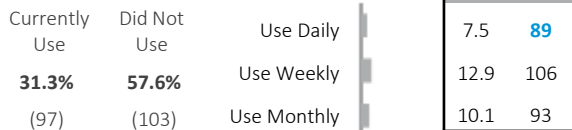
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	11.5	103
View a job posting	8.2	96
Search and review other profiles	6.3	97
Watch videos	5.6	<b>88</b>
Create a connection	4.2	95
Comment on content	3.2	92
Update your profile information	3.0	<b>83</b>
Click on an ad (!)	2.9	98
Post an article, video or picture (!)	1.9	<b>82</b>
Participate in LinkedIn forums (!)	1.9	<b>84</b>
Request a recommendation (!)	1.8	<b>80</b>
Join a LinkedIn group (!)	1.4	<b>71</b>

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	24.1	93
Like photos/videos	19.5	<b>90</b>
Watch live videos	10.7	<b>89</b>
Comment on photos/videos	10.6	<b>84</b>
Send direct messages	7.9	<b>81</b>
View a brand's page	6.3	<b>81</b>
Post photos/videos	5.6	<b>77</b>
Watch IGTV videos	4.3	<b>76</b>
Click on ads	3.6	<b>73</b>

**Pinterest**



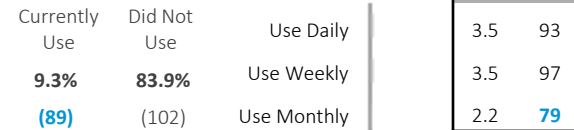
Frequency of Use  
[Past Year]



**Reddit**



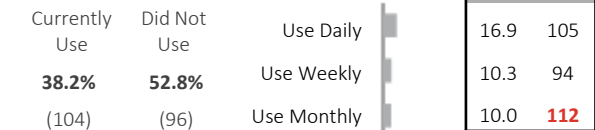
Frequency of Use  
[Past Year]



**WhatsApp**



Frequency of Use  
[Past Year]



Participate In* (at least a few times per month)	% Comp	Index
View content	7.3	94
Follow specific Subreddits	5.1	95
Vote on content	3.4	94
Post content	1.9	<b>87</b>

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	23.0	103
Send/receive images	20.2	102
Use group chats	15.3	100
Use voice calls	10.2	103
Send/receive documents and files	9.3	99



**Social Media Usage**

**Twitter**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
29.6% (103)	60.5% (99)	Use Daily	13.6	108
		Use Weekly	8.6	101
		Use Monthly	6.6	100

**YouTube**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
69.4% (99)	17.4% (102)	Use Daily	25.6	93
		Use Weekly	27.5	104
		Use Monthly	16.0	103

**Snapchat**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
12.8% (83)	79.6% (104)	Use Daily	5.2	83
		Use Weekly	3.7	84
		Use Monthly	3.4	82

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	19.6	103
Watch videos	11.1	100
Tweet	6.5	96
Respond to tweets	6.4	100
Send or receive direct messages	6.4	107
Share a link to a blog post or article of interest	6.0	101
Retweet	5.9	99
Watch live videos	5.4	101
Follow users who follow you	4.7	88
Actively follow new users	4.4	96
Click on an ad	3.1	99

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	41.9	96
Watch live videos	12.8	97
Like or dislike videos	10.9	83
Click on an ad	6.4	92
Share videos	6.1	80
Leave comment or post response on video	4.3	70
Embed a video on a web page or blog	3.6	86
Create and post a video	1.7	62

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	6.5	81
Send direct text messages	5.6	83
Send photos/videos	5.2	83
Use filters or effects	3.1	75
Read Snapchat discover/News	3.0	79
Use group chat	2.7	86
View a brand's snaps	2.2	84
Use video chat	2.0	90
View ads	1.9	84

**Audio Podcasts**



Currently Use	Did Not Use
19.2% (108)	63.9% (97)

Frequency of Use  
[Past Year]

	%	Index
Use Daily	4.6	100
Use Weekly	8.2	114
Use Monthly	6.1	108

Participate In* (at least a few times per week)	% Comp	Index
Listen to a news podcast	4.9	109
Listen to an educational podcast	4.4	109
Listen to another genre of podcast	4.4	98
Listen to a business podcast	3.6	106
Listen to a comedy podcast	3.3	96
Listen to a sports podcast	2.8	91
Listen to a technology focused podcast	2.5	101
Subscribe to another genre of podcast	2.3	97
Subscribe to a sports podcast**	2.2	81
Subscribe to a news podcast	1.9	113
Subscribe to an educational podcast	1.4	78
Subscribe to a comedy podcast (!)	1.2	76
Subscribe to a business podcast (!)	1.1	83
Subscribe to a technology podcast (!)	1.1	90

**Other Social Media Platforms**



**Tinder**

Currently Use	Did Not Use
1.6% (70)	95.6% (101)



**Tik Tok**

Currently Use	Did Not Use
1.8% (80)	95.3% (100)

Frequency of Use -Tinder  
[Past Year]

	%	Index
Use Daily (!)	0.6	71
Use Weekly (!)	0.6	66