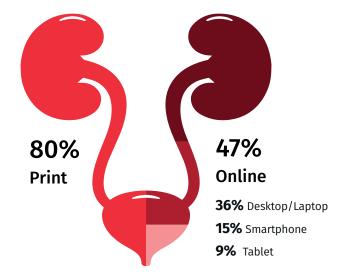
Audience Insights

THE JOURNAL OF UROLOGY

Accessing the Journal



Primary Role

Physician	75%	
Resident	15%	
Faculty	4%	
Fellow	3%	
Physician Assistant	1%	

Importance of Ad Content

Specific tools or devices that can benefit your practice	59%
Disease state awareness	55%
Specific services that can benefit your practice	49%

Reasons for Visiting Website

94%

Read articles or abstracts

36%

Gather information on a specific condition/disease

Conditions Diagnosed/Treated

Calculus	72%	
Benign Prostatic Hyperplasia	69%	
Bladder Cancer	66%	
Overactive Bladder	66%	
Prostate Cancer	65%	
Urothelial Cancer	62%	
General Urologist	59%	
Erectile Dysfunction	59%	
Kidney Cancer	58%	
Incontinence	57%	
Nocturia	51%	
Curved Erection	46%	
Fertility	31%	
Pediatrics	23%	
Renal Transplant	13%	
Other	7%	

Major Inpatient Surgery Performed by 77.5% of AUA Members

Source: 2022 Annual Member Census



