Social Media Usage Duration: Correlating Financial Status And Platform Preferences **Count of social media by demographics** Average of time_spent by social media and demographics 340 **Rural 5.14** Instagram **Urban 4.84** 330 **Rural 5.18 Facebook** Urban 4.55 **Rural 4.73** YouTube **Urban 4.95** 320 Rural Sub Urban Urban demographics Average of time spent Max of time_spent by interests Average of income by social media Sum of time spent and indebt Increase Decrease Total **indebt** False True 100% (33.33%)(33.33%)Sum of time_spent interests Lifestyle **20K** 50% Sports Travel **0K** 0% 10 (33.33%)social media time spent