

Readership Survey
of the
Chiropractic Market

Conducted by
Lewis & Clark

September 2010

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This report was prepared by Lewis Copulsky and Benjamin Copulsky. All material © 2010 by The Doyle Group.

Introduction

- Purpose

This survey was conducted by Lewis&Clark, an independent research organization. Its purpose was to learn about readership of professional publications in the chiropractic community. The magazines included:

- *ACA News*
- *American Chiropractic*
- *Chiropractic Economics*
- *DC Products Review*
- *Dynamic Chiropractic*
- *ICA the Chiropractic Choice*
- *Practice Insights*
- *Today's Chiropractic Lifestyle*
- *WCA Journal*

- Methodology

Email invitations to participate in an online survey were sent on June 22, 2010, to a total of 25,000 practicing doctors of chiropractic. An opportunity to enter a drawing for an Apple iPad was offered as an incentive to participate. Survey distribution and collection was handled by Lewis&Clark, and the survey sponsor was not identified in any of the materials distributed. Magazines were listed in alphabetical order to prevent bias.

A total of 703 usable returns were received by the July 28, 2010 cut-off date. The margin of error for percentages based on 703 responses is within $\pm 4\%$ at the 95% confidence level.

This survey was conducted in accordance with accepted research standards and practices.

- About Lewis&Clark

Lewis&Clark is an independent research firm founded in 1983. Serving a national clientele consisting chiefly of magazine publishers and associations, Lewis&Clark specializes in providing high quality quantitative and qualitative research, via focus groups, mail, telephone, and online based methodologies.

Clients have included Goodman Media Group, Lebhar-Friedman, Oxford University Press, Reed Business Information, and United Business Media.

Key Survey Findings

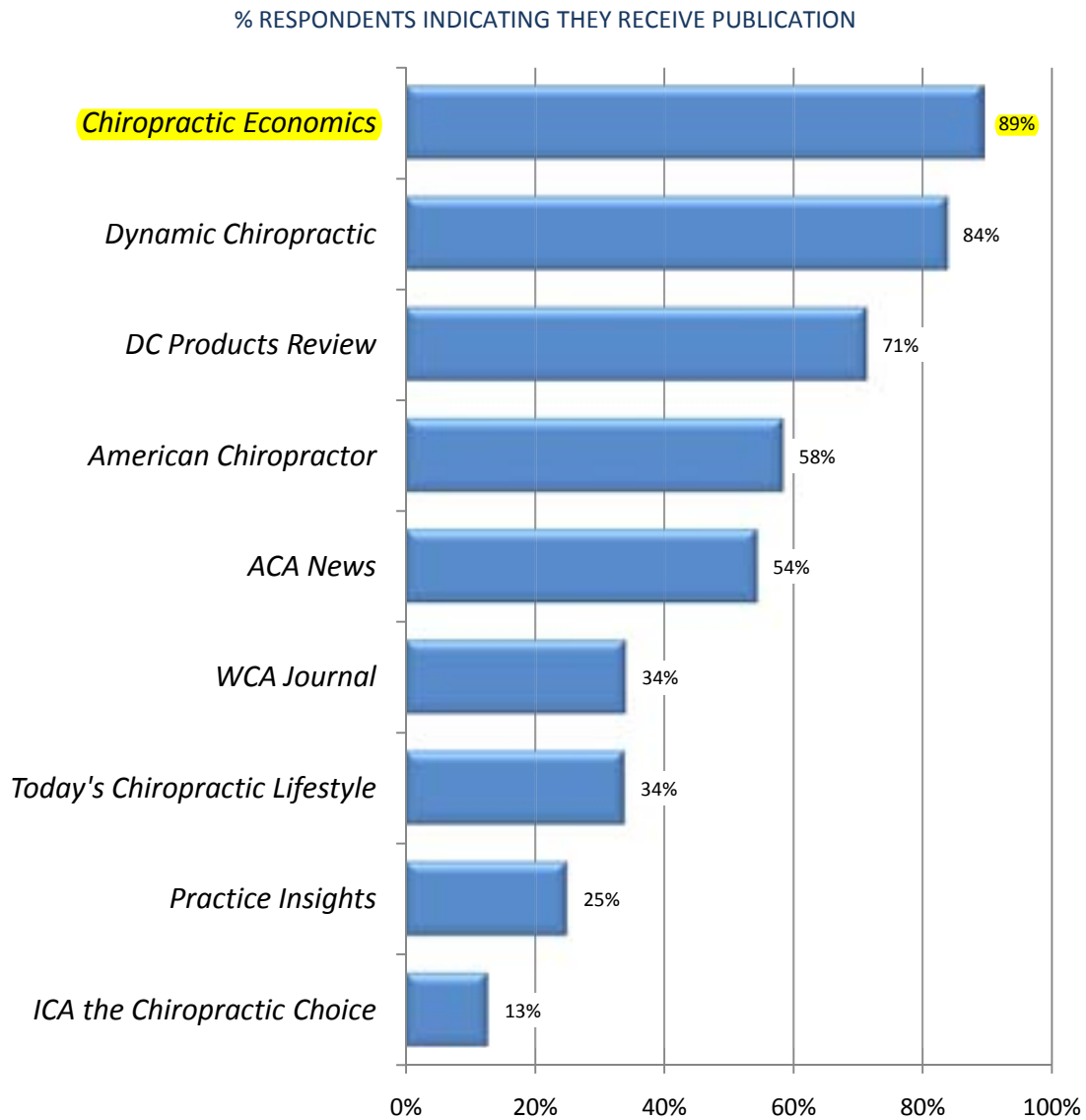
Survey respondents value *Chiropractic Economics* more than the other publications studied in a wide variety of areas.

- More survey respondents receive *Chiropractic Economics* than any other publication studied. (PAGE 4)
- *Chiropractic Economics* is the most read of any publication. (PAGE 5)
- *Chiropractic Economics* readers more frequently contact a dealer, supplier, or sales rep. (PAGE 8)
- Survey respondents more frequently purchase or recommend a product they see in *Chiropractic Economics*. (PAGE 8)
- Survey respondents say *Chiropractic Economics* has the highest quality appearance. (PAGE 9)
- Survey respondents are influenced most by *Chiropractic Economics* in making their purchasing decisions. (PAGE 9)
- Survey respondents find *Chiropractic Economics* the most useful for better managing their practice. (PAGE 9)
- Survey respondents say *Chiropractic Economics* offers the best marketing ideas. (PAGE 9)
- Survey respondents trust *Chiropractic Economics* the most for information about:
 - Attracting more patients. (PAGE 10)
 - Financial planning. (PAGE 10)
 - Making practice more profitable. (PAGE 10)
- *Chiropractic Economics* readers use *Chiropractic Economics* as a continuing resource for information about:
 - Comparative salary / expense data. (PAGE 11)
 - Consulting services. (PAGE 11)
 - Financial planning. (PAGE 11)
 - Insurance. (PAGE 11)
 - Software. (PAGE 12)
- Survey respondents are most likely to turn to *Chiropractic Economics*' website (chiroeco.com) for information on practice management. (PAGE 13)
- Survey respondents are most likely to turn to *Chiropractic Economics*' website (chiroeco.com) for information about:
 - Attracting more patients. (PAGE 14)
 - Comparative salary / expense data. (PAGE 14)
 - Consulting services. (PAGE 14)
 - Financial planning. (PAGE 14)
 - Making practice more profitable. (PAGE 14)
 - Managing and motivating employees. (PAGE 14)
 - Marketing tips. (PAGE 14)
 - Retaining more patients. (PAGE 14)

Summary of Selected Findings

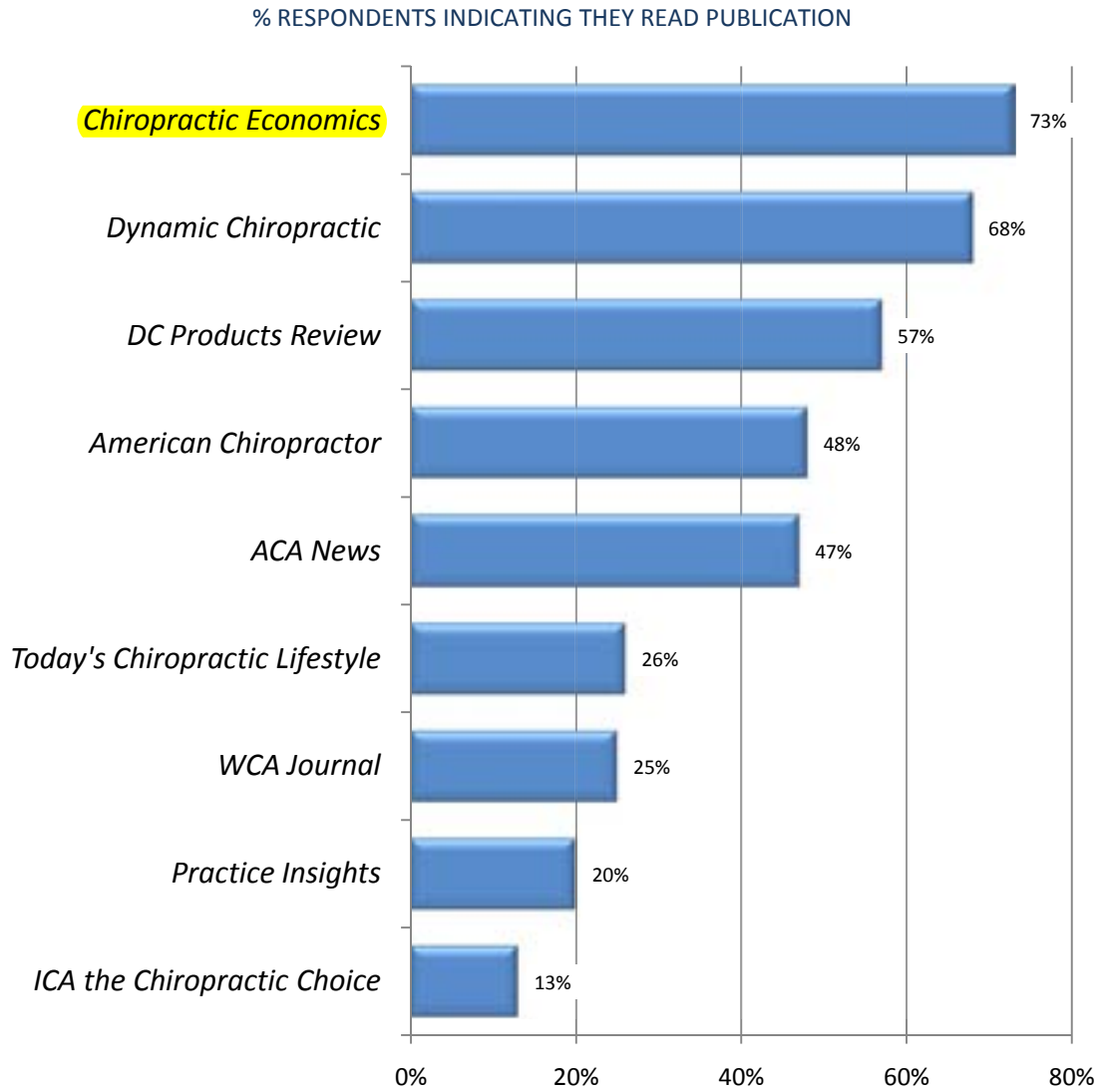
- Publications Received

After *Chiropractic Economics*, the publications most likely to be received by respondents are *Dynamic Chiropractic* (84%) and *DC Products Review* (71%).



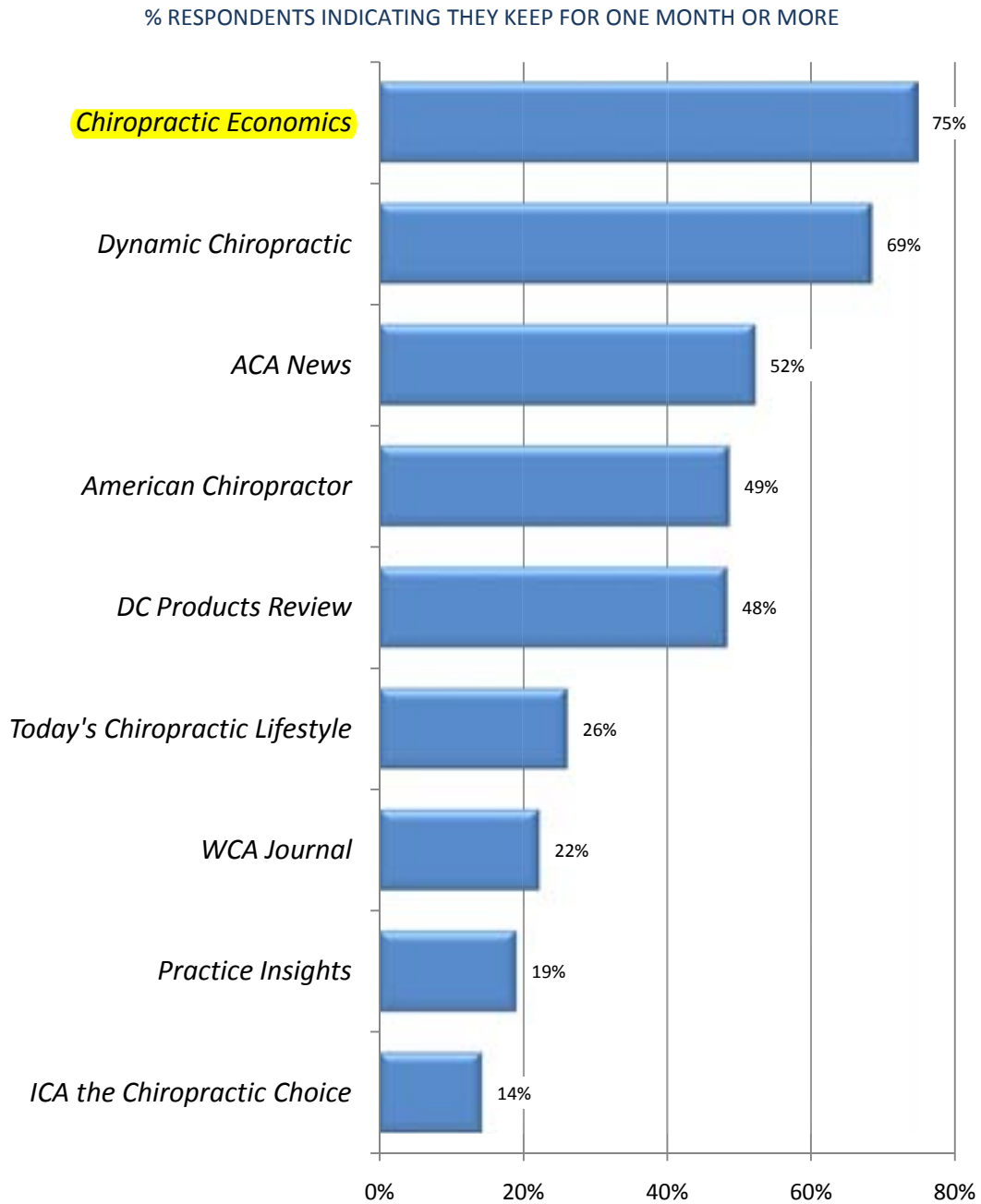
- Reading Issue

Chiropractic Economics is the **most read** publication of all those studied.



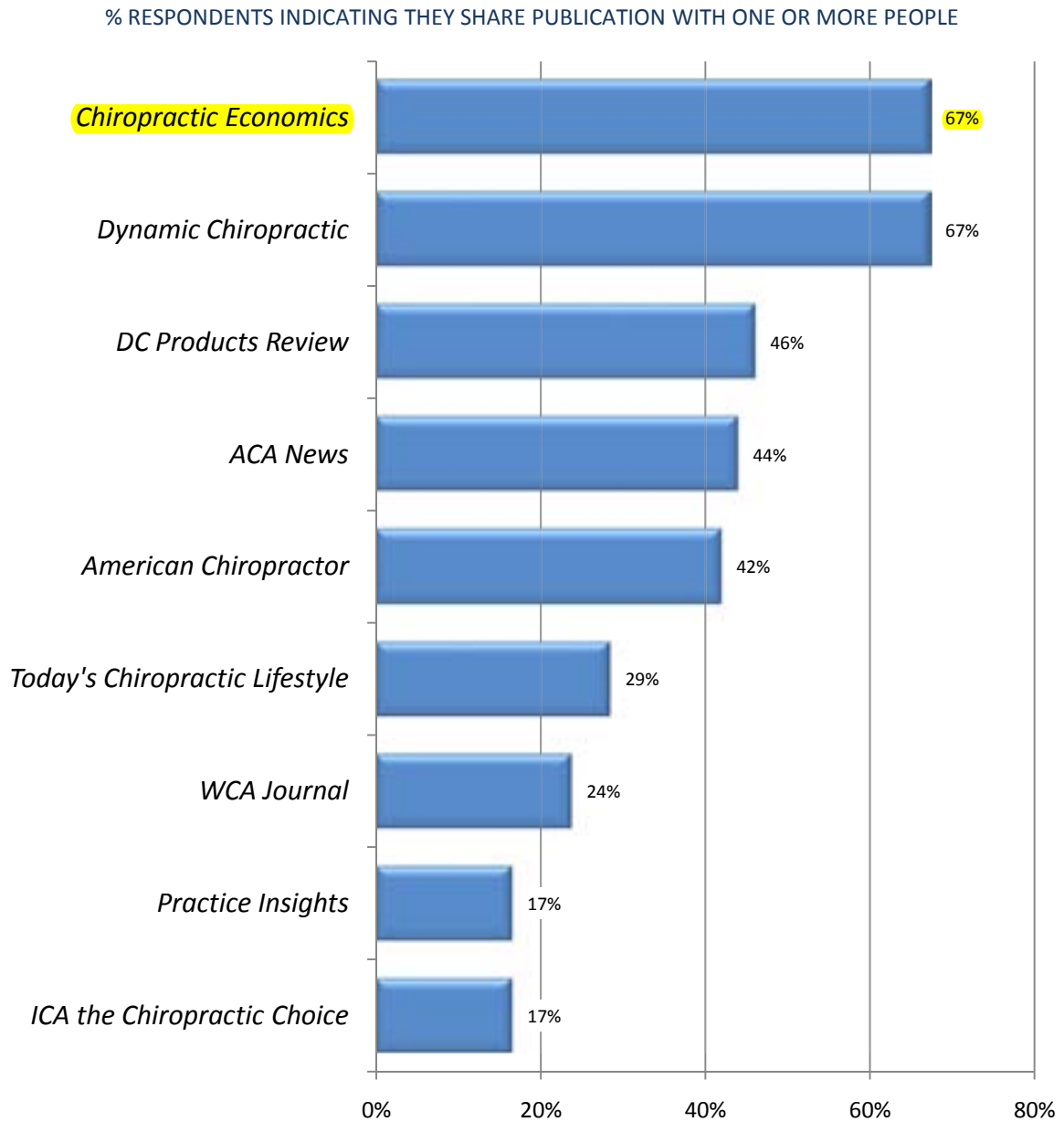
- Retaining Issue

Respondents are more likely to **keep their issue** of *Chiropractic Economics* for over a month compared to other publications studied.



- Additional Readers

Respondents are more likely to **share their issue** of *Chiropractic Economics* compared to other publications studied.



• Actions Taken Based on **Reading Advertisements**

Compared to readers of other publications, *Chiropractic Economics* readers are most likely, after reading an advertisement . . .

- to have **contacted a dealer, supplier, or rep** (54%), and/or
- **purchased/ordered a product/service** (51%).

% OF RESPONDENTS TAKING SPECIFIED ACTION

	Contacted dealer, supplier, or sales rep	Purchased/ordered a product/service
<i>ACA News</i>	16%	17%
<i>American Chiropractor</i>	15%	14%
<i>Chiropractic Economics</i>	54%	51%
<i>DC Products Review</i>	39%	34%
<i>Dynamic Chiropractic</i>	50%	45%
<i>ICA the Chiropractic Choice</i>	5%	5%
<i>Practice Insights</i>	8%	5%
<i>Today's Chiropractic Lifestyle</i>	6%	5%
<i>WCA Journal</i>	7%	7%

• Comparing Publications – **Quality, Influence, Utility**

Compared to readers of other publications, *Chiropractic Economics* readers are most likely to say that *Chiropractic Economics* . . .

- has the highest quality appearance (36%),
- **influences their purchasing decision most (33%),**
- is most useful for better managing their practice (37%), and/or
- offers the best marketing ideas (49%).

% OF RESPONDENTS CHOOSING PUBLICATION AS BEST IN LISTED CATEGORY

	Has the highest quality appearance	Influences your purchasing decision most	Is the most useful to me for better managing my practice	Offers best marketing ideas
<i>ACA News</i>	17%	9%	15%	6%
<i>American Chiropractor</i>	17%	3%	7%	4%
<i>Chiropractic Economics</i>	36%	33%	37%	49%
<i>DC Products Review</i>	5%	19%	2%	3%
<i>Dynamic Chiropractic</i>	6%	26%	27%	22%
<i>ICA the Chiropractic Choice</i>	1%	2%	2%	2%
<i>Practice Insights</i>	1%	1%	3%	4%
<i>Today's Chiropractic Lifestyle</i>	16%	3%	4%	6%
<i>WCA Journal</i>	1%	4%	5%	5%

• Comparing Publications – **Credibility and Reliability**

Compared to readers of other publications, *Chiropractic Economics* readers are most likely to trust *Chiropractic Economics* for information about . . .

- **attracting more patients** (39%),
- financial planning (59%), and/or
- **making practice more profitable** (55%).

% OF RESPONDENTS CHOOSING PUBLICATION AS MOST RELIABLE FOR LISTED TOPIC

	Attracting more patients	Financial planning	Making practice more profitable
<i>ACA News</i>	10%	9%	7%
<i>American Chiropractor</i>	7%	5%	4%
<i>Chiropractic Economics</i>	39%	59%	55%
<i>DC Products Review</i>	1%	1%	4%
<i>Dynamic Chiropractic</i>	25%	16%	20%
<i>ICA the Chiropractic Choice</i>	2%	0%	1%
<i>Practice Insights</i>	4%	1%	1%
<i>Today's Chiropractic Lifestyle</i>	6%	4%	3%
<i>WCA Journal</i>	7%	4%	4%

• Comparing Publications – **Usefulness as Resource**

Compared to readers of other publications, *Chiropractic Economics* readers are most likely to use *Chiropractic Economics* as a continuing resource for information about . . .

- comparative salary / expense data (72%),
- consulting services (47%),
- financial planning (63%),
- insurance (36%), and/or
- software (39%).

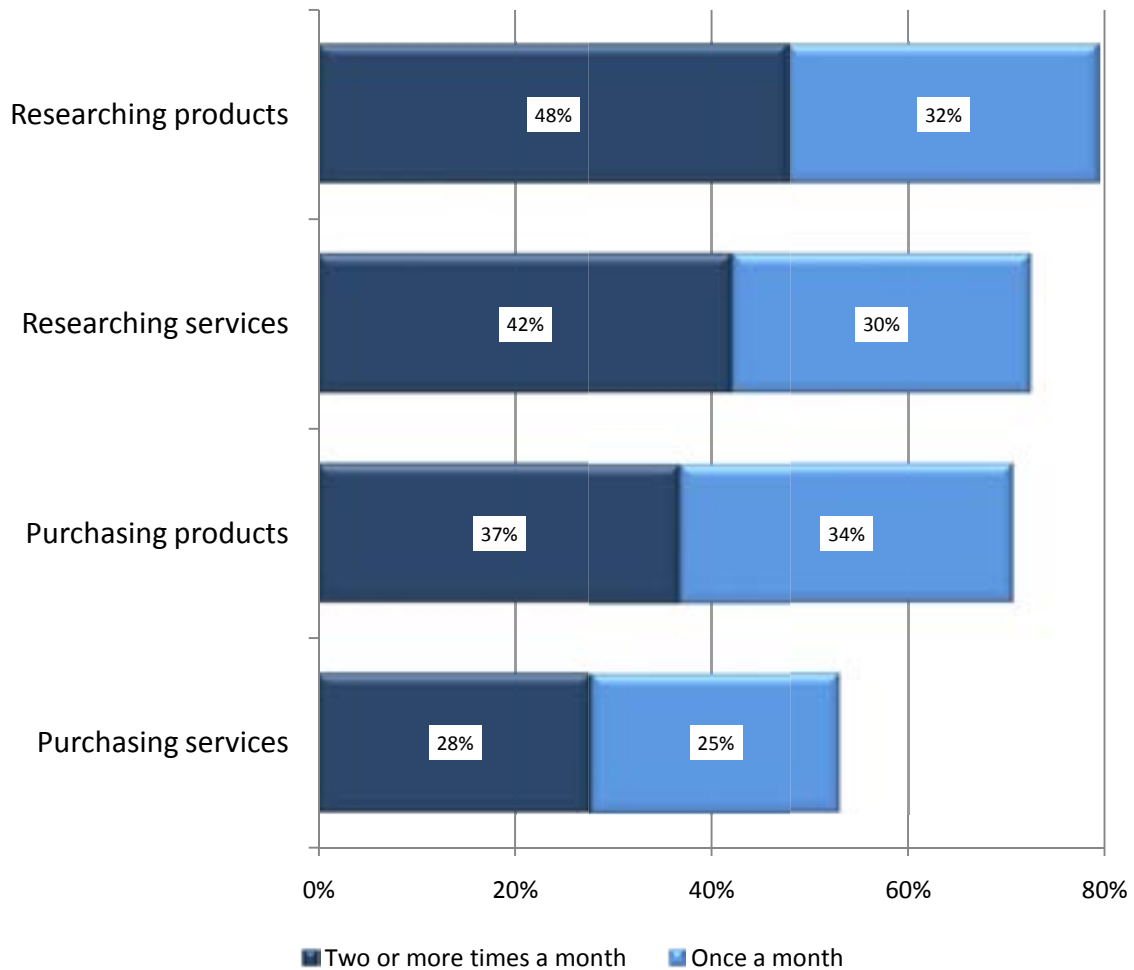
% OF RESPONDENTS CHOOSING PUBLICATION AS MOST USEFUL RESOURCE FOR LISTED TOPIC

	Comparative salary / expense data	Consulting services	Financial planning	Insurance	Software
<i>ACA News</i>	7%	7%	8%	26%	5%
<i>American Chiropractor</i>	2%	6%	6%	6%	4%
<i>Chiropractic Economics</i>	72%	47%	63%	36%	39%
<i>DC Products Review</i>	2%	7%	1%	2%	23%
<i>Dynamic Chiropractic</i>	14%	24%	15%	21%	24%
<i>ICA the Chiropractic Choice</i>	0%	0%	0%	4%	1%
<i>Practice Insights</i>	0%	1%	2%	1%	1%
<i>Today's Chiropractic Lifestyle</i>	1%	1%	2%	1%	1%
<i>WCA Journal</i>	2%	6%	2%	4%	3%

- Using the Internet For Researching and Purchasing Products and Services

A majority of respondents (97%) have used the Internet to research or purchase products or services for use in their practice. One-half or more of respondents purchase a product (71%) or service (53%) at least once a month.

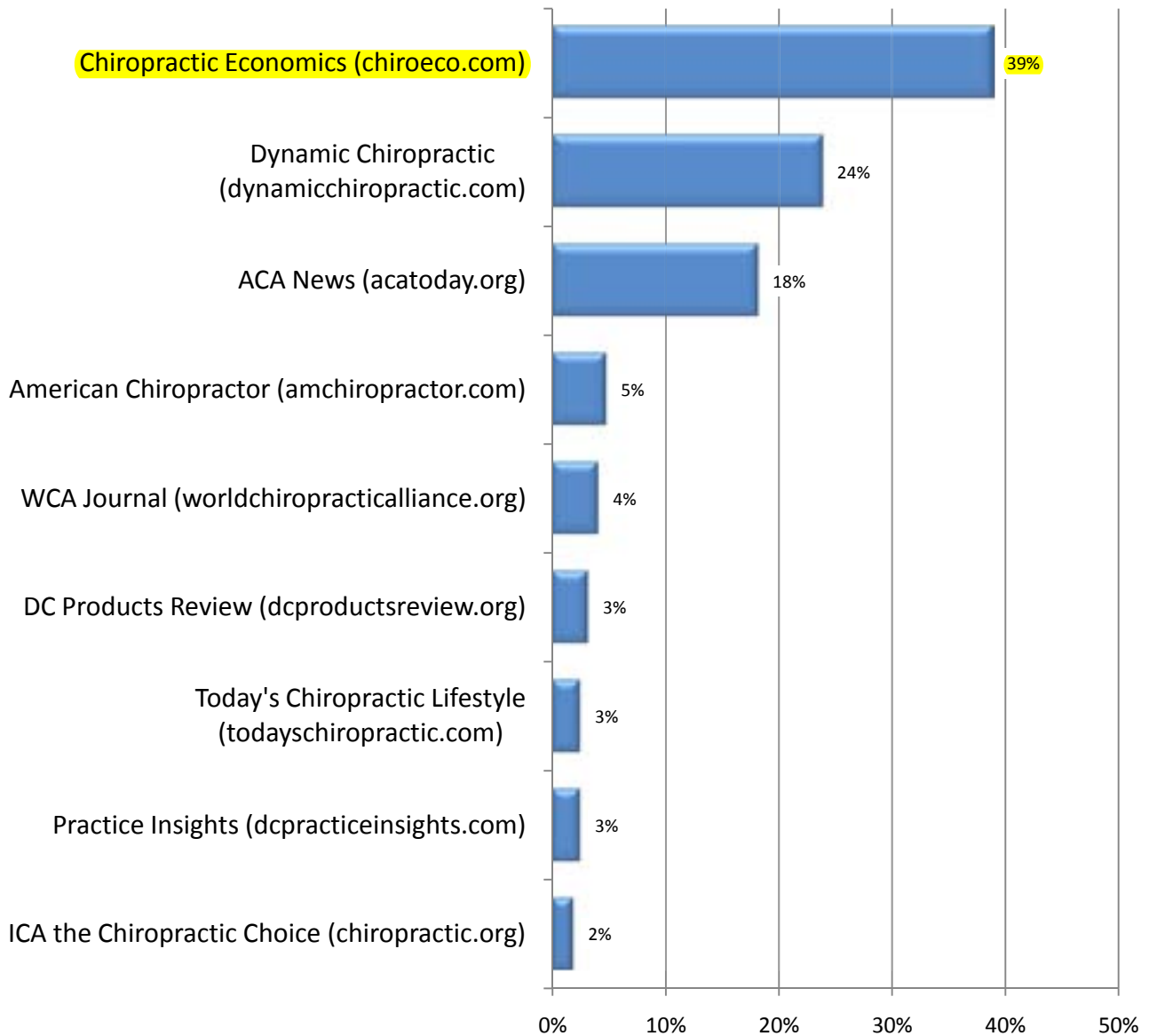
% OF RESPONDENTS ENGAGING IN ONLINE ACTIVITY AT LEAST ONCE A MONTH



- **Using the Internet** For Information on Building and Managing Practice

Respondents are most likely (39%) to turn to *Chiropractic Economics*' website (chiroeco.com) for information on practice management.

% RESPONDENTS INDICATING WEB SITE HAS MOST USEFUL INFO FOR PRACTICE MANAGEMENT



• **Comparing Publication Web Sites**

Compared to readers of other publications, *Chiropractic Economics* readers are **most likely to use *Chiropractic Economics*' website** for information on all listed topics, which were . . .

- attracting more patients (44%),
- comparative salary / expense data (73%),
- consulting services (43%),
- financial planning (58%),
- making practice more profitable (55%),
- managing & motivating employees (50%),
- marketing tips (51%), and/or
- retaining more patients (42%).

% OF RESPONDENTS ACCESSING WEBSITE FOR INFORMATION ON LISTED TOPIC

	Attracting more patients	Comparative salary/expense data	Consulting services	Financial planning
<i>ACA News</i>	11%	6%	6%	9%
<i>American Chiropractor</i>	9%	3%	6%	4%
<i>Chiropractic Economics</i>	44%	73%	43%	58%
<i>DC Products Review</i>	1%	1%	6%	3%
<i>Dynamic Chiropractic</i>	24%	15%	30%	19%
<i>ICA the Chiropractic Choice</i>	1%	1%	0%	0%
<i>Practice Insights</i>	3%	1%	1%	1%
<i>Today's Chiropractic Lifestyle</i>	2%	1%	0%	3%
<i>WCA Journal</i>	7%	1%	7%	3%

	Making practice more profitable	Managing and motivating employees	Marketing tips	Retaining more patients
<i>ACA News</i>	7%	10%	8%	8%
<i>American Chiropractor</i>	7%	9%	7%	5%
<i>Chiropractic Economics</i>	55%	50%	51%	42%
<i>DC Products Review</i>	1%	1%	2%	2%
<i>Dynamic Chiropractic</i>	19%	18%	20%	28%
<i>ICA the Chiropractic Choice</i>	1%	1%	2%	1%
<i>Practice Insights</i>	3%	4%	3%	5%
<i>Today's Chiropractic Lifestyle</i>	2%	1%	2%	3%
<i>WCA Journal</i>	5%	5%	5%	5%

- Purchasing Plans**

Respondents plan to purchase a variety of products for their practice in the next twelve months.

