

COMMUNITY FACTS

The *Nation* readers are influential and highly engaged in public and civil affairs. When presented with a battery of questions GfK MRI Market Solutions has designed to identify “influentials” – those relatively rare people who influence others on how to vote or what to buy – readers of *The Nation* far exceed the typical U.S. adult.

While 8% of U.S. adults [*with Internet access*] would be considered influential, **85%** of *The Nation*'s readers are classified as influential.

The Nation has many ways to reach and interact with these influential readers. Increase your organization's brand value, sell your merchandise and services via several platforms.

NATION IMPACT

Actions taken as a result of reading *The Nation*

- 82%** Discussed or passed along an article
- 56%** Became interested in reading a specific book
- 43%** Donated to a cause
- 41%** Engaged in a political, social, or environmental campaign

DEMOGRAPHICS

- 56%** Male **44%** Female
- 65** Median age
- \$98,200** Median household income
- \$559,400** Median net worth

EDUCATION

- 99%** Attended college
- 85%** Graduated college or higher
- 55%** Graduate degree
- 27%** Employed in the field of education

ACTIVISM

Subscribers to *The Nation* were much more likely to have participated in the following civic activities than all U.S. adults (index of 100 = U.S. average)

- 88%** Voted in a federal, state, local election (index: 228)
- 85%** Signed a petition (index: 228)
- 65%** Wrote or called a politician (index: 793)
- 43%** Attended a public rally, speech, or organized protest (index: 1,065)
- 36%** Participated in environmental groups/causes (index: 934)

READER DEDICATION

- 88%** Read at least 3 out of the last 4 issues
- 1 HR 16 MIN** Time spent reading each issue
- 66%** Find news and information in *The Nation* that they find nowhere else

CIRCULATION

- 120,952*** Total paid and verified circulation

Source: 2016 The Nation Subscriber Study, GfK MRI Market Solutions

*Alliance for Audited Media, December 31, 2016.