

**Profile of Users of the Occupy Wall Street Website:
A Window into the Demographics of an Evolving Movement**

Data from a survey taken at www.occupywallst.org

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11/18/2011 5:23 PM

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Over the last 45 days, the Occupy Wall Street movement has captured the attention of the country and the world and, in spite of significant police repression, has continued 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 among the general public, academics, policy makers, and the media in the characteristics of persons interested in, supporting, and participating in the Occupy Wall Street protests and in the broader Occupy Wall Street and 99% 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.



Traffic to the site exploded over the last 45 days. Between September 18 and October 28, for example, there were 14 million page views, 7.5 million visits to the website, and 4.7 million unique visitors. Traffic on the site averaged close to 150,000 visits per day for the week of October 17. On October 20 and 21 there was an average of 137,500 visitors to occupywallst.org. In order to try to measure levels of interest and involvement, and to get a sense of the characteristics of persons visiting the site and involved in Occupy Wall Street, we added a voluntary and anonymous survey to the site.

Close to 5,755 persons clicked on the survey link and we have completed information on all questions for 5,006 respondents who answered the survey that was put up on the main Occupy Wall Street site. In this document, we report the number of valid answers for each question.

This document discusses the characteristics of persons visiting the occupywallstreet.org site and provides the most comprehensive and complete profile to date of persons involved in the Occupy Wall Street Movement. We present data from the second wave and then in the appendix tables (after page 16) we compare wave 1 to wave 2 and, when possible, we contrast the data from our surveys to the

characteristics of the United States population older than 16 years of age with data from the March 2010 Current Population Survey (March CPS).

The information included in this survey gives us an optic that can be useful in better understanding the characteristics of persons interested in the movement, using the site, supportive of the movement, and that have participated in the various activities of Occupy Wall Street. There are several limitations to the study, however, including the fact that the sample is self-selected, the survey is anonymous, participation is voluntary, and our data only include information on persons accessing the www.occupywallst.org web site and choosing to answer our survey.

A review and analysis of the data from a survey of approximately 5020 users who answered our questionnaire in the occupywallstreet.org web site shows that:

- **93%** of respondents either **somewhat or strongly supported** the protests with most respondents (84.4%) indicating strong support.
- **Close to 1/2 of the sample** (or 43.3%) **participated in the Occupy Wall Street protests** as of October 21-22, 2011. This rate is almost double the participation rate in the first wave (Oct. 5).
- **89.6%** 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,

- 52.3% of respondents were younger than 34 years of age.
- While the sample is relatively young, close to one in two respondents was older than 35 and one in three respondents was 45 and older.
- 9.9% of respondents had a high school degree or less.
- 90.1% of the sample had some college, a college degree, or a graduate degree.
- 24.7% have some college education (but no degree), 32.3% have a college degree, 7.3% have some graduate school (but no degree), and close to 22.2% have a graduate school degree.
- This is a highly educated sample.
- 24.9% of respondents were enrolled in school and 75.1% were not enrolled in school.
- 47.0% were employed full-time and an additional 19.9% were employed part-time.
- 12.3% of the sample is unemployed.
- Close to 79.2% of the sample is in the labor force.
- 5.7% of respondents were retired, 2.1% disabled, 3.0% homemakers and 8.7% are full-time students.
- 46.5% of the sample earns less than \$24,999 dollars a year and another quarter (23.3%) earn between \$25,000 and \$49,999 per year.
- 69.9% of the sample earns less than \$50,000 per year.
- 14.3% of the sample earns between \$50,000 and \$74,999.
- The remainder 15.9% of the sample earns over \$75,000 with 3.5% earning over \$150,000 per year.
- 27.4% of respondents considered themselves Democrats; another 2.4% said they were Republican.

- Interestingly, a very large proportion of the sample, close to 70.2%, considered themselves **Independents**.
- 59.9% in the sample agree somewhat or strongly that they regularly use Facebook.
- 20.1% in the sample agree somewhat or strongly that they regularly use Twitter.
- 70.6% in the sample agree somewhat or strongly that they regularly use YouTube.
- Compared to the first wave of the survey (Oct. 5), the second wave (Oct. 21-22) had a higher proportion of females, was slightly older, and had more married persons, parents, and retired persons.
- The sample in both waves of the survey includes significant proportions with college experience and higher proportions of persons in the labor force, particularly part-time and unemployed persons, than the overall US population.
- Overall, our data suggest that persons accessing the Occupy Wall Street site are relatively young, highly educated, social media savvy, connected to the labor force and to school, and with relatively low earnings.

Table 1 presents the gender of the respondents of the survey. The data suggest that 61% of those answering the survey were male, 37.5% were female, and 1.5% preferred another gender designation. Comparing the characteristics in wave 1 (Oct. 5) with wave 2 (Oct. 21-22) indicates that the second wave has a higher proportion female but still more males than the overall US population.

Table 1--What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. male	3508	61.0	61.0	61.0
	2. female	2159	37.5	37.5	98.5
	3. transgender	37	.6	.6	99.1
	4. other	51	.9	.9	100.0
	Total	5755	100.0	100.0	

Table 2 shows that 20.7% of respondents were between the ages of 18-24 and another 28.8% were between the ages of 25 and 34. Close to 52.3% of respondents were younger than 34 years of age. Close to half of respondents, or 47.7%, were older than 35 years of age including 17.1% over 55 years of age. While the sample is relatively young, approximately one in two respondents is older than 35 and one in three respondents is 45 and older.

Comparing the characteristics in wave 1 (Oct. 5) with wave 2 (Oct. 21-22) suggests that age distribution of the second wave is slightly older than the first wave but the sample is still younger than the US population over 16 years of age.

Table 2--What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Under 18	164	2.8	2.8	2.8
	2. 18-24	1189	20.7	20.7	23.5
	3. 25-34	1655	28.8	28.8	52.3
	4. 35-44	908	15.8	15.8	68.0
	5. 45-54	860	14.9	14.9	83.0
	6. 55-64	711	12.4	12.4	95.3
	7. 65 +	268	4.7	4.7	100.0
	Total	5755	100.0	100.0	

Table 3 shows that 84.4 percent of the sample strongly support Occupy Wall Street and an additional 8.6% agree somewhat that they support the Occupy Wall Street protests. Close to 93% of respondents either somewhat or strongly supported the protests with most respondents specifying

strong support. Close to 3.4% of the sample said they neither agreed nor disagreed. Around 1.1% of respondents disagree somewhat with another 2.6% disagreeing strongly with the Occupy Wall Street protests. Comparing the characteristics in wave 1 (Oct. 5) with wave 2 (Oct. 21-22) shows that strong support increased in the second wave but there were also slightly higher levels of opposition and a smaller proportion of undecided.

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Agree strongly	4325	75.2	84.4	84.4
	2. Agree somewhat	440	7.6	8.6	93.0
	3. Neither agree/disagree	172	3.0	3.4	96.4
	4. Disagree somewhat	54	.9	1.1	97.4
	5. Disagree strongly	133	2.3	2.6	100.0
	Total	5124	89.0	100.0	
Missing	System	631	11.0		
Total		5755	100.0		

Table 4 presents the information on levels of participation in the Occupy Wall Street protests and suggests that 30.1% of respondents participated strongly and another 13.2 percent participated somewhat. This suggests that close to 1/2 of the sample (or 43.3%) participated in the Occupy Wall Street protests. Another 16.9% of the sample neither agreed nor disagreed that they had participated in Occupy Wall Street. About 10.1% disagree somewhat and close to 29.7% disagreed strongly that they participated in the protests and suggest that close to half of the survey respondents had not participated in the Occupy Wall Street protests as of October 21-22, 2011. Comparing the characteristics in wave 1 (Oct. 5) with wave 2 (Oct. 21-22) suggests that levels of strong engagement doubled from 14% to 30% between the first and second wave and that survey respondents in the second wave had significantly higher overall levels of participation in the Occupy Wall Street Protests.

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Agree strongly	1544	26.8	30.1	30.1
	2. Agree somewhat	677	11.8	13.2	43.3
	3. Neither agree/disagree	866	15.0	16.9	60.2
	4. Disagree somewhat	515	8.9	10.1	70.3
	5. Disagree strongly	1522	26.4	29.7	100.0
	Total	5124	89.0	100.0	
Missing	System	631	11.0		
Total		5755	100.0		

Table 5 asks respondents whether they think (on October 21-22, 2011) the Occupy Wall Street Protests are going to continue to grow and an overwhelming proportion of the sample, 70.5%, strongly agreed that the protests were going to continue to grow. An additional 19.1 percent of the sample agreed somewhat that the protests were going to continue to grow. If we combine both groups, 89.6% of the sample thinks that the Occupy Wall Street Protests will continue to grow. A small 6.8% of respondents said they neither agreed nor disagreed while 1.7% of the sample disagreed that the protests were going to continue to grow. Respondents clearly see Occupy Wall Street as a growing social movement.

Comparing the characteristics in wave 1 (Oct. 5) with wave 2 (Oct. 21-22) suggests that while the vast majority of respondents thought the protests were going to continue to grow, there was a small decline on the proportion of the sample that agreed strongly.

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Agree strongly	3612	62.8	70.5	70.5
	2. Agree somewhat	981	17.0	19.1	89.6
	3. Neither agree/disagree	348	6.0	6.8	96.4
	4. Disagree somewhat	85	1.5	1.7	98.1
	5. Disagree strongly	98	1.7	1.9	100.0
	Total	5124	89.0	100.0	
Missing	System	631	11.0		
Total		5755	100.0		

Table 6 includes information on the educational background of respondents. Less than 9.9% of respondents have a high school degree or less education. Close to 90.1% of the sample has some college, a college degree, or more education. Around 28.4% have some college (but no degree), 32.3% have a college degree, 7.3% have some graduate school (but no degree), and close to 22.2% have a graduate school degree. This is a highly educated sample.

Comparing the characteristics in wave 1 (Oct. 5) with wave 2 (Oct. 21-22) indicates that the second wave has a higher proportion with high school or less education and a slightly higher proportion of those with graduate degrees. The sample continues to be highly educated compared to the overall US population.

Table 6--Which of the following best describes your education?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. No formal education	19	.3	.4	.4
	2. Grade school	26	.5	.5	.9
	3. High school	452	7.9	9.0	9.9
	4. College educated, no degree	1424	24.7	28.4	38.3
	5. College degree	1621	28.2	32.3	70.6
	6. Graduate school educated, no degree	364	6.3	7.3	77.8
	7. Graduate school degree	1114	19.4	22.2	100.0
	Total	5020	87.2	100.0	
Missing	System	735	12.8		
Total		5755	100.0		

Table 7 includes information on school enrollment status and suggests that 24.9% of respondents were enrolled in school and 75.1% were not enrolled in school. Comparing the characteristics in wave 1 (Oct. 5) with wave 2 (Oct. 21-22) shows that there was a slight reduction in the proportion enrolled in school but still higher than the proportion in the overall US population of 9.5%. This percentage, however, is close to the amount in the sample that indicated they were in school full time (9.7% in first wave and 10% in the second wave, see table 9).

Table 7--Are you currently in school?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Yes	1249	21.7	24.9	24.9
	2. No	3771	65.5	75.1	100.0
	Total	5020	87.2	100.0	
Missing	System	735	12.8		
Total		5755	100.0		

Table 8 includes information on the employment status of respondents to the survey. Close to 47% were employed full-time and an additional 19.9% were employed part-time. Close to 12.3% of the sample are unemployed. Combining the three numbers shows that 79.2% of the respondents were in the labor force. Around 5.7% of respondents were retired, 2.1% disabled, 3.0% homemakers, and 8.7% said they were full-time students.

Comparing the characteristics in wave 1 (Oct. 5) with wave 2 (Oct. 21-22) indicates that the second wave has a smaller proportion employed, still a high level of unemployment, and a slightly higher share of persons retired, disabled, and homemakers. The proportion of full-time students is similar at 10% and these samples have higher shares of participation in the labor force compared to the US population but a smaller proportion of full-time workers and a higher percentage of part-time workers and unemployed.

Table 8--Are you employed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Full-time	2355	40.9	47.0	47.0
	2. Part-time	995	17.3	19.9	66.9
	3. Unemployed	617	10.7	12.3	79.2
	4. Retired	286	5.0	5.7	85.0
	5. Disabled	103	1.8	2.1	87.0
	6. Homemaker	149	2.6	3.0	90.0
	7. Full-time student	501	8.7	10.0	100.0
	Total	5006	87.0	100.0	
Missing	System	749	13.0		
Total		5755	100.0		

Table 10 includes information on the income distribution of the sample. Close to 46.5% of the sample earns less than \$24,999 dollars a year and another quarter, 23.3%, earned between \$25,000 and \$49,999 per year. This suggests that close to 69.9% of the sample earned less than \$50,000 per year. Close to 14.3% of the sample made between \$50,000 and \$74,999. The remainder 15.9% of the sample earned over \$75,000 with 3.5% earning over \$150,000 per year.

Comparing the characteristics in wave 1 (Oct. 5) with wave 2 (Oct. 21-22) we see similar income distributions and a slightly higher proportion of the second wave with higher incomes. Comparing the distribution of individual incomes collected in our sample to the family income distribution in the March 2010 Current Population Survey (CPS) suggests that the samples have higher proportions in the lower income categories—but, again, these two variables (individual income versus family income) are not directly comparable.

Table 9--What is your individual employment income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Less than \$24,999	2335	40.6	46.5	46.5
	2. \$25,000 - \$49,999	1172	20.4	23.3	69.9
	3. \$50,000 - \$74,999	720	12.5	14.3	84.2
	4. \$75,000 - \$99,999	354	6.2	7.1	91.3
	5. \$100,000 - \$149,000	265	4.6	5.3	96.5
	6. \$150,000 - \$249,999	100	1.7	2.0	98.5
	7. \$250,000 +	74	1.3	1.5	100.0
	Total	5020	87.2	100.0	
Missing	System	735	12.8		
Total		5755	100.0		

Table 10 includes information on the marital status of the respondents to the survey. Close to 47.6% of respondents are single, 5.0% are currently engaged, 35.2% are married, 11.1% divorced or separated and 1.1% widowed. Comparing the characteristics in wave 1 (Oct. 5) with wave 2 (Oct. 21-22) indicates that the second wave has a higher proportion married and a lower proportion single. Compared to the US population, the sample has a higher proportion single, a lower proportion married, and a lower proportion widowed.

Table 10--What is your marital status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Single, never married	2389	41.5	47.6	47.6
	2. Currently engaged	252	4.4	5.0	52.6
	3. Presently married	1768	30.7	35.2	87.8
	4. Divorced/separated	557	9.7	11.1	98.9
	5. Widowed	54	.9	1.1	100.0
	Total	5020	87.2	100.0	
Missing	System	735	12.8		
Total		5755	100.0		

Table 11 suggests that 32.2% of the sample were the parents or guardians of children and the proportion increased compared to the first wave (Oct. 5). The proportion of the sample with children is significantly higher than the proportion in the US population.

Table 11--Are you the parent/guardian of any children?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Yes	1614	28.0	32.2	32.2
	2. No	3406	59.2	67.8	100.0
	Total	5020	87.2	100.0	
Missing	System	735	12.8		
Total		5755	100.0		

Table 12 indicates that around 25.9% of the sample, or one in four respondents, currently live with children and the proportion is slightly higher in the second wave (Oct. 21-22) compared to the sample in the first wave (Oct. 5 survey).

Table 12--Are you currently living with any children?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Yes	1301	22.6	25.9	25.9
	2. No	3719	64.6	74.1	100.0
	Total	5020	87.2	100.0	
Missing	System	735	12.8		
Total		5755	100.0		

Table 13 includes information of the political party affiliation of respondents. Close to 27.4% of respondents considered themselves Democrats, another 2.4% said they were Republican. Interestingly, a very large proportion of the sample, around 70.2%, considered themselves **Independents**. The proportion of independents is equal in the two waves and suggests certain robustness in this finding.

Table 13--Would you describe yourself as...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Democrat	1374	23.9	27.4	27.4
	2. Independent/other	3525	61.3	70.2	97.6
	3. Republican	121	2.1	2.4	100.0
	Total	5020	87.2	100.0	
Missing	System	735	12.8		
Total		5755	100.0		

Table 14 includes information on residence and suggests that 34.8% of the sample lived in large\major cities and another 28.6% live in cities. Close to 24.8% of the sample lives in small towns and suburban areas and 9.4% live in rural areas. Comparing the characteristics in wave 1 (Oct. 5) with wave 2 (Oct. 21-22) indicates that the second wave has a smaller proportion living in large\major cities and a higher proportion living in small towns and suburbs.

Table 14--Where do you live?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Large/major city	1749	30.4	34.8	34.8
	2. City	1435	24.9	28.6	63.4
	3. Small town/suburban	1247	21.7	24.8	88.3
	4. Rural	474	8.2	9.4	97.7
	5. other	115	2.0	2.3	100.0
	Total	5020	87.2	100.0	
Missing	System	735	12.8		
Total		5755	100.0		

Table 15 asks about regular use of Facebook and indicates that 59.9% in the sample agree somewhat or strongly that they regularly use Facebook. Comparing the characteristics in wave 1 (Oct. 5) with wave 2 (Oct. 21-22) suggests that the second wave uses Facebook less.

Table 15--I regularly use Facebook.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Agree strongly	2023	35.2	38.6	38.6
	2. Agree somewhat	1117	19.4	21.3	59.9
	3. Neither agree/disagree	391	6.8	7.5	67.4
	4. Disagree somewhat	424	7.4	8.1	75.4
	5. Disagree strongly	1287	22.4	24.6	100.0
	Total	5242	91.1	100.0	
Missing	System	513	8.9		
Total		5755	100.0		

Table 16 asks about regular use of Twitter and shows that around 20.1% in the sample agree somewhat or strongly that they regularly use Twitter. Comparing the characteristics in wave 1 (Oct. 5) with wave 2 (Oct. 21-22) suggests that the second wave uses twitter less than the first wave.

Table 16--I regularly use Twitter.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Agree strongly	450	7.8	8.6	8.6
	2. Agree somewhat	603	10.5	11.5	20.1
	3. Neither agree/disagree	522	9.1	10.0	30.0
	4. Disagree somewhat	618	10.7	11.8	41.8
	5. Disagree strongly	3049	53.0	58.2	100.0
	Total	5242	91.1	100.0	
Missing	System	513	8.9		
Total		5755	100.0		

Table 17 asks about regular use of YouTube and about 70.6% in the sample agree somewhat or strongly that they regularly use YouTube. Comparing the characteristics in wave 1 (Oct. 5) with wave 2 (Oct. 21-22) suggests that use of YouTube is still quite high but the second wave uses YouTube a little less than the first wave.

Table 17--I regularly use YouTube.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Agree strongly	1746	30.3	33.3	33.3
	2. Agree somewhat	1956	34.0	37.3	70.6
	3. Neither agree/disagree	740	12.9	14.1	84.7
	4. Disagree somewhat	441	7.7	8.4	93.2
	5. Disagree strongly	359	6.2	6.8	100.0
	Total	5242	91.1	100.0	
Missing	System	513	8.9		
Total		5755	100.0		

On October 20 and 21 we conducted a survey in the www.occupywallst.org website 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 5,755 persons clicked on the survey link and we have completed information on all questions for 5,020 respondents. This is a self-selected sample of website users that gives us one of many potential windows into the characteristics of persons interested in and participating in Occupy Wall Street Movement.

Our findings suggest that the population visiting the site (and, to some extent, those interested and involved in the Occupy Wall Street) were relatively young with 52.3% younger than 34 years of age but close to one in two respondents was older than 35 and one in three respondents was 45 and older. Around 90.1% of the sample had some college, a college degree, or a graduate degree and this is a highly educated sample. About 24.9% of respondents were enrolled in school. Close to 47.0% were employed full-time, 19.9% were employed part-time, and 12.3% of the sample was unemployed. Around 5.7% of respondents were retired, 2.1% disabled, 3.0% homemakers and 8.7% are full-time students. The sample is close to 80% “White” and 20% of “persons of color.” Data suggest that 46.5% of the sample earned less than \$24,999 dollars a year and another quarter (23.3%) earned between \$25,000 and \$49,999 per year. Overall, 69.9% of the sample told us they earned less than \$50,000 per year.

Close to 27.4% of respondents considered themselves Democrats and another 2.4% said they were Republican. Interestingly, a very large proportion of the sample, close to 70.2%, considered themselves **Independents**. Lastly, this sample is relatively connected to social media with significant proportions using Facebook and YouTube regularly and close to 1 in 5 regularly use Twitter. Our data suggest that compared to the US population 16 and older, persons accessing the site are younger, highly educated, connected to the labor force and to school, and with relatively modest earnings. This is an important demographic that represents broad sectors of the population, is becoming increasingly organized, and should not be marginalized or ignored.

**Survey of Users of Occupy Wall Street Website
(A comparison of Wave 1 and Wave 2)**

		<u>5-Oct</u>	<u>Oct 21-22</u>	<u>CPS</u>
Appendix Table 1--What is your gender?				
		Wave 1	Wave 2	POP 2010
Valid	1. male	67.1	61.0	48.4
	2. female	30.9	37.5	51.6
	3. transgender	.8	.6	
	4. other	1.1	.9	
	Total	100.0	100.0	

Appendix Table 2--What is your age?				
		Wave 1	Wave 2	POP 2010
Valid	1. Under 18	1.9	2.8	3.7
	2. 18-24	24.4	20.7	12.3
	3. 25-34	37.9	28.8	17.2
	4. 35-44	16.4	15.8	16.9
	5. 45-54	10.0	14.9	18.7
	6. 55-64	7.2	12.4	15.0
	7. 65 +	2.2	4.7	16.2
	Total	100.0	100.0	

Appendix Table 3--I support the Occupy Wall Street protests.				
		Wave 1	Wave 2	
Valid	1. Agree strongly	81.1	84.4	
	2. Agree somewhat	11.4	8.6	
	3. Neither agree/disagree	4.6	3.4	
	4. Disagree somewhat	.9	1.1	
	5. Disagree strongly	2.0	2.6	
	Total	100.0	100.0	

Appendix Table 4--I have participated in the Occupy Wall Street protests.				
		Wave 1	Wave 2	
Valid	1. Agree strongly	14.0	30.1	
	2. Agree somewhat	10.3	13.2	
	3. Neither agree/disagree	22.2	16.9	
	4. Disagree somewhat	14.7	10.1	
	5. Disagree strongly	38.9	29.7	
	Total	100.0	100.0	

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

		Wave 1	Wave 2
Valid	1. Agree strongly	72.6	70.5
	2. Agree somewhat	19.1	19.1
	3. Neither agree/disagree	6.2	6.8
	4. Disagree somewhat	.8	1.7
	5. Disagree strongly	1.2	1.9
	Total	100.0	100.0

Appendix Table 6--Which of the following best describes your education?

		Wave 1	Wave 2	POP 2010
Valid	1. No formal education	.3	.4	
	2. Grade school	.6	.5	
	3. High school	7.0	9.0	30.2
	4. College educated, no degree	27.4	28.4	18.7
	5. College degree	35.0	32.3	25.5
	6. Graduate school educated, no degree	8.2	7.3	
	7. Graduate school degree	21.5	22.2	8.9
Total	100.0	100.0		

Appendix Table 7--Are you currently in school?

		Wave 1	Wave 2	POP 2010
Valid	1. Yes	26.7	24.9	9.5
	2. No	73.3	75.1	
	Total	100.0	100.0	

Appendix Table 8--Are you employed?

		Wave 1	Wave 2	POP 2010
Valid	1. Full-time	50.4	47.0	56.5
	2. Part-time	20.4	19.9	12.5
	3. Unemployed	13.1	12.3	6.7
	4. Retired	2.6	5.7	
	5. Disabled	1.3	2.1	
	6. Homemaker	2.6	3.0	
	7. Full-time student	9.7	10.0	
	Total	100.0	100.0	

Appendix Table 9--What is your individual employment income?

		Wave 1	Wave 2	POP 2010
Valid	1. Less than \$24,999	47.5	46.5	23.4
	2. \$25,000 - \$49,999	24.0	23.3	26.9
	3. \$50,000 - \$74,999	15.4	14.3	19.4
	4. \$75,000 - \$99,999	6.6	7.1	12.1
	5. \$100,000 - \$149,000	4.5	5.3	10.7
	6. \$150,000 - \$249,999	1.3	2.0	7.7
	7. \$250,000 +	.8	1.5	
Total	100.0	100.0		

Appendix Table 10--What is your marital status?

		Wave 1	Wave 2	POP 2010
Valid	1. Single, never married	53.1	47.6	29.2
	2. Currently engaged	6.5	5.0	
	3. Presently married	31.5	35.2	52.4
	4. Divorced/separated	8.3	11.1	10.0
	5. Widowed	.6	1.1	6.1
	Total	100.0	100.0	

Appendix Table 11--Are you the parent/guardian of any children?

		Wave 1	Wave 2	POP 2010
Valid	1. Yes	27.2	32.2	23.9
	2. No	72.8	67.8	
	Total	100.0	100.0	

Appendix Table 12--Are you currently living with any children?

		Wave 1	Wave 2
Valid	1. Yes	23.7	25.9
	2. No	76.3	74.1
	Total	100.0	100.0

Appendix Table 13--Would you describe yourself as...

		Wave 1	Wave 2
Valid	1. Democrat	27.3	27.4
	2. Independent/other	70.3	70.2
	3. Republican	2.4	2.4
	Total	100.0	100.0

Appendix Table 14--Where do you live?

		Wave 1	Wave 2
Valid	1. Large/major city	37.8	34.8
	2. City	28.7	28.6
	3. Small town/suburban	22.7	24.8
	4. Rural	8.8	9.4
	5. other	1.9	2.3
	Total	100.0	100.0

Appendix Table 15--I regularly use Facebook.

		Wave 1	Wave 2
Valid	1. Agree strongly	43.5	38.6
	2. Agree somewhat	22.9	21.3
	3. Neither agree/disagree	7.1	7.5
	4. Disagree somewhat	8.1	8.1
	5. Disagree strongly	18.4	24.6
	Total	100.0	100.0

Appendix Table 16--I regularly use Twitter.

		Wave 1	Wave 2
Valid	1. Agree strongly	14.1	8.6
	2. Agree somewhat	14.8	11.5
	3. Neither agree/disagree	9.8	10.0
	4. Disagree somewhat	14.9	11.8
	5. Disagree strongly	46.4	58.2
	Total	100.0	100.0

Appendix Table 17--I regularly use YouTube.

		Wave 1	Wave 2
Valid	1. Agree strongly	35.8	33.3
	2. Agree somewhat	38.1	37.3
	3. Neither agree/disagree	13.4	14.1
	4. Disagree somewhat	7.8	8.4
	5. Disagree strongly	4.8	6.8
	Total	100.0	100.0