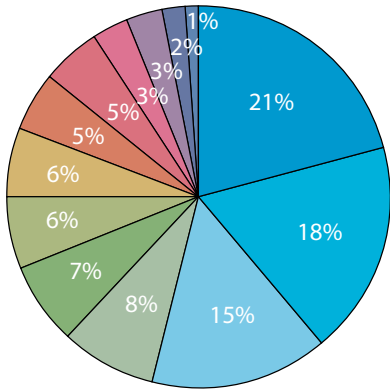


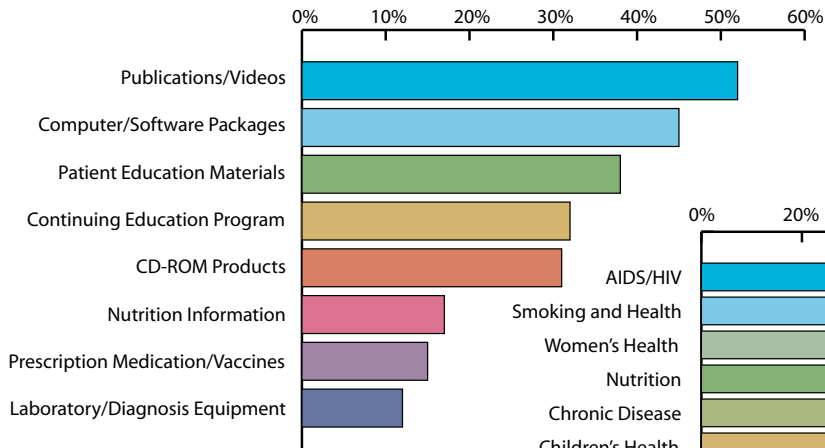
# Who are the Members of APHA?

Public Health occupations are well represented within APHA members



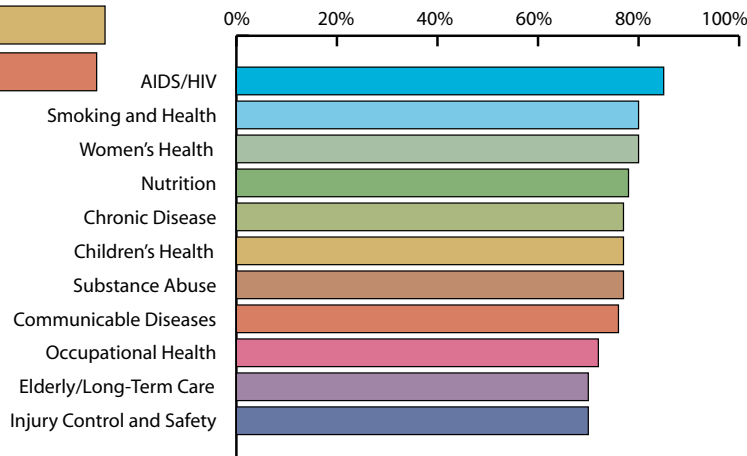
- 21% Administrators/Planners
- 18% Physicians
- 15% Educators/Health Information Specialists
- 8% Epidemiologists
- 7% Retired
- 6% Students
- 6% Nurses
- 5% Scientists
- 5% Consultants
- 3% Other Allied Health Professionals
- 3% Researchers/Research Assistants
- 2% Environmentalists
- 1% Dietitians/Nutritionists

## APHA members have significant purchasing power



Based on membership surveys. Respondents were allowed to give multiple answers.

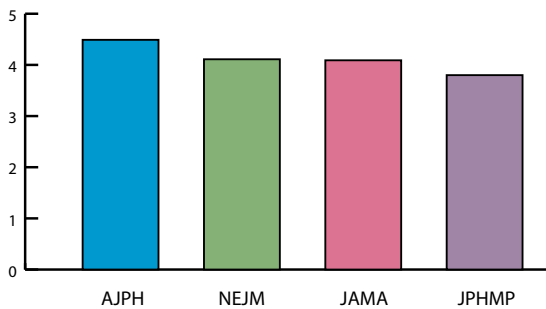
## Reading preferences among APHA members



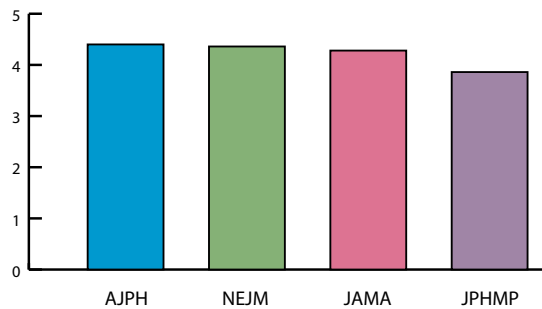
## Publication rating among readers

(Based on membership survey conducted by PERQ/HCI Research)

Ability to provide credible information about Public Health & Public Health Practice



Reputation of its authors in the field of Public Health – MD & MPH



Rating: 1= Poor; 5= Excellent

AJPH: American Journal of Public Health

NEJM: The New England Journal of Medicine

JAMA: Journal of the American Medical Association

JPHMP: Journal of Public Health Management and Practice

*"Public health is in the midst of historic change"*

Georges C. Benjamin, MD, FACP  
Executive Director  
American Public Health Association