

Overview

- Of the 67 PRIZM Clusters identified in Canada, South Asian Society rank 1st for the Custom Surrey target area created using Regional District Okanagan Similkameen (RDOS) visitor origin FSA's
- South Asian Society make up 50,659 households, or 29% of the total Households in the Custom Surrey target area (174,317)
- The Median Household Maintainer Age is 49, 66% of couples have children living at home
- Average Household Income of \$103,820 compared to the Custom Surrey target area at \$109,629
- **Top Social Value: Traditional Family** - The belief that society should guard against new definitions of what constitutes a "family" and preserve the traditional, "one man, one woman" definition of the nuclear family. The belief that "family" should be defined by legal formalities or institutional sanction. An unwillingness to accept non-traditional definitions of "family," such as common law and same-sex marriages
- Above Average interest in Visiting Video Arcades/Indoor Amusement Centres and Zoos/Aquariums
- Above average interest in travelling within Canada (Ontario), South Asian Society from the Custom Surrey target area spent an average of \$1,743 on their last vacation
- On average, South Asian Society from the Custom Surrey target area spend 10hrs/week listening to the Radio, 14hrs/week watching TV, 0hr/week reading the Newspaper and 4.1hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day)
- 77% currently use Facebook, 44% use Instagram and 30% use Twitter

Market Sizing



Total Population

Target Group: 194,548 | 35.2%
 Market: 551,929



Total Households

Target Group: 50,659 | 29.1%
 Market: 174,317

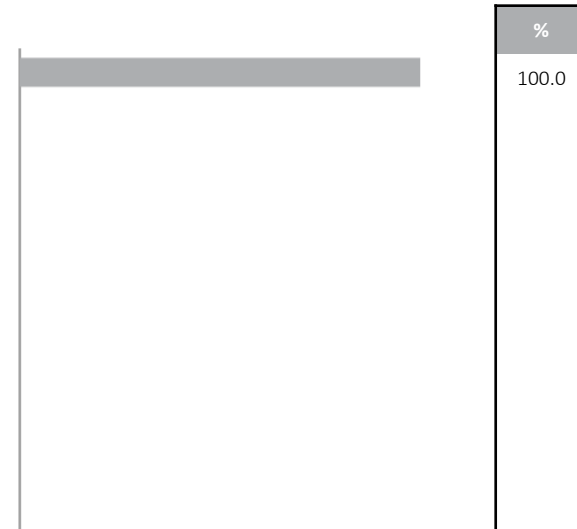
Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Surrey, BC (CY)	87.8	27.5	201	183,889	43.7
Delta, BC (DM)	10.6	16.1	117	38,106	9.0
New Westminster, BC (CY)	1.6	2.6	19	35,751	8.5
Coquitlam, BC (CY)	0.0	0.0	0	55,399	13.2
Port Coquitlam, BC (CY)	0.0	0.0	0	23,113	5.5

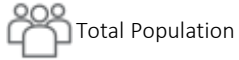
Top PRIZM Segments

% of Target Group Households

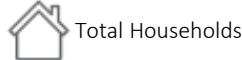
30 - South Asian Society



Demographic Profile



Total Population
Target Group: 194,548 | 35.2%
Market: 551,929

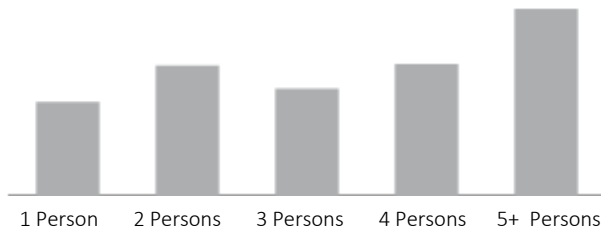


Total Households
Target Group: 50,659 | 29.1%
Market: 174,317

Average Household Income

\$103,820
(95)

Household Size*



Median Household Maintainer Age

49
(96)

%	14.5	20.0	16.5	20.3	28.7
Index	74	74	98	109	159

Marital Status**

58.9%
(100)

Married/Common-Law

Family Composition***

66.0%
(117)

Couples With Kids at Home

Education**

35.2%
(107)

High School Certificate Or Equivalent

Visible Minority Presence*

84.3%
(132)

Belong to a visible minority group

Non-Official Language*

10.8%
(164)

No knowledge of English or French

Immigrant Population*

53.6%
(122)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Introspection & Empathy	162	33	Flexible Families
Traditional Family	151	67	Sexual Permissiveness
Status via Home	143	67	Skepticism Towards Advertising
Rejection of Authority	142	70	Obedience to Authority
North American Dream	140	72	Concern for Appearance

Key Social Values

Traditional Family Index = 151	Racial Fusion Index = 136	Pursuit of Originality Index = 131
National Pride Index = 128	Ecological Fatalism Index = 122	Consumption Evangelism Index = 122
Social Responsibility Index = 118	Legacy Index = 116	Primacy of the Family Index = 116
Social Learning Index = 115	Social Intimacy Index = 114	Confidence in Advertising Index = 110

Sports & Leisure

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

Top 5 Activities Participated*	% Comp	Index
Reading	77.6	96
Volunteer work	55.6	104
Swimming	55.2	96
Home exercise & home workout	51.2	99
Gardening	51.0	92

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	57.0	106
Movies at a theatre/drive-in	44.4	108
Parks & city gardens	36.7	98
Bars & restaurant bars	34.7	94
Concerts - Theatres & halls	31.7	103

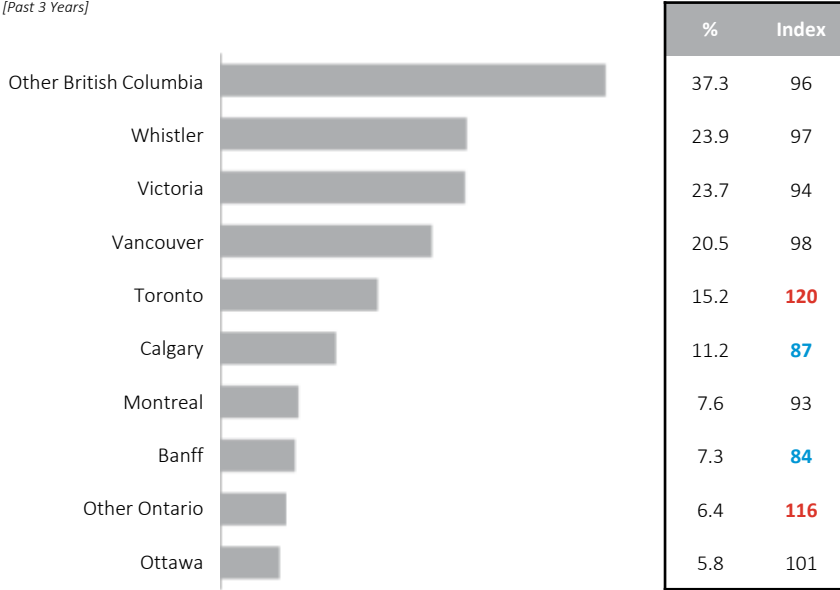
Key Tourism Activities**

Swimming 55.2% (96)	Camping 46.2% (91)	Hiking & backpacking 43.7% (96)	Cycling 40.6% (96)	Parks & city gardens 36.7% (98)	Bars & restaurant bars 34.7% (94)	Video arcades & indoor amusement centres 30.5% (125)	Photography 29.8% (85)
Pilates & yoga 28.4% (105)	Zoos & aquariums 26.6% (127)	National or provincial park 25.9% (91)	Canoeing & kayaking 24.9% (84)	Ice skating 23.7% (95)	Sporting events 21.0% (105)	Fishing & hunting 20.5% (100)	Downhill skiing 18.8% (97)
Golfing 18.5% (85)	Cross country skiing & snowshoeing 17.0% (84)	Specialty movie theatres/IMAX 16.4% (87)	Historical sites 15.8% (101)	Theme parks, waterparks & water slides 10.5% (87)	Hockey 10.2% (85)	Power boating & jet skiing 10.0% (89)	Snowboarding 8.8% (105)
Beer, food & wine festivals 8.3% (74)	Marathon or similar event 7.8% (95)	Adventure sports 7.7% (70)	Curling 6.4% (93)	Music festivals 5.8% (76)	ATV & snowmobiling 4.8% (66)	Film festivals 4.2% (82)	Dinner theatres 2.9% (93)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]



Vacation Booking**

Used [Past 3 Years]

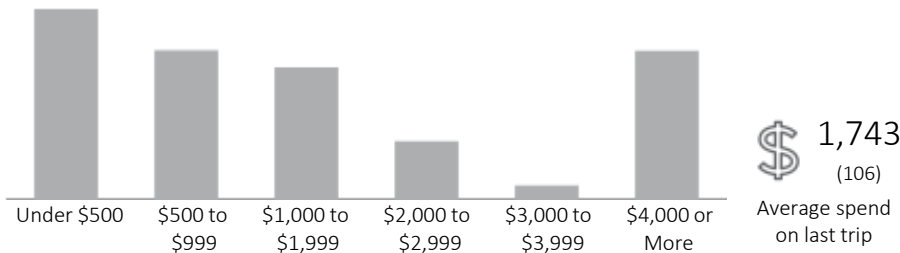


Booked With [Past Year]



Vacation Spending

Spent Last Vacation

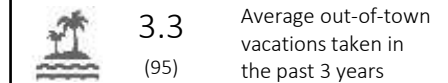


Travel Type & Frequency

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 55.4% (93)	 Friends/relatives 38.8% (99)	 All-inclusive resort 10.5% (65)	 Camping 26.8% (101)	 Motel 18.3% (90)	 Vacation rental by owner 17.1% (92)	 Cottage 6.2% (74)
 B&B 11.5% (89)	 Condo/apartment 8.6% (68)	 Cruise ship 9.3% (84)	 RV/camper 8.9% (82)	 Package tours 1.4% (49)	 Spa resort 2.3% (48)	 Boat 1.2% (66)

Airline Preferences**

Flown [Past Year]

 Air Canada 45.5% (109)	 West Jet 30.3% (91)	 Air Transat 7.6% (114)	 Porter Airlines 0.0% (9)	 Other Canadian 5.4% (101)
 United Airlines 5.1% (76)	 Delta Airlines 5.6% (93)	 American Airlines 2.6% (73)	 Other American 12.2% (106)	
 European Airlines 5.8% (77)	 Asian Airlines 9.1% (122)	 Other Charter 1.4% (81)	 Other 7.1% (93)	

Car Rental*

Rented From [Past Year]

 Enterprise 5.3% (93)	 Budget 4.8% (94)	 Avis 0.8% (47)	 National 0.4% (21)
 Hertz 3.0% (88)	 Discount 0.1% (17)	 U-Haul 0.3% (41)	 Other Rentals 1.1% (50)

Media

Overall Level of Use

Radio



10 hours/week
(91)

Television



861 minutes/week
(89)

Newspaper



0 hours/week
(62)

Magazine



8 minutes/day
(110)

Internet



250 minutes/day
(103)

Top Radio Programs*

Programs [Weekly]

	%	Index
Mainstream Top 40/CHR	35.8	129
News/Talk	28.8	88
Ethnic/Multi-cultural	19.7	204
Adult Contemporary	12.2	71
Hot Adult Contemporary	11.6	94
Modern/Alternative Rock	10.9	91
Today's Country	9.8	86
Classic Hits	8.6	79
Not Classified	7.7	114
Classic Rock	5.8	67

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	45.8	102
Evening local news	28.9	87
Suspense/crime dramas	25.9	100
Primetime serial dramas	24.9	94
Home renovation/decoration shows	23.8	95
News/current affairs	23.7	90
Cooking programs	22.6	95
Other programs	22.5	121
Hockey (when in season)	20.6	88
Situation comedies	19.9	89

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
National News	54.4	105
Local & Regional News	53.3	98
International News & World	44.5	92
Health	35.1	101
Movie & Entertainment	32.9	99
Food	28.4	92
Editorials	23.6	91
Fashion & Lifestyle	22.4	116
Sports	21.3	84
Travel	20.8	82

Top Magazine Publications*

Read [Past Month]

	%	Index
Other U.S. magazines	8.4	88
National Geographic	8.1	124
Other English-Canadian	6.5	77
Cineplex Magazine	4.2	94
Time	3.8	138
Canadian Living	3.6	50
Reader's Digest	3.5	94
Hello! Canada	2.9	85
Air Canada enRoute	2.7	95
People	2.4	64

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	65.3	95
Send/receive a text/instant message	58.3	94
Participate in an online social network	55.4	99
Take pictures/video	53.1	99
Do banking/pay bills online	51.2	99
Use apps	51.0	98
Use maps/directions service	48.1	95
Internet search - business, services, products	45.5	101
Watch free streaming music videos	39.0	118
Access food/recipes content	35.3	108

Top Mobile Activities*

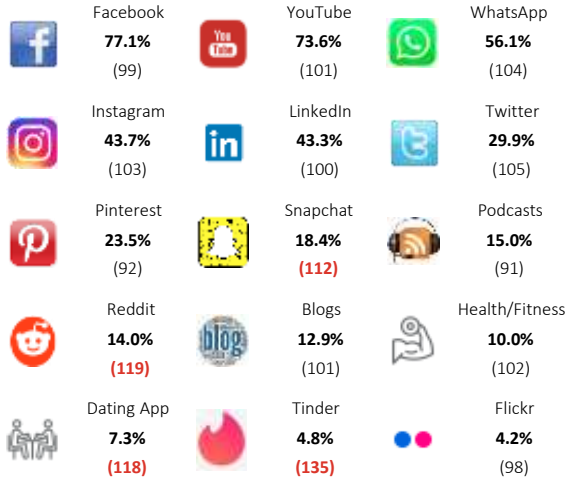
Activity [Past Week]

	%	Index
Send/receive a text/instant message	57.1	96
Take pictures/video	52.5	102
Send/receive email	50.3	101
Use apps	49.7	102
Participate in an online social network	47.9	105
Use maps/directions service	42.7	96
Internet search - business, services, products	30.2	104
Do banking/pay bills online	28.3	104
Access food/recipes content	24.8	128
Watch free streaming music videos	22.5	109

Media

Social Media Platforms

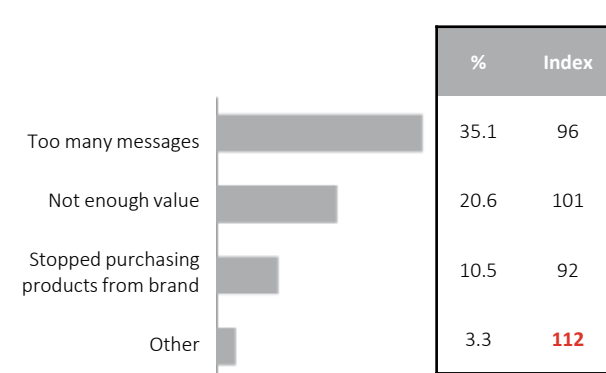
Usage [Currently Use]



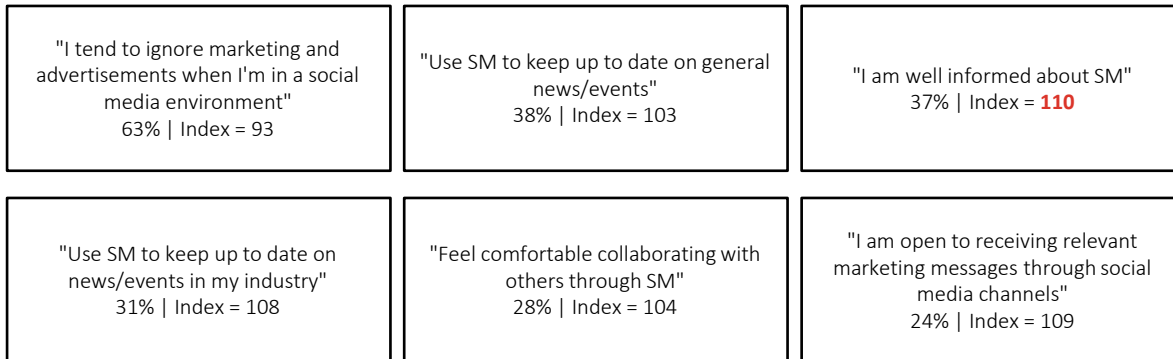
Reasons to Follow Brands



Reasons to Unfollow Brands

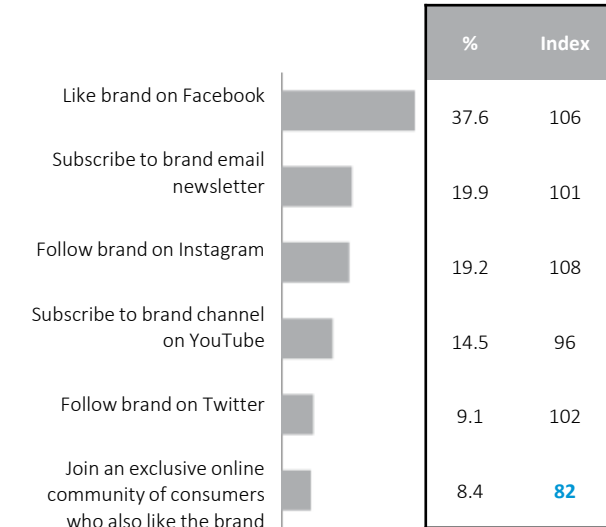


Social Media Attitudes



Actions Taken using Social Media

Variables with Response "Yes"



Product Preferences

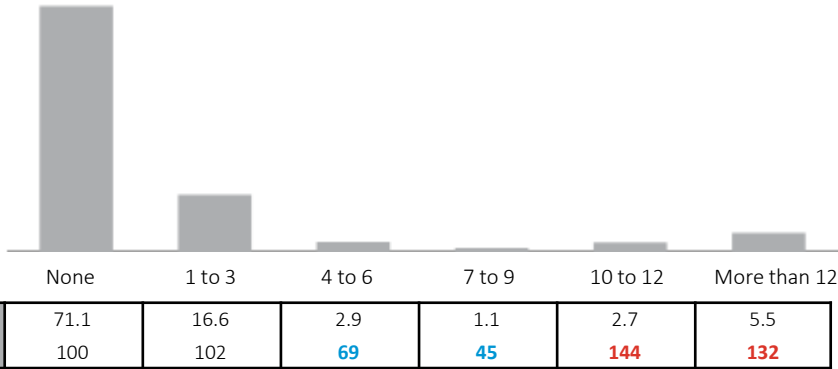
Variables with "Agree" Statements

"I would like to eat healthy foods more often" 74% Index = 99	"I am very concerned about the nutritional content of food products I buy" 69% Index = 105	"I generally achieve what I set out to do" 67% Index = 102	"I have tried a product/service based on a personal recommendation" 64% Index = 93	"I like to cook" 64% Index = 110
"I consider myself to be informed on current events or issues" 58% Index = 99	"I am interested in learning about different cultures" 57% Index = 97	"I make an effort to buy local produce/products" 57% Index = 97	"Family life and having children are most important to me" 57% Index = 99	"I value companies who give back to the community" 57% Index = 94
"I offer recommendations of products/services to other people" 56% Index = 104	"It's important to buy products from socially-responsible/environmentally-friendly companies" 55% Index = 102	"I like to try new and different products" 54% Index = 102	"I like to try new places to eat" 49% Index = 96	"When I shop online I prefer to support Canadian retailers" 46% Index = 100
"Vegetarianism is a healthy option" 46% Index = 125	"Free-trial/product samples can influence my purchase decisions" 41% Index = 97	"I am willing to pay more for eco-friendly products" 36% Index = 106	"I am adventurous/"outdoorsy" 34% Index = 98	"I prefer to shop online for convenience" 33% Index = 102
"I consider myself to be sophisticated" 27% Index = 111	"Staying connected via social media is very important to me" 25% Index = 94	"Advertising is an important source of information to me" 22% Index = 95	"I lead a fairly busy social life" 19% Index = 90	"I enjoy being extravagant/indulgent" 17% Index = 96

Product Preferences

Beer Consumption

Drinks (Past Week)



Drinks

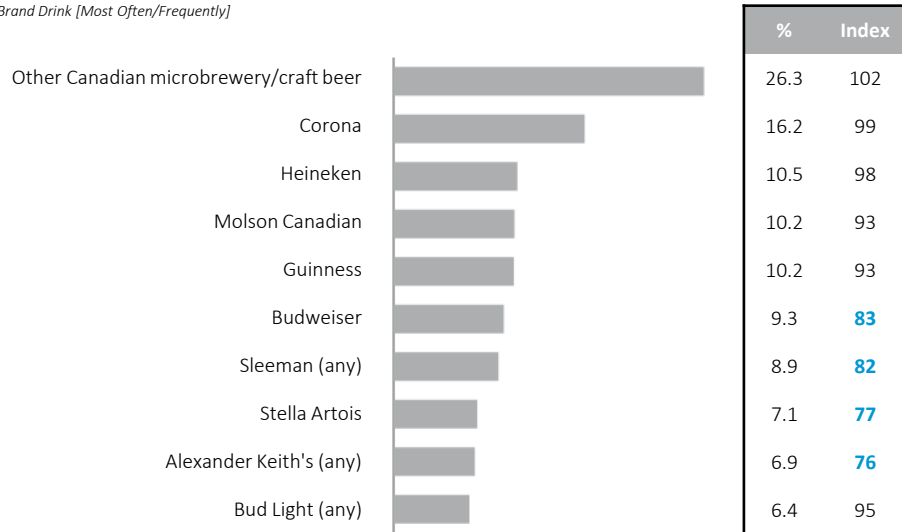
Drank [Past Month]	% Comp	Index
Canadian wine	14.6	82
Liqueurs (any)	8.6	94
Cider	7.8	77

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	10.5	77

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	26.3	102

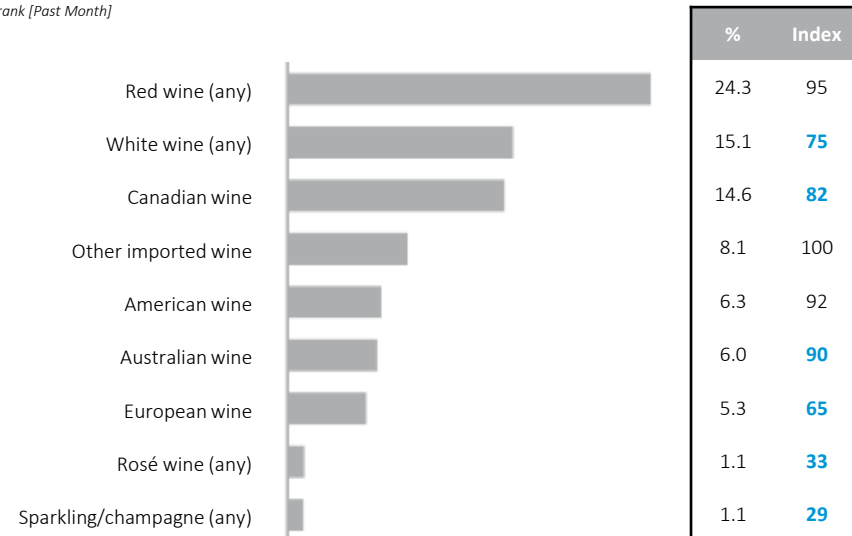
Top 10 Beers*

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	12.6	108	40.1	100	4.8	91
Asian restaurants	14.2	104	38.1	92	8.2	122
Submarine/sandwich restaurants	8.4	102	34.8	99	1.6	55
Breakfast style restaurant	5.8	99	19.0	74	10.9	118
Chicken restaurants	4.9	99	25.8	113	1.8	53
Ice cream/frozen yogurt restaurants	2.3	107	27.1	95	5.3	111
Specialty burger restaurants	5.8	109	20.5	89	5.9	104
Italian restaurants	3.6	102	17.3	80	6.5	94
Steakhouse	0.2	32	18.4	91	11.5	85
Other ethnic restaurants	2.0	69	30.0	97	4.3	71
Mexican/Burrito-style restaurants	3.9	98	27.1	109	6.6	89
Seafood/Fish and Chips restaurants	1.0	60	20.6	96	5.7	72

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	8.9	105	44.6	98	6.9	116
Food court outlets at a shopping mall	9.7	131	39.3	93	5.6	68
Pub restaurants	7.9	104	32.5	89	3.5	88
Formal dine-in restaurants	3.5	81	24.3	86	7.8	95
Fast casual restaurants	7.3	92	31.1	103	2.9	107
Sports bars	3.6	126	9.6	66	2.8	84
Other types	4.9	116	17.1	91	1.9	106

Purchased Organic Food

Done [Past Week]



Organic Fruits and Vegetables
25.6%
(94)



Other Organic Food
14.9%
(98)



Organic Meat
9.6%
(95)



Product Preferences

Demographics



Rent
37.3%
(125)



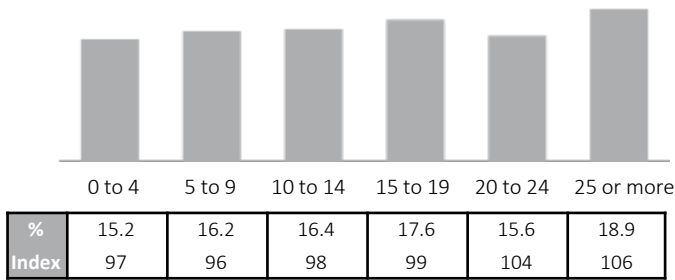
Own
62.7%
(89)

Age of Children at Home



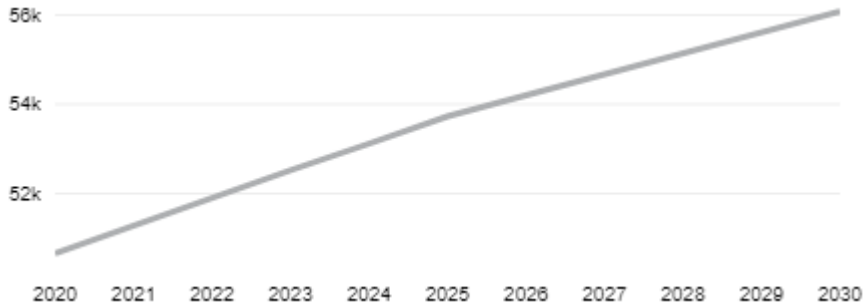
Households with
Children at Home

58.0%
(112)



Demographic Trends

Household Projections

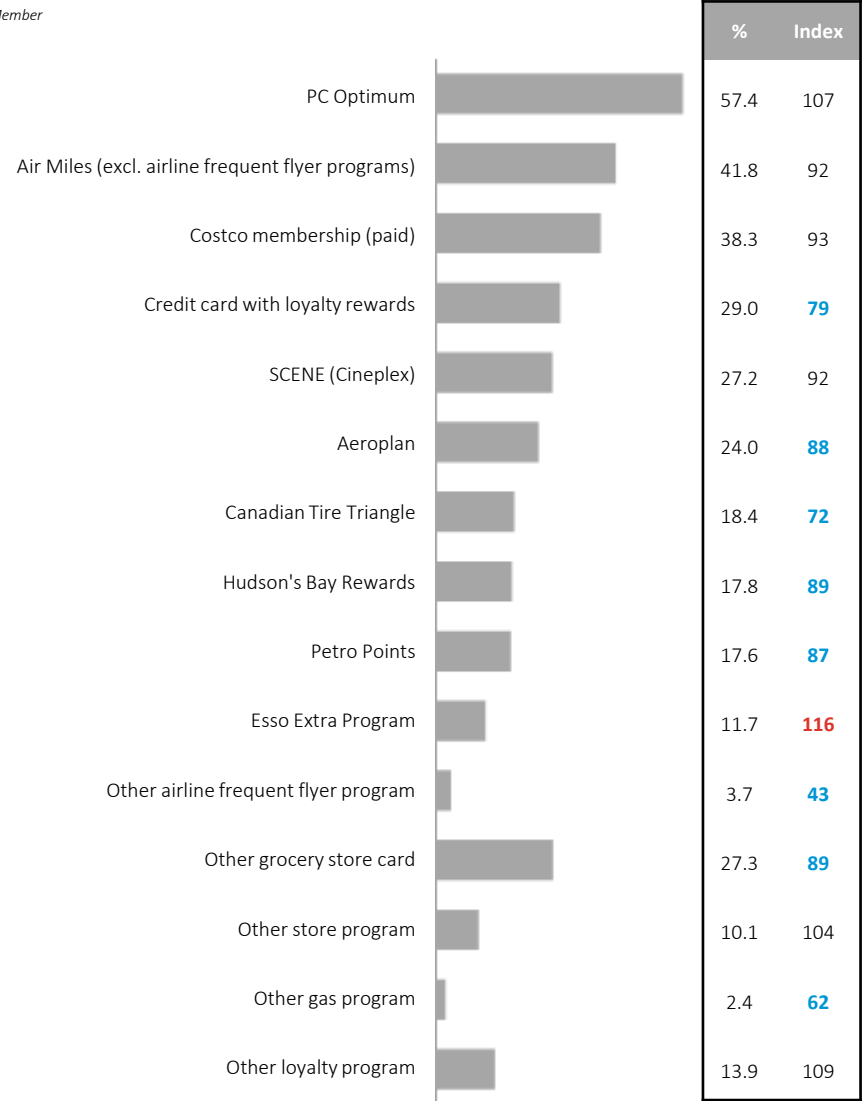


	2020	2023	2025	2030
Count	50,659	52,523	53,729	56,081
% Change	-	3.7	6.1	10.7
Index	-	93	94	89

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

Loyalty Programs*

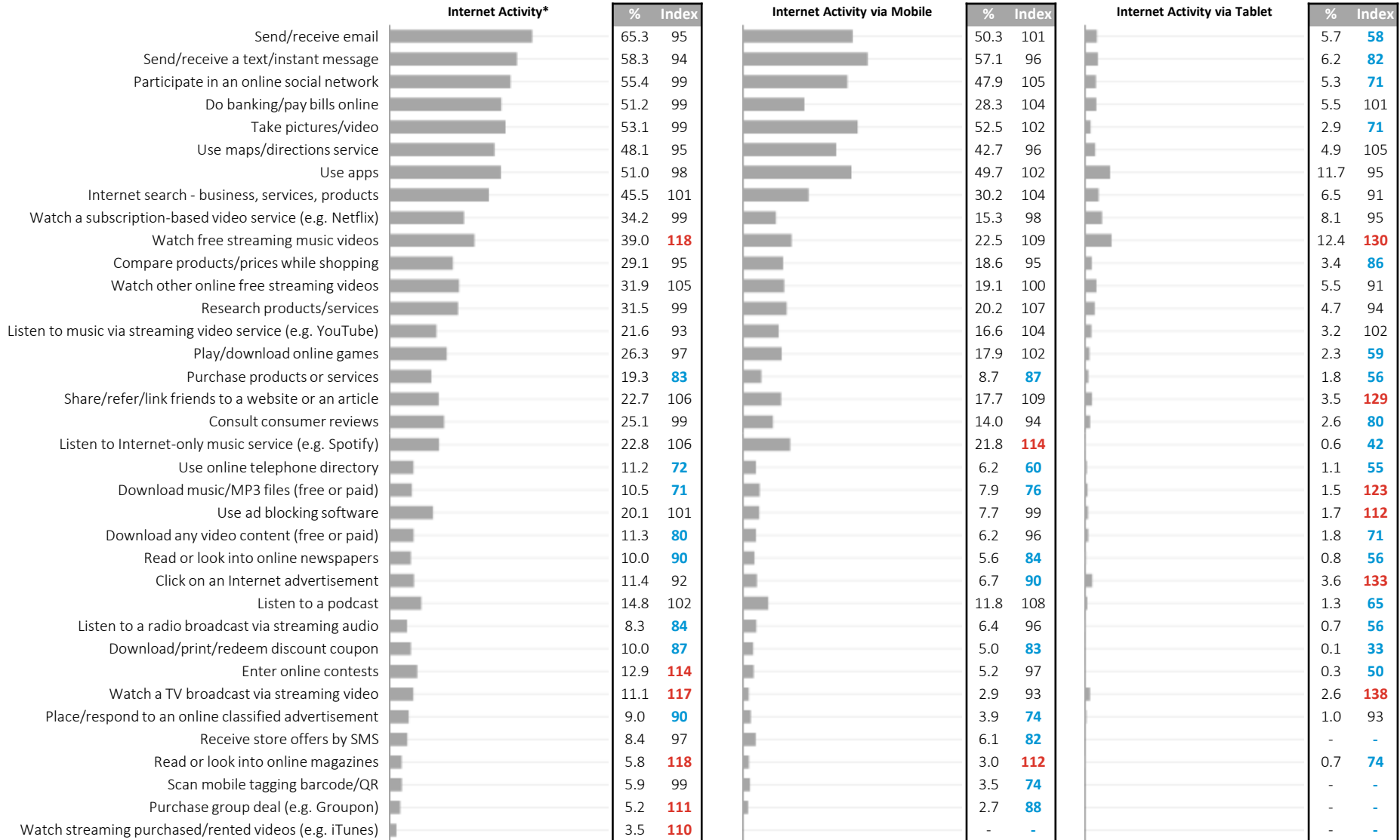
Member



*Ranked by percent composition and based on Household Population 12+ Based on Households

Internet Activity

Activity [Past Week]



Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	30.6	91	17.4	84	8.0	106
Access food/recipes content	35.3	108	24.8	128	3.0	68
Access health-related content	16.3	93	10.4	100	2.2	81
Access professional sports content	6.1	58	4.1	49	1.0	55
Access restaurant guides/reviews	15.7	98	13.7	106	0.9	49
Access travel content	11.5	80	8.4	90	1.2	45
Access real estate listings/sites	7.9	66	4.4	72	1.2	53
Access a radio station's website	9.8	87	4.0	82	0.9	48
Access home decor-related content	5.5	77	3.1	87	0.7	44
Access a TV station's website	6.4	84	1.2	53	0.4	48
Access celebrity gossip content	5.1	76	3.9	74	0.3	52
Access fashion or beauty-related content	10.9	105	8.9	111	1.2	85
Access automotive news/content	2.7	50	1.8	51	0.1	31

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Coupons	37.9	105
Flyers inserted into a community newspaper	36.7	97
Flyers delivered to the door or in the mail	34.2	92
Apps/online flyers	29.9	107
General information from the Internet/websites	28.0	90
Direct email offers	27.2	111
Flyers inserted into a daily newspaper	24.5	111
Local store catalogues	13.7	72
Mail order	5.0	68
Yellow Pages (print)	1.2	45
Yellow Pages (online)	1.0	103

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
On bus exteriors	24.5	98
Billboards	21.9	88
On transit shelters	20.7	105
Digital billboards	19.5	115
Inside shopping malls	17.7	102
On street furniture (e.g. bus benches)	14.6	81
Inside buses	12.9	102
Inside public washrooms	8.7	85
Inside commuter trains	8.3	104
On subway/metro platforms	7.5	86
Screens inside elevators	6.7	90
Inside subway/metro cars	6.1	84
Inside movie theaters	5.4	76
Inside airports	4.9	84
On taxis	2.6	82

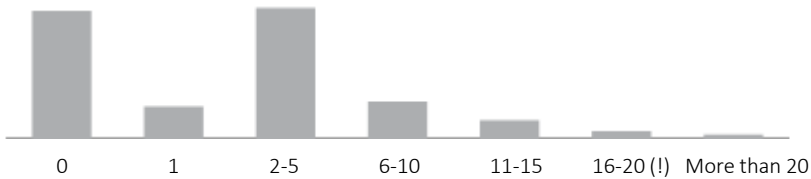
Social Media Usage

Social Media Overview

- 73% of South Asian Society from the Custom Surrey target area spent tend to access social media on their mobile phones during the morning hours, 67% during the afternoon hours
- 11% seek recommendations for Vacation/Travel Information via social media (Average)
- 75% believe that Social media companies should not be allowed to own or share their personal information

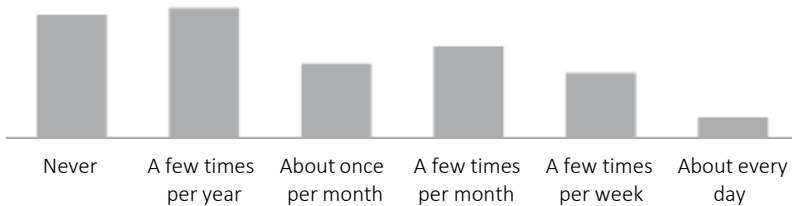
Brand Interaction

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



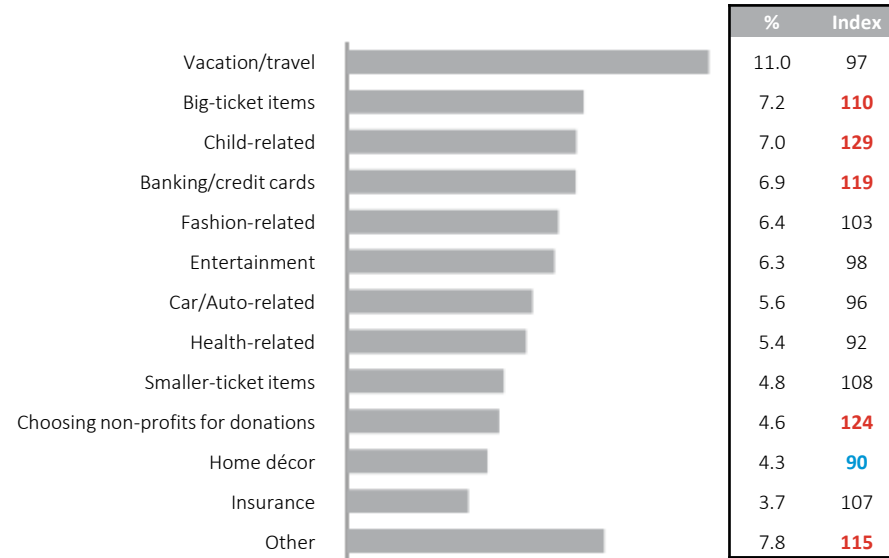
%	35.6	9.0	36.4	10.4	5.3	2.1	1.2
Index	89	128	108	98	116	99	67

Rate or Review Products or Services
[Frequency of Participation]



%	24.3	25.6	14.8	18.1	12.9	4.2
Index	94	91	101	104	124	121

Seek Recommendations via Social Media*



Top Social Media Attitudes**

South Asian Society from the Custom Surrey target area are private about sharing their personal information online

"Social media companies should not be allowed to own or share my personal information"
75% | 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 = 97

"I tend to ignore marketing and advertisements when I'm in a social media environment"
63% | Index = 93

"Use SM to stay connected with personal contacts"
48% | Index = 106

Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
Watch video online	50.5	106
View friends' photos online	50.0	101
Read article comments	46.4	107
Chat in online chats	45.2	107
Read status updates/tweets	43.6	108
Listen to radio or stream music online	42.0	107
Share links with friends and colleagues	33.5	107
Click links in news feeds	29.6	109
Read blogs	19.5	107
Rate or review products online	17.2	124
Update your status on a social network	16.5	122
Post photos online	16.4	109
Share your GPS location	14.8	115
Check in with locations	14.8	112
Play games with others online	13.4	88
Chat in online forums	13.2	113
Post videos online	10.1	129
Comment on articles or blogs	8.5	86
Publish blog, Tumblr, online journal	4.2	91

Social Media Uses*

A few times per week or more

	%	Index
Stay connected with family	47.6	104
Keep up to date on general news/events	46.7	100
Stay connected with personal contacts	45.9	104
Keep up to date on news/events in my industry	30.3	105
Stay connected with work/professional contacts	21.8	104

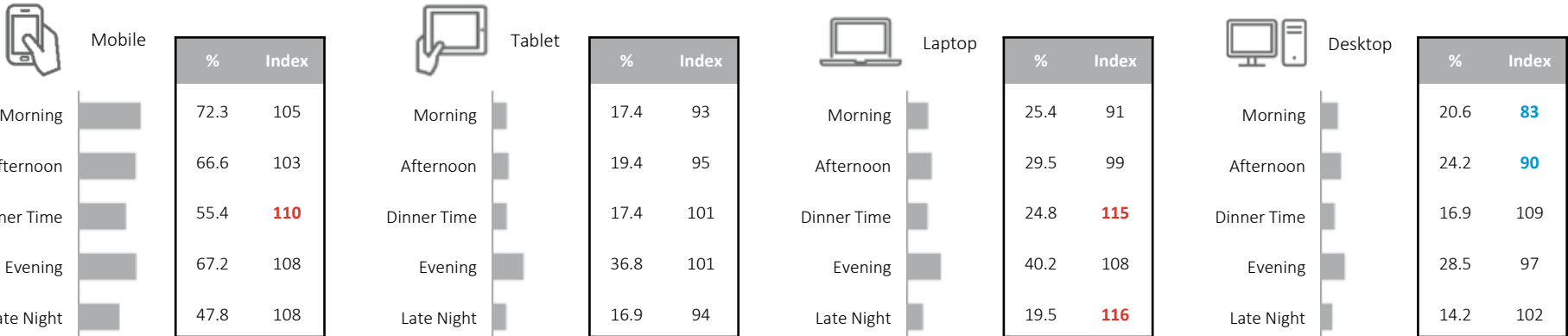
Number of Connections

Across all social media

	%	Index
0-49	32.9	96
50-99	14.8	102
100-149	13.3	106
150-199	8.3	104
200-299	9.9	111
300-399	7.4	115
400-499	3.9	97
500-1000	5.9	82
More than 1000	3.6	89

Social Media Access

Typically use

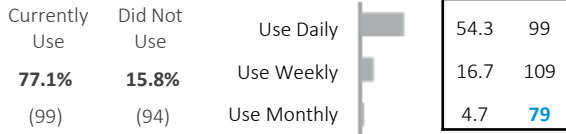


Social Media Usage

Facebook



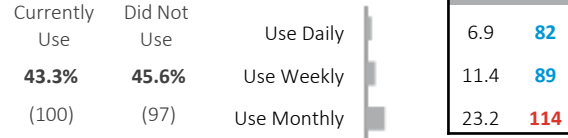
Frequency of Use
[Past Year]



LinkedIn



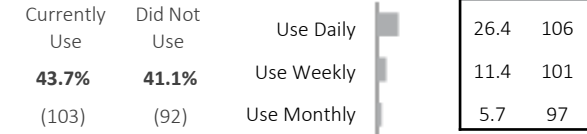
Frequency of Use
[Past Year]



Instagram



Frequency of Use
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	57.2	104
Comment/Like other users' posts	46.3	106
Use Messenger	40.5	104
Watch videos	40.0	107
Watch live videos	20.5	114
Update my status	17.8	120
Like or become a fan of a page	15.5	114
Post photos	13.5	103
Click on an ad	11.7	109
Post videos	9.8	130
Create a Facebook group or fan page	6.6	122
Give to a Facebook fundraiser (!)	4.8	128
Create a Facebook fundraiser (!)	3.8	122

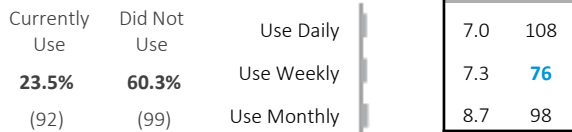
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	10.9	112
View a job posting	9.7	124
Search and review other profiles	8.0	121
Watch videos	7.5	116
Create a connection	7.4	118
Comment on content	4.7	107
Update your profile information	3.6	105
Post an article, video or picture (!)	3.6	113
Join a LinkedIn group (!)	3.5	118
Participate in LinkedIn forums (!)	3.4	117
Request a recommendation (!)	3.0	126
Click on an ad (!)	2.6	84

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	34.9	110
Like photos/videos	26.5	105
Send direct messages	17.1	118
Comment on photos/videos	16.9	108
Watch live videos	16.5	113
Post photos/videos	12.1	117
View a brand's page	8.1	99
Watch IGTV videos	8.0	117
Click on ads	5.5	98

Pinterest



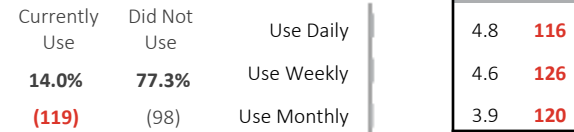
Frequency of Use
[Past Year]



Reddit



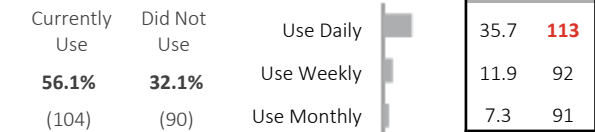
Frequency of Use
[Past Year]



WhatsApp



Frequency of Use
[Past Year]



Participate In* (at least a few times per month)	% Comp	Index
View content	10.2	120
Follow specific Subreddits	6.2	124
Vote on content	6.1	116
Post content	5.4	144

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	43.3	111
Send/receive images	40.1	113
Use group chats	32.1	116
Send/receive documents and files	22.8	121
Use voice calls	22.0	125

Social Media Usage

Twitter



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
29.9% (105)	53.3% (92)	Use Daily	11.9	98
		Use Weekly	11.8	127
		Use Monthly	5.0	84

YouTube



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
73.6% (101)	14.4% (95)	Use Daily	36.1	110
		Use Weekly	28.7	101
		Use Monthly	7.0	68

Snapchat



Frequency of Use
[Past Year]

Currently Use	Did Not Use		%	Index
18.4% (112)	68.3% (94)	Use Daily	9.3	139
		Use Weekly	5.3	101
		Use Monthly	3.4	85

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	15.6	97
Watch videos	8.5	89
Tweet	7.1	106
Respond to tweets	7.0	116
Retweet	6.9	113
Follow users who follow you	6.5	117
Send or receive direct messages	6.3	106
Watch live videos	5.8	102
Actively follow new users	5.5	107
Share a link to a blog post or article of interest	3.7	77
Click on an ad	2.0	69

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	55.5	109
Like or dislike videos	19.8	122
Watch live videos	17.6	117
Share videos	13.5	123
Click on an ad	9.9	117
Leave comment or post response on video	8.6	119
Embed a video on a web page or blog	7.6	123
Create and post a video	5.0	126

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	11.4	134
Send direct text messages	10.4	133
Send photos/videos	7.9	131
Use filters or effects	7.7	130
Read Snapchat discover/News	7.3	130
Use group chat	5.9	121
View a brand's snaps	5.2	135
Use video chat	4.7	140
View ads	3.9	131

Audio Podcasts



Currently Use	Did Not Use
15.0% (91)	67.5% (103)

Frequency of Use
[Past Year]

	%	Index
Use Daily	5.3	95
Use Weekly	3.3	65
Use Monthly	6.0	115

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	4.4	91
Listen to a news podcast	4.0	95
Listen to an educational podcast	3.6	97
Subscribe to another genre of podcast	3.4	107
Listen to a sports podcast	2.9	110
Subscribe to a sports podcast**	2.3	99
Listen to a technology focused podcast	2.3	101
Subscribe to a news podcast	1.9	97
Listen to a business podcast	1.9	70
Subscribe to an educational podcast	1.5	74
Listen to a comedy podcast	1.4	65
Subscribe to a comedy podcast (!)	1.3	79
Subscribe to a technology podcast (!)	1.3	76
Subscribe to a business podcast (!)	1.2	79

Other Social Media Platforms



Tinder

Currently Use	Did Not Use
4.8% (135)	89.6% (97)



Tik Tok

Currently Use	Did Not Use
2.6% (127)	91.4% (99)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	1.9	120
Use Weekly (!)	1.1	151