



*Presentation* ▶▶

# *Public Opinion Research*



Prepared for:

***Coalition for Naturopathic Medicine***

Prepared by:

***Innovative Research Group***

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Methodology

Public Awareness of Naturopathic Medicine

Usage of Naturopathic Medicine

Naturopathic Medicine as a Legitimate Medical Option

Key Findings and Research Implications

# Methodology

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# Methodology | General Population Telephone Survey

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- This study was conducted by Innovative Research Group through random digit dialing telephone interviews among a representative sample of 602 English speaking Ontarians, 18 years of age or older.
- The interviews were conducted between March 17<sup>th</sup> and March 23<sup>rd</sup>, 2006. Up to eight call-backs were made in the case of non-response.
- Using data from Statistics Canada, the results were weighted according to region, age and gender to ensure a sample representative of the entire Ontario adult population. In the end, the maximum margin of error obtained for a sample of 602 respondents is  $\pm 4.0\%$ , 19 times out of 20.

**Note:**

*Graphs may not always total 100% due to rounding values rather than any error in data.  
Sums are added before rounding numbers.*



# Public Awareness of Naturopathic Medicine

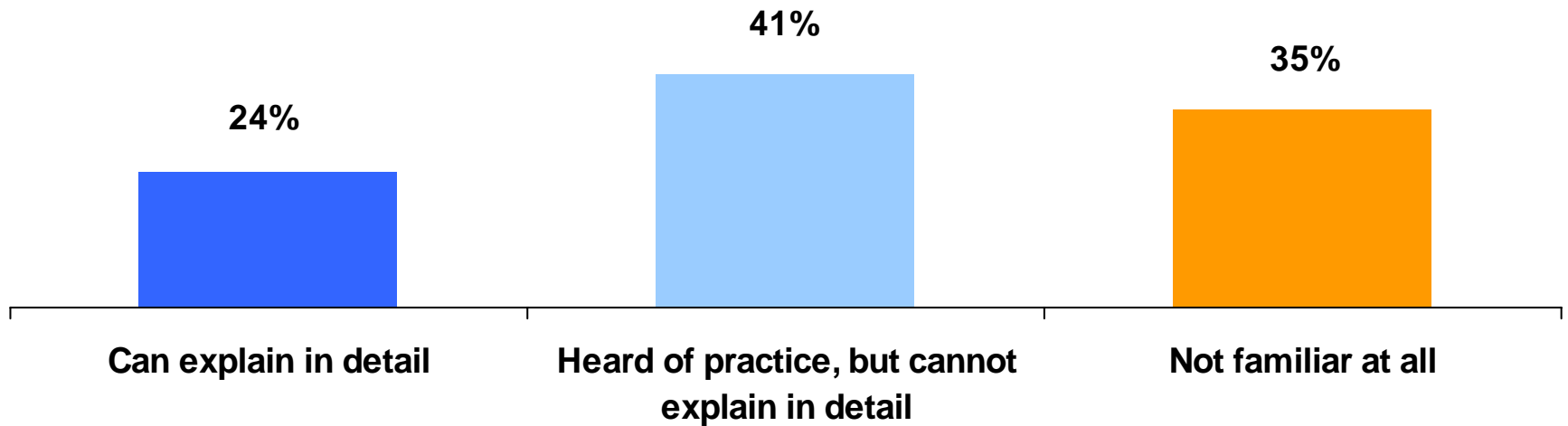
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*General Population Telephone Survey Results*



# Familiarity with naturopathic medicine

Q How familiar are you with the practice of naturopathic medicine?

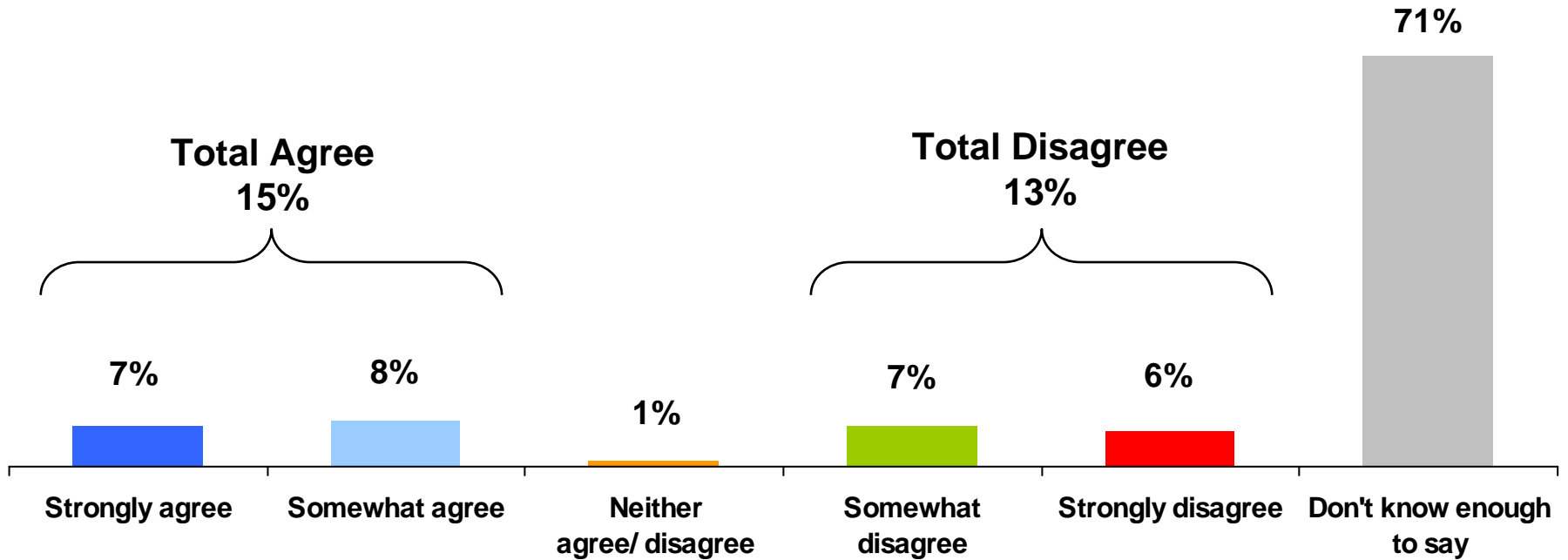


**Note:** 'Don't know/Refused' (1%) not shown

# Public don't know enough to say whether there is adequate consumer protection for those that use NDs



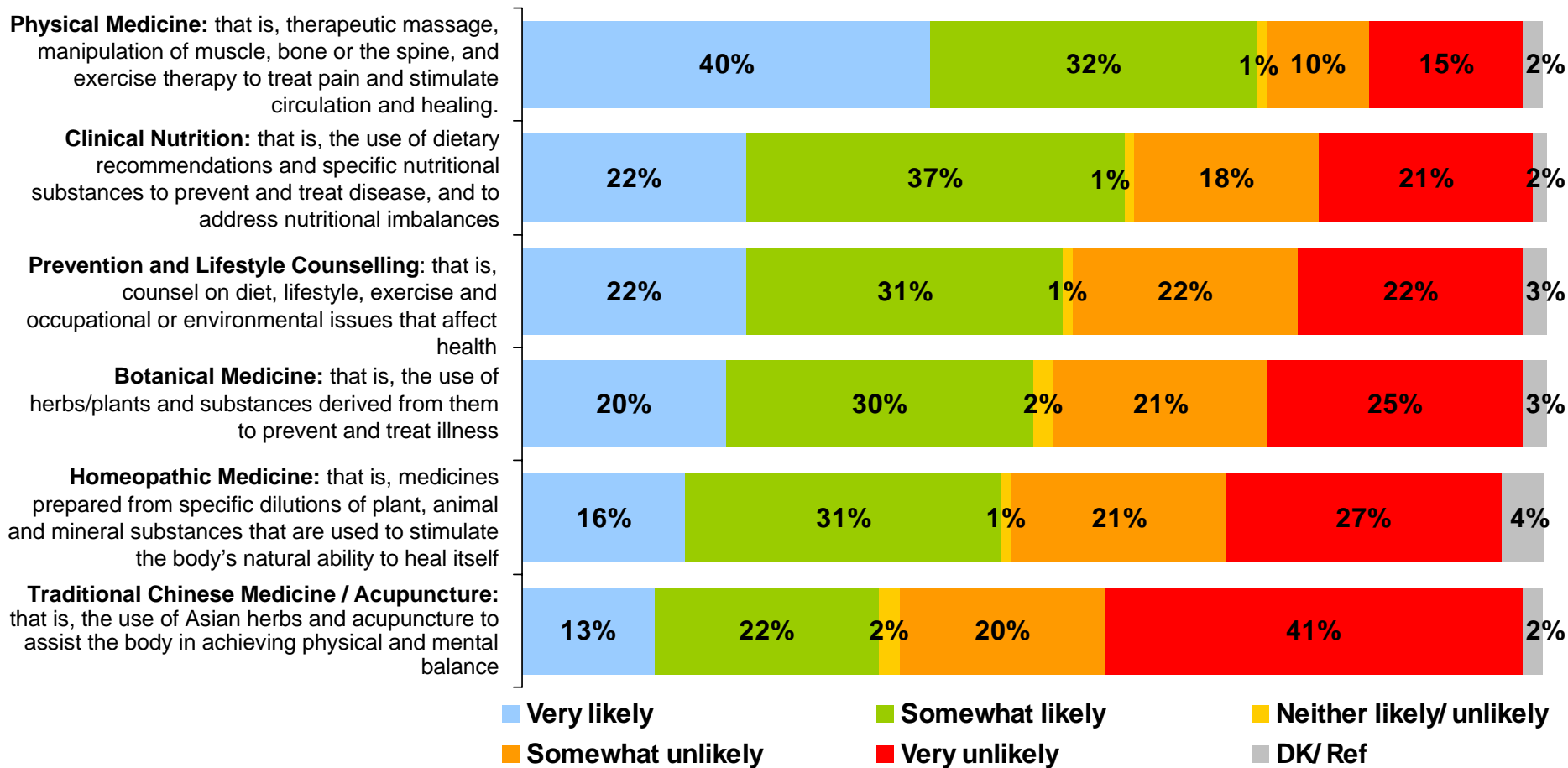
Do you agree or disagree that there is adequate consumer protection for patients who choose to see naturopathic doctors or have you not heard enough to say?



# Nutrition and lifestyle counseling most popular areas of naturopathic medicine

Q

I'm now going to read a list of health care treatments? Can you tell me how likely you are to use these services in the future and is that very likely, somewhat likely, somewhat unlikely or very unlikely?





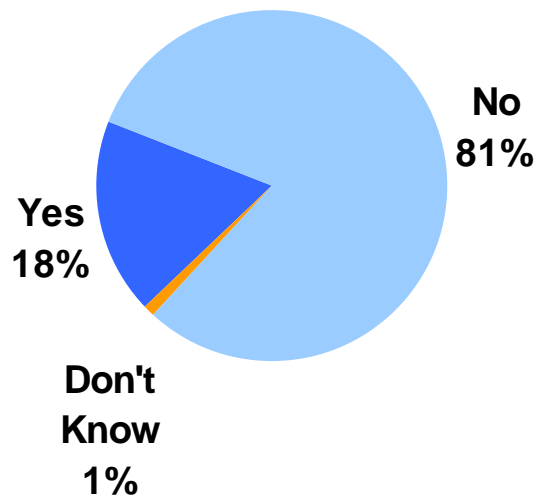
# Usage of Naturopathic Medicine

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# Less than 2-in-10 have ever seen a naturopathic doctor health care treatment

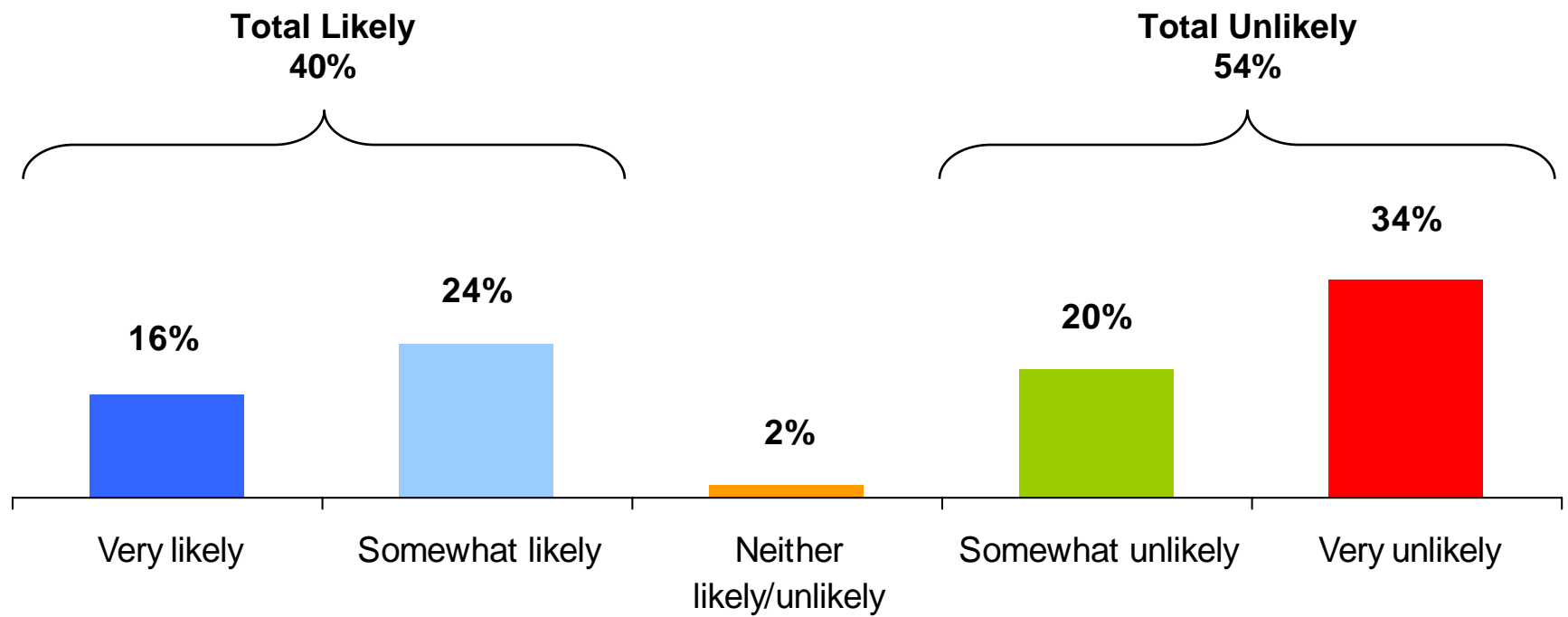
Q Have you ever seen a naturopathic doctor for health care treatment?



# 4-in-10 Ontarians are likely to see a naturopathic doctor in the next few years



How likely are you to see a naturopathic doctor in the next few years?

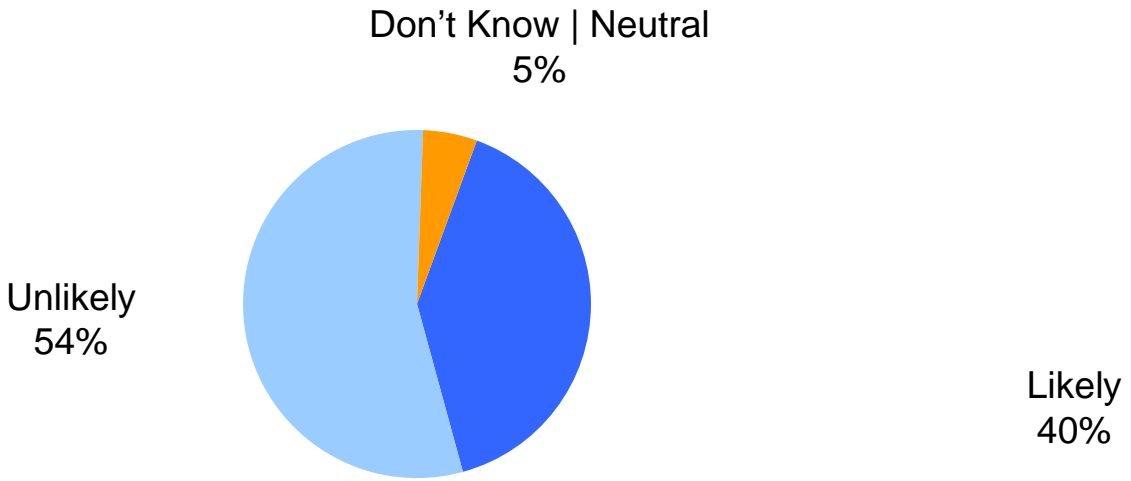


**Note:** 'Don't know/Refused' (3%) not shown



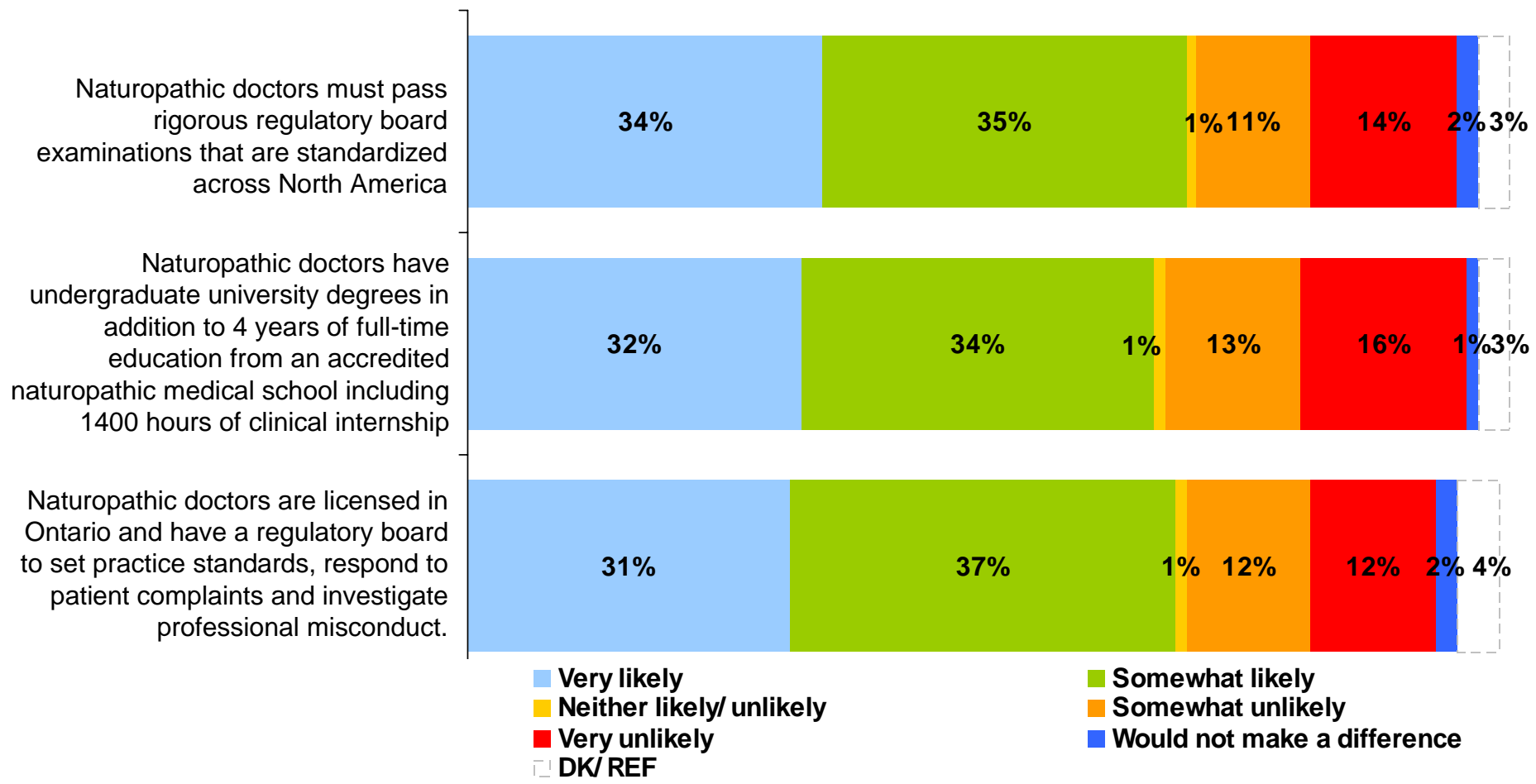
# Ontarians likely to use an ND in the future ...

**Q** How likely are you to see a naturopathic doctor in the next few years?



# Knowing anything about ND credentials increases Ontario's likelihood to use a naturopathic doctor

**Q** How likely or unlikely would you be to use a naturopathic doctor in the future if you knew ...



# Naturopathic Medicine as a legitimate medical option

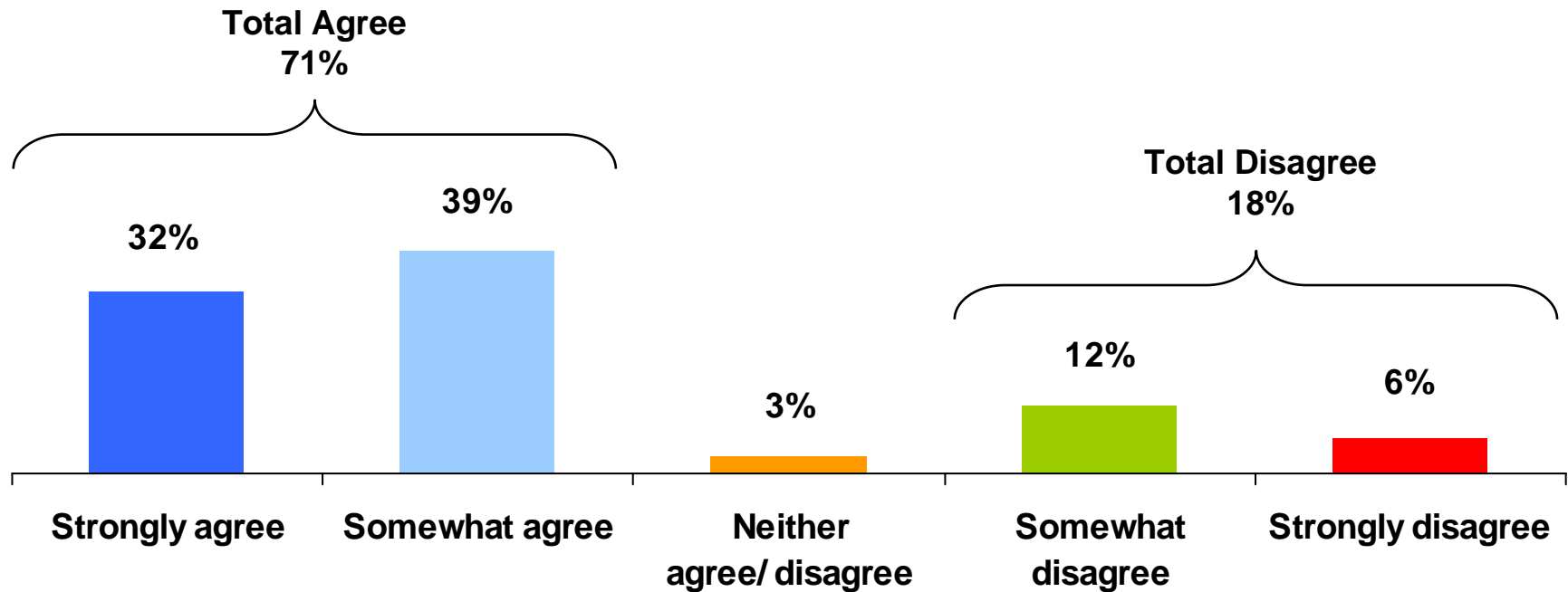
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# Naturopathic medicine is legitimate option

Q

I'd like you to tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: "Naturopathic medicine is a legitimate option within the range of available medical options for the people of Ontario."

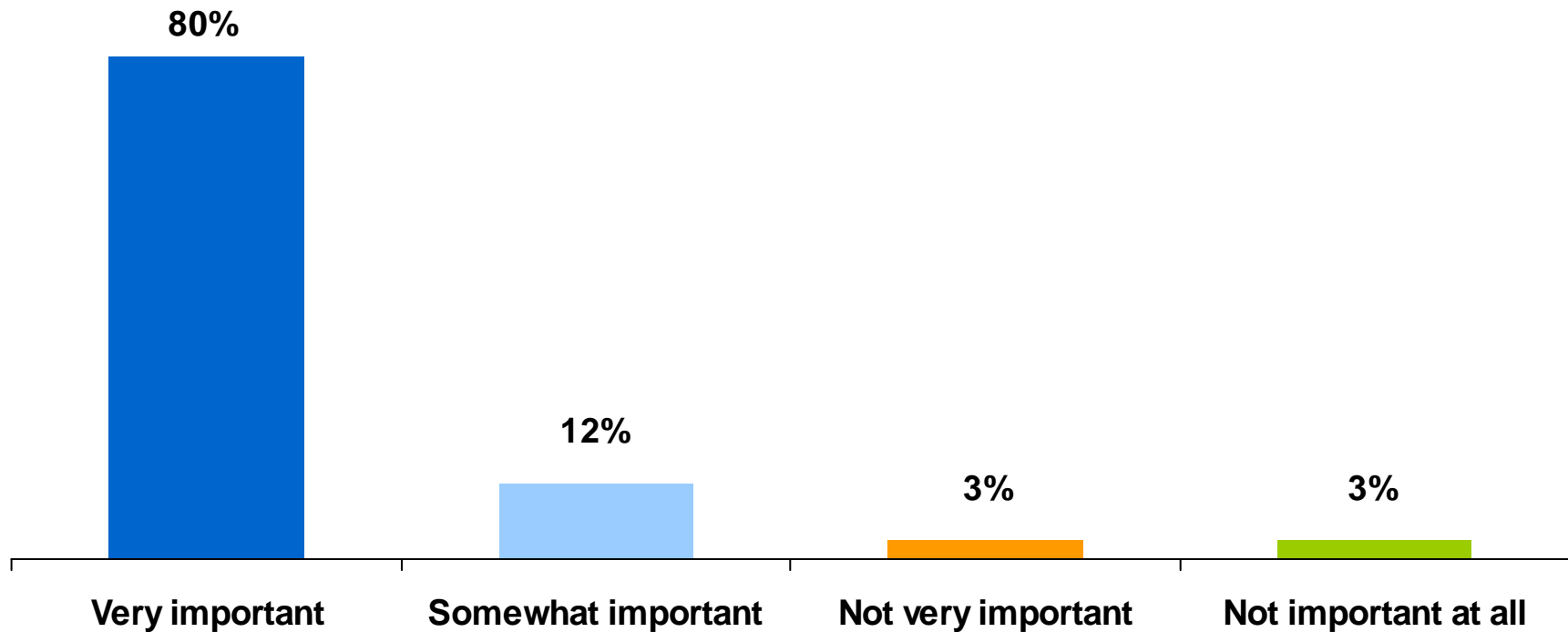


Note: 'Don't know/Refused' (7%) not shown

# Importance of title protection for public safety

Q

In Ontario, there is currently no clear regulation to prevent an unlicensed and untrained practitioner from claiming to be a naturopathic doctor or a naturopath. How important is it to public safety to allow only regulated or licensed naturopathic doctors who have graduated from an accredited institution, who have passed licensing exams and who remain in good standing with the regulatory board to legally call themselves a “naturopathic doctor”?



**Note:** 'Don't know/Refused' (2%) not shown



# 9-in-10 believe only those who have met professional standards should call themselves naturopaths

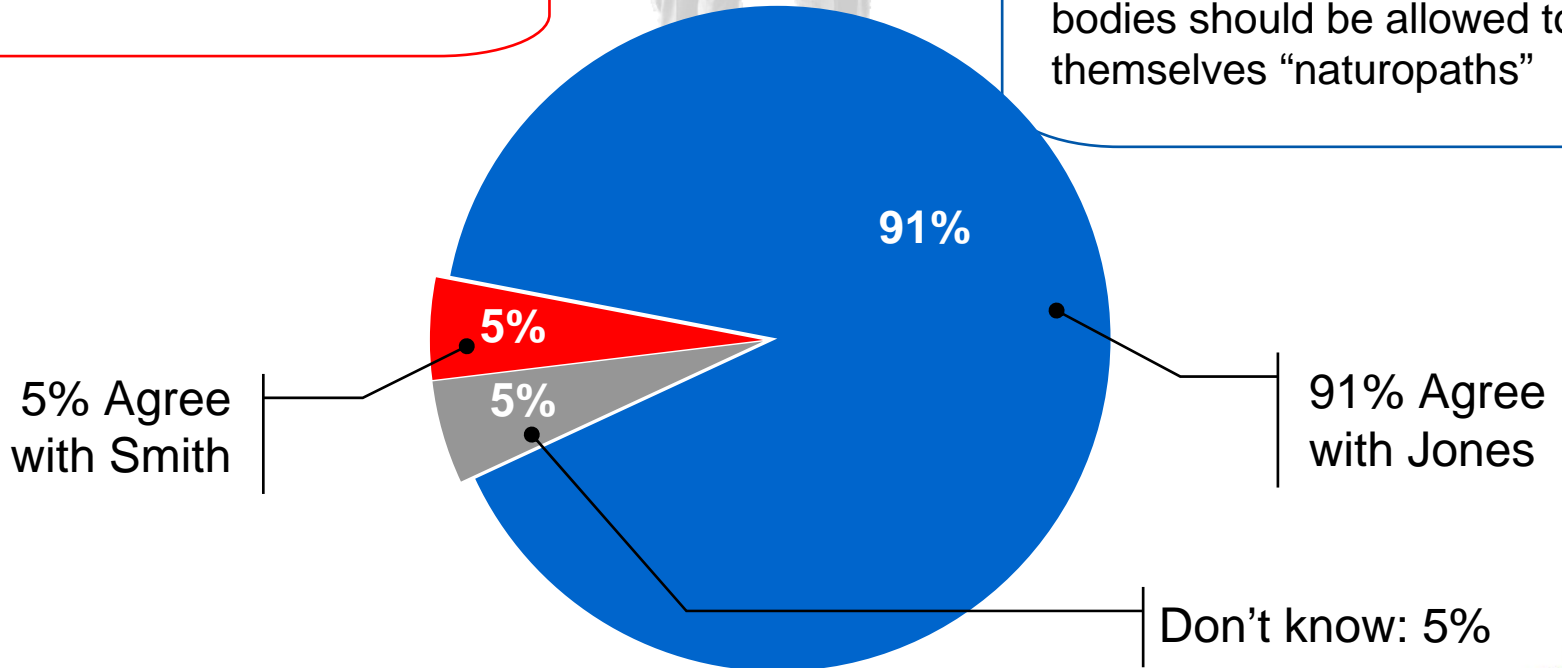
**Q** Which of the following statements comes closer to your point of view?

**Smith says:**

Anyone should be allowed to call themselves a "naturopath"

**Jones says:**

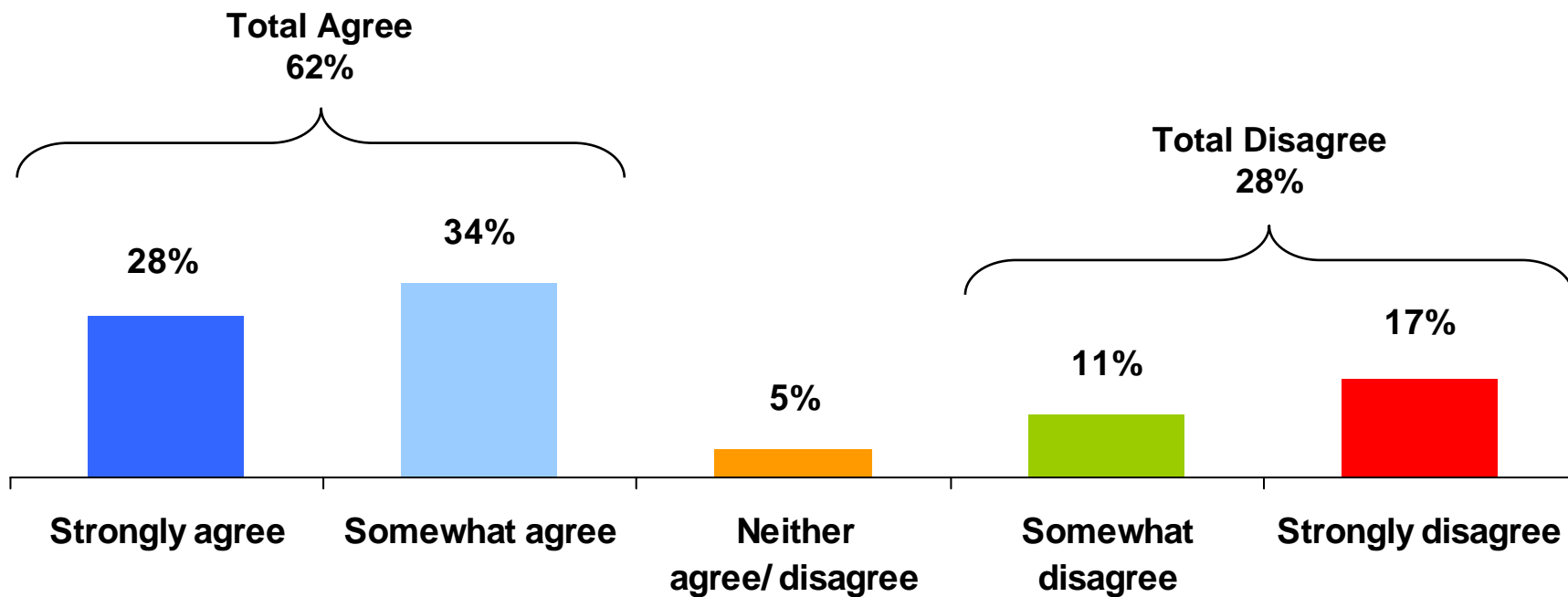
Only people who have met standards set by professional bodies should be allowed to call themselves "naturopaths"



# Use of the prefix “Dr.”

Q

Do you agree or disagree with licensed naturopathic doctors using the prefix “doctor” ... as in “Dr. Smith will now see you”?



Note: 'Don't know/Refused' (6%) not shown

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# Key Findings Summary ▶▶



## Public isn't exactly sure what naturopathic medicine is ...

- Only 24% of Ontarians can explain naturopathic medicine in detail
- However, 41% have heard of the practice before
- 35% are not at all familiar with the practice of Naturopathic Medicine

## Nutrition and lifestyle counseling most popular areas of naturopathic medicine

- 72% say they are likely to use physical medicine services in the future
- 59% say they would use clinical nutrition in the future
- 53% would use prevention and lifestyle counseling in the future
- 50% would use botanical medicine in the future
  
- However, less than half (47%) say they would use homeopathic medicine in the future and only 35% say they would use traditional Chinese medicine / acupuncture in the future



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## Public does not know enough to say whether there is adequate consumer protection for those that use NDs

- 71% of Ontarians do not know whether there is adequate consumer protection for patients who choose to see naturopathic doctors. 15% agree while 13% disagree that there is adequate consumer protection for patients who choose to see naturopathic doctors
- However, 80% of Ontarians feel it is **very important** to public safety to allow **only** regulated or licensed naturopathic doctors who have graduated from an accredited institution, who have passed licensing exams and who remain in good standing with the regulatory board to legally call themselves a “naturopathic doctor”.

## Usage of naturopathic medicine in Ontario

- 18% of Ontarians have seen a naturopathic doctor for treatment, while 40% of Ontarians are likely to use a naturopathic doctor in the next few years

## Naturopathic medicine seen as a legitimate medical option

- 71% of Ontarians agree that *“Naturopathic medicine is a legitimate option within the range of available medical options for the people of Ontario.”*

