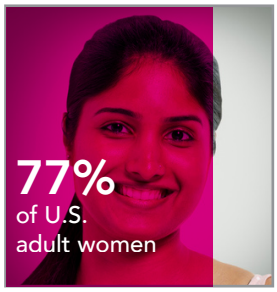
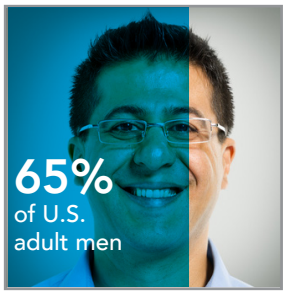
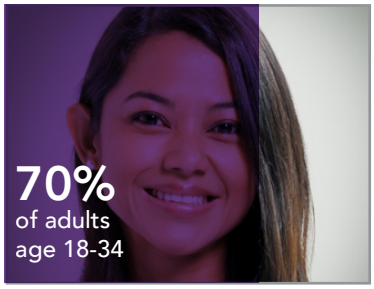
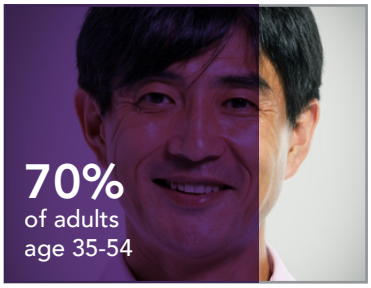
WHO TAKES DIETARY SUPPLEMENTS?

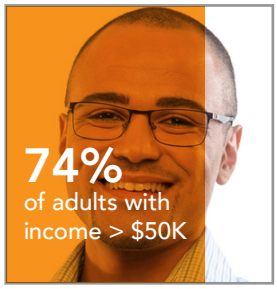
71% of U.S. ADULTS take dietary supplements. What else do we know about the American dietary supplement consumer?

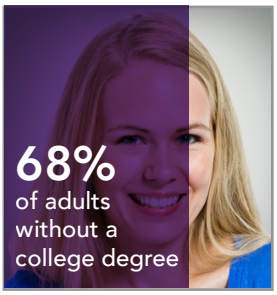


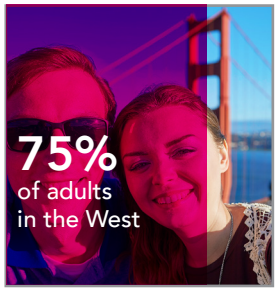






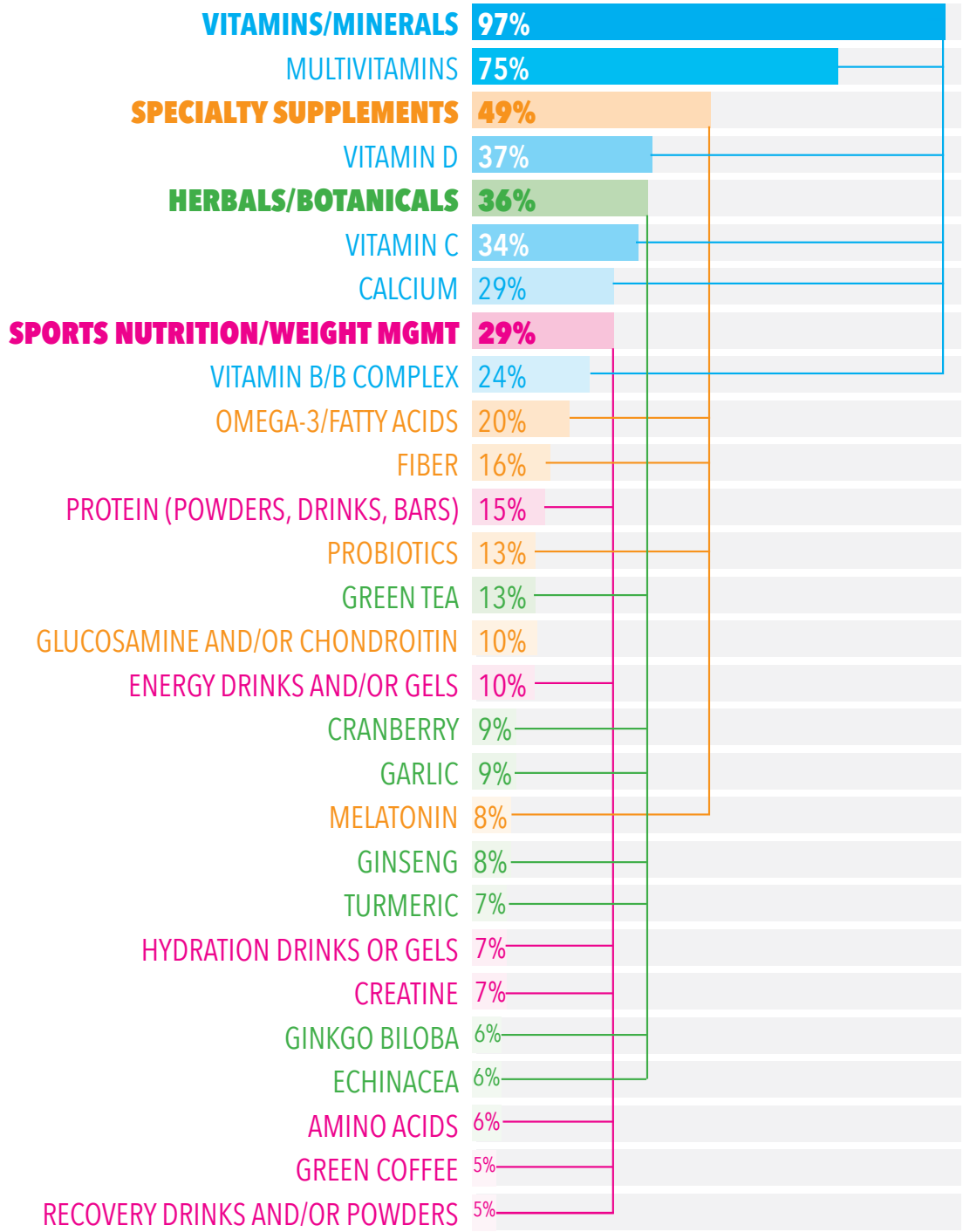






All data comes from the 2016 CRN Consumer Survey on Dietary Supplements, conducted Aug. 24–30 by Ipsos Public Affairs and was funded by CRN. The survey was conducted online in English and included a national sample of 2,007 adults aged 18 and older living in the United States, including 1,430 among those 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 +/- 2.5 percentage points for all respondents, and +/- 3.0 percentage points for supplement users. For more information, visit: www.crnusa.org/ConsumerSurvey SOURCE: Council for Responsible Nutrition (CRN)

WHAT DO THEY TAKE?



WHY DO THEY TAKE THEM?

Top Reasons

42%
OVERALL HEALTH/ WELLNESS BENEFITS

30%
ENERGY

28%
TO FILL IN NUTRIENT GAPS

23%
IMMUNE HEALTH

22%
BONE HEALTH

21%
HEART HEALTH

20%
HEALTHY AGING

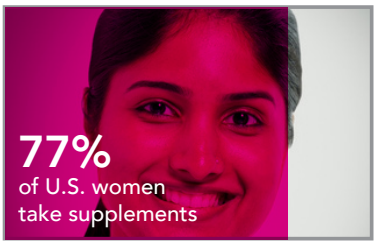
19%
SKIN, HAIR AND NAILS

17%
DIGESTIVE/ GASTROINTESTINAL HEALTH

17%
JOINT HEALTH

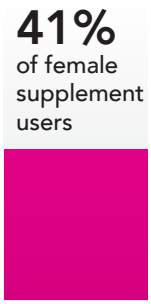
WHO TAKES WHAT?

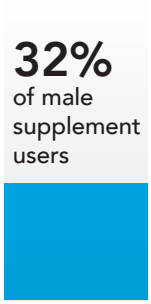
77% of U.S. adult women and 65% of U.S. adult men take dietary supplements. Certain supplements skew more toward women's use or men's use, and some skew older, some younger, as shown here from data on select supplements.



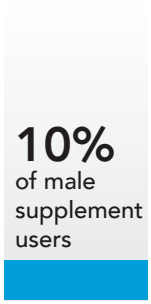
FEMALE ⟷ MALE

VITAMIN D

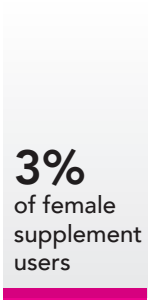




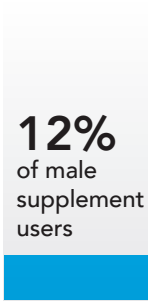
PROBIOTICS

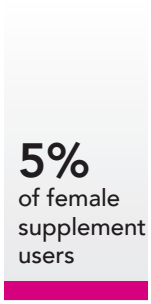


CREATINE



GINSENG

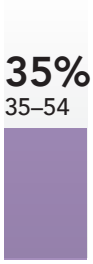


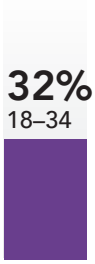


74% of U.S. adults over 55 years old and 70% of adults in the 18–34 and 35–54 year-old age groups take dietary supplements. Vitamin D skews older, with 43% of supplement users over 55 taking this nutrient, while protein skews younger.

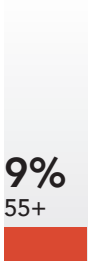
OLDER ⟷ YOUNGER

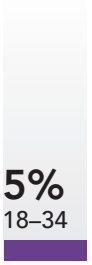
VITAMIN D





TURMERIC





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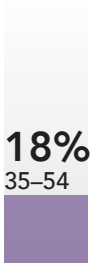
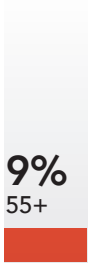
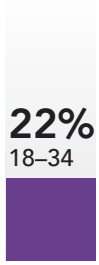
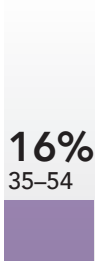
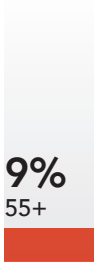




PROTEIN







WHERE DO SUPPLEMENT USERS BUY?

The 71% of U.S. adults who take dietary supplements purchase these products via a variety of channels. Here are the top five* places supplement users buy from:

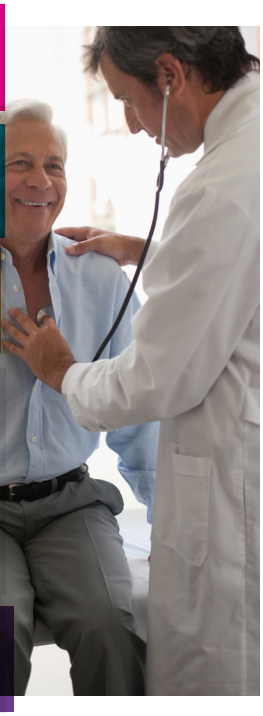
- 42% mass merchandisers
- 38% drug stores/pharmacies
- 23% warehouse clubs*
- 23% supermarkets*
- 17% internet
- 16% vitamin retailers/chain health food stores

*warehouse clubs and supermarkets tied

WHO DO THEY TRUST?

These are the top five* sources supplement users trust for reliable information on dietary supplements:

- medical doctors/physicians 56%
- nutritionists 42%
- pharmacists 40%
- physician assistants* 28%
- nurse practitioners* 28%
- registered dietitians 27%



*physician assistants and nurse practitioners tied