

Overview

- Of the 67 PRIZM Clusters identified in Canada, Friends & Roomies rank 1st for the Custom Victoria target area created using Regional District Okanagan Similkameen (RDOS) visitor origin FSA's
- Friends & Roomies make up 29,427 households, or 19% of the total Households in the Custom Victoria target area (154,280)
- The Median Household Maintainer Age is 45, 47% of couples have children living at home
- Below Average Household Income of \$71,960 compared to the Custom Victoria target area at \$103,194
- **Top Social Value: Multiculturalism** - The openness toward the diverse cultures, ethnic communities and immigrants that make up Canada. A belief that ethnic groups should be encouraged to preserve their cultural identities, and that others should seek to learn about them
- Above Average interest in Beer/Food/Wine Festivals and Music Festivals
- Above average interest in travelling within Canada (Ontario), Friends & Roomies from the Custom Victoria target area spent an average of \$1,810 on their last vacation
- On average, Friends & Roomies from the Custom Victoria target area spend 11hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 4.4hrs/day on the Internet. Daily Magazine usage is minimal (9 min/day)
- 81% currently use Facebook, 40% use Instagram and 25% use Twitter

Market Sizing



Total Population

Target Group: 50,071 | 14.1%
 Market: 355,629



Total Households

Target Group: 29,427 | 19.1%
 Market: 154,279

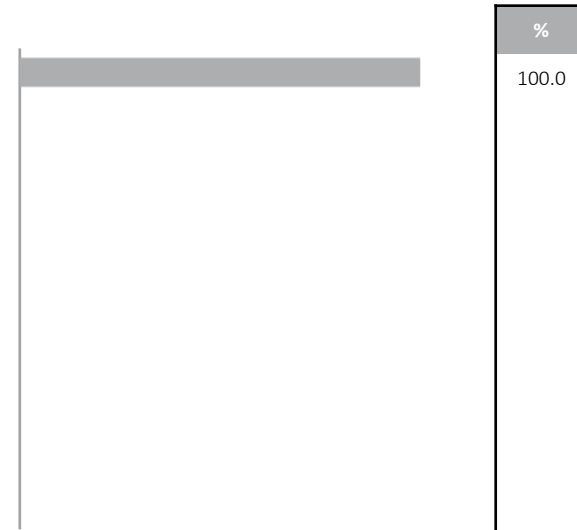
Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Victoria, BC (CY)	69.6	42.1	230	48,640	30.2
Saanich, BC (DM)	20.3	12.3	68	48,362	30.0
Esquimalt, BC (DM)	6.6	21.4	117	9,017	5.6
Oak Bay, BC (DM)	2.7	10.0	55	7,980	5.0
Langford, BC (CY)	0.6	1.0	6	15,925	9.9
New Songhees 1A, BC (IRI)	0.3	10.8	59	908	0.6

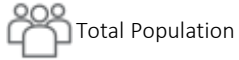
Top PRIZM Segments

% of Target Group Households

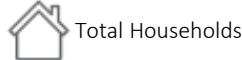
52 - Friends & Roomies



Demographic Profile



Total Population
Target Group: 50,071 | 14.1%
Market: 355,629

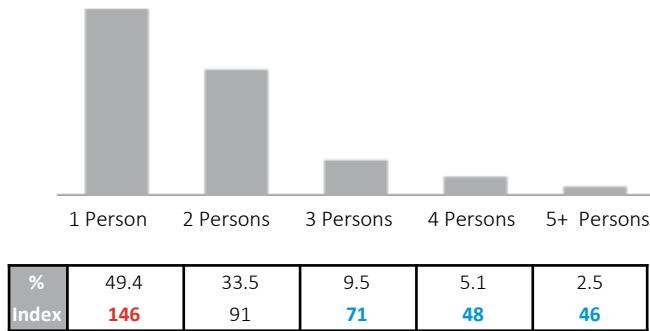


Total Households
Target Group: 29,427 | 19.1%
Market: 154,279

Average Household Income

\$71,960
(70)

Household Size*



Median Household Maintainer Age

45
(86)

Marital Status**

40.2%
(74)

Married/Common-Law

Family Composition***

52.7%
(109)

Couples Without Kids at Home

Education**

35.4%
(110)

University Degree

Visible Minority Presence*

21.8%
(126)

Belong to a visible minority group

Non-Official Language*

1.1%
(113)

No knowledge of English or French

Immigrant Population*

19.2%
(106)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Introspection & Empathy	147	65	Sexism
Rejection of Authority	142	69	Obedience to Authority
Multiculturalism	142	70	Social Darwinism
Racial Fusion	139	72	Attraction to Nature
Culture Sampling	138	76	Religiosity

Key Social Values

Multiculturalism Index = 142	Racial Fusion Index = 139	Culture Sampling Index = 138
Consumptivity Index = 137	Flexible Families Index = 135	Need for Escape Index = 128
Global Consciousness Index = 124	Social Learning Index = 123	Ecological Concern Index = 123
Primacy of Environmental Protection Index = 122	Ethical Consumerism Index = 120	Pursuit of Originality Index = 119

Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	86.7	101
Gardening	66.1	94
Volunteer work	63.0	112
Swimming	56.6	96
Home exercise & home workout	55.0	103

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	59.9	107
Parks & city gardens	50.0	104
Movies at a theatre/drive-in	44.0	112
Bars & restaurant bars	39.7	99
Concerts - Theatres & halls	37.5	113

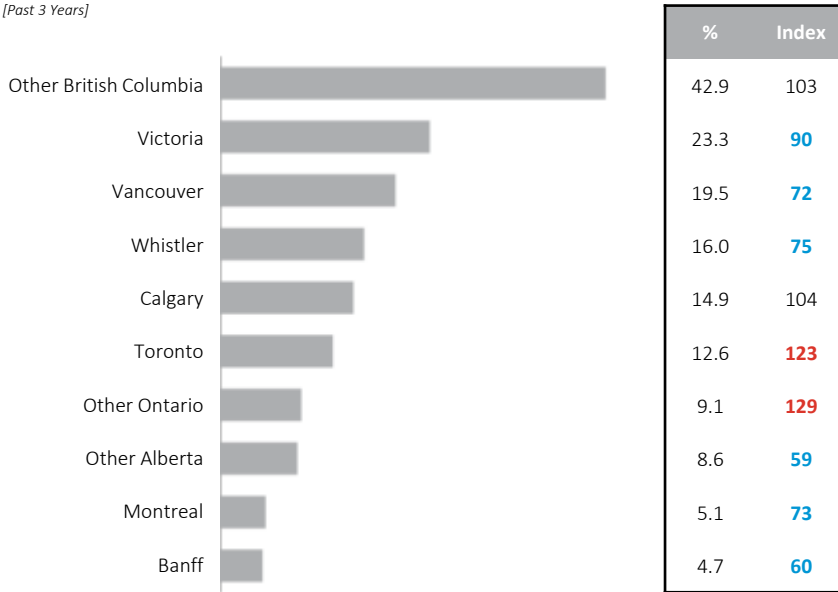
Key Tourism Activities**

Swimming 56.6% (96)	Hiking & backpacking 54.9% (107)	Camping 50.5% (91)	Parks & city gardens 50.0% (104)	Cycling 46.8% (103)	Bars & restaurant bars 39.7% (99)	Canoeing & kayaking 36.6% (99)	National or provincial park 36.5% (97)
Photography 30.6% (81)	Pilates & yoga 29.6% (108)	Cross country skiing & snowshoeing 21.8% (88)	Specialty movie theatres/IMAX 20.1% (88)	Ice skating 20.1% (87)	Golfing 18.3% (73)	Sporting events 18.2% (94)	Downhill skiing 17.7% (84)
Zoos & aquariums 16.6% (90)	Historical sites 16.2% (81)	Beer, food & wine festivals 16.0% (132)	Music festivals 15.5% (141)	Fishing & hunting 14.6% (63)	Video arcades & indoor amusement centres 13.9% (98)	Marathon or similar event 13.6% (166)	Power boating & jet skiing 12.5% (84)
Adventure sports 11.7% (90)	Film festivals 11.4% (139)	Hockey 10.7% (87)	Curling 8.2% (105)	ATV & snowmobiling 7.6% (75)	Theme parks, waterparks & water slides 7.3% (80)	Snowboarding 5.8% (70)	Food & wine shows 3.7% (76)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]



Vacation Booking**

Used [Past 3 Years]

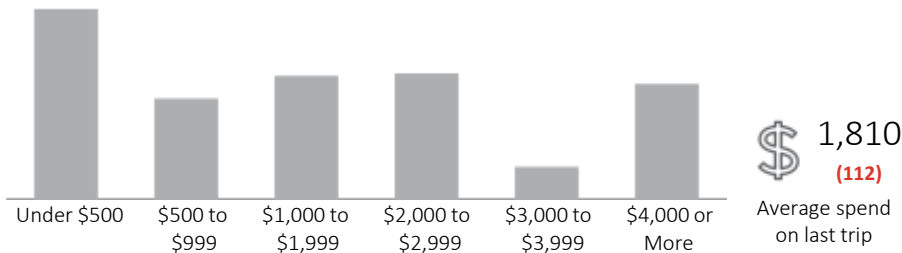


Booked With [Past Year]



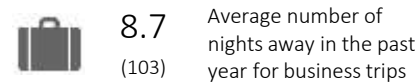
Vacation Spending

Spent Last Vacation

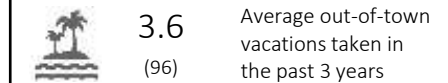


Travel Type & Frequency

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 49.3% (87)	 Friends/relatives 39.7% (99)	 All-inclusive resort 19.0% (112)	 Camping 20.4% (84)	 Motel 20.4% (91)	 Vacation rental by owner 22.7% (101)	 Cottage 6.2% (64)
 B&B 15.6% (98)	 Condo/apartment 10.5% (82)	 Cruise ship 6.5% (58)	 RV/camper 13.4% (98)	 Package tours 2.1% (45)	 Spa resort 8.8% (120)	 Boat 1.2% (39)

Airline Preferences**

Flown [Past Year]

 Air Canada 42.9% (107)	 West Jet 33.4% (99)	 Air Transat 10.8% (152)	 Porter Airlines 0.1% (17)	 Other Canadian 4.1% (80)
 United Airlines 6.1% (83)	 Delta Airlines 3.2% (58)	 American Airlines 2.4% (75)	 Other American 5.1% (73)	
 European Airlines 5.2% (71)	 Asian Airlines 3.1% (59)	 Other Charter 1.0% (56)	 Other 5.1% (63)	

Car Rental*

Rented From [Past Year]

 Enterprise 11.9% (148)	 Budget 2.7% (58)	 Avis 0.7% (28)	 National 1.7% (44)
 Hertz 1.9% (79)	 Discount 4.0% (206)	 U-Haul 0.5% (28)	 Other Rentals 1.8% (52)

Media

Overall Level of Use

Radio



11 hours/week

(88)

Television



1,176 minutes/week

(99)

Newspaper



1 hours/week

(123)

Magazine



9 minutes/day

(99)

Internet



264 minutes/day

(119)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	45.6	115
Classic Hits	11.9	90
Adult Contemporary	11.6	73
Mainstream Top 40/CHR	10.6	101
Multi/Variety/Specialty	10.1	90
Not Classified	10.1	102
Modern/Alternative Rock	9.2	87
Today's Country	8.9	93
Hot Adult Contemporary	8.0	86
Classic Rock	5.9	83

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	47.8	103
News/current affairs	36.5	115
Evening local news	33.8	87
Documentaries	28.5	93
Primetime serial dramas	28.2	99
Suspense/crime dramas	26.5	98
Cooking programs	25.9	107
Situation comedies	23.8	96
Home renovation/decoration shows	23.0	91
Other programs	21.0	121

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	64.1	108
National News	58.4	106
International News & World	53.9	97
Movie & Entertainment	41.6	116
Food	39.5	117
Travel	34.3	109
Health	33.7	89
Editorials	30.8	98
Business & Financial	29.9	112
Sports	25.2	87

Top Magazine Publications*

Read [Past Month]

	%	Index
Other U.S. magazines	14.3	129
Hello! Canada	10.2	163
Maclean's	7.8	100
Other English-Canadian	7.7	66
Canadian Living	7.3	77
National Geographic	5.9	79
Chatelaine (English edition)	5.2	123
People	5.1	81
Reader's Digest	4.9	90
Time	3.9	114

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	70.8	99
Participate in an online social network	56.7	105
Send/receive a text/instant message	56.3	95
Do banking/pay bills online	53.7	100
Take pictures/video	53.3	101
Use apps	44.4	94
Internet search - business, services, products	41.5	92
Access a news site	40.3	101
Use maps/directions service	39.9	87
Watch a subscription-based video service	34.6	110

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	51.9	98
Send/receive email	48.8	99
Take pictures/video	46.7	97
Participate in an online social network	43.5	107
Use apps	37.7	90
Use maps/directions service	30.8	85
Access a news site	28.0	116
Do banking/pay bills online	25.7	112
Internet search - business, services, products	22.9	88
Research products/services	22.0	132

Media

Social Media Platforms

Usage [Currently Use]

	Facebook 81.3% (103)		YouTube 75.2% (105)		WhatsApp 43.3% (119)
	Instagram 40.4% (112)		LinkedIn 39.9% (110)		Pinterest 27.9% (88)
	Twitter 25.4% (105)		Podcasts 21.8% (101)		Snapchat 13.0% (110)
	Blogs 12.9% (100)		Dating App 9.7% (176)		Reddit 8.7% (120)
	Health/Fitness 8.4% (92)		Flickr 3.4% (111)		Tinder 3.0% (127)

Reasons to Follow Brands

	%	Index
To get coupons and discounts	34.1	113
To enter contests	32.6	105
To learn about a brand's products /services	31.6	102
To be among the first to hear brand news	13.8	123
To provide feedback to the brand	13.7	120
To engage with content	10.5	124
To make suggestions for new products/services	6.5	130
To share brand-related stories with consumers	5.7	123

Reasons to Unfollow Brands

	%	Index
Too many messages	41.5	103
Not enough value	20.8	111
Stopped purchasing products from brand	17.2	127
Other	3.3	114

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment" 75% Index = 101	"Use SM to keep up to date on general news/events" 35% Index = 98	"I am well informed about SM" 33% Index = 107
"Feel comfortable collaborating with others through SM" 29% Index = 108	"Use SM to keep up to date on news/events in my industry" 27% Index = 104	"I am open to receiving relevant marketing messages through social media channels" 18% Index = 90

Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	35.8	104
Subscribe to brand email newsletter	22.1	106
Follow brand on Instagram	17.4	133
Subscribe to brand channel on YouTube	12.9	111
Join an exclusive online community of consumers who also like the brand	9.5	99
Follow brand on Twitter	8.0	129

Product Preferences

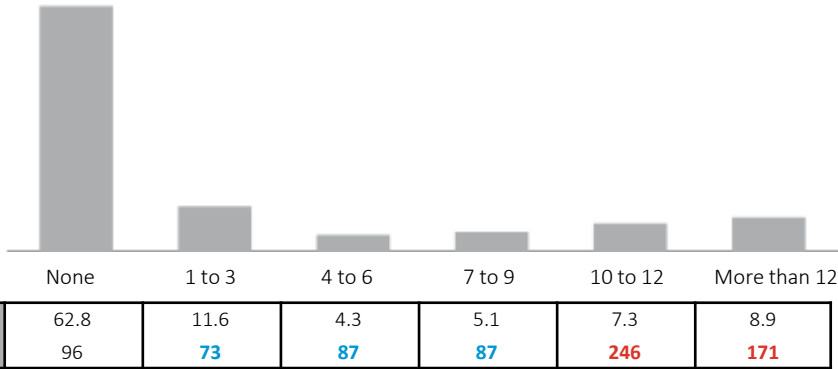
Variables with "Agree" Statements

"I would like to eat healthy foods more often" 83% Index = 104	"I have tried a product/service based on a personal recommendation" 73% Index = 100	"I am very concerned about the nutritional content of food products I buy" 68% Index = 98	"I make an effort to buy local produce/products" 67% Index = 103	"I value companies who give back to the community" 66% Index = 98
"I am interested in learning about different cultures" 66% Index = 105	"I like to cook" 66% Index = 113	"I consider myself to be informed on current events or issues" 64% Index = 102	"I generally achieve what I set out to do" 60% Index = 88	"I like to try new and different products" 56% Index = 110
"It's important to buy products from socially-responsible/environmentally-friendly companies" 56% Index = 99	"I like to try new places to eat" 55% Index = 101	"I offer recommendations of products/services to other people" 53% Index = 95	"When I shop online I prefer to support Canadian retailers" 48% Index = 95	"Family life and having children are most important to me" 42% Index = 76
"I am adventurous/"outdoorsy"" 38% Index = 94	"Vegetarianism is a healthy option" 37% Index = 113	"I am willing to pay more for eco-friendly products" 37% Index = 103	"Free-trial/product samples can influence my purchase decisions" 36% Index = 89	"I prefer to shop online for convenience" 30% Index = 107
"Staying connected via social media is very important to me" 27% Index = 103	"Advertising is an important source of information to me" 26% Index = 104	"I consider myself to be sophisticated" 26% Index = 111	"I lead a fairly busy social life" 23% Index = 100	"I enjoy being extravagant/indulgent" 15% Index = 80

Product Preferences

Beer Consumption

Drinks (Past Week)



Drinks

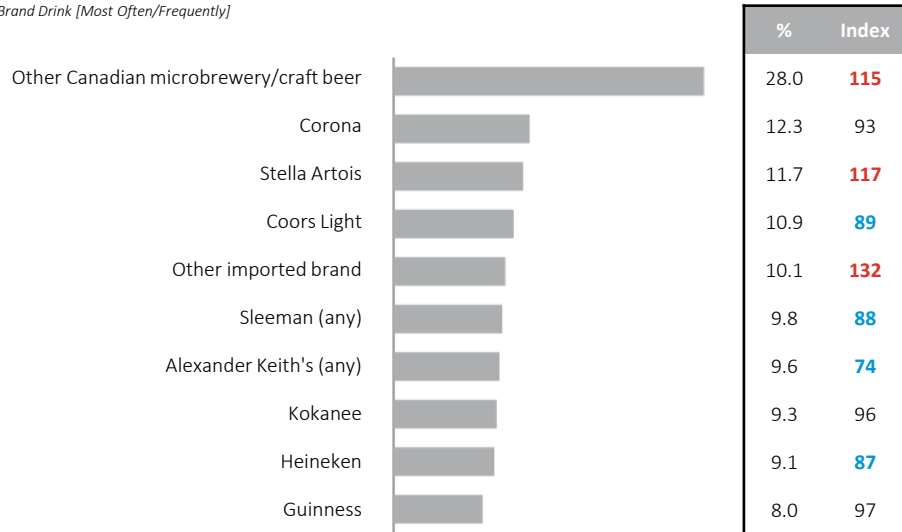
Drank [Past Month]	% Comp	Index
Canadian wine	22.5	93
Cider	12.7	105
Liqueurs (any)	7.1	75

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	21.0	115

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	28.0	115

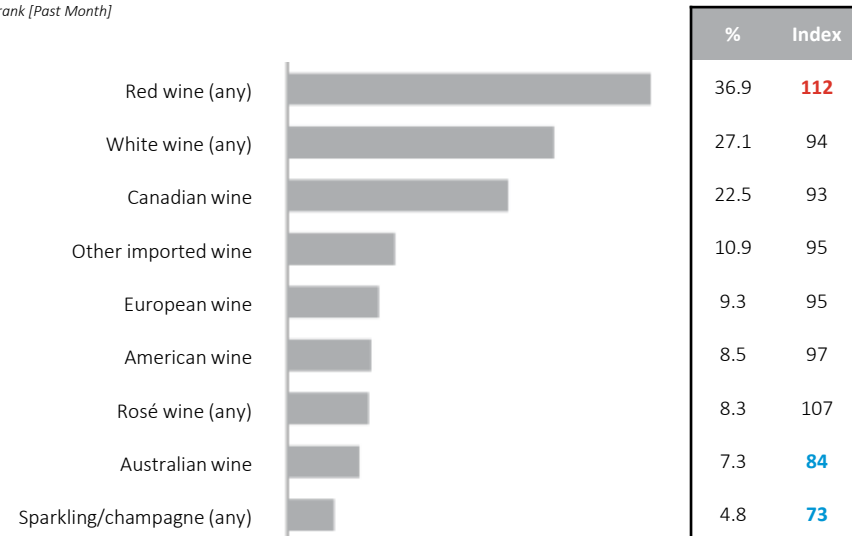
Top 10 Beers*

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	7.4	92	51.8	109	3.4	60
Asian restaurants	14.8	120	43.4	96	3.7	83
Submarine/sandwich restaurants	7.8	113	30.0	92	6.2	96
Breakfast style restaurant	6.9	82	33.3	108	6.7	83
Chicken restaurants	2.3	92	21.9	107	3.8	102
Ice cream/frozen yogurt restaurants	1.8	60	33.3	112	6.7	142
Specialty burger restaurants	7.7	152	20.8	96	6.9	106
Italian restaurants	1.4	66	22.5	93	8.4	107
Steakhouse	0.9	88	13.4	77	16.1	87
Other ethnic restaurants	3.2	113	30.2	104	12.1	159
Mexican/Burrito-style restaurants	4.0	153	30.0	116	12.0	142
Seafood/Fish and Chips restaurants	0.8	84	16.1	75	8.6	90

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	86	48.7	102	2.0	44
Food court outlets at a shopping mall	3.7	83	45.9	115	10.0	88
Pub restaurants	6.6	109	50.7	105	3.0	69
Formal dine-in restaurants	3.9	129	37.8	107	8.8	105
Fast casual restaurants	6.2	68	28.3	104	1.6	69
Sports bars	2.7	182	14.7	87	1.5	43
Other types	4.9	116	21.9	102	2.3	81

Purchased Organic Food

Done [Past Week]



Organic Fruits and Vegetables
39.8%
(128)



Other Organic Food
12.7%
(83)



Organic Meat
11.6%
(115)



Product Preferences

Demographics



Rent
67.2%
(168)



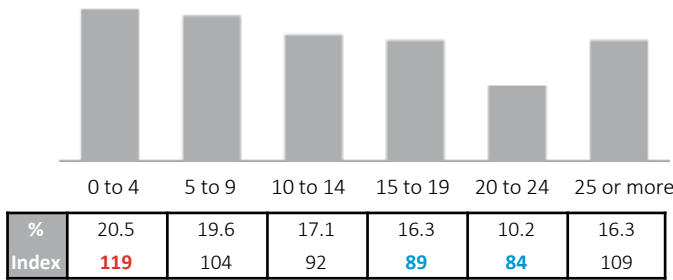
Own
32.8%
(55)



Households with
Children at Home

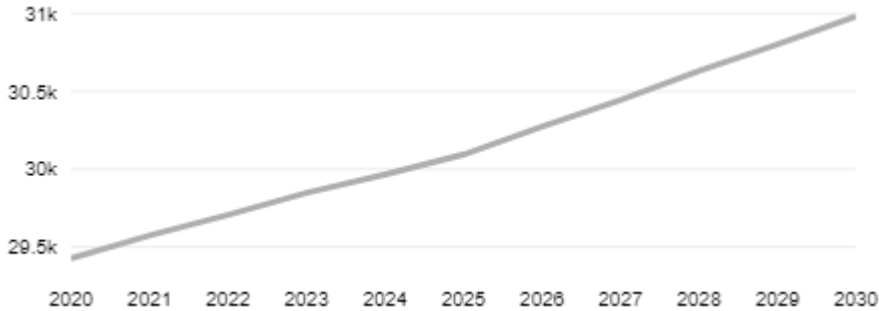
19.2%
(63)

Age of Children at Home



Demographic Trends

Household Projections

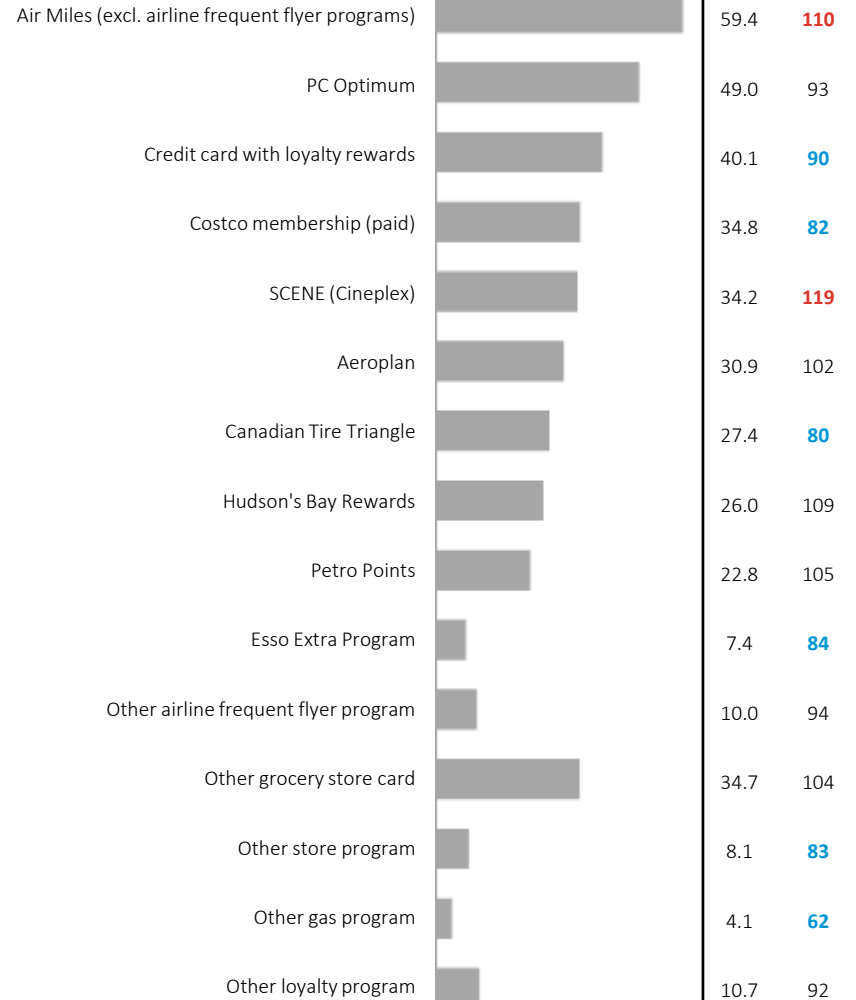


	2020	2023	2025	2030
Count	29,427	29,849	30,094	30,981
% Change	-	1.4	2.3	5.3
Index	-	39	38	45

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

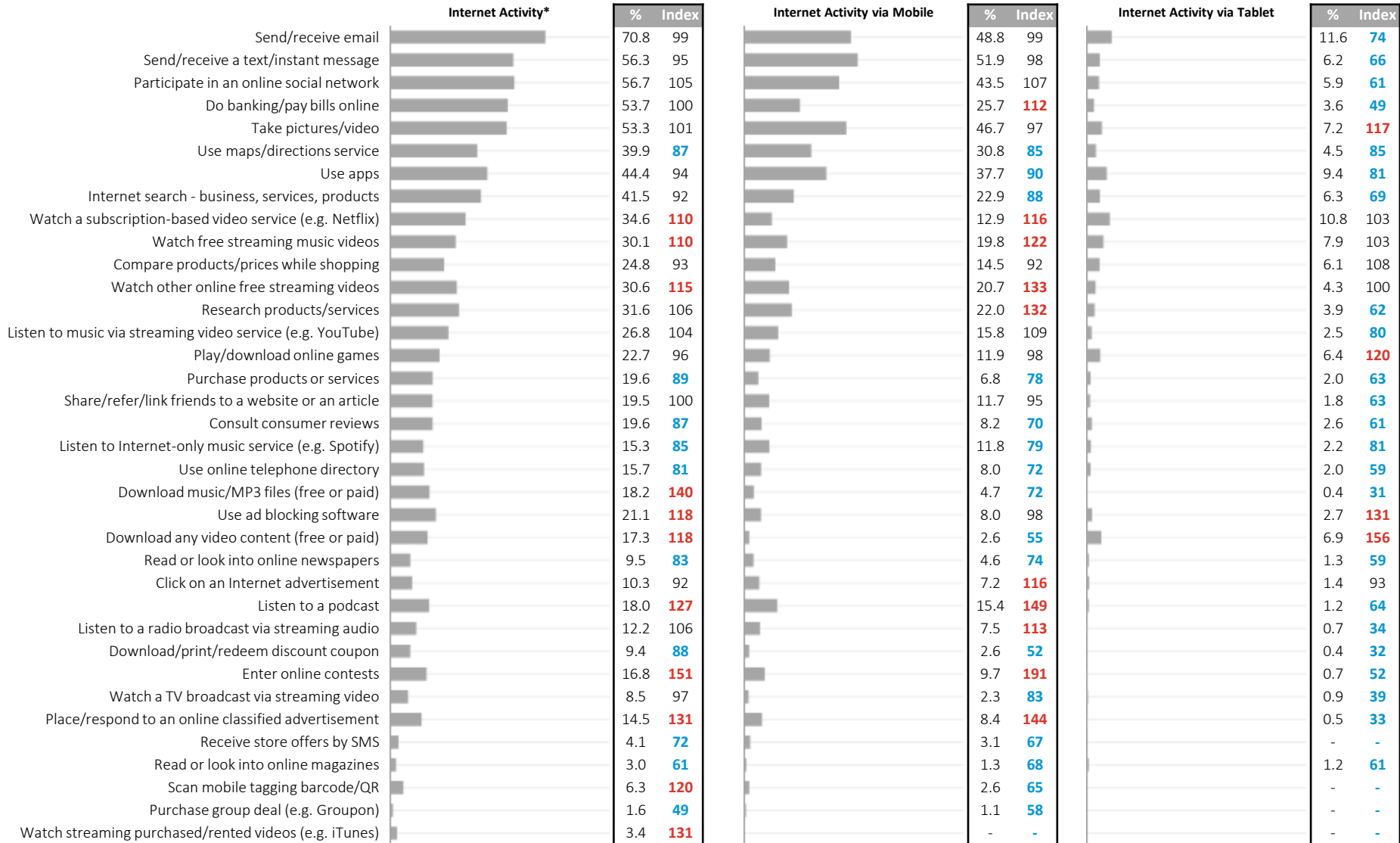
Loyalty Programs*

Member



Internet Activity

Activity [Past Week]

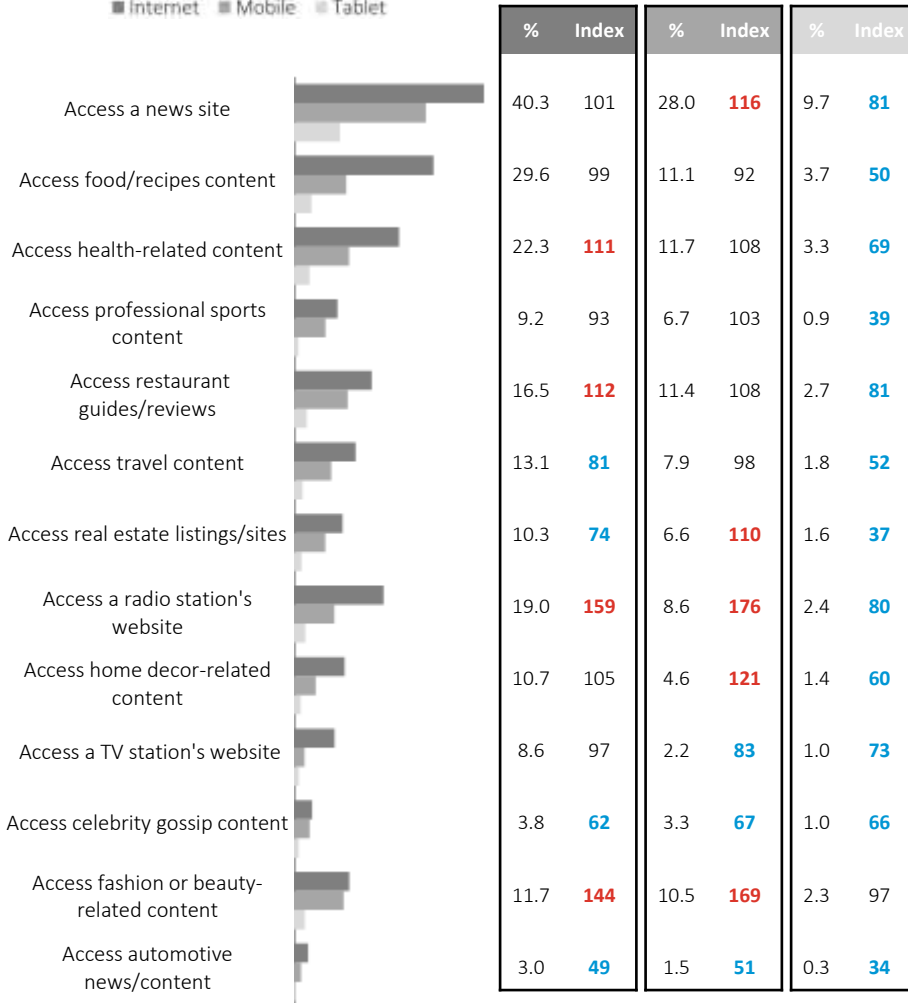


Internet Activity

Top Website Types*

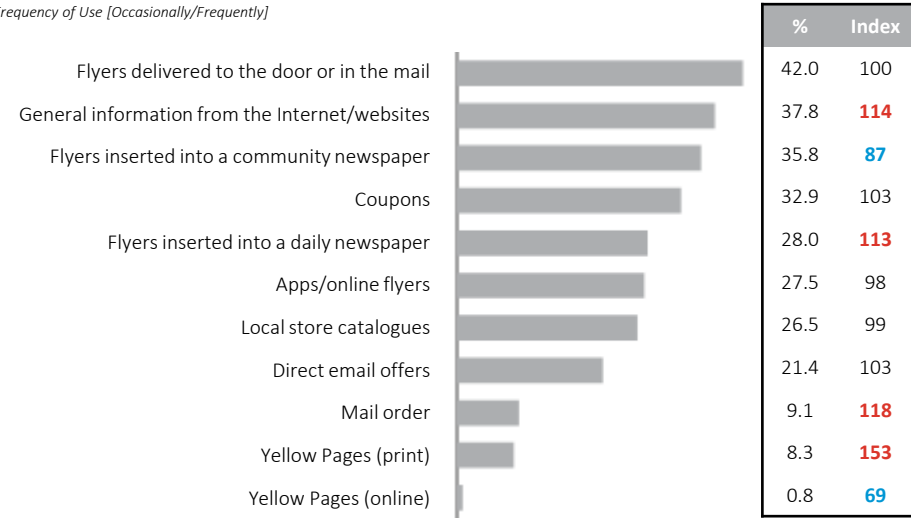
Activity [Past Week]

■ Internet ■ Mobile ■ Tablet



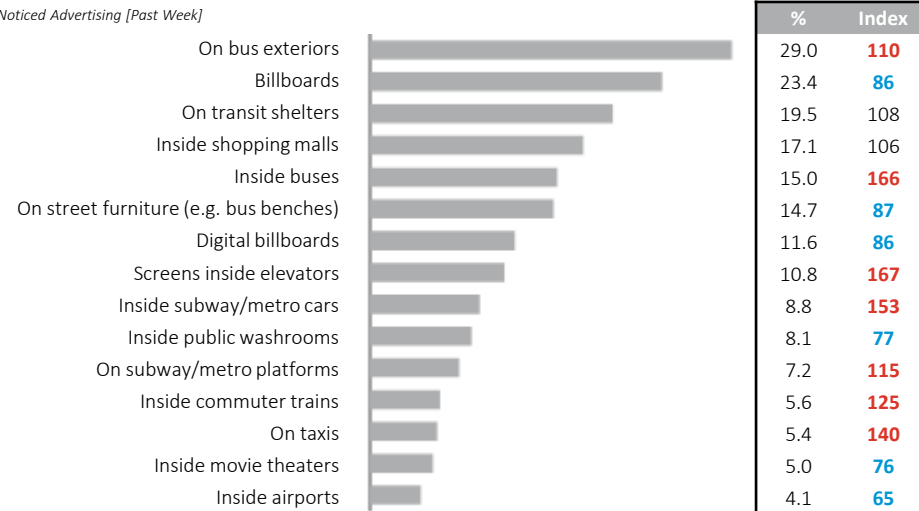
Direct Media Usage

Frequency of Use [Occasionally/Frequently]



Out of Home Advertising

Noticed Advertising [Past Week]



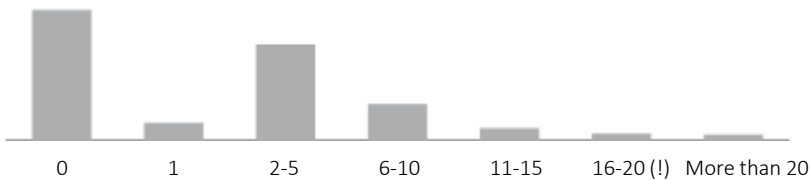
Social Media Usage

Social Media Overview

- 63% of Friends & Roomies from the Custom Victoria target area spent tend to access social media on their mobile phones during the morning hours, 62% during the afternoon hours
- 8% seek recommendations for Vacation/Travel Information via social media (Above Average)
- 88% believe that Social media companies should not be allowed to own or share their personal information

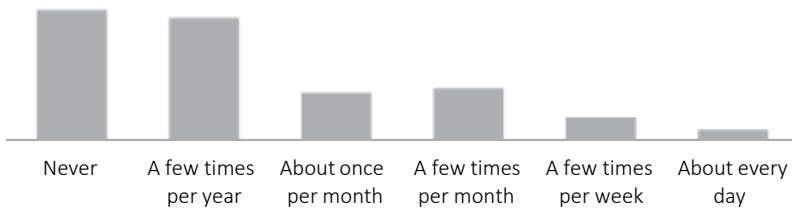
Brand Interaction

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



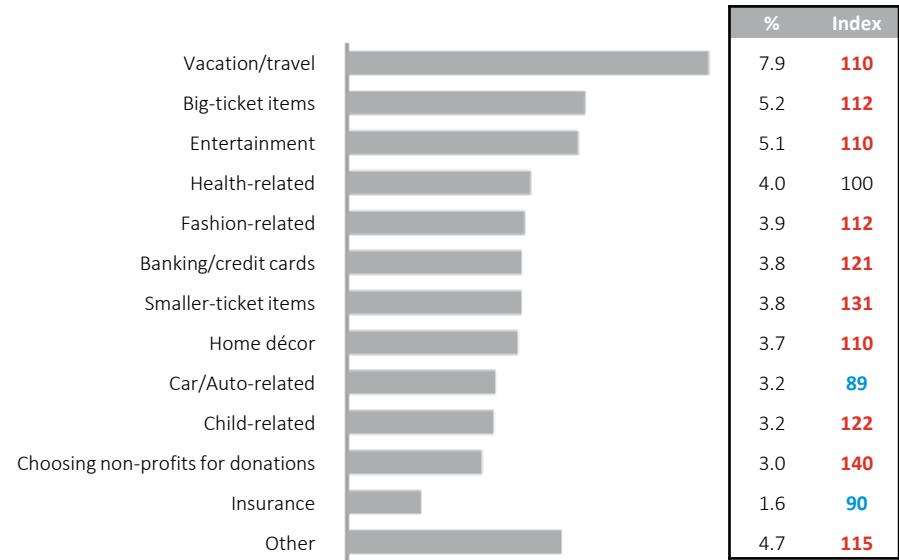
%	42.3	5.9	31.2	12.0	4.2	2.4	2.1
Index	95	83	98	127	115	140	114

Rate or Review Products or Services
[Frequency of Participation]



%	33.6	31.6	12.3	13.5	6.1	2.9
Index	110	96	90	91	109	124

Seek Recommendations via Social Media*



Top Social Media Attitudes**

Friends & Roomies from the Custom Victoria target area are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information"
88% | Index = 100

"I tend to ignore marketing and advertisements when I'm in a social media environment"
75% | Index = 101

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
73% | Index = 100

"Use SM to stay connected with personal contacts"
47% | Index = 102

Sources: AskingCanadians Social 2020
 Note: Base variables are default and vary based on database

Index: At least 10% above or below the average

Target Group

Source: Environics Analytics 2020

(!) Indicates small sample size

*Ranked by percent composition
 **Selected and ranked by highest percent composition
 Based on Household Population 18+

Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	51.6	107
Watch video online	42.2	100
Chat in online chats	40.3	109
Read article comments	39.8	95
Read status updates/tweets	38.4	107
Listen to radio or stream music online	33.4	98
Share links with friends and colleagues	32.6	114
Click links in news feeds	26.4	111
Read blogs	16.9	107
Play games with others online	16.3	105
Post photos online	15.2	111
Update your status on a social network	11.5	122
Check in with locations	9.6	99
Comment on articles or blogs	9.4	100
Chat in online forums	9.3	102
Rate or review products online	9.0	113
Share your GPS location	7.5	86
Post videos online	4.6	97
Publish blog, Tumblr, online journal	4.3	156

Social Media Uses*

A few times per week or more

	%	Index
Stay connected with personal contacts	48.6	107
Keep up to date on general news/events	44.9	97
Stay connected with family	43.2	98
Keep up to date on news/events in my industry	25.8	104
Stay connected with work/professional contacts	16.4	104

Number of Connections

Across all social media

	%	Index
0-49	36.3	93
50-99	13.0	82
100-149	11.2	101
150-199	8.2	109
200-299	6.8	96
300-399	7.1	119
400-499	3.8	114
500-1000	6.6	112
More than 1000	7.0	160

Social Media Access

Typically use

Mobile

	%	Index
Morning	62.9	104
Afternoon	62.2	107
Dinner Time	45.6	109
Evening	57.6	108
Late Night	41.7	113

Tablet

	%	Index
Morning	19.8	78
Afternoon	15.1	73
Dinner Time	13.1	79
Evening	30.1	89
Late Night	20.2	102

Laptop

	%	Index
Morning	29.7	94
Afternoon	32.3	105
Dinner Time	21.4	119
Evening	39.3	106
Late Night	20.4	119

Desktop

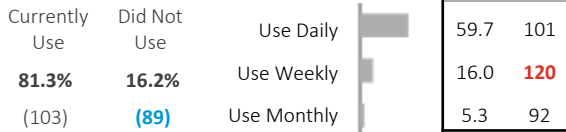
	%	Index
Morning	26.8	97
Afternoon	29.1	108
Dinner Time	14.1	111
Evening	23.1	93
Late Night	13.4	106

Social Media Usage

Facebook



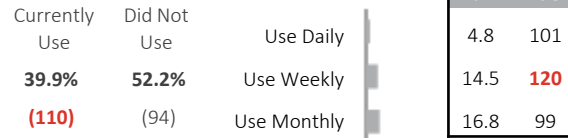
Frequency of Use
[Past Year]



LinkedIn



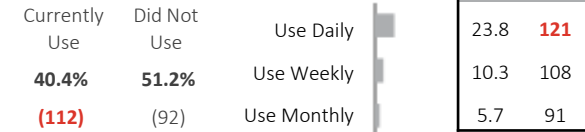
Frequency of Use
[Past Year]



Instagram



Frequency of Use
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	54.1	100
Comment/Like other users' posts	46.6	99
Use Messenger	44.2	106
Watch videos	36.6	100
Post photos	13.0	105
Watch live videos	12.5	99
Update my status	12.2	119
Like or become a fan of a page	11.6	119
Click on an ad	9.6	105
Post videos	4.3	104
Create a Facebook group or fan page	3.2	117
Give to a Facebook fundraiser (!)	2.2	149
Create a Facebook fundraiser (!)	1.0	100

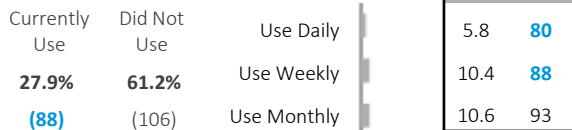
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	6.8	124
View a job posting	4.7	146
Watch videos	4.2	124
Search and review other profiles	3.6	128
Comment on content	2.6	117
Post an article, video or picture (!)	2.2	152
Create a connection	2.0	120
Click on an ad (!)	1.8	107
Update your profile information	1.7	106
Participate in LinkedIn forums (!)	1.0	111
Join a LinkedIn group (!)	1.0	102
Request a recommendation (!)	0.7	126

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	29.6	116
Like photos/videos	25.4	117
Comment on photos/videos	15.0	117
Send direct messages	13.5	148
Watch live videos	12.1	114
Post photos/videos	10.5	141
View a brand's page	7.7	130
Click on ads	5.1	124
Watch IGTV videos	4.7	132

Pinterest



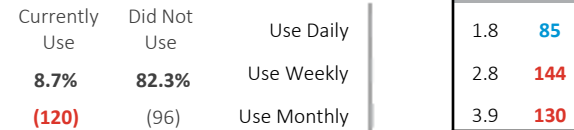
Frequency of Use
[Past Year]



Reddit



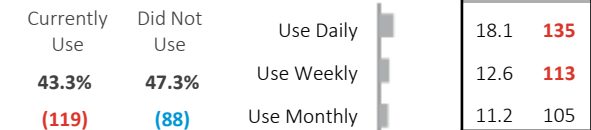
Frequency of Use
[Past Year]



WhatsApp



Frequency of Use
[Past Year]



Participate In* (at least a few times per month)	% Comp	Index
View content	5.3	117
Follow specific Subreddits	2.6	102
Vote on content	1.7	88
Post content	1.1	100

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	25.3	134
Send/receive images	22.9	141
Use group chats	15.1	155
Use voice calls	10.4	154
Send/receive documents and files	9.5	164

Social Media Usage

Twitter



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
	Use Daily		10.9	106
25.4%	Use Weekly		6.4	91
(105)	Use Monthly		7.1	112

YouTube



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
	Use Daily		26.3	108
75.2%	Use Weekly		33.3	109
(105)	Use Monthly		14.6	92

Snapchat



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
	Use Daily		3.5	85
13.0%	Use Weekly		3.4	111
(110)	Use Monthly		4.4	107

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	15.5	106
Watch videos	7.4	104
Tweet	5.6	110
Share a link to a blog post or article of interest	4.8	114
Respond to tweets	4.7	107
Send or receive direct messages	4.7	109
Retweet	4.2	91
Watch live videos	3.6	100
Follow users who follow you	3.0	85
Actively follow new users	2.9	90
Click on an ad	2.4	127

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	44.4	103
Like or dislike videos	11.8	112
Watch live videos	10.6	110
Share videos	6.3	121
Leave comment or post response on video	6.0	135
Click on an ad	4.3	106
Embed a video on a web page or blog	2.8	121
Create and post a video	2.0	104

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	4.8	93
Send direct text messages	4.4	108
Use filters or effects	3.0	103
Send photos/videos	2.6	71
Use group chat	2.1	85
Read Snapchat discover/News	1.9	72
Use video chat	1.7	120
View ads	1.3	93
View a brand's snaps	1.2	82

Audio Podcasts



Currently Use	Did Not Use
21.8%	64.6%
(101)	(102)

Frequency of Use
[Past Year]

	%	Index
Use Daily	7.4	132
Use Weekly	7.9	89
Use Monthly	5.7	90

Participate In* (at least a few times per week)	% Comp	Index
Listen to a news podcast	7.1	138
Listen to another genre of podcast	5.8	119
Listen to an educational podcast	5.0	118
Listen to a comedy podcast	4.0	145
Listen to a business podcast	3.9	108
Subscribe to another genre of podcast	3.5	157
Listen to a sports podcast	3.0	164
Subscribe to a educational podcast	2.7	117
Subscribe to a news podcast	2.5	151
Subscribe to a business podcast (!)	2.3	154
Subscribe to a sports podcast**	2.2	162
Listen to a technology focused podcast	1.5	90
Subscribe to a comedy podcast (!)	1.5	149
Subscribe to a technology podcast (!)	1.2	121

Other Social Media Platforms

Tinder



Currently Use	Did Not Use
3.0%	92.5%
(127)	(97)

Tik Tok



Currently Use	Did Not Use
1.6%	95.8%
(127)	(99)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	1.7	160
Use Weekly (!)	1.0	129