

Modern Suburbia

PRIZM Segments Included (by SESI): 11

Market: RDOS - Edmonton

Overview

- Of the 67 PRIZM Clusters identified in Canada, Modern Suburbia rank 1st for the Custom Edmonton target area created using Regional District Okanagan Similkameen (RDOS) visitor origin FSA's
- Modern Suburbia make up 61,025 households, or 15.6% of the total Households in the Custom Edmonton target area (391,847)
- The Median Household Maintainer Age is 40, 57% of couples have children living at home
- Above Average Household Income of \$137,605 compared to the Custom Edmonton target area at \$114,297
- Top Social Value: Confidence in Advertising:** A tendency to trust and use advertising as a source of reliable information. Also, a tendency to identify with the fashions and the role models promoted by advertising and the consumer society
- Above Average interest in Swimming, Cycling and attending Sporting Events
- Above Average interest in travelling within Canada (Banff, Calgary, Jasper, British Columbia, Vancouver), Modern Suburbia from the Custom Edmonton target area spent an average of \$1,613 on their last vacation
- On average, Modern Suburbia from the Custom Edmonton target area spend 11hrs/week listening to the Radio, 18hrs/week watching TV, 0hr/week reading the Newspaper and 4.6hrs/day on the Internet. Daily Magazine usage is minimal (4 min/day)
- 78% currently use Facebook, 48% use Instagram and 36% use Twitter

Market Sizing



Total Population

Target Group: 186,855 | 17.8%
Market: 1,048,820



Total Households

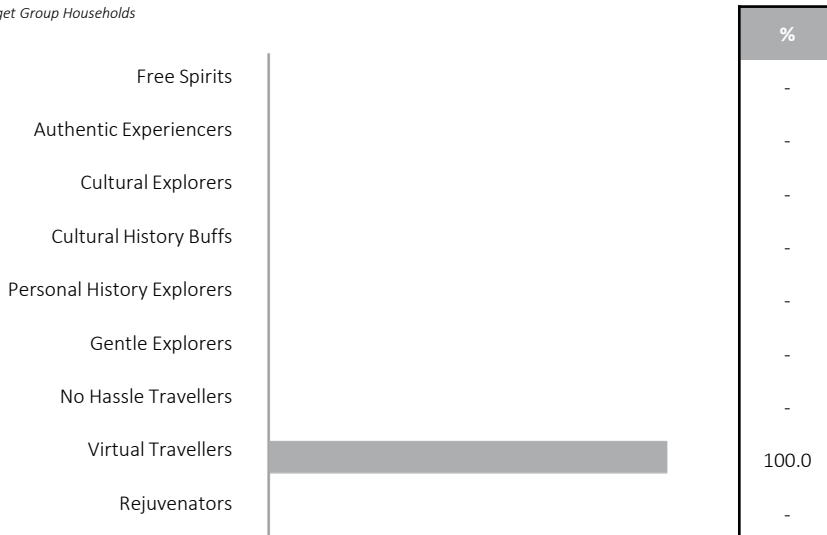
Target Group: 61,025 | 15.6%
Market: 391,847

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Edmonton, AB (CY)	97.6	15.6	118	392,545	82.5
Strathcona County, AB (SM)	1.4	2.3	18	38,575	8.1
St. Albert, AB (CY)	0.9	2.2	17	25,755	5.4
Parkland County, AB (MD)	0.0	0.1	1	11,960	2.5
Sturgeon County, AB (MD)	0.0	0.0	0	7,119	1.5

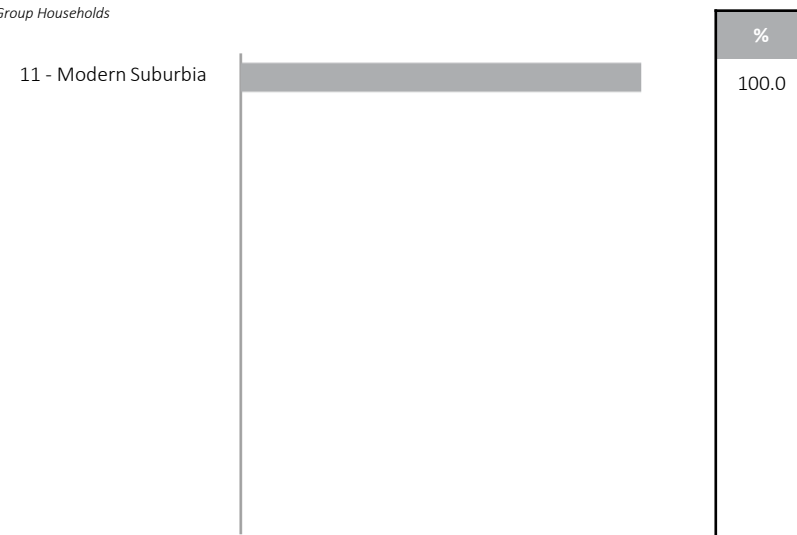
EQ Segments

% of Target Group Households



Top PRIZM Segments

% of Target Group Households



Demographic Profile



Total Population

Target Group: 186,855 | 17.8%
Market: 1,048,820



Total Households

Target Group: 61,025 | 15.6%
Market: 391,847

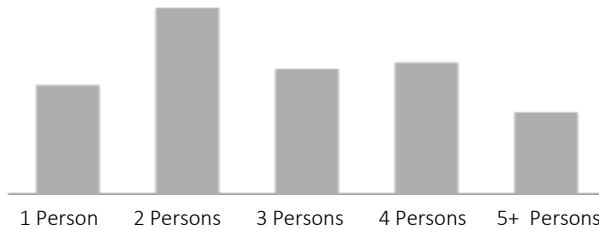
Average Household Income

\$137,605
(120)

Household Size*

Median Household
Maintainer Age

40
(87)



%	17.2	29.3	19.7	20.7	13.0
Index	64	91	121	144	131

Marital Status**



66.6%
(120)

Married/Common-Law

Family Composition***



57.3%
(124)

Couples With Kids at Home

Education**



35.8%
(120)

University Degree

Visible Minority Presence*



58.8%
(132)

Belong to a visible minority
group

Non-Official Language*



2.5%
(118)

No knowledge of English or
French

Immigrant Population*



39.6%
(125)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Status via Home	150	49	Fulfilment Through Work
Confidence in Advertising	149	66	Attraction to Nature
Ostentatious Consumption	148	66	Ecological Concern
Personal Optimism	139	66	Utilitarian Consumerism
Pursuit of Novelty	137	67	Brand Apathy

Key Social Values

Confidence in Advertising
Index = 149

Attraction For Crowds
Index = 135

Ecological Fatalism
Index = 132

Consumption Evangelism
Index = 128

Consumptivity
Index = 128

National Pride
Index = 123

Racial Fusion
Index = 120

Pursuit of Originality
Index = 117

Culture Sampling
Index = 115

Traditional Family
Index = 114

Multiculturalism
Index = 114

Ecological Lifestyle
Index = 114

































Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	80.1	98
Home exercise & home workout	58.5	103
Camping	57.3	103
Swimming	56.2	110
Gardening	55.5	96

Top 5 Activities Attended*	% Comp	Index
Other activities & attractions	61.2	122
Auditoriums, arenas & stadiums (any)	54.6	112
Sporting events	50.0	119
National or provincial park	43.1	108
Movies at a theatre/drive-in	42.1	110

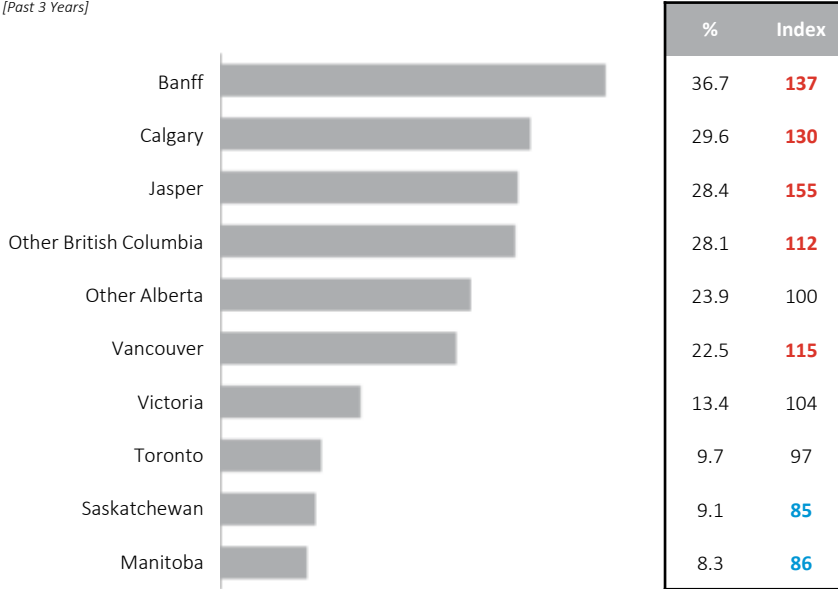
Key Tourism Activities**

Camping  57.3% (103)	Swimming  56.2% (110)	Cycling  50.5% (111)	Sporting events  50.0% (119)	Hiking & backpacking  44.9% (108)	National or provincial park  43.1% (108)	Parks & city gardens  40.3% (103)	Bars & restaurant bars  38.7% (101)
Ice skating  33.1% (111)	Golfing  31.4% (108)	Specialty movie theatres/IMAX  29.2% (107)	Photography  29.2% (96)	Theme parks, waterparks & water slides  28.8% (148)	Zoos & aquariums  28.5% (100)	Canoeing & kayaking  27.0% (102)	Historical sites  25.7% (110)
Fishing & hunting  23.3% (94)	Hockey  21.6% (137)	Cross country skiing & snowshoeing  21.6% (103)	Downhill skiing  20.8% (113)	Pilates & yoga  20.5% (88)	Video arcades & indoor amusement centres  18.0% (146)	ATV & snowmobiling  16.1% (112)	Adventure sports  14.0% (108)
Snowboarding  12.5% (128)	Power boating & jet skiing  11.8% (93)	Curling  11.6% (109)	Dinner theatres  9.5% (84)	Beer, food & wine festivals  9.3% (106)	Inline skating  7.2% (101)	RV shows  6.1% (145)	Music festivals  5.2% (62)

Travel Profile

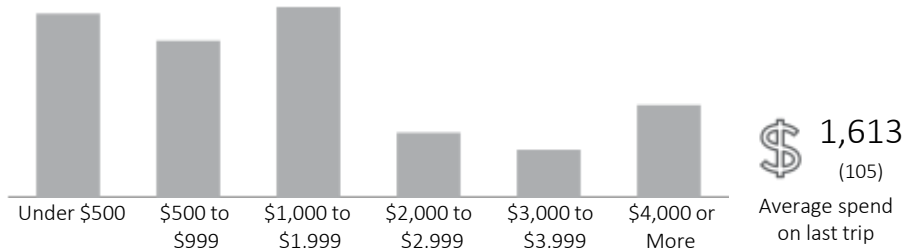
Top Canadian Destinations*

Visited [Past 3 Years]



Vacation Spending

Spent Last Vacation



Vacation Booking**

Used [Past 3 Years]



Booked With [Past Year]



Travel Type & Frequency

Business Trips



12.5
(104)

Average number of nights away in the past year for business trips

Personal Trips



3.8
(105)

Average out-of-town vacations taken in the past 3 years

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



3.4
(103)



3.1
(85)



4.5
(129)
















2.2
(65)

Travel Profile














Accommodation Preferences*

Used [Past 3 Years]

 Hotel 66.1% (112)	 Friends/relatives 36.7% (102)	 All-inclusive resort 21.1% (106)	 Camping 27.7% (114)	 Motel 13.9% (80)	 Vacation rental by owner 25.9% (135)	 Cottage 7.5% (89)
 B&B 10.7% (107)	 Condo/apartment 14.4% (122)	 Cruise ship 4.1% (80)	 RV/camper 13.9% (111)	 Package tours 2.4% (85)	 Spa resort 3.1% (110)	 Boat 3.4% (92)









Airline Preferences**

Flown [Past Year]

 Air Canada 39.5% (115)	 West Jet 50.8% (112)	 Air Transat 4.8% (128)	 Porter Airlines 0.0% (100)	 Other Canadian 2.9% (117)
 United Airlines 5.9% (105)	 Delta Airlines 7.6% (122)	 American Airlines 1.4% (94)	 Other American 2.1% (157)	
 European Airlines 6.4% (132)	 Asian Airlines 2.2% (109)	 Other Charter 1.3% (62)	 Other 4.8% (129)	

Car Rental*

Rented From [Past Year]

 Enterprise 8.8% (132)	 Budget 7.4% (181)	 Avis 2.0% (85)	 National 4.0% (158)
 Hertz 2.2% (116)	 Discount 1.2% (183)	 U-Haul 0.3% (39)	 Other Rentals 1.5% (82)

Media

Overall Level of Use

Radio



11 hours/week

(89)

Television



1,078 minutes/week

(89)

Newspaper



0 hours/week

(59)

Magazine



4 minutes/day

(65)

Internet



275 minutes/day

(114)

Top Radio Programs*

Programs [Weekly]

	%	Index
Mainstream Top 40/CHR	33.7	144
Adult Contemporary	24.5	132
News/Talk	16.5	65
Today's Country	12.9	92
Modern/Alternative Rock	12.4	145
Classic Hits	12.2	76
Sports	12.0	201
AOR/Mainstream Rock	9.8	87
Hot Adult Contemporary	9.5	147
Multi/Variety/Specialty	7.1	64

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	52.3	103
Evening local news	33.5	92
Primetime serial dramas	31.3	108
Hockey (when in season)	28.1	95
Home renovation/decoration shows	26.7	106
Sci-Fi/fantasy/comic book shows	24.2	139
Situation comedies	24.0	97
Suspense/crime dramas	23.0	94
News/current affairs	23.0	89
Cooking programs	20.7	105

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	47.6	92
National News	43.2	90
International News & World	41.8	91
Movie & Entertainment	29.7	88
Health	26.6	95
Sports	25.9	91
Editorials	23.5	85
Food	21.0	80
Business & Financial	19.0	80
Travel	17.2	78

Top Magazine Publications*

Read [Past Month]

	%	Index
Other English-Canadian	7.1	116
Other U.S. magazines	7.0	96
Canadian House and Home	4.3	213
People	3.9	108
CAA Magazine	3.9	77
National Geographic	3.8	85
Hello! Canada	3.0	81
Sports Illustrated	2.7	177
Reader's Digest	2.4	68
Canadian Geographic	2.3	84

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	73.9	115
Send/receive email	72.7	107
Participate in an online social network	65.6	117
Take pictures/video	62.0	118
Use apps	59.0	114
Use maps/directions service	56.4	113
Do banking/pay bills online	55.1	105
Internet search - business, services, products	50.2	110
Watch free streaming music videos	41.3	125
Watch a subscription-based video service	39.9	119

Top Mobile Activities*

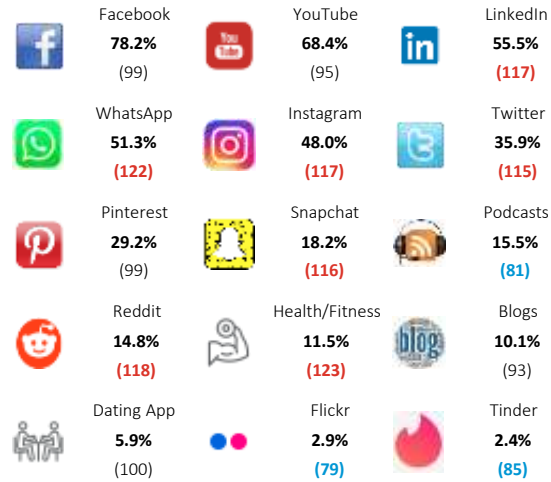
Activity [Past Week]

	%	Index
Send/receive a text/instant message	72.9	117
Send/receive email	62.1	117
Take pictures/video	59.6	119
Participate in an online social network	58.6	124
Use apps	57.4	118
Use maps/directions service	52.6	118
Internet search - business, services, products	38.6	117
Do banking/pay bills online	31.5	104
Watch other online free streaming videos	24.3	110
Compare products/prices while shopping	24.0	123

Media

Social Media Platforms

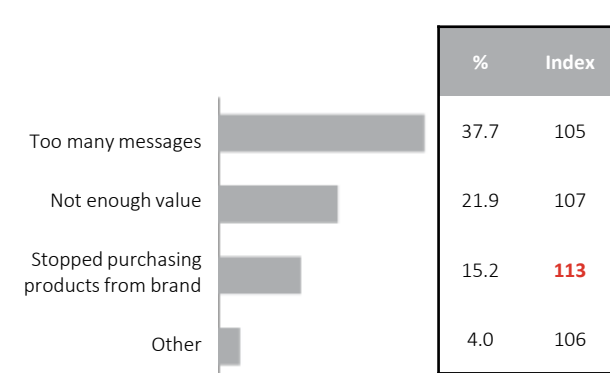
Usage [Currently Use]



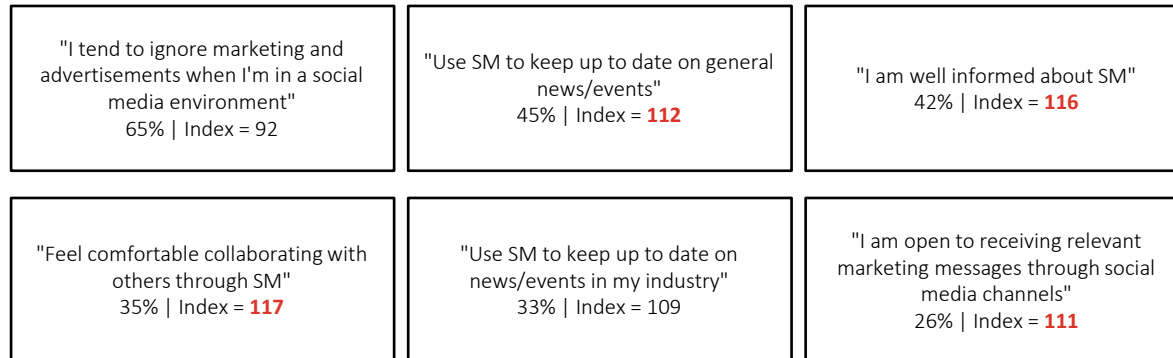
Reasons to Follow Brands



Reasons to Unfollow Brands



Social Media Attitudes



Actions Taken using Social Media

Variables with Response "Yes"



Product Preferences

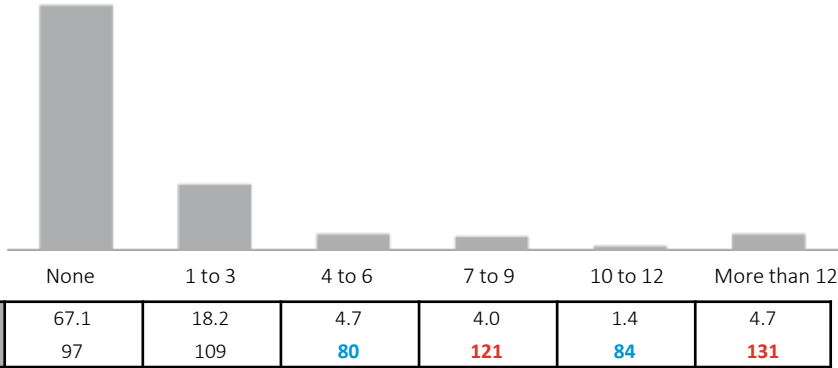
Variables with "Agree" Statements

"I would like to eat healthy foods more often" 78% Index = 103	"I have tried a product/service based on a personal recommendation" 76% Index = 106	"I generally achieve what I set out to do" 73% Index = 103	"I am very concerned about the nutritional content of food products I buy" 65% Index = 101	"I offer recommendations of products/services to other people" 64% Index = 110
"I am interested in learning about different cultures" 63% Index = 106	"I value companies who give back to the community" 63% Index = 102	"I like to cook" 62% Index = 107	"Family life and having children are most important to me" 60% Index = 99	"I consider myself to be informed on current events or issues" 56% Index = 99
"I like to try new places to eat" 54% Index = 95	"It's important to buy products from socially-responsible/environmentally-friendly companies" 48% Index = 99	"I make an effort to buy local produce/products" 48% Index = 88	"When I shop online I prefer to support Canadian retailers" 46% Index = 97	"I am adventurous/"outdoorsy"" 45% Index = 112
"I like to try new and different products" 44% Index = 93	"Free-trial/product samples can influence my purchase decisions" 44% Index = 102	"Vegetarianism is a healthy option" 37% Index = 124	"I prefer to shop online for convenience" 33% Index = 112	"Advertising is an important source of information to me" 28% Index = 102
"I am willing to pay more for eco-friendly products" 28% Index = 103	"I lead a fairly busy social life" 28% Index = 107	"Staying connected via social media is very important to me" 27% Index = 90	"I consider myself to be sophisticated" 26% Index = 99	"I enjoy being extravagant/indulgent" 21% Index = 106

Product Preferences

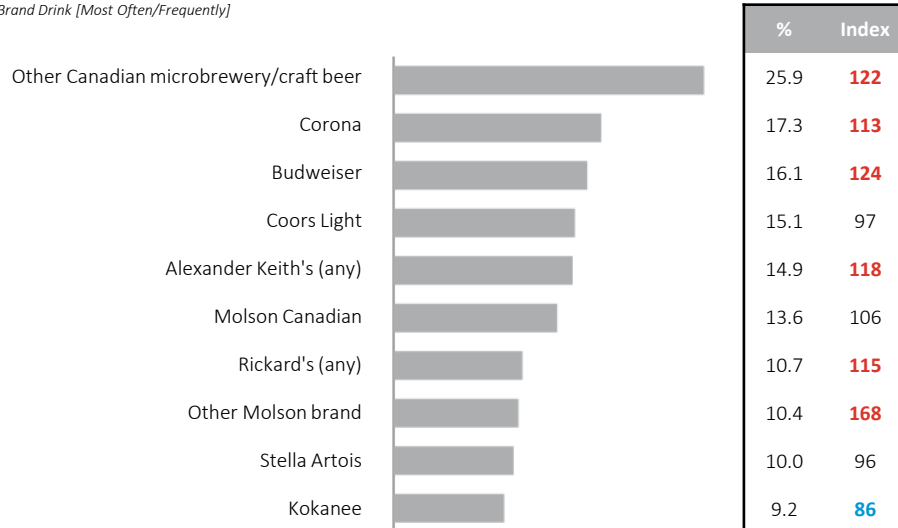
Beer Consumption

Drinks (Past Week)



Top 10 Beers*

Brand Drink (Most Often/Frequently)



Drinks

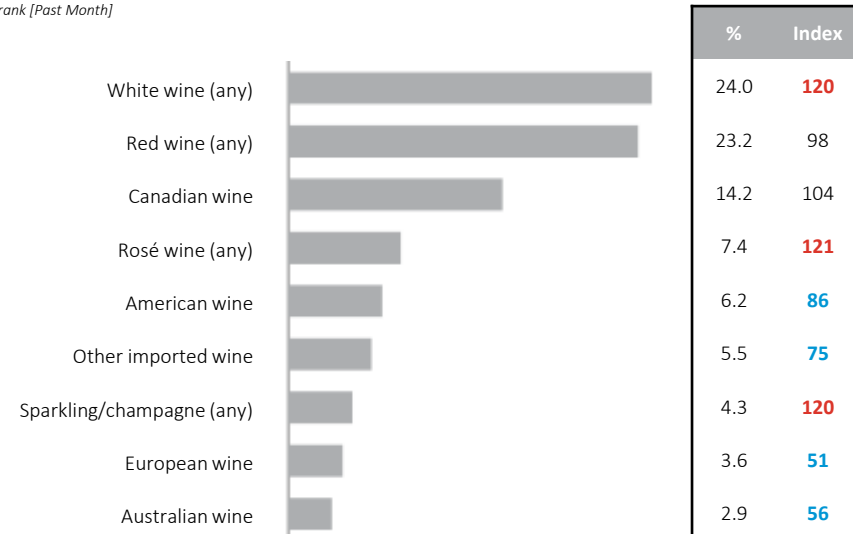
Drank [Past Month]	% Comp	Index
Canadian wine	14.2	104
Cider	10.1	144
Liqueurs (any)	7.2	99

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	11.6	100

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	25.9	122

Wine Details

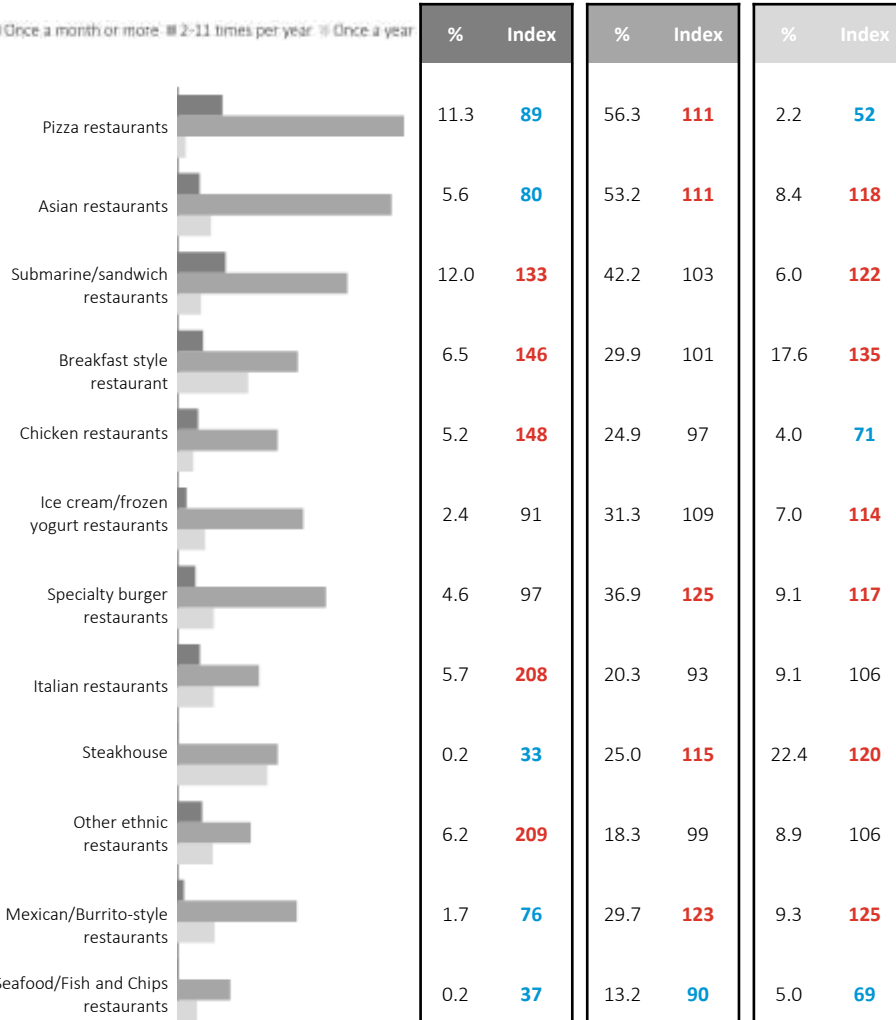
Drank (Past Month)



Product Preferences

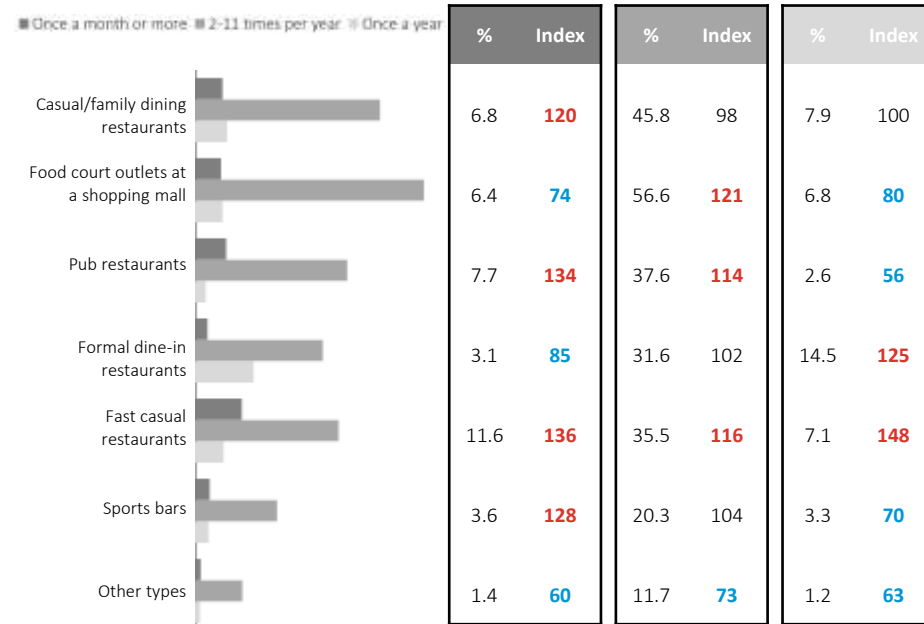
Restaurant Type Visited*

Frequency of Visiting [Past Year]



Restaurant Service Type*

Frequency of Visiting [Past Year]



Purchased Organic Food

Done [Past Week]



Organic Fruits and Vegetables

20.7%
(93)



Other Organic Food

7.7%
(94)

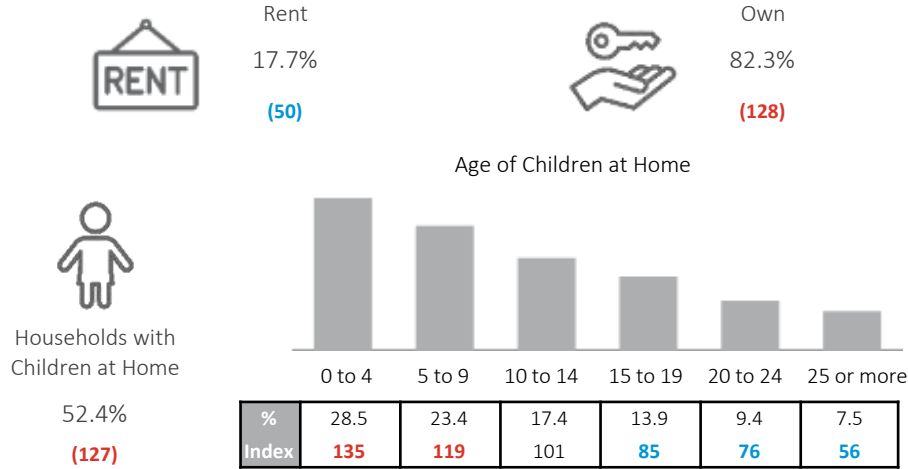


Organic Meat

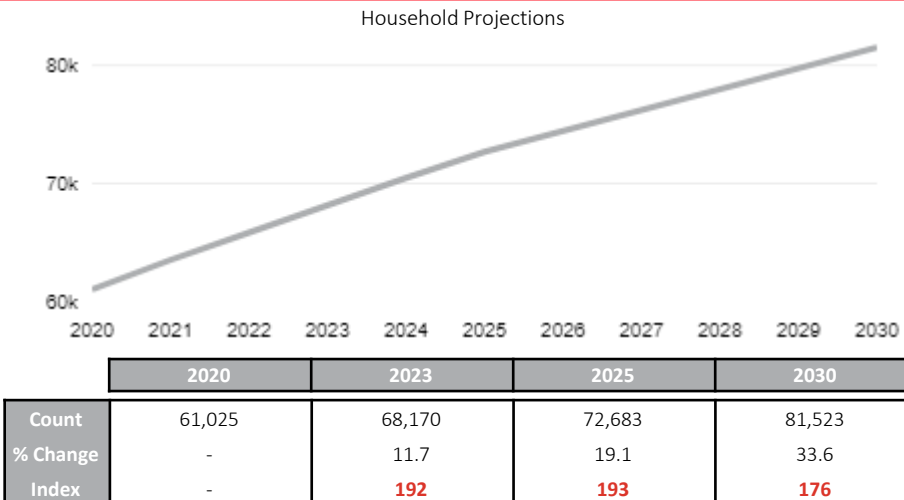
6.8%
(106)

Product Preferences

Demographics



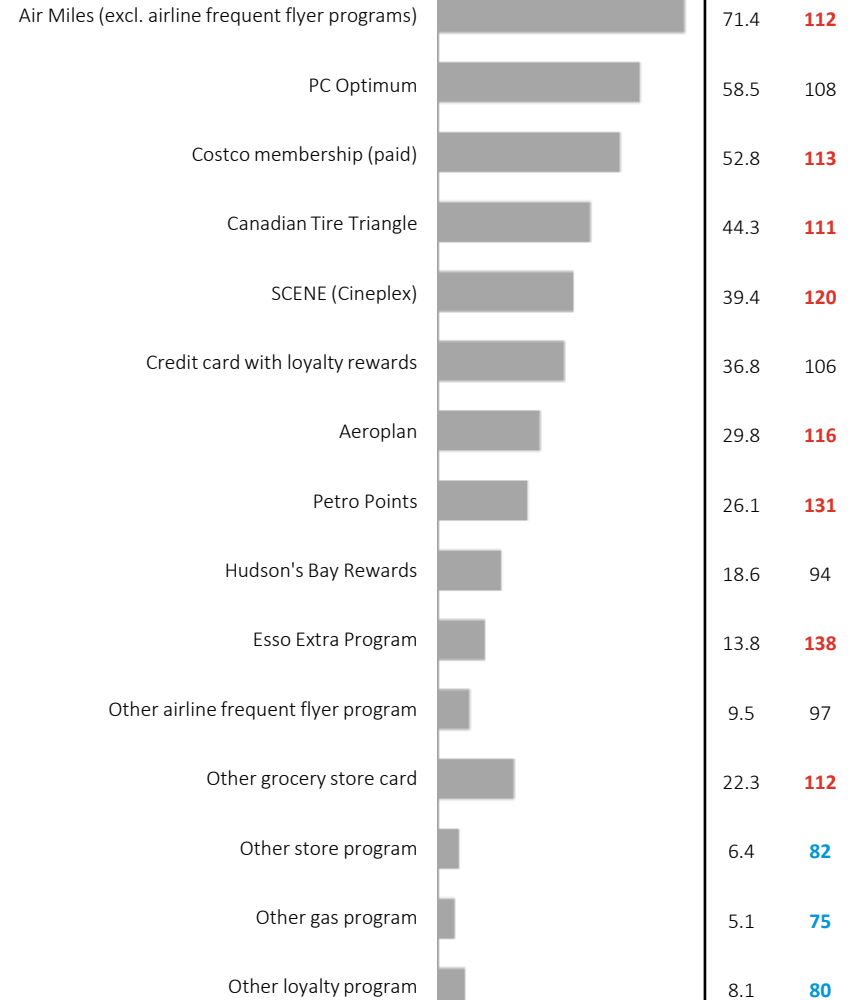
Demographic Trends



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

	%	Index	%	Index	%	Index
Access a news site	34.1	97	23.1	97	9.0	117
Access food/recipes content	26.8	100	16.1	98	7.6	106
Access health-related content	10.4	84	6.4	85	1.8	56
Access professional sports content	12.0	94	9.0	96	2.0	74
Access restaurant guides/reviews	12.2	89	10.1	94	0.6	33
Access travel content	8.8	82	5.8	85	1.8	70
Access real estate listings/sites	8.7	95	5.6	113	1.6	80
Access a radio station's website	8.3	84	3.8	81	0.5	57
Access home decor-related content	6.2	87	4.6	117	1.0	64
Access a TV station's website	7.9	106	2.4	81	1.1	60
Access celebrity gossip content	9.1	117	6.7	121	1.2	91
Access fashion or beauty-related content	4.5	88	3.7	97	0.6	57
Access automotive news/content	3.2	76	1.6	71	0.3	45

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers delivered to the door or in the mail	35.0	88
Coupons	33.7	99
Apps/online flyers	31.7	110
General information from the Internet/websites	31.0	109
Direct email offers	26.4	105
Local store catalogues	20.0	95
Flyers inserted into a community newspaper	19.1	91
Flyers inserted into a daily newspaper	10.0	56
Mail order	4.9	67
Yellow Pages (print)	1.1	37
Yellow Pages (online)	0.8	33

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	34.7	100
Digital billboards	30.6	113
On street furniture (e.g. bus benches)	25.2	108
On bus exteriors	22.4	96
Inside public washrooms	19.9	116
Inside shopping malls	19.4	89
On transit shelters	14.9	104
Inside movie theaters	11.2	115
Inside buses	9.1	96
Screens inside elevators	7.1	104
Inside airports	6.9	112
Inside commuter trains	6.8	138
On subway/metro platforms	2.8	99
On taxis	1.7	56
Inside subway/metro cars	1.6	65

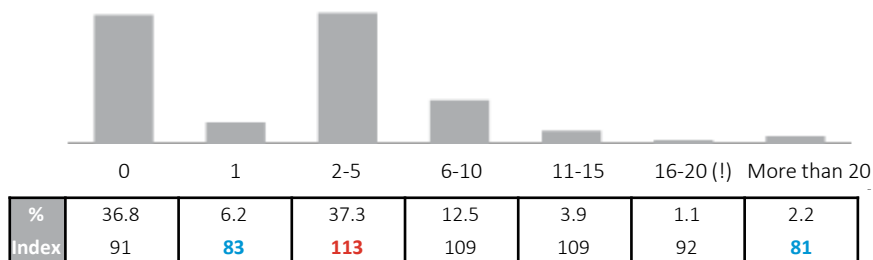
Social Media Usage

Social Media Overview

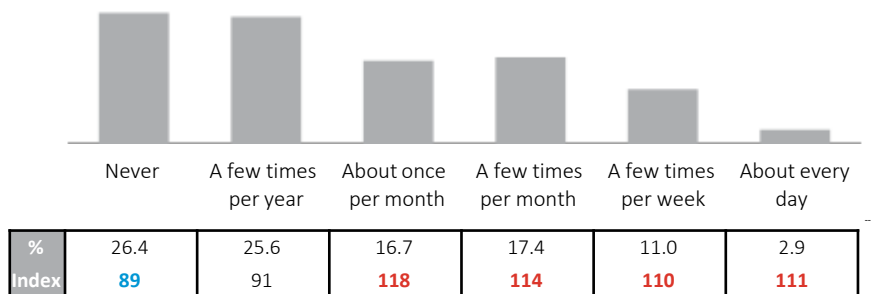
- 78% of Modern Suburbia from the Custom Edmonton target area spent tend to access social media on their mobile phones during the morning hours, 72% during the afternoon hours
- 13% seek recommendations for Vacation/Travel Information via social media (Above Average)
- 80% believe that Social media companies should not be allowed to own or share their personal information

Brand Interaction

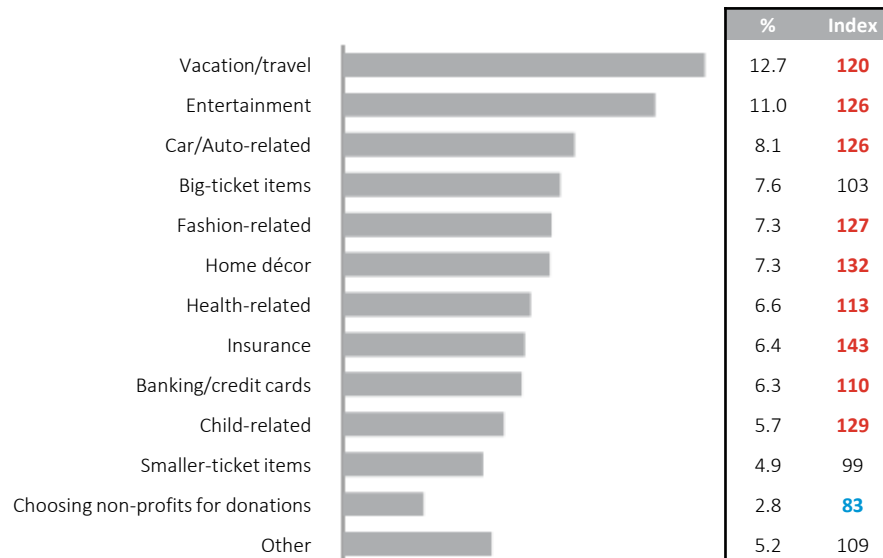
Number of Brands Interacted with via Social Media
[Past Year]



Rate or Review Products or Services
[Frequency of Participation]



Seek Recommendations via Social Media*



Top Social Media Attitudes**

Modern Suburbia from the Custom Edmonton target area are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information"
80% | Index = 95

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
68% | Index = 96

"I tend to ignore marketing and advertisements when I'm in a social media environment"
65% | Index = 92

"Use SM to stay connected with personal contacts"
50% | Index = 109

Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	56.9	110
Watch video online	50.4	103
Read article comments	48.5	107
Read status updates/tweets	47.8	109
Chat in online chats	41.5	107
Listen to radio or stream music online	38.5	104
Share links with friends and colleagues	32.7	104
Click links in news feeds	27.6	107
Read blogs	22.0	118
Play games with others online	16.9	93
Post photos online	14.4	101
Update your status on a social network	14.3	104
Chat in online forums	14.1	107
Rate or review products online	13.9	110
Comment on articles or blogs	13.5	111
Check in with locations	11.6	107
Share your GPS location	9.8	97
Post videos online	8.0	116
Publish blog, Tumblr, online journal	5.5	117

Social Media Uses*

A few times per week or more

	%	Index
Keep up to date on general news/events	52.7	104
Stay connected with family	50.1	108
Stay connected with personal contacts	44.8	96
Keep up to date on news/events in my industry	29.8	102
Stay connected with work/professional contacts	22.4	103

Number of Connections

Across all social media

	%	Index
0-49	24.6	78
50-99	14.4	97
100-149	9.7	93
150-199	8.9	106
200-299	13.3	135
300-399	6.0	104
400-499	5.9	118
500-1000	11.5	127
More than 1000	5.8	114

Social Media Access

Typically use



Mobile

	%	Index
Morning	78.2	112
Afternoon	71.5	109
Dinner Time	55.7	108
Evening	67.0	105
Late Night	51.7	109



Tablet

	%	Index
Morning	17.3	80
Afternoon	16.0	84
Dinner Time	14.3	95
Evening	33.9	98
Late Night	17.1	92



Laptop

	%	Index
Morning	21.3	85
Afternoon	23.5	85
Dinner Time	15.6	92
Evening	36.9	101
Late Night	13.6	83



Desktop

	%	Index
Morning	24.7	91
Afternoon	26.3	93
Dinner Time	9.3	77
Evening	20.9	86
Late Night	8.0	72

Social Media Usage

Facebook



Frequency of Use
[Past Year]

			%	Index
Currently Use	Did Not Use	Use Daily	58.0	100
78.2%	16.9%	Use Weekly	14.1	103
(99)	(98)	Use Monthly	5.9	86

Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	59.4	105
Comment/Like other users' posts	48.0	102
Watch videos	45.3	110
Use Messenger	39.4	101
Watch live videos	20.7	109
Like or become a fan of a page	16.1	105
Click on an ad	15.1	111
Post photos	13.1	99
Update my status	12.9	96
Post videos	8.8	121
Create a Facebook group or fan page	6.8	122
Give to a Facebook fundraiser (!)	4.5	136
Create a Facebook fundraiser (!)	3.6	137

LinkedIn



Frequency of Use
[Past Year]

			%	Index
Currently Use	Did Not Use	Use Daily	12.7	118
55.5%	35.2%	Use Weekly	19.5	111
(117)	(81)	Use Monthly	21.3	125

Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	13.4	105
View a job posting	12.6	121
Search and review other profiles	9.0	120
Watch videos	8.0	107
Create a connection	6.2	111
Update your profile information	4.4	107
Click on an ad (!)	4.1	116
Comment on content	3.2	74
Post an article, video or picture (!)	3.1	89
Participate in LinkedIn forums (!)	2.8	97
Request a recommendation (!)	2.7	95
Join a LinkedIn group (!)	2.6	101

Instagram



Frequency of Use
[Past Year]

			%	Index
Currently Use	Did Not Use	Use Daily	27.4	123
48.0%	40.6%	Use Weekly	12.1	102
(117)	(83)	Use Monthly	7.6	123

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	33.4	119
Like photos/videos	28.3	118
Watch live videos	16.4	123
Comment on photos/videos	15.5	111
Send direct messages	13.7	119
View a brand's page	11.9	125
Post photos/videos	10.3	120
Watch IGTV videos	8.2	123
Click on ads	6.5	106

Pinterest



Frequency of Use
[Past Year]

			%	Index
Currently Use	Did Not Use	Use Daily	7.3	93
29.2%	57.3%	Use Weekly	9.5	86
(99)	(98)	Use Monthly	11.6	119

Participate In* (at least a few times per month)	% Comp	Index
View content	10.7	113
Follow specific Subreddits	7.3	108
Vote on content	4.2	92
Post content	3.5	126

Reddit



Frequency of Use
[Past Year]

			%	Index
Currently Use	Did Not Use	Use Daily	5.7	120
14.8%	75.2%	Use Weekly	5.5	121
(118)	(96)	Use Monthly	3.2	117

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	36.1	130
Send/receive images	34.3	135
Use group chats	26.3	135
Send/receive documents and files	18.1	143
Use voice calls	17.5	131

WhatsApp



Frequency of Use
[Past Year]

			%	Index
Currently Use	Did Not Use	Use Daily	28.0	133
51.3%	38.8%	Use Weekly	13.3	115
(122)	(79)	Use Monthly	9.9	116

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	36.1	130
Send/receive images	34.3	135
Use group chats	26.3	135
Send/receive documents and files	18.1	143
Use voice calls	17.5	131

Social Media Usage

Twitter



Frequency of Use
[Past Year]

	Currently Use	Did Not Use	Use Daily	%	Index
	35.9%	54.5%	Use Daily	15.8	111
	(115)	(92)	Use Weekly	11.3	122
			Use Monthly	8.0	121

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	23.1	111
Watch videos	13.6	106
Retweet	9.3	127
Respond to tweets	8.9	115
Tweet	8.7	107
Follow users who follow you	7.4	113
Actively follow new users	7.0	125
Watch live videos	6.9	108
Send or receive direct messages	6.8	95
Share a link to a blog post or article of interest	6.5	96
Click on an ad	5.3	132

YouTube



Frequency of Use
[Past Year]

	Currently Use	Did Not Use	Use Daily	%	Index
	68.4%	18.4%	Use Daily	30.4	100
	(95)	(113)	Use Weekly	24.6	93
			Use Monthly	13.1	93

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	46.8	98
Like or dislike videos	16.5	107
Watch live videos	14.8	104
Share videos	9.2	97
Leave comment or post response on video	8.3	113
Click on an ad	7.9	104
Embed a video on a web page or blog	6.0	109
Create and post a video	4.2	114

Snapchat



Frequency of Use
[Past Year]

	Currently Use	Did Not Use	Use Daily	%	Index
	18.2%	71.6%	Use Daily	5.7	94
	(116)	(94)	Use Weekly	5.8	123
			Use Monthly	6.2	140

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	9.9	117
Send photos/videos	7.3	111
Send direct text messages	6.9	100
Use filters or effects	6.5	133
Read Snapchat discover/News	5.8	127
Use group chat	4.8	133
View a brand's snaps	3.8	121
Use video chat	3.7	147
View ads	3.4	140

Audio Podcasts



	Currently Use	Did Not Use
	15.5%	67.4%
	(81)	(105)

Frequency of Use
[Past Year]

	%	Index
Use Daily	5.0	93
Use Weekly	6.4	84
Use Monthly	4.1	74

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	5.7	106
Listen to a news podcast	5.6	107
Listen to a comedy podcast	4.7	105
Listen to an educational podcast	4.5	91
Listen to a sports podcast	3.9	107
Listen to a business podcast	3.9	99
Subscribe to a sports podcast**	3.0	102
Listen to a technology focused podcast	2.6	85
Subscribe to another genre of podcast	2.2	80
Subscribe to a educational podcast	2.1	90
Subscribe to a comedy podcast (!)	2.0	99
Subscribe to a business podcast (!)	1.9	107
Subscribe to a news podcast	1.8	82
Subscribe to a technology podcast (!)	1.2	72

Other Social Media Platforms

Tinder



	Currently Use	Did Not Use
	2.4%	92.3%
	(85)	(99)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	0.8	73
Use Weekly (!)	1.2	110

Tik Tok



	Currently Use	Did Not Use
	4.7%	91.5%
	(165)	(98)

	%	Index
Use Daily (!)	0.8	73
Use Weekly (!)	1.2	110