

Gallup-Palmer College of Chiropractic Annual Report: Americans' Perceptions of Chiropractic

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Over half of
adults in the U.S.
(55%) say they
are likely to see
a chiropractor
if they had
significant neck
or back pain.

Executive Summary

NEARLY TWO-THIRDS OF ADULTS IN the U.S. (65%) report having had neck or back pain that was significant enough they saw a healthcare professional for care at some point in their lives. Among the myriad of treatment options available, perceptions among U.S. adults vary regarding the effectiveness and risks associated with each. U.S. adults are most likely to describe physical therapy as “very safe” and “very effective,” followed by chiropractic care, with pain medications and back surgery further behind.

U.S. adults are most likely to want to see a medical doctor for significant neck or back pain while about one in four would prefer to see a chiropractor over other healthcare professionals. Far fewer say they would most like to see a physical therapist, an acupuncturist or a massage therapist for significant neck or back pain. Over half of adults in the U.S. (55%) say they are likely to see a chiropractor if they had significant neck or back pain.

The main reasons given by adults who say they are unlikely to see a chiropractor if they had neck or back pain are that they have another healthcare provider they go to (33%), they do not trust chiropractors (29%) and they do not think chiropractic care is safe (23%). The 2015 Gallup-Palmer College of Chiropractic inaugural report, *Americans’ Perceptions of Chiropractic*, found that adults who understand the extent of education required to be a chiropractor are much less likely to have concerns about the safety of chiropractic treatment — representing a key opportunity for the profession to better educate the public on the rigor of chiropractic training.

Nearly 62 million adults in the U.S. saw a chiropractor in the last five years — with an estimated 35.5 million going in the last 12 months alone. Adults who saw a chiropractor in the last five years are generally very positive about their experience.

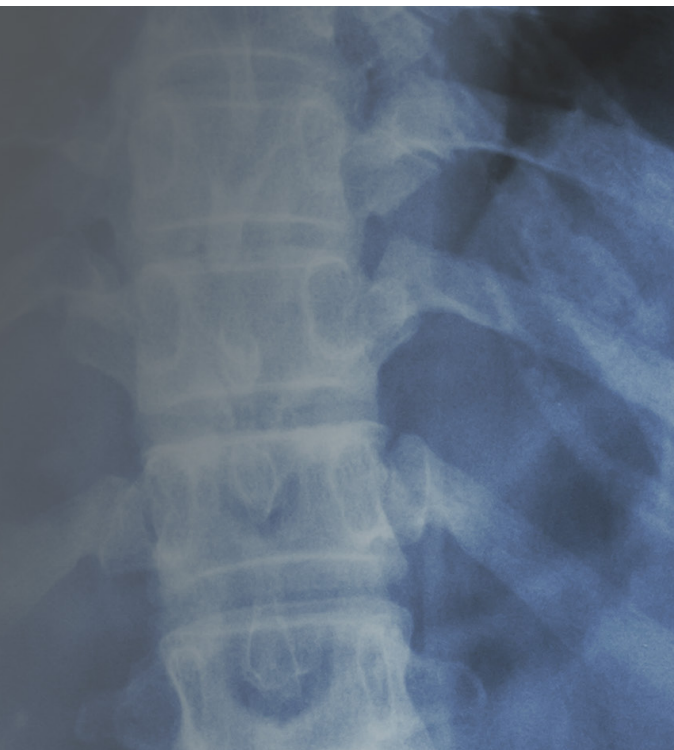
Approximately eight in 10 chiropractic patients agree that:

- the quality of care they received was a good value for the money
- the chiropractor took time to educate them about treatment options
- the chiropractor really cares about them
- they recommend chiropractic care to family members or friends

Patients are much more likely to recommend chiropractic care to their friends and family when chiropractors show they care and take time to educate them about the treatment options available.

Three out of four adults (77%) who saw a chiropractor in the last year describe the treatment they received during the last 12 months as “very effective.” Adults who saw a chiropractor in the last 12 months are significantly more likely to report positive experiences than are adults who saw a chiropractor in the last one to five years. For example, more than a third of adults (35%) who saw a chiropractor in the last one to five years say they have often felt pressure to have more appointments than they wanted, compared with only 15% among adults who saw a chiropractor in the last 12 months. This feedback is important as the chiropractic profession seeks to not only attract new patients, but also to retain those it already has.

Adults who have seen a chiropractor in the last 12 months are significantly more likely to report positive experiences than are adults who have seen a chiropractor in the last one to five years.



Introduction

IN 2015, PALMER COLLEGE OF CHIROPRACTIC commissioned Gallup to conduct the first-ever nationally representative annual survey measuring perceptions of and experiences with chiropractic care among U.S. adults. One of the key findings from the 2015 study was that more than half of U.S. adults view chiropractors positively, and strongly agree or somewhat agree that they are effective at treating neck and back pain. However, most adults do not fully understand the extent of education needed for an individual to become a chiropractor. There is also uncertainty about costs and the potential dangers associated with chiropractic care, which could be barriers to some adults considering the use of chiropractic.

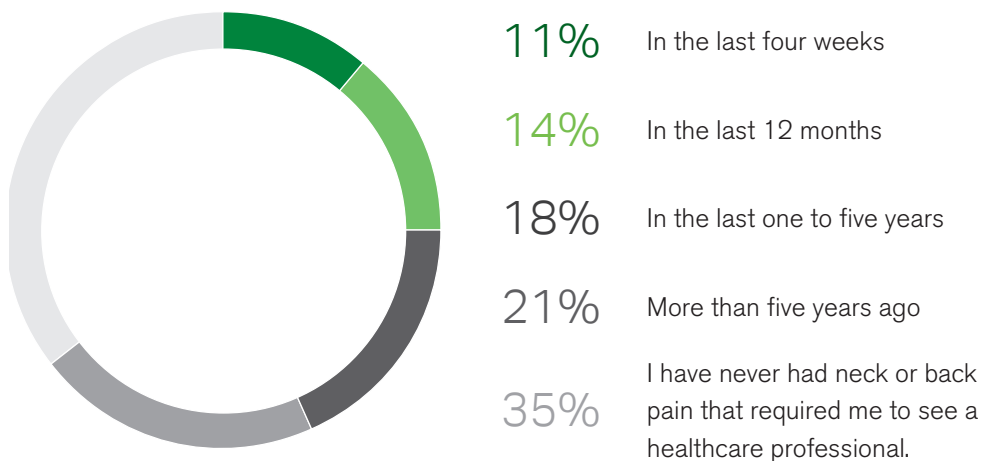
This report focuses on key findings from the second annual survey of adults in the U.S. Results are based on a Gallup Panel web and mail study completed by 7,645 national adults — 7,023 from web and 622 from mail — aged 18 and older, conducted Feb. 8-March 11, 2016.

Neck and back pain plague millions of adults in the U.S., and there are a variety of options they can choose to help treat it. The 2016 survey sought to better understand the perceptions among U.S. adults about the effectiveness and safety of different treatment options for significant neck and back pain. The survey also endeavored to gain a better understanding of the barriers that prevent some adults from trying chiropractic services, as well as what patients who do use chiropractic service experience.

Perceptions About Different Treatments for Neck and Back Pain

NEARLY TWO-THIRDS OF ADULTS IN the U.S. (65%) report having had neck or back pain that was significant enough that they saw a healthcare professional for care at some point in their lives. One in four had this kind of pain in the last 12 months. An additional 18% report seeing a healthcare professional for neck or back pain in the last one to five years. About one-third say they have never had this kind of neck or back pain, including nearly half of those under 40 years old (48%).

One in Four Adults Have Had Significant Neck/Back Pain in the Last 12 Months



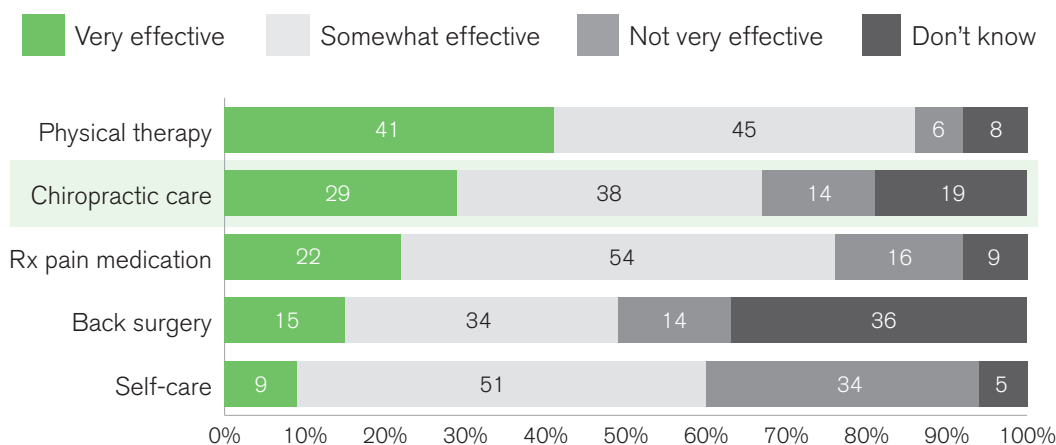
When was the **last** time that you had neck or back pain significant enough that you saw a healthcare professional for care?

Unweighted N=7,468

Perceived Effectiveness of Treatment Options for Neck and Back Pain

THERE ARE A VARIETY OF treatment options available for adults who suffer from significant neck or back pain, including physical therapy, chiropractic care, back surgery, prescription pain medication and self-care. Respondents were asked how effective they thought each of these different methods is for treating significant neck or back pain. Adults in the U.S. are most likely to describe physical therapy (41%) and chiropractic care (29%) as “very effective.” (Chiropractic care can include adjustments of the spine or other joints, physical therapy, heat and ice therapy, and therapeutic massage, among other things.) U.S. adults are most likely, at 34%, to say self-care is “not very effective.”

Perceived Effectiveness of Different Neck/Back Pain Treatments



People have different ways they can treat neck or back pain with the help of a healthcare professional. For the following questions, please assume the pain is significant enough that you need to see a healthcare professional. Please indicate how **effective** you think each of the following are in treating that kind of neck or back pain: Physical therapy, Chiropractic care, Prescription pain medication (NOT over-the-counter pain meds), Back surgery

How **effective** do you think self-care is for treating that kind of neck or back pain? Self-care is care without the help of a healthcare professional, such as taking over-the-counter medicines, using home remedies or treatments, or resting.

Unweighted N=7,443-7,523

There is more uncertainty among adults in the U.S. about the effectiveness of back surgery to treat neck or back pain than there is about other treatment options. More than a third (36%) don't know how effective back surgery is in treating significant neck or back pain. Almost one in five (19%) say they don't know how effective chiropractic care is for treating this kind of pain, including nearly one-third of those aged 65 and older (31%).

Fourteen percent of U.S. adults think chiropractic care is not very effective for treating significant neck or back pain. Men are slightly more likely than women to say this, at 17% and 12%, respectively.

Those with recent experience going to a chiropractor are much more likely than others to describe chiropractic care as a very effective way to treat significant neck or back pain. Six in 10 who saw a chiropractor in the last five years say chiropractic care is very effective; another one-third say it is somewhat effective, and 5% view it as not very effective. About a third of adults (34%) who have never been to a chiropractor say they don't know how effective chiropractic care is. This uncertainty may prevent some of these adults from considering chiropractic care.

Six in 10 Recent Chiropractic Users Say It Is “Very Effective”

	Have never been to a chiropractor N=3,120	Have been to a chiropractor more than five years ago N=2,284	Have been to a chiropractor in the last five years N=1,994
Not very effective	16%	20%	5%
Somewhat effective	36%	45%	33%
Very effective	14%	24%	60%
Don't know	34%	11%	2%

*People have different ways they can treat neck or back pain with the help of a healthcare professional. For the following questions, please assume the pain is significant enough that you need to see a healthcare professional. Please indicate how **effective** you think each of the following are in treating that kind of neck or back pain: Chiropractic care*

Recent users of chiropractic care are less likely than those who have seen a chiropractor more than five years ago or those who have never been to a chiropractor to say prescription pain medication is very effective at treating neck or back pain. Only 16% of recent chiropractic users say this, compared with 24% of other adults.

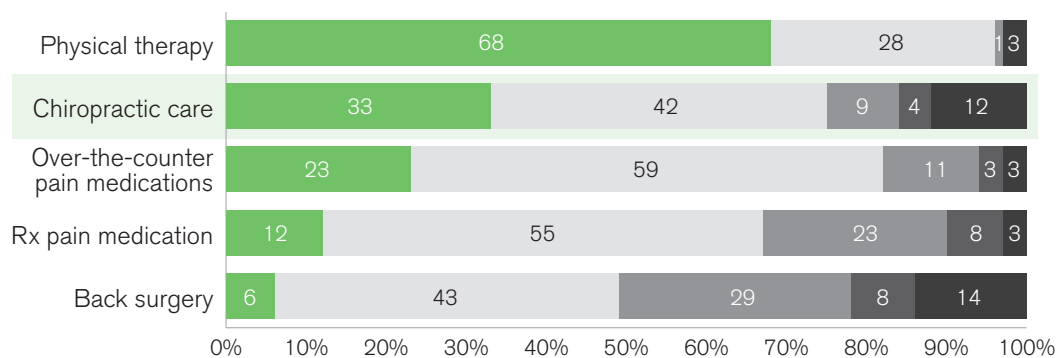
Perceived Safety of Different Treatments for Neck and Back Pain

ALL TREATMENT METHODS FOR SIGNIFICANT neck or back pain come with some risk to a patient's health. Respondents were asked to assess how safe they thought each of the following treatments are: physical therapy, chiropractic care, back surgery, prescription pain medication and over-the-counter pain medications.

Adults are more likely to say physical therapy methods are “very safe” than to say this about the other treatment options. About two-thirds of adults (68%) describe physical therapy as very safe, and one-third say the same about chiropractic care. Back surgery is the least likely to be described as very safe (6%). More than a third describe back surgery as either “not very safe” (29%) or “not safe at all” (8%).

Perceived Safety of Different Neck/ Back Pain Treatments

Very safe Somewhat safe Not very safe Not safe at all Don't know



All treatment methods come with some risk to a patient's health. Please indicate how **safe** you think each of the following is for patients: Physical therapy, Chiropractic care, Over-the-counter pain medications, Prescription pain medication (NOT over-the-counter pain meds), Back surgery

Unweighted N=7,440-7,468

Nearly a third say prescription pain medication is either not very safe (23%) or not safe at all (8%). There is a growing concern in the U.S. about the overuse of prescription pain medication. The Centers for Disease Control and Prevention's National Center for Health Statistics recently reported that "overdose deaths involving prescription opioids have quadrupled since 1999."

Younger adults are more likely to question the safety of prescription pain medication. About four in 10 of those younger than age 40 say prescription pain medication is either not very safe or not safe at all (41%).

Those aged 65 and older are less likely than younger adults to describe physical therapy or chiropractic care as very safe. Almost one in four among those aged 65 and older (24%) do not know whether chiropractic care is safe.

Older Adults Least Likely to Say Chiropractic, Physical Therapy "Very Safe"

% Very Safe

	Aged 18 to 39 N=919, 920	Aged 40 to 64 N=4,568, 4,570	Aged 65+ N=1,925, 1,938
Please indicate how safe you think each of the following is for patients: Physical therapy	78%	65%	54%
Please indicate how safe you think each of the following is for patients: Chiropractic care	36%	35%	23%

All treatment methods come with some risk to a patient's health. Please indicate how **safe** you think each of the following is for patients: Physical therapy, Chiropractic care

Those who have been to a chiropractor in the last five years are significantly more likely to agree that chiropractic care is very safe, compared with those who have been to a chiropractor more than five years ago or those who have never been to a chiropractor. Not surprisingly, uncertainty regarding the safety of chiropractic care is highest among those who have never been to a chiropractor. About one in five adults who have never been to a chiropractor do not know whether chiropractic care is safe. Very few, regardless of personal experience with a chiropractor, describe chiropractic care as not safe at all.

One in Five Adults Who Have Never Been to a Chiropractor Don't Know Whether It Is Safe

	Have never been to a chiropractor N=3,142	Have been to a chiropractor more than five years ago N=2,285	Have been to a chiropractor in the last five years N=1,996
Not safe at all	5%	5%	1%
Not very safe	12%	11%	3%
Somewhat safe	42%	46%	37%
Very safe	21%	30%	59%
Don't know	21%	8%	1%

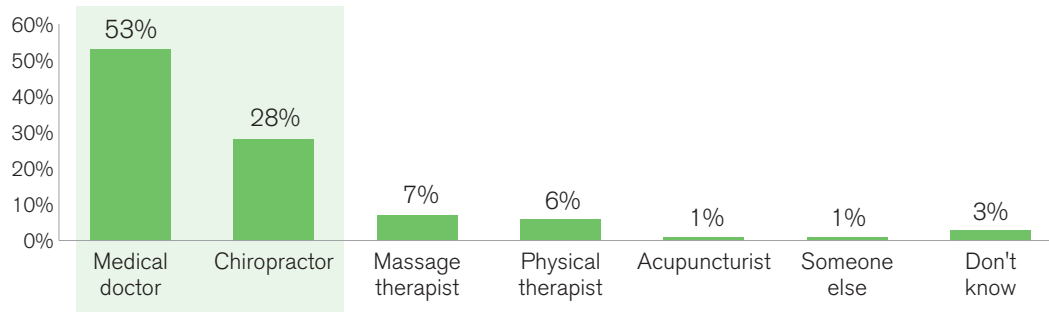
*All treatment methods come with some risk to a patient's health. Please indicate how **safe** you think each of the following is for patients: Chiropractic care*

Preference for Neck/Back Pain Treatment

RESPONDENTS WERE ASKED TO THINK about their preference for treatment if they were to experience neck or back pain that they wanted to see a healthcare provider about and they knew the costs would be the same, regardless of which healthcare provider they chose. Respondents were given five specific healthcare providers — a medical doctor, a chiropractor, a physical therapist, a massage therapist or an acupuncturist. Respondents could also select a “someone else” option or say they don't know.

About half (53%) say they would most like to see a medical doctor about their neck or back pain, and 28% say they would most like to see a chiropractor — on par with results from 2015. Far fewer would most like to see a massage therapist (7%), a physical therapist (6%) or an acupuncturist (1%) for neck or back pain.

Medical Doctors, Chiropractors Top Choices for Neck/Back Pain



Suppose you were experiencing neck or back pain and wanted to see a healthcare provider about it. If you had the opportunity to choose among any of the following healthcare providers and you knew the cost would be the same to you, who would you **most like** to see about your neck or back pain?

Unweighted N=7,586

Older adults are more likely to say they would prefer to see a medical doctor for neck or back pain. The relationship goes in a different direction for chiropractors: Those aged 65 and older are less likely than younger adults to say they would most like to see a chiropractor for neck or back pain.

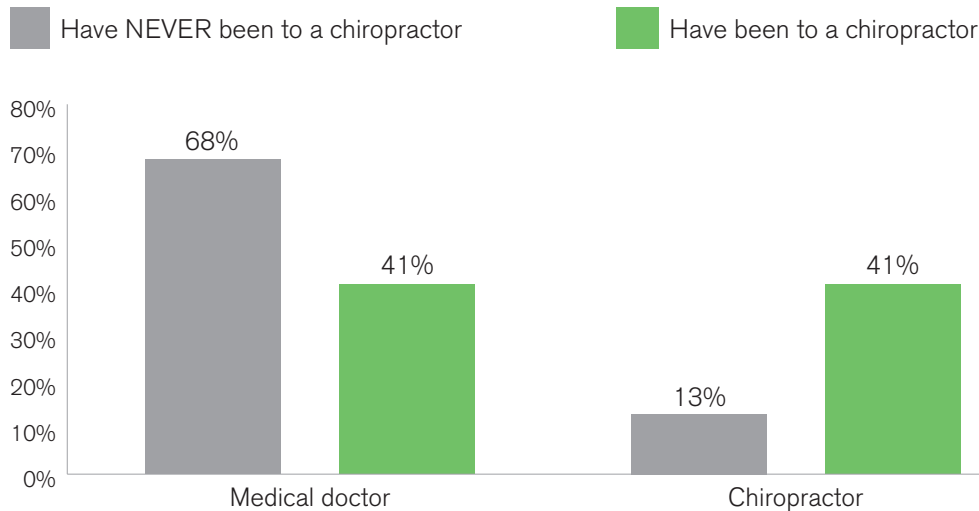
Preference for Chiropractors Is Lowest Among Those Aged 65+

	Aged 18 to 39 N=942	Aged 40 to 64 N=4,649	Aged 65+ N=1,970
Medical doctor	44%	54%	68%
Chiropractor	32%	29%	20%

Suppose you were experiencing neck or back pain and wanted to see a healthcare provider about it. If you had the opportunity to choose among any of the following healthcare providers and you knew the cost would be the same to you, who would you **most like** to see about your neck or back pain?

While U.S. adults as a whole are more likely to say a medical doctor is their preferred healthcare provider for neck or back pain, adults who have been to a chiropractor, regardless of how long ago it was, are just as likely to say they prefer to see a chiropractor as to say they prefer to see a medical doctor, at 41%. Conversely, 68% who have never been to a chiropractor say they would most like to see a medical doctor if they had neck or back pain, while only 13% prefer a chiropractor.

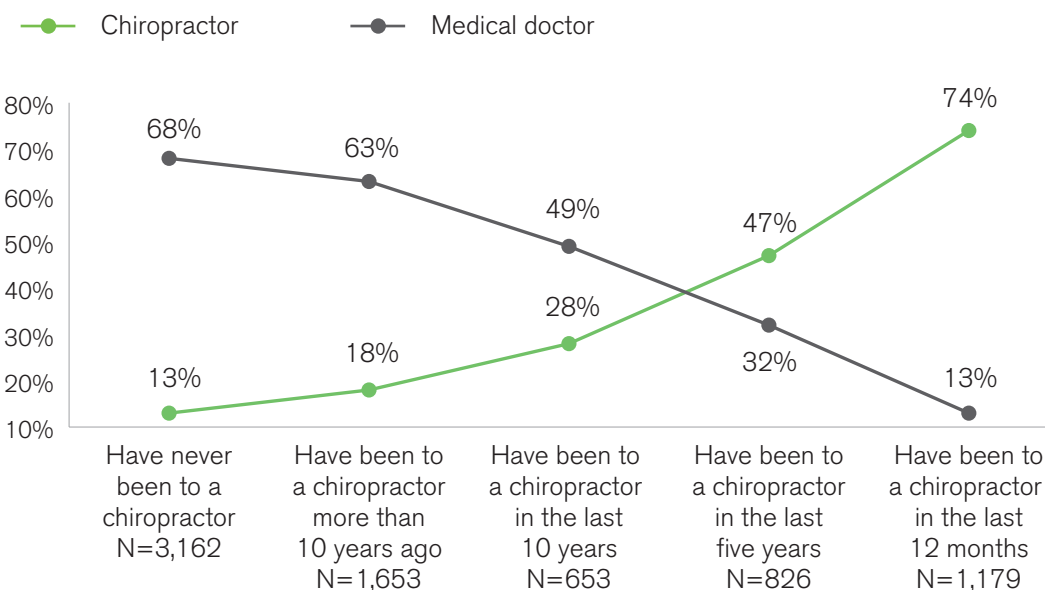
Once People Go to a Chiropractor, They Are Just as Likely to Select Chiropractor as MD as First Choice for Care



*Suppose you were experiencing neck or back pain and wanted to see a healthcare provider about it. If you had the opportunity to choose among any of the following healthcare providers and you knew the cost would be the same to you, who would you **most like** to see about your neck or back pain?*

Recent users of chiropractic are even more likely to prefer seeing a chiropractor rather than a medical doctor if they had neck or back pain. Nearly three in four who have seen a chiropractor in the last 12 months (74%) would most like to see a chiropractor for neck or back pain. Only 13% among this group would most like to see a medical doctor.

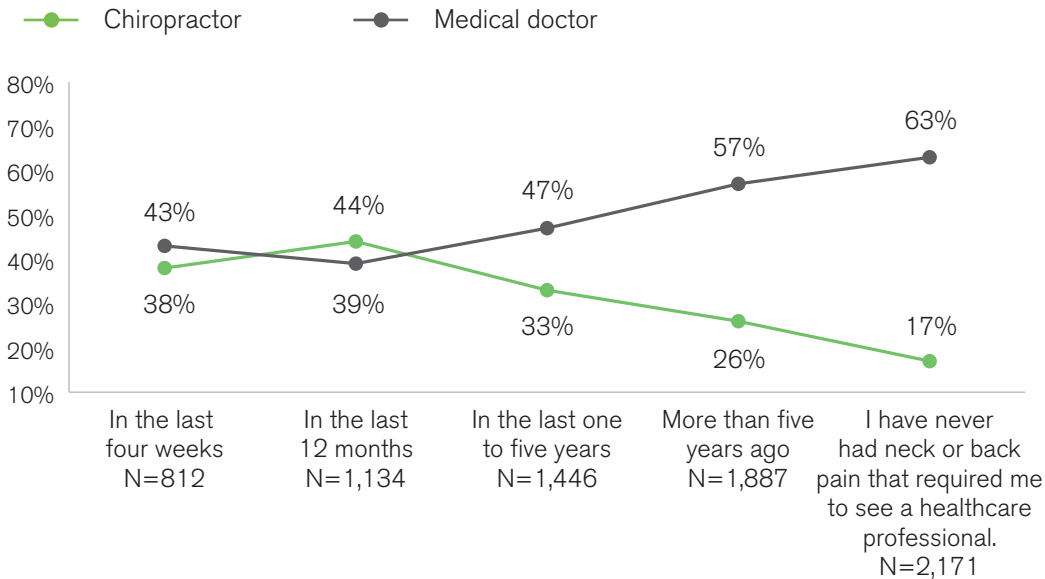
Three in Four Chiropractic Users Prefer to See Chiropractor First for Significant Back/Neck Pain



Suppose you were experiencing neck or back pain and wanted to see a healthcare provider about it. Who would you most like to see about your neck or back pain?

Those who have experienced significant neck or back pain in the last five years are less likely than those who have never experienced this kind of pain or have experienced it less recently to say they would like to see a medical doctor. Less than half who have had this kind of neck or back pain in the last five years say they prefer to see a medical doctor. Adults with recent experience with significant neck or back pain are about twice as likely as those who have never experienced this kind of pain to say they would most like to see a chiropractor for this kind of pain.

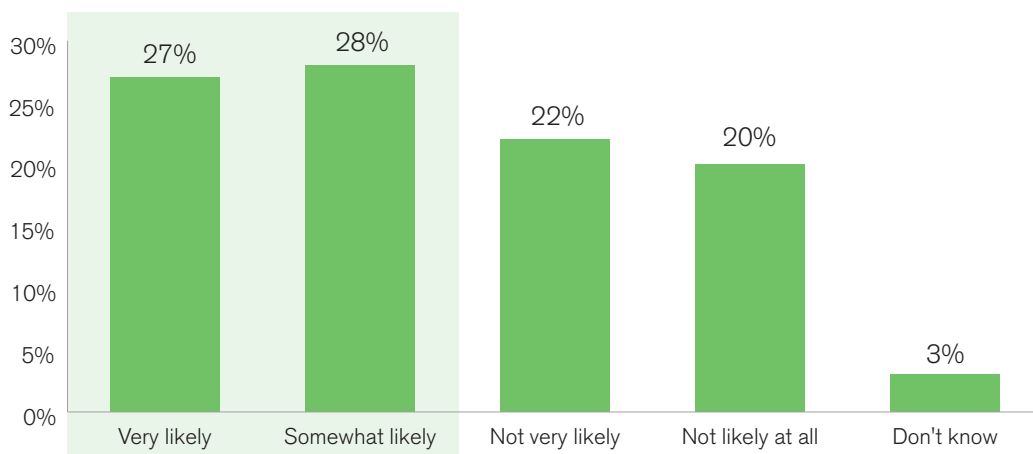
Adults Who Have Experienced Significant Back/Neck Pain Twice as Likely to Prefer a Chiropractor Than Those Who Have Not



When was the last time that you had neck or back pain significant enough that you saw a healthcare professional for care? If you never have, select the fifth option above.

All respondents were then asked how likely they would be to see a chiropractor if they had neck or back pain that they wanted to see a healthcare provider about. More than half say they would either be “somewhat likely” (28%) or “very likely” (27%) to see a chiropractor — twice as many as the percentage who said a chiropractor was their first choice of healthcare provider in the previous question, suggesting that another healthcare professional might be the first stop for some if they had significant neck or back pain, but not their last. This bodes well for a chiropractic industry hoping to attract new patients.

More Than Half of Adults Likely to See Chiropractor If They Have Neck/Back Pain



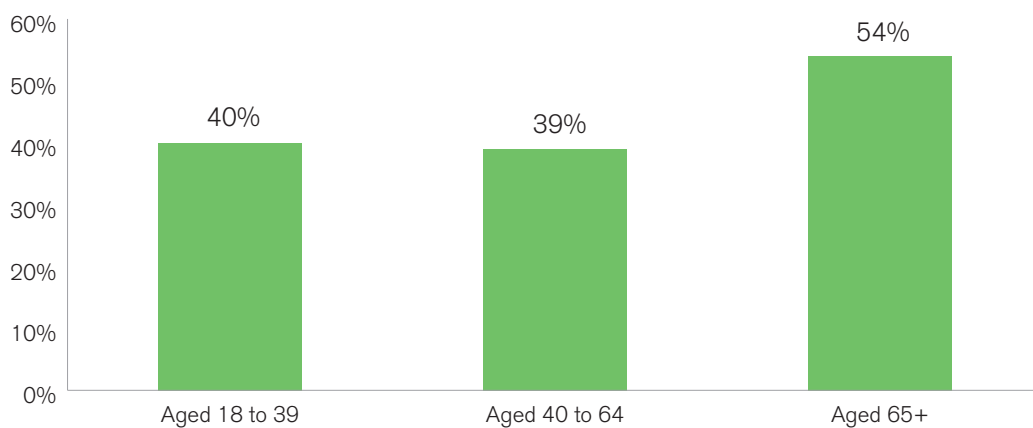
Again, suppose you were experiencing neck or back pain and wanted to see a healthcare provider about it. How **likely** would you be to see **a chiropractor** if you had neck or back pain?

Unweighted N=7,576

Those aged 65 and older are more likely than younger adults to say they are “not very likely” (27%) or “not likely at all” (27%) to see a chiropractor if they had neck or back pain.

Adults Aged 65+ Least Likely to See Chiropractor If They Have Neck/Back Pain

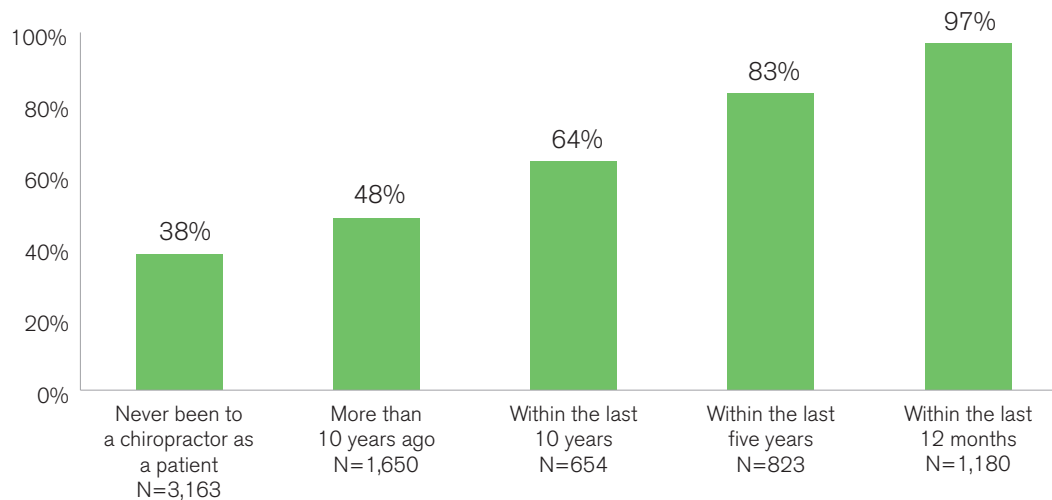
(% Not Likely at All/Not Very Likely)



Again, suppose you were experiencing neck or back pain and wanted to see a healthcare provider about it. How **likely** would you be to see **a chiropractor** if you had neck or back pain?

Not surprisingly, those who have been to a chiropractor are more likely to say they would see a chiropractor for neck or back pain than are those who have not been to a chiropractor. However, more than a third who have never been to a chiropractor (38%) are either somewhat likely or very likely to see a chiropractor if they had neck or back pain they wanted to see a healthcare provider about.

More Than a Third of People Who Have Never Seen a Chiropractor Are “Somewhat/Very Likely” to See One If They Have Neck/Back Pain

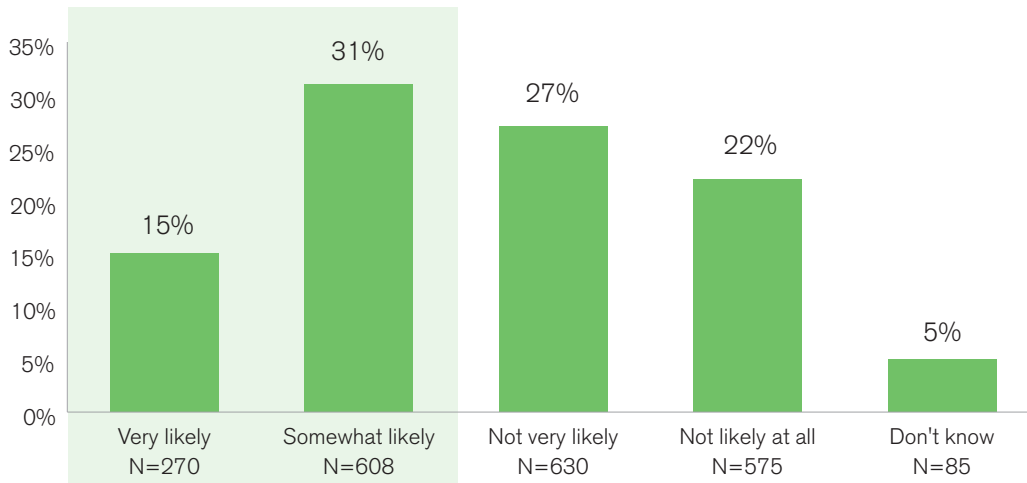


Again, suppose you were experiencing neck or back pain and wanted to see a healthcare provider about it. How **likely** would you be to see **a chiropractor** if you had neck or back pain?

Nearly half of those who have never had significant neck or back pain (47%) say they are likely to see a chiropractor if they do. However, an equivalent percentage (49%) are unlikely to see a chiropractor. Understanding and addressing the barriers to seeing a chiropractor is key for the chiropractic industry as it seeks to engage new patients.

Nearly Half of Adults Who Have Never Had Significant Neck/Back Pain Are Likely to See a Chiropractor if They Do

(Among Those Who Have Never Had Significant Neck/Back Pain)



When was the **last** time that you had neck or back pain significant enough that you saw a healthcare professional for care? Again, suppose you were experiencing neck or back pain and wanted to see a healthcare provider about it. How likely would you be to see a chiropractor if you had neck or back pain?

Those who say they are not very likely or not likely at all to see a chiropractor if they had neck or back pain were asked to select up to three main reasons why. One-third say it is because they have another healthcare provider they go to, while 29% do not trust chiropractors and 23% do not think chiropractic care is safe.

Main Reasons Some Adults Are Unlikely to See a Chiropractor

I have another healthcare provider I would go to.	33%
I don't trust chiropractors.	29%
I don't think chiropractic care is safe.	23%
Chiropractic care requires too many visits.	19%
I don't know what to expect when I see a chiropractor.	18%
Some other reason	17%
There is too much variation between chiropractors.	15%
Chiropractic care is not effective for treating neck or back pain.	13%
Chiropractic care is too expensive.	10%
I don't know how to find a good chiropractor.	9%
My family/friends don't want me to go to a chiropractor.	2%
Don't know	4%

Which of the following best describes the **MAIN** reasons you are **not likely** to see a chiropractor if you had neck or back pain that you wanted to see a healthcare provider about? Select up to **THREE** responses.

Filter: Asked only of those who are "Not likely at all" or "Not very likely" to see a chiropractor for neck or back pain.

Unweighted N=3,483

For those aged 65 and older who are unlikely to see a chiropractor, the most common reason given, by far, is that they already have another provider. This — and a lack of trust — is mentioned most often by adults aged 40 to 64. For those aged 18 to 39, a lack of trust is the most common reason given for being unlikely to see a chiropractor. Nearly one in five (17%) also name cost as the main reason they are unlikely to see a chiropractor.

Main Reason Some Adults Are Unlikely to See a Chiropractor for Neck/Back Pain, by Age

	Aged 18 to 39 N=399	Aged 40 to 64 N=1,988	Aged 65+ N=1,075
I have another healthcare provider I would go to.	24%	30%	48%
I don't think chiropractic care is safe.	28%	22%	20%
I don't trust chiropractors.	35%	28%	23%
Chiropractic care is too expensive.	17%	8%	5%

*Which of the following best describes the MAIN reasons you are **not likely** to see a chiropractor if you had neck or back pain that you wanted to see a healthcare provider about? Select up to THREE responses.*

Filter: Asked only of those who are "Not likely at all" or "Not very likely" to see a chiropractor for neck or back pain.

The 2015 study showed that many adults do not fully understand the extent of education needed for an individual to become a chiropractor. However, those who understand the amount of education required are much less likely to say they think chiropractic care is dangerous. This suggests that educating the public about the rigor of chiropractic training could help individuals place greater trust in the profession.

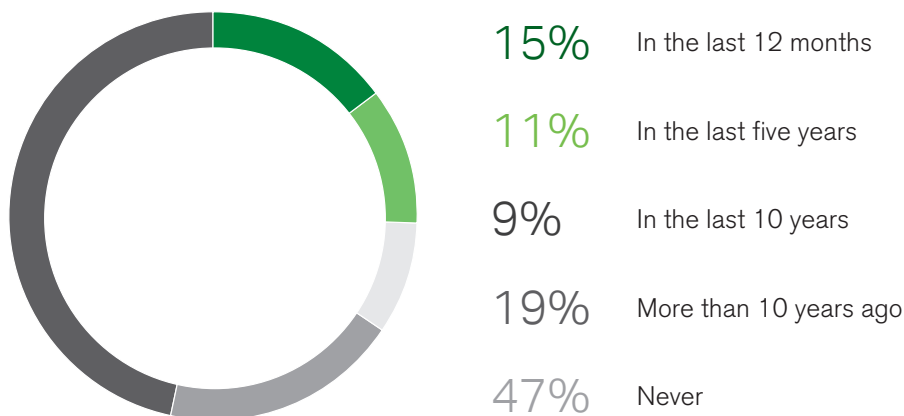
Many adults do not fully understand the extent of education needed for an individual to become a chiropractor.



Use of Chiropractic Care by U.S. Adults

FIFTEEN PERCENT OF ADULTS IN the U.S., an estimated 35.5 million people, have seen a chiropractor in the last year. This figure is on par with the 14% found in 2015. An additional 11% say they last saw a chiropractor in the last five years, bringing the total estimated number of adult chiropractic users in the U.S. over the last five years to nearly 62 million.

An Estimated 35.5 Million Adults Saw a Chiropractor Last Year



Which of the following best describes your **personal** experience with a chiropractor?

Unweighted N=7,488

Just under half of U.S. adults (47%) have never been to a chiropractor. Those younger than 40 are the most likely to have never been, at 58%.

These estimates don't include the millions of U.S. children whom the CDC reports also see a chiropractor each year.

More than seven in 10 U.S. adults (71%) who have experienced neck or back pain significant enough that they saw a healthcare provider for care say they have been to a chiropractor as a patient. About one in five U.S. adults who have not seen a healthcare provider for significant neck or back pain have also been to a chiropractor as a patient.

When was the **last** time that you had neck or back pain significant enough that you saw a healthcare professional for care?

		Ever Had Significant Neck/Back Pain N=2,169	Never Had Significant Neck/Back Pain N=5,271
Which of the following best describes your personal experience with a chiropractor?	Has NEVER Been to a Chiropractor	29%	81%
	Has Been to a Chiropractor	71%	19%

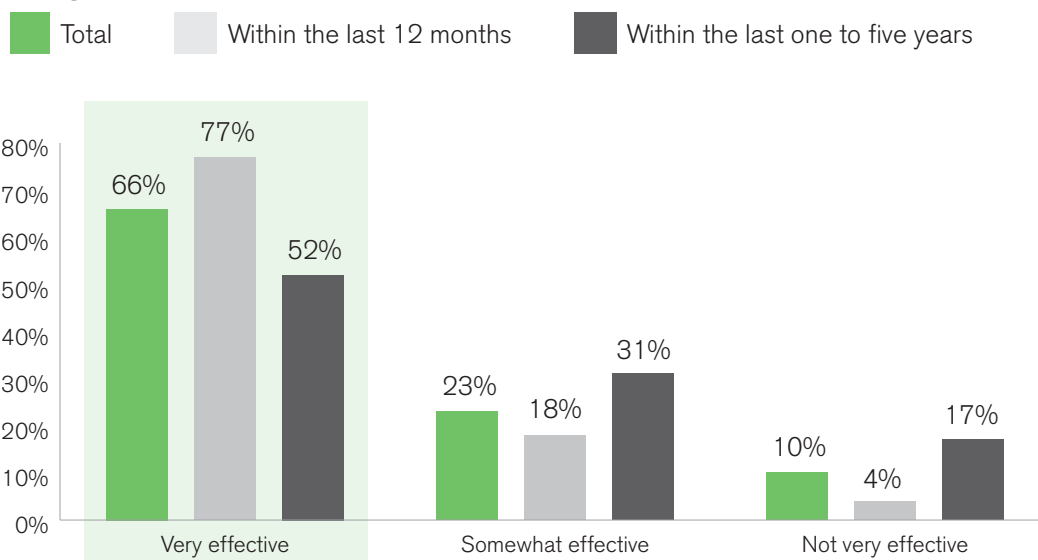
Just under half of adults (45%) who experienced significant neck or back pain in the last 12 months also saw a chiropractor for care during that time frame.

Chiropractic Patient Experiences

RECENT CHIROPRACTIC USERS, THOSE WHO saw a chiropractor in the last five years, were asked to provide their opinions on a number of statements regarding the quality and effectiveness of the chiropractic services they received, including any pressure or discomfort they may have felt during their chiropractic appointments. In most cases, those who saw a chiropractor in the last 12 months are more positive about their experience than are adults who saw a chiropractor in the last five years. (Recall may be a factor for some respondents for whom more time has passed since their last chiropractic appointment.)

Two-thirds of recent chiropractic users (66%) say the overall care they received has been “very effective.” This figure rises to 77% among those who saw a chiropractor in the last 12 months. Very few of those who used chiropractic in the last 12 months (4%) describe the treatment they received as “not very effective,” compared with 17% of patients who saw a chiropractor in the last one to five years.

Two-Thirds Say the Care They Received Was “Very Effective”



How effective was the overall care you received from the chiropractor you saw most recently?

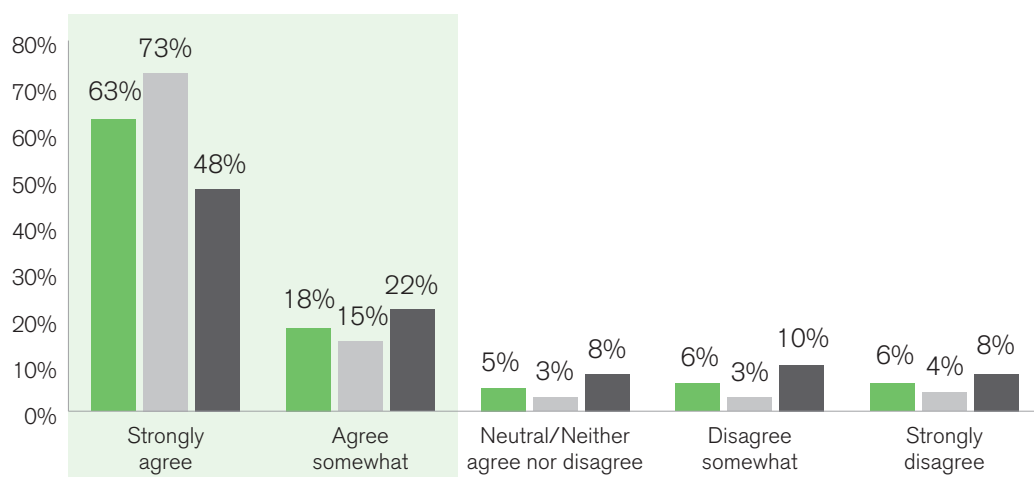
Filter: Asked only of those who saw a chiropractor in the last five years

Unweighted N=2,004

Most chiropractic patients say the care they received is a good value. About eight in 10 chiropractic users either “agree somewhat” (18%) or “strongly agree” (63%) that the quality of the care they received is a good value for the money. Nearly three in four who saw a chiropractor in the last 12 months strongly agree with this.

About Eight in 10 Agree the Quality of Care Is a Good Value for the Money

■ Total ■ Within the last 12 months ■ Within the last one to five years



Please indicate your level of agreement with each of the following statements: The quality of chiropractic care I received is a good value for the money I spent.

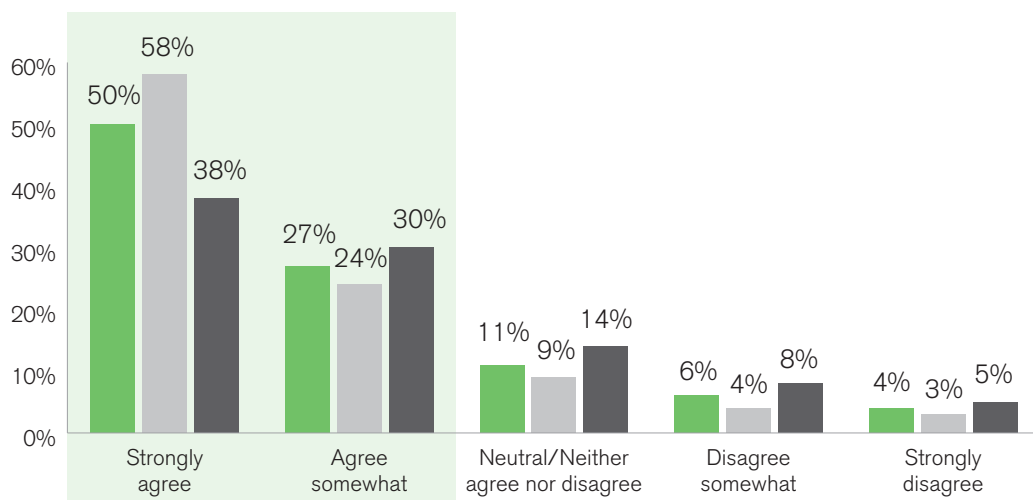
Filter: Asked only of those who saw a chiropractor in the last five years

Unweighted N=1,995

The time and attention a chiropractor gives to his or her patients and to what extent the patient feels cared for may influence the likelihood a patient will come back for care. Half of recent chiropractic patients (50%) strongly agree their chiropractor took time to educate them about treatment options, while 27% agree somewhat. About one in 10 who saw a chiropractor in the last five years disagree that the chiropractor took time to educate them about treatment options.

Most Patients Agree Their Chiropractor Took Time to Educate Them About Treatment Options

■ Total
 ■ Within the last 12 months
 ■ Within the last one to five years



Please indicate your level of agreement with each of the following statements: *My chiropractor takes the time to educate me about various treatment options available.*

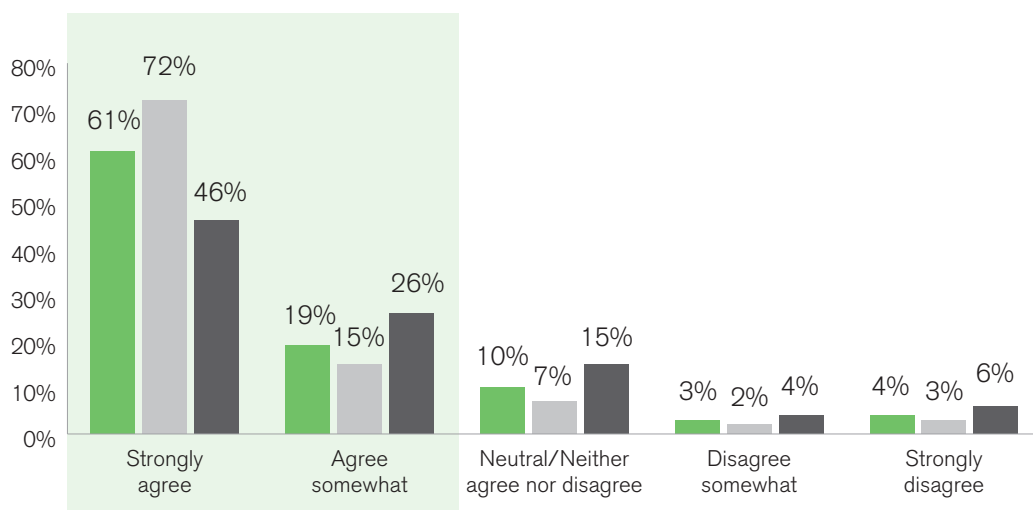
Filter: Asked only of those who saw a chiropractor in the last five years

Unweighted N=1,996

Eight in 10 recent chiropractic users (80%) agree somewhat (19%) or strongly agree (61%) that their chiropractor really cares about them. This rises to 87% among those who used chiropractic in the last 12 months, compared with 72% who saw a chiropractor in the last five years.

Eight in 10 Agree Their Chiropractor Really Cares About Them

■ Total
 ■ Within the last 12 months
 ■ Within the last one to five years



Please indicate your level of agreement with each of the following statements: I feel like my chiropractor really cares about me.

Filter: Asked only of those who saw a chiropractor in the last five years

Unweighted N=1,993

There is a strong relationship between chiropractors taking time to educate their patients about treatment options and the perception that chiropractors care about them. Nearly all respondents who strongly agree their chiropractor took the time to educate them about treatment options also either agree somewhat (10%) or strongly agree (86%) their chiropractor really cares about them.

Please indicate your level of agreement with each of the following statements:
My chiropractor takes the time to educate me about various treatment options available.

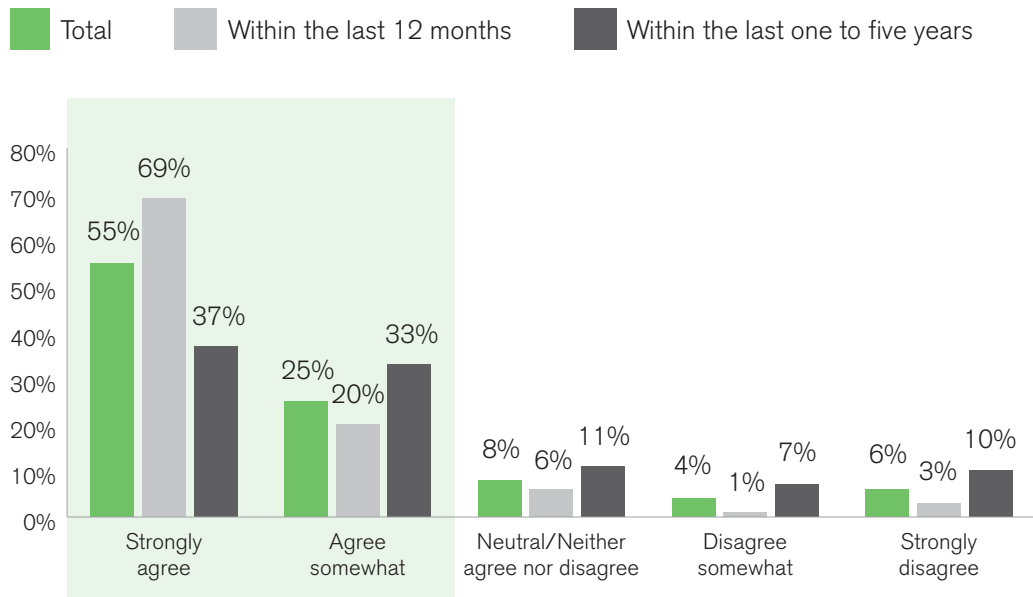
**Strongly agree
N=1,045**

Please indicate your level of agreement with each of the following statements: I feel like my chiropractor really cares about me.	Strongly disagree	2%
	Disagree somewhat	1%
	Neutral/Neither agree nor disagree	2%
	Agree somewhat	10%
	Strongly agree	86%

Chiropractic patients aged 65 and older are more likely than younger patients to strongly agree their chiropractor cares about them. Just over half of those aged 18 to 39 (52%) and 63% of those aged 40 to 64 strongly agree their chiropractor really cares, compared with 73% of those aged 65 and older who say the same.

Most of those who have seen a chiropractor in the last five years say they recommend chiropractic care to family members or friends. Nearly nine in 10 who used chiropractic in the last 12 months (89%) either agree somewhat or strongly agree that they recommend chiropractic care to family or friends, compared with 70% who saw a chiropractor in the last five years.

Eight in 10 Recommend Chiropractic Care to Family Members, Friends



Please indicate your level of agreement with each of the following statements: I recommend chiropractic care to family members or friends.

Filter: Asked only of those who saw a chiropractor in the last five years

Unweighted N=1,994

There is strong evidence that patients are more vocal in recommending chiropractic care to others when chiropractors take the time to educate them about treatment options and when they show patients they care. Respondents who strongly agree that their chiropractor cares about them are 40 times more likely to recommend chiropractic care to their friends and family than those who disagree that their chiropractor cares.

Please indicate your level of agreement with each of the following statements: I recommend chiropractic care to family members or friends.

Strongly agree
N=1,099

Please indicate your level of agreement with each of the following statements: I feel like my chiropractor really cares about me.	Strongly disagree	2%
	Disagree somewhat	0%
	Neutral/Neither agree nor disagree	3%
	Agree somewhat	13%
	Strongly agree	81%

Likewise, respondents who strongly agree that their chiropractor took the time to educate them about their treatment options are more than 16 times more likely than those who disagree to recommend chiropractic care to their friends and family.

Please indicate your level of agreement with each of the following statements: I recommend chiropractic care to family members or friends.

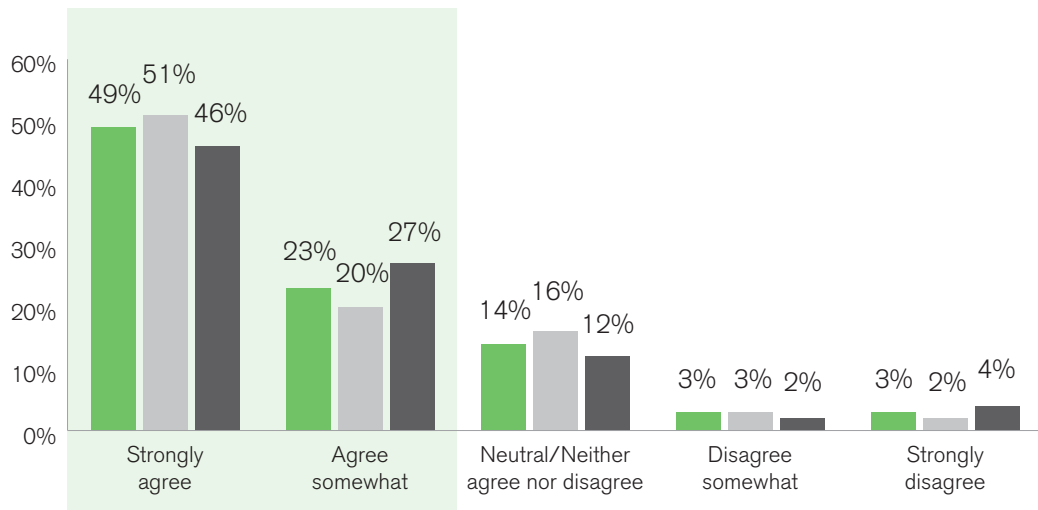
Strongly agree
N=1,102

Please indicate your level of agreement with each of the following statements: My chiropractor takes the time to educate me about various treatment options available.	Strongly disagree	1%
	Disagree somewhat	3%
	Neutral/Neither agree nor disagree	6%
	Agree somewhat	22%
	Strongly agree	67%

This study explores to what extent chiropractic patients want their chiropractor to collaborate with their other doctors on the care they receive. Many recent users of chiropractic want their chiropractor to work together with their other doctors. Just over seven in 10 either agree somewhat (23%) or strongly agree (49%) that they want their chiropractor to work closely with their other doctors to collaborate on their healthcare.

Many Want Chiropractor and Other Doctors to Collaborate on Care

■ Total
 ■ Within the last 12 months
 ■ Within the last one to five years



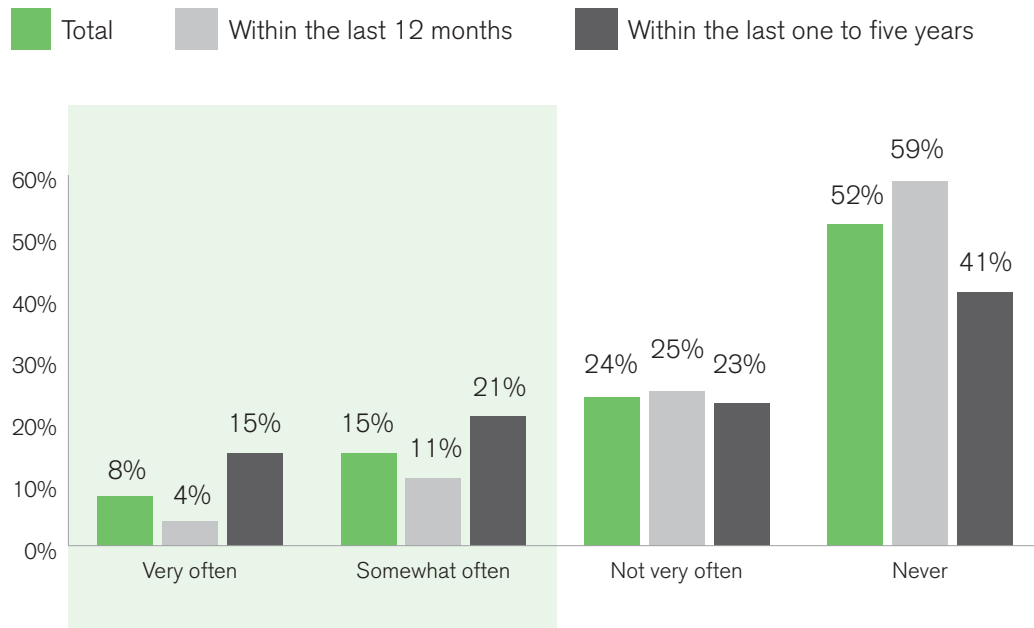
Please indicate your level of agreement with each of the following statements: I would like my chiropractor to work closely with my other doctors to collaborate on my healthcare.

Filter: Asked only of those who saw a chiropractor in the last five years

Unweighted N=1,992

The 2015 study found 44% of U.S. adults perceived that chiropractic care required too many visits. The 2016 study asked recent chiropractic users how often they have felt pressure from their chiropractor to have more appointments than they want. Just over half (52%) say they have “never” experienced this type of pressure, although it is higher among those who have had chiropractic care in the last 12 months (59%). Twenty-four percent have experienced this “not very often.” Only 8% who have seen a chiropractor in the last five years have experienced this kind of pressure “very often.” This drops to only 4% among those who have seen a chiropractor in the last 12 months.

Almost One in Four Often Experience Pressure to Have More Appointments Than Wanted



How often have you experienced any of the following with a chiropractor? Pressure to have more appointments than you want

Filter: Asked only of those who saw a chiropractor in the last five years

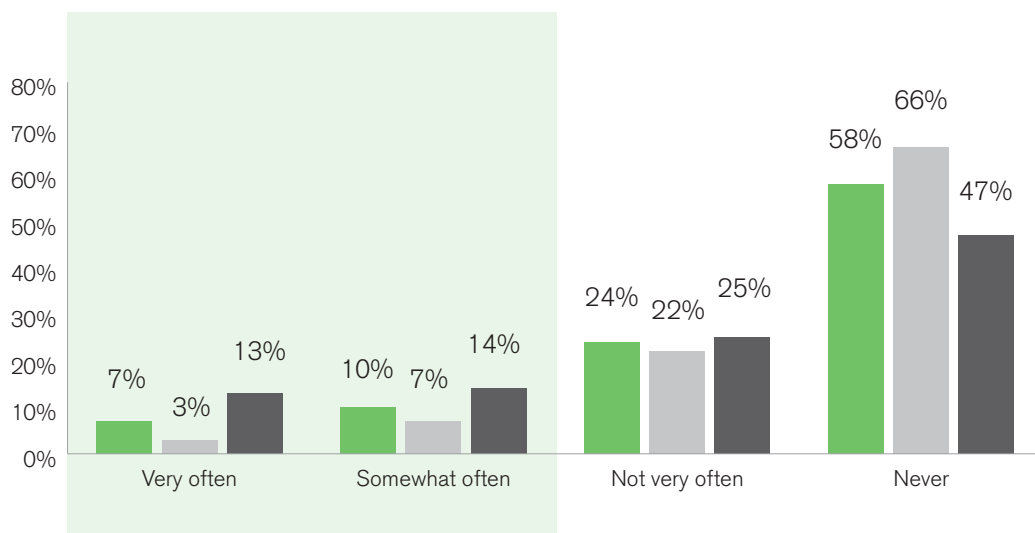
Unweighted N=1,984

Nearly six in 10 recent users of chiropractic (58%) say they have never experienced pressure to get more services than they want. Adults who saw a chiropractor in the last five years are less likely than those who saw a chiropractor in the last 12 months to never have experienced this pressure (47% vs. 66%, respectively).

Women are more likely than men (63% vs. 53%, respectively) to say they have never experienced pressure to get more services than they want.

Fewer Than One in Five Often Experience Pressure to Get More Services

■ Total
 ■ Within the last 12 months
 ■ Within the last one to five years



How often have you experienced any of the following with a chiropractor? Pressure to get more services than you want

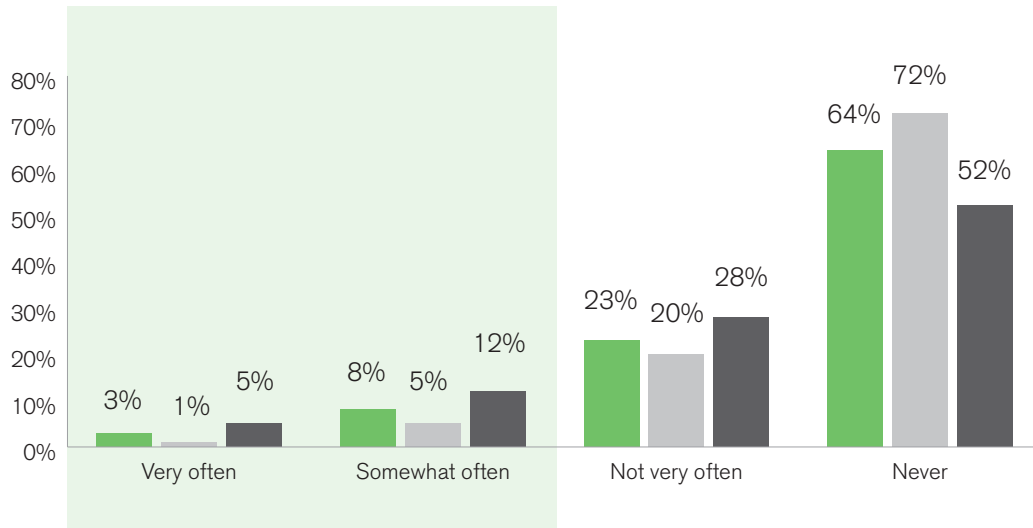
Filter: Asked only of those who saw a chiropractor in the last five years

Unweighted N=1,989

Few recent users of chiropractic often experience unexpected costs for treatment. Just 3% say they have experienced unexpected costs very often, and 8% say they have experienced this somewhat often. About two-thirds of chiropractic users (64%) have never experienced unexpected costs for treatment, and this percentage is higher (72%) among those who have used chiropractic in the last 12 months.

Few Often Experience Unexpected Costs

■ Total
 ■ Within the last 12 months
 ■ Within the last one to five years



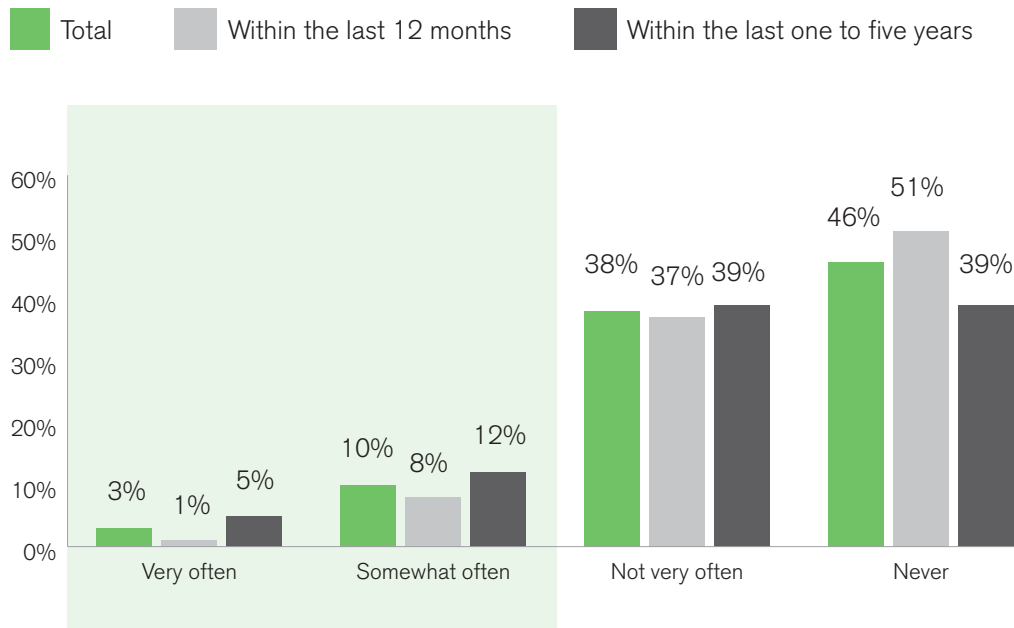
How often have you experienced any of the following with a chiropractor? Unexpected costs for treatment

Filter: Asked only of those who saw a chiropractor in the last five years

Unweighted N=1,986

More than eight in 10 adults who saw a chiropractor in the last five years say they do not often experience diagnosis and treatment that are different from their expectations. More than one-third (38%) have not experienced this very often, and 46% have never experienced this. Adults who saw a chiropractor in the last 12 months are more likely, at 51%, to have never experienced unexpected diagnosis and treatment, compared with 39% among those who saw a chiropractor in the last five years.

Few Often Experience Diagnosis, Treatment Different From Expectations



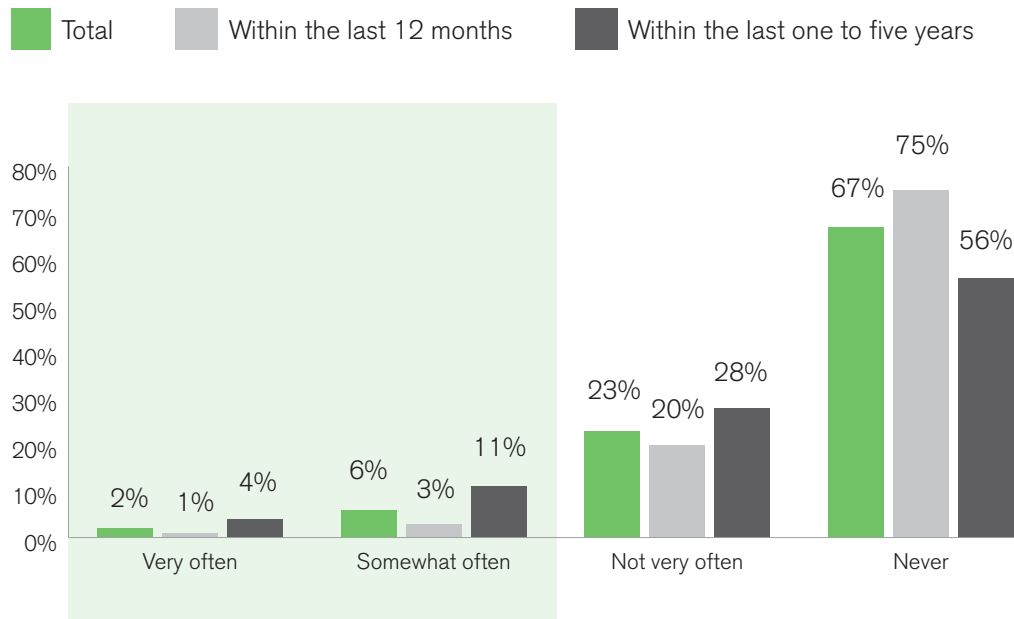
How often have you experienced any of the following with a chiropractor? Diagnosis and treatment that were different from your expectations

Filter: Asked only of those who saw a chiropractor in the last five years

Unweighted N=1,988

Nine in 10 chiropractic users have rarely or never experienced chiropractic treatment methods they were uncomfortable with. Those who used chiropractic in the last 12 months are more likely to say this than those who saw a chiropractor in the last one to five years. Less than 5% of past-year users have experienced treatment they were uncomfortable with somewhat often (3%) or very often (1%).

Very Few Often Experience Treatments They Are Uncomfortable With



How often have you experienced any of the following with a chiropractor? Treatment methods that you are uncomfortable with

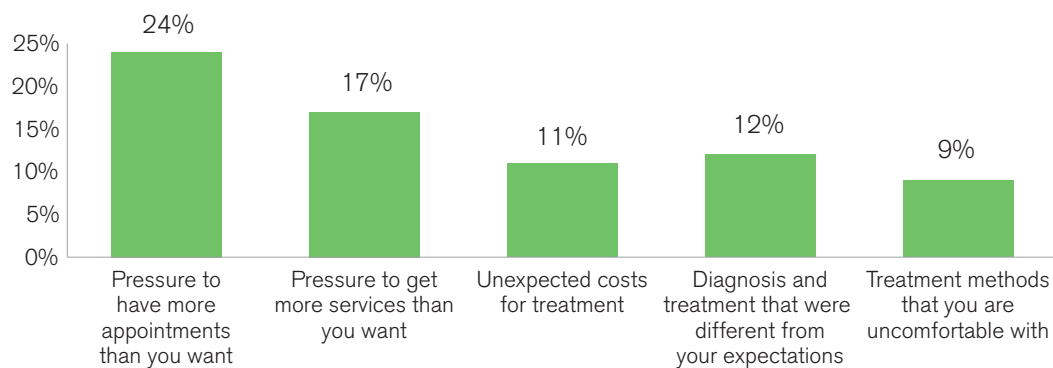
Filter: Asked only of those who saw a chiropractor in the last five years

Unweighted N=1,987

Of the various experiences with chiropractors asked about, recent chiropractic users are most likely to report having experienced pressure to have more appointments than they want, with one in four adults who have seen a chiropractor in the last five years experiencing this. Almost one in five have experienced pressure to get more services than they want.

Nearly One in Four Experience Pressure to Have More Appointments; Nearly One in Five Experience Pressure to Get More Services

% Somewhat Often/Very Often



How often have you experienced any of the following with a chiropractor?

Filter: Asked of people who saw a chiropractor in the last five years

Those aged 65 and older are less likely than younger chiropractic users to feel pressure to get more services, have more appointments or to have unexpected costs at the chiropractor.

Older Patients Least Likely to Feel Pressure to Get More Services and Have More Appointments, Least Likely to Have Unexpected Costs

% Never

	Aged 18 to 39	Aged 40 to 64	Aged 65+
Unexpected costs for treatment (N=1,261)	64%	60%	74%
Pressure to get more services than you want (N=1,134)	55%	56%	69%
Pressure to have more appointments than you want (N=1,015)	49%	50%	64%

How often have you experienced any of the following with a chiropractor?

Filter: Asked only of those who saw a chiropractor in the last five years

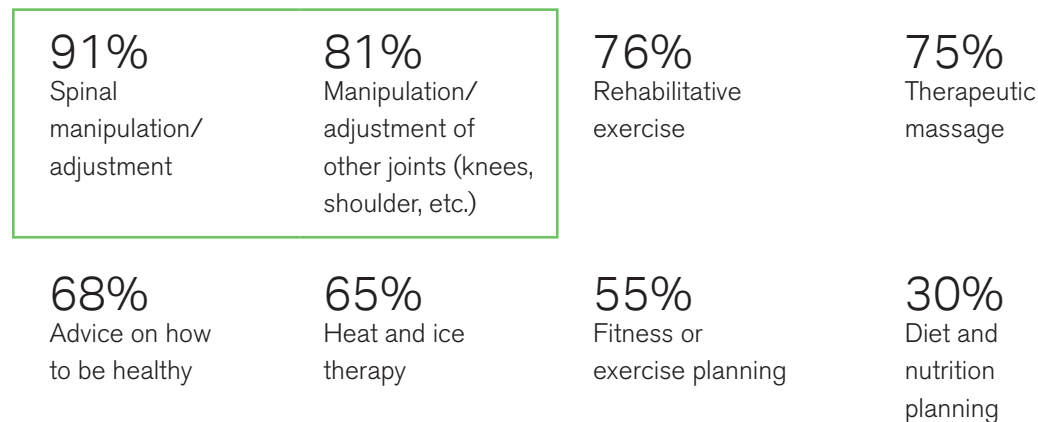
What Patients Want: Preferred Services Among Chiropractic Users

ALTHOUGH THE CHIROPRACTIC PROFESSION IS best known for its expertise in spinal health, chiropractors often offer a variety of services to their patients. Recent users of chiropractic were asked about the services they want to receive while at the chiropractor. Not surprisingly, spinal manipulation/adjustment was mentioned by most chiropractic users — 91% want to receive this service when they go to the chiropractor, and 81% want manipulation/adjustment of other joints (e.g., knees or shoulders). About three in four users mention rehabilitative exercise (76%)

and therapeutic massage (75%), and 65% would like to receive heat and ice therapy.

Interestingly, more than two-thirds of chiropractic users (68%) want advice on how to be healthy, but only 55% want fitness or exercise planning and just 30% want diet and nutrition planning. This suggests that, although patients are generally interested in health advice from their chiropractor, some balk at the idea of a specific diet and exercise plan on which to execute it.

Desired Services at Chiropractic Visits



Which of the following services do you want to receive when you go to the chiropractor?

Filter: Asked only of those who saw a chiropractor in the last five years

Unweighted N=1,957-1,980

Women are more likely than men (60% vs. 50%, respectively) to want fitness or exercise planning from their chiropractor.

A large majority of chiropractic users (72%) say spinal manipulation is the most important service they want to receive at the chiropractor, while 13% say manipulation/adjustment of other joints is most important.

Most Important Chiropractic Service

Spinal manipulation/adjustment	72%
Manipulation/adjustment of other joints (knees, shoulder, etc.)	13%
Therapeutic massage	7%

Which of the following services is most important to you when you go to the chiropractor?

Filter: Asked only of those who saw a chiropractor in the last five years

Unweighted N=1,978

Conclusion

A MAJORITY OF ADULTS IN the U.S. report having neck or back pain that was significant enough they saw a healthcare professional for care at some point in their lives. However, perceptions vary regarding the effectiveness and risks associated with treatment methods. U.S. adults are most likely to describe physical therapy as “very safe” and “very effective,” followed by chiropractic care, with pain medications and back surgery further behind.

U.S. adults are most likely to want to see a medical doctor for significant neck or back pain while about one in four would prefer to see a chiropractor over other healthcare professionals. Far fewer say they would most like to see a physical therapist, an acupuncturist or a massage therapist for significant neck or back pain. Over half of adults in the U.S. (55%) say they are likely to see a chiropractor if they had significant neck or back pain.

The main reasons given by adults who say they are unlikely to see a chiropractor if they had neck or back pain are that they have another healthcare provider they go to (33%), they do not trust chiropractors (29%) and they do not think chiropractic care is safe (23%).

Nearly 62 million adults in the U.S. saw a chiropractor in the last five years, with an estimated 35.5 million going in the last 12 months alone. Adults who saw a chiropractor in the last five years are generally very positive about their experience.

Approximately eight in 10 chiropractic patients agree that:

- the quality of care they received was a good value for the money
- the chiropractor took time to educate them about treatment options
- the chiropractor really cares about them
- they recommend chiropractic care to family members or friends

Patients are much more likely to recommend chiropractic care to their friends and family when chiropractors show they care and take time to educate them about the treatment options available.

Three out of four adults (77%) who saw a chiropractor in the last year describe the treatment they received during the last 12 months as “very effective.” Adults who saw a chiropractor in the last 12 months are significantly more likely to report positive experiences than are adults who saw a chiropractor in the last five years. For example, more than a third of adults (35%) who saw a chiropractor in the last five years say they have often felt pressure to have more appointments than they wanted, compared with only 15% of adults who saw a chiropractor in the last year. This feedback is important as the chiropractic profession seeks to not only attract new patients, but also to retain those it already has.

Methods

RESULTS ARE BASED ON A Gallup Panel web and mail study completed by 7,645 national adults — 7,023 from web and 622 from mail — aged 18 and older, conducted Feb. 8-March 11, 2016. The Gallup Panel is a probability-based longitudinal panel of more than 100,000 U.S. adults whom Gallup selects using random-digit-dial phone interviews that cover landline and cellular telephone numbers. Gallup also uses address-based sampling methods to recruit Panel members.

The Gallup Panel is not an opt-in panel, and members do not receive incentives for participating. The sample for this study was weighted to be demographically representative of the U.S. adult population, using 2012 Current Population Survey figures. For results based on this sample, one can say that the maximum margin of sampling error is ± 1.8 percentage points at the 95% confidence level. Margins of error are higher for subsamples. In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error and bias into the findings of public opinion polls.

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About Palmer College of Chiropractic

PALMER COLLEGE OF CHIROPRACTIC IS the founding college of the chiropractic profession and is known as the trusted leader in chiropractic education. It was founded in 1897 in Davenport, Iowa, by Daniel David (D.D.) Palmer, who developed the science, art and philosophy of chiropractic and performed the first chiropractic adjustment in 1895. Palmer College of Chiropractic has nearly 2,100 students at its campuses in Davenport, Iowa; Port Orange, Florida; and San Jose, California.

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