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
71% of U.S. adult women take dietary supplements.
65% of U.S. adult men take dietary supplements.

OLDER & WISER
74% of U.S. adults 55+ take dietary supplements.
65% of those aged 18–34 take dietary supplements.
66% of those aged 35–54 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
52% of supplement users identify medical doctors/physicians as a trusted source for reliable information on supplements.
28% of supplement users identify pharmacists as a trusted source for reliable information on supplements.
28% of supplement users identify nutritionists as a trusted source for reliable information on supplements.
20% of supplement users identify friends or family as a trusted source for reliable information on supplements.

IT’S ABOUT BALANCE
86% of supplement users try to eat a balanced diet.

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

SOURCE: Council for Responsible Nutrition (CRN)
Vitamins and minerals are the most popular category of dietary supplements with 97 percent of supplement users taking them. What Types of Supplements Do Supplement Users Take?

**Vitamins & Minerals**

Top five supplements in each category:
- multivitamin 75%
- vitamin D 30%
- calcium 24%
- vitamin C 24%
- vitamin B/B complex 21%

**Specialty Supplements**

- omega-3/fatty acids 19%
- fiber 12%
- probiotics 10%
- glucosamine/chondroitin 10%
- CoQ10 7%

**Herbals & Botanicals**

- green tea 10%
- garlic 7%
- cranberry 6%
- echinacea 5%
- ginseng 5%

**Sports Nutrition & Weight Management**

- protein 10%
- energy drinks/gels 7%
- garcinia cambogia 4%
- green coffee 3%
- hydration drinks/gels 3%

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

**BY GENERATION:**

**% of supplement users taking the top supplements in each category**

**Generation Y**
- 83% of Generation Y supplement users take a **multivitamin**
- 24% BOOMERS & ELDERS
- 13% of Generation X supplement users take a **green tea** supplement
- 14%, 15% Y & X
- 14% of Generation Y and 15% of Generation X supplement users take a **protein** supplement

**SOURCE:** Council for Responsible Nutrition (CRN)
LEGIONS ACROSS THE REGIONS
Dietary supplements are used by a majority of Americans consistently across the entire U.S.

68% in the WEST
69% in the MID WEST
68% in the NORTH EAST
68% in the SOUTH

Where Are Supplements Used?
Where Are They Purchased?

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.

1. SUPERMARKETS 34%
2. DRUG STORES/PHARMACIES 23%
3. MASS MERCHANDISERS 21%
4. WAREHOUSE CLUBS 12%
5. WEB-BASED RETAILER 12%
5 tied SPECIALTY RETAILER 12%

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

SOURCE: Council for Responsible Nutrition (CRN)
When it comes to making lifestyle choices, people who take dietary supplements are more likely to also engage in other healthy habits than people who do not take supplements.

### 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

<table>
<thead>
<tr>
<th>Healthy Habit</th>
<th>Supplement Users</th>
<th>Non-Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>try to eat a balanced diet</td>
<td>86%</td>
<td>79%</td>
</tr>
<tr>
<td>do not smoke</td>
<td>78%</td>
<td>74%</td>
</tr>
<tr>
<td>visit their doctor regularly</td>
<td>75%</td>
<td>61%</td>
</tr>
<tr>
<td>get a good night’s sleep</td>
<td>70%</td>
<td>64%</td>
</tr>
<tr>
<td>maintain healthy weight</td>
<td>66%</td>
<td>58%</td>
</tr>
<tr>
<td>exercise regularly</td>
<td>67%</td>
<td>56%</td>
</tr>
</tbody>
</table>

### Top reasons supplement users take dietary supplements

- **Overall health/wellness benefits**: 54%
- Fill nutrient gaps in diet: 29%
- Bone health: 25%
- Immune health: 25%
- Healthy aging: 24%
- Energy: 22%
- Heart health: 22%
- Joint health: 17%
- Help reduce the risk of serious illness: 17%

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)