

# Our Readers



**Oregon Coast** attracts an educated, affluent audience with an average age of 58 and an average household income of approximately \$76,000. We speak to leisure travelers with general interest reading about life on the coast. Survey results are shown below.

## DEMOGRAPHICS

Average age:	58.1	Average household income:	\$76,442
Some College:	48%	Median household income:	\$59,375
College Degree:	20%	Homeowners:	93%
Graduate Work:	20%	Have visited the Northwest:	85.4%
Male/Female:	51/49%	Have used Oregon Coast	
Single/Couple:	21/79%	to make travel plans:	100%
Children at home:	13%		

## HAVE VISITED

Washington	41%
Oregon	74%
British Columbia	12%
Idaho	17%
Montana	18%
California	30%
Overseas	16%

## PLANNING TRIP WITHIN NEXT YEAR TO:

Oregon Coast	78%
Willamette Valley	27%
Eastern Oregon	29%
Portland	28%
Southern Oregon	35%
Central Oregon	37%

## LODGING PLANS INCLUDE:

Campground	33%
Bed & Breakfast	22%
Full Resort	38%
Hotel/Motel	85%

## USE OREGON COAST FOR:

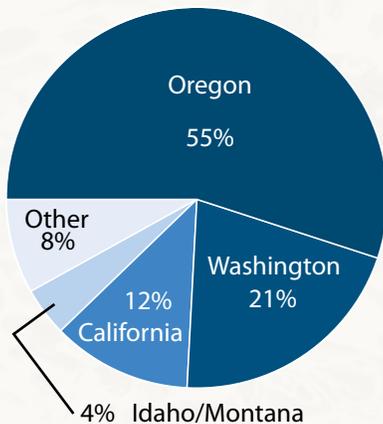
Quick getaway	45%
Five-day trip	40%
Ideas for recreation	55%
Find accommodations	43%
Learn about events/festivals	67%

## INTEREST DURING TRAVEL:

Wildlife viewing	61%	Shopping	72%
Eating out	91%	Taking cruises	23%
Hiking	41%	Photography	44%
Water sports	17%	Storm watching	46%
Relaxation/day spas	38%	Historic sites	76%
Theatre	26%	Golf	13%

# Circulation & Distribution

## Subscriber Distribution



**Oregon Coast** brings you the beauty and grandeur of "America's Most Beautiful Coastline."

- Our circulation is primarily based on paid subscriptions and newsstand sales. In addition, we place a certain number of copies with lodging properties whose guests fit our profile. Readers estimate that about 3.8 people on average read their copies of *Oregon Coast*, producing a readership of around 150,000. Copies of *Oregon Coast* are treated almost like heirlooms. Two thirds of readers keep their copies for at least a year, while 40% report that they never throw an issue away.
- The geographical distribution of *Oregon Coast* magazine's readership is primarily in the three Pacific states of the continental United States. Oregon represents about 55%, Washington 21%, and California 12%. Idaho accounts for 4% and the remainder are spread across the country.