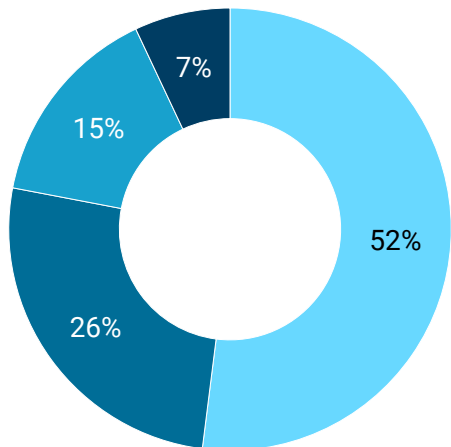


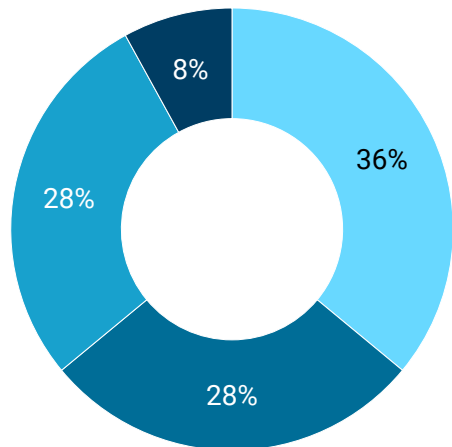
Who's really generating the most social media content?

Survey Question: How often do you post on social media?

Legend:
A few times per week or more (Light Blue)
A few times per month to once a week (Dark Blue)
Once a month or less often (Medium Blue)
Never (Darkest Blue)



All Adults



Gen Z Adults (Ages 18-26)