

**Dynamic Chiropractic's  
NUTRITIONAL SUPPLEMENT  
SURVEY**

**Executive Summary**

A RESEARCH REPORT BY



# METHODOLOGY

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The DC Nutritional Supplement Survey was initiated on September 7, 2011 and completed on September 13, 2011 by MPA Media, publishers of *Dynamic Chiropractic*, *DC PracticeINSIGHTS Nutritional Wellness*, *To Your Health*, *Acupuncture Today* and *Massage Today*. The survey was sent to approximately 38,392 doctors of chiropractic (DC) with a response rate of 1 percent. Like all online surveys, participants tend to “self select” based upon their interest in the topic presented.

# DISCUSSION

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This survey is intended to understand how nutritional supplements play a role in the chiropractic practice and better understand related opinions of doctors of chiropractic. Also, the survey explores whether doctors of chiropractic and their staff take nutritional supplements themselves and how this might impact their recommendation behavior. This data also offers insight into age trends as they relate to chiropractors who take and recommend nutritional supplements.

In question one, DCs were asked how many different nutritional supplement companies they currently purchase nutritional products from for their patients, 46 percent answered four or more companies, followed by 23 percent who said three and 15 percent who said two.

Question two asks DCs to select all companies’ advertisements they have specifically noticed in the last year. Standard Process, Nutri-West, and Metagenics were noticed by 50 percent or more of those DCs who took the survey, followed by Dee Cee Labs, Biotics Research, Anabolic Labs and Douglas Labs. The results seem to be somewhat reflective of companies’ advertising budget. Those with larger budgets over several years tend to be at the top end of these results.

Understanding the value of nutritional products offered by companies is measured in question three. More than half of the DCs stated that they understood “very well” or “somewhat” the value of these companies’ nutritional products: Standard Process, Metagenics, Nutri-West, Biotics Research, Dee Cee Labs, Anabolic Labs, and Douglas Labs. Again, this list tends to reflect those companies that have spent larger amounts of money advertising for longer periods of time.

Question four evaluated the opinions of DCs regarding the nutritional supplement companies they currently purchase from. The majority of DCs (93 percent)



“totally” or “somewhat” agree they understand what makes the products of the company they currently purchase from better than other supplements. This percentage increased as the doctors age rose above 35 years, suggesting that the doctors’ understanding increased with their time in practice.

A large majority (92 percent) of DCs “totally” or “somewhat” agree that they can effectively communicate the value of companies’ products to their patients. Again, this percentage increased as the doctors’ age rose suggesting that the doctors’ ability to communicate value increased with their time in practice.

The majority (80 percent) of DCs “totally” or “somewhat” agree they feel qualified to compare the relative value of nutritional products offered by different companies. These results also increased with the age of the practitioner.

For the statement: “all nutritional supplements are pretty much the same,” the majority (90 percent) of DCs “totally” to “somewhat” disagree. There was no specific trend to this response as it related to age.

Seventy-nine percent of DCs “totally” or “somewhat” agree that there are some nutritional companies’ products that they are not comfortable offering to their patients. Agreeing DCs were found more to be between 25 and 44 years old, suggesting a lower comfort level in younger DCs in offering certain companies’ nutritional products.

Question five found 94 percent of DCs personally take the nutritional supplements that they recommend to their patients. Here, the percentage of those taking nutritional supplements increases with the doctors’ age. There was a 10 percent rise between the percentage of those taking nutritional supplements at 25-34 years old and the percentage of those reaching retiring age (55-64 years old). Eighty-four percent of DCs said in question six that their staff also takes the nutritional supplements that they recommend to their patients.

In question seven, the majority of DCs surveyed (73 percent) do personally use herbs to maintain their health. The percentage of DCs using herbs to maintain their health jumps significantly between age brackets leading to more than a 30 percent jump from those taking herbs at 25-34 years old and those within retiring age (55 and older). Sixty-one percent of DCs said in question eight that their staff also use herbs to maintain their health. Eight percent answered no, but their staff should.

Question nine found that 35 percent of DCs surveyed were between 55 and 64 years old, followed by 29 percent between 45 and 54 years old, 20 percent between 35 and 44 years old, 8 percent between 25 and 34 years old and 7 percent 65 years or older. This shows an alarming disparity between the 8 percent of young DCs (34 and younger) just entering the chiropractic profession and the 42 percent of DCs close to or within retiring age (55 and older). This reveals a potential shortage of new DCs as older DCs retire.



# CONCLUSION

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Overall, there appears to be a high level of confidence among DCs in their understanding and knowledge of nutritional companies and the nutritional products that they purchase for their patients, which is more pronounced among older DCs. It is also evident that a large majority (94 percent) of DCs do personally take the nutritional supplements that they recommend for their patients as well as a majority of their staff (84 percent). It also appears that doctors 35 years or older who are actively taking nutritional supplements are the most confident about their knowledge and thus better equipped to recommend nutritional supplements to their patients.

Forty-six percent of DCs purchase supplements from four or more different nutritional supplement companies for their patients and another 23 percent purchase from three companies. These numbers reveal greater product line awareness among doctors and their willingness to integrate products from a variety of different companies.

The advertisements of Standard Process, Nutri-West and Metagenics were specifically noticed by 50 percent or more doctors of chiropractic, followed by Dee Cee Labs, Biotics Research, Anabolic Labs and Douglas Labs. This would appear to be the results of larger advertising budgets over several years.

This survey finds a trend within DCs who say they actively take nutritional supplements and herbs. There exists a 10 percent rise in the percentage of DCs taking nutritional supplements early in their career (25-34 years old) and those nearing retirement age (55-64 years old). For DCs taking herbs, there exists more than a 30 percent jump between young DCs (25-34 years old) and DCs within retiring age (55 and older). It is evident that as DCs age, the use of nutritional supplements and herbs also rises, assumably as the DCs develop a trust for these products.

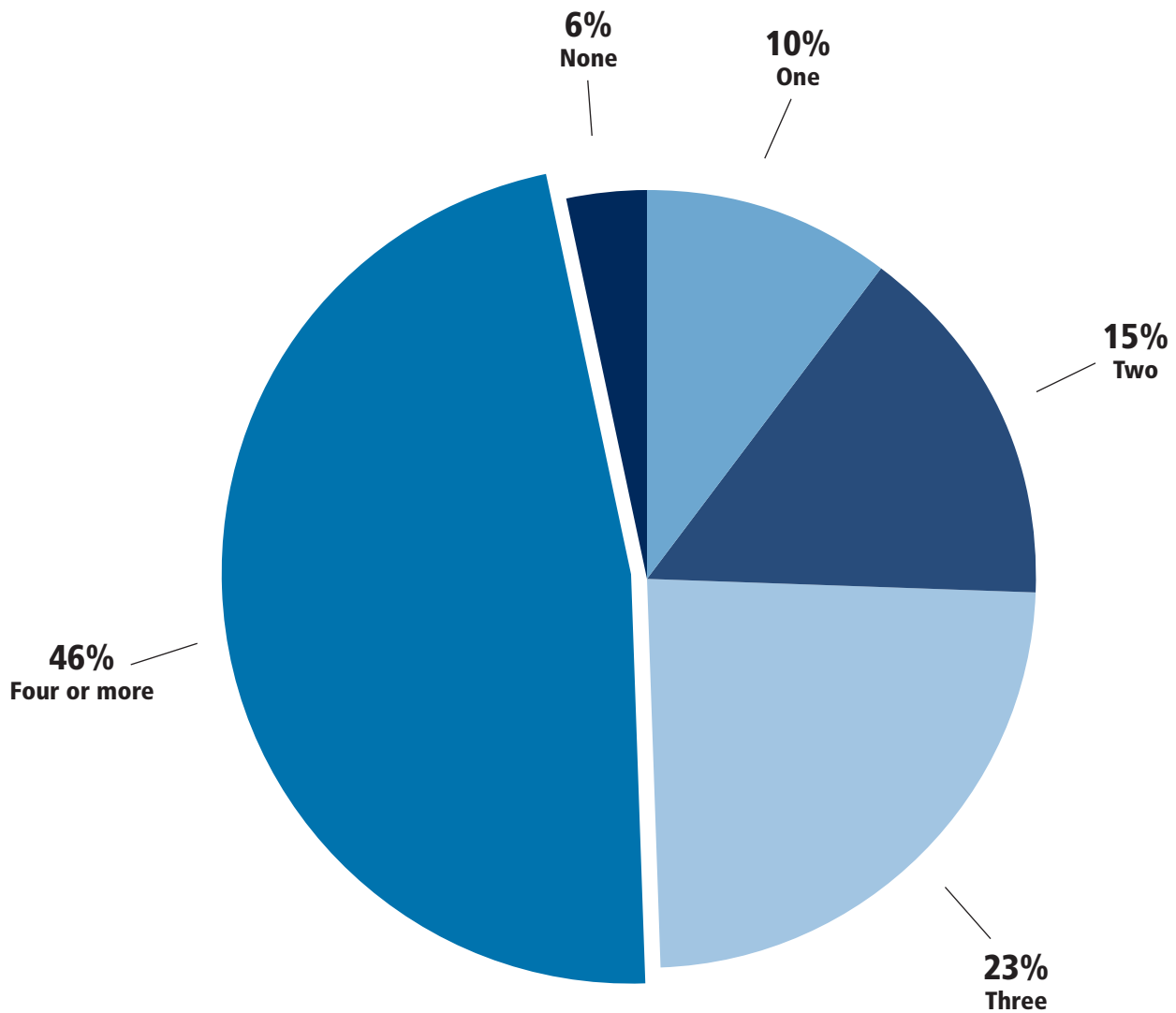
In surveying the age of DCs, a 34 percent gap is noticed between DCs close or within retiring age (55 and older) and younger DCs (34 and younger) DCs recently graduating into the profession. This should be of concern for future replacements of those retiring from practice.

The information revealed in this survey can be used to better understand how ad budgets, maturity and personal use play a role in how DCs respond to and recommend nutritional supplements and herbs.

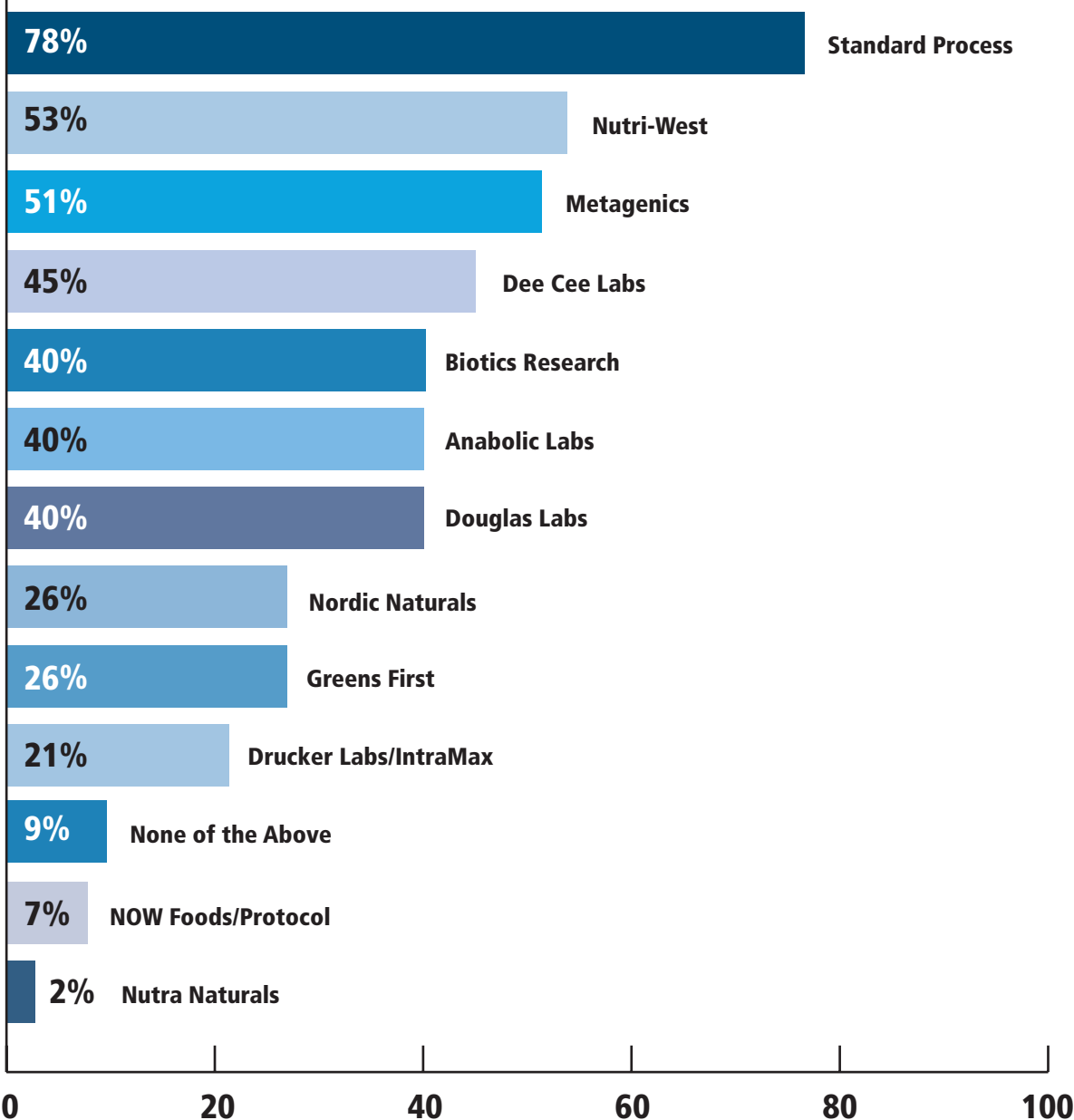


**1. How many different nutrition supplement companies do you currently purchase nutritional products from for your patients?**

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**2. Which companies' advertisement have you specifically noticed in the last year?**



**3a. How well do you understand the value of the nutritional products offered by each of these companies?**

	<b>Very well</b>	<b>Somewhat</b>	<b>Don't know much about their products</b>
<b>Standard Process</b>	67%	24%	9%
<b>Metagenics</b>	41%	35%	25%
<b>Nutri-West</b>	33%	33%	35%
<b>Biotics Research</b>	28%	27%	46%
<b>Dee Cee Labs</b>	26%	29%	46%
<b>Nordic Naturals</b>	24%	22%	54%
<b>Anabolic Labs</b>	22%	33%	46%
<b>Douglas Labs</b>	20%	31%	49%
<b>Greens First</b>	16%	25%	59%
<b>Drucker Labs/IntraMax</b>	8%	18%	74%
<b>NOW Foods/Protocol</b>	7%	13%	80%
<b>Nutra Naturals</b>	2%	10%	88%



**3b. How well do you understand the value of the nutritional products offered by each of these companies?**

	<b>Very well</b>	<b>Somewhat</b>	<b>Don't know much about their products</b>
<b>Standard Process</b>	67%	24%	9%
<b>Metagenics</b>	41%	35%	25%
<b>Nutri-West</b>	33%	33%	35%
<b>Anabolic Labs</b>	22%	33%	46%
<b>Biotics Research</b>	28%	27%	46%
<b>Dee Cee Labs</b>	26%	29%	46%
<b>Douglas Labs</b>	20%	31%	49%
<b>Nordic Naturals</b>	24%	22%	54%
<b>Greens First</b>	16%	25%	59%
<b>Drucker Labs/IntraMax</b>	8%	18%	74%
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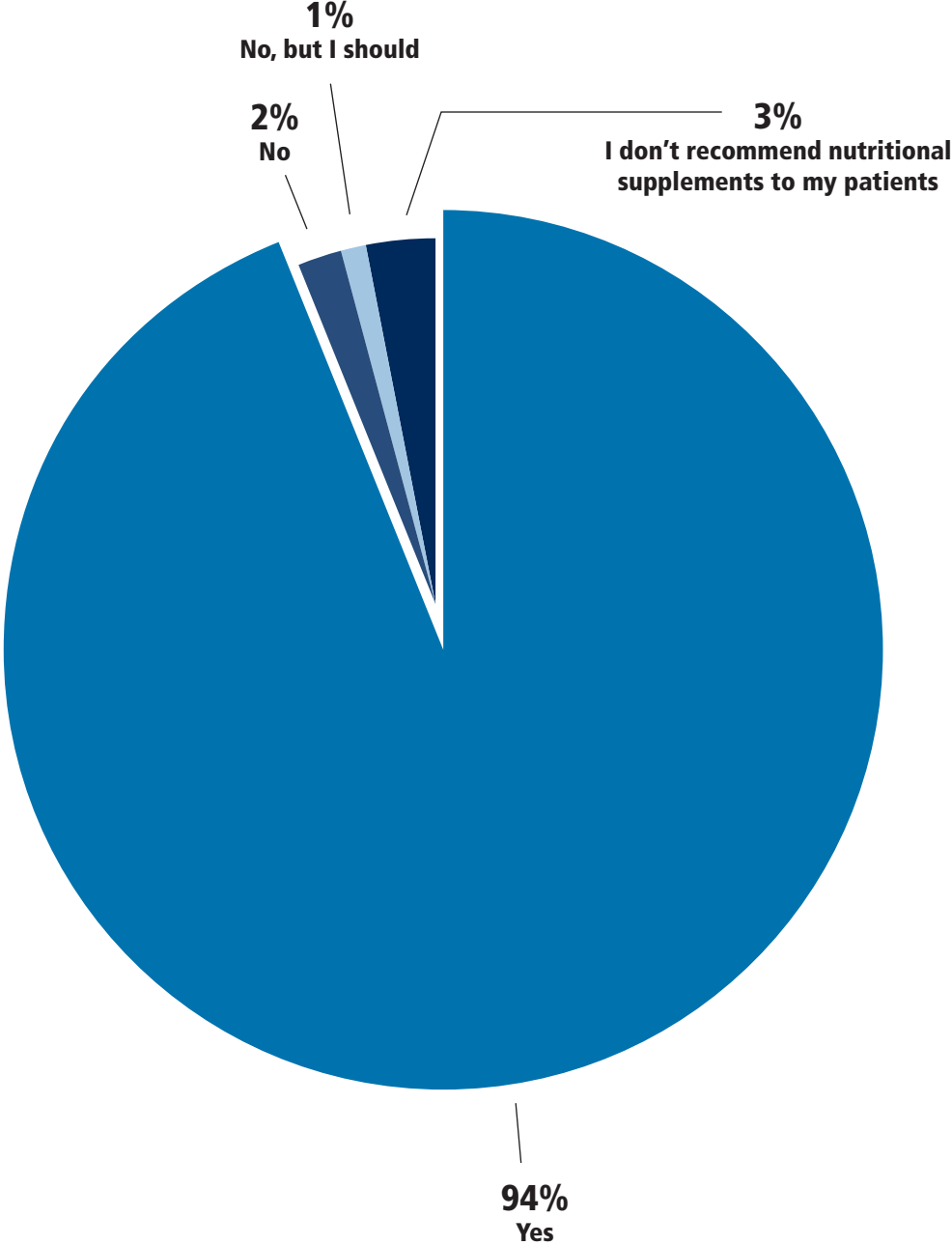
**4. How well do you agree with the following statements regarding the nutritional supplement company you currently purchase nutritional products from:**

	<b>Totally agree</b>	<b>Somewhat agree</b>	<b>Somewhat disagree</b>	<b>Totally disagree</b>
I understand what makes their products better than other supplements.	66%	27%	4%	3%
I can effectively communicate the value of their products to my patients.	65%	27%	5%	3%
I feel qualified to compare the relative value of nutritional products offered by different companies.	48%	32%	14%	6%
All nutritional supplements are pretty much the same.	2%	8%	21%	69%
There are some nutritional supplement companies that I am not comfortable offering to my patients.	55%	24%	11%	10%



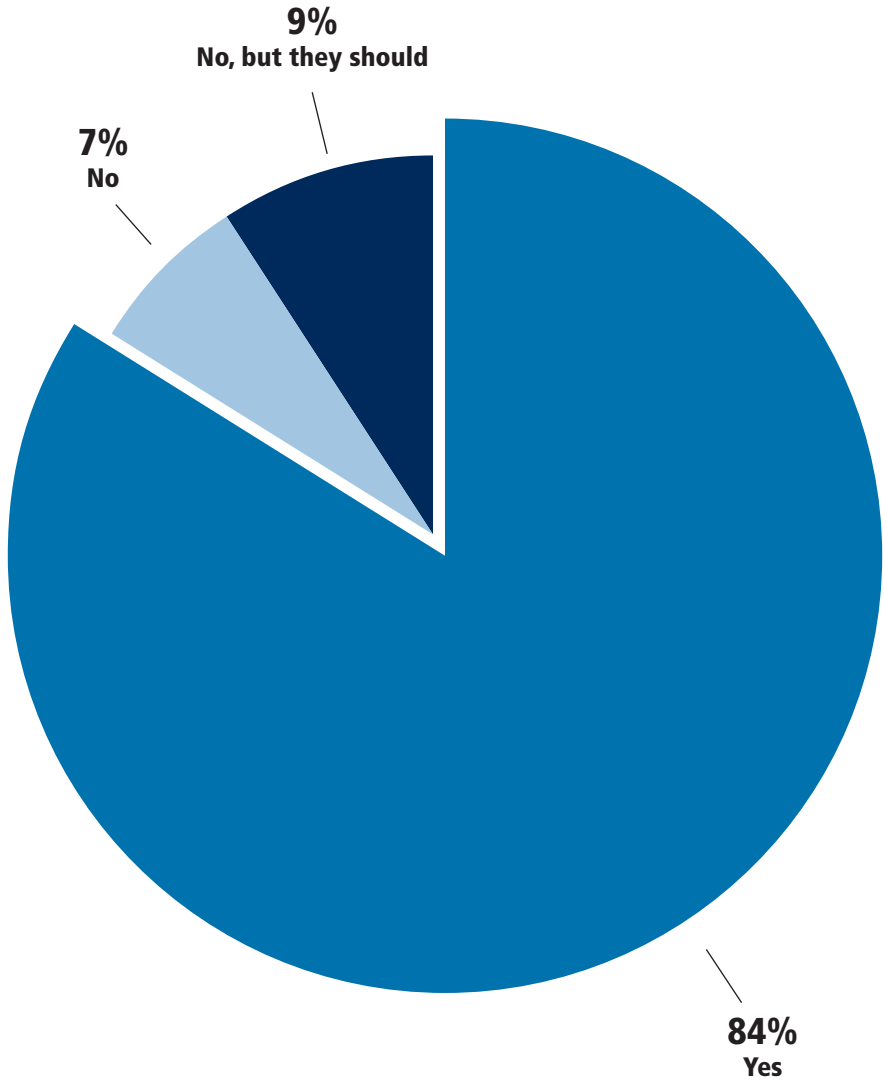
**5. Do you personally take the nutritional supplements that you recommend to your patients?**

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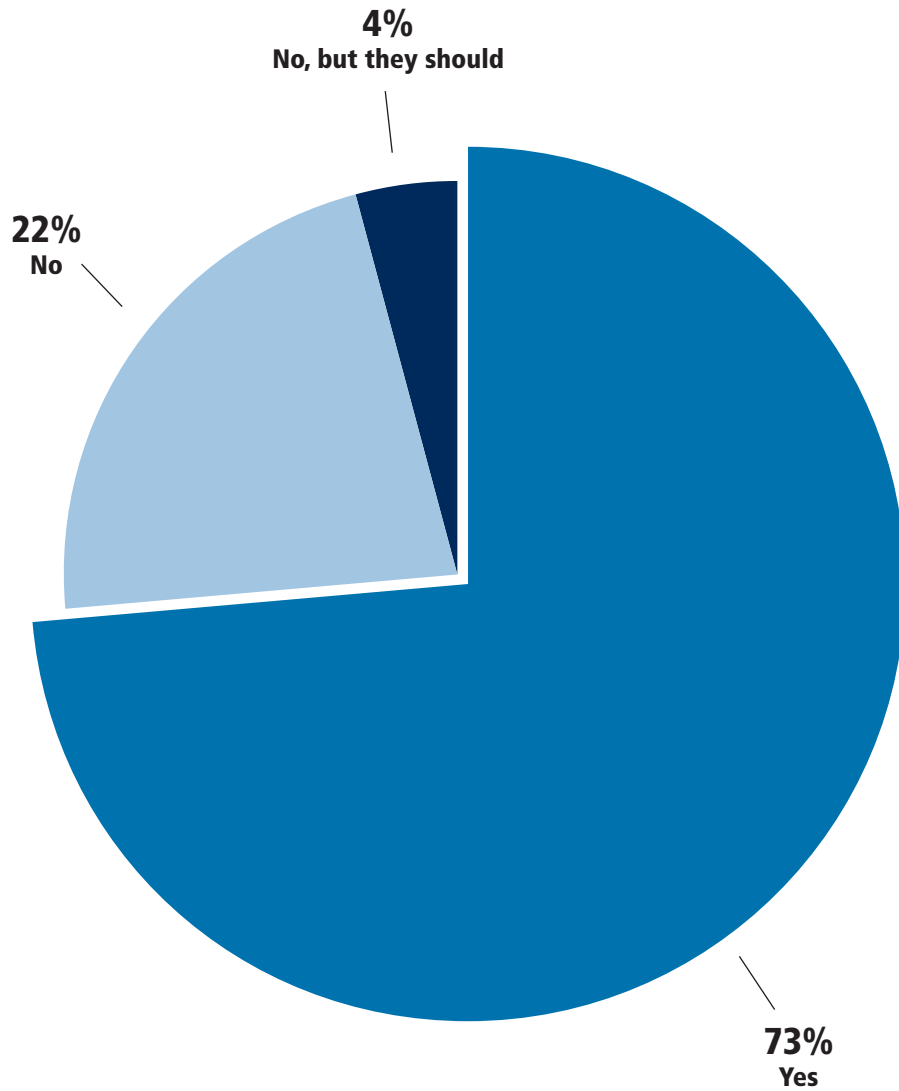
6. Does your staff take the nutritional supplements that you recommend to your patients?

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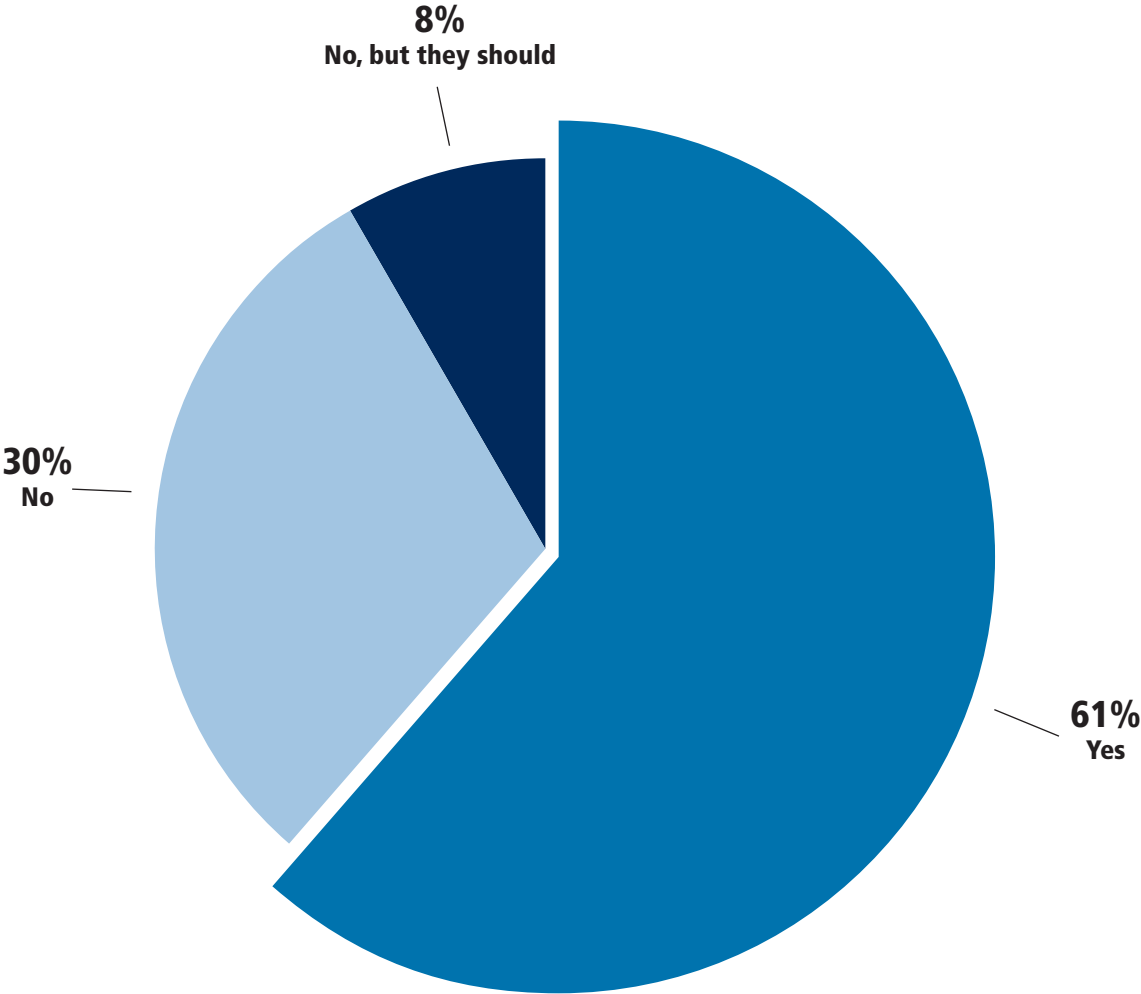
## 7. Do you personally use *herbs* in maintaining your health?

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**8. Does your staff use *herbs* in maintaining their health?**

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**9. What is your age?**

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