

2026 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
Wave 196: Supplements
July 6-12, 2026

QUESTIONNAIRE

Note: The questions presented below are part of a larger survey conducted on the American Trends Panel. For all questions, the 98 ("don't know" in phone mode) and 99 (refusal in phone mode and no answer in web mode) codes are combined in the data for analytical purposes.

PN = Programming note

 -----**MAIN QUESTIONNAIRE BEGINS HERE**-----

ADDITIONAL QUESTIONS PREVIOUSLY RELEASED OR HELD FOR FUTURE RELEASE.

TXT:

DISPLAY TO ALL:

Just a few last questions...

BAT: TAKESUPP

ASK ALL:

[PN: RANDOMIZE ITEMS, HOLDING ITEM "OTHER" ALWAYS LAST; INCLUDE RANDOMIZATION IN DATA FILE]

[PN: IF WEB:] In this survey, "supplements" refers to products like vitamins, minerals, herbals, protein powders, melatonin or probiotics that you may take for health reasons. It does not include prescription drugs or over-the-counter drugs like Tylenol.

[PN: IF WEB:] Are you currently taking any of the following types of supplements for your health?

[PN: IF CATI: READ FOR FIRST ITEM:] In this survey, "supplements" refers to products like vitamins, minerals, herbals (**PRONO: UR-buhlz**), protein powders, melatonin (**PRONO: mel-uh-TOE-nin**) or probiotics (**PRONO: pro-bi-AH-tiks**) that you may take for health reasons. It does not include prescription drugs or over-the-counter drugs like Tylenol. Are you currently taking any of the following types of supplements for your health? First, **(INSERT ITEM)**. (**READ LIST IF NECESSARY**)

[PN: IF CATI: READ FOR SUBSEQUENT ITEMS:] Next, **(INSERT ITEM)**. (**READ AS NECESSARY: Are you currently taking this type of supplement for your health? (READ LIST IF NECESSARY)**)

BATTERY ITEMS:

VITA	[PN: IF WEB:] Vitamins or minerals (such as multivitamins, vitamin D, iron, calcium, zinc) [PN: IF CATI:] Vitamins or minerals such as multivitamins, vitamin D, iron, calcium, or zinc
HERB	[PN: IF WEB:] Herbals (such as ashwagandha, ginseng) [PN: IF CATI:] Herbals (PRONO: UR-buhlz) such as ashwagandha (PRONO: aash-wuh-GAAN-duh) or ginseng (PRONO: JIN-seng)
PROT	[PN: IF WEB:] Protein supplements (such as protein powders, drinks, bars) [PN: IF CATI:] Protein supplements such as protein powders, drinks, or bars
OMEGA	[PN: IF WEB:] Omega oils (such as omega-3, fish oil, krill oil) [PN: IF CATI:] Omega oils such as omega-3, fish oil, or krill oil
OTHER	[PN: IF WEB:] Other supplements not listed (such as melatonin, probiotics) [PN: IF CATI:] Other supplements not listed such as melatonin (PRONO: mel-uh-TOE-nin) or probiotics (PRONO: pro-bi-AH-tiks)

RESPONSE CATEGORIES:

1	[PN: IF WEB:] Yes, currently taking these [PN: IF CATI:] Yes, currently taking these
2	[PN: IF WEB:] No, not currently taking these [PN: IF CATI:] No, not currently taking these
98	[PN: IF CATI:] (DO NOT READ) Don't know
99	[PN: IF WEB:] Web blank / [PN: IF CATI:] (DO NOT READ) Refused

BAT: SUPPIMP**ASK IF TAKES ANY SUPPLEMENTS (TAKESUPP_VITA-TAKESUPP_OTHER=1):****[PN: RANDOMIZE ITEMS IN SAME ORDER AS TAKESUPP, HOLDING ITEM "OTHER" ALWAYS LAST; ROTATE RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS IMPWOMPRES, HOLDING 98 AND 99 LAST; INCLUDE RANDOMIZATION AND ROTATION IN DATA FILE]****[PN: IF WEB:]** How important do you feel the supplements that you take are to your health?**[PN: IF CATI: READ FOR FIRST ITEM:]** How important do you feel the supplements that you take are to your health? First, **(INSERT ITEM)**. Are they **(READ LIST)**?**[PN: IF CATI: READ FOR SUBSEQUENT ITEMS:]** Next, **(INSERT ITEM)**. Are they **(READ LIST)**?**(READ AS NECESSARY:** How important do you feel taking this type of supplement is to your health? **(READ LIST IF NECESSARY))****BATTERY ITEMS:**

VITA **ASK IF TAKES VITAMINS AND MINERALS (TAKESUPP_VITA=1):**
[PN: IF WEB:] Vitamins or minerals (such as multivitamins, vitamin D, iron, calcium, zinc) **[PN: IF CATI:]** Vitamins or minerals such as multivitamins, vitamin D, iron, calcium, or zinc

HERB **ASK IF TAKES HERBALS (TAKESUPP_HERB=1):** **[PN: IF WEB:]** Herbals (such as ashwagandha, ginseng) **[PN: IF CATI:]** Herbals **(PRONO: UR-buhlz)** such as ashwagandha **(PRONO: aash-wuh-GAAN-duh)** or ginseng **(PRONO: JIN-seng)**

PROT **ASK IF TAKES PROTEIN SUPPLEMENTS (TAKESUPP_PROT=1):**
[PN: IF WEB:] Protein supplements (such as protein powders, drinks, bars) **[PN: IF CATI:]** Protein supplements such as protein powders, drinks, or bars

OMEGA **ASK IF TAKES OMEGA OILS (TAKESUPP_OMEGA=1):** **[PN: IF WEB:]** Omega oils (such as omega-3, fish oil, krill oil) **[PN: IF CATI:]** Omega oils such as omega-3, fish oil, or krill oil

OTHER **ASK IF TAKES OTHER SUPPLEMENTS (TAKESUPP_OTHER=1):**
[PN: IF WEB:] Other supplements not listed (such as melatonin, probiotics) **[PN: IF CATI:]** Other supplements not listed such as melatonin **(PRONO: mel-uh-TOE-nin)** or probiotics **(PRONO: pro-bi-AH-tiks)**

RESPONSE CATEGORIES:

1 Extremely important
 2 Very important
 3 Somewhat important
 4 Not too important
 5 Not at all important
 98 **[PN: IF CATI:] (DO NOT READ)** Don't know
 99 **[PN: IF WEB:]** Web blank / **[PN: IF CATI:] (DO NOT READ)** Refused