

NETROOTS ★ NATION

NETROOTS NATION 2008
JULY 17–20 ★ AUSTIN, TX

WHO WILL ATTEND? Netroots Nation is a one-of-a-kind event that connects 3,000 educated, affluent, politically active and technologically savvy professionals from all walks of life, numerous backgrounds, and countless geographic locations. Our network of contacts includes more than 30,000 progressive activists and leaders, bloggers, and blog readers. In addition, Netroots Nation encompasses politicians and staffers, policy experts and academics, and more than 250 members of the mainstream media.

After the 2007 YearlyKos Convention, organizers surveyed past convention attendees to find out general demographic information. The results of that survey can be found below.

AGE

Under 24: 5.3 percent
25–35: 14.5 percent
35–45: 22.3 percent
45–55: 32.5 percent
55 and above: 25.4 percent

EDUCATION LEVEL

High school grad: 1.1 percent
Some college: 11.7 percent
Associate's degree: 3.9 percent
Bachelor's degree: 40.3 percent
Graduate degree: 28.3 percent
Doctorate degree: 14.8 percent

ANNUAL HHI

Less than \$30K: 7.2 percent
\$30K–50K: 14.0 percent
\$50K–70K: 15.5 percent
\$70K–100K: 25.9 percent
\$100K–250K: 29.5 percent
More than \$250K: 7.9 percent

GEOGRAPHIC LOCATION

West Coast: 17.7 percent
Mountain West: 6.7 percent
Midwest: 37.2 percent
South: 16.3 percent
Northeast: 19.2 percent
Other: 2.8 percent

OTHER FINDINGS

37.8 percent spend 21–39 hours per week online.
97.5 percent say they regularly vote.
89.9 percent say they participate in online activism (petitions, writing letters to elected officials, etc.)
64.3 percent say they participate in grassroots activism.
91.5 percent say they donate to campaigns or progressive organizations.

Changing the face of progressive politics

NETROOTS NATION 5758 GEARY BLVD. PMB #303 SAN FRANCISCO, CA 94121 WWW.NETROOTSNATION.ORG