

	Ambitious Activist	Practical Activist	Self-Assured Millennial	Organized Retiree	Tenacious Activist	Casual Activist
% of Total Causes Population	39%	14%	13%	11%	10%	8%
Age	46	38	25	59	68	35
Female	23%	41%	43%	52%	78%	52%
Income	45-55K	55-65K	35-45K	85-100K	20-35K	55-65K
College Educated	42%	55%	73%	61%	34%	62%
# of Friends on Causes	74	294	278	195	359	102
# of Invites sent	157	254	86	104	943	95
# of Actions Taken	10	25	8	19	42	19
Days Since Last Action	16	30	49	4	2	10
# of Campaigns in each category:						
Animal Rights	0.53	0.72	0.98	1.04	2.95	0.23
Environment	0.32	0.98	1.02	1.05	0.95	0.85
Health	0.75	0.12	0.35	0.82	0.23	0.96
Women's Rights	0.75	0.82	0.54	0.49	0.32	0.34