Hello, I’m calling from FL Research, a national public opinion firm. I want to emphasize that this is not an attempt to sell anything or solicit funds. We’re conducting a short survey in your area and this phone number is on my list. May I please speak with:

(IF THE TELEPHONE NUMBER ENDS IN AN EVEN NUMBER:) The youngest woman living at this household who is 18 years old or older and is home at this time.

(IF THE TELEPHONE NUMBER ENDS IN AN ODD NUMBER:) The youngest man living at this household who is 18 years old or older and is home at this time.

(IF NO WOMAN IS THERE, INTERVIEW ANY MAN.) (IF NO MAN IS THERE, INTERVIEW ANY WOMAN.)

(IF AVAILABLE) Before we begin, I want to assure you that your responses will be kept anonymous, and all data will be analyzed in the aggregate only.

1. First, do you live in one of the five boroughs of New York City or Nassau (NASS aw) or Suffolk (SUFF ick) Counties?

   Yes 100% CONTINUE
   No X TERMINATE
   Not sure/Refused X TERMINATE

2. In which one do you live? (DO NOT READ LIST)

   Bronx/Bronx County 11% CONTINUE
   Brooklyn/Kings County 22 CONTINUE
   Manhattan/New York County 15 CONTINUE
   Nassau County 14 CONTINUE
   Queens/Queens County 20 CONTINUE
   Staten Island/Richmond County 5 CONTINUE
   Suffolk County 14 CONTINUE
   Not sure/Refused X TERMINATE

3. Now I’d like to ask you a few questions about supplements. The first question is: do you take any dietary supplements like vitamins, essential oils, or probiotics?

   Yes 46% ASK Q.4
   No 54 SKIP TO Q.14
   Not sure/Refused - SKIP TO Q.14

4. Here are some reasons people might take supplements. Please tell me whether you take a supplement for any of these reasons. (READ LIST RANDOMLY) (ACCEPT UP TO 8 RESPONSES)

   Digestive health 13%* SKIP TO Q.12
   Joint and muscle pain 17 SKIP TO Q.12
   General wellness 68 SKIP TO Q.12
   Anxiety 3 SKIP TO Q.12
   Memory 3 SKIP TO Q.12
   Weight loss 9 SKIP TO Q.12
   To boost your immunity against colds and flu 40 ASK Q.5

(READ LAST)

OR Something else? - SKIP TO Q.12

(DON’T READ)

Not sure/Refused - SKIP TO Q.12

*PERCENTAGES BASED ONLY ON THOSE WHO TAKE SUPPLEMENTS. N=275.
5. Here are some types of supplements people take to ward off colds and flu. Please tell me if you take any of these. (READ LIST RANDOMLY) (ACCEPT UP TO 5 RESPONSES)

- Vitamin C 85%*
- Zinc 26
- Echinacea (ECK in ay sha) 7
- Black Elderberry 2

(READ LAST)

OR Something else? 12
(DON'T READ)
Not sure/Refused 2

6. Do you typically take supplements to ward off cold and flu daily, every other day, weekly, or only when you need them?

- Daily 54%*
- Every other day 2
- Weekly 18
- Only when you need them 25
- Not sure/Refused 1

7. Were these supplements recommended to you by your doctor?

<table>
<thead>
<tr>
<th>Yes</th>
<th>28%*</th>
<th>SKIP TO Q.10</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>71</td>
<td>ASK Q.8-9</td>
</tr>
<tr>
<td>Not sure/Refused</td>
<td>1</td>
<td>ASK Q.8-9</td>
</tr>
</tbody>
</table>

8. What prompted you to take a supplement to ward off colds and flu? Was it... (READ LIST RANDOMLY) (ACCEPT UP TO 6 RESPONSES)

- A recommendation from friends or family 39%*
- News coverage 5
- An advertisement 15
- An internet search 8
- A health care practitioner other than a doctor 9

OR Something else? 24
(DON'T READ)
Not sure/Refused 6
Recommended by my doctor 28

9. Is your doctor aware that you take supplements?

<table>
<thead>
<tr>
<th>Yes</th>
<th>60%*</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>29</td>
</tr>
<tr>
<td>Not sure/Refused</td>
<td>10</td>
</tr>
</tbody>
</table>

10. Do you think the supplements you take to ward off colds and flu are very effective, somewhat effective, not very effective, or not effective at all at preventing you from getting a cold or flu?

- Very effective 39%*
- Somewhat effective 54
- Not very effective 3
- Not effective at all 3
- Not sure/Refused 2

11. Have you had a flu shot this year?

<table>
<thead>
<tr>
<th>Yes</th>
<th>59%*</th>
<th>SKIP TO Q.13</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>39</td>
<td>SKIP TO Q.13</td>
</tr>
<tr>
<td>Not sure/Refused</td>
<td>2</td>
<td>SKIP TO Q.13</td>
</tr>
</tbody>
</table>

*PERCENTAGES IN Q.5-11 BASED ONLY ON THOSE WHO TAKE ANTI-COLD/FLU SUPPLEMENTS. N=109.
12. Is your doctor aware that you take supplements?

- Yes 83%*
- No 13
- Not sure/Refused 4

*PERCENTAGES BASED ONLY ON THOSE WHO TAKE SUPPLEMENTS FOR THINGS OTHER THAN COLD/FLU PREVENTION. N=166.

13. Using your best estimate, how much would you say spend on supplements for your personal use each month? Do you spend (READ LIST IN ORDER)

- Less than 25 dollars 52%**
- Between 25 and 100 dollars 39
- Over 100 but less than 250 dollars 4
- Over 250 dollars 1
- Not sure/Refused 4

**PERCENTAGES BASED ONLY ON THOSE WHO TAKE ANY SUPPLEMENTS. N=275.

14. Do you have children under age 18 in your household?

- Yes 24% ASK Q.15
- No 75 SKIP TO Q.17
- Not Sure/Refused 1 SKIP TO Q.17

15. Do you give supplements to your children?

- Yes 36%*** ASK Q.16
- No 64 SKIP TO Q.17
- Not Sure/Refused - SKIP TO Q.17

***PERCENTAGES BASED ONLY ON RESPONDENTS WITH CHILDREN IN HH. N=141.

16. Did your child’s pediatrician recommend the supplements or not?

- Yes 61%****
- No 37
- Not sure/Refused 2

****PERCENTAGES BASED ONLY ON RESPONDENTS WHO GIVE THEIR CHILDREN SUPPLEMENTS. N=51.

17. Finally, are you aware that supplements are not regulated by the Food and Drug Administration, sometimes called the F-D-A?

- Yes 48%
- No 41
- Not sure/Refused 11

18. Regardless of how you just answered, does knowing that supplements are not regulated by the F-D-A concern you a lot, some, not much, or not at all?

- A lot 8%
- Some 21
- Not much 22
- Not at all 39
- Not sure/Refused 11
NOW I’D LIKE TO ASK YOU A FEW LAST QUESTIONS FOR COMPARISON PURPOSES ONLY.

19. First, what is your age?

- 18-34: 28%
- 35-49: 28%
- 50-64: 19%
- 65+: 19%
- Not sure/Refused: 7%

20. Are you of Latino, Hispanic, or Spanish origin?

- Yes: 24%
- No: 72%
- Not sure/Refused: 4%

21. And finally, what is your racial background – are you white, black or African American, American Indian, Asian or of some other race? If you are multi-racial, please indicate all races that comprise your racial background. (ACCEPT UP TO SIX RESPONSES)

- White: 44%
- Black/African American: 19%
- American Indian: 1%
- Asian: 6%
- Other: 11%
- Latino/Hispanic/Spanish (vol.): 24%
- Not sure/Refused: 4%

THANK YOU. YOU HAVE BEEN MOST HELPFUL.

THIS INFORMATION IS TO BE RECORDED AFTER THE INTERVIEW HAS BEEN COMPLETED.

22. Respondent’s Gender:

- Male: 47%
- Female: 53%