

Sample size (1,618)		
In the past 12 months, approximately how much have you spent on the following types of natural health products?		
	Total (All 7 Products Tested)	Vitamins and Minerals
0	32%	32%
\$1+ (BUYER OF THIS PRODUCT)	68%	63%
When it comes to natural health products, which one of the following best describes you?		
	Vitamins and Minerals	Supplements
Will likely buy in the future	79%	53%
Will not buy in the future	13%	31%
When the Fall/ Winter cold and flu season approaches, what, if anything, would you do or take to help strengthen your immune system? (UNAIDED QUESTION, MULTIPLE RESPONSES ALLOWED)		
<i>Vitamins and Minerals (NET)</i>	30%	
Vitamin C	19%	
Vitamins (unspecified)	7%	
<i>Healthy Foods and Beverages (NET)</i>	23%	
Eat healthy foods/balanced diet	9%	
Eat fruit	5%	
Eat vegetables	5%	
<i>Shot/Vaccination (NET)</i>	13%	
Flu shot	12%	
<i>Herbals/Homeopathic Remedies (NET)</i>	11%	
Echinacea	8%	
<i>Good Hygienic Practices (NET)</i>	6%	
Sleep/Rest	6%	
Cold FX	3%	
<i>Supplements (Net)</i>	5%	
Nothing	27%	
Don't know	6%	
Sample size (502)		
How important are the following as reasons why you or others in your household don't buy natural health products?		
Total Important (excluding don't know responses)		
Too expensive	81%	