

Reaching the Chiropractic Marketplace

2016 Media Survey

Introduction

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 Chiropractor*
- *Chiropractic Economics*
- *Chiropractic Products*
- *Dynamic Chiropractic*
- *Practice Insights*

Methodology

Email invitations to participate in an online survey were sent on December 29, 2015, to a total of 10,932 practicing doctors of chiropractic. Follow-up emails were sent on January 3, 2016 and January 5, 2016. An opportunity to enter a drawing for a GoPro Hero+ action camera 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 514 usable returns were received by the January 7, 2016 cut-off date. The margin of error for percentages based on 514 responses is within $\pm 4.2\%$ 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.

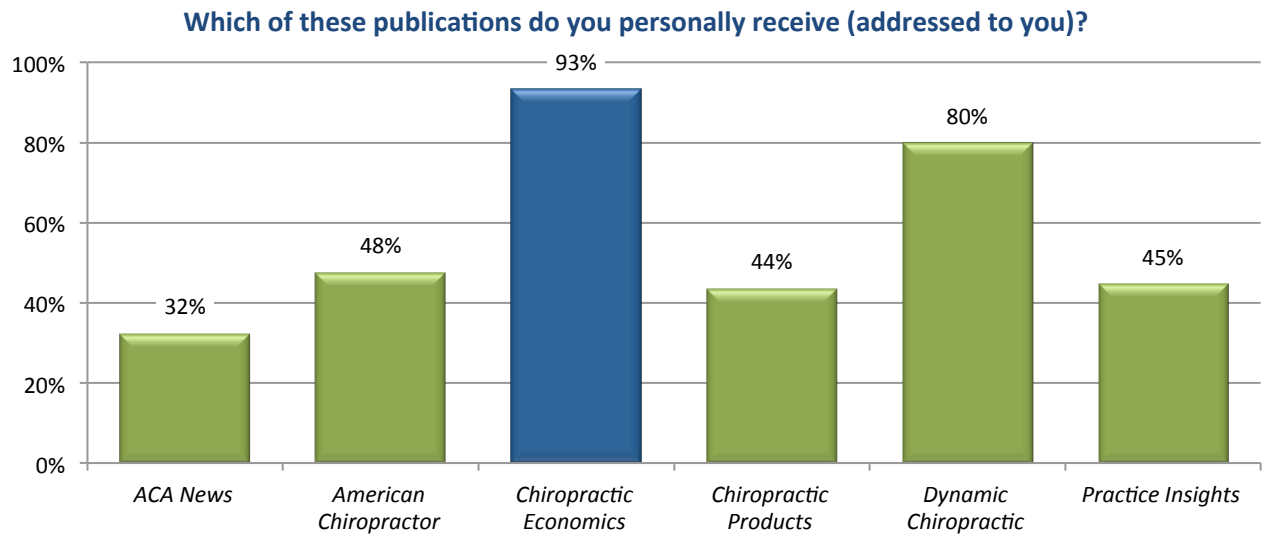
Clients have included Goodman Media Group, Lebhar-Friedman, Oxford University Press, Reed Business Information, and United Business Media.

This report was prepared by Lewis Copulsky, Principal, Lewis&Clark.

Summary of Selected Findings

Chiropractic Publications Received

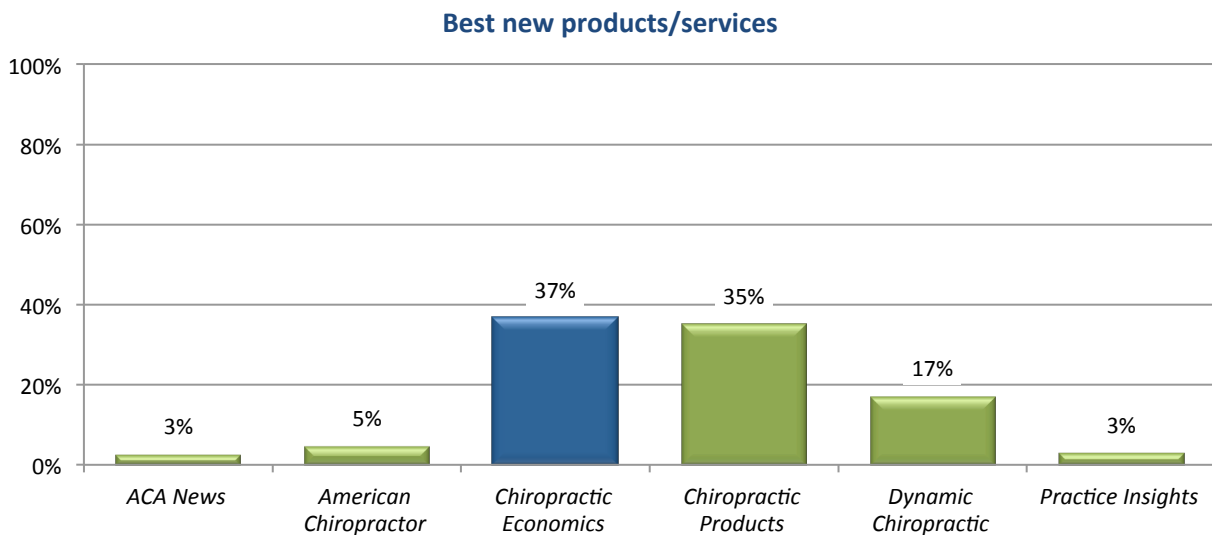
Nearly all respondents (93%) receive *Chiropractic Economics* addressed personally to them, compared to the next most frequently received publication, *Dynamic Chiropractic* (80%).



Comparing Publications –Marketing Ideas, New Products/Services, Influence on Purchasing

Respondents are most likely to say that *Chiropractic Economics* offers the best marketing ideas (49%) and has the best information on new products and services (37%), as compared to other publications studied.

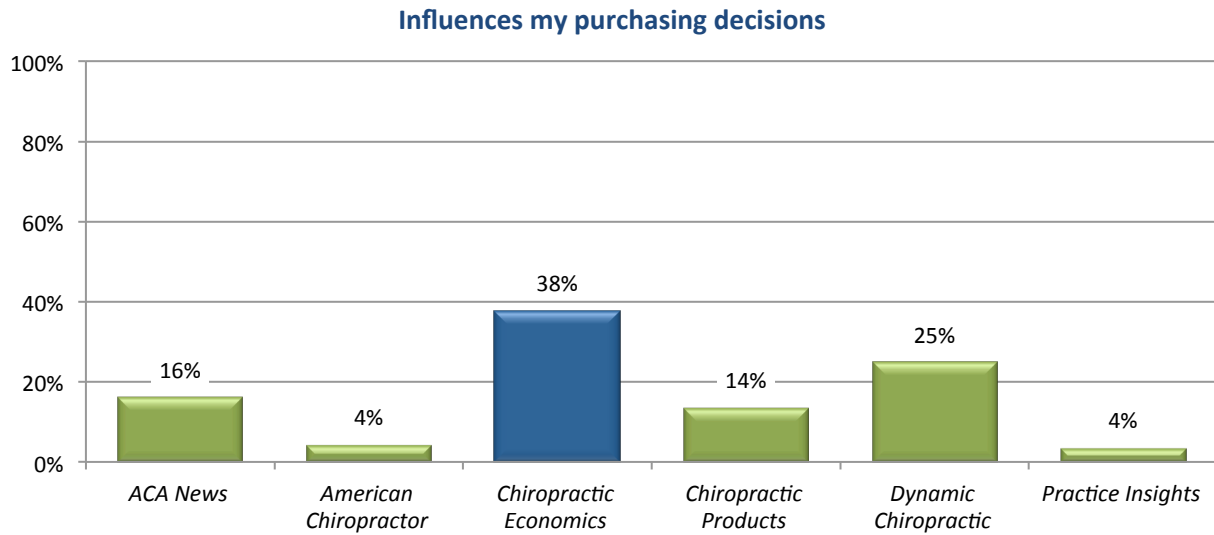
Which one of these publications is best described by each of the following statements?



Comparing Publications –Marketing Ideas, New Products/Services, Influence on Purchasing

Respondents are most likely to say that *Chiropractic Economics* has the most influence on their purchasing decisions (38%), as compared to other publications studied.

Which one of these publications is best described by each of the following statements?

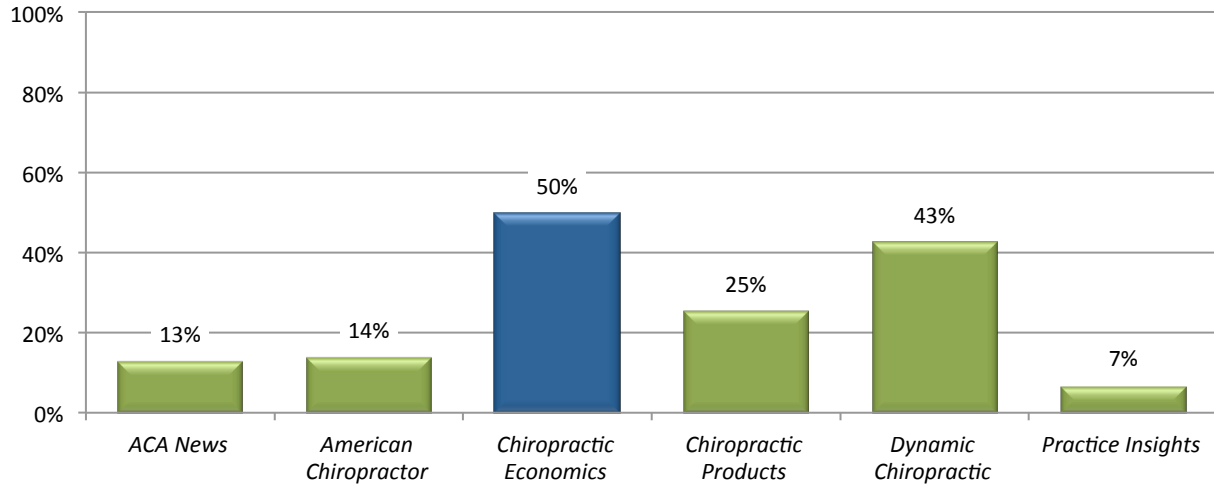


Comparing Publications – Response to Advertisements

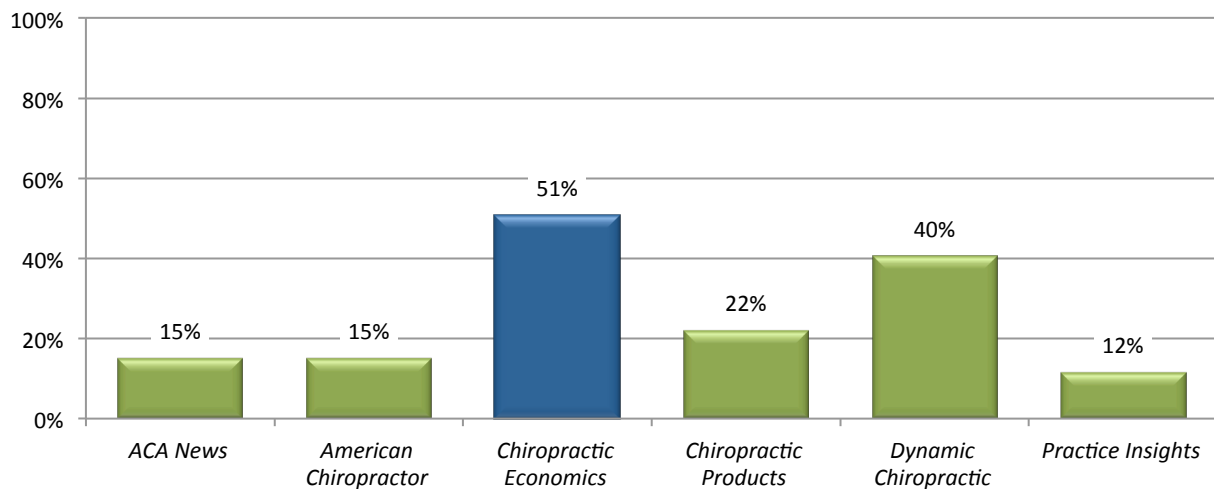
Respondents are most likely to say that reading the advertisements in *Chiropractic Economics* led them to inquire about an advertised product or service (50%) or visit an advertiser’s Web site (51%), as compared to other publications studied.

In the last 12 months, what actions have you taken as a result of reading advertisements in each of the following publications?

Inquired about an advertised product or service



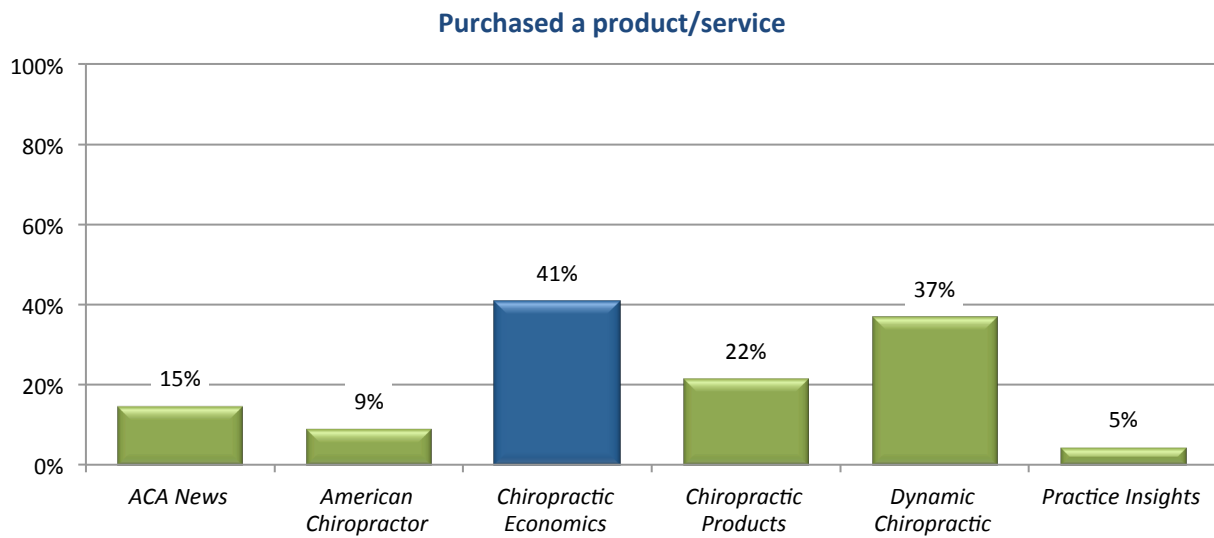
Visited an advertisers' Web site



Comparing Publications – Response to Advertisements

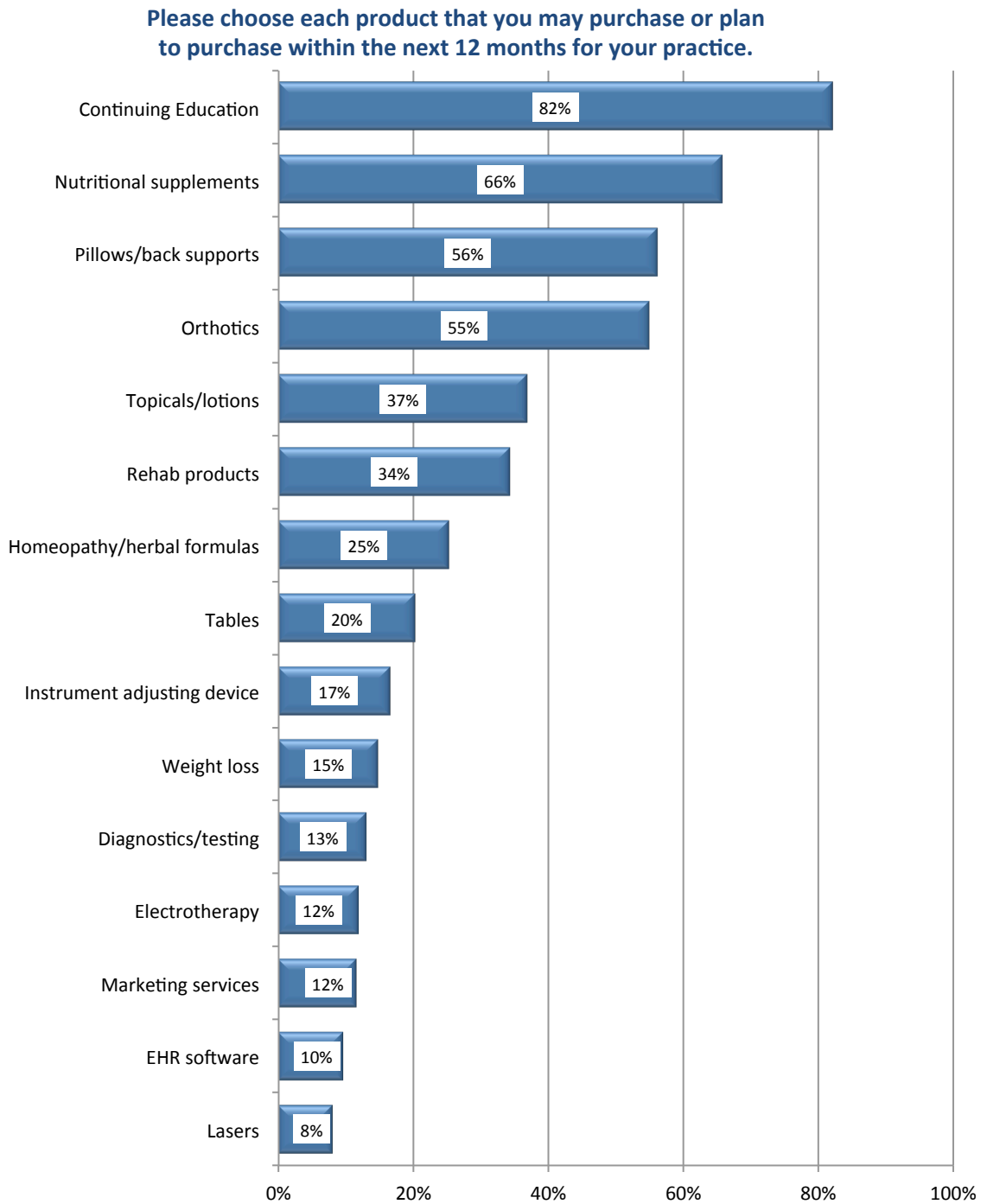
Respondents are most likely to say that reading the advertisements in *Chiropractic Economics* led them to purchase a product or service (41%), as compared to other publications studied.

In the last 12 months, what actions have you taken as a result of reading advertisements in each of the following publications?



Purchasing Plans

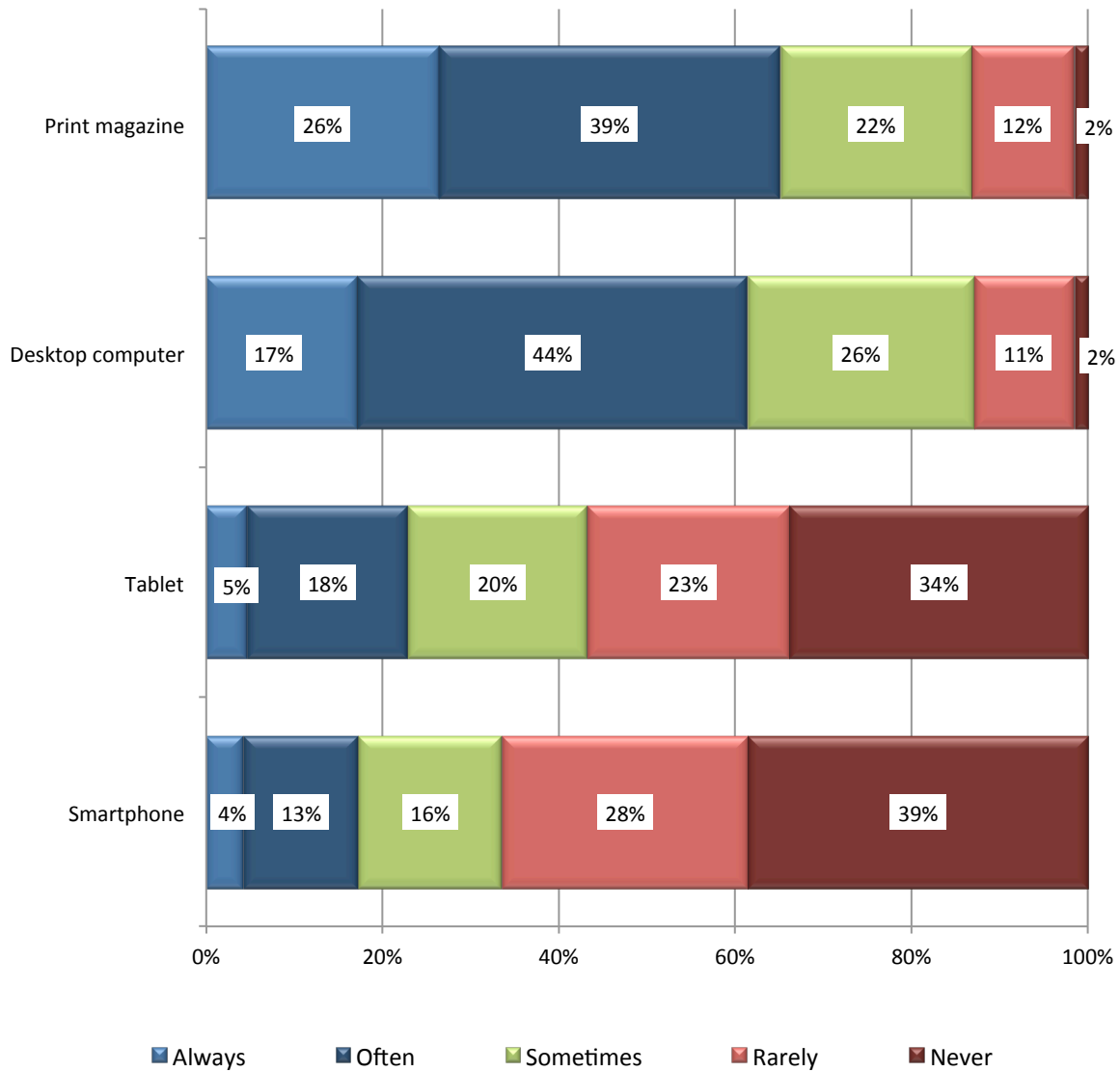
Respondents plan to purchase a variety of products within the next twelve months. At least one-half of respondents indicate they plan to purchase continuing education (82%), nutritional supplements (66%), pillows/back supports (56%), and orthotics (55%).



Information Platforms

Respondents are most likely to use print magazines and desktop computers to find chiropractic articles and news. Three-fifths of respondents or more always or often use print magazines (65%) or desktop computers (61%), compared to 23% for tablets and 17% for smartphones.

Which platforms do you use to find chiropractic articles and news?



Comparing Publications – Usefulness As Information Source

Respondents are most likely to say that *Chiropractic Economics* is the publication they refer to most as a resource for information on a variety of topics, as compared to other publications studied.

Which one of these publications do you refer to most as a resource for information about the following topics?

	Billing/ coding	Comparative salary/ expense data	Directory/ Buyers Guide	Equipment/ services purchases
<i>ACA News</i>	29%	10%	3%	5%
<i>American Chiropractor</i>	5%	4%	4%	2%
<i>Chiropractic Economics</i>	32%	63%	42%	44%
<i>Chiropractic Products</i>	3%	3%	36%	37%
<i>Dynamic Chiropractic</i>	25%	15%	10%	10%
<i>Practice Insights</i>	7%	4%	5%	2%

	EHR Software	Financial Planning/ Legal	Insurance/ Managed Care	Marketing
<i>ACA News</i>	7%	19%	28%	9%
<i>American Chiropractor</i>	4%	9%	7%	9%
<i>Chiropractic Economics</i>	42%	48%	28%	42%
<i>Chiropractic Products</i>	30%	3%	6%	3%
<i>Dynamic Chiropractic</i>	14%	15%	27%	28%
<i>Practice Insights</i>	4%	6%	4%	9%

Comparing Web Sites – Usefulness As Information Source

Respondents are most likely to say that chiroeco.com is the Web site they refer to most as a resource for information on a variety of topics, as compared to other Web sites studied.

Which publication Web site do you access to find information about:

	Competitive salary/ expense data	Consulting services	Directories/ Buyers guide	EHR software
chiroeco.com	49%	37%	36%	35%
dcpracticeinsights.com	12%	13%	7%	9%
dcproductreview.org	3%	7%	32%	22%
dynamicchiropractic.com	27%	36%	19%	29%
theamericanchiropractor.com	8%	7%	5%	6%

	Financial planning	Marketing	Practice Management
chiroeco.com	45%	42%	35%
dcpracticeinsights.com	10%	16%	13%
dcproductreview.org	6%	4%	6%
dynamicchiropractic.com	26%	32%	35%
theamericanchiropractor.com	12%	6%	11%