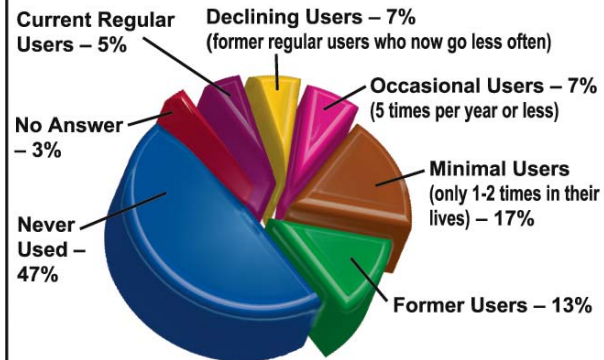


Chiropractic's Reach in the U.S. Health Care Marketplace

According to a recent survey, here's how U.S. consumers describe themselves relative to their use of chiropractic care:



These results underscore the need for an organized, well-funded chiropractic public relations campaign. Please see "Contribute to a Healthier Future for Chiropractic" on page 33 of this issue for more details.

SOURCE: Survey for Campaign for Chiropractic (1,000 Americans). Conducted by Environics Research, November 2004.