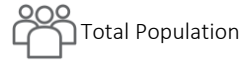


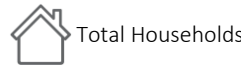
**Overview**

- Of the 9 EQ Target Groups identified in Canada, Free Spirits rank 1<sup>st</sup>, making up 322,609 households, or 19.6% of the total Households in Alberta (1,644,476)
- The Median Household Maintainer Age is 46, 53% of couples have children living at home
- Average Household Income of \$122,710 compared to Alberta at \$125,945
- **Top Social Value: Need for Escape** - The desire to regularly escape the stress and responsibilities of everyday life
- Above Average interest in Sporting Events
- Above Average interest in travelling within Canada (Banff), Free Spirits from Alberta spent an average of \$1,545 on their last vacation
- On average, Free Spirits from Alberta spend 12hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (6 min/day)
- 79% currently use Facebook, 42% use Instagram and 33% use Twitter

**Market Sizing**



Total Population  
Target Group: 977,515 | 21.9%  
Market: 4,472,482



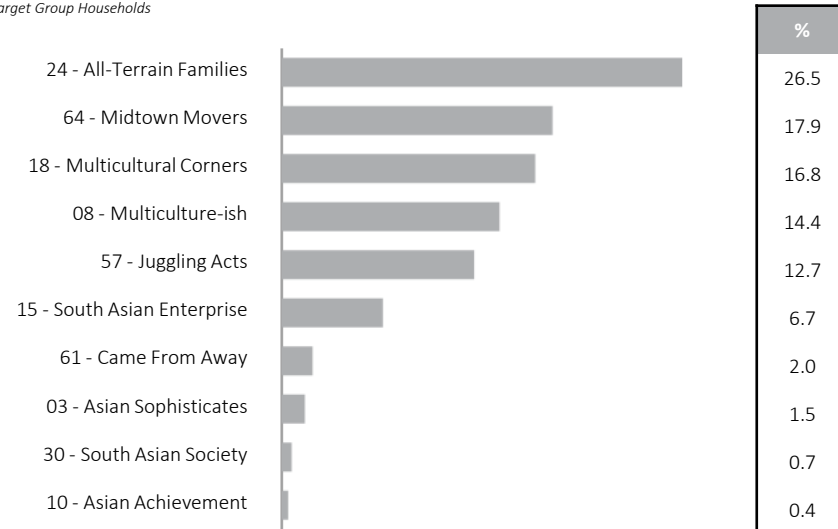
Total Households  
Target Group: 322,609 | 19.6%  
Market: 1,644,476

**Top Geographic Markets**

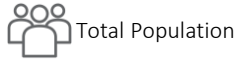
Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Calgary, AB (CY)	37.7	24.1	123	504,320	30.7
Edmonton, AB (CY)	26.2	21.6	110	392,545	23.9
Airdrie, AB (CY)	3.8	47.8	243	25,833	1.6
Grande Prairie, AB (CY)	3.4	43.0	219	25,600	1.6
Red Deer, AB (CY)	2.9	22.1	113	42,867	2.6
Wood Buffalo, AB (SM)	2.8	32.9	168	27,216	1.7
Lethbridge, AB (CY)	2.3	18.2	93	40,477	2.5
Spruce Grove, AB (CY)	2.2	46.3	236	15,517	0.9
Leduc, AB (CY)	1.8	46.0	234	12,590	0.8
Fort Saskatchewan, AB (CY)	1.7	51.5	263	10,713	0.7

**Top PRIZM Segments**

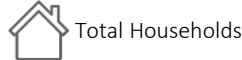
% of Target Group Households



**Demographic Profile**



Total Population  
Target Group: 977,515 | 21.9%  
Market: 4,472,482

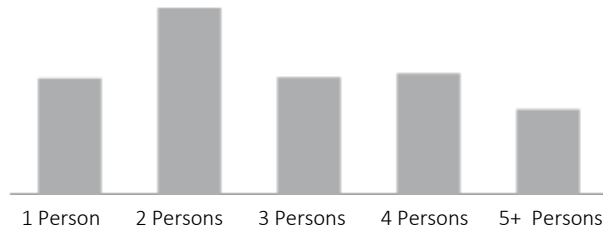


Total Households  
Target Group: 322,609 | 19.6%  
Market: 1,644,476

Average Household Income

\$122,710  
(97)

Household Size\*



Median Household Maintainer Age

46  
(94)

Marital Status\*\*

60.3%  
(101)

Married/Common-Law

Family Composition\*\*\*

53.4%  
(115)

Couples With Kids at Home

Education\*\*

28.5%  
(102)

High School Certificate Or Equivalent

Visible Minority Presence\*

42.1%  
(148)

Belong to a visible minority group

Non-Official Language\*

2.3%  
(158)

No knowledge of English or French

Immigrant Population\*

30.4%  
(133)

Born outside Canada

**Psychographics\*\***

**Strong Values**

**Weak Values**

Personal Optimism	122	73	Attraction to Nature
Need for Escape	120	80	Fulfilment Through Work
Status via Home	117	85	Brand Apathy
Work Ethic	116	86	Ecological Concern
Culture Sampling	116	87	Importance of Spontaneity

**Key Social Values**

Need for Escape Index = 120	Work Ethic Index = 116	Culture Sampling Index = 116
Legacy Index = 114	Pursuit of Originality Index = 112	Attraction For Crowds Index = 110
Ecological Fatalism Index = 109	Social Intimacy Index = 109	Multiculturalism Index = 109
Traditional Family Index = 108	National Pride Index = 108	Confidence in Advertising Index = 108

**Free Spirits**

PRIZM Segments Included (by SESI): 03, 08, 10, 15, 18, 24, 30, 31, 57, 61, 64

Market: Alberta

































**Sports & Leisure**

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

Top 5 Activities Participated*	% Comp	Index
Reading	80.4	99
Camping	58.8	100
Gardening	58.0	98
Home exercise & home workout	57.5	104
Volunteer work	52.1	102

Top 5 Activities Attended*	% Comp	Index
Other activities & attractions	51.9	<b>112</b>
Auditoriums, arenas & stadiums (any)	48.7	103
Sporting events	45.4	<b>110</b>
Parks & city gardens	41.0	104
Movies at a theatre/drive-in	39.6	105

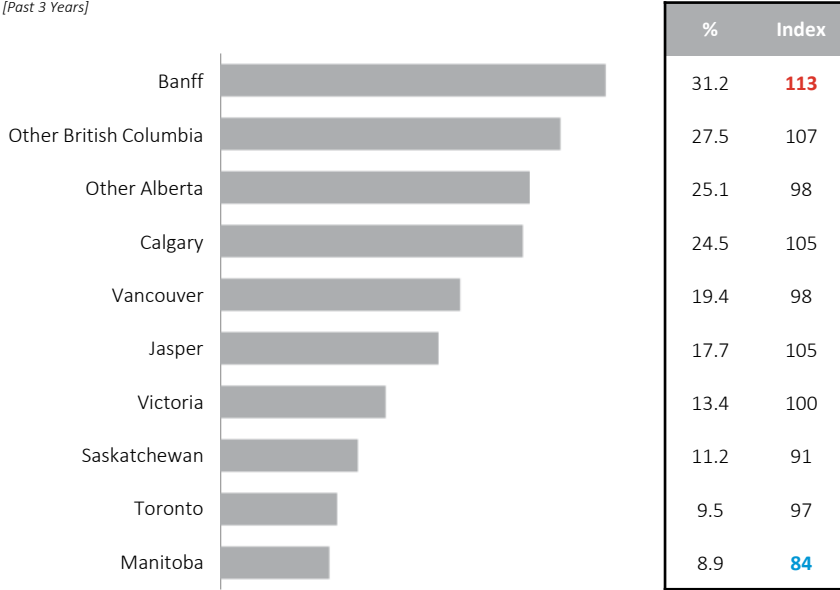
**Key Tourism Activities\*\***

Camping  58.8% (100)	Swimming  51.9% (101)	Cycling  48.1% (106)	Sporting events  45.4% <b>(110)</b>	Hiking & backpacking  43.3% (106)	Parks & city gardens  41.0% (104)	National or provincial park  39.4% (97)	Bars & restaurant bars  38.9% (105)
Ice skating  32.1% (106)	Zoos & aquariums  32.0% (102)	Golfing  30.1% (96)	Photography  29.4% (95)	Specialty movie theatres/IMAX  27.3% (108)	Canoeing & kayaking  26.0% (96)	Fishing & hunting  25.6% <b>(90)</b>	Historical sites  24.4% (98)
Theme parks, waterparks & water slides  24.0% <b>(113)</b>	Pilates & yoga  21.9% (97)	Downhill skiing  21.2% (106)	Cross country skiing & snowshoeing  19.7% (93)	ATV & snowmobiling  15.5% <b>(89)</b>	Hockey  15.0% (95)	Video arcades & indoor amusement centres  14.3% (108)	Power boating & jet skiing  13.3% (98)
Adventure sports  12.6% (101)	Curling  11.5% (94)	Dinner theatres  11.3% <b>(90)</b>	Snowboarding  9.9% <b>(121)</b>	Inline skating  9.7% <b>(122)</b>	Music festivals  8.3% (101)	Beer, food & wine festivals  7.5% (95)	Marathon or similar event  4.9% <b>(114)</b>

**Travel Profile**

**Top Canadian Destinations\***

Visited [Past 3 Years]



**Vacation Booking\*\***

Used [Past 3 Years]

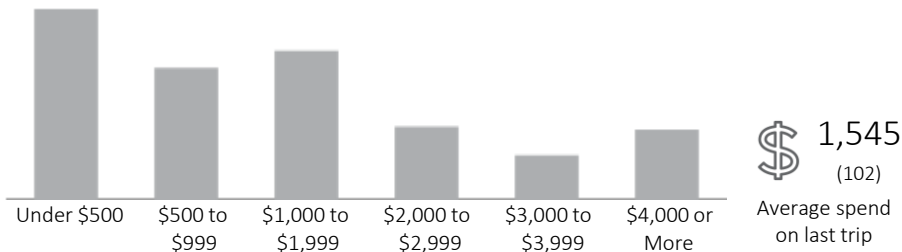


Booked With [Past Year]



**Vacation Spending**

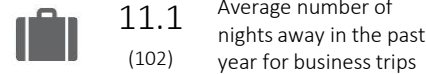
Spent Last Vacation



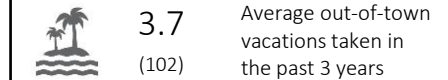
**\$1,545**  
(102)  
Average spend on last trip

**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 59.6% (100)	 Friends/relatives 34.8% (96)	 All-inclusive resort 21.3% (104)	 Camping 25.4% (97)	 Motel 18.0% (93)	 Vacation rental by owner 19.7% (109)	 Cottage 8.2% (93)
 B&B 11.1% (103)	 Condo/apartment 10.6% (93)	 Cruise ship 4.6% <b>(90)</b>	 RV/camper 13.2% (95)	 Package tours 3.6% <b>(123)</b>	 Spa resort 3.2% <b>(111)</b>	 Boat 3.3% <b>(115)</b>









**Airline Preferences\*\***

Flown [Past Year]

 Air Canada 35.3% (107)	 West Jet 44.7% (103)	 Air Transat 4.3% <b>(112)</b>	 Porter Airlines 0.0% <b>(81)</b>	 Other Canadian 2.5% <b>(90)</b>
 United Airlines 5.3% (103)	 Delta Airlines 6.4% <b>(112)</b>	 American Airlines 1.9% <b>(133)</b>	 Other American 1.9% <b>(135)</b>	
 European Airlines 4.8% <b>(119)</b>	 Asian Airlines 1.9% <b>(142)</b>	 Other Charter 2.5% (96)	 Other 3.8% (104)	

**Car Rental\***

Rented From [Past Year]

 Enterprise 6.5% (108)	 Budget 3.7% (95)	 Avis 2.7% (102)	 National 2.1% (94)
 Hertz 1.7% (103)	 Discount 0.5% <b>(87)</b>	 U-Haul 0.8% <b>(120)</b>	 Other Rentals 1.9% (108)

**Media**

**Overall Level of Use**

Radio



12 hours/week  
(96)

Television



1,188 minutes/week  
(99)

Newspaper



1 hours/week  
**(85)**

Magazine



6 minutes/day  
**(73)**

Internet



239 minutes/day  
(103)

**Top Radio Programs\***

Programs [Weekly]

	%	Index
Mainstream Top 40/CHR	24.6	<b>126</b>
News/Talk	22.2	<b>86</b>
Adult Contemporary	18.7	<b>117</b>
Classic Hits	16.9	97
Today's Country	15.2	94
AOR/Mainstream Rock	11.3	<b>112</b>
Hot Adult Contemporary	9.6	<b>122</b>
Multi/Variety/Specialty	9.3	<b>81</b>
Modern/Alternative Rock	9.2	<b>130</b>
Classic Rock	7.3	106

**Top Television Programs\***

Programs [Average Week]

	%	Index
Movies	53.1	103
Evening local news	33.9	97
Primetime serial dramas	29.6	103
Hockey (when in season)	29.1	96
Home renovation/decoration shows	24.6	98
Situation comedies	23.9	100
Suspense/crime dramas	23.4	97
News/current affairs	22.5	<b>90</b>
Documentaries	21.5	93
Reality shows	20.8	105

**Top Newspaper Sections\***

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	51.7	97
National News	46.6	94
International News & World	42.1	93
Movie & Entertainment	31.3	96
Sports	26.7	94
Health	24.9	93
Food	24.2	93
Editorials	24.0	<b>87</b>
Business & Financial	21.3	<b>90</b>
Travel	18.9	<b>88</b>

**Top Magazine Publications\***

Read [Past Month]

	%	Index
Other U.S. magazines	6.9	93
Other English-Canadian	5.9	<b>85</b>
CAA Magazine	4.7	<b>85</b>
Maclean's	4.2	99
Canadian Living	4.0	<b>81</b>
People	3.9	104
National Geographic	3.7	<b>88</b>
Reader's Digest	3.4	<b>69</b>
Hello! Canada	3.4	94
Cineplex Magazine	3.1	101

**Top Internet Activities\***

Activity [Past Week]

	%	Index
Send/receive email	69.6	101
Send/receive a text/instant message	65.7	104
Participate in an online social network	56.5	104
Take pictures/video	55.8	106
Use apps	55.2	106
Do banking/pay bills online	54.6	105
Use maps/directions service	51.0	103
Internet search - business, services, products	46.0	104
Watch a subscription-based video service	36.6	<b>110</b>
Access a news site	35.8	103

**Top Mobile Activities\***

Activity [Past Week]

	%	Index
Send/receive a text/instant message	64.0	104
Send/receive email	55.9	105
Take pictures/video	53.5	106
Use apps	52.2	106
Participate in an online social network	49.3	106
Use maps/directions service	46.5	106
Internet search - business, services, products	34.2	<b>110</b>
Do banking/pay bills online	34.1	<b>113</b>
Access a news site	25.5	107
Watch free streaming music videos	22.8	109

**Media**

**Social Media Platforms**

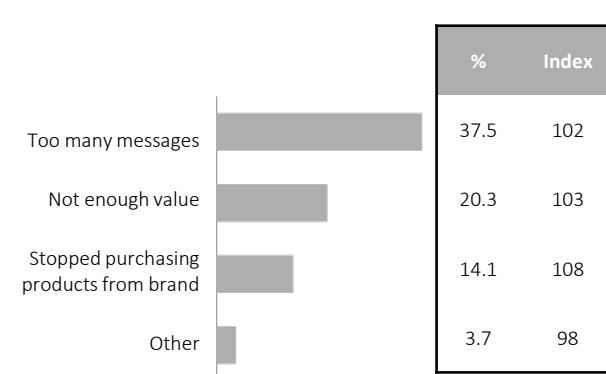
Usage [Currently Use]



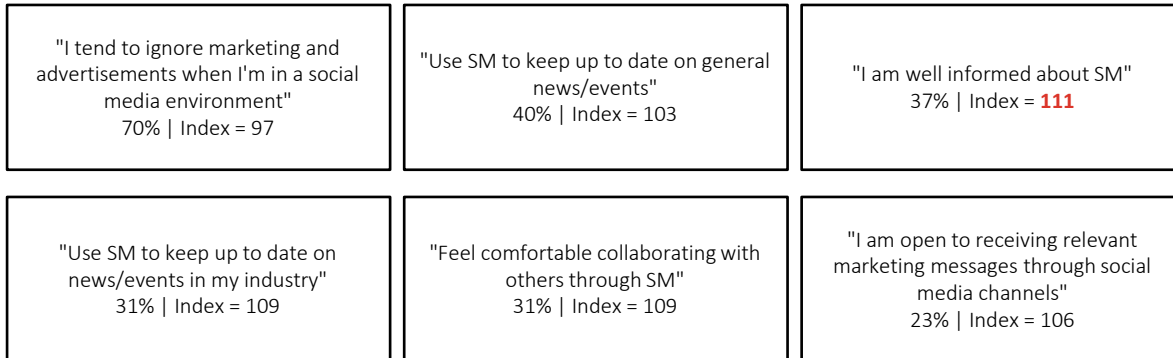
**Reasons to Follow Brands**



**Reasons to Unfollow Brands**

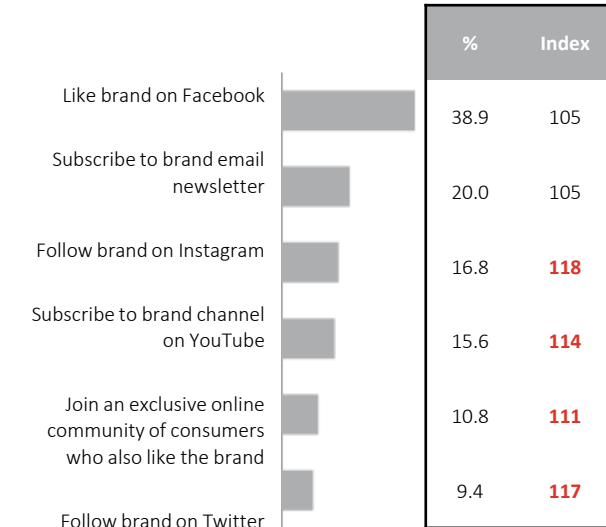


**Social Media Attitudes**



**Actions Taken using Social Media**

Variables with Response "Yes"



**Product Preferences**

Variables with "Agree" Statements

"I would like to eat healthy foods more often"  
75% | Index = 101

"I have tried a product/service based on a personal recommendation"  
71% | Index = 99

"I generally achieve what I set out to do"  
69% | Index = 98

"Family life and having children are most important to me"  
62% | Index = 101

"I am very concerned about the nutritional content of food products I buy"  
62% | Index = 100

"I value companies who give back to the community"  
60% | Index = 98

"I like to cook"  
58% | Index = 103

"I offer recommendations of products/services to other people"  
57% | Index = 100

"I consider myself to be informed on current events or issues"  
54% | Index = 94

"I am interested in learning about different cultures"  
54% | Index = 96

"I like to try new places to eat"  
54% | Index = 101

"I make an effort to buy local produce/products"  
50% | Index = 95

"I like to try new and different products"  
49% | Index = 107

"It's important to buy products from socially-responsible/environmentally-friendly companies"  
48% | Index = 100

"When I shop online I prefer to support Canadian retailers"  
47% | Index = 99

"Free-trial/product samples can influence my purchase decisions"  
42% | Index = 99

"I am adventurous/"outdoorsy""  
41% | Index = 102

"I prefer to shop online for convenience"  
31% | Index = 102

"Staying connected via social media is very important to me"  
30% | Index = 99

"Vegetarianism is a healthy option"  
27% | Index = 105

"I am willing to pay more for eco-friendly products"  
26% | Index = 103

"Advertising is an important source of information to me"  
26% | Index = 96

"I consider myself to be sophisticated"  
26% | Index = 106

"I lead a fairly busy social life"  
24% | Index = 94

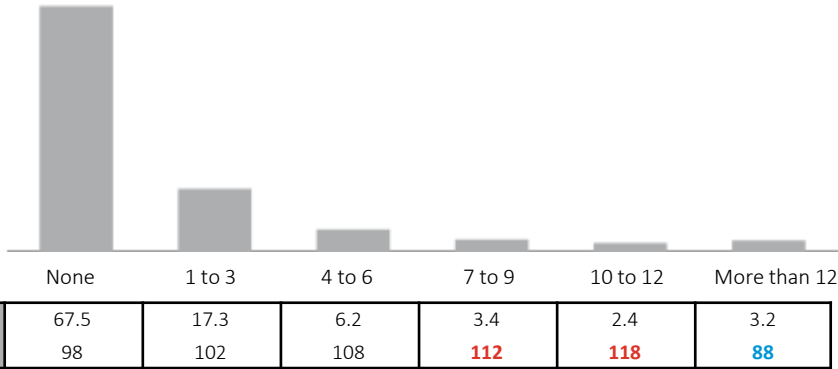
"I enjoy being extravagant/indulgent"  
21% | Index = 109



**Product Preferences**

**Beer Consumption**

Drinks (Past Week)



**Drinks**

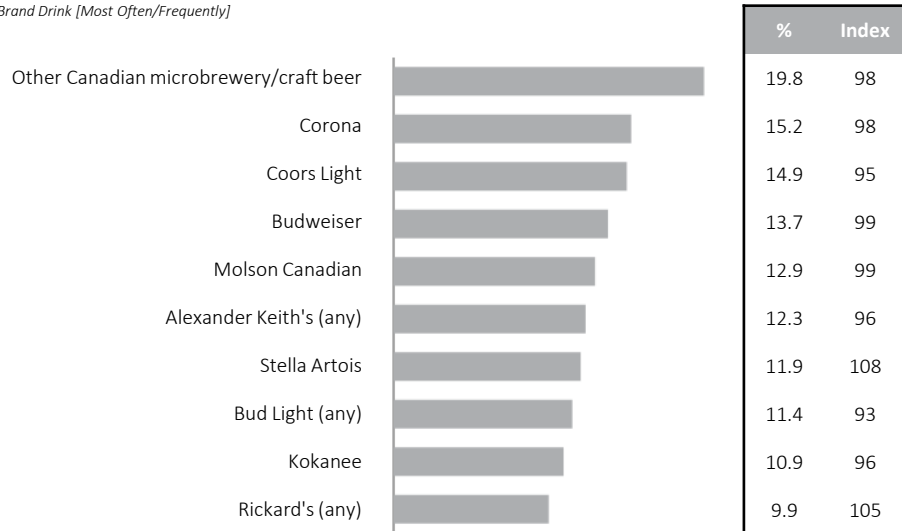
Drank [Past Month]	% Comp	Index
Canadian wine	11.8	95
Liqueurs (any)	6.9	102
Cider	6.7	109

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	19.8	98

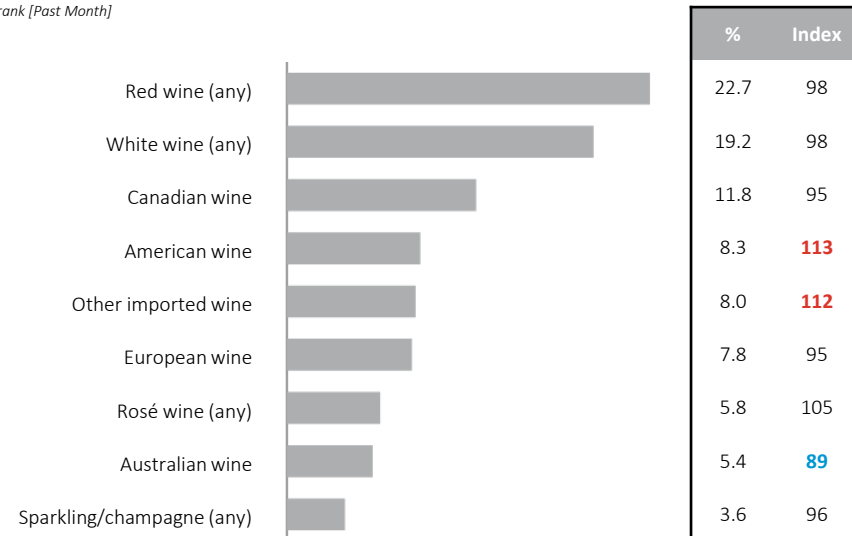
**Top 10 Beers\***

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

	%	Index	%	Index	%	Index
Pizza restaurants	14.4	110	50.1	103	3.8	91
Asian restaurants	6.4	108	47.4	99	7.7	109
Submarine/sandwich restaurants	8.7	92	42.7	102	4.0	92
Breakfast style restaurant	3.9	98	29.7	101	13.4	103
Chicken restaurants	3.6	112	24.3	96	6.0	105
Ice cream/frozen yogurt restaurants	3.0	104	30.1	104	5.6	98
Specialty burger restaurants	5.2	120	31.8	108	7.3	102
Italian restaurants	2.5	123	22.1	102	7.6	99
Steakhouse	0.7	105	22.6	104	18.8	104
Other ethnic restaurants	3.0	125	17.3	104	9.2	114
Mexican/Burrito-style restaurants	2.9	121	24.5	107	8.1	109
Seafood/Fish and Chips restaurants	0.6	105	14.7	99	7.4	103

**Restaurant Service Type\***

Frequency of Visiting [Past Year]

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

	%	Index	%	Index	%	Index
Casual/family dining restaurants	6.8	116	47.9	97	8.2	109
Food court outlets at a shopping mall	9.4	114	48.0	101	7.9	99
Pub restaurants	5.1	104	35.6	113	5.0	90
Formal dine-in restaurants	3.5	116	30.1	101	12.3	102
Fast casual restaurants	9.9	112	30.9	100	3.8	102
Sports bars	3.0	115	19.4	104	4.6	109
Other types	2.6	85	15.7	91	2.3	113

**Purchased Organic Food**

Done [Past Week]



Organic Fruits and Vegetables  
23.9%  
**(111)**



Other Organic Food  
10.7%  
**(120)**



Organic Meat  
7.7%  
**(119)**

**Product Preferences**

**Demographics**



Rent  
27.8%  
(102)



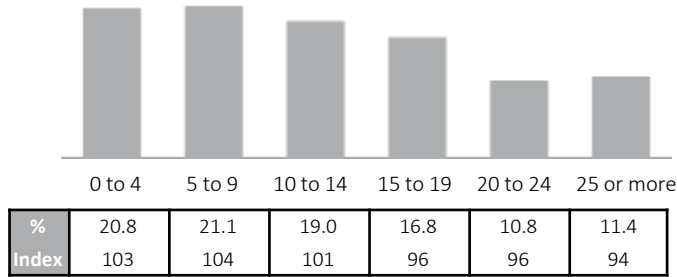
Own  
72.2%  
(100)



Households with  
Children at Home

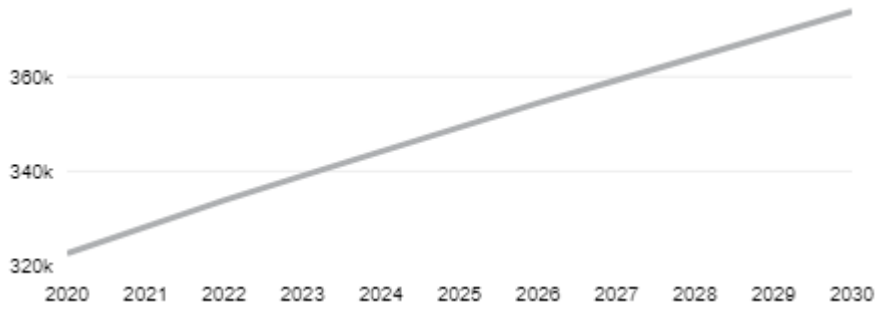
51.8%  
(122)

Age of Children at Home



**Demographic Trends**

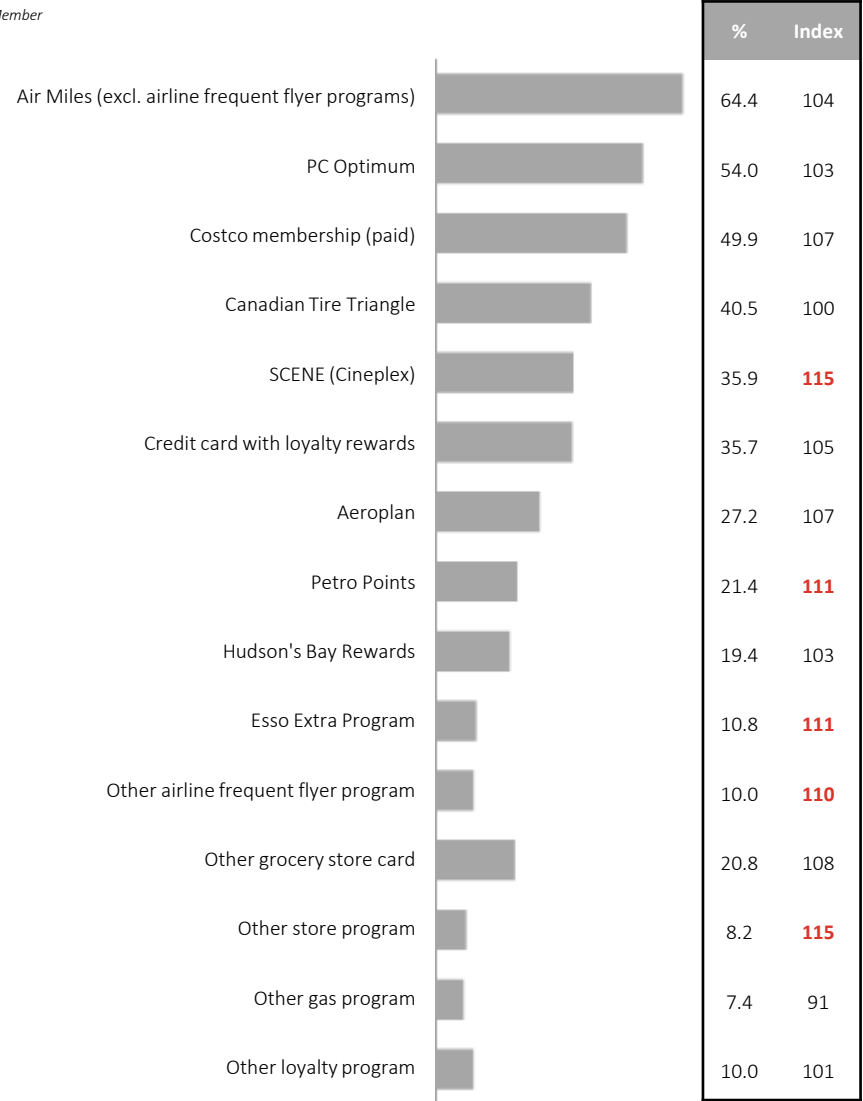
Household Projections



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

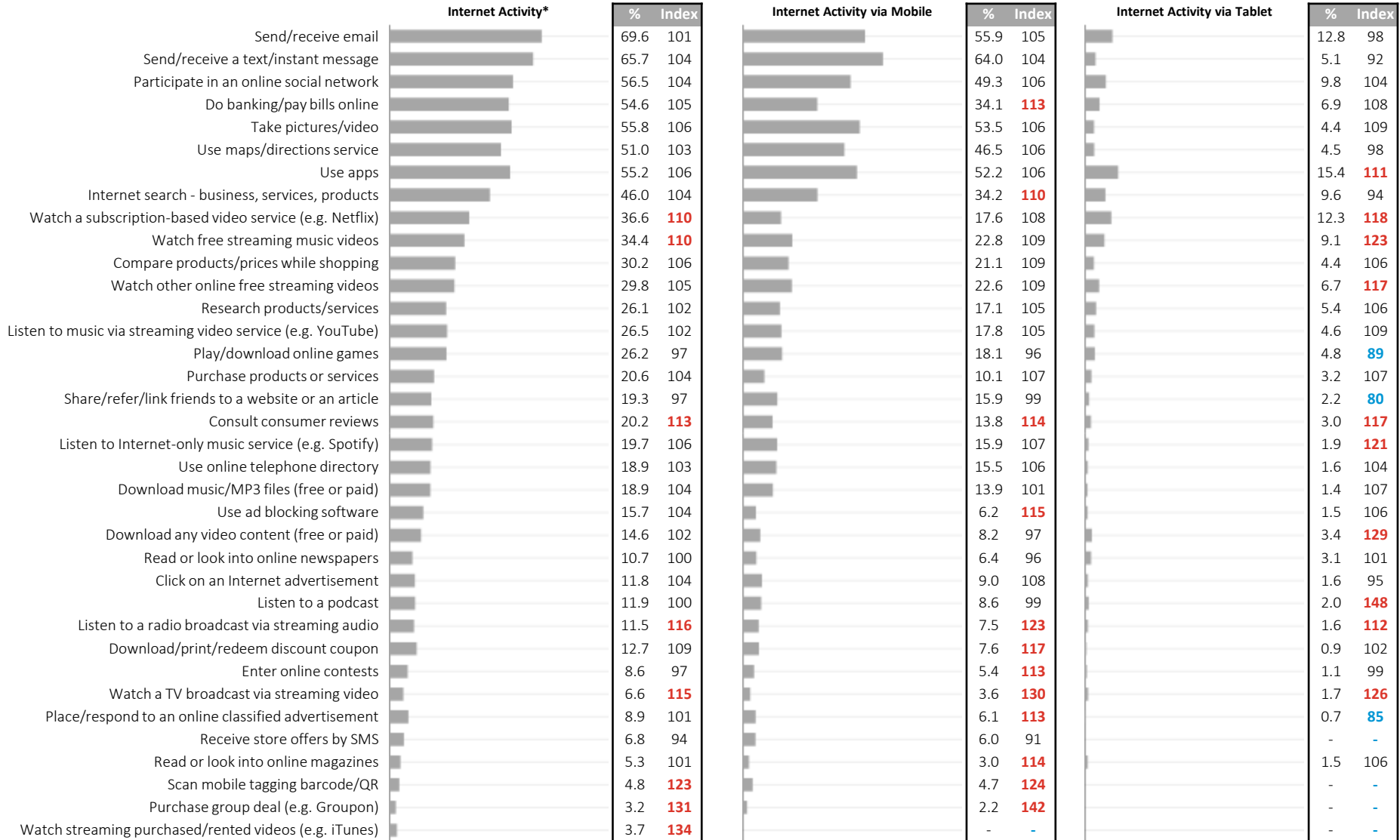
**Loyalty Programs\***

Member



**Internet Activity**

Activity [Past Week]



**Internet Activity**

**Top Website Types\***

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	35.8	103	25.5	107	6.3	95
Access food/recipes content	26.1	97	16.9	103	7.0	104
Access health-related content	13.4	101	9.3	107	2.9	100
Access professional sports content	13.7	<b>110</b>	10.6	<b>110</b>	2.2	<b>84</b>
Access restaurant guides/reviews	13.1	109	10.9	<b>115</b>	1.4	91
Access travel content	10.7	106	6.4	<b>115</b>	3.1	<b>132</b>
Access real estate listings/sites	8.9	101	3.9	91	1.4	<b>88</b>
Access a radio station's website	11.8	<b>110</b>	6.3	<b>119</b>	0.8	92
Access home decor-related content	6.6	<b>90</b>	3.9	91	1.5	91
Access a TV station's website	7.9	104	3.9	<b>128</b>	2.0	98
Access celebrity gossip content	7.3	101	5.2	102	1.4	<b>119</b>
Access fashion or beauty-related content	5.1	105	3.7	109	1.1	<b>120</b>
Access automotive news/content	4.3	100	2.1	107	1.0	<b>135</b>

**Direct Media Usage**

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	38.3	96
Coupons	33.5	101
Apps/online flyers	29.1	97
General information from the Internet/websites	28.9	100
Direct email offers	23.3	98
Flyers inserted into a community newspaper	22.1	<b>90</b>
Local store catalogues	19.2	94
Flyers inserted into a daily newspaper	17.7	100
Mail order	7.5	96
Yellow Pages (online)	3.2	93
Yellow Pages (print)	2.9	<b>84</b>

**Out of Home Advertising**

Noticed Advertising [Past Week]

	%	Index
Billboards	33.6	100
Digital billboards	25.1	102
On street furniture (e.g. bus benches)	23.1	<b>110</b>
On bus exteriors	22.3	<b>113</b>
Inside shopping malls	20.2	102
Inside public washrooms	17.9	108
On transit shelters	14.5	<b>116</b>
Inside movie theaters	10.3	<b>110</b>
Inside buses	8.3	103
Screens inside elevators	8.3	<b>127</b>
Inside commuter trains	5.5	<b>120</b>
Inside airports	4.9	98
On taxis	3.8	<b>117</b>
On subway/metro platforms	3.1	<b>125</b>
Inside subway/metro cars	2.5	<b>113</b>

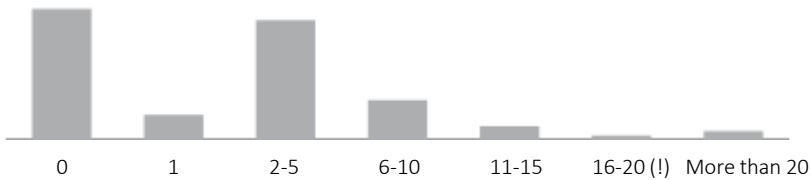
**Social Media Usage**

**Social Media Overview**

- 72% of Free Spirits from Alberta tend to access social media on their mobile phones during the morning hours, 68% during the afternoon hours
- 11% seek recommendations for Vacation/Travel Information via social media (Above Average)
- 84% believe that Social media companies should not be allowed to own or share their personal information

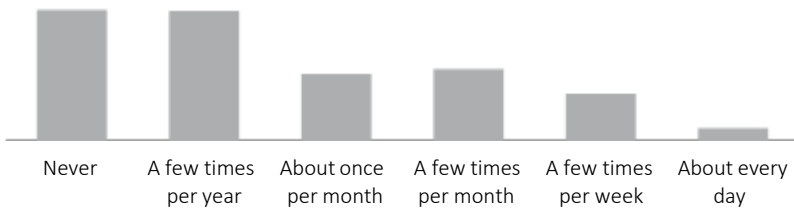
**Brand Interaction**

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



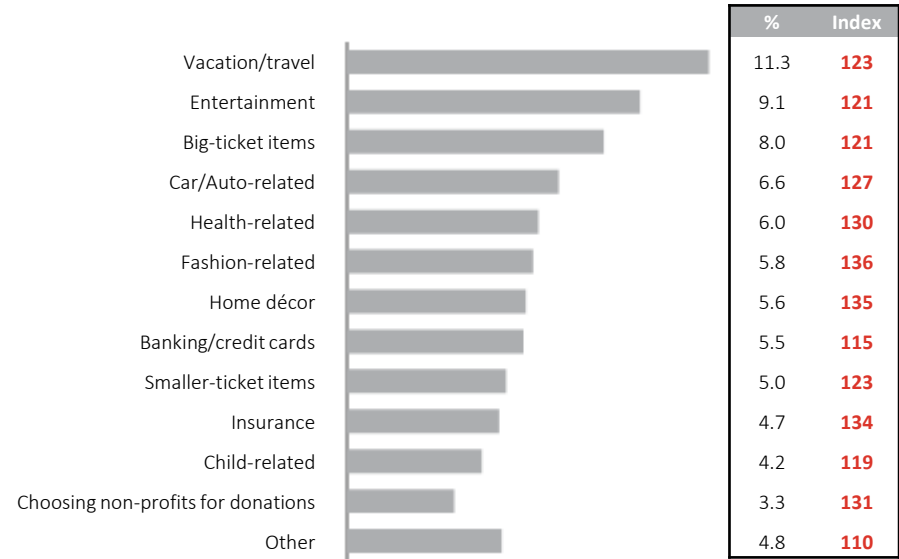
%	38.2	7.3	35.0	11.6	4.0	1.3	2.5
Index	91	101	107	104	122	93	111

Rate or Review Products or Services  
[Frequency of Participation]



%	28.5	28.3	14.6	15.6	10.3	2.8
Index	93	98	104	107	106	115

**Seek Recommendations via Social Media\***



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

Free Spirits from Alberta are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information"  
84% | Index = 98

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"  
72% | Index = 99

"I tend to ignore marketing and advertisements when I'm in a social media environment"  
70% | Index = 97

"Use SM to stay connected with personal contacts"  
46% | Index = 105

**Social Media Usage**

**Frequency of Participation\***

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	51.5	106
Watch video online	49.4	108
Read article comments	46.2	104
Read status updates/tweets	45.1	106
Chat in online chats	39.9	113
Listen to radio or stream music online	37.3	104
Share links with friends and colleagues	30.2	104
Click links in news feeds	26.0	109
Read blogs	19.4	121
Play games with others online	17.9	105
Post photos online	15.6	118
Update your status on a social network	14.4	113
Rate or review products online	13.1	108
Chat in online forums	13.0	117
Comment on articles or blogs	11.4	111
Check in with locations	10.5	110
Share your GPS location	9.4	104
Post videos online	6.6	115
Publish blog, Tumblr, online journal	4.0	121

**Social Media Uses\***

A few times per week or more

	%	Index
Keep up to date on general news/events	51.3	102
Stay connected with family	48.2	105
Stay connected with personal contacts	47.1	104
Keep up to date on news/events in my industry	30.7	106
Stay connected with work/professional contacts	22.6	113


**Number of Connections**

Across all social media


	%	Index
0-49	30.3	90
50-99	13.9	98
100-149	11.1	99
150-199	8.6	105
200-299	10.4	111
300-399	6.1	101
400-499	5.0	120
500-1000	9.0	111
More than 1000	5.5	111

**Social Media Access**


Typically use

 **Mobile**


	%	Index
Morning	72.0	107
Afternoon	67.6	105
Dinner Time	53.8	109
Evening	66.0	106
Late Night	48.9	110

 **Tablet**

	%	Index
Morning	22.3	97
Afternoon	19.5	100
Dinner Time	16.1	105
Evening	35.7	102
Late Night	18.6	101

 **Laptop**

	%	Index
Morning	24.9	97
Afternoon	27.4	102
Dinner Time	16.3	101
Evening	36.1	103
Late Night	16.0	102

 **Desktop**

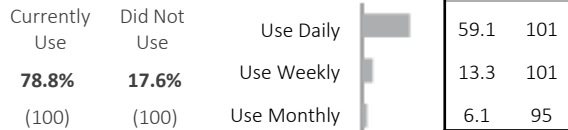
	%	Index
Morning	25.7	98
Afternoon	26.6	99
Dinner Time	11.4	99
Evening	22.6	96
Late Night	10.2	93

**Social Media Usage**

**Facebook**



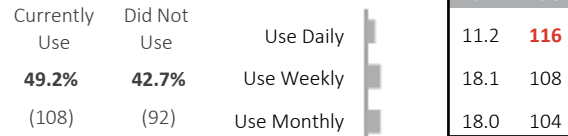
Frequency of Use  
[Past Year]



**LinkedIn**



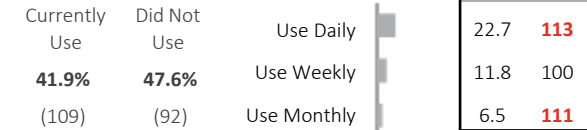
Frequency of Use  
[Past Year]



**Instagram**



Frequency of Use  
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	57.4	103
Comment/Like other users' posts	49.0	104
Watch videos	41.7	106
Use Messenger	40.7	103
Watch live videos	19.4	112
Like or become a fan of a page	15.5	106
Post photos	14.6	112
Click on an ad	14.2	110
Update my status	13.9	113
Post videos	7.6	119
Create a Facebook group or fan page	5.1	122
Give to a Facebook fundraiser (!)	3.1	125
Create a Facebook fundraiser (!)	2.4	122

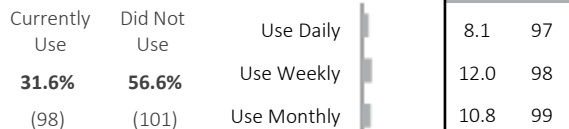
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	13.3	119
View a job posting	10.6	124
Search and review other profiles	7.5	114
Watch videos	7.4	116
Create a connection	5.1	115
Update your profile information	4.2	119
Comment on content	3.8	109
Click on an ad (!)	3.4	117
Post an article, video or picture (!)	3.0	125
Participate in LinkedIn forums (!)	2.6	115
Request a recommendation (!)	2.6	116
Join a LinkedIn group (!)	2.1	108

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	28.9	112
Like photos/videos	24.8	115
Comment on photos/videos	14.4	114
Watch live videos	14.3	120
Send direct messages	12.0	124
View a brand's page	9.6	124
Post photos/videos	8.8	121
Watch IGTV videos	6.9	123
Click on ads	6.0	121

**Pinterest**



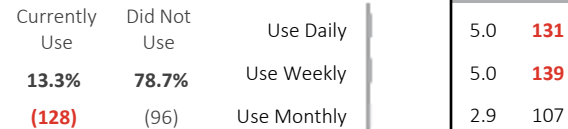
Frequency of Use  
[Past Year]



**Reddit**



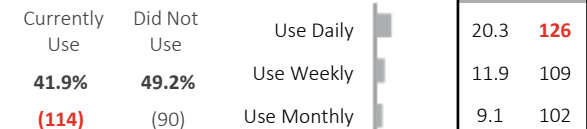
Frequency of Use  
[Past Year]



**WhatsApp**



Frequency of Use  
[Past Year]



Participate In* (at least a few times per month)	% Comp	Index
View content	10.2	133
Follow specific Subreddits	7.1	133
Vote on content	5.2	142
Post content	3.0	135

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	27.3	122
Send/receive images	24.6	124
Use group chats	19.4	126
Use voice calls	12.7	128
Send/receive documents and files	12.1	130



**Social Media Usage**

**Twitter**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
32.5% (113)	57.1% (93)	Use Daily	14.4	114
		Use Weekly	9.3	109
		Use Monthly	7.6	115

**YouTube**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
72.0% (103)	16.2% (94)	Use Daily	30.4	111
		Use Weekly	26.6	101
		Use Monthly	14.5	93

**Snapchat**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
17.3% (113)	73.7% (96)	Use Daily	7.3	116
		Use Weekly	5.0	112
		Use Monthly	4.4	108

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	21.6	114
Watch videos	12.9	115
Tweet	8.0	118
Respond to tweets	8.0	124
Retweet	7.4	124
Send or receive direct messages	7.3	122
Share a link to a blog post or article of interest	6.8	115
Follow users who follow you	6.3	118
Watch live videos	6.2	117
Actively follow new users	5.3	117
Click on an ad	3.6	114

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	47.4	109
Like or dislike videos	15.4	117
Watch live videos	14.2	107
Share videos	9.3	122
Leave comment or post response on video	7.7	123
Click on an ad	7.4	106
Embed a video on a web page or blog	4.9	118
Create and post a video	3.6	131

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	9.4	117
Send direct text messages	7.4	111
Send photos/videos	7.3	117
Use filters or effects	5.3	128
Read Snapchat discover/News	5.1	134
Use group chat	4.0	128
View a brand's snaps	3.4	130
Use video chat	2.7	122
View ads	2.6	116

**Audio Podcasts**



Currently Use	Did Not Use
19.6% (110)	63.9% (97)

Frequency of Use  
[Past Year]

	%	Index
Use Daily	5.8	126
Use Weekly	8.0	112
Use Monthly	5.3	94

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	5.8	130
Listen to a news podcast	5.6	125
Listen to an educational podcast	5.0	125
Listen to a comedy podcast	4.6	135
Listen to a business podcast	4.0	119
Listen to a sports podcast	3.7	119
Subscribe to a sports podcast**	3.4	123
Listen to a technology focused podcast	3.1	125
Subscribe to another genre of podcast	2.9	124
Subscribe to an educational podcast	2.2	119
Subscribe to a news podcast	2.0	117
Subscribe to a comedy podcast (!)	1.9	121
Subscribe to a business podcast (!)	1.6	120
Subscribe to a technology podcast (!)	1.5	121

**Other Social Media Platforms**

**Tinder**



Currently Use	Did Not Use
2.9% (131)	93.3% (99)

Frequency of Use -Tinder  
[Past Year]

Use Daily (!)	1.2	141
Use Weekly (!)	1.2	137

**Tik Tok**



Currently Use	Did Not Use
2.5% (110)	93.8% (99)

	%	Index
Use Daily (!)	1.2	141
Use Weekly (!)	1.2	137