Table 3: Sentiment Analysis—Demographic Comparison

		Positive	Negative	Neutral	Valid *n*
All participants		1228 (94.2%)	258 (19.8%)	1295 (99.4%)	1,303
Age	18–27	293 (94.2%)	63 (20.3%)	309 (99.4%)	311
	28–43	235 (93.6%)	49 (19.5%)	250 (99.6%)	251
	44–59	262 (95.6%)	59 (21.5%)	270 (98.5%)	274
	60–78	310 (93.4%)	61 (18.4%)	332 (100%)	332
	79 or older	128 (94.8%)	26 (19.3%)	134 (99.3%)	135
	Sig.	0.794	0.907	0.24	
Gender	Male	595 (93.8%)	134 (21.1%)	631 (99.5%)	634
	Female	628 (94.7%)	121 (18.3%)	658 (99.2%)	663
	Sig.	0.498	0.191	0.518	
Annual household income	Under $25,000	253 (89.1%)	67 (23.6%)	283 (99.6%)	284
	$25,000–$49,999	371 (94.9%)	77 (19.7%)	387 (99%)	391
	$50,000–$74,999	271 (96.4%)	50 (17.8%)	280 (99.6%)	281
	$75,000–$99,999	143 (96%)	26 (17.4%)	147 (98.7%)	149
	$100,000–$149,999	113 (95%)	24 (20.2%)	119 (100%)	119
	$150,000+	76 (97.4%)	14 (17.9%)	78 (100%)	78
	Sig.	0.002**	0.552	0.52	
Employment	Not employed	631 (93.3%)	132 (19.5%)	673 (99.6%)	676
	Employed (in any condition)	597 (95.2%)	126 (20.1%)	622 (99.2%)	627
	Sig.	0.147	0.797	0.414	
Marital status	Not married and not living with partner	665 (93%)	147 (20.6%)	711 (99.4%)	715
	Married or living with partner	563 (95.7%)	111 (18.9%)	584 (99.3%)	588
	Sig.	0.035*	0.448	0.781	
Residential environment	Urban	339 (92.9%)	65 (17.8%)	362 (99.2%)	365
	Suburban	632 (94.8%)	138 (20.7%)	664 (99.6%)	667
	Rural	257 (94.8%)	55 (20.3%)	269 (99.3%)	271
	Sig.	0.417	0.526	0.733	
Region	Northeast	296 (94.9%)	65 (20.8%)	312 (100%)	312
	Midwest	265 (92.7%)	64 (22.4%)	284 (99.3%)	286
	South	456 (95.4%)	80 (16.7%)	472 (98.7%)	478
	West	211 (93.4%)	49 (21.7%)	226 (100%)	226
	Sig.	0.38	0.192	0.087	

Footnote: Each cell shows the number of respondents, with percentage representing the proportion of the corresponding demographic group, that provided at least one word with the sentiment noted for each column. Significance values are based on a chi-square test of independence (*: significant at $\alpha = 0.05$, **: significant at $\alpha = 0.01$).