



## ConsumerLab.com Survey of Vitamin and Supplement Users

This revealing new survey of 6,000 serious supplement users explores consumers' perceptions of the brands they use and of the merchants from which they buy these products. Survey respondents were very familiar with supplements: Ninety-four percent used at least two supplements per day -- with twenty-four percent using ten or more supplements per day. In addition to the Brands and Merchants Analyses Report, customized analyses of single brands and merchants are available.

### Brands & Merchants Analyses Report (2008)

The purpose of the report is to show how consumers rate the leading brands and merchants of supplements. Each of the leading 47 brands and 30 merchants is compared. The report also shows the popularity of over 1,000 additional brands and merchants rated by respondents (see attached Contents description).

#### Brands Covered (Sample size per brand of 100 to 1,600 respondents)

- |                             |                              |                       |                                |
|-----------------------------|------------------------------|-----------------------|--------------------------------|
| ▪ Bluebonnet                | ▪ Member's Mark (Sam's Club) | ▪ NOW Foods           | ▪ Spring Valley (Wal-Mart)     |
| ▪ Carlson Labs              | ▪ Metagenics                 | ▪ NSI (Vitacost.com)  | ▪ Standard Process             |
| ▪ Centrum                   | ▪ Natrol                     | ▪ Nutrilite           | ▪ Sundown                      |
| ▪ Country Life              | ▪ Natural Factors            | ▪ One-A-Day           | ▪ Swanson                      |
| ▪ CVS                       | ▪ Nature Made                | ▪ Pure Encapsulations | ▪ Thorne Research              |
| ▪ Gaia Herbs                | ▪ Nature's Bounty            | ▪ Puritan's Pride     | ▪ Trader Darwin (Trader Joe's) |
| ▪ GNC                       | ▪ Nature's Life              | ▪ Rexall              | ▪ Twinlab                      |
| ▪ Jarrow                    | ▪ Nature's Plus              | ▪ RiteAid             | ▪ USANA                        |
| ▪ Julian Whitaker           | ▪ Nature's Sunshine          | ▪ Schiff              | ▪ Vitamin Shoppe               |
| ▪ Kirkland (Costco)         | ▪ Nature's Way               | ▪ Shaklee             | ▪ Vitamin World                |
| ▪ Life Extension Foundation | ▪ New Chapter                | ▪ Solaray             | ▪ Walgreens                    |
|                             | ▪ Nordic Naturals            | ▪ Solgar              |                                |
|                             |                              | ▪ Source Naturals     |                                |

#### Merchants Covered (Sample size per merchant of 100 to 1,131 respondents)

<ul style="list-style-type: none"> <li>▪ Albertson's</li> <li>▪ Amazon.com</li> <li>▪ BJ's</li> <li>▪ Costco</li> <li>▪ CVS</li> <li>▪ Drugstore.com</li> <li>▪ Eckerd</li> <li>▪ GNC</li> <li>▪ iherb.com</li> <li>▪ K-Mart</li> </ul>	<ul style="list-style-type: none"> <li>▪ Kroger</li> <li>▪ Life Extension Foundation</li> <li>▪ Longs</li> <li>▪ Nutrilite</li> <li>▪ Puritan's Pride</li> <li>▪ RiteAid</li> <li>▪ Safeway</li> <li>▪ Sam's Club</li> <li>▪ Shaklee</li> <li>▪ Swanson</li> </ul>	<ul style="list-style-type: none"> <li>▪ Target</li> <li>▪ Trader Joe's</li> <li>▪ USANA</li> <li>▪ Vitacost.com</li> <li>▪ Vitamin Shoppe</li> <li>▪ Vitamin World</li> <li>▪ Walgreens</li> <li>▪ Wal-Mart</li> <li>▪ Whole Foods</li> <li>▪ Wild Oats</li> </ul>
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### Single Brand or Merchant Analysis

This customized report analyzes of the characteristics of respondents using a specific brand or merchant. Results can be compared to the total survey population in the main report or to those for other brands or merchants in separate reports. The report answers questions such as: What is the total number of supplements used by your customers? What other brands and merchants are your customers using? What other retail channels do your customers use? (See Contents description.) Additional custom analyses are available.

**To order or for more information, please contact:**

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## ConsumerLab.com Survey of Vitamin and Supplement Users Brands and Merchants Analyses Report (2008) - Contents

<p><b>Brand Analyses:</b></p> <ul style="list-style-type: none"> <li>▪ Introduction to Brand Analyses</li> <li>▪ Popularity of Brands (1,367) in Survey</li> <li>▪ The Top Brands (47) of Supplements</li> <li>▪ Overall Consumer Satisfaction with Top 47 Brands</li> <li>▪ Consumer Satisfaction with Key Aspects of Top Brands</li> </ul> <p><b>Merchant Analyses:</b></p> <ul style="list-style-type: none"> <li>▪ Introduction to Merchant Analyses</li> <li>▪ Where Consumers are Buying Supplements</li> <li>▪ Popularity of Merchants (1,578) in Survey</li> <li>▪ The Top Merchants (30) of Supplements</li> <li>▪ Overall Consumer Satisfaction with Top 30 Merchants</li> <li>▪ Consumer Satisfaction with Key Aspects of Top Merchants</li> </ul> <p>Analyses of most results by consumer age, gender and supplement usage.</p> <p><b>Appendix:</b></p> <ul style="list-style-type: none"> <li>▪ Methodology</li> <li>▪ Respondent Demographics and Supplement Usage</li> </ul>	<p><b>LIST OF FIGURES AND TABLES</b></p> <p><b>Fig. 1:</b> Popularity of supplement brands (1,367 brands)  <b>Fig. 2:</b> Consumer overall satisfaction with their supplements (% highly satisfied) (Top 47 brands)  <b>Fig. 3:</b> Consumer satisfaction with supplement availability  <b>Fig. 4:</b> Consumer satisfaction with ingredient quality  <b>Fig. 5:</b> Consumer satisfaction with supplement effectiveness  <b>Fig. 6:</b> Consumer satisfaction with supplement value  <b>Fig. 7:</b> Types of merchants consumers use  <b>Fig. 8:</b> Types of merchants consumers use – by number of supplements used  <b>Fig. 9:</b> Types of merchants consumers use – by age  <b>Fig. 10:</b> Types of merchants consumers use – by gender  <b>Fig. 11:</b> Popularity of merchants consumers use (1,578 merchants)  <b>Fig. 12:</b> Consumer overall satisfaction with merchants (% highly satisfied) (Top 30 merchants)  <b>Fig. 13:</b> Consumer satisfaction with merchant's product selection  <b>Fig. 14:</b> Consumer satisfaction with merchant's prices  <b>Fig. 15:</b> Consumer satisfaction with merchant's information about products  <b>Fig. 16:</b> Consumer satisfaction with merchant's customer service</p> <p><b>Tables 1 - 5:</b> Consumer satisfaction with brands: <i>all</i> responses for topics in Figs. 2 – 6  <b>Tables 6 - 10:</b> Consumer satisfaction with brands by 1) supplements taken per day, 2) age and 3) gender showing mean satisfaction scores for topics in Figs. 2 – 6  <b>Tables 11 - 15:</b> Consumer satisfaction with merchants: <i>all</i> responses for topics in Figs. 12 – 16  <b>Tables 16 - 20:</b> Consumer satisfaction with merchants by 1) supplements taken per day, 2) age and 3) gender showing mean satisfaction scores for topics in Figs. 12 – 16  <b>Tables 21 - 23:</b> Respondent demographics by 1) supplements taken per day, 2) age and 3) gender</p>
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## Single Brand or Merchant Analysis - Contents

<p><b>For Specific Brand or Merchant:</b></p> <ul style="list-style-type: none"> <li>▪ Brands Used in Combination with this Brand or Merchant</li> <li>▪ Types of Merchants Used by Customers</li> <li>▪ Specific Merchants Used by Customers</li> <li>▪ Consumer Demographics (Age &amp; Gender)</li> <li>▪ Number of Supplements Used Daily</li> </ul>	<p><b>LIST OF FIGURES AND TABLES:</b></p> <p><b>Fig. S-1:</b> Brands used by customers  <b>Fig. S-2:</b> Types of merchants used by customers  <b>Fig. S-3:</b> Specific merchants used by customers</p> <p><b>Table S-1:</b> Customer supplement usage – By age and gender  <b>Table S-2:</b> Customer age – By usage and gender  <b>Table S-3:</b> Customer gender – By usage and age</p>
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