

***Acupuncture Today's* Acupuncture Readership Survey**

Executive Summary

March 27, 2020

METHODOLOGY

This survey was initiated on March 16, 2020 by MPA Media, publishers of *Acupuncture Today*, *Dynamic Chiropractic*, and *GoChiroTV*. The survey was sent to 10,423 acupuncturists, online readers of *Acupuncture Today* via email. The response rate was just over four percent (4.23%).

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

DISCUSSION

This survey is designed to help establish the opinions of acupuncturists in relation to their print and online reading preferences. The responses to these questions are further examined based upon how long the respondents have been in practice.

The first question asks, “How often do you read an article on a website/digital platform?” Three-quarters (75%) of acupuncturists read online at least weekly; 43% read daily; 20% read a few times a week; and the rest (12%) read weekly. These numbers change little for older and younger acupuncturists. Older doctors, practicing 21 years or more, are very similar: 42% read online daily, 22% read a few times a week and 13% read online weekly, for a total of 77% reading digitally at least weekly. Younger doctors, practicing 10 years or fewer, read less daily (37%), less (17%) a few times a week, and more (18%) weekly, for a total of 72% who are at least weekly digital readers.

The next question looks at which devices doctors use to read online articles. Overall, about two-thirds read articles on their laptop (65%) and their smart phone (67%) and less (29%) on their tablet. Older doctors are more likely to prefer laptops (72%) and tablets (34%) but are less inclined to read online on their smartphones (54%). In contrast, younger doctors prefer smartphone reading (77%) to laptop reading (55%), with similar tablet reading (28%).

Question #3 asks doctors which online publications / websites doctors read regularly. Eighty percent regularly read *Acupuncture Today*’s digital edition, followed by national association/organization websites (25%) and their state association website (25%). Older readers are slightly more likely to read *Acupuncture Today* online (82%) followed by their state association website (24%) and national association/organization websites (17%). Younger acupuncturists are the most likely to read *Acupuncture Today*’s digital edition (84%), followed by national association/organization websites (27%) and their state association website (23%).

Print vs. digital acupuncture information readership is revealed in Question #4, with two-thirds (66%) of doctors preferring online digital reading almost always (22%) or “mostly” (44%). Older doctors are slightly less likely to read digitally (63%) almost always (19%) or mostly (44%). Younger are also slightly less likely to read digitally (64%) almost always (22%) or mostly (42%).

CONCLUSION

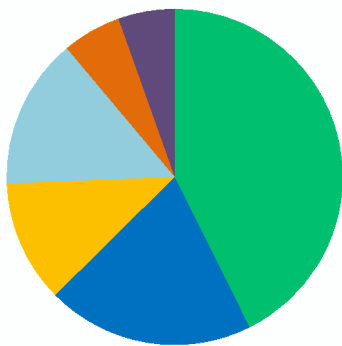
Only one online reading trend differs depending on the doctor's age / years in practice. This exception relates to the devices they use to access acupuncture information.

Tablets are the least popular device for reading articles online. In general, most doctors use both laptops (65%) and smartphones (67%). Older doctors who have practiced 21 years or longer are even more likely to be reading on a laptop vs. a smartphone (72% vs. 54%). However, younger doctors who have practiced 10 years or fewer, prefer smartphone online reading (77%) to laptop reading (55%).

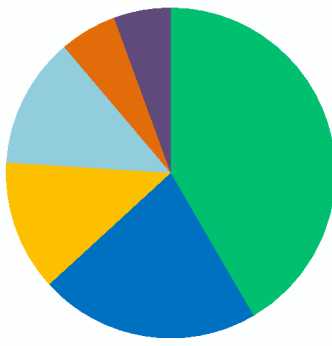
At least 80% of doctors regularly read *Acupuncture Today's* digital edition, with older doctors slightly more likely to be regular readers (82%) and younger doctors being the most likely regular readers (84%). Only 18% of all doctors are not regular readers of acupuncture information in *Acupuncture Today*, national association/organization websites or state association websites, with both older doctors (17%) and younger doctors (16%) even more likely to be regular readers.

Perhaps the most significant finding is that approximately two-thirds (66%) of acupuncture doctors prefer online reading of acupuncture information rather than reading the information in print. This does not change appreciably for older doctors (63%) nor for younger doctors (64%). This places the acupuncture profession ahead of some other healthcare professions in regular digital/online readership of professional information.

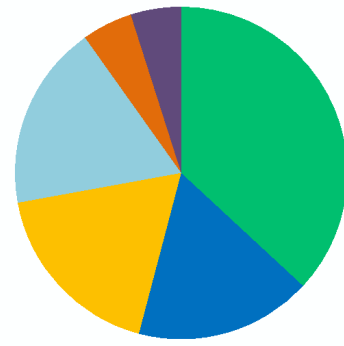
Q1 How often do you read an article on a website/digital platform?



ALL



21 YRS OR MORE

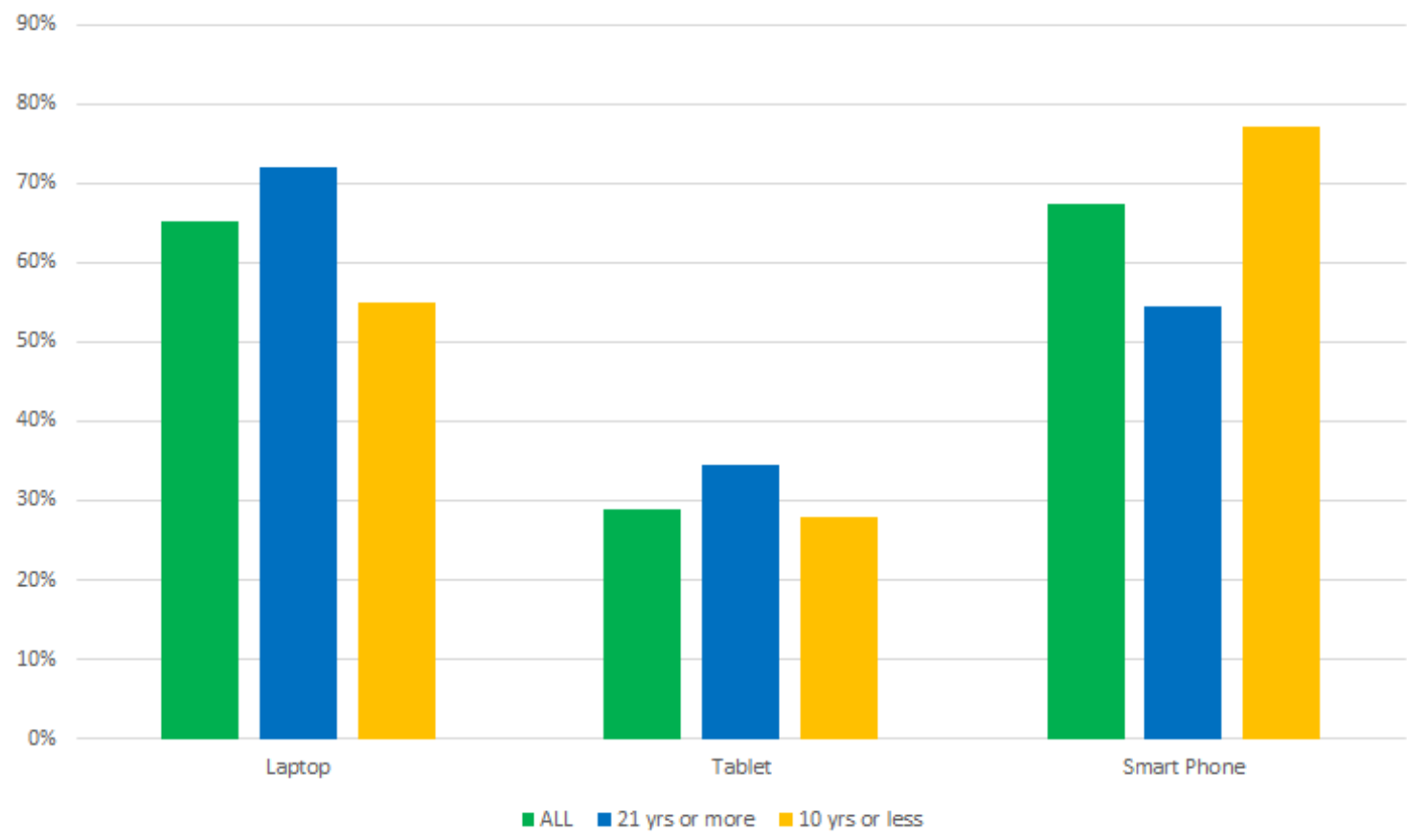


10 YRS OR LESS



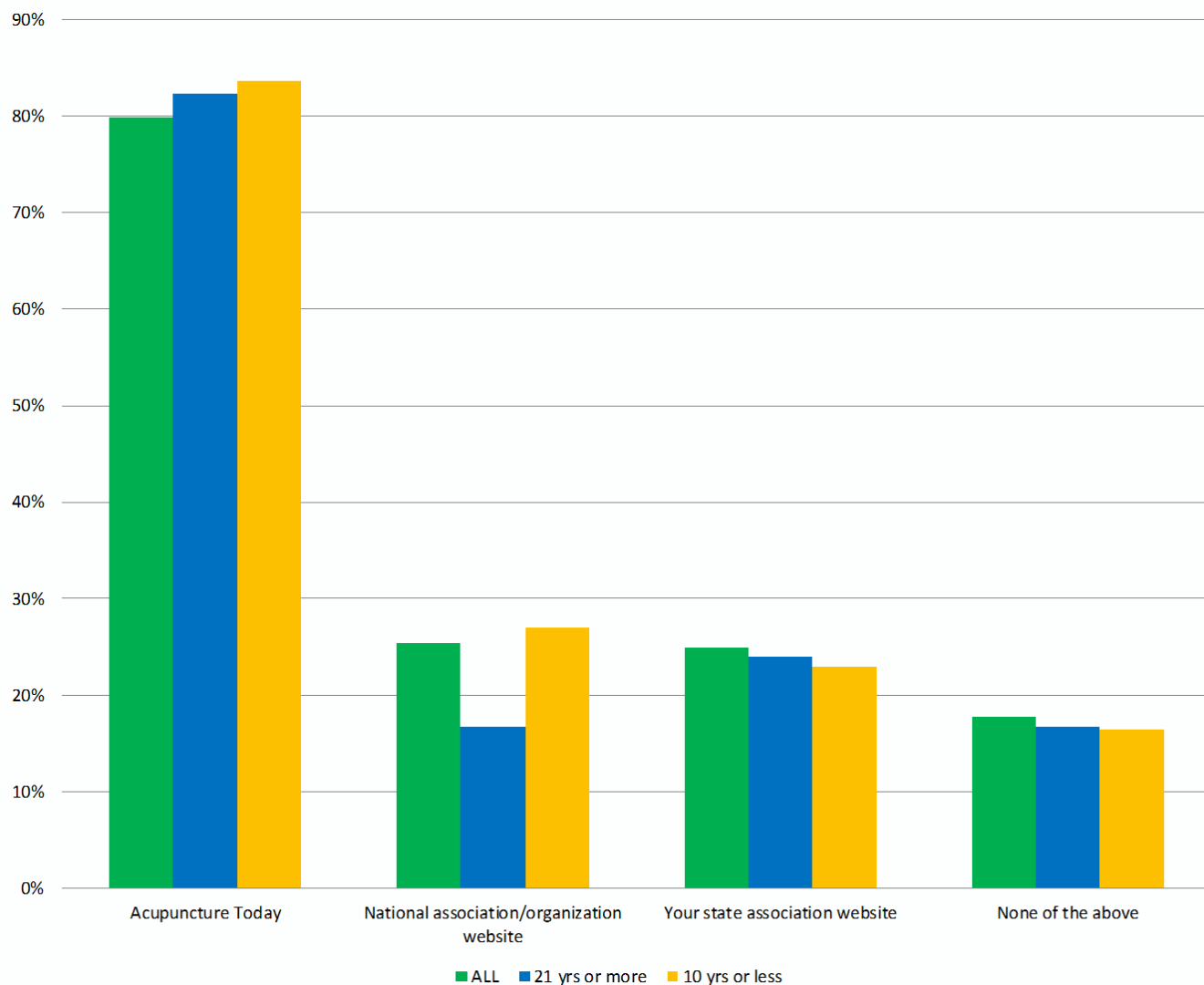
ANSWER CHOICES	ALL	21 YRS OR MORE	10 YRS OR LESS
Daily	43%	42%	37%
A few times a week	20%	22%	17%
Weekly	12%	13%	18%
A few times a month	15%	13%	18%
Monthly	6%	6%	5%
Less than monthly	5%	6%	5%

Q2 What devices do you regularly use to read online articles?



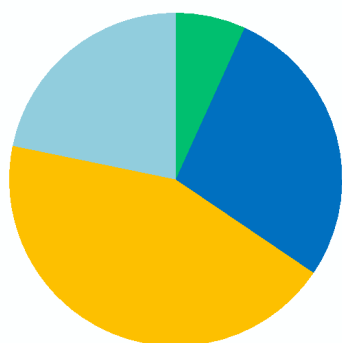
ANSWER CHOICES	ALL	21 YRS OR MORE	10 YRS OR LESS
Laptop	65%	72%	55%
Tablet	29%	34%	28%
Smart Phone	67%	54%	77%

Q3 Which of the following digital/online editions do you regularly read?

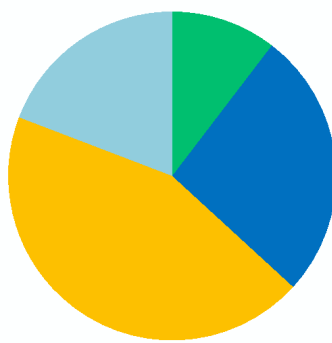


ANSWER CHOICES	ALL	21 YRS OR MORE	10 YRS OR LESS
Acupuncture Today	80%	82%	84%
National association/organization website	25%	17%	27%
Your state association website	25%	24%	23%
None of the above	18%	17%	16%

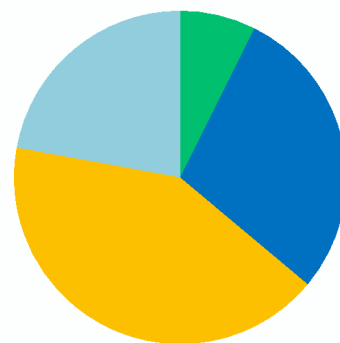
Q4 Which of the following statements is the most correct?



ALL



21 YRS OR MORE

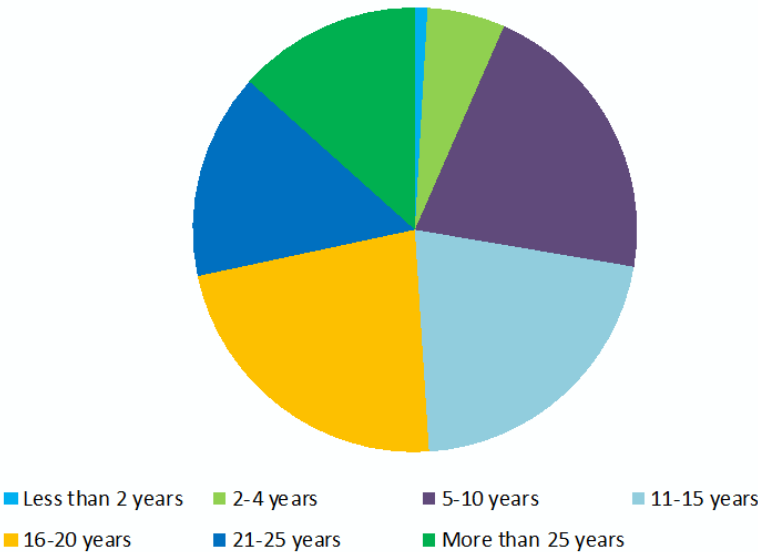


10 YRS OR LESS

- I read almost all my acupuncture information in print
- I read most of my acupuncture information in print, some online/digital
- I read most of my acupuncture information online/digital, some in print
- I read almost all my acupuncture information in online/digital

ANSWER CHOICES	ALL	21 YRS OR MORE	10 YRS OR LESS
I read almost all my acupuncture information in print	7%	10%	7%
I read most of my acupuncture information in print, some online/digital	28%	26%	29%
I read most of my acupuncture information online/digital, some in print	44%	44%	42%
I read almost all my acupuncture information in online/digital	22%	19%	22%

Q5 How many years have you been in practice?



ANSWER CHOICES	RESPONSES
Less than 2 years	1%
2-4 years	6%
5-10 years	21%
11-15 years	21%
16-20 years	23%
21-25 years	15%
More than 25 years	13%