

WHA 2005 Membership Survey, Statistical Summary

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Total Surveys Distributed: 1731. Total Returned: N= 763 (44.1%)

Part I: Demographics

A.1. Year of Birth

Year of Birth			Year of Birth			Year of Birth		
Year	n	%	Year	n	%	Year	n	%
1914	2	0.3%	1938	23	3.0%	1960	7	0.9%
1915	2	0.3%	1939	15	2.0%	1961	10	1.3%
1917	1	0.1%	1940	15	2.0%	1962	8	1.0%
1918	5	0.7%	1941	15	2.0%	1963	15	2.0%
1920	3	0.4%	1942	23	3.0%	1964	12	1.6%
1921	5	0.7%	1943	26	3.4%	1965	14	1.8%
1922	6	0.8%	1944	17	2.2%	1966	9	1.2%
1923	4	0.5%	1945	33	4.3%	1967	13	1.7%
1924	5	0.7%	1946	29	3.8%	1968	10	1.3%
1925	8	1.0%	1947	19	2.5%	1969	9	1.2%
1926	8	1.0%	1948	20	2.6%	1970	13	1.7%
1927	6	0.8%	1949	19	2.5%	1971	7	0.9%
1928	7	0.9%	1950	16	2.1%	1972	12	1.6%
1929	6	0.8%	1951	19	2.5%	1973	9	1.2%
1930	17	2.2%	1952	15	2.0%	1974	8	1.0%
1931	11	1.4%	1953	11	1.4%	1975	10	1.3%
1932	8	1.0%	1954	12	1.6%	1976	5	0.7%
1933	12	1.6%	1955	17	2.2%	1977	3	0.4%
1934	13	1.7%	1956	9	1.2%	1978	4	0.5%

1935	14	1.8%	1957	19	2.5%	1980	3	0.4%
1936	12	1.6%	1958	11	1.4%	1981	3	0.4%
1937	12	1.6%	1959	13	1.7%	NA	16	2.1%
						Total N	763	100.0%

A.2. Year of Birth, By Decade

Decade	n	%
1914–1918	10	1.3%
1920–1929	58	7.6%
1930–1939	137	17.9%
1940–1949	216	28.3%
1950–1959	142	18.6%
1960–1969	107	14.1%
1970–1979	71	9.3%
1980–1981	6	0.8%
NA	16	2.1%
Total N	763	100.0%

B. Sex/Gender

Sex/Gender	n	%
male	521	68.3%
female	236	30.9%
NA	6	0.8%
Total N	763	100.0%

C. Race/Ethnic Origin

Race/Ethnicity	n	%	N.B.
African American	5	0.7%	
American	5	0.7%	
American Indian/Native American	10	1.3%	
Anglo	31	4.1%	1
Anglo w/ ethnic description	8	1.0%	1
Asian	1	0.1%	3
Asian American	1	0.1%	3
British American	1	0.1%	2
Caucasian	206	27.0%	1
Caucasian w/ ethnic description	21	2.8%	1
Chicana/o	6	0.8%	4
English	2	0.3%	2
Eurasian	1	0.1%	3
European	6	0.8%	2
European American	24	3.1%	2
European w/ ethnic description	24	3.1%	2
Finnish	1	0.1%	2
French Canadian	1	0.1%	
French Canadian/Metis	1	0.1%	
German	1	0.1%	2
Hispanic	3	0.4%	4
Human	7	0.9%	
Jewish	3	0.4%	
Latina/o	2	0.3%	4
Mexican American	7	0.9%	4
Mixed	6	0.8%	
WASP	6	0.8%	1
White	256	33.6%	1

White w/ ethnic description	52	6.8%	1
Commentary on race	6	0.8%	
NA	59	7.7%	
Total N	763	100.0%	

NB

1. Anglo/Caucasian/WASP/White, n= 580 (76.0%)
2. British/European/European-American, n= 59 (7.7%)
3. Asian/Asian American/Eurasian, n= 3 (0.4%)
4. Hispanic/Chicana/o /Latina/o /Mexican American, n= 18 (2.4%)

D.1. State/Province of Residence

Place of Residence	n	%	Census Region	Place of Residence	n	%	Census Region
AL	3	0.4%	3.6	NH	2	0.3%	1.1
AK	11	1.4%	4.9	NJ	1	0.1%	1.2
AR	6	0.8%	3.7	NM	39	5.1%	4.8
AZ	46	6.0%	4.8	NV	9	1.2%	4.8
CA	120	15.7%	4.9	NY	11	1.4%	1.2
CO	49	6.4%	4.8	OH	6	0.8%	2.3
CT	6	0.8%	1.1	OK	27	3.5%	3.7
FL	9	1.2%	3.5	OR	22	2.9%	4.9
GA	7	0.9%	3.5	PA	7	0.9%	1.2
IA	9	1.2%	2.4	RI	3	0.4%	1.1
ID	11	1.4%	4.8	SC	2	0.3%	3.5
IL	14	1.8%	2.3	SD	3	0.4%	2.4
IN	12	1.6%	2.3	TN	7	0.9%	3.6
KS	14	1.8%	2.4	TX	50	6.6%	3.7
KY	1	0.1%	3.6	UT	28	3.7%	4.8
LA	3	0.4%	3.7	VA	16	2.1%	3.5

MA	4	0.5%	1.1	VT	4	0.5%	1.1
MD	9	1.2%	3.5	WA	29	3.8%	4.9
ME	3	0.4%	1.1	WI	18	2.4%	2.3
MI	7	0.9%	2.3	WY	11	1.4%	4.8
MN	17	2.2%	2.4	Canada	9	1.2%	----
MO	16	2.1%	2.4	Finland	1	0.1%	----
MS	6	0.8%	3.6	USA	6	0.8%	----
MT	14	1.8%	4.8	Great Plains	1	0.1%	----
NC	5	0.7%	3.5	Northwest	1	0.1%	----
ND	4	0.5%	2.4	Blank	29	3.8%	----
NE	15	2.0%	2.4	Total N	763	100.0%	----

D.2. Residence, by U.S. Census Bureau Region/Division:

U.S. Census Bureau, Region/Division	n	%
Region 1.1: NORTHEAST, New England	22	2.9%
Region 1.2: NORTHEAST, Middle Atlantic	19	2.5%
Region 2.3: MIDWEST, East North Central	57	7.5%
Region 2.4: MIDWEST, West North Central	78	10.2%
Region 3.5: SOUTH, South Atlantic	48	6.3%
Region 3.6: SOUTH, East South Central	17	2.2%
Region 3.7: SOUTH, West South Central	86	11.3%
Region 4.8: WEST, Mountain	207	27.1%
Region 4.9: WEST, Pacific	182	23.8%
Other U.S.	8	1.1%
Non-U.S.	10	1.3%
Blank	29	3.8%
Total N	763	100.0%

E. Highest Educational Level Completed

Educational Level Completed	n	%
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	0.4%
Other	12	1.6%
Blank	3	0.4%
Total N	763	100.0%

F. Principal Occupation

Principal Occupation	n	%
Archivist/Librarian	36	4.7%
BLM	2	0.3%
Business/Industry	17	2.2%
Editor/Publisher	15	2.0%
Faculty, 4 yr	258	33.8%
Faculty, 2 yr	40	5.2%
Faculty, El/Mid/High School	17	2.2%
Independent writer/artist	59	7.7%
Museum/Historic Sites	25	3.3%
NPS	12	1.6%
Other Govt. Agencies	22	2.9%
Private Fnd./NPO	9	1.2%
Research Ctr, Library, Archive	3	0.4%
Retired	153	20.1%
State/Local Hist. Society	5	0.7%

Student-MA	9	1.2%
Student-Ph.D.	47	6.2%
University Admin Staff	7	0.9%
Other	24	3.1%
Blank	3	0.4%
Total N	763	100.0%

G. Areas of Interest, Geographic

Geographic Area of Interest	Choice 1		Choice 2		Choice 3		Choice 4		Choice 5	
	n	%	n	%	n	%	n	%	n	%
Americas	12	1.6%	4	0.5%	19	2.5%	15	2.0%	17	2.2%
South and Central America	1	0.1%	2	0.3%	4	0.5%	4	0.5%	6	0.8%
Canada	7	0.9%	7	0.9%	20	2.6%	26	3.4%	11	1.4%
Mexico	3	0.4%	11	1.4%	24	3.1%	21	2.8%	17	2.2%
Pacific, inc. Alaska and Hawai'i	8	1.0%	14	1.8%	14	1.8%	11	1.4%	15	2.0%
American West	356	46.7%	190	24.9%	63	8.3%	13	1.7%	1	0.1%
United States	106	13.9%	89	11.7%	77	10.1%	43	5.6%	22	2.9%
U.S. Midwest/Plains	37	4.8%	48	6.3%	65	8.5%	33	4.3%	24	3.1%
U.S. Mountain West	36	4.7%	81	10.6%	93	12.2%	65	8.5%	24	3.1%
U.S. Northeast	4	0.5%	6	0.8%	6	0.8%	6	0.8%	7	0.9%
U.S. Old Northwest	4	0.5%	16	2.1%	15	2.0%	18	2.4%	10	1.3%
U.S. Pacific Northwest	19	2.5%	33	4.3%	36	4.7%	35	4.6%	32	4.2%
U.S. South/Southeast	7	0.9%	13	1.7%	15	2.0%	11	1.4%	7	0.9%
U.S. Southwest	59	7.7%	86	11.3%	66	8.7%	56	7.3%	27	3.5%
Other	17	2.2%	15	2.0%	11	1.4%	9	1.2%	5	0.7%

Blank	6	0.8%	65	8.5%	168	22.0%	351	46.0%	508	66.6%
Unranked Response	81	10.6%	83	10.9%	67	8.8%	46	6.0%	30	3.9%
Total N	763	100.0%	763	100.0%	763	100.0%	763	100.0%	763	100.0%

H. Area of Interest, Topical

Topical Area of Interest	Choice 1		Choice 2		Choice 3		Choice 4		Choice 5	
	n	%	n	%	n	%	n	%	n	%
African American	7	0.9%	7	0.9%	4	0.5%	3	0.4%	6	0.8%
Agriculture	27	3.5%	19	2.5%	22	2.9%	16	2.1%	8	1.0%
Architecture	6	0.8%	7	0.9%	5	0.7%	5	0.7%	2	0.3%
Archives/Bibliography	6	0.8%	5	0.7%	5	0.7%	4	0.5%	11	1.4%
Art	8	1.0%	6	0.8%	4	0.5%	2	0.3%	9	1.2%
Asian American	0	0.0%	3	0.4%	3	0.4%	3	0.4%	6	0.8%
Biography	15	2.0%	21	2.8%	18	2.4%	19	2.5%	22	2.9%
Borderlands	30	3.9%	19	2.5%	19	2.5%	23	3.0%	19	2.5%
Business/Economics	1	0.1%	7	0.9%	7	0.9%	7	0.9%	7	0.9%
Canadian	3	0.4%	3	0.4%	5	0.7%	10	1.3%	16	2.1%
Colonial/Colonialism	9	1.2%	16	2.1%	17	2.2%	12	1.6%	6	0.8%
Comparative Legal/Constitutional	6	0.8%	5	0.7%	6	0.8%	3	0.4%	1	0.1%
Cultural/Intellectual1	8	2.4%	27	3.5%	22	2.9%	28	3.7%	14	1.8%
Demographic/Quantification	3	0.4%	4	0.5%	2	0.3%	0	0.0%	0	0.0%
Environment	55	7.2%	33	4.3%	37	4.8%	27	3.5%	23	3.0%
Ethnohistory/Ethnology	13	1.7%	27	3.5%	25	3.3%	13	1.7%	16	2.1%
Exploration	23	3.0%	13	1.7%	19	2.5%	12	1.6%	17	2.2%
Foreign Relations	3	0.4%	2	0.3%	5	0.7%	5	0.7%	3	0.4%
Frontier	51	6.7%	47	6.2%	39	5.1%	39	5.1%	30	3.9%
Fur Trade/Hunting	13	1.7%	15	2.0%	19	2.5%	19	2.5%	12	1.6%
Gender & Sexuality	9	1.2%	12	1.6%	15	2.0%	11	1.4%	1	0.1%

Historic Preservation	8	1.0%	14	1.8%	15	2.0%	16	2.1%	22	2.9%
Historiography	5	0.7%	3	0.4%	4	0.5%	12	1.6%	12	1.6%
Immigration	13	1.7%	15	2.0%	16	2.1%	16	2.1%	9	1.2%
Labor/Class	12	1.6%	12	1.6%	11	1.4%	12	1.6%	5	0.7%
Latino/a, Chicano/a	6	0.8%	7	0.9%	6	0.8%	12	1.6%	9	1.2%
Literature/Arts	5	0.7%	11	1.4%	8	1.0%	13	1.7%	6	0.8%
Method/Theory	1	0.1%	3	0.4%	4	0.5%	9	1.2%	9	1.2%
Military/Exploration	41	5.4%	30	3.9%	30	3.9%	21	2.8%	15	2.0%
National Parks	7	0.9%	13	1.7%	11	1.4%	14	1.8%	13	1.7%
Native American/First Nations	100	13.1%	54	7.1%	46	6.0%	29	3.8%	22	2.9%
Oral History	0	0.0%	10	1.3%	7	0.9%	13	1.7%	10	1.3%
Political	20	2.6%	18	2.4%	18	2.4%	15	2.0%	16	2.1%
Pop Culture/Media	8	1.0%	11	1.4%	11	1.4%	14	1.8%	20	2.6%
Public History	14	1.8%	20	2.6%	19	2.5%	15	2.0%	13	1.7%
Regionalism	9	1.2%	13	1.7%	13	1.7%	19	2.5%	17	2.2%
Religion	13	1.7%	13	1.7%	13	1.7%	9	1.2%	7	0.9%
Science/Tech/Industry	6	0.8%	9	1.2%	8	1.0%	8	1.0%	5	0.7%
Social	21	2.8%	17	2.2%	21	2.8%	24	3.1%	18	2.4%
State and Local	13	1.7%	25	3.3%	28	3.7%	20	2.6%	24	3.1%
Tourism	2	0.3%	5	0.7%	6	0.8%	18	2.4%	8	1.0%
Transportation	7	0.9%	5	0.7%	9	1.2%	6	0.8%	9	1.2%
Urban/Community	7	0.9%	16	2.1%	14	1.8%	10	1.3%	11	1.4%
Violence	2	0.3%	8	1.0%	5	0.7%	5	0.7%	1	0.1%
Women	28	3.7%	23	3.0%	24	3.1%	9	1.2%	13	1.7%
Other	33	4.3%	16	2.1%	10	1.3%	13	1.7%	7	0.9%
Blank	6	0.8%	23	3.0%	39	5.1%	88	11.5%	178	23.3%
Unranked Response	70	9.2%	71	9.3%	69	9.0%	62	8.1%	55	7.2%
Total N	763	100.0%	763	100.0%	763	100.0%	763	100.0%	763	100.0%

I. Time Period of Primary Interest

Period of primary interest	n	%
pre-16 th century	3	0.4%
16th-18 th	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	0.9%
Blank	7	0.9%
Total N	763	100.0%

J. Professional Self-Identification

Professional Self-Identification	n	%
Primarily a western historian	284	37.2%
Not a western historian, but western history is central to my work	259	33.9%
Not a western historian, but interested in western history	94	12.3%
Not primarily a historian, but pursue western history as part of career duties or personal interest	116	15.2%
Blank	10	1.3%
Total N	763	100.0%

K. Years of Membership in WHA

Years of Membership	n	%
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 N	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	n	%	Strength of Agree/Disagree
Strongly Agree	264	34.6%	n=623 (81.7%)
Agree	359	47.1%	
Neutral	59	7.7%	
Disagree	32	4.2%	n=35 (4.6%)
Strongly Disagree	3	0.4%	
NA	21	2.8%	
Blank	25	3.3%	
Total N	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	n	%	Strength of Agree/Disagree
Strongly Agree	115	15.1%	n=438 (57.4%)
Agree	323	42.3%	
Neutral	170	22.3%	
Disagree	71	9.3%	n=81 (10.6%)
Strongly Disagree	10	1.3%	
NA	45	5.9%	
Blank	29	3.8%	
Total N	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	n	%	Strength of Agree/Disagree
Strongly Agree	120	15.7%	n=505 (66.2%)
Agree	385	50.5%	
Neutral	127	16.6%	
Disagree	56	7.3%	n=75 (9.8%)
Strongly Disagree	19	2.5%	
NA	27	3.5%	
Blank	29	3.8%	
Total N	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	n	%	Strength of Agree/Disagree
Strongly Agree	203	26.6%	n=581 (76.1%)
Agree	378	49.5%	
Neutral	83	10.9%	
Disagree	21	2.8%	n=25 (3.3%)
Strongly Disagree	4	0.5%	
NA	4	66.0%	
Blank	28	3.7%	
Total N	763	100.0%	

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

State of Western History Statement 5	n	%	Strength of Agree/Disagree
Strongly Agree	26	3.4%	n=234 (30.7%)
Agree	208	27.3%	
Neutral	233	30.5%	
Disagree	125	16.4%	n=142 (18.6%)
Strongly Disagree	17	2.2%	
NA	125	16.4%	
Blank	29	3.8%	
Total N	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	n	%	Strength of Agree/Disagree
Strongly Agree	163	21.4%	n=602 (78.9%)
Agree	439	57.5%	
Neutral	79	10.4%	
Disagree	27	3.5%	n=35 (4.5%)
Strongly Disagree	8	1.0%	
NA	19	2.5%	
Blank	28	3.7%	
Total N	763	100.0%	

III: WHA Membership and Conference Attendance

A. WHA Annual Conference Attendance, Last Five Years

WHA Conference Attendance	n	%
Zero in 5	221	29.0%
1 yr in 5	133	17.4%
2 yrs in 5	126	16.5%
3 yrs in 5	86	11.3%
4 yrs in 5	69	9.0%
Past 5 yrs	82	10.7%
Blank	46	6.0%
Total N	763	100.0%

B. WHA Membership and Conference Attendance Factors:

What factors contribute to your decision to become a member, to maintain your membership, or in your decision to attend the annual conference?

Factor 1: WHA annual conferences, locations

WHA Membership & Conf. Att. Factor 1	n	%	Strength of Important/less important
Most Important	171	22.4%	n=352 (46.1%) Ranked 5 th of 17
More Important	181	23.7%	
Average Importance	135	17.7%	
Less Important	61	8.0%	n=169 (22.2%)
Least Important	108	14.2%	
Blank	107	14.0%	
Total N	763	100.0%	

Factor 2: WHA annual conferences, timing

WHA Membership & Conf. Att. Factor 2	n	%	Strength of Important/less important
Most Important	82	10.7%	n=227 (29.8%) Ranked 9 th of 17
More Important	145	19.0%	
Average Importance	159	20.8%	
Less Important	105	13.8%	n=260 (34.1%)
Least Important	155	20.3%	
Blank	117	15.3%	
Total N	763	100.0%	

Factor 3: WHA annual conferences, costs

WHA Membership & Conf. Att. Factor 3	n	%	Strength of Important/less important
Most Important	91	11.9%	n=212 (27.8%) Ranked 10 th of 17
More Important	121	15.9%	
Average Importance	176	23.1%	
Less Important	116	15.2%	n=258 (33.8%)
Least Important	142	18.6%	
Blank	117	15.3%	
Total N	763	100.0%	

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

WHA Membership & Conf. Att. Factor 4	n	%	Strength of Important/less important
Most Important	181	23.7%	n=402 (52.7%) Ranked 4 th of 17
More Important	221	29.0%	
Average Importance	153	20.1%	
Less Important	57	7.5%	n=108 (14.2%)
Least Important	51	6.7%	
Blank	100	13.1%	
Total N	763	100.0%	

Factor 5: Conference meals/meetings for special constituencies

WHA Membership & Conf. Att. Factor 5	n	%	Strength of Important/less important
Most Important	15	2.0%	n=57 (7.5%) Ranked 17 th of 17
More Important	42	5.5%	
Average Importance	137	18.0%	
Less Important	176	23.1%	n=440 (57.7%)
Least Important	264	34.6%	
Blank	129	16.9%	
Total N	763	100.0%	

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

WHA Membership & Conf. Att. Factor 6	n	%	Strength of Important/less important
Most Important	12	1.6%	n=67 (8.8%) Ranked 15 th of 17
More Important	55	7.2%	
Average Importance	127	16.6%	
Less Important	178	23.3%	n=443 (58.0%)
Least Important	265	34.7%	
Blank	126	16.5%	
Total N	763	100.0%	

Factor 7: Conference tours

WHA Membership & Conf. Att. Factor 7	n	%	Strength of Important/less important
Most Important	46	6.0%	n=171 (22.4%) Ranked 12 th of 17
More Important	125	16.4%	
Average Importance	146	19.1%	
Less Important	121	15.9%	n=327 (42.9%)
Least Important	206	27.0%	
Blank	119	15.6%	
Total N	763	100.0%	

Factor 8: Book exhibit and exhibitors

WHA Membership & Conf. Att. Factor 8	n	%	Strength of Important/less important
Most Important	129	16.9%	n=335 (43.9%) Ranked 6 th of 17
More Important	206	27.0%	
Average Importance	172	22.5%	
Less Important	80	10.5%	n=143 (18.8%)
Least Important	63	8.3%	
Blank	113	14.8%	
Total N	763	100.0%	

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

WHA Membership & Conf. Att. Factor 9	n	%	Strength of Important/less important
Most Important	247	32.4%	n=440 (57.7%) Ranked 3 rd of 17
More Important	193	25.3%	
Average Importance	120	15.7%	
Less Important	40	5.2%	n=90 (11.8%)
Least Important	50	6.6%	
Blank	113	14.8%	
Total N	763	100.0%	

Factor 10: Intellectual exchange and collegiality of the conference

WHA Membership & Conf. Att. Factor 10	n	%	Strength of Important/less important
Most Important	275	36.0%	n=510 (66,8%) Ranked 1 st of 17
More Important	235	30.8%	
Average Importance	78	10.2%	
Less Important	23	3.0%	n=65 (8.5%)
Least Important	42	5.5%	
Blank	110	14.4%	
Total N	763	100.0%	

Factor 11: Opportunity to participate in WHA affairs/governance

WHA Membership & Conf. Att. Factor 11	n	%	Strength of Important/less important
Most Important	19	2.5%	n=63 (8.3%) Ranked 16 th of 17
More Important	44	5.8%	
Average Importance	138	18.1%	
Less Important	143	18.7%	n=432 (56.6%)
Least Important	289	37.9%	
Blank	130	17.0%	
Total N	763	100.0%	

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

WHA Membership & Conf. Att. Factor 12	n	%	Strength of Important/less important
Most Important	138	18.1%	n=313 (41.0%) Ranked 7 th of 17
More Important	175	22.9%	
Average Importance	179	23.5%	
Less Important	66	8.7%	n=155 (20.4%)
Least Important	89	11.7%	
Blank	116	15.2%	
Total N	763	100.0%	

Factor 13: *Western Historical Quarterly*

WHA Membership & Conf. Att. Factor 13	n	%	Strength of Important/less important
Most Important	299	39.2%	n=504 (66.1%) Ranked 2 nd of 17
More Important	205	26.9%	
Average Importance	133	17.4%	
Less Important	36	4.7%	n=71 (9.3%)
Least Important	35	4.6%	
Blank	55	7.2%	
Total N	763	100.0%	

Factor 14: *Montana The Magazine of Western History*

WHA Membership & Conf. Att. Factor 14	n	%	Strength of Important/less important
Most Important	143	18.7%	n=309 (40.5%) Ranked 8 th of 17
More Important	166	21.8%	
Average Importance	141	18.5%	
Less Important	98	12.8%	n=230 (30.1%)
Least Important	132	17.3%	
Blank	83	10.9%	
Total N	763	100.0%	

Factor 15: WHA Newsletter

WHA Membership & Conf. Att. Factor 15	n	%	Strength of Important/less important
Most Important	60	7.9%	n=192 (25.2%) Ranked 11 th of 17
More Important	132	17.3%	
Average Importance	235	30.8%	
Less Important	135	17.7%	n=232 (30.4%)
Least Important	97	12.7%	
Blank	104	13.6%	
Total N	763	100.0%	

Factor 16: WHA website and communications

WHA Membership & Conf. Att. Factor 16	n	%	Strength of Important/less important
Most Important	25	3.3%	n=95 (12.5%) Ranked 14 th of 17
More Important	70	9.2%	
Average Importance	183	24.0%	
Less Important	168	22.0%	n=351 (46.0%)
Least Important	183	24.0%	
Blank	134	17.6%	
Total N	763	100.0%	

Factor 17: WHA annual membership dues

WHA Membership & Conf. Att. Factor 17	n	%	Strength of Important/less important
Most Important	40	5.2%	n=134 (17.5%) Ranked 13 th of 17
More Important	94	12.3%	
Average Importance	228	29.9%	
Less Important	109	14.3%	n=283 (37.1%)
Least Important	174	22.8%	
Blank	118	15.5%	
Total N	763	100.0%	