
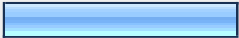
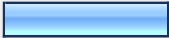







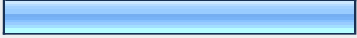













Perspectives on History and Perspectives Online Reader Survey 2008


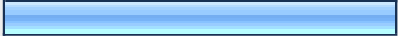

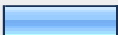
1. How long have you been a member of the AHA?			
		Response Percent	Response Count
Less than one year		10.2%	139
1–5 years		25.6%	350
5–10 years		17.8%	243
10–25 years		27.7%	378
More than 25 years		18.8%	257
		answered question	1366
		skipped question	11

2. What is your current employment status (if there is a category overlap, please choose the category that fits best)			
		Response Percent	Response Count
Student		6.5%	89
PhD Candidate		13.8%	189
K–12 Teacher		2.3%	31
Two-year college faculty		3.2%	44
Four-year college faculty		15.0%	205
University faculty		38.6%	528
Historical Society		0.7%	9
Government agency		2.3%	32
Library		1.4%	19
Business		1.3%	18
Museum		0.3%	4
Other		8.8%	120
Currently not employed		5.9%	80
		answered question	1367

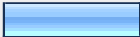
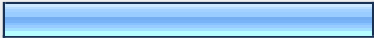
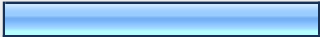

3. Which version of the AHA newsmagazine do you read? (Please select only one response)

		Response Percent	Response Count
Only the electronic version, Perspectives Online		1.8%	25
Only the print version, Perspectives on History		64.0%	881
The print version (Perspectives on History) as well as the electronic version		32.9%	453
I do not read any version of the newsmagazine		1.4%	19
		answered question	1377
		skipped question	0





4. When do you read Perspectives on History?

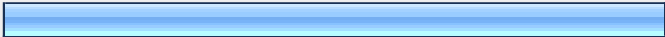
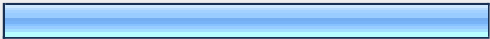
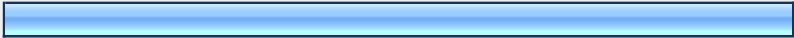
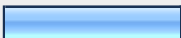
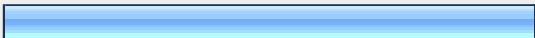
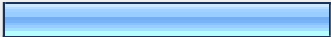
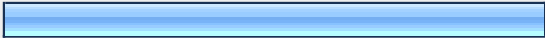
		Response Percent	Response Count
As soon as it arrives		35.7%	459
Within two weeks of arrival		43.1%	554
Within one month		8.9%	114
As needed		12.3%	158
		answered question	1285
		skipped question	92

5. On average, how much of the articles and features section (the nonadvertising matter) do you read in each issue?

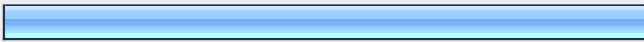
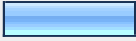
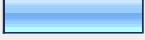
		Response Percent	Response Count
Virtually all of it		14.7%	189
More than half		40.6%	522
Less than half		34.7%	446
Less than a quarter		10.0%	128
		<i>answered question</i>	1285
		<i>skipped question</i>	92


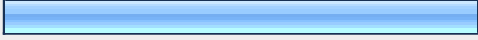

6. On average, how many people apart from yourself usually read your copy of Perspectives on History?

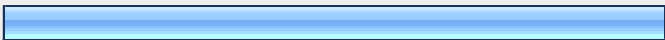
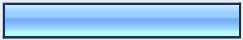

		Response Percent	Response Count
None		80.4%	1028
One		14.9%	190
Two or three		4.3%	55
Four or more		0.5%	6
		<i>answered question</i>	1279
		<i>skipped question</i>	98

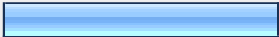

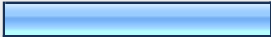
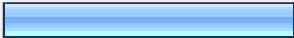
7. For which of the following reasons do you read Perspectives on History? (select all that apply)			
		Response Percent	Response Count
Professional development		73.1%	937
Job listings		53.3%	683
Keeping up with current developments in the discipline		87.2%	1118
Keeping up with developments in my special field		19.2%	246
Learning about new teaching methods		58.4%	749
Learning about new research methods		35.8%	459
Learning about the life and activities of other historians		59.6%	764
answered question			1282
skipped question			95



8. What is your level of satisfaction with the following aspects of the newsmagazine?							
	Extremely unsatisfactory	Poor	Average	Good	Excellent	Rating Average	Response Count
Content	0.5% (7)	1.9% (24)	19.0% (243)	60.6% (774)	18.0% (230)	3.94	1278
Writing quality	0.2% (3)	0.8% (10)	16.5% (211)	54.8% (699)	27.6% (352)	4.09	1275
Layout and design	0.4% (5)	5.4% (69)	34.2% (434)	47.3% (600)	12.7% (161)	3.66	1269
Job listings	0.8% (9)	4.1% (49)	24.6% (295)	50.6% (607)	19.9% (239)	3.85	1199
Coverage of profession	0.7% (9)	3.2% (40)	23.0% (292)	54.9% (696)	18.2% (231)	3.87	1268
answered question							1283
skipped question							94

9. Are you satisfied with the current content balance in Perspectives on History between news and information about AHA activities, general feature articles, and job advertisements?				
			Response Percent	Response Count
Yes			70.7%	904
No			14.3%	183
No opinion			14.9%	191
			answered question	1278
			skipped question	99

10. If the answer to the previous question is "No," what changes would you like to see?				
			Response Percent	Response Count
Increased coverage of AHA activities			6.7%	14
Greater space allocated to articles not related to the AHA			52.4%	110
Other (please specify)			41.0%	86
			answered question	210
			skipped question	1167

11. On average, how much time do you spend reading each issue of Perspectives on History?				
			Response Percent	Response Count
An hour or less			72.9%	934
Two to three hours			25.9%	332
Four or more hours			1.2%	15
			answered question	1281
			skipped question	96

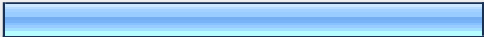
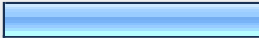
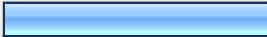
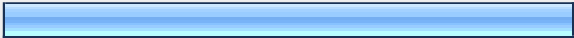
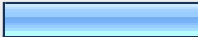
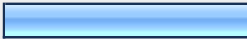
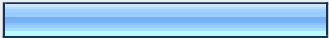
12. Which copies do you retain?			Response Percent	Response Count
All issues			30.1%	387
Special issues			8.7%	112
Specific articles			29.4%	377
None			31.8%	408
			<i>answered question</i>	1284
			<i>skipped question</i>	93

13. Do you use the table of contents (usually on page 1 and titled “In this issue . . .”) for navigating the contents of each issue?			Response Percent	Response Count
Yes			56.6%	722
No			43.4%	553
			<i>answered question</i>	1275
			<i>skipped question</i>	102

14. If the answer to the previous question is “Yes,” would you like to see more details about the contents in each issue with a capsule description of each item in the table of contents?			Response Percent	Response Count
Yes, I would like to see more details about the articles in the issue on the contents page			34.9%	266
No, the existing outline form of the contents is fine			65.1%	497
			<i>answered question</i>	763
			<i>skipped question</i>	614



15. How often do you read articles in the following columns and sections




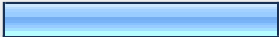
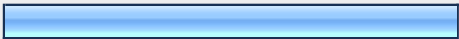
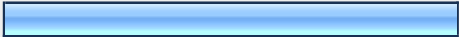

	Never	Rarely	Sometimes	Usually	Always	Rating Average	Response Count
From the President	4.0% (51)	18.5% (234)	35.8% (452)	28.1% (354)	13.5% (171)	3.29	1262
From the Executive Director	6.3% (79)	27.7% (348)	36.7% (461)	21.4% (269)	8.0% (100)	2.97	1257
Ads for books, fellowships, etc.	2.6% (33)	11.8% (148)	32.5% (407)	35.8% (448)	17.3% (217)	3.53	1253
Coalition Column	14.6% (180)	36.1% (445)	32.0% (395)	12.7% (157)	4.5% (56)	2.57	1233
Employment Information (job listings)	6.7% (84)	15.7% (197)	20.5% (257)	27.9% (351)	29.2% (367)	3.57	1256
Film and History	3.8% (48)	18.6% (235)	34.4% (435)	29.8% (377)	13.4% (170)	3.31	1265
In Memoriam (obituaries)	3.9% (50)	12.9% (164)	31.6% (400)	32.0% (405)	19.6% (248)	3.50	1267
Members	4.4% (54)	21.5% (265)	40.3% (496)	25.8% (317)	8.0% (98)	3.11	1230
News	0.6% (7)	5.2% (65)	32.9% (412)	44.0% (551)	17.4% (218)	3.72	1253
Professional Issues	0.5% (6)	3.7% (47)	30.2% (383)	46.1% (584)	19.5% (247)	3.80	1267
Public History	6.6% (83)	25.2% (318)	36.0% (454)	23.3% (293)	8.9% (112)	3.03	1260
Teaching	2.5% (32)	7.6% (95)	30.0% (377)	38.3% (482)	21.6% (271)	3.69	1257
Technology	2.6% (33)	16.5% (207)	38.5% (482)	31.3% (392)	11.0% (138)	3.32	1252
Viewpoints	1.3% (16)	8.8% (111)	37.3% (469)	40.0% (504)	12.6% (159)	3.54	1259
Back-of-the-book listings for meetings, fellowships, and so on	3.5% (44)	16.2% (204)	27.9% (353)	28.9% (365)	23.5% (297)	3.53	1263
	answered question						1279
	skipped question						98

16. In which of the following categories would you like to see more articles? Check all that apply			Response Percent	Response Count
Teaching			52.9%	599
Film and History			28.1%	318
Technology			28.9%	328
Professional Issues			62.8%	712
Public History			21.2%	240
Viewpoints			27.1%	307
News			35.5%	402
		Other (please specify)		106
		answered question		1133
		skipped question		244

17. If there are features that you would like to see in Perspectives on History that are not already there, what would they be?			Response Count
			201
		answered question	201
		skipped question	1176

18. Briefly tell us how we can improve Perspectives on History			Response Count
			278
		answered question	278
		skipped question	1099

19. Do you also sometimes read Perspectives Online, the electronic version of the newsmagazine?			
		Response Percent	Response Count
No, I never read Perspectives Online		60.6%	781
Yes, I read or use Perspectives Online as well, in addition to the print magazine		39.4%	507
<i>answered question</i>			1288
<i>skipped question</i>			89



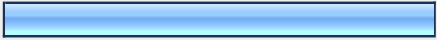


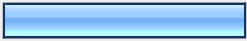

20. For which of the following reasons do you read Perspectives Online? (select all that apply)			
		Response Percent	Response Count
Professional development		75.0%	15
Job listings		55.0%	11
Keeping up with current developments in the discipline		80.0%	16
Keeping up with developments in my special field		30.0%	6
Learning about new teaching methods		50.0%	10
Learning about new research methods		50.0%	10
Learning about life and activities of other historians		35.0%	7
<i>answered question</i>			20
<i>skipped question</i>			1357

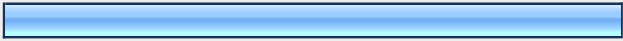


21. On average, how much time do you spend reading Perspectives Online?			Response Percent	Response Count
An hour or less			65.0%	13
Two to three hours			35.0%	7
Four or more hours			0.0%	0
	<i>answered question</i>			20
	<i>skipped question</i>			1357



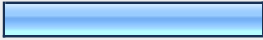
22. Would you like to see a capsule description of each item in the table of contents for an issue of Perspectives Online?			Response Percent	Response Count
Yes, I would like to see more details about the articles in the issue on the contents page			78.9%	15
No, the existing outline form of the contents is fine			21.1%	4
	<i>answered question</i>			19
	<i>skipped question</i>			1358


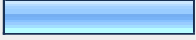

23. How often do you read articles in the following columns and sections


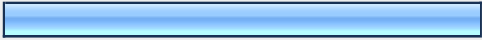
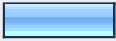


	Never	Rarely	Sometimes	Usually	Always	Rating Average	Response Count
From the President	0.0% (0)	38.9% (7)	33.3% (6)	22.2% (4)	5.6% (1)	2.94	18
From the Executive Director	5.9% (1)	41.2% (7)	35.3% (6)	11.8% (2)	5.9% (1)	2.71	17
Coalition Column	0.0% (0)	47.1% (8)	35.3% (6)	11.8% (2)	5.9% (1)	2.76	17
Film and History	0.0% (0)	5.6% (1)	50.0% (9)	44.4% (8)	0.0% (0)	3.39	18
In Memoriam (obituaries)	25.0% (5)	20.0% (4)	35.0% (7)	15.0% (3)	5.0% (1)	2.55	20
Members	0.0% (0)	38.9% (7)	38.9% (7)	16.7% (3)	5.6% (1)	2.89	18
News	0.0% (0)	6.3% (1)	43.8% (7)	43.8% (7)	6.3% (1)	3.50	16
Professional Issues	5.3% (1)	0.0% (0)	36.8% (7)	52.6% (10)	5.3% (1)	3.53	19
Public History	0.0% (0)	33.3% (6)	38.9% (7)	22.2% (4)	5.6% (1)	3.00	18
Teaching	0.0% (0)	21.1% (4)	42.1% (8)	31.6% (6)	5.3% (1)	3.21	19
Technology	0.0% (0)	17.6% (3)	35.3% (6)	29.4% (5)	17.6% (3)	3.47	17
Viewpoints	0.0% (0)	11.1% (2)	50.0% (9)	27.8% (5)	11.1% (2)	3.39	18
	<i>answered question</i>						20
	<i>skipped question</i>						1357

24. In which of the following categories would you like to see more articles? Check all that apply			Response Percent	Response Count
Teaching			36.8%	7
Film and History			31.6%	6
Technology			47.4%	9
Professional Issues			47.4%	9
Public History			26.3%	5
Viewpoints			26.3%	5
News			31.6%	6
		Other (please specify)		2
		answered question		19
		skipped question		1358



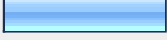
25. Do you prefer reading articles in the print version of Perspectives on History or do you prefer reading the articles online when they appear in Perspectives Online?			Response Percent	Response Count
Prefer reading the print version			68.1%	356
Prefer reading online version			6.3%	33
No preference			25.6%	134
		answered question		523
		skipped question		854

26. Do you read the online articles on screen or do you print out articles for reading later?			Response Percent	Response Count
Online only			66.1%	334
Print out and read later			5.3%	27
Both online and print out and read			28.5%	144
			answered question	505
			skipped question	872

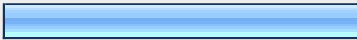
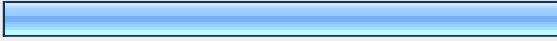
27. When do you read Perspectives Online?			Response Percent	Response Count
As soon as I know that it has been published on the Web			23.8%	123
Within one month of publication online			20.7%	107
As needed			55.4%	286
			answered question	516
			skipped question	861

28. What are the aspects of Perspectives Online that you like? (check all that apply)			Response Percent	Response Count
Convenience			75.8%	375
Searchability			52.5%	260
Ease of reading			11.9%	59
Accessibility			53.5%	265
Ease of printing copies			18.2%	90
			answered question	495
			skipped question	882

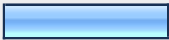
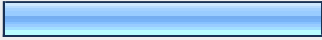
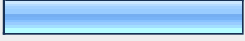
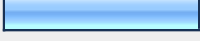
29. Do you like receiving the monthly e-mail message that alerts you to the publication of the latest issue of Perspectives Online?

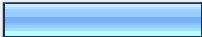
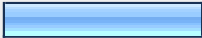
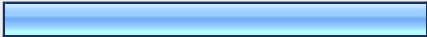
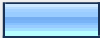
		Response Percent	Response Count
Yes		75.0%	386
No		7.4%	38
No opinion		17.7%	91
<i>answered question</i>			515
<i>skipped question</i>			862

30. Are you aware that the AHA's blog, AHA Today, posts a notice every month, alerting readers to the publication on the Web of the latest issue of Perspectives Online?

		Response Percent	Response Count
Yes		38.9%	201
No		61.1%	316
<i>answered question</i>			517
<i>skipped question</i>			860

31. Would you like to see articles exclusively written for and published only in Perspectives Online (that is, not previously printed in Perspectives on History)?

		Response Percent	Response Count
Yes		17.8%	93
No		34.9%	182
Not sure		26.1%	136
No opinion		21.3%	111
<i>answered question</i>			522
<i>skipped question</i>			855

32. Would you contribute essays to be considered for publication only in Perspectives Online?			Response Percent	Response Count
Yes			21.7%	113
No			21.5%	112
Maybe			46.6%	243
No opinion			10.2%	53
			<i>answered question</i>	521
			<i>skipped question</i>	856

33. Briefly tell us how Perspectives Online may be improved		Response Count
		92
		<i>answered question</i>
		92
		<i>skipped question</i>
		1285

34. If you would like to be entered into the draw for a free membership, please enter your e-mail address here:		Response Count
		873
		<i>answered question</i>
		873
		<i>skipped question</i>
		504