AUDIENCE PROFILE

BASIC STATS ▷

- 91.5% are female
- 96.2% are single
- 10.3% are parents
- 21.9 yrs average age
- $35.0k/yr. avg. income

CITIES ▷
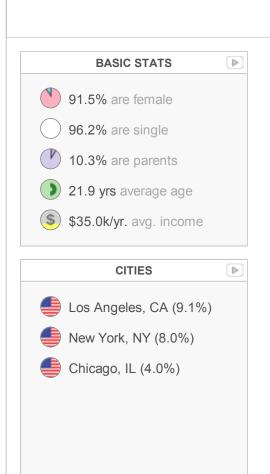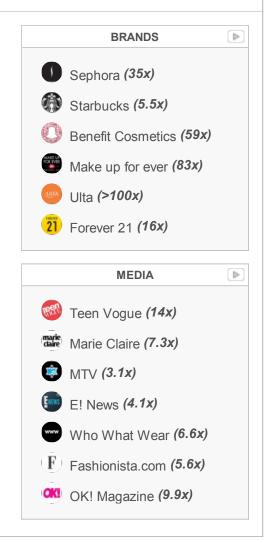
- Los Angeles, CA (9.1%)
- New York, NY (8.0%)
- Chicago, IL (4.0%)

🐦 PopCultureWarriorsToUploadtoDe

People in this group are comparatively young (in their early twenties), typically women with below average income. The group includes a notable concentration in Los Angeles.

🎓 **Academically**, The education level of the people in this group, in terms of numbers having completed higher education is close to the Twitter average.

💬 **In their spare time** they particularly enjoy science fiction, arts and crafts, keeping pets, music and tv/film.

💲 **As consumers** they spend most on technology, home/family and nightlife. Their strongest brand affinities include Sit 'N Sleep, Haverty Furniture, Silent Night Beds, Dulux and Star Furniture.

BRANDS ▷

- Sephora *(35x)*
- Starbucks *(5.5x)*
- Benefit Cosmetics *(59x)*
- Make up for ever *(83x)*
- Ulta *(>100x)*
- Forever 21 *(16x)*

MEDIA ▷

- Teen Vogue *(14x)*
- Marie Claire *(7.3x)*
- MTV *(3.1x)*
- E! News *(4.1x)*
- Who What Wear *(6.6x)*
- Fashionista.com *(5.6x)*
- OK! Magazine *(9.9x)*

AUDIENCE PROFILE

MUSIC ▶

- All Time Low *(68x)*
- Panic! at the Disco *(65x)*
- Fall Out Boy *(46x)*
- Shawn Mendes *(26x)*
- Lorde *(18x)*
- Lana Del Rey *(13x)*
- Paramore *(13x)*

SPORT ▶

- Pittsburgh Penguins *(18x)*
- Toronto Blue Jays *(7.9x)*
- Los Angeles Kings *(9.9x)*
- Boston Bruins *(15x)*
- San Francisco Giants *(5.1x)*
- Carolina Panthers *(4.9x)*

🐦 PopCultureWarriorsToUploadtoDe

The people in this group are significantly more inclined to follow music bands/solo artists rather than sports teams. People who influence this audience come from a quite broad spectrum of categories, with video creators and musicians have a particularly strong influence.

🎧 **Music taste** People in this group have a strong love of music across a diverse range of genres. They have a particular affinity with the *Alternative/Indie rock*, *Punk* and *Folk* genres. Solo artists who are particularly popular with this audience include Ariana Grande, James Bay, Troye Sivan and Taylor Swift. The groups One Direction, Two Door Cinema Club, 5 Seconds of Summer and Our Last Night are among the favorites of this audience.

🧭 **Sports followed** People in this group are especially keen on outdoor/adventure sports. Specific outdoor/adventure sports that stand out well above the Twitter average include extreme sports, snowboarding and surfing. Other than outdoor/adventure sports, this audience also shows a keen interest in gymnastics and figure skating. Teams that are particularly highly supported by this audience include Chicago Blackhawks, New York Rangers and Boston Red Sox.

⭐ **Influencers and celebrities** Other influencers with strong followings within this audience are Chris Klemens, Marissa Kathryn and Katharine Ward.

CELEBRITIES ▶

- Kylie Jenner *(8.2x)*
- Kim Kardashian *(4.3x)*
- Kourtney Kardashian *(6.5x)*
- Hannah Hart *(>100x)*
- Caitlyn Jenner *(20x)*

INFLUENCERS ▶
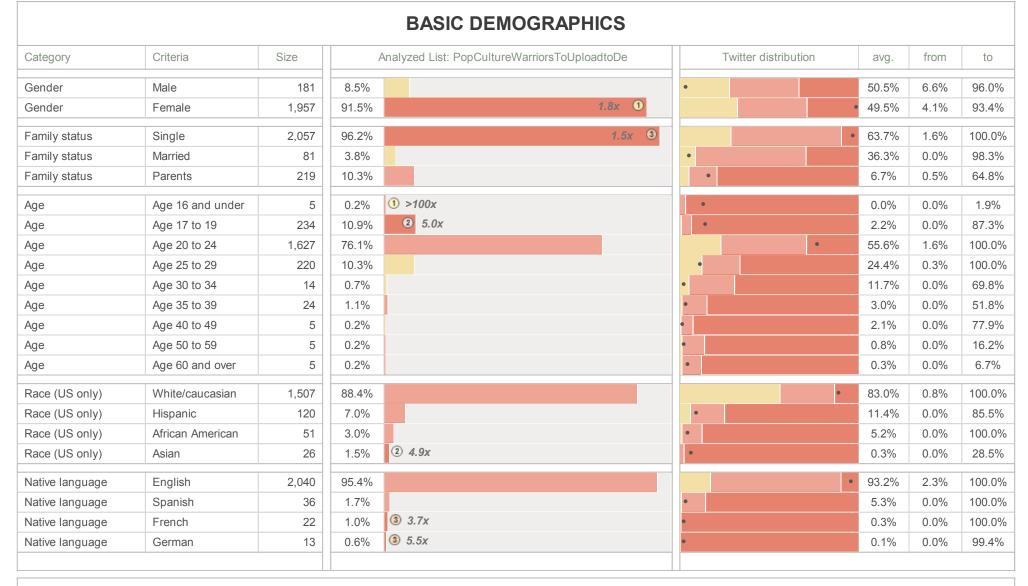
- Jonah Green *(>100x)*
- Monica Church *(>100x)*
- lexie lombard *(>100x)*
- Drew MacDonald *(>100x)*
- Joey Gatto *(>100x)*
- Kailee Mckenzie *(>100x)*
- Bertie Gilbert *(>100x)*
- Caitlin Bea *(>100x)*

Twitter Demographic Analysis

BASIC DEMOGRAPHICS

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe			Twitter distribution	avg.	from	to
Gender	Male	181	8.5%				50.5%	6.6%	96.0%
Gender	Female	1,957	91.5%	*1.8x* ①			49.5%	4.1%	93.4%
Family status	Single	2,057	96.2%	*1.5x* ③			63.7%	1.6%	100.0%
Family status	Married	81	3.8%				36.3%	0.0%	98.3%
Family status	Parents	219	10.3%				6.7%	0.5%	64.8%
Age	Age 16 and under	5	0.2%	① *>100x*			0.0%	0.0%	1.9%
Age	Age 17 to 19	234	10.9%	② *5.0x*			2.2%	0.0%	87.3%
Age	Age 20 to 24	1,627	76.1%				55.6%	1.6%	100.0%
Age	Age 25 to 29	220	10.3%				24.4%	0.3%	100.0%
Age	Age 30 to 34	14	0.7%				11.7%	0.0%	69.8%
Age	Age 35 to 39	24	1.1%				3.0%	0.0%	51.8%
Age	Age 40 to 49	5	0.2%				2.1%	0.0%	77.9%
Age	Age 50 to 59	5	0.2%				0.8%	0.0%	16.2%
Age	Age 60 and over	5	0.2%				0.3%	0.0%	6.7%
Race (US only)	White/caucasian	1,507	88.4%				83.0%	0.8%	100.0%
Race (US only)	Hispanic	120	7.0%				11.4%	0.0%	85.5%
Race (US only)	African American	51	3.0%				5.2%	0.0%	100.0%
Race (US only)	Asian	26	1.5%	② *4.9x*			0.3%	0.0%	28.5%
Native language	English	2,040	95.4%				93.2%	2.3%	100.0%
Native language	Spanish	36	1.7%				5.3%	0.0%	100.0%
Native language	French	22	1.0%	③ *3.7x*			0.3%	0.0%	100.0%
Native language	German	13	0.6%	③ *5.5x*			0.1%	0.0%	99.4%

KEY: Multipliers indicate the percentage of people analyzed within a category is e.g. 2.4x greater than Twitter average. Medals/colors show relative concentration of the demographic (see right).

① Within the top 10% of all Twitter accounts
② Within the top 20% of all Twitter accounts
③ Within the top 30% of all Twitter accounts

HIGH - Top 30% of all Twitter accounts:
AVG - Mid 40% of all Twitter accounts:
LOW - Bottom 30% of all Twitter accounts:

LANGUAGES

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe			Twitter distribution	avg.	from	to
Native language	English	2,040	95.4%				93.2%	2.3%	100.0%
Native language	Spanish	36	1.7%				5.3%	0.0%	100.0%
Native language	French	22	1.0%	③ 3.7x			0.3%	0.0%	100.0%
Native language	German	13	0.6%	③ 5.5x			0.1%	0.0%	99.4%
Native language	Portuguese	9	0.4%				0.6%	0.0%	100.0%
Native language	Dutch	4	0.2%	③ 4.9x			0.0%	0.0%	88.3%
Native language	Norwegian	4	0.2%	① >100x			0.0%	0.0%	34.2%
Native language	Polish	4	0.2%	② >100x			0.0%	0.0%	93.7%
Native language	Chinese	4	0.2%	① >100x			0.0%	0.0%	3.4%

KEY: Multipliers indicate the percentage of people analyzed within a category is e.g. 2.4x greater than Twitter average. Medals/colors show relative concentration of the demographic (see right).

① Within the top 10% of all Twitter accounts
② Within the top 20% of all Twitter accounts
③ Within the top 30% of all Twitter accounts

HIGH - Top 30% of all Twitter accounts:
AVG - Mid 40% of all Twitter accounts:
LOW - Bottom 30% of all Twitter accounts:

DemographicsPro

LOCATION SUMMARY

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe	Twitter distribution	avg.	from	to
Location: by country	United States	1,704	79.7% ② 6.6x		12.0%	0.8%	98.8%
Location: by country	Canada	105	4.9% ① 8.8x		0.6%	0.0%	85.6%
Location: by country	Australia	86	4.0% ① 19x		0.2%	0.0%	89.7%
Location: by country	United Kingdom	72	3.3%		1.3%	0.0%	94.4%
Location: by country	Mexico	19	0.9%		0.5%	0.0%	87.2%
Location: by country	Philippines	19	0.9% ② 8.9x		0.1%	0.0%	87.7%
Location: by US state	California	292	17.1% ① 14x		1.2%	0.0%	50.8%
Location: by US state	Texas	146	8.6% ① 22x		0.4%	0.0%	69.0%
Location: by US state	New York State	130	7.6% ① 13x		0.6%	0.0%	40.4%
Location: by US state	Florida	97	5.7% ① 14x		0.4%	0.0%	32.3%
Location: by US state	Georgia	81	4.8% ① 43x		0.1%	0.0%	26.8%
Location: by US state	Pennsylvania	81	4.8% ① 26x		0.2%	0.0%	33.0%
Location: by city	Los Angeles, CA	195	9.1% ① 36x		0.3%	0.0%	7.4%
Location: by city	New York, NY	170	8.0% ① 24x		0.3%	0.0%	9.1%
Location: by city	Chicago, IL	85	4.0% ① 40x		0.1%	0.0%	4.3%
Location: by city	Atlanta, GA	49	2.3% ① 38x		0.1%	0.0%	5.3%
Location: by city	Philadelphia, PA	37	1.7% ① 43x		0.0%	0.0%	3.2%
Location: by city	Indianapolis, IN	37	1.7% ① >100x		0.0%	0.0%	1.4%
Location: by city	Houston, TX	37	1.7% ① 28x		0.1%	0.0%	4.7%
Location: by city	Akron, OH	37	1.7% ① >100x		0.0%	0.0%	0.5%
Location: by city	Toronto	29	1.3% ① 19x		0.1%	0.0%	5.0%
Location: by city	Melbourne	29	1.3% ① 33x		0.0%	0.0%	10.8%
Location: by city	Washington, DC	24	1.1% ① 13x		0.1%	0.0%	5.5%

KEY: Multipliers indicate the percentage of people analyzed within a category is e.g. 2.4x greater than Twitter average. Medals/colors show relative concentration of the demographic (see right).

① Within the top 10% of all Twitter accounts
② Within the top 20% of all Twitter accounts
③ Within the top 30% of all Twitter accounts

HIGH - Top 30% of all Twitter accounts:
AVG - Mid 40% of all Twitter accounts:
LOW - Bottom 30% of all Twitter accounts:

DemographicsPro

LOCATION BY COUNTRY

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Location: by country	United States	1,704	79.7%	② 6.6x		12.0%	0.8%	98.8%
Location: by country	Canada	105	4.9%	① 8.8x		0.6%	0.0%	85.6%
Location: by country	Australia	86	4.0%	① 19x		0.2%	0.0%	89.7%
Location: by country	United Kingdom	72	3.3%			1.3%	0.0%	94.4%
Location: by country	Mexico	19	0.9%			0.5%	0.0%	87.2%
Location: by country	Philippines	19	0.9%	② 8.9x		0.1%	0.0%	87.7%
Location: by country	Brazil	10	0.4%			0.8%	0.0%	96.7%
Location: by country	Germany	10	0.4%	③ 3.4x		0.1%	0.0%	75.9%
Location: by country	Spain	10	0.4%			0.4%	0.0%	92.6%
Location: by country	Italy	10	0.4%	③ 2.6x		0.2%	0.0%	89.9%
Location: by country	New Zealand	10	0.4%	① 15x		0.0%	0.0%	3.1%
Location: by country	Puerto Rico	10	0.4%	① 15x		0.0%	0.0%	8.1%
Location: by country	UAE	5	0.2%	② 4.5x		0.1%	0.0%	3.4%
Location: by country	Argentina	5	0.2%			0.4%	0.0%	92.8%
Location: by country	Bulgaria	5	0.2%	① >100x		0.0%	0.0%	0.5%
Location: by country	Switzerland	5	0.2%	① 11x		0.0%	0.0%	2.2%
Location: by country	China	5	0.2%	② 4.5x		0.1%	0.0%	5.4%
Location: by country	Colombia	5	0.2%			0.2%	0.0%	85.0%
Location: by country	Guatemala	5	0.2%	② 22x		0.0%	0.0%	16.2%
Location: by country	Ireland	5	0.2%			0.1%	0.0%	70.8%
Location: by country	Israel	5	0.2%	① 22x		0.0%	0.0%	0.7%
Location: by country	India	5	0.2%			0.1%	0.0%	90.9%
Location: by country	Netherlands	5	0.2%			0.3%	0.0%	95.3%
Location: by country	Portugal	5	0.2%	③ 3.7x		0.1%	0.0%	3.0%

KEY: Multipliers indicate the percentage of people analyzed within a category is e.g. 2.4x greater than Twitter average. Medals/colors show relative concentration of the demographic (see right).

① Within the top 10% of all Twitter accounts
② Within the top 20% of all Twitter accounts
③ Within the top 30% of all Twitter accounts

HIGH - Top 30% of all Twitter accounts:
AVG - Mid 40% of all Twitter accounts:
LOW - Bottom 30% of all Twitter accounts:

LOCATION BY US STATE

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Location: by US state	California	292	17.1%	① 14x		1.2%	0.0%	50.8%
Location: by US state	Texas	146	8.6%	① 22x		0.4%	0.0%	69.0%
Location: by US state	New York State	130	7.6%	① 13x		0.6%	0.0%	40.4%
Location: by US state	Florida	97	5.7%	① 14x		0.4%	0.0%	32.3%
Location: by US state	Georgia	81	4.8%	① 43x		0.1%	0.0%	26.8%
Location: by US state	Pennsylvania	81	4.8%	① 26x		0.2%	0.0%	33.0%
Location: by US state	Indiana	73	4.3%	① 61x		0.1%	0.0%	12.1%
Location: by US state	Ohio	73	4.3%	① 33x		0.1%	0.0%	20.9%
Location: by US state	Illinois	65	3.8%	① 22x		0.2%	0.0%	34.6%
Location: by US state	Massachusetts	49	2.9%	① 22x		0.1%	0.0%	14.2%
Location: by US state	New Jersey	49	2.9%	① 36x		0.1%	0.0%	5.6%
Location: by US state	Michigan	41	2.4%	① 24x		0.1%	0.0%	25.6%
Location: by US state	Missouri	41	2.4%	① 40x		0.1%	0.0%	15.6%
Location: by US state	Washington	41	2.4%	① 30x		0.1%	0.0%	5.2%
Location: by US state	North Carolina	33	1.9%	① 32x		0.1%	0.0%	34.3%
Location: by US state	Tennessee	33	1.9%	① 63x		0.0%	0.0%	15.8%
Location: by US state	Virginia	33	1.9%	① 15x		0.1%	0.0%	8.4%
Location: by US state	Wisconsin	33	1.9%	① 48x		0.0%	0.0%	3.0%
Location: by US state	Arizona	25	1.4%	① 24x		0.1%	0.0%	2.9%
Location: by US state	Colorado	25	1.4%	① 18x		0.1%	0.0%	5.1%
Location: by US state	Alaska	16	1.0%	① >100x		0.0%	0.0%	0.5%
Location: by US state	Alabama	16	1.0%	① 7.9x		0.1%	0.0%	10.5%
Location: by US state	Arkansas	16	1.0%	① 48x		0.0%	0.0%	3.8%
Location: by US state	Connecticut	16	1.0%	① 24x		0.0%	0.0%	2.3%

KEY: Multipliers indicate the percentage of people analyzed within a category is e.g. 2.4x greater than Twitter average. Medals/colors show relative concentration of the demographic (see right).

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HIGH - Top 30% of all Twitter accounts:
AVG - Mid 40% of all Twitter accounts:
LOW - Bottom 30% of all Twitter accounts:

LOCATION BY US STATE (cont.)

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Location: by US state	DC	16	1.0%	① 11x		0.1%	0.0%	8.0%
Location: by US state	Iowa	16	1.0%	① 95x		0.0%	0.0%	2.9%
Location: by US state	Kansas	16	1.0%	① 95x		0.0%	0.0%	2.2%
Location: by US state	Maryland	16	1.0%	① 19x		0.1%	0.0%	4.8%
Location: by US state	Minnesota	16	1.0%	① 24x		0.0%	0.0%	6.3%
Location: by US state	Nebraska	16	1.0%	① 48x		0.0%	0.0%	1.8%
Location: by US state	Oregon	16	1.0%	① 32x		0.0%	0.0%	3.2%
Location: by US state	Hawaii	8	0.5%	① 24x		0.0%	0.0%	1.7%
Location: by US state	Kentucky	8	0.5%	② 16x		0.0%	0.0%	4.9%
Location: by US state	Maine	8	0.5%	① 16x		0.0%	0.0%	0.8%
Location: by US state	Mississippi	8	0.5%	① 16x		0.0%	0.0%	3.5%
Location: by US state	New Hampshire	8	0.5%	① >100x		0.0%	0.0%	0.9%
Location: by US state	New Mexico	8	0.5%	① 48x		0.0%	0.0%	0.8%
Location: by US state	Nevada	8	0.5%	① 6.8x		0.1%	0.0%	2.4%
Location: by US state	Oklahoma	8	0.5%	① 24x		0.0%	0.0%	3.5%
Location: by US state	Rhode Island	8	0.5%	① >100x		0.0%	0.0%	1.3%
Location: by US state	South Carolina	8	0.5%	② 6.8x		0.1%	0.0%	6.3%
Location: by US state	West Virginia	8	0.5%	① >100x		0.0%	0.0%	1.2%

KEY: Multipliers indicate the percentage of people analyzed within a category is e.g. 2.4x greater than Twitter average. Medals/colors show relative concentration of the demographic (see right).

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AVG - Mid 40% of all Twitter accounts:
LOW - Bottom 30% of all Twitter accounts:

LOCATION BY CITY

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Location: by city	Los Angeles, CA	195	9.1%	36x ①		0.3%	0.0%	7.4%
Location: by city	New York, NY	170	8.0%	① 24x		0.3%	0.0%	9.1%
Location: by city	Chicago, IL	85	4.0%	① 40x		0.1%	0.0%	4.3%
Location: by city	Atlanta, GA	49	2.3%	① 38x		0.1%	0.0%	5.3%
Location: by city	Philadelphia, PA	37	1.7%	① 43x		0.0%	0.0%	3.2%
Location: by city	Indianapolis, IN	37	1.7%	① >100x		0.0%	0.0%	1.4%
Location: by city	Houston, TX	37	1.7%	① 28x		0.1%	0.0%	4.7%
Location: by city	Akron, OH	37	1.7%	① >100x		0.0%	0.0%	0.5%
Location: by city	Toronto	29	1.3%	① 19x		0.1%	0.0%	5.0%
Location: by city	Melbourne	29	1.3%	① 33x		0.0%	0.0%	10.8%
Location: by city	Washington, DC	24	1.1%	① 13x		0.1%	0.0%	5.5%
Location: by city	Sheffield, UK	24	1.1%	① >100x		0.0%	0.0%	1.8%
Location: by city	Seattle, WA	24	1.1%	① 38x		0.0%	0.0%	2.0%
Location: by city	Savannah, GA	24	1.1%	① >100x		0.0%	0.0%	0.5%
Location: by city	Sarasota, FL	24	1.1%	① >100x		0.0%	0.0%	0.2%
Location: by city	Richmond, VA	24	1.1%	① >100x		0.0%	0.0%	1.1%
Location: by city	Raleigh, NC	24	1.1%	① >100x		0.0%	0.0%	1.7%
Location: by city	Kansas City, MO	24	1.1%	① >100x		0.0%	0.0%	1.3%
Location: by city	Cleveland, OH	24	1.1%	① >100x		0.0%	0.0%	1.5%
Location: by city	Boston, MA	24	1.1%	① 23x		0.1%	0.0%	2.6%
Location: by city	Manila	19	0.9%	① 89x		0.0%	0.0%	4.9%
Location: by city	Gold Coast	19	0.9%	① >100x		0.0%	0.0%	1.1%
Location: by city	Aurora, CO	12	0.6%	① >100x		0.0%	0.0%	0.1%
Location: by city	Newtown, PA	12	0.6%	① >100x		0.0%	0.0%	0.0%

KEY: Multipliers indicate the percentage of people analyzed within a category is e.g. 2.4x greater than Twitter average. Medals/colors show relative concentration of the demographic (see right).

① Within the top 10% of all Twitter accounts
② Within the top 20% of all Twitter accounts
③ Within the top 30% of all Twitter accounts

HIGH - Top 30% of all Twitter accounts:
AVG - Mid 40% of all Twitter accounts:
LOW - Bottom 30% of all Twitter accounts:

LOCATION BY CITY (cont.)

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Location: by city	Cypress, TX	12	0.6%	① >100x		0.0%	0.0%	0.1%
Location: by city	York, PA	12	0.6%	① >100x		0.0%	0.0%	0.3%
Location: by city	Wichita, KS	12	0.6%	① >100x		0.0%	0.0%	0.5%
Location: by city	Visalia, CA	12	0.6%	① >100x		0.0%	0.0%	0.1%
Location: by city	Toledo, OH	12	0.6%	① >100x		0.0%	0.0%	0.9%
Location: by city	Terre Haute, IN	12	0.6%	① >100x		0.0%	0.0%	0.2%
Location: by city	Tampa, FL	12	0.6%	① >100x		0.0%	0.0%	1.0%
Location: by city	Tacoma, WA	12	0.6%	① >100x		0.0%	0.0%	0.3%
Location: by city	Sugar Land, TX	12	0.6%	① >100x		0.0%	0.0%	0.3%
Location: by city	State College, PA	12	0.6%	① >100x		0.0%	0.0%	0.2%
Location: by city	Springfield, MO	12	0.6%	① >100x		0.0%	0.0%	0.4%
Location: by city	Springfield, MA	12	0.6%	① >100x		0.0%	0.0%	0.3%
Location: by city	Spokane, WA	12	0.6%	① >100x		0.0%	0.0%	0.3%
Location: by city	South Bend, IN	12	0.6%	① >100x		0.0%	0.0%	0.3%
Location: by city	Scranton, PA	12	0.6%	① >100x		0.0%	0.0%	0.2%
Location: by city	Scottsdale, AZ	12	0.6%	① >100x		0.0%	0.0%	0.3%
Location: by city	Santa fe, NM	12	0.6%	① >100x		0.0%	0.0%	0.1%
Location: by city	San Francisco, CA	12	0.6%	① 9.5x		0.1%	0.0%	4.3%
Location: by city	San Diego, CA	12	0.6%	① 11x		0.1%	0.0%	1.5%
Location: by city	San Antonio, TX	12	0.6%	① 14x		0.0%	0.0%	1.9%
Location: by city	San Angelo, TX	12	0.6%	① >100x		0.0%	0.0%	0.1%
Location: by city	Saint Louis, MO	12	0.6%	① >100x		0.0%	0.0%	1.4%
Location: by city	Roseville, CA	12	0.6%	① >100x		0.0%	0.0%	0.2%
Location: by city	Providence, RI	12	0.6%	① >100x		0.0%	0.0%	1.0%

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HIGH - Top 30% of all Twitter accounts:
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LOCATION BY CITY (cont.)

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Location: by city	Portland, OR	12	0.6%	① 57x		0.0%	0.0%	1.7%
Location: by city	Phoenix, AZ	12	0.6%	① 57x		0.0%	0.0%	0.9%
Location: by city	Orlando, FL	12	0.6%	① 19x		0.0%	0.0%	1.3%
Location: by city	Omaha, NE	12	0.6%	① >100x		0.0%	0.0%	0.7%
Location: by city	Nottingham, UK	12	0.6%	① >100x		0.0%	0.0%	1.7%
Location: by city	Nacogdoches, TX	12	0.6%	① >100x		0.0%	0.0%	0.1%
Location: by city	Muncie, IN	12	0.6%	① >100x		0.0%	0.0%	0.2%
Location: by city	Mission Viejo, CA	12	0.6%	① >100x		0.0%	0.0%	0.2%
Location: by city	Miami, FL	12	0.6%	① 4.7x		0.1%	0.0%	2.8%
Location: by city	Memphis, TN	12	0.6%	① >100x		0.0%	0.0%	1.6%
Location: by city	Marina del Rey, CA	12	0.6%	① >100x		0.0%	0.0%	0.1%
Location: by city	Manchester, NH	12	0.6%	① >100x		0.0%	0.0%	0.2%
Location: by city	Louisville, KY	12	0.6%	① >100x		0.0%	0.0%	1.3%
Location: by city	Long Beach, CA	12	0.6%	① >100x		0.0%	0.0%	0.7%
Location: by city	London	12	0.6%			0.3%	0.0%	11.7%
Location: by city	Liverpool, UK	12	0.6%	① 28x		0.0%	0.0%	4.2%
Location: by city	Little Rock, AR	12	0.6%	① >100x		0.0%	0.0%	0.8%
Location: by city	Lincoln, NE	12	0.6%	① >100x		0.0%	0.0%	0.5%
Location: by city	Las Vegas, NV	12	0.6%	① 11x		0.1%	0.0%	1.6%
Location: by city	Lansing, MI	12	0.6%	① >100x		0.0%	0.0%	0.6%
Location: by city	Knoxville, TN	12	0.6%	① >100x		0.0%	0.0%	0.9%
Location: by city	Jersey City, NJ	12	0.6%	① >100x		0.0%	0.0%	0.3%
Location: by city	Jackson, MS	12	0.6%	① >100x		0.0%	0.0%	0.9%
Location: by city	Iowa City, IA	12	0.6%	① >100x		0.0%	0.0%	0.3%

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Analyzed List: **PopCultureWarriorsToUploadtoDe**

EDUCATION

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Education status (beta	School students	49	2.3%	① 32x		0.1%	0.0%	27.7%
Education status (beta	University students	20	0.9%	③ 1.9x		0.5%	0.0%	6.3%
Education status (beta	University graduate	112	5.3%			7.5%	0.0%	58.7%
Education status (beta	No higher education	1,957	91.6%			92.0%	37.8%	100.0%
Universities	Angelo State Univer	5	0.2%	① >100x		0.0%	0.0%	1.3%
Universities	Eastern Washington	5	0.2%	① >100x		0.0%	0.0%	1.3%
Universities	Fashion Institute of	5	0.2%	① >100x		0.0%	0.0%	5.0%
Universities	James Madison Uni	5	0.2%	① >100x		0.0%	0.0%	3.5%
Universities	Nebraska Wesleyan	5	0.2%	① >100x		0.0%	0.0%	0.8%
Universities	North Carolina Stat	5	0.2%	② >100x		0.0%	0.0%	7.2%
Universities	Pennsylvania State	5	0.2%	③ >100x		0.0%	0.0%	9.9%
Universities	Ringling College of	5	0.2%	① >100x		0.0%	0.0%	1.4%
Universities	San Francisco State	5	0.2%	① >100x		0.0%	0.0%	4.8%
Universities	Savannah College (	5	0.2%	① >100x		0.0%	0.0%	5.8%
Universities	Tiffin University	5	0.2%	① >100x		0.0%	0.0%	0.6%
Universities	University of Centra	5	0.2%	① >100x		0.0%	0.0%	4.4%
Universities	University of Iowa	5	0.2%	② >100x		0.0%	0.0%	5.0%
Universities	University of New H	5	0.2%	① >100x		0.0%	0.0%	1.4%
Universities	University of Rhode	5	0.2%	① >100x		0.0%	0.0%	2.2%
Universities	University of Richm	5	0.2%	① >100x		0.0%	0.0%	1.0%
Universities	University of Southe	5	0.2%	② >100x		0.0%	0.0%	11.1%
Universities	University of Tenne	5	0.2%	② >100x		0.0%	0.0%	14.3%
Universities	University of Washi	5	0.2%	② >100x		0.0%	0.0%	7.7%
Universities	University of Wiscor	5	0.2%	③ >100x		0.0%	0.0%	9.1%

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DemographicsPro

WORK SUMMARY

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Industries	Photography	132	6.1%	① >100x		0.0%	0.0%	15.9%
Industries	Pharmaceuticals	132	6.1%	① 24x		0.3%	0.0%	20.0%
Industries	Broadcasting & Ent	262	12.3%	① 3.6x		3.4%	0.0%	38.0%
Industries	PR & Communicatio	132	6.1%	① 8.6x		0.7%	0.0%	20.0%
Occupations	Schools/Camp Cou	55	2.6%	① >100x		0.0%	0.0%	0.8%
Occupations	Branch Managers	55	2.6%	① >100x		0.0%	0.0%	1.3%
Occupations	Security Analysts	55	2.6%	① >100x		0.0%	0.0%	1.3%
Occupations	Social Media Manag	55	2.6%	① >100x		0.0%	0.0%	2.0%
Occupations	Catering workers	55	2.6%	① >100x		0.0%	0.0%	2.8%
Occupations	Bartenders	55	2.6%	① >100x		0.0%	0.0%	3.2%
Employers	Academy Sports + (	45	2.1%	① >100x		0.0%	0.0%	2.1%
Employers	American Eagle Ou	45	2.1%	① >100x		0.0%	0.0%	5.6%
Employers	American Family In:	45	2.1%	① >100x		0.0%	0.0%	1.2%
Employers	GENPACT	45	2.1%	① >100x		0.0%	0.0%	1.8%
Personal income	Under $10,000	0	0.0%			21.2%	0.0%	100.0%
Personal income	$10,000 - $19,999	207	9.7%			20.9%	0.0%	100.0%
Personal income	$20,000 - $29,999	621	29.0%	2.0x ②		14.3%	0.0%	100.0%
Personal income	$30,000 - $39,999	414	19.4%			10.9%	0.0%	74.1%
Personal income	$40,000 - $49,999	207	9.7%			11.2%	0.0%	99.8%
Personal income	$50,000 - $74,999	311	14.5%			15.8%	0.0%	79.0%
Personal income	$75,000 - $99,999	104	4.8%			4.3%	0.0%	38.0%
Personal income	Over $100,000	104	4.8%			1.5%	0.0%	38.9%

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DemographicsPro

WORK: INDUSTRIES

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Industries	Photography	132	6.1%	① >100x		0.0%	0.0%	15.9%
Industries	Pharmaceuticals	132	6.1%	① 24x		0.3%	0.0%	20.0%
Industries	Broadcasting & Ent	262	12.3%	① 3.6x		3.4%	0.0%	38.0%
Industries	PR & Communicati⟨	132	6.1%	① 8.6x		0.7%	0.0%	20.0%
Industries	Clothing & Accesso	132	6.1%	① >100x		0.0%	0.0%	25.0%
Industries	Media Production	132	6.1%	① 6.2x		1.0%	0.0%	20.0%
Industries	Insurance	132	6.1%	① 9.7x		0.6%	0.0%	25.0%
Industries	Restaurants & Bars	132	6.1%	① 28x		0.2%	0.0%	33.3%
Industries	Computer Software	132	6.1%	① 3.9x		1.6%	0.0%	40.0%
Industries	Financial Services	132	6.1%	② 2.4x		2.5%	0.0%	33.3%
Industries	Internet	132	6.1%	③ 2.5x		2.5%	0.0%	60.0%
Industries	Retail	132	6.1%	③ 2.0x		3.0%	0.0%	50.0%
Industries	Education	132	6.1%	③ 1.5x		4.0%	0.0%	47.1%
Industries	Information Techno	132	6.1%			4.3%	0.0%	54.3%

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WORK: OCCUPATIONS

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Occupations	Schools/Camp Cou	55	2.6%	① >100x		0.0%	0.0%	0.8%
Occupations	Branch Managers	55	2.6%	① >100x		0.0%	0.0%	1.3%
Occupations	Security Analysts	55	2.6%	① >100x		0.0%	0.0%	1.3%
Occupations	Social Media Manag	55	2.6%	① >100x		0.0%	0.0%	2.0%
Occupations	Catering workers	55	2.6%	① >100x		0.0%	0.0%	2.8%
Occupations	Bartenders	55	2.6%	① >100x		0.0%	0.0%	3.2%
Occupations	Makeup Artists	111	5.2%	① >100x		0.0%	0.0%	7.1%
Occupations	Event Organizers	55	2.6%	① 17x		0.1%	0.0%	4.0%
Occupations	Social Media Specia	111	5.2%	① 9.3x		0.6%	0.0%	9.3%
Occupations	Beauty Consultants	55	2.6%	① >100x		0.0%	0.0%	4.8%
Occupations	Marketing Assistant	55	2.6%	① 7.4x		0.3%	0.0%	4.8%
Occupations	Interns	55	2.6%	① 12x		0.2%	0.0%	5.1%
Occupations	Bloggers	111	5.2%	① 11x		0.5%	0.0%	12.5%
Occupations	Vice Presidents	55	2.6%	① 12x		0.2%	0.0%	5.9%
Occupations	Sales Associates	55	2.6%	① 14x		0.2%	0.0%	6.7%
Occupations	Performers/Entertai	166	7.8%	① 9.6x		0.8%	0.0%	31.7%
Occupations	TV/Film Producers	55	2.6%	① 4.6x		0.6%	0.0%	7.1%
Occupations	Trainers	55	2.6%	① 12x		0.2%	0.0%	9.0%
Occupations	Chefs	55	2.6%	① 6.8x		0.4%	0.0%	9.7%
Occupations	Editors	55	2.6%	① 4.4x		0.6%	0.0%	10.6%
Occupations	Graphic Designers	55	2.6%	① 3.2x		0.8%	0.0%	12.1%
Occupations	Nurses	55	2.6%	② 3.5x		0.7%	0.0%	12.8%
Occupations	Administrators	55	2.6%	③ 1.9x		1.4%	0.0%	10.3%
Occupations	Teachers	55	2.6%	③ 2.0x		1.3%	0.0%	15.5%

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WORK:EMPLOYERS

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Employers	Academy Sports + (	45	2.1%	① >100x		0.0%	0.0%	2.1%
Employers	American Eagle Ou	45	2.1%	① >100x		0.0%	0.0%	5.6%
Employers	American Family In:	45	2.1%	① >100x		0.0%	0.0%	1.2%
Employers	GENPACT	45	2.1%	① >100x		0.0%	0.0%	1.8%
Employers	Lucky Brand	45	2.1%	① >100x		0.0%	0.0%	0.7%
Employers	Mercer	45	2.1%	① >100x		0.0%	0.0%	4.2%
Employers	Oracle	45	2.1%	① >100x		0.0%	0.0%	12.5%
Employers	SEPHORA	45	2.1%	① >100x		0.0%	0.0%	7.1%
Employers	Sonic Drive-In	45	2.1%	① >100x		0.0%	0.0%	4.7%
Employers	Ulta Beauty	45	2.1%	① >100x		0.0%	0.0%	5.3%
Employers	University of Findla	45	2.1%	① >100x		0.0%	0.0%	0.2%
Employers	University of Rhode	45	2.1%	① >100x		0.0%	0.0%	0.5%
Employers	University of Wiscor	45	2.1%	① >100x		0.0%	0.0%	2.9%
Employers	YMCA	45	2.1%	① >100x		0.0%	0.0%	6.8%
Employers	YouTube	45	2.1%	① >100x		0.0%	0.0%	25.0%

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LIKES & INTERESTS

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		avg.	from	to
Likes: Film/TV	Horror	625	29.3%	① 8.7x	3.4%	0.0%	31.3%
Likes: Books	Comics/Graphic no	693	32.4%	① 20x	1.6%	0.0%	41.9%
Likes: Beauty	Makeup	795	37.2%	① 16x	2.4%	0.1%	49.7%
Likes: Books	Young adult	601	28.1%	① 7.7x	3.7%	0.1%	44.9%
Likes: Music	Alternative/Indie roc	984	46.0%	3.9x ①	11.9%	0.4%	73.2%
Likes: Film/TV	Thriller	480	22.4%	① 5.6x	4.0%	0.1%	34.9%
Likes: Wining & Dining	Fast food	422	19.7%	① 7.1x	2.8%	0.1%	31.0%
Likes: Film/TV	Mystery	495	23.1%	① 5.9x	3.9%	0.0%	38.1%
Likes: Music	Pop	984	46.0%	4.5x ②	10.2%	0.2%	73.8%
Likes: Wining & Dining	Mexican	310	14.5%	① 11x	1.3%	0.0%	25.5%
Likes: Music	Punk	839	39.2%	① 5.4x	7.2%	0.3%	75.3%
Likes: Music	Music	984	46.0%	2.9x ①	16.0%	0.4%	77.3%
Likes: Lifestyle	Tattoos	276	12.9%	① 8.7x	1.5%	0.0%	22.8%
Likes: Film/TV	Adventure	451	21.1%	① 4.2x	5.0%	0.1%	37.8%
Likes: Fashion	Underwear	339	15.9%	① 5.1x	3.1%	0.0%	28.4%
Likes: Film/TV	Fantasy	427	20.0%	① 4.8x	4.1%	0.0%	39.4%
Likes: Film/TV	Crime	402	18.8%	① 4.2x	4.4%	0.0%	36.7%
Likes: Film/TV	Sci-fi	412	19.3%	① 4.7x	4.1%	0.1%	39.6%
Likes: Shopping	Shopping	15	0.7%	① 14x	0.1%	0.0%	0.9%
Likes: Film/TV	Drama	596	27.9%	① 3.3x	8.5%	0.3%	56.4%
Likes: Film/TV	Romance	495	23.1%	① 4.9x	4.8%	0.1%	51.6%
Likes: Wining & Dining	Family	112	5.2%	① 20x	0.3%	0.0%	10.7%
Likes: Drinks	Coffee	310	14.5%	① 3.9x	3.7%	0.1%	31.0%
Likes: Music	Rock	722	33.8%	② 2.9x	11.6%	0.2%	68.0%

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LIKES & INTERESTS (cont.)

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Likes: Books	Literature	470	22.0%	① 3.8x		5.9%	0.4%	57.4%
Likes: Film/TV	Action	398	18.6%	① 3.4x		5.4%	0.1%	46.6%
Likes: Film/TV	Film/TV	412	19.3%	① 3.3x		5.9%	0.0%	46.5%
Likes: Film/TV	Animation	281	13.2%	① 2.9x		4.6%	0.2%	33.5%
Likes: Healthcare	Eye Health	53	2.5%	① 28x		0.1%	0.0%	6.0%
Likes: Music	Folk	364	17.0%	① 4.7x		3.6%	0.1%	56.1%
Likes: Interests	Comedy	398	18.6%	① 3.2x		5.9%	0.1%	53.9%
Likes: Fashion	Jewelry	199	9.3%	① 4.9x		1.9%	0.1%	29.2%
Likes: Film/TV	Family	301	14.1%	① 3.6x		4.0%	0.2%	42.5%
Likes: Fashion	Clothing	427	20.0%	① 2.7x		7.3%	0.9%	68.0%
Likes: Beauty	Skin care	44	2.0%	① 17x		0.1%	0.0%	5.2%
Likes: Lifestyle	Marriage	24	1.1%	① 23x		0.1%	0.0%	2.6%
Likes: Hobbies	Dance	398	18.6%	② 3.0x		6.2%	0.3%	65.8%
Likes: Hobbies	Cartoons	170	7.9%	① 8.1x		1.0%	0.0%	31.0%
Likes: Wining & Dining	Desserts/Baking	194	9.1%	① 5.5x		1.6%	0.0%	32.9%
Likes: Music	Teen pop	591	27.7%	4.4x ③		6.3%	0.0%	75.1%
Likes: Books	Fantasy	349	16.3%	② 3.1x		5.2%	0.2%	62.2%
Likes: Film/TV	Game show	291	13.6%	① 3.1x		4.4%	0.1%	50.4%
Likes: Music	Classical	344	16.1%	② 2.5x		6.3%	0.3%	63.5%
Likes: Wining & Dining	Pizza	160	7.5%	① 3.7x		2.0%	0.0%	25.8%
Likes: Music	Vocal	286	13.4%	② 3.0x		4.5%	0.1%	57.0%
Likes: Hobbies	Arts & crafts	82	3.9%	① 14x		0.3%	0.0%	14.6%
Likes: Fashion	Fashion	330	15.4%	① 2.6x		6.0%	0.6%	69.1%
Likes: Music	Americana	228	10.7%	① 6.3x		1.7%	0.0%	55.5%

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LIKES & INTERESTS (cont.)

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Likes: Family & Parent	Toys	102	4.8%	① 4.9x		1.0%	0.0%	17.3%
Likes: Music	Children's music	179	8.4%	① 6.0x		1.4%	0.0%	36.5%
Likes: Technology	Digital music	131	6.1%	① 3.3x		1.9%	0.0%	22.1%
Likes: Music	Heavy metal	301	14.1%	① 2.8x		5.0%	0.2%	77.5%
Likes: Books	Fiction	349	16.3%	③ 2.1x		7.7%	0.5%	56.5%
Likes: Drinks	Tea	39	1.8%	① 14x		0.1%	0.0%	6.4%
Likes: Family & Parent	Adoption	10	0.5%	① 9.1x		0.1%	0.0%	1.1%
Likes: Sport	Gymnastics	204	9.5%	① 4.0x		2.4%	0.0%	55.9%
Likes: Music	Dance-Pop	480	22.4%	③ 2.7x		8.2%	0.1%	70.8%
Likes: Music	Blues	150	7.0%	① 2.8x		2.5%	0.0%	32.6%
Likes: Music	Country	242	11.3%	② 2.6x		4.4%	0.1%	69.9%
Likes: Hobbies	Comics	194	9.1%	② 3.4x		2.7%	0.0%	63.2%
Likes: Books	Self help	107	5.0%	② 3.2x		1.6%	0.0%	20.9%
Likes: Pets	Cats	48	2.3%	① 5.4x		0.4%	0.0%	8.6%
Likes: Music	Live music	165	7.7%	② 4.4x		1.8%	0.0%	57.0%
Likes: Film/TV	Reality TV	252	11.8%	③ 1.8x		6.5%	0.4%	59.0%
Likes: Education	College education	126	5.9%	② 4.4x		1.4%	0.0%	39.8%
Likes: Books	Horror	116	5.4%	② 3.8x		1.5%	0.0%	31.5%
Likes: Pets	Pets	63	2.9%	① 4.3x		0.7%	0.0%	15.6%
Likes: Books	Travel	53	2.5%	① 10.0x		0.3%	0.0%	14.0%
Likes: Books	Crime/Mystery	160	7.5%	② 2.6x		2.9%	0.1%	63.8%
Likes: Family & Parent	Family life	58	2.7%	② 2.3x		1.2%	0.0%	9.3%
Likes: News	Show business	170	7.9%	③ 1.8x		4.5%	0.2%	36.2%
Likes: Drinks	Soft drinks	126	5.9%	③ 1.7x		3.4%	0.0%	21.3%

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LIKES & INTERESTS (cont.)

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe	Twitter distribution	avg.	from	to
Likes: Music	Soul	252	11.8% ③ 1.6x		7.4%	0.7%	64.8%
Likes: Music	Jazz	155	7.3% ② 2.2x		3.3%	0.2%	48.9%
Likes: Drinks	Juices	29	1.4% ① 9.1x		0.1%	0.0%	6.3%
Likes: Books	Science Fiction	150	7.0% ② 2.5x		2.8%	0.1%	63.2%
Likes: Sport	Extreme sports	68	3.2% ② 5.6x		0.6%	0.0%	21.8%
Likes: Interests	Theater	179	8.4% ③ 2.2x		3.9%	0.1%	71.1%
Likes: Books	Romance	116	5.4% ② 2.4x		2.3%	0.0%	36.2%
Likes: Film/TV	History	44	2.0% ② 4.1x		0.5%	0.0%	8.3%
Likes: Travel	Amusement/Theme	141	6.6% ③ 1.8x		3.6%	0.2%	35.7%
Likes: Books	Books	121	5.7% ③ 3.8x		1.5%	0.0%	47.6%
Likes: Sport	Snowboarding	87	4.1% ② 5.3x		0.8%	0.0%	35.2%
Likes: Hobbies	Photography	189	8.8% ③ 1.6x		5.4%	0.5%	57.3%
Likes: Home & Garden	Home improvement	48	2.3% ① 4.8x		0.5%	0.0%	12.8%
Likes: Books	Biographies/Memoir	165	7.7% ③ 1.9x		4.0%	0.1%	50.1%
Likes: Film/TV	Talk show	204	9.5%		5.8%	0.1%	52.6%
Likes: News	Celebrity	112	5.2% ③ 2.2x		2.4%	0.0%	32.9%
Likes: Wining & Dining	Hawaiian	5	0.2% ① >100x		0.0%	0.0%	0.8%
Likes: Beauty	Perfume/Cologne	24	1.1% ① 4.5x		0.3%	0.0%	4.8%
Likes: Wining & Dining	Wining & dining	116	5.4% ② 2.5x		2.1%	0.0%	56.1%
Likes: Sport	Surfing	87	4.1% ② 3.0x		1.4%	0.0%	33.9%
Likes: Technology	Gaming	136	6.3% ② 1.8x		3.6%	0.3%	72.7%
Likes: Fashion	Shoes	145	6.8% ③ 1.5x		4.5%	0.2%	38.4%
Likes: Interests	Poetry	121	5.7% ③ 3.1x		1.9%	0.0%	54.1%
Likes: Wining & Dining	Cooking	112	5.2% ③ 3.1x		1.7%	0.0%	39.9%

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Likes: Sport	Skateboarding	107	5.0%	② 2.2x		2.3%	0.0%	42.4%
Likes: Music	Rap & hip hop	165	7.7%			4.6%	0.2%	79.3%
Likes: Alcohol	Vodka	19	0.9%	① 9.1x		0.1%	0.0%	4.2%
Likes: Interests	Art/culture	262	12.2%			6.9%	0.6%	72.5%
Likes: Fashion	Accessories	58	2.7%	① 4.5x		0.6%	0.0%	21.3%
Likes: Wining & Dining	Cake/cookies	44	2.0%	① 12x		0.2%	0.0%	15.4%
Likes: Lifestyle	Dating/romance	102	4.8%	③ 2.0x		2.4%	0.0%	29.5%
Likes: Sport	Hockey	102	4.8%	③ 3.5x		1.4%	0.0%	82.3%
Likes: Sport	Swimming	126	5.9%	③ 1.9x		3.1%	0.0%	48.4%
Likes: Music	Christian & gospel	116	5.4%	③ 1.9x		2.8%	0.1%	74.3%
Likes: Books	Suspence/Thriller	107	5.0%	③ 2.0x		2.5%	0.0%	64.0%
Likes: Beauty	Hair Care	48	2.3%	② 4.3x		0.5%	0.0%	18.1%
Likes: Healthcare	Dermatology	24	1.1%	① 13x		0.1%	0.0%	7.2%
Likes: Education	Middle school	5	0.2%	① >100x		0.0%	0.0%	0.8%
Likes: Sport	Figure skating	58	2.7%	② 5.0x		0.5%	0.0%	28.4%
Likes: Books	Children's books	92	4.3%	③ 2.3x		1.9%	0.0%	50.4%
Likes: Film/TV	Musical	73	3.4%	① 9.0x		0.4%	0.0%	65.6%
Likes: Wining & Dining	Chocolate	39	1.8%	① 4.9x		0.4%	0.0%	14.5%
Likes: Film/TV	Documentary	102	4.8%	③ 2.0x		2.4%	0.0%	28.0%
Likes: Music	Avant-garde	78	3.6%	② 2.3x		1.6%	0.0%	38.2%
Likes: Sport	American football	92	4.3%			2.2%	0.1%	92.3%
Likes: Fashion	Petite	5	0.2%	① >100x		0.0%	0.0%	0.9%
Likes: Sport	Water polo	10	0.5%	① 45x		0.0%	0.0%	2.4%
Likes: Books	Contemporary	53	2.5%	② 2.7x		0.9%	0.0%	27.5%

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INFLUENCES

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Influencers: Solo Artist	Troye Sivan	1,468	68.6%	① 70x		1.0%	0.0%	53.0%
Influencers: Comedian	Tyler Oakley	1,455	68.0%	① 61x		1.1%	0.0%	50.5%
Influencers: Video crea	Zoella	1,442	67.5%	① 58x		1.2%	0.0%	48.0%
Influencers: Entrepren	Connor Franta	1,417	66.3%	① 82x		0.8%	0.0%	51.0%
Influencers: Actor	Andrea Russett	1,366	63.9%	① >100x		0.5%	0.0%	42.2%
Influencers: Celebrity	Kylie Jenner	1,400	65.5%	① 8.2x		8.0%	0.1%	54.8%
Influencers: Blogger	Bethany Mota	1,337	62.5%	① >100x		0.5%	0.0%	33.6%
Influencers: Actor	Dylan Sprouse	1,324	61.9%	① 65x		1.0%	0.0%	34.9%
Influencers: Model	Kendall Jenner	1,316	61.5%	① 7.2x		8.6%	0.1%	59.0%
Influencers: Actor	Zendaya	1,290	60.4%	① 19x		3.1%	0.0%	52.4%
Influencers: Actor	Shane Dawson	1,252	58.6%	① >100x		0.6%	0.0%	37.9%
Influencers: Comedian	Jenna Marbles	1,257	58.8%	① 79x		0.7%	0.0%	29.1%
Influencers: Video crea	Caspar Lee	1,198	56.0%	① 85x		0.7%	0.0%	45.6%
Influencers: Actor	Claudia Sulewski	1,189	55.6%	① >100x		0.1%	0.0%	7.2%
Influencers: Actor	Joey Graceffa	1,168	54.6%	① >100x		0.5%	0.0%	37.9%
Influencers: Singer/sor	Halsey	1,164	54.4%	① 68x		0.8%	0.0%	38.3%
Influencers: Author/wri	Joe Sugg	1,160	54.2%	① 95x		0.6%	0.0%	38.6%
Influencers: Actor	Jenn McAllister	1,151	53.8%	① >100x		0.2%	0.0%	29.7%
Influencers: Singer/sor	Miley Cyrus	1,366	63.9%	① 5.4x		11.9%	0.1%	64.9%
Influencers: Model	Cara Delevingne	1,168	54.6%	① 13x		4.2%	0.0%	44.7%
Influencers: Anchor/ho	Lauren Elizabeth	1,134	53.1%	① >100x		0.1%	0.0%	14.5%
Influencers: Video crea	Kian Lawley	1,130	52.9%	① >100x		0.5%	0.0%	50.5%
Influencers: Video crea	Alfie Deyes	1,130	52.9%	① 83x		0.6%	0.0%	39.4%
Influencers: Video crea	Ricky Dillon	1,096	51.3%	① >100x		0.4%	0.0%	44.8%

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Influencers: Comedian	Grace Helbig	1,088	50.9%	① >100x		0.3%	0.0%	23.1%
Influencers: Actor	Miranda Sings	1,058	49.5%	① >100x		0.4%	0.0%	30.0%
Influencers: Video crea	Amanda Steele	1,054	49.3%	① >100x		0.1%	0.0%	14.6%
Influencers: Video crea	Anthony Quintal	1,054	49.3%	① >100x		0.3%	0.0%	28.5%
Influencers: Video crea	Tanya Burr	1,050	49.1%	① >100x		0.4%	0.0%	28.6%
Influencers: Video crea	Daniel Howell	1,046	48.9%	① >100x		0.5%	0.0%	42.0%
Influencers: Video crea	Meghan Rienks	1,042	48.7%	① >100x		0.1%	0.0%	8.4%
Influencers: Actor	Vanessa Hudgens	1,046	48.9%	① 13x		3.8%	0.0%	43.8%
Influencers: Solo Artist	Lorde	1,037	48.5%	① 18x		2.7%	0.0%	36.1%
Influencers: Photograp	Jackson Harries	1,025	47.9%	① 82x		0.6%	0.0%	36.1%
Influencers: Video crea	Marcus Butler	1,012	47.3%	① 86x		0.6%	0.0%	36.9%
Influencers: Solo Artist	Lana Del Rey	1,029	48.1%	① 13x		3.7%	0.0%	36.8%
Influencers: Video crea	Aspyn Ovard	991	46.4%	① >100x		0.1%	0.0%	9.1%
Influencers: Comedian	Colleen Ballinger	991	46.4%	① >100x		0.3%	0.0%	23.1%
Influencers: Model	Chrissy Teigen	991	46.4%	① 35x		1.3%	0.0%	32.2%
Influencers: Author/wri	John Green	991	46.4%	① 28x		1.7%	0.0%	30.9%
Influencers: Actor	Lucy Hale	991	46.4%	① 18x		2.5%	0.0%	46.9%
Influencers: Actor	Dylan O'Brien	983	46.0%	① 44x		1.1%	0.0%	44.8%
Influencers: Actor	Ansel Elgort	974	45.6%	① 47x		1.0%	0.0%	41.4%
Influencers: Video crea	Eva Gutowski	957	44.8%	① >100x		0.3%	0.0%	14.6%
Influencers: Solo Artist	Rebecca Black	957	44.8%	① 76x		0.6%	0.0%	26.3%
Influencers: Video crea	Manny Mua	936	43.8%	① >100x		0.2%	0.0%	13.3%
Influencers: Video crea	Phil Lester	928	43.4%	① >100x		0.4%	0.0%	36.2%
Influencers: Video crea	Louise	919	43.0%	① >100x		0.3%	0.0%	26.9%

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Influencers: Actor	Daddy	915	42.8%	① >100x		0.1%	0.0%	12.7%
Influencers: Celebrity	Hannah Hart	915	42.8%	① >100x		0.2%	0.0%	18.6%
Influencers: Makeup a	Jaclyn Hill	911	42.6%	① >100x		0.2%	0.0%	14.6%
Influencers: Solo Artist	Trevor Moran	907	42.4%	① >100x		0.3%	0.0%	37.6%
Influencers: Comedian	Lilly Singh	902	42.2%	① 96x		0.4%	0.0%	19.8%
Influencers: Video crea	Jim Chapman	898	42.0%	① >100x		0.4%	0.0%	28.4%
Influencers: Actor	Shay Mitchell	890	41.6%	① 24x		1.8%	0.0%	37.2%
Influencers: Singer/sor	Brendon Urie	869	40.6%	① >100x		0.4%	0.0%	34.1%
Influencers: Journalist	Orion Carloto	843	39.4%	① >100x		0.1%	0.0%	11.2%
Influencers: Musician	Tyler Joseph	839	39.3%	① >100x		0.3%	0.0%	26.1%
Influencers: Actor	Ryan Reynolds	835	39.1%	① 16x		2.4%	0.0%	38.0%
Influencers: Model	Gigi Hadid	831	38.9%	① 18x		2.1%	0.0%	32.7%
Influencers: Actor	Lia Marie Johnson	805	37.7%	① >100x		0.2%	0.0%	23.3%
Influencers: Video crea	Tana Mongeau	805	37.7%	① >100x		0.1%	0.0%	9.4%
Influencers: Makeup a	PatrickStarrr	801	37.5%	① >100x		0.1%	0.0%	8.9%
Influencers: Comedian	Mamrie Hart	797	37.3%	① >100x		0.1%	0.0%	12.8%
Influencers: Video crea	Lauren Riihimaki	797	37.3%	① >100x		0.2%	0.0%	10.0%
Influencers: Actor	Josh Peck	801	37.5%	① 34x		1.1%	0.0%	26.4%
Influencers: Musician	Josh Dun	784	36.7%	① >100x		0.2%	0.0%	25.4%
Influencers: Video crea	Marzia Bisognin	784	36.7%	① 92x		0.4%	0.0%	29.6%
Influencers: Blogger	Christine Sydelko	772	36.1%	① >100x		0.0%	0.0%	11.2%
Influencers: Solo Artist	Chance The Rappe	772	36.1%	① 49x		0.7%	0.0%	36.6%
Influencers: Tattoo arti	Kat Von D	759	35.5%	① 31x		1.1%	0.0%	28.7%
Influencers: Solo Artist	Jeffree Star	751	35.1%	① 98x		0.4%	0.0%	20.6%

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INFLUENCES (cont.)

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Influencers: Solo Artist	Sam Smith	755	35.3%	① 16x		2.3%	0.0%	34.5%
Influencers: Actor	Teala Dunn	738	34.5%	① >100x		0.2%	0.0%	17.8%
Influencers: Video crea	Sierra Furtado	713	33.3%	① >100x		0.1%	0.0%	6.9%
Influencers: Makeup a	Kandee Johnson	704	32.9%	① >100x		0.1%	0.0%	10.1%
Influencers: Makeup a	James Charles	696	32.5%	① >100x		0.1%	0.0%	7.3%
Influencers: Actor	Troian Bellisario	700	32.7%	① 26x		1.2%	0.0%	28.7%
Influencers: Celebrity	Caitlyn Jenner	696	32.5%	① 20x		1.7%	0.0%	26.1%
Influencers: Video crea	Rachel Levin	687	32.1%	① >100x		0.2%	0.0%	9.6%
Influencers: Video crea	Sawyer Hartman	683	32.0%	① >100x		0.1%	0.0%	19.1%
Influencers: Director	Louis Cole	675	31.6%	① >100x		0.2%	0.0%	19.0%
Influencers: Comedian	Kingsley	670	31.4%	① >100x		0.1%	0.0%	19.5%
Influencers: Video crea	Gigi Gorgeous	662	31.0%	① >100x		0.1%	0.0%	7.8%
Influencers: Video crea	Kathleen Fuentes	658	30.8%	① >100x		0.1%	0.0%	6.3%
Influencers: Video crea	Mia Stammer	654	30.6%	① >100x		0.1%	0.0%	6.9%
Influencers: Actor	Chloë Grace Moretz	654	30.6%	① 13x		2.4%	0.0%	30.6%
Influencers: Actor	Emma Watson	1,311	61.3%	① 4.7x		13.1%	0.1%	65.4%
Influencers: Actor	Tyler Posey	637	29.8%	① 39x		0.8%	0.0%	29.4%
Influencers: Video crea	Issa	624	29.2%	① >100x		0.1%	0.0%	21.4%
Influencers: Actor	Matthew Gray Gubl	624	29.2%	① 49x		0.6%	0.0%	16.2%
Influencers: Blogger	Zane Hijazi	620	29.0%	① >100x		0.0%	0.0%	7.1%
Influencers: Solo Artist	Melanie Martinez	620	29.0%	① >100x		0.3%	0.0%	18.2%
Influencers: Blogger	Bretman Rock	611	28.6%	① >100x		0.1%	0.0%	15.2%
Influencers: Actor	Ashley Benson	852	39.8%	① 19x		2.1%	0.0%	41.6%
Influencers: Video crea	Scotty Sire	603	28.2%	① >100x		0.1%	0.0%	9.1%

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DemographicsPro

INFLUENCES (cont.)

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Influencers: Video crea	Nicole Guerriero	603	28.2%	>100x ①		0.1%	0.0%	7.6%
Influencers: Solo Artist	Tori Kelly	603	28.2%	45x ①		0.6%	0.0%	19.0%
Influencers: Author/wri	Niomi Smart	599	28.0%	>100x ①		0.2%	0.0%	16.2%
Influencers: Model	Ruby Rose	599	28.0%	25x ①		1.1%	0.0%	24.5%
Influencers: Solo Artist	Sabrina Carpenter	586	27.4%	55x ①		0.5%	0.0%	21.8%
Influencers: Actor	Keegan Allen	586	27.4%	33x ①		0.8%	0.0%	26.4%
Influencers: Actor	KJ Apa	582	27.2%	>100x ①		0.2%	0.0%	12.7%
Influencers: Actor	Lili Reinhart	582	27.2%	>100x ①		0.2%	0.0%	12.8%
Influencers: Actor	Ian Harding	582	27.2%	31x ①		0.9%	0.0%	27.1%
Influencers: Comedian	GloZell	578	27.0%	>100x ①		0.2%	0.0%	18.5%
Influencers: Video crea	Desi Perkins	574	26.8%	>100x ①		0.1%	0.0%	8.0%
Influencers: Solo Artist	Marina and The Dia	569	26.6%	50x ①		0.5%	0.0%	16.8%
Influencers: Video crea	Tina Woods	548	25.6%	① >100x		0.0%	0.0%	10.7%
Influencers: Actor	Sasha Pieterse	552	25.8%	① 32x		0.8%	0.0%	22.7%
Influencers: Actor	Ryan Higa	540	25.2%	① 87x		0.3%	0.0%	17.9%
Influencers: Artist	Heath Hussar	527	24.7%	① >100x		0.0%	0.0%	6.0%
Influencers: Video crea	Oli White	527	24.7%	① >100x		0.1%	0.0%	17.2%
Influencers: Actor	Maia Mitchell	527	24.7%	① 63x		0.4%	0.0%	19.8%
Influencers: Journalist	Jonah Green	523	24.5%	① >100x		0.0%	0.0%	7.8%
Influencers: Solo Artist	Alessia Cara	523	24.5%	① 79x		0.3%	0.0%	11.9%
Influencers: Actor	Sarah Hyland	523	24.5%	① 23x		1.1%	0.0%	22.4%
Influencers: Actor	Madelaine Petsch	519	24.3%	① >100x		0.1%	0.0%	10.0%
Influencers: Actor	Tyler Blackburn	514	24.1%	① 32x		0.8%	0.0%	23.2%
Influencers: Solo Artist	Hoodie Allen	510	23.9%	① >100x		0.1%	0.0%	12.3%

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MUSIC

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		avg.	from	to
Music: Favorite music	Alternative/Indie roc	984	46.0%	① 3.9x	11.9%	0.4%	73.2%
Music: Favorite music	Pop	984	46.0%	② 4.5x	10.2%	0.2%	73.8%
Music: Favorite music	Punk	839	39.2%	① 5.4x	7.2%	0.3%	75.3%
Music: Favorite music	Rock	722	33.8%	② 2.9x	11.6%	0.2%	68.0%
Music: Favorite music	Folk	364	17.0%	① 4.7x	3.6%	0.1%	56.1%
Music: Favorite music	Teen pop	591	27.7%	③ 4.4x	6.3%	0.0%	75.1%
Music: Favorite music	Classical	344	16.1%	② 2.5x	6.3%	0.3%	63.5%
Music: Solo Artist	Troye Sivan	1,468	68.6%	① 70x	1.0%	0.0%	53.0%
Music: Solo Artist	Lorde	1,037	48.5%	① 18x	2.7%	0.0%	36.1%
Music: Solo Artist	Lana Del Rey	1,029	48.1%	① 13x	3.7%	0.0%	36.8%
Music: Solo Artist	Rebecca Black	957	44.8%	① 76x	0.6%	0.0%	26.3%
Music: Solo Artist	Trevor Moran	907	42.4%	① >100x	0.3%	0.0%	37.6%
Music: Solo Artist	Chance The Rappe	772	36.1%	① 49x	0.7%	0.0%	36.6%
Music: Solo Artist	Jeffree Star	751	35.1%	① 98x	0.4%	0.0%	20.6%
Music: Solo Artist	Sam Smith	755	35.3%	① 16x	2.3%	0.0%	34.5%
Music: Band	twenty one pilots	902	42.2%	① 69x	0.6%	0.0%	30.2%
Music: Band	The 1975	869	40.6%	① 90x	0.5%	0.0%	32.4%
Music: Band	Panic! at the Disco	793	37.1%	① 65x	0.6%	0.0%	37.0%
Music: Band	Pentatonix	447	20.9%	① 55x	0.4%	0.0%	11.2%
Music: Band	Nat and Alex Wolff	405	18.9%	① 82x	0.2%	0.0%	12.3%
Music: Band	Imagine Dragons	552	25.8%	① 13x	2.0%	0.0%	27.1%
Music: Band	Bastille	320	15.0%	① 32x	0.5%	0.0%	14.0%
Music: Band	The Neighbourhood	245	11.4%	① >100x	0.1%	0.0%	6.7%

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MUSIC

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Music: Favorite music	Alternative/Indie roc	984	46.0%	3.9x ①	11.9%	0.4%	73.2%
Music: Favorite music	Pop	984	46.0%	4.5x ②	10.2%	0.2%	73.8%
Music: Favorite music	Punk	839	39.2%	① 5.4x	7.2%	0.3%	75.3%
Music: Favorite music	Rock	722	33.8%	② 2.9x	11.6%	0.2%	68.0%
Music: Favorite music	Folk	364	17.0%	① 4.7x	3.6%	0.1%	56.1%
Music: Favorite music	Teen pop	591	27.7%	③ 4.4x	6.3%	0.0%	75.1%
Music: Favorite music	Classical	344	16.1%	② 2.5x	6.3%	0.3%	63.5%
Music: Favorite music	Vocal	286	13.4%	② 3.0x	4.5%	0.1%	57.0%
Music: Favorite music	Americana	228	10.7%	① 6.3x	1.7%	0.0%	55.5%
Music: Favorite music	Children's music	179	8.4%	① 6.0x	1.4%	0.0%	36.5%
Music: Favorite music	Heavy metal	301	14.1%	① 2.8x	5.0%	0.2%	77.5%
Music: Favorite music	Dance-Pop	480	22.4%	③ 2.7x	8.2%	0.1%	70.8%
Music: Favorite music	Blues	150	7.0%	① 2.8x	2.5%	0.0%	32.6%
Music: Favorite music	Country	242	11.3%	② 2.6x	4.4%	0.1%	69.9%
Music: Favorite music	Live music	165	7.7%	② 4.4x	1.8%	0.0%	57.0%
Music: Favorite music	Soul	252	11.8%	③ 1.6x	7.4%	0.7%	64.8%
Music: Favorite music	Jazz	155	7.3%	② 2.2x	3.3%	0.2%	48.9%
Music: Favorite music	Rap & hip hop	165	7.7%		4.6%	0.2%	79.3%
Music: Favorite music	Christian & gospel	116	5.4%	③ 1.9x	2.8%	0.1%	74.3%
Music: Favorite music	Avant-garde	78	3.6%	② 2.3x	1.6%	0.0%	38.2%
Music: Favorite music	Club/Dance	407	19.0%		13.3%	0.5%	74.6%
Music: Favorite music	Easy listening	68	3.2%	③ 1.8x	1.8%	0.0%	33.5%
Music: Favorite music	K-Pop	48	2.3%	② 3.5x	0.6%	0.0%	82.3%
Music: Favorite music	Rock & roll	150	7.0%		4.6%	0.0%	42.5%

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MUSIC

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		avg.	from	to
Music: Solo Artist	Troye Sivan	1,468	68.6%	70x	1.0%	0.0%	53.0%
Music: Solo Artist	Lorde	1,037	48.5%	18x	2.7%	0.0%	36.1%
Music: Solo Artist	Lana Del Rey	1,029	48.1%	13x	3.7%	0.0%	36.8%
Music: Solo Artist	Rebecca Black	957	44.8%	76x	0.6%	0.0%	26.3%
Music: Solo Artist	Trevor Moran	907	42.4%	>100x	0.3%	0.0%	37.6%
Music: Solo Artist	Chance The Rappe	772	36.1%	49x	0.7%	0.0%	36.6%
Music: Solo Artist	Jeffree Star	751	35.1%	98x	0.4%	0.0%	20.6%
Music: Solo Artist	Sam Smith	755	35.3%	16x	2.3%	0.0%	34.5%
Music: Solo Artist	Melanie Martinez	620	29.0%	>100x	0.3%	0.0%	18.2%
Music: Solo Artist	Tori Kelly	603	28.2%	45x	0.6%	0.0%	19.0%
Music: Solo Artist	Sabrina Carpenter	586	27.4%	55x	0.5%	0.0%	21.8%
Music: Solo Artist	Marina and The Dia	569	26.6%	50x	0.5%	0.0%	16.8%
Music: Solo Artist	Alessia Cara	523	24.5%	79x	0.3%	0.0%	11.9%
Music: Solo Artist	Hoodie Allen	510	23.9%	>100x	0.1%	0.0%	12.3%
Music: Solo Artist	Blackbear	498	23.3%	>100x	0.2%	0.0%	14.4%
Music: Solo Artist	Alex Aiono	489	22.9%	>100x	0.1%	0.0%	11.8%
Music: Solo Artist	Charli XCX	489	22.9%	21x	1.1%	0.0%	20.4%
Music: Solo Artist	Trisha Paytas	451	21.1%	>100x	0.1%	0.0%	7.0%
Music: Solo Artist	Dua Lipa	443	20.7%	43x	0.5%	0.0%	14.4%
Music: Solo Artist	Patrick Stump	582	27.2%	85x	0.3%	0.0%	28.5%
Music: Solo Artist	Maggie Lindemann	413	19.3%	>100x	0.1%	0.0%	18.2%
Music: Solo Artist	Emma Blackery	413	19.3%	>100x	0.1%	0.0%	12.5%
Music: Solo Artist	The Weeknd	620	29.0%	19x	1.6%	0.0%	30.6%
Music: Solo Artist	John Mayer	371	17.4%	23x	0.7%	0.0%	16.9%

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MUSIC (cont.)

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Music: Solo Artist	Sia	502	23.5%	① 14x		1.6%	0.0%	24.4%
Music: Solo Artist	Joey Gatto	329	15.4%	① >100x		0.0%	0.0%	5.6%
Music: Solo Artist	Ariana Grande	1,472	68.8%	① 5.2x		13.3%	0.1%	78.6%
Music: Solo Artist	Mod Sun	266	12.4%	① >100x		0.0%	0.0%	8.6%
Music: Solo Artist	Chester See	257	12.0%	① >100x		0.1%	0.0%	5.4%
Music: Solo Artist	Kevin Olusola	253	11.8%	① 91x		0.1%	0.0%	5.6%
Music: Solo Artist	James Bay	249	11.6%	① 47x		0.3%	0.0%	9.6%
Music: Solo Artist	Gnash	236	11.0%	① >100x		0.0%	0.0%	4.0%
Music: Solo Artist	Lindsey Stirling	228	10.7%	① 41x		0.3%	0.0%	8.0%
Music: Solo Artist	Jon Bellion	219	10.3%	① >100x		0.1%	0.0%	5.5%
Music: Solo Artist	Bebe Rexha	236	11.0%	① 35x		0.3%	0.0%	11.3%
Music: Solo Artist	Bry	211	9.9%	① >100x		0.0%	0.0%	9.3%
Music: Solo Artist	Tove Lo	207	9.7%	① 32x		0.3%	0.0%	7.1%
Music: Solo Artist	Banks	198	9.3%	① 84x		0.1%	0.0%	8.3%
Music: Solo Artist	Tessa Violet	181	8.5%	① >100x		0.0%	0.0%	3.9%
Music: Solo Artist	Jordan Fisher	181	8.5%	① 85x		0.1%	0.0%	8.5%
Music: Solo Artist	Vance Joy	177	8.3%	① >100x		0.1%	0.0%	6.5%
Music: Solo Artist	Tiffany Alvord	173	8.1%	① 45x		0.2%	0.0%	6.2%
Music: Solo Artist	Ed Sheeran	1,362	63.7%	① 10x		6.1%	0.0%	77.8%
Music: Solo Artist	Bart Baker	354	16.6%	① 30x		0.6%	0.0%	18.1%
Music: Solo Artist	Kesha	687	32.1%	① 15x		2.1%	0.0%	37.4%
Music: Solo Artist	Shawn Mendes	1,147	53.6%	① 26x		2.0%	0.0%	66.8%
Music: Solo Artist	Demi Lovato	1,404	65.7%	① 5.1x		12.8%	0.1%	79.5%
Music: Solo Artist	Madilyn Bailey	139	6.5%	① 81x		0.1%	0.0%	2.6%

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MUSIC (cont.)

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Music: Solo Artist	Daya	127	5.9%	>100x		0.1%	0.0%	3.3%
Music: Solo Artist	Ruth B	127	5.9%	49x		0.1%	0.0%	3.7%
Music: Solo Artist	KYLE	122	5.7%	>100x		0.0%	0.0%	5.4%
Music: Solo Artist	BriaAndChrissy	118	5.5%	>100x		0.0%	0.0%	2.1%
Music: Solo Artist	Sam Tsui	118	5.5%	37x		0.1%	0.0%	5.0%
Music: Solo Artist	Rihanna	1,299	60.7%	3.3x		18.6%	0.3%	72.5%
Music: Solo Artist	Hozier	266	12.4%	37x		0.3%	0.0%	13.7%
Music: Solo Artist	Zella Day	114	5.3%	>100x		0.0%	0.0%	1.8%
Music: Solo Artist	Macy Kate	114	5.3%	>100x		0.0%	0.0%	2.0%
Music: Solo Artist	Charlie Puth	367	17.2%	34x		0.5%	0.0%	19.6%
Music: Solo Artist	Adore Delano	207	9.7%	60x		0.2%	0.0%	10.4%
Music: Solo Artist	Landon Austin	110	5.1%	>100x		0.0%	0.0%	1.5%
Music: Solo Artist	Taylor Swift	1,413	66.1%	3.2x		20.7%	0.3%	79.6%
Music: Solo Artist	Peter Hollens	105	4.9%	82x		0.1%	0.0%	2.9%
Music: Solo Artist	Sarah Close	101	4.7%	>100x		0.0%	0.0%	3.2%
Music: Solo Artist	Betty Who	101	4.7%	>100x		0.0%	0.0%	2.5%
Music: Solo Artist	Mary Lambert	101	4.7%	79x		0.1%	0.0%	2.4%
Music: Solo Artist	Julia Michaels	89	4.1%	69x		0.1%	0.0%	2.6%
Music: Solo Artist	Allie X	84	3.9%	>100x		0.0%	0.0%	1.3%
Music: Solo Artist	Nicholas Megalis	84	3.9%	79x		0.1%	0.0%	2.8%
Music: Solo Artist	Ellie Goulding	713	33.3%	9.4x		3.5%	0.0%	41.0%
Music: Solo Artist	Taryn Southern	72	3.4%	>100x		0.0%	0.0%	3.0%
Music: Solo Artist	Leroy Sanchez	72	3.4%	30x		0.1%	0.0%	3.2%
Music: Solo Artist	Alaska Thunderfuck	198	9.3%	62x		0.1%	0.0%	10.4%

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MUSIC (cont.)

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Music: Solo Artist	Dalton Rapattoni	105	4.9%	① >100x		0.0%	0.0%	5.3%
Music: Solo Artist	Adele	1,016	47.5%	① 4.1x		11.5%	0.2%	60.9%
Music: Solo Artist	Camila Cabello	751	35.1%	① 22x		1.6%	0.0%	47.4%
Music: Solo Artist	David Choi	76	3.6%	① >100x		0.0%	0.0%	3.8%
Music: Solo Artist	Harry Styles	1,392	65.1%	① 9.5x		6.9%	0.0%	93.3%
Music: Solo Artist	Macklemore	388	18.1%	① 11x		1.7%	0.0%	23.5%
Music: Solo Artist	Iggy Azalea	582	27.2%	① 7.8x		3.5%	0.0%	38.0%
Music: Solo Artist	Sky Ferreira	207	9.7%	① 39x		0.3%	0.0%	12.7%
Music: Solo Artist	JoJo	245	11.4%	① 23x		0.5%	0.0%	15.5%
Music: Solo Artist	Meghan Trainor	426	19.9%	① 16x		1.2%	0.0%	29.0%
Music: Solo Artist	Nick Jonas	873	40.8%	① 8.4x		4.9%	0.0%	62.0%
Music: Solo Artist	SZA	320	15.0%	① 94x		0.2%	0.0%	21.7%
Music: Solo Artist	Shannon Taylor	152	7.1%	① >100x		0.0%	0.0%	9.4%
Music: Solo Artist	Katy Perry	1,223	57.2%	① 2.4x		23.7%	0.4%	77.4%
Music: Solo Artist	Niall Horan	1,210	56.6%	① 9.9x		5.7%	0.0%	92.5%
Music: Solo Artist	Jacob Sartorius	257	12.0%	① 86x		0.1%	0.0%	17.4%
Music: Solo Artist	Louis Tomlinson	1,193	55.8%	① 11x		5.2%	0.0%	92.7%
Music: Solo Artist	Liam Payne	1,189	55.6%	① 10x		5.4%	0.0%	92.4%
Music: Solo Artist	Joe Jonas	801	37.5%	① 9.8x		3.8%	0.0%	59.1%
Music: Solo Artist	Aaron Carter	169	7.9%	① 23x		0.3%	0.0%	10.6%
Music: Solo Artist	Gerard Way	439	20.5%	① 53x		0.4%	0.0%	32.8%
Music: Solo Artist	Mac Miller	519	24.3%	① 21x		1.1%	0.0%	38.6%
Music: Solo Artist	Andy Grammer	101	4.7%	① 53x		0.1%	0.0%	6.4%
Music: Solo Artist	Zara Larsson	274	12.8%	① 31x		0.4%	0.0%	20.0%

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MUSIC (cont.)

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		avg.	from	to
Music: Solo Artist	John O'Callaghan	118	5.5%	① 42x	0.1%	0.0%	7.7%
Music: Solo Artist	AJ Rafael	89	4.1%	① >100x	0.0%	0.0%	5.7%
Music: Solo Artist	Becky G	413	19.3%	① 20x	1.0%	0.0%	31.7%
Music: Solo Artist	Christina Aguilera	633	29.6%	① 4.2x	7.0%	0.1%	45.8%
Music: Solo Artist	Kenny Holland	316	14.8%	① 92x	0.2%	0.0%	24.7%
Music: Solo Artist	Bruno Mars	818	38.3%	① 3.8x	9.9%	0.1%	61.0%
Music: Solo Artist	Jacob Whitesides	578	27.0%	① 53x	0.5%	0.0%	48.8%
Music: Solo Artist	Drake	848	39.6%	① 5.2x	7.6%	0.1%	68.4%
Music: Solo Artist	Zedd	405	18.9%	① 9.9x	1.9%	0.0%	32.0%
Music: Solo Artist	Ingrid Michaelson	101	4.7%	① 59x	0.1%	0.0%	7.0%
Music: Solo Artist	Cardi B	350	16.4%	① 71x	0.2%	0.0%	29.5%
Music: Solo Artist	Christina Perri	202	9.5%	① 15x	0.6%	0.0%	15.0%
Music: Solo Artist	Gwen Stefani	316	14.8%	① 8.3x	1.8%	0.0%	24.1%
Music: Solo Artist	Pink	767	35.9%	① 3.7x	9.6%	0.1%	59.8%
Music: Solo Artist	Britney Spears	873	40.8%	① 2.8x	14.8%	0.3%	65.8%
Music: Solo Artist	Avril Lavigne	670	31.4%	① 4.1x	7.7%	0.0%	52.9%
Music: Solo Artist	John Legend	523	24.5%	① 8.6x	2.8%	0.0%	46.5%
Music: Solo Artist	Jake Miller	245	11.4%	① 41x	0.3%	0.0%	20.6%
Music: Solo Artist	Nicki Minaj	725	33.9%	① 5.1x	6.7%	0.1%	62.2%
Music: Solo Artist	Calvin Harris	531	24.9%	① 5.1x	4.8%	0.0%	45.2%
Music: Solo Artist	Justin Bieber	1,181	55.2%	2.9x ①	19.3%	0.3%	93.0%
Music: Solo Artist	Ross Lynch	434	20.3%	① 27x	0.8%	0.0%	40.6%
Music: Solo Artist	Bryson Tiller	232	10.8%	① 57x	0.2%	0.0%	20.0%
Music: Solo Artist	Lights	215	10.1%	① 72x	0.1%	0.0%	18.8%

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MUSIC

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe	Twitter distribution	avg.	from	to
Music: Band	twenty one pilots	902	42.2% ① 69x		0.6%	0.0%	30.2%
Music: Band	The 1975	869	40.6% ① 90x		0.5%	0.0%	32.4%
Music: Band	Panic! at the Disco	793	37.1% ① 65x		0.6%	0.0%	37.0%
Music: Band	Pentatonix	447	20.9% ① 55x		0.4%	0.0%	11.2%
Music: Band	Nat and Alex Wolff	405	18.9% ① 82x		0.2%	0.0%	12.3%
Music: Band	Imagine Dragons	552	25.8% ① 13x		2.0%	0.0%	27.1%
Music: Band	Bastille	320	15.0% ① 32x		0.5%	0.0%	14.0%
Music: Band	The Neighbourhood	245	11.4% ① >100x		0.1%	0.0%	6.7%
Music: Band	DNCE	236	11.0% ① 55x		0.2%	0.0%	10.0%
Music: Band	LANY	232	10.8% ① >100x		0.0%	0.0%	4.2%
Music: Band	Walk The Moon	194	9.1% ① 82x		0.1%	0.0%	7.8%
Music: Band	Echosmith	190	8.9% ① 55x		0.2%	0.0%	7.5%
Music: Band	Fall Out Boy	772	36.1% ① 46x		0.8%	0.0%	42.7%
Music: Band	Oh Wonder	143	6.7% ① >100x		0.0%	0.0%	2.7%
Music: Band	Bad Suns	139	6.5% ① >100x		0.0%	0.0%	3.2%
Music: Band	Arctic Monkeys	439	20.5% ① 22x		0.9%	0.0%	23.2%
Music: Band	Us the Duo	127	5.9% ① 54x		0.1%	0.0%	3.9%
Music: Band	Broods	89	4.1% ① >100x		0.0%	0.0%	3.1%
Music: Band	New Politics	84	3.9% ① >100x		0.0%	0.0%	3.9%
Music: Band	Lukas Graham	84	3.9% ① 44x		0.1%	0.0%	3.5%
Music: Band	Wet	76	3.6% ① >100x		0.0%	0.0%	1.5%
Music: Band	Young Rising Sons	76	3.6% ① >100x		0.0%	0.0%	2.1%
Music: Band	The Japanese House	72	3.4% ① >100x		0.0%	0.0%	2.2%
Music: Band	MisterWives	72	3.4% ① >100x		0.0%	0.0%	2.4%

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MUSIC (cont.)

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Music: Band	AJR	67	3.2%	① 79x		0.0%	0.0%	3.2%
Music: Band	Hippo Campus	59	2.8%	① >100x		0.0%	0.0%	1.5%
Music: Band	Transviolet	55	2.6%	① >100x		0.0%	0.0%	1.8%
Music: Band	X Ambassadors	55	2.6%	① 64x		0.0%	0.0%	2.2%
Music: Band	Smallpools	51	2.4%	① >100x		0.0%	0.0%	1.8%
Music: Band	As It Is	164	7.7%	① >100x		0.0%	0.0%	8.9%
Music: Band	Paramore	666	31.2%	① 13x		2.4%	0.0%	40.8%
Music: Band	MUNA	46	2.2%	① >100x		0.0%	0.0%	1.9%
Music: Band	Vinyl Theatre	46	2.2%	① >100x		0.0%	0.0%	1.7%
Music: Band	Cage The Elephant	164	7.7%	① 24x		0.3%	0.0%	9.0%
Music: Band	Megan and Liz	122	5.7%	① 82x		0.1%	0.0%	6.6%
Music: Band	Benn Suede	148	6.9%	① >100x		0.0%	0.0%	8.3%
Music: Band	Mumford & Sons	190	8.9%	① 25x		0.4%	0.0%	11.2%
Music: Band	Alex & Sierra	169	7.9%	① 36x		0.2%	0.0%	9.9%
Music: Band	Bleachers	93	4.3%	① >100x		0.0%	0.0%	5.4%
Music: Band	The Chainsmokers	245	11.4%	① 19x		0.6%	0.0%	15.6%
Music: Band	Cimorelli	219	10.3%	① 57x		0.2%	0.0%	14.3%
Music: Band	OneRepublic	342	16.0%	① 9.5x		1.7%	0.0%	23.1%
Music: Band	The Lumineers	164	7.7%	① 24x		0.3%	0.0%	10.6%
Music: Band	Years & Years	127	5.9%	① 30x		0.2%	0.0%	7.9%
Music: Band	Maroon 5	633	29.6%	① 4.7x		6.3%	0.0%	43.4%
Music: Band	Little Sea	93	4.3%	① >100x		0.0%	0.0%	5.7%
Music: Band	All Time Low	670	31.4%	① 68x		0.5%	0.0%	54.3%
Music: Band	The Maine	177	8.3%	① >100x		0.1%	0.0%	11.8%

![DemographicsPro]

MUSIC (cont.)

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Music: Band	Jayden Seeley	89	4.1%	① >100x		0.0%	0.0%	5.5%
Music: Band	Fifth Harmony	628	29.4%	① 20x		1.5%	0.0%	49.0%
Music: Band	MKTO	139	6.5%	① 59x		0.1%	0.0%	9.0%
Music: Band	Glass Animals	63	3.0%	① 99x		0.0%	0.0%	3.7%
Music: Band	PVRIS	177	8.3%	① >100x		0.1%	0.0%	12.2%
Music: Band	HAIM	266	12.4%	① 35x		0.4%	0.0%	19.1%
Music: Band	5 Seconds of Summ	915	42.8%	① 21x		2.1%	0.0%	77.3%
Music: Band	Owl City	245	11.4%	① 20x		0.6%	0.0%	17.2%
Music: Band	Karmin	93	4.3%	① 24x		0.2%	0.0%	5.9%
Music: Band	Grouplove	89	4.1%	① 69x		0.1%	0.0%	5.8%
Music: Band	Catfish And The Bo	143	6.7%	① >100x		0.1%	0.0%	10.1%
Music: Band	One Direction	1,101	51.5%	① 7.5x		6.9%	0.0%	91.5%
Music: Band	The Vamps	540	25.2%	① 33x		0.8%	0.0%	44.7%
Music: Band	We The Kings	228	10.7%	① >100x		0.1%	0.0%	17.2%
Music: Band	Of Monsters and M	122	5.7%	① 23x		0.3%	0.0%	8.4%
Music: Band	Paradise Fears	46	2.2%	① >100x		0.0%	0.0%	2.9%
Music: Band	The Cab	93	4.3%	① >100x		0.0%	0.0%	6.4%
Music: Band	Clean Bandit	80	3.7%	① 27x		0.1%	0.0%	5.3%
Music: Band	Parachute	84	3.9%	① 66x		0.1%	0.0%	5.8%
Music: Band	My Chemical Roma	354	16.6%	① 39x		0.4%	0.0%	29.9%
Music: Band	Boyce Avenue	135	6.3%	① 20x		0.3%	0.0%	9.8%
Music: Band	blink-182	380	17.8%	① 20x		0.9%	0.0%	33.0%
Music: Band	Oliver Kirby	63	3.0%	① >100x		0.0%	0.0%	4.4%
Music: Band	Jack & Jack	422	19.7%	① 66x		0.3%	0.0%	38.5%

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MUSIC (cont.)

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe			Twitter distribution	avg.	from	to
Music: Band	Coldplay	607	28.4%	①	3.2x		8.8%	0.1%	46.5%
Music: Band	Green Day	434	20.3%	①	7.8x		2.6%	0.0%	37.2%
Music: Band	State Champs	173	8.1%	①	>100x		0.0%	0.0%	14.5%
Music: Band	Against The Curren	93	4.3%	①	72x		0.1%	0.0%	7.0%
Music: Band	Young the Giant	80	3.7%	①	62x		0.1%	0.0%	6.0%
Music: Band	Little Mix	687	32.1%	①	14x		2.2%	0.0%	68.3%
Music: Band	The Wombats	63	3.0%	①	99x		0.0%	0.0%	4.7%
Music: Band	3OH!3	72	3.4%	①	48x		0.1%	0.0%	5.3%
Music: Band	MAGIC!	67	3.2%	①	17x		0.2%	0.0%	4.9%
Music: Band	Hey Violet	257	12.0%	①	>100x		0.1%	0.0%	24.1%
Music: Band	Swim Deep	51	2.4%	①	>100x		0.0%	0.0%	3.7%
Music: Band	With Confidence	93	4.3%	①	>100x		0.0%	0.0%	7.4%
Music: Band	The Pretty Reckless	63	3.0%	①	30x		0.1%	0.0%	4.7%
Music: Band	R5	261	12.2%	①	32x		0.4%	0.0%	24.4%
Music: Band	Two Door Cinema C	148	6.9%	①	31x		0.2%	0.0%	12.9%
Music: Band	No Doubt	97	4.5%	①	9.9x		0.5%	0.0%	7.4%
Music: Band	CHVRCHES	131	6.1%	①	47x		0.1%	0.0%	11.2%
Music: Band	The Summer Set	169	7.9%	①	>100x		0.1%	0.0%	15.7%
Music: Band	Emblem3	257	12.0%	①	34x		0.3%	0.0%	25.0%
Music: Band	Maxx Danziger	59	2.8%	①	>100x		0.0%	0.0%	4.7%
Music: Band	Mayday Parade	346	16.2%	①	>100x		0.1%	0.0%	37.8%
Music: Band	Never Shout Never	135	6.3%	①	>100x		0.1%	0.0%	12.3%
Music: Band	The Veronicas	72	3.4%	①	37x		0.1%	0.0%	5.8%
Music: Band	Moose Blood	59	2.8%	①	>100x		0.0%	0.0%	4.8%

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DemographicsPro

MUSIC (cont.)

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Music: Band	Rixton	76	3.6%	① 44x		0.1%	0.0%	6.3%
Music: Band	Sleeping With Siren	460	21.5%	① 61x		0.3%	0.0%	54.6%
Music: Band	Icona Pop	59	2.8%	① 13x		0.2%	0.0%	4.6%
Music: Band	Nirvana	122	5.7%	① 9.2x		0.6%	0.0%	10.9%
Music: Band	Knuckle Puck	89	4.1%	① >100x		0.0%	0.0%	8.1%
Music: Band	Neck Deep	127	5.9%	① >100x		0.0%	0.0%	12.2%
Music: Band	Pierce The Veil	434	20.3%	① 60x		0.3%	0.0%	55.8%
Music: Band	IM5 Band	51	2.4%	① 79x		0.0%	0.0%	4.3%
Music: Band	Robots With Raygu	59	2.8%	① 7.3x		0.4%	0.0%	4.7%
Music: Band	The Icarus Account	97	4.5%	① 32x		0.1%	0.0%	9.5%
Music: Band	Foster The People	164	7.7%	① 12x		0.7%	0.0%	17.6%
Music: Band	Go Radio	55	2.6%	① >100x		0.0%	0.0%	5.2%
Music: Band	Red Hot Chili Pepp	202	9.5%	① 5.4x		1.8%	0.0%	20.6%
Music: Band	The Killers	194	9.1%	① 6.0x		1.5%	0.0%	19.8%
Music: Band	Real Friends	114	5.3%	① >100x		0.0%	0.0%	12.4%
Music: Band	Cody Carson	63	3.0%	① >100x		0.0%	0.0%	6.2%
Music: Band	A Day to Remembe	346	16.2%	① 52x		0.3%	0.0%	49.0%
Music: Band	Bring Me the Horizo	388	18.1%	① 38x		0.5%	0.0%	55.9%
Music: Band	You Me At Six	240	11.2%	① 94x		0.1%	0.0%	31.9%
Music: Band	Hot Chelle Rae	76	3.6%	① 39x		0.1%	0.0%	7.8%
Music: Band	Tonight Alive	139	6.5%	① >100x		0.1%	0.0%	17.0%
Music: Band	Of Mice & Men	299	14.0%	① 64x		0.2%	0.0%	45.3%
Music: Band	Linkin Park	270	12.6%	① 4.5x		2.8%	0.0%	31.7%
Music: Band	Kalin and Myles	101	4.7%	① >100x		0.0%	0.0%	12.0%

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DemographicsPro

MEDIA

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe	Twitter distribution	avg.	from	to
Media: Blogs	Smosh	814	38.1% ① 65x		0.6%	0.0%	36.1%
Media: Blogs	Buzzfeed	666	31.2% ① 18x		1.8%	0.0%	28.5%
Media: Magazines	Seventeen	375	17.6% ① 33x		0.5%	0.0%	18.8%
Media: Blogs	Sourcefed	122	5.7% ① >100x		0.0%	0.0%	5.0%
Media: Blogs	Famous Birthdays	223	10.5% ① 75x		0.1%	0.0%	11.7%
Media: TV channels	AMC Networks	380	17.8% ① 5.8x		3.0%	0.0%	27.5%
Media: Magazines	Teen Vogue	401	18.7% ① 14x		1.3%	0.0%	31.6%
Media: TV channels	MTV	877	41.0% ① 3.1x		13.4%	0.1%	64.6%
Media: Magazines	Billboard	384	17.9% ① 5.0x		3.6%	0.0%	34.8%
Media: Radio stations	iHeart Radio	215	10.1% ① 15x		0.7%	0.0%	22.9%
Media: TV channels	E! Entertainment	257	12.0% ① 5.8x		2.1%	0.0%	29.0%
Media: Radio stations	8Tracks	17	0.8% ① 16x		0.1%	0.0%	1.3%
Media: Blogs	DailyBooth	4	0.2% ① >100x		0.0%	0.0%	0.3%
Media: Blogs	UberFacts	312	14.6% ① 4.0x		3.6%	0.0%	30.8%
Media: TV channels	E! News	346	16.2% ① 4.1x		3.9%	0.0%	40.4%
Media: TV channels	CW TV Network	156	7.3% ① 14x		0.5%	0.0%	19.9%
Media: Magazines	Vogue	464	21.7% ① 3.6x		6.0%	0.0%	68.3%
Media: Blogs	Just Jared	89	4.1% ① 12x		0.3%	0.0%	10.7%
Media: TV channels	ABC	380	17.8% ① 3.6x		5.0%	0.0%	53.6%
Media: Magazines	People Magazine	249	11.6% ① 4.6x		2.5%	0.0%	37.2%
Media: Magazines	Elle	308	14.4% ① 4.9x		2.9%	0.0%	52.9%
Media: Blogs	Popsugar	131	6.1% ① 15x		0.4%	0.0%	21.7%
Media: TV channels	TLC	67	3.2% ① 13x		0.2%	0.0%	9.6%
Media: Magazines	Marie Claire	160	7.5% ① 7.3x		1.0%	0.0%	32.7%

KEY: Multipliers indicate the percentage of people analyzed within a category is e.g. 2.4x greater than Twitter average. Medals/colors show relative concentration of the demographic (see right).

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![DemographicsPro]

MEDIA (cont.)

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Media: Blogs	Zodiac Facts	101	4.7%	① 11x		0.4%	0.0%	18.1%
Media: Magazines	Kerrang! Magazine	152	7.1%	① 22x		0.3%	0.0%	35.1%
Media: Magazines	Cosmopolitan	215	10.1%	① 4.3x		2.4%	0.0%	42.9%
Media: Magazines	Variety	127	5.9%	① 6.5x		0.9%	0.0%	24.1%
Media: Blogs	Popcrush	30	1.4%	① 13x		0.1%	0.0%	3.8%
Media: TV channels	Nickelodeon	223	10.5%	① 5.1x		2.1%	0.0%	46.5%
Media: Blogs	Refinery29	127	5.9%	① 16x		0.4%	0.0%	27.8%
Media: TV channels	Warner Bros.	257	12.0%	② 2.3x		5.3%	0.0%	36.8%
Media: Online News	Broadway World	67	3.2%	① 39x		0.1%	0.0%	12.7%
Media: Magazines	In Style	164	7.7%	① 5.1x		1.5%	0.0%	35.7%
Media: Magazines	Allure Magazine	80	3.7%	① 16x		0.2%	0.0%	15.5%
Media: Radio stations	Radio Disney	21	1.0%	① 20x		0.1%	0.0%	2.8%
Media: Radio stations	iHeartRadio	38	1.8%	① 18x		0.1%	0.0%	6.1%
Media: Magazines	Glamour	156	7.3%	① 4.4x		1.6%	0.0%	35.6%
Media: Magazines	Harper's Bazaar	143	6.7%	① 6.8x		1.0%	0.0%	37.6%
Media: TV channels	Team Coco	72	3.4%	① 17x		0.2%	0.0%	14.3%
Media: TV channels	Food Network	122	5.7%	① 6.5x		0.9%	0.0%	27.6%
Media: Magazines	Vice	139	6.5%	① 8.5x		0.8%	0.0%	35.1%
Media: Blogs	Vogue Runway	139	6.5%	① 8.2x		0.8%	0.0%	38.5%
Media: TV channels	VH1	139	6.5%	① 4.6x		1.4%	0.0%	31.9%
Media: TV channels	USA Network	38	1.8%	① 14x		0.1%	0.0%	6.5%
Media: Magazines	W Magazine	131	6.1%	① 7.3x		0.8%	0.0%	35.4%
Media: TV channels	Comedy Central	80	3.7%	② 4.5x		0.8%	0.0%	14.0%
Media: Blogs	Texts From Last Nig	101	4.7%	② 13x		0.4%	0.0%	23.9%

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MEDIA (cont.)

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe	Twitter distribution	avg.	from	to
Media: TV channels	Lifetime TV	51	2.4% ① 18x		0.1%	0.0%	10.1%
Media: Blogs	Elite Daily	34	1.6% ① 14x		0.1%	0.0%	5.6%
Media: Magazines	Vanity Fair	164	7.7% ① 3.7x		2.1%	0.0%	43.2%
Media: TV channels	QVC	30	1.4% ① 28x		0.1%	0.0%	5.1%
Media: Blogs	People's Choice	76	3.6% ① 7.6x		0.5%	0.0%	16.8%
Media: Newspapers	Today	110	5.1% ② 4.7x		1.1%	0.0%	26.7%
Media: Blogs	Babble	13	0.6% ① 30x		0.0%	0.0%	1.9%
Media: TV channels	Cartoon Network	67	3.2% ① 6.9x		0.5%	0.0%	15.8%
Media: Magazines	US Weekly	93	4.3% ① 6.1x		0.7%	0.0%	23.9%
Media: TV channels	NBC	211	9.9% 2.6x ③		3.8%	0.0%	51.0%
Media: Blogs	TMZ	143	6.7% ② 3.8x		1.8%	0.0%	38.3%
Media: TV channels	TBS Network	17	0.8% ① 13x		0.1%	0.0%	2.7%
Media: Blogs	Hollywood Reporter	105	4.9% ② 3.9x		1.3%	0.0%	26.7%
Media: Blogs	Who What Wear	101	4.7% ① 6.6x		0.7%	0.0%	33.1%
Media: Blogs	Fashionista.com	101	4.7% ① 5.6x		0.8%	0.0%	35.0%
Media: TV channels	Showtime	55	2.6% ① 4.6x		0.6%	0.0%	10.5%
Media: Blogs	OMG Facts	135	6.3% ③ 3.6x		1.8%	0.0%	31.9%
Media: Magazines	Style Watch	46	2.2% ① 9.0x		0.2%	0.0%	11.7%
Media: Blogs	World Star Hiphop	59	2.8% ① 20x		0.1%	0.0%	18.1%
Media: Blogs	The Onion	143	6.7% ③ 4.4x		1.5%	0.0%	48.0%
Media: Blogs	The Wrap	30	1.4% ① 12x		0.1%	0.0%	6.6%
Media: Magazines	OK! Magazine	30	1.4% ① 9.9x		0.1%	0.0%	7.4%
Media: Magazines	O The Oprah Maga	63	3.0% ② 6.3x		0.5%	0.0%	20.9%
Media: Magazines	TWIST magazine	42	2.0% ① 25x		0.1%	0.0%	13.9%

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MEDIA (cont.)

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Media: Blogs	Thought catalog	25	1.2%	① 13x		0.1%	0.0%	6.0%
Media: Magazines	Glam	17	0.8%	① 16x		0.1%	0.0%	3.6%
Media: Newspapers	Women's Wear Dail	72	3.4%	① 5.1x		0.7%	0.0%	31.1%
Media: Blogs	Zap2It	17	0.8%	① 16x		0.1%	0.0%	3.8%
Media: Magazines	Heat World	8	0.4%	① >100x		0.0%	0.0%	1.6%
Media: Blogs	IGN	84	3.9%	② 3.9x		1.0%	0.0%	41.3%
Media: Magazines	Food and Wine	63	3.0%	② 4.0x		0.7%	0.0%	21.5%
Media: Blogs	Nerdist	51	2.4%	① 15x		0.2%	0.0%	21.4%
Media: Radio stations	Capital FM	55	2.6%	② 9.2x		0.3%	0.0%	21.0%
Media: Magazines	Inked Magazine	21	1.0%	① 9.0x		0.1%	0.0%	4.8%
Media: Blogs	Comic Book Movie	17	0.8%	① 20x		0.0%	0.0%	4.1%
Media: Blogs	Deadline	38	1.8%	① 7.4x		0.2%	0.0%	12.3%
Media: TV channels	A & E	38	1.8%	② 4.4x		0.4%	0.0%	9.3%
Media: TV channels	Bravo TV	51	2.4%	① 9.1x		0.3%	0.0%	23.2%
Media: Newspapers	The Times	76	3.6%	② 3.8x		0.9%	0.0%	52.3%
Media: Magazines	SELF Magazine	30	1.4%	① 9.9x		0.1%	0.0%	9.7%
Media: Blogs	Mashable	110	5.1%	③ 2.2x		2.4%	0.0%	38.5%
Media: TV channels	HGTV	34	1.6%	② 11x		0.1%	0.0%	13.2%
Media: Blogs	Men's Humor	63	3.0%	③ 4.3x		0.7%	0.0%	27.2%
Media: Magazines	Bon Appetit	46	2.2%	② 4.9x		0.4%	0.0%	20.1%
Media: Magazines	L.A. Weekly	25	1.2%	① 11x		0.1%	0.0%	8.8%
Media: Magazines	PAPER Magazine	34	1.6%	① 8.3x		0.2%	0.0%	15.8%
Media: Blogs	All K POP	59	2.8%	① 12x		0.2%	0.0%	66.8%
Media: Magazines	Love	42	2.0%	① 5.5x		0.4%	0.0%	25.0%

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MEDIA (cont.)

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Media: Blogs	Soompi	51	2.4%	① 20x		0.1%	0.0%	58.0%
Media: Blogs	Pitch Fork Media	59	2.8%	② 3.2x		0.9%	0.0%	48.2%
Media: Blogs	Huffington Post Ent	13	0.6%	① 7.4x		0.1%	0.0%	3.1%
Media: Newspapers	LA Times	76	3.6%	③ 2.0x		1.7%	0.0%	29.7%
Media: Blogs	Wet Paint	13	0.6%	① 9.9x		0.1%	0.0%	3.5%
Media: Blogs	Uproxx	17	0.8%	① 8.8x		0.1%	0.0%	6.3%
Media: Magazines	GQ	55	2.6%	③ 2.1x		1.3%	0.0%	29.8%
Media: Magazines	Women's Health	38	1.8%	③ 3.1x		0.6%	0.0%	15.9%
Media: Blogs	Hollywood Life	17	0.8%	② 4.4x		0.2%	0.0%	5.0%
Media: TV channels	SYFY	21	1.0%	② 6.2x		0.2%	0.0%	8.5%
Media: TV channels	Travel Channel	34	1.6%	③ 2.7x		0.6%	0.0%	11.1%
Media: TV channels	KBS	42	2.0%	① 12x		0.2%	0.0%	73.3%
Media: Blogs	Kotaku	34	1.6%	① 5.6x		0.3%	0.0%	27.1%
Media: Blogs	Celebuzz	21	1.0%	② 4.1x		0.2%	0.0%	6.9%
Media: Magazines	Fitness	25	1.2%	① 5.4x		0.2%	0.0%	11.4%
Media: Magazines	Game Informer	34	1.6%	② 4.4x		0.4%	0.0%	28.1%
Media: Radio stations	Sirius XM	21	1.0%	② 7.0x		0.1%	0.0%	9.4%
Media: TV channels	TV Guide	25	1.2%	② 4.1x		0.3%	0.0%	11.7%
Media: Blogs	Gamespot	38	1.8%	② 3.0x		0.6%	0.0%	27.7%
Media: TV channels	DIY Network	13	0.6%	② 8.5x		0.1%	0.0%	4.2%
Media: Magazines	Architectural Digest	25	1.2%	② 4.7x		0.3%	0.0%	12.9%
Media: Blogs	9GAG	76	3.6%			2.0%	0.0%	41.4%
Media: Blogs	Food52	21	1.0%	② 5.8x		0.2%	0.0%	10.0%
Media: Online News	HuffPost Video	8	0.4%	① 6.6x		0.1%	0.0%	2.1%

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DemographicsPro

SPORT

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe			Twitter distribution	avg.	from	to
Sport: Sports followed	Gymnastics	204	9.5%	4.0x	①		2.4%	0.0%	55.9%
Sport: Sports followed	Extreme sports	68	3.2%	5.6x	②		0.6%	0.0%	21.8%
Sport: Sports followed	Snowboarding	87	4.1%	5.3x	②		0.8%	0.0%	35.2%
Sport: Sports followed	Surfing	87	4.1%	3.0x	②		1.4%	0.0%	33.9%
Sport: Sports followed	Hockey	102	4.8%	3.5x	③		1.4%	0.0%	82.3%
Sport: Sports followed	Swimming	126	5.9%	1.9x	③		3.1%	0.0%	48.4%
Sport: Sports followed	Figure skating	58	2.7%	5.0x	②		0.5%	0.0%	28.4%
Sport: Sports followed	American football	92	4.3%				2.2%	0.1%	92.3%
Sport: Teams supporte	Fairbanks Ice Dogs	4	0.2%	>100x	①		0.0%	0.0%	0.3%
Sport: Teams supporte	3RUN	4	0.2%	>100x	①		0.0%	0.0%	0.3%
Sport: Teams supporte	Chauncy Smart	13	0.6%	>100x	①		0.0%	0.0%	1.1%
Sport: Teams supporte	Pittsburgh Penguin	46	2.2%	18x	①		0.1%	0.0%	31.8%
Sport: Teams supporte	Los Angeles Kings	42	2.0%	9.9x	①		0.2%	0.0%	26.4%
Sport: Teams supporte	Chicago Blackhawk	42	2.0%	10x	②		0.2%	0.0%	30.9%
Sport: Teams supporte	Boston Bruins	38	1.8%	15x	①		0.1%	0.0%	28.0%
Sport: Teams supporte	San Francisco Gian	30	1.4%	5.1x	②		0.3%	0.0%	18.0%
Sport: Teams supporte	New York Yankees	38	1.8%	3.8x	③		0.5%	0.0%	26.1%
Sport: Teams supporte	Toronto Blue Jays	34	1.6%	7.9x	①		0.2%	0.0%	35.5%
Sport: Teams supporte	New York Rangers	25	1.2%	8.5x	②		0.1%	0.0%	21.1%
Sport: Teams supporte	Michigan Wolverine	13	0.6%	20x	①		0.0%	0.0%	5.6%
Sport: Teams supporte	New England Patric	38	1.8%	2.8x	③		0.6%	0.0%	28.3%
Sport: Teams supporte	Stephen F. Austin L	4	0.2%	>100x	①		0.0%	0.0%	1.0%
Sport: Teams supporte	Boston Red Sox	30	1.4%	4.9x	②		0.3%	0.0%	30.3%
Sport: Teams supporte	Oklahoma City Thu	30	1.4%	2.8x	③		0.5%	0.0%	21.0%

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DemographicsPro

SPORT

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Sport: Sports followed	Gymnastics	204	9.5%	4.0x ①		2.4%	0.0%	55.9%
Sport: Sports followed	Extreme sports	68	3.2%	② 5.6x		0.6%	0.0%	21.8%
Sport: Sports followed	Snowboarding	87	4.1%	② 5.3x		0.8%	0.0%	35.2%
Sport: Sports followed	Surfing	87	4.1%	② 3.0x		1.4%	0.0%	33.9%
Sport: Sports followed	Hockey	102	4.8%	③ 3.5x		1.4%	0.0%	82.3%
Sport: Sports followed	Swimming	126	5.9%	③ 1.9x		3.1%	0.0%	48.4%
Sport: Sports followed	Figure skating	58	2.7%	② 5.0x		0.5%	0.0%	28.4%
Sport: Sports followed	American football	92	4.3%			2.2%	0.1%	92.3%
Sport: Sports followed	Water polo	10	0.5%	① 45x		0.0%	0.0%	2.4%
Sport: Sports followed	Ice skating	10	0.5%	① 15x		0.0%	0.0%	2.9%
Sport: Sports followed	Skiing	44	2.0%	③ 2.7x		0.8%	0.0%	57.0%
Sport: Sports followed	Waterskiing/Wakeb	15	0.7%	① 5.2x		0.1%	0.0%	7.0%
Sport: Sports followed	Climbing	19	0.9%	③ 3.2x		0.3%	0.0%	9.9%
Sport: Sports followed	Bowling	10	0.5%	② 9.1x		0.1%	0.0%	6.9%
Sport: Sports followed	Softball	10	0.5%	② 11x		0.0%	0.0%	11.1%
Sport: Sports followed	Beach volleyball	10	0.5%	③ 3.5x		0.1%	0.0%	6.9%
Sport: Sports followed	Archery	5	0.2%	① 23x		0.0%	0.0%	2.7%
Sport: Sports followed	Baseball	112	5.2%			2.6%	0.1%	79.7%
Sport: Sports followed	Boxing	121	5.7%			4.3%	0.1%	65.1%
Sport: Sports followed	Fishing	5	0.2%			0.1%	0.0%	13.8%
Sport: Sports followed	Cricket	10	0.5%			0.5%	0.0%	82.3%
Sport: Sports followed	Wrestling	68	3.2%			2.8%	0.1%	75.8%
Sport: Sports followed	Volleyball	19	0.9%			0.7%	0.0%	36.8%
Sport: Sports followed	Nascar	10	0.5%			0.5%	0.0%	22.5%

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LOW - Bottom 30% of all Twitter accounts:

SPORT

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Sport: Teams supporte	Fairbanks Ice Dogs	4	0.2%	① >100x		0.0%	0.0%	0.3%
Sport: Teams supporte	3RUN	4	0.2%	① >100x		0.0%	0.0%	0.3%
Sport: Teams supporte	Chauncy Smart	13	0.6%	① >100x		0.0%	0.0%	1.1%
Sport: Teams supporte	Pittsburgh Penguin	46	2.2%	18x ①		0.1%	0.0%	31.8%
Sport: Teams supporte	Los Angeles Kings	42	2.0%	① 9.9x		0.2%	0.0%	26.4%
Sport: Teams supporte	Chicago Blackhawk	42	2.0%	② 10x		0.2%	0.0%	30.9%
Sport: Teams supporte	Boston Bruins	38	1.8%	① 15x		0.1%	0.0%	28.0%
Sport: Teams supporte	San Francisco Gian	30	1.4%	② 5.1x		0.3%	0.0%	18.0%
Sport: Teams supporte	New York Yankees	38	1.8%	③ 3.8x		0.5%	0.0%	26.1%
Sport: Teams supporte	Toronto Blue Jays	34	1.6%	① 7.9x		0.2%	0.0%	35.5%
Sport: Teams supporte	New York Rangers	25	1.2%	② 8.5x		0.1%	0.0%	21.1%
Sport: Teams supporte	Michigan Wolverine	13	0.6%	① 20x		0.0%	0.0%	5.6%
Sport: Teams supporte	New England Patric	38	1.8%	③ 2.8x		0.6%	0.0%	28.3%
Sport: Teams supporte	Stephen F. Austin	4	0.2%	① >100x		0.0%	0.0%	1.0%
Sport: Teams supporte	Boston Red Sox	30	1.4%	② 4.9x		0.3%	0.0%	30.3%
Sport: Teams supporte	Oklahoma City Thu	30	1.4%	③ 2.8x		0.5%	0.0%	21.0%
Sport: Teams supporte	Baltimore Ravens	21	1.0%	② 5.5x		0.2%	0.0%	10.6%
Sport: Teams supporte	Carolina Panthers	25	1.2%	② 4.9x		0.2%	0.0%	19.2%
Sport: Teams supporte	Harlem Globetrotter	8	0.4%	② 6.6x		0.1%	0.0%	2.4%
Sport: Teams supporte	Seattle Seahawks	25	1.2%	③ 2.9x		0.4%	0.0%	13.6%
Sport: Teams supporte	San Antonio Spurs	30	1.4%	③ 2.1x		0.7%	0.0%	20.4%
Sport: Teams supporte	Atlanta Gladiators	4	0.2%	① >100x		0.0%	0.0%	1.2%
Sport: Teams supporte	Spokane Indians	4	0.2%	① >100x		0.0%	0.0%	1.2%
Sport: Teams supporte	Idaho Vandals foot	4	0.2%	① >100x		0.0%	0.0%	1.2%

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SPORT (cont.)

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Sport: Teams supporte	Union Hockey	4	0.2%	① >100x		0.0%	0.0%	1.2%
Sport: Teams supporte	Cleveland Cavaliers	30	1.4%	③ 2.3x		0.6%	0.0%	19.3%
Sport: Teams supporte	Minnesota Wild	21	1.0%	① 20x		0.1%	0.0%	23.3%
Sport: Teams supporte	Richmond Spiders	4	0.2%	① >100x		0.0%	0.0%	1.3%
Sport: Teams supporte	Angels	17	0.8%	② 7.2x		0.1%	0.0%	13.8%
Sport: Teams supporte	Pittsburgh Steelers	21	1.0%	③ 3.7x		0.3%	0.0%	14.8%
Sport: Teams supporte	Seattle Mariners	17	0.8%	② 11x		0.1%	0.0%	15.3%
Sport: Teams supporte	Westchester Knicks	4	0.2%	① >100x		0.0%	0.0%	1.3%
Sport: Teams supporte	Ottawa Senators	17	0.8%	① 13x		0.1%	0.0%	17.7%
Sport: Teams supporte	Chicago Cubs	21	1.0%	③ 4.3x		0.2%	0.0%	23.9%
Sport: Teams supporte	Denver Broncos	21	1.0%	③ 3.0x		0.3%	0.0%	13.2%
Sport: Teams supporte	Los Angeles Dodge	21	1.0%	③ 3.3x		0.3%	0.0%	18.5%
Sport: Teams supporte	Cincinnati Cyclones	4	0.2%	① >100x		0.0%	0.0%	1.4%
Sport: Teams supporte	Atlanta Braves	17	0.8%	② 7.9x		0.1%	0.0%	21.7%
Sport: Teams supporte	Green Bay Packers	21	1.0%	③ 2.7x		0.4%	0.0%	15.8%
Sport: Teams supporte	Vancouver Canucks	17	0.8%	② 7.2x		0.1%	0.0%	25.7%
Sport: Teams supporte	New York Mets	17	0.8%	② 4.6x		0.2%	0.0%	18.1%
Sport: Teams supporte	Toronto Maple Leaf	17	0.8%	② 4.9x		0.2%	0.0%	26.8%
Sport: Teams supporte	Northern Arizona Lu	4	0.2%	① >100x		0.0%	0.0%	1.6%
Sport: Teams supporte	Minnesota Vikings	13	0.6%	② 5.4x		0.1%	0.0%	11.7%
Sport: Teams supporte	Nashville Predators	13	0.6%	② 12x		0.1%	0.0%	22.4%
Sport: Teams supporte	Columbus Blue Jac	13	0.6%	② 12x		0.1%	0.0%	18.1%
Sport: Teams supporte	Buffalo Sabres	13	0.6%	② 12x		0.1%	0.0%	20.1%
Sport: Teams supporte	Calgary Flames	13	0.6%	② 8.5x		0.1%	0.0%	20.3%

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DemographicsPro

SPORT (cont.)

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Sport: Teams supporte	Baltimore Orioles	13	0.6%	② 6.6x		0.1%	0.0%	14.3%
Sport: Teams supporte	Edmonton Oilers	13	0.6%	② 7.4x		0.1%	0.0%	22.4%
Sport: Teams supporte	Washington Capital	13	0.6%	② 8.5x		0.1%	0.0%	18.8%
Sport: Teams supporte	Westfield Matildas	8	0.4%	① >100x		0.0%	0.0%	6.3%
Sport: Teams supporte	Chicago Bears	13	0.6%	③ 3.7x		0.2%	0.0%	11.5%
Sport: Teams supporte	Atlanta Falcons	13	0.6%	③ 3.7x		0.2%	0.0%	11.2%
Sport: Teams supporte	Atlanta Hawks	13	0.6%	③ 2.5x		0.2%	0.0%	16.9%
Sport: Teams supporte	Detroit Red Wings	13	0.6%	② 6.6x		0.1%	0.0%	27.8%
Sport: Teams supporte	Equipe de France	13	0.6%	③ 2.8x		0.2%	0.0%	32.9%
Sport: Teams supporte	Milwaukee Bucks	13	0.6%	③ 2.4x		0.3%	0.0%	14.1%
Sport: Teams supporte	Tahi Tims	4	0.2%	① >100x		0.0%	0.0%	2.1%
Sport: Teams supporte	Connecticut Huskie	4	0.2%	① >100x		0.0%	0.0%	2.1%
Sport: Teams supporte	Seattle Sounders F	8	0.4%	② 3.6x		0.1%	0.0%	8.5%
Sport: Teams supporte	New York Islanders	8	0.4%	② 5.6x		0.1%	0.0%	15.2%
Sport: Teams supporte	Tennessee Titans	8	0.4%	③ 4.9x		0.1%	0.0%	10.3%
Sport: Teams supporte	Tampa Bay Rays	8	0.4%	② 5.6x		0.1%	0.0%	14.0%
Sport: Teams supporte	Hartford Wolf Pack	4	0.2%	① >100x		0.0%	0.0%	2.9%
Sport: Teams supporte	Oakland Athletics	8	0.4%	② 4.9x		0.1%	0.0%	12.9%
Sport: Teams supporte	Buffalo Bills	8	0.4%	③ 3.9x		0.1%	0.0%	9.4%
Sport: Teams supporte	Tampa Bay Lightnir	8	0.4%	② 5.6x		0.1%	0.0%	20.4%
Sport: Teams supporte	Florida Panthers	8	0.4%	② 6.6x		0.1%	0.0%	16.0%
Sport: Teams supporte	Dallas Stars	8	0.4%	② 5.6x		0.1%	0.0%	19.8%
Sport: Teams supporte	Lehigh Valley IronP	4	0.2%	① >100x		0.0%	0.0%	3.0%
Sport: Teams supporte	Cruzeiro	8	0.4%	③ 3.0x		0.1%	0.0%	14.3%

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DemographicsPro

SPORT (cont.)

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Sport: Teams supporte	Cincinnati Reds	8	0.4%	③ 5.6x		0.1%	0.0%	17.0%
Sport: Teams supporte	Sevilla Atlético	4	0.2%	① >100x		0.0%	0.0%	2.9%
Sport: Teams supporte	Indianapolis Colts	8	0.4%	③ 3.9x		0.1%	0.0%	12.2%
Sport: Teams supporte	Texas Rangers	8	0.4%	③ 3.6x		0.1%	0.0%	20.8%
Sport: Teams supporte	Lincoln City FC	4	0.2%	① >100x		0.0%	0.0%	3.3%
Sport: Teams supporte	Cleveland Monsters	4	0.2%	① >100x		0.0%	0.0%	3.1%
Sport: Teams supporte	Houston Texans	8	0.4%			0.2%	0.0%	15.4%
Sport: Teams supporte	St. Louis Cardinals	8	0.4%	③ 3.3x		0.1%	0.0%	18.6%
Sport: Teams supporte	Detroit Tigers	8	0.4%	③ 3.3x		0.1%	0.0%	19.6%
Sport: Teams supporte	Maryland Terrapins	4	0.2%	① >100x		0.0%	0.0%	3.3%
Sport: Teams supporte	Everton L.F.C.	4	0.2%	① >100x		0.0%	0.0%	3.2%
Sport: Teams supporte	Providence Bruins	4	0.2%	① >100x		0.0%	0.0%	4.1%
Sport: Teams supporte	Halifax Mooseheads	4	0.2%	① >100x		0.0%	0.0%	3.7%
Sport: Teams supporte	Wisconsin Badgers	4	0.2%	② >100x		0.0%	0.0%	3.4%
Sport: Teams supporte	Seattle Reign FC	4	0.2%	① 20x		0.0%	0.0%	3.1%
Sport: Teams supporte	Durham Bulls	4	0.2%	① >100x		0.0%	0.0%	3.8%
Sport: Teams supporte	Beşiktaş JK	4	0.2%	② 6.6x		0.0%	0.0%	2.9%
Sport: Teams supporte	Washington Spirit	4	0.2%	① 9.9x		0.0%	0.0%	3.5%
Sport: Teams supporte	Ottawa Redblacks	4	0.2%	① >100x		0.0%	0.0%	4.3%
Sport: Teams supporte	Australian Swim Te	4	0.2%	① >100x		0.0%	0.0%	4.1%
Sport: Teams supporte	Edmonton Eskimos	4	0.2%	① >100x		0.0%	0.0%	4.2%
Sport: Teams supporte	Wilkes-Barre/Scran	4	0.2%	① >100x		0.0%	0.0%	5.2%
Sport: Teams supporte	Charlton Athletic F(	4	0.2%	② 9.9x		0.0%	0.0%	5.4%
Sport: Teams supporte	Kansas Jayhawks N	4	0.2%	② 20x		0.0%	0.0%	4.9%

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DemographicsPro

Analyzed List: **PopCultureWarriorsToUploadtoDe**

BRAND AFFINITIES

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Brands: Stores & shop	Sephora	915	42.8%	① 35x		1.2%	0.0%	41.2%
Brands: Cafes	Starbucks	839	39.3%	① 5.5x		7.1%	0.1%	39.7%
Brands: Beauty	Benefit Cosmetics	797	37.3%	① 59x		0.6%	0.0%	24.3%
Brands: Beauty	MAC Cosmetics	734	34.3%	① 32x		1.1%	0.0%	27.4%
Brands: Beauty	Make up for ever	586	27.4%	① 83x		0.3%	0.0%	14.2%
Brands: Stores & shop	Ulta	569	26.6%	① >100x		0.2%	0.0%	12.9%
Brands: Clothing	Forever 21	552	25.8%	① 16x		1.6%	0.0%	22.6%
Brands: Fast food	Taco Bell	510	23.9%	① 23x		1.0%	0.0%	21.5%
Brands: Beauty	Bobbi Brown	481	22.5%	① 73x		0.3%	0.0%	15.0%
Brands: Clothing	Urban Outfitters	502	23.5%	① 26x		0.9%	0.0%	24.2%
Brands: Beauty	CoverGirl	396	18.5%	① 49x		0.4%	0.0%	10.6%
Brands: Social media	Tumblr	380	17.8%	① 8.1x		2.2%	0.0%	14.0%
Brands: Stores & shop	Aeropostale	337	15.8%	① 38x		0.4%	0.0%	14.9%
Brands: Beauty	Clinique	320	15.0%	① 54x		0.3%	0.0%	10.6%
Brands: Beauty	Estée Lauder	312	14.6%	① 58x		0.3%	0.0%	12.4%
Brands: Stores & shop	American Eagle	295	13.8%	① 29x		0.5%	0.0%	10.3%
Brands: Stores & shop	PacSun	278	13.0%	① 69x		0.2%	0.0%	10.6%
Brands: Fast food	Chipotle	257	12.0%	① 50x		0.2%	0.0%	9.6%
Brands: Beauty	Revlon	422	19.7%	① 52x		0.4%	0.0%	20.9%
Brands: Stores & shop	Bath & Body Works	211	9.9%	① 70x		0.1%	0.0%	7.3%
Brands: Beauty	OPI Nail	207	9.7%	① 69x		0.1%	0.0%	8.7%
Brands: Casual dining	Denny's Diner	186	8.7%	① 67x		0.1%	0.0%	7.4%
Brands: Beauty	Lancome	278	13.0%	① 45x		0.3%	0.0%	13.8%
Brands: Fast food	Panera Bread	152	7.1%	① 47x		0.1%	0.0%	7.0%

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DemographicsPro

BRAND AFFINITIES (cont.)

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Brands: Clothing	Victoria's Secret	675	31.6%	① 7.2x		4.4%	0.0%	36.8%
Brands: Social media	Influenster	105	4.9%	① 99x		0.1%	0.0%	5.0%
Brands: Beauty	Maybelline	489	22.9%	① 29x		0.8%	0.0%	28.0%
Brands: Fast food	Cinnabon	55	2.6%	① 28x		0.1%	0.0%	2.4%
Brands: Stores & shop	Hollister	181	8.5%	① 13x		0.7%	0.0%	9.8%
Brands: Clothing	Free People	186	8.7%	① 43x		0.2%	0.0%	10.4%
Brands: Snacks	Oreo Cookie	164	7.7%	① 9.6x		0.8%	0.0%	9.0%
Brands: Casual dining	IHOP	97	4.5%	① 30x		0.1%	0.0%	5.1%
Brands: Stores & shop	Target Style	396	18.5%	① 17x		1.1%	0.0%	24.9%
Brands: Beauty	Zoya Nail Polish	89	4.1%	① 46x		0.1%	0.0%	4.9%
Brands: Snacks	Pop-Tarts	46	2.2%	① 72x		0.0%	0.0%	2.4%
Brands: Stores & shop	American Apparel	219	10.3%	① 31x		0.3%	0.0%	13.8%
Brands: Fast food	Wendy's	312	14.6%	① 16x		0.9%	0.0%	20.3%
Brands: Beauty	L'Oréal	384	17.9%	① 26x		0.7%	0.0%	26.5%
Brands: Social media	YouTube	1,088	50.9%	① 2.1x		24.4%	1.0%	65.3%
Brands: Casual dining	Cheesecake Factor	105	4.9%	① 22x		0.2%	0.0%	6.2%
Brands: Snacks	Skittles	93	4.3%	① 15x		0.3%	0.0%	5.6%
Brands: Fast food	Dairy Queen	118	5.5%	① 24x		0.2%	0.0%	7.6%
Brands: Stores & shop	Hot Topic	363	17.0%	① 94x		0.2%	0.0%	28.5%
Brands: Online service	Social Blade	42	2.0%	① 49x		0.0%	0.0%	2.5%
Brands: Fast food	Krispy Kreme	110	5.1%	① 23x		0.2%	0.0%	7.4%
Brands: Online service	Hulu	127	5.9%	① 25x		0.2%	0.0%	8.8%
Brands: Games	The Sims	131	6.1%	① 23x		0.3%	0.0%	9.2%
Brands: Fast food	Steak 'N Shake	118	5.5%	① 79x		0.1%	0.0%	8.3%

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BRAND AFFINITIES (cont.)

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Brands: Fast food	Ben & Jerry's	93	4.3%	① 17x		0.3%	0.0%	6.2%
Brands: Snacks	Reeses	67	3.2%	① 21x		0.1%	0.0%	4.5%
Brands: Clothing	Topshop	358	16.8%	① 18x		0.9%	0.0%	31.9%
Brands: Fast food	Dominos	173	8.1%	① 6.7x		1.2%	0.0%	12.6%
Brands: Stores & shop	H & M	502	23.5%	① 6.4x		3.6%	0.0%	44.1%
Brands: Cafes	Dunkin Donuts	177	8.3%	① 13x		0.7%	0.0%	13.7%
Brands: Snacks	Pringles	89	4.1%	① 12x		0.3%	0.0%	6.4%
Brands: Stores & shop	Abercrombie & Fitcl	114	5.3%	① 9.2x		0.6%	0.0%	8.3%
Brands: Snacks	Starburst	72	3.4%	① 28x		0.1%	0.0%	5.1%
Brands: Beauty	Pantene	127	5.9%	① 18x		0.3%	0.0%	10.2%
Brands: Snacks	Hershey's	55	2.6%	① 21x		0.1%	0.0%	4.0%
Brands: Online service	Giphy	51	2.4%	① 10x		0.2%	0.0%	3.6%
Brands: Casual dining	Olive Garden	76	3.6%	① 19x		0.2%	0.0%	5.8%
Brands: Stores & shop	Macy's	156	7.3%	① 12x		0.6%	0.0%	13.3%
Brands: Beauty	Olay	63	3.0%	① 33x		0.1%	0.0%	5.0%
Brands: Fast food	Quiznos	38	1.8%	① 22x		0.1%	0.0%	2.7%
Brands: Entertainment	Disney	700	32.7%	① 3.2x		10.2%	0.1%	65.9%
Brands: Beauty	Chanel	426	19.9%	① 4.9x		4.1%	0.0%	42.3%
Brands: Casual dining	Applebee's	148	6.9%	① 16x		0.4%	0.0%	13.8%
Brands: Stores & shop	Barnes & Noble	46	2.2%	① 24x		0.1%	0.0%	3.7%
Brands : ORGs/Compi	Planned Parenthoo	118	5.5%	① 79x		0.1%	0.0%	11.3%
Brands: Fast food	Burger King	190	8.9%	① 4.4x		2.0%	0.0%	16.0%
Brands: Online service	Spotify	236	11.0%	① 5.0x		2.2%	0.0%	22.7%
Brands: Clothing	Old Navy	72	3.4%	① 16x		0.2%	0.0%	6.2%

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Twitter Demographic Analysis   Analyzed List: **PopCultureWarriorsToUploadtoDe**

BRAND AFFINITIES (cont.)

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Brands: Clothing	Marc Jacobs	346	16.2%	① 8.0x		2.0%	0.0%	39.4%
Brands: Online service	Pandora	76	3.6%	① 16x		0.2%	0.0%	6.7%
Brands: Fast food	Chick-Fil-A	143	6.7%	① 37x		0.2%	0.0%	15.0%
Brands: Stores & shop	Kohl's	101	4.7%	① 22x		0.2%	0.0%	9.9%
Brands: Clothing	Calvin Klein	274	12.8%	① 4.4x		2.9%	0.0%	27.9%
Brands: Snacks	KitKat	80	3.7%	① 8.7x		0.4%	0.0%	7.2%
Brands: Fast food	Subway	232	10.8%	① 5.0x		2.2%	0.0%	22.7%
Brands: Fast food	Sonic Drive In	67	3.2%	① 23x		0.1%	0.0%	6.2%
Brands: Shoes	Vans	228	10.7%	① 8.1x		1.3%	0.0%	25.1%
Brands: Stores & shop	Zara	211	9.9%	① 8.9x		1.1%	0.0%	23.8%
Brands: Bags	Burberry	325	15.2%	① 5.2x		2.9%	0.0%	37.1%
Brands: Casual dining	Red Robin	42	2.0%	① 28x		0.1%	0.0%	3.7%
Brands: eCommerce	Live Nation	114	5.3%	① 15x		0.4%	0.0%	11.8%
Brands: Clothing	Christian Dior	363	17.0%	① 3.9x		4.4%	0.0%	40.2%
Brands: Snacks	Lays	84	3.9%	① 9.9x		0.4%	0.0%	8.2%
Brands: Stores & shop	J.C. Penney	72	3.4%	① 14x		0.2%	0.0%	7.0%
Brands: eCommerce	Asos	223	10.5%	① 16x		0.6%	0.0%	29.0%
Brands: Bags	Michael Kors	257	12.0%	① 6.9x		1.8%	0.0%	31.3%
Brands: Bags	Louis Vuitton	363	17.0%	① 3.6x		4.7%	0.0%	41.4%
Brands: Clothing	Juicy Couture	51	2.4%	① 24x		0.1%	0.0%	4.9%
Brands: Shoes	Kate Spade	143	6.7%	① 21x		0.3%	0.0%	17.0%
Brands : ORGs/Compa	Human Rights Cam	127	5.9%	① 22x		0.3%	0.0%	14.7%
Brands: Stores & shop	Nordstrom	148	6.9%	① 14x		0.5%	0.0%	17.8%
Brands: Bags	Rebecca Minkoff	101	4.7%	① 22x		0.2%	0.0%	11.5%

DemographicsPro

BRAND AFFINITIES (cont.)

Category	Criteria	Size	Analyzed List: PopCultureWarriorsToUploadtoDe		Twitter distribution	avg.	from	to
Brands: Snacks	Snickers	59	2.8%	① 10x		0.3%	0.0%	5.7%
Brands: Online service	Vevo	333	15.6%	① 5.0x		3.1%	0.0%	40.8%
Brands: Bags	Gucci	202	9.5%	① 7.0x		1.4%	0.0%	24.8%
Brands: Entertainment	Marvel	342	16.0%	① 5.2x		3.1%	0.0%	45.9%
Brands: Snacks	Doritos	110	5.1%	① 6.9x		0.7%	0.0%	11.8%
Brands: eCommerce	Birchbox	84	3.9%	① 39x		0.1%	0.0%	9.8%
Brands: Fast food	Baskin-Robbins	38	1.8%	① 15x		0.1%	0.0%	3.6%
Brands: Clothing	Giorgio Armani	228	10.7%	① 4.7x		2.3%	0.0%	27.8%
Brands: Bags	Coach	89	4.1%	① 11x		0.4%	0.0%	10.0%
Brands: Clothing	Ralph Lauren	156	7.3%	① 4.5x		1.6%	0.0%	17.8%
Brands: Clothing	Modcloth	59	2.8%	① 69x		0.0%	0.0%	6.7%
Brands: Clothing	Betsey Johnson	89	4.1%	① 30x		0.1%	0.0%	11.0%
Brands : ORGs/Compa	PETA	76	3.6%	① 6.6x		0.5%	0.0%	8.2%
Brands: Clothing	Versace	223	10.5%	① 4.6x		2.3%	0.0%	30.0%
Brands: Entertainment	The Dark Lord	139	6.5%	① 8.9x		0.7%	0.0%	18.2%
Brands: eCommerce	Warby Parker	51	2.4%	① 79x		0.0%	0.0%	5.9%
Brands: Fast food	Little Caesar's	38	1.8%	① 16x		0.1%	0.0%	3.9%
Brands: Jewelry	Tiffany & Co.	160	7.5%	① 6.4x		1.2%	0.0%	21.2%
Brands: Casual dining	Chili's Grill & Bar	72	3.4%	① 11x		0.3%	0.0%	8.5%
Brands : ORGs/Compa	Glaad	89	4.1%	① 23x		0.2%	0.0%	11.8%
Brands: Casual dining	Red Lobster	51	2.4%	① 13x		0.2%	0.0%	5.7%
Brands: Stores & shop	Apple	329	15.4%	② 2.1x		7.3%	0.1%	35.7%
Brands: Clothing	Lululemon	110	5.1%	① 32x		0.2%	0.0%	16.2%
Brands: Stores & shop	Body Shop	97	4.5%	① 27x		0.2%	0.0%	13.8%

KEY: Multipliers indicate the percentage of people analyzed within a category is e.g. 2.4x greater than Twitter average. Medals/colors show relative concentration of the demographic (see right).

① Within the top 10% of all Twitter accounts
② Within the top 20% of all Twitter accounts
③ Within the top 30% of all Twitter accounts

HIGH - Top 30% of all Twitter accounts:
AVG - Mid 40% of all Twitter accounts:
LOW - Bottom 30% of all Twitter accounts: