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mail between February and May 2015. The question of chiropractic use was posed in two completely unrelated questionnaires. In both instances, about 14 percent of people said they had visited a chiropractor in the last year. That's a significantly higher than a 2012 National Health Survey, which found about 8 percent of participants had seen a chiropractor in the last year.

The Gallup survey also found that 12 percent of adults said they had visited a doctor of chiropractic in the last five years, and a quarter of participants had been to a D.C. more than five years ago. The good news is that the majority (61 percent) had a positive perception of chiropractors, "strongly" or "somewhat" agreeing they are effective at treating back or neck pain.

The data also showed:

- Women are more likely than men to seek chiropractic care. On average, females saw a chiropractor about 11.5 times a year, compared with 9.4 annual visits for men.
- The 18-35 age group is less likely to have visited a D.C., but "there are positive signs that many from this group could become users if they were to experience neck or back pain."
- Almost 50 percent of adults surveyed said they didn't know if their insurance covered chiropractic. Also, 43 percent thought chiropractic care is too expensive, even though a growing body of research suggests chiropractic is a more cost-effective alternative to physician treatments. This suggests the need to increase awareness about the cost-efficacy of chiropractic.
- About 51 percent (about 123 million) American adults have seen a D.C. at least once in their lives.

Although there is a need for increased awareness of chiropractic, this Gallup survey suggests public perception is starting to align with what countless studies show: that chiropractic is an effective, drug-free method to beating back and neck pain.

Reference

2015 Gallup-Palmer Inaugural Report: Americans' Perceptions of Chiropractic. www.palmer.edu/gallup-report.