

## 2023 Council for Responsible Nutrition Consumer Survey Questionnaire

Base: All respondents

Q1. Which of the following best describes your usage of nutritional or dietary supplements, that is, vitamins, minerals, herbals, botanicals, sports nutrition, weight management or other specialty supplements? (*Select one*)

*Maintain order.*

- I do not take supplements and have never taken supplements
- I have taken supplements in the past but no longer consider myself a supplement user
- I consider myself a seasonal user of supplements, taking them only during part of the year such as during the winter cold and flu season or the spring allergy season
- I consider myself an occasional user of supplements, taking them throughout the year when I think of it or when the need arises
- I take a supplement regularly, but take only a multivitamin
- I take supplements regularly and I take a variety of vitamins, minerals and /or herbal products or specialty supplements

Base: Ask if seasonal, occasional, or regular supplement user. If respondent selects option 5 in Q1, automatically punch "multivitamin" at Q2

Q2. Which of the following dietary supplements have you taken in the past 12 months? (*Select all that apply*)

### MULTIVITAMINS<sup>1</sup>

- Multivitamin

### VITAMINS/MINERAL SUPPLEMENTS

\*\* Please note for the following list, we are referring to supplement products in which the vitamin listed is the primary ingredient in the product.

- Vitamin A/Beta Carotene
- Vitamin B/B Complex/B12
- Vitamin C
- Vitamin D
- Vitamin E
- Vitamin K
- Vitamin K2
- Biotin
- Calcium
- Choline
- Folic acid/folate
- Iron
- Magnesium
- Selenium
- Zinc
- Potassium
- Other Vitamin / Mineral Supplements (Please specify)

<sup>1</sup> Note: Although the respondent can see each group header at Q1—such as "Multivitamins," "Vitamins/Mineral Supplements," and so on—they cannot select any header as a response option.

HERBALS/BOTANICALS:

\*\* Please note for the following list, we are referring to supplement products in which the herbal/botanical listed is the primary ingredient in the product.

- Ashwagandha
- Aloe
- Bilberry
- Black cohosh
- Lavender
- Cocoa
- CBD
- Evening Primrose
- Elderberry
- Capsicum
- Cranberry
- Curcumin/Turmeric
- Echinacea
- Garlic
- Ginkgo Biloba
- Ginseng
- Green Tea
- Hemp
- Lemon Balm
- Milk Thistle
- Saw Palmetto
- St. John's Wort
- Ginger
- Saffron
- Valerian
- Other Herbal/Botanical Supplements (Please specify)

SPORTS NUTRITION SUPPLEMENTS:

\*\* Please note for the following list, we are referring to supplement products in which the category listed is the primary ingredient in the product.

- Amino acids
- CLA
- Collagen
- Creatine
- Energy drinks and/or gels
- Hydration drinks and/or gels
- Pre-workout drinks and/or powders
- Protein (powders, drinks, bars)
- Recovery drinks and/or powders
- Beta-alanine
- Branched chain amino acids
- Other Sports Nutrition Supplements (Please specify)

WEIGHT MANAGEMENT SUPPLEMENTS:

\*\* Please note for the following list, we are referring to supplement products in which the category listed is the primary ingredient in the product.

- Berberine
- Garcinia cambogia
- Green coffee
- Protein (powders, drinks, bars)

- Medium Chain Triglyceride Oil
- Bitter Orange (Synephrine)
- White Kidney Bean
- Other Weight Management Supplements (Please specify)

#### SPECIALTY SUPPLEMENTS:

\*\* Please note for the following list, we are referring to supplement products in which the category listed is the primary ingredient in the product.

- Activated charcoal
- Mushroom supplements
- Bone broth
- Coenzyme Q10 (CoQ10)
- Collagen
- Digestive enzymes
- Fiber
- Glucosamine and/or Chondroitin
- Green (Vegetable) Powders
- Keratin
- Lutein
- Lutein and Zeaxanthin
- Lycopene
- Melatonin
- Nootropics (Cognition or memory enhancers)
- Omega 3/Fatty Acids (e.g., fish oil, DHA/EPA, flax seed oil, krill oil, algae oil/algal oil)
- Prebiotics (e.g., Inulin)
- Probiotics (e.g., Acidophilus)
- Postbiotics (e.g. heat-activated lactobacillus)
- Theanine
- Resveratrol
- Super Fruits supplements (e.g., acai, goji berry, etc.)
- Whole Food or Food-based Supplements
- Zeaxanthin
- Other Specialty Supplements (Please specify)

Base: Ask if selected "Probiotics (e.g., acidophilus)" at Q2

Q2E. In a previous question you indicated that you take probiotic (e.g., acidophilus) supplements. For which of the following reasons/conditions do you take probiotics? *Select all that apply.*

- GI support
- Skin health
- Brain health
- Emotional well being
- General health
- Immune Health / Immune Support
- For a specific health condition
- Recently took antibiotics / currently taking antibiotics
- Other
- Not sure

**Base: Ask if selected "Protein" at Q2**

Q2A. In a previous question you indicated that you take protein supplements (powders, drinks, bars). Out of the following, which type of protein supplements have you taken in the past 12 months?

*Multi-select.*

- Plant protein
- Rice protein
- Soy protein
- Whey protein
- Other
- Not sure

**Base: Ask if selected "Omega-3/Fatty Acid" at Q2**

Q2B. In a previous question you indicated that you take an omega-3/fatty acid supplement. Which type of omega-3/fatty acid supplements have you taken in the past 12 months?

*Multi-select.*

- Algae Oil/Algal Oil
- DHA
- EPA
- DHA and EPA
- Fish Oil
- Flax Seed Oil
- Krill Oil
- Calamari Oil
- Squid Oil
- Other
- Not sure

**Base: Supplement users<sup>2</sup>**

Q3. What are your reasons for taking the dietary supplements you do take? (*Select all that apply*)

- Heart health
- Bone Health
- Eye Health
- Energy
- Weight management
- **[Show if male]** Men's Health (such as Prostate)
- Digestive/Gastrointestinal Health
- Immune Health
- Blood Pressure
- Flu/Colds
- Maintain Healthy Cholesterol
- Sleep Health
- Skin, Hair & Nails
- Occasional pain management
- Overall health/wellness benefits

---

<sup>2</sup> Throughout this questionnaire, "Supplement users" are defined as respondents who say they are seasonal, occasional, or regular users of nutritional or dietary supplements at Q1.

- Anti-Aging
- Sports Performance
- To fill in nutrient gaps in my diet
- Sexual Health
- Help reduce the risk of serious illness
- **[Show if female]** Menopause
- **[Show if female]** PMS
- **[Show if female]** Prenatal/Pregnancy/Postnatal
- Healthy Aging
- Brain health (e.g. memory, alertness, sharpness)
- Mental health (e.g. anxiety, depression, stress management)
- **[MAINTAIN ORDER]** Joint Health
- Detox
- Maintain healthy glucose levels
- Circulation
- Restless legs
- Thyroid health
- Adrenal health
- Oral health
- Liver health
- None of the above

Base: Ask if selected "Weight Management" at Q3

Q3A. You indicated that one of the reasons you take dietary supplements is weight management. More specifically, which of the following are the weight management reasons why you take dietary supplements? *(Select all that apply)*

- Satiety or feeling full
- Reduce food cravings
- Appetite suppressant
- Weight loss
- Reduce body fat
- Maintain weight
- Body shaping
- Increased Energy
- Regulate blood sugar
- Other
- Not sure

**Base: Ask if selected "Sports Performance" at Q3**

Q3B. You indicated that one of the reasons you take dietary supplements is sports performance. More specifically, which of the following are the sports performance reasons why you take dietary supplements? *(Select all that apply)*

- Muscle Recovery and Lean Muscle Gain
- Better Performance
- Body Composition
- Increased Energy
- Build/Maintain Muscles
- Pre-workout
- Post-workout
- Burn body fat
- Prevention (e.g., joint protection)
- Immunity
- Other
- Not sure

**Base: Ask if selected "Brain Health" at Q3**

Q3C. You indicated that one of the reasons you take dietary supplements is brain health. More specifically, which of the following are the brain health reasons why you take dietary supplements? *(Select all that apply)*

- Improved cognition
- Improved memory
- Mental focus/concentration/attention
- Reaction speed
- Preventing/reversing cognitive decline
- E-sports and gaming
- Improved sleep
- Other
- Not sure

**Base: Ask if selected "Eye Health" at Q3**

Q3D. You indicated that one of the reasons you take dietary supplements is eye health. More specifically, which of the following are the eye health reasons why you take dietary supplements? *(Select all that apply)*

- Diagnosed with an age-related eye condition such as Age-Related Macular Degeneration
- Prevention of age-related eye conditions such as Age-Related Macular Degeneration
- Helping to reduce glare
- Improved/optimized vision (e.g., improved reaction time)
- Overexposure to blue light (e.g., devices, computers)
- Dry Eyes
- Eye Fatigue
- Protection from sunlight
- Other
- Not sure

Base: Ask if selected "Immune Health" at Q3

Q3F. You indicated that one of the reasons you take dietary supplements is immune health. More specifically, which of the following supplements do you take to support your immunity? (*Select all that apply*)

- Vitamin D
- Beta Glucan
- Zinc
- Probiotics
- Multivitamin
- Collagen
- Vitamin C
- Elderberry
- Mushroom Supplements
- Selenium
- Garlic
- B complex
- Turmeric/Curcumin
- Echinacea
- Melatonin
- Iron
- Quercetin
- Other
- Not sure

Base: Ask if selected "Mental health (e.g. anxiety, depression, stress management)" at Q3

Q3G. You indicated that one of the reasons you take dietary supplements is mental health (e.g. anxiety, depression, stress management). More specifically, which of the following supplements do you take to support your mental health? (*Select all that apply*)

- CBD
- 5HTP
- St. John's Wort
- Theanine
- Ashwagandha
- Lemon Balm
- Probiotics
- Melatonin
- Magnesium
- Vitamin B/B Complex
- Bacopa
- Other
- Not sure

Base: Ask if selected "Sleep Health" at Q3

Q3H. You indicated that one of the reasons you take dietary supplements is sleep health. More specifically, which of the following supplements do you take to support your sleep health? (*Select all that apply*)

- Melatonin
- Lavender
- Theanine
- Magnesium
- CBD
- Valerian
- Ginkgo biloba
- Chamomile
- Lemon balm
- Other
- Not sure

Base: Supplement users

Q3E. Beyond the specific reasons you cited for taking a dietary supplement, what is your top motivator for taking dietary supplements? (*Select one*)

- My family/friends
- Reducing healthcare costs
- Living a long life
- Gaining control of a health condition
- Maintaining my health
- A health provider told me to
- Live healthier/adopt healthier habits
- Other
- Not sure

Base: Supplement users

Q3J. How much do you agree or disagree with the following statement?

Dietary supplements are essential to maintaining my health.

*Single-select.*

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree

Base: Supplement users

Q3K. On average, how much does your household currently spend per month on nutritional or dietary supplements? Your best guess is fine.

*Open-ended dollar amount.*



**Base: Supplement users**

Q3L. On average, compared to this time last year, does your household currently spend more, less, or the same per month on nutritional or dietary supplements?

*Single-select.*

- More
- Same
- Less

**Base: Not supplement users**

Q4. Why don't you take dietary supplements? (*Select all that apply*)

- I don't feel a need
- My diet is sufficient
- **[Show if did not select option 1 at Q1<sup>3</sup>] I used to, but felt no benefit**
- My healthcare professional discouraged me from taking supplements
- Recent scientific studies reported by the media
- Concerns about safety
- I already take too many pills as it is
- I can't remember to take them
- **[Show if did not select option 1 at Q1] I had a bad reaction to supplements in the past**
- They are too expensive
- Too many choices
- I don't know which are right for me
- Concerns about how supplements are regulated
- I do not like swallowing pills.
- I need something more personalized to fit my needs
- Other (Please specify)

**Base: Ask if not a supplement user and selected "Concerns about safety" at Q4**

Q4A. In a previous question, you indicated that you don't take supplements because of concerns about safety. Of the following potential safety concerns, which are reasons why you don't take dietary supplements? (*Select all that apply*)

- Drug interactions
- Side effects
- Spiked products
- Lack of regulation
- Other (Please specify)
- Not sure

---

<sup>3</sup> In Q1, option 1 states, "I do not take supplements and have never taken supplements."

Base: All respondents

Q5. Which of the following, if any, might make you consider taking supplements in the future? (*Select all that apply*)

- **[Show if female]** If I became pregnant or was planning to become pregnant
- If a doctor recommended them to me
- If another healthcare professional besides a doctor recommended them to me
- Positive media coverage about a particular supplement
- If they tasted better
- If they were easier to swallow
- If they came in a delivery form I liked (e.g., gummy, tincture, etc.)
- If I could expect immediate results
- If I made a decision to try to be healthier
- If my employer offered reimbursement or included them in a health benefits/incentives program
- If my Flex Spending Account or Health Savings Account covered them
- If my insurance covered them
- If supplements were covered under a government low-income food subsidy program, such as food stamps (now referred to as SNAP)
- If I experienced a change in health status
- If I experienced a change in lifestyle
- If multivitamins were covered under a government low-income food subsidy program, such the Women, Infants, Children (WIC) program
- If an influencer or celebrity I trust recommended them
- If they were more personalized
- If a DNA testing kit (e.g., 23 & Me) identified the need to take supplements
- If they were recommended by a friend or family member
- If published and peer-reviewed clinical studies demonstrated they were effective
- Other
- Nothing

Base: All respondents

Q6. Please indicate who you trust for reliable information on dietary supplements. (*Select all that apply*)

- My family
- My friends
- My colleagues
- Social media influencers or celebrities
- A registered dietitian or nutritionist
- A pharmacist
- A scientist or researcher
- A salesperson in a retail or health food store
- A friend or family member selling supplements
- A direct sales representative (other than friend/family)
- Traditional news (TV, radio, print)
- Online sources (e.g., news websites, blogs, online ads)
- Social media
- Dietary supplement companies (e.g., direct mail, customer support line)
- Advertisements (TV, radio, print)/product reviews
- Government agencies (e.g., FDA)
- A professional athlete
- A trainer or coach
- Nurse

- Chiropractor
- MD (Medical Doctor/Physician)
- DO (Doctor of Osteopathic Medicine)
- ND (Naturopathic Doctor)
- Nurse Practitioner
- Books on nutrition and/or health
- My health insurance provider (e.g., Blue Cross Blue Shield, Aetna, etc.)
- Physician's Assistant
- None of the above

Base: Ask if selected "Online sources" at Q6

Q7. Where do you get online information about dietary supplements? *(Select all that apply)*

- Industry websites
- Company/brand websites
- Retailer websites
- Government websites (e.g., FDA, Office of Dietary Supplements)
- Health-related websites (e.g., Mayo Clinic, WebMD)
- News website
- Health blogs
- Online health communities (e.g., health chat rooms or discussion forums, health apps)
- Social media
- Online ads
- My health insurance provider
- Reviews on e-commerce websites (e.g., Amazon)
- Other (Please specify)

Base: Supplement users

Q8. Where have you purchased dietary supplements within the past year? *(Select all that apply)*

- At a specialty vitamin retailer/chain health food store (e.g., Vitamin World, Vitamin Shoppe or GNC, etc.)
- At a health food supermarket (e.g., Whole Foods, Wild Oats or Trader Joe's, etc.)
- At a health food store (independent selling primarily supplements)
- At a supermarket (e.g., Safeway/Albertsons Kroger, Publix, etc.)
- At a drug store/pharmacy (e.g., Walgreen's, CVS, Rite-Aid, Medicine Shoppe, etc.)
- At a mass merchandiser (e.g., such as, Wal-Mart, Target, etc.)
- At a convenience store (e.g., 7-Eleven, etc.)
- At a gas station
- At a gym or specialty fitness business (e.g., yoga studio, CrossFit studio, etc.)
- At a department store (e.g., Bloomingdales, Macy's, etc.)
- At a clothing retailer (e.g., Anthropologie, American Eagle, etc.)
- From a direct sales representative or network marketing company (e.g., Shaklee, Amway, Herbalife, etc.)
- At a warehouse club (e.g., Costco, Sam's Club, BJ's, etc.)
- From a medical doctor or other traditional healthcare professional
- From an integrative/complementary healthcare professional (e.g., D.O., N.D., Chiropractor, etc.)
- From a mail order catalog (e.g., Puritan's Pride, Swanson's, etc.)
- Online
- From a home delivery service (e.g., Instacart, etc.)
- From a dollar store (e.g., The Dollar Store, the Dollar Tree or Family Dollar, etc.)
- From an infomercial

- From an independent/small/local pharmacy or pharmacy chain (not Walgreen's, CVS, Rite-Aid, or similar)
- Other (Please specify)

Base: Ask if supplement user and selected "Online" at Q8

Q8A. You indicated you purchased dietary supplements online within the past year. Where have you purchased online? For the social media sites shown below, this may involve clicking on a link associated with content you are viewing that then leads you to a retailer/website to purchase from

*Multi-select.*

- Amazon
- Ebay
- Facebook
- Instagram
- Snapchat
- Pinterest
- Youtube
- TikTok
- Other online retailer (e.g., Target.com, Walmart.com, Costco.com, iHerb.com, etc.)
- Supplement company's website
- Healthcare practitioner's website
- A personalized nutrition subscription service (e.g., Care/of, Ritual)
- Other (Please specify)

Base: Supplement users

Q8B. When purchasing dietary supplements, which of the following most applies to you?

*Single-select.*

- I have a recurring supplement subscription, so I never run out
- I purchase supplements as needed, but pre-order them before I run out
- I purchase supplements as needed, but wait until I run out
- Something else

Base: All respondents

Q9. How would you describe your overall confidence in the safety and quality of dietary supplements?  
(*Select one*)

- Very confident
- Somewhat confident
- Not too confident
- Not at all confident

Base: All respondents

Q9A. How would you describe your overall confidence in the effectiveness of dietary supplements?  
(*Select one*)

- Very confident
- Somewhat confident
- Not too confident
- Not at all confident

Base: All respondents

Q10. How would you describe your overall confidence in the safety and quality of the following dietary supplement categories? (*Select one for each category*)

- Vitamins/Minerals
- Herbals/Botanicals
- Sports Nutrition
- Weight Management
- Specialty Supplements

*Select one for each category above.*

- Very confident
- Somewhat confident
- Not too confident
- Not at all confident
- Don't know

Base: All respondents

Q10A. How would you describe your overall confidence in the effectiveness of the following dietary supplement categories? (*Select one for each category*)

- Vitamins/Minerals
- Herbals/Botanicals
- Sports Nutrition
- Weight Management
- Specialty Supplements

*Select one for each category above.*

- Very confident
- Somewhat confident
- Not too confident
- Not at all confident
- Don't know

**Base: Supplement users**

Q11. The following is a list of statements about dietary supplements – that is vitamins, minerals, herbals, botanicals, sports nutrition, weight management or specialty supplements. How much do you agree or disagree with each statement? (*Select one for each statement*)

- I read and follow the directions on supplement labels
- I am loyal to my brand of supplement(s)
- I have a hard time remembering to take my supplements
- I'm concerned about taking supplements over a long period of time
- Over the next 5 years, I anticipate my supplement use will increase
- A personalized dietary supplement regimen is important to me when choosing dietary supplements
- I believe my health professional is knowledgeable about dietary supplements

*Select one for each statement above.*

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree

**Base: Ask if supplement user and selected "Strongly agree" or "Somewhat agree" for statement 7 at Q11**

Q11A. What type of health professional/practitioner have you consulted for dietary supplement advice in the past year? *Select all that apply.*

- Nutritionist or registered dietitian
- Pharmacist
- Chiropractor
- Nurse
- Nurse Practitioner
- Physician's Assistant
- OB/GYN
- Primary Care Physician (MD)
- DO (Doctor of Osteopathic Medicine)
- ND (Naturopathic Doctor)
- Trainer or Coach
- Mental Health Practitioner (e.g., psychiatrist, psychologist, social worker, etc.)
- Other (please specify)

**Base: All respondents**

Q12. How much do you agree or disagree with each statement? *(Select one for each statement)*

- I try to eat a balanced diet
- I exercise regularly
- I visit my doctor regularly
- I smoke/vape/use other tobacco products
- I regularly get a good night's sleep
- I think that taking supplements is a smart choice for a healthy lifestyle
- I maintain a healthy weight

*Select one for each statement above.*

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree

**Base: Supplement users**

Q13. Which of the following is most important when it comes to purchasing supplements? *Select all that apply*

- Recommended by family or friend
- Recommended by doctor
- Brand name
- Price
- Quality seal on the bottle (e.g., NSF, UL, USP)
- Number of servings in the bottle
- Product advertising
- Value-added promotions (e.g., coupons, in-store promotions)
- Label claims (e.g., maintain heart health, maintain joint health)
- Supplement Facts box (e.g., dosage, daily value)
- Labeled as organic
- Labeled as natural
- Labeled as non-GMO
- Marketing claims indicating product is "#1 Recommended" or "#1 Selling Brand"
- Marketing claims indicating product ingredient(s) is backed by science
- Labeled as gluten-free
- Branded ingredient(s)
- Generic ingredient(s)
- Specific ingredient(s)
- Country of origin
- Packaging made with recyclable content
- Ingredients that are sustainably sourced
- Other (Please specify)

**Base: Supplement users**

Q13A. Thinking about supplements made with branded versus generic ingredients (e.g. FloraGLO versus lutein, or Cognizin versus citicoline), to what extent do you agree or disagree with the following statements?

- Supplements made with branded ingredients work better than those made with generic ingredients
- I am willing to pay a higher price when it comes to supplements with branded ingredients
- I find more confidence using dietary supplements made with branded ingredients
- Supplements made with branded ingredients can cost more because they are more effective and better quality

*Select one for each statement above.*

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree

**Base: All respondents**

Q14. To what extent do you perceive the dietary supplement industry as being trustworthy? (*Select one*)

- Very trustworthy
- Somewhat trustworthy
- Not too trustworthy
- Not at all trustworthy

**Base: Supplement users**

Q15. What is your preferred way to consume a dietary supplement?

*Single-select.*

- Tablet/Caplet
- Capsule
- Soft gel
- Liquid
- Essential oil
- Gummy
- Chewable tablet
- Soft chew
- Powder
- Fast melt
- Effervescent
- Squeezable gel pack
- I have no preference
- Other (Please specify)



Base: Supplement users

Q3I. When did you start taking dietary supplements?

*Single-select. Maintain order.*

- In the past year
- In the past 2-5 years
- In the past 6-10 years
- More than 10 years ago

Base: Supplement users

Q8AA. How much do you agree or disagree with each of the following?

- Using nutritional or dietary supplements empowers me to take charge of my health and wellness
- When I'm not feeling my best, taking nutritional or dietary supplements is an important first step in improving my health and wellness
- When appropriate, I prefer to use dietary or nutritional supplements rather than over the counter or prescription medication

*Select one for each statement above.*

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree