

## PUBLIC POLL FINDINGS AND METHODOLOGY

### Half of Americans have used apple cider vinegar for health and wellness reasons

New poll also finds a plurality unsure as to whether the product in gummy form offers the same health benefits as apple cider vinegar

#### Topline Findings

**Washington, DC, May 3, 2022** -- A new Bragg Live Food Products, Inc., poll, with data collection by Ipsos, finds that while many Americans use or have used apple cider vinegar (ACV) for health and wellness reasons, uncertainty surrounding its efficacy in gummy form exists. The most common health benefits Americans associate with apple cider vinegar is gut health support, and appetite control and weight management.

#### Detailed Findings

1. Half (50%) of Americans say they currently (21%) use apple cider vinegar for health and wellness reasons or have in the past but not any longer (29%).
  - Those with children in the household are more likely to currently use or have previously used ACV for health and wellness reasons (66%) than those without (44%).
  - Americans ages 18-34 (58%) and 35-54 (60%) are more likely to currently use or have previously used ACV for health and wellness reasons than those 55+ (34%).
2. Current and past users lack consensus on whether apple cider vinegar improved their health. There is also some confusion about the benefits of ACV gummies versus the liquid form.
  - Four in ten (42%) current and past users say they noticed an improvement in their health, while nearly one-third (30%) did not and over one-fourth (28%) are not sure.
  - Users 18-34 are much more likely to have noticed health improvements (61%), than those 35-54 (39%) and 55+ (21%).
  - Male users (48%) are more likely to have noticed health improvements than female users (34%).
  - Nearly half (45%) of Americans, regardless of whether they have used ACV before, don't know whether ACV gummies provide the same health benefits as liquid ACV. Over one-third (37%) agree the two forms are comparable.
3. Americans most associate apple cider vinegar with health benefits associated with digestion and heart health.
  - Supporting gut health (47%) and appetite control and weight management (41%) are the most associated health benefits of ACV.
  - Women (48%) are more likely than men (33%) to associate ACV with appetite control and weight management.
  - Maintaining healthy blood sugar levels (28%) and maintaining healthy cholesterol levels (27%) are the next most associated health benefits of ACV.
  - Americans 35-54 (81%) and 18-34 (84%) are more likely to associate ACV with a health benefits than those 55+ (73%)



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*These are the findings of a Bragg Live Food Products, Inc., poll, with data collection done by Ipsos between February 3-4, 2022. For this survey, a sample of 1,000 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.8 percentage points for all respondents.*

**For full results, please refer to the following annotated questionnaire:**

### Full Annotated Questionnaire

1. Have you used apple cider vinegar for health and wellness reasons?

	<b>Total (n=1000)</b>
Yes, currently use	21%
Yes, have used in the past but don't currently use	29%
No, have never used	50%
Yes ( <i>net</i> )	50%

2. Have you consumed any of the following forms of apple cider vinegar in the past month?

*Base: Those who currently use apple cider vinegar for health and wellness reasons*

	<b>Total n=195</b>
Liquid apple cider vinegar	64%
Salad dressing	29%
Supplement gummy	23%
Beverage	19%
Supplement capsule	18%
Supplement tablet	16%
No, none of the above	3%

3. Based on what you may know or feel, which health benefits does apple cider vinegar claim to help with?

	<b>Total (n=1000)</b>
Supporting gut health	47%
Appetite control and weight management	41%
Maintaining healthy blood sugar levels	28%
Maintaining healthy cholesterol levels	27%
Supporting skin health	22%
Other	4%
None of the above	21%

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4. Have you noticed any improvements in your health from taking apple cider vinegar products?

*Base: Those who currently use apple cider vinegar for health and wellness reasons or have used apple cider vinegar for health and wellness reasons in the past*

	<b>Total n=487</b>
Yes	42%
No	30%
Not sure	28%

5. Based on what you may know or feel, please indicate if this statement is true or false:

"The active ingredient in apple cider vinegar is acetic acid."

	<b>Total (n=1000)</b>
True	73%
False	27%

6. How much do you agree or disagree with the following statement:

"Apple cider vinegar gummies provide the same health benefits as liquid apple cider vinegar."

	<b>Total (n=1000)</b>
Strongly agree	10%
Somewhat agree	27%
Somewhat disagree	14%
Strongly disagree	4%
Don't know	45%
<i>Agree (net)</i>	<i>37%</i>
<i>Disagree (net)</i>	<i>18%</i>



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### About the Study

These are some of the findings of a Bragg Live Food Products, Inc., poll, with data collection done by Ipsos between February 3-4, 2022. For this survey, a sample of 1,000 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2019 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.8 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,000, DEFF=1.5, adjusted Confidence Interval=+/- 5.3 percentage points).

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### About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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