







User 1: Clicked 
Device: Mobile
Time: Evening
Demographic: Teen
Location: School


User 2: No Click 
Device: Desktop
Time: Morning
Demographic: Parent
Location: Work


User 3: Clicked 
Device: Tablet
Time: Afternoon
Demographic: Young Adult
Location: Home


User 4: No Click 
Device: Desktop
Time: Night
Demographic: Senior
Location: Home


User 5: No Click 
Device: Tablet
Time: Morning
Demographic: Young Adult
Location: Public


User 6: Clicked 
Device: Desktop
Time: Morning
Demographic: Parent
Location: Work


User 7: No Click 
Device: Mobile
Time: Afternoon
Demographic: Teen
Location: School

User 8: Clicked 
Device: Tablet
Time: Night
Demographic: Senior
Location: Public

User 9: Clicked 
Device: Mobile
Time: Morning
Demographic: Parent
Location: Home

User 10: No Click 
Device: Mobile
Time: Evening
Demographic: Teen
Location: Public

User 11: No Click 
Device: Tablet
Time: Evening
Demographic: Senior
Location: Public

User 12: Clicked 
Device: Desktop
Time: Afternoon
Demographic: Teen
Location: Home

