

SUBSCRIBERS AT-A-GLANCE

Loyal

The average tenure of our readership is 14.1 years, and 90% will renew their subscription

Educated

47% have post-graduate degrees. 31% are currently enrolled in a continuing education program

Interested

80% read 4 out of 4 issues and 48% save their issues for future reference

Demographics

- Average mean income: \$135,000
- Average age is in the 55-64 year bracket
- 73% male, 26% female

57% of readers are science enthusiasts

20% of readers are science educators

13% of readers are science researchers

Buying Habits & Activities

Average spent on Internet in past year: **\$1,090**

- books—69%
- hardware/software—46%
- clothing—45%

Top leisure activities:

- reading
- home improvement
- cardio exercise
- cooking
- travel—avg. 4 trips per year
- gardening
- photography

Top topics of interest

- environment/global change
- astronomy/astrophysics
- genetics/molecular biology
- anthropology/archaeology
- human health/nutrition
- geology/geophysics

93% of readers have Internet access

96% of those with Internet access spend an average of 13 hours per week online

73% of readers bought science books in the past 12 months

51% of readers became more environmentally active in the past year

38% of readers have purchased a product or service because it was advertised in *Science News*