

READERSHIP OF MEDICAL JOURNALS IN FOND DU LAC

The most commonly received as well as the most often read medical publications in the Fond du Lac area are the *Journal of the American Medical Association* and *Medical Economics*.

Here are the top eight journals according to the number of mentions on both scores—

	Received	Read or looked through
Total doctors	55	55
	%	%
J.A.M.A.	47—85.4	35—78.7
Medical Economics	47—85.4	35—78.7
Modern Medicine	39—70.9	22—56.4
Medical Times	24—43.6	10—41.6
Current Medical Digest	21—38.1	13—61.9
GP	19—34.3	17—89.5
Surgery, Gynecology and Obstetrics	14—25.4	10—71.4
Annals of Surgery	11—20.0	7—63.6

A somewhat larger number of doctors claimed regular readership than those reporting having read a journal within the last 30 days. For comparison with the 35 shown above for *J.A.M.A.*, a total of 41 said that they read at least half of the *J.A.M.A.* issues.

The top three journals in number of mentions as the most valuable were *J.A.M.A.* with 13 mentions, *GP* with 7 and *Modern Medicine* with 6. The two that doctors said they enjoyed reading most were *Medical Economics* with 17 mentions and *J.A.M.A.* with 10. *J.A.M.A.* was the only publication about which at least five doctors said they felt "duty bound" to read.