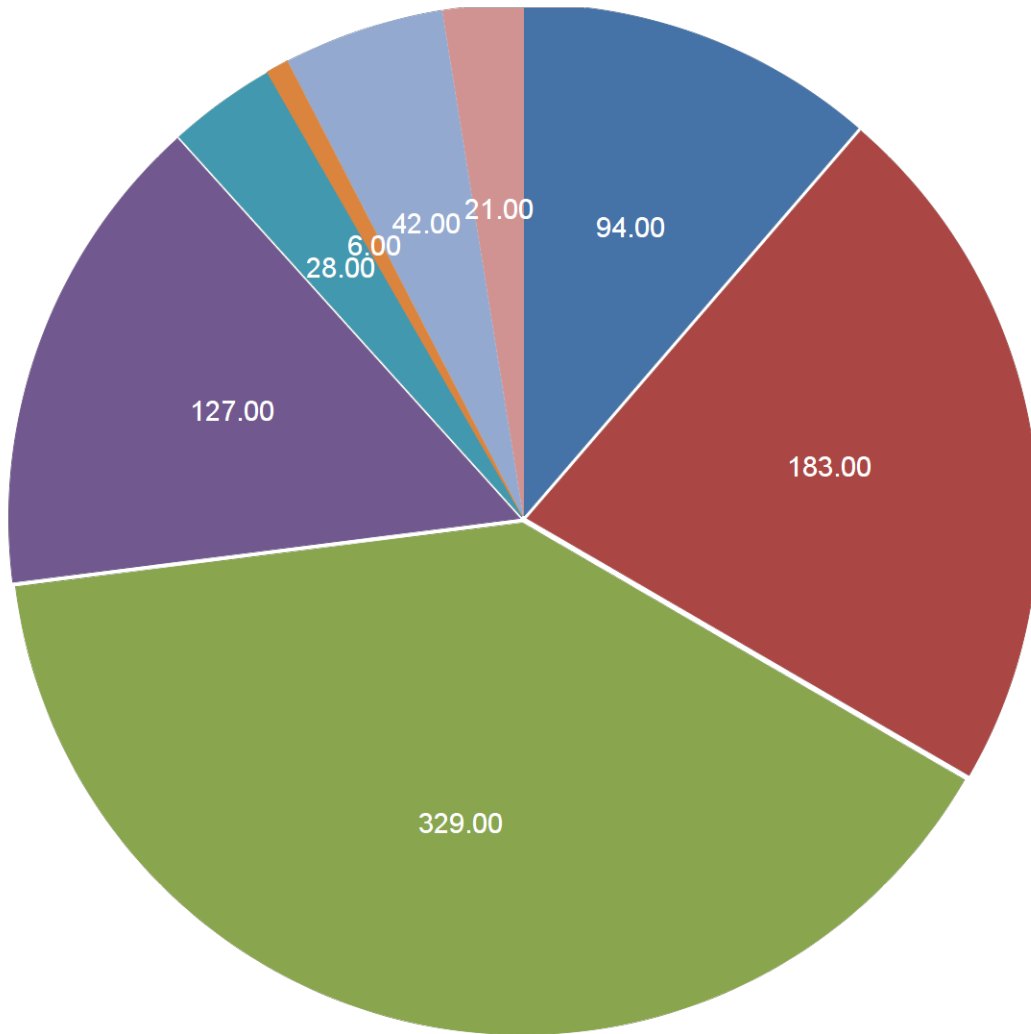


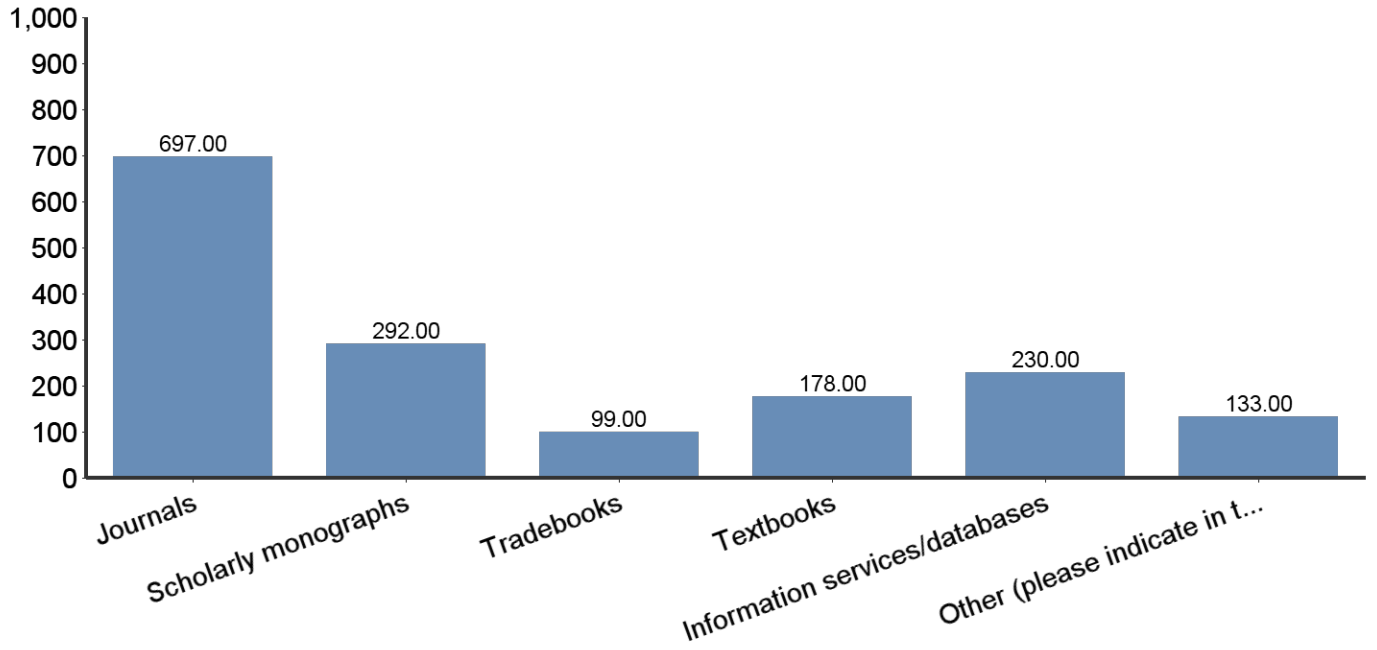
Please classify the type of organization you work for:

■ University press   
 ■ Commercial publisher   
 ■ Society or other non-profit...   
 ■ Other (please indicate in t...   
 ■ Library  
■ University administration   
 ■ Software provider   
 ■ Typesetting/Data Conversion...







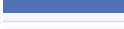










#	Answer	Bar	Response	%
3	Society or other non-profit publisher	<div style="width: 39.64%;"></div>	329	39.64%
2	Commercial publisher	<div style="width: 22.05%;"></div>	183	22.05%
4	Other (please indicate in the space provided)	<div style="width: 15.30%;"></div>	127	15.30%
1	University press	<div style="width: 11.33%;"></div>	94	11.33%
7	Software provider	<div style="width: 5.06%;"></div>	42	5.06%
5	Library	<div style="width: 3.37%;"></div>	28	3.37%
9	Typesetting/Data Conversion/Printer	<div style="width: 2.53%;"></div>	21	2.53%
6	University administration	<div style="width: 0.72%;"></div>	6	0.72%
	Total		830	100.00%

**Which of the following content types does your current position focus on?**  
*(please select all that apply)*



Other (please indicate in the space provided)
data, digital objects of most types and formats
apps and ebooks
English as a Second Language teaching materials
clinical decision support
Media
reference works
Other forms related to research
primary materials, video, audio
maps
Magazine
Research software source code
Technical reports
dissertations and theses
standards
Nonprofit communication
Magazines
reference works
Advertising Sales, Marketing
Grant proposals
guides to library and information resources and practical guidelines
Certification tests
E-learning
Magazine, website, blog
Streaming video
Tools for researchers
<a href="#">View More</a>

Please indicate which of the following role(s) you currently play within your organization:  
 (please select all that apply)

#	Answer	Bar	Response	%
1	Editorial		409	49.28%
12	Management		385	46.39%
4	Marketing/Publicity		229	27.59%
2	Production		185	22.29%
16	Product/platform management		177	21.33%
10	New ventures		169	20.36%
5	Technology		139	16.75%
6	Sales		129	15.54%
11	Operations		127	15.30%
9	Rights		121	14.58%
7	Finance		69	8.31%
13	Other (please indicate in the space provided)		68	8.19%
3	Design		67	8.07%
14	Library services		51	6.14%
8	Legal		41	4.94%
	Total		2366	100.00%

**Other (please indicate in the space provided)**

Consulting

market research

Research and advisory

Admin

administrative

Digital Services

Writing

Market Research

Primary Research

Internal Communications

Analytics

Business development

consulting

Consultancy

market intelligence and web analytics

Fulfilment and distribution

translation

Consultant

Science writer & press officer

teaching

Sales Support

Customer Service

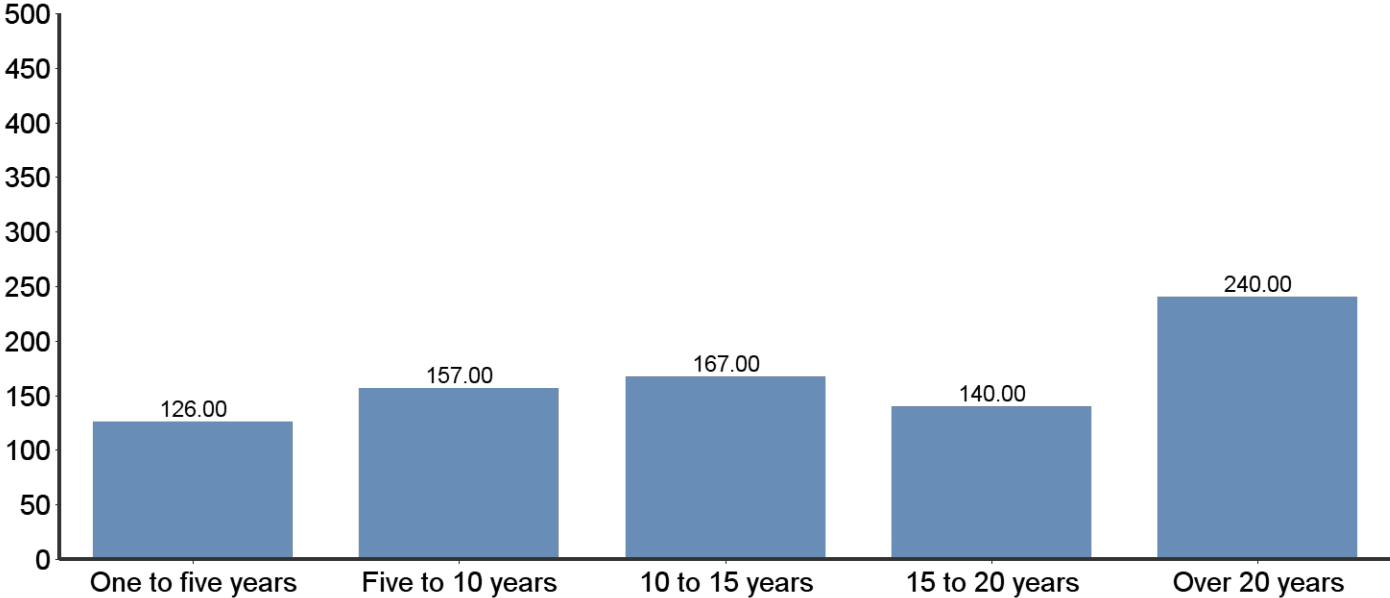
Strategy

Communications

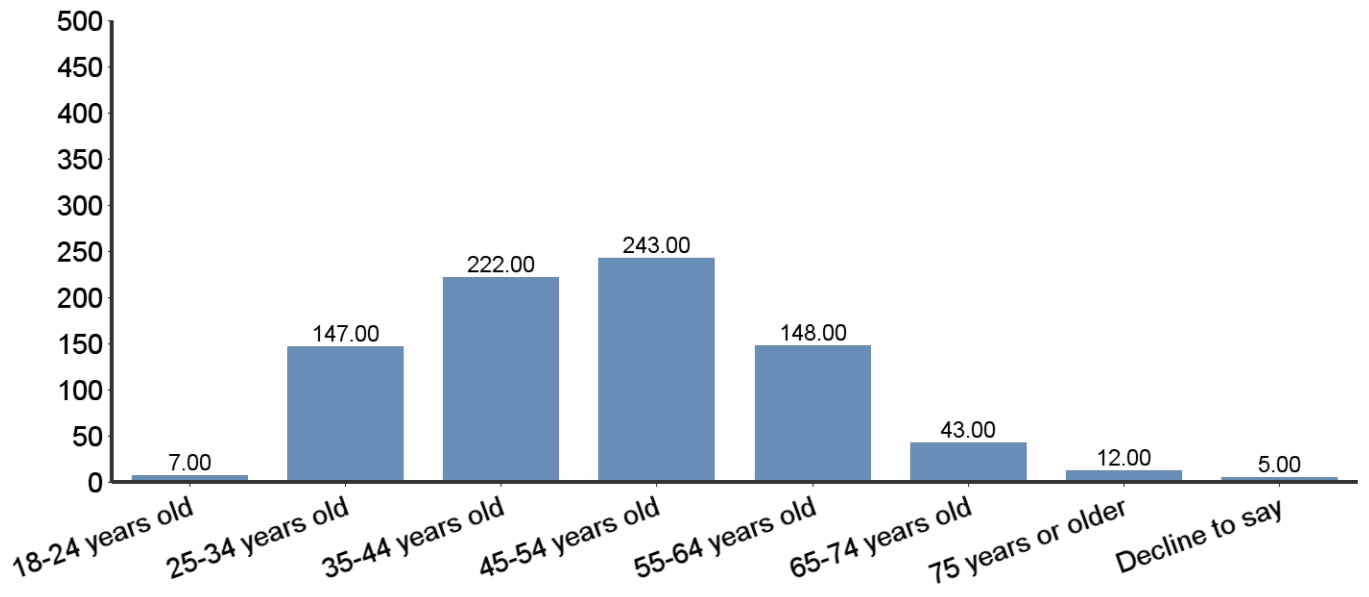
systems

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How many years have you worked in scholarly publishing/communications?



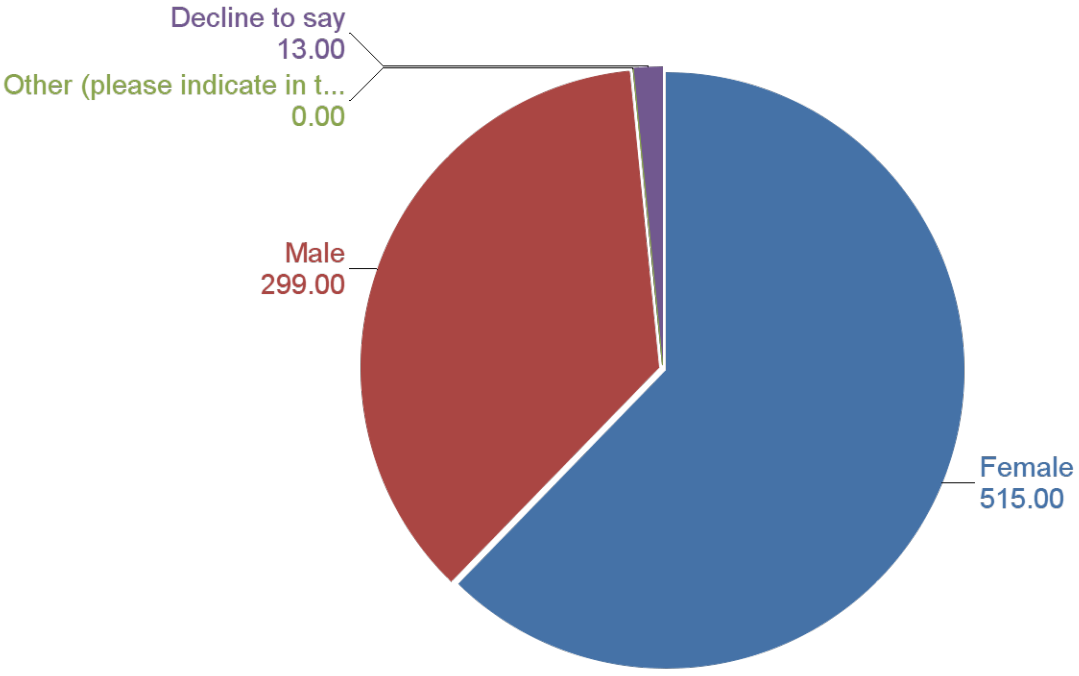
Please indicate your age bracket:



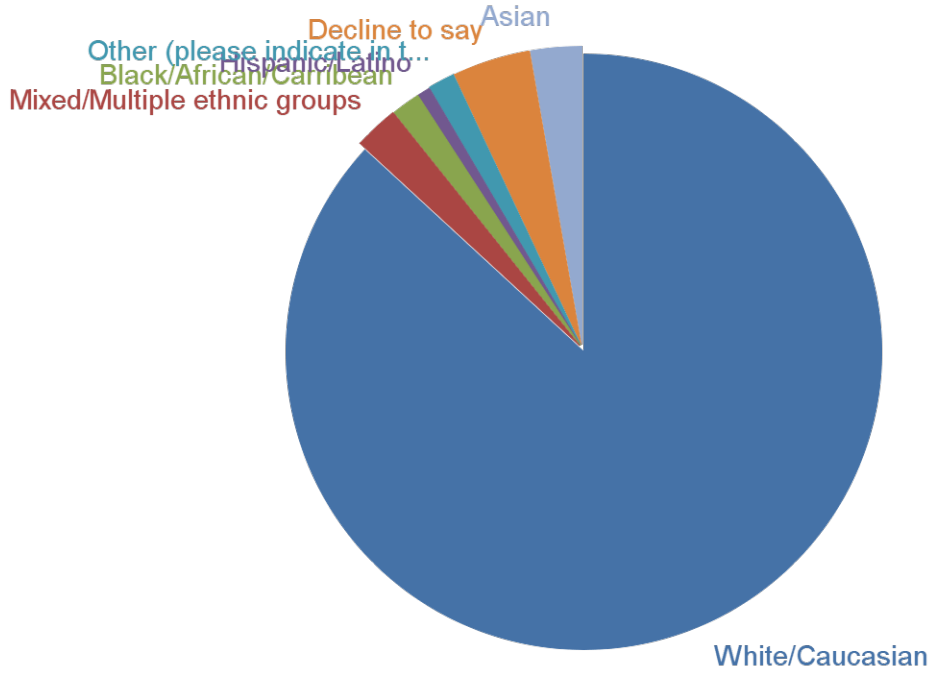
Please indicate the country in which you are currently employed:

#	Answer	Bar	Response	%
187	United States of America		482	58.35%
66	United Kingdom		237	28.69%
31	Canada		30	3.63%
122	Netherlands		9	1.09%
77	India		7	0.85%
64	Germany		6	0.73%
24	Brazil		5	0.61%
171	Switzerland		5	0.61%
60	France		4	0.48%
162	South Africa		4	0.48%
36	China		4	0.48%
17	Belgium		3	0.36%
144	Russian Federation		3	0.36%
170	Sweden		2	0.24%
126	Nigeria		2	0.24%
165	Spain		2	0.24%
9	Australia		2	0.24%
157	Singapore		2	0.24%
123	New Zealand		2	0.24%
82	Italy		1	0.12%
188	Uruguay		1	0.12%
67	Greece		1	0.12%
84	Japan		1	0.12%
57	Ethiopia		1	0.12%
141	Republic of Ireland		1	0.12%
139	Qatar		1	0.12%
78	Indonesia		1	0.12%
46	Denmark		1	0.12%
45	Democratic Republic of Congo		1	0.12%
137	Poland		1	0.12%
37	Colombia		1	0.12%
99	Lithuania		1	0.12%
87	Kenya		1	0.12%
7	Argentina		1	0.12%
119	Namibia		0	0.00%
140	Republic of Congo		0	0.00%
120	Nauru		0	0.00%
138	Portugal		0	0.00%
142	Republic of Maldives		0	0.00%
121	Nepal		0	0.00%

Please indicate your gender:



Please indicate your ethnicity:

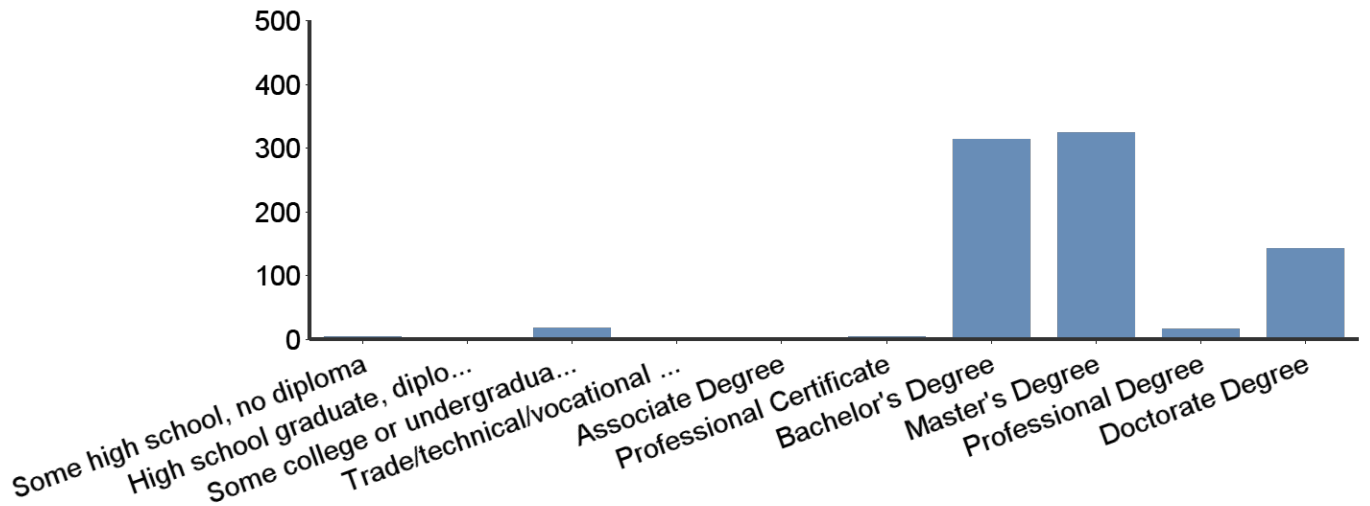


#	Answer	Bar	Response	%
1	White/Caucasian	<div style="width: 86.85%;"></div>	720	86.85%
2	Mixed/Multiple ethnic groups	<div style="width: 2.41%;"></div>	20	2.41%
3	Black/African/Carribbean	<div style="width: 1.57%;"></div>	13	1.57%
4	Hispanic/Latino	<div style="width: 0.72%;"></div>	6	0.72%
7	Other (please indicate in the space provided)	<div style="width: 1.45%;"></div>	12	1.45%
8	Decline to say	<div style="width: 4.22%;"></div>	35	4.22%
9	Asian	<div style="width: 2.77%;"></div>	23	2.77%
	Total		829	100.00%

Other (please indicate in the space provided)	
South Asian	
East Asian	
Asian	
Homo sapiens	
Korean	
Mongoloid	
Asian	
bi-racial (multi-ethnic)	
Irish American	
Chinese	
asian	
Asian - Indian	



What is the highest degree or level of education you have obtained?



#	Answer	Bar	Response	%
1	Some high school, no diploma		4	0.48%
2	High school graduate, diploma or the equivalent (ie. GED)		2	0.24%
3	Some college or undergraduate credit, no degree	█	18	2.17%
4	Trade/technical/vocational training		3	0.36%
5	Associate Degree		2	0.24%
6	Professional Certificate		5	0.60%
7	Bachelor's Degree	████████████████████	314	37.83%
8	Master's Degree	████████████████████	324	39.04%
9	Professional Degree	█	16	1.93%
10	Doctorate Degree	██████	142	17.11%
	Total		830	100.00%

Min Value	Max Value	Average Value	Variance	Standard Deviation	Total Responses	Total Respondents
1	10	7.79	2.01	1.42	830	830

**Which universities have you attended in the course of your education?**  
*(enter up to three institutions)*

1st Institution	2nd Institution	3rd Institution
Pennsylvania State University		
University of Wisconsin–Madison		
Pennsylvania State University		
Cornell University	University of Minnesota, Twin Cities	
Wesleyan University	University of New Mexico	San Francisco State University
Johns Hopkins University	American University	
Pacific Lutheran University	Emerson College	
Connecticut College	Catholic University of America	University of Virginia
Valparaiso University	Notre Dame of Maryland University	
University of Cambridge		
University of Pennsylvania		
Pacific Lutheran University		
University of Oxford		
University of Arizona		
University of Nottingham		
California State University, Northridge		
University of Akron	Johns Hopkins University	
St. Clair County Community College	Michigan State University	
Napier University		
Ohio State University	Yale University	
Oakland University		
Kent State University	Loyola University Chicago	
St. Lawrence Univ.	Univ. of Virginia	Univ. of Minnesota
Arizona State University	Binghamton University	
University of Sussex	University of Michigan–Ann Arbor	
California Polytechnic State University		
University of Missouri	University of North Texas	
Anglia Ruskin University		
University of Sussex		
University of North Carolina at Chapel Hill		
Ohio State University	University of Siegen, Germany	
Manchester University		
Washington College		
University of Rochester	Harvard University	
DePaul University		
University of Cambridge		
Evangel University		
University of South Dakota	University of Missouri - Columbia	
Tift College		
University of Cambridge		
Harrisburg Area Community College	Elizabethtown College	Community College of Baltimore County
University of Vermont	McGill University	
Beloit College, Beloit, Wisconsin, USA	Univ. of Wisconsin, Madison, USA	
University of Amsterdam		
University of California, Berkeley		
Wellesley College	Princeton University	Columbia University
University of Glasgow	University of Strathclyde	
University of Maryland University College		
Oxford Polytechnic, UK		
Goldsmiths	UWE	

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