

[IMAGE]

National Survey of Chiropractic Publications

December 2005

Summary of Results

Of the eight publications studied, *Dynamic Chiropractic* is personally received by the largest number of respondents (82.9%). A majority also receive *Chiropractic Economics* (66.3%) and *Chiropractic Products* (59.0%). Less than one-half receive *Chiropractic Journal* (43.3%), *ACA News* (40.5%), *The American Chiropractor* (34.9%), *Today's Chiropractic LifeStyle* (21.0%) and *ICA – The Chiropractic Choice* (16.6%).

Publications Personally Received

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Over one-half of respondents (57.4%) are regular readers of *Dynamic Chiropractic* who have read at least three of the last four issues. Two-fifths are regular readers of *Chiropractic Economics* (40.2%) and smaller numbers regularly read the other six publications.

Percentage Who Are Regular Readers

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Nearly one-half of the doctors of chiropractic surveyed (48.7%) have seen an advertisement in one of these publications for a product or service that they have purchased in the past 12 months with the largest number having seen such an ad in *Dynamic Chiropractic* (31.4%), *Chiropractic Economics* (22.8%), and *Chiropractic Products* (20.0%).

A majority of all respondents (54.9%) are thorough readers of *Dynamic Chiropractic* who read half or more of a typical issue of the publication. Over one-third are thorough readers of *Chiropractic Economics* (36.8%), and the other six publications are read thoroughly by smaller numbers.

When asked to select a single publication, if only one could be read, the largest number of readers (38.2%) chose *Dynamic Chiropractic*.

Preferred Publication if Only One Could Be Read

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More than one-fourth of respondents (27.8%) have visited *Dynamic Chiropractic's* Web site in the past 12 months, while *Chiropractic Economics* and *ACA News* were both visited by 12.1%. No other publication's Web site had been visited by more than 8%.

In the past 12 months, 15.9% have read an article on the *Dynamic Chiropractic* Web site, while few respondents read an article on any of the other publications' Web sites.

Internet Usage

Nine out of ten of the doctors of chiropractic surveyed (90.8%) have an e-mail address.

Over one-third of their practices (36.9%) have their own Web site.

More than four-fifths (83.1%) have ever purchased a product or service online with 94.9% of these respondents having made an online purchase in the past 12 months.

Online Purchases

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Two-thirds of those responding (65.9%) have made an online purchase for their practice, with 91.8% of this group doing so within the past 12 months. Web sites most frequently used for these purchases were ebay.com, scrip-inc.com, staples.com and medicalartspress.com.

Demographic Characteristics

Virtually all respondents (99.8%) are currently practicing doctors of chiropractic with the average length of time in practice being 18.3 years.

Number of Years as a Practicing Doctor of Chiropractic

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The average age of all respondents is 46.3 years.

More than three fourths of those responding (78.9%) describe their practice as a single DC, 16.0% are a multiple DC and 5.1% are multidisciplinary.

[IMAGE]

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