

***Mainstream Support for a Mainstream Movement***

The 99% Movement Comes From and Looks Like the 99%

Profile of web traffic taken from [occupywallst.org](http://occupywallst.org)

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DRAFT FOR DISCUSSION

The Occupy Wall Street movement has galvanized the attention of the country and the world and has been able to organize Americans into the largest demonstrations in the country in response to the Great Recession. The successes of these mobilizations has led to considerable interest in the characteristics of persons interested in, supporting, and participating in the Occupy Wall Street protests and in the broader Occupy Wall Street movement.

One of the ways to measure increasing interest and levels of participation and involvement in Occupy Wall Street is by tracking the level of traffic to the main site for the protests [occupywallst.org](http://occupywallst.org). Traffic on the site averaged close to 400,000 visits per day for the week of October 2. On October 5, for example, there were close to 350,346 visits to [occupywallst.org](http://occupywallst.org) and a survey was added to the site to measure levels of interest and involvement in Occupy Wall Street and to get a sense of the characteristics of persons visiting the site. Close to 1,890 persons began the survey and we have completed information on 1,619 respondents who answered the survey that was put up on the main [occupywallstreet](http://occupywallst.org) site.

This document discusses the characteristics of persons visiting the [occupywallstreet](http://occupywallstreet.org) site and provides the most comprehensive and complete profile to date of persons involved in the Occupy Wall Street Movement.

Using data from a survey of 1619 users who completed our questionnaire in the [occupywallstreet](http://occupywallstreet.org) web site we found that:

- 92.5% of respondents either somewhat or strongly supported the protests with most respondents indicating strong support.
- 1/4th of the sample (or 24.2%) participated in the Occupy Wall Street protests as of October 5, 2011.
- 91.8% of the sample thinks that the Occupy Wall Street Protests will continue to grow.

In terms of demographic characteristics of the sample, we found that,

- 64.2% of respondents were younger than 34 years of age.
- While the sample is relatively young, one in three respondents is older than 35 and one in five respondents is 45 and older.
- 7.9% of respondents have a high school degree or less.
- 92.1% of the sample has some college, a college degree, or a graduate degree.
- 27.4% have some college (but no degree), 35% have a college degree, 8.2% have some graduate school (but no degree), and close to 21.5% have a graduate school degree.
- This is a highly educated sample.
- 26.7% of respondents were enrolled in school and 73.3% were not enrolled in school.
- 50.4% were employed full-time and an additional 20.4% were employed part-time.
- 13.1% of the sample are unemployed.
- 2.6% of respondents were retired, 1.3% disabled, 2.6% homemakers and 9.7% are full-time students.

- 47.5% of the sample earns less than \$24,999 dollars a year and another quarter (24%) earn between \$25,000 and \$49,999 per year.
- 71.5% of the sample earns less than \$50,000 per year.
- 15.4% of the sample earned between \$50,000 and \$74,999.
- The remainder 13% of the sample earn over \$75,000 with close to 2% earning over \$150,000 per year.
- 27.3% of respondents considered themselves Democrats, another 2.4% said they were Republican.
- Interestingly, a very large proportion of the sample, close to 70.3%, considered themselves **Independents**.
- 66.4% in the sample agree somewhat or strongly that they regularly use Facebook.
- 28.9% in the sample agree somewhat or strongly that they regularly use Twitter.
- 73.9% in the sample agree somewhat or strongly that they regularly use YouTube.
- Our data suggest that the 99% movement comes from and looks like the 99%.

**Table 1** presents the gender of the respondents of the survey. The data suggest that 67% of those answering the survey were male, 30.9% were female and 2% preferred another gender designation.

**Table 1--What is your gender?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. male	1269	67.1	67.1	67.1
	2. female	584	30.9	30.9	98.0
	3. transgender	16	.8	.8	98.9
	4. other	21	1.1	1.1	100.0
	Total	1890	100.0	100.0	

**Table 2** shows that 24.4% of respondents were between the ages of 18-24 and another 37.9% were between the ages of 25 and 34. Close to 64.2% of respondents were younger than 34 years of age. Over a third of respondents, or 35.8%, were older than 35 years of age including 10% over 54 years of age. While the sample is relatively young, one in three respondents is older than 35 and one in five respondents is 45 and older.

**Table 2--What is your age?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Under 18	36	1.9	1.9	1.9
	2. 18-24	461	24.4	24.4	26.3
	3. 25-34	716	37.9	37.9	64.2
	4. 35-44	310	16.4	16.4	80.6
	5. 45-54	189	10.0	10.0	90.6
	6. 55-64	136	7.2	7.2	97.8
	7. 65 +	42	2.2	2.2	100.0
	Total	1890	100.0	100.0	

**Table 3** Indicates that 81.1 percent of the sample strongly support Occupy Wall Street and an additional 11.4% agree somewhat that they support the Occupy Wall Street protests. Close to 92.5% of respondents either somewhat or strongly supported the protests with most respondents indicating strong support. Close to 4.6% of the sample said they neither agreed nor disagreed. Around .9% of respondents disagree somewhat with another 2% disagreeing strongly with the Occupy Wall Street protests.

**Table 3--I support the Occupy Wall Street protests.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Agree strongly	1313	69.5	81.1	81.1
	2. Agree somewhat	185	9.8	11.4	92.5
	3. Neither agree/disagree	75	4.0	4.6	97.2
	4. Disagree somewhat	14	.7	.9	98.0
	5. Disagree strongly	32	1.7	2.0	100.0
	Total	1619	85.7	100.0	
Missing	System	271	14.3		
Total		1890	100.0		

**Table 4** presents the information on levels of participation in the Occupy Wall Street protests and suggests that 14% of respondents participated strongly and another 10.3 percent participated somewhat. This suggests that close to 1/4<sup>th</sup> of the sample (or 24.2%) participated in the Occupy Wall Street protests. Another 22.2% of the sample neither agreed nor disagreed that they had participated in Occupy Wall Street. About 14.7% disagree somewhat and close to 38.9% disagreed strongly that they participated in the protests and suggests that close to half of the sample had not participated in the Occupy Wall Street protests as of October 5, 2011.

**Table 4--I have participated in the Occupy Wall Street protests.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Agree strongly	226	12.0	14.0	14.0
	2. Agree somewhat	166	8.8	10.3	24.2
	3. Neither agree/disagree	360	19.0	22.2	46.4
	4. Disagree somewhat	238	12.6	14.7	61.1
	5. Disagree strongly	629	33.3	38.9	100.0
	Total	1619	85.7	100.0	
Missing	System	271	14.3		
Total		1890	100.0		

**Table 5** asks respondents whether they think (on October 5, 2011) the Occupy Wall Street Protests are going to continue to grow and an overwhelming proportion of the sample, 72.6%, strongly agreed that the protests were going to continue to grow. An additional 19.1 percent of the sample agreed somewhat that the protests will continue to grow. This suggests that 91.8% of the sample think that the Occupy Wall Street Protests will continue to grow. A small 6.2% of respondents said they neither agreed nor disagreed while 2% of the sample disagreed that the protests were going to continue to grow. Respondents clearly see Occupy Wall Street as a growing social movement.

**Table 5--The Occupy Wall Street protests will continue to grow.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Agree strongly	1176	62.2	72.6	72.6
	2. Agree somewhat	310	16.4	19.1	91.8
	3. Neither agree/disagree	101	5.3	6.2	98.0
	4. Disagree somewhat	13	.7	.8	98.8
	5. Disagree strongly	19	1.0	1.2	100.0
	Total	1619	85.7	100.0	
Missing	System	271	14.3		
Total		1890	100.0		

**Table 6** asks respondents to identify their race and ethnic origin. The data suggest that 81.3% of respondents considered themselves White, 1.3% Black\African American, 3.2% Asian, .4% Native American Indian, 2.9% Mixed, 7.7% Hispanic, and 3.2% considered themselves some other group.

**Table 6--Racial\Ethnic Background**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	1277	67.6	81.3	81.3
	Black\African American	21	1.1	1.3	82.6
	Asian	50	2.6	3.2	85.8
	American Indian	6	.3	.4	86.2
	Mixed	45	2.4	2.9	89.1
	Other	51	2.7	3.2	92.3
	Hispanic\Latino	121	6.4	7.7	100.0
	Total	1571	83.1	100.0	
Missing	.00	319	16.9		
Total		1890	100.0		

**Table 7** includes information on the educational background of respondents. Less than 7.9% of respondents have a high school degree or less. Close to 92.1% of the sample has some college, a college degree or more education. Around 27.4% have some college but no degree, 35% have a college degree, 8.2% have some graduate school but no degree, and close to 21.5% have a graduate school degree. This is a highly educated sample.

**Table 7--Which of the following best describes your education?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. No formal education	5	.3	.3	.3
	2. Grade school	9	.5	.6	.9
	3. High school	110	5.8	7.0	7.9
	4. College educated, no degree	431	22.8	27.4	35.3
	5. College degree	550	29.1	35.0	70.3
	6. Graduate school educated, no degree	129	6.8	8.2	78.5
	7. Graduate school degree	337	17.8	21.5	100.0
	Total	1571	83.1	100.0	
Missing	System	319	16.9		
Total		1890	100.0		

**Table 8** includes information on school enrollment status and suggests that 26.7% of respondents were enrolled in school and 73.3% were not enrolled in school.

**Table 8--Are you currently in school?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Yes	420	22.2	26.7	26.7
	2. No	1151	60.9	73.3	100.0
	Total	1571	83.1	100.0	
Missing	System	319	16.9		
Total		1890	100.0		

**Table 9** includes information on the employment status of respondents. Close to 50.4% were employed full-time and an additional 20.4% were employed part-time. Close to 13.1% of the sample are unemployed. Around 2.6% of respondents were retired, 1.3% disabled, 2.6% homemakers and 9.7% are full-time students.

**Table 9--Are you employed?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Full-time	789	41.7	50.4	50.4
	2. Part-time	319	16.9	20.4	70.7
	3. Unemployed	205	10.8	13.1	83.8
	4. Retired	41	2.2	2.6	86.4
	5. Disabled	21	1.1	1.3	87.7
	6. Homemaker	40	2.1	2.6	90.3
	7. Full-time student	152	8.0	9.7	100.0
Total		1567	82.9	100.0	
Missing	System	323	17.1		
Total		1890	100.0		

**Table 10** includes information on the income distribution of the sample. Close to 47.5% of the sample earns less than \$24,999 dollars a year and another quarter, 24%, earn between \$25,000 and \$49,999 per year. This suggests that close to 71.5% of the sample earn less than \$50,000 per year. Close to 15.4% of the sample made between \$50,000 and \$74,999. The remainder 13% of the sample earn over \$75,000 with 2% earning over \$150,000 per year.

**Table 10--What is your individual employment income?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Less than \$24,999	747	39.5	47.5	47.5
	2. \$25,000 - \$49,999	377	19.9	24.0	71.5
	3. \$50,000 - \$74,999	242	12.8	15.4	87.0
	4. \$75,000 - \$99,999	103	5.4	6.6	93.5
	5. \$100,000 - \$149,000	70	3.7	4.5	98.0
	6. \$150,000 - \$249,999	20	1.1	1.3	99.2
	7. \$250,000 +	12	.6	.8	100.0
	Total	1571	83.1	100.0	
Missing	System	319	16.9		
Total		1890	100.0		

**Table 11** includes information on marital status of the sample. Close to 53.1% of respondents are single, 6.5% are currently engaged, 31.5% are married, 8.3% divorced or separated and .6% widowed.

**Table 11--What is your marital status?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Single, never married	834	44.1	53.1	53.1
	2. Currently engaged	102	5.4	6.5	59.6
	3. Presently married	495	26.2	31.5	91.1
	4. Divorced/separated	131	6.9	8.3	99.4
	5. Widowed	9	.5	.6	100.0
	Total	1571	83.1	100.0	
Missing	System	319	16.9		
Total		1890	100.0		

**Table 12** suggests that 27.2% of the sample are the parents or guardians of children.

**Table 12--Are you the parent/guardian of any children?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Yes	428	22.6	27.2	27.2
	2. No	1143	60.5	72.8	100.0
	Total	1571	83.1	100.0	
Missing	System	319	16.9		
Total		1890	100.0		

**Table 13** indicates that around 23.7% of the sample currently live with children.

**Table 13--Are you currently living with any children?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Yes	372	19.7	23.7	23.7
	2. No	1199	63.4	76.3	100.0
	Total	1571	83.1	100.0	
Missing	System	319	16.9		
Total		1890	100.0		

**Table 14** includes information of the political party affiliation of respondents. Close to 27.3% of respondents considered themselves Democrats, another 2.4% said they were Republican. Interestingly, a very large proportion of the sample, around 70.3%, considered themselves **Independents**.

**Table 14--Would you describe yourself as...**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Democrat	429	22.7	27.3	27.3
	2. Independent/other	1105	58.5	70.3	97.6
	3. Republican	37	2.0	2.4	100.0
	Total	1571	83.1	100.0	
Missing	System	319	16.9		
Total		1890	100.0		

**Table 15** includes information on residence and suggests that 37.8% of the sample lived in large\major cities and another 28.7% live in cities. Close to 22.7% of the sample lives in small towns and suburban areas and 8.8% live in rural areas.

**Table 15--Where do you live?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Large/major city	594	31.4	37.8	37.8
	2. City	451	23.9	28.7	66.5
	3. Small town/suburban	357	18.9	22.7	89.2
	4. Rural	139	7.4	8.8	98.1
	5. other	30	1.6	1.9	100.0
	Total	1571	83.1	100.0	
Missing	System	319	16.9		
Total		1890	100.0		

**Table 16** asks about regular use of Facebook and suggest that 66.4% in the sample agree somewhat or strongly that they regularly use Facebook.

**Table 16--I regularly use Facebook.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Agree strongly	727	38.5	43.5	43.5
	2. Agree somewhat	383	20.3	22.9	66.4
	3. Neither agree/disagree	118	6.2	7.1	73.5
	4. Disagree somewhat	135	7.1	8.1	81.6
	5. Disagree strongly	308	16.3	18.4	100.0
	Total	1671	88.4	100.0	
Missing	System	219	11.6		
Total		1890	100.0		

**Table 17** asks about regular use of Twitter and suggest that around 28.9% in the sample agree somewhat or strongly that they regularly use Twitter.

**Table 17--I regularly use Twitter.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Agree strongly	235	12.4	14.1	14.1
	2. Agree somewhat	248	13.1	14.8	28.9
	3. Neither agree/disagree	164	8.7	9.8	38.7
	4. Disagree somewhat	249	13.2	14.9	53.6
	5. Disagree strongly	775	41.0	46.4	100.0
	Total	1671	88.4	100.0	
Missing	System	219	11.6		
Total		1890	100.0		

**Table 18** asks about regular use of YouTube and suggest that about 73.9% in the sample agree somewhat or strongly that they regularly use YouTube.

**Table 18--I regularly use YouTube.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Agree strongly	599	31.7	35.8	35.8
	2. Agree somewhat	636	33.7	38.1	73.9
	3. Neither agree/disagree	224	11.9	13.4	87.3
	4. Disagree somewhat	131	6.9	7.8	95.2
	5. Disagree strongly	81	4.3	4.8	100.0
	Total	1671	88.4	100.0	
Missing	System	219	11.6		
Total		1890	100.0		

To conclude, our data suggest that the 99% movement comes from and looks like the 99%.