

**Dynamic Chiropractic's**  
**NUTRITIONAL SUPPLEMENT**  
**SURVEY**

**Executive Summary**

A RESEARCH REPORT BY



## **METHODOLOGY:**

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This survey was initiated on September 9, 2009 and completed on September 16, 2009 by MPA Media, publishers of *Dynamic Chiropractic*, *Nutritional Wellness*, *To Your Health*, *Acupuncture Today*, *Massage Today* and *DC Practice Insights*. The survey was conducted in three parts, with each part being sent via e-mail to approximately 5,000 doctors of chiropractic. These parts had varied response rates between just under 2% to 2.5%. Like all online surveys, participants have a tendency to “self select” based upon their interest in the topic presented.

## **DISCUSSION:**

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This survey is designed to examine the habits and opinions of doctors of chiropractic as they relate to nutritional supplements. This includes their interactions with patients as well as vendors.

The results of the first question show that a large number (46%) of DCs surveyed purchase nutritional products from “four or more” nutritional supplement companies. A previous survey shows that this has been a growing trend over the last few years.

The results of the second question are presented in two ways as this question addresses how familiar doctors are with 20 different nutrition companies. The first table (2a.) presents the data sorted by the percentage of doctors who state “I’m a customer.” Standard Process, Nutri-West, Dee Cee Labs, Biotics Research and Anabolic Labs are (respectively) the top five companies. The second sorting (2b.) is shown inversely by the percentage of doctors who have “never heard of them.” Here, Standard Process, Nutri-West, Anabolic Labs, Dee Cee Labs and Douglas Labs are the top five as far as having the lowest percentage of DCs who have not heard of them.

The results of question three are presented similarly regarding how likely the DC is to purchase from the company. But included is a look at what percent of the DCs “don’t like” the company. Again, the first table (3a.) presents the data sorted by the percentage of doctors who state



"I'm already a customer." Here the order is Standard Process, Dee Cee Labs, Nutri-West, Biotics Research and Anabolic Labs are (respectively) the top five companies with Nutri-West and Dee Cee Labs switching places from Question 2. The second sorting (3b.) is inversely presented by the percentage of doctors who "don't know enough about them to buy from them." Standard Process is clearly ahead at 5% with Nutri-West at 20% and Anabolic Labs, Dee Cee Labs and Douglas Labs coming in at over 30% "not knowing enough about them." The last sorting (3c.) shows the hard negative responses inversely. Each percentage point represents approximately 600 doctors who are highly unlikely to do business with that company. The top five companies with the most customers (as shown in 3a.) all sit within a 4 point spread in terms of the percentage of DCs who "don't like" them with Standard Process coming in at 7% and Nutri-West finishing at 10%.

Question four asks which companies are the doctor's primary vendor, with the top five being Standard Process, Anabolic Labs, Biotics Research, Douglas Labs and Nutri-West. Question five asks for agreement on positive statements regarding the primary vendor's product quality, nutritional philosophy, customer service and pricing. These two questions can be cross tabulated for specific vendors.

Advertising awareness is measured in Question six. The top five being Standard Process, Nutri-West, Metagenics, Dee Cee Labs and Douglas Labs. Needless to say, there is an obvious correlation between those companies with greater advertising awareness and those with a greater share of the market.

Questions seven and eight are designed to discover why doctors stop purchasing from nutritional supplement companies. The primary reason being cost, followed by product quality.

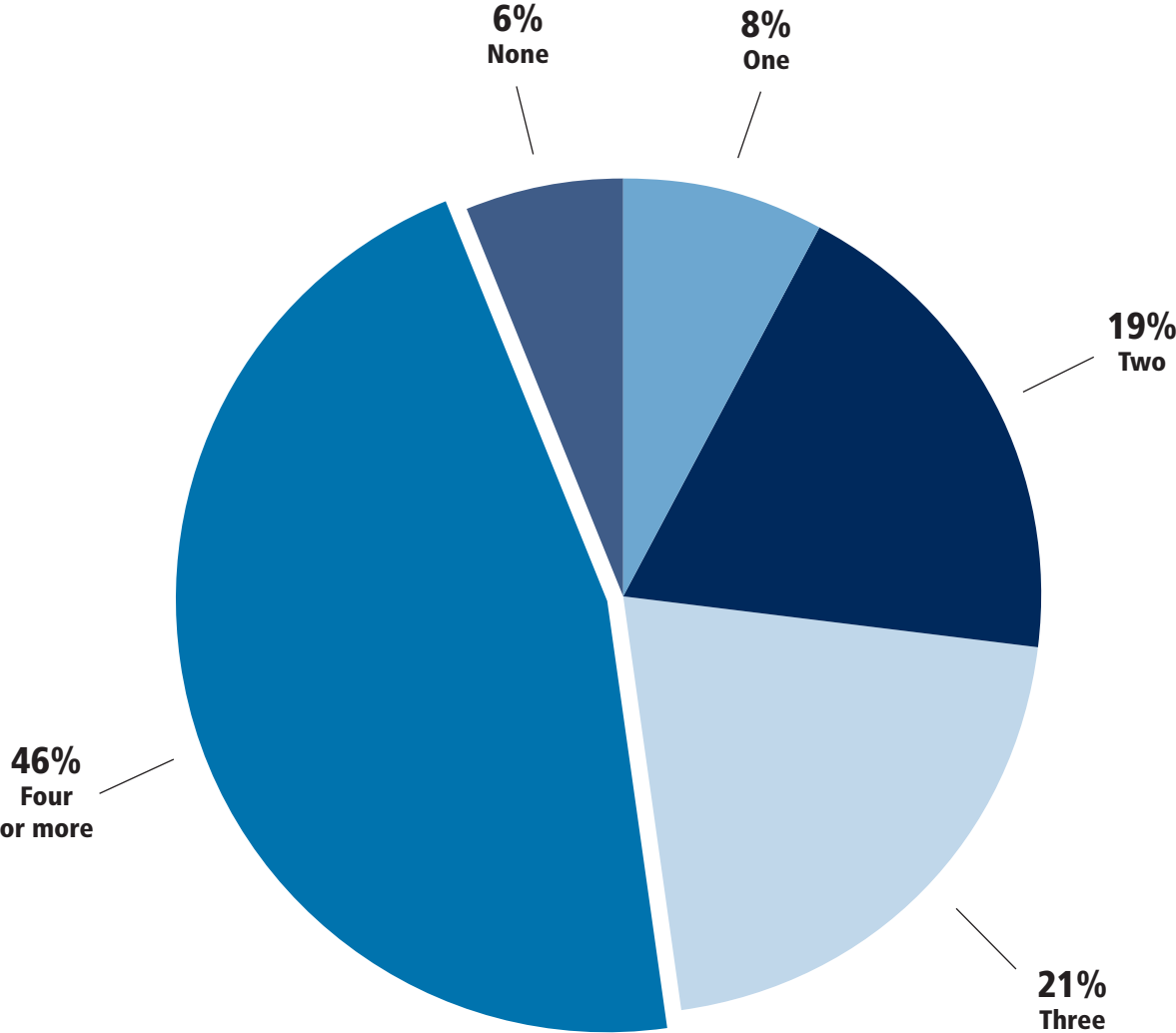
The last two questions, nine and ten, examine the recommendation habits of DCs and how successful they are. Question nine shows that 36% recommend nutritional supplements to "almost all" of their patients. Question ten shows that a remarkable third of those (12% of the total) are successful in that "almost all" of their patients purchase nutritional supplements from them.

This information should be used to better understand the purchasing habits of doctors of chiropractic and their opinions of the twenty nutritional supplement companies that were included.



**1. How many different nutrition supplement companies do you currently purchase nutritional products from for your patients?**

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## 2a. How aware are you of the following nutritional supplement companies?

	<b>I'm A Customer</b>	<b>Very Aware</b>	<b>Somewhat Aware</b>	<b>Never Heard of Them</b>
<b>Standard Process</b>	64%	21%	12%	2%
<b>Nutri-West</b>	31%	34%	34%	2%
<b>Dee Cee Labs</b>	27%	29%	35%	10%
<b>Biotics Research</b>	22%	24%	35%	20%
<b>Anabolic Labs</b>	18%	36%	38%	7%
<b>Douglas Labs</b>	17%	30%	36%	16%
<b>Nordic Naturals</b>	15%	23%	16%	46%
<b>Apex Nutritional Complexes</b>	12%	12%	24%	52%
<b>Greens First</b>	10%	22%	24%	45%
<b>Ulan Nutritional Systems</b>	7%	21%	36%	36%
<b>Loomis Institute</b>	5%	16%	31%	47%
<b>Sedona Labs</b>	5%	9%	30%	56%
<b>Biopharma Scientific</b>	5%	10%	25%	60%
<b>Drucker Labs</b>	5%	12%	40%	42%
<b>Innate Products</b>	3%	6%	18%	73%
<b>A.C. Grace</b>	1%	4%	10%	84%
<b>Chews 4 Health</b>	1%	10%	27%	62%
<b>Seroyal</b>	1%	8%	32%	60%
<b>Nutra Naturals</b>	0%	7%	21%	73%
<b>NOW Foods</b>	0%	4%	22%	74%



## 2b. How aware are you of the following nutritional supplement companies?

	<b>I'm A Customer</b>	<b>Very Aware</b>	<b>Somewhat Aware</b>	<b>Never Heard of Them</b>
<b>Standard Process</b>	64%	21%	12%	2%
<b>Nutri-West</b>	31%	34%	34%	2%
<b>Anabolic Labs</b>	18%	36%	38%	7%
<b>Dee Cee Labs</b>	27%	29%	35%	10%
<b>Douglas Labs</b>	17%	30%	36%	16%
<b>Biotics Research</b>	22%	24%	35%	20%
<b>Ulan Nutritional Systems</b>	7%	21%	36%	36%
<b>Drucker Labs</b>	5%	12%	40%	42%
<b>Greens First</b>	10%	22%	24%	45%
<b>Nordic Naturals</b>	15%	23%	16%	46%
<b>Loomis Institute</b>	5%	16%	31%	47%
<b>Apex Nutritional Complexes</b>	12%	12%	24%	52%
<b>Sedona Labs</b>	5%	9%	30%	56%
<b>Biopharma Scientific</b>	5%	10%	25%	60%
<b>Seroyal</b>	1%	8%	32%	60%
<b>Chews 4 Health</b>	1%	10%	27%	62%
<b>Innate Products</b>	3%	6%	18%	73%
<b>Nutra Naturals</b>	0%	7%	21%	73%
<b>NOW Foods</b>	0%	4%	22%	74%
<b>A.C. Grace</b>	1%	4%	10%	84%



**3a. Based upon what you know about these companies, how likely are you to purchase products from them?**

	<b>I'm Already A Customer</b>	<b>Very Likely</b>	<b>Somewhat Likely</b>	<b>Don't Like Them</b>	<b>Don't Know Enough About Them To Buy From Them</b>
<b>Standard Process</b>	62%	9%	16%	7%	5%
<b>Dee Cee Labs</b>	31%	6%	20%	9%	34%
<b>Nutri-West</b>	29%	8%	33%	10%	20%
<b>Biotics Research</b>	23%	9%	26%	8%	35%
<b>Anabolic Labs</b>	19%	13%	27%	8%	33%
<b>Douglas Labs</b>	17%	12%	23%	8%	40%
<b>Nordic Naturals</b>	16%	10%	16%	4%	53%
<b>Apex Nutritional Complexes</b>	13%	3%	6%	4%	73%
<b>Greens First</b>	9%	4%	18%	14%	54%
<b>Ulan Nutritional Systems</b>	6%	3%	10%	10%	70%
<b>Sedona Labs</b>	5%	2%	8%	3%	82%
<b>Biopharma Scientific</b>	5%	2%	13%	5%	74%
<b>Loomis Institute</b>	4%	6%	14%	4%	71%
<b>Innate Products</b>	4%	3%	8%	3%	82%
<b>Drucker Labs</b>	3%	4%	13%	8%	71%
<b>A.C. Grace</b>	1%	0%	6%	3%	90%
<b>Chews 4 Health</b>	1%	1%	7%	9%	82%
<b>Nutra Naturals</b>	1%	1%	12%	6%	80%
<b>NOW Foods</b>	0%	2%	11%	11%	76%
<b>Seroyal</b>	0%	3%	14%	9%	74%



**3b. Based upon what you know about these companies, how likely are you to purchase products from them?**

	<b>I'm Already A Customer</b>	<b>Very Likely</b>	<b>Somewhat Likely</b>	<b>Don't Like Them</b>	<b>Don't Know Enough About Them To Buy From Them</b>
<b>Standard Process</b>	62%	9%	16%	7%	5%
<b>Nutri-West</b>	29%	8%	33%	10%	20%
<b>Anabolic Labs</b>	19%	13%	27%	8%	33%
<b>Dee Cee Labs</b>	31%	6%	20%	9%	34%
<b>Biotics Research</b>	23%	9%	26%	8%	35%
<b>Douglas Labs</b>	17%	12%	23%	8%	40%
<b>Nordic Naturals</b>	16%	10%	16%	4%	53%
<b>Greens First</b>	9%	4%	18%	14%	54%
<b>Ulan Nutritional Systems</b>	6%	3%	10%	10%	70%
<b>Loomis Institute</b>	4%	6%	14%	4%	71%
<b>Drucker Labs</b>	3%	4%	13%	8%	71%
<b>Apex Nutritional Complexes</b>	13%	3%	6%	4%	73%
<b>Biopharma Scientific</b>	5%	2%	13%	5%	74%
<b>Seroyal</b>	0%	3%	14%	9%	74%
<b>NOW Foods</b>	0%	2%	11%	11%	76%
<b>Nutra Naturals</b>	1%	1%	12%	6%	80%
<b>Sedona Labs</b>	5%	2%	8%	3%	82%
<b>Innate Products</b>	4%	3%	8%	3%	82%
<b>Chews 4 Health</b>	1%	1%	7%	9%	82%
<b>A.C. Grace</b>	1%	0%	6%	3%	90%



**3c. Based upon what you know about these companies, how likely are you to purchase products from them?**

	<b>I'm already a customer</b>	<b>Very likely</b>	<b>Somewhat likely</b>	<b>Don't Like Them</b>	<b>Don't know enough about them to buy from them</b>
<b>Sedona Labs</b>	5%	2%	8%	3%	82%
<b>Innate Products</b>	4%	3%	8%	3%	82%
<b>A.C. Grace</b>	1%	0%	6%	3%	90%
<b>Nordic Naturals</b>	16%	10%	16%	4%	53%
<b>Loomis Institute</b>	4%	6%	14%	4%	71%
<b>Apex Nutritional Complexes</b>	13%	3%	6%	4%	73%
<b>Biopharma Scientific</b>	5%	2%	13%	5%	74%
<b>Nutra Naturals</b>	1%	1%	12%	6%	80%
<b>Standard Process</b>	62%	9%	16%	7%	5%
<b>Anabolic Labs</b>	19%	13%	27%	8%	33%
<b>Biotics Research</b>	23%	9%	26%	8%	35%
<b>Douglas Labs</b>	17%	12%	23%	8%	40%
<b>Drucker Labs</b>	3%	4%	13%	8%	71%
<b>Dee Cee Labs</b>	31%	6%	20%	9%	34%
<b>Seroyal</b>	0%	3%	14%	9%	74%
<b>Chews 4 Health</b>	1%	1%	7%	9%	82%
<b>Nutri-West</b>	29%	8%	33%	10%	20%
<b>Ulan Nutritional Systems</b>	6%	3%	10%	10%	70%
<b>NOW Foods</b>	0%	2%	11%	11%	76%
<b>Greens First</b>	9%	4%	18%	14%	54%



**4. Which of the following companies do you currently purchase the majority of your nutritional supplements from?**

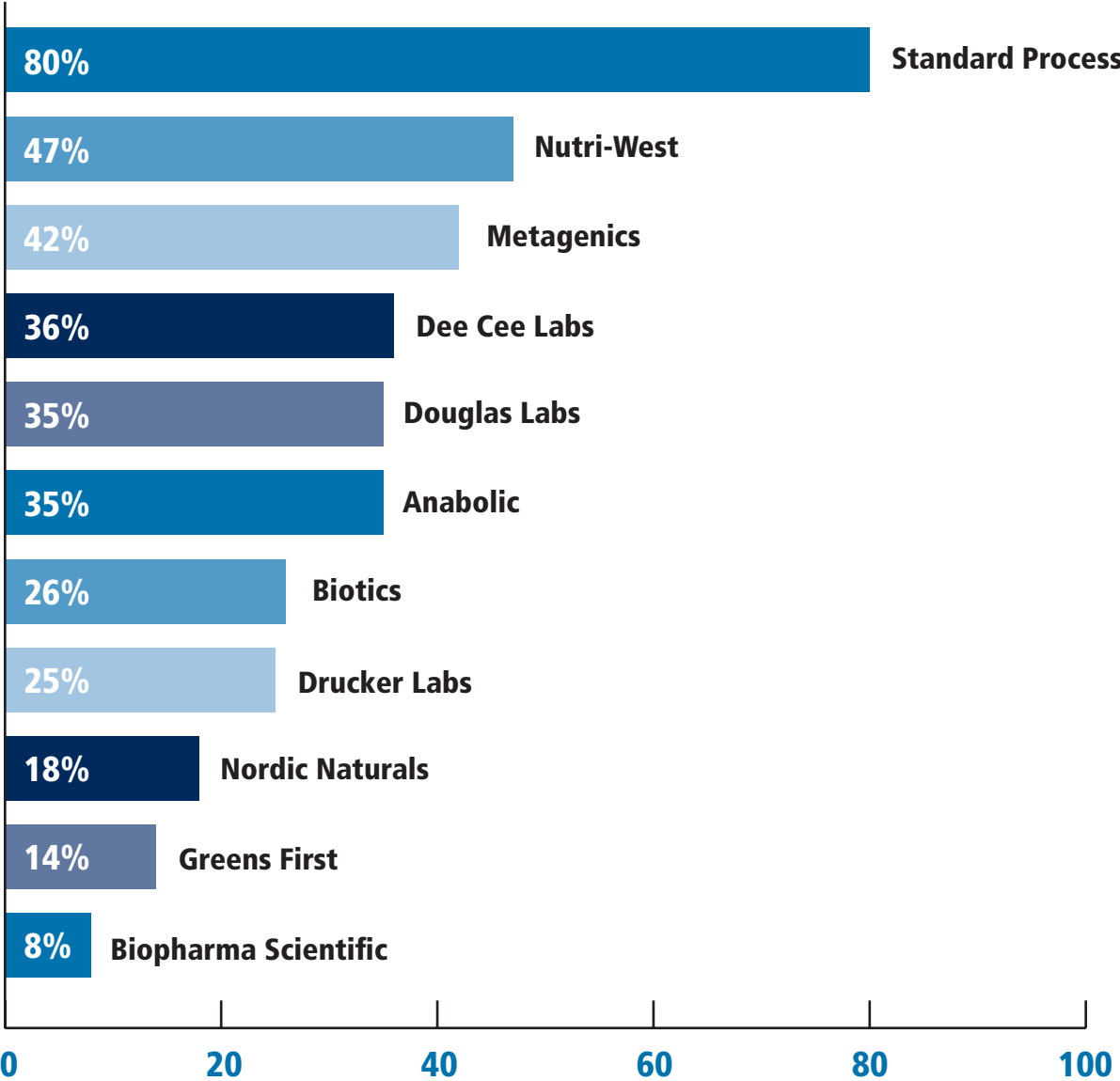
Standard Process	29%	Loomis Institute	2%
Anabolic Labs	12%	Biopharma Scientific	2%
Biotics Research	11%	Ulan Nutritional Systems	1%
Douglas Labs	10%	Sedona Labs	1%
Nutri-West	7%	NOW Foods	1%
Dee Cee Labs	6%	Seroyal	1%
Nordic Naturals	5%	Drucker Labs	1%
Innate Products	4%	A.C. Grace	0%
Greens First	4%	Chews 4 Health	0%
Apex Nutritional Complexes	3%	Nutra Naturals	0%

**5. How well do you agree with the following statements regarding the nutritional supplement company you currently purchase nutritional products from:**

	<b>Totally Agree</b>	<b>Somewhat Agree</b>	<b>Somewhat Disagree</b>	<b>Totally Disagree</b>
I am confident in the quality of their products	83%	13%	3%	2%
I believe in their nutritional philosophy	72%	24%	3%	2%
They have excellent customer service	59%	36%	3%	2%
Their pricing represents a great value for the money	40%	46%	13%	1%
Their pricing is very affordable	35%	51%	12%	3%

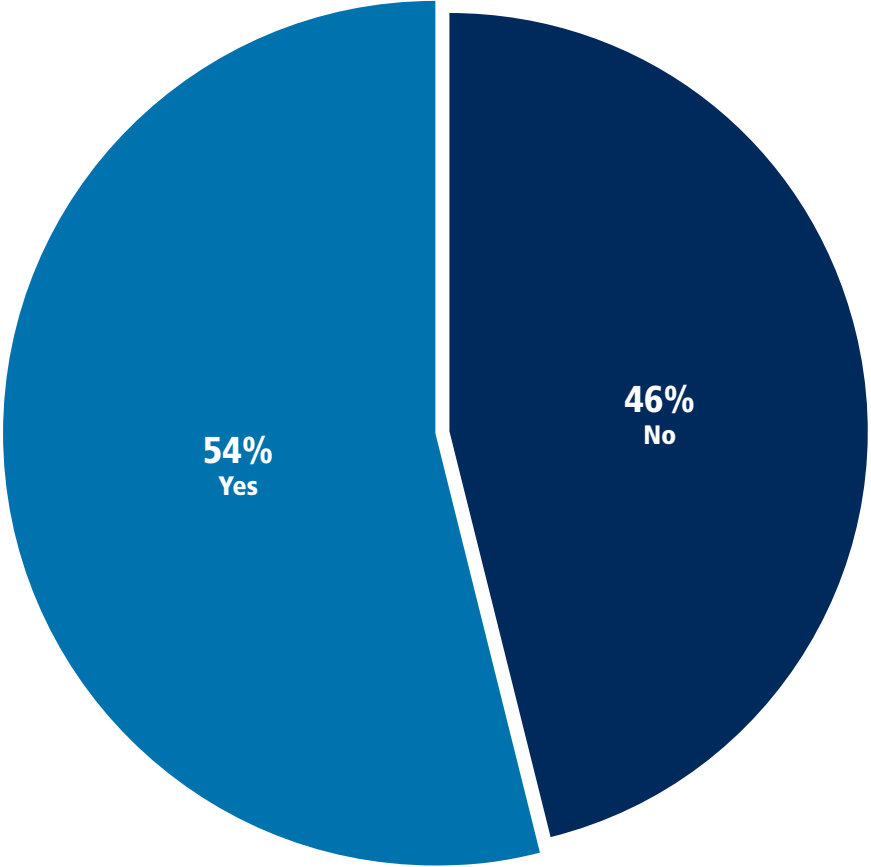


**6. Which companies' advertisements have you specifically noticed in the last year?**



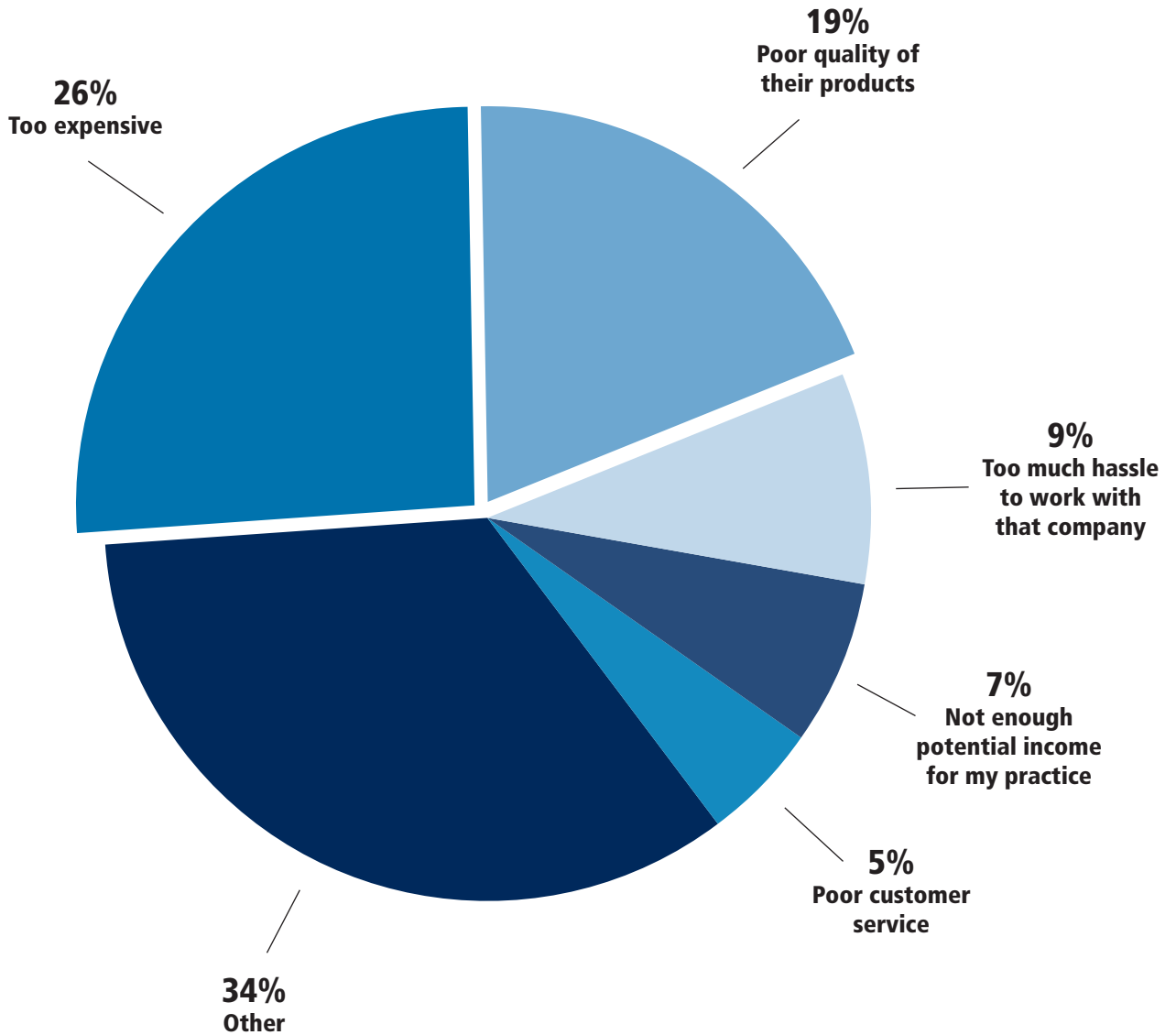
**7. Are there nutritional supplement companies that you used to purchase from that you no longer purchase from?**

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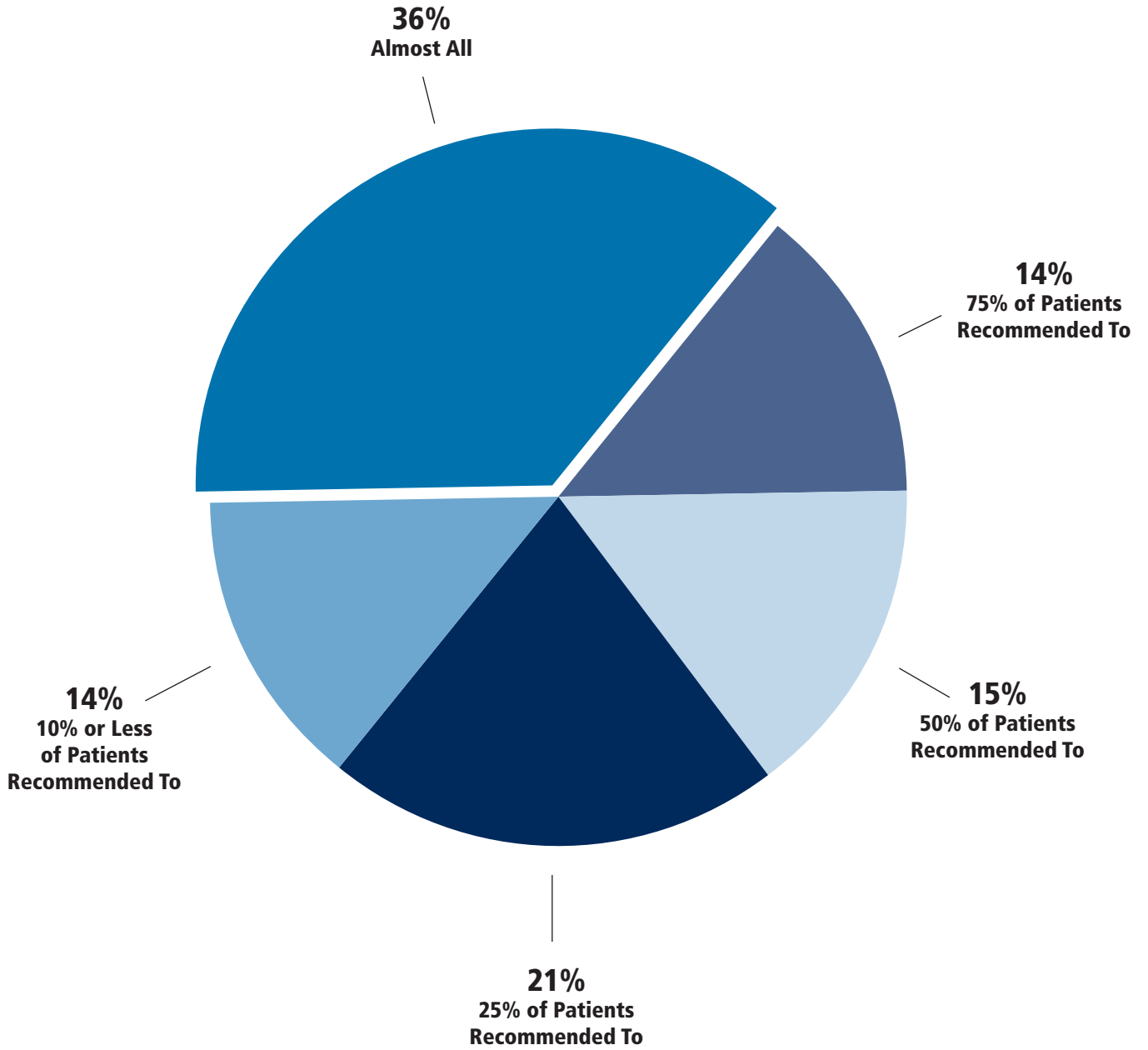
**8. What is the primary reason you decided not to purchase from them anymore?**

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**9. Approximately what percentage of your patients do you recommend nutritional supplements to?**

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**10. Approximately what percentage of your patients buy nutritional supplements from you?**

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