

A black and white photograph of a large crowd of people at a protest or demonstration. The crowd is dense, filling the lower two-thirds of the frame. In the background, several tall city buildings are visible. Overlaid on the center of the image is the text "WE MADE HISTORY." in a large, bold, white sans-serif font. Some individuals in the crowd are holding signs; one sign on the right says "EARTH IS OUR HOME", and another in the lower center says "DON'T F*CK WITH THE U.S!".

**WE MADE
HISTORY.**

A large crowd of people at a climate march, holding various signs. The image is dark and serves as a background for the text.

PEOPLE'S CLIMATE MARCH PARTICIPATION BY THE NUMBERS

400,000 at the NYC People's Climate March

617 Buses, trains and vans came to NYC

4 miles long

4 hours and 5 minutes for the march to pass
midtown



19,482 came on **61 buses** from communities on the frontlines of the crisis



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1574 organizations involved, including **80 labor unions**



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50,000 registered students



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2,646 events in 162 countries



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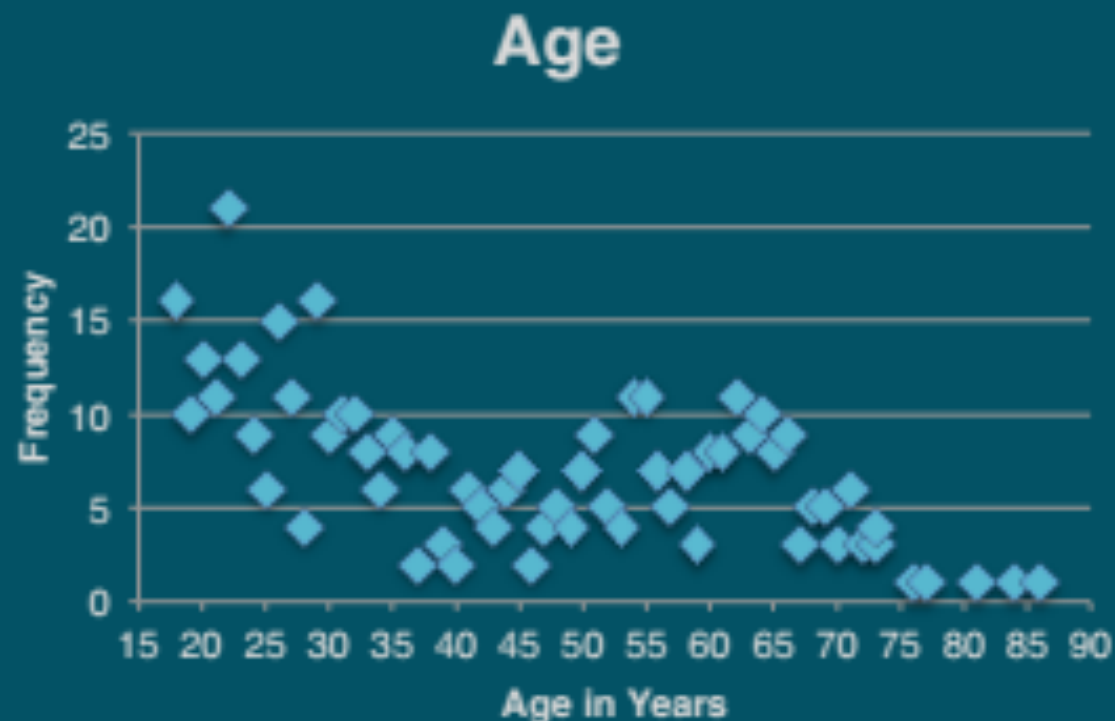


2,646 events in 162 countries

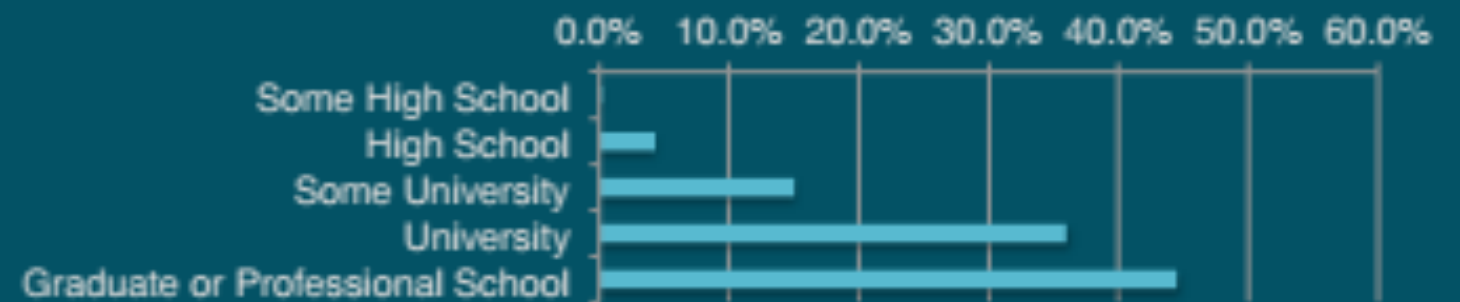
MARCH DEMOGRAPHICS

Respondents in our sample were highly educated, female, and politically liberal, which is consistent with other studies of volunteerism and the environmental movement. Respondents were most likely to be in their mid 20s or 60s.

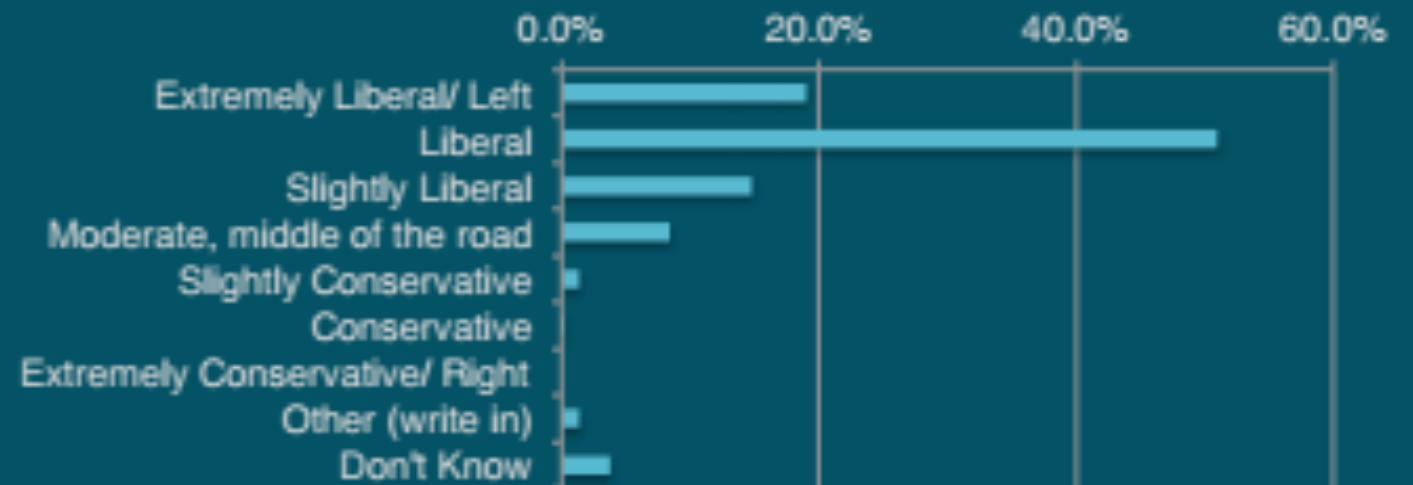
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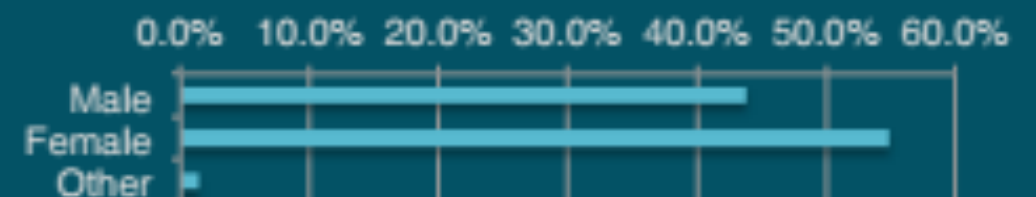
Highest Level of Education



Political Views



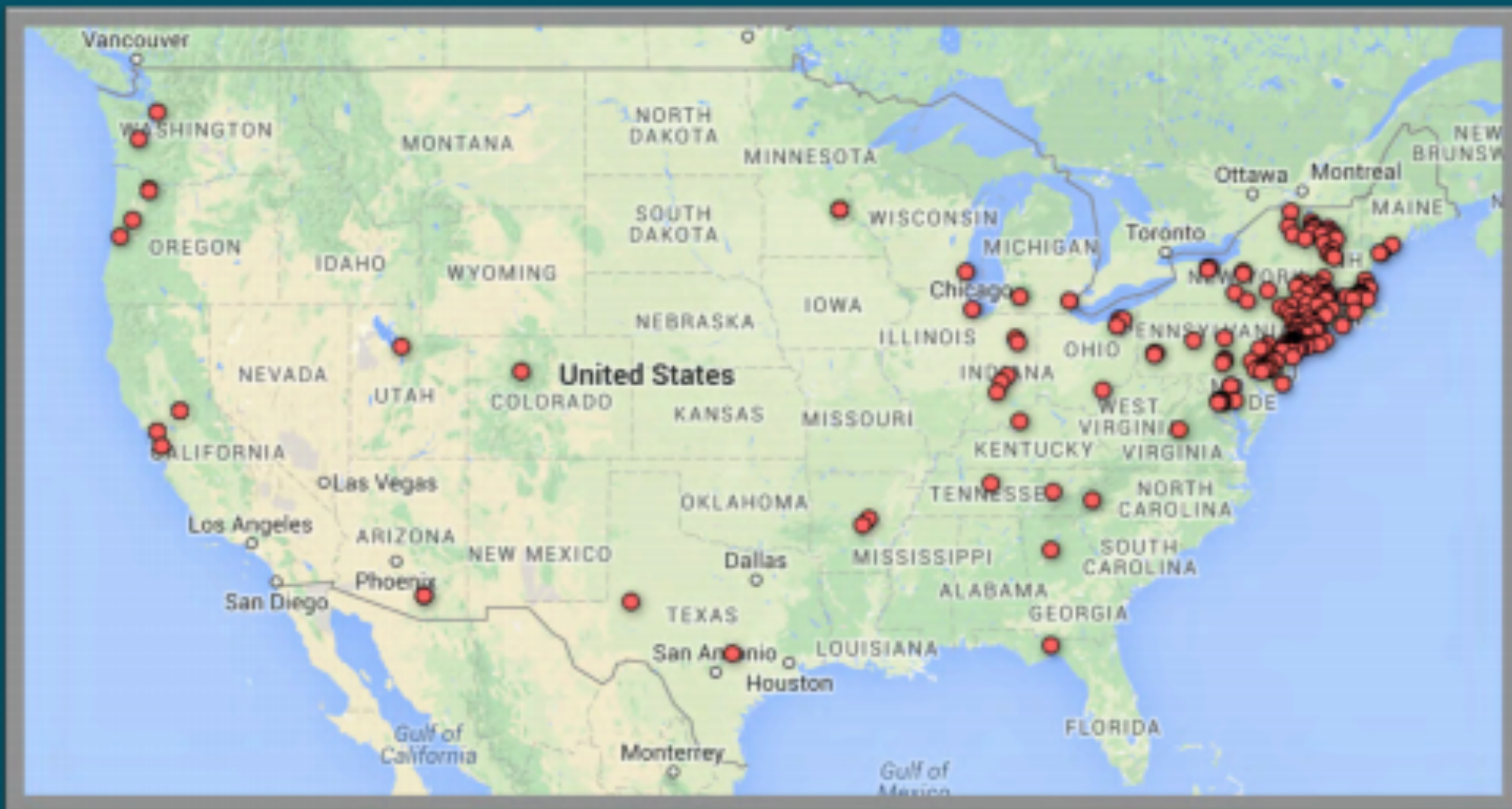
Gender



Source: *Studying Large Scale Protest: Understanding Mobilization and Participation at the People's Climate March*. Dr. Dana R. Fisher, University of Maryland

WHERE DID PARTICIPANTS TRAVEL FROM?

- 95% of participants lived in the United States
- 5% of participants traveled internationally
- 47% were from the New York City metropolitan / Tri-State area

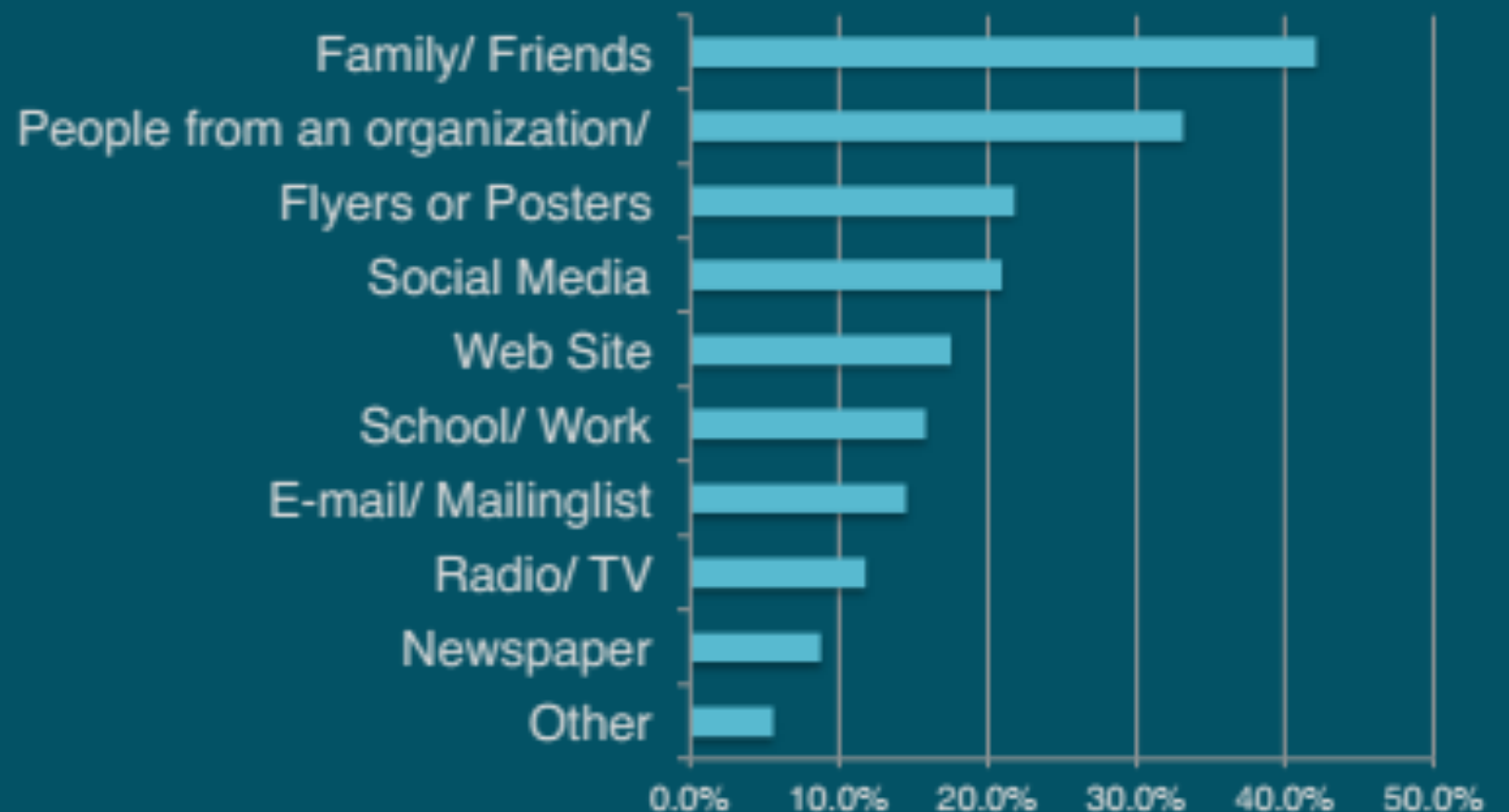


Map of zip codes of participants from the Continental US

HOW DID PARTICIPANTS FIND OUT ABOUT THE MARCH?

Nearly half of respondents heard about the protest from someone they knew, and about a third indicated that they found out from an organization or group.

Flyers and posters were the most common non-relational channel, followed by social media sites and websites.



Subway poster advertising the march

Source: http://www.drfisher.umd.edu/PCM_PreliminaryResults.pdf

PEOPLE'S CLIMATE MARCH REACH BY THE NUMBERS

13,000 total news hits

4,400 mention clean energy

3 tweets every second on 9/21

409,796 tweets during the week of 9/21

2.2 billion twitter timeline deliveries

8.8 million people total Facebook reach

630,822 likes, comments, shares

26,778 Instagram photos shared

Some sample news hits from PCM

At the top of Google News
NBC Nightly News
Daily Show
Colbert Report
Front page NY Times
Countless local outlets
USA Today
CNN
Politico
Al Jazeera
The New Yorker