

## Free Spirits

PRIZM Segments Included (by SESI): 03, 08, 10, 15, 18, 24, 30, 31, 57, 61, 64

Market: British Columbia

### Overview

- Of the 9 EQ Target Groups identified in Canada, Free Spirits rank 2<sup>nd</sup>, making up 319,737 households, or 15.9% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 52, 56% of couples have children living at home
- Average Household Income of \$114,381 compared to British Columbia at \$106,682
- **Top Social Value: Consumption Evangelism** – Desire to exercise real leadership among one’s peer group in adopting brands, products and services. Consumers who are strong on this construct are enthusiastic, even passionate, about what they buy and are very well informed about product features and competitive products. These are the people others consult before buying something. Because of their large, well-maintained social network, they wield great influence when it comes to promoting a brand, product or service
- Above Average interest in Video Arcades/Indoor Amusement Centres
- Above Average interest in travelling within Canada (Whistler), Free Spirits from British Columbia spent an average of \$1,609 on their last vacation
- On average, Free Spirits from British Columbia spend 11hrs/week listening to the Radio, 16hrs/week watching TV, 1hr/week reading the Newspaper and 4.1hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day)
- 77% currently use Facebook, 42% use Instagram and 28% use Twitter

### Market Sizing



Total Population

Target Group: 1,029,193 | 20.3%  
Market: 5,064,371



Total Households

Target Group: 319,737 | 15.9%  
Market: 2,010,897

### Top Geographic Markets

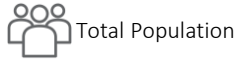
Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Surrey, BC (CY)	28.6	49.7	312	183,889	9.1
Richmond, BC (CY)	13.7	55.3	348	79,185	3.9
Burnaby, BC (CY)	11.2	35.9	226	100,030	5.0
Vancouver, BC (CY)	8.3	8.8	55	303,965	15.1
Coquitlam, BC (CY)	6.8	39.5	249	55,399	2.8
Abbotsford, BC (CY)	3.6	21.9	138	52,381	2.6
Delta, BC (DM)	3.6	30.1	189	38,106	1.9
New Westminster, BC (CY)	2.2	19.8	125	35,751	1.8
Kelowna, BC (CY)	2.1	11.4	72	59,332	3.0
Saanich, BC (DM)	1.6	10.5	66	48,362	2.4

### Top PRIZM Segments

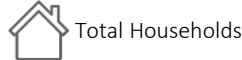
% of Target Group Households



**Demographic Profile**



**Total Population**  
Target Group: 1,029,193 | 20.3%  
Market: 5,064,371

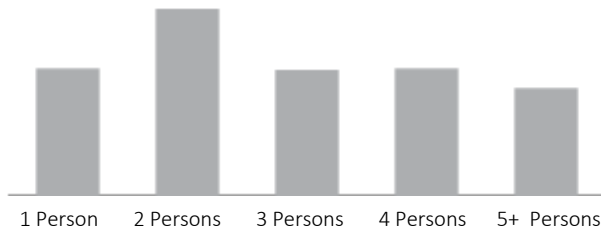


**Total Households**  
Target Group: 319,737 | 15.9%  
Market: 2,010,897

**Average Household Income**

**\$114,381**  
(107)

**Household Size\***



**Median Household Maintainer Age**

**52**  
(96)

**Marital Status\*\***

**57.7%**  
(101)

Married/Common-Law

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

**55.6%**  
(133)

Couples With Kids at Home

**Education\*\***

**31.0%**  
(106)

High School Certificate Or Equivalent

**Visible Minority Presence\***

**63.6%**  
(192)

Belong to a visible minority group

**Non-Official Language\***

**7.2%**  
(214)

No knowledge of English or French

**Immigrant Population\***

**46.1%**  
(159)

Born outside Canada

**Psychographics\*\***

**Strong Values**

**Weak Values**

Status via Home	<b>129</b>	<b>68</b>	Attraction to Nature
Ostentatious Consumption	<b>126</b>	<b>80</b>	Skepticism Towards Advertising
Introspection & Empathy	<b>124</b>	<b>81</b>	Cultural Assimilation
Pursuit of Novelty	<b>122</b>	<b>81</b>	Flexible Families
Penchant for Risk	<b>122</b>	<b>81</b>	Obedience to Authority

**Key Social Values**

Consumption Evangelism Index = <b>118</b>	Brand Genuineness Index = <b>117</b>	Traditional Family Index = <b>117</b>
Legacy Index = <b>116</b>	Multiculturalism Index = <b>116</b>	Attraction For Crowds Index = <b>113</b>
Confidence in Advertising Index = 109	Ecological Fatalism Index = 108	Community Involvement Index = 108
Racial Fusion Index = 107	Global Consciousness Index = 106	Culture Sampling Index = 106

































**Sports & Leisure**

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

Top 5 Activities Participated*	% Comp	Index
Reading	81.2	96
Gardening	57.7	<b>88</b>
Swimming	56.7	98
Volunteer work	53.2	99
Home exercise & home workout	50.9	97

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	54.2	98
Movies at a theatre/drive-in	38.9	101
Bars & restaurant bars	38.0	97
Parks & city gardens	37.6	<b>85</b>
Art galleries, museums & science centres	34.1	92

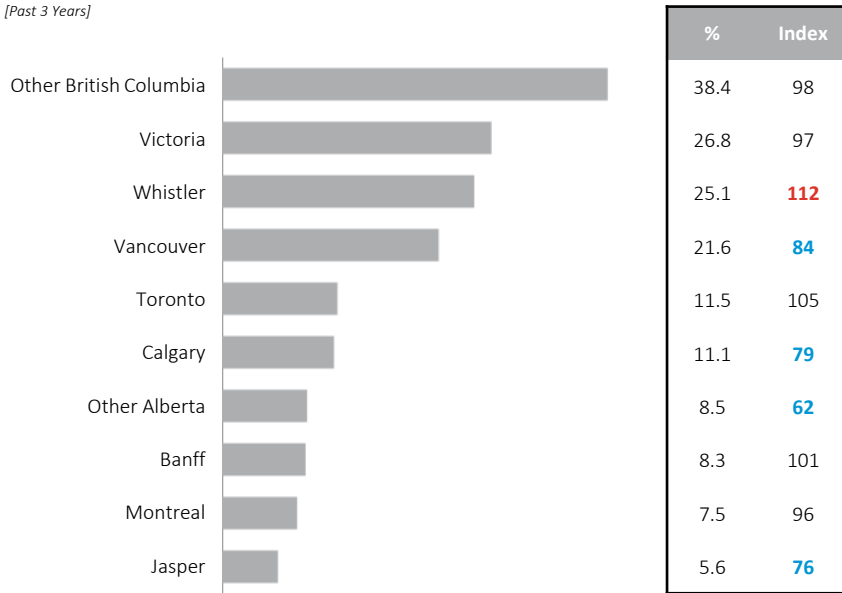
**Key Tourism Activities\*\***

Swimming  56.7% (98)	Camping  48.8% (92)	Hiking & backpacking  45.9% (93)	Cycling  40.8% (93)	Bars & restaurant bars  38.0% (97)	Parks & city gardens  37.6% <b>(85)</b>	Photography  34.2% <b>(85)</b>	Canoeing & kayaking  30.2% <b>(85)</b>
National or provincial park  26.3% <b>(78)</b>	Ice skating  24.8% (109)	Pilates & yoga  24.6% (97)	Video arcades & indoor amusement centres  21.4% <b>(129)</b>	Golfing  21.1% <b>(85)</b>	Cross country skiing & snowshoeing  19.7% <b>(81)</b>	Zoos & aquariums  19.5% (106)	Downhill skiing  19.3% (96)
Specialty movie theatres/IMAX  19.1% (93)	Fishing & hunting  18.5% <b>(80)</b>	Sporting events  17.5% (93)	Historical sites  13.9% <b>(75)</b>	Hockey  11.5% (97)	Beer, food & wine festivals  11.2% (96)	Power boating & jet skiing  11.0% <b>(84)</b>	Theme parks, waterparks & water slides  10.4% (102)
Adventure sports  10.1% <b>(78)</b>	Snowboarding  8.8% (104)	Music festivals  7.9% <b>(83)</b>	ATV & snowmobiling  7.8% <b>(71)</b>	Marathon or similar event  7.7% (98)	Curling  6.0% <b>(86)</b>	Film festivals  5.4% <b>(72)</b>	Inline skating  4.2% <b>(70)</b>

**Travel Profile**

**Top Canadian Destinations\***

Visited [Past 3 Years]

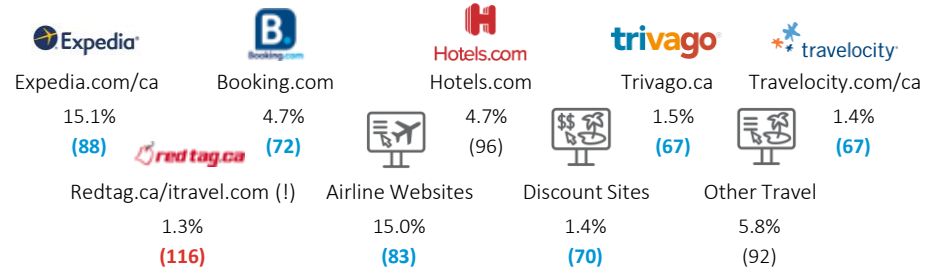


**Vacation Booking\*\***

Used [Past 3 Years]

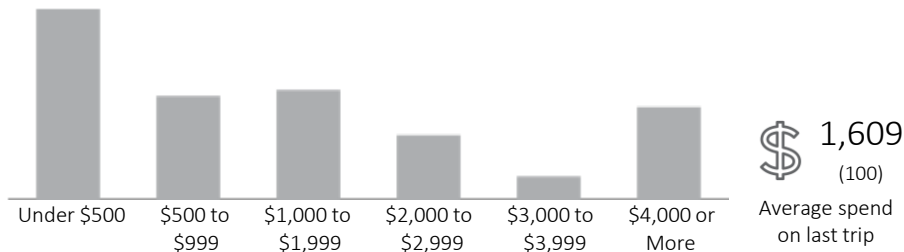


Booked With [Past Year]



**Vacation Spending**

Spent Last Vacation

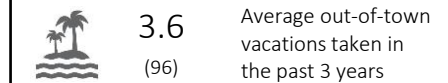


**Travel Type & Frequency**

Business Trips



Personal Trips



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



**Free Spirits**















PRIZM Segments Included (by SESI): 03, 08, 10, 15, 18, 24, 30, 31, 57, 61, 64

Market: British Columbia

**Travel Profile**













**Accommodation Preferences\***

Used [Past 3 Years]

 Hotel 59.0% (101)	 Friends/relatives 37.8% (95)	 All-inclusive resort 15.2% (94)	 Camping 23.7% (95)	 Motel 19.1% (91)	 Vacation rental by owner 17.6% <b>(84)</b>	 Cottage 7.5% <b>(79)</b>
 B&B 15.2% (98)	 Condo/apartment 12.1% <b>(90)</b>	 Cruise ship 10.9% <b>(84)</b>	 RV/camper 9.0% <b>(75)</b>	 Package tours 2.3% <b>(49)</b>	 Spa resort 4.1% <b>(66)</b>	 Boat 2.0% <b>(78)</b>









**Airline Preferences\*\***

Flown [Past Year]

 Air Canada 40.4% (99)	 West Jet 31.5% (93)	 Air Transat 6.0% <b>(88)</b>	 Porter Airlines 0.4% <b>(48)</b>	 Other Canadian 4.9% (92)
 United Airlines 5.8% <b>(84)</b>	 Delta Airlines 5.4% <b>(90)</b>	 American Airlines 3.3% (96)	 Other American 10.1% <b>(115)</b>	
 European Airlines 7.1% (94)	 Asian Airlines 7.3% (106)	 Other Charter 1.5% <b>(80)</b>	 Other 7.4% <b>(89)</b>	

**Car Rental\***

Rented From [Past Year]

 Enterprise 5.1% <b>(78)</b>	 Budget 4.2% <b>(80)</b>	 Avis 1.4% <b>(63)</b>	 National 1.9% <b>(52)</b>
 Hertz 3.4% <b>(125)</b>	 Discount 0.4% <b>(29)</b>	 U-Haul 0.7% <b>(49)</b>	 Other Rentals 2.4% <b>(76)</b>

**Media**

**Overall Level of Use**

Radio



11 hours/week  
**(87)**

Television



973 minutes/week  
**(84)**

Newspaper



1 hours/week  
**(73)**

Magazine



8 minutes/day  
**(87)**

Internet



243 minutes/day  
**(108)**

**Top Radio Programs\***

Programs [Weekly]

	%	Index
News/Talk	33.6	91
Mainstream Top 40/CHR	23.7	<b>158</b>
Adult Contemporary	19.4	103
Hot Adult Contemporary	14.1	<b>133</b>
Modern/Alternative Rock	11.7	<b>114</b>
Classic Hits	10.9	<b>88</b>
Multi/Variety/Specialty	9.2	<b>79</b>
Ethnic/Multi-cultural	8.9	<b>300</b>
Today's Country	8.8	102
Classic Rock	8.3	103

**Top Television Programs\***

Programs [Average Week]

	%	Index
Movies	43.0	95
Evening local news	32.4	<b>84</b>
News/current affairs	26.7	<b>86</b>
Primetime serial dramas	25.7	92
Suspense/crime dramas	24.5	<b>89</b>
Home renovation/decoration shows	23.5	94
Cooking programs	23.2	94
Hockey (when in season)	22.4	<b>86</b>
Documentaries	22.1	<b>78</b>
Situation comedies	22.1	<b>89</b>

**Top Newspaper Sections\***

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	53.9	93
National News	50.8	97
International News & World	47.8	<b>90</b>
Health	35.1	97
Movie & Entertainment	33.1	98
Food	31.9	98
Editorials	26.9	<b>86</b>
Travel	26.2	<b>88</b>
Sports	25.5	<b>89</b>
Business & Financial	19.8	<b>78</b>

**Top Magazine Publications\***

Read [Past Month]

	%	Index
Other U.S. magazines	9.8	98
Other English-Canadian	7.8	<b>75</b>
Canadian Living	6.8	<b>80</b>
National Geographic	5.6	<b>83</b>
Maclean's	4.0	<b>62</b>
Cineplex Magazine	3.9	<b>90</b>
Reader's Digest	3.6	<b>82</b>
People	3.4	<b>66</b>
Hello! Canada	3.1	<b>76</b>
Air Canada enRoute	3.1	<b>76</b>

**Top Internet Activities\***

Activity [Past Week]

	%	Index
Send/receive email	68.1	95
Send/receive a text/instant message	61.6	100
Participate in an online social network	55.0	102
Take pictures/video	51.8	100
Use maps/directions service	51.4	101
Use apps	49.8	101
Do banking/pay bills online	49.5	95
Internet search - business, services, products	44.8	99
Access a news site	35.1	<b>89</b>
Watch a subscription-based video service	33.8	104

**Top Mobile Activities\***

Activity [Past Week]

	%	Index
Send/receive a text/instant message	58.9	104
Take pictures/video	49.5	102
Send/receive email	48.9	100
Use apps	47.0	104
Participate in an online social network	45.2	108
Use maps/directions service	44.6	109
Internet search - business, services, products	27.9	106
Do banking/pay bills online	26.0	<b>111</b>
Access a news site	21.7	93
Watch free streaming music videos	21.2	<b>120</b>

**Media**

**Social Media Platforms**

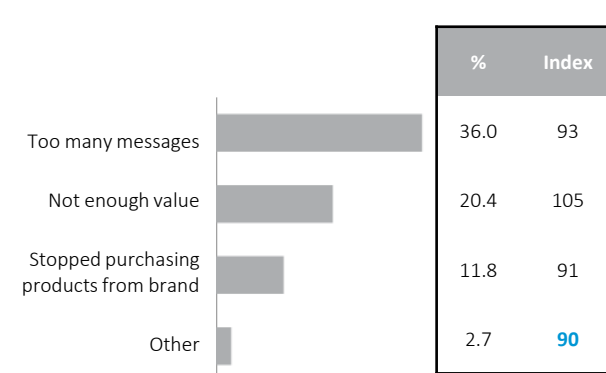
Usage [Currently Use]



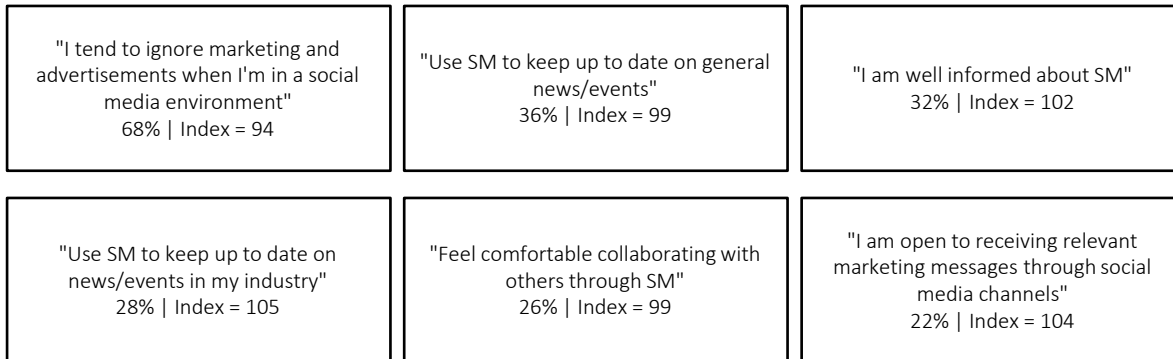
**Reasons to Follow Brands**



**Reasons to Unfollow Brands**

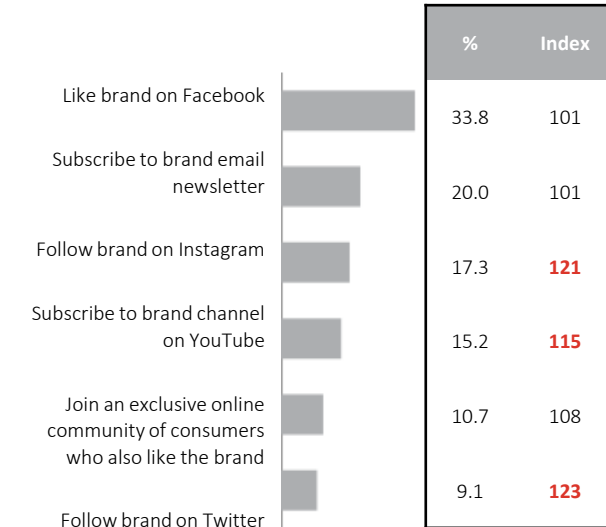


**Social Media Attitudes**



**Actions Taken using Social Media**

Variables with Response "Yes"



**Product Preferences**

Variables with "Agree" Statements

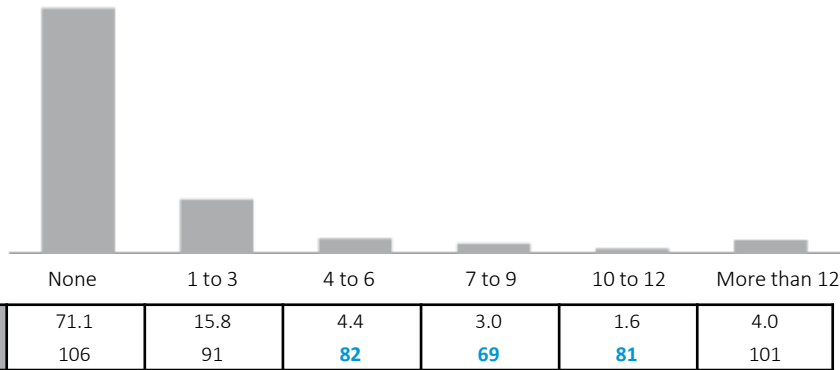
"I would like to eat healthy foods more often" 75%   Index = 96	"I have tried a product/service based on a personal recommendation" 70%   Index = 98	"I generally achieve what I set out to do" 64%   Index = 94	"I am very concerned about the nutritional content of food products I buy" 64%   Index = 94	"I value companies who give back to the community" 61%   Index = 93
"I am interested in learning about different cultures" 58%   Index = 95	"I make an effort to buy local produce/products" 58%   Index = 93	"I consider myself to be informed on current events or issues" 58%   Index = 95	"Family life and having children are most important to me" 57%   Index = 98	"I like to cook" 54%   Index = 97
"I like to try new and different products" 53%   Index = 103	"I like to try new places to eat" 53%   Index = 96	"I offer recommendations of products/services to other people" 52%   Index = 98	"It's important to buy products from socially-responsible/environmentally-friendly companies" 52%   Index = 97	"When I shop online I prefer to support Canadian retailers" 47%   Index = 95
"Free-trial/product samples can influence my purchase decisions" 42%   Index = 101	"Vegetarianism is a healthy option" 36%   Index = <b>114</b>	"I am adventurous/"outdoorsy" 35%   Index = <b>90</b>	"I am willing to pay more for eco-friendly products" 34%   Index = 99	"I prefer to shop online for convenience" 31%   Index = 109
"Staying connected via social media is very important to me" 28%   Index = 108	"Advertising is an important source of information to me" 25%   Index = 100	"I consider myself to be sophisticated" 22%   Index = 99	"I lead a fairly busy social life" 21%   Index = 98	"I enjoy being extravagant/indulgent" 18%   Index = 95



**Product Preferences**

**Beer Consumption**

Drinks (Past Week)



**Drinks**

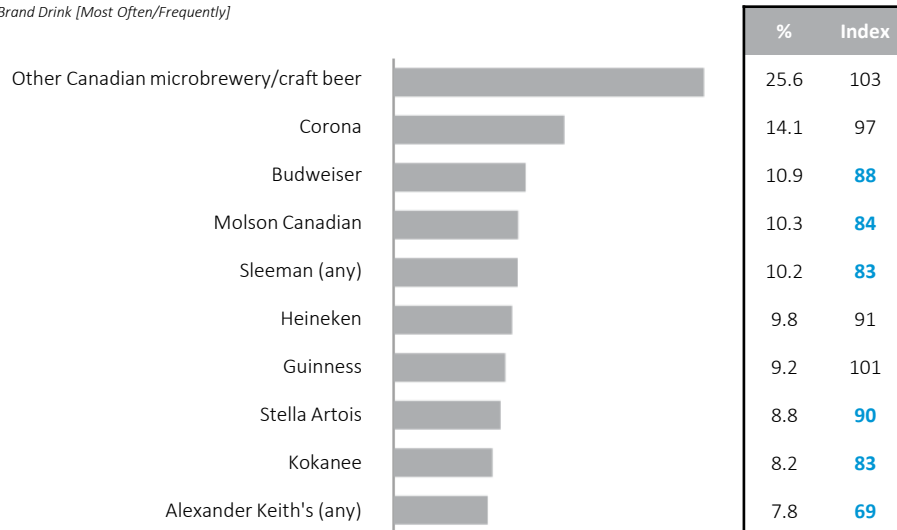
Drank [Past Month]	% Comp	Index
Canadian wine	17.4	78
Cider	10.0	87
Liqueurs (any)	8.3	86

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	12.8	78

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	25.6	103

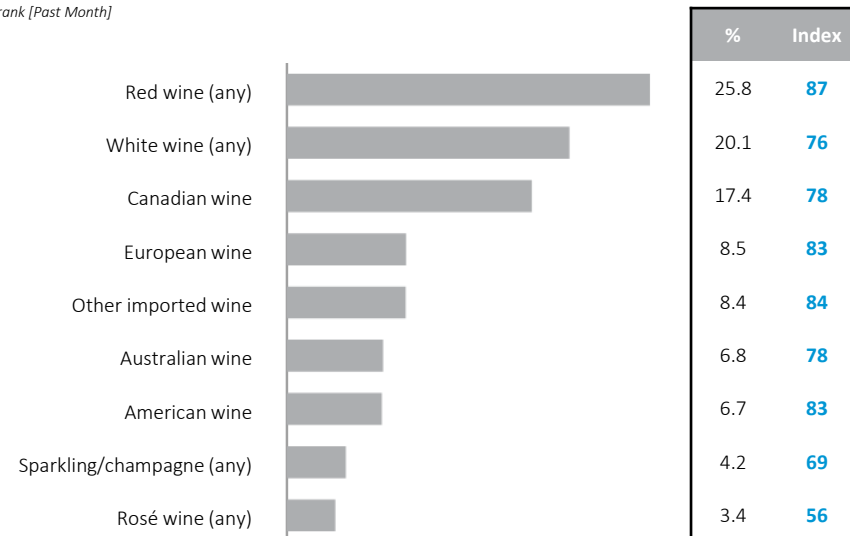
**Top 10 Beers\***

Brand Drink [Most Often/Frequently]



**Wine Details**

Drank [Past Month]

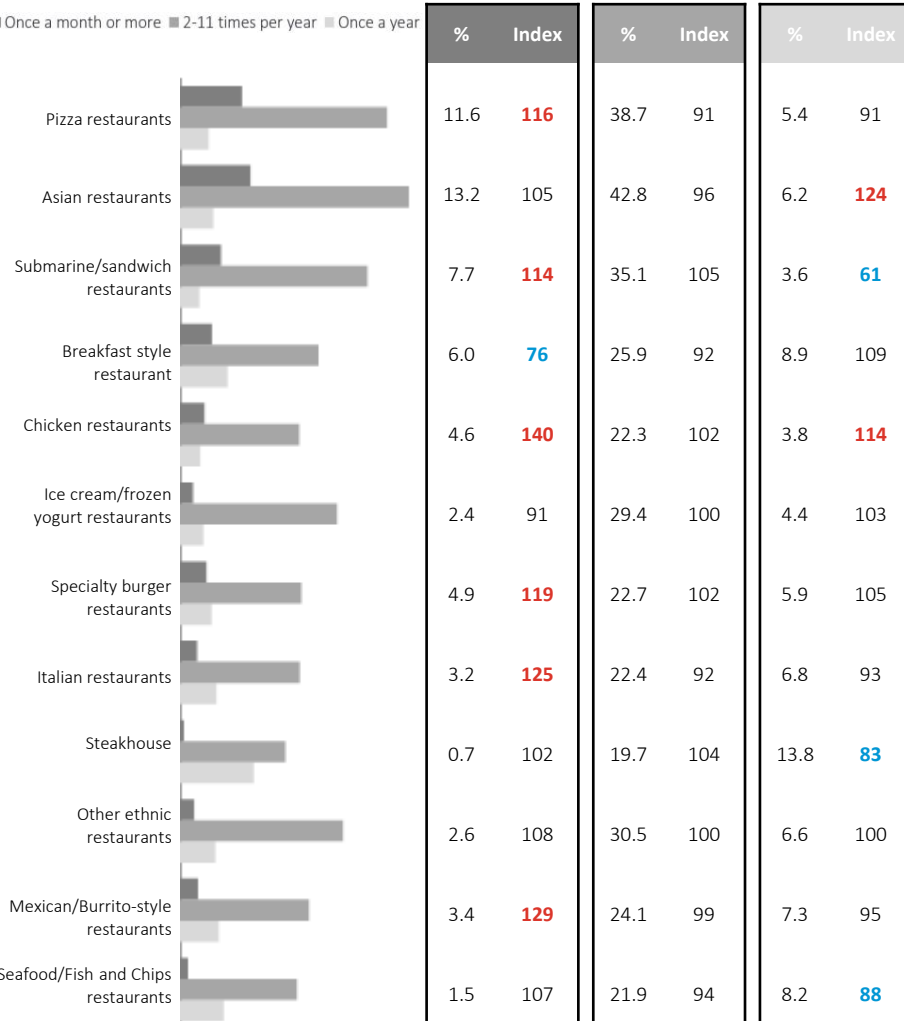


**Product Preferences**

**Restaurant Type Visited\***

Frequency of Visiting [Past Year]

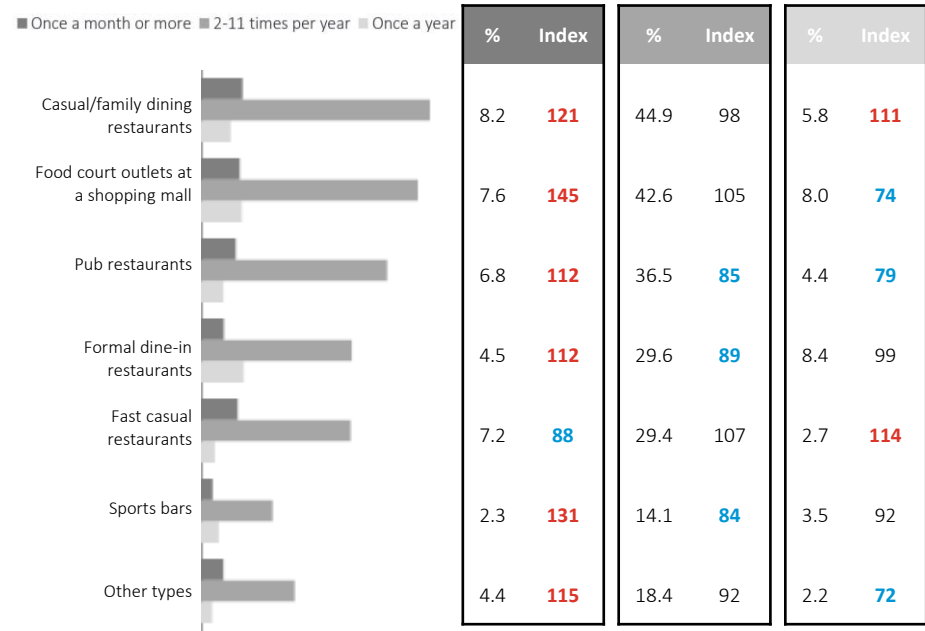
■ Once a month or more ■ 2-11 times per year ■ Once a year



**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  
26.8%  
(94)



Other Organic Food  
14.8%  
(104)



Organic Meat  
9.8%  
(101)



**Product Preferences**

**Demographics**



Rent  
30.1%  
(93)



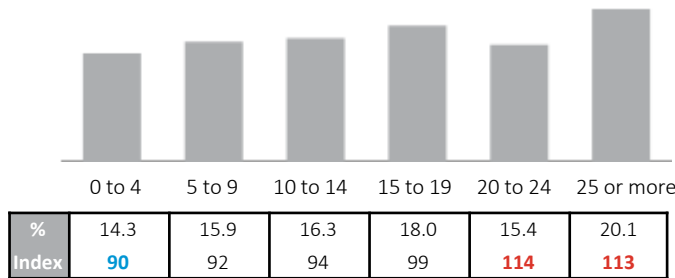
Own  
69.9%  
(104)



Households with  
Children at Home

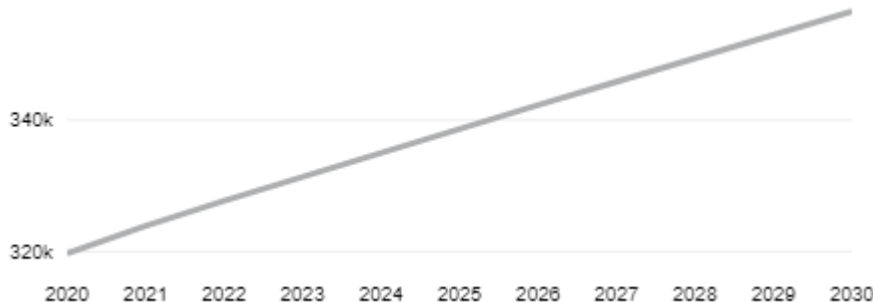
52.5%  
(141)

Age of Children at Home



**Demographic Trends**

Household Projections

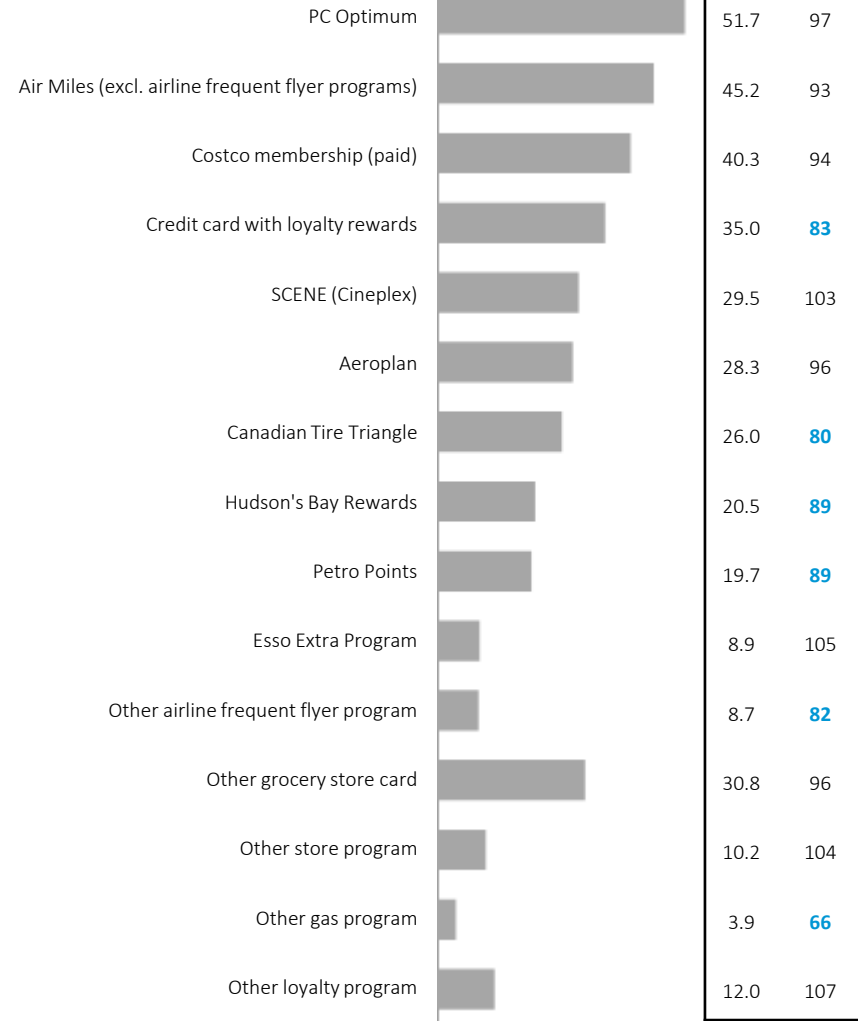


	2020	2023	2025	2030
Count	319,737	331,400	338,697	356,491
% Change	-	3.6	5.9	11.5
Index	-	105	104	103

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

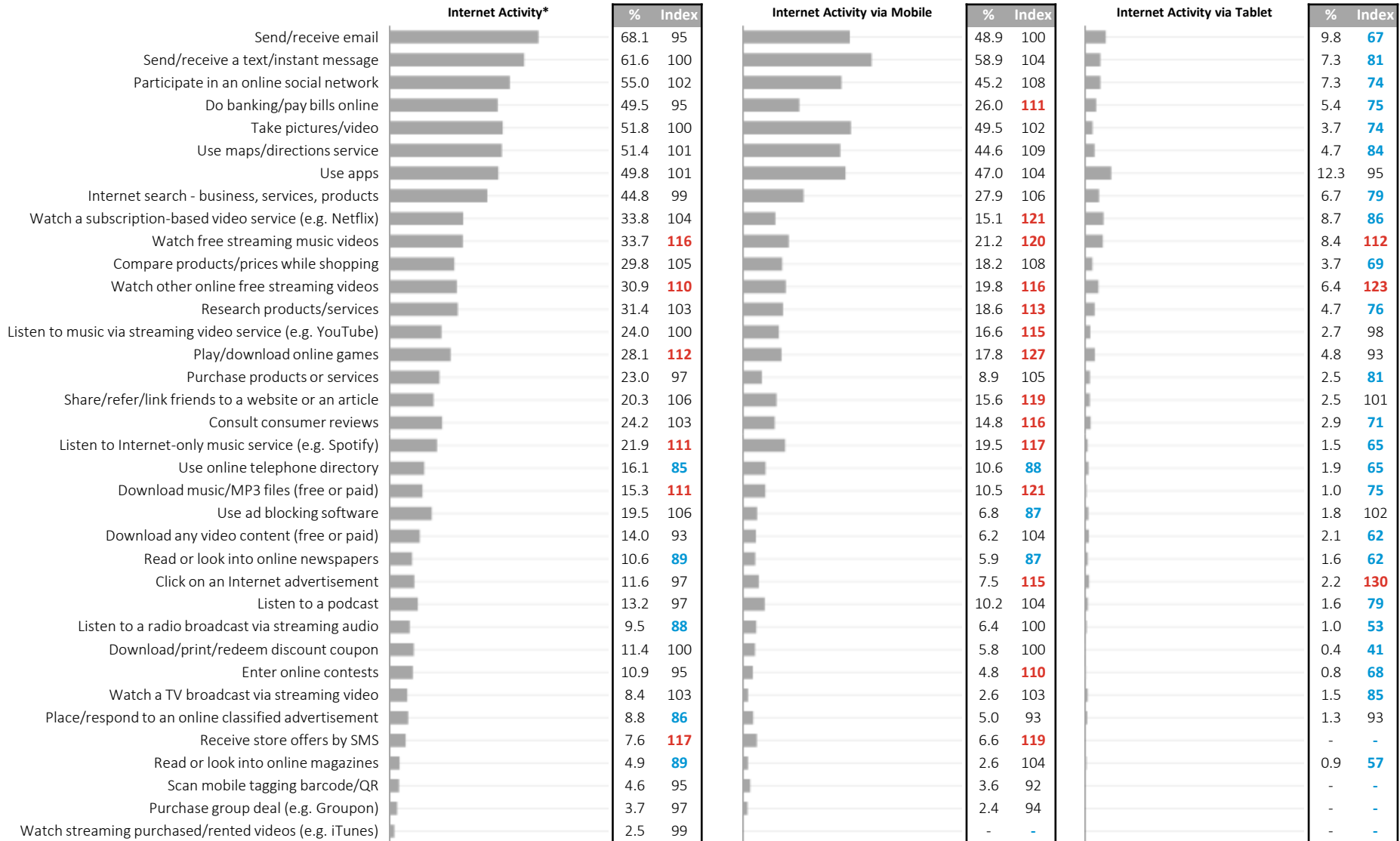
**Loyalty Programs\***

Member



**Internet Activity**

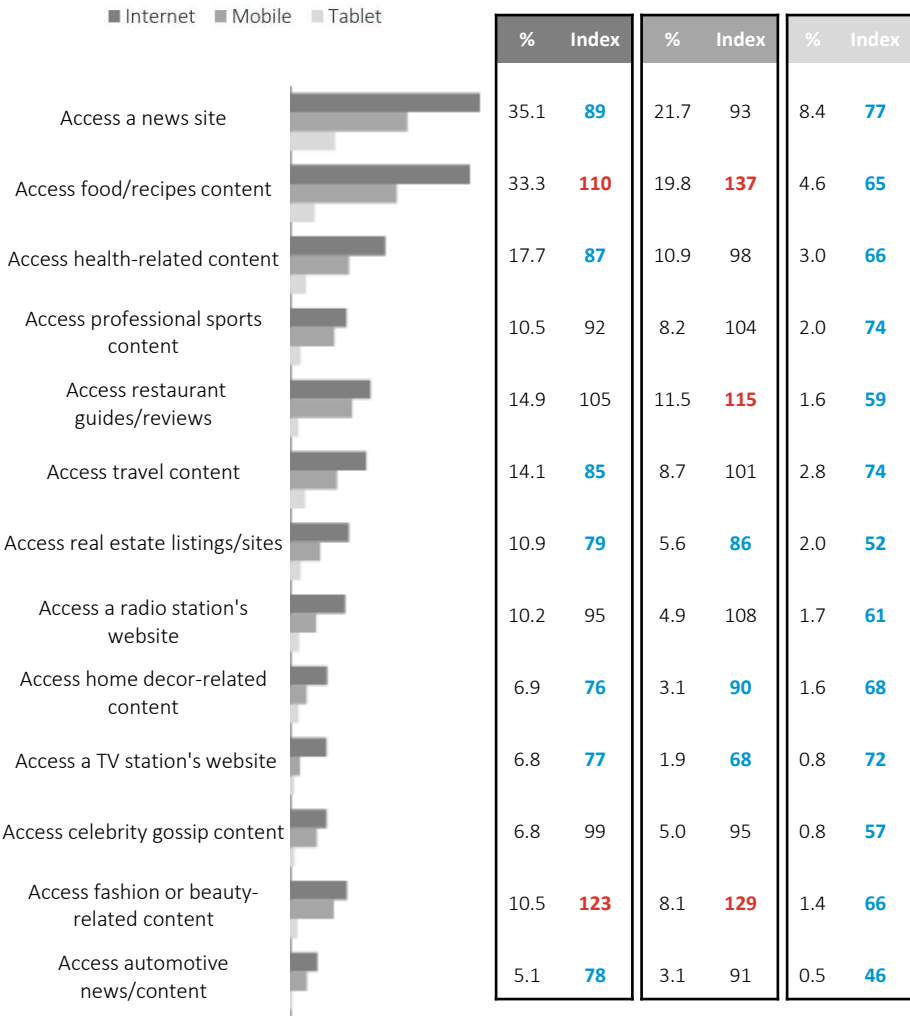
Activity [Past Week]



**Internet Activity**

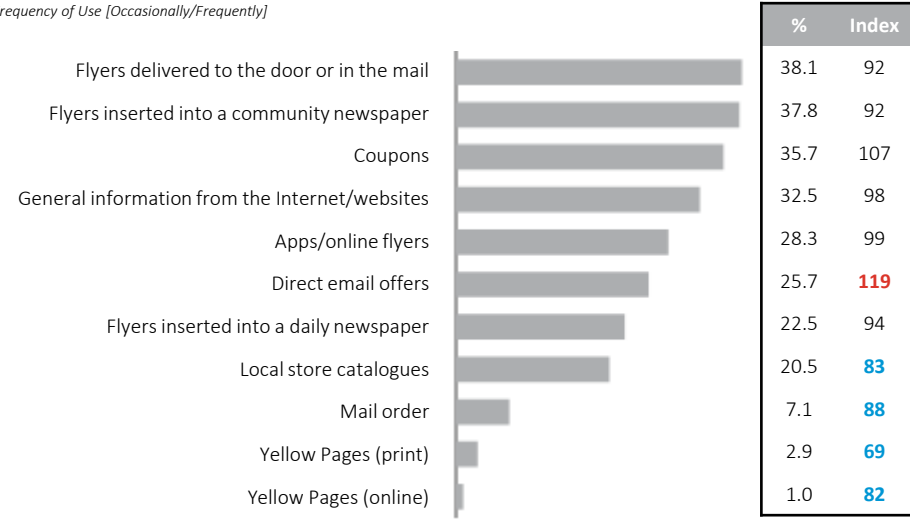
**Top Website Types\***

Activity [Past Week]



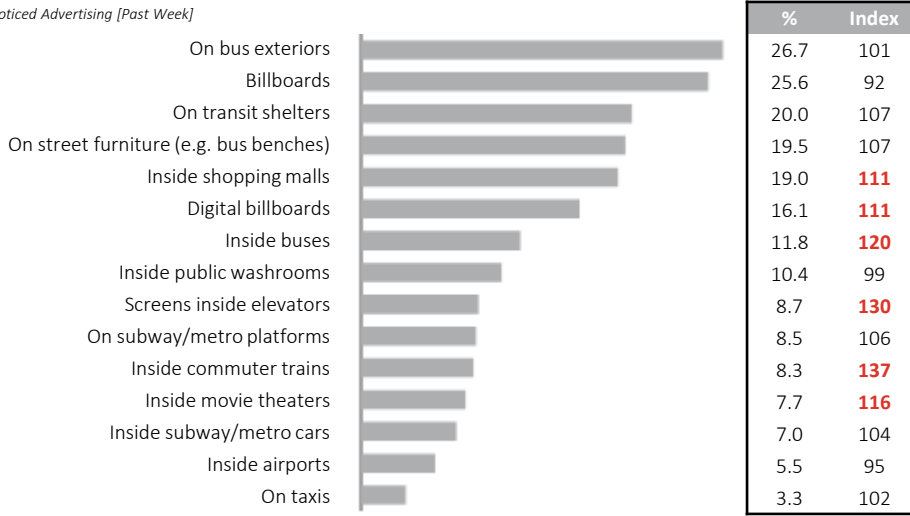
**Direct Media Usage**

Frequency of Use [Occasionally/Frequently]



**Out of Home Advertising**

Noticed Advertising [Past Week]



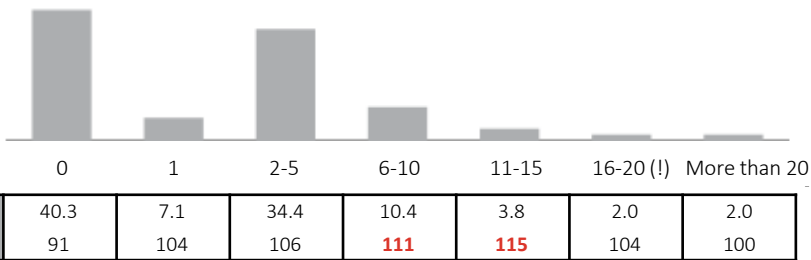
**Social Media Usage**

**Social Media Overview**

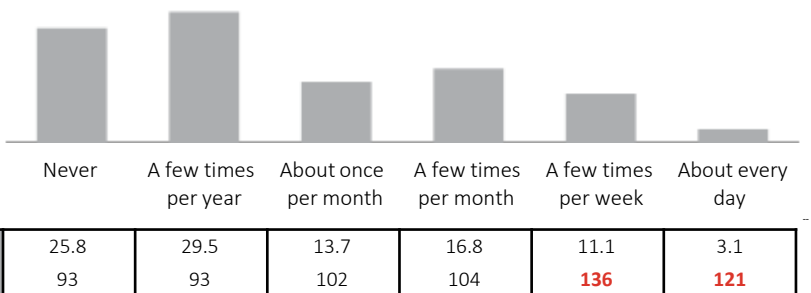
- 68% of Free Spirits from British Columbia tend to access social media on their mobile phones during the morning hours, 65% during the afternoon hours
- 12% seek recommendations for Vacation/Travel Information via social media (Above Average)
- 80% believe that Social media companies should not be allowed to own or share their personal information

**Brand Interaction**

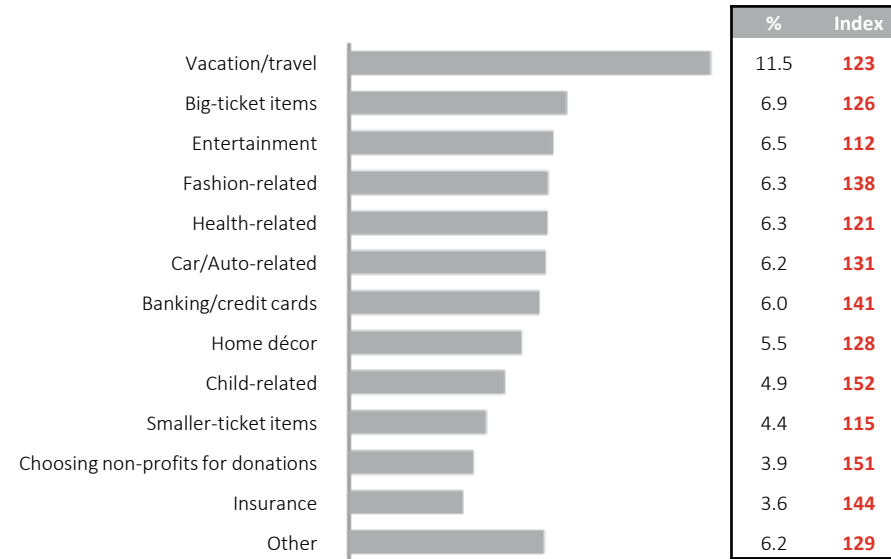
Number of Brands Interacted with via Social Media  
[Past Year]



Rate or Review Products or Services  
[Frequency of Participation]



**Seek Recommendations via Social Media\***



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

Free Spirits from British Columbia are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information"  
80% | Index = 94

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"  
69% | Index = 96

"I tend to ignore marketing and advertisements when I'm in a social media environment"  
68% | Index = 94

"Use SM to stay connected with personal contacts"  
44% | Index = 97

**Social Media Usage**

**Frequency of Participation\***

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	48.2	100
Watch video online	46.8	105
Chat in online chats	42.8	108
Read article comments	40.9	97
Read status updates/tweets	38.0	102
Listen to radio or stream music online	37.2	104
Share links with friends and colleagues	31.2	106
Click links in news feeds	26.7	106
Read blogs	19.1	111
Play games with others online	15.4	98
Post photos online	15.0	105
Rate or review products online	14.2	132
Share your GPS location	13.5	130
Check in with locations	13.5	116
Update your status on a social network	12.6	119
Chat in online forums	12.0	115
Comment on articles or blogs	10.8	104
Post videos online	8.2	144
Publish blog, Tumblr, online journal	4.9	140

**Social Media Uses\***

A few times per week or more

	%	Index
Keep up to date on general news/events	45.9	98
Stay connected with family	45.0	101
Stay connected with personal contacts	43.1	96
Keep up to date on news/events in my industry	28.6	110
Stay connected with work/professional contacts	20.7	115

**Number of Connections**

Across all social media

	%	Index
0-49	35.7	97
50-99	15.0	97
100-149	12.1	102
150-199	8.2	105
200-299	8.3	108
300-399	5.6	99
400-499	4.3	115
500-1000	6.5	100
More than 1000	4.4	100

**Social Media Access**

Typically use



Mobile

	%	Index
Morning	68.2	109
Afternoon	65.0	108
Dinner Time	50.6	114
Evening	61.9	111
Late Night	44.1	112



Tablet

	%	Index
Morning	18.2	82
Afternoon	19.9	97
Dinner Time	16.9	103
Evening	35.9	106
Late Night	18.9	98



Laptop

	%	Index
Morning	28.1	92
Afternoon	29.1	96
Dinner Time	20.9	111
Evening	38.6	104
Late Night	17.5	106



Desktop

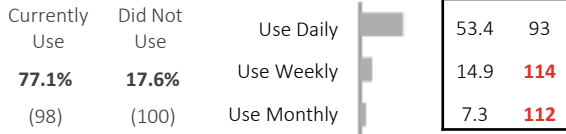
	%	Index
Morning	24.8	93
Afternoon	26.9	101
Dinner Time	15.1	109
Evening	29.5	109
Late Night	14.3	106

**Social Media Usage**

**Facebook**



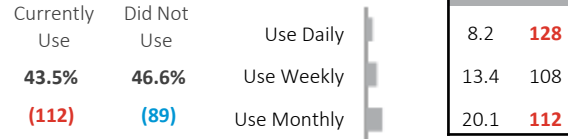
Frequency of Use  
[Past Year]



**LinkedIn**



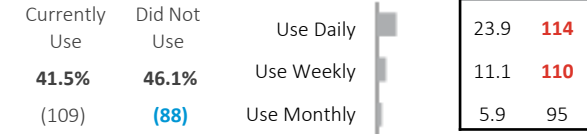
Frequency of Use  
[Past Year]



**Instagram**



Frequency of Use  
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	53.5	97
Comment/Like other users' posts	40.9	91
Use Messenger	37.4	92
Watch videos	36.6	100
Watch live videos	17.5	<b>121</b>
Like or become a fan of a page	13.3	<b>116</b>
Update my status	13.3	<b>114</b>
Post photos	12.7	100
Click on an ad	10.8	109
Post videos	7.3	<b>138</b>
Create a Facebook group or fan page	5.7	<b>157</b>
Give to a Facebook fundraiser (!)	3.9	<b>183</b>
Create a Facebook fundraiser (!)	3.5	<b>197</b>

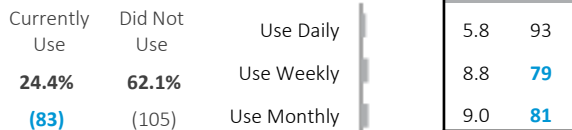
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	9.0	<b>124</b>
View a job posting	7.6	<b>142</b>
Watch videos	6.1	<b>140</b>
Search and review other profiles	6.0	<b>148</b>
Create a connection	6.0	<b>171</b>
Comment on content	4.5	<b>135</b>
Post an article, video or picture (!)	3.6	<b>152</b>
Update your profile information	3.4	<b>138</b>
Click on an ad (!)	3.2	<b>135</b>
Participate in LinkedIn forums (!)	3.0	<b>175</b>
Join a LinkedIn group (!)	2.9	<b>178</b>
Request a recommendation (!)	2.7	<b>172</b>

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	30.5	<b>114</b>
Like photos/videos	24.8	<b>112</b>
Comment on photos/videos	15.0	<b>116</b>
Watch live videos	14.6	<b>125</b>
Send direct messages	14.4	<b>132</b>
Post photos/videos	10.4	<b>128</b>
View a brand's page	8.5	<b>124</b>
Watch IGTV videos	6.6	<b>142</b>
Click on ads	5.9	<b>123</b>

**Pinterest**



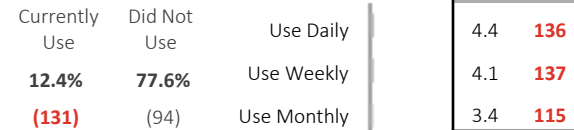
Frequency of Use  
[Past Year]



**Reddit**



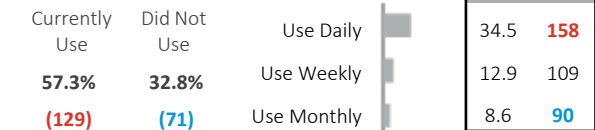
Frequency of Use  
[Past Year]



**WhatsApp**



Frequency of Use  
[Past Year]



Participate In* (at least a few times per month)	% Comp	Index
View content	9.2	<b>138</b>
Vote on content	5.3	<b>144</b>
Follow specific Subreddits	5.3	<b>138</b>
Post content	3.4	<b>160</b>

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	41.8	<b>150</b>
Send/receive images	38.4	<b>153</b>
Use group chats	30.2	<b>170</b>
Send/receive documents and files	20.4	<b>172</b>
Use voice calls	18.0	<b>163</b>



**Social Media Usage**

**Twitter**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
27.8% (109)	59.2% (92)	Use Daily	12.0	111
		Use Weekly	8.6	113
		Use Monthly	6.2	100

**YouTube**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
72.7% (101)	15.5% (98)	Use Daily	33.6	119
		Use Weekly	27.3	95
		Use Monthly	10.7	76

**Snapchat**



Frequency of Use  
[Past Year]

Currently Use	Did Not Use		%	Index
14.5% (119)	74.3% (94)	Use Daily	5.6	138
		Use Weekly	4.8	131
		Use Monthly	3.5	92

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	15.9	104
Watch videos	8.8	106
Tweet	6.4	109
Send or receive direct messages	6.3	115
Retweet	6.0	118
Watch live videos	5.8	126
Respond to tweets	5.6	114
Follow users who follow you	5.2	122
Share a link to a blog post or article of interest	5.1	108
Actively follow new users	4.8	119
Click on an ad	3.1	122

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	51.2	111
Like or dislike videos	16.5	124
Watch live videos	15.2	133
Share videos	11.1	142
Click on an ad	8.5	143
Leave comment or post response on video	7.6	129
Embed a video on a web page or blog	6.4	162
Create and post a video	4.6	152

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	7.4	132
Send direct text messages	6.7	145
Send photos/videos	5.4	131
Use filters or effects	5.4	150
Read Snapchat discover/News	4.7	146
Use group chat	4.2	147
View a brand's snaps	3.3	160
View ads	2.8	167
Use video chat	2.8	161

**Audio Podcasts**



Currently Use	Did Not Use
16.8% (87)	65.8% (101)

Frequency of Use  
[Past Year]

	%	Index
Use Daily	5.1	97
Use Weekly	5.6	76
Use Monthly	5.5	93

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	4.5	94
Listen to a news podcast	4.1	86
Listen to an educational podcast	3.5	90
Subscribe to another genre of podcast	2.8	126
Listen to a business podcast	2.7	81
Listen to a sports podcast	2.3	121
Subscribe to a sports podcast**	2.2	126
Listen to a comedy podcast	2.2	79
Listen to a technology focused podcast	2.1	109
Subscribe to an educational podcast	2.0	100
Subscribe to a news podcast	1.8	103
Subscribe to a comedy podcast (!)	1.6	117
Subscribe to a technology podcast (!)	1.6	125
Subscribe to a business podcast (!)	1.5	112

**Other Social Media Platforms**



**Tinder**

Currently Use	Did Not Use
3.5% (126)	91.5% (97)



**Tik Tok**

Currently Use	Did Not Use
2.0% (121)	92.0% (97)

Frequency of Use -Tinder  
[Past Year]

	%	Index
Use Daily (!)	1.6	128
Use Weekly (!)	0.7	114