

# Taking the pulse of reader preferences

Preliminary results from the BCMJ survey, 9 June to 4 July 2025

**"The BCMJ is a good way to learn about what is happening in medicine in BC."**

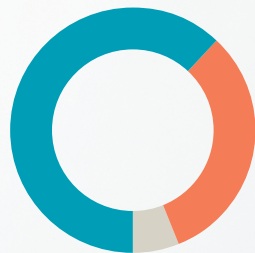
When asked to rank the most important features of the journal, this statement was the winner by a landslide.



## Frequency of reading

**62%**

always or usually read the BCMJ



**32%**

sometimes or occasionally read it

**6%**

never read it

## Print and digital

**Strong loyalty to print...**

2025 survey

**83% PRINT**

**17% ONLINE**

2022 survey

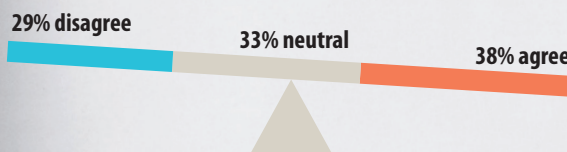
**82% PRINT**

**18% ONLINE**

**...but growing acceptance of digital**

We asked:

"If we were to reduce the number of print issues, maintain or expand the number of articles, but add online tools (e.g., app, video, audio)," and found that:



### Top 5 "want to read about" topics (open response)

1. Health system/policy/advocacy
2. Clinical practice insights
3. Editorials
4. BC scientific research
5. Innovations and education

### Top 5 content types (from list)

1. Original Research, Review Articles, and Case Reports
2. Features about colleagues
3. Editorials
4. Letters to the editor
5. Clinical Images

## New features

Of the options provided, "getting indexed" (408 votes) and "adding an app" (404 votes) are a virtual tie for readers.



**Indexing**



**Add an app**



### Methodology

- Online survey
- 795 responses
- Margin of error: +/- 3.42%
- Response rate: 3%
- Conducted by TWI Surveys, 9 June to 4 July 2025