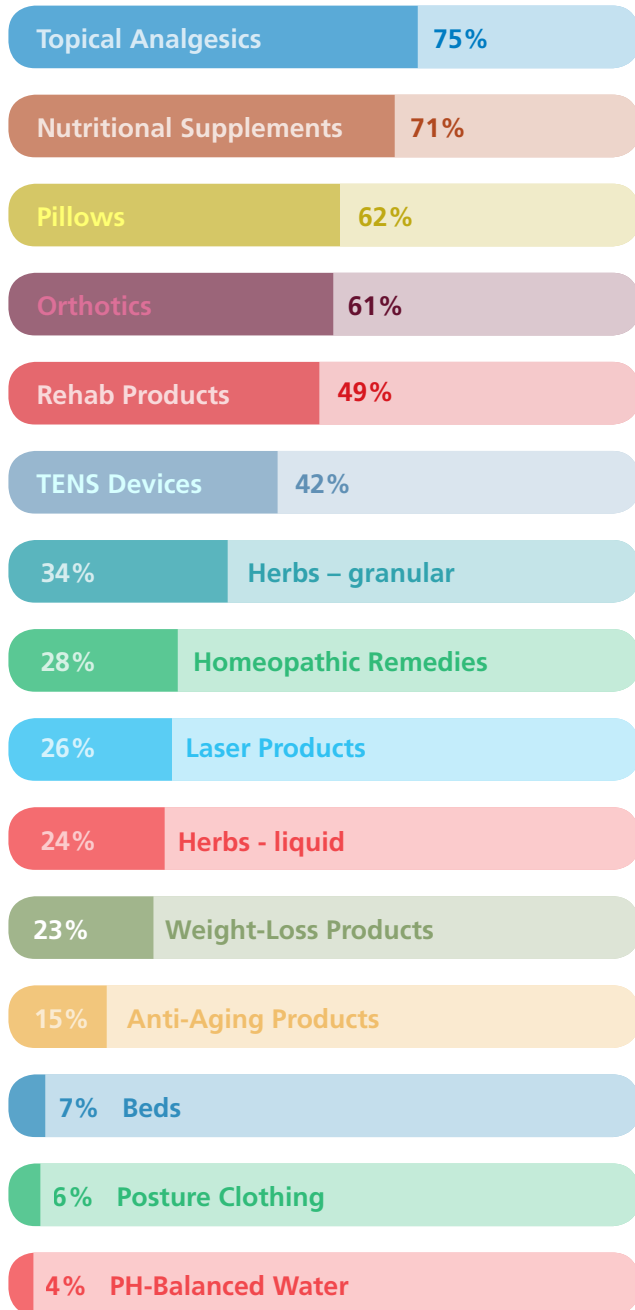



U.S. Chiropractic Market


Product Mix Offered To Patients





Media Consumption By Channel

Most Used Resources When Seeking Information About Chiropractic News & Information

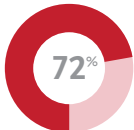
 **65%** of Doctors of Chiropractic consume industry news and information via chiropractic **newspapers and magazines** at least 2x per month. 44% at least 1x per week.


 **49%** consume news and information via chiropractic **e-newsletters** at least 1x per week.

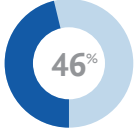
 **44%** consume news and information via chiropractic **webinars** at least 1x per month.


 **33%** consume news and information via chiropractic **app/web reader** at least 1x per month.

Most Used Resources When Seeking Information About Chiropractic Products & Services

 **72%** ranked seminars as the most used resource

 **59%** ranked trade publications and colleagues as the 2nd most used resources

 **46%** ranked internet (company websites, etc..) and conventions/tradeshows as the 3rd most used resources

 **11%** ranked social media as the least used resource

Source: 2015 MPA Media Chiropractic Information Resources Survey

