



ConsumerLab.com Survey of Vitamin and Supplement Users

This revealing new survey of 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, further analyses of brands and merchants are available.

Brands & Merchants Analyses Report (2007)

The purpose of the report is to show how consumers rate the leading brands and merchants of supplements. Each of the leading 33 brands and 21 merchants is compared. The report also shows the popularity of all 420 brands and 564 merchants rated by respondents (see attached Contents description).

Brands Covered

- | | | | |
|-----------------------------|------------------------------|-------------------|----------------------------|
| ▪ Carlson | ▪ Member's Mark (Sam's Club) | ▪ New Chapter | ▪ Spring Valley (Wal-Mart) |
| ▪ Centrum | ▪ Metagenics | ▪ Now Foods | ▪ Sundown |
| ▪ Country Life | ▪ Natrol | ▪ Nutrilite | ▪ Swanson |
| ▪ CVS | ▪ Nature Made | ▪ One-A-Day | ▪ Thorne Research |
| ▪ GNC | ▪ Nature's Bounty | ▪ Puritan's Pride | ▪ Twinlab |
| ▪ Jarrow | ▪ Nature's Plus | ▪ Schiff | ▪ Vitamin Shoppe |
| ▪ Kirkland (Costco) | ▪ Nature's Resource | ▪ Solaray | ▪ Vitamin World |
| ▪ Life Extension Foundation | ▪ Nature's Way | ▪ Solgar | ▪ Walgreens |
| | | ▪ Source Naturals | |

Merchants Covered

- | | | |
|-----------------|-------------------|------------------|
| ▪ BJ's | ▪ Kmart | ▪ Vitacost.com |
| ▪ Costco | ▪ Kroger | ▪ Vitamin Shoppe |
| ▪ CVS | ▪ Nutrilite | ▪ Vitamin World |
| ▪ Drugstore.com | ▪ Puritan's Pride | ▪ Walgreens |
| ▪ Eckerd | ▪ RiteAid | ▪ Wal-Mart |
| ▪ GNC | ▪ Sam's Club | ▪ Whole Foods |
| ▪ iherb.com | ▪ Swanson | ▪ Wild Oats |

Single Brand or Merchant Analysis

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

To order or for more information, please contact:

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Brands and Merchants Analyses Report (2007) - Contents

<p>Brand Analyses:</p> <ul style="list-style-type: none">▪ Introduction to Brand Analyses▪ Popularity of Brands (420) Survey▪ Top Brands (33) of Supplements▪ Overall Consumer Satisfaction with Top 33 Brands▪ Consumer Satisfaction with Key Aspects of Top Brands <p>Merchant Analyses:</p> <ul style="list-style-type: none">▪ Introduction to Merchant Analyses▪ Where Consumers are Buying Supplements▪ Popularity of Merchants (564) in Survey▪ Top Merchants (21) of Supplements▪ Overall Consumer Satisfaction with Top 21 Merchants▪ Consumer Satisfaction with Key Aspects of Top Merchants <p>Break outs of most results by consumer age, gender and supplement usage.</p> <p>Appendix:</p> <ul style="list-style-type: none">▪ Methodology▪ Respondent Demographics and Supplement Usage	<p>LIST OF FIGURES AND TABLES</p> <p>Fig. 1: Popularity of supplement brands (420 brands)</p> <p>Fig. 2: Consumer overall satisfaction with their supplements (% highly satisfied) (Top 33 brands)</p> <p>Fig. 3: Consumer satisfaction with supplement availability</p> <p>Fig. 4: Consumer satisfaction with ingredient quality</p> <p>Fig. 5: Consumer satisfaction with supplement effectiveness</p> <p>Fig. 6: Consumer satisfaction with supplement value</p> <p>Fig. 7: Types of merchants consumers use</p> <p>Fig. 8: Types of merchants consumers use – by number of supplements used</p> <p>Fig. 9: Types of merchants consumers use – by age</p> <p>Fig. 10: Types of merchants consumers use – by gender</p> <p>Fig. 11: Popularity of merchants consumers use (564 merchants)</p> <p>Fig. 12: Consumer overall satisfaction with merchants (% highly satisfied) (Top 21 merchants)</p> <p>Fig. 13: Consumer satisfaction with merchant's product selection</p> <p>Fig. 14: Consumer satisfaction with merchant's prices</p> <p>Fig. 15: Consumer satisfaction with merchant's information about products</p> <p>Fig. 16: Consumer satisfaction with merchant's customer service</p> <p>Tables 1 - 5: Consumer satisfaction with brands: <i>all</i> responses for topics in Figs. 2 – 6</p> <p>Tables 6 - 10: 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</p> <p>Tables 11 - 16: Consumer satisfaction with merchants: <i>all</i> responses for topics in Figs. 12 – 16</p> <p>Tables 17 - 22: 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</p>
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Single Brand or Merchant Analysis - Contents

<p>For Specific Brand or Merchant:</p> <ul style="list-style-type: none">▪ Consumer Demographics (Age & Gender)▪ Number of Supplements Used Daily▪ Brands Used in Combination with this Brand or Merchant▪ Types of Merchants Used by Customers▪ Specific Merchants Used by Customers	<p>LIST OF FIGURES AND TABLES:</p> <p>Fig. 1: Age of Customers</p> <p>Fig. 2: Gender of Customers</p> <p>Fig. 3: Number of Supplements Taken Daily by Customers</p> <p>Table 1: Brands Used in Combination with Brand/Merchant</p> <p>Table 2: Types of Merchants Used in Combination with Brand/Merchant</p> <p>Table 3: Specific Merchants Used in Combination with Brand/Merchant</p>
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