

# **Special Report for the Society for American Archeology**

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# Executive Summary

Between 2002 and 2008, the National Survey of Recreation and the Environment (NSRE) was accomplished by interviewing approximately 120,000 Americans aged 16 and over in random-digit-dialing telephone samplings. The primary purpose of the NSRE and was to learn about approximately 85 specific outdoor recreation activities of people aged 16 and over in the United States. However, this report looks specifically at those people who visited an archeological or prehistoric site.

## **Visits to Archeological or Prehistoric Sites**

One-fifth of Americans visited a prehistoric or archeological site at least once last year (e.g., 20.1% of the population aged 16 or over). Furthermore, the number of Americans visiting an archeological or prehistoric site also rose very slightly from 1999 to 2008 by 2.4%. In general, people who visited an archeological or prehistoric site were roughly equal in terms of their gender, were predominately White followed by being Hispanic, were mostly between 45-54 years of age, had at least a college education, earned between \$25,000-\$74,999, and in a metro area.

## **Recreation Segmentation**

One important result of the NSRE is the division of the population into groups with similar recreational. Very often people that share an interest in one recreation activity frequently also share similar interests in other recreational activities. Hence, individuals who visited an archeological or prehistoric site might also participate in other types of outdoor recreation. In this report five recreational groupings were identified. The five identified groupings are: Do Littles, The Avids, Backcountry Enthusiasts, Water-based Nature Lovers, and Water Babies.

## **Lifestyle Segmentation**

Another important result of the NSRE is the division of the population into groups with similar recreation or lifestyle interests. Very often people that share an interest in one recreation activity or settings also share similar interests in certain lifestyle activities. In this report six lifestyle groupings were identified. These separate patterns suggest that people in different segments are seeking different kinds of experiences from visiting an archeological or prehistoric site. The six identified groupings are: Trend Setters, Family Suburbanites, Eco-Community Investors, Computer Junkies, Family Do Littles, and Do It Yourselfers.

# Table of Contents

	<b>Page</b>
Executive Summary .....	ii
Table of Contents .....	iii
List of Tables .....	iv
Chapter 1: Introduction .....	1
Introduction .....	1
History of the NSRE .....	1
Instrumentation .....	2
Survey Methods .....	2
Sampling .....	3
General Overview of Methods Used to Maximize Response Rates and Control for Non-Response Bias .....	3
Specific Methods Used to Maximize Response Rates and Control for Non-Response Bias .....	12
Weighting Procedures .....	14
Sources of Error .....	15
Social Implications .....	17
Participation Questions and Possible Responses .....	17
Chapter 2: Overall Outdoor Recreation Participation in the United States .....	18
Chapter 3: Trends in Outdoor Recreation Participation in the United States .....	20
Chapter 4A: Market Segmentation by Activity (National) .....	22
Chapter 4B: Market Segmentation Demographics (National) .....	34
Chapter 5: The Socio-Demographic Characteristics of People Who Visit Archeological or Prehistoric Sites .....	39
Chapter 6A: Lifestyle Segmentation Activities (National) .....	41
Chapter 6B: Lifestyle Segmentation Demographics (National) .....	58

# List of Tables

	<b>Page</b>
Table 1.1 .....	7
Table 1.2 .....	8
Table 1.3 .....	9
Table 1.4 .....	11
Table 2.1 .....	18
Table 3.1 .....	20
Table 4.1 .....	22
Table 4.2 .....	24
Table 4.3 .....	25
Table 4.4 .....	27
Table 4.5 .....	29
Table 4.6 .....	31
Table 4.7 .....	34
Table 4.8 .....	35
Table 4.9 .....	36
Table 4.10 .....	37
Table 4.11 .....	37
Table 5.1 .....	39
Table 6.1 .....	41
Table 6.2 .....	43
Table 6.3 .....	46
Table 6.4 .....	48
Table 6.5 .....	50
Table 6.6 .....	52
Table 6.7 .....	55
Table 6.8 .....	58
Table 6.9 .....	59
Table 6.10 .....	61
Table 6.11 .....	62
Table 6.12 .....	64
Table 6.13 .....	65

## CHAPTER 1: INTRODUCTION

### *Introduction*

This report describes the results from the 2002-2008 National Survey on Recreation and the Environment (*NSRE*) pertaining to visitors who visited archeological or prehistoric sites. However, the *NSRE*, in general, was conducted to discover and describe: (1) participation by Americans in outdoor recreation activities, (2) opinions concerning management of both public and private forests and grasslands, (3) the importance and value of our natural environment, (3) uses and values of wildlife and wilderness, (4) people's lifestyles, and (5) recreational trips people take away from home. The *NSRE* data will be used by a variety of public and private organizations for both management and research purposes.

### *History of the NSRE*

The 1999-2004 National Survey on Recreation and the Environment (*NSRE*) is the latest in a series of national surveys that was started in 1960 by the Outdoor Recreation Resources Review Commission (ORRRC). The federal government (ORRRC) initiated this National Recreation Survey (NRS) to assess outdoor recreation participation in the United States. Since that first in-the-home survey in 1960, six additional NRSs have been conducted -- 1965, 1970, 1972, 1977, 1982-83 and 1994-95. Over the years, the NRS surveys have changed in their methodology, composition, funding, and sponsorship.

In 1960, interviews were done in person over the four seasons of the year. In 1965, interviewing was done only in early fall. The 1970 survey instrument was a brief mailed supplement to the National Fishing and Hunting Survey. The 1982 survey was conducted in person in cooperation with the National Crime Survey, and the 1977, 1994, and 1999-2002 surveys were conducted by telephone.

In 1994 the NRS was renamed the National Survey on Recreation and the Environment (*NSRE*). This new name was introduced to reflect the growing interest and emphasis of the U.S. population about their natural environment. Accordingly, the *NSRE* was expanded to include questions concerning peoples' wildlife and wilderness uses, environmental values, and attitudes regarding public and management issues. Additional information pertaining to the recreational needs of people with challenging and disabling conditions was also included.

*NSRE* is the eighth in the continuing series of U. S. National Recreation Surveys. Although similar to the previous national surveys, *NSRE* explores the outdoor recreational needs and environmental interests of the American people in greater depth. The growth of the *NSRE* reflects the continuing growth of interest in our nation in outdoor recreation and our natural environment.

*NSRE* is an in-the-home phone survey of over 100,000 households across all ethnic groups throughout the United States. Questions from the *NSRE* broadly address such areas as outdoor recreation participation, demographics, household structure, lifestyles, environmental attitudes, natural resource values (for example, concerning Wilderness), constraints to participation, and attitudes toward management policies.

The funding and responsibility of the NRS's have also changed quite considerably over the years. Initially the Outdoor Recreation Resources Review Commission, which did the first survey in 1960, recommended that subsequent surveys be completed at five-year intervals, but consistent funding and responsibility were not created. From 1965 through 1977, the research

was done by the Bureau of Outdoor Recreation and its successor, the Heritage Conservation and Recreation Service. Those agencies were abolished in 1981, and responsibility fell to the National Park Service in the U.S. Department of the Interior (USDI). The National Park Service coordinated the development of a consortium that included itself, the Forest Service in the U.S. Department of Agriculture (USDA), the Department of Health and Human Service's Administration on Aging, and the USDI's Bureau of Land Management.

By the late 1980's, it was clear that the National Park Service would no longer assume the financial and organizational demands of such a large survey. Park Service Officials asked the Forest Service to assume its coordinating role for the next National Recreation Survey. The Outdoor Recreation and Wilderness Assessment Group, a part of the research branch of the Forest Service, assumed this role jointly with the National Oceanic and Atmospheric Administration (NOAA). This joint role between the Forest Service Outdoor Recreation and Wilderness Assessment Group in Athens, GA and NOAA has continued to the present day and includes responsibility for the current *NSRE* survey.

The present list of sponsoring agencies for the 2002-2008 *NSRE* effort includes the USDA Forest Service, NOAA, the USDA's Economic Research Service, the U.S. Environmental Protection Agency, USDI Bureau of Land Management, the National Park Service, the University of Georgia, and the University of Tennessee. In addition, valuable assistance and resources were also provided by the American Horse Council, the American Motorcyclist Association, the American Recreation Coalition, B.A.S.S., Inc., the Carhart Wilderness Training Center, the Corps of Engineers, the Forest Service (specifically the Carhart Wilderness Training Center, Ecosystem Management Coordination, Recreation Staff, the Rocky Mountain Research Station, and Wildlife Staff), the Motorcycle Industry Council, the National Association of Recreation Resource Planners, the National Association of State Outdoor Recreation Liaison Officers, the National Environmental Education & Training Foundation, the Natural Resources Conservation Service, the Outdoor Recreation Coalition of America, the Rails-to-Trails Conservancy, the Recreation Vehicle Industry Association, the Snow Sports Industries of America, the U.S. Orienteering Federation, and the Wilderness Society.

### *Instrumentation*

The *NSRE* is not one survey but several versions of a survey. For instance, each version of the *NSRE* consists of approximately five modules of questions. In every version of the *NSRE* one module of questions always pertains to people's participation in recreation activities and a second module always pertains to their social-demographic characteristics (i.e., age, income, education level, etc). However, the three remaining modules of questions in each version could pertain to a myriad of topics from wilderness use, environmental opinions, attitudes to land management policies, wildfires, private lands, etc. Furthermore, each version of the *NSRE* has a target of 5,000 completed interviews. Once 5,000 interviews have been collected, a new version of the *NSRE* (with recreation participation, demographic, and three other modules) is constructed and operated.

### *Survey Methods*

#### *Computer-Aided Telephone Interviewing System(CATI)*

The *CATI* system has two primary functions: (1) it facilitates the dialing and interviewing process; and (2) it manages the administrative functions associated with interviewing. For each

interview, the CATI system randomly selects numbers for an interviewer, who then instructs the computer to dial that number.

The phone numbers for the *NSRE* survey were obtained from Survey Sampling, Inc (SSI). SSI subjects all their numbers to extensive cleaning and validation to ensure that all exchanges are currently valid. SSI provided the *NSRE* with a random-digit-dial (RDD) sample using a database of “working blocks.” A block is a set of 100 contiguous numbers identified by the first two digits of the last four numbers (e.g., in number 559-4200, “42” is the block). A block is termed to be working if one or more listed telephone numbers are found in that block. Numbers are generated from all eligible blocks in proportion to their density of listed telephone households. As numbers are pulled, they are marked as used and are not available again during a nine-month period. Once numbers are selected, they are entered into the computer-aided telephone interviewing system (CATI).

Once the CATI system has randomly selected and dialed a telephone number, the interviewer, upon hearing someone answer, identifies the survey, its main purpose, and the name of the research laboratory (Presser, Blair, & Triplett, 1992). The interviewer then inquires how many people in the household are 16 years or older, and asks to speak to the person 16 or older who had the most recent birthday (Link & Oldendick, 1998; Oldendick, Bishop, Sorenson, & Tuchfarber, 1988). Upon reaching an appropriate person and receiving agreement to an interview, the interviewer reads the survey questions as they appear on the computer screen. Using a computer to control the survey, skip patterns are executed as intended, responses are within range, there are no missing data, and data entry occurs as the survey is administered. As responses are fed through the programmed data entry and management system, they are reviewed to assure they are within the permissible range of values and missing data problems are resolved. If no person is contacted or an answering machine is obtained, the interviewer enters a code (e.g., busy or no answer). If the timing of the call is inconvenient, a call back is scheduled for another date and time (Presser et al., 1992).

### *Sampling*

Sampling across the country’s population and locations was designed to provide a minimum number of interviews for each state so that individual state reports on participation across all activities could be generated and so that reliable estimates of activity participation could be computed for activities with less than a 10% national participation rate. To achieve these objectives, an initial sampling strategy for a national sample of 50,000 completed interviews was developed. The strategy combined proportional nationwide population sampling aiming for 29,400 completed interviews and a quota sample (i.e., 65% urban, 25% near urban, and 10% rural) distributing 400 interviews to each state and totaling 20,600 completed interviews. The remaining 50,000 completed interviews were obtained using a national sampling strategy. Sampling occurred throughout the year(s) during which the *NSRE* was being conducted to minimize seasonal recall bias to the extent possible.

### *General Overview of Methods Used to Maximize Response Rates and Control for Non-Response Bias*

#### a. Carefully design, test and revise the survey contents

In order to maximize response rates, the *NSRE* phone survey was carefully designed and endlessly refined through application and through careful attention to input from experienced phone interviewers at the University of Tennessee and elsewhere. Wording and ordering of

questions was designed to ease flow, maximize interest in the questionnaire subject matter and maintain consistency over time.

b. Scheduling callbacks

Each eligible number was attempted a minimum of 15-20 times at various time intervals of the day and on different days of the week in order to maximize the opportunity of interviewing an eligible member of an eligible household. To minimize respondent burden and encourage full involvement in the survey, each person was asked, "Is this a good time to answer a few questions or would another time be better for you?" The Computer Aided Telephone System (CATI) facilitated the scheduling of callbacks at a specific time if requested by the respondent. The computer managed the database of telephone numbers so that scheduled callbacks were distributed to the first available interviewer at the designated time and date.

c. Training

Interviewer training was a vital part of achieving maximum response rates. All interviewers underwent intensive and detailed training so that they had a high level of familiarity and practice with the survey. Each interviewer was monitored regularly for quality control purposes and additional training was provided as needed.

d. Minimize language barriers

In order to maximize response rates, the NSRE was also administered in Spanish. Interviewers screened for Spanish-speaking people at the beginning of the survey then transferred them to a Spanish-speaking interviewer as needed.

e. Meet AAPOR quality standards

Similar surveys repeated over a five-year period at the Human Dimensions Research Lab which used the same methods as the NSRE have been shown to produce very reliable results. (See Table 1.1 for the contact, cooperation, and response rates for the NSRE survey.) Response rates were calculated using the definitions of response rates established by the American Association of Public Opinion Research. The Lab followed the code of ethics set by the American Association of Public Opinion Research and constantly works to meet the AAPOR quality standards. Adherence to ethics and quality standards were basic to maintaining response rates and confidence by the interviewee.

f. Attempt to convert refusers

To help deal with non-response, at the end of each of version a random sample of immediate ("soft refusals," including those who hung up immediately) and a sample of those not ever contacted were selected. These samples of refusals and non-contacts were limited to those for which an address could be obtained. They were sent an explanatory letter indicating the nature of the survey and its importance. The letter notified the household that a further callback would be made to solicit their participation. Their numbers were then attempted again, and the results of completed surveys from converted refusers were compared with the results from those who accepted the survey during the first rounds of calling. Any significant differences between acceptor and refuser/non-contact responses to the primary variables of this study, i.e., recreation participation rates, and if there were sufficient sample sizes for

developing independent estimates of refuser/non-contact activity participation rates, weighting ratios were calculated. These weights were used to adjust estimates of acceptor activity participation rates for analysis and reporting.

- g. Weight to correct for over or under representation of population strata  
Survey respondents were weighted so that their distribution across socio-demographic strata mirrors the distribution of the U. S. population across the same strata. This is a widely accepted, non-controversial and necessary method for addressing non-response issues. The weights computed and applied to the NSRE survey were small indicating good sample distribution from the 19-to-20 percent response rates attained (see response rates in Table 1.1 and a comparison of sample and population distributions in Table 1.2). In addition, present NSRE estimates of participation rates were generally in the same range of the estimates obtained from the 1994-95 NSRE. In neither survey did non-response bias seem to be significant. A sizeable number of refereed journal articles have been published using both the 1995 and present NSRE surveys and in all cases, peer reviews were favorable and the articles accepted.

The U.S. Census Bureau advised us that the civilian non-institutionalized population was the best estimated population distribution for validating telephone-sampling frames. Table 1.2 compares the percentage distributions of the civilian non-institutionalized population of age 16 and older based on Census Bureau estimates with the NSRE sample distributions for Versions 1 through 6. Strata included sex, race/ethnicity, age, education level and urban/rural residence. Response rates were higher for females; non-Hispanic whites; and for those ages 25-34, 45-54, and 55-64. Response rates were slightly lower for those aged 35-44. Response rates were generally higher for higher levels of education. Differences between urban/rural strata were more related to intentional over sampling to meet different research needs than to differences in response rates.

- h. Weighting based on multiple regression estimates of coefficients  
The primary approach to weighting and adjusting estimated participation rates marine recreation participation was development of multivariate models where estimated coefficients were used as weights for sex, race/ethnicity and age strata. Results are summarized in Table 1.3. Since the survey was designed so that, for some applications (modules), a version could be a stand-alone survey, there were constraints on how many cells could implement using multivariate weighting. For education level and urban/rural residence multiplicative weights were utilized.

Table 1.4 shows the effects of sample weighting of marine recreation activities. Comparison of the unweighted and weighted sample estimates of participation rates shows the potential extent of over or under representation of samples on estimated participation rates for marine recreation activities. Of the 19 activities/settings shown, 11 were corrected for over representation, 7 were corrected for under representation, and one remained uncorrected because sample and population percentages were the same. Given the small differences between weighted and unweighted estimates, it was concluded that the sample distribution generally represents well the distribution of the population. However, weighting was undertaken as one means for adjusting for potential non-response bias. The large sample sizes of the NSRE help make this approach to sample weighting more reliable.

- i. An additional step for identifying and comparing refusers  
An additional step taken with regard to non-response effects was to include a follow-up to refusals to ask a very limited number of questions (e.g., age, sex and participation in any outdoor recreation). One could then analyze this to suggest something about the extent of non-response bias on estimates of participation. The reason then was not to address non-response bias (RDD surveys were getting over 70 percent response rates in those days), instead the objective was to reduce burden on people that did not participate in outdoor recreation (by the use of a screening question) and to also save costs. A sample of 1,000 was chosen and the screening question was used. A significantly smaller proportion of people participated in outdoor recreation when the screening question was used. People did not know our definition of outdoor recreation unless they went through entire list of activities. Thus, any attempt to analyze non-response bias from a sample of refusals that employs a screening question would be invalid. Significantly lower participation rates from those receiving a screening question on outdoor recreation participation would also be expected.  
Attempts were also made to use various screening questions for different groups of activities as an alternative to going through each separate activity. Again, the objective was to reduce burden and costs by shortening survey time. The screening question worked for boating activities (i.e., no significant differences in estimates of participation in boating), but it did not work for wildlife viewing activities (i.e., there were significant differences in participation rates for wildlife viewing using a screening question). So the screening question was used for boating activities, but not for wildlife viewing activities.  
Our approach for addressing refusals was to ask for age and sex (actually not asked interviewer codes sex by their judgment). Analysis with respect to participation could then be done by relating age and sex, along with other factors, to participation. If there were different response rates by age and sex for the soft refusals sample versus the sample of complete surveys, and there was a significant relationship between age and sex and participation in outdoor recreation, then one might infer some level of non-response bias. However, the question was still one of extent of the bias and as previous analysis has demonstrated, the extent was relatively small and could be adjusted for by sample weighting. However, to further our ability to analysis non-response bias, two additional activity questions were used to ascertain some indication of recreation participation by soft refusals.
- j. Sample proportionate to the geographic and demographic distributions of the population  
RDD sampling was conducted proportionate to the distribution of the national population, geographically and demographically. Data was collected from a random sample of the population of individuals 16 years of age or older residing in the United States and the District of Columbia at the time of survey implementation. Sample households were selected by means of a Random Digit Dialing (RDD) technique, permitting a natural stratification of the sample by state, county, and area code (Frey, 1989; Groves and Kahn, 1979). RDD samples theoretically provided an equal probability sample of all households in the nation with a telephone access line (i.e., a unique telephone number that rings in that household only). This equal-probability sample included all households with telephones regardless of whether a phone number is published or unlisted (Lavrakas, 1987).

Table 1.1. Response Rates for NSRE

	ALL – Version 1 thru Version 18
Response Rate 1 $I/(I+P) + (R+NC+O) + (UH+UO)$	0.191868
Response Rate 2 $(I+P)/(I+P) + (R+NC+O) + (UH+UO)$	0.200296
Response Rate 3 $I/((I+P) + (R+NC+O) + e(UH+UO) )$	0.192627
Response Rate 4 $(I+P)/((I+P) + (R+NC+O) + e(UH+UO) )$	0.201088
Cooperation Rate 1 $I/(I+P)+R+O)$	0.210388
Cooperation Rate 2 $(I+P)/((I+P)+R+O))$	0.219629
Cooperation Rate 3 $I/((I+P)+R))$	0.215806
Cooperation Rate 4 $(I+P)/((I+P)+R))$	0.225286
Refusal Rate 1 $R/((I+P)+(R+NC+O) + UH + UO))$	0.688781
Refusal Rate 2 $R/((I+P)+(R+NC+O) + e(UH + UO))$	0.691505
Refusal Rate 3 $R/((I+P)+(R+NC+O))$	0.697108
Contact Rate 1 $(I+P)+R+O / (I+P)+R+O+NC+ (UH + UO)$	0.911975
Contact Rate 2 $(I+P)+R+O / (I+P)+R+O+NC + e(UH+UO)$	0.915582
Contact Rate 3 $(I+P)+R+O / (I+P)+R+O+NC$	0.923001

Response Rates. A necessary but not sufficient condition for non-response bias was that there is (are) a (some) factor (s) for which response rates in the sample were not proportional to their representation in the population surveyed. The U.S. Census Bureau advised us that the civilian non-institutionalized population best represents telephone-sampling frames. Table 1.2 below compared the civilian non institutionalized population years 16 and older with the NSRE 2000-04 sample for Versions 1 through 6 for sex, race/ethnicity, age, education level and urban/rural residence. Response rates were higher for females; white, not Hispanic; those ages 25-34, 45-54, and 55-64. Response rates were slightly lower for those ages 35-44. Response rates were generally higher for higher levels of education. Differences for urban/rural were probably more related to intentional rural over sampling than response rates.

Relationship Between Sample Characteristics and Participation in Marine Recreation. Response rates for selected sample characteristics established a difference in survey response rates for several important characteristics. Table 1.3 shows that these factors were also

important in explaining participation in marine recreation. Table 1.3 shows a summary of probit and logit equations that were estimated for all 19 activities/settings for which we estimated participation rates for marine recreation. Estimates of participation in marine recreation were dependent on factors for which there were biases in response rates. This finding provided sufficient conditions to conclude that potential for non-response bias exists.

Table 1.2. Population and Sample Comparisons: Demographics for Weighting

Demographic Characteristic	Census <sup>1</sup>	NSRE
<b>SEX</b>		
Male	47.8	43.6
Female	52.2	56.4
<b>RACE/ETHNICITY</b>		
White, Not Hispanic	74.2	83.0
Hispanic	10.2	6.6
Black, Not Hispanic	11.2	7.5
Other, Not Hispanic	4.3	2.9
<b>AGE</b>		
16 – 24	16.1	14.0
25 – 34	17.9	18.5
35 – 44	21.4	21.0
45 – 54	17.4	19.6
55 – 64	11.3	12.8
65 +	15.9	14.1
<b>EDUCATION LEVEL</b>		
8th Grade or less	7.56	2.22
9th - 11 <sup>th</sup> Grade	14.71	8.26
High School Graduate or GED	31.49	26.50
Some College or Technical School	18.17	22.80
Associate's Degree or Technical School	6.64	7.70
Bachelor's Degree	14.35	19.83
Master's Degree	4.41	8.92
Professional Degree	1.23	1.54
Doctorate Degree	0.89	1.67
Other	0.56	0.56
<b>URBAN/RURAL RESIDENCE</b>		
Urban	80.04	65.68
Rural	19.96	34.32
<b>Total Population/Sample</b>	<b>206,171,709</b>	<b>27,854</b>

1. U.S. Department of Commerce, Bureau of the Census, Civilian noninstitutionalized population 16 years of older, Sept. 1999, (<http://www.census.gov>) for multivariate on sex, age and race/ethnicity.

Sample Weighting to Correct for Non Response Bias. Sample weights were constructed by first developing multivariate weights for sex, race/ethnicity and age. Since the survey was designed so that, for some applications (modules), a version could be a stand-alone survey, some constraints were present on how many cells could be implemented using multivariate weighting. For education level and urban/rural residence multiplicative weights were used. For Table 1.3, the following definitions apply:

AGE = Age of respondent

AGESQ = Age of Respondent squared

MALE= Dummy variable for sex, 1=male 0=female

BLACK=Dummy variable for Race/Ethnicity, 1=black/African American, not Hispanic (White, not Hispanic is base or excluded category)

ASIAN=Dummy variable for Race/Ethnicity, 1=Asian or Pacific Islander, not Hispanic (White, not Hispanic is base or excluded category)

NATIVE=Dummy variable for Race/Ethnicity, 1=Native American or Native Hawaiian, not Hispanic (White, not Hispanic is base or excluded category)

HISPANIC=Dummy variable for Race/Ethnicity, 1=Hispanic (White, not Hispanic is base or reference category).

URBAN=Dummy variable for Urban/Rural residence, 1=Urban residence and 0=Rural residence

EDUCHS=Dummy variable for Education Level, 1=High School Graduate (those with less than a High School Graduate level of education and other in base or excluded category)

EDUCOL=Dummy variable for Education Level, 1=Some College or College Graduate (those with less than High School Graduate level of education and other in base or excluded category)

EDUCGRAD=Dummy variable for Education Level, 1=Masters, Doctorate or Professional degree (those with less than High Scholl Graduate level of education and other in base or excluded category).

‘-‘ means factor is negatively related to participation.

‘+’ means factor is positively related to participation.

‘\*’ means factor is statistically significant at 0.05 level of significance.

‘\*\*’ means factor is statistically significant at 0.10 level of significance.

NOTE: Other factors, such as Household Income and residence in a coastal county, were other factors included in estimation equations. Those factors are not included here, but were significant in explaining participation for several marine recreation activities/settings.

Table 1.3. Results for Selected Participation Equations for Marine Recreation

	AGE	AGESQ	MALE	URBAN
Visit Saltwater Beaches	-*	+*	-*	+*
Visit Saltwater Watersides Besides Beaches	-*	+	+*	+*
Swimming in Saltwater	-*	+	-*	+*
Snorkeling in Saltwater	-*	-**	+*	+*
Scuba Diving in Saltwater	-*	-	+*	+*
Surfing in Saltwater	-*	+*	+*	+*
Wind Surfing in Saltwater	-	-	+*	+

Table 1.3. Results for Selected Participation Equations for Marine Recreation

	AGE	AGESQ	MALE	URBAN
Fishing in Saltwater	-	_*	+*	-
Motorboating in Saltwater	-	-	+*	+**
Sailing in Saltwater	_*	+*	-**	+*
Personal Watercraft Use in Saltwater	_*	+*	+*	+*
Canoeing in Saltwater	_*	+	+*	+
Kayaking in Saltwater	-**	-	+	+
Rowing in Saltwater	_*	+	+*	-
Water skiing in Saltwater	_*	+*	+*	+*
Bird Watching in Saltwater Surroundings	+*	_*	_*	+**
Viewing Other Wildlife in Saltwater Surroundings	+*	_*	_*	+*
Viewing or Photographing Scenery in Saltwater Surroundings	+*	_*	_*	+*
Hunting Waterfowl in Saltwater Surroundings	_*	+	+*	-

Table 1.3. Results for Selected Participation Equations for Marine Recreation (continued)

	BLACK	ASIAN	NATIVE	HISPANIC
Visit Saltwater Beaches	_*	_*	_*	_*
Visit Saltwater Watersides Besides Beaches	_*	_*	-	_*
Swimming in Saltwater	_*	_*	_*	_*
Snorkeling in Saltwater	_*	_*	_*	_*
Scuba Diving in Saltwater	_*	_*	-	_*
Surfing in Saltwater	_*	+**	-	_*
Wind Surfing in Saltwater	-	+	+*	-
Fishing in Saltwater	_*	-	+	_*
Motorboating in Saltwater	_*	_*	-	_*
Sailing in Saltwater	_*	_*	-	_*
Personal Watercraft Use in Saltwater	_*	-	+	-**
Canoeing in Saltwater	_*	+**	+	_*
Kayaking in Saltwater	_*	_*	-	_*
Rowing in Saltwater	-	-	+	-
Water skiing in Saltwater	_*	_*	-	-**
Bird Watching in Saltwater Surroundings	_*	_*	-	_*
Viewing Other Wildlife in Saltwater Surroundings	_*	_*	-	_*
Viewing or Photographing Scenery in Saltwater Surroundings	_*	_*	-	_*
Hunting Waterfowl in Saltwater Surroundings	_*	_*	+	_*

Table 1.3. Results for Selected Participation Equations for Marine Recreation  
(continued)

	EDUCHS	EDUCOL	EDUGRAD
Visit Saltwater Beaches	+*	+*	+*
Visit Saltwater Watersides Besides Beaches	+	+*	+*
Swimming in Saltwater	+*	+*	+*
Snorkeling in Saltwater	+*	+*	+*
Scuba Diving in Saltwater	-	+*	+*
Surfing in Saltwater	+	+*	+*
Wind Surfing in Saltwater	-*	-	+
Fishing in Saltwater	+	+*	-*
Motorboating in Saltwater	+*	+*	+*
Sailing in Saltwater	-	+*	+*
Personal Watercraft Use in Saltwater	+*	+*	+*
Canoeing in Saltwater	-*	-	+
Kayaking in Saltwater	-	+*	+*
Rowing in Saltwater	-**	+	+
Water skiing in Saltwater	+	+*	+
Bird Watching in Saltwater Surroundings	+*	+*	+*
Viewing Other Wildlife in Saltwater Surroundings	+*	+*	+*
Viewing or Photographing Scenery in Saltwater Surroundings	+*	+*	+*
Hunting Waterfowl in Saltwater Surroundings	+*	-	-

Table 1.4 shows the effects of sample weighting. Comparison of the unweighted and weighted sample estimates of participation shows the potential extent of non-response bias on estimated participation rates in marine recreation. Of the 19 activities/settings, 11 would have been over estimated using unweighted data, 7 would have been under estimated using unweighted data, and for one the estimate was the same with weighted and unweighted data.

Table 1.4. Participation in Coastal/Marine Recreation <sup>1</sup>

Activity or Setting	Participation Rate (%) Unweighted	Participation Rate (%) Weighted <sup>2</sup>	Over or Under Estimate <sup>3</sup>
Visit Saltwater Beaches	31.99	30.03	+
Visit Saltwater Watersides Besides Beaches	4.50	4.50	same
Swimming in Saltwater	27.97	25.53	+
Snorkeling in Saltwater	5.80	5.07	+
Scuba Diving in Saltwater	1.46	1.35	+
Surfing in Saltwater	1.43	1.59	-
Wind Surfing in Saltwater	0.38	0.39	-
Fishing in Saltwater	10.13	10.32	-
Motorboating in Saltwater	7.93	7.11	+
Sailing in Saltwater	3.49	2.98	+

Table 1.4. Participation in Coastal/Marine Recreation <sup>1</sup>

	Participation Rate (%)	Participation Rate (%)	Over or Under
Personal Watercraft Use in Saltwater	2.39	2.57	-
Canoeing in Saltwater	0.98	1.05	-
Kayaking in Saltwater	1.51	1.33	+
Rowing in Saltwater	0.55	0.53	+
Water skiing in Saltwater	1.03	1.15	-
Bird Watching in Saltwater Surroundings	9.13	7.17	+
Viewing Other Wildlife in Saltwater Surroundings	7.68	6.45	+
Viewing or Photographing Scenery in Saltwater Surroundings	11.01	9.19	+
Hunting Waterfowl in Saltwater Surroundings	0.32	0.33	-
Any Coastal/Marine Recreation	45.33	43.30	+

1. Civilian Non Institutionalized Population 16 years and Older, Sept. 1999 - NSRE 2000, Versions 1-6, Sample of 27,854 Households.

2. Weights included multivariate weights for Age, Race/Ethnicity and Sex and multiplicative weights for Education level and Urban/Rural place of residence.

3. + means unweighted sample estimate of participation greater than weighted estimate and – means unweighted sample estimate of participation is less than weighted estimate.

*Specific Methods Used to Maximize Response Rates and Control for Non-Response Bias*

a. Change introduction

i. Identify survey sponsor

Response rates for *government-sponsored surveys* reportedly were higher (49% or better) than the response rates being achieved by the NSRE. The current introduction being used by the Human Dimensions Research Lab did not identify the survey as being government sponsored. Therefore, the opening statement was changed to the following:

*Hello. My name is \_\_\_\_\_ and we are calling on behalf of the United States Forest Service.*

ii. Increase motivation for participating in the survey

The next statement in the introduction was shortened and made to the point, to gain the respondent's attention and interest in completing the survey. Taking out the word "outdoor," encouraged those who did not participate in outdoor recreation to continue with the survey versus opting out at the beginning due to lack of interest. Therefore, the next statement in the introduction was changed to the following:

*We are asking a select sample of the public about recreation opportunities in the U.S.*

- b. Increase level of detail for recording call dispositions  
By keeping more detailed records regarding residential household status of non-contacted phone listings, the HD Lab was able to estimate the value of e, which was the estimated proportion of non-contacted cases which were eligible as household residents to be respondents to the survey. This parameter was used to calculate AAPOR's Response Rate 3. All attempts coded as no answers and busy signals for the NSRE were recorded in the past as "Non-contact" in the AAPOR response rate calculations, with no distinction of potential eligibility. Therefore, all no answer and busy signal attempts were reviewed to determine whether the number was likely a residential listing. This enabled us to estimate likely residency rate for non-contacted phone listings of unknown eligibility for use in computing survey response rates (see separate spreadsheet for response rates).
- c. Pre-notification using advance letters
  - i. Experimental design and sampling  
Some studies have shown increases in response rates resulting from sending in advance a letter notifying potential respondents that a phone contact will be attempted. Therefore advance letters were used to improve NSRE response rates. For the RDD sample drawn for the NSRE survey, a reverse appended was conducted, which provided the names and addresses for all numbers listed in the sample. There is no way to know exactly what percent of the sample would have addresses which could be listed. An average of a 40% match rate of names, addresses and numbers has been reported in other studies. This meant sending approximately 14,000 letters for the NSRE survey. For the approximately 40% of listings with names and addresses, response rates were calculated and compared (see separate spreadsheet).
  - ii. Advance letter specifications
    - 1. Official US Forest Service stationery was used to identify the survey as government sponsored and the letter emphasized the importance of the survey. The letter was from Dr. Ken Cordell, Project Leader and Senior Scientist, with the USDA Forest Service.
    - 2. Since the survey was randomly selecting a person out of the household and not seeking a specific person, the advance letter was addressed to the "John Smith Household" and the salutation greeted the "residents at the John Smith household." The person that was randomly select in the household to be interviewed may or may not have seen the letter.
- d. Reducing Survey Length  
The only way this step really helped was to ensure the survey length was kept to 13-15 minutes. Thus, the NSRE survey was limited to a 13-15-minute interview time on average. In any case, all versions of the NSRE were submitted to extensive testing and refinement before application. However, the Human Dimensions Research Lab at The University of Tennessee has shown that response rates improve with shorter interviews.
- e. Strengthen refusal conversion efforts
  - i. Training  
The supervisory staff of the Human Dimensions Research Lab at the University of Tennessee reviewed interviewer training materials and looked for ways to improve

overall training. The highest priority was given to more intensive refusal aversion and refusal conversion training.

ii. Extend data collection period

Based on the time frame for overall data collection in order to meet agency data needs for resource planning, management and policy, there was limited allowance for extending the data collection time period. However, to the maximum extent possible, extra time was budgeted near the end of the data collection period in order to have a crew of interviewers work specifically on refusal conversions. At the end of these extended time periods, improvements in response rates and costs were evaluated and approaches refined in accordance with this evaluation.

iii. Send follow-up letter to refusals

For those households for which addresses were obtained, a sample of those who refused were sent a letter on Forest Service letterhead prior to re-contact. In the cases for which a name was obtained, the letter was also personally addressed, rather than generally to the household. The letter again stressed the importance of the survey. Selection of this sample occurred at the end of each week's interviewing.

### *Weighting Procedures*

As blocks of interviews were completed and compiled, they were examined to identify differences in demographic profiles between those surveyed and the overall population of the country as described in Bureau of Census website reports. Indeed, sufficient differences are typically found to require weighting adjustments for over or under sampling. Weighting was achieved using a composite of multi-variate and multiplicative weights to account for age, race, gender, education, and urban/rural differences. This composite weighting helped adjust estimates of recreation participation and other NSRE estimates to better represent what those estimates would have been had the sample been truly proportionately distributed across social strata.

This type of weighting procedure, referred to as *post-stratification* (Holt & Smith, 1979), is the most widely accepted method for adjusting sample proportions to mirror population distributions (Zhang, 2000). Post-stratification has been successfully applied in similar national surveys in the U. S. and in other countries (Thomsen & Halmoy, 1998). For NSRE, a total of 60 strata (6 age x 2 gender x 5 race) were identified to match identical strata in the U.S. Census. Each individual strata weight,  $Sw_i$ , is the ratio of the Census population proportion to the NSRE sample proportion:

$$Sw_i = P_i / p_i$$

where  $P_i$  = U.S. Census proportion for strata  $i$   
 $p_i$  = NSRE 2000 sample proportion for strata  $i$

A weight  $Sw_i > 1.0$  indicated that the particular strata was a smaller proportion of the sample than of the U. S. population based on Census estimates. Likewise, weights with a value less than 1.0 indicated that the strata was randomly sampled in greater numbers than its proportion of the U.S. population age 16 and over. A unitary weight (i.e., no adjustment) means the sample strata was sampled at the same rate as its proportion of the population. Each individual respondent was assigned to one and only one of the 60 age-gender-race strata and thus assigned an  $Sw_i$  for that strata.

We took an additional step to account for the sampling proportions of two other socioeconomic strata: educational attainment and place of residence (rural/urban). Weights for

each of these were calculated separately in a similar fashion to the age-gender-race weight. The education weight,  $Ew_i$ , is the ratio of Census: sample proportions for nine different levels of educational attainment, ranging from “8<sup>th</sup> grade or less” to “Doctorate Degree.” The residence weight,  $Rw_i$ , is simply the ratio of the percentage of the U.S. population living either in metropolitan statistical areas or not divided by their counterparts in the NSRE data. This was adjusted for the fact that urban or metropolitan residents were slightly under sampled in the survey. A single weight,  $W_i$ , for each individual survey respondent was then calculated as the product of the three intermediate weights:

$$W_i = Sw_i \cdot Ew_i \cdot Rw_i$$

The largest composite weights, therefore, were applied to respondents whose numbers were under represented in the total sample. The smallest weights were applied to strata which were over represented. The sample had a potential total of 1,080 (60 x 9 x 2) unique weights, with each individual assigned a weight,  $W_i$ , depending on his or her combination of the three intermediate weights.

### *Sources of Error*

There are many potential sources of error or bias in a large survey of human subjects. The principal sources of bias for the NSRE include recall and digit preference among the response biases, and refusal, avidity, and incomplete listings among the non-response biases. As with any survey, regardless of scope or complexity, bias is a reality to be recognized and dealt with early on to the extent affordable through design of the sample and survey content. Brief descriptions of principal anticipated sources of bias in the NSRE are presented below.

Recall bias is simply an inability of a respondent to recall accurately or to recall at all whether they participated in recreational activities or to recall the number of or places where these activities were undertaken. There is no conclusive evidence regarding optimum recall period (one week, one month, six months, etc.) or methods of correcting recall bias. Digit preference bias is related to recall bias, but more specifically is a participation rounding bias. For example, for activities of frequent participation, such as walking or running/jogging, respondents often round to the nearest five or ten, such as twenty-five, thirty, or forty, rather than accurately reporting actual number of occasions, such as twenty-eight times during the past twelve months.

Principal sources of non-response bias include avidity and incomplete phone listings. Avidity bias is the tendency of persons who do not participate or who participate only infrequently in outdoor leisure activities to refuse participation in the survey. Left unaccounted for, avidity bias can result in seriously inflated estimates of population participation rates and biased estimates of participation differences by social group. Incomplete phone listings, like any other incomplete sampling frame, can occur for many reasons. More frequently encountered reasons include institutionalization, persons not having a phone, and persons having access only to pay phones or other non-individualistic arrangements. For the NSRE, an attempt to estimate avidity and listing bias was made by asking two key questions of persons who refuse the survey. Those questions are age and whether or not the respondent participated in outdoor recreation in the last twelve months. Additionally, the sex of the respondent was recorded when recognizable. The estimated proportions of non-respondents, relative to respondents, was combined with weights derived from the 2000 U.S. Census of Population to weight each observation to correct for over or under representation by social group characteristics in the sample.

The NSRE included a more comprehensive listing of outdoor recreation activities than any of the previous national surveys. The activities list for the NSRE included seventy explicitly

named activities. Some of these listed activities have always been relatively vague. Examples are sightseeing and walking for pleasure. Others are much more specific and have relatively precise technical definitions. Examples of specific activities include snorkeling and rock climbing. Respondents are left to determine, by their own definition of the activities listed, whether or not they have participated. For the NSRE, several new activities were listed, largely driven by newly available or vastly improved technologies, such as jet skiing, rock climbing, and orienteering. To the extent that respondents understand the activities they are being asked about, valid responses are recorded. However, little exists in the literature to guide or control for this potential source of error in collecting data on participation.

Sources of bias were addressed through data weighting and other approaches as necessary. For example, equally distributing a quota of 400 across the 50 states results in over-sampling of rural areas (e.g., 65% Urban, 25% Near Urban, and 10% Rural). Thus, we used a sampling strategy that combined the quota of 400 per state with a proportional nationwide sample (e.g., 64.6% Urban, 27.4% Near Urban, and 8.0% Rural). In addition, random digit dialing reaches a random sample of telephone numbers, rather than of people. Affluent families are virtually certain to have a telephone number (97%), often more than one. At the other end of the scale, many low-income households do not have a telephone (ranging from 8 to 23% depending on geographic area). As a result, affluent people are likely to be somewhat over-represented in the survey sample (Bowen, 1994; Groves, 1990; Tucker, Lepkowski, Casady, & Groves, 1992). To compensate for these types of sampling biases, the NSRE data set was weighted based on comparisons with 2000 Census data.

Another source of bias comes from language barriers through the undesirable but unavoidable exclusion of people who cannot speak either English or Spanish. According to the 2000 Census, 12.5 % of the U.S. population is Hispanic. For the non-English speaking segment of the Hispanic population, the NSRE was conducted in Spanish. The most difficult part of this process was getting the translation generic enough for overall comprehension by all the various Hispanic dialects. Other non-English speaking U.S. residents were excluded from the survey. The complexity of the translation and interviewing processes made interviewing in all languages prohibitively costly.

All results provided within this paper are based upon the number of NSRE survey's completed at the time the analysis for this paper was conducted. As of the writing of this report, data collection for the NSRE was still on-going. Obviously, then, as more data are collected final estimates of the percentages and numbers of people participating in different activities may change slightly from those reported in this paper.

In viewing the results presented in this report, it is important to remember that individuals were asked about their personal participation in specific recreation activities. To date, versions one to twelve of the *NSRE* have been completed, which means participants have answered questions pertaining to approximately 80 outdoor recreation activities. For analysis and description of results, it was useful to place these activities into 12 groups. For simplicity, each activity was placed in only one category. In many cases, however, activities could have been placed in more than one category. Hiking, for example, was classed as an individual activity, which it is for many people. For others, however, hiking might best be classed as a backpacking and camping activity.

### *Social Implications*

Like the rest of the United States population, people who visited archeological or prehistoric sites represent a diversity of cultures. This report has been generated with respect to various social characteristics namely: gender, age, race, education, income, and employment status. The different divisions of these categories are described in multiple chapters in relation to archeological or prehistoric site visitors.

Also, please note that even with a large sample of visitors to archeological or prehistoric sites not all combinations of social characteristics may be present in the analyses investigated in this study. However, the weighting procedures will help compensate for this by correcting for over or under representation by the respondent's social group in the sample

### *Participation Questions and Possible Responses*

Because the NSRE will be used for many different purposes, the level of detail needed to describe participation in the activities varied. Hence, for the activity of visiting archeological or prehistoric sites, a categorical yes/no answer recorded whether or not the respondent participated in the activity at least once in the past twelve month.

## CHAPTER 2: OVERALL OUTDOOR RECREATION PARTICIPATION IN THE UNITED STATES

This chapter examines the percentage of the population participating and number of resident participants in outdoor activities in the United States. The table includes information on the sample size, percent participating, number of participants, and the 95% upper and lower confidence interval. Those residents who responded indicated if they had participated in any given activity at least once within the last year. The percent and numbers of people participating are based on 230.9 million people, aged 16 and older (2006 Census). The following activities were selected because people who visit archeological or prehistoric sites were also seen to participate in these activities as well.

Table 2.1: U.S. Participation in Nature-Based Land Activities

Activity	Sample size	Percent participating	95% confidence interval lower bound (%)	95% confidence interval upper bound (%)	Number of participants (millions)	95% confidence interval lower bound (millions)	95% confidence interval upper bound (millions)
Visit archeological/prehistoric sites	44,716	20.1	19.8	20.5	46.505	45.726	47.343
Walking for pleasure	50,812	82.1	81.8	82.5	189.686	188.910	190.527
View/photograph natural scenery	58,826	60.9	60.5	61.3	140.656	139.720	141.567
Visit nature centers, etc.	48,850	55.6	55.1	56.0	128.316	127.249	129.327
Driving for pleasure	42,312	52.2	51.7	52.7	120.558	119.397	121.706
Sightseeing	38,828	51.0	50.5	51.5	117.686	116.625	118.935
View/photograph wildflowers, trees, etc.	58,784	46.6	46.2	47.0	107.570	106.695	108.542
View/photograph other wildlife	58,794	46.2	45.8	46.6	106.648	105.771	107.619
Visit historic Sites	43,791	44.1	43.6	44.6	101.831	100.690	103.000
View/photograph birds	59,184	32.8	32.4	33.2	75.800	74.825	76.673
Day hiking	49,203	32.0	31.6	32.5	74.011	72.977	75.056
Visit a farm or agricultural setting	38,297	27.6	27.2	28.1	63.837	62.816	64.895
View/photograph fish	59,814	25.1	24.7	25.4	57.935	57.043	58.659
Visit other waterside (besides beach)	47,878	24.0	23.6	24.4	55.464	54.502	56.350

The most popular developed land activity was walking for pleasure with more than four-fifths of Americans participating at least once last year (82.1%). Just more than 50% of Americans also enjoyed a leisurely drive (52.2%), while close to a quarter of residents visited watersides other than beaches (24.0%). Almost one-third of Americans (32.0%) also went hiking in the last year and more than 25% of Americans visited a farm or agricultural setting (27.6%). In comparison, one-fifth of Americans visited archeological or prehistoric sites at least once last year (20.1%).

Just over 60% of Americans viewed or photographed natural scenery at once in the last year. More than half reported visiting nature centers (55.6%) or going sightseeing (51.0%). Just less than a half of American's viewed/photographed wildflowers, trees, etc. (46.6%), viewed/photographed other wildlife (46.2%), or visited historic sites (44.1%). Close to one third of Americans viewed/photographed birds (32.8%).

### CHAPTER 3: TRENDS IN OUTDOOR RECREATION PARTICIPATION IN THE UNITED STATES

This chapter examines the percent change in participants and percent change in number of participation days from 1999 to 2008 in outdoor activities in the United States. The table includes information on the number participating, percent change in participants from 1999 to 2008, and percent change in total participation days from 1999 to 2008. The following activities were selected because people who visit archeological or prehistoric sites were also seen to participate in these activities as well.

Table 3.1: Percent and Participation Change in Number of Participation Days from 1999 to 2008 in Outdoor Activities in the United States in Nature-Based Land Activities

Activity	Total U.S. participants (1,000s), 2005-2008	Percent change in participants, 1999-2001 to 2005-2008	Total annual participant days (millions), 2005-2008	Percent change in total days, 1999-2001 to 2005-2008
Visit archeological or prehistoric sites	44,938.0	2.4	199.5	-7.3
Walk for pleasure	193,411.7	9.6	20,363.3	13.9
View/photograph natural scenery	145,489.2	14.1	11,482.3	60.5
Visit nature centers, etc	127,406.5	5.0	1,044.0	23.2
View/photograph flowers, etc.	118,370.7	25.8	10,231.9	77.8
View/photograph other wildlife	114,792.0	21.3	5,341.6	46.9
Sightseeing	113,166.0	4.1	2,352.3	14.0
Driving for pleasure	111,069.0	3.1	2,637.3	-1.1
Visit historic sites	92,920.8	-4.5	590.8	-15.2
View or photograph birds	81,119.9	19.3	8,039.0	37.6
Day hiking	74,032.5	6.8	1,993.4	-20.9
Visited farm or agric. setting	71,327.7	20.2	3,531.4	100.2
View or photograph fish	61,135.5	16.8	.	.

The greatest increase in number of participants, between 1999 and 2008, was found in viewing/photographing flowers, etc. (25.8%), followed by viewing/photographing other wildlife (21.3%), visiting a farm or agricultural setting (20.2%), viewing/photographing birds (19.3%)

and viewing or photographing fish (16.8%). An increase was also found in number of Americans viewing/photographing natural scenery (14.1%), walking for pleasure (9.6%), day hiking (6.8%), visiting nature centers, etc. (5%), sightseeing (4.1%) and driving pleasure (3.1%). In comparison the number of Americans visiting archeological or prehistoric sites rose very slightly from 1999 to 2008 (2.4%). The only activity related to visiting archeological or prehistoric sites to see a decline between this period in number of Americans participating was visiting historic sites, which decreased by -4.5%.

The greatest increase in days participating in an activity, between 1999 and 2008, was found to be for visiting a farm or agricultural setting (100.2%), followed by viewing/photographing flowers, etc. (77.8%), viewing/photographing natural scenery (60.5%), viewing/photographing other wildlife (46.9%), and viewing/photographing birds (37.6%). Americans also spent 23.2% more days visiting nature centers, etc., 14% more days sightseeing, and 13.9% more days walking for pleasure in 2008 than 1999. However, the number of days Americans visited archeological or prehistoric sites slightly declined by 7.3% from 1999 to 2008, while the number of days visiting historic sites declined by 15.2%. Only two other activities related to visiting archeological or prehistoric sites saw declines in number of days participating, day hiking (-20.9%) and driving for pleasure (-1.1%).

## CHAPTER 4A: MARKET SEGMENTATION BY ACTIVITY (NATIONAL)

This chapter examines how people who visited an archeological or prehistoric site also participated in other recreational activities. This analysis of archeological and prehistoric site visitor participation in other outdoor recreation activities revealed five segments or clusters, which were named (although you might interpret and name them differently):

1. Do Littles
2. The Avids
3. Backcountry Enthusiasts
4. Water-based Nature Lovers
5. Water Babies

Table 4.1: Market Segment Clusters: Percent Participation in Outdoor Recreation Activities by Cluster

Activity	cluster 1	cluster 2	cluster 3	cluster 4	cluster 5	Total Percent
Walk for pleasure	90.9	93.6	97.4	95.9	87.5	79.8
Family gathering	83.2	93.4	90.0	88.6	84.9	76.0
Visit nature centers, etc	83.3	90.1	94.8	90.1	79.9	59.4
Visit historic sites	79.8	87.1	89.1	88.5	81.0	58.7
Gardening or landscaping	76.9	81.6	72.8	88.3	68.5	54.7
Picnicking	73.1	79.3	83.6	80.4	61.8	45.0
View/photograph natural scenery	92.1	91.9	93.9	96.7	59.7	35.9
Sightseeing	79.8	83.6	71.0	83.6	68.3	32.0
Attend outdoor concerts, etc.	44.2	77.3	69.0	58.9	55.1	32.0
Driving for pleasure	78.2	87.0	69.0	80.2	67.3	29.3
Yard games, e.g. croquet	49.3	81.7	73.5	49.4	60.7	24.6
Swimming in an outdoor pool	13.1	76.4	70.5	72.0	83.5	24.5
View/photograph flowers, etc.	77.4	77.5	82.7	92.5	20.4	22.1
Day hiking	48.3	72.5	90.8	44.1	26.5	21.2
Visit a beach	11.6	76.4	76.0	89.6	79.1	20.2
View/photograph other wildlife	75.9	87.1	80.9	85.8	26.3	18.3
Visit a wilderness	54.3	83.5	86.5	51.5	37.6	17.2
View or photograph birds	52.3	57.9	51.6	74.9	10.2	14.9
Developed camping	36.2	66.7	71.1	30.0	34.4	14.1
Gather mushrooms, berries, etc.	37.1	77.7	56.3	34.5	26.5	13.3
Swimming in lakes, ponds, etc.	7.4	89.0	88.5	77.4	84.9	12.9
Visited farm or agric. setting	39.4	65.9	47.3	51.5	31.0	12.7
Mountain biking	20.7	57.7	62.9	21.5	25.0	12.6
Boat tours or excursions	15.2	39.3	37.0	48.2	35.6	10.7
View or photograph fish	29.1	71.2	29.2	58.0	18.4	9.2
Warmwater fishing	24.8	78.8	13.5	22.7	27.4	8.5
Motorboating	15.5	82.8	30.2	35.3	39.7	7.4
Visit waterside besides beach	8.6	66.9	58.8	60.6	41.3	7.4

<b>Activity</b>	<b>cluster 1</b>	<b>cluster 2</b>	<b>cluster 3</b>	<b>cluster 4</b>	<b>cluster 5</b>	<b>Total Percent</b>
Drive off-road	24.9	68.3	26.0	16.0	24.9	6.8
Saltwater fishing	6.6	34.9	11.2	13.9	18.3	5.5
Primitive camping	21.4	64.2	60.7	7.1	13.6	5.3
Sledding	7.7	45.5	38.0	12.2	21.0	4.7
Downhill skiing	4.0	27.3	28.2	6.0	15.7	4.5
Coldwater fishing	16.4	58.1	19.0	11.3	15.0	4.5
Horseback riding on trails	10.2	28.2	18.2	8.6	10.8	4.3
Backpacking	11.7	41.8	64.7	7.2	5.7	4.2
Small game hunting	7.9	33.8	3.7	3.1	7.6	3.5
Use personal watercraft	2.7	41.2	10.9	9.1	20.1	3.5
Big game hunting	11.0	37.0	4.8	2.6	8.9	3.3
Ice skating	2.1	17.3	22.0	5.0	12.4	3.2
Snowmobiling	3.3	24.6	7.3	3.6	8.0	2.7
Canoeing	5.0	46.0	34.6	10.3	10.3	2.5
Waterskiing	2.2	45.1	12.2	5.5	15.4	2.4
Snowboarding	1.9	18.3	15.6	2.9	9.4	2.3
Mountain climbing	9.0	17.3	34.9	5.6	9.7	2.2
Rock climbing	5.0	13.8	25.9	3.6	7.9	2.2
Rafting	4.3	50.1	24.7	11.0	15.3	2.0
Snowshoeing	1.6	7.3	12.8	1.4	0.3	1.8
Sailing	2.5	17.6	17.2	11.0	7.6	1.7
Anadromous fishing	4.1	21.3	5.0	3.1	5.9	1.6
Snorkeling	0.6	28.7	22.1	14.4	14.7	1.4
Rowing	2.4	19.2	9.7	5.9	4.9	1.3
Cross-country skiing	2.4	13.8	18.2	3.6	3.8	1.1
Ice fishing	2.0	13.9	1.3	0.4	1.5	1.1
Caving	8.7	16.6	23.5	8.2	8.0	1.0
Surfing	0.3	9.1	6.2	1.8	3.8	0.9
Migratory bird hunting	2.1	13.4	1.1	0.6	2.7	0.8
Kayaking	1.5	17.8	20.6	5.4	4.9	0.8
Scuba diving	0.2	12.2	6.4	2.8	3.5	0.5
Orienteering	3.6	11.0	12.8	2.2	1.6	0.5
Windsurfing	0.2	3.9	2.8	1.0	1.5	0.1

Table 4.1 provides an overview of all five clusters. This table allows all the clusters to be compared to each other by the percent of people participating in various outdoor recreation activities. Hence, table 4.1 allows for a quick comparison of all clusters in relation to each other. However, each individual cluster is described in detail below.

Table 4.2: Do Littles Market Segment Cluster

<b>Activity</b>	<b>Percent in cluster participating</b>	<b>Percent participation if NOT in cluster</b>	<b>Ratio of Column (1) to (2)</b>	<b>Percent of U.S. population participating</b>	<b>Ratio of Column (1) to (4)</b>
View/photograph flowers, etc.	77.36	70.29	1.10	61.24	1.26
View/photograph other wildlife	75.86	71.05	1.07	61.17	1.24
View/photograph natural scenery	92.06	86.91	1.06	77.33	1.19
View or photograph birds	52.27	49.93	1.05	43.37	1.21
Sightseeing	79.82	77.57	1.03	68.68	1.16
Driving for pleasure	78.19	76.58	1.02	67.67	1.16
Gardening or landscaping	76.86	78.03	0.99	74.50	1.03
Walk for pleasure	90.88	92.85	0.98	90.31	1.01
Picnicking	73.11	75.28	0.97	69.59	1.05
Family gathering	83.23	87.67	0.95	85.41	0.97
Visit nature centers, etc	83.27	87.21	0.95	81.99	1.02
Visit historic sites	79.79	84.82	0.94	79.89	1.00
Big game hunting	11.02	12.44	0.89	10.63	1.04
Day hiking	48.33	54.02	0.89	47.88	1.01
Visit a wilderness	54.26	60.65	0.89	52.52	1.03
Visited farm or agric. setting	39.36	46.50	0.85	40.09	0.98
Gather mushrooms, berries, etc.	37.11	44.68	0.83	38.63	0.96
Drive off-road	24.94	30.84	0.81	26.34	0.95
Developed camping	36.21	45.48	0.80	39.57	0.92
Yard games, e.g. croquet	49.25	61.31	0.80	53.89	0.91
Warmwater fishing	24.76	32.90	0.75	28.09	0.88
Attend outdoor concerts, etc.	44.23	59.58	0.74	54.51	0.81
Small game hunting	7.87	10.78	0.73	9.34	0.84
Caving	8.74	12.22	0.72	10.15	0.86
Coldwater fishing	16.42	23.02	0.71	19.51	0.84
Primitive camping	21.39	30.75	0.70	25.84	0.83
View or photograph fish	29.15	41.35	0.70	35.34	0.82
Horseback riding on trails	10.16	14.49	0.70	12.61	0.81
Mountain climbing	9.03	13.99	0.65	11.73	0.77
Orienteering	3.63	5.67	0.64	4.76	0.76
Mountain biking	20.66	35.09	0.59	30.90	0.67
Anadromous fishing	4.14	7.52	0.55	6.36	0.65
Ice fishing	1.96	3.54	0.55	3.10	0.63
Migratory bird hunting	2.06	3.79	0.54	3.21	0.64
Backpacking	11.66	23.22	0.50	19.67	0.59
Rock climbing	5.00	10.15	0.49	8.68	0.58
Boat tours or excursions	15.21	34.22	0.44	29.65	0.51
Saltwater fishing	6.65	16.49	0.40	14.34	0.46
Snowshoeing	1.64	4.10	0.40	3.67	0.45
Motorboating	15.48	39.47	0.39	33.50	0.46

<b>Activity</b>	<b>Percent in cluster participating</b>	<b>Percent participation if NOT in cluster</b>	<b>Ratio of Column (1) to (2)</b>	<b>Percent of U.S. population participating</b>	<b>Ratio of Column (1) to (4)</b>
Snowmobiling	3.27	8.78	0.37	7.64	0.43
Sledding	7.74	22.75	0.34	19.65	0.39
Cross-country skiing	2.44	7.54	0.32	6.34	0.38
Rowing	2.43	7.90	0.31	6.63	0.37
Downhill skiing	4.02	14.87	0.27	12.95	0.31
Canoeing	4.99	19.41	0.26	16.25	0.31
Sailing	2.47	10.49	0.24	8.80	0.28
Rafting	4.35	19.62	0.22	16.33	0.27
Snowboarding	1.94	8.76	0.22	7.56	0.26
Swimming in an outdoor pool	13.14	60.94	0.22	54.19	0.24
Ice skating	2.12	10.64	0.20	9.36	0.23
Visit waterside besides beach	8.59	45.40	0.19	37.91	0.23
Visit a beach	11.61	65.07	0.18	56.71	0.20
Use personal watercraft	2.71	15.96	0.17	13.65	0.20
Kayaking	1.53	9.04	0.17	7.51	0.20
Waterskiing	2.22	15.00	0.15	12.51	0.18
Windsurfing	0.19	1.74	0.11	1.41	0.13
Swimming in lakes, ponds, etc.	7.43	66.70	0.11	56.68	0.13
Surfing	0.29	3.86	0.08	3.29	0.09
Scuba diving	0.19	4.59	0.04	3.78	0.05
Snorkeling	0.57	15.03	0.04	12.34	0.05

Table 4.2 presents people’s participation by recreation activities for cluster one. In particular, it is worth examining the two ratio columns as these figures depict how much or little people in this cluster participate in regards to others. About 20 percent of Americans 16 years and older, who participate in visits to archeological or prehistoric sites are what we choose to call the “Do Littles.” This group or cluster represents the average person that does an average amount of sightseeing and driving for pleasure. The “Do Littles” also enjoy viewing or photographing flowers, wildlife, natural scenery and birds, but only slightly more than the average person.

Table 4.3: The Avids Market Segment Cluster

<b>Activity</b>	<b>Percent in cluster participating</b>	<b>Percent participation if NOT in cluster</b>	<b>Ratio of Column (1) to (2)</b>	<b>Percent of U.S. population participating</b>	<b>Ratio of Column (1) to (4)</b>
Ice fishing	13.87	3.54	3.92	3.10	4.47
Migratory bird hunting	13.38	3.79	3.53	3.21	4.17
Small game hunting	33.85	10.78	3.14	9.34	3.62
Waterskiing	45.06	15.00	3.00	12.51	3.60
Big game hunting	36.96	12.44	2.97	10.63	3.48
Anadromous fishing	21.31	7.52	2.83	6.36	3.35
Snowmobiling	24.57	8.78	2.80	7.64	3.22

<b>Activity</b>	<b>Percent in cluster participating</b>	<b>Percent participation if NOT in cluster</b>	<b>Ratio of Column (1) to (2)</b>	<b>Percent of U.S. population participating</b>	<b>Ratio of Column (1) to (4)</b>
Scuba diving	12.16	4.59	2.65	3.78	3.22
Use personal watercraft	41.23	15.96	2.58	13.65	3.02
Rafting	50.09	19.62	2.55	16.33	3.07
Coldwater fishing	58.13	23.02	2.53	19.51	2.98
Rowing	19.21	7.90	2.43	6.63	2.90
Warmwater fishing	78.81	32.90	2.40	28.09	2.81
Canoeing	46.02	19.41	2.37	16.25	2.83
Surfing	9.06	3.86	2.35	3.29	2.75
Windsurfing	3.92	1.74	2.25	1.41	2.78
Drive off-road	68.29	30.84	2.21	26.34	2.59
Saltwater fishing	34.93	16.49	2.12	14.34	2.44
Motorboating	82.76	39.47	2.10	33.50	2.47
Primitive camping	64.18	30.75	2.09	25.84	2.48
Snowboarding	18.26	8.76	2.08	7.56	2.42
Sledding	45.53	22.75	2.00	19.65	2.32
Kayaking	17.81	9.04	1.97	7.51	2.37
Horseback riding on trails	28.22	14.49	1.95	12.61	2.24
Orienteering	10.99	5.67	1.94	4.76	2.31
Snorkeling	28.65	15.03	1.91	12.34	2.32
Cross-country skiing	13.84	7.54	1.84	6.34	2.18
Downhill skiing	27.26	14.87	1.83	12.95	2.11
Backpacking	41.76	23.22	1.80	19.67	2.12
Snowshoeing	7.34	4.10	1.79	3.67	2.00
Gather mushrooms, berries, etc.	77.71	44.68	1.74	38.63	2.01
View or photograph fish	71.21	41.35	1.72	35.34	2.01
Sailing	17.57	10.49	1.67	8.80	2.00
Mountain biking	57.74	35.09	1.65	30.90	1.87
Ice skating	17.34	10.64	1.63	9.36	1.85
Developed camping	66.74	45.48	1.47	39.57	1.69
Visit waterside besides beach	66.91	45.40	1.47	37.91	1.76
Visited farm or agric. setting	65.89	46.50	1.42	40.09	1.64
Visit a wilderness	83.49	60.65	1.38	52.52	1.59
Caving	16.63	12.22	1.36	10.15	1.64
Rock climbing	13.81	10.15	1.36	8.68	1.59
Day hiking	72.51	54.02	1.34	47.88	1.51
Swimming in lakes, ponds, etc.	88.97	66.70	1.33	56.68	1.57
Yard games, e.g. croquet	81.67	61.31	1.33	53.89	1.52
Attend outdoor concerts, etc.	77.32	59.58	1.30	54.51	1.42
Swimming in an outdoor pool	76.40	60.94	1.25	54.19	1.41
Mountain climbing	17.28	13.99	1.24	11.73	1.47
View/photograph other wildlife	87.11	71.05	1.23	61.17	1.42
Visit a beach	76.44	65.07	1.17	56.71	1.35

<b>Activity</b>	<b>Percent in cluster participating</b>	<b>Percent participation if NOT in cluster</b>	<b>Ratio of Column (1) to (2)</b>	<b>Percent of U.S. population participating</b>	<b>Ratio of Column (1) to (4)</b>
View or photograph birds	57.86	49.93	1.16	43.37	1.33
Boat tours or excursions	39.30	34.22	1.15	29.65	1.33
Driving for pleasure	87.03	76.58	1.14	67.67	1.29
View/photograph flowers, etc.	77.49	70.29	1.10	61.24	1.27
Sightseeing	83.57	77.57	1.08	68.68	1.22
Family gathering	93.38	87.67	1.07	85.41	1.09
View/photograph natural scenery	91.94	86.91	1.06	77.33	1.19
Gardening or landscaping	81.62	78.03	1.05	74.50	1.10
Picnicking	79.25	75.28	1.05	69.59	1.14
Visit historic sites	87.05	84.82	1.03	79.89	1.09
Visit nature centers, etc	90.11	87.21	1.03	81.99	1.10
Walk for pleasure	93.60	92.85	1.01	90.31	1.04

Table 4.3 presents people’s participation by recreation activities for cluster two. In particular, it is worth examining the two ratio columns as these figures depict how much or little people in this cluster participate in regards to others. About 16 percent of Americans 16 years and older, who participate in visits to archeological or prehistoric sites are what we call “Avids.” This group or cluster is one of the most active segments across all types of activities; hence we call them “The Avids.” They are particularly active in all forms of hunting and fishing. In fact, this group is three to four times more likely to participate in some form of hunting or fishing than the average person. In addition to hunting and fishing, these people are also very active in many water activities, including waterskiing, scuba diving, rafting, rowing and canoeing. The “Avids” also participate in snowmobiling, off-road driving and primitive camping two to three times more than the average American.

Table 4.4: Backcountry Enthusiasts Market Segment Cluster

<b>Activity</b>	<b>Percent in cluster participating</b>	<b>Percent participation if NOT in cluster</b>	<b>Ratio of Column (1) to (2)</b>	<b>Percent of U.S. population participating</b>	<b>Ratio of Column (1) to (4)</b>
Snowshoeing	12.78	4.10	3.12	3.67	3.48
Backpacking	64.69	23.22	2.79	19.67	3.29
Rock climbing	25.91	10.15	2.55	8.68	2.99
Mountain climbing	34.88	13.99	2.49	11.73	2.97
Cross-country skiing	18.17	7.54	2.41	6.34	2.87
Kayaking	20.64	9.04	2.28	7.51	2.75
Orienteering	12.82	5.67	2.26	4.76	2.69
Ice skating	21.99	10.64	2.07	9.36	2.35
Primitive camping	60.71	30.75	1.97	25.84	2.35
Caving	23.46	12.22	1.92	10.15	2.31
Downhill skiing	28.22	14.87	1.90	12.95	2.18

<b>Activity</b>	<b>Percent in cluster participating</b>	<b>Percent participation if NOT in cluster</b>	<b>Ratio of Column (1) to (2)</b>	<b>Percent of U.S. population participating</b>	<b>Ratio of Column (1) to (4)</b>
Mountain biking	62.91	35.09	1.79	30.90	2.04
Canoeing	34.64	19.41	1.78	16.25	2.13
Snowboarding	15.63	8.76	1.78	7.56	2.07
Day hiking	90.77	54.02	1.68	47.88	1.90
Sledding	37.99	22.75	1.67	19.65	1.93
Sailing	17.22	10.49	1.64	8.80	1.96
Windsurfing	2.85	1.74	1.64	1.41	2.02
Surfing	6.19	3.86	1.60	3.29	1.88
Developed camping	71.05	45.48	1.56	39.57	1.80
Snorkeling	22.07	15.03	1.47	12.34	1.79
Visit a wilderness	86.53	60.65	1.43	52.52	1.65
Scuba diving	6.38	4.59	1.39	3.78	1.69
Swimming in lakes, ponds, etc.	88.51	66.70	1.33	56.68	1.56
Visit waterside besides beach	58.84	45.40	1.30	37.91	1.55
Rafting	24.74	19.62	1.26	16.33	1.52
Gather mushrooms, berries, etc.	56.27	44.68	1.26	38.63	1.46
Horseback riding on trails	18.19	14.49	1.26	12.61	1.44
Rowing	9.71	7.90	1.23	6.63	1.46
Yard games, e.g. croquet	73.52	61.31	1.20	53.89	1.36
View/photograph flowers, etc.	82.66	70.29	1.18	61.24	1.35
Visit a beach	76.05	65.07	1.17	56.71	1.34
Attend outdoor concerts, etc.	69.02	59.58	1.16	54.51	1.27
Swimming in an outdoor pool	70.45	60.94	1.16	54.19	1.30
View/photograph other wildlife	80.88	71.05	1.14	61.17	1.32
Picnicking	83.58	75.28	1.11	69.59	1.20
Visit nature centers, etc	94.84	87.21	1.09	81.99	1.16
Boat tours or excursions	36.97	34.22	1.08	29.65	1.25
View/photograph natural scenery	93.93	86.91	1.08	77.33	1.21
Visit historic sites	89.05	84.82	1.05	79.89	1.11
Walk for pleasure	97.39	92.85	1.05	90.31	1.08
View or photograph birds	51.58	49.93	1.03	43.37	1.19
Family gathering	89.96	87.67	1.03	85.41	1.05
Visited farm or agric. setting	47.33	46.50	1.02	40.09	1.18
Gardening or landscaping	72.77	78.03	0.93	74.50	0.98
Sightseeing	70.98	77.57	0.92	68.68	1.03
Driving for pleasure	69.01	76.58	0.90	67.67	1.02

<b>Activity</b>	<b>Percent in cluster participating</b>	<b>Percent participation if NOT in cluster</b>	<b>Ratio of Column (1) to (2)</b>	<b>Percent of U.S. population participating</b>	<b>Ratio of Column (1) to (4)</b>
Drive off-road	26.03	30.84	0.84	26.34	0.99
Coldwater fishing	19.01	23.02	0.83	19.51	0.97
Snowmobiling	7.26	8.78	0.83	7.64	0.95
Waterskiing	12.21	15.00	0.81	12.51	0.98
Motorboating	30.23	39.47	0.77	33.50	0.90
View or photograph fish	29.23	41.35	0.71	35.34	0.83
Use personal watercraft	10.91	15.96	0.68	13.65	0.80
Saltwater fishing	11.16	16.49	0.68	14.34	0.78
Anadromous fishing	5.05	7.52	0.67	6.36	0.79
Warmwater fishing	13.49	32.90	0.41	28.09	0.48
Big game hunting	4.85	12.44	0.39	10.63	0.46
Ice fishing	1.35	3.54	0.38	3.10	0.44
Small game hunting	3.69	10.78	0.34	9.34	0.40
Migratory bird hunting	1.12	3.79	0.30	3.21	0.35

Table 4.4 presents people’s participation by recreation activities for cluster three. In particular, it is worth examining the two ratio columns as these figures depict how much or little people in this cluster participate in regards to others. Just over 14 percent of Americans 16 years and older, who participate in visits to archeological or prehistoric sites are what we call “Backcountry Enthusiasts.” This group or cluster really enjoys those activities that place them in the great outdoors or in remote settings, including backpacking, rock and mountain climbing, orienteering and primitive camping. Furthermore, people in this cluster are two to three times more likely to participate in these types of activities than the average American. The “Backcountry Enthusiasts” are also two to three times more likely to take part in a wide range of self-powered physical activities such as snowshoeing, kayaking, ice skating and mountain biking.

Table 4.5: Water-based Nature Lovers Market Segment Cluster

<b>Activity</b>	<b>Percent in cluster participating</b>	<b>Percent participation if NOT in cluster</b>	<b>Ratio of Column (1) to (2)</b>	<b>Percent of U.S. population participating</b>	<b>Ratio of Column (1) to (4)</b>
View or photograph birds	74.89	49.93	1.50	43.37	1.73
Boat tours or excursions	48.21	34.22	1.41	29.65	1.63
View or photograph fish	58.03	41.35	1.40	35.34	1.64
Visit a beach	89.61	65.07	1.38	56.71	1.58
Visit waterside besides beach	60.64	45.40	1.34	37.91	1.60
View/photograph flowers, etc.	92.49	70.29	1.32	61.24	1.51
View/photograph other wildlife	85.81	71.05	1.21	61.17	1.40

<b>Activity</b>	<b>Percent in cluster participating</b>	<b>Percent participation if NOT in cluster</b>	<b>Ratio of Column (1) to (2)</b>	<b>Percent of U.S. population participating</b>	<b>Ratio of Column (1) to (4)</b>
Swimming in an outdoor pool	71.99	60.94	1.18	54.19	1.33
Swimming in lakes, ponds, etc.	77.45	66.70	1.16	56.68	1.37
Gardening or landscaping	88.28	78.03	1.13	74.50	1.18
Visited farm or agric. setting	51.47	46.50	1.11	40.09	1.28
View/photograph natural scenery	96.75	86.91	1.11	77.33	1.25
Sightseeing	83.57	77.57	1.08	68.68	1.22
Picnicking	80.36	75.28	1.07	69.59	1.15
Sailing	11.04	10.49	1.05	8.80	1.25
Driving for pleasure	80.17	76.58	1.05	67.67	1.18
Visit historic sites	88.51	84.82	1.04	79.89	1.11
Visit nature centers, etc	90.05	87.21	1.03	81.99	1.10
Walk for pleasure	95.89	92.85	1.03	90.31	1.06
Family gathering	88.64	87.67	1.01	85.41	1.04
Attend outdoor concerts, etc.	58.93	59.58	0.99	54.51	1.08
Snorkeling	14.44	15.03	0.96	12.34	1.17
Motorboating	35.25	39.47	0.89	33.50	1.05
Visit a wilderness	51.48	60.65	0.85	52.52	0.98
Saltwater fishing	13.86	16.49	0.84	14.34	0.97
Day hiking	44.06	54.02	0.82	47.88	0.92
Yard games, e.g. croquet	49.36	61.31	0.81	53.89	0.92
Gather mushrooms, berries, etc.	34.46	44.68	0.77	38.63	0.89
Rowing	5.91	7.90	0.75	6.63	0.89
Warmwater fishing	22.69	32.90	0.69	28.09	0.81
Caving	8.25	12.22	0.68	10.15	0.81
Developed camping	30.03	45.48	0.66	39.57	0.76
Mountain biking	21.46	35.09	0.61	30.90	0.69
Scuba diving	2.78	4.59	0.61	3.78	0.74
Horseback riding on trails	8.64	14.49	0.60	12.61	0.69
Kayaking	5.37	9.04	0.59	7.51	0.72
Use personal watercraft	9.08	15.96	0.57	13.65	0.67
Rafting	11.03	19.62	0.56	16.33	0.68
Windsurfing	0.98	1.74	0.56	1.41	0.70
Canoeing	10.32	19.41	0.53	16.25	0.64
Sledding	12.17	22.75	0.53	19.65	0.62
Drive off-road	15.99	30.84	0.52	26.34	0.61
Coldwater fishing	11.25	23.02	0.49	19.51	0.58
Cross-country skiing	3.62	7.54	0.48	6.34	0.57
Ice skating	5.04	10.64	0.47	9.36	0.54

<b>Activity</b>	<b>Percent in cluster participating</b>	<b>Percent participation if NOT in cluster</b>	<b>Ratio of Column (1) to (2)</b>	<b>Percent of U.S. population participating</b>	<b>Ratio of Column (1) to (4)</b>
Surfing	1.78	3.86	0.46	3.29	0.54
Anadromous fishing	3.09	7.52	0.41	6.36	0.49
Downhill skiing	6.05	14.87	0.41	12.95	0.47
Snowmobiling	3.57	8.78	0.41	7.64	0.47
Mountain climbing	5.59	13.99	0.40	11.73	0.48
Orienteering	2.21	5.67	0.39	4.76	0.46
Waterskiing	5.45	15.00	0.36	12.51	0.44
Rock climbing	3.59	10.15	0.35	8.68	0.41
Snowshoeing	1.43	4.10	0.35	3.67	0.39
Snowboarding	2.85	8.76	0.33	7.56	0.38
Backpacking	7.19	23.22	0.31	19.67	0.37
Small game hunting	3.06	10.78	0.28	9.34	0.33
Primitive camping	7.13	30.75	0.23	25.84	0.28
Big game hunting	2.63	12.44	0.21	10.63	0.25
Migratory bird hunting	0.61	3.79	0.16	3.21	0.19
Ice fishing	0.35	3.54	0.10	3.10	0.11

Table 4.5 presents people’s participation by recreation activities for cluster four. In particular, it is worth examining the two ratio columns as these figures depict how much or little people in this cluster participate in regards to others. About 22 percent of Americans 16 years and older, who participate in visits to archeological or prehistoric sites are what we call “Water-based Nature Lovers.” This group or cluster is interested in water-based activities, such as boat tours, visiting beaches, swimming, etc., but only slightly more than the average person. Additionally, people in this cluster are slightly more interested in viewing or photographing nature, whether it is birds, fish, flowers, wildlife or natural scenery, than the average person.

Table 4.6: Water Babies Market Segment Cluster

<b>Activity</b>	<b>Percent in cluster participating</b>	<b>Percent participation if NOT in cluster</b>	<b>Ratio of Column (1) to (2)</b>	<b>Percent of U.S. population participating</b>	<b>Ratio of Column (1) to (4)</b>
Swimming in an outdoor pool	83.48	60.94	1.37	54.19	1.54
Swimming in lakes, ponds, etc.	84.93	66.70	1.27	56.68	1.50
Use personal watercraft	20.06	15.96	1.26	13.65	1.47
Visit a beach	79.14	65.07	1.22	56.71	1.40
Ice skating	12.41	10.64	1.17	9.36	1.33
Saltwater fishing	18.30	16.49	1.11	14.34	1.28
Snowboarding	9.37	8.76	1.07	7.56	1.24
Downhill skiing	15.74	14.87	1.06	12.95	1.22
Boat tours or excursions	35.58	34.22	1.04	29.65	1.20

<b>Activity</b>	<b>Percent in cluster participating</b>	<b>Percent participation if NOT in cluster</b>	<b>Ratio of Column (1) to (2)</b>	<b>Percent of U.S. population participating</b>	<b>Ratio of Column (1) to (4)</b>
Waterskiing	15.37	15.00	1.02	12.51	1.23
Motorboating	39.67	39.47	1.01	33.50	1.18
Yard games, e.g. croquet	60.71	61.31	0.99	53.89	1.13
Snorkeling	14.66	15.03	0.98	12.34	1.19
Surfing	3.80	3.86	0.98	3.29	1.16
Family gathering	84.89	87.67	0.97	85.41	0.99
Visit historic sites	80.96	84.82	0.95	79.89	1.01
Walk for pleasure	87.53	92.85	0.94	90.31	0.97
Attend outdoor concerts, etc.	55.11	59.58	0.92	54.51	1.01
Visit nature centers, etc	79.91	87.21	0.92	81.99	0.97
Sledding	20.95	22.75	0.92	19.65	1.07
Snowmobiling	8.03	8.78	0.91	7.64	1.05
Visit waterside besides beach	41.33	45.40	0.91	37.91	1.09
Windsurfing	1.54	1.74	0.89	1.41	1.09
Driving for pleasure	67.31	76.58	0.88	67.67	0.99
Gardening or landscaping	68.52	78.03	0.88	74.50	0.92
Sightseeing	68.28	77.57	0.88	68.68	0.99
Warmwater fishing	27.38	32.90	0.83	28.09	0.97
Picnicking	61.80	75.28	0.82	69.59	0.89
Drive off-road	24.89	30.84	0.81	26.34	0.94
Anadromous fishing	5.85	7.52	0.78	6.36	0.92
Rafting	15.31	19.62	0.78	16.33	0.94
Rock climbing	7.92	10.15	0.78	8.68	0.91
Developed camping	34.41	45.48	0.76	39.57	0.87
Horseback riding on trails	10.80	14.49	0.75	12.61	0.86
Scuba diving	3.46	4.59	0.75	3.78	0.92
Big game hunting	8.93	12.44	0.72	10.63	0.84
Sailing	7.57	10.49	0.72	8.80	0.86
Migratory bird hunting	2.73	3.79	0.72	3.21	0.85
Mountain biking	25.04	35.09	0.71	30.90	0.81
Small game hunting	7.61	10.78	0.71	9.34	0.81
Mountain climbing	9.71	13.99	0.69	11.73	0.83
View/photograph natural scenery	59.67	86.91	0.69	77.33	0.77
Visited farm or agric. setting	31.03	46.50	0.67	40.09	0.77
Caving	8.01	12.22	0.66	10.15	0.79
Coldwater fishing	15.04	23.02	0.65	19.51	0.77
Rowing	4.90	7.90	0.62	6.63	0.74
Visit a wilderness	37.59	60.65	0.62	52.52	0.72
Gather mushrooms, berries, etc.	26.48	44.68	0.59	38.63	0.69
Kayaking	4.87	9.04	0.54	7.51	0.65

<b>Activity</b>	<b>Percent in cluster participating</b>	<b>Percent participation if NOT in cluster</b>	<b>Ratio of Column (1) to (2)</b>	<b>Percent of U.S. population participating</b>	<b>Ratio of Column (1) to (4)</b>
Canoeing	10.33	19.41	0.53	16.25	0.64
Cross-country skiing	3.85	7.54	0.51	6.34	0.61
Day hiking	26.47	54.02	0.49	47.88	0.55
Primitive camping	13.65	30.75	0.44	25.84	0.53
View or photograph fish	18.40	41.35	0.44	35.34	0.52
Ice fishing	1.52	3.54	0.43	3.10	0.49
View/photograph other wildlife	26.27	71.05	0.37	61.17	0.43
View/photograph flowers, etc.	20.41	70.29	0.29	61.24	0.33
Orienteering	1.58	5.67	0.28	4.76	0.33
Backpacking	5.65	23.22	0.24	19.67	0.29
View or photograph birds	10.25	49.93	0.21	43.37	0.24
Snowshoeing	0.30	4.10	0.07	3.67	0.08

Table 4.6 presents people’s participation by recreation activities for cluster five. In particular, it is worth examining the two ratio columns as these figures depict how much or little people in this cluster participate in regards to others. About 15 percent of Americans 16 years and older, who participate in visits to archeological or prehistoric sites are what we call “Water Babies.” This group or cluster is slightly more interested than the average American in different types of water-based activities, including swimming, personal watercraft use, visiting a beach, fishing and boat excursions. However, unlike the “Water-based Nature Lovers,” this group is not very active in viewing or photographing nature.

## CHAPTER 4B: MARKET SEGMENTATION BY DEMOGRAPHICS (NATIONAL)

This chapter examines how people who visited an archeological or prehistoric site may also be grouped by their socio-demographic characteristics. This analysis of archeological or prehistoric site visitor participation in other outdoor recreation activities revealed five segments or clusters, which were named (although you might interpret and name them differently):

1. Do Littles
2. The Avids
3. Backcountry Enthusiasts
4. Water-based Nature Lovers
5. Water Babies

To gain an even stronger understanding about these clusters and the people they represent the overall socio-demographic characteristics of the people in each cluster are presented and discussed below.

Table 4.7: Do Littles Market Segment Cluster By Demographics

<b>Demographic</b>	<b>Stratum</b>	<b>Cluster Percent</b>	<b>Census Percent</b>	<b>Cluster: Census Ratio</b>
Gender	Male	61.5	48.7	1.26
	Female	38.5	51.3	0.75
Race/ethnicity	White, Non-Hispanic	84.0	69.6	1.21
	Black, Non-Hispanic	3.0	11.8	0.25
	American Indian, Non-Hispanic	1.2	0.7	1.71
	Asian or Pacific Islander, Non-Hispanic	2.2	4.6	0.48
	Hispanic	9.7	13.3	0.73
Age	16-24	29.8	16.3	1.83
	25-34	19.7	17.2	1.15
	35-44	26.4	18.6	1.42
	45-54	15.7	18.5	0.85
	55-64	5.4	13.5	0.40
	65+	3.0	15.9	0.19
Annual family income	<\$15,000	5.8	10.1	0.57
	\$15,000-\$24,999	6.9	10.7	0.64
	\$25,000-\$49,999	27.6	29.1	0.95
	\$50,000-\$74,999	23.7	22.3	1.06
	\$75,000-\$99,999	15.1	12.5	1.21
	\$100,000-\$149,999	12.2	9.6	1.27
	\$150,000+	8.7	5.7	1.53
Education	Less than high school	6.0	19.6	0.31
	High school graduate	22.7	28.6	0.79
	Some college	30.2	27.4	1.10

<b>Demographic</b>	<b>Stratum</b>	<b>Cluster Percent</b>	<b>Census Percent</b>	<b>Cluster: Census Ratio</b>
	College degree	27.0	15.5	1.74
	Post-graduate degree	14.2	8.9	1.60
Place of Residence	Non-metro resident	24.1	16.8	1.43
	Metro area resident	75.9	83.2	0.91

Table 4.7 shows that the “Do Littles” market segment cluster contains more men (61.5%) than women, and is predominantly white (non-Hispanic). This group is mostly 16 to 44 years of age. The annual family income is mainly \$25,000-\$74,999, with most people having a high school degree, some college or a college degree. Their place of residence is mainly metro areas (75.9%).

Table 4.8: The Avids Market Segment Cluster By Demographics

<b>Demographic</b>	<b>Stratum</b>	<b>Cluster Percent</b>	<b>Census Percent</b>	<b>Cluster: Census Ratio</b>
Gender	Male	38.0	48.7	0.78
	Female	62.0	51.3	1.21
Race/ethnicity	White, Non-Hispanic	76.7	69.6	1.10
	Black, Non-Hispanic	8.1	11.8	0.69
	American Indian, Non-Hispanic	0.5	0.7	0.71
	Asian or Pacific Islander, Non-Hispanic	4.1	4.6	0.89
	Hispanic	10.6	13.3	0.80
Age	16-24	12.2	16.3	0.75
	25-34	16.9	17.2	0.98
	35-44	24.9	18.6	1.34
	45-54	22.0	18.5	1.19
	55-64	12.7	13.5	0.94
	65+	11.3	15.9	0.71
Annual family income	<\$15,000	6.3	10.1	0.62
	\$15,000-\$24,999	8.2	10.7	0.77
	\$25,000-\$49,999	30.1	29.1	1.03
	\$50,000-\$74,999	23.9	22.3	1.07
	\$75,000-\$99,999	13.9	12.5	1.11
	\$100,000-\$149,999	11.3	9.6	1.18
	\$150,000+	6.2	5.7	1.09
Education	Less than high school	4.3	19.6	0.22
	High school graduate	20.1	28.6	0.70
	Some college	31.6	27.4	1.15
	College degree	26.1	15.5	1.68
	Post-graduate degree	18.0	8.9	2.02
Place of Residence	Non-metro resident	14.8	16.8	0.88
	Metro area resident	85.2	83.2	1.02

Table 4.8 reveals the “Avids” market segment cluster, which interestingly enough contains more women (62.0%) than men. This group is predominantly white (non-Hispanic), and is mostly 35 to 54 years of age. The annual family income is mostly above \$25,000. The education level of this group ranges mostly from high school graduate to college graduate, and they mainly reside in metro areas (85.2%).

Table 4.9: Backcountry Enthusiasts Market Segment Cluster By Demographics

<b>Demographic</b>	<b>Stratum</b>	<b>Cluster Percent</b>	<b>Census Percent</b>	<b>Cluster: Census Ratio</b>
Gender	Male	47.1	48.7	0.97
	Female	52.9	51.3	1.03
Race/ethnicity	White, Non-Hispanic	51.9	69.6	0.75
	Black, Non-Hispanic	21.8	11.8	1.85
	American Indian, Non-Hispanic	0.6	0.7	0.86
	Asian or Pacific Islander, Non-Hispanic	6.0	4.6	1.30
	Hispanic	19.7	13.3	1.48
Age	16-24	22.2	16.3	1.36
	25-34	15.7	17.2	0.91
	35-44	17.1	18.6	0.92
	45-54	16.4	18.5	0.89
	55-64	11.0	13.5	0.81
	65+	17.7	15.9	1.11
Annual family income	<\$15,000	12.4	10.1	1.23
	\$15,000-\$24,999	16.6	10.7	1.55
	\$25,000-\$49,999	33.7	29.1	1.16
	\$50,000-\$74,999	18.0	22.3	0.81
	\$75,000-\$99,999	9.3	12.5	0.74
	\$100,000-\$149,999	5.2	9.6	0.54
	\$150,000+	4.7	5.7	0.82
Education	Less than high school	20.3	19.6	1.04
	High school graduate	31.4	28.6	1.10
	Some college	24.4	27.4	0.89
	College degree	14.6	15.5	0.94
	Post-graduate degree	9.3	8.9	1.04
Place of Residence	Non-metro resident	16.7	16.8	0.99
	Metro area resident	83.3	83.2	1.00

Table 4.9 shows that the “Backcountry Enthusiasts” market segment cluster contains just slightly more women (52.9%) than men, and is predominantly white (non-Hispanic). The age of this group falls mostly into the 16 to 24 year range, and tends to have an annual family income of \$25,000 to \$74,999. These people for the most part have an education level of high school graduate or higher, and tend to reside in metro areas (83.3%).

Table 4.10: Water-based Nature Lovers Market Segment Cluster By Demographics

<b>Demographic</b>	<b>Stratum</b>	<b>Cluster Percent</b>	<b>Census Percent</b>	<b>Cluster: Census Ratio</b>
Gender	Male	51.2	48.7	1.05
	Female	48.8	51.3	0.95
Race/ethnicity	White, Non-Hispanic	73.0	69.6	1.05
	Black, Non-Hispanic	10.3	11.8	0.87
	American Indian, Non-Hispanic	0.7	0.7	1.00
	Asian or Pacific Islander, Non-Hispanic	2.4	4.6	0.52
	Hispanic	13.6	13.3	1.02
Age	16-24	11.5	16.3	0.71
	25-34	14.4	17.2	0.84
	35-44	20.7	18.6	1.11
	45-54	21.0	18.5	1.14
	55-64	16.4	13.5	1.21
	65+	16.0	15.9	1.01
Annual family income	<\$15,000	10.1	10.1	1.00
	\$15,000-\$24,999	11.7	10.7	1.09
	\$25,000-\$49,999	35.1	29.1	1.21
	\$50,000-\$74,999	21.5	22.3	0.96
	\$75,000-\$99,999	11.3	12.5	0.90
	\$100,000-\$149,999	7.8	9.6	0.81
	\$150,000+	2.5	5.7	0.44
Education	Less than high school	13.4	19.6	0.68
	High school graduate	28.9	28.6	1.01
	Some college	28.9	27.4	1.05
	College degree	18.8	15.5	1.21
	Post-graduate degree	10.0	8.9	1.12
Place of Residence	Non-metro resident	26.1	16.8	1.55
	Metro area resident	73.9	83.2	0.89

Table 4.10 reveals that the “Water-based Nature Lovers” market segment cluster contains just slightly more men (51.2%) than women, and is mainly white (non-Hispanic). The age of this group is for the most part in the 35 to 54 year range, and the annual family income tends to be from \$25,000 to \$74,999. Most members of this group are a high school graduate or have some college, and they reside mainly in metro areas.

Table 4.11: Water Babies Market Segment Cluster By Demographics

<b>Demographic</b>	<b>Stratum</b>	<b>Cluster Percent</b>	<b>Census Percent</b>	<b>Cluster: Census Ratio</b>
Gender	Male	56.6	48.7	1.16
	Female	43.4	51.3	0.85
Race/ethnicity	White, Non-Hispanic	70.0	69.6	1.01
	Black, Non-Hispanic	11.0	11.8	0.93

<b>Demographic</b>	<b>Stratum</b>	<b>Cluster Percent</b>	<b>Census Percent</b>	<b>Cluster: Census Ratio</b>
	American Indian, Non-Hispanic	0.8	0.7	1.14
	Asian or Pacific Islander, Non-Hispanic	3.9	4.6	0.85
	Hispanic	14.4	13.3	1.08
Age	16-24	36.5	16.3	2.24
	25-34	19.7	17.2	1.15
	35-44	20.7	18.6	1.11
	45-54	13.1	18.5	0.71
	55-64	5.3	13.5	0.39
	65+	4.5	15.9	0.28
Annual family income	<\$15,000	6.5	10.1	0.64
	\$15,000-\$24,999	6.9	10.7	0.64
	\$25,000-\$49,999	30.0	29.1	1.03
	\$50,000-\$74,999	22.8	22.3	1.02
	\$75,000-\$99,999	15.2	12.5	1.22
	\$100,000-\$149,999	10.2	9.6	1.06
	\$150,000+	8.5	5.7	1.49
Education	Less than high school	4.6	19.6	0.23
	High school graduate	27.2	28.6	0.95
	Some college	33.3	27.4	1.22
	College degree	22.8	15.5	1.47
	Post-graduate degree	12.2	8.9	1.37
Place of Residence	Non-metro resident	16.9	16.8	1.01
	Metro area resident	83.1	83.2	1.00

Table 4.11 shows that the “Water Babies” market segment cluster contains more men (56.6%) than women, and is predominantly white (non-Hispanic). The group falls mostly into the 16 to 24 year range and tends to have an annual family income of \$25,000 to \$74,999. The education level of this group is mostly high school graduate to college graduate, and they reside mainly in metro areas (83.1%).

## CHAPTER 5: THE SOCIO-DEMOGRAPHIC CHARACTERISTICS OF PEOPLE WHO VISIT ARCHEOLOGICAL OR PREHISTORIC SITES

This chapter examines the socio-demographic characteristics of all people who visited an archeological or prehistoric site. Table 5.1 provides a breakdown of the characteristics of archeological or prehistoric site visitors at the national level.

Table 5.1: Socio-demographic Characteristics of People Who Visited an Archeological or Prehistoric Site

Demographic	Stratum	Percent (n=1,468)
Gender	Male	49.8
	Female	50.2
Race/ethnicity	White, non-Hispanic	67.2
	Black, non-Hispanic	9.9
	American Indian, non-Hispanic	0.6
	Asian or Pacific Islander, non-Hispanic	4.9
	Hispanic	17.4
Age	16-24	18.7
	25-34	18.0
	35-44	17.7
	45-54	19.6
	55-64	11.7
	65+	14.3
Education	Less than high school	17.9
	High school graduate	22.5
	Some college	31.4
	College degree	17.6
	Post-graduate degree	10.6
Annual family income	<\$15,000	10.3
	\$15,000-\$24,999	9.1
	\$25,000-\$49,999	29.7
	\$50,000-\$74,999	18.5
	\$75,000-\$99,999	12.6

<b>Demographic</b>	<b>Stratum</b>	<b>Percent (n=1,468)</b>
	\$100,000-\$149,999	12.2
	\$150,000+	7.6
Place of residence	Non-metro resident	19.1
	Metro area resident	80.9

Table 5.1 provides the socio-demographic characteristics of people who visited an archeological or prehistoric site in the last year. According to the NSRE, visitors who visited an archeological or prehistoric site were roughly equal in terms of their gender (i.e., 50.2% female and 49.8% male).

In regards to ethnicity and race, White, Non-Hispanics compose 67.2% of all visitors to archeological or prehistoric sites. The next largest group is Hispanics, which constitute 17.4% of all visitors. The third largest ethnic/racial group is Blacks, representing 9.9% of visitors, followed by Asians or Pacific Islanders composing almost 5%, while American Indians compose less than 1.0% of visitors.

The age structure for visitors to archeological or prehistoric sites identifies those people aged 45-54 as the largest proportion of visitors. However, people aged 16-24 years and 25-34 years, as well as 35-44 year olds also represented significant user groups with each comprising about 18% of users. The smallest age user group for visitors was for people aged 55-64 years old. Those visitors over age 65 represent 14.3% of all visitors.

In regards to educational attainment, just over 30% of visitors to archeological or prehistoric sites had some college education, while high school graduates represented 22.5% of all visitors. Visitors with less than a high school education or a college degree both represented roughly 17.0% of visitors. Visitors with a post-graduate degree only represented 10.6% of all visitors.

The NSRE indicates the largest percent of the population, in terms of annual family income, who visited an archeological or prehistoric site earned \$25,000-\$49,999 (29.7%). The second largest visitor group earned \$50,000-\$74,999, representing 18.5% of the population in this category. Those visitors whose annual family income was either \$75,000-\$99,999 or \$100,000-149,999 per year each represented roughly 12% of the population. Those people who earned more than \$150,000 composed 7.6% of all visitors.

Place of residence data indicates that 80.9% of visitors to archeological or prehistoric site live in metro areas, while 19.1% live in non-metro areas. Place of residence data closely reflects similar figures concerning national housing trends.

## CHAPTER 6A: LIFESTYLE SEGMENTATION BY ACTIVITY (NATIONAL)

This chapter is represented in two sections. The first section provides lifestyle clusters, and the second section provides socio-demographics for each lifestyle cluster. The lifestyle analysis of people who visit archeological or prehistoric sites revealed six segments or clusters, which we have named (although you may interpret and name them differently):

6. Trend Setters
7. Family Suburbanites
8. Eco-Community Investors
9. Computer Junkies
10. Family Do Littles
11. Do It Yourselfers

For each lifestyle activity people were asked to indicate whether they “never, sometimes or regularly” participated in each activity. Responses were recorded as “never =1, sometimes =2 and regularly =3.”

Table 6.1: Overall Lifestyle Segment Clusters: Participation Levels in Lifestyle Activities by Cluster

Activity	cluster1	cluster2	cluster3	cluster4	cluster5	cluster6	Full sample
Participate in an envir./conserv. group	1.3486773	1.3790734	1.9177923	1.2642627	1.2266561	1.5414486	1.4600021
Vacation prop. or live elsewhere 3+ mos.	1.4709753	1.1833481	1.6329977	1.5602754	1.2025204	1.6304982	1.4618025
Spend time with grandchildren	1.0638528	1.1720121	1.3976383	1.6420273	1.476185	2.3509357	1.49918
Commute more than 45 minutes to work	1.4115558	1.7283741	1.5713564	1.5005411	1.5439672	1.4518457	1.5383286
Use country club or private rec. club	1.6967781	1.2858053	1.9074522	1.6225531	1.2564223	1.4813378	1.5685267
Work at home, own business, telecommute	1.1767185	1.8468419	2.1727827	1.8324948	1.3968822	1.5685098	1.6739315
Invest in and follow the stock market	1.3250363	1.332948	2.184375	2.5281244	1.2588592	1.6403562	1.7008977

<b>Activity</b>	<b>cluster1</b>	<b>cluster2</b>	<b>cluster3</b>	<b>cluster4</b>	<b>cluster5</b>	<b>cluster6</b>	<b>Full sample</b>
Work as a volunteer in youth activities	1.8064457	1.9753163	2.2908853	1.4479147	1.3277934	1.5487379	1.7803783
Collect stamps, coins, antiques, etc.	1.7242004	1.8107452	2.334097	1.7270658	1.7181645	2.0612647	1.9183277
Grow vegetables or fruit in your garden	1.4525186	2.1580431	2.4056999	1.4527705	1.5243731	2.4344834	1.9232012
Attend movies 1 or more times a month	2.5385801	1.6910099	2.173669	2.0385486	1.4931607	1.4831327	1.9451371
Attend lifelong learning classes	2.4234147	1.750115	2.4253107	1.8218439	1.3298568	1.6017654	1.9531433
Creative arts such as painting, etc.	2.1383613	2.0963603	2.361728	1.7197737	1.6318904	1.8629797	1.9973036
Read nature or environmental magazines	1.7225858	1.9132187	2.5579733	1.7806239	1.6976219	2.5082666	2.0397133
Attend cultural events, concerts, etc.	2.2491618	2.0359144	2.6097049	2.2688968	1.6045145	2.0581687	2.1590253
Raising children & attending activities	1.3990058	2.8382732	2.4521621	2.0103833	2.1590883	2.2505931	2.1911274
Watch sports on TV, attend/follow sports	2.3010321	2.0942722	2.4214395	2.3498146	1.9867443	2.3820104	2.2600543
Making things, home improv., auto maint.	1.9782784	2.4579734	2.5703299	2.0780052	1.8615114	2.5309134	2.2611732
Use the Internet, e-mail or PC at home	2.7121476	2.6910301	2.8082024	2.5945124	1.3789656	1.183239	2.2867062
Take care of and play with pets	2.3224935	2.7085041	2.6676072	1.5683361	1.671552	2.5493416	2.292644

Activity	cluster1	cluster2	cluster3	cluster4	cluster5	cluster6	Full sample
Eat out in restaurants 2+ times/week	2.5470359	2.1949857	2.3349494	2.5030336	2.0316634	2.1197383	2.2971886
Donate time or \$ to civic/charitable org	2.165922	2.309759	2.7678973	2.519202	1.8257874	2.6191181	2.3964596
Read news etc. magazines, follow tech.	2.3535725	2.2693808	2.7916178	2.7316823	1.7670001	2.4685764	2.4097575
Take vacations away from home	2.5077998	2.3491378	2.7825288	2.7443193	1.9175401	2.6007132	2.494799
Recycle household products	2.5261163	2.4934773	2.7096501	2.491059	1.9987349	2.5675768	2.4960486
Take walks or exercise 3+ times/week	2.588321	2.3897131	2.7764811	2.5610805	2.1227279	2.6564913	2.5269878
Gather socially with friends/neighbors	2.8236479	2.612753	2.8348525	2.7012508	2.2212294	2.7679732	2.6751863
Cook meals at home	2.4796577	2.8453992	2.863509	2.6791583	2.7033848	2.8424311	2.7353838

Table 6.1 provides an overview of all the six lifestyle clusters. Again, for each lifestyle activity people were asked to indicate whether they “never, sometimes or regularly” participated in each activity. Responses were recorded as “never =1, sometimes =2 and regularly =3.” Hence, the higher the score in the table the more people in that specific cluster regularly participated in any given activity.

Table 6.2: Lifestyle Segment Cluster Called the Trend Setters (n= 923) (Percent in Cluster =16.2%)

Lifestyle Category	Lifestyle Item	Mean in cluster	Mean if NOT in cluster	Ratio of Column (1) to (2)	Mean of full sample	Ratio of Column (1) to (4)
Going Out and Eating Out	Attend movies 1 or more times a month	2.54	1.80	1.41	1.95	1.30
Education and Self-learning	Attend lifelong learning classes	2.42	1.84	1.32	1.95	1.24

Lifestyle Category	Lifestyle Item	Mean	Mean	Ratio of	Mean	Ratio of
		in cluster	if NOT in cluster	Column (1) to (2)	of full sample	Column (1) to (4)
Technology and Fads	Use the Internet, e-mail or PC at home	2.71	2.19	1.24	2.29	1.18
Going Out and Eating Out	Eat out in restaurants 2+ times/week	2.55	2.24	1.14	2.30	1.11
Socializing and Friends	Use country club or private rec. club	1.70	1.54	1.10	1.57	1.08
Hobbies or Other Interests	Creative arts such as painting, etc.	2.14	1.96	1.09	2.00	1.07
Socializing and Friends	Gather socially with friends/neighbors	2.82	2.64	1.07	2.68	1.05
Education and Self-learning	Attend cultural events, concerts, etc.	2.25	2.14	1.05	2.16	1.04
Sports Spectatorship	Watch sports on TV, attend/follow sports	2.30	2.25	1.02	2.26	1.02
Community, Civic or Church Involvement	Work as a volunteer in youth activities	1.81	1.77	1.02	1.78	1.02
Health and exercise	Take walks or exercise 3+ times/week	2.59	2.51	1.03	2.53	1.02
Family Activities	Take care of and play with pets	2.32	2.29	1.01	2.29	1.01
Vacation and Travel	Take vacations away from home	2.51	2.49	1.01	2.49	1.01
Vacation and Travel	Vacation prop. or live elsewhere 3+ mos.	1.47	1.46	1.01	1.46	1.01
Environmental Behaviors	Recycle household products	2.53	2.49	1.02	2.50	1.01
Education and Self-learning	Read news etc. magazines, follow tech.	2.35	2.42	0.97	2.41	0.98

Lifestyle Category	Lifestyle Item	Mean	Mean	Ratio of	Mean	Ratio of
		in cluster	if NOT in cluster	Column (1) to (2)	of full sample	Column (1) to (4)
Work	Commute more than 45 minutes to work	1.41	1.57	0.90	1.54	0.92
Environmental Behaviors	Participate in an envir./conserv. group	1.35	1.49	0.91	1.46	0.92
Chores at Home	Cook meals at home	2.48	2.80	0.89	2.74	0.91
Hobbies or Other Interests	Collect stamps, coins, antiques, etc.	1.72	1.97	0.87	1.92	0.90
Community, Civic or Church Involvement	Donate time or \$ to civic/charitable org	2.17	2.45	0.89	2.40	0.90
Hobbies or Other Interests	Making things, home improv., auto maint.	1.98	2.33	0.85	2.26	0.88
Education and Self-learning	Read nature or environmental magazines	1.72	2.11	0.82	2.04	0.84
Hobbies or Other Interests	Invest in and follow the stock market	1.33	1.79	0.74	1.70	0.78
Chores at Home	Grow vegetables or fruit in your garden	1.45	2.03	0.71	1.92	0.76
Family Activities	Spend time with grandchildren	1.06	1.61	0.66	1.50	0.71
Work	Work at home, own business, telecommute	1.18	1.80	0.66	1.67	0.71
Family Activities	Raising children & attending activities	1.40	2.37	0.59	2.19	0.64

About 16 percent of Americans 16 years and older, who participate in visits to archeological or prehistoric sites are what we call the “Trend Setters.” The “Trend Setters” are most likely to be found participating in activities related to going out and eating, education and self-learning, and socializing. This group enjoys going to the movies, eating out in restaurants and using country clubs, but only slightly more so than the average archeological or prehistoric site visitor. They also enjoy activities such as attending lifelong learning classes, using the

internet, and creative arts, but again only slightly more than the average archeological or prehistoric site visitor. The “Trend Setters” are also interested in new technology and fads and being out doing new things and enjoying new experiences. This group could be considered the modern day “yuppies.”

Table 6.3: Lifestyle Segment Cluster Called the Family Suburbanites (n= 1,152) (Percent in Cluster= 20.2%)

<b>Lifestyle Category</b>	<b>Lifestyle Item</b>	<b>Mean in cluster</b>	<b>Mean if NOT in cluster</b>	<b>Ratio of Column (1) to (2)</b>	<b>Mean of full sample</b>	<b>Ratio of Column (1) to (4)</b>
Family Activities	Raising children & attending activities	2.84	2.04	1.39	2.19	1.30
Family Activities	Take care of and play with pets	2.71	2.20	1.23	2.29	1.18
Technology and Fads	Use the Internet, e-mail or PC at home	2.69	2.19	1.23	2.29	1.17
Chores at Home	Grow vegetables or fruit in your garden	2.16	1.87	1.16	1.92	1.13
Work	Commute more than 45 minutes to work	1.73	1.49	1.16	1.54	1.12
Work	Work at home, own business, telecommute	1.85	1.64	1.13	1.67	1.11
Community, Civic or Church Involvement	Work as a volunteer in youth activities	1.98	1.74	1.14	1.78	1.11
Hobbies or Other Interests	Making things, home improv., auto maint.	2.46	2.22	1.11	2.26	1.09
Hobbies or Other Interests	Creative arts such as painting, etc.	2.10	1.97	1.07	2.00	1.05
Chores at Home	Cook meals at home	2.85	2.71	1.05	2.74	1.04
Environmental Behaviors	Recycle household products	2.49	2.50	1.00	2.50	1.00
Socializing and Friends	Gather socially with friends/neighbors	2.61	2.69	0.97	2.68	0.97
Community, Civic or Church Involvement	Donate time or \$ to civic/charitable org	2.31	2.41	0.96	2.40	0.96

Lifestyle Category	Lifestyle Item	Mean	Mean	Ratio of	Mean	Ratio of
		in cluster	if NOT in cluster	Column (1) to (2)	of full sample	Column (1) to (4)
Environmental Behaviors	Participate in an envir./conserv. group	1.38	1.48	0.93	1.46	0.95
Going Out and Eating Out	Eat out in restaurants 2+ times/week	2.19	2.32	0.94	2.30	0.95
Hobbies or Other Interests	Collect stamps, coins, antiques, etc.	1.81	1.94	0.93	1.92	0.94
Vacation and Travel	Take vacations away from home	2.35	2.53	0.93	2.49	0.94
Education and Self-learning	Read nature or environmental magazines	1.91	2.07	0.92	2.04	0.94
Education and Self-learning	Attend cultural events, concerts, etc.	2.04	2.19	0.93	2.16	0.94
Education and Self-learning	Read news etc. magazines, follow tech.	2.27	2.44	0.93	2.41	0.94
Health and exercise	Take walks or exercise 3+ times/week	2.39	2.56	0.93	2.53	0.94
Sports Spectatorship	Watch sports on TV, attend/follow sports	2.09	2.30	0.91	2.26	0.92
Education and Self-learning	Attend lifelong learning classes	1.75	1.99	0.88	1.95	0.90
Going Out and Eating Out	Attend movies 1 or more times a month	1.69	2.00	0.85	1.95	0.87
Socializing and Friends	Use country club or private rec. club	1.29	1.63	0.79	1.57	0.82
Vacation and Travel	Vacation prop. or live elsewhere 3+ mos.	1.18	1.52	0.78	1.46	0.81
Hobbies or Other Interests	Invest in and follow the stock market	1.33	1.79	0.74	1.70	0.78
Family Activities	Spend time with grandchildren	1.17	1.57	0.75	1.50	0.78

About 20 percent of Americans 16 years and older, who participate in visits to archeological or prehistoric sites are what we call the “Family Suburbanites.” This group is most likely to participate in activities related to family, work or hobbies. The “Family Suburbanites” also take a keen interest in their local community and volunteer to work civic or charitable events. The members of this group participate in activities such as raising children, taking care of pets and growing vegetables and fruits in their own gardens. The “Family Suburbanites” commute more than 45 minutes to work almost as equally as they work from home, own their own business or telecommute. The members of this group are slightly more likely than the average archeological or prehistoric site visitor to participate in all of the previously mentioned activities.

Table 6.4: Lifestyle Segment Cluster Called the Eco-Community Investors (n= 1,252) (Percent in Cluster =22.0%)

<b>Lifestyle Category</b>	<b>Lifestyle Item</b>	<b>Mean in cluster</b>	<b>Mean if NOT in cluster</b>	<b>Ratio of Column (1) to (2)</b>	<b>Mean of full sample</b>	<b>Ratio of Column (1) to (4)</b>
Environmental Behaviors	Participate in an envir./conserv. group	1.92	1.36	1.41	1.46	1.32
Work	Work at home, own business, telecommute	2.17	1.55	1.40	1.67	1.30
Community, Civic or Church Involvement	Work as a volunteer in youth activities	2.29	1.65	1.39	1.78	1.29
Hobbies or Other Interests	Invest in and follow the stock market	2.18	1.59	1.37	1.70	1.28
Chores at Home	Grow vegetables or fruit in your garden	2.41	1.81	1.33	1.92	1.26
Education and Self-learning	Read nature or environmental magazines	2.56	1.92	1.33	2.04	1.25
Education and Self-learning	Attend lifelong learning classes	2.43	1.84	1.32	1.95	1.25
Technology and Fads	Use the Internet, e-mail or PC at home	2.81	2.17	1.29	2.29	1.23
Socializing and Friends	Use country club or private rec. club	1.91	1.48	1.29	1.57	1.22
Hobbies or Other Interests	Collect stamps, coins, antiques, etc.	2.33	1.81	1.29	1.92	1.21

Lifestyle Category	Lifestyle Item	Mean	Mean	Ratio of	Mean	Ratio of
		in cluster	if NOT in cluster	Column (1) to (2)	of full sample	Column (1) to (4)
Education and Self-learning	Attend cultural events, concerts, etc.	2.61	2.06	1.27	2.16	1.21
Hobbies or Other Interests	Creative arts such as painting, etc.	2.36	1.91	1.24	2.00	1.18
Family Activities	Take care of and play with pets	2.67	2.21	1.21	2.29	1.17
Education and Self-learning	Read news etc. magazines, follow tech.	2.79	2.32	1.20	2.41	1.16
Community, Civic or Church Involvement	Donate time or \$ to civic/charitable org	2.77	2.30	1.20	2.40	1.15
Hobbies or Other Interests	Making things, home improv., auto maint.	2.57	2.19	1.17	2.26	1.14
Family Activities	Raising children & attending activities	2.45	2.13	1.15	2.19	1.12
Vacation and Travel	Take vacations away from home	2.78	2.43	1.14	2.49	1.12
Vacation and Travel	Vacation prop. or live elsewhere 3+ mos.	1.63	1.42	1.15	1.46	1.12
Going Out and Eating Out	Attend movies 1 or more times a month	2.17	1.89	1.15	1.95	1.11
Health and exercise	Take walks or exercise 3+ times/week	2.78	2.47	1.13	2.53	1.10
Environmental Behaviors	Recycle household products	2.71	2.44	1.11	2.50	1.08
Sports Spectatorship	Watch sports on TV, attend/follow sports	2.42	2.22	1.09	2.26	1.07
Socializing and Friends	Gather socially with friends/neighbors	2.83	2.64	1.07	2.68	1.06
Chores at Home	Cook meals at home	2.86	2.70	1.06	2.74	1.04
Work	Commute more than 45 minutes to work	1.57	1.53	1.03	1.54	1.02

Lifestyle Category	Lifestyle Item	Mean	Mean	Ratio of	Mean	Ratio of
		in cluster	if NOT in cluster	Column (1) to (2)	of full sample	Column (1) to (4)
Going Out and Eating Out	Eat out in restaurants 2+ times/week	2.33	2.29	1.02	2.30	1.01
Family Activities	Spend time with grandchildren	1.40	1.52	0.92	1.50	0.93

Twenty-two percent of Americans 16 years and older, who participate in visits to archeological or prehistoric sites are what we call “Eco-Community Investors,” making this the largest cluster within the population. “Eco-Community Investors are most likely to participate in activities related to the environment or conservation, community, civic or church involvement, or education and self-learning. Members of this group participate in environmental or conservation groups, work as volunteers in youth activities and read nature or environmental magazines slightly more than the average archeological or prehistoric site visitor. The “Eco-Community Investors” also work at home, own a business or telecommute, invest in and follow the stock market, and attend lifelong learning classes slightly more than the average archeological or prehistoric site visitor. The “Eco-Community Investors” also enjoy a wide range of interests and hobbies and like traveling and taking vacations.

Table 6.5: Lifestyle Segment Cluster Called the Computer Junkies (n= 883) (Percent in Cluster=15.5%)

Lifestyle Category	Lifestyle Item	Mean	Mean	Ratio of	Mean	Ratio of
		in cluster	if NOT in cluster	Column (1) to (2)	of full sample	Column (1) to (4)
Hobbies or Other Interests	Invest in and follow the stock market	2.53	1.56	1.62	1.70	1.49
Education and Self-learning	Read news etc. magazines, follow tech.	2.73	2.35	1.16	2.41	1.13
Technology and Fads	Use the Internet, e-mail or PC at home	2.59	2.23	1.16	2.29	1.13
Work	Work at home, own business, telecommute	1.83	1.65	1.11	1.67	1.10
Vacation and Travel	Take vacations away from home	2.74	2.45	1.12	2.49	1.10
Family Activities	Spend time with grandchildren	1.64	1.48	1.11	1.50	1.09

Lifestyle Category	Lifestyle Item	Mean	Mean	Ratio of	Mean	Ratio of
		in cluster	if NOT in cluster	Column (1) to (2)	of full sample	Column (1) to (4)
Going Out and Eating Out	Eat out in restaurants 2+ times/week	2.50	2.26	1.11	2.30	1.09
Vacation and Travel	Vacation prop. or live elsewhere 3+ mos.	1.56	1.45	1.08	1.46	1.07
Community, Civic or Church Involvement	Donate time or \$ to civic/charitable org	2.52	2.38	1.06	2.40	1.05
Education and Self-learning	Attend cultural events, concerts, etc.	2.27	2.14	1.06	2.16	1.05
Going Out and Eating Out	Attend movies 1 or more times a month	2.04	1.93	1.06	1.95	1.05
Sports Spectatorship	Watch sports on TV, attend/follow sports	2.35	2.24	1.05	2.26	1.04
Socializing and Friends	Use country club or private rec. club	1.62	1.56	1.04	1.57	1.03
Health and exercise	Take walks or exercise 3+ times/week	2.56	2.52	1.02	2.53	1.01
Socializing and Friends	Gather socially with friends/neighbors	2.70	2.67	1.01	2.68	1.01
Environmental Behaviors	Recycle household products	2.49	2.50	1.00	2.50	1.00
Chores at Home	Cook meals at home	2.68	2.74	0.98	2.74	0.98
Work	Commute more than 45 minutes to work	1.50	1.54	0.97	1.54	0.97
Education and Self-learning	Attend lifelong learning classes	1.82	1.97	0.92	1.95	0.93
Hobbies or Other Interests	Making things, home improvement, auto maintenance.	2.08	2.29	0.91	2.26	0.92
Family Activities	Raising children & attending activities	2.01	2.22	0.91	2.19	0.92
Hobbies or Other Interests	Collect stamps, coins, antiques, etc.	1.73	1.95	0.89	1.92	0.90

Lifestyle Category	Lifestyle Item	Mean	Mean	Ratio of	Mean	Ratio of
		in cluster	if NOT in cluster	Column (1) to (2)	of full sample	Column (1) to (4)
Education and Self-learning	Read nature or environmental magazines	1.78	2.08	0.86	2.04	0.87
Hobbies or Other Interests	Creative arts such as painting, etc.	1.72	2.04	0.84	2.00	0.86
Environmental Behaviors	Participate in an envir./conserv. group	1.26	1.49	0.85	1.46	0.86
Community, Civic or Church Involvement	Work as a volunteer in youth activities	1.45	1.83	0.79	1.78	0.81
Chores at Home	Grow vegetables or fruit in your garden	1.45	2.00	0.73	1.92	0.76
Family Activities	Take care of and play with pets	1.57	2.42	0.65	2.29	0.69

Almost 16 percent of Americans 16 years and older, who participate in visits to archeological or prehistoric sites are what we call “Computer Junkies.” The “Computer Junkies” are most likely to be found participating in activities related to hobbies, education and self-learning, and technology and fads. The people in this group enjoy in investing and following the stock market, almost one and a half times more than the average archeological or prehistoric site visitor. This group also enjoys reading news magazines and following technology, and using the internet, email, etc. at home, but only slightly more than the average archeological or prehistoric site visitor. This group also works at home, owns a business or telecommutes, spends time with grandchildren, and eats out at restaurants two or more times per week, which is again slightly more than the average archeological or prehistoric site visitor.

Table 6.6: Lifestyle Segment Cluster Called the Family Do Littles (n= 635) (Percent in Cluster= 11.2%)

Lifestyle Category	Lifestyle Item	Mean	Mean	Ratio of	Mean	Ratio of
		in cluster	if NOT in cluster	Column (1) to (2)	of full sample	Column (1) to (4)
Work	Commute more than 45 minutes to work	1.54	1.54	1.00	1.54	1.00
Chores at Home	Cook meals at home	2.70	2.74	0.99	2.74	0.99
Family Activities	Raising children & attending activities	2.16	2.20	0.98	2.19	0.99

Lifestyle Category	Lifestyle Item	Mean	Mean	Ratio of	Mean	Ratio of
		in cluster	if NOT in cluster	Column (1) to (2)	of full sample	Column (1) to (4)
Family Activities	Spend time with grandchildren	1.48	1.50	0.99	1.50	0.99
Hobbies or Other Interests	Collect stamps, coins, antiques, etc.	1.72	1.95	0.88	1.92	0.90
Sports Spectatorship	Watch sports on TV, attend/follow sports	1.99	2.30	0.87	2.26	0.88
Going Out and Eating Out	Eat out in restaurants 2+ times/week	2.03	2.34	0.87	2.30	0.88
Work	Work at home, own business, telecommute	1.40	1.71	0.82	1.67	0.84
Health and exercise	Take walks or exercise 3+ times/week	2.12	2.59	0.82	2.53	0.84
Environmental Behaviors	Participate in an envir./conserv. group	1.23	1.50	0.82	1.46	0.84
Education and Self-learning	Read nature or environmental magazines	1.70	2.09	0.81	2.04	0.83
Socializing and Friends	Gather socially with friends/neighbors	2.22	2.75	0.81	2.68	0.83
Hobbies or Other Interests	Creative arts such as painting, etc.	1.63	2.06	0.79	2.00	0.82
Hobbies or Other Interests	Making things, home improv., auto maint.	1.86	2.33	0.80	2.26	0.82
Vacation and Travel	Vacation prop. or live elsewhere 3+ mos.	1.20	1.50	0.80	1.46	0.82
Environmental Behaviors	Recycle household products	2.00	2.56	0.78	2.50	0.80
Socializing and Friends	Use country club or private rec. club	1.26	1.61	0.78	1.57	0.80

Lifestyle Category	Lifestyle Item	Mean	Mean	Ratio of	Mean	Ratio of
		in cluster	if NOT in cluster	Column (1) to (2)	of full sample	Column (1) to (4)
Chores at Home	Grow vegetables or fruit in your garden	1.52	1.99	0.76	1.92	0.79
Vacation and Travel	Take vacations away from home	1.92	2.59	0.74	2.49	0.77
Community, Civic or Church Involvement	Donate time or \$ to civic/charitable org	1.83	2.47	0.74	2.40	0.76
Going Out and Eating Out	Attend movies 1 or more times a month	1.49	2.01	0.74	1.95	0.76
Community, Civic or Church Involvement	Work as a volunteer in youth activities	1.33	1.84	0.72	1.78	0.75
Hobbies or Other Interests	Invest in and follow the stock market	1.26	1.77	0.71	1.70	0.74
Education and Self-learning	Attend cultural events, concerts, etc.	1.60	2.25	0.71	2.16	0.74
Family Activities	Take care of and play with pets	1.67	2.39	0.70	2.29	0.73
Education and Self-learning	Read news etc. magazines, follow tech.	1.77	2.51	0.71	2.41	0.73
Education and Self-learning	Attend lifelong learning classes	1.33	2.04	0.65	1.95	0.68
Technology and Fads	Use the Internet, e-mail or PC at home	1.38	2.43	0.57	2.29	0.60

About 11 percent of Americans 16 years and older, who participate in visits to archeological or prehistoric sites are what we call the “Family Do Littles,” making this the smallest group. The “Family Do Littles” will somewhat be found participating in activities related to work, chores at home or family activities. The members of this group do not participate in any of the lifestyle activities any more frequently than the average archeological or prehistoric site visitor. The “Family Do Littles” commute more than 45 minutes to work, cook meals at home, raise children and spend time with grandchildren about the same amount as the average archeological or prehistoric site visitor. This group under participates in all other lifestyle activities more than the average archeological or prehistoric site visitor.

Table 6.7: Lifestyle Segment Cluster Called the Do It Yourselfers (n= 849) (Percent in Cluster= 14.9%)

<b>Lifestyle Category</b>	<b>Lifestyle Item</b>	<b>Mean in cluster</b>	<b>Mean if NOT in cluster</b>	<b>Ratio of Column (1) to (2)</b>	<b>Mean of full sample</b>	<b>Ratio of Column (1) to (4)</b>
Family Activities	Spend time with grandchildren	2.35	1.32	1.78	1.50	1.57
Chores at Home	Grow vegetables or fruit in your garden	2.43	1.83	1.33	1.92	1.27
Education and Self-learning	Read nature or environmental magazines	2.51	1.95	1.29	2.04	1.23
Hobbies or Other Interests	Making things, home improv., auto maint.	2.53	2.21	1.14	2.26	1.12
Vacation and Travel	Vacation prop. or live elsewhere 3+ mos.	1.63	1.43	1.14	1.46	1.12
Family Activities	Take care of and play with pets	2.55	2.25	1.13	2.29	1.11
Community, Civic or Church Involvement	Donate time or \$ to civic/charitable org	2.62	2.35	1.11	2.40	1.09
Hobbies or Other Interests	Collect stamps, coins, antiques, etc.	2.06	1.89	1.09	1.92	1.07
Sports Spectatorship	Watch sports on TV, attend/follow sports	2.38	2.24	1.06	2.26	1.05
Health and exercise	Take walks or exercise 3+ times/week	2.66	2.50	1.06	2.53	1.05
Environmental Behaviors	Participate in an envir./conserv. group	1.54	1.45	1.06	1.46	1.05
Chores at Home	Cook meals at home	2.84	2.71	1.05	2.74	1.04
Vacation and Travel	Take vacations away from home	2.60	2.48	1.05	2.49	1.04
Family Activities	Raising children & attending activities	2.25	2.18	1.03	2.19	1.03

Lifestyle Category	Lifestyle Item	Mean	Mean	Ratio of	Mean	Ratio of
		in cluster	if NOT in cluster	Column (1) to (2)	of full sample	Column (1) to (4)
Environmental Behaviors	Recycle household products	2.57	2.48	1.04	2.50	1.03
Socializing and Friends	Gather socially with friends/neighbors	2.77	2.66	1.04	2.68	1.03
Education and Self-learning	Read news etc. magazines, follow tech.	2.47	2.40	1.03	2.41	1.02
Hobbies or Other Interests	Invest in and follow the stock market	1.64	1.71	0.96	1.70	0.96
Education and Self-learning	Attend cultural events, concerts, etc.	2.06	2.18	0.94	2.16	0.95
Work	Work at home, own business, telecommute	1.57	1.70	0.92	1.67	0.94
Work	Commute more than 45 minutes to work	1.45	1.55	0.94	1.54	0.94
Socializing and Friends	Use country club or private rec. club	1.48	1.59	0.93	1.57	0.94
Hobbies or Other Interests	Creative arts such as painting, etc.	1.86	2.02	0.92	2.00	0.93
Going Out and Eating Out	Eat out in restaurants 2+ times/week	2.12	2.33	0.91	2.30	0.92
Community, Civic or Church Involvement	Work as a volunteer in youth activities	1.55	1.83	0.85	1.78	0.87
Education and Self-learning	Attend lifelong learning classes	1.60	2.03	0.79	1.95	0.82
Going Out and Eating Out	Attend movies 1 or more times a month	1.48	2.04	0.73	1.95	0.76
Technology and Fads	Use the Internet, e-mail or PC at home	1.18	2.49	0.47	2.29	0.52

About 15 percent of Americans 16 years and older, who participate in visits to archeological or prehistoric sites are what we call the “Do It Yourselfers.” This group is most likely to participate in activities related to family, chores at home, and hobbies or other interests. The “Do It Yourselfers” spend considerable time with their grandchildren, just over one and a half times more than the average archeological or prehistoric site visitor. People in this cluster

also enjoy growing vegetables or fruit in their own garden, reading nature or environmental magazines and making things. They further enjoy making home improvements or doing auto maintenance slightly more than the average archeological or prehistoric site visitor. This cluster also likes to travel and may stay at a vacation home for parts of the year.

## CHAPTER 6B: LIFESTYLE SEGMENTATION BY DEMOGRAPHICS (NATIONAL)

To gain an even stronger understanding about these clusters and the people they represent the overall socio-demographic characteristics of the people in each cluster are presented and discussed below. The lifestyle analysis of people who visit archeological or prehistoric site previously revealed six segments or clusters, which we have already named (although you may interpret and name them differently):

1. Trend Setters
2. Family Suburbanites
3. Eco-Community Investors
4. Computer Junkies
5. Family Do Littles
6. Do It Yourselfers

However, the socio-demographic characteristics of each cluster should provide a more holistic and in-depth picture of the people with the lifestyle clusters.

Table 6.8: Socio-Demographic Characteristics for the Trend Setters Cluster

<b>Demographic</b>	<b>Stratum</b>	<b>Cluster Percent</b>	<b>Census Percent</b>	<b>Cluster: Census Ratio</b>
Gender	Male	53.3	48.8	1.09
	Female	46.7	51.2	0.91
Race/ethnicity	White, Non-Hispanic	72.1	69.3	1.04
	Black, Non-Hispanic	10.2	11.8	0.86
	American Indian, Non-Hispanic	0.7	0.7	1.00
	Asian or Pacific Islander, Non-Hispanic	4.6	4.6	1.00
	Hispanic	12.5	13.5	0.93
Age	16-24	54.9	16.2	3.39
	25-34	16.4	17.2	0.95
	35-44	11.0	18.3	0.60
	45-54	7.6	18.6	0.41
	55-64	5.5	13.8	0.40
	65+	4.7	16.0	0.29
Annual family income	<\$15,000	8.5	10.1	0.84
	\$15,000-\$24,999	13.4	10.7	1.25
	\$25,000-\$49,999	33.5	29.1	1.15

<b>Demographic</b>	<b>Stratum</b>	<b>Cluster Percent</b>	<b>Census Percent</b>	<b>Cluster: Census Ratio</b>
	\$50,000-\$74,999	20.4	22.3	0.91
	\$75,000-\$99,999	9.0	12.5	0.72
	\$100,000-\$149,999	7.9	9.6	0.82
	\$150,000+	7.3	5.7	1.28
Education	Less than high school	3.8	19.6	0.19
	High school graduate	20.7	28.6	0.72
	Some college	31.2	27.4	1.14
	College degree	24.5	15.5	1.58
	Post-graduate degree	19.8	8.9	2.22
Place of Residence	Non-metro resident	15.1	16.6	0.91
	Metro area resident	84.9	83.4	1.02

Note: Percent within each demographic group sums to 100. May not equal 100% exactly due to rounding. Gender, race, and age are 2005 Census estimates, all others from 2000 Census. Educational attainment for the NSRE and Census are for the population age 25 and older.

The “Trend Setters” cluster is over-represented by men (53.3%) in comparison to the US Census (48.8%). However, in terms of race and ethnicity there is no real difference between people in this cluster and the general population. This cluster, in terms of age, also tends to be younger as its members are almost three and a half times more likely to be in the age range of 16 to 24 years old than the general population. Additionally, the “Trend Setters” tend to have a low to middle range annual family income (\$15,000 to \$49,999) or a very high annual family income (\$150,000+). This cluster also appears to have a higher education level than the average American; they are also more than two times as likely to have a post-graduate degree. However, there is no significant difference in their place of residence when compared to the U.S. Census.

Table 6.9: Socio-Demographic Characteristics for the Family Suburbanites Cluster

<b>Demographic</b>	<b>Stratum</b>	<b>Cluster Percent</b>	<b>Census Percent</b>	<b>Cluster: Census Ratio</b>
Gender	Male	40.4	48.8	0.83
	Female	59.6	51.2	1.16
Race/ethnicity	White, Non-Hispanic	74.3	69.3	1.07
	Black, Non-Hispanic	10.4	11.8	0.88
	American Indian, Non-Hispanic	0.5	0.7	0.71

Demographic	Stratum	Cluster	Census	Cluster: Census Ratio
		Percent	Percent	
	Asian or Pacific Islander, Non-Hispanic	3.3	4.6	0.72
	Hispanic	11.5	13.5	0.85
Age	16-24	16.4	16.2	1.01
	25-34	25.2	17.2	1.47
	35-44	34.4	18.3	1.88
	45-54	17.3	18.6	0.93
	55-64	4.7	13.8	0.34
	65+	1.9	16.0	0.12
Annual family income	<\$15,000	5.5	10.1	0.54
	\$15,000-\$24,999	10.0	10.7	0.93
	\$25,000-\$49,999	35.8	29.1	1.23
	\$50,000-\$74,999	27.4	22.3	1.23
	\$75,000-\$99,999	12.7	12.5	1.02
	\$100,000-\$149,999	6.3	9.6	0.66
	\$150,000+	2.3	5.7	0.40
Education	Less than high school	7.5	19.6	0.38
	High school graduate	27.5	28.6	0.96
	Some college	35.4	27.4	1.29
	College degree	20.8	15.5	1.34
	Post-graduate degree	8.8	8.9	0.99
Place of Residence	Non-metro resident	24.0	16.6	1.45
	Metro area resident	76.0	83.4	0.91

Note: Percent within each demographic group sums to 100. May not equal 100% exactly due to rounding. Gender, race, and age are 2005 Census estimates, all others from 2000 Census. Educational attainment for the NSRE and Census are for the population age 25 and older.

The “Family Suburbanites” cluster is over-represented by women (59.6%) in comparison to the US Census (51.2%). However, in terms of race and ethnicity there is no real difference between people in this cluster and the general population. This cluster, in terms of age, also tends to be younger as its members are mostly under 44 years of age, and are almost twice as likely to fall into the 35 to 44 years old age range as the general population. Additionally, the “Family Suburbanites” tend to have a slightly more middle range annual family income (\$25,000 to \$74,999). This cluster is also overrepresented by people that had some college or obtained a college degree, and they are almost one and a half times more likely to reside in non-metro areas than the average American.

Table 6.10: Socio-Demographic Characteristics for the Eco-Community Investors Cluster

<b>Demographic</b>	<b>Stratum</b>	<b>Cluster Percent</b>	<b>Census Percent</b>	<b>Cluster: Census Ratio</b>
Gender	Male	48.8	48.8	1.00
	Female	51.2	51.2	1.00
Race/ethnicity	White, Non-Hispanic	76.1	69.3	1.10
	Black, Non-Hispanic	8.7	11.8	0.74
	American Indian, Non-Hispanic	0.7	0.7	1.00
	Asian or Pacific Islander, Non-Hispanic	3.5	4.6	0.76
	Hispanic	11.0	13.5	0.81
Age	16-24	17.9	16.2	1.10
	25-34	14.4	17.2	0.84
	35-44	27.0	18.3	1.48
	45-54	23.7	18.6	1.27
	55-64	11.1	13.8	0.80
	65+	5.9	16.0	0.37
Annual family income	<\$15,000	2.7	10.1	0.27
	\$15,000-\$24,999	5.2	10.7	0.49
	\$25,000-\$49,999	24.2	29.1	0.83
	\$50,000-\$74,999	25.1	22.3	1.13
	\$75,000-\$99,999	18.3	12.5	1.46
	\$100,000-\$149,999	15.6	9.6	1.63
	\$150,000+	8.9	5.7	1.56
Education	Less than high school	3.0	19.6	0.15

<b>Demographic</b>	<b>Stratum</b>	<b>Cluster Percent</b>	<b>Census Percent</b>	<b>Cluster: Census Ratio</b>
	High school graduate	14.9	28.6	0.52
	Some college	29.9	27.4	1.09
	College degree	31.5	15.5	2.03
	Post-graduate degree	20.7	8.9	2.33
Place of Residence	Non-metro resident	18.4	16.6	1.11
	Metro area resident	81.6	83.4	0.98

Note: Percent within each demographic group sums to 100. May not equal 100% exactly due to rounding. Gender, race, and age are 2005 Census estimates, all others from 2000 Census. Educational attainment for the NSRE and Census are for the population age 25 and older.

The “Eco-Community Investors” cluster is equally representative of men and women as compared to the US Census. This cluster also tends to be slightly more White and middle-aged, and its members are almost one and a half times more likely to be between the ages of 35 to 54 years old than the general population. Additionally, the “Eco-Community Investors” tend to have a high range annual family income – they are almost one and a half times more likely than the average American to have an annual family income of \$75,000 to \$99,999 and more than one and a half times more likely to make over \$100,000 per year. This cluster also appears to have a higher education level than the average American, they are twice as likely to have a college degree and almost two and a half times more likely to have a post-graduate degree.

Table 6.11: Socio-Demographic Characteristics for the Computer Junkies Cluster

<b>Demographic</b>	<b>Stratum</b>	<b>Cluster Percent</b>	<b>Census Percent</b>	<b>Cluster: Census Ratio</b>
Gender	Male	57.9	48.8	1.19
	Female	42.1	51.2	0.82
Race/ethnicity	White, Non-Hispanic	71.0	69.3	1.02
	Black, Non-Hispanic	16.2	11.8	1.37
	American Indian, Non-Hispanic	0.6	0.7	0.86
	Asian or Pacific Islander, Non-Hispanic	4.0	4.6	0.87
	Hispanic	8.2	13.5	0.61
Age	16-24	11.5	16.2	0.71
	25-34	15.7	17.2	0.91
	35-44	21.3	18.3	1.16

Demographic	Stratum	Cluster	Census	Cluster: Census Ratio
		Percent	Percent	
	45-54	19.6	18.6	1.05
	55-64	15.7	13.8	1.14
	65+	16.1	16.0	1.01
Annual family income	<\$15,000	1.6	10.1	0.16
	\$15,000-\$24,999	7.4	10.7	0.69
	\$25,000-\$49,999	27.4	29.1	0.94
	\$50,000-\$74,999	24.4	22.3	1.09
	\$75,000-\$99,999	16.9	12.5	1.35
	\$100,000-\$149,999	11.8	9.6	1.23
	\$150,000+	10.5	5.7	1.84
Education	Less than high school	2.3	19.6	0.12
	High school graduate	19.9	28.6	0.70
	Some college	28.0	27.4	1.02
	College degree	29.2	15.5	1.88
	Post-graduate degree	20.5	8.9	2.30
Place of Residence	Non-metro resident	10.6	16.6	0.64
	Metro area resident	89.4	83.4	1.07

Note: Percent within each demographic group sums to 100. May not equal 100% exactly due to rounding. Gender, race, and age are 2005 Census estimates, all others from 2000 Census. Educational attainment for the NSRE and Census are for the population age 25 and older.

The “Computer Junkies” cluster is over-represented by men (57.9%) in comparison to the US Census (48.8%) and is more likely to be black non-Hispanic than the general population. This cluster, in terms of age, also tends to be over 35 years old as its members are slightly more likely to fall into the age ranges over 35 than the general population. Additionally, the “Computer Junkies” tend to have a middle to high range annual family income (over \$50,000), and are almost twice as likely to have an annual family income over \$150,000 in comparison to the general population. This cluster also appears to have a higher education level than the average American, and they are also more than two times as likely to have a post-graduate degree.

Table 6.12: Socio-Demographic Characteristics for the Family Do Littles Cluster

<b>Demographic</b>	<b>Stratum</b>	<b>Cluster Percent</b>	<b>Census Percent</b>	<b>Cluster: Census Ratio</b>
Gender	Male	45.9	48.8	0.94
	Female	54.1	51.2	1.06
Race/ethnicity	White, Non-Hispanic	58.1	69.3	0.84
	Black, Non-Hispanic	14.2	11.8	1.20
	American Indian, Non-Hispanic	0.6	0.7	0.86
	Asian or Pacific Islander, Non-Hispanic	3.4	4.6	0.74
	Hispanic	23.8	13.5	1.76
Age	16-24	16.2	16.2	1.00
	25-34	17.1	17.2	0.99
	35-44	19.0	18.3	1.04
	45-54	20.3	18.6	1.09
	55-64	10.5	13.8	0.76
	65+	17.0	16.0	1.06
Annual family income	<\$15,000	21.4	10.1	2.12
	\$15,000-\$24,999	19.6	10.7	1.83
	\$25,000-\$49,999	36.7	29.1	1.26
	\$50,000-\$74,999	17.1	22.3	0.77
	\$75,000-\$99,999	3.1	12.5	0.25
	\$100,000-\$149,999	1.7	9.6	0.18
	\$150,000+	0.5	5.7	0.09
Education	Less than high school	29.0	19.6	1.48
	High school graduate	37.3	28.6	1.30
	Some college	22.5	27.4	0.82
	College degree	7.5	15.5	0.48
	Post-graduate degree	3.6	8.9	0.40
Place of Residence	Non-metro resident	21.9	16.6	1.32
	Metro area resident	78.1	83.4	0.94

Note: Percent within each demographic group sums to 100. May not equal 100% exactly due to rounding. Gender, race, and age are 2005 Census estimates, all others from 2000 Census. Educational attainment for the NSRE and Census are for the population age 25 and older.

The “Family Do Littles” cluster is slightly over-represented by women (54.1%) in comparison to the US Census (51.2%). This cluster is also over-represented by Black non-Hispanics, and is almost two times more likely than the general population to be Hispanic. Additionally, the “Family Do Littles” tend to have a low range annual family income, under \$25,000 and are more than twice as likely as the general population to have an income under \$15,000 annually. However, this cluster is not significantly different in terms of their age composition when compared to the general population. This cluster also appears to have a lower education level than the average American, and they are almost one and a half times more likely to have less than a high school education. This cluster also tends to reside more in non-metro areas.

Table 6.13: Socio-Demographic Characteristics for the Do It Yourselfers Cluster

Demographic	Stratum	Cluster	Census	Cluster: Census Ratio
		Percent	Percent	
Gender	Male	50.2	48.8	1.03
	Female	49.8	51.2	0.97
Race/ethnicity	White, Non-Hispanic	74.7	69.3	1.08
	Black, Non-Hispanic	9.3	11.8	0.79
	American Indian, Non-Hispanic	1.4	0.7	2.00
	Asian or Pacific Islander, Non-Hispanic	2.0	4.6	0.43
	Hispanic	12.7	13.5	0.94
Age	16-24	7.3	16.2	0.45
	25-34	10.8	17.2	0.63
	35-44	18.9	18.3	1.03
	45-54	19.6	18.6	1.05
	55-64	19.8	13.8	1.43
	65+	23.6	16.0	1.48
Annual family income	<\$15,000	12.2	10.1	1.21
	\$15,000-\$24,999	13.5	10.7	1.26
	\$25,000-\$49,999	39.2	29.1	1.35
	\$50,000-\$74,999	18.8	22.3	0.84
	\$75,000-\$99,999	10.1	12.5	0.81

Demographic	Stratum	Cluster	Census	Cluster:
		Percent	Percent	Census Ratio
	\$100,000-\$149,999	5.1	9.6	0.53
	\$150,000+	1.1	5.7	0.19
Education	Less than high school	18.2	19.6	0.93
	High school graduate	38.1	28.6	1.33
	Some college	26.8	27.4	0.98
	College degree	11.2	15.5	0.72
	Post-graduate degree	5.7	8.9	0.64
Place of Residence	Non-metro resident	27.4	16.6	1.65
	Metro area resident	72.6	83.4	0.87

Note: Percent within each demographic group sums to 100. May not equal 100% exactly due to rounding. Gender, race, and age are 2005 Census estimates, all others from 2000 Census. Educational attainment for the NSRE and Census are for the population age 25 and older.

The “Do It Yourselfers” cluster is slightly over-represented by men (50.2%) in comparison to the US Census (48.8%). This cluster is also slightly more white and twice as likely to be American Indian than the general population. This cluster, in terms of age, also tends to be older as its members are almost one and a half times more likely to be over 55 years old than the general population. Additionally, the “Do It Yourselfers” tend to have a low to middle range annual family income (\$15,000 to \$49,999). In terms of education, this cluster is over-represented by people reaching the level of being a high school graduate. This cluster is also over one and a half times more likely to reside in non-metro areas than the general population.