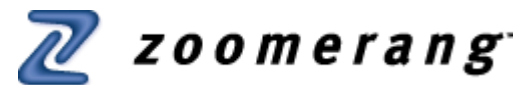


2008 JMLA Readership Survey

Results Overview



Date: 12/3/2008 9:59 AM PST

Responses: Completes

Filter: No filter applied

You may wish to have a recent print or online copy of the JMLA handy when answering questions. For more information or answers to technical questions about this survey, please contact Elizabeth Lund, lund@mlahq.org, 312.419.9094 x23, or Kate Corcoran, corcoran@mlahq.org; 312.419.9094 x12.

1. Please indicate if you are...

MLA individual or institutional member		83	53%
MLA member and JMLA print subscriber		72	46%
JMLA print subscriber only		1	1%
Neither a member or a subscriber		1	1%
Total		157	100%

2. Please indicate your work environment:

Academic library		84	54%
Corporate library		5	3%
Hospital library		35	22%
Specialty or other library type		11	7%
Student in library school		0	0%
Retired		1	1%
Not in a library environment (e.g., vendor of library services, subscription agent)		4	3%
Other, please specify:		17	11%
Total		157	100%






3. In what format do you currently receive or access the JMLA?

I receive the print publication.		54	34%
I receive the print publication and access the digital archives as needed.		85	54%
I only use the digital archives.		18	11%
Total		157	100%




4. Which of the following best describes how often you use the listed JMLA features?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Always	Frequently	Rarely	Never	Don't know/no opinion
Browse the entire issue	63 41%	59 38%	27 18%	4 3%	1 1%
Browse the table of contents	104 69%	36 24%	10 7%	0 0%	0 0%
Read columns and departments	16 11%	80 53%	52 34%	2 1%	2 1%
Read papers	11 7%	80 54%	53 36%	2 1%	2 1%
Read specific content pertinent to my job or interest	75 49%	65 43%	12 8%	0 0%	0 0%
Search for topics of interest/authors/key words	31 21%	58 39%	42 28%	15 10%	3 2%
Read the entire issue	5 3%	24 16%	73 48%	50 33%	0 0%




5. Approximately how much of each JMLA issue do you read?

All or almost all		9	6%
About 75%		23	15%
About 50%		45	29%
About 25%		53	34%
Less than 25%		25	16%
Total		155	100%

6. In general, how would you characterize your interest in the content of articles published in the JMLA?

Very interested		71	46%
Somewhat interested		81	52%
Not interested at all		4	3%
Total		156	100%

7. In general, how would you characterize the usefulness of the content of articles published in the JMLA?

Very useful for my job or the profession		55	35%
Somewhat useful for my job or the profession		92	59%
Not useful at all for my job or the profession		8	5%

Total

155

100%

8. About how many times per year do you read the following JMLA columns or departments?









Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Read in 3 or 4 issues	Read in 1 or 2 issues	Never read
a) Book reviews	52 34%	74 48%	27 18%
b) Brief communications	85 56%	63 42%	3 2%
c) Comment and opinion	59 39%	70 47%	21 14%
d) Editor's opinion	53 35%	65 43%	32 21%
e) Electronic resources reviews	68 44%	66 43%	20 13%
f) Guest editorials	37 25%	84 56%	29 19%
g) Letters to the editor	36 24%	82 54%	33 22%
h) Obituaries	41 27%	66 43%	46 30%
i) President's page	40 27%	78 53%	30 20%
j) Special reports	48 32%	90 60%	13 9%
k) Symposia	27 18%	104 70%	18 12%

9. Please indicate your level of interest in the following types of articles that might appear in the JMLA:



Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	High interest	Medium interest	Low or no interest
a) Annual meeting proceedings	40 26%	75 48%	40 26%
b) Non-research articles (e.g., "how-to," "how I did it")	75 49%	63 41%	16 10%
c) Historical articles	29 19%	76 49%	51 33%
d) Hot topics	113 73%	37 24%	4 3%
e) International studies	17 11%	74 48%	63 41%
f) Management trends	55 37%	74 50%	20 13%
g) Medical issues or relations with medical professionals	77 50%	59 38%	18 12%

h) Non-peer-reviewed papers	21 13%	94 60%	41 26%
i) Peer-reviewed papers	88 58%	61 40%	2 1%
j) Papers on types of health sciences libraries (e.g., cancer, hospital, nursing, veterinary)	60 39%	80 52%	15 10%
k) Research on health information practices	92 60%	54 35%	8 5%
l) Book reviews	38 25%	86 55%	31 20%
m) Electronic resources reviews	66 43%	67 44%	20 13%
n) Web or technology information	75 49%	63 41%	14 9%
o) Symposia on special topics	40 26%	93 62%	18 12%
p) Other (please specify below):	9 26%	11 31%	15 43%

11. In the past 12 months, have you used information contained in the JMLA for any of the following? Please check all that apply:

Developing my library's collection		36	23%
Keeping up to date on current topics and trends in medical librarianship		123	79%
Managing my library		36	23%
Performing reference activities		43	28%
Performing research		52	34%
Implementing technological applications		38	25%
None of the above		20	13%
Other (please specify):		7	5%

12. Have you ever contacted an advertiser after seeing an ad in the JMLA? (applies to print version only)

Yes		21	14%
No		127	82%
Not applicable; I only access the JMLA online		6	4%
Total		154	100%

13. Please rate the following aspects of the format or physical appearance of the print JMLA:




Top number is the count of respondents selecting the option.	Excellent	Good	Fair	Poor	Don't know/no opinion
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Bottom % is percent of the total respondents selecting the option.						
a) Front cover design	27 17%	80 52%	24 15%	7 5%	17 11%	
b Table of contents design	26 17%	96 63%	15 10%	0 0%	16 10%	
c) General size and legibility of type	43 28%	81 52%	18 12%	1 1%	12 8%	
d) Layout (visual appeal, readability)	30 19%	78 51%	28 18%	7 5%	11 7%	
e) Organization of material in each issue	32 21%	92 60%	16 10%	1 1%	13 8%	
f) Printing quality	55 36%	78 51%	4 3%	1 1%	15 10%	


14. Please rate the following aspects of the digital archives of the JMLA:




Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Excellent	Good	Fair	Poor	Don't know/no opinion
a) Main index	30 20%	52 35%	15 10%	1 1%	51 34%
b) Table of contents design	35 24%	51 34%	11 7%	2 1%	49 33%
c) General size and legibility of type	40 27%	58 39%	7 5%	1 1%	43 29%
d) Online organization of each issue	35 24%	57 39%	9 6%	0 0%	47 32%
e) Layout and access to articles in each issue	38 26%	55 37%	6 4%	2 1%	46 31%
f) Searchability for articles in the digital archive	40 27%	52 35%	7 5%	1 1%	49 33%
g) Access to back issues online	61 41%	45 30%	2 1%	0 0%	41 28%
h) Ability to print or download individual articles	70 47%	34 23%	3 2%	0 0%	43 29%

15. How would you characterize the quality of the writing that appears in the JMLA?

Very readable		85	55%
Somewhat readable		66	43%
Not very readable at all		3	2%
Total		154	100%

16. About how often do you access full-text articles from the JMLA digital archives (available through PubMed Central)?




Frequently (weekly)		12	8%
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Occasionally (monthly)		70	45%
Rarely (a few times per year)		58	37%
Never		15	10%
Total		155	100%


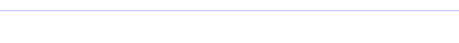


17. How does the free web availability of the JMLA affect the likelihood that you wil...

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Much more likely	Somewhat more likely	Neither more or less likely	Somewhat less likely	Much less likely	N/A
	a) read the current issue	26 17%	36 23%	78 50%	5 3%	6 4%
b) read back issues from 2004–2007	61 40%	39 25%	42 27%	2 1%	5 3%	5 3%
c) read issues prior to 2004	60 39%	32 21%	49 32%	3 2%	6 4%	5 3%
d) renew your membership in MLA	22 14%	18 12%	92 59%	2 1%	6 4%	15 10%
e) submit an article	24 16%	28 18%	81 53%	0 0%	9 6%	11 7%



18. Have you ever visited the JMLA case studies blog?

Yes, I visit frequently or subscribe to the RSS feed		24	15%
Yes, I have visited once or twice		31	20%
No		102	65%
Total		157	100%




19. If you have never visited the JMLA case studies blog, please tell us why not:

I don't read or cannot access professional blogs		10	11%
I do read professional blogs but was not aware of the JMLA case studies blog		57	60%
I am not interested in case studies		11	12%
Other (please specify in the comment box below):		17	18%
Total		95	100%




21. Have you ever accessed the JMLA preprints available in the members-only area on MLANET?

Yes		40	26%
No		115	74%
Total		155	100%

22. What is your preferred format for reading JMLA articles?

Online version		18	12%
Print version		71	46%
I like both formats equally		67	43%
Total		156	100%





23. How important to you is the JMLA as an MLA membership benefit?

Very important (one of the top 3–5 reasons)		88	57%
Somewhat important		51	33%
Not important at all		15	10%
Total		154	100%


24. Are there other library journal(s) that you find more valuable than the JMLA?

Yes		52	33%
No		105	67%
Total		157	100%

27. Have you ever considered submitting an article for publication in the JMLA?

Yes, I have previously submitted an article to the JMLA, and it was published.		59	38%
Yes, I have previously submitted an article to the JMLA, but it wasn't accepted.		9	6%
Yes, I have considered submitting an article but haven't done it.		50	32%
No, I have neither submitted nor considered submitting an article.		39	25%
Total		157	100%

29. Have you ever published an article, paper, or other item in another peer-reviewed journal?

Yes		93	59%
No		64	41%
Total		157	100%