

Does the Media Treat Chiropractic Fairly? Results of an Informal Survey

Editorial Staff

While chiropractic enjoys increasingly positive coverage by the popular media, there is still cause for concern. Without a comprehensive marketing campaign, chiropractic is very much at the mercy of the media and the impressions its coverage makes in the mind of the consumer public.

Dynamic Chiropractic conducted an informal, e-mail survey of the chiropractic profession. While the response was less than what would be needed to make these results generalizable, it's clear many DCs feel chiropractic is not being treated fairly by the popular media:

How does the media treat chiropractic? What kind of an impression does this treatment create? Here's what chiropractors say:

1. "Media coverage of the chiropractic profession is fair and balanced and accurately reflects the problems within the profession."

Strongly agree 10
Agree 20
Disagree 85
Strongly disagree 136
No opinion 9

1. "Media coverage of the chiropractic profession creates a negative impression that makes the problems in the profession appear worse than they actually are."

Strongly agree 107
Agree 106
Disagree 33
Strongly disagree 11
No opinion 4

1. "How would you compare the needs and types of disciplinary actions in the medical profession with the chiropractic profession?"

They are the about the same 63
The medical profession is higher than the chiropractic profession 58
The chiropractic profession is higher than the medical profession 61
No opinion 76

MARCH 2003

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