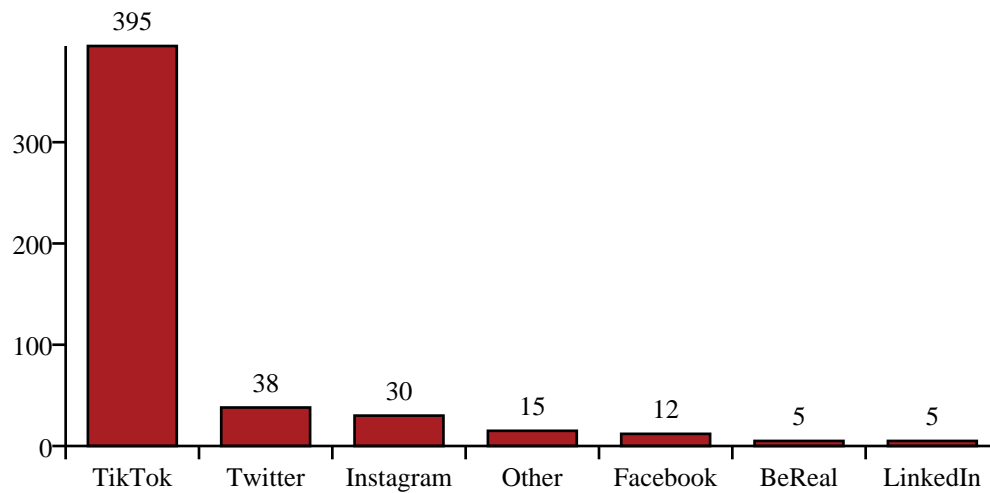
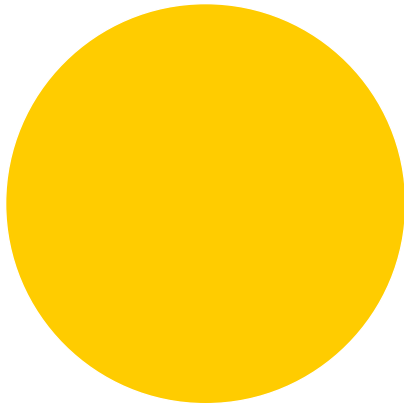


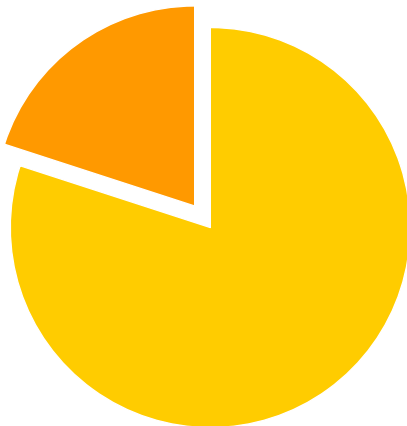
What social media app do you doom scroll on the most?



Answer: BeReal



■ Bachelor's Degree (100.0%)



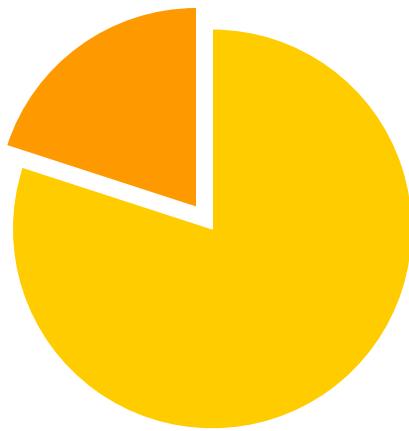
■ Male (80.0%)

■ Female (20.0%)

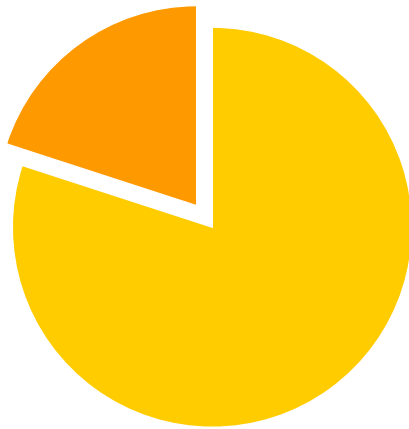


■ Not Hispanic (60.0%)

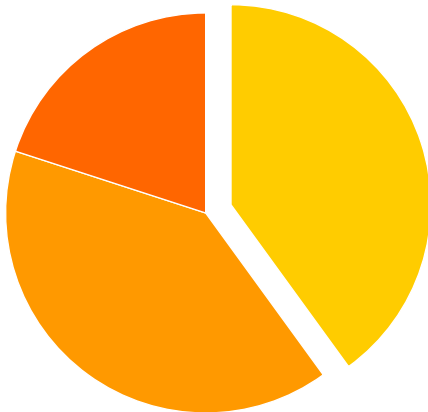
■ Hispanic (40.0%)



- More Than \$200,000 (80.0%)
- \$100,000 - \$200,000 (20.0%)

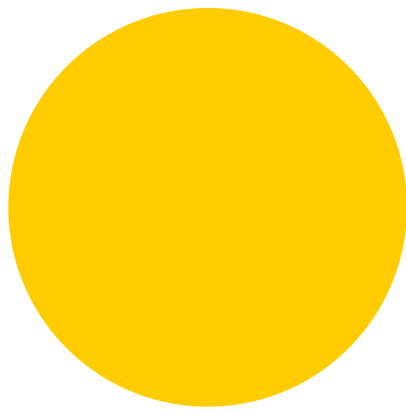


- Not LGBTQ+ (80.0%)
- LGBTQ+ (20.0%)

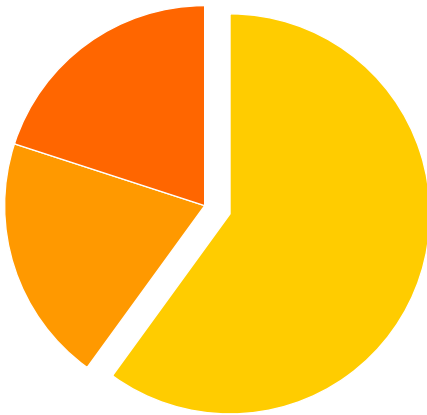


- Dorm Resident (40.0%)
- Lessee (40.0%)
- Living W/ Parents (20.0%)

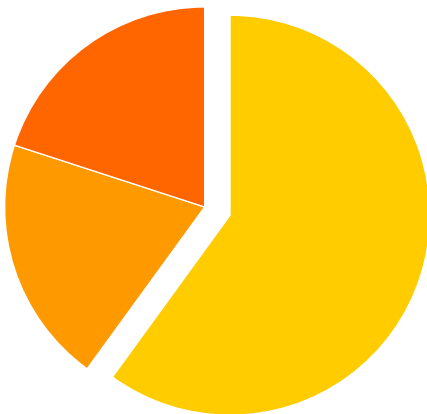




Student (100.0%)

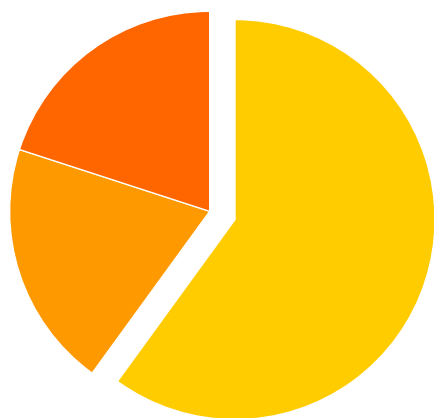


Yes,Dog (60.0%)
Yes, Dog (20.0%)
No Pets (20.0%)

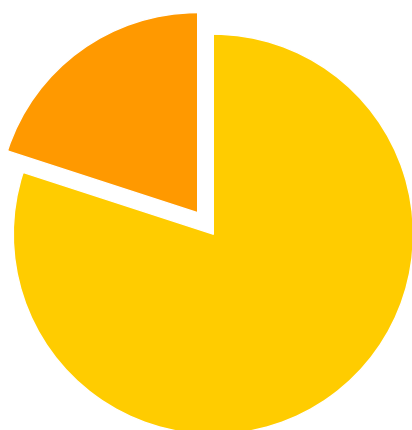


Moderate (60.0%)
Very Conservative (20.0%)
Slightly Conservative (20.0%)

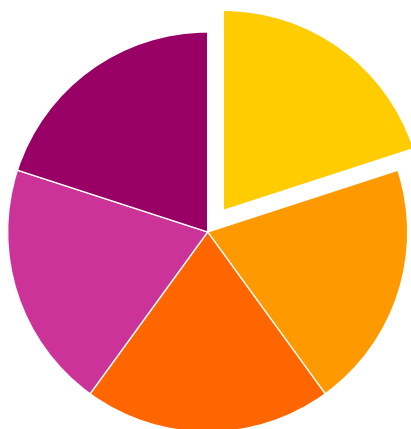




- White (60.0%)
- Black or African American (20.0%)
- Asian (20.0%)

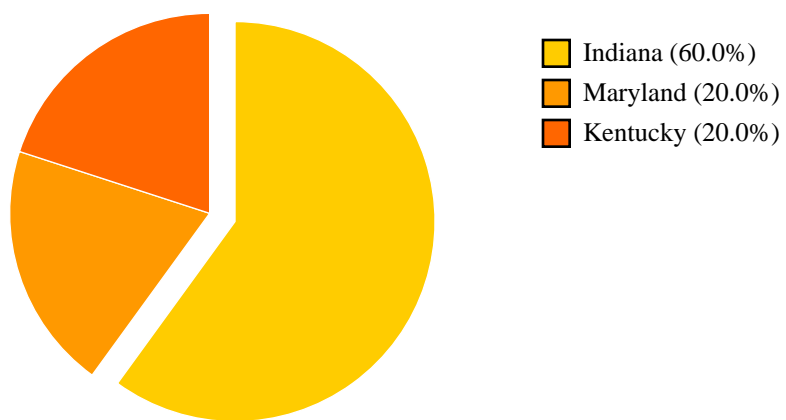


- Christianity (80.0%)
- Not Religious (20.0%)

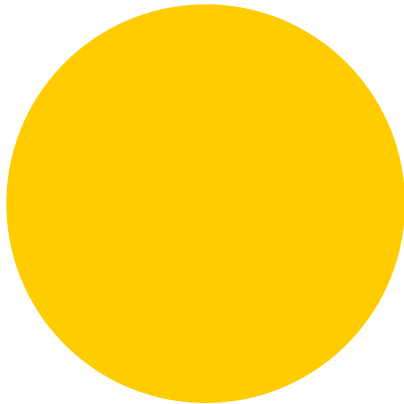


- University of Michigan (20.0%)
- Purdue University (20.0%)
- University at Albany SUNY (20.0%)
- Harvard University (20.0%)
- Georgetown University (20.0%)

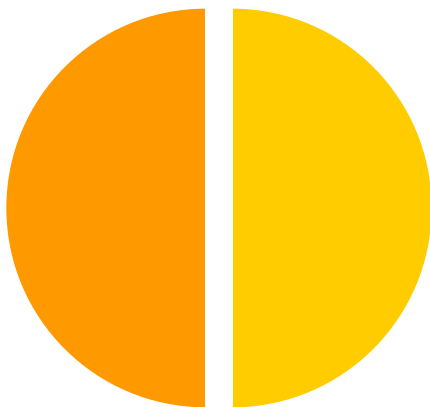




Answer: Facebook

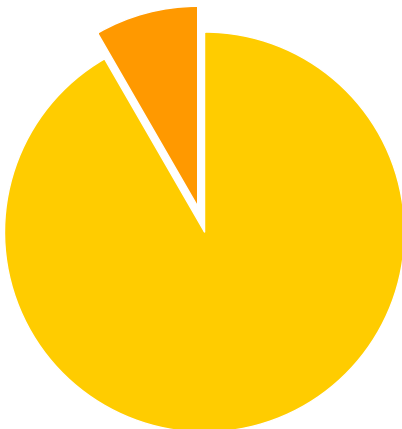


■ Bachelor's Degree (100.0%)



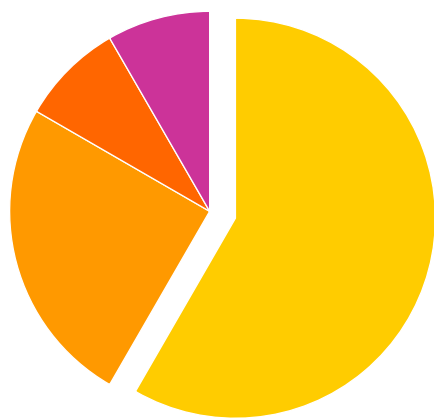
■ Female (50.0%)

■ Male (50.0%)

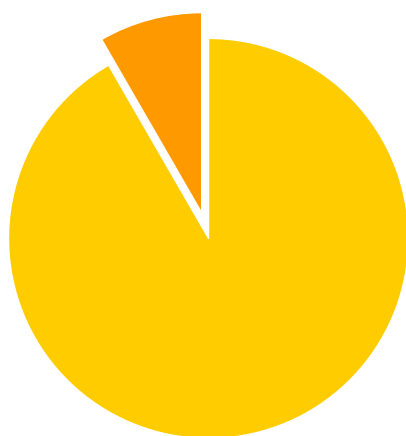


■ Not Hispanic (91.7%)

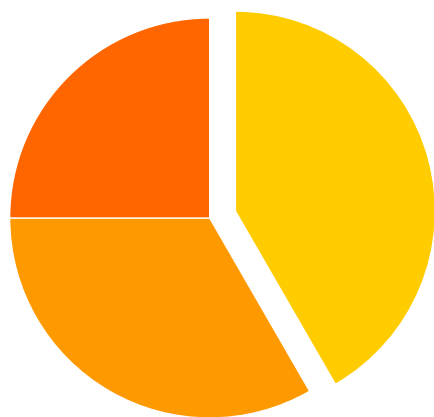
■ Hispanic (8.3%)



- More Than \$200,000 (58.3%)
- \$100,000 - \$200,000 (25.0%)
- Less Than \$25,000 (8.3%)
- \$50,000 - \$100,000 (8.3%)

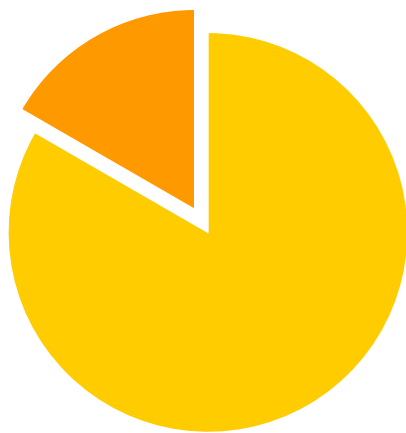


- Not LGBTQ+ (91.7%)
- LGBTQ+ (8.3%)



- Living W/ Parents (41.7%)
- Lessee (33.3%)
- Dorm Resident (25.0%)





- Student (83.3%)
- Employed (Full Time) (16.7%)

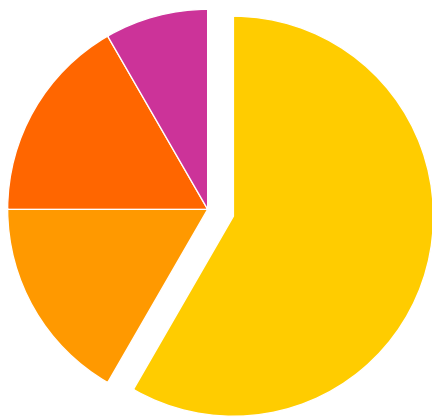


- Yes, Dog (50.0%)
- No Pets (16.7%)
- Yes, Dog (16.7%)
- Yes. Both (8.3%)
- Yes, Cat (8.3%)



- Moderate (50.0%)
- Slightly Liberal (25.0%)
- Slightly Conservative (25.0%)





- White (58.3%)
- Black or African American (16.7%)
- Other (16.7%)
- Asian (8.3%)

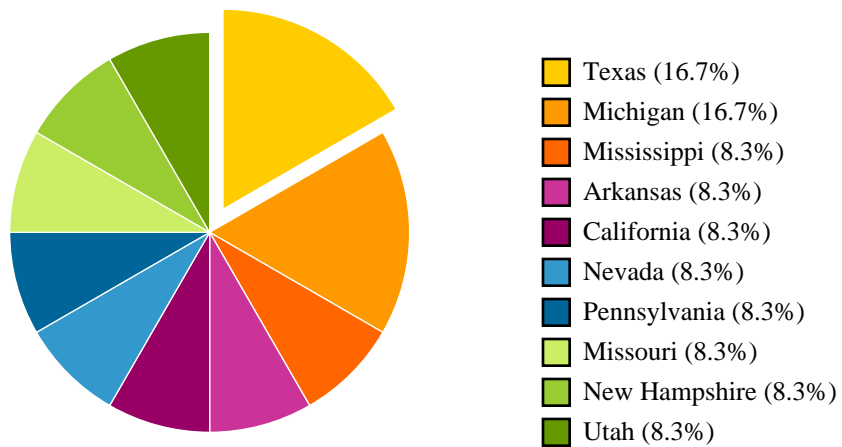


- Christianity (50.0%)
- Not Religious (41.7%)
- Hinduism (8.3%)

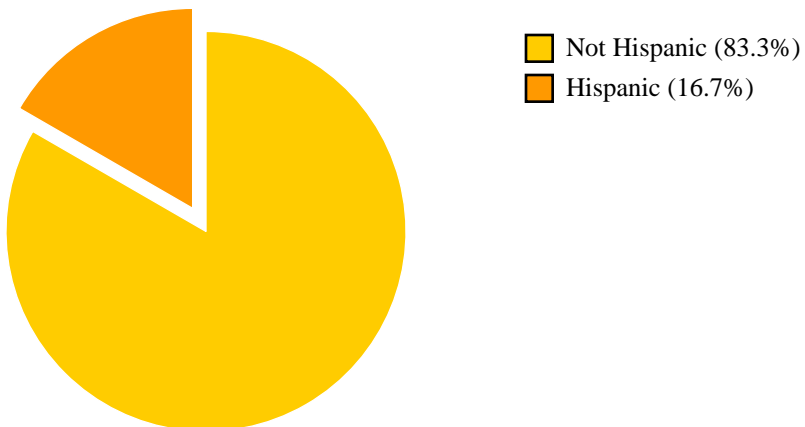
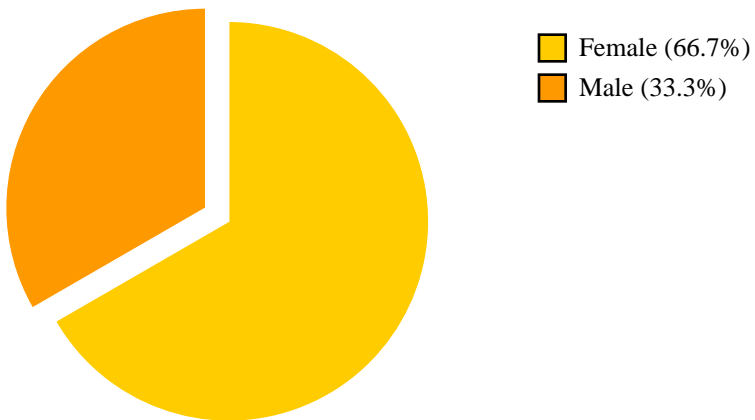
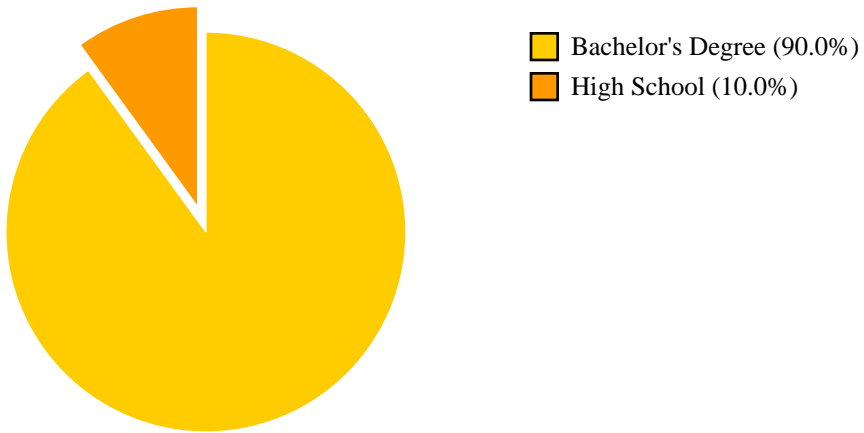


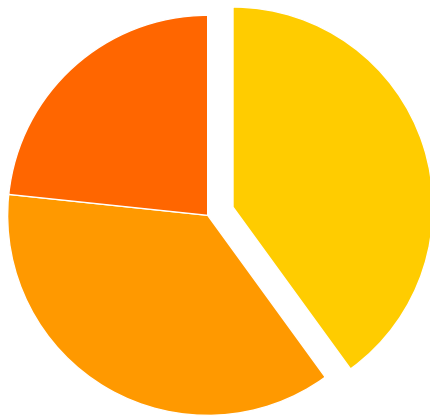
- Rice University (16.7%)
- Santa Clara University (8.3%)
- University of Utah (8.3%)
- University of the Pacific (8.3%)
- Oregon State University (8.3%)
- Rutgers - The State University of New Jersey, New Brunswick (8.3%)
- Tulane University (8.3%)
- University at Buffalo SUNY (8.3%)
- University of California, Irvine (8.3%)
- Northeastern University (8.3%)
- University of Arizona (8.3%)



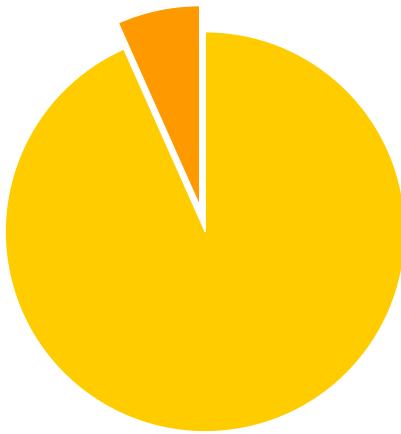


Answer: Instagram

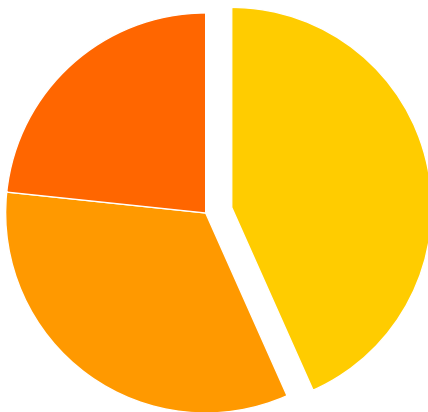




- \$100,000 - \$200,000 (40.0%)
- More Than \$200,000 (36.7%)
- Less Than \$25,000 (23.3%)

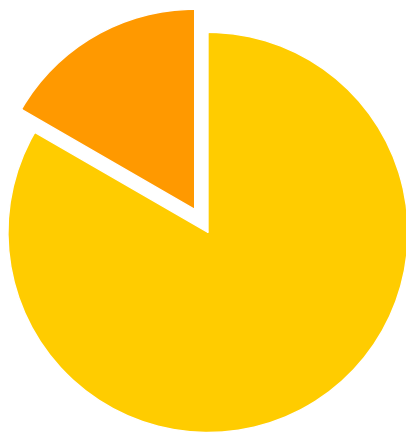


- Not LGBTQ+ (93.3%)
- LGBTQ+ (6.7%)

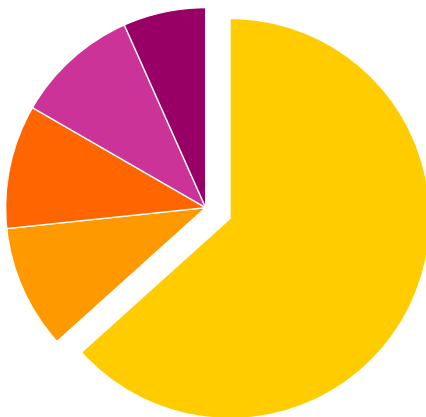


- Lessee (43.3%)
- Dorm Resident (33.3%)
- Living W/ Parents (23.3%)

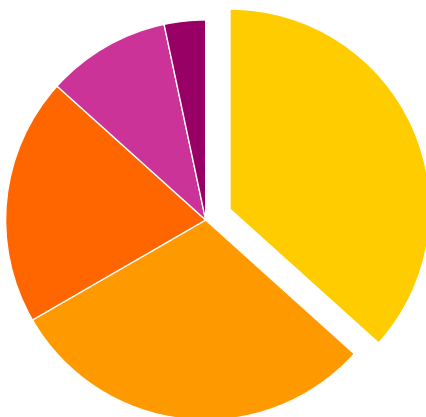




- Student (83.3%)
- Employed (Full Time) (16.7%)

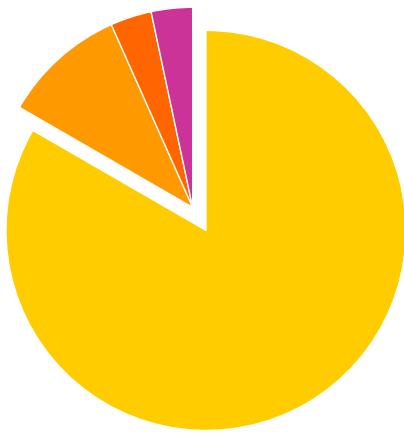


- Yes, Dog (63.3%)
- No Pets (10.0%)
- Yes. Both (10.0%)
- Yes, Dog (10.0%)
- Yes, Cat (6.7%)

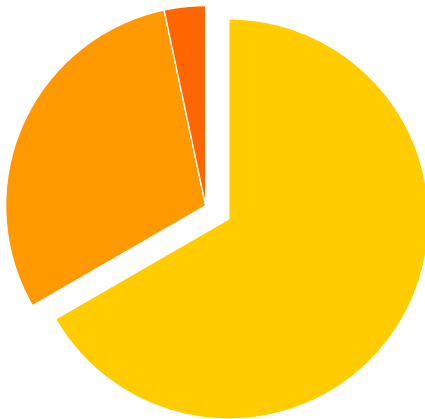


- Moderate (36.7%)
- Slightly Conservative (30.0%)
- Slightly Liberal (20.0%)
- Very Conservative (10.0%)
- Very Liberal (3.3%)





- White (83.3%)
- Black or African American (10.0%)
- Native Hawaiian or Other Pacific Islander (3.3%)
- Alaska Native (3.3%)

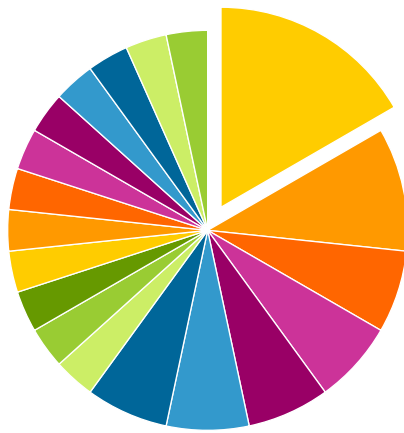


- Christianity (66.7%)
- Not Religious (30.0%)
- Hinduism (3.3%)



- Boston College (10.0%)
- Case Western Reserve University (6.7%)
- University of Hawai'i at Manoa (6.7%)
- University at Buffalo SUNY (6.7%)
- Drexel University (3.3%)
- University of Delaware (3.3%)
- University of California, Riverside (UCR) (3.3%)
- University of Notre Dame (3.3%)
- University of California, Davis (UCD) (3.3%)
- Brown University (3.3%)
- Temple University (3.3%)
- George Washington University (3.3%)
- University of California, Santa Cruz (UCSC) (3.3%)
- Washington University in St. Louis (3.3%)
- University of Massachusetts, Boston (3.3%)
- Ohio State University, Columbus (3.3%)
- Illinois Institute of Technology (3.3%)
- University of Virginia (3.3%)
- University of Houston (3.3%)
- University of California, Irvine (3.3%)
- Columbia University (3.3%)

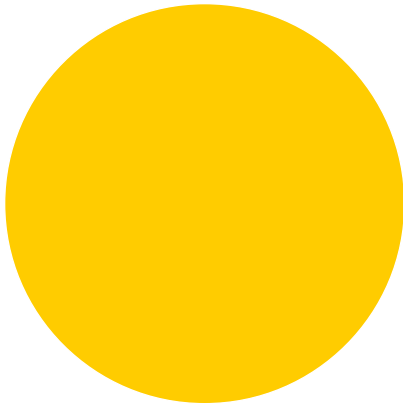




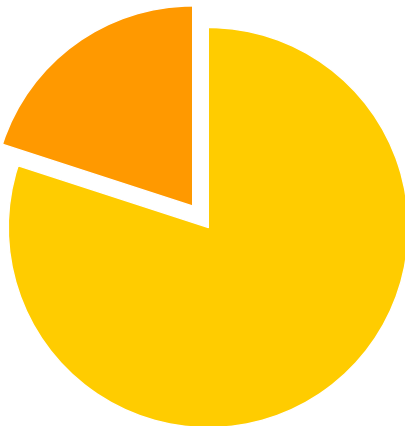
- Florida (16.7%)
- Oregon (10.0%)
- Wisconsin (6.7%)
- New York (6.7%)
- Pennsylvania (6.7%)
- Massachusetts (6.7%)
- North Carolina (6.7%)
- South Carolina (3.3%)
- California (3.3%)
- Missouri (3.3%)
- Michigan (3.3%)
- New Jersey (3.3%)
- Alabama (3.3%)
- Washington (3.3%)
- Ohio (3.3%)
- Idaho (3.3%)
- Tennessee (3.3%)
- Iowa (3.3%)
- Georgia (3.3%)



Answer: LinkedIn

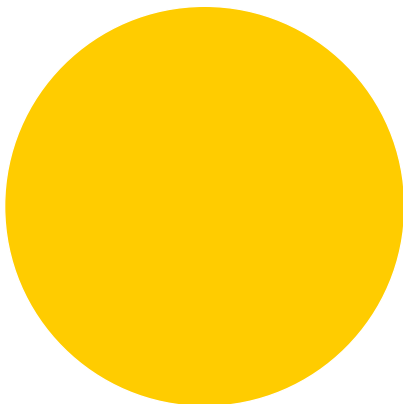


■ Bachelor's Degree (100.0%)

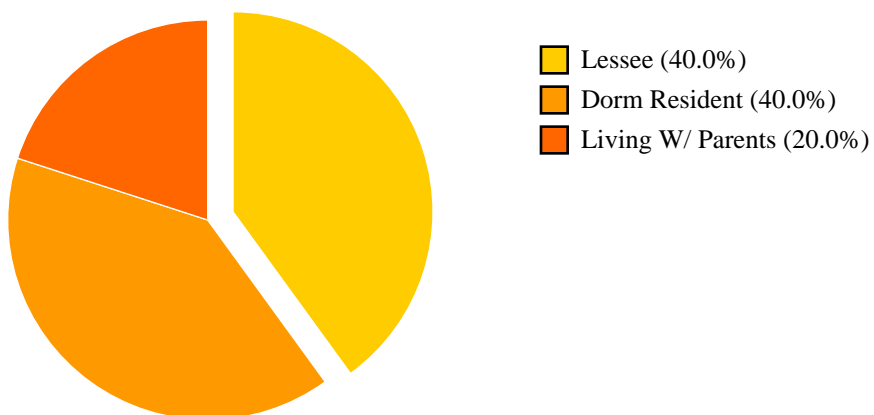
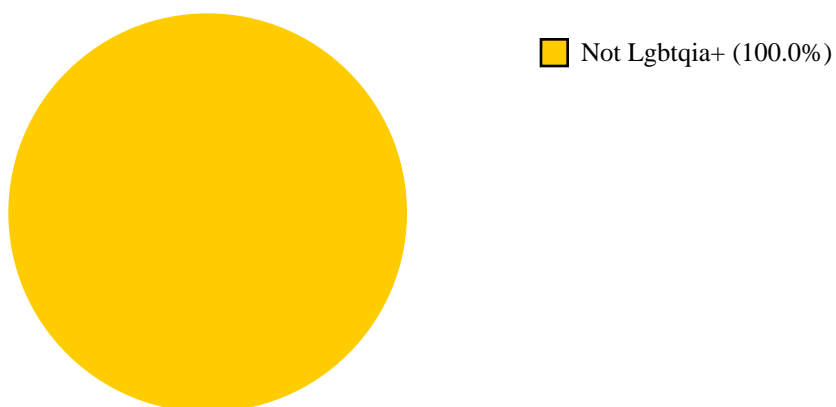
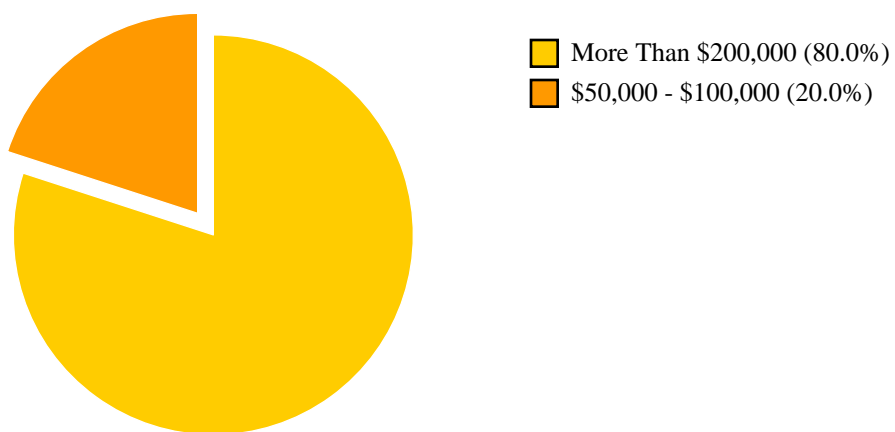


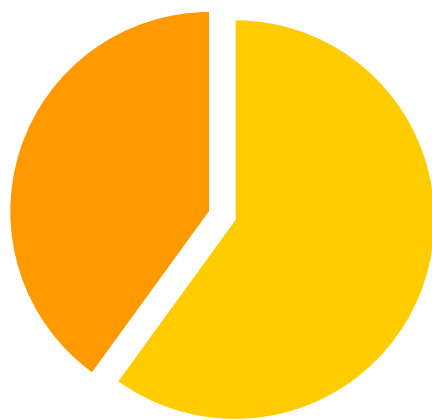
■ Female (80.0%)

■ Male (20.0%)

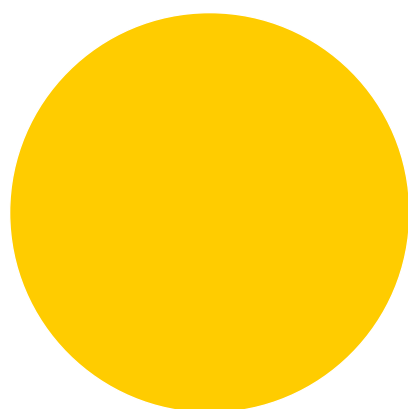


■ Not Hispanic (100.0%)

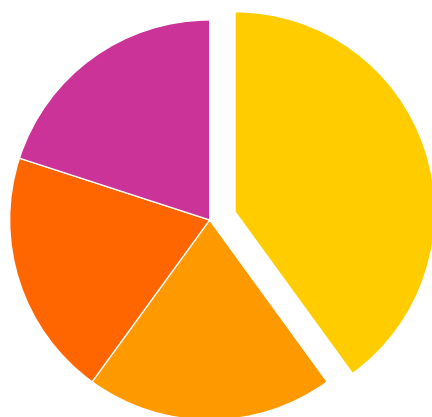




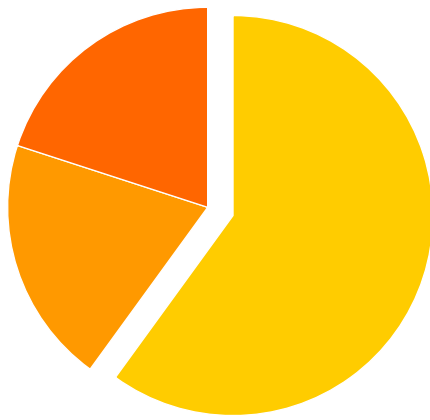
- Employed (Full Time) (60.0%)
- Student (40.0%)



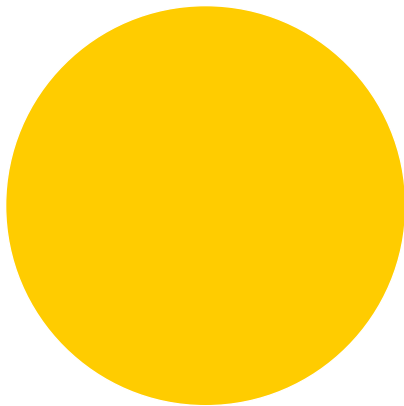
- Yes, Dog (100.0%)



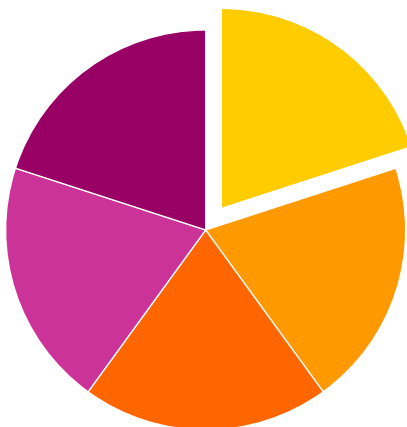
- Slightly Liberal (40.0%)
- Slightly Conservative (20.0%)
- Moderate (20.0%)
- Very Liberal (20.0%)



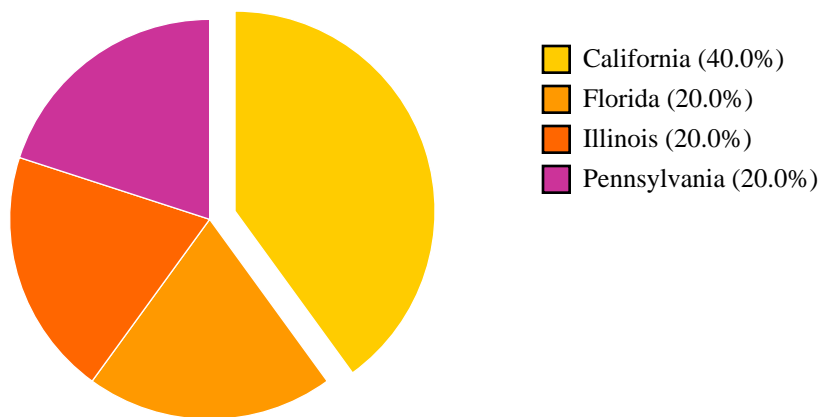
- White (60.0%)
- Asian (20.0%)
- Black or African American (20.0%)



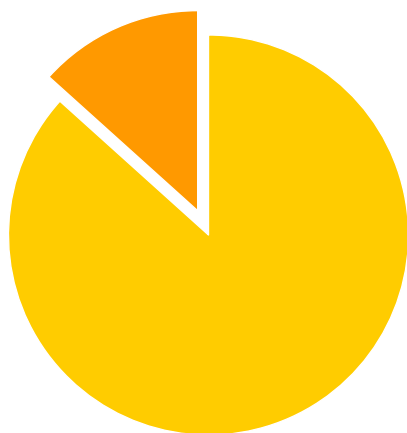
- Christianity (100.0%)



- Vanderbilt University (20.0%)
- Boston College (20.0%)
- Stony Brook University (20.0%)
- Georgetown University (20.0%)
- North Carolina State University (20.0%)



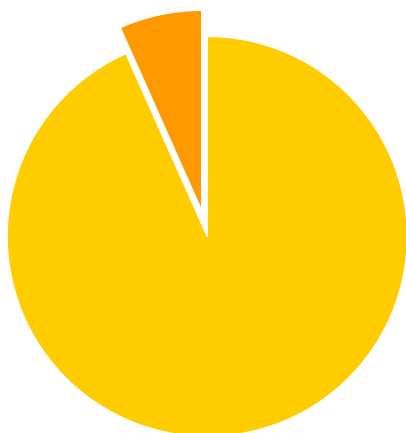
Answer: Other



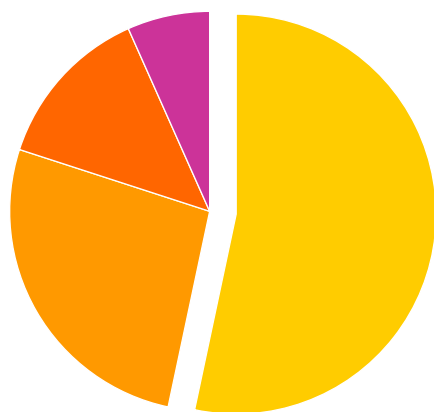
- Bachelor's Degree (86.7%)
- High School (13.3%)



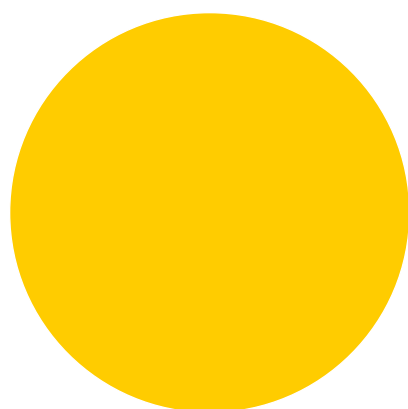
- Female (53.3%)
- Male (46.7%)



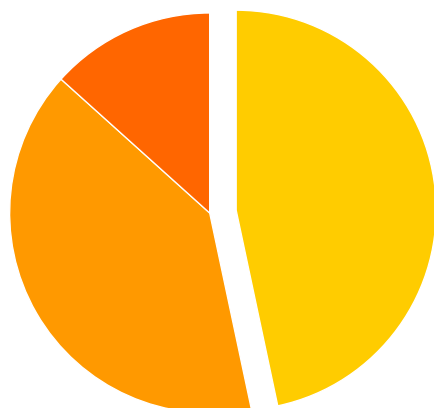
- Not Hispanic (93.3%)
- Hispanic (6.7%)



- \$100,000 - \$200,000 (53.3%)
- More Than \$200,000 (26.7%)
- Less Than \$25,000 (13.3%)
- \$50,000 - \$100,000 (6.7%)

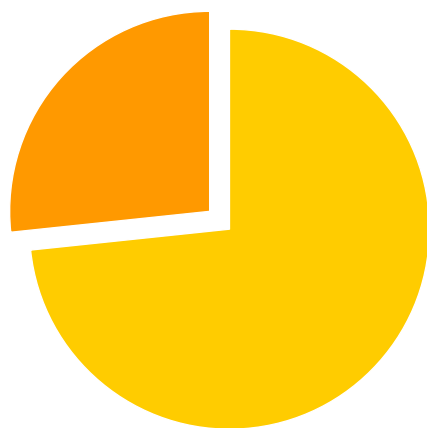


- Not Lgbtqia+ (100.0%)

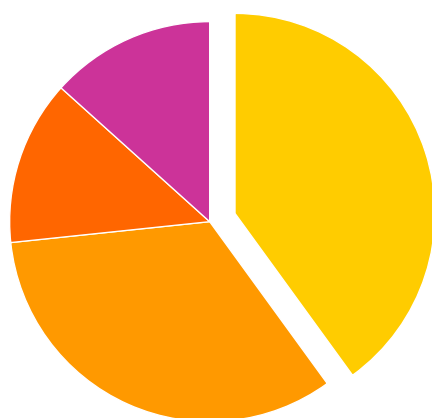


- Dorm Resident (46.7%)
- Lessee (40.0%)
- Living W/ Parents (13.3%)

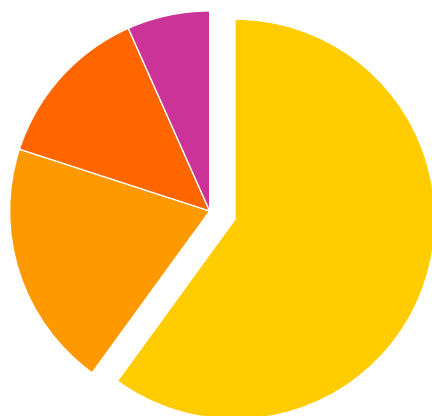




- Student (73.3%)
- Employed (Full Time) (26.7%)

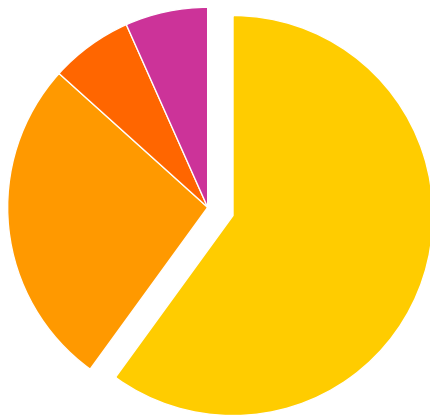


- Yes, Dog (40.0%)
- Yes, Dog (33.3%)
- No Pets (13.3%)
- Yes, Cat (13.3%)

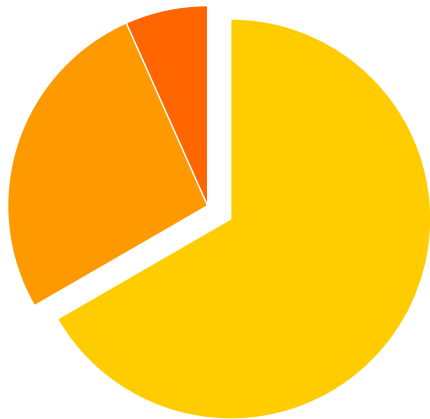


- Moderate (60.0%)
- Slightly Conservative (20.0%)
- Slightly Liberal (13.3%)
- Very Liberal (6.7%)





- White (60.0%)
- Black or African American (26.7%)
- Alaska Native (6.7%)
- Asian (6.7%)

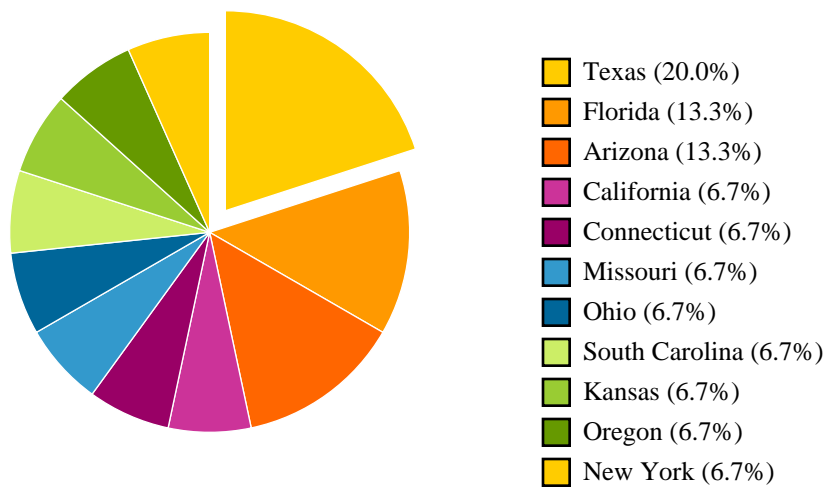


- Christianity (66.7%)
- Not Religious (26.7%)
- Other (6.7%)

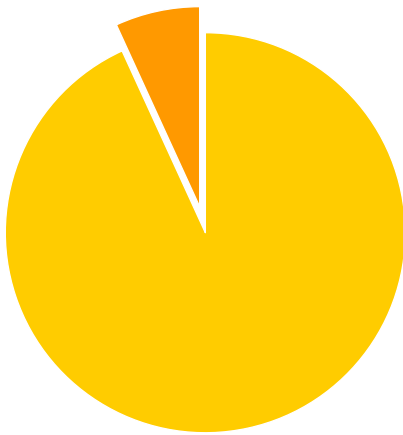


- Purdue University (13.3%)
- Vanderbilt University (13.3%)
- Lehigh University (13.3%)
- Michigan State University (13.3%)
- Harvard University (6.7%)
- University of Colorado at Boulder (6.7%)
- New Jersey Institute of Technology (NJIT) (6.7%)
- University of Washington, Seattle (6.7%)
- University of Texas Dallas (6.7%)
- University of California, Riverside (UCR) (6.7%)
- University of Notre Dame (6.7%)





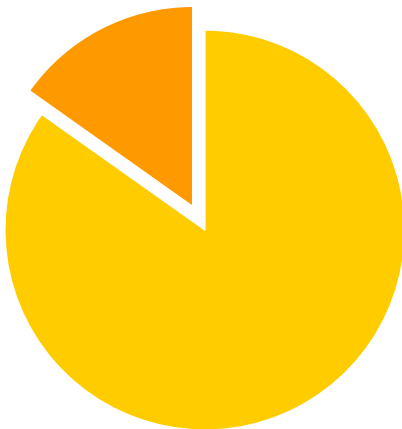
Answer: TikTok



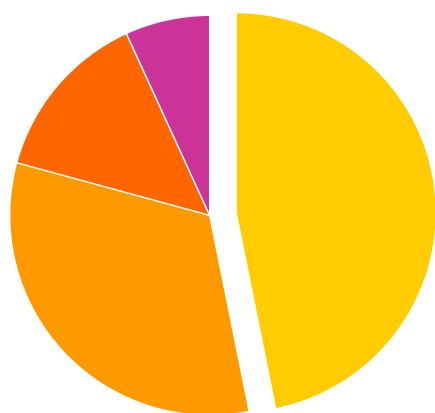
- Bachelor's Degree (93.2%)
- High School (6.8%)



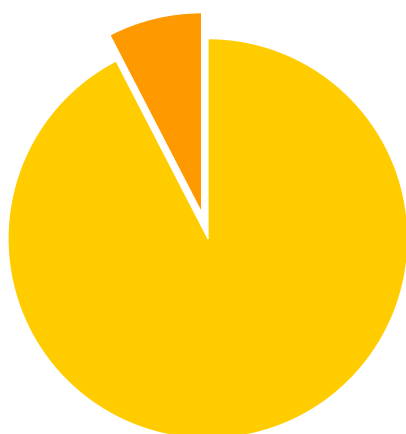
- Female (61.3%)
- Male (38.7%)



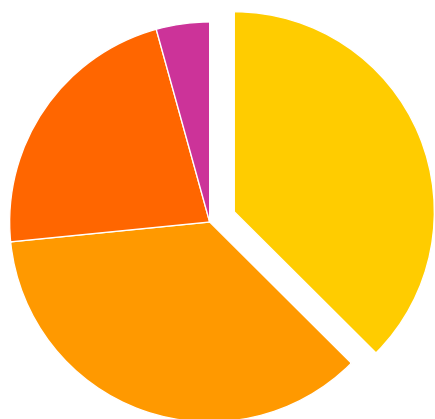
- Not Hispanic (84.8%)
- Hispanic (15.2%)



- More Than \$200,000 (46.8%)
- \$100,000 - \$200,000 (32.4%)
- Less Than \$25,000 (13.9%)
- \$50,000 - \$100,000 (6.8%)

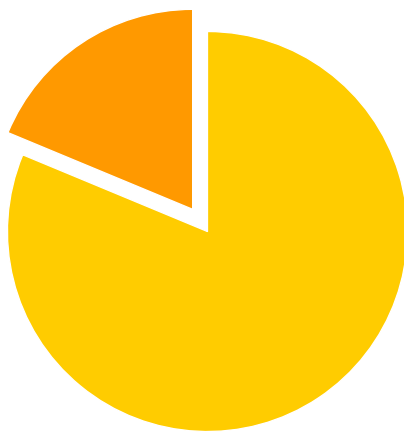


- Not LGBTQ+ (92.4%)
- LGBTQ+ (7.6%)

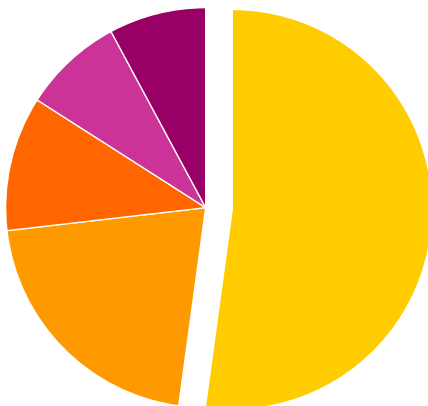


- Dorm Resident (37.5%)
- Lessee (35.9%)
- Living W/ Parents (22.3%)
- Homeowner (4.3%)

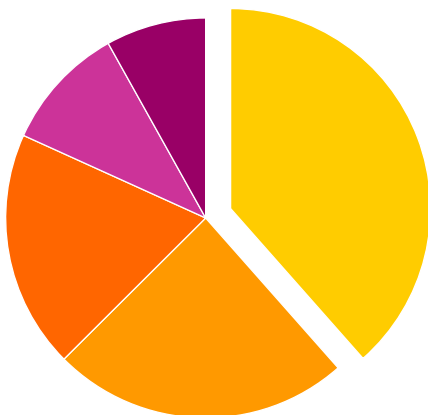




- Student (81.3%)
- Employed (Full Time) (18.7%)

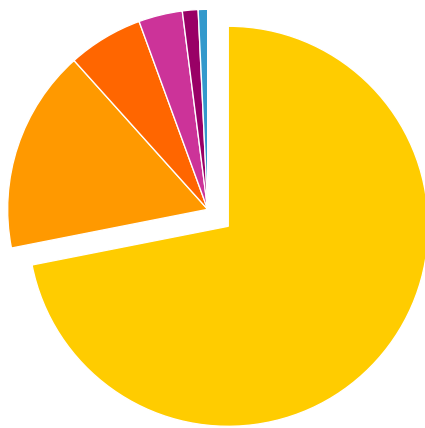


- Yes, Dog (52.2%)
- No Pets (21.0%)
- Yes, Dog (10.9%)
- Yes. Both (8.1%)
- Yes, Cat (7.8%)

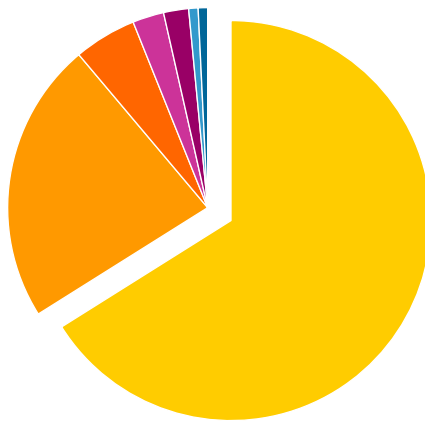


- Moderate (38.5%)
- Slightly Liberal (24.1%)
- Slightly Conservative (19.2%)
- Very Liberal (10.1%)
- Very Conservative (8.1%)





- White (71.9%)
- Black or African American (16.5%)
- Asian (6.1%)
- Other (3.5%)
- Alaska Native (1.3%)
- American Indian (0.8%)

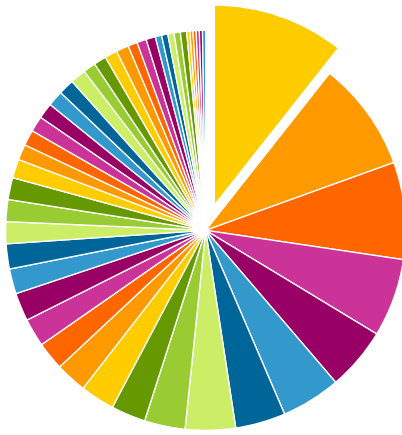


- Christianity (66.1%)
- Not Religious (22.8%)
- Other (5.1%)
- Judaism (2.5%)
- Hinduism (2.0%)
- Buddhism (0.8%)
- Islam (0.8%)



- Pennsylvania State University, University Park (2.3%)
- Howard University (2.0%)
- Florida State University (2.0%)
- University of Delaware (2.0%)
- University of Washington, Seattle (2.0%)
- University of South Florida (2.0%)
- New Jersey Institute of Technology (NJIT) (1.8%)
- North Carolina State University (1.8%)
- Stony Brook University (1.8%)
- Wake Forest University (1.5%)
- Syracuse University (1.5%)
- University of Notre Dame (1.5%)
- University of Connecticut (1.5%)
- University of Kansas (1.5%)
- Tulane University (1.5%)
- Illinois Institute of Technology (1.5%)
- San Diego State University (1.5%)
- Columbia University (1.5%)
- University of California, Davis (UCD) (1.5%)
- University of Illinois, Chicago (UIC) (1.5%)
- University of Michigan (1.5%)

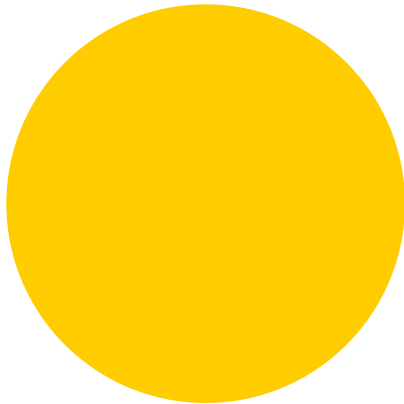




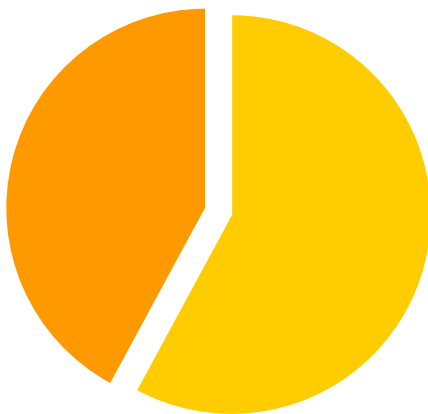
California (10.6%)
Texas (8.9%)
New York (7.8%)
Florida (6.3%)
Ohio (5.1%)
Pennsylvania (4.8%)
New Jersey (4.1%)
Michigan (4.1%)
Illinois (3.3%)
Tennessee (2.8%)
Georgia (2.8%)
North Carolina (2.5%)
Missouri (2.3%)
Maryland (2.3%)
Washington (2.3%)
Arizona (2.0%)
Louisiana (2.0%)
Arkansas (1.8%)
Colorado (1.8%)
Minnesota (1.8%)
Alabama (1.5%)
Connecticut (1.3%)
Utah (1.3%)
Indiana (1.3%)
Virginia (1.3%)
Massachusetts (1.3%)
Wisconsin (1.3%)
Oregon (1.3%)
Oklahoma (1.0%)
Mississippi (1.0%)
Kansas (1.0%)
New Mexico (1.0%)
Nevada (0.8%)
Idaho (0.8%)
Iowa (0.8%)
New Hampshire (0.5%)
Delaware (0.5%)
North Dakota (0.5%)
Nebraska (0.5%)
Kentucky (0.5%)
Alaska (0.3%)
Hawaii (0.3%)
Rhode Island (0.3%)
South Carolina (0.3%)
Montana (0.3%)
Wyoming (0.3%)



Answer: Twitter

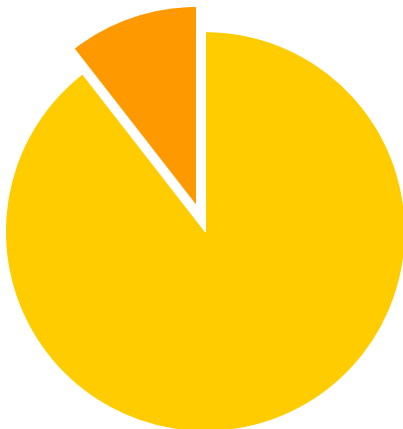


■ Bachelor's Degree (100.0%)



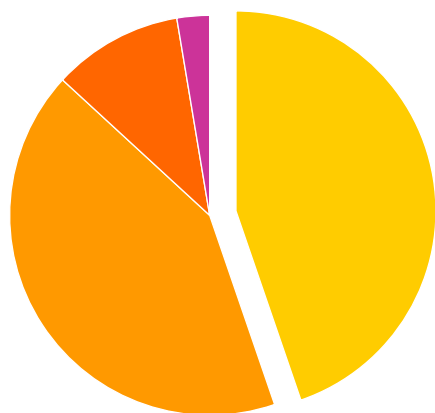
■ Female (57.9%)

■ Male (42.1%)

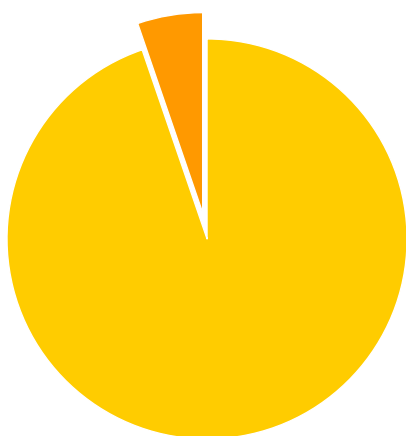


■ Not Hispanic (89.5%)

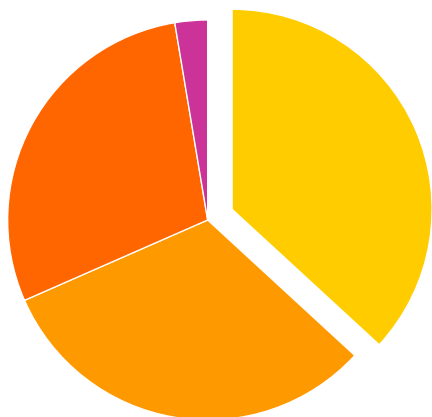
■ Hispanic (10.5%)



- \$100,000 - \$200,000 (44.7%)
- More Than \$200,000 (42.1%)
- Less Than \$25,000 (10.5%)
- \$50,000 - \$100,000 (2.6%)

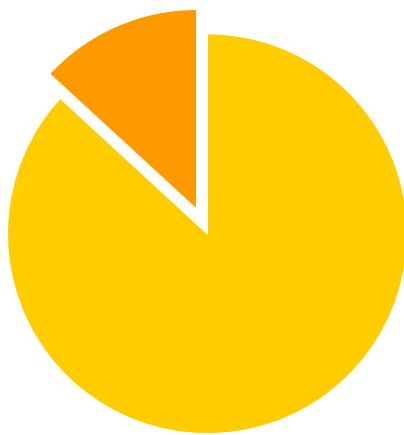


- Not LGBTQ+ (94.7%)
- LGBTQ+ (5.3%)

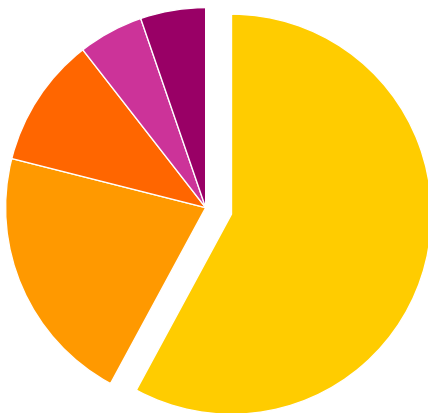


- Dorm Resident (36.8%)
- Lessee (31.6%)
- Living W/ Parents (28.9%)
- Homeowner (2.6%)

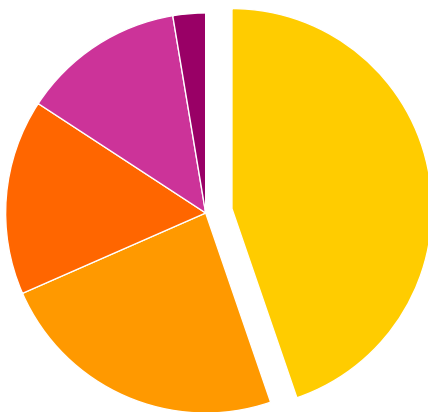




- Student (86.8%)
- Employed (Full Time) (13.2%)

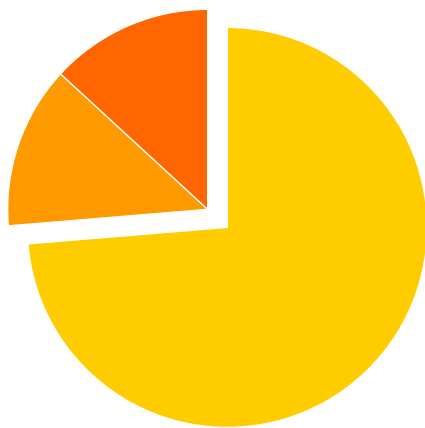


- Yes, Dog (57.9%)
- No Pets (21.1%)
- Yes, Dog (10.5%)
- Yes, Both (5.3%)
- Yes, Cat (5.3%)

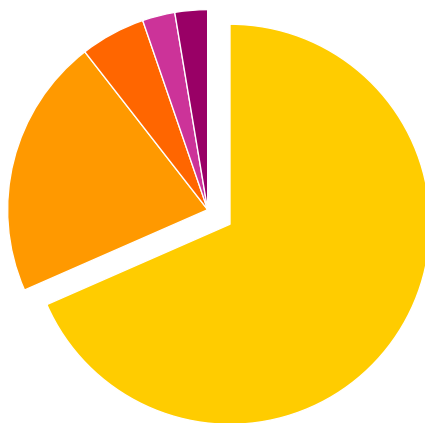


- Moderate (44.7%)
- Very Liberal (23.7%)
- Slightly Conservative (15.8%)
- Slightly Liberal (13.2%)
- Very Conservative (2.6%)

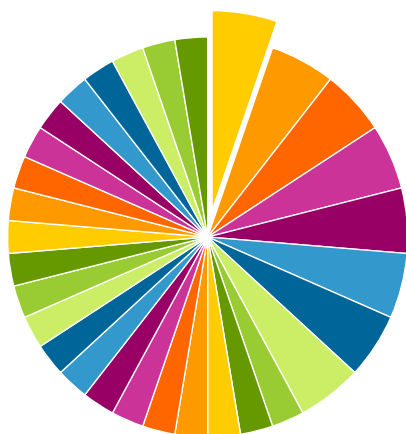




- White (73.7%)
- Black or African American (13.2%)
- Asian (13.2%)

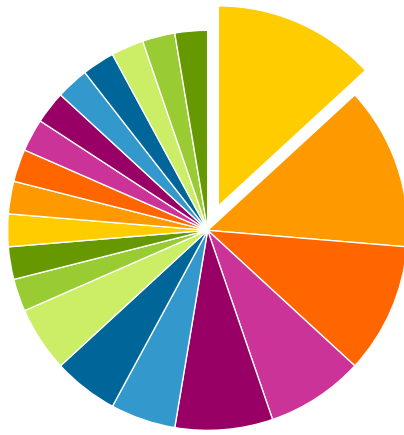


- Christianity (68.4%)
- Not Religious (21.1%)
- Judaism (5.3%)
- Hinduism (2.6%)
- Other (2.6%)



- University of Virginia (5.3%)
- Oregon State University (5.3%)
- Rutgers - The State University of New Jersey, New Brunswick (5.3%)
- Stanford University (5.3%)
- Brandeis University (5.3%)
- University of Utah (5.3%)
- Rice University (5.3%)
- College of William and Mary (5.3%)
- Carnegie Mellon University (2.6%)
- University of Connecticut (2.6%)
- Howard University (2.6%)
- University at Albany SUNY (2.6%)
- Duke University (2.6%)
- Virginia Polytechnic Institute (Virginia Tech) (2.6%)
- Case Western Reserve University (2.6%)
- University of Kansas (2.6%)
- Wake Forest University (2.6%)
- Dartmouth College (2.6%)
- Michigan State University (2.6%)
- Drexel University (2.6%)
- University of California, Berkeley (2.6%)

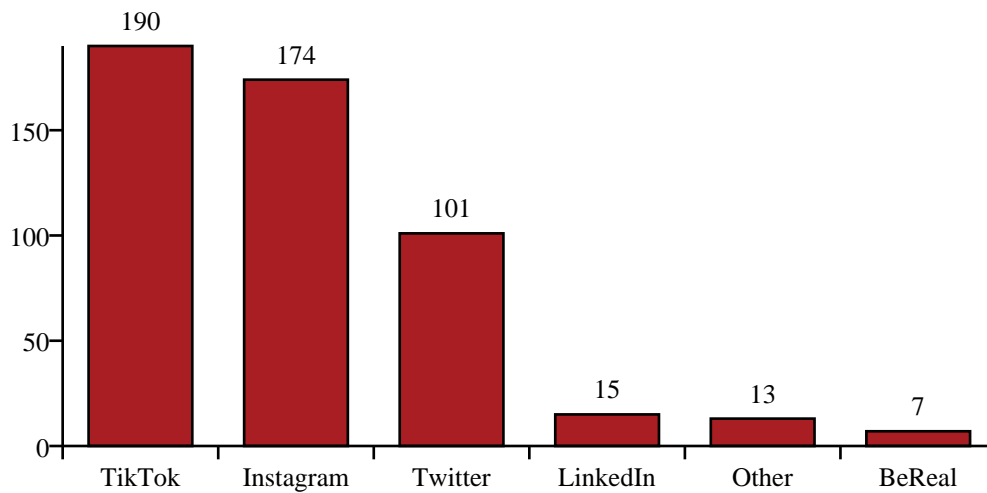




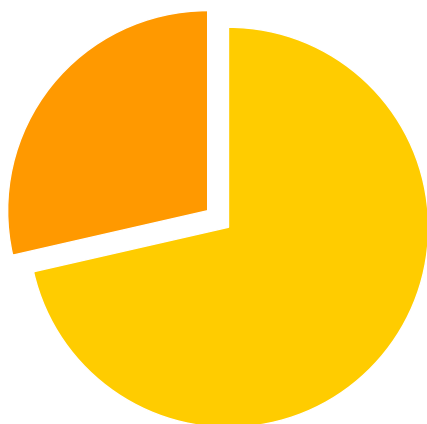
- Florida (13.2%)
- Texas (13.2%)
- Oregon (10.5%)
- Pennsylvania (7.9%)
- Michigan (7.9%)
- Illinois (5.3%)
- Arizona (5.3%)
- North Carolina (5.3%)
- Connecticut (2.6%)
- Massachusetts (2.6%)
- New Jersey (2.6%)
- Alabama (2.6%)
- South Dakota (2.6%)
- Georgia (2.6%)
- Ohio (2.6%)
- California (2.6%)
- Colorado (2.6%)
- Missouri (2.6%)
- Maryland (2.6%)
- Minnesota (2.6%)



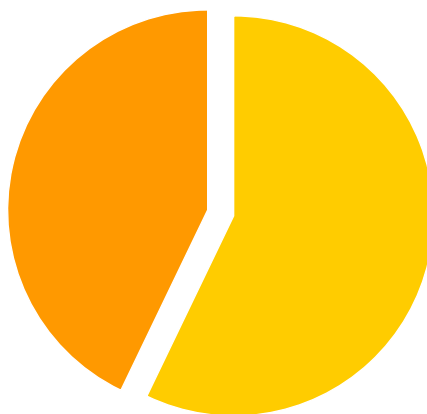
What's Your Most Used Social Media App?



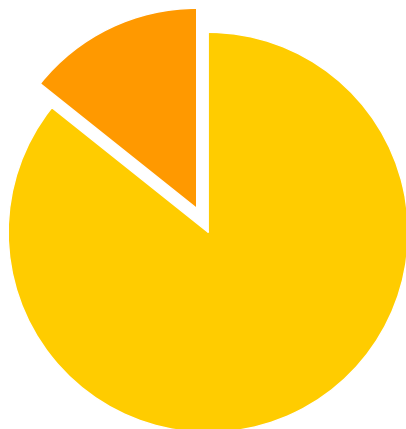
Answer: BeReal



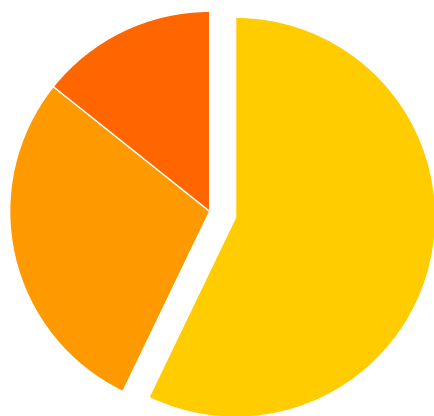
- Bachelor's Degree (71.4%)
- High School (28.6%)



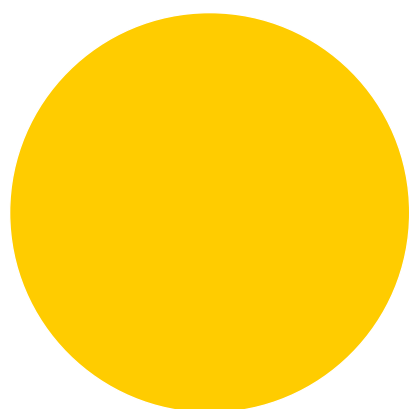
- Male (57.1%)
- Female (42.9%)



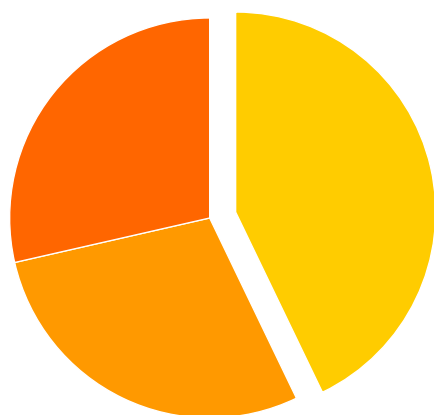
- Not Hispanic (85.7%)
- Hispanic (14.3%)



- More Than \$200,000 (57.1%)
- \$100,000 - \$200,000 (28.6%)
- Less Than \$25,000 (14.3%)

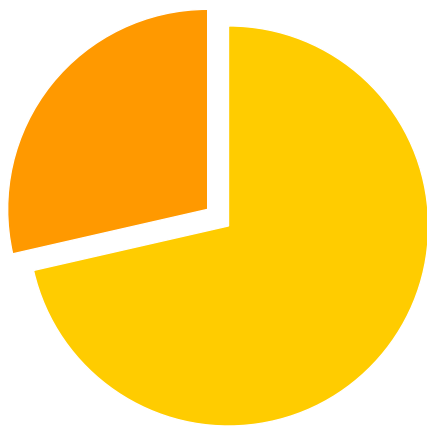


- Not LGBTQ+ (100.0%)

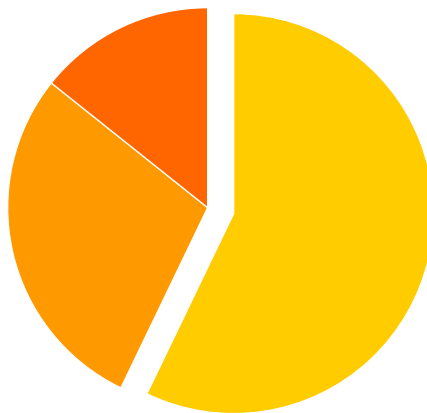


- Living W/ Parents (42.9%)
- Dorm Resident (28.6%)
- Lessee (28.6%)

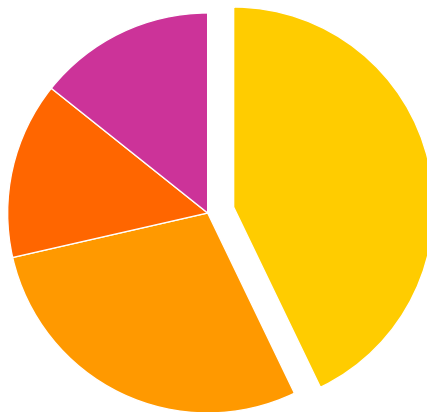




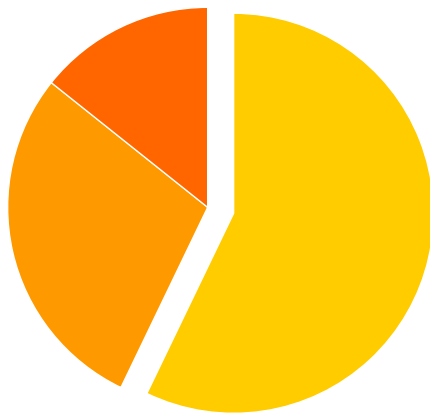
- Student (71.4%)
- Employed (Full Time) (28.6%)



- Yes, Dog (57.1%)
- No Pets (28.6%)
- Yes, Dog (14.3%)



- Slightly Conservative (42.9%)
- Moderate (28.6%)
- Very Conservative (14.3%)
- Very Liberal (14.3%)



- White (57.1%)
- Black or African American (28.6%)
- American Indian (14.3%)

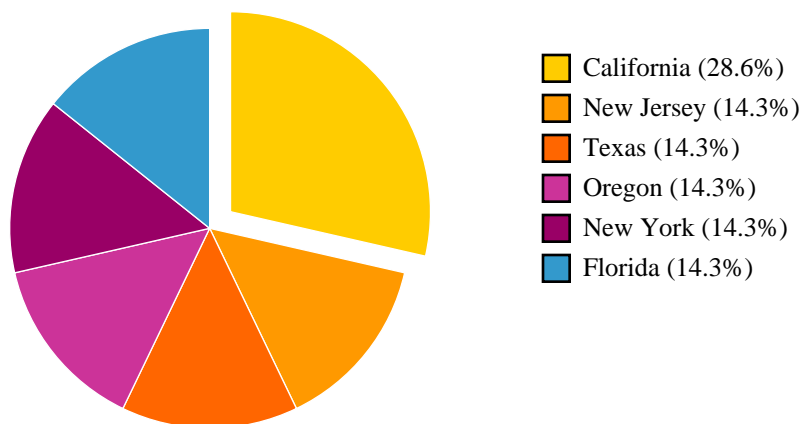


- Christianity (57.1%)
- Not Religious (42.9%)

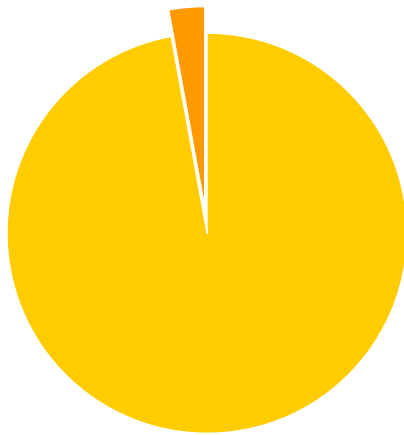


- Syracuse University (28.6%)
- University of Arizona (14.3%)
- Santa Clara University (14.3%)
- Binghamton University, SUNY (14.3%)
- University of Wisconsin-Madison (14.3%)
- University of Minnesota, Twin Cities (14.3%)

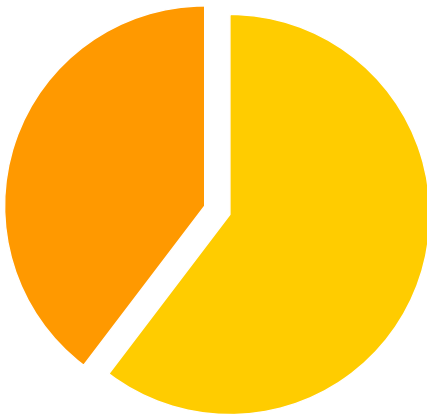




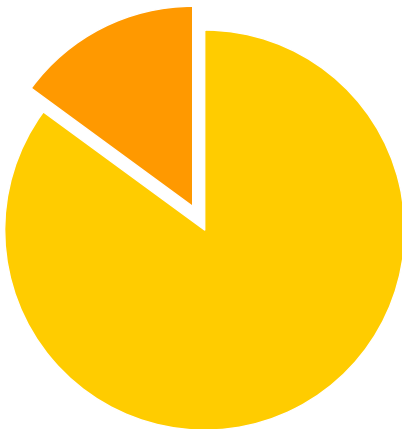
Answer: Instagram



- Bachelor's Degree (97.1%)
- High School (2.9%)

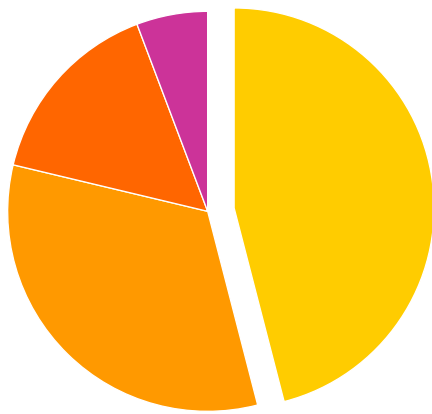


- Female (60.3%)
- Male (39.7%)

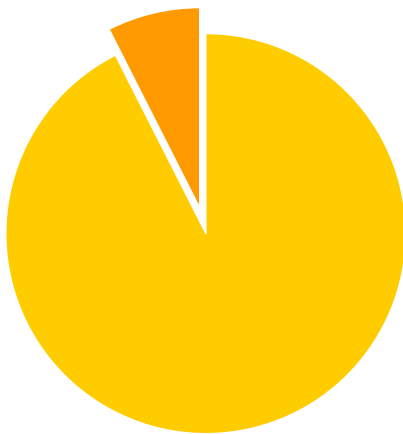


- Not Hispanic (85.1%)
- Hispanic (14.9%)

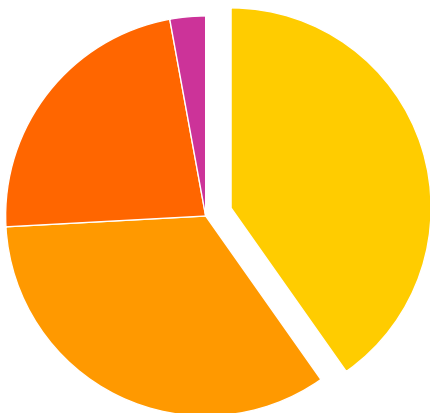




- More Than \$200,000 (46.0%)
- \$100,000 - \$200,000 (32.8%)
- Less Than \$25,000 (15.5%)
- \$50,000 - \$100,000 (5.7%)

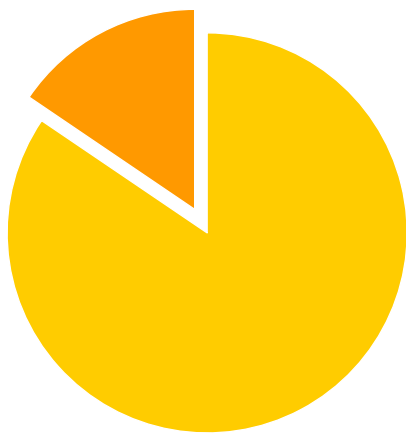


- Not LGBTQ+ (92.5%)
- LGBTQ+ (7.5%)

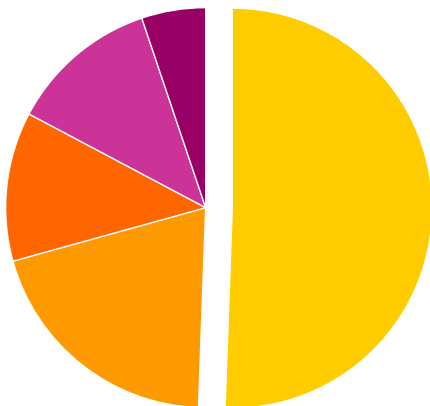


- Lessee (40.2%)
- Dorm Resident (33.9%)
- Living W/ Parents (23.0%)
- Homeowner (2.9%)

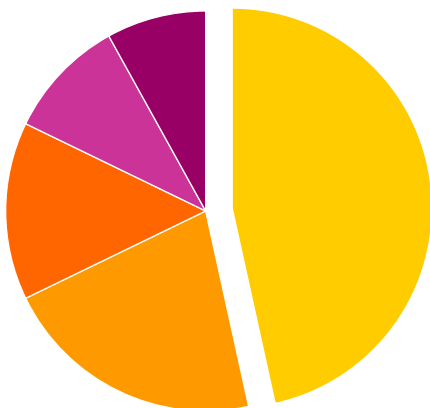




- Student (84.5%)
- Employed (Full Time) (15.5%)

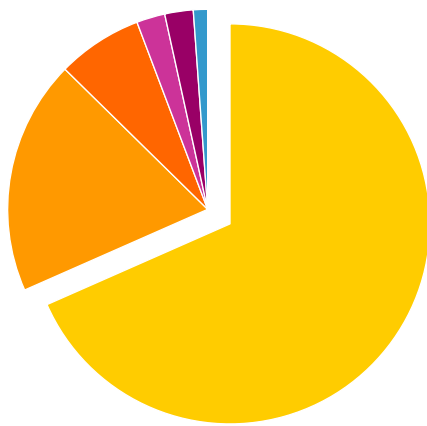


- Yes, Dog (50.6%)
- No Pets (20.1%)
- Yes, Dog (12.1%)
- Yes. Both (12.1%)
- Yes, Cat (5.2%)

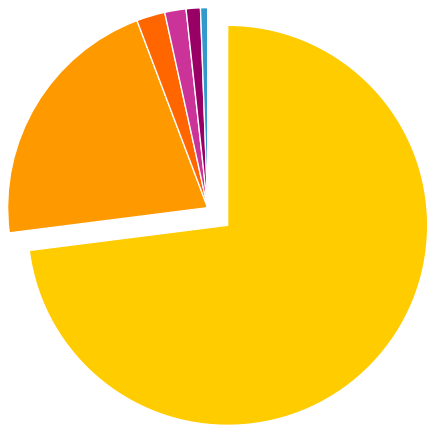


- Moderate (46.6%)
- Slightly Liberal (21.3%)
- Slightly Conservative (14.4%)
- Very Liberal (9.8%)
- Very Conservative (8.0%)





- White (68.4%)
- Black or African American (19.0%)
- Asian (6.9%)
- American Indian (2.3%)
- Other (2.3%)
- Alaska Native (1.1%)



- Christianity (73.0%)
- Not Religious (21.3%)
- Judaism (2.3%)
- Other (1.7%)
- Islam (1.1%)
- Buddhism (0.6%)



- University of Maryland, College Park (2.9%)
- University of California, Irvine (2.9%)
- University of California, Davis (UCD) (2.9%)
- University of Georgia (2.9%)
- University of Delaware (2.3%)
- New Jersey Institute of Technology (NJIT) (2.3%)
- University of California, Riverside (UCR) (2.3%)
- San Diego State University (2.3%)
- University of Southern California (2.3%)
- Arizona State University, Tempe (2.3%)
- Ohio State University, Columbus (2.3%)
- University of Massachusetts, Boston (1.7%)
- Texas A&M University (1.7%)
- Syracuse University (1.7%)
- College of William and Mary (1.7%)
- University of Illinois, Chicago (UIC) (1.7%)
- University of Houston (1.7%)
- University of Minnesota, Twin Cities (1.7%)
- University of New Mexico (1.7%)
- University of Connecticut (1.7%)
- University of North Carolina (1.7%)

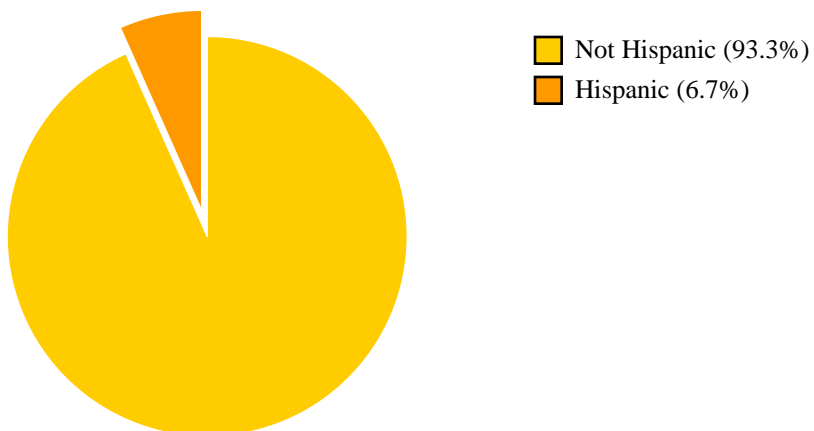
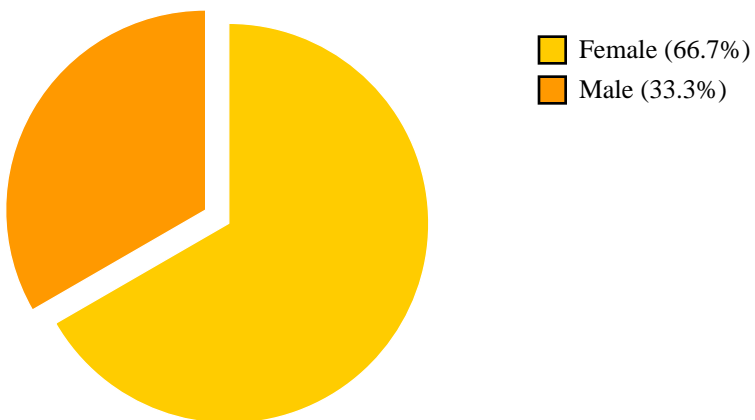
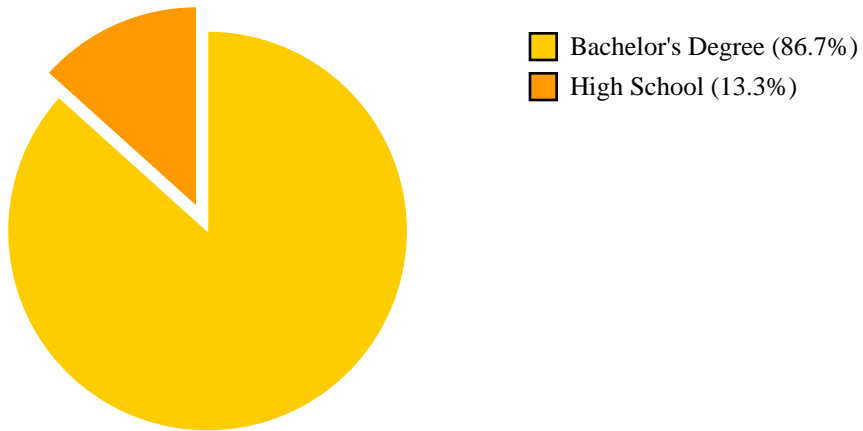


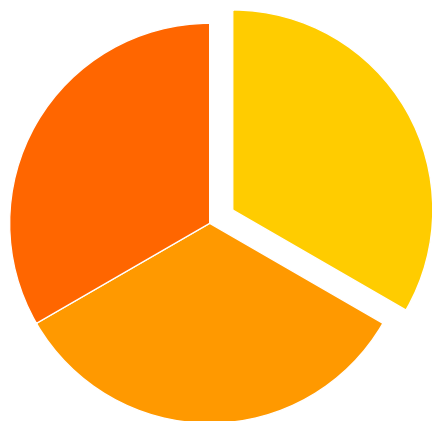


California (9.2%)
New York (9.2%)
Pennsylvania (6.3%)
Texas (6.3%)
Florida (5.2%)
North Carolina (4.6%)
New Jersey (4.0%)
Illinois (4.0%)
Ohio (3.4%)
Georgia (2.9%)
Kentucky (2.9%)
Massachusetts (2.9%)
Colorado (2.9%)
Virginia (2.9%)
Michigan (2.3%)
Maine (2.3%)
Utah (2.3%)
Indiana (2.3%)
Minnesota (2.3%)
Alabama (2.3%)
Maryland (1.7%)
Oklahoma (1.7%)
Washington (1.7%)
Wisconsin (1.1%)
Mississippi (1.1%)
Kansas (1.1%)
Iowa (1.1%)
Missouri (1.1%)
Arizona (1.1%)
Louisiana (1.1%)
West Virginia (1.1%)
Montana (1.1%)
New Mexico (0.6%)
Oregon (0.6%)
Wyoming (0.6%)
Arkansas (0.6%)
Tennessee (0.6%)
Hawaii (0.6%)
North Dakota (0.6%)

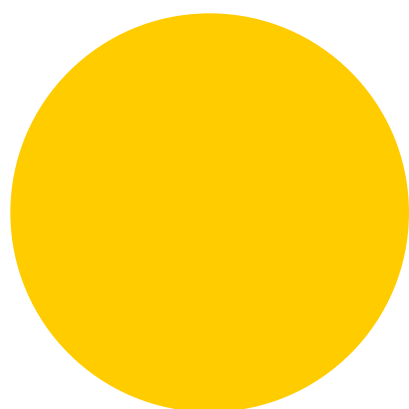


Answer: LinkedIn

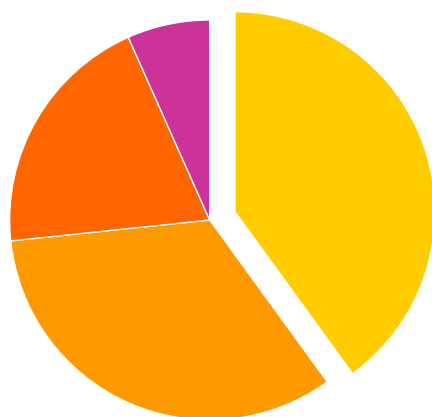




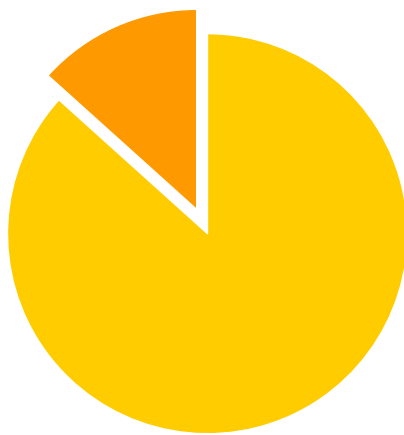
- \$100,000 - \$200,000 (33.3%)
- Less Than \$25,000 (33.3%)
- More Than \$200,000 (33.3%)



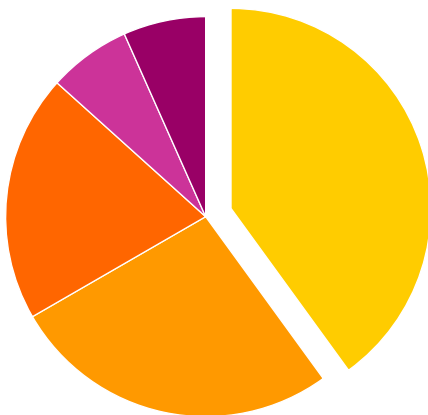
- Not LGBTQ+ (100.0%)



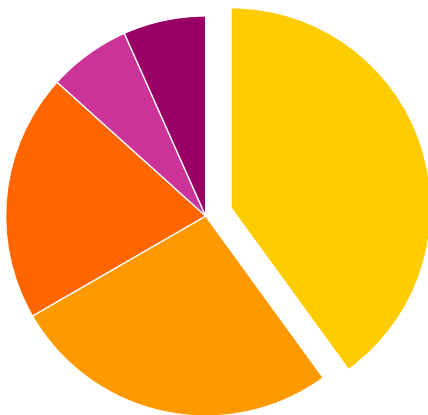
- Lessee (40.0%)
- Living W/ Parents (33.3%)
- Dorm Resident (20.0%)
- Homeowner (6.7%)



- Student (86.7%)
- Employed (Full Time) (13.3%)

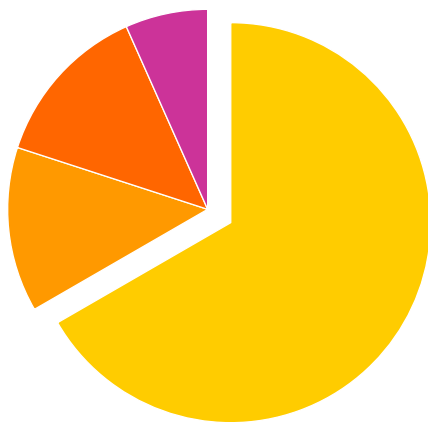


- Yes, Dog (40.0%)
- No Pets (26.7%)
- Yes, Cat (20.0%)
- Yes, Both (6.7%)
- Yes, Dog (6.7%)

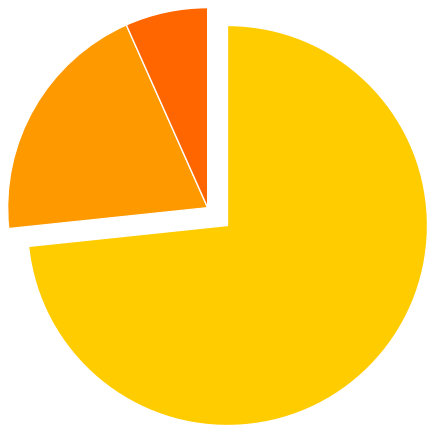


- Moderate (40.0%)
- Slightly Conservative (26.7%)
- Slightly Liberal (20.0%)
- Very Liberal (6.7%)
- Very Conservative (6.7%)





- White (66.7%)
- Asian (13.3%)
- Black or African American (13.3%)
- Other (6.7%)

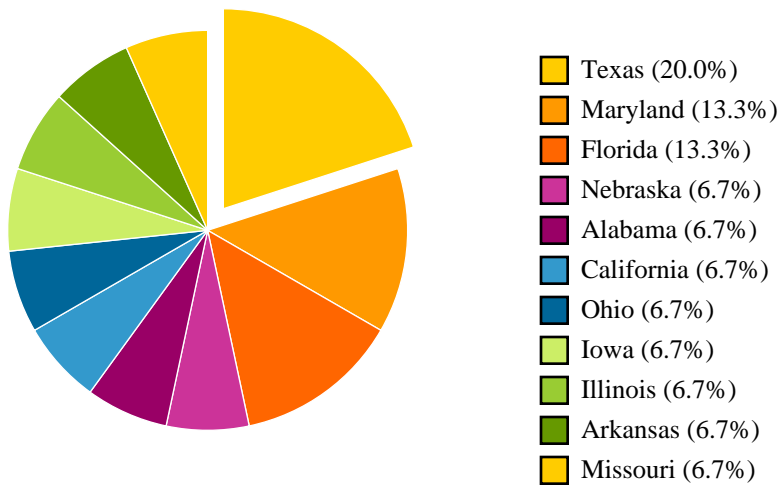


- Christianity (73.3%)
- Not Religious (20.0%)
- Buddhism (6.7%)

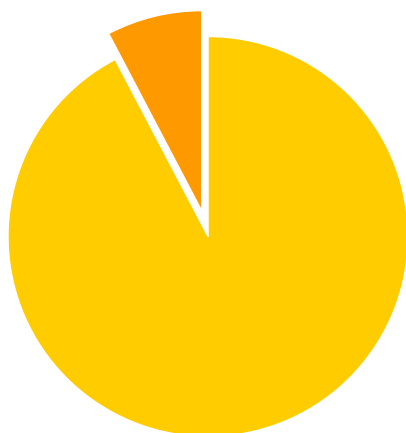


- Texas A&M University (13.3%)
- University at Albany SUNY (6.7%)
- Northeastern University (6.7%)
- University of Connecticut (6.7%)
- University of Massachusetts, Boston (6.7%)
- University of Arizona (6.7%)
- Northwestern University (6.7%)
- Michigan State University (6.7%)
- Howard University (6.7%)
- Dartmouth College (6.7%)
- Stanford University (6.7%)
- Cornell University (6.7%)
- Duke University (6.7%)
- University of Notre Dame (6.7%)

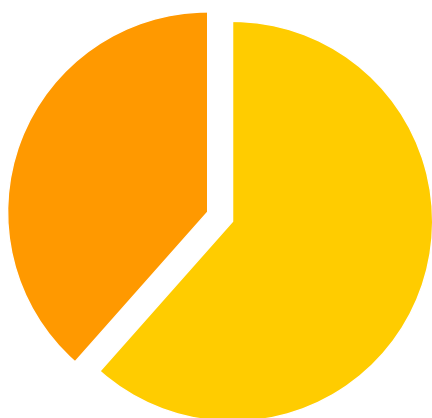




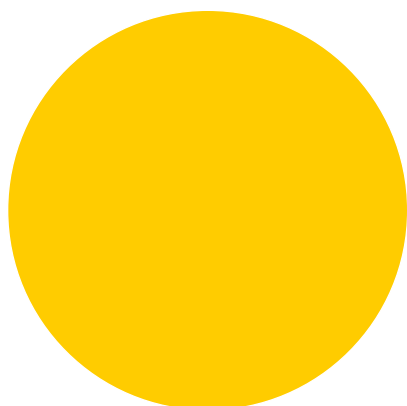
Answer: Other



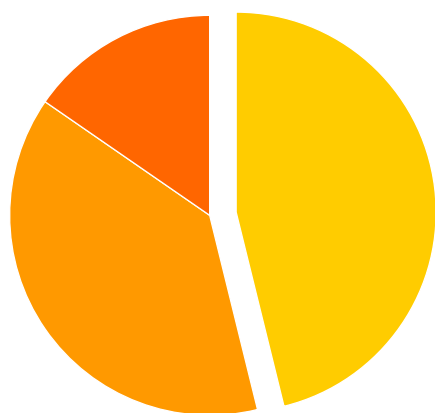
- Bachelor's Degree (92.3%)
- High School (7.7%)



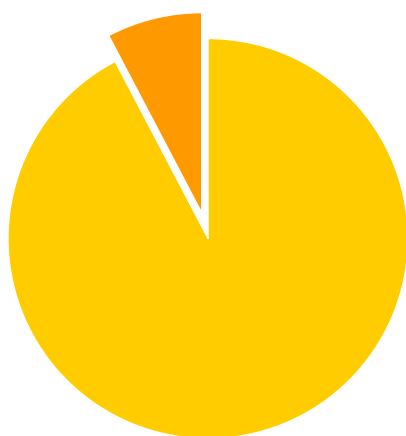
- Female (61.5%)
- Male (38.5%)



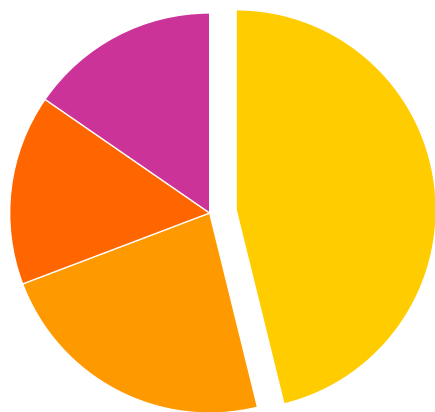
- Not Hispanic (100.0%)



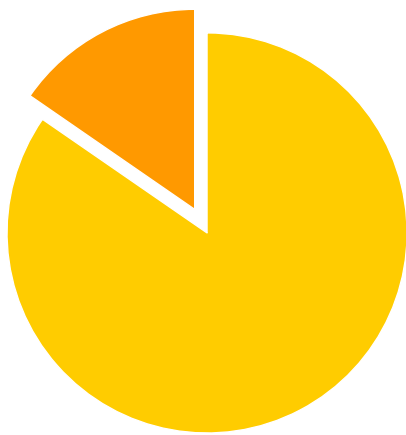
- \$100,000 - \$200,000 (46.2%)
- More Than \$200,000 (38.5%)
- Less Than \$25,000 (15.4%)



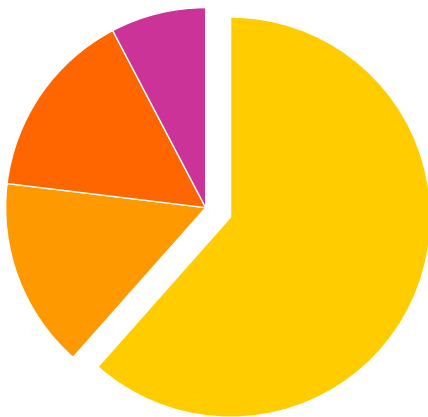
- Not LGBTQ+ (92.3%)
- LGBTQ+ (7.7%)



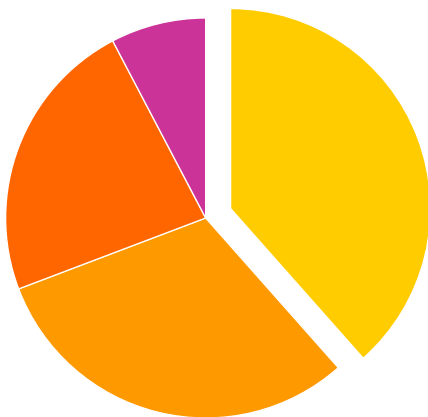
- Dorm Resident (46.2%)
- Living W/ Parents (23.1%)
- Homeowner (15.4%)
- Lessee (15.4%)



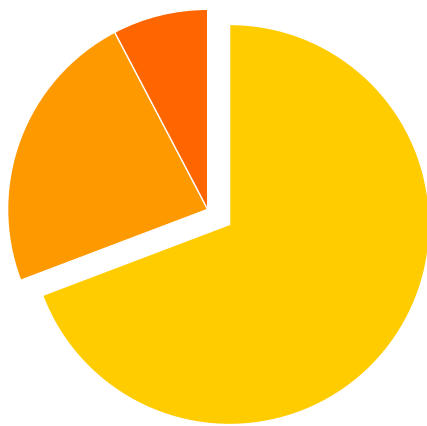
- Student (84.6%)
- Employed (Full Time) (15.4%)



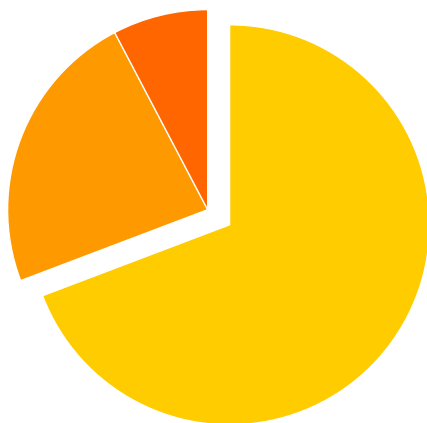
- Yes, Dog (61.5%)
- Yes, Dog (15.4%)
- No Pets (15.4%)
- Yes. Both (7.7%)



- Slightly Liberal (38.5%)
- Moderate (30.8%)
- Very Liberal (23.1%)
- Slightly Conservative (7.7%)



- White (69.2%)
- Black or African American (23.1%)
- Asian (7.7%)

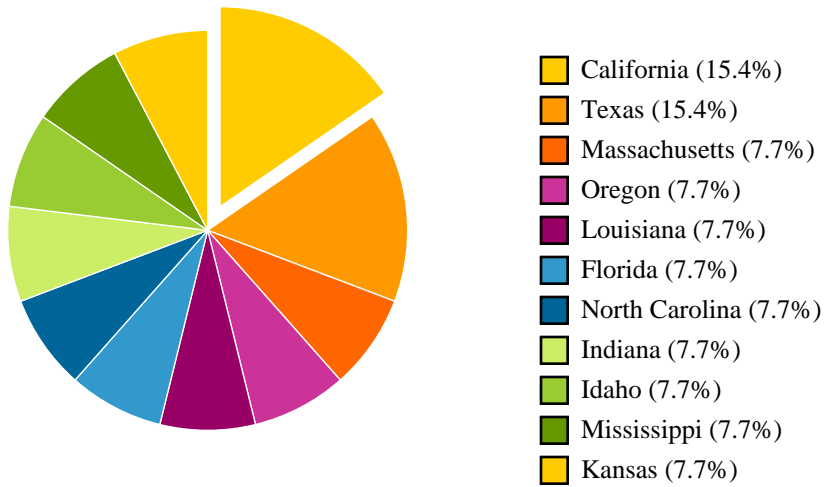


- Christianity (69.2%)
- Not Religious (23.1%)
- Hinduism (7.7%)

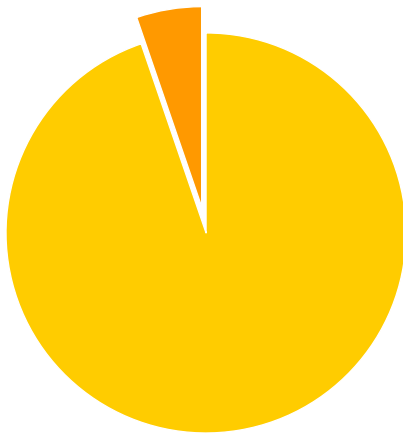


- University of Maryland, College Park (15.4%)
- University of New Mexico (7.7%)
- Santa Clara University (7.7%)
- Dartmouth College (7.7%)
- University of Massachusetts, Amherst (7.7%)
- University of Maryland, Baltimore County (7.7%)
- Indiana University Bloomington (7.7%)
- Washington University in St. Louis (7.7%)
- University of Texas Dallas (7.7%)
- University of Texas at Austin (7.7%)
- University of Illinois at Urbana-Champaign (7.7%)
- Cornell University (7.7%)





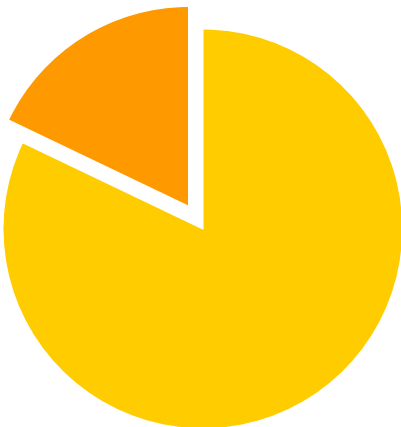
Answer: TikTok



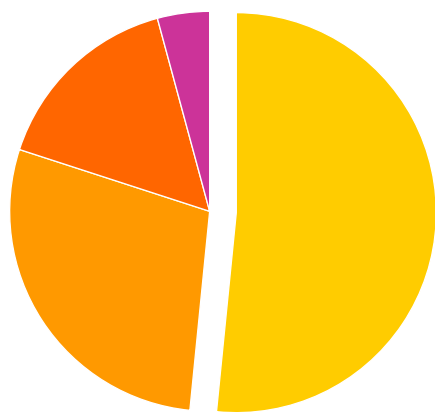
- Bachelor's Degree (94.7%)
- High School (5.3%)



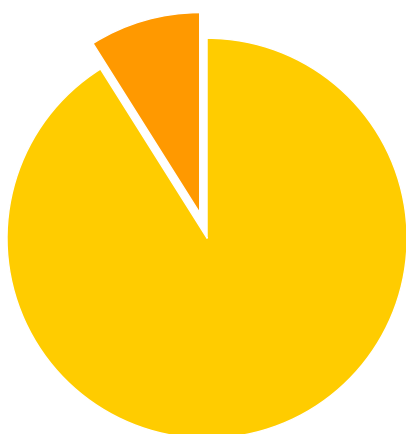
- Female (61.6%)
- Male (38.4%)



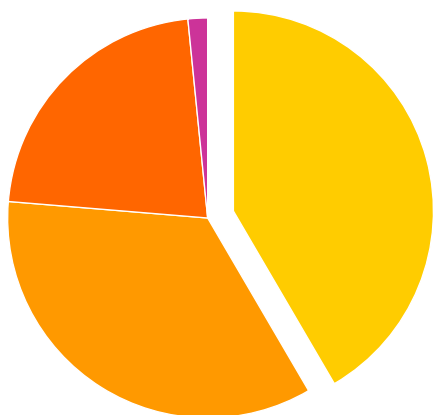
- Not Hispanic (82.1%)
- Hispanic (17.9%)



- More Than \$200,000 (51.6%)
- \$100,000 - \$200,000 (28.4%)
- Less Than \$25,000 (15.8%)
- \$50,000 - \$100,000 (4.2%)

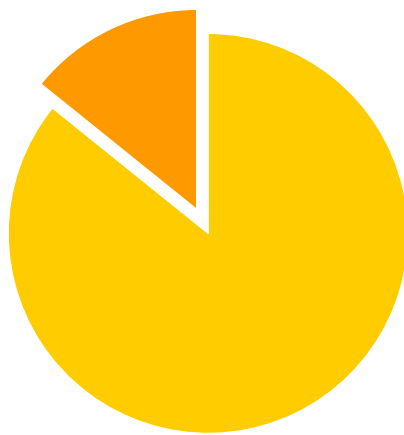


- Not LGBTQ+ (91.1%)
- LGBTQ+ (8.9%)

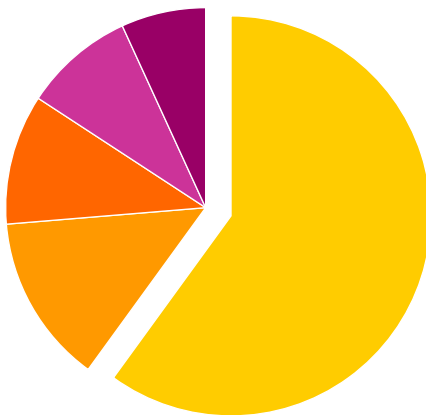


- Dorm Resident (41.6%)
- Lessee (34.7%)
- Living W/ Parents (22.1%)
- Homeowner (1.6%)

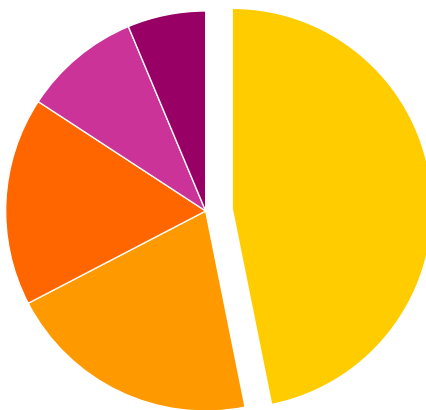




- Student (85.8%)
- Employed (Full Time) (14.2%)

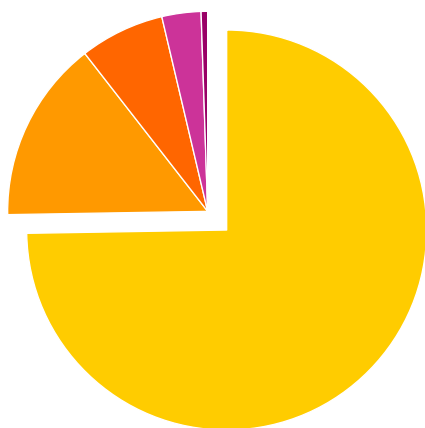


- Yes, Dog (60.0%)
- No Pets (13.7%)
- Yes. Both (10.5%)
- Yes, Dog (8.9%)
- Yes, Cat (6.8%)

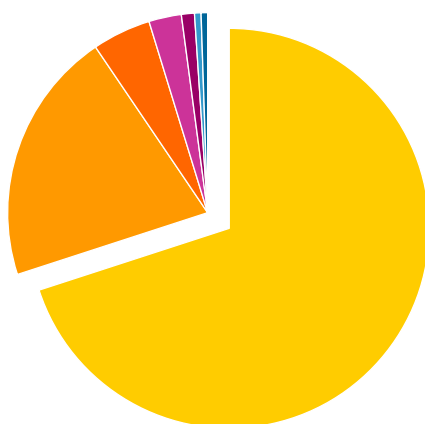


- Moderate (46.8%)
- Slightly Liberal (20.5%)
- Slightly Conservative (16.8%)
- Very Liberal (9.5%)
- Very Conservative (6.3%)





- White (74.7%)
- Black or African American (14.7%)
- Asian (6.8%)
- Other (3.2%)
- American Indian (0.5%)

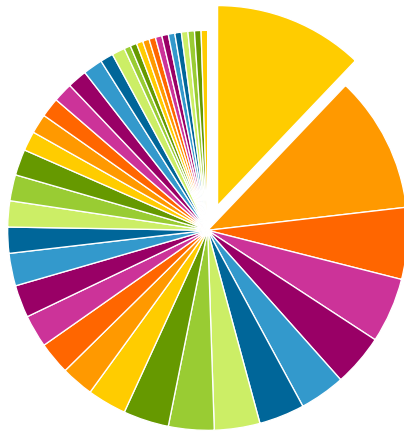


- Christianity (70.0%)
- Not Religious (20.5%)
- Judaism (4.7%)
- Other (2.6%)
- Hinduism (1.1%)
- Buddhism (0.5%)
- Islam (0.5%)



- University of Wisconsin-Madison (3.2%)
- University of Massachusetts, Amherst (2.6%)
- University of Texas at Austin (2.6%)
- University of Houston (2.6%)
- University of Utah (2.6%)
- University of Texas Dallas (2.1%)
- University of California, San Diego (UCSD) (2.1%)
- University of Minnesota, Twin Cities (2.1%)
- New Jersey Institute of Technology (NJIT) (2.1%)
- Tulane University (2.1%)
- University of Kansas (2.1%)
- Temple University (2.1%)
- University of Connecticut (1.6%)
- Carnegie Mellon University (1.6%)
- San Diego State University (1.6%)
- University of South Florida (1.6%)
- Ohio State University, Columbus (1.6%)
- Oregon State University (1.6%)
- University of Oklahoma, Norman (1.6%)
- University of California, Santa Barbara (UCSB) (1.6%)
- University of California, Berkeley (UCB) (1.6%)

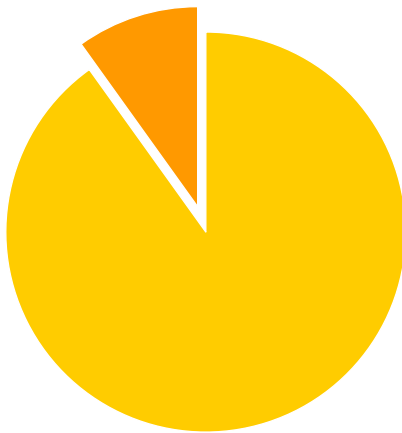




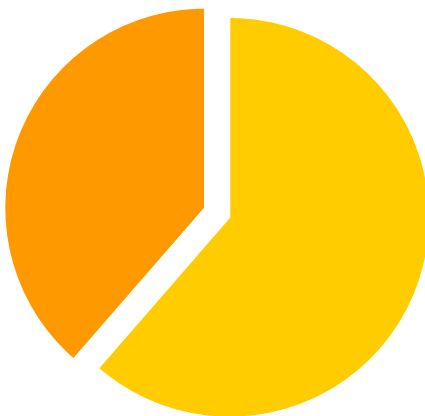
California (12.1%)
Texas (11.1%)
Florida (5.8%)
Pennsylvania (5.3%)
North Carolina (4.2%)
Colorado (3.7%)
Illinois (3.7%)
Oklahoma (3.7%)
Michigan (3.7%)
New York (3.7%)
Ohio (3.2%)
Virginia (2.6%)
Georgia (2.6%)
Wisconsin (2.6%)
Louisiana (2.6%)
Indiana (2.6%)
Tennessee (2.1%)
New Jersey (2.1%)
Missouri (2.1%)
Washington (2.1%)
Maryland (1.6%)
Massachusetts (1.6%)
Utah (1.6%)
South Carolina (1.6%)
Nevada (1.6%)
Arizona (1.6%)
Nebraska (1.1%)
Kentucky (1.1%)
Rhode Island (0.5%)
New Hampshire (0.5%)
Oregon (0.5%)
Mississippi (0.5%)
Vermont (0.5%)
South Dakota (0.5%)
New Mexico (0.5%)
West Virginia (0.5%)
Iowa (0.5%)
Maine (0.5%)
Minnesota (0.5%)
Alabama (0.5%)
Kansas (0.5%)



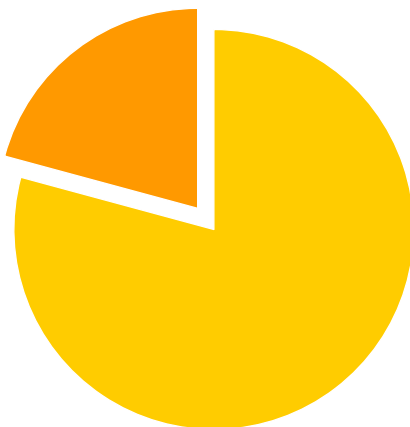
Answer: Twitter



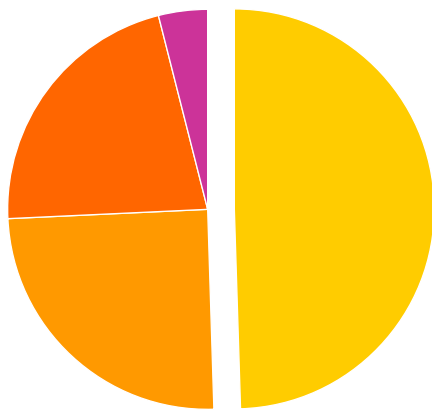
- Bachelor's Degree (90.1%)
- High School (9.9%)



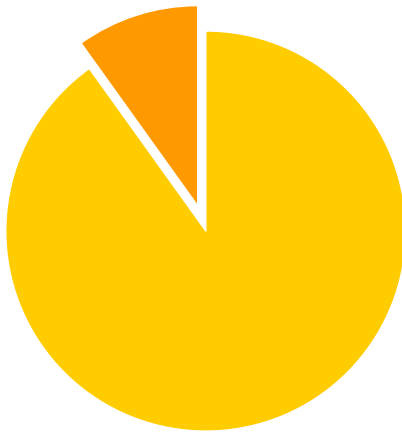
- Female (61.4%)
- Male (38.6%)



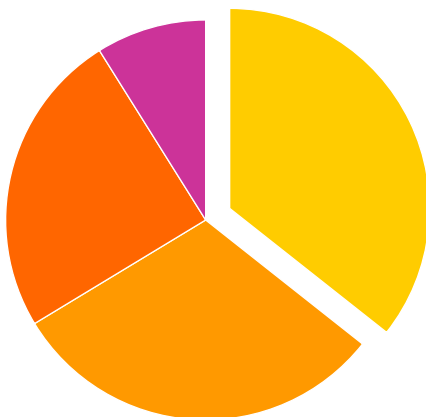
- Not Hispanic (79.2%)
- Hispanic (20.8%)



- More Than \$200,000 (49.5%)
- \$100,000 - \$200,000 (24.8%)
- Less Than \$25,000 (21.8%)
- \$50,000 - \$100,000 (4.0%)

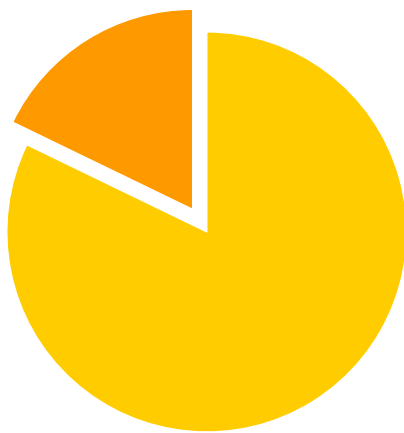


- Not LGBTQ+ (90.1%)
- LGBTQ+ (9.9%)

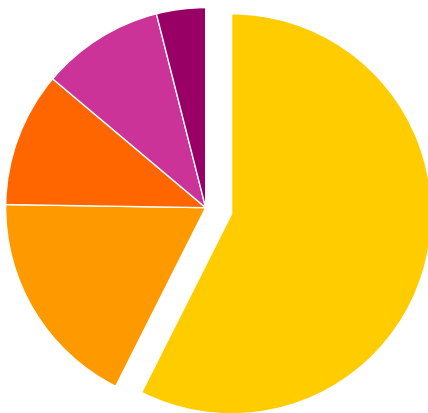


- Lessee (35.6%)
- Dorm Resident (30.7%)
- Living W/ Parents (24.8%)
- Homeowner (8.9%)

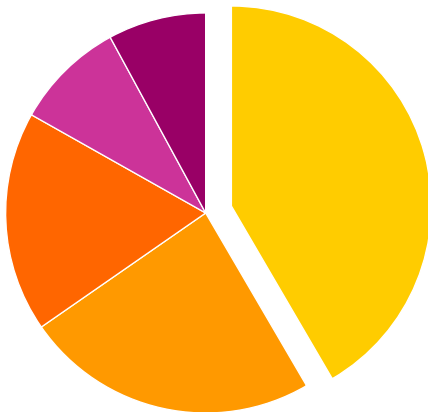




- Student (82.2%)
- Employed (Full Time) (17.8%)

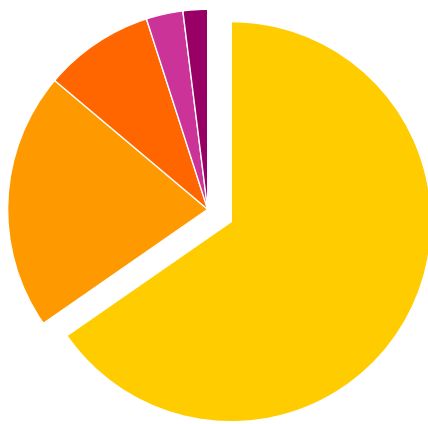


- Yes, Dog (57.4%)
- No Pets (17.8%)
- Yes, Dog (10.9%)
- Yes. Both (9.9%)
- Yes, Cat (4.0%)

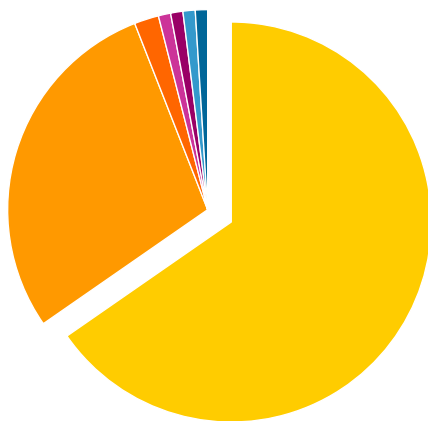


- Moderate (41.6%)
- Slightly Liberal (23.8%)
- Slightly Conservative (17.8%)
- Very Liberal (8.9%)
- Very Conservative (7.9%)





- White (65.3%)
- Black or African American (20.8%)
- Asian (8.9%)
- Other (3.0%)
- American Indian (2.0%)



- Christianity (65.3%)
- Not Religious (28.7%)
- Hinduism (2.0%)
- Other (1.0%)
- Islam (1.0%)
- Judaism (1.0%)
- Buddhism (1.0%)



- University at Albany SUNY (5.0%)
- University of Hawai'i at Manoa (4.0%)
- Georgia Institute of Technology (Georgia Tech) (3.0%)
- University of Pennsylvania (3.0%)
- University of Wisconsin-Madison (3.0%)
- Rice University (3.0%)
- Illinois Institute of Technology (3.0%)
- Princeton University (3.0%)
- Syracuse University (3.0%)
- Rensselaer Polytechnic Institute (3.0%)
- Boston University (3.0%)
- University of Illinois at Urbana-Champaign (2.0%)
- Temple University (2.0%)
- University of Kansas (2.0%)
- University of New Mexico (2.0%)
- University of Notre Dame (2.0%)
- University of Minnesota, Twin Cities (2.0%)
- University of Massachusetts, Amherst (2.0%)
- University of the Pacific (2.0%)
- Pennsylvania State University, University Park (2.0%)



