



ARCHAEOLOGY MAGAZINE
36-36 33rd Street, Suite 301
Long Island City, NY 11106
Main: 718.472.3050
Fax: 718.472.3051

% ARCHAEOLOGY

SEX

Male	48
Female	52

AGE

Median Age:	60
-------------	----

EDUCATION

Post Graduate Degree	37
Graduated College 4yr+	70
Any College	93

HOUSEHOLD INCOME

\$100,000 +	22
\$75,000+	34
Median Income	\$60,000

READERSHIP of PRINTED VERSION of ARCHAEOLOGY MAGAZINE:

Yes	76
Read 4 out of 4	77
Read 3 or 4 out of 4	86

SUBSCRIBE

10 + years	18
7-10 years	10
4-7 years	22
1-4 years	33
Less than one year	9
Regularly purchased on Newsstand	8

Source: 2014 Online Study - Castle Builder

% ARCHAEOLOGY



LEISURE ACTIVITIES PARTICIPATED IN (LAST 12 MONTHS):

Read Books	96
Went to museums	82
Attended music/dance/live theater	48
Engaged in photography	37
Engaged in physical fitness program	40
Participated in charity events	33
Took adult education classes	27
Attended Lectures	49
Attended a cooking class	6

AGREE WITH THE FOLLOWING STATEMENTS:

I am curious: wanting to explore and learn about new things	95
I like doing things that are new and different	93
I like Being physically active	88
I am willing to pay more for a product that is environmentally safe	81
I prefer products that offer the latest technology	69
I like adventure: seeking adventure and risk	48
People come to me for advice before making a purchase	48
I'm always one of the first of my friends to try new products or service	37
I am curious: wanting to explore and learn about new things	95

ARCHAEOLOGY MAGAZINE
36-36 33rd Street, Suite 301
Long Island City, NY 11106
Main: 718.472.3050
Fax: 718.472.3051

Source: 2014 Online Study - Castle Builder

% ARCHAEOLOGY



ARCHAEOLOGY MAGAZINE
36-36 33rd Street, Suite 301
Long Island City, NY 11106
Main: 718.472.3050
Fax: 718.472.3051

FREQUENCY OF SOCIAL MEDIA USE:

You Tube - Sometime/Often	77
Facebook - Sometimes/Often	70
Google+ - Sometimes/Often	61
Twitter - Sometimes/Often	22
Linked In - Sometime/Often	45
Pinterest- Sometimes/Often	25
Reddit- Sometimes/Often	5
StumbleUpon- Sometimes/Often	7
Instagram- Sometimes/Often	11

FREQUENCY OF VISITING ARCHAEOLOGY.ORG:

Daily	6
3-6 times a week	7
1-2 times a week	13
1-4 times a week	27
Less than once a month	27

ACTIVITIES DONE ONLINE:

Read a news site	95
Researched a trip/destination	77
Buy something	74
Click on an advertisement	49
Looked at a photo gallery	92
Posted a comment after an article	41
Play a game	36
Read a blog	65
Answer a poll	80
Watch video	88
Listen to audio file	66
Share an article via social media or email	72

FREQUENCY OF WEBSITE VISITS:

Afar.com	1
Audubon.org	6
Nationalgeographic.com	31
Nationalgeographic.com/traveler	13
Smithsonianmag.com	27
Discovermagazine.com	17
Travelandleisure.com	5

% ARCHAEOLOGY

GENERAL TRAVEL

% ARCHAEOLOGY

TOOK ANY FOREIGN VACATION Past 12 Months:

Any	38
2+ Vacations	24

ACTIVITIES or PLACES CONSIDERING (Next 12 Months):

Museums	75
Historic Sights	77
Cultural/Edu. Travel	53

Family vacation	32
Beach/Lake	30
Camping/Hiking	22
Adults Only	21
Archaeological digs	33
Volunteer/Charity	7

Active Sports	7
Adventure travel	11
Cruise	21
Eco-travel	11
Health spa or retreat	8

ARCHAEOLOGY MAGAZINE
36-36 33rd Street, Suite 301
Long Island City, NY 11106
Main: 718.472.3050
Fax: 718.472.3051

TRAVEL DESTINATIONS (PAST 3 YEARS)

Africa	4
Alaska	9
Asia	9
Australia/New Zealand	4
Canada	18
Caribbean	13
Central America	7
Eastern Europe/Russia	6
Israel	3
Mexico	13
Mid Atlantic	20
Middle East	4
Mid West	25
Mountain	23
Northeast	30
Norway	2
Pacific	31
South America	6
Southeast	31
South Pacific	2
Southwest	31
Turkey	6
Western Europe	26
None	10

PLANNED TRAVEL DESTINATIONS (Next 3 Years)

Africa	7
Alaska	12
Asia	9
Australia/New Zealand	9
Bermuda	
Canada	17
Caribbean	13
Central America	18
Eastern Europe/Russia	9
Israel	5
Mexico	11
Middle East	5
Other Western Europe	36
South America	10
South Pacific	7
Turkey	4

% ARCHAEOLOGY

GENERAL TRAVEL

% ARCHAEOLOGY

TOOK ANY VACATION

Any	38
2+ Vacations	24
3+ Vacations	19

ACTIVITIES or PLACES VISITED ON VACATION (Past 12 Months)

Museums	75
Historic Sights	77
Cultural/Edu. Travel	53
Family vacation	32
Beach/Lake	30
Camping/Hiking	22
Adults Only	21
Archaeological digs	33
Volunteer/Charity	7
Active Sports	7
Adventure Travel	11
Cruise	21
Eco-travel	11
Health Spa or Retreat	8

TEND TO VISIT

Archaeology/Cultural/Educational Areas:	83
---	----

TYPES OF TRIPS TAKEN

Weekend Trips (2-3 Days)	82
4-5 day-long trips	66
Week-long trips	65
Two week-long trips (8-14 days)	46
Longer than 2 week-long trips (15+ days)	29

PLACES VISITED within the U.S. (Past 3 years)

Northeast	31
Southeast	31
Pacific	31
Southwest	31
Midwest	25
Mid Atlantic	20
Mountain	23

PLACES VISITED within the U.S. (Next 3 years)

Northeast	24
Southeast	20
Pacific	28
Southwest	24
Midwest	18
Mid Atlantic	13
Mountain	21

ARCHAEOLOGY MAGAZINE
36-36 33rd Street, Suite 301
Long Island City, NY 11106
Main: 718.472.3050
Fax: 718.472.3051

Source: 2014 Online Study - Castle Builder