

Back Pain

Market Sentiments

Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.



Regional Interest

Shows general market interest online according to geographical location

Regional interest

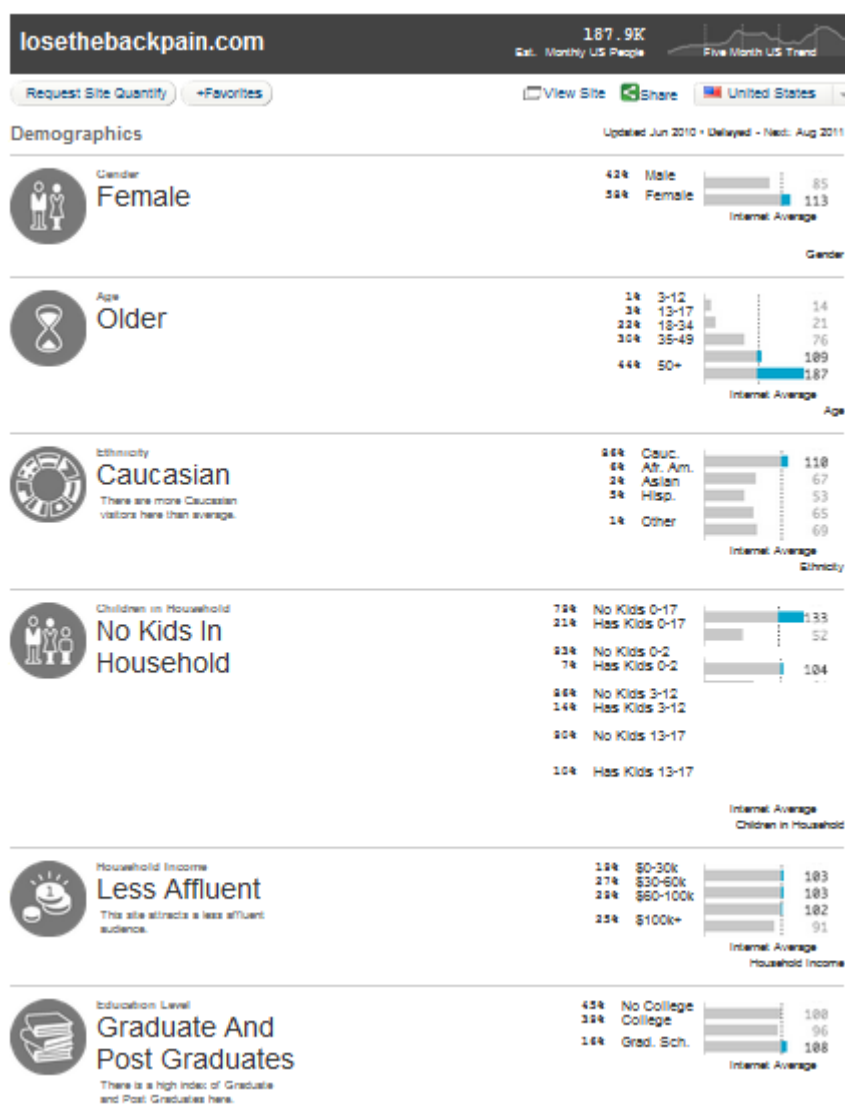
1.	United States	<div></div>
2.	Ireland	<div></div>
3.	Canada	<div></div>
4.	Kenya	<div></div>
5.	United Kingdom	<div></div>
6.	Australia	<div></div>
7.	South Africa	<div></div>
8.	New Zealand	<div></div>
9.	India	<div></div>
10.	United Arab Emirates	<div></div>

Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

Demographics (data based on losethebackpain.com)

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.

The following data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.



The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

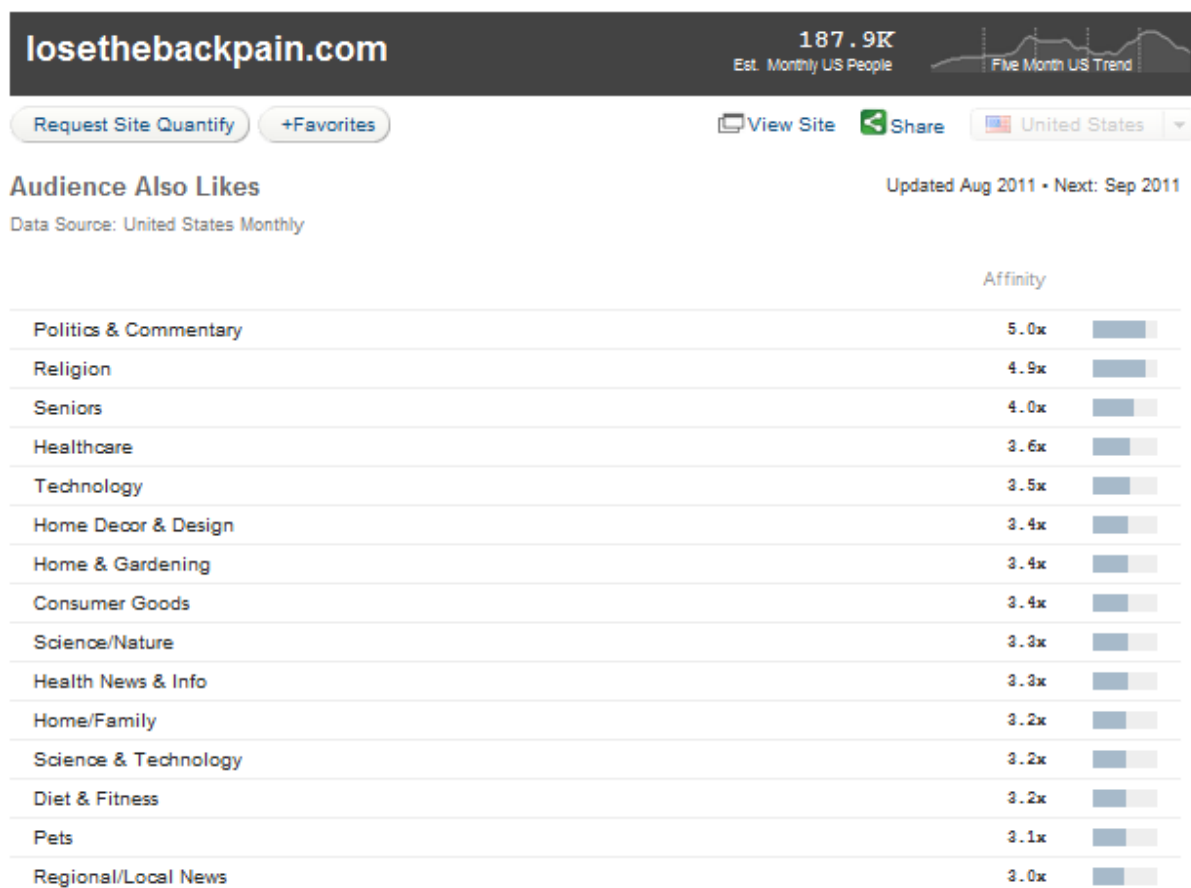
For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.

Psychographics (data based on losethebackpain.com)

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.



Frequently Asked Questions

- When does neck and back pain start to occur during pregnancy?
- What could pain in my back from taking a deep breath mean?
- How bad is the back pain during a kidney infection?
- How to reduce back pain while standing at work?
- How to avoid lower back pain when running?
- Is there a natural pain relief that really works on severe back pain and spasms?
- How do you relieve lower back pain in your 3rd trimester?
- What are some easy methods to relieve back pain?
- What to do about back pain caused from stress?
- What will help lower back pain from standing on hard floor at work?
- What causes lower back pain in the morning?
- How can i fix back pain when doing ab exercises?
- How is sciatica pain different from back pain?
- What is the best bed for back pain relief?
- What can I do to ease back pain while driving?
- How to ease back pain during pregnancy?
- What is the best way to relieve lower back pain or Athletes back?
- How do you treat chronic back pain after having an epidural?

- What are the yoga positions best for back pain relief?
- What are some good ways to relieve back pain from sports?
- How do you ease back pain quickly and without drugs of any sort?
- How can I relieve pain from my lower back and knees?
- What do you do for your chronic back pain to cope day to day?
- How do I prevent Back pain while doing squats?
- What is a good product to relieve back pain?
- What are some good lower back stretches?
- How to prevent back pain on an airplane?
- What is a good way to ease back pain quickly?
- What are the exercises to reduce back pain?
- How do you deal with chronic back pain?

Problems & Frustrations

- **Back problems caused by bed**

I am 6'4 and weight 200+ pounds. I have a double bed which I got for around £279. It is quite cheap but it had a memory foam layer (which turns out to be horrible) for the mattress. I got this bed because my other one was giving me serious back problems. For the first few weeks it was fine and I could feel the difference it was making, but recently I have had some scares and the other day it felt like my lower back went and I would get these weird pains (like I could feel the bones rubbing against each other) when I moved in certain ways. Long story short, I really can't afford to buy another bed and my room does not have enough space for a king size. So I was thinking if I could change things with regards to my bedding to help by back problems. Does anyone have any advice?

- **Persistent back pain**

As I got older, I began feeling this persistent back pain, but then I listed the symptoms to a friend and he was rather alarmed, saying that I should consult a physician. But I don't know if it's really necessary. Well, what I do have is an immediate pain down my spine. An aching pain that begins to spread through my major muscles. I've been relatively healthy all my life and have never had a serious diagnosed illness and I'm a little worried because of this. Does anyone have any recommendations?

- **Tried several drugs for persistent back pain but no positive results**

I have tried several drugs for my persistent, sometimes crippling back pain, but have not found any that worked AND didn't have horrible side effects. Do you have any idea what drugs could give me what I need; a life free from back pain but also free from side effects?

- **Back ache due to sport injury**

I do a lot of sports, and of course this does cause injuries on occasions. When I came back from my soccer practice last week, I came home with a really bad, aching back. It's still aching now, and I am starting to think that I should go and see a doctor about this. What do you all think? When do I need to start worrying about it?

- **Lower back pain due to working in the office for 10 hours a day**

I work in the office for approximately 10 hours a day, and after I finish my work I feel pain in lower back and other parts of my spine. My colleague has started to go for aerobics and she told me that she stretches 15 minutes before every session of aerobic. Also she told me she felt much better and relaxed since she started stretching her spine, so I thought that I might try this out. Are there other exercises that are good for my back?

- **Stress related back pain**

About 10 years ago I talked to my doctor about pain that I was experiencing in my tailbone area. He did a rectal exam and told me that it was stress related. What I don't understand is why it will start bothering me on days when I don't have a care in the world. I do believe that it is stress related because once the pain starts, I begin thinking about it and it gets considerably worse. How do I beat this? It has a large impact on how well I can do my job.

- **Right lower back pain due to consumption of cold liquids**

I get right lower back pain right after I take a drink of any liquids, especially cold liquids. Once I swallow the liquid, as it travels the oesophagus, my back gets a short sharp pain that usually occurs at the same time as a brain freeze. This started about 1 month ago while I

was outdoors for a couple of hours. I was hydrating myself during this time. After this, I went to eat and took a drink of a cold soda and experienced this pain for the first time. This pain does not occur all the time. Does anyone have any knowledge on what this might be about?

- **Work related injury that resulted in bad pain**

Mine started a little over a year ago with a work related injury. They found a small crack in my clavicle and a few bulged disks in my neck. However, I have been experiencing increasingly bad pain in the area between my left shoulder blade and my spine. Usually it is a dull burning, but sometimes it gets so intense that it almost brings me to tears. I have had almost every test imaginable. MRI's, CT scans. PT, TENS unit, injections. You name it. Nothing helps. Recently my doctor sent me to the pain clinic and put me on pain medication, which doesn't help much. What should I do?

- **Hate being on pain medications**

To best describe my back pain, it is like a burning stabbing sensation. It doesn't pulsate or anything like that. Constant. This not only affects my life, but my work and home life as well. My wife is getting frustrated that I hurt so bad. I truly hate being on the pain medications. They don't help the pain at all. If anyone has any information on anything like this, and has a possible treatment or even a possible diagnosis, please let me know.

- **Bad coughing fit that resulted in sharp back pain**

I have had pneumonia for a while and am being treated by a doctor. This morning I had a bad coughing fit this morning while doing this I felt a sharp pain go through the left side of my back. It was so painful that I almost passed out. My partner had to help me up and to

walk it hurts so bad. Now when I cough or even move to get up or walk with my cane I am in so much pain. Does anyone has any ideas on what it can be about?

- **Sharp pain in back**

I started getting a sharp pain in my back right next to my left shoulder blade a couple of days ago. Prior to this, I drove 7 hours on Saturday to my destination, slept on an air mattress at a friend's that night, mattress wasn't blown up properly, kept sinking to the middle, and then drove back 7 hours on Sunday, and Monday morning is when I started getting the pain. I'm thinking that it's a pulled muscle of sorts but I am not too sure. Whenever I bend over or turn with my left arm leading then I get the sharp pain, that's why I think it's a pulled muscle. It has all the signs but the sharp pain also happens when I breathe deep, or try to sneeze. I've read everywhere the symptoms of pulled muscles and I haven't come across the breathing causing deep pain or sneezing, or any of that. I would love some feedback, especially on the breathing part.

- **Slightest sudden move causes extreme pain**

I'm 45 year old female and I would like to find out more about my health problem. You see, about a month ago I have developed some back problems. I'm suffering from really strong lower back pain and some other symptoms including pain traveling down your legs below the knee and weakness in your legs and feet. I'm a little overweight but I don't remember that I was injured my back anyhow. I was taking some pain killers and putting some ice packs on painful areas and it was helping me in the beginning but, now it can't do much for me. I can barely sleep and walk, and slightest sudden move is causing me extreme pain. Please tell me, should I wait for another month or so to see if it will be better or should I contact my doctor over this immediately?

- **Pain increased and now on medication**

For almost a year now, I have been having pain several times a week. To make a long story short, the pain has increased and is now on a daily basis. I had gone to a physician and he put me on anti-inflammatory and pain medication. The anti-inflammatory worked for about two weeks and that was it. He ordered for me to do Physical Therapy but by this time, I was hurting on a daily basis and not able to go. I have gone from taking a half pain pill to now taking 1 1/2 to 2 almost on a daily basis and about every 10 hours. Am I going to have to live off pain pills for the rest of my life? Is there an easier way to manage the pain?

- **Deep aching pain**

I don't know what's going on but lately when I have bad pain I get dizzy and have to lay down. It seems to be when I get bad pain in the middle of my back and my muscles are real tight. It's not sharp pain but a deep aching pain like my bones are in a vise. I also get nausea and have the sensation that my spine is unstable like something is going to move the wrong way. I don't think it's the meds because I have been on the same thing for 5 years with only the slightest increases. Is the pain making me feel dizzy? Can I do something to overcome this problem?

- **Bad pain possibly due to sleeping position**

Sometimes I wake up in the morning with my back pain being more intense than the night before. Is that because of my sleeping position? How can I sleep to lessen my pain?

- **Long term back pain**

I will be 29 in a month's time and I have been going to a chiropractor for back pain off and on since I was 14. My pain is in my lower back and it can go from non-existent to excruciating in a very short period. My chiropractor is great but sometimes I wonder if there is more that I can be doing to help myself. Sometimes I feel that my adjustments just do not last. I am a stay-at-home mom so I can't stop doing housework. Simple things drive me to extreme pain, like laundry or dishes. I can sit down when I need to, so that does help, but there has to be more to life than working around pain! Has anyone tried surgeries? Do you find them a good solution?

- **Back pain due to pregnancy**

I am 6 weeks pregnant and last week I nearly passed out due to pains across my lower back, it was so intense I had to lay on the floor at work. I went to the doctors and he diagnosed me with a kidney infection and gave me pregnancy safe antibiotics. The pain was still continuing and not lessening after I'd finished my 7 day course of antibiotics so I returned to the doctors who told me to go to casualty if I got the pain again. Soon after returning home I got the pains and went to the casualty at the hospital. They referred me to the gynaecologist ward & took a blood and urine test & found no signs of a kidney infection and both tests were fine. They prescribed me some pregnancy safe painkillers and said that it was probably high hormone level or ligaments softening for pregnancy. It has now been 9 days and I'm still suffering with such severe lower back pain that I cannot stand up when it comes, leave the house on my own, drive or go to work. The only symptoms I get are pain in my lower back which comes every 8-10 hours & lasts for about 15 minutes. I'm so upset and distressed now as I can't believe that the ligaments softening is so unbearably painful that I nearly pass out each time it happens and have to lay on the floor and I have no idea of how long this is going to last. The doctors aren't very helpful either as they haven't given me any

further medication or any definite answer of what it is. If this is "ligaments softening", has anyone had or heard of anyone suffering pain as severe as this? Please help because I'm at my wits end.

- **Back pain due to scoliosis**

I have scoliosis, but the curve is only 29% (a lower lumbar S curve). Nothing has ever been done (surgery, braces, etc), besides PT and probably 5 years ago I started complaining of the lower left back, hip, leg pain. I was getting a massage from someone and they noticed a knot on my lower left back area (right on the panty line) and when pressure was applied all of that pain stopped! Over the years (the past 5 years) the pain has gotten worse and no one is sure what the knot is. Well everyone has their opinions, but no two opinions are the same. I would like to know if anyone has had similar problems? I don't think my scoliosis is the cause of much. I often have general low back pain, but not terrible. This is specifically radiating (it seems) out of this knot in my lower left back (a horrible, stabbing, numb pain) that goes through my buttock down my leg. Pain killers are not helping (I'm probably immune) and I just want to know if anyone has any directions I should go. My doctor just wants to keep giving me injections, but I feel like that's only masking a problem.

- **Unable to stand the pain**

My doctor and I have been discussing about the possibility of me getting a pain pump. I was just wondering is anyone here has a pain pump and if it does the trick. I am a little afraid to go there, but I just can't stand this pain anymore. It is really getting me down.

- **Back pain due to long hours of sitting**

Due to pressure on the spinal cord, I find that after long hours of sitting, my back ends up stiff and in pain. I've heard of special cushions that are supposed to help relieve the pressure, but they seem overpriced to me and I was wondering if there are any other solutions.

- **Suffering from Spinal Stenosis, 5 budging discs, degenerative disc disease and arthritis**

I am 29 years old and after dealing with Spinal Stenosis, 5 budging discs, degenerative disc disease and arthritis. I felt uneasy about the thought of going to pain management. After seeing my specialist and learning about the limits of what she could do for me, I put it off for 3 months and finally made an appointment for a pain management specialist. The medication I got worked. I am able to stand for long periods of time and feel 50% better. They do not totally take the pain away, but make it manageable. Here comes my conundrum. My parents are both in the medical field. My mother was a nurse for about 30 years. They were worried a few months ago when I mentioned going to a pain management doctor. They do not want me to get addicted. They are that good of parents that they worry. I love that. We are close and I live about 1 mile from them. I talk to them about everyday and spend time with them. I have been keeping this a secret from them for a few weeks. I so badly want to tell them, but I am afraid of their reaction and do not want them to think badly of me or judge me. How should I approach my parents about this while not feeling uneasy and anxious and expecting the worst?