# Audience Insights

# ASA Monitor<sup>®</sup>

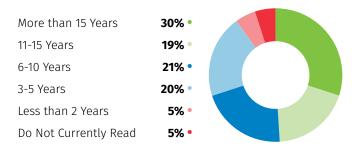


of readers rated ASA Monitor's credibility of information positively when compared to other journals in the field



of readers are loyal enthusiasts who will continue to purchase and refer others to the journal

## ASA Monitor Readership Tenure



#### **Accessing ASA Monitor**







I/ /O Laptop/Desktop



19% Smartphone

#### **Reading Habits**

38%

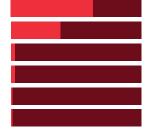
read all or most of each issue

#### **Practice Area/Subspecialty**

33%	
27%	
25%	
25%	
17%	
16%	
11%	
10%	
	27% 25% 25% 17% 16% 11%

### **Primary Work Setting**

Community-based Hospital	53%
Academic/Teaching Hospital	38%
Corporate/Private/Industry	3%
Other	3%
Physician's Office	1%
Government/Military/VA	1%



#### **Years in Profession**

More than 30 Years	7% •	
26-30 Years	10% •	
21-25 Years	16% •	
16-20 Years	12% •	
11-15 Years	18% •	
6-10 Years	21% •	
3-5 Years	11% •	
Less than 2 Years	4% •	



