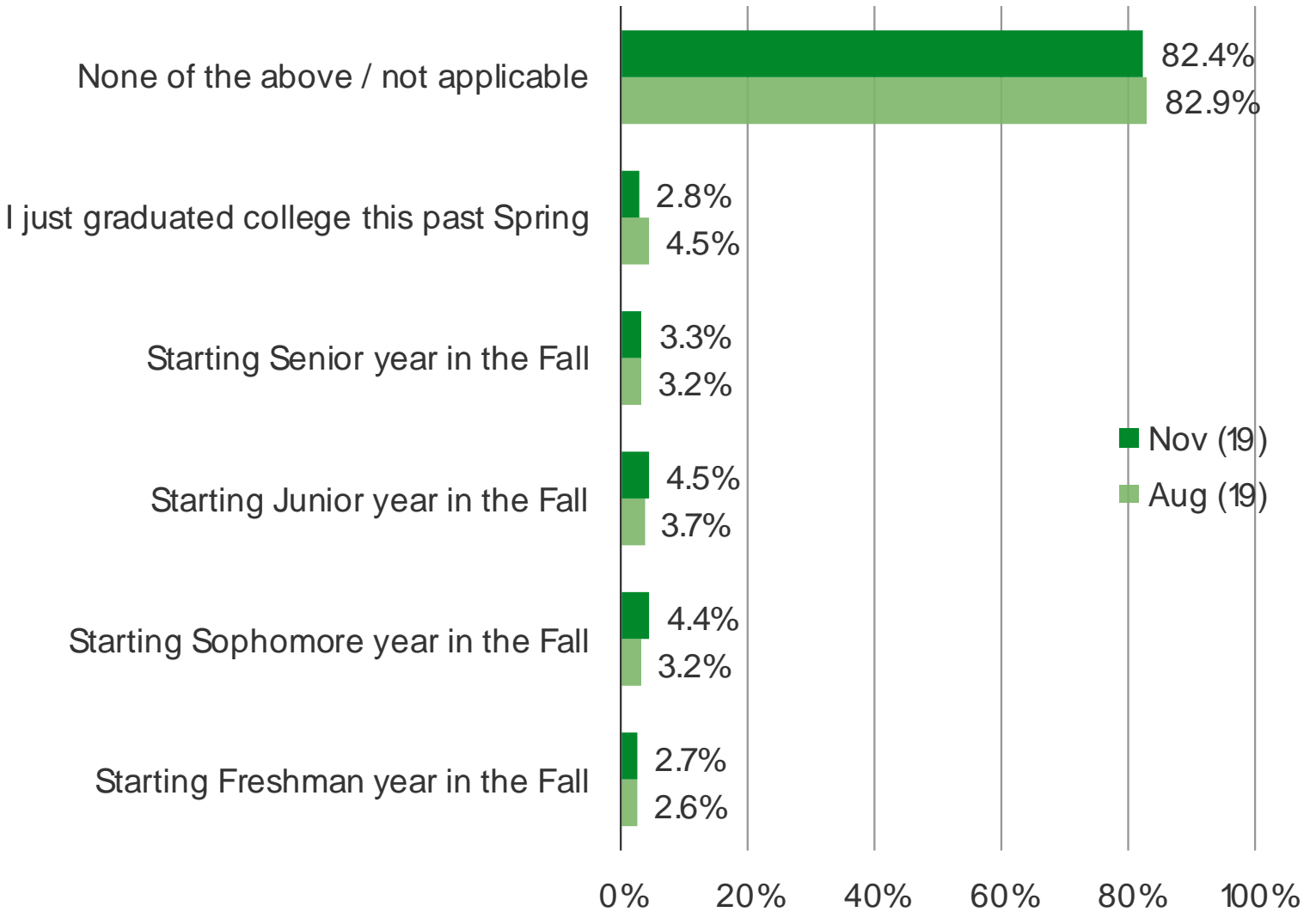


# SOCIAL MEDIA HIGH SCHOOL TO COLLEGE TRANSITIONS

ARE YOU CURRENTLY IN COLLEGE OR STARTING COLLEGE IN THE FALL?

Posed to all respondents.

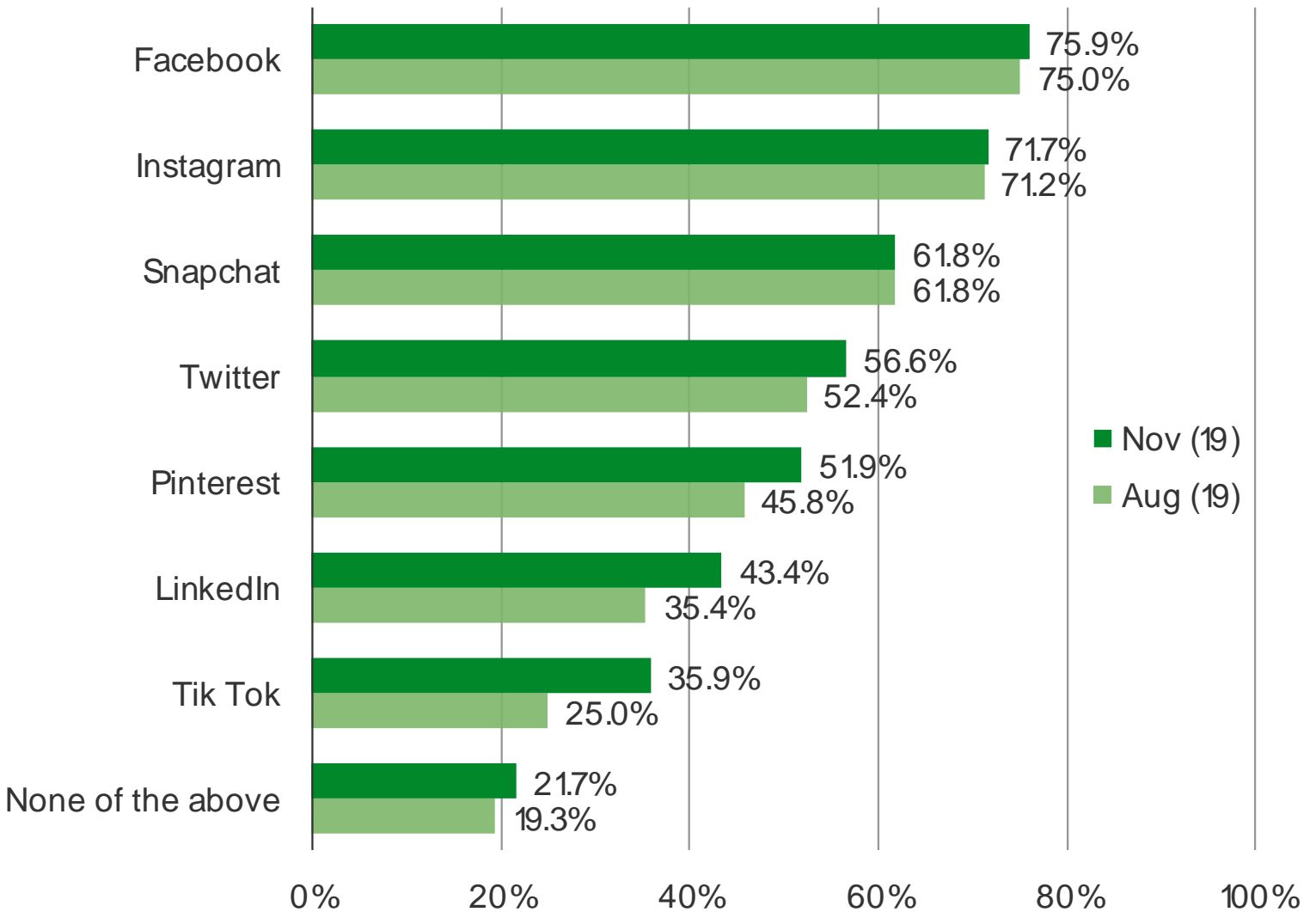


N = 1201

Social Media College Transitions

DO YOU CURRENTLY USE THE FOLLOWING SITES/APPS? (SELECT ALL THAT APPLY)

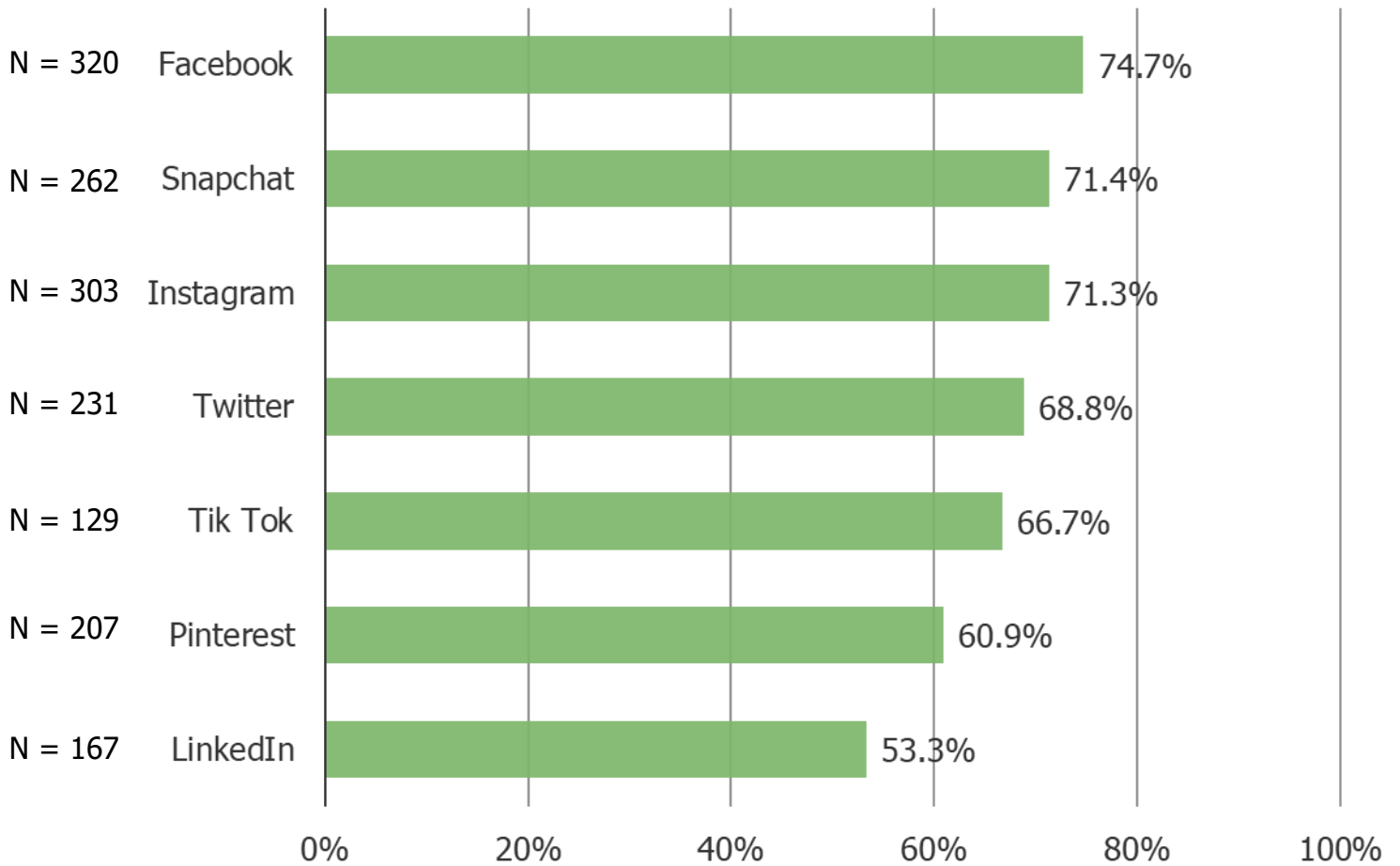
Posed to respondents who are rising freshman, sophomores, juniors, seniors, and recent graduates this past Spring.



N = 212 in Nov (19)

DID YOU USE THE FOLLOWING SITES/APPS WHILE IN HIGH SCHOOL?

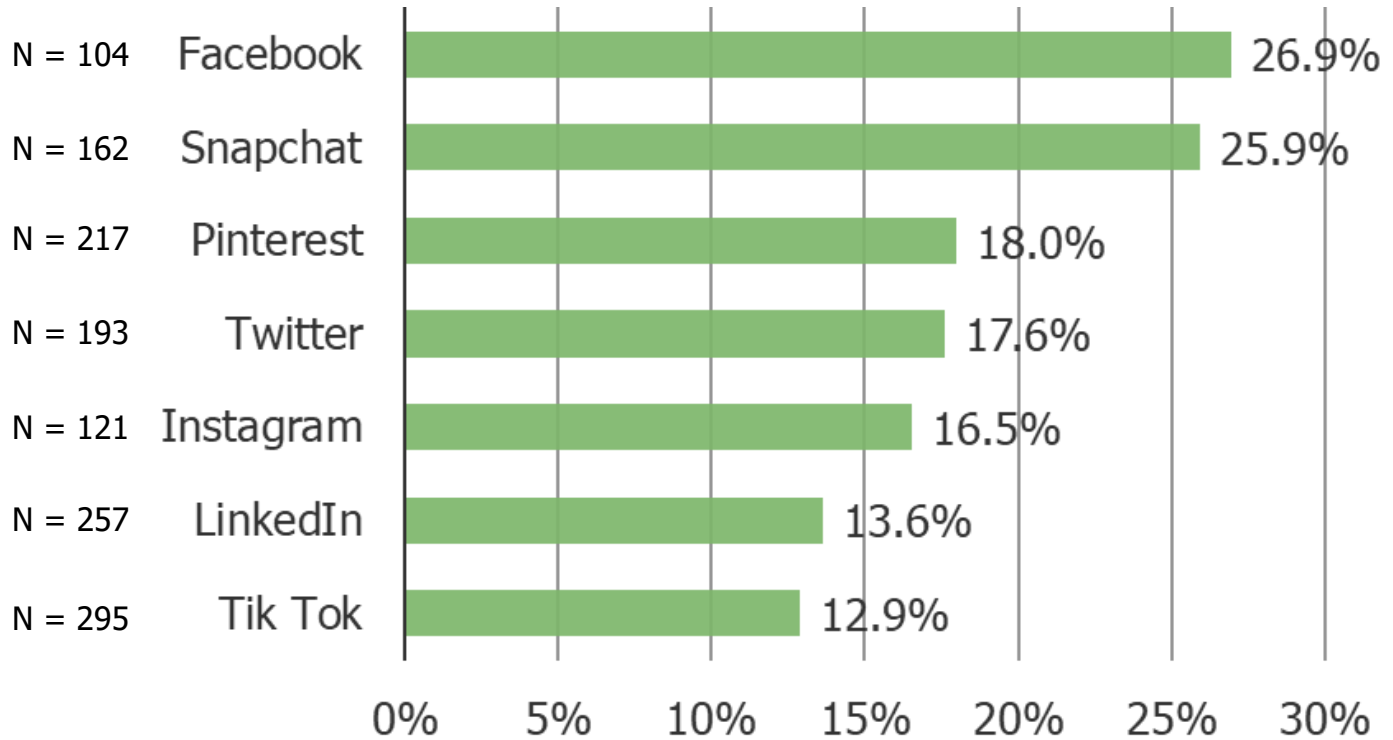
Posed to respondents who are rising freshman, sophomores, juniors, seniors, and recent graduates this past Spring... **WHO CURRENTLY USE EACH OF THE FOLLOWING.**



\*Data from November and August combined to achieve higher N's.

DID YOU USE THE FOLLOWING SITES/APPS WHILE IN HIGH SCHOOL?

Posed to respondents who are rising freshman, sophomores, juniors, seniors, and recent graduates this past Spring... **WHO DO NOT CURRENTLY USE EACH OF THE FOLLOWING.**

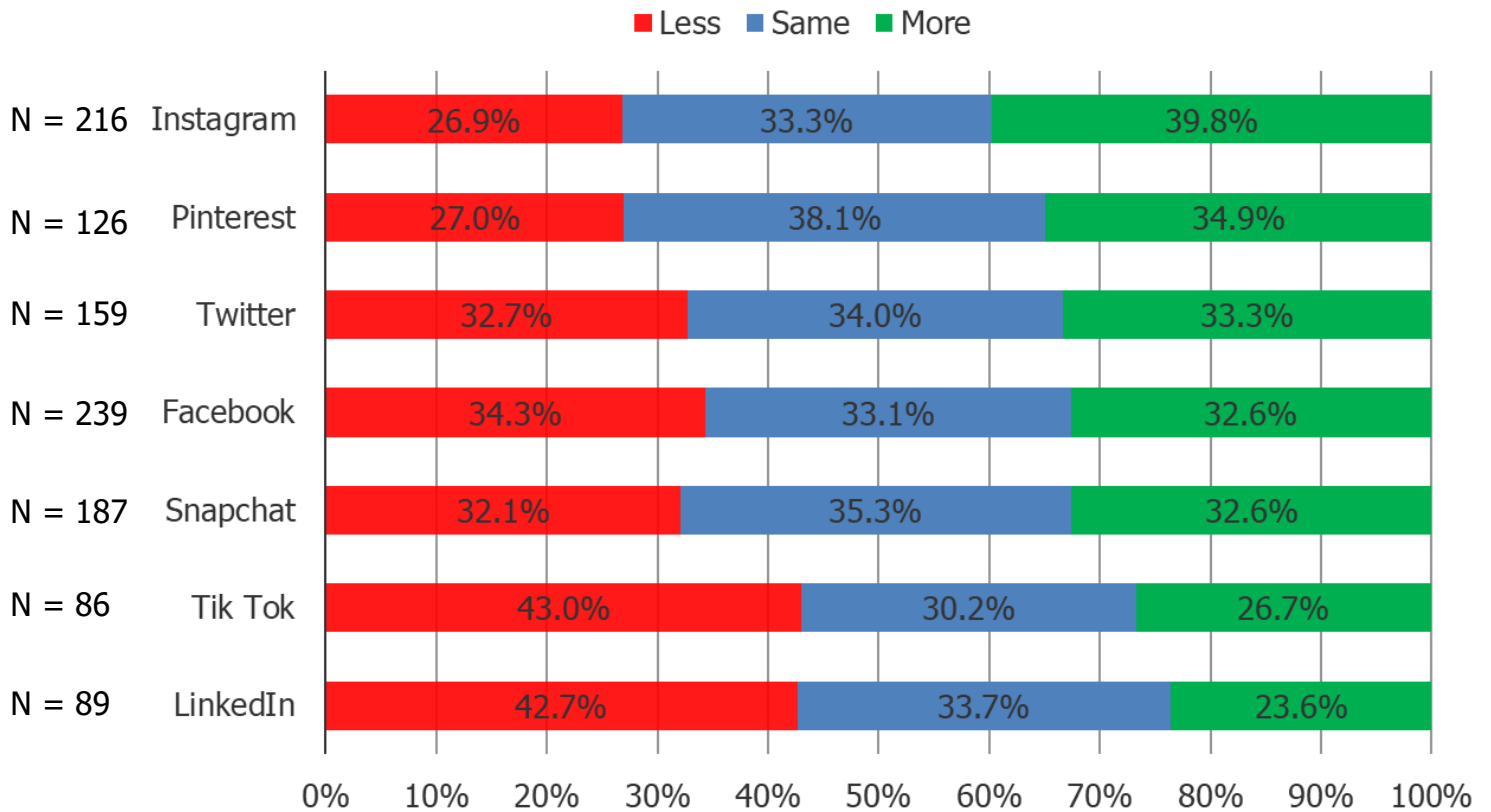


\*Data from November and August combined to achieve higher N's.

Social Media College Transitions

COMPARED TO WHEN YOU WERE IN HIGH SCHOOL, DO YOU THINK YOU USE THE SITE/APP MORE OR LESS NOW?

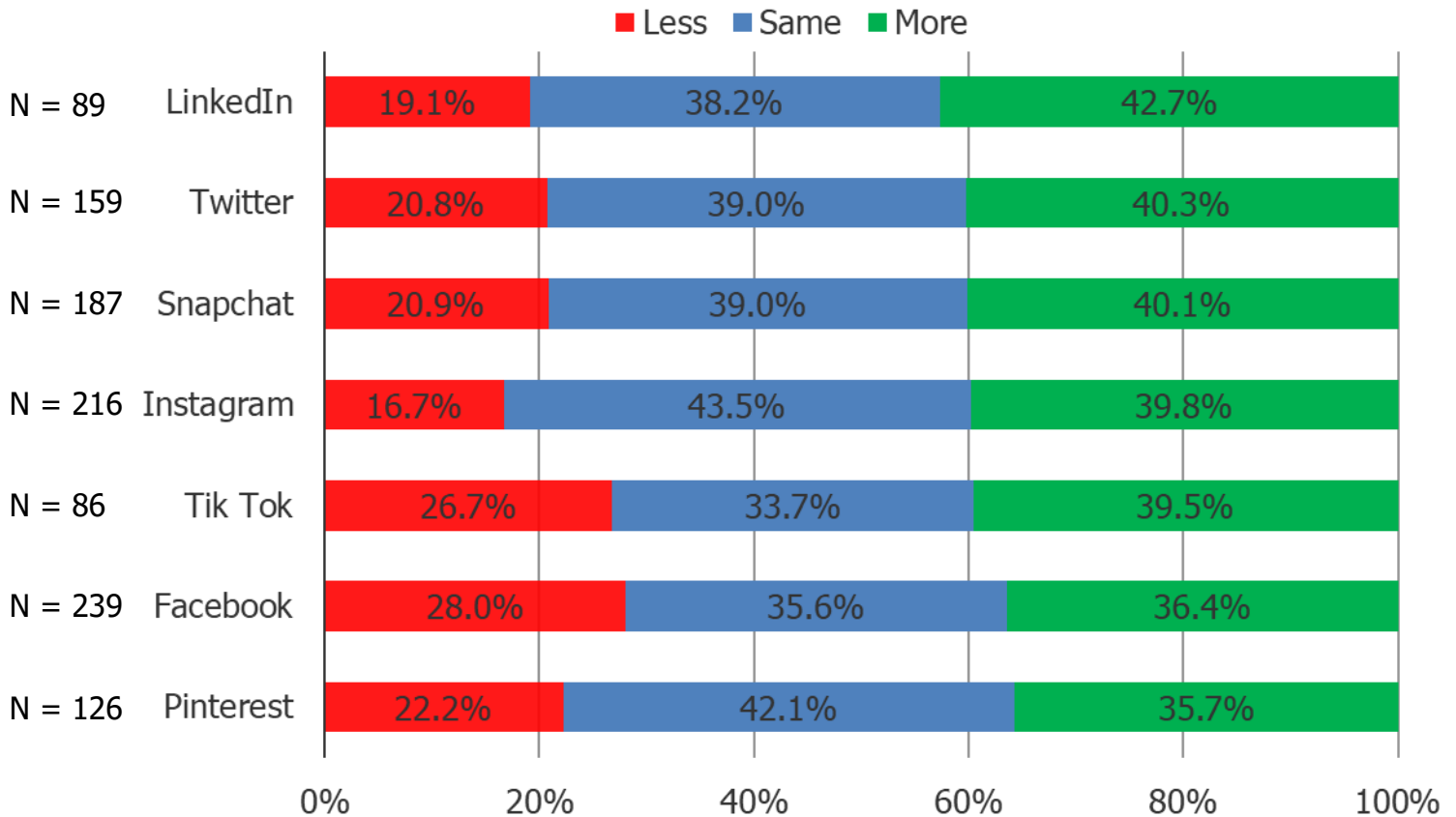
Posed to respondents who are rising freshman, sophomores, juniors, seniors, and recent graduates this past Spring... **WHO CURRENTLY USE EACH OF THE FOLLOWING.**



\*Data from November and August combined to achieve higher N's.

DO YOU EXPECT YOUR USAGE OF THE FOLLOWING TO INCREASE OR DECREASE GOING FORWARD?

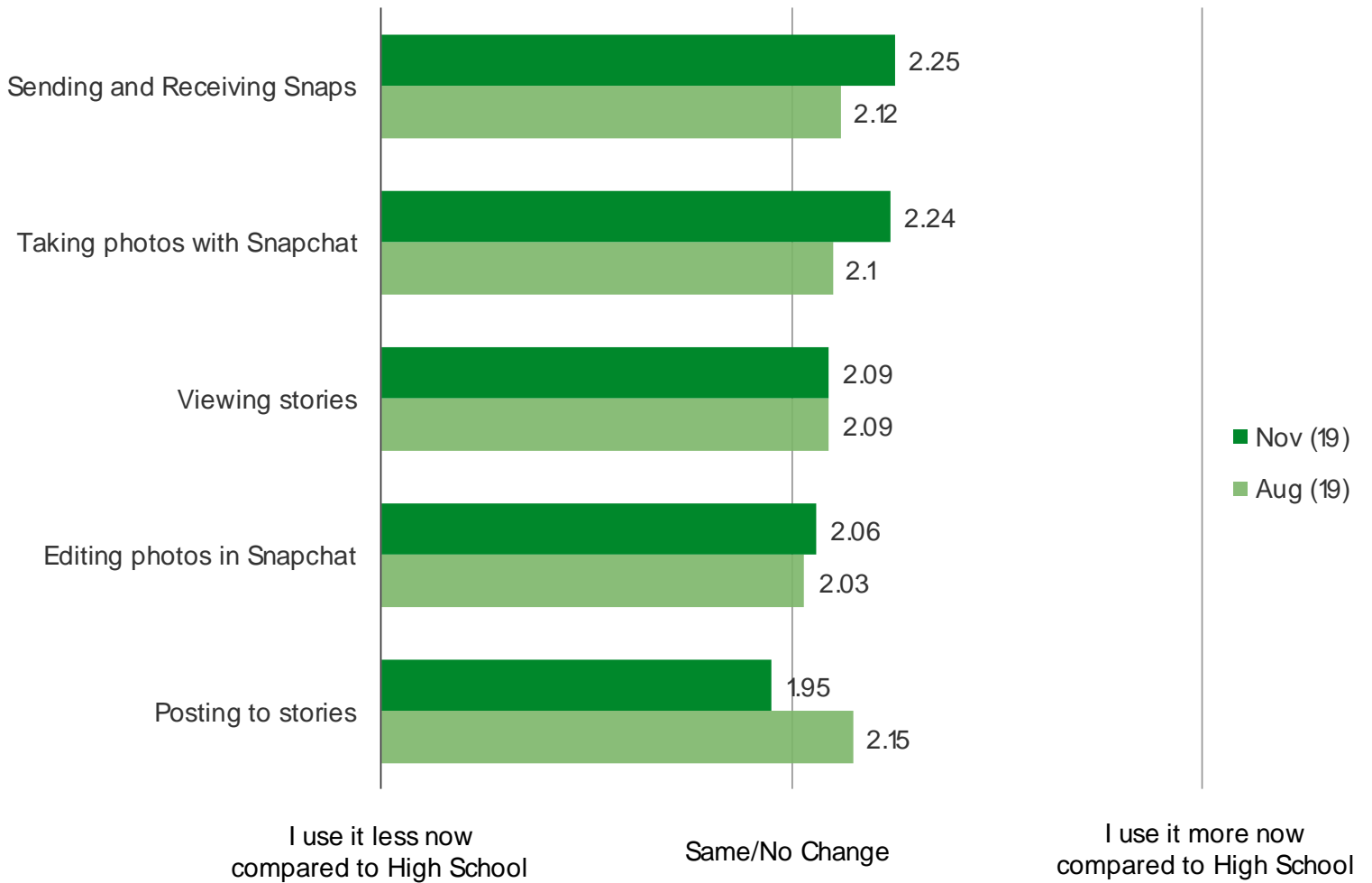
Posed to respondents who are rising freshman, sophomores, juniors, seniors, and recent graduates this past Spring... **WHO CURRENTLY USE EACH OF THE FOLLOWING.**



\*Data from November and August combined to achieve higher N's.

HAS YOUR USAGE OF SNAPCHAT CHANGED COMPARED TO HOW YOU USED TO USE IT WHILE IN HIGH SCHOOL?

Posed to respondents who are rising freshman, sophomores, juniors, seniors, and recent graduates this past Spring... **WHO CURRENTLY USE SNAPCHAT.**

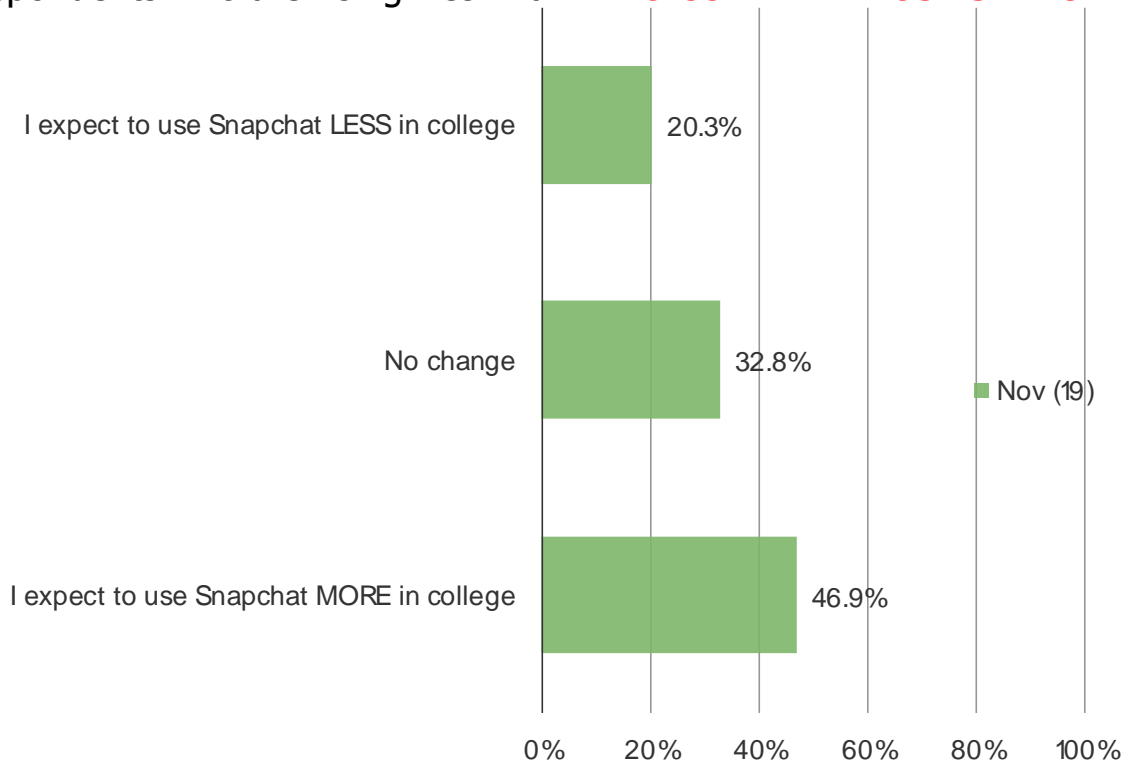


N = 96 in November (19)



DO YOU PLAN TO CONTINUE USING SNAPCHAT WHILE IN COLLEGE?

Posed to respondents who are rising freshman **WHO CURRENTLY USE SNAPCHAT.**



N = 64 (combined over the past two quarters)

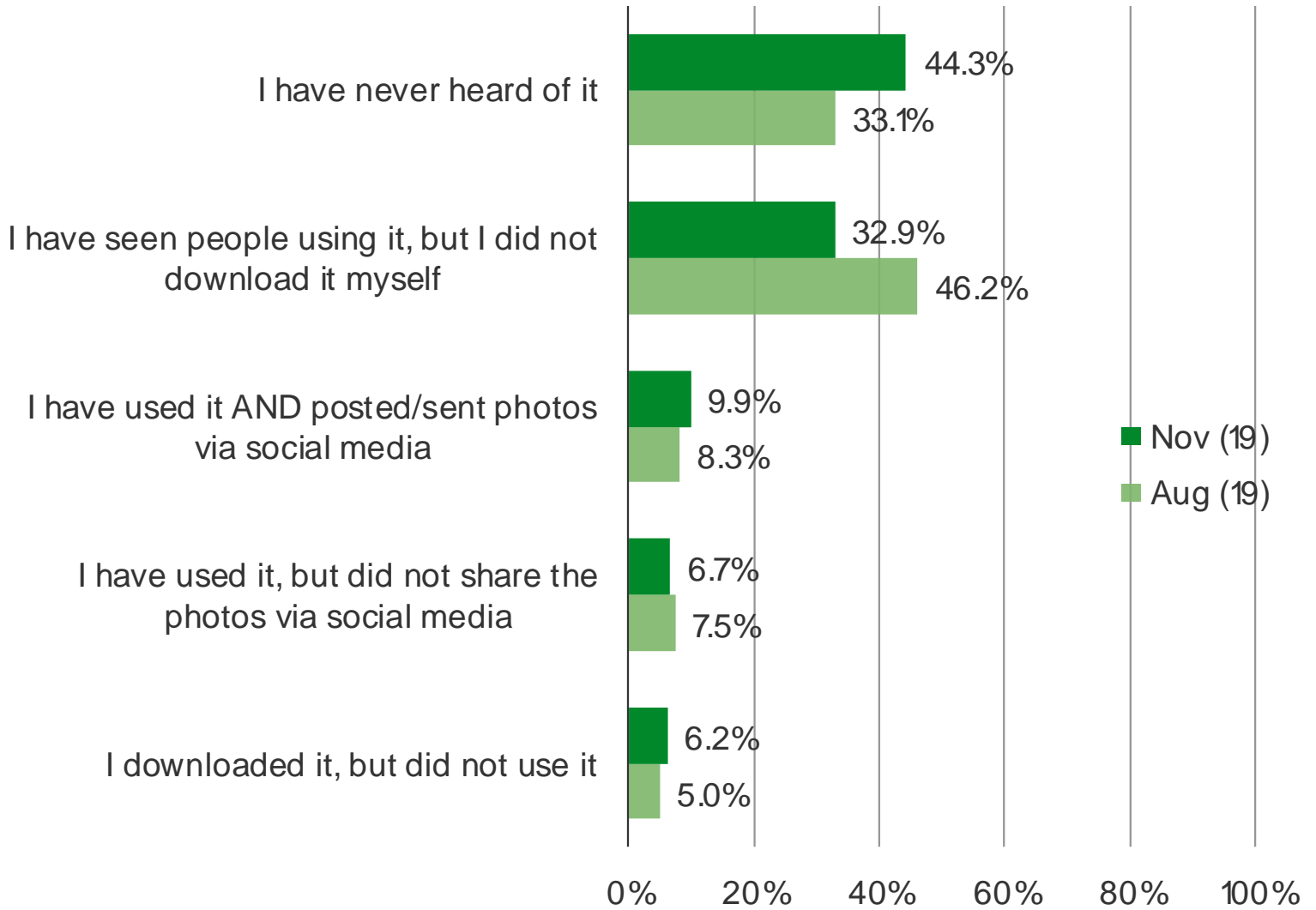
FaceApp

## FACEAPP (ALL RESPONDENTS)

FaceApp

WHAT IS YOUR EXPERIENCE WITH THE FACEAPP? (THE APP PEOPLE HAVE BEEN USING TO MAKE THEMSELVES LOOK OLDER)

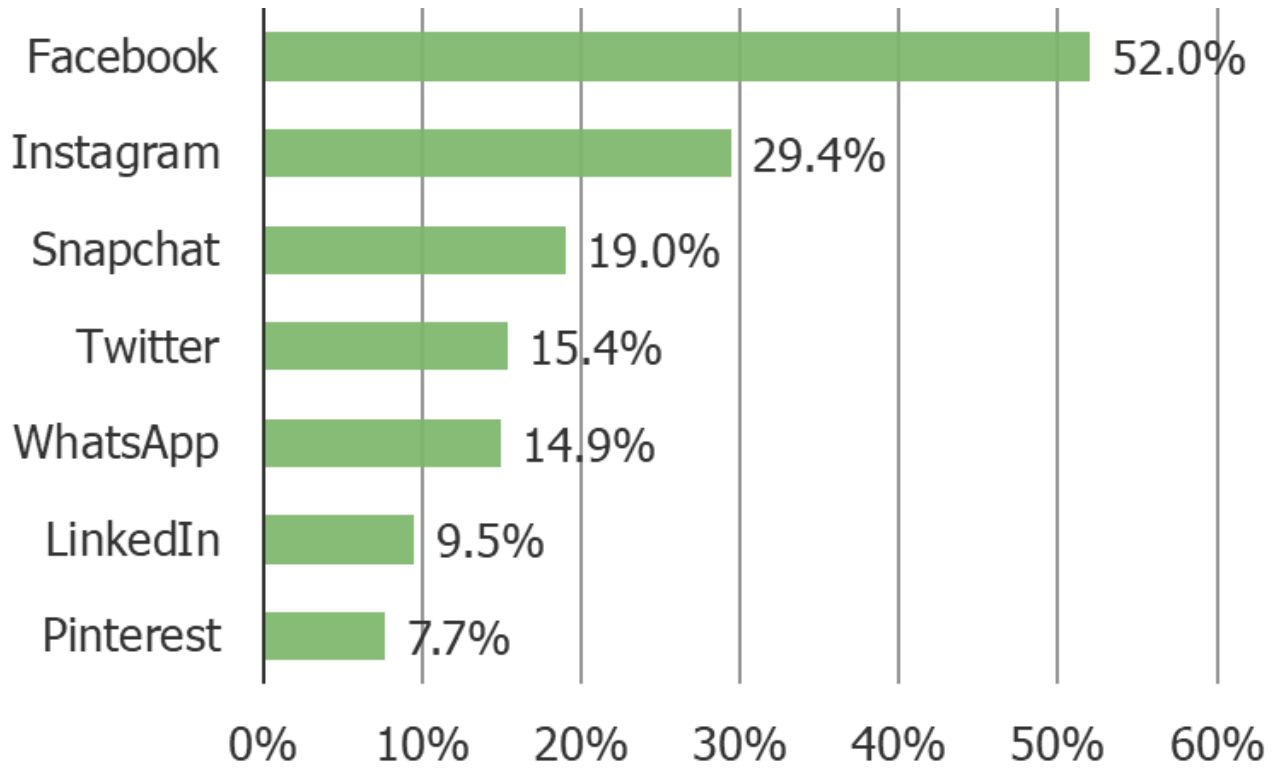
Posed to all respondents.



N = 1201

ON WHICH PLATFORMS DID YOU POST/SEND IMAGES YOU MADE IN FACEAPP?

Posed to respondents who have used FaceApp AND posted/sent photos via social media.



N = 221 (combining data from August and November to achieve higher N's)