

Rejuvenators

PRIZM Segments Included (by SESI): 14, 21, 33, 41, 45, 50

Market: British Columbia

Overview

- Of the 9 EQ Target Groups identified in Canada, Rejuvenators rank 3rd, making up 294,476 households, or 14.6% of the total Households in British Columbia (2,010,897)
- The Median Household Maintainer Age is 59, 46% of couples have children living at home
- Average Household Income of \$99,976 compared to British Columbia at \$106,682
- Top Social Value: Attraction to Nature** - How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life
- Above Average interest in Park/City Gardens, Photography, National/Provincial Parks, Canoeing/Kayaking, Fishing/Hunting, Golfing, Cross-Country Skiing/Snowshoeing, Historical Sites, Specialty Movie Theatres/IMAX, and Sporting Events
- Above Average interest in travelling within Canada (Vancouver, Victoria, Other Alberta, Calgary, Jasper, Other Nova Scotia, Banff), Rejuvenators from British Columbia spent an average of \$1,554 on their last vacation
- On average, Rejuvenators from British Columbia spend 14hrs/week listening to the Radio, 22hrs/week watching TV, 1hr/week reading the Newspaper and 3.4hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day)
- 81% currently use Facebook, 32% use Instagram and 21% use Twitter

Market Sizing



Total Population

Target Group: 724,438 | 14.3%
Market: 5,064,371



Total Households

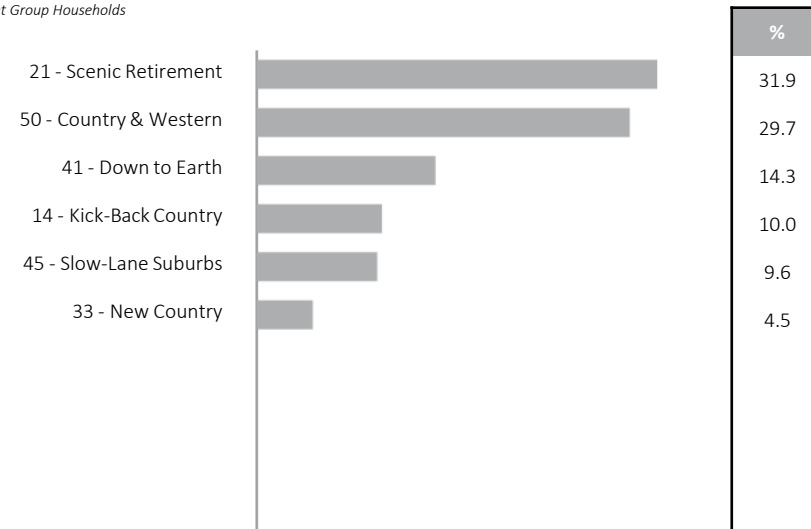
Target Group: 294,476 | 14.6%
Market: 2,010,897

Top Geographic Markets

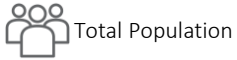
Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Nanaimo, BC (CY)	2.4	17.0	116	41,687	2.1
Chilliwack, BC (CY)	2.3	19.2	131	35,091	1.7
Kelowna, BC (CY)	2.0	10.1	69	59,332	3.0
Langley, BC (DM)	2.0	13.2	90	45,344	2.3
North Cowichan, BC (DM)	2.0	43.5	297	13,376	0.7
Vernon, BC (CY)	1.9	29.3	200	19,079	0.9
Kamloops, BC (CY)	1.8	13.2	90	39,430	2.0
Courtenay, BC (CY)	1.6	36.4	248	12,649	0.6
Penticton, BC (CY)	1.4	24.1	165	16,809	0.8
Abbotsford, BC (CY)	1.3	7.5	51	52,381	2.6

Top PRIZM Segments

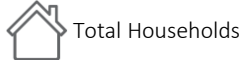
% of Target Group Households



Demographic Profile



Total Population
Target Group: 724,438 | 14.3%
Market: 5,064,371

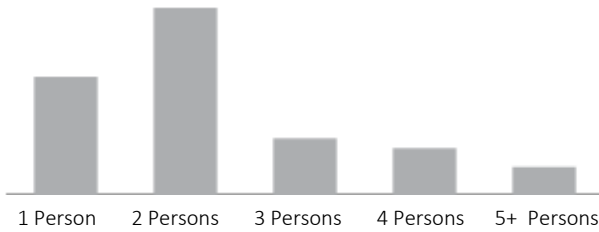


Total Households
Target Group: 294,476 | 14.6%
Market: 2,010,897

Average Household Income

\$99,976
(94)

Household Size*



Median Household Maintainer Age

59
(110)

Marital Status**

61.9%
(108)

Married/Common-Law

Family Composition***

54.1%
(124)

Couples Without Kids at Home

Education**

30.6%
(104)

High School Certificate Or Equivalent

Visible Minority Presence*

5.6%
(17)

Belong to a visible minority group

Non-Official Language*

0.4%
(11)

No knowledge of English or French

Immigrant Population*

12.8%
(44)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Attraction to Nature	127	70	Pursuit of Novelty
Emotional Control	123	75	Pursuit of Intensity
Obedience to Authority	121	76	Enthusiasm for Technology
Cultural Assimilation	120	76	Joy of Consumption
Utilitarian Consumerism	118	77	Active Government

Key Social Values

Attraction to Nature Index = 127	Emotional Control Index = 123	Traditional Family Index = 113
Need for Escape Index = 111	Work Ethic Index = 110	Ecological Fatalism Index = 109
Community Involvement Index = 108	National Pride Index = 108	Ethical Consumerism Index = 107
Racial Fusion Index = 105	Brand Apathy Index = 105	Legacy Index = 103

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Sports & Leisure

Occasionally/Regularly Participate or Attended/Visited (Past Year)

Top 5 Activities Participated*	% Comp	Index
Reading	85.2	101
Gardening	76.0	116
Swimming	61.4	106
Camping	57.1	108
Volunteer work	54.0	101

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	55.6	101
Parks & city gardens	52.4	118
National or provincial park	43.3	128
Bars & restaurant bars	40.8	104
Art galleries, museums & science centres	40.7	110

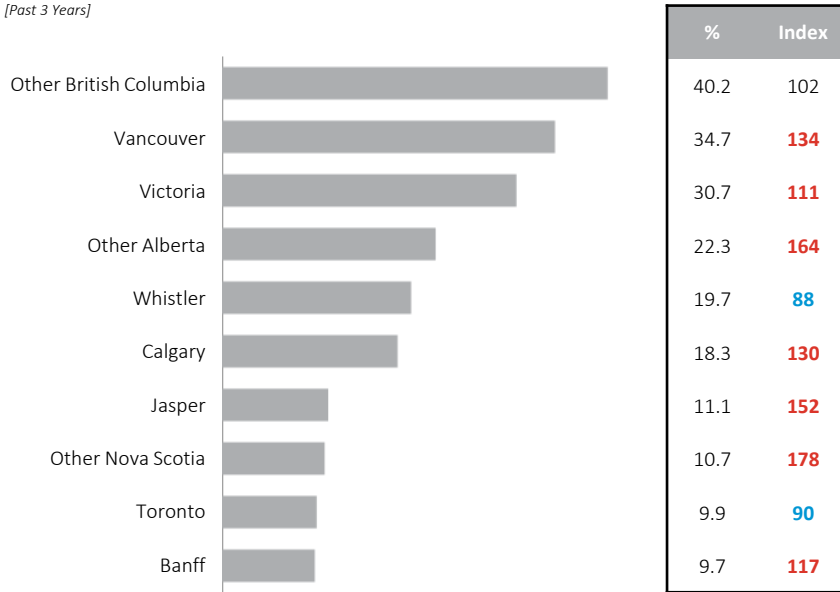
Key Tourism Activities**

Swimming  61.4% (106)	Camping  57.1% (108)	Hiking & backpacking  53.0% (107)	Parks & city gardens  52.4% (118)	Photography  48.9% (121)	Cycling  45.5% (104)	National or provincial park  43.3% (128)	Canoeing & kayaking  41.3% (117)
Bars & restaurant bars  40.8% (104)	Fishing & hunting  31.8% (138)	Golfing  30.8% (124)	Cross country skiing & snowshoeing  30.7% (127)	Historical sites  27.2% (146)	Pilates & yoga  25.4% (100)	Specialty movie theatres/IMAX  23.3% (114)	Sporting events  21.8% (116)
Ice skating  21.1% (93)	Downhill skiing  20.8% (104)	Zoos & aquariums  16.7% (91)	Power boating & jet skiing  16.6% (127)	ATV & snowmobiling  16.2% (148)	Adventure sports  15.2% (117)	Video arcades & indoor amusement centres  13.3% (80)	Hockey  11.2% (94)
Music festivals  10.2% (106)	Beer, food & wine festivals  10.1% (86)	Theme parks, waterparks & water slides  9.9% (97)	Snowboarding  9.1% (107)	Curling  8.2% (118)	Inline skating  8.2% (138)	Film festivals  7.2% (97)	Marathon or similar event  6.5% (83)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]

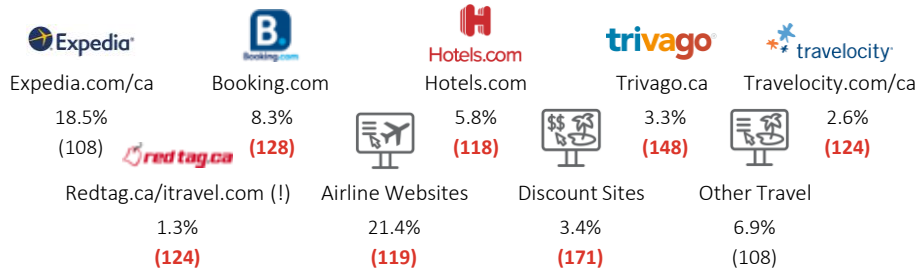


Vacation Booking**

Used [Past 3 Years]

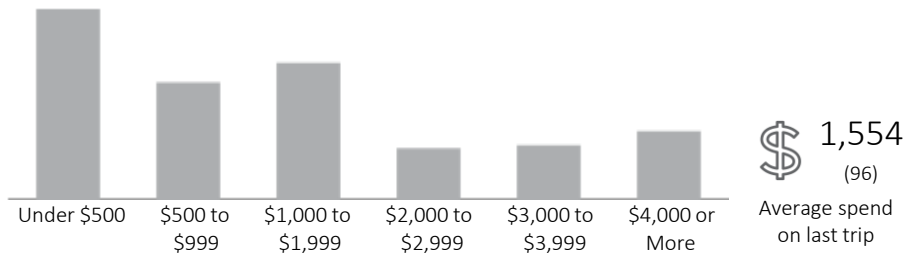


Booked With [Past Year]



Vacation Spending

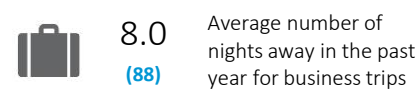
Spent Last Vacation



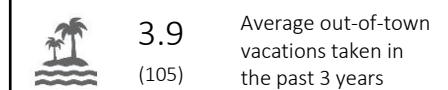
\$ 1,554 (96)
Average spend on last trip

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 59.7% (102)	 Friends/relatives 40.4% (102)	 All-inclusive resort 14.9% (92)	 Camping 27.9% (112)	 Motel 24.1% (115)	 Vacation rental by owner 23.8% (113)	 Cottage 10.8% (115)
 B&B 15.8% (102)	 Condo/apartment 15.2% (112)	 Cruise ship 16.3% (126)	 RV/camper 14.9% (124)	 Package tours 7.2% (154)	 Spa resort 9.2% (148)	 Boat 3.6% (140)









Airline Preferences**

Flown [Past Year]

 Air Canada 40.5% (99)	 West Jet 34.6% (102)	 Air Transat 6.9% (100)	 Porter Airlines 1.5% (179)	 Other Canadian 6.8% (128)
 United Airlines 7.2% (105)	 Delta Airlines 6.9% (114)	 American Airlines 3.2% (94)	 Other American 8.5% (97)	
 European Airlines 8.3% (109)	 Asian Airlines 7.4% (108)	 Other Charter 2.5% (134)	 Other 8.9% (108)	

Car Rental*

Rented From [Past Year]

 Enterprise 7.2% (110)	 Budget 7.3% (138)	 Avis 2.9% (134)	 National 5.5% (151)
 Hertz 2.6% (95)	 Discount 2.7% (178)	 U-Haul 2.4% (158)	 Other Rentals 4.1% (128)

Media

Overall Level of Use

Radio



14 hours/week
(115)

Television



1,301 minutes/week
(113)

Newspaper



1 hours/week
(97)

Magazine



10 minutes/day
(108)

Internet



205 minutes/day
(91)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	38.1	103
Adult Contemporary	19.7	105
AOR/Mainstream Rock	15.1	208
Classic Hits	14.4	116
Multi/Variety/Specialty	12.5	107
Not Classified	8.3	112
Hot Adult Contemporary	7.8	74
Modern/Alternative Rock	7.5	73
Today's Country	7.2	84
Mainstream Top 40/CHR	7.0	47

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	45.5	101
Evening local news	44.9	117
Documentaries	34.8	123
News/current affairs	32.7	106
Suspense/crime dramas	31.0	112
Hockey (when in season)	30.0	116
Primetime serial dramas	27.5	98
Home renovation/decoration shows	27.3	109
Situation comedies	26.5	107
Cooking programs	25.7	104

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	61.2	105
International News & World	56.3	106
National News	52.0	100
Editorials	35.5	113
Health	34.2	94
Travel	30.9	104
Sports	30.6	107
Business & Financial	30.4	119
Food	29.6	91
Movie & Entertainment	28.1	83

Top Magazine Publications*

Read [Past Month]

	%	Index
Other English-Canadian	12.5	120
Canadian Living	9.2	108
National Geographic	8.9	131
Other U.S. magazines	8.4	84
Maclean's	8.1	126
Canadian Geographic	7.8	172
People	6.7	131
Air Canada enRoute	5.9	143
Canadian House and Home	5.0	165
Cineplex Magazine	4.6	109

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	76.2	106
Send/receive a text/instant message	63.4	102
Do banking/pay bills online	57.3	109
Participate in an online social network	54.0	100
Use maps/directions service	54.0	105
Take pictures/video	51.7	100
Use apps	50.0	101
Internet search - business, services, products	46.3	102
Access a news site	44.1	112
Watch a subscription-based video service	32.0	99

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	54.0	96
Send/receive email	48.6	99
Take pictures/video	47.8	99
Use apps	44.0	98
Participate in an online social network	40.1	96
Use maps/directions service	38.5	94
Internet search - business, services, products	23.7	91
Access a news site	23.5	101
Do banking/pay bills online	22.1	95
Compare products/prices while shopping	15.5	93

Media

Social Media Platforms

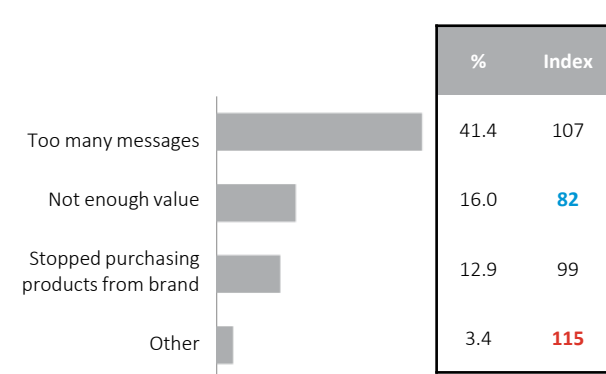
Usage [Currently Use]



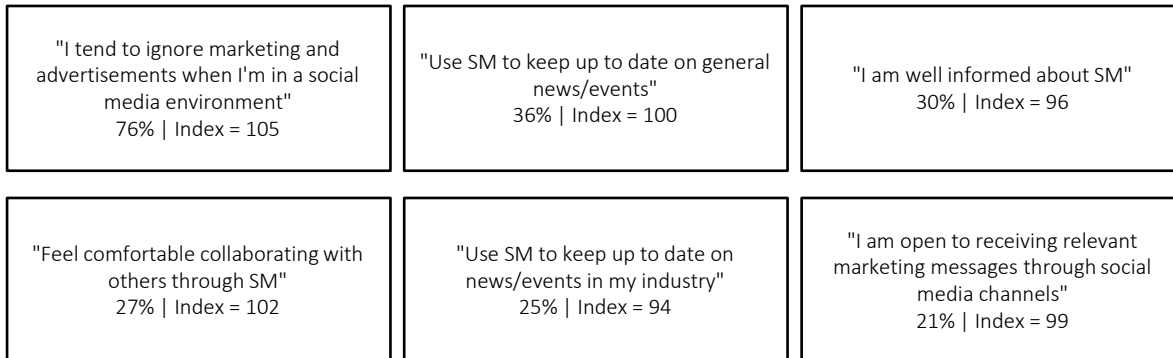
Reasons to Follow Brands



Reasons to Unfollow Brands

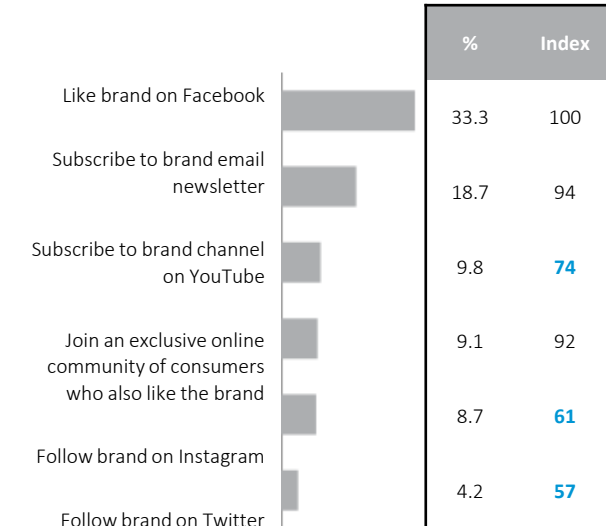


Social Media Attitudes



Actions Taken using Social Media

Variables with Response "Yes"



Product Preferences

Variables with "Agree" Statements

"I would like to eat healthy foods more often"
81% | Index = 104

"I generally achieve what I set out to do"
77% | Index = **113**

"I am very concerned about the nutritional content of food products I buy"
72% | Index = 106

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

"I value companies who give back to the community"
68% | Index = 104

"I make an effort to buy local produce/products"
67% | Index = 107

"Family life and having children are most important to me"
65% | Index = **112**

"I consider myself to be informed on current events or issues"
64% | Index = 104

"I am interested in learning about different cultures"
63% | Index = 102

"I like to cook"
58% | Index = 103

"I like to try new places to eat"
56% | Index = 102

"It's important to buy products from socially-responsible/environmentally-friendly companies"
54% | Index = 100

"I offer recommendations of products/services to other people"
54% | Index = 101

"When I shop online I prefer to support Canadian retailers"
52% | Index = 105

"I like to try new and different products"
52% | Index = 101

"I am adventurous/"outdoorsy""
45% | Index = **116**

"Free-trial/product samples can influence my purchase decisions"
44% | Index = 104

"I am willing to pay more for eco-friendly products"
35% | Index = 101

"Advertising is an important source of information to me"
27% | Index = 109

"I prefer to shop online for convenience"
26% | Index = 91

"Vegetarianism is a healthy option"
26% | Index = **82**

"Staying connected via social media is very important to me"
23% | Index = **88**

"I enjoy being extravagant/indulgent"
22% | Index = **115**

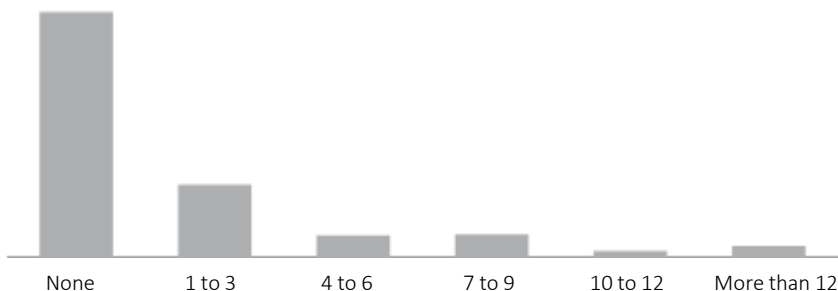
"I consider myself to be sophisticated"
20% | Index = 94

"I lead a fairly busy social life"
19% | Index = **88**

Product Preferences

Beer Consumption

Drinks (Past Week)



%	64.0	19.1	5.8	6.1	1.9	3.1
Index	96	109	107	139	94	79

Drinks

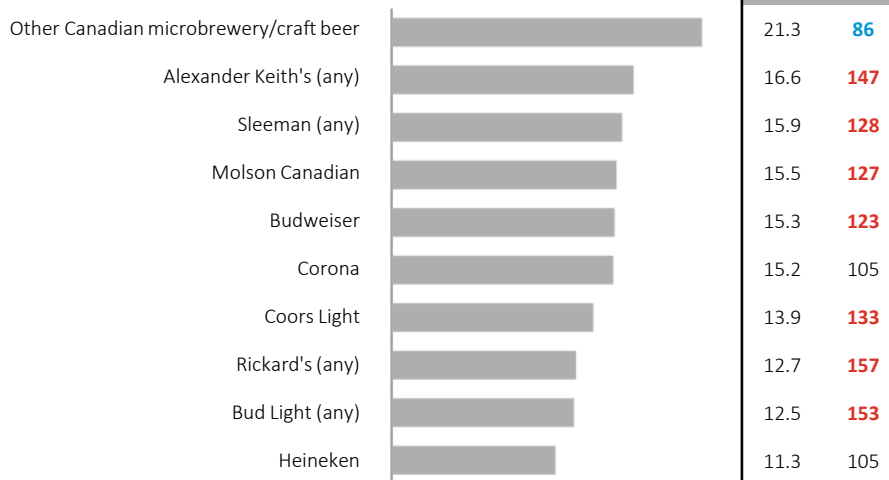
Drank [Past Month]	% Comp	Index
Canadian wine	27.1	122
Cider	12.2	106
Liqueurs (any)	12.1	125

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	19.3	118

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	21.3	86

Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]

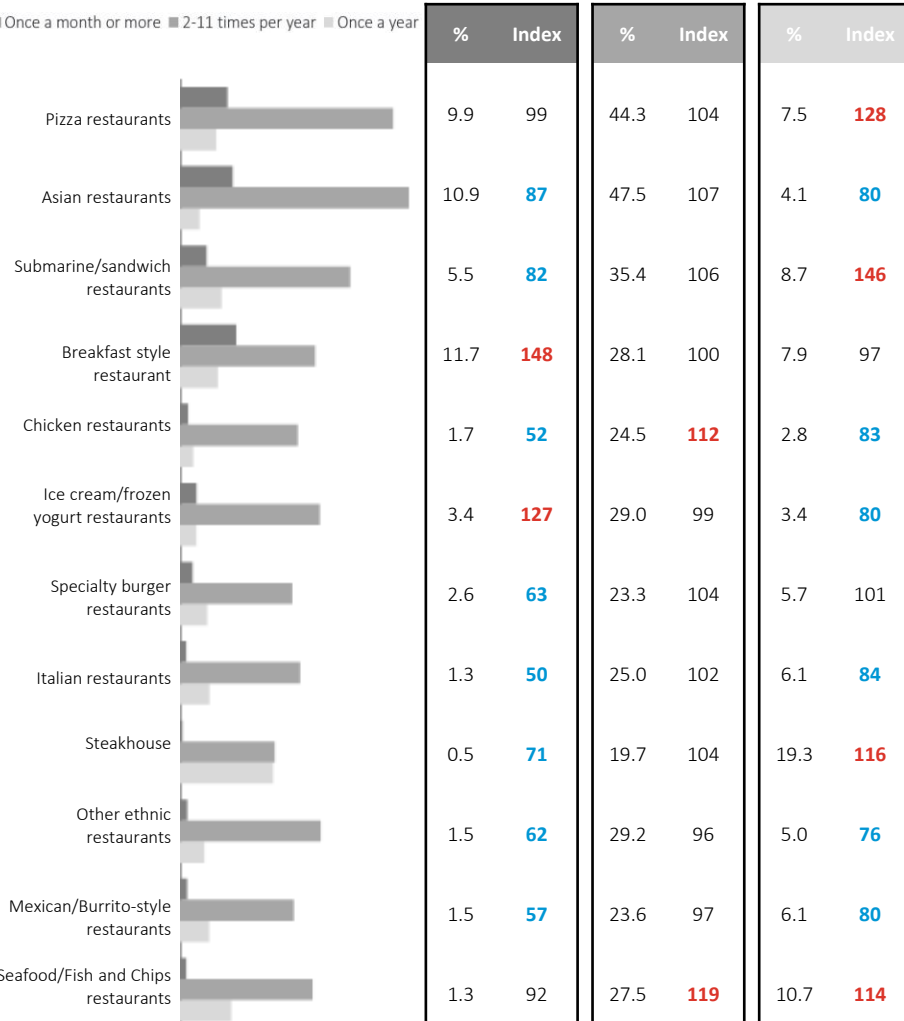


Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

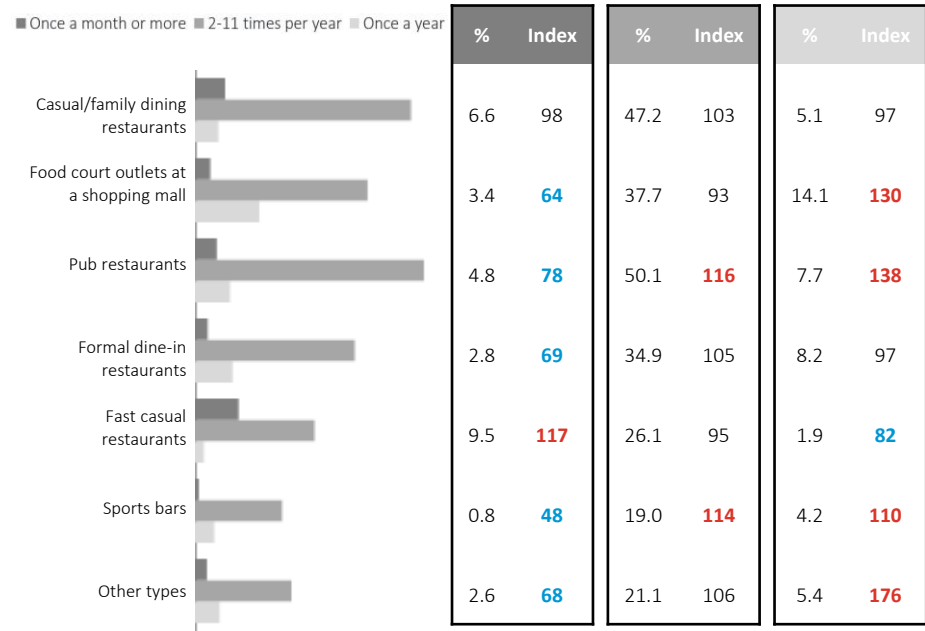
■ Once a month or more ■ 2-11 times per year ■ Once a year



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
26.3%
(92)



Other Organic Food
14.4%
(101)



Organic Meat
9.3%
(96)

Product Preferences

Demographics



Rent
19.8%
(61)



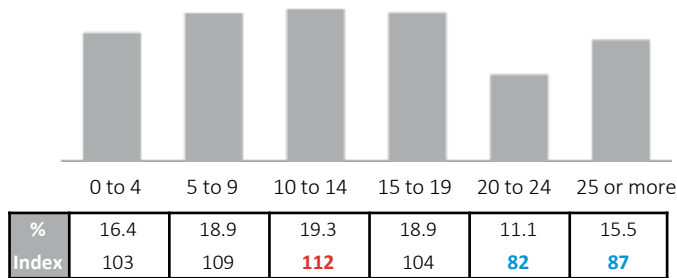
Own
79.6%
(118)



Households with
Children at Home

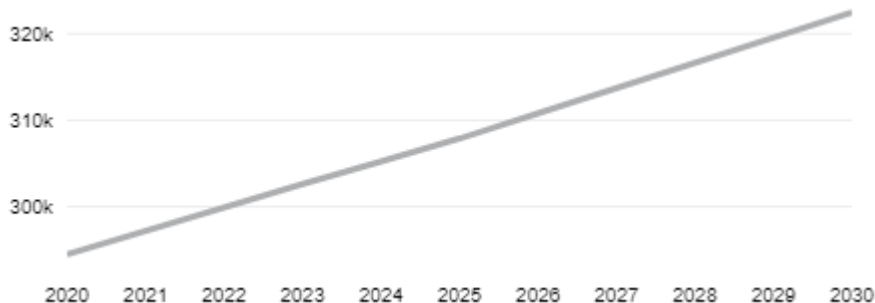
31.8%
(85)

Age of Children at Home



Demographic Trends

Household Projections

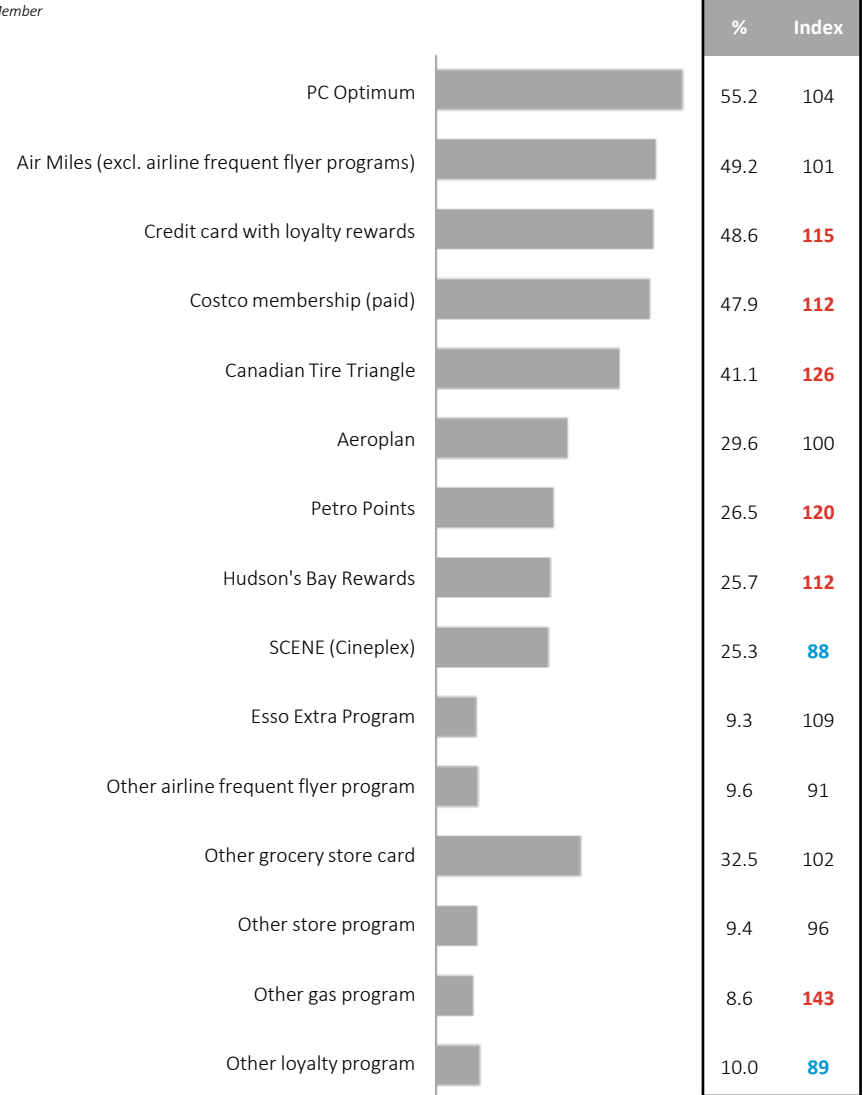


	2020	2023	2025	2030
Count	294,476	302,610	307,875	322,461
% Change	-	2.8	4.6	9.5
Index	-	79	80	85

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

Loyalty Programs*

Member



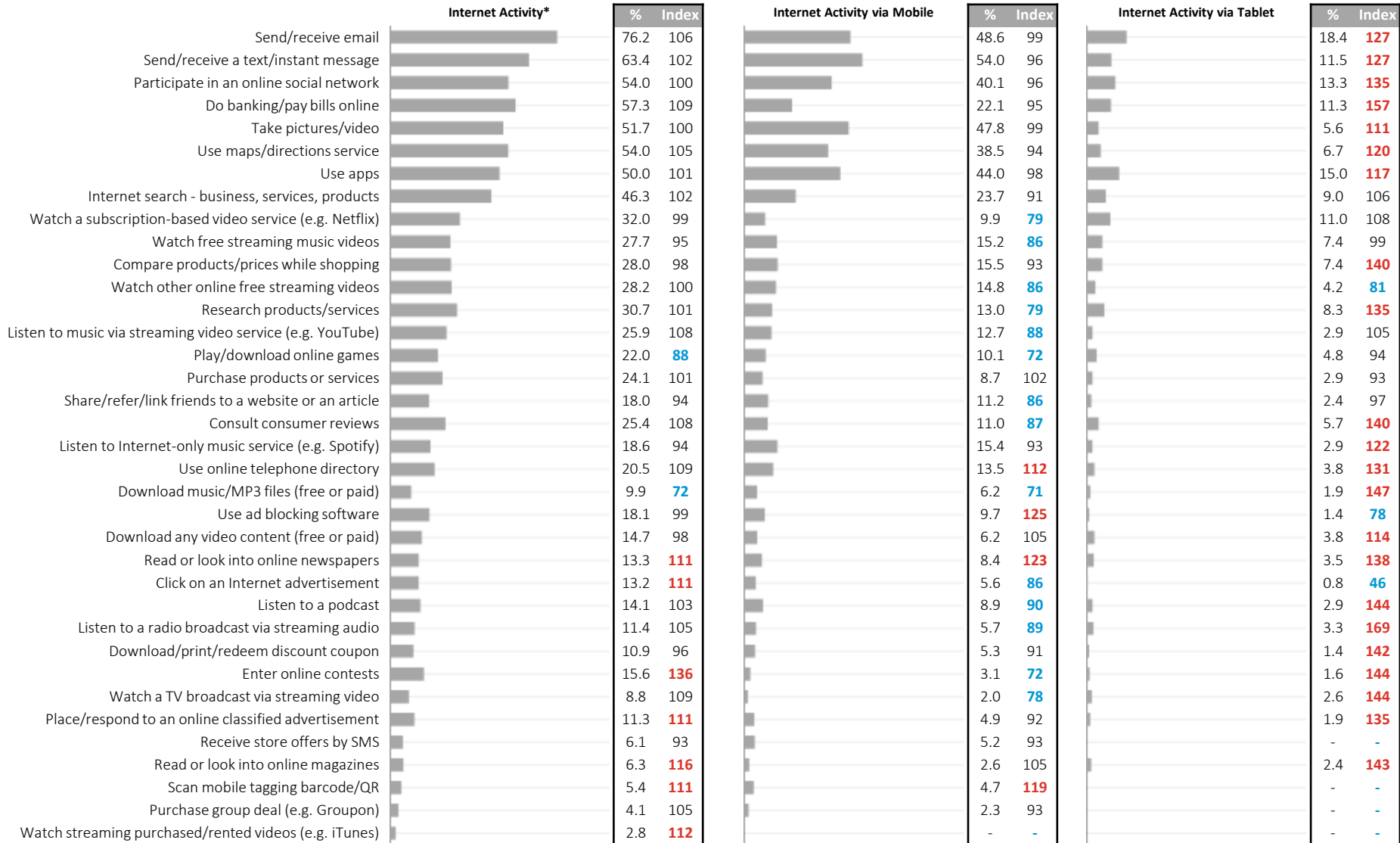
Rejuvenators

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Market: British Columbia

Internet Activity

Activity [Past Week]



Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	44.1	112	23.5	101	15.3	142
Access food/recipes content	28.5	94	10.3	71	10.6	151
Access health-related content	24.8	123	12.9	116	7.0	156
Access professional sports content	13.2	116	7.9	100	3.7	138
Access restaurant guides/reviews	11.1	78	7.1	71	2.6	99
Access travel content	19.3	117	8.9	103	4.9	130
Access real estate listings/sites	18.6	135	8.7	134	6.7	176
Access a radio station's website	9.7	90	3.4	75	3.8	135
Access home decor-related content	11.1	122	3.9	115	3.2	141
Access a TV station's website	11.1	126	4.1	148	0.9	86
Access celebrity gossip content	6.9	100	5.6	107	1.7	115
Access fashion or beauty-related content	6.9	81	4.7	76	2.6	122
Access automotive news/content	9.3	143	4.3	124	1.6	157

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	46.6	112
Flyers inserted into a community newspaper	46.0	112
General information from the Internet/websites	34.2	103
Apps/online flyers	31.4	110
Coupons	30.3	91
Local store catalogues	29.9	121
Flyers inserted into a daily newspaper	27.0	113
Direct email offers	18.3	85
Mail order	8.6	106
Yellow Pages (print)	4.4	106
Yellow Pages (online)	1.3	110

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	33.0	118
On bus exteriors	23.3	88
On transit shelters	16.9	90
Inside shopping malls	16.5	97
On street furniture (e.g. bus benches)	15.9	87
Digital billboards	15.4	107
Inside public washrooms	11.4	108
Inside airports	6.2	107
On subway/metro platforms	5.8	72
Inside movie theaters	4.8	73
Inside buses	4.8	49
Inside subway/metro cars	4.7	70
Inside commuter trains	3.8	63
Screens inside elevators	3.4	51
On taxis	2.9	89

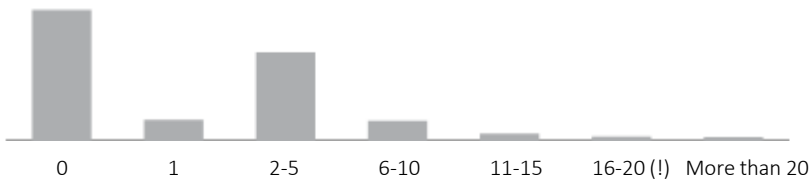
Social Media Usage

Social Media Overview

- 55% of Rejuvenators from British Columbia tend to access social media on their mobile phones during the morning hours, 53% during the afternoon hours
- 12% seek recommendations for Vacation/Travel Information via social media (Above Average)
- 89% believe that Social media companies should not be allowed to own or share their personal information

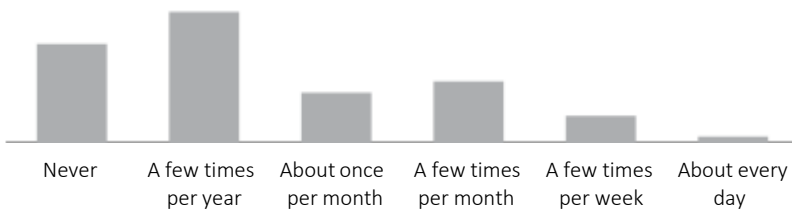
Brand Interaction

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



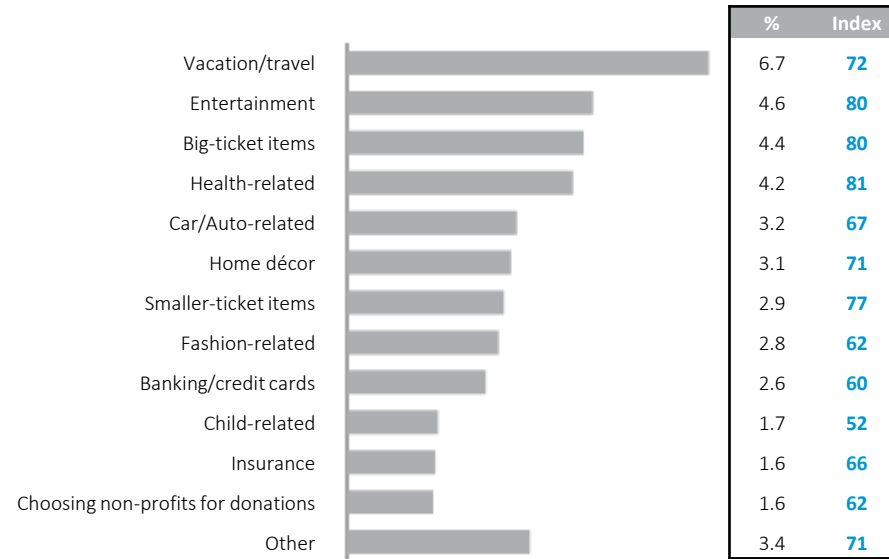
%	47.3	7.7	32.1	7.2	2.7	1.6	1.5
Index	107	113	99	77	80	84	72

Rate or Review Products or Services
[Frequency of Participation]



%	26.3	34.9	13.3	16.5	7.2	1.8
Index	95	110	99	102	88	69

Seek Recommendations via Social Media*



Top Social Media Attitudes**

Rejuvenators 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"
89% | Index = 105

"I tend to ignore marketing and advertisements when I'm in a social media environment"
76% | Index = 105

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
73% | Index = 103

"Use SM to stay connected with personal contacts"
47% | Index = 106

Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	47.5	98
Read article comments	44.5	105
Watch video online	41.6	94
Chat in online chats	38.2	96
Read status updates/tweets	36.5	97
Listen to radio or stream music online	34.8	97
Share links with friends and colleagues	28.1	95
Click links in news feeds	22.6	90
Play games with others online	16.5	105
Read blogs	15.5	89
Post photos online	14.2	100
Comment on articles or blogs	10.8	104
Check in with locations	10.7	92
Rate or review products online	8.9	83
Update your status on a social network	8.8	83
Chat in online forums	8.5	82
Share your GPS location	8.5	81
Post videos online	4.1	72
Publish blog, Tumblr, online journal	1.6	45

Social Media Uses*

A few times per week or more

	%	Index
Keep up to date on general news/events	48.2	103
Stay connected with family	48.0	107
Stay connected with personal contacts	47.4	105
Keep up to date on news/events in my industry	22.9	88
Stay connected with work/professional contacts	14.5	80

Number of Connections

Across all social media

	%	Index
0-49	39.1	106
50-99	16.6	107
100-149	12.9	108
150-199	7.5	96
200-299	8.1	105
300-399	4.9	86
400-499	3.1	83
500-1000	5.0	78
More than 1000	2.9	65

Social Media Access

Typically use



Mobile

	%	Index
Morning	55.0	88
Afternoon	52.9	88
Dinner Time	36.8	83
Evening	48.5	87
Late Night	33.2	84



Tablet

	%	Index
Morning	26.4	120
Afternoon	23.6	116
Dinner Time	17.2	104
Evening	32.3	95
Late Night	19.4	101



Laptop

	%	Index
Morning	33.4	109
Afternoon	30.8	101
Dinner Time	16.4	87
Evening	35.9	97
Late Night	16.6	100



Desktop

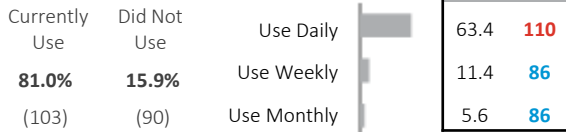
	%	Index
Morning	28.4	107
Afternoon	25.5	96
Dinner Time	13.5	98
Evening	25.0	93
Late Night	12.9	96

Social Media Usage

Facebook



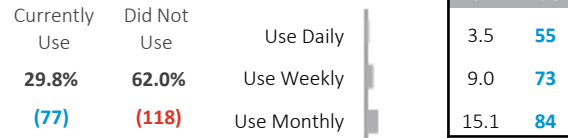
Frequency of Use
[Past Year]



LinkedIn



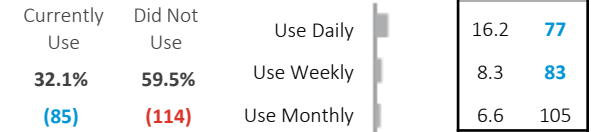
Frequency of Use
[Past Year]



Instagram



Frequency of Use
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	59.5	108
Comment/Like other users' posts	51.6	115
Use Messenger	45.8	113
Watch videos	37.5	102
Post photos	13.7	108
Watch live videos	13.0	90
Like or become a fan of a page	11.1	97
Update my status	10.9	94
Click on an ad	9.6	97
Post videos	4.7	90
Create a Facebook group or fan page	2.1	58
Give to a Facebook fundraiser (!)	0.7	33
Create a Facebook fundraiser (!)	0.3	19

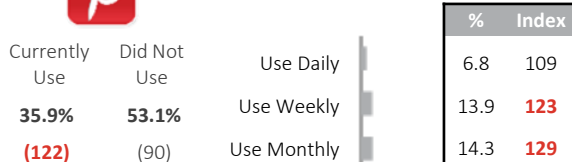
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	4.6	64
View a job posting	3.3	62
Watch videos	2.2	51
Comment on content	1.9	58
Search and review other profiles	1.7	42
Click on an ad (!)	1.2	51
Update your profile information	1.1	44
Post an article, video or picture (!)	1.1	45
Create a connection	1.0	27
Join a LinkedIn group (!)	0.6	40
Participate in LinkedIn forums (!)	0.4	24
Request a recommendation (!)	0.3	19

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	21.2	79
Like photos/videos	17.3	78
Comment on photos/videos	10.2	79
Watch live videos	8.4	72
Send direct messages	6.9	63
Post photos/videos	5.6	69
View a brand's page	4.3	62
Click on ads	3.2	67
Watch IGTV videos	2.3	49

Pinterest



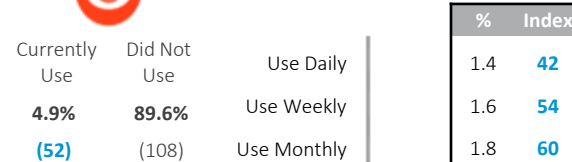
Frequency of Use
[Past Year]



Reddit



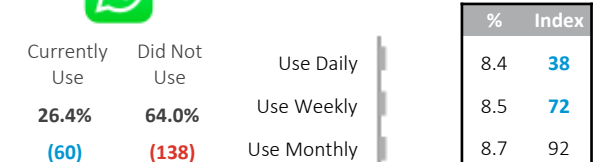
Frequency of Use
[Past Year]



WhatsApp



Frequency of Use
[Past Year]



Participate In* (at least a few times per month)	% Comp	Index
View content	3.2	47
Follow specific Subreddits	2.0	51
Vote on content	1.9	50
Post content	0.9	43

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	12.3	44
Send/receive images	10.6	42
Use group chats	4.9	27
Use voice calls	4.4	40
Send/receive documents and files	3.8	32

Social Media Usage

Twitter



Frequency of Use
[Past Year]

	Currently Use	Did Not Use		%	Index
Use Daily	8.7	81		8.7	81
Use Weekly	6.9	91		6.9	91
Use Monthly	4.8	79		4.8	79
Total	21.4% (84)	69.7% (108)			

YouTube



Frequency of Use
[Past Year]

	Currently Use	Did Not Use		%	Index
Use Daily	23.2	82		23.2	82
Use Weekly	28.2	99		28.2	99
Use Monthly	16.8	119		16.8	119
Total	68.8% (96)	16.9% (107)			

Snapchat



Frequency of Use
[Past Year]

	Currently Use	Did Not Use		%	Index
Use Daily	3.4	83		3.4	83
Use Weekly	2.1	58		2.1	58
Use Monthly	3.8	98		3.8	98
Total	9.6% (79)	82.6% (104)			

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	13.1	86
Watch videos	6.9	83
Tweet	5.1	86
Send or receive direct messages	4.6	85
Retweet	4.1	80
Respond to tweets	4.0	82
Watch live videos	3.9	85
Follow users who follow you	3.8	89
Share a link to a blog post or article of interest	3.6	77
Actively follow new users	3.1	76
Click on an ad	1.7	70

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	40.0	87
Like or dislike videos	11.1	83
Watch live videos	7.7	67
Share videos	5.2	67
Leave comment or post response on video	4.8	82
Click on an ad	4.4	74
Create and post a video	2.0	66
Embed a video on a web page or blog	1.7	43

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	4.5	80
Send photos/videos	3.6	87
Send direct text messages	3.5	77
Read Snapchat discover/News	2.7	84
Use filters or effects	2.2	61
Use group chat	1.8	63
View a brand's snaps	1.5	73
View ads	0.7	41
Use video chat	0.7	40

Audio Podcasts



Currently Use	Did Not Use
19.5% (101)	66.1% (102)

Frequency of Use
[Past Year]

	%	Index
Use Daily	4.0	75
Use Weekly	8.0	109
Use Monthly	6.7	113

Participate In* (at least a few times per week)	% Comp	Index
Listen to a news podcast	4.4	93
Listen to another genre of podcast	3.9	82
Listen to an educational podcast	3.3	86
Listen to a business podcast	3.0	91
Listen to a comedy podcast	2.2	81
Subscribe to an educational podcast	1.4	71
Subscribe to another genre of podcast	1.2	57
Subscribe to a news podcast	1.2	68
Listen to a technology focused podcast	1.0	53
Listen to a sports podcast	0.9	49
Subscribe to a comedy podcast (!)	0.7	52
Subscribe to a sports podcast**	0.7	41
Subscribe to a business podcast (!)	0.5	41
Subscribe to a technology podcast (!)	0.4	33

Other Social Media Platforms

Tinder



Currently Use	Did Not Use
1.9% (68)	96.0% (102)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	0.6	50
Use Weekly (!)	0.3	44

Tik Tok



Currently Use	Did Not Use
1.8% (109)	96.8% (102)

	%	Index
Use Daily (!)	0.6	50
Use Weekly (!)	0.3	44