

YouGov Survey Results

Sample Size: 2530 GB Adults
Fieldwork: 4th - 5th April 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2530	745	847	183	773	647	518	1230	1300	306	645	865	713	1442	1088	324	822	541	622	220	
Unweighted Sample	2530	747	791	189	781	608	542	1214	1316	143	685	957	745	1726	804	423	829	505	539	234	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

30-31 Aug 2010
4-5 Apr 2011

For each of the following, please say whether or not you think they genuinely effective at treating illnesses

Acupuncture

Is definitely an effective treatment	18	18	19	18	20	17	17	21	13	22	14	15	19	21	18	18	17	19	16	19	15
Is possibly an effective treatment	48	48	48	48	57	47	47	50	46	50	34	44	52	52	49	46	44	48	50	50	42
Is probably not an effective treatment	12	14	14	16	13	15	15	15	18	11	15	17	14	12	15	14	9	16	13	15	17
Is definitely not an effective treatment	5	6	6	5	5	6	5	6	8	4	16	6	3	4	6	6	11	5	5	3	8
Don't know	18	14	13	13	6	15	16	8	16	13	22	18	12	11	13	16	19	13	16	12	17

Homeopathy

Is definitely an effective treatment	7	7	8	7	10	8	6	7	4	9	7	7	7	7	6	7	5	9	6	7	2
Is possibly an effective treatment	36	36	35	38	36	35	38	38	31	42	24	32	40	41	35	38	34	34	38	37	41
Is probably not an effective treatment	18	23	24	24	25	23	25	22	24	22	18	21	25	25	23	22	19	24	21	26	22
Is definitely not an effective treatment	13	14	15	12	20	14	10	19	18	10	22	15	13	11	16	11	17	15	11	12	16
Don't know	26	20	18	19	10	19	21	14	23	18	30	25	16	17	19	22	25	18	23	18	20

Reflexology

Is definitely an effective treatment	8	8	10	9	7	9	8	7	6	11	10	10	8	7	9	8	9	9	8	8	9
Is possibly an effective treatment	42	39	34	42	47	36	41	47	35	43	29	42	39	41	37	41	37	38	43	39	33
Is probably not an effective treatment	16	22	24	22	22	22	24	23	23	21	16	17	26	25	24	20	18	24	18	24	24
Is definitely not an effective treatment	9	10	12	7	14	11	7	10	13	7	13	8	10	9	11	8	13	9	9	8	11
Don't know	25	21	20	20	10	22	20	13	24	18	32	23	17	19	19	23	23	19	21	21	23

Traditional Chinese Medicine

Is definitely an effective treatment	5	4	5	4	5	4	2	7	3	5	5	5	4	4	4	5	4	5	4	5	4
Is possibly an effective treatment	35	37	37	37	44	36	34	43	34	41	30	32	40	42	39	35	37	38	37	38	33
Is probably not an effective treatment	22	24	24	27	26	23	30	24	26	23	22	26	25	24	24	24	21	24	25	26	26
Is definitely not an effective treatment	10	12	14	10	12	14	11	11	15	9	21	12	11	9	12	11	16	13	10	9	14
Don't know	28	22	20	21	13	24	23	15	22	22	22	25	20	22	20	25	22	20	24	22	23

Fieldwork: 4th - 5th April 2011

	Total	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
		Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2530	745	847	183	773	647	518	1230	1300	306	645	865	713	1442	1088	324	822	541	622	220	
Unweighted Sample	2530	747	791	189	781	608	542	1214	1316	143	685	957	745	1726	804	423	829	505	539	234	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Herbal medicine																					
Is definitely an effective treatment	7	7	8	7	8	7	5	8	5	10	5	7	8	8	7	8	7	8	7	8	6
Is possibly an effective treatment	44	41	39	41	49	40	38	47	37	44	33	35	44	45	42	39	40	39	43	41	40
Is probably not an effective treatment	19	26	27	29	25	26	34	23	28	24	26	26	26	26	28	24	23	27	24	29	23
Is definitely not an effective treatment	7	9	12	8	8	11	7	9	12	6	15	10	9	7	9	10	11	10	7	8	13
Don't know	22	17	15	16	10	17	16	12	18	15	20	21	14	14	15	19	19	16	18	14	17
Chiropracty																					
Is definitely an effective treatment	23	28	30	28	31	29	27	29	24	31	22	27	31	27	30	25	25	31	26	29	21
Is possibly an effective treatment	43	42	41	47	46	42	42	49	41	43	35	40	44	45	42	42	38	40	43	44	47
Is probably not an effective treatment	7	10	11	9	10	9	11	9	11	8	12	8	8	12	10	10	10	11	10	8	9
Is definitely not an effective treatment	4	3	3	3	4	4	4	2	4	2	4	4	3	2	3	3	5	3	3	3	5
Don't know	23	17	15	13	9	17	16	11	19	16	27	20	14	14	15	20	22	16	18	16	17
Osteopathy																					
Is definitely an effective treatment	23	28	29	28	34	29	28	30	24	31	20	22	30	34	30	25	30	30	25	29	19
Is possibly an effective treatment	42	42	44	43	38	43	41	42	40	43	28	40	48	42	41	43	39	40	45	44	39
Is probably not an effective treatment	7	8	7	9	12	6	10	10	10	7	7	10	7	8	8	9	7	9	6	7	13
Is definitely not an effective treatment	4	3	4	3	2	4	2	3	4	2	8	4	1	2	3	3	4	3	2	2	7
Don't know	24	19	16	18	14	18	19	15	22	17	37	24	14	14	19	20	19	18	22	18	22
Crystal therapy																					
Is definitely an effective treatment	1	1	1	1	0	1	0	1	1	1	2	1	1	1	1	1	1	1	1	1	0
Is possibly an effective treatment	9	9	8	9	9	9	8	10	7	11	11	13	7	7	7	11	8	9	11	7	10
Is probably not an effective treatment	24	26	23	30	29	23	30	30	24	29	17	27	29	28	28	25	23	26	28	29	23
Is definitely not an effective treatment	30	32	36	30	40	34	29	36	36	29	35	30	35	30	35	29	38	34	30	28	38
Don't know	36	31	31	30	21	33	33	22	33	30	35	30	28	35	29	35	30	30	30	35	29
Reiki																					
Is definitely an effective treatment	4	3	3	3	4	3	2	3	2	4	3	4	3	2	3	3	2	3	3	4	2
Is possibly an effective treatment	19	19	16	20	21	18	18	22	13	25	14	23	20	17	19	19	19	17	23	20	17
Is probably not an effective treatment	18	23	24	26	25	21	25	27	20	25	13	25	26	22	24	21	20	25	20	23	28
Is definitely not an effective treatment	12	14	16	13	15	15	14	14	17	12	21	13	15	11	16	12	19	14	15	10	17
Don't know	46	41	40	38	36	43	41	34	48	33	48	36	35	48	38	45	40	41	39	44	36