



FiELD AGENT™

**Vitamin, Mineral,
& Supplement
Survey**

12.11.14 - 12.15.14

Findings Summary

- ▶ Respondents are purchasing their vitamins, minerals, and dietary supplements from the mass retail stores like Walmart (52%) and Target (40%) more than drug stores like CVS (33%) or Walgreens (31%).
- ▶ Product is being purchased every month, or every 2-3 months, when respondents are purchasing other grocery products.
- ▶ Respondents rely on the labels more than any other source for information about the product.
- ▶ Price (74%) and specials (59%) the biggest determinant to choosing product. Brand name (31%) is behind product strength (42%), ingredients (41%), and type of formulation (41%).
- ▶ General health (83%) and immune system boosting (45%) are the 2 biggest reasons for use. 77% of respondents use a multi-vitamin.
- ▶ 74% of respondents want to exercise more and 68% want to loose weight, however only 16% report taking a muscle building supplement, and only 22% report using supplements to lose weight.



Job Summary

Agent Instructions

Agents were screened to:

- Regularly take vitamins, minerals, and dietary supplements
- Be the primary or shared purchaser of vitamins, minerals, and dietary supplements for the family

Requests

- 1 Why do you take vitamins, minerals, or dietary supplements? Select all that apply.
- 2 Where do you regularly buy vitamins, minerals, or dietary supplements? Select all that apply.
- 3 What vitamins, minerals, or dietary supplements do you take regularly? Select all that apply.

Locations

393



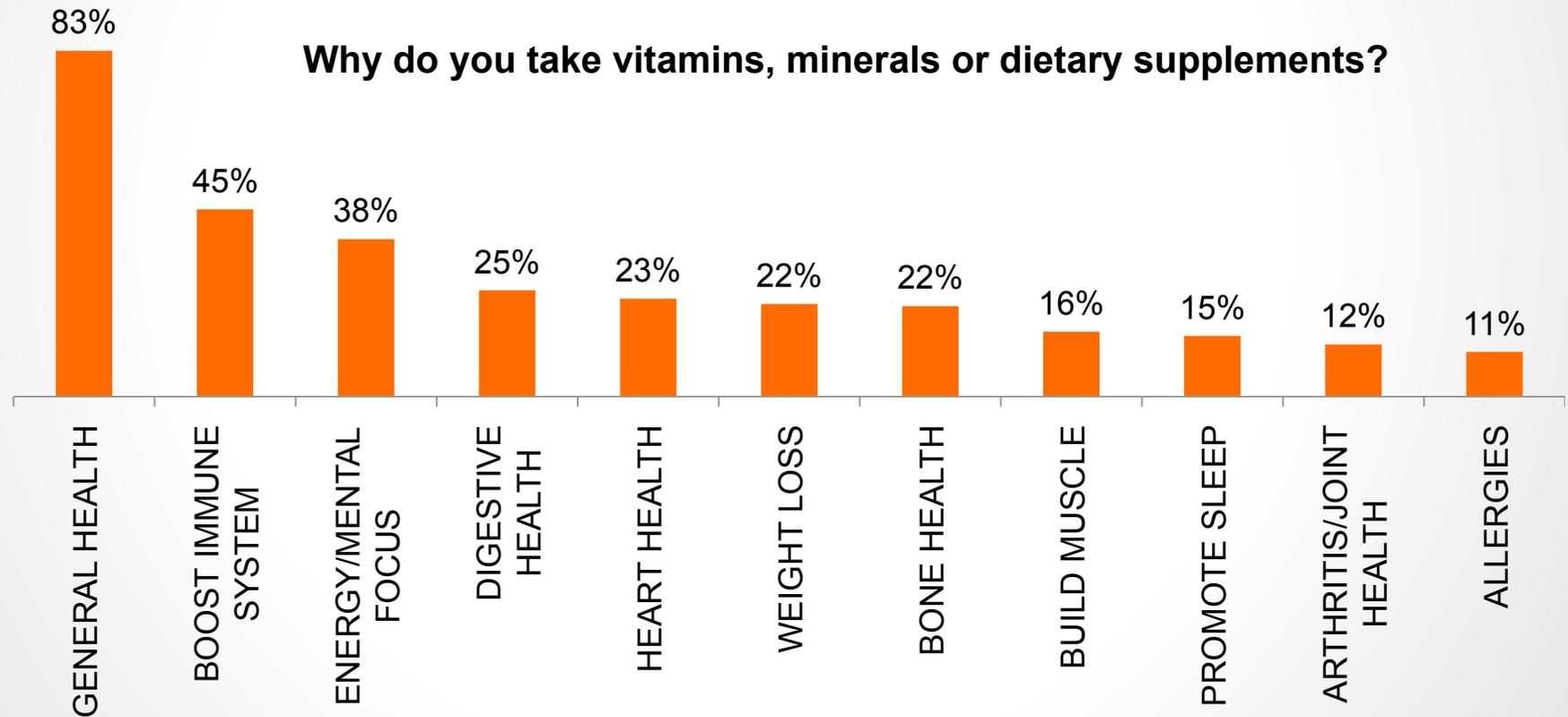
Job Summary (Cont'd.)

Requests

- 5 Why do you take those particular vitamins, minerals, or dietary supplements?
- 6 About how often do you purchase vitamins, minerals, or dietary supplements?
- 7 When you purchase vitamins, minerals, or dietary supplements, what best describes how often you buy them on special or on deal (that is, on sale, with a coupon, with a special offer, etc.)?
- 8 The last time that you shopped for vitamins, minerals, or supplements, did you purchase other things as well?
- 9 What else did you buy during that trip? Select all that apply.
- 10 Which of the following do you use to find information about vitamins, minerals, and supplements? Select all that apply.
- 11 When you are buying vitamins, minerals, or supplements, what influences you or helps you determine which product you will buy? Select all that apply.
- 12 Do you have any specific health goals? Please list any goal you have, even if you do not take vitamins, minerals, or supplements to achieve these goals. Select all that apply.
- 13 Overall, how would you rate your overall state of health?

Request

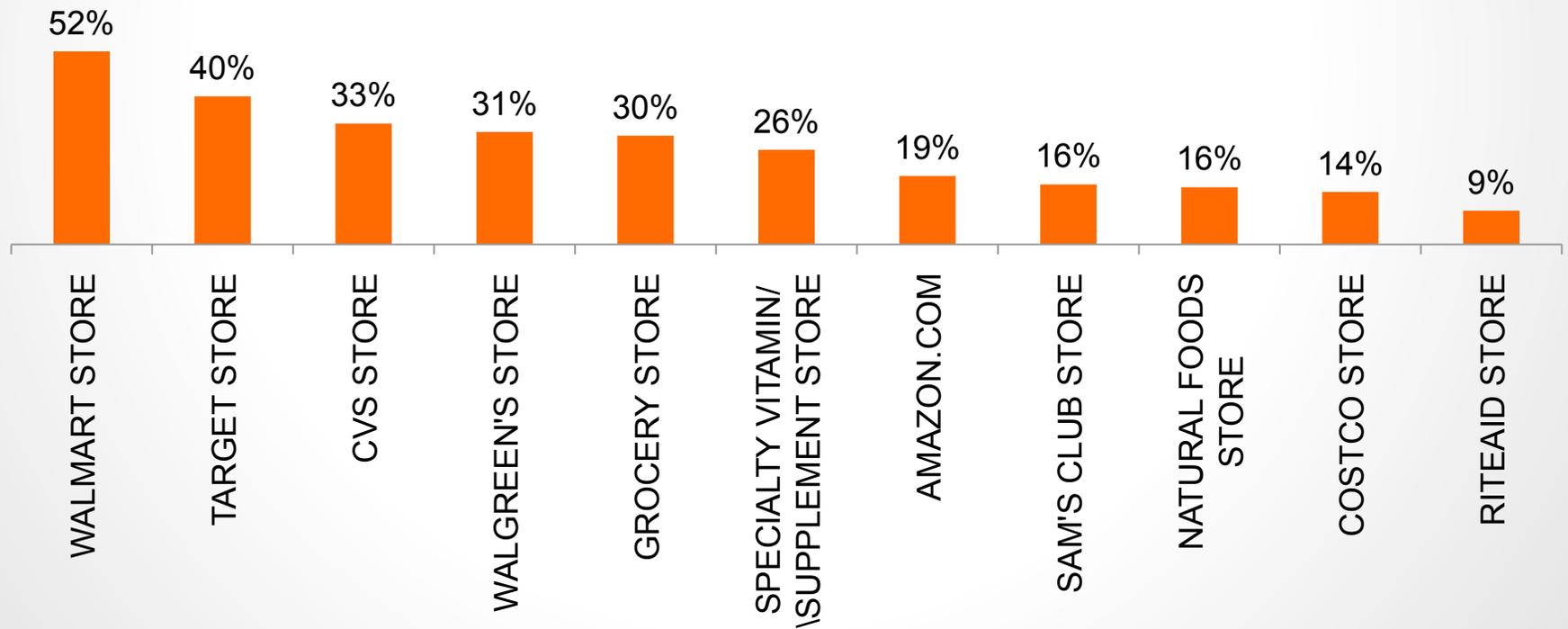
Q1: Why do you take vitamins, minerals or dietary supplements? Select all that apply.



Request

Q2: Where do you regularly buy vitamins, minerals or dietary supplements? Select all that apply.

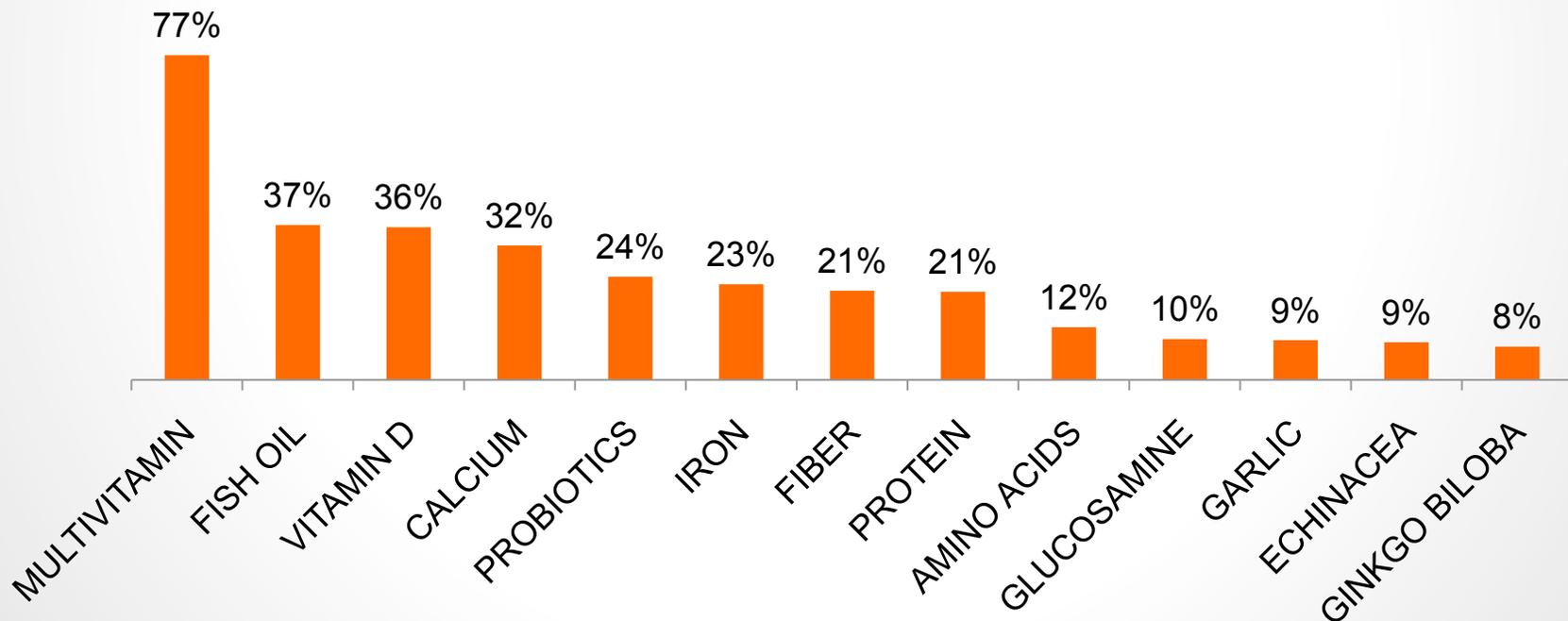
Where do you regularly buy vitamins, minerals or dietary supplements?



Request

Q4: What vitamins, minerals or dietary supplements do you regularly take? Select all that apply.

What vitamins, minerals or dietary supplements do you regularly take?



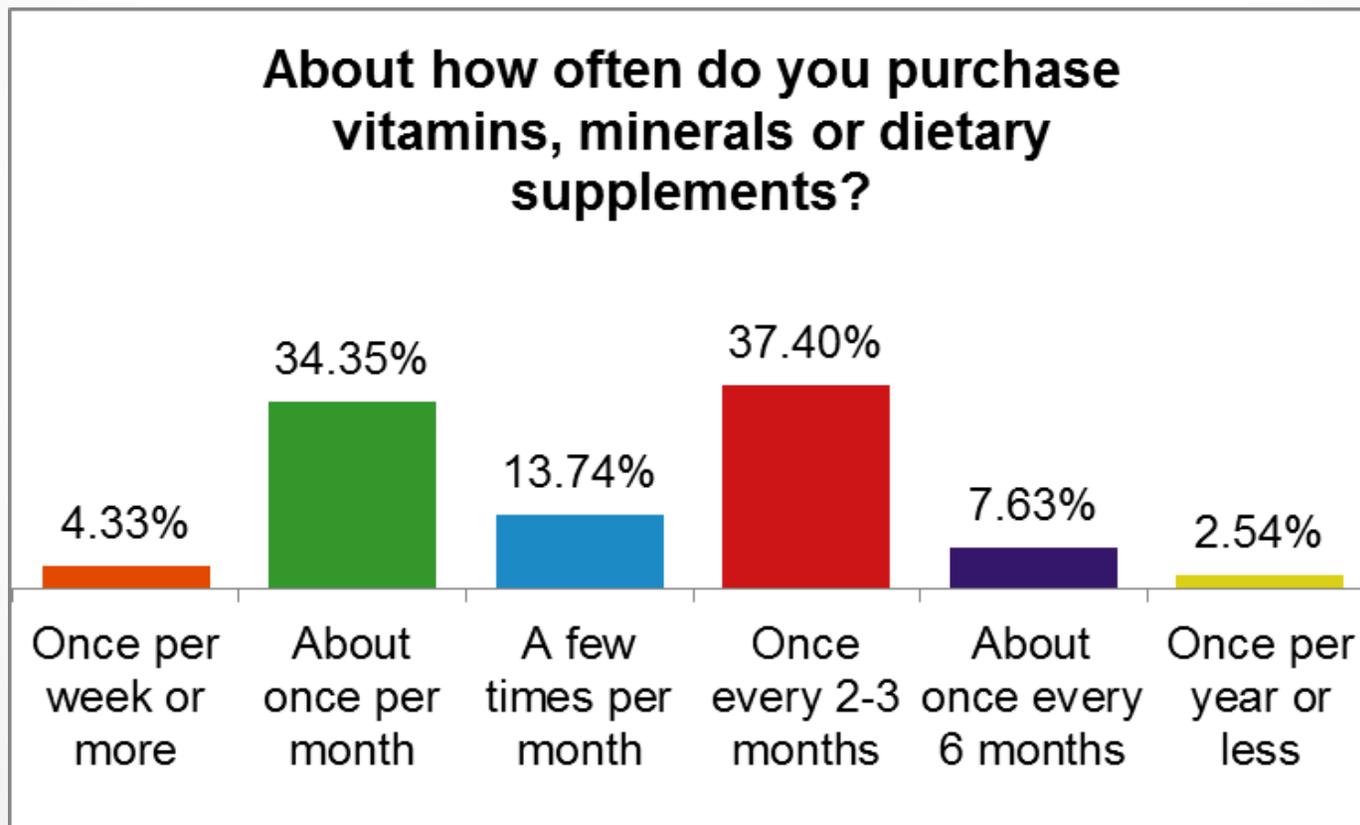
Request

Q5: Why do you take those particular vitamins, minerals or dietary supplements?

Response	% of Total
General Health	51%
Fill Nutritional Need / Specific Deficiency	32%
Weight Loss	6%
Doctor Suggested / Prescribed	8%
Digestion	4%
Pregnancy/Breastfeeding	3%

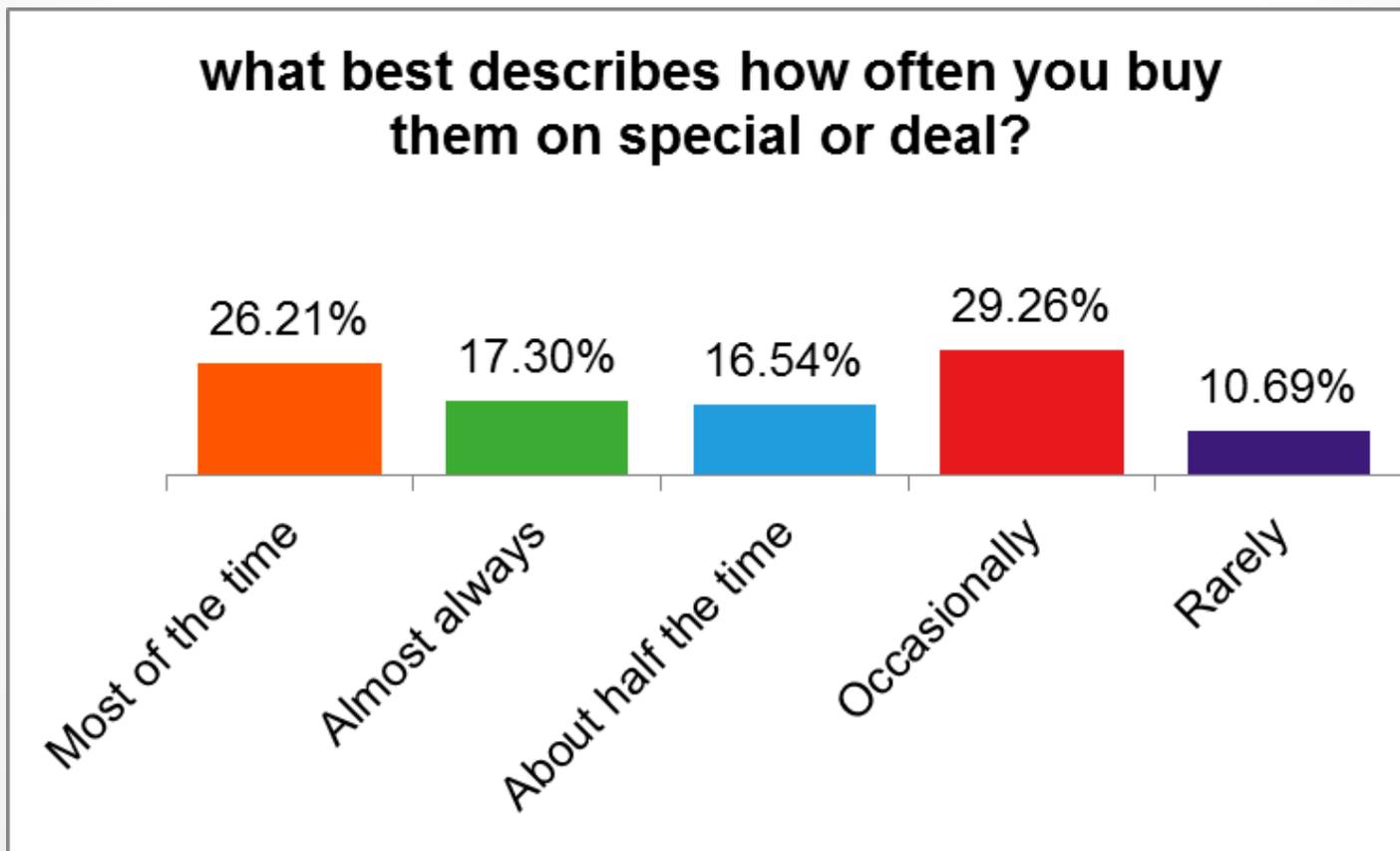
Request

Q6: About how often do you purchase vitamins, minerals or dietary supplements?



Request

Q7: When you purchase vitamins, minerals or dietary supplements, what best describes how often you buy them on special or deal?



Request

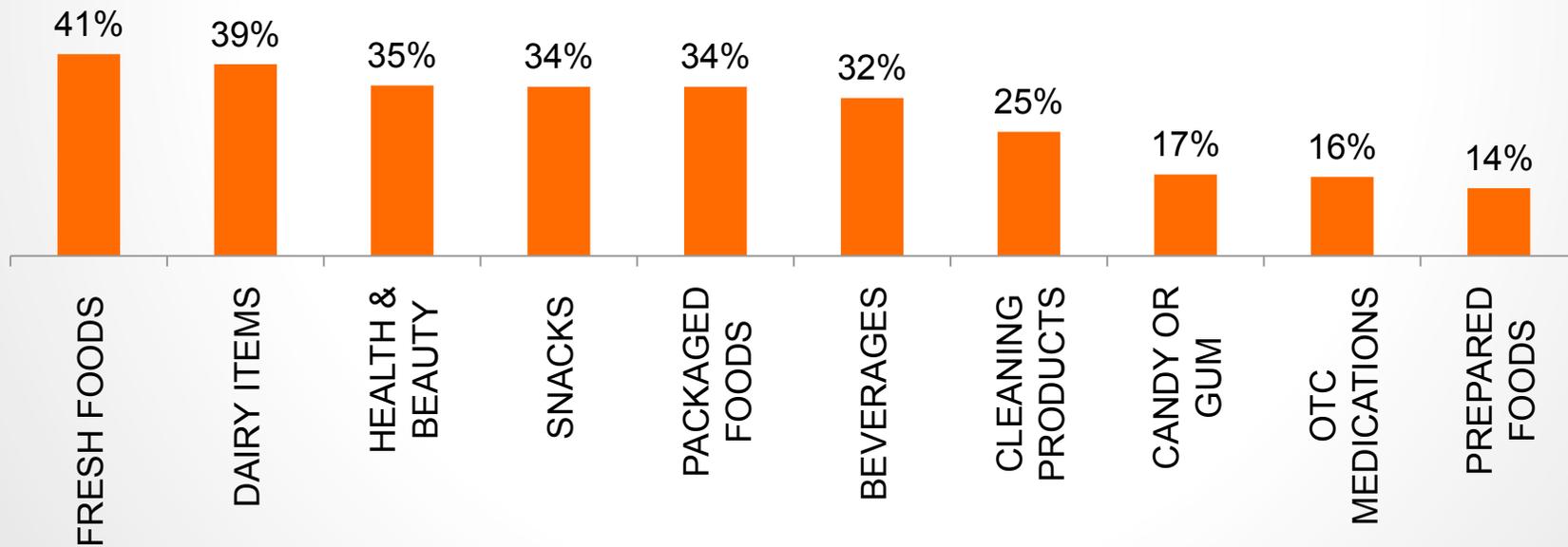
Q8: The last time that you shopped for vitamins, minerals or supplements, did you purchase other things as well?



Request

Q9: What else did you buy during that trip? Select all that apply.

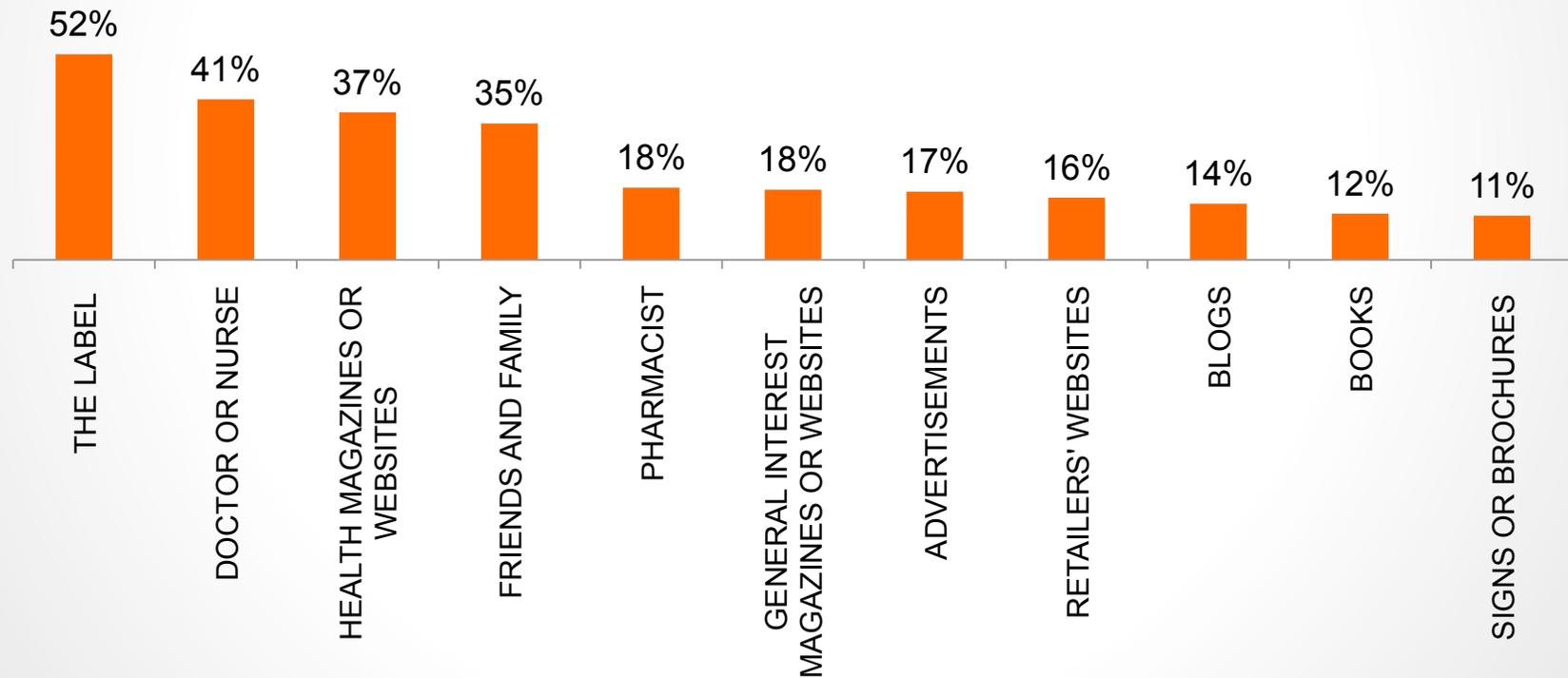
What else did you buy during that trip?



Request

Q10: Which of the following do you use to find information about vitamins, minerals and supplements? Select all that apply.

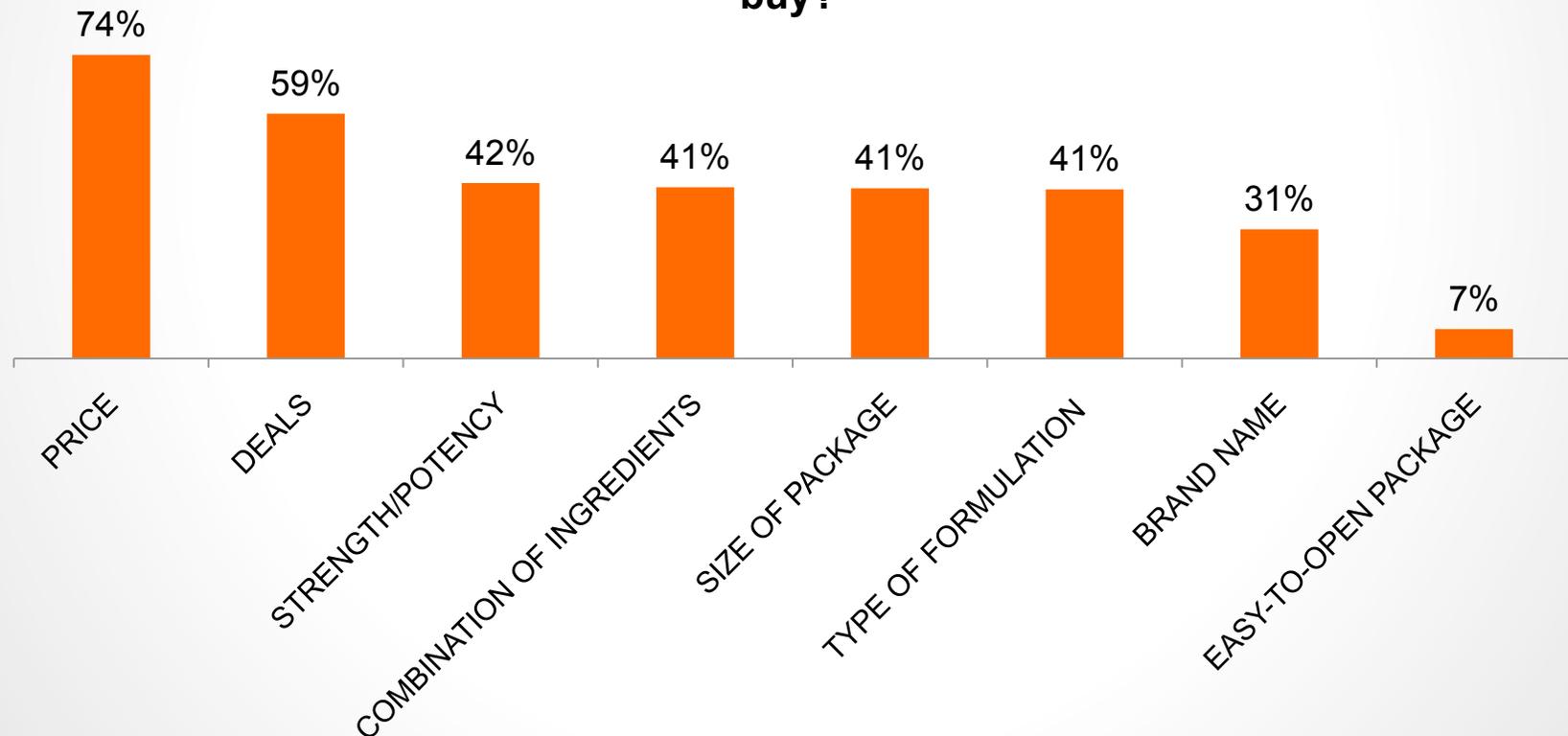
Where do you find information about vitamins, minerals, and supplements?



Request

Q11: When you are buying vitamins, minerals or supplements, what influences you or helps you determine which product you will buy? Select all that apply.

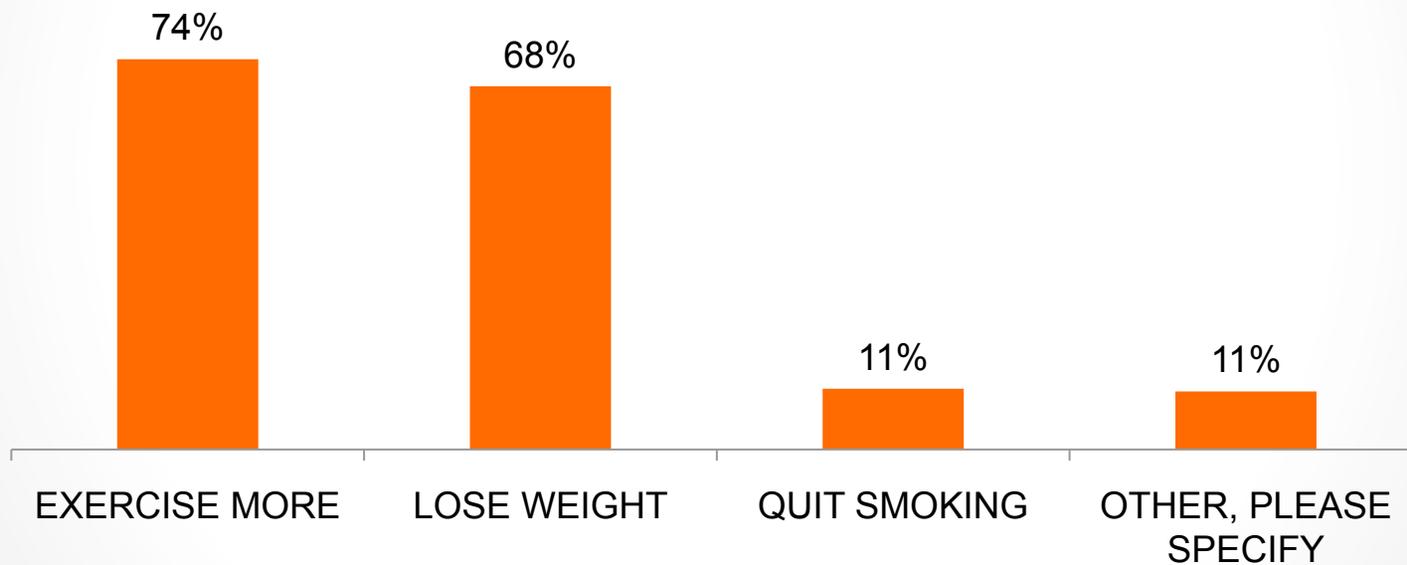
What influences you or helps you determine which product you will buy?



Request

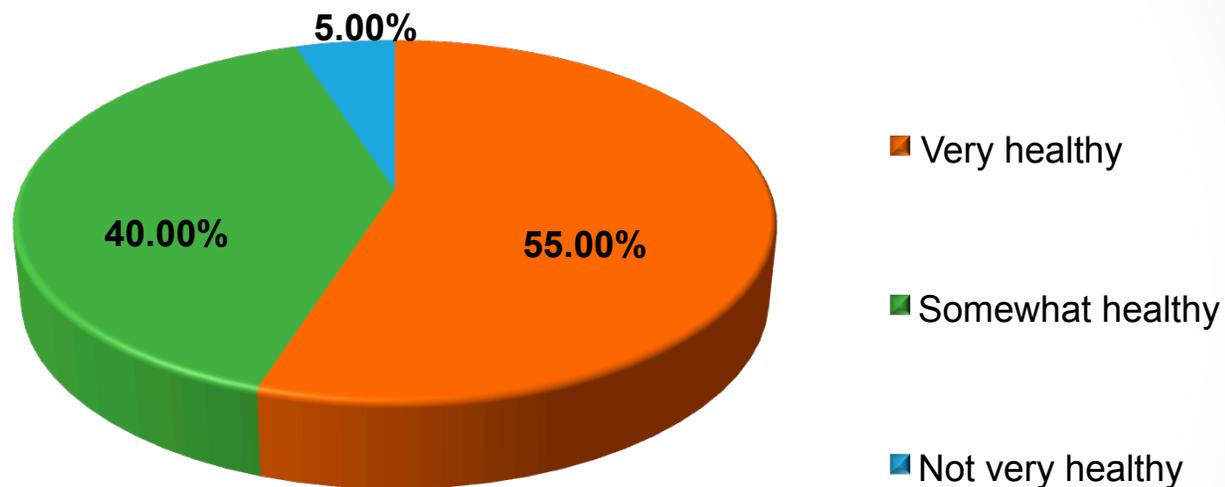
Q12: Do you have any specific health goals? Select all that apply.

Do you have any specific health goals?



Request

Q13: How would you rate the overall state of your health?



State of Overall Health

thank you!