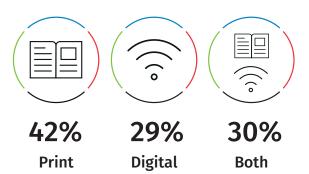
Audience Insights

Critical Care Medicine



say the journal is easy to read.

Accessing the Journal



Frequency of Website Visits

Visits to the *CCM* website usually coincide with the release of each print version. Only 13% report no awareness of the site.

Once per month	53% •	
2-3 times per month	22% •	1
Once per week	8% •	
2-3 times per week	4% •	
Daily	1% •	,
Unaware of site	13% •	

Journal Attribute Ratings

On a scale of 1 to 5, with 5 being *Excellent* and 1 being *Poor*, readers rated certain attributes of *Critical Care Medicine*. Overall, the journal was rated well on all the prompted attributes.



Overall publication, readability of text on the page and tables and figures, unbiased content, clear presentation of topics and of rigorous science, up-to-date information in their specialty, and visual presentation



Usefulness of information to their practice and of advertisements

Primary Role

Physician	64%	
Advanced Practice - NP/P	A 14%	
Pharmacist	13%	
Nurse	5%	
Respiratory Therapist	1%	

Primary Work Setting

Hospital-Based	54%	
Academia	36%	
Government, Military, VA	2%	
Corporate	2%	
Office-Based	1%	

Practice Area

Surgical Critical Care	17%	
Critical Care Medicine Only-Physician	14%	
Pediatric Critical Care	13%	
Internal Medicine/Pulmon Medicine Critical Care	ary 13%	
Critical Care Advance Practice	11%	
Critical Care Allied Health	6%	
Anesthesia/Pain Medicine	5%	
Emergency Medicine Critical Care	4%	
Neurologic Critical Care	4%	
Critical Care Nursing	4%	