

*Clinical Schizophrenia
& Related Psychoses (CS)*
Readership Survey

September 2008



Research Objectives ...

1. Quantify **CS**' readership by specialty.
2. Quantify **CS**' readership metrics (i.e., number of issues you read or look through, how you read or look through an average issue, percentage of pages you read or look at per issue).
3. Quantify readers' perceived value of the different types of articles in **CS**.
4. Quantify readers' interest in other types of articles and/or topics.

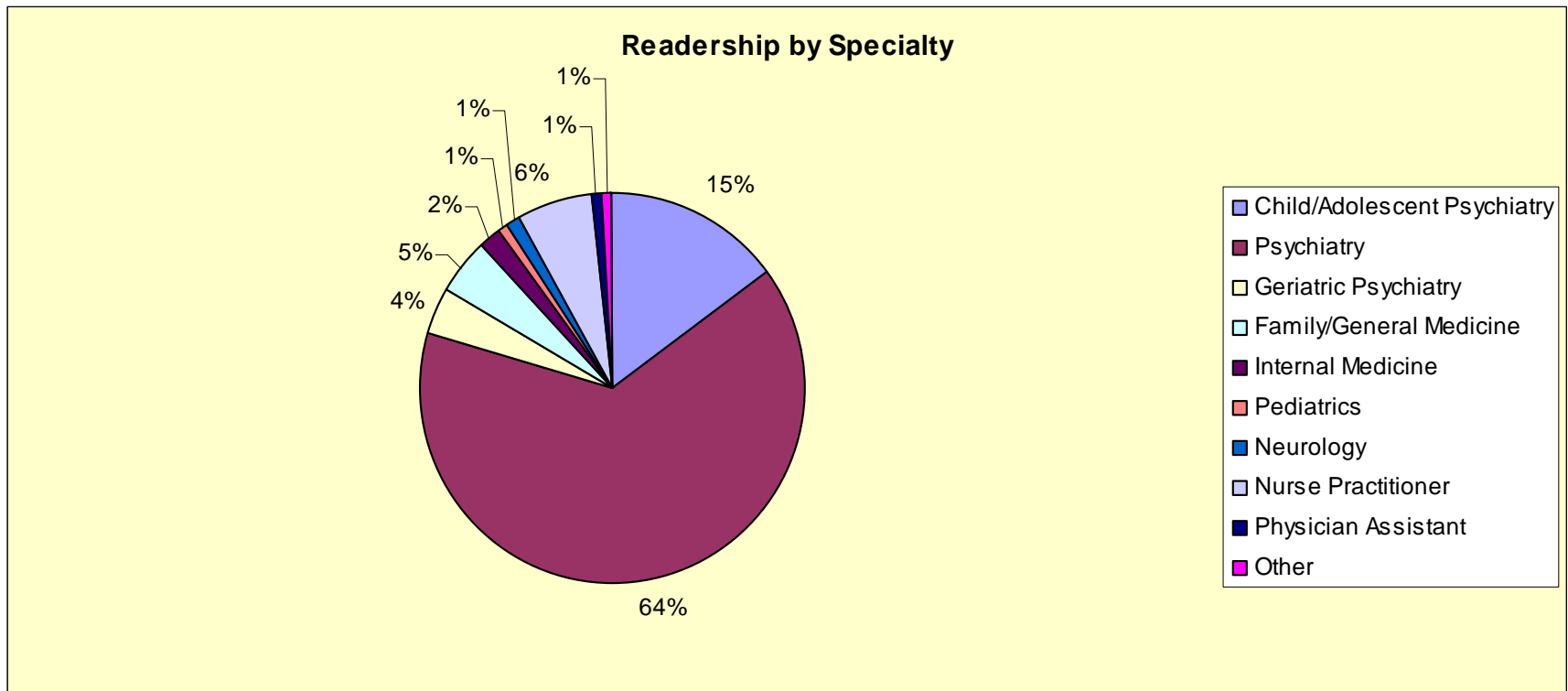
Methodology ...

- Readership Survey (see last page) included in the July 2008 issue of *Clinical Schizophrenia & Related Psychoses* (**CS**). Readers could return the postage-paid survey or complete the survey online.
- First mail responses were received on July 15, 2008; mail survey closed on August 29, 2008.
- Online survey and results were collected via Survey Monkey's online survey tools. First online response was received on July 12, 2008; online survey closed on August 29, 2008.
- A total of 360 completed surveys were received as of August 29, 2008.

Survey Question 1

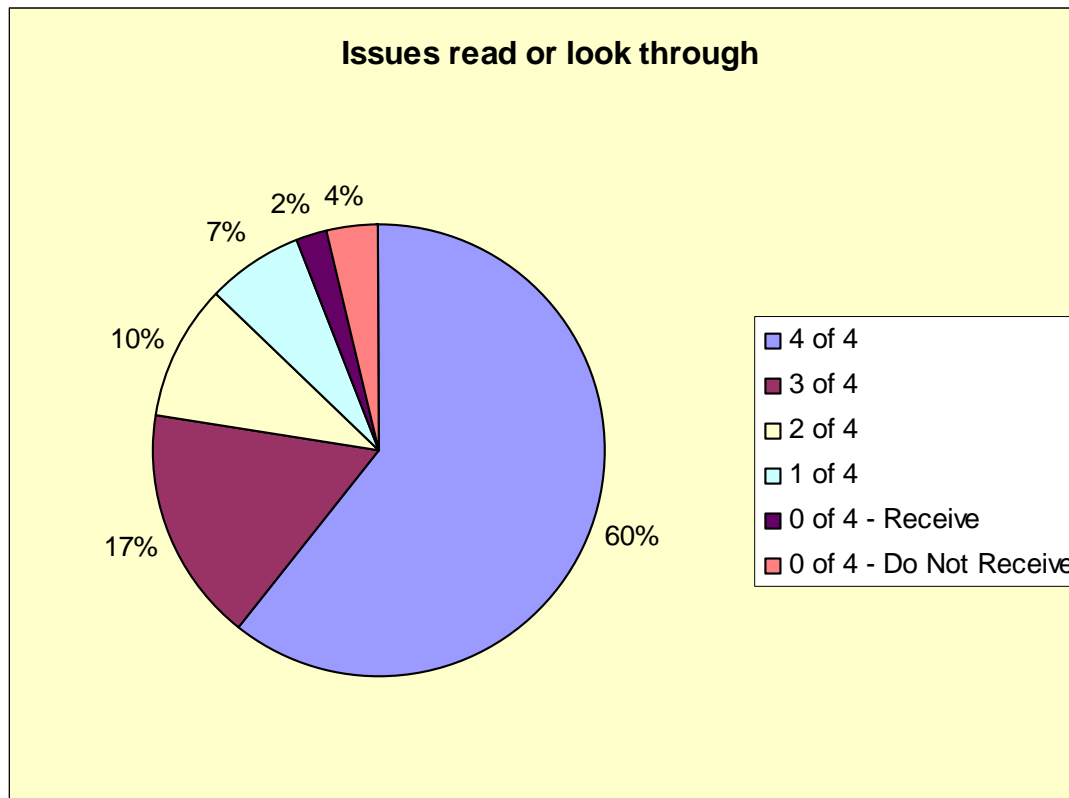
Please indicate your medical specialty.

(n=358)



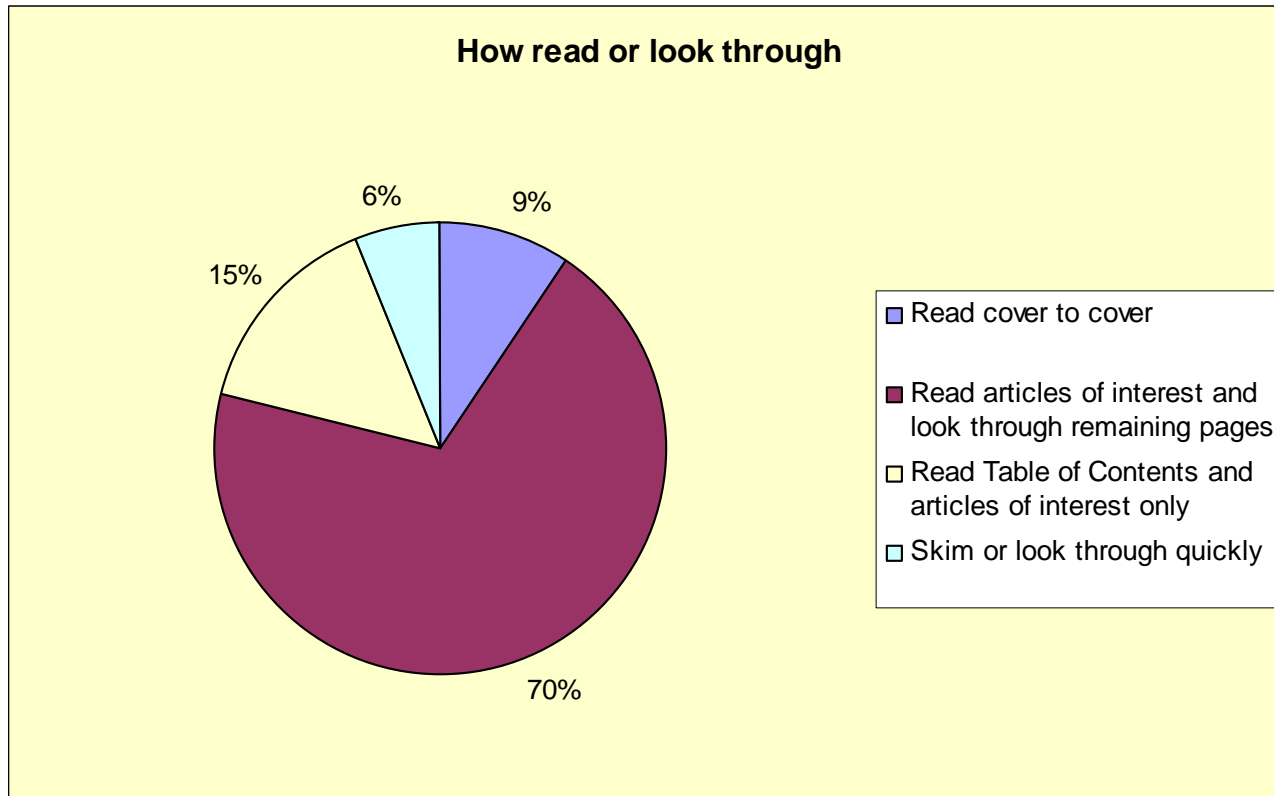
Survey Question 2

Out of every 4 issues of **CS**, how many do you read or look through? (n=354)



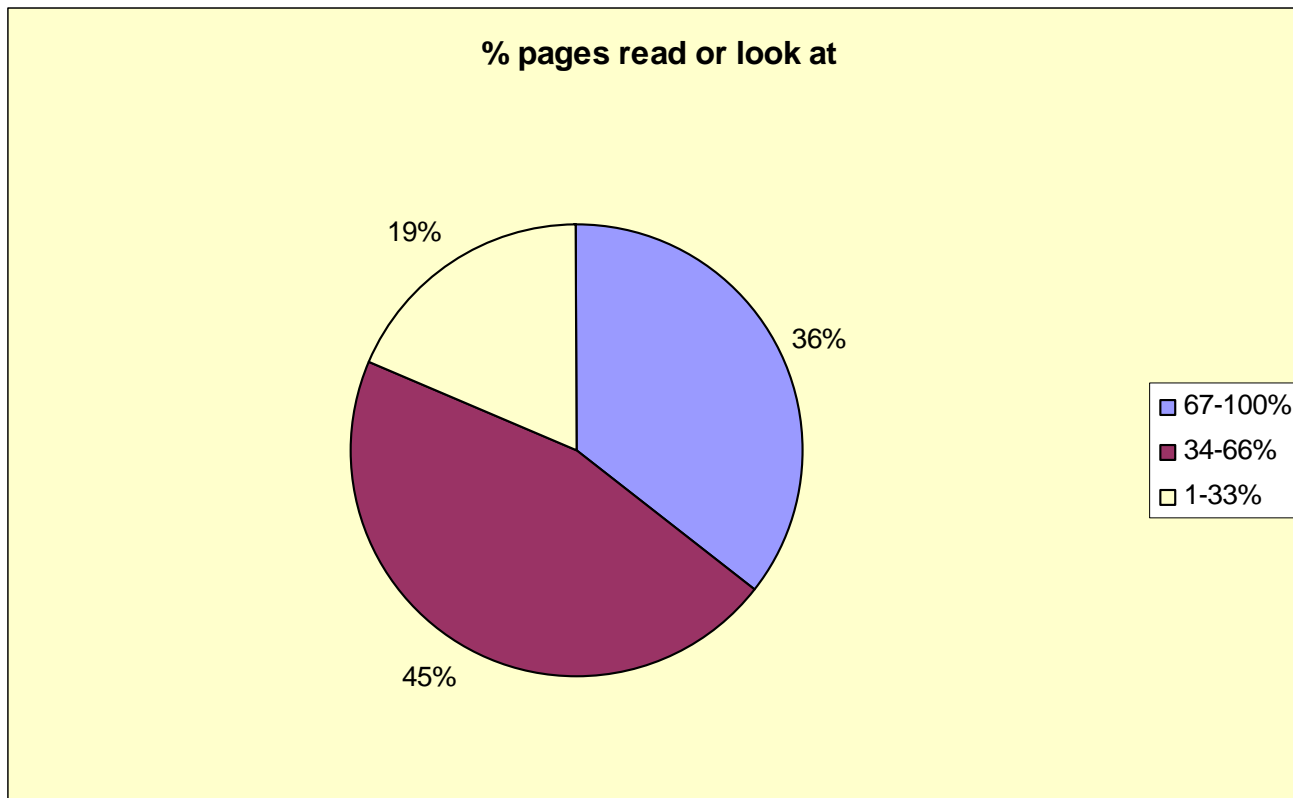
Survey Question 3

How do you read or look through an average **CS** issue? (n=348)



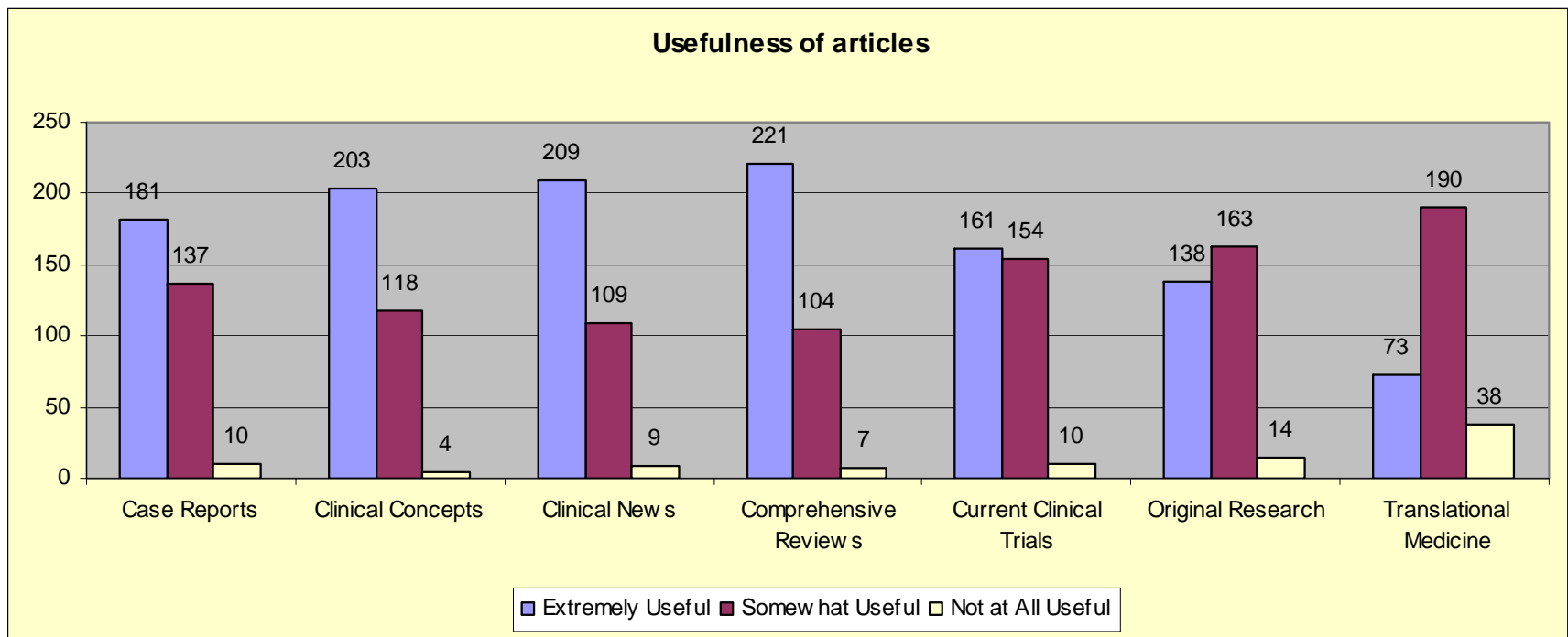
Survey Question 4

What percentage of pages do you read or look at per issue? (n=342)



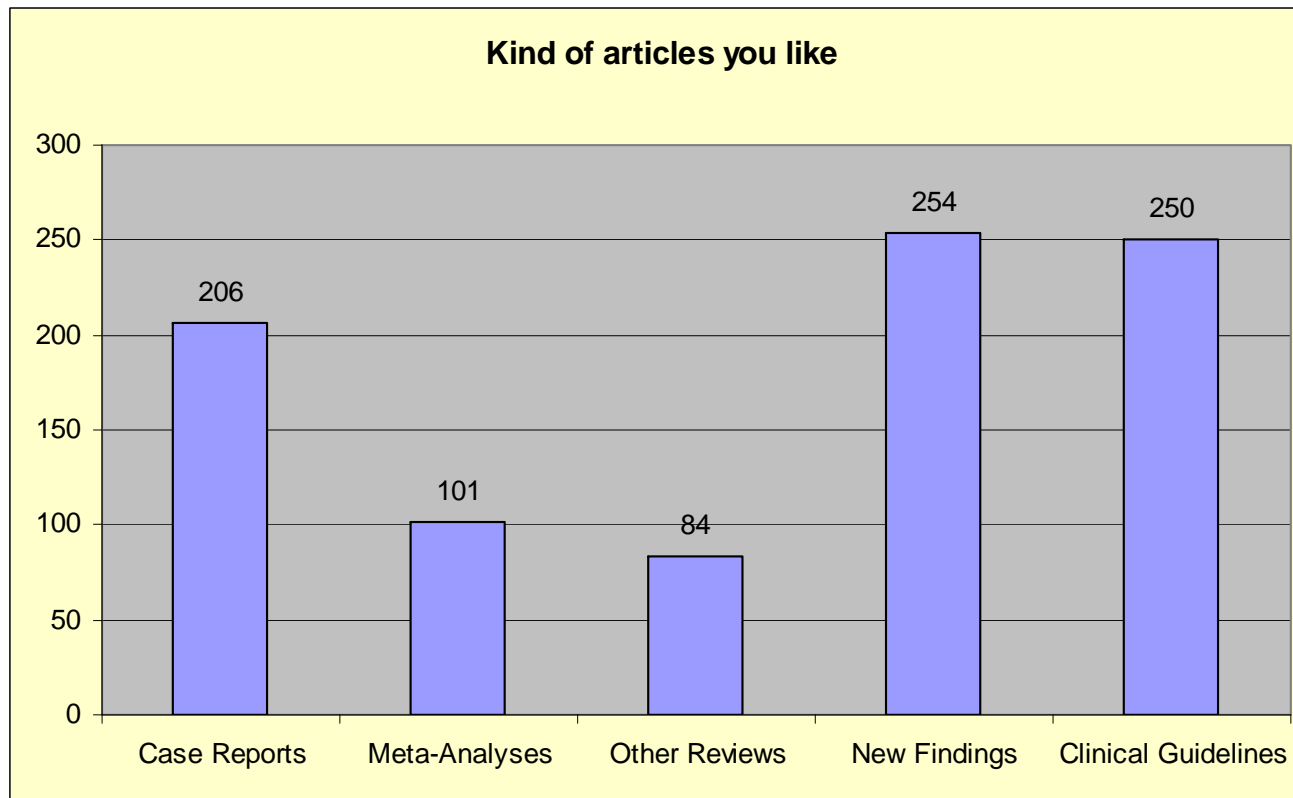
Survey Question 5

Please indicate the overall usefulness of the different types of articles that appear in **CS**.



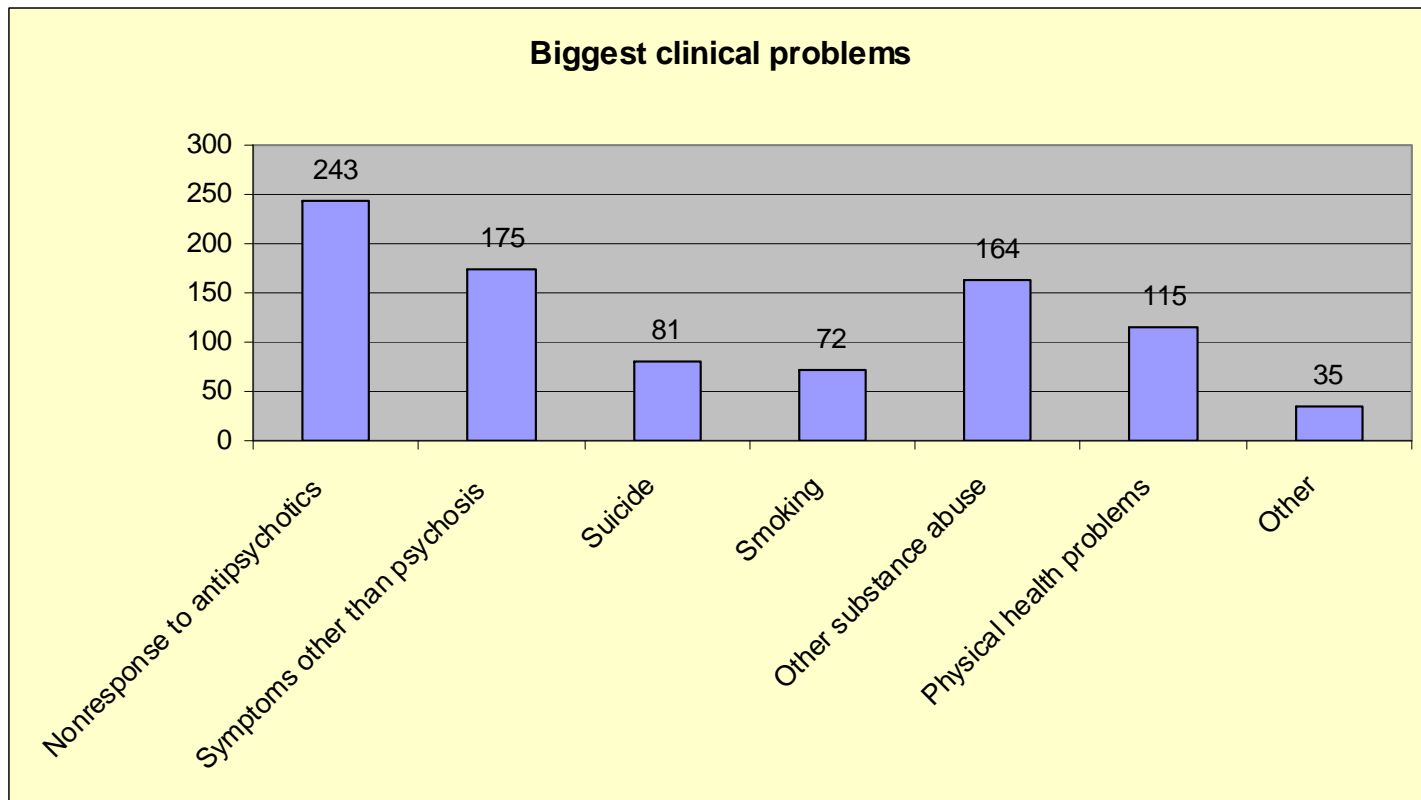
Survey Question 6

What kind of articles do you like?



Survey Question 7

What are the biggest clinical problems you face?



Survey Question 8

Are there any particular topics that you would like to see **CS** focus on over the coming year?

- This open-ended question received 114 responses suggesting numerous clinical topics concerning both adult and child/adolescent schizophrenia, bipolar disorder, and related psychoses—all being reviewed by our editorial staff. Data available upon request.



Survey Question 9

Is there some other column and/or format that you'd like to see?

- This open-ended question received 30 responses. Data available upon request.

Summary ...

- We received a total of 360 responses to the Readership Survey which accompanied our July '08 issue.
- 83% of respondents are psychiatrists; 17% are PCPs, NPs, PAs, etc.
- 60% of respondents read or look through 4 of 4 issues; 77% read or look through at least 3 of 4 issues.
- 70% of respondents read articles of interest and look through remaining pages; 9% of all respondents read the journal cover to cover.
- 36% of all respondents read or look at 67-100% of all pages per issue; 45% read or look at 34-66% of all pages per issue.

Summary ...

- Comprehensive Reviews (221), Clinical News (209), and Clinical Concepts (203) received the highest number of “extremely useful” article ratings; Translational Medicine (73) was the lowest ranked “extremely useful” type of article.
- “Not useful at all” article ratings were extremely low, ranging from 4 respondents (Clinical Concepts) to 38 respondents (Translational Medicine).
- New Findings (254) and Clinical Guidelines (250) received the highest rankings for the kind of articles readers would like.
- Respondents identified “nonresponse to antipsychotics” (243) as their single biggest clinical problem. “Symptoms other than psychosis” (175) and “other substance abuse” (164) were a distant second and third, respectively.

Let us know what you think about our publication.

Please take our postage-paid readership survey.



Survey also available online at:
www.clinicalschizophrenia.net

Clinical Schizophrenia
& Related Psychoses

Clinical Schizophrenia & Related Psychoses Survey

1. Please indicate your medical specialty:

- | | |
|------------------------------------------------------|----------------------------------------------|
| <input type="checkbox"/> Child/Adolescent Psychiatry | <input type="checkbox"/> Neurology |
| <input type="checkbox"/> Psychiatry | <input type="checkbox"/> Pediatrics |
| <input type="checkbox"/> Geriatric Psychiatry | <input type="checkbox"/> Nurse Practitioner |
| <input type="checkbox"/> Family/General Medicine | <input type="checkbox"/> Physician Assistant |
| <input type="checkbox"/> Internal Medicine | <input type="checkbox"/> Other: _____ |

2. Out of every 4 issues of *Clinical Schizophrenia & Related Psychoses (CS)*, how many do you read or look through?

- | | |
|---------------------------------|------------------------------------------------|
| <input type="checkbox"/> 4 of 4 | <input type="checkbox"/> 1 of 4 |
| <input type="checkbox"/> 3 of 4 | <input type="checkbox"/> 0 of 4—Receive |
| <input type="checkbox"/> 2 of 4 | <input type="checkbox"/> 0 of 4—Do Not Receive |

3. How do you read or look through an average CS issue? (Check one only):

- Read cover to cover.
- Read articles of interest and look through remaining pages.
- Read Table of Contents and articles of interest only.
- Skim or look through quickly.

4. What percentage of pages do you read or look at per issue?

- 1–33% 34–66% 67–100%

5. Please indicate the overall usefulness of the different types of articles that appear in CS:

	Extremely Useful	Somewhat Useful	Not at All Useful
Case Reports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clinical Concepts/Commentary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clinical News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comprehensive Reviews	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Current Clinical Trials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Original Research Results	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Translational Medicine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. What kind of articles do you like? (You can check more than one):

- Case Reports Other Reviews Clinical Guidelines
 Meta-Analyses New Findings

7. What are the biggest clinical problems you face? (You can check more than one):

- Nonresponse to antipsychotics Smoking
 Symptoms other than psychosis Other substance abuse
 Suicide Physical health problems
 Other _____

8. Are there any particular topics that you would like to see CS focus on over the coming year? _____

9. Is there some other column and/or format that you'd like to see? _____

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