

Overview

- Of the 67 PRIZM Clusters identified in Canada, Country & Western rank 6th, making up **66,998** households, or **4.1%** of the total Households in Alberta (1,641,221).
- The Median Household Maintainer Age is **54**, **43%** of couples DO NOT have children living at home (Above Average).
- Below Average Household Income of **\$101,869** compared to Alberta at \$126,807.
- Top 3 Social Values:** Attraction to Nature, Emotional Control, Ecological Fatalism
- Top Tourism Activities:** Camping, Cycling, Swimming. Above Average interest Cycling, Fishing/Hunting, ATV/Snowmobiling, Historical Sites, Hockey
- Average** interest for travelling within Canada (Above Average for: Alberta, Saskatchewan, Manitoba), Country & Western from Alberta spent an average of **\$1,508** (Average) on their last vacation.
- 82%** currently use Facebook (Average), **28%** use Instagram (Below Average), **16%** use Twitter (Below Average) and **65%** use YouTube (Average).

Market Sizing



Total Population

Target Group: 203,195 | 4.6%
Market: 4,440,749



Total Households

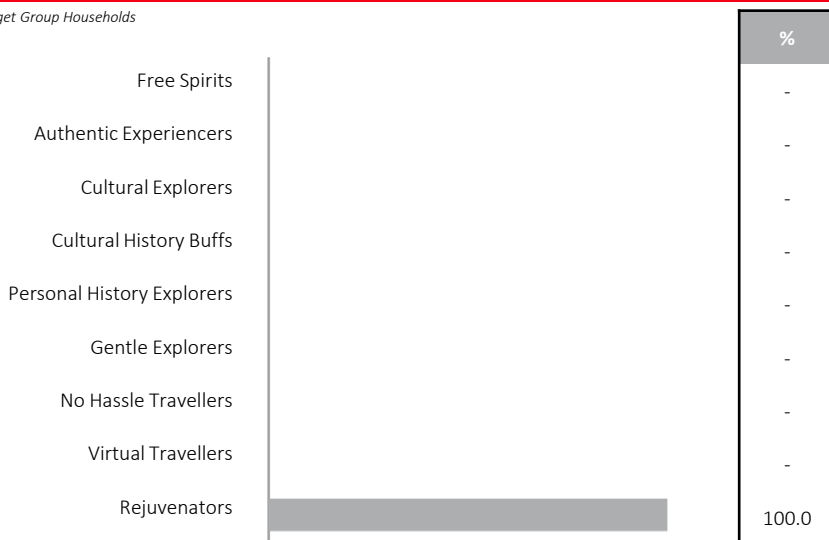
Target Group: 66,998 | 4.1%
Market: 1,641,221

Top Geographic Markets

| Census Subdivision | Target Group | | | Market | |
|--------------------------------------|--------------|-------------|--------------|----------|-------------|
| | % of Group | % of Market | Index | HH Count | % of Market |
| Grande Prairie County No. 1, AB (MD) | 4.4 | 37.8 | 925 | 7,877 | 0.5 |
| Yellowhead County, AB (MD) | 3.3 | 49.8 | 1,221 | 4,383 | 0.3 |
| Mackenzie County, AB (SM) | 2.9 | 67.8 | 1,662 | 2,909 | 0.2 |
| Crowsnest Pass, AB (SM) | 2.4 | 74.1 | 1,812 | 2,196 | 0.1 |
| Greenview No. 16, AB (MD) | 2.1 | 78.3 | 1,916 | 1,803 | 0.1 |
| Cypress County, AB (MD) | 2.0 | 46.3 | 1,134 | 2,921 | 0.2 |
| Big Lakes County, AB (MD) | 1.8 | 63.4 | 1,556 | 1,857 | 0.1 |
| Lethbridge County, AB (MD) | 1.6 | 36.7 | 901 | 2,940 | 0.2 |
| Pincher Creek, AB (T) | 1.5 | 78.5 | 1,925 | 1,315 | 0.1 |
| Willow Creek No. 26, AB (MD) | 1.5 | 62.1 | 1,530 | 1,600 | 0.1 |

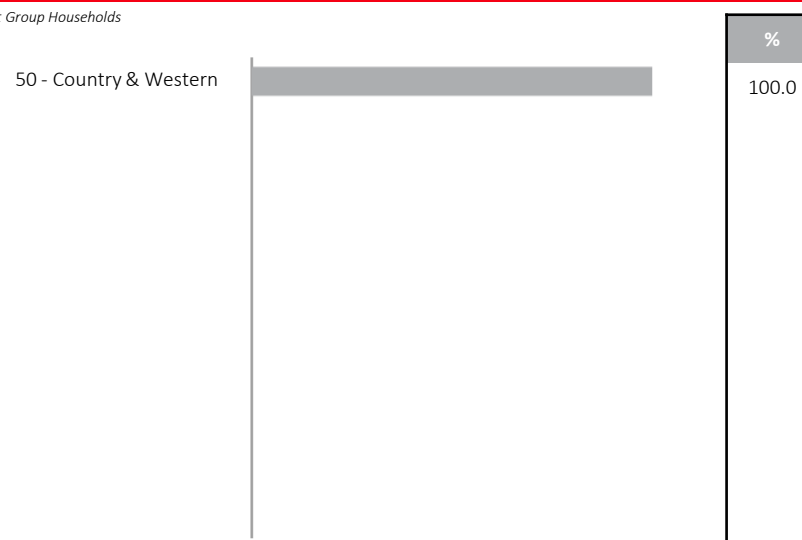
EQ Segments

% of Target Group Households

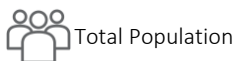


Top PRIZM Segments

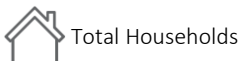
% of Target Group Households



Demographic Profile



Total Population
Target Group: 203,195 | 4.6%
Market: 4,440,749

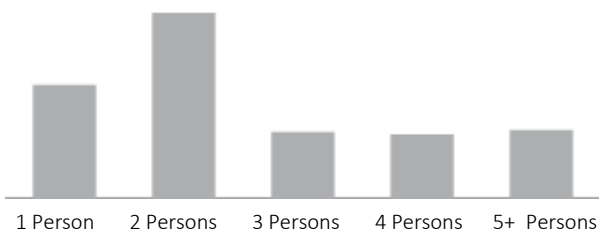


Total Households
Target Group: 66,998 | 4.1%
Market: 1,641,221

Average Household Income

\$101,869
(80)

Household Size*



Median Household Maintainer Age

54
(109)

| | 1 Person | 2 Persons | 3 Persons | 4 Persons | 5+ Persons |
|-------|----------|-----------|-----------|-----------|------------|
| % | 22.8 | 37.2 | 13.4 | 12.9 | 13.8 |
| Index | 95 | 109 | 83 | 84 | 133 |

Marital Status**

63.0%
(105)

Married/Common-Law

Family Composition***

43.4%
(111)

Couples Without Kids at Home

Education**

29.0%
(105)

High School Certificate Or Equivalent

Visible Minority Presence*

3.5%
(12)

Belong to a visible minority group

Non-Official Language*

0.8%
(57)

No knowledge of English or French

Immigrant Population*

8.0%
(36)

Born outside Canada

Psychographics**

Strong Values

Weak Values

| | | | |
|--------------------------------|-----|----|-----------------------------|
| Attraction to Nature | 137 | 60 | Need for Status Recognition |
| Emotional Control | 132 | 62 | Pursuit of Intensity |
| Skepticism Towards Advertising | 130 | 63 | Pursuit of Novelty |
| Utilitarian Consumerism | 127 | 64 | Active Government |
| Ecological Fatalism | 127 | 65 | Ostentatious Consumption |

Key Social Values

| | | |
|--------------------------------------|----------------------------------|------------------------------------|
| Attraction to Nature Index = 137 | Emotional Control Index = 132 | Ecological Fatalism Index = 127 |
| Community Involvement Index = 124 | Racial Fusion Index = 116 | Brand Apathy Index = 115 |
| Traditional Family Index = 112 | Social Intimacy Index = 107 | Multiculturalism Index = 106 |
| Search for Roots Index = 105 | Need for Escape Index = 104 | Work Ethic Index = 100 |

































Sports & Leisure

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

| Top 5 Activities Participated* | % Comp | Index |
|--------------------------------|--------|-------|
| Reading | 78.7 | 98 |
| Gardening | 59.3 | 103 |
| Camping | 58.8 | 101 |
| Cycling | 55.6 | 112 |
| Home exercise & home workout | 54.3 | 93 |

| Top 5 Activities Attended* | % Comp | Index |
|---|--------|-------|
| Parks & city gardens | 42.8 | 109 |
| National or provincial park | 42.8 | 101 |
| Other activities & attractions | 37.0 | 81 |
| Exhibitions, carnivals, fairs & markets | 37.0 | 110 |
| Bars & restaurant bars | 34.4 | 88 |

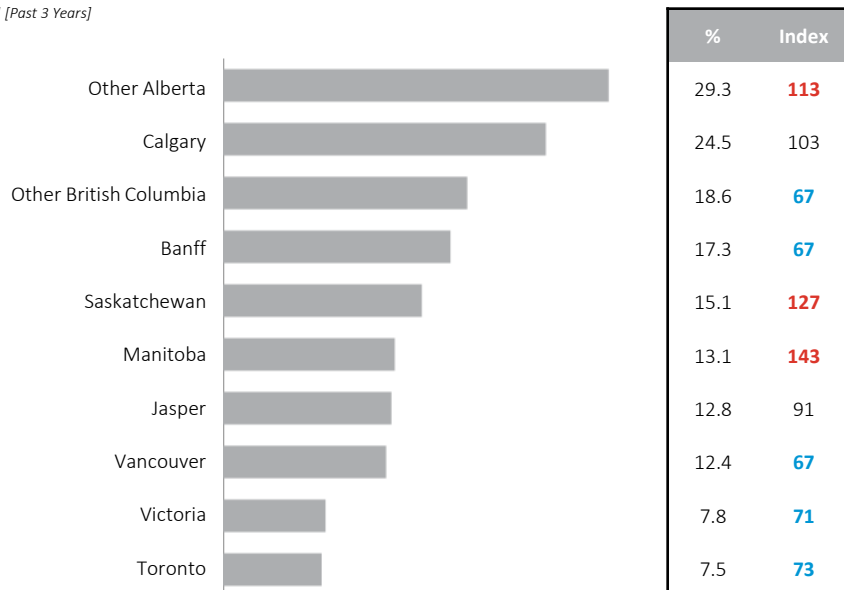
Key Tourism Activities**

| | | | | | | | |
|---|--|--|--|---|---|---|---|
| Camping  58.8% (101) | Cycling  55.6% (112) | Swimming  49.9% (92) | Parks & city gardens  42.8% (109) | National or provincial park  42.8% (101) | Fishing & hunting  35.2% (122) | Hiking & backpacking  34.5% (79) | Bars & restaurant bars  34.4% (88) |
| Golfing  33.1% (105) | Photography  30.8% (95) | Canoeing & kayaking  29.1% (94) | ATV & snowmobiling  28.5% (174) | Ice skating  28.3% (89) | Sporting events  27.4% (70) | Zoos & aquariums  26.6% (87) | Historical sites  23.4% (112) |
| Pilates & yoga  22.8% (106) | Downhill skiing  21.3% (107) | Theme parks, waterparks & water slides  18.5% (90) | Hockey  18.2% (111) | Specialty movie theatres/IMAX  17.9% (80) | Cross country skiing & snowshoeing  17.5% (97) | Power boating & jet skiing  12.8% (110) | Video arcades & indoor amusement centres  12.6% (97) |
| Adventure sports  12.3% (101) | Dinner theatres  10.6% (86) | Curling  9.9% (104) | Music festivals  7.8% (101) | Snowboarding  6.7% (92) | Marathon or similar event  6.3% (100) | Beer, food & wine festivals  5.1% (55) | Inline skating  4.9% (81) |

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]



Vacation Booking*

Used [Past 3 Years]

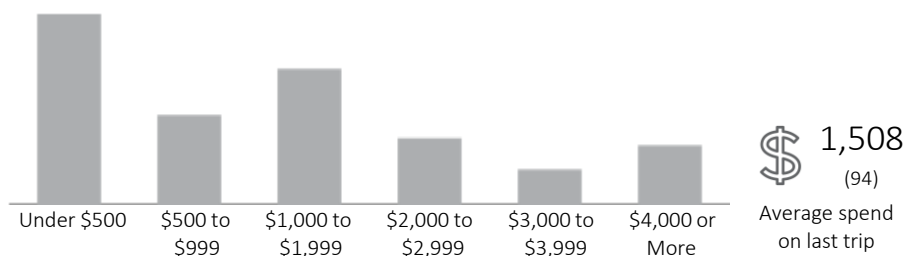


Booked With [Past Year]**



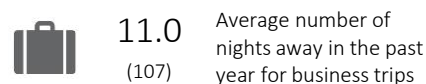
Vacation Spending

Spent Last Vacation

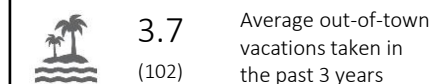


Travel Type & Frequency

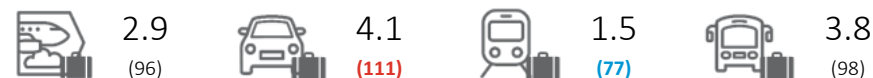
Business Trips



Personal Trips

















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



Travel Profile














Accommodation Preferences*

Used [Past 3 Years]

| | | | | | | |
|---|--|---|---|---|--|--|
|  Hotel 56.9% (97) |  Friends/relatives 31.1% (87) |  All-inclusive resort 14.2% (78) |  Camping 22.5% (90) |  Vacation rental by owner 16.3% (79) |  Motel 17.1% (103) |  Cottage 7.4% (101) |
|  B&B 8.9% (75) |  Condo/apartment 7.1% (76) |  RV/camper 19.1% (124) |  Cruise ship 9.0% (117) |  Package tours 6.2% (192) |  Spa resort 2.2% (80) |  Boat 1.7% (69) |









Airline Preferences**

Flown [Past Year]

| | | | | |
|--|---|---|---|---|
|  Air Canada 23.3% (76) |  West Jet 38.6% (91) |  Air Transat 2.1% (67) |  Porter Airlines 0.0% (13) |  Other Canadian 5.4% (145) |
|  Delta Airlines 4.3% (72) |  United Airlines 3.4% (75) |  American Airlines 0.6% (21) |  Other American 0.4% (23) | |
|  European Airlines 1.8% (56) |  Asian Airlines 0.4% (29) |  Other Charter 2.0% (64) |  Other 3.0% (76) | |

Car Rental*

Rented From [Past Year]

| | | | |
|--|--|---|---|
|  Enterprise 4.3% (75) |  Budget 2.4% (86) |  Avis 3.5% (139) |  U-Haul 1.2% (77) |
|  Hertz 0.0% (5) |  National (!) 0.3% (31) |  Discount (!) 0.4% (180) |  Other Rentals 1.6% (66) |

Media

Overall Level of Use

Radio



15 hours/week

(115)

Television



1,184 minutes/week

(96)

Newspaper



0 hours/week

(67)

Magazine



7 minutes/day

(94)

Internet



247 minutes/day

(93)

Top Radio Programs*

Programs [Weekly]

| | % | Index |
|-------------------------|------|------------|
| Classic Country | 22.9 | 304 |
| Today's Country | 21.6 | 120 |
| Classic Hits | 19.1 | 112 |
| News/Talk | 18.9 | 88 |
| AOR/Mainstream Rock | 10.9 | 106 |
| Multi/Variety/Specialty | 10.7 | 88 |
| Adult Contemporary | 9.8 | 61 |
| Hot Adult Contemporary | 8.1 | 78 |
| Mainstream Top 40/CHR | 5.2 | 34 |
| Classic Rock | 5.1 | 64 |

Top Television Programs*

Programs [Average Week]

| | % | Index |
|----------------------------------|------|------------|
| Movies | 45.5 | 92 |
| Evening local news | 35.6 | 97 |
| Hockey (when in season) | 26.8 | 91 |
| Primetime serial dramas | 26.3 | 97 |
| Home renovation/decoration shows | 26.0 | 110 |
| Suspense/crime dramas | 25.3 | 101 |
| Morning local news | 22.0 | 116 |
| Reality shows | 21.2 | 114 |
| Documentaries | 20.9 | 91 |
| News/current affairs | 20.0 | 85 |

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

| | % | Index |
|----------------------------|------|------------|
| Local & Regional News | 51.3 | 100 |
| National News | 43.7 | 94 |
| International News & World | 40.5 | 91 |
| Health | 33.7 | 120 |
| Editorials | 29.4 | 104 |
| Sports | 28.3 | 96 |
| Movie & Entertainment | 27.6 | 86 |
| Food | 25.3 | 94 |
| Business & Financial | 23.2 | 103 |
| Travel | 22.4 | 98 |

Top Magazine Publications*

Read [Past Month]

| | % | Index |
|------------------------|-----|------------|
| CAA Magazine | 6.6 | 103 |
| Maclean's | 4.3 | 94 |
| National Geographic | 4.3 | 95 |
| Other U.S. magazines | 4.2 | 70 |
| Canadian Living | 4.1 | 87 |
| Other English-Canadian | 4.1 | 69 |
| Hello! Canada | 3.4 | 122 |
| Cineplex Magazine | 3.3 | 83 |
| People | 3.0 | 81 |
| Good Housekeeping | 2.8 | 178 |

Top Internet Activities*

Activity [Past Week]

| | % | Index |
|--|------|-----------|
| Send/receive email | 65.1 | 94 |
| Send/receive a text/instant message | 64.0 | 98 |
| Participate in an online social network | 61.1 | 104 |
| Take pictures/video | 54.6 | 96 |
| Use maps/directions service | 48.5 | 95 |
| Do banking/pay bills online | 48.0 | 90 |
| Use apps | 46.2 | 86 |
| Internet search - business, services, products | 39.8 | 95 |
| Watch a subscription-based video service | 35.1 | 89 |
| Access a news site | 33.5 | 91 |

Top Mobile Activities*

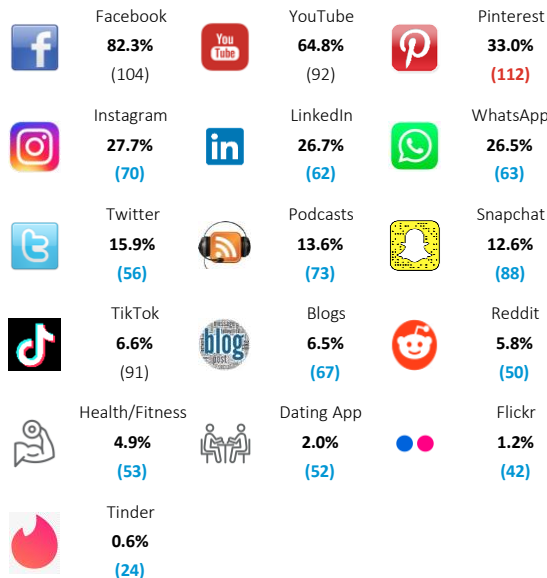
Activity [Past Week]

| | % | Index |
|--|------|-----------|
| Send/receive a text/instant message | 61.6 | 99 |
| Take pictures/video | 52.8 | 97 |
| Participate in an online social network | 51.2 | 103 |
| Send/receive email | 50.3 | 92 |
| Use apps | 44.2 | 87 |
| Use maps/directions service | 41.3 | 93 |
| Do banking/pay bills online | 30.5 | 92 |
| Internet search - business, services, products | 27.2 | 92 |
| Access a news site | 22.2 | 86 |
| Play/download online games | 21.4 | 95 |

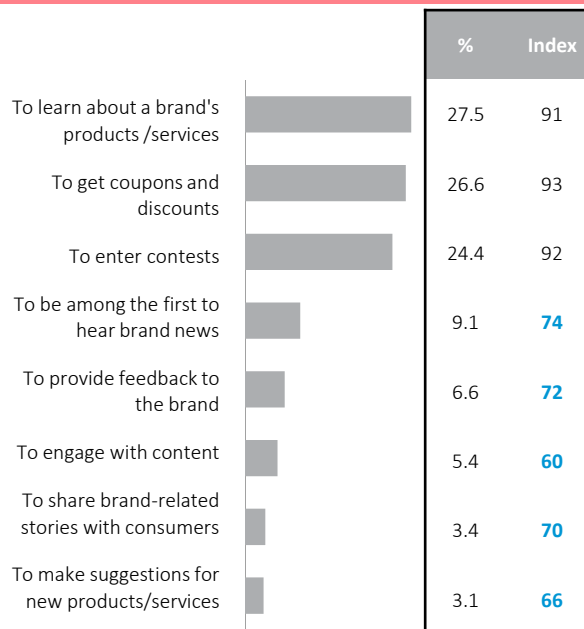
Media

Social Media Platforms

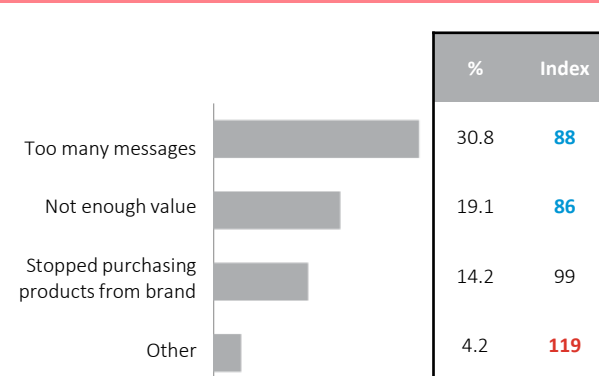
Usage [Currently Use]



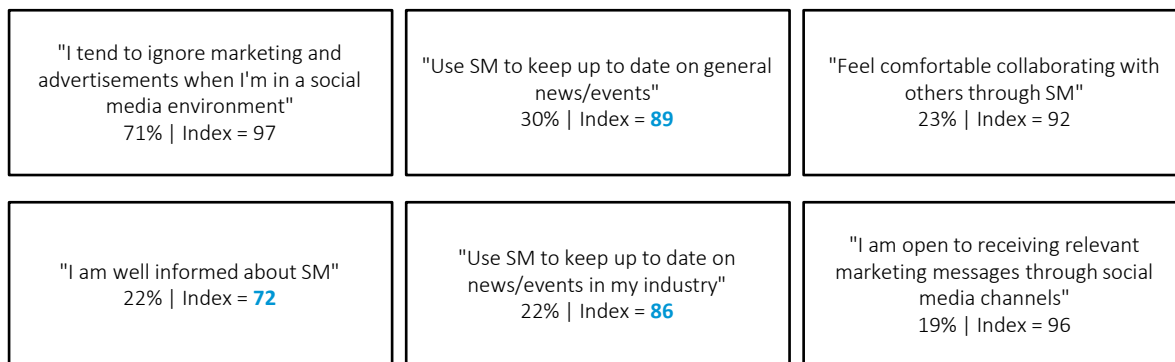
Reasons to Follow Brands



Reasons to Unfollow Brands

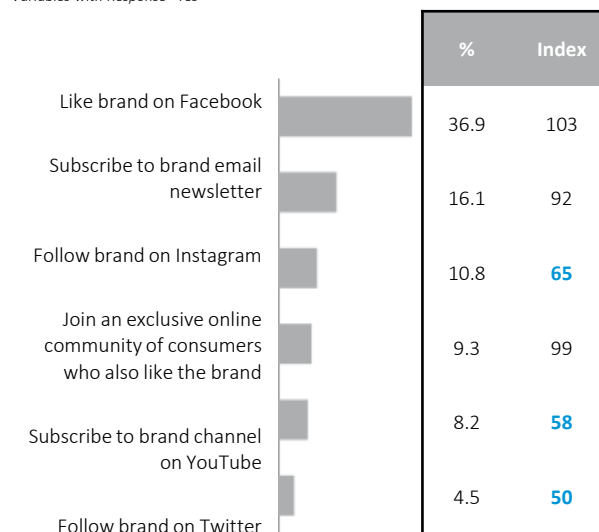


Social Media Attitudes



Actions Taken using Social Media

Variables with Response "Yes"



Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often"
77% | Index = 102

"I have tried a product/service based on a personal recommendation"
73% | Index = 103

"I generally achieve what I set out to do"
72% | Index = 106

"I value companies who give back to the community"
65% | Index = **110**

"Family life and having children are most important to me"
64% | Index = 107

"I make an effort to buy local produce/products"
63% | Index = **114**

"I like to cook"
60% | Index = 106

"I am very concerned about the nutritional content of food products I buy"
56% | Index = 91

"I consider myself to be informed on current events or issues"
56% | Index = 93

"I offer recommendations of products/services to other people"
55% | Index = 96

"I am interested in learning about different cultures"
53% | Index = 94

"I like to try new places to eat"
52% | Index = 91

"I like to try new and different products"
51% | Index = 103

"When I shop online I prefer to support Canadian retailers"
46% | Index = **90**

"It's important to buy products from socially-responsible/environmentally-friendly companies"
44% | Index = 93

"I am adventurous/"outdoorsy"
41% | Index = 103

"Free-trial/product samples can influence my purchase decisions"
32% | Index = **81**

"I prefer to shop online for convenience"
31% | Index = 100

"Staying connected via social media is very important to me"
29% | Index = 92

"Advertising is an important source of information to me"
29% | Index = 108

"I lead a fairly busy social life"
25% | Index = 104

"I am willing to pay more for eco-friendly products"
25% | Index = **87**

"I consider myself to be sophisticated"
21% | Index = 99

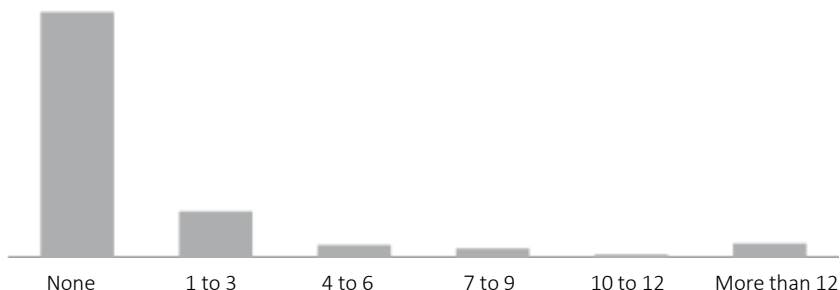
"Vegetarianism is a healthy option"
17% | Index = **75**

"I enjoy being extravagant/indulgent"
17% | Index = 91

Product Preferences

Beer Consumption

Drinks [Past Week]



| % | 73.9 | 14.0 | 3.9 | 2.9 | 1.1 | 4.3 |
|-------|------|------|-----|-----|-----|-----|
| Index | 104 | 99 | 61 | 91 | 122 | 101 |

Drinks

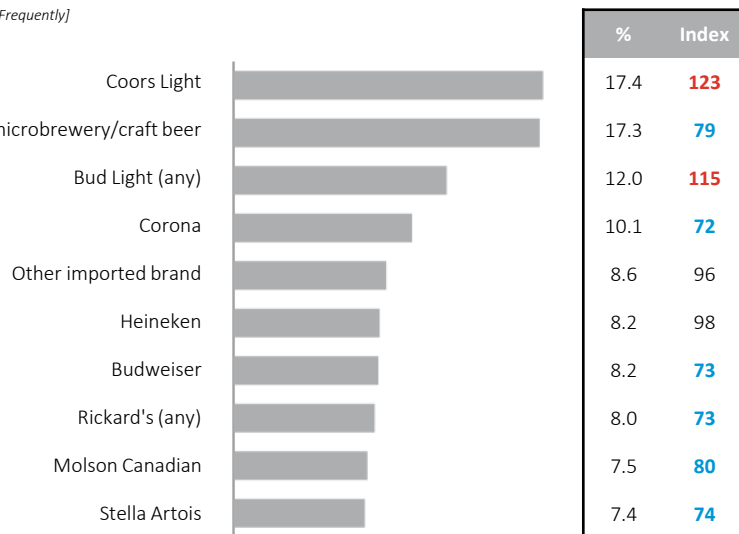
| Drank [Past Month] | % Comp | Index |
|--------------------|--------|-------|
| Liqueurs (any) | 11.7 | 108 |
| Cider | 6.5 | 86 |
| Canadian wine | 5.4 | 45 |

| Type Drank [Past Month] | % Comp | Index |
|-------------------------|--------|-------|
| Microbrewery/craft beer | 11.4 | 87 |

| Brand of Drink [Most Often/Frequent] | % Comp | Index |
|--|--------|-------|
| Other Canadian microbrewery/craft beer | 17.3 | 79 |

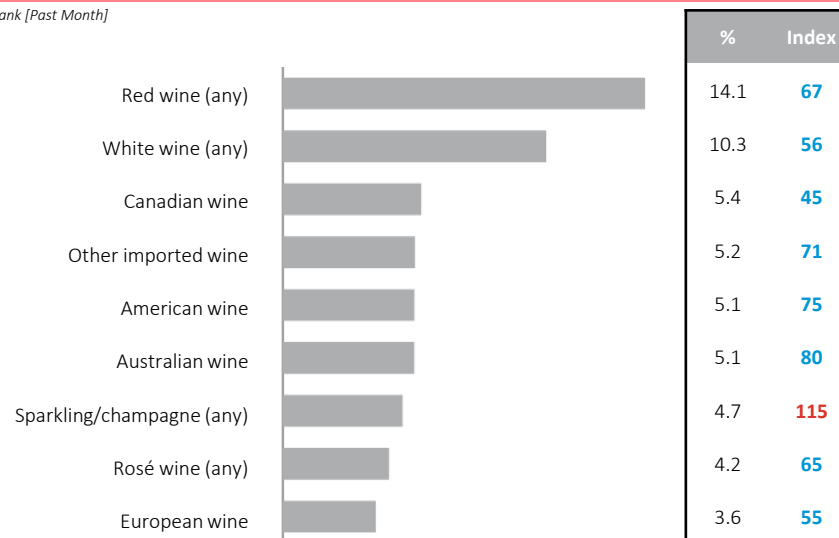
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]

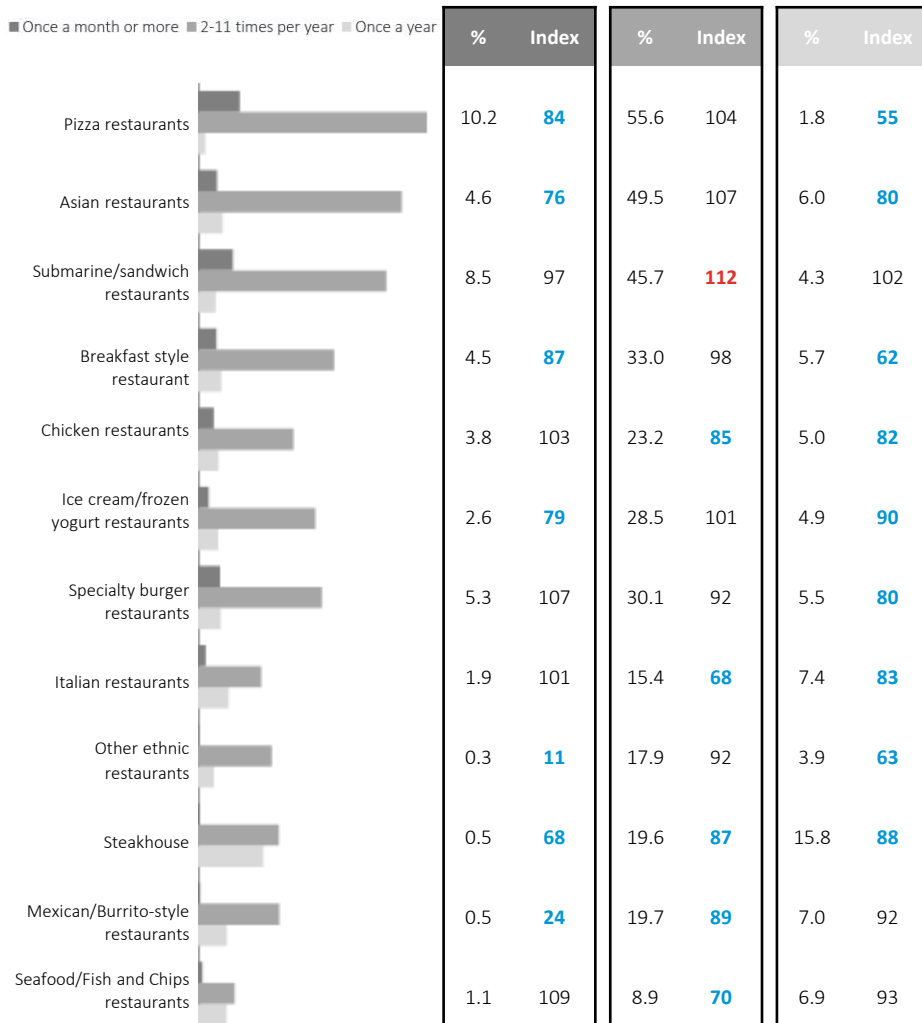


Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

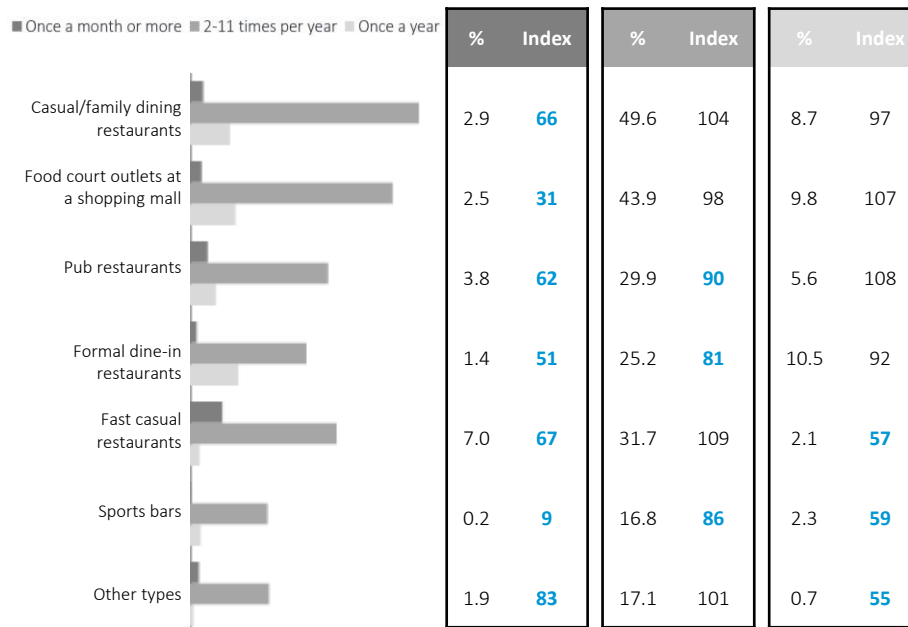
■ Once a month or more ■ 2-11 times per year ■ Once a year



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
20.2%
(92)



Other Organic Food
8.2%
(100)



Organic Meat
4.3%
(75)

Product Preferences

Demographics



Rent
18.9%
(69)

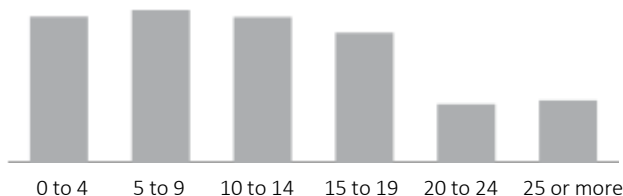


Own
77.5%
(108)



Households with
Children at Home
41.5%
(97)

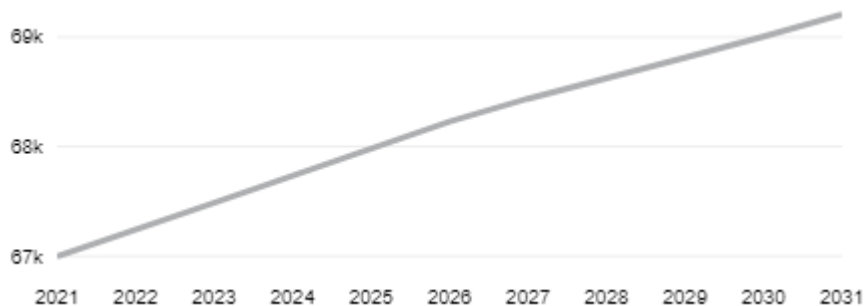
Age of Children at Home



| % | 21.0 | 22.0 | 20.9 | 18.7 | 8.4 | 9.0 |
|-------|------|------|------------|------|-----------|-----------|
| Index | 107 | 109 | 112 | 109 | 75 | 69 |

Demographic Trends

Household Projections



| Name | 2021 | 2024 | 2026 | 2031 |
|----------|--------|-----------|-----------|-----------|
| Count | 66,998 | 67,734 | 68,228 | 69,207 |
| % Change | - | 1.1 | 1.8 | 3.3 |
| Index | - | 25 | 25 | 23 |

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

Loyalty Programs*

Member

| Member | % | Index |
|---|------|------------|
| Air Miles (excl. airline frequent flyer programs) | 55.2 | 92 |
| Costco membership (paid) | 46.2 | 100 |
| PC Optimum | 45.5 | 87 |
| Canadian Tire Triangle | 41.5 | 100 |
| Credit card with loyalty rewards | 37.0 | 111 |
| Aeroplan | 24.7 | 94 |
| SCENE (Cineplex) | 23.1 | 72 |
| Petro Points | 14.3 | 77 |
| Hudson's Bay Rewards | 9.6 | 57 |
| Esso Extra Program | 6.9 | 74 |
| Other grocery store card | 12.2 | 67 |
| Other loyalty program | 10.2 | 87 |
| Other gas program | 9.1 | 124 |
| Other airline frequent flyer program | 8.8 | 88 |
| Other store program | 4.2 | 63 |

Internet Activity

Activity [Past Week]



Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

| | % | Index | % | Index | % | Index |
|--|------|-------|------|-------|-----|-------|
| Access a news site | 33.5 | 91 | 22.2 | 86 | 6.8 | 93 |
| Access food/recipes content | 24.3 | 81 | 16.7 | 84 | 6.5 | 87 |
| Access health-related content | 17.6 | 108 | 10.2 | 101 | 4.4 | 117 |
| Access professional sports content | 9.7 | 76 | 8.1 | 82 | 2.2 | 87 |
| Access restaurant guides/reviews | 8.8 | 75 | 7.7 | 85 | 2.6 | 140 |
| Access travel content | 7.2 | 77 | 3.2 | 60 | 1.5 | 74 |
| Access real estate listings/sites | 9.6 | 103 | 3.5 | 71 | 0.8 | 77 |
| Access a radio station's website | 9.4 | 99 | 4.3 | 95 | 0.6 | 39 |
| Access home decor-related content | 7.3 | 102 | 4.7 | 115 | 2.2 | 129 |
| Access celebrity gossip content | 6.8 | 91 | 4.8 | 93 | 0.7 | 72 |
| Access a TV station's website | 5.2 | 69 | 1.4 | 52 | 0.1 | 13 |
| Access fashion or beauty-related content | 4.6 | 78 | 3.5 | 71 | 0.7 | 90 |
| Access automotive news/content | 2.5 | 53 | 1.6 | 51 | 0.1 | 9 |

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

| | % | Index |
|--|------|-------|
| Flyers delivered to the door or in the mail | 43.3 | 105 |
| General information from the Internet/websites | 30.0 | 87 |
| Coupons | 28.9 | 86 |
| Flyers inserted into a community newspaper | 28.2 | 128 |
| Apps/online flyers | 26.9 | 87 |
| Local store catalogues | 26.4 | 118 |
| Direct email offers | 24.6 | 97 |
| Flyers inserted into a daily newspaper | 15.0 | 89 |
| Mail order | 8.5 | 113 |
| Yellow Pages (print) | 5.0 | 152 |
| Yellow Pages (online) | 2.7 | 112 |

Out of Home Advertising

Noticed Advertising [Past Week]

| | % | Index |
|--|------|-------|
| Billboards | 27.9 | 78 |
| Inside shopping malls | 18.5 | 97 |
| On bus exteriors | 17.9 | 77 |
| Digital billboards | 17.0 | 70 |
| Inside public washrooms | 16.9 | 105 |
| On street furniture (e.g. bus benches) | 15.3 | 68 |
| On transit shelters | 9.9 | 70 |
| Inside movie theaters | 9.0 | 101 |
| Inside buses | 5.0 | 58 |
| Inside airports | 4.1 | 80 |
| Inside commuter trains | 1.6 | 37 |
| Screens inside elevators | 1.5 | 35 |
| On subway/metro platforms | 0.9 | 26 |
| Inside subway/metro cars | 0.9 | 33 |
| On taxis | 0.5 | 18 |

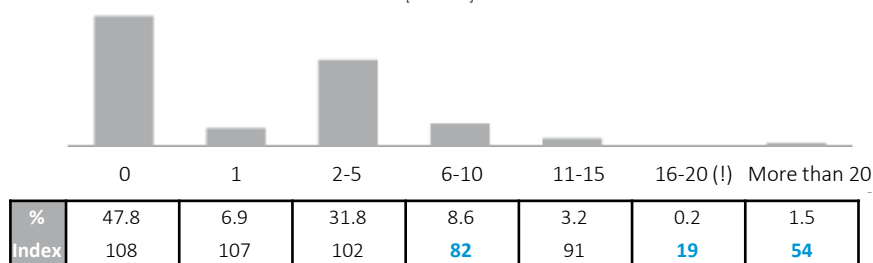
Social Media Usage

Social Media Overview

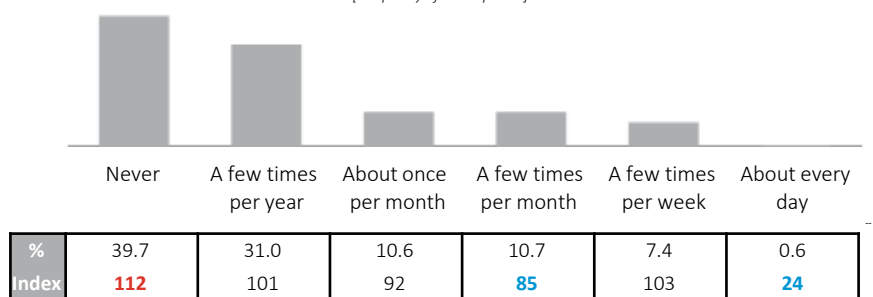
- **Internet and Social Media Usage: 40%** search for Businesses, Services and Products online (Average), **7%** access Travel Content Websites (Below Average).
- **58%** of Country & Western from Alberta tend to access social media on their mobile phones during the morning hours, **60%** during the afternoon hours.
- **5%** seek recommendations for Vacation/Travel Information via social media (Below Average).

Brand Interaction

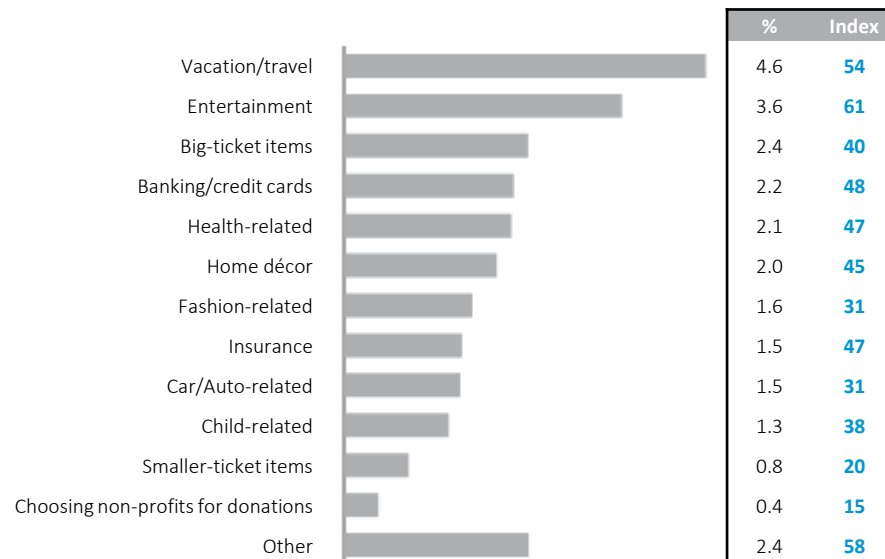
Number of Brands Interacted with via Social Media
[Past Year]



Rate or Review Products or Services
[Frequency of Participation]



Seek Recommendations via Social Media*



Top Social Media Attitudes**

73% tend to ignore marketing and advertising on Social Media

"Social media companies should not be allowed to own or share my personal information"
84% | Index = 101

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
73% | Index = 106

"I tend to ignore marketing and advertisements when I'm in a social media environment"
71% | Index = 97

"Use SM to stay connected with family"
43% | Index = 102

Social Media Usage

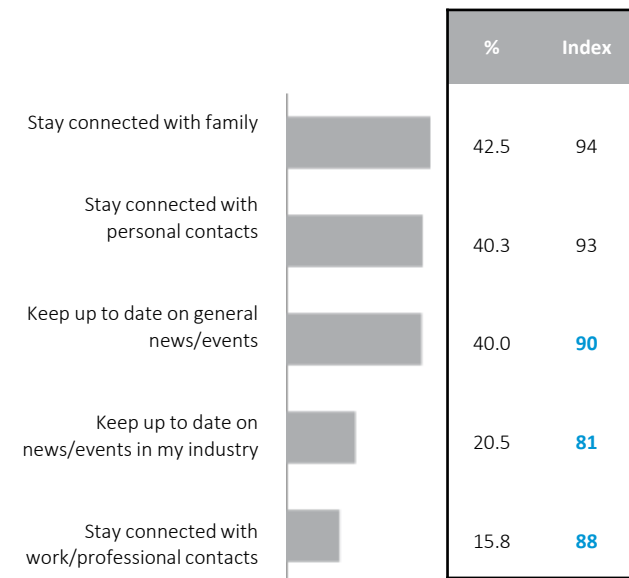
Frequency of Participation*

A few times per week or more

| Participate In | % Comp | Index |
|---|--------|-------|
| View friends' photos online | 44.7 | 99 |
| Watch video online | 40.6 | 89 |
| Read article comments | 36.6 | 96 |
| Read status updates/tweets | 34.6 | 91 |
| Chat in online chats | 33.5 | 85 |
| Listen to radio or stream music online | 27.5 | 81 |
| Share links with friends and colleagues | 24.6 | 94 |
| Play games with others online | 13.4 | 90 |
| Click links in news feeds | 13.4 | 68 |
| Post photos online | 11.0 | 89 |
| Read blogs | 9.1 | 66 |
| Chat in online forums | 8.3 | 80 |
| Rate or review products online | 8.0 | 83 |
| Comment on articles or blogs | 7.9 | 86 |
| Check in with locations | 6.3 | 74 |
| Update your status on a social network | 5.7 | 59 |
| Share your GPS location | 4.8 | 60 |
| Post videos online | 4.4 | 77 |
| Publish blog, Tumblr, online journal | 2.3 | 59 |

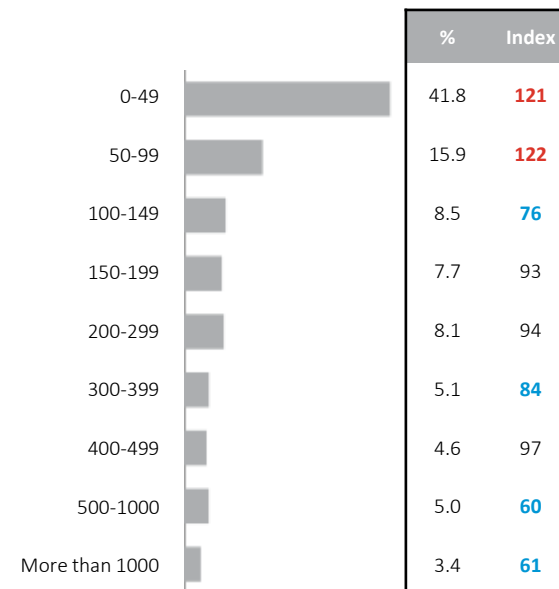
Social Media Uses*

A few times per week or more



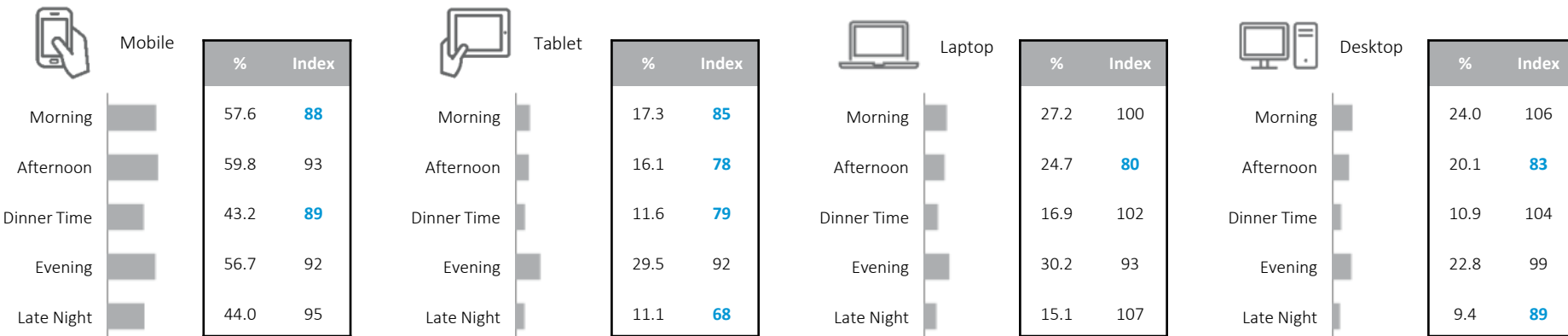
Number of Connections

Across all social media



Social Media Access

Typically use

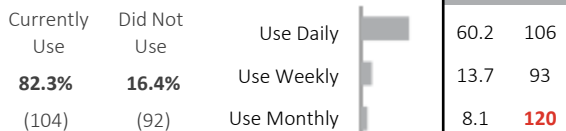


Social Media Usage

Facebook



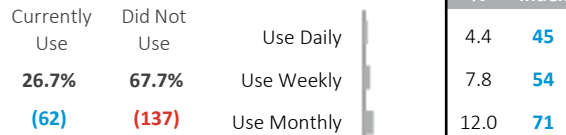
Frequency of Use
[Past Year]



LinkedIn



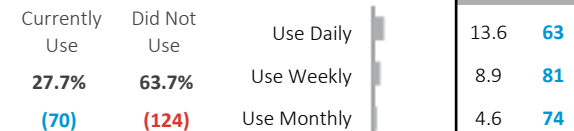
Frequency of Use
[Past Year]



Instagram



Frequency of Use
[Past Year]



| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|------------|
| Read my news feed | 54.7 | 100 |
| Comment/Like other users' posts | 50.6 | 112 |
| Use Messenger | 44.7 | 105 |
| Watch videos | 41.0 | 101 |
| Watch live videos | 17.5 | 96 |
| Click on an ad | 12.4 | 111 |
| Like or become a fan of a page | 11.0 | 90 |
| Post photos | 9.1 | 75 |
| Update my status | 7.9 | 68 |
| Post videos | 5.3 | 74 |
| Create a Facebook group or fan page | 1.8 | 34 |
| Give to a Facebook fundraiser (!) | 1.5 | 45 |
| Create a Facebook fundraiser (!) | 0.9 | 34 |

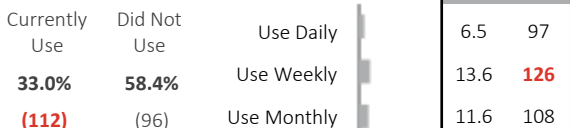
| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|-----------|
| Read your newsfeed | 6.0 | 53 |
| Watch videos | 4.2 | 60 |
| Search and review other profiles | 3.7 | 58 |
| View a job posting | 2.5 | 29 |
| Comment on content | 2.4 | 60 |
| Create a connection | 2.1 | 44 |
| Post an article, video or picture (!) | 1.7 | 56 |
| Click on an ad (!) | 1.5 | 45 |
| Update your profile information | 1.1 | 34 |
| Join a LinkedIn group (!) | 1.0 | 37 |
| Participate in LinkedIn forums (!) | 0.9 | 39 |
| Request a recommendation (!) | 0.9 | 32 |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|-----------|
| View photos/videos | 18.5 | 66 |
| Like photos/videos | 13.9 | 60 |
| Comment on photos/videos | 8.3 | 65 |
| Watch live videos | 6.8 | 62 |
| Send direct messages | 6.2 | 50 |
| View a brand's page | 2.8 | 33 |
| Post photos/videos | 2.7 | 33 |
| Watch IGTV videos | 2.0 | 30 |
| Click on ads | 1.6 | 33 |

Pinterest



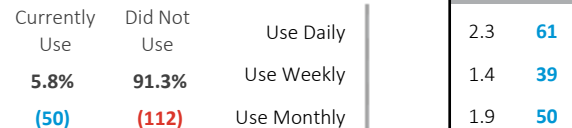
Frequency of Use
[Past Year]



Reddit



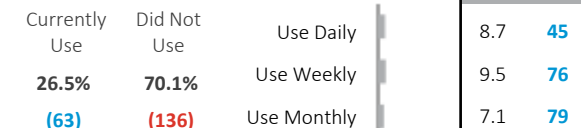
Frequency of Use
[Past Year]



WhatsApp



Frequency of Use
[Past Year]



| Participate In* (at least a few times per month) | % Comp | Index |
|--|--------|-----------|
| View content | 2.8 | 34 |
| Post content | 0.7 | 30 |
| Vote on content | 0.6 | 19 |
| Follow specific Subreddits | 0.5 | 13 |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|-----------|
| Send/receive messages | 15.1 | 56 |
| Send/receive images | 14.0 | 56 |
| Use group chats | 9.4 | 50 |
| Use voice calls | 6.4 | 51 |
| Send/receive documents and files | 4.2 | 38 |

Social Media Usage

Twitter



Frequency of Use
[Past Year]

Currently Use **15.9%** (56)
Did Not Use **78.4%** (124)
Use Daily
Use Weekly
Use Monthly

| % | Index |
|-----|-----------|
| 6.5 | 52 |
| 4.2 | 51 |
| 4.7 | 74 |

YouTube



Frequency of Use
[Past Year]

Currently Use **64.8%** (92)
Did Not Use **20.8%** (124)
Use Daily
Use Weekly
Use Monthly

| % | Index |
|------|------------|
| 22.4 | 76 |
| 20.6 | 79 |
| 20.0 | 140 |

Snapchat



Frequency of Use
[Past Year]

Currently Use **12.6%** (88)
Did Not Use **83.4%** (105)
Use Daily
Use Weekly
Use Monthly

| % | Index |
|-----|-----------|
| 6.7 | 94 |
| 4.2 | 103 |
| 1.3 | 47 |

| Participate In* (at least a few times per week) | % Comp | Index |
|--|--------|-----------|
| Read tweets | 10.2 | 56 |
| Watch videos | 4.6 | 42 |
| Retweet | 3.1 | 44 |
| Tweet | 3.1 | 45 |
| Respond to tweets | 2.9 | 46 |
| Watch live videos | 2.4 | 37 |
| Share a link to a blog post or article of interest | 2.1 | 35 |
| Send or receive direct messages | 1.9 | 32 |
| Follow users who follow you | 1.8 | 32 |
| Actively follow new users | 1.7 | 34 |
| Click on an ad | 1.1 | 35 |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|------------|
| Watch videos | 35.5 | 75 |
| Like or dislike videos | 14.2 | 87 |
| Watch live videos | 12.2 | 79 |
| Leave comment or post response on video | 8.6 | 121 |
| Click on an ad | 5.4 | 85 |
| Share videos | 4.7 | 53 |
| Embed a video on a web page or blog | 1.7 | 39 |
| Create and post a video | 1.3 | 32 |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|-----------|
| Receive photos/videos | 8.6 | 100 |
| Send photos/videos | 6.7 | 93 |
| Send direct text messages | 6.1 | 87 |
| Use filters or effects | 3.8 | 84 |
| Use group chat | 2.5 | 62 |
| Read Snapchat discover/News | 2.1 | 54 |
| View a brand's snaps | 0.9 | 37 |
| Use video chat | 0.7 | 29 |
| View ads | 0.4 | 19 |

Audio Podcasts



Currently Use **13.6%** (73)
Did Not Use **76.2%** (113)

Frequency of Use
[Past Year]

Use Daily
Use Weekly
Use Monthly

| % | Index |
|-----|-----------|
| 2.2 | 42 |
| 6.8 | 97 |
| 4.1 | 70 |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|-----------|
| Listen to another genre of podcast | 3.4 | 65 |
| Listen to a comedy podcast | 3.1 | 89 |
| Listen to a news podcast | 1.8 | 40 |
| Subscribe to a comedy podcast (!) | 1.5 | 84 |
| Listen to an educational podcast | 1.4 | 31 |
| Subscribe to another genre of podcast | 1.4 | 48 |
| Listen to a sports podcast | 1.1 | 38 |
| Subscribe to a sports podcast** | 0.8 | 34 |
| Listen to a business podcast | 0.7 | 22 |
| Listen to a technology focused podcast | 0.6 | 22 |
| Subscribe to a business podcast (!) | 0.5 | 34 |
| Subscribe to an educational podcast | 0.5 | 24 |
| Subscribe to a technology podcast (!) | 0.4 | 24 |
| Subscribe to a news podcast | 0.4 | 20 |

Other Social Media Platforms

Tinder



Currently Use **0.6%** (24)
Did Not Use **97.7%** (103)

Tik Tok



Currently Use **6.6%** (91)
Did Not Use **89.7%** (103)

Frequency of Use -Tinder
[Past Year]

Use Daily (!)
Use Weekly (!)

| % | Index |
|-----|-----------|
| 0.3 | 33 |
| 0.0 | 5 |