

ehp

Journal of the National Institute of Environmental Health Sciences

Reader Profile

Based on a survey conducted by
Lewis & Clark Research



ehponline.org

Environmental Health
P E R S P E C T I V E S



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Lewis & Clark Research

June 20, 2003

To Whom It May Concern:

In March 2003, *Environmental Health Perspectives (EHP)* retained Lewis & Clark Research, an independent research organization, to conduct a survey of *EHP* readers. A questionnaire was mailed first-class to 1,250 *Environmental Health Perspectives* readers, accompanied by a business-reply envelope and a \$1 incentive. An additional 750 internet-only subscribers received an e-mail invitation with a link to an online version of the same questionnaire

All returned surveys were sent directly to Lewis & Clark. A total of 551 usable returns were received. The final usable response rate for this survey was 28%.

Summary:

Sample size	2000
Total returns	569
RESPONSE RATE	28 %

All tabulations, percentages, and other calculations were compiled by Lewis & Clark in accordance with established research standards.

Sincerely,

Lewis Copulsky
President/Research Director

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READERSHIP SUMMARY

- *Environmental Health Perspectives (EHP)* goes to 7,600 professionals in major companies and organizations in 191 countries. With a pass-along of three readers, more than 30,000 read *EHP* each month.
- Professionals read *Environmental Health Perspectives* primarily to keep up to date in their work; a majority (71%) indicate that *EHP* is their primary resource.
- Readers find professional magazines and journals to be their most valuable source of information on environmental health; almost all (98%) feel it is important that these publications be peer-reviewed.
- *EHP* is preferred by a four-to-one margin over the next leading environmental health publication.
- Two-fifths (40%) of readers indicate that seeing an advertisement in *EHP* increases their trust in the advertiser.
- Most readers (70%) play a role in purchasing decisions, with 25% making independent decisions.
- Average annual budget for purchase of equipment and supplies is close to \$300,000 per reader organization, with aggregate readership buying power of over \$1.5 billion.
- Average sales revenue or operating budget of readers' organizations is \$140 million.
- Average employee size of readers' organizations is close to 500 employees.
- Readers are well-educated and experienced, with 83% holding at least a master's degree and averaging 9 years' experience in their specialty area.



CIRCULATION SUMMARY

(as of May 2003)

Paid	3,646
Controlled (requested and complimentary).....	3,980
Total average monthly distribution	7,626
Pass-along	3x
Total average monthly readership*	30,504

* NOTE: Selected *EHP* articles are translated into Chinese and published quarterly. Distribution is to approximately 34,000 readers in the People's Republic of China and other Chinese-language countries.



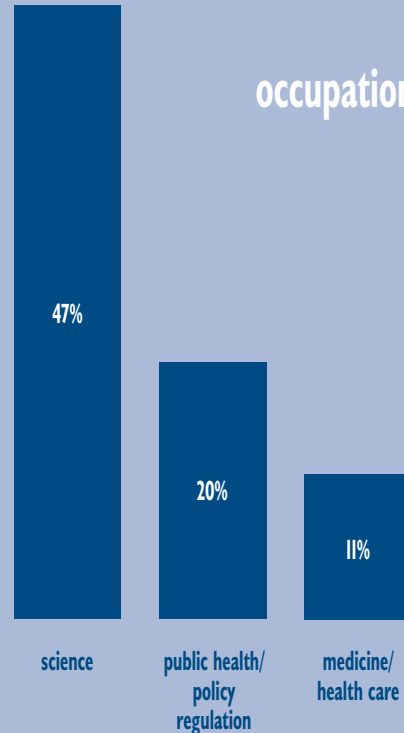
OCCUPATIONS

All readers share a common interest and involvement in environmental health. Readers fall into the broad categories of science, public health/policy regulation, medicine/health care.

More specific occupational areas described by readers include:

- Biology
- Biophysics
- Chemistry
- Clinical research
- Clinical medicine
- Consulting
- Ecology
- Ecotoxicology
- Education
- Engineering
- Environmental compliance
- Environmental health education
- Environmental hygiene
- Environmental policy
- Environmental science
- Epidemiology
- Exposure assessment
- Immunology
- Industrial hygiene
- Medical research
- Occupational health
- Pathology
- Pediatrics
- Pharmacology
- Preclinical development
- Public health
- Risk assessment
- Statistics
- Toxicology
- Veterinary

occupations



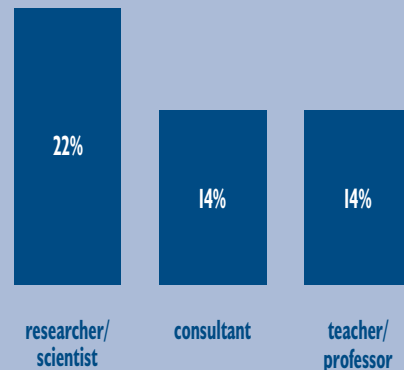
JOB TITLES

Top titles cited by readers include researcher/scientist, consultant, teacher/professor.

Formal titles of readers include a wide range of scientists, clinicians, educators, and senior managers involved in environmental health.

- Analyst
- CEO
- Consultant
- Corporate medical director
- Director
- Engineer
- Environmental manager
- Epidemiologist
- Health official
- Health policy advisor
- Industrial hygienist
- Information scientist
- Information specialist
- Information technology manager
- Manager
- Medical doctor
- Nurse/nurse practitioner
- Policy analyst
- Professor
- Program director
- Public health professional
- Researcher
- Scientist
- Statistician
- Teacher

job titles





COMPANIES/ORGANIZATIONS

Type

Readers work in major medical/educational institutions, government/public health/non-profit agencies and organizations, consulting firms, and manufacturing and research laboratories.

Specific organization types mentioned include:

- Biopharmaceutical
- Biotech
- Chemical
- Consumer products
- Environmental consulting and inspection
- Food and beverage
- Government agency
- Government laboratory
- Medical school
- Medical laboratory
- Non-profit agency and laboratory
- Research institute
- Petrochemical
- Pharmaceutical
- Private medical practice
- Public health school
- Public utility
- University

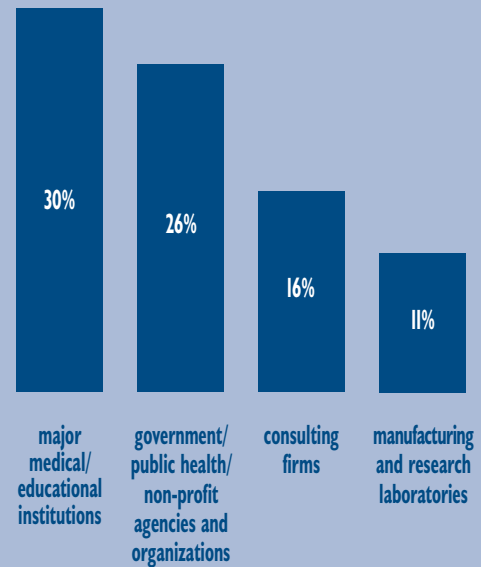
Employment Size

Readers work in organizations averaging 465 employees. 31% are in organizations with more than 1,000 employees.

Operating/Revenue Budget

Average sales revenue or operating budget of reader organizations is \$140 million; 14% are over \$500 million in size.

company/ organization types

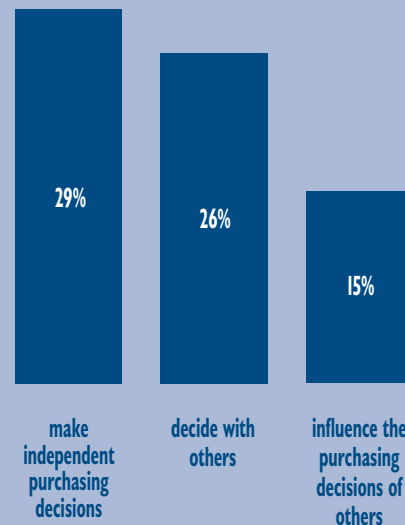


PURCHASING INVOLVEMENT

70% of readers are involved in purchasing.



purchasing involvement





EQUIPMENT/SUPPLIES BUDGET

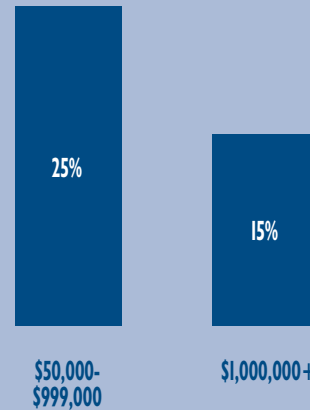
The average annual budget for laboratory and office equipment and supplies in readers' organizations is \$284,000.

Based on 70% involvement and \$284,000 average budget, total EHP reader buying power is \$1.52 billion.

Major categories of equipment, supplies, and services purchased include:

- Laboratory equipment and materials
- Analytical laboratory services
- Field sampling equipment and supplies
- Lab animals
- Medical supplies
- Computer hardware/software
- Computer peripherals
- Networking systems/internet/intranet
- Publications/training materials
- Conference participation
- Research services
- CRO services
- Consulting services
- Engineering services
- Satellite imagery data

annual budget for equipment and supplies



EDUCATION/WORK EXPERIENCE

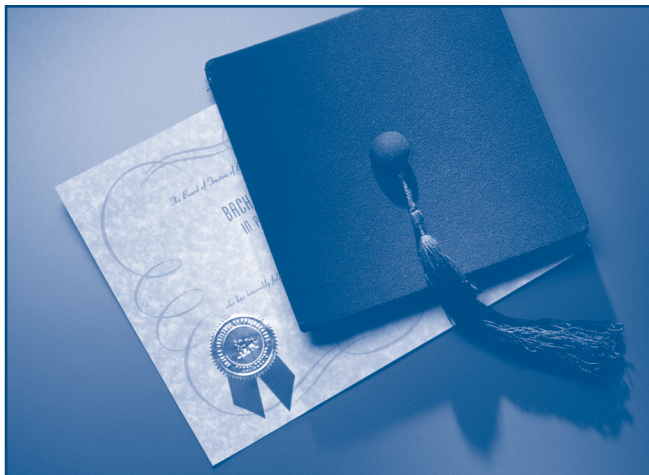
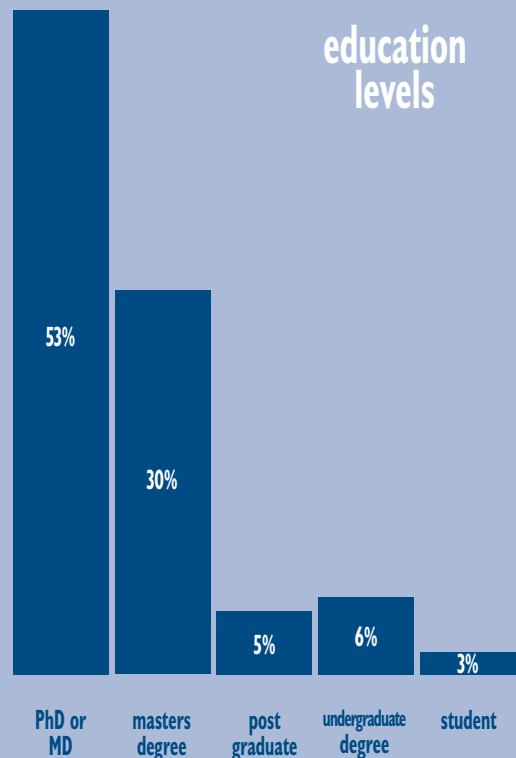
Education

A majority of readers (83%) hold an advanced degree.

Work Experience

Readers have an average of 9 years' experience in their specialty area, with 65% having more than 10 years' experience.

education levels





READABILITY/USABILITY/VALUE

- *Environmental Health Perspectives* is preferred four-to-one over the next leading environmental health publication.
- 71% use *EHP* as their primary source of information for keeping up to date in their work.
- Readers have been receiving *EHP* for an average of three years.
- 94% regularly read some, most, or all of each issue.
- Almost all readers feel that *EHP* does at least an adequate job of meeting their needs, and 75% feel it meets their needs “well” or “very well.”
- 85% find professional magazines and journals to be their most valuable source of information on environmental health; almost all (98%) feel it is important that these publications be peer-reviewed, as *EHP* is.
- 85% rate specific *EHP* traits as “good” or “excellent.”
- 92% value *EHP* as much as or more than other publications subscribed to.
- 40% trust advertisers more because of their association with *EHP*.
- 89% rate *EHP* “good” or “excellent” in overall impression.
- Close to two-thirds (64%) typically access the *EHP* website at least monthly.
- **ehponline.org** is the most used and most useful environmental health website by a two-to-one margin.



For additional copies of this report or more information about *EHP*, contact:

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