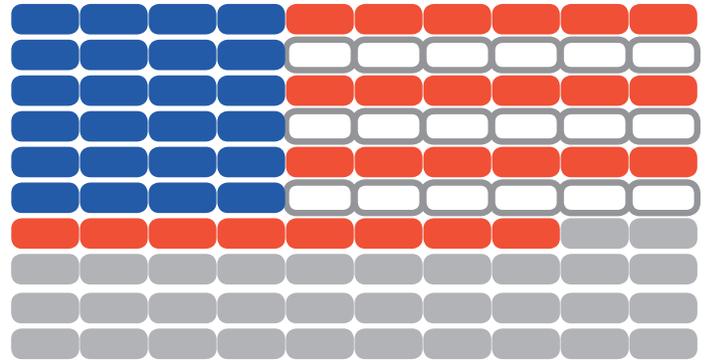


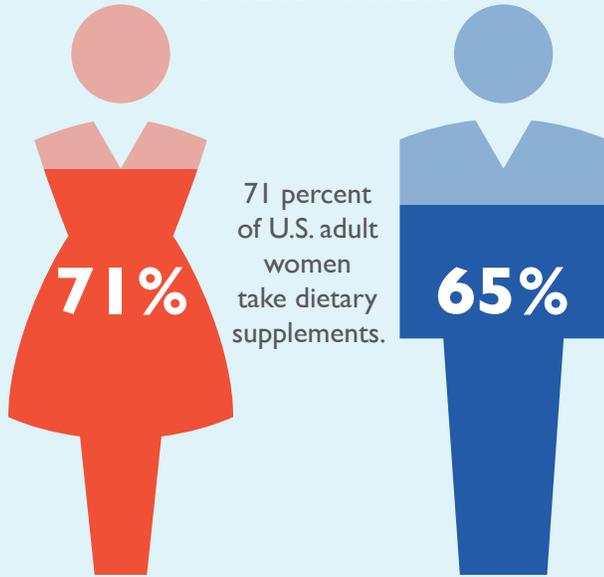
# The Dietary Supplement Consumer

More than two-thirds of U.S. adults take dietary supplements, according to the most recent (2014) annual survey conducted by Ipsos Public Affairs on behalf of the Council for Responsible Nutrition (CRN).

**68%** of all U.S. ADULTS REPORTED TAKING DIETARY SUPPLEMENTS

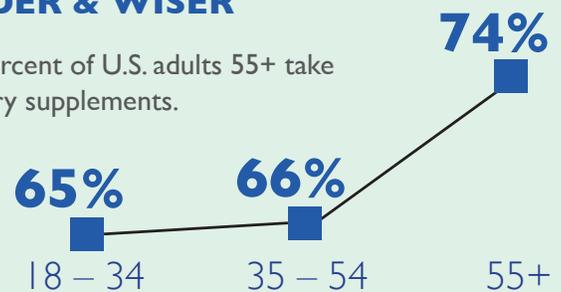


## WOMEN vs MEN



## OLDER & WISER

74 percent of U.S. adults 55+ take dietary supplements.



## MONEY WELL SPENT

**71%** of U.S. adults with household incomes **\$50,000+** take supplements.



## BRIGHT PEOPLE, BRIGHT PRACTICES

**72%** of college grads take supplements.



**90%** of supplement users say they read and follow the directions on supplement labels.

## FOR RELIABLE INFORMATION

**medical doctor/physician 52%**

**pharmacist 28%**

**nutritionist 28%**

**friends or family 20%**

52 percent of supplement users identify medical doctors/physicians as a trusted source for reliable information on supplements.

## IT'S ABOUT BALANCE

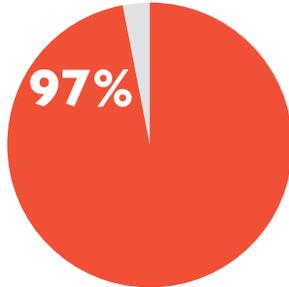


All data comes from the 2014 CRN Consumer Survey on Dietary Supplements, conducted August 25–29, 2014, by Ipsos Public Affairs, and funded by CRN. The survey was conducted online and included a national sample of 2,010 adults aged 18 and older from Ipsos' U.S. online panel. The survey has been conducted 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/CRNconsumersurvey/2014](http://www.crnusa.org/CRNconsumersurvey/2014) **SOURCE: Council for Responsible Nutrition (CRN)**

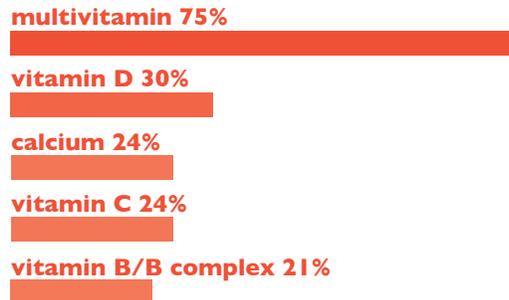
# What Types of Supplements Do Supplement Users Take?

Vitamins and minerals are the most popular category of dietary supplements with 97 percent of supplement users taking them.

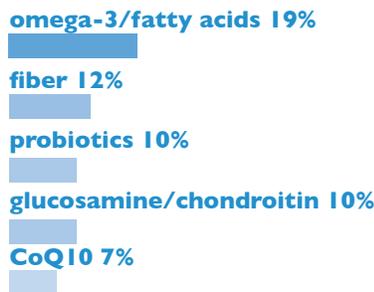
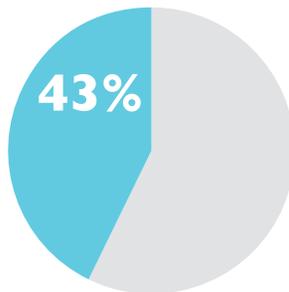
## Vitamins & Minerals



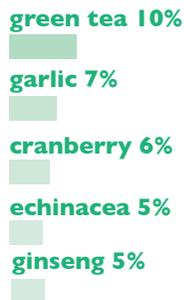
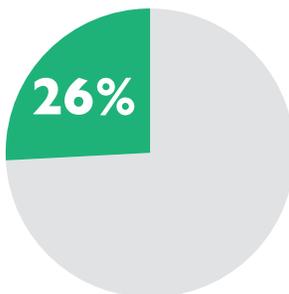
Top five supplements in each category



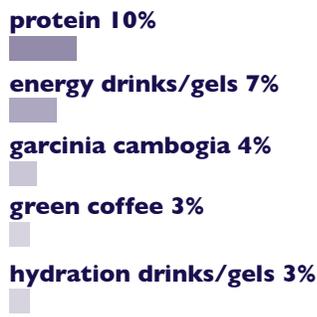
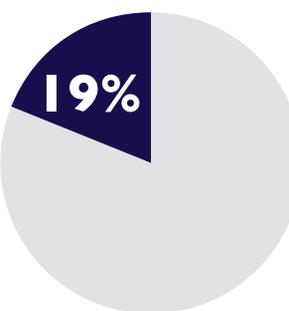
## Specialty Supplements



## Herbals & Botanicals

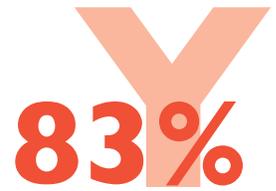


## Sports Nutrition & Weight Management



## BY GENERATION:

% of supplement users taking the top supplements in each category



83% of Generation Y supplement users take a **multivitamin**



24% of Boomer and Elder supplement users take an **omega-3/fatty acid supplement**



13% of Generation X supplement users take a **green tea supplement**



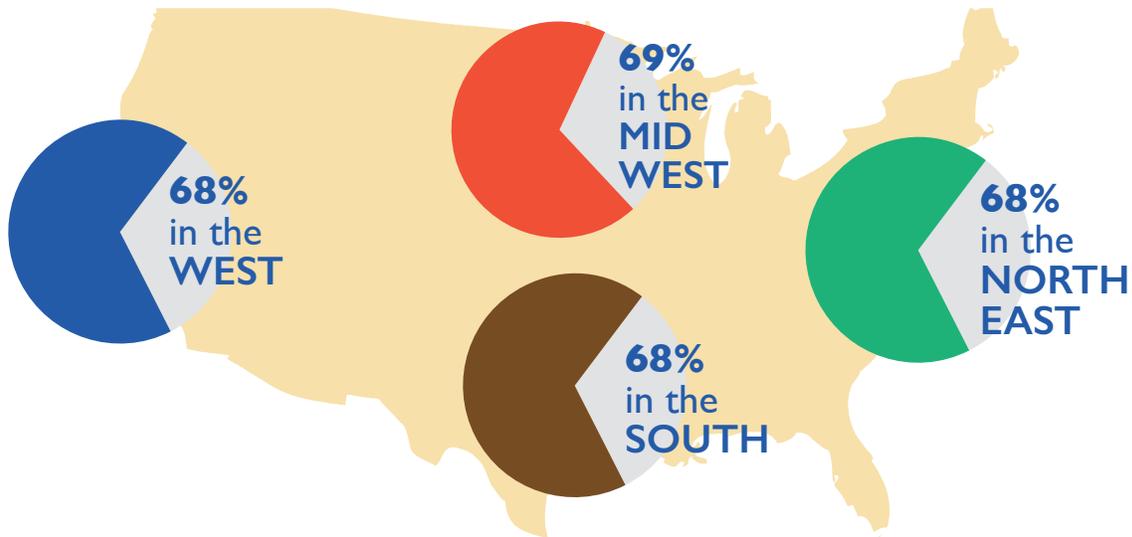
14% of Generation Y and 15% of Generation X supplement users take a **protein supplement**

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# Where Are Supplements Used? Where Are They Purchased?

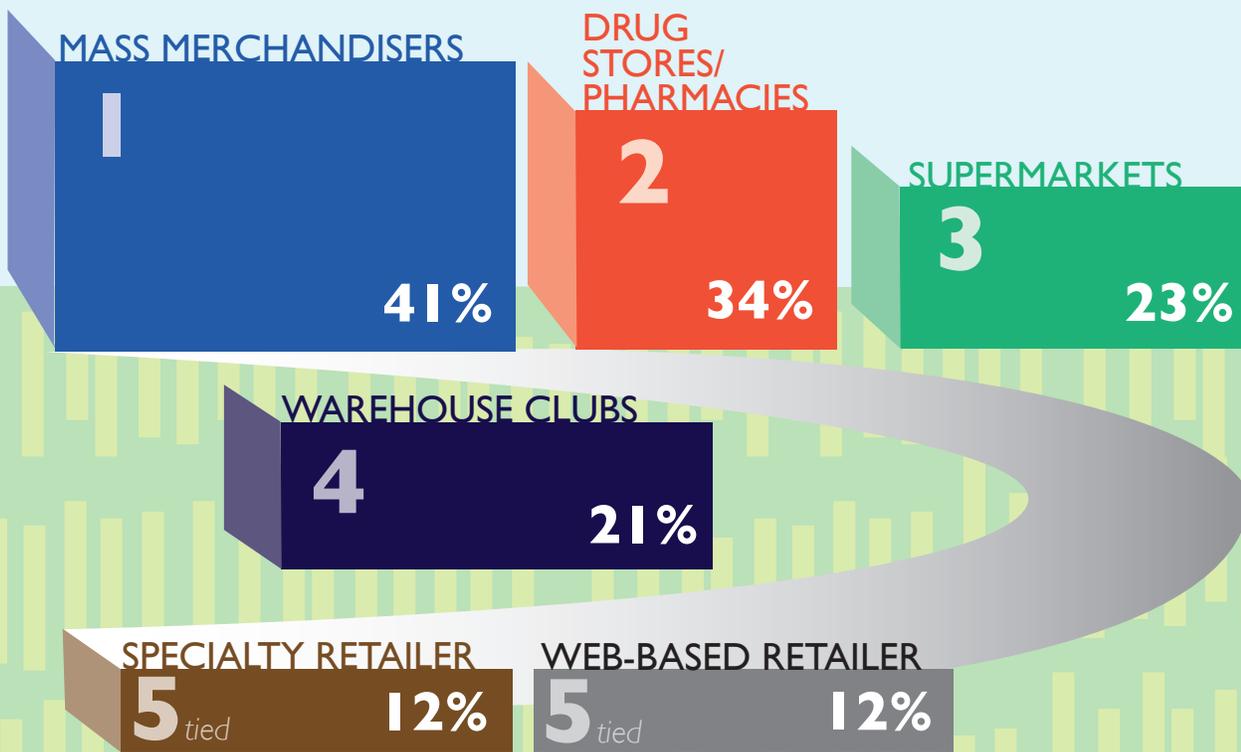
## LEGIONS ACROSS THE REGIONS

Dietary supplements are used by a majority of Americans consistently across the entire U.S.



## LOCATION, LOCATION, LOCATION

When shopping for dietary supplements, look for nationally recognized brands or store brands from a trusted retailer. Check out the top five places where supplement users have purchased supplements.



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# Why Do Supplement Users Take Supplements?

## FOR GOOD REASON

54 percent of U.S. adult supplement users take supplements for overall health/wellness benefits.

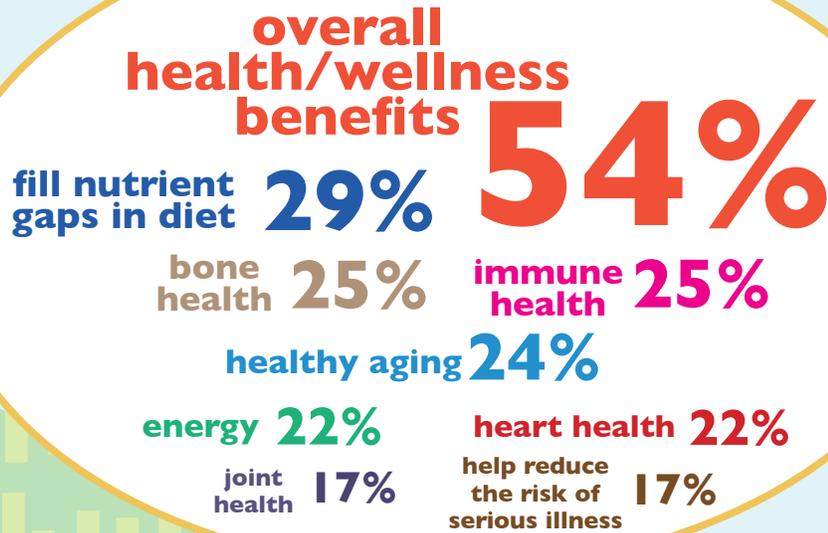
## HEALTHY HABITS

Dietary supplement consumers are more likely to engage in other healthy habits than people who do not take supplements.

## SUPPLEMENT USERS vs. NON-USERS



Top reasons supplement users take dietary supplements



When it comes to making lifestyle choices, people who take dietary supplements are more likely to also engage in other healthy habits than non-supplement users. The top reasons they take supplements are for overall health and wellness benefits and to fill nutrient gaps in the diet.