

Overview

Of the 67 PRIZM Clusters identified in Canada, Scenic Retirement rank 3rd, making up **93,530** households, or **4.6%** of the total Households in British Columbia (2,018,734).

The Median Household Maintainer Age is **64**, **60.6%** of couples do not have children living at home (Above Average).

Average Household Income of **\$106,335** compared to BC at \$113,574.

Top 3 Social Values: Duty, Emotional Control, and Cultural Assimilation.

Top Tourism Activities: Swimming, Hiking/Backpacking, and Camping. **Above Average** interest in Visiting Parks/City Gardens, Photography, and Fishing/Hunting.

Above Average interest for travelling within Canada (Above Average for Other BC, Vancouver, Other Alberta, Calgary, Banff, Ottawa, and Manitoba), Scenic Retirement from British Columbia spent an average of **\$1,847** (Above Average) on their last vacation.

78.4% currently use Facebook, **30.6%** use Instagram (Below Average), **20.7%** use Twitter (Below Average), and **70%** use YouTube.

Market Sizing



Total Population

Target Group: 212,599 | 4.2%
Market: 5,102,265



Total Households

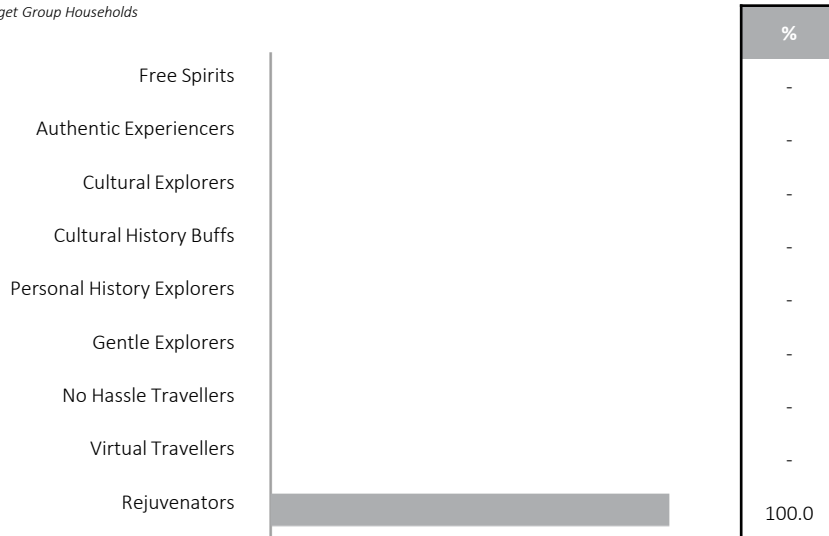
Target Group: 93,530 | 4.6%
Market: 2,018,734

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
North Cowichan, BC (DM)	4.2	28.5	616	13,661	0.7
Saltspring Island, BC (RDA)	3.8	70.3	1,521	5,116	0.3
Parksville, BC (CY)	3.5	51.4	1,110	6,362	0.3
Nanaimo, BC (CY)	3.4	7.6	164	42,228	2.1
Summerland, BC (DM)	3.4	63.8	1,375	5,002	0.2
Vernon, BC (CY)	3.3	15.5	334	19,653	1.0
Qualicum Beach, BC (T)	3.2	66.4	1,435	4,529	0.2
Courtenay, BC (CY)	2.9	20.9	451	13,052	0.6
Chilliwack, BC (CY)	2.9	7.6	165	35,457	1.8
Peachland, BC (DM)	2.6	86.2	1,857	2,778	0.1

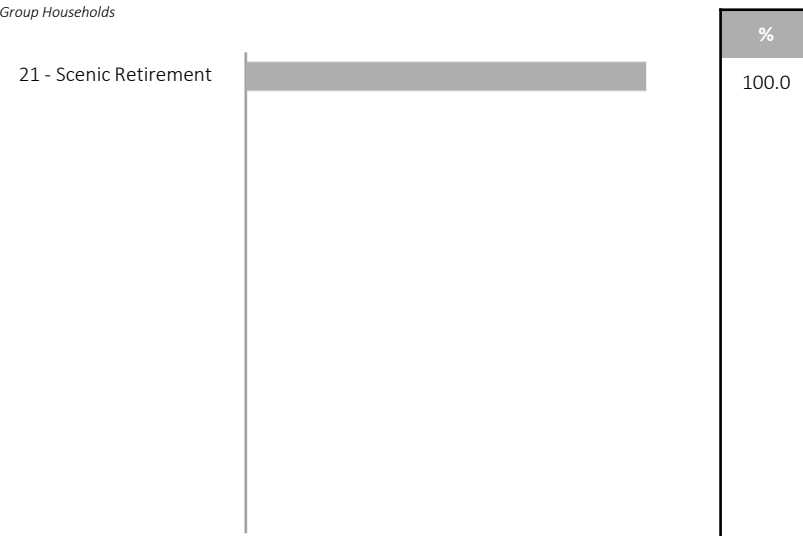
EQ Segments

% of Target Group Households

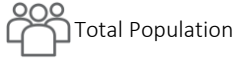


Top PRIZM Segments

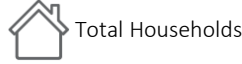
% of Target Group Households



Demographic Profile



Total Population
Target Group: 212,599 | 4.2%
Market: 5,102,265

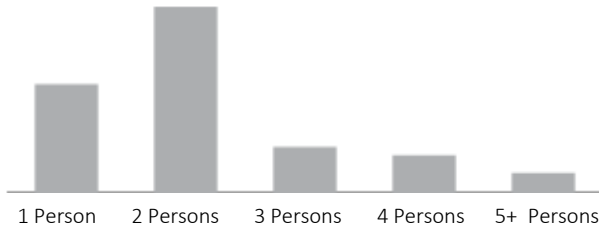


Total Households
Target Group: 93,530 | 4.6%
Market: 2,018,734

Average Household Income

\$106,335
(94)

Household Size*



Median Household Maintainer Age

64
(118)

Marital Status**

63.5%
(111)

Married/Common-Law

Family Composition***

60.6%
(138)

Couples Without Kids at Home

Education**

29.6%
(101)

High School Certificate Or Equivalent

Visible Minority Presence*

5.8%
(18)

Belong to a visible minority group

Non-Official Language*

0.3%
(10)

No knowledge of English or French

Immigrant Population*

15.8%
(56)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Duty	130	55	Pursuit of Novelty
Emotional Control	127	57	Attraction For Crowds
Cultural Assimilation	123	66	Penchant for Risk
Utilitarian Consumerism	123	67	Status via Home
Legacy	123	69	Anomie-Aimlessness

Key Social Values

Emotional Control Index = 127	Legacy Index = 123	Primacy of Environmental Protection Index = 120
National Pride Index = 117	Attraction to Nature Index = 116	Ethical Consumerism Index = 116
Community Involvement Index = 115	Primacy of the Family Index = 111	Ecological Concern Index = 109
Need for Escape Index = 108	Brand Apathy Index = 108	Social Responsibility Index = 104

































Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	85.3	101
Gardening	65.6	110
Volunteer work	57.6	107
Fitness walking	57.2	110
Home exercise & home workout	56.9	105

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	51.3	98
Parks & city gardens	48.1	111
Bars & restaurant bars	39.3	107
National or provincial park	36.2	126
Movies at a theatre/drive-in	34.7	94

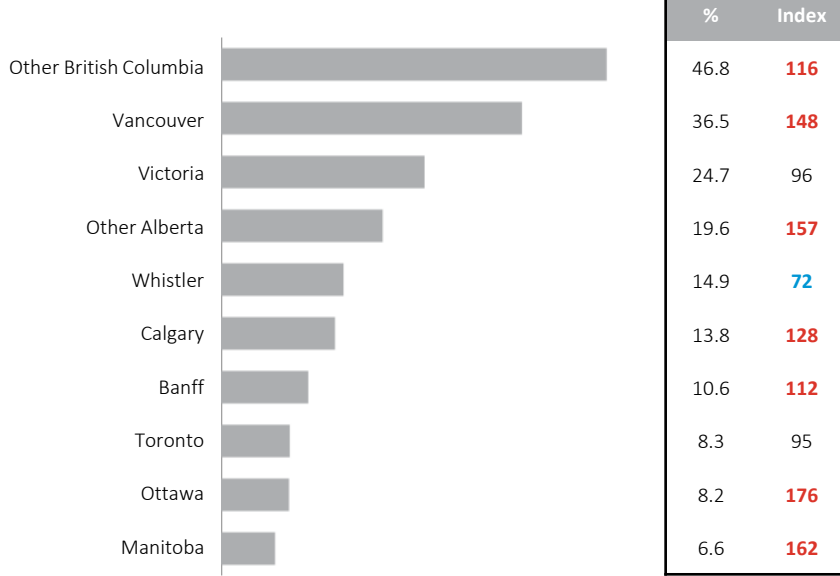
Key Tourism Activities**

Swimming  54.8% (104)	Hiking & backpacking  51.8% (104)	Camping  50.0% (100)	Cycling  49.5% (108)	Parks & city gardens  48.1% (111)	Photography  46.5% (119)	Bars & restaurant bars  39.3% (107)	Fishing & hunting  36.2% (148)
National or provincial park  36.2% (126)	Canoeing & kayaking  34.9% (99)	Cross country skiing & snowshoeing  31.2% (127)	Historical sites  27.0% (139)	Golfing  25.9% (97)	Specialty movie theatres/IMAX  23.6% (112)	Downhill skiing  21.1% (111)	Sporting events  20.3% (119)
Ice skating  20.0% (88)	Pilates & yoga  19.5% (85)	Zoos & aquariums  16.5% (102)	ATV & snowmobiling  16.0% (132)	Theme parks, waterparks & water slides  14.3% (117)	Beer, food & wine festivals  12.9% (116)	Video arcades & indoor amusement centres  12.3% (80)	Power boating & jet skiing  12.3% (101)
Hockey  12.0% (104)	Adventure sports  11.6% (98)	Music festivals  8.7% (104)	Curling  8.3% (107)	Film festivals  7.3% (117)	Snowboarding  6.1% (73)	Dinner theatres  6.0% (158)	Inline skating  5.5% (122)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]



Vacation Booking*

Used [Past 3 Years]

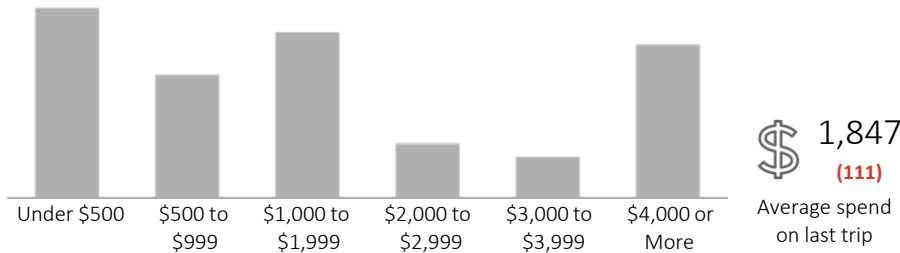


Booked With [Past Year]**



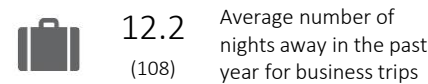
Vacation Spending

Spent Last Vacation

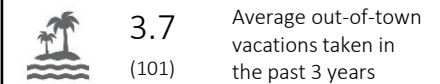


Travel Type & Frequency

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 53.8% (95)	 Friends/relatives 44.8% (105)	 All-inclusive resort 16.8% (108)	 Camping 22.8% (96)	 Vacation rental by owner 21.3% (89)	 Motel 27.8% (142)	 Cottage 9.9% (106)
 B&B 12.7% (91)	 Condo/apartment 11.9% (93)	 RV/camper 17.2% (135)	 Cruise ship 12.1% (108)	 Package tours 5.5% (110)	 Spa resort 6.3% (116)	 Boat 5.6% (153)









Airline Preferences**

Flown [Past Year]

 Air Canada 31.6% (87)	 West Jet 31.0% (103)	 Air Transat 3.2% (52)	 Porter Airlines 0.1% (118)	 Other Canadian 6.8% (120)
 Delta Airlines 3.9% (72)	 United Airlines 6.1% (97)	 American Airlines 3.8% (88)	 Other American 5.5% (67)	
 European Airlines 7.5% (98)	 Asian Airlines 4.1% (65)	 Other Charter 2.5% (117)	 Other 8.7% (123)	

Car Rental*

Rented From [Past Year]

 Enterprise 4.1% (82)	 Budget 4.1% (104)	 Avis 2.7% (127)	 U-Haul 1.9% (128)
 Hertz 3.0% (131)	 National (!) 4.0% (141)	 Discount (!) 0.9% (101)	 Other Rentals 2.4% (64)

Media

Overall Level of Use

Radio



12 hours/week
(106)

Television



1,440 minutes/week
(123)

Newspaper



1 hours/week
(149)

Magazine



13 minutes/day
(162)

Internet



202 minutes/day
(85)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	35.8	101
Multi/Variety/Specialty	19.5	133
Adult Contemporary	15.8	81
Classic Hits	15.1	111
Not Classified	9.5	130
Today's Country	9.5	103
Classic Rock	8.2	84
AOR/Mainstream Rock	7.3	194
Hot Adult Contemporary	5.4	67
Mainstream Top 40/CHR	4.1	33

Top Television Programs*

Programs [Average Week]

	%	Index
Evening local news	54.8	132
Movies	48.3	111
News/current affairs	40.8	127
Suspense/crime dramas	33.6	115
Primetime serial dramas	33.4	112
Morning local news	32.0	141
Documentaries	29.4	118
Home renovation/decoration shows	26.5	115
Hockey (when in season)	24.2	112
Situation comedies	24.0	108

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	63.9	113
International News & World	59.3	115
National News	56.9	107
Health	40.9	121
Editorials	36.4	117
Food	31.5	108
Sports	30.2	125
Travel	29.9	119
Movie & Entertainment	29.5	97
Business & Financial	24.7	99

Top Magazine Publications*

Read [Past Month]

	%	Index
Other U.S. magazines	13.6	140
Other English-Canadian	13.5	133
Maclean's	11.2	168
Canadian Living	8.4	139
Reader's Digest	7.9	147
National Geographic	6.8	113
CAA Magazine	6.2	163
Canadian Geographic	5.1	157
People	4.9	120
Chatelaine (English edition)	4.8	140

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	68.5	99
Send/receive a text/instant message	57.6	93
Participate in an online social network	50.6	93
Do banking/pay bills online	47.7	94
Use maps/directions service	46.6	94
Take pictures/video	45.9	94
Internet search - business, services, products	44.5	97
Use apps	42.6	91
Access a news site	42.0	98
Watch a subscription-based video service	37.7	103

Top Mobile Activities*

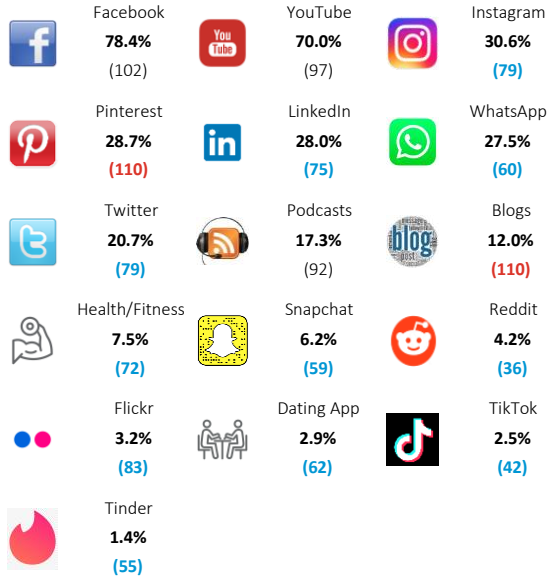
Activity [Past Week]

	%	Index
Send/receive a text/instant message	50.0	88
Take pictures/video	41.4	91
Send/receive email	38.4	83
Use apps	34.4	81
Use maps/directions service	32.5	81
Participate in an online social network	32.2	85
Access a news site	24.5	91
Internet search - business, services, products	23.0	81
Do banking/pay bills online	16.4	73
Watch a subscription-based video service	15.7	97

Media

Social Media Platforms

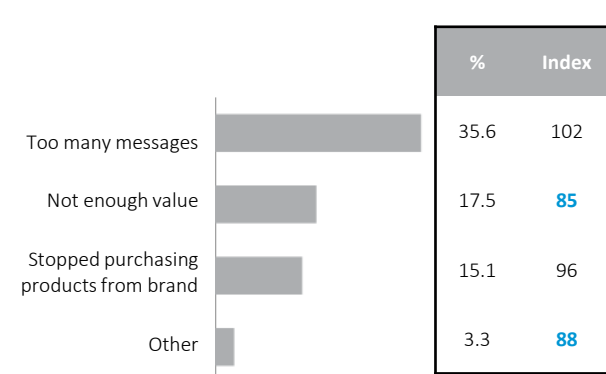
Usage [Currently Use]



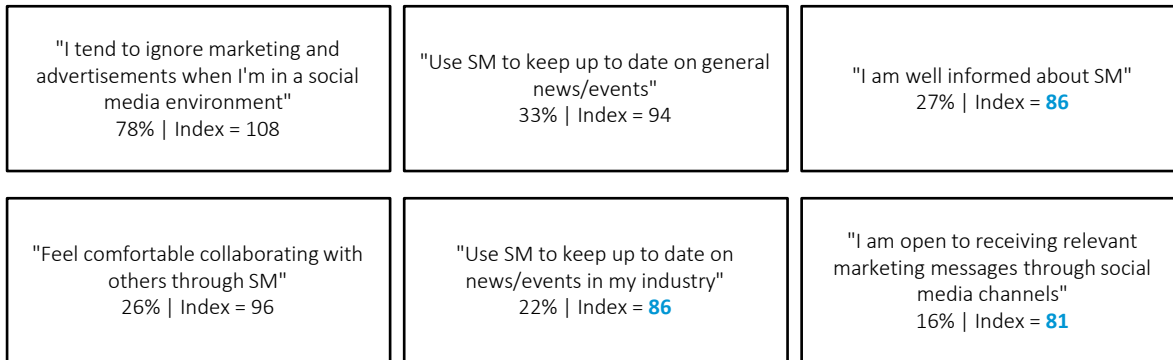
Reasons to Follow Brands



Reasons to Unfollow Brands

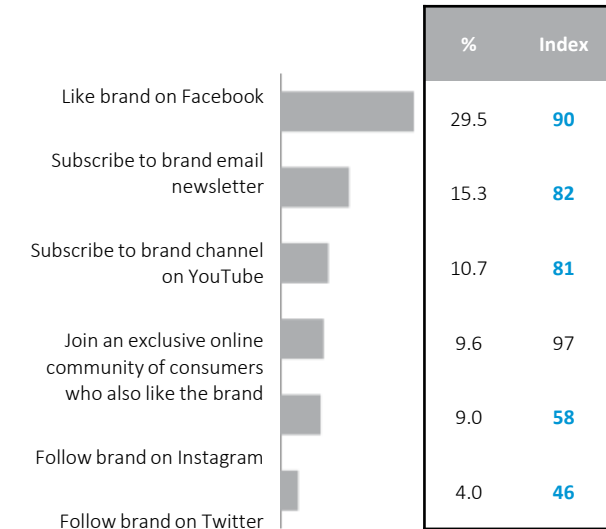


Social Media Attitudes



Actions Taken using Social Media

Variables with Response "Yes"



Product Preferences

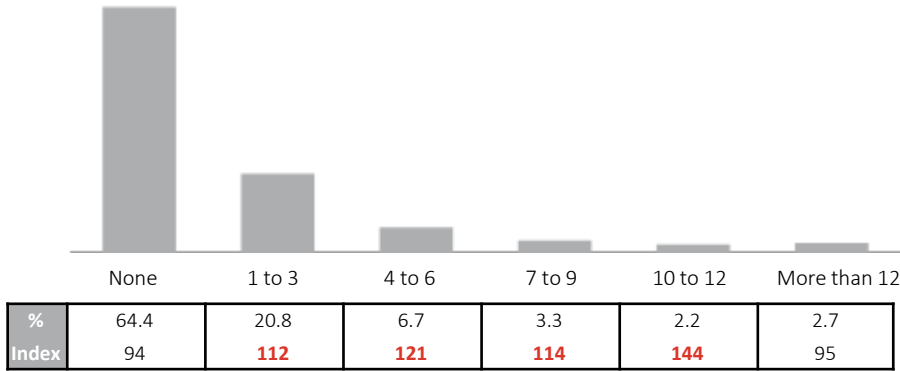
Variables with "Agree" Statements

"I have tried a product/service based on a personal recommendation" 79% Index = 108	"I consider myself to be informed on current events or issues" 75% Index = 106	"I would like to eat healthy foods more often" 74% Index = 100	"I value companies who give back to the community" 74% Index = 111	"I generally achieve what I set out to do" 74% Index = 107
"I make an effort to buy local produce/products" 72% Index = 113	"I am very concerned about the nutritional content of food products I buy" 68% Index = 104	"Family life and having children are most important to me" 64% Index = 112	"When I shop online I prefer to support Canadian retailers" 63% Index = 110	"It's important to buy products from socially-responsible/environmentally-friendly companies" 60% Index = 107
"I like to cook" 59% Index = 104	"I like to try new places to eat" 56% Index = 102	"I am interested in learning about different cultures" 54% Index = 94	"I offer recommendations of products/services to other people" 50% Index = 96	"I like to try new and different products" 46% Index = 96
"I am adventurous/"outdoorsy"" 43% Index = 105	"Free-trial/product samples can influence my purchase decisions" 37% Index = 94	"I am willing to pay more for eco-friendly products" 37% Index = 100	"Vegetarianism is a healthy option" 32% Index = 87	"I lead a fairly busy social life" 29% Index = 111
"I prefer to shop online for convenience" 26% Index = 85	"Staying connected via social media is very important to me" 25% Index = 90	"Advertising is an important source of information to me" 20% Index = 91	"I consider myself to be sophisticated" 18% Index = 92	"I enjoy being extravagant/indulgent" 18% Index = 98

Product Preferences

Beer Consumption

Drinks [Past Week]



Drinks

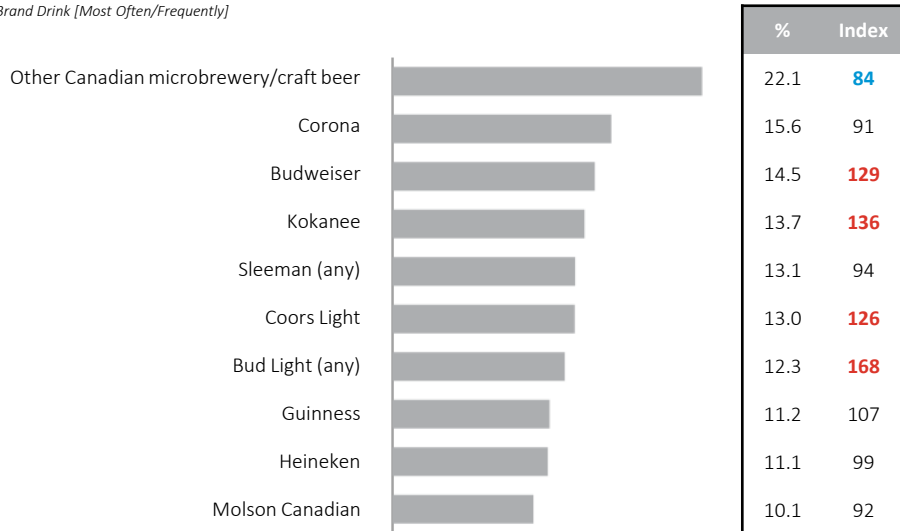
Drank [Past Month]	% Comp	Index
Canadian wine	30.4	141
Liqueurs (any)	16.6	149
Cider	11.9	101

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	16.9	107

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	22.1	84

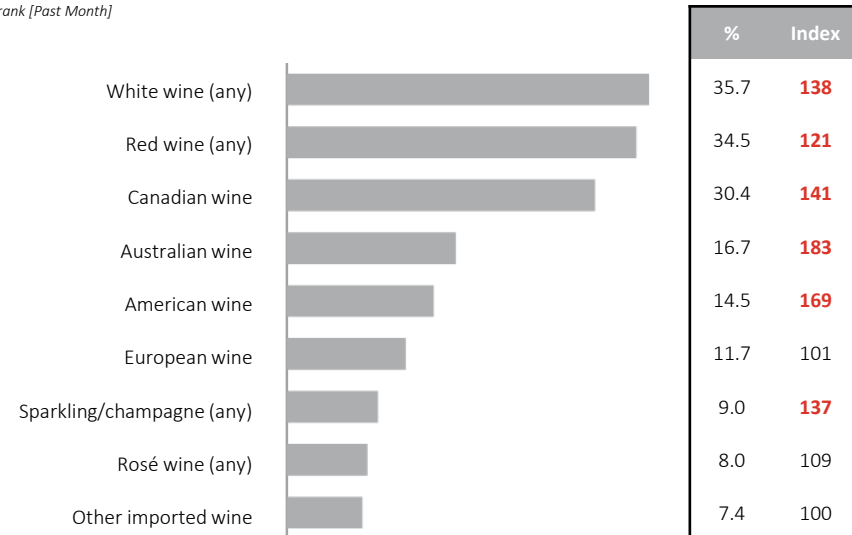
Top 10 Beers*

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	7.2	70	43.5	104	4.0	84
Asian restaurants	8.6	69	53.6	115	4.4	94
Submarine/sandwich restaurants	3.4	61	37.7	116	5.0	107
Breakfast style restaurant	3.8	98	34.7	113	7.5	74
Chicken restaurants	2.1	79	19.6	117	2.8	66
Ice cream/frozen yogurt restaurants	1.3	64	18.1	69	3.5	79
Specialty burger restaurants	2.1	62	22.4	99	4.5	78
Italian restaurants	2.5	130	20.7	89	9.7	116
Other ethnic restaurants	0.9	28	28.5	94	10.6	113
Steakhouse	2.8	188	11.6	78	18.4	107
Mexican/Burrito-style restaurants	2.6	83	20.1	94	8.3	90
Seafood/Fish and Chips restaurants	0.7	47	34.8	148	9.9	97

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	4.7	78	49.5	109	5.4	93
Food court outlets at a shopping mall	0.9	19	43.0	100	6.7	90
Pub restaurants	13.3	147	43.0	107	6.8	116
Formal dine-in restaurants	4.5	119	34.7	103	9.1	91
Fast casual restaurants	7.4	105	19.1	75	2.3	66
Sports bars	2.6	112	14.2	91	2.6	91
Other types	2.6	66	23.7	109	2.9	145

Purchased Organic Food

Done [Past Week]



Organic Fruits and Vegetables
30.8%
(100)



Other Organic Food
16.9%
(102)



Organic Meat
11.2%
(108)

Product Preferences

Demographics



Rent
16.8%
(52)

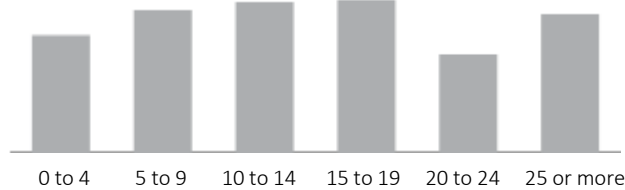


Own
83.1%
(123)

Age of Children at Home



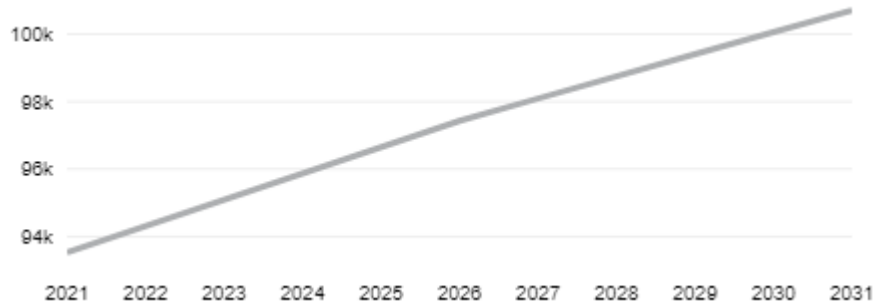
Households with
Children at Home
27.3%
(74)



%	14.7	17.8	18.8	19.1	12.3	17.3
Index	93	104	109	108	91	93

Demographic Trends

Household Projections

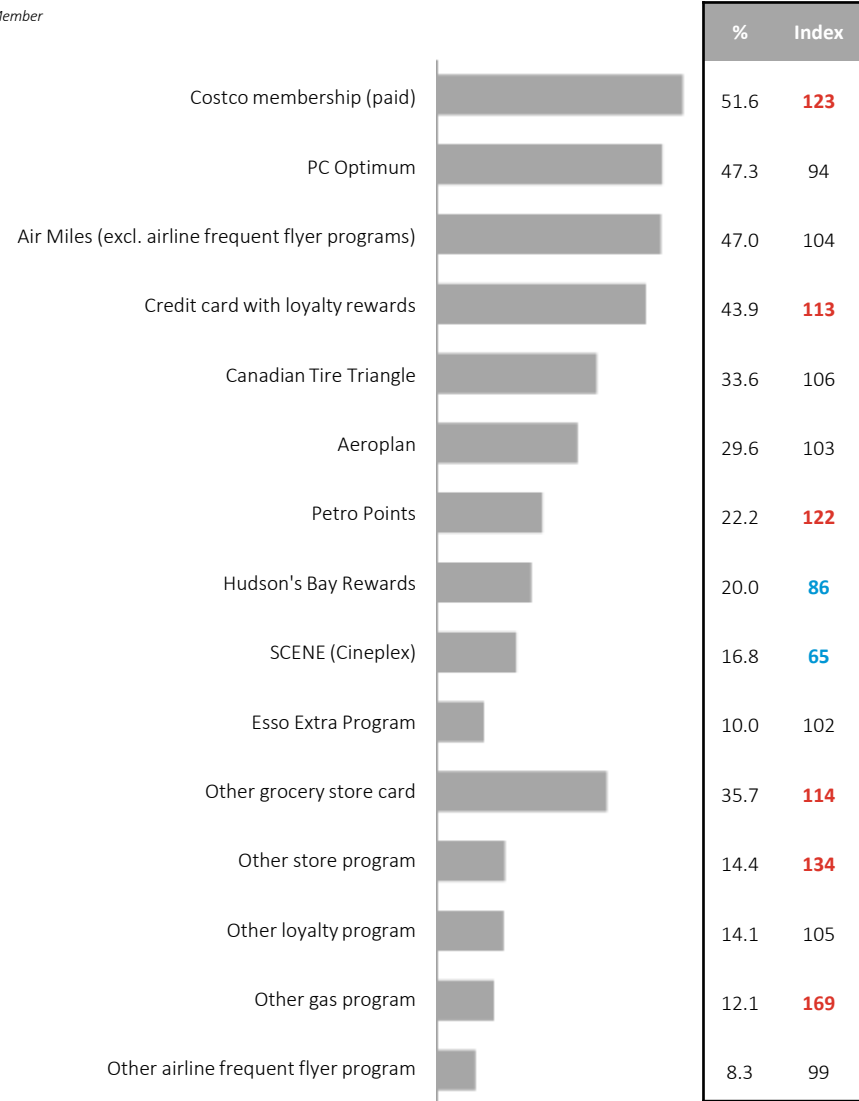


Name	2021	2024	2026	2031
Count	93,530	95,876	97,429	100,704
% Change	-	2.5	4.2	7.7
Index	-	90	89	88

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

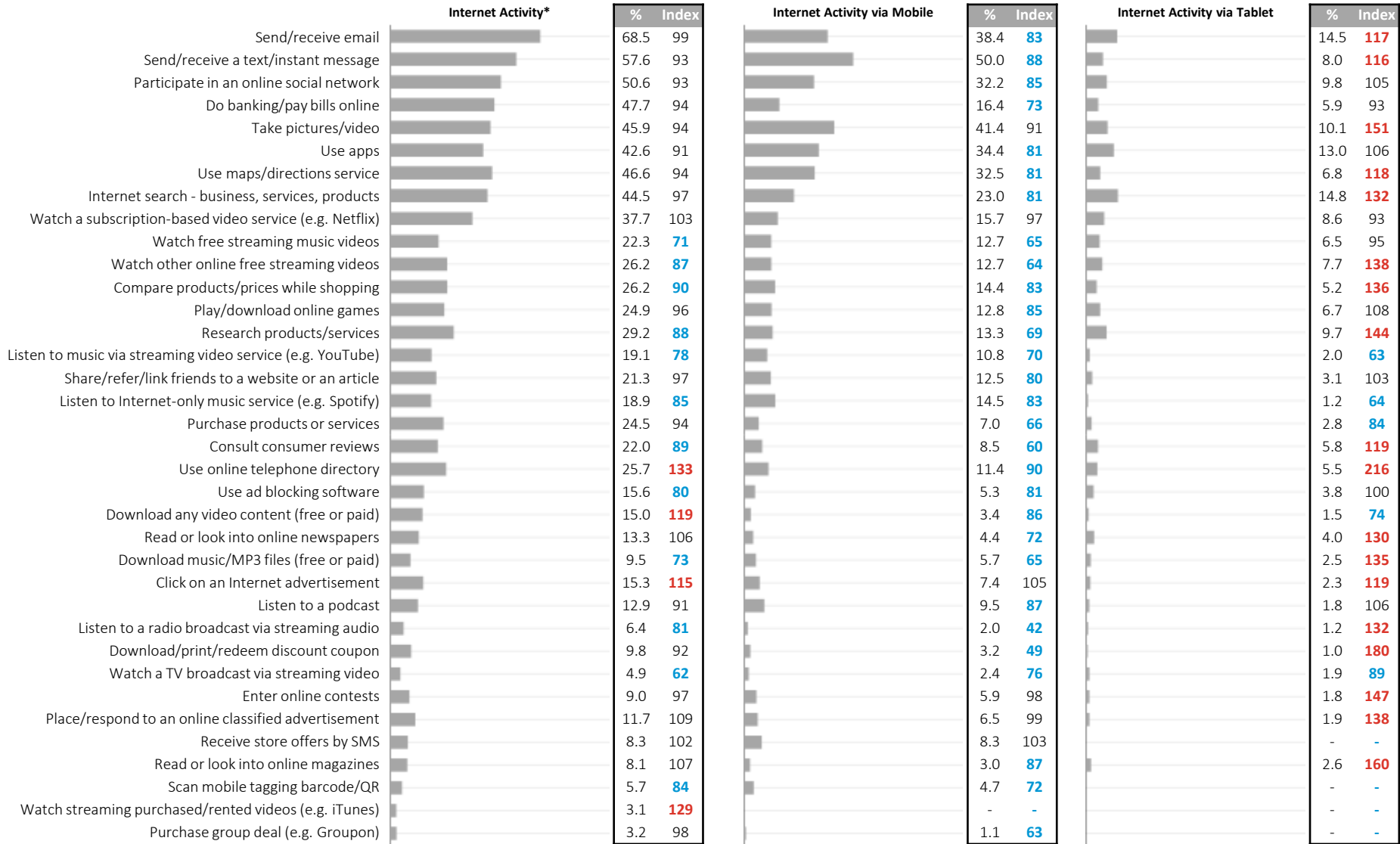
Loyalty Programs*

Member



Internet Activity

Activity [Past Week]



Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	42.0	98	24.5	91	11.7	119
Access food/recipes content	29.3	100	13.9	89	9.5	126
Access health-related content	20.6	106	8.0	75	4.6	106
Access professional sports content	11.8	114	6.7	89	4.7	186
Access restaurant guides/reviews	14.8	97	8.8	81	3.0	104
Access travel content	13.3	101	5.4	83	3.2	110
Access real estate listings/sites	12.5	112	1.9	47	1.7	81
Access a radio station's website	9.7	105	4.3	85	2.9	210
Access home decor-related content	7.7	94	2.6	62	2.7	160
Access celebrity gossip content	6.3	74	4.1	73	0.8	95
Access a TV station's website	10.7	117	3.9	94	1.8	104
Access fashion or beauty-related content	6.1	69	4.0	66	1.0	104
Access automotive news/content	8.4	130	4.1	96	3.1	247

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers inserted into a community newspaper	44.6	122
Flyers delivered to the door or in the mail	43.5	119
General information from the Internet/websites	27.6	90
Coupons	26.4	93
Local store catalogues	25.8	123
Apps/online flyers	22.4	91
Direct email offers	22.4	99
Flyers inserted into a daily newspaper	18.7	105
Mail order	9.3	136
Yellow Pages (print)	8.2	169
Yellow Pages (online)	6.1	179

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	28.8	102
On bus exteriors	18.8	74
On transit shelters	13.2	69
On street furniture (e.g. bus benches)	13.1	74
Inside shopping malls	12.1	81
Inside public washrooms	7.9	84
Digital billboards	7.6	53
Inside buses	6.8	56
Screens inside elevators	5.5	68
On subway/metro platforms	5.0	59
Inside movie theaters	4.2	71
Inside subway/metro cars	4.0	60
On taxis	3.2	99
Inside airports	3.2	82
Inside commuter trains	2.9	43

Social Media Usage

Social Media Overview

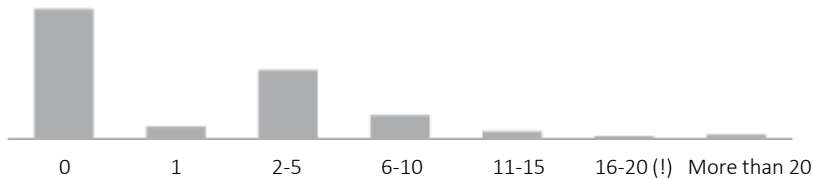
Internet and Social Media Usage: 44.5% search for Businesses, Services and Products online (Average), **11.8%** access Travel Content Websites (Above Average).

53% of Scenic Retirement from British Columbia tend to access social media on their mobile phones during the morning hours (Below Average), **50.7%** during the afternoon hours (Below Average).

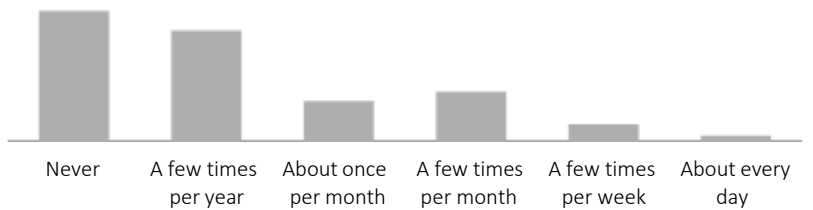
5.2% seek recommendations for Vacation/Travel Information via social media (Below Average).

Brand Interaction

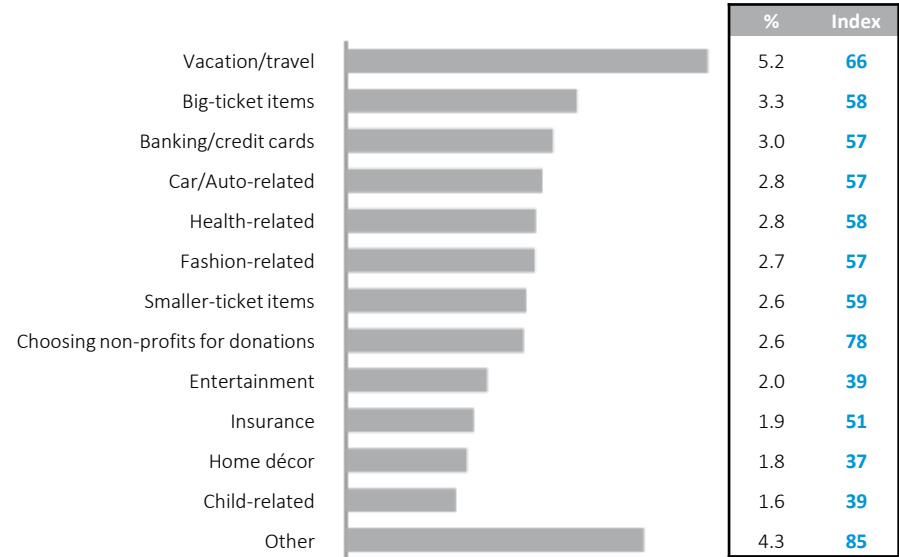
Number of Brands Interacted with via Social Media
[Past Year]



Rate or Review Products or Services
[Frequency of Participation]



Seek Recommendations via Social Media*



Top Social Media Attitudes**

90% believe that Social Media companies should not be allowed to own or share their personal information (Average).

78% tend to ignore marketing and advertisements on Social Media (Average).

"Social media companies should not be allowed to own or share my personal information" 90% Index = 108	"I tend to ignore marketing and advertisements when I'm in a social media environment" 78% Index = 108
"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company" 71% Index = 105	"Use SM to stay connected with personal contacts" 46% Index = 101

Social Media Usage

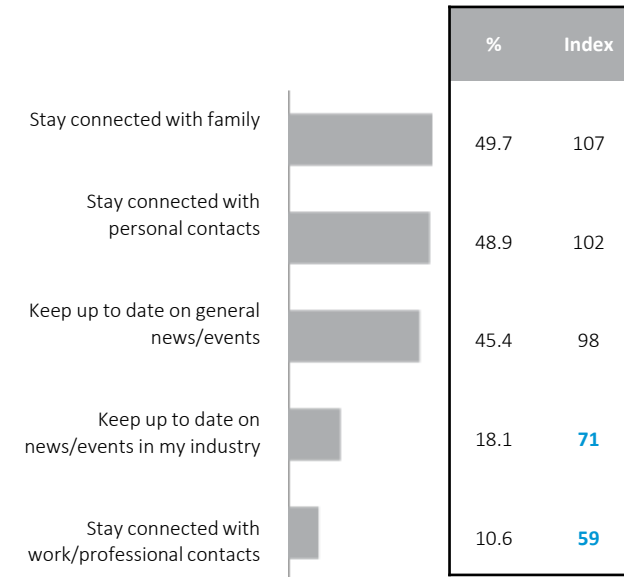
Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	48.0	100
Read article comments	38.7	98
Watch video online	38.1	82
Chat in online chats	37.5	92
Listen to radio or stream music online	32.5	93
Read status updates/tweets	31.7	85
Share links with friends and colleagues	23.8	82
Click links in news feeds	16.3	71
Play games with others online	16.2	100
Read blogs	12.8	80
Post photos online	12.5	93
Update your status on a social network	8.9	83
Comment on articles or blogs	7.5	87
Chat in online forums	7.5	73
Rate or review products online	6.7	72
Check in with locations	5.9	67
Share your GPS location	5.4	65
Post videos online	4.0	70
Publish blog, Tumblr, online journal	1.3	34

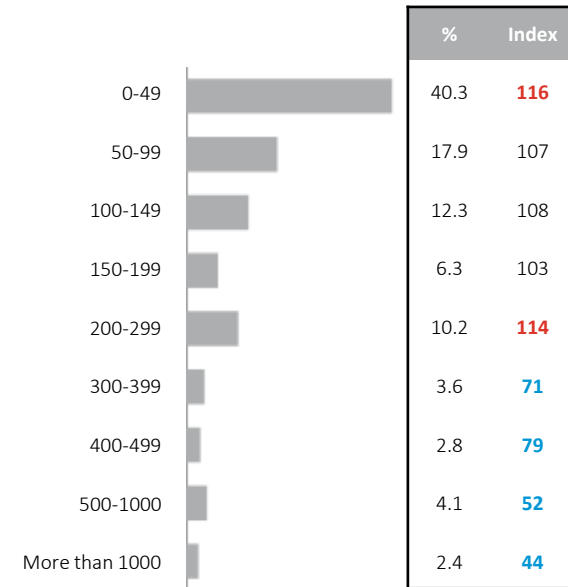
Social Media Uses*

A few times per week or more



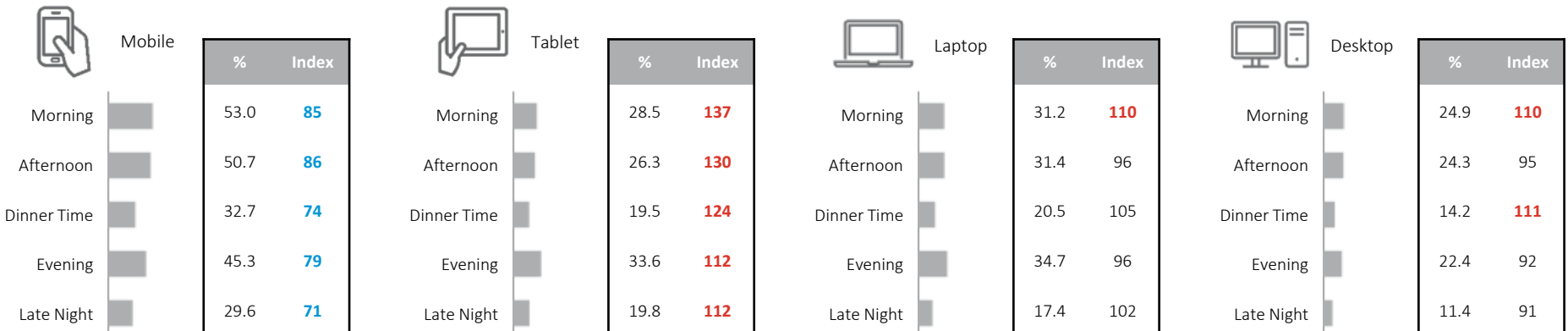
Number of Connections

Across all social media



Social Media Access

Typically use

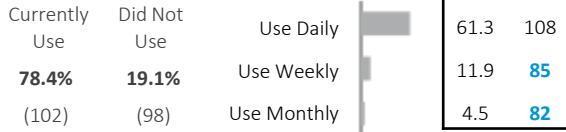


Social Media Usage

Facebook



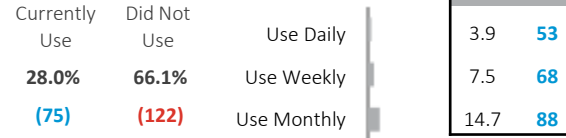
Frequency of Use
[Past Year]



LinkedIn



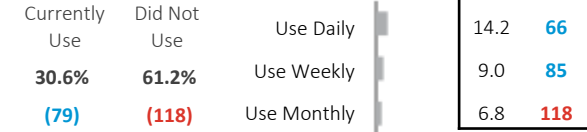
Frequency of Use
[Past Year]



Instagram



Frequency of Use
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	54.2	101
Comment/Like other users' posts	49.8	111
Use Messenger	46.9	107
Watch videos	36.8	95
Watch live videos	13.8	87
Post photos	12.5	93
Update my status	9.7	87
Click on an ad	8.9	88
Like or become a fan of a page	8.7	85
Post videos	4.1	76
Create a Facebook group or fan page	1.3	35
Give to a Facebook fundraiser (!)	0.6	23
Create a Facebook fundraiser (!)	0.5	23

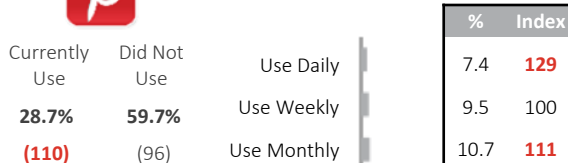
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	2.9	39
View a job posting	2.6	45
Search and review other profiles	2.0	44
Create a connection	1.6	54
Watch videos	1.5	38
Comment on content	0.9	38
Participate in LinkedIn forums (!)	0.7	42
Request a recommendation (!)	0.6	42
Update your profile information	0.6	27
Post an article, video or picture (!)	0.5	29
Join a LinkedIn group (!)	0.4	30
Click on an ad (!)	0.4	20

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	19.7	71
Like photos/videos	15.9	69
Comment on photos/videos	9.0	69
Watch live videos	7.7	69
Send direct messages	7.5	59
Post photos/videos	5.5	71
View a brand's page	4.3	52
Watch IGTV videos	2.9	44
Click on ads	2.2	47

Pinterest



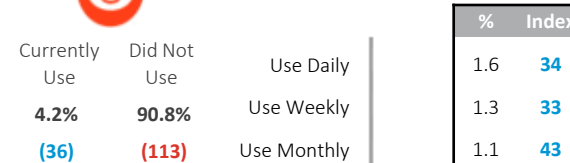
Frequency of Use
[Past Year]



Reddit



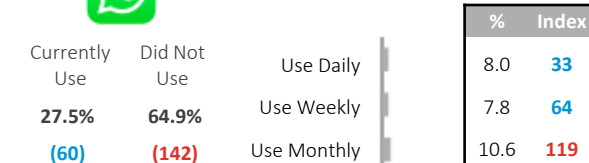
Frequency of Use
[Past Year]



WhatsApp



Frequency of Use
[Past Year]



Participate In* (at least a few times per month)	% Comp	Index
View content	3.1	34
Vote on content	1.7	36
Follow specific Subreddits	1.6	30
Post content	0.5	19

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	13.3	42
Send/receive images	11.3	39
Use group chats	6.3	29
Use voice calls	5.6	43
Send/receive documents and files	4.7	34

Social Media Usage

Twitter



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
		Use Daily	8.8	73
20.7%	72.1%	Use Weekly	5.5	74
(79)	(112)	Use Monthly	5.2	93

YouTube



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
		Use Daily	21.4	72
70.0%	19.7%	Use Weekly	31.4	105
(97)	(119)	Use Monthly	16.5	140

Snapchat



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
		Use Daily	1.9	49
6.2%	88.1%	Use Weekly	2.1	72
(59)	(107)	Use Monthly	2.1	61

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	12.2	72
Watch videos	4.6	53
Retweet	3.4	61
Send or receive direct messages	3.2	58
Respond to tweets	2.9	54
Tweet	2.9	46
Share a link to a blog post or article of interest	2.7	54
Actively follow new users	2.0	47
Follow users who follow you	1.8	43
Watch live videos	1.8	38
Click on an ad	1.2	37

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	40.2	85
Watch live videos	12.7	88
Like or dislike videos	10.8	73
Leave comment or post response on video	6.2	74
Share videos	5.5	64
Click on an ad	3.8	56
Create and post a video	2.1	64
Embed a video on a web page or blog	1.5	37

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	3.1	63
Send direct text messages	2.7	62
Send photos/videos	2.2	51
Use filters or effects	1.5	46
Use group chat	1.2	43
Use video chat	0.7	35
View ads	0.5	29
Read Snapchat discover/News	0.4	19
View a brand's snaps	0.4	21

Audio Podcasts



Currently Use	Did Not Use
17.3%	69.7%
(92)	(105)

Frequency of Use
[Past Year]

	%	Index
Use Daily	4.6	77
Use Weekly	6.6	92
Use Monthly	5.6	105

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	4.9	89
Listen to a news podcast	4.8	96
Listen to an educational podcast	4.5	88
Listen to a business podcast	3.2	87
Listen to a comedy podcast	2.4	64
Subscribe to an educational podcast	1.7	76
Listen to a technology focused podcast	1.3	62
Subscribe to a news podcast	1.1	48
Subscribe to a comedy podcast (!)	0.9	42
Subscribe to a technology podcast (!)	0.8	66
Subscribe to a business podcast (!)	0.8	61
Listen to a sports podcast	0.8	39
Subscribe to another genre of podcast	0.7	30
Subscribe to a sports podcast**	0.5	27

Other Social Media Platforms



Currently Use	Did Not Use
1.4%	96.5%
(55)	(103)



Currently Use	Did Not Use
2.5%	92.8%
(42)	(106)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	0.1	13
Use Weekly (!)	0.3	51