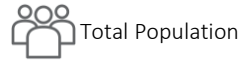


Overview

- Of the 67 PRIZM Clusters identified in Canada, Multicultural Corners rank **12th**, making up **52,077** households, or **3.2%** of the total Households in Alberta (1,641,221).
- The Median Household Maintainer Age is **50**, **56%** of couples have children living at home (Above Average).
- Average Household Income of **\$125,542** compared to Alberta at \$126,807.
- Top 3 Social Values:** Multiculturalism, Legacy, Social Learning
- Top Tourism Activities:** Camping, Swimming, Hiking/Backpacking. Above Average interest in: Hiking/Backpacking, Attending Sporting Events, Bars/Restaurants, Ice Skating, Specialty Movie Theatres/IMAX
- Average** interest for travelling within Canada (Above Average for: Banff, BC, Vancouver, Victoria), Multicultural Corners from Alberta spent an average of **\$1,607** (Average) on their last vacation.
- 78%** currently use Facebook (Average), **43%** use Instagram (Average), **31%** use Twitter (Above Average) and **75%** use YouTube (Average).

Market Sizing



Total Population

Target Group: 165,920 | 3.7%
Market: 4,440,749



Total Households

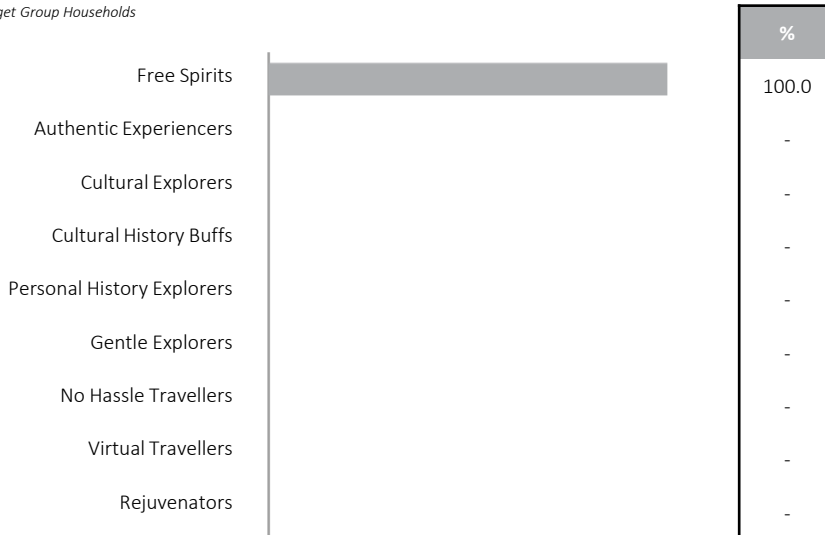
Target Group: 52,077 | 3.2%
Market: 1,641,221

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Calgary, AB (CY)	57.8	6.0	188	504,796	30.8
Edmonton, AB (CY)	40.8	5.4	170	393,824	24.0
Brooks, AB (CY)	0.3	3.3	103	5,318	0.3
Wood Buffalo, AB (SM)	0.3	0.6	18	27,102	1.7
Strathcona County, AB (SM)	0.2	0.3	8	38,465	2.3
Chestermere, AB (CY)	0.2	1.2	37	7,133	0.4
Okotoks, AB (T)	0.1	0.5	16	10,914	0.7
St. Albert, AB (CY)	0.1	0.2	6	25,901	1.6
Lethbridge, AB (CY)	0.1	0.1	2	41,224	2.5
Red Deer, AB (CY)	0.1	0.1	2	43,182	2.6

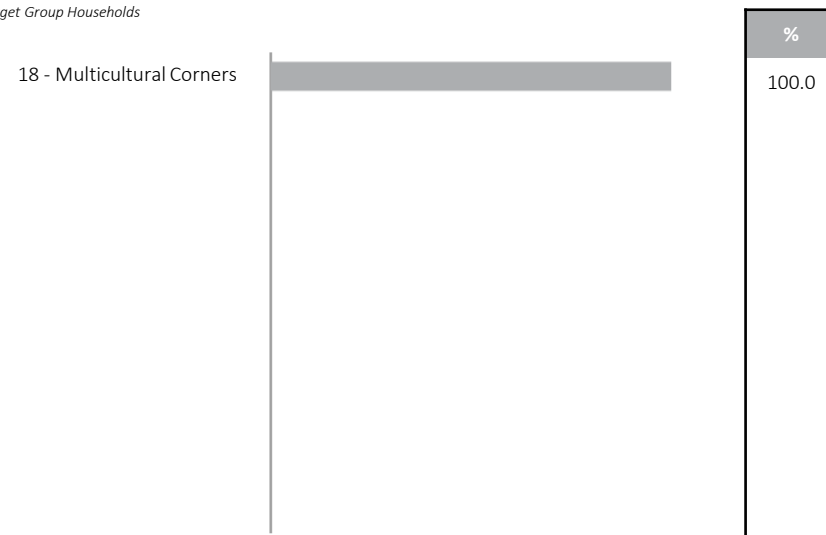
EQ Segments

% of Target Group Households

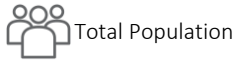


Top PRIZM Segments

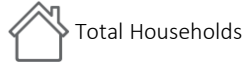
% of Target Group Households



Demographic Profile



Total Population
Target Group: 165,920 | 3.7%
Market: 4,440,749

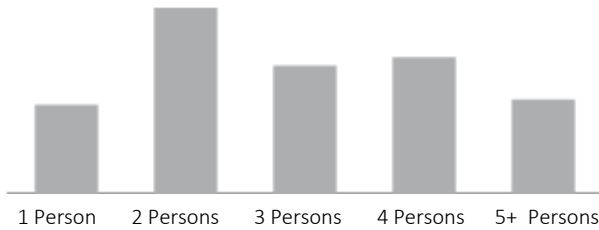


Total Households
Target Group: 52,077 | 3.2%
Market: 1,641,221

Average Household Income

\$125,542
(99)

Household Size*



Median Household
Maintainer Age

50
(101)

Marital Status**



Married/Common-Law

Family Composition***



Couples With Kids at Home

Education**



High School Certificate Or
Equivalent

Visible Minority Presence*



Belong to a visible minority
group

Non-Official Language*



No knowledge of English or
French

Immigrant Population*



Born outside Canada

Psychographics**

Strong Values

Weak Values

Financial Security	127	77	Obedience to Authority
Multiculturalism	127	78	Attraction to Nature
Fear of Violence	125	84	Fulfilment Through Work
Legacy	124	84	Propriety
Rejection of Authority	122	86	Sexual Permissiveness

Key Social Values

Multiculturalism Index = 127	Legacy Index = 124	Social Learning Index = 122
Traditional Family Index = 121	Confidence in Advertising Index = 120	Primacy of Environmental Protection Index = 120
National Pride Index = 117	Community Involvement Index = 116	Emotional Control Index = 116
Work Ethic Index = 115	Consumption Evangelism Index = 114	Pursuit of Originality Index = 110

































Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	80.2	99
Home exercise & home workout	60.5	104
Camping	59.2	102
Playing video games	56.1	116
Gardening	55.5	96

Top 5 Activities Attended*	% Comp	Index
Other activities & attractions	51.5	113
Auditoriums, arenas & stadiums (any)	47.8	106
Sporting events	45.2	116
Bars & restaurant bars	44.6	114
Movies at a theatre/drive-in	44.1	107

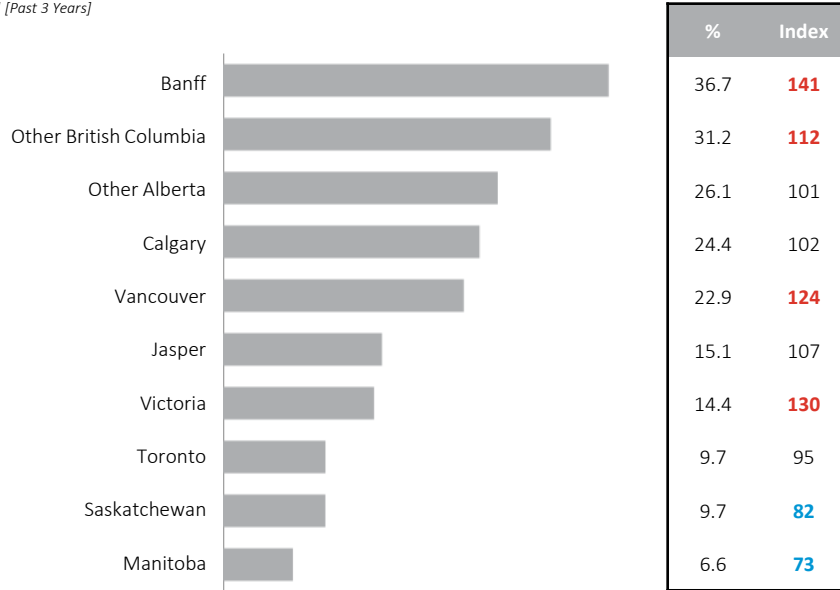
Key Tourism Activities**

<p>Camping</p>  <p>59.2% (102)</p>	<p>Swimming</p>  <p>54.2% (100)</p>	<p>Hiking & backpacking</p>  <p>49.4% (114)</p>	<p>Cycling</p>  <p>46.2% (93)</p>	<p>Sporting events</p>  <p>45.2% (116)</p>	<p>Bars & restaurant bars</p>  <p>44.6% (114)</p>	<p>National or provincial park</p>  <p>42.9% (101)</p>	<p>Parks & city gardens</p>  <p>39.2% (100)</p>
<p>Ice skating</p>  <p>35.4% (111)</p>	<p>Photography</p>  <p>33.4% (102)</p>	<p>Golfing</p>  <p>32.4% (103)</p>	<p>Zoos & aquariums</p>  <p>30.8% (101)</p>	<p>Canoeing & kayaking</p>  <p>29.1% (94)</p>	<p>Specialty movie theatres/IMAX</p>  <p>26.4% (117)</p>	<p>Fishing & hunting</p>  <p>24.9% (86)</p>	<p>Pilates & yoga</p>  <p>23.1% (108)</p>
<p>Theme parks, waterparks & water slides</p>  <p>22.9% (112)</p>	<p>Historical sites</p>  <p>20.2% (97)</p>	<p>Downhill skiing</p>  <p>20.1% (101)</p>	<p>Cross country skiing & snowshoeing</p>  <p>19.8% (110)</p>	<p>Hockey</p>  <p>13.9% (85)</p>	<p>Video arcades & indoor amusement centres</p>  <p>13.9% (106)</p>	<p>Dinner theatres</p>  <p>13.0% (105)</p>	<p>ATV & snowmobiling</p>  <p>10.4% (64)</p>
<p>Power boating & jet skiing</p>  <p>10.3% (88)</p>	<p>Adventure sports</p>  <p>10.0% (83)</p>	<p>Beer, food & wine festivals</p>  <p>9.6% (104)</p>	<p>Curling</p>  <p>8.8% (93)</p>	<p>Inline skating</p>  <p>8.0% (132)</p>	<p>Snowboarding</p>  <p>7.2% (99)</p>	<p>Marathon or similar event</p>  <p>5.3% (84)</p>	<p>Music festivals</p>  <p>4.9% (63)</p>

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]



Vacation Booking*

Used [Past 3 Years]

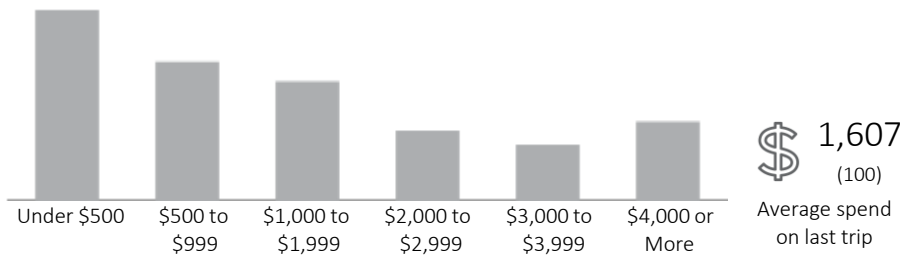


Booked With [Past Year]**



Vacation Spending

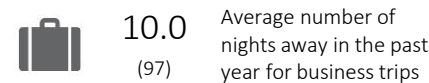
Spent Last Vacation



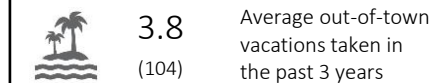
\$1,607
(100)
Average spend on last trip

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 61.1% (105)	 Friends/relatives 34.4% (97)	 All-inclusive resort 17.3% (96)	 Camping 30.3% (121)	 Vacation rental by owner 20.5% (100)	 Motel 17.6% (106)	 Cottage 6.4% (88)
 B&B 14.0% (118)	 Condo/apartment 10.6% (113)	 RV/camper 11.6% (75)	 Cruise ship 7.6% (99)	 Package tours 2.9% (89)	 Spa resort 2.4% (86)	 Boat 3.1% (125)









Airline Preferences**

Flown [Past Year]

 Air Canada 34.0% (111)	 West Jet 43.6% (103)	 Air Transat 3.0% (96)	 Porter Airlines 0.0% (32)	 Other Canadian 2.8% (76)
 Delta Airlines 7.7% (128)	 United Airlines 6.7% (147)	 American Airlines 5.3% (197)	 Other American 1.1% (74)	
 European Airlines 3.2% (98)	 Asian Airlines 1.0% (77)	 Other Charter 2.7% (88)	 Other 3.0% (75)	

Car Rental*

Rented From [Past Year]

 Enterprise 5.6% (97)	 Budget 2.6% (91)	 Avis 1.7% (68)	 U-Haul 1.3% (87)
 Hertz 1.6% (166)	 National (!) 1.8% (172)	 Discount (!) 0.1% (55)	 Other Rentals 2.9% (118)

Media

Overall Level of Use

Radio



13 hours/week
(102)

Television



1,136 minutes/week
(92)

Newspaper



1 hours/week
(90)

Magazine



5 minutes/day
(75)

Internet



281 minutes/day
(105)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	22.1	103
Adult Contemporary	21.3	132
Mainstream Top 40/CHR	19.5	128
Classic Hits	19.1	112
Today's Country	16.5	92
Multi/Variety/Specialty	13.1	108
Hot Adult Contemporary	12.9	124
AOR/Mainstream Rock	12.5	122
All News	9.1	168
Modern/Alternative Rock	8.3	129

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	49.8	101
Evening local news	37.6	103
Hockey (when in season)	30.2	102
Primetime serial dramas	26.2	97
News/current affairs	24.1	102
Home renovation/decoration shows	23.2	99
CFL football (when in season)	21.5	102
Suspense/crime dramas	20.9	84
Documentaries	20.2	88
Cooking programs	20.2	104

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	51.9	101
National News	46.1	99
International News & World	44.5	100
Movie & Entertainment	32.6	101
Sports	25.9	88
Editorials	25.8	91
Health	25.4	90
Food	24.8	92
Business & Financial	23.9	106
Travel	21.2	92

Top Magazine Publications*

Read [Past Month]

	%	Index
Other U.S. magazines	7.0	118
Other English-Canadian	4.9	84
CAA Magazine	4.9	77
Cineplex Magazine	4.8	121
Canadian Living	3.7	78
People	3.3	89
Reader's Digest	2.9	87
Maclean's	2.9	63
National Geographic	2.8	63
Canadian Geographic	2.4	107

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	72.3	104
Send/receive a text/instant message	68.9	106
Use apps	61.4	114
Participate in an online social network	60.8	104
Do banking/pay bills online	57.5	108
Take pictures/video	56.0	98
Use maps/directions service	49.5	97
Internet search - business, services, products	46.1	110
Watch a subscription-based video service	44.2	112
Access a news site	36.9	100

Top Mobile Activities*

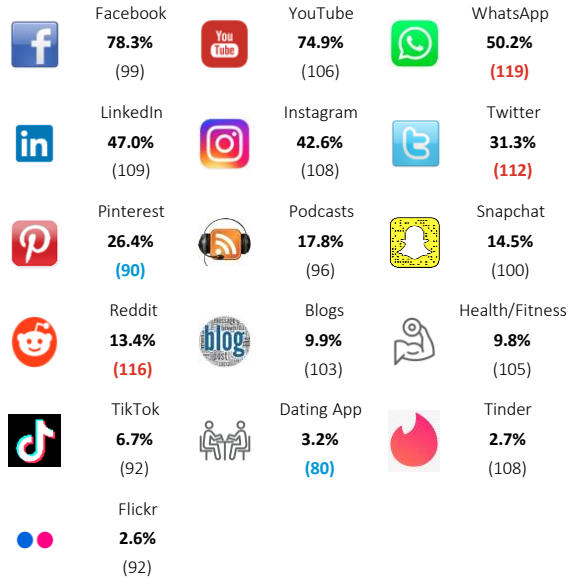
Activity [Past Week]

	%	Index
Send/receive a text/instant message	66.8	107
Send/receive email	58.5	107
Use apps	57.7	113
Take pictures/video	53.3	98
Participate in an online social network	52.4	106
Use maps/directions service	43.6	99
Do banking/pay bills online	36.8	111
Internet search - business, services, products	34.9	117
Listen to music via streaming video service	26.1	120
Access a news site	25.5	98

Media

Social Media Platforms

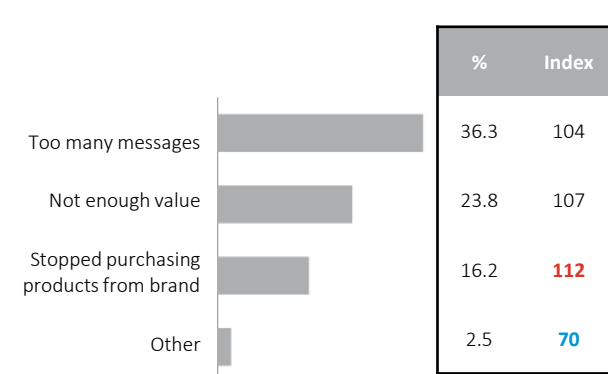
Usage [Currently Use]



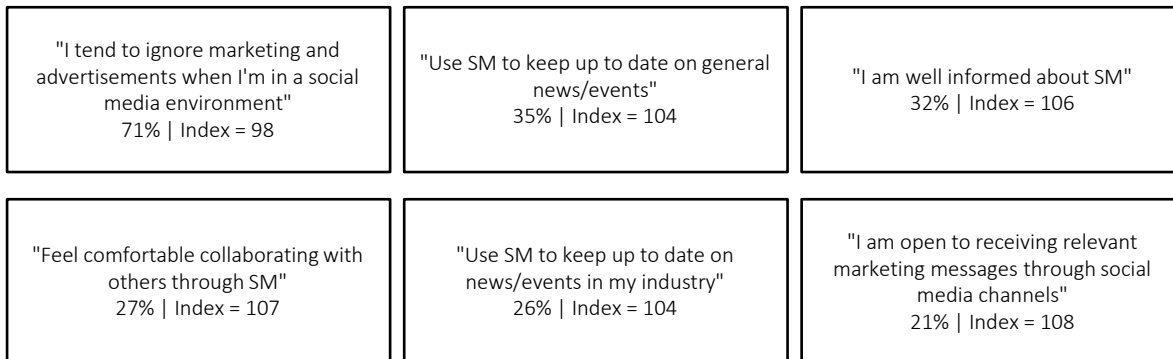
Reasons to Follow Brands



Reasons to Unfollow Brands

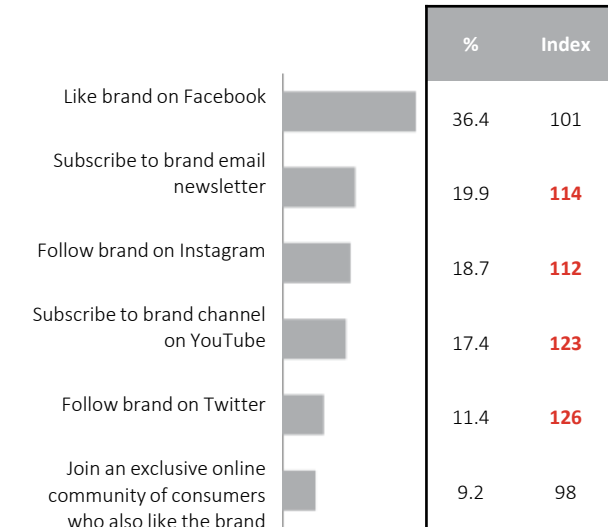


Social Media Attitudes



Actions Taken using Social Media

Variables with Response "Yes"



Product Preferences

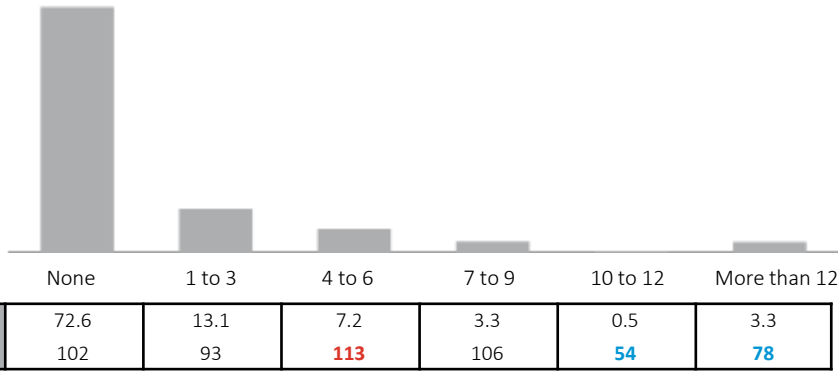
Variables with "Agree" Statements

"I would like to eat healthy foods more often" 76% Index = 101	"I have tried a product/service based on a personal recommendation" 69% Index = 98	"I generally achieve what I set out to do" 66% Index = 98	"I like to try new places to eat" 59% Index = 103	"I am very concerned about the nutritional content of food products I buy" 59% Index = 96
"I consider myself to be informed on current events or issues" 59% Index = 98	"I like to cook" 58% Index = 102	"Family life and having children are most important to me" 58% Index = 96	"I am interested in learning about different cultures" 58% Index = 102	"I value companies who give back to the community" 56% Index = 94
"I offer recommendations of products/services to other people" 53% Index = 93	"When I shop online I prefer to support Canadian retailers" 52% Index = 102	"I make an effort to buy local produce/products" 51% Index = 92	"I like to try new and different products" 47% Index = 95	"It's important to buy products from socially-responsible/environmentally-friendly companies" 47% Index = 98
"I am adventurous/"outdoorsy" 41% Index = 103	"Free-trial/product samples can influence my purchase decisions" 37% Index = 94	"Staying connected via social media is very important to me" 32% Index = 101	"I prefer to shop online for convenience" 32% Index = 103	"I am willing to pay more for eco-friendly products" 28% Index = 99
"Advertising is an important source of information to me" 26% Index = 98	"I lead a fairly busy social life" 26% Index = 104	"I consider myself to be sophisticated" 21% Index = 100	"Vegetarianism is a healthy option" 20% Index = 90	"I enjoy being extravagant/indulgent" 15% Index = 80

Product Preferences

Beer Consumption

Drinks [Past Week]



Drinks

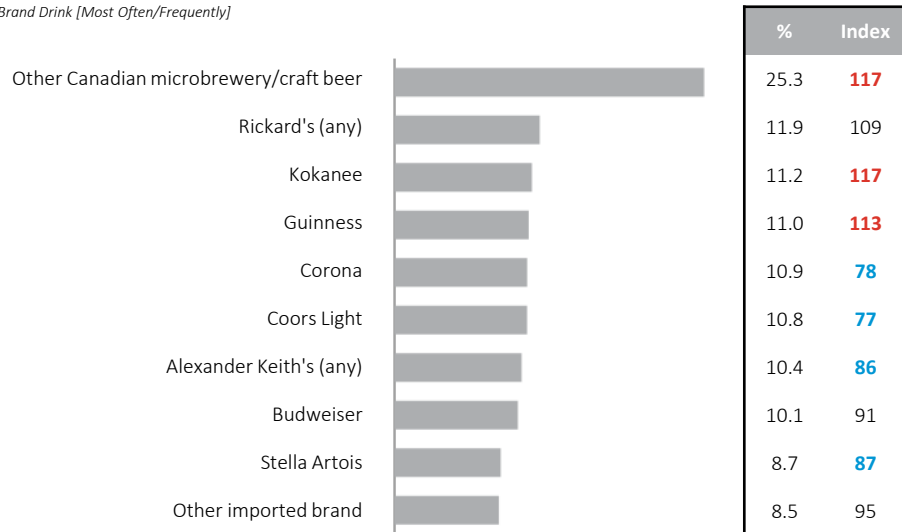
Drank [Past Month]	% Comp	Index
Canadian wine	12.9	107
Cider	9.3	124
Liqueurs (any)	7.1	65

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	11.5	88

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	25.3	117

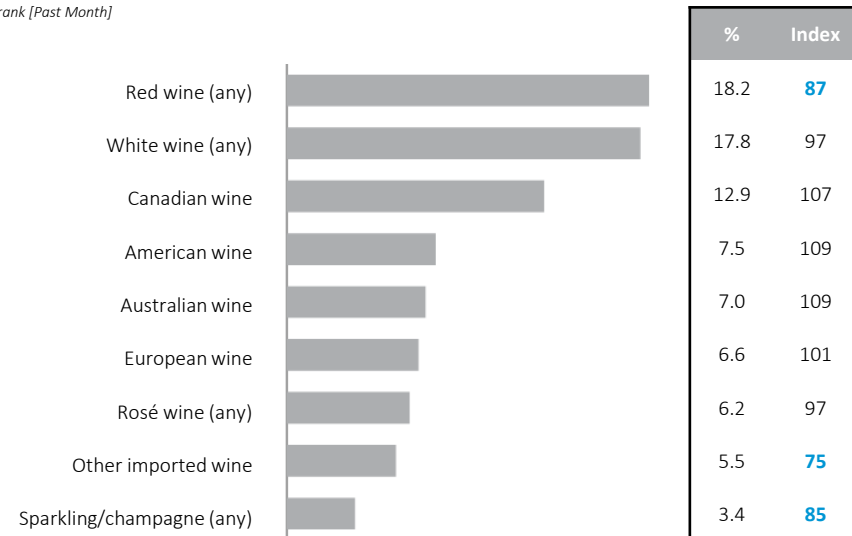
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]

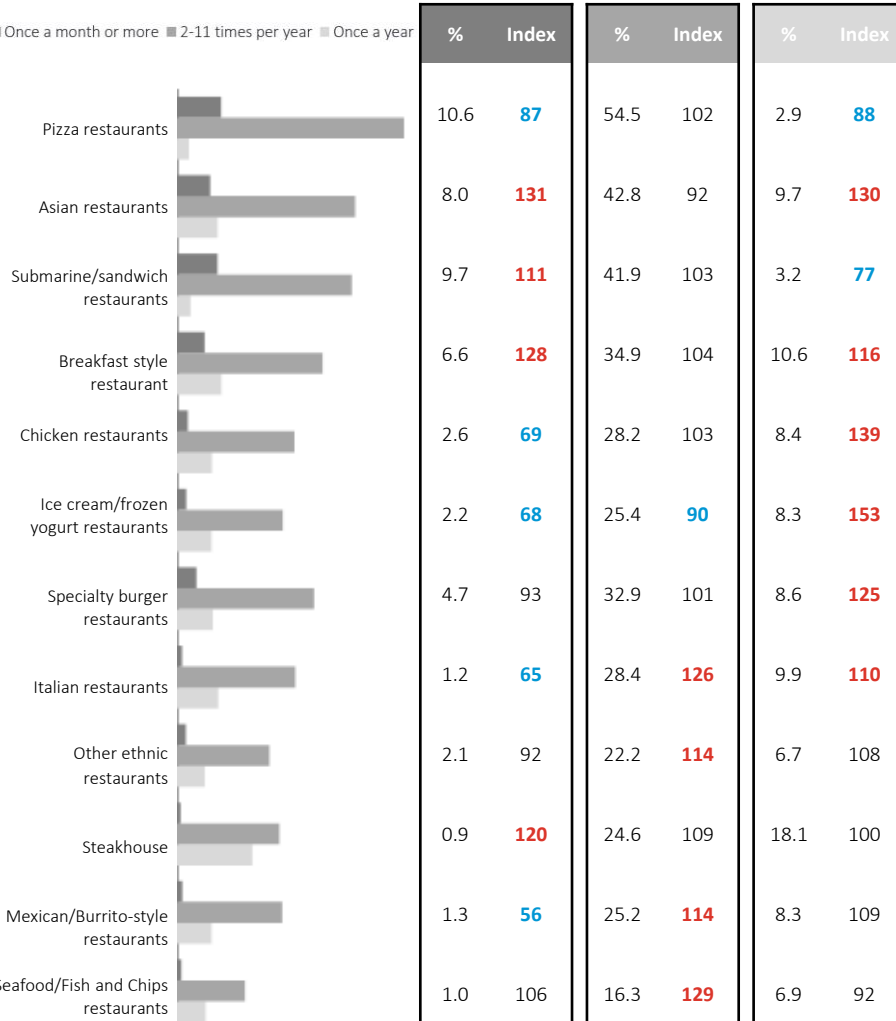


Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

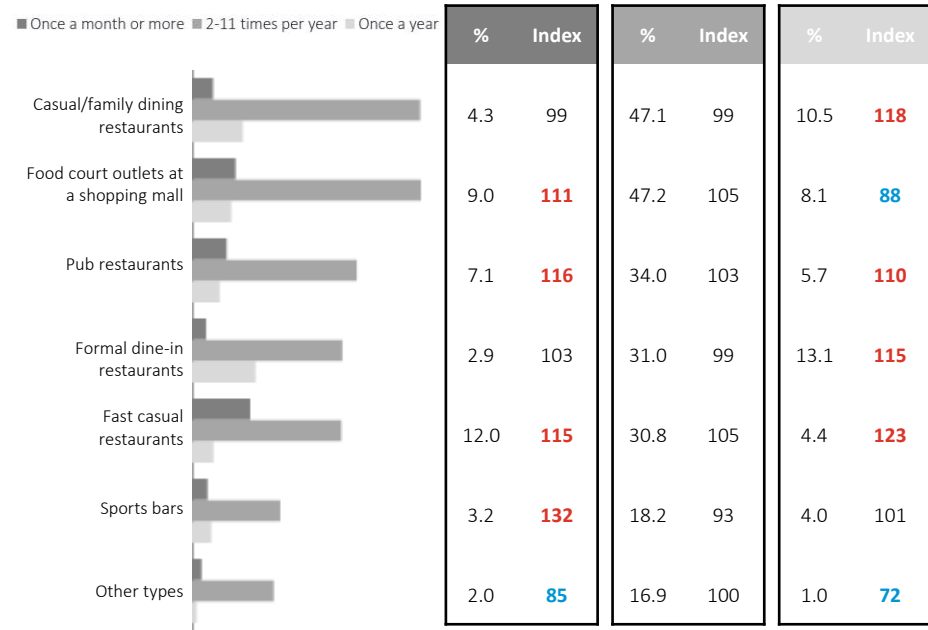
■ Once a month or more ■ 2-11 times per year ■ Once a year



Restaurant Service Type*

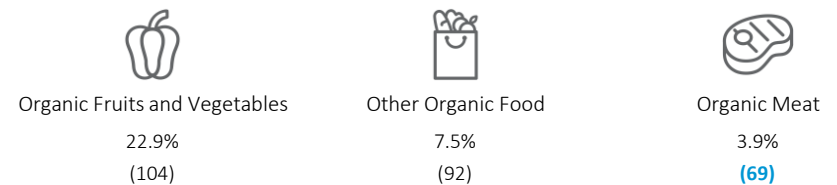
Frequency of Visiting [Past Year]

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



Purchased Organic Food

Done [Past Week]



Product Preferences

Demographics



Rent
14.9%
(54)



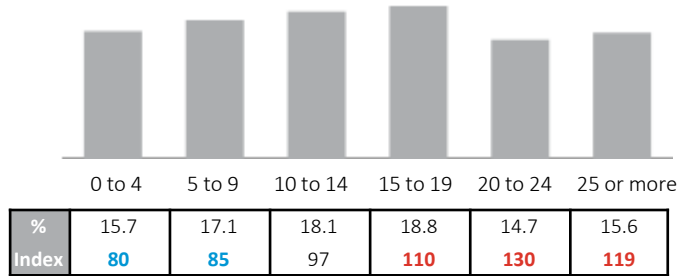
Own
85.1%
(118)



Households with
Children at Home

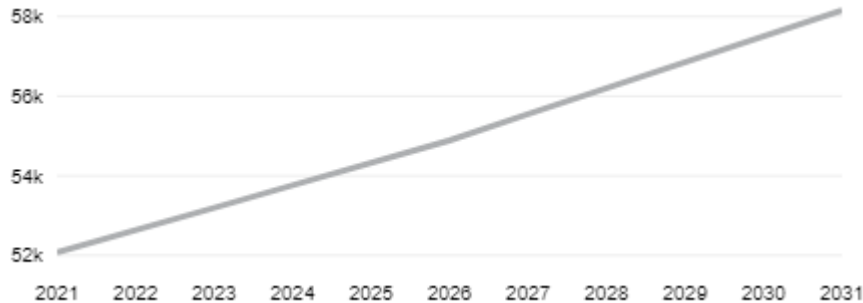
56.9%
(134)

Age of Children at Home



Demographic Trends

Household Projections

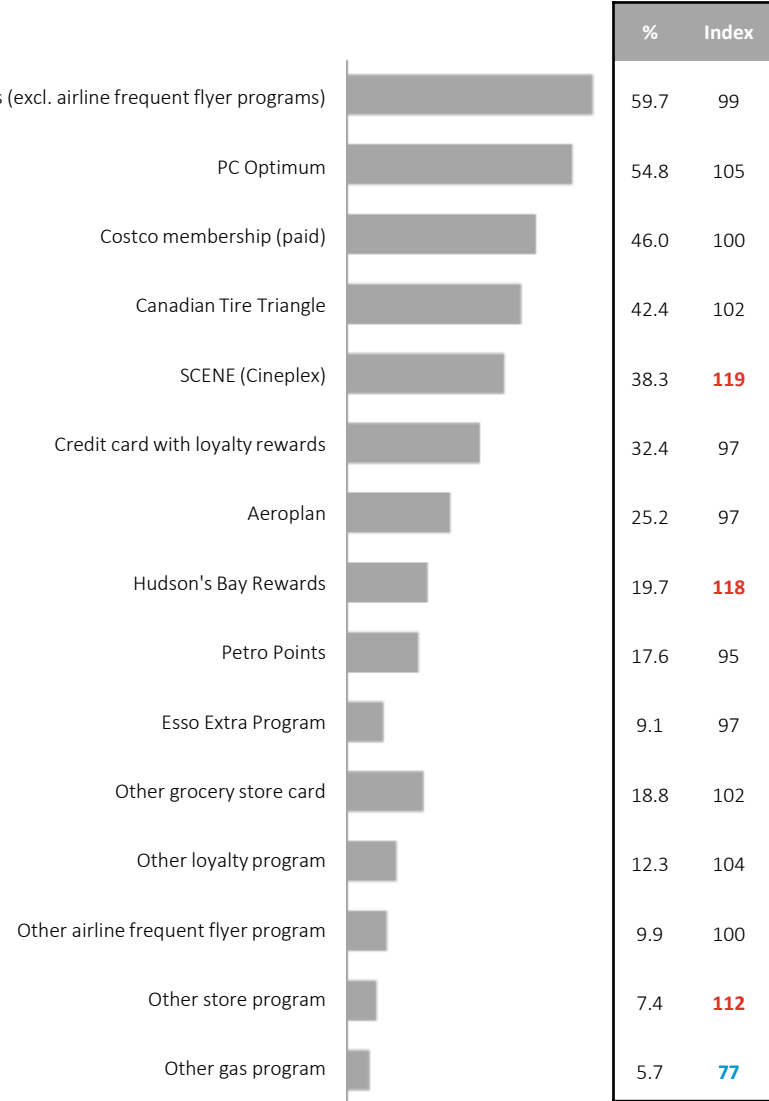


Name	2021	2024	2026	2031
Count	52,077	53,759	54,888	58,154
% Change	-	3.2	5.4	11.7
Index	-	74	74	83

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	72.3	104	58.5	107	11.9	97			
Send/receive a text/instant message	68.9	106	66.8	107	6.2	93			
Participate in an online social network	60.8	104	52.4	106	11.1	112			
Do banking/pay bills online	57.5	108	36.8	111	5.6	112			
Take pictures/video	56.0	98	53.3	98	5.2	97			
Use apps	61.4	114	57.7	113	16.2	121			
Use maps/directions service	49.5	97	43.6	99	4.1	126			
Internet search - business, services, products	46.1	110	34.9	117	9.6	113			
Watch a subscription-based video service (e.g. Netflix)	44.2	112	18.2	96	11.3	125			
Watch free streaming music videos	33.6	107	23.1	98	5.7	103			
Watch other online free streaming videos	33.8	119	23.7	116	5.5	97			
Compare products/prices while shopping	25.9	94	17.9	91	4.7	120			
Play/download online games	33.3	102	24.2	108	7.8	92			
Research products/services	27.7	101	18.4	106	5.9	117			
Listen to music via streaming video service (e.g. YouTube)	34.2	115	26.1	120	5.6	117			
Share/refer/link friends to a website or an article	17.9	87	14.5	88	2.2	81			
Listen to Internet-only music service (e.g. Spotify)	21.8	93	17.7	86	1.6	76			
Purchase products or services	24.7	109	13.0	108	4.7	136			
Consult consumer reviews	21.3	105	13.6	106	3.7	126			
Use online telephone directory	14.6	90	10.7	92	1.9	90			
Use ad blocking software	10.8	70	3.7	74	1.0	79			
Download any video content (free or paid)	14.2	100	5.2	79	3.8	135			
Read or look into online newspapers	11.2	105	6.1	98	2.8	112			
Download music/MP3 files (free or paid)	15.4	96	11.5	91	2.8	206			
Click on an Internet advertisement	13.1	96	9.2	94	2.6	129			
Listen to a podcast	19.0	133	16.7	139	1.8	121			
Listen to a radio broadcast via streaming audio	7.1	87	4.0	84	1.6	79			
Download/print/redeem discount coupon	12.4	123	8.1	133	0.7	64			
Watch a TV broadcast via streaming video	7.6	97	2.6	106	1.5	102			
Enter online contests	6.4	105	4.4	106	0.9	121			
Place/respond to an online classified advertisement	7.8	115	5.0	101	1.8	191			
Receive store offers by SMS	8.0	104	7.3	102	-	-			
Read or look into online magazines	4.5	86	3.0	127	1.0	61			
Scan mobile tagging barcode/QR	3.8	107	3.7	109	-	-			
Watch streaming purchased/rented videos (e.g. iTunes)	2.4	82	-	-	-	-			
Purchase group deal (e.g. Groupon)	2.3	128	1.2	113	-	-			

Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	36.9	100	25.5	98	7.9	108
Access food/recipes content	31.8	106	21.6	108	5.8	77
Access health-related content	15.3	94	9.5	95	3.6	96
Access professional sports content	13.6	107	10.5	106	2.8	113
Access restaurant guides/reviews	13.2	113	10.3	115	1.9	106
Access travel content	10.6	113	5.4	101	2.0	99
Access real estate listings/sites	9.6	103	5.7	115	1.1	112
Access a radio station's website	9.2	97	4.7	102	1.5	94
Access home decor-related content	7.4	103	4.2	102	1.0	60
Access celebrity gossip content	7.5	100	5.1	99	1.3	137
Access a TV station's website	8.0	106	3.7	133	1.8	167
Access fashion or beauty-related content	4.4	74	3.6	72	0.6	71
Access automotive news/content	4.6	98	2.9	92	0.7	115

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	38.6	94
General information from the Internet/websites	36.7	106
Coupons	34.9	104
Apps/online flyers	31.6	102
Direct email offers	26.2	103
Local store catalogues	20.3	91
Flyers inserted into a community newspaper	18.3	83
Flyers inserted into a daily newspaper	15.4	91
Mail order	6.5	87
Yellow Pages (online)	2.0	85
Yellow Pages (print)	1.8	54

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	40.7	114
On street furniture (e.g. bus benches)	26.3	117
Digital billboards	26.1	107
On bus exteriors	24.6	107
Inside shopping malls	21.7	113
Inside public washrooms	16.1	100
On transit shelters	15.9	112
Inside buses	11.3	131
Inside movie theaters	8.9	100
Inside commuter trains	6.4	143
Inside airports	5.5	107
Screens inside elevators	5.2	121
On subway/metro platforms	4.8	141
On taxis	3.2	113
Inside subway/metro cars	3.1	117

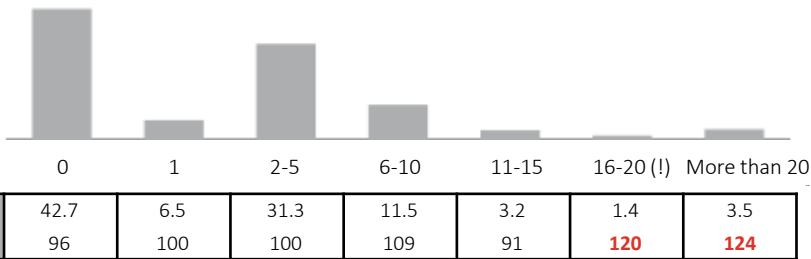
Social Media Usage

Social Media Overview

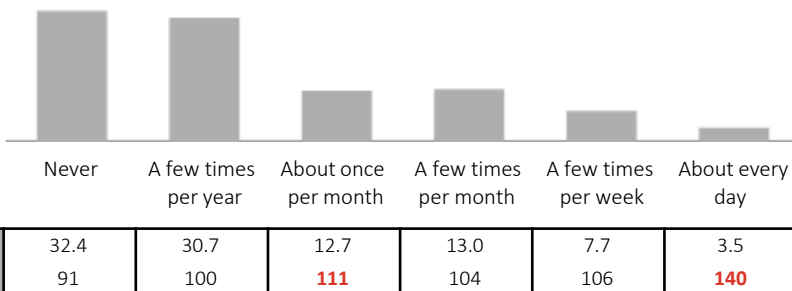
- **Internet and Social Media Usage: 46%** search for Businesses, Services and Products online (Above Average), **11%** access Travel Content Websites (Above Average).
- **68%** of Multicultural Corners from Alberta tend to access social media on their mobile phones during the morning hours, **67%** during the afternoon hours.
- **8%** seek recommendations for Vacation/Travel Information via social media (Average).

Brand Interaction

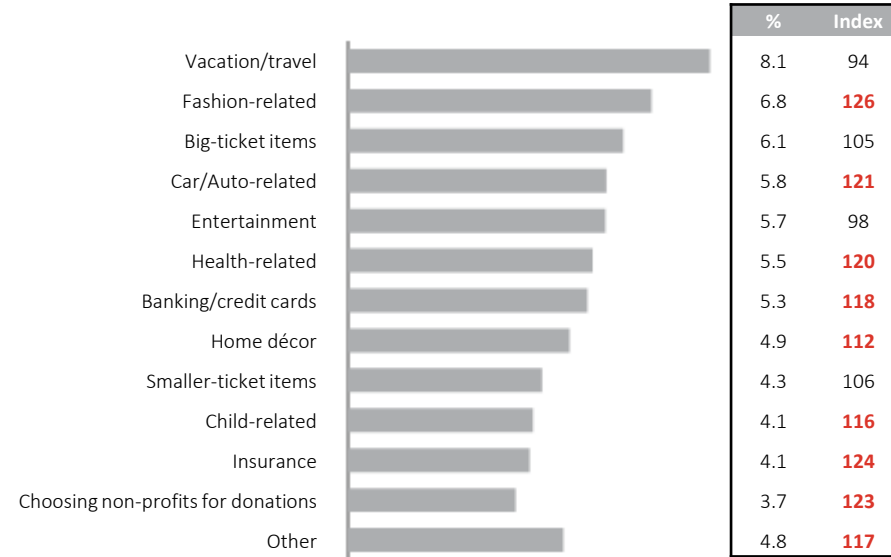
Number of Brands Interacted with via Social Media
[Past Year]



Rate or Review Products or Services
[Frequency of Participation]



Seek Recommendations via Social Media*



Top Social Media Attitudes**

71% 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"
71% | Index = 98

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
65% | Index = 95

"Use SM to stay connected with personal contacts"
43% | Index = 103

Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
Watch video online	46.5	102
View friends' photos online	45.5	101
Chat in online chats	42.4	107
Read status updates/tweets	38.8	102
Read article comments	38.1	101
Listen to radio or stream music online	34.6	102
Share links with friends and colleagues	26.5	102
Click links in news feeds	22.6	115
Read blogs	16.4	118
Play games with others online	12.9	87
Rate or review products online	11.2	115
Post photos online	11.0	90
Check in with locations	10.7	125
Chat in online forums	10.7	103
Comment on articles or blogs	9.7	106
Update your status on a social network	9.6	100
Share your GPS location	9.4	118
Post videos online	6.2	107
Publish blog, Tumblr, online journal	4.5	115

Social Media Uses*

A few times per week or more

	%	Index
Stay connected with family	46.3	102
Keep up to date on general news/events	45.2	102
Stay connected with personal contacts	42.9	99
Keep up to date on news/events in my industry	28.0	111
Stay connected with work/professional contacts	18.2	101

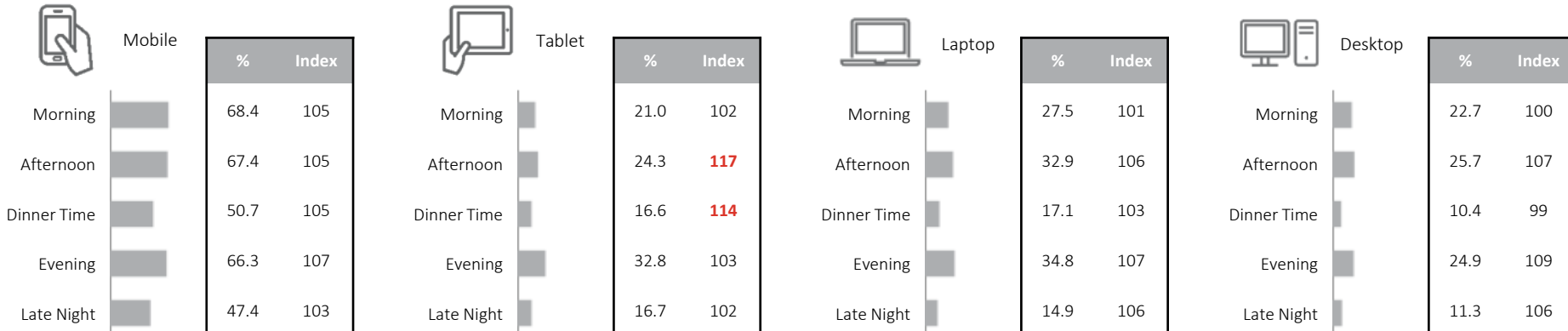
Number of Connections

Across all social media

	%	Index
0-49	33.7	98
50-99	12.3	94
100-149	11.3	101
150-199	9.8	120
200-299	9.4	109
300-399	5.3	89
400-499	4.8	102
500-1000	8.9	107
More than 1000	4.5	79

Social Media Access

Typically use

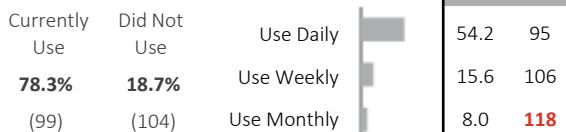


Social Media Usage

Facebook



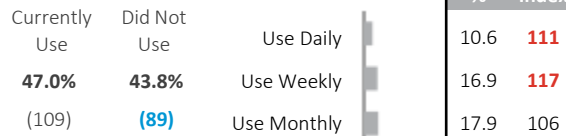
Frequency of Use
[Past Year]



LinkedIn



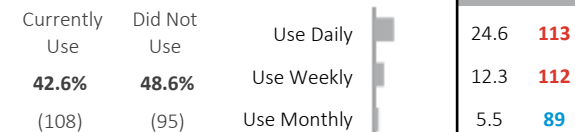
Frequency of Use
[Past Year]



Instagram



Frequency of Use
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	54.2	99
Comment/Like other users' posts	42.1	94
Watch videos	41.4	102
Use Messenger	40.4	95
Watch live videos	18.1	100
Like or become a fan of a page	14.2	116
Post photos	12.7	104
Update my status	12.3	106
Click on an ad	11.5	103
Create a Facebook group or fan page	7.5	141
Post videos	7.5	105
Give to a Facebook fundraiser (!)	4.3	127
Create a Facebook fundraiser (!)	3.6	132

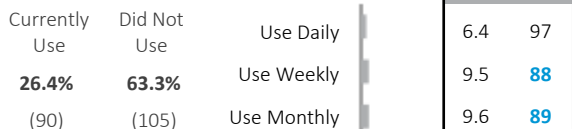
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	12.2	109
View a job posting	9.4	113
Search and review other profiles	7.7	119
Watch videos	7.6	110
Create a connection	5.7	120
Click on an ad (!)	5.1	149
Comment on content	4.5	111
Request a recommendation (!)	4.2	146
Update your profile information	3.7	113
Post an article, video or picture (!)	3.7	122
Join a LinkedIn group (!)	3.7	143
Participate in LinkedIn forums (!)	3.3	138

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	31.6	113
Like photos/videos	26.3	114
Comment on photos/videos	15.1	117
Send direct messages	14.3	115
Watch live videos	12.5	113
View a brand's page	11.9	140
Post photos/videos	9.8	122
Watch IGTV videos	8.3	124
Click on ads	7.0	143

Pinterest



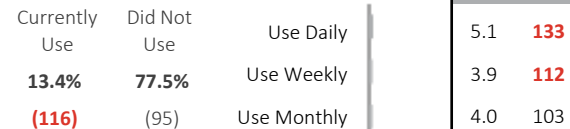
Frequency of Use
[Past Year]



Reddit



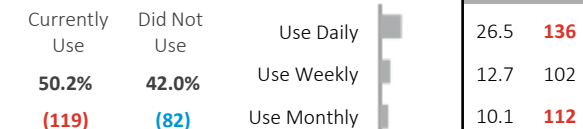
Frequency of Use
[Past Year]



WhatsApp



Frequency of Use
[Past Year]



Participate In* (at least a few times per month)	% Comp	Index
View content	9.9	122
Follow specific Subreddits	4.9	117
Vote on content	3.8	117
Post content	2.7	123

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	34.2	126
Send/receive images	31.4	126
Use group chats	24.0	127
Send/receive documents and files	14.9	134
Use voice calls	14.4	114

Social Media Usage

Twitter



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
31.3%	58.8%		15.0	119
(112)	(93)	Use Weekly	8.6	106
		Use Monthly	7.0	111

YouTube



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
74.9%	15.1%		33.2	113
(106)	(89)	Use Weekly	29.4	112
		Use Monthly	12.0	84

Snapchat



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
14.5%	78.7%		6.7	94
(100)	(99)	Use Weekly	4.2	103
		Use Monthly	3.5	122

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	21.7	119
Watch videos	12.6	115
Tweet	9.3	137
Retweet	8.8	126
Share a link to a blog post or article of interest	7.8	127
Respond to tweets	7.5	120
Watch live videos	6.9	109
Send or receive direct messages	6.5	110
Follow users who follow you	6.0	106
Actively follow new users	5.4	108
Click on an ad	3.7	112

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	52.5	110
Like or dislike videos	17.9	110
Watch live videos	17.5	113
Share videos	11.7	133
Leave comment or post response on video	7.9	111
Click on an ad	6.7	105
Embed a video on a web page or blog	6.2	143
Create and post a video	6.0	157

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	7.7	89
Send photos/videos	6.6	92
Send direct text messages	6.0	86
Read Snapchat discover/News	4.4	112
Use filters or effects	4.0	90
Use group chat	3.8	96
View a brand's snaps	2.9	115
Use video chat	2.1	93
View ads	1.5	81

Audio Podcasts



Currently Use	Did Not Use
17.8%	66.3%
(96)	(98)

Frequency of Use
[Past Year]

	%	Index
Use Daily	5.3	101
Use Weekly	5.9	85
Use Monthly	6.0	102

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	5.0	97
Listen to an educational podcast	5.0	108
Listen to a news podcast	4.4	96
Listen to a comedy podcast	3.4	97
Listen to a technology focused podcast	3.2	115
Subscribe to another genre of podcast	3.2	108
Listen to a sports podcast	3.1	103
Listen to a business podcast	3.0	93
Subscribe to a sports podcast**	2.6	105
Subscribe to a news podcast	2.0	96
Subscribe to a technology podcast (!)	2.0	109
Subscribe to a comedy podcast (!)	1.6	92
Subscribe to an educational podcast	1.5	69
Subscribe to a business podcast (!)	1.3	79

Other Social Media Platforms

Tinder



Currently Use	Did Not Use
2.7%	93.7%
(108)	(99)

Tik Tok



Currently Use	Did Not Use
6.7%	87.2%
(92)	(100)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	0.6	58
Use Weekly (!)	1.6	187