



Reach over 8 million unique visitors per month

Highly Educated

97%	Attended college
77%	Earned a Bachelor's degree or more
48%	Postgraduate study

Source: MotherJones.com User Survey, 2010

50% have an annual HHI over \$75,000

Engaged, eco-conscious and politically active

78%	Willing to spend more on eco-friendly products
75%	Voted in a federal, state or local election
74%	Shop at natural food/organic markets
74%	Trust in a company affects buying habits
65%	Contacted an elected official about a matter of public interest

Source: MotherJones.com User Survey, 2010

64% are 35 - 64

52% female

91% are likely to recommend MotherJones.com to a friend

72% visit MotherJones.com several times per week