

This article was downloaded by:

On: 24 January 2011

Access details: *Access Details: Free Access*

Publisher *Taylor & Francis*

Informa Ltd Registered in England and Wales Registered Number: 1072954 Registered office: Mortimer House, 37-41 Mortimer Street, London W1T 3JH, UK



Journal of Liquid Chromatography & Related Technologies

Publication details, including instructions for authors and subscription information:

<http://www.informaworld.com/smpp/title~content=t713597273>

Reader Survey

Jack Cazes

To cite this Article Cazes, Jack(1983) 'Reader Survey', Journal of Liquid Chromatography & Related Technologies, 6: 8, 1353 — 1357

To link to this Article: DOI: 10.1080/01483918308064856

URL: <http://dx.doi.org/10.1080/01483918308064856>

PLEASE SCROLL DOWN FOR ARTICLE

Full terms and conditions of use: <http://www.informaworld.com/terms-and-conditions-of-access.pdf>

This article may be used for research, teaching and private study purposes. Any substantial or systematic reproduction, re-distribution, re-selling, loan or sub-licensing, systematic supply or distribution in any form to anyone is expressly forbidden.

The publisher does not give any warranty express or implied or make any representation that the contents will be complete or accurate or up to date. The accuracy of any instructions, formulae and drug doses should be independently verified with primary sources. The publisher shall not be liable for any loss, actions, claims, proceedings, demand or costs or damages whatsoever or howsoever caused arising directly or indirectly in connection with or arising out of the use of this material.

READER SURVEY
JOURNAL OF LIQUID CHROMATOGRAPHY

INTRODUCTION

A survey of Journal of Liquid Chromatography readers was conducted to gain insight into the

- nature of the readership
- its size
- their reading preferences
- their opinion of the journal's scientific stature and quality of the published papers, and
- the influence of advertisements in the Journal upon their buying decisions.

Two copies of a questionnaire (reproduced at the end of this report) were inserted in 1300 copies of two issues of the Journal:

- Volume 5, Number 12: devoted to thin-layer chromatography, and
- Volume 6, Number 1: containing general papers

Respondents were asked to supply their names and addresses, but this was not a requirement for responding. It was noted that a significant number of those who did include this information were from countries outside the U.S., primarily Europe and Japan. Here's what we learned.

THE READERSHIP

Readers of The Journal of Liquid Chromatography are located in:

Industry	72.2%
Academia	12.4%
Government	8.2%
Private Research Center	3.1%
Hospital	2.1%
Other	2.0%

Their primary disciplines are:

Chemistry	82.1%
Biology	5.3%
Medicine	2.1%
Materials Science	1.1%
Other*	9.5%

* includes biochem., polymer chem., toxicology, textile science, information science

Features that interest them:

Original Research	86.6%
LC News	55.7%
Reviews	52.6%
Topical Issues	26.8%
Book Reviews	26.8%
LC Calendar	26.8%

How thoroughly do they read the journal?

- 8.8% read 90 - 100% of the papers
- 61.5% read 25 - 75% of the papers
- 28.6% read less than 25% of the journal

Almost all respondents (96.6%) read every issue of the Journal.

Each copy of the Journal is read by:

1-2 individuals	16.5%
3-5 individuals	27.8%
5-10 individuals	39.2%
>10 individuals	16.5%

Thus, more than half of the copies are read by five or more individuals. During 1982, when the total circulation was 2000 copies of each issue, an average of 12,500 individuals read the Journal.

In 1983, total circulation is 3000 copies of each issue. This translates to an average of 19,000 readers per issue, a substantial readership, indeed!

LC TOPICS OF INTEREST

Respondents to the Society indicated the following areas of primary interest:

Instrumentation	69.1%	Ion Chromatography	20.6%
Sample Prep'n	38.1%	Life Sciences	17.5%
Polymers/Plastics	36.1%	TLC	14.4%
Organic Analysis	34.0%	Food/Beverage	13.4%
LC Theory	29.9%	Agric. Chem.	12.4%
Derivatization	28.9%	Hydrodynamic Chrom.	11.3%
Aminoacids,Peptides,Proteins	26.8%	Forensic Analysis	9.3%
Pharmaceut.,Cosmetics	24.2%	Natural Products	8.2%
Data Handling	23.7%	Field-Flow Meth.	7.2%
Preparative LC	22.7%	Fossil Fuels	4.1%
Environmental	21.6%	Other*	5.2%

* Includes microbore technology, surfactants, multi-dimensional methods.

PERCEIVED STATURE AND QUALITY

	<u>Agreed</u>
"The Journal holds my interest"	92.9%
"Information in the Journal is accurate"	91.3%

"Papers in the Journal are well written"	89.9%
"The Journal is a prestigious place to publish"	73.2%
"The Journal provides professional leadership"	72.2%

CONCERNING ADVERTISEMENTS & PURCHASING

Although only 20.6% of the respondents said they approve purchases, a relatively large proportion told us they:

- determine need	79.4%
- select the supplier	66.0%
- evaluate products	59.8%
- establish specifications	46.4%

When questioned about the influence of advertisements in the Journal, they said:

- advertisements are informative	73.9%
- advertisements are useful	66.0%
- they contacted an advertiser as a result of seeing an ad in the Journal	32.6%
- made a purchase as a direct result of seeing an ad in the Journal	11.4%

Here's what they bought during the past year:

Solvents & Buffers	82.5%
Columns & Packings	81.4%
Chemicals	71.1%
LC instrumentation	63.9%
LC Books & Journals	57.7%
TLC Equipt/Materials	28.9%
Training Materials	6.2%

Dr. Jack Cazes
Editor

May we have your opinion?

Where do you primarily work? (one only)

☐ Industry ☐ Academia ☐ Private Testing Lab ☐ Private Consultant
☐ Hospital ☐ Government ☐ Private Research Center ☐ Other _____

What is your primary discipline? (one only)

☐ Chemistry ☐ Physics ☐ Biology ☐ Other _____
☐ Medicine ☐ Engineering ☐ Materials Science

How many people read this copy of *Journal of Liquid Chromatography*?

☐ 1-2 ☐ 3-5 ☐ 5-10 ☐ >10

Which of *Journal of Liquid Chromatography*'s features interest you?

☐ Original Research ☐ Review Papers ☐ Topical Issues
☐ Book Reviews ☐ LC News ☐ LC Calendar

How thoroughly do you read *Journal of Liquid Chromatography*?

☐ 90-100% ☐ 25-75% ☐ <25% ☐ 0%

Do you see/read every issue? ☐ Yes ☐ No.

Liquid Chromatography subjects that most interest you (check up to 5)

<input type="checkbox"/> Instrumentation	<input type="checkbox"/> Field-Flow Meth.	<input type="checkbox"/> Pharm/Cosmetics	<input type="checkbox"/> Organic Anal.
<input type="checkbox"/> Hydrodynamic Chrom.	<input type="checkbox"/> Life Sciences	<input type="checkbox"/> Data Handling	<input type="checkbox"/> Food/Beverage
<input type="checkbox"/> Polymers/Plastics	<input type="checkbox"/> Forensic Anal.	<input type="checkbox"/> Sample Prep'n.	<input type="checkbox"/> Preparative LC
<input type="checkbox"/> Environmental	<input type="checkbox"/> Theory	<input type="checkbox"/> Natural Prod.	<input type="checkbox"/> Fossil Fuels
<input type="checkbox"/> Derivatization	<input type="checkbox"/> Ion Chrom.	<input type="checkbox"/> TLC	<input type="checkbox"/> Agric. Chem.
<input type="checkbox"/> Amino Acids, Peptides, Proteins		<input type="checkbox"/> Other _____	

Do you agree?

Agree Disagree

Papers in *Journal of Liquid Chromatography* are well written

Journal of Liquid Chromatography provides professional leadership

Journal of Liquid Chromatography is a prestigious place to publish

Information in *Journal of Liquid Chromatography* is accurate

Advertisements in *Journal of Liquid Chromatography* are informative

Journal of Liquid Chromatography holds my interest

Are advertisements useful to you?

_____ Yes _____ No

Have you used the reader service card?

_____ Yes _____ No

Have you contacted an advertiser as a result

of their ad in *Journal of Liquid Chromatography*

_____ Yes _____ No

continued ►

What have you purchased during the past year?

☐ LC Instrumentation ☐ TLC/Equip't./Materials ☐ Training Materials
☐ Solvents/Buffers ☐ Columns/Packings ☐ Other _____
☐ LC Books/Journals ☐ Chemicals _____

Have you made a purchase because of a *Journal of Liquid Chromatography* ad? ☐ Yes ☐ No

Concerning purchasing, do you . . .

☐ Determine Need? ☐ Evaluate Product? ☐ Approve Expenditure?
☐ Establish Specs? ☐ Select Supplier? ☐ Requisition Item?

May we have your name and address? (not required)

Name _____ Title/Dept. _____
 Organization _____ Address _____
 City _____ State _____ Zip _____ Country _____

Do you have friends or colleagues to whom you would like us to send a complimentary copy of the *Journal of Liquid Chromatography*?

Name _____ Name _____
 Title _____ Title _____
 Organization _____ Organization _____
 Address _____ Address _____

 City _____ State _____ City _____ State _____
 Zip _____ Country _____ Zip _____ Country _____

Thank you for your valuable assistance.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS PERMIT NO 2863 NEW YORK, N.Y.

POSTAGE WILL BE PAID BY ADDRESSEE

MARCEL DEKKER, INC.
270 Madison Avenue
New York, N.Y. 10016

Att: Promotion Department

