

# COLUMBIA JOURNALISM REVIEW



## MEDIA PROFESSIONALS

**72%** of CJR readers are media professionals.

### ***Breakdown by Media***

Newspaper	57%
Magazine	13%
Broadcast	17%
Television	11%
Radio	6%
New Media	9%
Education	12%

**80%** of CJR's media professionals are involved in determining the types of news stories and topics that are reported.

**50%** are **very** involved.

Source: Mediamark Research Inc. 2001 Subscriber Study.

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## DEMOGRAPHICS

<b>MEDIAN AGE</b>		52 years
<b>SEX</b>	Male	72%
	Female	28%
<b>EDUCATION</b>	Attended College	98%
	College Graduates	90%
	Post-Graduate Studies	41%
<b>OCCUPATION</b>	Employed in the Media	72%
	Professional/Managerial	92%
	On Board of Directors	21%
<b>INCOME</b>	Mean HHI	\$128,500
	Median HHI	\$83,800
	Net Worth, Mean	\$2,525,900
	Net Worth, Median	\$381,500

Source: Mediemark Research Inc. 2001 Subscriber Study.

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## DEDICATED

- Avg. time spent with an issue: 1 hr. 13 min.
- Read or looked through all of last 4 issues: 74%
- Readers per copy: 1.8
- Avg. time subscribed: 6.2 years
- Consider CJR one of favorites/very good/good journalism publication: 94%
- 18% of CJR's readers — almost one in five — said they changed their mind about an issue because of something they read in the magazine.
- 78% consider CJR an essential read.
- 83% find information in CJR that they can't find elsewhere.
- 92% would recommend CJR to colleagues.
- 48% clipped or referred an article for others.

Sources: Mediamark Research Inc. 2001 Subscriber Study  
Erdos & Morgan Readership Survey, 2000.

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## INVOLVED

### PUBLIC ACTIVITIES

	PCT.	INDEX
Voted in Federal, State, or Local election	94%	213
Written something that has been published	60%	1,990
Actively worked as a volunteer (non-political)	42%	245
Addressed a public meeting	39%	765
Written to the editor of a magazine or newspaper	33%	760
Written to an elected official about some matter of public business	29%	445
Taken an active part in some local civic issue	31%	580
Written to or telephoned a radio or television station	21%	296
Engaged in fund raising	15%	149
Actively worked for a political party/candidate	10%	505
Participated in environmental groups/causes	17%	573

The indices represent the relationship between CJR readers and the MRI U.S. Adults; an index of 100 means there is no difference between them. Thus, an index of 213 means the incidence of "Voting in Federal, State or Local election" among CJR readers is greater than two times that of all U.S. adults.

Source: Mediamark Research Inc. 2001 Subscriber Study.

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