

Demographic Table

#	Age	Gender	Platform	Education	Income	Length of Social Media Use (/year)	Frequency of Social Media Use
P1	65	man	YouTube, Facebook, Pinterest	Master's degree (e.g., MA, MS, MEd)	\$100,000+	>10	Daily
P2	69	woman	Instagram, Facebook	Bachelor's degree (e.g., BA, BS)	N/A	2-5	Daily
P3	63	woman	TikTok, Instagram, Facebook	Associate degree (e.g., AA, AS)	\$100,000+	>10	Daily
P4	73	man	YouTube, Facebook, Twitter, Post	Professional degree (e.g., MD, DDS, DVM)	\$25,000 - \$49,999	>10	Daily
P5	69	man	YouTube, Facebook	Bachelor's degree (e.g., BA, BS)	\$75,000 - \$99,999	5-10	Daily
P6	73	woman	YouTube, Instagram, Facebook, Pinterest	Secondary education or high school diploma	\$50,000 - \$74,999	>10	Daily
P7	62	woman	YouTube, Instagram, Facebook	Secondary education or high school diploma	\$10,000 - \$24,999	5-10	Daily
P8	57	man	YouTube, Instagram, Facebook, Pinterest, Threads, Reddit	Bachelor's degree (e.g., BA, BS)	\$75,000 - \$99,999	>10	Daily
P9	58	woman	TikTok, YouTube, Instagram, Facebook, Pinterest	Associate degree (e.g., AA, AS)	\$50,000 - \$74,999	>10	Daily
P10	68	woman	YouTube, Facebook, Pinterest	Master's degree (e.g., MA, MS, MEd)	/	>10	Daily
P11	60	woman	YouTube, Instagram, Facebook, Pinterest, X, Twitter	Master's degree (e.g., MA, MS, MEd)	\$75,000 - \$99,999	>10	Daily
P12	62	woman	Facebook	Bachelor's degree (e.g., BA, BS)	\$50,000 - \$74,999	>10	Daily
P13	55	woman	YouTube, Facebook, Pinterest, Twitter	Bachelor's degree (e.g., BA, BS)	\$10,000 - \$24,999	>10	Daily
P14	58	man	YouTube, Facebook, WhatsApp	Master's degree (e.g., MA, MS, MEd)	\$100,000+	>10	Daily
P15	61	man	YouTube, Facebook	Bachelor's degree (e.g., BA, BS)	\$50,000 - \$74,999	>10	Several times a week