

JOURNAL OF ECONOMIC EDUCATION

CURRENT STATISTICS - FALL 1999 ISSUE

PAID SUBSCRIPTIONS	1,131
COMP SUBSCRIPTIONS	46
TOTAL	1,177

PRICE HISTORY

<u>YEAR</u>	<u>INDIVIDUAL</u>	<u>INSTITUTION</u>
1987-88	\$ 23.00	\$ 45.00
1988-89	\$ 23.00	\$ 45.00
1989-90	\$ 24.00	\$ 48.00
1990-91	\$ 24.00	\$ 48.00
1991-92	\$ 30.00	\$ 55.00
1992-93	\$ 30.00	\$ 60.00
1993-94	\$ 33.00	\$ 63.00
1994-95	\$ 35.00	\$ 70.00
1995-96	\$ 37.50	\$ 75.00
1996-97	\$ 37.50	\$ 75.00
1997-98	\$ 37.50	\$ 75.00
1998-99	\$ 41.00	\$ 82.00
1999-00	\$ 41.00	\$ 82.00

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## CIRCULATION HISTORY

<u>ISSUE</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>	<u>1992</u>
WINTER	1,217	1,416	1,564	1,560	1,383	1,571
SPRING	1,270	1,500	1,458	1,559	1,473	1,575
SUMMER	1,398	1,482	1,437	1,514	1,460	1,420
FALL	1,483	1,509	1,540	1,383	1,522	1,442
AVERAGE	1,342	1,477	1,500	1,504	1,460	1,502

<u>ISSUE</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>
WINTER	1,337	1,174	1,655	1,355	1,156	1,276	1,074
SPRING	1,375	1,332	1,521	1,320	1,318	1,406	1,144
SUMMER	1,388	1,319	1,646	1,331	1,332	1,452	1,238
FALL	1,450	1,591	1,488	1,232	1,276	1,299	1,177
AVERAGE	1,388	1,354	1,578	1,310	1,271	1,358	1,158

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SUBSCRIBER PROFILE

	Nov-95	Nov-96	Nov-97	Nov-98	Nov-99
UNIVERSITIES	1098	949	904	948	847
LIBRARIES	666	645	650	647	589
DEPARTMENTS	432	304	254	301	258
COMMUNITY COLLEGES	57	40	46	42	30
LIBRARIES	40	33	36	30	28
DEPARTMENTS	17	7	10	12	2
LIBRARIES	66	60	53	42	55
VOCATIONAL	17	16	16	12	8
HIGH SCHOOL	9	9	7	5	8
PUBLIC	8	8	7	6	10
BUSINESS COLLEGE	5	1	0	1	0
FACULTY	4	3	3	3	6
PROFESSIONAL	4	2	3	3	2
STATE/NATIONAL	4	3	5	6	3
RESEARCH	1	1	1	1	2
OTHER	13	17	11	5	16
INDIVIDUALS	118	94	69	101	135
HOME	109	76	64	92	84
WORK	9	18	5	9	51
PRIVATE FOUNDATIONS	27	24	25	29	28
AIRFORWARDERS/AGENTS	54	61	70	76	70
MISCELLANEOUS	60	59	62	61	46
TOTAL	1,481	1,287	1,229	1,299	1,211

<u>GEOGRAPHIC BREAKDOWN</u>	Subscriptions	% of Total
NEW ENGLAND (ME NH VT MA RI CT)	72	6%
MID-ATLANTIC (NY NJ PA)	206	17%
E NORTH CENTRAL (OH IN IL MI WI)	168	14%
W NORTH CENTRAL (MN IA MO ND SD NE KS)	103	9%
SOUTH ATLANTIC (DE MD DC VA WV NC SC GA FL)	191	16%
E SOUTH CENTRAL (KY TN AL MS)	72	6%
W SOUTH CENTRAL (AR LA OK TX)	73	6%
MOUNTAIN (MT ID WY CO NM AZ UT NV)	43	4%
PACIFIC (AK WA OR CA HI)	107	9%
UNITED STATES	1035	85%
US TERRITORIES	7	1%
CANADA	27	2%
FOREIGN NON-CANADIAN	142	12%
APO-FPO	0	0%
TOTAL	1211	