

COLUMBIA JOURNALISM REVIEW



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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