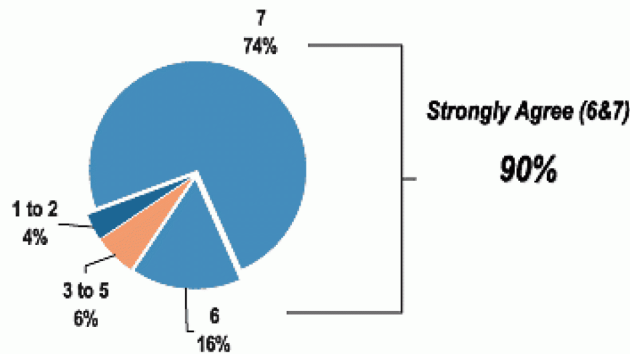


There is almost universal agreement that it is important for a profession to have a clear public identity.

"It is Important for a Profession to Have a Clear Public Identity"

(1 to 7 Scale from *Strongly Disagree* to *Strongly Agree*)



NEWS / PROFESSION

Surveying Chiropractic Identity: WFC Releases Findings

Editorial Staff

The World Federation of Chiropractic's Task Force on Identity has released the findings of its worldwide survey of chiropractors. The stated purpose of the electronic survey, conducted in October 2004, was to "understand attitudes and perceptions toward the profession" and relied on the premise that while "there is a general consensus that chiropractors believe it is important for a profession to have a clear public identity ... most agree that the chiropractic profession suffers from an unclear identity and position within health care today."

Back in September 2003, the WFC announced the formation of a 40-member Task Force on Identity, designed to "direct and facilitate an inclusive and comprehensive international consultation with members of the profession and other relevant parties on the public identity of the chiropractic profession." The task force's first objective was to review past surveys and research related to chiropractic identity. On Feb. 26-28, 2004, the task force met at Life Chiropractic College West to approve methods and procedures to be used for the electronic survey.

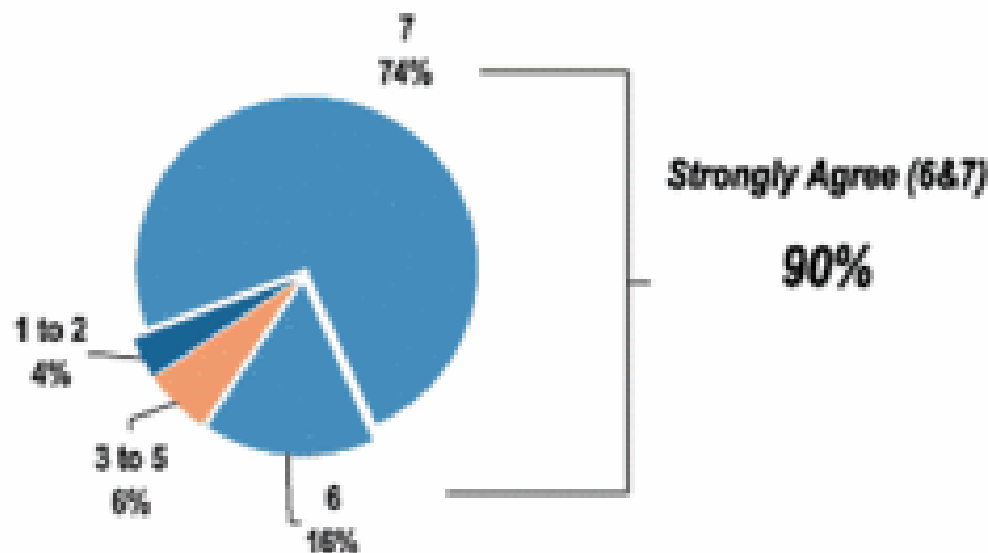
What follows are some of the more interesting data from Consultation on Identity: Quantitative Research Findings, extracted from the report's executive summary. Findings are based on complete responses from 3,689 members of the chiropractic profession worldwide.

Importance for a Profession to Have a Clear Public Identity

There is almost universal agreement that it is important for a profession to have a clear public identity.

“It is Important for a Profession to Have a Clear Public Identity”

(1 to 7 Scale from *Strongly Disagree* to *Strongly Agree*)



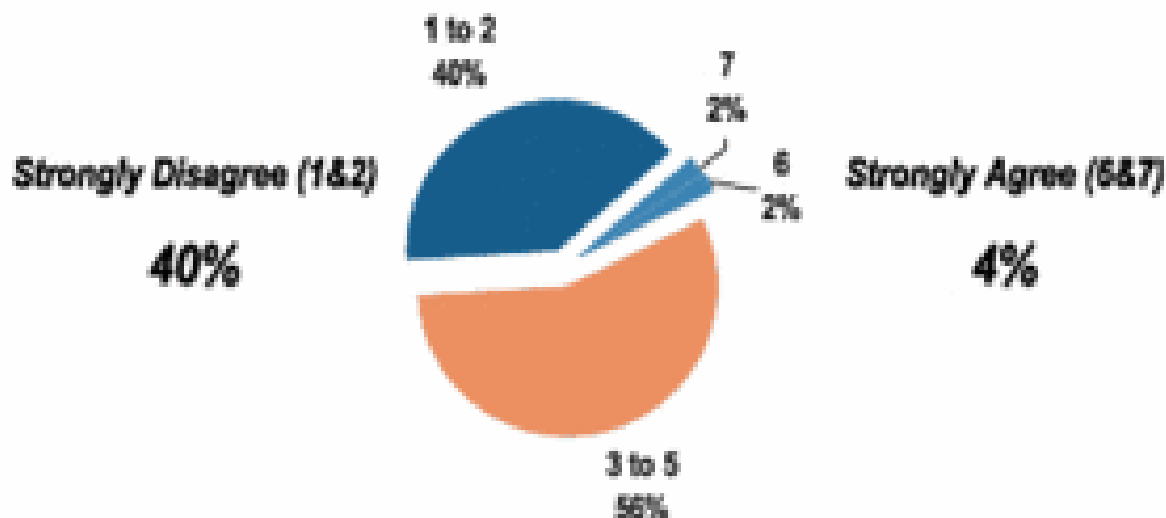
Mean Score: 6.5

Clarity of the Profession's Identity

However, most chiropractors in our sample don't believe the chiropractic profession has a clear public identity today.

“The Chiropractic Profession Has a Clear Public Identity”

(1 to 7 Scale from *Strongly Disagree* to *Strongly Agree*)



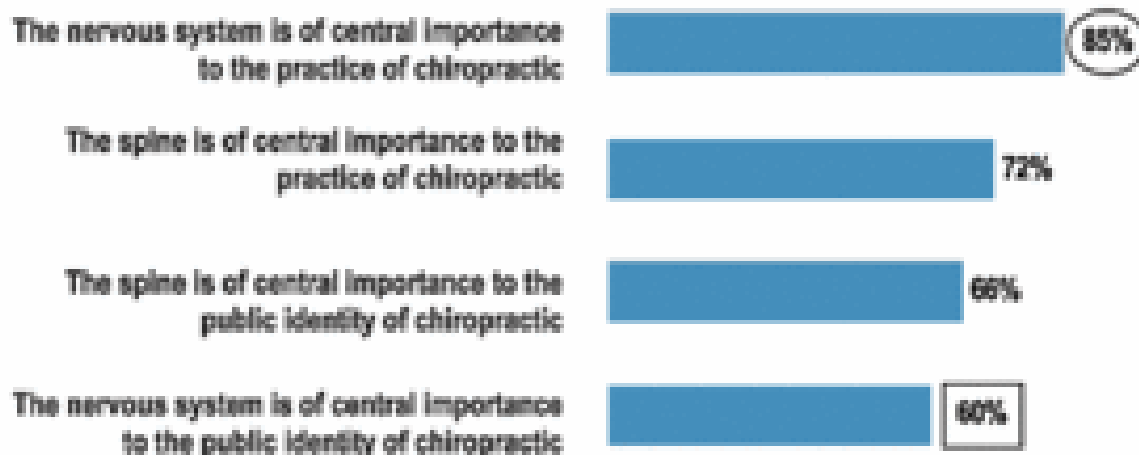
Mean Score: 3.0

Area of Central Importance in Practice & Public Identity

While the nervous system is viewed as being fundamental to the practice of chiropractic (more so than the spine), it is viewed as being less important when it comes to framing the profession's identity.

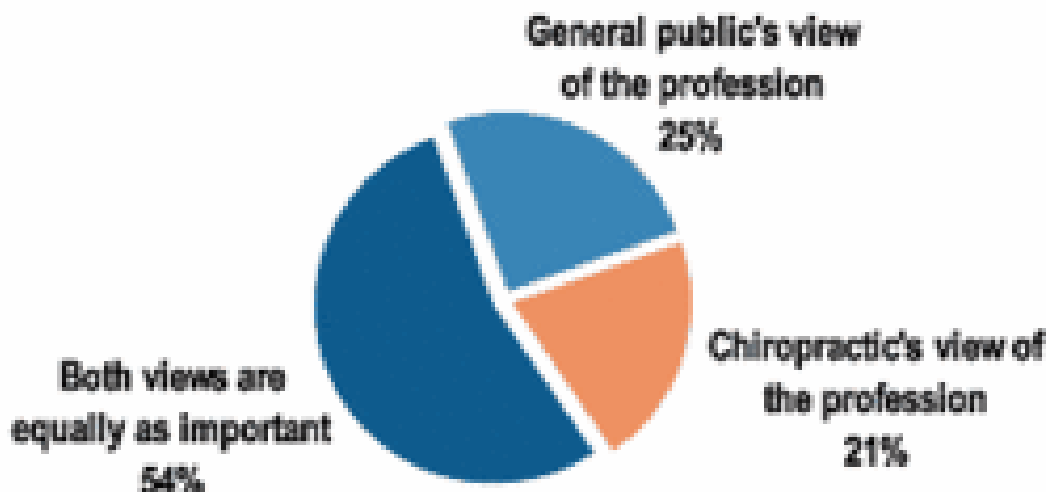
% Rating Level of Agreement at 6 – 7

(on a 1-7 scale from Strongly Disagree to Strongly Agree)



Preferred Emphasis When Promoting Use of Services to the General Public

Most feel that when it comes to promoting the use of chiropractic services to the general public, both chiropractic's and the general public's views, are equally as important to emphasize. This highlights the importance of understanding how doctors of chiropractic would like the profession perceived by the public as well as how they think it is being perceived today.



Perceptions of How the General Public Perceives the Chiropractic Profession

Most chiropractors (91%) think the profession should be perceived by the general public as a form of primary health care with a focused (55%) or broad (36%) scope. However, only four-in-ten (44%) believe this is how the profession is actually perceived by the general public.

The Chiropractor's Perspective

How the Profession Should Be Perceived by the Public



How the Profession is Currently Perceived by the Public

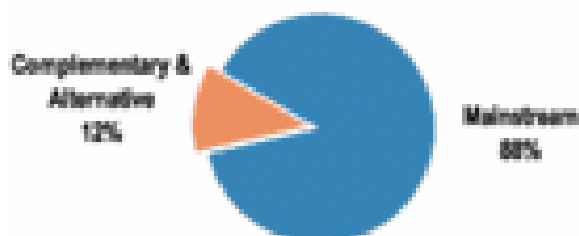


Perceptions of How the General Public Perceives the Chiropractic Profession

While the vast majority feel that the chiropractic profession and its services should be perceived by the general public as mainstream, a near equal proportion feel that in actuality, it is being perceived as a form of complementary & alternative health care.

The Chiropractor's Perspective

How the Profession & Its Services Should Be Perceived by the Public



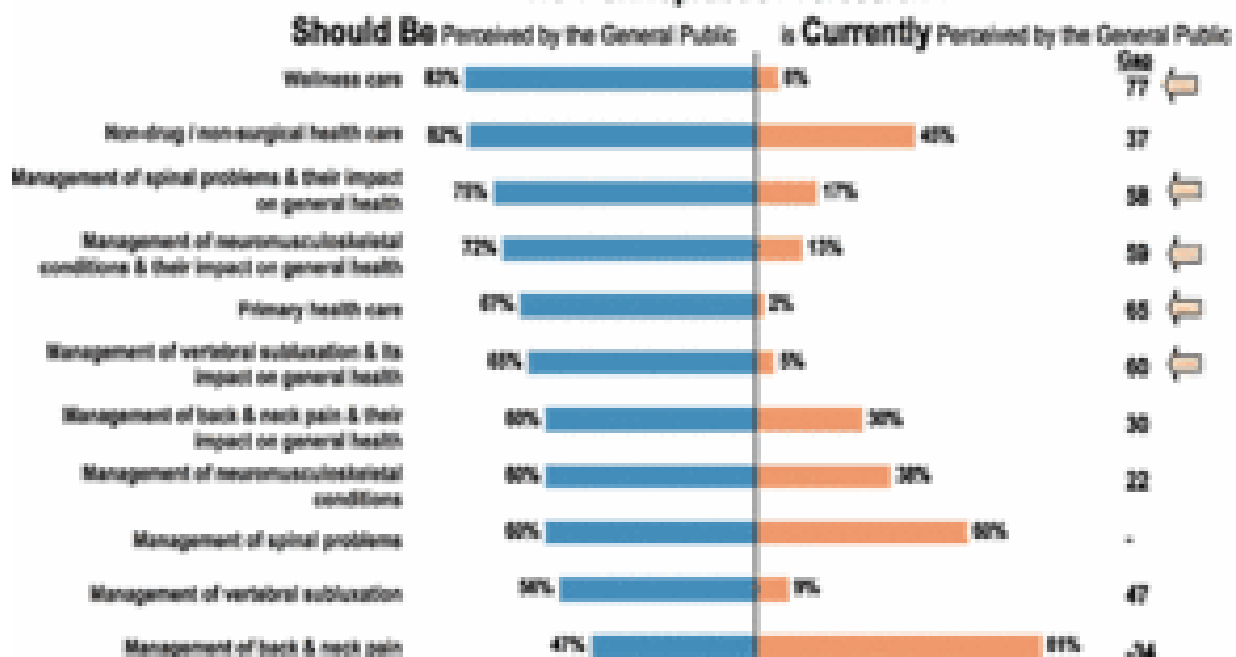
How the Profession & Services are Currently Perceived by the Public



Perceptions of How the General Public Perceives the Chiropractic Profession

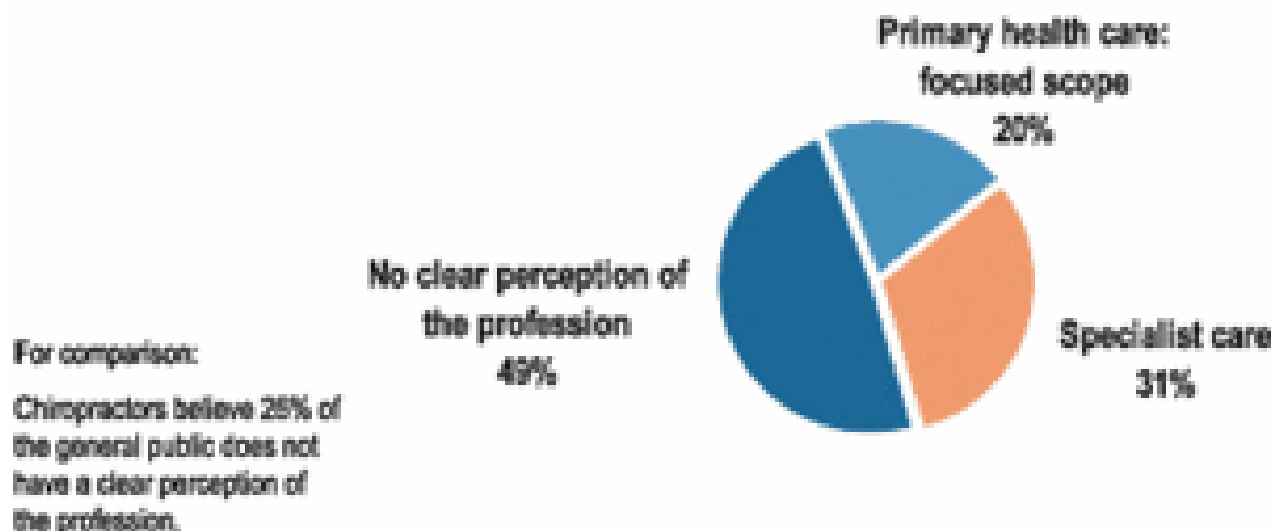
% Saying 6 – 7 (on a 1-7 scale from Does Not Describe at All to Describes Perfectly)

How Chiropractic Profession...



Perceptions of How Chiropractic is Perceived by Medical Doctors

It appears that chiropractors believe the fuzziness surrounding the identity of their profession is even greater among medical doctors than the public at large, with one-half of chiropractors believing medical doctors have no clear perception of the profession.



Complete survey results will be presented at the WFC's 8th Biennial Assembly in Sydney, Australia, in June 2005. For more information, visit www.wfc.org.

Resources

1. Consultation on Identity: *Quantitative Research Findings*. World Federation of Chiropractic, Dec. 7, 2004.
2. WFC establishes task force on identity. *Dynamic Chiropractic*, Nov. 3, 2003: www.chiroweb.com/archives/21/23/19.html.
3. Life West hosts historic WFC meeting on chiropractic identity. *Dynamic Chiropractic*, April 8, 2004: www.chiroweb.com/archives/22/08/12.html.
4. Worldwide survey of chiropractors on identity. *Dynamic Chiropractic*, Oct. 7, 2004: www.chiroweb.com/archives/22/21/16.html.
5. WFC task force assembled. *Dynamic Chiropractic*, Dec. 15, 2003: www.chiroweb.com/archives/21/26/16.html.

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