

*Acupuncture Today's*  
Acupuncture Online & Print Reading Survey

Executive Summary

March 2016

A RESEARCH REPORT BY



## METHODOLOGY

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This survey was initiated on Feb. 25, 2016 by MPA Media, publishers of *Acupuncture Today*, *Massage Today*, *Dynamic Chiropractic*, and *Dynamic Chiropractic Practice Insights*. The survey was sent to 31,362 acupuncture practitioners via email. The response rate was just over 3 percent (3.6%).

Like all online surveys, participants tended to “self-select” based upon their interest in the topic presented.

## DISCUSSION

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This survey was designed to help establish the opinions of acupuncturists in relation to how and what they read online and in print.

The first question asked respondents how often they read online through various devices. The results show that 42% of acupuncturists read online articles daily through their laptop / desktop, followed by 30% who read online articles daily on their smartphone and 23% who read articles daily on their tablet.

The second question asked acupuncturists how they find the online articles they read. E-newsletters and search engines topped the list (72% and 69%, respectively), followed by social media (50%) and visiting websites regularly (48%).

The next question focused on print readership: “Of the acupuncture print publications you receive, approximately what percentage of the issues do you read?” Seventy-six percent read half or more of the print publications they receive, while 24% read “almost all,” 25% read “3 out of 4” and 27% read half.

The responses to Question 4 show that lack of time (62%) is the reason the majority of acupuncturists don't read the acupuncture print publication issues they receive. Another 26% said they didn't read issues because the editorial content “didn't appear interesting enough.”

## CONCLUSION

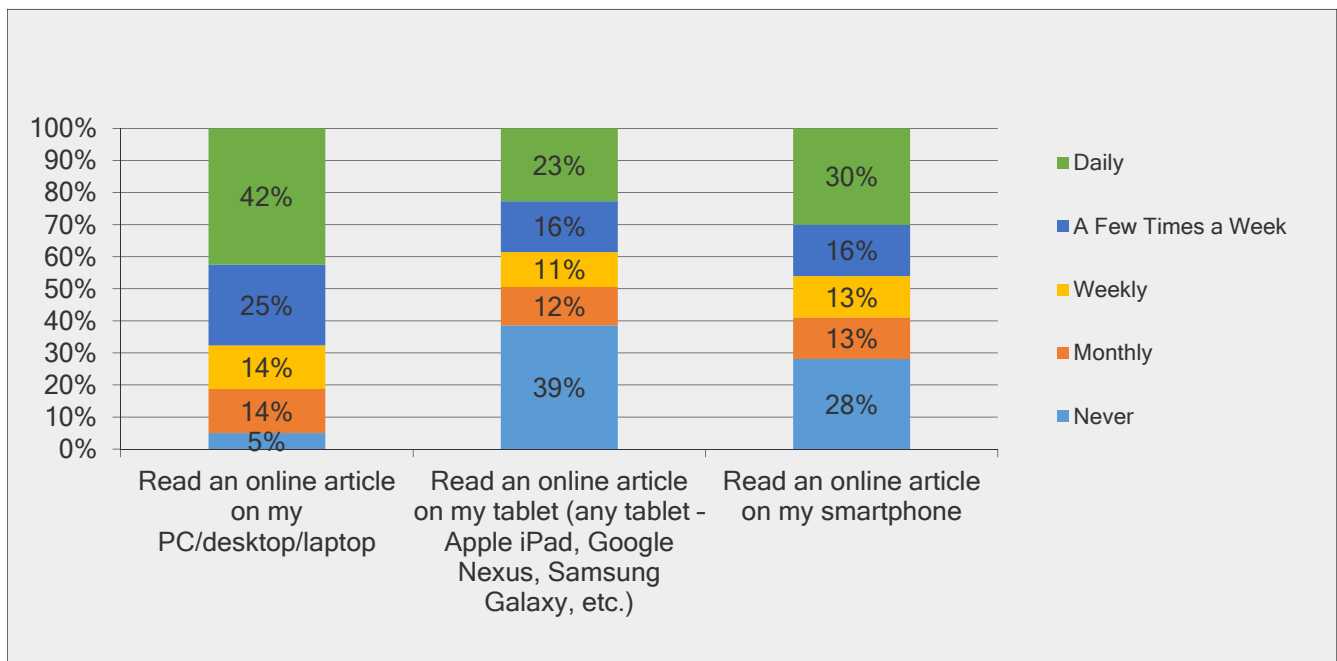
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A growing percentage of acupuncturists are reading articles online through their laptops / desktops, smartphones and tablets. This trend toward more immediate access to information is having an impact on the average number of acupuncture publication issues being read. This places pressure on acupuncture publications to provide content that is interesting and relevant.

## Acupuncture Online Reading Survey

Q1 How often do you do the following?

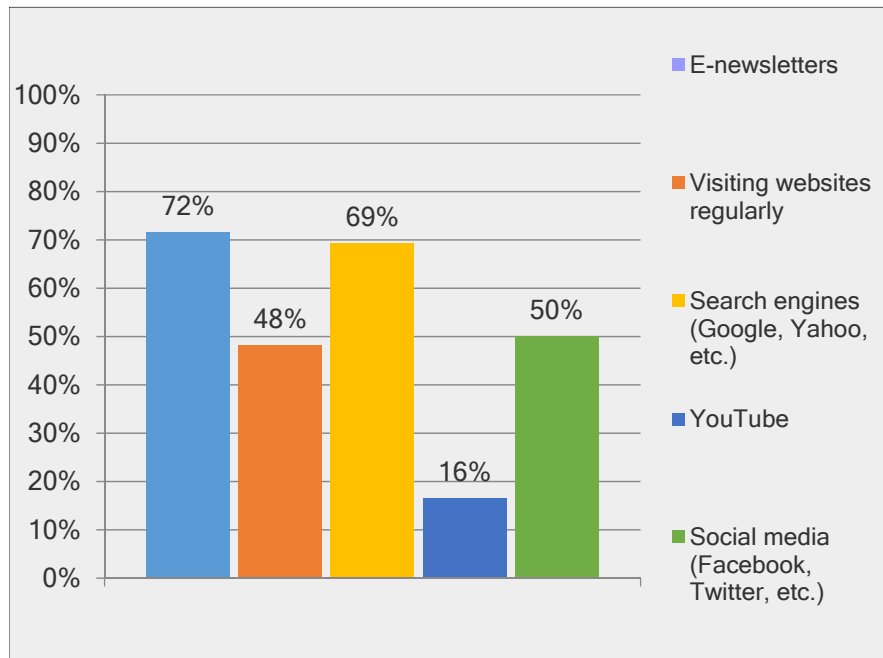
Answer Options	Daily	A Few Times a Week	Weekly	Monthly	Never
Read an online article on my PC/desktop/laptop	42%	25%	14%	14%	5%
Read an online article on my tablet (any tablet - Apple iPad, Google Nexus, Samsung Galaxy, etc.)	23%	16%	11%	12%	39%
Read an online article on my smartphone	30%	16%	13%	13%	28%



## Acupuncture Online Reading Survey

Q2 How do you find online articles you want to read? [Please select all that apply]

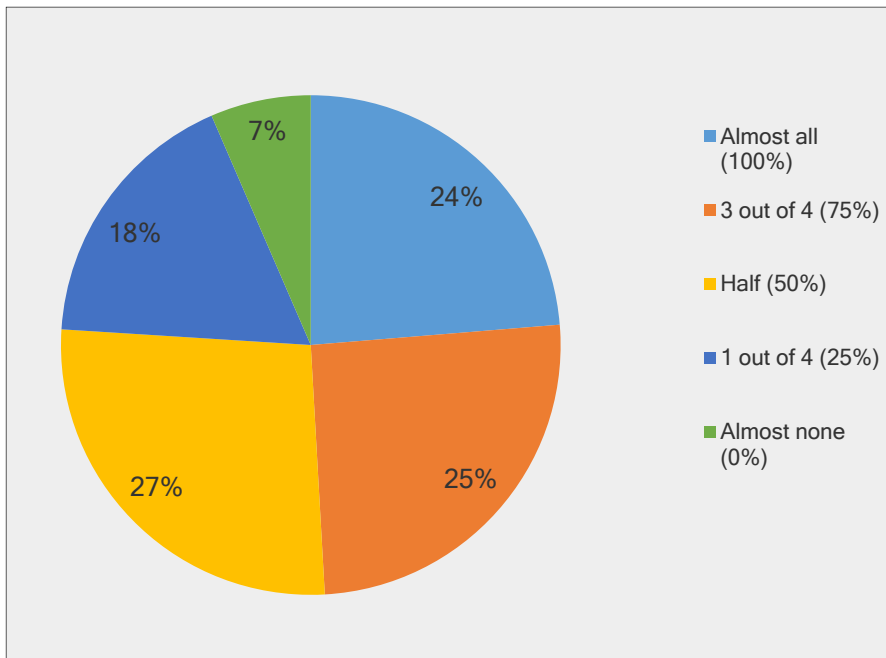
Answer Options	Response Percent
E-newsletters	72%
Visiting websites regularly	48%
Search engines (Google, Yahoo, etc.)	69%
YouTube	16%
Social media (Facebook, Twitter, etc.)	50%



## Acupuncture Online Reading Survey

Q3 Of the acupuncture print publications you receive, approximately what percentage of the issues do you read?

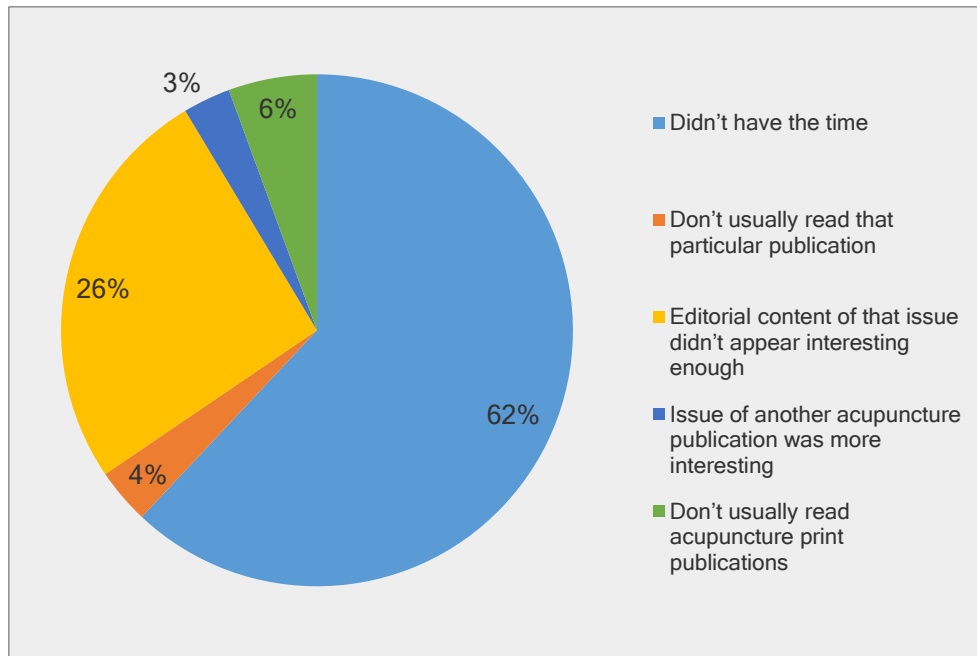
Answer Options	Response Percent
Almost all (100%)	24%
3 out of 4 (75%)	25%
Half (50%)	27%
1 out of 4 (25%)	18%
Almost none (0%)	7%



## Acupuncture Online Reading Survey

Q4 When you don't read a particular issue of an acupuncture print publication, what is the primary reason?

Answer Options	Response Percent
Didn't have the time	62%
Don't usually read that particular publication	4%
Editorial content of that issue didn't appear interesting enough	26%
Issue of another acupuncture publication was more interesting	3%
Don't usually read acupuncture print publications	6%



## Acupuncture Online Reading Survey

Q5 How long have you been in practice?

### Answer Options

Less than 5 years  
5 to 9 years  
10 to 14 years  
15 to 19 years  
20 to 24 years  
25 years or more

### Response Percent

14%  
20%  
23%  
19%  
10%  
14%

