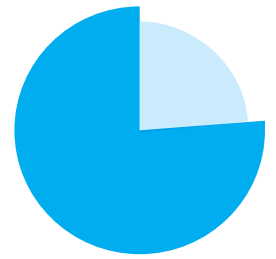


WHO TAKES DIETARY SUPPLEMENTS?

76% of U.S. ADULTS



GROWTH OF DIETARY SUPPLEMENT USE OVER THE LAST DECADE

The 2017 CRN Consumer Survey on Dietary Supplements shows 76% of Americans are taking dietary supplements, up from 64% ten years ago.



A BOOST IN OVERALL USE

Increases in supplement use can be seen among all ages, with those 55+ increasing the most, from 74% to 80% since 2016.

74%
of U.S. adults



UP FROM 70% IN 2016

75%
of U.S. adults



UP FROM 70% IN 2016

80%
of U.S. adults



UP FROM 74% IN 2016



The data shown is from the 2017 CRN Consumer Survey on Dietary Supplements, conducted Aug. 24-28 by Ipsos Public Affairs and funded by CRN. The survey was conducted online in English and included a national sample of 2,001 adults aged 18 and older living in the U.S., including 1,528 among those who are considered supplement users. The survey has been conducted annually since 2000. The precision of Ipsos online polls are measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 2.5 percentage points for all respondents, and plus or minus 2.9 percentage points for supplement users. Source: Council for Responsible Nutrition (CRN) More information: www.crnusa.org/survey

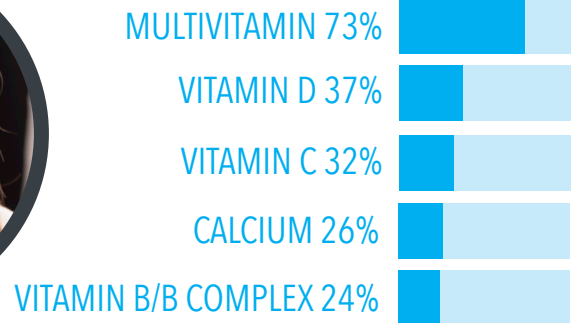
WHAT DO DIETARY SUPPLEMENT USERS TAKE?

MULTIVITAMINS AND MORE

98% of supplement users take vitamins and minerals. 73% of supplement users take a multivitamin, making it the most popular supplement in this category and overall.

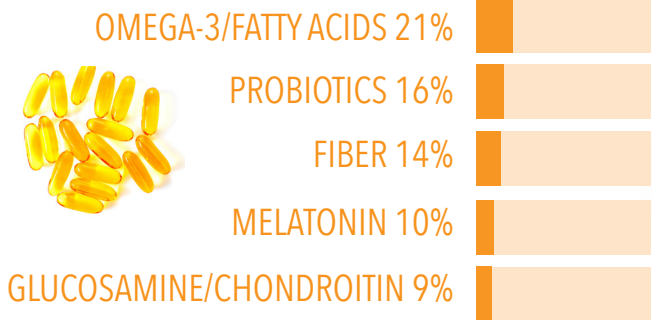


Vitamins/Minerals 98%



HERE'S WHAT ELSE SUPPLEMENT USERS ARE TAKING:

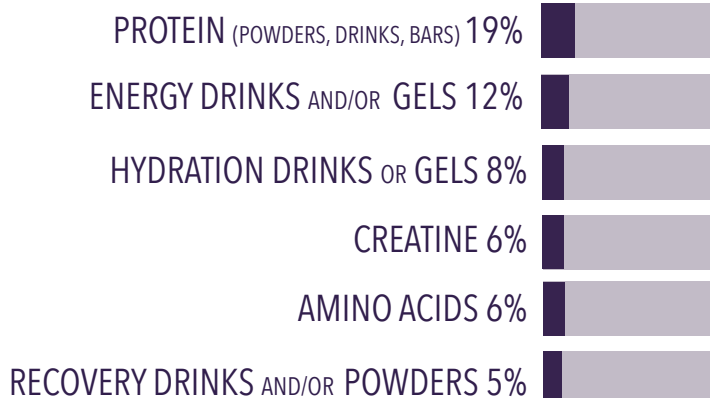
Specialty 49%



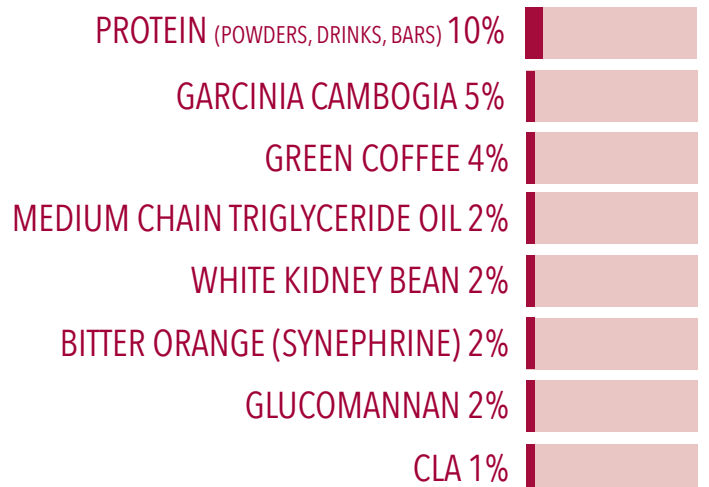
Herbals/Botanicals 39%



Sports Nutrition 29%



Weight Management 19%



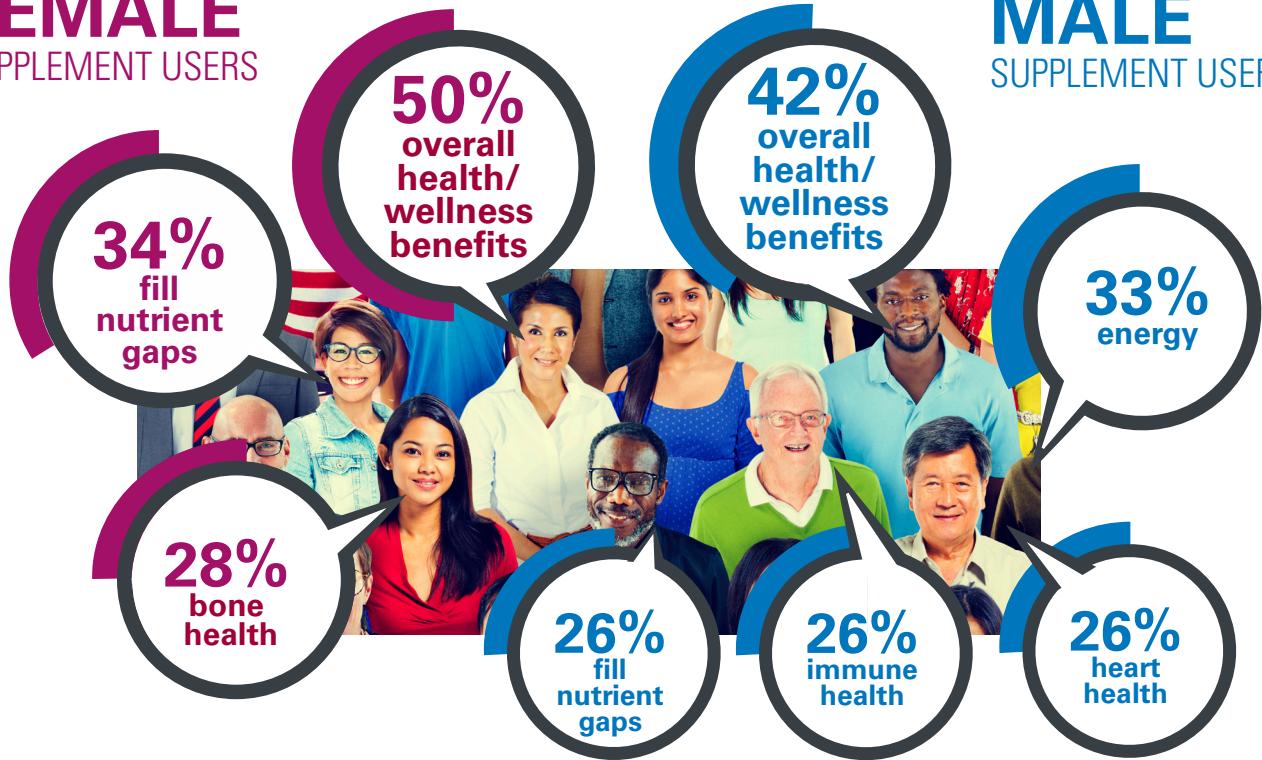
TOP REASONS FOR TAKING SUPPLEMENTS: WOMEN VS. MEN

AMONG SUPPLEMENT USERS, BOTH WOMEN AND MEN SEEK OVERALL WELLNESS

Women and men who take dietary supplements report some similar reasons for taking them, with overall health/wellness benefits at the top of the list for both (50% of female users and 42% of male users) and more male users (33%) citing energy while more female users (28%) cite bone health.

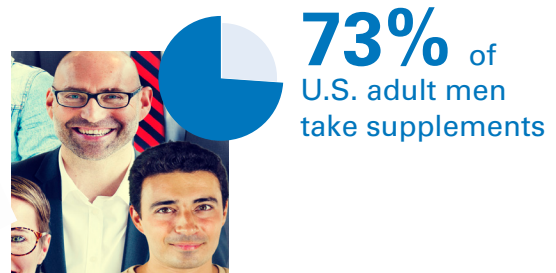
FEMALE SUPPLEMENT USERS

MALE SUPPLEMENT USERS

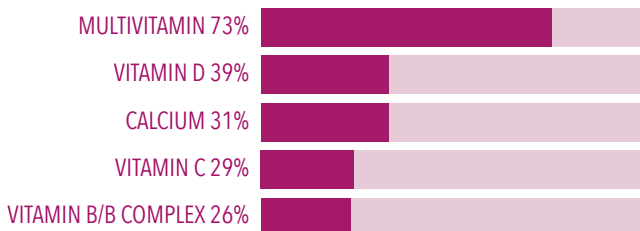


WOMEN AND MEN: DIFFERENT CHOICES FOR DIFFERENT NEEDS

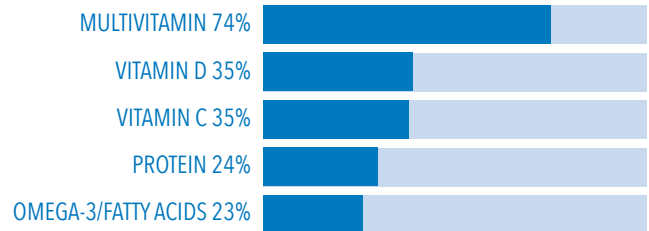
Most women and men who take supplements take multivitamins (73%). Vitamins C and D are also top choices for all supplement users. More women take calcium (31%) and more men take protein (24%).



TOP SUPPLEMENTS - FEMALE USERS



TOP SUPPLEMENTS - MALE USERS



THE HEALTH HABITS OF SUPPLEMENT USERS VS. NON-USERS

DIETARY SUPPLEMENT USERS ARE MORE LIKELY TO HAVE HEALTHY HABITS

When it comes to an overall healthy lifestyle, more dietary supplement users exercise regularly and eat a balanced diet, along with other healthy habits, than non-users.

TRY TO EAT A BALANCED DIET

89%
USERS

79%
NON



VISIT DOCTOR REGULARLY

79%
USERS

70%
NON



GET A GOOD NIGHT'S SLEEP

76%
USERS

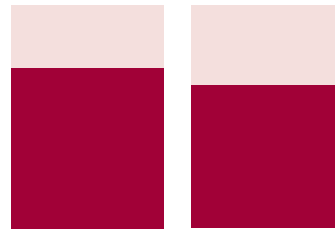
74%
NON



DO NOT SMOKE/ USE TOBACCO

72%
USERS

64%
NON



MAINTAIN A HEALTHY WEIGHT

70%
USERS

64%
NON



EXERCISE REGULARLY

69%
USERS

59%
NON

