

| Age | Please select all ethnicities that apply | What Gender do you identify with? |
|-----|---|-----------------------------------|
| | 2 Asian / Pacific Islander | 1 |
| | 2 Asian / Pacific Islander | 1 |
| | 2 White / Caucasian | 1 |
| | 2 White / Caucasian | 1 |
| | 5 White / Caucasian | 2 |
| | 5 American Indian or Alaskan Native., White / Caucasian | 1 |
| | 4 White / Caucasian | 2 |
| | 6 White / Caucasian | 2 |
| | 5 White / Caucasian | 2 |
| | 5 White / Caucasian | 2 |
| | 4 White / Caucasian | 2 |
| | 4 White / Caucasian | 2 |
| | 6 White / Caucasian | 2 |
| | 4 White / Caucasian | 2 |
| | 5 White / Caucasian | 2 |
| | 5 White / Caucasian | 2 |
| | 3 White / Caucasian | 1 |
| | 5 White / Caucasian | 2 |
| | 5 White / Caucasian | 2 |
| | 4 White / Caucasian | 2 |
| | 6 American Indian or Alaskan Native., White / Caucasian | 2 |
| | 6 White / Caucasian | 2 |
| | 8 White / Caucasian | 2 |
| | 2 Asian / Pacific Islander | 2 |
| | 5 White / Caucasian | 2 |
| | 2 White / Caucasian | 1 |
| | 4 American Indian or Alaskan Native., Hispanic, White / Caucasian | 2 |
| | 4 White / Caucasian | 2 |
| | 5 White / Caucasian | 2 |
| | 8 White / Caucasian | 2 |
| | 5 White / Caucasian | 1 |
| | 5 White / Caucasian | 1 |
| | 4 White / Caucasian | 2 |
| | 6 White / Caucasian | 2 |
| | 7 American Indian or Alaskan Native., White / Caucasian | 2 |
| | 4 White / Caucasian | 2 |
| | 6 White / Caucasian | 2 |
| | 3 Hispanic | 1 |
| | 5 White / Caucasian | 2 |
| | 4 White / Caucasian | 2 |
| | 8 White / Caucasian | 2 |
| | 6 White / Caucasian | 2 |
| | 3 Hispanic | 2 |
| | 6 White / Caucasian | 2 |
| | 6 White / Caucasian | 2 |
| | 4 Hispanic, White / Caucasian | 1 |
| | 3 White / Caucasian | 2 |
| | 5 White / Caucasian | 2 |
| | 5 White / Caucasian | 2 |
| | 3 White / Caucasian | 2 |
| | 6 White / Caucasian | 2 |
| | 8 White / Caucasian | 2 |
| | 5 White / Caucasian | 2 |
| | 5 White / Caucasian | 2 |
| | 1 American Indian or Alaskan Native., White / Caucasian | 2 |
| | 5 White / Caucasian | 2 |
| | 5 White / Caucasian | 2 |
| | 3 White / Caucasian | 2 |
| | 5 White / Caucasian | 2 |
| | 6 White / Caucasian | 2 |
| | 2 Asian / Pacific Islander | 2 |
| | 5 White / Caucasian | 2 |
| | 5 White / Caucasian | 2 |

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| 6 White / Caucasian | 2 |
| 7 White / Caucasian | 2 |
| 6 White / Caucasian | 2 |
| 6 White / Caucasian | 2 |
| 7 White / Caucasian | 2 |
| 6 White / Caucasian | 2 |
| 5 White / Caucasian | 2 |
| 1 Asian / Pacific Islander | 1 |
| 6 White / Caucasian | 2 |
| 2 Asian / Pacific Islander | 1 |
| 4 White / Caucasian | 2 |

Do you consider yourself underrepresented in society?

Educational Background

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| 1 | 1 |
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| 0 | 3 |
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Which Social Media apps do you use?
Snapchat, Instagram, Reddit, Youtube, Twitter
Snapchat, Instagram, Reddit, Youtube
Facebook, Youtube
Facebook, Snapchat, Instagram, TikTok, Youtube
Facebook, Snapchat, Instagram, Reddit, Youtube, Twitter
Instagram, Reddit, Youtube, Twitter
Facebook, Snapchat, Instagram, TikTok, Youtube
Facebook, Snapchat, Youtube, Twitter
Facebook, Youtube
Facebook, Youtube
Facebook, Snapchat
Facebook, Snapchat, Instagram, TikTok, Youtube
Facebook, Youtube
Facebook
Facebook, Instagram, Youtube
Facebook, Youtube, Twitter
Facebook, TikTok
Facebook, Youtube
Facebook, Instagram
Facebook, Instagram
Facebook, Youtube
Facebook, TikTok
Facebook, Youtube
Instagram, TikTok, Reddit, Youtube
Facebook, Instagram, Reddit, Youtube
Snapchat, Instagram, TikTok, Youtube
Facebook, Instagram, Youtube, Twitter
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Facebook, Instagram, TikTok, Youtube
Facebook, Snapchat, Instagram, TikTok, Youtube
Facebook, Snapchat, Instagram, TikTok, Youtube, Twitter
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Facebook, Instagram, TikTok, Youtube, Twitter
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Facebook, Youtube
Instagram, TikTok, Youtube
Facebook, Youtube
Facebook, Instagram, TikTok

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Facebook, Youtube
Facebook, TikTok, Reddit, Youtube
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Facebook, Instagram, TikTok, Youtube, Twitter
Facebook, Snapchat, Instagram, TikTok, Youtube
Snapchat, TikTok, Reddit, Youtube
Facebook, Instagram
Snapchat, Instagram, Youtube
Facebook, Youtube

Please select how much time you approximately use social media in a day (hours)

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How satisfied are you with the design of this mock post?

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How satisfied are you with the information given in this mock post?

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How satisfied are you with the overall feel of this mock post?

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How well did these artifacts help you understand the goal of our campaign?

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| Gender | |
|------------------|---|
| Male | 1 |
| Female | 2 |
| Other: | 3 |
| Prefer 0t to say | 4 |

| Under represented | |
|-------------------|---|
| Yes | 1 |
| No | 0 |

| Age | Range |
|-------|-------|
| <18 | 1 |
| 18-25 | 2 |
| 26-35 | 3 |
| 36-45 | 4 |
| 46-55 | 5 |
| 56-65 | 6 |
| 65-70 | 7 |
| 70+ | 8 |

| Education | |
|--------------------|---|
| N/A | 0 |
| Highschool Diploma | 1 |
| Bachelor's Degree | 2 |
| Master's Degree | 3 |
| Doctorate | 4 |
| Associate's Degree | 5 |
| "Some College" | 6 |