Audience insights





of respondents read at least half of each issue.



On a scale of 1 to 5, with 5 being Very valuable and 1 being Not at all valuable, 64% of respondents rated the journal a 4 or 5.

Accessing the journal



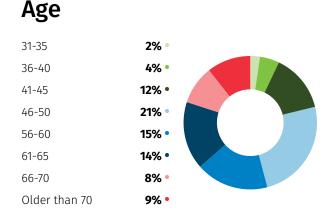
Print

81% 51%



Smartphone

5% Tablet



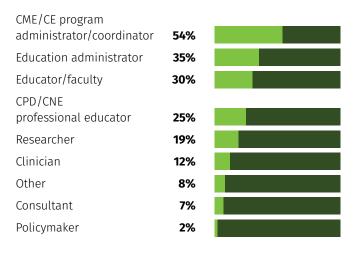
Journal attribute ratings

Laptop/desktop



On a scale of 1 to 5, with 1 being *Poor* and 5 being *Excellent*, respondents gave the following journal attributes a rating of 4 or higher: clear presentation of topics, quality of original scientific articles, and depth of topics covered.

Primary role



Primary work setting

| Academia | 42% | |
|---|-----|--|
| Health system/hospital | 30% | |
| Medical education company (MEC) | 21% | |
| Medical special society/ state medical society | 16% | |
| Other | 10% | |
| Supporter of commercial CME | 1% | |

