

Annual Reader Survey Helps *AFP* Make Future Plans

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We look forward to meeting *AFP* readers each year at the AAFP Annual Scientific Assembly. At the Publications booth we conduct a survey to obtain feedback and suggestions for improving the journal. The survey below is being distributed at the Assembly this week. If you stop by the booth and complete the survey, thank you.

For those of you who are unable to join us at Assembly, here is your opportunity to provide feedback. Some of these questions may look familiar to you; we compare responses to previous years' surveys to identify trends, which helps us adjust to your changing needs. You can fax the survey to us at (913) 906-6080. Thank you for your input. ■

1. How many issues of *AFP* do you look at each year?

- All 24 19 to 23 13 to 18
 7 to 12 1 to 6 None

2. Do you keep a library of back issues of *AFP*?

- Yes No No, but I save selected articles.

3. What is the average amount of time you spend reading one issue of *AFP*?

_____ hours

4. On average, how many *AFP* CME Quiz cards do you complete each year for CME credit?

- All 24 19 to 23 13 to 18
 7 to 12 1 to 6 None

5. How often does *AFP* contain some information that you can put to immediate use in your practice?

- Every issue
 Most issues
 Sometimes
 Seldom
 Never

6. Have you read the new feature — *AFP* Journal Club?

- Yes No (skip to question 9)

7. How useful is the content of Journal Club?

- Very useful
 Somewhat useful
 Neutral
 Not very useful
 Not at all useful

8. Suggestions for improving *AFP* Journal Club:

9. What *AFP* features do you read regularly? (check all that apply)

- Clinical Articles
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10. By which method do you prefer to read *AFP*?

- Print Online

11. How would you rate *AFP* on the following factors? (5 = Excellent; 3 = Average; 1 = Poor)

- ____ Authoritativeness
____ Usefulness to my practice
____ Readability
____ Visual appeal
____ Overall rating

12. Are you aware that the most recent content online (less than one year old) is now restricted to members and subscribers only?

- Yes No

13. Has the restricted access altered the way you use/read *AFP* online or in print?

- Yes No (skip to question 15)

14. If you answered yes, how have your reading habits changed?

15. Do you value articles classified as "EB CME" (evidence-based) more than other CME articles in *AFP*?

- Yes No
 No opinion