



Religious Right Taking Over the Tea Party

A psychographic survey of over 17,000 Americans reveals a brewing identity crisis within the Tea Party. As religious conservatives join the movement, libertarians – with their vastly different values, morals and personalities – are leaving.



MyType Opinion Research

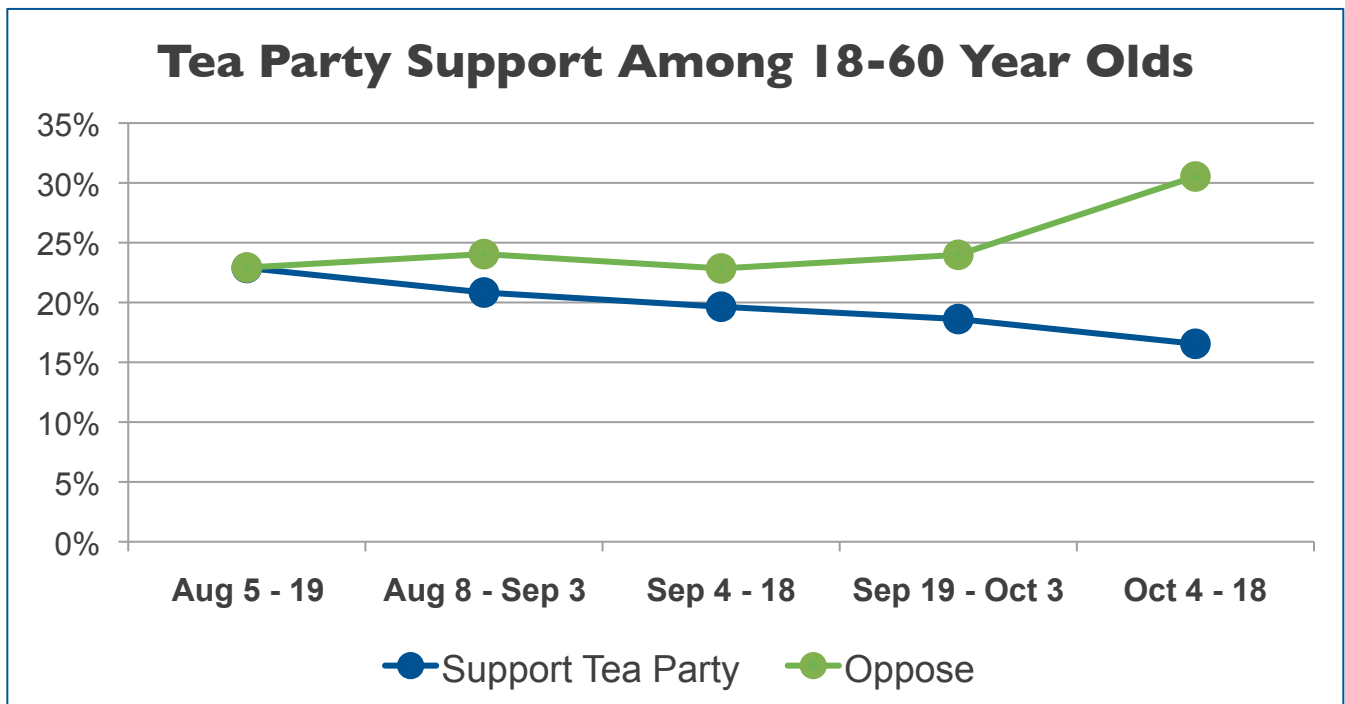
October 2010

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Executive Summary

MyType, a psychographic opinion research firm, surveyed over 17,000 Americans about the Tea Party to reveal the demographics, values, morals and personalities of the movement’s supporters. Looking for the defining characteristics of a presumably cohesive party, MyType instead found the movement in the middle of an identity crisis. According to MyType’s data, devoutly religious conservatives comprise 22.5% of the Tea Party and are its fastest growing segment. They bring with them a fundamentally different set of values, morals and personalities than libertarian supporters, a core group that represent 17% of the party. While the former tend to be morally charged, family-oriented traditionalists, many libertarian supporters are neither religious nor traditional – rather, they are independent, intellectual, and morally permissive. The rising prominence of religious conservatives within the movement, highlighted by recent religious right rhetoric from several prominent figures affiliated with the Tea Party, appears to be driving away libertarians and others. Despite the surge in support from religious conservatives, overall support for the Tea Party is in decline.



To mitigate any sample bias, the respondent set was weighted to reflect the age, gender, location and personality distribution of the general, 18-60 year old US population.

About MyType

MyType provides personality, political and other psychographic surveys at www.mytype.com and on Facebook, making it fun to learn about yourself and compare results with friends. Over 800,000 people have completed our surveys, and thousands more complete them each day. We leverage this rich data platform to conduct original market and political research. For custom demographic and psychographic opinion research, contact us at sales@mytype.com or the number below. Please direct all press inquiries to press@mytype.com.



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ABOUT THE AUTHORS

Tim Koelkebeck, MyType's CEO, wrote this report and led the underlying analysis. Tim has a degree in Computer Science from Harvard, where he also studied psychology and neuroscience.

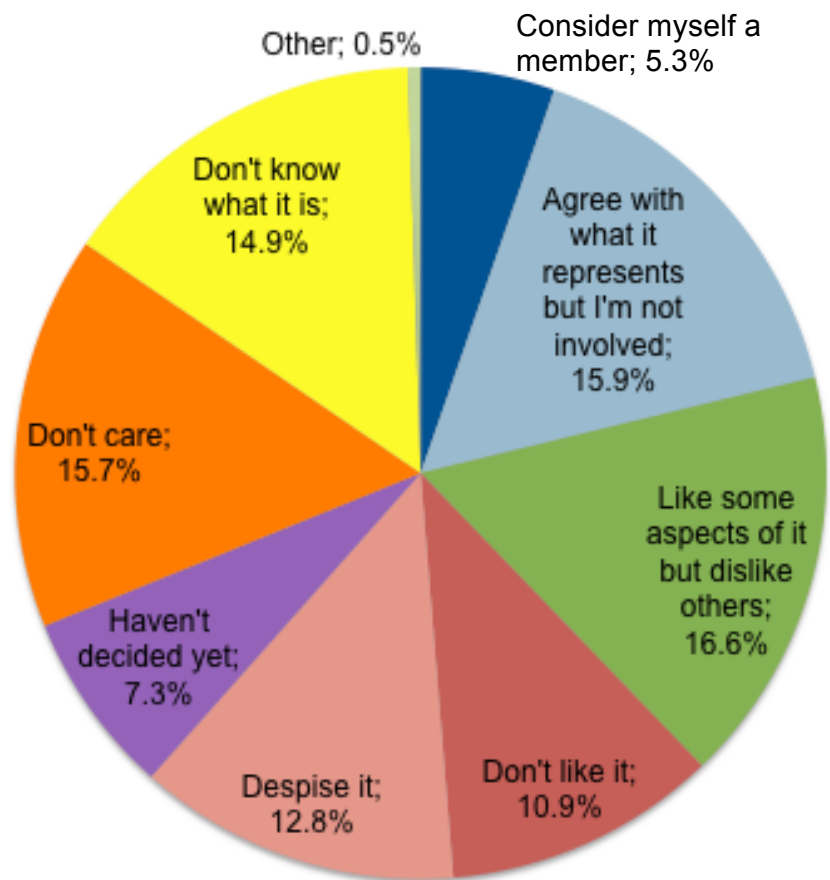
Robert de Vries, MyType's Lead Statistician, performed the statistical analyses that produced the data for this report and co-led the underlying analysis. Rob is a PhD candidate in Social Epidemiology at Imperial College London.

Tea Party Opinions

From August 5th through October 18th, 2010, MyType inserted the statement “When it comes to the Tea Party, I...” into several of its online psychology surveys, which respondents completed with one of 8 answer options or a custom, typed-in answer. The set of over 17,000 valid responses was normalized to reflect the age, gender, location and personality distribution of 18-60 year olds in the US.¹ The response breakdown is depicted in the below pie chart.

We refer to those who answered “consider myself a member” or “agree with what it represents but I’m not involved” as **Tea Party supporters**. Those who answered “don’t like it” or “despise” are considered opposers of the Tea Party.

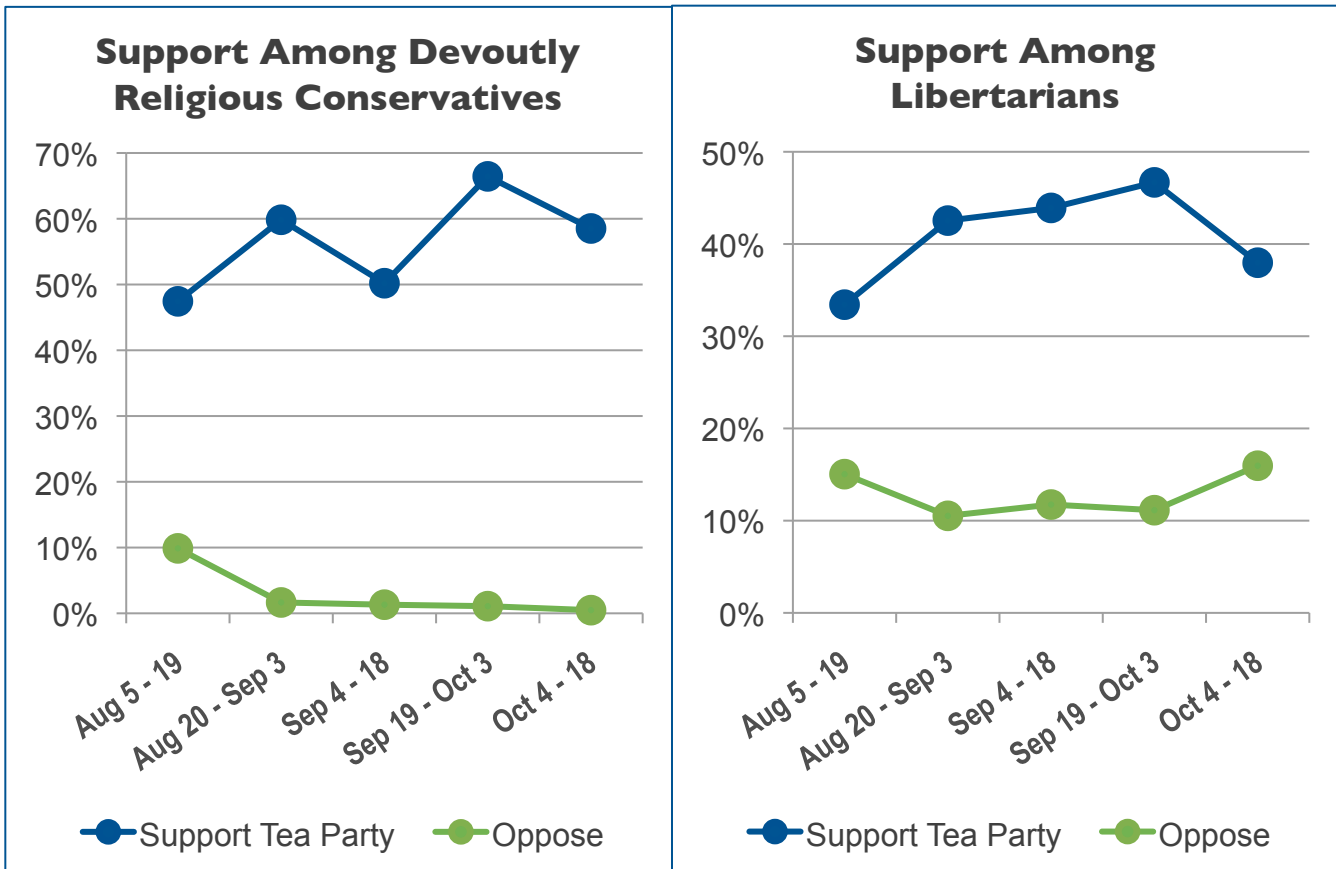
Note that our sample is not filtered by likely voters, these numbers are meant to be reflective of the general 18-60 year old US population, as described above.



¹ For more on the normalization and other methodologies, see the Methodology section below. For a detailed breakdown of the differences between the survey sample and the general US population, see the section entitled [Survey Sample Compared to the US](#).

TURNOVER WITHIN THE PARTY

Karl Denninger, widely credited as one of the founders of the Tea Party, publicly denounced the movement on October 20th, saying it has been hijacked by people obsessed with “guns, gays and God”. MyType’s survey data do indicate that devoutly religious conservatives² are the fastest growing segment within the Tea Party, a finding corroborated by a recent Public Research Institute poll. From early August to mid-October, Tea Party support among religious conservatives climbed from 47.4% to 58.5%, a relative increase of over 23%. During the same period, opposition among religious conservatives dropped from 9.9% to a negligible 0.5%. Religious conservatives comprise 22.5% of Tea Party supporters.



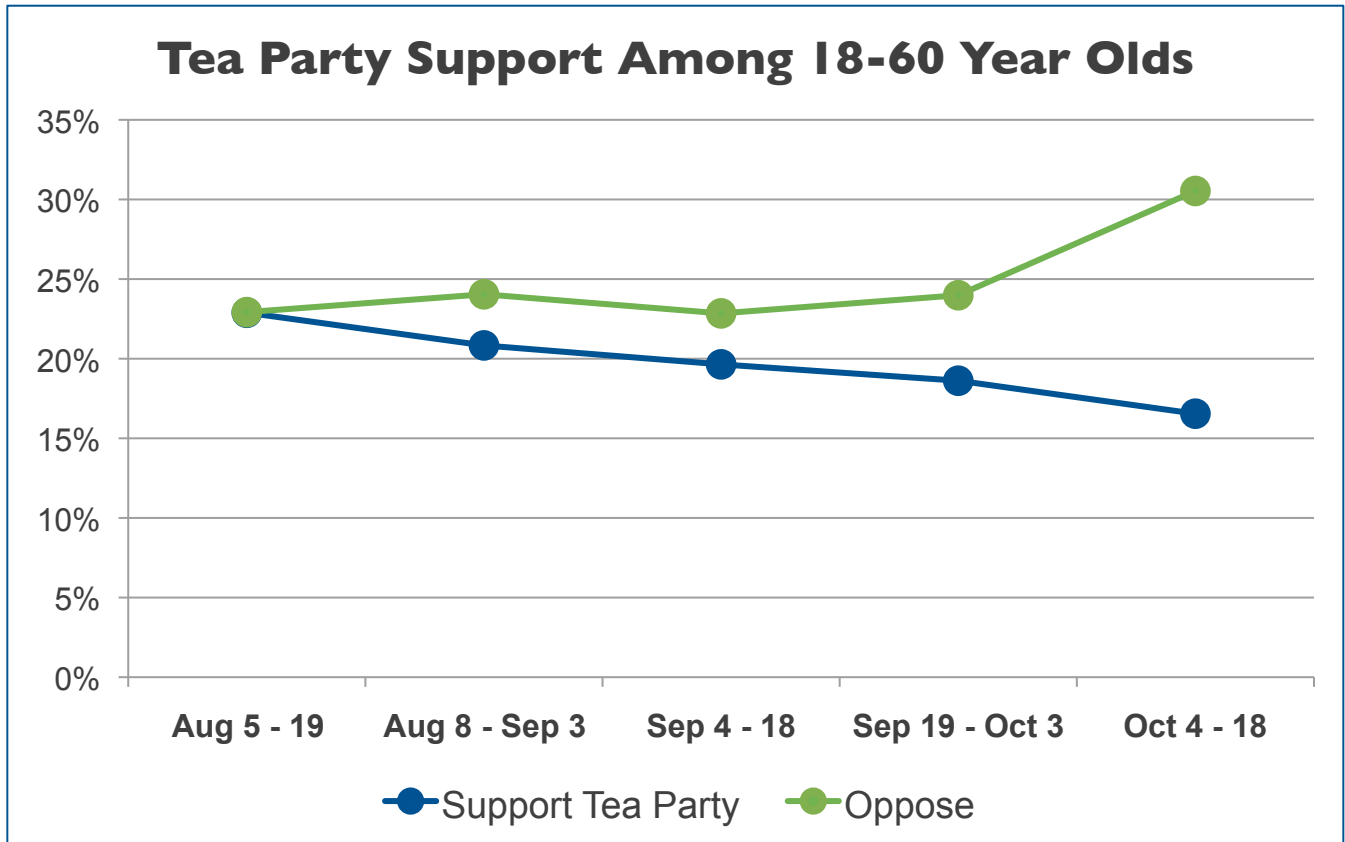
Libertarian³ supporters, who comprise 17.0% of the party, appear to be leaving the movement. Between late September and mid-October, support among libertarians dropped from 46.7% to 37.8%, a relative decline of over 19%. During the same period, opposition among libertarians climbed from 11.1% to 16.0%. A plausible explanation is that libertarians, like Mr. Denninger, are discouraged by the rising prominence of the religious right within the Tea Party. As discussed in detail in the “Tea Party Identity Crisis” section below, religious conservative and libertarian supporters of the Tea Party have many fundamental differences.

² This report refers to respondents who self-identified as both “devoutly religious” to MyType’s religiosity question and “conservative” to MyType’s political orientation question as “religious conservatives”.

³ People who self-identified as “libertarian” to MyType’s political orientation question.

DECLINING SUPPORT OVERALL

The rising prominence of the religious right within the Tea Party may be driving away more than just libertarians. MyType's survey data indicate that overall support for the movement is waning. From early August to mid-October, the percentage of 18-60 year old Americans supporting the party dropped from 22.9% to 16.5%, a relative decline of 28%. During the same period, opposition climbed from 22.9% to 30.5%, a relative increase of 43%.



Tea Party Identity Crisis

Respondents completed one or more standard psychology surveys measuring values, morals and personality traits. Analysis of this data reveals that while religious conservative and libertarian supporters are demographically fairly similar, psychographically they are fundamentally different.⁴ The former tend to be morally charged, family-oriented traditionalists. Libertarian supporters, on the other hand, are not particularly religious and far from traditional. Rather, they are independent, intellectual, and morally permissive.

Characteristics	Religious Conservative Supporters	Libertarian Supporters
Values	Tradition, Propriety, Security, Benevolence	Self-Direction, Stimulation, Power, Security
Morals	Morally charged, particularly regarding group loyalty, respect for authority, and purity	Morally permissive
Personality	Down-to-earth, diligent, confident	Assertive, industrious, intellectual
Religiosity	Devoutly religious (by definition)	Mix of religious and non-religious
Professional Values	Emphasis on morality, efficiency	Emphasis on integrity, competence
Interests	Religion, family, sports	Business, finance, news and science
Age	Disproportionately baby boomers	Reflects general population
Gender	Balanced	Disproportionately male
Primary Race	Mostly white	Mostly white
Location	Strong in the Bible Belt, Midwest	Strong in the Southeast, Mountain region
Education	Above average	Above average
Household Income	Middle to upper middle class	Upper middle to upper class
Parenthood	Disproportionate number of large families	Many small families and non-parents

This table highlights notable tendencies in the two groups of supporters, not exclusive definitions. For instance, while there are religious conservative supporters who are interested in science, on the whole this groups stands out for its high percentage of people interested in religion and family.

⁴ Demographics include age, gender, race, income, location and number of children. Psychographics include personality traits, values, morals, lifestyle and interests, among other characteristics.

It seems unlikely that these distinct groups can remain united under one political banner. The rising prominence of religious conservatives and the decline of libertarians indicate a brewing identity crisis for the Tea Party. The movement began with the core libertarian values still listed on its official website: fiscal responsibility, constitutionally limited government, and free markets. Recently, however, prominent political candidates and public figures affiliated with the party have voiced support for key religious right issues, including speaking out against abortion and homosexuality, calling for a continued war on terror abroad, and questioning the separation of church and state. This is likely attracting the newer religious conservative supporters and driving away the party's socially liberal libertarians, as well as others originally attracted to the movement for its focus on scaling back government. To the individuals leaving, the idea of involving government in moral prescription is likely perceived as expanding its influence, not scaling it back.



The many differences between religious conservative and libertarian supporters of the Tea Party are personified by their respective political icons, Sarah Palin and Ron Paul.

In the remainder of this section, we detail the demographic and then psychographic similarities and differences between the two groups of supporters. Though fairly similar demographically, the stark psychographic differences cast an image of two fundamentally different groups of people.

DEMOGRAPHIC COMPARISON OF RELIGIOUS CONSERVATIVE AND LIBERTARIAN SUPPORTERS



Tea Party supporters are more likely to be white, middle and upper-middle class parents.

Conservative and libertarian Tea Party supporters are demographically fairly similar. Both are predominantly white, middle and upper-middle class parents. They have similar distributions across education levels and are overall slightly more educated than the general population.

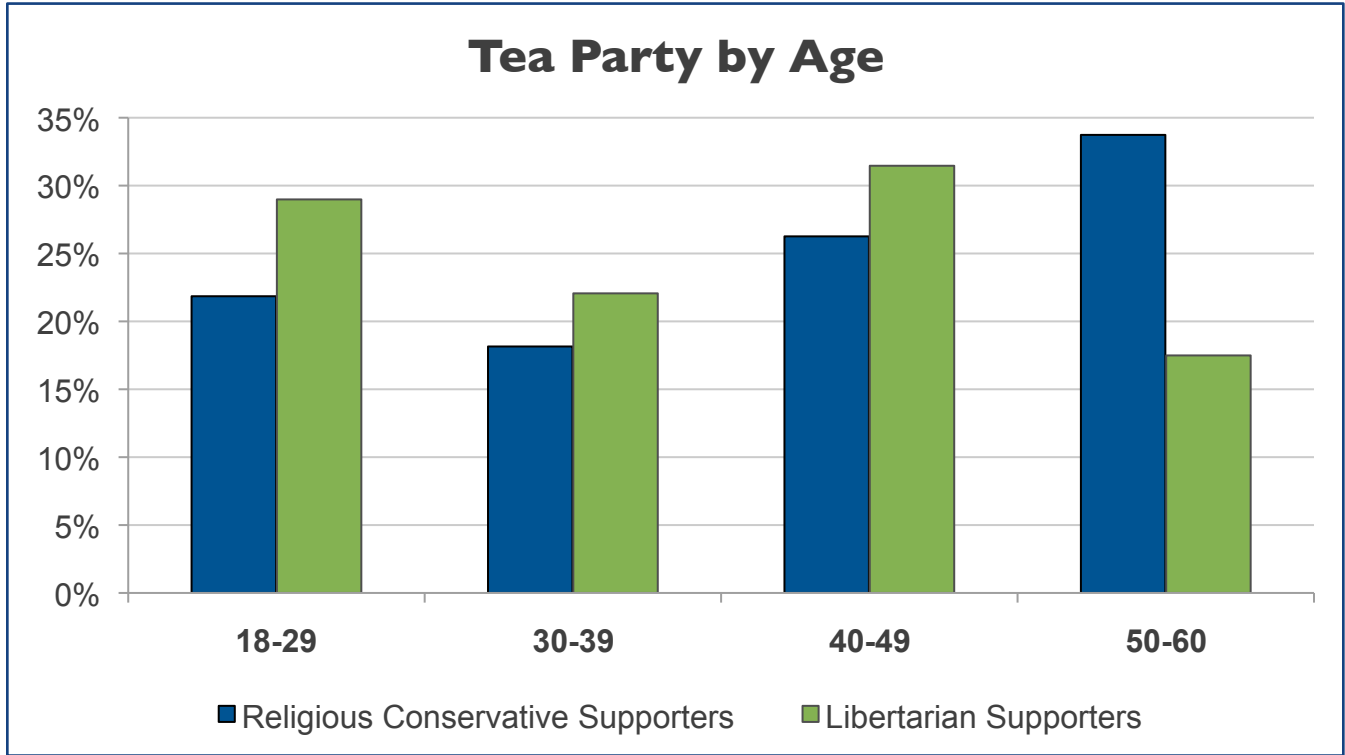
The libertarian supporters, however, are younger and more male-dominated than their conservative counterparts. They're also more likely to have upper class incomes, hold a PhD, and live in the Mountain region. While parents make up a majority of both groups, conservative supporters are still considerably more likely to be parents, and are more likely to have larger families.

The following bullets provide a brief summary of each category of demographic data measured by MyType's surveys:

- **Age** Libertarian Tea Party supporters are younger than their religious conservative counterparts. With a disproportionate number of baby boomers, religious conservative supporters are 93% more likely than the libertarians to be 50-60 years of age.
- **Gender** While religious conservative Tea Party supporters are fairly evenly balanced in terms of gender, male libertarian Tea Party supporters outnumber females by over 2 to 1.
- **Primary Race** Both groups are roughly 90% white and are most underrepresented by African Americans.
- **Household Income** Both groups have higher than average incomes. Religious conservative supporters are most overrepresented in the upper middle class, while libertarian supporters are most overrepresented in the upper class.
- **Location** Both groups are prominent in the South East. Religious conservative supporters' prominence extends eastward through the Bible Belt and upward through the Midwest. Libertarian supporters are notably prominent in the Mountain region.
- **Education Level** Both groups have similar, above average distributions on education level.
- **Parenthood** Religious conservative supporters are more likely than their libertarian counterparts to be parents and, among parents, they are much more likely to have large families of four or more children.

AGE

Libertarian Tea Party supporters are younger than their religious conservative counterparts. With a disproportionate number of baby boomers, religious conservative supporters are 93% more likely than the libertarians to be 50-60 years of age.



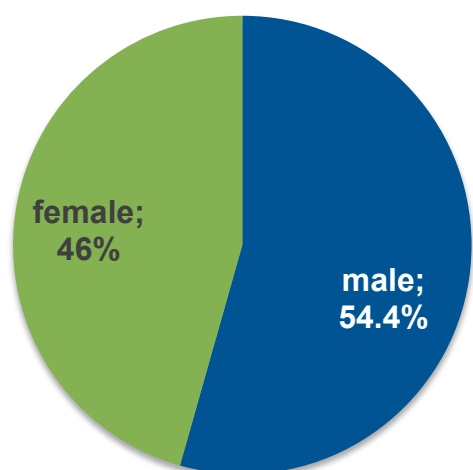
Age	Religious Conservative Supporters	Libertarian Supporters	18-60 Year Olds
18-29	21.9% (+-3.8)	29.0% (+-4.7)	30.0%
30-39	18.2% (+-4.3)	22.1% (+-3.5)	23.5%
30-49	26.3% (+-4.8)	31.5% (+-4.1)	25.2%
50-60	33.7% (+-3.9)	17.5% (+-4.4)	21.3%

The sample was normalized to reflect the age distribution within the 18-60 year old US population. Parenthetical figures are margins of error at the 95% confidence level.

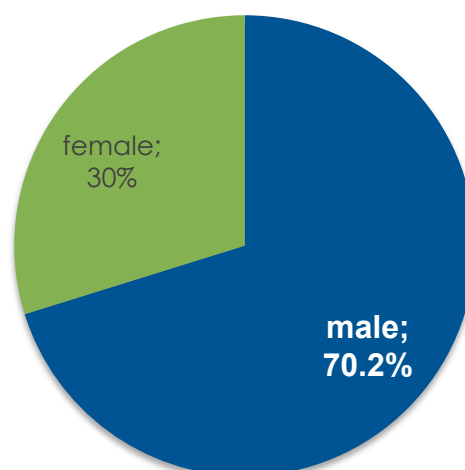
GENDER

While religious conservative Tea Party supporters are fairly evenly balanced in terms of gender, male libertarian Tea Party supporters outnumber females by over 2 to 1. The sample was normalized to represent the gender distribution within the general US population. All four figures have less than a 5% margin of error at a 95% confidence level.

Religious Conservative Tea Party Supporters



Libertarian Tea Party Supporters



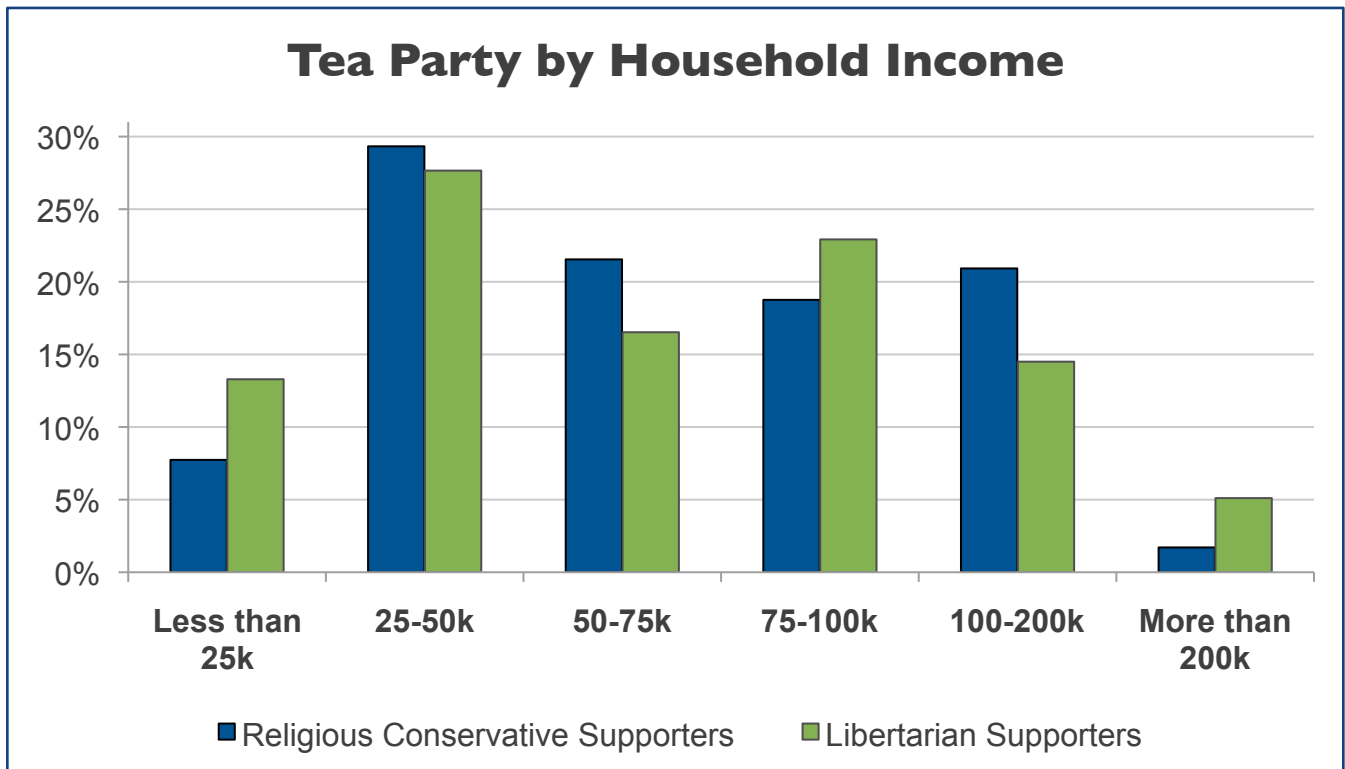
PRIMARY RACE

Both religious conservative and libertarian Tea Party supporters are predominantly white, 89.7% and 92.4% respectively⁵. No other racial group represents more than 3% of either set of supporters. MyType asked respondents to identify themselves with respect to the same racial categories offered by the US Census, with a few modifications.

⁵ Each with a margin of error less than or equal to 3% at a 95% confidence level.

HOUSEHOLD INCOME

While libertarian Tea Party supporters appear to make slightly more money than religious conservative supporters overall, the more salient fact is that both groups have higher than average household incomes (for a household income comparison of the MyType sample to general US population, see the section entitled “Survey Sample Compared to the US”). The comparison, however, is somewhat undermined by the fact that libertarian supporters have a younger age distribution than their religious conservative counterparts. When comparing only the 30-60 year olds within both groups, the income gap widens in the \$75-100k range and remains similar for all other brackets. Religious conservative supporters are most overrepresented in the upper middle class (loosely defined as \$75-200k), while libertarian supporters are most overrepresented in the upper class (loosely defined as more than \$200k).

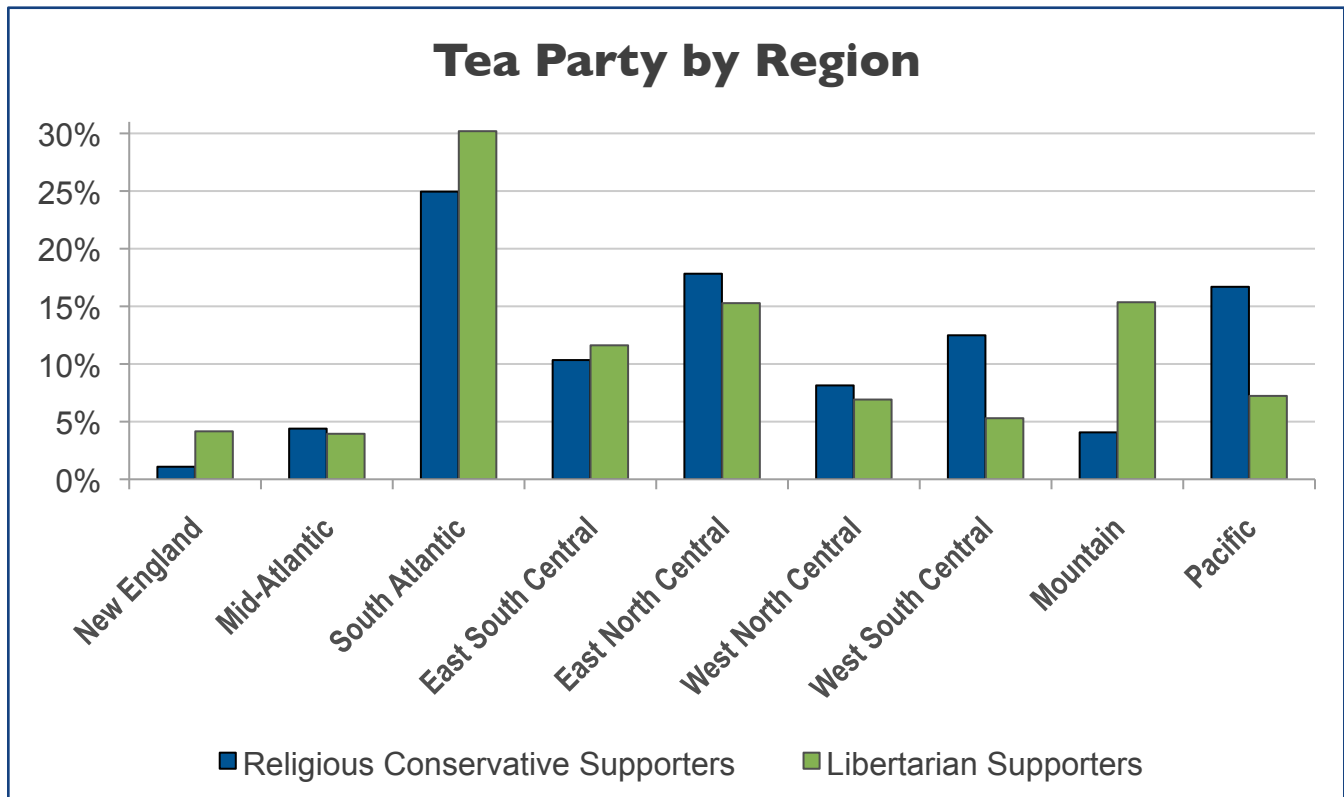


Household Income	Religious Conservative Supporters	Libertarian Supporters	18-60 Year Olds
Less than \$25k	7.7% (+-4)	13.3% (+-2.8)	19.4%
\$25-50k	29.3% (+-5.3)	27.7% (+-4.7)	28.5%
\$50-75k	21.5% (+-4.4)	16.5% (+-4.2)	19.9%
\$75-100k	18.8% (+-4.9)	22.9% (+-4)	13.7%
\$100-200k	20.9% (+-4.1)	14.5% (+-4.2)	15.3%
More than \$200k	1.7% (+-2.6)	5.1% (+-1.3)	3.3%

Parenthetical figures are margins of error at the 95% confidence level.

LOCATION

Though religious conservative and libertarian Tea Party supporters are fairly similarly distributed regionally, the former are more likely to live on the West Coast and the latter on the East Coast. Libertarian supporters are nearly 4 times more likely than religious conservative supporters to live in New England or the Mountain region, and 21% more likely to live in the South Atlantic. Religious conservative supporters are in turn over 2 times more likely to live in the Pacific or West South Central regions. Both are overrepresented in the classic South: the South Atlantic and East South Central regions.

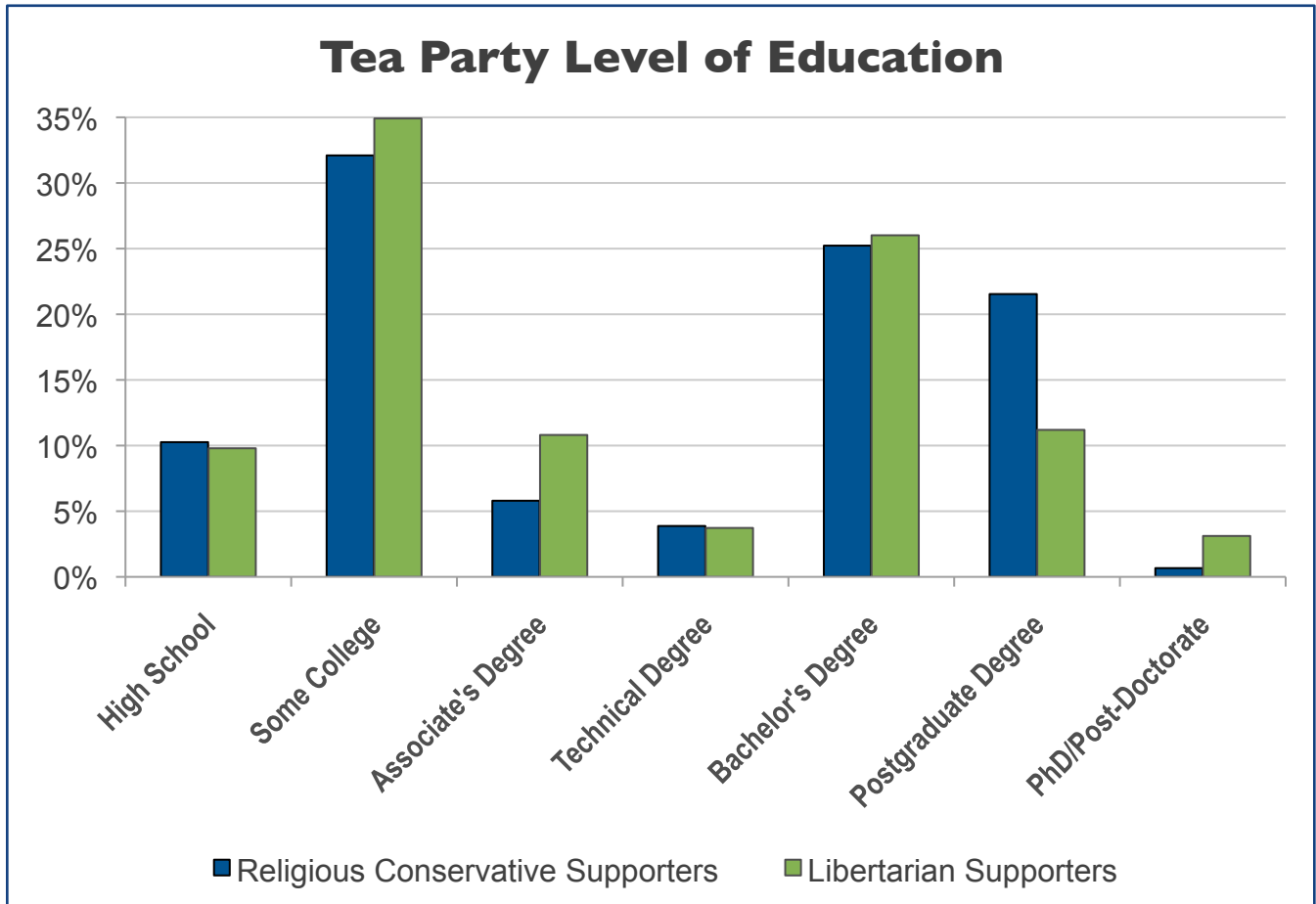


Census Division	Religious Conservative Supporters	Libertarian Supporters	18-60 Year Olds
New England	1.1% (+-2.4)	4.2% (+-1.1)	4.7%
Mid-Atlantic	4.4% (+-2.3)	3.9% (+-2.2)	9.7%
South Atlantic	24.9% (+-5.5)	30.2% (+-4.6)	20.3%
East South Central	10.3% (+-3.8)	11.6% (+-3.2)	7.4%
East North Central	17.8% (+-4.3)	15.3% (+-4.0)	14.5%
West North Central	8.1% (+-3.0)	6.9% (+-2.9)	8.6%
West South Central	12.5% (+-2.7)	5.3% (+-3.5)	6.9%
Mountain	4.1% (+-4.3)	15.4% (+-2.1)	8.2%
Pacific	16.7% (+-3.1)	7.2% (+-3.9)	19.8%

The sample was normalized to reflect the regional distribution of the general US population. Parenthetical figures are margins of error at the 95% confidence level.

EDUCATION LEVEL

Religious conservative and libertarian Tea Party supporters have similar distributions across education levels, and both are more educated than the rest of the normalized 18-60 year old sample. Notable differences between the two groups are that religious conservative supporters are two times more likely to have a postgraduate degree, and libertarian supporters are four times more likely to have a PhD.

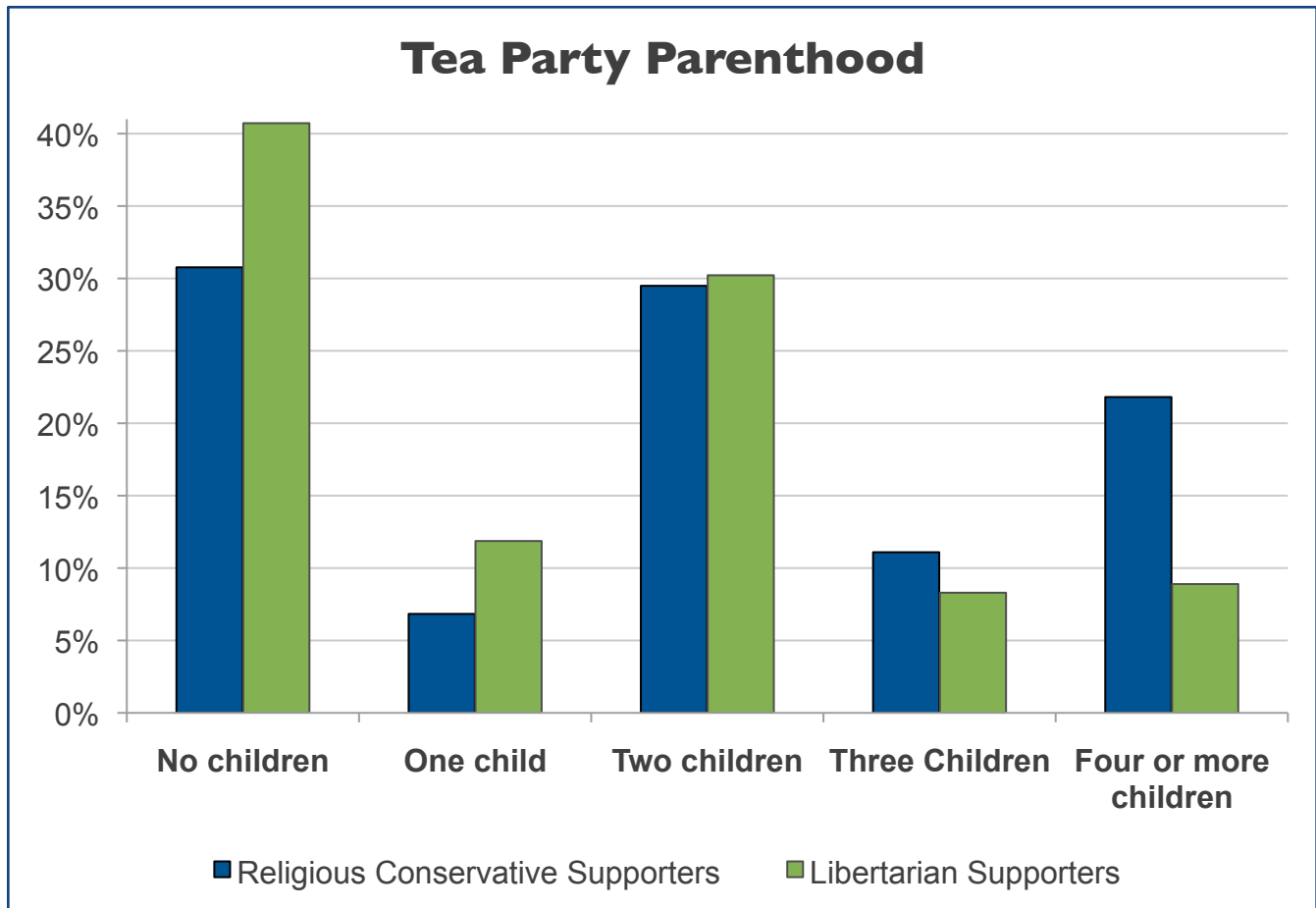


Education Level	Religious Conservative Supporters	Libertarian Supporters	18-60 Year Olds
Some High School	0.0% (+-0.7)	0.4% (+-0.1)	1.5%
High School	10.3% (+-3.1)	9.8% (+-2.8)	9.5%
Some College	32.1% (+-5)	34.9% (+-4.4)	30.4%
Associate's Degree	5.8% (+-3.3)	10.8% (+-2.2)	9.1%
Technical Degree	3.9% (+-2)	3.7% (+-1.8)	3.2%
Bachelor's Degree	25.2% (+-4.6)	26.0% (+-4.1)	27.1%
Postgraduate Degree	21.5% (+-3.3)	11.2% (+-3.8)	15.7%
PhD/Post-Doctorate	0.7% (+-1.8)	3.1% (+-0.8)	3.1%

Parenthetical figures are margins of error at a 95% confidence level.

PARENTHOOD

While both Tea Party supporter groups have a higher proportion of parents than the general population, religious conservative supporters are significantly more likely to be parents, and have larger families, than libertarian supporters. In particular they are 2.5 times more likely to have four or more children. Expecting that this may be influenced by the overall younger age distribution of the libertarians, we compared 30-60 year olds within each group and found that all differences remain at roughly the same ratios.



Parenthood	Religious Conservative Supporters	Libertarian Supporters	18-60 Year Olds
No children	30.8% (+-5.2)	40.7% (+-4.4)	51.5%
One child	6.8% (+-3.5)	11.9% (+-2.4)	12.8%
Two children	29.5% (+-4.9)	30.2% (+-4.3)	18.7%
Three children	11.1% (+-2.9)	8.3% (+-3)	9.9%
Four or more children	21.8% (+-3)	8.9% (+-3.9)	7.1%

Parentetical figures are margins of error at a 95% confidence level.

PSYCHOGRAPHIC COMPARISON OF RELIGIOUS CONSERVATIVE AND LIBERTARIAN SUPPORTERS



Though religious conservative and libertarian Tea Party supporters are demographically somewhat similar, psychographically they are fundamentally different. Religious conservative supporters tend to be morally charged, family-oriented traditionalists. In terms of personality they are notably down-to-earth, diligent, and confident. They're particularly likely to be interested in religion, family and sports, and unlikely to be interested in nightlife, dating and fashion.

Most libertarian supporters, on the other hand, are independent and morally permissive. Half of them are not religious at all, and another quarter consider themselves only somewhat religious. Their highest values are self-direction, stimulation, power, and security, and their notable personality traits are assertiveness, industriousness and intellect. Together these tendencies paint the picture of an ambitious and self-reliant individual. Indeed, libertarian supporters are particularly likely to be interested in science, business, finance and the news, and notably less likely to be interested things like shopping and TV. These general tendencies are only further pronounced among libertarians who do not support the Tea Party, suggesting that if the current influence of the religious right over the Tea Party is driving away existing libertarian supporters, it is highly unlikely that other libertarians will join to take their place.

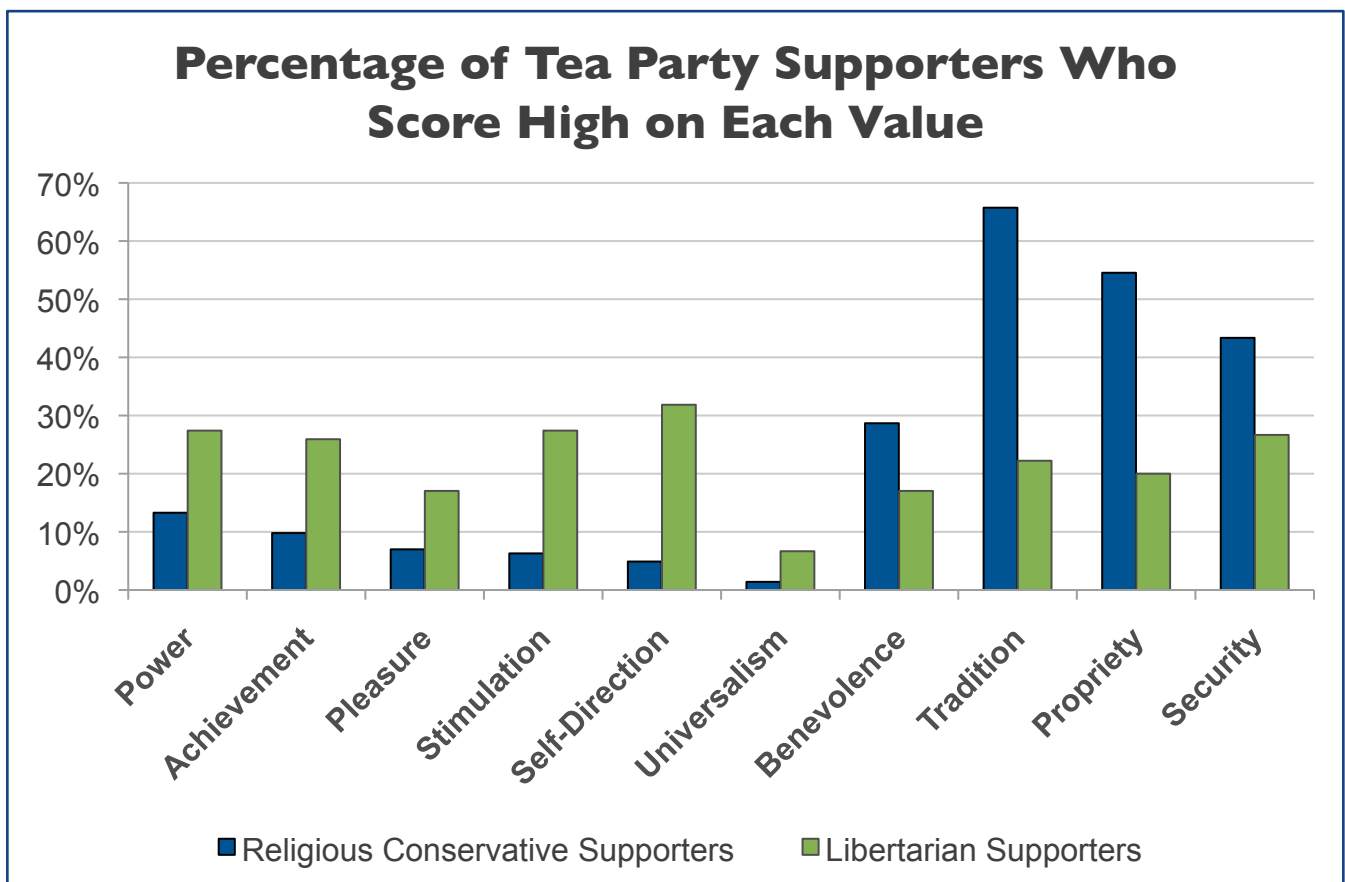
The following bullets provide a brief summary of each category of psychographic data measured by MyType's surveys:

- **Values** Religious conservative and libertarian Tea Party supporters have strikingly different values. The former highly value tradition and propriety. Libertarians place little value on these, instead valuing self-direction, stimulation and power. Both groups highly value security.
- **Morals** Religious conservative Tea Party supporters are much more morally prescriptive than their libertarian counterparts. Most notably they are roughly 3 times more likely to hold each of the group-oriented morals in high regard: group loyalty, respect for authority, and purity.
- **Personality** Both groups tend to score high on industriousness and confidence. Conservative supporters, however, are more likely to be down-to-earth and polite, while libertarians are more likely to be intellectual and detached.

- **Religiosity** Religious conservative supporters are by definition devoutly religious. Libertarian supporters are an even mix of religious and non-religious, and half of the former identify as only somewhat religious.
- **Interests** Religious conservative supporters stand out for their interest in religion, family and sports, and their lack of interest in nightlife, dating, and fashion. Libertarian supporters are particularly likely to be interested in business, finance, science and the news and not very likely to be interested in shopping or TV.
- **Primary Media Consumption** The two groups do not vary widely in their preference for each of the media formats except TV and Radio. Religious conservative supporters are 57% more likely to spend the most time with TV, and libertarian supporters are 176% more likely to spend the most time with radio.
- **Concern for the Environment** Both groups are considerably less concerned about the environment than the rest of the general population.
- **Seven Sins** Religious conservative supporters are most defined by their anger, while libertarian supporters are most defined by their lust and lack of envy. Removing the effect of gender reveals that the lust likelihood, however, is driven by the libertarian supporters' high proportion of males.
- **Professional Values** Religious conservative supporters stand out for their emphasis on efficiency, morality and relationships, while libertarians are notably likely to value integrity and competence in the workplace.

VALUES

Religious conservative and libertarian Tea Party supporters have strikingly different values. Religious conservative supporters are much more likely than libertarians to highly value tradition (by 3 times), propriety (2.7x), benevolence (1.7x) and security (1.6x). Libertarians supporters, on the other hand, are substantially more likely to place a high value on self-direction (6.5x), stimulation (4.4x), achievement (2.6x), pleasure (2.4x) and power (2.1x). This is more a function of religious conservatives scoring particularly low on these five values, however, as not a particularly impressive percentage of libertarians scored high on any of them, with the exception of self-direction. Overall, libertarians score highest on self-direction, stimulation, power and security, and less than 15% score low on each these four, suggesting that they are the four most prominent values of libertarian Tea Party supporters.



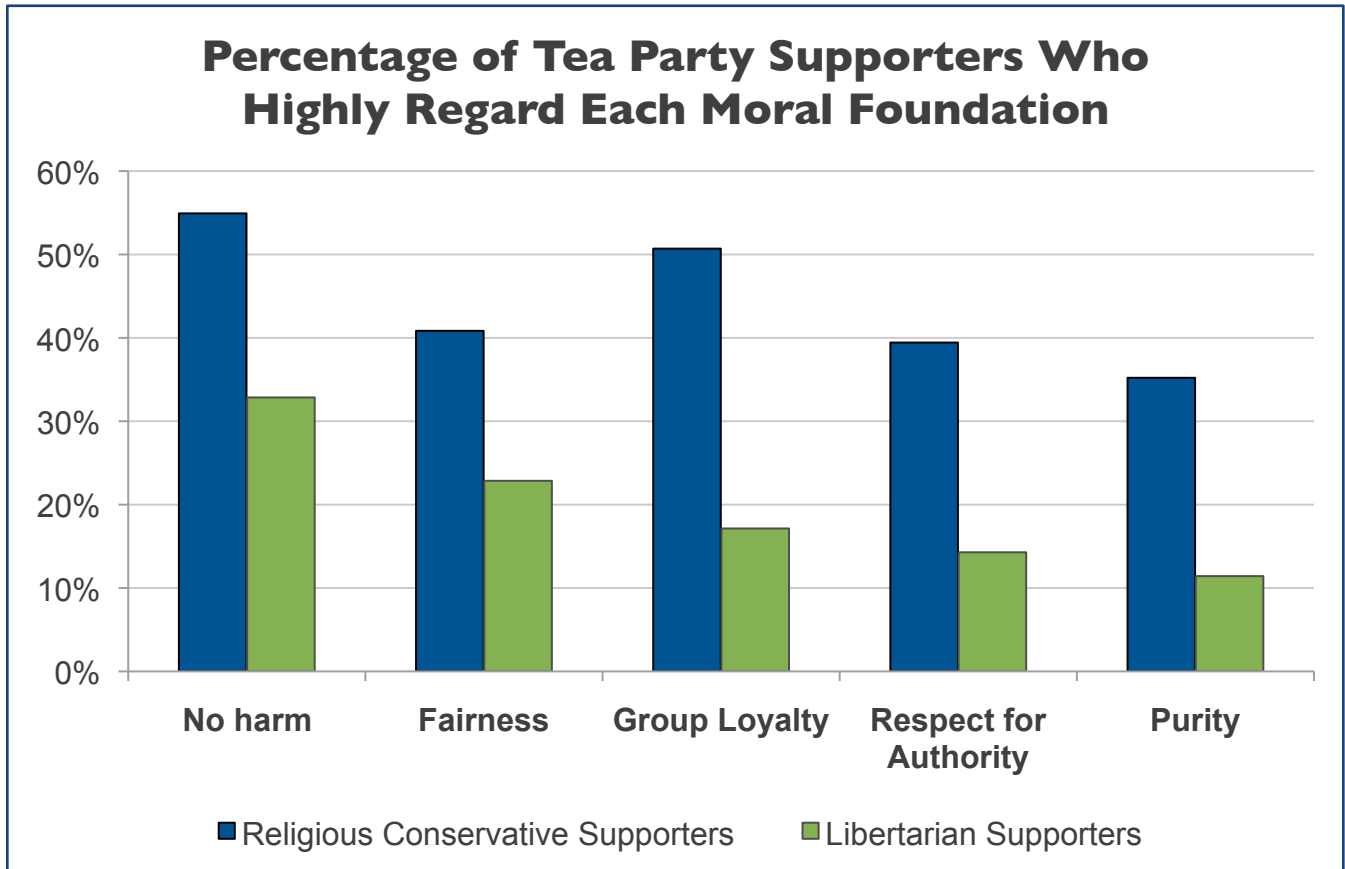
Respondents were measured on 10 values via the 40-question Portrait Values Questionnaire, based on one of the most widespread values measure in academic psychology research. The respondent whose score falls within the top 20% of the entire weighted sample is considered to score high on that value.

Values	Religious Conservative Supporters	Libertarian Supporters	18-60 Year Olds
Power	13.3% (+-5.6)	27.4% (+-7.5)	21.6%
Achievement	9.8% (+-4.9)	25.9% (+-7.4)	20.6%
Pleasure	7.0% (+-4.2)	17.0% (+-6.3)	21.6%
Stimulation	6.3% (+-4.0)	27.4% (+-7.5)	20.5%
Self-Direction	4.9% (+-3.5)	31.9% (+-7.9)	18.3%
Universalism	1.4% (+-1.9)	6.7% (+-4.2)	20.3%
Benevolence	28.7% (+-7.4)	17.0% (+-6.3)	16.5%
Tradition	65.7% (+-7.8)	22.2% (+-7.0)	18.1%
Propriety	54.5% (+-8.2)	20.0% (+-6.7)	19.0%
Security	43.4% (+-8.1)	26.7% (+-7.5)	18.9%

Parentetical figures are margins of error. These margins are larger than most because only 5,008 respondents completed MyType’s values survey. Partially because of this, we calculated values percentages based on the raw rather than normalized sample. Whereas the reader benefits from knowing demographic percentages that are representative of the general US population, the values data are more comparative in nature. When the primary concern is to compare two within-sample groups, representative weights add unnecessary distortion. To ensure the value differences are not the product of demographic differences between the two groups, we did calculate percentages using the normalized weights, as well as only age and gender normalized weights, and the values differences remained.

MORALS

Religious conservative supporters of the Tea Party are more likely than their libertarian counterparts to highly regard each of the five moral foundations defined by PhD psychologist Jon Haidt’s Moral Foundations Theory, one of the most respected moral measurement models in contemporary psychology. Most notably, they are roughly 3 times more likely to highly regard each of the group-oriented morals: group loyalty, respect for authority and purity.

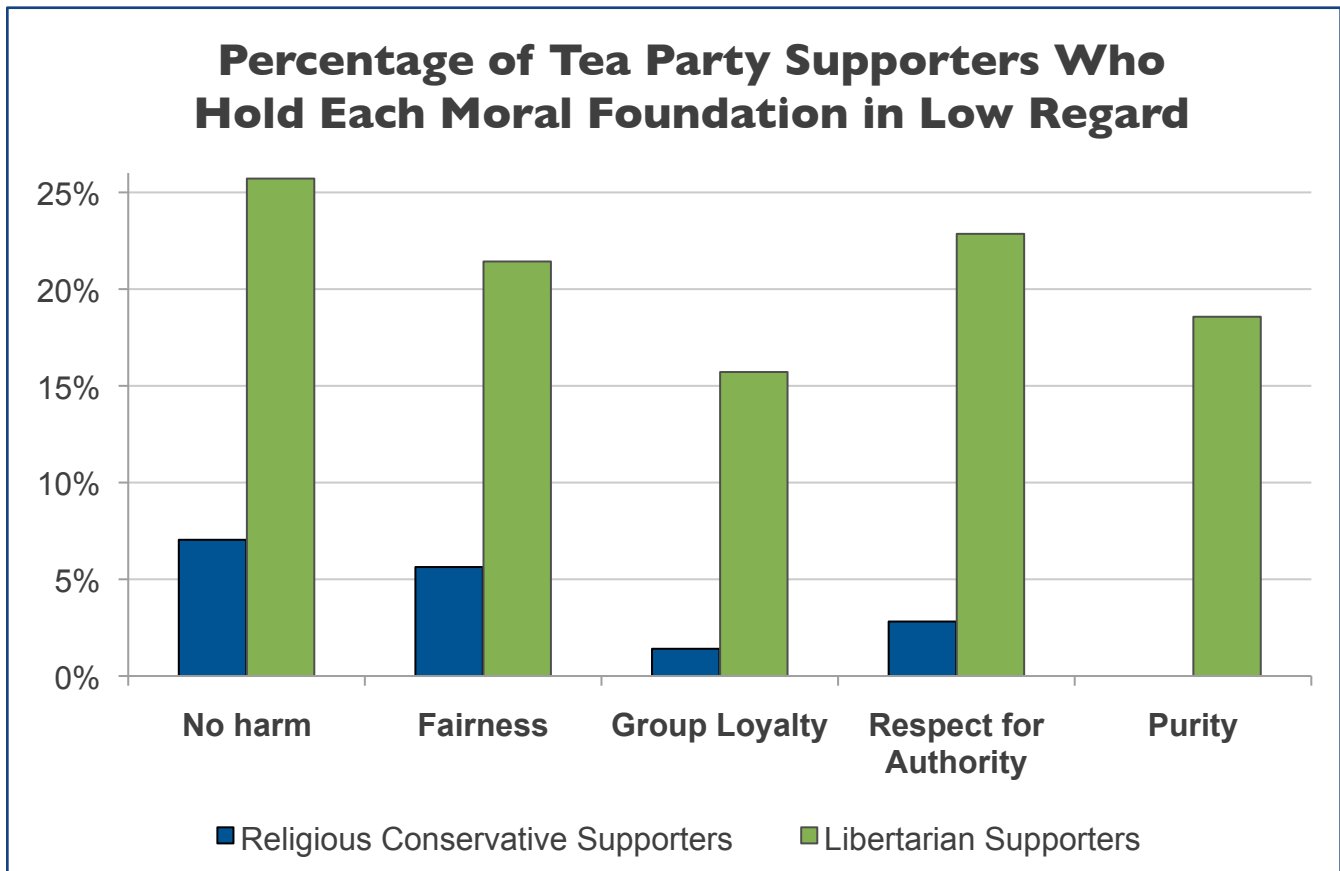


Respondents were measured on five moral foundations via the Sacredness Survey developed by Jon Haidt, PhD and Jesse Graham, PhD. The respondent whose score falls within the top 20% of the entire sample is considered to highly regard that moral, with one exception: the threshold for the “no harm” foundation is 47% due to its top-heavy distribution.

Moral Foundations	Religious Conservative Supporters	Libertarian Supporters	18-60 Year Olds
No harm	54.9% (+-11.6)	32.9% (+-11)	47.3%
Fairness	40.8% (+-11.4)	22.9% (+-9.8)	21.3%
Group Loyalty	50.7% (+-11.6)	17.1% (+-8.8)	22.0%
Respect for Authority	39.4% (+-11.4)	14.3% (+-8.2)	20.4%
Purity	35.2% (+-11.1)	11.4% (+-7.5)	22.3%

Parenthetical figures are margins of error. These margins are larger than most because only 2,254 respondents completed MyType’s values survey.

Libertarian supporters are significantly more likely than their conservative counterparts to hold each of the five moral foundations in low regard, which is defined as scoring in the bottom 20% of the entire sample on the given moral foundation.



Moral Foundations	Religious Conservative Supporters	Libertarian Supporters	18-60 Year Olds
No harm	7.0% (+-6)	25.7% (+-10.2)	17.1%
Fairness	5.6% (+-5.4)	21.4% (+-9.6)	16.3%
Group Loyalty	1.4% (+-2.7)	15.7% (+-8.5)	18.9%
Respect for Authority	2.8% (+-3.8)	22.9% (+-9.8)	19.5%
Purity	0.0% (+-0)	18.6% (+-9.1)	19.1%

Parentetical figures are margins of error. Like the values percentages, both sets of moral foundation percentages were calculated based on the raw rather than normalized sample. For an explanation of the reasoning behind this decision, see the note underneath the values table in the subsection directly above.

PERSONALITY

In terms of personality, religious conservative and libertarian Tea Party supporters have some similarities but more notable differences. Both tend to score high on industriousness and confidence. Conservative supporters, however, are more likely to be down-to-earth (by 75%), and polite (by 50%), while the libertarians are more likely to be intellectual (by 84%) and detached (by 81%).

Personality Traits	Most Likely To Be	Least Likely To Be
Religious Conservative Supporters	Down-to-earth (41.1%)	Imaginative (6.1%)
	Diligent (37.3%)	Disorderly (6.3%)
	Confident (36.0%)	Insecure (6.7%)
	Polite (32.7%)	Temperamental (12.1%)
	Enthusiastic (27.7%)	Reserved (14.5%)
Libertarian Supporters	Assertive (38.5%)	Unintellectual (6.0%)
	Industrious (36.5%)	Discreet (8.4%)
	Intellectual (35.5%)	Neurotic (10.3%)
	Assured (32.7%)	Agreeable (12.0%)
	Detached (28.8%)	Imaginative (15.1%)

The margins of error for figures in this table range from 2.4% to 5.8%.

Respondents were measured along 10 personality dimensions via a 40 question Big Five survey, the gold standard personality model in contemporary psychology research. The respondent whose score falls within the top 20% or bottom 20% of the entire weighted sample on a particular dimension is labeled with an appropriate personality trait. For instance, the respondent who scores in the top 20% on industrious is considered “industrious”, while the person who scores in the bottom 20% is considered “procrastinating”.

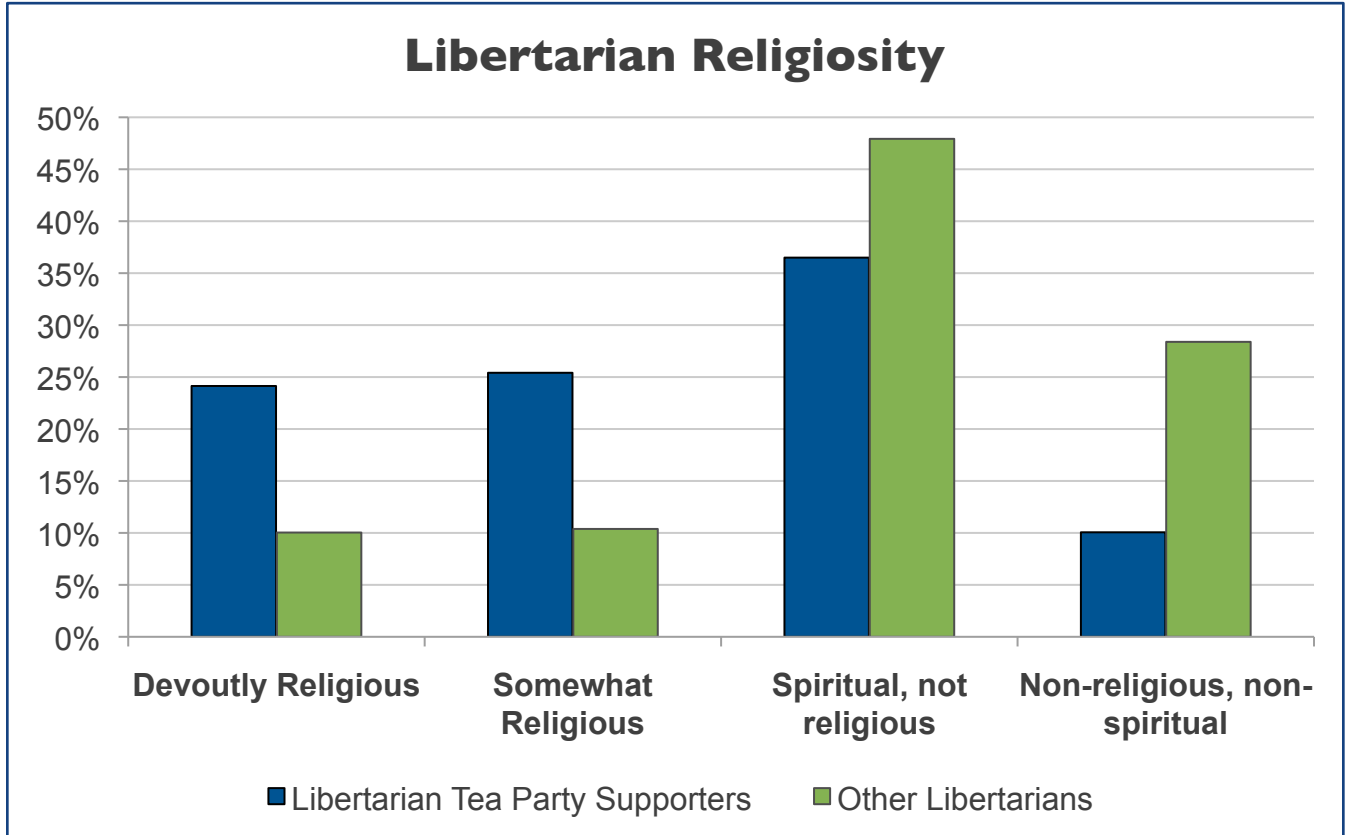
INTERESTS

Religious conservative supporters stand out for their interest in religion, family and sports, and their lack of interest in nightlife, dating, and fashion. Libertarian supporters are particularly likely to be interested in business, finance, science and the news and not very likely to be interested in shopping or TV. Though libertarians also show a high rate of interest in sports, this is driven by the fact that they are disproportionately male. When gender is evenly weighted, the sports percentage drops to an average level.

Interests	Religious Conservative Supporters	Libertarian Supporters	18-60 Year Olds
Arts	47.1% (+-5.2)	46.2% (+-4.6)	52.1%
Automobiles	14.5% (+-4.7)	29.3% (+-3.2)	20.3%
Books & Literature	54.6% (+-5.1)	59.0% (+-4.6)	55.6%
Business	24.2% (+-4.8)	30.7% (+-3.9)	19.6%
Computers & Electronics	47.7% (+-5.2)	49.7% (+-4.6)	40.2%
Dance	15.6% (+-4.1)	19.8% (+-3.3)	23.6%
Dating	10.4% (+-4.3)	22.7% (+-2.8)	21.6%
Family	75.1% (+-5.2)	54.3% (+-4)	60.8%
Fashion	13.8% (+-3.3)	11.3% (+-3.2)	21.6%
Finance	22.4% (+-4.8)	31.5% (+-3.8)	19.0%
Food & Drink	39.7% (+-5.2)	51.1% (+-4.5)	53.2%
Health & Fitness	43.6% (+-5.2)	49.5% (+-4.6)	42.5%
Home & Garden	28.1% (+-4.8)	30.5% (+-4.1)	31.1%
Internet	48.4% (+-5.2)	51.6% (+-4.6)	54.5%
Movies	50.2% (+-5.2)	51.3% (+-4.6)	58.5%
Music	55.7% (+-5)	64.4% (+-4.6)	67.6%
Nature/The Outdoors	43.4% (+-5.2)	46.8% (+-4.6)	49.0%
News/Current Events	44.7% (+-5.1)	56.9% (+-4.6)	39.3%
Nightlife	6.5% (+-3.5)	12.7% (+-2.3)	20.6%
Pets & Animals	34.1% (+-5)	37.2% (+-4.4)	44.3%
Religion & Spirituality	90.7% (+-5.2)	53.8% (+-2.7)	46.0%
Science	27.4% (+-5.2)	52.7% (+-4.1)	37.8%
Shopping	16.6% (+-3.5)	12.7% (+-3.4)	22.9%
Sports	38.0% (+-5.1)	43.6% (+-4.5)	28.9%
Travel	37.2% (+-5.1)	40.2% (+-4.5)	46.7%
TV	40.4% (+-4.6)	26.0% (+-4.5)	36.0%
Video Games	19.0% (+-4.5)	24.8% (+-3.6)	23.0%

RELIGIOSITY

The Tea Party is more likely to attract religious than non-religious libertarians. Within libertarians, supporters are 2.5 times more likely than non-supporters to be religious, and non-supporters are in turn nearly 3 times more likely to be neither religious nor spiritual. Even still, both libertarian subgroups are much less religious than the general population. Note that religious conservative supporters of the Tea Party self-identified as devoutly religious.



Religiosity	Libertarian Supporters	Other Libertarians	18-60 Year Olds
Devoutly Religious	24.1% (+-4.4)	10.0% (+-2.1)	40.7%
Somewhat Religious	25.4% (+-4.5)	10.4% (+-2.1)	29.1%
Spiritual, not religious	36.5% (+-5.0)	47.9% (+-3.4)	25.9%
Non-religious, non-spiritual	10.1% (+-3.1)	28.4% (+-3.1)	2.4%

Parenthetical figures are margins of error at the 95% confidence level.

MEDIA CONSUMPTION

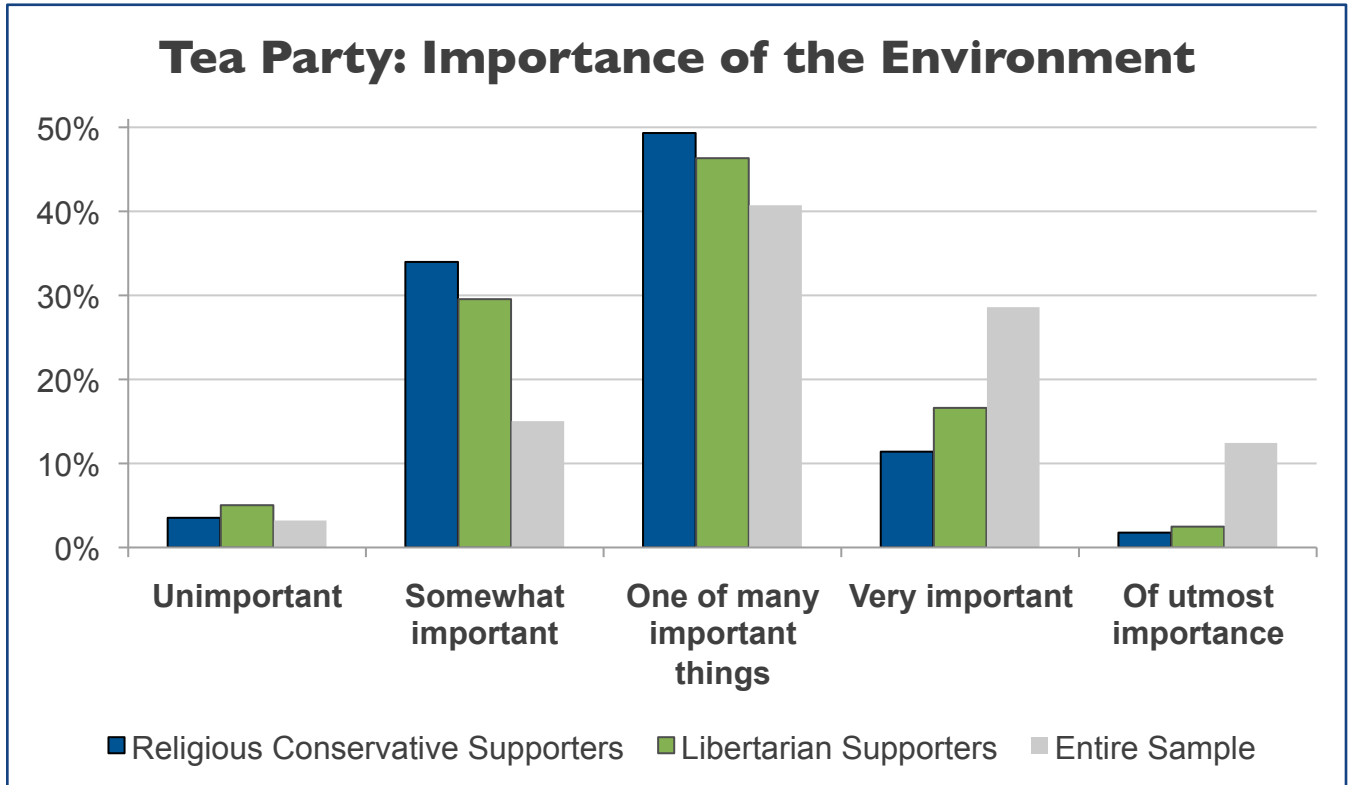
Respondents identified the form of media with which they spend the most time. Religious conservative and libertarian Tea Party supporters do not vary widely in their preference for each of the media formats except TV and Radio. The former are 57% more likely to spend the most time with TV, and the latter are 176% more likely to spend the most time with radio. In both cases, religious conservative supporters are more like the general 18-60 year old US population.

Primary Media	Religious Conservative Supporters	Libertarian Supporters	18-60 Year Olds
Internet	65.6% (+-5.3)	68.2% (+-5)	63.3%
TV	18.6% (+-3.7)	11.8% (+-4.1)	16.6%
Radio	3.1% (+-3.2)	8.7% (+-1.8)	4.2%
Newspapers & Magazines	2.8% (+-1.1)	1.0% (+-1.7)	2.1%
Books	7.7% (+-3.2)	8.4% (+-2.8)	10.4%
Movies	2.2% (+-1.6)	1.9% (+-1.5)	3.6%

Parenthetical figures are margins of error at the 95% confidence level.

CONCERN FOR THE ENVIRONMENT

Religious conservative and libertarian Tea Party supporters are both considerably less concerned about the environment than the rest of the general population. They are each 2 times more likely to say that the environment is only somewhat important. The rest of the general population, in turn, is respectively 7 and 5 times more likely than religious conservative and libertarian Tea Party supporters to say the environment is of utmost importance.

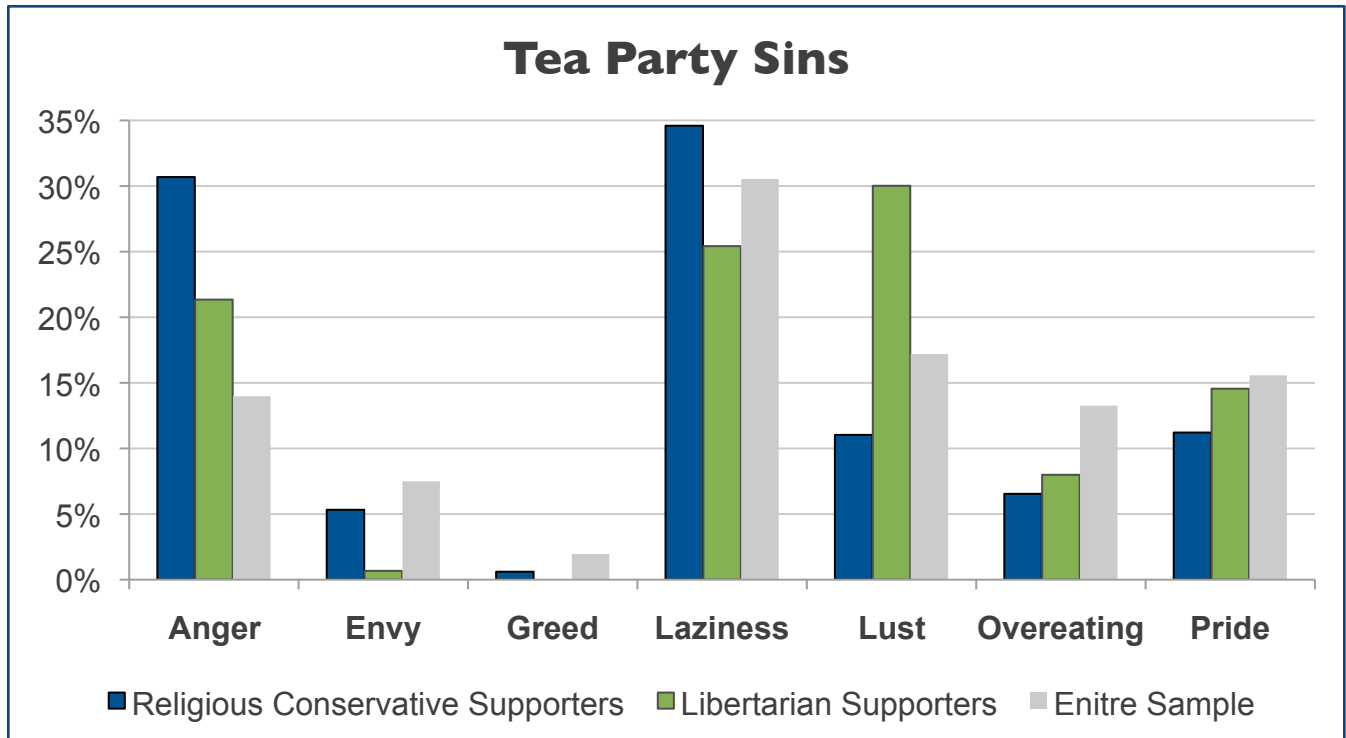


Environmental Concern	Religious Conservative Supporters	Libertarian Supporters	18-60 Year Olds
Not very important	3.5% (+-2.3)	5.0% (+-1.7)	3.2%
Somewhat important	34.0% (+-4.7)	29.5% (+-4.4)	15.0%
One of many important things	49.3% (+-5.2)	46.3% (+-4.6)	40.7%
Very important	11.4% (+-3.9)	16.6% (+-2.9)	28.6%
Of utmost importance	1.8% (+-1.6)	2.5% (+-1.2)	12.4%
Not very important	3.5% (+-2.3)	5.0% (+-1.7)	3.2%

Parenthetical figures are margins of error at the 95% confidence level.

SEVEN SINS

Respondents identified which of the seven sins they are most prone to. Religious conservative supporters are most defined by their anger, while libertarian supporters are most defined by their lust and lack of envy. Removing the effect of gender reveals that the lust likelihood, however, is driven by the libertarian supporters' high proportion of males.



Biggest Sin	Religious Conservative Supporters	Libertarian Supporters	18-60 Year Olds
Anger	30.7% (+-10.3)	21.3% (+-9)	14.0%
Envy	5.3% (+-2.1)	0.7% (+-4.4)	7.5%
Greed	0.6% (+-0)	0.0% (+-1.5)	2.0%
Laziness	34.6% (+-11)	25.4% (+-9.3)	30.5%
Lust	11.0% (+-11.5)	30.0% (+-6.1)	17.2%
Overeating	6.5% (+-6.8)	8.0% (+-4.8)	13.3%
Pride	11.2% (+-8.9)	14.6% (+-6.1)	15.6%

Parentetical figures are margins of error at the 95% confidence level.

PROFESSIONAL VALUES

Respondents completed the statement “I prefer a work culture that primarily values...” with one of 14 answer options or a typed-in “other” response. Religious conservative Tea Party supporters are substantially more likely than their libertarian counterparts to identify morality (5.9 times more likely), relationships (3.3x), or work ethic (2.4x) as their primary professional value. Libertarian supporters, on the other hand, are more likely to identify intelligence (15.8x), team work (1.7x) and competence (1.5x).⁶

When comparing these groups to the general 18-60 year old population, however, it’s clear that religious conservative supporters do not value work ethic more than average, and libertarians supporters do not value intelligence or team work more than average. From this perspective, religious conservatives’ emphasis on efficiency (88% more likely than average) stands out, in addition to morality and relationships. And libertarian supporters’ have a notable emphasis on integrity (86% more likely than average) in addition to competence.

Professional Value	Religious Conservative Supporters	Libertarian Supporters	18-60 Year Olds
Competence	17.9% (+-4.6)	25.9% (+-3.5)	16.6%
Creativity	3.5% (+-2.1)	4.3% (+-1.7)	8.6%
Efficiency	13.5% (+-3.1)	9.7% (+-3.2)	7.2%
Independence	7.2% (+-2.6)	6.3% (+-2.4)	5.5%
Innovation	2.2% (+-1.9)	3.4% (+-1.4)	2.8%
Integrity	11.2% (+-3.8)	15.4% (+-2.9)	8.3%
Intelligence	0.4% (+-2.5)	5.8% (+-0.6)	6.4%
Morality	8.9% (+-1.3)	1.5% (+-2.6)	3.0%
Order	3.1% (+-1.3)	1.4% (+-1.6)	1.6%
Relationships	10.9% (+-1.9)	3.3% (+-2.9)	8.4%
Respect	7.5% (+-2.7)	7.3% (+-2.4)	10.7%
Social Responsibility	0.4% (+-1.5)	2.1% (+-0.6)	2.9%
Team Work	5.9% (+-3.1)	9.9% (+-2.2)	10.0%
Work Ethic	6.2% (+-1.7)	2.6% (+-2.2)	7.3%

Parentetical figures are margins of error at the 95% confidence level.

⁶ Only differences that are more significant than their respective margins of error were highlighted.

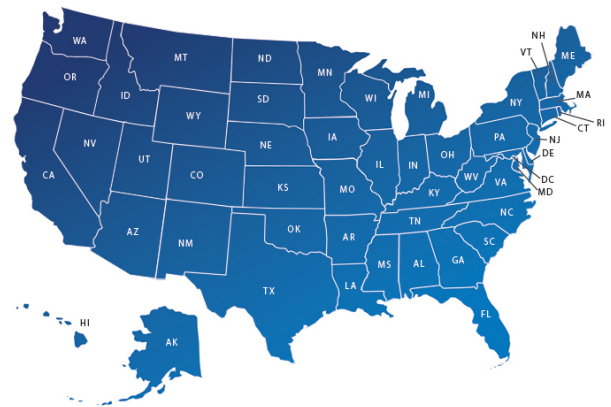
Survey Sample Compared to the US

The raw sample of 17,654 American respondents was normalized via stratified weighting to reflect the age, gender, location and personality distribution of the general US population between the ages of 18 and 60. The normalized sample has income, race, region and education level distributions that are fairly representative of the US as well. It significantly varies from the US population in only the following ways:

- Slightly wealthier, with the poorest income bracket being moderately underrepresented
- Less than half the percentage of African Americans
- Substantially more educated

These variances mirror those found in the general internet-using population. Some also mirror those found in the voter population, which may make the data more useful for those only interested in voter opinions.

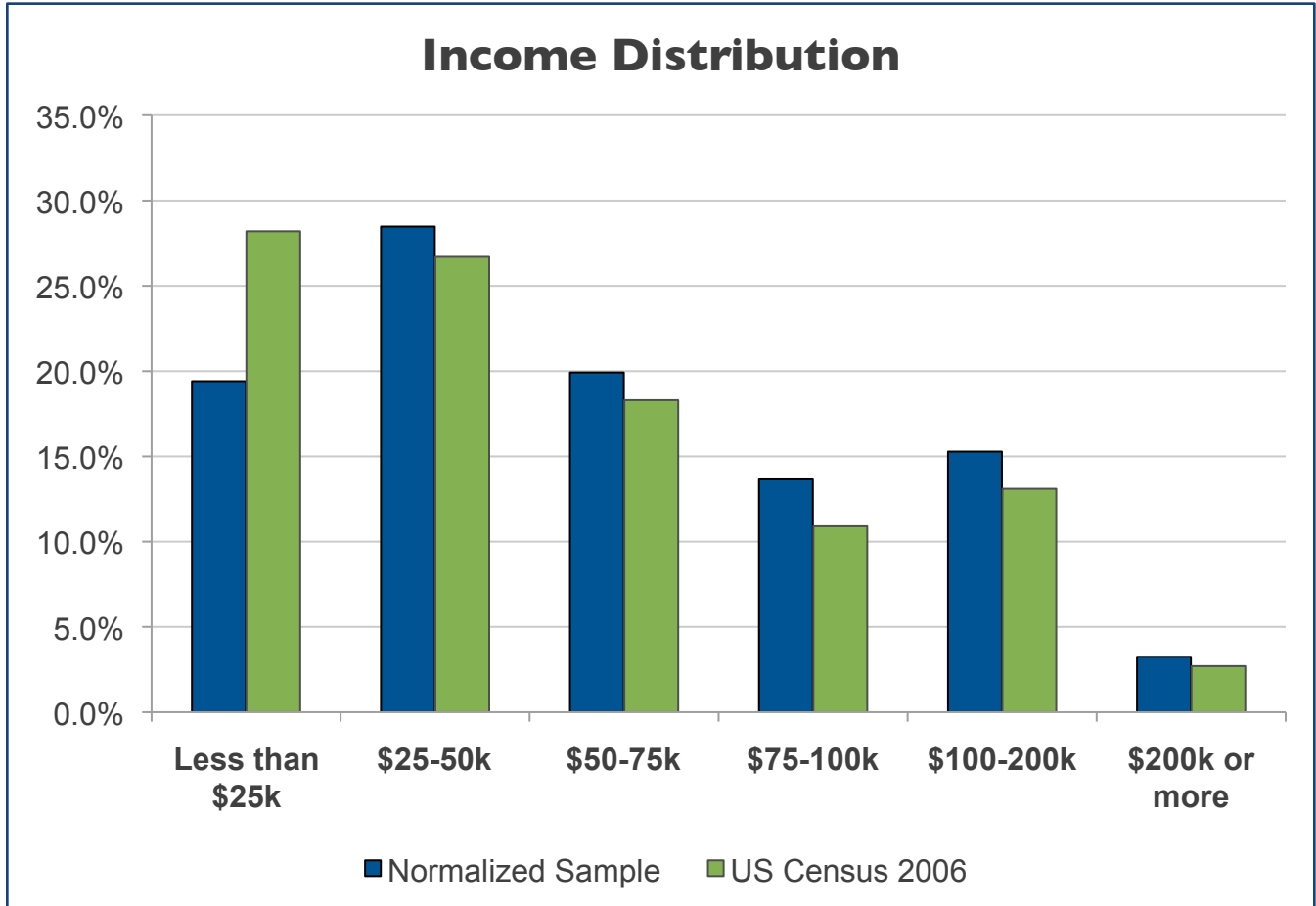
It is important to note that the US census is based on the entire US population whereas the survey sample is restricted to ages 18-60. The percentage comparisons between the survey sample and US census data, then, should be considered reasonably accurate indicators, not precise differences.



The normalized sample of 8,566 US resident respondents mostly resembles the general US population. The few modest differences are to be expected from the internet-using subset of the US.

HOUSEHOLD INCOME DISTRIBUTION

The normalized survey sample is only slightly wealthier than the general US population, with the poorest income bracket being moderately underrepresented. Note that the 19.3% of respondents who chose “prefer not say” in response to the household income question were removed before calculating the income distribution of the sample. Also note that the census numbers are based on all US households, whereas the sample’s 18-60 year old age restriction means that households in which everyone is over 60 are not at all represented.

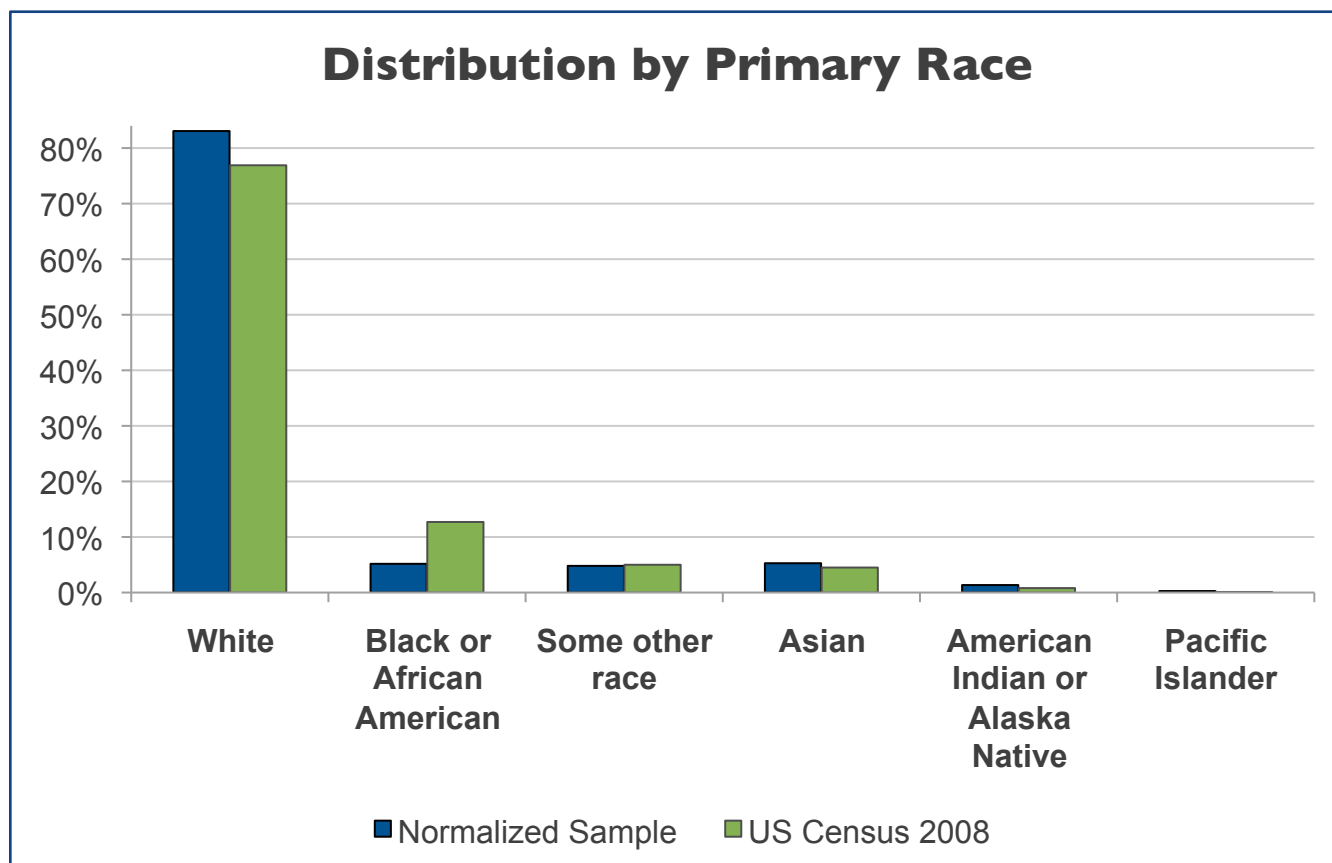


Household Income	Survey Sample	US Census 2006	Difference
Less than \$25k	19.4%	28.2%	-8.8%
\$25-50k	28.5%	26.7%	+1.8%
\$50-75k	19.9%	18.3%	+1.6%
\$75-100k	13.7%	10.9%	+2.8%
\$100-200k	15.3%	13.1%	+2.2%
\$200k or more	3.3%	2.7%	+0.6%

2006 US Census data can be found at http://pubdb3.census.gov/macro/032007/hhinc/new06_000.htm

PRIMARY RACE DISTRIBUTION

The normalized sample has only roughly a third as many African Americans and 75% more Asians than the general US population. Otherwise, it is fairly reflective of the US population. Note that the 7.68% of respondents who chose “prefer not to say” in response to the race question were removed before calculating the primary race distribution of the normalized sample.



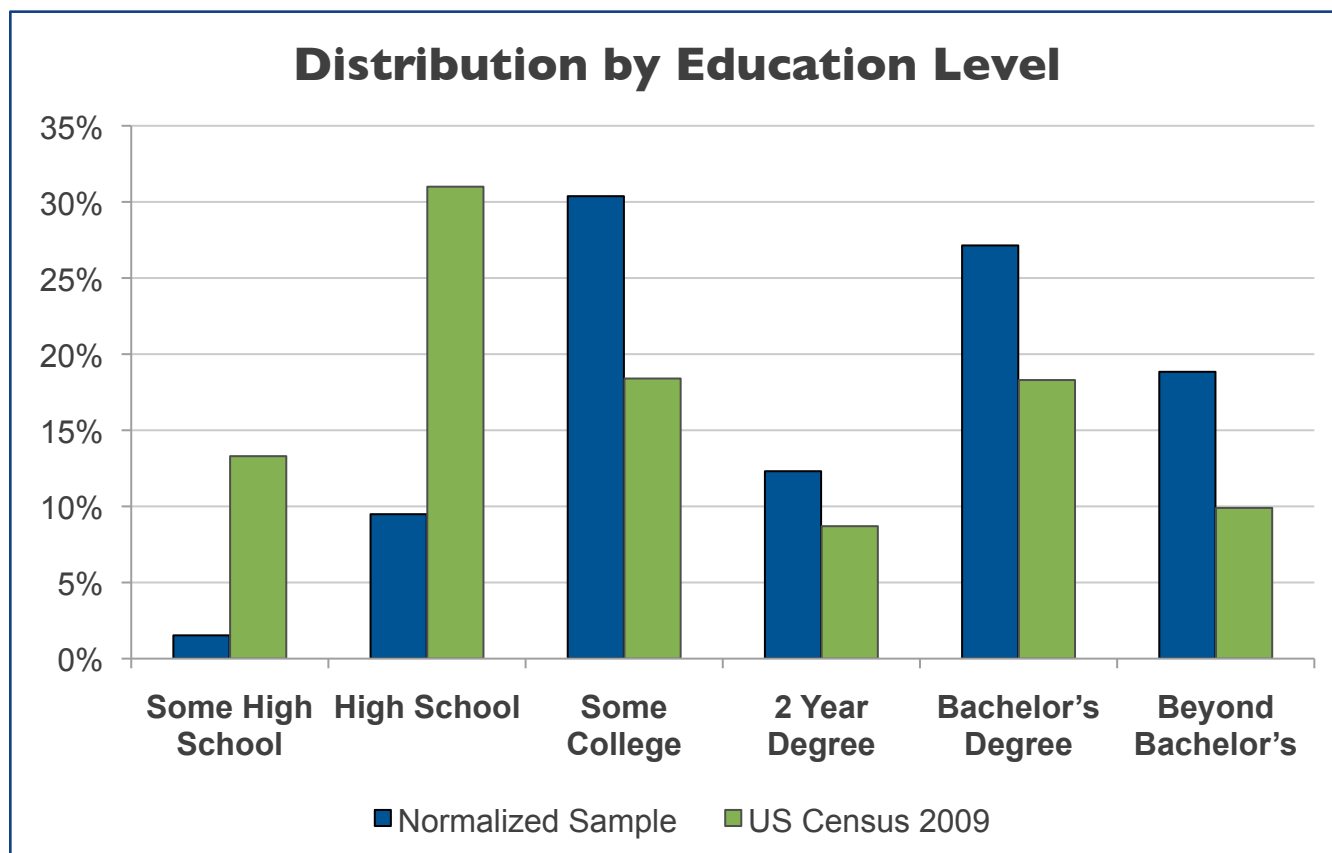
Primary Race	Normalized Sample	US Census 2008	Difference
White	83.1%	76.9%	+6.2%
Black or African American	5.2%	12.7%	-7.5%
Some other race	4.8%	5.0%	-0.2%
Asian	5.3%	4.5%	+0.8%
American Indian or Alaska Native	1.3%	0.8%	+0.5%
Pacific Islander	0.3%	0.1%	+0.2%

2008 US Census data can be found at http://factfinder.census.gov/servlet/DTTable?_bm=y&-context=dt&-ds_name=ACS_2008_1YR_G00_&-CONTEXT=dt&-mt_name=ACS_2008_1YR_G2000_B02001&-tree_id=306&-redoLog=false&-all_geo_types=N&-currentselections=ACS_2006_EST_G2000_B02001&-geo_id=01000US&-search_results=01000US&-format=&-_lang=en

Our racial data is not completely comparable to that of the US census. Though we collect secondary and tertiary race from those respondents who volunteer that info, in this report we focus solely on primary race. To make the US census data comparable, then, we removed the “two or more races” category and reapportioned the census distribution accordingly. Also, our race question offered “Hispanic” as its own racial category rather than a non-racial, additional description as the US census does. For the purpose of comparing to the census distribution, we reapportioned the 5.6% of respondents who selected “Hispanic” to the other racial categories according to the race distribution among Hispanics. We assume that those who select Hispanic to the exclusion of the other racial categories provided are very likely to select “some other race” when responding to the US census. Lastly, the US census is based on the entire US population whereas the survey sample is restricted to ages 18-60.

EDUCATION LEVEL DISTRIBUTION

The normalized sample is more educated than the general US population. Note that the 3.2% and 1.1% of respondents who respectively chose “prefer not to say” and “not applicable” in response to the education question were removed before calculating the sample’s education level distribution. Also note that the census data is based on the US population over the age of 18, whereas the sample breakdown reported below is based on the 18-60 year old respondents within the normalized sample. Generational differences in college attendance partially explain the discrepancies.



Education Level	Normalized Sample	US Census 2009	Difference
Some High School	1.5%	13.3%	-11.8%
High School	9.5%	31.0%	-21.5%
Some College	30.4%	18.4%	+12.0%
2 Year Degree	12.3%	8.7%	+3.6%
Bachelor's Degree	27.1%	18.3%	+8.8%
Beyond Bachelor's	18.8%	9.9%	+8.9%

2009 US Census data can be found at

<http://www.census.gov/population/www/socdemo/education/cps2009.html>

Methodology

This section describes how the survey data were collected, refined and normalized as well as how psychological measurements were made.

DATA COLLECTION

Facebook users visit the MyType website (www.mytype.com) or Facebook application (apps.facebook.com/my-type) to complete psychology surveys in order to learn about themselves and compare results with friends. From August 5th through October 18th of 2010, MyType inserted a single question about the Tea Party into these surveys (see the [Tea Party Opinions](#) section for details about this question). These surveys also ask the demographic and other identity questions that produce the data for this report. MyType's personality survey was completed by 17,654 people, while the values survey and morals survey were completed by 5,008 and 2,254 people, respectively. Some respondents completed more than one survey.

Because MyType users are interested in receiving feedback about themselves, they are more likely to carefully and honestly answer all questions than paid or otherwise extrinsically motivated respondents.

QUESTION REFINEMENT

When initially writing a new question like the Tea Party question it is often difficult to know the right set of answers to offer respondents, or even how to word the question. To overcome this uncertainty we start with a best guess question wording with answer options and include among those answer options an "other" box that allows the respondent to type in a custom answer. If after 250 responses a relatively high percentage of respondents have typed in an "other" answer, we modify the question to accommodate any common themes that appear in the custom answers. The modifications involve rewording the question, rewording the answer options, removing answer options and/or adding answer options. We then collect another 250 responses and, if necessary, modify the question again. In the case of the Tea Party question, only 0.5% of respondents chose the "other" answer in the first wording of the question, so no question refinements were necessary.

DATA REFINEMENT

Data from the following kinds of submissions were not included in the analyses: incomplete submissions, duplicate submissions, submissions with bogus answers like an extremely recent or distant birth year, and submissions in which the respondent did not agree with the statement that all of his or her answers were truthful. Also, submissions from international respondents and respondents who did not define their location are not included in the analysis.

SAMPLE NORMALIZATION

The refined raw sample of 17,654 confirmed US residents was then normalized via stratified weighting to reflect the age, gender, location and personality distribution of the general US population between the ages of 18 and 60. This means that we broke the sample down into 1,440 strata, one for each unique combination of age range, gender, census division and personality type. There are 5 age ranges (for the purpose of normalization we broke the 18-29 year old range down into two ranges of 18-23 and 24-29), 2 genders, 9 census divisions and 16 personality types. Because reliable data are available on the distribution of the US population across the 16 Jung personality types, MyType measures respondents' Jung types in order to normalize by personality. This is necessary because there is a substantial personality bias among the active survey-takers online. Note that the Jung types are not used for personality analysis, only for normalization.

Census data are available for the age, gender and location distribution of the US population. Combined with the jung personality data, this enables MyType to determine the percentage that each of the 1,440 stratum represent in the US population. For each stratum, we divide this percentage by its percentage representation in our raw sample of 17,564 respondents. This determines the weight for each respondent in that stratum. For instance if 40-49 year old female ISTJs (a personality type) living in New England represent x percent of the general US population and 2x percent of the MyType sample, then all women in that stratum are given a weight of 0.5, since they are overrepresented in the sample.

Less than 5% of the raw sample belonged to strata that are underrepresented by a factor of 4 or more, relative to the general US population of 18-60 year olds, and all but a few dozen people are underrepresented by a factor of more than 10. The vast majority of strata, then, are well represented within the raw sample.

PSYCHOLOGY SURVEYS

Each respondent completed one or more of the following well-established psychology surveys.

VALUES

MyType measures 10 values via the 40-question Schwartz Value Survey, the most widespread values measure in academic psychology research. Respondents who score in the top 20% for a given value are considered as highly holding that value, and those scoring in the bottom 20% are considered as not holding that value.

Value	Definition
Power	The motivational goal of influence is the attainment of social status and prestige and control or dominance over people and resources.
Achievement	The motivational goal of achievement is personal success through demonstrated competence. Competence is evaluated in terms of what is valued by the system or organization in which the individual is located.
Pleasure	The motivational goal of hedonism is pleasure or sensuous gratification for oneself. This value type is derived from physical needs and the pleasure associated with satisfying them.
Stimulation	The motivational goal of stimulation values is excitement, novelty, and challenge in life. This value type is derived from the need for variety and stimulation in order to maintain an optimal level of activation. Thrill seeking can be the result of strong stimulation needs.
Self-direction	The motivational goal of self-direction is independent thought and action (for example, choosing, creating, exploring). Self-direction comes from the need for control and mastery along with the need for autonomy and independence.
Universalism	The motivational goal of universalism is the understanding, appreciation, tolerance, and protection of the welfare for all people and for nature.
Benevolence	The motivational goal of benevolence is to preserve and enhance the welfare of people with whom one is in frequent personal contact.
Tradition	The motivational goal of tradition is respect, commitment, and acceptance of the customs and ideas that one's culture or religion imposes on the individual. A traditional mode of behavior becomes a symbol of the group's solidarity and an expression of its unique worth and, hopefully, its survival.
Propriety	The motivational goal of conformity is restraint of action, inclinations, and impulses likely to upset or harm others and violate social expectations or norms. It is derived from the requirement that individuals inhibit inclinations that might be socially disruptive in order for personal interaction and group functioning to run smoothly.
Security	The motivational goal of security is safety, harmony, and stability of society or relationships, and of self.

PERSONALITY

MyType measures 15 personality dimensions via a 40 question Big Five survey: the five, high-level personality domains and two detailed aspects, or traits, of each of the five domains. The 30 personality traits used to label the top and bottom 20% of each dimension are defined in the table to the left.

The Big Five is the gold standard personality model in contemporary psychology research. The specific survey MyType uses, the Big Five Aspect Scales (BFAS), was developed by Colin DeYoung, PhD. Note that in some cases we use slightly different personality trait labels than Dr. DeYoung.

Personality Dimension	Bottom 20%	Top 20%
Extraversion	Introverted	Extraverted
Assertiveness	Discreet	Assertive
Enthusiasm	Reserved	Enthusiastic
Agreeableness	Disagreeable	Agreeable
Compassion	Detached	Compassionate
Politeness	Aggressive	Polite
Diligence	Careless	Diligent
Industriousness	Procrastinating	Industrious
Organization	Unorganized	Organized
Emotional Stability	Neurotic	Assured
Composure	Temperamental	Composed
Security	Insecure	Secure
Sophistication	Unsophisticated	Sophisticated
Intellect	Unintellectual	Intellectual
Imagination	Literal	Imaginative

MORALS

MyType measures five moral foundations via the 25 question Sacredness Survey developed by Jon Haidt, PhD and Jesse Graham, PhD and based on Haidt's well-established Moral Foundations Theory, which proposes that five innate and universally available psychological systems are the foundations of "intuitive ethics."

Moral Foundation	Definition
Do no harm	Related to our long evolution as mammals with attachment systems and an ability to feel (and dislike) the pain of others, this foundation underlies virtues of kindness, gentleness, and nurturance.
Fairness	Related to the evolutionary process of reciprocal altruism, this foundation generates ideas of justice, rights, and autonomy.
Group Loyalty	Related to our long history as tribal creatures able to form shifting coalitions, this foundation underlies virtues of patriotism and self-sacrifice for the group. It is active anytime people feel that it's "one for all, and all for one."
Respect for Authority	Shaped by our long primate history of hierarchical social interactions, this foundation underlies virtues of leadership and followership, including deference to legitimate authority and respect for traditions.
Purity	Shaped by the psychology of disgust and contamination, this foundation underlies religious notions of striving to live in an elevated, less carnal, more noble way. It underlies the widespread idea that the body is a temple which can be desecrated by immoral activities and contaminants (an idea not unique to religious traditions).

