

## Journal of Nutrition Education and Behavior

- In general, higher education and longer tenure in the profession, results in greater readership engagement.

Opinions of *JNEB* are favorable. Over three-quarters of recipients agreed that *JNEB* is ...

*credible/trustworthy* (92%)

*well-written* (88%)

*interesting* (87%)

*easy-to-read* (80%)

*practical* (79%)

*timely* (77%)

*authoritative* (76%)

- When asked this bottom-line question, “Overall, how do you rate *JNEB*?” 81% provided a high rating, while only 1% provided a low rating.
- The content of *JNEB* prompts readers to take action. In the last 12 months, 88% have taken at least one action as a result of reading articles or columns in the publication, including 71% who saved items for future reference and 57% who discussed items with co-workers.
- 82% of recipients read regularly (that is, at least 3 out of 4 issues) at least one of the thirteen other publication included in the survey. The *Journal of the American Dietetic Association* is the only publication that is read regularly by more than half (64%) of recipients. However, no other publication is read regularly by more than 22%.
- 72% indicated they have visited the Web site of *JNEB* ([www.jneb.org](http://www.jneb.org)) in the last 12 months, including 21% who visit it a few times a month or more.