

### Fall 2000 *eCMAJ* user survey

For 3 weeks, from September 28 to October 19, 2000, the survey popped up to every visitor to the *eCMAJ* home page on the CMA Web site. Participation was strictly voluntary; cookies were placed on individual computers to ensure that the survey was displayed only once to any single visitor, whether or not they chose to complete it. Twice during the survey cycle, an invitation to complete the survey was included in an email message sent to subscribers to the *eCMAJ* Table of Contents mailing list. Because the sample was nonscientific, we cannot claim that the survey results are generalizable to all readers of *eCMAJ*. Nonetheless, the results give us an interesting glimpse at the demographic characteristics and opinions of *eCMAJ* users.

#### We'd like to know how often you visit us at *eCMAJ*.

	No.	%
This is my first visit	499	43.4
Several times a week	40	3.5
About once a week	154	13.4
When <i>CMAJ</i> is published, every 2 weeks	198	17.2
About once a month	149	13.0
Less than once a month	103	9.0
Not stated	6	0.5
Total	1149	100.0

#### Do you receive the *eCMAJ* table of contents by email every 2 weeks?

	No.	%
Yes	231	20.1
No	859	74.8
Don't know	31	2.7
Not stated	28	2.4
Total	1149	100.0

**Do you have access to the paper version of *CMAJ*?**

	<b>No.</b>	<b>%</b>
I receive a personal copy through my membership in CMA.	144	12.5
I have a subscription, but I am not a CMA member.	29	2.5
I have access to the paper journal through my institution.	339	29.5
Someone else in my household or in my practice has a subscription.	26	2.3
I have access to the paper version of <i>CMAJ</i> in another way.	70	6.1
No, I don't have access to the paper version of <i>CMAJ</i> .	484	42.1
I don't know	42	3.7
Not stated	15	1.3
Total	1149	100.0

**Which sections of *eCMAJ* do you regularly read?  
(excludes first-time visitors)**

	<b>No.</b>	<b>%</b>
Table of contents	445	68.5
Highlights	251	38.6
Letters to the editor	132	20.3
Scientific articles	405	62.3
The Left Atrium	56	8.6
News & feature stories	180	27.7
Classified ads	27	4.2

**Which sections of *CMAJ* do you regularly read?  
(excludes respondents without access to the paper version)**

	<b>No.</b>	<b>%</b>
Table of contents	265	39.8
Highlights	155	23.3
Letters to the editor	123	18.5
Scientific articles	283	42.6
The Left Atrium	69	10.4
News & feature stories	152	22.9
Classified ads	73	11.0
Obituaries	52	7.8
Drug ads	40	6.0

**Which unique attributes of *eCMAJ* do you value?  
(excludes first-time visitors)**

	<b>No.</b>	<b>%</b>
Daily health news updates on <i>eCMAJ Today!</i>	141	21.7
Hotlinks to MEDLINE from references	300	46.2
Ability to search back issues	519	79.8
Links to related <i>CMAJ</i> articles and letters to the editor	322	49.5
Collected series of articles	348	53.5
Audio interviews	28	4.3
It's available anywhere in the world with Internet access	333	51.2

**Which unique attributes of *CMAJ* do you value?  
(excludes respondents without access to the paper version)**

	<b>No.</b>	<b>%</b>
I can tear out articles for my files or to share with someone else.	129	19.4
I like the look and feel of the paper journal	146	22.0
The paper journal is portable: I can read it on the bus, in the bathtub, etc.	229	34.4
The paper journal has pharmaceutical ads.	28	4.2

**A format of *eCMAJ* compatible with handheld  
computers would be of interest to me.**

	<b>No.</b>	<b>%</b>
Strongly agree	160	13.9
Agree	275	23.9
Neither agree nor disagree	519	45.2
Disagree	98	8.5
Strongly disagree	41	3.6
Not stated	56	4.9
Total	1149	100.0

**Are you a member of the Canadian Medical Association?**

	<b>No.</b>	<b>%</b>
Yes	162	14.1
No	955	83.1
Don't know/not sure	24	2.1
Not stated	8	0.7
Total	1149	100.0

## QUESTIONS FOR CMA MEMBERS

**1. Despite the availability of the electronic journal,  
I want to keep receiving the paper journal.**

	No.	%
Strongly agree	47	29.0
Agree	57	35.2
Neither agree nor disagree	34	21.0
Disagree	17	10.5
Strongly disagree	6	3.7
Not stated	1	0.6
Total	162	100.0

**2. Online access to the electronic journal (*eCMAJ*) should  
remain available without charge to people who are not  
members of the Canadian Medical Association.**

	No.	%
Strongly agree	43	26.5
Agree	56	34.6
Neither agree nor disagree	38	23.5
Disagree	18	11.1
Strongly disagree	4	2.5
Not stated	3	1.9
Total	162	100.0

## QUESTIONS FOR USERS WHO ARE NOT MEMBERS OF THE CMA

### 1. Reading the electronic journal has made me more likely to subscribe to the paper journal (or to renew my current paper subscription).

	No.	%
Strongly agree	27	2.7
Agree	166	16.8
Neither agree nor disagree	460	46.6
Disagree	212	21.5
Strongly disagree	45	4.6
Not stated	77	7.8
<b>Total</b>	<b>987</b>	<b>100.0</b>

### 2. If I could read the full text of *CMAJ* articles for free on the *eCMAJ* Web site, I would be willing to pay to print a personal copy (PDF) of articles that interest me.

	No.	%
Strongly agree	81	8.2
Agree	247	25.0
Neither agree nor disagree	237	24.0
Disagree	267	27.1
Strongly disagree	94	9.5
Not stated	61	6.2
<b>Total</b>	<b>987</b>	<b>100.0</b>

### QUESTIONS FOR CMA NON-MEMBERS (cont'd)

**3. If the abstracts of *CMAJ* articles were available for free on the *eCMAJ* Web site, I would be willing to pay to read the full text of articles that interest me and to print a copy of these articles for personal use.**

	<b>No.</b>	<b>%</b>
Strongly agree	58	5.9
Agree	209	21.2
Neither agree nor disagree	226	22.9
Disagree	295	29.9
Strongly disagree	114	11.6
Not stated	85	8.6
<b>Total</b>	<b>987</b>	<b>100.0</b>

**4. If *CMAJ* begins to charge for the electronic journal then I would be willing to pay a modest fee for online access.**

	<b>No.</b>	<b>%</b>
Strongly agree	33	3.3
Agree	141	14.3
Neither agree nor disagree	215	21.8
Disagree	367	37.2
Strongly disagree	146	14.8
Not stated	85	8.6
<b>Total</b>	<b>987</b>	<b>100.0</b>

**Which of the following best describes you?**

	<b>No.</b>	<b>%</b>
Physician or physician in training	448	39.0
Nurse	66	5.7
Pharmacist	59	5.1
Other health care professional	84	7.3
Academic researcher	169	14.7
Employee of pharmaceutical co	22	1.9
Librarian	51	4.4
News journalist or medical writer	36	3.1
Patient or caregiver of a patient	22	1.9
CMA or MDM staff	8	0.7
Other	184	16.0
<b>Total</b>	<b>1149</b>	<b>100.0</b>

**Please select the option that best describes you**  
(physicians and physicians in training only)

	<b>No.</b>	<b>%</b>
GP/FP	115	25.7
Specialist	211	47.1
Resident	51	11.4
Medical student	47	10.5
Other	13	2.9
Not Stated	11	2.5
<b>Total</b>	<b>448</b>	<b>100.0</b>

### Age Group

	No.	%
under 25	86	7.5
25-29	156	13.6
30-34	158	13.8
35-44	342	29.8
45-54	266	23.2
55-64	108	9.4
65-69	16	1.4
70+	9	.8
Not stated	8	.7
<b>Total</b>	<b>1149</b>	<b>100.0</b>

### Sex

	No.	%
Male	591	51.4
Female	534	46.5
Not stated	24	2.1
<b>Total</b>	<b>1149</b>	<b>100.0</b>

## Location

	<b>No.</b>	<b>%</b>
Africa	5	0.4
Asia	30	2.6
Europe	201	17.5
South America	47	4.1
Mexico, Central America & Caribbean	27	2.3
Australia & New Zealand	32	2.8
Canada	621	54.0
United States	145	12.6
Not stated	41	3.6
<b>Total</b>	<b>1149</b>	<b>100.0</b>