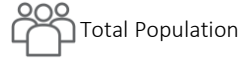


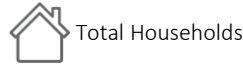
**Overview**

- Of the 67 PRIZM Clusters identified in Canada, Middle-Class Mosaic rank **4<sup>th</sup>**, making up **81,299** households, or **5%** of the total Households in Alberta (1,641,221).
- The Median Household Maintainer Age is **52**, **47%** of couples have children living at home (Average).
- Below Average Household Income of **\$97,258** compared to Alberta at \$126,807.
- Top 3 Social Values:** Need for Escape, Social Intimacy, Legacy
- Top Tourism Activities:** Camping, Swimming, Hiking/Backpacking, Cycling, Attending Sporting Events
- Average** interest for travelling within Canada, Middle-Class Mosaic from Alberta spent an average of **\$1,592** (Average) on their last vacation.
- 79%** currently use Facebook (Average), **44%** use Instagram (Above Average), **30%** use Twitter (Average) and **73%** use YouTube (Average).

**Market Sizing**



Total Population  
Target Group: 240,000 | 5.4%  
Market: 4,440,749



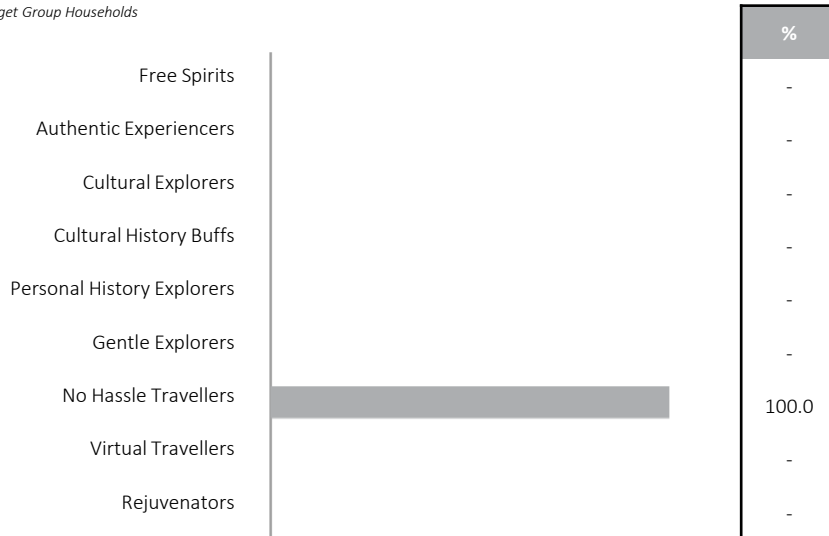
Total Households  
Target Group: 81,299 | 5.0%  
Market: 1,641,221

**Top Geographic Markets**

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Calgary, AB (CY)	54.6	8.8	<b>177</b>	504,796	30.8
Edmonton, AB (CY)	44.2	9.1	<b>184</b>	393,824	24.0
Wood Buffalo, AB (SM)	0.4	1.2	<b>23</b>	27,102	1.7
Brooks, AB (CY)	0.3	4.1	<b>82</b>	5,318	0.3
St. Albert, AB (CY)	0.1	0.5	<b>9</b>	25,901	1.6
Strathcona County, AB (SM)	0.1	0.2	<b>3</b>	38,465	2.3
Rocky View County, AB (MD)	0.1	0.4	<b>9</b>	14,250	0.9
Chestermere, AB (CY)	0.1	0.7	<b>14</b>	7,133	0.4
Red Deer, AB (CY)	0.0	0.1	<b>2</b>	43,182	2.6
Lethbridge, AB (CY)	0.0	0.1	<b>2</b>	41,224	2.5

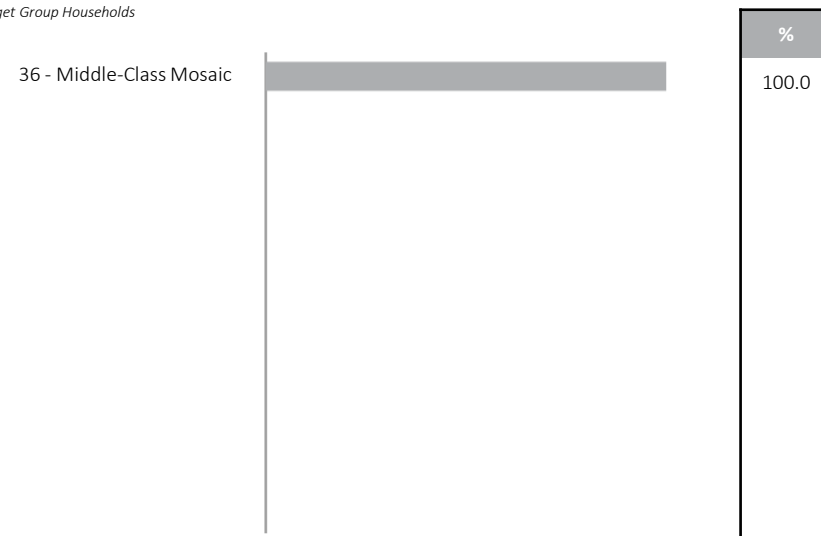
**EQ Segments**

% of Target Group Households

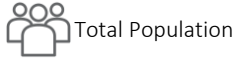


**Top PRIZM Segments**

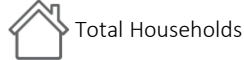
% of Target Group Households



**Demographic Profile**



**Total Population**  
Target Group: 240,000 | 5.4%  
Market: 4,440,749

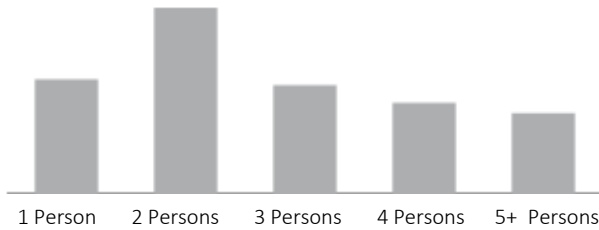


**Total Households**  
Target Group: 81,299 | 5.0%  
Market: 1,641,221

**Average Household Income**

\$97,258  
(77)

**Household Size\***



**Median Household Maintainer Age**

52  
(105)

	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
%	19.7	32.0	18.7	15.7	13.9
Index	82	94	116	102	134

**Marital Status\*\***

55.2%  
(92)

Married/Common-Law

**Family Composition\*\*\***

46.7%  
(100)

Couples With Kids at Home

**Education\*\***

31.4%  
(113)

High School Certificate Or Equivalent

**Visible Minority Presence\***

49.7%  
(175)

Belong to a visible minority group

**Non-Official Language\***

3.1%  
(212)

No knowledge of English or French

**Immigrant Population\***

35.0%  
(157)

Born outside Canada

**Psychographics\*\***

**Strong Values**

**Weak Values**

Technology Anxiety	131	66	Sexual Permissiveness
Introspection & Empathy	125	73	Attraction to Nature
Fear of Violence	121	75	Brand Genuineness
Personal Creativity	120	76	Fulfilment Through Work
Need for Escape	118	81	Flexible Families

**Key Social Values**

Need for Escape Index = 118	Social Intimacy Index = 117	Legacy Index = 116
Social Learning Index = 115	Work Ethic Index = 115	National Pride Index = 113
Multiculturalism Index = 112	Traditional Family Index = 112	Ecological Fatalism Index = 108
Confidence in Advertising Index = 108	Racial Fusion Index = 105	Primacy of the Family Index = 105

































**Sports & Leisure**

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

Top 5 Activities Participated*	% Comp	Index
Reading	79.3	98
Home exercise & home workout	58.6	101
Camping	58.0	100
Swimming	53.6	99
Gardening	52.7	91

Top 5 Activities Attended*	% Comp	Index
Auditoriums, arenas & stadiums (any)	47.9	106
Other activities & attractions	44.4	97
Movies at a theatre/drive-in	43.2	104
Sporting events	40.1	103
Bars & restaurant bars	40.0	102

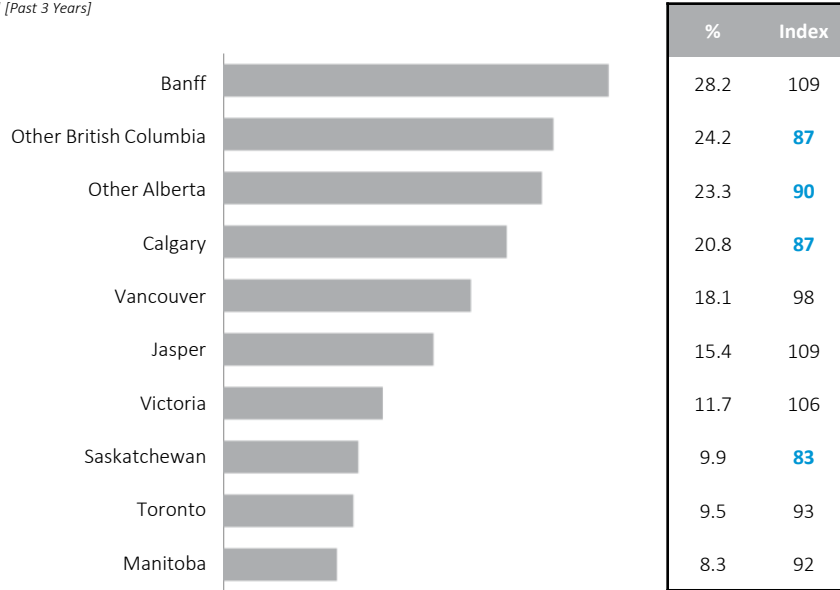
**Key Tourism Activities\*\***

Camping  58.0% (100)	Swimming  53.6% (99)	Hiking & backpacking  44.3% (102)	Cycling  43.4% <b>(88)</b>	Sporting events  40.1% (103)	Bars & restaurant bars  40.0% (102)	Parks & city gardens  37.2% (94)	National or provincial park  36.0% <b>(85)</b>
Photography  33.6% (103)	Canoeing & kayaking  30.5% (99)	Ice skating  29.8% (94)	Golfing  28.9% (92)	Zoos & aquariums  26.5% <b>(87)</b>	Fishing & hunting  26.1% <b>(90)</b>	Specialty movie theatres/IMAX  19.8% <b>(88)</b>	Pilates & yoga  19.5% (91)
Theme parks, waterparks & water slides  19.4% (95)	Historical sites  16.7% <b>(80)</b>	Downhill skiing  15.6% <b>(79)</b>	Cross country skiing & snowshoeing  14.5% <b>(80)</b>	Hockey  13.4% <b>(81)</b>	ATV & snowmobiling  12.5% <b>(76)</b>	Dinner theatres  12.4% (100)	Video arcades & indoor amusement centres  11.9% (91)
Beer, food & wine festivals  10.1% (109)	Power boating & jet skiing  9.0% <b>(77)</b>	Curling  8.3% <b>(87)</b>	Adventure sports  7.1% <b>(58)</b>	Inline skating  6.2% (102)	Music festivals  6.0% <b>(78)</b>	Snowboarding  5.9% <b>(82)</b>	Marathon or similar event  5.1% <b>(81)</b>

**Travel Profile**

**Top Canadian Destinations\***

Visited [Past 3 Years]



**Vacation Booking\***

Used [Past 3 Years]

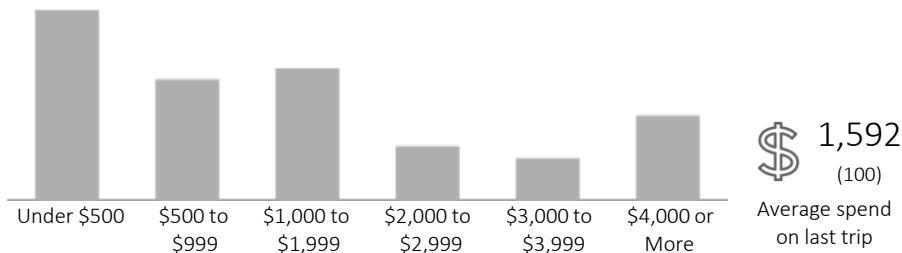


Booked With [Past Year]\*\*



**Vacation Spending**

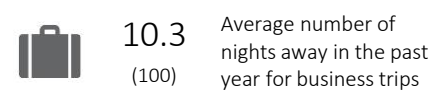
Spent Last Vacation



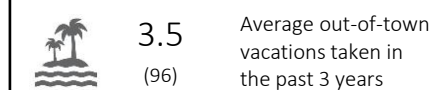
\$ 1,592  
(100)  
Average spend on last trip

**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 56.2% (96)	 Friends/relatives 30.3% <b>(85)</b>	 All-inclusive resort 14.8% <b>(82)</b>	 Camping 28.8% <b>(115)</b>	 Vacation rental by owner 19.8% (97)	 Motel 16.6% (100)	 Cottage 7.3% (100)
 B&B 13.5% <b>(114)</b>	 Condo/apartment 7.0% <b>(75)</b>	 RV/camper 12.0% <b>(78)</b>	 Cruise ship 7.0% (91)	 Package tours 2.4% <b>(75)</b>	 Spa resort 2.6% (94)	 Boat 2.6% (107)









**Airline Preferences\*\***

Flown [Past Year]

 Air Canada 29.8% (98)	 West Jet 43.1% (101)	 Air Transat 2.7% <b>(86)</b>	 Porter Airlines 0.0% <b>(68)</b>	 Other Canadian 3.0% <b>(80)</b>
 Delta Airlines 9.1% <b>(152)</b>	 United Airlines 4.5% (98)	 American Airlines 7.7% <b>(288)</b>	 Other American 1.5% (99)	
 European Airlines 3.3% (102)	 Asian Airlines 1.8% <b>(129)</b>	 Other Charter 2.7% <b>(88)</b>	 Other 3.3% <b>(84)</b>	

**Car Rental\***

Rented From [Past Year]

 Enterprise 5.6% (97)	 Budget 2.0% <b>(72)</b>	 Avis 1.4% <b>(54)</b>	 U-Haul 2.0% <b>(135)</b>
 Hertz 1.2% <b>(121)</b>	 National (!) 1.6% <b>(149)</b>	 Discount (!) 0.3% <b>(128)</b>	 Other Rentals 2.4% (99)

**Media**

**Overall Level of Use**

Radio



14 hours/week

(111)

Television



1,252 minutes/week

(102)

Newspaper



1 hours/week

(100)

Magazine



6 minutes/day

(93)

Internet



284 minutes/day

(106)

**Top Radio Programs\***

Programs [Weekly]

	%	Index
News/Talk	20.2	94
Classic Hits	19.9	<b>117</b>
Today's Country	19.7	109
Mainstream Top 40/CHR	19.3	<b>127</b>
Adult Contemporary	18.9	<b>117</b>
Hot Adult Contemporary	11.0	105
Multi/Variety/Specialty	9.6	<b>79</b>
AOR/Mainstream Rock	9.5	93
Classic Rock	9.0	<b>112</b>
Modern/Alternative Rock	6.9	107

**Top Television Programs\***

Programs [Average Week]

	%	Index
Movies	46.8	95
Evening local news	38.4	105
Primetime serial dramas	30.4	<b>113</b>
Hockey (when in season)	27.2	92
Suspense/crime dramas	25.4	102
Home renovation/decoration shows	23.4	99
Morning local news	21.8	<b>115</b>
News/current affairs	21.5	91
Documentaries	21.5	93
Situation comedies	21.2	99

**Top Newspaper Sections\***

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	53.2	104
National News	47.0	101
International News & World	44.8	101
Movie & Entertainment	32.6	101
Sports	28.3	96
Editorials	26.3	93
Food	26.1	97
Health	25.6	91
Business & Financial	21.3	94
Travel	21.1	92

**Top Magazine Publications\***

Read [Past Month]

	%	Index
CAA Magazine	5.9	92
Canadian Living	5.4	<b>115</b>
Other U.S. magazines	5.1	<b>86</b>
Cineplex Magazine	4.8	<b>121</b>
Other English-Canadian	4.6	<b>79</b>
Maclean's	3.5	<b>77</b>
People	3.5	93
National Geographic	3.3	<b>72</b>
Reader's Digest	3.2	96
Canadian Geographic	2.9	<b>129</b>

**Top Internet Activities\***

Activity [Past Week]

	%	Index
Send/receive email	70.7	102
Send/receive a text/instant message	65.9	101
Use apps	59.1	<b>110</b>
Participate in an online social network	58.2	99
Take pictures/video	56.7	99
Do banking/pay bills online	53.3	100
Use maps/directions service	51.6	101
Internet search - business, services, products	44.1	106
Watch a subscription-based video service	41.4	105
Play/download online games	34.3	105

**Top Mobile Activities\***

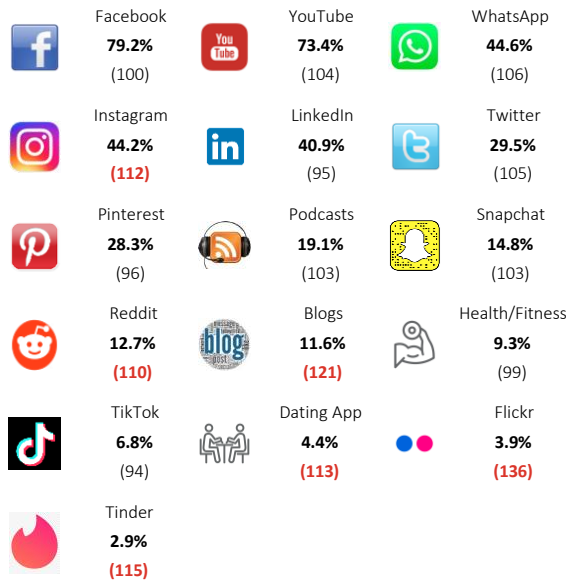
Activity [Past Week]

	%	Index
Send/receive a text/instant message	62.5	100
Use apps	54.9	108
Send/receive email	54.3	100
Take pictures/video	54.1	99
Participate in an online social network	48.6	98
Use maps/directions service	44.8	101
Do banking/pay bills online	34.0	103
Internet search - business, services, products	32.4	109
Watch free streaming music videos	25.8	<b>110</b>
Listen to music via streaming video service	25.4	<b>116</b>

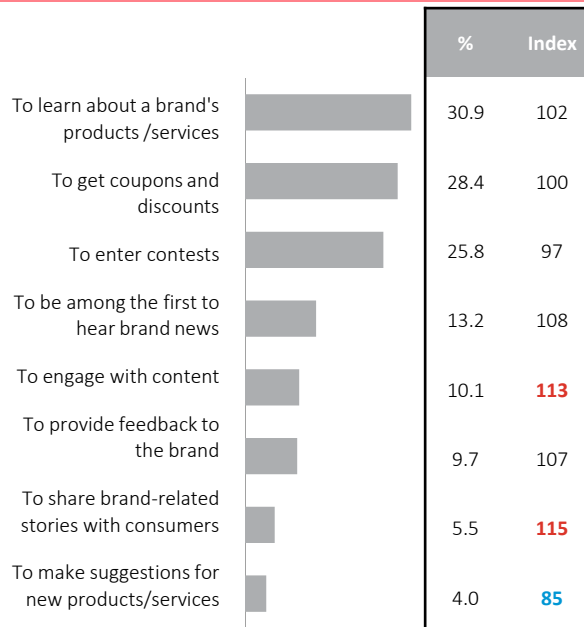
**Media**

**Social Media Platforms**

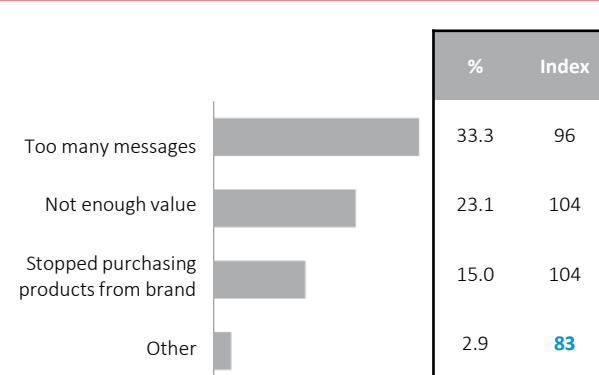
Usage [Currently Use]



**Reasons to Follow Brands**

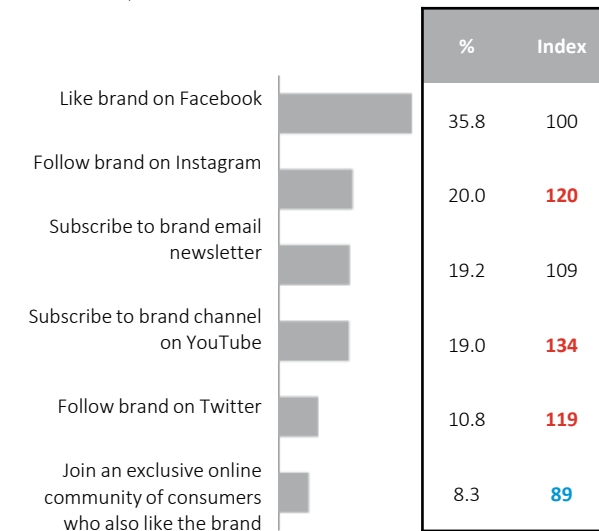


**Reasons to Unfollow Brands**

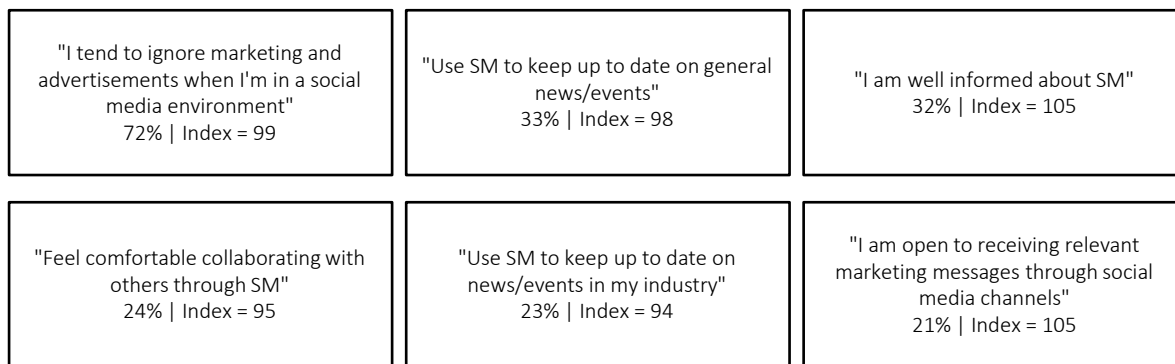


**Actions Taken using Social Media**

Variables with Response "Yes"



**Social Media Attitudes**



**Product Preferences**

Variables with "Agree" Statements

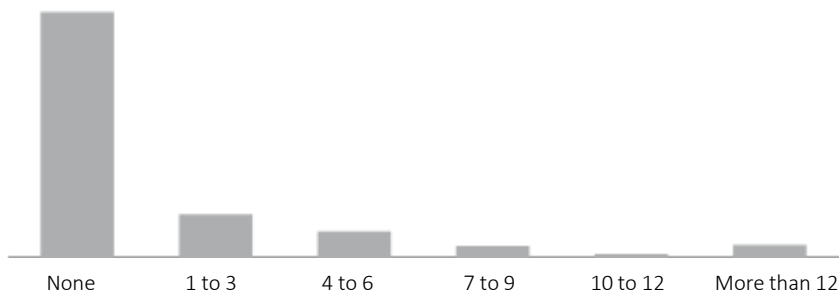
"I would like to eat healthy foods more often" 72%   Index = 95	"I have tried a product/service based on a personal recommendation" 65%   Index = 92	"I generally achieve what I set out to do" 64%   Index = 95	"I am interested in learning about different cultures" 59%   Index = 104	"I consider myself to be informed on current events or issues" 58%   Index = 97
"I am very concerned about the nutritional content of food products I buy" 58%   Index = 93	"I like to try new places to eat" 57%   Index = 99	"I value companies who give back to the community" 57%   Index = 96	"Family life and having children are most important to me" 56%   Index = 93	"I offer recommendations of products/services to other people" 54%   Index = 94
"I like to cook" 52%   Index = 92	"I make an effort to buy local produce/products" 52%   Index = 93	"When I shop online I prefer to support Canadian retailers" 51%   Index = 101	"I like to try new and different products" 45%   Index = 92	"It's important to buy products from socially-responsible/environmentally-friendly companies" 45%   Index = 93
"I am adventurous/"outdoorsy" 42%   Index = 104	"Free-trial/product samples can influence my purchase decisions" 39%   Index = 98	"I prefer to shop online for convenience" 30%   Index = 97	"Staying connected via social media is very important to me" 29%   Index = <b>90</b>	"Advertising is an important source of information to me" 26%   Index = 97
"I am willing to pay more for eco-friendly products" 26%   Index = 91	"I lead a fairly busy social life" 25%   Index = 101	"Vegetarianism is a healthy option" 19%   Index = <b>86</b>	"I consider myself to be sophisticated" 19%   Index = 91	"I enjoy being extravagant/indulgent" 14%   Index = <b>77</b>



**Product Preferences**

**Beer Consumption**

Drinks [Past Week]



%	71.2	12.6	7.7	3.5	1.1	3.8
Index	100	90	122	112	129	88

**Drinks**

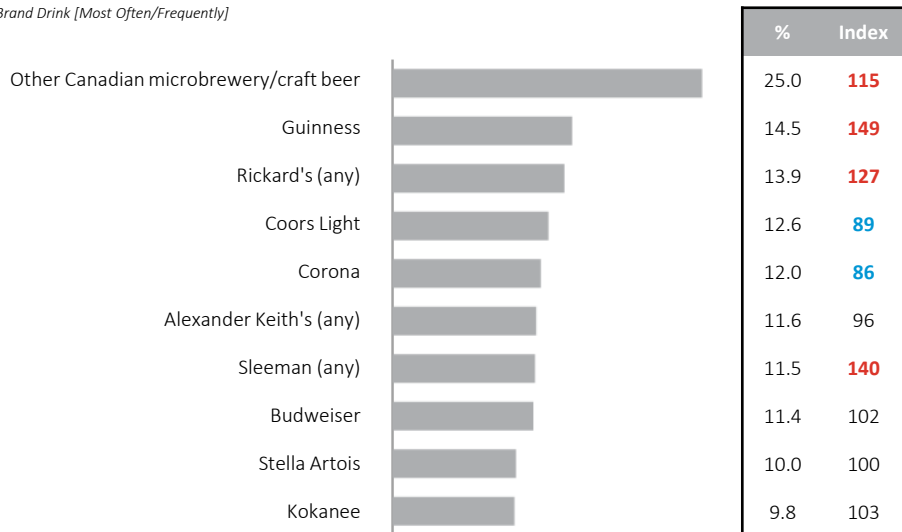
Drank [Past Month]	% Comp	Index
Canadian wine	13.0	107
Cider	8.7	115
Liqueurs (any)	7.8	72

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	11.6	88

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	25.0	115

**Top 10 Beers\***

Brand Drink [Most Often/Frequently]



**Wine Details**

Drank [Past Month]

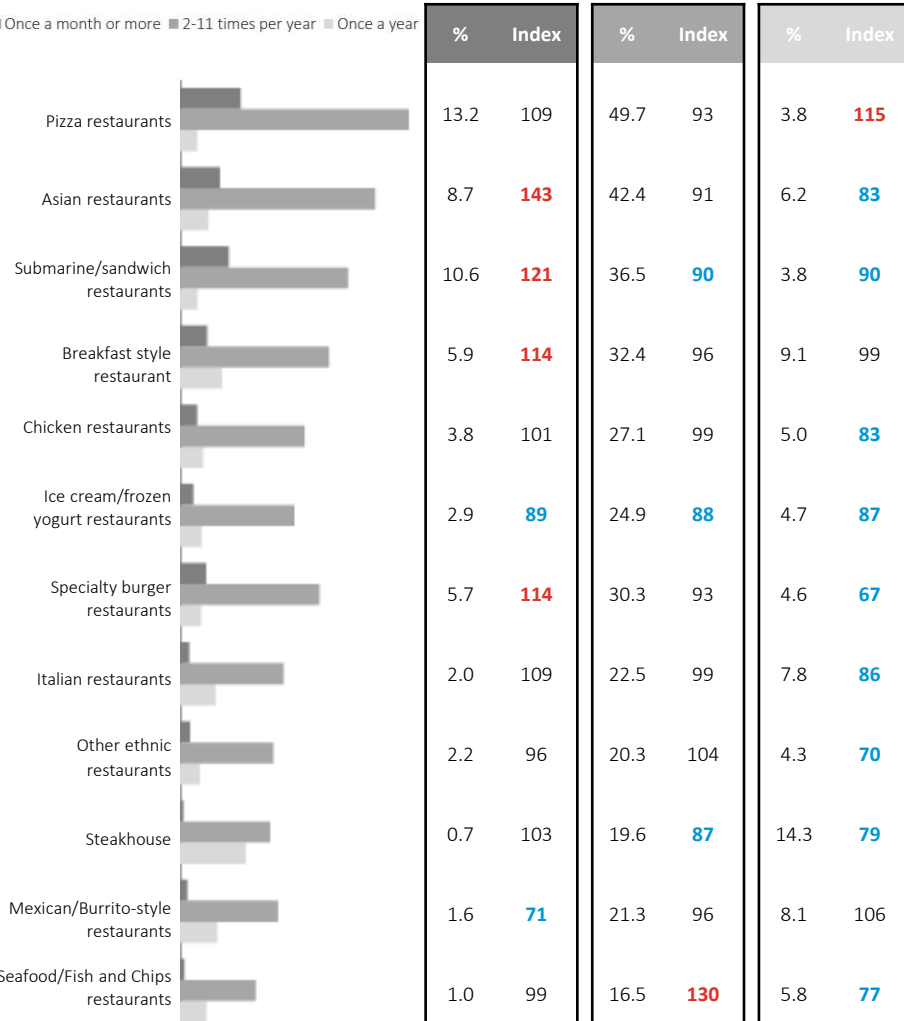


**Product Preferences**

**Restaurant Type Visited\***

Frequency of Visiting [Past Year]

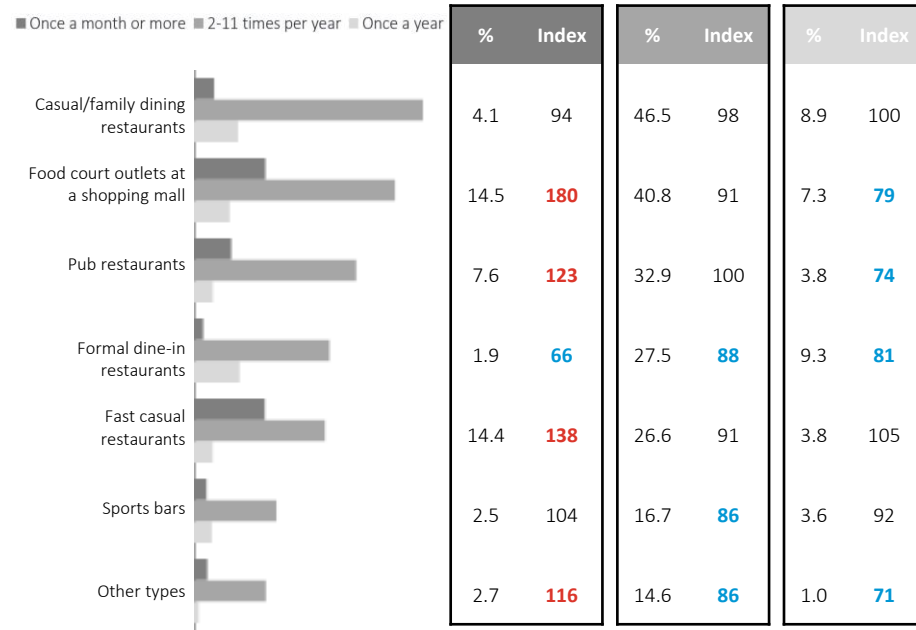
■ Once a month or more ■ 2-11 times per year ■ Once a year



**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  
19.8%  
**(90)**



Other Organic Food  
7.8%  
(95)



Organic Meat  
5.3%  
(93)

**Product Preferences**

**Demographics**



Rent  
29.2%  
(106)



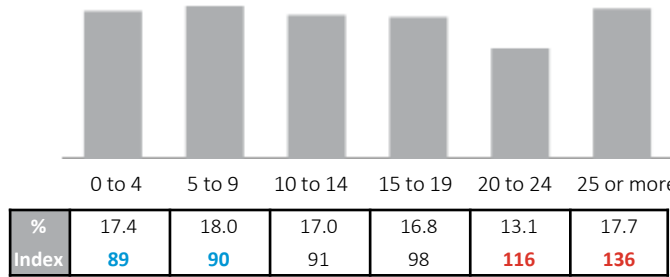
Own  
70.8%  
(98)



Households with  
Children at Home

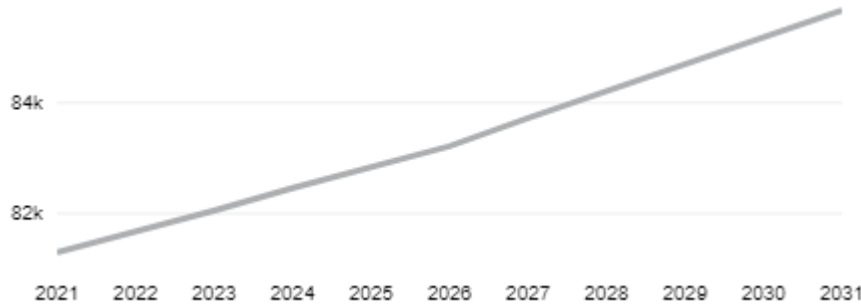
48.3%  
**(113)**

Age of Children at Home



**Demographic Trends**

Household Projections

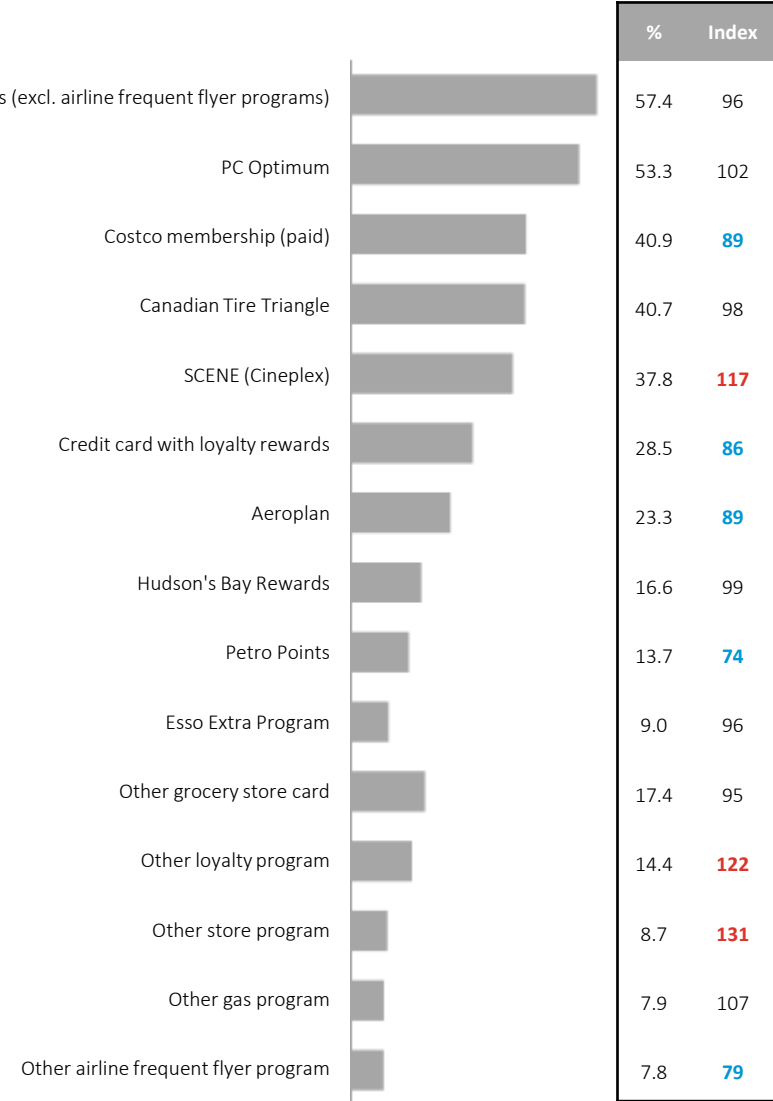


Name	2021	2024	2026	2031
Count	81,299	82,460	83,219	85,673
% Change	-	1.4	2.4	5.4
Index	-	<b>33</b>	<b>32</b>	<b>38</b>

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

**Loyalty Programs\***

Member



**Internet Activity**

Activity [Past Week]

	Internet Activity*	%	Index	Internet Activity via Mobile	%	Index	Internet Activity via Tablet	%	Index
Send/receive email	70.7	102	54.3	100	10.8	88			
Send/receive a text/instant message	65.9	101	62.5	100	6.2	93			
Participate in an online social network	58.2	99	48.6	98	9.5	96			
Do banking/pay bills online	53.3	100	34.0	103	4.6	93			
Take pictures/video	56.7	99	54.1	99	5.1	96			
Use apps	59.1	110	54.9	108	13.7	102			
Use maps/directions service	51.6	101	44.8	101	4.5	140			
Internet search - business, services, products	44.1	106	32.4	109	8.7	102			
Watch a subscription-based video service (e.g. Netflix)	41.4	105	17.0	90	8.5	95			
Watch free streaming music videos	32.8	104	25.8	110	4.3	77			
Watch other online free streaming videos	32.0	113	22.6	111	6.3	111			
Compare products/prices while shopping	24.6	89	17.6	90	2.9	75			
Play/download online games	34.3	105	24.1	107	7.3	87			
Research products/services	27.0	99	18.2	104	3.8	76			
Listen to music via streaming video service (e.g. YouTube)	32.7	110	25.4	116	4.2	88			
Share/refer/link friends to a website or an article	21.1	102	16.2	99	2.2	80			
Listen to Internet-only music service (e.g. Spotify)	23.0	99	19.5	95	1.5	71			
Purchase products or services	22.1	97	12.1	101	3.1	91			
Consult consumer reviews	19.9	98	13.4	105	3.3	111			
Use online telephone directory	13.5	84	8.6	74	2.6	123			
Use ad blocking software	13.5	86	5.2	103	1.7	135			
Download any video content (free or paid)	11.7	82	4.2	64	2.5	87			
Read or look into online newspapers	10.5	98	6.1	99	1.9	74			
Download music/MP3 files (free or paid)	16.3	101	13.3	106	1.6	115			
Click on an Internet advertisement	13.9	102	9.7	99	2.2	110			
Listen to a podcast	18.4	129	15.3	127	2.0	131			
Listen to a radio broadcast via streaming audio	7.0	85	3.6	75	1.5	74			
Download/print/redeem discount coupon	10.9	108	6.8	112	1.1	109			
Watch a TV broadcast via streaming video	7.9	101	2.7	111	2.0	131			
Enter online contests	7.5	124	4.9	118	1.0	124			
Place/respond to an online classified advertisement	10.6	156	7.4	148	2.0	207			
Receive store offers by SMS	11.3	148	10.3	144	-	-			
Read or look into online magazines	3.9	75	1.9	82	1.3	82			
Scan mobile tagging barcode/QR	3.4	95	3.2	95	-	-			
Watch streaming purchased/rented videos (e.g. iTunes)	1.9	64	-	-	-	-			
Purchase group deal (e.g. Groupon)	1.6	86	1.1	109	-	-			

**Internet Activity**

**Top Website Types\***

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	33.6	91	22.7	<b>88</b>	6.4	<b>87</b>
Access food/recipes content	29.0	97	18.8	94	5.6	<b>74</b>
Access health-related content	17.1	104	10.4	103	3.7	98
Access professional sports content	11.4	<b>89</b>	7.9	<b>80</b>	2.1	<b>84</b>
Access restaurant guides/reviews	10.5	<b>90</b>	7.3	<b>81</b>	1.9	106
Access travel content	8.6	92	5.1	95	1.9	95
Access real estate listings/sites	9.2	98	4.8	97	1.2	<b>119</b>
Access a radio station's website	9.6	102	4.8	105	1.3	<b>81</b>
Access home decor-related content	6.6	92	3.2	<b>77</b>	1.5	<b>84</b>
Access celebrity gossip content	7.7	102	5.1	99	1.1	<b>111</b>
Access a TV station's website	6.6	<b>87</b>	2.8	100	1.4	<b>127</b>
Access fashion or beauty-related content	5.4	91	4.6	92	0.7	<b>80</b>
Access automotive news/content	5.1	108	3.2	103	0.6	97

**Direct Media Usage**

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	39.5	96
General information from the Internet/websites	37.0	107
Coupons	32.4	97
Apps/online flyers	31.9	103
Direct email offers	24.8	98
Local store catalogues	22.0	98
Flyers inserted into a community newspaper	18.1	<b>82</b>
Flyers inserted into a daily newspaper	15.8	94
Mail order	6.8	91
Yellow Pages (print)	2.9	<b>87</b>
Yellow Pages (online)	2.7	<b>113</b>

**Out of Home Advertising**

Noticed Advertising [Past Week]

	%	Index
Billboards	35.1	99
Digital billboards	27.2	<b>111</b>
On street furniture (e.g. bus benches)	26.9	<b>120</b>
On bus exteriors	25.9	<b>112</b>
Inside shopping malls	18.7	97
On transit shelters	18.5	<b>131</b>
Inside public washrooms	16.9	105
Inside buses	12.3	<b>143</b>
Inside movie theaters	11.7	<b>132</b>
Inside commuter trains	6.5	<b>145</b>
On subway/metro platforms	5.4	<b>159</b>
Screens inside elevators	5.3	<b>124</b>
Inside airports	4.2	<b>80</b>
On taxis	3.4	<b>119</b>
Inside subway/metro cars	2.3	<b>87</b>

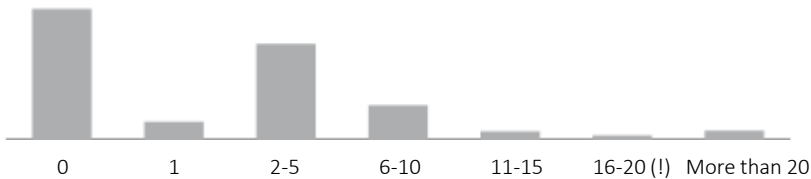
**Social Media Usage**

**Social Media Overview**

- **Internet and Social Media Usage: 44%** search for Businesses, Services and Products online (Average), **9%** access Travel Content Websites (Average).
- **64%** of Middle-Class Mosaic from Alberta tend to access social media on their mobile phones during the morning hours, **64%** during the afternoon hours.
- **8%** seek recommendations for Vacation/Travel Information via social media (Average).

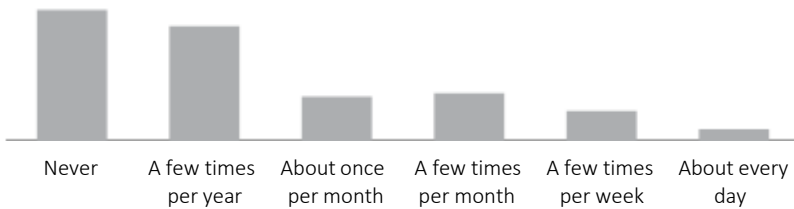
**Brand Interaction**

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



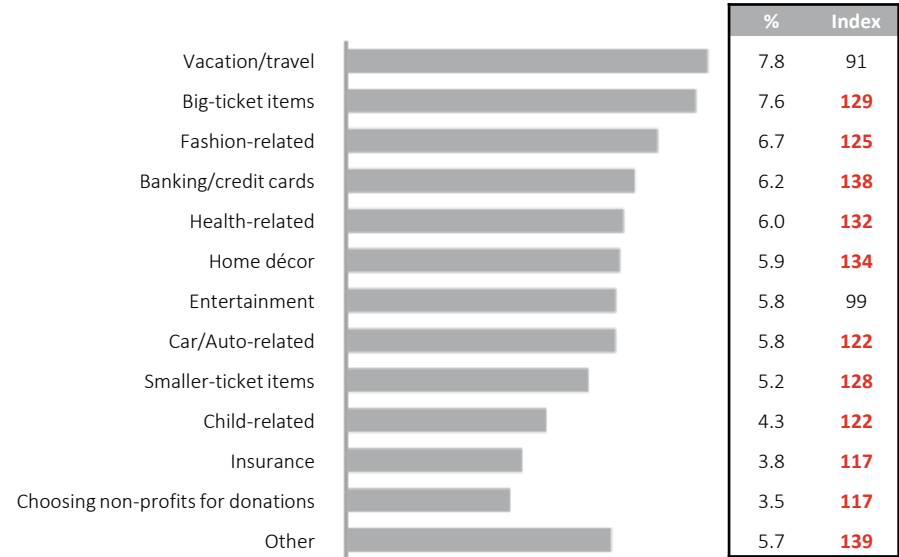
%	43.3	6.0	31.7	11.5	2.9	1.5	3.1
Index	98	94	102	109	82	128	110

Rate or Review Products or Services  
[Frequency of Participation]



%	34.5	30.2	11.7	12.6	7.9	3.1
Index	97	98	102	100	110	125

**Seek Recommendations via Social Media\***



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

**72% tend to ignore marketing and advertising on Social Media**

"Social media companies should not be allowed to own or share my personal information"  
82% | Index = 98

"I tend to ignore marketing and advertisements when I'm in a social media environment"  
72% | Index = 99

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"  
65% | Index = 96

"Use SM to stay connected with personal contacts"  
42% | Index = 100

**Social Media Usage**

**Frequency of Participation\***

*A few times per week or more*

Participate In	% Comp	Index
Watch video online	45.9	101
View friends' photos online	44.9	100
Chat in online chats	40.2	102
Read article comments	39.3	104
Read status updates/tweets	37.8	99
Listen to radio or stream music online	34.8	102
Share links with friends and colleagues	26.6	102
Click links in news feeds	21.9	111
Read blogs	15.9	114
Play games with others online	14.3	96
Post photos online	11.7	95
Chat in online forums	11.2	108
Rate or review products online	11.0	114
Update your status on a social network	10.9	113
Share your GPS location	9.5	119
Comment on articles or blogs	9.4	102
Check in with locations	8.6	100
Post videos online	6.1	107
Publish blog, Tumblr, online journal	4.7	120

**Social Media Uses\***

*A few times per week or more*

	%	Index
Stay connected with family	44.8	99
Keep up to date on general news/events	43.9	99
Stay connected with personal contacts	43.1	100
Keep up to date on news/events in my industry	25.4	101
Stay connected with work/professional contacts	16.0	89

**Number of Connections**

*Across all social media*

	%	Index
0-49	35.1	102
50-99	13.5	103
100-149	12.3	110
150-199	7.9	96
200-299	7.4	86
300-399	6.6	110
400-499	4.9	104
500-1000	7.3	87
More than 1000	5.2	92

**Social Media Access**

*Typically use*



Mobile

	%	Index
Morning	63.7	98
Afternoon	64.1	100
Dinner Time	49.4	102
Evening	61.8	100
Late Night	45.8	100



Tablet

	%	Index
Morning	20.0	98
Afternoon	22.6	109
Dinner Time	16.9	115
Evening	31.7	99
Late Night	17.6	108



Laptop

	%	Index
Morning	26.6	98
Afternoon	31.8	103
Dinner Time	18.7	113
Evening	34.7	107
Late Night	15.8	112



Desktop

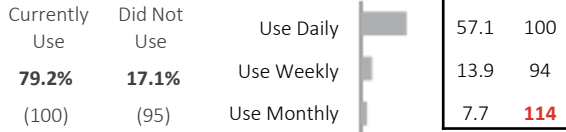
	%	Index
Morning	24.3	107
Afternoon	26.4	109
Dinner Time	13.4	127
Evening	23.6	103
Late Night	12.1	114

**Social Media Usage**

**Facebook**



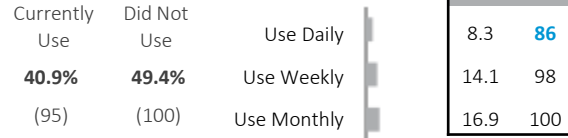
Frequency of Use  
[Past Year]



**LinkedIn**



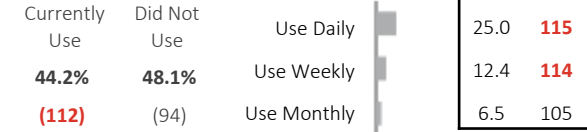
Frequency of Use  
[Past Year]



**Instagram**



Frequency of Use  
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	54.7	100
Use Messenger	45.6	107
Comment/Like other users' posts	44.2	98
Watch videos	42.3	104
Watch live videos	19.5	107
Post photos	14.2	<b>117</b>
Update my status	13.8	<b>119</b>
Like or become a fan of a page	13.2	108
Click on an ad	12.1	108
Post videos	8.7	<b>123</b>
Create a Facebook group or fan page	7.4	<b>139</b>
Give to a Facebook fundraiser (!)	4.7	<b>140</b>
Create a Facebook fundraiser (!)	3.9	<b>142</b>

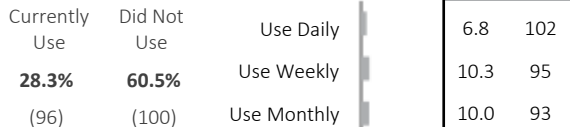
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	10.0	<b>89</b>
View a job posting	8.5	101
Search and review other profiles	6.8	104
Watch videos	6.3	<b>90</b>
Create a connection	5.4	<b>114</b>
Comment on content	5.0	<b>123</b>
Request a recommendation (!)	4.9	<b>172</b>
Update your profile information	4.6	<b>140</b>
Click on an ad (!)	4.6	<b>136</b>
Join a LinkedIn group (!)	4.5	<b>176</b>
Post an article, video or picture (!)	4.3	<b>141</b>
Participate in LinkedIn forums (!)	3.7	<b>155</b>

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	32.0	<b>114</b>
Like photos/videos	27.4	<b>119</b>
Send direct messages	16.2	<b>130</b>
Comment on photos/videos	15.9	<b>123</b>
Watch live videos	14.0	<b>127</b>
View a brand's page	12.7	<b>149</b>
Post photos/videos	10.9	<b>136</b>
Watch IGTV videos	10.7	<b>161</b>
Click on ads	7.5	<b>153</b>

**Pinterest**



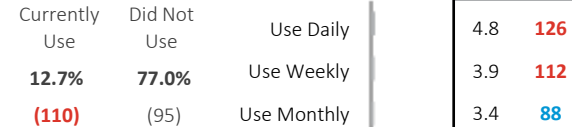
Frequency of Use  
[Past Year]



**Reddit**



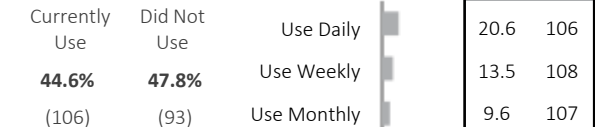
Frequency of Use  
[Past Year]



**WhatsApp**



Frequency of Use  
[Past Year]



Participate In* (at least a few times per month)	% Comp	Index
View content	10.2	<b>125</b>
Follow specific Subreddits	5.8	<b>138</b>
Vote on content	3.7	<b>112</b>
Post content	2.7	<b>124</b>

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	29.0	107
Send/receive images	27.1	108
Use group chats	20.7	109
Use voice calls	13.7	109
Send/receive documents and files	12.4	<b>112</b>



**Social Media Usage**

**Twitter**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
<b>29.5%</b>	<b>60.3%</b>		14.4	<b>114</b>
(105)	(95)	Use Weekly	7.9	96
		Use Monthly	6.3	99

**YouTube**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
<b>73.4%</b>	<b>16.2%</b>		33.2	<b>113</b>
(104)	(96)	Use Weekly	25.8	98
		Use Monthly	14.2	99

**Snapchat**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
<b>14.8%</b>	<b>78.8%</b>		8.0	<b>112</b>
(103)	(99)	Use Weekly	4.3	106
		Use Monthly	2.5	<b>86</b>

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	20.6	<b>113</b>
Watch videos	13.7	<b>125</b>
Tweet	9.6	<b>142</b>
Watch live videos	8.9	<b>140</b>
Retweet	8.8	<b>125</b>
Share a link to a blog post or article of interest	8.5	<b>138</b>
Respond to tweets	8.1	<b>128</b>
Follow users who follow you	7.6	<b>136</b>
Send or receive direct messages	7.5	<b>126</b>
Actively follow new users	6.4	<b>127</b>
Click on an ad	4.5	<b>139</b>

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	51.9	109
Like or dislike videos	19.5	<b>119</b>
Watch live videos	18.9	<b>122</b>
Share videos	11.5	<b>130</b>
Leave comment or post response on video	9.5	<b>133</b>
Click on an ad	6.9	107
Embed a video on a web page or blog	6.6	<b>152</b>
Create and post a video	6.5	<b>168</b>

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	9.2	107
Send direct text messages	7.8	<b>110</b>
Send photos/videos	7.7	107
Use group chat	5.0	<b>125</b>
Use filters or effects	4.6	103
Read Snapchat discover/News	4.5	<b>116</b>
View a brand's snaps	3.3	<b>131</b>
Use video chat	3.1	<b>135</b>
View ads	2.4	<b>127</b>

**Audio Podcasts**



Currently Use	Did Not Use
<b>19.1%</b>	<b>66.8%</b>
(103)	(99)

Frequency of Use  
[Past Year]

	%	Index
Use Daily	6.0	<b>114</b>
Use Weekly	6.5	92
Use Monthly	6.4	108

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	6.1	<b>117</b>
Listen to an educational podcast	6.0	<b>130</b>
Listen to a news podcast	5.4	<b>119</b>
Listen to a comedy podcast	4.6	<b>131</b>
Listen to a sports podcast	4.6	<b>152</b>
Listen to a business podcast	4.5	<b>138</b>
Listen to a technology focused podcast	3.9	<b>139</b>
Subscribe to another genre of podcast	3.8	<b>131</b>
Subscribe to a sports podcast**	3.4	<b>136</b>
Subscribe to a technology podcast (!)	2.9	<b>164</b>
Subscribe to an educational podcast	2.8	<b>130</b>
Subscribe to a news podcast	2.7	<b>131</b>
Subscribe to a comedy podcast (!)	2.2	<b>126</b>
Subscribe to a business podcast (!)	2.2	<b>135</b>

**Other Social Media Platforms**

**Tinder**



Currently Use	Did Not Use
<b>2.9%</b>	<b>93.6%</b>
(115)	(99)

Frequency of Use -Tinder  
[Past Year]

	%	Index
Use Daily (!)	1.1	<b>116</b>
Use Weekly (!)	1.3	<b>147</b>

**Tik Tok**



Currently Use	Did Not Use
<b>6.8%</b>	<b>86.5%</b>
(94)	(99)