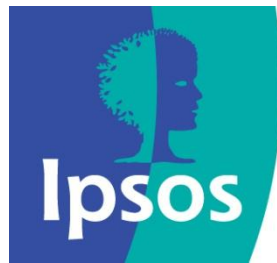


**Almost Half (43%) of Canadians Have Suffered From Four or
More Musculoskeletal Conditions in the Past Year**
*Leading Symptoms Experienced Are Back Pain and Stiffness, Headaches,
Neck Pain, and Joint Pain*

Public Release Date: Thursday, October 16, 2014, 9 AM EST



Ipsos Reid

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

For copies of other news releases, please visit
<http://www.ipsos-na.com/news-polls/>

© Ipsos Reid

***Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
Guelph • Ottawa • Montreal • St. John***



Almost Half (43%) of Canadians Have Suffered From Four or More Musculoskeletal Conditions in the Past Year

Leading Symptoms Experienced Are Back Pain and Stiffness, Headaches, Neck Pain, and Joint Pain

Toronto, ON – A recent survey conducted by Ipsos Reid on behalf of the Canadian Chiropractic Association (CCA) reveals that many Canadians have suffered from multiple musculoskeletal (MSK) symptoms over the past year.

Among a list of symptoms, almost half (43%) of Canadians reported having experienced at least four of the symptoms in the past year. The top symptoms experienced were back pain and stiffness (53%), headaches/migraine (44%), neck pain (35%), and joint pain (35%). The full list is shown in the table below:

<u>Symptom</u>	<u>% Suffering From...</u>
Back pain and stiffness	53%
Headaches/migraine	44%
Neck pain	35%
Joint pain	35%
Knee pain or injury	31%
Shoulder pain or injury	29%
Muscle spasms or tension	27%
Arthritis	22%

© Ipsos Reid

Hip pain or injury	17%
Muscle weakness	15%
Pinched nerves	13%
Tendonitis	11%
Sport-related injury	9%
Spinal problem	8%
Disc disease or herniation	5%
Scoliosis	3%
Whiplash	2%
Other	10%

Women were more likely to have experienced 4 or more MSK symptoms in the past year compared to men (46% women vs. 39% men). In addition, younger Canadians 18-34 (37%) were less likely to have experienced 4 or more symptoms compared to middle-aged Canadians 35-54 (46%) and older Canadians 55+ (43%).

These are findings from an Ipsos Reid survey conducted between October 7 to 11, 2013 on behalf of Canadian Chiropractic Association. A sample of n=3,017 Canadians from Ipsos' Canadian online panel were interviewed. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data for Canada, and to provide results intended to approximate the sample universe. The precision of Ipsos online surveys is measured using a credibility interval. In this case, the total sample is accurate to within +/-2.0 percentage points had all Canadians in this sample universe been surveyed. All sample surveys and



Ipsos Reid

polls may be subject to other sources of error, including, but not limited to coverage error and measurement error.

-30-

For more information on this news release, please contact:

*Sean Simpson
Vice President
Ipsos Reid
Public Affairs
(416) 572-4474*

For full tabular results, please visit our website at www.ipsos-na.com. News Releases are available at: <http://www.ipsos-na.com/news-polls/>

© Ipsos Reid

- 3 -

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
• Guelph • Ottawa • Montreal • St. John*