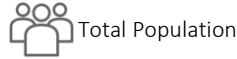


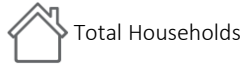
Overview

- Of the 67 PRIZM Clusters identified in Canada, New Country rank **5th**, making up **70,280** households, or **4.3%** of the total Households in Alberta (1,641,221).
- The Median Household Maintainer Age is **56**, **46.4%** of couples DO NOT have children living at home (Above Average).
- Below Average Household Income of **\$107,857** compared to Alberta at \$126,807.
- Top 3 Social Values:** Attraction to Nature, Community Involvement, Emotional Control
- Top Tourism Activities:** Camping, Cycling, Swimming. Above Average interest in Fishing/Hunting, ATV/Snowmobiling, Adventure Sports
- Average** interest for travelling within Canada (Above Average for: Alberta) New Country from Alberta spent an average of **\$1,491** (Average) on their last vacation.
- 81%** currently use Facebook (Average), **26%** use Instagram (Below Average), **16%** use Twitter (Below Average) and **66%** use YouTube (Average).

Market Sizing



Total Population
Target Group: 198,462 | 4.5%
Market: 4,440,749



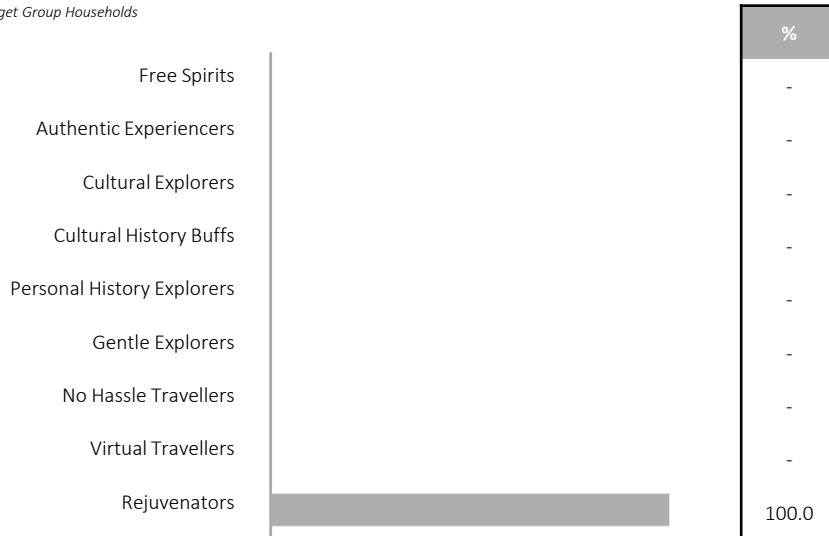
Total Households
Target Group: 70,280 | 4.3%
Market: 1,641,221

Top Geographic Markets

| Census Subdivision | Target Group | | | Market | |
|-----------------------------------|--------------|-------------|--------------|----------|-------------|
| | % of Group | % of Market | Index | HH Count | % of Market |
| Mountain View County, AB (MD) | 4.1 | 54.2 | 1,267 | 5,259 | 0.3 |
| Wetaskiwin County No. 10, AB (MD) | 3.4 | 51.4 | 1,201 | 4,683 | 0.3 |
| Parkland County, AB (MD) | 3.4 | 19.6 | 458 | 12,100 | 0.7 |
| Clearwater County, AB (MD) | 3.3 | 57.8 | 1,348 | 3,984 | 0.2 |
| Bonnyville No. 87, AB (MD) | 2.9 | 41.6 | 972 | 4,891 | 0.3 |
| Lac Ste. Anne County, AB (MD) | 2.8 | 45.7 | 1,065 | 4,294 | 0.3 |
| Lacombe County, AB (MD) | 2.6 | 49.3 | 1,150 | 3,770 | 0.2 |
| Ponoka County, AB (MD) | 2.6 | 47.8 | 1,118 | 3,875 | 0.2 |
| Westlock County, AB (MD) | 2.2 | 63.9 | 1,498 | 2,437 | 0.1 |
| Leduc County, AB (MD) | 2.1 | 28.0 | 655 | 5,286 | 0.3 |

EQ Segments

% of Target Group Households

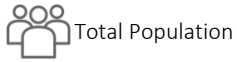


Top PRIZM Segments

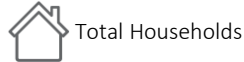
% of Target Group Households



Demographic Profile



Total Population
Target Group: 198,462 | 4.5%
Market: 4,440,749

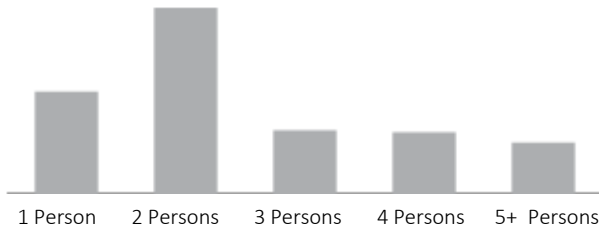


Total Households
Target Group: 70,280 | 4.3%
Market: 1,641,221

Average Household Income

\$107,857
(85)

Household Size*



Median Household Maintainer Age

56
(113)

Marital Status**

64.0%
(107)

Married/Common-Law

Family Composition***

46.4%
(118)

Couples Without Kids at Home

Education**

29.6%
(107)

High School Certificate Or Equivalent

Visible Minority Presence*

3.3%
(12)

Belong to a visible minority group

Non-Official Language*

0.3%
(19)

No knowledge of English or French

Immigrant Population*

7.0%
(31)

Born outside Canada

Psychographics**

Strong Values

Weak Values

| Value | Strong Index | Weak Index |
|-------------------------|--------------|------------|
| Attraction to Nature | 145 | 60 |
| Duty | 131 | 71 |
| Community Involvement | 125 | 73 |
| Utilitarian Consumerism | 123 | 75 |
| Emotional Control | 119 | 75 |

Key Social Values

| | | |
|-------------------------------------|--------------------------------------|--------------------------------------|
| Attraction to Nature Index = 145 | Community Involvement Index = 125 | Emotional Control Index = 119 |
| National Pride Index = 117 | Traditional Family Index = 115 | Legacy Index = 109 |
| Racial Fusion Index = 106 | Ecological Fatalism Index = 106 | Social Responsibility Index = 105 |
| Brand Apathy Index = 104 | Work Ethic Index = 103 | Search for Roots Index = 103 |

































Sports & Leisure

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

| Top 5 Activities Participated* | % Comp | Index |
|--------------------------------|--------|-----------|
| Reading | 79.9 | 99 |
| Gardening | 60.5 | 105 |
| Camping | 59.0 | 102 |
| Cycling | 54.0 | 109 |
| Home exercise & home workout | 52.2 | 90 |

| Top 5 Activities Attended* | % Comp | Index |
|--------------------------------|--------|-----------|
| National or provincial park | 41.8 | 98 |
| Other activities & attractions | 40.5 | 89 |
| Parks & city gardens | 37.6 | 95 |
| Movies at a theatre/drive-in | 36.2 | 88 |
| Attend pro hockey | 34.9 | 101 |

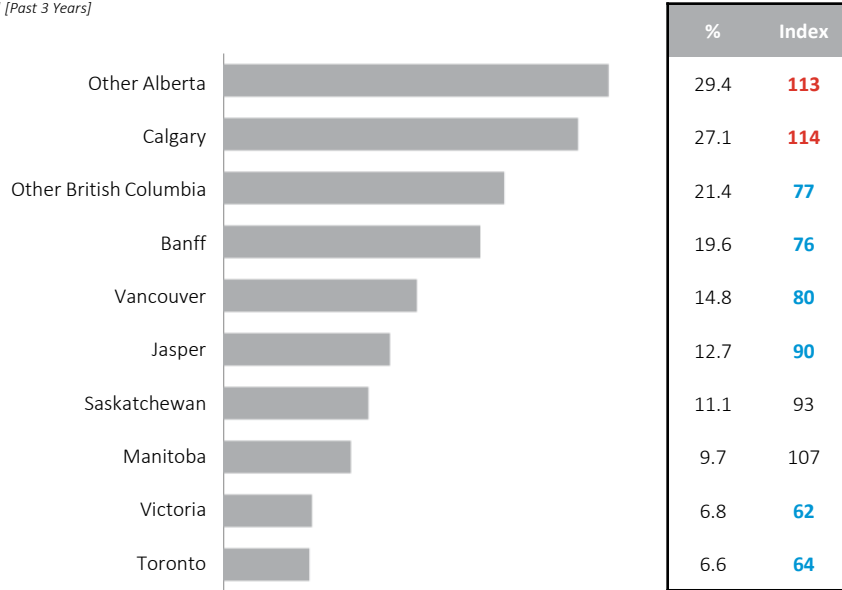
Key Tourism Activities**

| | | | | | | | |
|--|--|---|---|--|--|---|---|
| Camping  59.0% (102) | Cycling  54.0% (109) | Swimming  49.9% (92) | National or provincial park  41.8% (98) | Hiking & backpacking  39.9% (92) | Parks & city gardens  37.6% (95) | Bars & restaurant bars  34.1% (87) | Fishing & hunting  33.4% (116) |
| Golfing  31.8% (101) | Ice skating  31.2% (98) | Photography  29.1% (89) | Canoeing & kayaking  29.0% (94) | Sporting events  27.1% (69) | Zoos & aquariums  26.9% (88) | ATV & snowmobiling  24.4% (149) | Pilates & yoga  22.2% (103) |
| Historical sites  21.4% (103) | Theme parks, waterparks & water slides  20.8% (101) | Downhill skiing  20.6% (104) | Specialty movie theatres/IMAX  18.4% (82) | Hockey  17.4% (106) | Cross country skiing & snowshoeing  16.3% (90) | Adventure sports  13.6% (112) | Video arcades & indoor amusement centres  12.9% (98) |
| Curling  11.4% (120) | Dinner theatres  10.5% (85) | Power boating & jet skiing  10.2% (88) | Music festivals  7.7% (100) | Snowboarding  6.8% (93) | Marathon or similar event  6.3% (100) | Beer, food & wine festivals  6.0% (65) | Inline skating  3.9% (65) |

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]



Vacation Booking*

Used [Past 3 Years]

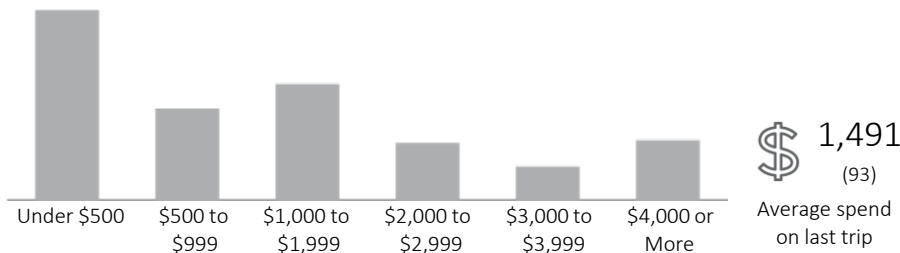


Booked With [Past Year]**



Vacation Spending

Spent Last Vacation



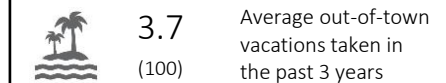
1,491
(93)
Average spend on last trip

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 59.1% (101) |  Friends/relatives 32.9% (92) |  All-inclusive resort 15.5% (86) |  Camping 25.8% (103) |  Vacation rental by owner 17.2% (84) |  Motel 17.4% (105) |  Cottage 5.6% (77) |
|  B&B 11.2% (95) |  Condo/apartment 5.5% (59) |  RV/camper 21.9% (142) |  Cruise ship 6.3% (82) |  Package tours 6.3% (194) |  Spa resort 2.1% (74) |  Boat 1.2% (47) |









Airline Preferences**

Flown [Past Year]

| | | | | |
|--|---|---|---|---|
|  Air Canada 21.0% (69) |  West Jet 39.2% (92) |  Air Transat 1.5% (48) |  Porter Airlines 0.0% (9) |  Other Canadian 5.5% (148) |
|  Delta Airlines 4.3% (72) |  United Airlines 2.6% (57) |  American Airlines 0.4% (13) |  Other American 0.4% (27) | |
|  European Airlines 2.7% (83) |  Asian Airlines 0.7% (53) |  Other Charter 1.9% (63) |  Other 3.2% (82) | |

Car Rental*

Rented From [Past Year]

| | | | |
|---|--|---|---|
|  Enterprise 6.7% (116) |  Budget 2.6% (94) |  Avis 4.3% (168) |  U-Haul 1.4% (94) |
|  Hertz 0.1% (6) |  National (!) 0.6% (59) |  Discount (!) 0.4% (181) |  Other Rentals 1.9% (80) |

Media

Overall Level of Use

Radio



16 hours/week

(125)

Television



1,216 minutes/week

(99)

Newspaper



1 hours/week

(72)

Magazine



7 minutes/day

(106)

Internet



252 minutes/day

(94)

Top Radio Programs*

Programs [Weekly]

| | % | Index |
|-------------------------|------|-------|
| Today's Country | 27.3 | 152 |
| Classic Country | 21.9 | 291 |
| Classic Hits | 20.0 | 117 |
| News/Talk | 17.5 | 82 |
| AOR/Mainstream Rock | 12.9 | 126 |
| Adult Contemporary | 12.5 | 78 |
| Hot Adult Contemporary | 12.2 | 117 |
| Multi/Variety/Specialty | 8.6 | 71 |
| Classic Rock | 7.8 | 98 |
| Mainstream Top 40/CHR | 5.3 | 34 |

Top Television Programs*

Programs [Average Week]

| | % | Index |
|----------------------------------|------|-------|
| Movies | 45.0 | 91 |
| Evening local news | 36.5 | 100 |
| Home renovation/decoration shows | 25.9 | 110 |
| Suspense/crime dramas | 25.3 | 101 |
| Primetime serial dramas | 25.2 | 93 |
| Documentaries | 24.4 | 106 |
| Hockey (when in season) | 24.3 | 82 |
| News/current affairs | 23.3 | 99 |
| Morning local news | 21.7 | 115 |
| CFL football (when in season) | 21.2 | 101 |

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

| | % | Index |
|----------------------------|------|-------|
| Local & Regional News | 46.6 | 91 |
| National News | 42.6 | 91 |
| International News & World | 40.0 | 90 |
| Health | 33.1 | 118 |
| Food | 31.4 | 116 |
| Sports | 28.5 | 97 |
| Editorials | 27.7 | 98 |
| Movie & Entertainment | 24.8 | 77 |
| Business & Financial | 24.1 | 107 |
| Travel | 19.1 | 83 |

Top Magazine Publications*

Read [Past Month]

| | % | Index |
|------------------------------|-----|-------|
| Other English-Canadian | 5.6 | 95 |
| CAA Magazine | 4.9 | 77 |
| Maclean's | 4.8 | 105 |
| Other U.S. magazines | 4.6 | 78 |
| Hello! Canada | 3.0 | 109 |
| Cineplex Magazine | 2.9 | 74 |
| Canadian Living | 2.8 | 60 |
| People | 2.8 | 74 |
| Chatelaine (English edition) | 2.6 | 139 |
| Reader's Digest | 2.5 | 75 |

Top Internet Activities*

Activity [Past Week]

| | % | Index |
|--|------|-------|
| Send/receive email | 65.2 | 94 |
| Send/receive a text/instant message | 61.2 | 94 |
| Participate in an online social network | 60.9 | 104 |
| Take pictures/video | 54.5 | 96 |
| Use maps/directions service | 48.1 | 94 |
| Do banking/pay bills online | 46.4 | 87 |
| Use apps | 43.2 | 80 |
| Play/download online games | 36.0 | 110 |
| Internet search - business, services, products | 35.9 | 86 |
| Watch a subscription-based video service | 33.9 | 86 |

Top Mobile Activities*

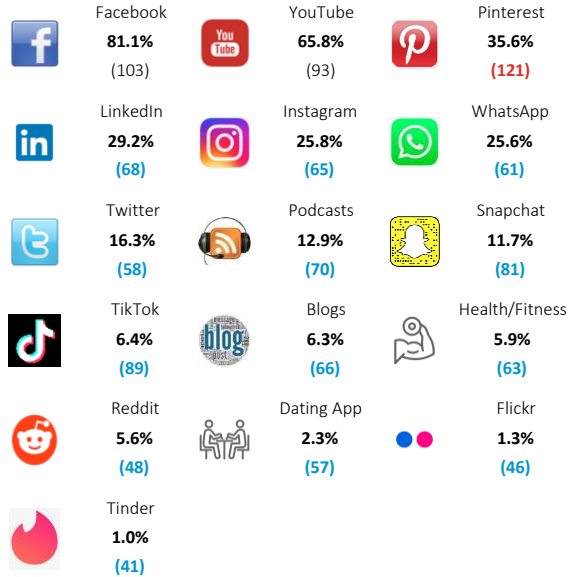
Activity [Past Week]

| | % | Index |
|--|------|-------|
| Send/receive a text/instant message | 59.9 | 96 |
| Send/receive email | 52.7 | 97 |
| Take pictures/video | 52.1 | 95 |
| Participate in an online social network | 48.5 | 98 |
| Use maps/directions service | 41.2 | 93 |
| Use apps | 40.9 | 80 |
| Do banking/pay bills online | 28.4 | 85 |
| Internet search - business, services, products | 24.2 | 81 |
| Play/download online games | 23.0 | 103 |
| Compare products/prices while shopping | 21.2 | 108 |

Media

Social Media Platforms

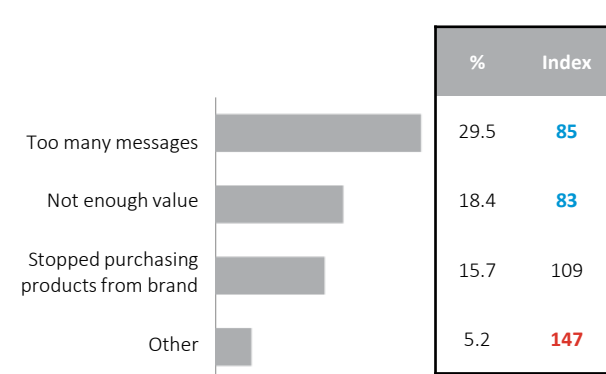
Usage [Currently Use]



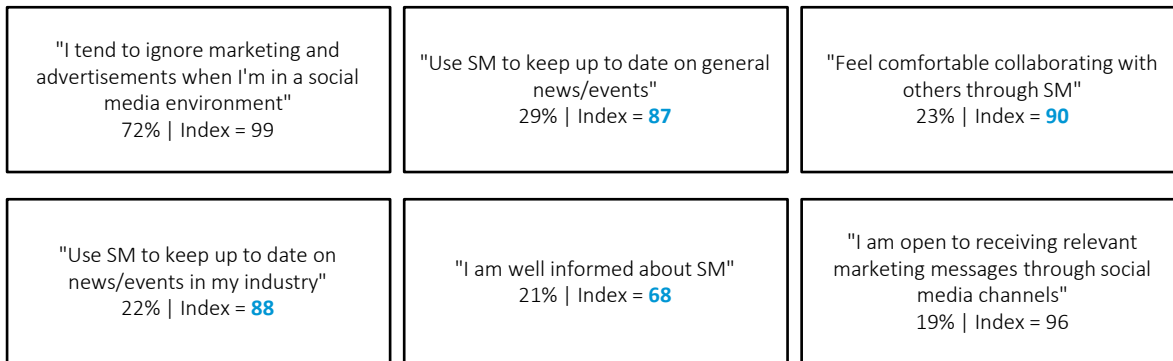
Reasons to Follow Brands



Reasons to Unfollow Brands

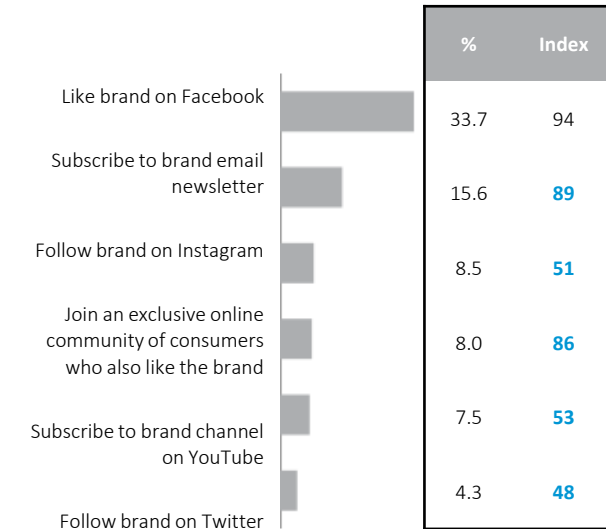


Social Media Attitudes



Actions Taken using Social Media

Variables with Response "Yes"



Product Preferences

Variables with "Agree" Statements

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

"I have tried a product/service based on a personal recommendation"
71% | Index = 100

"I generally achieve what I set out to do"
69% | Index = 103

"I value companies who give back to the community"
66% | Index = **112**

"I make an effort to buy local produce/products"
64% | Index = **114**

"Family life and having children are most important to me"
62% | Index = 103

"I offer recommendations of products/services to other people"
58% | Index = 101

"I am very concerned about the nutritional content of food products I buy"
57% | Index = 93

"I like to cook"
57% | Index = 100

"I consider myself to be informed on current events or issues"
54% | Index = **90**

"I like to try new places to eat"
53% | Index = 91

"I am interested in learning about different cultures"
51% | Index = **90**

"I like to try new and different products"
47% | Index = 96

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

"It's important to buy products from socially-responsible/environmentally-friendly companies"
45% | Index = 94

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

"I am adventurous/"outdoorsy""
37% | Index = 93

"Staying connected via social media is very important to me"
31% | Index = 98

"Advertising is an important source of information to me"
28% | Index = 105

"I prefer to shop online for convenience"
28% | Index = **90**

"I consider myself to be sophisticated"
25% | Index = **118**

"I am willing to pay more for eco-friendly products"
25% | Index = **86**

"I lead a fairly busy social life"
24% | Index = 96

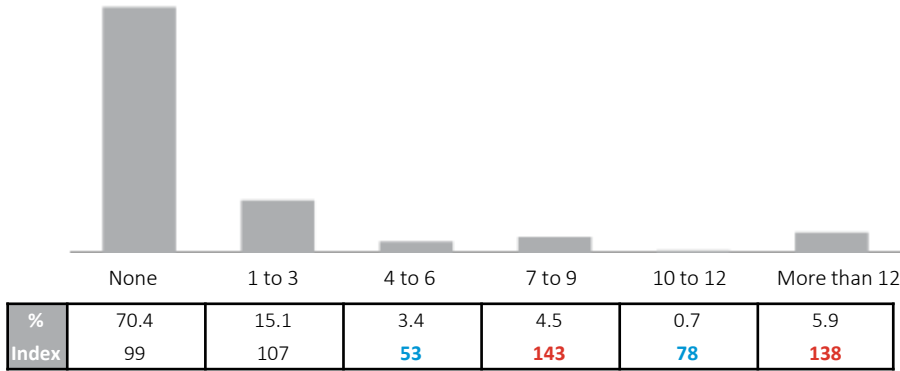
"Vegetarianism is a healthy option"
19% | Index = **84**

"I enjoy being extravagant/indulgent"
16% | Index = 91

Product Preferences

Beer Consumption

Drinks [Past Week]



Drinks

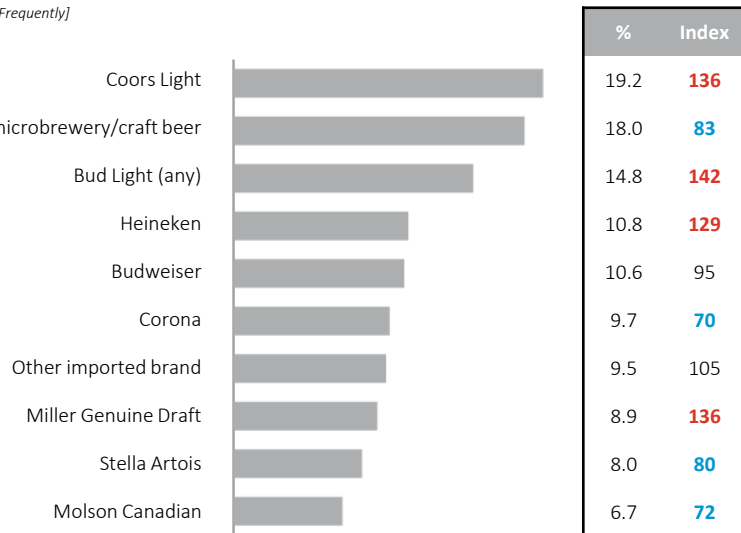
| Drank [Past Month] | % Comp | Index |
|--------------------|--------|-------|
| Liqueurs (any) | 13.2 | 121 |
| Canadian wine | 7.0 | 58 |
| Cider | 4.0 | 54 |

| Type Drank [Past Month] | % Comp | Index |
|-------------------------|--------|-------|
| Microbrewery/craft beer | 9.4 | 72 |

| Brand of Drink [Most Often/Frequent] | % Comp | Index |
|--|--------|-------|
| Other Canadian microbrewery/craft beer | 18.0 | 83 |

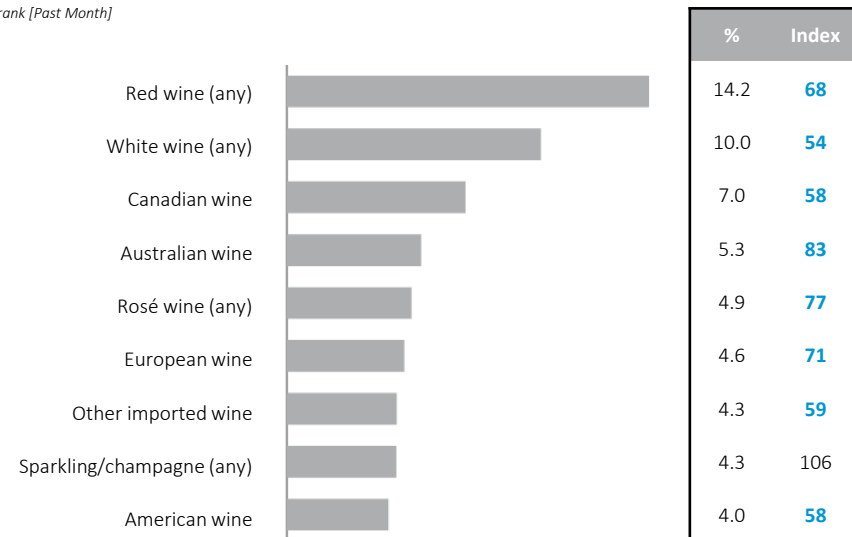
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]

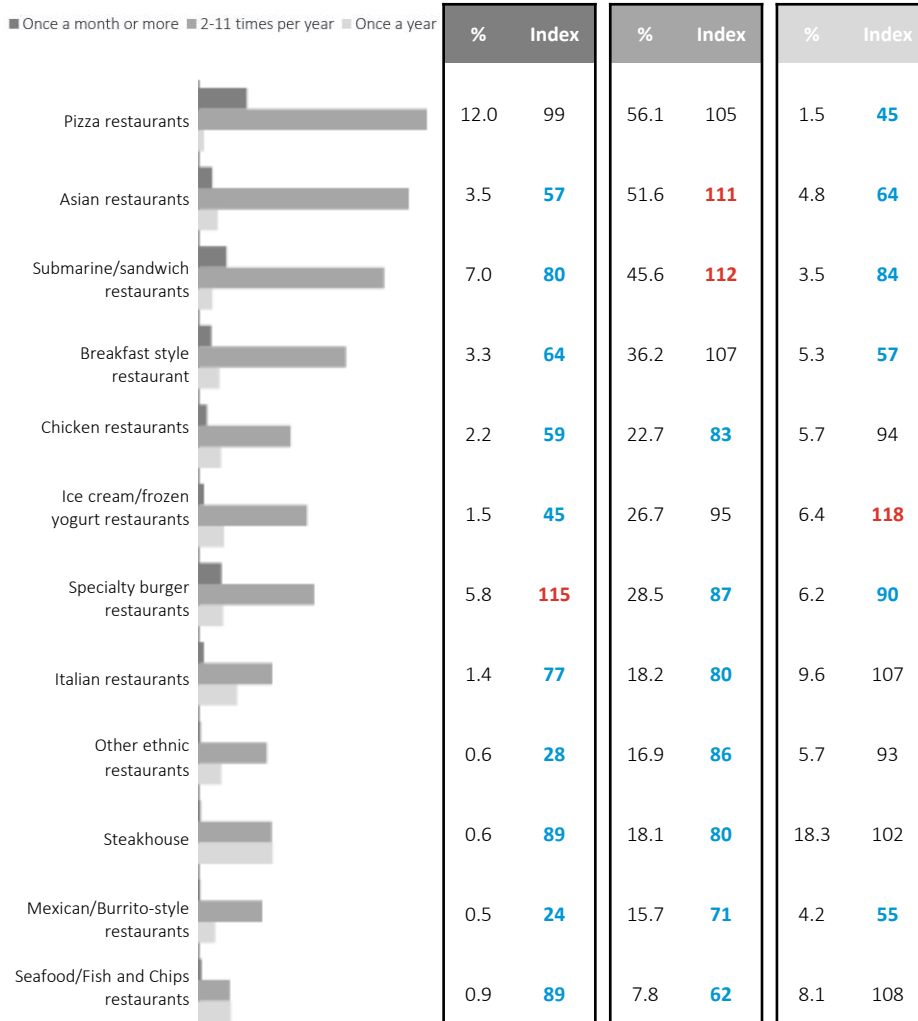


Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

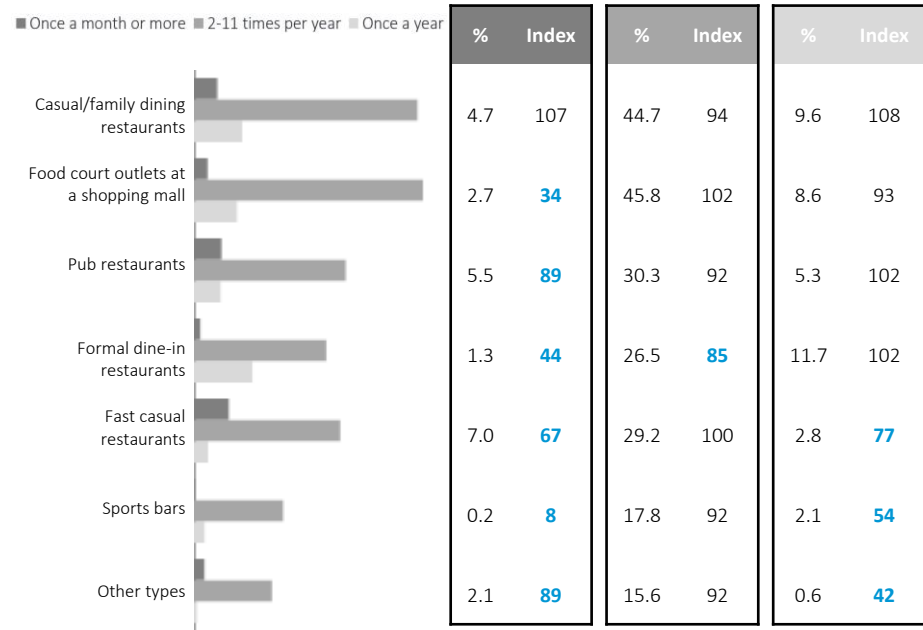
■ Once a month or more ■ 2-11 times per year ■ Once a year



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
19.5%
(88)



Other Organic Food
9.4%
(114)



Organic Meat
5.2%
(92)

Product Preferences

Demographics



Rent
16.2%
(59)

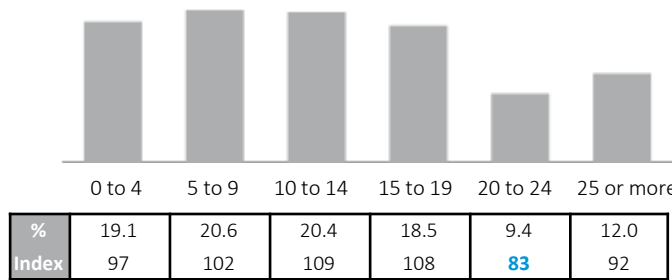


Own
80.1%
(111)



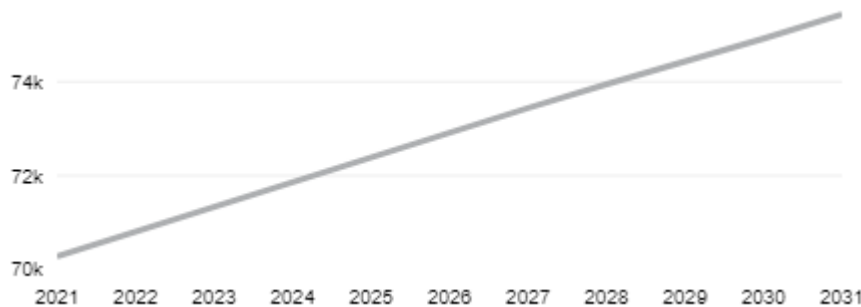
Households with
Children at Home
40.1%
(94)

Age of Children at Home



Demographic Trends

Household Projections

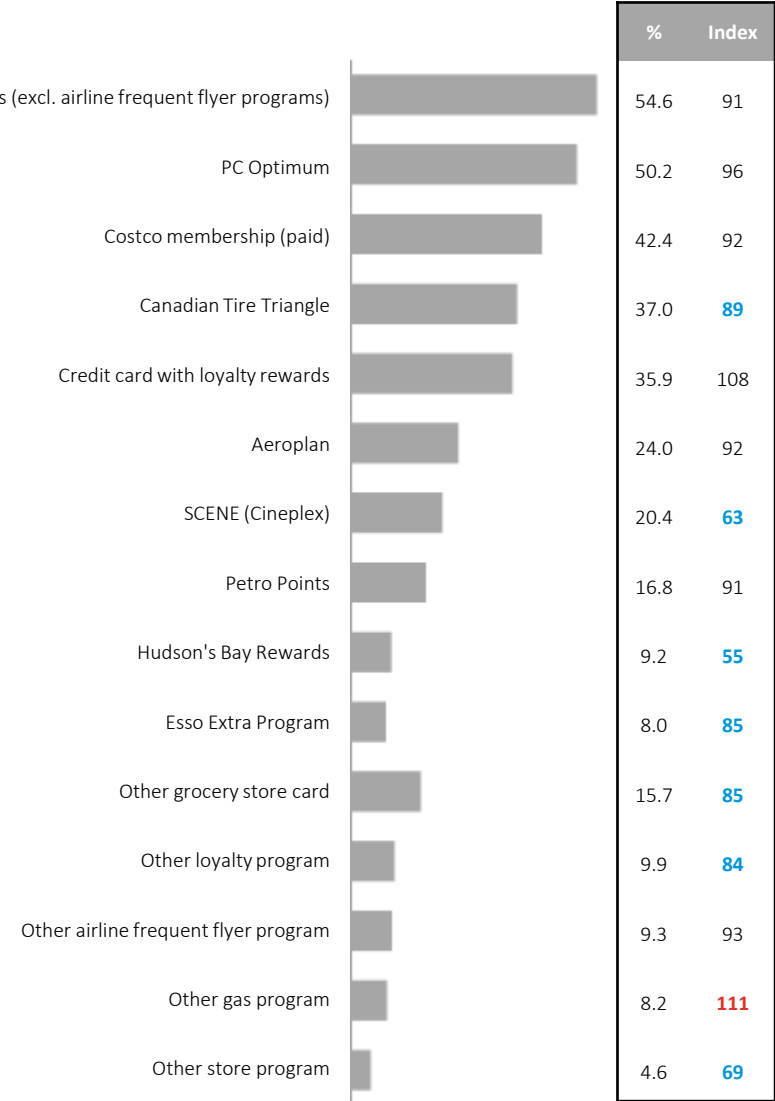


| Name | 2021 | 2024 | 2026 | 2031 |
|----------|--------|-----------|-----------|-----------|
| Count | 70,280 | 71,861 | 72,930 | 75,435 |
| % Change | - | 2.2 | 3.8 | 7.3 |
| Index | - | 52 | 52 | 52 |

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

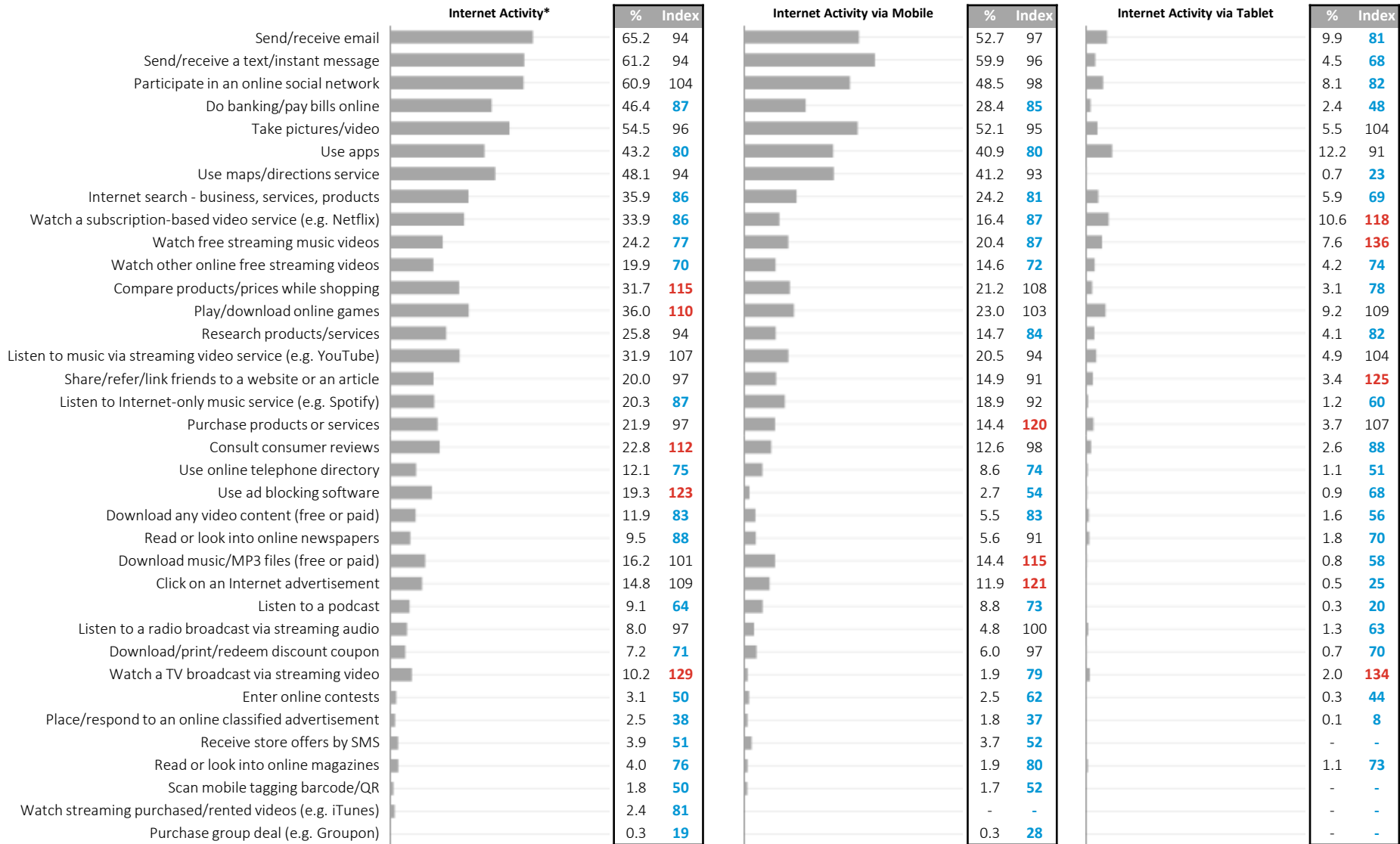
Loyalty Programs*

Member



Internet Activity

Activity [Past Week]



Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

| | % | Index | % | Index | % | Index |
|--|------|-------|------|-------|-----|-------|
| Access a news site | 32.3 | 87 | 19.6 | 75 | 7.3 | 101 |
| Access food/recipes content | 23.5 | 78 | 13.9 | 70 | 7.6 | 100 |
| Access health-related content | 20.5 | 126 | 12.3 | 122 | 6.1 | 163 |
| Access professional sports content | 10.6 | 83 | 9.9 | 101 | 1.3 | 52 |
| Access restaurant guides/reviews | 9.7 | 83 | 8.6 | 95 | 1.8 | 97 |
| Access travel content | 7.8 | 83 | 4.4 | 82 | 1.9 | 97 |
| Access real estate listings/sites | 9.1 | 98 | 4.0 | 81 | 0.7 | 68 |
| Access a radio station's website | 11.2 | 118 | 3.3 | 72 | 0.8 | 49 |
| Access home decor-related content | 6.9 | 96 | 4.7 | 113 | 2.2 | 125 |
| Access celebrity gossip content | 9.1 | 121 | 6.4 | 124 | 0.9 | 92 |
| Access a TV station's website | 6.4 | 85 | 1.5 | 53 | 0.1 | 8 |
| Access fashion or beauty-related content | 3.6 | 60 | 3.3 | 67 | 0.5 | 57 |
| Access automotive news/content | 2.8 | 59 | 1.7 | 54 | 0.1 | 12 |

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

| | % | Index |
|--|------|-------|
| Flyers delivered to the door or in the mail | 46.5 | 113 |
| General information from the Internet/websites | 34.7 | 101 |
| Coupons | 30.6 | 91 |
| Flyers inserted into a community newspaper | 27.9 | 126 |
| Local store catalogues | 27.2 | 121 |
| Apps/online flyers | 26.2 | 85 |
| Direct email offers | 22.9 | 90 |
| Flyers inserted into a daily newspaper | 17.3 | 103 |
| Mail order | 9.3 | 125 |
| Yellow Pages (print) | 5.7 | 172 |
| Yellow Pages (online) | 3.0 | 128 |

Out of Home Advertising

Noticed Advertising [Past Week]

| | % | Index |
|--|------|-------|
| Billboards | 26.0 | 73 |
| On bus exteriors | 19.2 | 83 |
| Inside public washrooms | 16.5 | 102 |
| Digital billboards | 15.4 | 63 |
| Inside shopping malls | 15.3 | 80 |
| On street furniture (e.g. bus benches) | 13.4 | 59 |
| On transit shelters | 9.1 | 64 |
| Inside movie theaters | 8.7 | 98 |
| Inside buses | 6.4 | 75 |
| Inside airports | 5.4 | 104 |
| Inside commuter trains | 1.4 | 31 |
| Screens inside elevators | 1.3 | 30 |
| Inside subway/metro cars | 0.6 | 23 |
| On taxis | 0.4 | 16 |
| On subway/metro platforms | 0.4 | 11 |

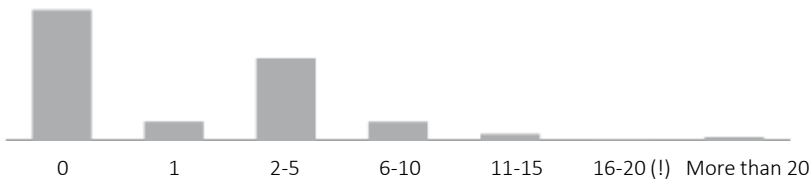
Social Media Usage

Social Media Overview

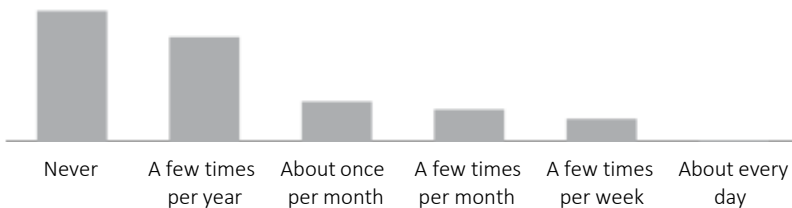
- Internet and Social Media Usage: 36%** search for Businesses, Services and Products online (Below Average), **8%** access Travel Content Websites (Below Average).
- 58%** of New Country from Alberta tend to access social media on their mobile phones during the morning hours, **62%** during the afternoon hours.
- 5%** seek recommendations for Vacation/Travel Information via social media (Below Average).

Brand Interaction

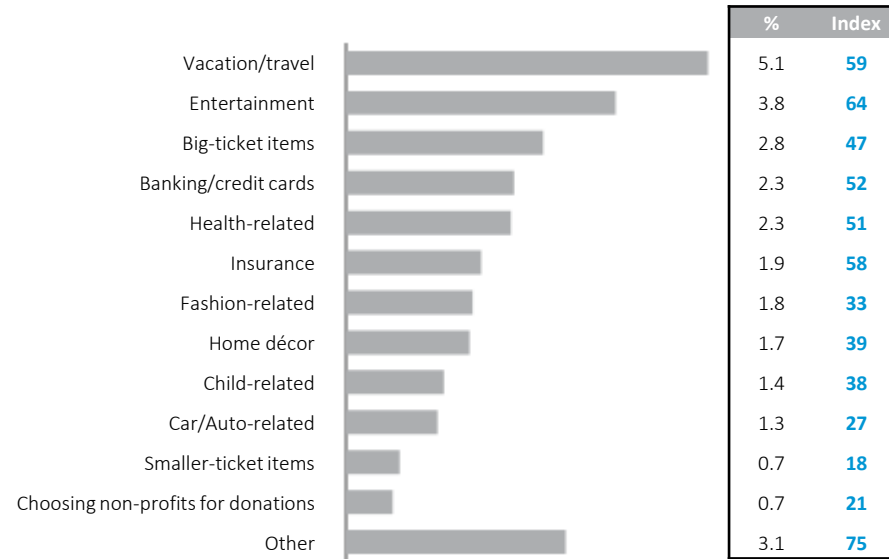
Number of Brands Interacted with via Social Media
[Past Year]



Rate or Review Products or Services
[Frequency of Participation]



Seek Recommendations via Social Media*



Top Social Media Attitudes**

72% tend to ignore marketing and advertising on Social Media

"Social media companies should not be allowed to own or share my personal information"
86% | Index = 103

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
74% | Index = 108

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

"Use SM to stay connected with family"
42% | Index = 99

Social Media Usage

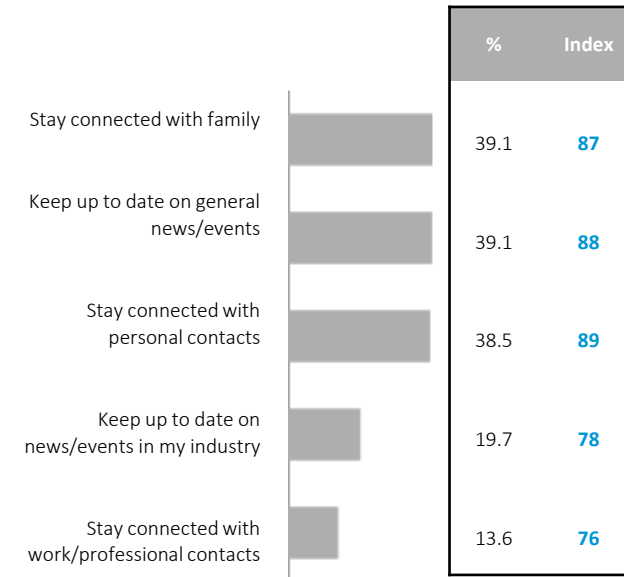
Frequency of Participation*

A few times per week or more

| Participate In | % Comp | Index |
|---|--------|-------|
| View friends' photos online | 41.3 | 92 |
| Watch video online | 39.4 | 87 |
| Read article comments | 35.0 | 92 |
| Read status updates/tweets | 33.7 | 88 |
| Chat in online chats | 32.3 | 82 |
| Listen to radio or stream music online | 27.2 | 80 |
| Share links with friends and colleagues | 22.1 | 85 |
| Click links in news feeds | 12.9 | 66 |
| Play games with others online | 12.9 | 87 |
| Read blogs | 10.6 | 76 |
| Post photos online | 10.5 | 85 |
| Chat in online forums | 8.2 | 78 |
| Rate or review products online | 7.6 | 79 |
| Comment on articles or blogs | 7.1 | 78 |
| Check in with locations | 6.6 | 76 |
| Update your status on a social network | 5.4 | 56 |
| Share your GPS location | 4.8 | 60 |
| Post videos online | 3.8 | 67 |
| Publish blog, Tumblr, online journal | 2.2 | 55 |

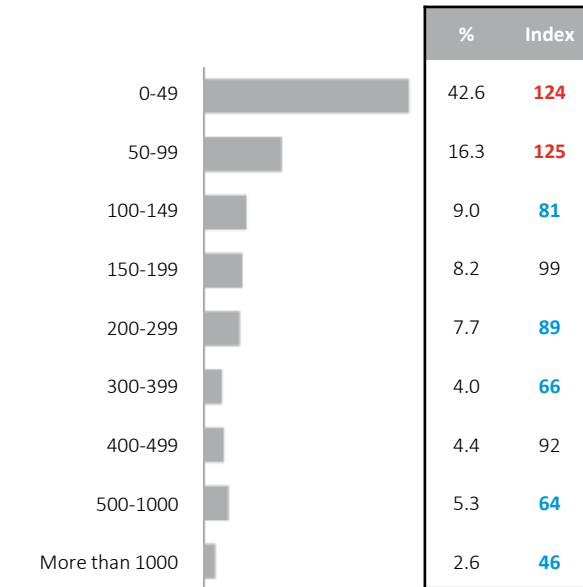
Social Media Uses*

A few times per week or more



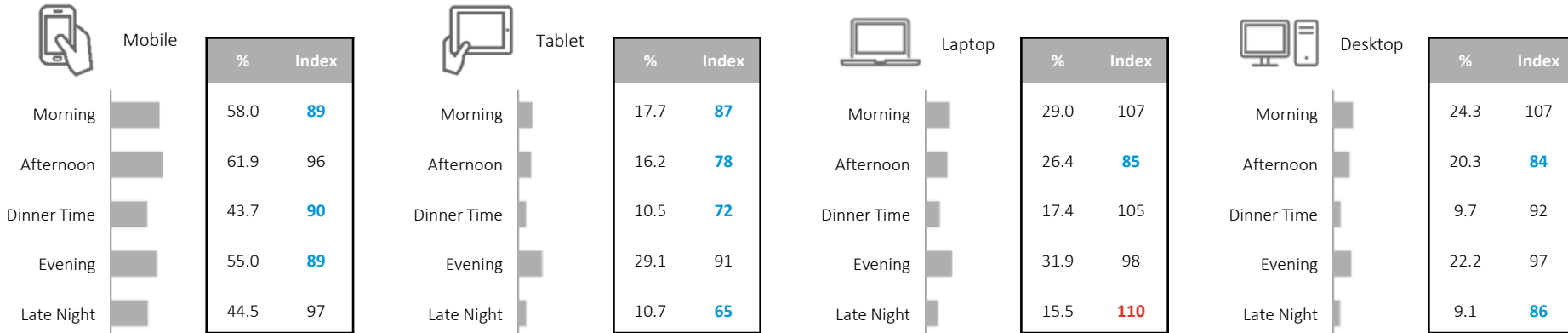
Number of Connections

Across all social media



Social Media Access

Typically use



Social Media Usage

Facebook



Frequency of Use
[Past Year]

| Currently Use | Did Not Use | Use Daily | % | Index |
|-----------------------|----------------------|-------------|------|------------|
| 81.1% (103) | 17.6% (98) | Use Daily | 58.5 | 103 |
| | | Use Weekly | 14.8 | 100 |
| | | Use Monthly | 7.5 | 111 |

LinkedIn



Frequency of Use
[Past Year]

| Currently Use | Did Not Use | Use Daily | % | Index |
|----------------------|-----------------------|-------------|------|-----------|
| 29.2% (68) | 64.4% (131) | Use Daily | 4.1 | 43 |
| | | Use Weekly | 8.7 | 60 |
| | | Use Monthly | 13.0 | 77 |

Instagram



Frequency of Use
[Past Year]

| Currently Use | Did Not Use | Use Daily | % | Index |
|----------------------|-----------------------|-------------|------|-----------|
| 25.8% (65) | 63.6% (124) | Use Daily | 11.1 | 51 |
| | | Use Weekly | 9.4 | 86 |
| | | Use Monthly | 4.2 | 68 |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|-----------|
| Read my news feed | 52.1 | 95 |
| Comment/Like other users' posts | 47.9 | 106 |
| Use Messenger | 41.8 | 98 |
| Watch videos | 38.7 | 95 |
| Watch live videos | 17.1 | 94 |
| Click on an ad | 11.6 | 104 |
| Like or become a fan of a page | 10.9 | 89 |
| Post photos | 8.3 | 69 |
| Update my status | 7.3 | 63 |
| Post videos | 6.0 | 85 |
| Create a Facebook group or fan page | 1.6 | 29 |
| Give to a Facebook fundraiser (!) | 1.5 | 45 |
| Create a Facebook fundraiser (!) | 0.7 | 27 |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|-----------|
| Read your newsfeed | 5.9 | 52 |
| Watch videos | 3.9 | 56 |
| Search and review other profiles | 3.7 | 57 |
| View a job posting | 2.3 | 27 |
| Comment on content | 2.1 | 53 |
| Create a connection | 2.0 | 42 |
| Post an article, video or picture (!) | 1.3 | 44 |
| Click on an ad (!) | 1.0 | 30 |
| Update your profile information | 0.9 | 27 |
| Participate in LinkedIn forums (!) | 0.8 | 32 |
| Join a LinkedIn group (!) | 0.7 | 29 |
| Request a recommendation (!) | 0.7 | 25 |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|-----------|
| View photos/videos | 15.9 | 57 |
| Like photos/videos | 12.3 | 53 |
| Comment on photos/videos | 7.1 | 55 |
| Send direct messages | 6.0 | 48 |
| Watch live videos | 5.5 | 50 |
| Post photos/videos | 2.6 | 33 |
| View a brand's page | 2.5 | 29 |
| Watch IGTV videos | 1.1 | 16 |
| Click on ads | 1.0 | 20 |

Pinterest



Frequency of Use
[Past Year]

| Currently Use | Did Not Use | Use Daily | % | Index |
|-----------------------|----------------------|-------------|------|------------|
| 35.6% (121) | 55.7% (92) | Use Daily | 7.0 | 105 |
| | | Use Weekly | 13.9 | 129 |
| | | Use Monthly | 12.5 | 117 |

Reddit



Frequency of Use
[Past Year]

| Currently Use | Did Not Use | Use Daily | % | Index |
|---------------------|-----------------------|-------------|-----|-----------|
| 5.6% (48) | 91.4% (113) | Use Daily | 2.3 | 59 |
| | | Use Weekly | 1.1 | 32 |
| | | Use Monthly | 1.8 | 46 |

WhatsApp



Frequency of Use
[Past Year]

| Currently Use | Did Not Use | Use Daily | % | Index |
|----------------------|-----------------------|-------------|-----|-----------|
| 25.6% (61) | 70.9% (138) | Use Daily | 7.5 | 39 |
| | | Use Weekly | 9.1 | 73 |
| | | Use Monthly | 7.2 | 80 |

| Participate In* (at least a few times per month) | % Comp | Index |
|--|--------|-----------|
| View content | 2.7 | 33 |
| Follow specific Subreddits | 0.5 | 13 |
| Vote on content | 0.5 | 15 |
| Post content | 0.2 | 10 |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|-----------|
| Send/receive messages | 14.0 | 51 |
| Send/receive images | 12.9 | 52 |
| Use group chats | 8.7 | 46 |
| Use voice calls | 5.6 | 45 |
| Send/receive documents and files | 3.1 | 28 |

Social Media Usage

Twitter



Frequency of Use
[Past Year]

Currently Use **16.3%** (58)
Did Not Use **77.9%** (123)
Use Daily
Use Weekly
Use Monthly

| % | Index |
|-----|-----------|
| 5.1 | 40 |
| 5.2 | 63 |
| 5.4 | 86 |

YouTube



Frequency of Use
[Past Year]

Currently Use **65.8%** (93)
Did Not Use **20.3%** (120)
Use Daily
Use Weekly
Use Monthly

| % | Index |
|------|------------|
| 22.7 | 77 |
| 20.5 | 78 |
| 20.8 | 146 |

Snapchat



Frequency of Use
[Past Year]

Currently Use **11.7%** (81)
Did Not Use **83.7%** (105)
Use Daily
Use Weekly
Use Monthly

| % | Index |
|-----|-----------|
| 6.2 | 87 |
| 3.4 | 83 |
| 1.5 | 51 |

| Participate In* (at least a few times per week) | % Comp | Index |
|--|--------|-----------|
| Read tweets | 9.2 | 51 |
| Watch videos | 4.6 | 42 |
| Respond to tweets | 2.3 | 36 |
| Watch live videos | 2.2 | 34 |
| Tweet | 2.1 | 31 |
| Retweet | 2.1 | 29 |
| Share a link to a blog post or article of interest | 2.0 | 32 |
| Send or receive direct messages | 1.7 | 28 |
| Follow users who follow you | 1.6 | 29 |
| Actively follow new users | 1.6 | 31 |
| Click on an ad | 0.4 | 13 |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|------------|
| Watch videos | 35.7 | 75 |
| Like or dislike videos | 14.2 | 87 |
| Watch live videos | 12.5 | 80 |
| Leave comment or post response on video | 8.3 | 116 |
| Click on an ad | 5.1 | 79 |
| Share videos | 4.6 | 52 |
| Embed a video on a web page or blog | 1.3 | 29 |
| Create and post a video | 0.6 | 16 |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|-----------|
| Receive photos/videos | 8.0 | 93 |
| Send photos/videos | 6.4 | 89 |
| Send direct text messages | 5.7 | 81 |
| Use filters or effects | 3.7 | 83 |
| Use group chat | 2.2 | 56 |
| Read Snapchat discover/News | 1.9 | 48 |
| View a brand's snaps | 0.6 | 23 |
| Use video chat | 0.4 | 19 |
| View ads | 0.3 | 14 |

Audio Podcasts



Currently Use **12.9%** (70)
Did Not Use **76.8%** (114)

Frequency of Use
[Past Year]

Use Daily
Use Weekly
Use Monthly

| % | Index |
|-----|-----------|
| 1.9 | 37 |
| 6.0 | 85 |
| 4.2 | 72 |

| Participate In* (at least a few times per week) | % Comp | Index |
|---|--------|-----------|
| Listen to another genre of podcast | 3.9 | 75 |
| Listen to a comedy podcast | 2.5 | 73 |
| Listen to a news podcast | 1.8 | 41 |
| Subscribe to another genre of podcast | 1.7 | 57 |
| Listen to an educational podcast | 1.5 | 33 |
| Listen to a technology focused podcast | 0.7 | 26 |
| Listen to a sports podcast | 0.7 | 23 |
| Subscribe to a comedy podcast (!) | 0.7 | 40 |
| Subscribe to a sports podcast** | 0.7 | 27 |
| Subscribe to an educational podcast | 0.5 | 25 |
| Subscribe to a technology podcast (!) | 0.5 | 28 |
| Listen to a business podcast | 0.5 | 15 |
| Subscribe to a business podcast (!) | 0.3 | 19 |
| Subscribe to a news podcast | 0.2 | 11 |

Other Social Media Platforms



Currently Use **1.0%** (41)
Did Not Use **97.4%** (103)

Frequency of Use -Tinder
[Past Year]

Use Daily (!)
Use Weekly (!)



Currently Use **6.4%** (89)
Did Not Use **89.8%** (103)

| % | Index |
|-----|-----------|
| 0.5 | 50 |
| 0.1 | 8 |