

# **National Survey of Doctors of Chiropractic**

## **Executive Summary**

A RESEARCH REPORT BY



# METHODOLOGY

---

This survey was initiated on August 16, 2011 by MPA Media, publishers of *Dynamic Chiropractic*, *Acupuncture Today*, *Massage Today* and *Dynamic Chiropractic PracticeINSIGHTS*. The survey was sent to 45,098 doctors of chiropractic (DC). The response rate was 2.4 percent.

# DISCUSSION

---

This survey was created to establish nationwide reading habits, preferences and general demographics of DCs. The first question asks DCs how long they have been a practicing doctor of chiropractic. The majority of respondents (43 percent) say they have been practicing between 20-34 years, followed by 10-14 years (15 percent), 15-19 years (12 percent), 5-9 years (11 percent), 35 years or longer (10 percent), 1-4 years (7 percent) and less than 1 year (1 percent).

When asked to describe their practice, nearly two-thirds of respondents (64 percent) say they practice as a single DC, 23 percent practice with multiple DCs and 13 percent work in a multi-disciplinary practice.

When asked to name chiropractic publications that they receive personally addressed, the majority of respondents (88 percent) say they receive *Dynamic Chiropractic*, followed by *Chiropractic Economics* (63 percent), *The American Chiropractor* (51 percent), *DC Product Review* (45 percent), *Chiropractic Journal* (37 percent), *ACA News* (34 percent), *Dynamic Chiropractic PracticeINSIGHTS* (29 percent) and *ICA Review* (12 percent).

More than half of respondents (57 percent) say that if they could read only one of the aforementioned publications, they would choose to read *Dynamic Chiropractic*. From there, 11 percent say they would read *ACA News*, followed by *Chiropractic Economics* (9 percent), *Chiropractic Journal* (7 percent), *ICA Review* (4 percent), *The American Chiropractor* (3 percent) and *Dynamic Chiropractic PracticeINSIGHTS* (1 percent). No respondents indicate that they would choose to read *DC Product Review*.



Next, we asked DCs to divulge how often they visit chiropractic news websites. Here, 40 percent say they visit Dynamic Chiropractic/ChiroWeb.com either “often” or “sometimes,” followed by websites for ACA News (21 percent), Chiropractic Economics (14 percent), Chiropractic Journal (11 percent), Dynamic Chiropractic PracticeINSIGHTS (8 percent), The American Chiropractor (7 percent), DC Product Review (7 percent) and ICA Review (6 percent).

Next, we examine the respondents’ view on the most important topics for the publications to publish. Here, 64 percent of DCs rate clinical/techniques as most important or important followed by general health news (60 percent), business management (52 percent), practice building (46 percent), practice marketing (44 percent) and philosophy/opinion (38 percent). With a focus on up-to-date chiropractic news and articles on how to improve your practice, *Dynamic Chiropractic* and *Dynamic Chiropractic PracticeINSIGHTS* are meeting chiropractor’s needs.

Nearly three quarters (73 percent) of respondents say they have a website for their practice and another 45 percent say they have a Facebook page, followed by a Google places listing (35 percent), a Twitter account (15 percent), You-Tube channel/videos (13 percent) and an online web store (7 percent).

The majority of DCs (85 percent) say they have made a purchase in the past 12 months, while the other 15 percent have not.

We continue to examine the respondents’ demographic, asking for their age. Here, 30 percent of DCs say they are between the ages of 55-64 (30 percent), followed by 45-54 (28 percent), 35-44 (24 percent), 25-34 (11 percent) and 65 or over (7 percent).

## CONCLUSION

---

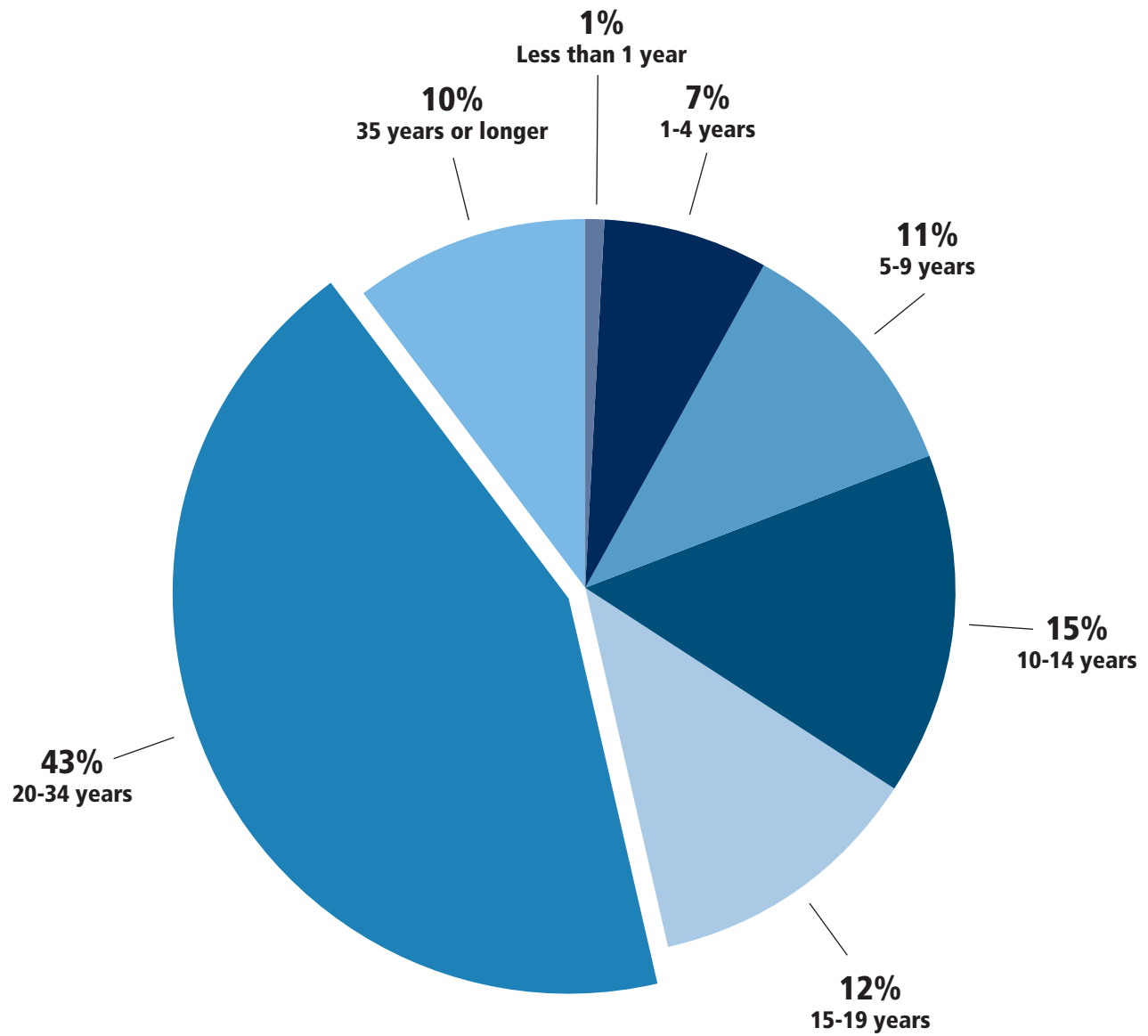
Overall, doctors of chiropractic still prefer to read *Dynamic Chiropractic* and visit DynamicChiropractic.com above all the top chiropractic publications and websites. Respondents are interested in topics that *Dynamic Chiropractic* and *Dynamic Chiropractic PracticeINSIGHTS* readily covers such as general health news and business management.

This information should be used to better understand the demographic characteristics of doctors of chiropractic and to determine what they prefer to see in their chiropractic publications.



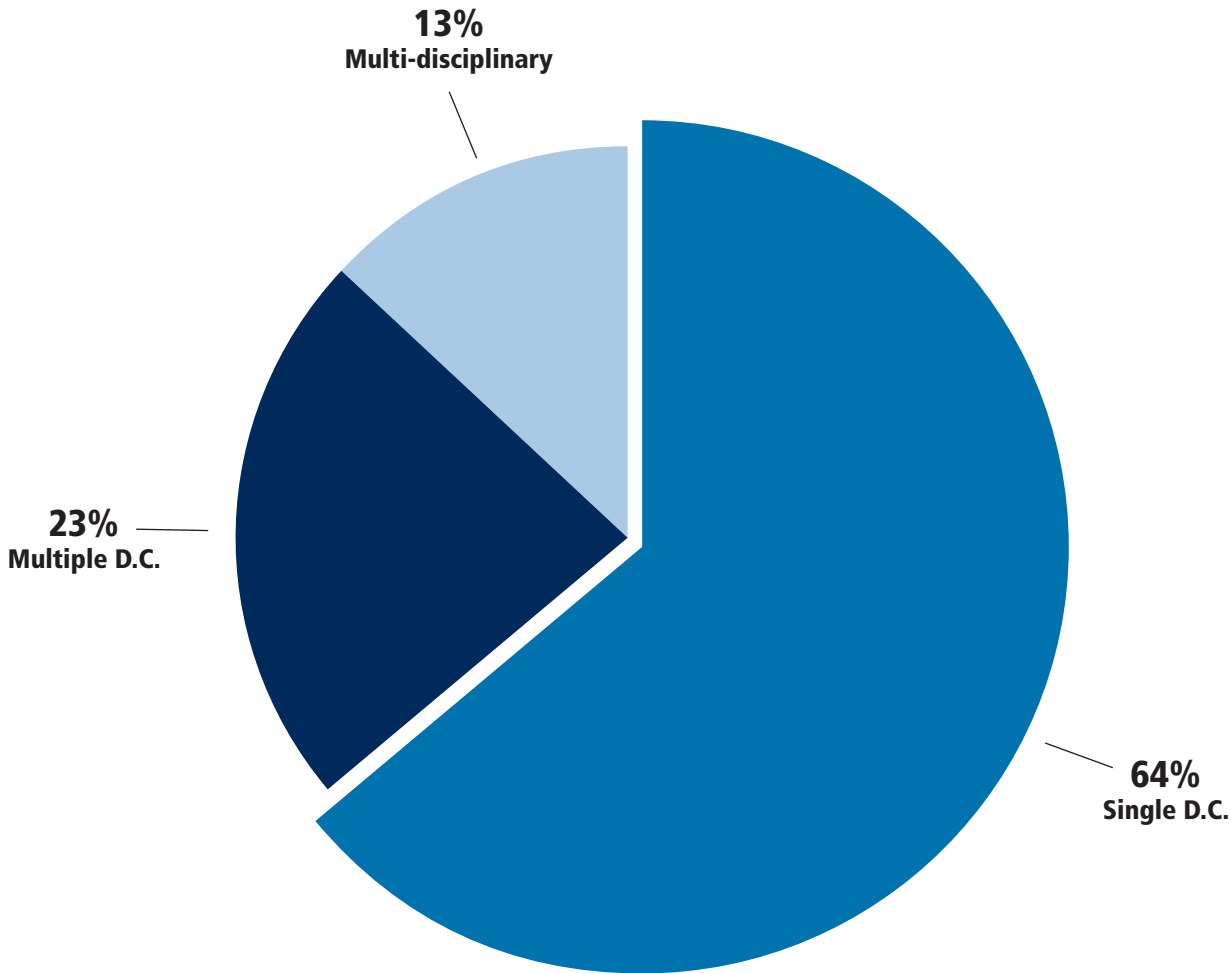
# 1. How long have you been a practicing doctor of chiropractic?

---



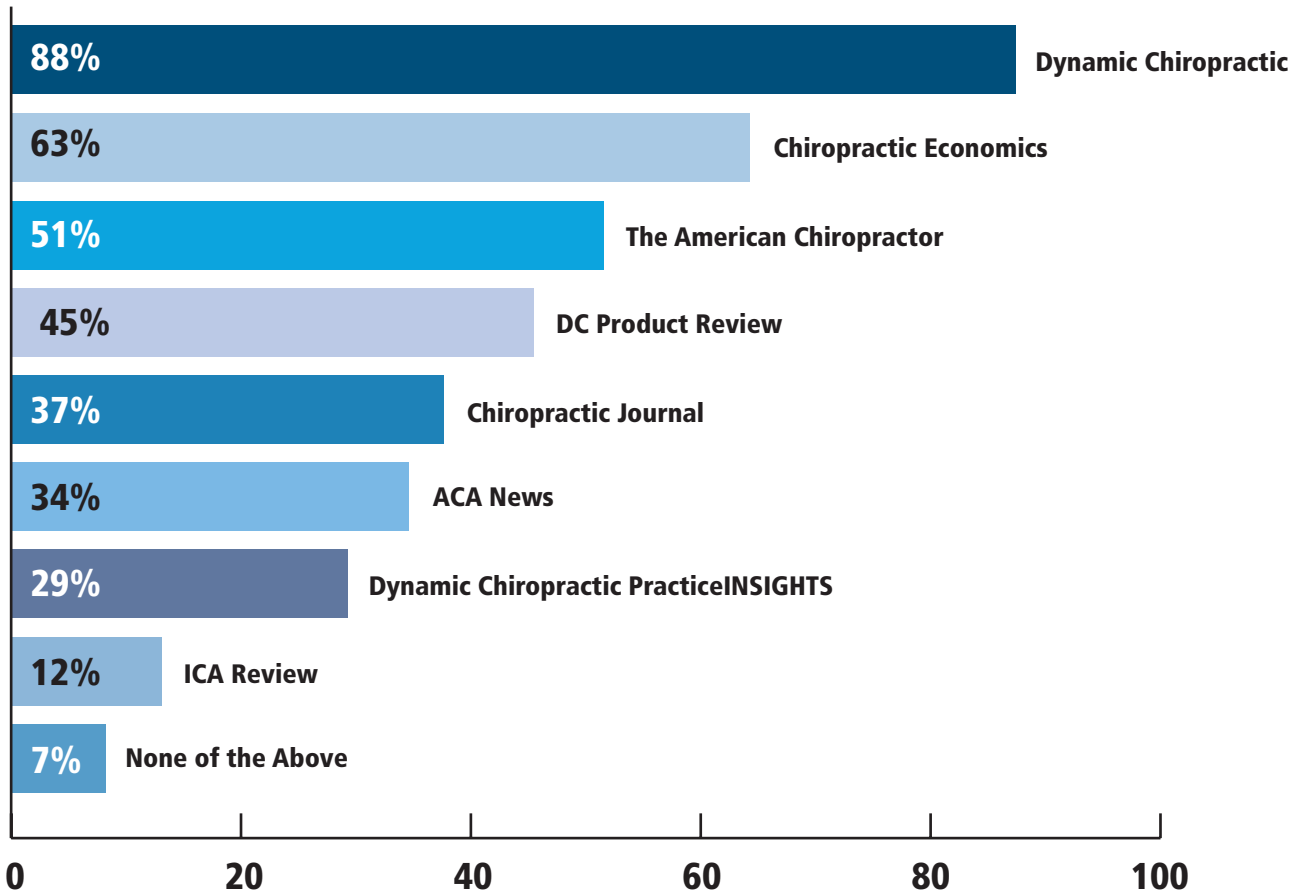
## 2. How do you best describe your practice?

---



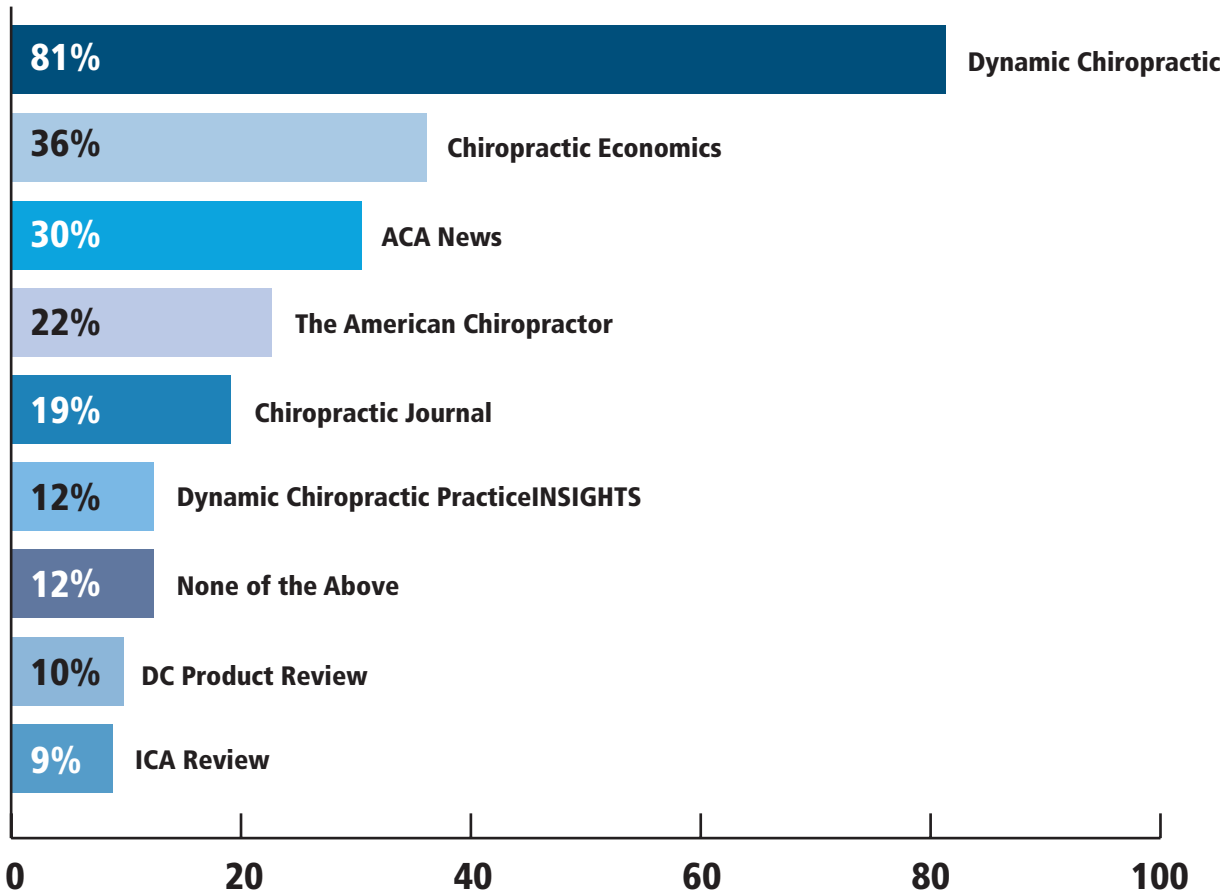
### 3. Which of these publications do you receive personally addressed to you?

---



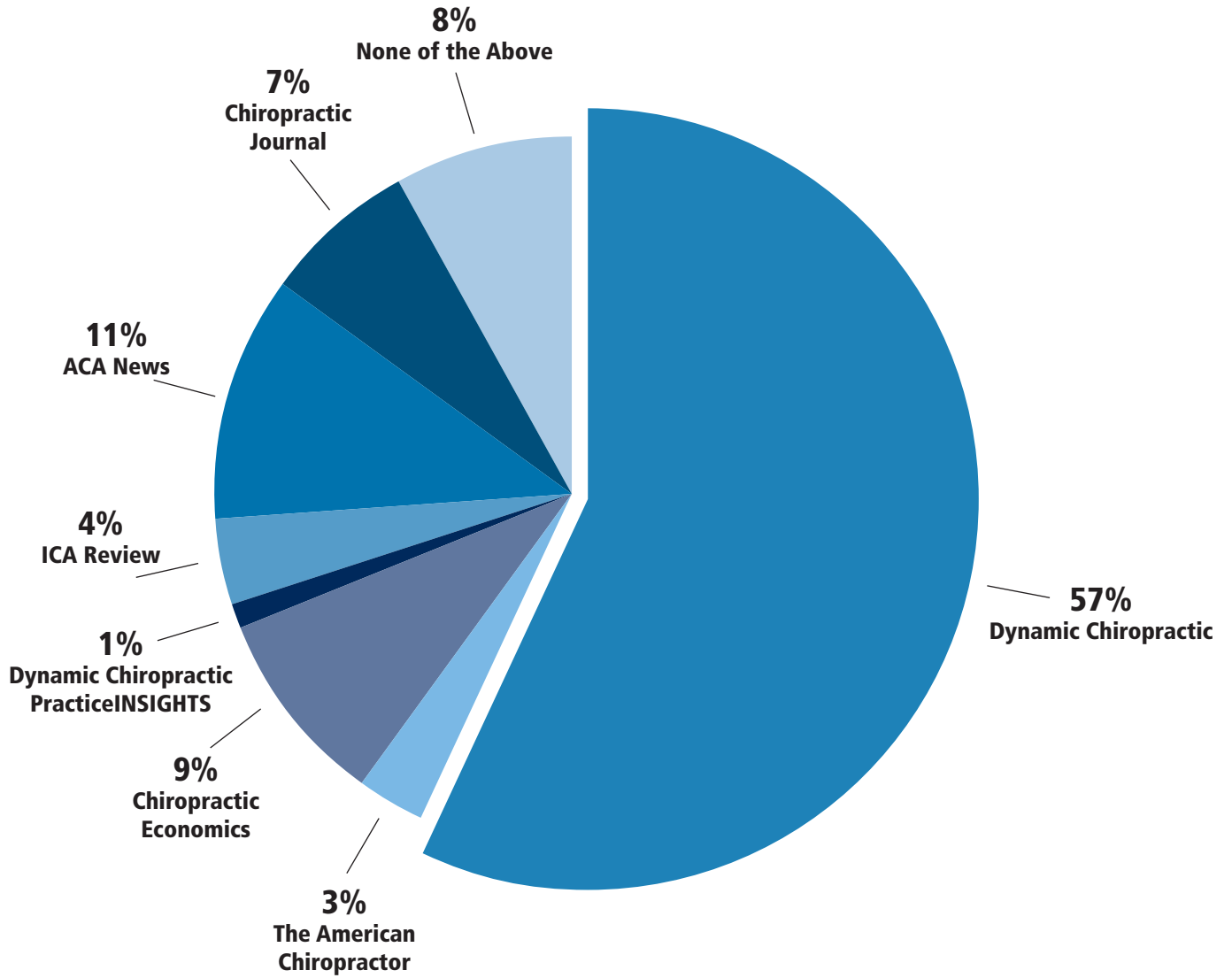
**4. Please check each publication that you rely on to keep you informed about what is happening in chiropractic.**

---



**5. If you could read only ONE of these publications, which ONE would you choose?**

---





**6a. How often do you visit the following publications' websites?**

---

	<b>Often</b>	<b>Sometimes</b>	<b>Seldom</b>	<b>Never</b>
<b>Dynamic Chiropractic/ ChiroWeb.com</b>	13%	27%	28%	32%
<b>ACA News</b>	6%	15%	16%	64%
<b>Chiropractic Economics</b>	3%	11%	19%	67%
<b>Dynamic Chiropractic PracticeINSIGHTS</b>	2%	6%	13%	79%
<b>ICA Review</b>	2%	4%	10%	84%
<b>Chiropractic Journal</b>	2%	9%	14%	74%
<b>The American Chiropractor</b>	1%	6%	15%	77%
<b>DC Product Review</b>	1%	6%	16%	76%



**6b. How often do you visit the following publications' websites?**

---

	<b>Often</b>	<b>Sometimes</b>	<b>Seldom</b>	<b>Never</b>
<b>ICA Review</b>	2%	4%	10%	84%
<b>Dynamic Chiropractic PracticeINSIGHTS</b>	2%	6%	13%	79%
<b>The American Chiropractor</b>	1%	6%	15%	77%
<b>DC Product Review</b>	1%	6%	16%	76%
<b>Chiropractic Journal</b>	2%	9%	14%	74%
<b>Chiropractic Economics</b>	3%	11%	19%	67%
<b>ACA News</b>	6%	15%	16%	64%
<b>Dynamic Chiropractic/ ChiroWeb.com</b>	13%	27%	28%	32%



## 7. How would you rate the importance of each topic for publications to publish?

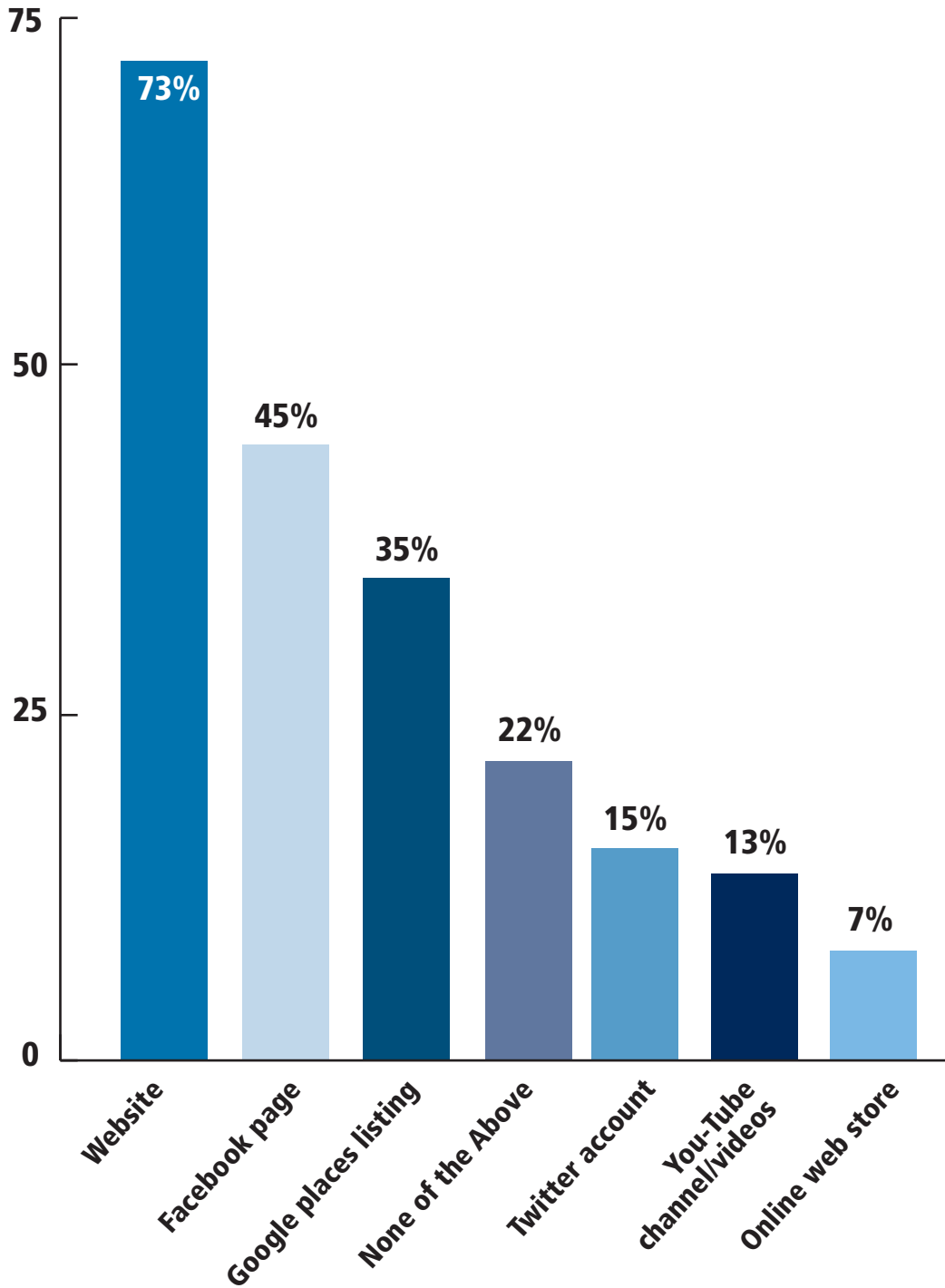
---

	Most Important				Least Important
Clinical/Techniques	34%	30%	22%	9%	5%
General Health News	23%	37%	28%	8%	4%
Business Management	21%	31%	27%	13%	8%
Practice Building	20%	26%	29%	12%	13%
Practice Marketing	17%	27%	31%	14%	11%
Philosophy/Opinion	15%	23%	25%	17%	19%



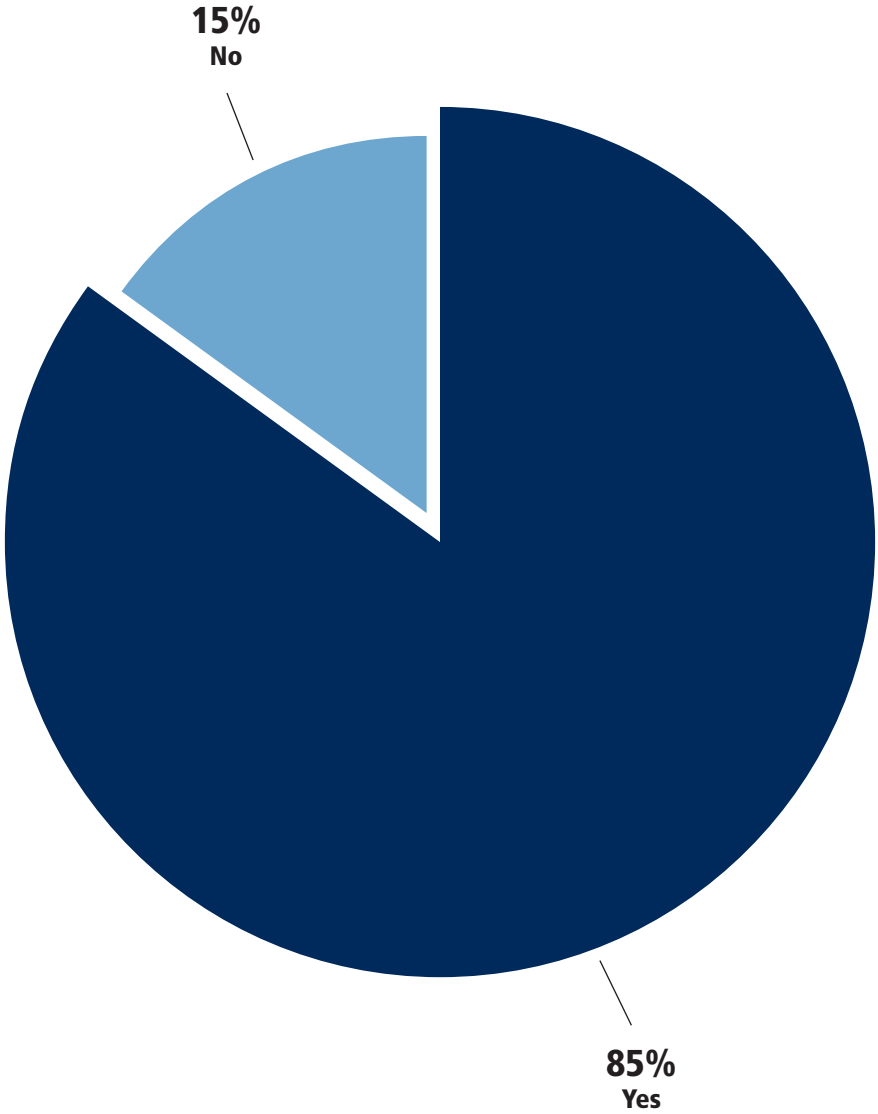
**8. Which of the following do you have for your practice?**  
[Please check all that apply.]

---



**9. Have you made an online purchase for your practice in the past 12 months?**

---



## 10. What is your age?

---

