

## 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:



get access to the journal at no extra cost



get free access to one journal, but pay for others



get access to the digital archives



get access at a reduced rate



The ability to evaluate offline





The ability to add to a physical library





**Print quality** 





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



prefer to access journal content mostly or only online [it's worth noting that those in the US are less keen on digital only access]



prefer a mix of print and digital access



**Attitudes** to switching from print to digital only are softening:



said the change would have no impact on membership [up from 38% in 20201



said they prefer print, but digital would suffice [down from 48% in 2020]