

SOJOURNERS Advertising

ACTION

Sojourners readers do more than just read about social change. **They take action.**

That's why you'll find an unusually high level of response and support from our readers. An impressive 76% of them told us that they have taken social/political action based on information they received in one of our online publications. From action alerts and letter campaigns to fundraising appeals and emergency assistance, our readers have always risen to the challenge. They're looking for a way to change their world.

Make sure our readers are responding to you!

Highly active in local and national campaigns:

- 97%** are registered voters
- 95%** voted in the last presidential election
- 37%** have worked on a political candidate's election campaign in the last six years

Likely to contribute to a charitable cause:

- 74%** are currently donating to advocacy groups (Sierra Club, Bread for the World, Oxfam, Amnesty International, etc.)
- 95%** contributed financially to a nonprofit organization or cause in the last 12 months

Are socially active:

- 71%** have done mission or volunteer work in the U.S.
- 32%** have done mission or volunteer work internationally
- 52%** have traveled internationally in the last three years
- 86%** have signed a petition in the last 12 months
- 84%** have written to or called an elected official at any level in the last 12 months
- 58%** have participated in environmental groups or causes in the last 12 months

Name as their top five social or political concerns:

- Poverty
- War and peace
- Human rights
- Health care
- Environment

Would describe his or her political viewpoint as:

- Liberal **32%**
- Progressive..... **22%**
- Moderate..... **15%**
- Very Liberal..... **18%**
- Others **11%**
(Conservative, Very Conservative, Issue-based, Libertarian)

Our readers want more than just to do well.

They want to do good. Make sure your message is heard. Contact Sojourners Advertising today at advertising@sojo.net or visit us at www.sojo.net/advertising and find out how you can reach this extraordinary group of readers.