



Be Sure It's CL Approved

## ConsumerLab.com Survey of Vitamin and Supplement Users

This revealing new survey of 6,012 serious supplement users explores consumers' perceptions of the brands they use and of the merchants from which they buy these products. It also analyzes usage of specific types of supplements. In addition to the Brands and Merchants Analyses Report, customized analyses of single brands and merchants are available.

### Brands & Merchants Analyses Report (2010) -- Including Supplement Usage Analysis

The purpose of the report is to show how consumers rate the leading brands and merchants of supplements. Each of the leading 57 brands and 27 merchants is compared. The report also shows the popularity of hundreds of additional brands and merchants rated by respondents (see attached Contents description).

#### Brands Covered (Sample size per brand of 113 to 1,722 respondents)

▪ Advanced BioSolutions (Dr. Sinatra)	▪ Garden of Life	▪ Nature Made	▪ Shaklee
▪ Barlean's	▪ GNC	▪ Nature's Bounty	▪ Solaray
▪ Bluebonnet	▪ Jarrow	▪ Nature's Life	▪ Solgar
▪ Carlson Labs	▪ Juice Plus	▪ Nature's Plus	▪ Source Naturals
▪ Centrum	▪ Julian Whitaker	▪ Nature's Way	▪ Spring Valley (Wal-Mart)
▪ Citracal	▪ Kirkland (Costco)	▪ New Chapter	▪ Standard Process
▪ Country Life	▪ Kroger	▪ Nordic Naturals	▪ Sundown
▪ CVS	▪ Life Extension Foundation	▪ NOW Foods	▪ Swanson
▪ Doctor's Best	▪ Member's Mark (Sam's Club)	▪ NSI (Vitacost.com)	▪ Thorne Research
▪ Enzymatic Therapy	▪ Metagenics	▪ Nutrilite	▪ Trader Darwin (Trader Joe's)
▪ Equate (Wal-Mart)	▪ Mountain Home Nutritionals (Dr. Williams)	▪ One-A-Day	▪ Twinlab
▪ Finest Natural (Walgreens)	▪ Natrol	▪ Pure Encapsulations	▪ USANA
▪ Gaia Herbs	▪ Natural Factors	▪ Puritan's Pride	▪ Vitamin Shoppe
		▪ Rainbow Light	▪ Vitamin World
		▪ RiteAid	▪ Whole Foods
		▪ Schiff	

#### Merchants Covered (Sample size per merchant of 124 to 1,332 respondents)

▪ Amazon.com	▪ Life Extension Foundation	▪ Swanson
▪ BJ's	▪ Local Drugstore	▪ Target
▪ Costco	▪ Local Health Food Store	▪ Trader Joe's
▪ CVS	▪ LuckyVitamins.com	▪ USANA
▪ Drugstore.com	▪ Nutrilite	▪ Vitacost.com
▪ GNC	▪ Puritan's Pride	▪ Vitamin Shoppe
▪ Healthcare Practitioner's Office	▪ RiteAid	▪ Vitamin World
▪ iHerb.com	▪ Safeway	▪ Walgreens
▪ K-Mart	▪ Sam's Club	▪ Wal-Mart
▪ Kroger	▪ Shaklee	▪ Whole Foods

#### Supplements Categories Covered

B Vitamins, Calcium, CoQ10, Fish Oil/Omega-3s, Flaxseed/Other Oils, Glucosamine/Chondroitin, Herbs/Extracts, Iron, Melatonin, Menopause, Multivitamins, Muscle Enhancers, Nutrition Bars, Nutrition Drinks/Shakes/Powders, Other Minerals, Probiotics, Red Yeast Rice, Resveratrol, Vitamin A/Beta-carotene, Vitamin C, Vitamin D, Vitamin E, Vitamin K, and Weight Loss.

#### Single Brand or Merchant Analysis

Customized reports further analyzing a specific brand, merchant, or supplement type are available.

To order or for more information, please contact: Lisa Sabin at [lisa.sabin@consumerlab.com](mailto:lisa.sabin@consumerlab.com), 609-936-0770

# ConsumerLab.com Survey of Vitamin and Supplement Users Brands and Merchants Analyses Report (2010)- Contents

<p><b>Brand Analyses:</b></p> <ul style="list-style-type: none"> <li>▪ Introduction to Brand Analyses</li> <li>▪ Popularity of Brands (1,481) in Survey</li> <li>▪ The Top Brands (57) of Supplements</li> <li>▪ Overall Consumer Satisfaction with Top 57 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 (1,182) in Survey</li> <li>▪ The Top Merchants (27) of Supplements</li> <li>▪ Overall Consumer Satisfaction with Top 28 Merchants</li> <li>▪ Consumer Satisfaction with Key Aspects of Top Merchants</li> </ul> <p>Analyses of most brand and merchant results by consumer age, gender and total daily supplements used.</p> <p><b>Supplement Usage Analysis:</b></p> <ul style="list-style-type: none"> <li>▪ Specific Types of Supplements Purchased</li> <li>▪ Analyses by total daily supplements used, age, and gender</li> </ul> <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 (1,481 brands)</p> <p><b>Fig. 2:</b> Consumer overall satisfaction with their supplements (% highly satisfied) (Top 57 brands)</p> <p><b>Fig. 3:</b> Consumer satisfaction with supplement availability</p> <p><b>Fig. 4:</b> Consumer satisfaction with ingredient quality</p> <p><b>Fig. 5:</b> Consumer satisfaction with supplement effectiveness</p> <p><b>Fig. 6:</b> Consumer satisfaction with supplement value</p> <p><b>Figs. 7 - 10:</b> Types of supplements purchased – most popular as well as analyses by total number purchased, age, and gender</p> <p><b>Fig. 11:</b> Types of merchants consumers use</p> <p><b>Fig. 12:</b> Types of merchants consumers use – by number of supplements used</p> <p><b>Fig. 13:</b> Types of merchants consumers use – by age</p> <p><b>Fig. 14:</b> Types of merchants consumers use – by gender</p> <p><b>Fig. 15:</b> Popularity of merchants consumers use (1,182 merchants)</p> <p><b>Fig. 16:</b> Consumer overall satisfaction with merchants (% highly satisfied) (Top 27 merchants)</p> <p><b>Fig. 17:</b> Consumer satisfaction with merchant’s product selection</p> <p><b>Fig. 18:</b> Consumer satisfaction with merchant’s prices</p> <p><b>Fig. 19:</b> Consumer satisfaction with merchant’s information about products</p> <p><b>Fig. 20:</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</p> <p><b>Tables 6 - 10:</b> Consumer satisfaction (mean scores) with brands by 1) daily usage, 2) age and 3) gender for topics in Figs. 2 – 6</p> <p><b>Tables 11 - 17:</b> Consumer satisfaction with merchants: <i>all</i> responses for topics in Figs. 12 – 16 as well as for speed of delivery and ease of return.</p> <p><b>Tables 18 - 24:</b> Consumer satisfaction (mean scores) with merchants by 1) daily usage, 2) age and 3) gender for topics in Figs. 12 – 16</p> <p><b>Tables 25 - 27:</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</p> <p><b>Fig. S-2:</b> Types of merchants used by customers</p> <p><b>Fig. S-3:</b> Specific merchants used by customers</p> <p><b>Table S-1:</b> Customer supplement usage – By age and gender</p> <p><b>Table S-2:</b> Customer age – By usage and gender</p> <p><b>Table S-3:</b> Customer gender – By usage and age</p>
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