

**Overview**

- Of the 67 PRIZM Clusters identified in Canada, Multiculture-ish rank **14<sup>th</sup>**, making up **44,496** households, or **2.7%** of the total Households in Alberta (1,641,221).
- The Median Household Maintainer Age is **48**, **65%** of couples have children living at home (Above Average).
- Above Average Household Income of **\$168,915** compared to Alberta at \$126,807.
- Top 3 Social Values:** Legacy, Consumption Evangelism, Primacy of the Family
- Top Tourism Activities:** Swimming, Camping, Cycling, Above Average interest in: Attending Sporting Events, Ice Skating, Golf, Theme Parks, Cross Country Skiing/Snowshoeing
- Average** interest for travelling within Canada (Above Average for: Banff, BC, Vancouver, Toronto, Ontario), Multiculture-ish from Alberta spent an average of **\$1,699** (Average) on their last vacation.
- 78%** currently use Facebook (Average), **45%** use Instagram (Above Average), **32%** use Twitter (Above Average) and **75%** use YouTube (Average).

**Market Sizing**



Total Population

Target Group: 151,651 | 3.4%  
Market: 4,440,749



Total Households

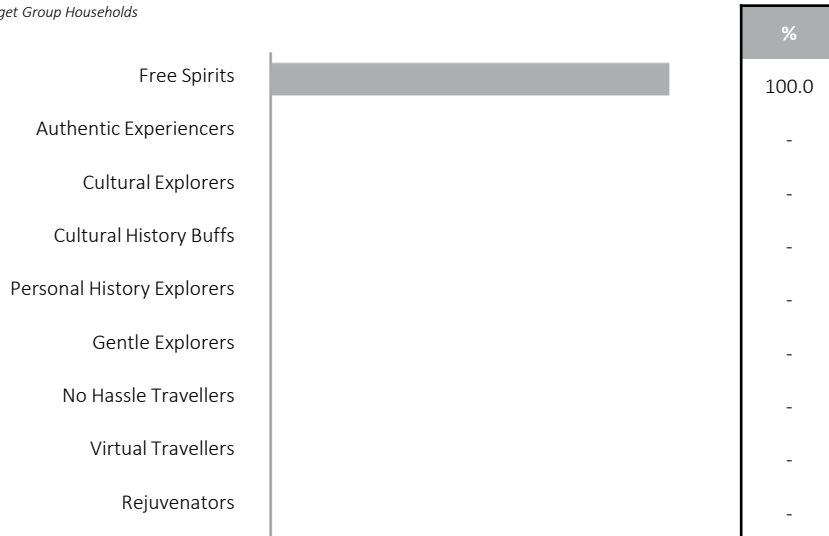
Target Group: 44,496 | 2.7%  
Market: 1,641,221

**Top Geographic Markets**

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Calgary, AB (CY)	73.3	6.5	<b>238</b>	504,796	30.8
Edmonton, AB (CY)	24.9	2.8	104	393,824	24.0
Chestermere, AB (CY)	1.0	6.2	<b>229</b>	7,133	0.4
Wood Buffalo, AB (SM)	0.7	1.2	<b>42</b>	27,102	1.7
St. Albert, AB (CY)	0.1	0.1	<b>4</b>	25,901	1.6
Rocky View County, AB (MD)	0.0	0.1	<b>3</b>	14,250	0.9
Lethbridge, AB (CY)	0.0	0.0	<b>1</b>	41,224	2.5
Airdrie, AB (CY)	0.0	0.0	<b>1</b>	26,198	1.6
Leduc County, AB (MD)	0.0	0.1	<b>3</b>	5,286	0.3
Okotoks, AB (T)	0.0	0.0	<b>1</b>	10,914	0.7

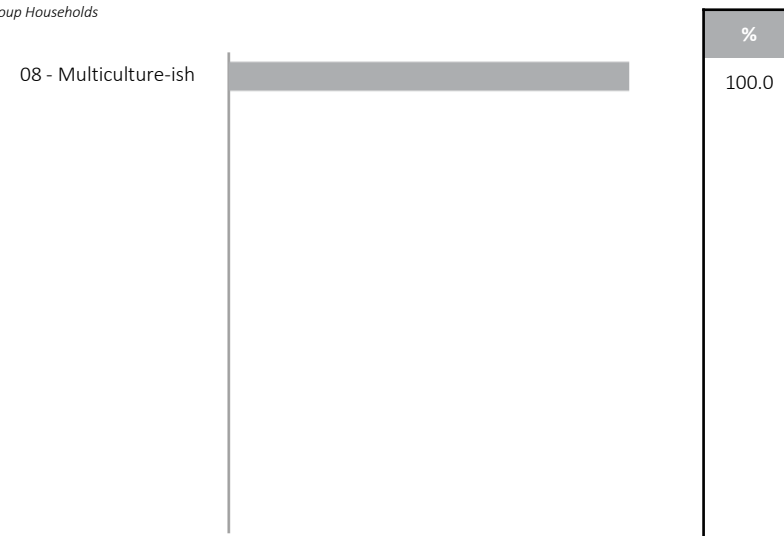
**EQ Segments**

% of Target Group Households

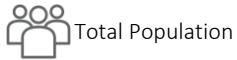


**Top PRIZM Segments**

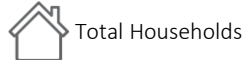
% of Target Group Households



**Demographic Profile**



**Total Population**  
Target Group: 151,651 | 3.4%  
Market: 4,440,749

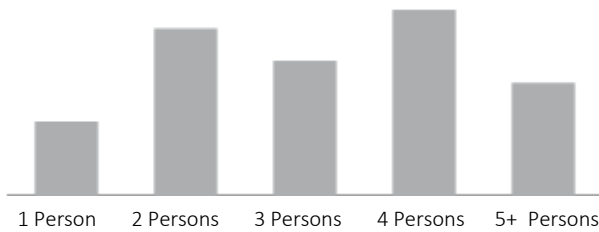


**Total Households**  
Target Group: 44,496 | 2.7%  
Market: 1,641,221

**Average Household Income**

\$168,915  
(133)

**Household Size\***



**Median Household Maintainer Age**

48  
(98)

%	11.0	24.8	20.0	27.5	16.7
<b>Index</b>	<b>46</b>	<b>72</b>	<b>124</b>	<b>179</b>	<b>161</b>

**Marital Status\*\***

67.0%  
(111)

Married/Common-Law

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

64.7%  
(139)

Couples With Kids at Home

**Education\*\***

40.6%  
(156)

University Degree

**Visible Minority Presence\***

50.7%  
(179)

Belong to a visible minority group

**Non-Official Language\***

2.3%  
(157)

No knowledge of English or French

**Immigrant Population\***

37.1%  
(166)

Born outside Canada

**Psychographics\*\***

**Strong Values**

**Weak Values**

Legacy	<b>141</b>	<b>59</b>	Fulfilment Through Work
Enthusiasm for Technology	<b>130</b>	<b>73</b>	Attraction to Nature
Ostentatious Consumption	<b>128</b>	<b>74</b>	Confidence in Small Business
Consumption Evangelism	<b>127</b>	<b>76</b>	Ethical Consumerism
Penchant for Risk	<b>127</b>	<b>82</b>	Personal Challenge

**Key Social Values**

Legacy Index = <b>141</b>	Consumption Evangelism Index = <b>127</b>	Primacy of the Family Index = <b>123</b>
Brand Genuineness Index = <b>122</b>	Traditional Family Index = <b>121</b>	Confidence in Advertising Index = <b>121</b>
Attraction For Crowds Index = <b>119</b>	Ecological Fatalism Index = <b>115</b>	Social Responsibility Index = <b>114</b>
Ecological Lifestyle Index = <b>114</b>	Emotional Control Index = <b>114</b>	Multiculturalism Index = <b>111</b>

































**Sports & Leisure**

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

Top 5 Activities Participated*	% Comp	Index
Reading	83.0	103
Home exercise & home workout	64.5	<b>111</b>
Swimming	59.1	109
Gardening	58.0	100
Camping	57.5	99

Top 5 Activities Attended*	% Comp	Index
Other activities & attractions	55.2	<b>121</b>
Auditoriums, arenas & stadiums (any)	50.8	<b>112</b>
Sporting events	48.6	<b>124</b>
National or provincial park	42.8	101
Bars & restaurant bars	42.3	108

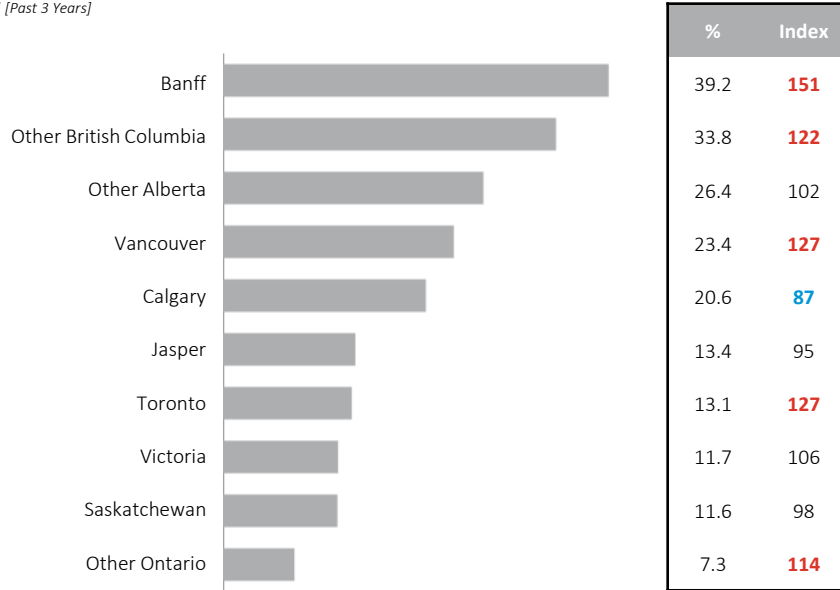
**Key Tourism Activities\*\***

Swimming  59.1% (109)	Camping  57.5% (99)	Cycling  52.3% (106)	Sporting events  48.6% <b>(124)</b>	Hiking & backpacking  46.6% (107)	National or provincial park  42.8% (101)	Bars & restaurant bars  42.3% (108)	Ice skating  37.7% <b>(119)</b>
Parks & city gardens  35.2% <b>(89)</b>	Golfing  34.6% <b>(110)</b>	Zoos & aquariums  32.5% (107)	Photography  32.0% (98)	Theme parks, waterparks & water slides  27.6% <b>(134)</b>	Canoeing & kayaking  27.0% <b>(87)</b>	Cross country skiing & snowshoeing  26.9% <b>(149)</b>	Pilates & yoga  26.5% <b>(123)</b>
Fishing & hunting  22.4% <b>(78)</b>	Specialty movie theatres/IMAX  20.7% (92)	Historical sites  20.2% (97)	Downhill skiing  20.1% (101)	Hockey  15.8% (96)	Dinner theatres  13.2% (107)	Video arcades & indoor amusement centres  12.8% (98)	Adventure sports  12.5% (103)
Power boating & jet skiing  11.8% (101)	ATV & snowmobiling  11.3% <b>(69)</b>	Curling  9.2% (96)	Beer, food & wine festivals  8.8% (95)	Marathon or similar event  8.1% <b>(128)</b>	Inline skating  7.4% <b>(123)</b>	Snowboarding  7.4% (102)	Music festivals  5.0% <b>(65)</b>

**Travel Profile**

**Top Canadian Destinations\***

Visited [Past 3 Years]



**Vacation Booking\***

Used [Past 3 Years]

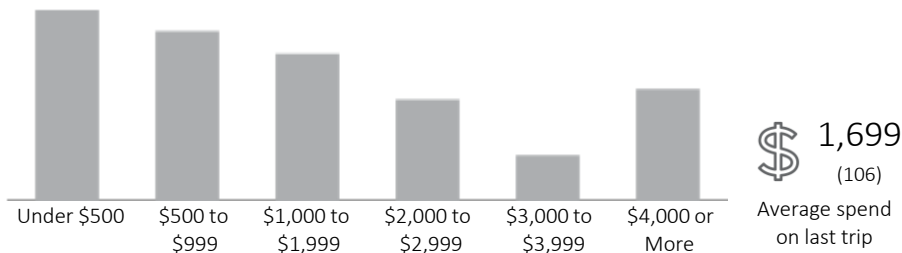


Booked With [Past Year]\*\*



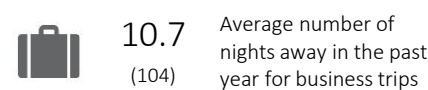
**Vacation Spending**

Spent Last Vacation

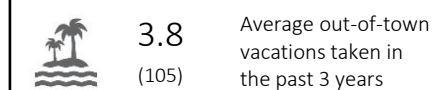


**Travel Type & Frequency**

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 66.3% <b>(114)</b>	 Friends/relatives 33.9% (95)	 All-inclusive resort 20.0% <b>(111)</b>	 Camping 24.9% (99)	 Vacation rental by owner 20.1% (98)	 Motel 16.6% (100)	 Cottage 6.7% (91)
 B&B 15.1% <b>(127)</b>	 Condo/apartment 10.6% <b>(114)</b>	 RV/camper 12.0% <b>(78)</b>	 Cruise ship 8.4% <b>(110)</b>	 Package tours 2.4% <b>(76)</b>	 Spa resort 3.4% <b>(122)</b>	 Boat 2.5% (103)









**Airline Preferences\*\***

Flown [Past Year]

 Air Canada 41.6% <b>(136)</b>	 West Jet 45.4% (107)	 Air Transat 3.8% <b>(121)</b>	 Porter Airlines 0.0% <b>(12)</b>	 Other Canadian 3.8% (102)
 Delta Airlines 7.6% <b>(128)</b>	 United Airlines 6.8% <b>(149)</b>	 American Airlines 2.2% <b>(82)</b>	 Other American 1.1% <b>(70)</b>	
 European Airlines 2.9% <b>(89)</b>	 Asian Airlines 1.7% <b>(128)</b>	 Other Charter 2.3% <b>(75)</b>	 Other 3.6% (91)	

**Car Rental\***

Rented From [Past Year]

 Enterprise 5.0% <b>(87)</b>	 Budget 2.9% (103)	 Avis 3.5% <b>(138)</b>	 U-Haul 0.9% <b>(59)</b>
 Hertz 3.0% <b>(301)</b>	 National (!) 1.5% <b>(138)</b>	 Discount (!) 0.2% <b>(67)</b>	 Other Rentals 2.7% <b>(110)</b>

**Media**

**Overall Level of Use**

Radio



12 hours/week  
(93)

Television



1,059 minutes/week  
**(86)**

Newspaper



1 hours/week  
**(86)**

Magazine



6 minutes/day  
**(83)**

Internet



276 minutes/day  
(103)

**Top Radio Programs\***

Programs [Weekly]

	%	Index
News/Talk	23.1	108
Mainstream Top 40/CHR	22.2	<b>145</b>
Adult Contemporary	20.0	<b>124</b>
Today's Country	17.0	95
Classic Hits	16.5	97
Multi/Variety/Specialty	15.4	<b>127</b>
Hot Adult Contemporary	10.3	99
AOR/Mainstream Rock	10.1	99
All News	8.6	<b>159</b>
Classic Rock	8.0	100

**Top Television Programs\***

Programs [Average Week]

	%	Index
Movies	48.2	98
Evening local news	34.3	94
Hockey (when in season)	32.9	<b>111</b>
Primetime serial dramas	25.3	94
Home renovation/decoration shows	24.2	103
CFL football (when in season)	23.8	<b>113</b>
Documentaries	22.7	98
Suspense/crime dramas	21.9	<b>88</b>
Cooking programs	21.6	<b>111</b>
News/current affairs	20.3	<b>86</b>

**Top Newspaper Sections\***

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	52.2	102
National News	45.9	98
International News & World	45.6	103
Movie & Entertainment	34.3	106
Health	28.5	101
Editorials	27.7	98
Food	26.4	98
Sports	26.2	<b>89</b>
Business & Financial	26.2	<b>116</b>
Travel	24.9	109

**Top Magazine Publications\***

Read [Past Month]

	%	Index
Other U.S. magazines	7.0	<b>118</b>
CAA Magazine	5.2	<b>81</b>
Canadian Living	5.0	106
Cineplex Magazine	4.4	<b>112</b>
National Geographic	4.4	96
People	3.9	105
Other English-Canadian	3.4	<b>57</b>
Reader's Digest	3.0	<b>90</b>
Maclean's	2.8	<b>62</b>
Canadian House and Home	2.1	<b>151</b>

**Top Internet Activities\***

Activity [Past Week]

	%	Index
Send/receive email	66.4	96
Send/receive a text/instant message	66.3	102
Participate in an online social network	60.3	103
Do banking/pay bills online	58.0	109
Use apps	55.5	103
Use maps/directions service	54.5	107
Take pictures/video	53.3	94
Internet search - business, services, products	44.5	107
Access a news site	41.6	<b>113</b>
Watch a subscription-based video service	41.1	104

**Top Mobile Activities\***

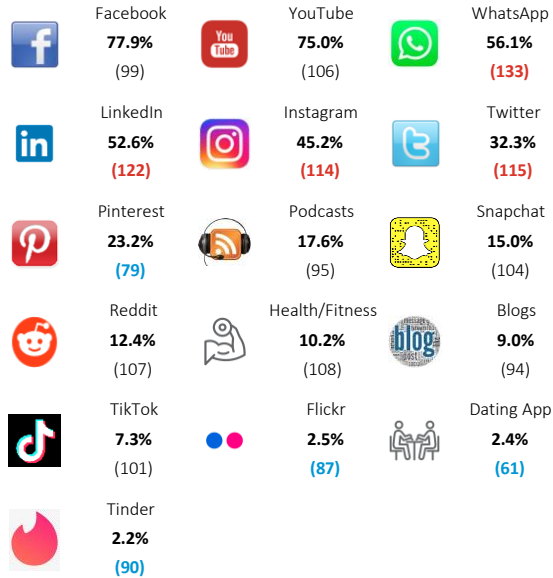
Activity [Past Week]

	%	Index
Send/receive a text/instant message	63.7	102
Send/receive email	53.8	99
Use apps	53.4	105
Participate in an online social network	53.0	107
Take pictures/video	50.8	93
Use maps/directions service	49.3	<b>112</b>
Do banking/pay bills online	35.5	107
Internet search - business, services, products	34.1	<b>115</b>
Access a news site	28.8	<b>111</b>
Listen to music via streaming video service	23.7	109

**Media**

**Social Media Platforms**

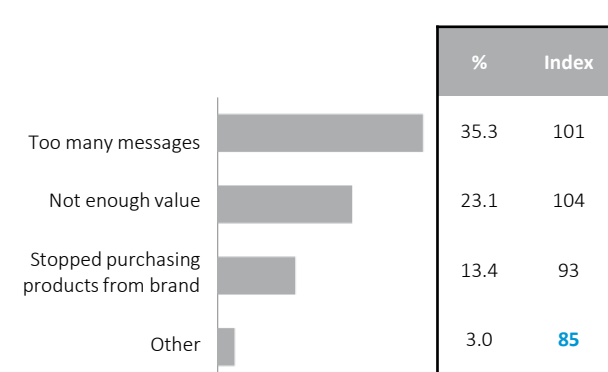
Usage [Currently Use]



**Reasons to Follow Brands**

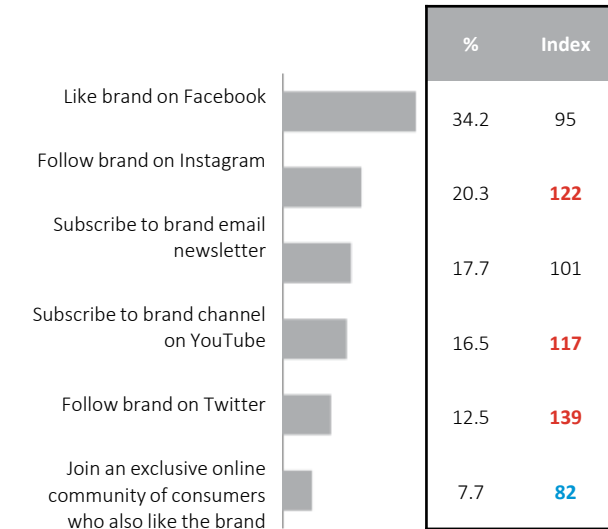


**Reasons to Unfollow Brands**

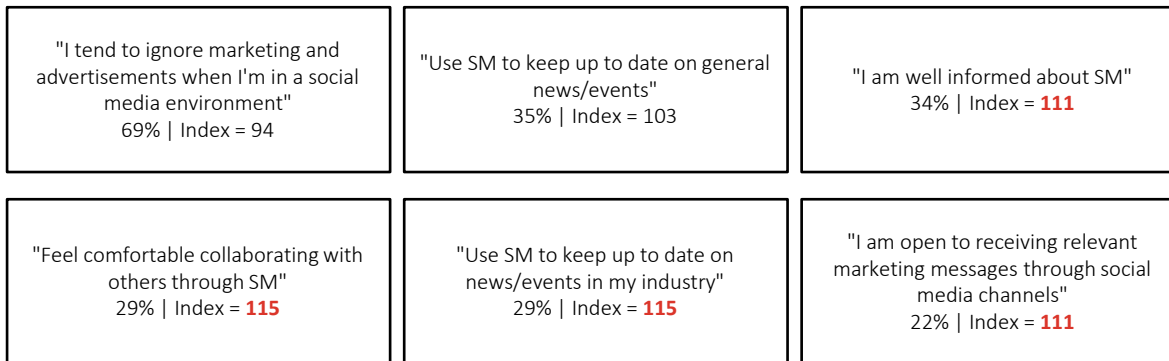


**Actions Taken using Social Media**

Variables with Response "Yes"



**Social Media Attitudes**



**Product Preferences**

Variables with "Agree" Statements

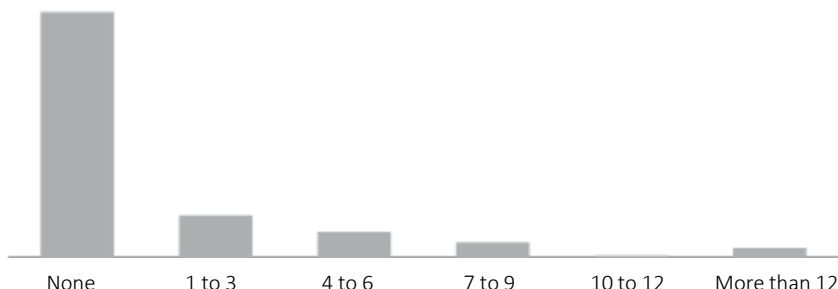
"I would like to eat healthy foods more often" 75%   Index = 100	"I have tried a product/service based on a personal recommendation" 71%   Index = 100	"I generally achieve what I set out to do" 67%   Index = 99	"I am very concerned about the nutritional content of food products I buy" 66%   Index = 107	"I consider myself to be informed on current events or issues" 63%   Index = 105
"Family life and having children are most important to me" 62%   Index = 102	"I like to cook" 60%   Index = 106	"I offer recommendations of products/services to other people" 59%   Index = 104	"I like to try new places to eat" 59%   Index = 103	"I am interested in learning about different cultures" 55%   Index = 98
"I value companies who give back to the community" 55%   Index = 93	"When I shop online I prefer to support Canadian retailers" 53%   Index = 104	"I make an effort to buy local produce/products" 51%   Index = 91	"I like to try new and different products" 51%   Index = 102	"It's important to buy products from socially-responsible/environmentally-friendly companies" 47%   Index = 99
"Free-trial/product samples can influence my purchase decisions" 45%   Index = <b>113</b>	"I am adventurous/"outdoorsy" 41%   Index = 101	"Staying connected via social media is very important to me" 35%   Index = <b>110</b>	"I prefer to shop online for convenience" 34%   Index = <b>111</b>	"I am willing to pay more for eco-friendly products" 28%   Index = 97
"I consider myself to be sophisticated" 27%   Index = <b>127</b>	"Advertising is an important source of information to me" 26%   Index = 98	"Vegetarianism is a healthy option" 23%   Index = 100	"I lead a fairly busy social life" 21%   Index = <b>85</b>	"I enjoy being extravagant/indulgent" 20%   Index = 108



**Product Preferences**

**Beer Consumption**

Drinks [Past Week]



%	71.9	12.4	7.6	4.5	0.7	2.9
Index	101	88	120	142	77	67

**Drinks**

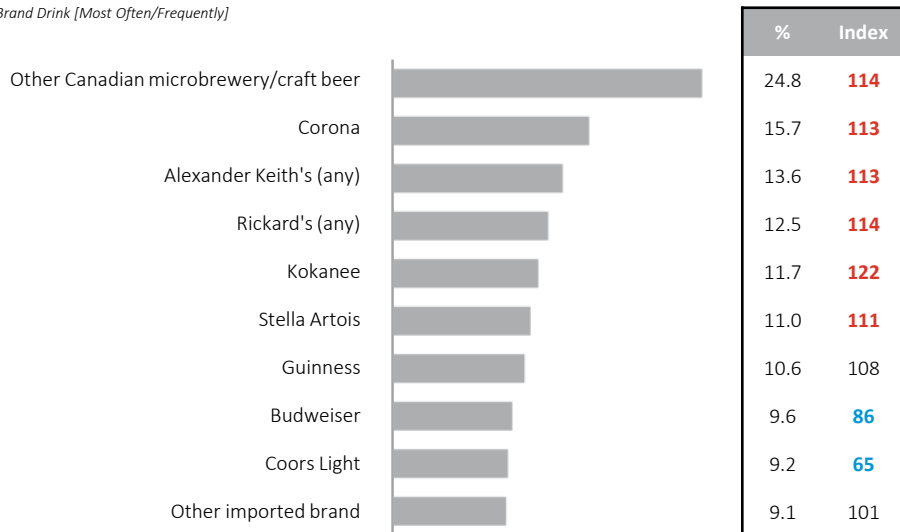
Drank [Past Month]	% Comp	Index
Canadian wine	13.8	114
Cider	10.5	140
Liqueurs (any)	9.1	84

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	14.7	112

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	24.8	114

**Top 10 Beers\***

Brand Drink [Most Often/Frequently]



**Wine Details**

Drank [Past Month]

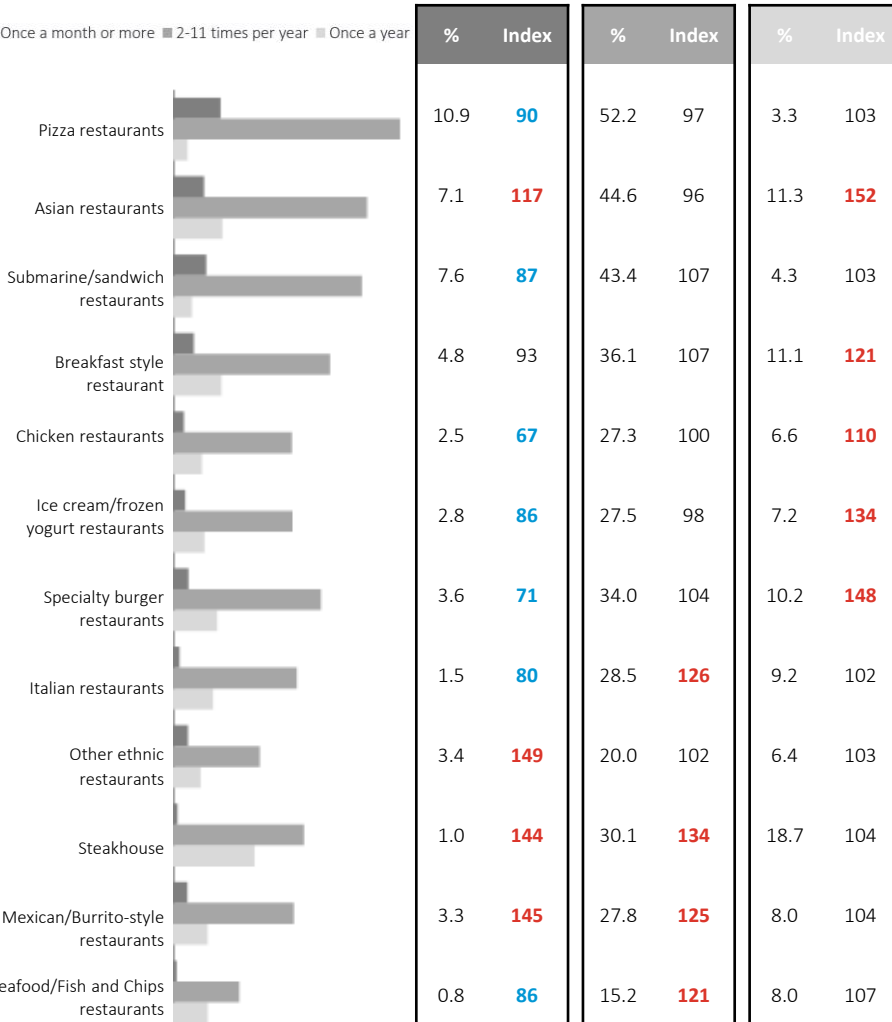


**Product Preferences**

**Restaurant Type Visited\***

Frequency of Visiting [Past Year]

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



**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  
26.3%  
**(119)**



Other Organic Food  
6.7%  
**(81)**



Organic Meat  
6.4%  
**(113)**

**Product Preferences**

**Demographics**



Rent  
11.0%  
**(40)**



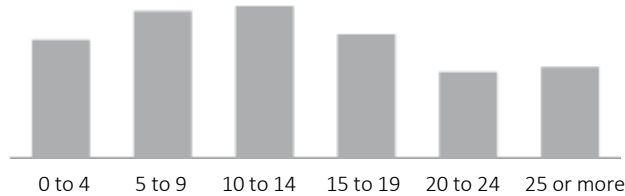
Own  
89.0%  
**(124)**



Households with  
Children at Home

64.1%  
**(150)**

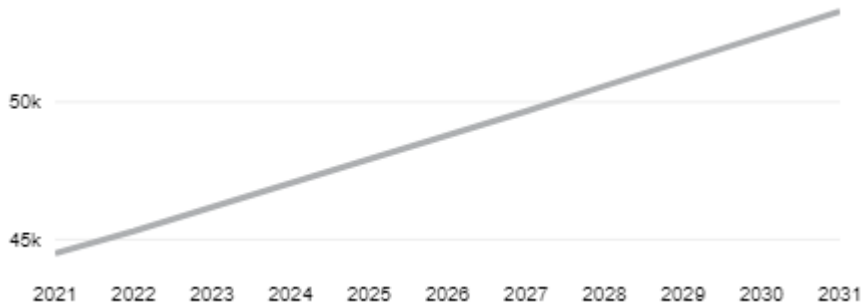
Age of Children at Home



%	16.5	20.4	21.1	17.3	12.0	12.7
Index	84	101	113	101	106	97

**Demographic Trends**

Household Projections

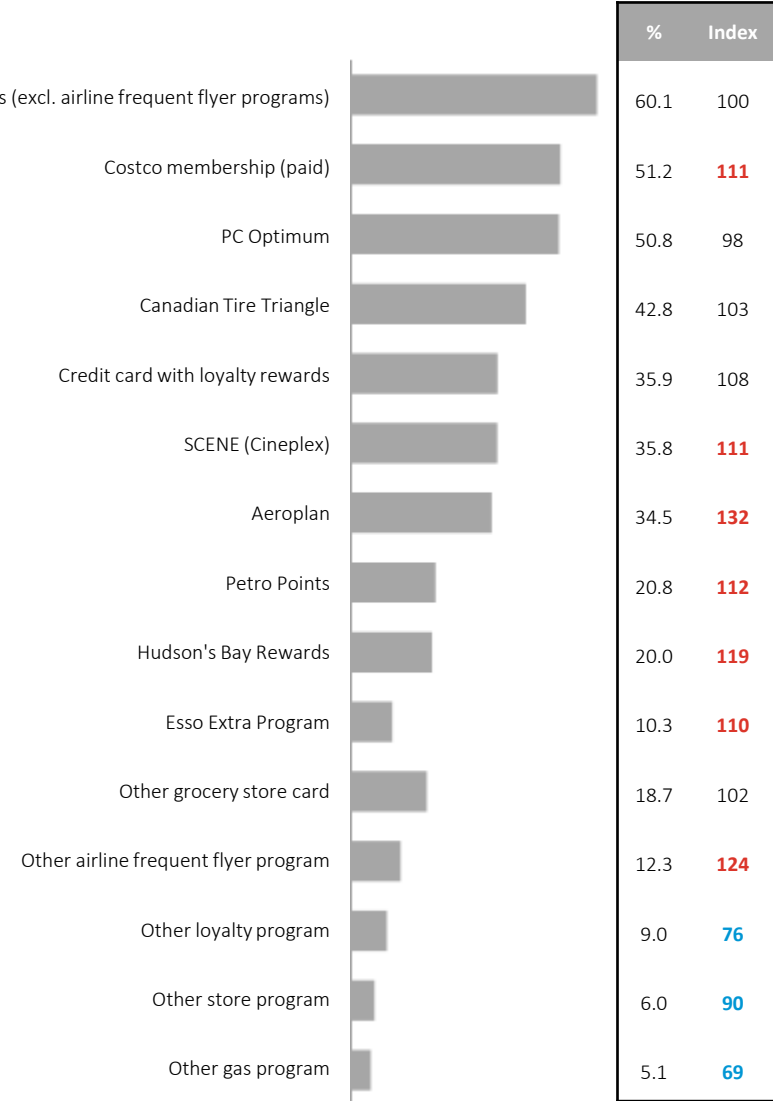


Name	2021	2024	2026	2031
Count	44,496	47,043	48,747	53,299
% Change	-	5.7	9.6	19.8
Index	-	131	131	140

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

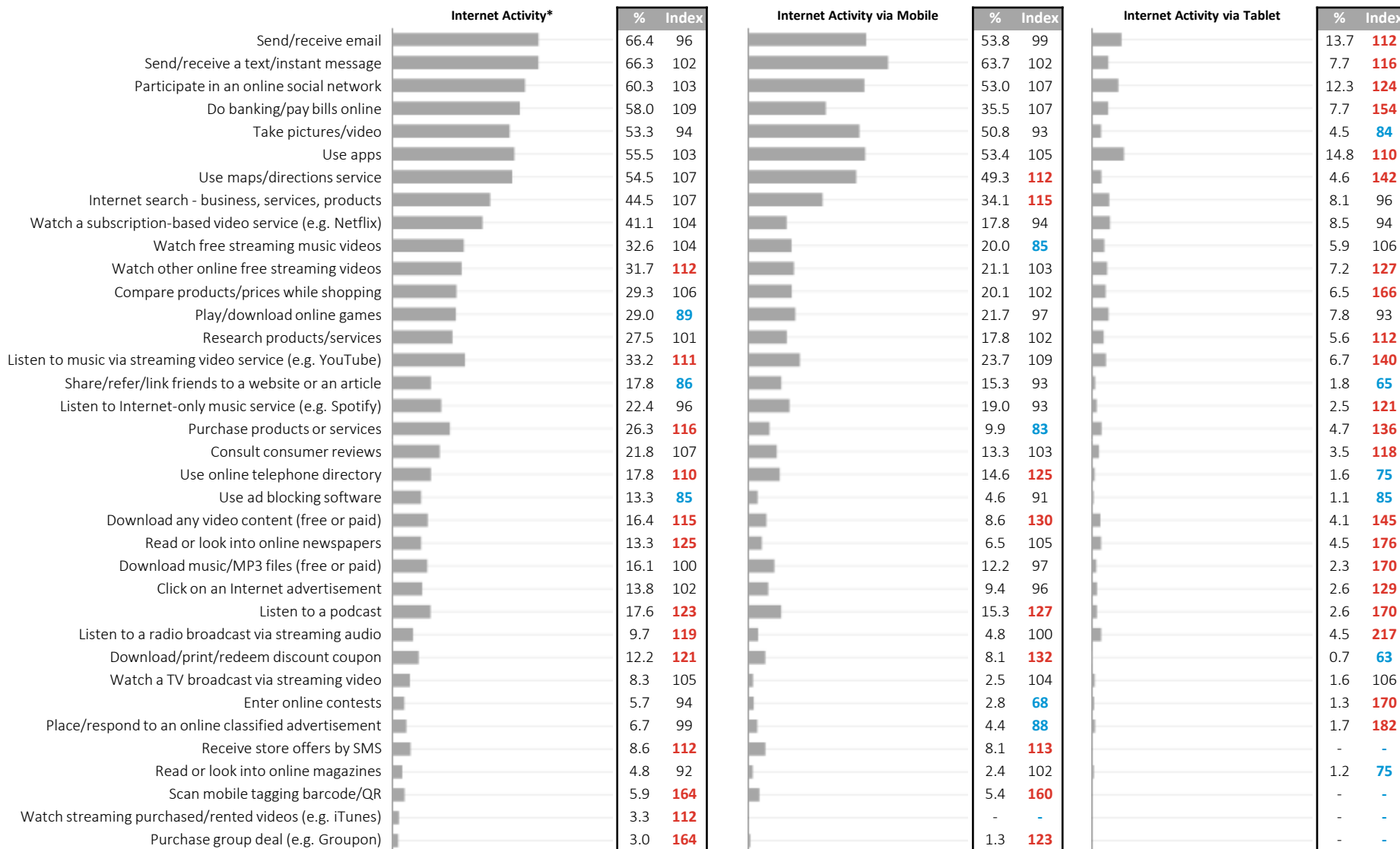
**Loyalty Programs\***

Member



**Internet Activity**

Activity [Past Week]



**Internet Activity**

**Top Website Types\***

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	41.6	113	28.8	111	8.7	119
Access food/recipes content	31.3	104	20.4	102	7.4	99
Access health-related content	15.7	96	10.3	102	2.7	71
Access professional sports content	15.1	118	11.6	117	2.5	100
Access restaurant guides/reviews	13.4	115	10.4	115	1.9	106
Access travel content	13.2	140	6.3	118	2.6	129
Access real estate listings/sites	10.5	113	5.5	110	1.9	184
Access a radio station's website	10.1	107	5.5	119	2.4	152
Access home decor-related content	7.9	111	5.2	126	1.5	88
Access celebrity gossip content	7.2	96	5.1	99	0.7	72
Access a TV station's website	7.6	101	3.7	134	1.6	152
Access fashion or beauty-related content	5.3	89	3.5	70	1.0	126
Access automotive news/content	4.8	102	2.6	81	0.6	94

**Direct Media Usage**

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	39.6	96
Coupons	37.9	113
General information from the Internet/websites	36.7	106
Direct email offers	30.0	118
Apps/online flyers	30.0	97
Local store catalogues	20.7	92
Flyers inserted into a community newspaper	19.3	88
Flyers inserted into a daily newspaper	17.0	101
Mail order	7.4	99
Yellow Pages (online)	2.6	112
Yellow Pages (print)	1.1	33

**Out of Home Advertising**

Noticed Advertising [Past Week]

	%	Index
Billboards	40.4	114
Digital billboards	26.9	110
On bus exteriors	26.0	113
On street furniture (e.g. bus benches)	23.8	106
Inside shopping malls	22.2	116
Inside public washrooms	17.0	106
On transit shelters	15.9	112
Inside buses	9.4	109
Inside movie theaters	8.6	97
Inside commuter trains	7.2	159
Inside airports	6.8	131
On subway/metro platforms	5.4	160
Screens inside elevators	5.4	125
Inside subway/metro cars	4.4	167
On taxis	3.9	138

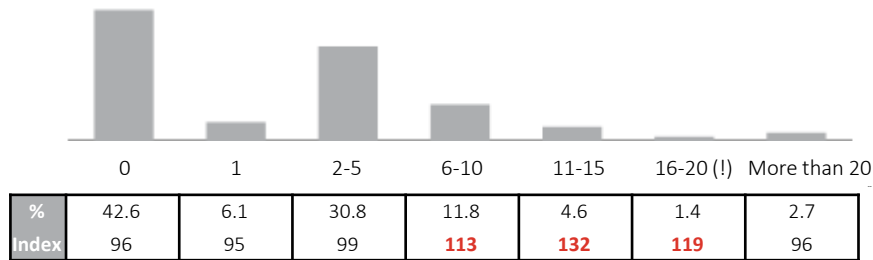
**Social Media Usage**

**Social Media Overview**

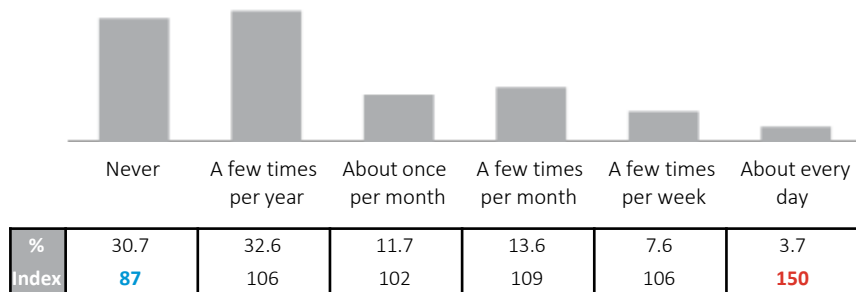
- **Internet and Social Media Usage: 46%** search for Businesses, Services and Products online (Average), **13%** access Travel Content Websites (Above Average).
- **70%** of Multiculture-ish from Alberta tend to access social media on their mobile phones during the morning hours, **67%** during the afternoon hours.
- **10%** seek recommendations for Vacation/Travel Information via social media (Above Average).

**Brand Interaction**

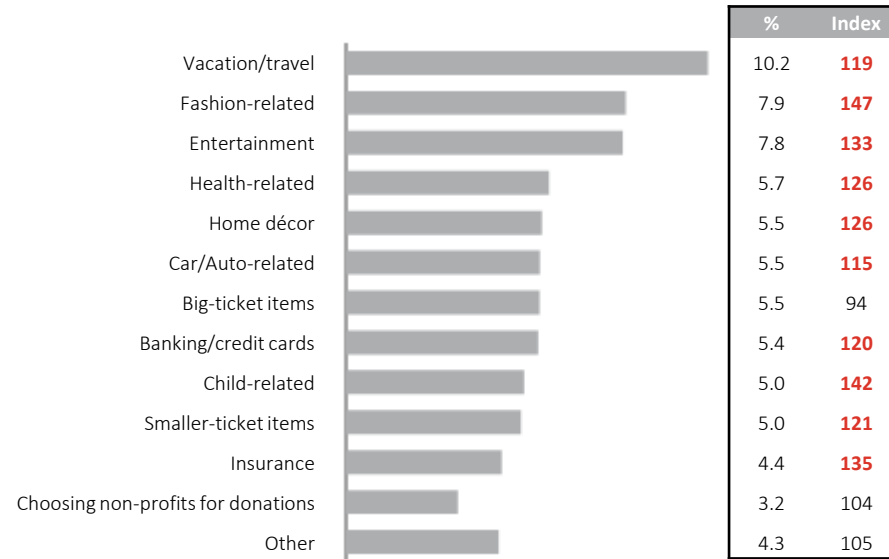
Number of Brands Interacted with via Social Media  
[Past Year]



Rate or Review Products or Services  
[Frequency of Participation]



**Seek Recommendations via Social Media\***



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

**69%** tend to ignore marketing and advertising on Social Media

"Social media companies should not be allowed to own or share my personal information"  
80% | Index = 96

"I tend to ignore marketing and advertisements when I'm in a social media environment"  
69% | Index = 94

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"  
64% | Index = 93

"Use SM to stay connected with personal contacts"  
45% | Index = 106

**Social Media Usage**

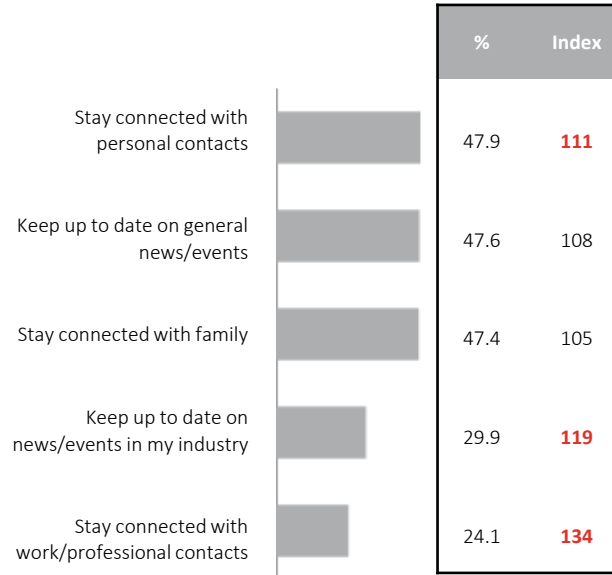
**Frequency of Participation\***

*A few times per week or more*

Participate In	% Comp	Index
View friends' photos online	48.4	107
Watch video online	47.9	105
Chat in online chats	44.0	112
Read status updates/tweets	40.2	106
Read article comments	37.6	99
Listen to radio or stream music online	35.7	105
Share links with friends and colleagues	28.8	110
Click links in news feeds	22.2	113
Read blogs	16.0	115
Play games with others online	13.4	90
Check in with locations	13.4	155
Rate or review products online	11.3	117
Post photos online	11.3	92
Update your status on a social network	11.2	116
Chat in online forums	10.9	105
Comment on articles or blogs	10.6	115
Share your GPS location	9.1	114
Post videos online	7.2	125
Publish blog, Tumblr, online journal	4.8	122

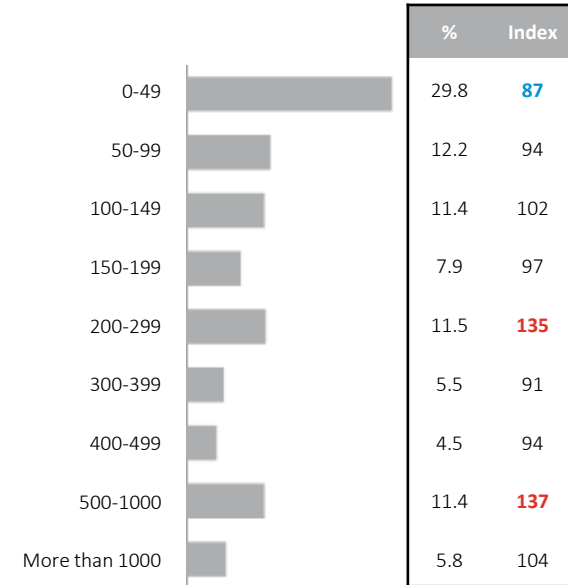
**Social Media Uses\***

*A few times per week or more*



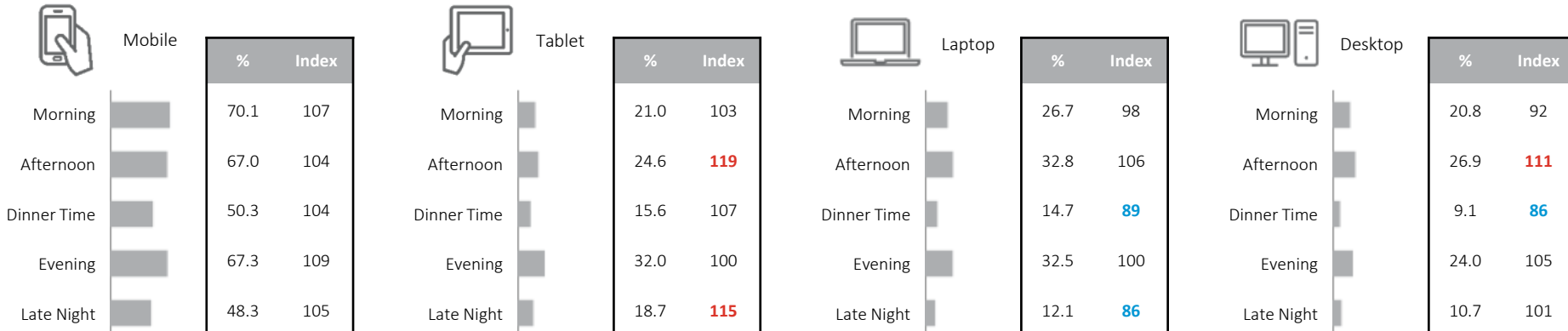
**Number of Connections**

*Across all social media*



**Social Media Access**

*Typically use*



**Social Media Usage**

**Facebook**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
77.9% (99)	18.5% (103)	Use Daily	51.8	91
		Use Weekly	18.2	123
		Use Monthly	7.6	113

**LinkedIn**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
52.6% (122)	37.9% (77)	Use Daily	14.0	146
		Use Weekly	17.9	124
		Use Monthly	19.3	115

**Instagram**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
45.2% (114)	46.5% (91)	Use Daily	27.7	127
		Use Weekly	11.9	109
		Use Monthly	5.5	89

Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	54.1	99
Watch videos	41.8	103
Comment/Like other users' posts	40.6	90
Use Messenger	38.0	90
Watch live videos	18.6	102
Like or become a fan of a page	13.1	107
Post photos	12.2	101
Update my status	11.2	96
Click on an ad	9.8	88
Post videos	8.0	112
Create a Facebook group or fan page	6.3	117
Give to a Facebook fundraiser (!)	4.1	123
Create a Facebook fundraiser (!)	3.4	124

Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	13.6	121
View a job posting	11.0	132
Search and review other profiles	9.2	141
Watch videos	7.4	106
Create a connection	6.6	138
Click on an ad (!)	4.8	141
Comment on content	3.8	95
Update your profile information	3.7	112
Request a recommendation (!)	3.0	105
Join a LinkedIn group (!)	2.9	111
Participate in LinkedIn forums (!)	2.7	112
Post an article, video or picture (!)	2.5	83

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	35.9	128
Like photos/videos	28.2	122
Comment on photos/videos	14.2	110
Send direct messages	14.0	113
Watch live videos	13.1	118
View a brand's page	12.0	141
Post photos/videos	9.3	116
Watch IGTV videos	7.5	113
Click on ads	5.8	118

**Pinterest**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
23.2% (79)	66.5% (110)	Use Daily	6.2	93
		Use Weekly	7.1	66
		Use Monthly	8.8	82

**Reddit**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
12.4% (107)	80.0% (98)	Use Daily	4.1	108
		Use Weekly	3.6	101
		Use Monthly	4.7	122

Participate In* (at least a few times per month)	% Comp	Index
View content	8.7	107
Follow specific Subreddits	3.5	83
Vote on content	2.9	88
Post content	2.2	97

**WhatsApp**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
56.1% (133)	37.9% (74)	Use Daily	32.8	169
		Use Weekly	13.5	109
		Use Monthly	8.7	97

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	41.5	153
Send/receive images	38.2	153
Use group chats	29.9	158
Use voice calls	18.6	148
Send/receive documents and files	17.7	159



**Social Media Usage**

**Twitter**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
<b>32.3%</b>	<b>58.6%</b>		15.9	<b>126</b>
(115)	(92)	Use Weekly	9.3	<b>114</b>
		Use Monthly	6.6	104

**YouTube**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
<b>75.0%</b>	<b>15.2%</b>		36.4	<b>123</b>
(106)	(90)	Use Weekly	27.5	105
		Use Monthly	10.9	<b>76</b>

**Snapchat**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
<b>15.0%</b>	<b>78.2%</b>		6.5	91
(104)	(98)	Use Weekly	3.3	<b>80</b>
		Use Monthly	4.7	<b>165</b>

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	21.7	<b>119</b>
Watch videos	13.1	<b>119</b>
Retweet	8.1	<b>115</b>
Tweet	7.3	108
Watch live videos	6.8	108
Respond to tweets	6.3	100
Share a link to a blog post or article of interest	6.3	102
Follow users who follow you	6.1	109
Actively follow new users	5.8	<b>116</b>
Send or receive direct messages	5.3	<b>89</b>
Click on an ad	3.7	<b>113</b>

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	53.1	<b>112</b>
Watch live videos	16.3	105
Like or dislike videos	16.0	98
Share videos	10.8	<b>122</b>
Leave comment or post response on video	7.1	99
Click on an ad	6.9	108
Create and post a video	5.6	<b>144</b>
Embed a video on a web page or blog	5.3	<b>122</b>

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	7.3	<b>85</b>
Send photos/videos	6.1	<b>85</b>
Send direct text messages	5.4	<b>77</b>
Read Snapchat discover/News	4.7	<b>120</b>
Use group chat	4.1	103
Use filters or effects	3.9	<b>87</b>
View a brand's snaps	2.4	97
Use video chat	1.8	<b>79</b>
View ads	1.5	<b>81</b>

**Audio Podcasts**



Currently Use	Did Not Use
<b>17.6%</b>	<b>67.6%</b>
(95)	(100)

Frequency of Use  
[Past Year]

	%	Index
Use Daily	4.9	93
Use Weekly	6.6	93
Use Monthly	5.1	<b>88</b>

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	4.7	<b>90</b>
Listen to a news podcast	4.4	97
Listen to an educational podcast	3.8	<b>81</b>
Listen to a comedy podcast	3.0	<b>87</b>
Listen to a sports podcast	3.0	99
Subscribe to another genre of podcast	3.0	101
Subscribe to a sports podcast**	2.7	109
Listen to a technology focused podcast	2.4	<b>85</b>
Listen to a business podcast	2.3	<b>72</b>
Subscribe to a comedy podcast (!)	1.5	<b>86</b>
Subscribe to an educational podcast	1.5	<b>68</b>
Subscribe to a news podcast	1.2	<b>59</b>
Subscribe to a technology podcast (!)	1.0	<b>58</b>
Subscribe to a business podcast (!)	0.8	<b>52</b>

**Other Social Media Platforms**

**Tinder**



Currently Use	Did Not Use
<b>2.2%</b>	<b>94.8%</b>
(90)	(100)

**Tik Tok**



Currently Use	Did Not Use
<b>7.3%</b>	<b>87.0%</b>
(101)	(100)

Frequency of Use -Tinder  
[Past Year]

	%	Index
Use Daily (!)	0.6	<b>60</b>
Use Weekly (!)	1.0	<b>110</b>