| \*\*Findings based on last 40 uploads\*\* | | Qualitative Variable 1 | Quantitative Variable 1 | Quantitative Variable 2 | Quantitative Variable 3 | Qualitative Variable 2 | Qualitative Variable 3 | Quantitative Variable 4 | Quantitative Variable 5 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| \*\*All data accurate as of 10/1/23\*\* |  | Type of Video | Total \_Num\_of\_Views | #\_of\_Likes | #\_Of\_Views\_per\_Like | Age Demographic # Key | Gender Demographic # Key | Number\_of\_Days\_Since\_Published | Average\_Views\_per\_Day |
|  |  |  |  |  |  |  |  |  |  |
|  |  | # Code |  |  |  | # Code | # Code |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  | 0 - Anti-Left Wing |  |  |  | 0 - Between age 13 and 17 | 0 - Between 0% and 74% male viewership |  |  |
|  |  | 1 - Pro- Right Wing |  |  |  | 1 - Between age 18 and 24 | 1 - Between 75% and 89% male viewership |  |  |
|  |  | 2 - Other |  |  |  | 2 - Between age 25 and 34 | 2 - Between 90 and 100% male viewership |  |  |
|  |  |  |  |  |  | 3 - Between age 35 and 44 |  |  |  |
|  |  |  |  |  |  | 4 - Between age 45 and 54 |  |  |  |
|  |  |  |  |  |  | 5 - Between age 55 and 64 |  |  |  |
|  |  |  |  |  |  | 6 - Age 65+ |  |  |  |
|  |  |  |  |  |  |  |  |  |  |