



MARKETING

Looking for New Patients? Start With This Age Group

Editorial Staff

From a marketing / patient acquisition perspective, there are two different ways to interpret findings from a recent survey conducted by The Harris Poll: You should direct your outreach to the younger generation (because they're more receptive to chiropractic care); or you should focus on older adults, who are less likely to be receptive - but perhaps in more pressing need - of the services you provide.

That's because more than half of young adults ages 18-32 would choose a DC for their neck and back pain care versus a medical doctor, according to the online survey of 2,000 adults, commissioned by the Foundation for Chiropractic Progress. When asked, 54 percent of adults ages 18-24 (Generation Z) and 52 percent of adults ages 25-32 (younger Millennials/Generation Y) responded in the affirmative to the question, "If you were experiencing neck or back pain, would you be more willing to see a doctor of chiropractic (DC) or a medical doctor (e.g., primary care physician or orthopedist) for treatment?" By comparison, only 35 percent of baby boomers (adults ages 57-75) answered yes to the same question.



"After more than two decades of the nation's opioid crisis, it is not surprising that younger Americans would choose effective, drug-free and non-invasive chiropractic care to manage neck and back pain and avoid risky and costly surgical approaches," commented Dr. Sherry McAllister, president of the foundation.

These findings add to previous evidence suggesting chiropractic's potential to reach younger adults. For example, a 2017 Pew Research Center poll found that more 53 percent of U.S. adults ages 18-49 access chiropractic and other forms of "nontraditional" care - also a higher acceptance rate compared to older Americans. And a 2020 foundation study of Gen Z noted that the majority experienced chronic neck, shoulder or back pain prior to the age of 16; and more than six in 10 were "somewhat" or "very" interested in chiropractic care, with one in five already visiting a DC.

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