

Appendix: Quantitative Analysis Plots - Folder Structure Manual

This folder contains all the quantitative analysis plots, sorted by the filters applied to the dataset. Each folder corresponds to a specific demographic cut.

Folder Overview

- `All_Respondents/`: Analysis of the full dataset (no filters).
- `filter_index.txt`: A master list of every folder code and its corresponding demographic filter.
- **Filter Folders**: All other folders represent specific demographic cuts (e.g., `Age-18to21years`, `Gen-Woman`).

How to Navigate

Each folder contains the same set of charts generated for that specific filter.

Directory Reference Table

Below is the complete list of folder names. These names are encodings of the filters applied to the dataset, which we use to maintain consistency across our analysis.

Directory Code	Filter Description
All_Respondents	All Respondents
Age-18to21years	Age: 18 to 21 years
Age-22to24years	Age: 22 to 24 years
Age-25to34years	Age: 25 to 34 years
Age-35to40years	Age: 35 to 40 years
Age-41to50years	Age: 41 to 50 years
Age-51to59years	Age: 51 to 59 years
Age-60to70years	Age: 60 to 70 years
Age-70yearsormore	Age: 70 years or more
Gen-Man	Gender: Man
Gen-Prefernottosay	Gender: Prefer not to say
Gen-Woman	Gender: Woman
Eth-6_grps_c64411	Ethnicity: All options containing 'Alaska Native or Indigenous American'

Directory Code	Filter Description
Eth-6_grps_8f145b	Ethnicity: All options containing 'Asian or Asian American'
Eth-8_grps_71ac47	Ethnicity: All options containing 'Black or African American'
Eth-7_grps_c5b3ce	Ethnicity: All options containing 'Hispanic or Latinx'
Eth-BlackorAfricanAmerican MiddleEasternorNorthAfrican WhiteorCaucasian+ MiddleEasternorNorthAfrican	Ethnicity: Middle Eastern or North African
Eth-AsianorAsianAmericanBlackorAfricanAmerican NativeHawaiianorOtherPacificIslander+ NativeHawaiianorOtherPacificIslander	Ethnicity: Native Hawaiian or Other Pacific Islander
Eth-10_grps_cef760	Ethnicity: All options containing 'White or Caucasian'
Inc-100000to149999	Income: \$100,000 to \$149,999
Inc-150000to199999	Income: \$150,000 to \$199,999
Inc-200000ormore	Income: \$200,000 or more
Inc-25000to34999	Income: \$25,000 to \$34,999
Inc-35000to54999	Income: \$35,000 to \$54,999
Inc-55000to79999	Income: \$55,000 to \$79,999
Inc-80000to99999	Income: \$80,000 to \$99,999
Inc-Lessthan25000	Income: Less than \$25,000
Cons-Lower_Mass_A+Lower_Mass_B	Consumer: Lower_Mass_A, Lower_Mass_B
Cons-MassAffluent_A+MassAffluent_B	Consumer: MassAffluent_A, MassAffluent_B
Cons-Mass_A+Mass_B	Consumer: Mass_A, Mass_B
Cons-Mix_of_Affluent_Wealth__ High_Net_Woth_A+ Mix_of_Affluent_Wealth__ High_Net_Woth_B	Consumer: Mix_of_Affluent_Wealth_&High_Net_Woth_A, Mix_of_Affluent_Wealth_&High_Net_Woth_B
Cons-Early_Professional	Consumer: Early_Professional
Cons-Lower_Mass_B	Consumer: Lower_Mass_B
Cons-MassAffluent_B	Consumer: MassAffluent_B
Cons-Mass_B	Consumer: Mass_B

Directory Code	Filter Description
Cons-Mix_of_Affluent_Wealth__ High_Net_Woth_B	Consumer: Mix_of_Affluent_Wealth_&_High_Net_Woth_B
Cons-Starter	Consumer: Starter
BizOwn-No	Business Owner: No
BizOwn-Yes	Business Owner: Yes
AI-Daily	Ai User: Daily
AI-Lessthanonceamonth	Ai User: Less than once a month
AI-Morethanoncedaily	Ai User: More than once daily
AI-Multipletimesperweek	Ai User: Multiple times per week
AI-Onceamonth	Ai User: Once a month
AI-Onceaweek	Ai User: Once a week
AI-RarelyNever	Ai User: Rarely/Never
AI-Daily+ Morethanoncedaily+ Multipletimesperweek	Ai User: Daily, More than once daily, Multiple times per week
AI-4_grps_d4f57a	Ai User: Once a week, Once a month, Less than once a month, Rarely/Never
InvAsts-0to24999	Investable Assets: \$0 to \$24,999
InvAsts-150000to249999	Investable Assets: \$150,000 to \$249,999
InvAsts-1Mto4.9M	Investable Assets: \$1M to \$4.9M
InvAsts-25000to49999	Investable Assets: \$25,000 to \$49,999
InvAsts-250000to499999	Investable Assets: \$250,000 to \$499,999
InvAsts-50000to149999	Investable Assets: \$50,000 to \$149,999
InvAsts-500000to999999	Investable Assets: \$500,000 to \$999,999
InvAsts-5Mormore	Investable Assets: \$5M or more
InvAsts-Prefernottoanswer	Investable Assets: Prefer not to answer
Ind-Agricultureforestryfishingorhunting	Industry: Agriculture, forestry, fishing, or hunting
Ind-Artsentertainmentorrecreation	Industry: Arts, entertainment, or recreation
Ind-Broadcasting	Industry: Broadcasting
Ind-Construction	Industry: Construction
Ind-EducationCollegeuniversityoradult	Industry: Education – College, university, or adult

Directory Code	Filter Description
Ind-EducationOther	Industry: Education – Other
Ind-EducationPrimarysecondaryK-12	Industry: Education – Primary/secondary (K-12)
Ind-Governmentandpublicadministration	Industry: Government and public administration
Ind-Hotelandfoodservices	Industry: Hotel and food services
Ind-InformationOther	Industry: Information – Other
Ind-InformationServicesanddata	Industry: Information – Services and data
Ind-Legalservices	Industry: Legal services
Ind-ManufacturingComputerandelectronics	Industry: Manufacturing – Computer and electronics
Ind-ManufacturingOther	Industry: Manufacturing – Other
Ind-Notemployed	Industry: Not employed
Ind-Otherindustrypleasespecify	Industry: Other industry (please specify)
Ind-Processing	Industry: Processing
Ind-Publishing	Industry: Publishing
Ind-Realestaterentalorleasing	Industry: Real estate, rental, or leasing
Ind-Retired	Industry: Retired
Ind-Scientificortechicalservices	Industry: Scientific or technical services
Ind-Software	Industry: Software
Ind-Telecommunications	Industry: Telecommunications
Ind-Transportationandwarehousing	Industry: Transportation and warehousing
Ind-Utilities	Industry: Utilities
Ind-Wholesale	Industry: Wholesale