

Table I

<b>USE OF ALTERNATIVE MEDICINES AND PRACTICES BY CANADIANS</b>															
		REGION						AGE			GENDER		INCOME		
	Canada	B.C.	Alberta	Man/Sask	Ontario	Quebec	Atlantic	18-34	35-54	55+	Male	Female	<\$30K	\$30-59K	\$60K+
Base = All respondents															
(Weighted Bases)	(1200)	(157)	(108)	(84)	(453)	(301)	(97)	(405)	(468)	(327)	(588)	(612)	(336)	(413)	(285)
(Unweighted Bases)	(1200) %	(145) %	(112) %	(93) %	(445) %	(304) %	(101) %	(405) %	(507) %	(287) %	(601) %	(599) %	(331) %	(414) %	(294) %
HAVE YOU EVER USED ANY ALTERNATIVE MEDICINES? (acupuncture, homeopathy, herbology, macrobiotics, chiropractics, other therapies., etc)															
Yes	42	56	48	38	42	42	19	34	49	42	39	46	35	43	52
No	58	44	52	61	58	58	81	66	51	57	61	54	64	57	48

*"To start, I'd like to ask you a few questions about alternative medicines and practices, which includes things like acupuncture, homeopathy, herbology, macrobiotics, chiropractics and other therapies which are not usually prescribed by conventional doctors. Now, how you ever used any alternative medicines, including those I haven't listed?"*

Table 5

<b>Government Regulation of Alternative Medicines and Practices</b>															
		REGION						AGE			GENDER		INCOME		
	Canada	B.C.	Alberta	Man/Sask	Ontario	Quebec	Atlantic	18-34	35-54	55+	Male	Female	<\$30K	\$30-59K	\$60K+
Base = All respondents															
(Weighted Bases)	(1200)	(157)	(108)	(84)	(453)	(301)	(97)	(405)	(468)	(327)	(588)	(612)	(336)	(413)	(285)
(Unweighted Bases)	(1200) %	(145) %	(112) %	(93) %	(445) %	(304) %	(101) %	(405) %	(507) %	(287) %	(601) %	(599) %	(331) %	(414) %	(294) %
Government should regulate alternative medicines and practices.	67	64	61	54	70	72	64	71	68	61	69	66	63	70	74
Government should not try to control alternative medicines and practices.	30	32	37	44	27	24	35	27	28	35	27	32	34	28	24
Don't know	3	4	3	2	3	4	1	2	4	4	4	2	4	2	2

*"Some people say that the government should regulate alternative medicines and practices the same way that they regulate other drugs and practices to make sure they are safe and really do what it is claimed they will do. Others say that if they want regulated medicines and practices they'll use the regular medical system, and that governments should not try to control alternative medicines and practices. Generally speaking, which statement is closer to your point of view?"*

Table 2

<b>USE OF ALTERNATIVE MEDICINES AND PRACTICES: User Profile</b>															
		REGION						AGE			GENDER		INCOME		
	Canada	B.C.	Alberta	Man/ Sask	Ont	Que	Atlantic	18-34	35-54	55+	Male	Female	<\$30K	\$30-59 K	\$60K+
(Weighted Bases)	(508)	(88)	(52) *	(32) *	(191)	(127)	(18) *	(139)	(230)	(139)	(228)	(280)	(119)	(179)	(149)
(Unweighted Bases)	(506) %	(80) %	(56) %	(36) %	(188) %	(128) %	(18) %	(138) %	(245) %	(122) %	(230) %	(276) %	(114) %	(179) %	(152) %
<b>AND, WHICH HAVE YOU USED?</b>															
Acupuncture	22	18	17	11	19	31	39	16	22	28	20	24	18	26	22
Homeopathy	18	15	5	--	17	31	14	24	18	12	12	23	19	15	22
Herbology	23	28	35	24	26	8	25	25	25	16	18	26	17	26	22
Macrobiotics	1	4	3	2	--	1	--	2	1	1	1	1	1	2	1
Chiropractics	59	63	48	66	68	49	41	52	59	66	62	57	50	58	71
Other	24	27	17	19	23	27	18	23	25	23	21	26	21	26	22
<b>WHEN DID YOU START USING ALTERNATIVE MEDICINE?</b>															
Within last year	8	7	8	6	10	4	21	9	9	6	8	8	5	11	6
1-2 years ago	13	12	12	8	12	16	19	19	11	9	12	13	11	12	14
2-5 years ago	24	26	31	18	19	27	36	32	23	18	23	25	22	28	22
More than 5 years ago	55	56	49	68	59	54	24	40	57	67	56	54	61	49	58
<b>IMPORTANCE OF ALTERNATIVE MEDICINES AND PRACTICES TO YOUR OWN PERSONAL HEALTH</b>															
Very Important	32	38	29	42	31	29	28	28	34	33	32	32	37	34	27
Somewhat Important	48	43	53	45	48	50	44	50	47	45	44	50	39	51	49
Not Very Important	15	16	10	7	15	18	10	17	14	14	16	13	15	11	19
Not important at all	5	3	6	6	5	4	18	5	4	7	7	3	7	4	5
Don't know	1	--	1	--	2	--	--	--	1	2	--	1	2	1	--
<b>SATISFACTION WITH ALTERNATIVE MEDICINES AND PRACTICES THAT YOU'VE USED</b>															
Very Satisfied	48	54	59	48	49	35	58	49	47	47	44	50	44	52	45
Somewhat Satisfied	42	33	34	41	42	53	32	42	44	39	42	42	40	40	48
Not very satisfied	6	7	3	5	5	8	--	5	5	9	6	5	7	5	5
Not satisfied at all	4	5	4	6	4	4	9	4	4	5	7	2	8	3	2
Don't know	--	--	--	--	1	--	--	--	--	1	1	--	1	--	--
* Caution: Small Sample Size															

*"Respondents who answered "yes" to using alternative medicines and practices were asked a series of questions*

Table 3

<b>WHY CANADIANS ARE USING ALTERNATIVE MEDICINES AND PRACTICES(**)</b>															
	Canada	REGION						AGE			GENDER		INCOME		
		B.C.	Alberta	Man/ Sask	Ont	Quebec	Atlantic	18-34	35-54	55+	Male	Female	<\$30K	\$30-59 K	\$60K+
(Weighted Bases)	(508)	(88)	(52) *	(32) *	(191)	(127)	(18) *	(139)	(230)	(139)	(228)	(280)	(119)	(179)	(149)
(Unweighted Bases)	(506) %	(80) %	(56) %	(36) %	(188) %	(128) %	(18) %	(138) %	(245) %	(122) %	(230) %	(276) %	(114) %	(179) %	(152) %
I don't trust modern medicines and doctors.	6	4	6	5	8	4	--	5	5	6	8	4	9	6	3
Regular medicines on their own aren't working for me.	34	27	35	38	38	33	33	27	43	27	37	32	34	31	39
Why not, alternative medicines and practices don't hurt you and may help a bit	48	46	50	52	39	60	46	57	42	47	44	50	52	45	47
I'm worried about the side effects from doctor-prescribed medicines and practices	23	24	16	23	24	23	28	21	23	26	18	28	22	22	24
Alternative medicines and practices are more natural.	33	39	30	28	35	28	35	44	35	19	28	37	29	39	33
I get better service from alternative medicine providers than from the regular health care system.	17	20	13	6	14	25	24	15	18	19	18	17	17	18	19
Don't know	31	31	34	35	33	26	22	27	28	39	37	26	31	30	30
* Caution: Small Sample Size.															
** Figures represent "Total Mentions": Multiple reasons were accepted from each respondent, thus percentages will exceed 100.															

*"Which of the following is your main reason for using alternative medicines or practices? And which is your second reason?"*

Table 4

<b>USE OF ALTERNATIVE MEDICINES AND PRACTICES BY CANADIANS</b>															
	REGION							AGE			GENDER		INCOME		
	Canada	B.C.	Alberta	Man/ Sask	Ont	Quebec	Atlantic	18-34	35-54	55+	Male	Female	<\$30K	\$30- \$59K	\$60K+
Base = All respondents															
(Weighted Bases)	(1200)	(157)	(108)	(84)	(453)	(301)	(97)	(405)	(468)	(327)	(588)	(612)	(336)	(413)	(285)
(Unweighted Bases)	(1200) %	(145) %	(112) %	(93) %	(445) %	(304) %	(101) %	(405) %	(507) %	(287) %	(601) %	(599) %	(331) %	(414) %	(294) %
MY HEALTH IS LIKE THE WEATHER, THERE'S NOT MUCH I CAN DO ABOUT IT.															
Strongly Agree	11	8	5	7	11	14	13	6	8	19	9	12	16	9	4
Somewhat Agree	12	11	11	17	9	17	13	8	15	14	13	11	16	11	7
Somewhat Disagree	19	13	24	18	18	21	18	19	18	19	17	20	19	21	14
Strongly Disagree	58	67	61	57	61	49	57	67	59	47	60	57	48	58	75
Don't Know	--	1	--	1	--	--	--	--	--	--	--	--	1	1	--
DOCTORS CAN GIVE ADVICE BUT PEOPLE HAVE THE MAIN RESPONSIBILITY TO LOOK AFTER THEIR OWN HEALTH															
Strongly Agree	71	76	75	62	73	67	72	71	74	67	67	75	68	74	72
Somewhat Agree	22	17	18	25	20	26	22	22	22	21	25	18	21	22	22
Somewhat Disagree	3	3	4	2	3	4	3	2	2	6	4	3	5	3	3
Strongly Disagree	3	2	3	9	3	2	3	4	2	3	3	3	5	1	3
Don't Know	1	1	--	2	1	1	--	1	--	2	2	--	1	1	--

"I'm going to read you some statements on health care issues. For each one, I'd like you to tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree."

Table 6

<b>LETTING EXPERTS DECIDE</b>															
		REGION						AGE			GENDER		INCOME		
	Canada	B.C.	Alberta	Man/ Sask	Ont	Quebec	Atlantic	18-34	35-54	55+	Male	Female	<\$30K	\$30- \$59K	\$60K+
Base = All respondents															
(Weighted Bases)	(1200)	(157)	(108)	(84)	(453)	(301)	(97)	(405)	(468)	(327)	(588)	(612)	(336)	(413)	(285)
(Unweighted Bases)	(1200) %	(145) %	(112) %	(93) %	(445) %	(304) %	(101) %	(405) %	(507) %	(287) %	(601) %	(599) %	(331) %	(414) %	(294) %
MODERN MEDICINE IS SO COMPLICATED THAT IT'S BETTER TO LET THE EXPERTS DECIDE WHAT IS TO BE DONE															
Strongly Agree	24	15	22	19	24	28	30	20	20	34	27	21	32	22	15
Somewhat Agree	32	27	34	40	30	35	37	32	34	30	32	32	31	32	33
Somewhat Disagree	23	28	24	23	24	21	13	28	22	18	24	22	20	23	27
Strongly Disagree	18	26	17	12	19	14	17	16	22	14	15	21	13	21	22
Don't Know	3	3	3	5	4	3	3	3	3	4	2	4	4	3	3
<b>LONG TERM HEALTH EFFECTS</b>															
MANY ALTERNATIVE MEDICINES AND PRACTICES MAY HAVE LONGER TERM NEGATIVE EFFECTS ON THE HEALTH OF PEOPLE WHO USE THEM															
Strongly Agree	10	5	10	19	11	8	11	9	9	14	11	9	13	8	7
Somewhat Agree	25	16	30	29	22	28	35	24	25	25	27	23	28	25	19
Somewhat Disagree	32	30	39	36	28	34	29	37	31	25	31	32	27	32	38
Strongly Disagree	17	32	11	6	18	18	8	16	22	13	16	19	15	19	21
Don't Know	16	17	10	11	21	12	16	14	13	23	15	17	17	15	16

"I'm going to read you some statements on health care issues. For each one, I'd like you to tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree."