

Dynamic Chiropractic's
Chiropractic News & Information Survey

Executive Summary

August 23, 2017



METHODOLOGY

This survey was initiated on July 10, 2017 by MPA Media, publishers of *Dynamic Chiropractic*, *Acupuncture Today* and *Massage Today*. The survey was sent to 61,656 doctors of chiropractic (DCs) via email. The response rate was just under half a percent (.45%)

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 doctors of chiropractic (DCs) in relation to their print and online reading. The responses to many of these questions are further examined based upon whether the respondents tended to be print readers or digital readers.

The first question asked, “Which of the following print publications do you receive at least monthly?” The largest percentage of respondents chose *Dynamic Chiropractic* (82%), followed by *Chiropractic Economics* (74%), *The American Chiropractor* (52%) and *Chiropractic Products* (41%).

Focusing on the three print publications that are received by more than half of the profession, we find that 73% of those who receive *Dynamic Chiropractic* also receive *Chiropractic Economics* and 57% of those who receive *Dynamic Chiropractic* also receive *The American Chiropractor*. Sixty percent of those who receive *Chiropractic Economics* also receive *The American Chiropractor*.

Looking at readership of print issues, the second question asked DCs how many of the last four print issues they read. Again, *Dynamic Chiropractic* had the highest percentage that read all four of the last four issues at 33%, followed by *Chiropractic Economics* at 26%, *The American Chiropractor* at 18% and *Chiropractic Products* at 14%.

The readership percentage for an average print issue of each publication can be calculated by taking the combined data for the last four issues. Using this method, the average readership percentage for an average print issue is 55% for *Dynamic Chiropractic*, 45.5% for *Chiropractic Economics*, 31% for *The American Chiropractor* and 23.5% for *Chiropractic Products*.

When these percentages are applied to the published circulation of each publication, they provide an average number of readers per an average print issue as follows:

- *Dynamic Chiropractic* – 37,225 circulation (August 2017) x 55% average readership = 20,474 average print readers per edition

- *Chiropractic Economics* – 28,770 BPA average circulation x 45.5% average readership = 13,090 average print readers per edition
- *The American Chiropractor* – 50,043 BPA average circulation x 32.25% average readership = 16,139 average print readers per edition
- *Chiropractic Products* – print circulation not available

Question #3 examined how often readers access the digital edition of each publication. *Dynamic Chiropractic* has the highest weekly (13%) and monthly (52%) digital readership, followed by *Chiropractic Economics* (4% and 27%, respectively), *The American Chiropractor* (1% and 17%) and *Chiropractic Products* (1% and 14%). Conversely, many DCs have “never” accessed these digital editions: *Chiropractic Products* (84%), *The American Chiropractor* (82%), *Chiropractic Economics* (69%) and *Dynamic Chiropractic* (35%).

The next question (#4) looked at the frequency of all online reading, regardless of publication or website. Almost three-quarters (71%) of the profession reads online articles either daily (40%), a few times a week (25%) or weekly (6%).

Question #5 revealed that desktop/laptop reading continues to be the first choice for almost three-quarters (73%) of DCs. Reading on mobile phones and tablets are a distant second/third, with 18% of respondents preferring mobile phones as their first choice, followed by 14% who prefer tablets.

As revealed in Questions #6, “ease of access to information” (35%) and the ability to “read only what I’m interested in” (30%) are the top two reasons for reading articles online. These overshadow “able to read anywhere, anytime” (14%), “other” (8%), “able to read on my mobile device” (7%) and “get news sooner” (6%).

The last question revealed a survey population that has been in practice longer than what is reported in the NBCE survey conducted in 2014. This is consistent with the populations of previous surveys.

CONCLUSION

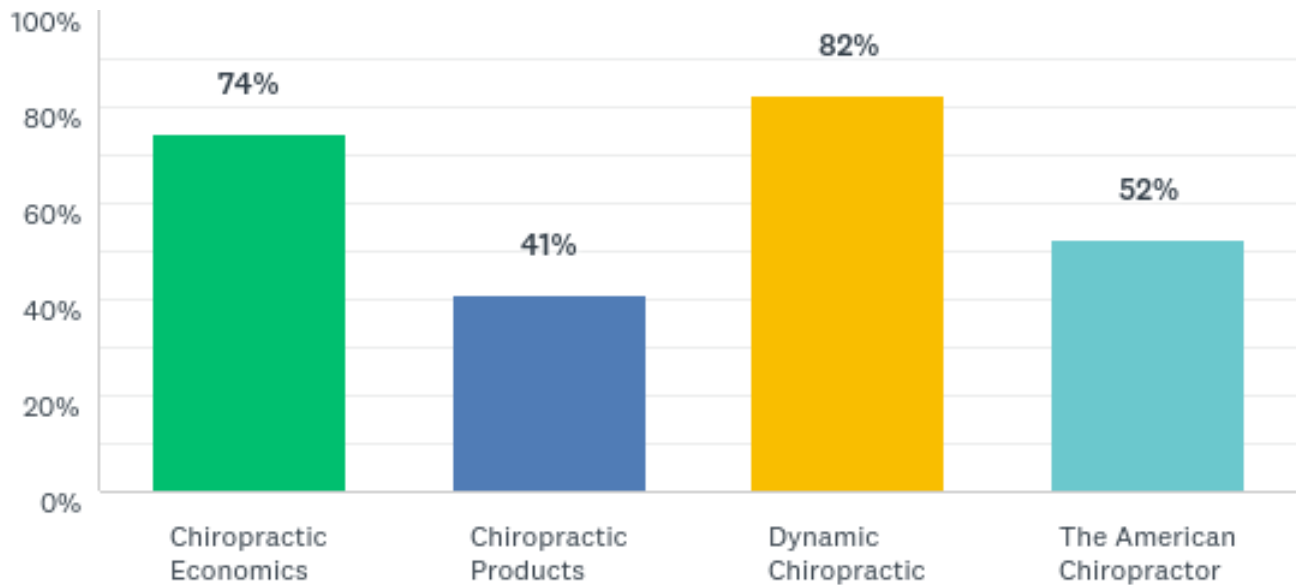
Almost three-quarters (71%) of chiropractors enjoy reading online at least weekly. Digital edition readership reflects this growing trend, with almost two-thirds of DCs reading *Dynamic Chiropractic’s* digital edition at least monthly. Other publication digital editions trail by comparison, with 69% - 84% of respondents stating they have “never” read their digital editions.

Digital readership appears to be replacing print readership, with all chiropractic publications’ average readership per print edition between 23% and 55%. *Dynamic Chiropractic* and *Chiropractic Economics* enjoy the largest average readership per print edition at 55% and 45.5% respectively. This creates

challenges for advertisers who will want to consider both print and digital advertising to reach the majority of the chiropractic profession.

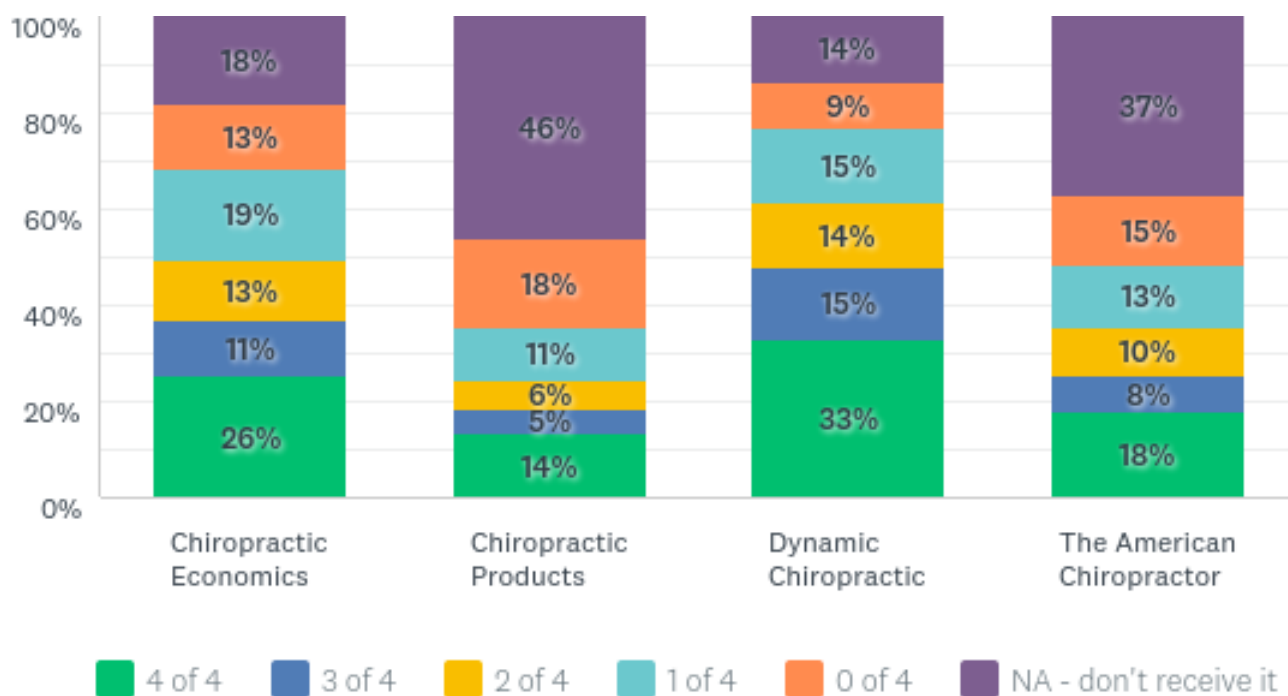
Desktop/laptop reading is still by far the most popular method of online reading for almost three-quarters (73%) of the profession. This may change as digital editions become more mobile friendly. The primary motivation behind online reading is the ability to easily find and access the information the reader desires.

Q1: Which of the following print publications do you receive at least monthly? (Select all that apply)



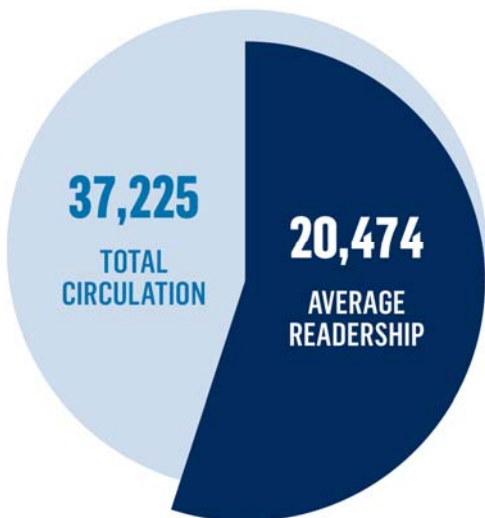
Answer Choices	Responses
Chiropractic Economics	74%
Chiropractic Products	41%
Dynamic Chiropractic	82%
The American Chiropractor	52%

Q2: How many of the last 4 print issues did you read?



	4 of 4	3 of 4	2 of 4	1 of 4	0 of 4	NA - don't receive it
Chiropractic Economics	26% 71	11% 31	13% 35	19% 53	13% 37	18% 50
Chiropractic Products	14% 38	5% 13	6% 17	11% 31	18% 50	46% 128
Dynamic Chiropractic	33% 92	15% 41	14% 38	15% 42	9% 26	14% 38
The American Chiropractor	18% 50	8% 21	10% 28	13% 35	15% 41	37% 102

Average Readership as a percentage of published circulation*



Dynamic Chiropractic



Chiropractic Economics



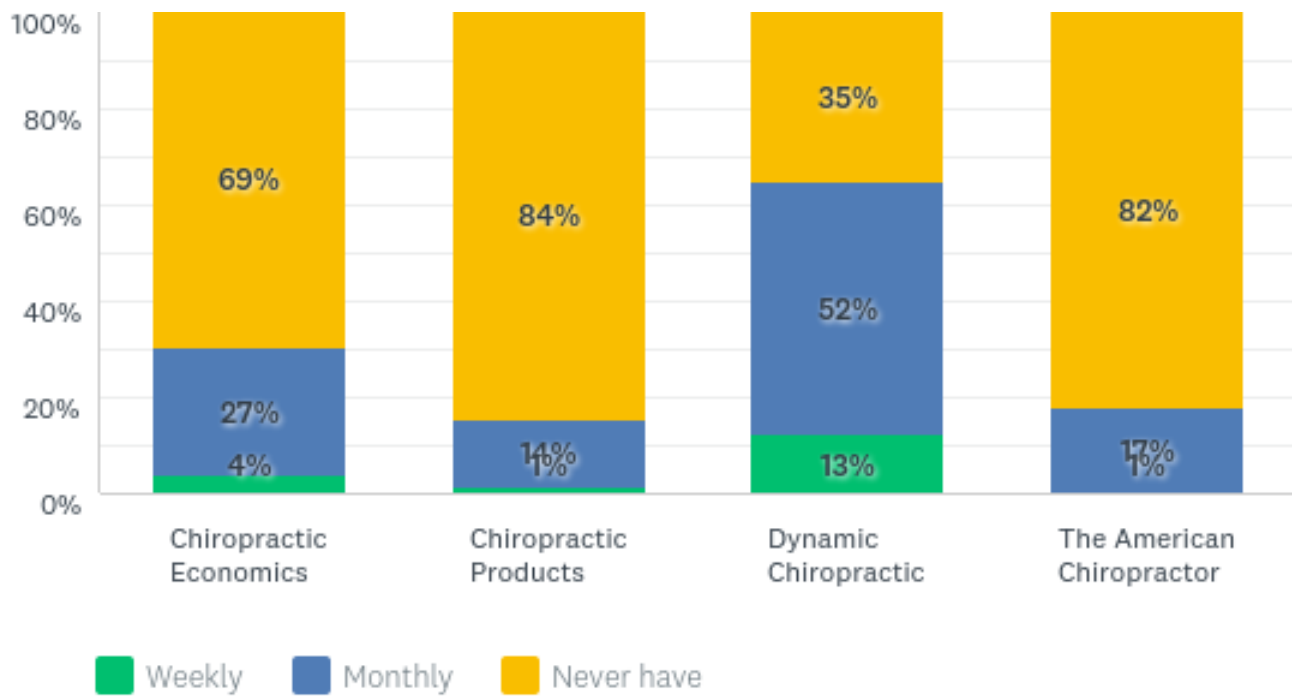
The American Chiropractor

Chiropractic Products

Print circulation not available

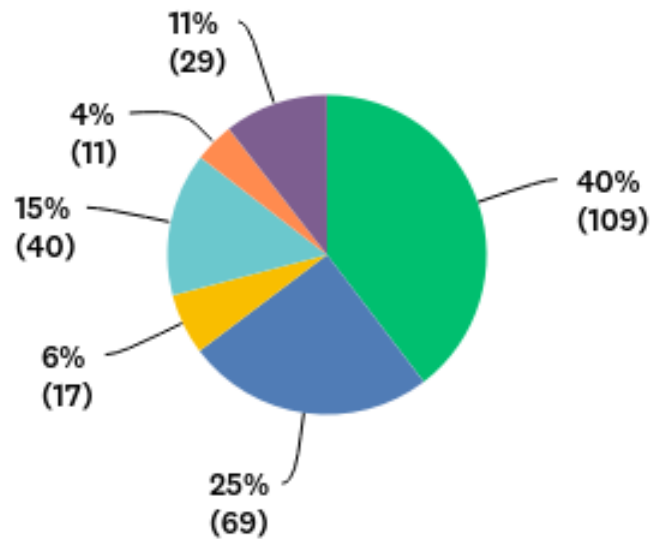
*Source: 2016 BPA Audit and Dynamic Chiropractic Publisher Circulation Statement

Q3: Approximately how often do you access these digital editions?



	Weekly	Monthly	Never have
Chiropractic Economics	4% 11	27% 73	69% 191
Chiropractic Products	1% 4	14% 39	84% 232
Dynamic Chiropractic	13% 35	52% 144	35% 96
The American Chiropractor	1% 2	17% 47	82% 226

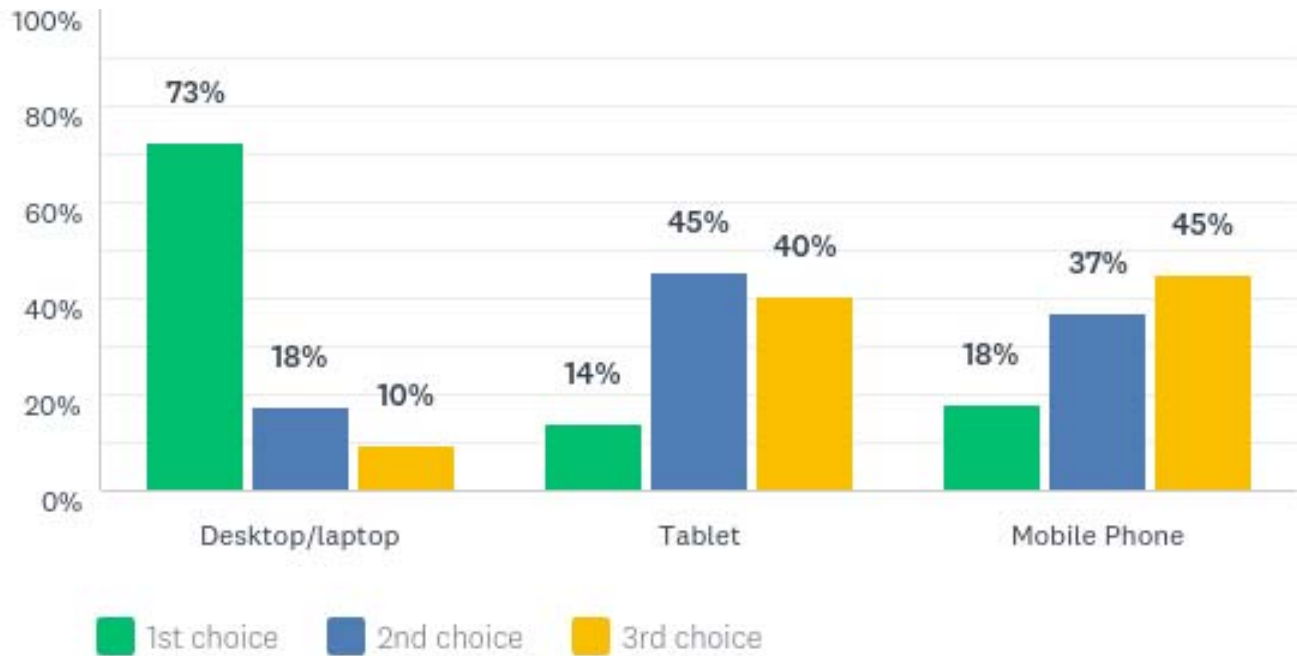
Q4: How often do you read articles online on any website?



■ Daily ■ A few times a week ■ Weekly ■ A few times a month ■ Monthly
■ Less than monthly

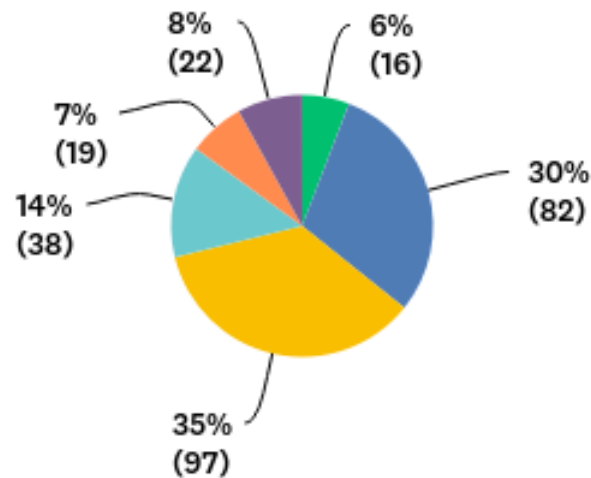
Answer Choices	Responses
Daily	40%
A few times a week	25%
Weekly	6%
A few times a month	15%
Monthly	4%
Less than monthly	11%

**Q5: Please rank which devices you use to read online articles
(select all that apply):**



	1st choice	2nd choice	3rd choice
Desktop/laptop	73% 194	18% 47	10% 26
Tablet	14% 32	45% 102	40% 91
Mobile Phone	18% 44	37% 90	45% 110

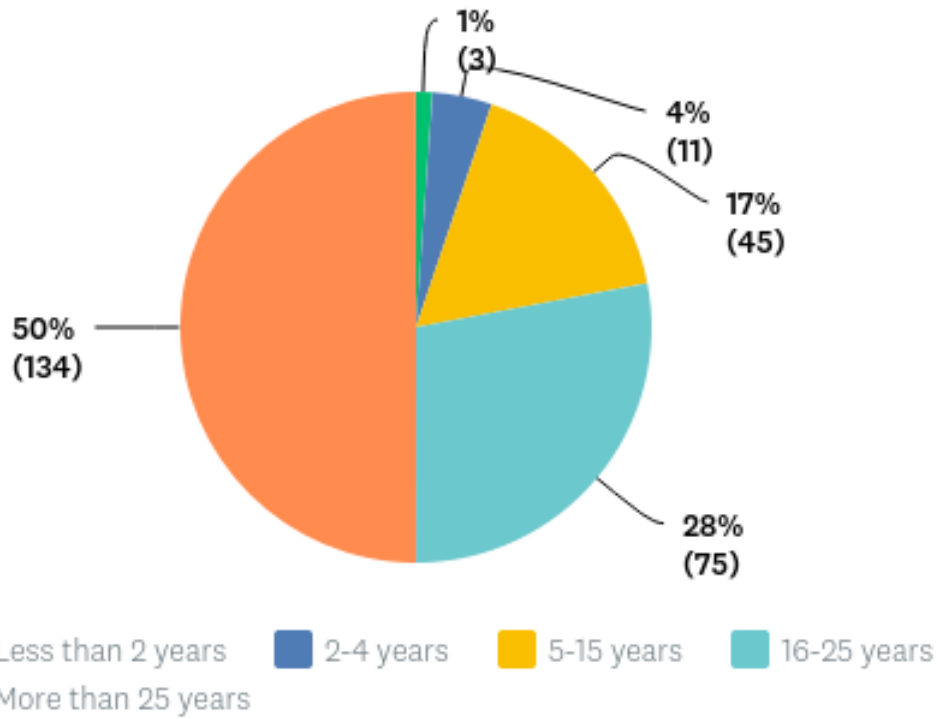
Q6: What is your primary reason for reading articles online?



- Get news sooner
- Read only what I'm interested in
- Ease of access to information
- Able to read anywhere, anytime
- Able to read on my mobile device
- Other

Answer Choices	Responses
Get news sooner	6%
Read only what I'm interested in	30%
Ease of access to information	35%
Able to read anywhere, anytime	14%
Able to read on my mobile device	7%
Other (please specify)	8%

Q7: How many years have you been in practice?



Answer Choices	Responses
Less than 2 years	1%
2-4 years	4%
5-15 years	17%
16-25 years	28%
More than 25 years	50%