

Dynamic Chiropractic's Information Resources Survey

Executive Summary

A RESEARCH REPORT BY



METHODOLOGY

This survey was initiated on July 30, 2013 by MPA Media, publishers of *Dynamic Chiropractic*, *Acupuncture Today*, *Massage Today* and *Dynamic Chiropractic Practice Insights*. The survey was sent to 45,848 doctors of chiropractic (DC). The response rate was 1.9 percent.

This survey was created to establish the opinions and behaviors of DCs related to chiropractic information resources, including how DCs use and consume these chiropractic resources for their practice.

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

DISCUSSION

The first question asks DCs how often they read/consume chiropractic articles, news and information through the listed chiropractic resources in an average month. Almost all (89%) read/consume chiropractic information through chiropractic print publications at least monthly, with almost half of those (43%) reading chiropractic publications at least once a week. This was followed by chiropractic publication e-mail newsletters, which are read at least monthly by 83% of doctors, with almost half of respondents (48%) reading e-newsletters at least weekly. Conversely, two-thirds (67%) of the profession “almost never” reads chiropractic articles on apps/web readers, with more than half (56%) almost never viewing webinars and almost half (47%) almost never reading articles on social media.

When asked to rank where they found chiropractic articles, news and information, three-quarters (75%) ranked chiropractic magazines & newspapers first or second, followed by chiropractic publication websites (52%) and by chiropractic publication e-mail newsletters (35%). Half of those surveyed (50%) ranked social media as the “least used” with webinars (22%) and apps (20%) following at approximately one-in-five.

Switching the focus to chiropractic products and services, over a third (34%) “read/consume information about chiropractic products/services” in chiropractic magazines & newspapers at least weekly, with 69% reading at least monthly. Chiropractic publication e-newsletters came in second, with 29% reading at least weekly and over half (54%) reading at least monthly. Chiropractic publication websites also enjoyed a strong utilization with 22% visiting at least weekly and 52% visiting at least monthly. Almost three-quarters (74%) “almost never” use chiropractic publication app/web readers to read about chiropractic products and services, with 66% almost never using webinars and 63% almost never using social media.

When asked to rank where they find information about chiropractic products and services, 86% ranked chiropractic magazines and newspapers first or second, 61% ranked chiropractic publication websites first or second and 39% ranked chiropractic publication e-newsletters first or second. Looking at those resources that were least used, 64% ranked social media as least used, with webinars and apps/web readers coming in at 19% and 14%, respectively.

The last question asked about what percentage of a doctor's product/service purchases originated from a particular media source. Fifteen percent of respondents reported that over half of their purchases originated from chiropractic magazines and newspapers, with publication websites and publication e-newsletters coming in at 7% and 6%, respectively. At the opposite end, almost three-quarters (73%) of respondents reported that no purchases or "0%" of their purchases originated from apps/web readers, followed by social media at 69% and webinars at 63%.

Analysis

Each of the six media channels has distinctly different characteristics. Some typically follow an age-related profile, while others are less linear. Understanding these characteristics will assist in the effective use of each:

Chiropractic Magazines & Newspapers

Chiropractic print publications enjoy a long history of readership within the profession. Even with all of the other alternatives, when looking at articles, news and information, 43% of respondents read them at least weekly, with 89% reading them at least monthly, the highest of all channels. Only 10% "almost never" read print publications for news and information, the lowest of all channels. Three quarters of respondents ranked print publications their first or second choice, with only 4% stating they are the "least used."

The same positioning is seen when examining which channels are most utilized for information on chiropractic products and services. Thirty-four percent seek information on products and services in print publications at least weekly; 84% at least monthly. Even more respondents (86%) ranked print publications as their first or second choice for product and service information, with only 2% stating print was the "least used." When asked what percent of their purchases originated from information found in print publications, 15% of respondents stated that at least half of their purchases originated from print publications, almost as much as the next three channels combined. Less than one-quarter (24% - the lowest) stated that none of their purchases originated from print publications.

Age/number of years in practice does have an impact on these results. There is a definite trend towards greater use of print publications by respondents who have been in practice longer. Depending on the specific application, this difference can be as great as 20% of the population.

Chiropractic Publication E-Mail Newsletters

While not as well-utilized as print publications, chiropractic publications e-newsletters are the second most used media channel. For articles, news and information, e-newsletters are read at least weekly by almost half (48%) of the respondents, with 82% reading at least monthly. Only 17% "almost never" read them. E-newsletters were ranked first or second by over one-third (35%), with only 2% stating they were the least used.

For information about chiropractic products and services, e-newsletters were read at least weekly by 29% and at least monthly by 70%. They were ranked first or second by less than one-third (29%) of the respondents, but were ranked “least used” by only 1%. Six percent of respondents stated that at least half of their purchases originated from e-newsletters (third highest), with 38% stating that none of their purchases had originated from e-newsletters.

Interestingly enough, e-newsletters generally enjoy greater readership among DCs who have been in practice less than 5 years or 20–24 years, with about a 10% maximum variance between age groups.

Chiropractic Publication Websites

Chiropractic publication websites also ranked high as a resource for articles and news, as well as information about chiropractic products and services. One-third (33%) of respondents read articles and news at least weekly, with almost three quarters (73%) reading at least monthly. Just over half (52%) ranked publication websites first or second for articles and news, only 3% ranked them as “least used.”

Less than a quarter (22%) of respondents read information on products and services on publication websites at least weekly, with two-thirds (66%) reading at least monthly. Sixty-one percent ranked publication websites first or second for products and services with only 1% ranking least used. Seven percent stated that at least half of their products and services purchases originated from publication websites, with 36% stating that none had.

Like the publication e-mail newsletters, the highest readership of articles and information on products and services is by those in practice less than 5 years and 20-24 years, with a 15% maximum variance.

Social Media

Weekly (or better) access to social media articles, news and information was reported by over one-third of respondents (35%). More than half (54%) reported at least monthly use. But that still leaves 47% who “almost never” use social media for articles and news. Only 21% of respondents ranked social media first or second for news and articles, with half the profession (50%) ranking social media as their “least used.” This was equal to the “least used” rankings for all other channels combined.

For products and services, 20% of respondents read information on social media at least weekly, with 37% reading at least monthly, leaving 63% almost never using social media. Thirteen percent ranked social media first or second for product/service information, with 64% rating it as their least used. This was not quite double the “least used” rankings for all other channels combined. Only 3% of respondents attributed half or more of their product and service purchases to social media, with over two-thirds (69%) stating that none of their purchases originated with social media.

The relationship between the number of years in practice and the use of social media for articles and product/service information is almost linear, with the newer practitioners (less than 5 years) being the

greatest users, and practitioners with 25+ years in practice being the least frequent group of users. The difference between the two extremes approaches nearly 50%.

Webinars

Webinars as a source of articles, news and information are rarely utilized on a weekly basis (7%). But 44% of respondents do utilize webinars on a monthly basis. Only 12% ranked webinars first or second in utilization for articles and news, with 22% ranking them as their least used.

Six percent utilize webinars on a weekly basis or better for information on chiropractic products and services, with over one-third (34%) accessing webinars at least monthly. Eight percent ranked webinars first or second for product/service information, with 19% ranking webinars as their least used channel. Like social media, 3% stated that at least half of their purchases originated from webinars. But looking at those who had no purchases from a particular channel, webinars fared a bit better than social media, with 63% reporting no purchases vs. 69% for social media.

Webinars fall into the same time-in-practice/age pattern as publication websites and e-newsletters. Those in practice less than 5 years and in practice 20-24 years are the most likely users, although at a much lower level than the other two. The difference between the practice groups can be as great as 15%.

Chiropractic Publication App/Web Reader

Publication app/reader readership at least weekly for articles and news was 15%, with over one-quarter (26%) reporting at least monthly use. Only 4% ranked apps/readers as their first or second choice for articles, but only 20% ranked them as their least used, less than half that of social media's least used percentage.

App/Reader product/service readership was only 7% at least weekly, but remained at 26% for usage at least monthly. Only 2% of respondents ranked app/readers as their first or second choice for products/services, but only 14% ranked them as least used, less than webinars and far less than social media. No respondents attributed apps/readers to half of their purchases, with almost three-quarters (73%) stating that none of their purchases came from apps/readers.

The usage of apps/readers is greatest with the newest practitioners, decreasing steadily for those who have been in practice 15-19 years and then increasing modestly as the number of years in practice increases above that, with a span of about 20%.

CONCLUSION

These results demonstrate that print publications still dominate the readership of the chiropractic profession for both articles and product/service information. With first- and second-place rankings of 75% for articles and 86% for product/service information, it is clear that chiropractic magazines and newspapers should continue to garner the lion's share of most advertising budgets.

Publication e-mail newsletters and websites, which are strongly related to their print publication parent, hold a strong second and third position, with significant weekly and monthly readership. E-newsletters are an especially viable opportunity for advertising, as their circulations are apparently closed to practitioners only. Publication website advertising is particularly problematic in that there is no way to know if visitors are practitioners or consumers.

The usage of social media is polarized, with an obvious popularity among newer practitioners that is in sharp contrast to 47% of respondents who stated they "almost never" use social media to read articles and 63% who stated they "almost never" use social media for information on products and services. Unfortunately, social media has the same challenge that websites have in that there is no way to know if the visitors are practitioners or consumers.

Webinars have a solid monthly following for information (44%) and product/services (34%). They are generally not a first or second choice for most, but are equal to social media in that 3% of respondents stated half or more of their purchases originated from webinars.

Publication apps and web readers are still new to the chiropractic market. Until very recently, only web readers were available and these were strictly pdf files that were identical to the print version, with no significant enhancements. Apps and web readers do appeal to the newer practitioners, as do social media and webinars.

Given the above, this would be an effective division of advertising resources targeting the chiropractic profession for the coming year:

Newspapers & Magazines (should include apps/web readers)	65%
E-Newsletters	20%
Webinars	5-10%
Social Media	5-10%
Other	5%

CHIROPRACTIC ARTICLES, NEWS & INFORMATION

1a. In an average month, how often do you read/consume chiropractic articles, news and information through the following resources?

Sorted by, the majority (largest to smallest) of DCs who responded 'at least once a week' (once a week, a few times a week & daily) to the listed chiropractic information resources.

	Daily	A few times a week	Once a week	Weekly (once a week, a few times a week + daily)	Every other week	Once a month	Monthly (every other week + once a month)	Almost never
Chiropractic Publication E-mail Newsletters	8%	17%	23%	48%	15%	19%	34%	17%
Chiropractic Magazines & Newspapers	3%	18%	22%	43%	20%	26%	46%	10%
Social Media	14%	11%	9%	35%	7%	12%	19%	47%
Chiropractic Publication Websites	3%	14%	16%	33%	15%	26%	40%	27%
Chiropractic Publication App/Web Reader	2%	6%	7%	15%	8%	11%	18%	67%
Webinars	0%	3%	4%	7%	8%	29%	37%	56%

CHIROPRACTIC ARTICLES, NEWS & INFORMATION

1b. In an average month, how often do you read/consume chiropractic articles, news and information through the following resources?

Sorted by, the majority (largest to smallest) of DCs who responded 'every other week' or 'once a month' to the listed chiropractic information resources.

	Daily	A few times a week	Once a week	Weekly (once a week, a few times a week + daily)	Every other week	Once a month	Monthly (every other week + once a month)	Almost never
Chiropractic Magazines & Newspapers	3%	18%	22%	43%	20%	26%	46%	10%
Chiropractic Publication Websites	3%	14%	16%	33%	15%	26%	40%	27%
Webinars	0%	3%	4%	7%	8%	29%	37%	56%
Chiropractic Publication E-mail Newsletters	8%	17%	23%	48%	15%	19%	34%	17%
Social Media	14%	11%	9%	35%	7%	12%	19%	47%
Chiropractic Publication App/Web Reader	2%	6%	7%	15%	8%	11%	18%	67%

CHIROPRACTIC ARTICLES, NEWS & INFORMATION

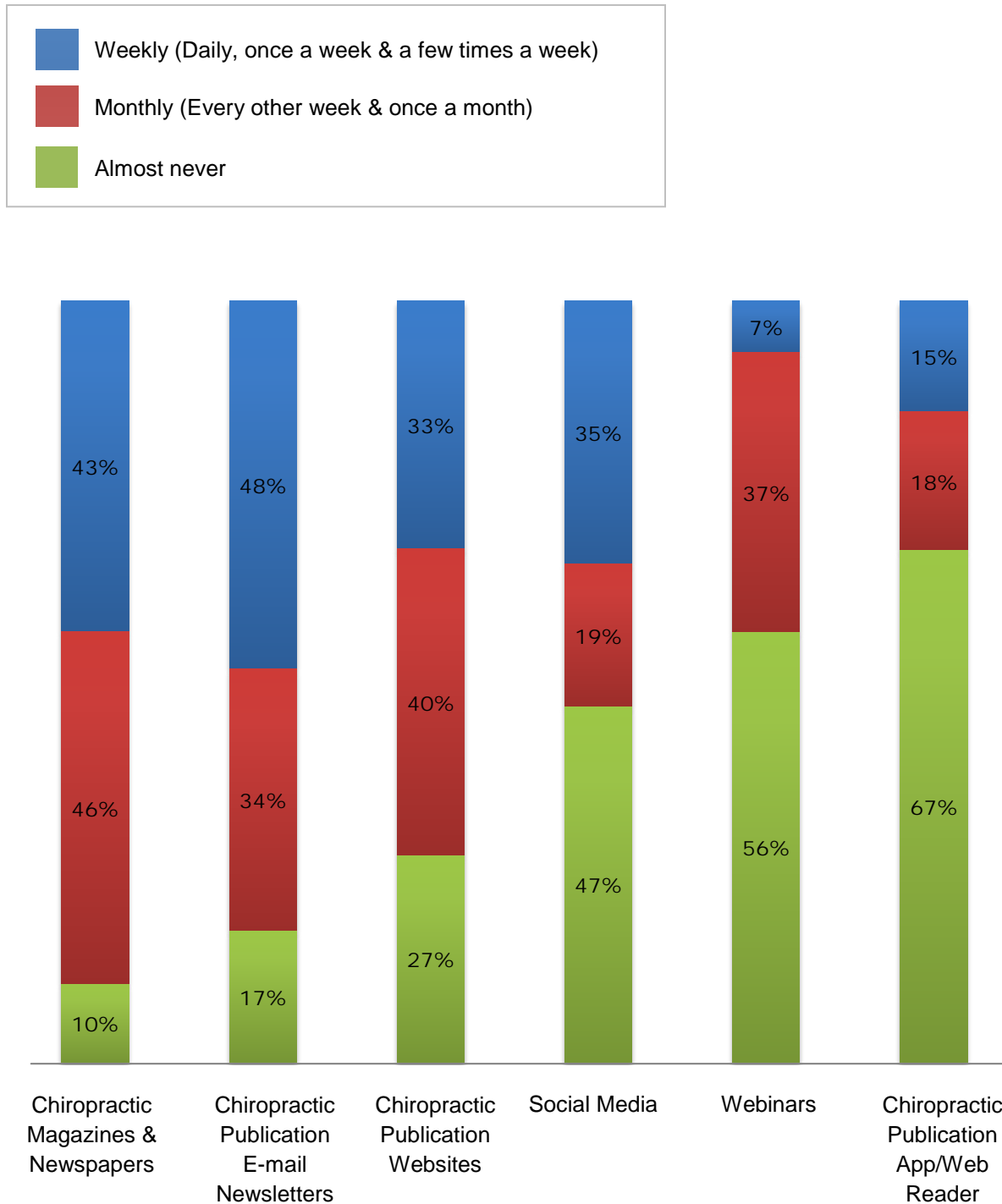
1c. In an average month, how often do you read/consume chiropractic articles, news and information through the following resources?

Sorted by, the majority (largest to smallest) of DCs who responded 'almost never' to the listed chiropractic information resources.

	Daily	A few times a week	Once a week	Weekly (once a week, a few times a week + daily)	Every other week	Once a month	Monthly (every other week + once a month)	Almost never
Chiropractic Publication App/Web Reader	2%	6%	7%	15%	8%	11%	18%	67%
Webinars	0%	3%	4%	7%	8%	29%	37%	56%
Social Media	14%	11%	9%	35%	7%	12%	19%	47%
Chiropractic Publication Websites	3%	14%	16%	33%	15%	26%	40%	27%
Chiropractic Publication E-mail Newsletters	8%	17%	23%	48%	15%	19%	34%	17%
Chiropractic Magazines & Newspapers	3%	18%	22%	43%	20%	26%	46%	10%

CHIROPRACTIC ARTICLES, NEWS & INFORMATION

1d. In an average month, how often do you read/consume chiropractic articles, news and information through the following resources?



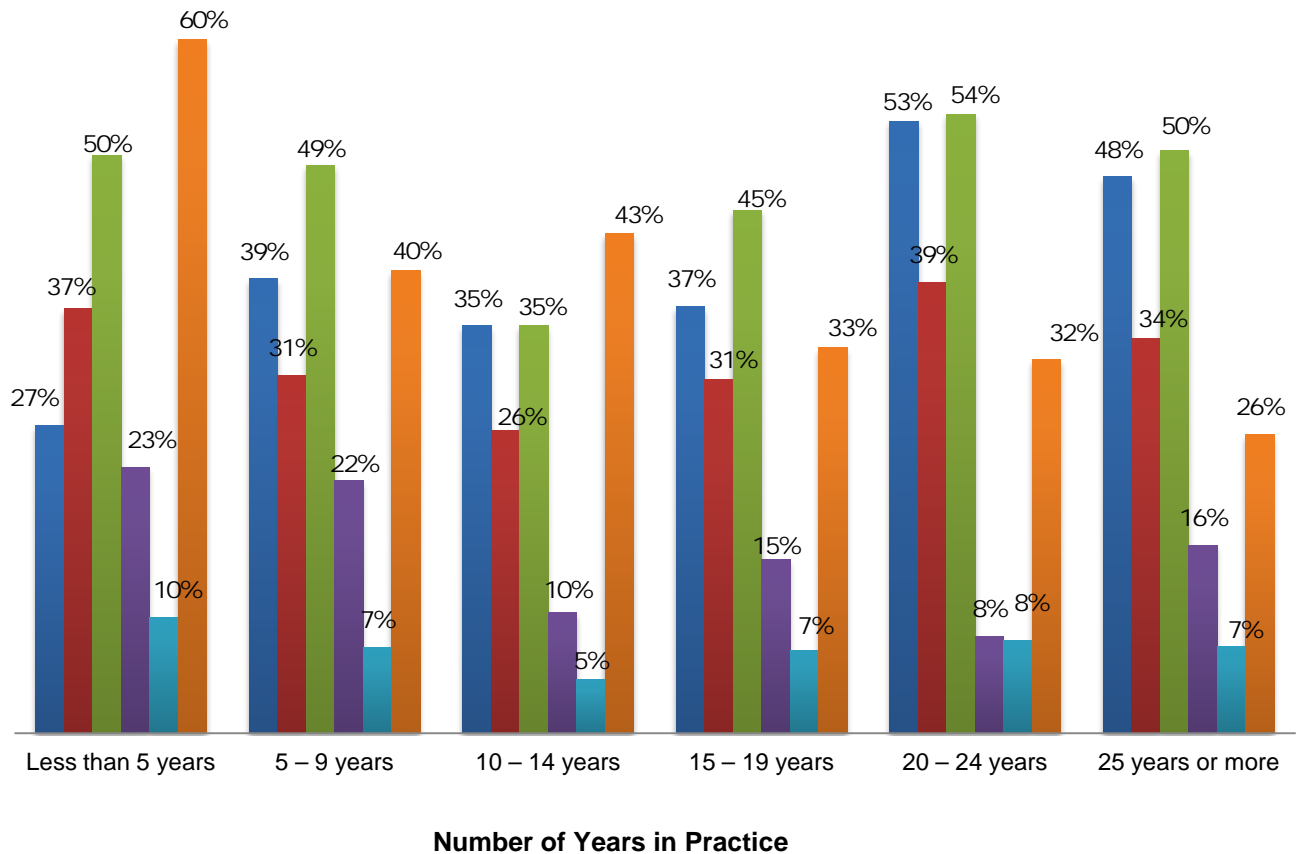
CHIROPRACTIC ARTICLES, NEWS & INFORMATION

1e. In an average month, how often do you read/consume chiropractic articles, news and information through the following resources?

Cross analyzed data from question 1 (from DCs who responded 'daily', 'a few times a week' or 'once a week') and question 6 (i.e. responses by number of years in practice).



WEEKLY (daily + a few times a week + once a week)



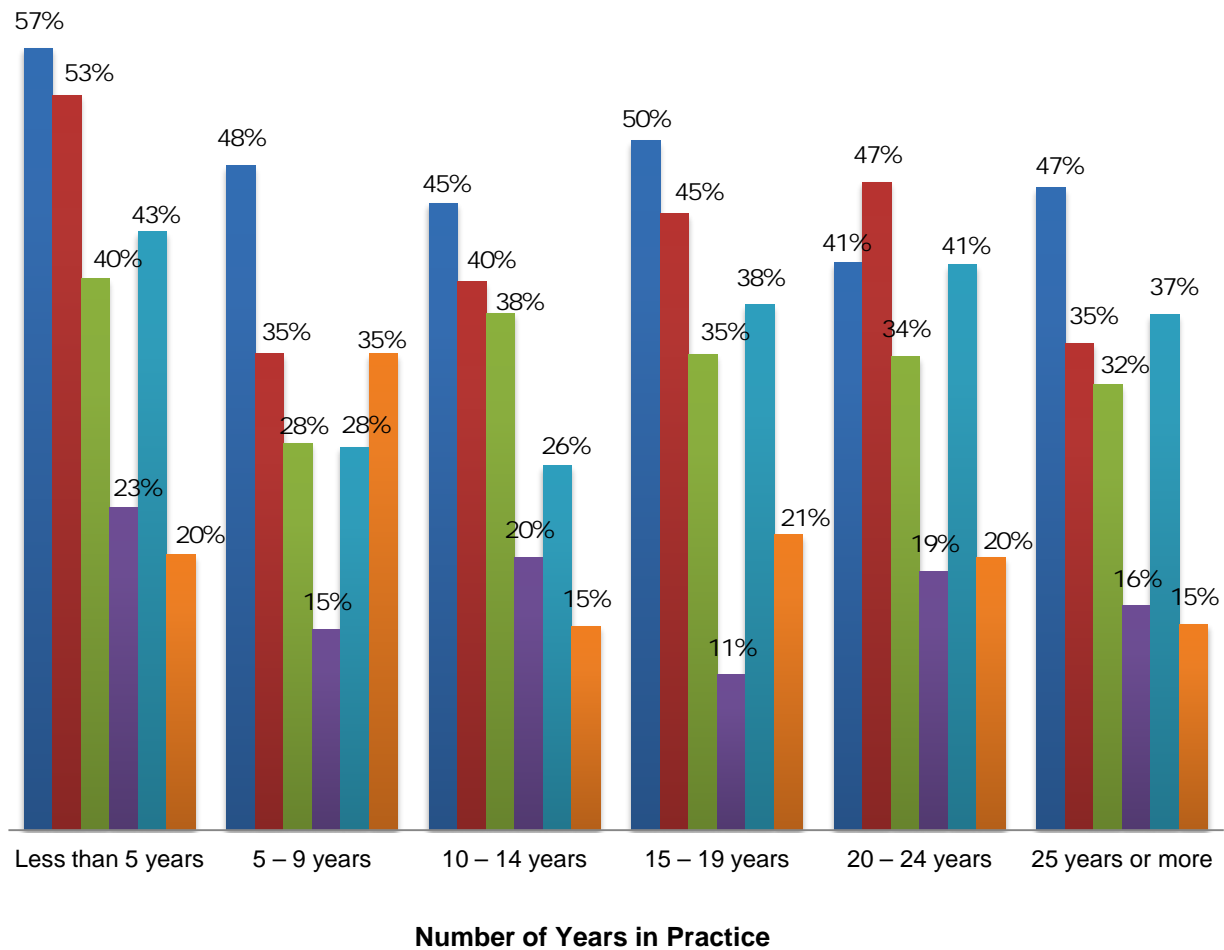
CHIROPRACTIC ARTICLES, NEWS & INFORMATION

1f. In an average month, how often do you read/consume chiropractic articles, news and information through the following resources?

Cross analyzed data from question 1 (from DCs who responded 'every other week' or 'once a month') and question 6 (i.e. responses by number of years in practice).



MONTHLY (every other week + once a month)



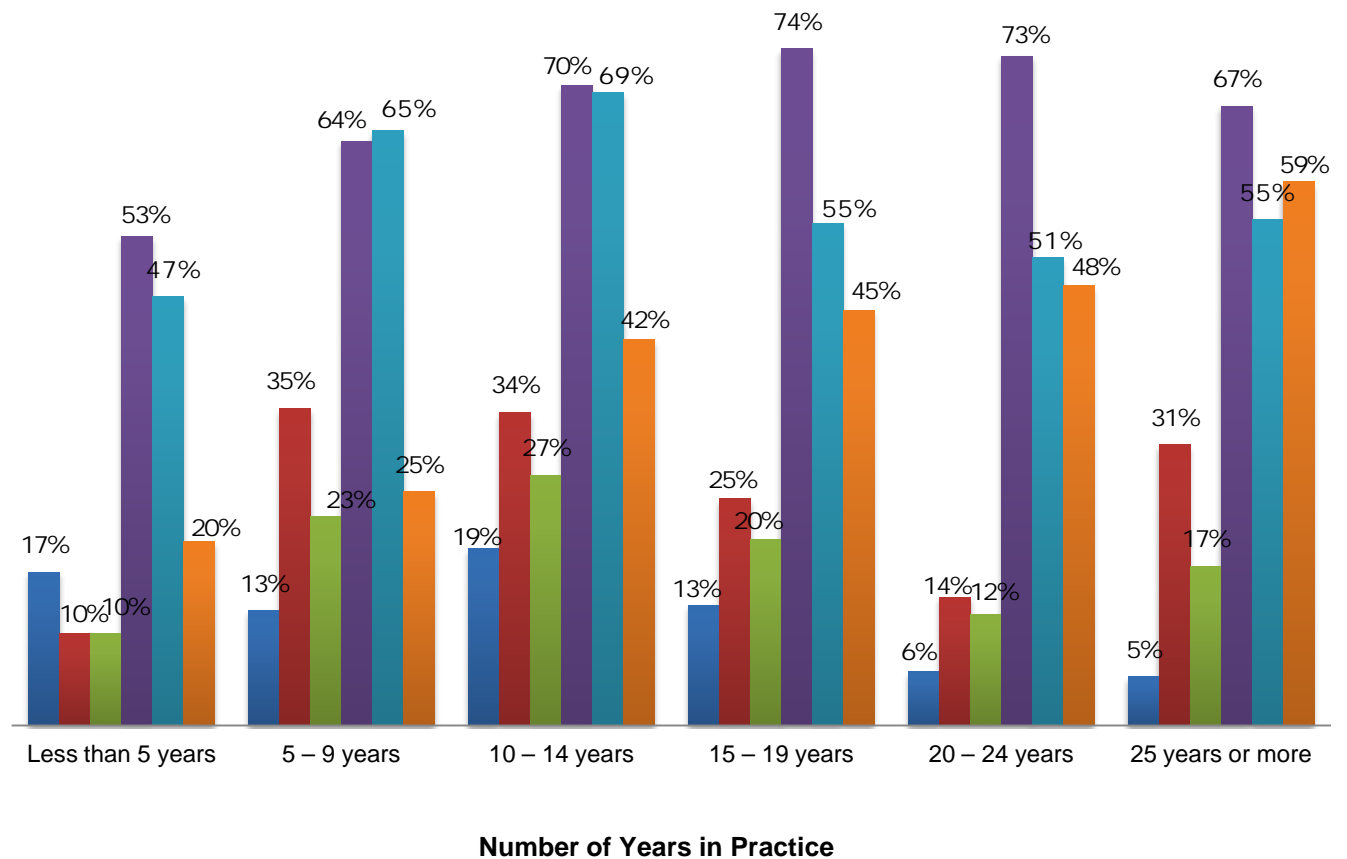
CHIROPRACTIC ARTICLES, NEWS & INFORMATION

1g. In an average month, how often do you read/consume chiropractic articles, news and information through the following resources?

Cross analyzed data from question 1 (from DCs who responded '**almost never**') and question 6 (i.e. responses by number of years in practice).



ALMOST NEVER



CHIROPRACTIC ARTICLES, NEWS & INFORMATION

2a. Where do you find chiropractic articles, news and information? (Rank 1st as the most used and 6th as the least used resource)

*Sorted by, the majority (largest to smallest) of DCs who ranked their **most used** chiropractic information resource (1st) of those listed.*

	1 st (Most used)	2 nd	3 rd	4 th	5 th	6 th (Least used)
Chiropractic Magazines & Newspapers	55%	20%	11%	6%	5%	4%
Chiropractic Publication E-mail Newsletters	14%	21%	45%	14%	4%	2%
Social Media	13%	8%	6%	10%	12%	50%
Chiropractic Publication Websites	11%	41%	26%	14%	5%	3%
Webinars	4%	8%	6%	15%	45%	22%
Chiropractic Publication App/Web Reader	1%	3%	6%	42%	28%	20%

CHIROPRACTIC ARTICLES, NEWS & INFORMATION

2b. Where do you find chiropractic articles, news and information? (Rank 1st as the most used and 6th as the least used resource)

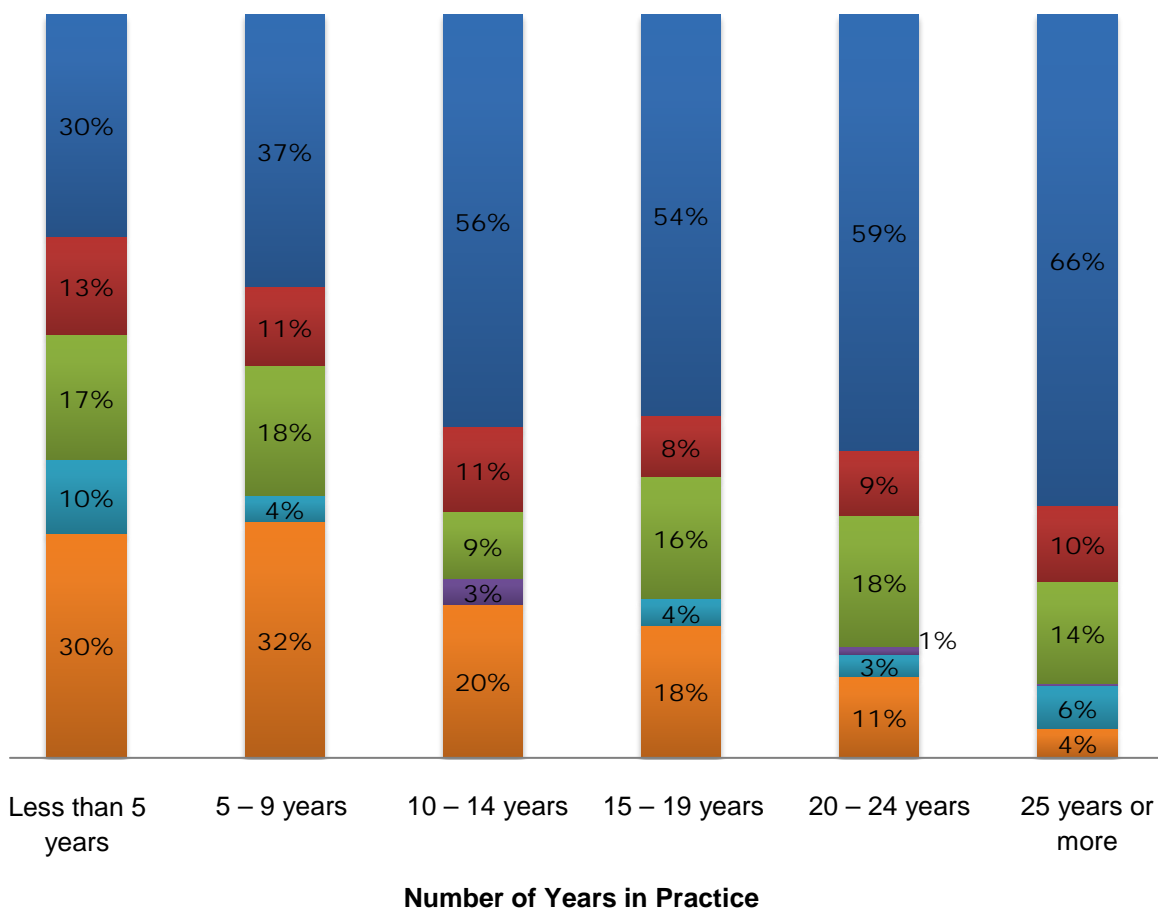
*Sorted by, the majority (largest to smallest) of DCs who ranked their **least used** chiropractic information resource (6th) of those listed.*

	1 st (Most used)	2 nd	3 rd	4 th	5 th	6 th (Least used)
Social Media	13%	8%	6%	10%	12%	50%
Webinars	4%	8%	6%	15%	45%	22%
Chiropractic Publication App/Web Reader	1%	3%	6%	42%	28%	20%
Chiropractic Magazines & Newspapers	55%	20%	11%	6%	5%	4%
Chiropractic Publication Websites	11%	41%	26%	14%	5%	3%
Chiropractic Publication E-mail Newsletters	14%	21%	45%	14%	4%	2%

CHIROPRACTIC ARTICLES, NEWS & INFORMATION

2c. Where do you find chiropractic articles, news and information? (Rank 1st as the most used)

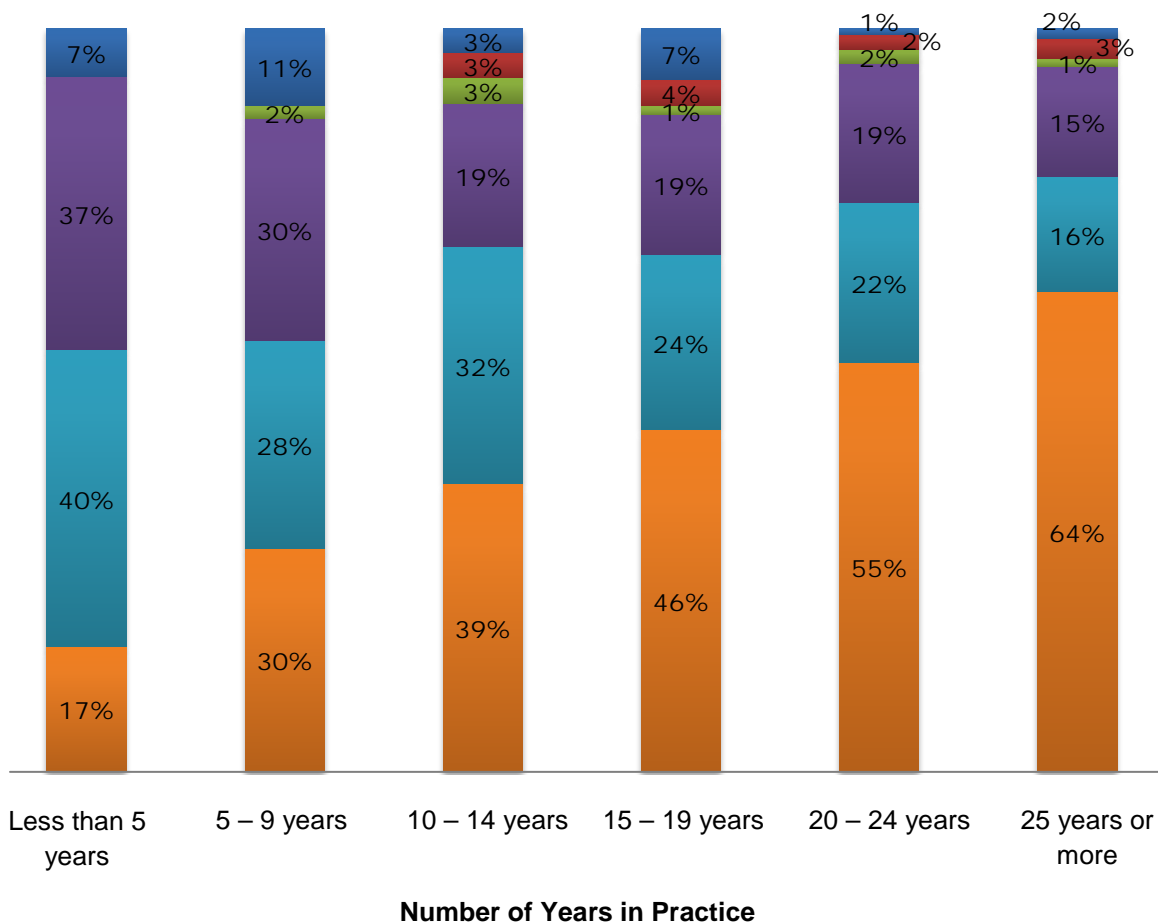
*Cross analyzed data from question 2 (with only those DCs who ranked their **most used chiropractic information resource; 1st**) and question 6 (i.e. responses by number of years in practice)—comparing most used chiropractic information resource by number of years in practice.*



CHIROPRACTIC ARTICLES, NEWS & INFORMATION

2d. Where do you find chiropractic articles, news and information? (Rank 6th as the least used resource)

*Cross analyzed data from question 2 (with only those DCs who ranked their **least used chiropractic information resource; 6th**) and question 6 (i.e. responses by number of years in practice)—comparing least used chiropractic information resource by number of years in practice.*



CHIROPRACTIC PRODUCTS/SERVICES

3a. In an average month, how often do you read/consume information about chiropractic products/services through the following resources?

Sorted by, the majority (largest to smallest) of DCs who responded 'once a week', 'a few times a week' or 'daily' to the listed chiropractic products/services resources.

	Daily	A few times a week	Once a week	Weekly (once a week, a few times a week + daily)	Every other week	Once a month	Monthly (every other week + once a month)	Almost never
Chiropractic Magazines & Newspapers	2%	13%	19%	34%	15%	35%	50%	15%
Chiropractic Publication E-mail Newsletters	5%	9%	15%	29%	16%	25%	41%	30%
Chiropractic Publication Websites	2%	7%	13%	22%	14%	30%	44%	34%
Social Media	7%	6%	7%	20%	8%	10%	17%	63%
Chiropractic Publication App/Web Reader	1%	2%	5%	7%	5%	14%	19%	74%
Webinars	1%	2%	4%	6%	7%	21%	28%	66%

CHIROPRACTIC PRODUCTS/SERVICES

3b. In an average month, how often do you read/consume information about chiropractic products/services through the following resources?

Sorted by, the majority (largest to smallest) of DCs who responded 'every other week' or 'once a month' to the listed chiropractic products/services resources.

	Daily	A few times a week	Once a week	Weekly (once a week, a few times a week + daily)	Every other week	Once a month	Monthly (every other week + once a month)	Almost never
Chiropractic Magazines & Newspapers	2%	13%	19%	34%	15%	35%	50%	15%
Chiropractic Publication Websites	2%	7%	13%	22%	14%	30%	44%	34%
Chiropractic Publication E-mail Newsletters	5%	9%	15%	29%	16%	25%	41%	30%
Webinars	1%	2%	4%	6%	7%	21%	28%	66%
Chiropractic Publication App/Web Reader	1%	2%	5%	7%	5%	14%	19%	74%
Social Media	7%	6%	7%	20%	8%	10%	17%	63%

CHIROPRACTIC PRODUCTS/SERVICES

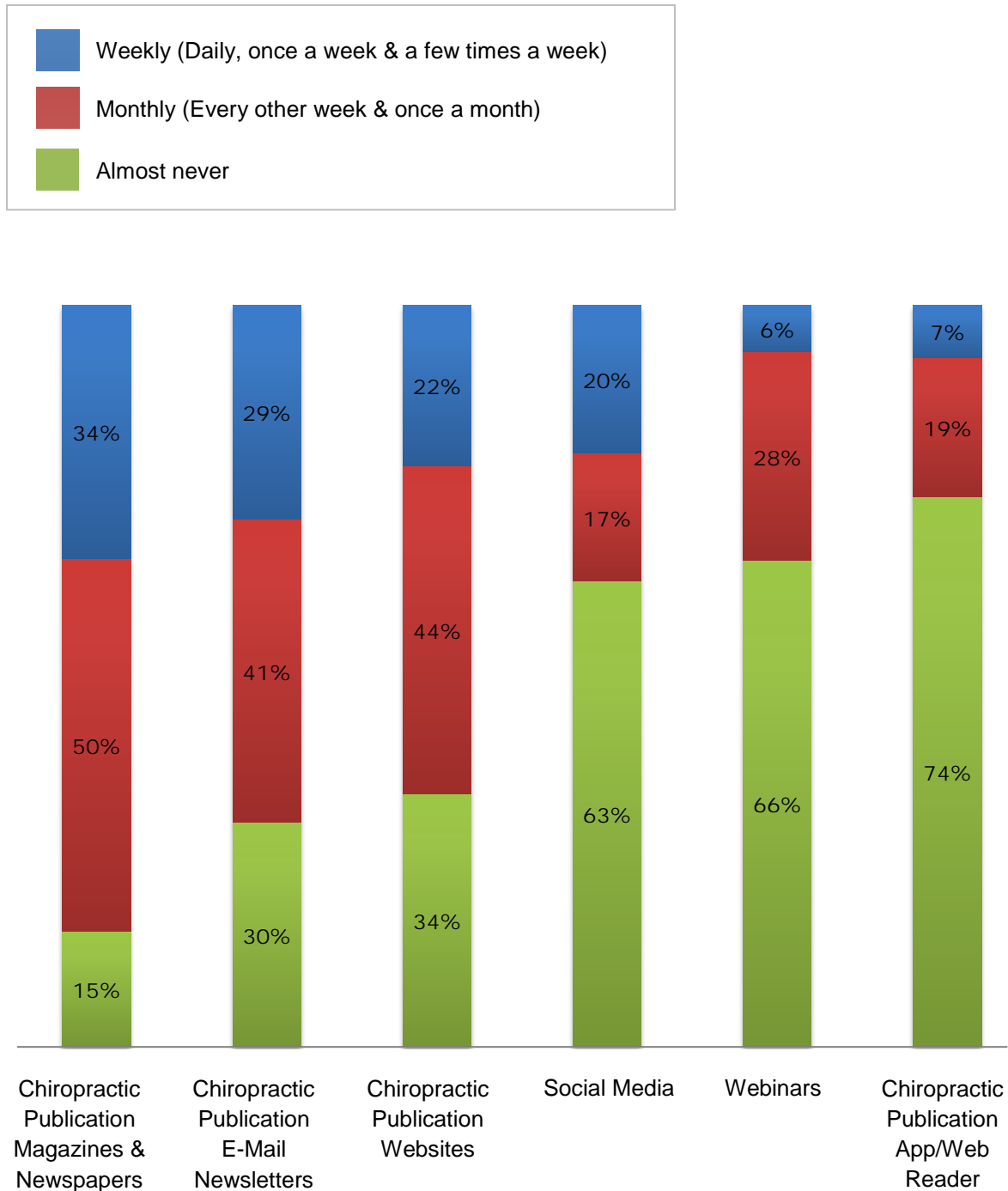
3c. In an average month, how often do you read/consume information about chiropractic products/services through the following resources?

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Chiropractic Publication App/Web Reader	1%	2%	5%	7%	5%	14%	19%	74%
Webinars	1%	2%	4%	6%	7%	21%	28%	66%
Social Media	7%	6%	7%	20%	8%	10%	17%	63%
Chiropractic Publication Websites	2%	7%	13%	22%	14%	30%	44%	34%
Chiropractic Publication E-mail Newsletters	5%	9%	15%	29%	16%	25%	41%	30%
Chiropractic Magazines & Newspapers	2%	13%	19%	34%	15%	35%	50%	15%

CHIROPRACTIC PRODUCTS/SERVICES

3d. In an average month, how often do you read/consume information about chiropractic products/services through the following resources?



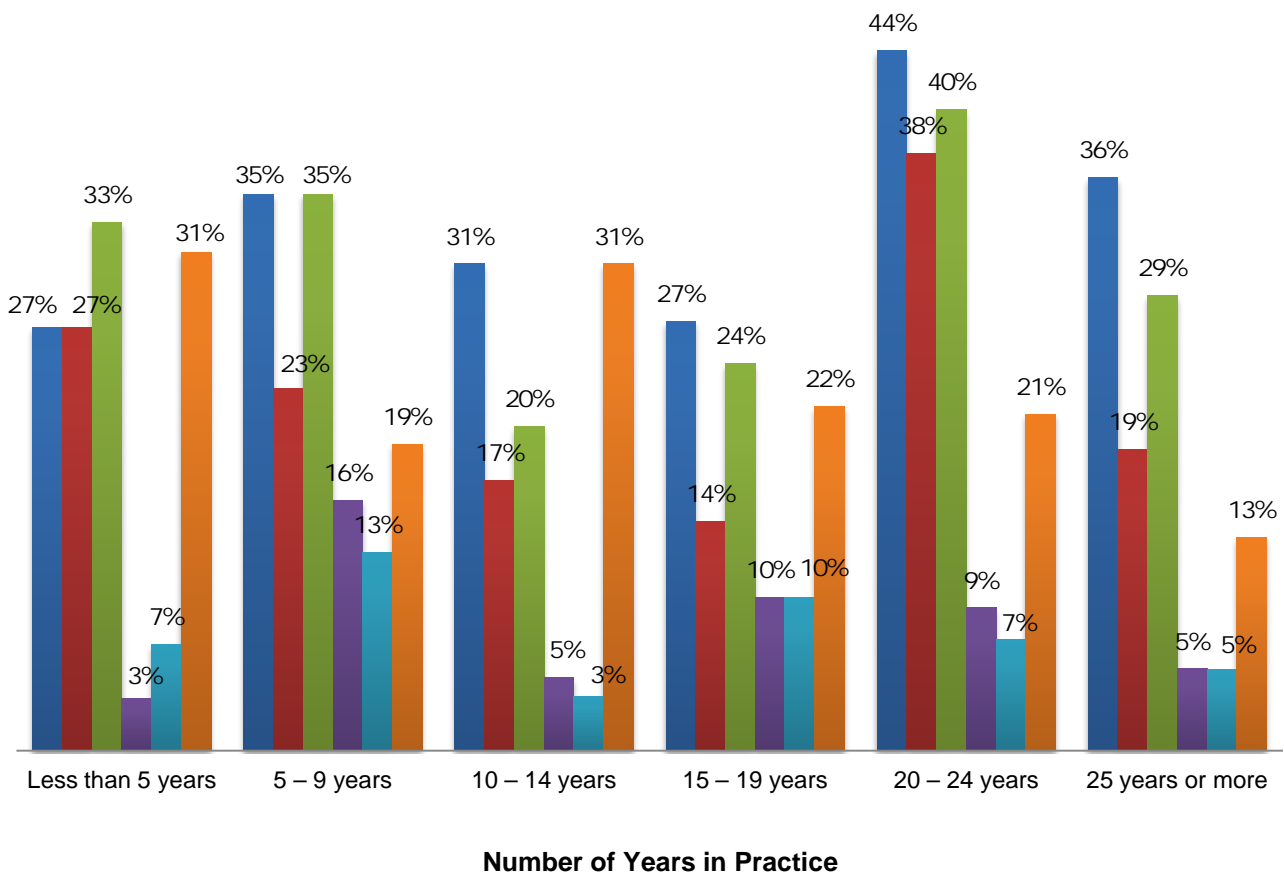
CHIROPRACTIC PRODUCTS/SERVICES

3e. In an average month, how often do you read/consume information about chiropractic products/services through the following resources?

Cross analyzed data from question 3 (from DCs who responded 'daily', 'a few times a week' or 'once a week') and question 6 (i.e. responses by number of years in practice).



WEEKLY (daily + a few times a week + once a week)



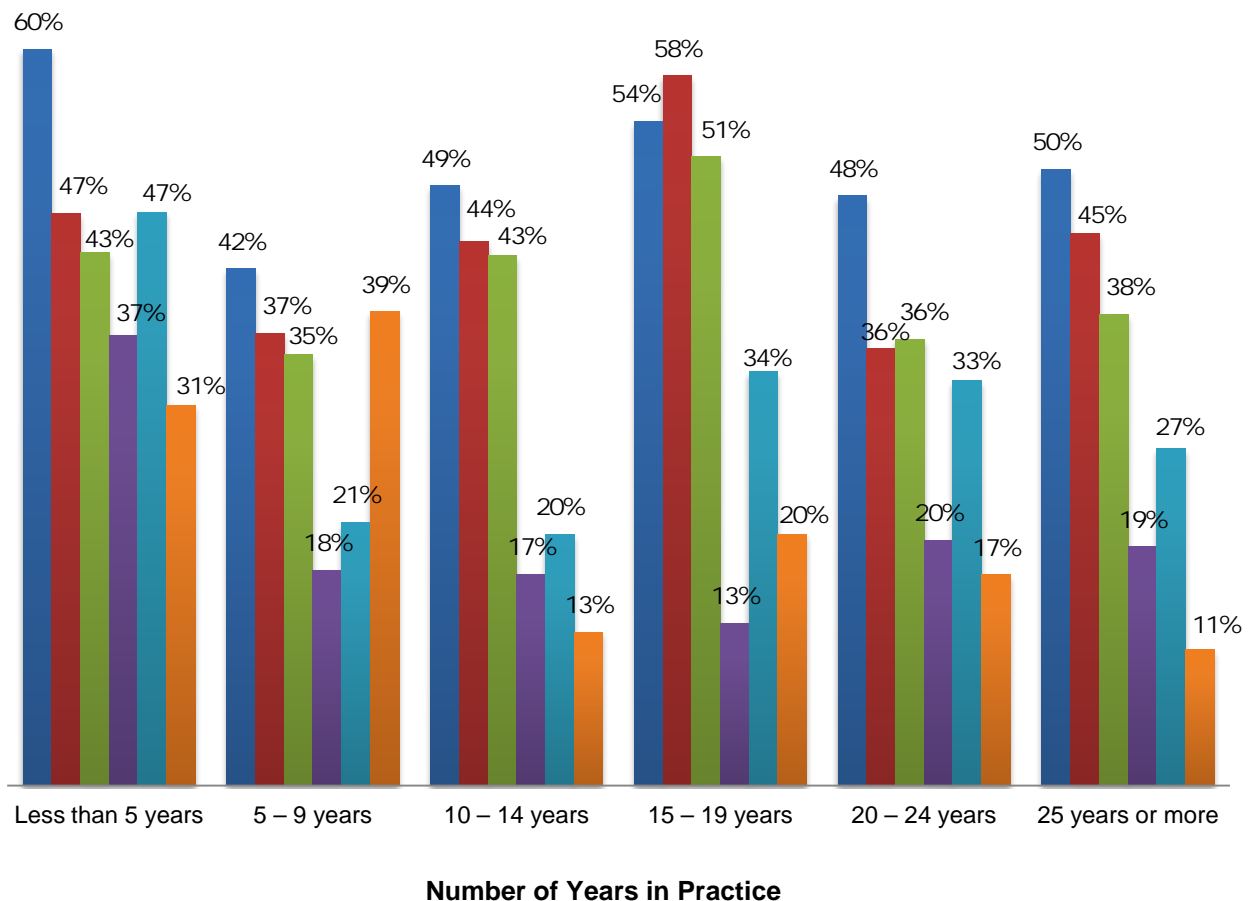
CHIROPRACTIC PRODUCTS/SERVICES

3f. In an average month, how often do you read/consume information about chiropractic products/services through the following resources?

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MONTHLY (every other week + once a month)



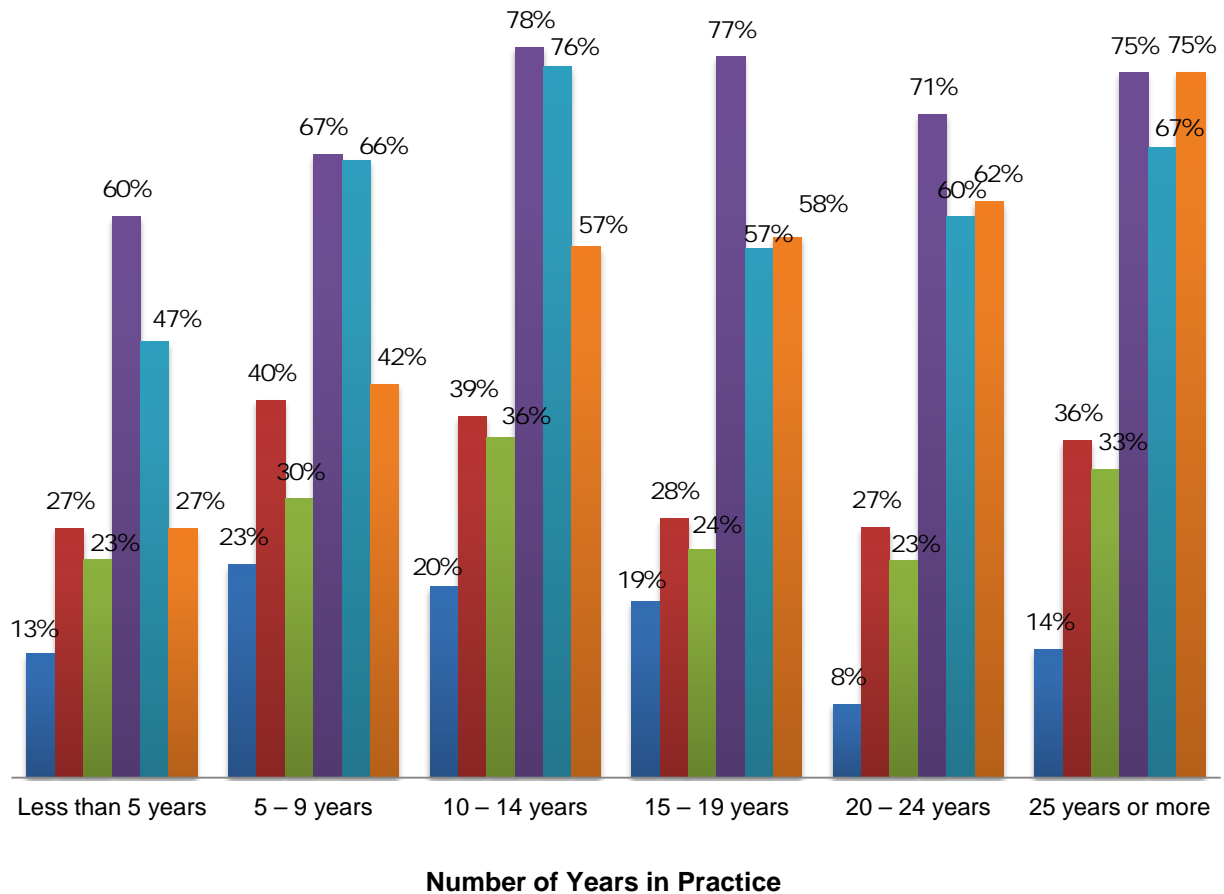
CHIROPRACTIC PRODUCTS/SERVICES

3g. In an average month, how often do you read/consume information about chiropractic products/services through the following resources?

Cross analyzed data from question 3 (from DCs who responded 'almost never') and question 6 (i.e. responses by number of years in practice).



ALMOST NEVER



CHIROPRACTIC PRODUCTS/SERVICES

4a. Where do you find information about chiropractic products/services for your practice? (Rank 1st as the most used and 6th as the least used resource)

*Sorted by, the majority (largest to smallest) of DCs who ranked their **most used** chiropractic products/services resource (1st) of those listed.*

	1 st (Most used)	2 nd	3 rd	4 th	5 th	6 th (Least used)
Chiropractic Magazines & Newspapers	65%	21%	8%	3%	2%	2%
Chiropractic Publication E-mail Newsletters	12%	17%	52%	15%	3%	1%
Chiropractic Publication Websites	11%	50%	26%	8%	3%	1%
Social Media	8%	5%	7%	7%	9%	64%
Webinars	3%	5%	4%	10%	59%	19%
Chiropractic Publication App/Web Reader	0%	2%	3%	56%	25%	14%

CHIROPRACTIC PRODUCTS/SERVICES

4b. Where do you find information about chiropractic products/services for your practice? (Rank 1st as the most used and 6th as the least used resource)

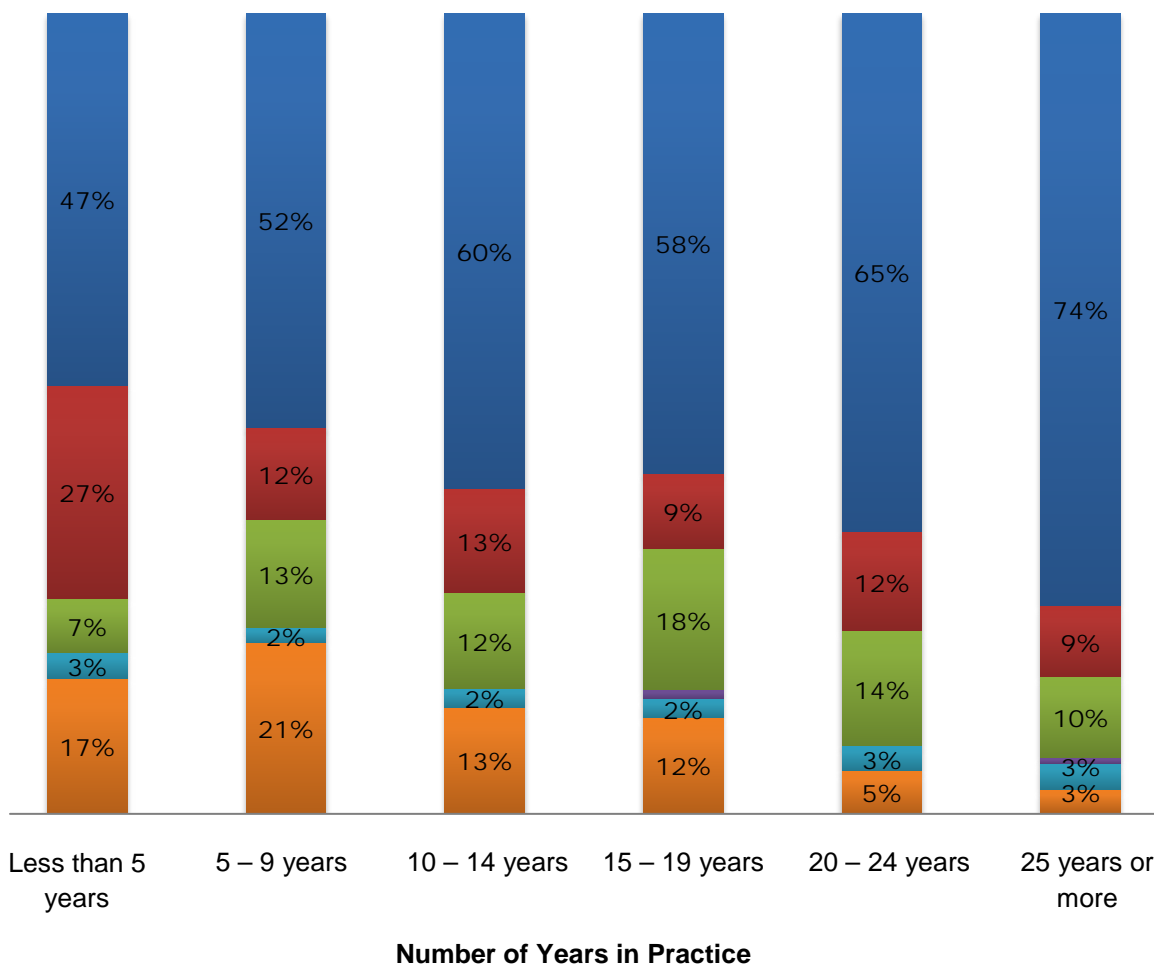
*Sorted by, the majority (largest to smallest) of DCs who ranked their **least used** chiropractic products/services resource (1st) of those listed.*

	1 st (Most used)	2 nd	3 rd	4 th	5 th	6 th (Least used)
Social Media	8%	5%	7%	7%	9%	64%
Webinars	3%	5%	4%	10%	59%	19%
Chiropractic Publication App/Web Reader	0%	2%	3%	56%	25%	14%
Chiropractic Magazines & Newspapers	65%	21%	8%	3%	2%	2%
Chiropractic Publication Websites	11%	50%	26%	8%	3%	1%
Chiropractic Publication E-mail Newsletters	12%	17%	52%	15%	3%	1%

CHIROPRACTIC PRODUCTS/SERVICES

4c. Where do you find information about chiropractic products/services for your practice? (Rank 1st as the most used)

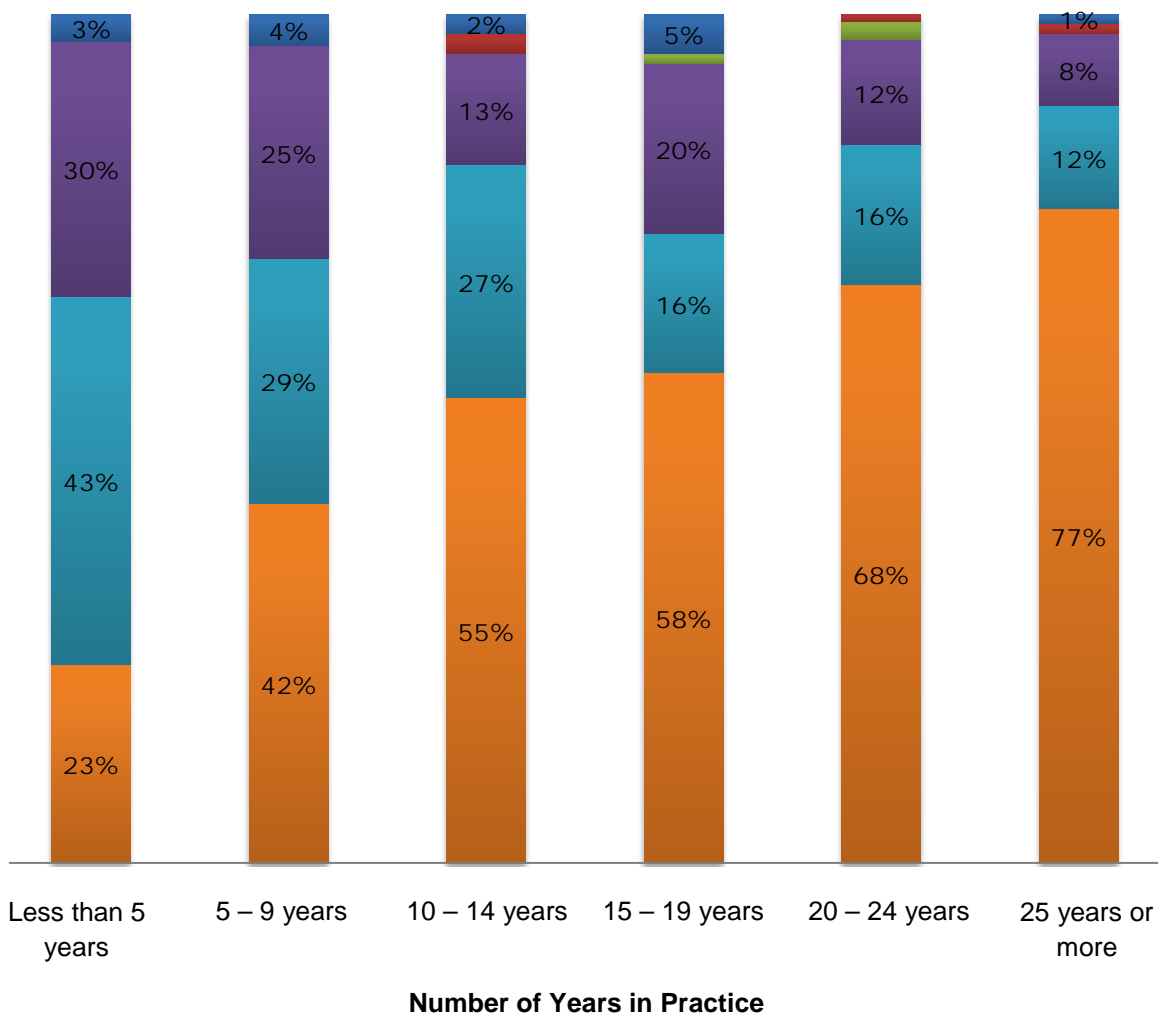
*Cross analyzed data from question 4 (with only those DCs who ranked their **most used chiropractic products/services resource; 1st**) and question 6 (i.e. responses by number of years in practice)—comparing most used chiropractic information resource by number of years in practice.*



CHIROPRACTIC PRODUCTS/SERVICES

4d. Where do you find information about chiropractic products/services for your practice? (Rank 6th as the least used)

*Cross analyzed data from question 4 (with only those DCs who ranked their **least used chiropractic products/services resource; 6th**) and question 6 (i.e. responses by number of years in practice)—comparing most used chiropractic information resource by number of years in practice.*



CHIROPRACTIC PRODUCTS/SERVICES – PURCHASES

5a. What percent of your practice's product/service purchases originate from the following resources?

Sorted by, the majority (largest to smallest) of DCs who responded that '50% or more' of their practice's product/service purchases originate from the listed chiropractic resources.

	0%	Less than 10%	10% - 25%	25% - 50%	50% - 75%	Over 75%	50% or more
Chiropractic Magazines & Newspapers	24%	33%	17%	11%	9%	6%	15%
Chiropractic Publication Websites	36%	31%	17%	9%	4%	3%	7%
Chiropractic Publication E-mail Newsletters	38%	35%	15%	7%	4%	2%	6%
Social Media	69%	19%	6%	3%	2%	1%	3%
Webinars	63%	24%	8%	2%	2%	1%	3%
Chiropractic Publication App/Web Reader	73%	21%	4%	1%	0%	0%	0%

CHIROPRACTIC PRODUCTS/SERVICES – PURCHASES

5b. What percent of your practice's product/service purchases originate from the following resources?

Sorted by, the majority (largest to smallest) of DCs who responded that '0%' of their practice's product/service purchases originate from the listed chiropractic resources.

	0%	Less than 10%	10% - 25%	25% - 50%	50% - 75%	Over 75%
Chiropractic Publication App/Web Reader	73%	21%	4%	1%	0%	0%
Social Media	69%	19%	6%	3%	2%	1%
Webinars	63%	24%	8%	2%	2%	1%
Chiropractic Publication E-mail Newsletters	38%	35%	15%	7%	4%	2%
Chiropractic Publication Websites	36%	31%	17%	9%	4%	3%
Chiropractic Magazines & Newspapers	24%	33%	17%	11%	9%	6%

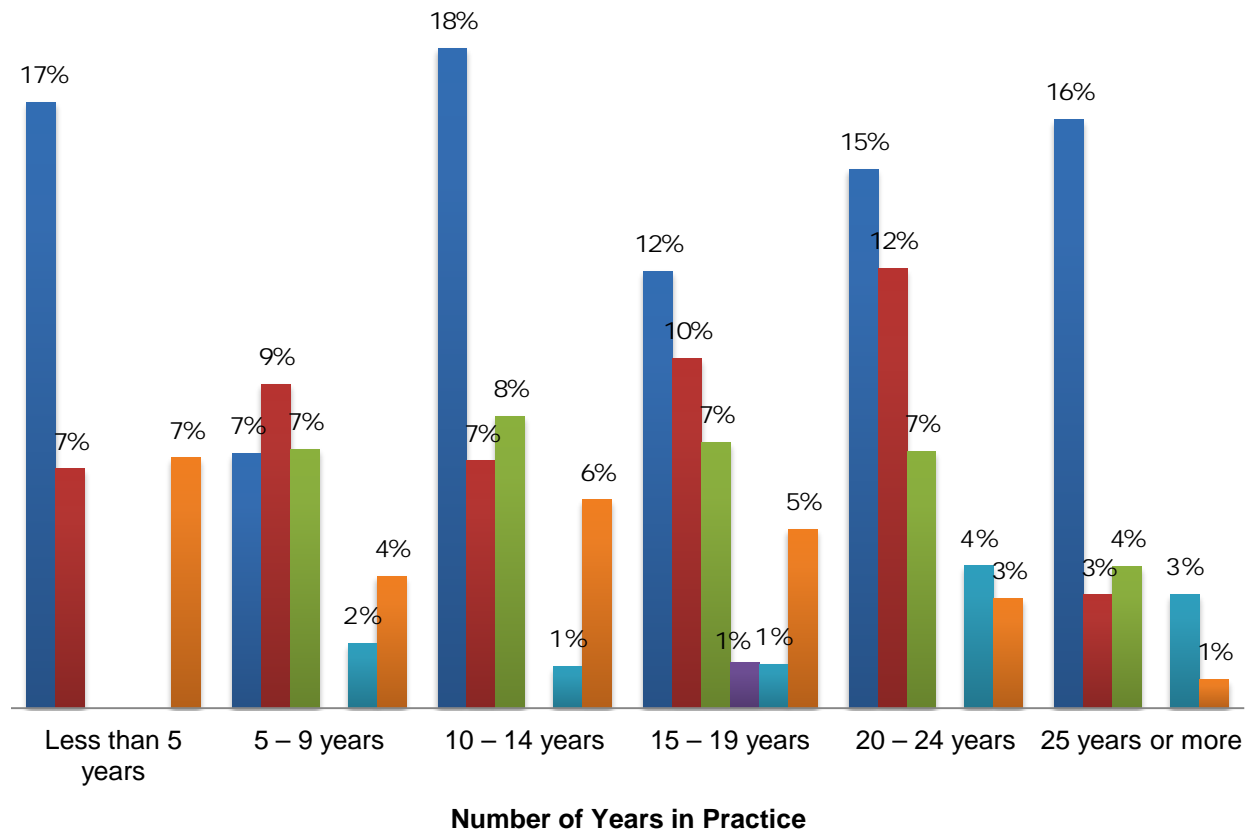
CHIROPRACTIC PRODUCTS/SERVICES – PURCHASES

5c. What percent of your practice's product/service purchases originate from the following resources?

Cross analyzed data from question 5 (from DCs who responded '50% or more') and question 6 (i.e. responses by number of years in practice).



50% OR MORE



CHIROPRACTIC PRODUCTS/SERVICES – PURCHASES

5d. What percent of your practice's product/service purchases originate from the following resources?

Cross analyzed data from question 5 (from DCs who responded '0%') and question 6 (i.e. responses by number of years in practice).

