

## *Pluggers* and *TDIET* Abstract, July 2007

### General notes.

As indicated on the website, this set of charts (and likely each of all subsequent sets) is created using MicroSoft Excel. A bit more user-friendly, Excel enabled easy addition of legends and other handy chart-making utilities. Other comments on the charts and the data set follow.

- The data are *cumulative*, so June's data are included in the mix, along with July's.
- Note that in this latest set of graphs, the blue bars represent *Pluggers*, the red *TDIET*. This is the opposite of the color-coding of last month's data. (I've got the two data sets stored alphabetically in my master file, and I've just gone with the default color-coding offered by Excel.)
- As before, the regional data are compiled by census divisions; a list of these divisions can be found at [http://www.census.gov/geo/www/us\\_regdiv.pdf](http://www.census.gov/geo/www/us_regdiv.pdf). The data are broken down by state for the "Presidential Election Outcome" charts, where "Red" refers to a state that went for Bush in 2004, and "Blue" a state that went for Kerry. Population figures are given by city population, not metropolitan area, and refer to 2004 data.
- The new category included (Census Divisions, Share) accounts for the relative populations of the census divisions used to categorize the data. To be precise, the "share" of a particular division refers to the factor by which the *actual* frequency of submissions exceeds the *expected* frequency of submissions for that division, based solely upon that division's population. For instance, roughly twice as many *Pluggers* panels were submitted from the West North Central division than would be expected due to that division's population; in this sense, residents of the WNC division are "twice as *Pluggerly*" as the average U.S. resident. Meanwhile, WNC residents are not at all *TDIETy*, judging from the absence of any *TDIET* submissions from that region.

### Notes on the data.

Frequency counts: *Pluggers*: 50, *TDIET*: 82.

The same trends continued to dominate the second month of data: *Pluggers* submitters come from small towns in Middle America and the Southeast, while *TDIET* submissions come from larger cities in the Northeast and Pacific regions. For example, over 60% of *TDIET* submissions come from cities of 250,000 or more residents while nearly the same percentage of *Pluggers* submitters live in towns of 50,000 or fewer inhabitants. These trends, already present in June's data, became even more evident after July had ended. "Political differences"

became more marked as well: by the end of July, 78% of *Pluggers* submitted hailed from “Red” states, while 62.2% of *TDIET*ers came from “Blue.”

The new category (Census Divisions, Share) highlights demographic differences more strongly: as indicated above, *Pluggers* are disproportionately well-represented in the West North Central division (over-representation by a factor of 1.9980) and the South Atlantic division (1.8594), while being under-represented in Canada (0.2035) and New England (0.4654). Meanwhile *TDIET* submissions are over-represented in the Middle Atlantic (1.8009) and especially in New England (4.2563), a division whose residents are over four times as *TDIET*y as the general population. The fewest *TDIET*s per capita came from the West North Central division (0.0000) and from Canada (0.1241); the only submitter from Canada was a regular reader of *Comics Curmudgeon*.

As a concluding note, I mention that the largest city from which a *Pluggers* strip has been submitted is now Dallas, TX, from which two strips have appeared.