

WHA 2005 Membership Survey

Part I: Demographics

A. Year of Birth

	Year of Birth	
	Count	%
1914	2	.3%
1915	2	.3%
1917	1	.1%
1918	5	.7%
1920	3	.4%
1921	5	.7%
1922	6	.8%
1923	4	.5%
1924	5	.7%
1925	8	1.0%
1926	8	1.0%
1927	6	.8%
1928	7	.9%
1929	6	.8%
1930	17	2.2%
1931	11	1.4%
1932	8	1.0%
1933	12	1.6%
1934	13	1.7%
1935	14	1.8%
1936	12	1.6%
1937	12	1.6%
1938	23	3.0%
1939	15	2.0%
1940	15	2.0%
1941	15	2.0%
1942	23	3.0%
1943	26	3.4%
1944	17	2.2%
1945	33	4.3%
1946	29	3.8%
1947	19	2.5%
1948	20	2.6%
1949	19	2.5%
1950	16	2.1%
1951	19	2.5%
1952	15	2.0%
1953	11	1.4%

1954	12	1.6%
1955	17	2.2%
1956	9	1.2%
1957	19	2.5%
1958	11	1.4%
1959	13	1.7%
1960	7	.9%
1961	10	1.3%
1962	8	1.0%
1963	15	2.0%
1964	12	1.6%
1965	14	1.8%
1966	9	1.2%
1967	13	1.7%
1968	10	1.3%
1969	9	1.2%
1970	13	1.7%
1971	7	.9%
1972	12	1.6%
1973	9	1.2%
1974	8	1.0%
1975	10	1.3%
1976	5	.7%
1977	3	.4%
1978	4	.5%
1980	3	.4%
1981	3	.4%
NA	16	2.1%
Total	763	100.0%

B. Sex/Gender

	Sex/Gender	
	Count	%
male	521	68.3%
female	236	30.9%
NA	6	.8%
Total	763	100.0%

C. Race/Ethnic Origin

	Race/Ethnicity	
	Count	%
African American	5	.7%
American	5	.7%
American Indian/Native American	10	1.3%
Anglo	31	4.1%
Anglo w/ethnic description	8	1.0%
Asian	1	.1%
Asian American	1	.1%
British American	1	.1%
Caucasian	206	27.0%
Caucasian w/ethnic description	21	2.8%
Chicana/o	6	.8%
English	2	.3%
Eurasian	1	.1%
European	6	.8%
European American	24	3.1%
European w/ethnic description	24	3.1%
Finnish	1	.1%
French Canadian	1	.1%
French Canadian/Metis	1	.1%
German	1	.1%
Hispanic	3	.4%
Human	7	.9%
Jewish	3	.4%
Latina/o	2	.3%
Mexican American	7	.9%
Mixed	6	.8%
WASP	6	.8%
White	256	33.6%
White w/ethnic description	52	6.8%
Commentary	6	.8%
NA	59	7.7%
Total	763	100.0%

D. State/Province of Residence

	Place of Residence	
	Count	%
AL	3	.4%
AK	11	1.4%
AR	6	.8%
AZ	46	6.0%
CA	120	15.7%
CO	49	6.4%
CT	6	.8%
FL	9	1.2%
GA	7	.9%
IA	9	1.2%
ID	11	1.4%
IL	14	1.8%
IN	12	1.6%
KS	14	1.8%
KY	1	.1%
LA	3	.4%
MA	4	.5%
MD	9	1.2%
ME	3	.4%
MI	7	.9%
MN	17	2.2%
MO	16	2.1%
MS	6	.8%
MT	14	1.8%
NC	5	.7%
ND	4	.5%
NE	15	2.0%
NH	2	.3%
NJ	1	.1%
NM	39	5.1%
NV	9	1.2%
NY	11	1.4%
OH	6	.8%
OK	27	3.5%
OR	22	2.9%
PA	7	.9%
RI	3	.4%
SC	2	.3%
SD	3	.4%
TN	7	.9%
TX	50	6.6%
UT	28	3.7%
VA	16	2.1%

VT	4	.5%
WA	29	3.8%
WI	18	2.4%
WY	11	1.4%
Canada	9	1.2%
Finland	1	.1%
USA	6	.8%
GreatPlains	1	.1%
Northwest	1	.1%
blank	29	3.8%
Total	763	100.0%

E. Educational Level Completed

	Educational Level Completed	
	Count	%
High School	9	1.2%
B.A./B.S.	57	7.5%
M.A./M.S./M.F.A.	160	21.0%
Doctoral Candidate/ABD	64	8.4%
Ph.D.	423	55.4%
J.D. or M.D.	32	4.2%
Ed.Doc.	3	.4%
other	12	1.6%
blank	3	.4%
Total	763	100.0%

F. Principal Occupation

	Principal Occupation	
	Count	%
Archivist	36	4.7%
BLM	2	.3%
Business/Industry	17	2.2%
University Admin	7	.9%
Editor/Publisher	15	2.0%
Faculty, 4yr	258	33.8%
Faculty, EI, Mid, HighSch	17	2.2%
Faculty, 2 yr	40	5.2%
Independent	59	7.7%
Museum/Sites	25	3.3%
NPS	12	1.6%
Other Gov.	22	2.9%
Private Fnd./NPO	9	1.2%

Research Ctr.	3	.4%
Retired	153	20.1%
State/Local	5	.7%
Student-MA	9	1.2%
Student-Ph.D.	47	6.2%
Other	24	3.1%
Blank	3	.4%
Total	763	100.0%

G. Areas of Interest, Geographic

First Choice

	Geographic Area of Interest 1	
	Count	%
Americas	12	1.6%
South and Central America	1	.1%
Canada	7	.9%
Mexico	3	.4%
Pacific, inc. Alaska and Hawaii	8	1.0%
American West	356	46.7%
United States	106	13.9%
US Midwest/Plains	37	4.8%
US Mountain West	36	4.7%
US Northeast	4	.5%
US Old Northwest	4	.5%
US Pacific Northwest	19	2.5%
US South/Southeast	7	.9%
US Southwest	59	7.7%
Other	17	2.2%
blank	6	.8%
unranked response	81	10.6%
Total	763	100.0%

Second Choice

	Geographic Area of Interest 2	
	Count	%
Americas	4	.5%
South and Central America	2	.3%

Canada	7	.9%
Mexico	11	1.4%
Pacific, inc. Alaska and Hawaii	14	1.8%
American West	190	24.9%
United States	89	11.7%
US Midwest/Plains	48	6.3%
US Mountain West	81	10.6%
US Northeast	6	.8%
US Old Northwest	16	2.1%
US Pacific Northwest	33	4.3%
US South/Southeast	13	1.7%
US Southwest	86	11.3%
Other	15	2.0%
blank	65	8.5%
unranked response	83	10.9%
Total	763	100.0%

Third Choice

	Geographic Area of Interest 3	
	Count	%
Americas	19	2.5%
South and Central America	4	.5%
Canada	20	2.6%
Mexico	24	3.1%
Pacific, inc. Alaska and Hawaii	14	1.8%
American West	63	8.3%
United States	77	10.1%
US Midwest/Plains	65	8.5%
US Mountain West	93	12.2%
US Northeast	6	.8%
US Old Northwest	15	2.0%
US Pacific Northwest	36	4.7%
US South/Southeast	15	2.0%
US Southwest	66	8.7%
Other	11	1.4%
blank	168	22.0%
unranked response	67	8.8%
Total	763	100.0%

Fourth Choice

	Geographic Area of Interest 4	
	Count	%
Americas	15	2.0%
South and Central America	4	.5%
Canada	26	3.4%
Mexico	21	2.8%
Pacific, inc. Alaska and Hawaii	11	1.4%
American West	13	1.7%
United States	43	5.6%
US Midwest/Plains	33	4.3%
US Mountain West	65	8.5%
US Northeast	6	.8%
US Old Northwest	18	2.4%
US Pacific Northwest	35	4.6%
US South/Southeast	11	1.4%
US Southwest	56	7.3%
Other	9	1.2%
blank	351	46.0%
unranked response	46	6.0%
Total	763	100.0%

Fifth Choice

	Geographic Area of Interest 5	
	Count	%
Americas	17	2.2%
South and Central America	6	.8%
Canada	11	1.4%
Mexico	17	2.2%
Pacific, inc. Alaska and Hawaii	15	2.0%
American West	1	.1%
United States	22	2.9%
US Midwest/Plains	24	3.1%
US Mountain West	24	3.1%
US Northeast	7	.9%
US Old Northwest	10	1.3%
US Pacific Northwest	32	4.2%
US South/Southeast	7	.9%

US Southwest	27	3.5%
Other	5	.7%
blank	508	66.6%
unranked response	30	3.9%
Total	763	100.0%

H. Area of Interest, Topical

First Choice

	Topical Area of Interest	
	Count	%
African American	7	.9%
Agriculture	27	3.5%
Architecture	6	.8%
Archives/Bibliography	6	.8%
Art	8	1.0%
Biography	15	2.0%
Borderlands	30	3.9%
Business/Economics	1	.1%
Canadian	3	.4%
Colonial/Colonialism	9	1.2%
Comparative Legal/Const	6	.8%
Cultural/Intellectual	18	2.4%
Demography/Quantification	3	.4%
Environment	55	7.2%
Ethnohistory/Ethnology	13	1.7%
Exploration	23	3.0%
Foreign Relations	3	.4%
Frontier	51	6.7%
Fur Trade/Hunting	13	1.7%
Gender & Sexuality	9	1.2%
Historic Preservation	8	1.0%
Historiography	5	.7%
Immigration	13	1.7%
Labor/Class	12	1.6%
Latino/a/Chicano/a	6	.8%
Lit/Arts	5	.7%
Method/Theory	1	.1%
Military/Exploration	41	5.4%
National Parks	7	.9%
Native American/First Nations	100	13.1%
Political	20	2.6%

Pop Culture/Media	8	1.0%
Public History	14	1.8%
Regionalism	9	1.2%
Religion	13	1.7%
Science/Tech/Ind	6	.8%
Social	21	2.8%
State and Local	13	1.7%
Tourism	2	.3%
Transportation	7	.9%
Urban/Community	7	.9%
Violence	2	.3%
Women	28	3.7%
Other	33	4.3%
Blank	6	.8%
unranked response	70	9.2%
Total	763	100.0%

Second Choice

	Topical Area of Interest	
	Count	%
African American	7	.9%
Agriculture	19	2.5%
Architecture	7	.9%
Archives/Bibliography	5	.7%
Art	6	.8%
Asian American	3	.4%
Biography	21	2.8%
Borderlands	19	2.5%
Business/Economics	7	.9%
Canadian	3	.4%
Colonial/Colonialism	16	2.1%
Comparative Legal/Const	5	.7%
Cultural/Intellectual	27	3.5%
Demography/Quantification	4	.5%
Environment	33	4.3%
Ethnohistory/Ethnology	27	3.5%
Exploration	13	1.7%
Foreign Relations	2	.3%
Frontier	47	6.2%
Fur Trade/Hunting	15	2.0%
Gender & Sexuality	12	1.6%
Historic Preservation	14	1.8%
Historiography	3	.4%

Immigration	15	2.0%
Labor/Class	12	1.6%
Latino/a/Chicano/a	7	.9%
Lit/Arts	11	1.4%
Method/Theory	3	.4%
Military/Exploration	30	3.9%
National Parks	13	1.7%
Native American/First Nations	54	7.1%
Oral History	10	1.3%
Political	18	2.4%
Pop Culture/Media	11	1.4%
Public History	20	2.6%
Regionalism	13	1.7%
Religion	13	1.7%
Science/Tech/Ind	9	1.2%
Social	17	2.2%
State and Local	25	3.3%
Tourism	5	.7%
Transportation	5	.7%
Urban/Community	16	2.1%
Violence	8	1.0%
Women	23	3.0%
Other	16	2.1%
Blank	23	3.0%
unranked response	71	9.3%
Total	763	100.0%

Third Choice

	Topical Area of Interest 3	
	Count	%
African American	4	.5%
Agriculture	22	2.9%
Architecture	5	.7%
Archives/Bibliography	5	.7%
Art	4	.5%
Asian American	3	.4%
Biography	18	2.4%
Borderlands	19	2.5%
Business/Economics	7	.9%
Canadian	5	.7%
Colonial/Colonialism	17	2.2%
Comparative Legal/Const	6	.8%
Cultural/Intellectual	22	2.9%

Demography/Quantification	2	.3%
Environment	37	4.8%
Ethnohistory/Ethnology	25	3.3%
Exploration	19	2.5%
Foreign Relations	5	.7%
Frontier	39	5.1%
Fur Trade/Hunting	19	2.5%
Gender & Sexuality	15	2.0%
Historic Preservation	15	2.0%
Historiography	4	.5%
Immigration	16	2.1%
Labor/Class	11	1.4%
Latino/a/Chicano/a	6	.8%
Lit/Arts	8	1.0%
Method/Theory	4	.5%
Military/Exploration	30	3.9%
National Parks	11	1.4%
Native American/First Nations	46	6.0%
Oral History	7	.9%
Political	18	2.4%
Pop Culture/Media	11	1.4%
Public History	19	2.5%
Regionalism	13	1.7%
Religion	13	1.7%
Science/Tech/Ind	8	1.0%
Social	21	2.8%
State and Local	28	3.7%
Tourism	6	.8%
Transportation	9	1.2%
Urban/Community	14	1.8%
Violence	5	.7%
Women	24	3.1%
Other	10	1.3%
Blank	39	5.1%
unranked response	69	9.0%
Total	763	100.0%

Fourth Choice

	Topical Area of Interest 4	
	Count	%
African American	3	.4%
Agriculture	16	2.1%

Architecture	5	.7%
Archives/Bibliography	4	.5%
Art	2	.3%
Asian American	3	.4%
Biography	19	2.5%
Borderlands	23	3.0%
Business/Economics	7	.9%
Canadian	10	1.3%
Colonial/Colonialism	12	1.6%
Comparative Legal/Const	3	.4%
Cultural/Intellectual	28	3.7%
Environment	27	3.5%
Ethnohistory/Ethnology	13	1.7%
Exploration	12	1.6%
Foreign Relations	5	.7%
Frontier	39	5.1%
Fur Trade/Hunting	19	2.5%
Gender & Sexuality	11	1.4%
Historic Preservation	16	2.1%
Historiography	12	1.6%
Immigration	16	2.1%
Labor/Class	12	1.6%
Latino/a/Chicano/a	12	1.6%
Lit/Arts	13	1.7%
Method/Theory	9	1.2%
Military/Exploration	21	2.8%
National Parks	14	1.8%
Native American/First Nations	29	3.8%
Oral History	13	1.7%
Political	15	2.0%
Pop Culture/Media	14	1.8%
Public History	15	2.0%
Regionalism	19	2.5%
Religion	9	1.2%
Science/Tech/Ind	8	1.0%
Social	24	3.1%
State and Local	20	2.6%
Tourism	18	2.4%
Transportation	6	.8%
Urban/Community	10	1.3%
Violence	5	.7%
Women	9	1.2%
Other	13	1.7%
Blank	88	11.5%
unranked response	62	8.1%
Total	763	100.0%

Fifth Choice

	Topical Area of Interest 5	
	Count	%
African American	6	.8%
Agriculture	8	1.0%
Architecture	2	.3%
Archives/Bibliography	11	1.4%
Art	9	1.2%
Asian American	6	.8%
Biography	22	2.9%
Borderlands	19	2.5%
Business/Economics	7	.9%
Canadian	16	2.1%
Colonial/Colonialism	6	.8%
Comparative Legal/Const	1	.1%
Cultural/Intellectual	14	1.8%
Environment	23	3.0%
Ethnohistory/Ethnology	16	2.1%
Exploration	17	2.2%
Foreign Relations	3	.4%
Frontier	30	3.9%
Fur Trade/Hunting	12	1.6%
Gender & Sexuality	1	.1%
Historic Preservation	22	2.9%
Historiography	12	1.6%
Immigration	9	1.2%
Labor/Class	5	.7%
Latino/a/Chicano/a	9	1.2%
Lit/Arts	6	.8%
Method/Theory	9	1.2%
Military/Exploration	15	2.0%
National Parks	13	1.7%
Native American/First Nations	22	2.9%
Oral History	10	1.3%
Political	16	2.1%
Pop Culture/Media	20	2.6%
Public History	13	1.7%
Regionalism	17	2.2%
Religion	7	.9%
Science/Tech/Ind	5	.7%
Social	18	2.4%
State and Local	24	3.1%

Tourism	8	1.0%
Transportation	9	1.2%
Urban/Community	11	1.4%
Violence	1	.1%
Women	13	1.7%
Other	7	.9%
Blank	178	23.3%
unranked response	55	7.2%
Total	763	100.0%

I. Period of Primary Interest

	Period of Primary Interest	
	Count	%
pre-16th	3	.4%
16th-18th	22	2.9%
18-19th	139	18.2%
19th	150	19.7%
19th-20th	341	44.7%
20th-Present	94	12.3%
All Time Periods	7	.9%
Blank	7	.9%
Total	763	100.0%

J. Professional Self-Identification

	Professional Self-Identification	
	Count	%
Primarily a WH	284	37.2%
Not a WH/WH is central to work	259	33.9%
Not a WH/Interested in WH	94	12.3%
Not primarily a historian/Personal Interest	116	15.2%
Blank	10	1.3%
Total	763	100.0%

K. Years Membership in WHA

	Years of Membership	
	Count	%
1 yr	64	8.4%
2-5 yrs	169	22.1%
6-10 yrs	125	16.4%
11-15 yrs	87	11.4%
16-20 yrs	66	8.7%
21-25 yrs	46	6.0%
26-30 yrs	45	5.9%
31-35 yrs	35	4.6%
36-40 yrs	21	2.8%
41-43 yrs	10	1.3%
Since Est.	28	3.7%
Other	9	1.2%
Blank	58	7.6%
Total	763	100.0%

II: The State of Western History

Statement 1: Western history has a significant impact on scholarship in U.S. history.

	State of Western History Statement 1	
	Count	%
Strongly Agree	264	34.6%
Agree	359	47.1%
Neutral	59	7.7%
Disagree	32	4.2%
Strongly Disagree	3	.4%
NA	21	2.8%
Blank	25	3.3%
Total	763	100.0%

Statement 2: Western history has a significant impact on scholarship beyond U.S. history and in other disciplines.

	State of Western History Statement 2	
	Count	%
Strongly Agree	115	15.1%
Agree	323	42.3%

Neutral	170	22.3%
Disagree	71	9.3%
Strongly Disagree	10	1.3%
NA	45	5.9%
Blank	29	3.8%
Total	763	100.0%

Statement 3: The work being done in western history speaks to the concerns of the interested public.

	State of Western History Statement 3	
	Count	%
Strongly Agree	120	15.7%
Agree	385	50.5%
Neutral	127	16.6%
Disagree	56	7.3%
Strongly Disagree	19	2.5%
NA	27	3.5%
Blank	29	3.8%
Total	763	100.0%

Statement 4: The work being done in western history speaks to the concerns of those working in museums, libraries, archives, and those involved in public programming.

	State of Western History Statement 4	
	Count	%
Strongly Agree	203	26.6%
Agree	378	49.5%
Neutral	83	10.9%
Disagree	21	2.8%
Strongly Disagree	4	.5%
NA	46	6.0%
Blank	28	3.7%
Total	763	100.0%

Statement 5: As reflected in the job market (academic and public), western history is healthy.

	State of Western History Statement 5	
	Count	%
Strongly Agree	26	3.4%
Agree	208	27.3%
Neutral	233	30.5%
Disagree	125	16.4%
Strongly Disagree	17	2.2%
NA	125	16.4%
Blank	29	3.8%
Total	763	100.0%

Statement 6: As reflected in the realm of publishing (books and articles), western history is healthy

	State of Western History Statement 6	
	Count	%
Strongly Agree	163	21.4%
Agree	439	57.5%
Neutral	79	10.4%
Disagree	27	3.5%
Strongly Disagree	8	1.0%
NA	19	2.5%
Blank	28	3.7%
Total	763	100.0%

III: WHA Membership and Conference Attendance

A. Conference Attendance Over Last Five Years

	WHA Conference Attendance	
	Count	%
Zero in 5	221	29.0%
1yr in 5	133	17.4%
2yrs in 5	126	16.5%
3yrs in 5	86	11.3%
4yrs in 5	69	9.0%
Past 5yrs	82	10.7%

Blank	46	6.0%
Total	763	100.0%

B. WHA Membership and Conference Attendance Factors

Factor 1: WHA annual conferences, locations

	WHA Membership & Conf. Att. Factor 1	
	Count	%
Most Important	171	22.4%
More Important	181	23.7%
Average Importance	135	17.7%
Less Important	61	8.0%
Least Important	108	14.2%
Blank	107	14.0%
Total	763	100.0%

Factor 2: WHA annual conferences, timing

	WHA Membership & Conf. Att. Factor 2	
	Count	%
Most Important	82	10.7%
More Important	145	19.0%
Average Importance	159	20.8%
Less Important	105	13.8%
Least Important	155	20.3%
Blank	117	15.3%
Total	763	100.0%

Factor 3: WHA annual conferences, costs

	WHA Membership & Conf. Att. Factor 3	
	Count	%
Most Important	91	11.9%
More Important	121	15.9%
Average Importance	176	23.1%
Less Important	116	15.2%
Least Important	142	18.6%
Blank	117	15.3%
Total	763	100.0%

Factor 4: Conference program and sessions (papers and panels)

	WHA Membership & Conf. Att. Factor 4	
	Count	%
Most Important	181	23.7%
More Important	221	29.0%
Average Importance	153	20.1%
Less Important	57	7.5%
Least Important	51	6.7%
Blank	100	13.1%
Total	763	100.0%

Factor 5: Conference meals/meetings for special constituencies

	WHA Membership & Conf. Att. Factor 5	
	Count	%
Most Important	15	2.0%
More Important	42	5.5%
Average Importance	137	18.0%
Less Important	176	23.1%
Least Important	264	34.6%
Blank	129	16.9%
Total	763	100.0%

Factor 6: Conference receptions, presidential luncheon, and annual banquet

	WHA Membership & Conf. Att. Factor 6	
	Count	%
Most Important	12	1.6%
More Important	55	7.2%
Average Importance	127	16.6%
Less Important	178	23.3%
Least Important	265	34.7%
Blank	126	16.5%
Total	763	100.0%

Factor 7: Conference tours

	WHA Membership & Conf. Att. Factor 7	
	Count	%
Most Important	46	6.0%
More Important	125	16.4%
Average Importance	146	19.1%
Less Important	121	15.9%
Least Important	206	27.0%
Blank	119	15.6%
Total	763	100.0%

Factor 8: Book exhibit and exhibitors

	WHA Membership & Conf. Att. Factor 8	
	Count	%
Most Important	129	16.9%
More Important	206	27.0%
Average Importance	172	22.5%
Less Important	80	10.5%
Least Important	63	8.3%
Blank	113	14.8%
Total	763	100.0%

Factor 9: Social collegiality of the conference (meeting friends)

	WHA Membership & Conf. Att. Factor 9	
	Count	%
Most Important	247	32.4%
More Important	193	25.3%
Average Importance	120	15.7%
Less Important	40	5.2%
Least Important	50	6.6%
Blank	113	14.8%
Total	763	100.0%

Factor 10: Intellectual exchange and collegiality of the conference

	WHA Membership & Conf. Att. Factor 10	
	Count	%
Most Important	275	36.0%
More Important	235	30.8%
Average Importance	78	10.2%
Less Important	23	3.0%
Least Important	42	5.5%
Blank	110	14.4%
Total	763	100.0%

Factor 11: Opportunity to participate in WHA affairs/governance

	WHA Membership & Conf. Att. Factor 11	
	Count	%
Most Important	19	2.5%
More Important	44	5.8%
Average Importance	138	18.1%
Less Important	143	18.7%
Least Important	289	37.9%
Blank	130	17.0%
Total	763	100.0%

Factor 12: The reputation of the WHA as an open, professional organization

	WHA Membership & Conf. Att. Factor 12	
	Count	%
Most Important	138	18.1%
More Important	175	22.9%
Average Importance	179	23.5%
Less Important	66	8.7%
Least Important	89	11.7%
Blank	116	15.2%
Total	763	100.0%

Factor 13: *Western Historical Quarterly*

	WHA Membership & Conf. Att. Factor 13	
	Count	%
Most Important	299	39.2%
More Important	205	26.9%
Average Importance	133	17.4%
Less Important	36	4.7%
Least Important	35	4.6%
Blank	55	7.2%
Total	763	100.0%

Factor 14: *Montana, Magazine of Western History*

	WHA Membership & Conf. Att. Factor 14	
	Count	%
Most Important	143	18.7%
More Important	166	21.8%
Average Importance	141	18.5%
Less Important	98	12.8%
Least Important	132	17.3%
Blank	83	10.9%
Total	763	100.0%

Factor 15: WHA Newsletter

	WHA Membership & Conf. Att. Factor 15	
	Count	%
Most Important	60	7.9%
More Important	132	17.3%
Average Importance	235	30.8%
Less Important	135	17.7%
Least Important	97	12.7%
Blank	104	13.6%
Total	763	100.0%

Factor 16: WHA website and communications

	WHA Membership & Conf. Att. Factor 16	
	Count	%
Most Important	25	3.3%
More Important	70	9.2%
Average Importance	183	24.0%
Less Important	168	22.0%
Least Important	183	24.0%
Blank	134	17.6%
Total	763	100.0%

Factor 17: WHA annual membership dues

	WHA Membership & Conf. Att. Factor 17	
	Count	%
Most Important	40	5.2%
More Important	94	12.3%
Average Importance	228	29.9%
Less Important	109	14.3%
Least Important	174	22.8%
Blank	118	15.5%
Total	763	100.0%