



We're busy. No kidding.

We're so busy with "next stage stuff" at The Advocates, that we had no time to build one of those glossy, picture-filled Annual Reports. I mean, I'm sure there were other organizations who sent you pages of pictures of their donors, along with the events they put on or attended.

We're not demeaning those things. We would've preferred to send you one of those too. There are multiple reasons groups do that. Here's one of my favorite reasons for wanting to send you a report like that: *The nicer it is, the more likely you are to both read and keep it.*

I heard of a guy who kept an annual report in a book stack, on his nightstand for two years. He'd sort through his stack every so often and ended up reading it multiple times!

2022 was great. But we really just want to get to our 2023 stuff.

1. We met our goal to fully fund the Quiz Engagement Program. It's now in alpha testing.
2. We are designing a brand new, multifaceted high school classroom program called *Quiz in the Classroom*. It's funded too, as I'll explain below.
3. Oh, and we have a Top Secret program we're super excited about. It too is being built right now. I'm not ready to reveal the details because we have both partnerships and big decisions that must be resolved.

I'll have more to tell you about those three things, very soon.

The business for right now is to share Annual Report stuff with you — to show you what we've accomplished with your support. No pictures. Not even any graphs or charts.

Ready?

2022 Accomplishments

3,252 people signed up for our email newsletter.

In 2021, we had 1.2 million unique page views on TheAdvocates.org. In 2022, we upped that to 1.52 million!



- The average website visitor stayed for 2 minutes, 33 seconds. This was down 13 seconds from 2021 levels. But with the 2023 stuff we're working on (described above), we expect to blow that number away!
- 57.2% of people looked at theadvocates.org on their mobile device, while 40.2% of people who visited used a desktop or laptop computer. Only 2.7% used tablets.

591,941 people completed the World's Smallest Political Quiz on our website. That's down a bit, but not much from the 605,000 who took The Quiz in 2020, and the 620,000 who took it in 2021.

- Why is it down? Because we reduced our advertising budget to focus more on the development of the Quiz Engagement Program. We know we can get the traffic! Now, we want to make sure the Quiz Takers have something to do when they're done with The Quiz. We want to give them something that engages them and moves them in a libertarian direction.
- But that doesn't mean we stopped advertising! In 2022, we invested \$34,710 in advertising. That brought almost 303,000 people to our website. It cost about 11 cents to bring someone to our website to take The Quiz.
- 11,452 more people came from the efforts of our social media team [I'll have more to say about our social media stats, below].
- But only 38 more people came to take The Quiz or one of our Single Issue Surveys from our email list. And in late-2022, we expanded our team so we could do more with the impressive email lists we've built.
- Of the 591,941 World's Smallest Political Quizzes completed...
 - 40.12% scored moderate
 - 25.07% scored libertarian
 - 24.26% scored progressive
 - 6.14% scored conservative
 - 4.42% scored authoritarian

Not only do we have the ten quick questions that comprise the World's Smallest Political Quiz, but also we have the Human Respect Test (HRT). This test tracks how coercive or respectful people are, based on only a few questions presented in more of a customized dialogue format. And the results continue to amaze us...

- Almost 40,000 users started the HRT.
- More than 24,000 people or 61% completed the HRT.
- Of those, 83% chose respect!
- Here's the breakdown: Of the 61% who completed the HRT...
 - 19,994 - Respectful (83%)
 - 4,145 - Coercive (17%)



What do those numbers tell us? If the 40,000 people who started the HRT represent the population at large, then 51% prefer social solutions that are voluntary or persuasive instead of laws and programs that use aggression.

“No way,” you say. “160 million people voted for more coercion in 2020.” But for tens of millions of people, voting may have been an act of self-defense in a contest where the only two viable competitors were offering different brands of coercion. Respect wasn’t one of the viable options!

Moreover, a preference — especially one that isn’t acted on — is merely a wish. People wish there wasn’t coercion. This is a significant reason to feel positive: We are in a favorable position because most people wish we could stop using coercion. Now, we have to close the loop and show them how and why respect will lead to greater human flourishing.

Indeed, we have to build the programs I’ve described above for 2023, especially our Quiz Engagement Program.

Along with the Human Respect Test, we have continued to expand our Single Issue Surveys (SIS). In 2022, we released four new ones. 5,772 people completed a SIS. Here are the results...

Survey	Completion Rate	Conservative %	Libertarian %	Moderate %	Progressive %
Police Accountability	33%	23%	54%	6%	16%
Protest and Civil Disobedience	32%	11%	79%	3%	7%
Pandemic	42%	4%	83%	4%	9%
Election Integrity	22%	21%	59%	4%	36%
Censorship and Free Speech	51%	3%	90%	1%	3%
Identity Politics	44%	12%	67%	4%	18%
Government Debt, Money, and Monetary Policy	54%	10%	69%	12%	9%
National Security	61%	7%	58%	20%	4%
Federal Spending	64%	16%	49%	5%	30%
Total	60%	9%	68%	8%	13%

The Advocates were also on the road and on the air in 2022...

We attended FreedomFest and forged new contacts. One of them made a six-figure contribution to help build Quiz in the Classroom!

Larry Sharpe continued to routinely promote The Quiz and other Advocates products on his podcast, and I appeared in an episode. I gave a presentation titled “Make Bitcoin Political Again”, where I connected the promise of blockchain technology with self-government. I also addressed the LPCA convention and YAL Revolution (Young Americans for Liberty’s annual conference).



YAL Revolution was a special event for us because we beta-tested new technology for an Operation Politically Homeless booth. We described all of this in our last letter to you, but the short version is, everyone who completed The Quiz with this new process, received an Identity Brief about their social values (be they progressive, libertarian, and so on). We showed them how to have a better set of political values — namely, we opened their minds to the idea that they could use voluntary and persuasive interactions to achieve their social goals. In essence, be as conservative or progressive as you like, but don't initiate force.

As a result of that effort, 22 students requested kits to use on their campuses. And thanks to your support, we ship those kits free of charge to students. (Thank you!)

We had another great year of social media growth!

- In 2021, we expanded our Facebook following by 12,000. This year, we more than doubled that rate of growth with 26,684 new followers.
- We added 513 followers per week, compared to the 171 per week we added last year.
- Our Facebook reach in '21 was 11 million. Last year, it exceeded 34.9 million.
- 21 posts reached over 1 million unique people each — all organically (up from 10 in '21).
- For the first time ever, not one but two of those posts reached over 5 million people.
- On Instagram, we reached over 70,750 unique people (a 55% increase from 2021).

Finally, we are a good investment. We accomplished all of these things while raising just \$450,758. And now, we're setting our sights still higher. We hope you're almost as bullish as we are about our progress and intrigued about what's coming next. I'll update you about that soon.

In the meantime, will you please consider helping us get off to a strong start in 2023 by making a one-time contribution or becoming a monthly patron?

Thank you for your support,

Mike Sertic
President
Advocates for Self-Government