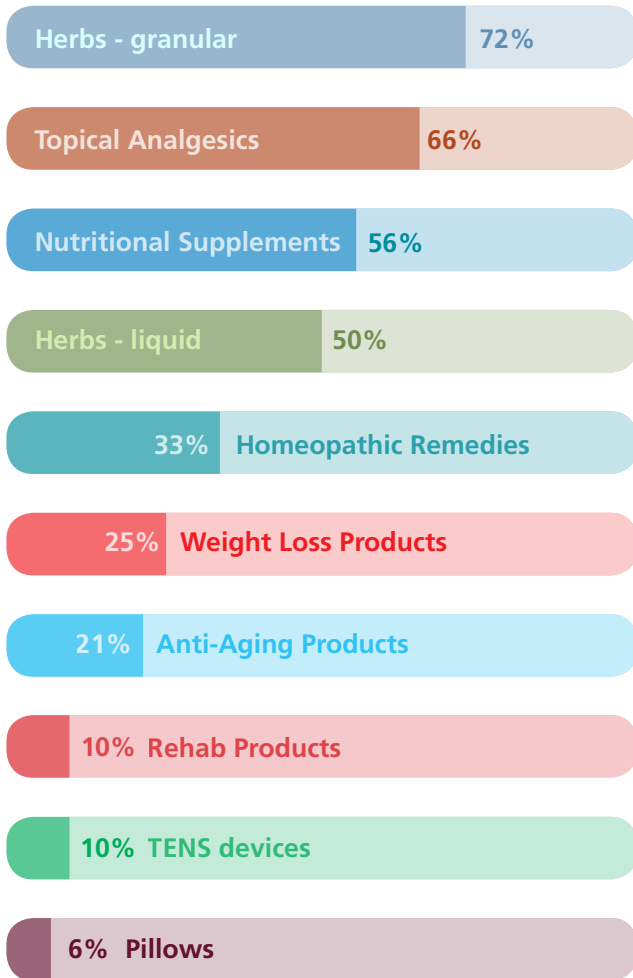



U.S. Acupuncture Market


Product Mix Offered To Patients





Media Consumption By Channel

Most Used Resources When Seeking Information About Acupuncture News & Information

 57% of acupuncturists consume industry news and information via acupuncture **newspapers and magazines** at least 2x per month. 31% at least 1x per week.


 42% consume news and information via acupuncture **e-newsletters** at least 1x per week.

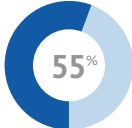
 39% consume news and information via acupuncture **webinars** at least 1x per month.

 19% consume news and information via acupuncture **app/web reader** at least 1x per month.

Most Used Resources When Seeking Information About Acupuncture Products & Services

 69% ranked colleagues and seminars as the most used resources

 59% ranked internet (company websites, etc.) as the 2nd most used resource

 55% ranked trade publications as the 3rd most used resource

 24% ranked conventions/tradeshows and social media as the least used resources

Source: 2015 MPA Media Acupuncture Information Resources Survey



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