

Reaching the Chiropractic Marketplace

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.

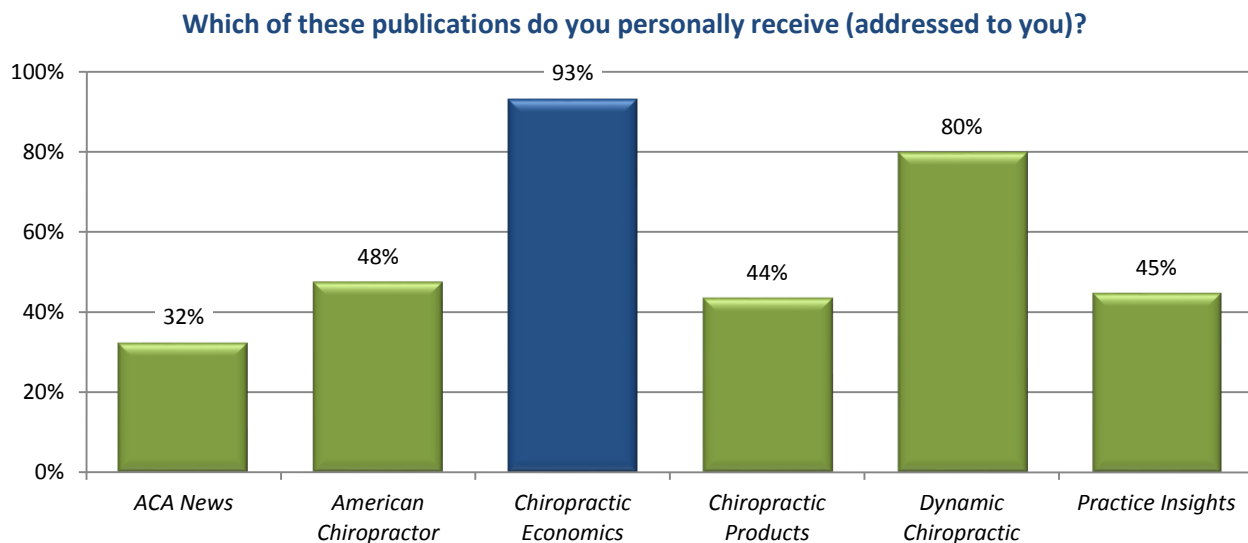
Clients have included Goodman Media Group, Lehar-Friedman, Oxford University Press, Reed Business Information, and United Business Media.

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%).

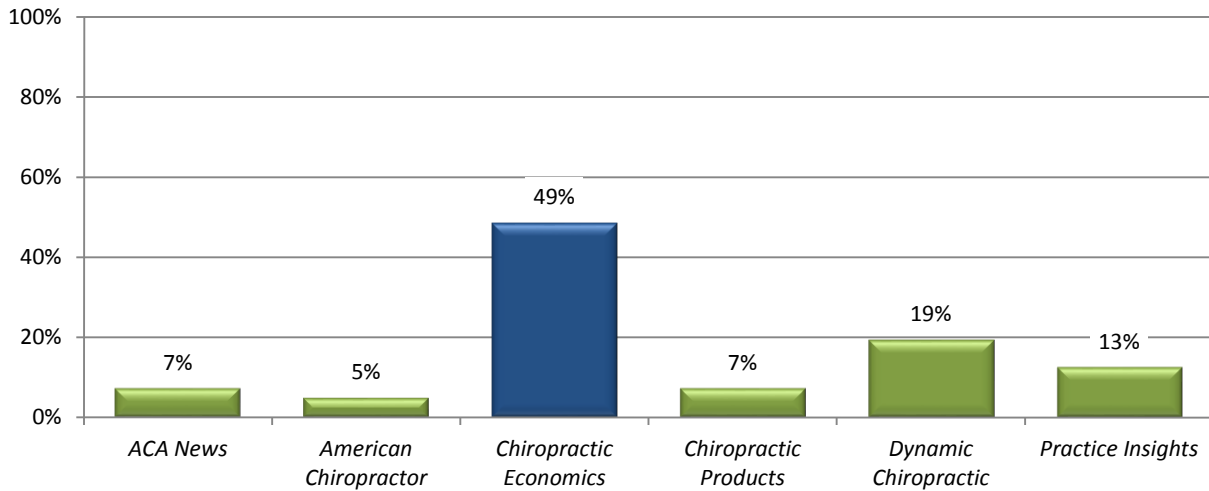


Comparing Publications –Marketing Ideas, New Products/Services, Influence on Purchasing

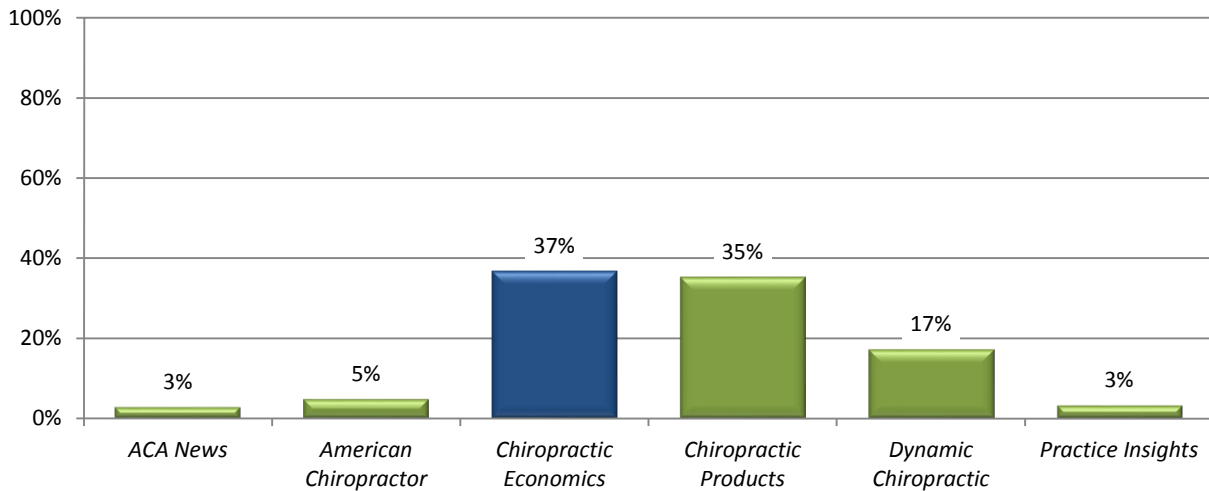
Respondents are most likely to say that *Chiropractic Economics* offers the best marketing ideas (49%) and has the best information on new products and services (37%), as compared to other publications studied.

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

Best marketing ideas



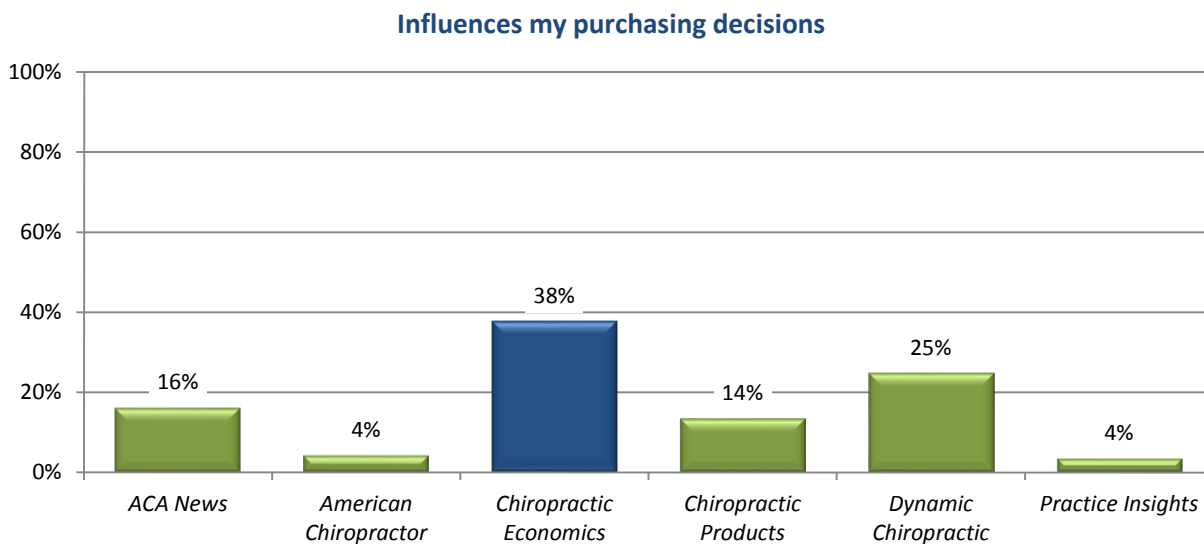
Best new products/services



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?

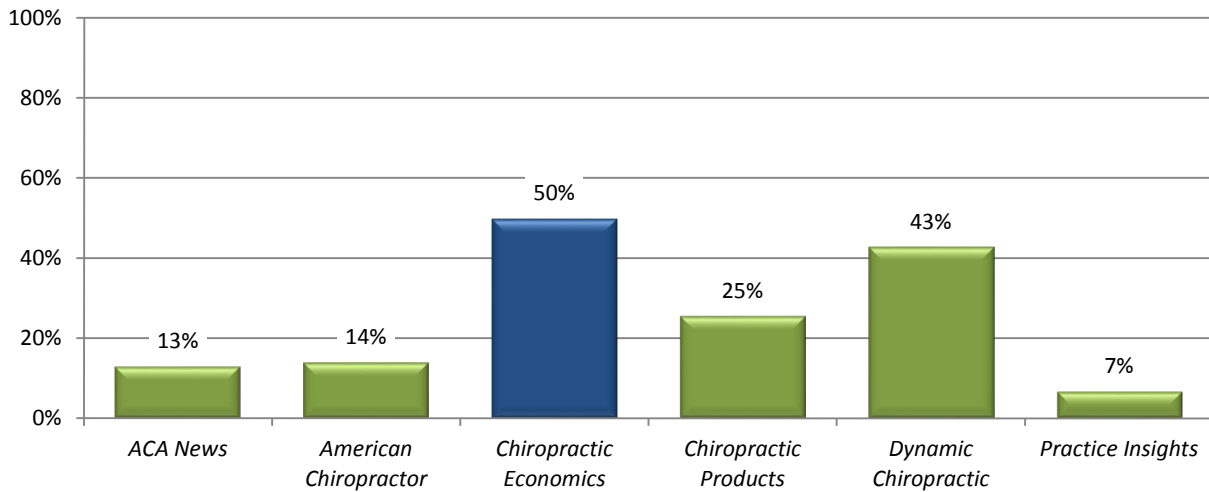


Comparing Publications – Response to Advertisements

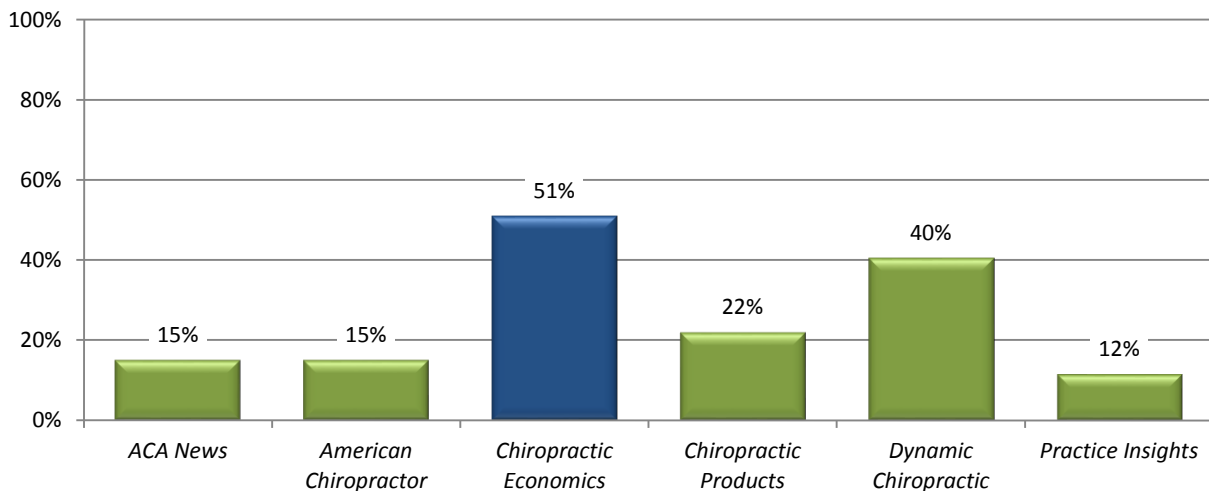
Respondents are most likely to say that reading the advertisements in *Chiropractic Economics* led them to inquire about an advertised product or service (50%) or visit an advertiser’s Web site (51%), as compared to other publications studied.

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



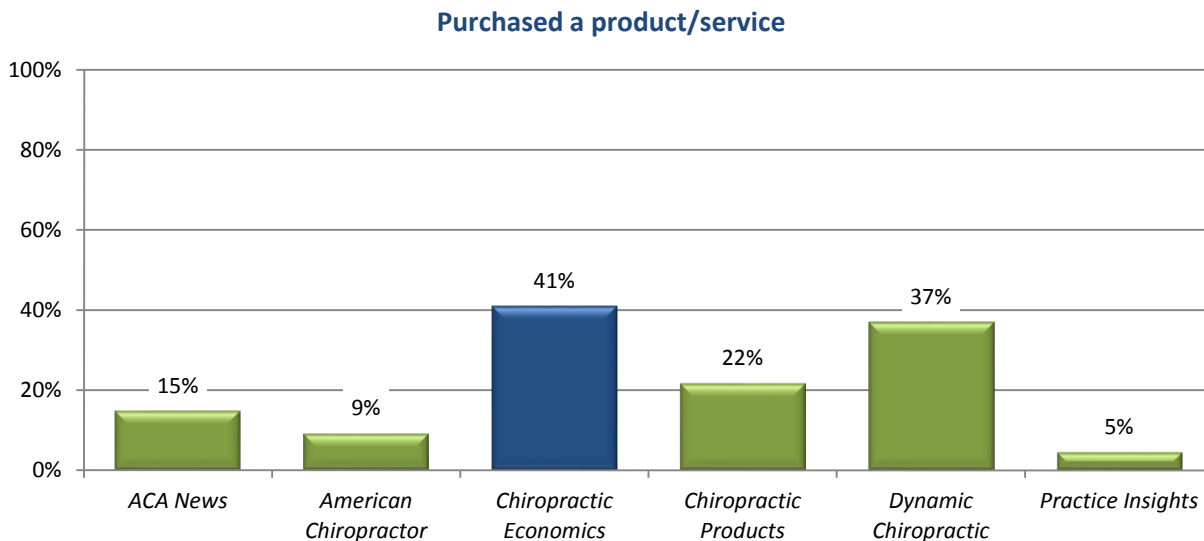
Visited an advertisers' Web site



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.

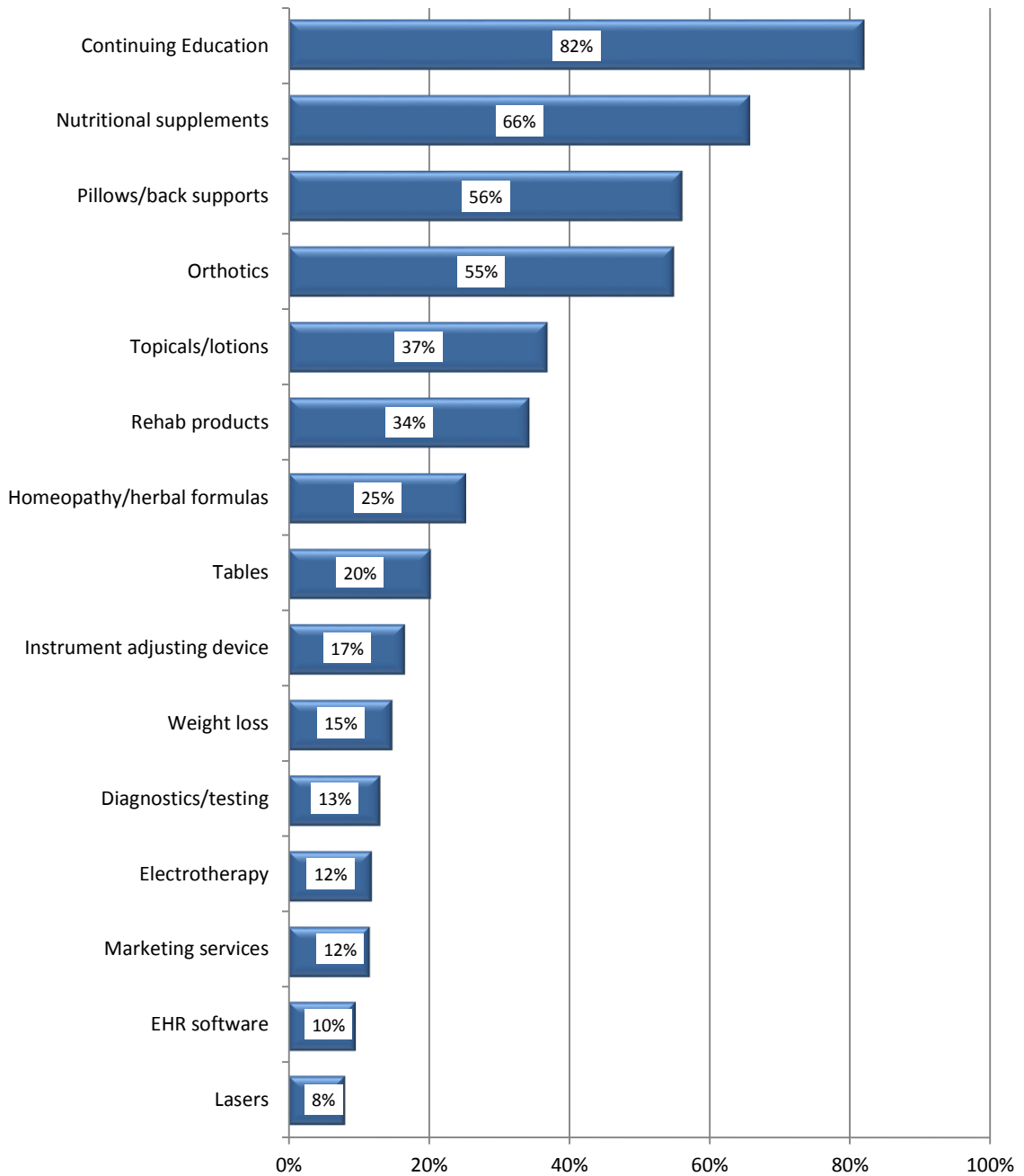
In the last 12 months, what actions have you taken as a result of reading advertisements in each of the following publications?



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%).

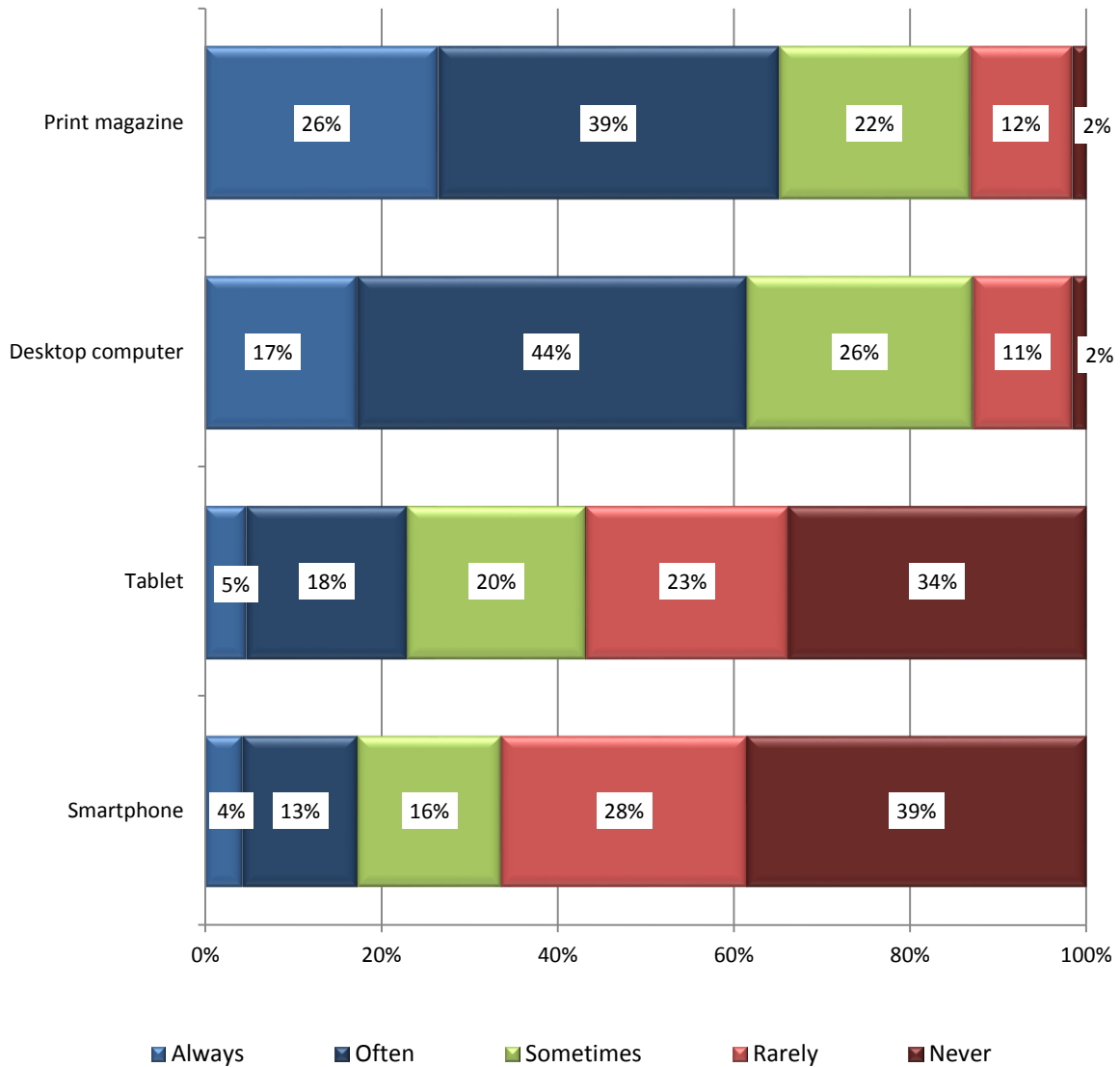
Please choose each product that you may purchase or plan to purchase within the next 12 months for your practice.



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%