

CRN survey results shed light on nutrition gaps, multivitamin use

CRN this week issued a [press release](#) highlighting results from an omnibus survey the association commissioned. According to the survey of 1,025 adults 18 years of age and older, 58 percent of Americans acknowledged that they do not eat a balanced diet on a regular basis. Although 81 percent of those asked said that eating a balanced diet was important, only 20 percent said they eat a balanced diet every day. The survey results also showed that 46 percent of U.S. adults take a multivitamin regularly, and 41 percent take a multivitamin every day. More than 90 percent of multivitamin users agree that multivitamins ensure they are "able to get the nutrients they need for a well-balanced diet and overall healthy lifestyle." CRN is using the survey results to underscore the important role multivitamins can play to fill nutrient gaps. The survey was funded by seven companies as part of CRN's Multivitamin Task Force project.