

HFMA Health of the Nation Survey 2014

Summary of findings

x 10,000

ADULTS TOOK PART IN THE SURVEY, ONE OF THE LARGEST OF ITS KIND



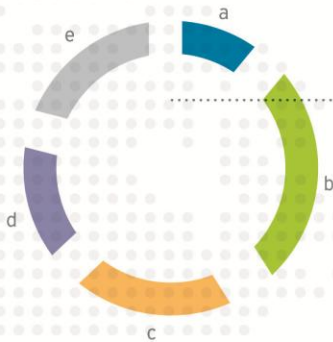
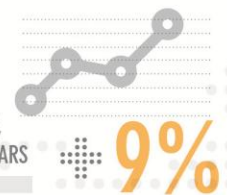
3,602
MEN

6,398
WOMEN

55%
OF THE ADULT
POPULATION,
AROUND
28 MILLION
PEOPLE,



NOW TAKE FOOD SUPPLEMENTS,
A 9% RISE OVER THE LAST TWO YEARS



AGE DEMOGRAPHIC BREAKDOWN

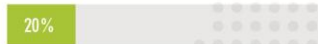
a. 18 - 24	11%
b. 25 - 34	30%
c. 35 - 44	22%
d. 45 - 54	16%
e. 55 +	21%



OF RESPONDENTS THOUGHT THAT SUPPLEMENTS MAY HAVE A POSITIVE ROLE TO PLAY AS PART OF A HEALTHY LIFESTYLE



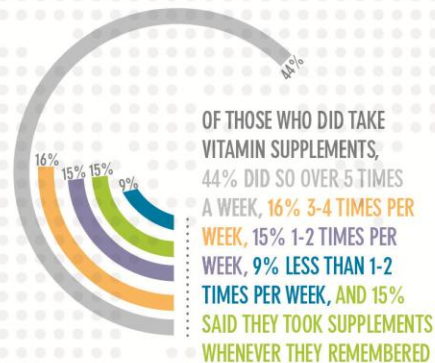
ALMOST 40% SAID THEY TEND TO IGNORE THE STORIES ABOUT VITAMINS THAT THEY READ IN THE PRESS, WHILST 13% SAID IT MADE THEM LESS LIKELY TO BUY VITAMINS



OVER 20% SAY THEIR CHILDREN DON'T GET ENOUGH NUTRIENTS FROM THEIR NORMAL DIET ALONE



BUT ALMOST 60% DO NOT GIVE THEIR CHILDREN SUPPLEMENTS



OF THOSE WHO DID TAKE VITAMIN SUPPLEMENTS, 44% DID SO OVER 5 TIMES A WEEK, 16% 3-4 TIMES PER WEEK, 15% 1-2 TIMES PER WEEK, 9% LESS THAN 1-2 TIMES PER WEEK, AND 15% SAID THEY TOOK SUPPLEMENTS WHENEVER THEY REMEMBERED



ALMOST 40% SAY THEY DON'T HAVE ACCESS TO ENOUGH INFORMATION ON SUPPLEMENTATION



28% COULD NOT RECOGNISE ANY OF THE SIGNS OF VITAMIN D DEFICIENCY, WHILST THE MOST RECOGNISED SIGN WAS TIREDNESS, WITH 32% RECOGNISING THIS

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NEARLY TWO-THIRDS OF WOMEN SAID THEY'D PLAN TO TAKE SUPPLEMENTS DURING A FUTURE PREGNANCY

22% GET THE MAJORITY OF THEIR INFORMATION FROM PRODUCT PACKAGING AND BOXES





The Survey:

This research was conducted by One Poll on behalf of the Health Food Manufacturers' Association (HFMA) of 10,000 adults in the UK during 24th January 2014 and 17th February 2014. The survey covered a comprehensive gender, geographical and adult age representation.

Key findings:

Recognition of the benefits of supplementation

- 55% of the adult population, around 28 million, now take food supplements, a 9% rise over the last two years
- 63% of respondents thought that supplements may have a positive role to play as part of a healthy lifestyle
- Over 20% say their children don't get enough nutrients from their normal diet alone but almost 60% do not give their children supplements
- Of those who did take vitamin supplements, 44% did so over 5 times a week, 16% 3-4 times per week, 15% 1-2 times per week, 9% less than 1-2 times per week, and 15% said they took supplements whenever they remembered
- Nearly two-thirds (64%) of women said they'd plan to take supplements during a future pregnancy
- Of those that take supplements, almost a third (33%) did so for their general health and wellbeing, whilst the second biggest reason was deficiency, with 14% taking supplements for deficiencies
- The most popular provider of supplements was the local supermarket, with 45% buying their supplements here, with the internet being the least favoured outlet, at only 13%
- A fifth of people (20%) did not know which vitamins and minerals were important to protect against loss of bone in later life, whilst 57% suggested calcium, and 37% suggested vitamin D

Information regarding supplementation

- Almost 40% say they don't have access to enough information on supplementation
- 22% get the majority of their information from product packaging and boxes
- Almost 40% said they tend to ignore the stories about vitamins that they read in the press, whilst 13% said it made them less likely to buy vitamins
- Over 35% (37%) say they feel confused by government recommendations or stories in the news about which health remedies / vitamins and minerals they should take, whilst a fifth (20%) have never heard of these recommendations
- Almost 40% (39%) said they tend to ignore the stories about vitamins that they read in the press, whilst 13% said it made them less likely to buy vitamins

Vitamin and mineral intake as a consideration for a 'healthy diet'

- In light of many recent news reports it is not surprise that 'monitoring sugar intake' and 'monitoring fat intake' sits at the top of priorities when considering a 'healthy diet'
- In contrast, 'monitoring vitamin & mineral intake' sits bottom on the list of priorities of 'healthy diet' considerations

Level of understanding around sources of essential nutrients

- Vitamin D
 - With the number of food sources for vitamin D being extremely limited, only 16% eat and consider fresh fish as contributing towards their vitamin D intake and only 11% consider breakfast cereals as a source of vitamin D
 - Conversely, more people (46%) think they are getting vitamin D from vegetables - despite not being a good source for the "sunshine vitamin"
 - Almost 40% (39%) do not know which groups the government advises to take vitamin D supplements
 - In addition, 27% could not recognise any of the signs of vitamin D deficiency
 - To help reduce the loss of bone later in life, only 37% recognised vitamin D and only 57% recognised Calcium as important
 - Only half (51%) think it is particularly important to have sufficient intake of these nutrients for bone health in childhood and only 57% think it important for infancy, whilst a third (33%) of people thought that these nutrients were important for adults aged 80+
 - Almost 40% do not know which vulnerable groups should be given vitamin D supplementation, and only 16% believe everyone should be given vitamin D supplementation in the Spring and Winter
 - Almost a third (27%) could not recognise any of the signs of vitamin D deficiency, whilst the most recognised sign was tiredness, with another 32% recognising this
- Omega 3
 - Despite being the most important source, only 65% eat and consider fresh fish as contributing towards their Omega 3 intake
- Iron
 - Despite being the most important sources, less than 50% (48%) eat and consider red meat as contributing towards their Iron intake and only 7% consider beans - despite being one of very few good vegetable sources of Iron
 - In addition, only 51% recognised 'anaemia' as the health condition linked to insufficient iron in the diet
 - Furthermore, only 51% knew that females aged 11-50 years need more iron in the diet than males of the same age



- Vitamin C
 - Almost a third (29%) do not eat fruit as a way of contributing to their vitamin C intake
 - In addition, despite not being an optimum source, over 1 in 5 (22%) drink fruit squash to contribute to their daily vitamin C requirements, and almost 1 in 10 (9%) consider yoghurt as a good source of vitamin C - despite most yoghurts only containing around 4% of your RDA of vitamin C

Popular dieting trends risk around micronutrient deficiencies

- Over two thirds of dieters (65%) admit that they never think about micronutrient levels whilst on a diet
- With over one in 10 (13%) people have admitted to fasting as part of the 5:2 diet, many are not ensuring adequate micronutrient consumption levels, amongst other health concerns
- Over 55s are even less worried, with 71% not thinking about micronutrient levels whilst on a diet

Tea-drinking habits risk with iron deficiencies

- Over 40% usually have a tea or coffee within an hour after/before breakfast, lunch and dinner
- Despite this, 75% were not aware that caffeine in tea and coffee consumed around meal times can inhibit the absorption of essential minerals, such as iron

Alcohol consumption risk with calcium deficiencies

- While only 18% admit to consuming over 4 standard units of alcohol on a regular day, over 75% (78%) were not aware that this level of alcohol consumption affects the stomachs ability to absorb nutrients such as calcium