

Dynamic Chiropractic's
Chiropractic Readership Survey

Executive Summary

March 2, 2020

A RESEARCH REPORT BY
 **MPA**
MEDIA

METHODOLOGY

This survey was initiated on Feb. 17, 2020 by MPA Media, publishers of *Dynamic Chiropractic*, *Acupuncture Today* and *GoChiroTV*. The survey was sent to 12,113 doctors of chiropractic (DCs), online readers of *Dynamic Chiropractic* via email. The response rate was two percent (2%),

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 preferences. The responses to these questions are further examined based upon how long the respondents have been in practice.

The first question asked, “How often do you read an article on a website/digital platform?” Almost three-quarters (72%) of DCs read online at least weekly; almost a third (32%) read daily; a quarter (27%) read a few times a week; and the rest (13%) read weekly. These numbers change little for older and younger DCs. Older DCs, practicing 25 years or more, are very similar: 31% read online daily, 29% read a few times a week and 12% read online weekly, for a total of 72% reading at least weekly. Younger DCs, practicing 15 years or fewer, read less daily (28%), about the same (28%) a few times a week, and more (19%) weekly, for a total of 75% who are at least weekly readers.

The next question looked at which devices doctors use to read online articles. Overall, two-thirds (68%) of DCs read articles on their laptop; half (52%) read on their smartphone and less than a quarter (23%) read on a tablet. Older doctors prefer laptops (73%) and are less inclined to read online on their smartphones (40%), with fewer using tablets (19%). In contrast, younger DCs prefer smartphone reading (75%) to laptop reading (50%), with similar tablet reading (19%).

Question #3 asked doctors which online publications / websites doctors read regularly. About three quarters (74%) regularly read *Dynamic Chiropractic*, followed by *Chiropractic Economics* (35%), their state association website (31%) and *The American Chiropractor* (19%). Older readers are less likely to read *Dynamic Chiropractic* (70%) and *Chiropractic Economics* (25%), but more likely to read *The American Chiropractor* (21%) with the state association website readership unchanged (31%). Younger DCs are more likely to read *Dynamic Chiropractic* (81%), *Chiropractic Economics* (50%) and their state association website (38%), with fewer reading *The American Chiropractor* (6%).

Print vs. digital readership is revealed in Question #4, with DCs split between reading print almost always (12%) or mostly (37%), compared to online/digital reading almost always (11%) or mostly (40%). Older doctors are more likely to read print almost always (17%) or mostly (40%) than online almost always (10%)

or mostly (33%). Younger DCs are much more likely to read digitally almost always (16%) or mostly (56%) compared to print almost always (6%) or mostly (22%).

The last question reveals that even though this was an email survey, the survey population has been in practice longer than what is reported in the NBCE survey conducted in 2019. This is consistent with the populations of previous surveys.

CONCLUSION

Most online reading trends differ depending on the doctor's age / years in practice. An exception is the frequency of online reading; regardless of years in practice, almost one-third of doctors are daily digital readers, with almost three-quarters reading digital content at least weekly.

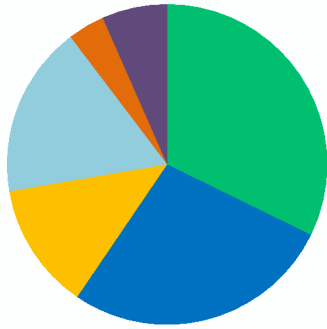
Tablets are the least popular device for reading articles online. In general, more DCs use laptops (68%) than smartphones (52%). Older doctors who have practiced 25 years or longer are even more likely to be reading on a laptop vs. a smartphone (73% vs. 40%). However, younger DCs who have practiced 15 years or fewer, prefer smartphone online reading (75%) to laptop reading (50%).

Age / years in practice also affect which digital/online editions doctors read regularly. Approximately three quarters (74%) of DCs read *Dynamic Chiropractic's* digital edition, with older doctors reading it less (70%) and younger DCs reading it more (81%). About a third (34%) of responding DCs read *Chiropractic Economics* online, with older doctors reading it less (25%) and younger doctors reading it more (50%). *The American Chiropractor* is read by 19% of responding DCs, with older doctors reading it more (21%) and younger doctors reading it less (6%).

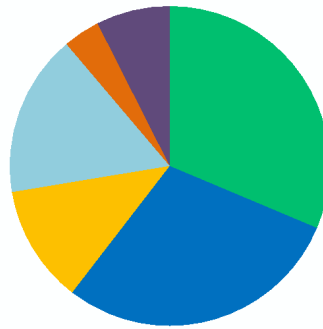
Perhaps the most significant difference between older and younger DCs surveyed is their choice of reading chiropractic information in print vs. online. While the choice is almost evenly split among all DCs, younger DCs are much more likely to read online (72%) vs. print (28%), while more older doctors still read print (57%) than online (43%). Looking at the results of Questions #2, #3 and #4 together suggests those publications that offer more mobile-friendly digital editions may attract more younger DC readers who read primarily on their smartphone.

The question this data raises is the speed at which the readership brackets are changing in the chiropractic profession. According to the *Practice Analysis of Chiropractic* survey conducted by the National Board of Chiropractic Examiners in 2014, 38.3% of chiropractors have been in practice for 25 years or more, with another 25.5% in practice 16-25 years. These percentages have not changed appreciably; as the 2019 survey revealed that the percentage of doctors practicing more than 25 years increased slightly to 38.9%, while those practicing 16-25 years decreased slightly to 23.0%. The percentage of older DCs is still close to 40%, with those practicing 16 years or more still over 60%. This suggests that while the trend is toward more digital/online reading of chiropractic information, it may still be some time before the percentage of primarily online readers moves from the current half to a more substantial two-thirds of U.S. DCs.

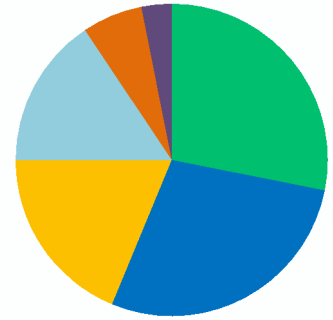
Q1 How often do you read an article on a website/digital platform?



ALL



MORE THAN 25 YRS

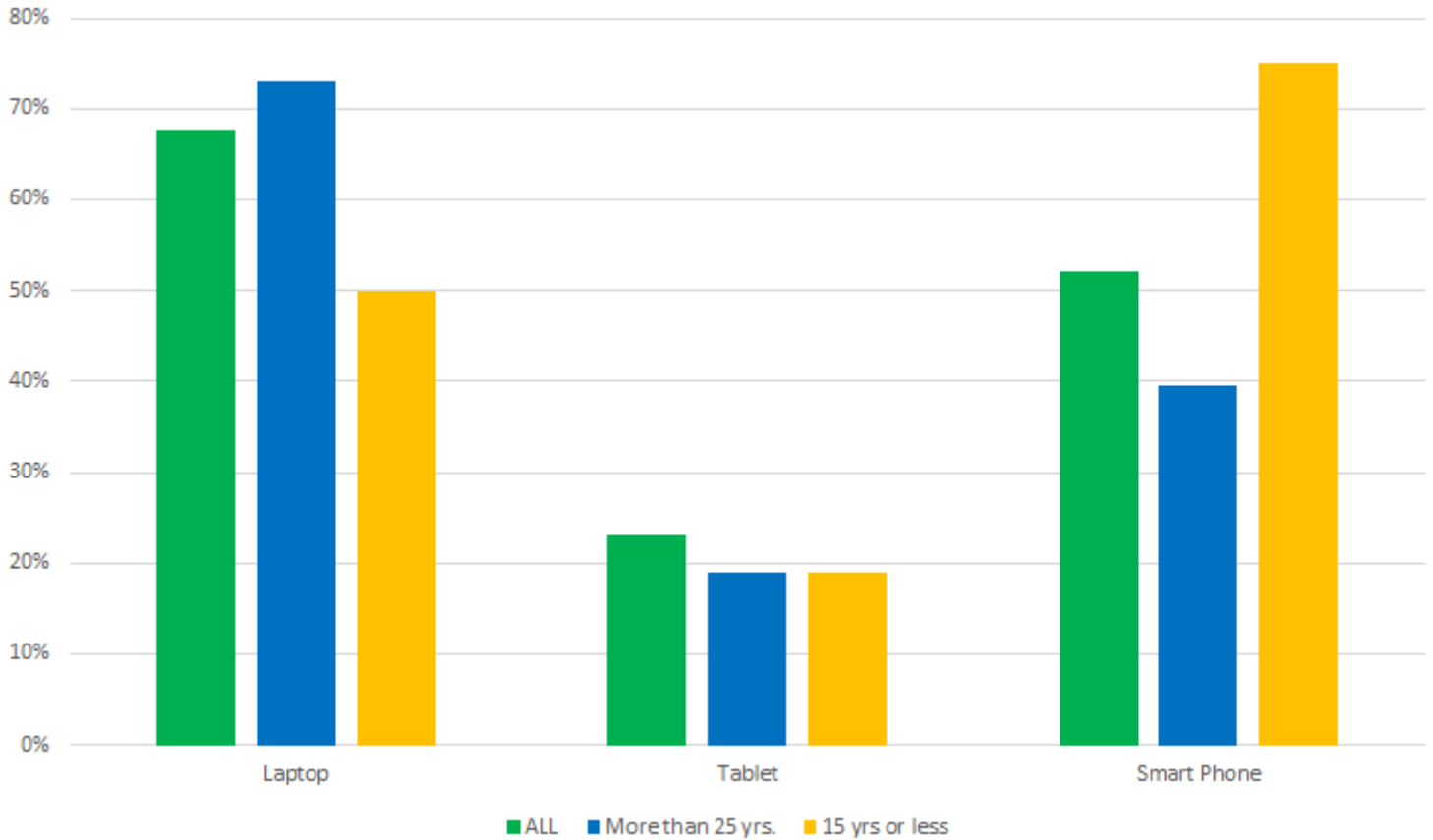


15 YRS OR LESS

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

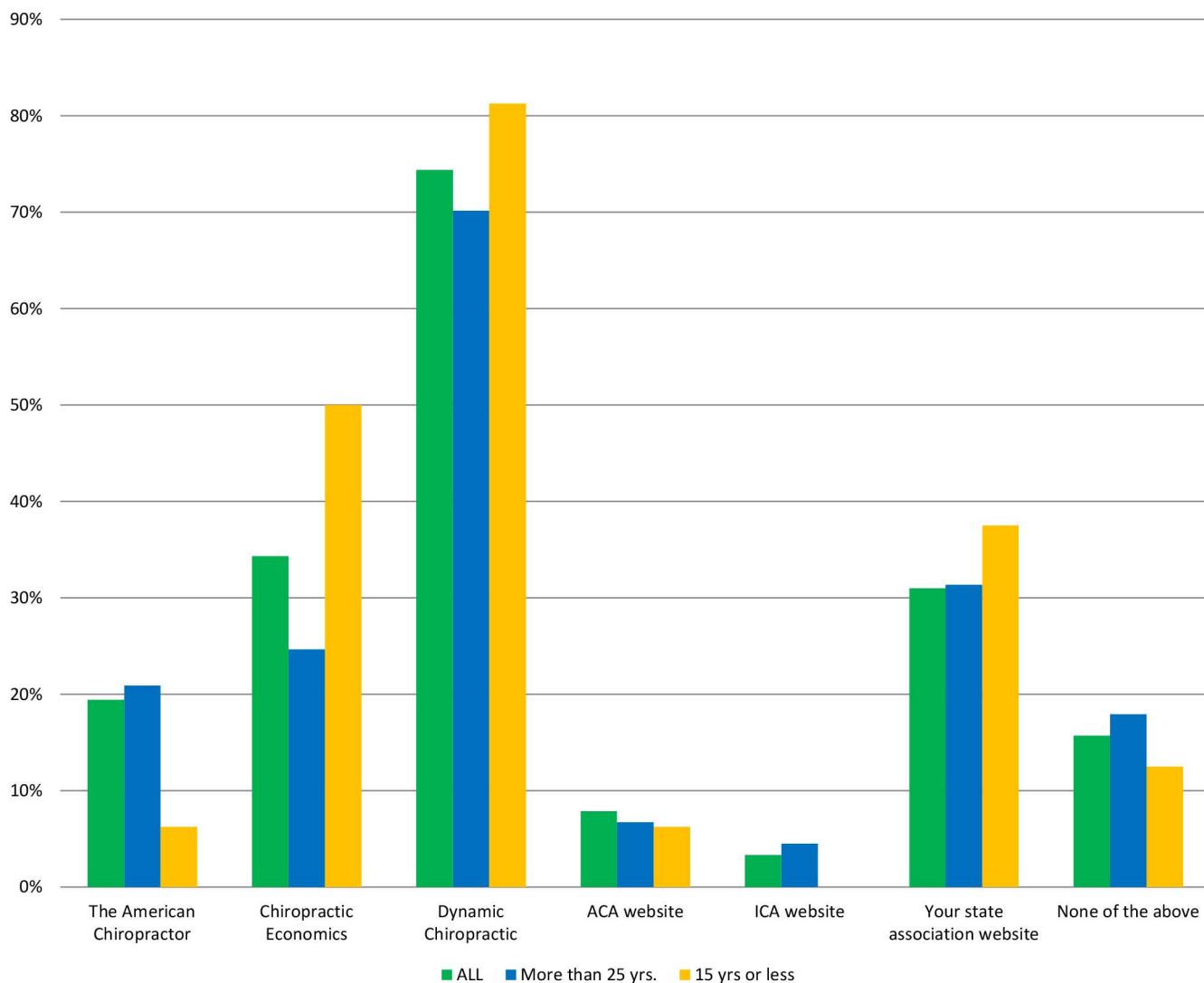
ANSWER CHOICES	ALL	MORE THAN 25 YRS	15 YRS OR LESS
Daily	32%	31%	28%
A few times a week	27%	29%	28%
Weekly	13%	12%	19%
A few times a month	17%	16%	16%
Monthly	4%	4%	6%
Less than monthly	7%	7%	3%

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



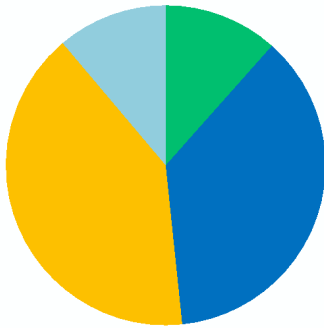
ANSWER CHOICES	ALL	MORE THAN 25 YRS	15 YRS OR LESS
Laptop	68%	73%	50%
Tablet	23%	19%	19%
Smart Phone	52%	40%	75%

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

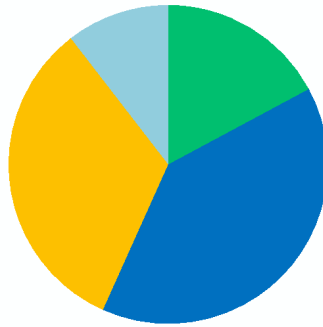


ANSWER CHOICES	ALL	MORE THAN 25 YRS	15 YRS OR LESS
The American Chiropractor	19%	21%	6%
Chiropractic Economics	34%	25%	50%
Dynamic Chiropractic	74%	70%	81%
ACA website	8%	7%	6%
ICA website	3%	4%	0%
Your state association website	31%	31%	38%
None of the above	16%	18%	13%

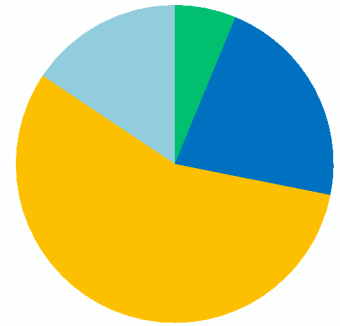
Q4 Which of the following statements is the most correct?



ALL



MORE THAN 25 YRS

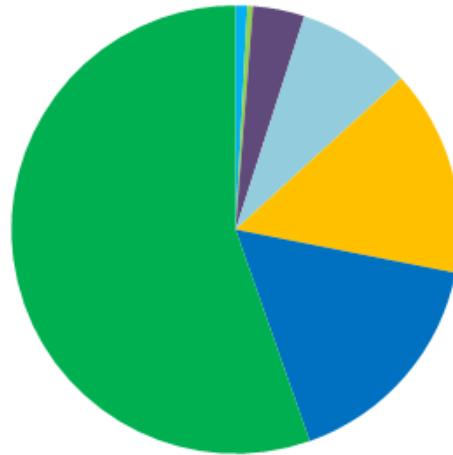


15 YRS OR LESS

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

ANSWER CHOICES	ALL	MORE THAN 25 YRS	15 YRS OR LESS
I read almost all my chiropractic information in print	12%	17%	6%
I read most of my chiropractic information in print, some online/digital	37%	40%	22%
I read most of my chiropractic information online/digital, some in print	40%	33%	56%
I read almost all my chiropractic information in online/digital	11%	10%	16%

Q5 How many years have you been in practice?



■ Less than 2 years ■ 2-4 years ■ 5-10 years ■ 11-15 years
■ 16-20 years ■ 21-25 years ■ More than 25 years

ANSWER CHOICES	RESPONSES
Less than 2 years	1%
2-4 years	0%
5-10 years	4%
11-15 years	8%
16-20 years	15%
21-25 years	17%
More than 25 years	55%