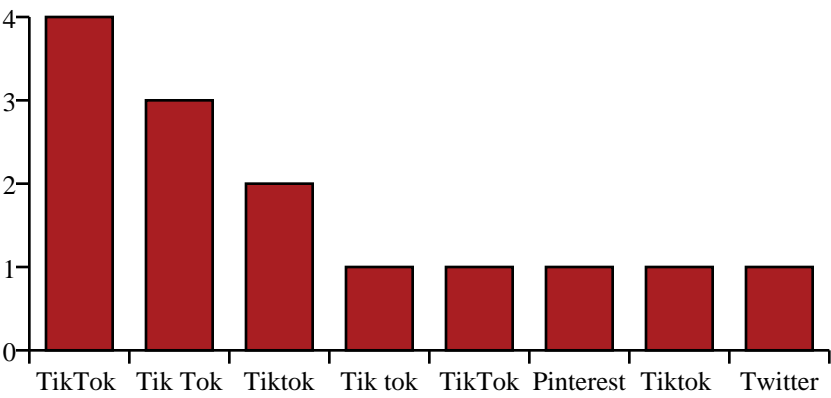
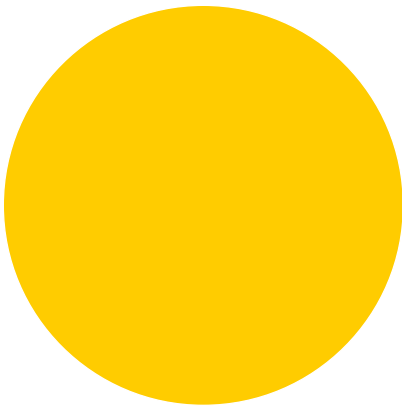




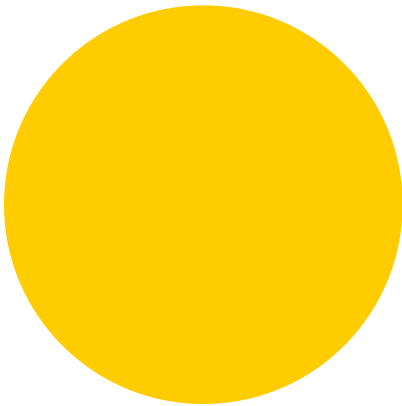
What social media app do you doom scroll on the most?



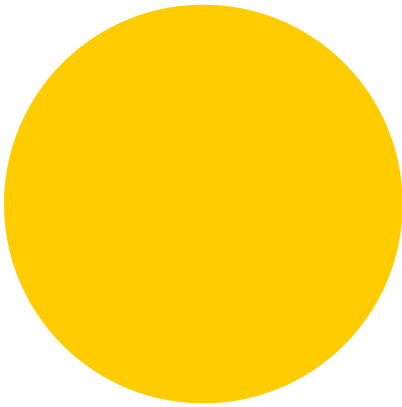
Answer: Pinterest



■ Bachelor's Degree (100.0%)

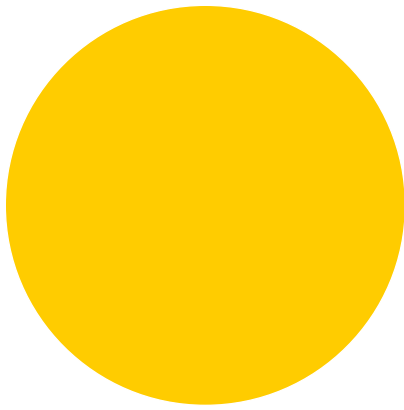


■ Female (100.0%)

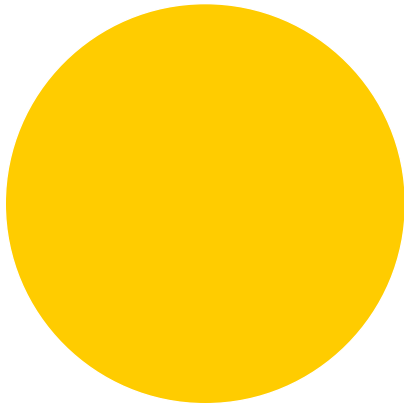


■ Not Hispanic (100.0%)

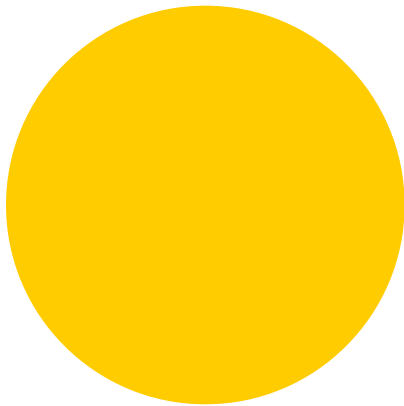




■ \$50,000 - \$100,000 (100.0%)

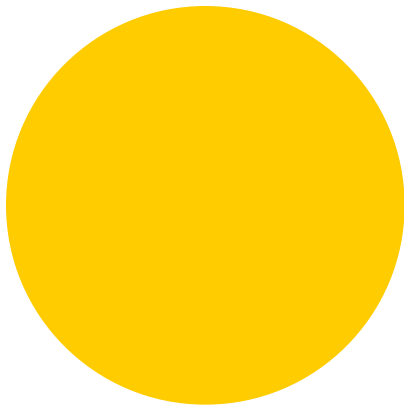


■ Not LGBTQIA+ (100.0%)

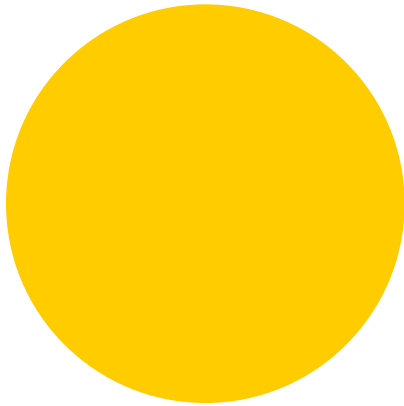


■ Lessee (100.0%)

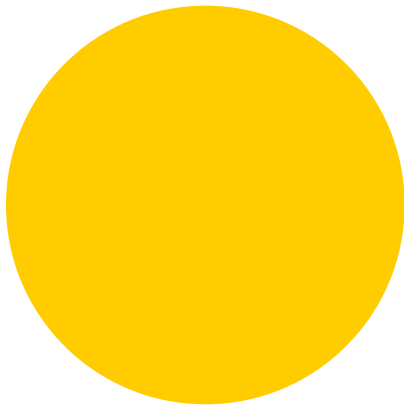




■ Employed (full time) (100.0%)

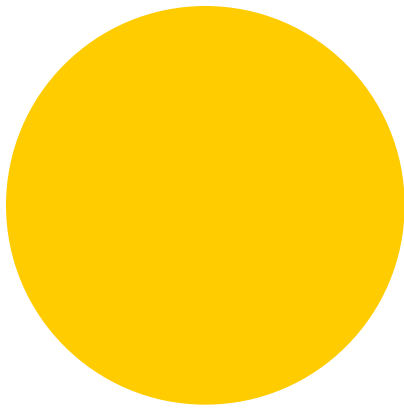


■ Yes, dog (100.0%)

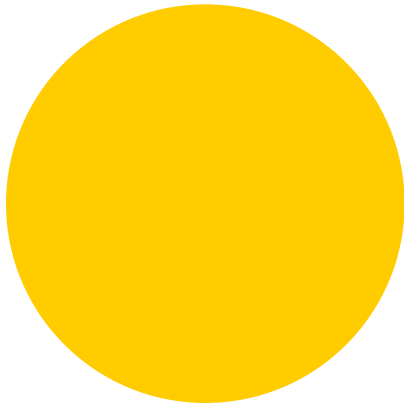


■ Very Liberal (100.0%)

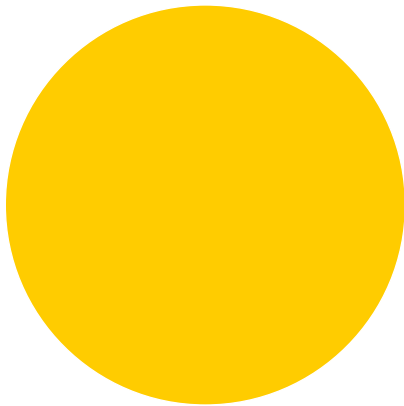




■ Native Hawaiian or Other Pacific Islander (100.0%)

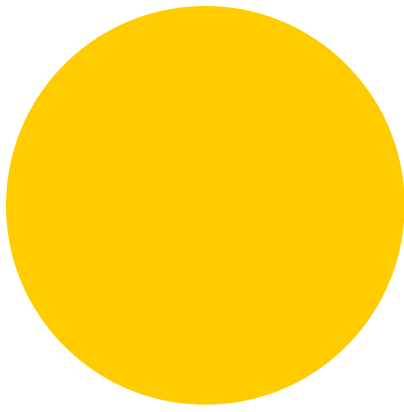


■ Christianity (100.0%)



■ Vanderbilt University (100.0%)

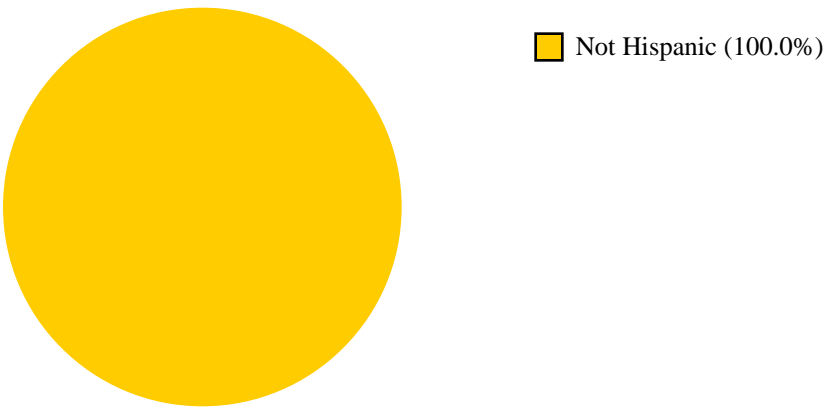
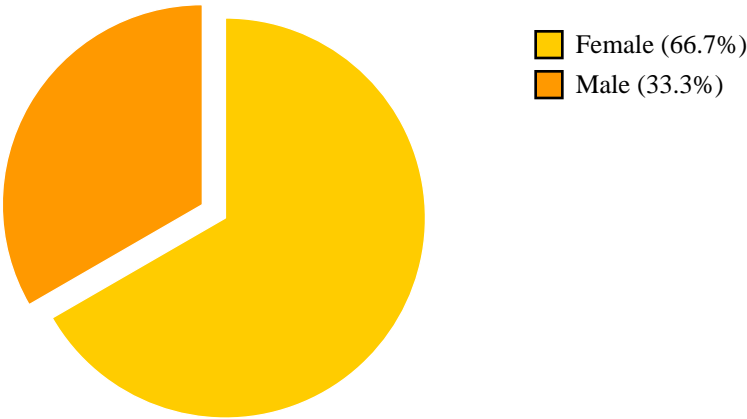
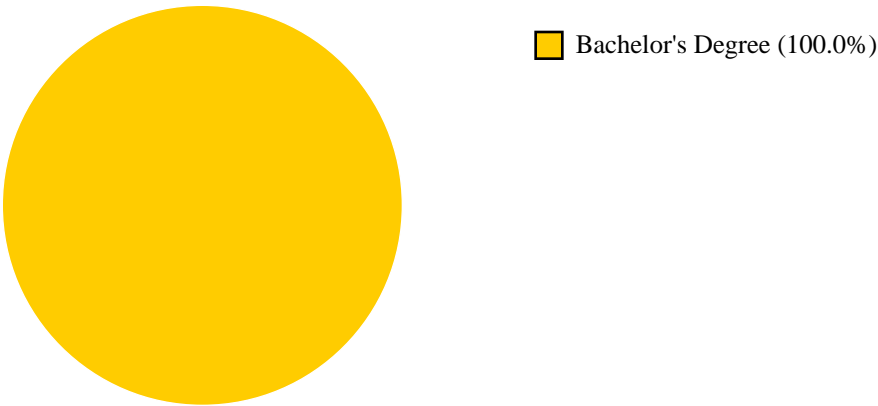


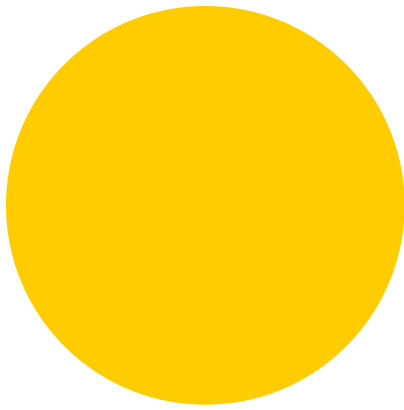


California (100.0%)

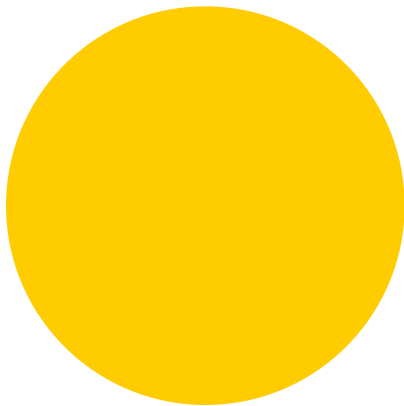


Answer: Tik Tok

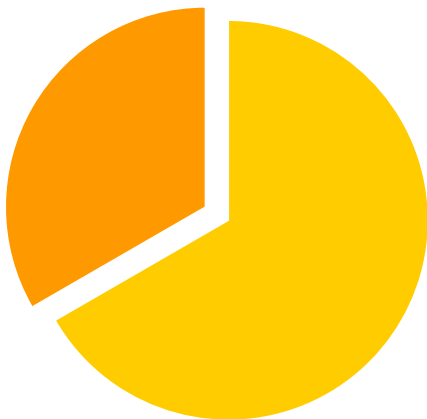




More than \$200,000 (100.0%)



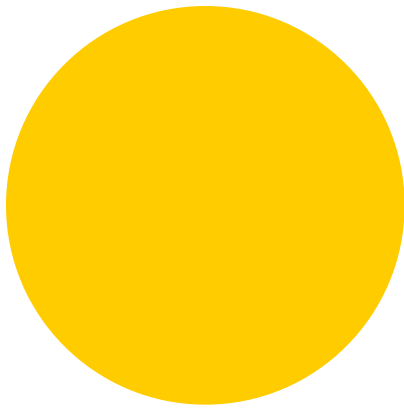
Not LGBTQIA+ (100.0%)



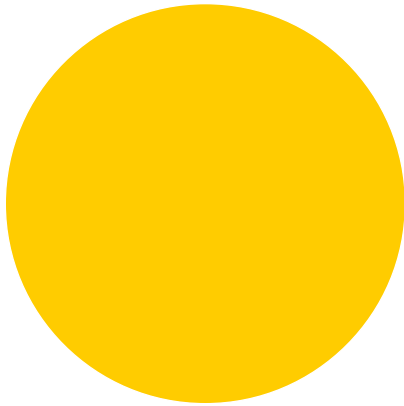
Lessee (66.7%)

Homeowner (33.3%)

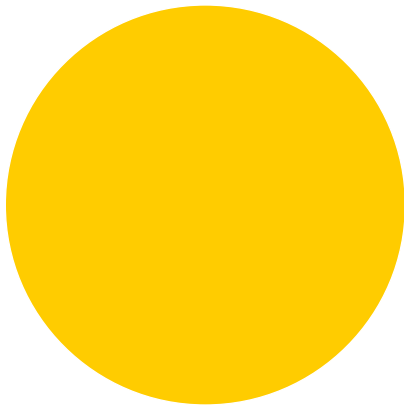




■ Employed (full time) (100.0%)

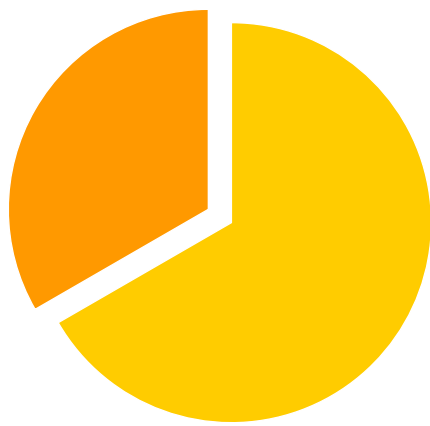


■ Yes,dog (100.0%)

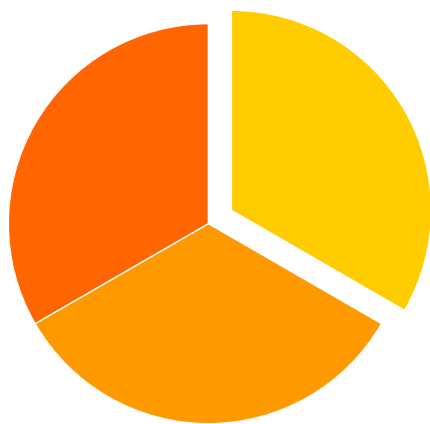


■ Slightly Conservative (100.0%)





White (66.7%)
Asian (33.3%)

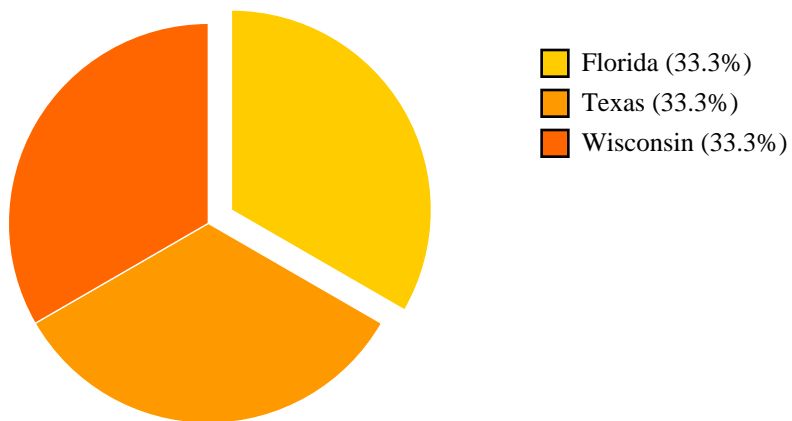


Hinduism (33.3%)
Judaism (33.3%)
Christianity (33.3%)

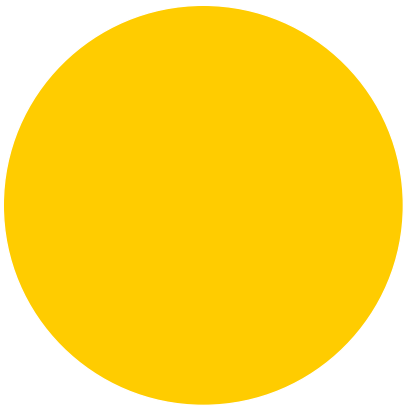


Vanderbilt University (33.3%)
Tulane University of Louisiana (33.3%)
Vanderbilt university (33.3%)

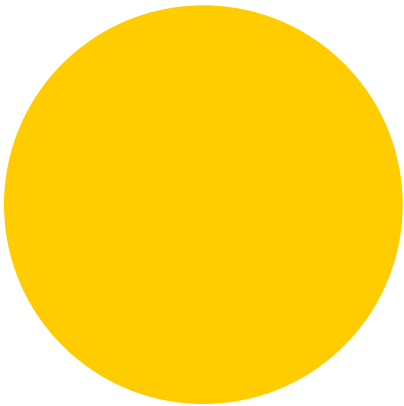




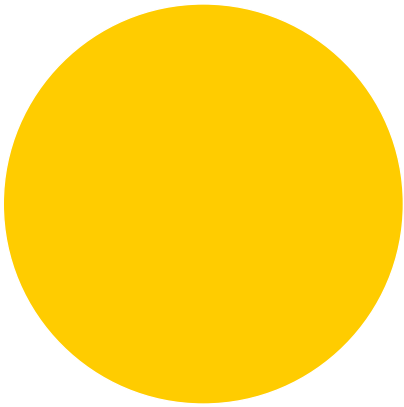
Answer: Tik tok



■ Bachelor's Degree (100.0%)

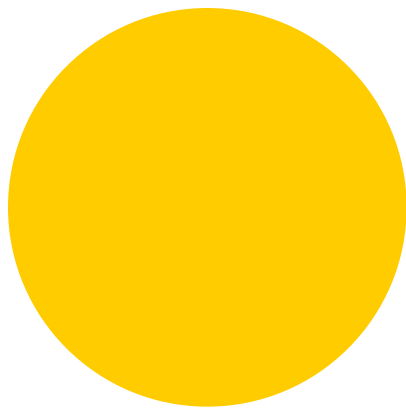


■ Male (100.0%)

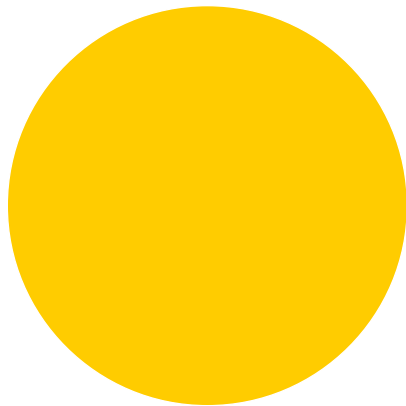


■ Hispanic (100.0%)

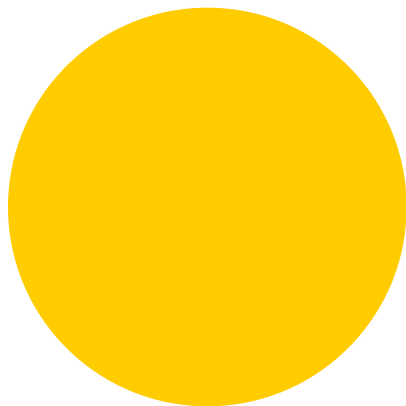




■ \$100,000 - \$200,000 (100.0%)

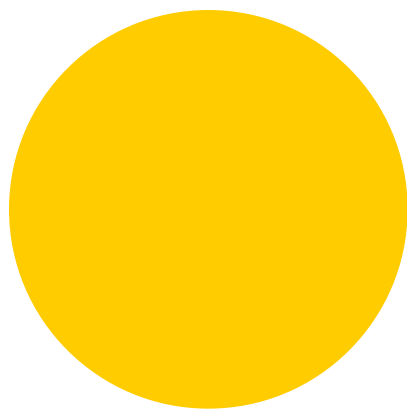


■ LGBTQIA+ (100.0%)

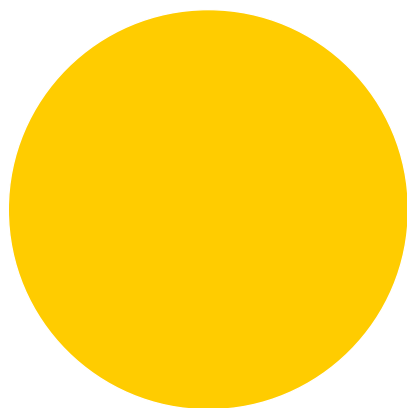


■ Dorm Resident (100.0%)

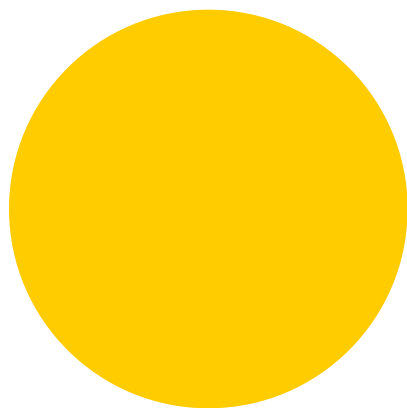




■ Student (100.0%)

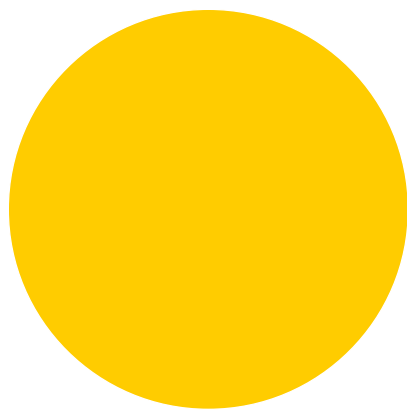


■ Yes, cat (100.0%)

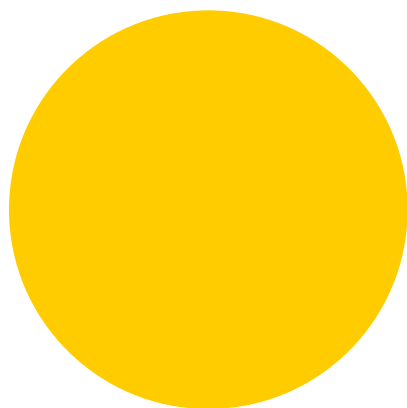


■ Very Liberal (100.0%)

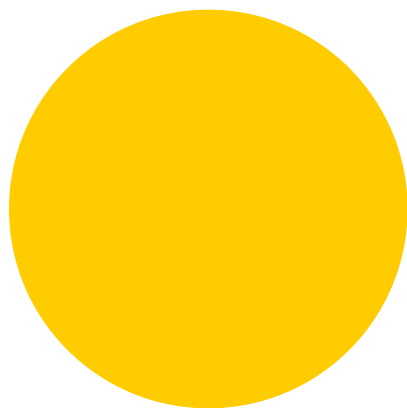




Asian (100.0%)

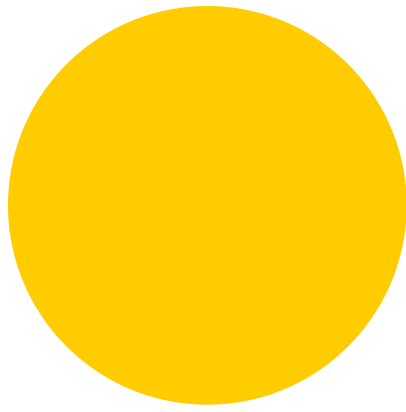


Not Religious (100.0%)



Vanderbilt University (100.0%)

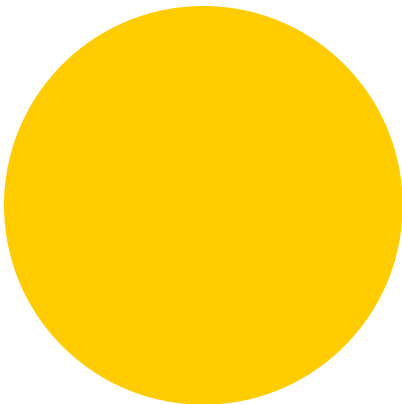




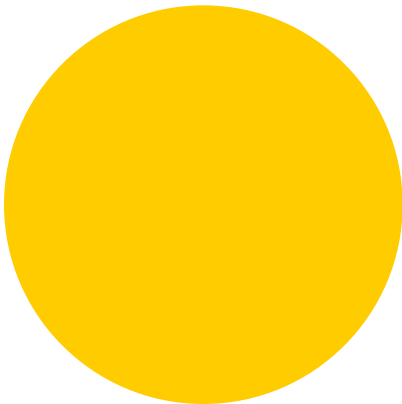
California (100.0%)



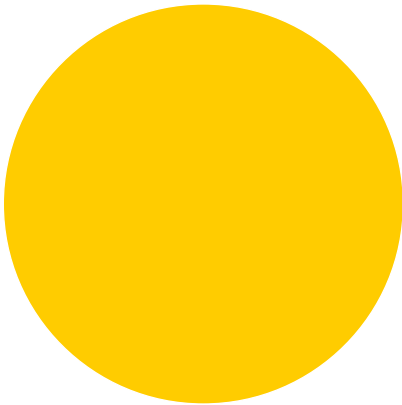
Answer: TikTok



■ Bachelor's Degree (100.0%)

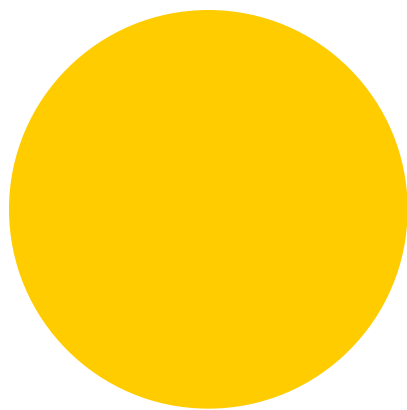


■ Female (100.0%)

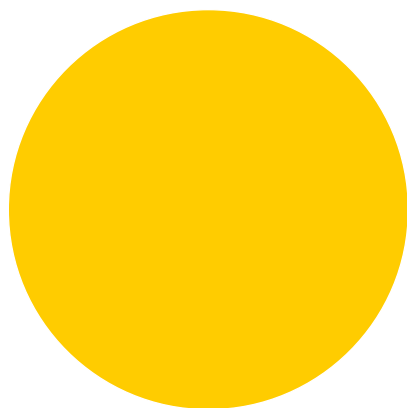


■ Hispanic (100.0%)

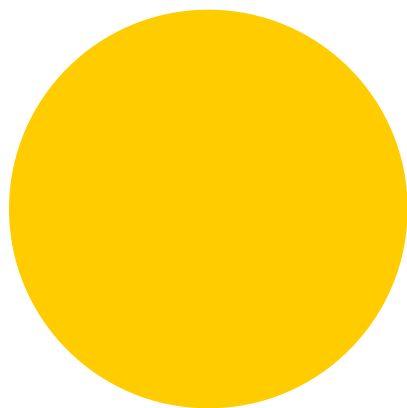




■ Less than \$25,000 (100.0%)

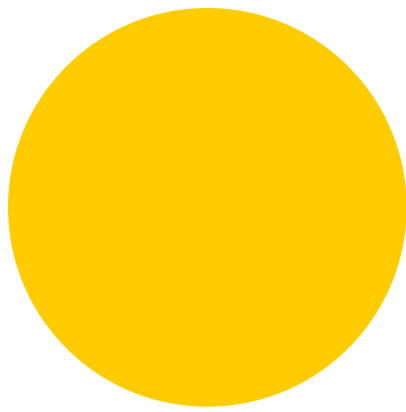


■ Not LGBTQIA+ (100.0%)

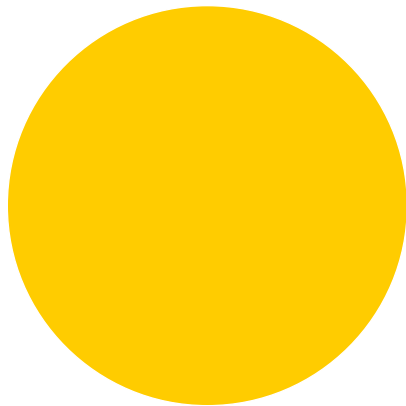


■ Living w/ Parents (100.0%)

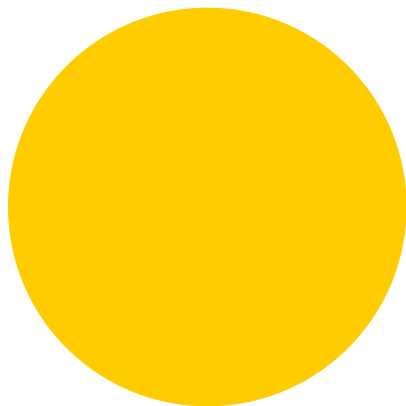




■ Student (100.0%)

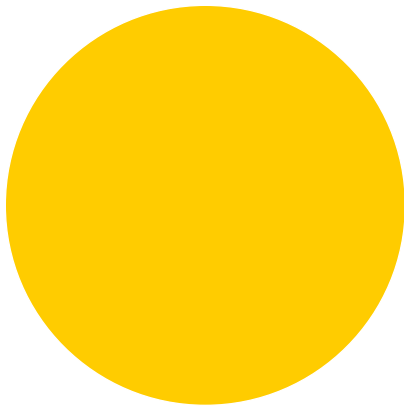


■ No pets (100.0%)

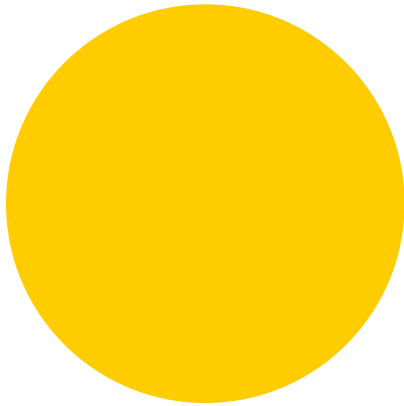


■ Slightly Liberal (100.0%)

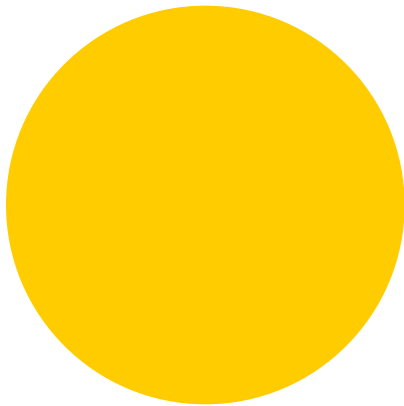




White (100.0%)

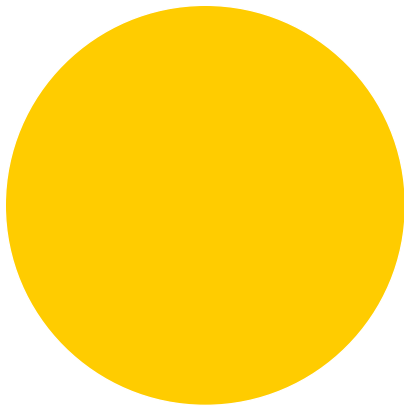


Christianity (100.0%)



Vanderbilt University (100.0%)

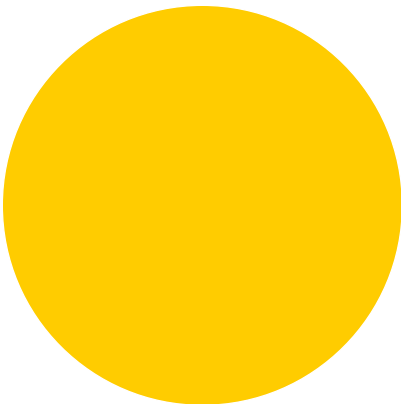




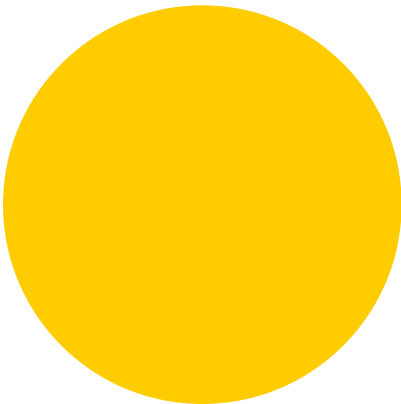
Connecticut (100.0%)



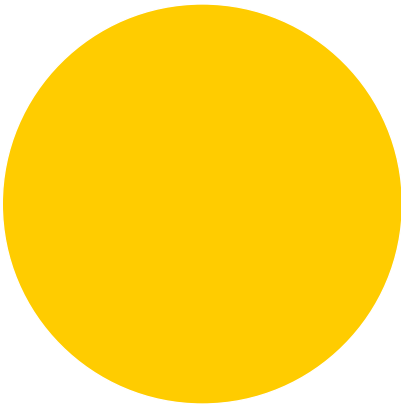
Answer: TikTok



■ Bachelor's Degree (100.0%)



■ Female (100.0%)

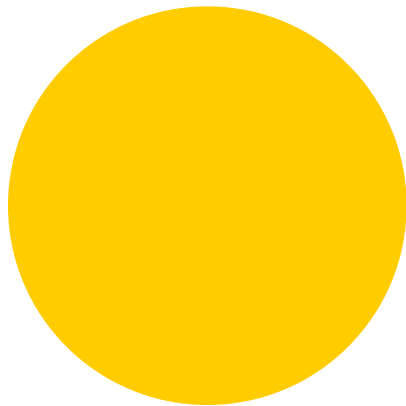


■ Not Hispanic (100.0%)





- More than \$200,000 (50.0%)
- \$100,000 - \$200,000 (25.0%)
- Less than \$25,000 (25.0%)



- Not LGBTQIA+ (100.0%)

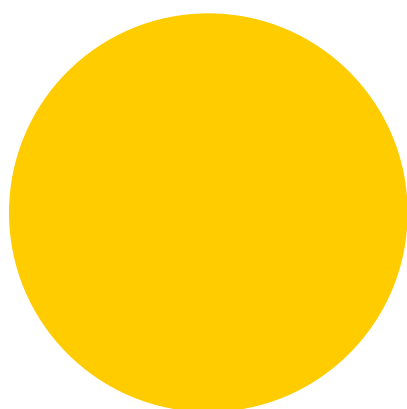


- Living w/ Parents (50.0%)
- Lessee (50.0%)





- Student (75.0%)
- Employed (full time) (25.0%)

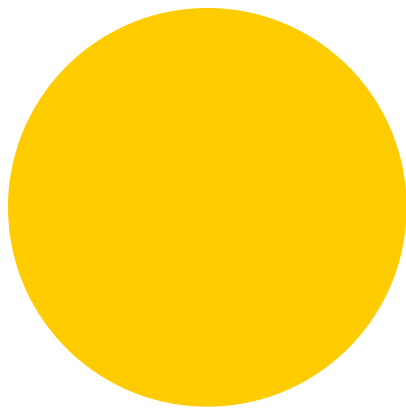


- Yes,dog (100.0%)

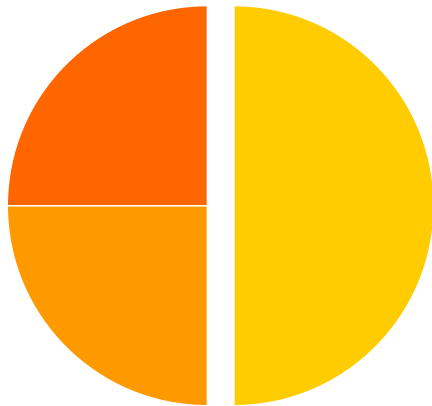


- Slightly Liberal (50.0%)
- Moderate (25.0%)
- Very Liberal (25.0%)





White (100.0%)

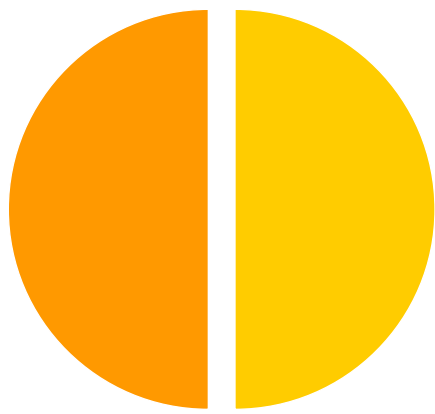


Judaism (50.0%)
Christianity (25.0%)
Not Religious (25.0%)



Vanderbilt University (50.0%)
Vanderbilt (25.0%)
Duke University (25.0%)

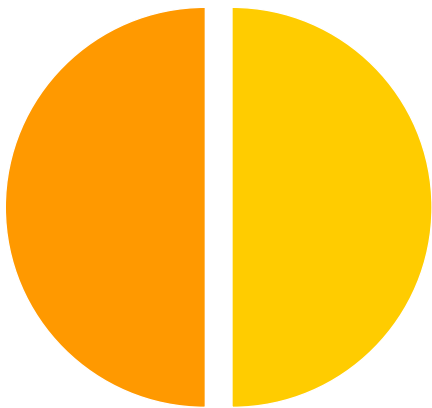




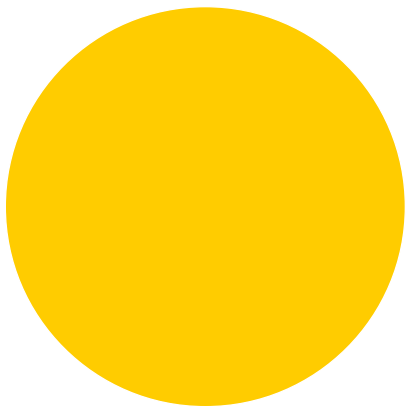
■ Connecticut (50.0%)
■ Maryland (50.0%)



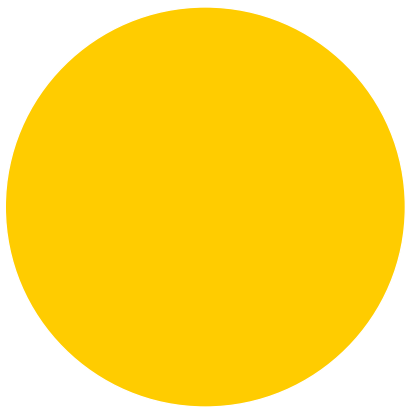
Answer: Tiktok



- High School (50.0%)
- Bachelor's Degree (50.0%)

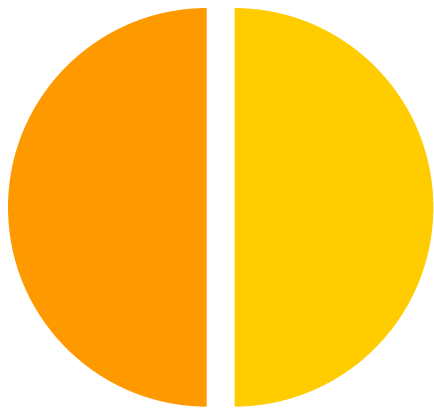


- Male (100.0%)

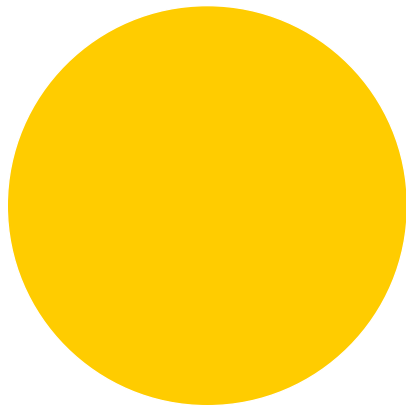


- Not Hispanic (100.0%)

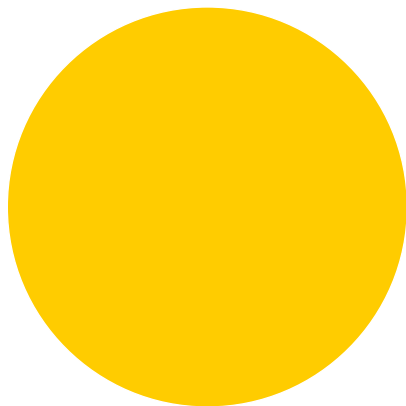




- More than \$200,000 (50.0%)
- \$100,000 - \$200,000 (50.0%)

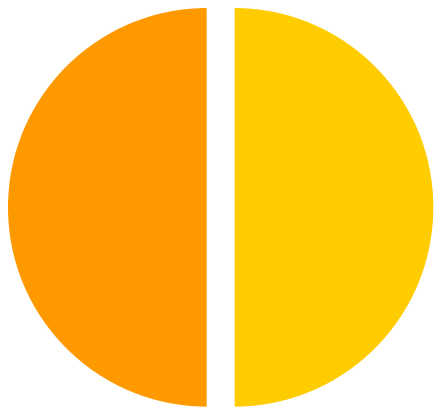


- Not LGBTQIA+ (100.0%)

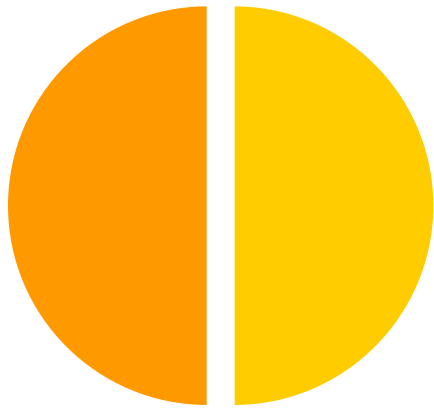


- Lessee (100.0%)

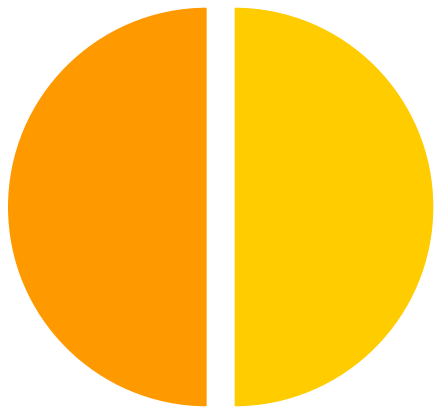




Student (50.0%)
Employed (full time) (50.0%)

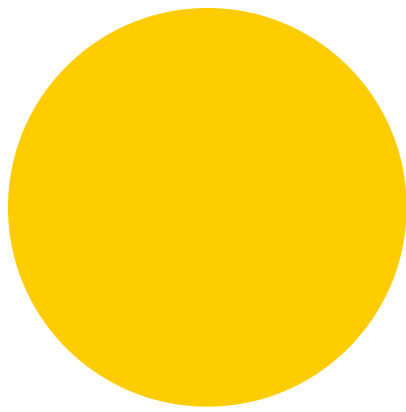


Yes. Both (50.0%)
Yes,dog (50.0%)

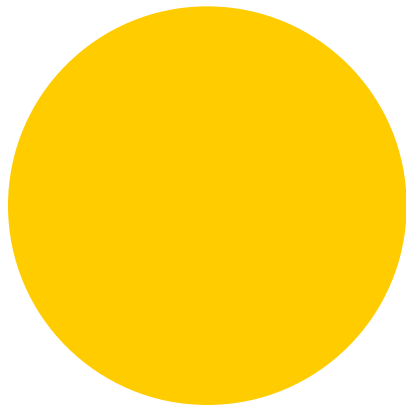


Moderate (50.0%)
Slightly Conservative (50.0%)

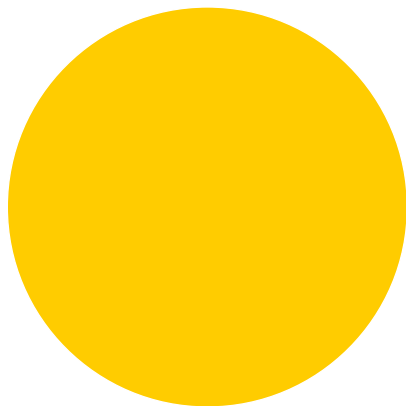




White (100.0%)

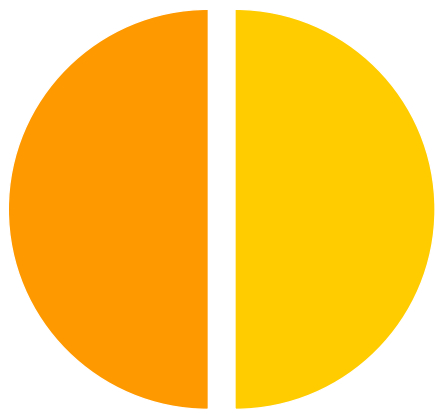


Christianity (100.0%)



Vanderbilt (100.0%)

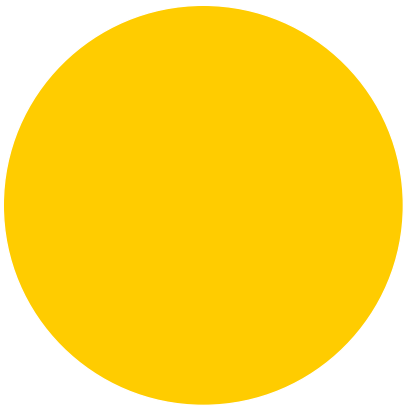




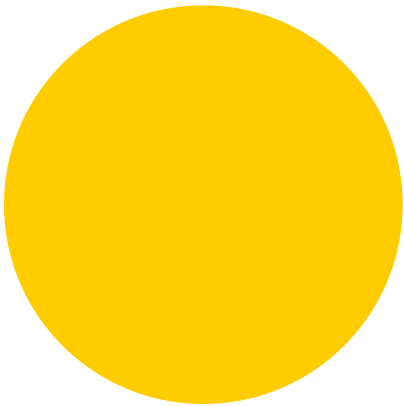
■ Texas (50.0%)
■ Alabama (50.0%)



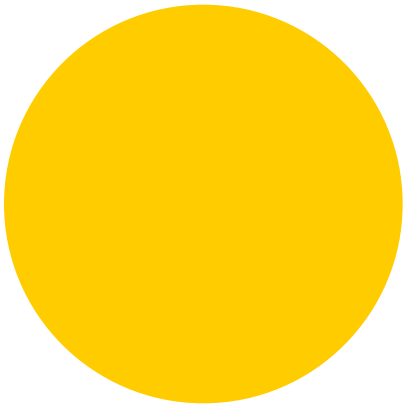
Answer: Tiktok



■ Bachelor's Degree (100.0%)

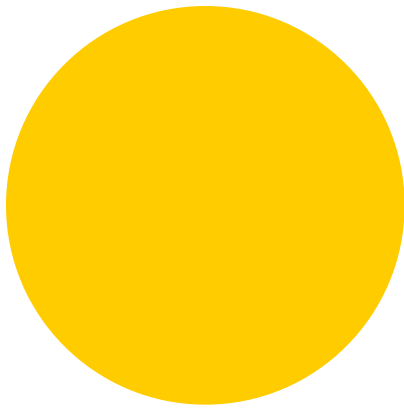


■ Female (100.0%)

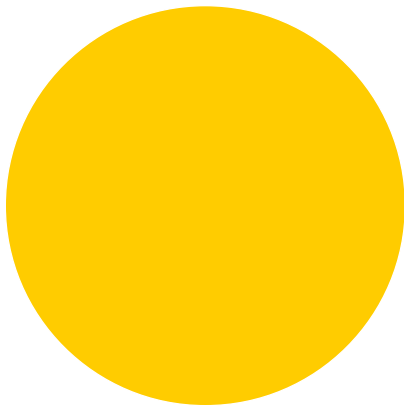


■ Not Hispanic (100.0%)

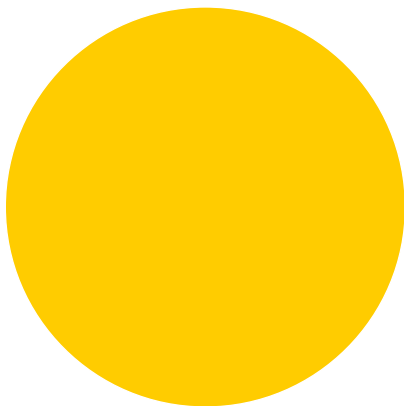




More than \$200,000 (100.0%)

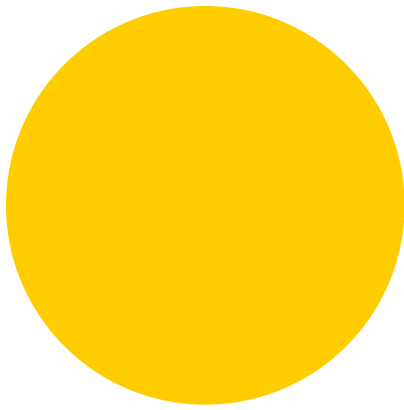


Not LGBTQIA+ (100.0%)

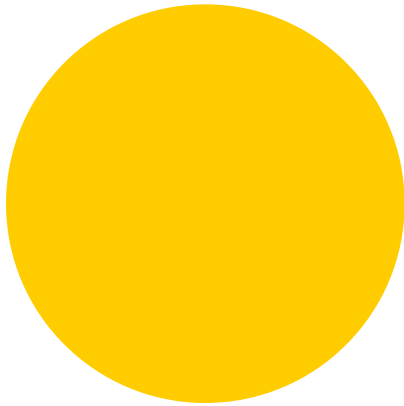


Living w/ Parents (100.0%)

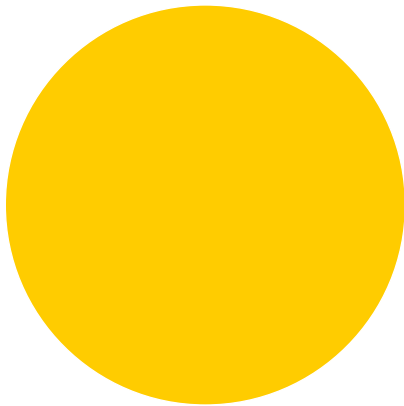




■ Employed (full time) (100.0%)

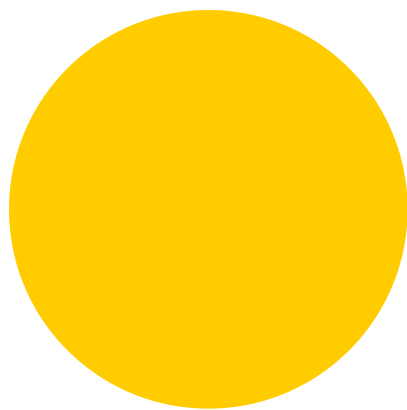


■ No pets (100.0%)

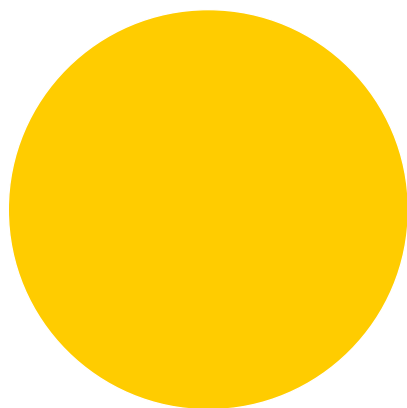


■ Slightly Liberal (100.0%)



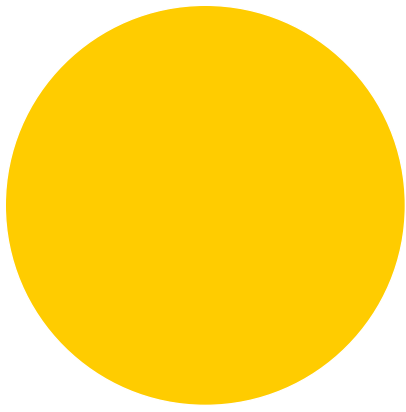


White (100.0%)



Christianity (100.0%)

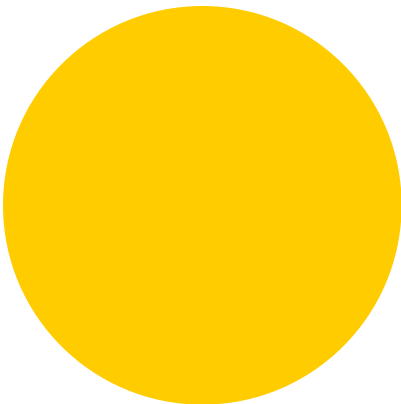




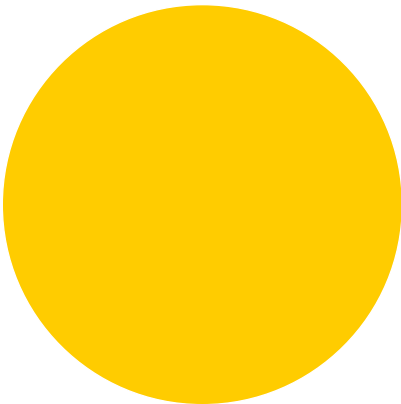
■ Texas (100.0%)



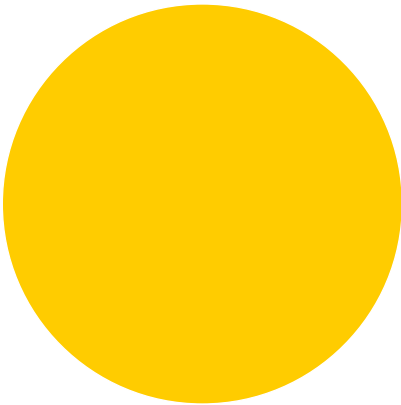
Answer: Twitter



■ Bachelor's Degree (100.0%)

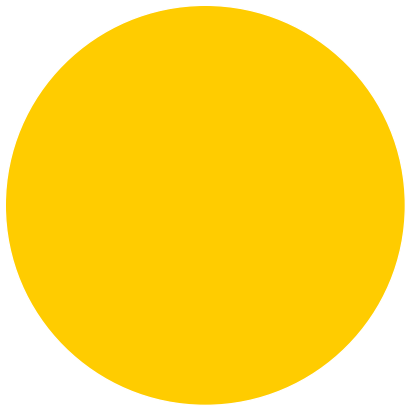


■ Male (100.0%)

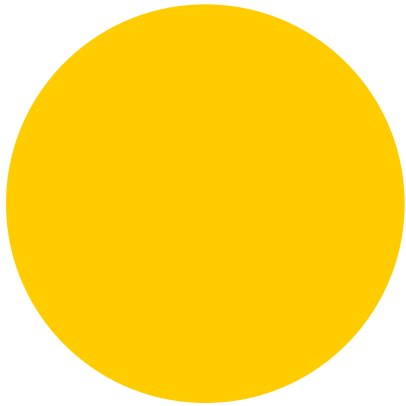


■ Not Hispanic (100.0%)

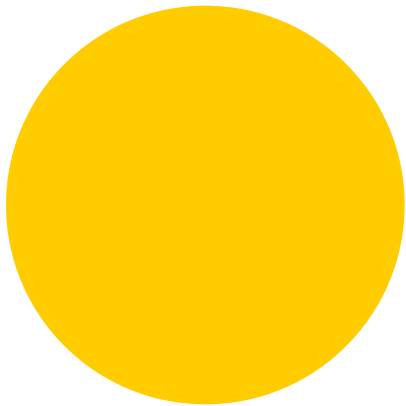




■ \$100,000 - \$200,000 (100.0%)

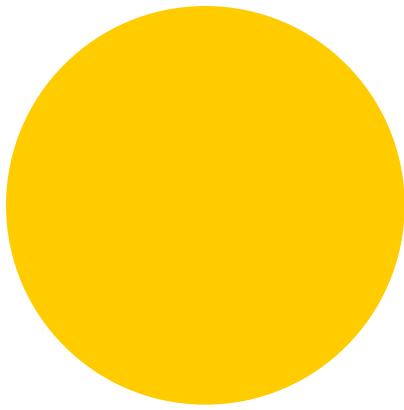



■ Not LGBTQIA+ (100.0%)

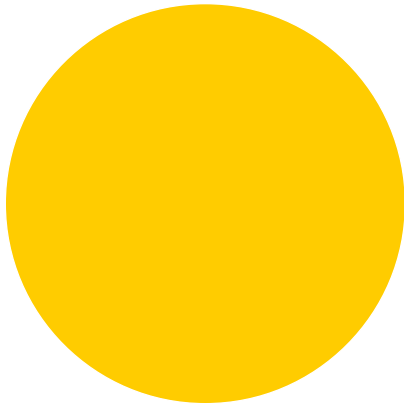



■ Living w/ Parents (100.0%)

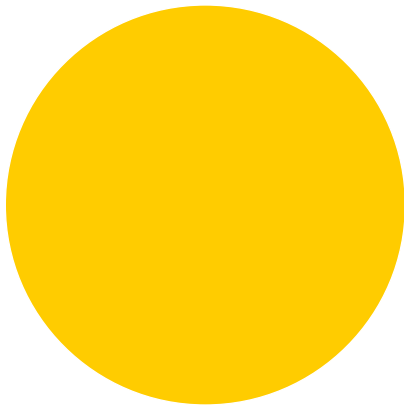





 Employed (full time) (100.0%)

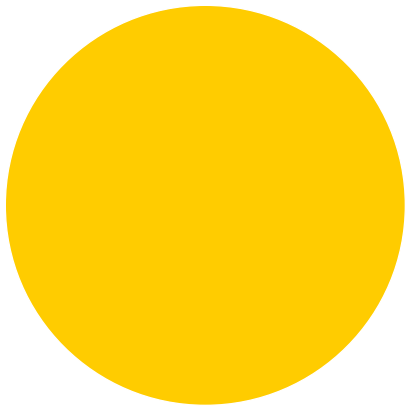


 Yes. Both (100.0%)

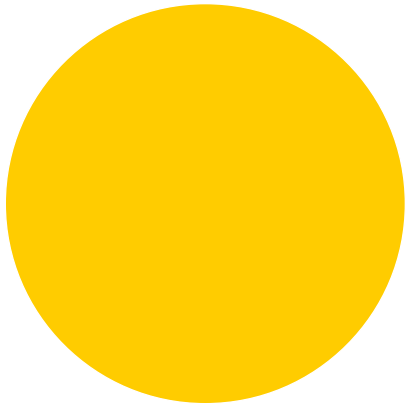


 Slightly Conservative (100.0%)

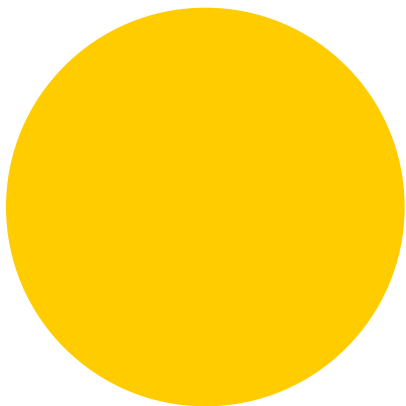




■ White (100.0%)

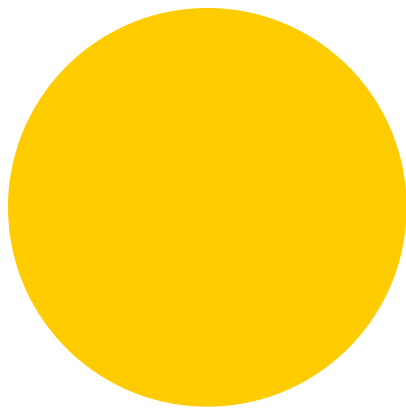


■ Not Religious (100.0%)



■ Vanderbilt University (100.0%)



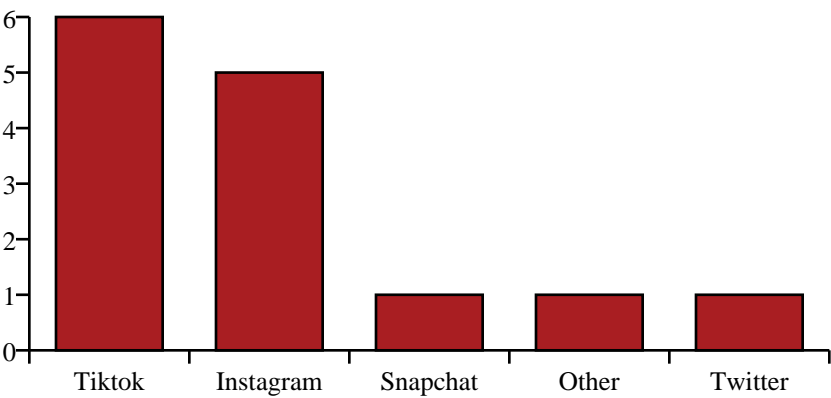


■ Massachusetts (100.0%)

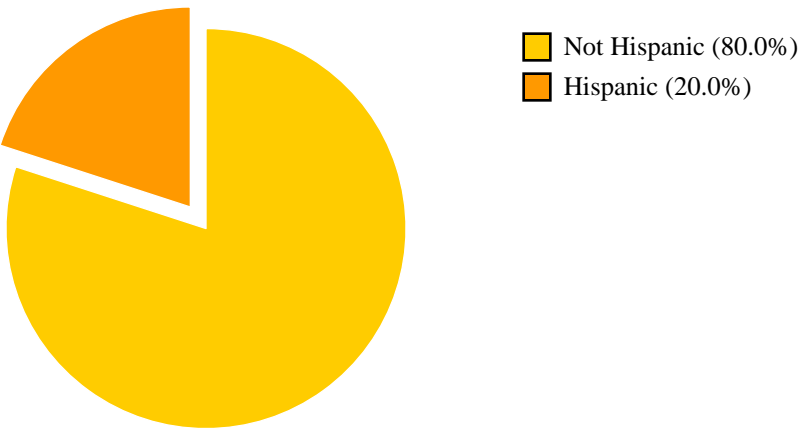
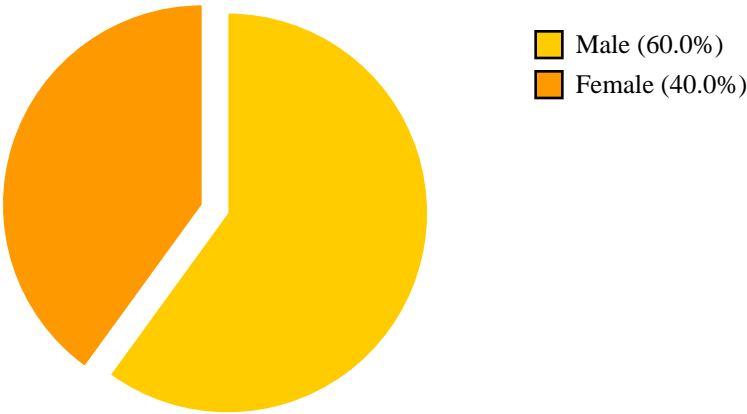
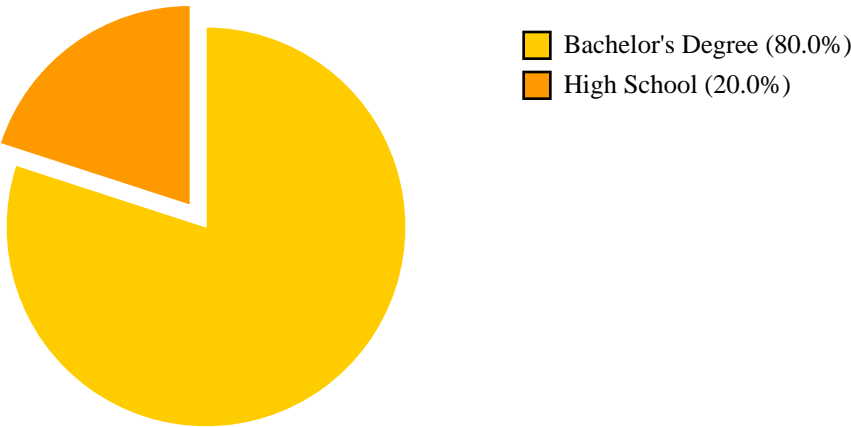


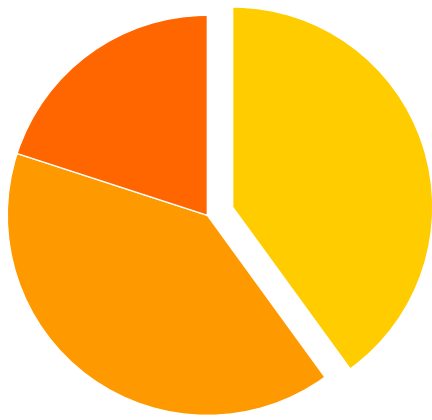


What's your most used social media app?

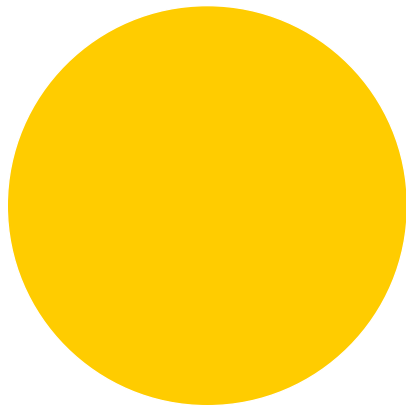


Answer: Instagram

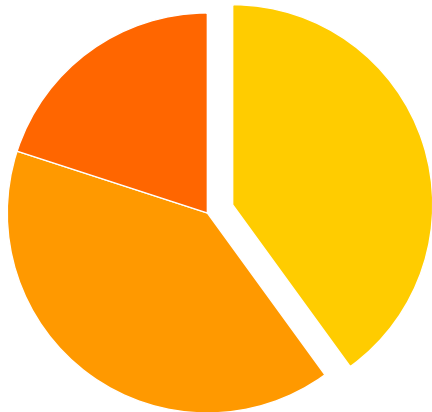




- More than \$200,000 (40.0%)
- Less than \$25,000 (40.0%)
- \$100,000 - \$200,000 (20.0%)

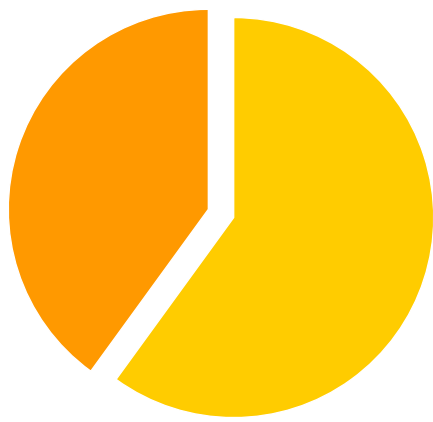


- Not LGBTQIA+ (100.0%)

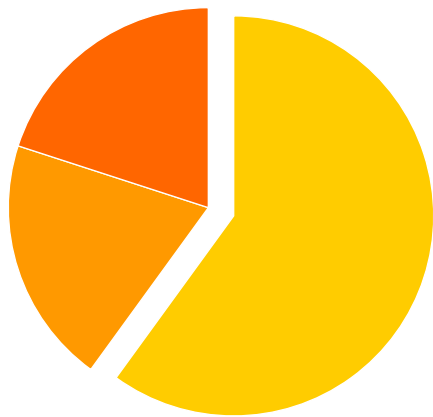


- Lessee (40.0%)
- Living w/ Parents (40.0%)
- Homeowner (20.0%)

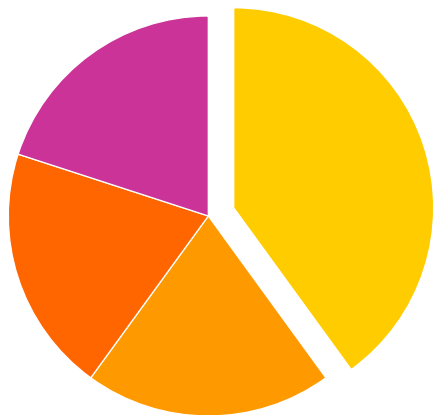




- Student (60.0%)
- Employed (full time) (40.0%)

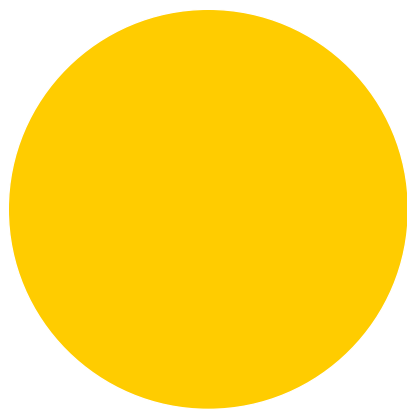


- Yes,dog (60.0%)
- Yes. Both (20.0%)
- No pets (20.0%)

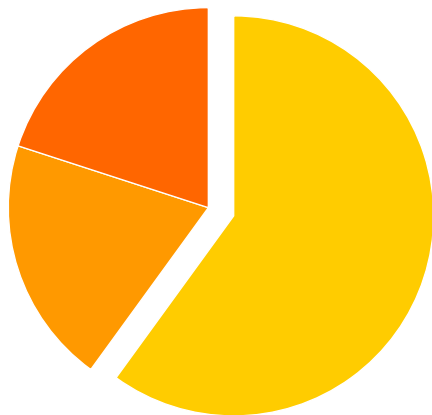


- Slightly Conservative (40.0%)
- Moderate (20.0%)
- Slightly Liberal (20.0%)
- Very Liberal (20.0%)





White (100.0%)

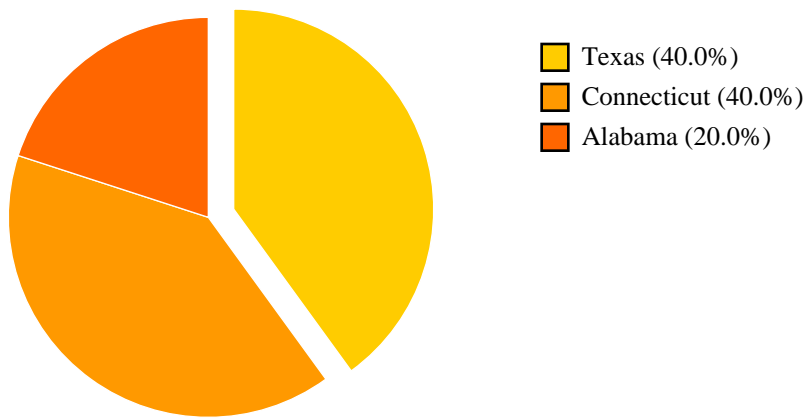


Christianity (60.0%)
Judaism (20.0%)
Not Religious (20.0%)

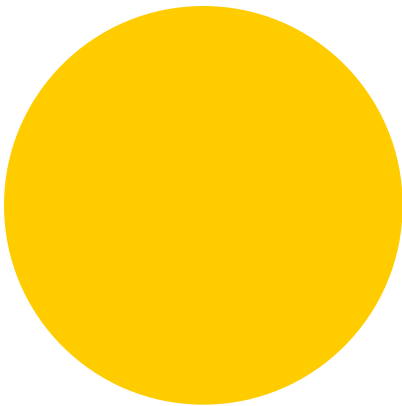


Vanderbilt (25.0%)
Vanderbilt University (25.0%)
Tulane University of Louisiana (25.0%)
Duke University (25.0%)

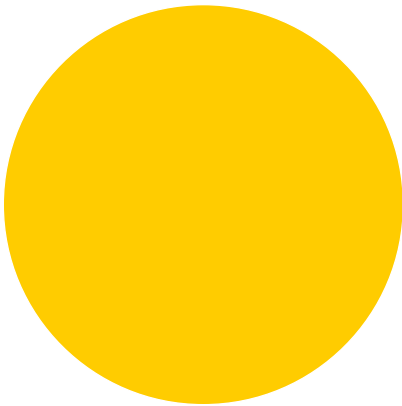




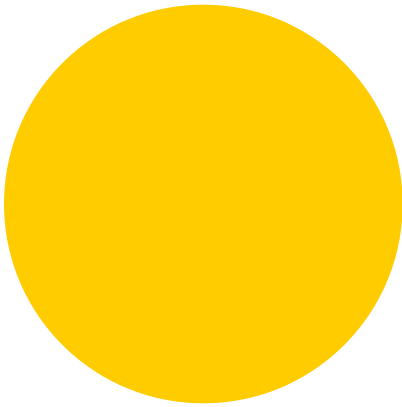
Answer: Other



■ Bachelor's Degree (100.0%)

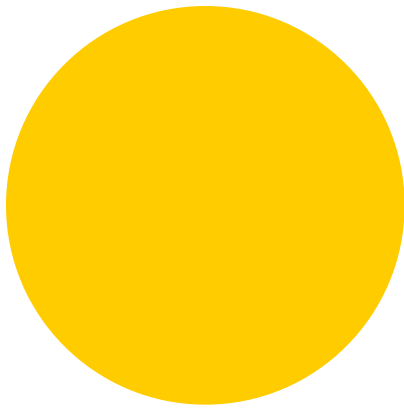


■ Female (100.0%)

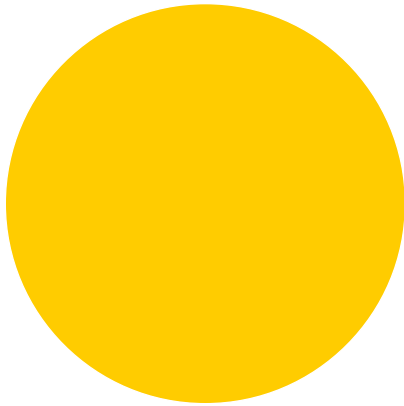


■ Not Hispanic (100.0%)

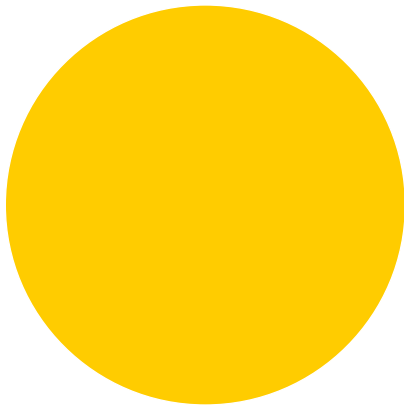




■ \$50,000 - \$100,000 (100.0%)

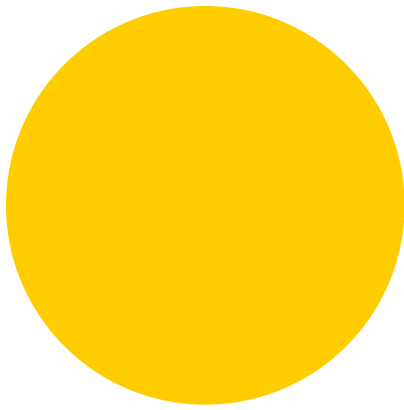


■ Not LGBTQIA+ (100.0%)

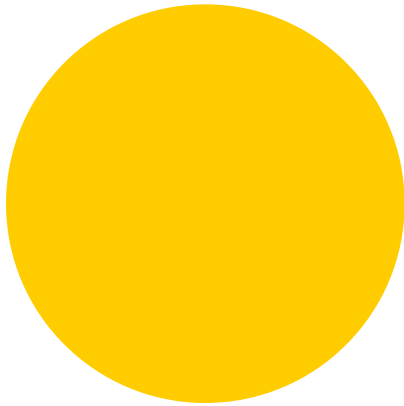


■ Lessee (100.0%)

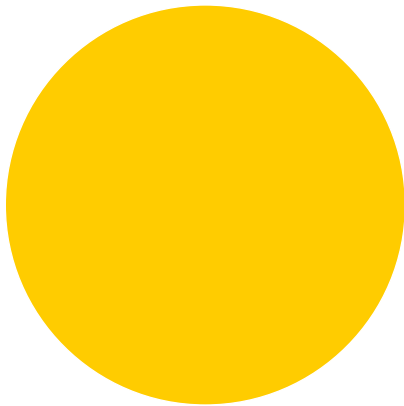




Employed (full time) (100.0%)

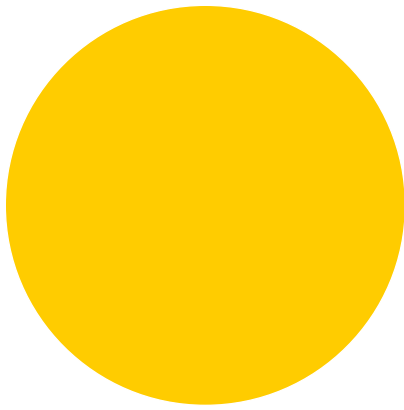


Yes, dog (100.0%)

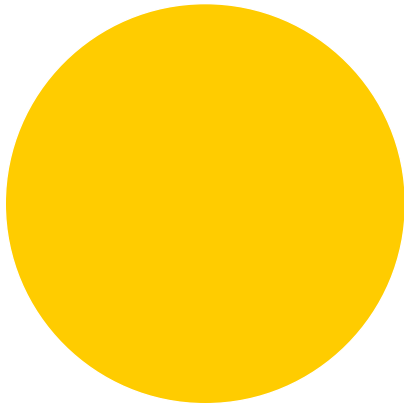


Very Liberal (100.0%)

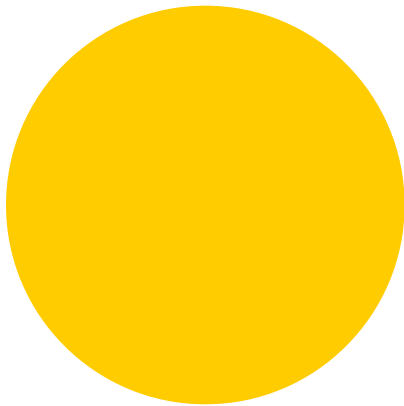




■ Native Hawaiian or Other Pacific Islander (100.0%)

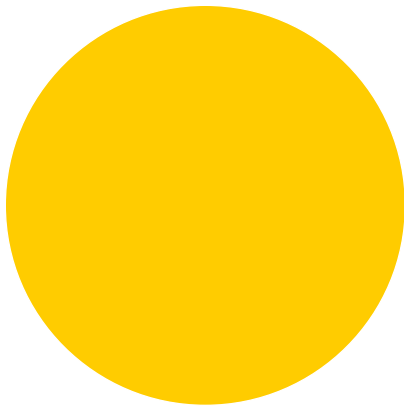


■ Christianity (100.0%)



■ Vanderbilt University (100.0%)

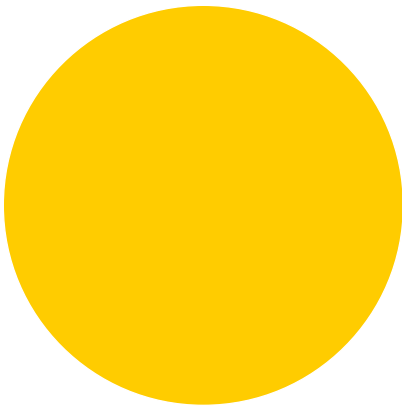




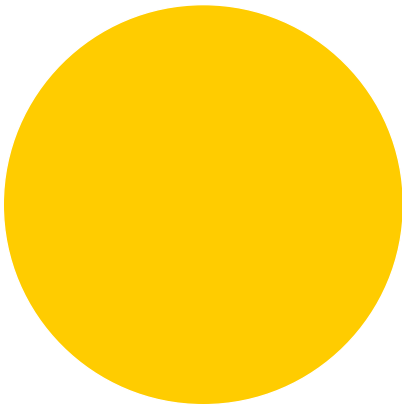
California (100.0%)



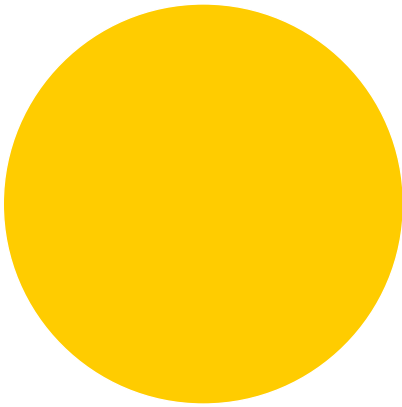
Answer: Snapchat



■ Bachelor's Degree (100.0%)

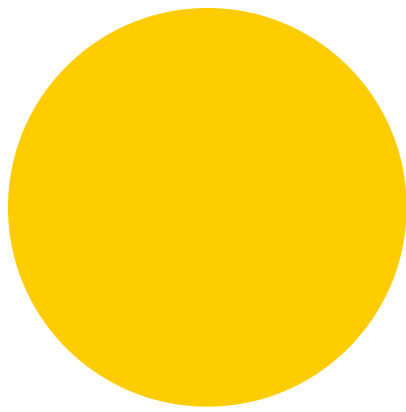


■ Male (100.0%)

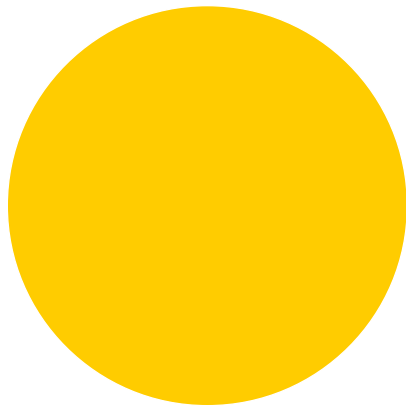


■ Hispanic (100.0%)

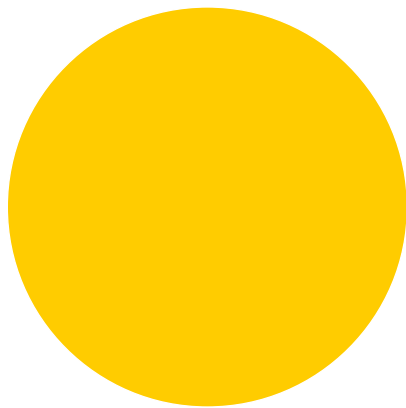




■ \$100,000 - \$200,000 (100.0%)

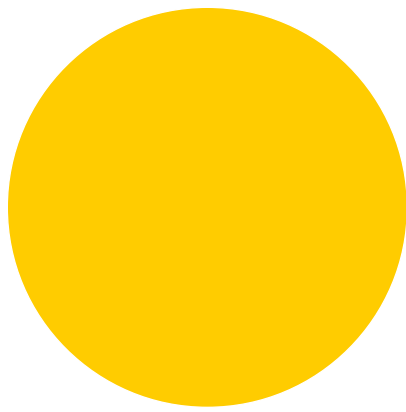


■ LGBTQIA+ (100.0%)

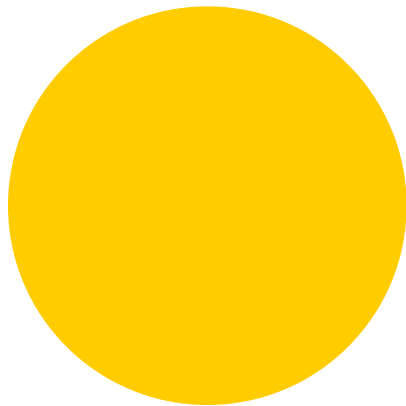


■ Dorm Resident (100.0%)

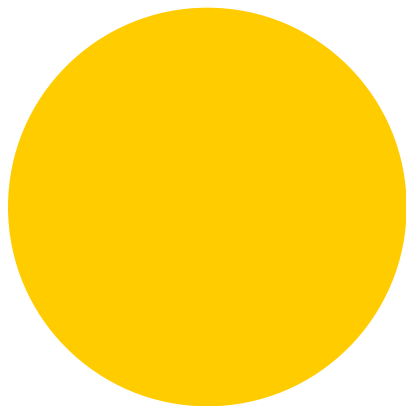




■ Student (100.0%)

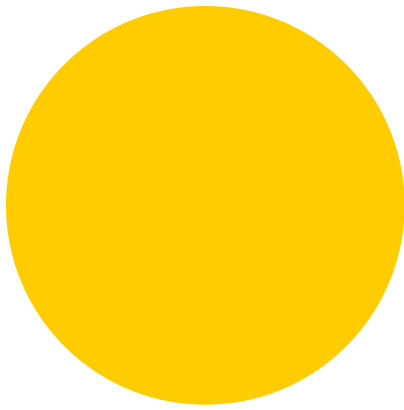


■ Yes, cat (100.0%)

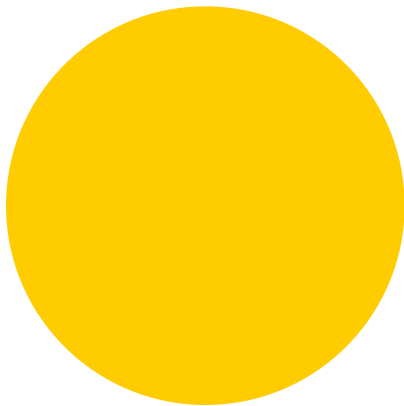


■ Very Liberal (100.0%)

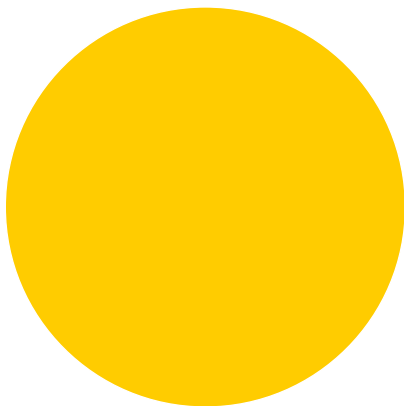




■ Asian (100.0%)

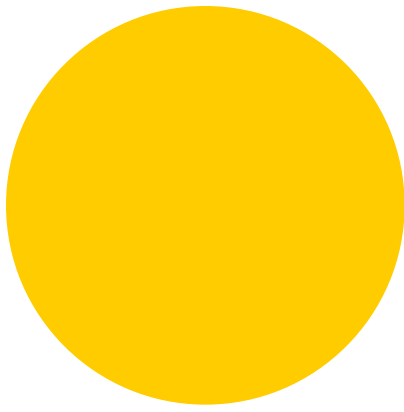


■ Not Religious (100.0%)



■ Vanderbilt University (100.0%)

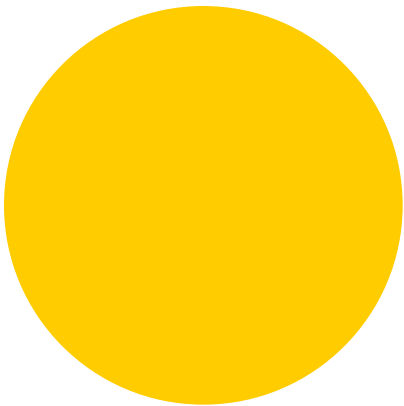




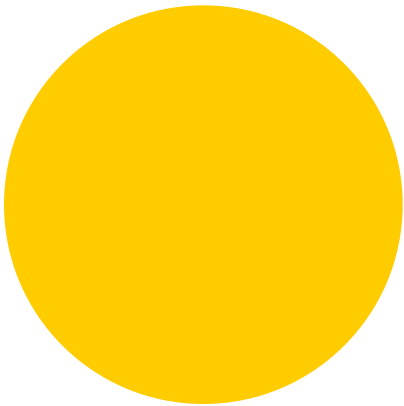
California (100.0%)



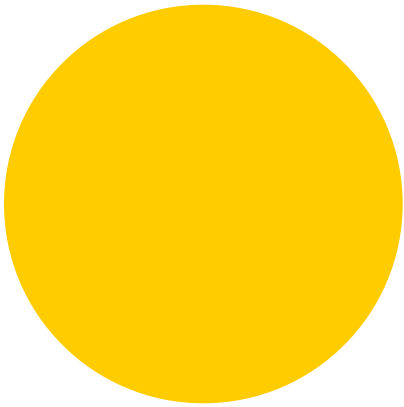
Answer: Tiktok



■ Bachelor's Degree (100.0%)

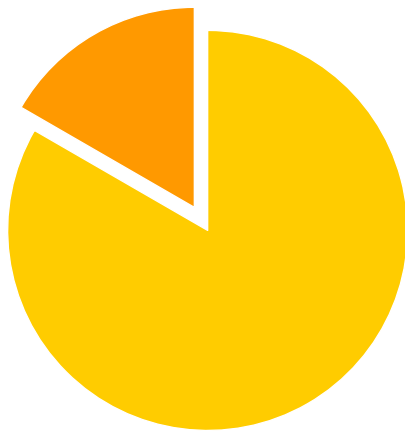


■ Female (100.0%)

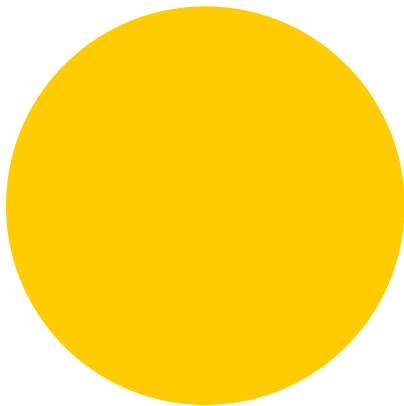


■ Not Hispanic (100.0%)

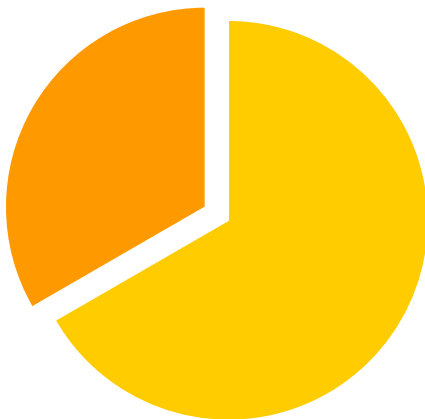




- More than \$200,000 (83.3%)
- \$100,000 - \$200,000 (16.7%)

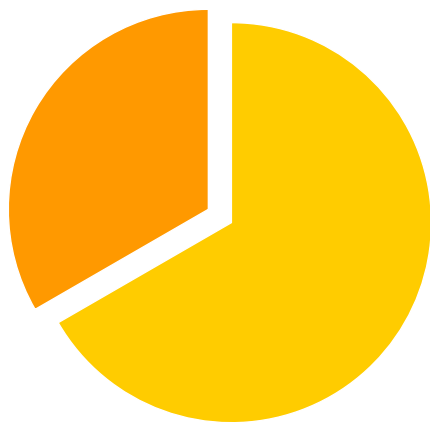


- Not LGBTQIA+ (100.0%)

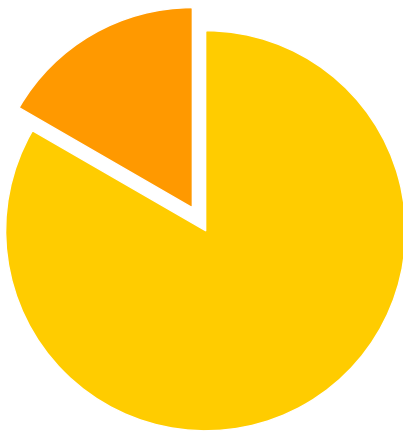


- Lessee (66.7%)
- Living w/ Parents (33.3%)





Employed (full time) (66.7%)
Student (33.3%)

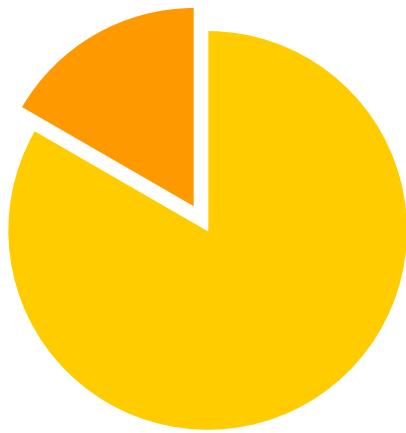


Yes, dog (83.3%)
No pets (16.7%)



Slightly Liberal (50.0%)
Slightly Conservative (33.3%)
Moderate (16.7%)

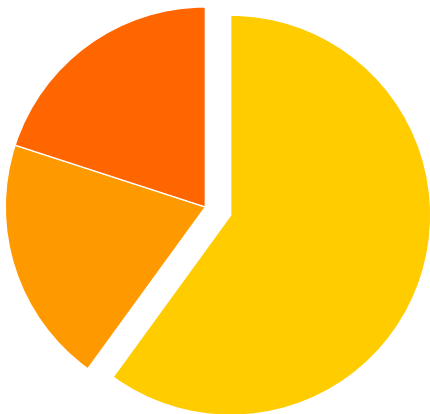




- White (83.3%)
- Asian (16.7%)

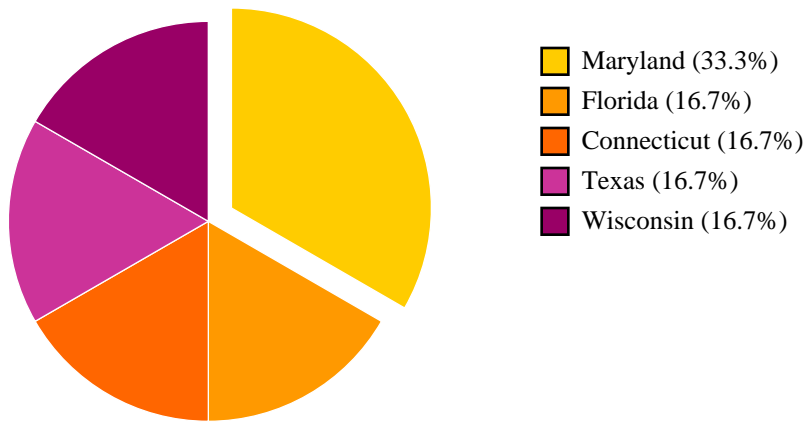


- Christianity (50.0%)
- Judaism (33.3%)
- Hinduism (16.7%)

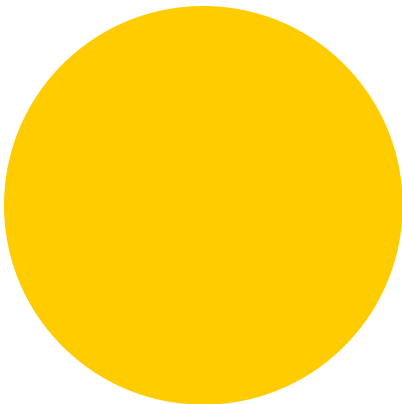


- Vanderbilt University (60.0%)
- Vanderbilt (20.0%)
- Vanderbilt university (20.0%)

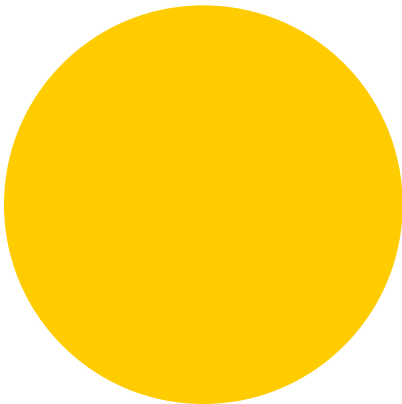




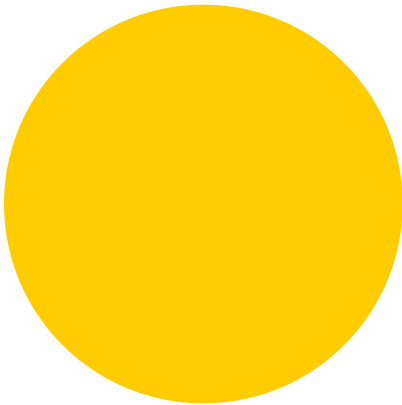
Answer: Twitter



■ Bachelor's Degree (100.0%)

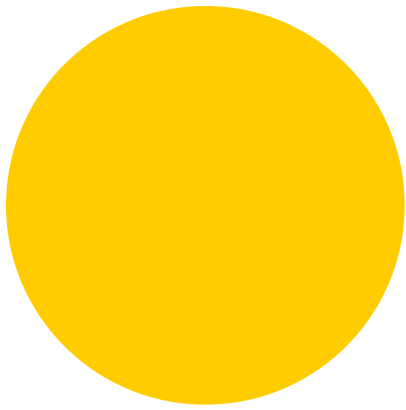


■ Male (100.0%)

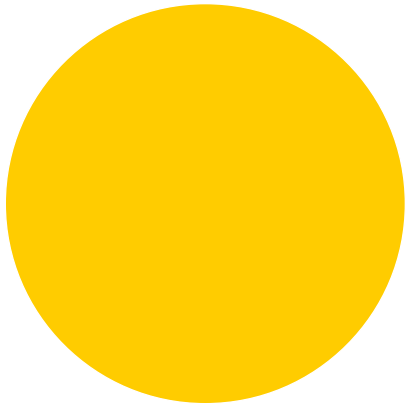


■ Not Hispanic (100.0%)

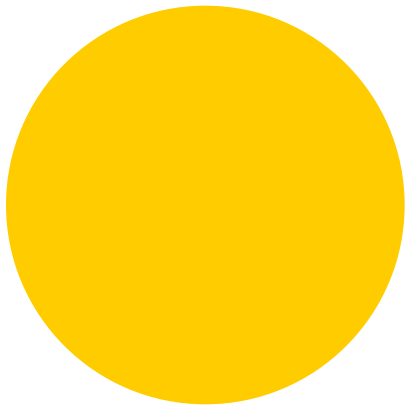




■ \$100,000 - \$200,000 (100.0%)

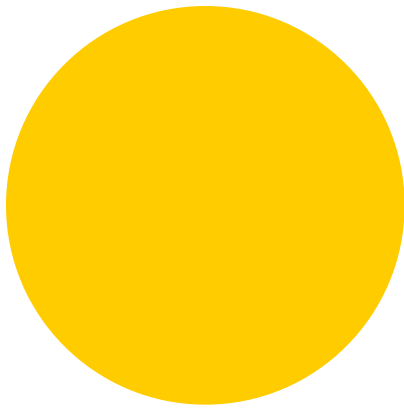



■ Not LGBTQIA+ (100.0%)

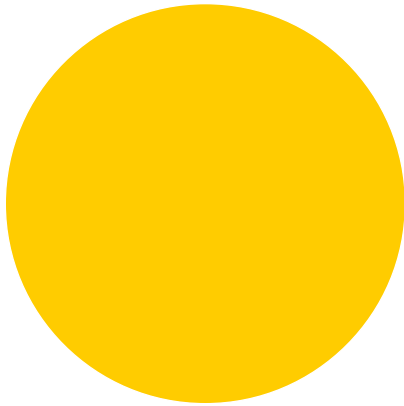



■ Living w/ Parents (100.0%)

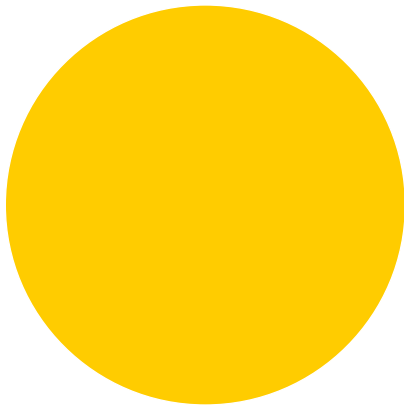




 Employed (full time) (100.0%)

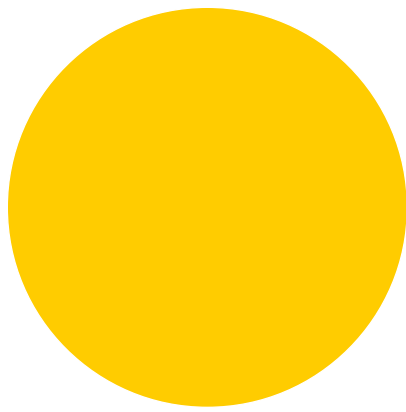


 Yes. Both (100.0%)

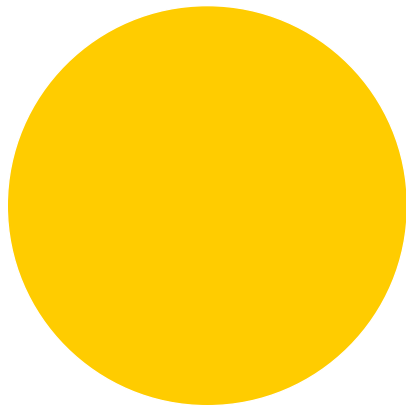


 Slightly Conservative (100.0%)

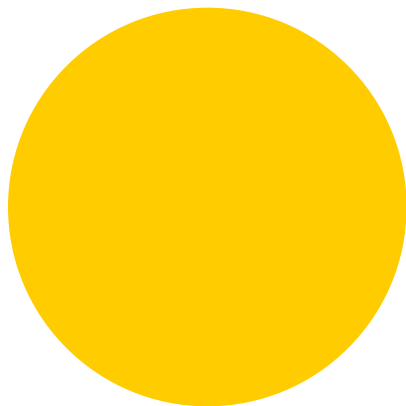




■ White (100.0%)

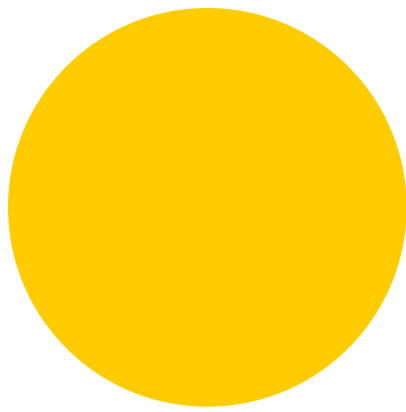


■ Not Religious (100.0%)



■ Vanderbilt University (100.0%)





■ Massachusetts (100.0%)

