

Carnipure™ - GfK recognition survey

January 2013

Study Design

Method

- ad-hoc online interviews

Sample size

- n=1000 users of dietary supplements and/or functional foods
- Males and females aged 20+

Country

- Germany

Time period

- November 27 – December 5, 2012

Sample Characteristics

	Total	Gender		Age		
		Male	Female	20-39	40-59	60+
<i>Base (n)</i>	<i>1040</i>	<i>427</i>	<i>613</i>	<i>226</i>	<i>413</i>	<i>401</i>
Percentage [%]	100	41	59	21	40	39

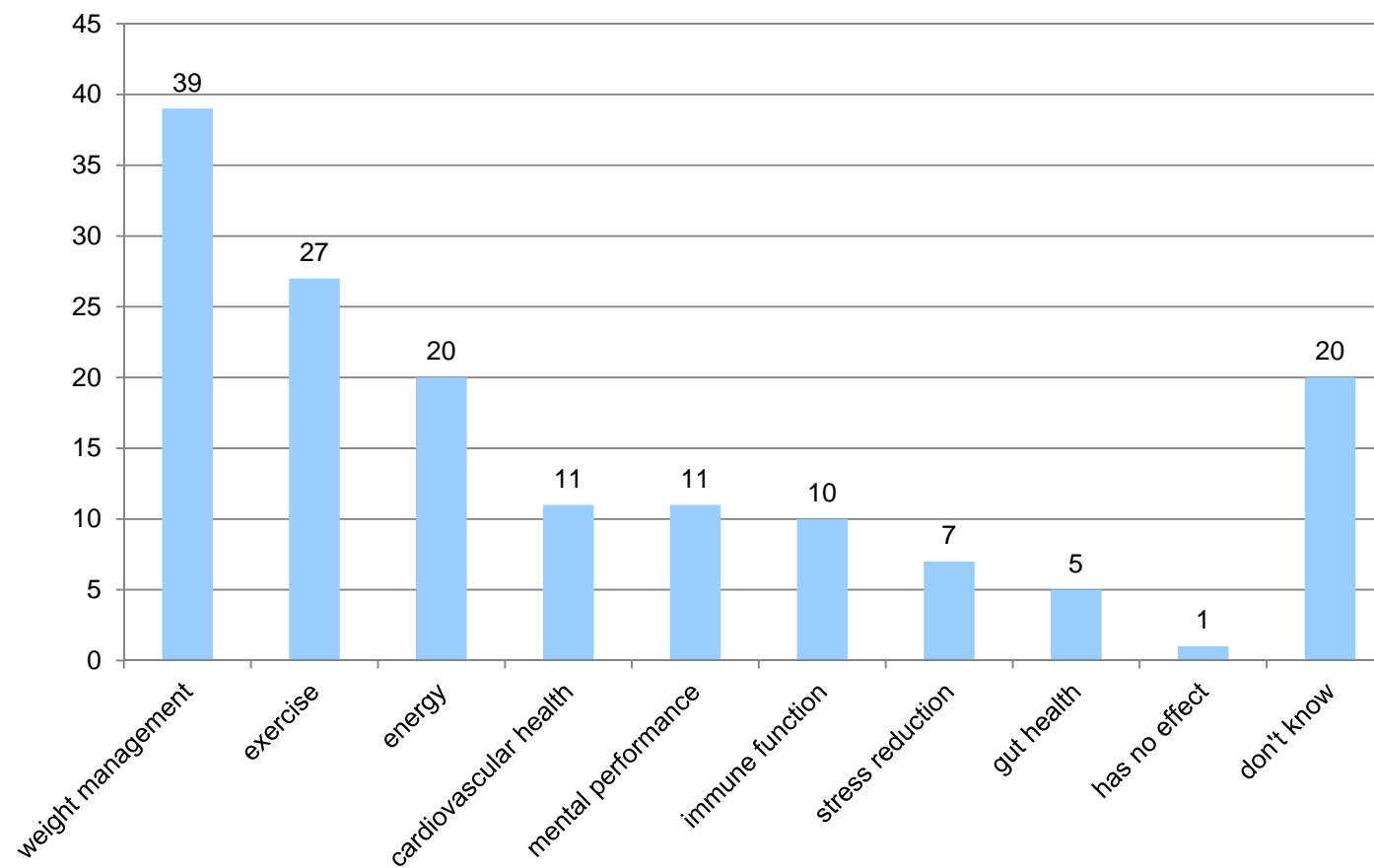
Awareness of L-carnitine

Question: «have you ever heard of L-carnitine?»

	Total	Gender		Age		
Base = 1040		Male	Female	20-39	40-59	60+
Percentage [%]	43	32	50	50	47	34

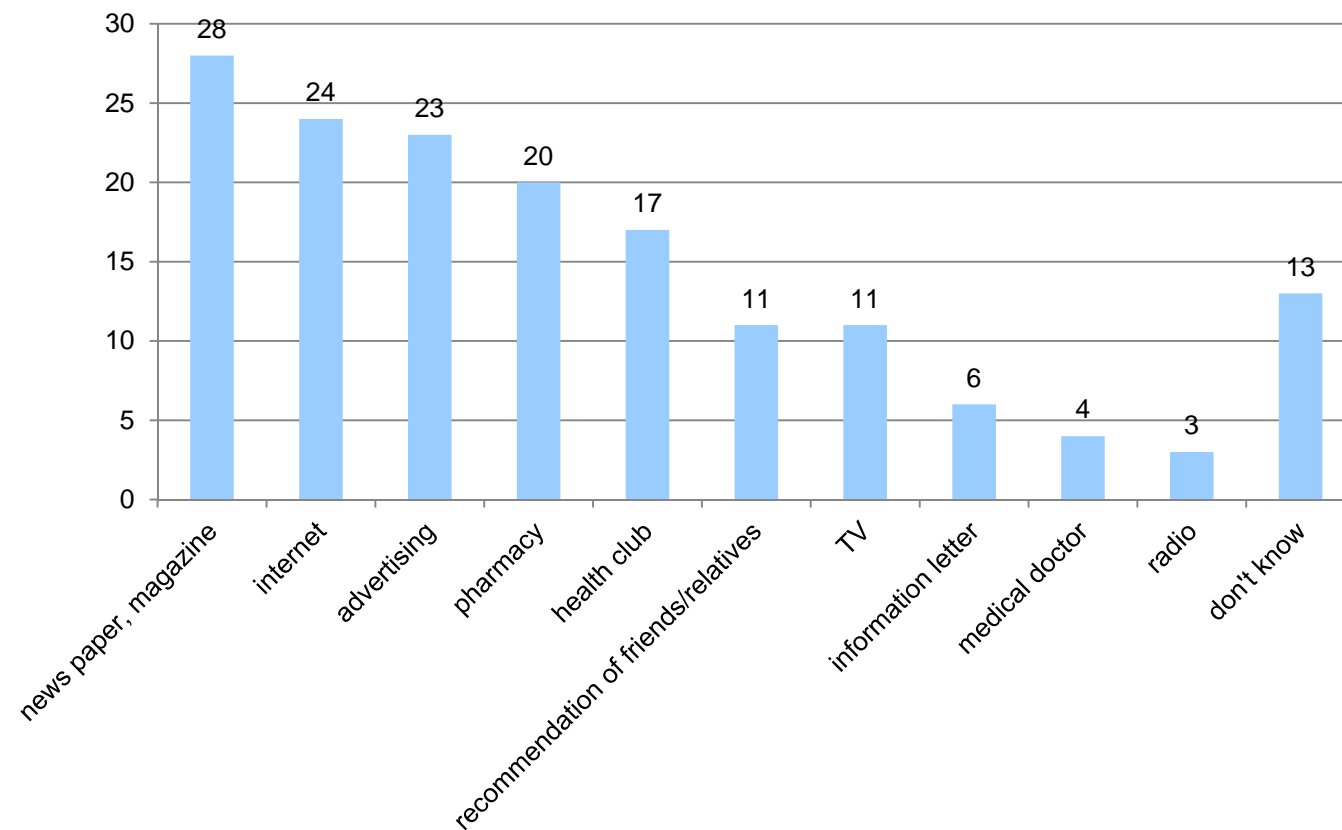
Awareness of the health benefits of L-carnitine

Question: «for which application is L-carnitine known to you?»



Information sources

Question: «where have you heard of L-carnitine?»



Points of sale

Question: «if you have ever taken L-carnitine, where did you get it from?»

