

NATIONAL SURVEY OF ACUPUNCTURISTS

Executive Summary

A RESEARCH REPORT BY



METHODOLOGY

This survey was initiated on August 15, 2011 by MPA Media, publishers of *Acupuncture Today*, *Dynamic Chiropractic*, *Massage Today* and *Dynamic Chiropractic PracticeINSIGHTS*. The survey was sent to 20,067 doctors of acupuncture and oriental medicine (DAOM). The response rate was 5.7 percent.

DISCUSSION

This survey was created to establish nationwide reading habits, preferences and general demographics of DAOMS. The first question asks DAOMs how long they have been a practicing acupuncturist. The majority of respondents (30 percent) say they have been practicing between five and nine years. Nearly a quarter (24 percent) have been practicing between one and four years, 23 percent between 10 and 14 years, 8 percent between 15 and 19 years, 7 percent for 25 years or more, 5 percent between 20 and 24 years and 3 percent say they have been practicing for less than one year.

When asked to describe their practice, two-thirds of respondents (66 percent) say they practice as a single acupuncturist, 22 percent work in a multidisciplinary practice and 12 percent practice with multiple acupuncturists.

Nearly half of respondents (46 percent) say they read almost every issue (monthly) of *Acupuncture Today*, while 24 percent say they read most issues, 16 percent read some issues, 11 percent read half the issues and 3 percent say they don't read/receive it.

Next, we examine the respondents' view on the most important topics for *Acupuncture Today*. Acupuncturists want to see professional news (49 percent), techniques (44 percent) and practice building (24 percent) articles in the publication. With a focus on up-to-date acupuncture news and articles on the latest treatments and techniques, *Acupuncture Today* is covering what readers want.

Next, we asked DAOMs to divulge how often they visit acupuncture news websites. Here, more than a quarter (28 percent) say they visit *Acupuncture-Today.com* often, followed by *Acupunture.com* (16 percent) and *AcuFinder* (15 percent). Two-thirds (66 percent) report they never visit *Acupuncture.edu* and another 62 percent say they never visit *TCMDirectory.com*



More than three quarters (78 percent) of respondents say they have a website for their practice and another 43 percent say they have a Facebook page, followed by a Google places listing (41 percent), a Twitter account (15 percent), YouTube channel/videos (8 percent) and an online web store (6 percent).

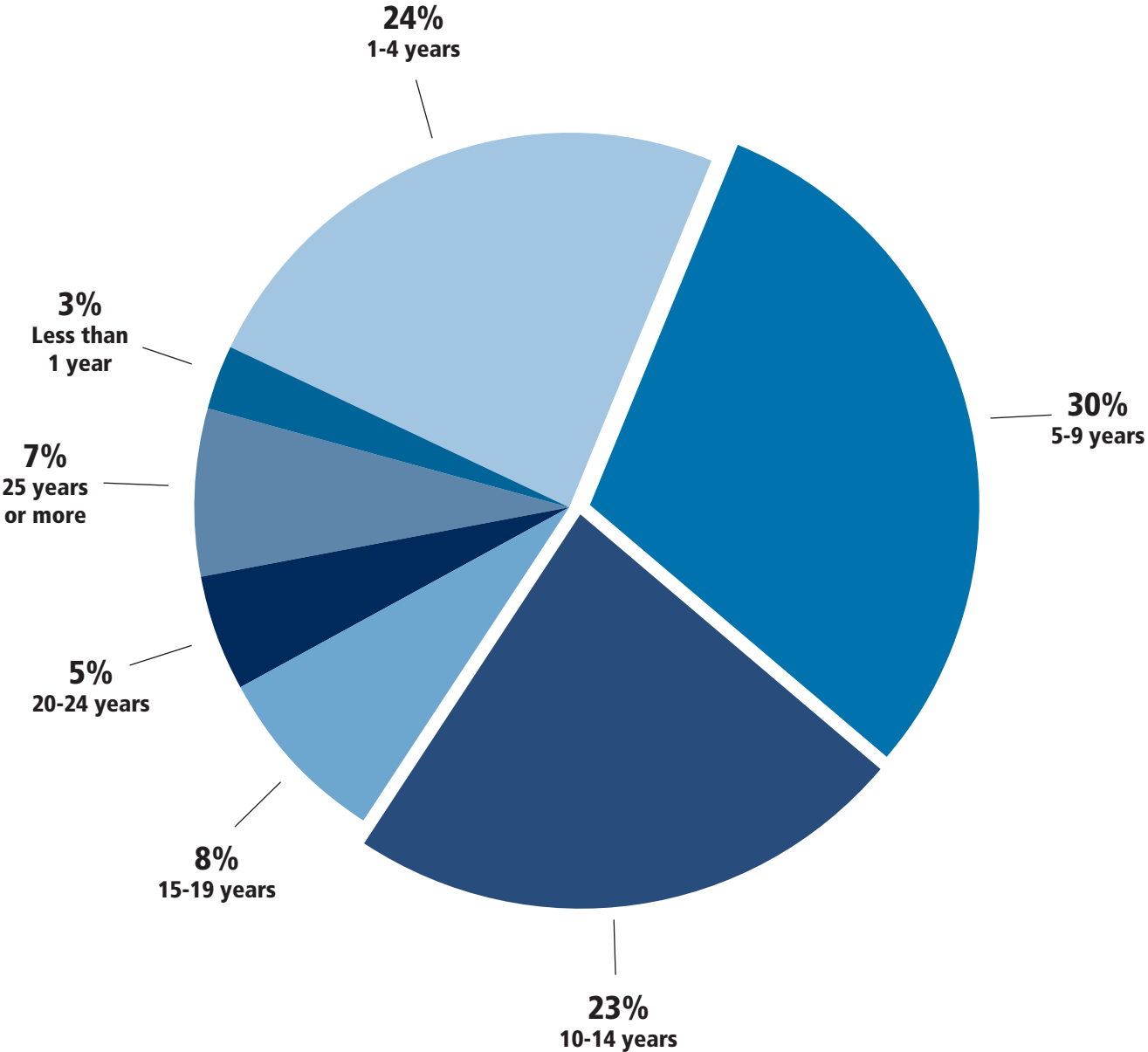
We continue to examine the respondents' demographic, asking for their age. Here, 29 percent of respondents report being between the ages of 45 and 54, followed by 35- 44 (28 percent), 55-64 (27 percent), 25-34 (12 percent) and 65 or over (4 percent).

CONCLUSION

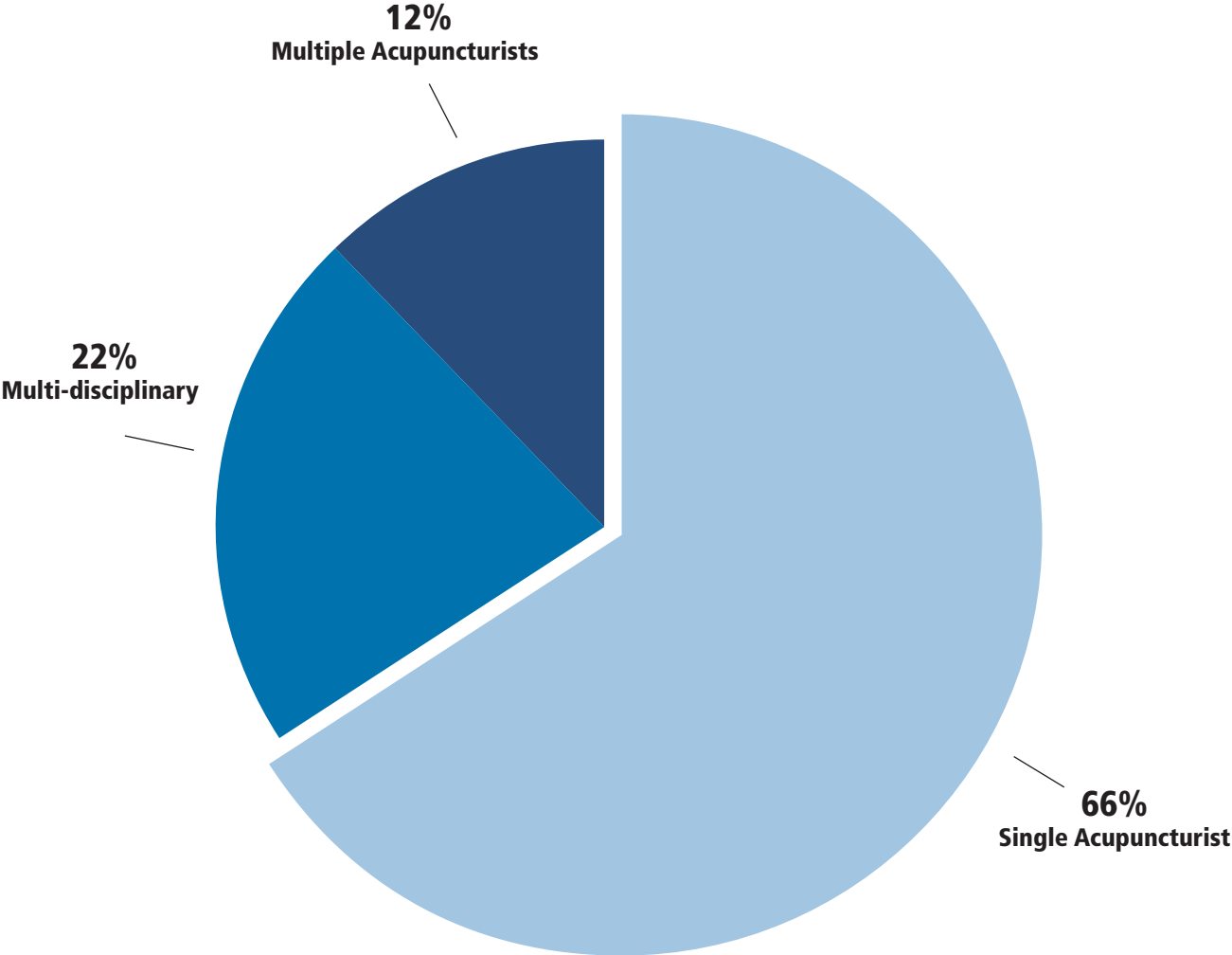
Overall, acupuncturists still prefer to visit AcupunctureToday.com above all the top acupuncture websites and the majority read almost every issue of *Acupuncture Today*. Respondents are interested in topics that *Acupuncture Today* readily covers such as professional news and techniques. This information should be used to better understand the demographic characteristics of acupuncturists and to determine what they prefer to see in their acupuncture publications.



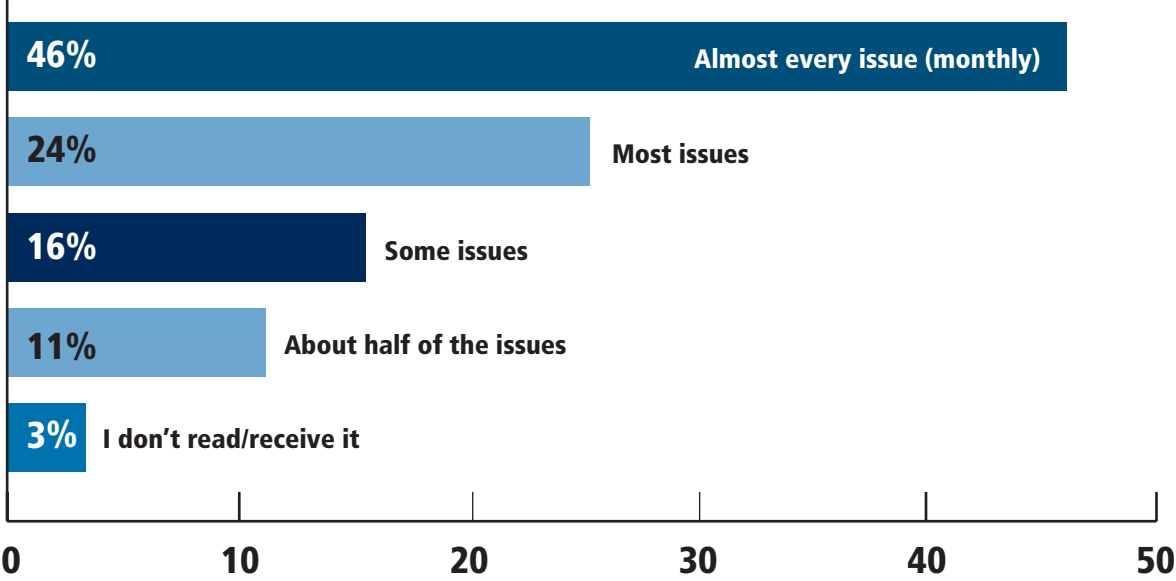
1. How long have you been a practicing acupuncturist?



2. How do you best describe your practice?



3. How often do you read Acupuncture Today?



4. How would you rate the importance of each topic for Acupuncture Today to publish?

	Most Important	2	3	4	Least Important
Professional news	49%	27%	15%	7%	3%
Techniques	44%	26%	16%	8%	6%
Practice building	24%	30%	28%	12%	5%
Business management	21%	30%	31%	13%	5%
Practice marketing	20%	27%	30%	17%	6%
General health news	20%	35%	27%	13%	4%
Philosophy/opinion	18%	30%	29%	16%	7%

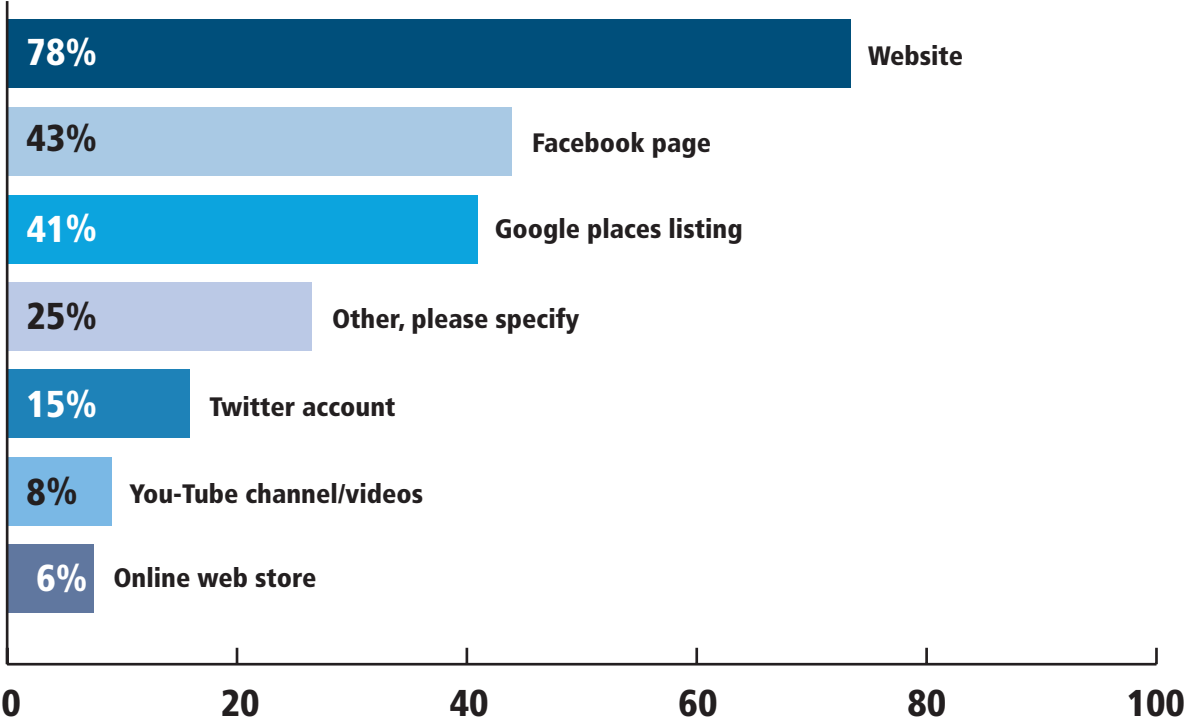


5. How often do you visit the following websites:

	Often	Seldom	Never
AcupunctureToday.com	28%	56%	17%
Acupuncture.com	16%	49%	35%
AcuFinder.com	15%	52%	34%
TCMDirectory.com	5%	34%	62%
Acupuncture.edu	4%	30%	66%



6. Which of the following do you have for your practice? [Please select all that apply]



7. What is your age?

