EDITORS' ASSOCIATION OF CANADA

MEMBERSHIP SURVEY

RESULTS
JUNE, 2004

Background & Objectives

➢ Organizations typically survey their members on a periodic basis in order to ensure that the services they provide continue to meet members' expectations

  • the surveys are also used to determine whether or not any new services need to be developed by the organization

➢ The Editors' Association of Canada (EAC) has decided that it is time to conduct such a survey of its members in the most cost effective procedure possible

Methodology

Sample

➢ Given that the opinion of all members is of interest to EAC, it was decided to conduct a census of all members regardless of their status rather than surveying a sub-set of members

  • as such, a total of 1,600 questionnaires were sent to members

➢ A draw for one of five possible prizes was offered to all members who completed the survey

➢ In total, 441 questionnaires (406 English and 35 French) were completed by members; this represents a response rate of approximately 28%

Procedure

➢ For all but approximately 20 members, questionnaires were e-mailed to members by EAC

  • questionnaires were sent by Canada Post to members without e-mail addresses

➢ Completed questionnaires were returned to Guilbault and Associates in one of three ways: by e-mail, by fax or by Canada Post at the respondent's expense

  • the vast majority of the completed questionnaires were returned by e-mail

Questionnaire

➢ The questionnaire was developed by Guilbault and Associates in close collaboration with EAC based on a series of questions of interest to EAC

➢ The questionnaire consisted of a total of 26 pages grouped in six sections:

  • You and your work

  • Freelance work

  • In-house work

  • Editorial training

  • You and EAC (included questions on Certification)

  • Demographics

Results

RESPONDENT PROFILE – PERSONAL

➢ As can be seen in Table 1 below:
   ◗ The average EAC respondent can best be described as
      ◗ 45 years of age
      ◗ female (83%)
      ◗ possessing either an undergraduate (45%) or a postgraduate degree (42%)
      ◗ married (64%)
      ◗ having a family income of $50,000 a year or better (63%)
         ◗ members working exclusively as freelancers are more likely to earn under $30,000 total family income than those working exclusively in-house (15% versus 0%)
   ◗ Living in Ontario (59%)

Table 1
– Personal Profile –

	Total (N = 406)
Age (*average*)	**45**
	%
Sex	
Male	14
Female	**83**
Not Stated	3
Education	
College/CEGEP or less	11
Undergraduate	**45**
Postgraduate	**42**
Not Stated	2
Marital status	
Married/common-law	**64**
Separated/divorced	11
Single (never married)	17
Widowed	1
Not Stated	7

Table 1
– Personal Profile (cont.) –

	Total (N = 406) %
Household income	
Under $20,000	6
$20,000 - $49,999	22
$50,000 - $74,999	21
$75,000 - $99,999	16
$100,000 and over	26
Not Stated	9
	%
Residence	
Newfoundland	–
Nova Scotia	2
New Brunswick	1
P.E.I.	–
Quebec	5
Ontario	59
Manitoba	–
Saskatchewan	1
Alberta	12
B.C.	15
Yukon	–
N.W.T.	–
Nunavut	–
Outside Canada	2
Not Stated	3

➢ As can be seen in Table 2 below:

◗ Respondents have been working in their chosen field for an average of 14 years

◗ The large majority (78%) work as freelancers, either exclusively (58%) or while also working in-house (20%)

◗ four respondents in ten (40%) work in-house, although only half of them do so exclusively

◗ very few respondents are students exclusively (2%) although they do study while working as editors (full-time, 15%; par-time, 16%)

◗ Web site work is done by more respondents than any other listed activity (65%); this is followed by:

◗ newsletters (52%)

◗ reports (50%)

◗ brochures (48%)

◗ manuals and other technical materials (41%)

◗ Editors who work on web sites devote approximately 21% of their time to this activity

◗ most (55%) say that web-related work has increased in the past five years; even more say that it will increase in the next five years (68%)

◗ Almost one-third of respondents (32%) work on original compilations, though fewer (11%) work on original series prototypes

◗ Most respondents (75%) say that their work substantially changes the original text

◗ A very small percentage (12%) of respondents teach editing; the most popular teaching venues are continuing education (7%) and EAC seminars and workshops (5%)

◗ Slightly over half (56%) of respondents undertake editing on a volunteer basis

◗ they spent an average of about 64 hours on volunteer editing over the past two years

Table 2
– Work Profile –

	Total (N = 406)
Number of years worked as an Editor (*average*)	**14**
	%
Type of work	
Freelance exclusively	**58**
In-house exclusively	20
Both freelance and in-house	20
Full-time student*	15
Part-time student*	16

Media and genres of work (*main mentions*)

Web sites	**65**
Newsletters	**52**
Reports	**50**
Brochures	48
Manuals and other technical materials	41
Advertising materials	38
Genre non-fiction	34
Scholarly and academic books and journals	32
Literary non-fiction	29
Textbooks	27
Fiction	22
CD-ROMS and other new media	18

Web sites

Worked on web sites in past 12 months		**65**
Average percentage of work		21%
In **past 5 years** web work has:	**Increased**	**55**
	Decreased	8
	Stayed the same	37
In **next 5 years** web work will:	**Increase**	**68**
	Decrease	2
	Stay the same	30

* Virtually all students either work as freelancers or as in-house employees

Table 2
– continued –

	Total **(N = 406)** %
Editorial work involves:	
Original compilations	32
Original series prototypes	11
Neither	**63**
Do significant reorganizing, editing and/or **rewriting that substantially changes the original**	
Yes	**75**
No	25
Teach editing in academia	
No	**88**
Yes	12
Continuing education	7
EAC seminars/workshops	5
Undergraduate courses	2
Postgraduate courses	1
Undertake editing on volunteer basis	
No	44
Yes	**56**
Average number of hours in past 2 years	64 hrs.
Not Stated	3

Type of Business

➤ In Table 3 below we observe that:

- ◗ Most (81%) freelance respondents are set up as sole proprietorships; roughly 10% are either incorporated or in partnerships
- ◗ Approximately one freelance respondent in three (35%) gives work to other editors
- ◗ Virtually all (94%) freelance respondents work from home
- ◗ The most widely practised form of editorial work is copy editing (86%), followed closely by proofreading (70%)
  - ◗ other widely practised editorial work includes: structural and substantive editing (63%), writing (57%), stylistic editing (53%) and rewriting (52%)
- ◗ Respondents who do copy editing spend approximately 30% of their time as editors on this task

Table 3
– Business Profile –

	Total (N = 317) %
Business is:	
Sole proprietorship	81
Incorporated	8
Partnership	3
Other	4
Not Stated	4
Use of other editors	
Subcontract work	28
Hire/contract other suppliers	27
Hire other editors	7
Not Stated	55
Office	
Home-based	**94**
Other	3
Not Stated	3

Type of work (*at least 10% mentions*) | | **% OF WORK**

Type of work (*at least 10% mentions*)		% OF WORK
Copy editing	86	**30%**
Proofreading	70	17%
Structural and substantive editing	63	17%
Writing	57	**24**%
Stylistic editing	53	16%
Rewriting	52	13%
Fact checking	29	7%
Project management	25	16%
Developmental editing	24	18%
Desktop publishing	18	15%
Evaluations	16	7%
Teaching	16	18%
Production editing	14	10%
Indexing	10	**21**%
Translation	10	**24**%
Not Stated	3	

Clientele

➢ In Table 4 below we observe that:
  ◗ On average, respondents working as freelancers serve approximately 7 clients per year
  ◗ The five most common client types are:
    ◗ book publishers (44%)
    ◗ authors (43%)
    ◗ not-for-profit organizations (40%)
    ◗ other businesses (38%)
    ◗ government (30%)

Table 4
– Client Profile –

		Total (N = 317)
Number of clients	**Average**	7
		%
Type of client (*at least 10% mentions*)		
Book publisher		44
Author		43
Not-for-profit organization		40
Other business		38
Government		30
Federal		13
Provincial		13
Municipal		3
Academic institution		27
Magazine publisher		20
Other freelance editor		16
Journal publisher		12
Designer/design firm		12
Advertising agency		12
Not Stated		4

Fee Structure

➤ In Table 5 below we observe that:

- ❧ Approximately four respondents in ten (44%) charge according to the project and/or the client
  - ❧ one in four (26%) charges as a function of the task they perform
- ❧ The most common way of charging is on an hourly basis
  - ❧ when the charge depends on the project or client, the hourly fee can range from $30.50 to $51.50
  - ❧ the best-paying task is writing, which comes in at an average of $55.60 per hour
  - ❧ rewriting ($48.60), stylistic editing ($44.70) and developmental editing ($44.70) all garner above-average hourly fees
  - ❧ among respondents with a fixed fee structure, the average hourly rate is $42.30

Table 5
– Fee Structure–

	Total (N = 317) %
Fee structure	
Charge depending on project/client	**44**
Charge depending on task	26
Charge same rate regardless	15
Work on contract basis	10
Not Stated	5
Charge depending on project/client (n=139)	
Charge by the hour	94
Average minimum	$30.30
Average maximum	**$51.40**
Charge by the day	10
Charge by the word	7
Work by the page	6
Charge depending on task (n=82)	
Charge by the hour	100
Writing (**n=43**)	**$55.60**
Rewriting (**n=52**)	$48.60
Stylistic editing (n=39)	$44.70
Developmental editing (n=24)	$44.40
Copy editing (**n=71**)	$37.50
Proofreading (**n=48**)	$33.50

Charge same rate regardless (n=48)

Charge by the hour	92
Rate charged (n-44)	$42.30
Charge by the day	8
Charge by the word	2
Work by the page	2

Finances

➢ In Table 6 below we observe that:
- Over 60% (63%) of freelance respondents earn less than $30,000 per year from editorial work
- Approximately half (51%) would like to have more work; three in ten say that they really need to work more
- The majority of freelance respondents (53%) work on 2 to 5 projects at a time
- Freelance editors tend to insure their belongings (43%)
  - fewer currently carry long-term disability insurance (12%) or commercial (7%) or professional liability (4%)

Table 6
– Finances–

	Total (N = 317) %
Total billing 2003	
Under $20,000	**49**
$20,000 to $29,999	14
$30,000 to $39,999	11
$40,000 and over	21
Not Stated	5
Amount of freelance work is:	
Not enough, really need more	**31**
Not enough but it's OK	**20**
Just right	29
Too much but manageable	12
Too much; need to cut back	3
Not Stated	5

Workload

Work on one project at a time	37
Work on 2-5 projects simultaneously	**53**
Work on more than 5 projects simultaneously	4
Other	1
Not Stated	5

Insurance coverage

Office and contents	**43**
Long-term disability	12
Commercial liability	7
Professional liability	4
Not Stated	48

RESPONDENT PROFILE – IN-HOUSE EDITORS

Job Structure

➢ In Table 7 below we observe that:

- Not-for-profit (24%) and Government (21%) are the main employers of in-house respondents
- Academic institutions (16%), book publishers (15%) and other businesses (14%) are also significant employers of editors
- Close to half (47%) of the respondents who work in-house have the word "editor" in their job title
- The vast majority of in-house respondents (79%) work full-time
  - those who work part-time tend to put in close to a full work week (27 hours)
- Respondents are generally not the sole editors in their companies; an average of six other editors work with them
- Approximately three respondents in ten (28%) hire other editors
  - two in ten (19%) subcontract work to other editors

Table 7
– Job Structure –

	Total (N = 165) %
Type of company (*at least 10% mentions*)	
Not-for-profit organization	**24**
Government	**21**
Academic institution	16
Book publisher	15
Other business	14
Magazine publisher	10
Journal publisher	10
Not Stated	4
Job title (*main mentions*)	
Editor	**24**
Co-ordinator	7
Managing Editor	7
Copy Editor	6
Other "Editor"	10
Other	33
Not Stated	13
Employed:	
Full-time	**79**
Part-time	21
Hours per week	27 hrs.
Number of other editors in organization (*average)*	6
Use of outside resources	
Hire/contract other suppliers	40
Subcontract work to other editors	28
Hire other editors	19
Not Stated	46

Job Responsibilities

➢ In Table 8 below we observe that:

◗ The most widely practised form of editorial work is copy editing (84%), followed closely by proofreading (76%)

◗ these results are virtually identical to those observed for freelance editors

◗ respondents who copy edit spend approximately 23% of their time as editors on this task

◗ Other widely practised editorial work includes:

◗ structural and substantive editing (62%)

◗ writing (58%) – this takes up 20% of the editor's time

◗ rewriting (58%)

◗ stylistic editing (52%)

◗ again, these results are consistent with those observed for freelance respondents

◗ Two other editorial tasks are cited by close to half the in-house respondents

◗ project management (48%) – takes up 23% of the editor's time

◗ fact checking (43%)

◗ these tasks are much more common for in-house editors than for freelance editors

◗ On average, in-house respondents spend two-thirds (67%) of their time working with copy

Table 8
– Job Responsibilities –

Type of work (*at least 10% mentions*)	Total (N = 165) %	% OF WORK
Copy editing	84	**23**
Proofreading	76	17
Structural and substantive editing	62	15
Writing	58	**20**
Rewriting	58	12
Stylistic editing	52	12
Project management	48	**23**
Fact checking	43	9
Developmental editing	28	12
Production editing	28	13
Desktop publishing	22	12
Translation	13	–
Picture research	12	–
Evaluations	12	–
Teaching	12	–
Acquisitions	11	–
Permissions	10	–
Indexing	10	–
Not Stated	2	

Percentage of time work with copy   (*average*)   **67%**

Salary and Benefits

➢ In Table 9 below we observe that:

  ◗ Salaried editors generally earned more in 2003 than freelance editors; only 16% earned less than $30,000 as compared to 63% for freelance editors

  ◗ Approximately three-quarters (77%) of in-house respondents are provided with either a fully paid (36%) or partially paid (41%) benefits package

Table 9
– Salary and Benefits–

	Total (N = 165) %
Total salary 2003	
Under $20,000	12
$20,000 to $29,999	4
$30,000 to $39,999	19
$40,000 to $49,999	**25**
$50,000 to $74,999	**31**
$75,000 and over	4
Not Stated	5
Employer provides benefit package	
Yes – they pay all	**36**
Yes – they pay part	**41**
No	19
Not Stated	4

➢ It is clear in Table 10 that:

- On average, respondents have been with EAC for slightly more than five years (5.3)
  - this can be compared to the average of 14 years that they have been working as editors (Table 2)
- Respondents are fairly evenly split between voting (46%) and associate membership (52%)
- Close to half (44%) of the voting respondents were associate members prior to obtaining voting member status
- The main reasons for acquiring voting member status are:
  - the prestige (58%)
  - wanting to demonstrate one's level of experience (55%)
  - wanting to have a say in EAC affairs (42%)
- Only one associate respondent in five (18%) intends to become a voting member
  - most are undecided (50%)
- Four in ten (44%) associate respondents say they are not voting members because they do not have the requisite qualifications
  - three in ten (31%) see no additional benefits to voting membership
- Associate members would become voting members for the following reasons
  - wanting to demonstrate one's level of experience (76%)
  - the prestige (72%)
  - wanting to have a say in EAC affairs (56%)
- Most respondents (82%) either pay their own fees (59%) or write them off as a business expense (23%)
  - only 14% of respondents have their fees paid for by their employer

Table 10
– Membership Profile –

	Total (N = 406)
Number of years a member (*average*)	**5.3**
	%
Membership status	
Voting	46
Associate	52
Not Stated	3
Voting Members	
Associate member prior *(n=186)*	
Yes	44
No	50
Not Stated	6
Why chose voting membership *(main mentions)*	
Prestige/professional image	**58**
Demonstrate level of experience	**55**
To have say in affairs of EAC	42
To hold position in organization	13
Associate Members	
Voting member prior *(n=202)*	
Yes	4
No	**95**
Not Stated	61
Intend to become voting member	
Yes	18
No	31
Undecided	**50**
Not Stated	7

Table 10
– Membership Profile –
(cont'd)

Reasons why not voting member **(main mentions)**

Not qualified	**44**
See no benefits	31
Not interested in EAC affairs	16
Not Stated	7

Reasons for becoming voting member **(n=34)**
(main mentions)

Demonstrate level of experience	**76**
Prestige/professional image	**72**
To have say in affairs of EAC	56

Membership fees paid by:

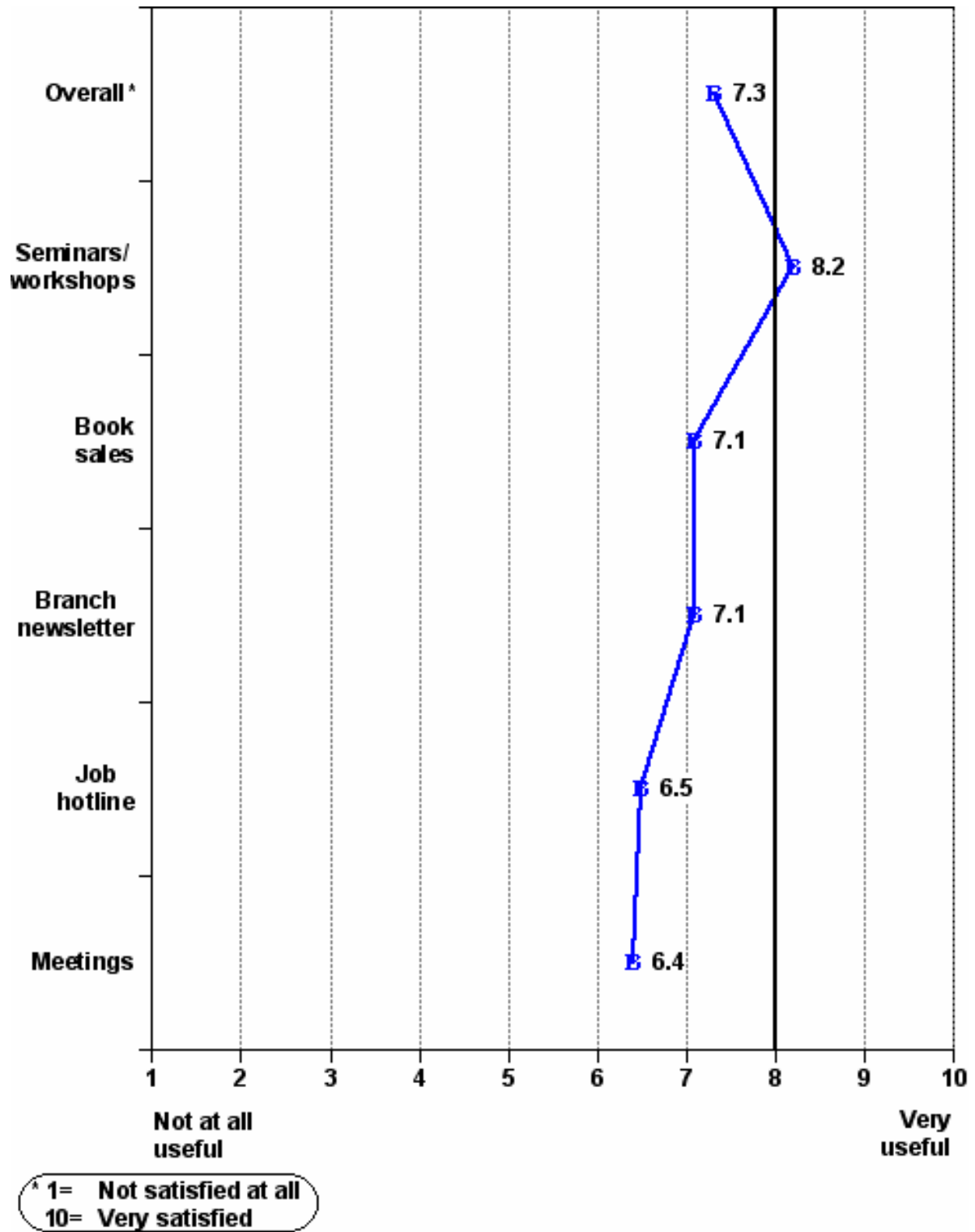|	
Member	59
Member and employer	1
Employer	14
Business expense	23
Not Stated	3

➢ In Table 11 one can observe that:

- ◗ Six in ten (63%) respondents belong to either the Toronto (43%) or the National Capital Region (20%) Branch
  - ◗ members of the Quebec and Atlantic Canada Branch are significantly under-represented
- ◗ Most (65%) respondents live within the same city as the branch to which they belong
  - ◗ very few (20%) live more than 80 kilometres away from their branch
- ◗ On average, respondents attend between one and two (1.4) branch meetings per year
- ◗ They are also likely to attend one (0.8) seminar or workshop given by the branch in a year
- ◗ Three-quarters (76%) of respondents either always (44%) or usually (32%) read the branch newsletter
  - ◗ 4% say that they have never received a newsletter from their branch
- ◗ In Figure 1 one can observe that respondents are not ecstatic about their branches
  - ◗ in surveys of this type, one would usually expect to see average satisfaction scores of at least 8.0 on a 10-point scale; EAC branches only score 7.3
- ◗ Of the various services offered to members by their branches, only the seminars and workshops surpass the 8.0 threshold
  - ◗ the Job Hotline (6.5) and meetings (6.4) are two areas where the evaluations are particularly low

Table 11
– EAC Services – Branch Level –

	Total (N = 406) %
Branch	
Quebec and Atlantic Canada	6
National Capital Region	20
Toronto	**43**
Prairie Provinces	14
B.C.	16
Not Stated	1
Distance from branch	
In same city	**65**
Within 80 kilometres	13
Within 150 kilometres	7
More than 150 kilometres	13
Not Stated	2
Is there a local EAC group when Branch outside 80 kilometres (n=80)	
Yes	20
No, don't know	75
Not Stated	5
Branch meetings attended in 2003 (*average*)	**1.4**
Branch seminars/workshops attended in 2003 (*average*)	**0.8**
Read branch newsletter	
Always	**44**
Usually	32
Sometimes	16
Never	2
Never received branch newsletter	4
Not Stated	2

Figure 1
– Member Satisfaction with Branch and the Utility of its Services –

Overall *   7.3

Seminars/workshops   8.2

Book sales   7.1

Branch newsletter   7.1

Job hotline   6.5

Meetings   6.4

1   2   3   4   5   6   7   8   9   10

Not at all useful   Very useful

* 1= Not satisfied at all
10= Very satisfied

➢ In Table 12 one can observe that:

  ◗ On average, respondents attend national conferences about once every six years (0.8 times in the past 5 years)

    ◗ this is much lower than the 1.4 branch meetings attended **per year**

  ◗ Seven out of ten (69%) respondents either always (40%) or usually (29%) read *Active Voice*, the national newsletter

    ◗ 6% say that they have never received a newsletter from EAC

  ◗ Slightly less than half (47%) of the respondents did volunteer work for EAC in 2003

    ◗ the average amount of time volunteers give to EAC is 74 hours per year

    ◗ volunteer work tends to occur at the branch level (member of branch executive, 17%; write for branch newsletter, 11%; present program at branch level, 9%)

    ◗ the main reasons for volunteering are: give back to association (71%), networking (48%), socialise (42%), develop new skills (40%)

  ◗ The main reasons for not doing volunteer work for EAC include:

    ◗ too busy (37%)

    ◗ not sure of time required (22%)

    ◗ don't know what opportunities are available (12%)

  ◗ In Figure 2 one can observe that:

    ◗ while respondents are slightly more satisfied with the national organization (7.5 on 10-point satisfaction scale) than with the branch organization (7.3), there is still room for improvement

    ◗ of all the services offered members, the EAC web site is considered the most useful (7.6 on 10-point usefulness scale); there is room for improvement with this service as well

    ◗ other services with a reasonable usefulness score include: conference sessions (7.4), on-line directory of editors (7.3), *Active Voice* (7.1), e-mail forums (7.0)

    ◗ more work needs to be done on e-mail addresses (6.7) and the printed directory of editors (6.7) before respondents will consider them useful

    ◗ there is a very long way to go to make the group insurance plan useful (3.8) in the eyes of respondents
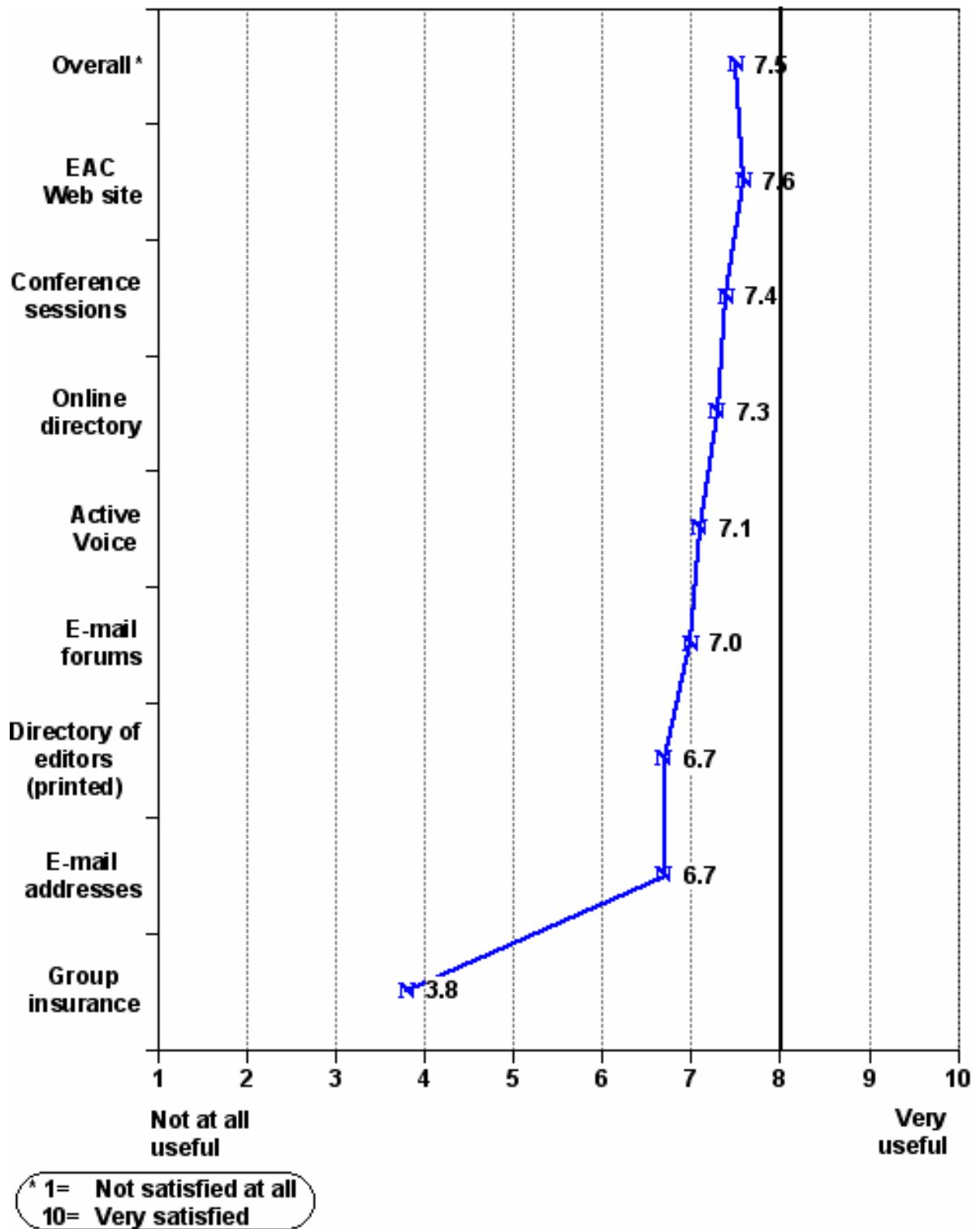
Table 12
– EAC Services – National Level –

	Total (N = 406)
National conferences attended in past 5 years. (*average*)	**0.8**
	%
Read *Active Voice* – EAC's national newsletter	
Always	**40**
Usually	29
Sometimes	22
Never	2
Never received branch newsletter	6
Volunteer work *(main mentions)*	
Member of **branch** executive	17
Wrote for **branch** newsletter	11
Member of **national** committee	9
Presented program at **branch** meeting	9
Member of **branch** committee	8
Member of **national** executive council	8
Wrote for *Active Voice*	8
Member of **branch** newsletter editorial/ production team	7
Presented a session at EAC **conference**	6
Not Stated	**53**
Why volunteer (n=190) *(main mentions)*	
Give back to association	**71**
Networking	48
Socialise	42
Develop new skills	40
Job would otherwise go undone	30
Learn more about how association works	29
Help a colleague	18
Average number of hours in 2003	**74.0**

Why not volunteer (n=226)   *(main mentions)*

Too busy	**37**
Not sure of time required	22
Don't know what opportunities available	12
Not interested	12

Figure 2

Figure 2
– Member Satisfaction with National and the Utility of its Services –

Interest in tests

➢ As can be seen in Table 13 below:

 ◗ The vast majority (74%) of respondents plan to take at least one certification test

   ◗ half of the respondents intend to take all four tests

   ◗ approximately one respondent in four (26%) does not intend to take any test

     ◗ they tend to be slightly older (50 versus 44 years old)

     ◗ they have been members longer (8.3 versus 4.3 years)

     ◗ they are more likely to be voting members (63% versus 39%)

     ◗ they are over-represented in the Quebec and Atlantic Canada Branch (12% versus 4%)

 ◗ While all four tests are quite popular, the most popular test is "Copy editing" (71%); the least popular test is "elementary knowledge of the publishing process" (59%)

Table 13
– Interest in Certification Tests –

	Total (N = 406) %
Tests intend to take:	
Copy editing	71
Proofreading	67
Structural and stylistic editing	65
Elementary knowledge of the publishing process	59
	%
Number of tests intend to take:	
None	26
All	**51**
Three	14
Copy and proofreading and structural	*7*
Copy and proofreading and publishing process	*5*
Copy and structural and publishing process	*2*
Two	8
Copy editing & structural and stylistic editing	*3*
Copy editing and proofreading	*3*
One	1

Reasons for taking tests

➢ As can be seen in Table 14 below:

◗ The strongest reasons for wanting to take the certification tests are:

◗ to prove one's abilities to oneself (70%)

◗ to ensure the quality of one's work (70%); related to this are identifying the skills required to be a competent editor (59%), raising standards for performance (57%) and setting objective standards (53%)

◗ respondents also are concerned about boosting the profile of editors (58%) and, to a somewhat lesser extent, that of EAC (37%)

◗ the ability to get a job (55%) and increase one's earnings (45%) cannot be ignored either

◗ Although the reasons for not wanting to be certified have not been formally analyzed (verbatim have been provided under separate cover), the general themes which seem to prevail include:

◗ too old to worry about certification

◗ experience has taught them all they need to know

◗ the job they do does not require formal editorial skills

◗ they will wait to see what certification looks like

Table 14
– Reasons for Taking Tests –

	Total (N = 311) %
Reasons for taking tests: (*main mentions*)	
Prove abilities to myself	70
Ensure quality of work	70
Identify skills required to be a competent editor	59
Boost profile of editors	58
Raise standards for performance	57
Make it easier to get work	55
Set objective standards	53
Increase earnings	45
Enhance profile of EAC	37

Time frame for taking tests

➢ As can be seen in Table 15 below:

- ◗ Respondents who intend to take the tests are fairly evenly split between wanting to take the tests all in the same year (20%) and over two years (25%)
  - ◗ approximately one in three respondents (37%) has not made up their mind yet
- ◗ If it proves to be impossible to offer all four tests every year, respondents would prefer to see one skill test per year on a rotational basis along with the Publishing Process every year (58%)
  - ◗ one-third (35%) of the respondents would like to have all four test offered every two years

Table 15
– Time Frame for Taking Tests –

	Total (N = 311) %
Time frame for taking tests	
All in the same year	20
Over two years	25
Over three years	9
Over four years	6
Over five years or more	3
Undecided	37
Best alternative to sitting all four test each year	
One skill test (+ Publishing Process) each year in a rotating cycle	58
All tests offered together every 2 years	35
Not stated	7

Influence of certification on hiring/subcontracting and/or employees

➢ As can be seen in Table 16 below:

- ◗ Most respondents feel that certification would have at least some influence on their decision to either hire or subcontract to another editor (70%); 37% state that the influence would be a strong one

- ◗ Approximately half (49%) of the respondents with employees say that their employees would be encouraged to become certified

Table 16
–Influence of Certification on Hiring/Subcontracting –

	Total (N = 166/35) %
Influence decision to hire/subcontract (*n=166)*	
Would be **decisive**	3
Would have **considerable** influence	34
Would have **some** influence	33
Would have **no** influence	8
Not stated	22
Pressure on employees to become certified (*n=35)*	
Would be **strongly** encouraged	20
Would be **encouraged**	29
Would be **no** pressure	20
Not stated	31

➤ In Table 17 one can observe that:

- Approximately half (49%) of the respondents are listed in the online directory; another 5% used to be listed

- For those who are listed, the online directory has generated somewhat less than three (2.6) referrals which account for approximately 11% of their billings

- It took slightly more than one year (1 year, 4 months) before respondents got their first referral from the online directory

- Respondents themselves are more inclined to use the paper directory (41%) than the online directory (31%) when looking for an editor; approximately one-third (36%) would use neither directory

- If a campaign to encourage usage of the online directory is to be undertaken by EAC, the fall would be respondents' preferred time (66%)

Table 17
– Online Directory of Editors –

		Total (N = 406) %
Currently listed in online directory		
Yes		**49**
No, have never been listed		41
No, but was listed in past		5
Not Stated		5
Number of referrals	(*average*)	2.6
Percentage of total billings	(*average*)	10.9%
Number of weeks before first referral	(*average*)	69.6
When looking for an editor, use:		
Online directory		9
Printed directory		19
Online and printed directories		22
Neither directory		**36**
Not Stated		14
Launch of campaign for online directory would have greatest impact in:		
Winter		7
Spring		9
Summer		1
Fall		**34**
All about the same		**32**
Not Stated		17