

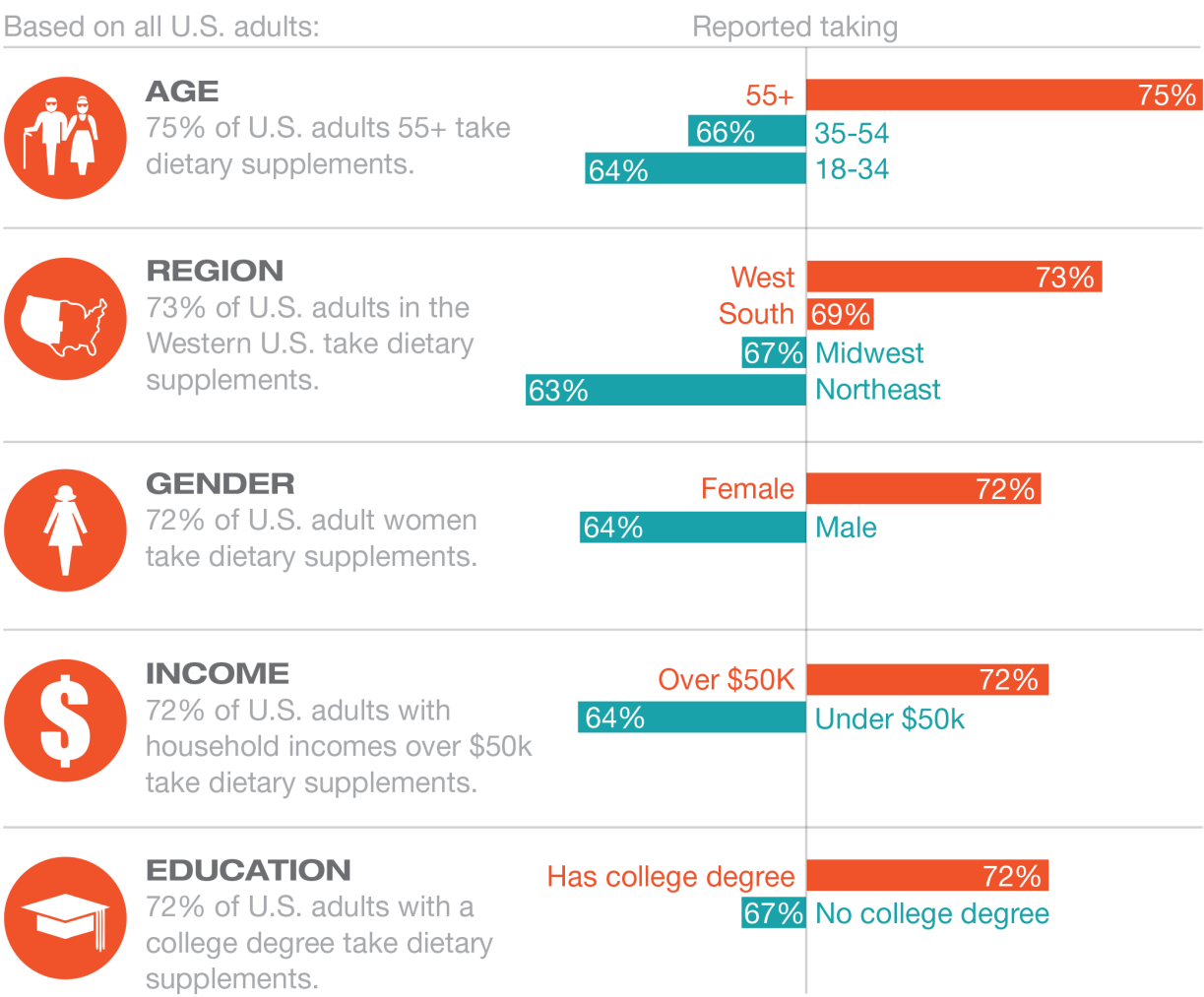


# The Dietary Supplement Consumer

The 5 W's answered about the more than two-thirds of U.S. adults taking dietary supplements, according to the most recent annual survey conducted by Ipsos Public Affairs on behalf of the Council for Responsible Nutrition (CRN).

## WHO takes dietary supplements?

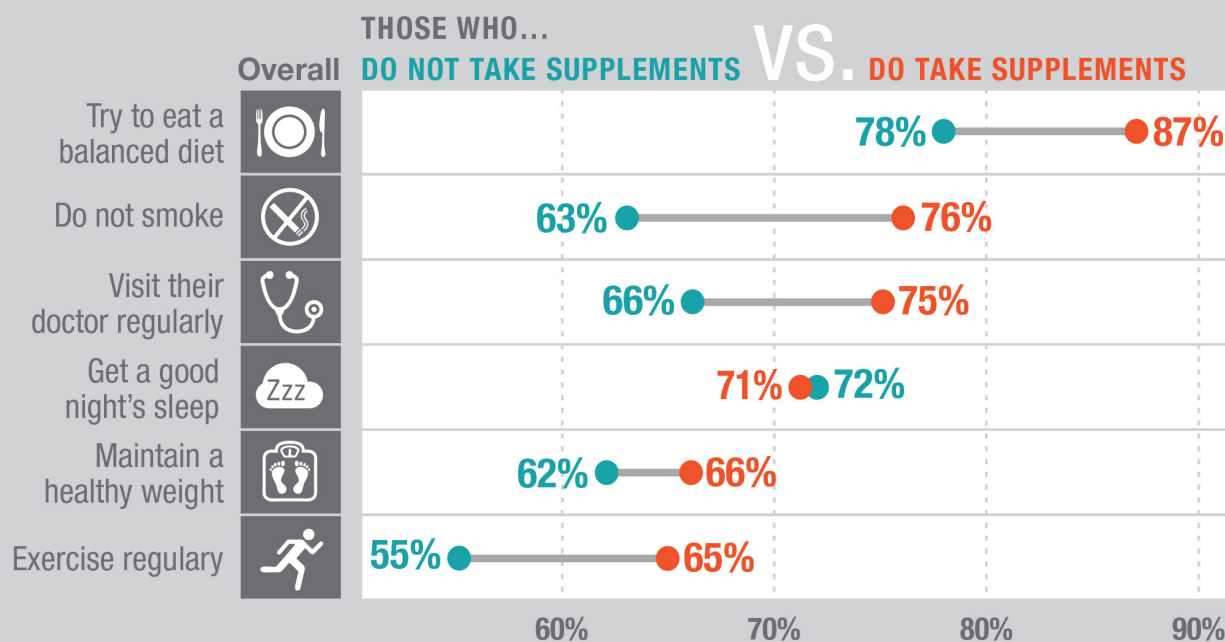
68% of all U.S. adults reported taking dietary supplements.



## Supplement consumers are more likely to engage in healthy habits

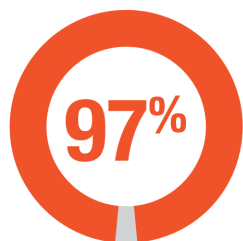
When it comes to making lifestyle choices, those who take dietary supplements are more likely to also engage in other healthy habits than non-supplement users.

% OF U.S. ADULTS WHO AGREE WITH THE FOLLOWING STATEMENTS



## WHAT types of supplements do they take?

Vitamins and minerals are the most popular category among U.S. adult supplement users with 97% of supplement users taking them.



Vitamins & minerals



Specialty supplements



Herbals & botanicals



Sports nutrition/weight management

### TOP 5 SUPPLEMENTS WITHIN EACH CATEGORY

For example: 77% of supplement users take a multivitamin

Multivitamin

77%

Vitamin D

29%

Calcium

26%

Vitamin C

24%

Vitamin B/B complex

20%

Omega 3/Fish oil

28%

Fiber

10%

Probiotics

9%

CoQ10

9%

Glucosamine\*

8%

\*and/or Chondroitin

Green tea

9%

Garlic

8%

Cranberry

7%

Echinacea

6%

Ginkgo Biloba

4%

Protein bars

12%

Whey protein powders

7%

Energy drinks/gels

7%

Hydration drinks/gels

4%

Five supplements tied\*

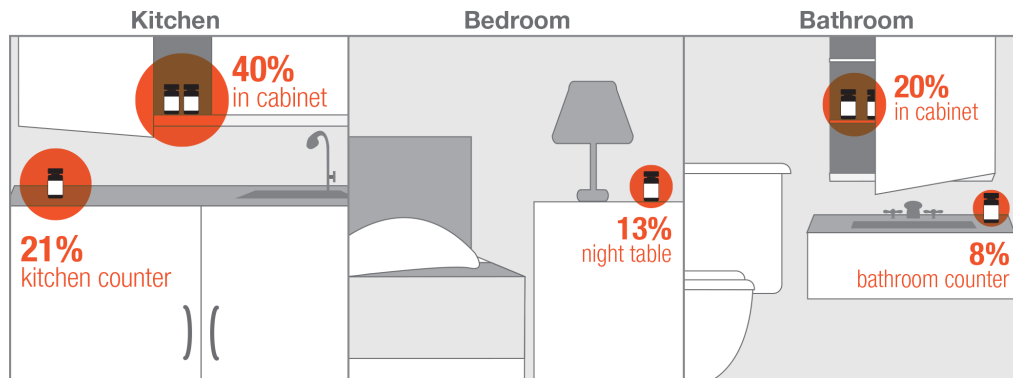
3%

\*Amino acids, creatine, recovery drinks/powders, plant protein powders, and soy protein powders

## WHERE do they store their supplements?

Tip: Store your supplements in a cool, dry place, out of the reach of children, and in a location that is convenient so that you will remember to take them.

### TOP FIVE PLACES WHERE SUPPLEMENT USERS KEEP THEIR SUPPLEMENTS



## Where do they buy supplements?

Tip: Look for nationally recognized brands or store brands from a trusted retailer.

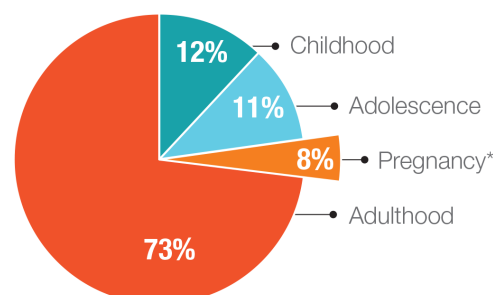
### TOP 5 PLACES SUPPLEMENT USERS HAVE PURCHASED SUPPLEMENTS FROM



## WHEN did they start taking supplements?

Tip: Supplementing can be appropriate for each life stage. Talk with your doctor or other healthcare practitioner about what dietary supplement regimen is right for you.

### AT WHAT AGE SUPPLEMENT USERS STARTED TAKING SUPPLEMENTS



\*This applies to female supplement users only, not all U.S. supplement users, which is why percentages don't add up to 100%.

## WHY do they take supplements?

Depending on your age, gender and lifestyle, reasons for supplementing can differ. Remember that dietary supplements are not intended to treat, diagnose, mitigate, prevent, or cure diseases.

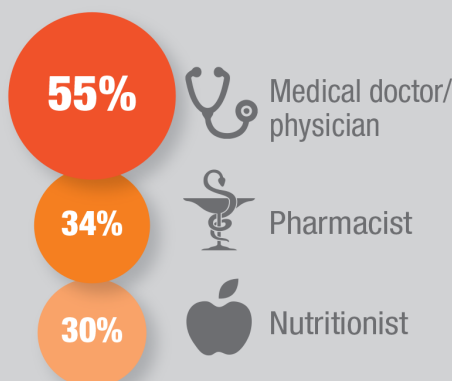
### % OF SUPPLEMENT USERS WHO AGREED WITH THE FOLLOWING STATEMENTS

| Top Reasons                      | Overall | Gender |       | Age   |       |     |
|----------------------------------|---------|--------|-------|-------|-------|-----|
|                                  |         | Men    | Women | 18–34 | 35–54 | 55+ |
| Overall health/wellness benefits | 54%     | 51%    | 56%   | 50%   | 55%   | 57% |
| To fill nutrient gaps in my diet | 36%     | 33%    | 39%   | 38%   | 32%   | 39% |
| Heart health                     | 32%     | 36%    | 28%   | 19%   | 31%   | 42% |
| Healthy aging                    | 29%     | 27%    | 32%   | 15%   | 31%   | 40% |
| Immune health                    | 29%     | 29%    | 29%   | 34%   | 29%   | 25% |
| Energy                           | 29%     | 31%    | 27%   | 31%   | 33%   | 23% |
| Bone health                      | 29%     | 20%    | 36%   | 17%   | 31%   | 36% |
| Help reduce the risk of illness  | 22%     | 26%    | 19%   | 18%   | 25%   | 24% |
| Joint health                     | 21%     | 23%    | 20%   | 13%   | 21%   | 28% |

### Who supplement users trust

These are the **top three** trusted sources selected by supplement users for reliable information on dietary supplements.

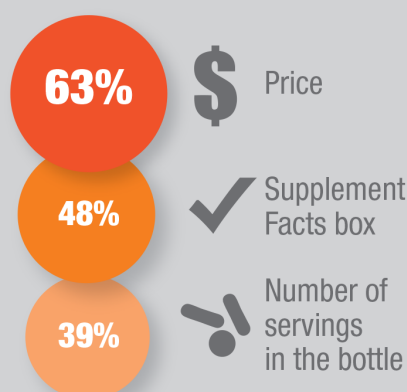
#### % WHO TRUST FOR RELIABLE INFORMATION



### Purchasing factors

When it comes to purchasing supplements, these are the **top three** factors identified by supplement users as most important.

#### % WHO SELECT



All data comes from the 2013 CRN Consumer Survey on Dietary Supplements, conducted August 12-15, 2013 by Ipsos Public Affairs and funded by CRN. The survey looked to identify behaviors/opinions based on a 12-month period. The survey was conducted on-line and included a national sample of 2,013 adults aged 18 and older from Ipsos' U.S. on-line panel. The survey has been conducted annually since 2000. Weighting was employed to balance demographics and ensure that the sample's composition reflects that of the U.S. adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size would have an estimated margin of error of +/- 2.2 percentage points. For more information, visit: [www.crnusa.org](http://www.crnusa.org).