

DEMOGRAPHICS & PSYCHOGRAPHICS

A CULTIVATED AND 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.org

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% buys vinyl
- 59% buys music via download

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

- 60% from Amazon.com
- 49% from iTunes
- 59% from local music stores / labels
- 40% other
- 82% of readers consume spirits
- 68% drink whiskey (bourbon/scotch)
- 47% drink bourbon