



Biofield Therapies in Healthcare: Awareness and Attitudes

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Objectives: The objective of the survey was to understand attitudes and perceptions of the healthcare system and holistic healthcare approaches; awareness and acceptance of biofield therapies; and factors which could encourage or discourage people from trying biofield therapies.

Methods: A total of N=1000 interviews were completed in April 2024. All respondents were residents of Ontario Canada, 18 years of age or older and eligible to vote. The sample ensured a representative breakdown by regions. The margin of error was $\pm 3.1\%$ 19/20 times.

Results: The vast majority of people do not believe that the current healthcare system is effective and sustainable (81%) but do believe that holistic approaches can improve this (77%). With respect to biofield therapies, 38% of people have heard of biofield therapies and 32% believe they can be effective, but only 6% have experienced them or know someone who has. One third of those polled said that clear, evidence-based research would encourage them to try biofield therapies. The same proportion stated that there were no obstacles for them. Between 22% and 33% (obstacles vs encouragement questions) would never try biofield therapies under any circumstances.

Conclusions: People cannot try a therapy unless they are aware. Once aware, they require sufficient motivation. A lot of research exists, but it hasn't had much impact. The biofield community must find ways to expand awareness and increase acceptance and adoption. This research provides a starting point for those discussions.