

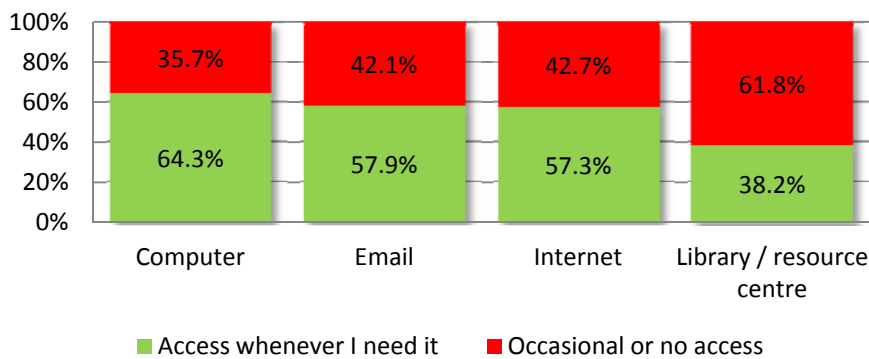
Readership Survey 2011

Access to information findings

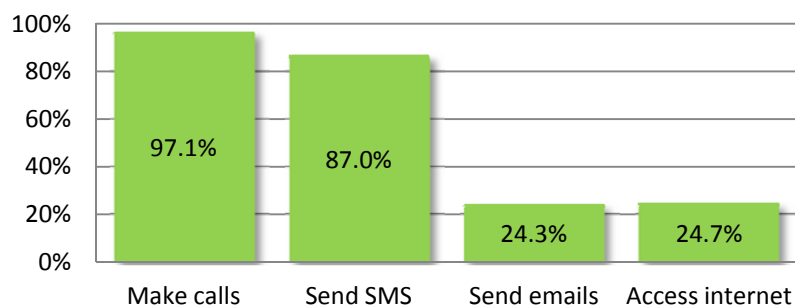
Summary

- Access to sources of information has improved significantly for many respondents since the 2004/05 and 1997 surveys but continues to be extremely problematic for many respondents.
- Almost all respondents now have a mobile phone.

Access to information sources



Use of mobiles



Access to other sources of educational materials

The journal remains an important source of information to its readers. 41.3% of respondents report that it is either their most important or their only source of educational material.

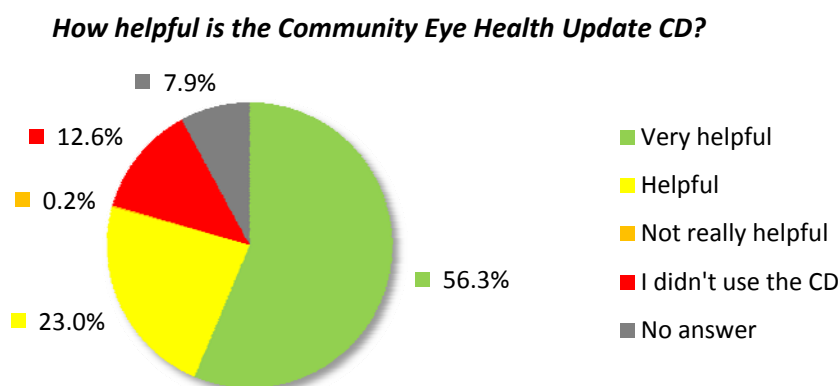
Generally, respondents' access to other sources of educational material has improved. 13.2% of 2011 respondents report that the journal is their only source of educational material as no other material is available. In 2004/05, 73.5% reported that the journal was their only source of up-to-date information. 20% more readers report good access to a library / resource centre than in 2004/05 but the percentage is still low, just 38.2%. Fewer respondents report good access to a library/resource centre than to a computer, email or the internet.

Access to computers and use of the Community Eye Health Update CD

64.3% of respondents report access to a computer whenever they need, an improvement of 19% since the last survey in 2004/05.

20.3% report having good access to a computer but only occasional or no access to the internet.

Respondents continue to value the Community Eye Health Update CD. 79.3% of those who received the CD found it useful or very useful.



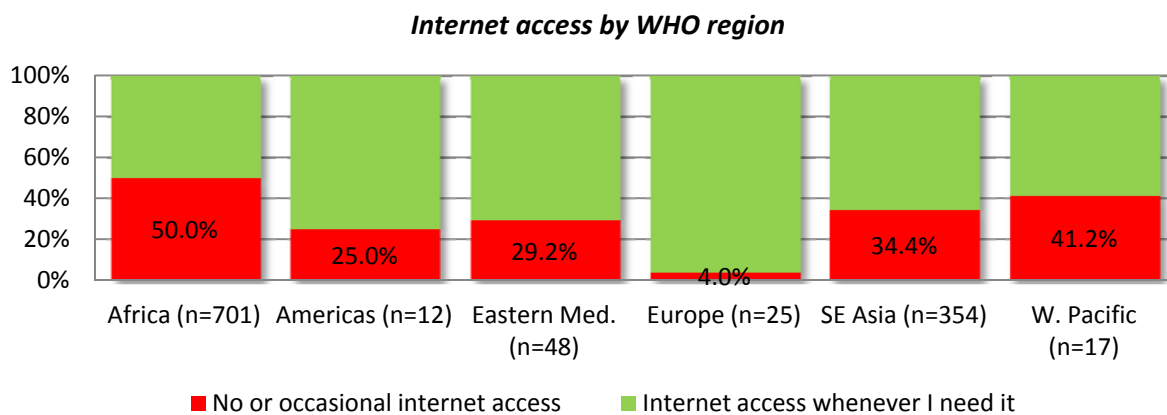
Access to email

57.9 % of survey respondents report being able to access email whenever they need.

Access to the internet

Reported access to the internet has improved significantly since 2004/05. 84% of respondents report some access to the internet, an increase of 34% on the 2004/05 survey, and of 64% on 1997 when just 20% of respondents reported any internet access. Access to the internet remains problematic for many respondents, 42.7% report that they have only occasional or no internet access.

African respondents report poor internet access the most often. 50.0% report occasional or no internet compared to 34.4% of South-East Asians (and 4% of Europeans).

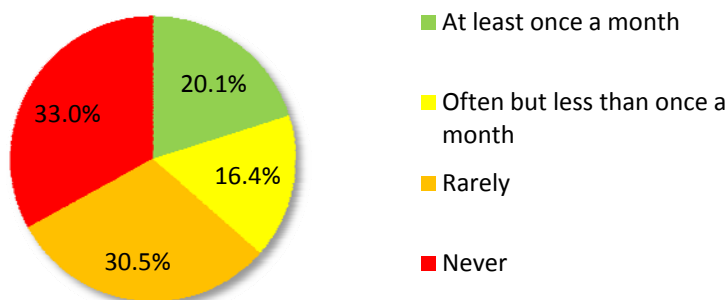


Use of the Journal website

The percentage of respondents who have visited the journal website has risen by 50% since 2004/05. 67.0% report having visited the journal website. However, 63.5% report that they rarely or never visit the journal website. Only 16.5% of respondents report that they download or read the journal online.

46.2% respondents report that they prefer not to read or download the online journal articles. Access problems (cost, speed/time or lack of access to a computer or the internet itself) form the largest proportion of reasons given for not reading the journal online (56.6%). The other two major reasons given are lack of “know-how” (26.6%) and lack of motivation (13.1%).

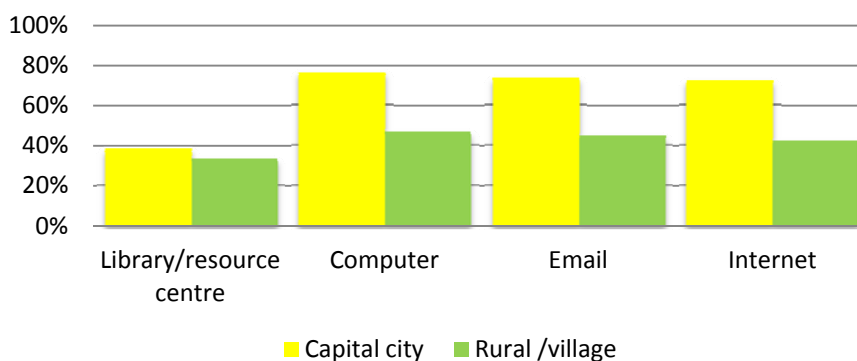
Frequency of visits to the journal website



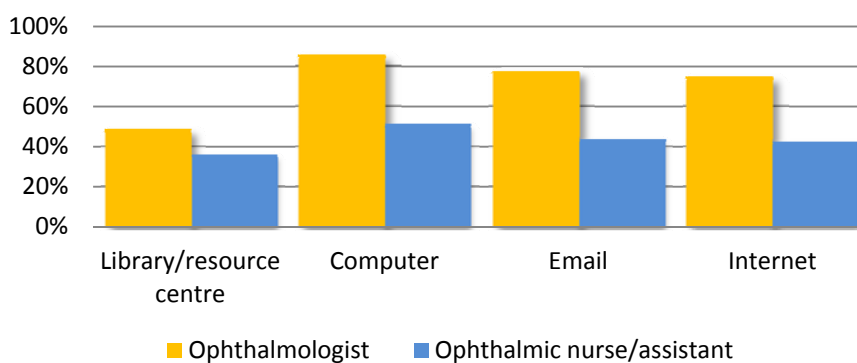
Access to information sources by job/location type

- Rural health workers are more likely to report poor access to information sources than respondents based in capital cities.
- Ophthalmic nurses are more likely to report poor access to information sources than ophthalmologists.

Access "whenever I need" by location



Access "whenever I need" by job



Mobile

98.5% of respondents report having a mobile phone. 97.1% use their phone to make calls and 87.0% to send SMS/text messages. Respondents' reported use of mobiles to access the internet and email is more limited. 24.3% report having used their mobiles for sending and receiving email and 24.7% to access the internet.