

***Baseline Natural Health
Products Survey Among Consumers***

Final Report

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BACKGROUND

As the Natural Health Products Regulations came into effect on January 1, 2004, the Natural Health Products Directorate (NHPD) has become the regulator of natural health products (NHPs) sold in Canada. The mission is to ensure that all Canadians have ready access to natural health products that are safe, effective, and of high quality, while respecting freedom of choice and philosophical and cultural diversity.

To support the NHP Regulations and mission, the Natural Health Products Directorate has initiated the Public Education and Outreach Program. The objective of the Public Education and Outreach Program is to increase the level of awareness of the NHP Regulations and their impacts on industry, internal, and international stakeholders, practitioners (including NGOs and Provincial/Territorial regulators), and consumers. These groups include:

- Industry Stakeholders: business representatives in the NHP sector;
- Internal Stakeholders: all Federal Government and Crown Corporations whose business may be impacted by the regulation of NHPs in Canada;
- International Stakeholders: all international establishment or organization whose business may require the knowledge of the regulation of NHPs in Canada;
- Practitioners, NGOs, and Provincial/Territorial Regulators: Canadian practitioners, NGOs, and Provincial/Territorial Regulator whose routine may require the knowledge of the regulation of the NHPs in Canada; and,
- Consumers: All Canadian patrons.

The Public Education and Outreach Program is an integral part of the NHPD's activities. The Program serves as an important link to the Canadian public and its ability to facilitate the NHPD's mission and vision. The public has requested the Directorate conduct the Program, as it provides necessary information to make informed choices. The Program also serves to facilitate the transition process for all stakeholders through the clarification and education on the NHPD's compliance process. Furthermore, the Program will uphold the NHPD's mission of supporting the development and delivery of high quality natural health product information.

RESEARCH PURPOSE

Health Canada wished to gauge current awareness, attitudes knowledge, and behaviours among Canadian consumers. As such, the NHPD wished to perform a benchmark survey which measures awareness levels, attitudes towards, knowledge about, and behaviours of Canadians as they pertain to natural health products.

The study will be used to determine which specific target groups should be reached by the Public Education and Outreach Program, and to track the evolution of relevant attitudes and beliefs in the target groups over successive years. Results will be used to evaluate the effectiveness of the Program and to support revisions in following years.

RESEARCH OBJECTIVES

The overall research objectives included:

- Determination of behavioural patterns, attitudes and beliefs of the general public;
- Exploration of awareness levels within each segment across each province; and,
- Establishment of benchmarks based on the awareness, attitude and behaviour levels found, specifically related to usage of natural health products by different audiences.

METHODOLOGY

Ipsos-Reid conducted a national random telephone survey among 2004 adult Canadians aged 18 years of age and older between February 17th, and March 17th, 2005. A sample of this size n= 2004 will have an associated margin of error of ± 2.19 percentage points nineteen times out of twenty. The margins of error will be larger within regions and for other sub-groupings of the survey population. Please note demographic, regional and attitudinal differences discussed in this report are considered statistically significant within their respective margin of error.

Regional Distribution	Total (Weighted)	Total (unweighted)	Margin of error \pm
CANADA	2004	2004	2.19
British Columbia	265	261	6.0
Alberta	194	200	6.9
Saskatchewan/Manitoba	136	140	8.2
Ontario	759	763	3.5
Quebec	495	480	4.5
Atlantic Canada	155	140	8.3

Note to Readers

Despite the robust overall sample size, some questions are necessarily based on small samples e.g.: when relatively small numbers of Canadians have experienced an unwanted side effect as result of using a natural health product or have reported an unwanted side effect. Furthermore, some sub-groups, such as residents of less populous provinces, will be inadequate to support specific analysis. Nonetheless, some inferences will be drawn where they may be helpful. These differences will be drawn cautiously, however, and will often be more indicative or suggestive than statistically-certain.

Open-ended Questions (Total Mentions)

Where respondents were allowed more than one response within an open-ended question, "Total Mentions" are presented. While all responses for each question are presented within the top line questionnaire, responses of four per cent and above are used to achieve efficient graphic presentation. Within open-ended questions, where

more than one response was allowed, net percentages are not a simple aggregate of the percentages set out in the graphs. In multiple-response questions, an individual may give two separate but similar answers and be initially counted in two separate categories. If those two categories are later aggregated for any reason, that person is still only one individual and cannot be added to themselves. The net percentages are calculated for these related responses based on the number of respondents who mention a related response and are not based on the number of times a the related response is mentioned.

KEY FINDINGS

The findings of this study suggest that the majority of Canadians:

- see growth in the use of natural health products in Canada;
- recognize the benefits of NHPs in relation to personal health management;
- support the right of Canadians to use the NHPs they wish; and,
- recognize the important role that NHPs play in some cultures.

The following table provides an overview of the survey findings for attitudes on key NHP issues and information.

Overview of Attitudes Toward NHPs and NHP Information Needs				
	Used NHPs		Frequency of NHP Use	
	Yes	No	Daily/ Weekly	Monthly/ Seasonally
(Agree 6,7,8, 9, 10)				
Base:	1447	544	680	685
Margin of error (19 times out of 20)	± 2.58	± 4.2	± 3.7	± 3.7
If a health product is made of natural substances, there are no risks associated with its use.	19%	24%	19%	20%
Canadians have the right to use any natural health products that they want to use	71%	74%	75%	69%
I think that it is important to respect the role that natural health products play in some cultures	85%	71%	85%	85%
If a natural health product is for sale to the public, I am confident that it is safe	38%	35%	40%	36%
Natural health products can be used to help maintain and promote health	86%	56%	93%	82%
I need more information on natural health products.	69%	69%	67%	71%
I do not trust the information on the labels for natural health products.	21%	16%	27%	33%
All natural health product manufacturers must ensure that the products they sell to consumers are safe	92%	89%	92%	93%
The Government of Canada should regulate the claims made by the manufacturers of natural health products	84%	83%	80%	87%

While the majority of Canadians (71%) say that they have used NHPs, the findings of this study suggest that NHP users and non-users alike demonstrate some uncertainty as to NHP safety and regulation. Even though there is some recognition that the claims made by some NHP manufacturers are unproven, there may be a low perceived risk in NHP use.

While there is a mix of complacency and uncertainty about NHP safety, the majority of Canadians support and expect the Government of Canada to oversee and regulate NHP in Canada.

The majority of Canadians (regardless of NHP usage) agree that they need additional information on NHPs and that more needs to be done to inform Canadians about NHPs.

In terms of current sources of NHP information, the findings of the study suggest that many users of natural health products base their decisions on potentially unreliable or unsubstantiated information that they may receive from family and friends or the Internet.

Those who use NHPs on a more frequent basis may be more trusting of NHP products, more complacent about NHP safety, more convinced of the efficacy of NHPs, and less likely to feel that it is important to consult with a medical doctor prior to using an NHP.

Those who use NHPs on a seasonal basis demonstrate less engagement on NHPs and appear to be somewhat less trusting or complacent about NHP product safety. Additionally, they may show a predisposition toward exercising more caution before using a NHP, as they are more likely than daily users to agree that it is important to consult with a medical doctor prior to using a NHP. For these NHP users the window of opportunity for engagement on the appropriate use of NHPs may be limited given the season specific nature of their NHP use.

With regard to the dissemination of NHP information, it is apparent that pharmacists play a key role at point of purchase. While medical doctors are ranked very highly as a trusted source of NHP information, the findings of this study suggests that some NHP users may bypass their personal physician, and choose the NHPs they use based on “less informed” sources such as family and friends or the Internet.

Overall, respondents demonstrate a strong preference for Health Canada’s NHP information (Web site, brochures and toll-free line) and the majority are interested in

NHP information on recalls, possible drug interaction, potential side effects and safety advisories.

Key Recommendations

The key areas for the Government of Canada to focus on are the dissemination of NHP information, and NHP safety and regulations.

Safe and Appropriate Use of NHPs

To promote the safe use of NHPs and to minimize risks associated with NHP usage, the Government of Canada should focus on:

- educating Canadians about the balance between choosing NHPs in an effort to manage their health, and the safe and appropriate use of NHPs; and,
- the importance of consultation with “informed sources” about the safe and appropriate use of NHPs.

At this point, the need for information on the safe and appropriate use of NHPs is consistent across NHP usage and socio-economic status.

Government of Canada Regulation of NHPs

With regard to NHP regulation in Canada, the Government of Canada should focus on:

- informing the public about the importance of NHP regulation in Canada for purposes of public safety, verification of claims, and quality control.

This will meet two key objectives:

1. To build public awareness and confidence in NHP safety in Canada; and,
2. To build public recognition and support for the role that the Government of Canada plays in NHP safety and regulation.

EXECUTIVE SUMMARY

What are Natural Health Products?

Most Canadians associate natural health products (NHPs) with vitamins and minerals (13%), herbal remedies and teas (12%), additive-free foods (8%), organic food and biologics (8%), plants and plant products (8%) and toxin free products (7%).

Use of NHPs

Although many Canadians (71%) say that they have used a NHP, the findings of the study suggest that there are many Canadians are not particularly familiar with NHPs.

- More Canadians are unfamiliar (45%) than familiar (36%) with natural health products. Over two in five (45%) rate themselves as either somewhat unfamiliar (25%) or not at all familiar (20%) with natural health products and over one third (36%) rate themselves as either very familiar (8%) or somewhat familiar (28%) with natural health products.
- Among those *who have used* a natural health product (n=1430), the plurality (38%) report that they do so on a daily basis, followed by “only during certain seasons” (37%), weekly (11%) and monthly (9%), “currently don’t use natural health products” (5%) and 2% “never”.
- The most commonly used NHPs include: Vitamins (57%), Echinacea (15%), herbal remedies and algal and fungal products (11%), glucosamine (8%), homoeopathic medicine (5%), natural organic products (5%), and supplements (5%).

Reasons for Using NHPs

Users of natural health products decide to use natural health products for reasons related to the belief that natural health products are better than conventional (chemical) drugs (18%), personal health concerns (18%) or to help or promote personal health (14%).

Profile of NHP Users

Those most likely to say that they have used a NHP tend to be residents of British Columbia and Alberta, those with a higher level of education and household income, women, and those between the ages of 18 and 54.

Older respondents aged 55 years of age or older, women, those who reside in British Columbia, Alberta and Saskatchewan/Manitoba, those who rate themselves as familiar with NHPs and those who rate their personal health as fair or poor tend to use these products on *a daily basis*.

Seasonal use of NHPs tends to be among residents of Quebec and Atlantic Canada, those between the ages of 18 and 54, those who say that they are not familiar with NHPs and those most likely to believe that it is important to consult with a doctor prior to using an NHP.

Reasons for Not Using NHPs

Among those *who have not used* natural health products, the primary reasons for not doing so include: no need (20%), a lack of information on the natural health products (17%), the attitude "I am healthy" (13%), a lack of belief in the efficacy of natural health products (11%) or the sense that the products are too expensive (5%).

Perceived Future Growth in NHP Usage

Looking ahead, not only do the majority of Canadians see growth in the use of natural health products in Canada (81% - agree), their attitudes also demonstrate some strong views on the right of Canadians to use natural health products (72% - agree) and the importance of respecting the role that natural health products play in some cultures (81% - agree).

Perceived Benefits of NHPs

Many Canadians believe that natural health products can be used as part of personal health management both as part of preventative health care and as treatment for an illness. More specifically, the majority agree that natural health products can be used to maintain or promote health (77%) or to treat an illness (68%). That said, fewer Canadians (43%) agree that natural health products are better than conventional medicines.

Concerns about Natural Health Products

Even though there is some recognition that some claims made by NHP manufacturers are unproven, the findings suggest that there may be a low perceived risk in NHP use.

- While more Canadians agree (46%) than disagree (24%) that a lot of claims made by the manufacturers of natural health products are unproven, few agree (12%) that they were advised against using natural health products or that natural health products are harmful to use (14%).
- Although, some Canadians may feel that natural health products are too expensive (37%), an equal proportion (38%) disagree with this point of view.

Assumptions About the Safety of Natural Health Products

Canadians express mixed views about the safety of natural health products and the basis for natural health product safety. Overall, while some Canadians are uncertain of the safety of natural health products currently on the market, others assume that natural health products are “safe” if they are made from natural substances or ingredients.

- One-half (52%) completely (23%) or somewhat (29%) agree that they think that natural health products are safe because they are made from natural ingredients.
- While over one-third (37%) of Canadians agree that “if a natural health product is for sale to the public, I am confident that it is safe”, over two in five (45%) disagree with this point of view.
- Three times as many Canadians (62%) disagree as agree (21%) that if a health product is made of natural substances, there are no risks associated with its use.

Unwanted Side Effects/Reactions to NHPs

Currently there is a low reported incidence (12%) of unwanted side effects or reactions to NHPs among NHP users, and the majority of these incidences go unreported (59%).

While not mentioned as a main impetus for NHP use or as the top source of NHP information, it is to the medical doctors that NHP users turn when they experience an unwanted side effect or reaction.

Regulation and Labelling of Natural Health Products

The findings of this study suggest that although some Canadians are unclear as to how NHPs are regulated in Canada and by whom, they expect NHP manufacturers to produce safe products and the federal government to regulate the process, the health claims made by the manufacturers and how NHPs are labelled.

- When asked on *an unaided* basis, the Federal Government (27%), followed by Health Canada (17%) and the American agency (FDA) (12%) are the agencies most

commonly identified as responsible for regulating natural health products and making decisions on how they are labelled.

- While the large majority of Canadians mistakenly assume that all natural health product manufacturers must ensure that the products they sell to consumers are safe (91% agree), *it would seem that they are not willing to rely on that alone*. Instead, they expect the Government of Canada to regulate both the claims made by the manufacturers of natural health products (84% agree) and to regulate the natural health products themselves in the same way they regulate drugs (76% agree).
- Fewer Canadians agree that government regulation of natural health products will make cost a barrier for natural health products use (47% agree) or limit access to natural health products (43% - agree).

Natural Health Product Information

Canadians demonstrate a need and desire for more information on NHPs.

- Seven in ten Canadians completely (37%) or somewhat (32%) agree that they need more information on natural health products.
- Over four in five (84%) Canadians either completely (51%) or somewhat (33%) agree that they think that more needs to be done to inform Canadians about the safe use of natural health products.
- While three in ten (31%) of Canadians completely (10%) or somewhat (22%) agree that consumers have information to make informed decisions about the natural health products that they buy, over two in five (47%) somewhat (29%) or completely (18%) disagree with this point of view;

NHP Product Labels and NHP Label Information

While the majority of Canadians agree that they read the labels on NHPs and agree that they understand and trust NHP product information, the findings of this study suggest that many find that NHP label information falls somewhat short on helping them understand the product. This may suggest that Canadians are using NHPs that they do not fully understand.

- Two-thirds (67%) of Canadians either completely (43%) or somewhat (24%) agree that they read the labels of natural health products;
- On a two to one ratio (52% agree vs. 23% disagree) more respondents agree that there is not enough information on natural health product labels to help them understand the product;
- More Canadians *disagree* (44%) than agree (30%) that they do not trust the information on the labels on natural health products; and,

- More Canadians *disagree* (42%) than agree (30%) that they do not understand the information on natural health product labels.

Health Canada Natural Health Product Information

Currently there is low reported usage of Health Canada's *new* NHP product DIN-HM and NPN product information.

- More Canadians disagree (52%) than agree (26%) that Health Canada does a good job of informing Canadians about natural health products;
- Similarly more Canadians disagree (60%) than agree (22%) that they look for the Drug Identification Number (DIN-HM) on homeopathic remedy products; and,
- Over three times as many Canadians disagree (66%) than agree (21%) that they look for a Natural Health Product Number (NPN) on natural health products.

Trusted Sources of NHP Information

The findings of this study suggest that when it comes to information on NHPs, users of these products may say one thing and practice another. While they cite informed sources of NHP information such as doctors and pharmacists as the most trusted sources of NHP information, in practice the study shows that many users simply turn to less informed sources such as family and friends or the Internet. That said the importance of pharmacists, as a source of NHP information at the point of purchase for NHPs is evident.

- Seven in ten (71%) Canadians completely (42%) or somewhat agree (29%) that they think that it is important to talk to a medical doctor before using a NHP;
- The importance of consulting a medical doctor drops among those *who have used* a NHP (36% - completely agree) and is higher among those *who have not used* a NHP (57%);
- When asked on an aided basis, Canadians are more likely to say that they completely trust (9 and 10 on a 0 – 10 scale) the natural health product information provided by their doctor (47%), followed by pharmacists (43%), Health Canada (34%), Registered Dietician (30%), naturopaths (25%), or nurse/nurse practitioners (23%);
- Those *who have not used* a NHP are more likely to report that they completely trust medical doctors as sources of information on NHPs (56% vs. 44% for those who have used a NHP); and,
- Those *who have used* a NHP are more likely to report that they completely trust NHP information provided by naturopaths/naturopathic doctors (28% vs. 16% for those who have not used a NHP).

- Those who are familiar or who use natural health products on a daily basis are somewhat more likely to report that they look for the NPN or DIN-HM information on NHP labels.

Current Sources of Information

While more informed sources such as family doctors and pharmacists are mentioned as sources of natural health product information, the findings suggest that many users choose natural health products based on potentially unreliable or unsubstantiated information that they may receive from family members, or friends (28%), or the Internet (19%). Here, as well as later within the *trusted* sources of NHP information section, findings may suggest a significant role for pharmacists. Few respondents mention informed sources such as naturopaths or naturopathic doctors (5%). Other sources of information on NHPs include:

- pharmacists (18%);
- medical doctors (14%);
- health food stores (12%);
- magazines (11%); and,
- books (10%).

Preferred Sources of and Types of NHP Information

The findings of the study emphasize the importance of pharmacists and the potential dissemination of NHP information at point of purchase.

- The most preferred (9 and 10 on a 0 – 10 scale) means of receiving information on natural health products are through pharmacies (27%), followed by Health Canada’s Web site (26%), Health Canada’s publications (25%) and Health Canada’s toll-free information telephone line (24%).

While many users of NHPs say that they rely on the family and friends or the Internet for information on NHPs and express confidence in the safety of NHPs, there is an appetite among Canadians for information on recalls, advisories or potential side effects.

- Canadians are very interested (9 and 10 on a scale of 0 to 10) in natural health product information on recalls of natural health products (53%), followed by potential side effects (52%), possible drug interactions (51%), and information on safety advisories (51%).
- Canadians are somewhat less interested in information on the uses and benefits of natural health products (41%), on how to understand natural health product labels (38%) or information on natural health product regulation in Canada (37%).

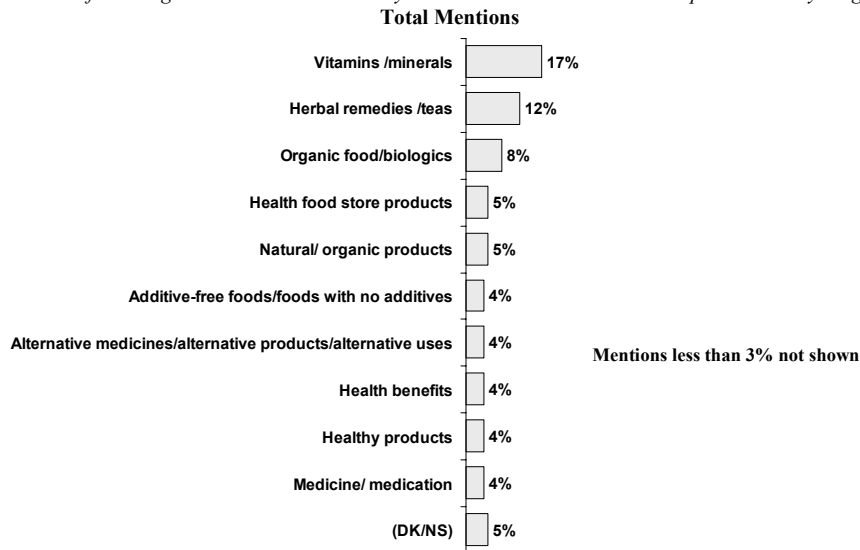
DETAILED FINDINGS

Natural Health Products – Top of Mind

For most, natural health products are primarily associated with vitamins (17%), herbal remedies and teas (12%), organic foods and biologics (8%), health store products (5%) and natural organic products (5%). As a top of mind on natural health products, few Canadians mention the potential health benefits or health claims that some Canadians associate with natural health products.

Natural Health Products – Top of Mind

What is the first thing that comes to mind when you hear the term “natural health product”? Anything else?



Base: All respondents N=2,004

Vitamins

Vitamins are mentioned as top of mind among the following:

- residents of British Columbia (25%), Alberta (24%), and Ontario (20%) compared to Quebec (9%);
- those with a higher level of academic attainment (peaking at 21% for those with a university education);
- those with a higher annual household income (peaking at 21% for \$60,000 or more); and,

- those between the ages of 35 and 54 (20%) compared to those between the ages of 18 and 34 (15%).

Herbal Remedies

Herbal remedies are more commonly mentioned as a top of mind among:

- residents of Alberta (24%), Atlantic Canada (21%), and Saskatchewan/Manitoba (19%) compared to British Columbia (9%) or Quebec (3%);
- those with some post secondary education (16%) compared to those with less than a high school education (9%); and,
- those between the ages of 18 and 34 (15%) or 35 and 54 (13%) compared to those aged 55 years of age or more (8%).

Other mentions, such as organic foods, health food store products etc are inadequate in sample size to support subgroup analysis.

The table, which follows on the next page, provides “top of mind” findings by frequency of NHP use and level of familiarity. Due to the small cell sizes for many of the mentions, the information should be treated as exploratory in nature.

NHP – Top of Mind								
What is the first thing that comes to mind when you hear the term 'natural health product'?								
	Familiar with NHP		Have used NHP		Frequency of NHP Use			
	Very familiar (9, 10)	Not at all familiar (0, 1)	Yes	No	Daily	Weekly	Monthly	Only during certain seasons
(Total Mentions) Mentions of 3% or more								
Base: All respondents	158	374	144 7	544	542	138	130	555
Weighted	155	394	143 0	561	537	152	126	531
Vitamins /minerals	15%	10%	21%	9%	23%	25%	20%	18%
Herbal remedies /teas	8%	9%	13%	9%	14%	12%	15%	13%
Health food store products	7%	3%	5%	5%	7%	7%	3%	4%
Natural/ organic products	7%	4%	6%	3%	7%	8%	4%	5%
Alternative medicines/alternative products/alternative uses	6%	2%	4%	1%	5%	1%	9%	4%
Health benefits	6%	2%	4%	3%	4%	2%	3%	4%
Additive-free foods/foods with no additives	5%	2%	5%	3%	5%	4%	9%	5%
Homeopathic medicines/tinctures/homeopathy	5%	1%	4%	1%	3%	4%	2%	5%
No toxins/not toxic/no chemicals added	5%	0	2%	2%	3%	3%	2%	1%
Organic food/biologics	5%	5%	8%	6%	7%	8%	13%	9%
Healthy products	4%	2%	4%	3%	5%	5%	3%	3%
Non-prescription drugs	4%	-	1%	0	1%	-	0	1%
Diet/ healthy eating	4%	1%	1%	1%	2%	-	1%	1%
Plants/plant products	3%	1%	3%	2%	2%	5%	4%	3%
(DK/NS)	5%	10%	4%	9%	3%	2%	3%	5%

What are Natural Health Products?

Most Canadians associate natural health products with vitamins and minerals (13%), herbal remedies and teas (12%), additive-free foods (8%), organic food and biologics (8%), plants and plant products (8%), natural/organic products (8%), and toxin free products (7%).

What are Natural Health Products?



There are no significant differences across the key demographic subgroups for the types of natural health products most commonly mentioned by the respondents.

The table, which follows on the next page, provides the responses by frequency of NHP use and level of familiarity. Due to the small cell sizes for many of the mentions, the information should be treated as exploratory in nature.

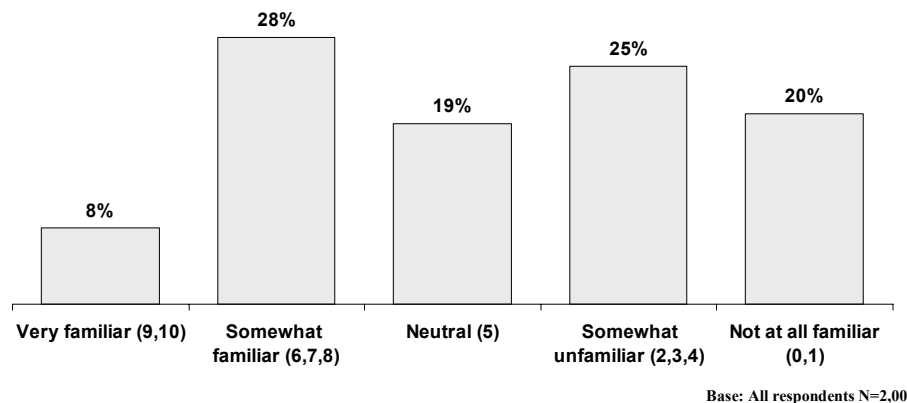
What are NHPs?								
What do you think natural health products are?								
(Total Mentions) Responses of 5% or more	Familiar with NHP		Have used NHP		Frequency of NHP Use			
	Very familiar (9, 10)	Not at all familiar (0, 1)	Yes	No	Daily	Weekly	Monthly	Only during certain seasons
Base: All respondents	158	374	1447	544	542	138	130	555
Weighted	155	394	1430	561	537	152	126	531
Vitamins /minerals	16%	11%	14%	10%	16%	15%	13%	14%
Herbal remedies /teas	16%	12%	13%	12%	13%	8%	14%	15%
Additive-free foods/foods with no additives	12%	6%	9%	7%	9%	12%	14%	7%
Organic food/biologics	8%	8%	8%	6%	7%	8%	9%	8%
Natural/ organic products	8%	5%	9%	6%	10%	11%	6%	8%
Plants/plant products	6%	8%	8%	5%	6%	10%	10%	10%
No toxins/not toxic/no chemicals added	6%	4%	7%	6%	7%	7%	6%	7%
Alternative medicines/alternative products/alternative uses	6%	3%	5%	3%	5%	3%	6%	5%
Healthy products	5%	4%	4%	4%	5%	4%	2%	3%
(DK/NS)	3%	16%	6%	16%	5%	6%	5%	6%

Familiarity with Natural Health Products

More Canadians are unfamiliar (45%) than familiar (36%) with natural health products. Over two in five (45%) rate themselves as either somewhat unfamiliar (25%) or not at all familiar (20%) with natural health products and over one third (36%) rate themselves as either very familiar (8%) or somewhat familiar (28%) with natural health products.

Familiarity with Natural Health Products

On a scale of 0 – 10, where 0 means not at all familiar and 10 means very familiar, please tell me how familiar are you with natural health products?



Familiarity with Natural Health Products

Self-rated familiarity with natural health products is highest (familiar – 6, 7, 8, 9, and 10 on a 0 – 10 scale) among the following:

- residents of British Columbia (44%), Ontario (37%), and Quebec (36%) compared to Saskatchewan/Manitoba (27%) or Atlantic Canada (26%);
- those with a higher level of academic attainment (peaking at 42% for those with a university education);
- women (41%) compared to men (30%);

- those who have used natural health products (45%) compared to those who have not (11%);
- those who use natural health products daily (60%), weekly (54%), monthly (46%) compared to those who do so on a seasonal basis (32%);
- those who completely agree that natural health products can be used to maintain and promote health (42%) compared to those who do not (22%); and,
- those who disagree with the notion that it is important to consult a medical doctor prior to using an NHP (55%) compared to those who agree (31%).

Familiarity with NHPs				
On a scale of 0 - 10, where 0 means not at all familiar and 10 means very familiar, please tell me how familiar are you with natural health products?				
	Used NHPs		Frequency of NHP Used	
	Yes	No	Daily/ Weekly	Monthly/ Seasonally
Base:	1447	544	680	685
(Rated 9,10) Very familiar	10%	1%	15%	6%
(Rated 6,7,8) Somewhat familiar	35%	10%	43%	29%
(Rated 5) Neutral	21%	15%	20%	22%
(Rated 2,3,4) Somewhat Unfamiliar	25%	27%	17%	31%
(Rated 0,1) Not at all familiar	9%	47%	3%	12%

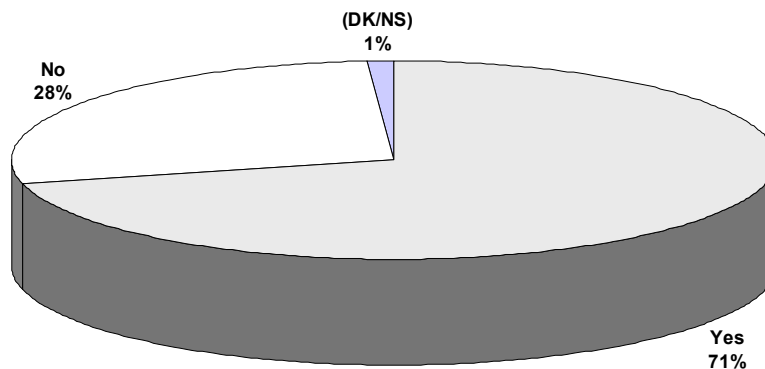
Natural Health Product Users

Incidence of Use of Natural Health Products

The reported usage of natural health products among Canadians is high with seven in ten (71%) Canadians reporting that they *have used* a natural health product.

Incidence of Natural Health Product Use

Have you ever used a natural health product?



Base: All respondents N=2,004

The incidence of natural health product use is highest among:

- residents of British Columbia (79%) and Alberta (74%) compared to those residing in Atlantic Canada (63%);
- those with a higher level of academic attainment (peaking at 80% for those with a university education);
- those with a higher annual household income (peaking at 75% for \$60,000 or more);
- those between the ages of 18 and 34 (76%) and 35 and 54 (71%) compared to those aged 55 years of age or older (67%);
- women (78%) compared to men (64%);
- those who consider themselves to be familiar with natural health products (91%) compared to those who rate themselves as not familiar (53%); and,

- those who agree that natural health products can be used to maintain and promote health (79%) compared to those who do not (42%).

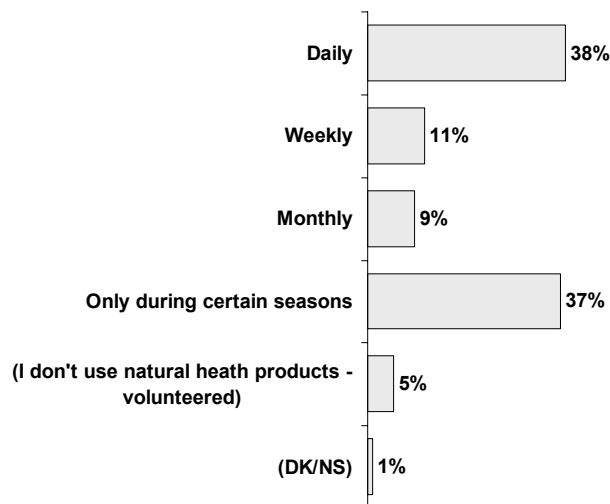
Incidence of NHP Use	
Have you ever used a natural health product?	
Total	71%
Region	
British Columbia	79%
Alberta	74%
Saskatchewan/Manitoba	74%
Ontario	71%
Quebec	69%
Atlantic Canada	63%
Education	
< High school	63%
High school	61%
Post secondary	74%
University	80%
Income	
<\$30K	67%
\$30K-<\$60K	70%
\$60K +	75%
Gender	
Male	64%
Female	78%
Urban/Rural	
Urban	72%
Rural	70%
Age	
18 years and 34 years	76%
35 years and 54 years	71%
55 years or more	67%
Personal Health	
Excellent/Very Good/Good	72%
Fair/Poor	67%

Frequency of Use of Natural Health Products

Among those who have used a natural health product (n=1430), the plurality (38%) report that they do so on a daily basis, followed by “only during certain seasons” (37%), weekly (11%) and monthly (9%) and “currently don’t use natural health products” (5%).

How Often Do You Use Natural Health Products?

Which of the following best describes you? I use natural health products



Base: Have used a NHP N=1,430

Daily Users of NHPs

Canadians most likely to report that they use natural health products on a *daily* basis tend to be:

- residents of British Columbia (44%), Saskatchewan/Manitoba (44%), and Alberta (42%) compared to Quebec (31%);
- those aged 55 years of age or older (50%) or between the ages of 35 and 54 (37%) compared to those between the ages of 18 and 34 (27%);
- women (40%) compared to men (34%);
- those who rate themselves as very familiar with natural health products (64%) compared to those who rate themselves as not at all familiar (16%);
- those who completely agree that natural health products can be used to maintain and promote health (50%) compared to those who do not (14%);

- those who rate their personal health as fair or poor (50%) compared to those who rate their health as excellent, very good or good (36%); and,
- those who disagree that it is important to consult with a medical doctor prior to using a NHP (51%) compared to those who do (32%).

Seasonal Users of NHPs

Canadians most likely to say that they use natural health products *only during certain seasons* tend to be:

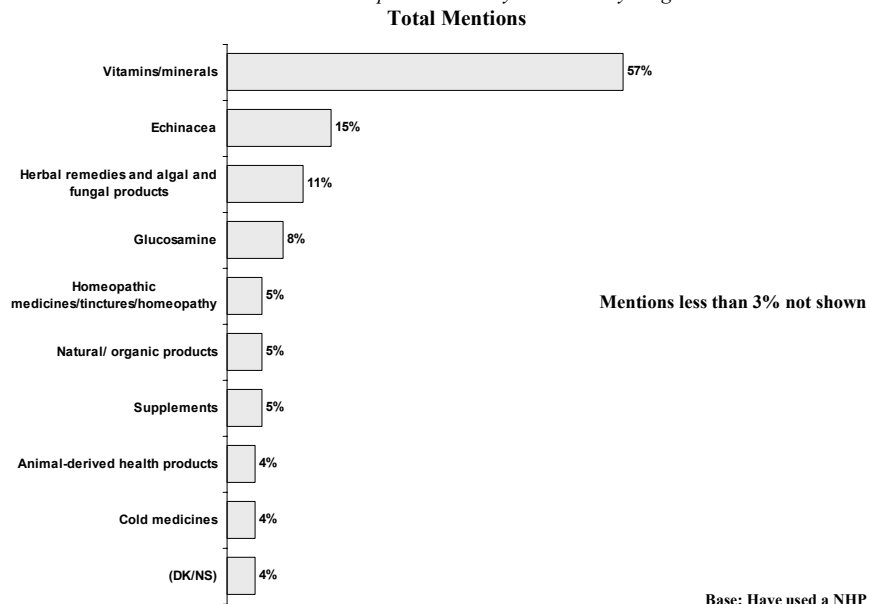
- residents of Quebec (48%) and Atlantic Canada (49%) compared to British Columbia (26%);
- those who have children (44%) compared to those who do not (33%);
- those between the ages of 18 and 34 (42%) or 35 and 54 (41%) compared to those aged 55 years or older (27%);
- those who rate themselves as not at all familiar with natural health products (56%) compared to those who rate themselves as familiar (21%); and,
- those who agree that it is important to consult with a medical doctor before using a NHP (42%) compared to those who do not (26%).

Types of Natural Health Products Used

Among those who use natural health products, vitamins (57%), Echinacea (15%), herbal remedies and algal and fungal products (11%), glucosamine (8%), homoeopathic medicine (5%), natural organic products (5%), and supplements (5%) top the list of NHPs they have used.¹

Type of Natural Health Product Used

Which natural health products have you used? Anything else?



Vitamins

Vitamins are more commonly mentioned as the type of natural health product used by the following:

- residents of Alberta (71%), British Columbia (65%), and Atlantic Canada (64%) compared to Quebec (44%);

¹ The base size of N=1346 excludes (from the 1430 who said that they have used a natural health product) the 78 respondents who volunteered that they do not currently use a natural health product and the 6 that said don't know or refused.

- those with a higher level of academic attainment (peaking at 61% for those with a university education); and,
- urban (59%) compared to rural (50%) residents.

Other mentions, such as Echinacea and herbal remedies etc do not have adequate base sizes to support subgroup analysis.

Reasons For Using Natural Health Products

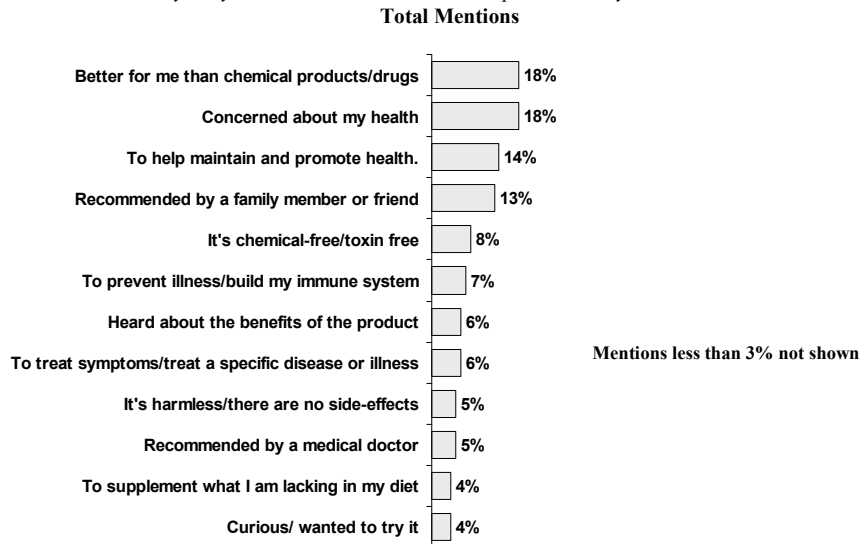
Within this section, there are two sets of results presented. The first are the top line results for the reasons why a decision was made to use a natural health product. The second presents response category nets to facilitate additional analysis.

Overview

Within the top line data, users of natural health products decide to use natural health products for reasons related to the sense that natural health products are better than conventional (chemical) drugs (18%), health concerns (18%) or to help or promote health (14%) or because they have been recommended by a family member or a friend (13%).

Reasons For Using Natural Health Products

Why did you decide to use natural health products? Any other reason?



Base: Have used a NHP N=1,346

Analysis Using Response Category Nets

When asked why they decided to use natural health products, many NHP users (52%) cite reasons that are related to their desire to control or influence their personal health. Three in ten (29%) cite reasons that are based on their assumptions that natural health products are natural and safe or that they may be better than conventional medications. Twenty percent indicate that they acted on the recommendation of others such as family friends or a medical doctor when they decided to use a natural health product. [□]

Control and Influence Personal Health

Personal health concerns and the desire to maintain and promote personal health are primary drivers for use of natural health products among those who use natural health products as part of personal health management.

<i>Why did you decide to use natural Health Products (Total mentions)</i>	
TO CONTROL OR INFLUENCE PERSONAL HEALTH (NET)	52%
-Concerned about my health	18%
-To help maintain and promote health.	14%
-To prevent illness/build my immune system	7%
-Heard about the benefits of the product	6%
-To treat symptoms/treat a specific disease or illness	6%
-To supplement what I am lacking in my diet	4%
-For more energy/to increase my energy levels	3%
-To rebuild or repair my imbalance/for balance	1%
-Helps with aging	0
-Because skin problems	0

[□] For an explanation of NET response categories, please see the note on NETS within the methodology section of this report.

Natural health product users most likely to say that they decided to use natural health products for reasons that are related to either controlling or influencing their personal health tend to be:

- those with annual household incomes between \$30,000 and \$59,999 (58%) compared to \$60,000 or more (48%); and,
- those who use natural health products on a daily (61%) or a weekly (58%) basis compared to those who use these products on a monthly (44%) or a seasonal (42%) basis.

Better Than Conventional Drugs

The findings of this study show that some users of natural health products decide to use natural health products because of the chemicals used in some products or drugs.

BETTER THAN CONVENTIONAL DRUGS/NATURAL/TOXIC FREE (NET)	29%
-Better for me than chemical products/drugs	18%
-It's chemical-free/toxin free	8%
-They are natural products	3%
-Lack of confidence in pharmaceutical drugs	2%
-They work better than drugs	1%
-More convenient to obtain	1%

The sense that natural health products are better than conventional drugs or that they are natural or toxic free tends to be the greatest among:

- those residing in British Columbia (34%), Quebec (30%), or Ontario (29%) compared to Atlantic Canada (17%);
- rural (34%) compared to urban (27%) residents;
- women (32%) compared to men (24%); and,
- those who rate themselves as very familiar with natural health products (39%) compared to those who say that they are not at all familiar (11%).

Based On A Recommendation

Among those who say that they decided to use natural health products based on a recommendation, family members or friends play a primary role (13%), followed by a medical doctor (5%). At this point, the role of others (e.g.: naturopaths or nurse/nurse practitioners - among others) is not evident. These findings suggest that some natural health product users are bypassing more informed sources in favour of the potentially anecdotally based recommendations of family members or friends.

ON A RECOMMENDATION (NET)	20%
-Recommended by a family member or friend	13%
-Recommended by a medical doctor	5%
-Recommended by a complimentary or alternative health care practitioner	1%
-Recommended by a pharmacist	1%
-Recommended by a Naturopath/Naturopathic Doctor	1%
-Recommended by a Homeopath	1%
-Recommended by a Nurse/Nurse Practitioner	1%
-Recommended by a Chiropractor	1%
-Recommended by a Western Herbalist	1%
-Recommended by a Nutritionist	1%
-Recommended by a Registered Dietician	1%
-Recommended by a Holistic Practitioner	1%

Those most likely to say that they decided to use natural health products based on a recommendation tend to be:

- those residing in Alberta (26%) and Atlantic Canada (29%) compared to Saskatchewan/Manitoba (16%) or Quebec (16%);
- those who say that they are not at all familiar with natural health products (25%) compared to those who rate themselves as very familiar (10%); and,
- those who say that they use natural health products on a seasonal basis (25%) compared to daily (17%) or weekly (14%).

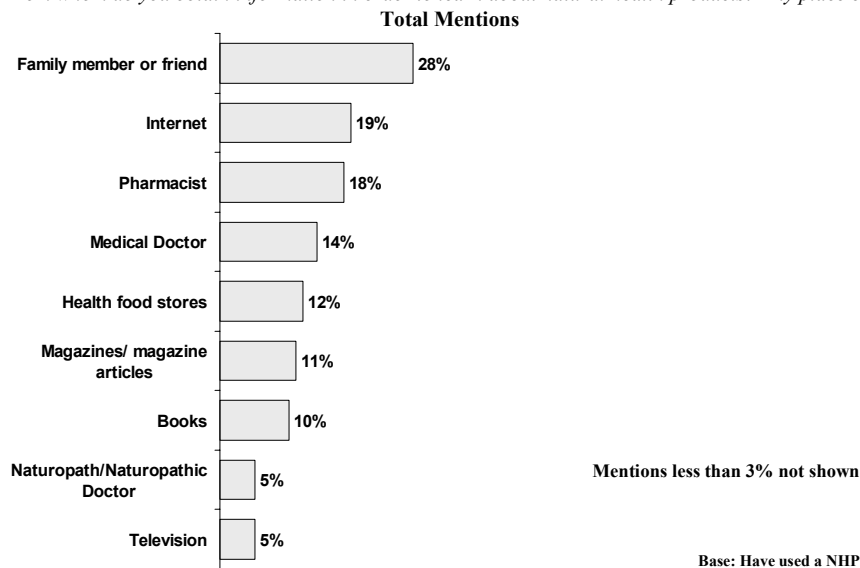
Current Sources of Natural Health Product Information

While more informed sources such as family doctors and pharmacists are mentioned as sources of natural health product information, the findings suggest that some users self-select natural health products based on potentially unreliable or unsubstantiated information that they may receive from family members or friends, or the Internet.

Family members or friends (28%) are identified as a primary source of information on natural health products followed by the Internet (19%), pharmacists (18%), and medical doctors (14%). Here, as well as later within the *trusted* sources of information, the role of pharmacists as a source of NHP information is evident. Other mentions include: health food stores (12%), magazines (11%), and books (10%). Fewer respondents mention informed sources such as naturopaths or naturopathic doctors (5%).

Current Sources of Natural Health Products Information

From whom do you obtain information in order to learn about natural health products? Any place else?



Family and Friends

Family and friends are cited as a source of information on natural health products by the following:

- those residing in British Columbia (37%), Alberta (35%), and Ontario (31%) compared to either Quebec (17%) or Atlantic Canada (17%);

- younger respondents (peaking at 35% for those between the ages of 18 and 34); and,
- those who rate their personal health as excellent, very good or good (29%) compared to those who rate it as fair or poor (20%).

Internet

- Users of natural health products most likely to say that they rely on the Internet for information on natural health products tend to be:
- those residing in Atlantic Canada (36%), British Columbia (30%), and Saskatchewan/Manitoba (24%) compared to Quebec (7%);
- those with a higher level of academic attainment (peaking at 25% for those with a university education);
- those between the ages of 35 and 54 (21%) compared to those aged 55 years of age or older (14%); and,
- those with a higher annual household income (peaking at 23% for \$60,000).

Pharmacists

Those most likely to say that they obtain information on natural health products from pharmacists tend to be:

- those residing in Quebec (37%) or Atlantic Canada (25%) compared to British Columbia (7%).

Medical Doctors

Mention of medical doctors as a source of information on natural health products is consistent across the key demographics. That said, those who completely agree that it is important to consult a medical doctor prior to using a NHP (22%) are more likely to have identified a doctor as a source of NHP information.

Older Users of Natural Health Products

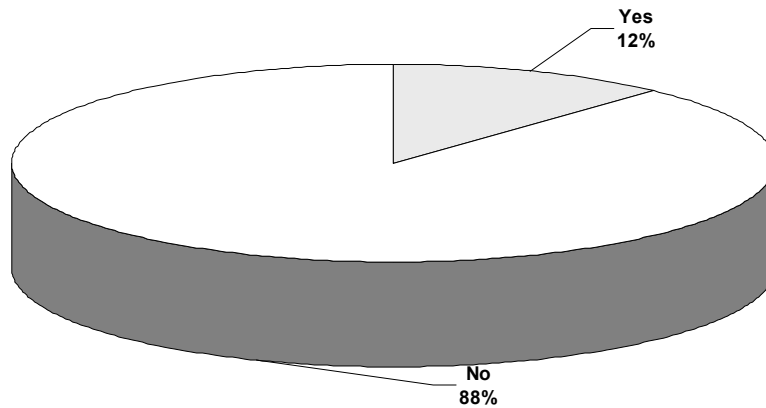
From a qualitative perspective, older users of natural health products aged 55 years of age or older demonstrate a reliance on various forms of media such as magazines or newspapers or newspaper articles. The reader should consider this information on older users of natural health products as exploratory in nature.

Incidence of Unwanted Side Effects

Few (12%) of those who use natural health products report that they have experienced an unwanted side effect or reaction to using a natural health product.

Experience with Unwanted Side Effect or Reaction

Have you ever experienced an unwanted side effect or reaction when using a natural health product?



Base: Have used a NHP N=1,346

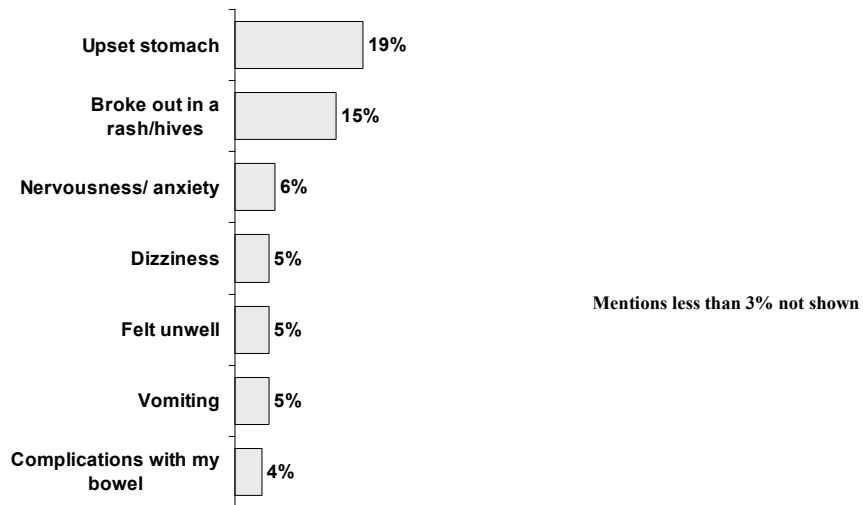
The incidence of unwanted side effects or reactions is consistent across the key demographic subgroups

Type of Unwanted Side Effect/Reaction

Among those who have experienced a side effect or a reaction to a natural health product (n=155), an upset stomach (19%) is the primary reaction reported by those affected, followed by rash/hives (15%), nervousness or anxiety (6%), dizziness (5%), feeling unwell (5%), vomiting (5%), or complication with bowels (4%).

Type of Side Effect or Reaction to Natural Health Products

What type of an unwanted side effect or reaction did you experience?



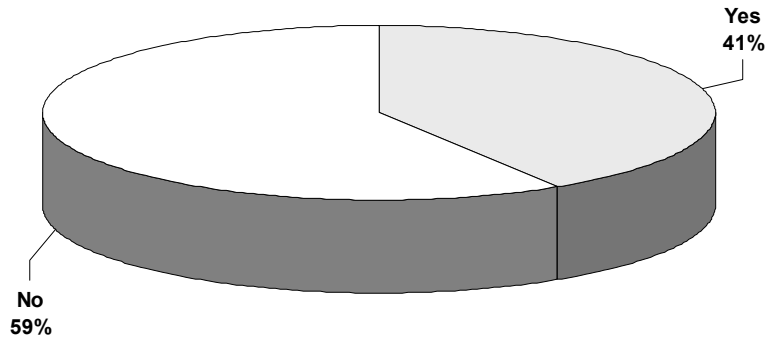
Base: Experienced side effect/reaction N=155

Incidence of Reporting an Unwanted Side Effect

Currently many incidences of unwanted side effects or reactions go unreported. Two in five (41%) of those who say that they experienced an unwanted side effect or reaction say that they reported it to someone, while three in five (59%) did not.

Incidence of Reporting Side Effect or Reaction to Natural Health Products

Did you report this unwanted side effect or reaction of the natural health product to anyone?



Base: Experienced side effect/reaction N=155

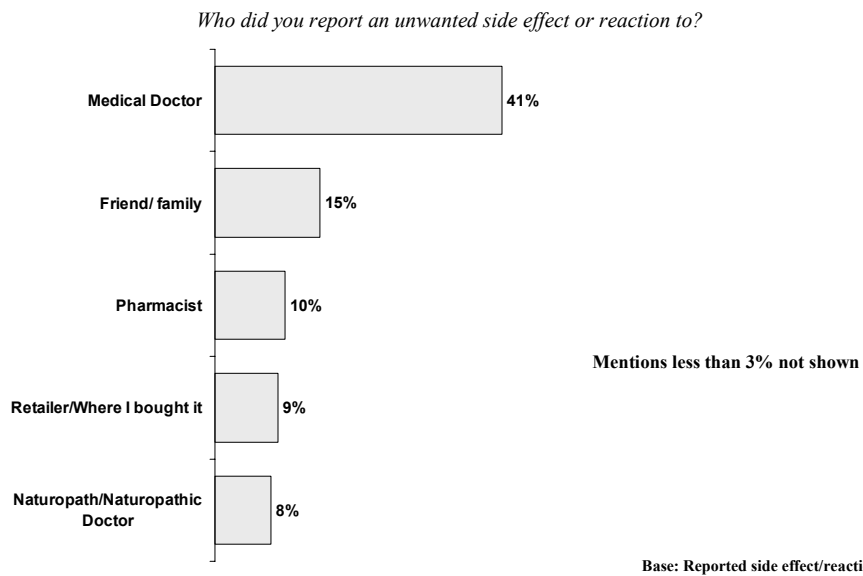
The base sizes for both response categories are inadequate to support subgroup analysis.

Recipients of Reports of Unwanted Side Effects

While not always mentioned as a main impetus for natural health product use or as the top source of NHP information, when incidences of unwanted side effects or reactions are reported, users turn mainly to medical doctors. This trend is most likely driven by the need to remedy the unwanted side effect or reaction to the NHP. While medical doctors are the main recipients of reports of unwanted side effects, it is interesting to note from a more qualitative perspective the role that family and friends play in the informal exchange of this type of information.

Medical doctors (41%) are the primary recipients of information on unwanted side effects or reactions to use of a natural health product followed by family member or friend (15%), pharmacists (10%), retailer (9%) or naturopath/naturopathic doctors (8%).

Who Did You Report the Side Effect or Reaction to Natural Health Products To?

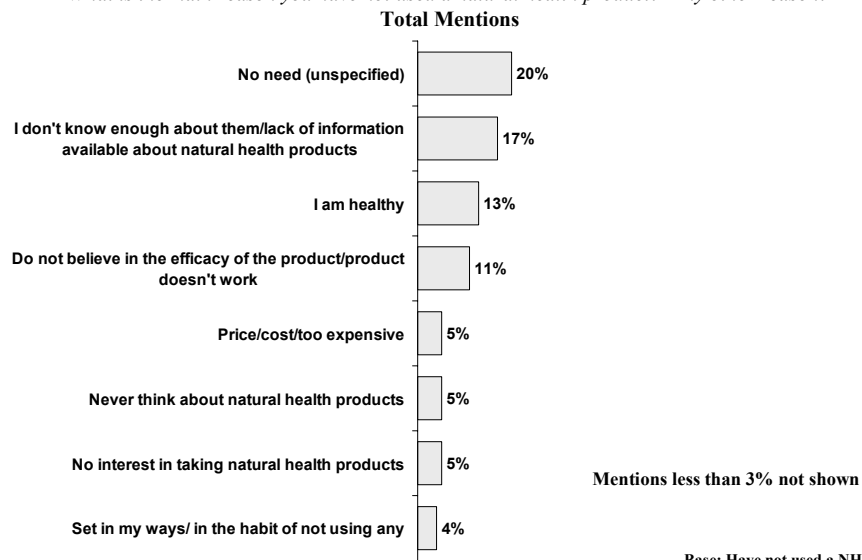


Reasons for Non-use of Natural Health Products

Among those who have not used natural health products, the primary reasons for not doing so include: no need (20%), a lack of information on the natural health products (17%), the attitude “I am healthy” (13%), a lack of belief in the efficacy of natural health products (11%) or the sense that the products are too expensive (5%).

Reasons For Not Using Natural Health Products

What is the main reason you have not used a natural health product? Any other reason?



Among the reasons cited for not using natural health products, there are not any significant differences across the key demographics.

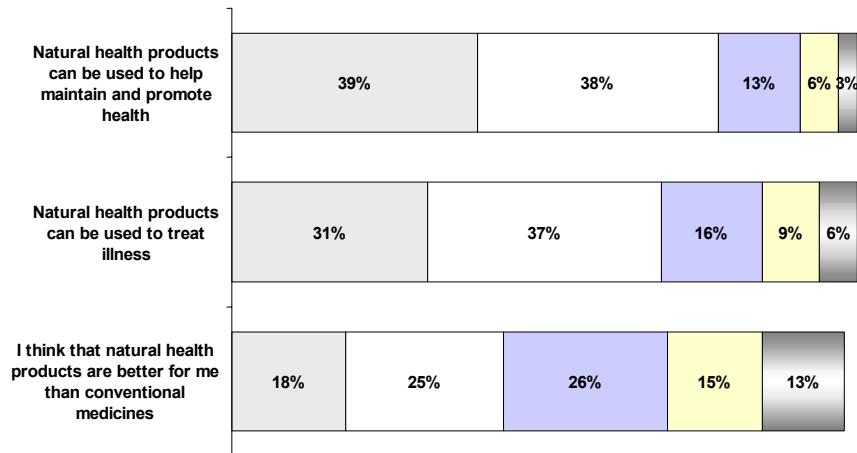
Benefits of Natural Health Products

Many Canadians believe that natural health products can be used as part of personal health management both for preventative health care and as treatment for an illness. More specifically, the majority agree that natural health products can be used to maintain or promote health (77%) or to treat an illness (68%). That said, fewer (43%) agree that natural health products are better than conventional medicines.

Benefits of Natural Health Products

On a scale from '0' to '10', where '0' means you completely disagree and '10' means you completely agree, do you agree or disagree with each of the following statements?

Completely agree (9, 10)
 Somewhat agree (6, 7, 8)
 Neutral (5)
 Somewhat disagree (2, 3, 4)
 Completely disagree (0, 1)



Base: All respondents N=2,004

Maintain or Promote Health

Seventy-seven percent of Canadians either completely (39%) or somewhat (38%) agree that natural health products can be used to help maintain or promote health.

The sense that natural health products can be used to maintain or promote health is greatest among the following:³

- those with a lower annual household income (peaking at 46% for less than \$30,000);
- rural (44%) compared to urban (38%) residents;

³ (Completely agree 9, 10 on a 0 – 10 scale)

- women (44%) compared to men (33%);
- those who consider themselves very familiar with natural health products (74%) compared to those who rate themselves as not at all familiar (26%);
- those who have used a natural health product (45%) compared to those who have not (23%);
- those who use natural health products daily (61%) or weekly (52%) compared to those who do so on a seasonal basis (31%); and,
- those who rate their personal health as fair or poor (51%) compared to those who rate it as excellent, very good or good (37%).

To Treat Illness

Sixty-eight percent of Canadians say that they completely (31%) or somewhat (37%) agree that natural health products can be used to treat illness;

- The sense that natural health products can be used to treat illness is greatest among:
- residents of Atlantic Canada (39%), Alberta (36%), or British Columbia (34%) compared to Quebec (26%);
- rural (37%) compared to urban (29%) residents;
- younger respondents (peaking at 37% for those between the ages of 18 and 34);
- women (33%) compared to men (29%);
- those who consider themselves to be very familiar with natural health products (61%) compared to those who rate themselves as not at all familiar (22%);
- those who have used a natural health product (36%) compared to those who have not (20%);
- those who use natural health products daily (46%), weekly (41%) compared to those who do so on a seasonal basis (27%); and,;
- those who rate their health as fair or poor (44%) compared to excellent, very good, or good (30%).

Better than Conventional Medicine

Over two in five (43%) agree – completely (18%) or somewhat (25%) that natural health products are better for them than conventional medicines.

The sense that natural health products are better than conventional medicine is greatest among:

- residents of British Columbia (27%) compared to Ontario (16%), Alberta (14%), or Saskatchewan/Manitoba (14%);
- those with a lower level of a academic attainment (peaking at 27% for less than a high school education);
- those with a lower annual household income (peaking at 25% for less than \$30,000);
- rural (23%) compared to urban (17%) residents;
- women (22%) compared to men (14%);
- those who consider themselves to be very familiar with natural health products (45%) compared to those who rate themselves as not at all familiar (11%);
- those who have used a natural health product (20%) compared to those who have not (13%);
- those who use natural health products daily (31%) or weekly (23%) compared to those who do so on a seasonal basis (12%); and,
- those who rate their health as fair or poor (26%) compared to excellent, very good or good (17%).

Benefits of Natural Health Products By Frequency of NHP Use				
On a scale from '0' to '10', where '0' means you completely disagree and '10' means you completely agree, do you agree or disagree with each of the following statements?				
	Used NHPs		Frequency of NHP Use	
	Yes	No	Daily/ Weekly	Monthly/ Seasonally
% Completely agree (9, 10)				
Base	1447	544	680	685
Natural health products can be used to help maintain and promote health	45%	23%	59%	35%
Natural health products can be used to treat illness	36%	20%	45%	28%
I think that natural health products are safe because they are made from natural ingredients	23%	20%	29%	19%
I think that natural health products are better for me than conventional medicines	20%	13%	29%	14%

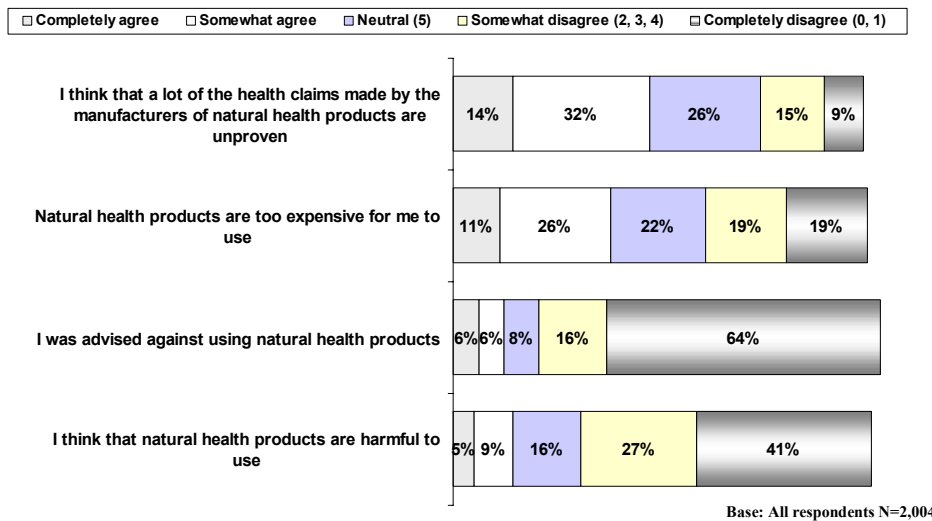
Concerns about Natural Health Products

While more Canadians agree (46%) than disagree (24%) that a lot of claims made by the manufacturers of natural health products are unproven, few agree (12%) that they were advised against using natural health products or that natural health products are harmful to use (14%).

Although, some Canadians may feel that natural health products are too expensive (37%) an equal proportion (38%) disagree with this point of view.

Concerns About Natural Health Products

On a scale from '0' to '10', where '0' means you completely disagree and '10' means you completely agree, do you agree or disagree with each of the following statements?



Unproven Health Claims

On a ratio of two to one, more Canadians (46%) agree completely (14%) or somewhat (32%) that they believe that a lot of claims made by the manufacturers of natural health products are unproven vs. 24% who somewhat (15%) or completely (9%) disagree.

Respondents most likely to completely agree (9, 10 on a scale of 0 to 10) that a lot of the claims made by manufacturers are unproven tend to be:

- respondents aged 55 year or older (18%);

- those who use natural health products daily (18%) compared to those who do so on a seasonal basis (8%); and,
- those who rate their health as fair or very poor (23%) compared to excellent, very good or good (13%).

Natural Health Care Products Are Too Expensive to Use

Canadians are divided on whether natural health products are too expensive for them to use with 37% who agree completely (11%) or somewhat (26%) and 38% who somewhat (19%) or completely (19%) disagree with this point of view.

Those most likely to completely agree that natural health products are too expensive for them to use include:

- those with a high school education (16%) compared to those with a university education (7%);
- those with a lower annual household income (peaking at 18% for less than \$30,000);
- older respondents (peaking at 14% for those aged 55 years or older);
- those who consider themselves to be not at all familiar with natural health products (16%) compared to those who rate themselves as very familiar (13%);and
- those who rate their health as fair or poor (19%) compared to excellent, very good or good (10%).

Advised Against Using Natural Health Products

Eighty percent of Canadians somewhat (16%) or completely (64%) disagree that they were advised against using natural health products.

Those most likely to **completely disagree** (0, 1 on a scale of 0 – 10) that they were advised against using natural health products are:

- those who consider themselves to be very familiar with natural health products (31%) compared to those who rate themselves as not at all familiar (26%).

Natural Health Products Are Harmful to Use

Seven in ten Canadians somewhat (27%) or completely (41%) disagree that they think that natural health products are harmful to use.

Those most likely to **completely disagree** that they think that natural health products are harmful to use tend to be:

- those with a less than high school (44%), high school (47%), some post-secondary (44%) or a university education (32%);
- those with a lower annual household income (peaking at 46% for less than \$30,000);
- younger respondents (peaking at 48% for those between the ages of 18 and 34);
- those who consider themselves to be very familiar with natural health products (55%) compared to those who rate themselves as not at all familiar (41%); and,
- those who use natural health products daily (48%) compared to those who do so on a seasonal basis (37%).

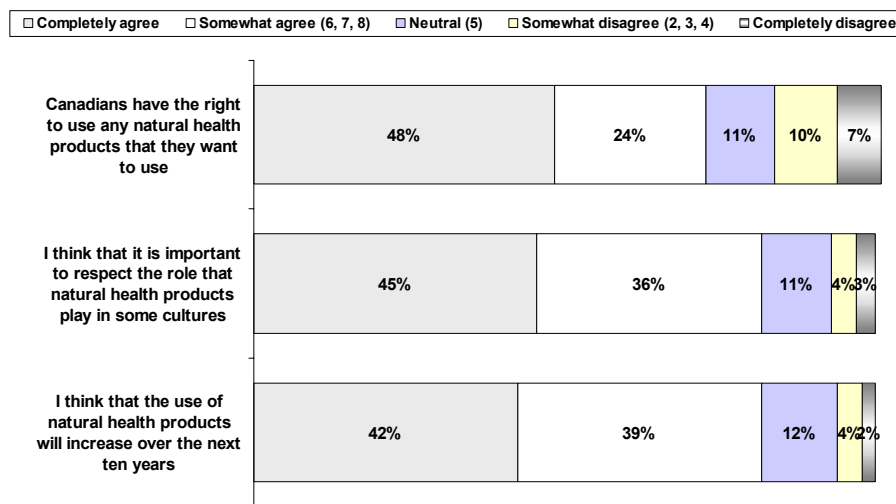
Concerns About Natural Health Products				
On a scale from '0' to '10', where '0' means you completely disagree and '10' means you completely agree, do you agree or disagree with each of the following statements?				
	Used NHPs		Frequency of NHP Use	
% Completely agree (9, 10)	Yes	No	Daily/ Weekly	Monthly/ Seasonally
Base	1447	544	680	685
I think that a lot of the health claims made by the manufacturers of natural health products are unproven	14%	15%	16%	10%
Natural health products are too expensive for me to use	9%	15%	8%	9%
I was advised against using natural health products	6%	6%	6%	5%

Future Use of Natural Health Products

Looking ahead, not only do the majority of Canadians see growth in natural health product use in Canada (81% - agree), their attitudes also demonstrate strong opinions on the right of Canadians to use the natural health products they wish to (72% - agree) and the importance of respecting the role that natural health products play in some cultures (81% - agree).

Future Use of Natural Health Products

On a scale from '0' to '10', where '0' means you completely disagree and '10' means you completely agree, do you agree or disagree with each of the following statements?



Base: All respondents N=2,004

Important to Respect Role of Natural Health Products in Some Cultures

Eight in ten (81%) Canadians completely (45%) or somewhat (36%) agree that they think that it is important to respect the role that natural health products play in some cultures.

Those most likely to completely agree (9, 10 on a scale of 0 – 10) that they think that it is important to respect the role that natural health products play in some cultures tend to be:

- residents of Alberta (49%), Atlantic Canada (51%), Quebec (45%) compared to Saskatchewan/Manitoba (35%);
- those with a lower annual household income (peaking at 50% for \$30,000 or less);

- younger respondents (peaking at 52% for those between the ages of 18 and 34);
- women (51%) compared to men (39%);
- those who consider themselves to be very familiar with natural health products (73%) compared to those who rate themselves as not at all familiar (34%);
- those who use natural health products monthly (57%), daily (54%) compared to those who do so on a seasonal basis (44%); and,
- those who rate their health as fair or poor (54%) compared to excellent, very good or good (44%).

Use of Natural Health Products to Increase

Eight in ten (81%) Canadians completely (42%) or somewhat (39%) agree that they think that the use of natural health products will increase in over the next ten years.

Those most likely to completely agree that they think that the use of natural health products will increase in over the next ten years are:

- residents of Atlantic Canada (50%), British Columbia (49%) and Alberta (45%) and Ontario (43%) compared to Saskatchewan/Manitoba (39%) or Quebec (37%);
- those with less than a high school education (50%) or some post secondary education (45%) compared to a high school (37%) or a university (39%) education;
- women (46%) compared to men (38%);
- those who consider themselves to be very familiar with natural health products (69%) compared to those who rate themselves as not at all familiar (34%);
- those who use natural health products daily (53%), monthly (52%), weekly (55%) compared to those who do so on a seasonal basis (37%); and,
- those who rate their health as fair or poor(51%) compared to excellent, very good or good (41%).

Canadians Have the Right to Use Natural Health Products

Seven in ten (72%) Canadians completely (48%) or somewhat (24%) agree that Canadians have the right to use any natural health product that they wish to use.

Canadians most likely to completely agree that Canadians have the right to use any natural health products they wish to use include:

- residents of Atlantic Canada (55%) compared to Quebec (44%);
- those with a lower level of academic attainment (peaking at 59% for less than a high school education);

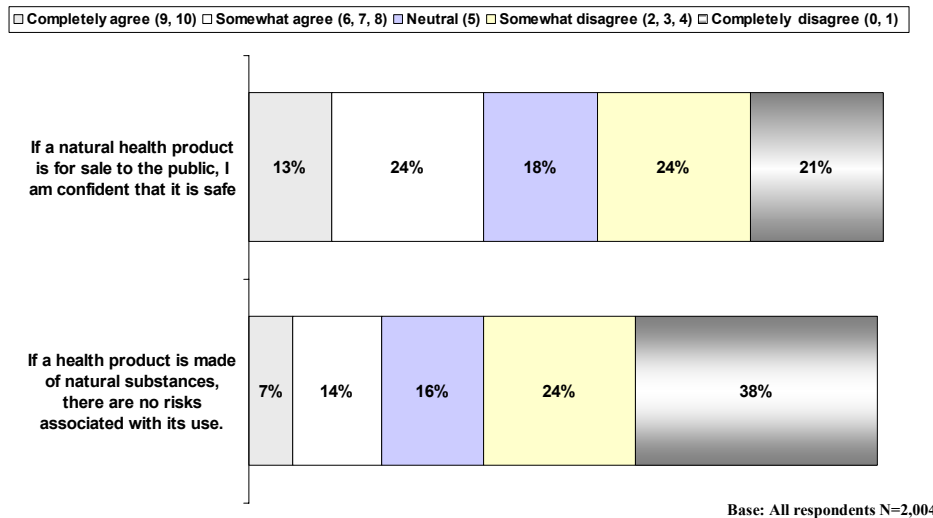
- those with a lower annual household income (peaking at 56% for less than \$30,000);
- rural (54%) compared to urban (46%) residents;
- those who have never used a natural health product (53%) compared to those who have (46%);
- those who report that they use natural health products on a monthly (62%) or a daily basis (49%) compared to those who do so on a seasonal basis (38%); and,
- those who rate their health as fair or poor (61%) compared to excellent, very good or good (46%).

Assumptions About the Safety of Natural Health Products

Canadians express mixed views about the safety of natural health products and the basis for natural health product safety. Overall, while some Canadians are uncertain as to the safety of natural health products currently on the market, others assume that natural health products are “safe” if they are made from natural substances or ingredients.

Assumptions About the Safety of Natural Health Products

On a scale from '0' to '10', where '0' means you completely disagree and '10' means you completely agree, do you agree or disagree with each of the following statements?



Safe because Made Of Natural Ingredients

One-half (52%) completely (23%) or somewhat (29%) agree that they think that natural health products are safe because they are made from natural ingredients.

Those most likely to completely agree (9, 10 on a scale of 0 – 10) that natural health products are safe because they are made of natural products tend to be:

- residents of Atlantic Canada (30%) compared to British Columbia (20%);
- those with a lower level of academic attainment (peaking at 41% for those with less than a high school education);

- those with a lower annual household income (peaking at 36% for less than \$30,000);
- older respondents (peaking at 27% for those aged 55 years of age or older);
- rural (28%) compared to urban (21%) residents;
- those who consider themselves to be very familiar with natural health products (40%) compared to those who rate themselves as not at all familiar (20%);
- those who use natural health products daily (31%) compared to those who do so on a seasonal basis (17%); and,
- those who rate their health as fair or poor (40%) compared to excellent, very good or good (21%).

Confident that Natural Health Products for Sale Are Safe

While over one-third (37%) of Canadians agree that if a natural health product is for sale to the public, that they are confident that it is safe, over two in five (45%) disagree with this point of view.

Canadians most likely to completely agree that if a natural health product is for sale to the public, that they are confident that it is safe include:

- those with a lower level of academic attainment (peaking at 27% for less than a high school education);
- those with a lower annual household income (peaking at 21% for less than \$30,000); and,
- those who rate their health as fair or poor (24%) compared to excellent, very good, or good (11%).

No Risks Associated Use of Natural Health Products

Three times as many Canadians (62%) disagree as agree (21%) that if a health product is made of natural substances, there are no risks associated with its use.

Canadians most likely to **completely disagree** (0, 1 on a scale of 0 – 10) that if a health product is made of natural substances, there are no risks associated with its use tend to be:

- residents of British Columbia (45%), Alberta (42%) or Ontario (40%) compared to Quebec (33%);
- those with a higher level of academic attainment (peaking at 47% for those with a university education);

- those with a higher annual household income (peaking at 44% for \$60,000 or more);
- urban (40%) compared to rural (32%) residents;
- women (41%) compared to men (36%); and,
- those who rate themselves as not at all familiar with natural health products (45%) compared to those who rate themselves as very familiar (35%).

Assumptions About the Safety of NHPs				
On a scale from '0' to '10', where '0' means you completely disagree and '10' means you completely agree, do you agree or disagree with each of the following statements?				
	Used NHPs		Frequency of NHP Use	
	Yes	No	Daily/ Weekly	Monthly/ Seasonally
% Completely agree (9, 10)				
Base	1447	544	680	685
If a natural health product is for sale to the public, I am confident that it is safe	12%	15%	14%	10%
If a health product is made of natural substances, there are no risks associated with its use.	5%	11%	5%	5%

The Regulation of Natural Health Products

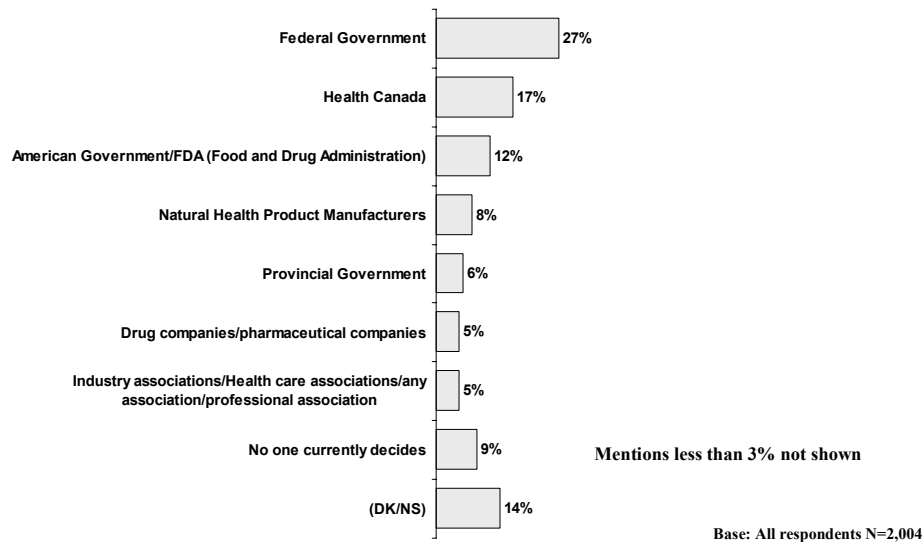
Within this section, respondents were first asked on an unaided basis who is currently responsible for regulating natural health products and how they are labelled. Following this question the attitudes of Canadians toward the regulation of natural health products are examined.

Regulation and Labelling of Natural Health Products

When asked on an unaided basis, the federal government (27%), followed by Health Canada (17%) and the American agency (FDA) (12%) are the agencies most commonly identified as responsible for regulating natural health products and making decisions on how they are labelled.

Regulator of Natural Health Products

Who do you think currently regulates natural health products and decides how they are labelled? Any one else? Total Mentions



Federal Government

The federal government is identified as the regulator of natural health products by the following:

- residents of British Columbia (35%), Atlantic Canada (34%) and Alberta (31%) compared to Ontario (26%) or Quebec (21%);

- those with some post secondary (32%) or a high school (27%) education compared to those with a university education (20%);
- those with a higher annual household income (peaking at 30% for \$60,000 or more); and,
- men (31%) compared to women (22%).

The sample sizes of other mentions do not support additional subgroup analysis.

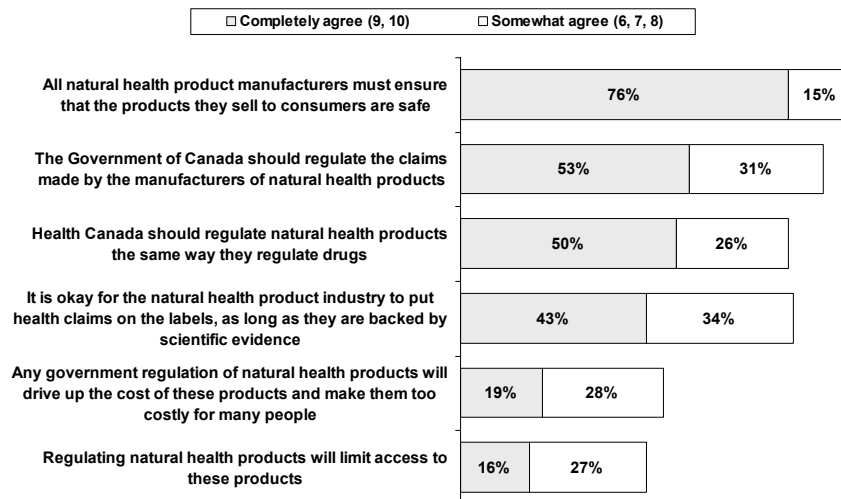
Attitudes toward the Regulation of Natural Health Products

Currently while the large majority of Canadians mistakenly assume that all natural health product manufacturers must ensure that the products they sell to consumers are safe (91% agree), it would seem that *they are not willing to rely on that alone*. Instead, they expect the Government of Canada to regulate both the claims made by the manufacturers (84% agree) and the natural health products themselves in the same way they regulate drugs (76% agree).

Fewer Canadians agree that government regulation of natural health products will make cost a barrier for natural health products use (47% - agree) or limit access to natural health products (43% - agree).

Attitudes Toward the Regulation of Natural Health Products

On a scale from '0' to '10', where '0' means you completely disagree and '10' means you completely agree, do you agree or disagree with each of the following statements?



Base: All respondents N=2,004

Regarding health claims on natural health product labels, Canadians are supportive as long as the claims are backed by scientific evidence (77%).

Natural Health Product Manufacturers Must Ensure Safety of Their Products

Nine in ten (91%) either completely (76%) or somewhat (15%) agree that all natural health product manufacturers must ensure that the products they sell to consumers are safe.

The view that all natural health product manufacturers must ensure that the products they sell to consumers are safe is consistent across the key demographic subgroups.

GOC Regulation of Claims Made by NHP Manufacturers

Over four in five (84%) Canadians completely (53%) or somewhat (31%) agree that the Government of Canada should regulate the claims made by the manufacturers of natural health products.

Those most likely to completely agree (9,10 on a scale of 0 to 10) that the Government of Canada should regulate the claims made by the manufacturers of natural health products include:

- residents of Quebec (57%) compared to Alberta (46%) and Saskatchewan/Manitoba (47%);
- those with a higher level of academic attainment (peaking at 58% for those with a university education);
- urban (54%) compared to rural (47%) residents;
- older respondents (peaking at 59% for those aged 55 years of age or older); and,
- those who use natural health products on a seasonal basis (54%), monthly (57%) or daily (50%) compared to weekly (43%).

Same Regulations for NHPs as Drugs

Over three-quarters (76%) of Canadians either completely (50%) or somewhat (26%) agree that Health Canada should regulate natural health products the same way they regulate drugs.

Canadians most likely to completely agree that Health Canada should regulate natural health products the same way they regulate drugs tend to be:

- residents of Quebec (57%), Atlantic Canada (53%) and Ontario (50%) compared to British Columbia (41%);

- women (53%) compared to men (47%);
- those who report that they use natural health products on a daily basis (21%) compared to those who do so on a seasonal basis (14%); and,
- those who consider themselves to be not at all familiar with natural health products (54%) compared to those who rate themselves as very familiar (48%).

Scientific Evidence-based Claims

Over three-quarter of Canadians (77%) completely (43%) or somewhat (34%) agree that it is okay for the natural health product industry to put health claims on the labels, as long as they are backed by scientific evidence.

The sense that that it is okay for the natural health product industry to put health claims on the labels, as long as they are backed by scientific evidence is greatest among:

- residents of Atlantic Canada (48%) and Ontario (45%) compared to Saskatchewan/Manitoba (35%);
- younger respondents (peaking at 48% for those between the ages of 18 and 34);
- those with a lower level of academic attainment (peaking at 47% for those with less than a high school education);
- those who consider themselves to be very familiar with natural health products (56%) compared to those who rate themselves as not at all familiar (44%);
- those who have not used a natural health product (55%) compared to those who have (48%);
- those who use natural health products daily (47%) compared to those who do so on a seasonal basis (39%); and,
- those who rate their health as fair or poor (54%) compared to excellent, very good or poor (42%).

Regulation and Increased NHP Costs

Close to one-half (47%) of Canadians completely (19%) or somewhat (28%) agree that any government regulation of natural health products will drive up the cost of these products and make them too costly for many people.

Canadians most likely to completely agree that any government regulation of natural health products will drive up the cost of these products and make them too costly for many people include:

- those with a lower level of academic attainment (peaking at 31% for less than a high school education);
- those with lower annual household incomes (peaking at 26% for less than \$30,000);
- older respondents (peaking at 23% for those aged 55 years or older);
- women (21%) compared to men (18%);
- rural (25%) compared to urban (18%) residents;
- those who consider themselves to be very familiar with natural health products (35%) compared to those who rate themselves as not at all familiar (24%);
- those who have not used a natural health product (23%) compared to those who have (18%); and,
- those who rate their health as fair or poor (30%) compared to excellent, very good or good (18%).

Regulation and Limited Access to NHP

Over two in five (43%) Canadians completely (16%) or somewhat (27%) agree that regulating natural health products will limit access to these products.

The sense that the regulation of natural health products will limit access to these products is greatest among:

- those with a lower level of academic attainment (peaking 25% for those with less than a high school education); and,
- those who rate their health as fair or poor (24%) compared to excellent, very good or good (15%).

The table on the following page illustrates attitudes toward the regulation of NHPs by NHP usage.

Regulation of NHPs				
On a scale from '0' to '10', where '0' means you completely disagree and '10' means you completely agree, do you agree or disagree with each of the following statements?				
% Completely agree (9, 10)	Used NHPs		Frequency of NHP Use	
	Yes	No	Daily/ Weekly	Monthly/ Seasonally
Base	1447	544	680	685
All natural health product manufacturers must ensure that the products they sell to consumers are safe	77%	73%	76%	78%
The Government of Canada should regulate the claims made by the manufacturers of natural health products	52%	54%	48%	55%
Health Canada should regulate natural health products the same way they regulate drugs	48%	55%	45%	49%
It is okay for the natural health product industry to put health claims on the labels, as long as they are backed by scientific evidence	43%	42%	46%	41%
Any government regulation of natural health products will drive up the cost of these products and make them too costly for many people	18%	23%	21%	15%
Regulating natural health products will limit access to these products	15%	18%	17%	13%

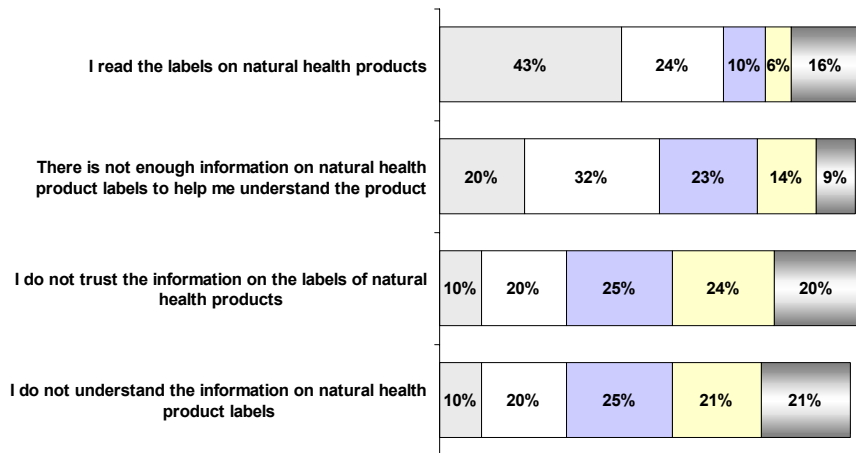
Natural Health Product Information

Although the majority of Canadians report that they read the labels on natural health products, the findings of this study indicate that many Canadians feel that they lack enough information on natural health products. More Canadians agree than disagree that they trust or understand NHP label information.

Attitudes Toward Information on Natural Health Product Labels

On a scale from '0' to '10', where '0' means you completely disagree and '10' means you completely agree, do you agree or disagree with each of the following statements?

□ Completely agree (9, 10) □ Somewhat agree (6, 7, 8) □ Neutral (5) □ Somewhat disagree (2, 3, 4) □ Completely disagree (0, 1)



Base: All respondents N=2,004

Read Labels on Natural Health Products

Two-thirds (67%) of Canadians either completely (43%) or somewhat (24%) agree that they read the labels of natural health products.

Respondents most likely to agree (9, 10 on a scale of 0 – 10) that they read the labels on natural health products tend to be:

- those with some post secondary education (45%) compared to a high school education (38%);
- those with a lower annual household income (peaking at 46% for less than \$30,000);
- women (52%) compared to men (34%);

- those who say that they are very familiar with natural health products (78%) compared to those who are not all familiar (22%);
- those who have used a natural health product (53%) compared to those who have not (20%); and,
- those who use natural health products on a daily basis (60%) compared to those who do so on a seasonal basis (48%).

Not Enough Information on Natural Health Product Label

On a two to one ratio (52% agree vs. 23% disagree) more respondents agree that there is not enough information on natural health product labels to help them understand the product.

Those most likely to agree that there is not enough information on natural health product labels to help them understand the product tend to be:

- older respondents (peaking at 23 for those aged 55 years or older);
- women (21%) compared to men (17%);
- those who rate their health as fair or poor (27%) compared to excellent, very good or good (19%);
- those who have not used a natural health product (25%) compared to those who have (9%);and
- those who completely agree that they need more information about natural health products (36%).

Trust Information on Natural Health Product Labels

More Canadians disagree (44%) than agree (30%) that they do not trust the information on the labels on natural health products.

Canadians most likely to **disagree** (0, 1 on a scale of 0 – 10) that they do not trust the information on the labels on natural health products include:

- residents of Quebec (24%) compared to British Columbia (19%) or Ontario (19%);
- those with a lower level of academic attainment (peaking at 27% for less than a high school education);
- those with a lower annual household income (peaking at 24% for less than \$30,000);
- younger respondents (peaking at 25% for those between 18 and 34 years of age);

- those who consider themselves to be not at all familiar with natural health products (26%) compared to those who rate themselves as very familiar (23%);
- those who say they would not be interested in receiving more information regarding natural health products;
- those who completely disagree that they need more information about natural health products (41%);
- those who completely disagree that it is important to talk to a medical doctor before using natural health products (45%);
- those who completely agree that Health Canada does a good job of informing Canadians about natural health products (33%); and,
- those who completely trust information natural health products from family and friends (33%).

Do not understand Information on Natural Health Product Information

More Canadians disagree (42%) than agree (30%) that they do not understand the information on natural health product labels.

Canadians most likely to **disagree** that they do not understand the information on natural health product labels tend to:

- residents of Quebec (24%) compared to Alberta (16%);
- be older respondents aged 55 years of age or older (25%);
- those who say they would not be interested in receiving more information regarding natural health products;
- those who completely disagree that they need more information on natural health products (51%);
- those who completely disagree that it is important to talk to a medical doctor before using natural health products (38%); and,
- those who consider themselves to be very familiar with natural health products (43%) compared to those who rate themselves as not at all familiar (23%).

Attitudes Toward Information on NHP Labels				
On a scale from '0' to '10', where '0' means you completely disagree and '10' means you completely agree, do you agree or disagree with each of the following statements?				
	Used NHPs		Frequency of NHP Use	
% Completely agree (9, 10)	Yes	No	Daily/ Weekly	Monthly/ Seasonally
Base	1447	544	680	685
I read the labels on natural health products	53%	20%	58%	49%
There is not enough information on natural health product labels to help me understand the product	17%	25%	20%	15%
I do not trust the information on the labels of natural health products	9%	12%	9%	9%
I do not understand the information on natural health product labels	7%	17%	8%	7%

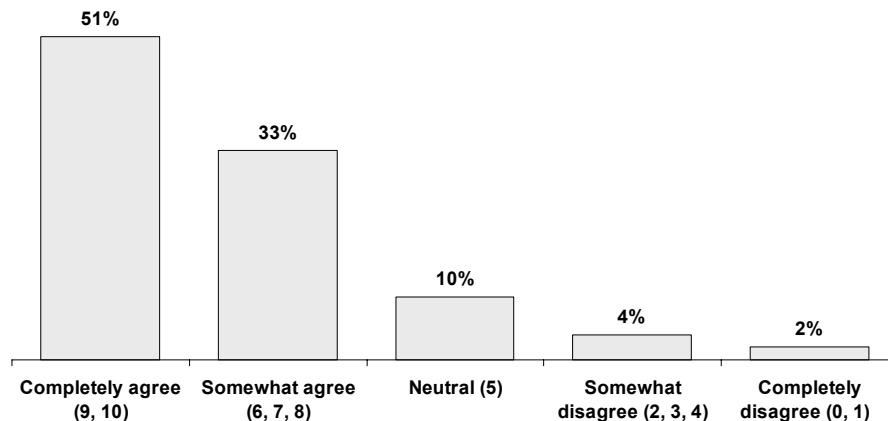
Canadians Need More Information on Natural Health Products

Over four in five (84%) Canadians either completely (51%) or somewhat (33%) agree that they think that more needs to be done to inform Canadians about the safe use of natural health products.

Canadians Need More Information on Natural Health Products

On a scale from '0' to '10', where '0' means you completely disagree and '10' means you completely agree, do you agree or disagree with each of the following statements?

I think more needs to be done to inform Canadians about the safe use of natural health products.



Base: All respondents N=2,004

Those most likely to completely agree (9, 10 on a scale of 0 – 10) that more needs to be done to inform Canadians about the safe use of natural health products tend to be:

- residents of Quebec (60%) compared to Saskatchewan/Manitoba (49%), Ontario (49%), British Columbia (45%) or Alberta (43%);
- those with less than a high school education (60%) compared to university education (46%);
- those with lower annual household incomes (peaking at 55% for less than \$30,000);
- those between the ages of 35 and 54 (53%) compared to 18 and 34 (46%);
- women (55%) compared to men (46%);
- those who rate their personal health as fair or good (58%) compared to excellent or very good or good (50%);

- those who use natural health products daily (58%) or monthly (58%) compared to those who do so on a seasonal basis (46%);
- those who say they would be interested in receiving more information regarding natural health products;
- those who completely agree that they need more information on natural health products (78%); and,
- those who prefer to receive information about natural health products from Health Canada’s toll-free information telephone line (55%).

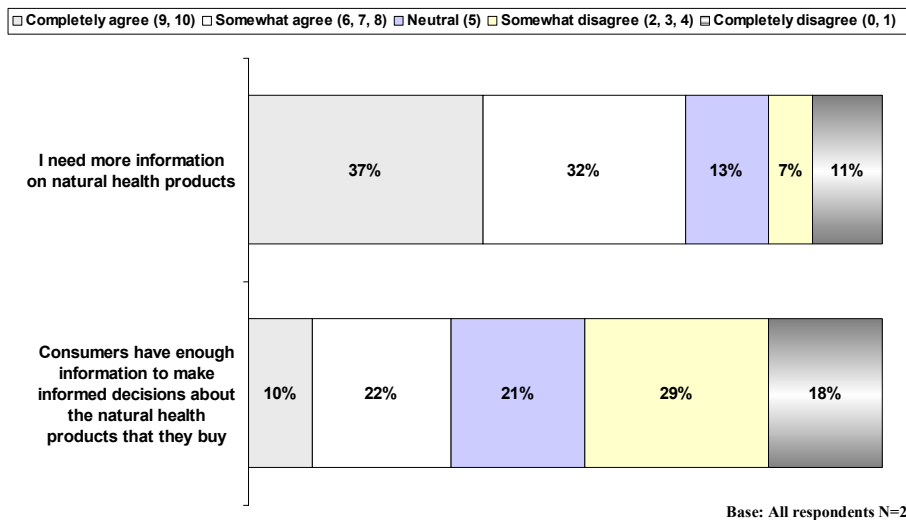
Canadians Need More Information on NHPs				
On a scale from '0' to '10', where '0' means you completely disagree and '10' means you completely agree, do you agree or disagree with each of the following statements?				
	Used NHPs		Frequency of NHP Use	
	Yes	No	Daily/ Weekly	Monthly/ Seasonally
% Completely agree (9, 10)				
Base	1447	544	680	685
I think more needs to be done to inform Canadians about the safe use of natural health products.	52%	49%	55%	48%

Adequacy of Natural Health Product Information

While, the majority of Canadians agree that they need more information on natural health products, there are mixed perceptions on whether consumers have enough information to make informed decisions about the natural health products they buy.

Adequacy of Information on Natural Health Product

On a scale from '0' to '10', where '0' means you completely disagree and '10' means you completely agree, do you agree or disagree with each of the following statements?



Need More Information on Natural Health Products

Seven in ten Canadians completely (37%) or somewhat (32%) agree that they need more information on natural health products.

Canadians most likely to completely agree (9, 10 on a scale of 0 – 10) that they need additional information on natural health products include:

- residents of Atlantic Canada (47%), Saskatchewan/Manitoba (43%) compared to British Columbia (31%);
- those with a lower level of academic attainment (peaking at 53% for less than a high school education);
- those with a lower annual household income (peaking at 45% for less than \$30,000);
- women (40%) compared to men (34%);

- those who have not used a natural health product (46%) compared to those who have (34%);
- those who rate their personal health as either fair or poor (47%) compared to those who rate their health as excellent, very good or good (36%);
- those who say they would be interested in receiving more information regarding natural health products; and,
- those who completely agree that it is important to talk to a medical doctor before using natural health products (52%).

Consumers Have Enough Information to Make Informed Decisions on Natural Health Products

While, three in ten (32%) Canadians completely (10%) or somewhat (22%) agree that consumers have enough information to make informed decisions about the natural health products that they buy, over two in five (47%) somewhat (29%) or completely (18%) disagree with this point of view;

Canadians most likely to **disagree** (0, 1 on a scale of 0 – 10) that consumers have enough information to make informed decisions about natural health products tend to be:

- residents of Quebec (20%) and Atlantic Canada (23%) compared to Alberta (12%);
- older respondents (peaking at 21% for those aged 55 years of age or more);
- those who disagree that more needs to be done to inform Canadians (22%);
- those who completely disagree that Health Canada does a good job of informing Canadians about natural health products (43%); and,
- those who would not at all be interested in receiving information about uses and beneficial effects of natural health products (33%).

Adequacy of NHP Information				
On a scale from '0' to '10', where '0' means you completely disagree and '10' means you completely agree, do you agree or disagree with each of the following statements?				
	Used NHPs		Frequency of NHP Use	
% Completely agree (9, 10)	Yes	No	Daily/ Weekly	Monthly/ Seasonally
Base	1447	544	680	685
I need more information on natural health products	34%	46%	34%	34%
Consumers have enough information to make informed decisions about the natural health products that they buy	9%	11%	12%	7%

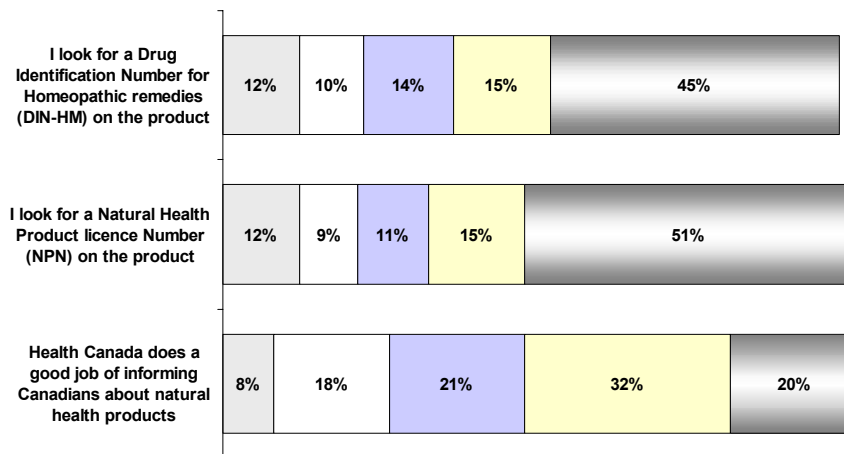
Health Canada Natural Health Product Information

Currently more Canadians disagree than agree that Health Canada does a good job of informing Canadians about natural health products. At this point, there is low usage of the new natural health product label information (DIN-HM or NPN).

Health Canada Natural Health Product Information

On a scale from '0' to '10', where '0' means you completely disagree and '10' means you completely agree, do you agree or disagree with each of the following statements?

Completely agree (9, 10)
 Somewhat agree (6, 7, 8)
 Neutral (5)
 Somewhat disagree (2, 3, 4)
 Completely disagree (0, 1)



Base: All respondents N=2,004

Look at Drug Identification Number (DIN-HM)

At an almost three to one ratio, more Canadians disagree (60%) than agree (21%) that they look for the drug identification number (DIN-HM) on homeopathic remedy products.

Those most likely to **disagree** that they look at the drug identification number (DIN-HM) on natural health products are:

- residents of Ontario (47%) compared to Atlantic Canada (41%);
- those with a higher level of academic attainment (peaking at 50% for those with a university education);
- those with higher annual household incomes (peaking at 49% for \$60,000 or more);
- younger respondents (peaking at 53% for those between the ages of 18 and 34);
- urban (46%) compared to rural (40%);

- those who say they would not be interested in receiving more information regarding natural health products;
- those who completely disagree that they need more information on natural health products (60%);
- those who completely disagree that Health Canada does a good job of informing Canadians about natural health products (66%);
- those who completely disagree that it is important to talk to a medical doctor before using natural health products (58%); and,
- those who do not prefer to receive information about natural health products through Health Canada publications (66%).

Look at Natural Health Product Licence (NPN)

Over three times as many Canadians disagree (66%) than agree (20%) that they look for a natural health product licence (NPN) on natural health products.

Those most likely to **disagree** that they look at the natural health product licence number (NPN) include:

- residents of Ontario (54%) compared to Quebec (43%);
- those with a higher level of academic attainment (peaking at 56% for those with a university education);
- those with a higher annual household income (peaking at 56% for \$60,000 or more);
- urban (54%) compared to rural (43%) residents;
- younger respondents (peaking at 58% for those between the ages of 18 and 34);
- those who rate their personal health as excellent, very good or good (52%) compared to fair or very poor (43%);
- those who use natural health products on a seasonal basis (55%) compared to those who do so on a daily basis (48%);
- those who say they would not be interested in receiving more information regarding natural health products;
- those who completely disagree that they need more information about natural health products (71%);
- those who completely disagree that Health Canada does a good job of informing Canadians about natural health products (67%); and,
- those who completely disagree that it is important to talk to a medical doctor before using natural health products (67%).

Those who are familiar or who use natural health products on a daily basis are somewhat more likely to report that they look for the NPN or DIN-HM information on NHP labels.

Health Canada Does a Good Job of Informing Canadians about Natural Health Products

On a two to one ratio, more Canadians disagree (52%) than agree (26%) that Health Canada does a good job of informing Canadians about natural health products.

Those most likely to agree that Health Canada does a good job of informing Canadians about natural health products tend to be:

- residents of Quebec (11%) compared to Saskatchewan/Manitoba (5%) or Ontario (6%);
- those with a lower level of academic attainment (peaking at 24% for those with less than a high school education);
- those with lower annual household incomes (peaking at 15% for less than \$30,000);
- older respondents (peaking at 11% for those aged 55 years of age or older);
- those who rate their personal health as fair or poor (16%) compared to those who rate it as excellent, very good or good (7%); and,
- those who say they would not be interested in receiving more information regarding natural health products.

Health Canada NHP Information				
On a scale from '0' to '10', where '0' means you completely disagree and '10' means you completely agree, do you agree or disagree with each of the following statements?				
	Used NHPs		Frequency of NHP Use	
% Completely agree (9, 10)	Yes	No	Daily/ Weekly	Monthly/ Seasonally
Base	1447	544	680	685
I look for a Drug Identification Number for Homeopathic remedies (DIN-HM) on the product	12%	12%	13%	11%
I look for a Natural Health Product licence Number (NPN) on the product	11%	12%	13%	9%
Health Canada does a good job of informing Canadians about natural health products	7%	10%	8%	6%

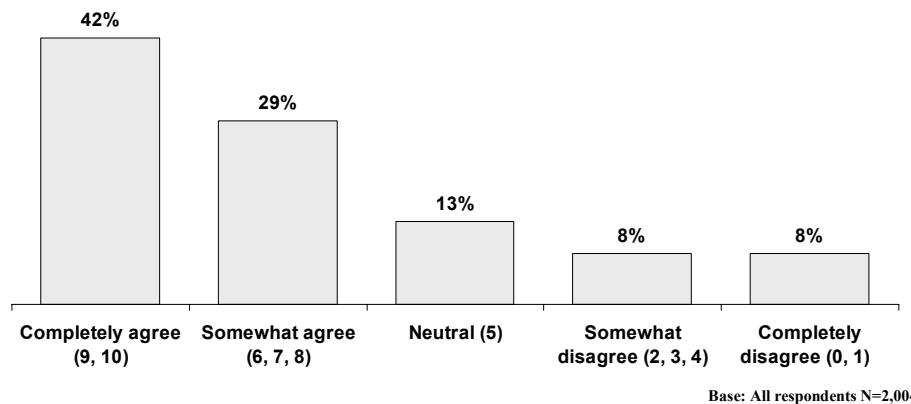
Important to Consult a Medical Doctor

Seven in ten (71%) Canadians completely (42%) or somewhat (29%) agree that they think that it is important to talk to a medical doctor before using a natural health product.

Important to Consult A Medical Doctor

On a scale from '0' to '10', where '0' means you completely disagree and '10' means you completely agree, do you agree or disagree with each of the following statements?

I think that it is important to talk to a medical doctor before using a natural health product.



Canadians most likely to completely agree (9, 10 on a scale of 0 – 10) that it is important to talk to a medical doctor prior to using a natural health product include:

- residents of Ontario (44%) and Atlantic Canada (50%) compared to British Columbia (33%);
- older respondents (peaking at 50% for those aged 55 years of age or older);
- those with a lower level of academic attainment (peaking at 53% for those with less than a high school education);
- those with a lower annual household income (peaking at 50% for less than \$30,000);
- women (44%) compared to men (39%);
- those who consider themselves to be not at all familiar with natural health products (51%) compared to those who rate themselves as very familiar (31%);
- those who have not used a natural health product (57%) compared to those who have (36%);

- those who rate their personal health as fair or poor (54%) compared to excellent, very good or good (40%);
- those who do not at all trust information about natural health products received from a naturopath/naturopathic doctor (66%), or family and friends (67%);
- those who completely trust information about natural health products received from their doctor (57%);
- those who prefer to receive information about natural health products through Health Canada’s toll-free information telephone line (55%); and,
- those who completely agree that they need more information on natural health products (59%).

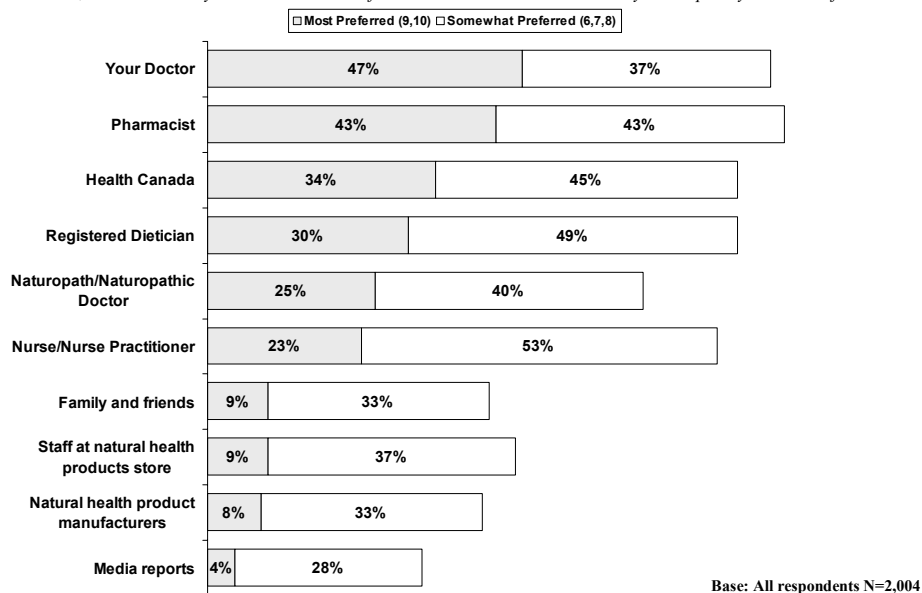
Important to Consult with a Medical Doctor				
On a scale from '0' to '10', where '0' means you completely disagree and '10' means you completely agree, do you agree or disagree with each of the following statements?				
	Used NHPs		Frequency of NHP Use	
% Completely agree (9, 10)	Yes	No	Daily/ Weekly	Monthly/ Seasonally
Base	1447	544	680	685
I think that it is important to talk to a medical doctor before using a natural health product	36%	57%	32%	37%

Trusted Sources of Information on Natural Health Products

When asked on an aided basis, Canadians are more likely to say that they completely trust (9 and 10 on a 0 – 10 scale) the natural health product information provided by their doctor (47%), followed by pharmacists (43%), Health Canada (34%), registered dietician (30%), naturopaths (25%) or nurse/nurse practitioners (23%).

Trusted Sources of NHP Information

Please indicate your level of trust for each of the following sources of information on natural health products, using a scale from 0 to 10, where 0 means you do not trust the information at all and 10 means that you completely trust the information.



Doctors

Canadians most likely to completely trust information on natural health products that they receive from a medical doctor include:

- residents of Ontario (50%) compared to Alberta (29%);
- those with a high school education (55%) compared to those with a university education (41%);
- those with a lower annual household income (peaking at 55% for less than \$30,000);
- younger respondents (peaking at 56% for those between the ages of 18 and 34);
- those who rate their personal health as fair or poor (54%) compared to excellent, very good or good (46%);

- those who have not used a natural health product (56%) compared to those who have (44%);
- those who say they would be interested in receiving more information regarding natural health products;
- those who completely agree that Health Canada does a good job of informing Canadians about natural health products (73%);
- those who completely agree that it is important to talk to a medical doctor before using natural health products (64%); and,
- those *who have not used* a NHP are more likely to report that they completely trust medical doctors as sources of information on NHPs (56% vs. 44% for those who have used a NHP).

Pharmacists

Canadians who report that they would completely trust natural health information that they receive from pharmacists tend to be:

- residents of Atlantic Canada (51%) compared to British Columbia (35%);
- those with a lower level of academic attainment (peaking at 49% for those with less than a high school education);
- those with a lower annual household income (peaking at 50% for less than \$30,000);
- women (48%) compared to men (37%);
- those who rate their personal health as fair or poor (51%) compared to excellent, very good or good (42%);
- those who say they would be interested in receiving more information regarding natural health products; and,
- those who prefer to receive information about natural health products through pharmacies (78%).

Health Canada

Those most likely to say that they would completely trust natural health product information that they receive from Health Canada are:

- residents of Quebec (42%) compared to British Columbia (29%), Alberta (33%), Saskatchewan/Manitoba (24%) or Atlantic Canada (35%);
- those with a lower level of academic attainment (peaking at 45% for less than a high school education);

- those with a lower annual household income (peaking at 41% for less than \$30,000);
- women (38%) compared to men (29%);
- younger respondents (peaking at 42% for those between the ages of 18 and 34);
- those who say they would be interested in receiving more information regarding natural health products;
- those who completely agree that Health Canada does a good job of informing Canadians about natural health products (70%);
- those who prefer to receive information about natural health products through Health Canada publications (69%), Health Canada's website (67%), Health Canada's toll-free information telephone line (66%), pamphlets and brochures in health care offices and clinics (61%), and pharmacies (56%); and,
- those who completely agree that it is important to talk to a medical doctor before using natural health products (42%).

Registered Dietitians

Registered dietitians tend to be completely trusted as a source of information on natural health products by:

- Atlantic Canada (39%) and residents of Quebec (34%) compared to British Columbia (27%);
- those with a lower level of academic attainment (peaking at 39% for those with less than a high school education);
- those with a lower annual household income (peaking at 38% for less than \$30,000);
- women (32%) compared to men (24%);
- younger respondents (peaking at 34% for those between the ages of 18 and 34);
- those who consider themselves to be very familiar with natural health products (36%) compared to those who rate themselves as not at all familiar (27%);
- those who completely agree that Health Canada does a good job informing Canadians about natural health products (57%); and,
- those who say they would be interested in receiving more information regarding natural health products.

Naturopath/ Naturopathic Doctor

Naturopaths or naturopathic doctors tend to be completely trusted as sources of information on natural health products by:

- those with a lower level of academic attainment (peaking at 36% for those with less than a high school education);
- those with lower annual household incomes (peaking at 34% for less than \$30,000);
- women (32%) compared to men (17%);
- younger respondents (peaking at 30% for those between the ages of 18 and 34);
- those who consider themselves to be very familiar with natural health products (46%) compared to those who rate themselves as not at all familiar (19%);
- those who have used a natural health product (28%) compared to those who have not (16%);
- those who completely disagree that it is important to speak to a medical doctor before using natural health products (41%);
- those *who have used* a NHP are more likely to report that they completely trust NHP information provided by naturopaths/naturopathic doctors (28% vs. 16% for those who have not used a NHP);
- those who completely agree that Health Canada does a good job informing Canadians about natural health products (48%); and,
- those who say they would be interested in receiving more information regarding natural health products.

Nurse/Nurse Practitioner

Nurse or nurse practitioners tend to be completely trusted as a source of information on natural health products by:

- those with a lower level of academic attainment (peaking at 30% for those with less than a high school education);
- those with lower annual household incomes (peaking at 30% for less than \$30,000);
- women (26%) compared to men (19%);
- younger respondents (peaking at 28% for those between the ages of 18 and 34);
- those who rate their personal health or fair or poor (29%) compared to excellent, very good or good (22%);
- those who say they would be interested in receiving more information regarding natural health products;
- those who completely agree that Health Canada does a good job of informing Canadians about natural health products (42%); and,
- those who completely agree that it is important to talk to a medical doctor before using natural health products (29%).

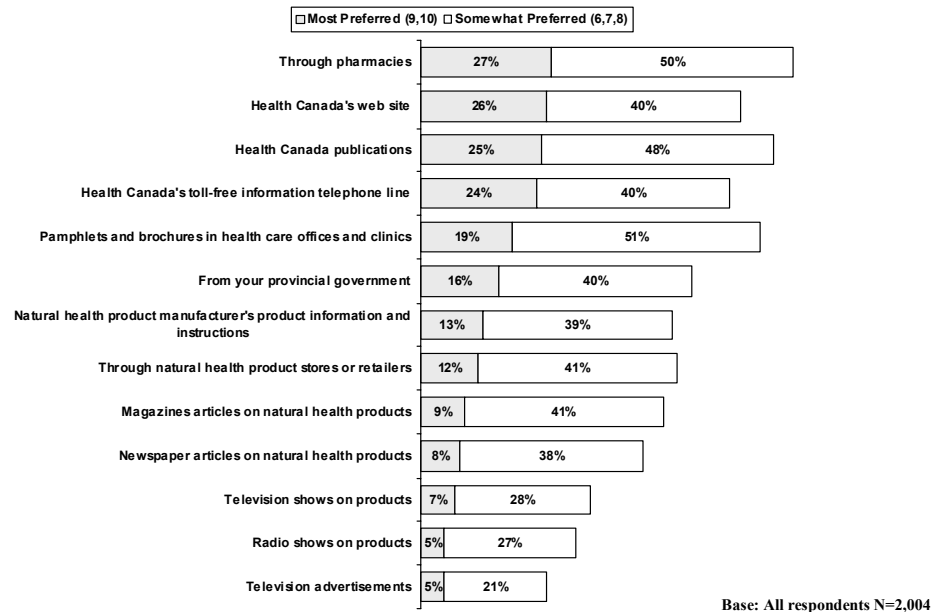
Trusted Sources of NHP Information				
On a scale from '0' to '10', where '0' means you do not trust the information at all and '10' means you completely trust the information, do you agree or disagree with each of the following statements?				
% Completely trust (9, 10)	Used NHPs		Frequency of NHP Use	
	Yes	No	Daily/ Weekly	Monthly/ Seasonally
Base	1447	544	680	685
Your Doctor	44%	56%	41%	48%
Pharmacist	43%	43%	43%	44%
Health Canada	33%	36%	32%	35%
Registered Dietician	30%	28%	31%	30%
Naturopath/Naturopathic Doctor	28%	16%	33%	24%
Nurse/Nurse Practitioner	23%	22%	22%	25%
Family and friends	9%	9%	10%	8%
Staff at natural health products store	9%	10%	10%	8%
Natural health product manufacturers	7%	11%	8%	6%
Media reports	4%	4%	5%	4%

Preferred Means of Receiving Natural Health Product Information

The most preferred (9 and 10 on a 0 – 10 scale) means of receiving information on natural health products are through pharmacies (27%), followed by Health Canada’s Web site (26%), Health Canada’s publications (25%) and Health Canada’s toll-free information telephone line (24%).

Preferred Sources of Natural Health Product Information

Using a scale of 0 to 10, where 0 means least preferred and 10 means most preferred, please tell me how much you prefer each of the following as a means of receiving information about natural health products.



Pharmacies

Canadians most likely to prefer to receive information on natural health products from pharmacies include:

- residents of Atlantic Canada (42%), Alberta (32%) compared to British Columbia (19%);
- those with a lower level of academic attainment (peaking at 34% for less than high school education);
- those with a lower annual household income (peaking at 33% for less than \$30,000);
- women (31%) compare to men (23%);

- those who consider themselves to be very familiar with natural health products (39%) compared to those who rate themselves as not at all familiar (26%);
- those who rate their health as fair or poor (37%) compared to excellent, very good or good (26%);
- those who say they would be interested in receiving more information regarding natural health products;
- those who completely agree that Health Canada does a good job of informing Canadians about natural health products (53%); and,
- those who completely agree that they need more information on natural health products (37%).

Health Canada's Web Site

Health Canada's Web site is identified as a preferred means of receiving information on natural health products by:

- residents of Atlantic Canada (32%) and Alberta (31%) compared to British Columbia (21%);
- younger respondents (peaking at 31% for those between the ages of 18 and 34);
- those who rate their health as fair or poor (34%) compared to excellent, very good or good (24%);
- those who say they would be interested in receiving more information regarding natural health products;
- those who completely agree that Health Canada does a good job of informing Canadians about natural health products (42%); and,
- those who trust information about natural health products received from Health Canada (30%).

Health Canada's Publications

Preference for in Health Canada's publications is greatest among:

- residents of Atlantic Canada (31%) compared British Columbia (19%);
- women (28%) compared to men (22%);
- those who rate their health as fair or poor (36%) compared to excellent, very good or good (24%);
- those who say that they would be interested in receiving more information regarding natural health products;

- those who also prefer to receive information through Health Canada's toll-free telephone line (34%), Health Canada's website (34%), pamphlets and brochures in health care offices and clinics (30%), and pharmacies (29%);
- those who completely agree that Health Canada does a good job of informing Canadians about natural health products (46%);
- those who completely agree that Health Canada does a good job of informing Canadians about natural health products (46%);
- those who trust information about natural health products received from Health Canada (30%), their doctor (28%), a registered dietician (28%), a nurse/nurse practitioner (28%), naturopath/naturopathic (27%), and a pharmacist (27%); and,
- those who completely agree that they need more information on natural health products (35%).

Health Canada's Toll-free Line

Health Canada's toll-free line is the most preferred means of receiving information on natural health products among:

- women (26%) compared to men (21%);
- those who rate their health as fair or poor (34%) compared to excellent, very good or good (22%);
- those who say they would be interested in receiving more information regarding natural health products;
- those who completely agree that Health Canada does a good job of informing Canadians about natural health products (46%);
- those who trust information about natural health products received from Health Canada (28%); and,
- those who completely agree that they need more information on natural health products (31%).

Pamphlets

Those who prefer pamphlets as a way of obtaining information on natural health products tend to be:

- residents of Atlantic Canada (30%) compared to British Columbia (16%) or Saskatchewan/Manitoba (15%);
- those with a lower level of academic attainment (peaking at 25% for less than a high school education);

- those with a lower annual household income (peaking at 23% for less than \$30,000);
- younger respondents (peaking at 22% for those between the ages of 18 and 34);
- women (23%) compared to men (14%);
- those who rate their health as fair or good (24%) or excellent or very good (18%);
- those who say they would be interested in receiving more information regarding natural health products; and,
- those who completely agree that Health Canada does a good job of informing Canadians about natural health products (42%).

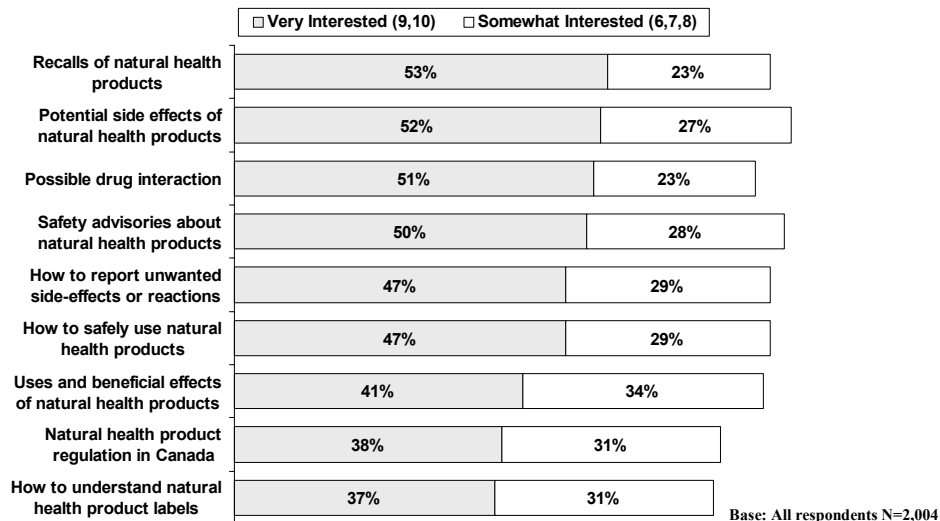
Preferred Sources of NHP Information				
On a scale from '0' to '10', where '0' means least preferred and '10' means most preferred, please tell me how much you prefer each of the following as a means of receiving information on natural health products.				
	Used NHPs		Frequency of NHP Use	
	Yes	No	Daily/ Weekly	Monthly/ Seasonally
% Most preferred agree (9, 10)				
Base	1447	544	680	685
Through pharmacies	28%	24%	29%	29%
Health Canada's web site	26%	26%	26%	26%
Health Canada publications	25%	25%	25%	26%
Health Canada's toll-free information telephone line	23%	26%	23%	23%
Pamphlets and brochures in health care offices and clinics	19%	16%	21%	20%
From your provincial government	16%	17%	16%	16%
Natural health product manufacturer's product information and instructions	14%	11%	16%	13%
Through natural health product stores or retailers	13%	11%	15%	11%
Magazines articles on natural health products	10%	7%	12%	8%
Newspaper articles on natural health products	9%	8%	10%	8%

Interest in Natural Health Product Information

Canadians are very interested (9 and 10 on a scale of 0 to 10) in natural health product information on recalls of natural health products (53%) followed by potential side effects (52%), possible drug interaction (51%), and information on safety advisories (51%). Canadians are somewhat less interested in information on the uses and benefits of natural health products (41%), on how to understand natural health product labels (38%) or information on natural health product regulation in Canada (37%).

Interest in Types of Natural Health Product Information

Using a scale from '0' to '10', where '0' means not at all interested and 10 means very interested, please tell me how interested you would be in receiving each of the following types of information.



Recalls on Natural Health Products

Interest in information on recalls on natural health products is greatest among:

- residents of Atlantic Canada (64%), British Columbia (57%), Alberta (56%) and Ontario (54%) compared to Quebec (47%) or Saskatchewan/Manitoba (45%);
- women (59%) compared to men (46%);
- those who say they are interested in receiving other types of information related to natural health products;
- those who completely agree that they need more information on natural health products (66%); and,

- those who completely agree that more needs to be done to inform Canadians about the safe use of natural health products (65%).

Possible Drug Interaction

Interest in information on possible drug interaction is greatest among:

- those with a higher level of academic attainment (peaking at those with a university education (56%);
- women (58%) compared to men (45%);
- those between the ages of 35 and 54 (55%) compared to those between the ages of 18 and 34 (47%) or those aged 55 years of age or older (52%);
- those who say they are interested in receiving other types of information related to natural health products;
- those who completely agree that they need more information on natural health products (57%);
- those who completely agree that more needs to be done to inform Canadians about the safe use of natural health products (63%); and,
- those who completely agree that it is important to talk to a medical doctor before using natural health products (58%).

Potential Side Effects from Natural Health Product Use

Those with the greatest interest in the potential side effects from natural health product use tend to be:

- women (59%) compared to men (45%);
- those who completely agree that they need more information on natural health products (68%); and,
- those who say they are interested in receiving other types of information related to natural health products.

Safety Advisories

Interest in safety advisories about natural health products is greatest among:

- those with a lower level of annual household income (peaking at 56% for less than \$30,000);
- women (56%) compared to men (44%);
- those who rate their health as fair or poor (58%) compared to excellent, very good or good (50%);

- those who say they are interested in receiving other types of information related to natural health products;
- those who completely agree that they need more information on natural health products (65%);
- those who completely agree that Health Canada does a good job of informing Canadians about natural health products (68%);
- those who completely agree that more needs to be done to inform Canadians about the safe use of natural health products (66%); and,
- Health Canada's toll-free telephone line (58%), Health Canada publications (57%), and Health Canada's website (57%) those who prefer to receive information about natural health products through pamphlets and brochures in health care offices and clinics (56%), pharmacies (55%),

How to Report Unwanted Side Effects

- Interest in how to report unwanted side effects is greatest among:
- those with a lower level of academic attainment (peaking at 50% for less than a high school education);
- women (53%) compared to men (42%);
- those who say they are interested in receiving other types of information related to natural health products;
- those who completely agree that they need more information on natural health products (62%);
- those who completely agree that more needs to be done to inform Canadians about the safe use of natural health products (63%); and,
- Health Canada's toll-free telephone line (53%), those who prefer to receive information about natural health products through pamphlets and brochures in health care offices and clinics (52%), pharmacies (51%), Health Canada publications (51%), and Health Canada's website (51%).

Safe Use of Natural Health Products

Interest in how to safely use natural health products is greatest among:

- those with some post secondary education (50%) compared to those with a university education (42%);
- those with a lower annual income (peaking at 53% for less than \$30,000);
- those who say they are interested in receiving other types of information related to natural health products;

- those who completely agree that they need more information on natural health products (64%);
- those who completely agree that Health Canada does a good job of informing Canadians about natural health products (62%); and,
- Health Canada's toll-free telephone line (54%), those who prefer to receive information about natural health products through pamphlets and brochures in health care offices and clinics (53%), pharmacies (51%), Health Canada publications (51%), and Health Canada's website (51%).

Uses and Benefits of Natural Health Products

Interest in the use and benefits of natural health products tend to be:

- residents of Quebec (45%) and Ontario (37%);
- those with a lower annual household income (peaking at 48% for less than \$30,000);
- rural (46%) compared to urban (39%) residents;
- women (49%) compared to men (32%);
- those who say they are interested in receiving other types of information related to natural health products;
- those who completely agree that they need more information on natural health products (56%);
- those who completely disagree that it is important to talk to a medical doctor before using natural health products (53%); and,
- those who prefer to receive information about natural health products through pamphlets and brochures in health care offices and clinics (47%), Health Canada's toll-free telephone line (45%), pharmacies (44%), Health Canada publications (44%), and Health Canada's website (43%).

How to Understand Natural Health Product Labels

Interest in how to understand natural health product labels is greatest among:

- those with a lower level of academic attainment (peaking at 43% for those with less than a high school education);
- those with a lower annual household income (peaking at 45% for less than \$30,000);
- those between the ages of 35 and 54 (41%) compared to those between the ages of 18 and 34 (35%) of aged 55 years of age or older (37%);
- women (46%) compared to men (30%);

- those who say they are interested in receiving other types of information related to natural health products;
- those who completely agree that they need more information on natural health products (53%); and,
- those who prefer to receive information about natural health products through pamphlets and brochures in health care offices and clinics (41%), pharmacies (41%), Health Canada's toll-free telephone line (43%), Health Canada publications (41%), and Health Canada's website (41%).

Natural Health Product Regulation in Canada

Canadians who express the most interest in information on natural health product regulation in Canada include:

- residents of Atlantic Canada (44%) and Quebec (42%) compared to British Columbia (32%);
- those with a lower level of academic attainment (peaking at 46% for those with less than a high school education);
- those with a lower annual household income (peaking at 44% for less than \$30,000);
- those between the ages of 35 and 54 (40%) compared to those between the ages of 18 and 34 (34%) of aged 55 years of age or older (41%);
- women (43%) compared to men (32%);
- those who rate their health as fair or poor (46%) compared to excellent, very good or good (37%);
- those who say they are interested in receiving other types of information related to natural health products;
- those who completely agree that they need more information on natural health products (54%);
- those who completely agree that Health Canada does a good job of informing Canadians about natural health products (55%);
- those who completely agree that it is important to talk to a medical doctor before using natural health products (49%);
- Health Canada's toll-free telephone line (44%), Health Canada publications (43%), those who prefer to receive information about natural health products through pamphlets and brochures in health care offices and clinics (42%), pharmacies (42%), and Health Canada's website (42%); and,
- those who trust information about natural health products received from a registered dietician (40%) and a nurse/nurse practitioner (40%).

Regardless of type of natural health product information, frequent users of NHPs (daily and weekly), those who rate themselves as very familiar with natural health products and those who have used natural health products are more interested in the various types of NHP evaluated for interest.

Interest in NHP Information				
On a scale from '0' to '10', where '0' means not at all interested and '10' means very interested, please tell me how interested you are with each of the following types of information.				
	Used NHPs		Frequency of NHP Use	
	Yes	No	Daily/ Weekly	Monthly/ Seasonally
% Very interested (9, 10)				
Base	1447	544	680	685
Recalls of natural health products	57%	43%	61%	54%
Possible drug interaction	56%	42%	57%	55%
Potential side effects of natural health products	56%	45%	57%	55%
Safety advisories about natural health products	54%	42%	56%	54%
How to safely use natural health products	51%	39%	56%	48%
How to report unwanted side-effects or reactions	49%	43%	51%	49%
Uses and beneficial effects of natural health products	45%	30%	51%	40%
How to understand natural health product labels	40%	32%	45%	36%
Natural health product regulation in Canada	40%	34%	42%	39%