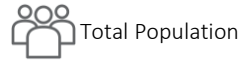


Overview

- Of the 67 PRIZM Clusters identified in Canada, The A-List rank **24th**, making up **21,148** households, or **1.3%** of the total Households in Alberta (1,641,221).
- The Median Household Maintainer Age is **58**, **55%** of couples have children living at home (Above Average).
- Above Average Household Income of **\$483,591** compared to Alberta at \$126,807.
- Top 3 Social Values:** Culture Sampling, Consumptivity, Legacy
- Top Tourism Activities:** Camping, Cycling, Swimming. **Above average** interest in Cycling, Attending Sporting Events, Visiting National/Provincial Parks, Hiking/Backpacking, Ice Skating
- Average** interest for travelling within Canada (Above Average for BC, Banff, Alberta, Vancouver, Jasper, Victoria, Toronto, Manitoba), The A-List from Alberta spent an average of **\$1,910** (Above Average) on their last vacation.
- 74%** currently use Facebook (Average), **41%** use Instagram (Average), **31%** use Twitter (Above Average) and **71%** use YouTube (Average).

Market Sizing



Total Population

Target Group: 64,794 | 1.5%
Market: 4,440,749



Total Households

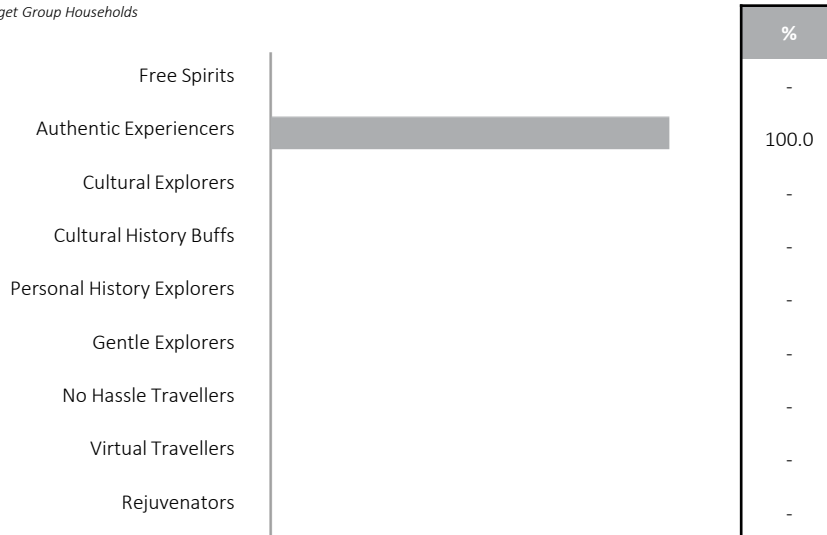
Target Group: 21,148 | 1.3%
Market: 1,641,221

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Calgary, AB (CY)	49.8	2.1	162	504,796	30.8
Edmonton, AB (CY)	17.9	1.0	75	393,824	24.0
Rocky View County, AB (MD)	16.6	24.6	1,907	14,250	0.9
Strathcona County, AB (SM)	5.7	3.2	244	38,465	2.3
St. Albert, AB (CY)	2.4	2.0	153	25,901	1.6
Foothills No. 31, AB (MD)	2.3	5.7	445	8,358	0.5
Wood Buffalo, AB (SM)	1.3	1.0	76	27,102	1.7
Sturgeon County, AB (MD)	1.1	3.1	242	7,268	0.4
Canmore, AB (T)	0.8	2.8	215	6,283	0.4
Red Deer County, AB (MD)	0.7	2.1	160	7,122	0.4

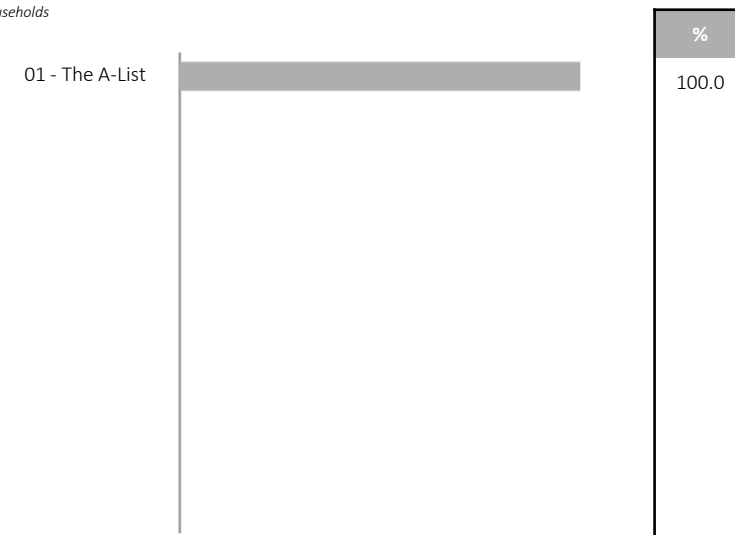
EQ Segments

% of Target Group Households

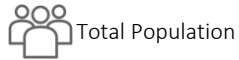


Top PRIZM Segments

% of Target Group Households



Demographic Profile



Total Population
Target Group: 64,794 | 1.5%
Market: 4,440,749

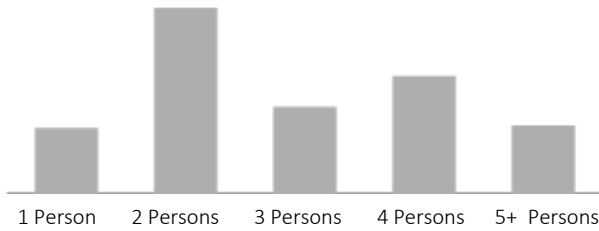


Total Households
Target Group: 21,148 | 1.3%
Market: 1,641,221

Average Household Income

\$483,591
(381)

Household Size*



Median Household Maintainer Age

58
(117)

%	12.6	35.4	16.5	22.4	13.0
Index	52	103	103	146	126

Marital Status**

66.5%
(111)

Married/Common-Law

Family Composition***

55.4%
(119)

Couples With Kids at Home

Education**

49.9%
(192)

University Degree

Visible Minority Presence*

20.3%
(71)

Belong to a visible minority group

Non-Official Language*

0.7%
(50)

No knowledge of English or French

Immigrant Population*

19.4%
(87)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Personal Control	176	50	Anomie-Aimlessness
North American Dream	164	59	Aversion to Complexity
Culture Sampling	149	59	Buying on Impulse
Consumptivity	149	61	Sexism
Legacy	148	61	Acceptance of Violence

Key Social Values

Culture Sampling Index = 149	Consumptivity Index = 149	Legacy Index = 148
Ecological Lifestyle Index = 139	Effort Toward Health Index = 136	Social Learning Index = 132
Brand Genuineness Index = 130	Community Involvement Index = 127	Consumption Evangelism Index = 126
Flexible Families Index = 125	Emotional Control Index = 123	Primacy of Environmental Protection Index = 120

































Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	85.0	105
Gardening	64.2	111
Home exercise & home workout	62.4	107
Camping	60.4	104
Cycling	55.3	112

Top 5 Activities Attended*	% Comp	Index
Other activities & attractions	55.0	121
Auditoriums, arenas & stadiums (any)	51.8	114
Sporting events	49.5	127
National or provincial park	48.7	114
Movies at a theatre/drive-in	43.3	105

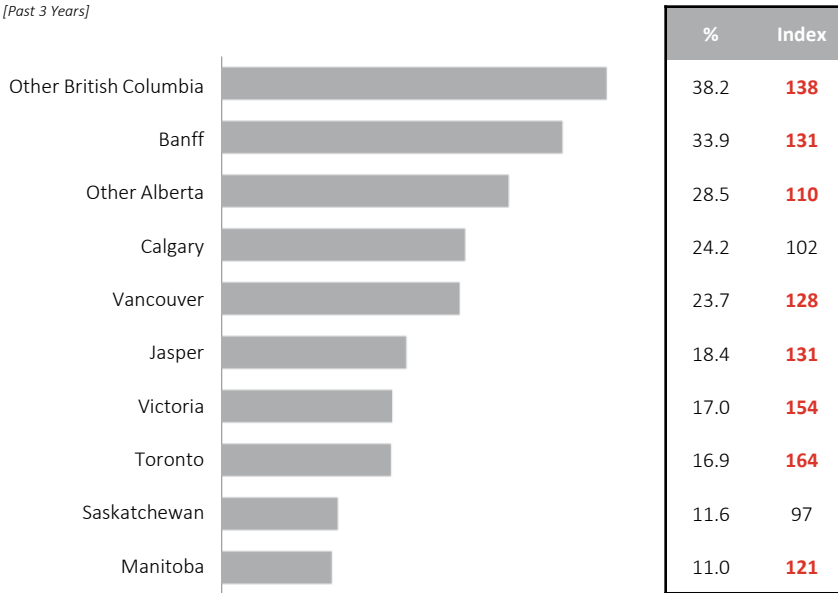
Key Tourism Activities**

<p>Camping</p>  <p>60.4% (104)</p>	<p>Cycling</p>  <p>55.3% (112)</p>	<p>Swimming</p>  <p>53.1% (98)</p>	<p>Sporting events</p>  <p>49.5% (127)</p>	<p>National or provincial park</p>  <p>48.7% (114)</p>	<p>Hiking & backpacking</p>  <p>48.3% (111)</p>	<p>Bars & restaurant bars</p>  <p>41.6% (106)</p>	<p>Parks & city gardens</p>  <p>38.7% (98)</p>
<p>Ice skating</p>  <p>36.0% (113)</p>	<p>Photography</p>  <p>35.4% (109)</p>	<p>Golfing</p>  <p>35.3% (112)</p>	<p>Canoeing & kayaking</p>  <p>34.4% (111)</p>	<p>Zoos & aquariums</p>  <p>30.5% (100)</p>	<p>Specialty movie theatres/IMAX</p>  <p>26.7% (119)</p>	<p>Historical sites</p>  <p>26.4% (127)</p>	<p>Fishing & hunting</p>  <p>26.4% (92)</p>
<p>Cross country skiing & snowshoeing</p>  <p>25.8% (143)</p>	<p>Downhill skiing</p>  <p>25.7% (130)</p>	<p>Pilates & yoga</p>  <p>22.0% (102)</p>	<p>Theme parks, waterparks & water slides</p>  <p>21.0% (102)</p>	<p>Hockey</p>  <p>18.3% (111)</p>	<p>Adventure sports</p>  <p>14.7% (121)</p>	<p>ATV & snowmobiling</p>  <p>13.2% (81)</p>	<p>Dinner theatres</p>  <p>13.2% (107)</p>
<p>Video arcades & indoor amusement centres</p>  <p>12.7% (97)</p>	<p>Music festivals</p>  <p>10.5% (137)</p>	<p>Power boating & jet skiing</p>  <p>10.5% (90)</p>	<p>Beer, food & wine festivals</p>  <p>10.2% (110)</p>	<p>Curling</p>  <p>8.4% (89)</p>	<p>Inline skating</p>  <p>7.5% (124)</p>	<p>Snowboarding</p>  <p>6.8% (93)</p>	<p>Marathon or similar event</p>  <p>6.4% (101)</p>

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

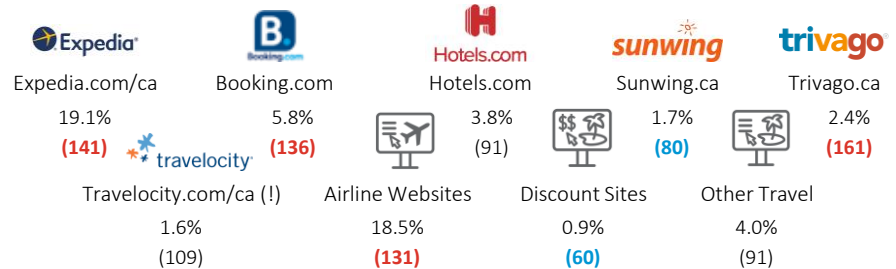


Vacation Booking*

Used [Past 3 Years]

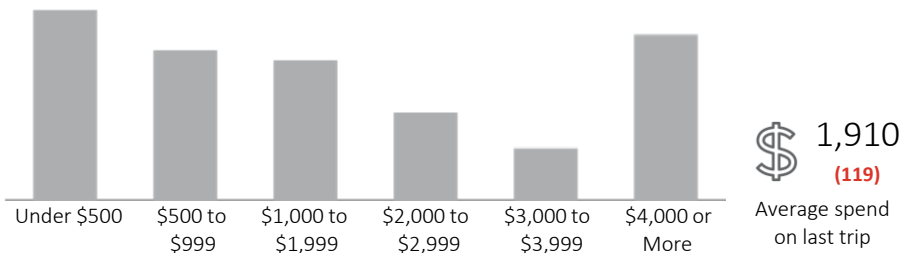


Booked With [Past Year]**



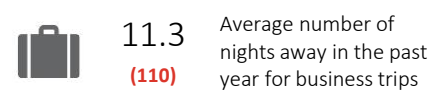
Vacation Spending

Spent Last Vacation

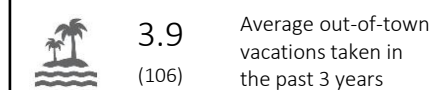


Travel Type & Frequency

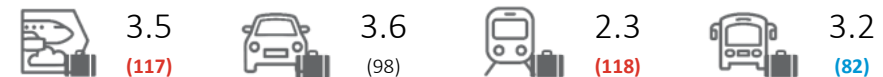
Business Trips



Personal Trips

















Average number of business trips by mode of transportation in the past year:



Travel Profile



Accommodation Preferences*

Used [Past 3 Years]

 Hotel 60.7% (104)	 Friends/relatives 40.6% (114)	 All-inclusive resort 23.7% (131)	 Camping 26.8% (107)	 Vacation rental by owner 29.5% (144)	 Motel 17.8% (107)	 Cottage 10.3% (141)
 B&B 15.4% (130)	 Condo/apartment 16.4% (176)	 RV/camper 10.4% (68)	 Cruise ship 9.4% (123)	 Package tours 3.9% (122)	 Spa resort 4.7% (169)	 Boat 3.6% (144)









Airline Preferences**

Flown [Past Year]

 Air Canada 41.6% (136)	 West Jet 50.4% (118)	 Air Transat 4.5% (141)	 Porter Airlines 0.0% (23)	 Other Canadian 3.6% (97)
 Delta Airlines 7.3% (122)	 United Airlines 8.1% (177)	 American Airlines 3.6% (133)	 Other American 1.6% (101)	
 European Airlines 5.3% (164)	 Asian Airlines 1.7% (129)	 Other Charter 2.2% (72)	 Other 5.1% (130)	

Car Rental*

Rented From [Past Year]

 Enterprise 7.0% (121)	 Budget 4.6% (164)	 Avis 2.8% (109)	 U-Haul 2.3% (150)
 Hertz 1.4% (145)	 National (!) 1.4% (133)	 Discount (!) 0.2% (81)	 Other Rentals 3.1% (129)

Media

Overall Level of Use

Radio



11 hours/week

(86)

Television



1,170 minutes/week

(95)

Newspaper



1 hours/week

(163)

Magazine



7 minutes/day

(103)

Internet



270 minutes/day

(101)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	29.3	137
Adult Contemporary	20.0	124
Multi/Variety/Specialty	18.4	152
Classic Hits	17.4	102
Mainstream Top 40/CHR	17.3	113
Today's Country	14.0	78
Hot Adult Contemporary	12.5	120
AOR/Mainstream Rock	9.8	96
Modern/Alternative Rock	8.4	130
All News	7.0	129

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	50.6	103
Evening local news	38.8	106
Hockey (when in season)	31.8	107
Primetime serial dramas	27.7	102
News/current affairs	26.3	111
Home renovation/decoration shows	24.5	104
CFL football (when in season)	24.5	116
Documentaries	23.5	102
Suspense/crime dramas	23.2	93
Cooking programs	22.2	114

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	57.0	111
National News	54.2	116
International News & World	52.2	118
Movie & Entertainment	34.9	108
Editorials	34.0	120
Health	33.6	119
Sports	33.5	114
Business & Financial	30.5	136
Food	28.0	104
Travel	27.4	119

Top Magazine Publications*

Read [Past Month]

	%	Index
Canadian Living	8.6	182
Maclean's	7.9	172
Other U.S. magazines	7.6	128
National Geographic	6.3	139
CAA Magazine	6.0	94
Other English-Canadian	4.4	74
People	4.2	112
Canadian House and Home	4.2	292
Hello! Canada	4.0	144
Canadian Geographic	3.6	162

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	70.1	101
Send/receive a text/instant message	65.2	100
Take pictures/video	57.5	101
Use apps	55.0	102
Use maps/directions service	54.2	106
Participate in an online social network	53.0	90
Do banking/pay bills online	52.2	98
Internet search - business, services, products	43.5	104
Watch a subscription-based video service	40.7	103
Access a news site	40.0	108

Top Mobile Activities*

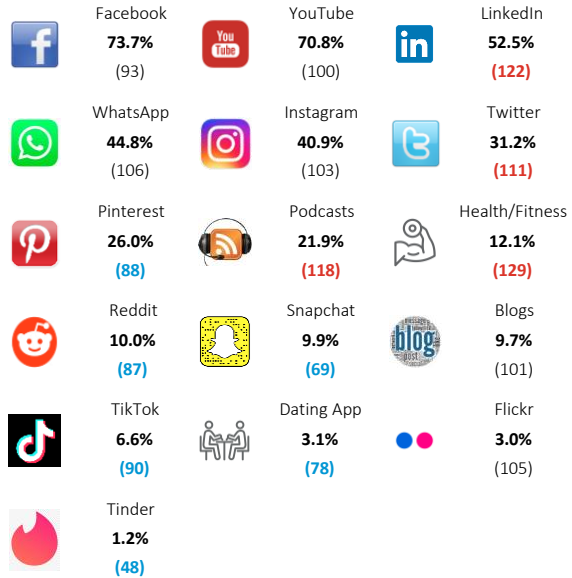
Activity [Past Week]

	%	Index
Send/receive a text/instant message	62.7	100
Take pictures/video	56.0	102
Send/receive email	55.9	103
Use apps	52.5	103
Use maps/directions service	48.2	109
Participate in an online social network	45.2	91
Do banking/pay bills online	32.1	97
Internet search - business, services, products	31.1	105
Access a news site	27.5	106
Watch free streaming music videos	22.2	94

Media

Social Media Platforms

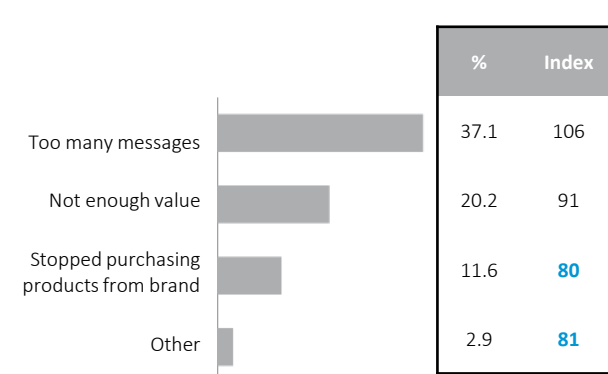
Usage [Currently Use]



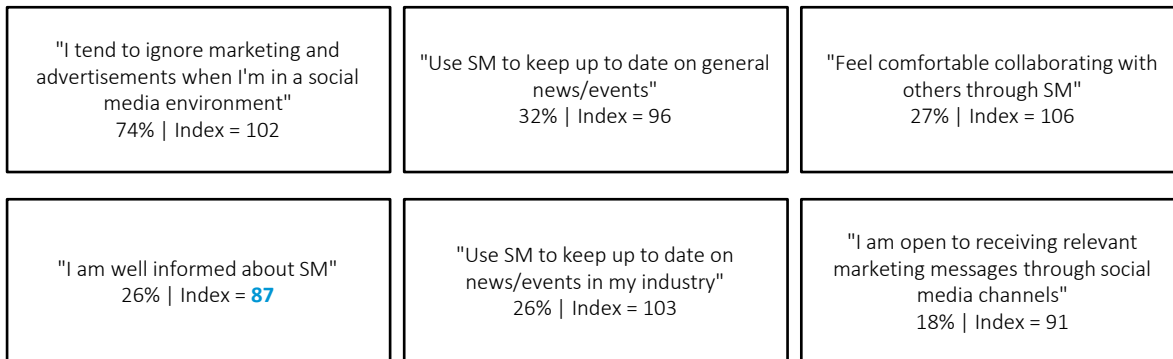
Reasons to Follow Brands



Reasons to Unfollow Brands

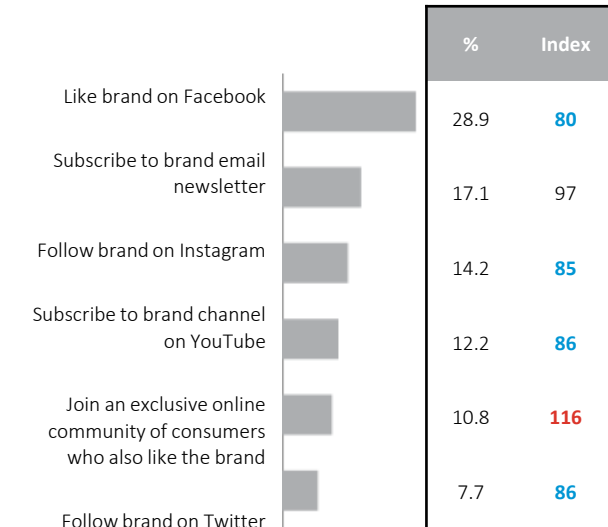


Social Media Attitudes



Actions Taken using Social Media

Variables with Response "Yes"



Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often"
75% | Index = 99

"I have tried a product/service based on a personal recommendation"
71% | Index = 99

"I am very concerned about the nutritional content of food products I buy"
69% | Index = **112**

"I generally achieve what I set out to do"
69% | Index = 102

"I consider myself to be informed on current events or issues"
68% | Index = **113**

"Family life and having children are most important to me"
63% | Index = 105

"I am interested in learning about different cultures"
61% | Index = 108

"I offer recommendations of products/services to other people"
61% | Index = 106

"I value companies who give back to the community"
60% | Index = 102

"I like to try new places to eat"
60% | Index = 103

"I make an effort to buy local produce/products"
58% | Index = 104

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

"When I shop online I prefer to support Canadian retailers"
53% | Index = 105

"It's important to buy products from socially-responsible/environmentally-friendly companies"
52% | Index = 108

"I like to try new and different products"
49% | Index = 99

"I am adventurous/"outdoorsy"
46% | Index = **115**

"Free-trial/product samples can influence my purchase decisions"
40% | Index = 100

"Staying connected via social media is very important to me"
34% | Index = 107

"I am willing to pay more for eco-friendly products"
32% | Index = **113**

"I prefer to shop online for convenience"
28% | Index = 92

"I lead a fairly busy social life"
28% | Index = **114**

"Vegetarianism is a healthy option"
28% | Index = **125**

"Advertising is an important source of information to me"
25% | Index = 92

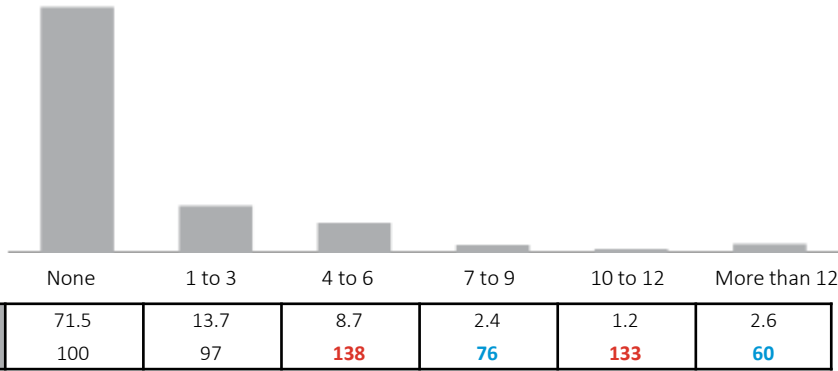
"I consider myself to be sophisticated"
23% | Index = 107

"I enjoy being extravagant/indulgent"
20% | Index = 109

Product Preferences

Beer Consumption

Drinks [Past Week]



Drinks

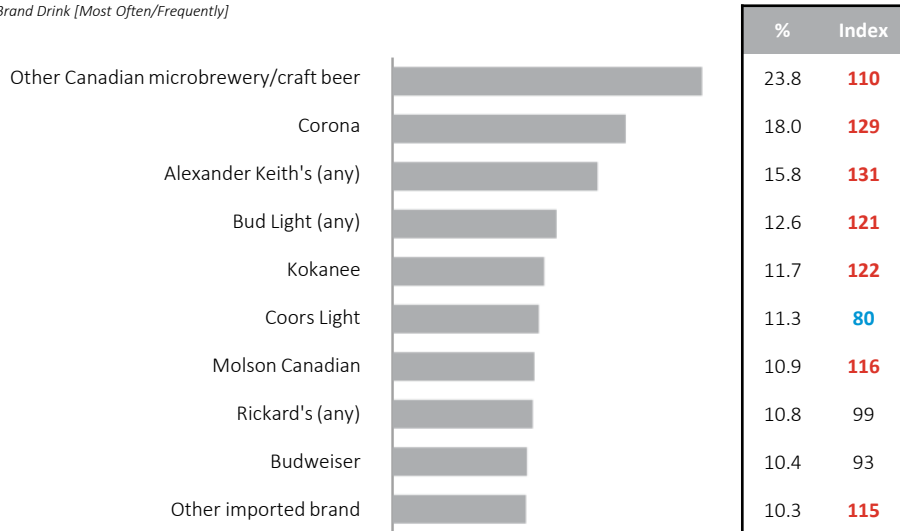
Drank [Past Month]	% Comp	Index
Canadian wine	17.5	145
Liqueurs (any)	10.1	93
Cider	8.6	115

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	14.2	109

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	23.8	110

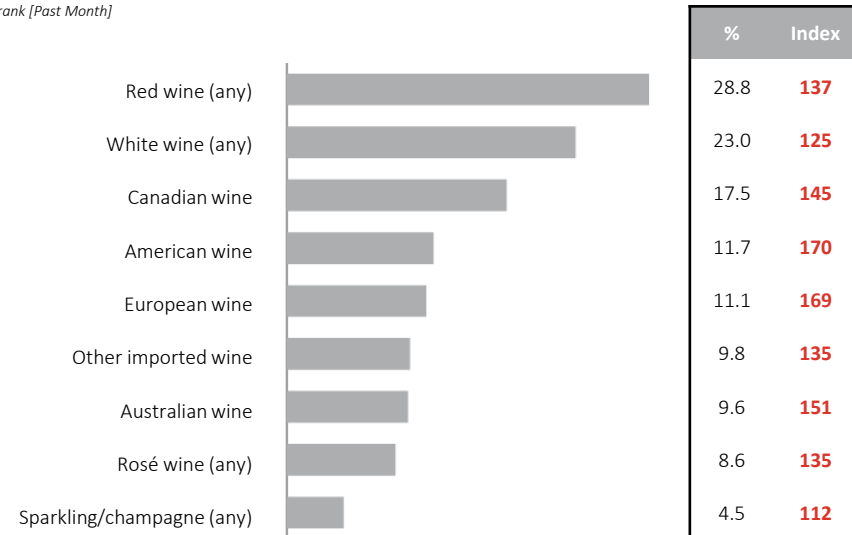
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]

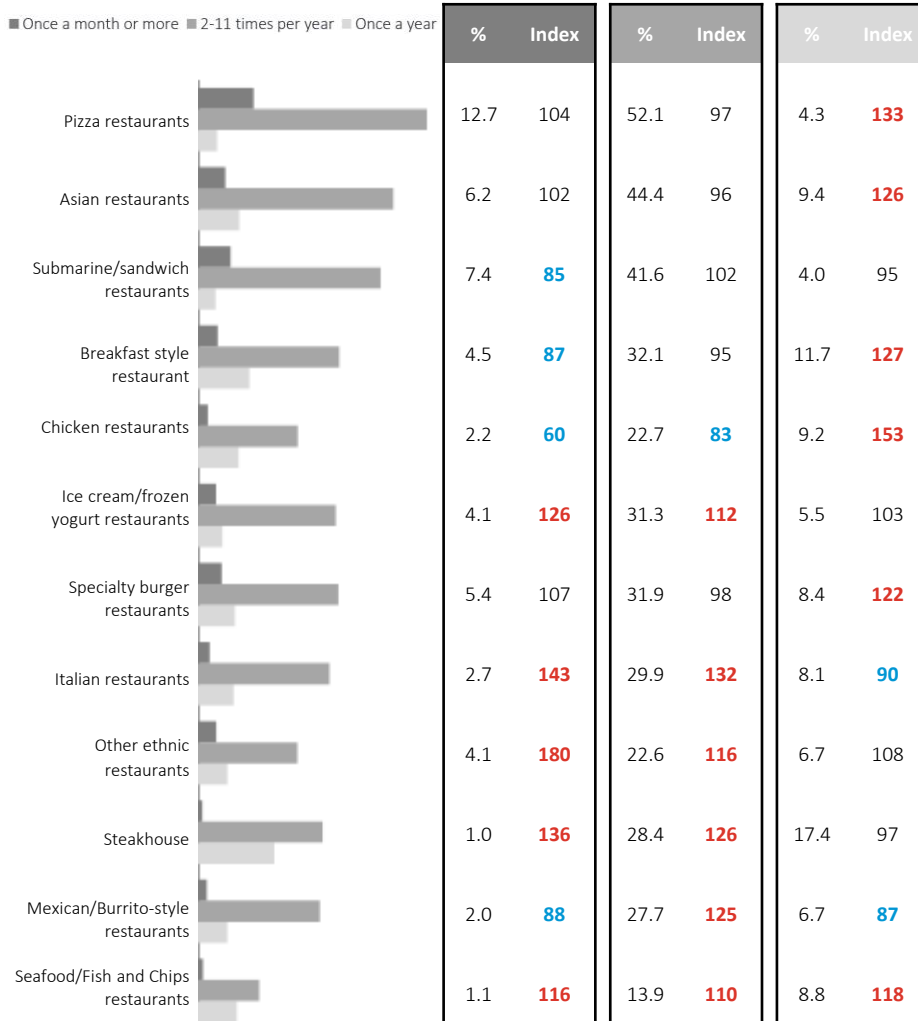


Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

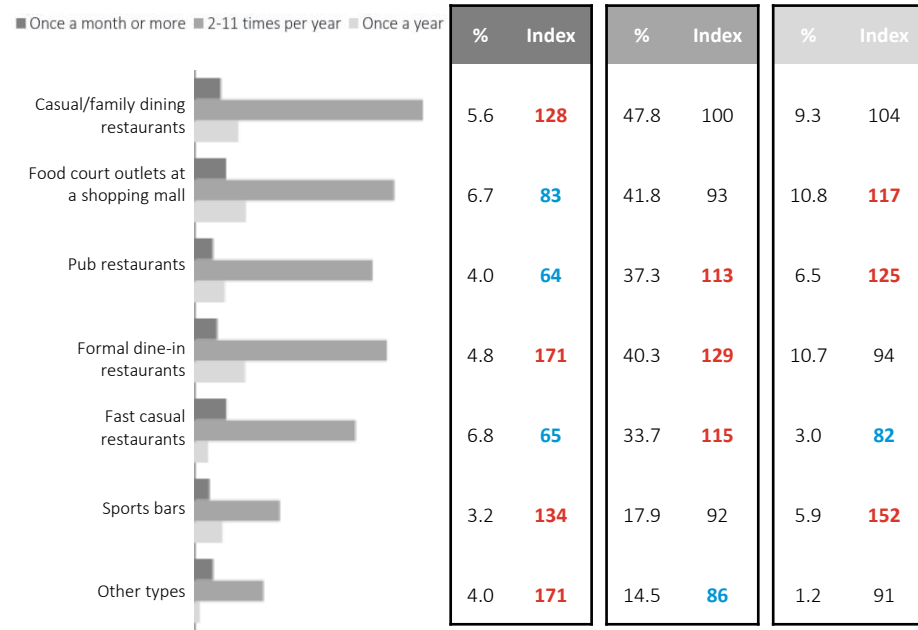
■ Once a month or more ■ 2-11 times per year ■ Once a year



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
27.4%
(124)



Other Organic Food
8.8%
(107)



Organic Meat
6.5%
(114)

Product Preferences

Demographics



Rent
8.6%
(31)

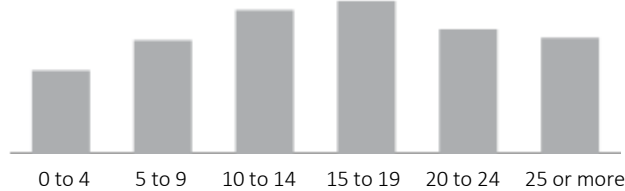


Own
91.4%
(127)

Age of Children at Home



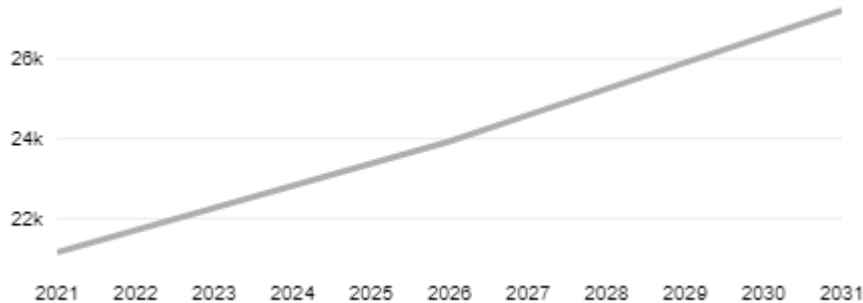
Households with
Children at Home
52.7%
(124)



%	11.3	15.4	19.6	20.8	17.0	15.8
Index	58	77	105	121	150	121

Demographic Trends

Household Projections



Name	2021	2024	2026	2031
Count	21,148	22,821	23,935	27,221
% Change	-	7.9	13.2	28.7
Index	-	181	181	203

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

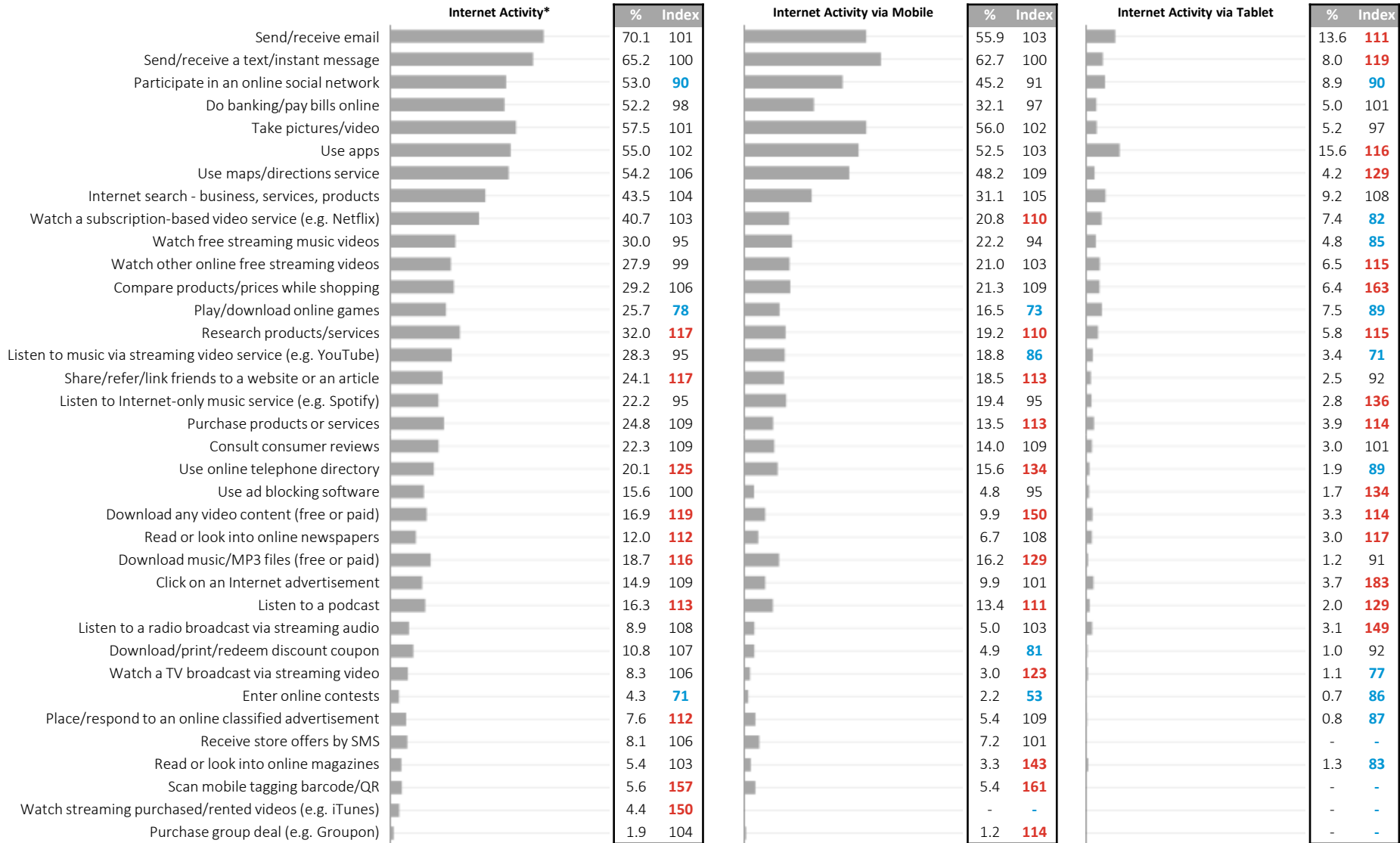
Loyalty Programs*

Member

Member	%	Index
Air Miles (excl. airline frequent flyer programs)	63.1	105
PC Optimum	51.9	100
Costco membership (paid)	49.0	106
Credit card with loyalty rewards	37.4	112
Canadian Tire Triangle	35.5	86
Aeroplan	32.7	125
SCENE (Cineplex)	30.8	95
Hudson's Bay Rewards	20.1	120
Petro Points	17.1	92
Esso Extra Program	7.1	75
Other grocery store card	18.9	103
Other airline frequent flyer program	14.2	142
Other loyalty program	11.3	96
Other store program	7.6	115
Other gas program	7.2	98

Internet Activity

Activity [Past Week]



Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	40.0	108	27.5	106	7.8	107
Access food/recipes content	27.7	92	17.3	87	7.5	100
Access health-related content	15.7	96	9.8	98	3.2	84
Access professional sports content	17.7	139	14.7	149	3.1	124
Access restaurant guides/reviews	17.2	147	12.5	139	1.8	101
Access travel content	13.6	145	6.7	124	4.2	210
Access real estate listings/sites	11.6	124	6.5	132	1.4	139
Access a radio station's website	10.0	105	4.9	106	2.5	163
Access home decor-related content	10.8	151	8.3	200	1.0	60
Access celebrity gossip content	6.6	89	4.9	95	0.8	83
Access a TV station's website	8.1	108	3.9	140	1.1	104
Access fashion or beauty-related content	7.3	123	4.6	92	1.5	177
Access automotive news/content	4.4	94	2.6	82	0.9	147

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
General information from the Internet/websites	33.3	96
Flyers delivered to the door or in the mail	32.8	80
Coupons	32.5	97
Apps/online flyers	27.9	90
Direct email offers	27.1	107
Local store catalogues	22.0	98
Flyers inserted into a community newspaper	17.8	81
Flyers inserted into a daily newspaper	16.6	98
Mail order	7.5	101
Yellow Pages (print)	2.5	76
Yellow Pages (online)	2.4	100

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	39.2	110
Digital billboards	30.4	124
On bus exteriors	27.7	120
On street furniture (e.g. bus benches)	26.3	117
Inside shopping malls	19.4	101
On transit shelters	16.0	113
Inside public washrooms	15.1	94
Inside movie theaters	7.9	89
Inside commuter trains	6.1	136
Inside airports	5.8	112
Inside buses	5.8	67
Screens inside elevators	5.4	125
On subway/metro platforms	4.8	142
Inside subway/metro cars	4.0	154
On taxis	2.7	94

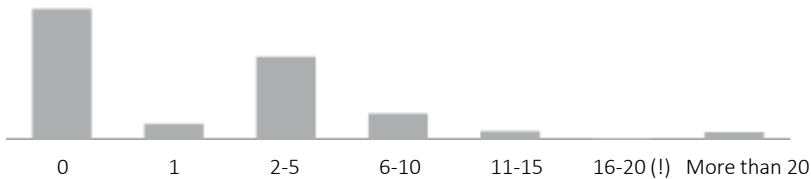
Social Media Usage

Social Media Overview

- Internet and Social Media Usage: 44%** search for Businesses, Services and Products online (Average), **14%** access Travel Content Websites (Above Average).
- 62%** of The A-List from Alberta tend to access social media on their mobile phones during the morning hours, **58%** during the afternoon hours.
- 8%** seek recommendations for Vacation/Travel Information via social media (Average).

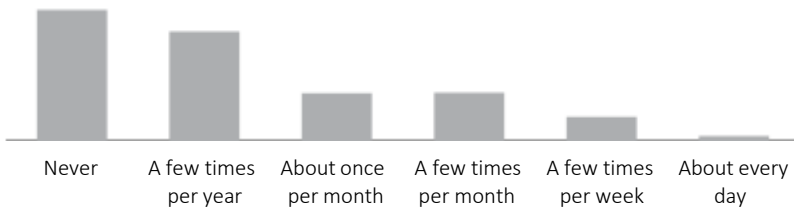
Brand Interaction

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



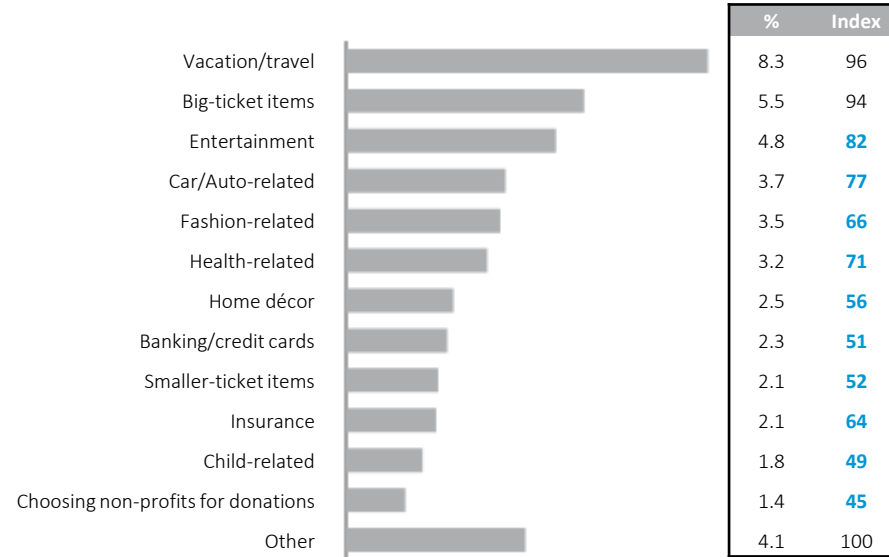
%	47.5	5.9	30.2	9.6	3.2	0.7	2.8
Index	107	91	97	92	92	61	101

Rate or Review Products or Services
[Frequency of Participation]



%	35.8	29.9	13.1	13.2	6.6	1.4
Index	101	97	114	106	91	56

Seek Recommendations via Social Media*



Top Social Media Attitudes**

74% tend to ignore marketing and advertising on Social Media

"Social media companies should not be allowed to own or share my personal information"
88% | Index = 105

"I tend to ignore marketing and advertisements when I'm in a social media environment"
74% | Index = 102

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
72% | Index = 105

"Use SM to stay connected with personal contacts"
41% | Index = 97

Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
Watch video online	42.8	94
View friends' photos online	40.2	89
Chat in online chats	36.7	93
Listen to radio or stream music online	36.2	106
Read article comments	36.2	95
Read status updates/tweets	36.0	95
Share links with friends and colleagues	27.4	105
Click links in news feeds	19.9	101
Read blogs	15.3	110
Play games with others online	12.6	84
Post photos online	10.2	83
Check in with locations	8.7	102
Chat in online forums	8.3	80
Rate or review products online	8.0	82
Share your GPS location	7.7	96
Update your status on a social network	7.5	77
Comment on articles or blogs	6.7	74
Post videos online	3.4	60
Publish blog, Tumblr, online journal	2.4	62

Social Media Uses*

A few times per week or more

	%	Index
Stay connected with family	45.9	102
Keep up to date on general news/events	43.2	98
Stay connected with personal contacts	40.3	93
Keep up to date on news/events in my industry	23.7	94
Stay connected with work/professional contacts	17.5	97

Number of Connections

Across all social media

	%	Index
0-49	35.9	104
50-99	14.3	109
100-149	9.9	89
150-199	9.2	112
200-299	7.6	89
300-399	4.5	75
400-499	2.7	57
500-1000	8.1	97
More than 1000	7.9	141

Social Media Access

Typically use



Mobile

	%	Index
Morning	62.7	96
Afternoon	58.3	91
Dinner Time	40.7	84
Evening	58.1	94
Late Night	36.6	80



Tablet

	%	Index
Morning	28.6	140
Afternoon	27.6	133
Dinner Time	16.4	113
Evening	40.6	127
Late Night	19.9	122



Laptop

	%	Index
Morning	32.3	119
Afternoon	36.9	119
Dinner Time	14.5	87
Evening	33.5	103
Late Night	13.0	92



Desktop

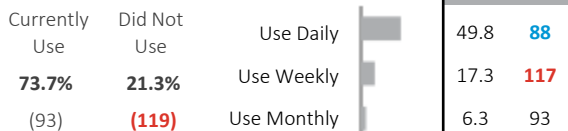
	%	Index
Morning	23.1	102
Afternoon	27.3	113
Dinner Time	8.6	81
Evening	24.3	106
Late Night	11.6	110

Social Media Usage

Facebook



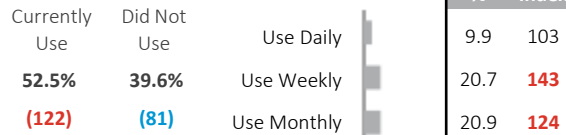
Frequency of Use
[Past Year]



LinkedIn



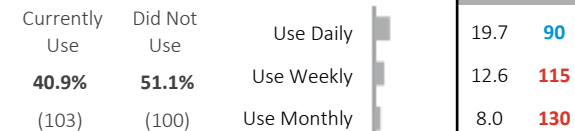
Frequency of Use
[Past Year]



Instagram



Frequency of Use
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	50.7	93
Comment/Like other users' posts	38.2	85
Watch videos	34.5	85
Use Messenger	34.0	80
Watch live videos	15.0	83
Click on an ad	10.3	92
Like or become a fan of a page	9.9	81
Post photos	9.5	78
Update my status	8.6	74
Post videos	3.6	50
Create a Facebook group or fan page	3.1	58
Give to a Facebook fundraiser (!)	1.7	51
Create a Facebook fundraiser (!)	1.5	55

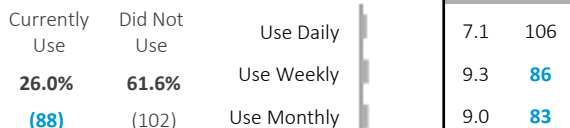
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	10.7	96
View a job posting	7.9	95
Watch videos	5.7	82
Search and review other profiles	5.2	80
Create a connection	4.0	85
Click on an ad (!)	2.9	84
Update your profile information	1.9	58
Participate in LinkedIn forums (!)	1.9	80
Comment on content	1.5	38
Request a recommendation (!)	1.3	45
Join a LinkedIn group (!)	1.1	42
Post an article, video or picture (!)	1.1	35

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	26.2	93
Like photos/videos	20.3	88
Comment on photos/videos	11.3	87
Watch live videos	10.8	98
Send direct messages	9.9	80
View a brand's page	6.7	78
Post photos/videos	5.3	66
Watch IGTV videos	3.9	59
Click on ads	3.0	61

Pinterest



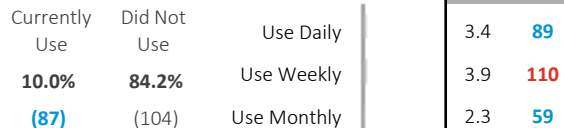
Frequency of Use
[Past Year]



Reddit



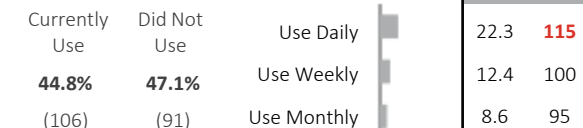
Frequency of Use
[Past Year]



WhatsApp



Frequency of Use
[Past Year]



Participate In* (at least a few times per month)	% Comp	Index
View content	7.0	86
Follow specific Subreddits	3.6	86
Vote on content	1.8	53
Post content	1.4	63

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	27.7	102
Send/receive images	25.9	103
Use group chats	18.0	95
Use voice calls	12.4	99
Send/receive documents and files	10.1	91

Social Media Usage

Twitter



Frequency of Use
[Past Year]

Currently Use **31.2%** (111)
Did Not Use **60.8%** (96)
Use Daily
Use Weekly
Use Monthly

%	Index
15.6	123
8.2	100
5.9	93

YouTube



Frequency of Use
[Past Year]

Currently Use **70.8%** (100)
Did Not Use **13.9%** (82)
Use Daily
Use Weekly
Use Monthly

%	Index
25.8	87
31.8	121
13.1	92

Snapchat



Frequency of Use
[Past Year]

Currently Use **9.9%** (69)
Did Not Use **83.8%** (105)
Use Daily
Use Weekly
Use Monthly

%	Index
4.8	68
2.5	61
2.3	81

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	20.6	113
Watch videos	12.3	112
Share a link to a blog post or article of interest	6.6	107
Send or receive direct messages	6.5	109
Watch live videos	6.2	98
Tweet	5.8	86
Respond to tweets	5.8	92
Follow users who follow you	5.2	93
Retweet	4.9	69
Actively follow new users	4.8	95
Click on an ad	2.6	79

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	46.8	99
Like or dislike videos	12.9	79
Watch live videos	12.2	78
Share videos	7.7	87
Click on an ad	5.8	91
Leave comment or post response on video	3.7	52
Embed a video on a web page or blog	2.9	67
Create and post a video	1.9	49

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	5.6	64
Send direct text messages	5.2	73
Send photos/videos	4.9	69
Use group chat	2.8	70
Use filters or effects	2.8	62
Read Snapchat discover/News	2.6	68
Use video chat	1.2	52
View a brand's snaps	1.1	43
View ads	0.8	40

Audio Podcasts



Currently Use **21.9%** (118)
Did Not Use **61.9%** (92)

Frequency of Use
[Past Year]

Use Daily
Use Weekly
Use Monthly

%	Index
5.7	109
7.3	104
8.6	146

Participate In* (at least a few times per week)	% Comp	Index
Listen to a news podcast	4.6	102
Listen to another genre of podcast	4.3	82
Listen to a business podcast	4.2	129
Listen to an educational podcast	3.9	84
Listen to a sports podcast	2.4	81
Subscribe to another genre of podcast	2.0	66
Listen to a technology focused podcast	1.8	66
Listen to a comedy podcast	1.5	43
Subscribe to a news podcast	1.5	71
Subscribe to a sports podcast**	1.5	60
Subscribe to an educational podcast	1.5	69
Subscribe to a business podcast (!)	1.2	77
Subscribe to a technology podcast (!)	0.8	46
Subscribe to a comedy podcast (!)	0.7	38

Other Social Media Platforms

Tinder



Currently Use **1.2%** (48)
Did Not Use **96.2%** (102)

Frequency of Use -Tinder
[Past Year]

Use Daily (!)
Use Weekly (!)



Tik Tok

Currently Use **6.6%** (90)
Did Not Use **87.7%** (100)

%	Index
0.5	51
0.4	41