

COLUMBIA JOURNALISM REVIEW

BOOK BUYERS

		MRI Index
BOOK BUYING HABITS		
Purchased books in the last 12 months	97.3%	185
Average number of books purchased		
Mean	25.5	311
Media	17.1	251
Bought 25+ books	36.2%	398
TYPES OF BOOKS PURCHASED IN THE LAST 12 MONTHS		
Fiction	60.5%	
History	52.8%	383
Politics/Current Events	48.6%	
Biography	42.9%	313
Reference	32.5%	
Children's	31.6%	
Reportage	30.2%	
Travel	25.7%	
Classics	24.6%	
Business	22.9%	
Memoir	22.6%	
Religion	21.8%	
Short Stories	18.9%	
Art	17.5%	
Crime	17.5%	
Poetry	15.8%	
WHERE CJR SUBSCRIBERS BUY BOOKS		
Book Store (Net)	90.9%	142
Chain	79.0%	
Independent	60.8%	
Internet	58.5%	696
Mail Order	21.6%	200
Book Club	17.6%	120
Other	9.1%	

Source: Mediamark Research Inc., 2001 Subscriber Study

For book advertising:
Allston-Cherry, Ltd.
Perry Janoski, Book Publishing Representative
Phone: 212-665-9885 Fax: 212-665-9973 allstoncherry@aol.com