

Overview

Of the 67 PRIZM Clusters identified in Canada, Suburban Sports rank **1st**, making up **122,632** households, or **6.1%** of the total Households in British Columbia (2,018,734).

The Median Household Maintainer Age is **52**, **47.1%** of couples have children living at home (Above Average).

Above Average Household Income of **\$127,861** compared to BC at \$113,574.

Top 3 Social Values: Rejection of Orderliness, Need for Escape, and Racial Fusion.

Top Tourism Activities: Swimming, Camping, and Hiking/Backpacking. **Above Average** interest in Cycling, Visiting National/Provincial Parks, and Golfing.

Above Average interest for travelling within Canada (Above Average for Vancouver, Banff, and Jasper), Suburban Sports from British Columbia spent an average of **\$1,566** (Average) on their last vacation.

76.8% currently use Facebook, **36.9%** use Instagram, **24.6%** use Twitter, and **69.3%** use YouTube.

Market Sizing



Total Population

Target Group: 362,405 | 7.1%
Market: 5,102,265



Total Households

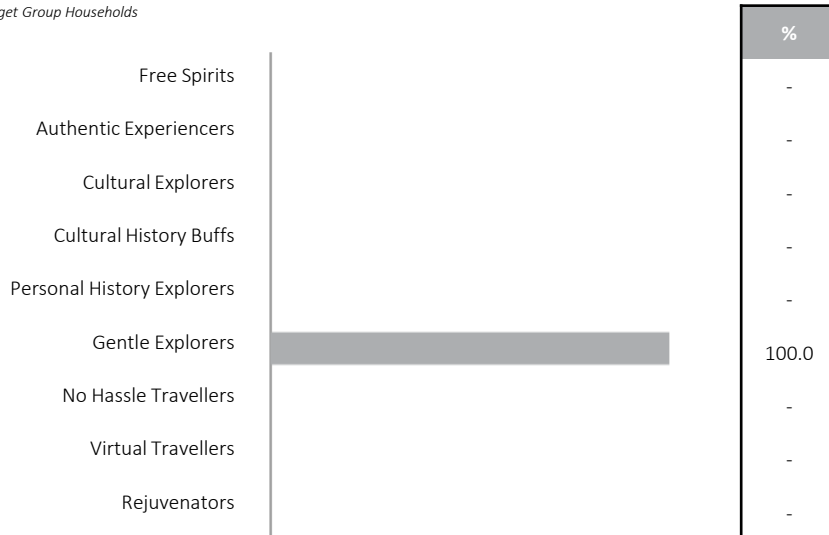
Target Group: 122,632 | 6.1%
Market: 2,018,734

Top Geographic Markets

Census Subdivision	Target Group			Market	
	% of Group	% of Market	Index	HH Count	% of Market
Abbotsford, BC (CY)	8.5	20.0	330	52,233	2.6
Surrey, BC (CY)	7.3	4.9	81	181,001	9.0
Langley, BC (DM)	6.7	18.0	296	45,647	2.3
Maple Ridge, BC (CY)	6.4	24.3	400	32,426	1.6
Mission, BC (DM)	4.6	39.0	641	14,514	0.7
Prince George, BC (CY)	4.2	15.9	261	32,424	1.6
Nanaimo, BC (CY)	4.2	12.1	199	42,228	2.1
Kelowna, BC (CY)	4.1	8.4	138	60,470	3.0
Langford, BC (CY)	3.8	28.5	469	16,447	0.8
Kamloops, BC (CY)	3.4	10.4	171	39,686	2.0

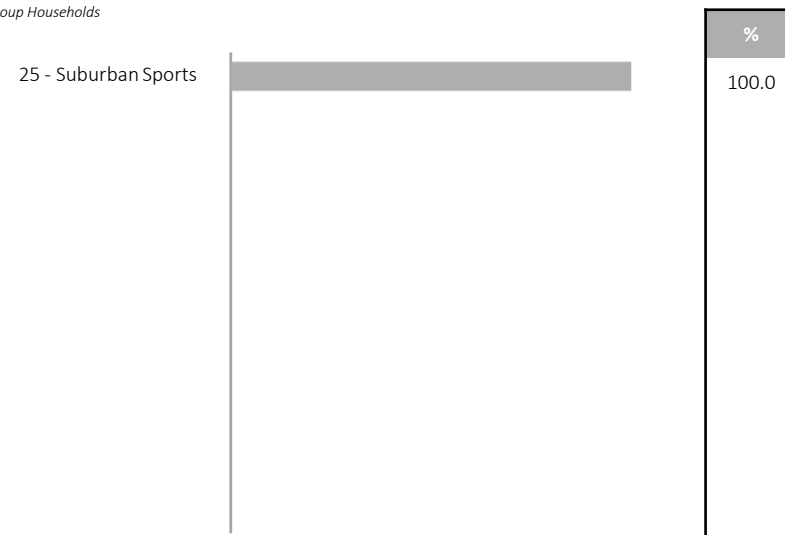
EQ Segments

% of Target Group Households

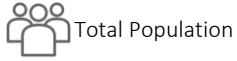


Top PRIZM Segments

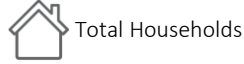
% of Target Group Households



Demographic Profile



Total Population
Target Group: 362,405 | 7.1%
Market: 5,102,265

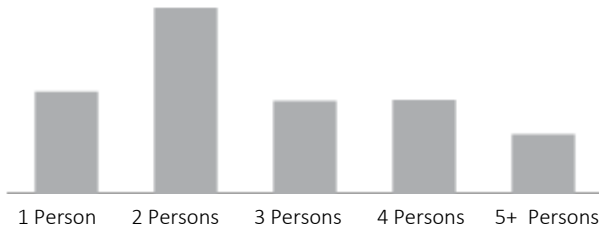


Total Households
Target Group: 122,632 | 6.1%
Market: 2,018,734

Average Household Income

\$127,861
(113)

Household Size*



Median Household Maintainer Age

52
(97)

Marital Status**

61.1%
(107)

Married/Common-Law

Family Composition***

47.1%
(113)

Couples With Kids at Home

Education**

32.9%
(112)

High School Certificate Or Equivalent

Visible Minority Presence*

16.6%
(51)

Belong to a visible minority group

Non-Official Language*

1.2%
(35)

No knowledge of English or French

Immigrant Population*

16.2%
(57)

Born outside Canada

Psychographics**

Strong Values

Weak Values

Rejection of Orderliness	130	66	Ostentatious Consumption
Need for Escape	129	69	Sexism
Racial Fusion	121	71	Need for Status Recognition
National Pride	118	72	Pursuit of Novelty
Technology Anxiety	115	76	Status via Home

Key Social Values

Need for Escape Index = 129	Racial Fusion Index = 121	National Pride Index = 118
Flexible Families Index = 113	Emotional Control Index = 112	Work Ethic Index = 112
Brand Apathy Index = 110	Legacy Index = 109	Attraction to Nature Index = 108
Ethical Consumerism Index = 107	Social Intimacy Index = 105	Primacy of the Family Index = 103

































Sports & Leisure

Occasionally/Regularly Participate or Attended/Visited [Past Year]

Top 5 Activities Participated*	% Comp	Index
Reading	84.8	101
Gardening	60.7	102
Swimming	55.5	106
Camping	55.4	110
Home exercise & home workout	55.2	102

Top 5 Activities Attended*	% Comp	Index
Exhibitions, carnivals, fairs & markets	47.0	90
Parks & city gardens	43.2	100
Movies at a theatre/drive-in	38.6	105
Bars & restaurant bars	33.9	92
National or provincial park	33.0	114

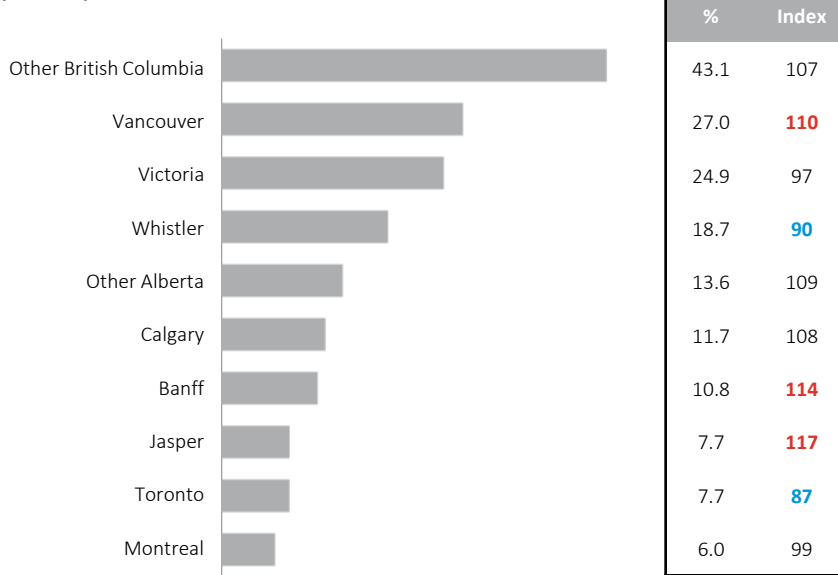
Key Tourism Activities**

Swimming  55.5% (106)	Camping  55.4% (110)	Hiking & backpacking  52.4% (105)	Cycling  52.4% (114)	Parks & city gardens  43.2% (100)	Photography  40.0% (102)	Canoeing & kayaking  37.1% (105)	Bars & restaurant bars  33.9% (92)
National or provincial park  33.0% (114)	Golfing  32.4% (122)	Fishing & hunting  28.7% (117)	Ice skating  27.8% (123)	Cross country skiing & snowshoeing  27.3% (111)	Pilates & yoga  23.1% (101)	Downhill skiing  21.0% (110)	Specialty movie theatres/IMAX  20.6% (98)
Historical sites  20.6% (106)	Sporting events  19.5% (114)	Zoos & aquariums  17.8% (110)	Theme parks, waterparks & water slides  15.2% (125)	Video arcades & indoor amusement centres  14.9% (97)	Power boating & jet skiing  13.8% (113)	Hockey  12.8% (111)	ATV & snowmobiling  12.1% (100)
Adventure sports  10.9% (92)	Beer, food & wine festivals  10.8% (97)	Music festivals  9.3% (111)	Curling  7.6% (97)	Snowboarding  7.4% (88)	Marathon or similar event  5.7% (103)	Inline skating  5.5% (123)	Film festivals  4.5% (72)

Travel Profile

Top Canadian Destinations*

Visited [Past 3 Years]



Vacation Booking*

Used [Past 3 Years]

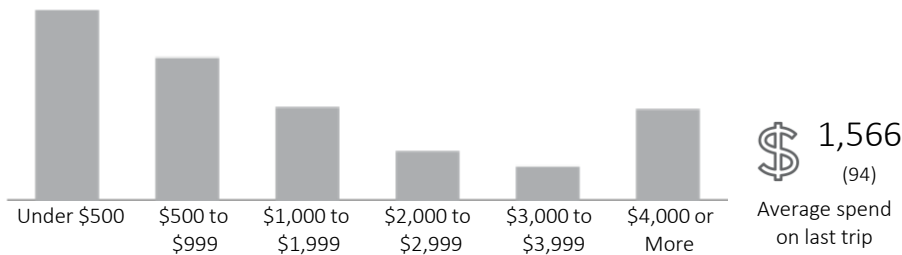


Booked With [Past Year]**



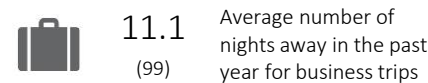
Vacation Spending

Spent Last Vacation

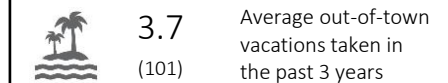


Travel Type & Frequency

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 55.7% (98)	 Friends/relatives 43.5% (102)	 All-inclusive resort 17.4% (111)	 Camping 27.3% (114)	 Vacation rental by owner 22.9% (96)	 Motel 21.4% (109)	 Cottage 9.7% (103)
 B&B 13.1% (95)	 Condo/apartment 12.1% (95)	 RV/camper 14.9% (117)	 Cruise ship 10.6% (94)	 Package tours 4.9% (99)	 Spa resort 5.9% (107)	 Boat 3.3% (89)









Airline Preferences**

Flown [Past Year]

 Air Canada 33.6% (92)	 West Jet 29.2% (97)	 Air Transat 7.6% (122)	 Porter Airlines 0.1% (114)	 Other Canadian 5.8% (103)
 Delta Airlines 5.5% (102)	 United Airlines 6.8% (109)	 American Airlines 5.3% (123)	 Other American 9.9% (122)	
 European Airlines 7.0% (92)	 Asian Airlines 5.4% (86)	 Other Charter 2.7% (128)	 Other 6.5% (93)	

Car Rental*

Rented From [Past Year]

 Enterprise 6.3% (125)	 Budget 5.7% (145)	 Avis 2.4% (113)	 U-Haul 2.1% (140)
 Hertz 2.9% (130)	 National (!) 3.6% (124)	 Discount (!) 0.9% (97)	 Other Rentals 5.1% (139)

Media

Overall Level of Use

Radio



12 hours/week
(104)

Television



1,175 minutes/week
(100)

Newspaper



1 hours/week
(76)

Magazine



8 minutes/day
(97)

Internet



235 minutes/day
(99)

Top Radio Programs*

Programs [Weekly]

	%	Index
News/Talk	33.0	93
Adult Contemporary	22.4	115
Classic Hits	15.0	111
Today's Country	14.1	152
Multi/Variety/Specialty	13.3	91
Classic Rock	12.1	124
Mainstream Top 40/CHR	12.1	97
Modern/Alternative Rock	8.7	99
Not Classified	7.5	103
Hot Adult Contemporary	7.3	91

Top Television Programs*

Programs [Average Week]

	%	Index
Movies	44.1	101
Evening local news	41.9	101
News/current affairs	34.8	108
Primetime serial dramas	30.0	100
Suspense/crime dramas	28.9	99
Documentaries	26.1	105
Home renovation/decoration shows	24.0	104
Morning local news	23.6	104
Situation comedies	23.5	106
Hockey (when in season)	22.3	103

Top Newspaper Sections*

Frequency Read [Occasionally/Frequently]

	%	Index
Local & Regional News	56.0	99
National News	50.8	95
International News & World	47.6	92
Health	29.4	87
Editorials	28.8	93
Movie & Entertainment	28.6	94
Food	24.1	83
Sports	22.5	93
Business & Financial	22.5	90
Travel	22.0	88

Top Magazine Publications*

Read [Past Month]

	%	Index
Other English-Canadian	9.5	93
Other U.S. magazines	9.0	93
Maclean's	7.2	108
National Geographic	6.9	115
Canadian Living	6.5	108
Reader's Digest	6.2	115
People	5.6	136
Chatelaine (English edition)	4.1	120
Cineplex Magazine	3.9	117
Canadian Geographic	3.8	118

Top Internet Activities*

Activity [Past Week]

	%	Index
Send/receive email	69.7	101
Send/receive a text/instant message	64.7	105
Participate in an online social network	57.9	107
Do banking/pay bills online	51.1	101
Use maps/directions service	49.2	99
Take pictures/video	48.5	99
Use apps	46.0	98
Access a news site	42.9	101
Internet search - business, services, products	42.5	93
Watch a subscription-based video service	39.6	108

Top Mobile Activities*

Activity [Past Week]

	%	Index
Send/receive a text/instant message	60.3	106
Send/receive email	46.7	101
Take pictures/video	45.2	99
Use apps	40.9	96
Use maps/directions service	40.0	99
Participate in an online social network	38.2	101
Access a news site	25.6	95
Internet search - business, services, products	23.8	83
Do banking/pay bills online	22.2	98
Watch free streaming music videos	21.1	108

Media

Social Media Platforms

Usage [Currently Use]

	Facebook 76.8% (100)		YouTube 69.3% (96)		WhatsApp 37.2% (81)
	Instagram 36.9% (95)		LinkedIn 33.9% (91)		Pinterest 29.6% (113)
	Twitter 24.6% (94)		Podcasts 18.4% (98)		Snapchat 10.8% (102)
	Blogs 10.1% (93)		Health/Fitness 9.4% (90)		Reddit 8.7% (74)
	TikTok 5.0% (83)		Dating App 3.5% (75)		Flickr 2.8% (73)
	Tinder 2.1% (82)				

Reasons to Follow Brands

	%	Index
To learn about a brand's products /services	32.9	104
To get coupons and discounts	27.7	96
To enter contests	26.8	101
To be among the first to hear brand news	12.3	94
To provide feedback to the brand	10.2	96
To engage with content	8.3	97
To share brand-related stories with consumers	4.8	89
To make suggestions for new products/services	2.6	63

Reasons to Unfollow Brands

	%	Index
Too many messages	35.0	100
Not enough value	18.7	90
Stopped purchasing products from brand	14.9	95
Other	3.6	96

Actions Taken using Social Media

Variables with Response "Yes"

	%	Index
Like brand on Facebook	32.0	98
Subscribe to brand email newsletter	18.4	99
Follow brand on Instagram	14.1	91
Subscribe to brand channel on YouTube	12.3	93
Join an exclusive online community of consumers who also like the brand	10.3	104
Follow brand on Twitter	7.1	81

Social Media Attitudes

"I tend to ignore marketing and advertisements when I'm in a social media environment" 74% Index = 103	"Use SM to keep up to date on general news/events" 33% Index = 94	"I am well informed about SM" 31% Index = 100
"Feel comfortable collaborating with others through SM" 25% Index = 91	"Use SM to keep up to date on news/events in my industry" 25% Index = 95	"I am open to receiving relevant marketing messages through social media channels" 18% Index = 90

Product Preferences

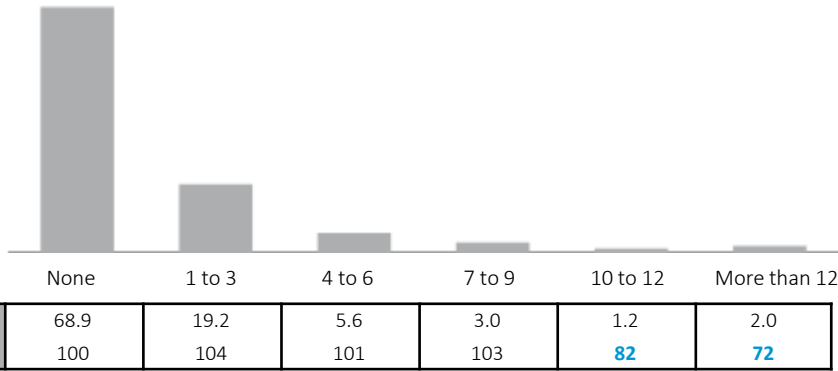
Variables with "Agree" Statements

"I would like to eat healthy foods more often" 75% Index = 101	"I have tried a product/service based on a personal recommendation" 74% Index = 101	"I consider myself to be informed on current events or issues" 72% Index = 102	"I generally achieve what I set out to do" 71% Index = 103	"I value companies who give back to the community" 68% Index = 101
"I am very concerned about the nutritional content of food products I buy" 65% Index = 98	"I make an effort to buy local produce/products" 62% Index = 96	"Family life and having children are most important to me" 61% Index = 108	"I like to cook" 59% Index = 104	"When I shop online I prefer to support Canadian retailers" 59% Index = 104
"I like to try new places to eat" 55% Index = 100	"I am interested in learning about different cultures" 54% Index = 95	"It's important to buy products from socially-responsible/environmentally-friendly companies" 54% Index = 95	"I offer recommendations of products/services to other people" 51% Index = 98	"I like to try new and different products" 47% Index = 98
"I am adventurous/"outdoorsy" 43% Index = 104	"Free-trial/product samples can influence my purchase decisions" 42% Index = 105	"Vegetarianism is a healthy option" 36% Index = 98	"I am willing to pay more for eco-friendly products" 35% Index = 93	"I prefer to shop online for convenience" 32% Index = 102
"Staying connected via social media is very important to me" 30% Index = 109	"Advertising is an important source of information to me" 25% Index = 111	"I lead a fairly busy social life" 25% Index = 95	"I consider myself to be sophisticated" 19% Index = 96	"I enjoy being extravagant/indulgent" 19% Index = 101

Product Preferences

Beer Consumption

Drinks [Past Week]



Drinks

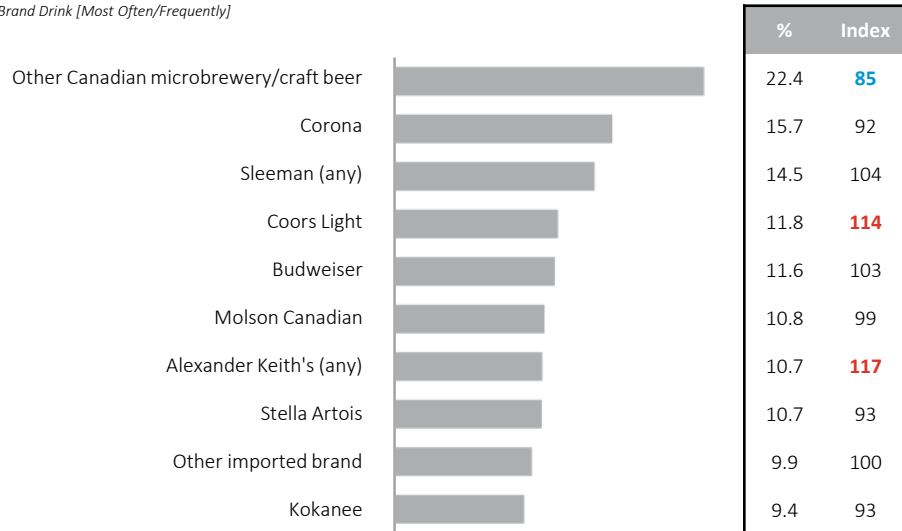
Drank [Past Month]	% Comp	Index
Canadian wine	21.6	100
Liqueurs (any)	11.8	106
Cider	11.7	98

Type Drank [Past Month]	% Comp	Index
Microbrewery/craft beer	16.3	103

Brand of Drink [Most Often/Frequent]	% Comp	Index
Other Canadian microbrewery/craft beer	22.4	85

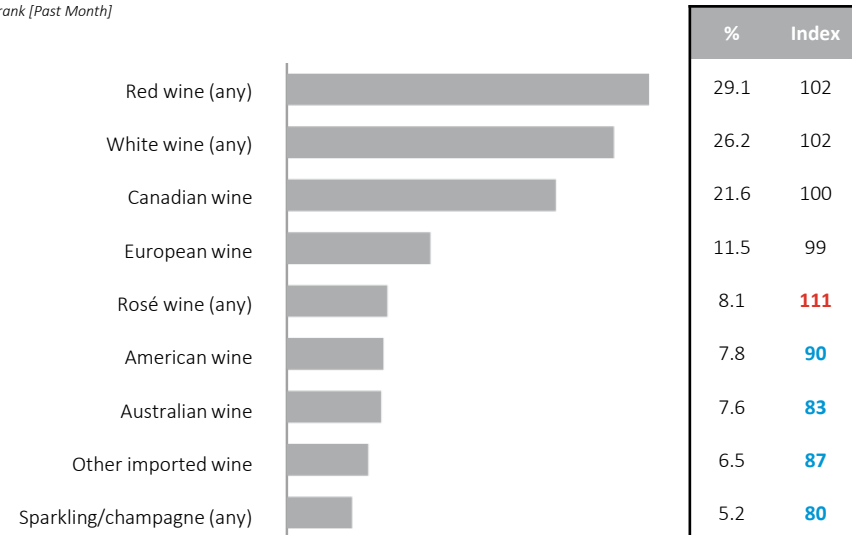
Top 10 Beers*

Brand Drink [Most Often/Frequently]



Wine Details

Drank [Past Month]

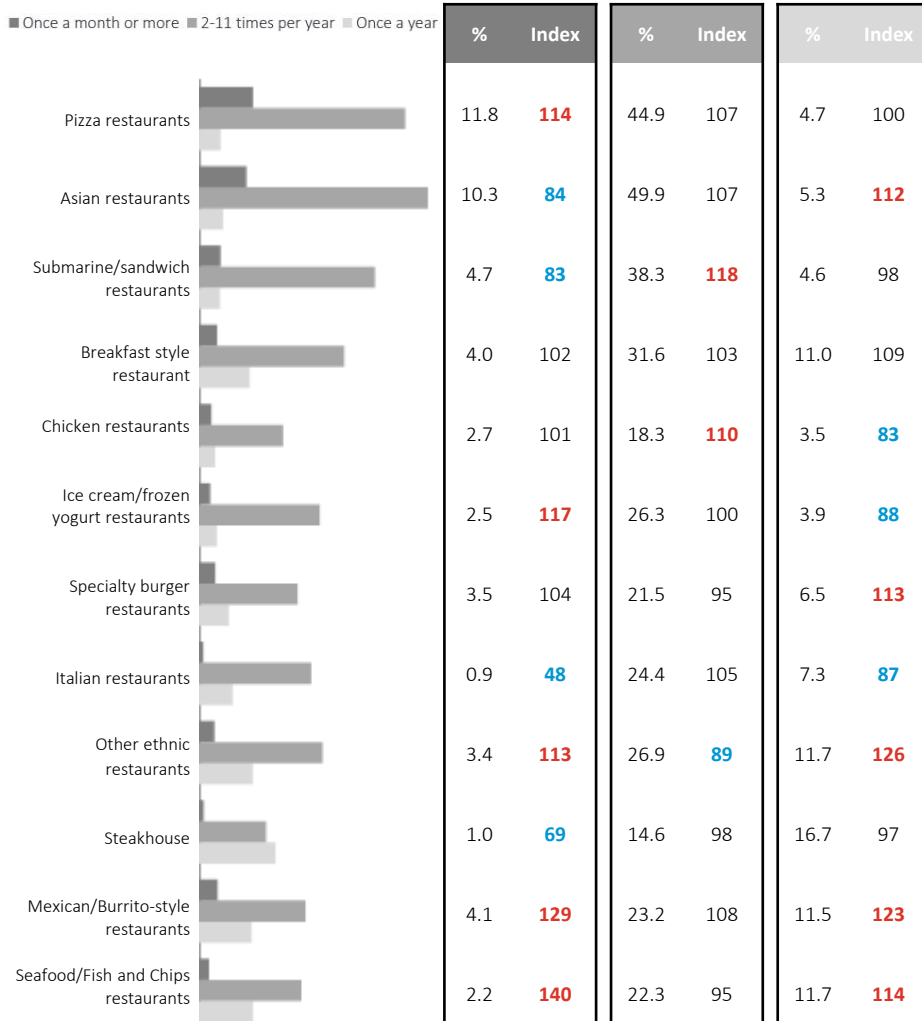


Product Preferences

Restaurant Type Visited*

Frequency of Visiting [Past Year]

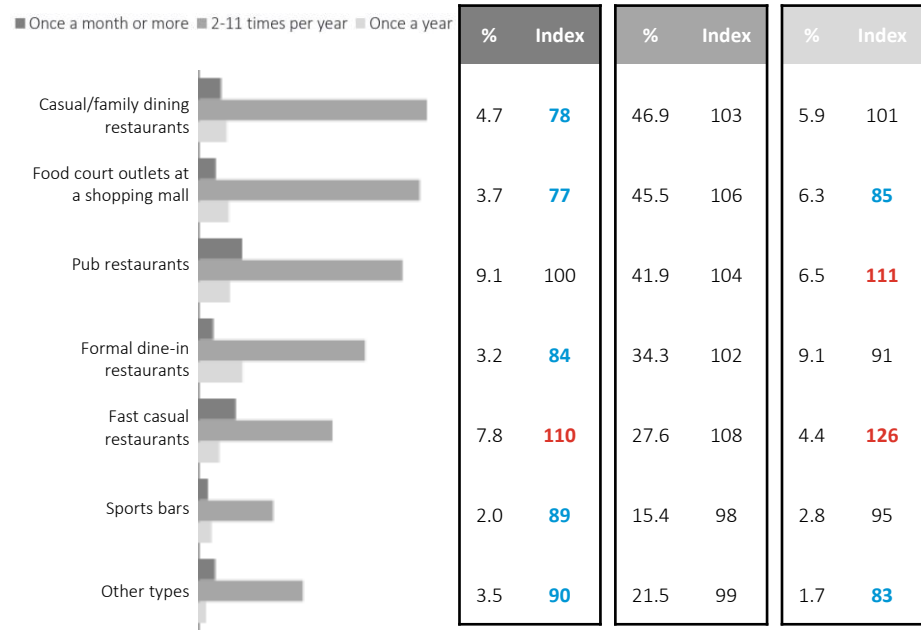
■ Once a month or more ■ 2-11 times per year ■ Once a year



Restaurant Service Type*

Frequency of Visiting [Past Year]

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



Purchased Organic Food

Done [Past Week]



Organic Fruits and Vegetables
27.1%
(88)



Other Organic Food
16.8%
(101)



Organic Meat
10.9%
(105)

Product Preferences

Demographics



Rent
21.1%
(65)



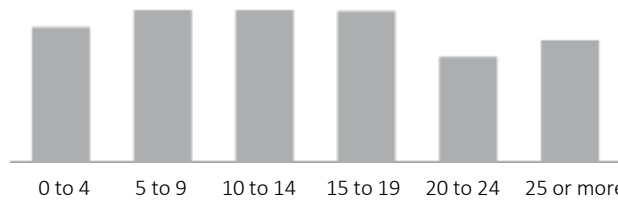
Own
78.9%
(117)



Households with
Children at Home

46.9%
(126)

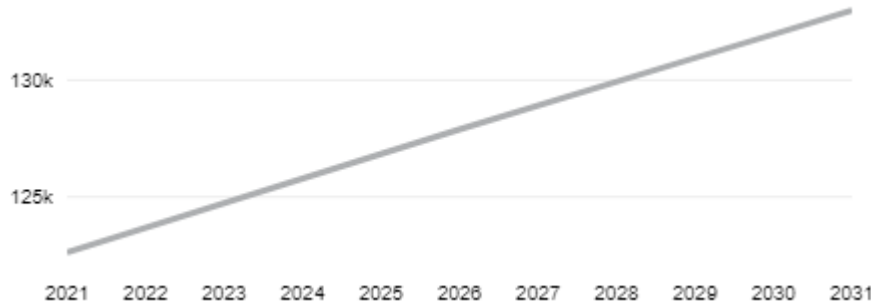
Age of Children at Home



%	16.5	18.6	18.6	18.5	12.9	14.9
Index	105	108	108	104	95	80

Demographic Trends

Household Projections

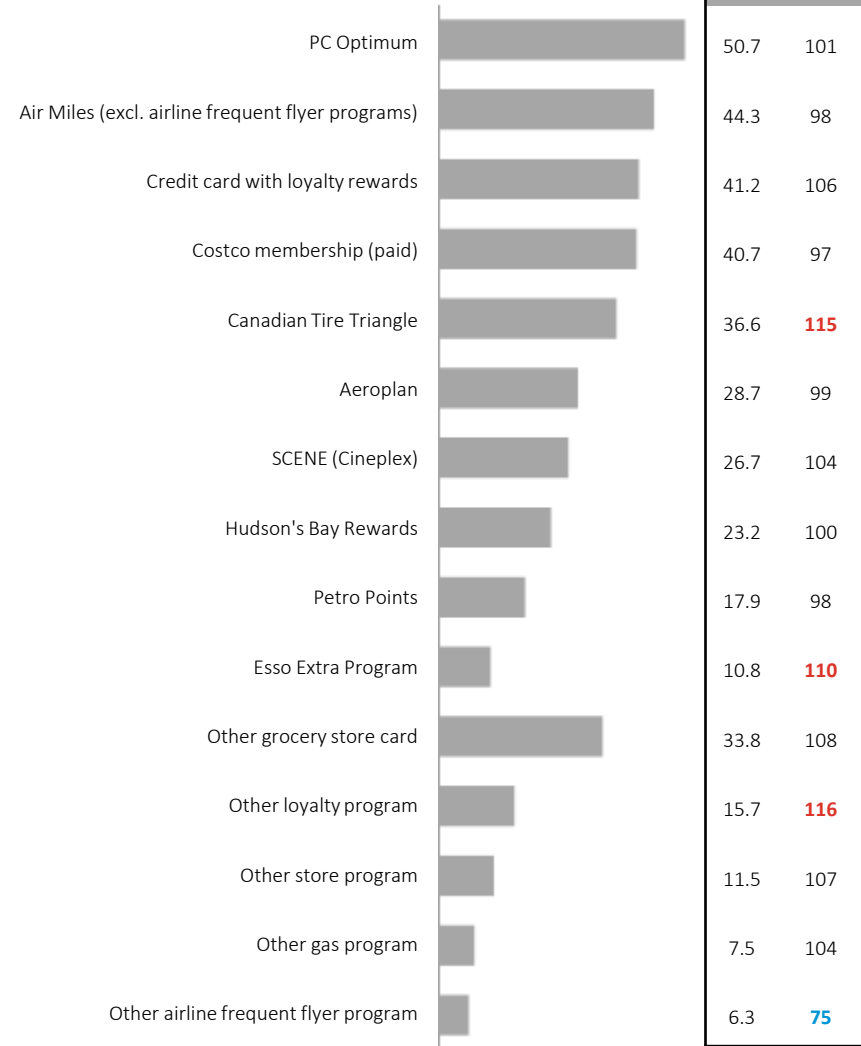


Name	2021	2024	2026	2031
Count	122,632	125,784	127,889	132,978
% Change	-	2.6	4.3	8.4
Index	-	92	92	97

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

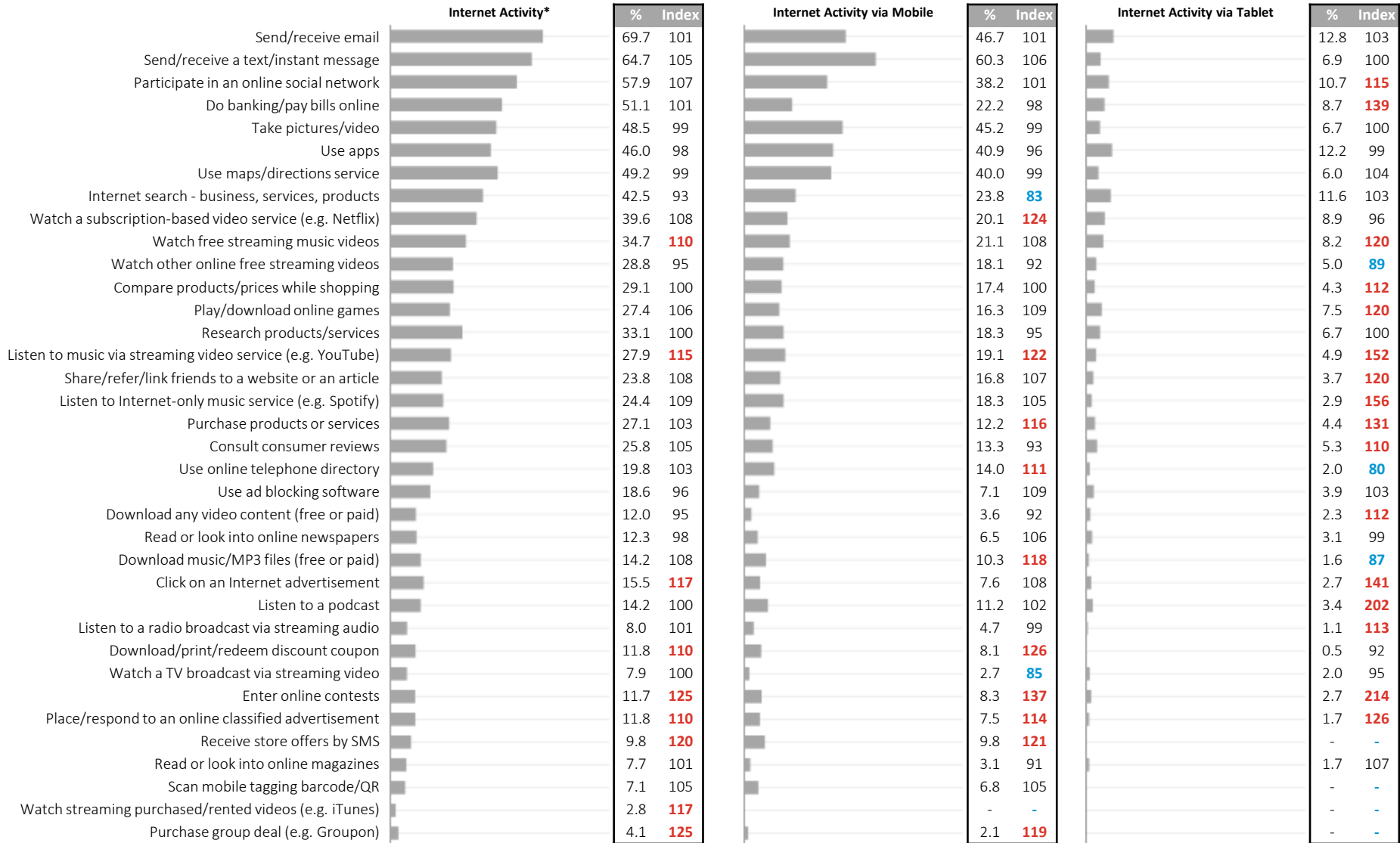
Loyalty Programs*

Member



Internet Activity

Activity [Past Week]



Internet Activity

Top Website Types*

Activity [Past Week]

■ Internet ■ Mobile ■ Tablet

	%	Index	%	Index	%	Index
Access a news site	42.9	101	25.6	95	11.2	114
Access food/recipes content	28.6	98	13.1	84	8.9	118
Access health-related content	16.7	86	9.5	89	4.1	93
Access professional sports content	10.5	101	8.1	108	2.2	88
Access restaurant guides/reviews	13.7	90	9.5	88	2.1	75
Access travel content	12.1	92	6.4	100	3.3	116
Access real estate listings/sites	12.0	107	3.8	92	2.4	115
Access a radio station's website	9.8	106	5.6	110	1.1	80
Access home decor-related content	9.3	113	4.8	115	1.7	98
Access celebrity gossip content	7.4	86	4.0	71	0.8	103
Access a TV station's website	10.4	114	4.0	95	2.0	112
Access fashion or beauty-related content	7.4	84	5.3	86	0.7	75
Access automotive news/content	6.7	103	4.6	107	1.3	100

Direct Media Usage

Frequency of Use [Occasionally/Frequently]

	%	Index
Flyers inserted into a community newspaper	41.7	114
Flyers delivered to the door or in the mail	38.3	105
General information from the Internet/websites	32.0	104
Coupons	29.5	104
Apps/online flyers	26.8	108
Direct email offers	20.3	90
Local store catalogues	19.4	93
Flyers inserted into a daily newspaper	17.0	95
Mail order	7.0	101
Yellow Pages (print)	5.3	109
Yellow Pages (online)	3.1	90

Out of Home Advertising

Noticed Advertising [Past Week]

	%	Index
Billboards	28.5	101
On bus exteriors	23.4	92
On street furniture (e.g. bus benches)	19.1	107
Digital billboards	17.3	121
On transit shelters	16.7	87
Inside shopping malls	13.1	88
Inside buses	10.3	85
Inside public washrooms	9.7	104
On subway/metro platforms	6.0	71
Screens inside elevators	5.9	73
Inside airports	5.1	132
Inside movie theaters	5.0	84
Inside subway/metro cars	4.9	73
Inside commuter trains	4.2	62
On taxis	3.4	105

Social Media Usage

Social Media Overview

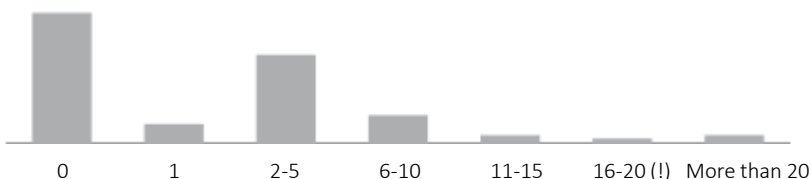
Internet and Social Media Usage: 42.5% search for Businesses, Services and Products online (Average), **10.5%** access Travel Content Websites (Average).

62.3% of Suburban Sports from British Columbia tend to access social media on their mobile phones during the morning hours (Average), **57.5%** during the afternoon hours (Average).

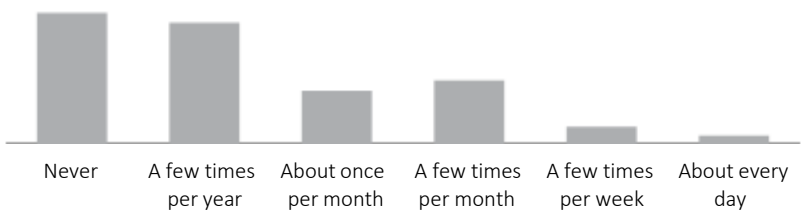
5.8% seek recommendations for Vacation/Travel Information via social media (Below Average).

Brand Interaction

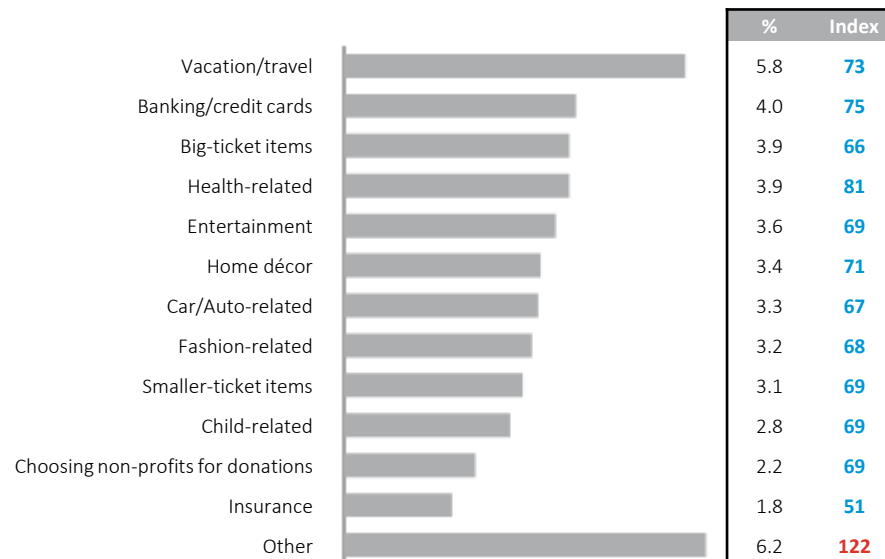
Number of Brands Interacted with via Social Media
[Past Year]



Rate or Review Products or Services
[Frequency of Participation]



Seek Recommendations via Social Media*



Top Social Media Attitudes**

87% believe that Social Media companies should not be allowed to own or share their personal information (Average).

74% tend to ignore marketing and advertisements on Social Media (Average).

"Social media companies should not be allowed to own or share my personal information" 87% Index = 103	"I tend to ignore marketing and advertisements when I'm in a social media environment" 74% Index = 103
"I would be more inclined to participate in SM if I knew my personal info would not be owned/shared by company" 71% Index = 105	"Use SM to stay connected with personal contacts" 46% Index = 101

Social Media Usage

Frequency of Participation*

A few times per week or more

Participate In	% Comp	Index
View friends' photos online	48.3	101
Watch video online	42.8	93
Chat in online chats	39.1	96
Read article comments	36.4	92
Read status updates/tweets	35.5	96
Listen to radio or stream music online	32.7	93
Share links with friends and colleagues	26.0	89
Click links in news feeds	19.8	87
Play games with others online	17.1	106
Read blogs	13.6	85
Post photos online	13.0	97
Chat in online forums	9.6	94
Update your status on a social network	9.0	84
Comment on articles or blogs	7.0	81
Share your GPS location	6.9	84
Check in with locations	6.5	73
Rate or review products online	6.4	70
Post videos online	4.7	82
Publish blog, Tumblr, online journal	2.7	72

Social Media Uses*

A few times per week or more

	%	Index
Stay connected with personal contacts	46.7	98
Stay connected with family	46.3	100
Keep up to date on general news/events	44.6	96
Keep up to date on news/events in my industry	24.9	97
Stay connected with work/professional contacts	15.6	86

Number of Connections

Across all social media

	%	Index
0-49	36.3	105
50-99	17.8	107
100-149	11.7	103
150-199	4.7	78
200-299	10.1	113
300-399	3.6	71
400-499	4.1	114
500-1000	7.4	94
More than 1000	4.2	75

Social Media Access

Typically use



Mobile

	%	Index
Morning	62.3	100
Afternoon	57.5	98
Dinner Time	42.4	96
Evening	57.4	100
Late Night	38.6	93



Tablet

	%	Index
Morning	22.9	111
Afternoon	19.7	97
Dinner Time	16.2	103
Evening	29.0	96
Late Night	17.7	100



Laptop

	%	Index
Morning	27.4	97
Afternoon	30.6	94
Dinner Time	16.3	83
Evening	33.4	93
Late Night	15.8	93



Desktop

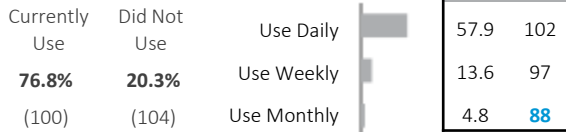
	%	Index
Morning	22.0	97
Afternoon	24.1	95
Dinner Time	12.5	98
Evening	23.7	97
Late Night	11.9	95

Social Media Usage

Facebook



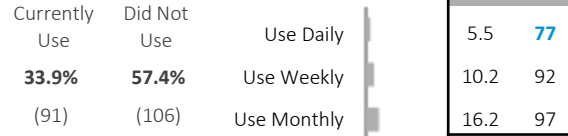
Frequency of Use
[Past Year]



LinkedIn



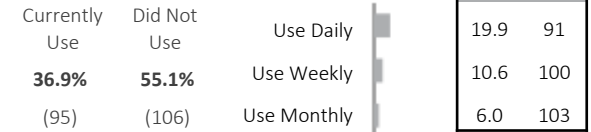
Frequency of Use
[Past Year]



Instagram



Frequency of Use
[Past Year]



Participate In* (at least a few times per week)	% Comp	Index
Read my news feed	53.0	98
Comment/Like other users' posts	46.6	103
Use Messenger	45.0	103
Watch videos	37.6	97
Watch live videos	14.5	91
Post photos	12.8	94
Update my status	10.2	92
Like or become a fan of a page	9.8	96
Click on an ad	8.4	83
Post videos	4.6	87
Create a Facebook group or fan page	2.9	78
Give to a Facebook fundraiser (!)	1.3	52
Create a Facebook fundraiser (!)	1.2	52

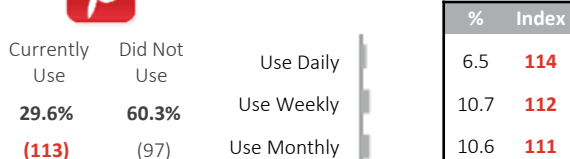
Participate In* (at least a few times per week)	% Comp	Index
Read your newsfeed	6.0	79
View a job posting	3.3	59
Watch videos	3.0	75
Search and review other profiles	2.9	66
Create a connection	2.0	66
Comment on content	1.3	53
Update your profile information	1.0	51
Click on an ad (!)	0.9	47
Post an article, video or picture (!)	0.9	53
Participate in LinkedIn forums (!)	0.8	49
Request a recommendation (!)	0.8	52
Join a LinkedIn group (!)	0.7	53

Participate In* (at least a few times per week)	% Comp	Index
View photos/videos	26.5	95
Like photos/videos	22.2	96
Comment on photos/videos	12.1	93
Send direct messages	11.8	93
Watch live videos	10.1	91
Post photos/videos	7.1	91
View a brand's page	6.9	85
Watch IGTV videos	5.0	78
Click on ads	3.9	83

Pinterest



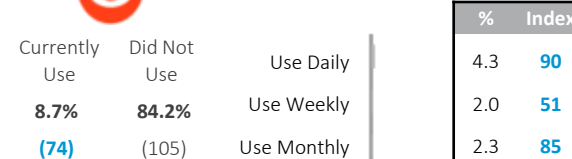
Frequency of Use
[Past Year]



Reddit



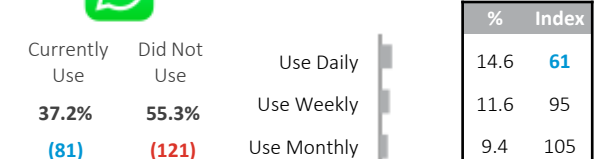
Frequency of Use
[Past Year]



WhatsApp



Frequency of Use
[Past Year]



Participate In* (at least a few times per month)	% Comp	Index
View content	6.9	75
Follow specific Subreddits	4.9	94
Vote on content	4.0	85
Post content	2.1	85

Participate In* (at least a few times per week)	% Comp	Index
Send/receive messages	23.0	73
Send/receive images	20.2	71
Use group chats	14.6	66
Use voice calls	8.1	62
Send/receive documents and files	7.7	56

Social Media Usage

Twitter



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
24.6%	68.2%		10.7	89
(94)	(106)	Use Weekly	7.0	96
		Use Monthly	5.0	90

YouTube



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
69.3%	18.9%		24.4	82
(96)	(114)	Use Weekly	30.7	103
		Use Monthly	13.2	112

Snapchat



Frequency of Use
[Past Year]

Currently Use	Did Not Use	Use Daily	%	Index
10.8%	83.9%		4.2	110
(102)	(102)	Use Weekly	3.1	108
		Use Monthly	3.0	86

Participate In* (at least a few times per week)	% Comp	Index
Read tweets	15.4	91
Watch videos	7.0	79
Tweet	5.6	88
Retweet	4.9	88
Share a link to a blog post or article of interest	4.7	94
Send or receive direct messages	4.4	79
Respond to tweets	4.4	80
Actively follow new users	3.5	82
Watch live videos	3.2	70
Follow users who follow you	2.5	61
Click on an ad	2.4	74

Participate In* (at least a few times per week)	% Comp	Index
Watch videos	42.7	90
Like or dislike videos	12.0	81
Watch live videos	11.5	80
Leave comment or post response on video	7.4	90
Share videos	6.1	71
Click on an ad	4.4	65
Embed a video on a web page or blog	2.7	69
Create and post a video	2.5	74

Participate In* (at least a few times per week)	% Comp	Index
Receive photos/videos	5.8	118
Send photos/videos	4.5	105
Send direct text messages	4.4	101
Use filters or effects	2.9	91
Use group chat	2.9	103
Use video chat	1.9	100
Read Snapchat discover/News	1.6	76
View a brand's snaps	1.5	84
View ads	1.5	80

Audio Podcasts



Currently Use	Did Not Use
18.4%	66.2%
(98)	(100)

Frequency of Use
[Past Year]

	%	Index
Use Daily	5.9	99
Use Weekly	7.5	105
Use Monthly	4.8	91

Participate In* (at least a few times per week)	% Comp	Index
Listen to another genre of podcast	6.5	118
Listen to a news podcast	4.5	91
Listen to an educational podcast	4.0	77
Listen to a comedy podcast	3.8	101
Listen to a business podcast	2.8	77
Subscribe to another genre of podcast	2.3	94
Subscribe to a comedy podcast (!)	2.2	104
Subscribe to a news podcast	2.1	92
Listen to a sports podcast	1.8	94
Subscribe to an educational podcast	1.8	80
Listen to a technology focused podcast	1.7	81
Subscribe to a sports podcast**	1.6	80
Subscribe to a technology podcast (!)	1.2	97
Subscribe to a business podcast (!)	0.8	64

Other Social Media Platforms

Tinder



Currently Use	Did Not Use
2.1%	95.2%
(82)	(102)

Tik Tok



Currently Use	Did Not Use
5.0%	90.0%
(83)	(103)

Frequency of Use -Tinder
[Past Year]

	%	Index
Use Daily (!)	0.5	65
Use Weekly (!)	0.4	75