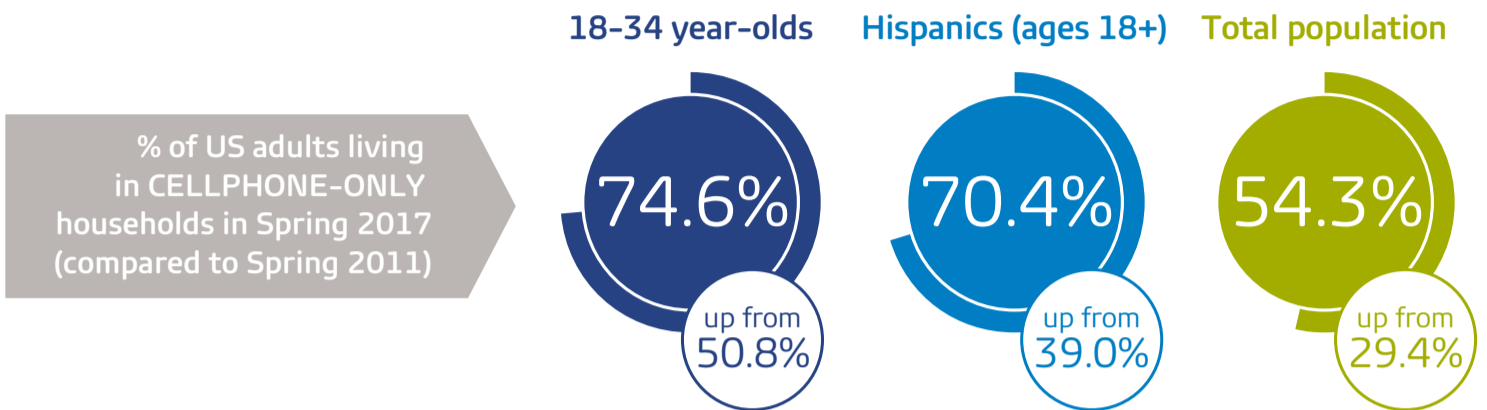


TRACKING DIGITAL CHANGE: MOBILE, SOCIAL, AND PODCASTS



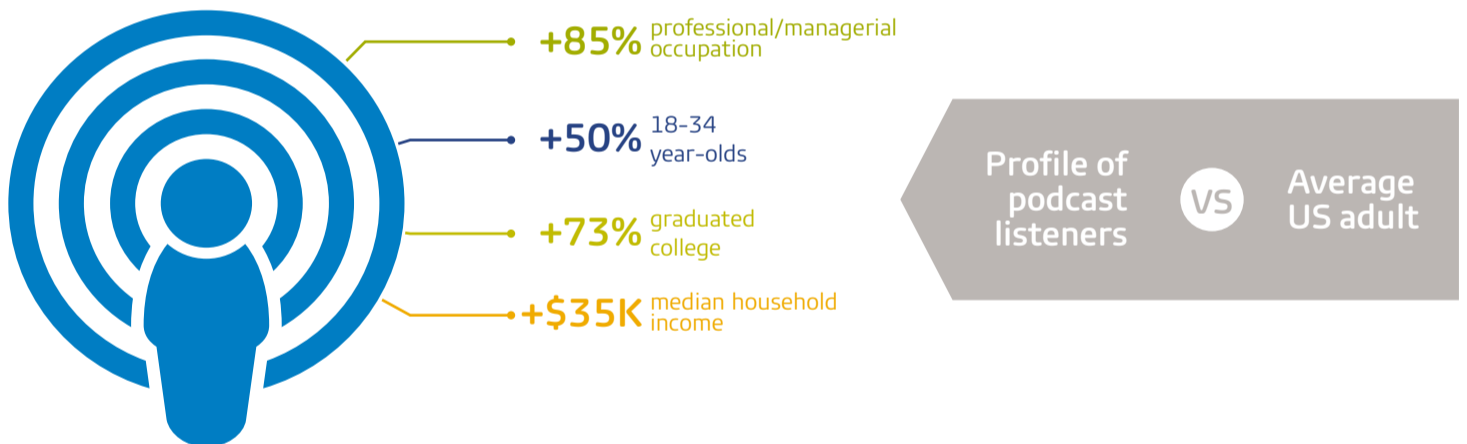
Mobile

Mobile milestone: $\frac{3}{4}$ of 18 to 34-year-olds have no landline
Among Hispanics, the percentage has risen 81% from six years ago.
Neither demo shows evidence of plateau.



Podcast audience is attractive and growing
8.6% of adults downloaded or listened to a podcast, up from 7.0% one year ago. Podcasts attract a young and upscale audience.

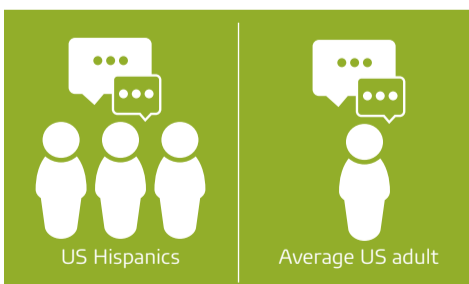
Podcasts



Social Media

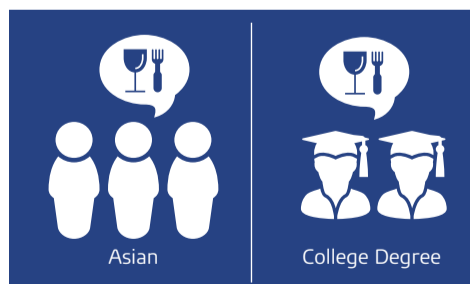
User diversity
Social media services differ by ethnicity, education and age.

WhatsApp



US Hispanics are more than 3x as likely to use WhatsApp*

Yelp



Yelp users are 3x more likely to be Asian and almost 2x as likely to have a college degree**

Snapchat



The median age of adult Snapchat users is 27.1

*compared to the average US adult

**compared to the average US adult social media user