

THE COLLEGE OF  
FAMILY PHYSICIANS  
OF CANADA



LE COLLÈGE DES  
MÉDECINS DE FAMILLE  
DU CANADA

# MRI Study

Medical Readership Information

# 2024

Results of a study of the reading patterns and preferences of Canadian family physicians conducted by the College of Family Physicians of Canada



## About the MRI Study

- ▶ The study was conducted during June-July, 2024.
- ▶ The population studied was the approximately 43,000 physicians who are currently members in good standing of the College of Family Physicians of Canada. A total of 7,500 random members were invited to participate.
- ▶ The e-mail message to members made it clear that the survey originated with the College of Family Physicians of Canada.
- ▶ The invitation was sent in English and French.
- ▶ The invitation e-mail directed physicians to the survey questionnaire in the language of their choice, located on an independent, third-party survey site.
- ▶ Results were compiled using Alchemer.
- ▶ A total of 355 family physicians completed the survey, including 341 in English and 14 in French. There were also 58 partially completed surveys.
- ▶ All responses were entirely anonymous.

# Notes

## Member survey

This is a survey of members of the College of Family Physicians of Canada (CFPC), almost all of whom receive Canadian Family Physician (CFP) as a benefit of membership. This may mean that there is some degree of “halo effect” in which overall attitudes revealed in questions regarding journal readership tend to favour CFP.

Journal readership patterns among francophone readers may be particularly affected. There are approximately 3,515 francophone active College members in Quebec (out of 4,330 active Quebec members in total). This group, by choosing membership in a national organization, rather than the provincial alternative, has shown a strong commitment to the College that may be reflected in reported readership of CFP.

## Online survey

This was an online survey. Seven thousand three hundred seventy two random members of the CFPC received an e-mail inviting them to click on a link to the survey site. This may mean that the survey has a built-in bias toward those physicians who use e-mail and are comfortable using the Internet.

# Journal readership patterns among Canadian family physicians

Focus groups and previous surveys have shown us that readership of medical publications only rarely falls into yes-no categories. In fact, we consistently find that there are actually four main readership patterns. Most physicians, when asked face-to-face about a given publication, will invariably describe their reading habits in terms of one of these four patterns.

The MRI study reflects the following basic reading patterns:

## Always read

The physician enjoys, trusts and relies on the journal. Reading it is also seen as a professional duty, particularly if the journal in question is published by a professional association or organization of which the physician is a member. He or she makes it a point to always pick up this publication and makes time to look through the table of contents to see what is there and what is new. This almost always includes reading one or two favourite sections and one or more major articles.

## Often read

The physician likes the publication and will scan the cover and flip through the contents to see if there is anything of particular interest. He or she will often find one or more articles to read and, if so, will make time to read them. However, reading this journal is not seen as a professional duty.

## Sometimes read

The physician is familiar with the publication, but generally does not pick it up or take it home, mainly due to lack of time. It is not a priority; however, if he or she has available time and the publication is at hand, he or she will pick it up, leaf through it, and read all or parts of one or more articles.

## Never read

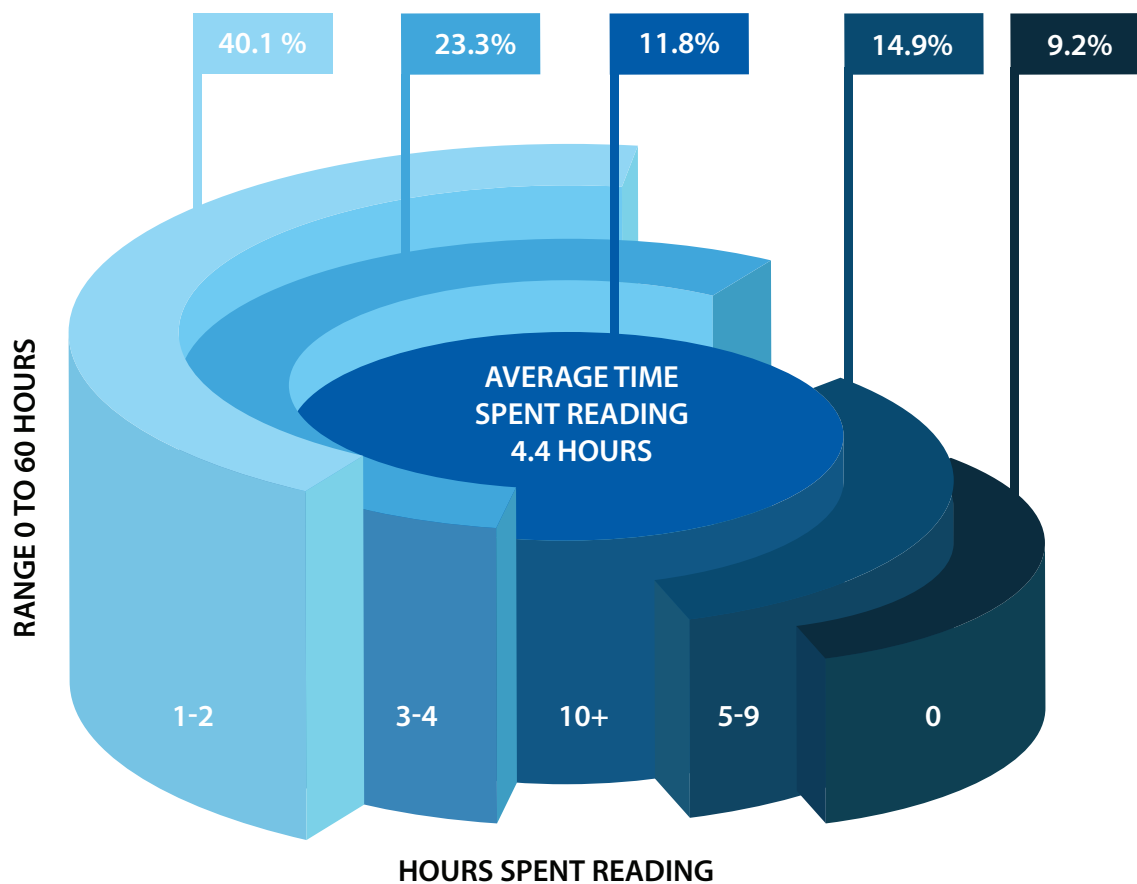
The physician either does not receive the publication or does not much like or trust it; he or she generally “puts it straight into the recycling” to quote the most common description.

# Time Spent Reading

## Question

In an average month, how many hours do you spend reading medical publications?

Time Spent Reading	Total Percentage
0 hours	9.2
1-2 hours	40.1
3-4 hours	23.3
5-9 hours	14.9
10+ hours	11.8
Average time spent reading	4.4 hours
Range 0 to 120 hours	

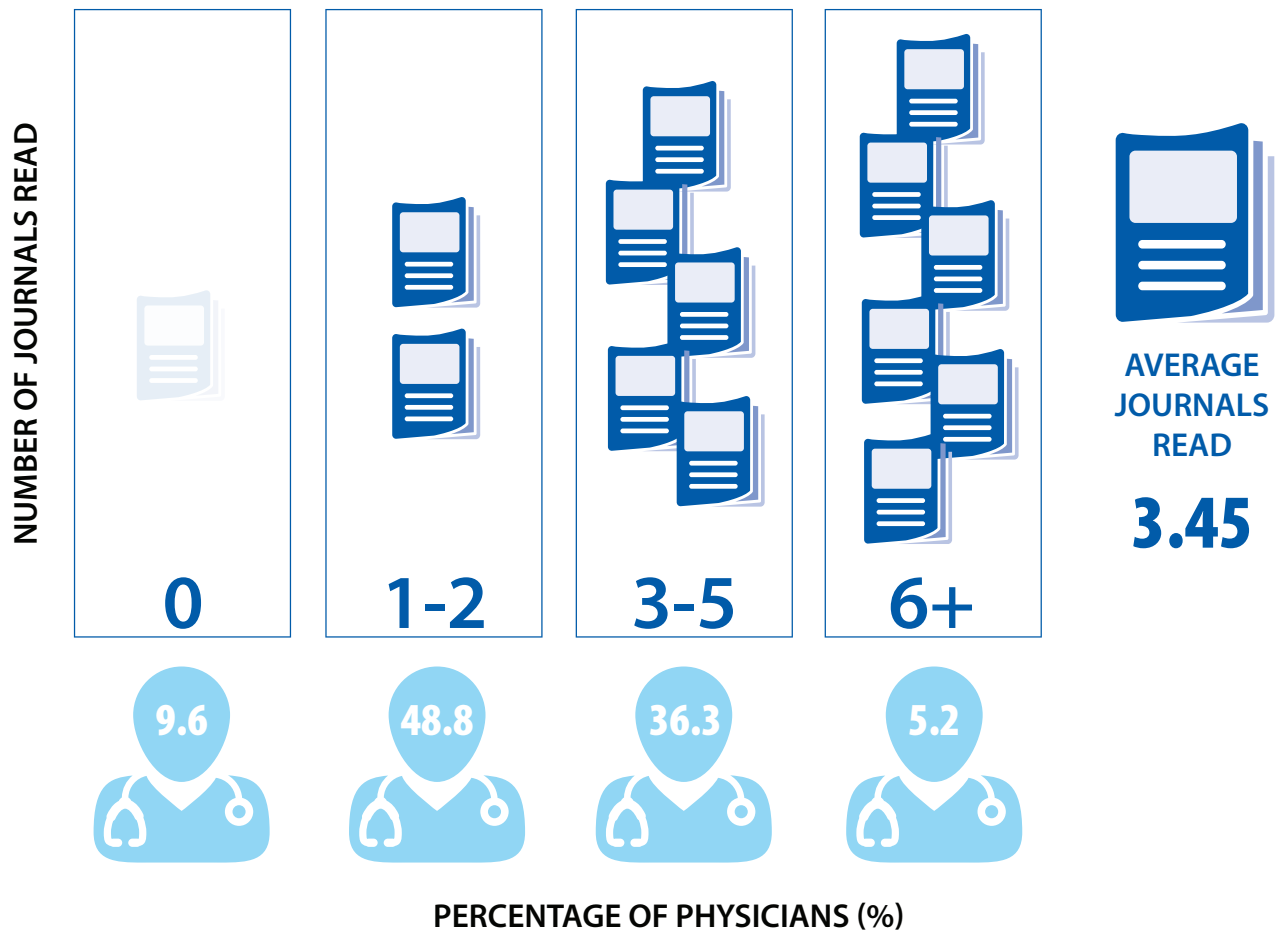


# Number of journals read

## Question

On average, how many medical journals do you pick up, scan for content and read significant parts of in any given month?

Journals	Total
0	9.6%
1-2	48.8%
3-5	36.3%
6+	5.2%



# Most important Medical Publications

## Question

Please list the medical journals you consider essential to your practice of medicine.

(List as many as you feel are important.)

English Responses	TIMES	
	#	%
CFP	179	55.2
CMAJ	171	52.8
American Family Physician	94	28.3
JAMA	64	19.8
NEJM	61	18.8
BMJ	57	17.6
Annals of Family Medicine	35	10.8
Canadian Journal of Rural Medicine	28	8.6
British Columbia Medical Journal	27	8.3
Medical Post	26	8.0
The Lancet	25	7.7
Journal of Obstetrics and Gynaecology	22	6.8
Ontario Medical Review	22	6.8
Diagnosis	21	6.5
Canadian Journal of Diagnosis	18	5.6
Annals of Internal Medicine	17	5.2
Annals of Emergency Medicine	15	4.6
British Journal of General Practice	15	4.6
Canadian Journal of Emergency Medicine	14	4.3
Medical Letter	14	4.3
Medical Education	11	3.4
Journal Watch	9	2.8
Journal of Pain & Symptom Management	8	2.5
Clinical Journal of Sports Medicine	7	2.2
Le Médecin du Québec	7	2.2
Australian Journal of General Practice	6	1.9
British Journal of Sports Medicine	5	1.5
Paediatrics and Child Health	5	1.5
Academic Medicine	4	1.2
Profession Santé Inc	2	0.6

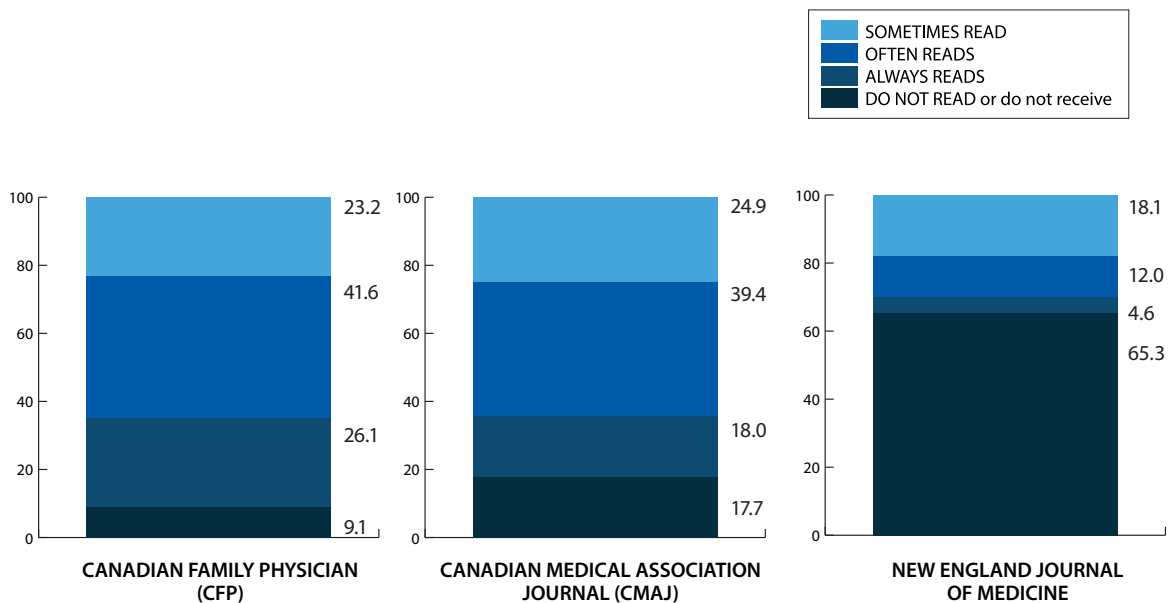
French Responses	TIMES	
	#	%
Le Médecin du Québec	8	66.7
CFP	5	41.7
CMAJ	3	25.0
JAMA	3	25.0
Profession Santé Inc	2	16.7
Medical Post	2	16.7
Paediatrics and Child Health	2	16.7
American Family Physician	1	8.3
Annals of Emergency Medicine	1	6.3
Annals of Family Medicine	1	6.3
Annals of Internal Medicine	1	6.3
BMJ	1	6.3
Canadian Journal of Diagnosis	1	6.3
Le Clinicien	1	6.3
Journal of Obstetrics and Gynaecology	1	6.3
The Lancet	1	6.3
Medical Teacher	1	6.3
Ontario Medical Review	1	6.3
Santé Inc.	1	6.3



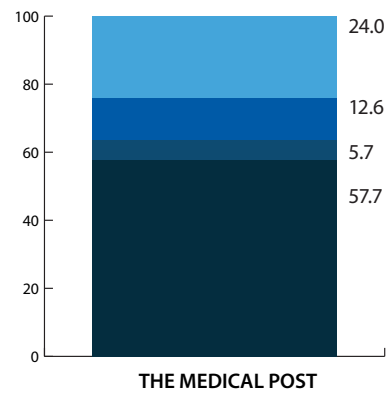
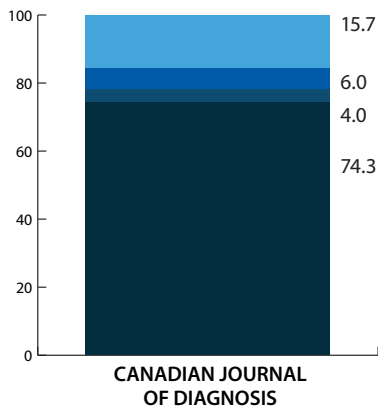
# English language readership %

## Question

In terms of usefulness or importance to your practice of medicine, how would you rate the following types of medical information sources available in Canada? Always look through it, usually read several articles; Often look at contents, often read one or more articles; Sometimes pick it up, occasionally read an article; Generally don't read it or don't receive it.



## PEER-REVIEWED



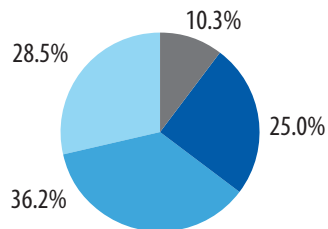
## NON PEER-REVIEWED

## NEWS ORIENTED

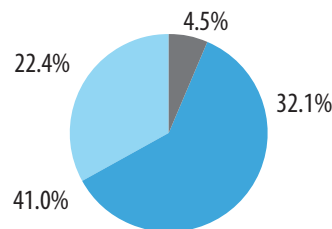
# Sources of Continuing Professional Development

## Question

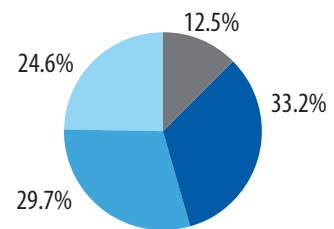
To what extent do you use each of the following sources of information and continuing professional development to stay current? Regularly use - this is my major source of information and CPD, Often use - this is a significant source of information and CPD, Sometimes use, but not a major source, Rarely or never use



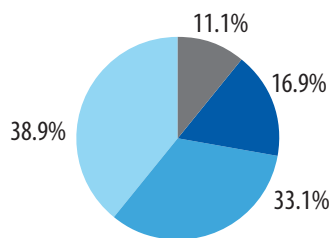
**Accredited conferences**



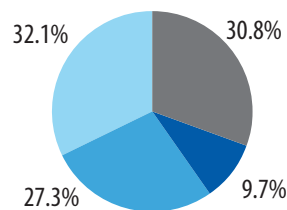
**Evidence-based resources**  
(eg, clinical practice guidelines, data repositories)



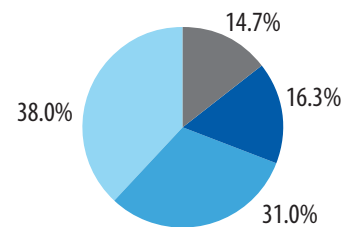
**Self-directed courses**  
(eg, Self-Learning, practice based small group learning)



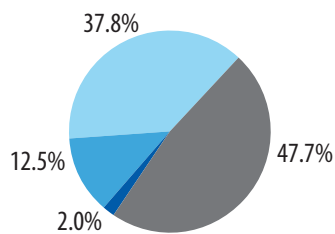
**Peer-reviewed journals**



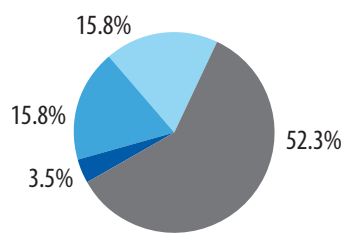
**Rounds, journal clubs, small group activities**



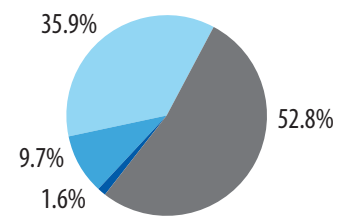
**Online education courses**



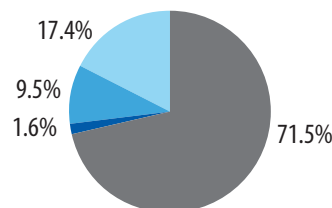
**Non-peer-reviewed publications**



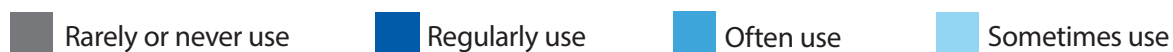
**Self-assessment programs**  
(eg, multiple choice questions (MCQ) practice portfolios, CME logs, multi-source feedback)



**Performance practice audits**



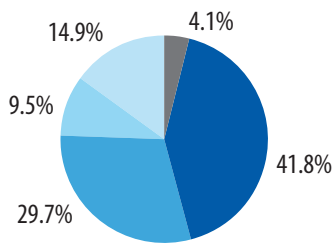
**Simulators**



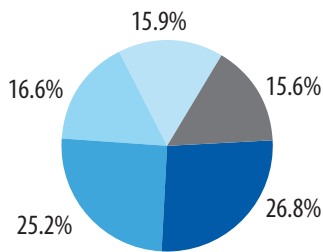
# Professional Websites Visited

## Question

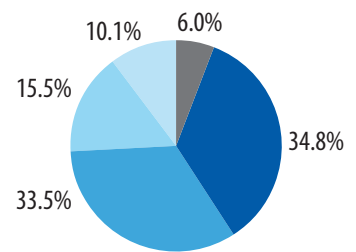
How often do you visit the following types of websites for professional purposes?



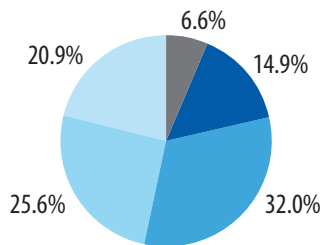
**Search engines**  
(eg, Google, Yahoo, Bing)



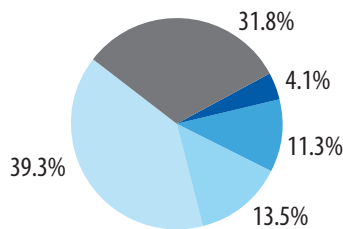
**Medical portals**  
(eg, Medscape, Web MD)



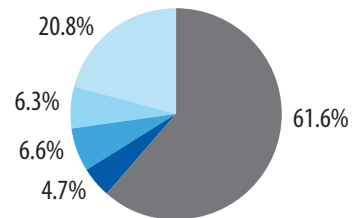
**Disease information websites**



**Medical publication websites**



**Pharmaceutical brand or company websites**



**Social Media**  
(eg, Facebook, Twitter, LinkedIn)



# Medical Websites Visited

## Question

Which medical websites do you visit most often? List as many as you like.

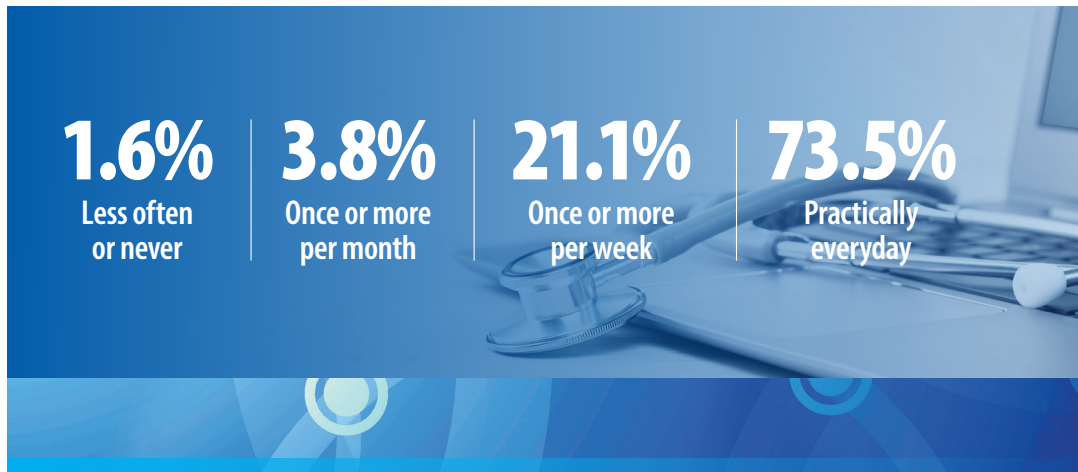
Site	EN	%	FR	%	Name of Organization
www.uptodate.com	222	68.5	9	75.0	Up To Date
www.google.com	179	55.2	6	50.0	Google
www.cfp.ca/cfpc.ca	117	36.1	3	25.0	CFP, College of Family Physicians of Canada
www.Rxfiles.ca	82	25.3	0	0	RxFiles
www.cma.cacmaj.ca	81	25.0	5	41.7	CMAJ, Canadian Medical Association
www.aafp.org/afp	80	24.7	3	25.0	AFP, American Academy of Family Physicians
www.mayoclinic.com	73	22.5	3	25.0	Mayo Clinic
www.pubmedcentral.nih.gov	70	21.6	6	50.0	PubMed/PubMed Central
www.phac-aspc.gc.ca	64	19.8	4	33.3	Health Canada
www.cdc.gov	61	18.8	2	16.7	Centers for Disease Control
www.medscape.com	56	17.3	2	16.7	MedScape
www.lexi.com	52	16.0	2	16.7	Lexi-comp
www.fpnotebook.com	47	14.5	0	0	Family Practice Notebook
www.webmd.com	41	12.7	1	8.3	Web MD
www.wikipedia.org	40	12.3	1	8.3	Wikipedia
www.bmj.com	34	10.5	2	16.7	British Medical Journal
www.jama.ama-assn.org	33	10.2	1	8.3	JAMA, American Medical Association
www.nejm.org	32	9.9	0	0	New England Journal of Medicine
www.cochrane.org	28	8.6	2	16.7	Cochrane Library
www.sogc.com	27	8.3	1	8.3	Society of Obstetricians and Gynaecologists
www.topalbertadoctors.org	27	8.3	0	0	Towards Optimized Practice
dynamed.ebscohost.com	25	7.7	2	16.7	Dynamed
www.emedicine.com	24	7.4	1	8.3	e Medicine
www.medconsult.com	19	5.9	0	0	MD Consult
e-CPS	17	5.2	0	0	Canadian Pharmacists Association
www.mdbriefcase.com	12	3.7	0	0	mdBriefCase
www.epocrates.com	9	2.8	0	0	Epocrates
www.pepidonline.com	5	1.5	0	0	PEPID online
www.univadis.com	3	0.9	0	0	Univadis

# Website Usage Patterns

## Question

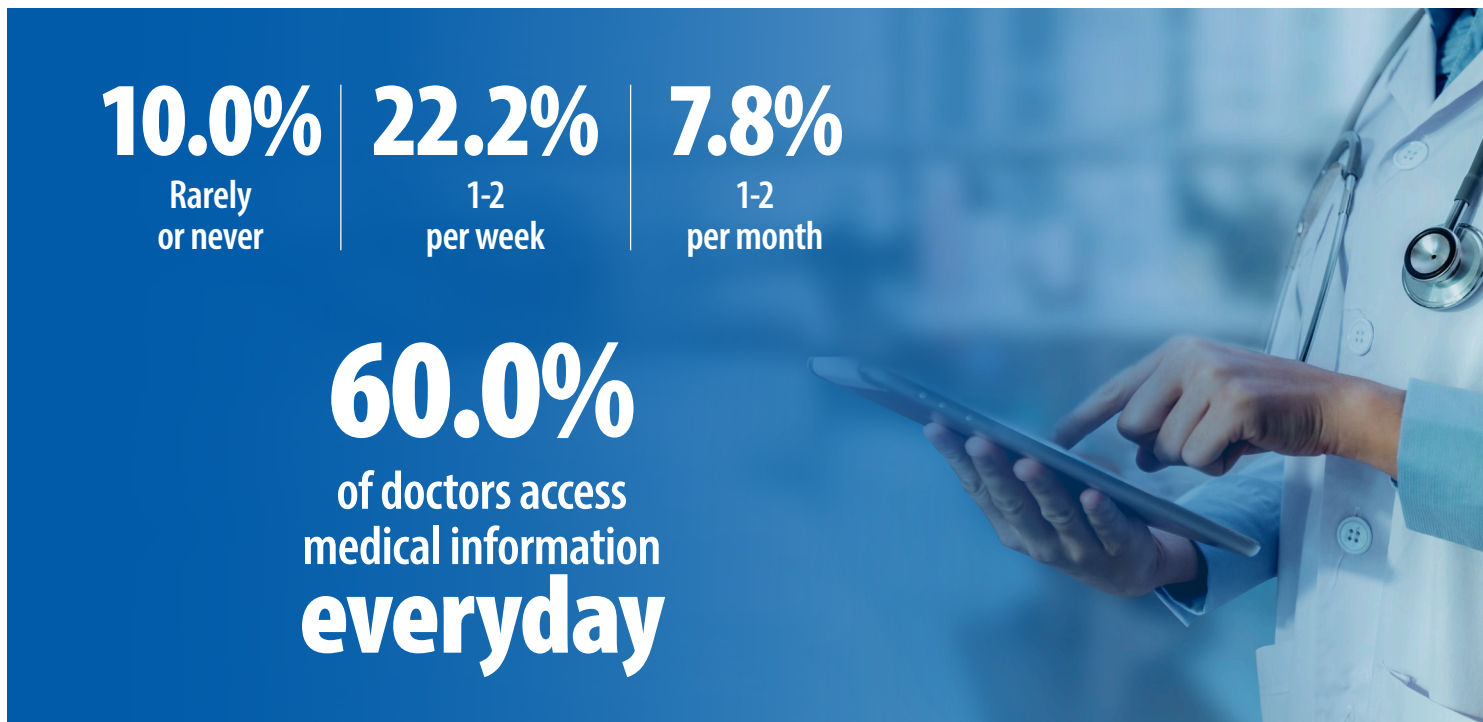
Which of the following best describes how often you access medical information on the Internet?

Hours/month	Total
Less than 1 hour	1.3%
1-2	10.6%
3-4	16.7%
5-9	22.2%
10-19	25.4%
20+	23.5%
Average time spent reading <b>13.5 hours</b>	



## Question

How often do you access medical information on a smartphone or tablet?

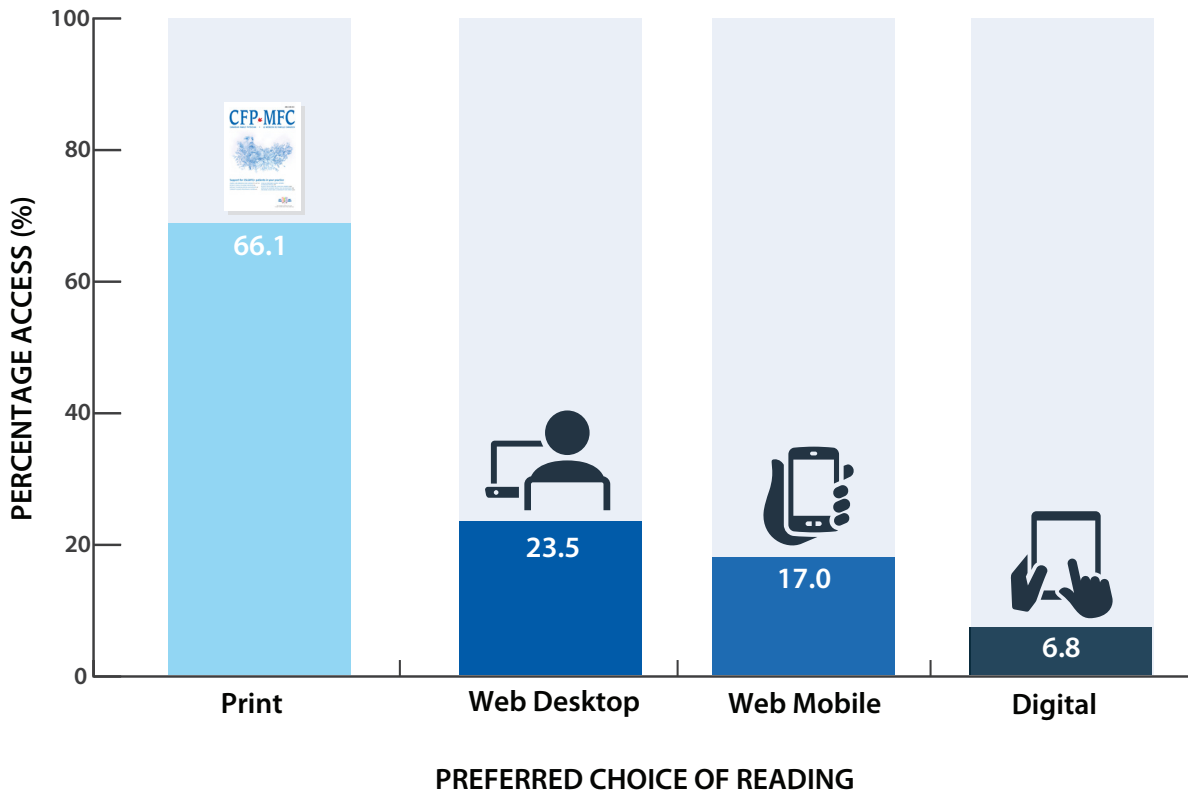


# CFP in various media

## Question

Which versions of CFP do you read or access all or parts of (check more than one if applicable)?

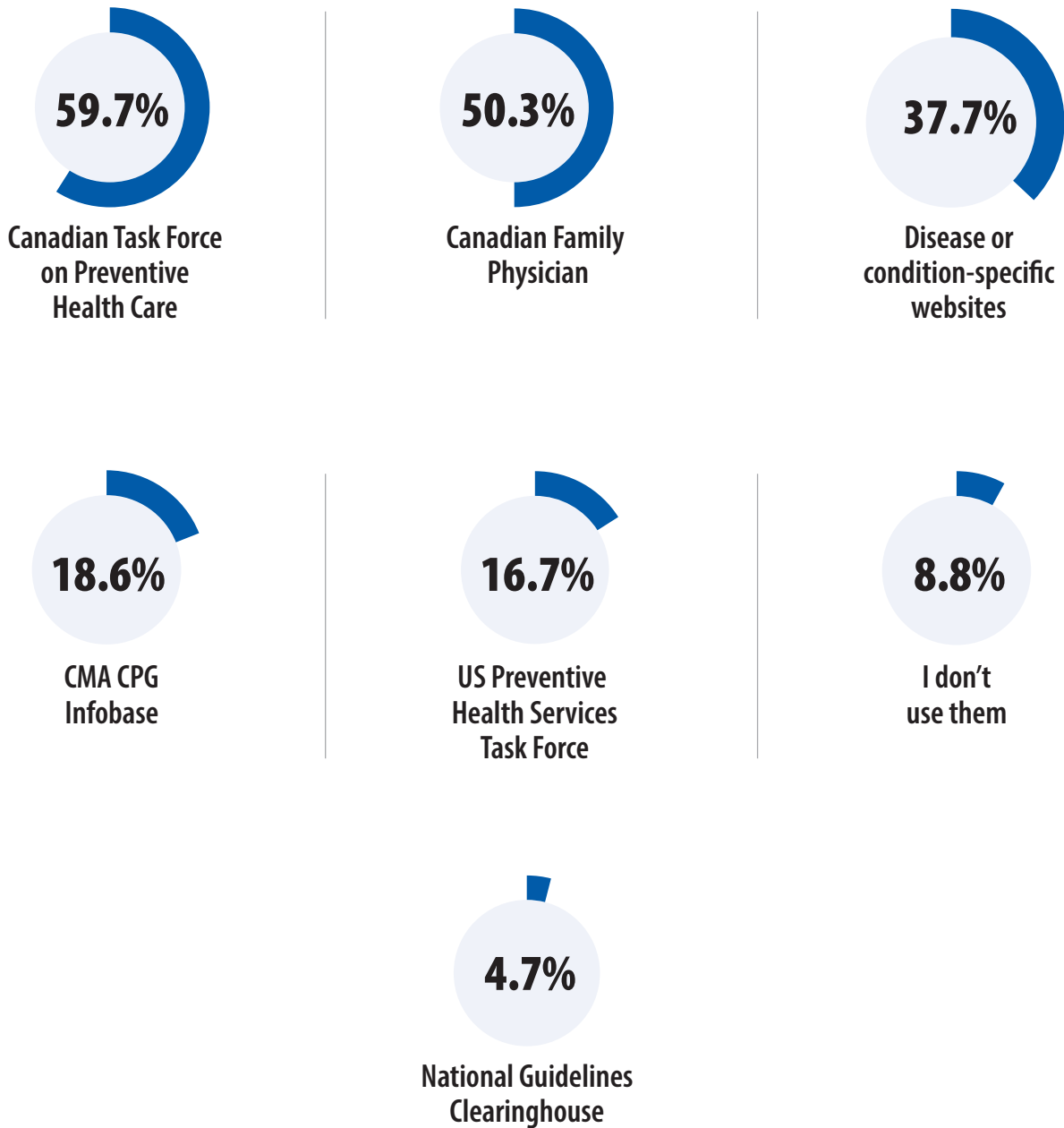
- The print edition
- The website (*cfp.ca*)
- The digital edition  
(page by page electronic version)



# Clinical Practice Guidelines

## Question

Family physicians routinely use Clinical Practice Guidelines in their practice. Where do you go to find the most useful and reliable guidelines?



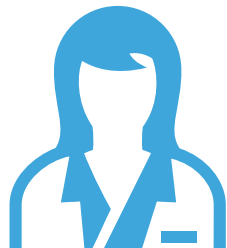
## Demographics

### Question

Are you male or female?



**53.4%**  
Male



**46.3%**  
Female

### Question

Do you currently serve, or have you in the past served as an elected or volunteer leader of the CFPC, one of its Chapters, or a committee or section?

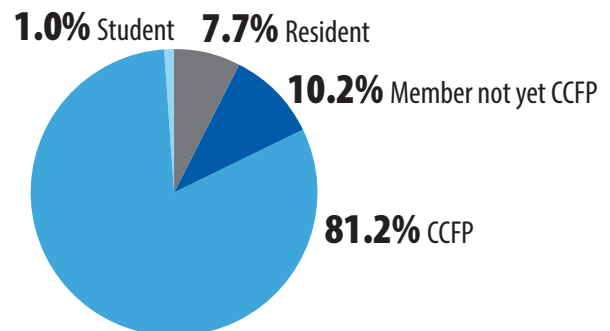


**12.1%**  
Yes

**87.9%**  
No

### Question

Are you currently a student, resident, member not yet CCFP, or CCFP?



### Question

In what province do you currently practise?

Province	%	Count
Alberta	16.6	51
British Columbia	15.3	47
Manitoba	4.9	15
New Brunswick	2.9	9
Newfoundland and Labrador	2.0	6
Nova Scotia	2.9	9
Ontario	40.1	123
Prince Edward Island	0.3	1
Quebec	6.5	20
Saskatchewan	6.2	19
Yukon	1.0	3