Digital Profile Survey

Default Report ⬍

Select a page to view below or **view all pages**:

#5. Demographics ⬍

Response Type:
Normal Response

Custom Value:
empty

Response Started:
Wednesday, June 30, 2010 11:54:44 PM

Collector:
Digital Profile Survey
(Web Link)

IP Address:
12.147.18.121

Response Modified:
Friday, July 2, 2010 1:46:25 AM

1. What are the demographics of your current audience?

We don't really know. Quantcast can give us unreliable info. Our last reader survey showed skewing female, white, middle aged audience -- but this is old info. Need infrastructures to tap into social media profiles.

2. What are the top three political identification descriptors of your audience?

No Response

3. What is the average age breakdown of your online audience?

No Response

4. What is the racial breakdown (by percentage) of your online audience?

Don't Know - don't know

5. What is the annual income level (by percentage) breakdown of your online audience?

No Response

6. What is the gender breakdown (by percentage) of your online audience?

Don't Know - don't know

7. What is the geographical breakdown (where is your audience coming from) of your online audience?

East Coast - 27%

West Coast - 32%

Mid West - 12%

Rocky Mountain - 2%

South - 16%

International - 14%

Don't Know - geo is actually something google analytics tracks well.

8. Which of your current audiences would you like to expand?

students, activists, organizers, political news consumers

9. What new audiences would you like to reach and why?

18-35 multiracial politically engaged progressive news consumers. Engaging future influencers in politically formative years as catalysts for popularizing racial justice and preparing people to fight for it.

10. Do you have any strategies for developing audiences among specific demographic sets (i.e. age, gender, location, political affiliation)? If so, describe them briefly.

had big push at USSF to get the politically left