

Dynamic Chiropractic's
Chiropractic Online & Print Reading Survey

Executive Summary

March 2016

A RESEARCH REPORT BY



METHODOLOGY

This survey was initiated on Feb. 25, 2016 by MPA Media, publishers of *Dynamic Chiropractic*, *Acupuncture Today*, *Massage Today* and *Dynamic Chiropractic Practice Insights*. The survey was sent to 54,010 doctors of chiropractic (DCs) via email. The response rate was just over one percent (1.2%).

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

DISCUSSION

This survey was designed to help establish the opinions of doctors of chiropractic (DCs) in relation to how and what they read online and in print.

The first question asked respondents how often they read online through various devices. The results show that 48% of DCs read online articles daily through their laptop / desktop, followed by 25% who read online articles daily on their smartphone and 23% who read articles daily on their tablet.

The second question asked DCs how they find the online articles they read. Search engines and e-newsletters topped the list (68% and 67%, respectively), followed by visiting websites regularly (52%) and social media (42%).

The next question focused on print readership: “Of the chiropractic print publications you receive, approximately what percentage of the issues do you read?” Seventy-two percent read half or more of the print publications they receive, with 17% reading “almost all,” 22% reading “3 out of 4” and a third reading half.

The responses to Question 4 show that lack of time (56%) is the reason the majority of DCs don’t read the chiropractic print publication issues they receive. Another 27% said they didn’t read issues because the editorial content “didn’t appear interesting enough.”

The next question looked at which publication is “most likely” to be read when the doctor has the time. *Dynamic Chiropractic* was the clear favorite at 78% readership.

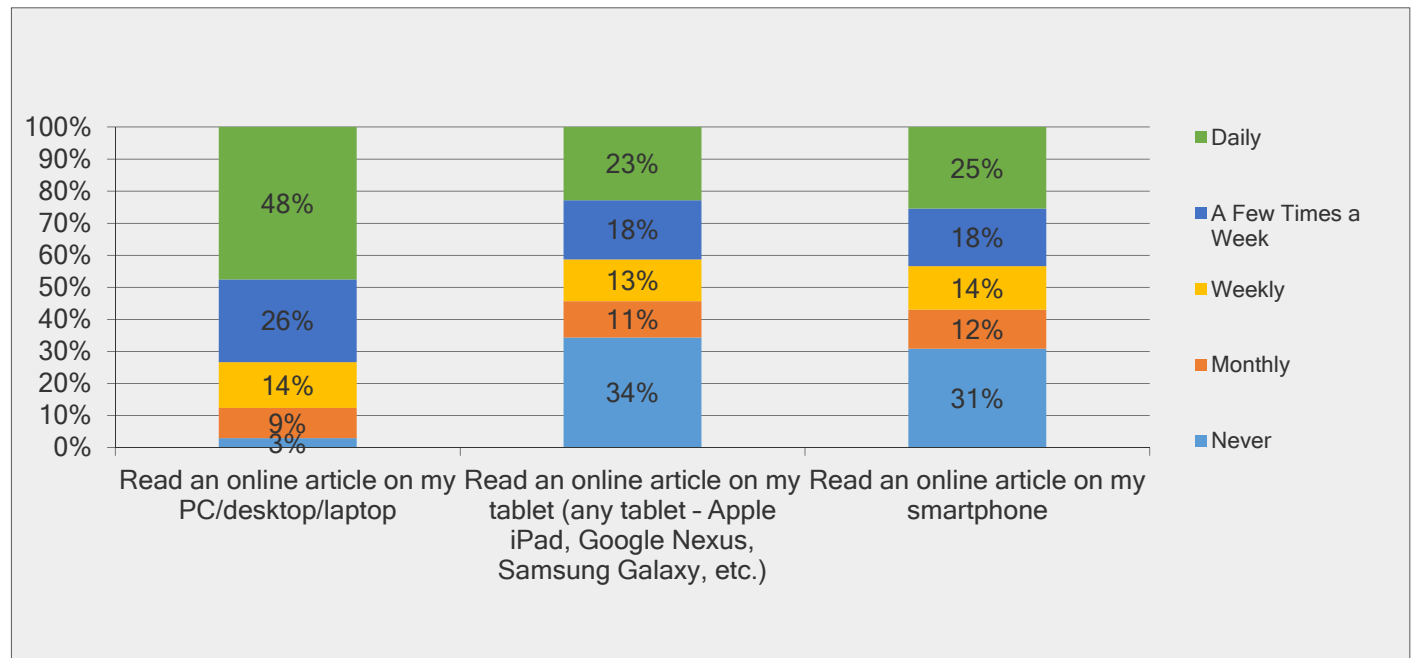
CONCLUSION

A growing percentage of DCs are reading articles online through their laptops / desktops, smartphones and tablets. This trend toward more immediate access to information is having an impact on the average number of chiropractic publication issues being read. This places pressure on chiropractic publications to provide content that is interesting and relevant. This may explain why *Dynamic Chiropractic*, a newspaper, is chosen more often than its magazine competitors by DCs who have limited time to read chiropractic content.

Chiropractic Online Reading Survey

Q1 How often do you do the following?

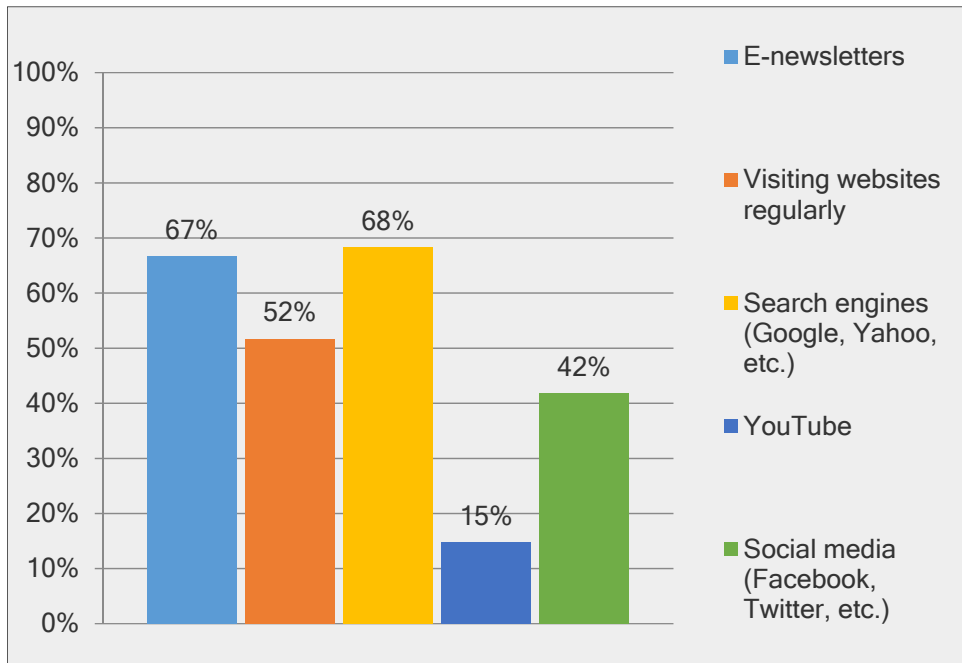
Answer Options	Daily	A Few Times a Week	Weekly	Monthly	Never
Read an online article on my PC/desktop/laptop	48%	26%	14%	9%	3%
Read an online article on my tablet (any tablet - Apple iPad, Google Nexus, Samsung Galaxy, etc.)	23%	18%	13%	11%	34%
Read an online article on my smartphone	25%	18%	14%	12%	31%



Chiropractic Online Reading Survey

Q2 How do you find online articles you want to read? [Please select all that apply]

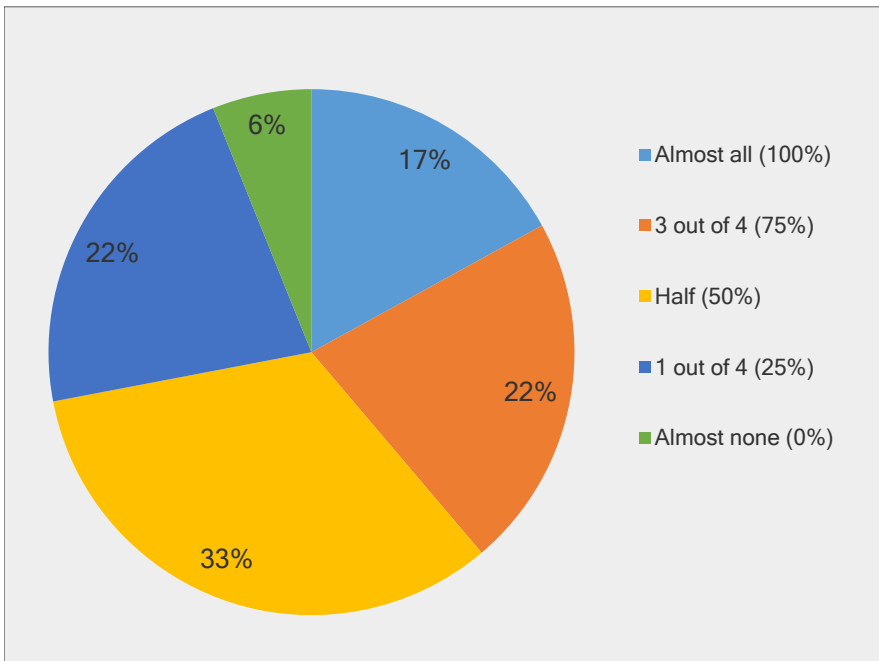
Answer Options	Response Percent
E-newsletters	67%
Visiting websites regularly	52%
Search engines (Google, Yahoo, etc.)	68%
YouTube	15%
Social media (Facebook, Twitter, etc.)	42%



Chiropractic Online Reading Survey

Q3 Of the chiropractic print publications you receive, approximately what percentage of the issues do you read?

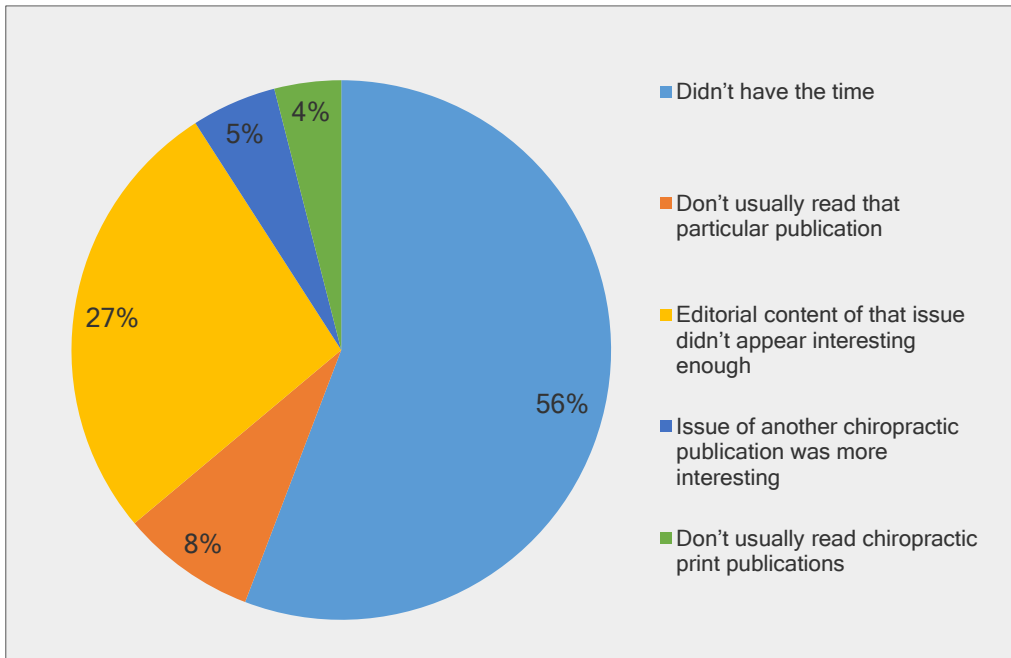
Answer Options	Response Percent
Almost all (100%)	17%
3 out of 4 (75%)	22%
Half (50%)	33%
1 out of 4 (25%)	22%
Almost none (0%)	6%



Chiropractic Online Reading Survey

Q4 When you don't read a particular issue of a chiropractic print publication, what is the primary reason?

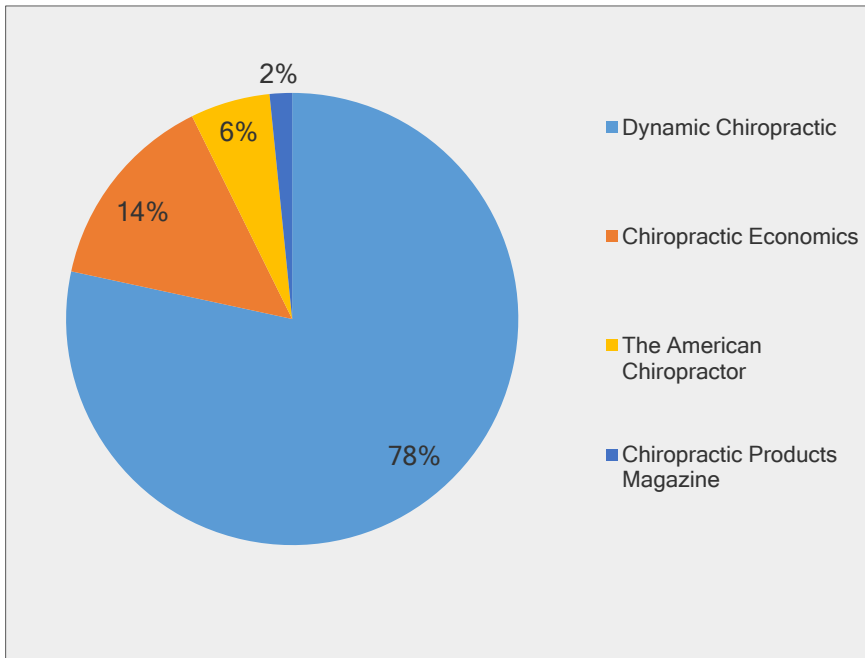
Answer Options	Response Percent
Didn't have the time	56%
Don't usually read that particular publication	8%
Editorial content of that issue didn't appear interesting enough	27%
Issue of another chiropractic publication was more interesting	5%
Don't usually read chiropractic print publications	4%



Chiropractic Online Reading Survey

Q5 When you do read a chiropractic print publication, which one are you most likely to read?

Answer Options	Response Percent
Dynamic Chiropractic	78%
Chiropractic Economics	14%
The American Chiropractor	6%
Chiropractic Products Magazine	2%



Chiropractic Online Reading Survey

Q6 How long have you been in practice?

Answer Options

Less than 5 years
5 to 9 years
10 to 14 years
15 to 19 years
20 to 24 years
25 years or more

Response Percent

5%
4%
9%
15%
16%
50%

