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## Survey Data Report

**PURPOSE:** The purpose of this program is to analyze how certain factors of an Instagram user affects their political party. I was interested in seeing if there is a correlation between different factors of an instagram user and how that might affect their political party.

**INPUT:** There is no input, but there must be a csv file of the correct format in the same folder as the code.

**OUTPUT:**

```
Percentage of Instagram Users: 0.36
Total Instagram Users: 14730
----- Frequency of Users -----
Frequency          Total          Percentage
Several times a day: 5760          0.39
Once a day:         3060          0.21
Few times a week:   3210          0.22
Every few weeks:    1020          0.07
Less often:         1680          0.11
----- Political Party of User Based on Frequency (Recorded) -----
Frequency          Total Dems      Total Reps
Affiliation based on Several times a day: 1110          2280
Affiliation based on Once a day:         540          1170
Affiliation based on Few times a week:    660          1140
Affiliation based on Every few weeks:     150          450
Affiliation based on Less often:          300          570
----- Frequency of Users -----
Region            Total            Percentage
Northeast:        3270            0.22
Midwest:           2490            0.17
South:             5430            0.37
West:              3540            0.24
----- Political Party of User Based on Region (Recorded) -----
Frequency          Total Dems      Total Reps
Affiliation based on Northeast:          390          1620
Affiliation based on Midwest:            570           900
Affiliation based on South:             1170         2040
Affiliation based on West:              630         1050
```

The output showcases the amount of users under categories frequency and region, with their political affiliation respectively. Also a bar graph for each analysis is given.

**WHAT THE PROGRAM DOES:** The program takes in a csv with the user inputting all kinds of social media that they use, this program filters by those who use Instagram. From there I

extracted rows that fit the criteria I was searching for whether it was the right region or frequency.

**RESULTS:** The results show that surveyed users who use Instagram are more likely to be a part of the Republican party. It was very interesting to see that Instagram users in the Northeast had the biggest percentage of Republicans considering that Northeast is mostly blue. Had this survey had more users the outcome might have been different. Another interesting result is that the users who use the apps several times a day had the highest percentage of being Republican compared to other frequencies. This might be because instagram leans more towards the Republican side based on their ads and content, however this can not be stated because people who use Instagram could also use other social media. Although this was interesting to see nothing is concrete because the users may get their political views from other social media. The several times a day is the strongest indicator of a correlation out of the data set.