

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

TOPLINE
N=3,554

Note: All numbers are percentages unless otherwise noted. Rows/columns may not total 100% due to rounding. The questions presented below are part of a larger survey conducted on the American Trends Panel.

"No answer" includes web respondents who do not answer the question as well as telephone respondents who refuse to answer or who say they don't know how to answer. In cases where "Not sure" was offered as an explicit option to web and telephone respondents, the "no answer" category includes only web skips and telephone refusals.

This survey was conducted primarily online, with some interviews conducted by live telephone. This topline shows the programming language for online administration. For details on how questions were slightly modified for phone administration, visit the questionnaire.

PN = Programming note

	Sample size	Margin of error at 95% confidence level
U.S. adults	3,554	+/- 1.9 percentage points

ADDITIONAL QUESTIONS PREVIOUSLY RELEASED OR HELD FOR FUTURE RELEASE.**TAKESUPP****ASK ALL:****[PN: RANDOMIZE ITEMS, HOLDING ITEM "OTHER" ALWAYS LAST]**

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.

Are you currently taking any of the following types of supplements for your health?

		<u>Yes, currently taking these</u>	<u>No, not currently taking these</u>	<u>No answer</u>
VITA.	Vitamins or minerals (such as multivitamins, vitamin D, iron, calcium, zinc) Jul 6-12, 2026	67	33	<1
HERB.	Herbals (such as ashwagandha, ginseng) Jul 6-12, 2026	19	81	<1
PROT.	Protein supplements (such as protein powders, drinks, bars) Jul 6-12, 2026	31	68	<1
OMEGA.	Omega oils (such as omega-3, fish oil, krill oil) Jul 6-12, 2026	25	74	<1
OTHER.	Other supplements not listed (such as melatonin, probiotics) Jul 6-12, 2026	35	64	<1

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]**

How important do you feel the supplements that you take are to your health?

		<u>Extremely important</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not too important</u>	<u>Not at all important</u>	<u>No answer</u>
ASK IF TAKES VITAMINS AND MINERALS (TAKESUPP_VITA=1) [N=2,447]							
VITA.	Vitamins or minerals (such as multivitamins, vitamin D, iron, calcium, zinc)						
	Jul 6-12, 2026	25	38	33	4	<1	<1
ASK IF TAKES HERBALS (TAKESUPP_HERB=1) [N=655]							
HERB.	Herbals (such as ashwagandha, ginseng)						
	Jul 6-12, 2026	21	30	38	9	2	<1
ASK IF TAKES PROTEIN SUPPLEMENTS (TAKESUPP_PROT=1) [N=1,151]							
PROT.	Protein supplements (such as protein powders, drinks, bars)						
	Jul 6-12, 2026	14	30	43	12	2	<1
ASK IF TAKES OMEGA OILS (TAKESUPP_OMEGA=1) [N=896]							
OMEGA.	Omega oils (such as omega-3, fish oil, krill oil)						
	Jul 6-12, 2026	24	39	31	4	1	<1
ASK IF TAKES OTHER SUPPLEMENTS (TAKESUPP_OTHER=1) [N=1,276]							
OTHER.	Other supplements not listed (such as melatonin, probiotics)						
	Jul 6-12, 2026	16	32	42	10	1	0