

Overview

- Of the 67 PRIZM Clusters identified in Canada, Modern Suburbia rank 1st, making up **125,524** households, or **7.6%** of the total Households in Alberta (1,641,221).
- The Median Household Maintainer Age is **41**, **58%** of couples have children living at home (Above Average).
- Above Average Household Income of **\$142,117** compared to Alberta at \$126,807.
- Top 3 Social Values:** Attraction for Crowds, Pursuit of Originality, Racial Fusion
- Top Tourism Activities:** Camping, Swimming, Cycling. Above Average interest in: Swimming, Cycling, Hiking/Backpacking, Attending Sporting Events, Visiting National/Provincial Parks
- Average** interest for travelling within Canada (Above Average for: BC, Banff, Alberta, Vancouver, Jasper, Saskatchewan, Toronto, Ontario), Modern Suburbia from Alberta spent an average of **\$1,698** (Average) on their last vacation.
- 80%** currently use Facebook (Average), **47%** use Instagram (Above Average), **35%** use Twitter (Above Average) and **72%** use YouTube (Average).

Market Sizing



Total Population

Target Group: 380,265 | 8.6%
Market: 4,440,749



Total Households

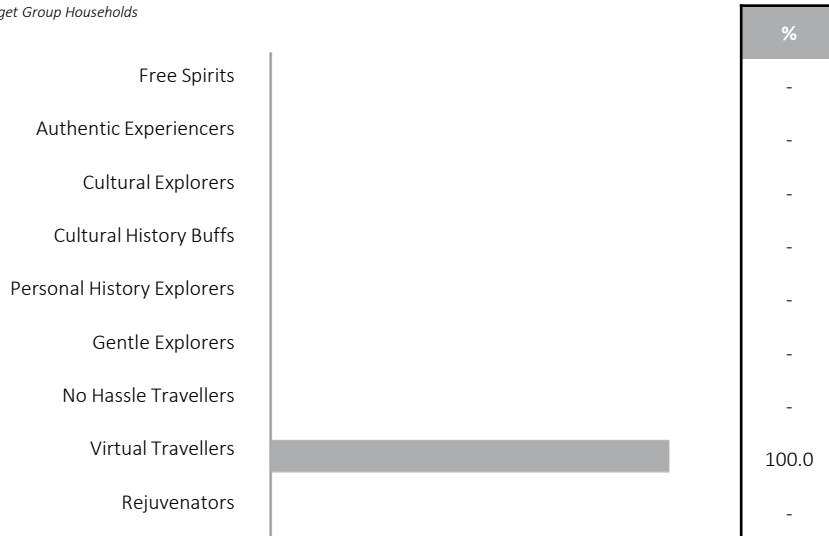
Target Group: 125,524 | 7.6%
Market: 1,641,221

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Edmonton, AB (CY)	49.4	15.7	206	393,824	24.0
Calgary, AB (CY)	43.1	10.7	140	504,796	30.8
Wood Buffalo, AB (SM)	2.6	12.0	157	27,102	1.7
Airdrie, AB (CY)	1.3	6.4	84	26,198	1.6
Chestermere, AB (CY)	1.0	18.2	237	7,133	0.4
Strathcona County, AB (SM)	0.7	2.4	31	38,465	2.3
Red Deer, AB (CY)	0.6	1.9	24	43,182	2.6
St. Albert, AB (CY)	0.5	2.5	33	25,901	1.6
Lethbridge, AB (CY)	0.4	1.1	14	41,224	2.5
Grande Prairie, AB (CY)	0.1	0.6	8	25,965	1.6

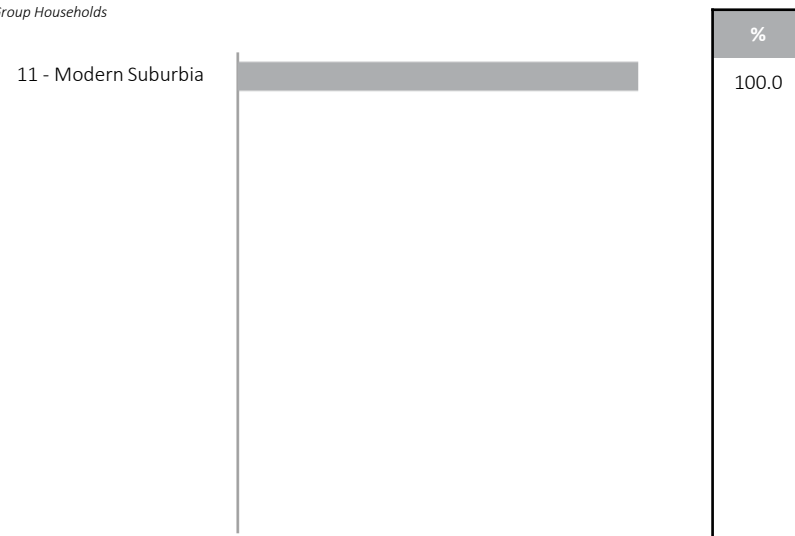
EQ Segments

% of Target Group Households

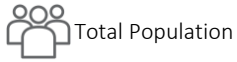


Top PRIZM Segments

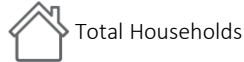
% of Target Group Households



Demographic Profile



Total Population
Target Group: 380,265 | 8.6%
Market: 4,440,749

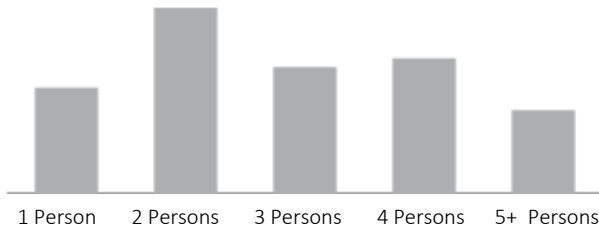


Total Households
Target Group: 125,524 | 7.6%
Market: 1,641,221

Average Household Income

\$142,117
(112)

Household Size*



Median Household Maintainer Age

41
(83)

%	16.7	29.1	19.8	21.2	13.1
Index	69	85	123	138	126

Marital Status**

68.2%
(114)

Married/Common-Law

Family Composition***

58.0%
(124)

Couples With Kids at Home

Education**

37.7%
(145)

University Degree

Visible Minority Presence*

55.0%
(194)

Belong to a visible minority group

Non-Official Language*

2.4%
(163)

No knowledge of English or French

Immigrant Population*

37.4%
(168)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Attraction For Crowds	147	48	Fulfilment Through Work
Penchant for Risk	147	59	Attraction to Nature
Status via Home	143	65	Utilitarian Consumerism
North American Dream	141	76	Primacy of Environmental Protection
Pursuit of Originality	141	79	Fear of Violence

Key Social Values

Attraction For Crowds Index = 147	Pursuit of Originality Index = 141	Racial Fusion Index = 137
Confidence in Advertising Index = 133	Ecological Fatalism Index = 131	Primacy of the Family Index = 130
Multiculturalism Index = 130	Consumption Evangelism Index = 123	Ecological Lifestyle Index = 122
Brand Genuineness Index = 121	Community Involvement Index = 121	Traditional Family Index = 116

































Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	82.9	103
Home exercise & home workout	62.5	107
Camping	61.5	106
Swimming	60.0	111
Gardening	59.7	104

Top 5 Activities Attended*	% Comp	Index
Other activities & attractions	60.3	132
Auditoriums, arenas & stadiums (any)	53.6	118
Sporting events	49.4	126
National or provincial park	48.5	114
Movies at a theatre/drive-in	44.7	108

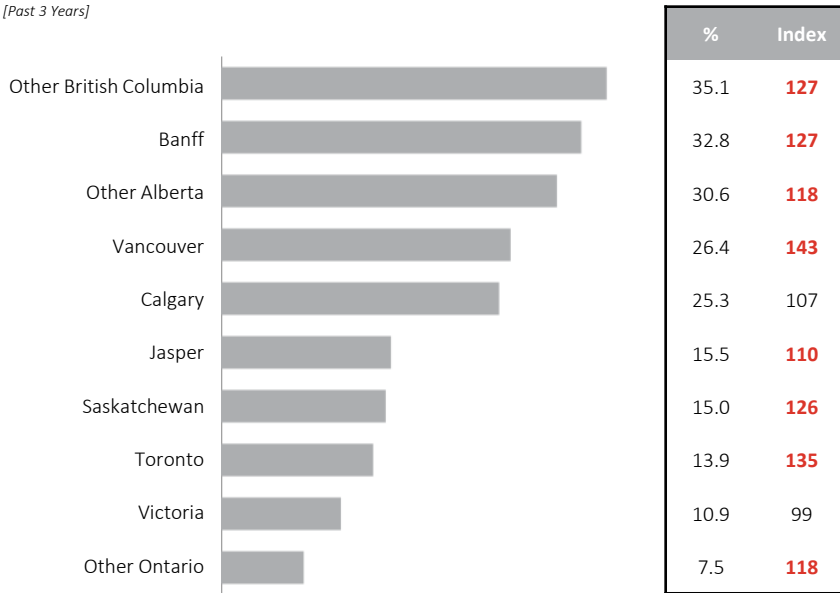
Key Tourism Activities**

<p>Camping</p>  <p>61.5% (106)</p>	<p>Swimming</p>  <p>60.0% (111)</p>	<p>Cycling</p>  <p>55.8% (113)</p>	<p>Hiking & backpacking</p>  <p>50.0% (115)</p>	<p>Sporting events</p>  <p>49.4% (126)</p>	<p>National or provincial park</p>  <p>48.5% (114)</p>	<p>Bars & restaurant bars</p>  <p>42.3% (108)</p>	<p>Golfing</p>  <p>40.1% (127)</p>
<p>Ice skating</p>  <p>35.5% (112)</p>	<p>Parks & city gardens</p>  <p>35.2% (89)</p>	<p>Photography</p>  <p>34.0% (104)</p>	<p>Zoos & aquariums</p>  <p>33.7% (111)</p>	<p>Canoeing & kayaking</p>  <p>33.3% (108)</p>	<p>Theme parks, waterparks & water slides</p>  <p>29.0% (141)</p>	<p>Historical sites</p>  <p>26.9% (129)</p>	<p>Fishing & hunting</p>  <p>24.7% (85)</p>
<p>Specialty movie theatres/IMAX</p>  <p>24.6% (109)</p>	<p>Pilates & yoga</p>  <p>23.6% (110)</p>	<p>Downhill skiing</p>  <p>23.5% (118)</p>	<p>Hockey</p>  <p>18.3% (111)</p>	<p>Video arcades & indoor amusement centres</p>  <p>18.3% (140)</p>	<p>Cross country skiing & snowshoeing</p>  <p>15.5% (86)</p>	<p>Dinner theatres</p>  <p>14.1% (114)</p>	<p>ATV & snowmobiling</p>  <p>13.9% (85)</p>
<p>Power boating & jet skiing</p>  <p>12.6% (108)</p>	<p>Adventure sports</p>  <p>12.1% (100)</p>	<p>Beer, food & wine festivals</p>  <p>11.4% (123)</p>	<p>Curling</p>  <p>8.5% (89)</p>	<p>Food & wine shows</p>  <p>8.0% (199)</p>	<p>Marathon or similar event</p>  <p>7.7% (122)</p>	<p>Inline skating</p>  <p>6.9% (115)</p>	<p>Snowboarding</p>  <p>6.6% (91)</p>

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]



Vacation Booking*

Used [Past 3 Years]

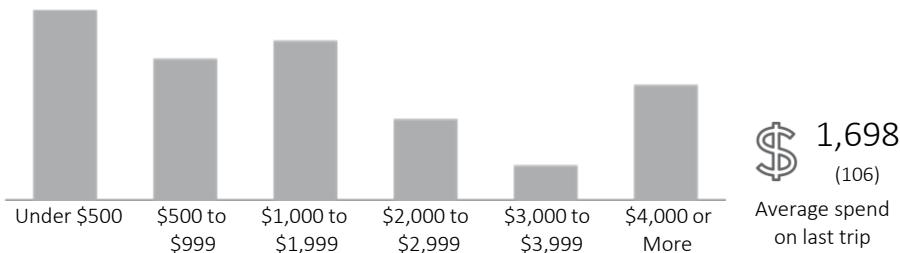


Booked With [Past Year]**



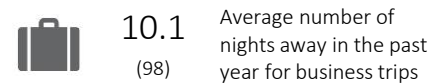
Vacation Spending

Spent Last Vacation

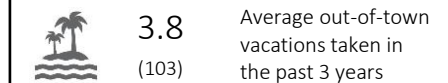


Travel Type & Frequency

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 63.5% (109)	 Friends/relatives 43.2% (121)	 All-inclusive resort 21.3% (118)	 Camping 25.9% (103)	 Vacation rental by owner 20.4% (100)	 Motel 14.6% (88)	 Cottage 6.9% (94)
 B&B 12.2% (102)	 Condo/apartment 11.7% (125)	 RV/camper 15.6% (101)	 Cruise ship 9.7% (127)	 Package tours 2.4% (75)	 Spa resort 4.6% (165)	 Boat 2.3% (95)









Airline Preferences**

Flown [Past Year]

 Air Canada 34.2% (112)	 West Jet 47.2% (111)	 Air Transat 3.8% (119)	 Porter Airlines 0.0% (29)	 Other Canadian 2.0% (55)
 Delta Airlines 6.7% (113)	 United Airlines 5.6% (121)	 American Airlines 2.2% (81)	 Other American 3.6% (233)	
 European Airlines 2.1% (64)	 Asian Airlines 1.3% (99)	 Other Charter 4.5% (146)	 Other 3.4% (86)	

Car Rental*

Rented From [Past Year]

 Enterprise 5.1% (88)	 Budget 4.8% (171)	 Avis 3.7% (146)	 U-Haul 0.2% (14)
 Hertz 1.9% (196)	 National (!) 1.0% (97)	 Discount (!) 0.2% (64)	 Other Rentals 2.0% (82)

Media

Overall Level of Use

Radio



10 hours/week

(81)

Television



1,097 minutes/week

(89)

Newspaper



0 hours/week

(67)

Magazine



5 minutes/day

(79)

Internet



260 minutes/day

(97)

Top Radio Programs*

Programs [Weekly]

	%	Index
Adult Contemporary	22.2	138
Mainstream Top 40/CHR	19.8	130
News/Talk	18.5	86
Today's Country	14.2	79
Classic Hits	13.5	79
Multi/Variety/Specialty	11.0	91
Hot Adult Contemporary	10.2	98
AOR/Mainstream Rock	8.7	85
Modern/Alternative Rock	7.7	119
All News	7.3	136

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	50.3	102
Evening local news	36.8	100
Hockey (when in season)	34.0	115
Primetime serial dramas	28.2	104
Home renovation/decoration shows	27.0	114
Suspense/crime dramas	25.2	101
Situation comedies	23.3	109
CFL football (when in season)	22.7	107
Cooking programs	22.1	114
Reality shows	21.3	114

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	51.0	100
International News & World	43.8	99
National News	40.2	86
Movie & Entertainment	36.8	114
Sports	30.9	105
Editorials	28.2	100
Food	27.2	100
Travel	24.2	105
Health	21.8	77
Business & Financial	21.7	96

Top Magazine Publications*

Read [Past Month]

	%	Index
Cineplex Magazine	6.2	157
National Geographic	5.7	126
Other English-Canadian	5.4	91
CAA Magazine	5.3	83
Other U.S. magazines	5.2	88
People	4.7	125
Maclean's	4.0	86
Canadian Living	3.6	76
Food & Drink	3.5	266
Reader's Digest	3.1	93

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	73.8	107
Send/receive a text/instant message	66.1	102
Participate in an online social network	64.1	109
Do banking/pay bills online	63.8	120
Take pictures/video	62.9	110
Use apps	57.6	107
Use maps/directions service	56.1	110
Watch a subscription-based video service	44.8	113
Access a news site	41.7	113
Watch free streaming music videos	40.8	130

Top Mobile Activities*

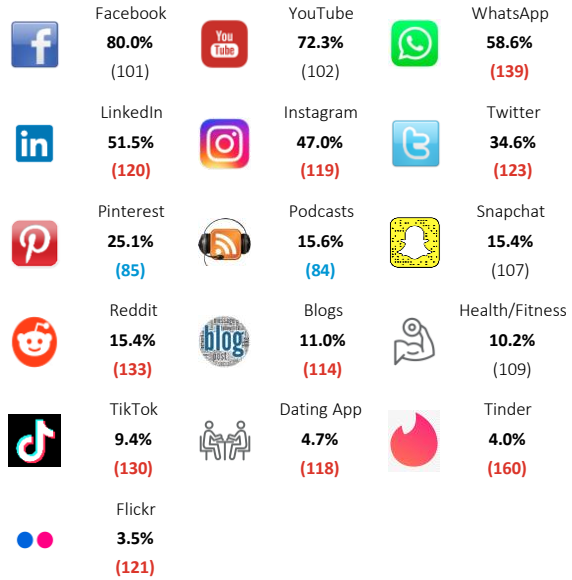
Activity [Past Week]

	%	Index
Send/receive a text/instant message	63.9	102
Take pictures/video	58.7	107
Send/receive email	58.5	107
Participate in an online social network	55.3	112
Use apps	54.6	107
Use maps/directions service	49.9	113
Do banking/pay bills online	41.6	125
Access a news site	31.4	121
Internet search - business, services, products	30.5	103
Watch free streaming music videos	28.9	123

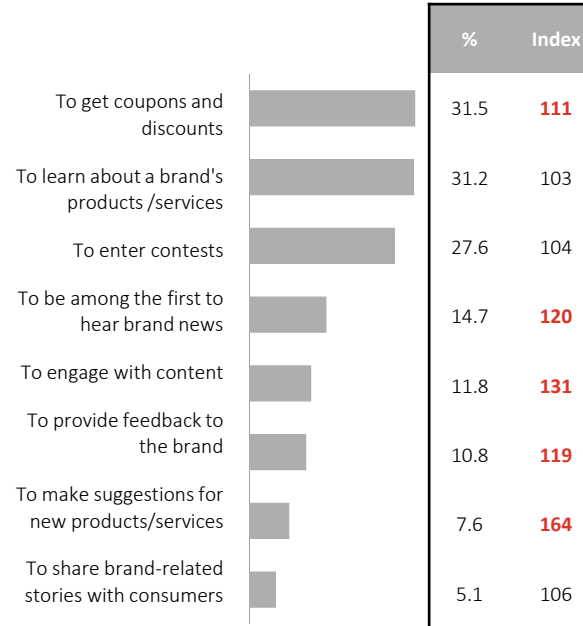
Media

Social Media Platforms

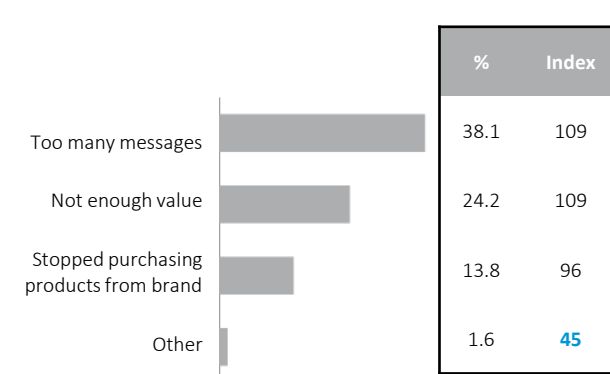
Usage [Currently Use]



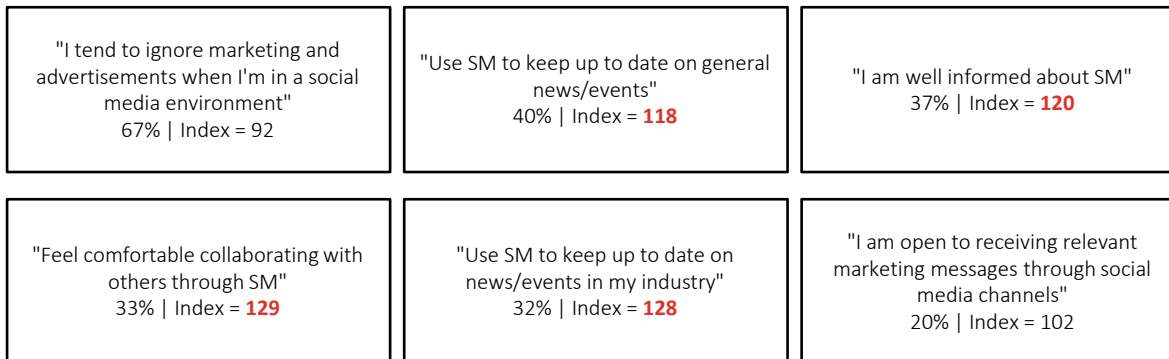
Reasons to Follow Brands



Reasons to Unfollow Brands

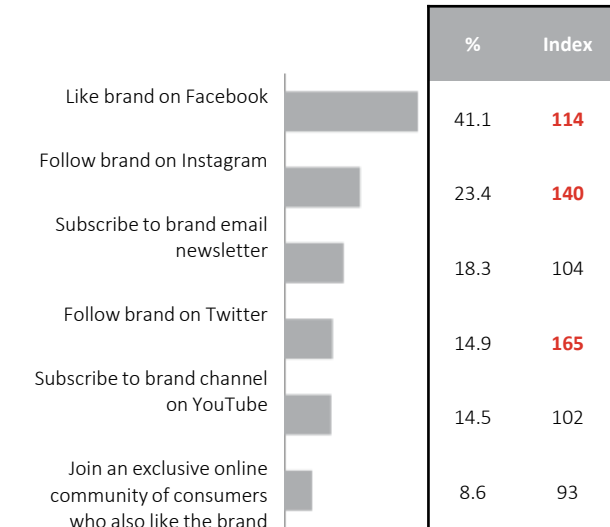


Social Media Attitudes



Actions Taken using Social Media

Variables with Response "Yes"



Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often"
80% | Index = 106

"I have tried a product/service based on a personal recommendation"
78% | Index = 109

"Family life and having children are most important to me"
68% | Index = **113**

"I generally achieve what I set out to do"
68% | Index = 101

"I am very concerned about the nutritional content of food products I buy"
64% | Index = 103

"I like to cook"
62% | Index = 109

"I consider myself to be informed on current events or issues"
60% | Index = 99

"I offer recommendations of products/services to other people"
58% | Index = 102

"I am interested in learning about different cultures"
57% | Index = 101

"I like to try new places to eat"
57% | Index = 98

"I value companies who give back to the community"
54% | Index = 91

"When I shop online I prefer to support Canadian retailers"
52% | Index = 102

"I make an effort to buy local produce/products"
52% | Index = 93

"I like to try new and different products"
50% | Index = 100

"It's important to buy products from socially-responsible/environmentally-friendly companies"
45% | Index = 95

"I am adventurous/"outdoorsy"
40% | Index = 100

"Free-trial/product samples can influence my purchase decisions"
38% | Index = 96

"Staying connected via social media is very important to me"
34% | Index = 106

"I am willing to pay more for eco-friendly products"
34% | Index = **118**

"I prefer to shop online for convenience"
33% | Index = 108

"Advertising is an important source of information to me"
24% | Index = 91

"I lead a fairly busy social life"
23% | Index = 92

"I enjoy being extravagant/indulgent"
20% | Index = **113**

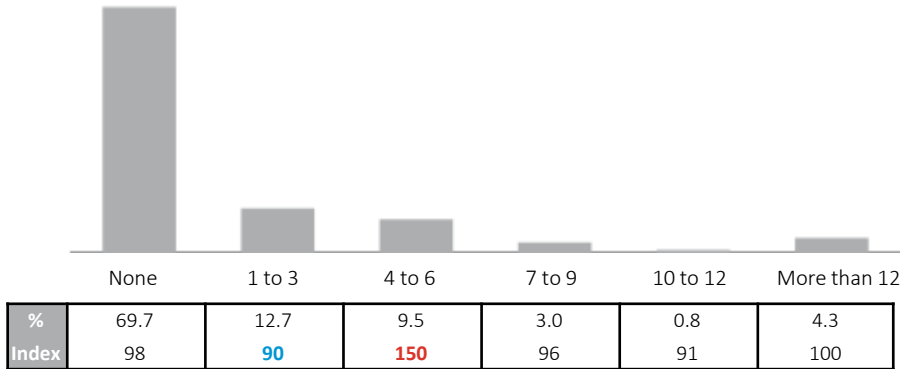
"I consider myself to be sophisticated"
19% | Index = 93

"Vegetarianism is a healthy option"
19% | Index = **84**

Product Preferences

Beer Consumption

Drinks [Past Week]



Drinks

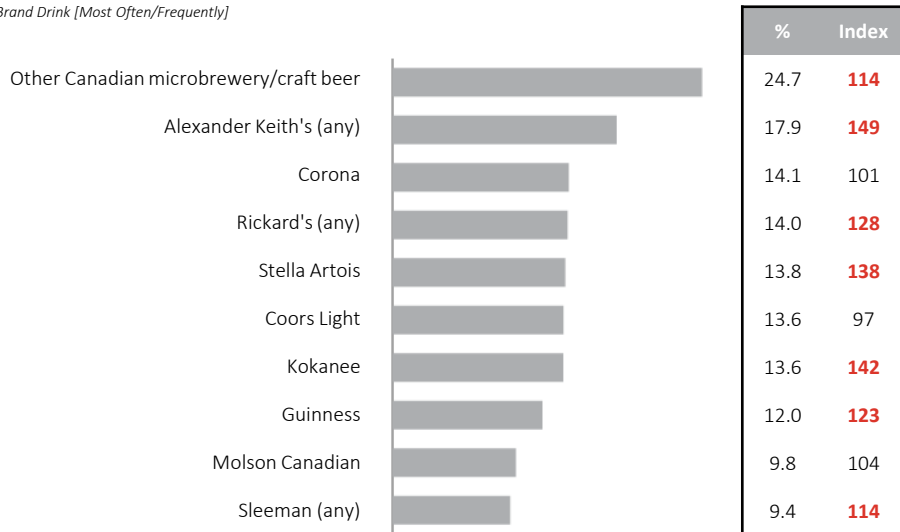
Drank [Past Month]	% Comp	Index
Canadian wine	13.8	114
Liqueurs (any)	12.3	113
Cider	12.1	161

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	19.2	147

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	24.7	114

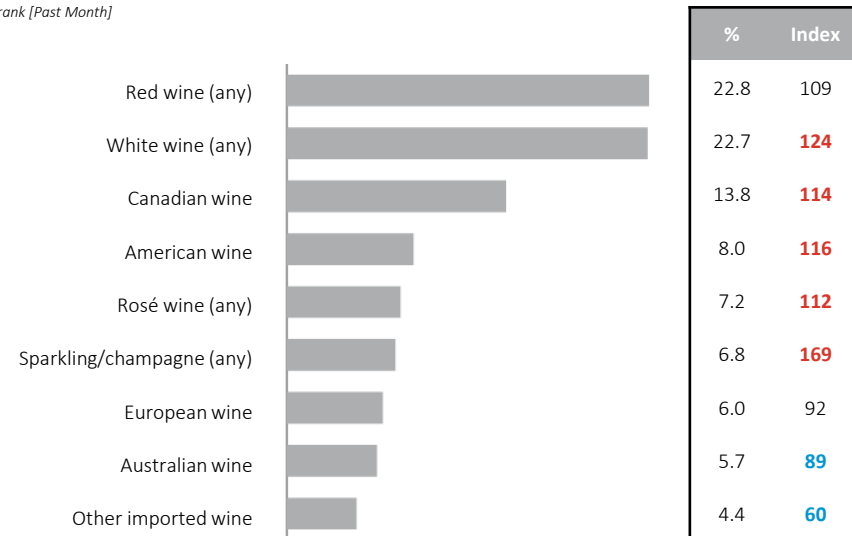
Top 10 Beers*

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	12.2	101	57.2	107	3.1	96
Asian restaurants	4.4	72	49.1	106	9.9	132
Submarine/sandwich restaurants	10.4	118	43.4	107	4.0	96
Breakfast style restaurant	4.1	80	36.0	107	10.1	109
Chicken restaurants	4.0	106	35.1	129	4.6	76
Ice cream/frozen yogurt restaurants	3.7	114	31.5	112	5.8	107
Specialty burger restaurants	6.2	124	36.7	112	7.5	109
Italian restaurants	1.6	85	23.9	106	12.5	138
Other ethnic restaurants	4.8	207	18.1	93	5.4	87
Steakhouse	1.4	198	28.6	127	23.0	128
Mexican/Burrito-style restaurants	4.4	191	26.2	118	9.5	125
Seafood/Fish and Chips restaurants	0.3	27	16.1	127	6.0	81

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	4.5	103	49.5	104	7.5	84
Food court outlets at a shopping mall	9.6	118	49.4	110	10.3	112
Pub restaurants	10.6	173	36.6	111	5.4	104
Formal dine-in restaurants	5.3	186	32.7	105	12.0	105
Fast casual restaurants	13.7	132	34.0	116	4.1	115
Sports bars	6.5	266	21.5	110	6.0	153
Other types	1.2	51	16.8	99	2.3	169

Purchased Organic Food

Done [Past Week]



Organic Fruits and Vegetables

24.7%
(112)



Organic Meat

7.5%
(131)



Other Organic Food

7.0%
(84)

Product Preferences

Demographics



Rent
15.9%
(58)



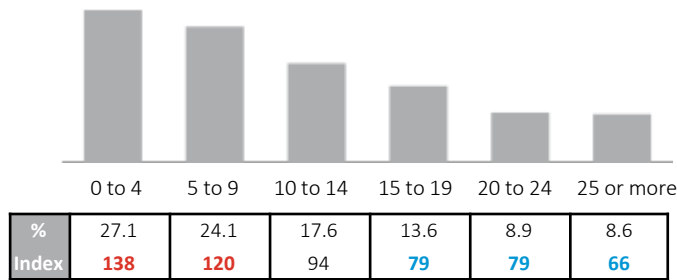
Own
84.1%
(117)



Households with
Children at Home

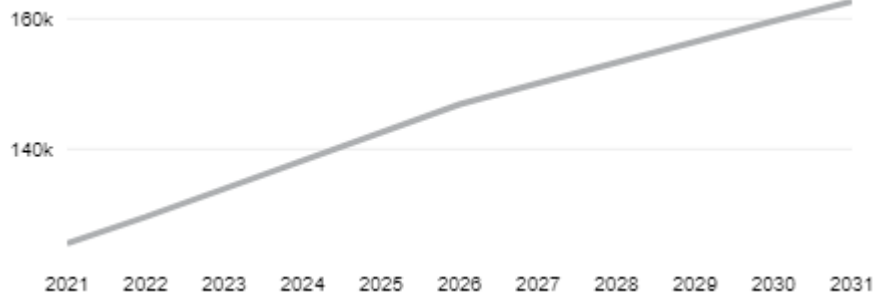
53.3%
(125)

Age of Children at Home



Demographic Trends

Household Projections

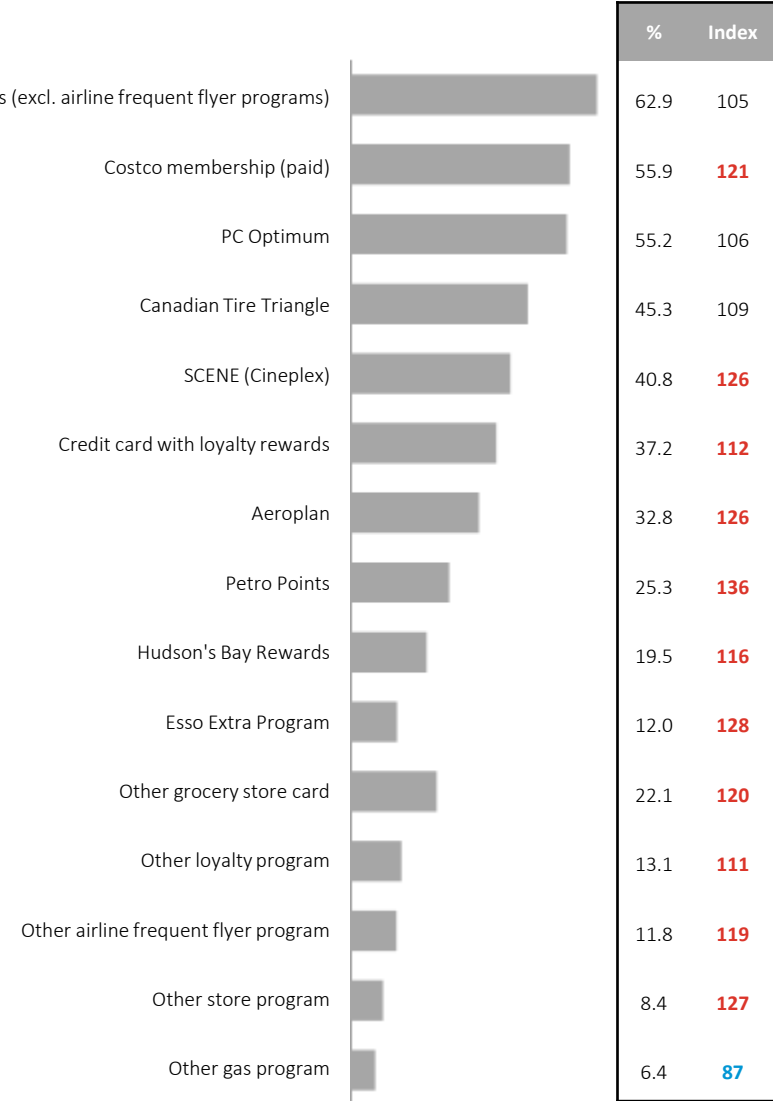


Name	2021	2024	2026	2031
Count	125,524	138,216	146,870	162,667
% Change	-	10.1	17.0	29.6
Index	-	232	233	210

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

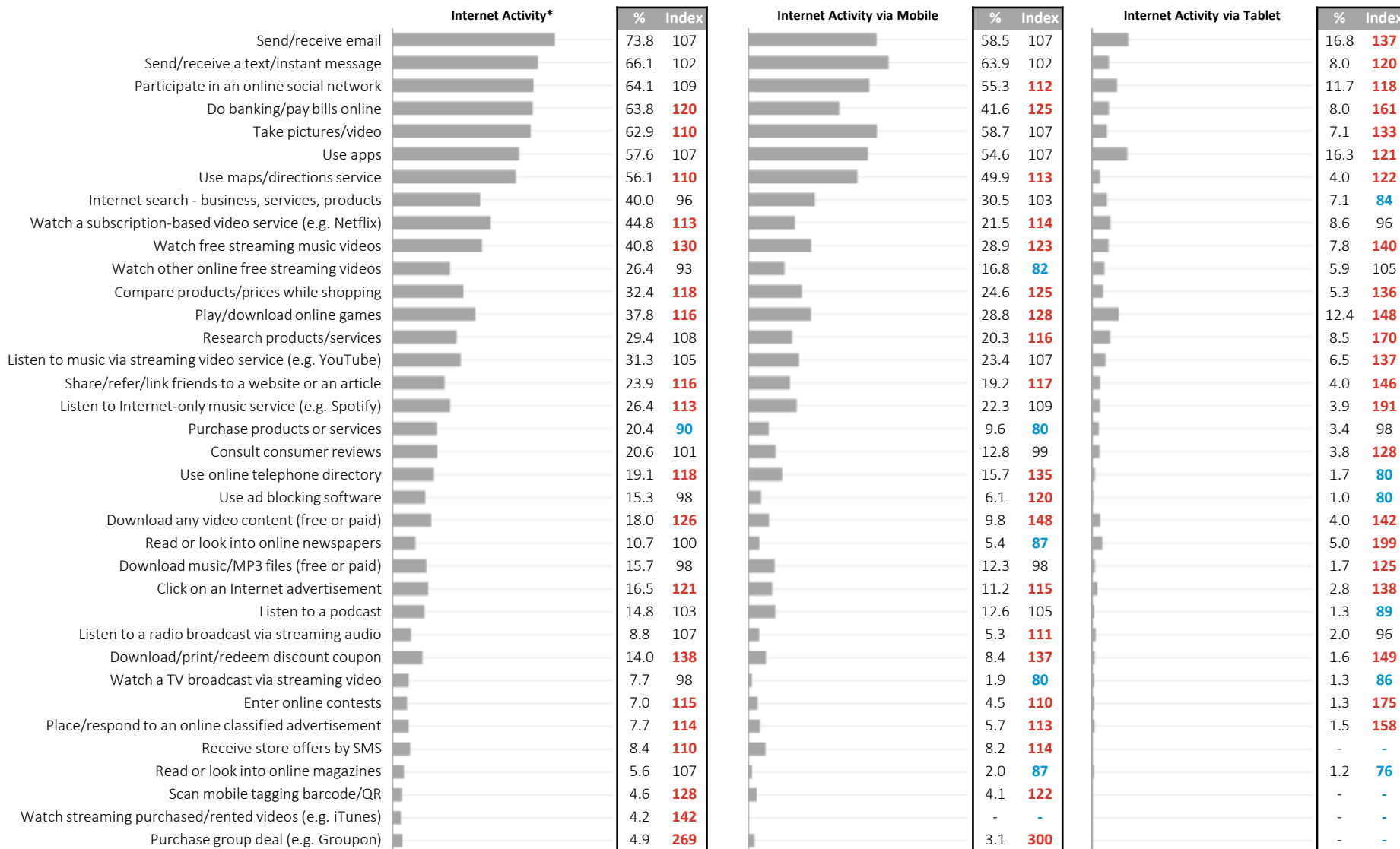
Loyalty Programs*

Member



Internet Activity

Activity [Past Week]



Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	41.7	113	31.4	121	9.7	133
Access food/recipes content	34.4	114	21.4	107	12.0	159
Access health-related content	13.7	84	7.7	76	3.9	103
Access professional sports content	18.5	145	14.8	150	4.0	163
Access restaurant guides/reviews	15.0	129	13.0	144	1.5	80
Access travel content	11.2	119	8.0	150	2.0	99
Access real estate listings/sites	10.9	117	5.4	109	1.0	98
Access a radio station's website	10.1	107	4.4	96	3.6	235
Access home decor-related content	8.3	116	5.0	121	2.2	125
Access celebrity gossip content	8.3	110	5.8	112	1.3	130
Access a TV station's website	8.1	108	4.5	161	1.0	95
Access fashion or beauty-related content	4.7	80	3.5	70	1.4	174
Access automotive news/content	4.3	92	2.9	94	0.7	114

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
General information from the Internet/websites	40.6	118
Flyers delivered to the door or in the mail	38.2	93
Coupons	36.1	108
Apps/online flyers	35.2	114
Direct email offers	30.1	119
Local store catalogues	20.0	89
Flyers inserted into a community newspaper	18.7	85
Flyers inserted into a daily newspaper	13.9	83
Mail order	7.9	106
Yellow Pages (online)	1.3	54
Yellow Pages (print)	0.7	21

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	42.9	121
Digital billboards	30.5	125
On street furniture (e.g. bus benches)	26.5	118
On bus exteriors	22.3	97
Inside shopping malls	20.7	108
Inside public washrooms	19.4	120
On transit shelters	15.8	111
Inside movie theaters	8.5	95
Inside buses	7.1	82
Inside airports	6.8	131
Inside commuter trains	6.5	144
Screens inside elevators	4.8	111
On subway/metro platforms	3.8	113
Inside subway/metro cars	3.6	136
On taxis	3.0	108

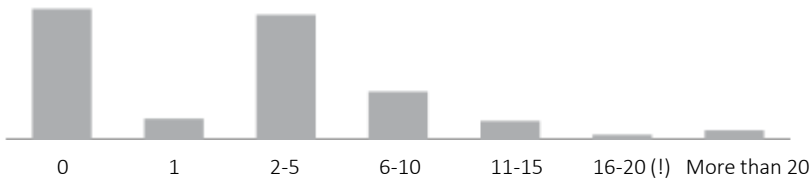
Social Media Usage

Social Media Overview

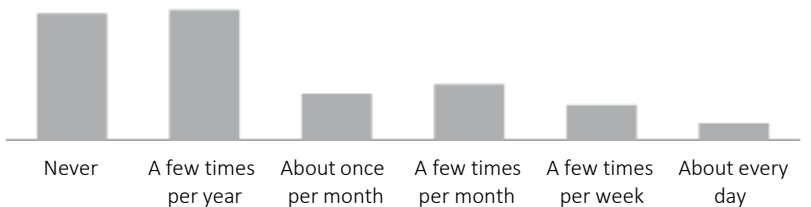
- **Internet and Social Media Usage: 40%** search for Businesses, Services and Products online (Average), **11%** access Travel Content Websites (Above Average).
- **71%** of Modern Suburbia from Alberta tend to access social media on their mobile phones during the morning hours, **72%** during the afternoon hours.
- **12%** seek recommendations for Vacation/Travel Information via social media (Above Average).

Brand Interaction

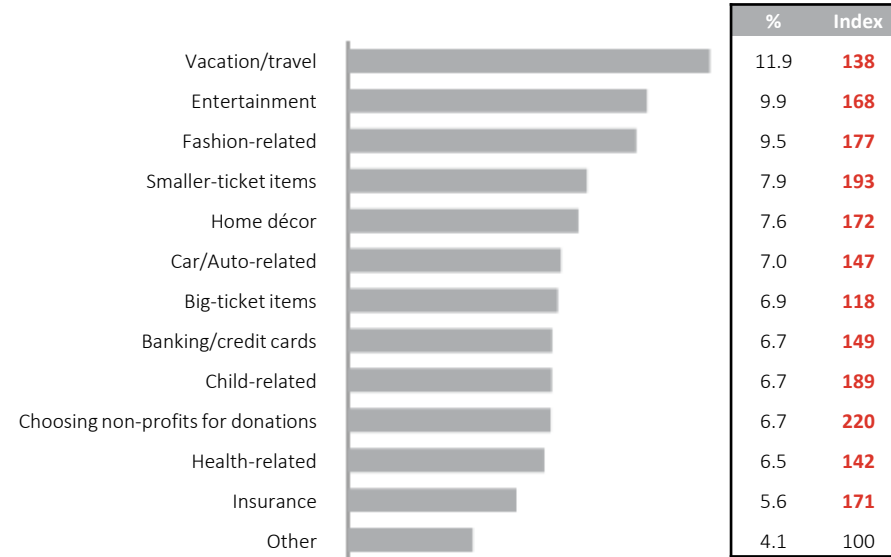
Number of Brands Interacted with via Social Media
[Past Year]



Rate or Review Products or Services
[Frequency of Participation]



Seek Recommendations via Social Media*



Top Social Media Attitudes**

67% tend to ignore marketing and advertising on Social Media

"Social media companies should not be allowed to own or share my personal information"
78% | Index = 94

"I tend to ignore marketing and advertisements when I'm in a social media environment"
67% | Index = 92

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
66% | Index = 96

"Use SM to stay connected with personal contacts"
48% | Index = 114

Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	52.9	117
Watch video online	52.4	115
Chat in online chats	46.4	118
Read article comments	41.0	108
Read status updates/tweets	40.4	106
Listen to radio or stream music online	37.0	109
Share links with friends and colleagues	27.6	106
Click links in news feeds	22.5	115
Play games with others online	18.8	126
Read blogs	16.4	118
Update your status on a social network	15.1	156
Post photos online	14.7	120
Comment on articles or blogs	14.2	155
Check in with locations	13.6	158
Rate or review products online	12.9	133
Share your GPS location	12.5	156
Chat in online forums	11.8	113
Post videos online	9.5	166
Publish blog, Tumblr, online journal	6.0	154

Social Media Uses*

A few times per week or more

	%	Index
Keep up to date on general news/events	50.2	114
Stay connected with family	49.7	110
Stay connected with personal contacts	47.6	110
Keep up to date on news/events in my industry	34.1	135
Stay connected with work/professional contacts	25.9	144

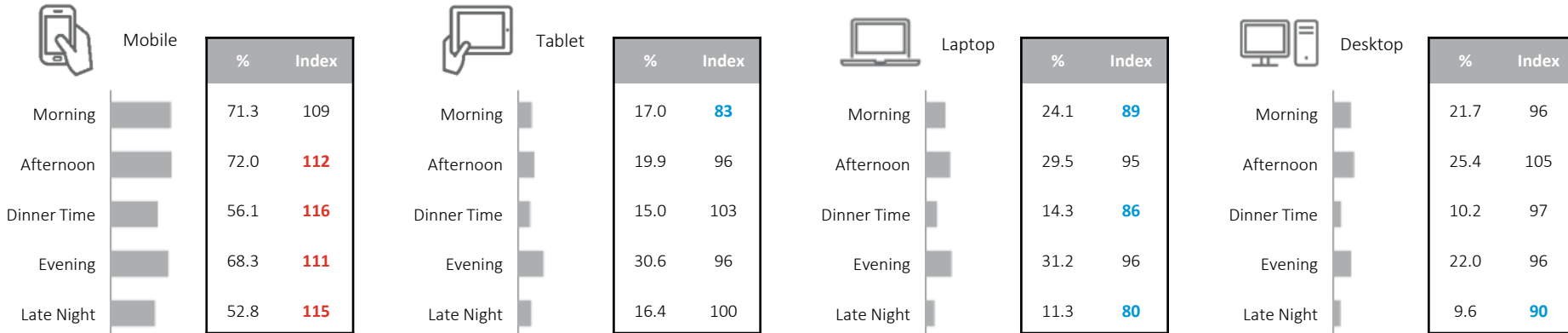
Number of Connections

Across all social media

	%	Index
0-49	25.3	73
50-99	8.6	66
100-149	12.9	116
150-199	8.0	97
200-299	13.4	157
300-399	8.4	139
400-499	5.8	123
500-1000	10.7	129
More than 1000	6.9	124

Social Media Access

Typically use

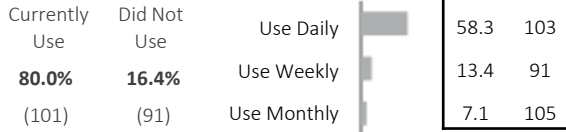


Social Media Usage

Facebook



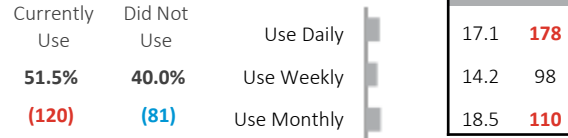
Frequency of Use
[Past Year]



LinkedIn



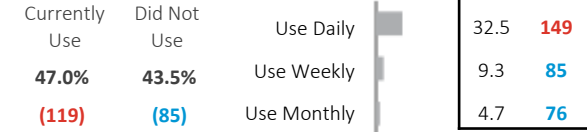
Frequency of Use
[Past Year]



Instagram



Frequency of Use
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	58.8	108
Watch videos	48.5	119
Use Messenger	43.7	103
Comment/Like other users' posts	43.2	96
Watch live videos	22.9	126
Like or become a fan of a page	15.6	128
Post photos	13.3	109
Update my status	12.8	111
Click on an ad	11.4	102
Post videos	10.9	153
Create a Facebook group or fan page	10.0	187
Give to a Facebook fundraiser (!)	5.3	158
Create a Facebook fundraiser (!)	5.3	194

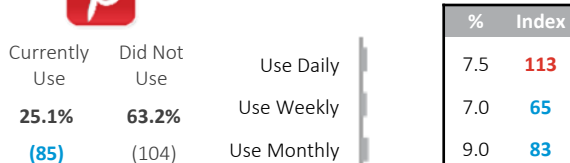
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	17.6	157
View a job posting	13.6	163
Watch videos	10.0	143
Search and review other profiles	9.9	152
Create a connection	7.3	153
Comment on content	5.7	142
Click on an ad (!)	4.7	139
Update your profile information	4.1	122
Request a recommendation (!)	3.9	134
Post an article, video or picture (!)	3.7	122
Join a LinkedIn group (!)	3.7	143
Participate in LinkedIn forums (!)	3.6	150

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	39.5	141
Like photos/videos	31.8	138
Send direct messages	18.9	152
Comment on photos/videos	18.6	144
Watch live videos	13.7	124
Post photos/videos	13.0	162
View a brand's page	12.2	143
Watch IGTV videos	9.1	136
Click on ads	7.7	157

Pinterest



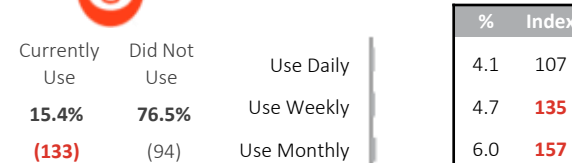
Frequency of Use
[Past Year]



Reddit



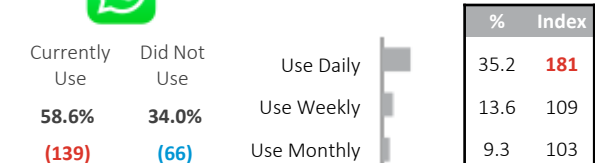
Frequency of Use
[Past Year]



WhatsApp



Frequency of Use
[Past Year]



Participate In* (at least a few times per month)	% Comp	Index
View content	11.0	134
Follow specific Subreddits	5.9	140
Vote on content	4.6	140
Post content	4.0	182

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	44.7	164
Send/receive images	41.4	165
Use group chats	32.4	171
Use voice calls	24.5	195
Send/receive documents and files	23.6	213

Social Media Usage

Twitter



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
34.6%	56.1%		15.5	123
(123)	(89)	Use Weekly	10.2	125
		Use Monthly	7.9	124

YouTube



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
72.3%	15.8%		37.1	126
(102)	(94)	Use Weekly	25.0	95
		Use Monthly	9.7	68

Snapchat



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
15.4%	76.9%		6.8	95
(107)	(97)	Use Weekly	3.6	89
		Use Monthly	4.2	147

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	21.8	119
Watch videos	14.1	128
Retweet	9.5	135
Watch live videos	8.9	141
Send or receive direct messages	8.6	146
Tweet	8.5	125
Respond to tweets	8.3	132
Follow users who follow you	7.8	138
Actively follow new users	7.7	154
Share a link to a blog post or article of interest	6.8	111
Click on an ad	5.3	162

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	53.8	113
Watch live videos	18.6	120
Like or dislike videos	17.4	106
Share videos	13.3	150
Click on an ad	9.2	144
Leave comment or post response on video	9.0	126
Create and post a video	6.8	175
Embed a video on a web page or blog	6.5	150

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	8.3	96
Send photos/videos	6.7	94
Send direct text messages	6.2	89
Read Snapchat discover/News	5.8	149
Use filters or effects	4.9	110
Use group chat	4.5	112
View a brand's snaps	4.2	170
Use video chat	2.6	116
View ads	2.5	134

Audio Podcasts



Currently Use	Did Not Use
15.6%	68.3%
(84)	(101)

Frequency of Use
[Past Year]

	%	Index
Use Daily	5.7	109
Use Weekly	5.5	78
Use Monthly	3.8	66

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	4.6	88
Listen to a news podcast	4.0	88
Listen to an educational podcast	3.6	79
Subscribe to another genre of podcast	3.6	124
Listen to a comedy podcast	3.4	97
Subscribe to a sports podcast**	2.9	118
Listen to a sports podcast	2.8	94
Listen to a technology focused podcast	2.8	99
Subscribe to a comedy podcast (!)	2.4	136
Subscribe to a news podcast	1.8	85
Listen to a business podcast	1.8	54
Subscribe to an educational podcast	1.6	73
Subscribe to a technology podcast (!)	1.5	82
Subscribe to a business podcast (!)	0.7	47

Other Social Media Platforms



Currently Use	Did Not Use
4.0%	92.3%
(160)	(98)



Currently Use	Did Not Use
9.4%	82.7%
(130)	(95)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	0.7	72
Use Weekly (!)	1.7	192