

Acupuncture Video Survey

Executive Summary

A RESEARCH REPORT BY



METHODOLOGY

This survey was initiated on December 13, 2011 by MPA Media, publishers of *Acupuncture Today*, *Dynamic Chiropractic*, *Massage Today* and *Dynamic Chiropractic PracticeINSIGHTS*. The survey was sent to 17,559 doctors of acupuncture and oriental medicine. The response rate was 3 percent. Like all online surveys, participants tend to “self-select” based upon their interest in the topic presented.

DISCUSSION

This survey was created to establish the habits and opinions of acupuncturists as they relate to their interest level in videos and how they watch videos. The first question asks acupuncturists if they have ever viewed videos on the web. Here, the majority (86 percent) say they have viewed videos on the web. The remaining respondents indicate they do not view videos on the web (6 percent), or that they haven’t, but would if they saw something interesting (8 percent).

When asked to rate their use of certain web information formats, nearly three quarters (74 percent) rated written content the highest, either preferring it or accessing it “often.” Video content was also rated highly (50 percent), followed by eNewsletters (48 percent), webinars (48 percent) and audio content (28 percent).

Next, we asked acupuncturists to describe the level of interest they had for certain types of videos. Here, 89 percent say they have a high interest in instructional videos that show hands-on techniques and 61 percent have a high interest in interviews with leaders of the profession. More than half (57 percent) have a high interest in demonstration videos that best describe how to use products and brands acupuncturists use in their practice and in news reports (52 percent), while nearly half (48 percent) say they they find a high interest in instructional videos on practice management and finance.

When asked the maximum amount of time that they are typically willing to spend of videos of certain types, 82 percent of acupuncturists say that they are willing to spend 10 or more minutes on instructional, hands-on techniques that they are very interested in. Another 65 percent are willing to spend 10 or more minutes on instructional videos about techniques they are curious about and 49 percent are typically willing to spend 10 or more minutes watching interviews with leaders of the profession. More than half are willing to spend at least five minutes watching videos on demonstration of products they are very interested in (73 percent), videos of demonstrations of products they are curious about (53 percent) and video news reports (53 percent).



Assuming the topic of the video is interesting, 64 percent say they will watch a web video if the sound and picture quality is okay, 26 percent only watch high quality videos and 9 percent don't care much about web video production.

Next, we asked acupuncturists how often they use other electronic devices besides their desktop computer when accessing the web to watch video. Here, 82 percent) say they frequently or sometimes use a laptop computer, followed by a smart phone (35 percent) and a tablet computer (30 percent).

In determining the demographic of our respondents, 34 percent say they have been in practice between 5 and 9 years, followed by 10 to 14 years (21 percent), less than 5 years (18 percent), 15 to 19 years (11 percent), 25 years or more (10 percent) and 20 to 24 years (6 percent).

Nearly a third (31 percent) of respondents indicate that they were between the ages of 45-54, followed by 55-64 (30 percent), 35-44 (25 percent), 65 or over (7 percent) and 25-34 (7 percent).

CONCLUSION

Overall, it appears that most acupuncturists have viewed videos on the web. In fact, half of respondents say that they prefer or often use video content as a way to obtain web information.

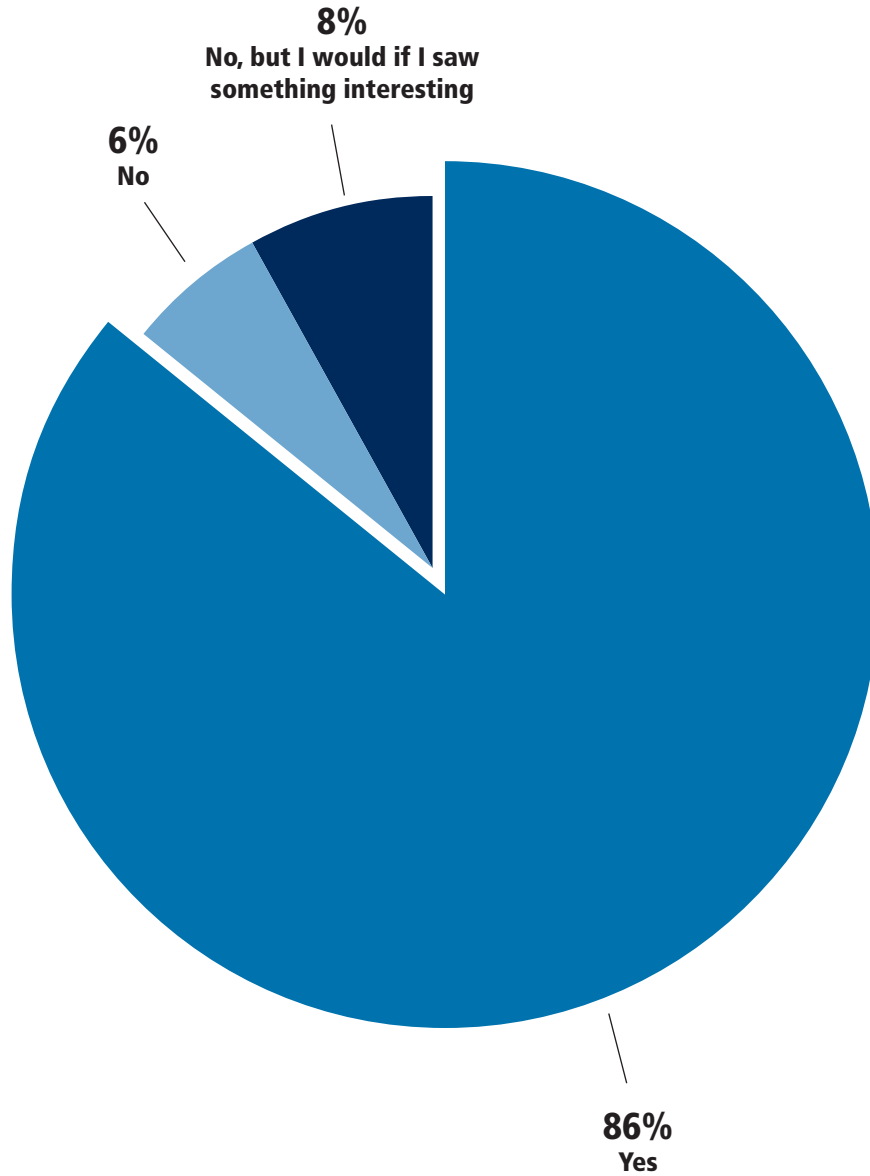
Most acupuncturists (89 percent) indicate that they have a high interest in instructional videos that show hands-on techniques and 82 percent will spend 10 or more minutes watching this type of video if it is a technique they are very interested in. More than half are willing to spend at least five minutes watching videos on demonstration of products they are very interested in (73 percent), videos of demonstrations of products they are curious about (53 percent) and video news reports (53 percent).

Acupuncturists who responded to this survey appear to care about the quality of a video. Only 9 percent of respondents say they don't care much about web video production quality. The remaining respondents only watch if the video quality is high or okay.

The information in this survey should be used to better understand how acupuncturists watch web videos, what types of videos they prefer to watch, how much time they spend watching certain types of videos and what type of electronic device (besides a desktop computer) they use to view web videos



1. Have you ever viewed videos on the web?



2. How would you rate your use of the following web information formats?

	Preferred	Often	Sometimes	Seldom	Never
Written content	35%	39%	19%	5%	2%
Video content	18%	32%	31%	13%	5%
Webinars	17%	16%	29%	20%	18%
eNewsletters	12%	36%	33%	15%	4%
Audio content	7%	21%	37%	25%	11%



**3. What level of interest do you have for these types of videos?
(Rate from 5 to 1 with 5 being the highest rated.)**

	High interest				Low interest
Instructional videos that show hands-on techniques	69%	20%	8%	2%	2%
Interviews with leaders of the profession	33%	28%	22%	11%	6%
Demonstration videos that best describe how to use products and brands you use in practice	30%	27%	23%	11%	8%
News reports	24%	28%	29%	12%	8%
Instructional videos on practice management and finance	24%	24%	20%	17%	15%

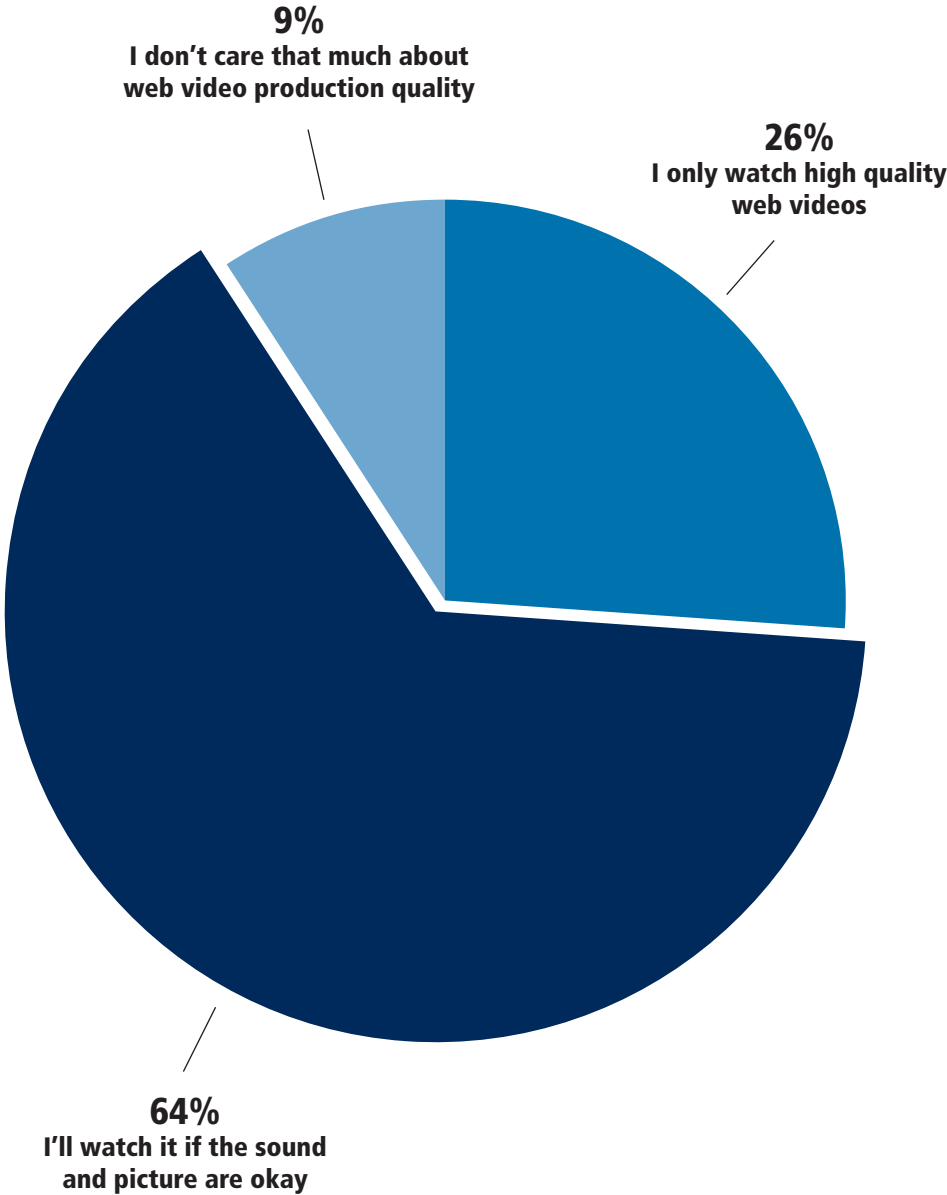


**4. What is the maximum amount of time that you are typically willing to spend on videos of the following types?
(Select number of minutes: 1,3, 5, 10, more than 10)**

	1 minute	3 minutes	5 minutes	10 minutes	More than 10 minutes
Instructional, hands-on techniques I'm very interested in	2%	5%	10%	20%	62%
Instructional, about techniques I'm curious about	3%	11%	22%	25%	40%
Interviews with leaders of the profession	9%	15%	26%	19%	30%
Demonstrations of products I'm very interested in	9%	18%	31%	22%	19%
News reports	18%	29%	29%	14%	10%
Demonstrations of products I'm curious about	18%	29%	29%	16%	8%



5. Assuming the topic is interesting, which of the following best matches your opinion on the importance of production quality for web videos?

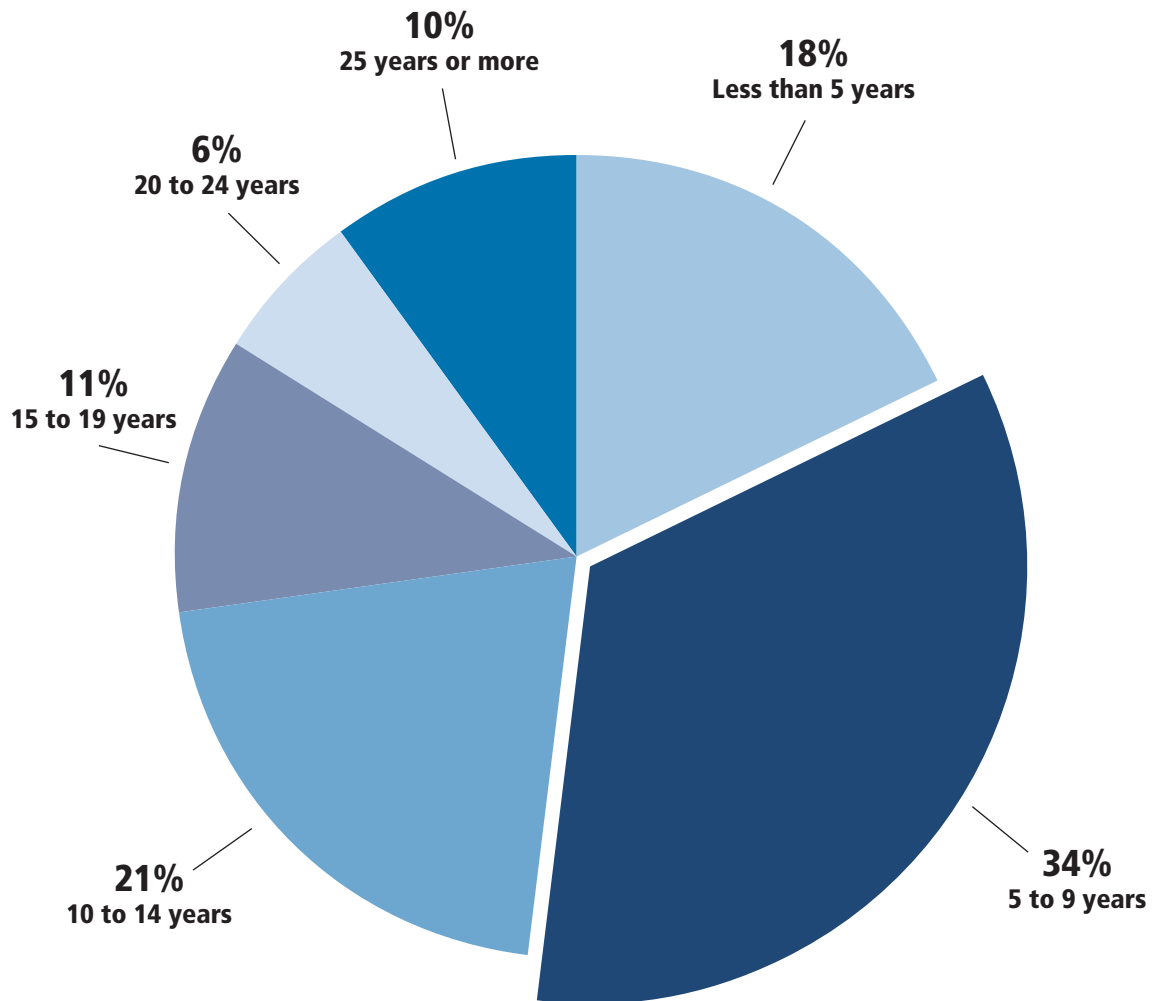


6. Besides your desktop computer, how much do you use each of these when accessing the web (to watch video)?

	Frequently	Sometimes	Rarely	Never	N/A
Laptop computer	69%	13%	5%	6%	6%
Tablet computer	19%	11%	7%	21%	43%
Smart phone	18%	17%	12%	25%	27%



7. How long have you been in practice?



8. What is your age?

