

Slow-Lane Suburbs

PRIZM Segments Included (by SESI): 45
Market: RDOS - V1L (Nelson, BC)

Overview

- Of the 67 PRIZM Clusters identified in Canada, Slow-Lane Suburbs rank 1st for the Custom Nelson target area created using Regional District Okanagan Similkameen (RDOS) visitor origin FSA's
- Slow-Lane Suburbs make up 1,733 households, or 21% of the total Households in the Custom Nelson target area (8,412)
- The Median Household Maintainer Age is 54, 58% of couples have children living at home
- Average Household Income of \$87,499 compared to the Custom Nelson target area at \$84,888
- Top Social Value: National Pride:** The inclination to define one's identity through national pride and believing that Canada should hold a strong position in the world
- Above Average interest in Hockey and Food/Wine Shows
- Below average interest in travelling within Canada, Slow-Lane Suburbs from the Custom Nelson target area spent an average of \$1,402 on their last vacation
- On average, Slow-Lane Suburbs from the Custom Nelson target area spend 14hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 3.4hrs/day on the Internet. Daily Magazine usage is minimal (9 min/day)
- 82% currently use Facebook, 35% use Instagram and 24% use Twitter

Market Sizing



Total Population

Target Group: 4,042 | 21.6%
Market: 18,695



Total Households

Target Group: 1,733 | 20.6%
Market: 8,412

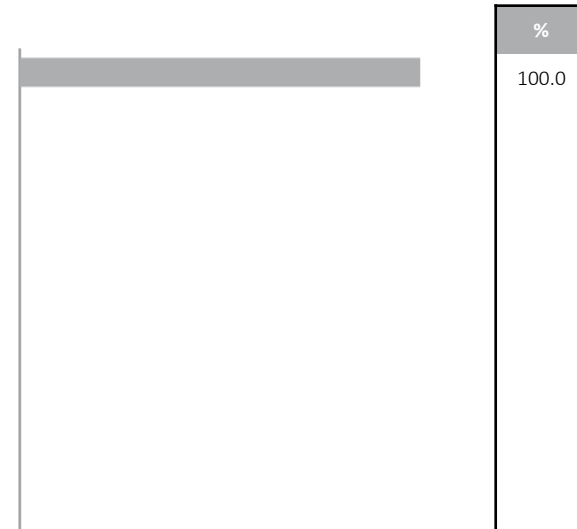
Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Nelson, BC (CY)	98.6	32.5	240	5,260	41.0
Central Kootenay E, BC (RDA)	1.3	1.2	9	1,789	14.0
Central Kootenay F, BC (RDA)	0.2	0.2	1	1,757	13.7

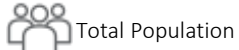
Top PRIZM Segments

% of Target Group Households

45 - Slow-Lane Suburbs



Demographic Profile



Total Population
 Target Group: 4,042 | 21.6%
 Market: 18,695

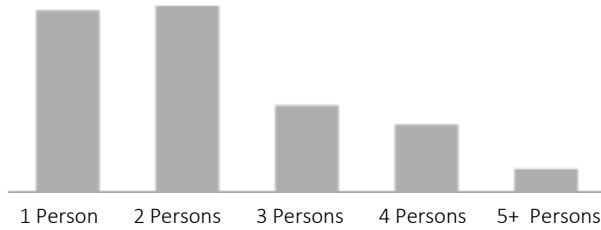


Total Households
 Target Group: 1,733 | 20.6%
 Market: 8,412

Average Household Income

\$87,499
 (103)

Household Size*



Median Household Maintainer Age

54
 (98)

	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
%	33.2	34.0	15.9	12.4	4.4
Index	98	93	108	114	113

Marital Status**

52.7%
 (98)

Married/Common-Law

Family Composition***

42.0%
 (92)

Couples Without Kids at Home

Education**

31.1%
 (113)

University Degree

Visible Minority Presence*

5.4%
 (117)

Belong to a visible minority group

Non-Official Language*

0.2%
 (125)

No knowledge of English or French

Immigrant Population*

13.0%
 (101)

Born outside Canada

Psychographics**

Strong Values

National Pride **126**

Saving on Principle **124**

Introspection & Empathy **123**

Buying on Impulse **116**

Status via Home **114**

Weak Values

Enthusiasm for Technology **71**

Skepticism Towards Advertising **77**

Joy of Consumption **80**

Importance of Spontaneity **82**

Brand Genuineness **83**

Key Social Values

National Pride
 Index = **126**

Social Learning
 Index = **112**

Racial Fusion
 Index = **112**

Need for Escape
 Index = **110**

Pursuit of Originality
 Index = 109

Confidence in Advertising
 Index = 108

Effort Toward Health
 Index = 108

Ethical Consumerism
 Index = 107

Attraction to Nature
 Index = 106

Work Ethic
 Index = 105

Social Intimacy
 Index = 102

Brand Apathy
 Index = 102

Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	84.4	100
Gardening	73.0	98
Swimming	61.0	102
Camping	59.0	102
Volunteer work	56.1	101

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	56.5	99
Parks & city gardens	50.7	100
Art galleries, museums & science centres	43.5	100
Bars & restaurant bars	40.4	99
National or provincial park	39.1	97

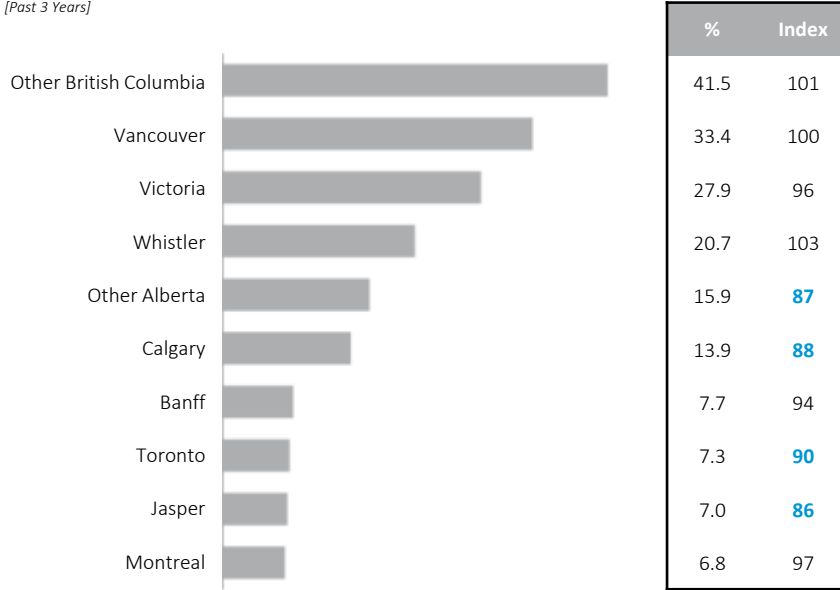
Key Tourism Activities**

Swimming 61.0% (102)	Camping 59.0% (102)	Parks & city gardens 50.7% (100)	Hiking & backpacking 50.6% (98)	Photography 42.5% (94)	Cycling 41.8% (98)	Bars & restaurant bars 40.4% (99)	National or provincial park 39.1% (97)
Canoeing & kayaking 37.6% (96)	Pilates & yoga 27.7% (103)	Fishing & hunting 26.3% (95)	Cross country skiing & snowshoeing 24.9% (92)	Golfing 24.8% (92)	Historical sites 21.6% (91)	Ice skating 21.3% (104)	Specialty movie theatres/IMAX 20.5% (93)
Downhill skiing 19.6% (101)	Sporting events 19.3% (98)	Zoos & aquariums 18.0% (105)	Power boating & jet skiing 15.6% (97)	Adventure sports 14.4% (102)	Video arcades & indoor amusement centres 12.9% (103)	ATV & snowmobiling 12.2% (90)	Hockey 11.8% (111)
Music festivals 10.2% (101)	Beer, food & wine festivals 9.0% (98)	Theme parks, waterparks & water slides 8.5% (109)	Snowboarding 8.1% (103)	Inline skating 7.3% (95)	Food & wine shows 6.8% (113)	Curling 6.2% (94)	Film festivals 6.1% (91)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]



Vacation Booking**

Used [Past 3 Years]

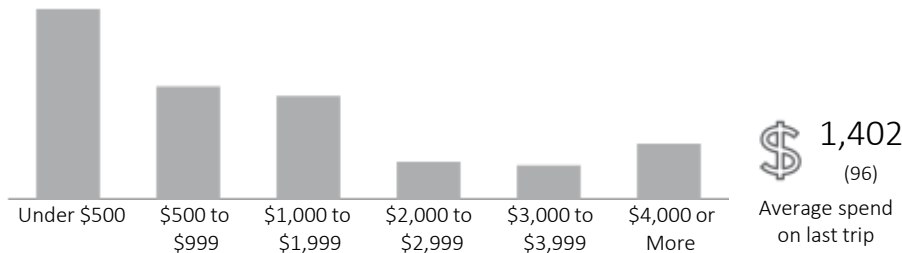


Booked With [Past Year]



Vacation Spending

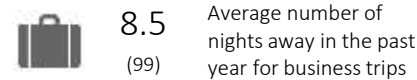
Spent Last Vacation



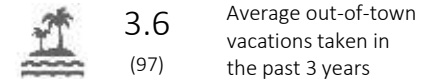
\$1,402
(96)
Average spend on last trip

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 55.6% (99)	 Friends/relatives 44.3% (104)	 All-inclusive resort 13.6% (99)	 Camping 24.3% (99)	 Motel 22.6% (97)	 Vacation rental by owner 20.0% (96)	 Cottage 9.0% (95)
 B&B 14.2% (95)	 Condo/apartment 11.1% (89)	 Cruise ship 8.8% (80)	 RV/camper 14.2% (103)	 Package tours 4.9% (85)	 Spa resort 6.9% (85)	 Boat 2.7% (95)

Airline Preferences**

Flown [Past Year]

 Air Canada 37.2% (97)	 West Jet 30.3% (96)	 Air Transat 5.3% (85)	 Porter Airlines 0.4% (47)	 Other Canadian 6.4% (100)
 United Airlines 4.8% (84)	 Delta Airlines 4.7% (86)	 American Airlines 3.5% (106)	 Other American 5.3% (85)	
 European Airlines 7.4% (93)	 Asian Airlines 4.1% (80)	 Other Charter 1.2% (76)	 Other 5.8% (85)	

Car Rental*

Rented From [Past Year]

 Enterprise 7.3% (102)	 Budget 4.3% (83)	 Avis 1.8% (88)	 National 3.5% (86)
 Hertz 1.7% (89)	 Discount 0.9% (59)	 U-Haul 2.0% (102)	 Other Rentals 2.5% (80)

Media

Overall Level of Use

Radio



14 hours/week
(98)

Television



1,220 minutes/week
(97)

Newspaper



1 hours/week
(105)

Magazine



9 minutes/day
(97)

Internet



208 minutes/day
(99)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	35.9	96
Adult Contemporary	16.9	96
AOR/Mainstream Rock	14.2	98
Classic Hits	13.5	103
Multi/Variety/Specialty	11.2	95
Hot Adult Contemporary	10.2	110
Classic Rock	10.1	108
Not Classified	9.3	100
Modern/Alternative Rock	8.4	108
Mainstream Top 40/CHR	7.8	118

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	46.6	101
Evening local news	38.7	93
Documentaries	32.2	94
Primetime serial dramas	29.3	103
Situation comedies	28.5	104
Hockey (when in season)	28.5	101
News/current affairs	28.5	93
Home renovation/decoration shows	27.2	99
Suspense/crime dramas	27.1	94
Cooking programs	22.9	95

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	57.5	98
National News	53.7	102
International News & World	52.0	98
Health	35.9	103
Movie & Entertainment	33.3	106
Editorials	31.2	95
Travel	30.2	99
Food	29.3	102
Sports	27.1	100
Business & Financial	24.5	92

Top Magazine Publications*

Read [Past Month]

	%	Index
Other English-Canadian	11.7	97
Other U.S. magazines	9.3	104
National Geographic	8.8	97
Canadian Living	8.5	103
Canadian Geographic	7.9	95
Maclean's	5.9	90
People	5.7	93
Reader's Digest	5.5	114
Air Canada enRoute	4.3	86
Cineplex Magazine	4.2	103

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	70.7	98
Send/receive a text/instant message	60.1	100
Participate in an online social network	51.8	97
Do banking/pay bills online	51.7	95
Take pictures/video	49.6	98
Internet search - business, services, products	48.6	101
Use maps/directions service	47.2	95
Use apps	43.7	95
Access a news site	38.2	96
Watch a subscription-based video service	30.1	97

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	52.4	102
Take pictures/video	45.5	98
Send/receive email	43.7	98
Participate in an online social network	39.0	99
Use apps	38.3	95
Use maps/directions service	36.5	97
Internet search - business, services, products	28.4	109
Access a news site	21.0	99
Do banking/pay bills online	20.2	99
Compare products/prices while shopping	16.9	107

Media

Social Media Platforms

Usage [Currently Use]

	Facebook 81.5% (100)		YouTube 72.0% (100)		Instagram 34.8% (103)
	Pinterest 33.6% (100)		LinkedIn 32.5% (104)		WhatsApp 29.2% (106)
	Twitter 24.2% (103)		Podcasts 23.3% (102)		Snapchat 12.0% (105)
	Blogs 11.9% (104)		Health/Fitness 10.3% (110)		Reddit 6.7% (110)
	Dating App 4.8% (103)		Flickr 3.1% (101)		Tinder 2.3% (108)

Reasons to Follow Brands

	%	Index
To enter contests	33.0	103
To get coupons and discounts	31.0	103
To learn about a brand's products /services	30.3	102
To provide feedback to the brand	12.1	101
To be among the first to hear brand news	10.0	106
To engage with content	9.2	107
To make suggestions for new products/services	5.1	110
To share brand-related stories with consumers	4.4	106

Reasons to Unfollow Brands

	%	Index
Too many messages	43.4	101
Not enough value	18.4	104
Stopped purchasing products from brand	14.0	102
Other	3.8	97

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment" 75% Index = 99	"Use SM to keep up to date on general news/events" 36% Index = 98	"I am well informed about SM" 31% Index = 101
"Feel comfortable collaborating with others through SM" 29% Index = 101	"Use SM to keep up to date on news/events in my industry" 26% Index = 101	"I am open to receiving relevant marketing messages through social media channels" 19% Index = 99

Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	36.9	103
Subscribe to brand email newsletter	22.3	104
Follow brand on Instagram	12.1	113
Subscribe to brand channel on YouTube	11.3	110
Join an exclusive online community of consumers who also like the brand	10.3	108
Follow brand on Twitter	5.8	116

Product Preferences

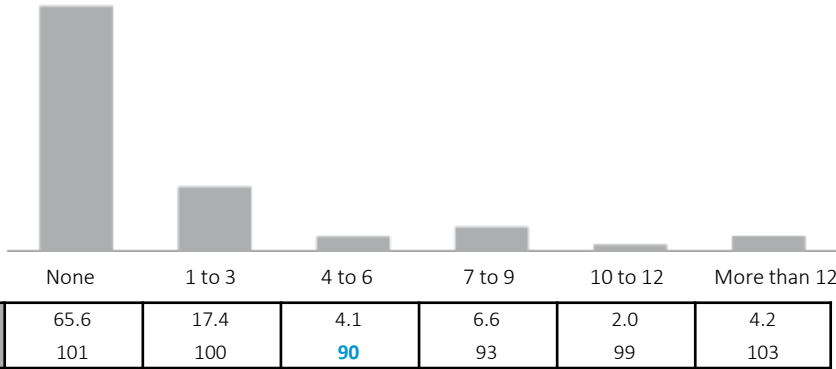
Variables with "Agree" Statements

"I would like to eat healthy foods more often" 81% Index = 99	"I generally achieve what I set out to do" 70% Index = 97	"I value companies who give back to the community" 70% Index = 100	"I have tried a product/service based on a personal recommendation" 69% 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 = 99	"I consider myself to be informed on current events or issues" 63% Index = 99	"Family life and having children are most important to me" 61% Index = 98	"I am interested in learning about different cultures" 61% Index = 97	"It's important to buy products from socially-responsible/environmentally-friendly companies" 57% Index = 102
"I like to cook" 57% Index = 99	"I offer recommendations of products/services to other people" 57% Index = 103	"When I shop online I prefer to support Canadian retailers" 55% Index = 102	"I like to try new and different products" 49% Index = 96	"I like to try new places to eat" 49% Index = 95
"I am adventurous/"outdoorsy"" 46% Index = 102	"Free-trial/product samples can influence my purchase decisions" 40% Index = 98	"I am willing to pay more for eco-friendly products" 39% Index = 103	"Vegetarianism is a healthy option" 31% Index = 106	"Staying connected via social media is very important to me" 27% Index = 109
"I prefer to shop online for convenience" 26% Index = 102	"Advertising is an important source of information to me" 24% Index = 95	"I consider myself to be sophisticated" 22% Index = 103	"I lead a fairly busy social life" 19% Index = 106	"I enjoy being extravagant/indulgent" 19% Index = 93

Product Preferences

Beer Consumption

Drinks (Past Week)



Drinks

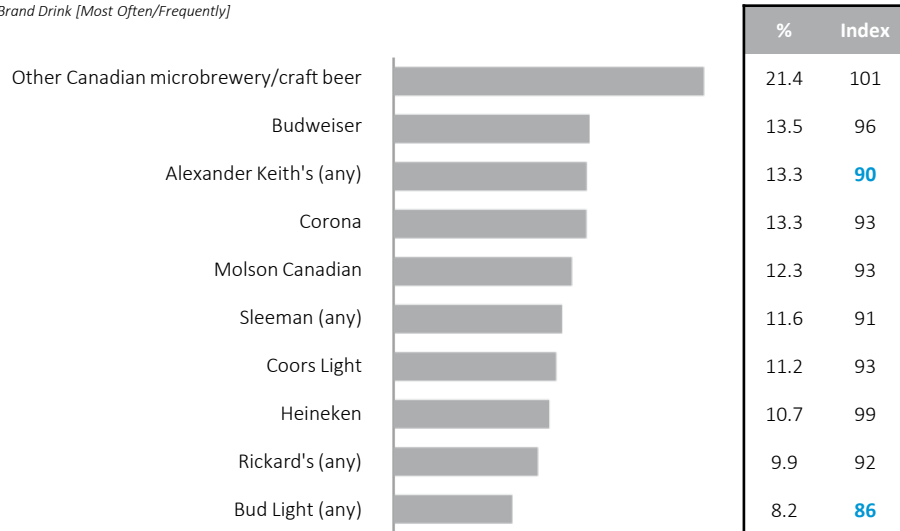
Drank [Past Month]	% Comp	Index
Canadian wine	22.9	94
Cider	12.4	100
Liqueurs (any)	9.0	91

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	18.4	96

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	21.4	101

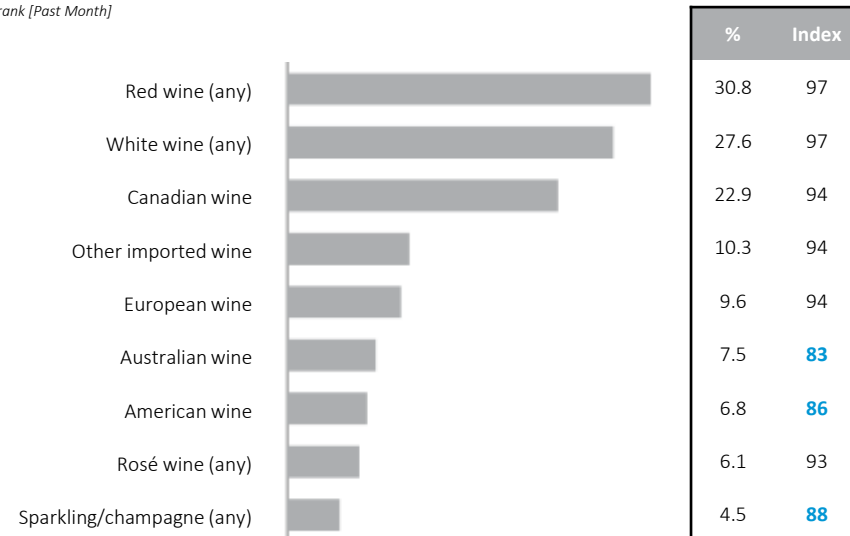
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

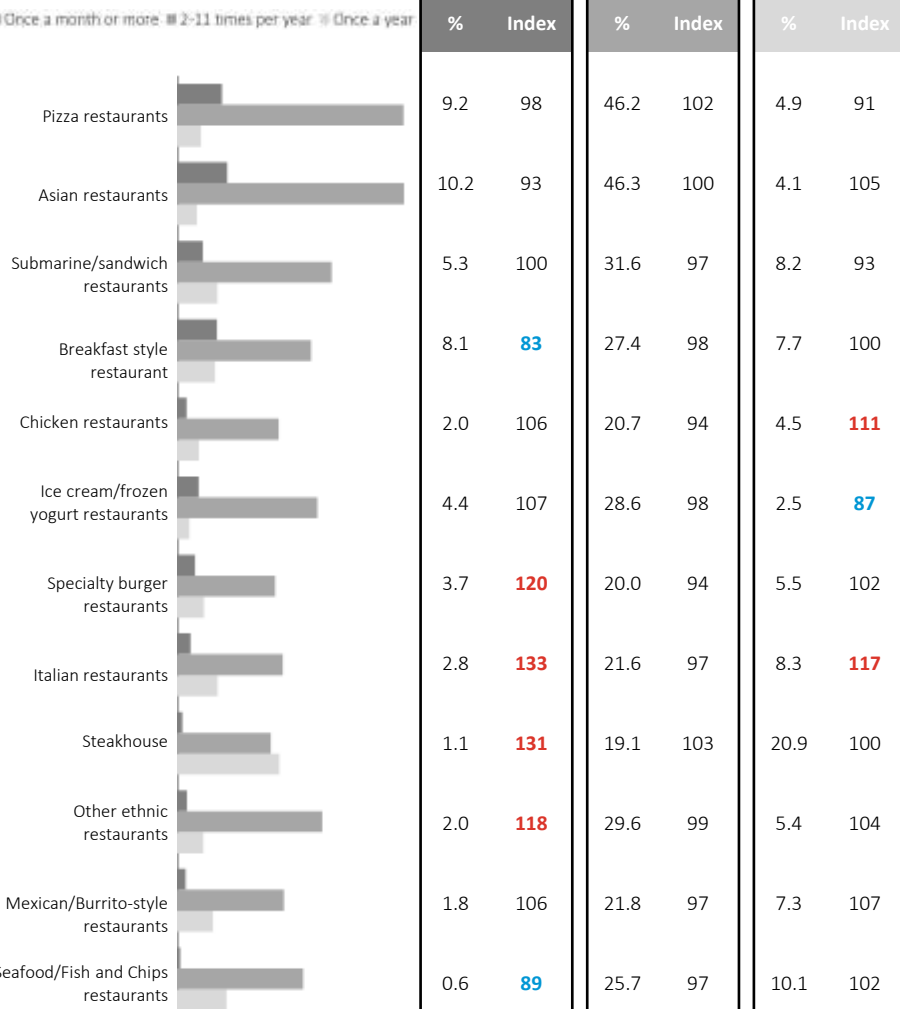
Drank [Past Month]



Product Preferences

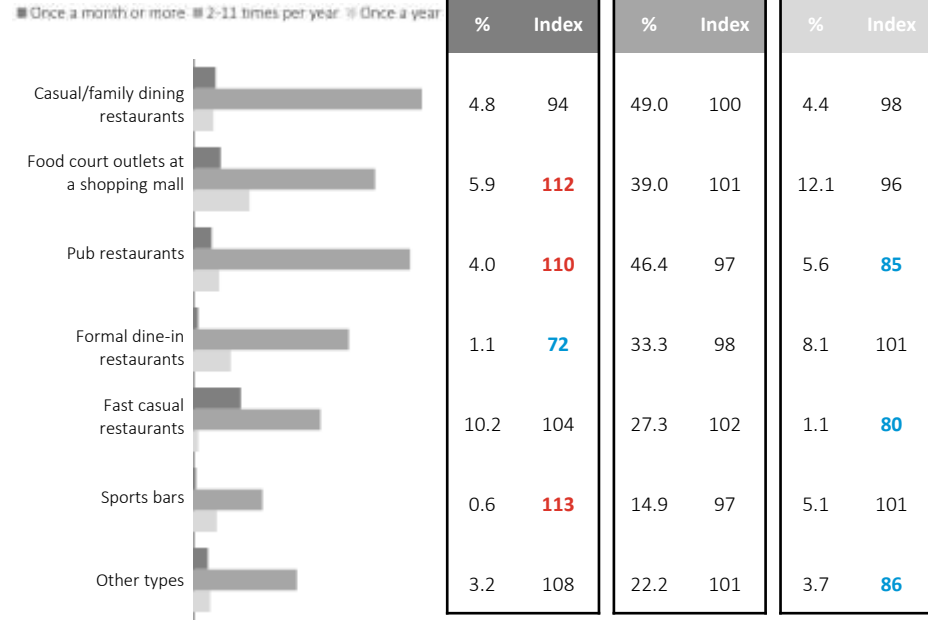
Restaurant Type Visited*

Frequency of Visiting [Past Year]



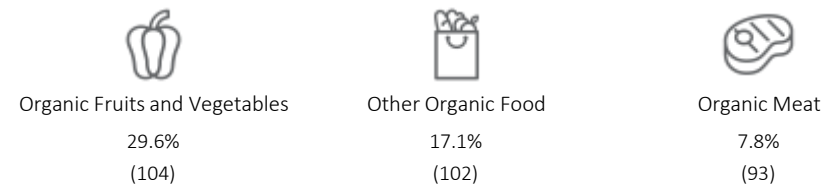
Restaurant Service Type*

Frequency of Visiting [Past Year]



Purchased Organic Food

Done [Past Week]



Product Preferences

Demographics



Rent
32.5%
(104)

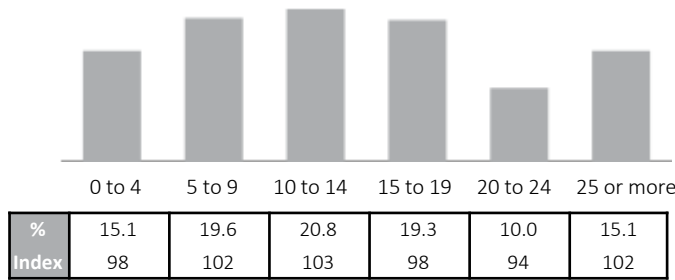


Own
67.5%
(98)



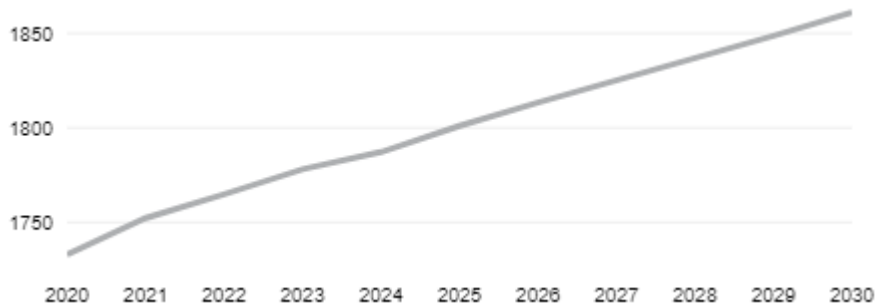
Households with
Children at Home
35.2%
(108)

Age of Children at Home



Demographic Trends

Household Projections

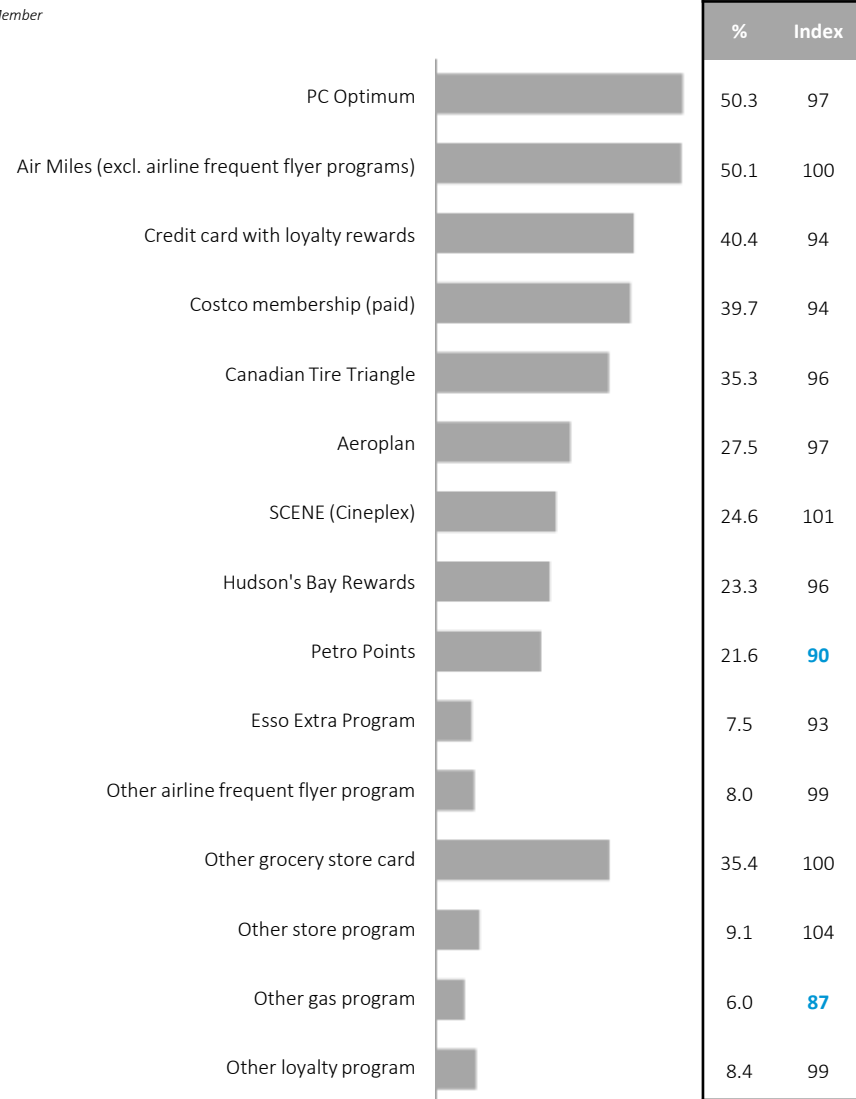


	2020	2023	2025	2030
Count	1,733	1,778	1,801	1,861
% Change	-	2.6	3.9	7.4
Index	-	126	125	110

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

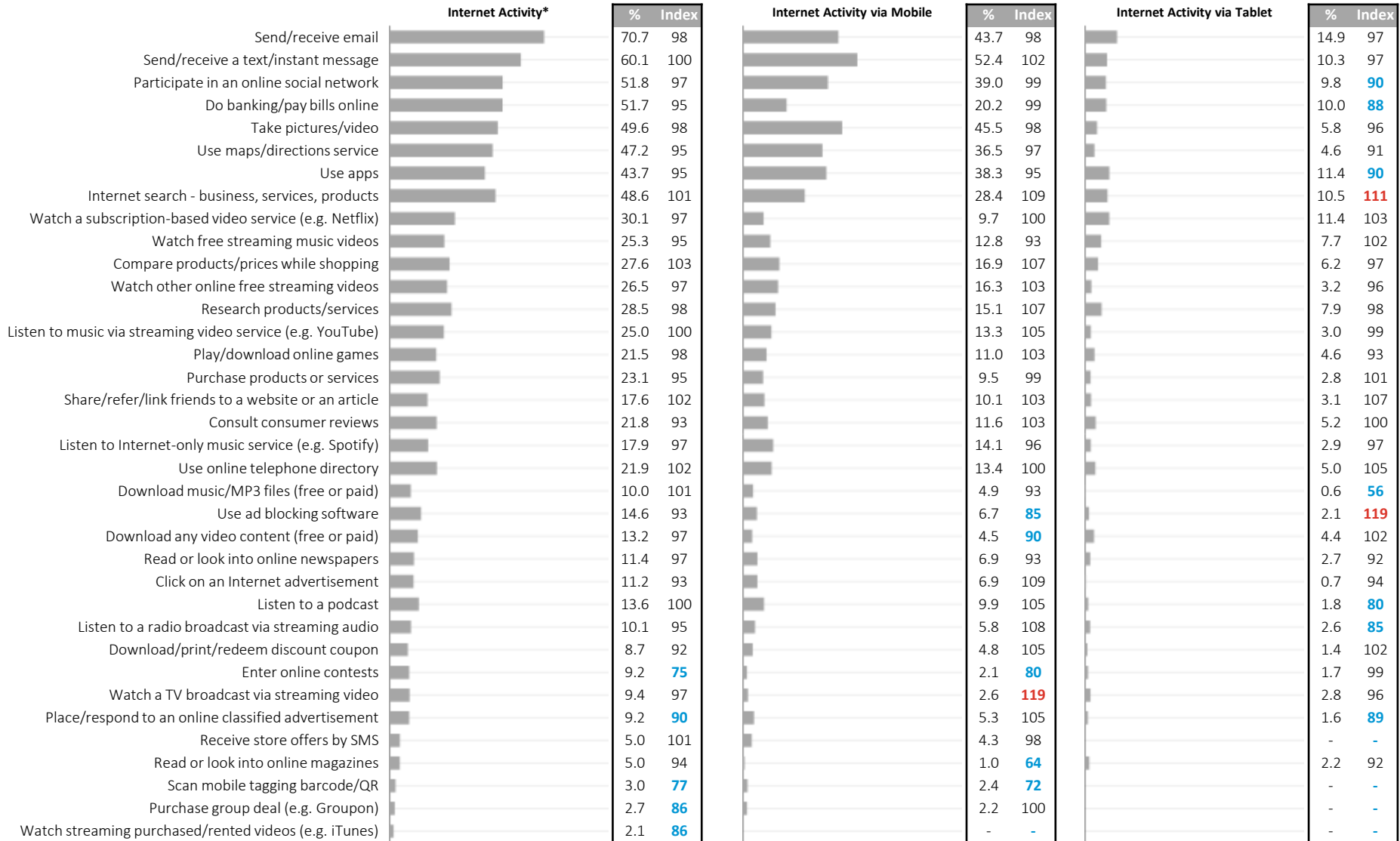
Loyalty Programs*

Member



Internet Activity

Activity [Past Week]



Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	38.2	96	21.0	99	13.5	95
Access food/recipes content	27.5	99	9.2	106	7.7	89
Access health-related content	20.7	91	12.1	95	5.1	87
Access professional sports content	10.0	88	6.1	86	3.3	103
Access restaurant guides/reviews	10.3	101	7.4	106	2.4	100
Access travel content	16.5	95	8.1	96	5.0	99
Access real estate listings/sites	13.4	88	6.3	92	5.4	86
Access a radio station's website	9.9	95	3.8	105	4.4	98
Access home decor-related content	10.9	98	4.0	100	3.8	101
Access a TV station's website	9.8	90	2.9	82	1.2	107
Access celebrity gossip content	5.9	96	5.2	99	1.2	89
Access fashion or beauty-related content	6.2	96	4.4	97	2.4	98
Access automotive news/content	8.6	99	3.2	90	1.4	103

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers inserted into a community newspaper	44.3	100
Flyers delivered to the door or in the mail	43.9	97
General information from the Internet/websites	32.7	95
Coupons	31.3	102
Apps/online flyers	30.0	97
Local store catalogues	28.3	95
Flyers inserted into a daily newspaper	25.6	94
Direct email offers	22.0	103
Mail order	6.9	92
Yellow Pages (print)	4.2	95
Yellow Pages (online)	1.0	94

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	27.8	96
On bus exteriors	22.5	103
Inside shopping malls	16.4	98
On transit shelters	14.8	96
Digital billboards	14.7	99
On street furniture (e.g. bus benches)	13.8	100
Inside public washrooms	11.2	101
Inside airports	6.4	96
Inside buses	5.6	101
Inside movie theaters	5.3	104
Inside commuter trains	4.4	111
On subway/metro platforms	4.0	90
Screens inside elevators	3.8	106
Inside subway/metro cars	2.9	85
On taxis	2.9	104

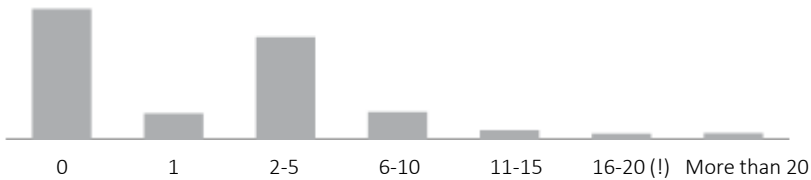
Social Media Usage

Social Media Overview

- 59% of Slow-Lane Suburbs from the Custom Nelson target area spent tend to access social media on their mobile phones during the morning hours, 57% during the afternoon hours
- 7% seek recommendations for Vacation/Travel Information via social media (Average)
- 89% believe that Social media companies should not be allowed to own or share their personal information

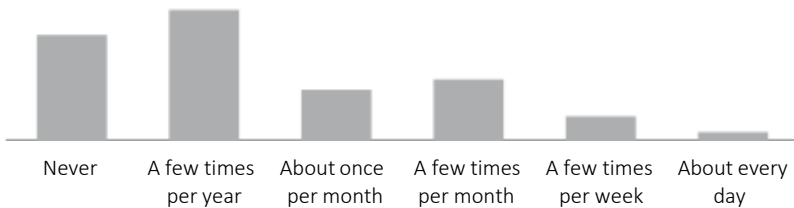
Brand Interaction

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



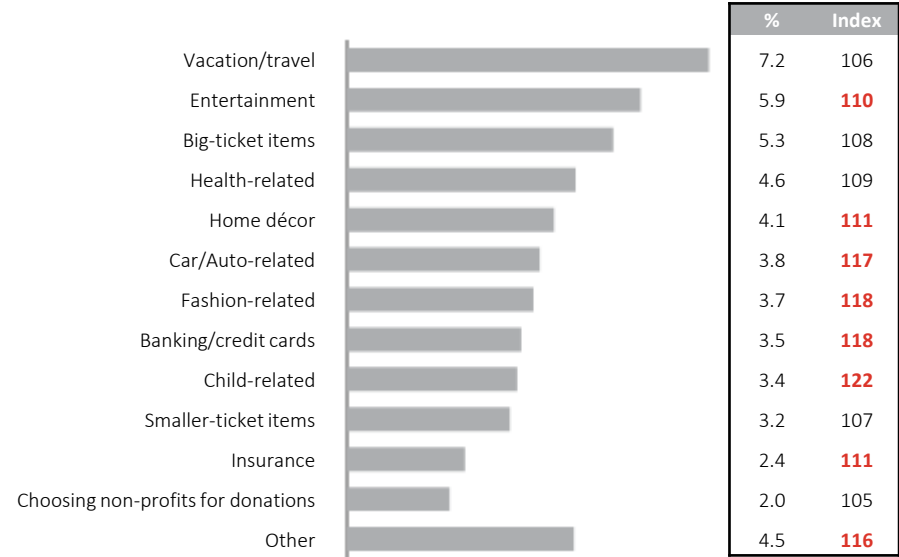
%	42.0	8.6	33.0	8.9	3.1	2.1	2.3
Index	96	105	100	105	111	114	112

Rate or Review Products or Services
[Frequency of Participation]



%	27.6	34.2	13.3	16.1	6.4	2.4
Index	101	98	101	102	100	108

Seek Recommendations via Social Media*



Top Social Media Attitudes**

Slow-Lane Suburbs from the Custom Nelson target area are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information"
 89% | Index = 100

"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company"
 75% | Index = 101

"I tend to ignore marketing and advertisements when I'm in a social media environment"
 75% | Index = 99

"Use SM to stay connected with personal contacts"
 47% | Index = 100

Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	51.6	103
Read article comments	43.8	99
Watch video online	42.4	101
Chat in online chats	39.9	100
Read status updates/tweets	37.5	100
Listen to radio or stream music online	36.1	100
Share links with friends and colleagues	29.5	100
Click links in news feeds	24.1	102
Play games with others online	17.3	101
Read blogs	16.5	99
Post photos online	16.2	102
Comment on articles or blogs	11.6	101
Update your status on a social network	11.0	105
Check in with locations	10.3	97
Chat in online forums	9.9	107
Share your GPS location	8.8	106
Rate or review products online	8.8	102
Post videos online	5.9	107
Publish blog, Tumblr, online journal	2.4	106

Social Media Uses*

A few times per week or more

	%	Index
Keep up to date on general news/events	48.4	99
Stay connected with family	48.4	100
Stay connected with personal contacts	47.8	100
Keep up to date on news/events in my industry	24.7	103
Stay connected with work/professional contacts	15.2	105

Number of Connections

Across all social media

	%	Index
0-49	37.1	99
50-99	16.4	97
100-149	11.6	95
150-199	7.5	101
200-299	7.9	101
300-399	6.2	106
400-499	3.9	108
500-1000	5.3	105
More than 1000	4.0	108

Social Media Access

Typically use



Mobile

	%	Index
Morning	59.4	103
Afternoon	57.0	102
Dinner Time	40.4	104
Evening	53.7	103
Late Night	36.4	103



Tablet

	%	Index
Morning	25.4	100
Afternoon	22.6	99
Dinner Time	16.3	100
Evening	32.2	103
Late Night	19.9	100



Laptop

	%	Index
Morning	34.7	99
Afternoon	35.1	103
Dinner Time	19.9	104
Evening	41.5	102
Late Night	19.5	101



Desktop

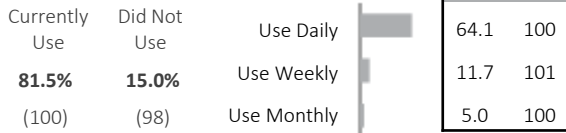
	%	Index
Morning	28.0	100
Afternoon	25.3	102
Dinner Time	12.7	98
Evening	25.4	103
Late Night	12.3	101

Social Media Usage

Facebook



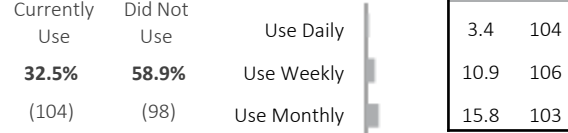
Frequency of Use
[Past Year]



LinkedIn



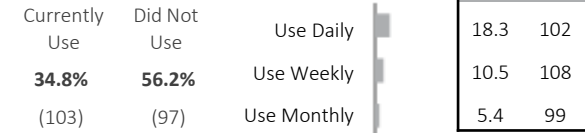
Frequency of Use
[Past Year]



Instagram



Frequency of Use
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	59.7	100
Comment/Like other users' posts	50.7	100
Use Messenger	46.6	100
Watch videos	39.4	101
Post photos	14.9	102
Watch live videos	13.6	101
Update my status	12.1	104
Like or become a fan of a page	10.8	101
Click on an ad	9.1	100
Post videos	5.2	103
Create a Facebook group or fan page	2.9	106
Give to a Facebook fundraiser (!)	1.6	123
Create a Facebook fundraiser (!)	1.2	133

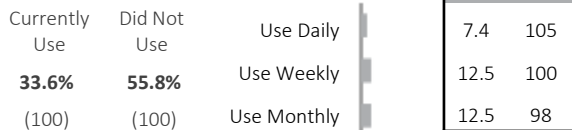
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	4.6	101
View a job posting	3.0	95
Watch videos	2.5	105
Search and review other profiles	2.0	108
Comment on content	1.7	99
Post an article, video or picture (!)	1.4	106
Click on an ad (!)	1.4	110
Create a connection	1.3	117
Update your profile information	1.2	104
Join a LinkedIn group (!)	0.9	115
Participate in LinkedIn forums (!)	0.9	126
Request a recommendation (!)	0.8	129

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	23.9	104
Like photos/videos	20.4	106
Comment on photos/videos	12.5	105
Watch live videos	9.2	102
Send direct messages	8.5	106
Post photos/videos	7.2	108
View a brand's page	6.2	111
Click on ads	4.5	107
Watch IGTV videos	2.7	108

Pinterest



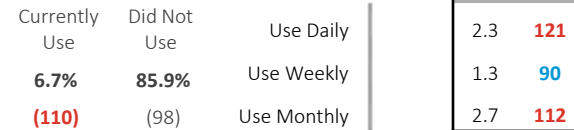
Frequency of Use
[Past Year]



Reddit



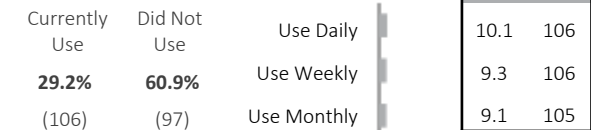
Frequency of Use
[Past Year]



WhatsApp



Frequency of Use
[Past Year]



Participate In* (at least a few times per month)	% Comp	Index
View content	4.8	115
Follow specific Subreddits	2.6	113
Vote on content	2.0	112
Post content	1.0	103

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	14.8	108
Send/receive images	12.6	108
Use group chats	7.1	115
Use voice calls	5.4	106
Send/receive documents and files	4.2	102

Social Media Usage

Twitter



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
	Use Daily		8.9	101
24.2%	Use Weekly		8.6	101
(103)	Use Monthly		6.0	112

YouTube



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
	Use Daily		23.7	99
72.0%	Use Weekly		30.4	101
(100)	Use Monthly		17.2	100

Snapchat



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
	Use Daily		4.7	108
12.0%	Use Weekly		2.7	109
(105)	Use Monthly		4.2	100

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	14.1	101
Watch videos	6.8	100
Tweet	6.0	104
Retweet	4.9	103
Share a link to a blog post or article of interest	4.6	109
Respond to tweets	4.6	104
Send or receive direct messages	4.5	101
Watch live videos	3.9	94
Follow users who follow you	3.2	99
Actively follow new users	2.8	101
Click on an ad	1.8	106

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	43.0	102
Like or dislike videos	11.5	102
Watch live videos	10.1	106
Leave comment or post response on video	5.6	106
Share videos	5.3	96
Click on an ad	4.6	100
Embed a video on a web page or blog	2.9	115
Create and post a video	2.8	102

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	6.1	110
Send photos/videos	4.8	111
Send direct text messages	4.6	107
Use filters or effects	3.4	114
Read Snapchat discover/News	3.3	106
Use group chat	2.7	122
View a brand's snaps	2.0	109
Use video chat	1.7	122
View ads	1.6	117

Audio Podcasts



Currently Use	Did Not Use
23.3%	62.2%
(102)	(98)

Frequency of Use
[Past Year]

	%	Index
Use Daily	4.5	100
Use Weekly	10.8	107
Use Monthly	7.3	98

Participate In* (at least a few times per week)	% Comp	Index
Listen to a news podcast	4.6	94
Listen to another genre of podcast	4.3	100
Listen to an educational podcast	3.7	100
Listen to a business podcast	3.0	98
Listen to a comedy podcast	2.8	98
Subscribe to another genre of podcast	2.2	118
Subscribe to a educational podcast	1.9	114
Listen to a technology focused podcast	1.6	118
Listen to a sports podcast	1.3	103
Subscribe to a news podcast	1.3	104
Subscribe to a sports podcast**	1.1	115
Subscribe to a business podcast (!)	1.0	113
Subscribe to a comedy podcast (!)	0.9	113
Subscribe to a technology podcast (!)	0.8	124

Other Social Media Platforms



Tinder

Currently Use	Did Not Use
2.3%	95.3%
(108)	(100)



Tik Tok

Currently Use	Did Not Use
1.4%	96.9%
(95)	(100)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	1.0	111
Use Weekly (!)	0.7	141