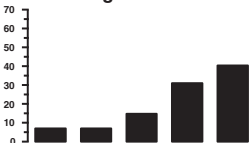


information on label influenced purchase

brand name



ingredients



recommended dosage and directions for use



claims



disclaimers and warnings



quality of product

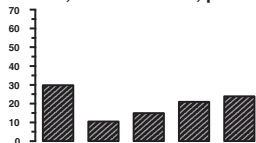


free of banned substances

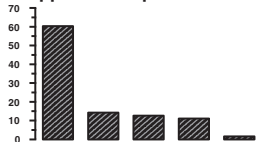


information on label did not influence purchase - other factors did

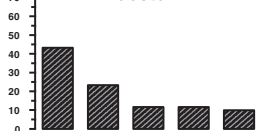
coach, fitness trainer, peers



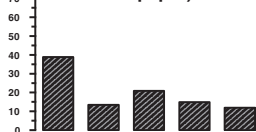
supplement representative



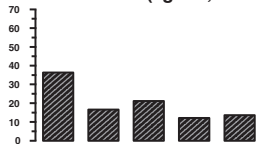
pharmacist, nutritionist, doctor



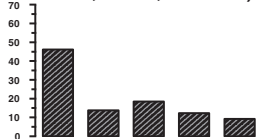
print media (eg. magazine, newspaper)



electronic media (eg. TV, radio)



social media and internet (eg. websites, twitter, facebook)



% of respondents

% of respondents