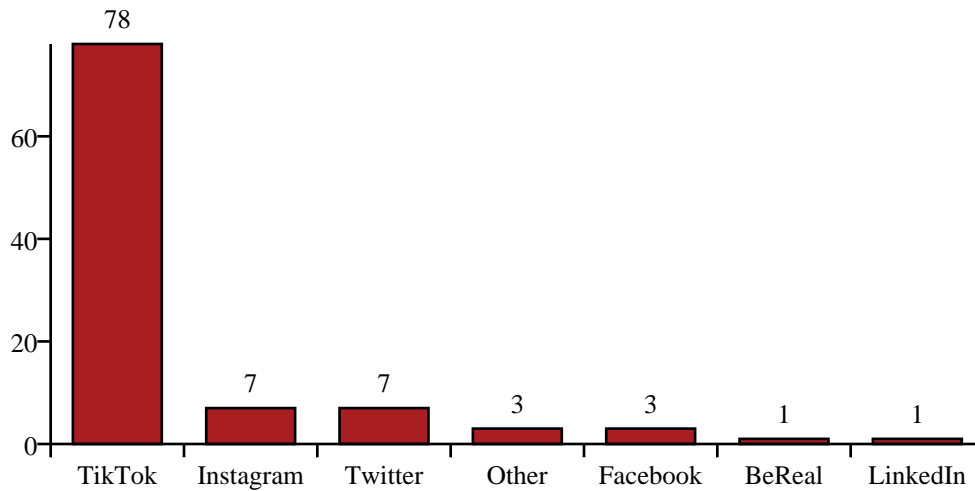
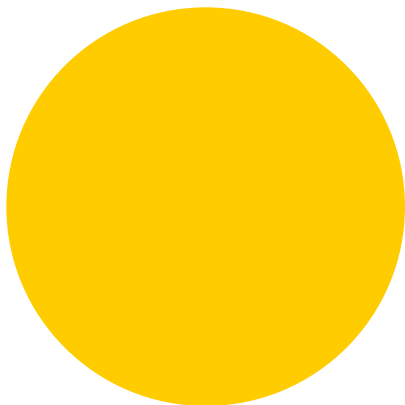


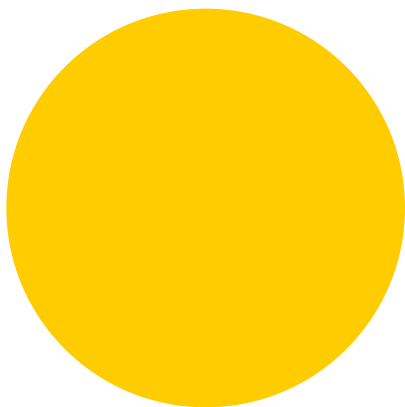
What social media app do you doom scroll on the most?



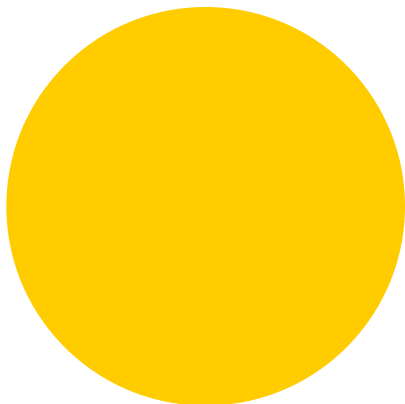
Answer: BeReal



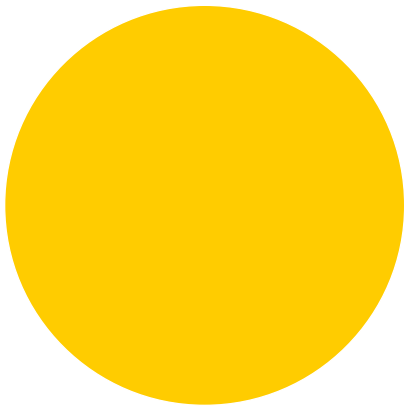
■ Bachelor'S Degree (100.0%)



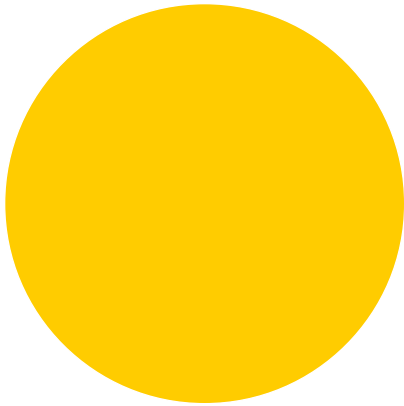
■ Female (100.0%)



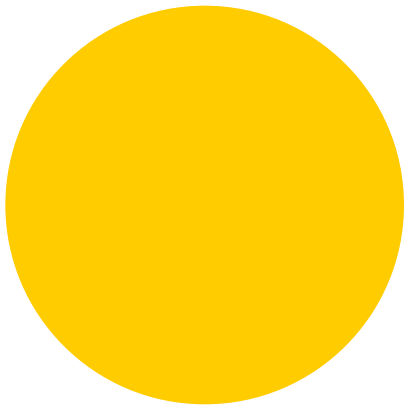
■ Not Hispanic (100.0%)



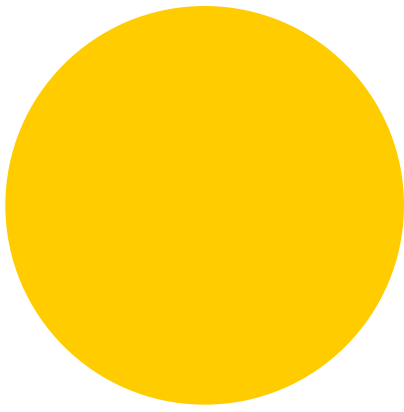
More Than \$200,000 (100.0%)



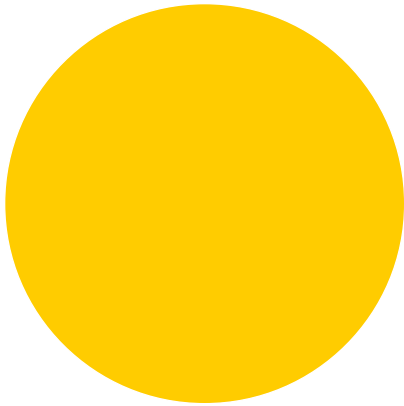
Lgbtqia+ (100.0%)



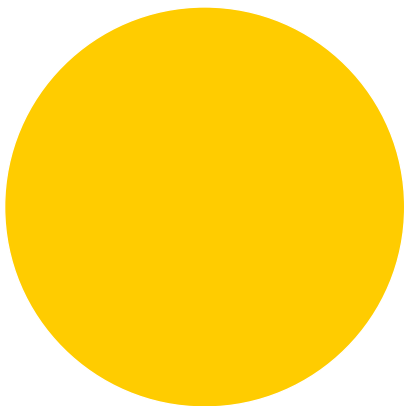
Living W/ Parents (100.0%)



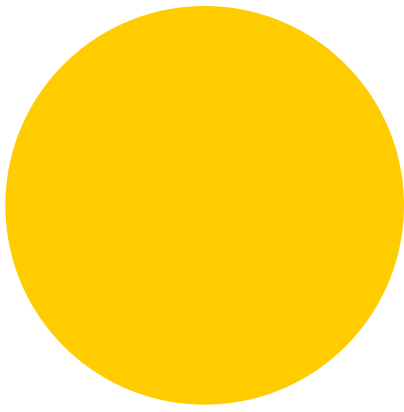
■ Employed (Full Time) (100.0%)



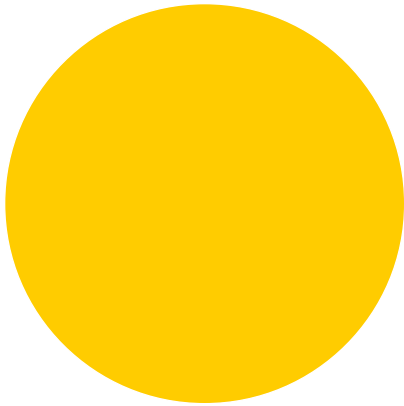
■ Yes,Dog (100.0%)



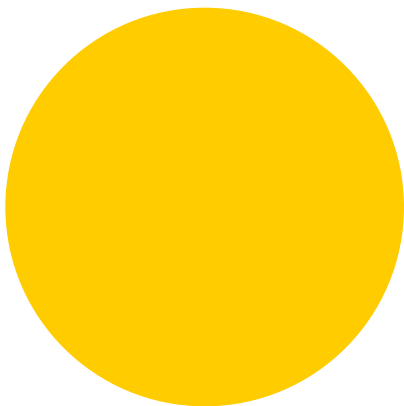
■ Moderate (100.0%)



■ White (100.0%)

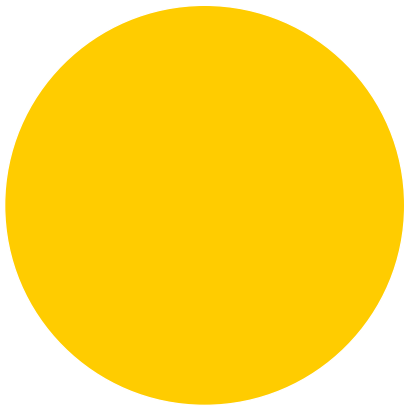


■ Not Religious (100.0%)



■ Vanderbilt University (100.0%)

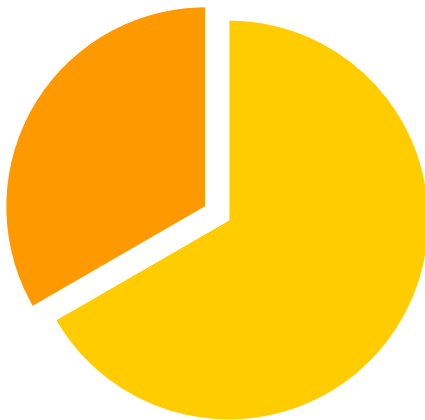




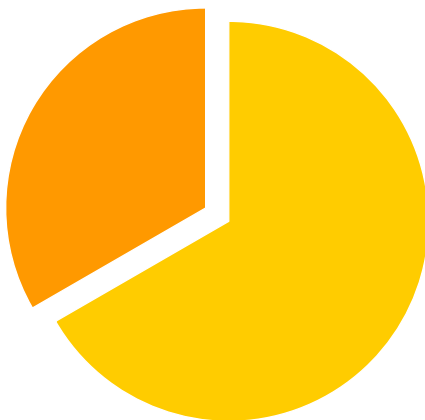
■ Connecticut (100.0%)



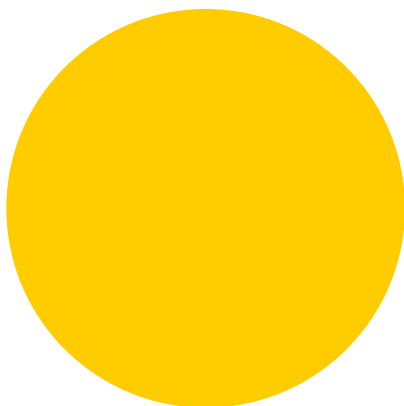
Answer: Facebook



■ Bachelor'S Degree (66.7%)
■ High School (33.3%)



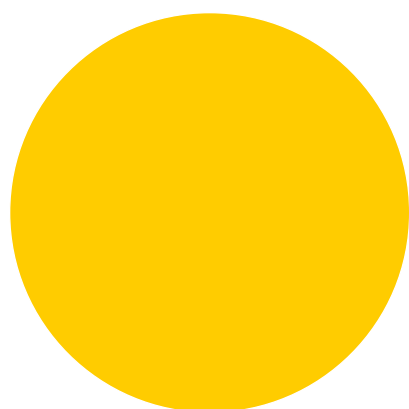
■ Female (66.7%)
■ Male (33.3%)



■ Not Hispanic (100.0%)



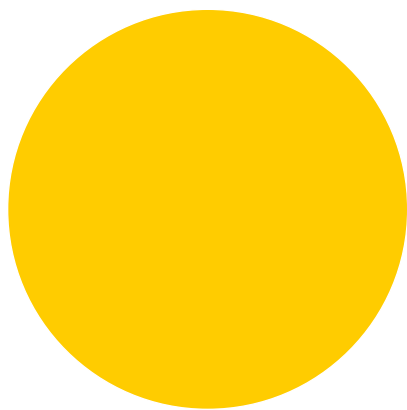
More Than \$200,000 (66.7%)
\$50,000 - \$100,000 (33.3%)



Not LGBTQ+ (100.0%)



Lessee (66.7%)
Living W/ Parents (33.3%)



Employed (Full Time) (100.0%)



Yes,Dog (33.3%)

Yes. Both (33.3%)

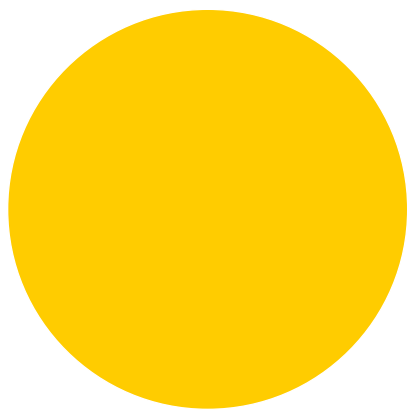
Yes, Cat (33.3%)



Moderate (33.3%)

Slightly Liberal (33.3%)

Very Liberal (33.3%)

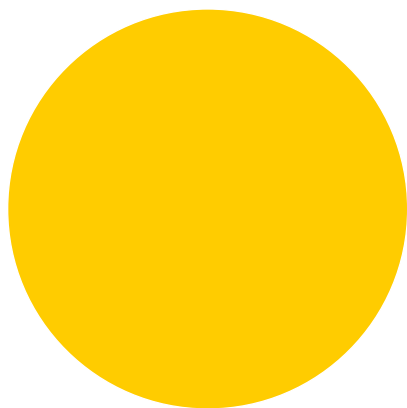


White (100.0%)



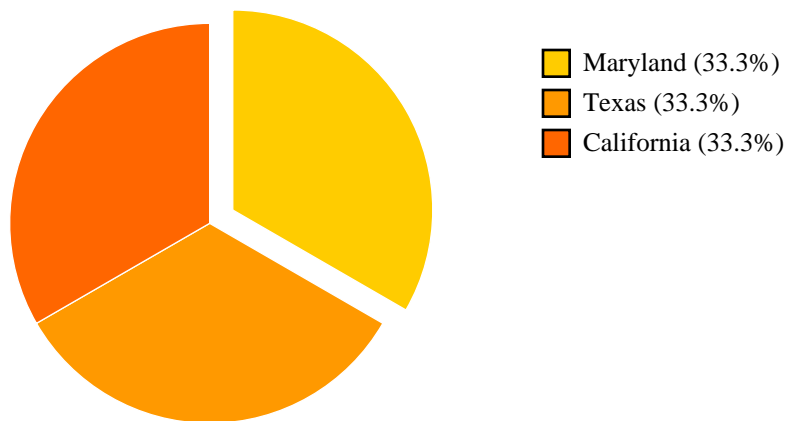
Judaism (66.7%)

Christianity (33.3%)

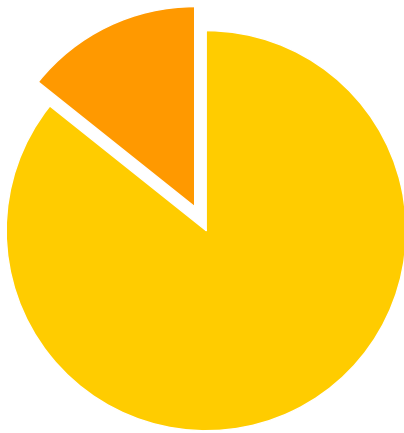


Vanderbilt University (100.0%)





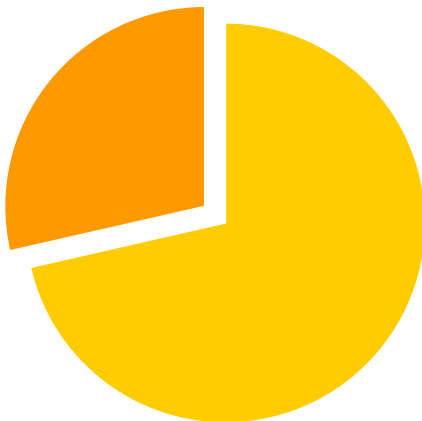
Answer: Instagram



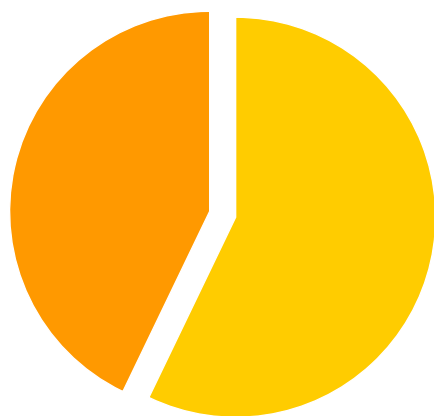
- Bachelor'S Degree (85.7%)
- High School (14.3%)



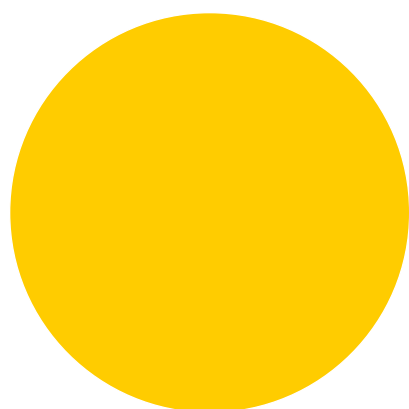
- Female (57.1%)
- Male (42.9%)



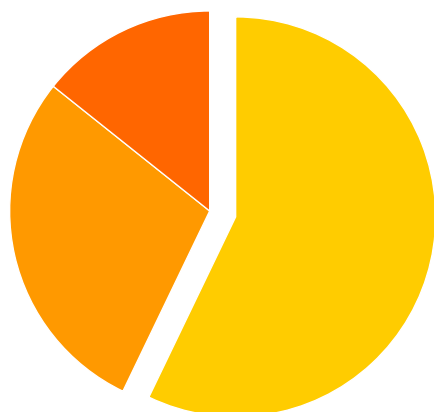
- Not Hispanic (71.4%)
- Hispanic (28.6%)



- \$100,000 - \$200,000 (57.1%)
- More Than \$200,000 (42.9%)

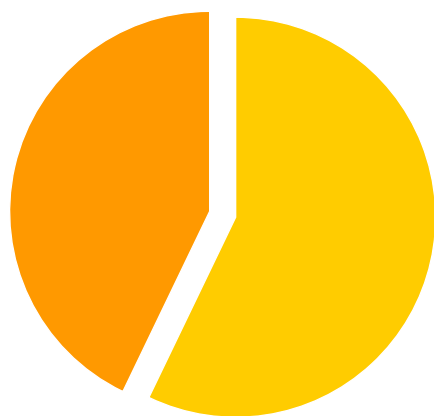


- Not LGBTQ+ (100.0%)

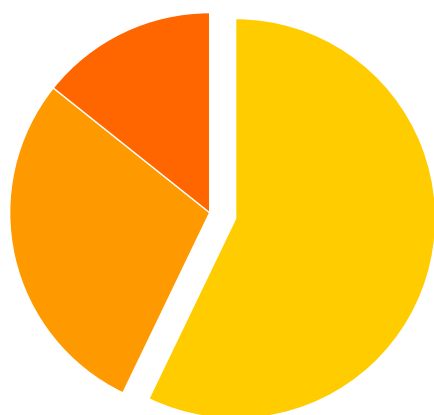


- Lessee (57.1%)
- Living W/ Parents (28.6%)
- Dorm Resident (14.3%)

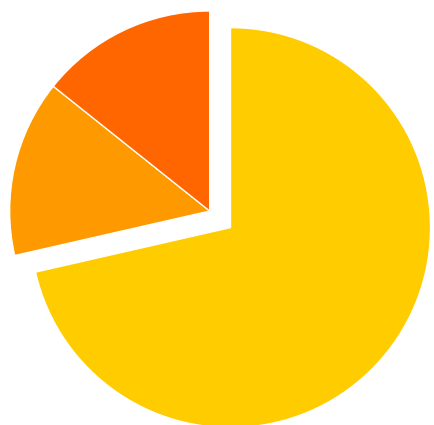




- Student (57.1%)
- Employed (Full Time) (42.9%)

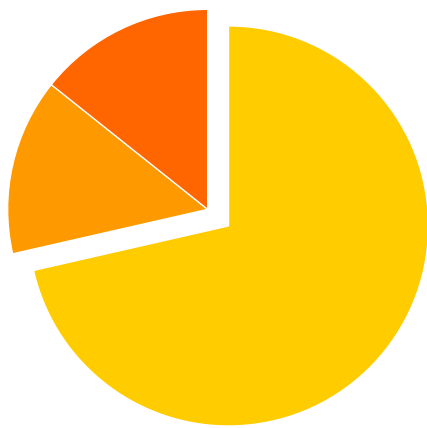


- Yes,Dog (57.1%)
- Yes. Both (28.6%)
- Yes, Dog (14.3%)

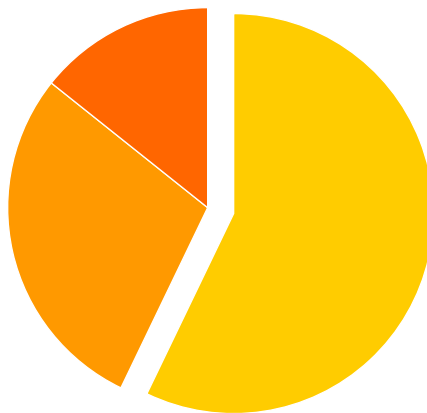


- Slightly Liberal (71.4%)
- Moderate (14.3%)
- Very Liberal (14.3%)

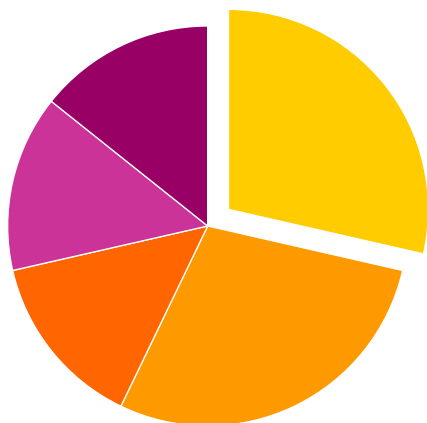




- White (71.4%)
- Native Hawaiian Or Other Pacific Islander (14.3%)
- Asian (14.3%)

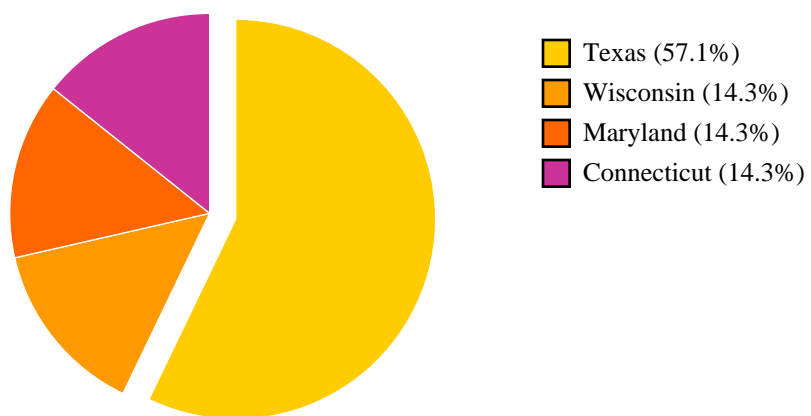


- Christianity (57.1%)
- Not Religious (28.6%)
- Hinduism (14.3%)

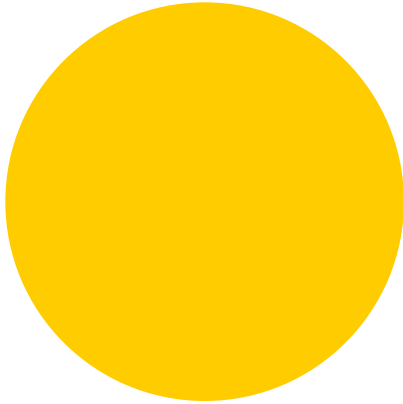


- Vanderbilt University (28.6%)
- Vanderbilt University (28.6%)
- Washington University in Saint Louis (14.3%)
- Duke University (14.3%)
- Tulane University Of Louisiana (14.3%)

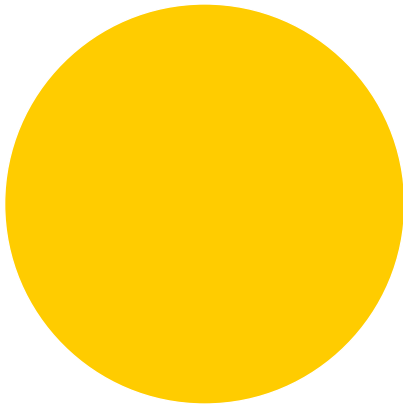




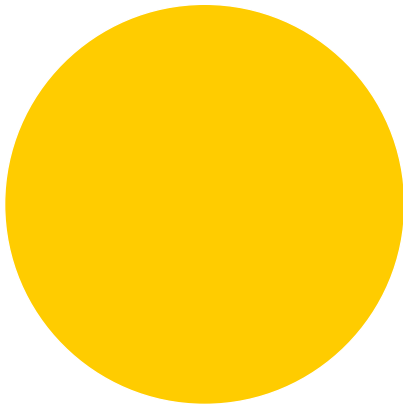
Answer: LinkedIn



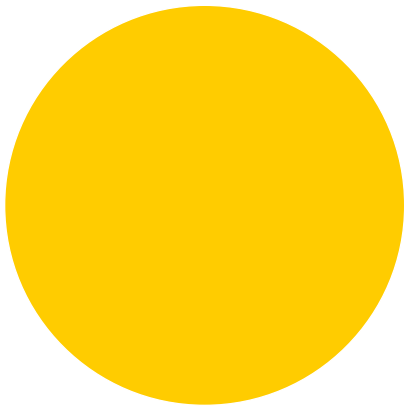
■ Bachelor'S Degree (100.0%)



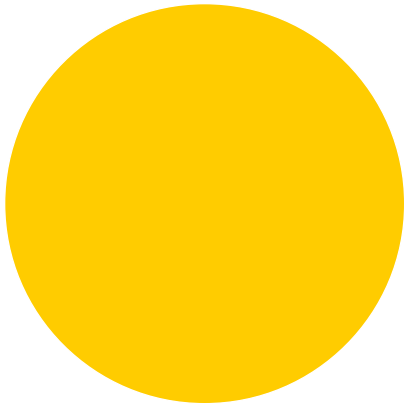
■ Female (100.0%)



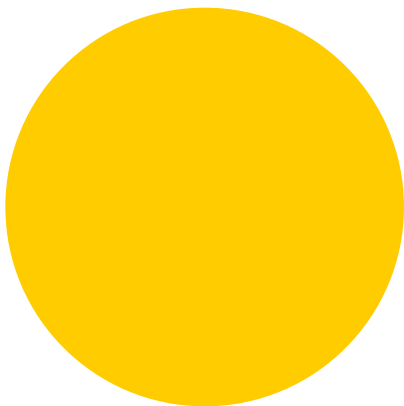
■ Hispanic (100.0%)



■ \$100,000 - \$200,000 (100.0%)

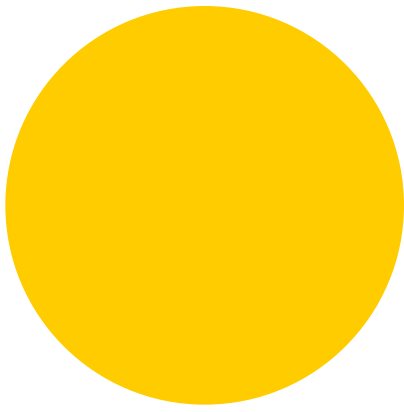


■ Not Lgbtqia+ (100.0%)

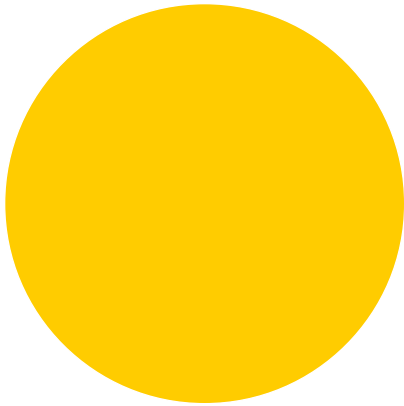


■ Lessee (100.0%)

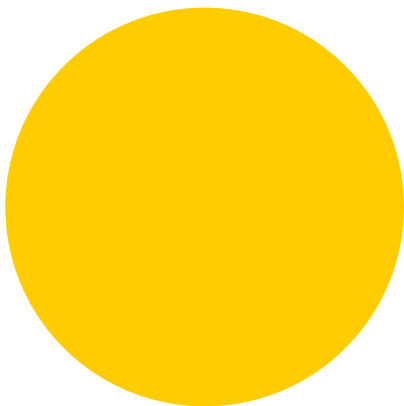




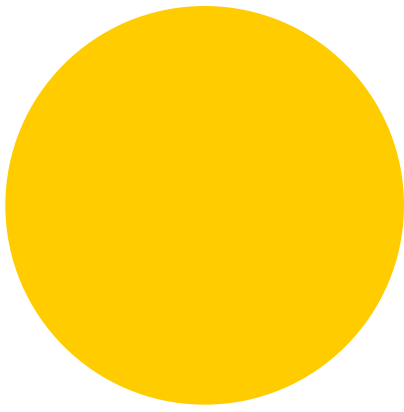
■ Student (100.0%)



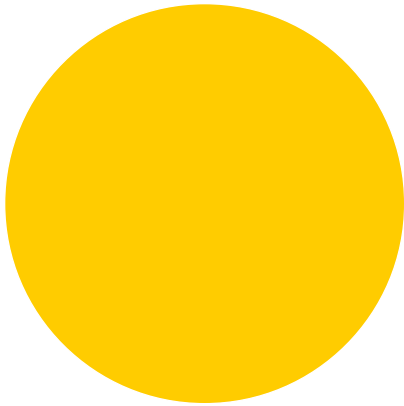
■ Yes,Dog (100.0%)



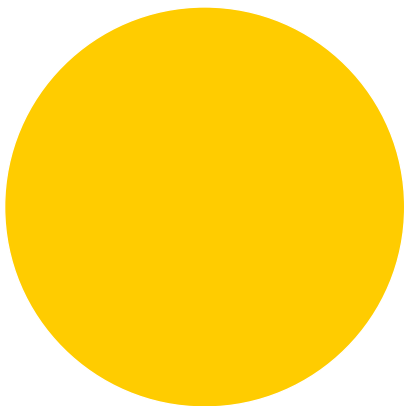
■ Very Liberal (100.0%)



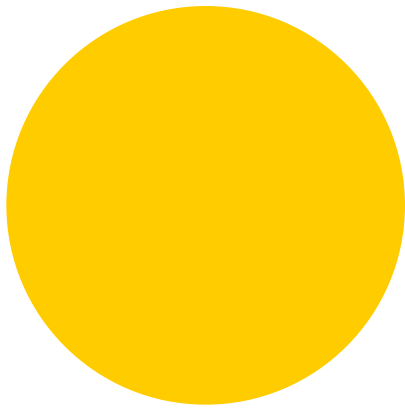
■ White (100.0%)



■ Christianity (100.0%)



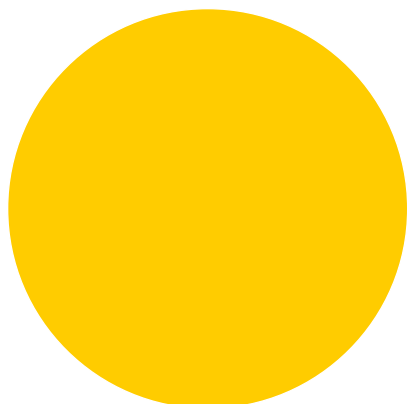
■ Carleton College (100.0%)



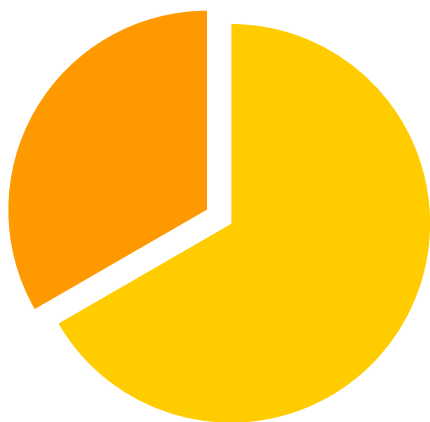
■ Texas (100.0%)



Answer: Other

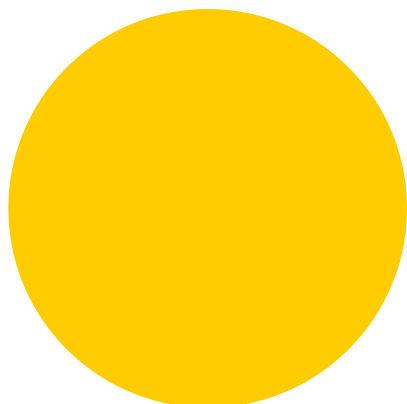


■ Bachelor'S Degree (100.0%)

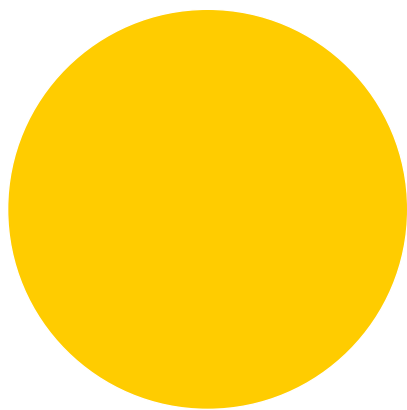


■ Female (66.7%)

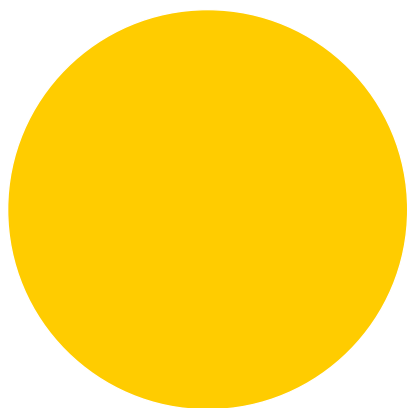
■ Male (33.3%)



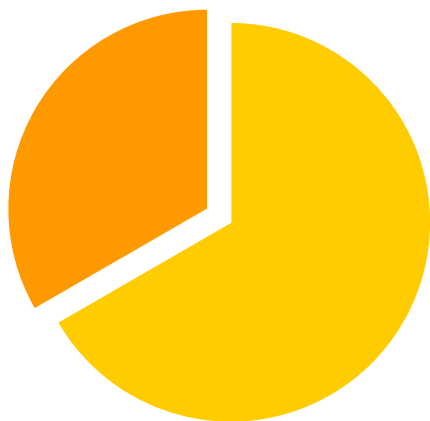
■ Not Hispanic (100.0%)



More Than \$200,000 (100.0%)

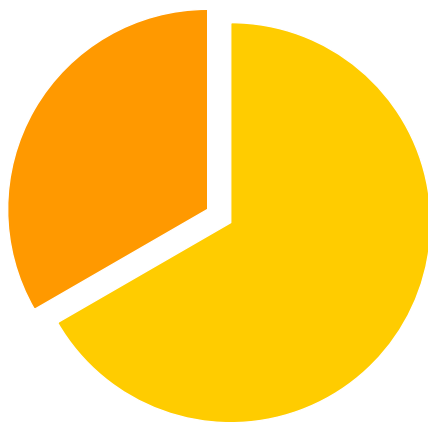


Not Lgbtqia+ (100.0%)



Lessee (66.7%)

Living W/ Parents (33.3%)



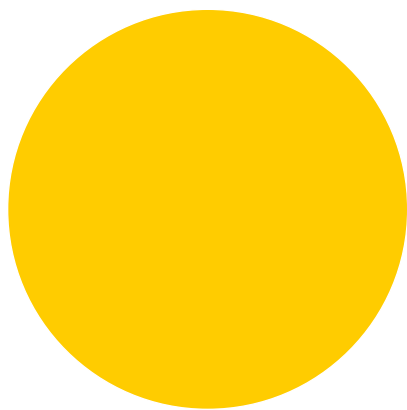
■ Employed (Full Time) (66.7%)
■ Student (33.3%)



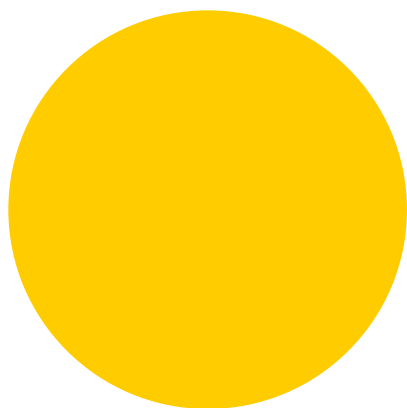
■ Yes, Dog (66.7%)
■ Yes. Both (33.3%)



■ Slightly Conservative (33.3%)
■ Slightly Liberal (33.3%)
■ Very Liberal (33.3%)



White (100.0%)

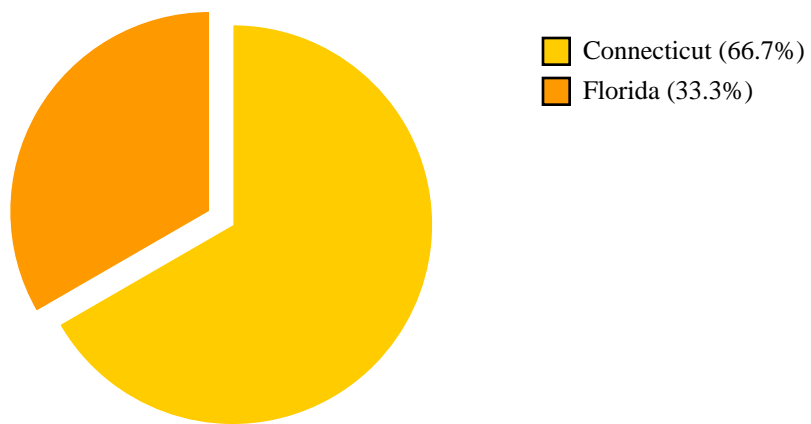


Christianity (100.0%)

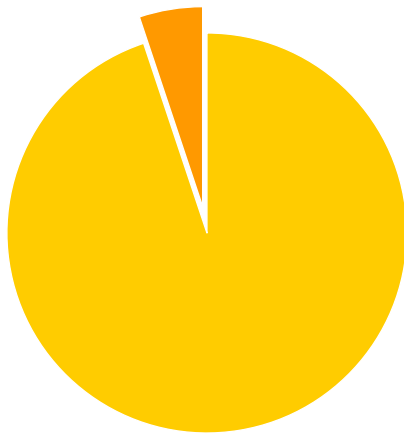


Vanderbilt University (66.7%)

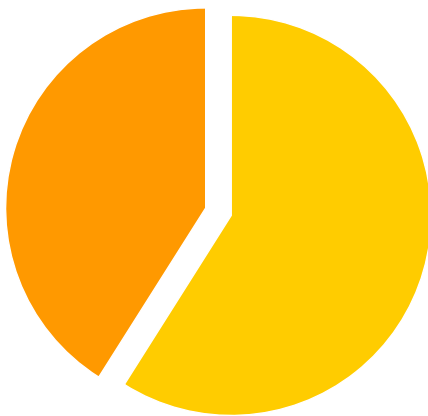
United States Military Academy (33.3%)



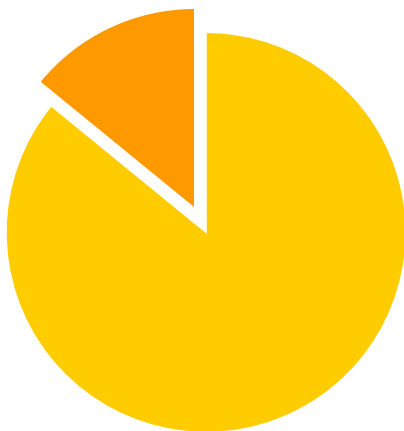
Answer: TikTok



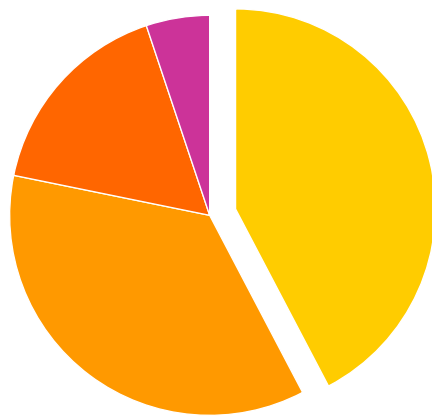
- Bachelor'S Degree (94.9%)
- High School (5.1%)



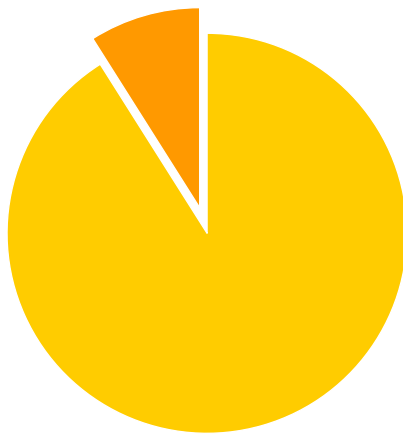
- Female (59.0%)
- Male (41.0%)



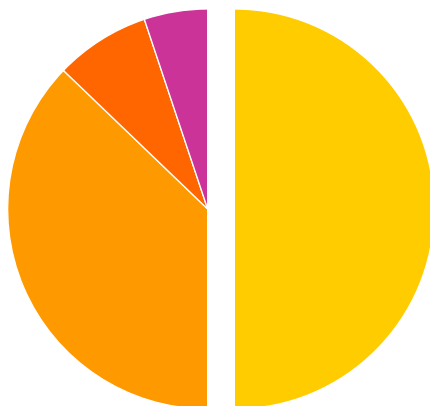
- Not Hispanic (85.9%)
- Hispanic (14.1%)



- More Than \$200,000 (42.3%)
- \$100,000 - \$200,000 (35.9%)
- Less Than \$25,000 (16.7%)
- \$50,000 - \$100,000 (5.1%)



- Not LGBTQ+ (91.0%)
- LGBTQ+ (9.0%)

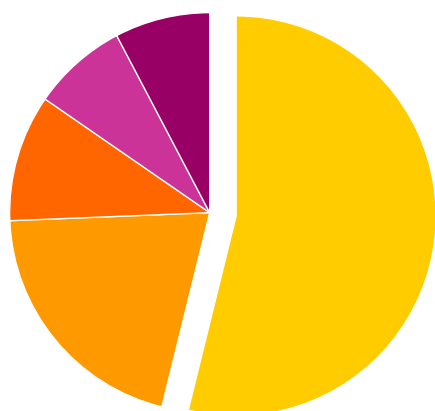


- Lessee (50.0%)
- Living W/ Parents (37.2%)
- Dorm Resident (7.7%)
- Homeowner (5.1%)

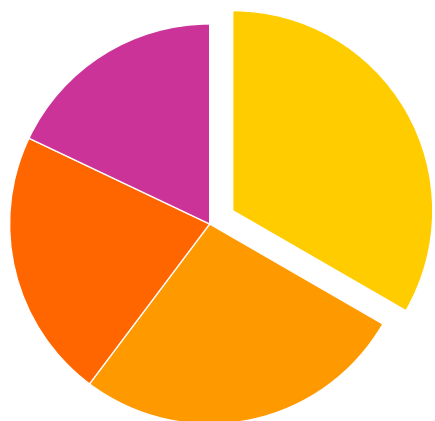




- Student (51.3%)
- Employed (Full Time) (48.7%)

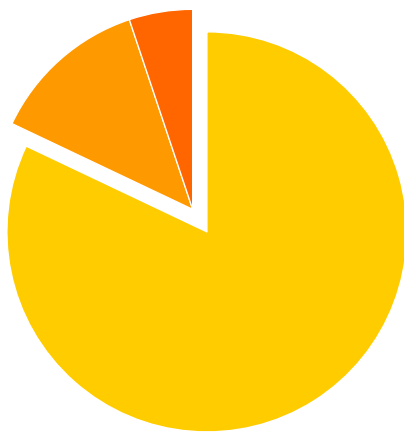


- Yes, Dog (53.8%)
- No Pets (20.5%)
- Yes, Dog (10.3%)
- Yes. Both (7.7%)
- Yes, Cat (7.7%)

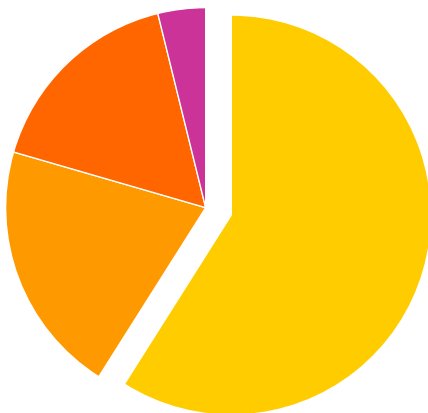


- Slightly Conservative (33.3%)
- Very Liberal (26.9%)
- Slightly Liberal (21.8%)
- Moderate (17.9%)

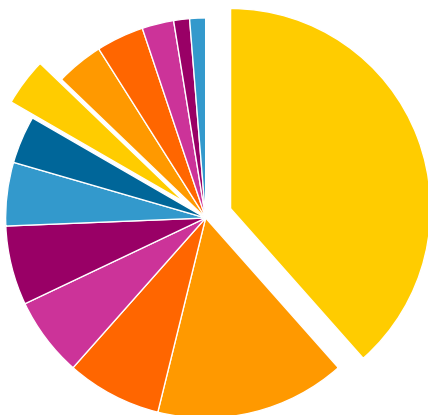




- White (82.1%)
- Asian (12.8%)
- Native Hawaiian Or Other Pacific Islander (5.1%)

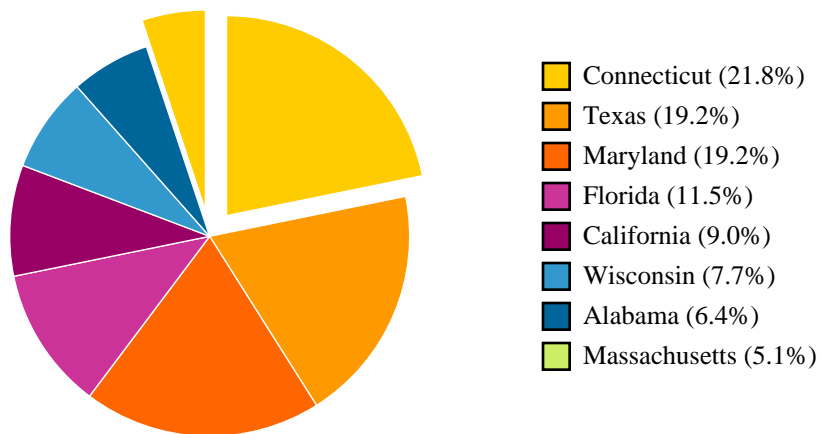


- Christianity (59.0%)
- Not Religious (20.5%)
- Judaism (16.7%)
- Hinduism (3.8%)

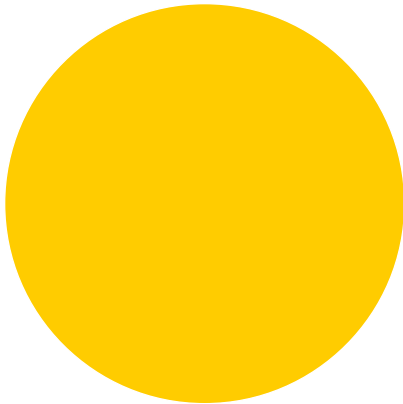


- Vanderbilt University (38.5%)
- Vanderbilt University (15.4%)
- Pomona College (7.7%)
- Wellesley College (6.4%)
- Tulane University Of Louisiana (6.4%)
- University of Wisconsin, Madison (5.1%)
- Carleton College (3.8%)
- Duke University (3.8%)
- Carnegie Mellon University (3.8%)
- United States Military Academy (3.8%)
- Washington University in Saint Louis (2.6%)
- University of California, Davis (1.3%)
- Indiana University, Bloomington (1.3%)





Answer: Twitter

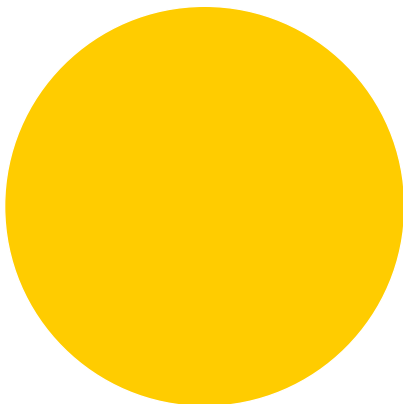


■ Bachelor'S Degree (100.0%)

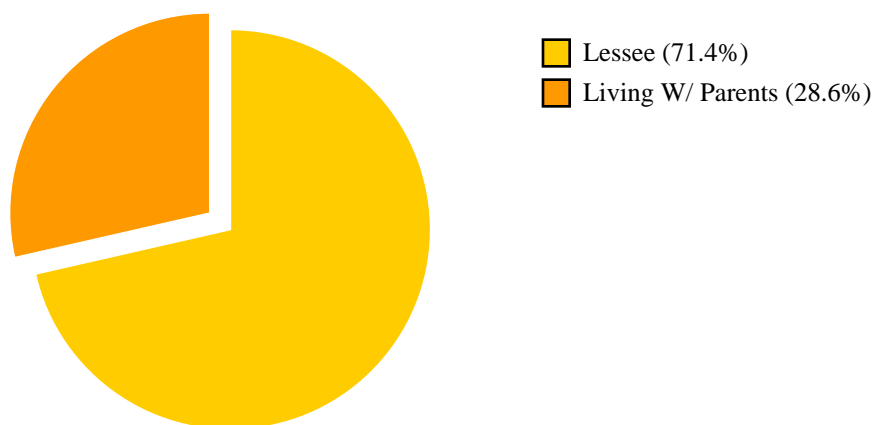
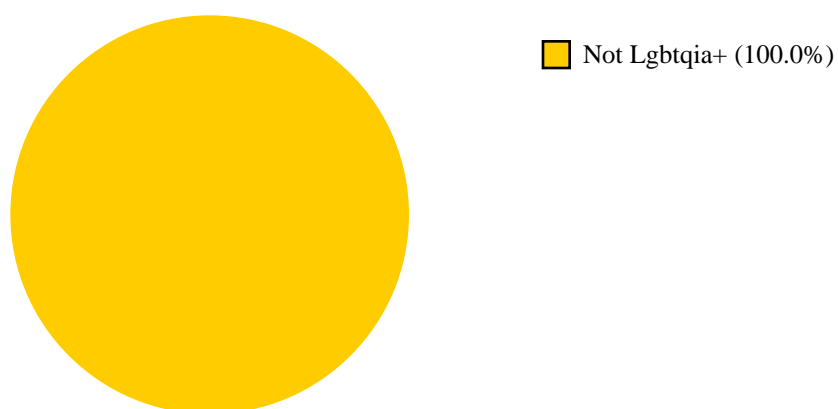
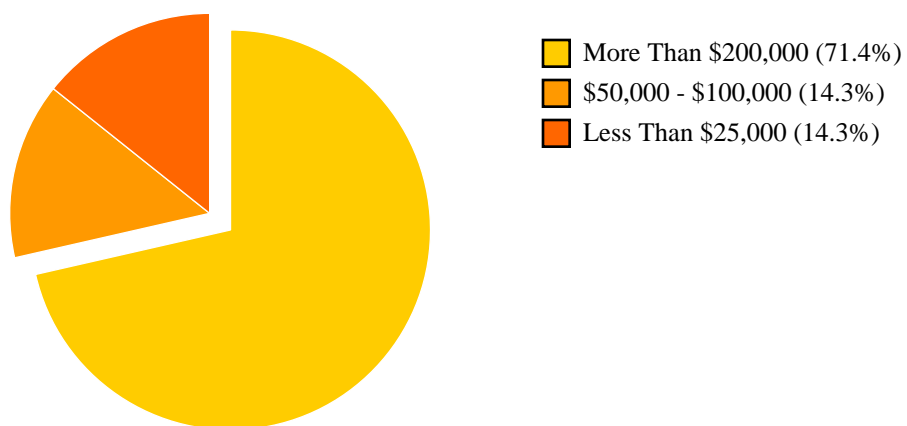


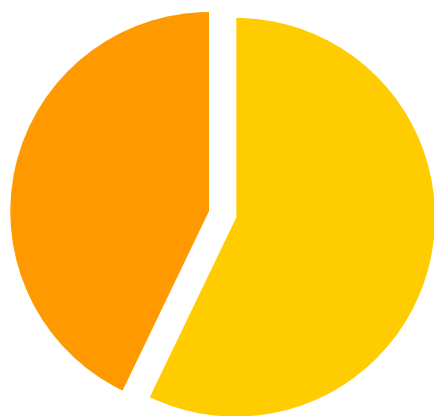
■ Female (57.1%)

■ Male (42.9%)

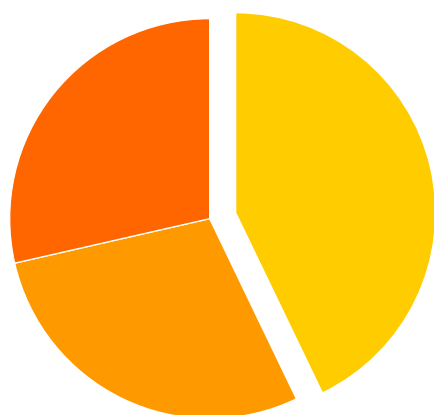


■ Not Hispanic (100.0%)

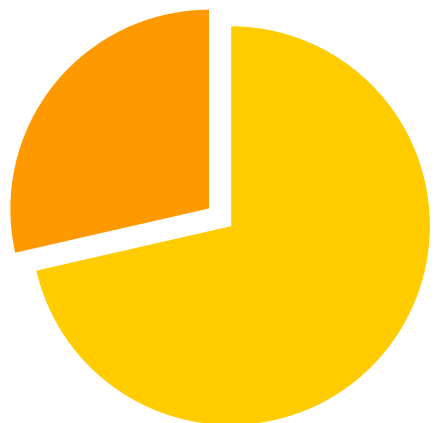




- Employed (Full Time) (57.1%)
- Student (42.9%)

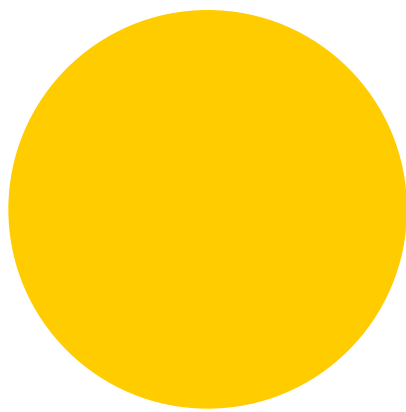


- Yes, Dog (42.9%)
- No Pets (28.6%)
- Yes, Dog (28.6%)

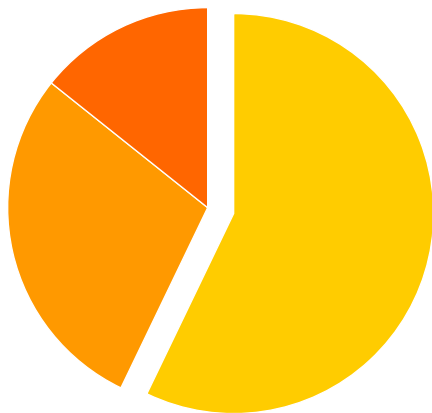


- Slightly Liberal (71.4%)
- Slightly Conservative (28.6%)

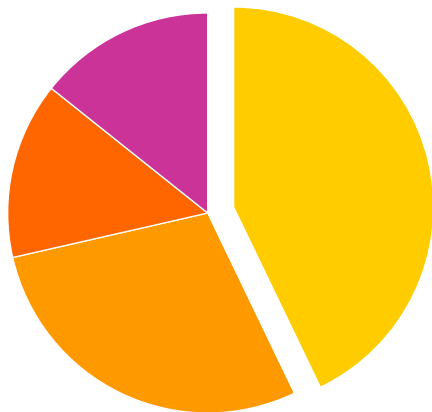




White (100.0%)

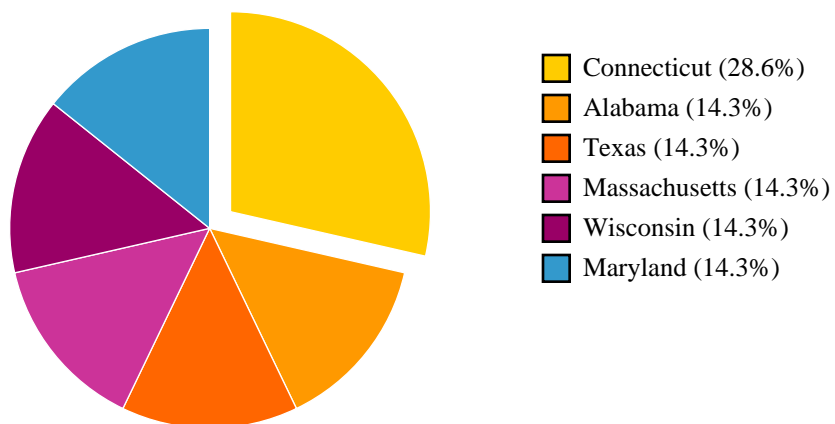


Christianity (57.1%)
Not Religious (28.6%)
Judaism (14.3%)

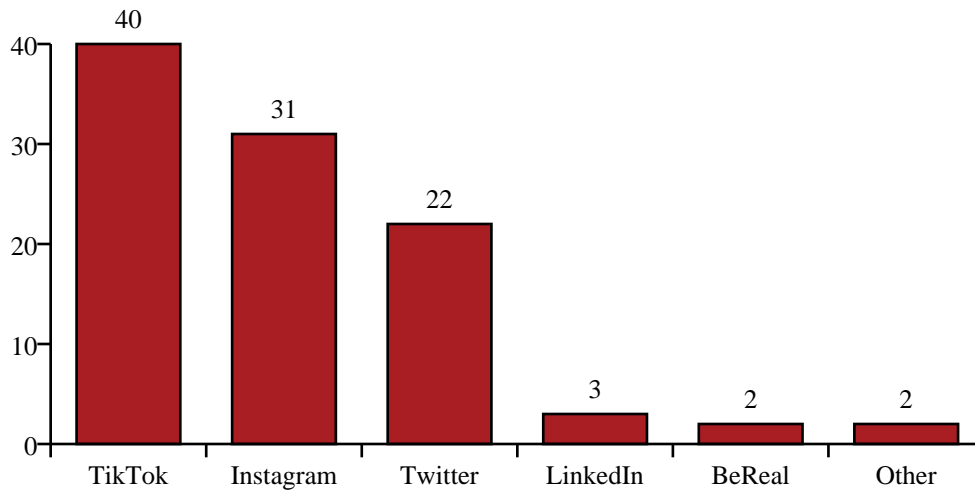


Duke University (42.9%)
Vanderbilt University (28.6%)
University of Wisconsin, Madison (14.3%)
Tulane University Of Louisiana (14.3%)

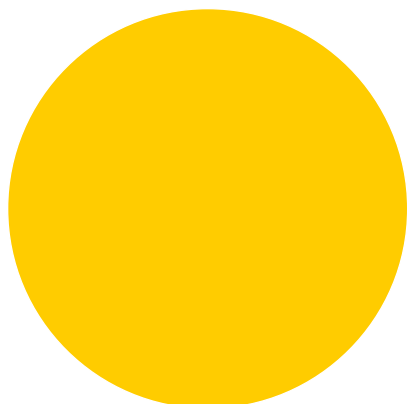




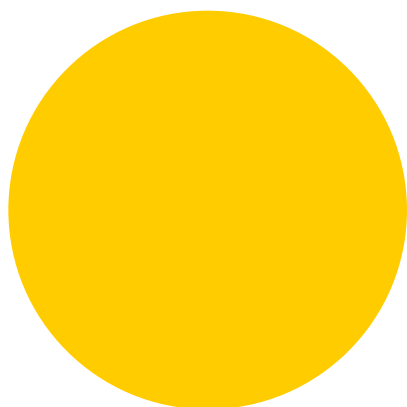
What's Your Most Used Social Media App?



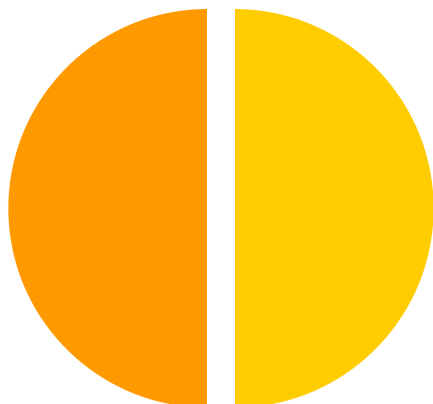
Answer: BeReal



■ Bachelor'S Degree (100.0%)



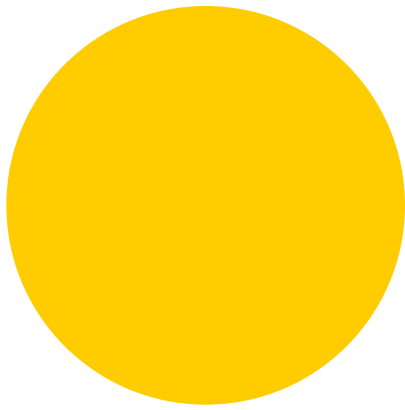
■ Male (100.0%)



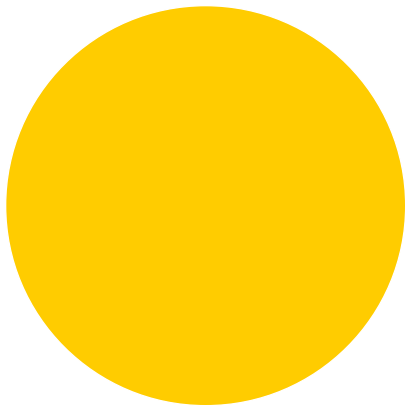
■ Not Hispanic (50.0%)

■ Hispanic (50.0%)

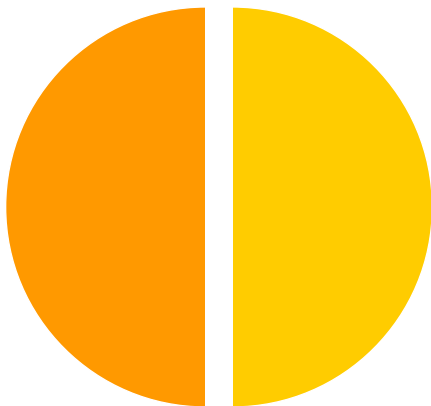




More Than \$200,000 (100.0%)

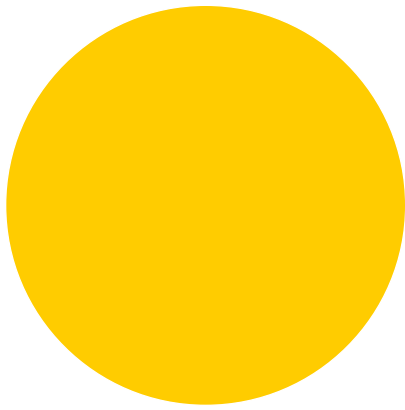


Not Lgbtqia+ (100.0%)

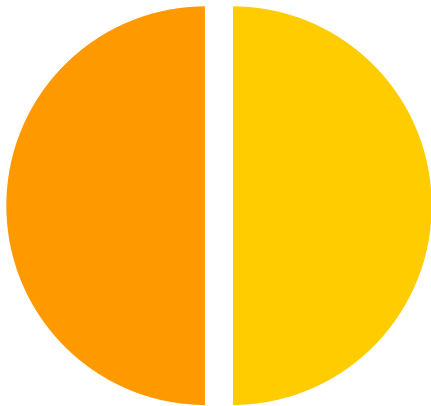


Lessee (50.0%)

Living W/ Parents (50.0%)

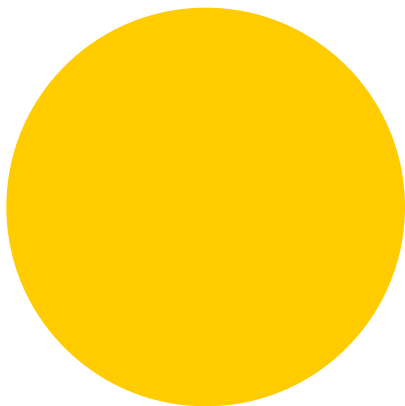


■ Employed (Full Time) (100.0%)

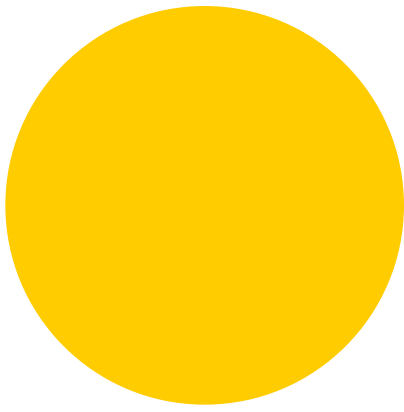


■ Yes, Dog (50.0%)

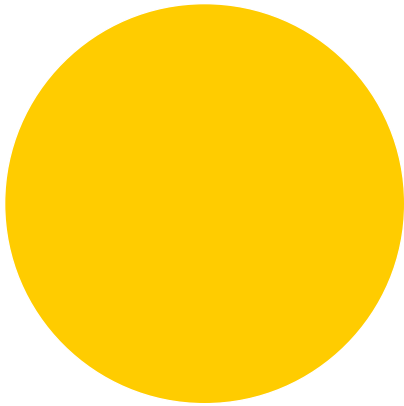
■ Yes,Dog (50.0%)



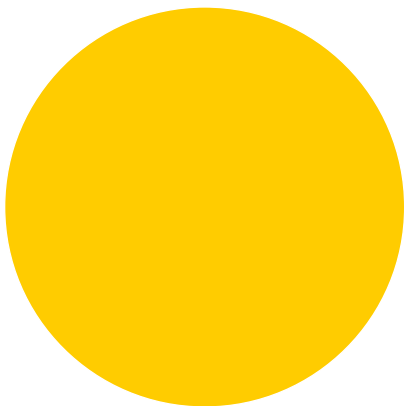
■ Slightly Conservative (100.0%)



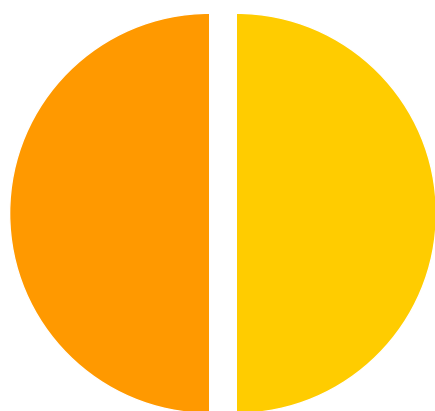
■ White (100.0%)



■ Not Religious (100.0%)



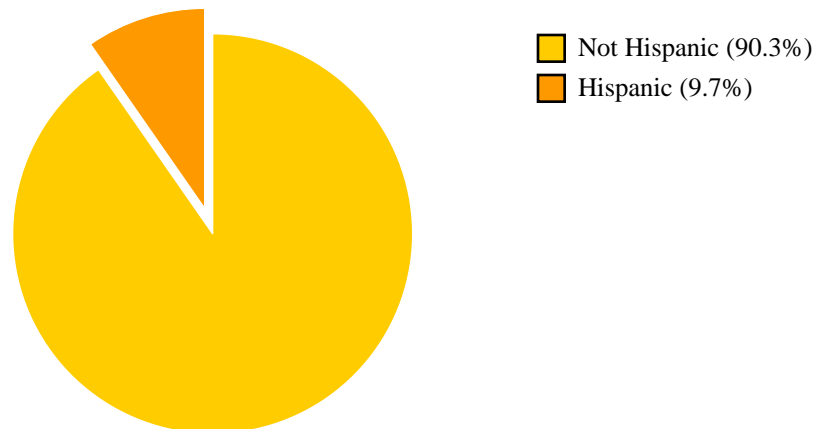
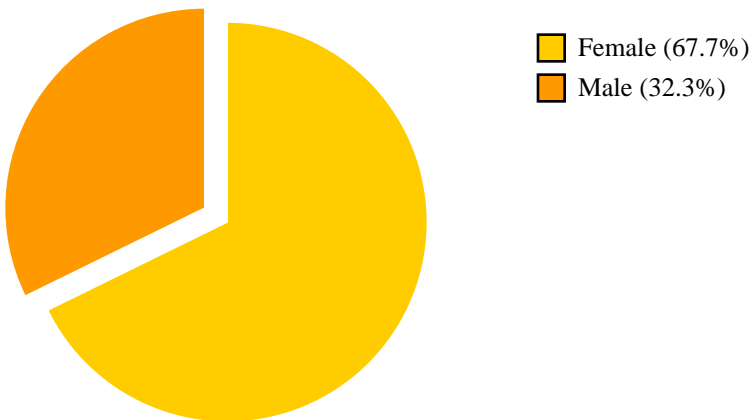
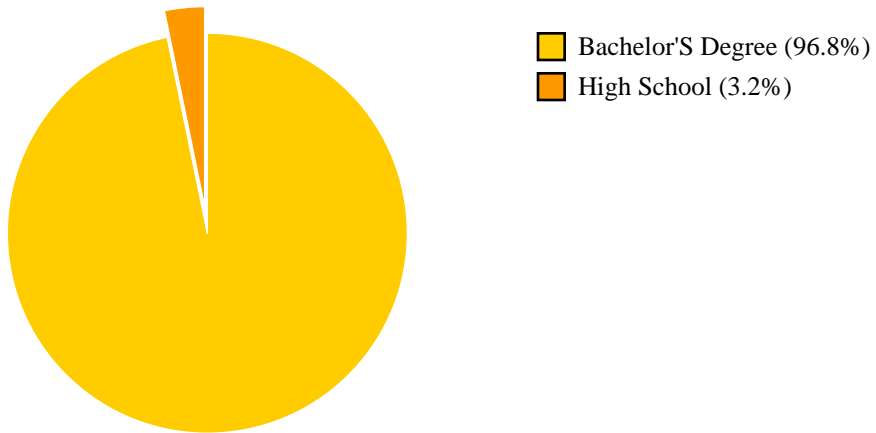
■ Vanderbilt University (100.0%)

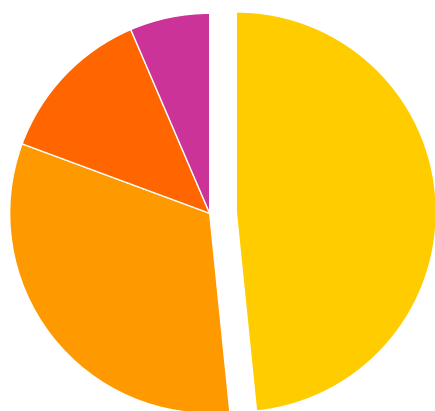


■ Massachusetts (50.0%)
■ California (50.0%)

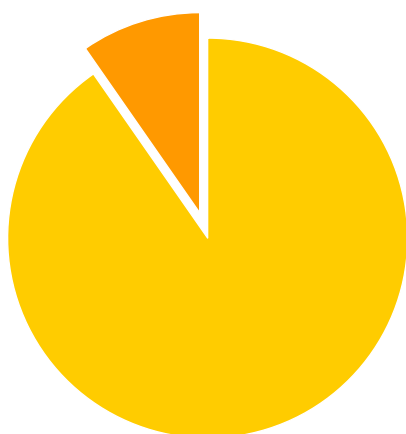


Answer: Instagram





- More Than \$200,000 (48.4%)
- \$100,000 - \$200,000 (32.3%)
- Less Than \$25,000 (12.9%)
- \$50,000 - \$100,000 (6.5%)



- Not LGBTQ+ (90.3%)
- LGBTQ+ (9.7%)

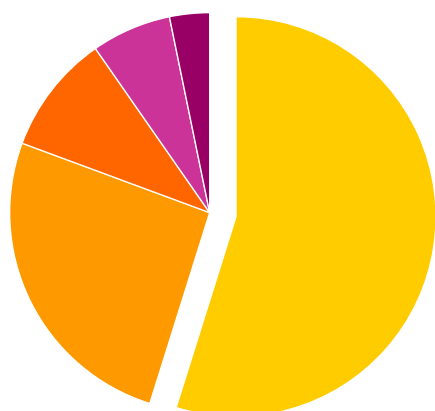


- Lessee (51.6%)
- Living W/ Parents (38.7%)
- Dorm Resident (9.7%)

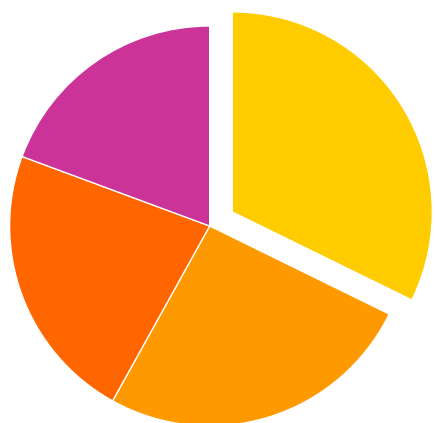




- Student (51.6%)
- Employed (Full Time) (48.4%)

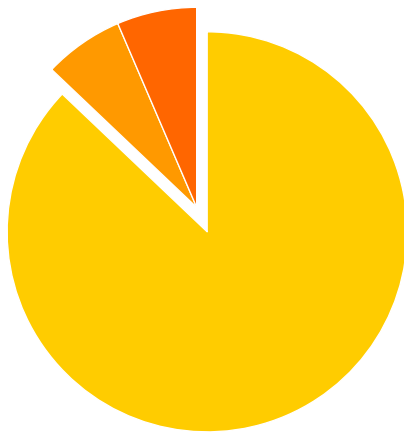


- Yes, Dog (54.8%)
- No Pets (25.8%)
- Yes, Dog (9.7%)
- Yes, Both (6.5%)
- Yes, Cat (3.2%)

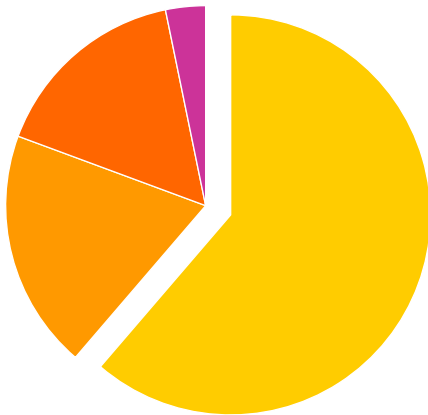


- Slightly Liberal (32.3%)
- Very Liberal (25.8%)
- Moderate (22.6%)
- Slightly Conservative (19.4%)

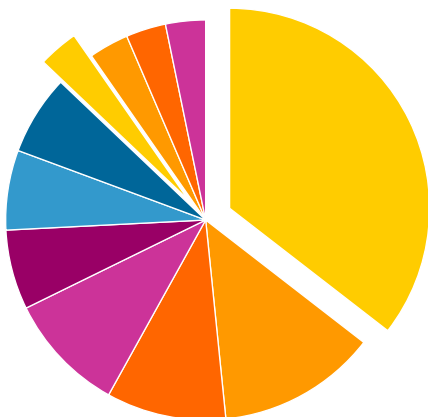




- White (87.1%)
- Native Hawaiian Or Other Pacific Islander (6.5%)
- Asian (6.5%)

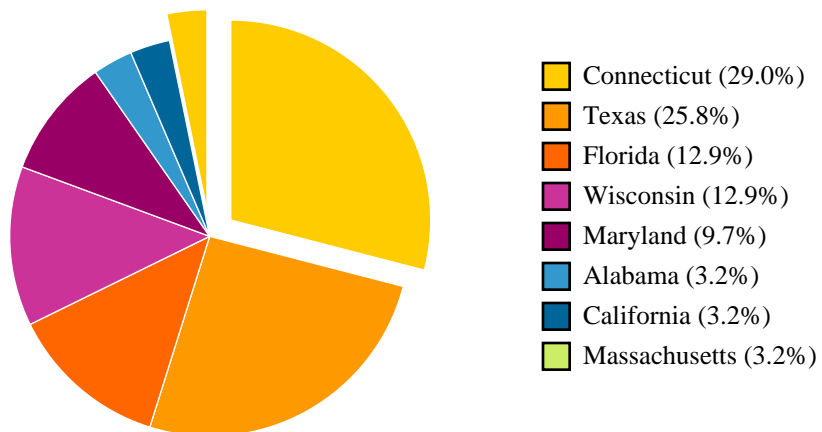


- Christianity (61.3%)
- Not Religious (19.4%)
- Judaism (16.1%)
- Hinduism (3.2%)

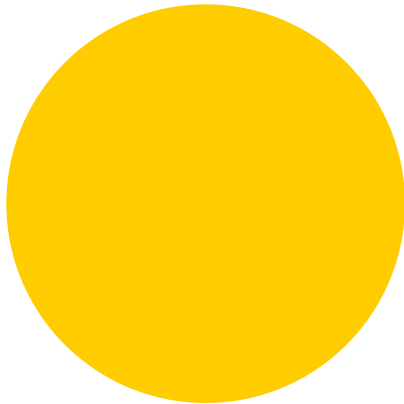


- Vanderbilt University (35.5%)
- Pomona College (12.9%)
- Tulane University Of Louisiana (9.7%)
- Vanderbilt University (9.7%)
- Carleton College (6.5%)
- Duke University (6.5%)
- United States Military Academy (6.5%)
- Wellesley College (3.2%)
- Carnegie Mellon University (3.2%)
- University of Wisconsin, Madison (3.2%)
- Indiana University, Bloomington (3.2%)

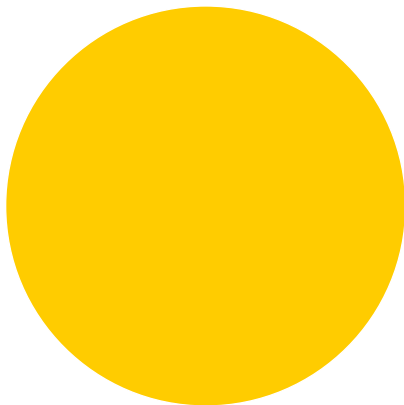




Answer: LinkedIn



■ Bachelor'S Degree (100.0%)

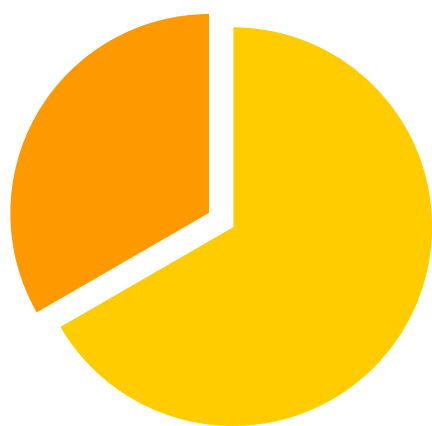


■ Female (100.0%)

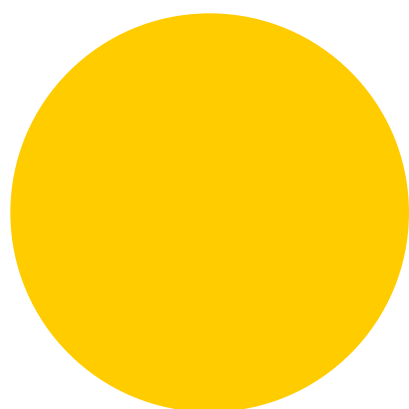


■ Not Hispanic (66.7%)

■ Hispanic (33.3%)



More Than \$200,000 (66.7%)
\$100,000 - \$200,000 (33.3%)

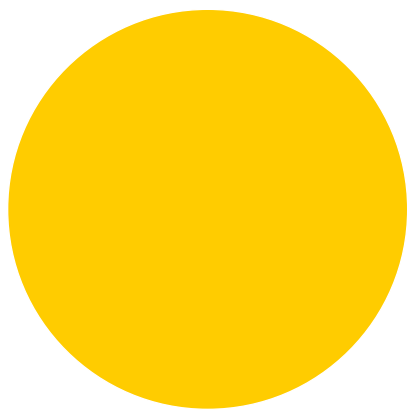


Not LGBTQ+ (100.0%)

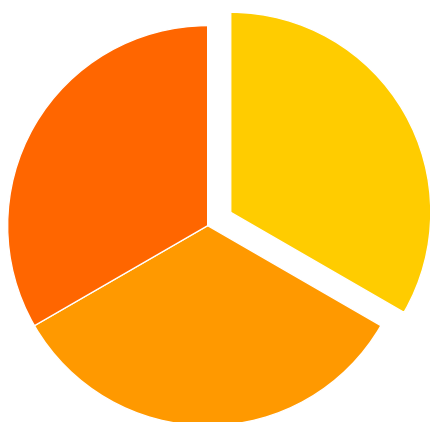


Lessee (66.7%)
Homeowner (33.3%)

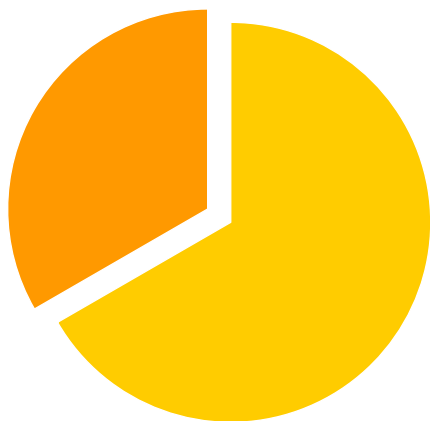




Employed (Full Time) (100.0%)

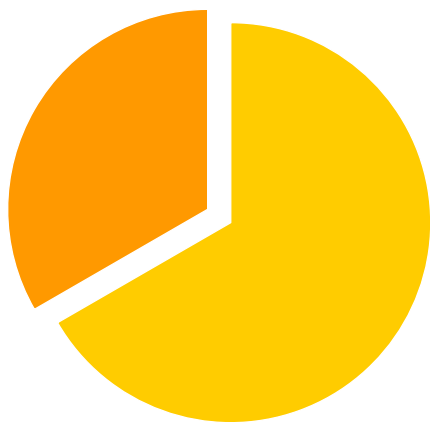


No Pets (33.3%)
Yes. Both (33.3%)
Yes, Dog (33.3%)



Slightly Liberal (66.7%)
Moderate (33.3%)

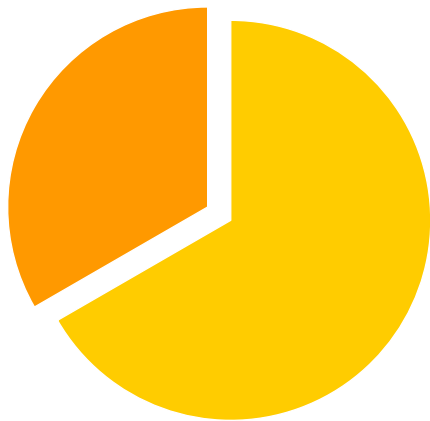




White (66.7%)
Asian (33.3%)

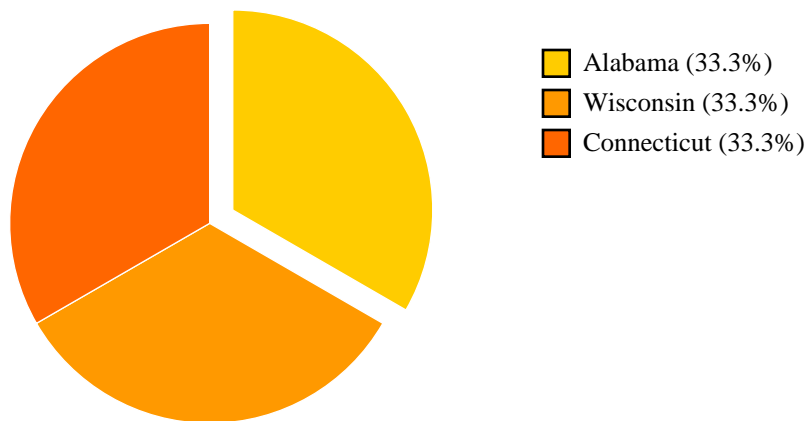


Christianity (33.3%)
Hinduism (33.3%)
Judaism (33.3%)

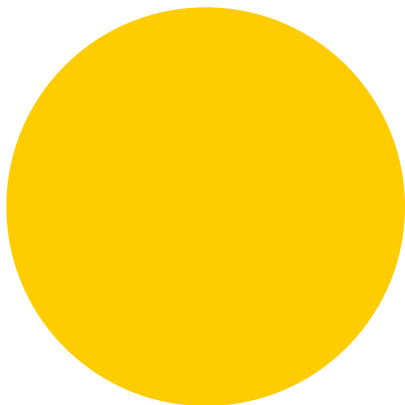


Vanderbilt University (66.7%)
Tulane University Of Louisiana (33.3%)

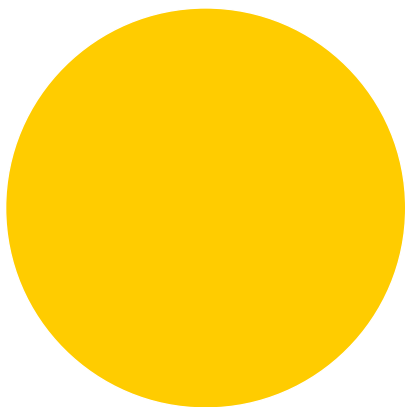




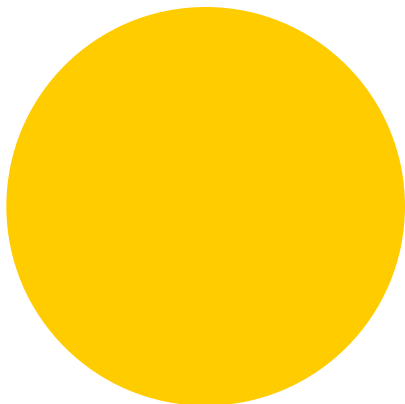
Answer: Other



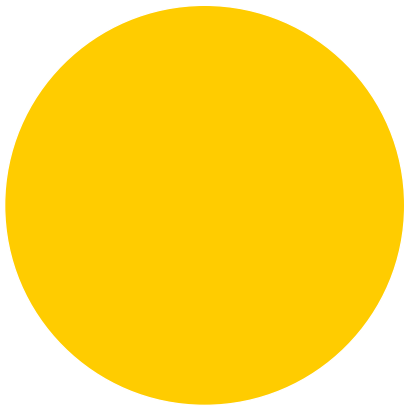
■ Bachelor'S Degree (100.0%)



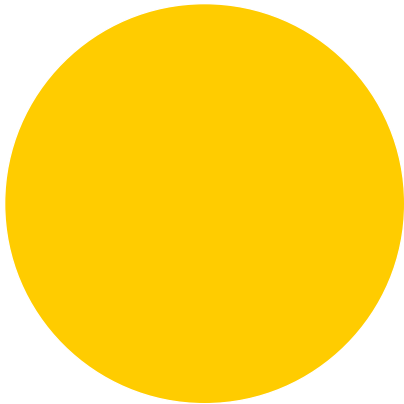
■ Female (100.0%)



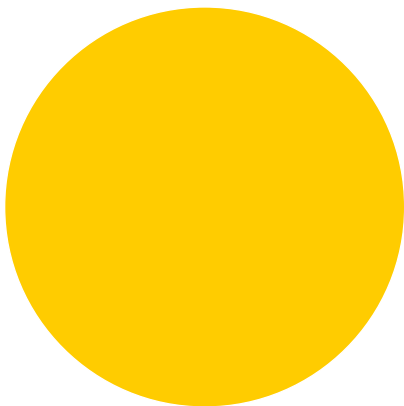
■ Not Hispanic (100.0%)



More Than \$200,000 (100.0%)

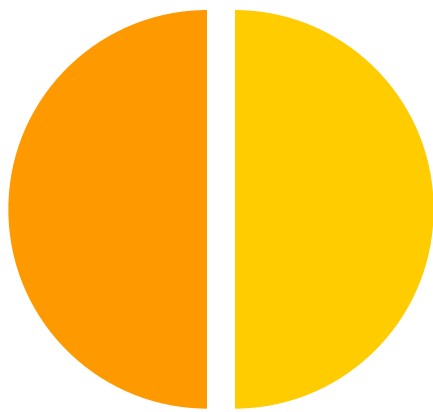


Not Lgbtqia+ (100.0%)

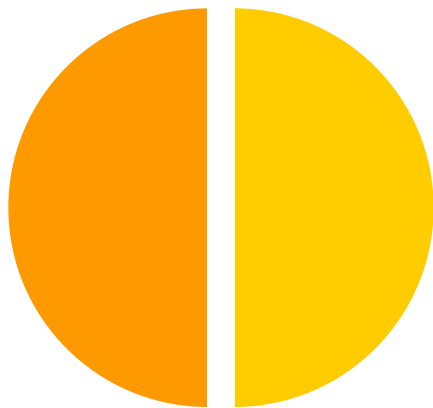


Lessee (100.0%)

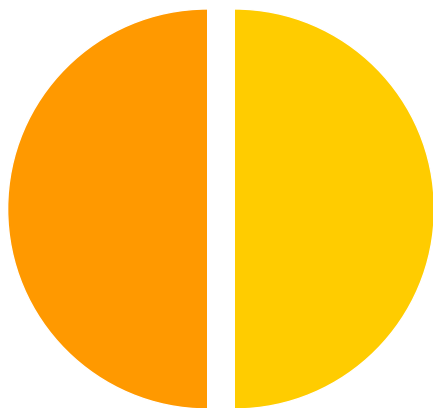




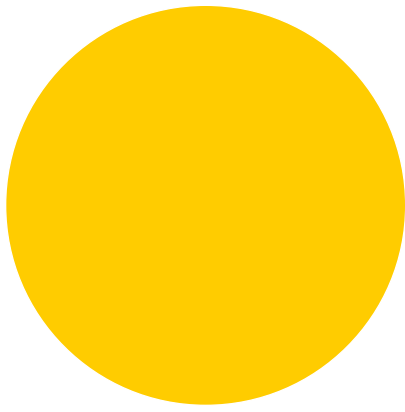
■ Employed (Full Time) (50.0%)
■ Student (50.0%)



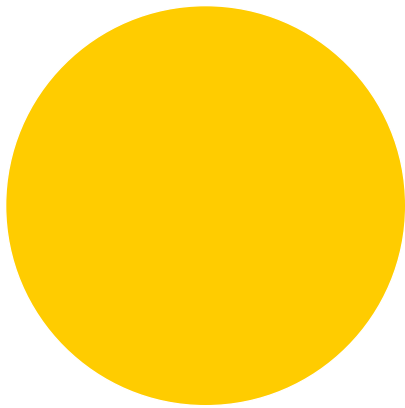
■ No Pets (50.0%)
■ Yes, Cat (50.0%)



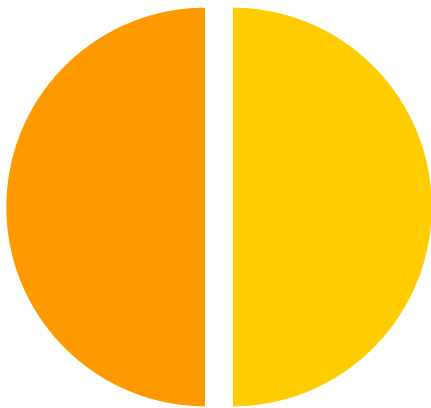
■ Slightly Liberal (50.0%)
■ Slightly Conservative (50.0%)



White (100.0%)



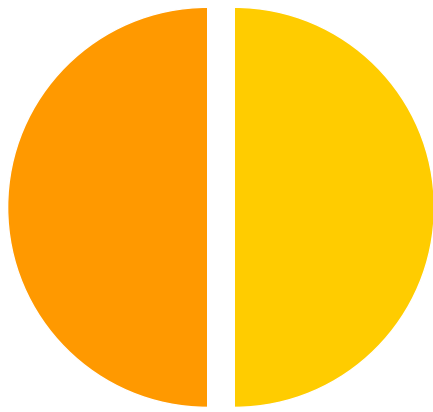
Christianity (100.0%)



Vanderbilt University (50.0%)

Vanderbilt University (50.0%)

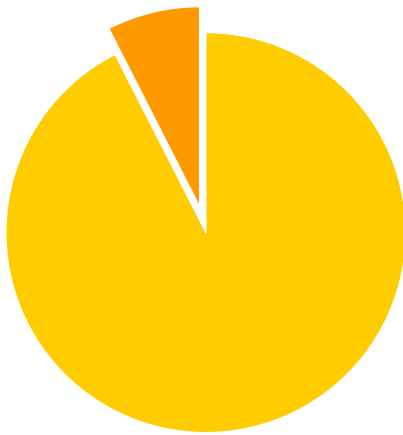




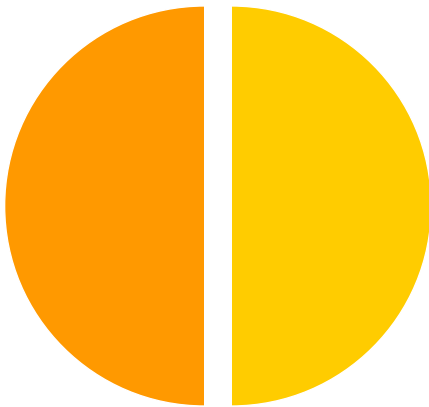
■ Texas (50.0%)
■ Maryland (50.0%)



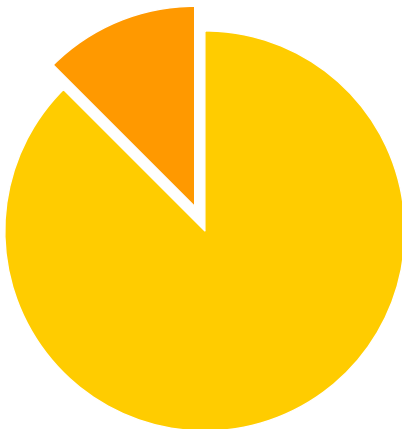
Answer: TikTok



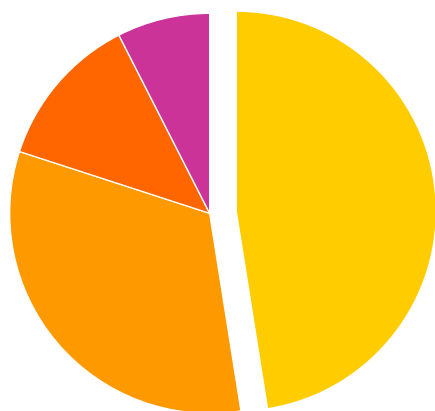
■ Bachelor'S Degree (92.5%)
■ High School (7.5%)



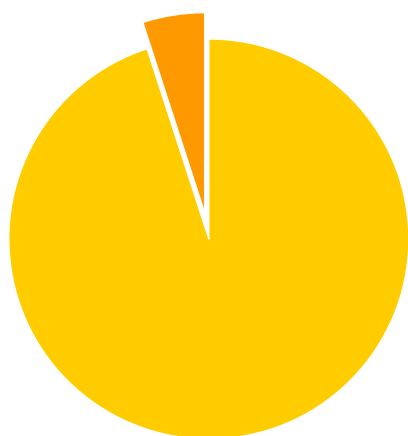
■ Female (50.0%)
■ Male (50.0%)



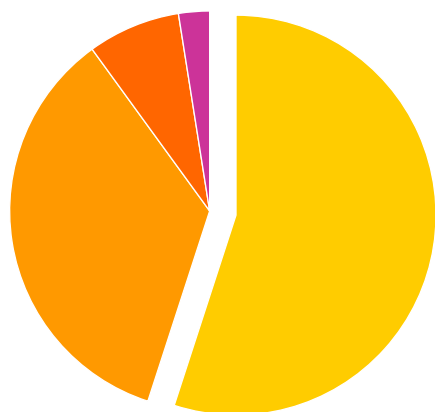
■ Not Hispanic (87.5%)
■ Hispanic (12.5%)



- More Than \$200,000 (47.5%)
- \$100,000 - \$200,000 (32.5%)
- Less Than \$25,000 (12.5%)
- \$50,000 - \$100,000 (7.5%)



- Not LGBTQ+ (95.0%)
- LGBTQ+ (5.0%)

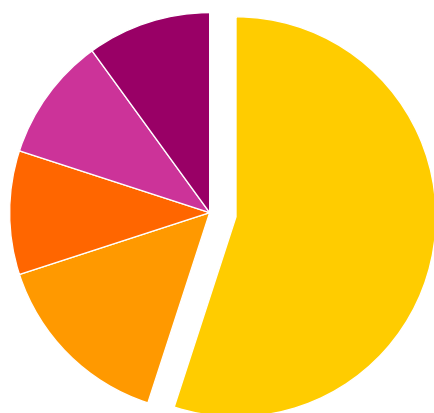


- Lessee (55.0%)
- Living W/ Parents (35.0%)
- Dorm Resident (7.5%)
- Homeowner (2.5%)

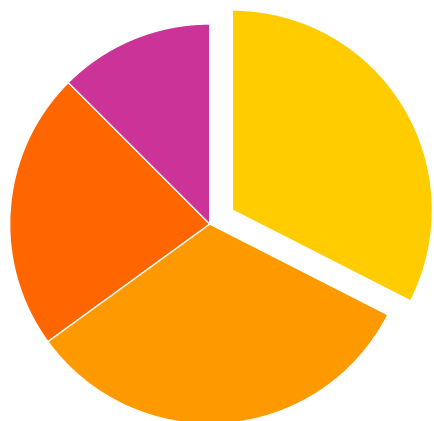




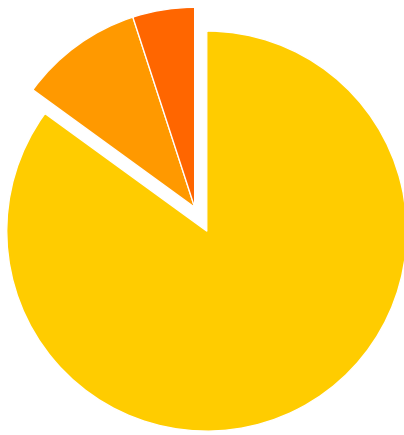
- Student (55.0%)
- Employed (Full Time) (45.0%)



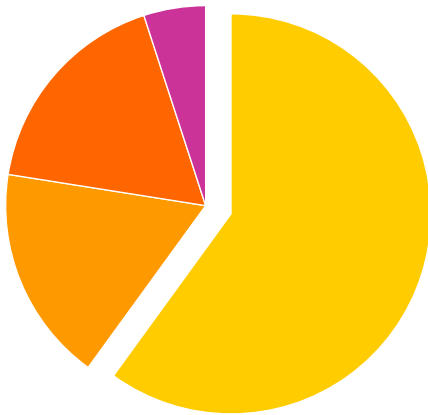
- Yes, Dog (55.0%)
- Yes. Both (15.0%)
- Yes, Dog (10.0%)
- Yes, Cat (10.0%)
- No Pets (10.0%)



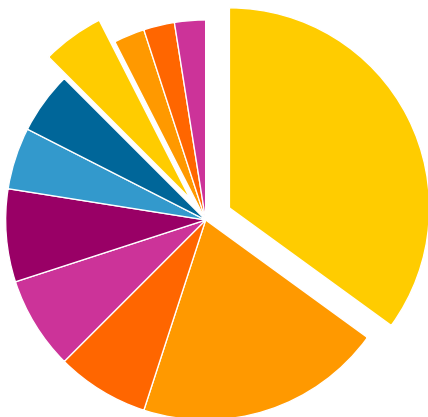
- Slightly Liberal (32.5%)
- Slightly Conservative (32.5%)
- Very Liberal (22.5%)
- Moderate (12.5%)



- White (85.0%)
- Asian (10.0%)
- Native Hawaiian Or Other Pacific Islander (5.0%)

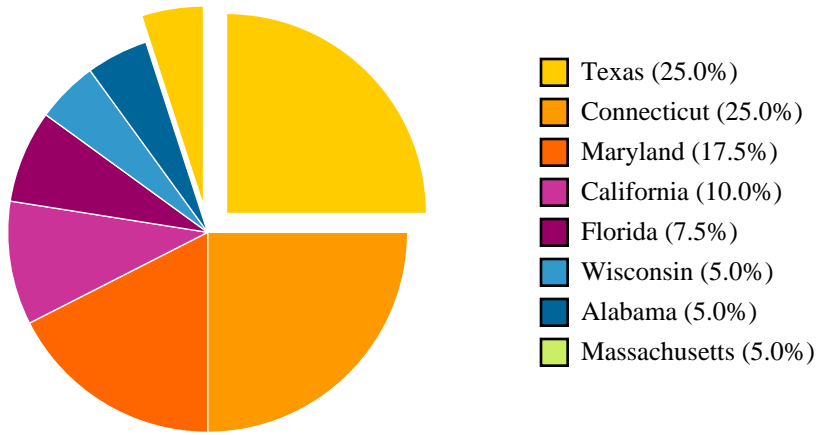


- Christianity (60.0%)
- Judaism (17.5%)
- Not Religious (17.5%)
- Hinduism (5.0%)

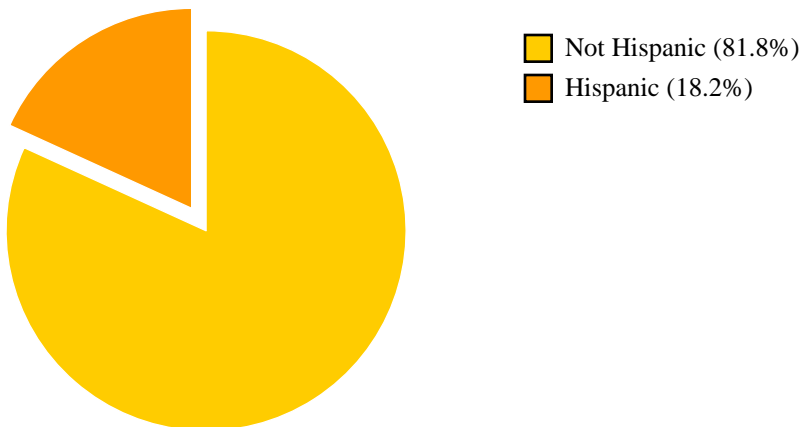
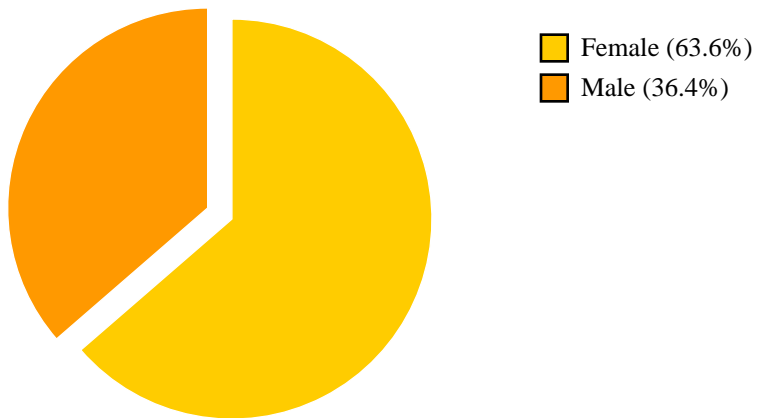
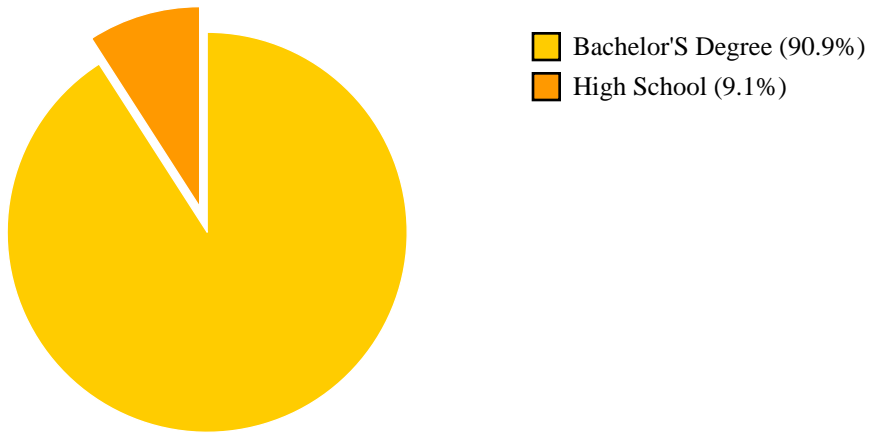


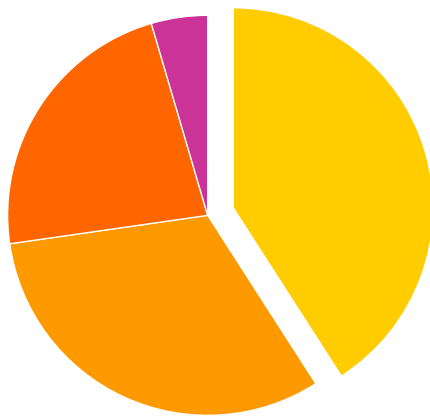
- Vanderbilt University (35.0%)
- Vanderbilt University (20.0%)
- Tulane University Of Louisiana (7.5%)
- Wellesley College (7.5%)
- Duke University (7.5%)
- Carnegie Mellon University (5.0%)
- Carleton College (5.0%)
- United States Military Academy (5.0%)
- Washington University in Saint Louis (2.5%)
- University of California, Davis (2.5%)
- University of Wisconsin, Madison (2.5%)



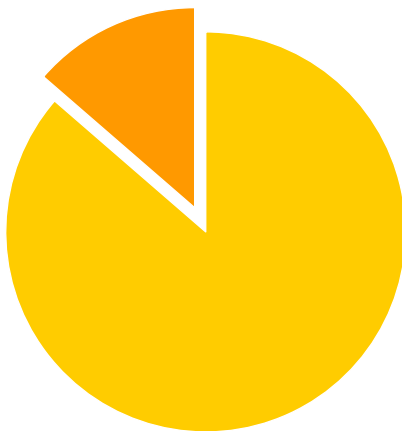


Answer: Twitter

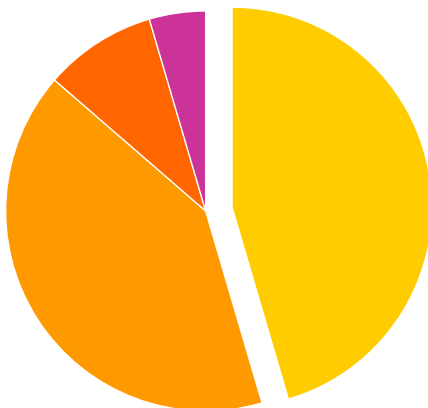




- \$100,000 - \$200,000 (40.9%)
- More Than \$200,000 (31.8%)
- Less Than \$25,000 (22.7%)
- \$50,000 - \$100,000 (4.5%)



- Not LGBTQ+ (86.4%)
- LGBTQ+ (13.6%)

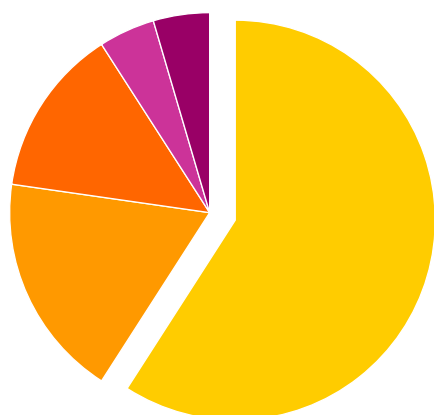


- Lessee (45.5%)
- Living W/ Parents (40.9%)
- Homeowner (9.1%)
- Dorm Resident (4.5%)

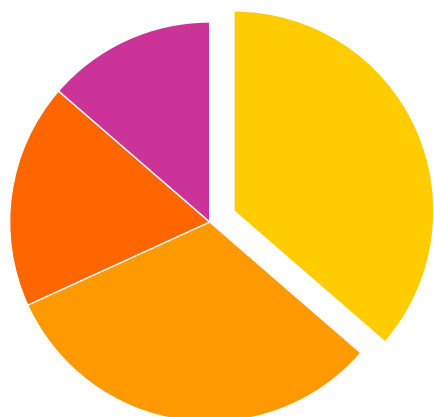




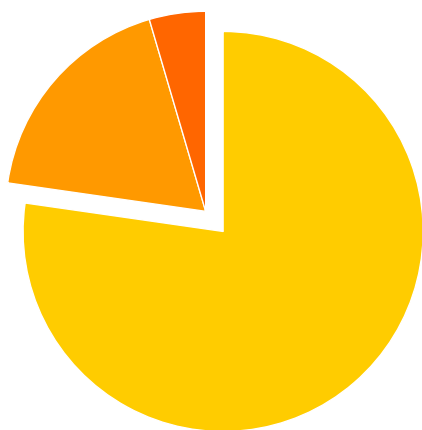
- Employed (Full Time) (54.5%)
- Student (45.5%)



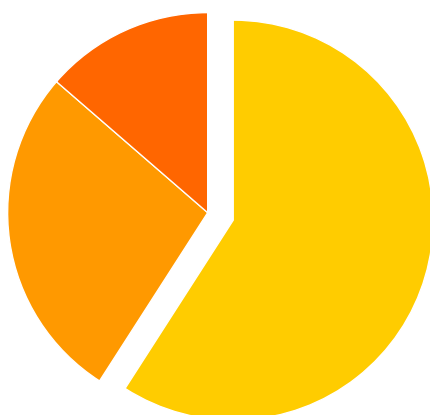
- Yes, Dog (59.1%)
- No Pets (18.2%)
- Yes, Dog (13.6%)
- Yes, Cat (4.5%)
- Yes. Both (4.5%)



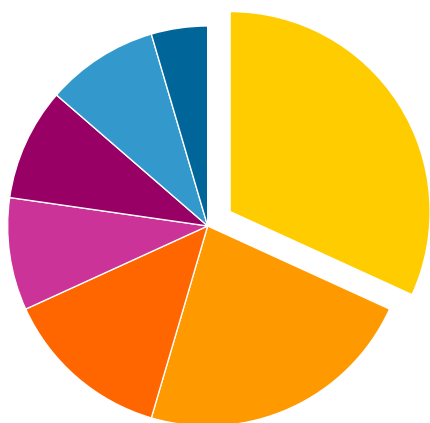
- Very Liberal (36.4%)
- Slightly Conservative (31.8%)
- Moderate (18.2%)
- Slightly Liberal (13.6%)



- White (77.3%)
- Asian (18.2%)
- Native Hawaiian Or Other Pacific Islander (4.5%)



- Christianity (59.1%)
- Not Religious (27.3%)
- Judaism (13.6%)



- Vanderbilt University (31.8%)
- Vanderbilt University (22.7%)
- University of Wisconsin, Madison (13.6%)
- Duke University (9.1%)
- Pomona College (9.1%)
- Washington University in Saint Louis (9.1%)
- Wellesley College (4.5%)



