

Modern Suburbia

PRIZM Segments Included (by SESI): 11
Market: RDOS - Calgary

Overview

- Of the 67 PRIZM Clusters identified in Canada, Modern Suburbia rank 1st for the Custom Calgary target area created using Regional District Okanagan Similkameen (RDOS) visitor origin FSA's
- Modern Suburbia make up 49,301 households, or 9.6% of the total Households in the Custom Calgary target area (512,401)
- The Median Household Maintainer Age is 41, 59% of couples have children living at home
- Average Household Income of \$140,212 compared to the Custom Calgary target area at \$139,958
- Top Social Value: Confidence in Advertising:** A tendency to trust and use advertising as a source of reliable information. Also, a tendency to identify with the fashions and the role models promoted by advertising and the consumer society
- Above Average interest in Swimming, attending Sporting Events and Cycling
- Above Average interest in travelling within Canada (Banff, Calgary, Vancouver, Jasper, Victoria), Modern Suburbia from the Custom Calgary target area spent an average of \$1,579 on their last vacation
- On average, Modern Suburbia from the Custom Calgary target area spend 11hrs/week listening to the Radio, 18hrs/week watching TV, 0hr/week reading the Newspaper and 4.6hrs/day on the Internet. Daily Magazine usage is minimal (4 min/day)
- 76% currently use Facebook, 48% use Instagram and 37% use Twitter

Market Sizing



Total Population

Target Group: 149,575 | 10.7%
Market: 1,398,763



Total Households

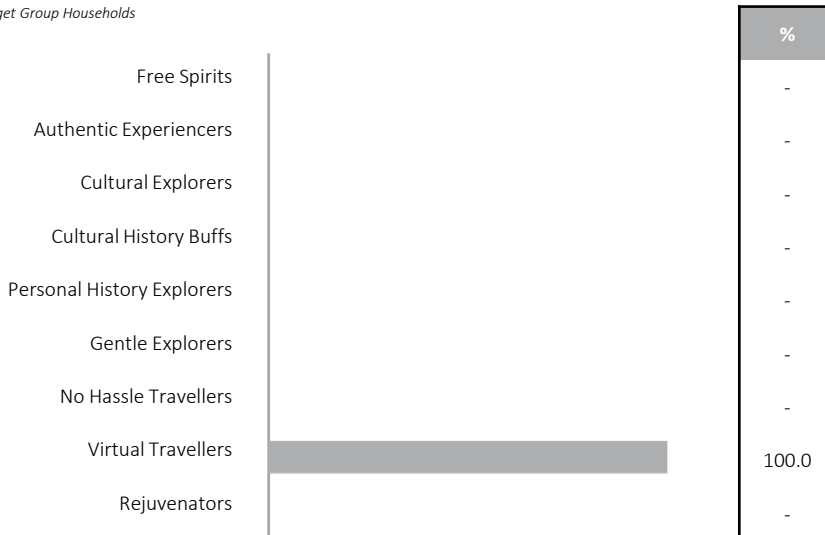
Target Group: 49,301 | 9.6%
Market: 512,401

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Calgary, AB (CY)	97.5	10.5	106	504,325	92.3
Chestermere, AB (CY)	2.3	17.4	175	7,081	1.3
Rocky View County, AB (MD)	0.2	0.6	6	14,248	2.6
Cochrane, AB (T)	0.0	0.2	2	11,357	2.1

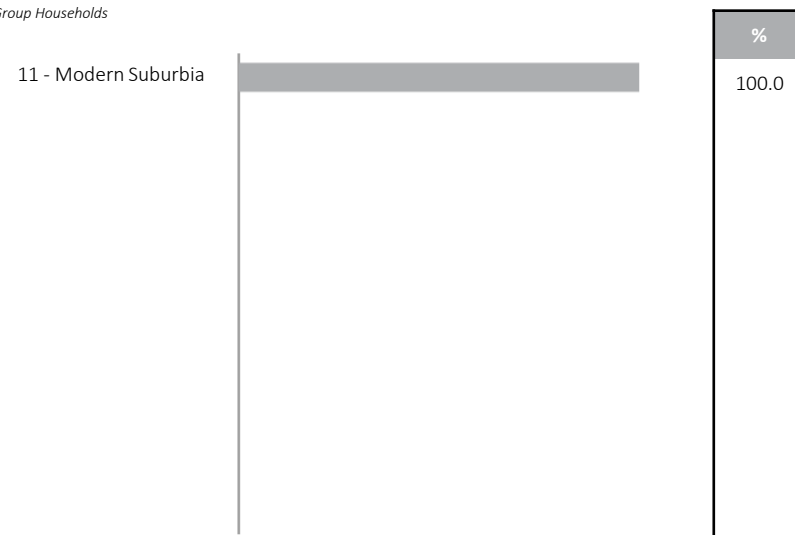
EQ Segments

% of Target Group Households



Top PRIZM Segments

% of Target Group Households



Demographic Profile



Total Population

Target Group: 149,575 | 10.7%
 Market: 1,398,763



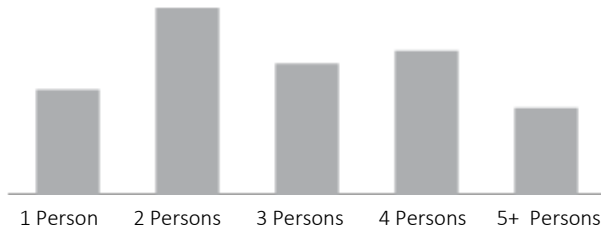
Total Households

Target Group: 49,301 | 9.6%
 Market: 512,401

Average Household Income

\$140,212
 (101)

Household Size*



Median Household Maintainer Age

41
 (85)

%	16.1	28.6	20.0	22.0	13.3
Index	66	88	120	135	127

Marital Status**



69.0%
 (117)

Married/Common-Law

Family Composition***



59.4%
 (120)

Couples With Kids at Home

Education**



38.8%
 (111)

University Degree

Visible Minority Presence*



52.9%
 (126)

Belong to a visible minority group

Non-Official Language*



2.3%
 (99)

No knowledge of English or French

Immigrant Population*



38.6%
 (118)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Status via Home	149	49	Fulfilment Through Work
Ostentatious Consumption	147	65	Ecological Concern
Confidence in Advertising	146	65	Attraction to Nature
Personal Optimism	138	67	Brand Apathy
Pursuit of Novelty	136	68	Utilitarian Consumerism

Key Social Values

Confidence in Advertising Index = 146	Attraction For Crowds Index = 135	Ecological Fatalism Index = 133
Consumption Evangelism Index = 128	Consumptivity Index = 124	National Pride Index = 121
Racial Fusion Index = 119	Pursuit of Originality Index = 118	Culture Sampling Index = 115
Traditional Family Index = 114	Legacy Index = 113	Multiculturalism Index = 113

































Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	81.4	100
Swimming	60.6	117
Home exercise & home workout	59.4	107
Camping	57.2	102
Gardening	57.1	98

Top 5 Activities Attended*	% Comp	Index
Other activities & attractions	61.4	120
Sporting events	54.3	120
Auditoriums, arenas & stadiums (any)	51.3	110
Movies at a theatre/drive-in	45.0	114
National or provincial park	42.6	106

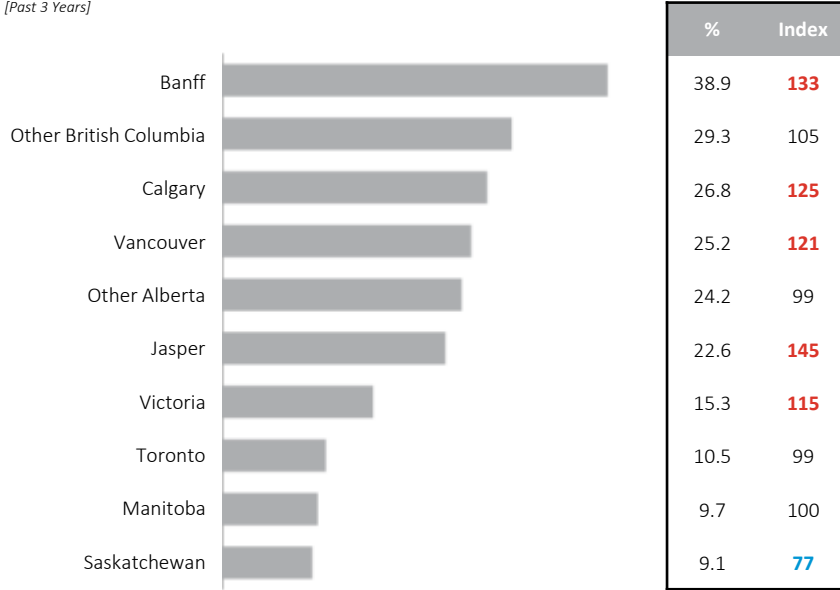
Key Tourism Activities**

Swimming  60.6% (117)	Camping  57.2% (102)	Sporting events  54.3% (120)	Cycling  51.5% (110)	Hiking & backpacking  46.0% (106)	National or provincial park  42.6% (106)	Parks & city gardens  41.0% (105)	Bars & restaurant bars  38.0% (96)
Ice skating  35.9% (118)	Zoos & aquariums  34.7% (111)	Theme parks, waterparks & water slides  31.6% (145)	Golfing  31.4% (103)	Photography  30.9% (100)	Canoeing & kayaking  28.1% (107)	Historical sites  27.5% (112)	Specialty movie theatres/IMAX  26.5% (103)
Pilates & yoga  23.2% (94)	Fishing & hunting  22.9% (94)	Cross country skiing & snowshoeing  22.4% (106)	Downhill skiing  21.8% (109)	Hockey  19.3% (130)	Video arcades & indoor amusement centres  18.9% (144)	Adventure sports  13.9% (107)	ATV & snowmobiling  13.3% (100)
Snowboarding  13.2% (139)	Power boating & jet skiing  12.0% (93)	Curling  11.7% (104)	Dinner theatres  11.4% (95)	Inline skating  10.5% (127)	Beer, food & wine festivals  9.8% (111)	Marathon or similar event  6.3% (120)	Music festivals  5.9% (70)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]



Vacation Booking**

Used [Past 3 Years]

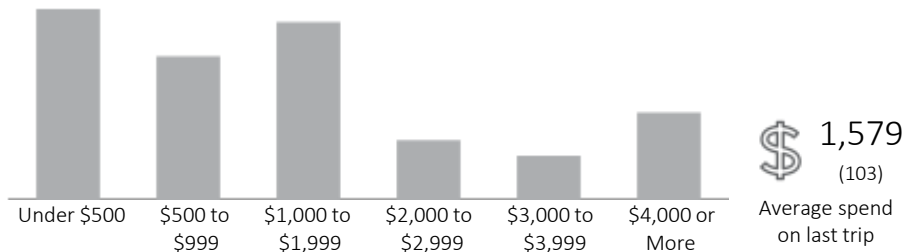


Booked With [Past Year]



Vacation Spending

Spent Last Vacation

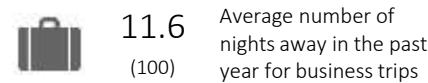


\$ 1,579
(103)
Average spend on last trip

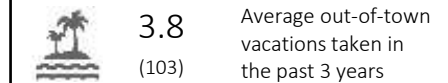
%	27.1	20.4	25.3	8.5	6.3	12.4
Index	90	102	121	75	101	109

Travel Type & Frequency

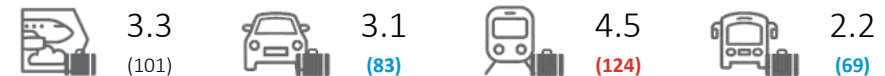
Business Trips



Personal Trips



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



Travel Profile

Accommodation Preferences*

Used [Past 3 Years]

 Hotel 65.1% (109)	 Friends/relatives 39.8% (111)	 All-inclusive resort 24.8% (114)	 Camping 28.4% (115)	 Motel 14.1% (79)	 Vacation rental by owner 22.6% (119)	 Cottage 9.2% (100)
 B&B 10.7% (102)	 Condo/apartment 14.3% (116)	 Cruise ship 3.4% (59)	 RV/camper 12.4% (101)	 Package tours 2.9% (97)	 Spa resort 3.7% (110)	 Boat 3.4% (97)

Airline Preferences**

Flown [Past Year]

 Air Canada 39.2% (111)	 West Jet 49.3% (104)	 Air Transat 5.7% (131)	 Porter Airlines 0.0% (97)	 Other Canadian 2.7% (127)
 United Airlines 5.4% (90)	 Delta Airlines 5.8% (92)	 American Airlines 1.3% (70)	 Other American 1.7% (139)	
 European Airlines 4.4% (93)	 Asian Airlines 1.9% (99)	 Other Charter 1.3% (55)	 Other 5.6% (135)	

Car Rental*

Rented From [Past Year]

 Enterprise 8.2% (124)	 Budget 8.7% (196)	 Avis 2.5% (90)	 National 3.2% (118)
 Hertz 2.0% (97)	 Discount 1.0% (142)	 U-Haul 0.6% (60)	 Other Rentals 1.4% (71)

Media

Overall Level of Use

Radio



11 hours/week
(93)

Television



1,087 minutes/week
(91)

Newspaper



0 hours/week
(53)

Magazine



4 minutes/day
(71)

Internet



278 minutes/day
(114)

Top Radio Programs*

Programs [Weekly]

	%	Index
Mainstream Top 40/CHR	34.0	141
Adult Contemporary	22.4	125
News/Talk	18.0	64
Classic Hits	15.5	94
Today's Country	15.2	108
Sports	12.3	202
Modern/Alternative Rock	11.0	137
AOR/Mainstream Rock	11.0	100
Hot Adult Contemporary	10.9	144
Multi/Variety/Specialty	6.7	56

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	54.1	104
Evening local news	32.1	89
Primetime serial dramas	31.2	104
Hockey (when in season)	29.4	98
Home renovation/decoration shows	29.1	117
Situation comedies	23.6	96
Sci-Fi/fantasy/comic book shows	23.5	133
Suspense/crime dramas	22.7	94
Cooking programs	20.9	104
News/current affairs	20.3	80

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	49.9	95
National News	45.6	93
International News & World	41.3	91
Movie & Entertainment	31.5	94
Health	27.9	97
Sports	26.6	92
Editorials	23.8	86
Food	22.2	82
Business & Financial	19.3	80
Travel	19.1	83

Top Magazine Publications*

Read [Past Month]

	%	Index
Other U.S. magazines	7.5	99
Other English-Canadian	7.1	106
People	5.0	114
National Geographic	4.9	120
CAA Magazine	3.9	72
Canadian House and Home	3.7	180
Sports Illustrated	2.8	186
Canadian Living	2.8	56
Maclean's	2.7	60
Hello! Canada	2.6	72

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	73.3	114
Send/receive email	72.5	106
Take pictures/video	63.2	118
Participate in an online social network	62.8	113
Use apps	60.9	115
Do banking/pay bills online	59.1	111
Use maps/directions service	58.8	117
Internet search - business, services, products	50.3	111
Watch a subscription-based video service	43.1	124
Watch free streaming music videos	40.5	123

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	72.4	116
Send/receive email	62.6	117
Take pictures/video	61.5	120
Use apps	59.0	118
Participate in an online social network	56.1	120
Use maps/directions service	55.2	125
Internet search - business, services, products	40.3	123
Do banking/pay bills online	34.4	112
Compare products/prices while shopping	26.1	133
Watch free streaming music videos	26.0	121

Media

Social Media Platforms

Usage [Currently Use]

	Facebook 76.4% (99)		YouTube 67.9% (95)		LinkedIn 57.0% (113)
	WhatsApp 52.8% (120)		Instagram 48.3% (117)		Twitter 36.7% (115)
	Pinterest 29.4% (99)		Snapchat 16.9% (114)		Podcasts 16.3% (82)
	Reddit 14.4% (115)		Health/Fitness 11.8% (118)		Blogs 10.7% (92)
	Dating App 5.4% (106)		Flickr 2.6% (69)		Tinder 2.6% (99)

Reasons to Follow Brands

	%	Index
To get coupons and discounts	37.5	111
To learn about a brand's products/services	34.9	107
To enter contests	32.5	108
To be among the first to hear brand news	18.5	131
To provide feedback to the brand	12.3	108
To engage with content	11.2	131
To make suggestions for new products/services	6.7	123
To share brand-related stories with consumers	5.7	103

Reasons to Unfollow Brands

	%	Index
Too many messages	36.5	101
Not enough value	21.0	103
Stopped purchasing products from brand	14.1	108
Other	3.4	100

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment" 65% Index = 92	"Use SM to keep up to date on general news/events" 44% Index = 111	"I am well informed about SM" 41% Index = 115
"Feel comfortable collaborating with others through SM" 35% Index = 119	"Use SM to keep up to date on news/events in my industry" 33% Index = 111	"I am open to receiving relevant marketing messages through social media channels" 26% Index = 112

Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	37.9	108
Follow brand on Instagram	22.1	140
Subscribe to brand email newsletter	20.2	102
Subscribe to brand channel on YouTube	15.2	104
Join an exclusive online community of consumers who also like the brand	11.3	114
Follow brand on Twitter	10.2	112

Product Preferences

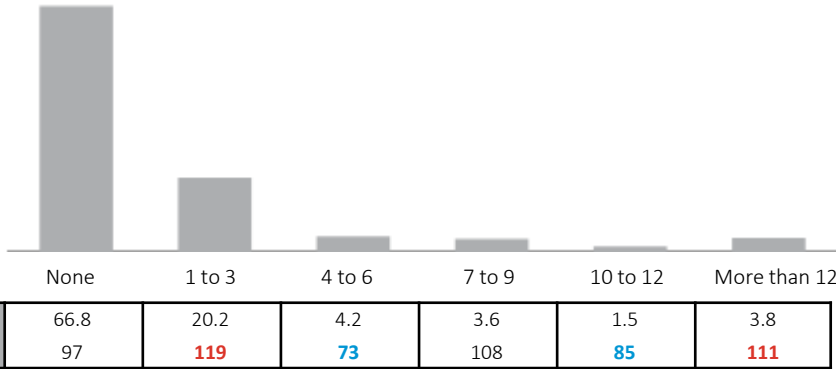
Variables with "Agree" Statements

"I have tried a product/service based on a personal recommendation" 76% Index = 105	"I would like to eat healthy foods more often" 75% Index = 101	"I generally achieve what I set out to do" 71% Index = 102	"I am very concerned about the nutritional content of food products I buy" 66% Index = 103	"I value companies who give back to the community" 63% Index = 104
"I like to cook" 62% Index = 111	"Family life and having children are most important to me" 62% Index = 102	"I offer recommendations of products/services to other people" 61% Index = 106	"I am interested in learning about different cultures" 60% Index = 106	"I like to try new places to eat" 54% Index = 97
"I consider myself to be informed on current events or issues" 53% Index = 94	"It's important to buy products from socially-responsible/environmentally-friendly companies" 48% Index = 101	"When I shop online I prefer to support Canadian retailers" 46% Index = 96	"I make an effort to buy local produce/products" 46% Index = 88	"I like to try new and different products" 45% Index = 95
"Free-trial/product samples can influence my purchase decisions" 43% Index = 104	"I am adventurous/"outdoorsy"" 43% Index = 108	"Vegetarianism is a healthy option" 34% Index = 123	"I prefer to shop online for convenience" 32% Index = 107	"Advertising is an important source of information to me" 31% Index = 114
"I consider myself to be sophisticated" 27% Index = 109	"I am willing to pay more for eco-friendly products" 26% Index = 104	"I lead a fairly busy social life" 26% Index = 106	"Staying connected via social media is very important to me" 25% Index = 87	"I enjoy being extravagant/indulgent" 23% Index = 118

Product Preferences

Beer Consumption

Drinks (Past Week)



Drinks

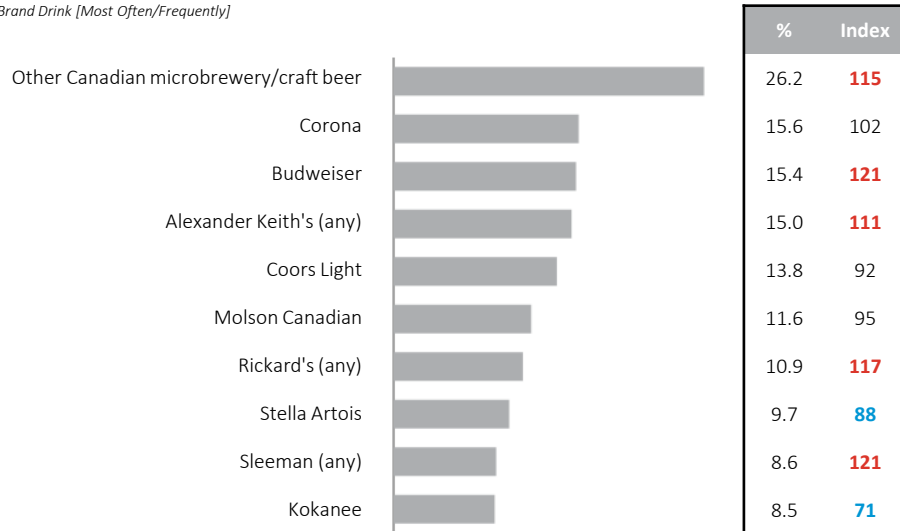
Drank [Past Month]	% Comp	Index
Canadian wine	12.5	92
Cider	10.5	149
Liqueurs (any)	7.0	100

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	12.9	101

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	26.2	115

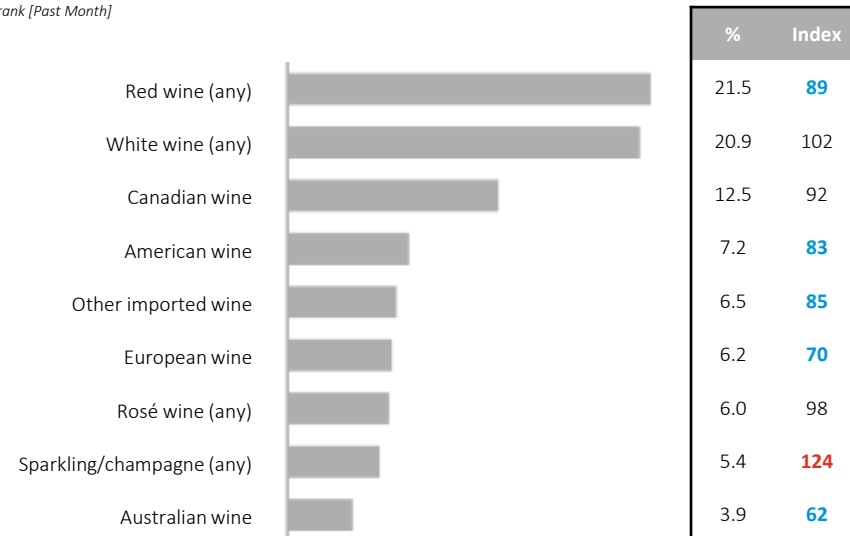
Top 10 Beers*

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	12.1	94	54.8	110	1.7	41
Asian restaurants	6.1	99	53.8	114	7.4	102
Submarine/sandwich restaurants	12.9	142	43.6	104	4.0	98
Breakfast style restaurant	8.5	191	33.0	107	14.7	122
Chicken restaurants	4.2	136	23.1	94	4.2	78
Ice cream/frozen yogurt restaurants	2.9	103	32.5	111	6.2	112
Specialty burger restaurants	5.1	117	37.0	122	11.1	140
Italian restaurants	3.2	161	21.5	89	9.0	113
Steakhouse	0.3	45	28.8	122	19.1	107
Other ethnic restaurants	5.7	178	18.2	101	8.0	104
Mexican/Burrito-style restaurants	2.3	93	30.9	128	9.0	119
Seafood/Fish and Chips restaurants	0.4	75	13.3	90	4.6	68

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	7.8	122	48.9	103	6.6	77
Food court outlets at a shopping mall	7.0	77	57.0	121	5.8	76
Pub restaurants	6.8	113	41.3	115	2.9	58
Formal dine-in restaurants	2.8	76	34.0	105	13.7	128
Fast casual restaurants	11.6	129	36.3	118	5.1	127
Sports bars	3.5	101	20.7	103	4.1	91
Other types	1.5	53	12.4	72	1.6	86

Purchased Organic Food

Done [Past Week]



Organic Fruits and Vegetables
23.5%
(97)



Organic Meat
9.6%
(133)



Other Organic Food
9.5%
(99)

Product Preferences

Demographics



Rent
13.5%
(47)



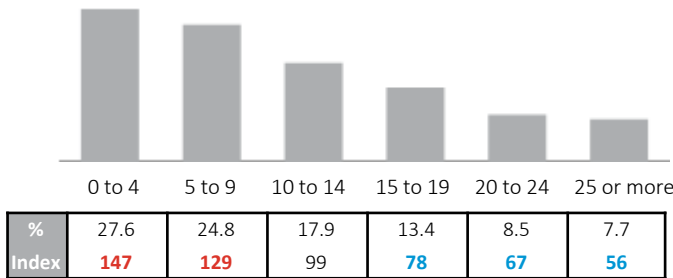
Own
86.5%
(121)



Households with
Children at Home

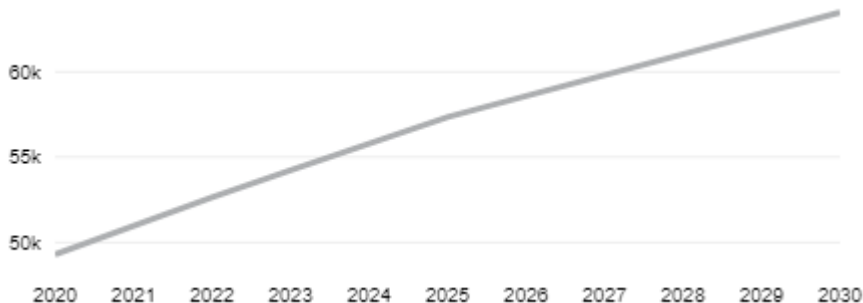
55.0%
(126)

Age of Children at Home



Demographic Trends

Household Projections

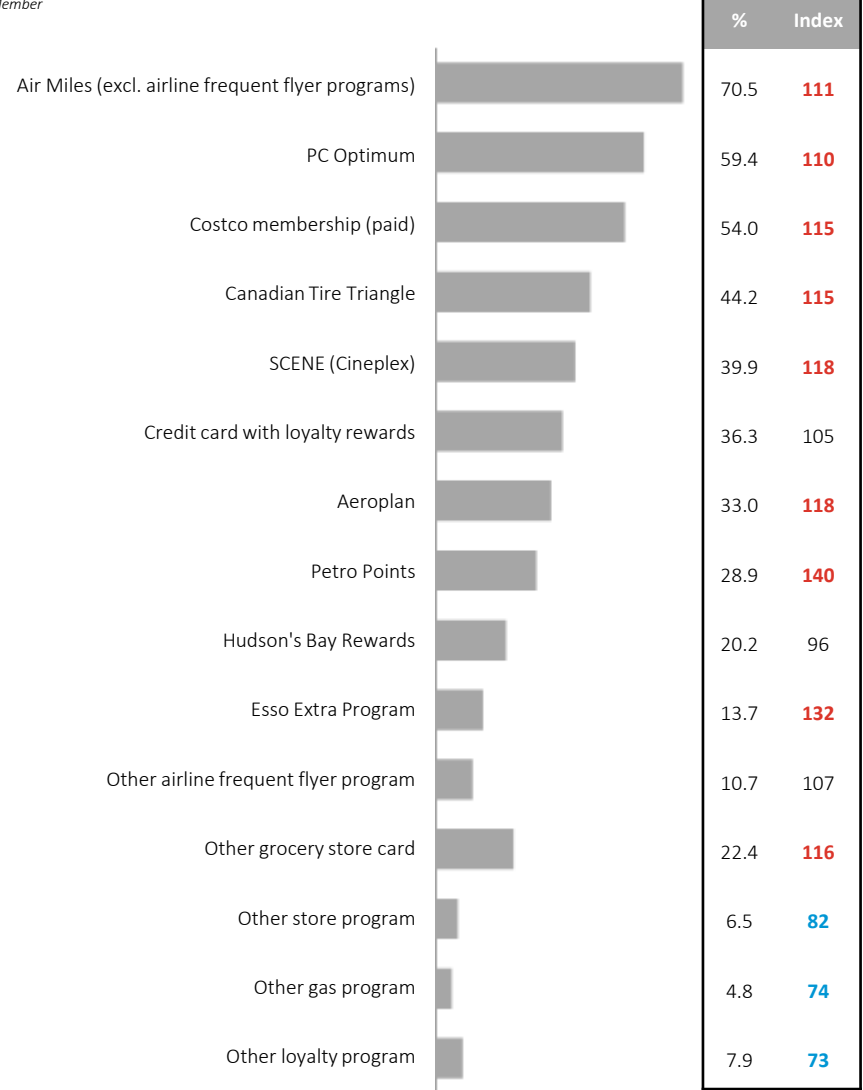


	2020	2023	2025	2030
Count	49,301	54,236	57,350	63,483
% Change	-	10.0	16.3	28.8
Index	-	174	172	156

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

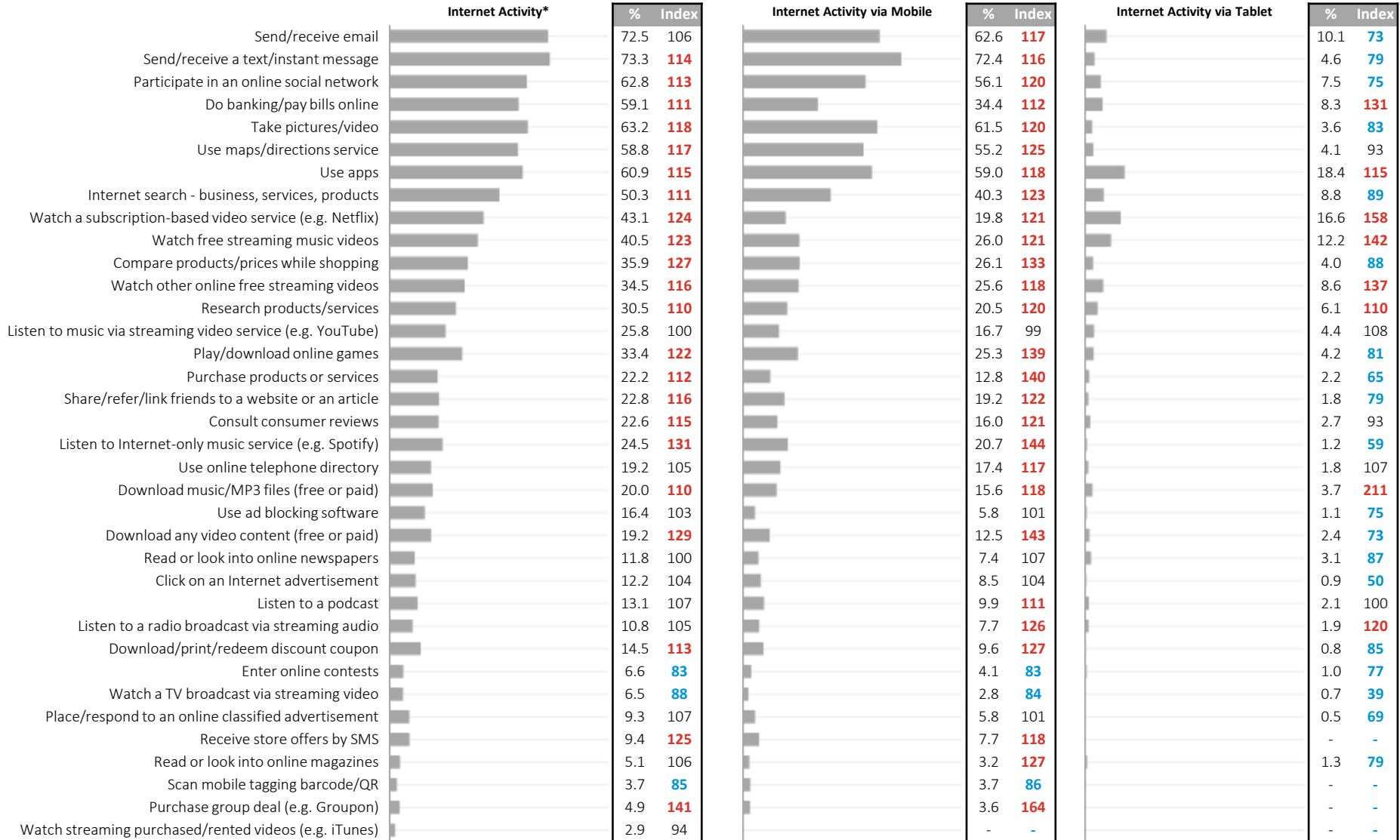
Loyalty Programs*

Member



Internet Activity

Activity [Past Week]



Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	35.5	98	25.4	104	7.1	103
Access food/recipes content	28.7	109	18.8	114	7.4	113
Access health-related content	12.6	97	8.6	111	1.6	53
Access professional sports content	14.2	102	11.4	110	2.0	70
Access restaurant guides/reviews	11.8	88	10.4	98	0.6	32
Access travel content	9.5	89	6.3	106	1.6	59
Access real estate listings/sites	8.1	84	5.1	100	1.3	67
Access a radio station's website	9.5	86	4.1	74	0.7	73
Access home decor-related content	8.4	108	6.7	152	1.0	63
Access a TV station's website	10.6	124	3.4	99	1.6	72
Access celebrity gossip content	8.2	115	5.9	120	1.0	77
Access fashion or beauty-related content	3.9	73	3.2	86	0.4	40
Access automotive news/content	3.6	75	1.9	85	0.7	73

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Coupons	36.6	105
Flyers delivered to the door or in the mail	36.0	93
General information from the Internet/websites	31.7	112
Apps/online flyers	31.3	107
Direct email offers	26.9	107
Flyers inserted into a community newspaper	20.1	93
Local store catalogues	18.8	92
Flyers inserted into a daily newspaper	12.1	66
Mail order	4.8	59
Yellow Pages (online)	1.2	42
Yellow Pages (print)	1.0	32

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	35.4	100
Digital billboards	28.0	105
On street furniture (e.g. bus benches)	26.9	112
On bus exteriors	22.9	100
Inside public washrooms	20.7	120
Inside shopping malls	16.4	80
On transit shelters	15.3	103
Inside movie theaters	10.5	107
Screens inside elevators	8.7	103
Inside commuter trains	7.4	127
Inside buses	7.2	80
Inside airports	4.9	89
On subway/metro platforms	3.8	109
Inside subway/metro cars	2.4	78
On taxis	1.6	46

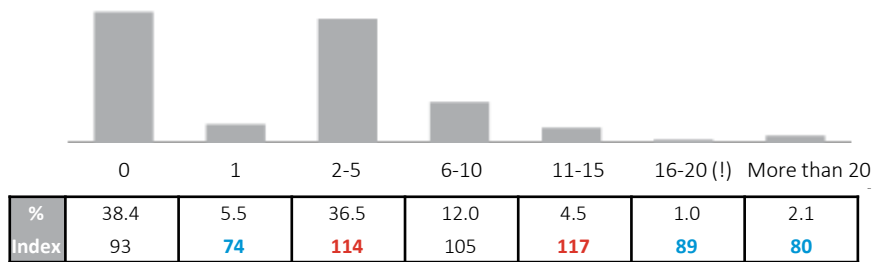
Social Media Usage

Social Media Overview

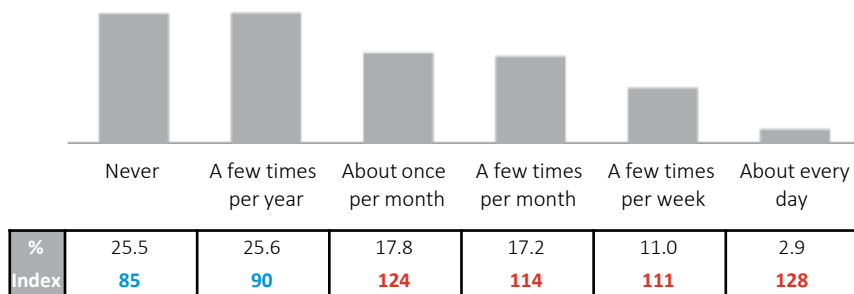
- 78% of Modern Suburbia from the Custom Calgary target area spent tend to access social media on their mobile phones during the morning hours, 71% during the afternoon hours
- 12% seek recommendations for Vacation/Travel Information via social media (Above Average)
- 80% believe that Social media companies should not be allowed to own or share their personal information

Brand Interaction

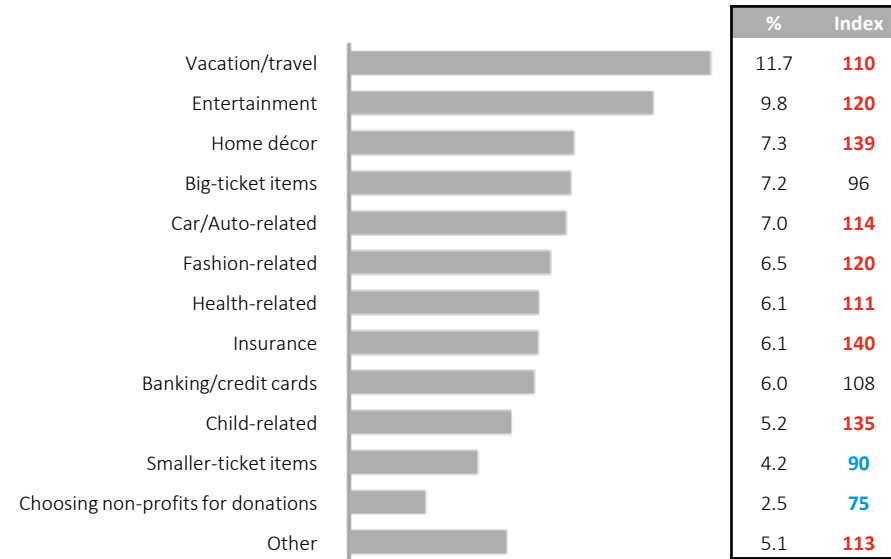
Number of Brands Interacted with via Social Media
[Past Year]



Rate or Review Products or Services
[Frequency of Participation]



Seek Recommendations via Social Media*



Top Social Media Attitudes**

Modern Suburbia from the Custom Calgary target area are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information"
 80% | Index = 94

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
 68% | Index = 94

"I tend to ignore marketing and advertisements when I'm in a social media environment"
 65% | Index = 92

"Use SM to stay connected with personal contacts"
 49% | Index = 110

Sources: AskingCanadians Social 2020
 Note: Base variables are default and vary based on database

Index: At least 10% above or below the average

Target Group

Source: Environics Analytics 2020

(!) Indicates small sample size

*Ranked by percent composition
 **Selected and ranked by highest percent composition
 Based on Household Population 18+

Social Media Usage

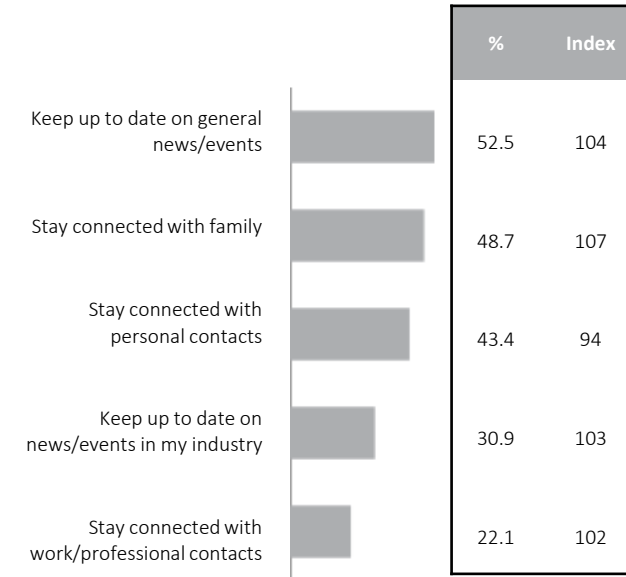
Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	55.4	109
Watch video online	49.3	103
Read status updates/tweets	46.9	111
Read article comments	46.3	104
Chat in online chats	41.3	107
Listen to radio or stream music online	36.8	100
Share links with friends and colleagues	32.2	105
Click links in news feeds	27.6	109
Read blogs	21.6	117
Play games with others online	15.9	97
Post photos online	14.4	103
Rate or review products online	13.8	114
Chat in online forums	13.7	114
Update your status on a social network	13.4	107
Comment on articles or blogs	12.7	113
Check in with locations	11.4	109
Share your GPS location	9.1	97
Post videos online	7.6	121
Publish blog, Tumblr, online journal	5.3	125

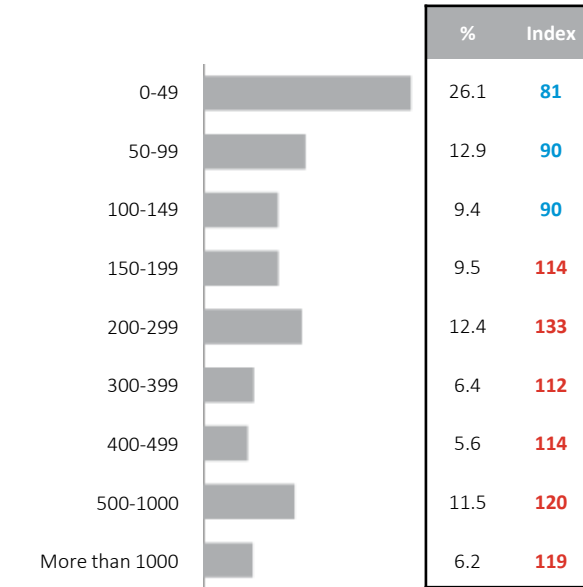
Social Media Uses*

A few times per week or more



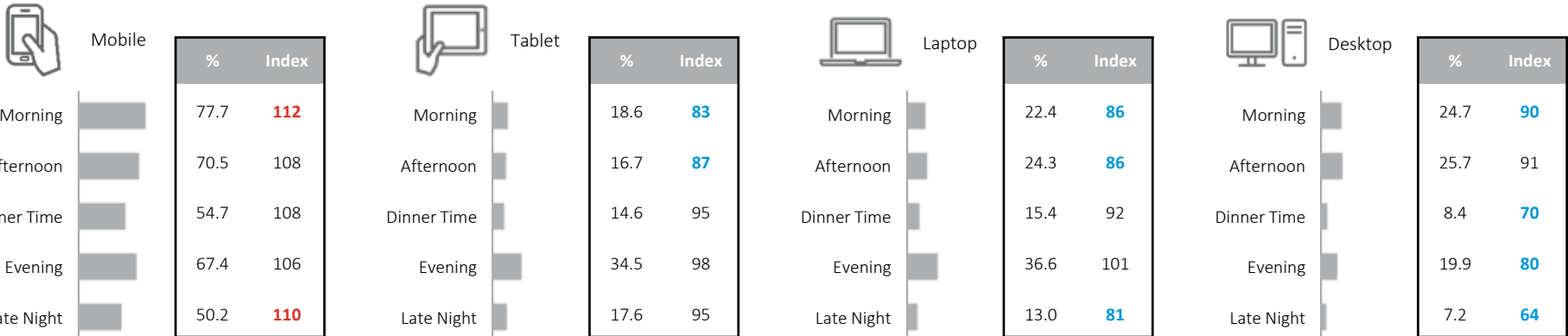
Number of Connections

Across all social media



Social Media Access

Typically use

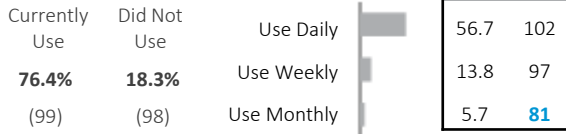


Social Media Usage

Facebook



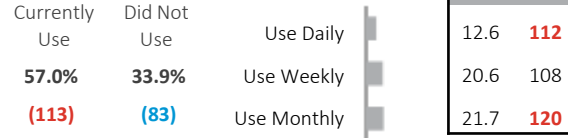
Frequency of Use
[Past Year]



LinkedIn



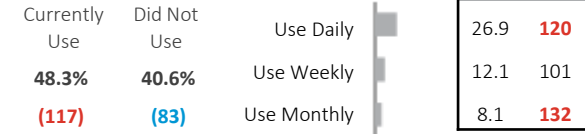
Frequency of Use
[Past Year]



Instagram



Frequency of Use
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	57.2	105
Comment/Like other users' posts	46.1	103
Watch videos	43.2	110
Use Messenger	38.7	103
Watch live videos	19.8	114
Click on an ad	15.2	119
Like or become a fan of a page	14.7	109
Post photos	13.1	101
Update my status	12.1	96
Post videos	8.2	124
Create a Facebook group or fan page	6.3	129
Give to a Facebook fundraiser (!)	4.0	138
Create a Facebook fundraiser (!)	3.4	143

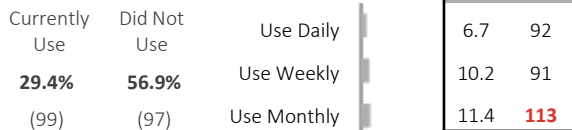
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	13.1	98
View a job posting	12.6	121
Search and review other profiles	9.1	120
Watch videos	8.0	111
Create a connection	6.0	111
Click on an ad (!)	4.1	117
Update your profile information	4.1	106
Comment on content	3.1	75
Post an article, video or picture (!)	3.1	101
Participate in LinkedIn forums (!)	2.8	104
Request a recommendation (!)	2.6	98
Join a LinkedIn group (!)	2.5	116

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	33.2	118
Like photos/videos	27.9	117
Watch live videos	15.9	120
Comment on photos/videos	15.1	110
Send direct messages	13.6	120
View a brand's page	11.8	127
Post photos/videos	10.4	124
Watch IGTV videos	8.4	125
Click on ads	7.0	116

Pinterest



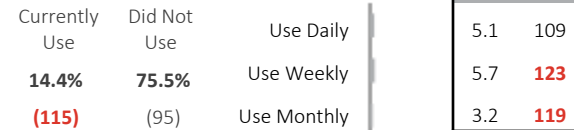
Frequency of Use
[Past Year]



Reddit



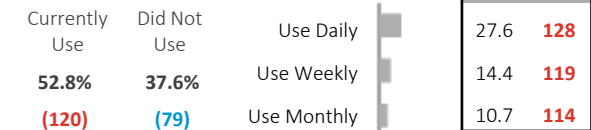
Frequency of Use
[Past Year]



WhatsApp



Frequency of Use
[Past Year]



Participate In* (at least a few times per month)	% Comp	Index
View content	10.6	111
Follow specific Subreddits	6.9	105
Vote on content	4.3	93
Post content	3.6	130

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	36.0	126
Send/receive images	34.1	131
Use group chats	27.0	134
Send/receive documents and files	18.2	143
Use voice calls	17.3	128

Social Media Usage

Twitter



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
36.7% (115)	53.6% (92)	Use Daily	16.3	110
		Use Weekly	11.0	122
		Use Monthly	8.5	121

YouTube



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
67.9% (95)	18.6% (115)	Use Daily	29.6	101
		Use Weekly	24.7	91
		Use Monthly	13.4	91

Snapchat



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
16.9% (114)	71.2% (93)	Use Daily	5.1	89
		Use Weekly	5.5	122
		Use Monthly	5.5	134

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	23.8	111
Watch videos	13.5	106
Tweet	9.2	115
Retweet	9.1	125
Respond to tweets	8.8	113
Follow users who follow you	7.3	117
Actively follow new users	7.1	131
Send or receive direct messages	7.0	95
Watch live videos	7.0	111
Share a link to a blog post or article of interest	6.3	92
Click on an ad	5.3	138

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	46.4	99
Like or dislike videos	16.4	115
Watch live videos	14.8	107
Share videos	8.9	102
Click on an ad	8.1	111
Leave comment or post response on video	7.9	119
Embed a video on a web page or blog	5.9	116
Create and post a video	4.2	123

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	8.6	111
Send photos/videos	6.3	105
Send direct text messages	5.8	94
Use filters or effects	5.6	132
Read Snapchat discover/News	5.0	120
Use group chat	4.1	128
View a brand's snaps	3.5	124
Use video chat	3.1	138
View ads	3.0	135

Audio Podcasts



Currently Use	Did Not Use
16.3% (82)	65.8% (104)

Frequency of Use
[Past Year]

	%	Index
Use Daily	5.6	99
Use Weekly	6.6	79
Use Monthly	4.1	75

Participate In* (at least a few times per week)	% Comp	Index
Listen to a news podcast	6.1	108
Listen to another genre of podcast	6.0	105
Listen to an educational podcast	4.6	89
Listen to a comedy podcast	4.5	104
Listen to a business podcast	4.4	103
Listen to a sports podcast	3.5	99
Listen to a technology focused podcast	3.1	98
Subscribe to a sports podcast**	3.1	106
Subscribe to another genre of podcast	2.7	95
Subscribe to an educational podcast	2.5	110
Subscribe to a comedy podcast (!)	2.2	116
Subscribe to a business podcast (!)	2.1	123
Subscribe to a news podcast	1.9	89
Subscribe to a technology podcast (!)	1.5	98

Other Social Media Platforms



Tinder

Currently Use	Did Not Use
2.6% (99)	92.2% (98)



Tik Tok

Currently Use	Did Not Use
3.9% (164)	92.0% (98)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	0.7	66
Use Weekly (!)	1.5	148