

# **Chiropractic Video Survey**

## **Executive Summary**

A RESEARCH REPORT BY



# METHODOLOGY

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This survey was initiated on December 13, 2011 by MPA Media, publishers of *Dynamic Chiropractic*, *Massage Today*, *Acupuncture Today* and *Dynamic Chiropractic PracticeINSIGHTS*. The survey was sent to 33,735 doctors of chiropractic (DC). The response rate was .6 percent. Like all online surveys, participants tend to “self-select” based upon their interest in the topic presented.

# DISCUSSION

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This survey was created to establish the habits and opinions of DCs as they relate to their interest level in videos and how they watch videos. The first question asks DCs if they have ever viewed videos on the web. Here, the majority (92 percent) say they have viewed videos on the web. The remaining respondents indicate they do not view videos on the web (4 percent), or that they haven’t, but would if they saw something interesting (4 percent).

When asked to rate their use of certain web information formats, nearly three quarters (72 percent) rated written content the highest, either preferring it or accessing it “often.” Video content was also rated highly (65 percent), followed by eNewsletters (43 percent), webinars (40 percent) and audio content (39 percent).

Next, we asked DCs to describe the level of interest they had for certain types of videos. Here, 78 percent say they have a high interest in instructional videos that show hands-on techniques and more than half (56 percent) have a high interest in demonstration videos that best describe how to use products and brands DCs use in their practice. Half of respondents show a high interest in interviews with leaders of the profession and news reports, while nearly half (48 percent) say 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 on videos of certain types, 69 percent of DCs say that they are willing to spend 10 or more minutes on instructional, hands-on techniques that they are very interested in. Another 55 percent are willing to spend 10 or more minutes on instructional videos about techniques they are curious about. More than two-thirds (69 percent) are willing to spend five to 10 minutes watching videos on interviews with leaders in the chiropractic profession and nearly half (49 percent) are willing to spend five to 10 minutes watching videos on demonstrations of products they are curious about. More than half are willing to spend three to five minutes watching videos of demonstrations of products they are curious about (59 percent) and videos of news reports (58 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, 24 percent only watch high quality videos and 11 percent don't care much about web video production.

Next, we asked DC how often they use other electronic devices besides their desktop computer when accessing the web to watch video. Here, nearly three-quarters (73 percent) say they frequently or sometimes use a laptop computer, followed by a tablet computer (33 percent) and a smart phone (32 percent).

In determining the demographic of our respondents, 39 percent say they have been in practice 25 years or more, followed by 20 to 24 years (22 percent), five to nine years (13 percent), 10 to 14 years (12 percent), 15 to 19 years (10 percent) and less than five years (4 percent).

A third of our respondents say they are between the ages of 45 and 54, followed by 55-64 (30 percent) 35-44 (21 percent), 65 or over (8 percent) and 25-34 (7 percent).

## **CONCLUSION**

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Overall, it appears that most DCs have viewed videos on the web. In fact, nearly two-thirds (65 percent) say that they prefer or often use video content as a way to obtain web information.

Most DCs (78 percent) indicate that they have a high interest in instructional videos that show hands-on techniques and another 69 percent will spend 10 or more minutes watching this type of video if it is a technique they are very interested in. Two thirds are willing to spend at least five minutes watching videos on demonstration of products they are very interested in and interviews with leaders in the chiropractic profession.

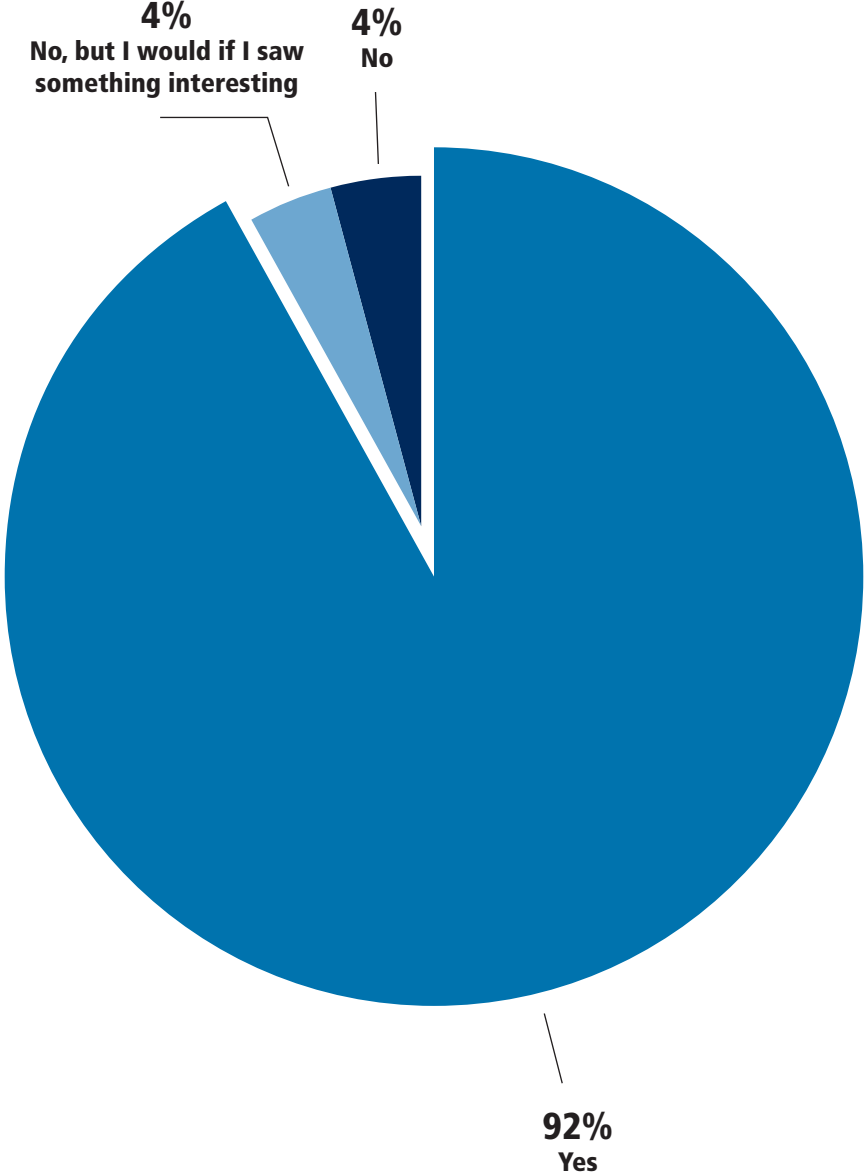
DCs who responded to this survey appear to care about the quality of a video. Only 11 percent of respondents say they don't care much about web video production quality. The remaining respondents only watch if the video quality is high or okay.

The information in this survey should be used to better understand how DCs 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?**

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

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	Preferred	Often	Sometimes	Seldom	Never
Video content	33%	32%	22%	7%	6%
Written content	22%	50%	20%	4%	4%
Webinars	21%	19%	24%	19%	17%
eNewsletters	11%	32%	37%	15%	5%
Audio content	9%	30%	34%	19%	8%



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

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	<b>High interest</b>				<b>Low interest</b>
<b>Instructional videos that show hands-on techniques</b>	54%	24%	12%	3%	6%
<b>Demonstration videos that best describe how to use products and brands you use in practice</b>	28%	28%	24%	10%	10%
<b>Instructional videos on practice management and finance</b>	23%	25%	22%	17%	14%
<b>Interviews with leaders of the professions</b>	20%	30%	28%	14%	8%
<b>News reports</b>	17%	33%	34%	10%	6%



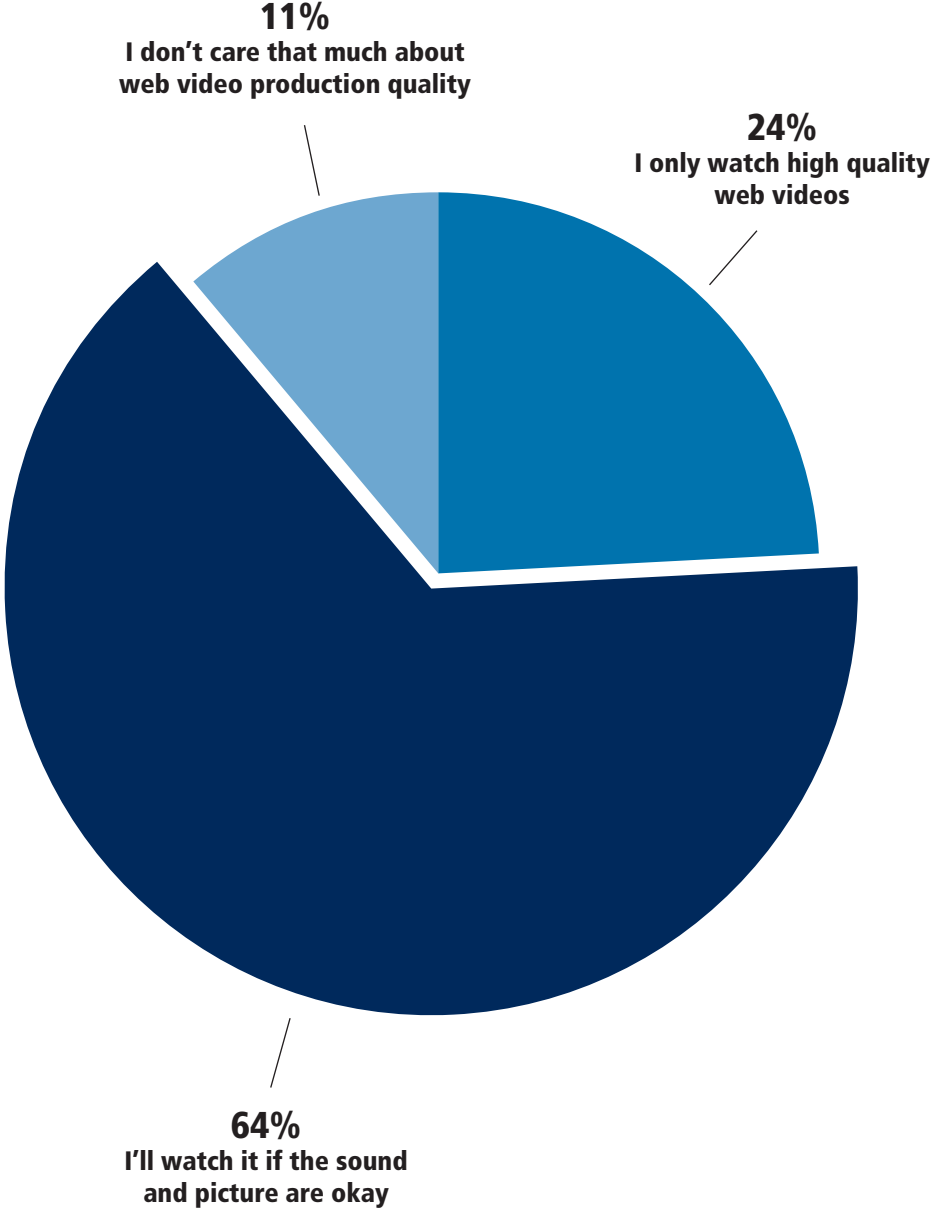
**4. What is the maximum amount of time that you are typically willing to spend on videos of the following types?  
(Select number of minutes: 1,3, 5, 10, more than 10)**

	<b>1 minute</b>	<b>3 minutes</b>	<b>5 minutes</b>	<b>10 minutes</b>	<b>More than 10 minutes</b>
<b>Instructional, hands-on techniques I'm very interested in</b>	6%	9%	16%	20%	49%
<b>Instructional, about techniques I'm curious about</b>	7%	17%	22%	27%	28%
<b>Interviews with leaders of the profession</b>	18%	15%	27%	22%	18%
<b>Demonstrations of products I'm very interested in</b>	9%	24%	26%	23%	17%
<b>Demonstrations of products I'm curious about</b>	17%	35%	24%	13%	10%
<b>News reports</b>	23%	26%	32%	10%	8%



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

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

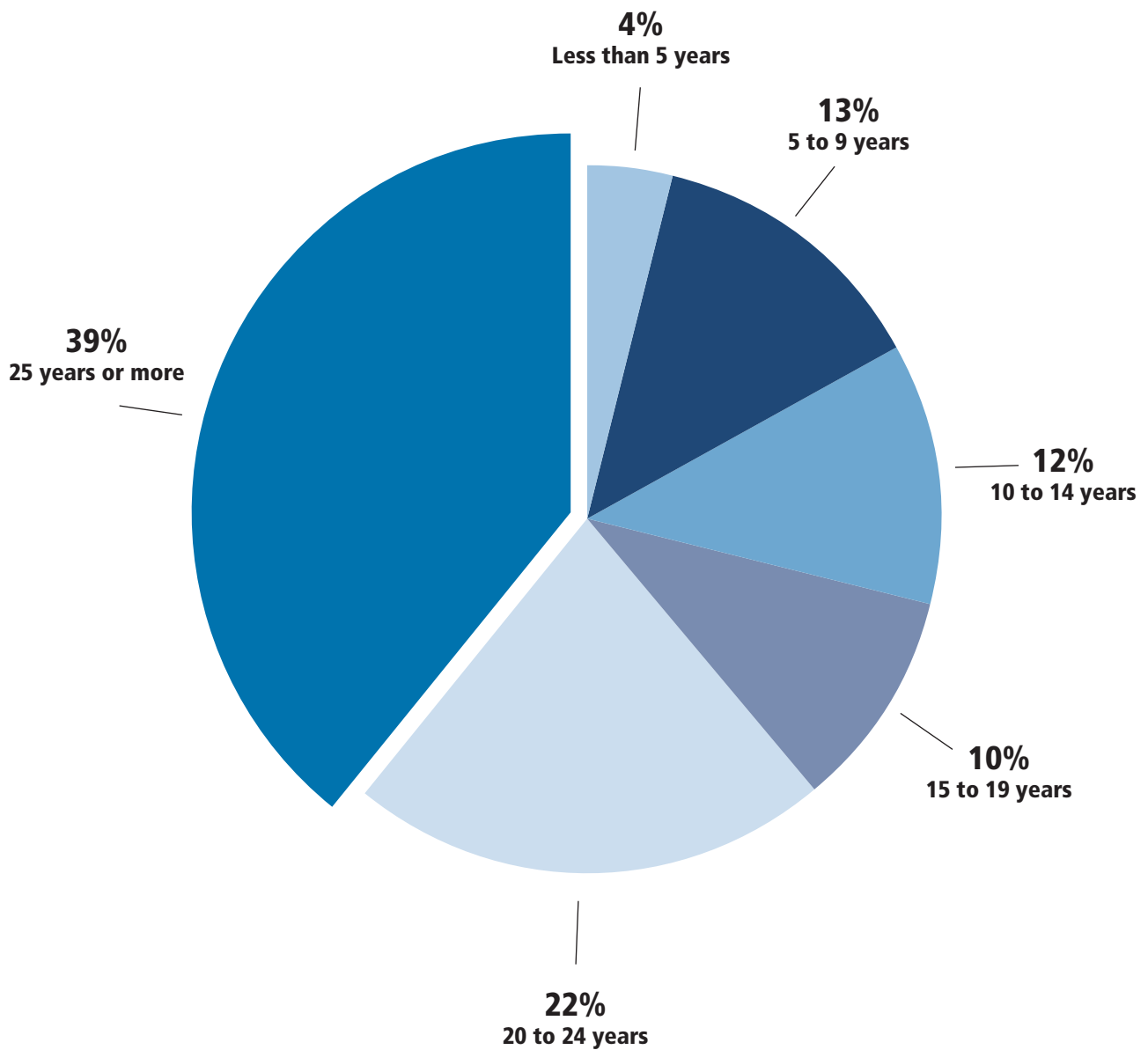
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	<b>Frequently</b>	<b>Sometimes</b>	<b>Rarely</b>	<b>Never</b>	<b>N/A</b>
<b>Laptop computer</b>	55%	18%	10%	11%	5%
<b>Tablet computer</b>	23%	10%	9%	22%	36%
<b>Smart phone</b>	16%	16%	17%	24%	27%



## 7. How long have you been in practice?

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**8. What is your age?**

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