

Supplements:

A Nationally Representative Multi-Mode Survey

June/July 2022 Results

Overview of Methodology

Consumer Reports fielded this Supplements **Survey to understand Americans'** beliefs about and use of dietary supplements. These results are based on interviews conducted June 28th – July 5th, 2022.

The survey was administered by NORC at the University of Chicago through its AmeriSpeak® Panel to a nationally representative sample. Interviews were conducted in English and in Spanish, and were administered both online and by phone. In total, NORC collected 3,070 interviews, 2,959 by web mode and 111 by phone mode, 3,004 in English and 66 in Spanish. Final data are weighted by age, gender, race/Hispanic ethnicity, housing tenure, telephone status, education, and Census Division to be proportionally representative of the US adult population.

The margin of error for results based on the total sample is +/-2.20 percentage points at the 95% confidence level. Smaller subgroups will have larger error margins, and only those subgroups for which there are at least 100 unweighted cases are included.

TOPLINE RESULTS

The questions presented below were shown to respondents in this order unless otherwise noted. Where appropriate, question verbiage, response answer choices, or direction of scales were alphabetized, randomized, or rotated. Those instances are noted below.

Prepared by CR Survey Research Department, July 2022

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SURVEY TOPLINES

INTRO.

In this survey, "supplement" refers to pills, powders, gummies, and so forth you may take for health reasons, including vitamins, minerals, herbals, protein powders, fish oil, melatonin, and many others. This <u>does not</u> include prescription drugs and over-the-counter drugs like Tylenol.

Q1.

When is the last time you task on these of supplement for any reason?	
When is the last time you took any type of supplement <u>for any reason?</u>	
	Total
	%
Today	57
One to six days ago	17
One week to less than one month ago	6
One month to less than one year ago	8
One year to less than five years ago	6
Five years ago or more	3
Never	4
Base: All respondents	3,069

Q1B. [SHOW IF Q1 IS MORE RECENTLY THAN "NEVER."]

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How often do you typically take <u>any</u> supplements?	
	Total
	%
Daily	63
At least once a week, but not as frequently as daily	16
At least once a month, but not as frequently as weekly	5
Less often than once a month	3
Irregularly, for specific reasons (e.g., for joint pain)	5
I don't typically take supplements	8
Base: Respondents who have ever taken supplements	2,949
[rebased out of all Americans]	Total
	%
Daily	60
At least once a week, but not as frequently as daily	15
At least once a month, but not as frequently as weekly	5
Less often than once a month	3
Irregularly, for specific reasons (e.g., for joint pain)	5
I don't typically take supplements	12
Base: All respondents	3,056

Q2. [SHOW IF Q1 IS MORE RECENTLY THAN "NEVER."]

Approximately how many different types of supplements have you ta	aken in the past year?
,	
	Total %
None	
One	22
Тмо	25
Three	17
Four	9
Five	6
More than five	16
Base: Respondents who have ever taken supplements	2,959
[rebased out of all Americans]	Total
	%
None	9
One	21
Тwo	24
Three	16
Four	9
Five	5
More than five	15
Base: All respondents	3,066

Q3. [SHOW IF Q1 IS MORE RECENTLY THAN "NEVER." RANDOMIZE, KEEPING "TO TREAT OR PREVENT COVID-19"; "TO STRENGTHEN GENERAL IMMUNITY"; "TO TREAT ILLNESS OTHER THAN COVID-19"; AND "TO ADDRESS A SPECIFIC HEALTH CONCERN" TOGETHER IN THAT ORDER AND HOLDING "OTHER" AT END.]

For which, if any, of the following reasons have you EVER taken supplements?	
Select <u>all</u> that apply.	
	Total
	%
To improve or maintain overall health	64
To strengthen general immunity (<u>resistance</u> to illness)	47
To sleep better	33
To make my skin, nails, or hair healthier	28
To address a specific health concern like pain or indigestion	28
To increase physical strength or stamina (increased muscle tone, energy, etc.)	19
To improve mood (reduce anxiety, irritability, etc.)	19
To lose weight	14
To treat or prevent COVID-19	11
To improve memory	10
To treat illness other than COVID-19	9
To improve my sexual health	7
Other, please specify:	6
Base: Respondents who have ever taken supplements	2,962
[rebased out of all Americans]	Total
	%
To improve or maintain overall health	62
To strengthen general immunity (resistance to illness)	45
To sleep better	32
To make my skin, nails, or hair healthier	27
To address a specific health concern like pain or indigestion	26
To increase physical strength or stamina (increased muscle tone, energy, etc.)	19
To improve mood (reduce anxiety, irritability, etc.)	18
To lose weight	13
To treat or prevent COVID-19	11
To improve memory	10
To treat illness other than COVID-19	9
To improve my sexual health	7
Other, please specify:	5
Base: All respondents	3,070

Q3B. [SHOW IF Q1 IS MORE RECENTLY THAN "NEVER."]

Have you <u>started</u> taking any supplements as a result of the COVID-19 pandemic? This could be to prevent it, to boost immunity in general, to treat symptoms, because the pandemic brought it to your awareness, or any other reason that COVID-19 changed your supplement-taking habits.

As a reminder, we are only interested in <u>supplements.</u> Please <u>do not</u> say yes for prescription drugs, COVID-19 vaccines, or other changes to your health care habits you may have made as a result of COVID-19.

	Total
	%
Yes	23
No	77
Base: Respondents who have ever taken supplements	2,954
[rebased out of all Americans]	Total
	%
Yes	22
No	78
Base: All respondents	3,070

Q4A. [SHOW IF "TO IMPROVE OR MAINTAIN OVERALL HEALTH" WAS SELECTED IN Q3. ITEMS SHOWED IN ALPHABETICAL ORDER EXCEPT WITH "SINGLE VITAMINS" FOLLOWING "MULTIVITAMINS" AND "DO NOT REMEMBER" HELD AT END. "DO NOT REMEMBER" WAS EXCLUSIVE.]

You said that you have taken supplements to <u>improve or maintain overall health</u>. Please indicate which, if any, of the following supplements you take (or used to take) for that reason.

Please remember to answer only for what you take or used to take <u>as a supplement</u>. That is, do not select "green tea" if you drink green tea or "garlic" if you eat garlic.

Select <u>all</u> that apply.

	Total
	%
Multivitamins	61
Single vitaminsthat is, not a blend of vitamins, such as a multivitamin, but an individual one, such as Vitamin D,	
Vitamin C, Vitamin E, Vitamin K, Vitamin H/biotin, etc.	47
Fish oil	29
Calcium	25
Probiotics	25
Magnesium	25
Zinc	21
Antioxidants	20
Melatonin	18
Biotin	16
Turmeric or curcumin	15
Iron	15
Protein powders	14
Fiber (e.g., psyllium)	14
Collagen	11
Digestive enzymes	11
Green tea	11
Cranberry	10
Potassium	10
Glucosamine/Chondroitin	9
Coenzyme Q10 (CoQ10)	9
CBD	8
Garlic	7
Echinacea	4
Nootropics (supplements meant to improve brain function)	2
Caffeine powder	2
MSM (Methylsulfonylmethane)	2
Tianeptine	0
Other, please specify:	8
I do not remember which specific supplements I took for this reason	1
Base: Respondents who have taken supplements to improve or maintain overall health	1,978

Q4B. [SHOW IF "TO TREAT OR PREVENT COVID-19" WAS SELECTED IN Q3. ITEMS SHOWED IN ALPHABETICAL ORDER EXCEPT WITH "SINGLE VITAMINS" FOLLOWING "MULTIVITAMINS" AND "DO NOT REMEMBER" HELD AT END. "DO NOT REMEMBER" WAS EXCLUSIVE.]

You said that you have taken supplements to <u>treat or prevent COVID-19</u>. Please indicate which, if any, of the following supplements you take (or used to take) for that reason.

Please remember to answer only for what you take or used to take <u>as a supplement</u>. That is, do not select "green tea" if you drink green tea or "garlic" if you eat garlic.

Select <u>all</u> that apply.

	Total
	%
Single vitaminsthat is, not a blend of vitamins, such as a multivitamin, but an individual one, such as Vitamin D,	
Vitamin C, Vitamin E, Vitamin K, Vitamin H/biotin, etc.	54
Zinc	47
Multivitamins	30
Antioxidants	18
Magnesium	15
Probiotics	15
Biotin	11
Calcium	11
Turmeric or curcumin	10
Iron	10
Fish oil	10
Melatonin	9
Cranberry	8
Potassium	7
Green tea	7
Digestive enzymes	6
Garlic	6
CBD	5
Fiber (e.g., psyllium)	5
Collagen	5
Echinacea	4
Protein powders	4
Coenzyme Q10 (CoQ10)	3
Glucosamine/Chondroitin	2
Caffeine powder	1
MSM (Methylsulfonylmethane)	1
Nootropics (supplements meant to improve brain function)	1
Tianeptine	-
Other, please specify:	16
I do not remember which specific supplements I took for this reason	7
Base: Respondents who have taken supplements to treat or prevent COVID-19	337

Q4C. [SHOW IF "TO STRENGTHEN GENERAL IMMUNITY" WAS SELECTED IN Q3. ITEMS SHOWED IN ALPHABETICAL ORDER EXCEPT WITH "SINGLE VITAMINS" FOLLOWING "MULTIVITAMINS" AND "DO NOT REMEMBER" HELD AT END. "DO NOT REMEMBER" WAS EXCLUSIVE.]

You said that you have taken supplements to <u>strengthen general immunity (resistance to illness).</u> Please indicate which, if any, of the following supplements you take (or used to take) for that reason.

Please remember to answer only for what you take or used to take <u>as a supplement</u>. That is, do not select "green tea" if you drink green tea or "garlic" if you eat garlic.

Select <u>all</u> that apply.

	Total
	%
Single vitaminsthat is, not a blend of vitamins, such as a multivitamin, but an individual one, such as Vitamin D,	
Vitamin C, Vitamin E, Vitamin K, Vitamin H/biotin, etc.	50
Multivitamins	49
Zinc	24
Antioxidants	23
Probiotics	19
Fish oil	19
Magnesium	14
Calcium	13
Turmeric or curcumin	13
Iron	10
Green tea	9
Biotin	8
Fiber (e.g., psyllium)	8
Melatonin	7
Cranberry	7
Potassium	7
Echinacea	7
Digestive enzymes	7
Garlic	6
Protein powders	6
Collagen	5
CBD	5
Coenzyme Q10 (CoQ10)	5
Glucosamine/Chondroitin	4
Nootropics (supplements meant to improve brain function)	1
Caffeine powder	1
MSM (Methylsulfonylmethane)	1
Tianeptine	0
Other, please specify:	7
I do not remember which specific supplements I took for this reason	3
Base: Respondents who have taken supplements to strengthen general immunity	1,425

Q4D. [SHOW IF "TO TREAT ILLNESS OTHER THAN COVID-19" WAS SELECTED IN Q3. ITEMS SHOWED IN ALPHABETICAL ORDER EXCEPT WITH "SINGLE VITAMINS" FOLLOWING "MULTIVITAMINS" AND "DO NOT REMEMBER" HELD AT END. "DO NOT REMEMBER" WAS EXCLUSIVE.]

You said that you have taken supplements to <u>treat illness other than COVID-19.</u> Please indicate which, if any, of the following supplements you take (or used to take) for that reason.

Please remember to answer only for what you take or used to take <u>as a supplement</u>. That is, do not select "green tea" if you drink green tea or "garlic" if you eat garlic.

Select <u>all</u> that apply.

	Total
	%
Single vitaminsthat is, not a blend of vitamins, such as a multivitamin, but an individual one, such as Vitamin D,	
Vitamin C, Vitamin E, Vitamin K, Vitamin H/biotin, etc.	47
Multivitamins	30
Probiotics	28
Zinc	27
Magnesium	23
Antioxidants	22
Fish oil	19
Turmeric or curcumin	17
Cranberry	17
Iron	16
Calcium	16
Digestive enzymes	14
Fiber (e.g., psyllium)	14
Melatonin	14
Potassium	12
Echinacea	11
Glucosamine/Chondroitin	10
CBD	9
Biotin	9
Green tea	9
Garlic	9
Collagen	7
Coenzyme Q10 (CoQ10)	7
Protein powders	6
Caffeine powder	2
Nootropics (supplements meant to improve brain function)	2
MSM (Methylsulfonylmethane)	1
Tianeptine	0
Other, please specify:	9
I do not remember which specific supplements I took for this reason	10
Base: Respondents who have taken supplements to treat illness other than COVID-19.	278

Q4E. [SHOW IF "TO ADDRESS A SPECIFIC HEALTH CONCERN" WAS SELECTED IN Q3. ITEMS SHOWED IN ALPHABETICAL ORDER EXCEPT WITH "SINGLE VITAMINS" FOLLOWING "MULTIVITAMINS" AND "DO NOT REMEMBER" HELD AT END. "DO NOT REMEMBER" WAS EXCLUSIVE.]

You said that you have taken supplements to <u>address a specific health concern like pain or indigestion.</u> Please indicate which, if any, of the following supplements you take (or used to take) for that reason.

Please remember to answer only for what you take or used to take <u>as a supplement</u>. That is, do not select "green tea" if you drink green tea or "garlic" if you eat garlic.

Select <u>all</u> that apply.

	Total
	%
Probiotics	24
Digestive enzymes	17
Single vitaminsthat is, not a blend of vitamins, such as a multivitamin, but an individual one, such as Vitamin D,	
Vitamin C, Vitamin E, Vitamin K, Vitamin H/biotin, etc.	17
Fiber (e.g., psyllium)	15
Turmeric or curcumin	14
Magnesium	13
CBD	12
Multivitamins	12
Fish oil	12
Calcium	11
Glucosamine/Chondroitin	11
Antioxidants	9
Cranberry	9
Iron	6
Potassium	6
Zinc	6
Green tea	6
Melatonin	6
Collagen	5
Biotin	4
Protein powders	4
Coenzyme Q10 (CoQ10)	4
Garlic	3
Caffeine powder	2
Echinacea	2
MSM (Methylsulfonylmethane)	2
Nootropics (supplements meant to improve brain function)	0
Tianeptine	-
Other, please specify:	10
I do not remember which specific supplements I took for this reason	10
Base: Respondents who have taken supplements to address a specific health concern	821

Q4F. [SHOW IF "TO MAKE YOUR SKIN, NAILS, OR HAIR HEALTHIER" WAS SELECTED IN Q3. ITEMS SHOWED IN ALPHABETICAL ORDER EXCEPT WITH "SINGLE VITAMINS" FOLLOWING "MULTIVITAMINS" AND "DO NOT REMEMBER" HELD AT END. "DO NOT REMEMBER" WAS EXCLUSIVE.]

You said that you have taken supplements to <u>make your skin, nails, or hair healthier.</u> Please indicate which, if any, of the following supplements you take (or used to take) for that reason.

Please remember to answer only for what you take or used to take <u>as a supplement</u>. That is, do not select "green tea" if you drink green tea or "garlic" if you eat garlic.

Select <u>all</u> that apply.

	Total
	%
Biotin	53
Collagen	30
Multivitamins	25
Single vitaminsthat is, not a blend of vitamins, such as a multivitamin, but an individual one, such as Vitamin D,	
Vitamin C, Vitamin E, Vitamin K, Vitamin H/biotin, etc.	17
Fish oil	9
Calcium	9
Antioxidants	7
Iron	6
Magnesium	5
Zinc	5
Turmeric or curcumin	4
Melatonin	3
Cranberry	3
Probiotics	3
Green tea	3
Garlic	3
Protein powders	3
Fiber (e.g., psyllium)	2
Caffeine powder	2
Potassium	2
CBD	1
Glucosamine/Chondroitin	1
Coenzyme Q10 (CoQ10)	1
Digestive enzymes	1
Echinacea	1
MSM (Methylsulfonylmethane)	1
Nootropics (supplements meant to improve brain function)	0
Tianeptine	0
Other, please specify:	3
I do not remember which specific supplements I took for this reason	6
Base: Respondents who have taken supplements to make their skin, nails, or hair healthier.	840

Q4G. [SHOW IF "TO IMPROVE YOUR SEXUAL HEALTH" WAS SELECTED IN Q3. ITEMS SHOWED IN ALPHABETICAL ORDER EXCEPT WITH "SINGLE VITAMINS" FOLLOWING "MULTIVITAMINS" AND "DO NOT REMEMBER" HELD AT END. "DO NOT REMEMBER" WAS EXCLUSIVE.]

You said that you have taken supplements to <u>improve your sexual health.</u> Please indicate which, if any, of the following supplements you take (or used to take) for that reason.

Please remember to answer only for what you take or used to take <u>as a supplement</u>. That is, do not select "green tea" if you drink green tea or "garlic" if you eat garlic.

Select all that apply.

	Total
	%
Multivitamins	19
Single vitaminsthat is, not a blend of vitamins, such as a multivitamin, but an individual one, such as Vitamin D,	
Vitamin C, Vitamin E, Vitamin K, Vitamin H/biotin, etc.	15
Zinc	14
Antioxidants	10
Fish oil	10
Magnesium	7
Iron	7
Probiotics	7
Digestive enzymes	7
Protein powders	6
CBD	6
Garlic	6
Green tea	6
Cranberry	5
Potassium	5
Fiber (e.g., psyllium)	4
Coenzyme Q10 (CoQ10)	4
Caffeine powder	4
Melatonin	3
Turmeric or curcumin	3
Calcium	3
Biotin	2
Echinacea	2
Nootropics (supplements meant to improve brain function)	2
MSM (Methylsulfonylmethane)	1
Collagen	1
Glucosamine/Chondroitin	0
Tianeptine	0
Other, please specify:	21
I do not remember which specific supplements I took for this reason	27
Base: Respondents who have taken supplements to improve their sexual health.	207

Q4H. [SHOW IF "TO INCREASE PHYSICAL STRENGTH OR STAMINA" WAS SELECTED IN Q3. ITEMS SHOWED IN ALPHABETICAL ORDER EXCEPT WITH "SINGLE VITAMINS" FOLLOWING "MULTIVITAMINS" AND "DO NOT REMEMBER" HELD AT END. "DO NOT REMEMBER" WAS EXCLUSIVE.]

You said that you have taken supplements to increase physical strength or stamina (increased muscle tone, energy, etc.)	
Please indicate which, if any, of the following supplements you take (or used to take) for that reason.	
Please remember to answer only for what you take or used to take <u>as a supplement</u> . That is, do not select "green tea green tea or "garlic" if you eat garlic.	
Select <u>all</u> that apply.	
	Total
	%
Protein powders	33
Multivitamins	32
Single vitaminsthat is, not a blend of vitamins, such as a multivitamin, but an individual one, such as Vitamin D,	
Vitamin C, Vitamin E, Vitamin K, Vitamin H/biotin, etc.	23
Iron	12
Antioxidants	12
Calcium	11
Magnesium	10
Fish oil	10
Caffeine powder	10
Glucosamine/Chondroitin	7
Zinc	7
Cranberry	6
Turmeric or curcumin	6
Probiotics	6
Potassium	6
Green tea	6
Collagen	5
Coenzyme Q10 (CoQ10)	5
Fiber (e.g., psyllium)	4
CBD	3
Biotin	3
Digestive enzymes	3
Garlic	2
Melatonin	2
Nootropics (supplements meant to improve brain function)	2
Echinacea	1
MSM (Methylsulfonylmethane)	1
Tianeptine	-
Other, please specify:	10
I do not remember which specific supplements I took for this reason	6
Base: Respondents who have taken supplements to increase physical strength or stamina	609

<u>Note:</u> A "0" here indicates a percentage that rounds down to zero, while a "-" indicates no one selected this option.

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Q4I. [SHOW IF "TO IMPROVE MEMORY" WAS SELECTED IN Q3. ITEMS SHOWED IN ALPHABETICAL ORDER EXCEPT WITH "SINGLE VITAMINS" FOLLOWING "MULTIVITAMINS" AND "DO NOT REMEMBER" HELD AT END. "DO NOT REMEMBER" WAS EXCLUSIVE.]

You said that you have taken supplements to <u>improve memory.</u> Please indicate which, if any, of the following supplements you take (or used to take) for that reason.

Please remember to answer only for what you take or used to take <u>as a supplement</u>. That is, do not select "green tea" if you drink green tea or "garlic" if you eat garlic.

Select <u>all</u> that apply.

	Total
	%
Multivitamins	22
Fish oil	20
Nootropics (supplements meant to improve brain function)	17
Single vitaminsthat is, not a blend of vitamins, such as a multivitamin, but an individual one, such as Vitamin D,	
Vitamin C, Vitamin E, Vitamin K, Vitamin H/biotin, etc.	16
Antioxidants	12
Magnesium	11
Turmeric or curcumin	7
Coenzyme Q10 (CoQ10)	7
Green tea	7
Probiotics	7
Iron	6
Zinc	6
Biotin	6
Melatonin	5
Calcium	5
Potassium	4
CBD	4
Fiber (e.g., psyllium)	4
Cranberry	4
Digestive enzymes	3
Caffeine powder	3
Protein powders	3
Garlic	2
Collagen	2
Echinacea	2
Glucosamine/Chondroitin	2
Tianeptine	1
MSM (Methylsulfonylmethane)	1
Other, please specify:	17
I do not remember which specific supplements I took for this reason	16
Base: Respondents who have taken supplements to improve memory.	323

Q4J. [SHOW IF "TO IMPROVE MOOD" WAS SELECTED IN Q3. ITEMS SHOWED IN ALPHABETICAL ORDER EXCEPT WITH "SINGLE VITAMINS" FOLLOWING "MULTIVITAMINS" AND "DO NOT REMEMBER" HELD AT END. "DO NOT REMEMBER" WAS EXCLUSIVE.]

You said that you have taken supplements to <u>improve mood (reduce anxiety, irritability, etc.).</u> Please indicate which, if any, of the following supplements you take (or used to take) for that reason.

Please remember to answer only for what you take or used to take <u>as a supplement</u>. That is, do not select "green tea" if you drink green tea or "garlic" if you eat garlic.

Select <u>all</u> that apply.

	Total
	%
Single vitaminsthat is, not a blend of vitamins, such as a multivitamin, but an individual one, such as Vitamin D,	
Vitamin C, Vitamin E, Vitamin K, Vitamin H/biotin, etc.	22
Multivitamins	21
CBD	18
Melatonin	14
Magnesium	10
Antioxidants	10
Green tea	8
Fish oil	7
Iron	6
Probiotics	5
Zinc	4
Nootropics (supplements meant to improve brain function)	4
Turmeric or curcumin	4
Fiber (e.g., psyllium)	3
Calcium	3
Garlic	3
Caffeine powder	3
Biotin	3
Digestive enzymes	2
Potassium	2
Cranberry	2
Echinacea	2
Protein powders	2
Coenzyme Q10 (CoQ10)	2
Collagen	1
MSM (Methylsulfonylmethane)	1
Glucosamine/Chondroitin	0
Tianeptine	0
Other, please specify:	16
I do not remember which specific supplements I took for this reason	14
Base: Respondents who have taken supplements to improve mood.	550

Q4K. [SHOW IF "TO SLEEP BETTER" WAS SELECTED IN Q3. ITEMS SHOWED IN ALPHABETICAL ORDER EXCEPT WITH "SINGLE VITAMINS" FOLLOWING "MULTIVITAMINS" AND "DO NOT REMEMBER" HELD AT END. "DO NOT REMEMBER" WAS EXCLUSIVE.]

You said that you have taken supplements to <u>sleep better</u>. Please indicate which, if any, of the following supplements you take (or used to take) for that reason.

Please remember to answer only for what you take or used to take <u>as a supplement</u>. That is, do not select "green tea" if you drink green tea or "garlic" if you eat garlic.

Select all that apply.

	T
	Total
	%
Melatonin	70
CBD	11
Magnesium	10
Multivitamins	6
Single vitaminsthat is, not a blend of vitamins, such as a multivitamin, but an individual one, such as Vitamin D,	
Vitamin C, Vitamin E, Vitamin K, Vitamin H/biotin, etc.	5
Zinc	4
Green tea	3
Antioxidants	3
Calcium	3
Probiotics	2
Biotin	2
Potassium	2
Fish oil	2
Cranberry	2
Iron	2
Caffeine powder	1
Turmeric or curcumin	1
Protein powders	1
Digestive enzymes	1
Fiber (e.g., psyllium)	1
Echinacea	1
Collagen	1
Nootropics (supplements meant to improve brain function)	1
Garlic	1
Coenzyme Q10 (CoQ10)	1
Tianeptine	0
MSM (Methylsulfonylmethane)	0
Glucosamine/Chondroitin	0
Other, please specify:	6
I do not remember which specific supplements I took for this reason	6
Base: Respondents who have taken supplements to sleep better.	932

Q4L. [SHOW IF "TO LOSE WEIGHT" WAS SELECTED IN Q3. ITEMS SHOWED IN ALPHABETICAL ORDER EXCEPT WITH "SINGLE VITAMINS" FOLLOWING "MULTIVITAMINS" AND "DO NOT REMEMBER" HELD AT END. "DO NOT REMEMBER" WAS EXCLUSIVE.]

You said that you have taken supplements to <u>lose weight.</u> Please indicate which, if any, of the following supplements you take (or used to take) for that reason.

Please remember to answer only for what you take or used to take <u>as a supplement</u>. That is, do not select "green tea" if you drink green tea or "garlic" if you eat garlic.

Select all that apply.

	Total
	%
Protein powders	18
Multivitamins	15
Fiber (e.g., psyllium)	14
Green tea	13
Probiotics	12
Single vitaminsthat is, not a blend of vitamins, such as a multivitamin, but an individual one, such as Vitamin D,	
Vitamin C, Vitamin E, Vitamin K, Vitamin H/biotin, etc.	10
Digestive enzymes	10
Antioxidants	9
Caffeine powder	9
Fish oil	7
Turmeric or curcumin	5
Garlic	4
Magnesium	4
Collagen	4
CBD	3
Cranberry	3
Calcium	3
Zinc	3
Biotin	2
Potassium	2
Echinacea	2
Coenzyme Q10 (CoQ10)	2
Iron	1
Melatonin	1
MSM (Methylsulfonylmethane)	1
Glucosamine/Chondroitin	0
Tianeptine	0
Nootropics (supplements meant to improve brain function)	-
Other, please specify:	11
I do not remember which specific supplements I took for this reason	20
Base: Respondents who took supplements to lose weight.	402

[Q4 OVERALL]

Percentage out of <u>all Americans who</u> currently take or used to take the following supplements for <u>any</u> about.	reason we asked
This was not a question, but derived from combining responses to all Q4 subparts.	
	Total
	%
Multivitamins	51
Single vitaminsthat is, not a blend of vitamins, such as a multivitamin, but an individual one, such as Vitamin D,	51
Vitamin C, Vitamin E, Vitamin K, Vitamin H/biotin, etc.	42
Melatonin	26
Fish oil	24
Probiotics	22
Magnesium	21
Calcium	21
Antioxidants	21
Biotin	19
Zinc	16
Protein powders	15
Iron	14
Turmeric or curcumin	14
Fiber (e.g., psyllium)	14
Collagen	13
Green tea	12
Digestive enzymes	12
Cranberry	11
CBD	11
Potassium	9
Glucosamine/Chondroitin	8
Coenzyme Q10 (CoQ10)	7
Garlic	7
Echinacea	6
Caffeine powder	5
Nootropics (supplements meant to improve brain function)	3
MSM (Methylsulfonylmethane)	2
Tianeptine	1
Base: All respondents	3,070

Q5. [SHOW IF "SINGLE VITAMINS" SELECTED ANYWHERE IN Q4. SHOW RESPONSE OPTIONS IN ALPHABETICAL ORDER, WITH "OTHER" LAST.]

You said that you have taken single vitamins. Which, if any, of the following sin to take?	gle vitamins do you take or did you used
Select <u>all</u> that apply.	
	Total
	%
Vitamin D	73
Vitamin C	51
Vitamin B-12	46
Vitamin E	18
Vitamin B/thiamin/niacin	16
Vitamin B-9/folate/folic acid	13
Vitamin K	7
Vitamin A/beta-carotene/carotenoids	6
Vitamin H/biotin	5
Other, please specify	4
Base: Respondents who selected "single vitamins" for any reason in Q4	1,346

Q6. ["DO NOT HAVE ANY CHILDREN UNDER 18 LIVING IN MY HOUSEHOLD" WAS EXCLUSIVE.]

Do you currently have any children living in your household who are?	
Select <u>all</u> that apply.	
	Total
	%
Under 2 years old	6
2 to 4 years old	9
5 to 11 years old	17
12 to 15 years old	12
16 to 17 years old	7
I do not have any children under 18 years old living in my household	66
Base: All respondents	3,070

Q7A. [SHOW QUESTION IF THE "UNDER 2 YEARS" AGE GROUP IS SELECTED IN Q6. "CHILDREN IN THIS AGE GROUP DO NOT TAKE ANY SUPPLEMENTS," "CHILDREN IN THIS AGE GROUP TAKE SUPPLEMENTS BUT I DO NOT KNOW WHAT THEY ARE," AND "DO NOT KNOW IF CHILDREN IN THIS AGE GROUP TAKE SUPPLEMENTS" WERE EXCLUSIVE.]

Which, if any, of the following supplements does any child in your household <u>under 2 years old</u> take?

Please remember to answer only for what your child takes or used to take <u>as a supplement</u>. That is, do not select "green tea" if your child drinks green tea or "garlic" if your child eats garlic.

Select <u>all</u> that apply.

	Total
	%
NET: ANY SUPPLEMENTS (including "but I do not know what they are")	34
Single vitaminsthat is, not a blend of vitamins, such as a multivitamin, but an individual one, such as Vitamin D,	
Vitamin C, Vitamin E, Vitamin K, Vitamin H/biotin, etc.	14
Multivitamins	10
Probiotics	6
Fish oil	3
Iron	2
Protein powders	2
Calcium	1
Fiber (e.g., psyllium)	1
Antioxidants	1
Biotin	1
Zinc	0
Digestive enzymes	0
Melatonin	0
Cranberry	0
Green tea	0
Caffeine powder	-
CBD	-
Coenzyme Q10 (CoQ10)	-
Collagen	-
Echinacea	-
Garlic	-
Glucosamine/Chondroitin	-
Magnesium	-
MSM (Methylsulfonylmethane)	-
Nootropics (supplements meant to improve brain function)	-
Potassium	-
Turmeric or curcumin	-
Tianeptine	-
Other, please specify:	-
My child or children in this age group do not take any supplements	62
My child or children in this age group take supplements, but I do not know what they are	1
I do not know if my child or children in this age group take supplements	3
Base: Respondents with children under two years old in the household	167

Q7B. [SHOW QUESTION IF THE "2 TO 4 YEARS" AGE GROUP IS SELECTED IN Q6. "CHILDREN IN THIS AGE GROUP DO NOT TAKE ANY SUPPLEMENTS," "CHILDREN IN THIS AGE GROUP TAKE SUPPLEMENTS BUT I DO NOT KNOW WHAT THEY ARE," AND "DO NOT KNOW IF CHILDREN IN THIS AGE GROUP TAKE SUPPLEMENTS" WERE EXCLUSIVE.]

Which, if any, of the following supplements does any child in your household aged 2 to 4 years old take?

Please remember to answer only for what your child takes or used to take <u>as a supplement</u>. That is, do not select "green tea" if your child drinks green tea or "garlic" if your child eats garlic.

Select all that apply.

	Total
	%
NET: ANY SUPPLEMENTS (including "but I do not know what they are")	59
Multivitamins	42
Melatonin	11
Probiotics	7
Single vitaminsthat is, not a blend of vitamins, such as a multivitamin, but an individual one, such as Vitamin D,	
Vitamin C, Vitamin E, Vitamin K, Vitamin H/biotin, etc.	7
Iron	3
Antioxidants	2
Coenzyme Q10 (CoQ10)	1
Magnesium	1
Cranberry	1
Digestive enzymes	1
Green tea	1
Fiber (e.g., psyllium)	1
Nootropics (supplements meant to improve brain function)	1
Zinc	1
Fish oil	0
Calcium	0
CBD	0
Garlic	0
Potassium	0
Protein powders	0
Turmeric or curcumin	0
Echinacea	0
Biotin	0
Caffeine powder	-
Collagen	-
Glucosamine/Chondroitin	-
MSM (Methylsulfonylmethane)	-
Tianeptine	-
Other, please specify:	1
My child or children in this age group do not take any supplements	39
My child or children in this age group take supplements, but I do not know what they are	0
I do not know if my child or children in this age group take supplements	1
Base: Respondents with children aged 2 to 4 years old	262

Q7C. [SHOW QUESTION IF THE "5 TO 11 YEARS" AGE GROUP IS SELECTED IN Q6. "CHILDREN IN THIS AGE GROUP DO NOT TAKE ANY SUPPLEMENTS," "CHILDREN IN THIS AGE GROUP TAKE SUPPLEMENTS BUT I DO NOT KNOW WHAT THEY ARE," AND "DO NOT KNOW IF CHILDREN IN THIS AGE GROUP TAKE SUPPLEMENTS" WERE EXCLUSIVE.]

Which, if any, of the following supplements does any child in your household aged 5 to 11 years old take?

Please remember to answer only for what your child takes or used to take <u>as a supplement</u>. That is, do not select "green tea" if your child drinks green tea or "garlic" if your child eats garlic.

Select all that apply.

	Total
	%
NET: ANY SUPPLEMENTS (including "but I do not know what they are")	59
Multivitamins	41
Melatonin	11
Single vitaminsthat is, not a blend of vitamins, such as a multivitamin, but an individual one, such as Vitamin D,	
Vitamin C, Vitamin E, Vitamin K, Vitamin H/biotin, etc.	9
Probiotics	5
Fish oil	2
Antioxidants	2
Iron	2
Magnesium	1
Fiber (e.g., psyllium)	1
Biotin	1
Zinc	1
Calcium	1
Caffeine powder	1
Coenzyme Q10 (CoQ10)	1
Garlic	1
Echinacea	0
Cranberry	0
Green tea	0
Digestive enzymes	0
Protein powders	0
Collagen	0
Glucosamine/Chondroitin	0
Turmeric or curcumin	0
MSM (Methylsulfonylmethane)	0
CBD	-
Nootropics (supplements meant to improve brain function)	-
Potassium	-
Tianeptine	-
Other, please specify:	3
My child or children in this age group do not take any supplements	36
My child or children in this age group take supplements, but I do not know what they are	1
I do not know if my child or children in this age group take supplements	3
Base: Respondents with children aged 5 to 11 years old in the household	515

Q7D. [SHOW QUESTION IF THE "12 TO 15 YEARS" AGE GROUP IS SELECTED IN Q6. "CHILDREN IN THIS AGE GROUP DO NOT TAKE ANY SUPPLEMENTS," "CHILDREN IN THIS AGE GROUP TAKE SUPPLEMENTS BUT I DO NOT KNOW WHAT THEY ARE," AND "DO NOT KNOW IF CHILDREN IN THIS AGE GROUP TAKE SUPPLEMENTS" WERE EXCLUSIVE.]

Which, if any, of the following supplements does any child (or children) in your household aged 12 or 15 years old take?

Please remember to answer only for what your child takes or used to take <u>as a supplement.</u> That is, do not select "green tea" if your child drinks green tea or "garlic" if your child eats garlic.

Select all that apply.

	Total
	%
NET: ANY SUPPLEMENTS (including "but I do not know what they are")	56
Multivitamins	35
Single vitaminsthat is, not a blend of vitamins, such as a multivitamin, but an individual one, such as Vitamin D,	
Vitamin C, Vitamin E, Vitamin K, Vitamin H/biotin, etc.	10
Melatonin	9
Iron	4
Probiotics	4
Fish oil	3
Caffeine powder	3
Calcium	2
Digestive enzymes	2
Magnesium	2
Cranberry	2
Protein powders	2
Antioxidants	2
Green tea	1
Biotin	1
Echinacea	1
Zinc	1
Garlic	1
Coenzyme Q10 (CoQ10)	1
Fiber (e.g., psyllium)	1
Potassium	1
Nootropics (supplements meant to improve brain function)	1
CBD	0
Glucosamine/Chondroitin	0
Collagen	0
MSM (Methylsulfonylmethane)	-
Turmeric or curcumin	-
Tianeptine	-
Other, please specify	2
My child or children in this age group do not take any supplements	39
My child or children in this age group take supplements, but I do not know what they are	1
I do not know if my child or children in this age group take supplements	4
Base: Respondents with children aged 12 to 15 in the household	342

Q7E. [SHOW QUESTION IF THE "16 TO 17 YEARS" AGE GROUP IS SELECTED IN Q6. "CHILDREN IN THIS AGE GROUP DO NOT TAKE ANY SUPPLEMENTS," "CHILDREN IN THIS AGE GROUP TAKE SUPPLEMENTS BUT I DO NOT KNOW WHAT THEY ARE," AND "DO NOT KNOW IF CHILDREN IN THIS AGE GROUP TAKE SUPPLEMENTS" WERE EXCLUSIVE.]

Which, if any, of the following supplements does any child (or children) in your household aged 16 or 17 years old take?

Please remember to answer only for what your child takes or used to take <u>as a supplement.</u> That is, do not select "green tea" if your child drinks green tea or "garlic" if your child eats garlic.

Select <u>all</u> that apply.

	Total
	%
NET: ANY SUPPLEMENTS (including "but I do not know what they are")	49
Multivitamins	24
Single vitaminsthat is, not a blend of vitamins, such as a multivitamin, but an individual one, such as Vitamin D,	
Vitamin C, Vitamin E, Vitamin K, Vitamin H/biotin, etc.	10
Melatonin	7
Fish oil	5
Probiotics	5
Calcium	4
Caffeine powder	3
Magnesium	2
Iron	2
Protein powders	2
Biotin	2
Digestive enzymes	2
Zinc	2
Green tea	2
Antioxidants	2
Collagen	1
Fiber (e.g., psyllium)	1
Turmeric or curcumin	1
Potassium	1
Coenzyme Q10 (CoQ10)	0
CBD	-
Cranberry	-
Echinacea	-
Garlic	-
Glucosamine/Chondroitin	-
MSM (Methylsulfonylmethane)	-
Nootropics (supplements meant to improve brain function)	-
Tianeptine	-
Other, please specify	2
My child or children in this age group do not take any supplements	43
My child or children in this age group take supplements, but I do not know what they are	1
I do not know if my child or children in this age group take supplements	7
Base: Respondents with children age 16 or 17 in the household.	174

[Q7 ACROSS AGES]

Percentage out of <u>Americans with any children under 18 years old living in the household</u> who say that a child or children in their household takes each kind of supplement.		
This was not a question, but derived from combining responses to all Q7 subparts.		
	Tatal	
	Total %	
Multivitamins	33	
Single vitaminsthat is, not a blend of vitamins, such as a multivitamin, but an individual one, such as Vitamin D,	55	
Vitamin C, Vitamin E, Vitamin K, Vitamin H/biotin, etc.	11	
Melatonin	10	
Probiotics	6	
Iron	3	
Fish oil	3	
Calcium	2	
Magnesium	2	
Antioxidants	2	
Caffeine powder	2	
Biotin	2	
Digestive enzymes	1	
Protein powders	1	
Green tea	1	
Zinc	1	
Fiber (e.g., psyllium)	1	
Coenzyme Q10 (CoQ10)	1	
Cranberry	1	
Garlic	1	
Echinacea	1	
Potassium	0	
Collagen	0	
Turmeric or curcumin	0	
CBD	0	
Glucosamine/Chondroitin	0	
Nootropics (supplements meant to improve brain function)	0	
MSM (Methylsulfonylmethane)	0	
Tianeptine	-	
Base: Respondents with children under 18 living in the household	1,004	

Q8. [SHOW IF Q1 IS MORE RECENTLY THAN "NEVER." RANDOMIZE, HOLDING "I DON'T KNOW" AND "OTHER" AT END IN THAT ORDER.]

Thinking back to the first times you've taken any supplements, which, if any, of the following prompted you to do so? We are interested in the reasons you tried taking any supplements you have ever taken, even if you didn't continue taking that kind of supplement. Select all that apply. Total % A doctor recommended it to me 45 Someone I know well (a friend or family member) recommended it to me 42 I read about it on a health forum or blog post 17 I saw it advertised 10 I heard about it on the news 6 Someone I don't know well (a celebrity, Instagram influencer, or store employee) suggested it 3 I don't know 12 Other, please specify: 5 Base: Respondents who have ever taken supplements 2,962

Q9. [SHOW IF Q1 IS MORE RECENTLY THAN "NEVER."]

In the past year, did you take prescription medicine while you were taking a supplement \hat{a}	?
	Total
	%
Yes	61
No	39
Base: Respondents who have ever taken supplements	2,953

Q10. [SHOW IF Q1 IS MORE RECENTLY THAN "NEVER."]

In the past year, did you ever take over-the-counter medication (e.g., decongestants, allergy medicine, ibuprofen, acetaminophen, etc.) while you were taking a supplement?

	Total
	%
Yes	76
No	24
Base: Respondents who have ever taken supplements	2,946

Q11. [SHOW IF Q1 IS MORE RECENTLY THAN "NEVER."]

The last time your doctor prescribed you a drug or recommended you take a specific over-th	ne-counter medication, did
you tell him or her that you were taking supplements?	
	Total
	%
Yes, the doctor asked me	41
Yes, I brought it up without being asked	16
No, the doctor was not aware of the supplements I was taking	13
Not applicable; I wasn't taking a supplement at the time this happened	7
Not applicable; this hasn't happened	12
Don't recall	11
Base: Respondents who have ever taken supplements	2,953
[rebased to exclude both kinds of "Not Applicable"]	Total
	%
Yes, the doctor asked me	50
Yes, I brought it up without being asked	20
No, the doctor was not aware of the supplements I was taking	15
Don't recall	14
Base: Respondents who had a doctor prescribe or recommend a medicine while they were taking supplements	2,459

Q12. [SHOW IF Q1B IS "AT LEAST ONCE A MONTH" OR MORE FREQUENT. STEM DISPLAYED RESPONSE TO Q1B. RANDOMIZE RESPONSE OPTIONS, KEEPING "PRODUCTS CONTAINING CBD" AND "PRODUCTS CONTAINING THC" TOGETHER AND HOLDING "NONE OF THESE" AT END. "NONE OF THESE" WAS EXCLUSIVE.]

You mentioned that you take supplements [daily/at least once a week, but not as frequently as daily/at least once a month, but not as frequently as weekly].

Which, if any, of the following do you also take, eat, or drink at least once a month?

Select all that apply.

	Total
	%
Caffeine, such as coffee, tea, or cola	65
Alcohol	34
Blood pressure drugs, such as diuretics, ACE inhibitors, or calcium channel blockers	26
Aspirin	22
Statins, such as atorvastatin, rosuvastatin, or simvastatin	17
Diabetes drugs, such as insulin or metformin	10
SSRI antidepressants, such as Prozac or Zoloft	10
Products containing THC	9
Products containing CBD (may or may not also be sold as supplements)	8
Grapefruit juice or grapefruit	6
Hormonal birth control, such as the pill, hormonal IUD, Nuvaring, or Nexplanon (arm implant)	5
Blood thinners, such as Coumadin, Eliquis, or Plavix	5
Antibiotics, such as amoxicillin, clindamycin, or doxycycline	5
None of these	12
Base: Respondents who take supplements at least once a month	2,517

Q13. [RANDOMIZE ITEMS ACROSS TWO SCREENS. ROTATE RESPONSE SCALE, ALWAYS HOLDING "DON'T KNOW" AT END.]

Please indicate whether you believe the following statements	about supplements are true or false.
	Total
	%
Supplements have been tested for effectiveness by the FDA.	
NET: Any "True"	28
NET: Any "False"	47
False	27
Mostly false	19
Mostly true	19
True	9
Don't Know	25
Base: All respondents	3,028
Supplements have been tested for safety by the FDA.	
NET: Any "True"	34
NET: Any "False"	42
False	24
Mostly false	18
Mostly true	22
True	11
Don't Know	24
Base: All respondents	3,028
By law, statements about the benefits of supplements on the packagir evidence.	
	Total
NET: Any "True" NET: Any "False"	37 36
False	19
Mostly false	<u> </u>
Mostly true	
True Doo't Know	13
Don't Know Base: All respondents	
Supplement manufacturers must report to the FDA any serious side efj are reported to them by consumers or health care professionals.	
NET: Any "True"	44
NET: Any "False"	24
False	12
Mostly false	12
Mostly true	23
Frue	21
Don't Know	32
Base: All respondents	3,028

Q13. [CONTINUED.]

Supplement manufacturers do not have to get the FDA's approval before producing or selling supplements.	
	Total
NET: Any "True"	51
NET: Any "False"	22
False	11
Mostly false	10
Mostly true	23
True	28
Don't Know	27
Base: All respondents	3,028
The term 'natural' in relation to a supplement product ensures that the product is wholesome or safe.	
NET: Any "True"	31
NET: Any "False"	48
False	30
Mostly false	18
Mostly true	25
True	7
Don't Know	21
Base: All respondents	3,038
Supplements work as well as prescription drugs do most of the time.	
	Total 30
NET: Any "True"	40
NET: Any "False" False	18
Mostly false	22
Mostly true	22
True	7
Don't Know	30
Base: All respondents	
Dase: An respondents	3,032
Supplements are safer than prescription and over-the-counter drugs.	
NET: Any "True"	29
NET: Any "False"	37
False	19
Mostly false	18
Mostly true	22
True	7
Don't Know Base: All respondents	34

Q13. [CONTINUED.]

NET: Any "True"	Total 48
NET: Any "False"	26
False	13
Mostly false	13
Mostly true	27
True	21
Don't Know	26
Base: All respondents	3,040
Supplements for sale in the US contain what is on the label, in the am	
NET: Any "True"	ounts listed on the label, and nothing else. 49 23
······	49
NET: Any "True" NET: Any "False"	49 23
NET: Any "True" NET: Any "False" False	49 23 11
NET: Any "True" NET: Any "False" False Mostly false	49 23 11 12

Q14. [ROTATE RESPONSE SCALE.]

Don't Know Base: All respondents

Which of the following best describes your thoughts on suppleme	ents for sale in the United States?
Supplements for sale in the US are typically	
	Total
	%
Very safe	12
Somewhat safe	54
Neither safe nor unsafe	27
Somewhat unsafe	6
Very unsafe	1
Base: All respondents	3,045

27

3,041

Q15. [SHOW IF Q1 IS MORE RECENTLY THAN "NEVER." RANDOMIZE RESPONSE OPTIONS, HOLDING "NONE OF THESE" AT END. "NONE OF THESE" IS EXCLUSIVE.]

Which, if any, of the following do you <u>look for</u> when shopping for supplements?	
Select <u>all</u> that apply.	
	Total
	%
Specific brand	32
Whatever is least expensive	19
"All-natural" claims	19
Test Labs USA seal of approval Note: This does not exist; made up for this survey.	14
"Organic" claims	14
US Pharmacopeia (USP) seal of approval	14
"Not tested on animals" claims	13
UL seal of approval	10
ConsumerLab.com seal of approval	6
NSF International seal of approval	6
Celebrity endorsements	1
None of these	26
Base: Respondents who have ever taken supplements	2,962
[rebased to exclude those who say "I don't typically take supplements"]	Total
	10tai
Specific brand	33
Whatever is least expensive	20
"All-natural" claims	19
Test Labs USA seal of approval Note: This does not exist; made up for this survey.	15
US Pharmacopeia (USP) seal of approval	14
"Organic" claims	14
"Not tested on animals" claims	13
UL seal of approval	10
NSF International seal of approval	6
ConsumerLab.com seal of approval	6
Celebrity endorsements	1
None of these	24
Base: Respondents who typically take supplements	2,750

<u>Note:</u> Rebased to exclude those who say "I don't typically take supplements" in Q1B, as they may not shop for supplements regularly enough to answer the question reliably.

Q16. [ROTATE "AGREE" AND "DISAGREE" IN QUESTION STEM AND ROTATE RESPONSE SCALE TO MATCH. RANDOMIZE ITEMS.]

Dia and indiants to what systemt you agree or disagree with the faller	una atatamanta
Please indicate to what extent you agree or disagree with the follow	ving statements.
	Total
	%
Supplements need to be regulated for safety.	
Strongly disagree	6
Somewhat disagree	7
Neither agree nor disagree	18
Somewhat agree	30
Strongly agree	40
Base: All respondents	3,040
Supplement manufacturers or sellers should be required to provide scientific	evidence that their products are safe and effective.
Strongly disagree	6
Somewhat disagree	6
Neither agree nor disagree	18
Somewhat agree	29
Strongly agree	42
Base: All respondents	3,036
Even in cases where there is no clear evidence a supplement is <u>safe</u> , Americ purchase it.	ans should still have a right to
Strongly disagree	12
Somewhat disagree	19
Neither agree nor disagree	33
Somewhat agree	25
Strongly agree	11
Base: All respondents	3,034
Even in cases where there is no clear evidence a supplement is effective, An	nericans should still have a right to purchase it.
Strongly disagree	6
Somewhat disagree	12
Neither agree nor disagree	33
Somewhat agree	31
Strongly agree	18
Base: All respondents	3.037

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