

DEMOGRAPHICS & PSYCHOGRAPHICS

A CULTIVATED & LOYAL READERSHIP

91%

of readers consider the *Oxford American* one of their favorite publications

80% of readers say that they **read and are interested in the advertisements** in the *Oxford American* magazine

70% of readers spend **three [3] or more** hours reading each issue of the *OA*

46% of readers share each copy of the magazine with **at least one [1]** other person

68% **save the OA** after reading

88% of *OA* readers also **spend time on OxfordAmerican.**

VACATION / TOURISM

73% of readers take **two [2] or more** vacations each year

OVER HALF of readers say that they usually vacation in the **Southern United States**

DOMESTIC PROFILE

Median Household income is above **\$75K**

99% of readers have a college education

78% of readers are home owners

OCCUPATION:

58% Professional/Managerial

17% Academic

27% Other

LIFESTYLE / CONSUMERSHIP

85%

of *OA* readers **purchase more than six [6] books per year**

53% purchase **13+** books per year

95% of readers purchase music (CDs, vinyl, and via download)

78% buy CDs

31% buy vinyl

59% buy music via download

Where readers buy their music (they were asked to select all that apply):

60% from Amazon.com

59% from local music stores / labels

49% from iTunes

40% other

82% of readers consume spirits