



## ConsumerLab.com Survey of Vitamin and Supplement Users

ConsumerLab.com and The Hartman Group teamed up to conduct a revealing new survey of serious supplement users. The survey explains why and how these consumers are using supplements vs. other modes of therapy and their perceptions of the brands of supplements on the market. Consumers in this sample are those who are known to use supplements and seek information about them. Ninety-seven percent of respondents reported taking supplements to treat or prevent at least one health concern/condition, and 43% of respondents used supplements for six or more conditions in the past year. Two major reports are available from the survey:

### Brand Analyses Report

The purpose of this report is to show how consumers evaluate, use, and rate the leading brands of supplements. Each of the 31 leading brands is profiled in its own section. The entire report can be purchased, or you can buy brand-specific sections from the larger report. (See attached Contents description.)

### Brands Covered

- Caltrate
- Centrum
- Citracal
- Country Life
- CVS
- GNC
- Jarrow
- Kirkland (Costco)
- Life Extension Foundation
- Member's Mark (Sam's Club)
- Move Free (Schiff)
- Natrol
- Nature Made
- Nature's Bounty
- Nature's Way
- NOW Foods
- Nutrilite
- One-A-Day
- Osteo Bi-Flex
- Puritan's Pride
- Schiff
- Shaklee
- Solaray
- Solgar
- Spring Valley (Wal-Mart)
- Sundown
- Swanson
- Twinlab
- Vitamin Shoppe
- Vitamin World
- Walgreens



### Supplement Use in Medical & Health Conditions Report

The purpose of this report is to identify what conditions consumers are treating or preventing with supplements. Additionally, the report looks at other therapies, such as prescription drugs, diet, and exercise, and reasons why or why not people choose these therapies in addition to supplements. This report also shows which brands of supplements are being used most often for specific conditions. Each of the 31 conditions is separately profiled. The entire report can be purchased, or you can buy condition-specific sections from the larger report. (See attached Contents description.)

### Conditions Covered

- Allergy
- Anemia/Low iron
- Anxiety
- Asthma
- Birth defect prevention
- Cancer-Prevention
- Cancer-Treatment
- Cholesterol lowering/Atherosclerosis
- Colds
- Congestive heart failure
- Depression
- Diabetes
- Energy enhancement
- Eye disease (macular degeneration)
- Flu
- General health
- Heartburn/ G.I. reflux
- High blood pressure
- Insomnia
- Male erectile dysfunction
- Memory impairment
- Menopause symptoms
- Migraine
- Muscular development/strength
- Osteo-arthritis (worn joint cartilage)
- Osteoporosis
- Prostate enlargement
- Rheumatoid arthritis
- Sexual desire/performance
- Skin appearance
- Weight loss & management

# Brand Analyses Report

## CONTENTS

### Introduction to Brand Analyses Report

- Top Brands of Supplements
- Overall Consumer Satisfaction
- Components of Consumer Satisfaction

### 31 Brand Analysis Sections, Each Including:

- Components of Satisfaction for Specific Brand
- Top Health Conditions Treated with Supplements, Among Users of Specific Brand
- Information Sources Utilized by Users of Specific Brand
- Conclusion and Additional Information

### Appendix

- Methodology
- Brand Descriptions

## LIST OF FIGURES & TABLES

- Fig. 1:** Top brands of supplements consumers use
- Fig. 2:** Consumer overall satisfaction with their supplements
- Fig. 3:** Consumer satisfaction with supplement availability
- Fig. 4:** Consumer satisfaction with supplement effectiveness
- Fig. 5:** Consumer satisfaction with supplement value
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**Table 1:** Respondent's satisfaction with specific brand

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# Supplement Use in Medical & Health Conditions Report

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### Introduction

- Supplement Usage

### 31 Condition-Specific Sections, Each Including:

- Reasons for Use
- Information Sources
- Brands Used
- Professional Healthcare Providers
- Additional Information

### Appendix

- Methodology
- Brand Descriptions
- Verbatims

## LIST OF FIGURES & TABLES (shown for one condition-specific special report)

- Fig. 1:** Top health conditions treated or prevented by using vitamins, minerals, herbal or other supplements
- Fig. 2:** Use of prescription medication for health conditions
- Fig. 3:** Use of modified diet for health conditions
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- Fig. 5:** Top conditions treated or prevented using supplements by consumers using supplements to treat/prevent specific condition
- Fig. 6:** Reasons why supplements are used for specific condition
- Fig. 7:** Alternative therapies to supplements used for specific condition
- Fig. 8:** Reasons why exercising/modifying lifestyle is NOT used for specific condition
- Fig. 9:** Reasons why prescription medication is NOT used for specific condition lowering/arteriosclerosis
- Fig. 10:** Information Sources Used to Help Pick Supplement Brands – Among those using supplements for specific condition
- Fig. 11:** Brands used by consumers who take supplements for specific condition lowering/arteriosclerosis
- Table 1:** Therapies used in addition to supplements for specific health conditions
- Table 2:** Responses of professional healthcare providers versus other consumers for specific condition

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