

## Active Citizens

A remarkable **46%** of *Foreign Affairs* subscribers are Influentials, the small but persuasive segment of the population whose leadership of social, political, and marketplace trends help to shape public opinion.

### In the past 12 months:

	<u>Foreign Affairs</u>		<u>Competition</u>
	<u>Audience Composition</u>	<u>Index vs. U.S. Population</u>	<u>Index vs. MRI Competitive Set</u>
Worked for a political party	16%	714	228
Been an active member of any group that tries to influence public policy or government	30%	686	250
Wrote an article for a newspaper/magazine	11%	663	259
Wrote a published article	28%	631	206
Wrote to newspaper/magazine editor or called a live radio show	27%	570	250
Served as an officer for an organization	34%	486	243
Participated in environmental groups/causes	17%	465	148
Made a speech	31%	458	191
% who are "Influentials"	46%	530	206

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Source: MRI 2007 Subscriber Survey  
 Competition defined as readers of at least one of the following publications during their last publication period: *Atlantic Monthly*, *Business Week*, *The Economist*, *Forbes*, *Fortune*, or *The New Yorker*