

# George Floyd Protester Demographics: Insights Across 4 Major US Cities

Research Findings  
June 2020

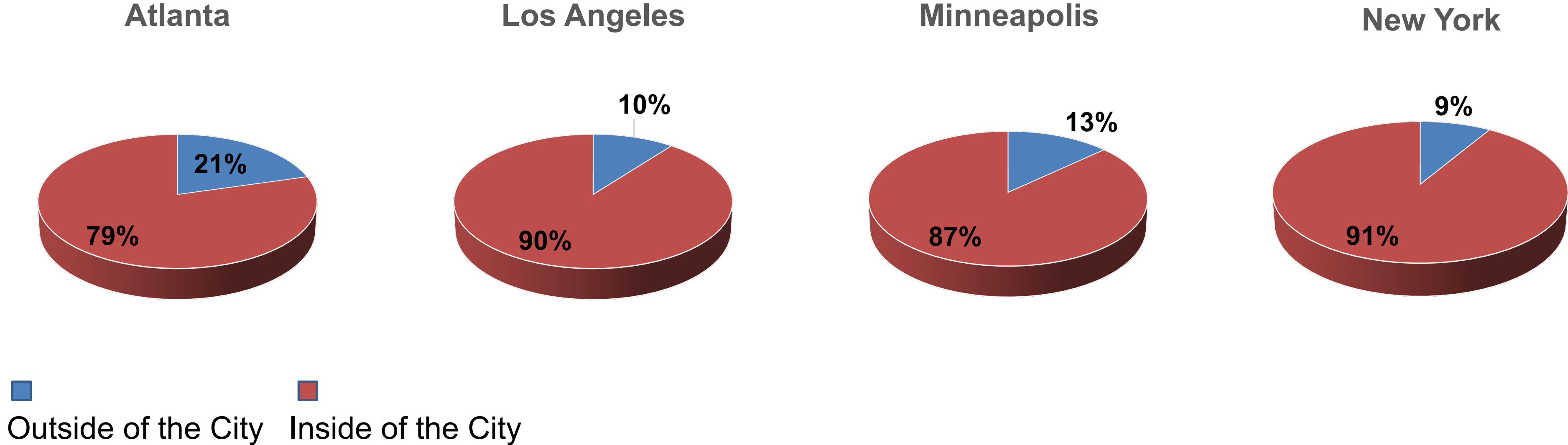
# Methodology

ALL DATA IS BASED ON OBSERVED MOBILE DEVICES IN SPECIFIED LOCATIONS

- Devices were observed for geographic areas around specific protest locations in New York, Los Angeles, Minneapolis and Atlanta
- Device data was collected on May 29<sup>th</sup>, 30<sup>th</sup> and 31<sup>st</sup>
- “Day” data was collected during non-curfew hours
- “Night” data was collected during the curfew hours specific to each city
- A device with a common evening location within a 150km radius of city center was considered as belonging to someone who lived “inside” that city vs “outside” of that city

# Percentage of Devices from “Inside” Vs. “Outside” Each City:

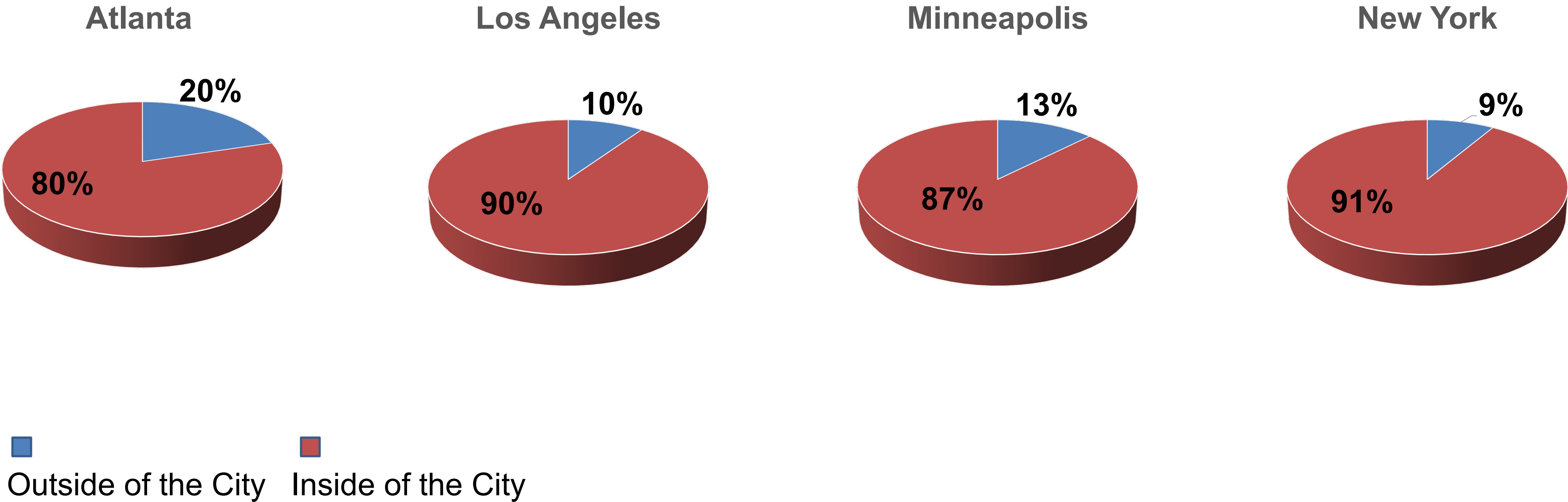
FOR TOTAL DEVICES OBSERVED ACROSS DAY AND NIGHTTIME



Percentages show that most protesters, in each city, came from within an approximate 100-mile radius, Atlanta had the highest percentage of protest attendees from outside of the city,

# Percentage of Devices from “Inside” vs. “Outside” of the City

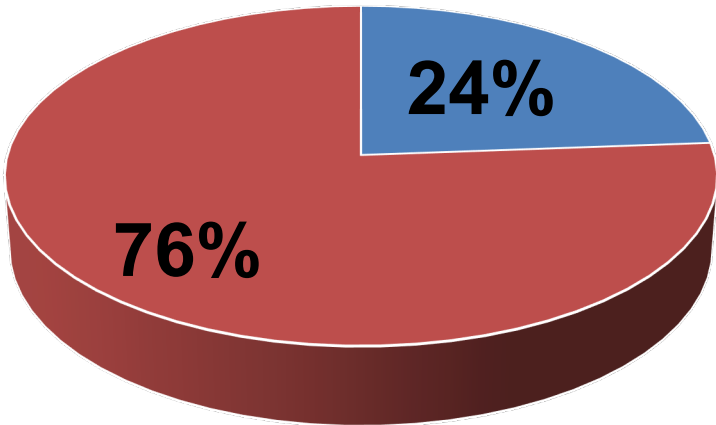
FOR DEVICES OBSERVED DURING THE DAY



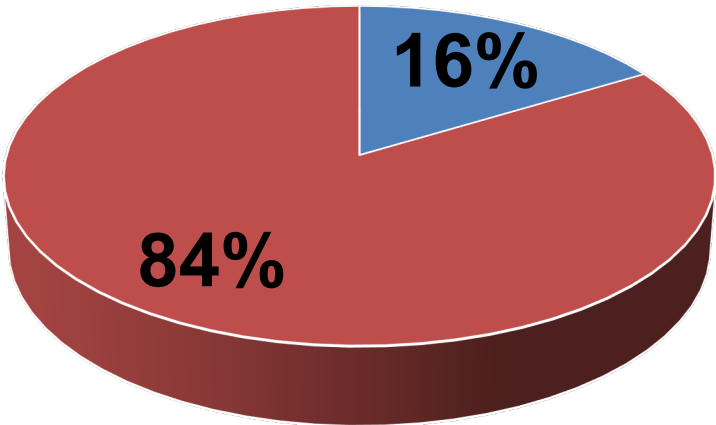
# Percentage of Devices from “Inside” vs. “Outside” the City

FOR DEVICES OBSERVED DURING THE NIGHTTIME

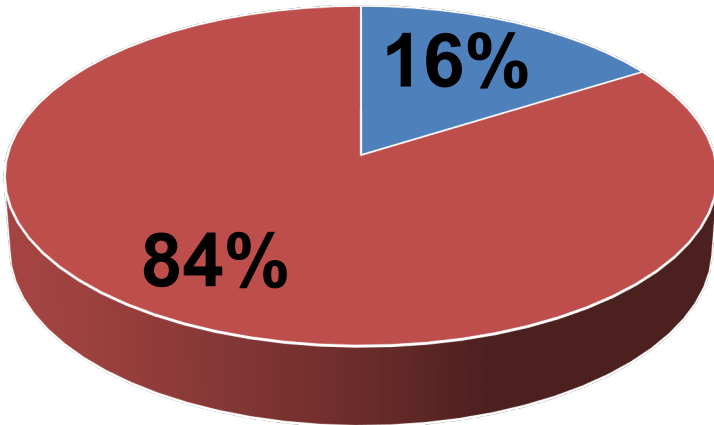
Atlanta



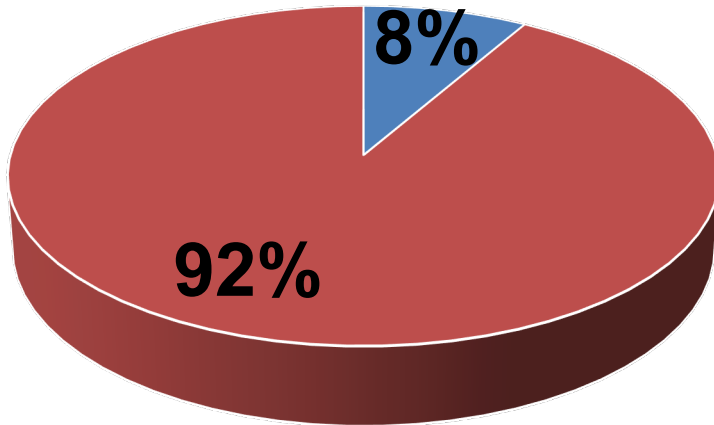
Los Angeles



Minneapolis



New York



Outside of the City

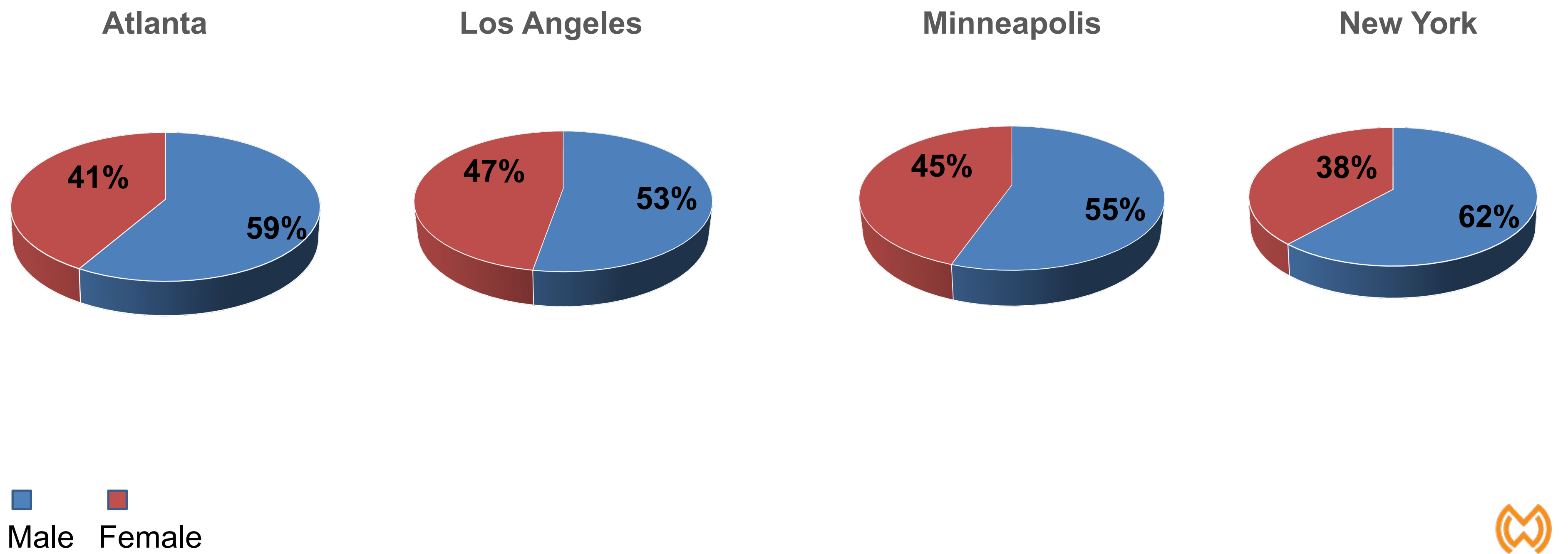


Inside of the City



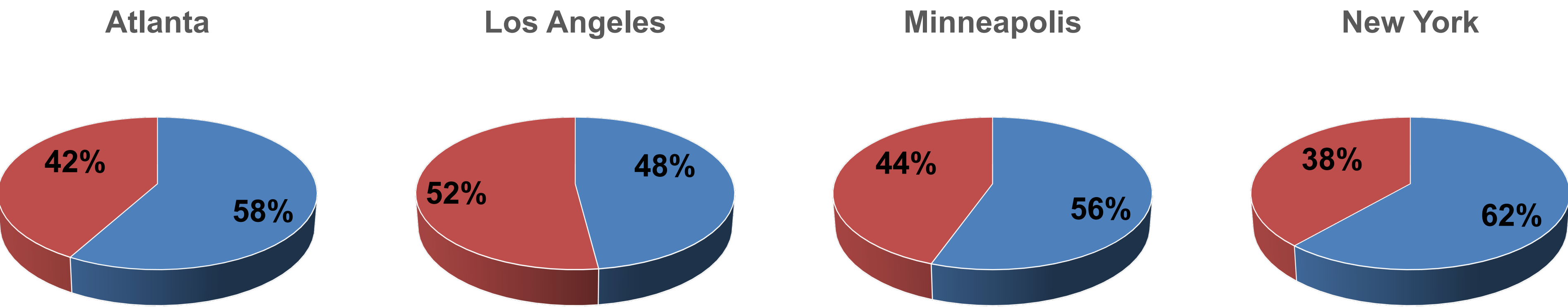
# Gender Distribution: Male vs. Female

THERE WERE MORE MALE PROTESTERS IN ALL CITIES FOR AN AVERAGE OF DEVICES OBSERVED ACROSS DAY AND NIGHT



# Gender Distribution

FOR DEVICES OBSERVED DURING THE DAY

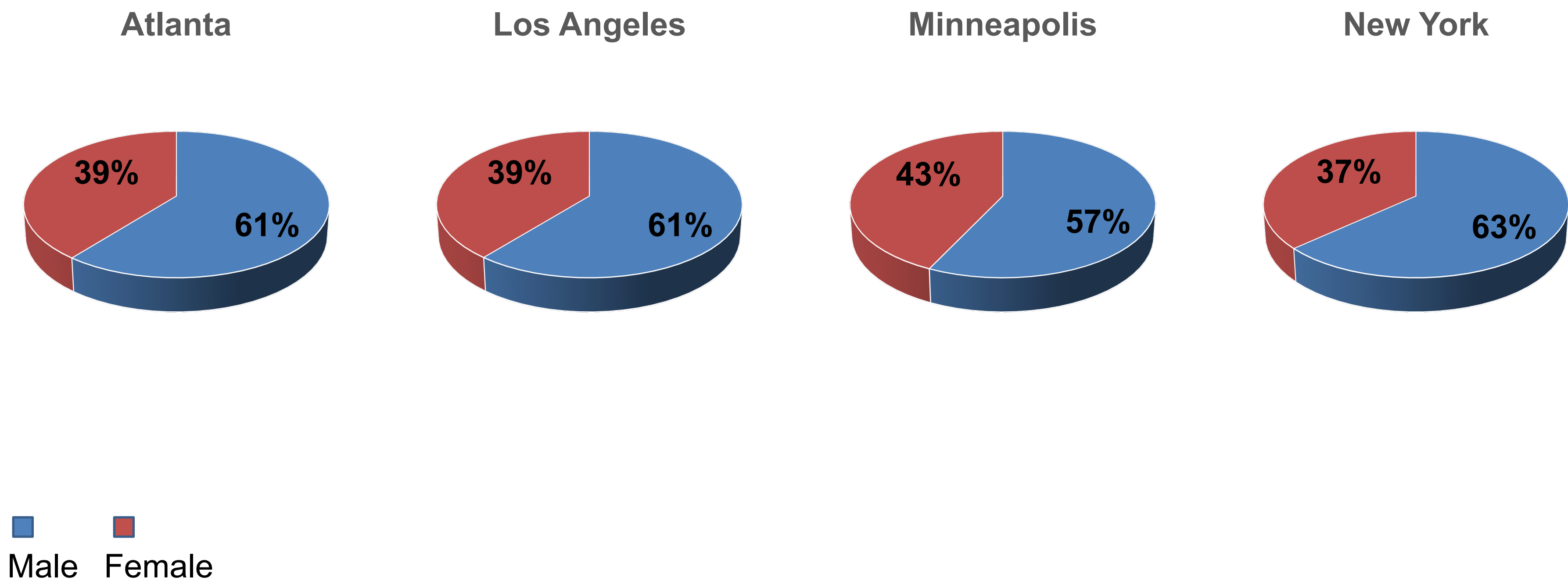


Los Angeles had a significantly higher percentage of female participants during the day vs. other cities

Male Female

# Gender Distribution

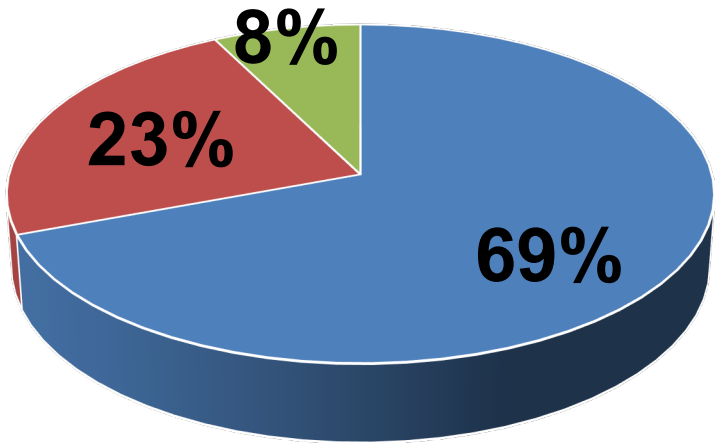
FOR DEVICES OBSERVED DURING THE EVENING



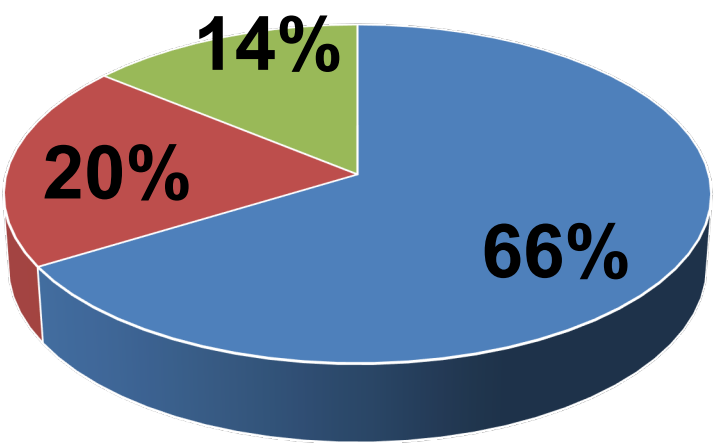
# Age Distribution

DISTRIBUTION FOR DEVICES OBSERVED ACROSS DAY AND NIGHT

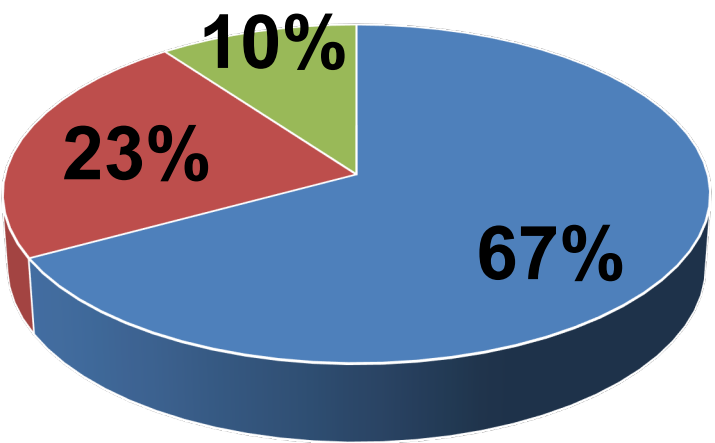
Atlanta



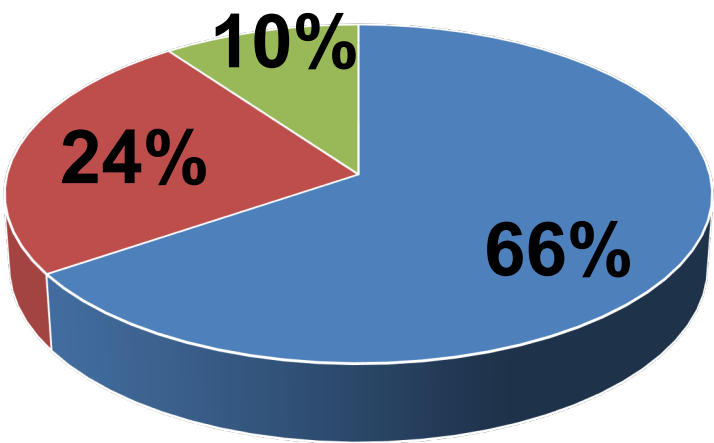
Los Angeles



Minneapolis



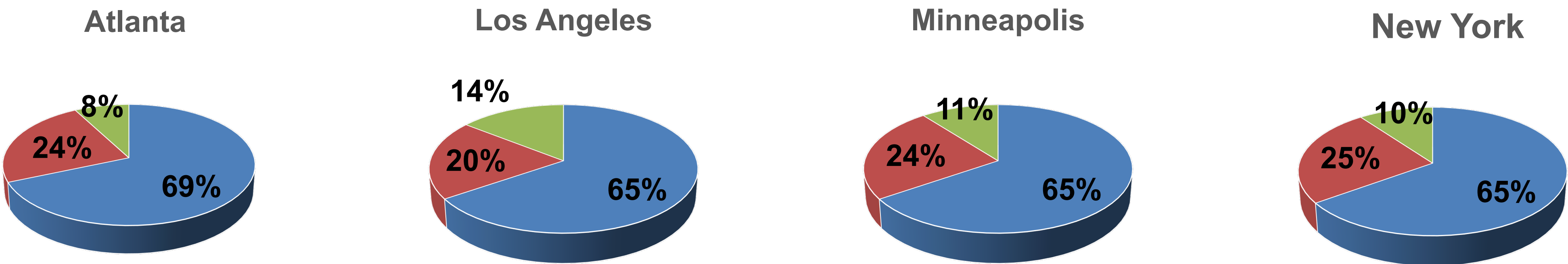
New York



■ 18-34   ■ 35-54   ■ 55+

# Age Distribution

FOR DEVICES OBSERVED DURING THE DAY

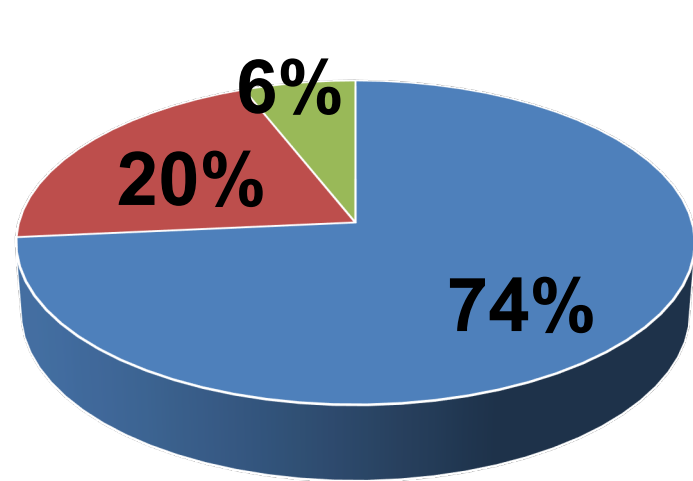


■ 18-34   ■ 35-54   ■ 55+

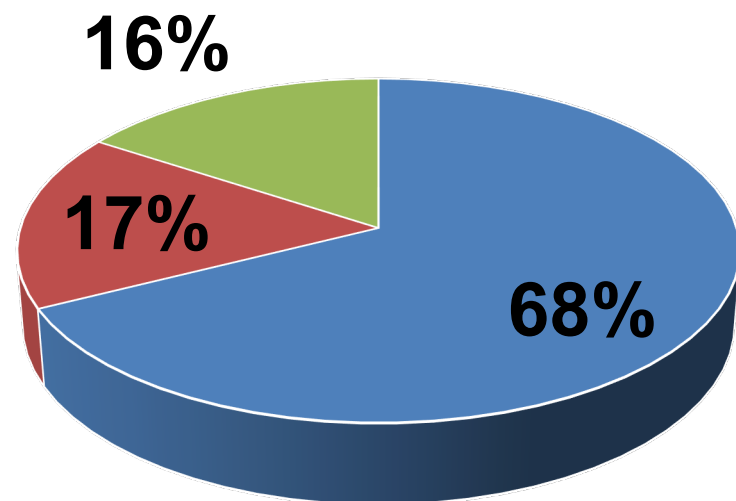
# Age Distribution

FOR DEVICES OBSERVED DURING THE NIGHT

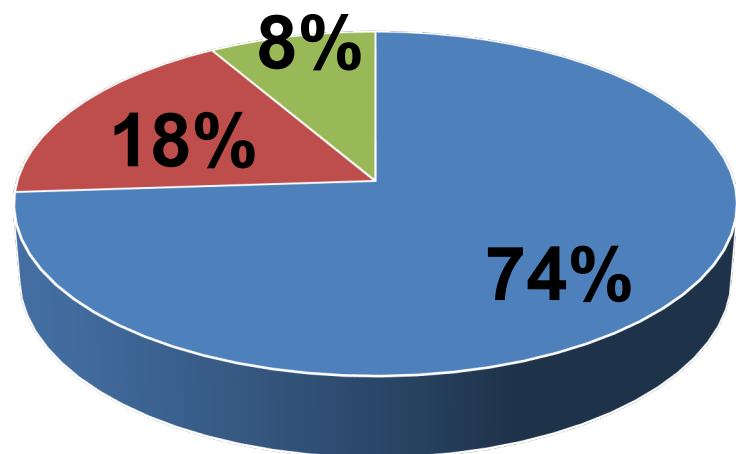
Atlanta



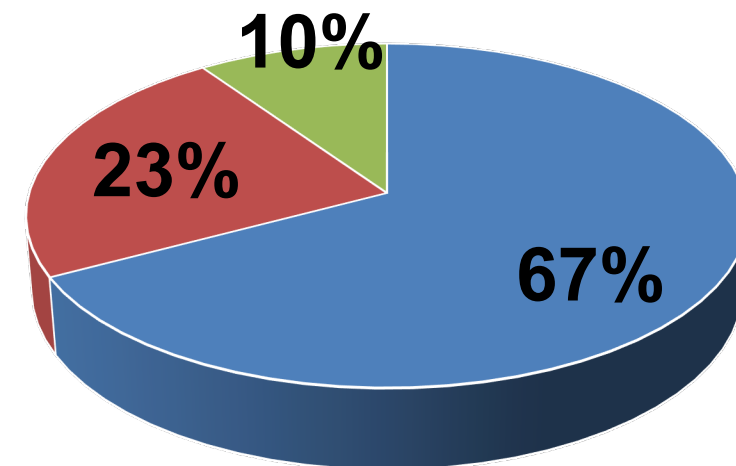
Los Angeles



Minneapolis



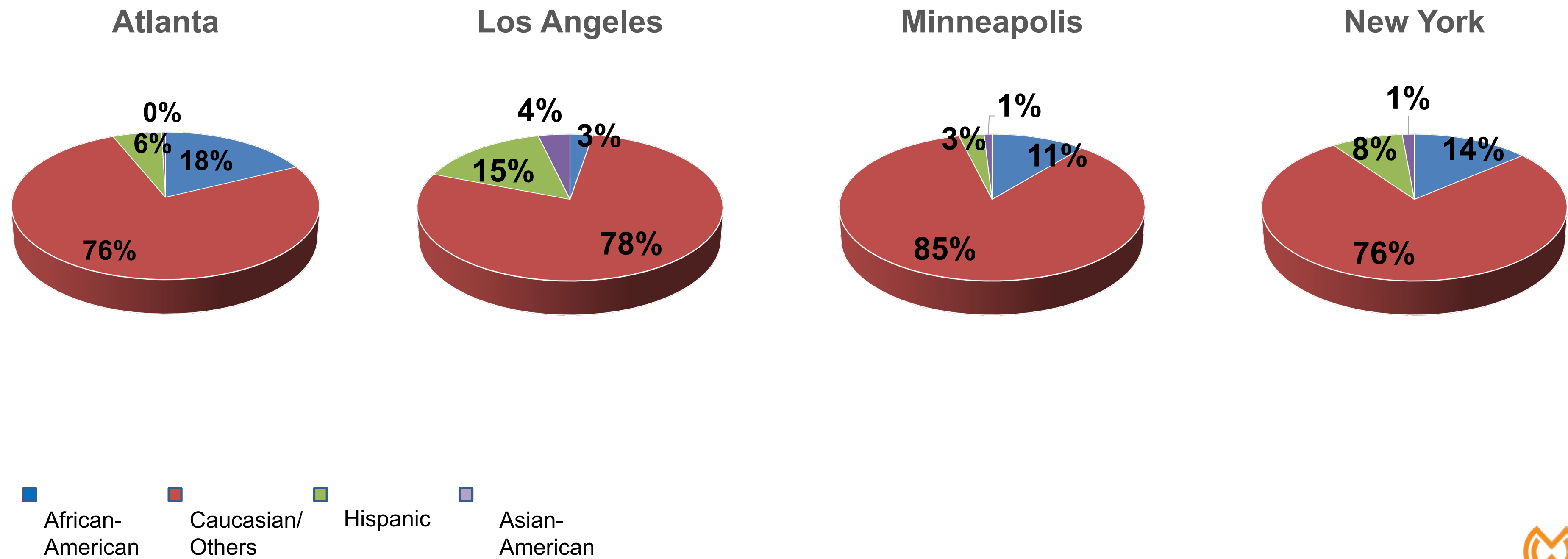
New York



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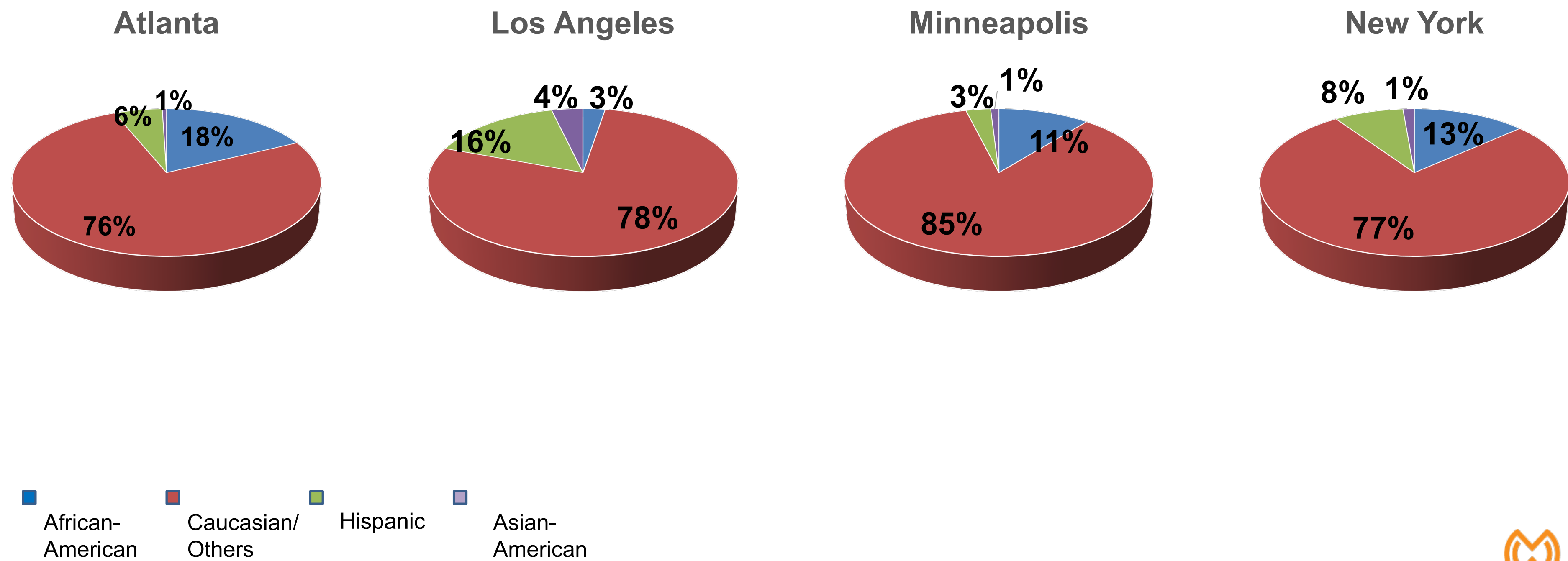
# Ethnicity Distribution

DISTRIBUTION FOR DEVICES OBSERVED ACROSS DAY AND NIGHT



# Ethnicity Distribution

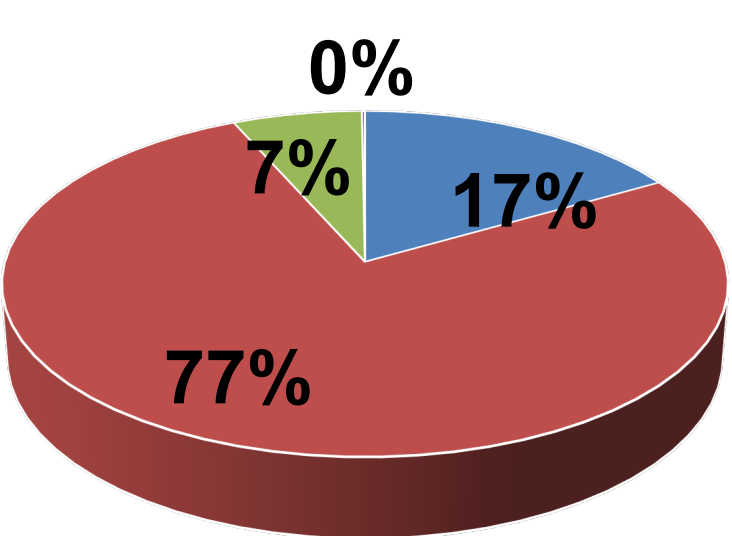
FOR DEVICES OBSERVED DURING THE DAY



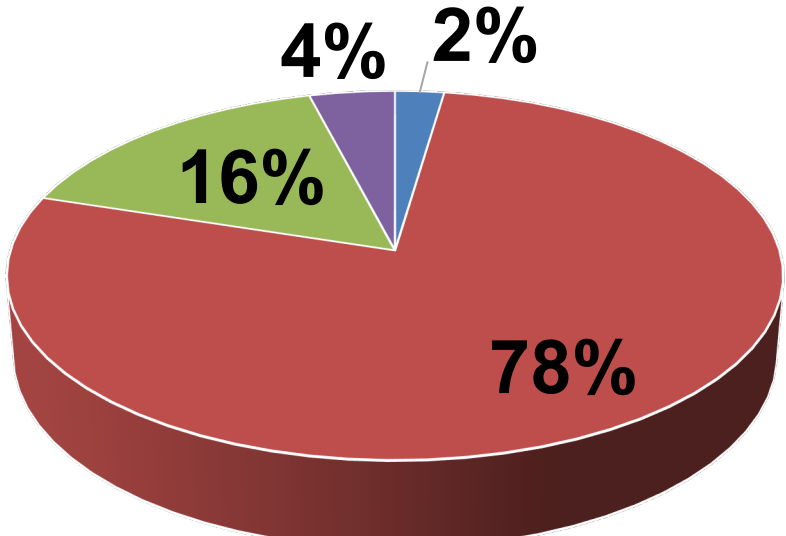
# Ethnicity Distribution

FOR DEVICES OBSERVED DURING THE NIGHT

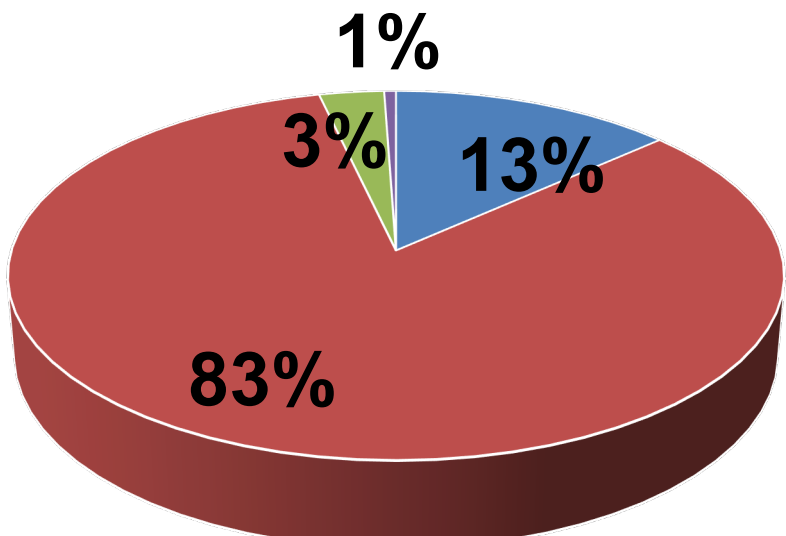
Atlanta



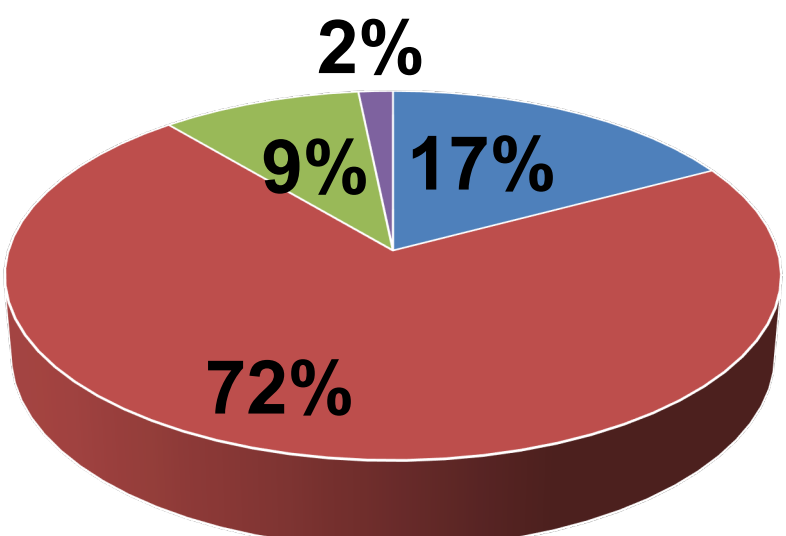
Los Angeles



Minneapolis



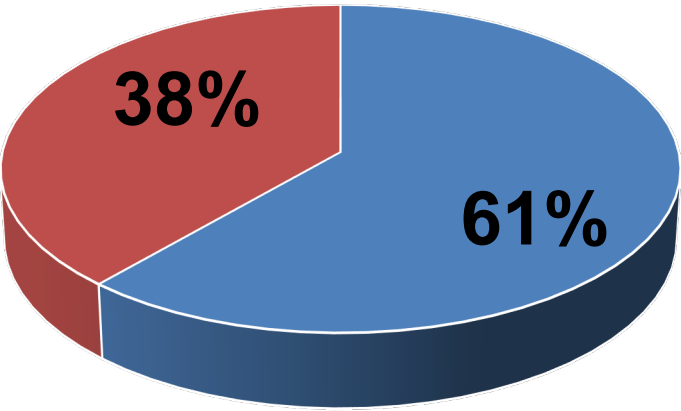
New York



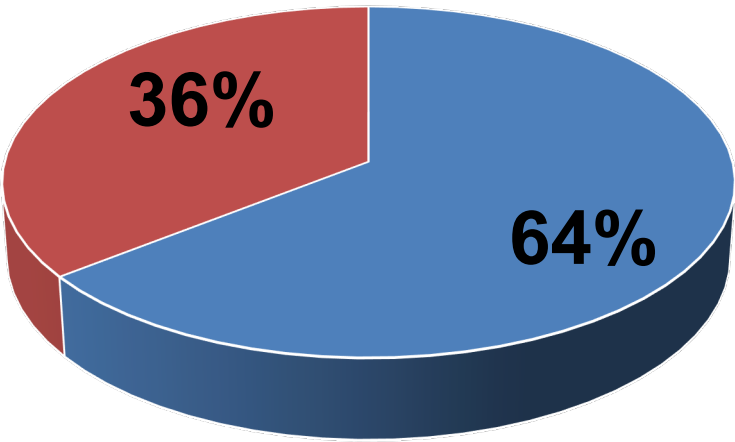
# African American Gender Distribution

FOR AN AVERAGE OF DEVICES OBSERVED ACROSS DAY AND EVENING

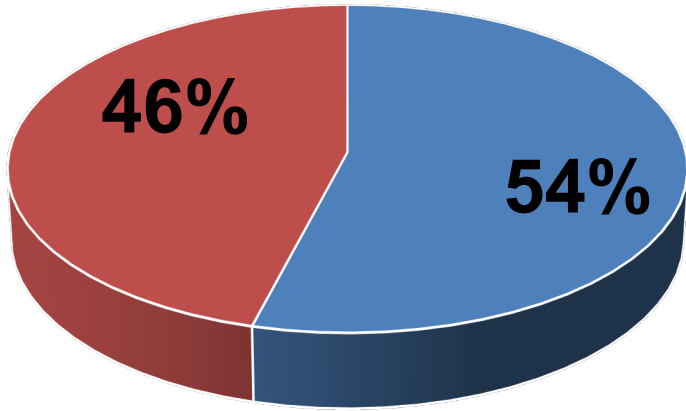
Atlanta



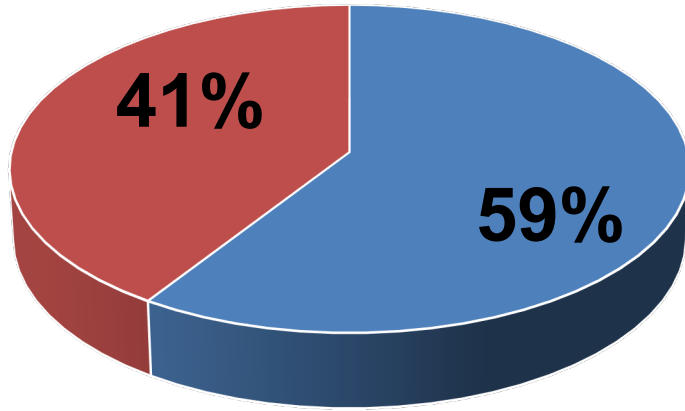
Los Angeles



Minneapolis



New York

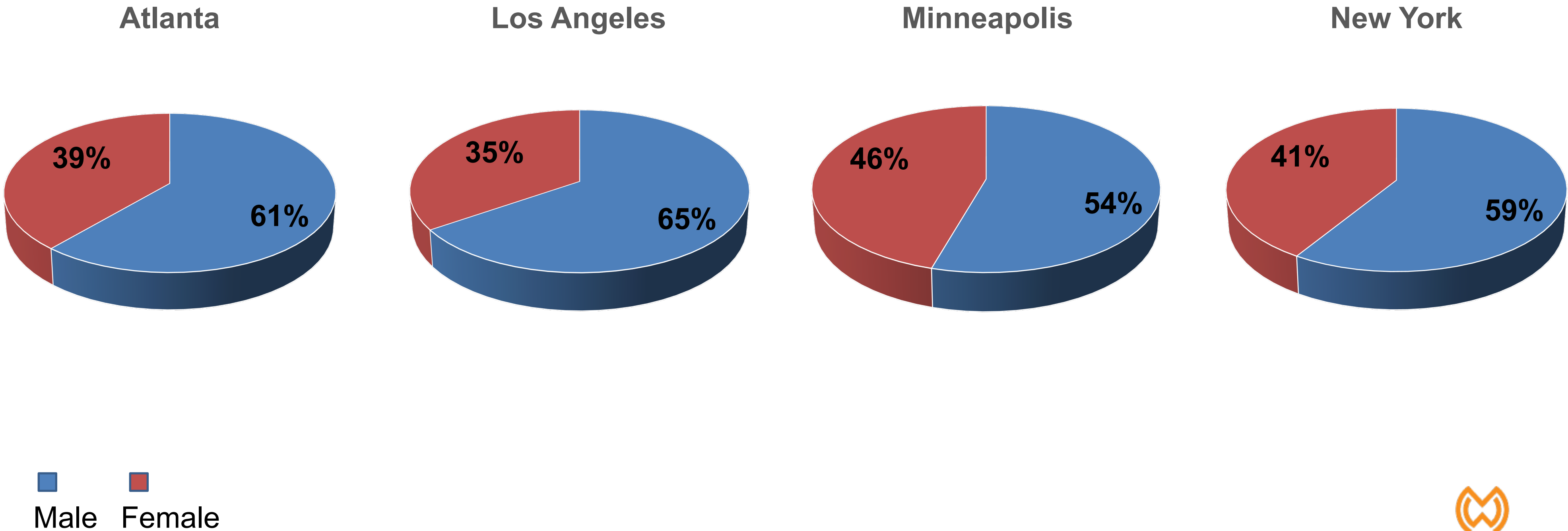


There were a higher percentage of African American men participating throughout the protests in each city with the percentage of women participating dropping during the evening hours.

Male Female

# African American Gender Distribution

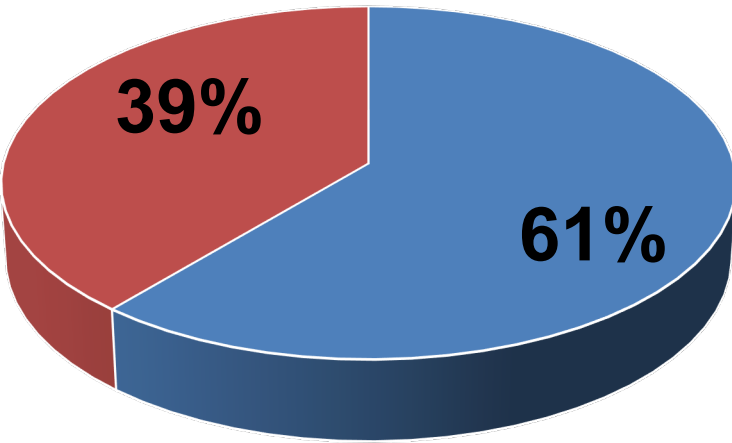
FOR DEVICES OBSERVED DURING THE DAY



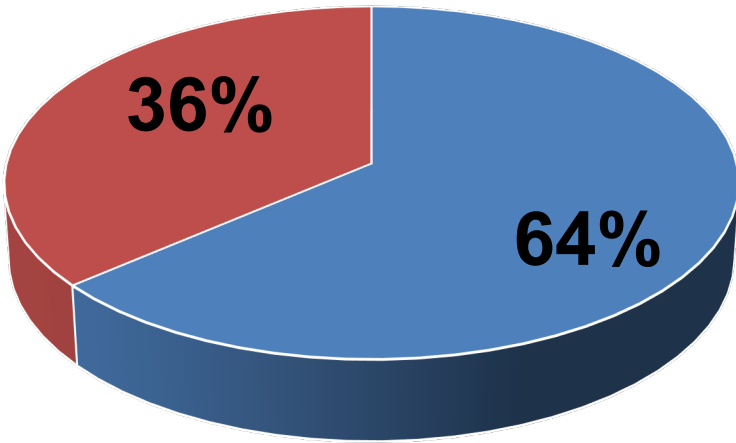
# African American Gender Distribution

FOR DEVICES OBSERVED DURING THE NIGHT

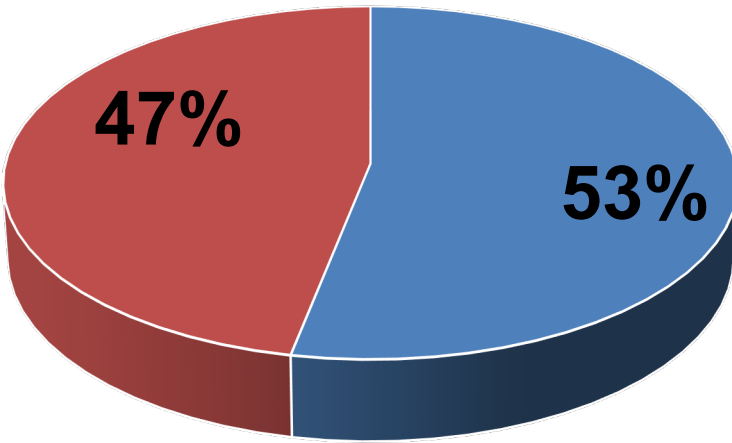
Atlanta



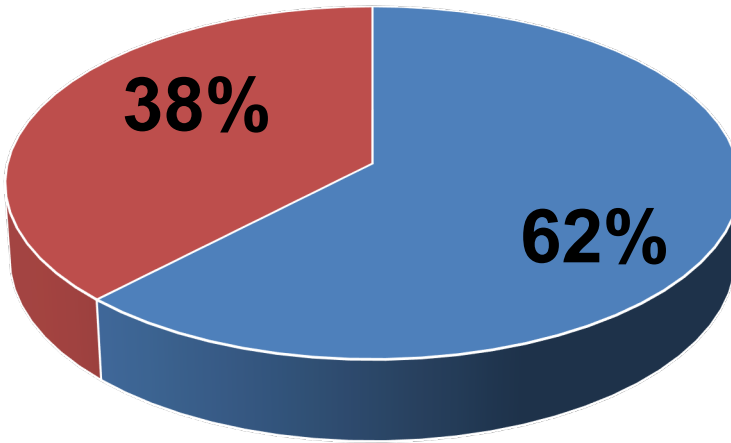
Los Angeles





Minneapolis



New York



 Male  Female

# About Mobilewalla

- [Mobilewalla](#) is a leading consumer data and analytics company, combining the industry's most robust data set with deep artificial intelligence expertise to help organizations better understand, model and predict consumer behavior. Founded in 2010, with offices in the United States, Singapore, India and Australia, Mobilewalla works with companies around the world such as NPD, University of South Florida, Knorex and Bhumi Varta helping them leverage data and machine learning to maximize their AI investments making more informed business decisions and effectively acquiring, understanding and retaining their most valuable customers. Learn more at [Mobilewalla](#).
- CEO & Founder, Anindya Datta, Ph.D., is a leading technologist and innovator with core contributions in best-in-class large-scale data management solutions, artificial intelligence and internet technologies.