



CIVIL WAR MAGAZINE SURVEY SURVEY ANALYSIS

This survey was conceived as more of an informational instrument than one with serious overtones for CWRTs to heed. And yet, there are some interesting patterns that should be examined.

Overall, there were 195 total respondents. We did not seek to differentiate between members and their leaders. The completion rate was 77% and on average, it took respondents 4 minutes to complete.

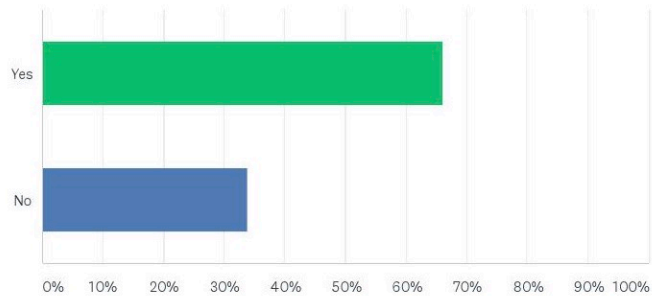
SUMMARY

This survey illustrates the kind of CWRT member who subscribes to Civil War magazines.

1. Magazine subscribers are true readers who reads a majority of magazines to which a subscription is paid and enjoys other reading materials that are described in the magazine.
2. Many magazine subscribers are focused on leaders, strategy and tactics, campaigns, battles and skirmishes and may or may not read other articles.
3. Some magazine subscribers share their reading material with others most notably with other CWRT members.
4. At a time when most CWRT members decry the lack of American history education in our public schools, most do not avail themselves to share their beloved magazines with schools, teachers or libraries.
5. In those communities in which the local school district will not allow Civil War material in their midst, there are other environments where students are supported in their curiosity about the making of America by adults who understand the value of history.

Q1 Do you subscribe to one or more Civil War magazine?

Answered: 195 Skipped: 0

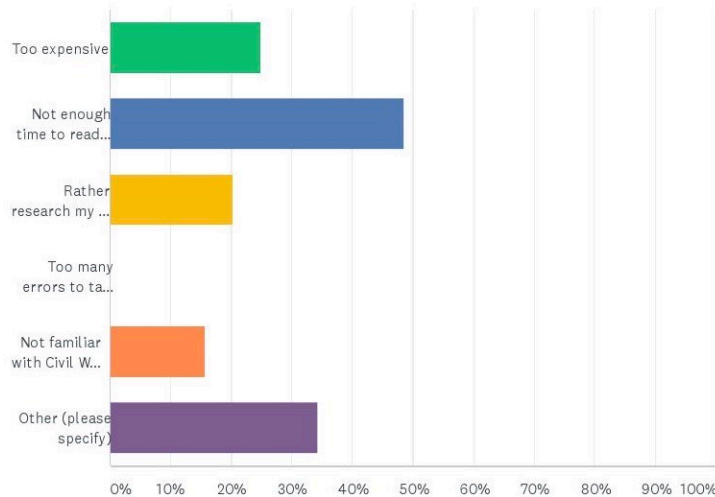


ANSWER CHOICES	RESPONSES	
Yes	66.15%	129
No	33.85%	66
TOTAL		195

Our initial assumption was that many, if not most, CWRT members subscribe to a Civil War magazine. The results from the first question confirms that assumption. Sixty-six percent subscribe to one or more such magazines.

Q2 Why don't you subscribe to a Civil War magazine? (Check all that apply)

Answered: 64 Skipped: 131



ANSWER CHOICES	RESPONSES	
Too expensive	25.00%	16
Not enough time to read them	48.44%	31
Rather research my own topics	20.31%	13
Too many errors to take seriously	0.00%	0
Not familiar with Civil War magazines	15.63%	10
Other (please specify)	34.38%	22
Total Respondents: 64		

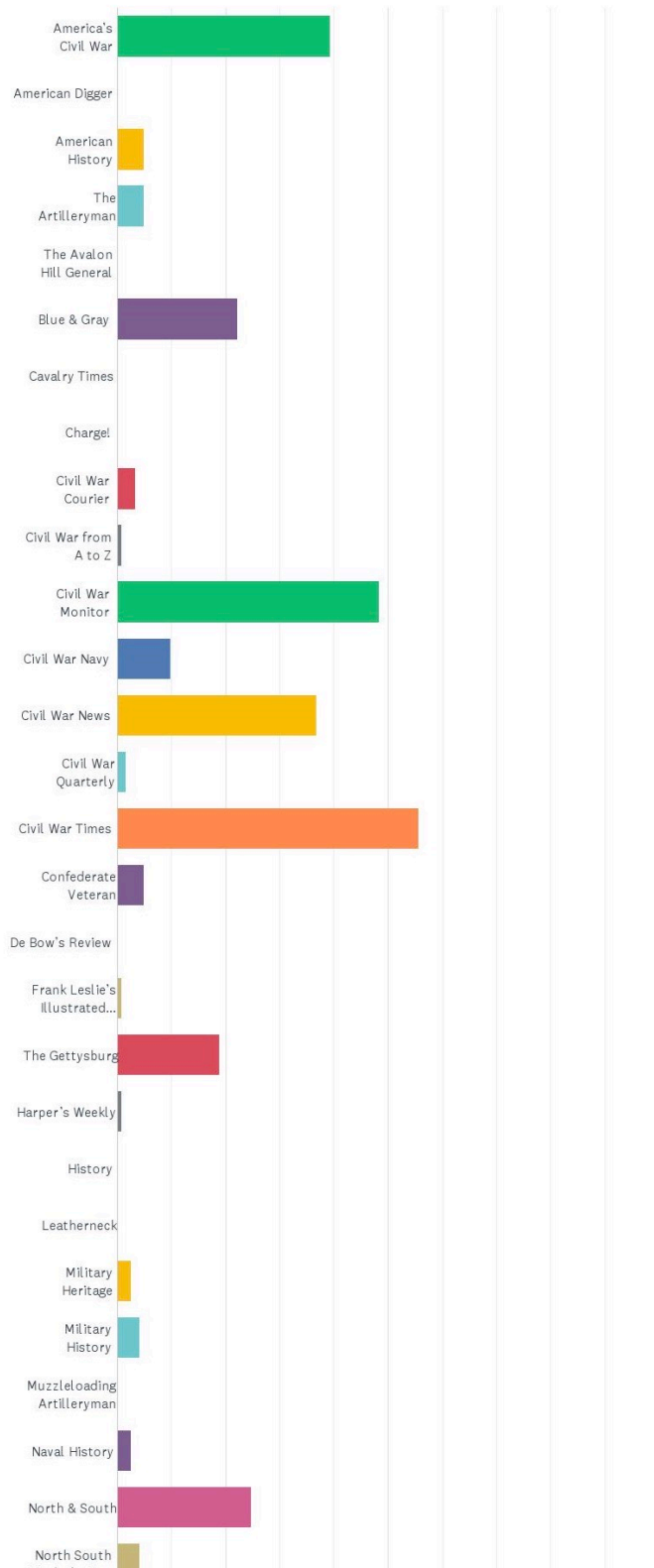
Those that do NOT subscribe to a Civil War magazine indicated that the top reasons are insufficient time to read them (48%), too expensive (25%) and the desire to research ones own topics (20%). Another 34% marked other. Their comments were as follows:

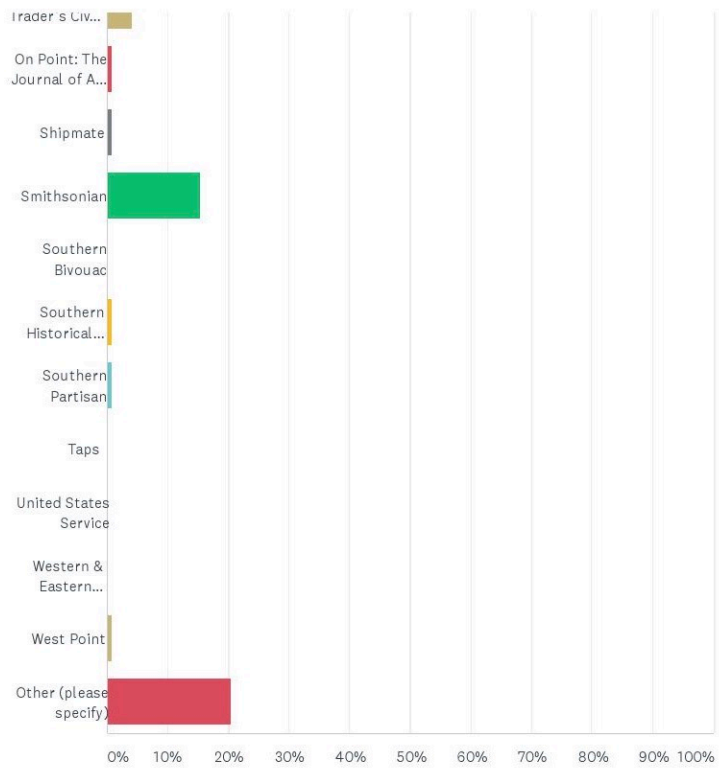
- I may be re-subscribing to North and South soon. It and Blue & Gray are/were the gold standards for ACW magazines
- Too many of the same type of articles in mags. I choose on topic that I have an interest in. I also subscribe to several car racing publications and railroad publications
- Some lean way too far to one side of the war
- Shared by other subscribers
- Previously subs cribbed to CW TIMES ' & Camp Chase.
- Most seem to rehash old stories.
- Get at store
- Buy them off the rack

- Topic are too politically correct
- Changes in editorial policies
- Not enough value
- Too many other interests
- Have not seen civil war magazines recently
- Have not found one that consistently piques my interest
- Have many books and online sources to read.
- Magazine (Blue & Gray) ceased publication recently.
- Downsizing
- I have hundreds already. Now I go to the American Battlefield Trust or Emerging Civil War.
- Would rather read a C.W. book instead
- I find I have so much to read, and sometimes they are too detailed I lose interest
- Subscribed to many CW mags from 1965 to 2005. Stopped all subscriptions at that time.
- Topics have usually been covered many times before.

Q3 To which magazine(s) do you subscribe? (Check all that apply)

Answered: 122 Skipped: 73





ANSWER CHOICES	RESPONSES	
America's Civil War	39.34%	48
American Digger	0.00%	0
American History	4.92%	6
The Artilleryman	4.92%	6
The Avalon Hill General	0.00%	0
Blue & Gray	22.13%	27
Cavalry Times	0.00%	0
Charge!	0.00%	0
Civil War Courier	3.28%	4
Civil War from A to Z	0.82%	1
Civil War Monitor	48.36%	59
Civil War Navy	9.84%	12
Civil War News	36.89%	45
Civil War Quarterly	1.64%	2
Civil War Times	55.74%	68
Confederate Veteran	4.92%	6
De Bow's Review	0.00%	0
Frank Leslie's Illustrated Newspaper	0.82%	1
The Gettysburg	18.85%	23
Harper's Weekly	0.82%	1
History	0.00%	0
Leathemeck	0.00%	0
Military Heritage	2.46%	3
Military History	4.10%	5
Muzzleloading Artilleryman	0.00%	0
Naval History	2.46%	3
North & South	24.59%	30
North South Trader's Civil War	4.10%	5
On Point: The Journal of Army History	0.82%	1
Shipmate	0.82%	1
Smithsonian	15.57%	19
Southern Bivouac	0.00%	0
Southern Historical Society Papers	0.82%	1
Southern Partisan	0.82%	1
Taps	0.00%	0
United States Service	0.00%	0
Western & Eastern Treasures	0.00%	0
West Point	0.82%	1
Other (please specify)	20.49%	25
Total Respondents: 122		

The most popular Civil War magazines among respondents are

- Civil War Times (55%)
- Civil War Monitor (48%)
- America's Civil War (39%)
- Civil War News (36%)
- North & South (24%)
- Blue & Gray (22%)

Those magazines that received no votes:

- American Digger
- The Avalon Hill General
- Cavalry Times
- Charge!
- De Bow's Review
- History
- Southern Bivouac
- Taps
- United States Service
- Western & Eastern Treasures

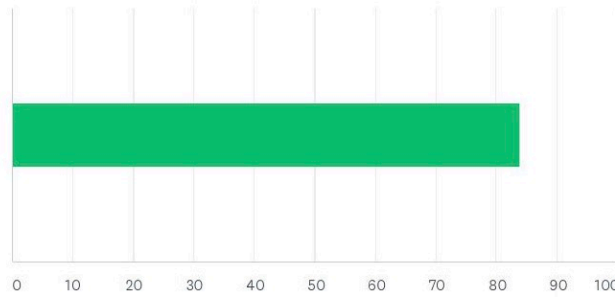
Another 20% responded as Other. Their comments are as follows:

- Hallowed Ground
- The Blue Light
- Military Images
- Civil War Regiments
- Also, some of these are not in business anymore and some I gave up my subscription. My favorite was Blue & Gray. I, also, used to subscribe, at times, to North South Trader's Civil War, CWTI. America's Civil War, Confederate Veteran, Gettysburg Magazine.
- Hallowed Ground
- Military Images (R. Coddington's Magazine - CW Photography)
- Confederate Veteran, The Bugle, Telegraph (The Confederate Voice of Australia)
- Homefront Herald
- Civil War History, Journal of the Civil War Era
- Civil War History
- Hallowed Ground
- American Battlefield Trust
- ABT Magazine "Hallowed Ground"
- Civil War Gazette
- Military Images Magazine
- Civil war history, the journal of the civil war era
- Hallowed Ground
- Military Images
- Battlefield Photographer; Military Images; Archaeology

- Military Images
- Military Images
- Missouri Historical Review
- Hallowed Ground
- Military Images

Q4 What percentage of the your magazines actually get read?

Answered: 120 Skipped: 75

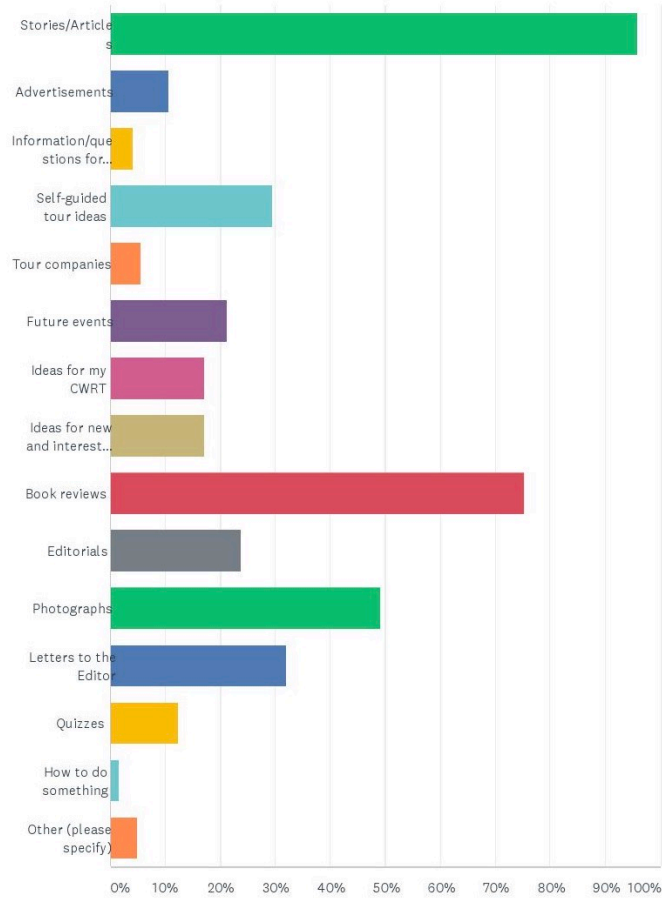


ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	84	10,069	120
Total Respondents: 120			

On average, 84% of respondents stated that they actually read their magazines.

Q5 What are the most enjoyable part(s) to your favorite magazine(s)?
(Check all that apply)

Answered: 122 Skipped: 73



ANSWER CHOICES	RESPONSES	
Stories/Articles	95.90%	117
Advertisements	10.66%	13
Information/questions for social media	4.10%	5
Self-guided tour ideas	29.51%	36
Tour companies	5.74%	7
Future events	21.31%	26
Ideas for my CWRT	17.21%	21
Ideas for new and interesting research	17.21%	21
Book reviews	75.41%	92
Editorials	23.77%	29
Photographs	49.18%	60
Letters to the Editor	31.97%	39
Quizzes	12.30%	15
How to do something	1.64%	2
Other (please specify)	4.92%	6
Total Respondents: 122		

Interestingly, 95% of respondents say the most enjoyable parts of their magazines are the stories and articles and 75% say the book reviews are most enjoyable. Obviously, these are readers from the very start.

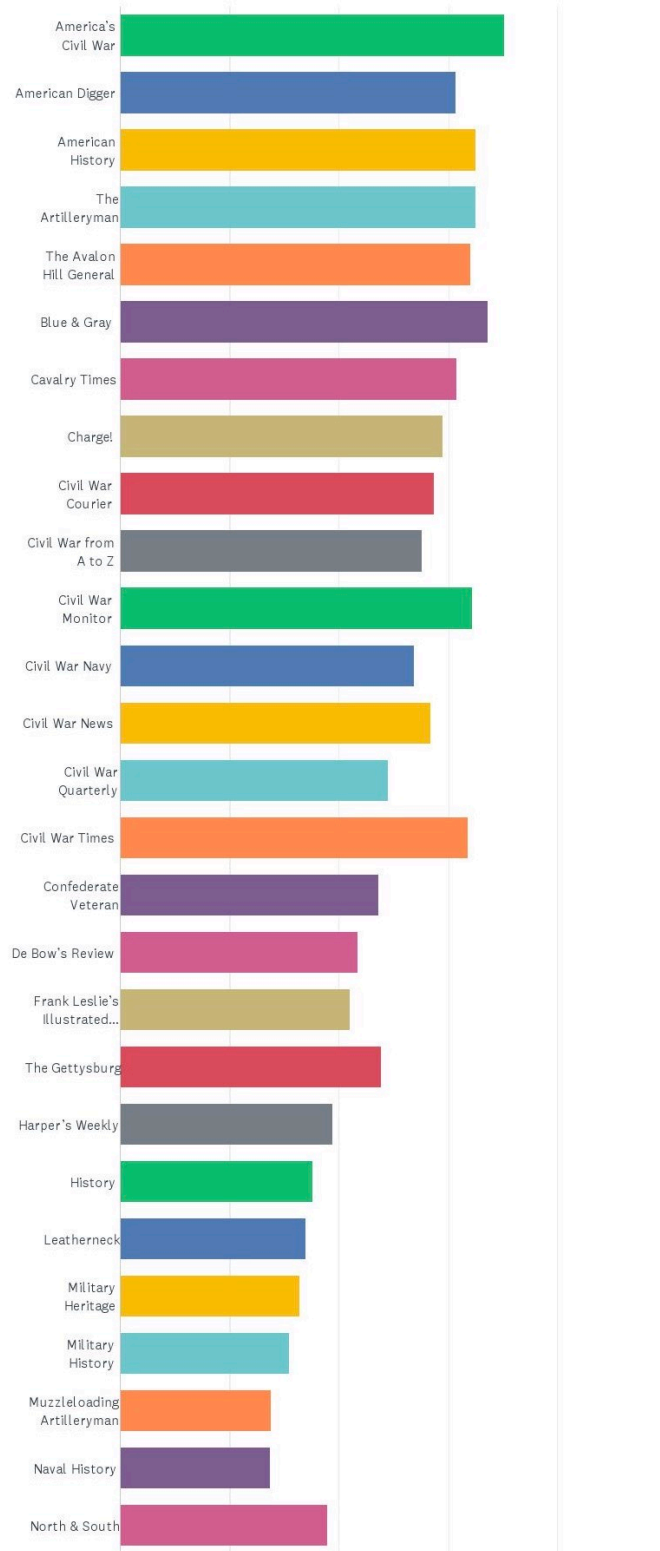
What is nearly as telling, 1% said "How to do something", 4% said information and questions on social media and 5% said tour companies.

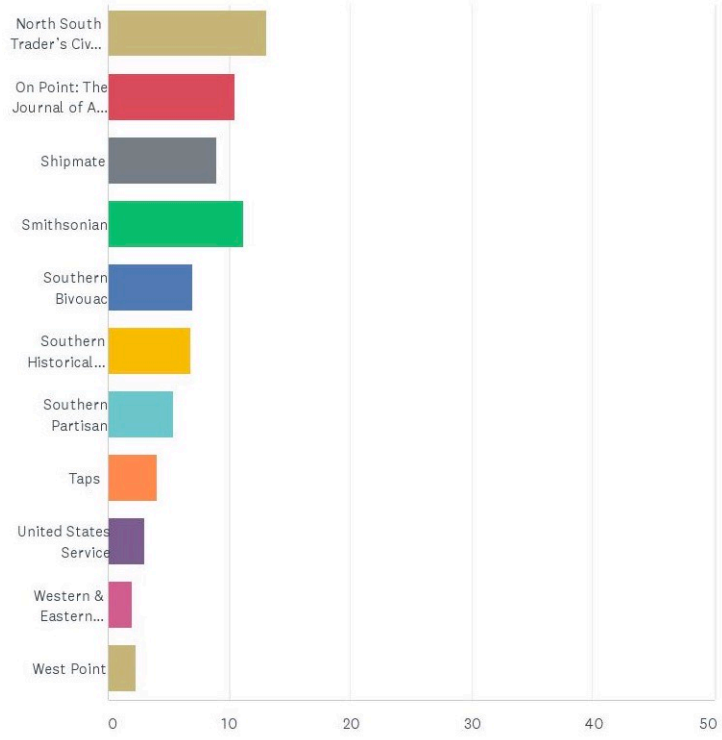
Another 4% responded "Other" which included:

- Biographies
- All contents
- Maps
- Artifacts
- Original articles about fresh topics--not the same old thing.
- Collecting Civil War artifacts

Q6 Which three magazines do you rate the highest? (Slide the highest rated to the top of the list)

Answered: 107 Skipped: 88





	1	2	3	4	5	6	7	8	9	10	11	12	13	14
America's Civil War	16.87% 14	28.92% 24	20.48% 17	18.07% 15	3.61% 3	1.20% 1	2.41% 2	1.20% 1	1.20% 1	1.20% 1	0.00% 0	0.00% 0	1.20% 1	0.00%
American Digger	0.00% 0	4.62% 3	7.69% 5	26.15% 17	23.08% 15	3.08% 2	4.62% 3	1.54% 1	4.62% 3	1.54% 1	7.69% 5	1.54% 1	0.00% 0	0.00%
American History	0.00% 0	2.86% 2	5.71% 4	21.43% 15	21.43% 15	25.71% 18	4.29% 3	5.71% 4	2.86% 2	1.43% 1	0.00% 0	0.00% 0	1.43% 1	0.00%
The Artilleryman	1.39% 1	1.39% 1	4.17% 3	11.11% 8	20.83% 15	20.83% 15	22.22% 16	4.17% 3	4.17% 3	1.39% 1	1.39% 1	0.00% 0	4.17% 3	1.39%
The Avalon Hill General	1.41% 1	2.82% 2	1.41% 1	2.82% 2	9.86% 7	22.54% 16	19.72% 14	22.54% 16	5.63% 4	4.23% 3	2.82% 2	2.82% 2	0.00% 0	1.41%
Blue & Gray	12.35% 10	19.75% 16	6.17% 5	4.94% 4	7.41% 6	8.64% 7	14.81% 12	8.64% 7	11.11% 9	1.23% 1	1.23% 1	0.00% 0	1.23% 1	0.00%
Cavalry Times	1.39% 1	4.17% 3	0.00% 0	2.78% 2	0.00% 0	4.17% 3	11.11% 8	27.78% 20	22.22% 16	16.67% 12	4.17% 3	4.17% 3	0.00% 0	0.00%
Charge!	0.00% 0	0.00% 0	0.00% 0	1.41% 1	2.82% 2	1.41% 1	5.63% 4	15.49% 11	26.76% 19	18.31% 13	16.90% 12	4.23% 3	4.23% 3	0.00%
Civil War Courier	1.39% 1	0.00% 0	0.00% 0	1.39% 1	1.39% 1	1.39% 1	1.39% 1	0.00% 0	15.28% 11	30.56% 22	25.00% 18	13.89% 10	1.39% 1	4.17%
Civil War from A to Z	1.39% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	1.39% 1	0.00% 0	4.17% 3	4.17% 3	16.67% 12	23.61% 17	26.39% 19	12.50% 9	1.39%
Civil War Monitor	28.41% 25	7.95% 7	12.50% 11	2.27% 2	2.27% 2	2.27% 2	1.14% 1	1.14% 1	0.00% 0	3.41% 3	6.82% 6	12.50% 11	13.64% 12	2.86%
Civil War Navy	4.05% 3	2.70% 2	4.05% 3	1.35% 1	0.00% 0	1.35% 1	0.00% 0	1.35% 1	0.00% 0	1.35% 1	2.70% 2	21.62% 16	24.32% 18	25.71%
Civil War News	8.86% 7	3.80% 3	12.66% 10	3.80% 3	1.27% 1	1.27% 1	2.53% 2	0.00% 0	0.00% 0	0.00% 0	1.27% 1	2.53% 2	20.25% 16	21.43%
Civil War Quarterly	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	1.41% 1	1.41% 1	0.00% 0	1.41% 1	1.41% 1	5.63% 4	35.71%
Civil War Times	26.37% 24	16.48% 15	14.29% 13	1.10% 1	4.40% 4	0.00% 0	1.10% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	1.10% 1	1.39%
Confederate Veteran	0.00% 0	4.00% 3	1.33% 1	1.33% 1	0.00% 0	0.00% 0	1.33% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00%
De Bow's Review	1.41% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	1.41% 1	0.00% 0	0.00% 0	0.00% 0	0.00%
Frank Leslie's Illustrated Newspaper	0.00% 0	0.00% 0	1.41% 1	0.00% 0	0.00% 0	1.41% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	1.41% 1	0.00% 0	1.39%
The Gettysburg	5.06% 4	5.06% 4	11.39% 9	1.27% 1	2.53% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00%
Harper's Weekly	0.00% 0	1.41% 1	0.00% 0	2.82% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	1.41% 1	0.00%
History	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00%
Leathemack	0.00% 0	0.00% 0	1.39% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00%
Military Heritage	0.00% 0	0.00% 0	0.00% 0	1.39% 1	0.00% 0	1.39% 1	0.00% 0	1.39% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00%
Military History	0.00% 0	0.00% 0	1.39% 1	0.00% 0	1.39% 1	0.00% 0	0.00% 0	1.39% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00%
Muzzleloading Artilleryman	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00%
Naval History	0.00% 0	1.39% 1	1.39% 1	0.00% 0	0.00% 0	1.39% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00%
North & South	8.97% 7	8.97% 7	3.85% 3	1.28% 1	2.56% 2	0.00% 0	1.28% 1	1.28% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00%
North South Trader's Civil War	1.37% 1	1.37% 1	2.74% 2	0.00% 0	0.00% 0	1.37% 1	0.00% 0	1.37% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00%
On Point: The Journal of Army History	0.00% 0	0.00% 0	1.41% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00%
Shipmate	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00%
Smithsonian	2.67% 2	4.00% 3	1.33% 1	0.00% 0	0.00% 0	1.33% 1	1.33% 1	0.00% 0	0.00% 0	0.00% 0	1.33% 1	0.00% 0	0.00% 0	0.00%
Southern Bivouac	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00%
Southern Historical	1.39% 1	0.00% 0	1.39% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00%

Society Papers														
Southern Partisan	0.00%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Taps	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
United States Service	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Western & Eastern Treasures	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
West Point	0.00%	0.00%	0.00%	0.00%	1.39%	0.00%	1.39%	0.00%	0.00%	0.00%	0.00%	0.00%	1.39%	0.00%

These responses are very interesting because the top 7 rated magazines are as follows:

- America's Civil War
- Blue & Gray
- Civil War Monitor
- Civil War Times
- American History
- The Artilleryman
- The Avalon Hill General

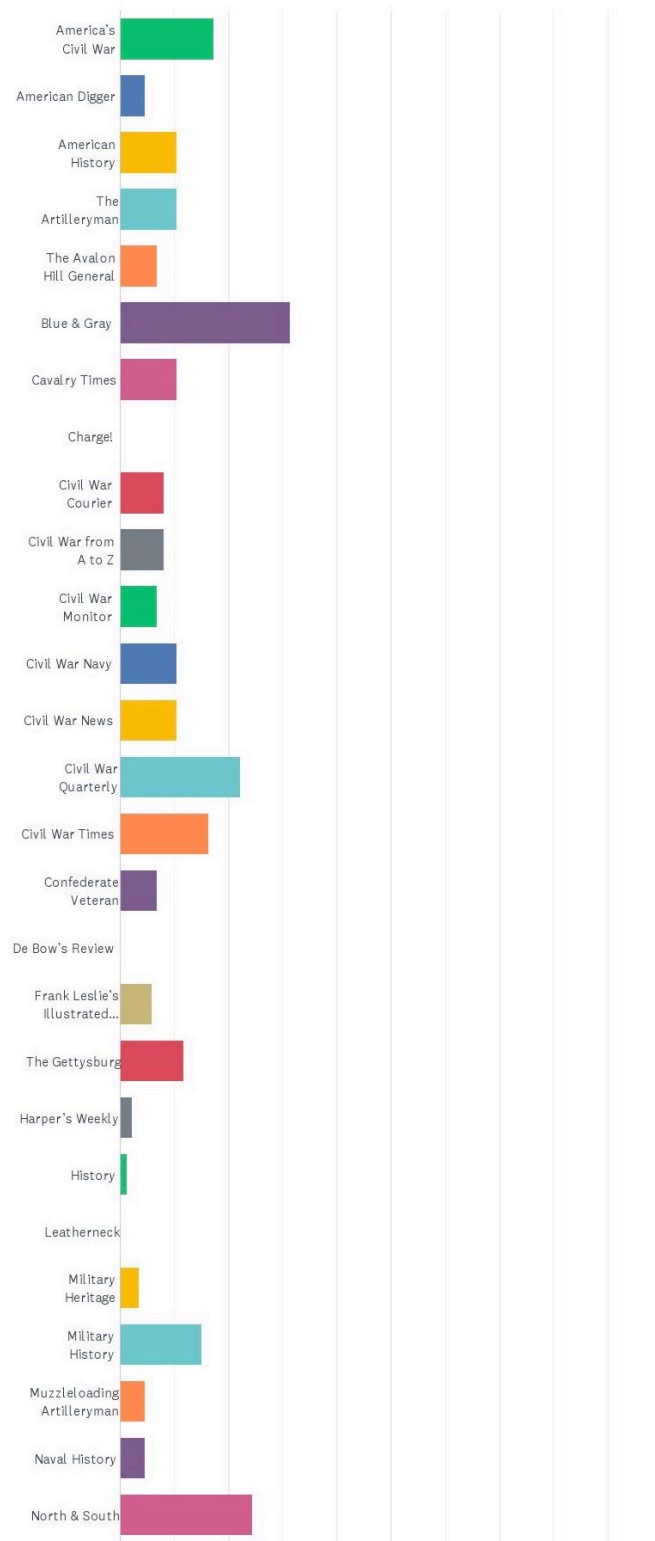
The bottom 7 rated magazines include the following:

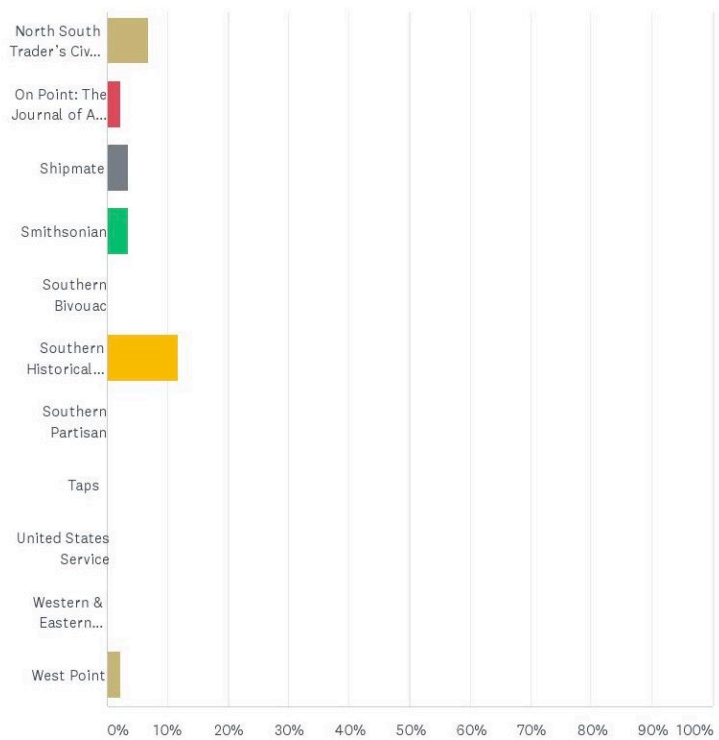
- West Point
- Western & Eastern Treasures
- United States Service
- Taps
- Southern Partisan
- Southern Bivouac

What is astounding is that no one actually subscribes to The Avalon Hill General and yet it scores relatively high while one person subscribes to West Point and it's at the bottom of the heap.

Q7 Of those to which you DO NOT subscribe which might you be interested? (Check all that apply)

Answered: 86 Skipped: 109





ANSWER CHOICES	RESPONSES	
America's Civil War	17.44%	15
American Digger	4.65%	4
American History	10.47%	9
The Artilleryman	10.47%	9
The Avalon Hill General	6.98%	6
Blue & Gray	31.40%	27
Cavalry Times	10.47%	9
Charge!	0.00%	0
Civil War Courier	8.14%	7
Civil War from A to Z	8.14%	7
Civil War Monitor	6.98%	6
Civil War Navy	10.47%	9
Civil War News	10.47%	9
Civil War Quarterly	22.09%	19
Civil War Times	16.28%	14
Confederate Veteran	6.98%	6
De Bow's Review	0.00%	0
Frank Leslie's Illustrated Newspaper	5.81%	5
The Gettysburg	11.63%	10
Harper's Weekly	2.33%	2
History	1.16%	1
Leatherneck	0.00%	0
Military Heritage	3.49%	3
Military History	15.12%	13
Muzzleloading Artilleryman	4.65%	4
Naval History	4.65%	4
North & South	24.42%	21
North South Trader's Civil War	6.98%	6
On Point: The Journal of Army History	2.33%	2
Shipmate	3.49%	3
Smithsonian	3.49%	3
Southern Bivouac	0.00%	0
Southern Historical Society Papers	11.63%	10
Southern Partisan	0.00%	0
Taps	0.00%	0
United States Service	0.00%	0
Western & Eastern Treasures	0.00%	0
West Point	2.33%	2
Total Respondents: 86		

Essentially, this question asked about the name recognition of unsubscribed Civil War magazines. Those that scored best were:

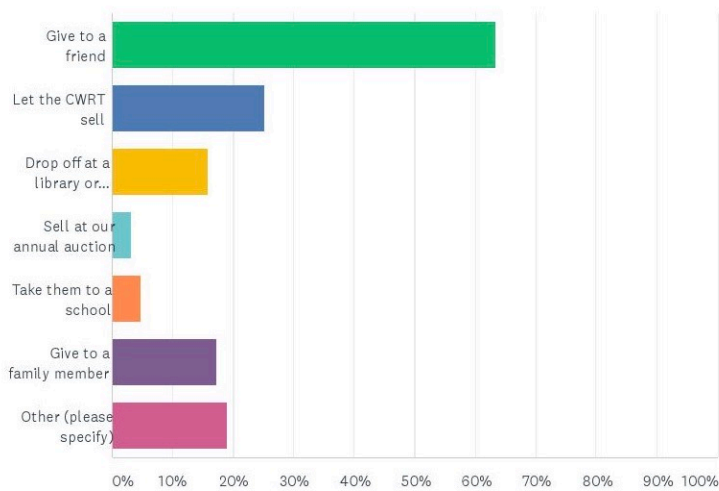
- Blue & Gray
- North & South
- Civil War Quarterly
- America's Civil War

Those unsubscribed magazines that will remain unsubscribed by these 120 respondents include:

- Charge!
- De Bow's Review
- Leatherneck
- Southern Bivouac
- Southern Partisan
- Taps
- United States Service
- Western & Eastern Treasures

Q9 How do you share your magazine(s)? (Check all that apply)

Answered: 63 Skipped: 132



ANSWER CHOICES	RESPONSES
Give to a friend	63.49% 40
Let the CWRT sell	25.40% 16
Drop off at a library or other outlet	15.87% 10
Sell at our annual auction	3.17% 2
Take them to a school	4.76% 3
Give to a family member	17.46% 11
Other (please specify)	19.05% 12
Total Respondents: 63	

Sharing is a value of many CWRT members. What is interesting is that most will seek out a friend, give it to their CWRT as a fundraiser (included meeting sales with annual auction) or give it to a family member.

The least likely to receive a shared Civil War magazine include:

- Take them to a school
- Drop off at a library

Another 19% responded “Other” and said:

- Take to VA hospital
- Copy articles and send to friends
- LEND to a friend
- Share with ACWRTA (QLD) round table
- Round Table book raffle
- Free to CWRT members & guests
- Put out on a table at RT meetings, & folks take for free