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New National Survey Shows Strong Public Support for Natural Health Options

Americans are more likely to support candidates who protect access to supplements, homeopathics and other natural remedies

Washington, D.C., Oct. 12, 2022 - A new national poll from a coalition of organizations with an interest in natural health, conducted by the Marist Poll, shows that 70% of Americans are more likely to support a congressional candidate who will protect the public's access to dietary supplements and other natural and homeopathic remedies. The Marist Poll, one of the first college-based public opinion polls in the United States, is highly respected, with an "A" rating from ABC News' FiveThirtyEight.

"As the poll indicates, 61% of households use our products daily, and 75% use them at least monthly. The poll also shows overwhelming support for candidates for office who support access to these products. At a time when our industry is under attack at the state and federal level, data points like these demonstrate proposals to require pre-market approval or age restrict products are not mainstream," said Daniel Fabricant, Ph.D. president and CEO of the Natural Products Association. "While our organizations have been successful in blocking these radical proposals, the job is not finished, and we look forward to our continued work taking our message directly to voters, ensuring elected officials know there will be consequences for not supporting the public's access to our products."

"The survey demonstrates that more and more Americans recognize the importance of dietary supplements and other natural options to maintain and regenerate their health," says Gretchen DuBeau, Executive and Legal Director of the Alliance for Natural Health USA. "We hope Congress will listen to their constituents and support access to and information about these natural health options."

"Americans are saying something very simple and clear about natural health: We want to have the choice," says Paola Brown, President of Americans for Homeopathy Choice.

"These survey results make it clear that U.S. consumers rely on these natural health products, including homeopathic medicines," said Peter Gold from the American Institute of Homeopathy, America's oldest national medical society. "It is also clear that consumers will vote to protect their access."

"This is a mandate from Americans that they want continued access to the health products of their choice," says James Gormley, President of Citizens for Health, "and our elected representatives should take notice."

The survey found that the use of supplements and other natural or homeopathic remedies is consistent across all demographic and partisan categories, as is support for congressional candidates who will protect consumer access to these products.

About the Poll:

The Marist Poll conducted this survey of 1,690 adults from September 27th through September 29th, 2022. Adults 18 years of age and older residing in the United States were contacted through a multi-mode design:

By phone using live interviewers, by text, or online. The sampling frames include RDD plus listed landline, cell phone sample based on billing address to account for inward and outward mobility within a state, and aggregated online research panels. Survey questions were available in English or Spanish. Phone and online samples were selected to ensure that each region was represented in proportion to its population. The samples were then combined and balanced to reflect the 2020 American Community Survey 5-year estimates for age, gender, income, and race. Regional adjustments were made for turnout in similar elections. Results are statistically significant within ± 4.0 percentage points. There are 1,562 registered voters. The results for this subset are statistically significant within ± 4.2 percentage points. There are 1,293 registered voters who definitely plan to vote in November's election. The results for this subset are statistically significant within ± 4.6 percentage points. Tables include results for subgroups to only display crosstabs with an acceptable sampling error. It should be noted that although you may not see results listed for a certain group, it does not mean interviews were not completed with those individuals. It simply means the sample size is too small to report. The error margin was adjusted for sample weights and increases for cross-tabulations.

About the Organizations:

Americans for Homeopathy Choice is a national, nonpartisan nonprofit organization that works to safeguard the freedom to choose homeopathy for all Americans. We seek to protect access to the full range of homeopathic medicines used by millions of Americans to restore and maintain their health. We aim to make people aware that homeopathy is a federally recognized form of medicine backed by thousands of research studies, papers and clinical trials. Visit www.homeopathychoice.org

The Alliance for Natural Health USA (ANH) is the largest organization working to promote and protect natural approaches to regenerating health. We believe it is every person's right to select the modalities of their choice to stay healthy, and that responsible healthcare means having the full spectrum of these choices available, particularly effective, safe, and low-cost healing therapies based on high-tech testing, diet, supplements, and lifestyle changes. Visit www.anh-usa.org

Citizens for Health supports a network of 100,000 health-conscious consumers. Its mission is to bring Americans together on common-ground issues and to empower consumers to take informed action to protect the freedom to make their personal health choices. Visit www.citizens.org

The Natural Products Association (NPA) is *the* trade association representing the entire natural products industry. We advocate for our members who supply, manufacture and sell natural ingredients or products for consumers. The Natural Products Association promotes good manufacturing practices as part of the growth and success of the industry. Founded in 1936, NPA represents over 1,000 members accounting for more than 10,000 locations of retailers, manufacturers, wholesalers and distributors of natural products, including foods, dietary supplements, and health/beauty aids. Visit www.npanational.org

The American Institute of Homeopathy, established in 1844, is the oldest national medical association in the United States. Membership is open to licensed physicians (medical, osteopathic, naturopathic and veterinary), dentists, nurse practitioners and physician assistants who have integrated homeopathic medicine into their practice, as well as pharmacologists and pharmacists. Our mission is to promote the science and art of homeopathic medicine, to safeguard the interests of the homeopathic medical profession, to improve the standards of homeopathic medical education, to educate the medical and scientific communities about the scientific basis for homeopathic medicine, and to increase public knowledge and acceptance of homeopathy as a medical specialty. Visit www.homeopathyusa.org