


Content preference insights

from our 3rd Wiley Practitioner Society Member Survey*

Print Vs Digital

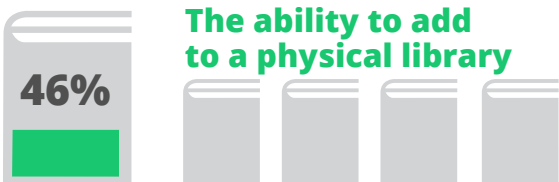
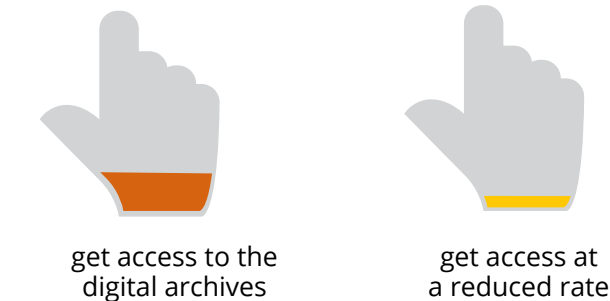
Although over half of practitioners prefer a mix of print and digital, switching the society journal to digital only would have little negative impact on membership



74% of respondents said that their society publishes **at least one journal**. Of those:



Respondents said the following are the main reasons for the ongoing **attractiveness of print**:

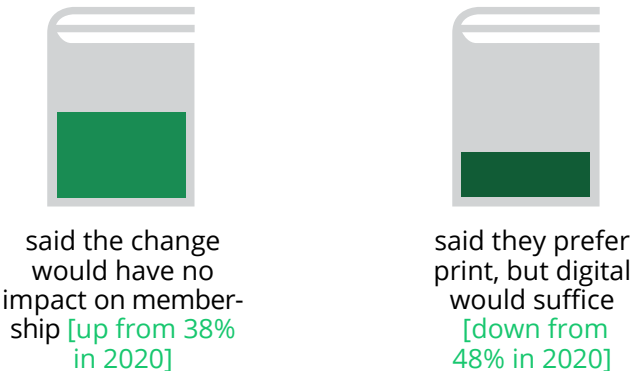
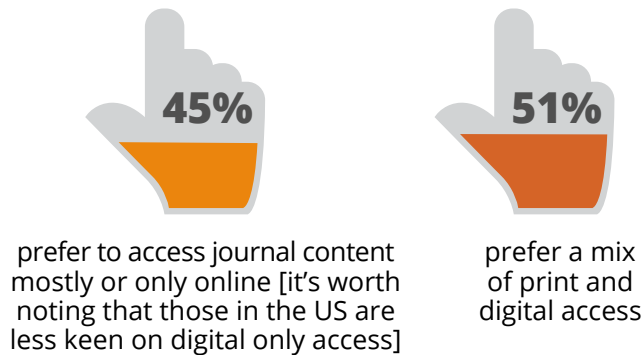




Practitioners still prefer to access content in a **mixed fashion**:



Attitudes to switching from print to digital only are softening:



*The survey received over 700 responses from practitioners and professionals working in over 40 disciplines from over 90 countries.